

# Bloomberg® Consumer Comfort Index™



## Weekly Data Report

*Embargoed for release:*

9:45 a.m. Thursday,  
Dec. 3, 2015

The Bloomberg Consumer Comfort Index hit its lowest in more than a year this week as views of the buying climate took a big step back – a troubling sign for the critical holiday shopping season just under way.

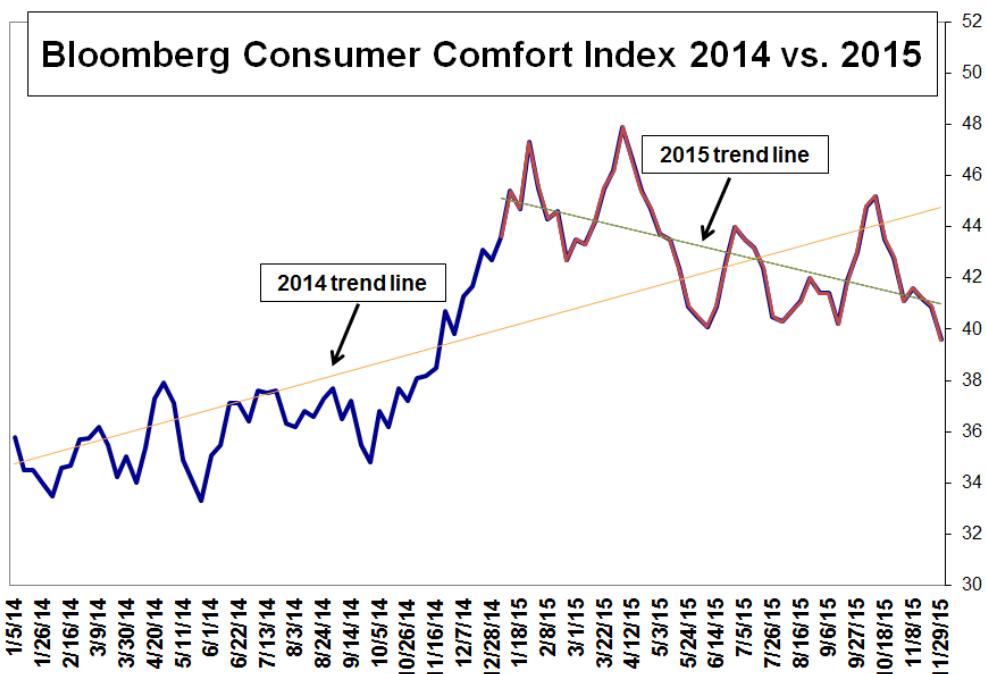
The CCI's buying climate subindex fell 2.8 points to 34.5 on its 0-100 scale, a single point from its 2015 low in early June. It's lost 5.0 points in seven weeks, coinciding with a broader drop in consumer sentiment since mid-October.

A one-week drop of 2.8 points or more in the buying climate score has occurred just 60 times previously in more than 1,500 weeks of continuous polling since late 1985. And it couldn't come at a worse time of year, with the latest CCI interviews conducted during Thanksgiving week – the traditional kickoff to the Christmas retail season.

This  
week's  
CCI  
39.6

The index, produced by [Langer Research Associates](#), also is based on Americans' views of the national economy and personal finances. Its combined score hit 39.6 this week, below 40.0 for the first time in a year.

Limping toward year's end, the overall CCI has lost 5.6 points in seven weeks. It's 8.3 points off its 2015 high, 47.9 in early April; 3.4 points below its 2015 average; and 2.1 points from its long-term average in 30 years of weekly polls.

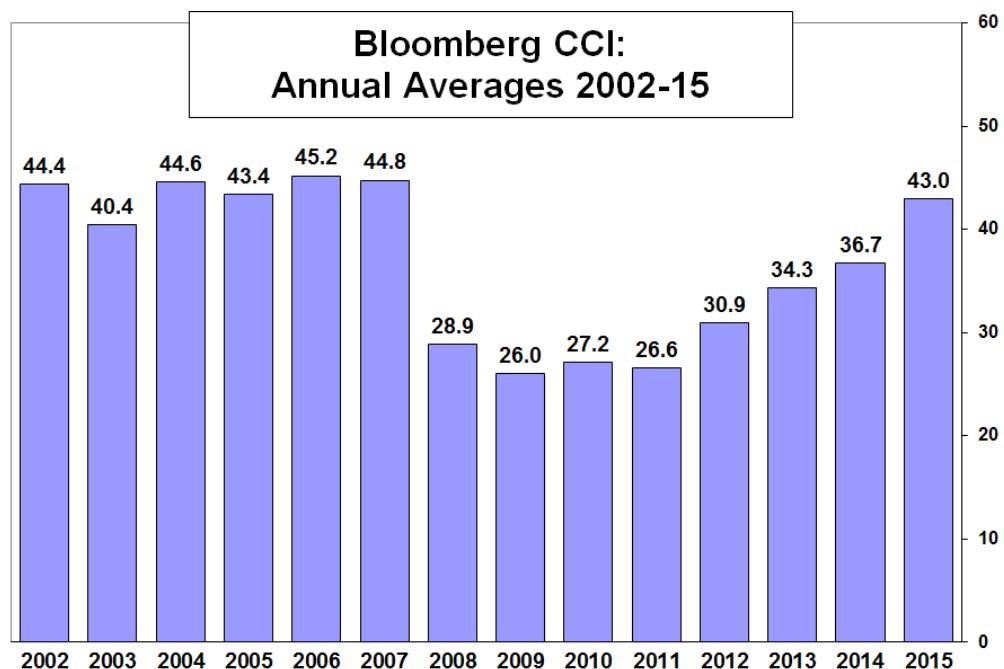


For all that, even with its downward path, consumer sentiment in 2015 has been better on average than in any year since 2007, thanks to a strong end to 2014. Its 43.0-point

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average this year is 6.3, 8.7 and 12.1 points ahead of its averages from 2014, 2013 and 2012, and 14.1 to 17.0 points better than its 2008-2011 averages.



While the buying climate subindex took a big hit this week, the CCI's economy and personal finances subindices have had recent troubles as well. The economy subindex, at 30.6, is down 5.0 points in seven weeks, 4.3 points lower than its 2015 average and 3.4 points below its long-term average.

The personal finances subindex, as usual, is the best of the three gauges, now 53.7. But it's down 6.8 points in seven weeks and significantly behind its 2015 and long-term averages, 56.3 and 55.2, respectively.

The CCI dropped to more-than yearlong lows among several groups this week. Among them:

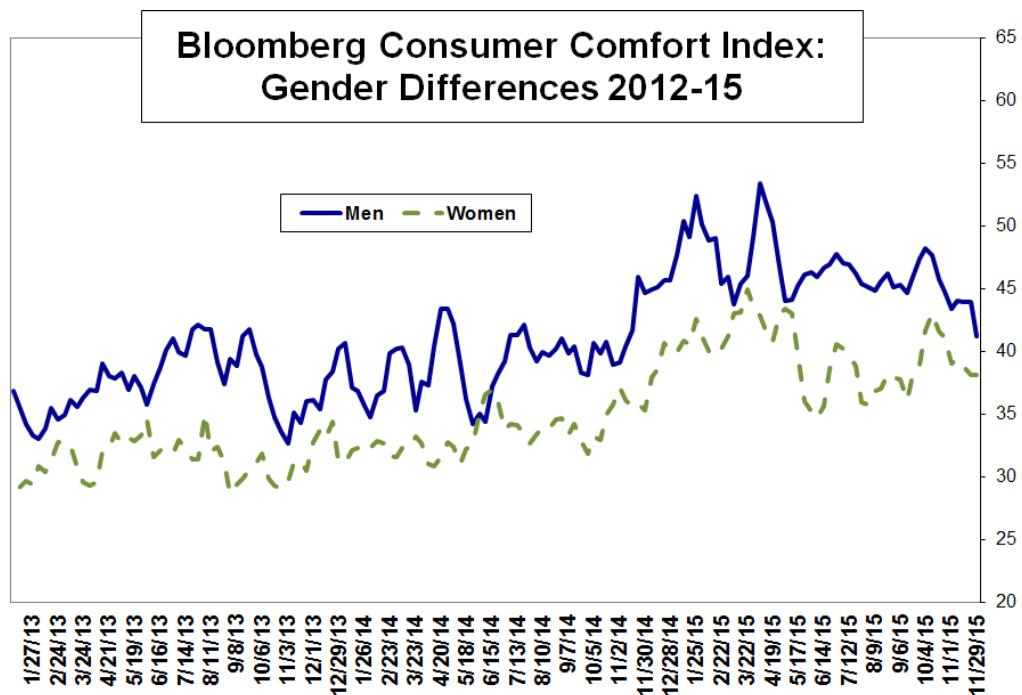
- Its 43.8 among full-time workers ties its worst in 13 months. (That compares with 38.7 among part-time workers and 35.1 among those who aren't employed.)
- At 41.2, the CCI among men also is its lowest in 13 months, down 7.0 points in eight weeks. It's just 3.1 points higher among men than among women, the smallest gender gap since early May.

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- The index has dropped 14.0 points among Southerners during the current seven-week slide, to its lowest in this group since mid-October 2014.

The CCI also is its lowest in more than a year among Democrats (42.0, down 11.2 points in eight weeks), blacks (31.4, down 14.5 points in seven weeks), high school graduates (29.9, down 9.6 points in six weeks) and separated, widowed or divorced adults (27.8, down 8.2 points in seven weeks).



By income, more of the recent losses have come among those who are less well-off. The index is 28.8 among those earning less than \$50,000, its lowest in more than three months. It's 53.9 among higher-income earners overall and tops out at 61.7 in the \$100,000-plus category. But it's about 3 points below its 2015 average in each of these income groups.

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Data summary for 12/3/2015

This week	39.6			
Last week	40.9			
2015 high	47.9	April 5		
2015 low	39.6	Nov. 29		
2015 average	43.0			
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	31%	31	35	34
Personal finances	54	55	56	55
Buying climate	35	37	38	36

Full ratings of:	Excel	Not so			
		-lent	Good	Good	Poor
National economy	2%	29	43	26	
Personal finances	6	47	31	15	
Buying climate	2	33	45	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](#). 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. 29, 2015. Field work and tabulation by SSRS of Media, Pa.

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11/29/15	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	39.6	40.9	41.1	41.4	39.8	47.9	39.6	42.9
State of Economy	30.6	30.5	31.9	32.7	29.7	42.3	29.7	34.7
Personal Finances	53.7	54.8	55.8	54.6	54.6	60.7	52.6	56.2
Buying Climate	34.5	37.3	35.8	36.9	35.1	43.8	33.5	37.9
<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	41.2	43.9	43.4	45.1	44.6	53.4	41.2	46.4
Women	38.1	38.1	39.0	37.9	35.3	44.9	34.6	39.6
<b>Age:</b>								
18 - 34	44.7	45.5	44.8	43.8	44.0	52.4	42.0	46.4
35 - 44	35.1	38.8	45.8	44.7	38.9	51.2	33.4	42.9
45 - 54	36.5	36.0	35.9	37.6	32.5	45.8	32.5	39.3
55 - 64	35.8	36.6	34.7	34.3	38.0	49.4	31.1	40.2
65+	41.7	42.7	41.8	42.3	43.2	46.8	39.1	42.9
<b>Income:</b>								
Under \$15K	23.0	23.9	27.3	19.7	19.0	31.1	18.9	24.5
\$15K To \$24.9K	29.3	29.1	22.3	24.5	24.1	33.8	20.9	26.2
\$25K To \$39.9K	29.4	34.5	37.4	36.9	35.7	45.9	29.4	36.2
\$40K To \$49.9K	39.6	37.6	36.0	40.7	40.5	48.5	36.0	42.5
Under \$50K	28.8	30.8	31.4	29.8	29.3	36.5	28.3	31.8
Over \$50K	53.9	54.1	53.4	55.6	53.5	62.3	50.9	57.0
\$50K To \$74.9K	50.6	48.2	51.7	46.1	45.9	55.2	42.8	49.3
\$75K To \$99.9K	48.3	49.6	45.3	57.5	49.3	64.9	43.7	55.3
Over \$100K	61.7	61.8	60.4	63.8	62.7	74.1	55.9	64.9
<b>Region:</b>								
Northeast	39.1	35.4	39.0	50.4	41.7	52.1	35.4	42.6
Midwest	44.1	45.2	41.1	39.4	41.5	51.4	38.3	44.3
South	34.0	38.1	42.6	39.4	37.7	48.3	34.0	41.0
West	44.9	45.6	40.4	39.3	40.0	52.2	38.6	45.0
<b>Race:</b>								
White	41.1	42.5	41.7	40.7	41.3	47.4	40.1	43.3
Black	31.4	33.0	41.2	37.7	34.5	49.3	31.4	39.6
<b>Politics:</b>								
Republican	37.6	39.5	39.9	36.4	38.0	47.8	36.4	41.5
Democrat	42.0	43.5	44.7	45.9	45.6	54.2	42.0	48.4
Independent	40.4	41.7	39.4	42.7	37.7	47.3	37.7	41.0
<b>Education:</b>								
< High School	29.5	27.1	25.2	31.2	22.4	35.7	17.2	27.9
High Sch. Grad.	29.9	31.9	37.4	33.0	34.8	42.3	29.9	36.9
College +	48.0	49.6	46.8	47.8	46.0	53.7	44.5	49.5
<b>Home:</b>								
Own	43.9	44.9	45.6	46.0	43.3	53.2	41.6	47.0
Rent	33.1	35.3	35.0	34.8	34.2	42.0	31.0	36.6
<b>Marital Status:</b>								
Single	40.2	41.4	41.3	36.5	41.1	48.6	35.6	42.2
Married	42.7	43.1	45.0	46.0	42.2	53.6	40.0	46.4
Sep/Wid/Div	27.8	31.3	30.1	36.1	29.1	41.6	27.8	33.6
<b>Employ. Status:</b>								
Full-Time	43.8	44.0	46.7	50.1	43.8	56.8	43.8	49.5
Part-Time	38.7	40.8	41.2	27.9	40.6	50.4	26.3	40.4
Not Employed	35.1	36.8	34.2	36.3	35.0	41.9	31.7	36.0

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