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*Monthly New York State Consumer Confidence Index including Gas and Food Analysis*

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**Consumer Melancholy Little Changed; NY Sentiment Up 1.3 Points, Nation Down 1.4**  
*Democrats Expect Far Better Economic Future than do Republicans*  
**No Buying Surge Planned; Now 3 Years Since Retailer Good Times**

**Loudonville, NY** - New York State consumer confidence increased 1.3 points in April, while the nation's confidence decreased 1.4 points, according to the latest poll by the Siena (College) Research Institute (SRI). At 66.8, New York's overall consumer confidence is 5.4 points below the nation's\* 72.2 confidence level.

April 2010 Consumer Confidence:	The Nation*	New York State	diff. points	New York State	Metro NYC	Upstate NY
<b>Overall</b>	<b>72.2 (-1.4)</b>	<b>66.8 (1.3)</b>	<b>-5.4</b>	<b>66.8 (1.3)</b>	<b>69.3 (-0.3)</b>	<b>62.8 (3.8)</b>
<b>Current</b>	<b>81.0 (-1.4)</b>	<b>67.8 (0.3)</b>	<b>-13.2</b>	<b>67.8 (0.3)</b>	<b>66.7 (0.0)</b>	<b>70.1 (0.7)</b>
<b>Future</b>	<b>66.5 (-1.4)</b>	<b>66.2 (2.0)</b>	<b>-0.3</b>	<b>66.2 (2.0)</b>	<b>71.0 (-0.5)</b>	<b>58.2 (5.9)</b>

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

In April, buying plans were up for: *cars/trucks*, 0.8 points to 10.7%; *computers*, 0.3 points to 13.8%; and *homes*, 0.9 points to 3.4%. Buying plans were down for: *furniture*, 1.4 points to 19.6% and *major home improvements*, 3.5 points to 14.5%.

**“Overall, consumer confidence was flat in April, not horrible, but as yet still failing to make any real progress towards good,”** according to Dr. Doug Lonnstrom, professor of statistics and finance at Siena College and SRI Founding Director. **“With little good news to absorb oil spills, volcanic disruptions, Wall St. testimony and a budgetless state, a majority of consumers still predict bad times for business conditions over the coming year and tough times to last through 2015. But today, Democrats are far more hopeful than independents and especially Republicans. GOP’s, in April, by nearly three to one say they are worse off today than a year ago, and by over three to one expect another year of declining conditions. While fifty percent of Democrats expect to personally stay economically even over the next year, of the rest by nearly four to one, somehow, someday, they expect to better their financial lot.”**

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

<b>Consumer Confidence in New York State (index numbers):</b>			
<b>April 2010</b>			
<b>(Groups listed in descending order by Overall CCI Rating)</b>			
	<b>Overall</b>	<b>Current</b>	<b>Future</b>
Democrats	73.9 (2.8)	70.1 (4.5)	76.4 (1.7)
Higher income	69.3 (0.5)	74.7 (2.3)	65.9 (-0.5)
Metro NYC	69.3 (-0.3)	66.7 (0.0)	71.0 (-0.5)
Under Age 55	68.9 (-0.4)	67.8 (-0.8)	69.6 (-0.2)
Women	67.3 (2.5)	66.7 (1.5)	67.6 (3.1)
<b>New York State</b>	<b>66.8 (1.3)</b>	<b>67.8 (0.3)</b>	<b>66.2 (2.0)</b>
Men	66.8 (0.3)	70.1 (-0.8)	64.7 (1.0)
Age 55+	65.2 (2.4)	68.2 (1.5)	63.3 (3.0)
Lower income	63.3 (1.6)	59.9 (-0.4)	65.5 (3.0)
Upstate NY	62.8 (3.8)	70.1 (0.7)	58.2 (5.9)
Republicans	60.8 (-5.9)	68.2 (-4.2)	56.0 (-7.0)

Consumer Confidence and Buying Plans; Summary of Previous 36 Months								
	Consumer Confidence			Buying Plans				
	Overall Index	Current Index	Future Index	Car/ Truck	Computer	Furniture	Home	Major Home Improvement
<b>Apr 2007</b>	82.1	90.2	76.9	15.3%	16.8%	22.7%	5.3%	21.0%
<b>Apr 2008</b>	55.0	58.0	53.1	10.6%	11.6%	14.8%	3.7%	17.9%
<b>Apr 2009</b>	62.1	61.4	62.5	10.7%	13.0%	16.2%	4.2%	13.7%
<b>Apr 2010</b>	66.8	67.8	66.2	10.7%	13.8%	19.6%	3.4%	14.5%
<b>3 Year Difference</b>	-15.3	-22.4	-10.7	-4.6	-3.0	-3.1	-1.9	-6.5
<b>Highest</b>	82.1 (Apr 07 & Jun 07)	90.9 (Jun 07)	76.9 (Apr 07)	15.3% (Apr 07)	16.8% (Apr 07)	23.1% (Jun 07)	5.6% (Jun 07)	21.0% (Apr 07)
<b>Lowest</b>	51.6 (Oct 08)	49.7 (Oct 08)	49.9 (Jun 08)	7.7% (Jul 08 & Jan 09)	7.4% (Oct 08)	10.3% (Nov 08)	2.2% (Jan 09)	10.9% (Nov 08)

“Three years is a very long time in today’s economy. Not only were more New Yorkers saying that their finances were improving as compared with those seeing decline in April of ’07, but plans to buy cars, homes, and to make major home improvements were about fifty percent greater three years ago, prior to the recession, than they are today. Just under half of all state residents say that gasoline, as it approaches the \$3.00 line, is a serious hardship and over sixty percent dread the supermarket checkout. Worst hit are Upstaters, low income residents and Republicans. In fact, over half of Upstaters are affected by both gas and food costs,” according to Dr. Lonnstrom.

### Gas and Food Price Analysis

Forty-nine percent of all New Yorkers say that current gasoline prices are having a very serious or somewhat serious impact on their financial condition, down one point from last month. Sixty-three 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 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 by income, political party, age, location and gender that report a hardship from 1) gasoline prices, 2) food prices, and 3) both gas and food prices.

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			
	Apr 2010	Mar 2010	Feb 2010	Jan 2010	Apr 2010	Mar 2010	Feb 2010	Jan 2010	Apr 2010	Mar 2010	Feb 2010	Jan 2010
Upstate NY	63%	56%	61%	63%	65%	69%	60%	67%	51%	48%	49%	50%
Republicans	60%	51%	59%	54%	61%	65%	62%	62%	47%	44%	47%	44%
Lower Income	54%	57%	51%	54%	73%	75%	76%	75%	44%	49%	47%	47%
Under age 55	51%	49%	53%	51%	68%	66%	64%	67%	41%	41%	43%	43%
Women	50%	51%	52%	49%	69%	69%	68%	70%	42%	43%	45%	43%
Men	50%	49%	53%	50%	57%	61%	62%	59%	38%	40%	44%	39%
Higher Income	50%	45%	54%	44%	55%	56%	58%	57%	39%	36%	42%	36%
<b>New York State</b>	<b>49%</b>	<b>50%</b>	<b>53%</b>	<b>50%</b>	<b>63%</b>	<b>65%</b>	<b>65%</b>	<b>65%</b>	<b>40%</b>	<b>42%</b>	<b>44%</b>	<b>41%</b>
Age 55+	49%	50%	53%	49%	60%	64%	66%	64%	39%	42%	46%	40%
Democrats	42%	49%	46%	44%	66%	66%	68%	68%	35%	41%	39%	38%
Metro NYC	41%	46%	47%	41%	63%	62%	68%	64%	33%	38%	41%	35%

The SRI survey of Consumer Confidence was conducted in April 2010 by random telephone calls to 805 New York State residents over the age of 18. As consumer confidence 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  $\pm 3.5$  points. For more information or comments, please call Dr. Douglas Lonnstrom, SRI’s Founding Director, at 518-783-2362. Survey cross-tabulations and buying plans can be found at [www.siena.edu/sri/ccj](http://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.