

# 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.

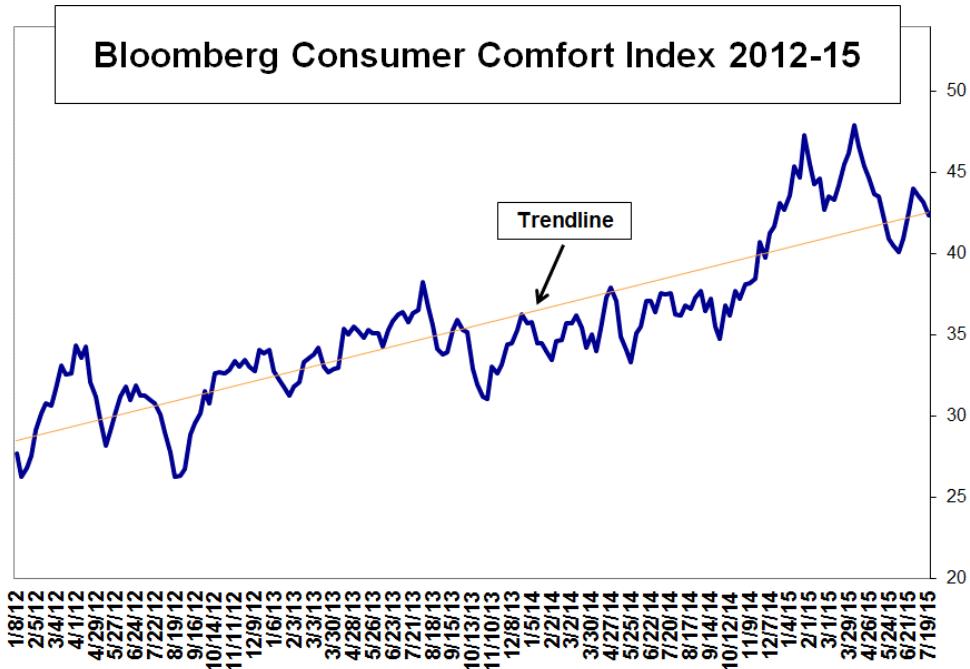
At 42.4 on its scale of 0 to 100, the CCI has lost 1.6 points since June 28, a slow leak that's taken back nearly half the 3.9 points it gained in the last three weeks of June. That, in turn, had partially reversed a steep 7.8-drop in the spring, as gas prices jumped.

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



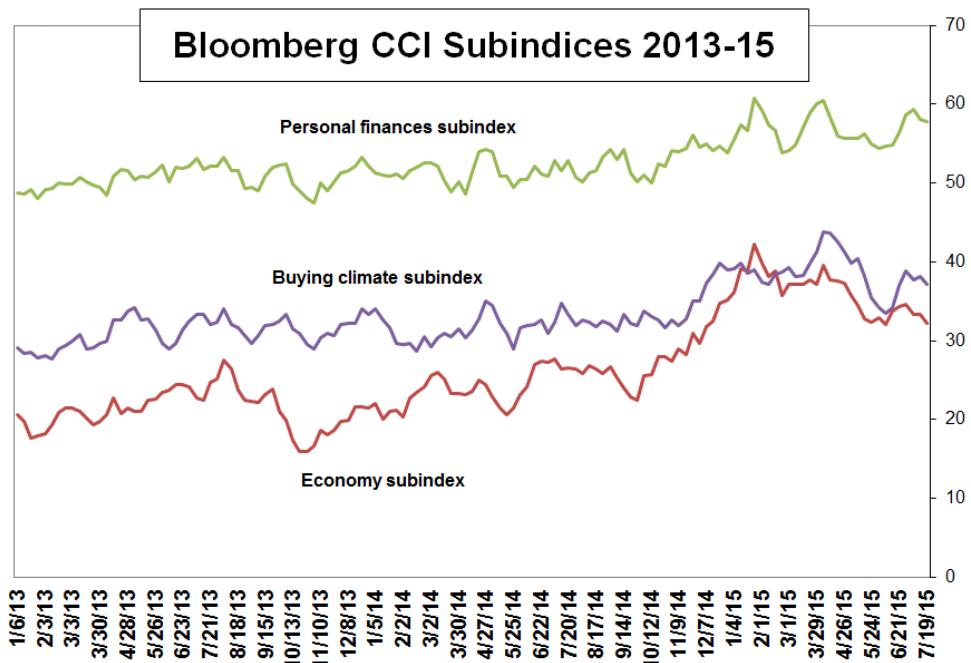
The CCI's struggles since early April are reflected in other, mixed indicators. Housing starts and new and existing home sales are at recent highs, but retail sales and growth in manufacturing have remained weak and the markets have lacked any real direction. While unemployment is at a seven-year low,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

The CCI, produced by [Langer Research Associates](#), 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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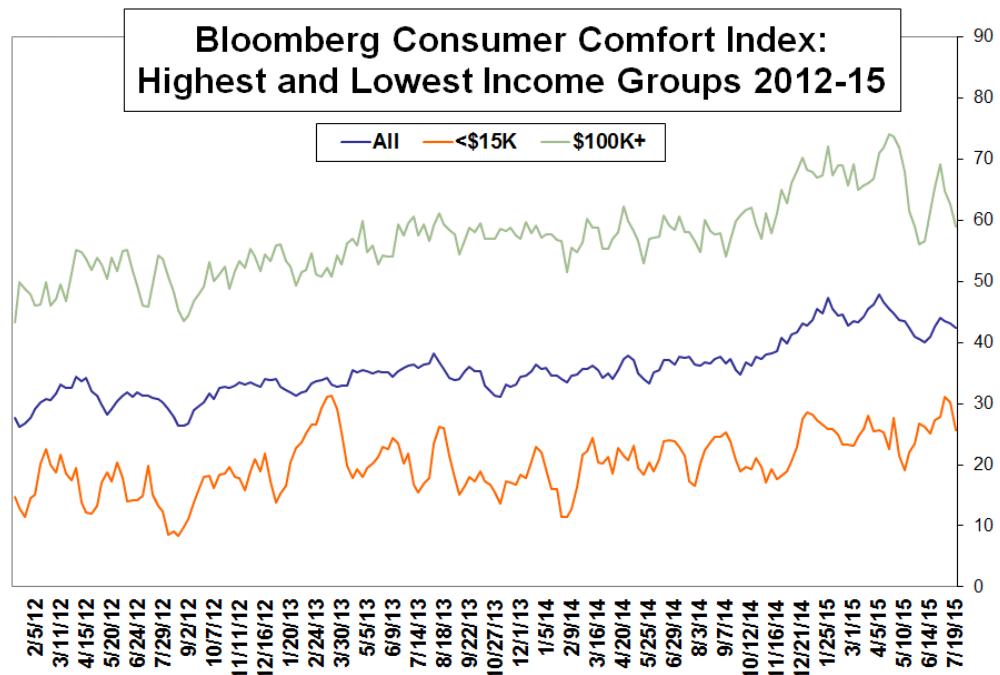


- At 32.2, the national economy subindex has been particularly hard hit, down 2.4 points in three weeks to its second lowest since early December, effectively wiping out its 2.5-point gain from mid- to late June. It's fallen the most of the three subindices, now 4.0 points below its 2015 average, 36.2, 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:

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

| Full ratings of:  | Excel |      | Not so |      |
|-------------------|-------|------|--------|------|
|                   | -lent | Good | Good   | Poor |
| 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 | Finances                 | 70% latest Jan. 23, 2000 |
| Buying climate | 57% Jan. 16, 2000 |                   | 39% June 21 and 28, 2009 | 18% latest Oct. 19, 2008 |

**Methodology:** The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](#). 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 |
|--|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|
| <b>GENERAL POPULATION:</b>                 |           |           |           |           |           |            |           |           |
| 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      |
| <b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b> |           |           |           |           |           |            |           |           |
| <b>Sex:</b>                                |           |           |           |           |           |            |           |           |
| 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      |
| <b>Age:</b>                                |           |           |           |           |           |            |           |           |
| 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      |
| <b>Income:</b>                             |           |           |           |           |           |            |           |           |
| 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      |
| <b>Region:</b>                             |           |           |           |           |           |            |           |           |
| 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      |
| <b>Race:</b>                               |           |           |           |           |           |            |           |           |
| 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      |
| <b>Politics:</b>                           |           |           |           |           |           |            |           |           |
| 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      |
| <b>Education:</b>                          |           |           |           |           |           |            |           |           |
| < 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      |
| <b>Home:</b>                               |           |           |           |           |           |            |           |           |
| 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      |
| <b>Marital Status:</b>                     |           |           |           |           |           |            |           |           |
| 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      |
| <b>Employ. Status:</b>                     |           |           |           |           |           |            |           |           |
| 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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