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

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**No Consumer Recovery Yet; Willingness to Spend, Today, Tomorrow Sags**  
**Strongest Weak Economy Downstate; Upstate Coping But No More Optimistic than Last Year**  
**Computer Buying Plans Hit Two-Year High**  
**Concern over Gas/Food Prices Increases as Winter Arrives**

**Loudonville, NY** - New York State consumer confidence decreased 1.6 points in November, while the nation's confidence decreased 3.2 points, according to the latest poll by the Siena (College) Research Institute (SRI). At 65.1, New York's overall consumer confidence is 2.3 points below the nation's\* 67.4 confidence level.

November 2009 Consumer Confidence:	The Nation*	New York State	diff. points	New York State	Metro NYC	Upstate NY
<b>Overall</b>	<b>67.4 (-3.2)</b>	<b>65.1 (-1.6)</b>	<b>-2.3</b>	<b>65.1 (-1.6)</b>	<b>69.2 (-0.3)</b>	<b>58.5 (-3.3)</b>
<b>Current</b>	<b>68.8 (-4.9)</b>	<b>64.1 (-1.9)</b>	<b>-4.7</b>	<b>64.1 (-1.9)</b>	<b>64.1 (-1.1)</b>	<b>64.4 (-2.3)</b>
<b>Future</b>	<b>66.5 (-2.1)</b>	<b>65.7 (-1.5)</b>	<b>-0.8</b>	<b>65.7 (-1.5)</b>	<b>72.5 (0.2)</b>	<b>54.8 (-3.8)</b>

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

In November, buying plans were up for: *cars/trucks*, 0.3 points to 10.9%; *computers*, 1.4 points to 15.6%; and *furniture*, 2.8 points to 17.8%. Buying plans were down for: *homes*, 0.7 points to 3.7% and *major home improvements*, 0.3 points to 13.1%.

**“Consumer confidence, current, future and overall fell less this month in New York than across the nation,” according to Dr. Douglas Lonnstrom, professor of statistics and finance at Siena College and SRI Founding Director. “Still, New York is slightly behind the nation in each confidence category and more importantly, these numbers, although up from last year’s crisis, continue to demonstrate that consumers are currently struggling and not yet optimistic about their economic future. While future confidence in the New York City area is approaching the breakeven point, upstate’s numbers trail downstate by a worrisome eighteen points. Some buying plans, especially technology and home furnishings are picking up as the holiday season kicks off.”**

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>November 2009</b>			
<b>(Groups listed in descending order by Overall CCI Rating)</b>			
	<b>Overall</b>	<b>Current</b>	<b>Future</b>
Democrats	71.4 (-1.1)	64.4 (-0.4)	75.9 (-1.5)
Higher income	69.6 (1.9)	72.0 (1.1)	68.1 (2.4)
Metro NYC	69.2 (-0.3)	64.1 (-1.1)	72.5 (0.2)
Under Age 55	67.7 (-0.8)	62.2 (-1.9)	71.3 (0.0)
Men	67.4 (1.2)	71.6 (1.1)	64.7 (1.2)
<b>New York State</b>	<b>65.1 (-1.6)</b>	<b>64.1 (-1.9)</b>	<b>65.7 (-1.5)</b>
Age 55+	63.1 (-2.0)	66.0 (-1.1)	61.3 (-2.4)
Women	63.1 (-3.7)	58.0 (-4.6)	66.4 (-3.2)
Lower income	59.7 (-5.2)	54.2 (-4.9)	63.3 (-5.3)
Republicans	59.4 (-2.3)	67.5 (-0.7)	54.3 (-3.1)
Upstate NY	58.5 (-3.3)	64.4 (-2.3)	54.8 (-3.8)

Consumer Confidence and Buying Plans; Summary of Previous 24 Months								
	Consumer Confidence			Buying Plans				
	Overall Index	Current Index	Future Index	Car/Truck	Computer	Furniture	Home	Major Home Improvement
Nov 2007	69.5	78.1	64.0	10.3%	12.6%	18.5%	4.4%	17.6%
Nov 2008	55.6	51.6	58.2	8.2%	10.7%	10.3%	3.0%	10.9%
Nov 2009	65.1	64.1	65.7	10.9%	15.6%	17.8%	3.7%	13.1%
2 Year Difference	-4.4	-14.0	1.7	0.6	3.0	-0.7	-0.7	-4.5
Highest	69.5 (Nov 07)	78.1 (Nov 07)	71.8 (Aug 09)	11.5% (Jul 09)	15.6% (Nov 09)	18.5% (Nov 07)	4.7% (Aug 08)	17.9% (Apr 08)
Lowest	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)

### Gas and Food Price Analysis

Fifty-two percent of all New Yorkers say that current gasoline prices are having a very serious or somewhat serious impact on their financial condition, up six points from last month. Sixty-two 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-one percent of state residents say that both gasoline and food prices are having either a somewhat or very serious impact on their finances down from a high of 71% in July 2008.

**“As Christmas approaches, people across the state are growing more concerned about gas and food prices. This may not bode well for retailers. Over half of New Yorkers are feeling the pinch of high gas prices and more than six out of ten feel the same about food prices. And we all know that winter heating costs are about to blow in. Early Black Friday data confirms the Siena Holiday Spending Survey, shoppers are being frugal with their holiday spending and appear headed for a repeat of last year,”** according to Dr. Lonnstrom.

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			
	Nov 2009	Oct 2009	Sep 2009	Jul 2008	Nov 2009	Oct 2009	Sep 2009	Jul 2008	Nov 2009	Oct 2009	Sep 2009	Jul 2008
Upstate NY	66%	52%	61%	79%	65%	60%	65%	80%	51%	41%	50%	73%
Lower Income	59%	50%	55%	81%	74%	69%	70%	87%	50%	42%	48%	77%
Republicans	59%	48%	48%	80%	64%	61%	58%	76%	48%	41%	42%	72%
Women	52%	47%	52%	81%	69%	65%	68%	84%	44%	39%	44%	75%
Under age 55	52%	53%	54%	80%	63%	61%	65%	83%	41%	41%	43%	74%
<b>New York State</b>	<b>52%</b>	<b>46%</b>	<b>51%</b>	<b>78%</b>	<b>62%</b>	<b>59%</b>	<b>63%</b>	<b>81%</b>	<b>41%</b>	<b>42%</b>	<b>42%</b>	<b>71%</b>
Age 55+	51%	41%	50%	76%	60%	57%	63%	79%	41%	33%	41%	69%
Men	50%	44%	51%	75%	54%	51%	59%	77%	37%	33%	40%	67%
Democrats	47%	42%	50%	76%	62%	56%	64%	83%	37%	33%	40%	68%
Higher Income	45%	45%	47%	76%	51%	49%	58%	76%	33%	32%	36%	67%
Metro NYC	42%	42%	45%	77%	60%	59%	63%	81%	35%	33%	37%	69%

The SRI survey of Consumer Confidence was conducted in November 2009 by random telephone calls to 955 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  $\pm 3.2$  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/cci](http://www.siena.edu/sri/cci). 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.