

October 2021 Utah Consumer Confidence

November 2, 2021

Utah's Consumer Sentiment Holds Steady

Utah's consumer sentiment was largely unchanged between September and October, according to the Kem C. Gardner Institute's Utah Consumer Confidence Survey. In their survey representing Americans as a whole, the University of Michigan likewise found little change over the prior month.

Table 1 shows responses to questions that define "sentiment" for Utah (Gardner Institute survey) and the U.S. as a whole (from the University of Michigan). These questions are combined into an overall index, also shown in Table 1. For the version of our index referring to the U.S. as a whole, sentiment was 68.5 in October, compared to 69.7 in September. For an alternative version referring specifically to Utah, the index was 81.5 in October, compared to 83.0 in September. In October, 31% of Utahns thought it was a good time to buy durable goods, down from 36% in September and 44% in March of this year.

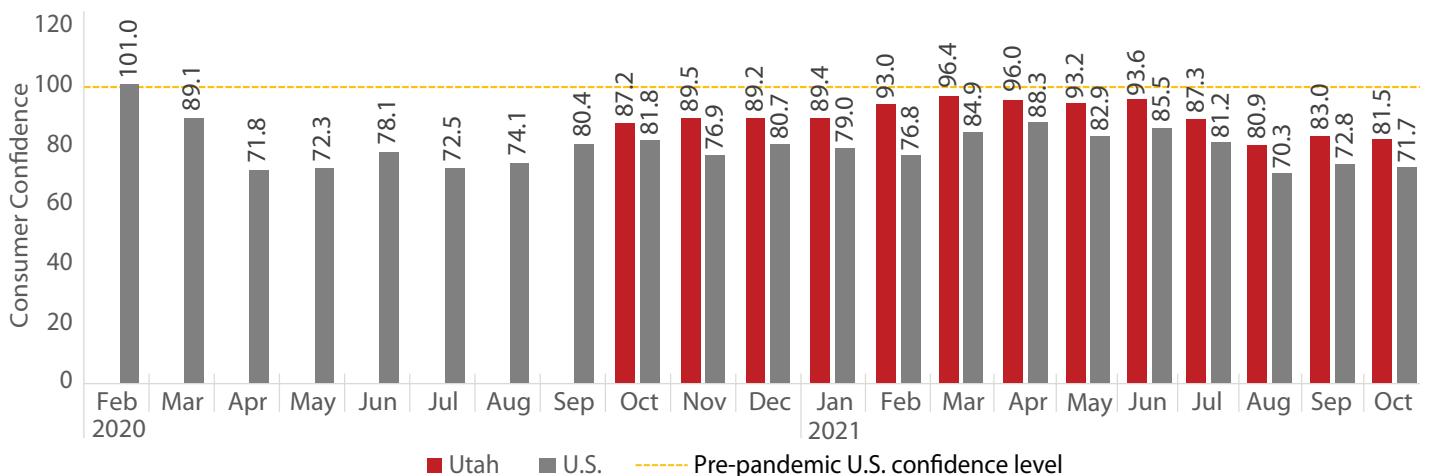
Questions Comprising the Index

Utah's survey of consumer sentiment includes five questions concerning current and expected future economic conditions. These questions are identical to those included in the University of Michigan's Survey of Consumer Sentiment. They are the first five questions shown in Table 1. Two of these questions refer to business or economic conditions in the country as a whole (rather than in one's home state, for example). We supplement these two questions with alternative versions that refer to the state of Utah rather than the country as a whole.

Alongside each question is shown its index score—higher scores indicate greater confidence. The index score is calculated as the difference in the percentage of respondents who give a "favorable" reply and the percentage of respondents who given an "unfavorable" reply, plus 100. For example, Utah's score for the first question is 119 for October. This means the "favorable" replies outnumber the "unfavorable" replies by 19 percentage points.

The nature of "favorable" varies somewhat by questions. Generally, a "favorable" response is one that indicates being better off, or having high hopes for the future (i.e. higher confidence, or sentiment). For the first question in Table 1, for example, the possible responses are "Better Now," "About the same," and "Worse Now." In this case, "Better Now" is "favorable," while "Worse Now" is "unfavorable." Neutral responses (e.g. "About the Same") do not figure into the index.

Consumer Confidence: Utah and U.S.



Source: Kem C. Gardner Policy Institute and University of Michigan

Table 1: Responses to Questions Comprising the Utah Consumer Sentiment Index, 2021

Question	September 2021			October 2021		
	Favorable	Unfavorable	Index	Favorable	Unfavorable	Index
Would you say that you (or you and your family living there) are better off or worse off financially than you were a year ago?	44%	29%	115	44%	25%	119
Do you think that a year from now you (or you and your family living there) will be better off financially, or worse off, or just about the same as now?	35%	16%	118	32%	18%	114
Regarding business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially, or bad times?	29%	56%	73	31%	56%	75
Looking ahead, which would you say is more likely, that in the country as a whole we'll have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression?	26%	63%	62	29%	62%	67
About the big things people buy for their homes, such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or bad time for people to buy major household items?	36%	47%	88	31%	57%	74

Alternatives

Regarding business conditions in Utah as a whole, do you think that during the next twelve months we'll have good times financially, or bad times?	52%	31%	121	54%	35%	119
Looking ahead, which would you say is more likely, that in Utah we'll have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression?	47%	42%	104	51%	40%	111

Overall Indices

Gardner Consumer Sentiment for Utah	83.0	81.5
Gardner Consumer Sentiment for U.S.	69.7	68.5
Michigan Consumer Sentiment for U.S.	72.8	71.7

Note: Percentages shown in the table have been rounded.
 Source: Kem C. Gardner Policy Institute and the University of Michigan

Calculating the Index

The University of Michigan calculates the Index of Consumer Sentiment as a ratio. The numerator is the sum of the differences between the percent responding favorably and the percent responding unfavorably, plus 500 (so that the numerator is the sum of the index scores shown in Table 1). For example, for the first question shown in Table 1, this difference is 15 percentage points for Utah in September. The denominator is the value the numerator took in a particular historical year, rescaled. For Michigan, this value is 6.7558 and refers to the year 1966. To this ratio Michigan adds a small amount—2.0—to account for changes to the survey during its early years. We incorporate this reference-period value from the Michigan survey into the Utah indices.

Survey Methodology

The Utah Consumer Confidence Survey uses key questions from the University of Michigan’s Survey of Consumers. These questions measure residents’ views of the present economic situation and their expectation for the economy in the future. Data gathered from the key questions are used to create the consumer confidence index for Utah. Demographic questions are included on the questionnaire to allow for additional analysis of the data and to assess the representativeness of the sample. The 405-interview sample yields a +/- 5.0% tolerated error on total data. All survey interviews are conducted by telephone by a professional data collection company. The sample is drawn to be proportional to the population of Utah’s 29 counties. Weighting of demographic data may be used to ensure the sample more closely aligns with Census data for Utah adult residents.