

News Release

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DO NOT RELEASE UNTIL 10:00 AM ET, June 30, 2020

The Conference Board Consumer Confidence Index Increased in June

New York, June 30, 2020...The Conference Board *Consumer Confidence Index*[®] increased in June, after virtually no change in May. The Index now stands at 98.1 (1985=100), up from 85.9 in May. The Present Situation Index – based on consumers’ assessment of current business and labor market conditions – improved from 68.4 to 86.2. The Expectations Index – based on consumers’ short-term outlook for income, business, and labor market conditions – increased from 97.6 in May to 106.0 this month.

The monthly *Consumer Confidence Survey*[®], 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 18.

“Consumer Confidence partially rebounded in June but remains well below pre-pandemic levels,” said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. “The re-opening of the economy and relative improvement in unemployment claims helped improve consumers’ assessment of current conditions, but the Present Situation Index suggests that economic conditions remain weak. Looking ahead, consumers are less pessimistic about the short-term outlook, but do not foresee a significant pickup in economic activity. Faced with an uncertain and uneven path to recovery, and a potential COVID-19 resurgence, it’s too soon to say that consumers have turned the corner and are ready to begin spending at pre-pandemic levels.”

Consumers’ appraisal of current conditions improved in June. The percentage of consumers claiming business conditions are “good” rose from 16.4 percent to 17.4 percent, while those claiming business conditions are “bad” decreased from 51.2 percent to 43.2 percent. Consumers’ assessment of the job market was also more favorable. The percentage of consumers saying jobs are “plentiful” increased from 16.5 percent to 20.8 percent, while those claiming jobs are “hard to get” decreased from 29.2 percent to 23.8 percent.

Consumers' short-term outlook was less pessimistic in June. The percentage of consumers expecting business conditions will improve over the next six months was virtually unchanged at 42.6 percent, while those expecting business conditions will worsen decreased from 20.5 percent to 15.3 percent. Consumers' outlook for the labor market was mixed. The proportion expecting more jobs in the months ahead declined from 39.5 percent to 38.4 percent, however those anticipating fewer jobs in the months ahead also decreased, from 19.9 percent to 14.2 percent. Regarding their short-term income prospects, the percentage of consumers expecting an increase improved from 14.6 percent to 15.1 percent, while the proportion expecting a decrease declined from 15.4 percent to 14.4 percent.

Source: June 2020 **Consumer Confidence Survey**[®]
The Conference Board / Release #6180

The Conference Board publishes the Consumer Confidence Index[®] at 10 a.m. ET on the last Tuesday of every month. Subscription information and the technical notes to this series are available on The Conference Board website: <https://www.conference-board.org/data/consumerdata.cfm>.

About The Conference Board

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About NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90 percent of the world's population. For more information, visit www.nielsen.com.

Further information:

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<i>All series seasonally adjusted</i>	2019						2020						
	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May(r)	June(p)
Composite Series: Index Numbers, 1985=100													
Consumer Confidence Index®	124.3	135.8	134.2	126.3	126.1	126.8	128.2	130.4	132.6	118.8	85.7	85.9	98.1
Present Situation	164.3	170.9	176.0	170.6	173.5	166.6	170.5	173.9	169.3	166.7	73.0	68.4	86.2
Expectations	97.6	112.4	106.4	96.8	94.5	100.3	100.0	101.4	108.1	86.8	94.3	97.6	106.0
Appraisal of Present Situation: Percent													
Business Conditions													
Good	37.5	39.9	40.9	37.4	39.7	38.8	39.0	40.0	39.7	39.2	19.9	16.4	17.4
Bad	10.6	11.2	9.9	12.2	11.0	13.6	11.0	10.4	10.8	11.7	45.3	51.2	43.2
Normal	51.9	48.9	49.2	50.4	49.3	47.6	50.0	49.6	49.5	49.1	34.8	32.4	39.4
Employment													
Jobs plentiful	44.0	45.6	50.3	44.5	47.7	44.0	46.5	47.2	46.5	43.3	18.8	16.5	20.8
Jobs not so plentiful	40.2	41.9	37.7	44.5	40.7	43.6	40.5	40.9	39.6	42.9	46.7	54.3	55.4
Jobs hard to get	15.8	12.5	12.0	11.0	11.6	12.4	13.0	11.9	13.9	13.8	34.5	29.2	23.8
Expectations for Six Months Hence: Percent													
Business Conditions													
Better	19.1	24.0	21.6	20.0	18.7	18.6	18.7	18.4	20.6	18.7	39.8	42.5	42.6
Worse	12.6	8.4	10.2	13.3	11.5	11.4	8.8	8.6	7.2	16.4	25.1	20.5	15.3
Same	68.3	67.6	68.2	66.7	69.8	70.0	72.5	73.0	72.2	64.9	35.1	37.0	42.1
Employment													
More jobs	17.5	19.9	19.9	17.6	16.9	16.5	15.5	16.5	16.6	16.9	41.2	39.5	38.4
Fewer jobs	13.9	11.1	13.7	15.4	18.0	13.4	13.9	12.9	12.0	17.6	21.2	19.9	14.2
Same	68.6	69.0	66.4	67.0	65.1	70.1	70.6	70.6	71.4	65.5	37.6	40.6	47.4
Income													
Increase	20.5	24.9	24.7	19.7	21.4	22.9	22.7	21.6	22.7	20.0	17.2	14.6	15.1
Decrease	7.5	6.6	6.3	6.5	6.9	6.2	7.6	8.0	6.1	10.1	18.4	15.4	14.4
Same	72.0	68.5	69.0	73.8	71.7	70.9	69.7	70.4	71.2	69.9	64.4	70.0	70.5
Plans to Buy Within Six Months: Percent													
Automobile													
Yes	12.0	12.5	13.0	12.1	10.1	12.5	13.2	11.5	12.6	11.4	8.1	11.3	11.7
New	4.3	4.7	4.9	4.1	3.4	4.9	5.3	3.6	5.8	3.8	2.9	4.0	4.0
Used	6.2	6.1	6.3	6.1	5.5	6.6	6.2	5.8	5.5	6.4	4.3	5.0	6.9
Uncertain	1.5	1.7	1.8	1.9	1.2	1.0	1.7	2.1	1.3	1.2	0.9	2.3	0.8
Home													
Yes	6.2	7.4	6.0	5.6	6.6	4.7	5.7	6.2	6.8	5.6	5.3	6.0	6.5
New	0.8	2.0	1.4	0.9	1.5	1.0	0.9	1.1	2.0	1.4	1.6	1.0	1.7
Lived in	2.9	3.4	3.3	3.0	2.6	2.9	3.4	3.7	3.2	2.6	2.8	3.2	3.3
Uncertain	2.5	2.0	1.3	1.7	2.5	0.8	1.4	1.4	1.6	1.6	0.9	1.8	1.5
Major appliances													
Total plans	49.1	52.4	51.8	50.5	49.8	49.3	49.3	49.3	55.0	47.7	45.8	46.5	45.5
Refrigerator	6.4	8.2	6.8	6.8	6.7	6.8	6.3	6.8	9.3	8.0	6.6	6.8	7.1
Washing machine	5.9	7.9	6.0	7.4	7.9	6.2	6.4	7.5	7.9	6.2	5.7	5.7	5.4
TV Set	12.5	12.4	13.8	12.5	12.3	13.0	11.3	11.4	13.2	11.7	12.6	11.0	12.3
Vacuum Cleaner	10.6	7.8	9.3	9.0	8.4	9.3	11.1	8.3	8.2	8.1	8.2	8.8	7.2
Range	4.5	4.2	5.1	3.7	4.0	4.5	4.0	4.5	5.0	4.6	3.5	3.6	4.1
Clothes dryer	5.1	6.5	5.9	5.0	5.5	5.8	4.8	5.3	6.2	4.9	4.9	5.8	5.2
Air conditioner	4.1	5.4	4.9	6.1	5.0	3.7	5.4	5.5	5.2	4.2	4.3	4.8	4.2
Carpet	11.2	11.8	11.4	12.2	10.1	11.1	11.2	9.7	11.3	10.5	8.6	9.6	9.6
Vacation Intended Within Six Months: Percent													
Vacation Intended	51.7		54.3		65.0		63.3		54.9		31.8		33.0
Destination													
U.S.	39.5		42.0		50.3		48.1		41.7		26.9		30.7
Foreign country	13.0		13.7		14.0		13.4		13.2		7.4		5.5
Means of Travel													
Automobile	24.2		23.2		32.3		27.5		23.5		15.9		21.2
Airplane	28.6		30.1		28.4		28.4		28.5		19.0		15.7
Other	2.4		2.6		2.8		3.7		2.4		1.8		0.9

(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

In November 2010 the planned purchases and vacation series experienced a series break. For further information, see Research Series for Historical Data on Buying Plans and Vacation Intentions @ www.conference-board.org

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	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May(r)	June(p)
Expectations for Twelve Months Hence: Percent													
Inflation Rate													
Average	5.1	4.6	4.9	4.8	4.8	4.5	4.4	4.4	4.5	4.5	5.4	6.4	6.7
Interest Rates													
Higher	53.6	49.6	40.2	43.0	42.7	42.9	46.0	45.5	45.7	35.5	36.1	37.1	40.3
Same	33.0	34.5	32.2	32.2	33.1	36.1	37.2	39.5	40.5	32.7	28.9	32.6	34.4
Lower	13.4	15.9	27.6	24.8	24.2	21.0	16.8	15.0	13.8	31.8	35.0	30.3	25.3
Stock Prices													
Increase	33.5	41.3	36.0	31.9	31.8	39.8	37.7	44.5	43.1	31.7	40.8	39.1	42.3
Same	35.2	36.4	32.8	33.4	36.5	33.9	34.0	33.6	35.2	27.7	21.6	24.4	29.1
Decrease	31.3	22.3	31.2	34.7	31.7	26.3	28.3	21.9	21.7	40.6	37.6	36.5	28.6

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Consumer Confidence Index®, 1985 = 100													
Age of Household Head													
Under 35	116.4	140.7	154.0	150.0	129.4	118.9	133.1	132.6	137.5	128.3	97.6	87.2	114.2
35-54	133.5	142.5	132.7	127.3	130.7	124.2	127.9	124.9	132.9	118.3	84.5	87.3	95.0
55 and over	119.6	127.8	127.1	115.4	120.8	130.8	126.2	133.8	129.1	115.2	81.6	83.6	95.3
Household Income													
Under \$15,000	63.4	87.1	79.7	84.8	88.9	86.9	78.5	100.7	99.6	71.4	69.5	69.6	68.7
\$15,000-24,999	96.7	109.9	126.2	113.2	108.5	116.2	104.4	93.8	96.0	78.2	68.1	67.2	69.4
\$25,000-34,999	113.1	128.1	121.8	115.2	104.4	94.3	118.3	113.3	111.8	125.1	82.5	77.1	86.6
\$35,000-49,999	123.5	121.9	127.2	120.6	131.1	125.1	127.1	130.2	119.2	105.6	77.8	90.4	93.1
\$50,000 and over	138.7	150.1	146.3	136.4	136.0	137.8	140.8	139.7	144.6	130.2	91.8	90.8	107.0
\$50,000-74,999	123.0	140.9	135.3	128.5	123.4	138.0	134.3	125.4	134.6	130.2	95.5	88.6	92.3
\$75,000-99,999	139.7	152.1	151.3	138.1	143.3	133.0	139.1	138.6	149.9	124.5	92.9	86.5	114.6
\$100,000-124,999	139.8	155.1	136.4	139.2	144.9	132.1	139.7	141.0	142.8	131.4	89.2	89.0	111.0
\$125,000 and over	147.0	151.9	154.5	138.7	136.1	141.2	144.6	147.4	147.2	133.1	89.9	94.4	109.8

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NEW ENGLAND													
Consumer Confidence Index®	115.2	114.7	113.8	126.3	115.4	92.6	122.5	131.6	114.9	114.0	70.6	84.5	99.9
Present Situation	155.6	159.2	162.0	184.9	169.1	147.6	193.2	165.6	156.7	163.2	55.7	75.4	76.2
Expectations	88.2	85.0	81.6	87.3	79.6	56.0	75.4	109.0	87.0	81.1	80.6	90.6	115.8
MIDDLE ATLANTIC													
Consumer Confidence Index®	110.7	118.5	117.5	115.2	110.4	115.0	100.9	114.6	119.5	113.3	83.0	78.3	84.5
Present Situation	145.3	163.1	159.8	156.0	160.9	146.4	141.8	152.7	146.3	161.8	64.3	57.5	67.0
Expectations	87.6	88.9	89.3	88.0	76.7	94.1	73.6	89.3	101.6	80.9	95.5	92.2	96.2
EAST NORTH CENTRAL													
Consumer Confidence Index®	114.6	130.4	125.6	117.9	117.8	128.4	130.5	135.3	135.6	123.5	91.4	89.6	103.3
Present Situation	174.8	171.9	174.9	169.1	171.4	172.5	176.3	175.7	176.7	176.4	89.0	78.8	92.5
Expectations	74.5	102.7	92.7	83.7	82.0	98.9	99.9	108.4	108.1	88.3	93.0	96.8	110.5
WEST NORTH CENTRAL													
Consumer Confidence Index®	129.7	133.0	141.0	126.9	121.5	129.7	131.5	136.1	137.1	120.8	97.4	95.5	98.9
Present Situation	177.6	173.2	188.1	190.3	175.0	185.7	168.9	179.0	185.1	167.5	96.9	89.7	101.9
Expectations	97.8	106.2	109.7	84.6	85.8	92.4	106.5	107.5	105.1	89.7	97.8	99.4	96.9
SOUTH ATLANTIC													
Consumer Confidence Index®	129.8	139.2	139.4	126.8	127.5	140.7	138.0	142.9	143.3	125.4	88.3	89.2	107.3
Present Situation	168.0	174.7	180.4	172.6	170.3	173.7	177.8	185.2	177.6	166.7	73.2	65.5	103.3
Expectations	104.3	115.5	112.0	96.3	99.0	118.6	111.5	114.7	120.5	97.9	98.3	104.9	110.0
EAST SOUTH CENTRAL													
Consumer Confidence Index®	122.3	148.8	139.3	143.8	117.6	127.9	133.0	131.9	138.6	119.0	98.2	87.6	109.9
Present Situation	139.2	175.1	176.3	181.9	154.6	174.4	151.3	169.1	154.5	149.9	98.2	77.1	129.5
Expectations	111.0	131.3	114.7	118.4	93.0	96.9	120.7	107.0	128.0	98.4	98.2	94.6	96.8
WEST SOUTH CENTRAL													
Consumer Confidence Index®	143.2	142.5	143.7	128.8	136.0	133.7	129.3	141.3	136.9	116.2	91.4	97.0	106.2
Present Situation	175.3	165.9	173.7	162.2	178.5	161.2	176.2	173.5	165.1	159.9	74.5	88.3	94.0
Expectations	121.9	126.9	123.7	106.5	107.7	115.4	98.1	119.7	118.0	87.0	102.7	102.8	114.3
MOUNTAIN													
Consumer Confidence Index®	138.7	137.4	143.9	130.1	138.0	128.4	139.2	141.2	143.0	126.8	86.8	85.9	86.6
Present Situation	186.5	189.3	185.8	182.2	190.3	173.7	190.1	191.7	178.3	170.9	73.3	62.1	79.5
Expectations	106.8	102.8	116.0	95.4	103.1	98.2	105.3	107.5	119.5	97.5	95.8	101.8	91.4
PACIFIC													
Consumer Confidence Index®	119.9	118.8	118.7	118.5	121.1	118.1	121.7	120.7	126.6	108.7	76.5	74.4	80.6
Present Situation	163.9	162.7	176.8	163.1	176.5	167.7	164.8	154.2	168.0	158.8	49.4	40.3	55.7
Expectations	90.5	89.5	80.0	88.8	84.3	85.1	92.9	98.4	99.0	75.4	94.6	97.1	97.2

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CALIFORNIA													
Consumer Confidence Index®	111.5	114.5	121.5	115.9	118.2	113.8	119.7	119.8	122.9	107.5	73.4	74.1	77.6
Present Situation	149.9	153.8	174.7	155.0	171.4	166.1	156.6	147.6	164.0	152.3	52.5	41.9	45.6
Expectations	85.9	88.2	86.0	89.9	82.7	78.9	95.1	101.3	95.5	77.7	87.3	95.6	98.9
TEXAS													
Consumer Confidence Index®	142.8	151.3	152.1	140.6	141.5	144.4	137.7	148.2	149.9	120.6	92.6	97.8	111.2
Present Situation	181.6	185.6	187.4	176.4	189.9	170.9	184.8	177.0	194.8	164.6	71.0	98.2	103.8
Expectations	116.9	128.4	128.5	116.7	109.1	126.7	106.2	129.0	120.0	91.3	106.9	97.5	116.2
NEW YORK													
Consumer Confidence Index®	101.1	106.6	114.4	93.5	97.4	110.2	93.2	97.6	113.7	97.9	70.1	70.4	82.9
Present Situation	133.0	144.6	154.3	123.6	151.5	132.2	128.0	121.6	121.2	153.9	48.8	51.6	48.6
Expectations	79.9	81.2	87.8	73.4	61.4	95.5	70.0	81.7	108.7	60.7	84.3	82.9	105.9
FLORIDA													
Consumer Confidence Index®	130.8	140.7	143.7	136.0	136.9	130.3	154.2	155.7	154.6	129.3	88.9	86.2	115.6
Present Situation	158.2	176.8	184.8	175.5	187.7	163.7	187.9	199.7	195.3	184.3	77.6	57.7	110.4
Expectations	112.6	116.7	116.4	109.6	103.1	108.0	131.7	126.4	127.5	92.6	96.4	105.2	119.1
ILLINOIS													
Consumer Confidence Index®	91.3	114.4	115.5	117.5	109.1	124.4	105.0	111.3	113.0	122.3	91.0	72.9	84.1
Present Situation	143.1	155.4	146.8	168.8	146.6	156.0	144.7	127.8	156.5	166.7	93.1	39.7	57.8
Expectations	56.8	87.1	94.6	83.4	84.1	103.3	78.5	100.3	84.0	92.7	89.5	95.0	101.7
PENNSYLVANIA													
Consumer Confidence Index®	119.1	127.8	125.6	129.4	122.4	112.5	110.3	123.8	131.2	129.6	95.1	83.6	80.1
Present Situation	148.7	172.1	165.5	171.7	171.2	152.5	156.1	164.9	164.0	166.9	84.1	66.0	70.0
Expectations	99.4	98.3	98.9	101.3	89.9	85.8	79.8	96.3	109.3	104.8	102.5	95.4	86.8
OHIO													
Consumer Confidence Index®	122.0	143.6	125.5	115.5	119.6	119.8	134.1	129.5	127.9	122.0	91.5	96.0	116.6
Present Situation	179.2	171.2	176.7	162.8	172.0	156.3	174.0	176.3	169.5	182.5	97.8	91.5	118.0
Expectations	84.0	125.2	91.3	83.9	84.7	95.4	107.5	98.3	100.1	81.7	87.2	99.0	115.7
MICHIGAN													
Consumer Confidence Index®	119.7	123.6	119.9	115.7	128.3	118.7	151.1	136.5	140.8	130.0	98.1	87.3	106.0
Present Situation	182.4	176.3	172.9	174.6	165.4	174.3	207.9	201.1	180.8	174.8	80.7	79.8	72.5
Expectations	77.8	88.4	84.7	76.3	103.6	81.6	113.3	93.4	114.1	100.2	109.8	92.4	128.3

(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

In November 2010 the planned purchases and vacation series experienced a series break. For further information, see Research Series for

Historical Data on Buying Plans and Vacation Intentions @ www.conference-board.org

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