

Bloomberg® Consumer Comfort Index™



Weekly Data Report

*Embargoed for release:
 9:45 a.m. Thursday,
 March 31, 2016*

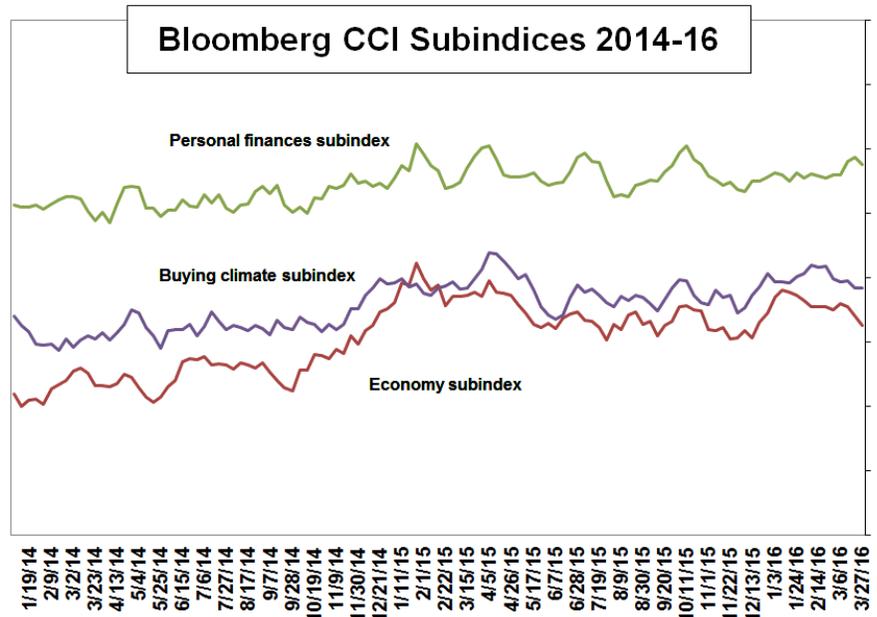
The Bloomberg Consumer Comfort Index broke out of a 13-week trough this week, and not in a good way: The weekly survey of consumer sentiment reached a new low for 2016.

At 42.8 on its 0-100 scale, the index has lost 1.8 points from its 2016 high in late January. It had held in a tight band from 43.6 to 44.6 from Dec. 27 through last week, one of the flattest periods on record in its 30-year history.

The index, produced by [Langer Research Associates](#), is based on Americans' views of the national economy, the buying climate and their own personal finances. Among them:

This
 week's
 CCI
 42.8

- Once the tentpole of an improving CCI, ratings of the national economy have fallen to a new yearly low, 32.6. That's down 3.3 points in three weeks and 5.4 points below mid-January's nine-month high.
- Ratings of the buying climate stood pat this week at 38.3, but that's a three-month low. After a relatively robust February, this subindex is 1.7 points below its 2016 average – although above its long-term average, 35.8, in weekly data since late 1985.
- At 57.6, the personal finances subindex has held up better recently, as well as remaining characteristically well above the other two subindices. It's essentially unchanged from last week's five-month high of 58.6, near its 2016 average, 56.3, and beating its long-term average, 55.3.



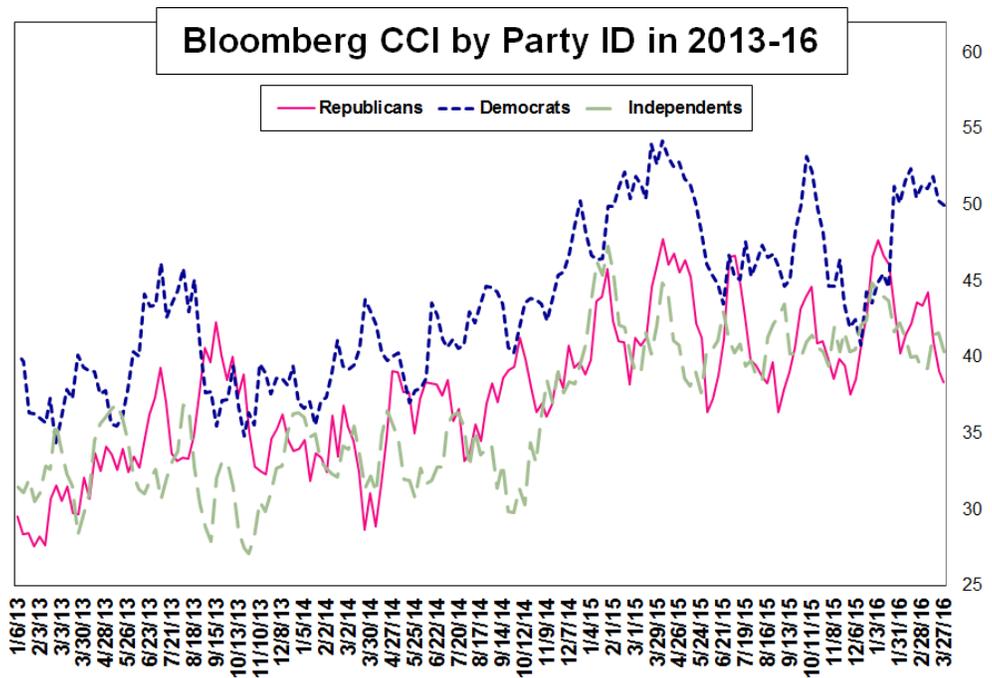
Bloomberg® Consumer Comfort Index™



Consumer caution the past few weeks is unsurprising. While strong employment numbers and tentative signs of improvement in a weak housing market are positives, wages remain mostly stagnant and consumer spending has underperformed.

In keeping with its overall trend, the CCI reached 2016 lows among several groups this week.

Some of the trouble is political: At 38.4, the index among Republicans is its lowest since late November and well off its nine-month high in early January, 47.7. The CCI among Democrats has been steadier lately, and higher after an early-year surge – 50.0 this week, about the same as it’s been the past month. The partisan gap is in the double digits for a third consecutive week, a rarity in the last seven years – and especially unusual with Republicans on the low end. The index among independents, 40.4, falls between the partisan groups.



The CCI among whites is 42.9, a low this year and down from a post-recession high in January, 47.9. Among blacks, it’s 38.2 – off a 12-month high in mid-February, when it outpaced the CCI among whites for the first time in three and a half months.

The index also reached a low for the year among unemployed Americans, 34.7, down from a four-month high a month ago. Those with jobs aren’t immune – the CCI among full-time workers, 50.6, is at a two-and-a-half month low, coming off of a 10-month high in mid-February. Among part-timers it’s 42.2, essentially on par with its 2015 and 2016 averages.

Bloomberg® Consumer Comfort Index™



Data summary for 3/31/2016

This week	42.8	
Last week	43.6	
2016 high	44.6	Jan. 24
2016 low	42.8	March 26
2016 average	44.0	
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	33%	34	36	34
Personal finances	58	59	56	55
Buying climate	38	38	40	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	31	42	26
Personal finances	6	51	28	15
Buying climate	4	35	41	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 March 26, 2016. Field work and tabulation by SSRS of Media, Pa.

Bloomberg® Consumer Comfort Index™



03/26/16	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	42.8	43.6	43.6	43.6	46.2	47.9	39.6	42.8
State of Economy	32.6	34.0	35.0	34.5	37.1	39.5	30.4	34.2
Personal Finances	57.6	58.6	56.0	55.6	60.1	60.5	52.6	56.1
Buying Climate	38.3	38.3	39.9	40.6	41.3	43.8	33.5	38.3
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	46.7	47.8	48.2	47.7	49.1	53.4	41.2	46.4
Women	39.2	39.7	39.3	39.6	43.5	43.5	34.6	39.5
Age:								
18 - 34	46.3	50.9	48.5	50.3	49.8	52.4	42.0	47.1
35 - 44	48.0	42.6	41.3	41.8	50.0	51.2	33.4	42.2
45 - 54	35.6	37.3	41.8	35.9	41.8	47.3	33.6	39.3
55 - 64	46.1	43.3	40.4	47.8	40.4	48.2	31.1	40.2
65+	38.7	40.3	41.5	39.4	46.3	46.8	36.2	42.4
Income:								
Under \$15K	22.9	25.9	26.5	30.9	25.4	32.2	18.9	25.0
\$15K To \$24.9K	29.5	30.7	30.3	22.3	29.2	32.8	20.9	25.7
\$25K To \$39.9K	35.7	39.1	36.8	36.7	45.9	45.9	29.4	36.0
\$40K To \$49.9K	46.2	43.4	40.3	43.8	43.3	48.5	36.0	42.4
Under \$50K	32.1	34.4	32.5	32.8	36.3	36.3	28.3	31.7
Over \$50K	57.1	56.3	60.2	57.7	58.6	62.4	50.9	57.0
\$50K To \$74.9K	51.5	50.6	52.0	54.6	50.9	60.1	42.8	50.1
\$75K To \$99.9K	49.7	46.5	56.2	52.6	55.7	62.8	43.7	55.0
Over \$100K	67.4	67.5	70.0	65.8	66.8	74.1	55.9	64.7
Region:								
Northeast	46.2	43.4	42.9	48.0	41.0	52.1	35.4	43.5
Midwest	44.0	44.1	44.6	43.0	51.4	51.4	38.3	44.2
South	39.8	41.8	43.4	40.2	45.0	48.3	34.0	40.6
West	43.9	46.2	43.6	46.0	47.4	50.1	38.6	44.7
Race:								
White	42.9	43.7	43.9	45.9	45.1	47.9	40.1	43.5
Black	38.2	39.4	45.5	35.8	41.3	46.9	30.2	38.4
Politics:								
Republican	38.4	39.1	43.4	46.6	46.2	47.8	36.4	42.0
Democrat	50.0	50.3	51.3	43.6	52.7	54.2	40.8	47.9
Independent	40.4	41.6	39.2	44.9	42.1	44.9	37.7	41.1
Education:								
< High School	28.4	28.2	34.2	27.1	34.8	37.5	22.0	29.7
High Sch. Grad.	33.5	37.8	39.3	37.0	40.0	42.3	29.9	36.8
College +	51.8	50.5	48.4	51.4	52.0	53.7	44.5	49.3
Home:								
Own	46.5	45.6	47.3	47.5	49.7	51.6	41.6	46.7
Rent	38.1	41.7	38.7	37.6	41.3	42.0	31.0	37.0
Marital Status:								
Single	43.6	47.2	46.2	43.3	43.9	49.0	35.6	42.2
Married	47.1	46.0	47.5	47.4	50.4	52.5	40.0	46.6
Sep/Wid/Div	28.2	29.0	29.4	32.0	36.0	41.6	27.8	32.8
Employ. Status:								
Full-Time	50.6	50.8	51.5	52.3	53.8	56.8	43.8	50.0
Part-Time	42.2	44.1	38.6	41.0	42.0	50.4	26.3	39.6
Not Employed	34.7	35.5	37.4	35.2	39.1	39.1	31.7	35.8

Bloomberg® Consumer Comfort Index™



The Bloomberg Consumer Comfort Index is produced by Langer Research Associates LLC (Langer). CONSUMER COMFORT INDEX™ is a trademark or service mark of Langer. BLOOMBERG® is a trademark or service mark of Bloomberg Finance L.P. Bloomberg Finance L.P. and its affiliates (collectively, "Bloomberg") or Bloomberg's licensors own all proprietary right in such mark. Neither Langer nor Bloomberg guarantee the timeliness, accuracy or completeness of any data or information relating to the Bloomberg Consumer Comfort Index. Langer and Bloomberg makes no warranty, express or implied, as to the Bloomberg Consumer Comfort Index or any data or values relating thereto or results to be obtained therefrom, and expressly disclaims all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Langer, Bloomberg, their licensors, and their respective employees, contractors, agents, suppliers and vendors shall have no liability or responsibility whatsoever for any injury or damages - whether direct, indirect, consequential, incidental, punitive or otherwise - arising in connection with the Bloomberg Consumer Comfort Index or any data or values relating thereto - whether arising from their negligence or otherwise. Nothing in the Bloomberg Consumer Comfort Index shall constitute or be construed as an offering of financial instruments or as investment advice or investment recommendations (i.e., recommendations as to whether or not to "buy," "sell," "hold" or to enter or not to enter into any other transaction involving any specific interest or interests) by Langer, Bloomberg or its affiliates or a recommendation as to an investment or other strategy by Langer, Bloomberg or its affiliates.