

Consumer News & Views

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Consumer Confidence Remains Unchanged for September 2018.

Consumer confidence, as measured by the Thomson Reuters/Ipsos Primary Consumer Sentiment Index (PCSI), was essentially unchanged in September 2018. As of September 15th, the PCSI stands at 62.8, a 0.1 point increase from August 2018.

The sub-indices of the PCSI present somewhat mixed signals. While the Jobs Index shows that American job security has reached a high-point for the index, Current Financial conditions and Expectations are flat while Investment confidence is down.



“The continued economic rally appears to continue encouraging consumer confidence,” reports Chris Jackson, Vice President at survey research firm Ipsos. “Job security, which has traditionally been the bedrock indicator of the PCSI shows very strong levels. However, consumers are not clearly seeing ways for things to get even better limiting the potential for further improvements in confidence.”

Jharonne Martis, Director of Consumer Research at Thomson Reuters, said, “Likewise, the Thomson Reuters Same Store Index is expected to remain unchanged into the third quarter. A 3.0% Same Store Sales reflects healthy consumer spending. The index posted a robust 3.2% SSS growth in the second quarter, and the strength in consumer spending is anticipated to continue into the current quarter.”

ACC Introduces New Financial Education Videos for Millennials and Gen Z'ers.

The American Consumer Council recently introduced four new videos as part of its financial education program targeting Millennials and Gen Z'ers (16-35 year olds). The video series is part of ACC's continued commitment to help younger consumers better understand how to plan their financial success and manage their financial resources.

The series also addresses major issues such as Identity Theft, Child Care, Caring for Aging Parents and financial Challenges When Starting a Family. The new videos are available on ACC's website at:

www.americanconsumercouncil.org

The new videos include:

Hacker Protection



Teen Rich - How to Get Started Building Wealth



Steps to Hiring Reliable Child Care



Money Challenges When Starting Your Family



ACC Approves Chapter Expansion and Realignment.

In the first quarter of 2018, the American Consumer Council's membership and Board of Directors approved the realignment and expansion of ACC's state and local chapters realignment. The new plan redefined chapter territories by

counties in several states including New York, California, Indiana, Ohio, Pennsylvania, Arkansas, Alabama, Kentucky, Tennessee and Texas.

New chapters were authorized in Florida, Wyoming, Washington, and Virginia. As of July 1, 2018, ACC operated 70 state and local consumer councils with a total membership over 236,477 in all 50 states.

The membership also approved several minor bylaws changes including an addition to the Membership eligibility clause that allows for non-natural persons to become members of ACC and its chapters. While ACC has always allowed businesses and organizations (non-natural persons) to be members, several state and local consumer councils did not have this clause as part of their bylaws. Now, all chapters reflect the ACC bylaws policies and direction.



The new offices of the Louisville, KY Consumer Council

ACC's Friend of the Consumer Award Recognizes Outstanding Businesses.

Is your business consumer-friendly? Does your business deserve greater recognition for its service to consumers? If so, you should apply for the American Consumer Council's Friend of the Consumer Award. Now is the time to apply!

Throughout the year, ACC presents its "Friend of the Consumer" Awards. This prestigious award recognizes manufacturers, retailers, and other businesses that produce or sell products in the United States that meet or exceed federally-mandated standards and are touted by consumers as "consumer friendly."

Each year, ACC awards numerous "Friend of the Consumer" Awards to deserving companies and organizations because they have "demonstrated a commitment to American consumers by providing a specific product or service that fosters consumer confidence and market acceptance."



To apply for the "Friend of the Consumer" Award, complete the online application and return it to ACC with the application fee. Applicants will be notified within 5 days of receipt of their application. Thereafter, a panel of independent judges will review your application and make a formal recommendation within 20 days of receipt of your award application.

For more information, visit: <http://www.americanconsumercouncil.org/awards.asp>

Green CSM Certification Accepting Applications for 2018 Cycle:

If your company or organization would like to increase its credibility with consumers, you should consider applying for the **Green CSM Certification**. Applications for the 2018 cycle are now being accepted through December 31, 2018.

It's a proven fact that consumers want to do business with companies that are eco-friendly and practice Corporate Social Responsibility (CSR). The process is straight-forward and all applicants are recognized by ACC and the Green USA Institute.

All applicants complete the criteria and submit their responses to ACC's Green Consumer Council for review, assessment and feedback. Program details and the **Green CSM Certification** criteria can be viewed at ACC's website located at: <http://americanconsumercouncil.org/greenc.asp>

