

Bloomberg® Consumer Comfort Index™



Weekly Data Report

*Embargoed for release:
9:45 a.m. Thursday,
Dec. 3, 2015*

This
week's
CCI
39.6

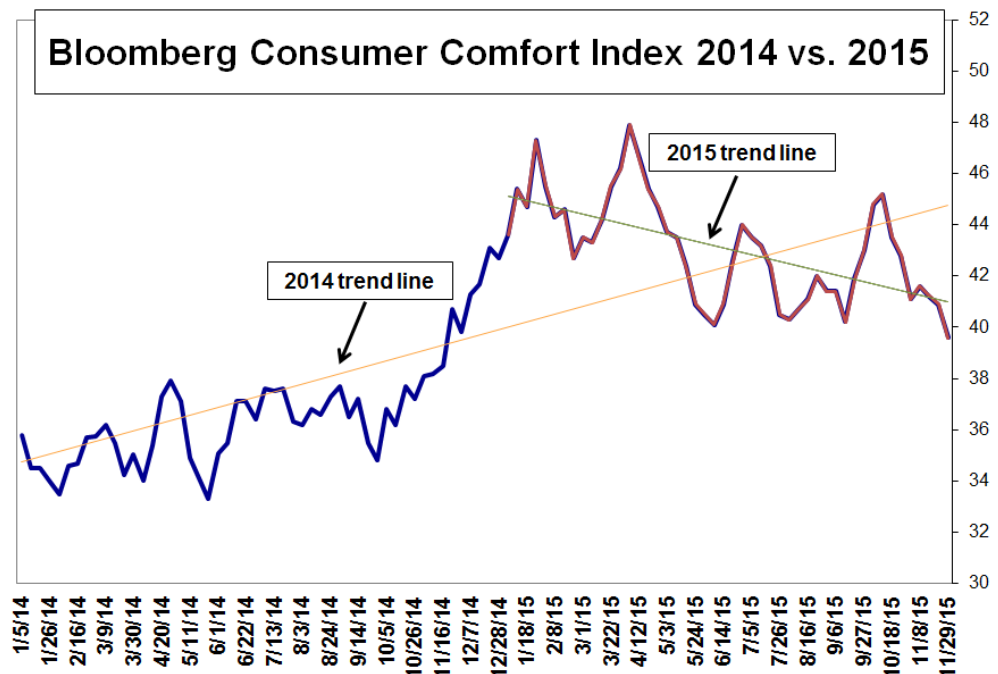
The Bloomberg Consumer Comfort Index hit its lowest in more than a year this week as views of the buying climate took a big step back – a troubling sign for the critical holiday shopping season just under way.

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.

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.

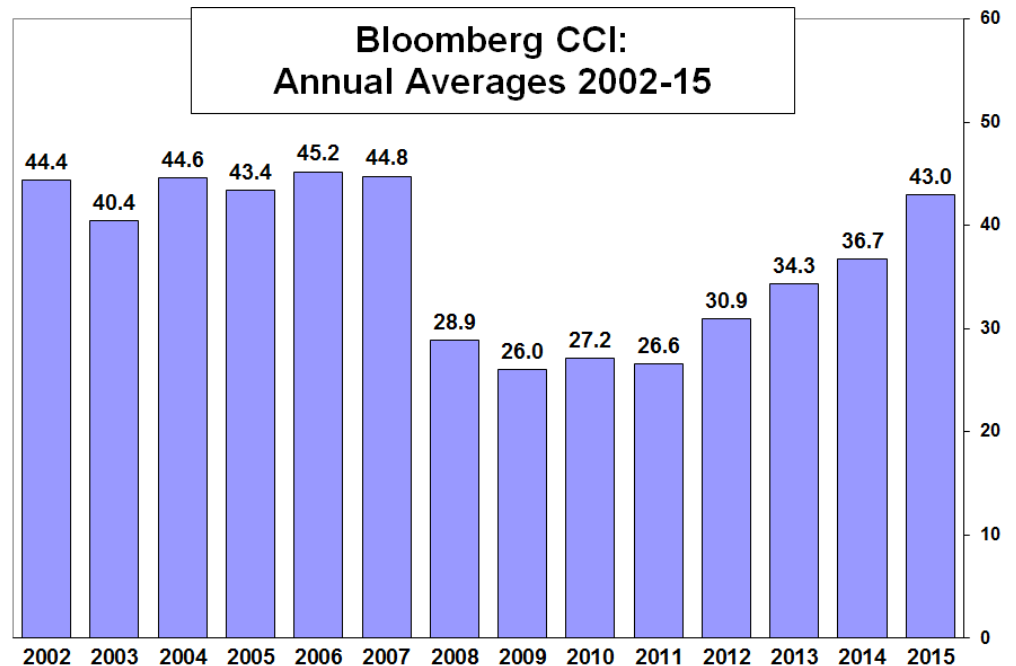


For all that, even with its downward path, consumer sentiment in 2015 has been better on average than in any year since 2007, thanks to a strong end to 2014. Its 43.0-point

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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:

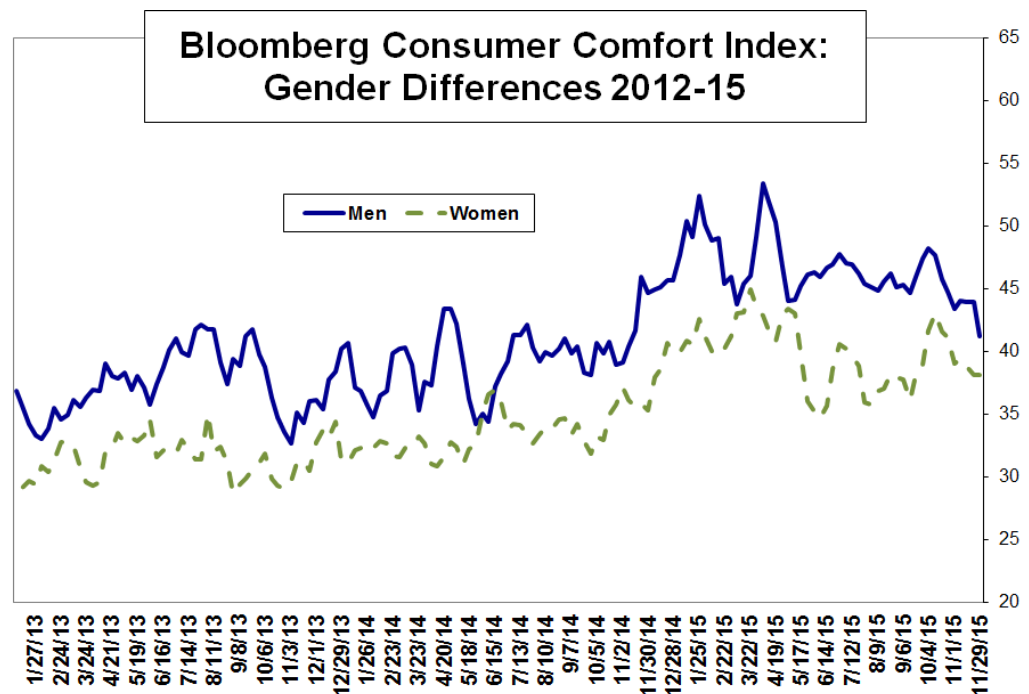
- Its 43.8 among full-time workers ties its worst in this group in 13 months. (That compares with 38.7 among part-time workers and 35.1 among those who aren't employed.)
- At 41.2, the CCI among men also is its lowest in 13 months, down 7.0 points in eight weeks. It's just 3.1 points higher among men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

| | This week | Last week | Average 2015 | Average '85-'15 |
|----------------------|-----------|-----------|-----------------|--------------------|
| Positive ratings of: | | | | |
| National economy | 31% | 31 | 35 | 34 |
| Personal finances | 54 | 55 | 56 | 55 |
| Buying climate | 35 | 37 | 38 | 36 |

| | Excel -lent | Good | Not so Good | Poor |
|-------------------|----------------|------|----------------|------|
| Full ratings of: | | | | |
| 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](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 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 |
|--|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|
| ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| GENERAL POPULATION: | | | | | | | | |
| 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 |
| ----- | | | | | | | | |
| OVERALL INDEX BY DEMOGRAPHIC GROUPS | | | | | | | | |
| Sex: | | | | | | | | |
| 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 |
| Age: | | | | | | | | |
| 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 |
| Income: | | | | | | | | |
| 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 |
| Region: | | | | | | | | |
| 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 |
| Race: | | | | | | | | |
| 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 |
| Politics: | | | | | | | | |
| 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 |
| Education: | | | | | | | | |
| < 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 |
| Home: | | | | | | | | |
| 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 |
| Marital Status: | | | | | | | | |
| 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 |
| Employ. Status: | | | | | | | | |
| 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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