

Bloomberg® Consumer Comfort Index™



Weekly Data Report

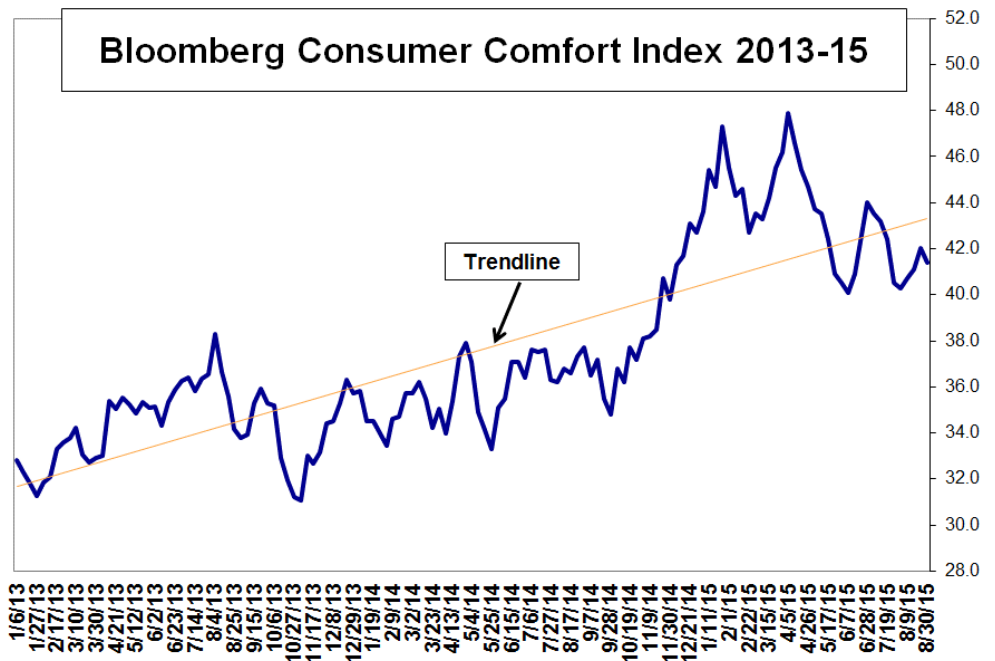
*Embargoed for release:
9:45 a.m. Thursday,
Sept. 3, 2015*

Americans' views of the national economy faltered this week as stock markets closed their worst month in more than three years.

At 32.7 on its scale of 0 to 100, the Bloomberg Consumer Comfort Index's national economy subindex slid by 1.9 points, its largest drop since late February. It's had bigger one-week falls just 18 times in the six years since the end of the recession.

That said, ratings of personal finances are on an upswing, keeping the overall CCI steady at 41.4. It's held within a 1.7-point band since late July, but remains 2.0 points off its 2015 average.

This
week's
CCI
41.4



About half of the CCI interviews in this week's results took place during the recent market turmoil, in which the Dow lost more than 1,800 points, regained nearly 1,000, then fell again. But short-term market gyrations usually don't impact consumer sentiment overall; it's the underlying economy that matters.

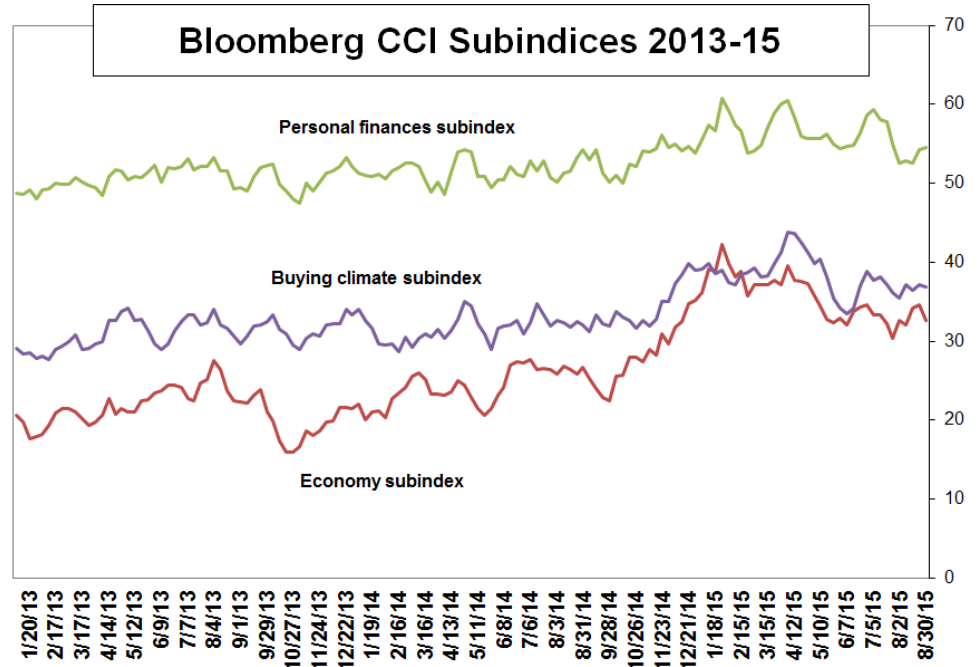
A disappointing spring and summer for the Bloomberg index dampened what had been a strong September-to-January rally. Even with its recent troubles, however, the CCI is 3.7 points higher than at this time last year, and still on track for its best year since 2007.

The index, produced by [Langer Research Associates](http://www.langerresearch.com), is based on Americans' ratings of the national economy, their personal finances and whether or not they see this as a good time to spend money. Among them:

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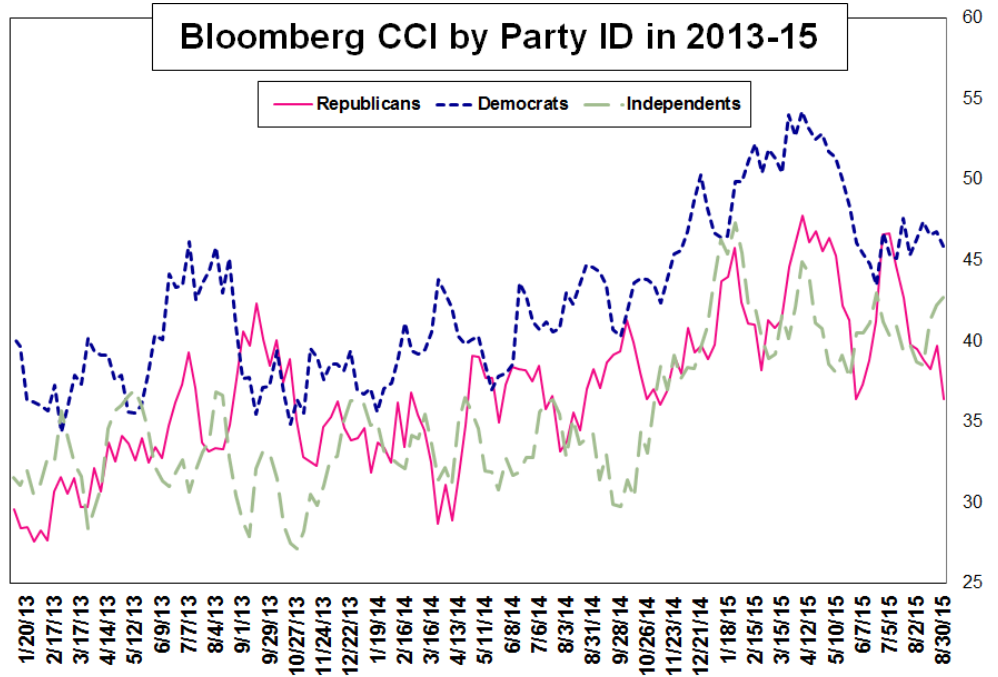


- The personal finances subindex is up 2.0 points in two weeks to 54.6, recovering from its 6.7-point midsummer drop. Though its highest in a month, it's still 1.7 points below its yearly average, 56.3.
- The buying climate index, 36.9 this week, has been the most stable of the three subindices lately, losing no more than 1.0 points in a single week since mid-May, while the others have dropped by as much as 2.9 points in a week. It's 1.4 points from its average this year, 38.3.
- The national economy subindex's losses this week leave it 2.9 points below its 2015 average, 35.6. However, it's still close to its average in weekly data back to late 1985, 34.1.



Among groups, economic insecurity is apparent in both political parties as the 2016 presidential race intensifies, with the overall index among Republicans matching its lowest of the year, 36.4, and one of its lowest of the year among Democrats, 45.9. Conversely, the index among independents, 42.7, is its highest since mid-June. Poor economic sentiment can boost the out-of-power party, making the CCI an index worth watching as a political as well as an economic indicator.

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Among other groups, the CCI is its lowest since at least November among high school graduates (33.0), singles (36.5) and those in the West (39.3). But it's its highest among Northeasterners since March 2007, breaking 50.0 in this group for the first time in more than eight years.

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Data summary for 9/3/2015

This week	41.4	
Last week	42.0	
2015 high	47.9	April 5
2015 low	40.1	June 7
2015 average	43.4	
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	33%	35	36	34
Personal finances	55	54	56	55
Buying climate	37	37	38	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	3%	30	40	27
Personal finances	7	48	28	17
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 30, 2015. Field work and tabulation by SSRS of Media, Pa.

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08/30/15	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	41.4	42.0	40.3	40.5	37.7	47.9	34.8	41.8
State of Economy	32.7	34.6	32.7	32.9	26.7	42.3	22.4	33.1
Personal Finances	54.6	54.3	52.6	54.4	54.2	60.7	50.0	55.3
Buying Climate	36.9	37.2	35.5	34.2	32.1	43.8	31.2	36.9
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	45.1	46.2	45.1	46.3	41.0	53.4	38.1	45.3
Women	37.9	38.2	35.7	35.2	34.6	44.9	31.8	38.4
Age:								
18 - 34	43.8	43.6	44.0	46.9	37.2	52.4	32.9	44.3
35 - 44	44.7	45.0	37.0	37.5	41.7	51.2	33.4	42.2
45 - 54	37.6	36.9	35.3	36.2	37.0	45.8	30.0	37.8
55 - 64	34.3	40.0	41.2	33.0	30.6	49.4	30.6	39.6
65+	42.3	42.2	40.5	43.8	41.3	46.8	37.1	42.5
Income:								
Under \$15K	19.7	19.2	21.1	26.8	24.6	31.1	17.0	23.5
\$15K To \$24.9K	24.5	22.7	21.8	22.9	25.0	33.8	20.5	25.9
\$25K To \$39.9K	36.9	35.2	32.6	32.7	33.2	45.9	23.5	34.9
\$40K To \$49.9K	40.7	42.2	43.9	46.5	35.3	48.5	33.5	41.6
Under \$50K	29.8	29.5	30.2	31.5	29.4	36.5	23.1	30.8
Over \$50K	55.6	58.2	53.4	50.9	48.7	62.3	45.9	55.7
\$50K To \$74.9K	46.1	50.5	46.3	44.3	43.6	55.2	39.4	47.9
\$75K To \$99.9K	57.5	60.4	55.5	50.7	42.7	64.9	40.4	53.5
Over \$100K	63.8	63.6	58.3	56.1	57.8	74.1	54.1	64.1
Region:								
Northeast	50.4	48.0	38.6	38.9	36.0	50.4	31.6	41.0
Midwest	39.4	39.2	41.4	42.7	40.3	51.4	36.1	43.9
South	39.4	39.9	36.8	38.0	38.6	48.3	33.9	39.9
West	39.3	43.5	46.2	43.7	35.1	52.2	33.4	43.4
Race:								
White	40.7	42.0	41.2	40.8	37.0	47.4	36.3	42.3
Black	37.7	38.0	34.8	43.9	35.3	49.3	25.9	37.9
Politics:								
Republican	36.4	39.7	39.5	36.4	38.3	47.8	36.1	41.0
Democrat	45.9	46.8	46.3	46.1	44.6	54.2	40.3	47.4
Independent	42.7	42.2	38.7	40.5	34.3	47.3	29.8	39.3
Education:								
< High School	31.2	26.3	28.3	26.0	21.4	35.7	13.3	25.4
High Sch. Grad.	33.0	34.5	35.3	34.1	34.9	42.3	29.2	36.3
College +	47.8	49.8	46.0	47.2	42.7	53.7	42.0	48.3
Home:								
Own	46.0	47.6	43.9	41.8	41.4	53.2	39.3	46.0
Rent	34.8	33.7	35.4	38.8	32.1	41.7	24.7	35.1
Marital Status:								
Single	36.5	39.8	44.9	43.3	35.7	48.6	30.2	41.1
Married	46.0	45.0	40.0	42.0	41.6	53.6	39.6	45.1
Sep/Wid/Div	36.1	35.8	31.5	31.3	29.0	41.6	24.2	32.6
Employ. Status:								
Full-Time	50.1	51.4	47.6	46.9	40.8	56.8	40.5	48.1
Part-Time	27.9	27.9	35.3	37.0	39.2	48.7	26.3	39.8
Not Employed	36.3	37.0	33.2	34.5	33.8	41.9	28.7	35.1

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