

**FOR IMMEDIATE RELEASE**

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**CONSUMER CONFIDENCE IN ECONOMY UNCHANGED IN MAY,  
ACCORDING TO LATEST CEA-CNET INDEXES**  
*Consumer Confidence in Technology Down Slightly*

**Arlington, Va., May 25, 2010** – Consumer confidence in the overall economy remained relatively unchanged in May, while confidence in technology showed a slight drop, according to the latest data released today from the Consumer Electronics Association (CEA)<sup>®</sup> and CNET ([cnet.com](http://cnet.com)).

The CEA-CNET Index of Consumer Expectations (ICE) rose one-tenth of a point to 164.2 in May. The ICE, which measures consumer expectations about the broader economy, is down over ten points from this time last year.

“Consumers remain guarded after a tumultuous month on Wall Street,” said Shawn DuBravac, CEA’s chief economist and director of research. “Consumers are increasingly worried about their job security and long-term financial health with more people feeling the U.S. economy will be in worse shape in the coming twelve months.”

Consumer confidence in technology showed a slight decrease this month. The CEA-CNET Index of Consumer Technology Expectations (ICTE) fell eight tenths of a point to 71.5. The ICTE, which measures consumer expectations about technology spending, reached its lowest level since its all-time low in March 2009. The ICTE is down nearly ten points from last year.

“With concerns about financial well-being, consumers are watching what they spend, including on technology,” said DuBravac. “Despite a number of new and innovative products entering the marketplace, sentiment is suggesting consumers want to hold back purchases despite recent months of strong spending figures.”

The CEA-CNET Indexes are comprised of the ICE and ICTE, both of which are updated on a monthly basis through consumer surveys. New data is released on the fourth Tuesday of each month. CEA and CNET have been tracking index data since January 2007. To find current and past indexes, charts, methodology and future release dates, log on to [CEACNETindexes.org](http://CEACNETindexes.org).

**About CNET:**

CNET ([cnet.com](http://cnet.com)) is where people go to discover the latest in tech and consumer electronics. Driven by a trusted voice and a passionate community, CNET creates an open environment for people to find and use the best products to fit their lifestyle. The powerful combination of CNET's award-winning news, lab-tested product reviews, safe and spyware-free downloads, and user-generated content give people information and inspiration to live and thrive in a life gone digital.

**About CEA:**

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$165 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA’s industry services. Find CEA online at [CE.org](http://CE.org).

**UPCOMING EVENTS**

- **CEA Line Shows**  
June 22-23, 2010, New York, NY
- **2010 SINOCES**  
July 8-11, 2010, Qingdao, China
- **2010 CEA Industry Forum**  
October 17-20, 2010, San Francisco, CA
- **i-stage**  
October 18, 2010, San Francisco, CA
- **Digital Hollywood Fall**  
October 18-21, 2010, Santa Monica, CA
- **CES New York Press Preview featuring CES Unveiled @ NY**  
November 9, 2010, New York, NY
- **Future of Television East**  
November 19, 2010, New York, NY
- **2011 International CES**  
January 6-9, 2011, Las Vegas, NV