



Statistic	Conference Board: Consumer Confidence
Source	The Conference Board: <i>Consumer Confidence Survey</i> (http://www.conference-board.org/economics/consumerPubCCs.cfm)
Time Series	1967 - 1977 (bi-monthly) 1978 - Present (monthly)
Description*	<p>Consumer confidence surveys measure individual households' level of confidence in the economy's performance.</p> <p>The Conference Board's Consumer Confidence Index is computed each month, based on a panel survey of 5,000 households. Questionnaires are mailed to a nationwide representative sample of 5,000 households, of which roughly 3,500 typically respond. Each month, a different panel of 5,000 households is surveyed.</p> <p>Data are available bi-monthly from 1967 through mid-1977. Beginning June 1977, data are available monthly. The questions used to compute the indexes have remained constant throughout the history of the series. The index is based on responses to five questions in the survey:</p> <ol style="list-style-type: none"> 1. Respondents' appraisal of current business conditions. 2. Respondents' expectations regarding business conditions six months hence. 3. Respondents' appraisal of the current employment conditions. 4. Respondents' expectations regarding employment conditions six months hence. 5. Respondents' expectations regarding their total family income six months hence. <p>Each of the five questions has three response options: positive, negative, and neutral.</p> <p>The response proportions to each question are seasonally adjusted. For each of the five questions (above), the positive figure is divided by the sum</p>

*The Conference Board, Inc. (<http://www.conference-board.org/economics/methodology.cfm>) provides a description of the methodology.

	<p>of the positive and negative to yield a proportion, which is called the relative value. For each question, the average relative value for the calendar year 1985 is used as a benchmark to yield the index value for that question. The indexes are then averaged together as follows: Consumer Confidence Index: Average of all five indexes; Present Situation Index: Average of indexes for questions 1 and 3; Expectations Index: Average of indexes for questions 2, 4, and 5.</p>
Data Access	Data are publicly available.