



SIENA RESEARCH INSTITUTE
SIENA COLLEGE, LOUDONVILLE, NY
www.siena.edu/sri

Monthly New York State Index of Consumer Sentiment including Gas and Food Analysis

For Immediate Release: Thursday, July 3, 2014

For information/comment: Dr. Doug Lonnstrom: 518-783-2362 (office) or 518-456-6073 (home)

For PDF of release, data summary, or trend analysis, visit www.siena.edu/sri/cci

Consumer Sentiment in NY Up 3rd Month in a Row

While not Sold on the Future, NY'ers, Happier with the Present, say 'Great time to buy'

Home Improvement Plans Highest Since '07; Gas Worries Down; Food Price Concerns Up

Loudonville, NY – The New York State Index of Consumer Sentiment increased 2.8 points in June, while the nation's Index increased 0.6 points, according to the latest poll by the Siena (College) Research Institute (SRI). At 78.8, New York's overall Index of Consumer Sentiment is 3.7 points below the nation's* Index of 82.5.

| June 2014 Index of Consumer Sentiment: | The Nation* | New York State | diff. points | New York State | Metro NYC | Upstate NY |
|---|--------------------|-------------------|-----------------|-------------------|-------------------|-------------------|
| Overall | 82.5 (0.6) | 78.8 (2.8) | -3.7 | 78.8 (2.8) | 80.2 (3.6) | 76.5 (1.1) |
| Current | 96.6 (2.1) | 84.9 (5.3) | -11.7 | 84.9 (5.3) | 85.3 (6.8) | 83.7 (2.6) |
| Future | 73.5 (-0.2) | 74.9 (1.2) | 1.4 | 74.9 (1.2) | 76.9 (1.5) | 71.8 (0.0) |

() reflects the point change from previous month. *National data compiled by the U. of Michigan

In June, buying plans were up for *cars/trucks*, 1.3 points to 11.8%, *consumer electronics*, 2.1 points to 34.1%, and *major home improvements*, 0.6 points to 20.9%. Buying plans were down for *furniture*, 4.2 points to 19.7%, and *homes*, 0.8 points to 4.3%.

“Consumer sentiment increased for the third consecutive month in New York, driven mainly by improved attitudes among New York City residents,” according to Dr. Doug Lonnstrom, professor of statistics and finance at Siena College and SRI Founding Director. **“The overall index, nearly as high as the national measure, is homing in on pre-recession numbers. The increase is not only NYC based, but also grounded more on accepting the present economic realities than on believing that tomorrow will be better.**

“New Yorkers remain divided on whether their future financial situation or that of the overall marketplace will improve over the next year, but a growing number now say that their lot has improved over the past twelve months. Overwhelmingly, residents say that now is a great time to buy major household items – a telltale indicator of both perceived value and current confidence.”

Each month since January 1999, the SRI survey establishes an Index for Consumer Sentiment for New York State consumers. This index allows a direct comparison of New Yorkers to all Americans (“the nation”) as surveyed by the University of Michigan’s Index of Consumer Sentiment. The SRI survey measures *current* and *future* consumer sentiment, which combined provides the *overall* consumer sentiment. SRI also looks at confidence in New York State by region (metro New York City and Upstate), age, income, gender and party.

| Consumer Sentiment in New York State (index numbers): June 2014 | | | |
|--|-------------------|-------------------|-------------------|
| (Groups listed in descending order by Overall ICS Rating) | | | |
| | Overall | Current | Future |
| Highest Income, \$100K+ | 89.0 (-0.3) | 103.4 (0.0) | 79.8 (-0.5) |
| Democrats | 88.4 (1.0) | 89.8 (3.0) | 87.6 (-0.2) |
| Higher Income, \$50K+ | 85.5 (3.1) | 95.5 (6.5) | 79.1 (1.0) |
| Under Age 55 | 82.8 (2.5) | 87.9 (6.0) | 79.6 (0.3) |
| Metro NYC | 80.2 (3.6) | 85.3 (6.8) | 76.9 (1.5) |
| Men | 80.0 (-1.2) | 89.4 (4.5) | 74.0 (-4.8) |
| New York State | 78.8 (2.8) | 84.9 (5.3) | 74.9 (1.2) |
| Women | 77.9 (6.3) | 81.1 (6.4) | 75.9 (6.3) |
| Age 55+ | 76.9 (2.7) | 83.4 (4.6) | 72.7 (1.4) |
| Upstate NY | 76.5 (1.1) | 83.7 (2.6) | 71.8 (0.0) |
| Lower Income, less than \$50K | 70.7 (5.1) | 72.0 (4.5) | 69.8 (5.3) |
| Republicans | 69.2 (0.6) | 81.1 (2.3) | 61.6 (-0.4) |

| Index of Consumer Sentiment and Buying Plans; Summary of Last Six Years | | | | | | | | |
|---|-----------------------------|------------------|------------------|-------------------|-----------------------------------|-------------------|---------------------------|------------------------|
| | Index of Consumer Sentiment | | | Buying Plans | | | | |
| | Overall Index | Current Index | Future Index | Car/Truck | Consumer Electronics ¹ | Furniture | Home | Major Home Improvement |
| Jun 2009 | 64.3 | 61.4 | 66.2 | 9.4% | | 15.3% | 4.3% | 14.9% |
| Jun 2010 | 63.4 | 65.6 | 62.0 | 9.5% | | 17.7% | 3.1% | 14.2% |
| Jun 2011 | 64.9 | 63.3 | 65.9 | 10.1% | | 17.5% | 3.9% | 15.0% |
| Jun 2012 | 74.5 | 73.5 | 75.2 | 10.8% | | 19.8% | 5.6% | 14.5% |
| Jun 2013 | 78.7 | 80.7 | 77.4 | 13.6% | | 24.6% | 4.1% | 19.6% |
| Jun 2014 | 78.8 | 84.9 | 74.9 | 11.8% | 34.1% | 19.7% | 4.3% | 20.9% |
| Highest | 79.4 (Nov 12) | 84.9 (Jun 14) | 80.8 (Oct 12) | 14.7% (Jul 13) | 38.3% (Nov 13) | 24.6% (Jun 13) | 5.7% (Sep 13 & May 12) | 20.9% (Jun 14) |
| Lowest | 59.1 (Oct 11) | 57.6 (Oct 11) | 60.1 (Oct 11) | 7.0% (Aug 10) | | 14.5% (Oct 11) | 2.0% (Jul 10 & Aug 10) | 12.2% (Nov 11) |

¹In order to more accurately measure consumers' intent to purchase the entire family of goods including not only computers but also cell phones, television and tablets, in July 2013 SRI changed the wording of this one buying plan from "computers" to "consumer electronics like personal computers, cellphones, televisions and tablets". While this move sacrifices the trend lines associated with computers only, the long-term benefit of polling on consumer electronics justifies the change.

“At nearly twenty-one percent, plans to make major home improvements were at their highest level since April 2007 and about six points higher than they were two years ago. This groundswell of intent to fix the homestead is another indication of current economic strengthening coinciding with reasonable supply.

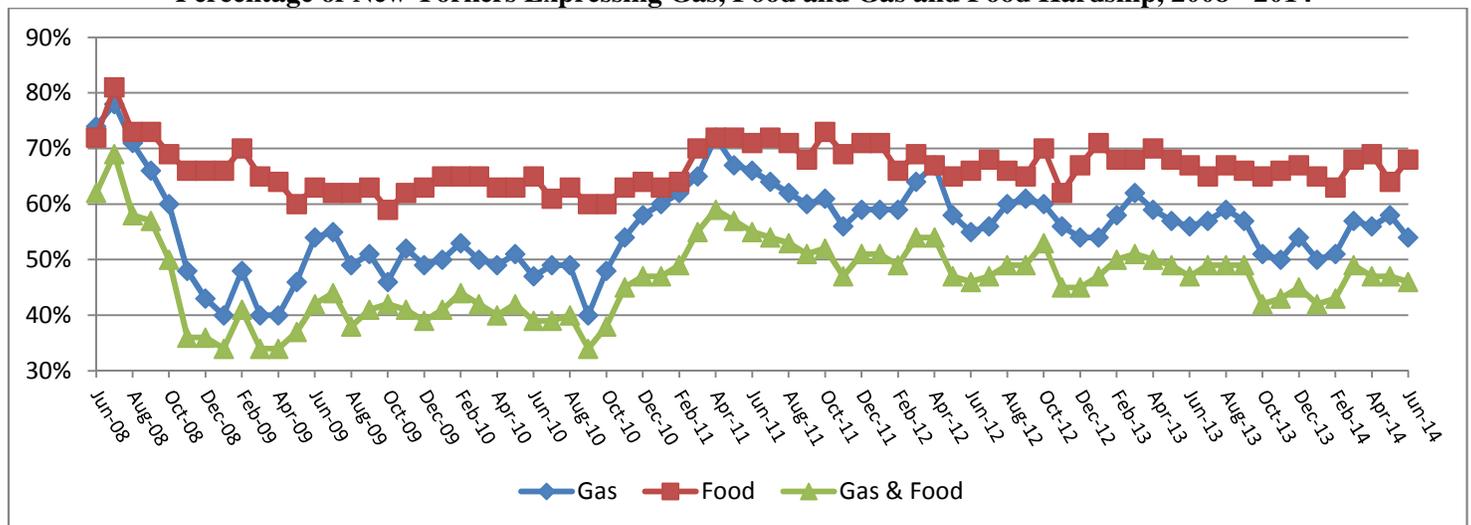
“Despite publicity about gas prices jumping of late and anticipated summer price increases, in June concern over petrol prices fell by four points. But the proverbial other hand slapped consumers at the grocery store as the financial pinch of feeding the family rose by an identical four points,” Dr. Lonnstrom said.

Gas and Food Price Analysis

Fifty-four percent of all New Yorkers say that current gasoline prices are having a very serious or somewhat serious impact on their financial condition. Sixty-eight percent of state residents indicate that the amount of money they spend on groceries is having either a very serious or somewhat serious impact on their finances. Forty-six percent of state residents say that both gasoline and food prices are having either a somewhat or very serious impact on their finances.

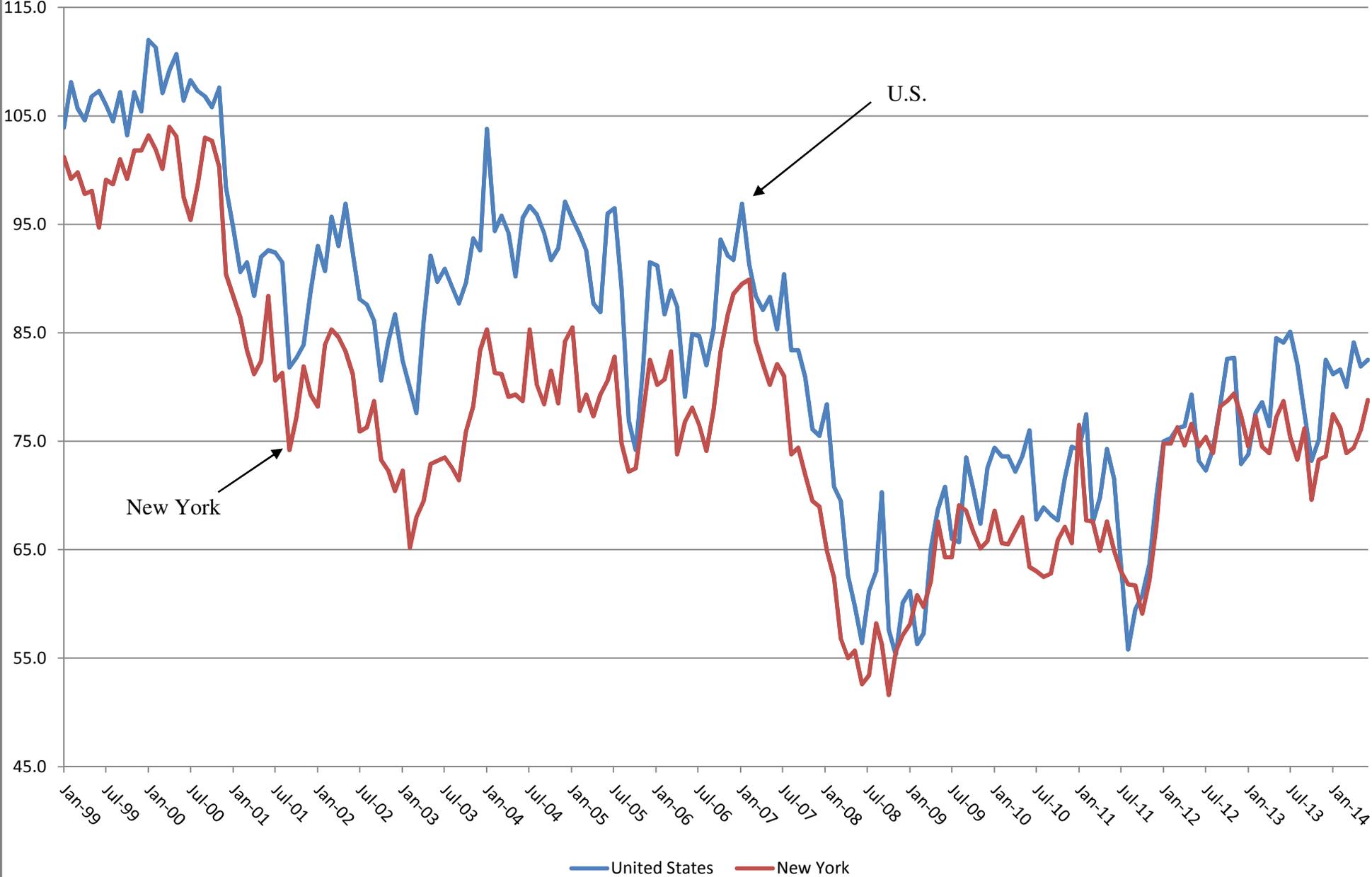
The following chart shows the percentage of New York State residents that report a hardship from 1) gasoline prices, 2) food prices, and 3) both gas and food prices from June 2008 through June 2014.

Percentage of New Yorkers Expressing Gas, Food and Gas and Food Hardship, 2008 - 2014



The SRI Index of Consumer Sentiment was conducted in June 2014 by random telephone calls to 628 New York State residents over the age of 18. As consumer sentiment is expressed as an index number developed after statistical calculations to a series of questions, “margin of error” does not apply. Buying plans, which are shown as a percentage based on answers to specific questions, do have a margin of error of ± 3.9 points. For more information or comments, please call Dr. Doug Lonnstrom, at 518-783-2362. Survey cross-tabulations and buying plans can be found at www.siena.edu/sri/ccj. SRI is an independent, non-partisan research institute. SRI subscribes to the American Association of Public Opinion Research (AAPOR) Code of Professional Ethics and Practices.

Index of Consumer Sentiment, U.S. and New York, 1999-Present



Seriousness of Gas and Food Prices: Percentage of NY'ers

Total percent by category indicating a somewhat or very serious problem.

| | Gasoline | | | | Food | | | | Both Gas and Food | | | |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|------------|------------|------------|
| | Jun 2014 | May 2014 | Apr 2014 | Mar 2014 | Jun 2014 | May 2014 | Apr 2014 | Mar 2014 | Jun 2014 | May 2014 | Apr 2014 | Mar 2014 |
| Upstate NY | 65% | 67% | 69% | 64% | 73% | 68% | 70% | 66% | 55% | 55% | 58% | 53% |
| Republicans | 64% | 59% | 65% | 57% | 69% | 65% | 74% | 66% | 54% | 50% | 57% | 51% |
| Under age 55 | 61% | 59% | 55% | 63% | 74% | 69% | 71% | 75% | 52% | 50% | 47% | 55% |
| Lower Income | 60% | 61% | 59% | 63% | 76% | 76% | 79% | 76% | 52% | 51% | 52% | 56% |
| Men | 58% | 57% | 51% | 58% | 65% | 56% | 59% | 64% | 50% | 46% | 39% | 48% |
| New York State | 54% | 58% | 56% | 57% | 68% | 64% | 69% | 68% | 46% | 47% | 47% | 49% |
| Higher Income | 54% | 55% | 54% | 55% | 64% | 56% | 63% | 62% | 44% | 45% | 43% | 45% |
| Women | 51% | 59% | 59% | 56% | 68% | 71% | 77% | 72% | 43% | 48% | 52% | 49% |
| Age 55+ | 50% | 58% | 57% | 54% | 62% | 61% | 68% | 63% | 42% | 47% | 46% | 44% |
| Metro NYC | 47% | 52% | 48% | 53% | 63% | 62% | 69% | 69% | 40% | 43% | 40% | 46% |
| Democrats | 47% | 51% | 50% | 55% | 64% | 60% | 68% | 65% | 40% | 39% | 40% | 43% |

Siena College Research Institute June 2014

Full table available on website: www.siena.edu/sri/cci