

Bloomberg® Consumer Comfort Index™



Weekly Data Report

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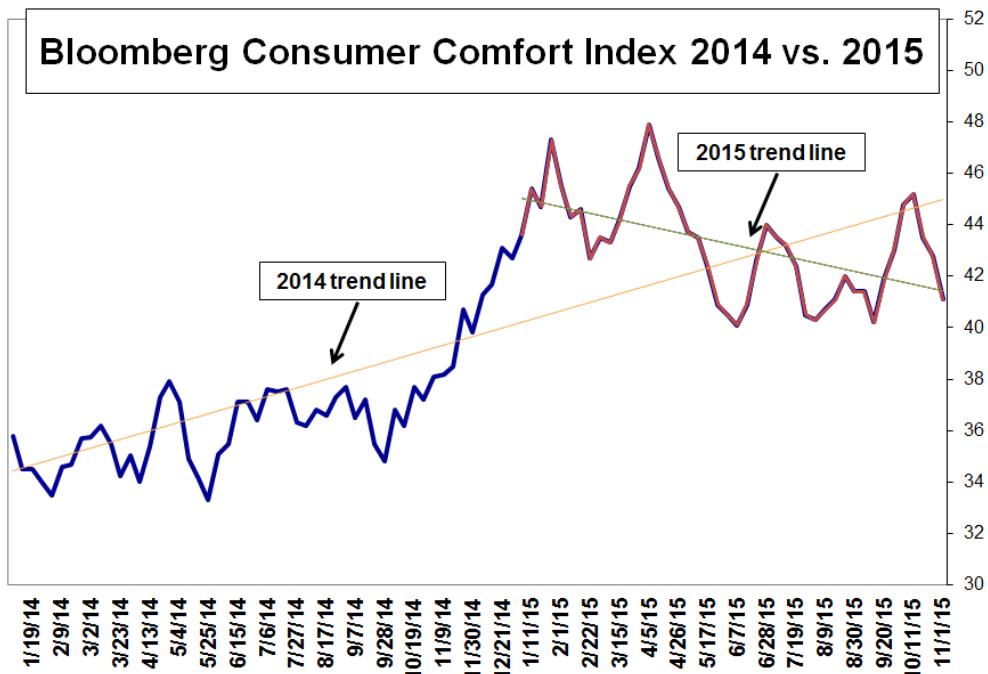
The Bloomberg Consumer Comfort Index has turned from a four-week advance to what's now a three-week decline, with souring views of the national economy driving the index within sight of its 2015 low.

The CCI has dropped 4.1 points in three weeks to 41.1 on its scale of 0 to 100, giving back most of the 5.0 points it gained from mid-September to mid-October. It's a single point from its low this year, 40.1 in June, and 2.5 points below where it started 2015.

It's been a decidedly up-and-down year for consumer sentiment, marking the difficult-to-define condition of the economy overall. The CCI closed 2014 and began 2015 strongly, gaining 12.5 points from late September to late January, and reached a post-recession peak of 47.9 in early April. But gains have been followed by losses, producing a downward trend for the year overall.

This
week's
CCI

41.1



The index, produced by [Langer Research Associates](#), is based on Americans' ratings of the national economy, the buying climate and their own finances. Most of its recent losses came from worsening views of the latter two items. This week, the other shoe fell: the economy subindex shed 2.9 points.

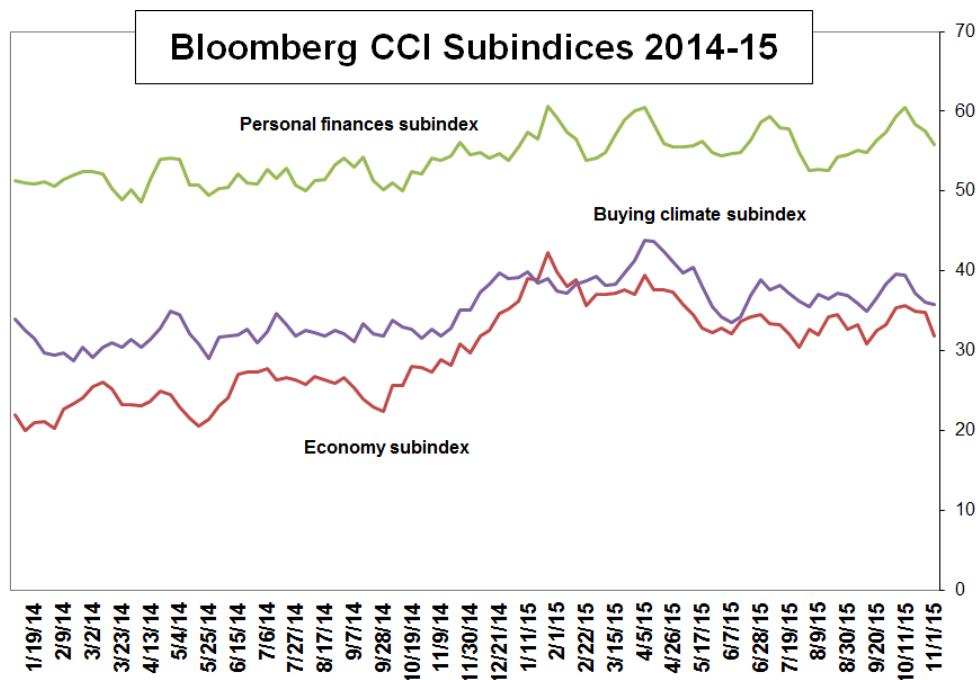
That retreat drops the economy subindex out of a 0.8-point range it'd held the previous four weeks, leaving it 3.3 points short of its 2015 average and 2.2 points off its 29-year average – as well as 10.4 points below its 2015 high in January.

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The personal finances subindex, for its part, has lost 4.7 points in three weeks to 55.8. Regardless it's still by far the best performing of the three gauges, remaining near its 2015 (56.5) and long-term (55.2) averages alike.

At 35.8, the buying climate subindex didn't suffer significant harm this week, after falling back 3.4 points in the preceding two weeks. Still, it's its lowest since mid-September, 2.3 points from its 2015 average and 8.0 points off its 2015 high in April.



Other economic indicators are mixed. September auto sales were at a 10-year high and construction numbers were solid, but personal income and spending for September came in below expectations, along with a dip in new factory orders. GDP Q3 growth was a somewhat sluggish 1.5 percent.

The CCI is at recent lows this week among several groups. At 43.4, the index among men is down 4.8 points in four weeks to its lowest in nearly a year. (The CCI among women is 39.0, closer to its level among men than usual.) And the index among those who are separated, widowed or divorced, 30.1, is a 2015 low.

The index stands at 46.7 among full-time workers, its worst in 11 months in this group, down 5.5 points in five weeks. The CCI among part-time workers also has fallen significantly since attaining short-lived parity with the index among full-time workers three weeks ago.

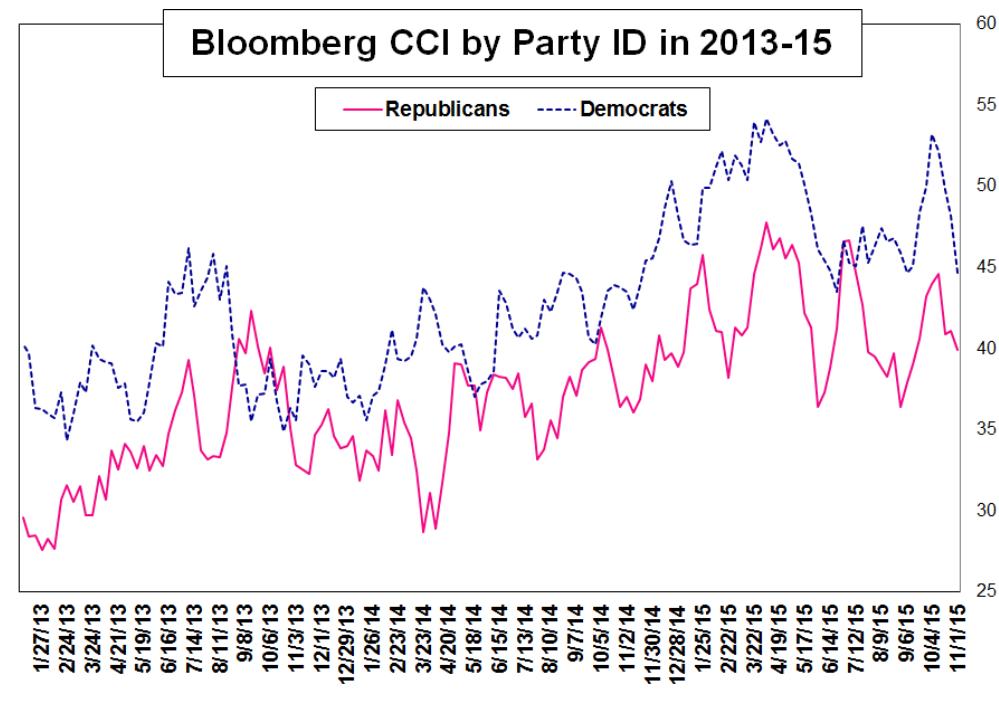
In terms of income, the index among \$50,000-plus earners is 53.4, down 6.2 points

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in four weeks to its lowest since early August. At 60.4, sentiment among those at the top end – \$100,000-plus earners – extended its run above 60.0 to 12 weeks, but at the same time it's also now its lowest in this group since early August. For comparison, the CCI among those earning less than \$50,000 is 31.4.

On the political front, with the 2016 presidential election now a year away, the index among Democrats has retreated by 8.5 points in four weeks, to 44.7, tying its lowest since late June. It's 39.9 among Republicans, with the gap between the two its smallest since mid-July.



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Data summary for 11/5/2015

This week	41.1			
Last week	42.8			
2015 high	47.9	April 5		
2015 low	40.1	June 7		
2015 average	43.3			
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:

Positive ratings of:	This week	Last week	Average	Average
			2015	'85-'15
National economy	32%	35	35	34
Personal finances	56	58	57	55
Buying climate	36	36	38	36

Full ratings of:	Excel	Not so			
		-lent	Good	Good	Poor
National economy	2%	30	41	28	
Personal finances	6	49	29	15	
Buying climate	2	33	47	18	

	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 each question have a 3.5-point error margin. Interviews for this report were completed Nov. 1, 2015. Field work and tabulation by SSRS of Media, Pa.

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11/01/15	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	41.1	42.8	44.8	40.3	38.1	47.9	38.1	42.8
State of Economy	31.9	34.8	35.4	32.7	27.4	42.3	27.4	34.5
Personal Finances	55.8	57.6	59.3	52.6	54.1	60.7	52.6	56.2
Buying Climate	35.8	36.1	39.6	35.5	32.7	43.8	31.9	37.7
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	43.4	44.7	48.2	45.1	39.1	53.4	39.1	46.3
Women	39.0	41.1	41.6	35.7	37.1	44.9	34.6	39.4
Age:								
18 – 34	44.8	46.1	48.5	44.0	36.8	52.4	36.8	45.9
35 – 44	45.8	47.8	45.0	37.0	41.8	51.2	33.4	43.1
45 – 54	35.9	36.3	44.0	35.3	31.6	45.8	30.2	39.0
55 – 64	34.7	38.3	40.4	41.2	37.4	49.4	31.1	40.3
65+	41.8	43.5	44.8	40.5	43.1	46.8	39.1	42.9
Income:								
Under \$15K	27.3	27.3	21.7	21.1	17.0	31.1	17.0	23.9
\$15K To \$24.9K	22.3	30.2	28.7	21.8	28.9	33.8	20.9	26.2
\$25K To \$39.9K	37.4	35.7	38.8	32.6	34.4	45.9	30.2	36.3
\$40K To \$49.9K	36.0	39.5	48.1	43.9	37.0	48.5	36.0	42.5
Under \$50K	31.4	33.2	33.2	30.2	28.2	36.5	27.7	31.6
Over \$50K	53.4	53.8	59.6	53.4	51.9	62.3	50.9	56.9
\$50K To \$74.9K	51.7	50.6	52.7	46.3	43.2	55.2	42.8	49.0
\$75K To \$99.9K	45.3	47.1	58.4	55.5	46.7	64.9	45.3	55.4
Over \$100K	60.4	62.1	66.2	58.3	61.2	74.1	55.9	64.8
Region:								
Northeast	39.0	44.9	45.5	38.6	42.7	52.1	36.0	42.7
Midwest	41.1	39.8	39.4	41.4	39.2	51.4	38.3	44.0
South	42.6	44.9	47.0	36.8	36.1	48.3	35.2	41.0
West	40.4	40.6	45.5	46.2	36.6	52.2	35.1	44.6
Race:								
White	41.7	42.6	45.3	41.2	40.7	47.4	39.7	43.2
Black	41.2	45.2	40.3	34.8	29.4	49.3	29.4	39.4
Politics:								
Republican	39.9	41.1	44.0	39.5	37.0	47.8	36.1	41.4
Democrat	44.7	48.2	53.2	46.3	43.5	54.2	42.4	48.3
Independent	39.4	40.4	41.0	38.7	36.2	47.3	36.2	40.8
Education:								
< High School	25.2	29.0	29.8	28.3	15.6	35.7	15.6	27.2
High Sch. Grad.	37.4	39.1	38.1	35.3	36.0	42.3	33.0	37.2
College +	46.8	47.9	51.8	46.0	44.5	53.7	44.4	49.2
Home:								
Own	45.6	46.8	47.8	43.9	43.4	53.2	41.6	46.9
Rent	35.0	37.4	39.8	35.4	29.1	42.0	29.1	36.3
Marital Status:								
Single	41.3	41.3	40.8	44.9	38.0	48.6	35.6	41.9
Married	45.0	47.3	50.0	40.0	41.7	53.6	40.0	46.3
Sep/Wid/Div	30.1	32.2	35.1	31.5	27.3	41.6	27.3	33.6
Employ. Status:								
Full-Time	46.7	48.0	52.0	47.6	45.0	56.8	43.8	49.5
Part-Time	41.2	44.1	43.6	35.3	34.6	50.4	26.3	40.3
Not Employed	34.2	36.4	37.3	33.2	31.1	41.9	31.1	35.8

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