



THE CONFERENCE BOARD

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News Release

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The Conference Board Consumer Confidence Index™ Increases in April

Index Rises 12 Points; Short-Term Outlook Improves Substantially

NEW YORK, April 28, 2009... The Conference Board Consumer Confidence Index™, which had posted a slight increase in March, improved considerably in April. The Index now stands at 39.2 (1985=100), up from 26.9 in March. The Present Situation Index increased to 23.7 from 21.9 last month. The Expectations Index rose to 49.5 from 30.2 in March.

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 21st.

Says Lynn Franco, Director of The Conference Board Consumer Research Center: "Consumer Confidence rose in April to its highest reading in 2009, driven primarily by a significant improvement in the short-term outlook. The Present Situation Index posted a moderate gain, a sign that conditions have not deteriorated further, and may even moderately improve, in the second quarter. The sharp increase in the Expectations Index suggests that consumers believe the economy is nearing a bottom, however, this Index still remains well below levels associated with strong economic growth."

Consumers' appraisal of present-day conditions improved moderately in April. Those claiming business conditions are "bad" declined to 45.7 percent from 51.0 percent, while those claiming business conditions are "good" increased to 7.6 percent from 6.9 percent. Consumers' assessment of the job market was somewhat mixed. The percentage of consumers stating jobs are "hard to get"

decreased to 47.9 percent from 48.8 percent in March, however, those saying jobs are “plentiful” edged down to 4.5 percent from 4.7 percent.

Consumers’ short-term outlook improved significantly in April. Those anticipating business conditions will worsen over the next six months declined to 25.3 percent from 37.8 percent, while those expecting conditions to improve increased to 15.6 percent from 9.6 percent in March.

The employment outlook was also considerably less pessimistic. The percentage of consumers anticipating fewer jobs in the months ahead decreased to 33.6 percent from 41.6 percent, while those expecting more jobs increased to 13.9 percent from 7.3 percent. The proportion of consumers anticipating an increase in their incomes edged up to 8.0 percent from 7.8 percent.

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Consumer Confidence Survey™

April Results

	2008										2009		
	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.(r)	Apr.(p)
Consumer Confidence Index™	62.8	58.1	51.0	51.9	58.5	61.4	38.8	44.7	38.6	37.4	25.3	26.9	39.2
Present Situation	81.9	74.2	65.4	65.8	65.0	61.1	43.5	42.3	30.2	29.7	22.3	21.9	23.7
Expectations	50.0	47.3	41.4	42.7	54.1	61.5	35.7	46.2	44.2	42.5	27.3	30.2	49.5
Confidence Confidence Index™ by Region													
New England	43.7	49.7	26.6	51.4	42.0	42.8	25.2	37.2	28.4	32.4	20.8	18.3	27.9
Middle Atlantic	49.7	45.4	40.9	33.6	44.9	50.1	35.0	45.2	31.7	34.2	24.8	24.5	39.9
East North Central	41.4	34.7	28.3	28.8	38.8	44.5	29.0	34.2	24.6	28.1	21.3	21.0	29.7
West North Central	79.5	55.1	64.0	58.5	62.7	61.4	50.2	61.1	42.4	43.1	32.9	32.5	44.8
South Atlantic	64.3	58.5	51.3	53.4	56.3	64.3	37.3	40.4	35.1	43.1	25.7	25.0	34.8
East South Central	77.0	63.4	56.8	57.5	64.0	83.0	45.2	56.6	46.8	43.6	22.7	34.5	35.4
West South Central	91.3	82.6	82.8	80.0	92.8	93.0	77.0	65.0	65.9	64.4	50.7	46.4	70.5
Mountain	67.5	74.9	69.2	69.0	82.7	75.0	56.2	64.3	37.2	44.0	24.8	32.8	41.8
Pacific	58.1	57.1	51.6	48.4	50.0	62.9	40.4	43.6	37.6	27.9	24.3	26.3	36.9

US data - top 3 lines - are seasonally adjusted.

Source: The Conference Board, TNS

Source: April 2009 Consumer Confidence Survey, The Conference Board

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All series seasonally adjusted

	2008												2009	
	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.(r)	Apr.(p)	
Composite Series: Index Numbers, 1985=100														
Consumer Confidence Index™	62.8	58.1	51.0	51.9	58.5	61.4	38.8	44.7	38.6	37.4	25.3	26.9	39.2	
Present Situation	81.9	74.2	65.4	65.8	65.0	61.1	43.5	42.3	30.2	29.7	22.3	21.9	23.7	
Expectations	50.0	47.3	41.4	42.7	54.1	61.5	35.7	46.2	44.2	42.5	27.3	30.2	49.5	
Appraisal of Present Situation: Percent														
Business Conditions														
Good	15.4	13.0	11.5	13.2	13.7	12.8	9.4	10.1	7.7	6.5	7.0	6.9	7.6	
Bad	26.5	29.7	31.9	32.6	32.7	33.4	37.1	40.6	45.8	47.9	50.5	51.0	45.7	
Normal	58.1	57.3	56.6	54.2	53.6	53.8	53.5	49.3	46.5	45.6	42.5	42.1	46.7	
Employment														
Jobs plentiful	17.1	16.1	14.1	13.6	13.5	12.6	9.0	8.7	6.5	7.1	4.6	4.7	4.5	
Jobs not so plentiful	55.0	55.6	56.2	56.2	54.8	55.2	54.4	54.2	52.0	51.8	48.5	46.5	47.6	
Jobs hard to get	27.9	28.3	29.7	30.2	31.7	32.2	36.6	37.1	41.5	41.1	46.9	48.8	47.9	
Expectations for Six Months Hence: Percent														
Business Conditions														
Better	10.1	10.6	8.5	9.2	12.0	13.4	9.6	11.5	13.4	12.8	8.5	9.6	15.6	
Worse	27.4	32.9	33.5	32.4	25.2	21.0	36.5	28.3	32.9	31.1	40.7	37.8	25.3	
Same	62.5	56.5	58.0	58.4	62.8	65.6	53.9	60.2	53.7	56.1	50.8	52.6	59.1	
Employment														
More jobs	8.8	9.0	8.0	8.0	10.7	11.9	7.3	9.2	9.8	9.1	6.8	7.3	13.9	
Fewer jobs	32.9	32.3	35.7	37.3	30.0	26.9	41.5	33.7	40.6	36.9	47.0	41.6	33.6	
Same	58.3	58.7	56.3	54.7	59.3	61.2	51.2	57.1	49.6	54.0	46.2	51.1	52.5	
Income														
Increase	15.5	14.1	13.1	14.3	15.4	15.1	11.1	13.1	12.7	10.3	7.9	7.8	8.0	
Decrease	13.5	14.6	15.9	15.9	15.9	13.9	19.2	18.0	18.8	18.4	24.0	23.9	21.6	
Same	71.0	71.3	71.0	69.8	68.7	71.0	69.7	68.9	68.5	71.3	68.1	68.3	70.4	
Plans to Buy Within Six Months: Percent														
Automobile														
Yes	5.8	5.1	5.1	5.0	5.2	4.9	4.5	3.8	4.8	5.3	4.7	4.0	4.8	
New	2.6	2.2	2.2	2.3	2.5	1.5	1.9	1.4	2.0	2.2	2.1	1.9	2.2	
Used	2.4	2.1	2.3	2.1	2.3	2.3	1.8	2.0	2.0	2.6	1.8	1.7	1.9	
Uncertain	0.8	0.8	0.6	0.6	0.0	1.1	0.8	0.4	0.8	0.5	0.8	0.4	0.7	
Home														
Yes	2.5	2.4	2.4	2.8	3.4	2.3	2.6	2.1	2.6	2.5	2.3	2.4	2.5	
New	0.7	0.5	0.5	0.5	0.8	0.6	0.6	0.4	0.4	0.2	0.1	0.7	0.3	
Lived in	1.3	1.3	1.4	1.8	1.6	1.2	1.2	1.4	1.4	1.6	1.2	1.3	1.6	
Uncertain	0.5	0.6	0.5	0.5	1.0	0.5	0.8	0.3	0.8	0.7	1.0	0.4	0.6	
Major appliances														
Total plans	32.1	33.6	28.3	28.6	32.5	29.0	26.5	24.5	27.1	23.6	25.0	24.5	25.6	
Refrigerator	4.1	4.6	3.8	4.0	4.1	4.0	3.7	3.2	3.7	3.0	3.2	3.5	4.4	
Washing machine	3.6	3.7	3.4	3.7	3.8	3.3	3.2	2.7	2.9	2.8	3.4	2.8	2.9	
TV Set	11.4	12.6	10.0	10.3	11.4	10.8	9.5	9.1	10.7	8.5	8.7	8.8	8.2	
Vacuum Cleaner	4.7	5.0	3.6	3.9	5.1	4.3	3.3	3.5	3.5	3.3	3.6	3.1	4.0	
Range	2.8	2.9	2.1	2.2	2.7	2.3	2.6	2.0	2.4	2.2	2.3	2.4	2.3	
Clothes dryer	3.8	3.3	3.4	2.9	3.8	2.5	2.9	2.7	3.0	2.6	2.9	2.8	2.7	
Air conditioner	1.7	1.5	2.0	1.6	1.6	1.8	1.3	1.3	0.9	1.2	0.9	1.1	1.1	
Carpet	4.0	4.5	3.6	4.0	4.3	4.3	3.4	3.2	3.4	3.9	3.6	2.9	2.8	
Vacation Intended Within Six Months: Percent														
Vacation Intended	39.6		36.2		37.3		39.2		37.5		37.3		33.9	
Destination														
U.S.	33.4		30.1		30.7		31.4		30.1		31.1		28.4	
Foreign country	8.2		7.7		8.0		8.8		8.2		8.1		6.7	
Means of Travel														
Automobile	19.9		19.1		19.3		21.2		20.3		20.0		18.1	
Airplane	20.1		17.8		16.0		14.5		13.7		15.9		15.9	
Other	3.1		2.8		3.8		3.9		3.9		3.2		2.7	

(p) - preliminary (r) - revised

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

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	2008							2009					
	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.(r)	Apr.(p)
NEW ENGLAND													
Consumer Confidence Index™	43.7	49.7	26.6	51.4	42.0	42.8	25.2	37.2	28.4	32.4	20.8	18.3	27.9
Present Situation	52.5	56.8	36.2	64.4	38.9	49.7	41.8	24.6	27.4	16.0	15.8	8.1	10.3
Expectations	37.8	45.0	20.1	42.8	44.1	38.3	14.1	45.6	29.0	43.3	24.1	25.0	39.6
MIDDLE ATLANTIC													
Consumer Confidence Index™	49.7	45.4	40.9	33.6	44.9	50.1	35.0	45.2	31.7	34.2	24.8	24.5	39.9
Present Situation	58.1	53.9	49.2	40.2	51.6	54.5	42.0	48.0	28.7	20.2	15.5	17.0	23.2
Expectations	44.1	39.7	35.4	29.2	40.4	47.1	30.3	43.3	33.7	43.5	31.0	29.5	51.1
EAST NORTH CENTRAL													
Consumer Confidence Index™	41.4	34.7	28.3	28.8	38.8	44.5	29.0	34.2	24.6	28.1	21.3	21.0	29.7
Present Situation	39.7	34.1	27.9	32.6	31.1	32.4	21.9	29.0	18.0	11.5	11.0	8.6	12.5
Expectations	42.5	35.1	28.6	26.3	44.0	52.6	33.8	37.7	29.1	39.1	28.2	29.2	41.2
WEST NORTH CENTRAL													
Consumer Confidence Index™	79.5	55.1	64.0	58.5	62.7	61.4	50.2	61.1	42.4	43.1	32.9	32.5	44.8
Present Situation	100.8	75.5	101.4	82.3	83.8	73.9	64.4	83.2	40.0	38.6	36.2	25.8	35.5
Expectations	65.3	41.5	39.0	42.7	48.7	53.1	40.7	46.4	44.0	46.1	30.6	37.0	51.1
SOUTH ATLANTIC													
Consumer Confidence Index™	64.3	58.5	51.3	53.4	56.3	64.3	37.3	40.4	35.1	43.1	25.7	25.0	34.8
Present Situation	83.9	74.7	63.4	64.7	60.8	62.5	34.6	30.3	23.3	27.8	15.7	18.8	14.8
Expectations	51.3	47.8	43.3	45.9	53.3	65.5	39.2	47.1	42.9	53.3	32.4	29.2	48.1
EAST SOUTH CENTRAL													
Consumer Confidence Index™	77.0	63.4	56.8	57.5	64.0	83.0	45.2	56.6	46.8	43.6	22.7	34.5	35.4
Present Situation	95.6	75.0	75.7	71.7	76.2	91.3	46.0	50.1	36.8	37.7	16.2	23.9	31.4
Expectations	64.5	55.7	44.3	48.1	55.8	77.5	44.6	60.9	53.4	47.5	27.0	41.7	38.0
WEST SOUTH CENTRAL													
Consumer Confidence Index™	91.3	82.6	82.8	80.0	92.8	93.0	77.0	65.0	65.9	64.4	50.7	46.4	70.5
Present Situation	131.1	119.7	125.0	124.8	122.6	120.8	112.6	90.6	90.5	92.3	71.5	61.2	77.6
Expectations	64.7	58.0	54.6	50.2	72.9	74.5	53.3	47.9	49.6	45.8	36.9	36.5	65.9
MOUNTAIN													
Consumer Confidence Index™	67.5	74.9	69.2	69.0	82.7	75.0	56.2	64.3	37.2	44.0	24.8	32.8	41.8
Present Situation	96.2	102.7	102.9	96.3	96.7	80.9	77.2	74.8	22.7	27.1	22.1	26.8	16.3
Expectations	48.4	56.4	46.8	50.9	73.4	71.1	42.3	57.2	47.0	55.2	26.6	36.9	58.8
PACIFIC													
Consumer Confidence Index™	58.1	57.1	51.6	48.4	50.0	62.9	40.4	43.6	37.6	27.9	24.3	26.3	36.9
Present Situation	75.3	73.8	62.9	54.9	55.2	60.9	46.4	33.9	24.1	13.5	13.4	13.2	14.0
Expectations	46.7	45.9	44.1	44.1	46.5	64.3	36.4	50.0	46.6	37.6	31.5	35.1	52.2

(p) - preliminary (r) - revised

Not Seasonally Adjusted	2008							2009					
	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.(r)	Apr.(p)
Expectations for Twelve Months Hence: Percent													
Inflation Rate													
Average	6.8	7.7	7.7	7.5	6.6	6.2	6.8	5.9	5.8	5.6	5.9	5.8	5.9