



COUNTY ECONOMIC RESEARCH INSTITUTE INC.

JOHNSON COUNTY CONSUMER CONFIDENCE SURVEY

August 2012 Results

	2011					2012								Change From Last Mo.
	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	
Johnson County														
Consumer Confidence Index	50.2	51.1	45.2	58.5	66.5	65.4	73.6	72.1	72.8	71.4	68.8	69.6	66.7	- 2.9
Present Situation Index	55.1	54.3	45.0	55.4	61.7	57.8	63.2	64.7	65.7	63.1	61.8	60.8	59.7	- 1.1
Expectations Index	46.9	49.0	45.3	60.6	69.7	70.4	80.6	77.1	77.5	77.0	73.4	75.5	71.3	- 4.2
United States														
Consumer Confidence Index	45.2	46.4	40.9	55.2	64.8	61.5	71.6	69.5	68.7	64.4	62.7	65.4	60.6	- 4.8
Present Situation Index	34.3	33.3	27.1	38.3	46.5	38.8	46.4	49.9	51.2	44.9	46.6	45.9	45.8	- 0.1
Expectations Index	52.4	55.1	50.0	66.4	77.0	76.7	88.4	82.5	80.4	77.3	73.4	78.4	70.5	- 7.9

Source: Johnson County — CERI; U.S. — The Conference Board

Consumer Confidence Declines During August

August 28. . . The Johnson County Index of Consumer Confidence declined in August to its lowest level since January. The Index declined 2.9 points during the month and currently stands at a reading of 66.7. Both components of the Index decreased with the Expectations Index recording the largest point loss. It declined 4.2 points to a new reading of 71.3 – its lowest level since December. The Present Situation Index slid just over one point to a reading of 59.7. This marked the fourth consecutive monthly decrease for the Present Situation Index bringing it to its lowest reading since January.

Nationally, consumer confidence declined to its lowest level in nine months. The U.S. Index of Consumer Confidence declined 4.8 points to 60.6 – its lowest reading since November. While the Present Situation Index held relatively steady, the Expectations Index declined nearly 8 points for the month to a reading 70.5.

Says Lynn Franco, Director of Economic Indicators at The Conference Board: "The Consumer Confidence Index is now at its lowest level since late last year (Nov. 2011, 55.2). A more pessimistic outlook was the primary reason for this month's decline in confidence. Consumers were more apprehensive about business and employment prospects, but more optimistic about their financial prospects despite rising inflation expectations. Consumers' assessment of current conditions was virtually unchanged, suggesting no significant pickup or deterioration in the pace of growth."

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Percent Planning To Purchase Within 6 Months

	2011					2012							
	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.
Automobile:													
New	2.1	2.1	2.2	2.3	2.4	2.5	2.5	2.5	2.6	2.6	2.6	2.5	2.6
Used	3.3	3.3	3.2	3.2	3.2	3.2	3.2	3.2	3.1	3.2	3.3	3.3	3.3
Uncertain	3.0	3.1	3.2	3.2	3.3	3.1	3.3	3.2	3.3	3.3	3.2	3.1	3.2
Home:													
New	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Lived In	1.9	2.0	1.9	1.8	1.9	1.8	1.9	2.0	2.0	2.1	2.1	2.2	2.3
Uncertain	1.6	1.8	1.7	1.6	1.6	1.7	1.8	1.8	1.9	1.9	2.0	2.0	2.0
Major Appliances:													
Refrigerator	2.4	2.4	2.5	2.5	2.6	2.4	2.4	2.3	2.4	2.6	2.6	2.6	2.6
Clothes Washer	2.9	2.9	2.9	2.9	2.8	2.6	2.6	2.5	2.5	2.5	2.5	2.5	2.4
Clothes Dryer	2.5	2.6	2.6	2.7	2.7	2.5	2.5	2.4	2.4	2.4	2.4	2.3	2.1
Range/Oven	1.6	1.7	1.9	1.8	1.6	1.5	1.7	1.7	1.6	1.5	1.5	1.4	1.5
Microwave Oven	2.6	2.6	2.7	2.7	2.5	2.5	2.5	2.4	2.4	2.4	2.5	2.4	2.6
Computer	10.1	9.8	10.2	10.4	10.6	10.0	9.9	9.8	9.7	9.6	9.7	9.6	10.1
TV or Video Equip.	9.4	9.3	9.5	9.7	9.9	9.9	9.7	9.7	9.6	9.4	9.2	9.2	9.3
Audio Equipment	8.5	8.5	8.6	8.9	9.1	8.9	8.8	8.7	8.7	8.6	8.4	8.2	8.2
Cellular Phone	10.6	10.5	10.9	10.9	11.2	10.5	10.4	10.4	10.2	10.1	10.0	9.8	10.1
Furniture:													
Sofa	2.8	2.9	3.0	3.1	3.1	2.7	2.7	2.6	2.5	2.4	2.3	2.1	2.1
Upholstered Chair(s)	2.6	2.8	2.8	2.8	2.8	2.3	2.4	2.3	2.2	2.1	2.0	1.9	1.9
Dining/Dinette	1.3	1.4	1.6	1.6	1.5	1.3	1.3	1.3	1.4	1.3	1.2	1.1	1.2
Bedroom	2.3	2.2	2.1	2.2	2.3	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.2
Other	4.4	4.4	4.5	4.5	4.5	4.2	4.1	4.3	4.4	4.5	4.6	4.4	4.4

The Johnson County Consumer Confidence Survey is conducted monthly by CERI and is based on a representative sample of Johnson County households. The survey is done using the same methodology as is implemented by the Conference Board. As a result, the indices for Johnson County are directly comparable to those produced by the Conference Board for the U.S. The Index has a base year of 1985=100.

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