

Bloomberg® Consumer Comfort Index™



Weekly Data Report

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This
week's
CCI

44.5

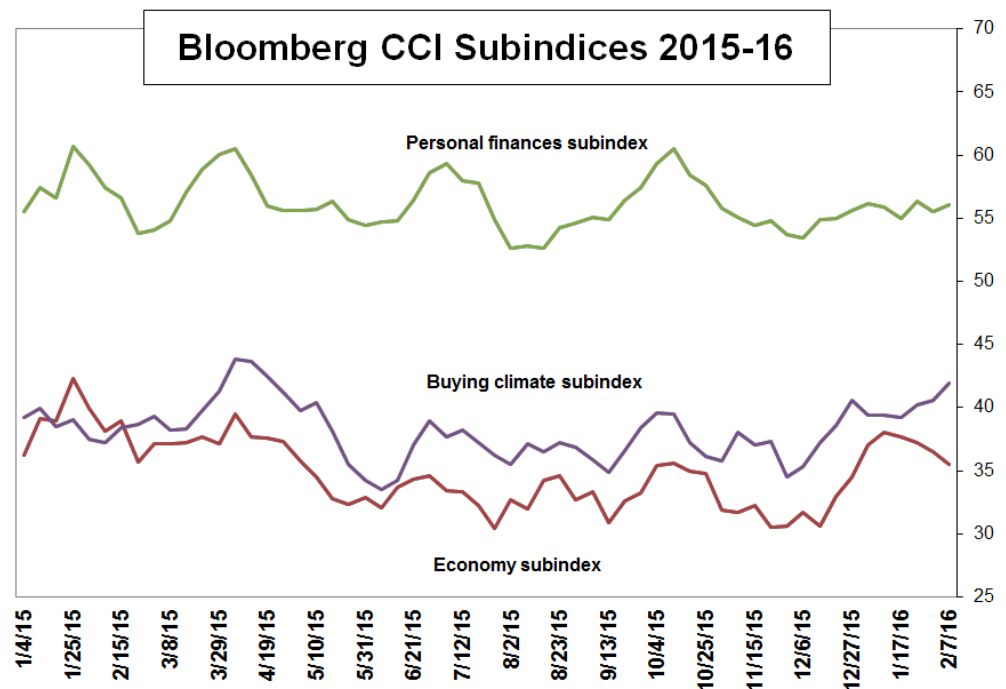
Americans' ratings of the buying climate reached their highest in nine and a half months this week and – signaling some durability – have remained above their pre-recession average for three weeks straight.

Views of the national economy, though, have moved in the opposite direction in the weekly Bloomberg Consumer Comfort Index, marking a fork in consumer views on the current economy.

On the positive side, the CCI's buying climate subindex has gained 1.7 points in two weeks to 41.9 on its scale of 0-100. It's held above its pre-recession average, 38.3, for only the second sustained period in more than eight years.

Conversely, the CCI's national economy subindex has lost 1.7 points in two weeks to its lowest since the end of December, 35.5. The CCI's third subindex, on views of personal finances, is essentially unchanged, leaving the overall index flat at 44.5.

Other data support these divided views. Low inflation and 4.9 percent unemployment are positives for consumers. But the market's poor start to 2016 and the weak Q4 GDP report – including a deceleration in personal income growth – push back.

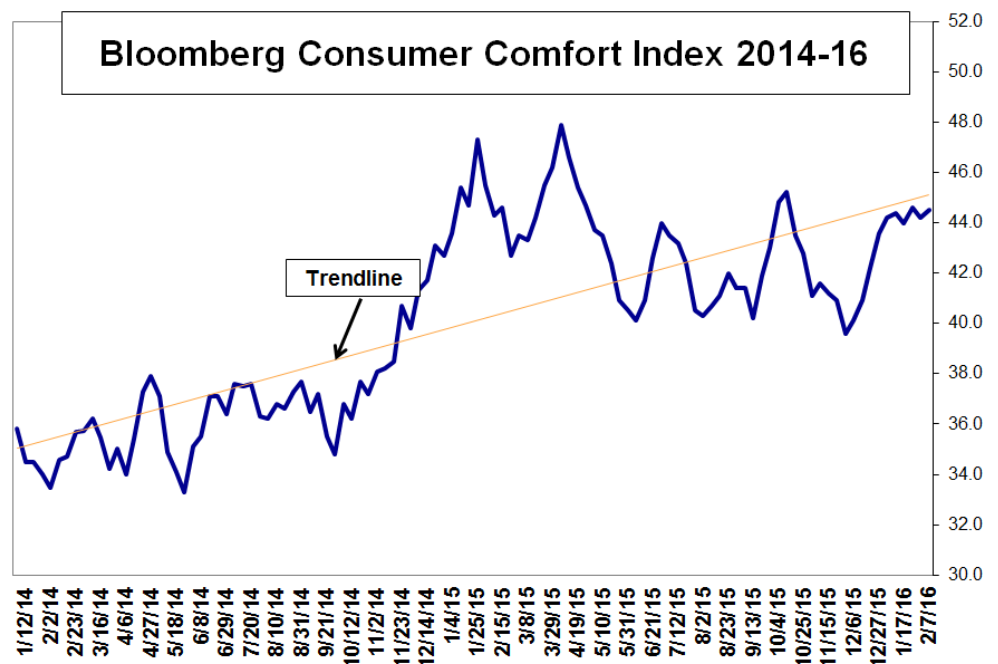


Despite its internal divisions, the overall Bloomberg index has remained within a 0.6-point band for six weeks, its second longest period this steady since fall 2010. (The other was in spring 2013.) It's considerably healthier now than in either of those periods; stability at this level is much more welcome.

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The CCI, produced by [Langer Research Associates](#), has regained nearly all of its 5.6-point loss from a late fall slump, but remains short of its recent high, 45.2 in early October, much less its post-recession peak of 47.9 early last April. That said, it's a whisker from its 2007 average, 44.8; close to its pre-recession average, 45.3; and easily above its full average in weekly data since late 1985, 41.7.



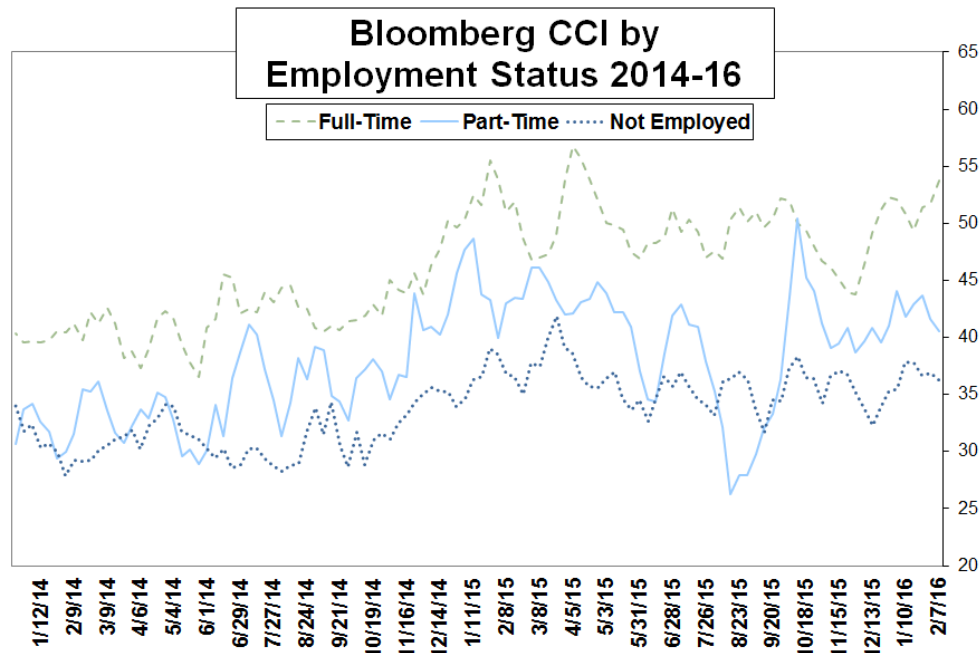
As views of the buying climate have inched ahead, the CCI's national economy subindex has lost about a third of the 7.5 points it gained in the early winter recovery, slipping 4.6 points below its pre-recession average, 40.1.

The personal finances subindex, 56.1 this week, has been the most stable of the three, holding in a 1.3-point band the past eight weeks. It's close to its pre-recession average, 57.4.

The index among full-time workers is its best since mid-April, up 9.9 points since late November to 53.7. That compares with 40.5 among part-time workers, its lowest since mid-December. (It's lower, 36.3, among those not working for pay.) The gap between part- and full-time workers is its highest since late September.

Partisan differences are sharp this political season, with the gap between Democrats and Republicans its largest in 11 months – 51.6 among Democrats, its highest since mid-October, vs. 41.5 among Republicans, down 6.2 points since the start of the year. The index has been roughly steady among independents, now 41.3.

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In other groups, the CCI is its highest in more than eight years among 45- to 54-year-olds (47.2), as well as at three-month highs among Southerners (43.8) and blacks (44.1).

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Data summary for 2/11/2016

This week	44.5	
Last week	44.2	
2016 high	44.6	Jan. 24
2016 low	44.0	Jan. 17
2016 average	44.3	
2009 average	26.0	Worst full year
2000 average	64.4	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 2016	Average '85-'16
Positive ratings of:				
National economy	36%	37	37	34
Personal finances	56	56	56	55
Buying climate	42	41	40	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	3%	33	39	25
Personal finances	8	48	26	18
Buying climate	4	38	36	22

	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 February 7, 2016. Field work and tabulation by SSRS of Media, Pa.

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02/07/16	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
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GENERAL POPULATION:								
Overall Index	44.5	44.2	44.4	41.6	44.3	47.9	39.6	42.9
State of Economy	35.5	36.5	38.0	31.7	38.1	39.5	30.4	34.5
Personal Finances	56.1	55.5	55.9	55.1	57.4	60.5	52.6	56.0
Buying Climate	41.9	40.6	39.4	38.0	37.2	43.8	33.5	38.1

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	47.0	46.4	48.4	44.0	48.8	53.4	41.2	46.2
Women	42.3	42.1	40.7	39.4	40.0	44.9	34.6	39.8
Age:								
18 - 34	46.6	47.8	46.7	46.7	45.8	52.4	42.0	46.7
35 - 44	43.5	40.7	46.4	40.6	42.3	51.2	33.4	42.8
45 - 54	47.2	45.9	34.6	36.1	41.7	47.2	33.6	39.0
55 - 64	39.2	40.9	48.2	36.9	45.7	48.4	31.1	40.2
65+	43.7	42.6	44.7	42.9	42.3	46.8	36.2	42.7
Income:								
Under \$15K	24.8	26.9	29.8	28.9	24.9	32.2	18.9	24.9
\$15K To \$24.9K	27.3	25.8	24.1	23.1	27.1	32.8	20.9	25.6
\$25K To \$39.9K	39.2	40.1	30.0	37.3	36.2	45.9	29.4	36.1
\$40K To \$49.9K	43.3	36.4	39.6	38.6	41.8	48.5	36.0	42.5
Under \$50K	32.8	32.5	30.0	32.1	32.1	36.5	28.3	31.7
Over \$50K	59.5	57.3	62.4	53.3	59.1	62.4	50.9	57.0
\$50K To \$74.9K	49.6	49.7	59.2	49.0	47.2	60.1	42.8	49.8
\$75K To \$99.9K	62.3	59.6	59.1	43.7	59.5	62.8	43.7	55.3
Over \$100K	66.0	64.2	70.0	63.9	68.9	74.1	55.9	64.6
Region:								
Northeast	45.5	46.6	48.9	41.1	42.3	52.1	35.4	43.2
Midwest	49.7	49.0	46.7	43.2	46.8	51.4	38.3	44.4
South	43.8	41.0	40.2	40.0	40.1	48.3	34.0	40.6
West	40.4	43.0	45.7	43.2	50.0	50.1	38.6	44.8
Race:								
White	44.7	43.5	47.9	43.0	41.7	47.9	40.1	43.5
Black	44.1	41.4	30.9	36.3	49.3	49.3	30.2	38.6
Politics:								
Republican	41.5	40.3	46.7	38.6	41.1	47.8	36.4	42.0
Democrat	51.6	50.1	45.5	44.7	51.2	54.2	40.8	48.0
Independent	41.3	42.3	44.0	42.0	42.1	44.9	37.7	41.1
Education:								
< High School	34.7	37.5	26.9	26.9	25.4	37.5	20.8	28.8
High Sch. Grad.	37.6	34.6	39.0	35.1	37.7	42.3	29.9	36.7
College +	51.2	51.8	52.1	48.7	52.0	53.7	44.5	49.5
Home:								
Own	48.1	47.5	49.5	46.8	48.4	51.6	41.6	46.8
Rent	39.3	39.6	36.3	34.4	38.4	42.0	31.0	36.9
Marital Status:								
Single	41.4	41.1	36.7	42.3	40.6	48.6	35.6	41.8
Married	51.0	50.6	51.4	45.6	50.6	52.5	40.0	46.6
Sep/Wid/Div	30.5	30.4	36.0	28.2	32.1	41.6	27.8	33.5
Employ. Status:								
Full-Time	53.7	51.7	50.8	46.1	51.0	56.8	43.8	49.7
Part-Time	40.5	41.6	41.8	39.1	43.0	50.4	26.3	40.1
Not Employed	36.3	36.9	37.9	36.6	36.8	41.9	31.7	36.0

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