DATA CENTRAL

Turn Trusted Data Into Better Decisions

Your Guide to Data Central from The Conference Board

Access trusted economic, consumer, labor-market, executive, and risk intelligence all in one place.

Trusted Insights
Economic, consumer, labor-market, executive, and risk intelligence from The Conference Board.

Analysis on Your Terms
Explore trends, compare markets, build dashboards, and download data for your own analysis and models.

Data That Fits Your Priorities
Access the datasets and tools most relevant to the questions your organization needs to answer.

THE CONFERENCE BOARD

WHY DATA CENTRAL

One Destination for Trusted Data

Data Central brings together The Conference Board's economic, consumer, labor-market, executive, and risk data in one streamlined experience. Use the platform to explore trends, build your own views, transform data, and bring trusted data into internal analysis and decision-making.

Build Dashboards Combine multiple indicators in one view.	**Customize Visualizations** Create charts tailored to your analytical needs.
Download Data Export datasets for internal analysis and modeling.	**Compare Trends** Analyze indicators across time periods, industries, and regions.

Expanded Subscription Options

Access individual data packages and tools based on your organization's needs, making it easier to build a solution around the questions that matter most to your team.

What Questions Can Data Central Help You Answer?

Start with the question you need to answer. The guide below connects common business questions to the Data Central use cases and datasets most relevant to them.

Business Question	How Organizations Use Data Central	Featured Data
Where is the economy headed?	Strategic planning, economic forecasting, scenario development	Global Economic Outlook; Business Cycle Indicators; Recession & Growth Trackers ; Global Gray Swans Tool
How are consumers and markets changing?	Consumer intelligence, demand planning, market strategy	Consumer Confidence; Consumer Confidence Premium; Business Cycle Indicators
How is the labor market changing?	Economic forecasting, and labor-market, industry, and productivity analysis	Employment Trends Index; Labor Shortages Risk Tool; AI & Automation Risk Tool
What signals should inform our financial models and investment decisions?	Modeling, investment research, and market/rates, valuation, and transaction analysis	Business Cycle Indicators (e.g., LEI); Consumer Confidence; ETI; Global Economic Outlook; Total Economy Database
What are business leaders expecting?	Executive benchmarking, board intelligence, strategic decision-making	CEO Confidence; C-Suite Outlook
What risks should we prepare for?	Risk monitoring, scenario planning, stress testing, business resilience	Global Gray Swans Tool; Recession & Growth Trackers; Global Economic Outlook
How will AI impact our workforce? How do we anticipate labor shortages in our key businesses?	Benchmarking, strategic planning, labor-market analysis	AI and Automation Risk tools, Labor Shortages Risk Tool

Explore How Organizations Use Data Central

Data Central supports a range of decisions across strategy, markets, finance, executive leadership, and risk. Each section below highlights the audiences, questions, and data products most relevant to a specific use case.

1

Strategic Planning & Economic Forecasting

Where is the economy headed?

How Organizations Use It

Organizations use Data Central to **understand where economies are headed and anticipate turning points. They also use the platform** to incorporate changing economic conditions into forecasts and strategic plans. Leading indicators, economic outlooks, recession signals, and long-term economic data help teams develop planning assumptions, compare markets, evaluate scenarios, and **make more informed decisions about growth, investment, and resource allocation.**

Featured Data & Tools

- **Global Economic Outlook** — Forecasts, scenarios, regional outlooks, risks, and opportunities
- **Business Cycle Indicators** — Leading, coincident, and lagging indicators across major economies
- **Recession & Growth Trackers** — Signals of current and future economic growth-cycle conditions
- **Total Economy Database™** — GDP, productivity, labor, and economic performance data across countries
- **Labor Shortages Risk Tool** — Occupation- and industry-level shortage risks over the next decade
- **Employment Trends Index** — Leading indicator of US employment and labor-market momentum
- **AI and Automation Risk Tool** — Potential productivity and replacement effects across occupations

Questions Data Central Can Help Answer

- Where is the economy headed over the next 6 - 24 months?
- Are leading indicators signaling an economic turning point?
- Which markets appear positioned for stronger or weaker growth?
- How should our forecasts or planning assumptions change?
- How do productivity and economic performance compare across countries?

2

Consumer & Market Insights

How are consumers and markets changing?

How Organizations Use It

Organizations use Data Central to **understand consumer confidence, spending expectations, and the economic conditions influencing demand**. Consumer confidence data, demographic insights, and economic indicators help teams identify changes in attitudes across markets and consumer groups, anticipate potential shifts in demand, and make more informed decisions about products, markets, growth opportunities, and commercial strategy.

Featured Data & Tools

- **US Consumer Confidence Index** — Consumer views of current conditions, expectations, and the economic outlook (US)
- **US Consumer Confidence – Premium** — Deeper insights by income, age, generation, spending plans, personal finances, political affiliation, and other characteristics
- **Europe Consumer Confidence Index** — Consumer views of current conditions, expectations, and the economic outlook (Europe)
- **Business Cycle Indicators** — Leading, coincident, and lagging indicators across major economies
- **Global Economic Outlook** — Forecasts, scenarios, regional outlooks, risks, and opportunities

Questions Data Central Can Help Answer

- How is consumer confidence changing in our key markets?
- Which consumer groups are becoming more or less optimistic?
- What are consumers telling us about future spending intentions?
- What economic trends may affect customer demand?
- Where might new market opportunities be emerging?

3

Labor Market & Economic Insights

How is the labor market evolving?

How Organizations Use It

Organizations use Data Central to **track labor-market momentum and understand the structural forces reshaping employment and economic growth**. Forward-looking employment indicators, labor-shortage projections, and AI and automation analysis help teams assess near-term economic conditions as well as longer-term changes in labor supply, occupations, and productivity—providing important context for **economic forecasts, industry analysis, investment decisions, and long-term planning.**

Featured Data & Tools

- **Employment Trends Index** — Leading indicator of US employment and labor-market momentum
- **Labor Shortages Risk Tool** — Occupation- and industry-level shortage risks over the next decade
- **AI and Automation Risk Tool** — Potential productivity and replacement effects across occupations
- **Total Economy Database™** — Global employment, labor inputs, economic growth, and productivity data

Questions Data Central Can Help Answer

- Where is the US labor market headed?
- Are employment conditions signaling broader economic strength or weakness?
- Which industries and occupations face the greatest long-term labor challenges or opportunities?
- How could labor shortages affect economic growth and industry performance?
- Which parts of the economy are most affected by AI and automation?
- How could changing labor supply and technology affect wages and productivity?

4

Financial Markets & Investment Analysis

What signals should inform our financial models and investment decisions?

How Organizations Use It

Financial professionals use Data Central to **bring trusted economic signals into forecasts, financial models, market analysis, and investment decisions**. Downloadable data, frequently updated indicators, and historical time series allow analysts to incorporate economic data directly into their modeling and research workflows. Teams can use these insights to identify economic turning points, test scenarios, inform market and rates outlooks, and **strengthen investment theses, valuations, and transaction analysis**.

Featured Data & Tools

- **Business Cycle Indicators** — Leading, coincident, and lagging indicators across major economies
- **Consumer Confidence** — Consumer views of current conditions, expectations, and the economic outlook
- **Employment Trends Index** — Leading indicator of US employment and labor-market momentum
- **CEO Confidence / C-Suite Outlook** — Executive views on business conditions, expectations, priorities, and emerging concerns
- **Global Economic Outlook** — Forecasts, scenarios, regional outlooks, risks, and opportunities
- **Total Economy Database™** — GDP, productivity, labor, and economic performance data across countries
- **Global Gray Swans Tool** — Low probability, high-impact events and potential impacts by region and/or industry

Questions Data Central Can Help Answer

- What economic assumptions should we incorporate into our models and forecasts?
- Are leading indicators signaling a change in economic or market conditions?
- What does historical data tell us about previous economic turning points?
- Where might our economic outlook differ from what markets are pricing?
- How could changing growth and labor conditions affect monetary and fiscal policy expectations, rates, or the yield curve?
- What economic evidence can strengthen an investment thesis, valuation, or transaction narrative?

5

Executive Intelligence & Benchmarking

What are business leaders anticipating?

How Organizations Use It

Leadership teams use Data Central to understand **what other executives are seeing, expecting, and prioritizing**. CEO Confidence and C-Suite Outlook data provide **an external benchmark for internal assumptions**, helping leaders assess business conditions, investment and hiring expectations, and emerging priorities. Organizations can use these insights to inform executive discussions, challenge internal assumptions, support strategic planning, and bring an outside-in perspective to board and leadership decisions.

Featured Data & Tools

- **CEO Confidence (US, China & Europe)** — CEO views of current business conditions and expectations for the economy
- **C-Suite Outlook** — Executive priorities, concerns, opportunities, and expectations for the year ahead
- **Global Economic Outlook** — Forecasts, scenarios, regional outlooks, risks, and opportunities

Questions Data Central Can Help Answer

- What are CEOs expecting for the economy and their businesses?
- Are executives becoming more or less confident?
- How are hiring and capital-investment intentions changing?
- What issues are rising on the C-suite agenda?
- Which risks concern executives most?
- How do our priorities and expectations compare with those of other business leaders?

6

Enterprise Risk & Scenario Planning

What risks should we prepare for?

How Organizations Use It

Organizations use Data Central to **identify emerging risks, monitor economic vulnerabilities, and prepare for a range of potential outcomes**. Economic indicators, recession signals, outlooks, and emerging-risk intelligence help teams detect changes earlier and understand where disruptions could have the greatest impact. These insights support **scenario planning, stress testing, contingency planning, and strategic discussions** about economic, geopolitical, and industry risks.

Featured Data & Tools

- **Global Gray Swans Tool** — Low probability, high-impact events and potential impacts by region and/or industry
- **Recession & Growth Trackers** — Signals of current and future economic growth-cycle conditions
- **Business Cycle Indicators** — Leading, coincident, and lagging indicators across major economies
- **Global Economic Outlook** — Forecasts, scenarios, regional outlooks, risks, and opportunities
- **C-Suite Outlook** — Executive priorities, concerns, opportunities, and expectations for the year ahead

Questions Data Central Can Help Answer

- What emerging risks and opportunities should be on our radar?
- Which risks could have the greatest impact on our industry or markets?
- Are economic indicators signaling recession risk?
- Which regions or markets are strengthening or becoming more vulnerable?
- How are other executives assessing the risk environment?
- What scenarios should we incorporate into contingency planning?

CHOOSE THE RIGHT DATA

Find the Data That Fits Your Needs

Data Central can be tailored around your organization's priorities. Use this guide as a starting point for identifying the datasets and tools most closely aligned with your analytical needs.

If your priority is…	Start with…	Consider adding…
Economic forecasting	Global Economic Outlook; Business Cycle Indicators	Recession & Growth Trackers; Total Economy Database™
Consumer demand and market strategy	Consumer Confidence	Consumer Confidence Premium; Business Cycle Indicators
Labor-market analysis	Employment Trends Index	Labor Shortages Risk Tool; AI & Automation Risk Tool
Financial modeling and markets	Business Cycle Indicators; Global Economic Outlook	Consumer Confidence; Employment Trends Index; Total Economy Database™
Executive benchmarking	CEO Confidence	C-Suite Outlook
Enterprise risk	Global Gray Swans Tool	Recession & Growth Trackers; Global Economic Outlook

Ready to Explore Data Central?

Access trusted economic, consumer, labor-market, executive, and risk intelligence in one integrated platform.

For Members of the Economy, Strategy & Finance Center

Access to all datasets and tools is included through your membership.

Access Data Central Now »

Interested in Membership?

Explore Economy, Strategy & Finance Center membership to access Data Central along with the Center's broader portfolio of insights, expertise, and Member benefits.

Learn About Membership »

Looking for Data Only?

Subscribe to individual data packages and tools based on your organization's needs.

Contact Us About Data Subscriptions »

APPENDIX

Data Central Product Directory

Explore the Data Behind Data Central

Explore the available data products and tools below to find the resources most relevant to your organization's needs.

Economic Outlook & Business Cycles

Global Economic Outlook

Stay ahead of global economic trends with forward-looking insights and analysis. Access data and analysis on global economic conditions, trends, risks, and opportunities, including forecasts, scenario insights, and regional breakdowns to support strategic planning, investment decisions, and macroeconomic assessments.

Business Cycle Indicators

Spot economic turning points earlier to improve forecasting and planning. Comprehensive leading, coincident, and lagging indicators track economic cycles and turning points across 16 major economies and regional aggregates. Delivered monthly with historical depth, these datasets support forecasting, trend analysis, and strategic planning.

Recession & Growth Trackers

Immediately see which major economies are growing or heading toward recession. Monthly visual trackers show the current and future states of 16 economies and regional aggregates, synthesizing multiple economic indicators into a clear, at-a-glance view of growth-cycle trends and turning points, with a historical database for deeper analysis and forecasting.

Total Economy Database™: Global Productivity Data

Benchmark global productivity with comprehensive, long-term data. This dataset includes GDP, productivity, and labor metrics across 130+ countries and regions, with long-term historical data to support benchmarking, research, and economic analysis.

Consumer Confidence

US Consumer Confidence Index®

Anticipate shifts in consumer behavior and demand with our market-moving US confidence data. This widely trusted monthly measure of US consumer confidence captures attitudes on current conditions and future expectations and includes historical time series and demographic breakdowns to inform demand forecasting and economic outlooks.

US Consumer Confidence – Premium

Unlock deeper insights into US consumer confidence with advanced segmentation and data. This expansion of our US consumer confidence data series provides deeper cuts by income, age, generations, and political affiliation, plus expanded data on spending plans and personal finances. It enables more precise segmentation, trend analysis, and forecasting for strategy, marketing, and economic insights.

Europe Consumer Confidence Index

Track consumer confidence across Europe to inform regional strategy and outlooks. This monthly indicator reflects perceptions of current and future economic conditions across key European markets, providing consistent, comparable data to support regional analysis, forecasting, and cross-country benchmarking.

Labor Markets & the Future of Work

Employment Trends Index™

Track labor-market momentum and anticipate shifts in employment conditions. This leading composite index tracks US labor-market momentum and signals shifts in employment conditions. Updated monthly with historical data, it supports forecasting, economic analysis, and planning.

Labor Shortages Risk Tool

Identify where labor shortages may impact your business and strategy. This interactive dataset and tool assesses labor-shortage risks across occupations and industries for the next decade, combining labor-market indicators and trends to help organizations identify potential gaps and inform planning and location strategies.

AI and Automation Risk Tool

Assess how AI may reshape occupations and unlock productivity. This tool measures the impact of AI and automation on 800 occupations and 22 occupational groups, combining multiple data inputs and two gauges—productivity and replacement—to assess the potential positive or negative effects of AI on talent and support risk assessment and future-of-work planning.

Executive Insights

US CEO Confidence

Gauge US CEO confidence to understand business priorities and investment outlooks. This quarterly measure captures CEOs' perceptions of current and future economic and business conditions, labor and investment plans, and key risks to their industries. Historical benchmarks and actionable insights support strategic planning and business strategy decisions.

China CEO Confidence

Understand how CEOs in China view economic conditions and business prospects. This biannual indicator reflects business leaders' views on economic conditions, demand, and investment, offering consistent data and trend insights to inform regional strategy and market planning.

Europe CEO Confidence

Track CEO confidence across Europe to benchmark expectations and strategy. This biannual measure captures expectations for economic activity, employment, and capital spending, enabling benchmarking and trend analysis to support regional and global business decisions.

C-Suite Outlook

Understand the top priorities, risks, and expectations shaping executive decision-making around the world. This survey-based dataset captures the future priorities, risks, and expectations of C-suite executives globally, providing structured insights and trend data to inform strategy, investment decisions, and leadership planning.

Risk Intelligence

Global Gray Swans Tool

Anticipate the risks and opportunities created by unexpected, high-impact events. This interactive tool identifies and assesses emerging global events across multiple risk categories, dynamically tracking threat levels and mapping potential business impacts and opportunities by region or industry to support scenario planning, resilience, and strategic decision-making.