

Arvest Consumer Sentiment Index Summary for Fall 2016

Oct. 11, 2016

The Index

The Arvest Consumer Sentiment Index is based on methodology developed by the University of Michigan for its national-level Index of Consumer Sentiment. It is based on five questions that evaluate consumer perceptions about their current and future finances, current and future business conditions, plans to purchase major household items, current level of consumer debt, current and planned savings, and demographic information. Researchers collected these perceptions using telephone and online surveys conducted in August 2016.

Index	National	Regional	Arkansas	Missouri	Oklahoma
Spring 2014	82.5	71.4	67.4	68.6	76.4
Fall 2014	86.9	72.6	68.1	77.4	72.6
Spring 2015	93.0*	83.2	79.1	85.2	84.8
Fall 2015	87.2	82.6	77.8	85.8	85.0
Spring 2016	90.0	83.4	84.9	83.9	81.3
Fall 2016	89.8	85.6	86.7	88.3	82.1

*Revised by the University of Michigan

Arkansas

Arkansas consumer sentiment increased moderately from March 2016 to the latest reading in August 2016. Tracking with the improving economic conditions in the state, Arkansans were more confident about their current and future personal finances but held mixed views about future economic conditions. For the second consecutive period, the Arvest Consumer Sentiment reading for Arkansas was higher than that of the overall region. In August 2016, the Arvest Consumer Sentiment Index for Arkansas was 86.7, up from 84.9 in March 2016, and higher than the regional reading of 85.6.

Missouri

Missourians are more optimistic about the economy than they were in March 2016. Since June 2014, consumer confidence has grown, driven by changes in consumer confidence between two income groups. Consumers with incomes below \$75,000 are growing more confident while higher-income consumers saw confidence peak at 98.3 in March 2015 and slowly decline since then until August 2016. In August 2016, the Arvest Consumer Sentiment Index for Missouri was 88.3, up from 83.9 in March 2016, and slightly higher than the regional reading of 85.6.

Oklahoma

Oklahomans reported a slight uptick in confidence despite continuing concern over the severity and duration of the current commodity price cycle depression and its implications for the Oklahoma economy. Their consumer confidence is significantly lower than that of neighboring states, the region and the nation as a whole. In August 2016, the Arvest Consumer Sentiment Index for Oklahoma was 82.1, up from 81.3 in March 2016, and lower than the regional reading of 85.6 for the second consecutive time period since the inception of the Arvest Consumer Sentiment Index.



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Index by Income

	All Families	Families Under \$75,000	Families Over \$75,000
Regional	85.6	81.4	93.4
Arkansas	86.7	84.3	95.6
Missouri	88.3	81.5	97.3
Oklahoma	82.1	79.9	83.5

Index by Age Subgroup

	Aged 18-24	Aged 25-44	Aged 45-64	Aged 65+
Regional	96.7	93.6	76.4	80.4
Arkansas	95.5	94.4	79.1	81.5
Missouri	103.2	97.5	77.1	76.4
Oklahoma	93.4	88.5	73.2	77.8

Index by Educational Attainment

	High School or Less	Bachelor's Degree	Graduate Degree
Regional	79.1	88.4	95.7
Arkansas	79.7	96.9	88.2
Missouri	79.6	85.0	102.8
Oklahoma	77.0	80.4	87.8

Index by Presence of Children in the Home

	Children	No Children
Regional	88.4	84.3
Arkansas	92.6	93.7
Missouri	90.7	85.2
Oklahoma	85.5	77.2

Index by Employment Status

	Employed	Unemployed	Not in Labor Force
Regional	88.7	82.7	80.6
Arkansas	91.5	75.7	80.5
Missouri	91.0	92.8	77.4
Oklahoma	84.0	85.4	73.8

Index by Homeownership Status

	Own Home	Rent
Regional	88.2	83.5
Arkansas	85.9	86.7
Missouri	86.2	89.2
Oklahoma	79.3	82.0