

# Bloomberg® Consumer Comfort Index™



## Weekly Data Report

*Embargoed for release:  
9:45 a.m. Thursday,  
Aug. 27, 2015*

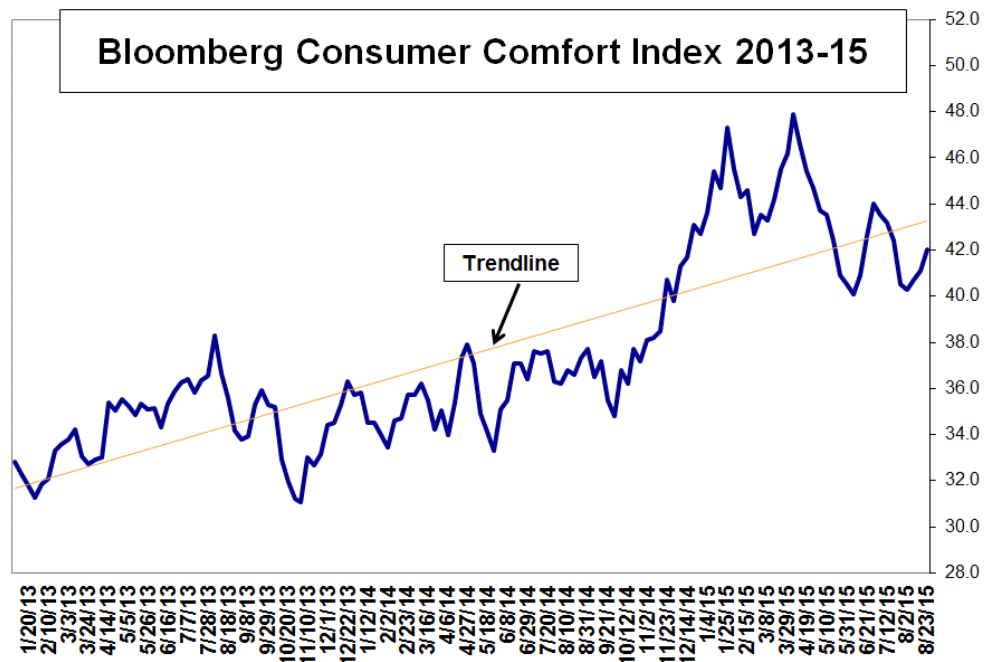
The Bloomberg Consumer Comfort Index held essentially steady in advance of this week's stock market gyrations – and if history is a guide, it may yet hang tough.

In interviews in the four weeks ending Sunday, the CCI stands at 42.0 on its 0 to 100 scale. While not significantly different from 41.1 last week, it's up by 1.7 points since the beginning of August, building back from a 3.5-point loss in July.

Interviews were mostly completed before the Dow's recent wild ride, including losses of 588 points Monday, 205 points Tuesday and a total of more than 1,500 points since Aug. 19.

While the future's never certain, consumer sentiment generally has weathered short-term market upheavals in weekly CCI data since late 1985. Among the reasons: Many Americans simply take the markets in stride. Fundamentals including employment, wages and economic growth also interact strongly with confidence. And falling gasoline prices – down 20 cents since mid-July – don't hurt.

This  
week's  
CCI  
42.0



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

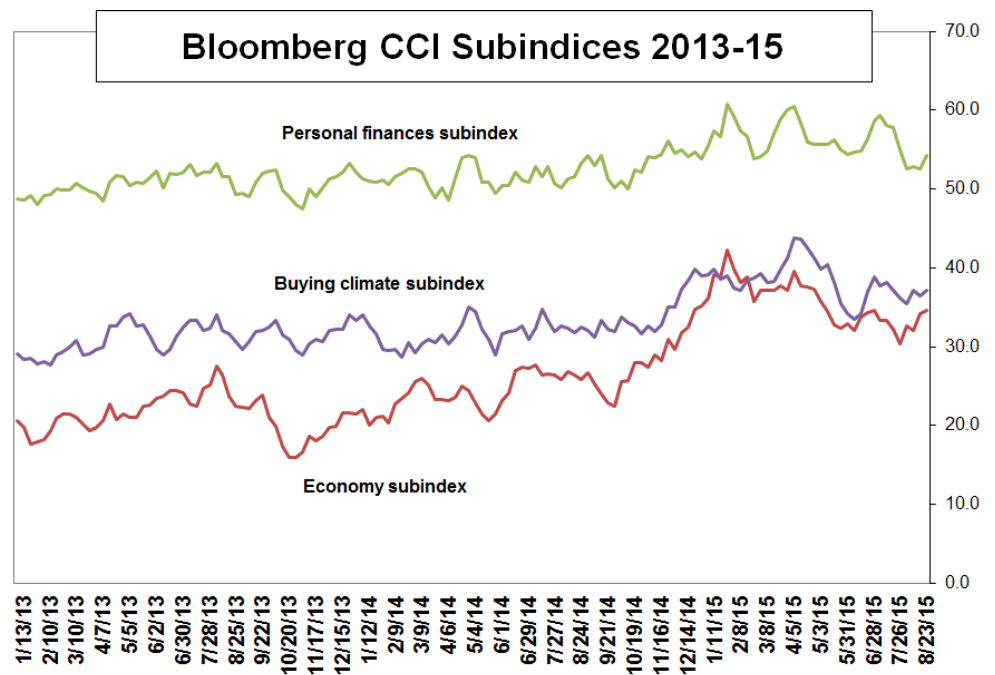
- Ratings of personal finances are up 1.7 points this week after matching their lowest of the year last week. That said, this gauge has been hit hardest by the

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midsummer slump, down 6.7 points in the six weeks ending last week. It's 2.1 points below its 2015 average, 56.4, though closer to its full average, 55.2.

- At 34.6, the national economy subindex matches its highest in nearly four months, up 2.6 points in two weeks and 4.2 points from its 2015 low in late July.
- The buying climate subindex, 37.2, has held within a tight a 1.7-point range for six weeks; it's 6.6 points off its post-recession high in early April.



The full CCI, and the economy and buying climate subindices alike, are close to their averages for the year so far and for the CCI's full 29-year time series.

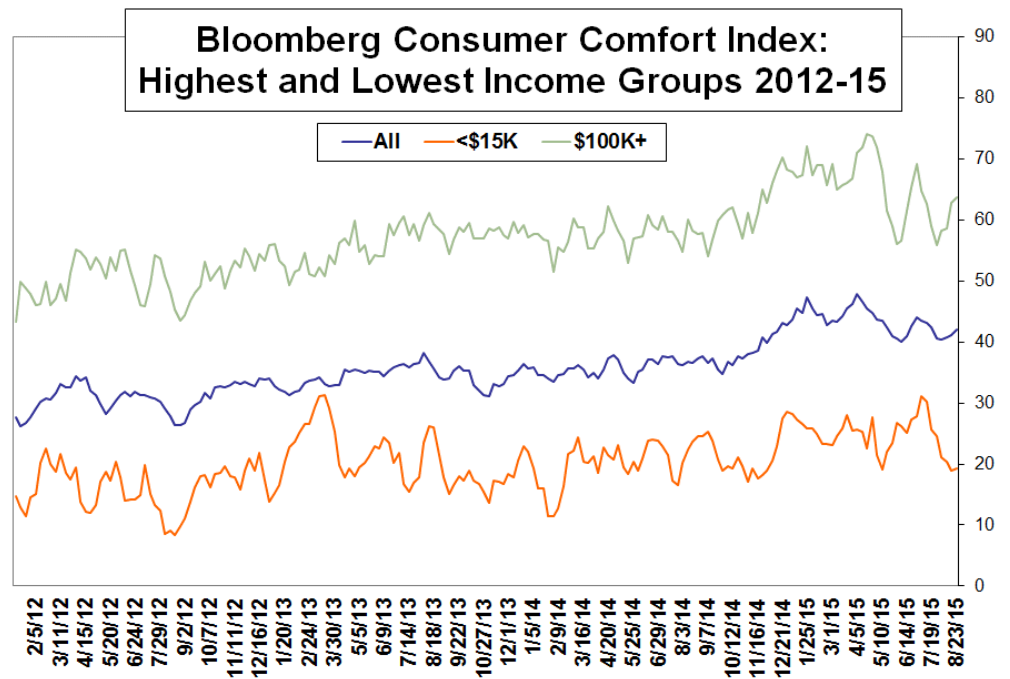
While the market's moves brought headlines this week, it's worth noting that Americans tend to hold equities through funds, on a long-term basis, with some expectation of volatility – and that those with the most exposure tend to be better-off, and so better positioned for uncertainty. In the weeks after the five largest one-day market declines in the Dow since 1986, the CCI held essentially steady. It's broader trends that carry clout.

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Largest one-day Dow declines, %	----- Change since week before decline -----			
	One week	Two weeks	Three weeks	Four weeks
10/19/1987	-2	-3	-4	-4
10/15/2008	-1	-1	0	-1
12/1/2008	+1	+1	+3	+2
10/27/1997	0	0	+2	+2
9/17/2001	0	+1	+2	-1

Among groups, the index is its highest in nearly two months, 63.6, among those making \$100,000 or more, up 7.7 points since its low this year at the end of July. That compares with 29.5 among those with incomes less than \$50,000, under 30.0 points for the third consecutive week and among its lowest since late November. It's 54.6 in the \$50,000 to \$100,000 bracket.



The CCI among those in the Northeast, 48.0, reached an eight-year high this week, 8.6 points above its long-term average. Conversely, the index is at a low since March in the West, 43.5, and since November in the Midwest, 39.2. It's 39.9 among Southerners.

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Data summary for 8/27/2015

This week	42.0	
Last week	41.1	
2015 high	47.9	April 5
2015 low	40.1	June 7
2015 average	43.5	
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	35%	34	36	34
Personal finances	54	53	56	55
Buying climate	37	37	38	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	32	40	25
Personal finances	7	48	30	15
Buying climate	3	34	43	20

	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 August 23, 2015. Field work and tabulation by SSRS of Media, Pa.

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08/23/15	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	42.0	41.1	40.5	40.9	37.3	47.9	34.8	41.7
State of Economy	34.6	34.2	30.4	32.3	25.9	42.3	22.4	33.0
Personal Finances	54.3	52.6	54.9	54.9	53.3	60.7	50.0	55.3
Buying Climate	37.2	36.5	36.2	35.5	32.5	43.8	31.2	36.8
<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	46.2	45.5	45.4	46.1	40.2	53.4	38.1	45.2
Women	38.2	37.0	35.9	36.0	34.5	44.9	31.8	38.4
<b>Age:</b>								
18 - 34	43.6	44.5	45.1	46.0	37.1	52.4	32.9	44.2
35 - 44	45.0	38.6	34.4	39.8	41.8	51.2	33.4	42.2
45 - 54	36.9	34.2	38.2	37.3	36.9	45.8	30.0	37.8
55 - 64	40.0	39.1	41.2	35.5	31.5	49.4	30.6	39.6
65+	42.2	43.4	39.6	44.8	38.6	46.8	37.1	42.4
<b>Income:</b>								
Under \$15K	19.2	18.9	24.6	23.4	24.6	31.1	17.0	23.6
\$15K To \$24.9K	22.7	22.8	23.7	23.2	23.9	33.8	20.5	25.9
\$25K To \$39.9K	35.2	34.7	30.3	34.7	30.4	45.9	23.5	34.8
\$40K To \$49.9K	42.2	38.9	47.2	45.4	32.8	48.5	32.8	41.4
Under \$50K	29.5	28.3	31.2	30.7	27.9	36.5	23.1	30.8
Over \$50K	58.2	56.9	52.0	52.3	49.8	62.3	45.9	55.6
\$50K To \$74.9K	50.5	47.1	47.2	43.5	43.4	55.2	39.4	47.8
\$75K To \$99.9K	60.4	59.8	54.6	51.5	46.4	64.9	40.4	53.3
Over \$100K	63.6	62.7	55.9	59.0	57.6	74.1	54.1	64.0
<b>Region:</b>								
Northeast	48.0	43.2	36.5	41.3	36.2	48.0	31.6	40.8
Midwest	39.2	41.3	42.6	45.4	38.8	51.4	36.1	43.8
South	39.9	37.8	37.6	35.2	38.3	48.3	33.9	39.8
West	43.5	44.6	46.4	45.6	35.1	52.2	33.4	43.3
<b>Race:</b>								
White	42.0	41.6	41.2	42.6	37.5	47.4	36.3	42.2
Black	38.0	35.1	35.9	42.8	37.3	49.3	25.9	37.8
<b>Politics:</b>								
Republican	39.7	38.3	39.8	41.3	37.0	47.8	36.1	41.0
Democrat	46.8	46.6	45.3	48.3	44.7	54.2	40.3	47.4
Independent	42.2	41.3	39.8	37.7	34.0	47.3	29.8	39.1
<b>Education:</b>								
< High School	26.3	27.9	31.1	22.0	23.2	35.7	13.3	25.2
High Sch. Grad.	34.5	34.4	37.3	34.9	34.4	42.3	29.2	36.3
College +	49.8	47.9	44.5	48.2	41.8	53.7	41.8	48.1
<b>Home:</b>								
Own	47.6	46.1	42.3	43.5	40.1	53.2	39.3	45.8
Rent	33.7	32.7	38.1	37.4	32.6	41.7	24.7	35.1
<b>Marital Status:</b>								
Single	39.8	41.3	45.4	43.3	32.9	48.6	30.2	41.0
Married	45.0	42.7	40.9	42.1	42.4	53.6	39.6	45.0
Sep/Wid/Div	35.8	35.0	31.1	33.0	29.2	41.6	24.2	32.5
<b>Employ. Status:</b>								
Full-Time	51.4	50.3	47.0	47.5	42.5	56.8	40.5	47.9
Part-Time	27.9	26.3	37.9	40.9	36.3	48.7	26.3	39.9
Not Employed	37.0	36.4	34.0	33.6	31.7	41.9	28.7	35.0

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