

Bloomberg® Consumer Comfort Index™



Weekly Data Report

*Embargoed for release:
9:45 a.m. Thursday,
July 23, 2015*

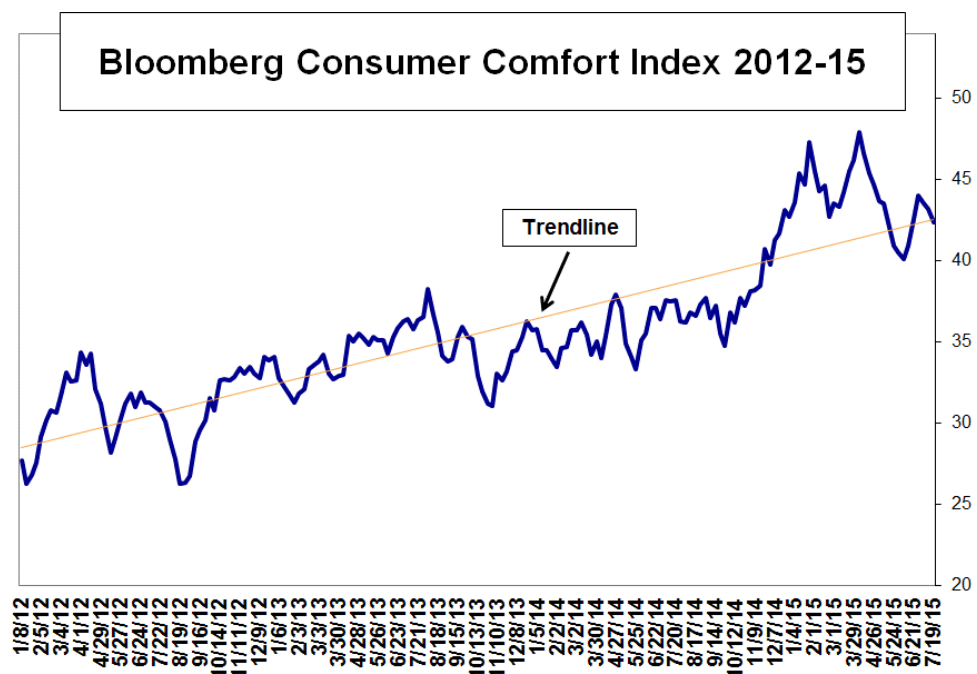
The Bloomberg Consumer Confidence Index reached its lowest level in a month this week, slipping back from a brief early summer advance.

At 42.4 on its scale of 0 to 100, the CCI has lost 1.6 points since June 28, a slow leak that's taken back nearly half the 3.9 points it gained in the last three weeks of June. That, in turn, had partially reversed a steep 7.8-drop in the spring, as gas prices jumped.

These trends put consumer sentiment in an up-and-down-pattern, still better than in any year since the start of the Great Recession, with a gradually improving trendline – yet not robust enough to break through to the next level and hold it.

Indeed, this week the index's 2015 average edged numerically below 44.0 for the first time, to 43.9. It's 1.5 points below that mark now, back near its long-term average, 41.7 in weekly polls since late 1985.

This
week's
CCI
42.4



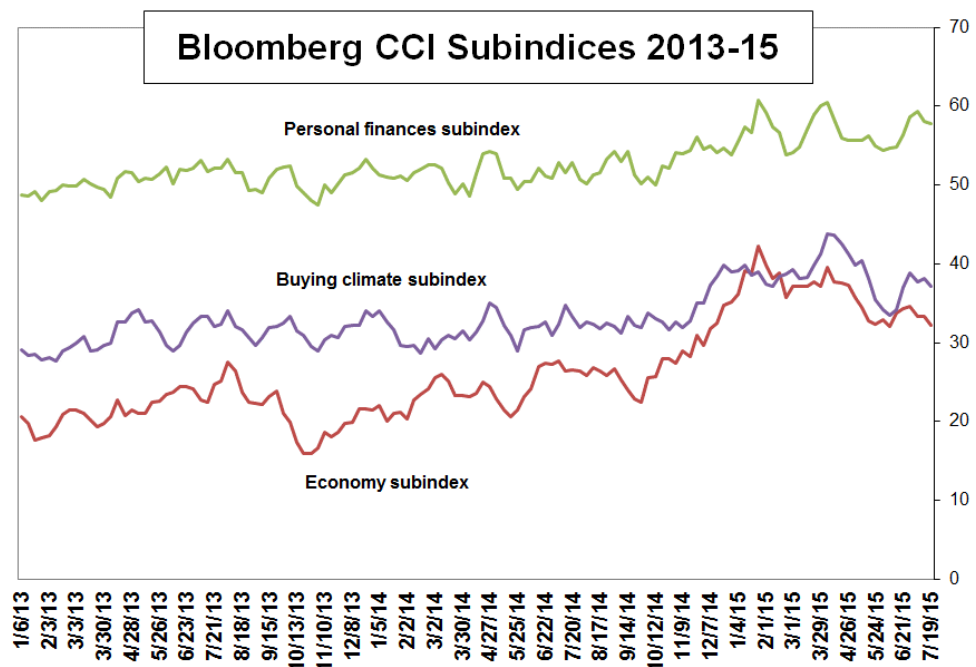
The CCI's struggles since early April are reflected in other, mixed indicators. Housing starts and new and existing home sales are at recent highs, but retail sales and growth in manufacturing have remained weak and the markets have lacked any real direction. While unemployment is at a seven-year low, wages have been largely flat.

The CCI, produced by [Langer Research Associates](http://www.langerresearch.com), is based on Americans' ratings of the national economy, their personal finances and whether or not they see this as a good time to spend money. Among them:

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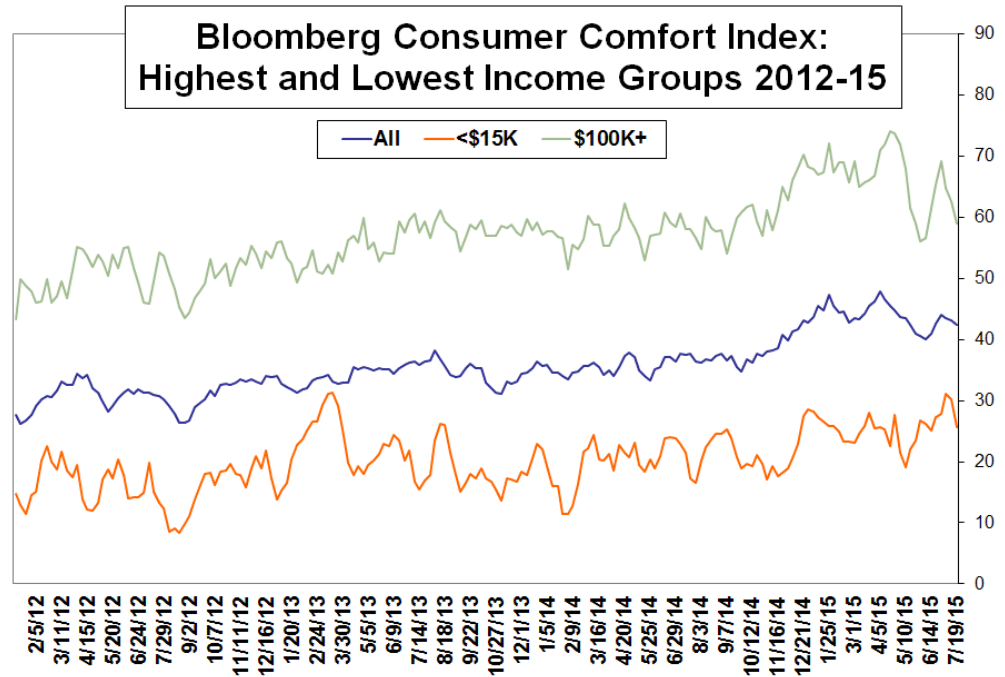


- At 32.2, the national economy subindex has been particularly hard hit, down 2.4 points in three weeks to its second lowest since early December, effectively wiping out its 2.5-point gain from mid- to late June. It's fallen the most of the three subindices, now 4.0 points below its 2015 average, 36.2, and 1.9 points off its overall average, 34.1.
- The personal finances subindex has dropped 1.5 points in two weeks, to 57.8. Though down, it's still the healthiest subindex, 2.6 points above its long-term average, 55.2, and numerically above its 2015 average, 56.9.
- The buying climate subindex, at 37.2, has held in a 1.9-point band for five weeks, but that includes a loss of 1.7 points in the past three weeks. It's exactly bracketed by its overall average, 35.7, and its yearly average, 38.7.



In groups, the CCI among those in \$100,000-plus households has fallen below 60.0 for only the fourth time since early November, landing at 59.0. It's shown more than usual volatility since early April, varying up to 18 points during this period. The CCI among those making less than \$50,000, though much lower, 32.5, has been more stable, fluctuating by 5.7 points within the same time period. It's 52.0 among those in the \$50,000-\$100,000 group.

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The index is at a low for the year among seniors (40.3) and is its lowest since May among 18- to 34-year-olds (46.6), political independents (39.4) and separated, widowed or divorced Americans (31.7). Conversely, it's at a high since late March among singles, 46.6.

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Data summary for 7/23/2015

This week	42.4	
Last week	43.2	
2015 high	47.9	April 5
2015 low	40.1	June 7
2015 average	43.9	
2009 average	26.0	Worst full year
2000 average	64.4	Best full year
June 21, 2009	23	Record low (also three other dates in 2008-09)
Jan. 16, 2000	69	Record high
Average since 12/85	41.7	

Individual measures:

	This week	Last week	Average 2015	Average '85-'15
Positive ratings of:				
National economy	32%	33	36	34
Personal finances	58	58	57	55
Buying climate	37	38	39	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	30	42	26
Personal finances	7	51	27	15
Buying climate	3	35	42	21

	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	70% latest Jan. 23, 2000	39% June 21 and 28, 2009
Buying climate	57% Jan. 16, 2000	18% latest Oct. 19, 2008

Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](http://www.langerresearch.com). Results are based on 1,000 national random-sample landline and cellular telephone interviews, 250 per week in a four-week rolling average. The index, produced weekly since December 1985, is derived by averaging positive responses to each subindex question. Results of the individual CCI gauges have a 3.5-point error margin. Interviews for this report were completed July 19, 2015. Field work and tabulation by SSRS of Media, Pa.

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07/19/15	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
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GENERAL POPULATION:								
Overall Index	42.4	43.2	42.6	45.4	37.6	47.9	34.8	41.3
State of Economy	32.2	33.3	34.3	37.6	26.6	42.3	22.4	32.4
Personal Finances	57.8	58.0	56.4	56.0	52.9	60.7	50.0	55.1
Buying Climate	37.2	38.2	37.0	42.5	33.3	43.8	31.2	36.4

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	46.2	46.9	46.9	50.3	42.1	53.4	38.1	44.7
Women	38.8	39.6	38.5	40.7	33.4	44.9	31.8	38.0
Age:								
18 - 34	46.6	48.3	50.1	46.8	39.9	52.4	32.9	43.7
35 - 44	39.7	36.5	33.4	51.2	38.6	51.2	33.4	42.3
45 - 54	43.0	43.9	38.4	40.7	35.0	45.8	30.0	37.8
55 - 64	40.6	42.9	40.3	41.6	34.8	49.4	30.2	38.9
65+	40.3	42.3	43.1	43.4	39.0	46.8	34.2	41.9
Income:								
Under \$15K	25.6	30.2	27.3	22.6	17.2	31.1	16.5	23.5
\$15K To \$24.9K	27.3	29.0	25.4	25.7	22.3	33.8	15.9	25.6
\$25K To \$39.9K	32.5	30.2	33.4	39.7	30.1	45.9	23.5	34.6
\$40K To \$49.9K	45.5	47.6	38.6	44.7	38.9	48.5	32.8	41.0
Under \$50K	32.5	33.0	30.9	32.7	26.5	36.5	23.1	30.5
Over \$50K	54.4	55.4	58.0	60.2	51.2	62.3	45.9	55.1
\$50K To \$74.9K	47.5	45.3	52.8	46.8	42.9	55.2	38.9	47.1
\$75K To \$99.9K	57.6	59.2	53.6	60.0	52.6	64.9	40.4	52.8
Over \$100K	59.0	62.6	65.4	74.1	58.1	74.1	54.1	63.7
Region:								
Northeast	41.8	42.8	38.7	43.3	34.5	46.3	31.5	40.1
Midwest	42.6	46.1	47.1	50.9	38.0	51.4	32.8	43.3
South	40.5	39.3	40.9	41.9	36.6	48.3	33.9	39.7
West	45.6	46.9	43.9	47.6	41.3	52.2	33.4	42.8
Race:								
White	41.8	43.0	43.5	46.0	38.1	47.4	36.1	41.8
Black	43.3	43.8	32.2	36.7	29.1	49.3	25.9	37.7
Politics:								
Republican	42.7	44.7	41.2	46.8	36.6	47.8	33.2	40.6
Democrat	47.6	45.1	43.5	52.5	40.6	54.2	40.3	47.0
Independent	39.4	40.9	43.0	41.1	36.4	47.3	29.8	38.6
Education:								
< High School	30.8	27.8	27.4	32.1	19.4	35.7	13.3	24.5
High Sch. Grad.	37.6	40.9	38.6	39.3	35.5	42.3	29.2	36.1
College +	47.6	47.8	48.3	51.6	42.7	53.7	41.4	47.7
Home:								
Own	44.2	46.5	46.1	50.1	41.2	53.2	39.2	45.4
Rent	40.2	39.1	37.1	37.4	31.4	41.7	24.7	34.7
Marital Status:								
Single	46.6	44.7	41.7	40.2	35.0	48.6	30.2	40.3
Married	43.7	44.1	43.9	52.2	41.8	53.6	39.6	44.9
Sep/Wid/Div	31.7	38.2	40.1	32.8	29.2	41.6	24.2	31.9
Employ. Status:								
Full-Time	49.2	50.3	48.8	53.8	44.0	56.8	40.5	47.5
Part-Time	40.9	41.1	38.6	43.4	37.2	48.7	31.3	40.2
Not Employed	34.6	35.6	36.6	35.7	29.3	41.9	28.3	34.4

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