

# Bloomberg® Consumer Comfort Index™



## Weekly Data Report

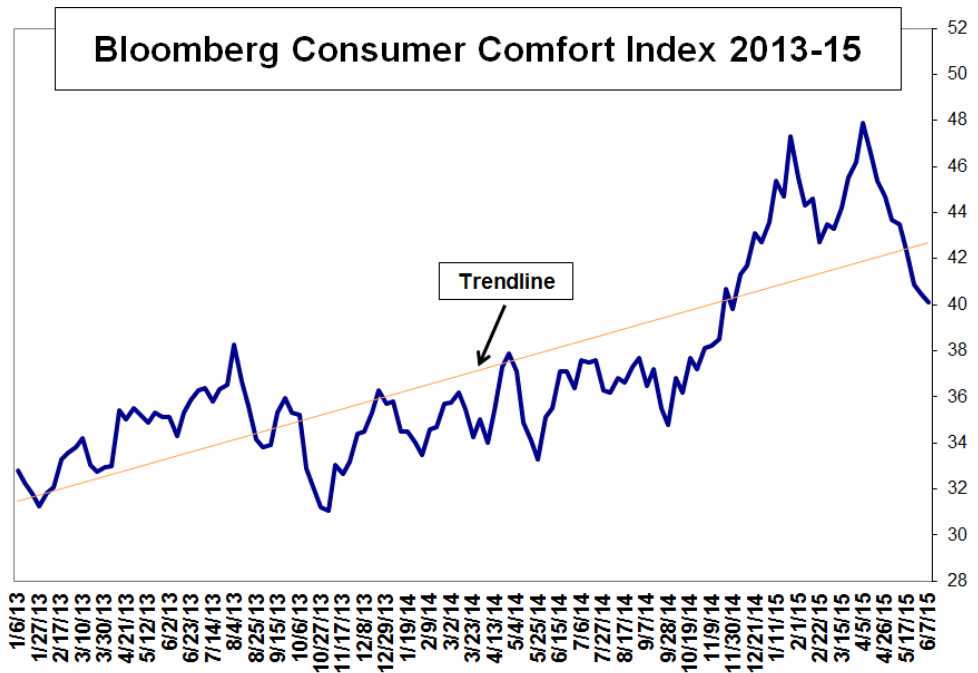
*Embargoed for release:  
9:45 a.m. Thursday,  
June 11, 2015*

Continuing its worrying ways, the Bloomberg Consumer Comfort Index lost ground numerically this week for the ninth week straight, a first in its 29-year history.

The CCI has lost more ground faster in previous episodes; this has been more like an unusually long, slow leak. Indeed, just one of the weekly losses since April 5 has been significant in and of itself – but cumulatively they’ve pulled the CCI down by 7.8 points, to 40.1 on its scale of 0-100.

The index is now 4.1 points below its 2015 average of 44.2 and 1.6 points short of its full average, 41.7 in weekly polling since late 1985 – significantly below its long-term average for the first time in six months. While it’s still far better than its level in the doldrums of the Great Recession and its aftermath, about 60 percent of the CCI’s rapid 12.5-point rally from late September to late January has evaporated.

This  
week’s  
CCI  
40.1



The index, produced by [Langer Research Associates](#), is based on Americans’ ratings of the national economy, the buying climate and their personal finances. The buying climate subindex has led the retreat, down 2.0 points in just the last two weeks and 10.3 points since early April, to 33.5. That’s 5.5 points below its 2015 average, as well as 2.2 points from its full average.

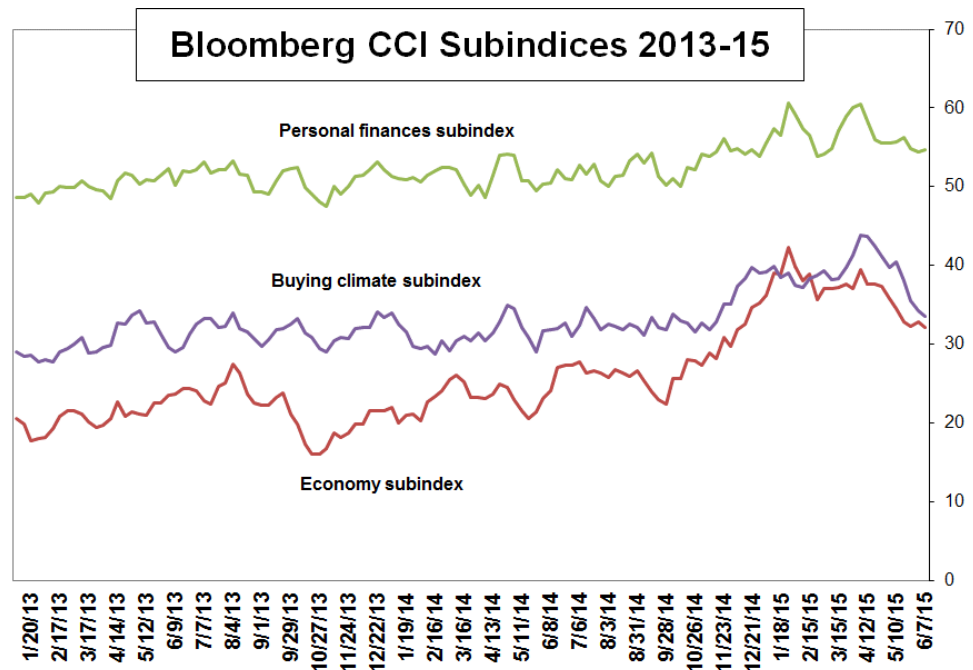
Notably, this has occurred in tandem with rising gasoline prices – up by 74 cents a gallon since late January, half of that since mid-April. Sharply rising gas prices customarily correlate with declining consumer confidence.

The national economy and personal finances indices have fared somewhat better:

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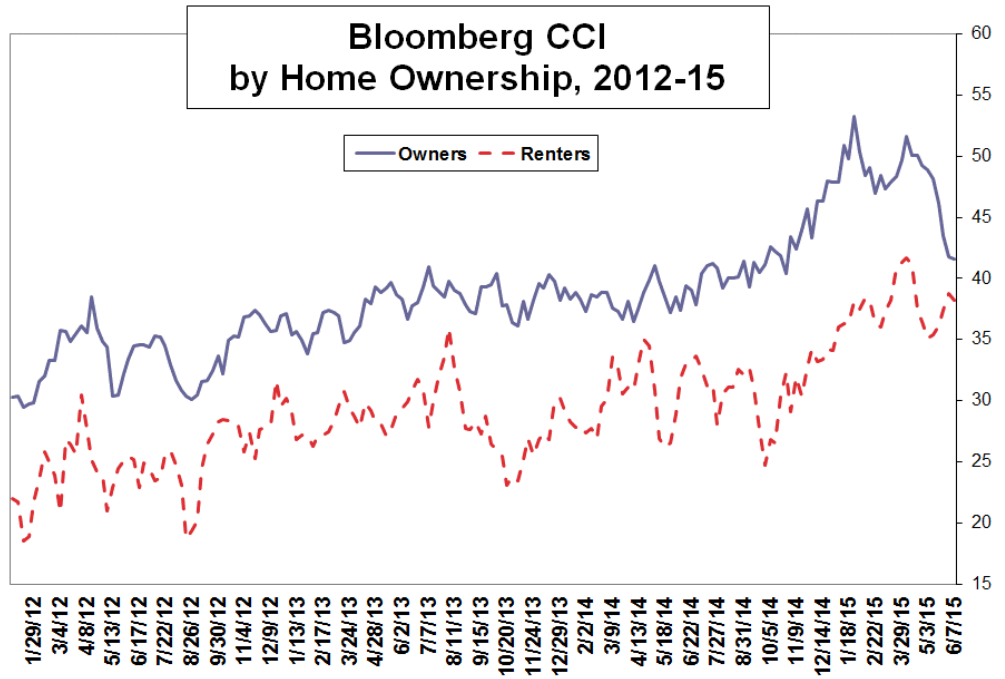
- After halting its decline last week, the national economy subindex is essentially unchanged this week at 32.1. That's down by 7.4 points in the last nine weeks, 4.8 points below its 2015 average and 2.0 points from its full average.
- The personal finances subindex has weathered the recent correction best, stopping two weeks of losses to land at 54.7 this week. It's 2.0 points below its 2015 average and closest of the three to its long-term average, 55.2. It's lost 5.8 points in the current turn down.



Some of the retreat has occurred among better-off groups. Specifically, the CCI has dropped to a seven-month low among homeowners, 41.6, down 4.5 points in just the last three weeks. The gap between homeowners and renters, historically 10.3 points on average, has narrowed to 3.4 points.

Other data buttress the result: Mortgage applications have fallen for six weeks straight, existing home sales were down 3.3 percent in April and the FHFA House Price Index came in below industry expectations.

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The CCI among those in \$100,000-plus households has halted its losses after six weeks, holding steady at 56.6 this week. But it's down by 17.5 points in this group in only the last month and a half.

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Data summary for 6/11/2015

This week	40.1	
Last week	40.5	
2015 high	47.9	April 5
2015 low	40.1	June 7
2015 average	44.2	
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 2015	Average '85-'15
Positive ratings of:				
National economy	32%	33	37	34
Personal finances	55	54	57	55
Buying climate	34	34	39	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	3%	29	40	29
Personal finances	6	49	30	16
Buying climate	3	31	46	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 June 7, 2015. Field work and tabulation by SSRS of Media, Pa.

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06/07/15	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	40.1	40.5	43.5	43.3	35.5	47.9	34.8	40.6
State of Economy	32.1	32.9	34.5	37.1	24.1	42.3	22.4	31.6
Personal Finances	54.7	54.4	55.7	54.8	50.5	60.7	50.0	54.4
Buying Climate	33.5	34.2	40.4	38.2	31.9	43.8	31.0	35.9
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<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	45.9	46.3	44.1	43.7	34.4	53.4	34.4	43.8
Women	34.6	35.2	43.0	43.0	36.5	44.9	31.8	37.6
<b>Age:</b>								
18 - 34	47.6	46.9	46.2	44.9	42.7	52.4	32.9	43.0
35 - 44	36.8	37.5	46.3	49.1	32.1	51.2	32.1	42.1
45 - 54	36.9	36.2	37.3	38.1	31.6	45.8	30.0	36.8
55 - 64	31.1	33.0	40.5	41.5	31.9	49.4	30.2	38.1
65+	40.6	43.8	46.7	42.9	34.9	46.8	34.2	41.3
<b>Income:</b>								
Under \$15K	26.1	26.8	19.1	24.6	20.9	28.5	16.5	23.0
\$15K To \$24.9K	22.5	22.9	23.8	26.5	16.5	33.8	15.9	24.9
\$25K To \$39.9K	31.8	32.7	39.1	42.1	28.1	45.9	23.5	34.3
\$40K To \$49.9K	42.4	46.5	48.5	41.9	35.6	48.5	31.8	40.3
Under \$50K	30.4	31.5	31.4	33.0	24.9	36.5	23.1	30.0
Over \$50K	52.3	50.9	59.1	58.0	49.3	62.3	45.9	54.3
\$50K To \$74.9K	48.1	44.3	50.0	49.9	39.0	55.2	35.1	45.7
\$75K To \$99.9K	50.1	50.7	57.8	53.0	50.9	64.9	40.4	52.4
Over \$100K	56.6	56.1	67.8	64.9	57.3	74.1	54.1	63.2
<b>Region:</b>								
Northeast	36.0	38.9	42.1	42.5	33.0	46.3	31.5	39.7
Midwest	41.7	42.7	47.1	45.6	32.2	51.4	32.2	42.3
South	38.2	38.0	38.0	43.0	37.0	48.3	33.9	39.3
West	44.9	43.7	50.1	42.5	38.2	52.2	33.4	41.9
<b>Race:</b>								
White	40.1	40.8	44.8	43.8	35.1	47.4	35.1	41.0
Black	41.7	43.9	39.5	42.0	33.8	49.3	25.9	37.3
<b>Politics:</b>								
Republican	37.3	36.4	45.3	40.8	38.4	47.8	33.2	39.9
Democrat	45.4	46.1	51.4	51.3	38.6	54.2	38.6	46.5
Independent	40.5	40.5	38.1	39.2	31.7	47.3	29.8	37.8
<b>Education:</b>								
< High School	24.5	26.0	30.3	27.7	19.3	35.7	13.3	23.6
High Sch. Grad.	34.6	34.1	37.7	35.5	29.0	42.3	29.0	35.4
College +	46.5	47.2	49.5	50.8	42.2	53.7	41.4	47.0
<b>Home:</b>								
Own	41.6	41.8	48.1	47.3	37.4	53.2	37.4	44.6
Rent	38.2	38.8	35.4	37.3	31.8	41.7	24.7	34.1
<b>Marital Status:</b>								
Single	42.6	43.3	41.7	43.6	36.2	48.6	30.2	39.7
Married	41.0	42.0	47.4	46.2	38.6	53.6	38.1	44.4
Sep/Wid/Div	33.2	31.3	35.7	35.1	25.4	37.0	24.2	30.7
<b>Employ. Status:</b>								
Full-Time	48.3	46.9	49.8	47.0	41.6	56.8	40.5	46.8
Part-Time	34.6	37.0	42.2	46.1	34.1	48.7	31.3	39.9
Not Employed	32.7	34.5	37.0	37.5	29.4	41.9	28.3	33.7

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