

# Bloomberg® Consumer Comfort Index™



## Weekly Data Report

*Embargoed for release:*

9:45 a.m. Thursday,  
August 20, 2015

Views of the national economy improved sharply this week to their best in a month and a half, though the overall Bloomberg Consumer Comfort Index remains flat after stabilizing from a midsummer slide.

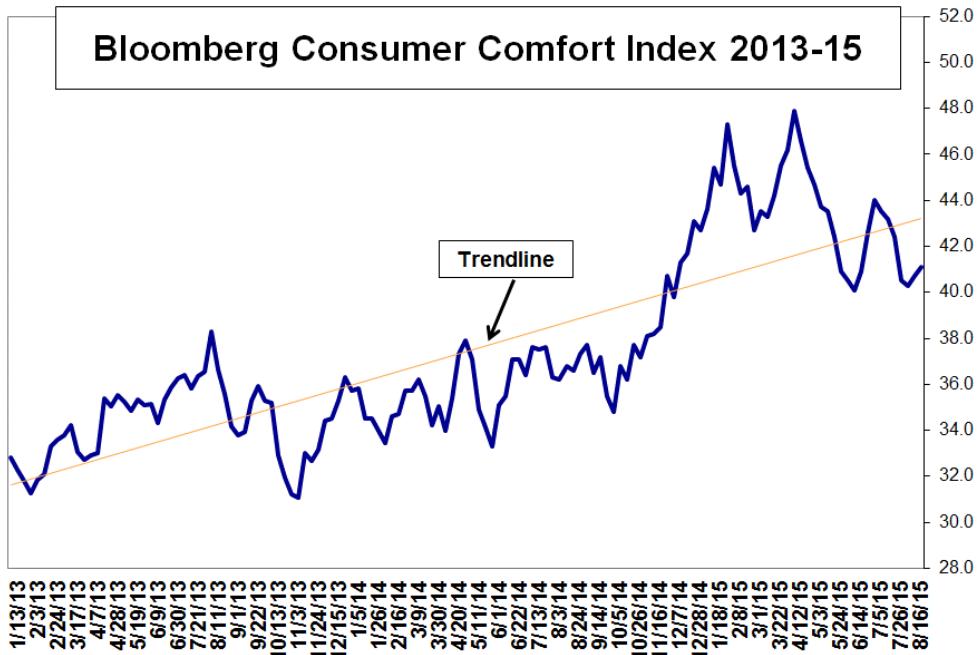
At 34.2 on a 0-100 scale, the CCI's national economy subindex gained 2.2 points, an unusual advance; larger one-week gains have only occurred 60 times in more than 1,500 weeks of continuous polling. And it's up 3.8 points overall in August.

These gains have put ratings of the national economy nearly back to their level in late June, 34.6. However, the subindex remains significantly lower than in the first four months of the year, leaving it 1.5 points below its yearly average, 35.7.

The overall CCI, produced by [Langer Research Associates](#), stood pat again this week; it's held within a tight 0.8-point range since July 26. At 41.1, it has halted a July decline, but lacks upward momentum, and is now 2.4 points below its 2015 average.

This  
week's  
CCI

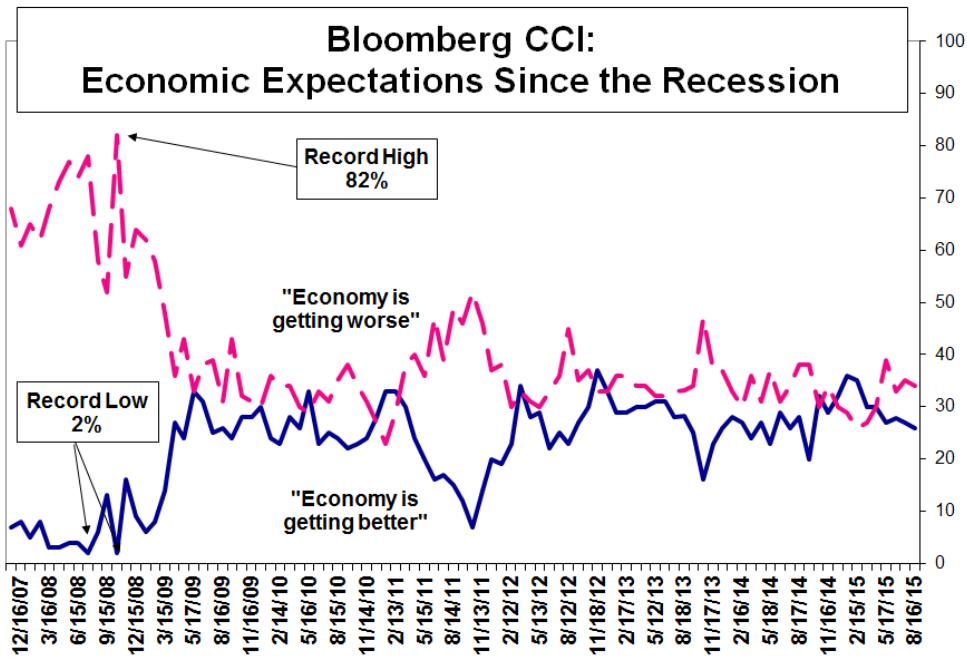
41.1



A separate monthly measure of expectations of the economy, like the CCI, held generally steady. A plurality of Americans, 41 percent, say the economy is staying the same, the most since March. Twenty-six percent say it's improving, the fewest in nearly a year, while 34 percent say it's getting worse. The comparable numbers were similar, 37-27-35 percent, last month.

That said, the 8-point edge in negative vs. positive expectations is worrying – among its widest in almost a year. Positive expectations approached post-recession highs in the beginning of the year; they've lost 10 points since.

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The CCI is based on ratings of personal finances and the buying climate as well as the national economy. The personal finances subindex matches its lowest of the year, 52.6, flat after losing 6.7 points from early July to early this month. The hardest hit of the three subindices this summer, it's 3.8 points off its 2015 average, 56.4, as well as below its long-term average, 55.2, in weekly polls since late 1985.

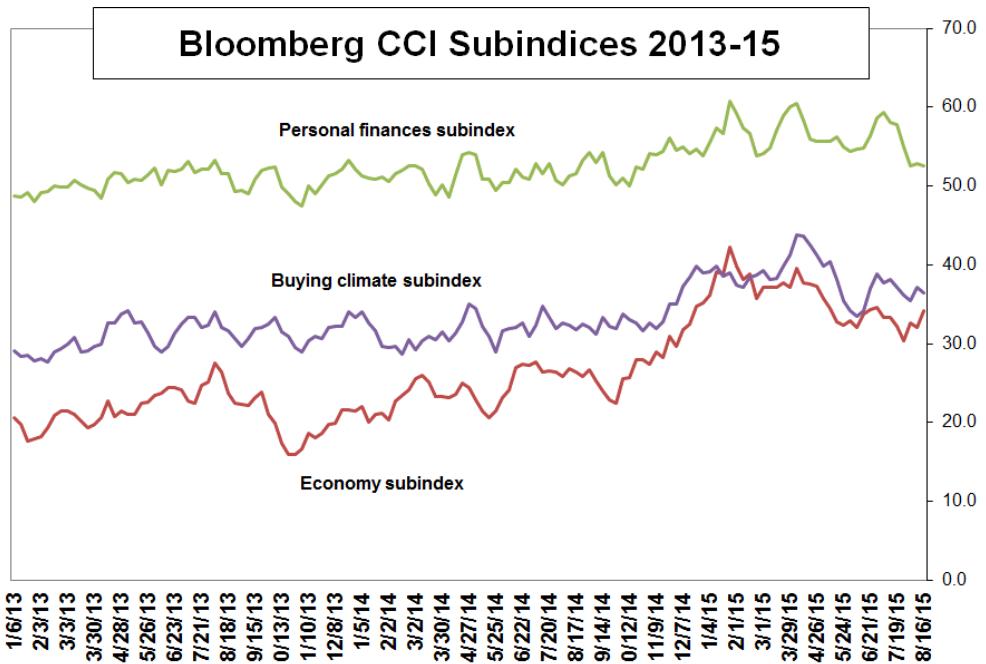
The buying climate subindex, at 36.5, is essentially unchanged after a 1.6-point advance last week. It fell into a deep hole after its early April post-recession high, losing 10.3 points, then made up about half of that in June but has struggled since. It's 1.9 points under its 2015 average, 38.4.

The CCI's mixed results mirror recent economic news, indicating overall sluggishness with a few bright spots. Jobs, GDP and manufacturing have met muted expectations, but there's been healthy growth in retail sales, vehicle sales and the housing market.

Troubles are evident especially among those in more difficult economic situations. The CCI among part-time workers is its lowest in nearly two years, 26.3, and its lowest since at least November among those with incomes less than \$50,000 a year and renters, at 28.3 and 32.7, respectively.

The index among Hispanics is 31.1, its lowest since mid-November and 9.0 points below its yearly average. (It's 41.6 and 35.1 among whites and blacks, respectively.) The gap between Hispanics and whites, 10.5 points, is one of the largest in available data since 2012.

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Data summary for 8/20/2015

This week	41.1
Last week	40.7
2015 high	47.9
2015 low	40.1
2015 average	43.5
2009 average	26.0
2000 average	64.4
June 21, 2009	23
Jan. 16, 2000	69
Average since 12/85	41.7

Individual measures:

Positive ratings of:	This week	Last week	Average	Average
			2015	'85-'15
National economy	34%	32	36	34
Personal finances	53	53	56	55
Buying climate	37	37	38	36

Full ratings of:	-lent	Excel	Not so	Poor
		Good	Good	
National economy	2%	32	39	27
Personal finances	7	46	31	16
Buying climate	3	33	44	19

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

Economy's direction:

	Better	Worse	Same
8/16/15	26	34	41
7/12/15	27	35	37
6/14/15	28	33	39
5/17/15	27	39	34
4/12/15	30	30	40
3/15/15	30	27	43
2/15/15	35	26	38
1/18/15	36	29	34

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. The expectations question was asked of 500 respondents July 5-16, 2015; that result has a 4.5-point error margin. Field work and tabulation by SSRS of Media, Pa.

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08/16/15	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	41.1	40.7	42.4	42.4	36.6	47.9	34.8	41.6
State of Economy	34.2	32.0	32.2	32.8	26.4	42.3	22.4	32.8
Personal Finances	52.6	52.8	57.8	56.3	51.5	60.7	50.0	55.2
Buying Climate	36.5	37.1	37.2	38.1	31.8	43.8	31.2	36.7
<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	45.5	44.8	46.2	45.2	39.6	53.4	38.1	45.1
Women	37.0	36.8	38.8	39.8	33.8	44.9	31.8	38.3
<b>Age:</b>								
18 - 34	44.5	42.9	46.6	46.3	37.0	52.4	32.9	44.1
35 - 44	38.6	37.8	39.7	41.9	41.5	51.2	33.4	42.1
45 - 54	34.2	35.4	43.0	39.1	37.2	45.8	30.0	37.8
55 - 64	39.1	38.6	40.6	38.8	30.2	49.4	30.2	39.4
65+	43.4	43.4	40.3	45.2	36.1	46.8	36.1	42.3
<b>Income:</b>								
Under \$15K	18.9	20.3	25.6	22.0	23.7	31.1	17.0	23.7
\$15K To \$24.9K	22.8	22.8	27.3	22.2	20.0	33.8	20.0	25.9
\$25K To \$39.9K	34.7	34.4	32.5	35.5	33.9	45.9	23.5	34.7
\$40K To \$49.9K	38.9	40.8	45.5	46.1	34.9	48.5	32.8	41.3
Under \$50K	28.3	29.6	32.5	30.5	28.1	36.5	23.1	30.8
Over \$50K	56.9	54.9	54.4	56.7	49.6	62.3	45.9	55.4
\$50K To \$74.9K	47.1	51.4	47.5	51.9	38.9	55.2	38.9	47.6
\$75K To \$99.9K	59.8	54.6	57.6	54.3	51.8	64.9	40.4	53.2
Over \$100K	62.7	58.5	59.0	61.4	58.2	74.1	54.1	63.9
<b>Region:</b>								
Northeast	43.2	39.8	41.8	43.9	34.8	46.3	31.6	40.5
Midwest	41.3	42.3	42.6	44.5	35.9	51.4	35.9	43.8
South	37.8	38.0	40.5	37.8	37.3	48.3	33.9	39.8
West	44.6	44.2	45.6	46.6	37.3	52.2	33.4	43.2
<b>Race:</b>								
White	41.6	42.1	41.8	44.3	36.1	47.4	36.1	42.1
Black	35.1	32.5	43.3	41.5	38.9	49.3	25.9	37.9
<b>Politics:</b>								
Republican	38.3	38.8	42.7	42.2	34.5	47.8	34.5	40.9
Democrat	46.6	47.4	47.6	50.1	43.5	54.2	40.3	47.3
Independent	41.3	38.5	39.4	39.1	33.6	47.3	29.8	39.0
<b>Education:</b>								
< High School	27.9	29.1	30.8	28.5	23.1	35.7	13.3	25.2
High Sch. Grad.	34.4	35.1	37.6	35.7	32.6	42.3	29.2	36.3
College +	47.9	46.5	47.6	48.9	41.4	53.7	41.4	48.0
<b>Home:</b>								
Own	46.1	44.8	44.2	46.1	40.0	53.2	39.3	45.7
Rent	32.7	34.0	40.2	36.1	31.1	41.7	24.7	35.0
<b>Marital Status:</b>								
Single	41.3	43.1	46.6	43.6	34.6	48.6	30.2	40.9
Married	42.7	41.5	43.7	43.6	41.3	53.6	39.6	45.0
Sep/Wid/Div	35.0	33.1	31.7	36.4	25.8	41.6	24.2	32.3
<b>Employ. Status:</b>								
Full-Time	50.3	46.9	49.2	49.4	42.7	56.8	40.5	47.8
Part-Time	26.3	32.1	40.9	42.2	38.2	48.7	26.3	40.1
Not Employed	36.4	36.2	34.6	34.6	29.0	41.9	28.7	34.9

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