



# Consumer Confidence Survey<sup>®</sup>



## Consumer Confidence Continues To Improve

June Results

- ▲ **Consumer Confidence Index<sup>®</sup>**  
85.2    +3.0
- ▲ **Present Situation**  
85.1    +4.8
- ▲ **Expectations**  
85.2    +1.7

The Conference Board **Consumer Confidence Index<sup>®</sup>**, which had increased in May, improved again in June. The Index now stands at 85.2 (1985=100), up from 82.2 in May. The Present Situation Index increased to 85.1 from 80.3, while the Expectations Index rose to 85.2 from 83.5 in May.

The monthly **Consumer Confidence Survey<sup>®</sup>**, based on a probability-design random sample, is conducted for The Conference Board by Nielsen, a leading global provider of information and analytics around what consumers buy and watch. The cutoff date for the preliminary results was June 13.

Consumers' appraisal of current conditions improved in June. Those claiming business conditions are "good" increased to 23.0 percent from 21.1 percent, while those stating business conditions are "bad" decreased to 22.8 percent from 24.6 percent. Consumers' assessment of the job market was also more favorable. Those stating jobs are "plentiful" edged up to 14.7 percent from 14.2 percent, while those claiming jobs are "hard to get" declined to 31.8 percent from 32.2 percent.

Consumers' expectations were generally more positive in June. The percentage of consumers expecting business conditions to improve over the next six months increased to 18.8 percent from 17.7 percent, however those expecting business conditions to worsen increased to 11.4 percent from 10.7 percent. Consumers were more positive about the outlook for the labor market. Those anticipating more jobs in the months ahead increased to 16.3 percent from 15.2 percent, while those anticipating fewer jobs edged down to 18.7 percent from 18.9 percent. Fewer consumers expect their incomes to grow, 15.9 percent versus 18.0 percent, but those expecting a drop in their incomes also declined, to 12.1 percent from 14.5 percent.

Consumer confidence continues to advance and the index is now at its highest level since January 2008 (87.3). June's increase was driven primarily by improving current conditions, particularly consumers' assessment of business conditions. Expectations regarding the short-term outlook for the economy and jobs were moderately more favorable, while income expectations were a bit mixed. Still, the momentum going forward remains quite positive.

Lynn Franco



## Consumer Confidence and Buying Plans

Percentage of households = 100%

All series seasonally adjusted	2013							2014					
	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May(r)	June(p)
<b>Composite Series: Index Numbers, 1985=100</b>													
<b>Consumer Confidence Index®</b>	82.1	81.0	81.8	80.2	72.4	72.0	77.5	79.4	78.3	83.9	81.7	82.2	85.2
Present Situation	68.7	73.6	70.9	73.5	72.6	73.5	75.3	77.3	81.0	82.5	78.5	80.3	85.1
Expectations	91.1	86.0	89.0	84.7	72.2	71.1	79.0	80.8	76.5	84.8	83.9	83.5	85.2
<b>Appraisal of Present Situation: Percent</b>													
<b>Business Conditions</b>													
Good	19.4	20.8	18.7	20.7	19.5	20.4	20.2	20.8	21.2	22.6	22.2	21.1	23.0
Bad	24.9	24.9	24.5	23.9	23.0	24.6	23.2	23.4	22.0	23.5	24.8	24.6	22.8
Normal	55.7	54.3	56.8	55.4	57.5	55.0	56.6	55.8	56.8	53.9	53.0	54.3	54.2
<b>Employment</b>													
Jobs plentiful	11.3	12.3	11.3	11.4	11.6	12.0	11.9	12.5	13.4	13.8	13.0	14.2	14.7
Jobs not so plentiful	51.6	52.5	55.4	55.0	53.5	53.9	55.2	54.8	54.2	54.8	54.2	53.6	53.5
Jobs hard to get	37.1	35.2	33.3	33.6	34.9	34.1	32.9	32.7	32.4	31.4	32.8	32.2	31.8
<b>Expectations for Six Months Hence: Percent</b>													
<b>Business Conditions</b>													
Better	21.4	19.9	20.6	20.6	16.0	16.7	17.4	17.0	17.3	17.4	17.2	17.7	18.8
Worse	11.1	11.3	11.1	10.3	17.5	16.1	13.9	12.2	13.6	10.1	10.5	10.7	11.4
Same	67.5	68.8	68.3	69.1	66.5	67.2	68.7	70.8	69.1	72.5	72.3	71.6	69.8
<b>Employment</b>													
More jobs	19.7	16.7	17.5	16.1	16.0	13.1	17.1	15.1	13.7	14.1	14.7	15.2	16.3
Fewer jobs	16.1	17.7	17.2	19.1	22.6	21.4	19.4	19.0	20.9	17.5	18.0	18.9	18.7
Same	64.2	65.6	65.3	64.8	61.4	65.5	63.5	65.9	65.4	68.4	67.3	65.9	65.0
<b>Income</b>													
Increase	15.9	15.7	17.5	15.1	15.7	15.3	13.9	16.6	15.8	15.3	16.8	18.0	15.9
Decrease	14.2	13.7	13.5	13.9	15.5	15.5	14.3	13.9	13.4	11.5	12.9	14.5	12.1
Same	69.9	70.6	69.0	71.0	68.8	69.2	71.8	69.5	70.8	73.2	70.3	67.5	72.0
<b>Plans to Buy Within Six Months: Percent</b>													
<b>Automobile</b>													
Yes	11.0	12.7	10.6	12.9	11.9	12.1	12.0	12.3	13.8	13.0	10.6	11.6	12.3
New	3.7	3.8	3.8	4.3	4.2	3.3	4.0	3.9	5.4	4.0	3.4	3.8	4.6
Used	6.1	7.2	5.6	7.2	6.7	7.7	6.8	6.7	6.9	6.8	5.5	6.1	6.2
Uncertain	1.2	1.7	1.2	1.4	1.0	1.1	1.2	1.7	1.5	2.2	1.7	1.7	1.5
<b>Home</b>													
Yes	5.4	6.9	5.1	6.5	5.5	5.0	7.4	5.4	5.7	5.3	5.6	5.0	5.4
New	1.0	1.2	0.7	1.0	0.7	0.8	1.4	0.6	0.9	1.1	1.0	0.7	0.5
Lived in	3.2	4.3	3.0	4.1	3.1	2.7	3.5	3.4	4.1	2.8	2.9	3.1	3.6
Uncertain	1.2	1.4	1.4	1.4	1.7	1.5	2.5	1.4	0.7	1.4	1.7	1.2	1.3
<b>Major appliances</b>													
Total plans	48.8	49.9	49.0	48.8	50.5	45.8	49.3	46.4	47.9	50.5	45.9	45.2	50.2
Refrigerator	6.9	6.4	6.6	6.3	6.2	7.0	6.8	6.5	7.1	8.0	6.1	5.8	7.3
Washing machine	5.9	6.0	6.2	5.1	7.4	4.9	6.3	5.7	6.4	6.3	6.5	5.2	6.2
TV set	13.7	14.9	14.5	14.9	13.5	13.8	13.5	12.5	13.3	12.7	11.8	13.6	13.1
Vacuum cleaner	8.6	9.0	7.9	8.7	8.8	9.7	9.0	8.3	8.3	10.4	8.5	8.9	9.7
Range	4.3	4.5	4.4	4.1	4.4	2.8	4.5	3.9	4.1	4.2	2.9	3.3	4.2
Clothes dryer	5.4	5.2	5.6	4.1	6.0	4.0	4.9	4.8	4.7	5.0	5.6	4.3	5.6
Air conditioner	4.0	3.9	3.8	5.6	4.2	3.6	4.3	4.7	4.0	3.9	4.5	4.1	4.1
Carpet	10.3	9.8	8.8	9.8	9.1	8.9	9.2	10.4	10.1	11.6	10.4	9.5	10.7
<b>Vacation Intended Within Six Months: Percent</b>													
<b>Vacation intended</b>	41.7		45.6		51.1		49.8		44.5		43.7		42.5
<b>Destination</b>													
U.S.	35.1		37.2		41.2		39.0		35.9		36.2		34.7
Foreign country	8.5		9.4		11.3		11.7		10.8		10.0		9.1
<b>Means of travel</b>													
Automobile	22.3		23.6		26.5		25.5		22.2		22.9		22.6
Airplane	20.1		21.3		21.5		21.5		22.7		21.5		21.0
Other	2.6		2.4		3.4		3.6		2.3		2.4		2.0

(p) - preliminary (r) - revised

Note: Data as of November 2010 are based on surveys conducted by Nielsen; data prior to November 2010 are based on surveys conducted by TNS.

For further information, see Technical Notes published February 22, 2011 @ www.conference-board.org

**Inflation Interest Rates Stock Prices**

Not seasonally adjusted	2013							2014					
	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May(r)	June(p)
<b>Expectations for Twelve Months Hence: Percent</b>													
<b>Inflation Rate</b>													
Average	5.5	5.4	5.4	5.3	5.5	5.2	5.2	5.2	5.2	5.5	5.5	5.6	5.5
<b>Interest Rates</b>													
Higher	59.8	71.0	67.7	66.3	64.2	60.4	63.0	63.6	60.9	58.3	59.2	61.2	58.2
Same	30.5	21.2	24.3	25.8	26.0	30.3	27.2	27.3	28.9	30.4	30.9	29.7	30.7
Lower	9.7	7.8	8.0	7.9	9.8	9.3	9.8	9.1	10.2	11.3	9.9	9.1	11.1
<b>Stock Prices</b>													
Increase	35.5	33.3	35.3	33.2	31.0	34.3	36.6	37.8	30.7	34.2	34.6	34.8	37.1
Same	36.3	36.3	35.7	36.6	33.4	35.9	34.2	35.4	37.0	36.5	38.5	37.0	36.2
Decrease	28.2	30.4	29.0	30.2	35.6	29.8	29.2	26.8	32.3	29.3	26.9	28.2	26.7

**Age Income**

All series seasonally adjusted	2013							2014						3 mos. percent change*
	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May(r)	June(p)	
<b>Consumer Confidence Index®, 1985=100</b>														
<b>Age of Household Head</b>														
Under 35	101.1	106.0	104.5	109.4	83.7	84.2	90.8	99.3	107.3	102.4	105.0	106.4	102.3	1.5
35 to 54	84.6	80.5	90.0	87.4	82.0	79.4	83.9	80.2	82.6	89.4	86.8	88.4	92.1	6.0
55 and over	70.5	68.2	64.9	62.9	57.9	61.0	65.9	68.9	63.2	72.4	68.8	67.0	73.6	2.4
<b>Household Income</b>														
Under \$15,000	49.0	52.5	57.9	54.6	44.5	46.3	55.8	40.4	57.5	49.4	54.9	55.4	48.3	7.7
\$15,000-24,999	69.6	64.7	47.1	53.1	53.3	52.7	56.0	53.7	60.1	52.7	57.7	63.0	53.7	4.7
\$25,000-34,999	71.5	59.8	65.1	58.5	51.6	57.9	61.8	69.8	67.5	68.7	83.7	67.6	61.9	3.5
\$35,000-49,999	73.4	71.5	65.4	79.6	64.6	70.0	71.7	75.2	67.7	71.4	76.7	70.8	79.8	6.0
\$50,000 and over	102.5	103.1	109.2	103.3	96.1	89.7	95.0	103.4	96.7	111.6	100.7	104.1	111.6	1.5
\$50,000-74,999	89.5	92.5	93.7	86.4	74.6	72.1	84.3	84.4	80.6	97.3	87.5	82.2	95.1	1.0
\$75,000-99,999	97.6	97.4	95.2	95.6	90.4	85.5	85.5	95.2	95.6	107.3	97.9	99.5	111.1	3.5
\$100,000-124,999	101.1	102.1	110.5	110.4	106.1	89.8	97.0	112.4	95.2	105.8	100.8	110.8	108.1	2.0
\$125,000 and over	121.7	121.0	137.3	125.5	121.2	113.7	112.8	125.8	116.0	132.3	114.4	127.8	130.6	-0.3

\*Percent Change: Average of last three months shown as compared with preceding three months.

Age and Income data have been adjusted for seasonal variations.

Note: Data as of November 2010 are based on surveys conducted by Nielsen; data prior to November 2010 are based on surveys conducted by TNS. For further information, see Technical Notes published February 22, 2011 @ www.conference-board.org



Consumer Confidence by Region

Not seasonally adjusted Index numbers: U.S. average, 1985=100	2013									2014						3-Month Avg. Apr., May, June		Percent Change*
	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May(r)	June(p)	2013	2014		
<b>NEW ENGLAND</b>																		
Consumer Confidence Index®	64.3	76.1	84.7	60.7	64.2	71.5	91.0	74.9	74.7	56.5	72.2	83.3	73.4	77.5	68.6	78.0	13.8	
Present Situation	43.7	69.2	79.8	56.1	50.2	63.9	66.7	66.5	65.5	41.2	55.5	69.5	68.9	73.5	56.7	70.6	24.5	
Expectations	78.0	80.7	88.0	63.8	73.5	76.6	107.2	80.5	80.9	66.8	83.3	92.5	76.4	80.1	76.5	83.0	8.5	
<b>MIDDLE ATLANTIC</b>																		
Consumer Confidence Index®	68.1	70.8	64.0	62.0	70.7	57.1	49.4	67.2	70.2	66.2	72.4	67.1	71.2	68.8	70.1	69.1	-1.5	
Present Situation	51.8	50.9	58.1	47.7	62.9	46.9	45.6	52.2	55.3	55.1	62.7	58.8	58.9	64.7	53.5	60.8	13.7	
Expectations	78.9	84.0	67.9	71.5	75.9	63.9	52.0	77.2	80.0	73.6	78.8	72.6	79.5	71.6	81.2	74.6	-8.1	
<b>EAST NORTH CENTRAL</b>																		
Consumer Confidence Index®	77.7	70.3	69.7	70.0	72.9	59.4	61.3	66.6	78.0	76.5	70.8	73.5	83.8	70.1	71.2	75.8	6.4	
Present Situation	60.7	56.0	58.9	59.7	66.7	58.6	59.0	61.3	59.3	65.7	67.6	58.0	74.6	61.4	54.8	64.6	18.0	
Expectations	89.0	79.8	77.0	76.8	77.0	59.9	62.7	70.2	90.5	83.8	73.0	83.8	89.9	76.0	82.2	83.2	1.3	
<b>WEST NORTH CENTRAL</b>																		
Consumer Confidence Index®	94.2	96.7	88.9	99.7	78.0	68.0	93.6	84.0	88.7	90.3	73.2	115.6	104.4	109.9	93.6	110.0	17.5	
Present Situation	104.1	94.1	97.1	117.8	94.1	91.9	119.9	109.2	104.5	105.6	88.2	132.7	123.5	134.3	95.7	130.2	36.0	
Expectations	87.7	98.4	83.5	87.6	67.2	52.1	76.0	67.3	78.2	80.2	63.2	104.2	91.7	93.6	92.1	96.5	4.7	
<b>SOUTH ATLANTIC</b>																		
Consumer Confidence Index®	80.8	82.3	74.0	75.5	71.6	61.1	59.4	73.0	83.5	76.5	80.9	86.9	84.6	86.9	76.4	86.2	12.7	
Present Situation	70.1	69.2	67.5	65.5	60.9	58.4	51.5	64.8	77.9	69.3	75.0	87.8	79.2	88.2	65.0	85.1	30.8	
Expectations	87.9	91.1	78.3	82.1	78.8	62.9	64.6	78.4	87.2	81.2	84.8	86.3	88.3	86.1	84.0	86.9	3.4	
<b>EAST SOUTH CENTRAL</b>																		
Consumer Confidence Index®	69.7	72.3	66.9	54.8	54.9	50.0	71.4	66.7	67.0	62.0	59.3	60.6	73.3	63.1	66.3	65.7	-1.0	
Present Situation	57.5	56.8	65.4	35.6	47.6	50.1	78.8	65.5	57.3	44.5	52.1	52.9	64.5	59.7	54.7	59.1	8.0	
Expectations	77.9	82.7	67.9	67.6	59.7	49.9	66.4	67.5	73.4	73.6	64.0	65.7	79.1	65.3	74.1	70.0	-5.4	
<b>WEST SOUTH CENTRAL</b>																		
Consumer Confidence Index®	94.8	98.9	109.8	90.3	103.1	89.1	96.8	104.7	95.9	112.3	104.2	111.7	122.0	107.4	100.0	113.7	13.7	
Present Situation	111.4	113.3	129.5	106.9	123.9	120.6	123.4	119.6	109.5	132.8	126.0	134.7	146.9	132.5	116.9	138.0	18.0	
Expectations	83.8	89.3	96.6	79.2	89.3	68.0	79.0	94.8	86.7	98.7	89.7	96.4	105.4	90.6	88.7	97.5	9.9	
<b>MOUNTAIN</b>																		
Consumer Confidence Index®	87.1	85.0	91.1	87.6	73.0	72.7	72.1	84.0	75.5	79.8	100.0	91.1	92.5	79.0	81.4	87.5	7.5	
Present Situation	76.4	73.7	86.9	76.8	62.9	81.0	64.7	82.7	60.0	72.5	96.5	83.3	86.9	82.6	71.7	84.3	17.4	
Expectations	94.2	92.5	93.8	94.8	79.7	67.1	77.1	84.8	85.8	84.8	102.4	96.3	96.2	76.6	87.8	89.7	2.2	
<b>PACIFIC</b>																		
Consumer Confidence Index®	80.6	89.6	73.9	83.9	77.3	80.6	80.1	85.5	91.8	86.2	83.1	94.7	79.7	99.5	82.1	91.3	11.2	
Present Situation	61.3	71.6	64.6	66.2	63.6	78.1	73.0	70.6	71.5	76.1	71.2	81.4	73.3	95.6	64.4	83.4	29.5	
Expectations	93.5	101.7	80.2	95.7	86.4	82.2	84.9	95.4	105.3	92.9	91.1	103.6	84.0	102.2	93.9	96.6	2.8	

(p) - preliminary (r) - revised

\*Percent Change: Average of last three months shown as compared with the same period a year ago. Regional data are not adjusted for seasonal variation.

Note: Data as of November 2010 are based on surveys conducted by Nielsen; data prior to November 2010 are based on surveys conducted by TNS. For further information, see Technical Notes published February 22, 2011 @ www.conference-board.org



## Consumer Confidence by State

Not seasonally adjusted Index numbers: U.S. average, 1985=100	2013									2014					3-Month Avg.		Percent Change*
	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May(r)	June(p)	Apr., May, June		
															2013	2014	
<b>CALIFORNIA</b>																	
Consumer Confidence Index®	80.9	85.2	70.7	85.9	72.9	74.9	76.2	81.2	93.4	87.6	85.8	95.1	80.5	104.0	80.7	93.2	15.4
Present Situation	68.2	64.7	60.6	57.6	52.1	71.1	67.9	69.4	72.7	76.4	76.5	81.2	74.1	99.7	63.0	85.0	35.0
Expectations	89.4	98.9	77.5	104.8	86.9	77.4	81.6	89.1	107.2	95.1	92.0	104.3	84.8	106.8	92.6	98.7	6.5
<b>TEXAS</b>																	
Consumer Confidence Index®	96.8	117.3	116.9	107.5	114.8	96.2	113.2	110.0	104.5	111.8	108.7	120.1	131.2	113.1	111.3	121.5	9.1
Present Situation	117.1	130.0	135.5	135.1	138.9	133.6	143.9	125.6	122.9	131.2	132.9	155.6	159.4	144.7	130.4	153.2	17.6
Expectations	83.2	108.7	104.5	89.1	98.7	71.3	92.8	99.6	92.2	98.8	92.5	96.4	112.4	92.1	98.6	100.3	1.7
<b>NEW YORK</b>																	
Consumer Confidence Index®	68.2	79.4	65.4	68.0	68.9	63.5	48.1	69.1	74.7	75.9	67.3	69.0	71.6	59.6	73.8	66.7	-9.6
Present Situation	54.4	57.6	51.1	48.2	60.4	57.5	39.7	45.1	51.0	60.9	56.2	51.4	57.9	60.4	58.6	56.6	-3.5
Expectations	77.3	93.9	74.9	81.2	74.6	67.5	53.8	85.1	90.5	86.0	74.7	80.7	80.8	59.1	83.9	73.5	-12.4
<b>FLORIDA</b>																	
Consumer Confidence Index®	77.1	85.0	68.7	68.1	73.2	63.0	57.6	68.9	77.0	79.4	75.8	84.3	89.5	74.5	78.1	82.8	5.9
Present Situation	67.0	63.4	52.7	60.7	58.5	49.2	47.0	53.1	71.8	63.2	69.1	82.7	89.2	71.0	61.4	81.0	31.8
Expectations	83.8	99.4	79.4	73.1	83.0	72.3	64.6	79.4	80.4	90.2	80.3	85.3	89.6	76.9	89.3	84.0	-5.9
<b>ILLINOIS</b>																	
Consumer Confidence Index®	59.9	69.7	55.7	83.1	81.4	54.7	58.8	67.0	80.6	70.1	78.9	63.1	83.7	77.9	65.8	74.9	13.8
Present Situation	26.4	51.9	42.4	69.6	62.4	48.2	53.2	60.1	60.5	42.7	74.2	39.8	61.5	69.3	45.6	56.9	24.8
Expectations	82.2	81.5	64.6	92.1	94.2	59.0	62.6	71.7	94.1	88.4	82.0	78.6	98.6	83.7	79.3	86.9	9.6
<b>PENNSYLVANIA</b>																	
Consumer Confidence Index®	69.7	58.3	58.0	48.9	74.6	43.8	42.2	62.8	57.4	55.3	79.1	59.4	68.5	73.7	63.6	67.2	5.6
Present Situation	63.5	53.7	64.9	44.4	70.5	30.4	45.7	58.5	55.4	53.7	76.7	64.5	60.2	64.7	56.6	63.2	11.5
Expectations	73.8	61.3	53.3	51.8	77.3	52.8	39.9	65.7	58.8	56.4	80.7	56.1	74.1	79.6	68.3	69.9	2.3
<b>OHIO</b>																	
Consumer Confidence Index®	89.3	77.6	85.5	55.6	54.3	55.0	67.7	67.7	78.4	60.3	65.2	83.9	73.7	62.8	80.7	73.4	-9.0
Present Situation	72.0	75.4	72.2	51.4	49.7	63.8	75.0	63.1	73.8	77.1	59.0	66.5	65.0	63.6	70.1	65.0	-7.3
Expectations	100.8	79.0	94.3	58.5	57.4	49.1	62.9	70.7	81.5	49.2	69.4	95.5	79.4	62.2	87.7	79.0	-9.9
<b>MICHIGAN</b>																	
Consumer Confidence Index®	72.2	67.5	67.1	78.7	75.9	63.5	55.5	61.4	73.6	78.8	62.4	79.8	87.8	52.6	64.4	73.4	13.9
Present Situation	54.4	33.3	56.7	65.3	68.1	52.6	38.2	45.7	31.9	50.5	52.6	66.6	73.0	37.2	38.3	58.9	53.8
Expectations	84.1	90.2	74.0	87.6	81.1	70.8	67.1	71.9	101.4	97.6	69.0	88.6	97.6	62.8	81.8	83.0	1.4

(p) - preliminary (r) - revised

\*Percent Change: Average of last three months shown as compared with the same period a year ago. State data are not adjusted for seasonal variation.

Note: Data as of November 2010 are based on surveys conducted by Nielsen; data prior to November 2010 are based on surveys conducted by TNS. For further information, see Technical Notes published February 22, 2011 @ www.conference-board.org