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April 27, 2010

News Release

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Release #5424

The Conference Board Consumer Confidence Index[®] Increases

Index Rises More Than Five Points

NEW YORK, April 27, 2010... The Conference Board *Consumer Confidence Index[®]*, which had rebounded in March, increased further in April. The Index now stands at 57.9 (1985=100), up from 52.3 in March. The Present Situation Index increased to 28.6 from 25.2. The Expectations Index improved to 77.4 from 70.4.

The *Consumer Confidence Survey[®]* is based on a representative sample of 5,000 U.S. households. The monthly survey is conducted for The Conference Board by TNS. TNS is the world's largest custom research company. The cutoff date for April's preliminary results was April 20th.

Says Lynn Franco, Director of The Conference Board Consumer Research Center: "Consumer confidence, which had rebounded in March, gained further ground in April. The Index is now at its highest reading in about a year and a half (Sept. 2008, 61.4). Consumers' concerns about current business and labor market conditions eased again. And, their outlook regarding business conditions and the labor market was also more positive than last month. Looking ahead, continued job growth will be key in sustaining positive momentum."

Consumers' appraisal of present-day conditions was more positive in April. Those claiming conditions are "good" increased to 9.1 percent from 8.5 percent, while those claiming business

conditions are “bad” declined to 40.2 percent from 42.1 percent. Consumers’ appraisal of the labor market also improved. Those saying jobs are “plentiful” increased to 4.8 percent from 4.0 percent, while those saying jobs are “hard to get” decreased to 45.0 percent from 46.3 percent.

Consumers’ outlook was also brighter in April. The percentage of consumers expecting business conditions will improve over the next six months increased to 19.8 percent from 18.0 percent, while those expecting conditions will worsen declined to 12.6 percent from 13.6 percent.

Consumers were also more optimistic about the job outlook. The percentage of consumers anticipating more jobs in the months ahead increased to 18.0 percent from 14.1 percent, while those anticipating fewer jobs declined to 20.0 percent from 21.4 percent. The proportion of consumers anticipating an increase in their incomes declined to 10.3 from 10.8 percent.

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Consumer Confidence Survey[®] **April Results**

	2009								2010				
	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.(r)	Apr.(p)
Consumer Confidence Index[®]	40.8	54.8	49.3	47.4	54.5	53.4	48.7	50.6	53.6	56.5	46.4	52.3	57.9
Present Situation	25.5	29.7	25.0	23.3	25.4	23.0	21.1	21.2	20.2	25.2	21.7	25.2	28.6
Expectations	51.0	71.5	65.5	63.4	73.8	73.7	67.0	70.3	75.9	77.3	62.9	70.4	77.4
Confidence Confidence Index[®] by Region													
New England	31.4	50.8	31.1	39.8	51.1	56.0	44.7	44.3	50.3	51.7	52.9	43.9	53.9
Middle Atlantic	41.3	43.0	45.9	41.0	44.6	49.8	48.3	48.4	45.4	53.8	47.5	52.9	63.5
East North Central	30.6	37.3	28.9	35.2	40.9	37.7	47.6	46.1	47.9	52.8	41.2	44.5	51.2
West North Central	46.3	57.6	49.8	54.4	61.4	62.4	52.5	66.8	53.8	74.5	51.3	67.5	71.1
South Atlantic	36.3	57.7	54.9	48.6	50.2	53.5	50.1	52.4	49.7	54.6	49.8	52.8	57.2
East South Central	41.8	54.3	47.0	44.9	53.5	49.5	44.3	51.6	46.6	58.8	49.1	51.2	45.5
West South Central	71.0	73.5	75.1	71.0	75.0	82.5	72.9	64.9	72.1	72.3	74.1	74.9	69.5
Mountain	41.1	69.2	68.3	54.2	57.6	48.3	59.3	44.3	52.6	62.3	44.4	43.8	57.1
Pacific	38.9	52.3	42.4	37.3	55.1	54.4	45.8	51.8	52.0	56.9	44.1	58.8	54.5

US data - top 3 lines - are seasonally adjusted.

Source: The Conference Board, TNS

Source:

The Conference Board Consumer Confidence Survey[®]
April 2010

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All series seasonally adjusted

	2009							2010					
	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.(r)	Apr.(p)
Composite Series: Index Numbers, 1985=100													
Consumer Confidence Index®	40.8	54.8	49.3	47.4	54.5	53.4	48.7	50.6	53.6	56.5	46.4	52.3	57.9
Present Situation	25.5	29.7	25.0	23.3	25.4	23.0	21.1	21.2	20.2	25.2	21.7	25.2	28.6
Expectations	51.0	71.5	65.5	63.4	73.8	73.7	67.0	70.3	75.9	77.3	62.9	70.4	77.4
Appraisal of Present Situation: Percent													
Business Conditions													
Good	7.9	8.8	8.1	8.9	8.5	8.6	7.8	8.1	7.5	8.5	6.8	8.5	9.1
Bad	44.9	44.5	45.3	46.5	44.6	46.3	46.7	44.5	45.7	44.7	45.1	42.1	40.2
Normal	47.2	46.7	46.6	44.6	46.9	45.1	45.5	47.4	46.8	46.8	48.1	49.4	50.7
Employment													
Jobs plentiful	4.9	5.8	4.5	3.7	4.3	3.6	3.5	3.1	3.1	4.4	4.0	4.0	4.8
Jobs not so plentiful	48.5	50.3	50.7	47.8	51.4	49.4	47.1	47.7	48.8	49.1	48.7	49.7	50.2
Jobs hard to get	46.6	43.9	44.8	48.5	44.3	47.0	49.4	49.2	48.1	46.5	47.3	46.3	45.0
Expectations for Six Months Hence: Percent													
Business Conditions													
Better	15.7	22.5	20.9	18.4	22.2	21.3	20.8	19.7	21.2	20.7	16.1	18.0	19.8
Worse	24.4	18.0	20.4	19.0	15.2	14.6	18.2	14.6	11.8	12.7	15.9	13.6	12.6
Same	59.9	59.5	58.7	62.6	62.6	64.1	61.0	65.7	67.0	66.6	68.0	68.4	67.6
Employment													
More jobs	14.2	19.3	17.5	15.5	18.0	18.0	16.8	15.8	16.4	15.8	13.2	14.1	18.0
Fewer jobs	32.5	25.6	27.6	26.1	23.1	22.9	26.1	23.1	20.6	18.9	24.7	21.4	20.0
Same	53.3	55.1	54.9	58.4	58.9	59.1	57.1	61.1	63.0	65.3	62.1	64.5	62.0
Income													
Increase	8.3	10.8	10.1	10.1	10.8	11.2	10.7	10.9	10.4	11.0	10.1	10.8	10.3
Decrease	21.4	17.7	18.2	18.8	17.8	19.3	19.3	18.9	18.4	16.3	17.8	17.4	16.5
Same	70.3	71.5	71.7	71.1	71.4	69.5	70.0	70.2	71.2	72.7	72.1	71.8	73.2
Plans to Buy Within Six Months: Percent													
Automobile													
Yes	4.9	5.7	4.7	4.8	5.3	4.5	4.7	4.5	3.9	5.2	5.3	3.9	5.1
New	2.2	3.0	2.3	2.3	2.6	2.2	1.5	1.9	1.5	2.2	1.9	1.3	2.3
Used	2.0	2.0	2.0	1.7	2.1	1.6	2.5	2.0	1.8	2.5	2.6	2.1	2.0
Uncertain	0.7	0.7	0.4	0.8	0.6	0.7	0.7	0.6	0.6	0.5	0.8	0.5	0.8
Home													
Yes	2.6	2.8	2.6	2.1	3.0	2.5	2.3	2.1	1.7	2.4	2.7	2.8	2.0
New	0.3	0.4	0.3	0.4	0.6	0.6	0.3	0.4	0.4	0.7	0.6	0.7	0.3
Lived in	1.7	1.5	1.6	1.3	1.7	1.3	1.3	1.3	1.0	1.2	1.3	1.3	1.3
Uncertain	0.6	0.9	0.7	0.4	0.7	0.6	0.7	0.4	0.3	0.5	0.8	0.8	0.4
Major appliances													
Total plans	26.0	29.2	26.9	25.5	26.2	24.5	23.2	23.7	23.6	26.3	27.8	25.5	27.4
Refrigerator	4.4	3.9	4.1	3.4	3.7	4.1	4.0	3.5	3.7	4.8	4.6	4.1	5.1
Washing machine	3.1	3.3	3.2	3.4	3.1	3.2	2.6	2.8	3.4	3.6	3.7	3.2	3.4
TV Set	8.2	10.1	7.5	8.5	9.1	7.1	8.0	7.8	7.4	7.3	9.0	8.1	7.5
Vacuum Cleaner	4.0	4.9	4.0	3.8	4.4	3.7	2.9	3.6	3.2	3.7	3.6	4.0	3.9
Range	2.3	2.8	3.0	2.5	1.5	2.4	2.0	2.0	2.0	2.5	2.2	2.1	3.0
Clothes dryer	2.9	2.7	3.6	2.4	2.7	2.7	2.3	2.7	2.9	2.8	3.4	3.0	3.0
Air conditioner	1.1	1.5	1.5	1.5	1.7	1.3	1.4	1.3	1.0	1.6	1.3	1.0	1.5
Carpet	3.1	4.1	3.4	3.4	3.3	3.1	2.9	3.7	3.3	3.7	2.7	3.6	2.7
Vacation Intended Within Six Months: Percent													
Vacation Intended	34.6		37.1		38.9		38.0		37.0		36.9		37.6
Destination													
U.S.	28.9		31.9		33.2		31.4		30.6		31.1		31.4
Foreign country	7.0		7.1		7.7		7.7		7.1		7.7		7.9
Means of Travel													
Automobile	18.2		20.3		21.1		19.9		18.7		19.8		20.1
Airplane	16.5		17.5		16.7		15.1		14.6		16.0		17.6
Other	2.7		2.9		3.0		3.4		3.4		3.2		3.3

(p) - preliminary (r) - revised

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Seasonally unadjusted
Index numbers:
U.S. Average, 1985 = 100

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	2009							2010					
	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.(r)	Apr.(p)
NEW ENGLAND													
Consumer Confidence Index®	31.4	50.8	31.1	39.8	51.1	56.0	44.7	44.3	50.3	51.7	52.9	43.9	53.9
Present Situation	10.3	9.3	10.6	11.3	19.8	17.5	23.9	17.0	16.9	14.8	15.2	14.6	20.3
Expectations	45.4	78.5	44.8	58.9	72.0	81.6	58.5	62.6	72.6	76.3	78.1	63.5	76.4
MIDDLE ATLANTIC													
Consumer Confidence Index®	41.3	43.0	45.9	41.0	44.6	49.8	48.3	48.4	45.4	53.8	47.5	52.9	63.5
Present Situation	24.3	18.8	20.6	15.3	17.1	21.6	16.9	19.0	17.3	20.4	14.4	22.6	27.1
Expectations	52.6	59.1	62.8	58.1	62.9	68.7	69.3	68.0	64.2	76.1	69.6	73.1	87.8
EAST NORTH CENTRAL													
Consumer Confidence Index®	30.6	37.3	28.9	35.2	40.9	37.7	47.6	46.1	47.9	52.8	41.2	44.5	51.2
Present Situation	14.9	10.0	10.2	14.0	12.6	12.4	12.9	11.7	12.0	17.9	10.2	11.5	16.8
Expectations	41.2	55.6	41.5	49.3	59.8	54.5	70.7	69.0	71.8	76.0	61.8	66.5	74.1
WEST NORTH CENTRAL													
Consumer Confidence Index®	46.3	57.6	49.8	54.4	61.4	62.4	52.5	66.8	53.8	74.5	51.3	67.5	71.1
Present Situation	33.9	41.8	32.0	38.1	40.5	39.0	31.2	34.9	15.8	45.6	26.0	41.1	47.2
Expectations	54.5	68.1	61.6	65.3	75.4	78.1	66.7	88.1	79.2	93.8	68.2	85.2	87.1
SOUTH ATLANTIC													
Consumer Confidence Index®	36.3	57.7	54.9	48.6	50.2	53.5	50.1	52.4	49.7	54.6	49.8	52.8	57.2
Present Situation	15.5	29.7	28.1	23.8	25.0	23.0	25.0	20.6	19.9	20.0	21.4	19.9	27.8
Expectations	50.2	76.4	72.9	65.2	67.0	73.8	66.8	73.6	69.7	77.6	68.8	74.8	76.8
EAST SOUTH CENTRAL													
Consumer Confidence Index®	41.8	54.3	47.0	44.9	53.5	49.5	44.3	51.6	46.6	58.8	49.1	51.2	45.5
Present Situation	38.0	34.7	32.7	30.0	35.3	30.3	22.7	26.6	27.3	21.5	28.1	22.3	27.1
Expectations	44.4	67.4	56.5	54.9	65.6	62.3	58.7	68.3	59.5	83.6	63.2	70.4	57.8
WEST SOUTH CENTRAL													
Consumer Confidence Index®	71.0	73.5	75.1	71.0	75.0	82.5	72.9	64.9	72.1	72.3	74.1	74.9	69.5
Present Situation	80.4	82.5	80.1	69.3	66.9	74.1	66.3	60.3	53.6	61.5	57.2	65.8	57.7
Expectations	64.7	67.5	71.8	72.1	80.4	88.1	77.3	67.9	84.5	79.5	85.4	81.0	77.4
MOUNTAIN													
Consumer Confidence Index®	41.1	69.2	68.3	54.2	57.6	48.3	59.3	44.3	52.6	62.3	44.4	43.8	57.1
Present Situation	17.5	43.5	28.3	23.9	23.9	18.6	26.2	20.6	29.1	15.4	15.2	13.7	25.8
Expectations	56.9	86.3	95.1	74.4	80.1	68.1	81.5	60.1	68.3	93.7	63.9	63.8	78.0
PACIFIC													
Consumer Confidence Index®	38.9	52.3	42.4	37.3	55.1	54.4	45.8	51.8	52.0	56.9	44.1	58.8	54.5
Present Situation	16.4	18.6	12.4	9.8	14.5	12.8	13.7	16.5	15.3	16.9	12.2	20.1	16.8
Expectations	53.9	74.8	62.4	55.7	82.2	82.2	67.3	75.3	76.4	83.5	65.4	84.7	79.6

(p) - preliminary (r) - revised

Not Seasonally Adjusted	2009							2010					
	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.(r)	Apr.(p)
Expectations for Twelve Months Hence: Percent													
Inflation Rate													
Average	5.9	5.6	5.9	5.5	5.4	5.3	5.3	5.2	5.2	5.3	5.2	5.4	5.3