



A. GARY ANDERSON CENTER FOR ECONOMIC RESEARCH

For Release:

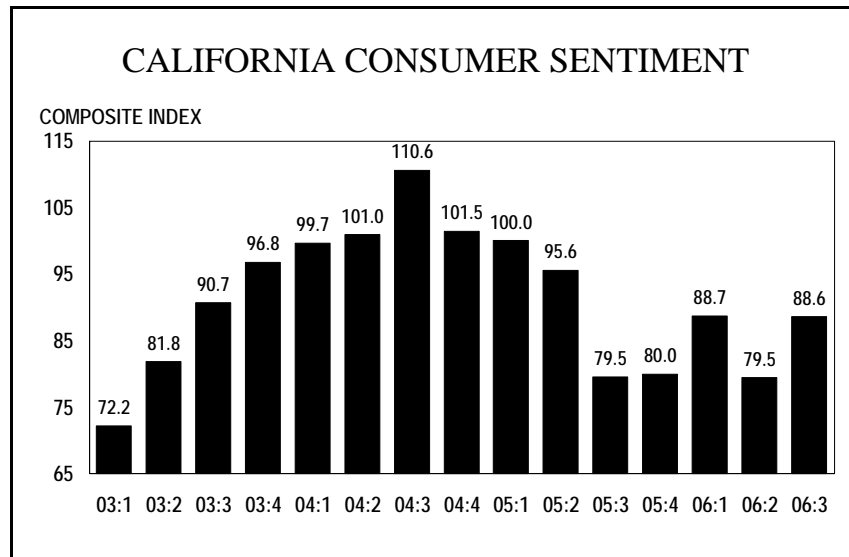
Wednesday, September 6, 2006

Contact:

Esmael Adibi,
Director of the Anderson Center for Economic Research
(714) 997-6693

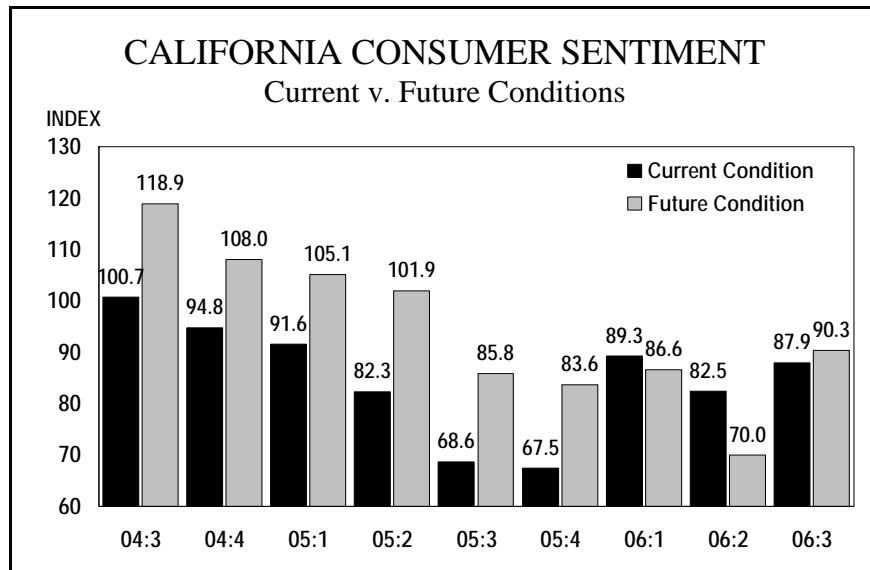
Consumer Confidence Ticks Up

ORANGE, CA — The Anderson Center’s California Composite Index of Consumer Sentiment increased from a level of 79.5 in the second quarter of 2006 to 88.6 in the third quarter of 2006. Stable to lower gasoline prices as well as a pause in interest rate hikes by the Federal Reserve may have given consumers some relief and improved consumers’ confidence about current and future economic conditions. This, however, marks six consecutive quarters that the composite index registered an index level below 100. This is significant since an index level less than 100 reflects a higher percentage of pessimistic consumers as compared to those that are optimistic.

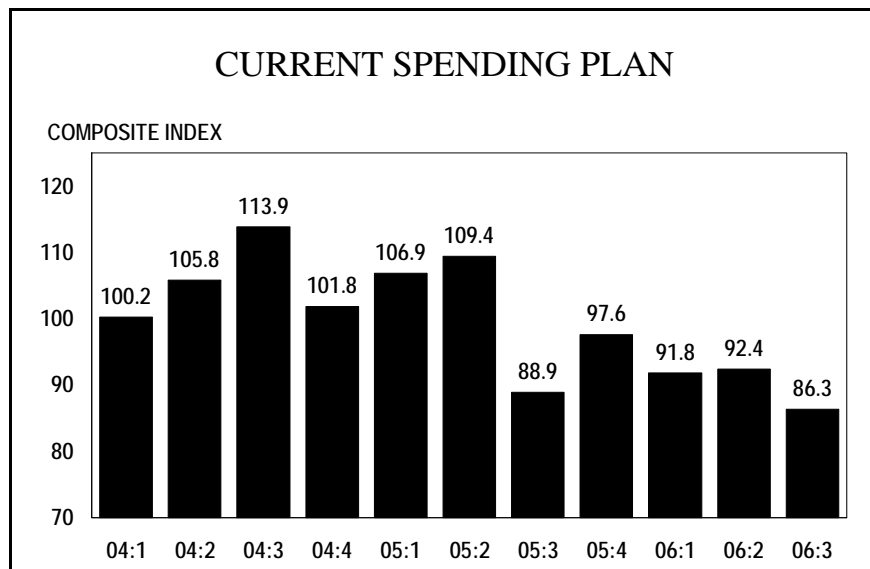


The University of Michigan’s consumer confidence index measuring consumers’ sentiment at the national level stands at 82.0 for the month of August, slightly higher than the level of 79.1 reported in the second quarter (month of May).

The California Composite Index is generated based on three indices: consumers' outlook on current and future economic conditions, and an index measuring consumers' future spending plan. As shown in the following figure, the Index measuring **current** economic conditions increased from 82.5 in the second quarter of 2006 to 87.9 in the third quarter of 2006. The Index measuring **future** economic conditions also rebounded from a level of 70.0 in the second quarter of 2006 to 90.3 in the third quarter of this year.



The index measuring consumers' planned spending on big ticket items, however, has dropped to 86.3 in the third quarter of 2006. This suggests that consumer spending over the next six months will likely show slower growth rate than what occurred over the previous quarter.



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 six questions is mailed to a stratified sample of 5,000 residences throughout the state, with a historical response rate of 5 to 10 percent. Three 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 Los Angeles County and 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** † Economic Forecast Update Conference for the U.S., California, Orange and Los Angeles counties, and the Inland Empire
- † California Consumer Sentiment Survey

- 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