

Bloomberg® Consumer Comfort Index™



Weekly Data Report

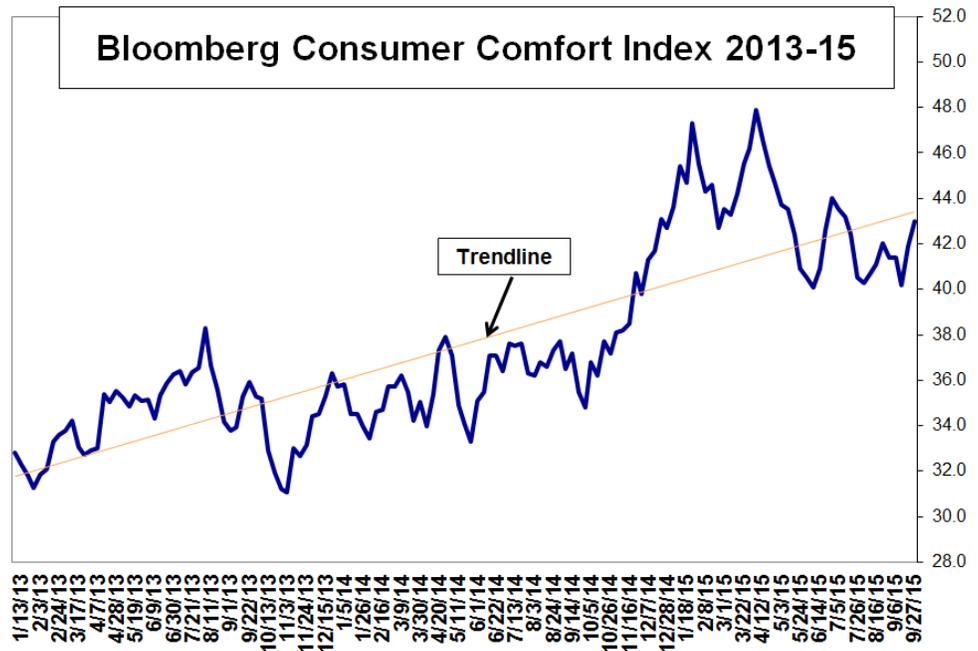
Embargoed for release:
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Oct. 1, 2015

The Bloomberg Consumer Comfort Index reached its highest in more than two months this week, with improved ratings of the buying climate helping it end a slack third quarter on a more positive note.

Up overall by 2.8 points in two weeks, the CCI stands at 43.0 on its scale of 0 to 100, led by a strong 3.5-point two-week increase in Americans' ratings of the buying climate. Both indicators have seen larger biweekly advances just 70 times in more than 1,500 weeks of continuous polling.

The index has regained three-quarters of its midsummer slump, although it remains 4.9 points below its post-recession high of 47.9 in early April. It's close to its 2015 average as well as its average in weekly results back to late 1985, 43.2 and 41.7, respectively.

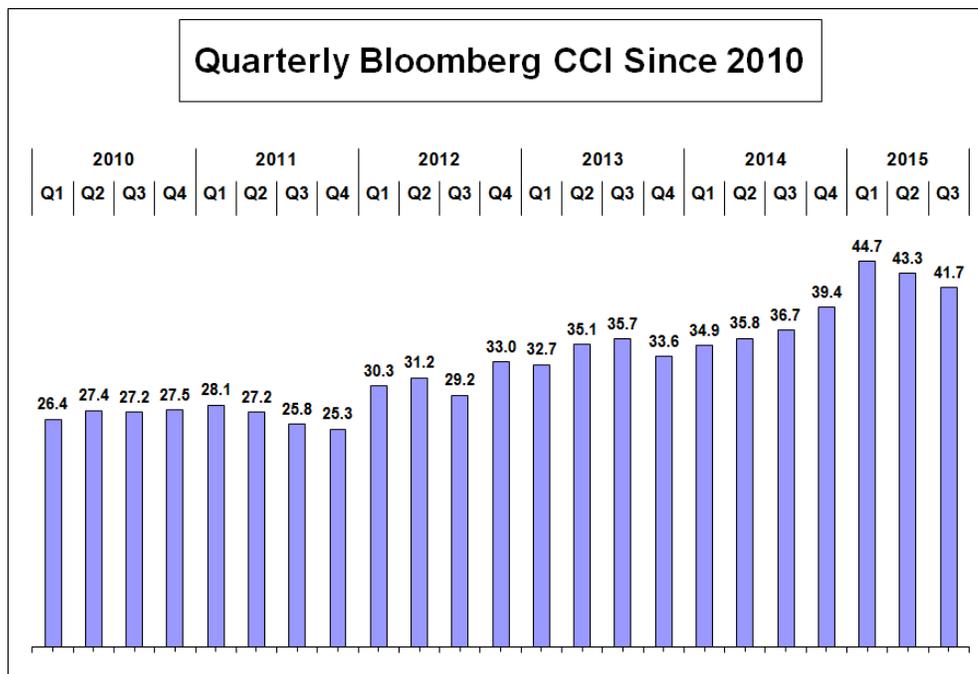
This
week's
CCI
43.0



The CCI, produced by [Langer Research Associates](#), is based on Americans' views of the national economy, their personal finances and the buying climate. The index and all three of its components averaged lower in Q3 than in either of the first two quarters this year, but higher than in any quarter since 2007.

These results reflect a mixed year to date. A late-September to late-January run-up made Q1 the highest post-recession quarter, reaching a nearly eight-year high in the first week of Q2. But the index slipped through the rest of Q2 and struggled further in this quarter, until managing its latest gains.

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Among other developments, mortgage rates have declined and applications have increased since the Fed's decision not to raise interest rates last month. Consumer spending overall has been on the rise, with better-than-expected results in the September personal income and outlays report and the recent Q2 GDP revision.

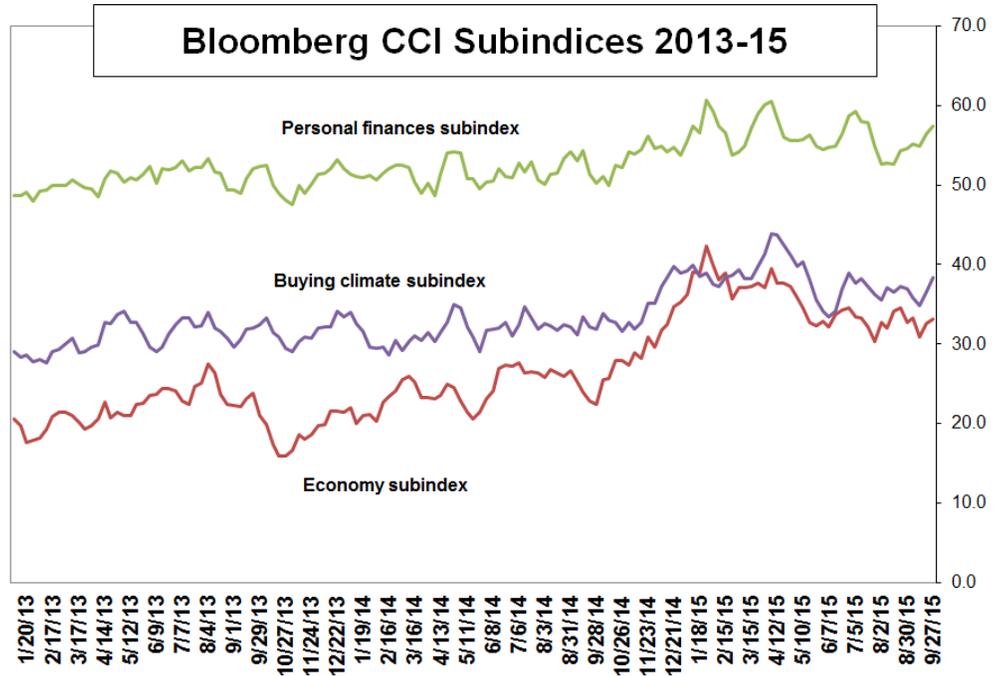
Among the CCI's subindices:

- As noted, the buying climate gauge accounted for much of the latest gains in the index. At 38.4, it rose 1.8 points this week to its highest since the end of June, though 5.4 points below its recent peak in early April. On a quarterly basis, the average, though essentially unchanged between Q1 and Q2, is down 2.1 points this quarter vs. Q1.
- The personal finances subindex, 57.4 this week, is its highest in more than two months, up 2.5 points in two weeks. It's the closest of the three subindices to its post-recession high, 3.3 points from the 60.7 peak it reached in late January. Similarly, its quarterly average is down the least, 1.7 points below its Q1 average, 57.1.
- At 33.2, the national economy subindex is up 2.3 points in two weeks, though it remains the weakest of the three – the only gauge under its 2015 average, 35.3, and a distant 9.1 points from its post-recession high of 42.3. Its quarterly average also is down, from 38.1 in Q1 to 32.7 in Q3.

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In groups, the CCI among \$100,000-plus earners reached a nearly three-month high, continuing its upward march to 64.4. It's increased 8.5 points in nine weeks in this group, nearing its 2015 average, 65.1. The index is 55.6 among those earning \$50,000 to \$100,000 and 30.4 among those with incomes less than \$50,000.



The CCI also is its highest at least since May among a number of groups, including Hispanics (42.0), Southerners (43.4), 45- to 54-year olds (44.1), whites (44.8), married adults (48.6), Democrats (50.0) and full-time workers (52.2).

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Data summary for 10/1/2015

This week	43.0	
Last week	41.9	
2015 high	47.9	April 5
2015 low	40.1	June 7
2015 average	43.2	
2009 average	26.0	Worst full year
2000 average	64.5	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	33%	33	35	34
Personal finances	57	56	56	55
Buying climate	38	37	38	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	32	42	25
Personal finances	6	52	28	14
Buying climate	4	35	41	20

	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 each question have a 3.5-point error margin. Interviews for this report were completed Sept. 27, 2015. Field work and tabulation by SSRS of Media, Pa.

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09/27/15	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
GENERAL POPULATION:								
Overall Index	43.0	41.9	41.4	44.0	34.8	47.9	34.8	42.1
State of Economy	33.2	32.6	32.7	34.6	22.4	42.3	22.4	33.7
Personal Finances	57.4	56.4	54.6	58.6	50.2	60.7	50.0	55.5
Buying Climate	38.4	36.6	36.9	38.9	31.9	43.8	31.6	37.2

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	47.4	45.9	45.1	47.7	38.1	53.4	38.1	45.7
Women	38.9	38.1	37.9	40.5	31.8	44.9	31.8	38.7
Age:								
18 - 34	45.6	45.3	43.8	47.8	33.9	52.4	33.9	45.0
35 - 44	43.5	45.7	44.7	39.4	36.7	51.2	33.4	42.3
45 - 54	44.1	39.8	37.6	42.4	33.1	45.8	30.0	38.3
55 - 64	38.5	35.8	34.3	42.7	34.9	49.4	31.1	40.1
65+	42.6	41.4	42.3	44.8	37.1	46.8	37.1	42.6
Income:								
Under \$15K	21.9	23.6	19.7	27.8	19.0	31.1	17.0	23.4
\$15K To \$24.9K	21.0	20.9	24.5	24.2	20.8	33.8	20.5	25.7
\$25K To \$39.9K	39.1	39.3	36.9	35.3	23.5	45.9	23.5	35.5
\$40K To \$49.9K	43.3	44.5	40.7	36.2	35.9	48.5	35.1	42.1
Under \$50K	30.4	30.7	29.8	30.8	23.1	36.5	23.1	31.0
Over \$50K	59.5	56.3	55.6	61.0	49.8	62.3	48.7	56.3
\$50K To \$74.9K	50.6	43.7	46.1	53.5	44.8	55.2	39.4	48.0
\$75K To \$99.9K	62.8	59.9	57.5	57.3	42.7	64.9	42.7	54.8
Over \$100K	64.4	64.0	63.8	69.2	60.7	74.1	55.9	64.6
Region:								
Northeast	44.0	49.1	50.4	41.8	32.4	52.1	32.4	42.1
Midwest	39.7	39.9	39.4	49.5	36.8	51.4	36.8	44.0
South	43.4	40.5	39.4	40.9	35.8	48.3	33.9	40.0
West	44.6	40.2	39.3	45.6	33.4	52.2	33.4	43.8
Race:								
White	44.8	43.1	40.7	44.7	37.1	47.4	37.1	42.7
Black	33.6	36.0	37.7	35.7	25.9	49.3	25.9	38.1
Politics:								
Republican	43.2	40.6	36.4	46.6	39.4	47.8	36.1	41.1
Democrat	50.0	48.4	45.9	46.7	40.3	54.2	40.3	47.7
Independent	40.0	40.2	42.7	41.2	29.8	47.3	29.8	40.0
Education:								
< High School	29.5	31.8	31.2	25.6	13.3	35.7	13.3	26.1
High Sch. Grad.	36.1	34.2	33.0	39.6	30.5	42.3	30.5	36.5
College +	49.8	47.9	47.8	50.5	42.0	53.7	42.0	48.6
Home:								
Own	47.6	46.7	46.0	49.2	41.1	53.2	40.4	46.4
Rent	35.1	33.8	34.8	36.0	24.7	41.7	24.7	35.3
Marital Status:								
Single	39.2	39.0	36.5	41.2	30.2	48.6	30.2	41.3
Married	48.6	47.1	46.0	46.5	40.1	53.6	39.6	45.6
Sep/Wid/Div	32.7	31.4	36.1	41.6	26.4	41.6	26.4	33.0
Employ. Status:								
Full-Time	52.2	50.4	50.1	51.3	41.4	56.8	41.4	48.9
Part-Time	36.3	33.3	27.9	41.9	32.7	48.7	26.3	39.5
Not Employed	34.4	34.5	36.3	35.7	28.7	41.9	28.7	35.2

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