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California Consumers Rediscover Optimism

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A. Gary Anderson Center for Economic Research

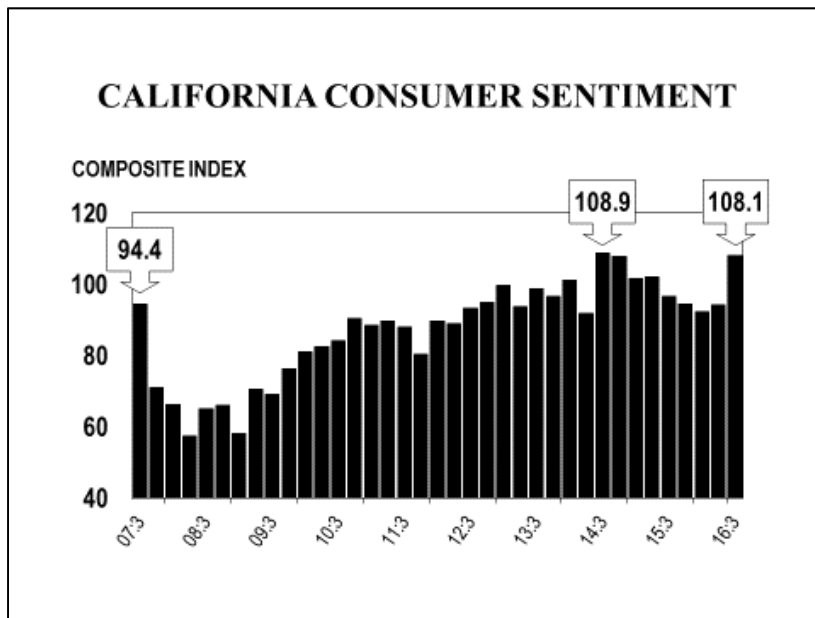
For Release: September 9, 2016

Contact: Raymond Sfeir, Director of the Anderson Center for Economic Research (714) 997-6693

California Consumers Rediscover Optimism

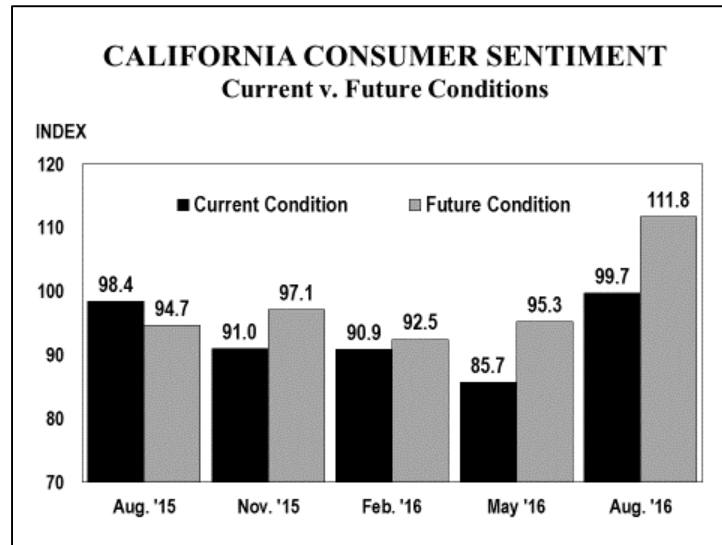
ORANGE, CA —According to the latest survey of California residents, the California Composite Index of Consumer Sentiment increased with a 13.8 point jump from the revised second quarter reading of 94.3 to a reading of 108.1. This substantial increase is the first since the third quarter of 2014 and with intensity to almost match that reading. An index level above 100 indicates a higher percentage of optimistic consumers versus those who are pessimistic.

A stock market at record high, and continued growth in employment have fueled an optimistic perspective by consumers.

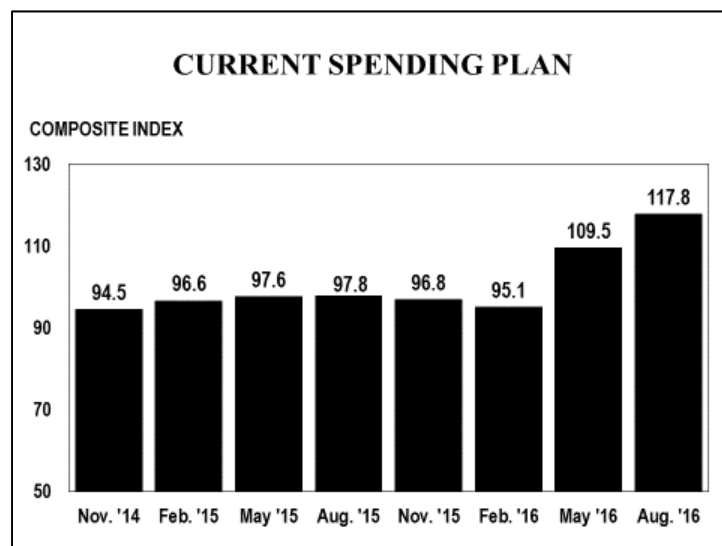


The California Composite Index is generated based on three indices: consumers' outlook on current and future economic conditions, and an index measuring consumers' spending plan.

The **current** economic conditions index is at 99.7 in August of 2016, a 14.0 point increase from the revised reading of 85.7 in May of 2016. The index measuring **future** economic conditions also showed improvement, with more than a 16 point increase, at 111.8 in August compared to the revised reading of 95.3 in May of 2016.



The index measuring consumers' planned spending on big-ticket items is higher at a reading of 117.8 compared to a revised reading of 109.5 in May of 2016. This suggests that consumers' spending over the next six months will continue fueled by continued positive future outlook.



BACKGROUND AND METHODOLOGY:

Beginning in the third quarter of 2002, the Anderson Center for Economic Research at Chapman University launched a survey to measure California consumer sentiment. This survey is similar to the monthly national survey of consumer sentiment conducted by the University of Michigan.

A survey comprised of five questions is mailed to a stratified sample of 7,500 residences throughout the state, with a historical response rate of 5 to 10 percent. Two questions relate to the current economic conditions, two questions address future economic conditions (one year outlook) and one question evaluates the consumers' current plan for purchasing big ticket items.

The results are summarized into four indices. One index measures consumer sentiment about the current economic condition, a second measures consumers' future economic expectations, the third is a composite index representing overall consumer confidence, and the fourth index measures consumers' current spending plan on durable goods.

ABOUT THE ANDERSON CENTER FOR ECONOMIC RESEARCH

The A. Gary Anderson Center for Economic Research (ACER) was established in 1979 to provide data, facilities and support in order to encourage the faculty and students at Chapman University to engage in economic and business research of high quality, and to disseminate the results of this research to the community.

ANNUAL SCHEDULE OF CONFERENCES AND PRESS RELEASES

- JANUARY** † Economic Forecast Conferences for the Inland Empire
 † California Purchasing Managers Survey

- FEBRUARY** † California Leading Employment Indicator

- MARCH** † California Consumer Sentiment Survey

- APRIL** † California Purchasing Managers Survey

- MAY** † California Leading Employment Indicator

- JUNE** † California Consumer Sentiment Survey
 † Economic Forecast Update Conference for the U.S., California, and
 Orange County

- JULY** † California Purchasing Managers Survey

- AUGUST** † California Leading Employment Indicator

- SEPTEMBER** † California Consumer Sentiment Survey

- OCTOBER** † California Purchasing Managers Survey

- NOVEMBER** † California Leading Employment Indicator

- DECEMBER** † Economic Forecast Conference for the U.S., California and
 Orange County
 † California Consumer Sentiment Survey