



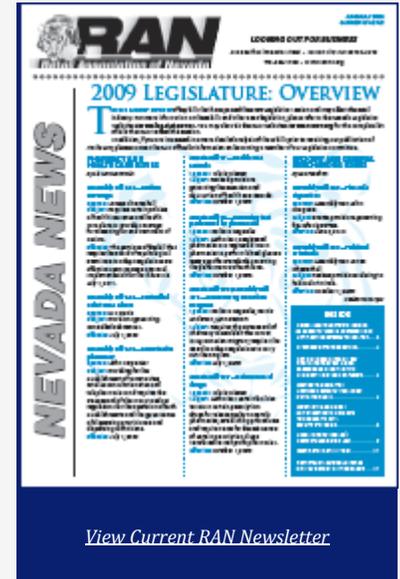
Consumer confidence improves in August

Consumer Confidence Index figures for August 2009 show a marked improvement and may signal a future rebound in consumer spending. The Index rebounded 14 percent during the month, up from 47.4 in the previous month to 54.1, a level which surfaced briefly in May 2009, but prior to that, not since September 2008, just before the historic financial market meltdown witnessed in October of 2008.

Even more encouraging was the current measure of the Expectations Index, which reflects consumers' sentiments about the future situation. The Expectations Index rose 16 percent during the month to 73.5, up from 63.4 in July 2009.

Mary Lau, president of the Retail Association of Nevada, noted, "It is of some significance that the Expectations Index has reached a level not seen since December 2007, which is viewed as the start of the current recession. Although most consumers continue to view the present situation with less enthusiasm, expectations for the future often guide consumer behavior in terms of deciding to move forward with significant purchases, such as a major appliance or a vacation. August may well come to mark a turning point in consumer sentiment regarding confidence in the economy and, ultimately, the current recession."

The Present Situation Index rose more modestly, up 7 percent in August to 24.9 compared to 23.3 in the previous month. Said Jeremy Aguero, Principal Analyst with Applied Analysis, "Consumers' view of the current situation remains among the weakest in history; since the start of the current year, the Present Situation Index has hovered below 30. The last time the Index dipped below 30 was over 17 years ago, during a period following the early 1990's recession. We do not anticipate a quick recovery buoyed by consumers' current sense of hope, but we expect a slow turn-around resulting from what may be a self-fulfilling prophecy."



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Mission Statement:

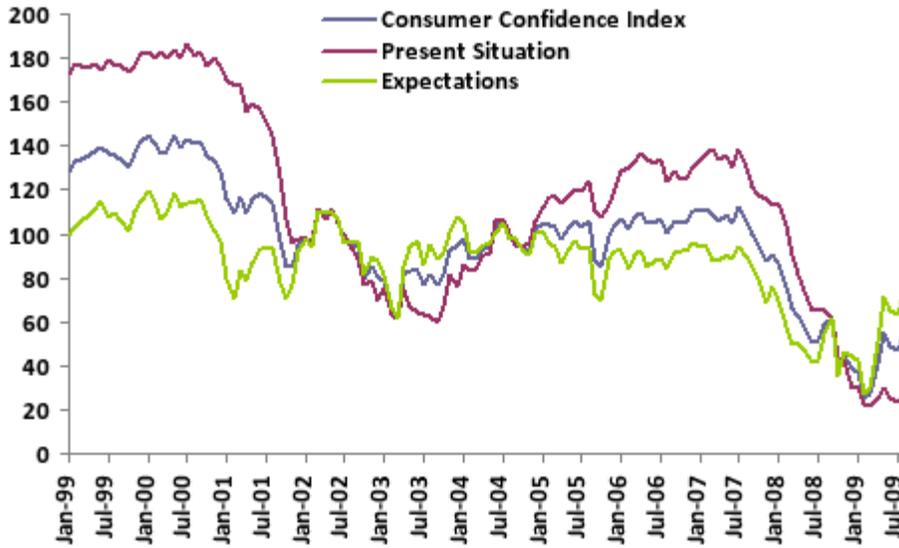
Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues RAN is there to inform you on the events that can have a real impact to your business.

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Ten-Year History of The Consumer Confidence Index



Source: The Conference Board Consumer Confidence Index

About The Author

Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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