

# Bloomberg® Consumer Comfort Index™



## Weekly Data Report

*Embargoed for release:  
9:45 a.m. Thursday,  
Sept. 17, 2015*

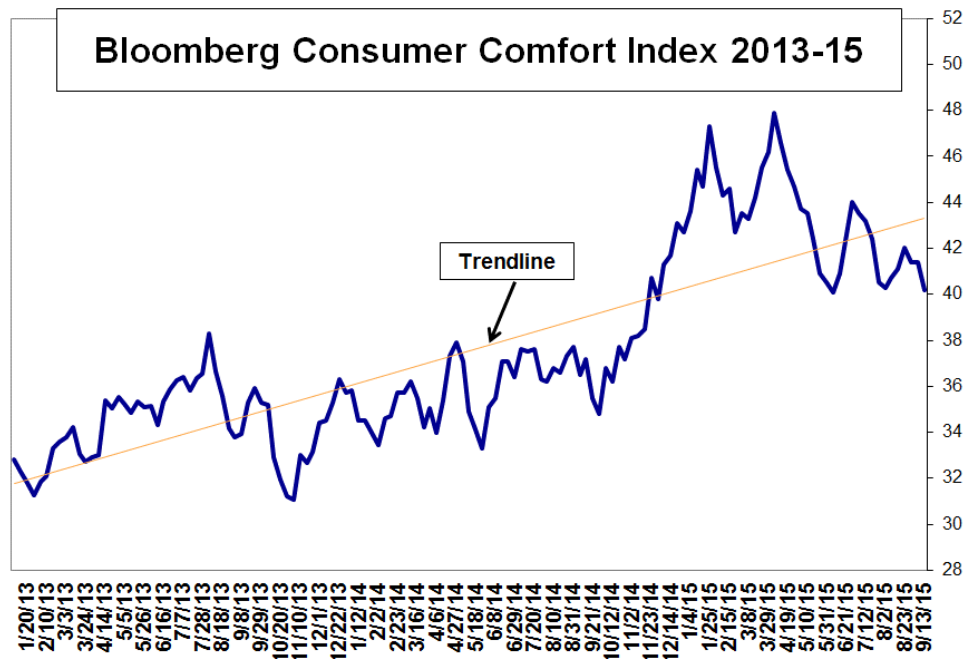
Americans' ratings of the national economy fell sharply this week, pushing the Bloomberg Consumer Comfort Index to its second lowest of the year – and optimism for the economy's future reached a 2015 low.

The double-punch marks the still-unsettled nature of consumer sentiment, even in the context of an overall improving pattern.

The CCI's national economy subindex lost 2.4 points to 30.9 on its scale of 0 to 100. It's seen larger one-week losses only 64 times in more than 1,500 weeks of continuous surveys.

The overall index stands at 40.2, just 0.1 points from its low this year. It's lost 1.8 points in the past three weeks, erasing small numerical gains in early to mid-August. Mainly due to a heinous spring, the CCI is 3.1 points below its 2015 average, 43.3, albeit very close to its long-term average, 41.7 in weekly data since late 1985.

This  
week's  
CCI  
40.2



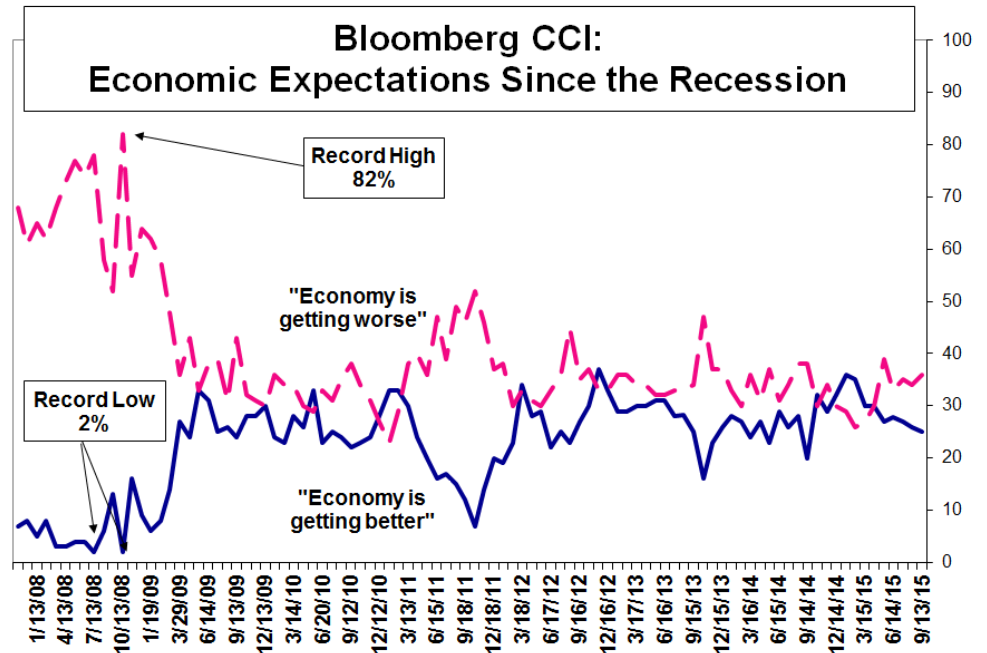
In a separate monthly measure of expectations, just 25 percent Americans say the economy is improving – essentially the same as last month, but down 11 points since January to numerically the fewest of the year. Thirty-six percent say the economy is getting worse, the second most of the year; the rest, 39 percent, say the economy is staying the same – and of those who say so, two-thirds say it's in bad shape.

Economic pessimists now outnumber optimists by 11 percentage points, a point from the widest gap in a year. In February, by contrast, optimists exceeded pessimists by 9 points, one of the biggest positive margins since the start of the Great Recession.

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Worries about the national economy come as the Fed approaches decision time on interest rates. While gas prices have fallen 34 cents since mid-August and unemployment is its lowest since 2008, wage growth remains stagnant and stock market volatility continues domestically and internationally alike.



The CCI, 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:

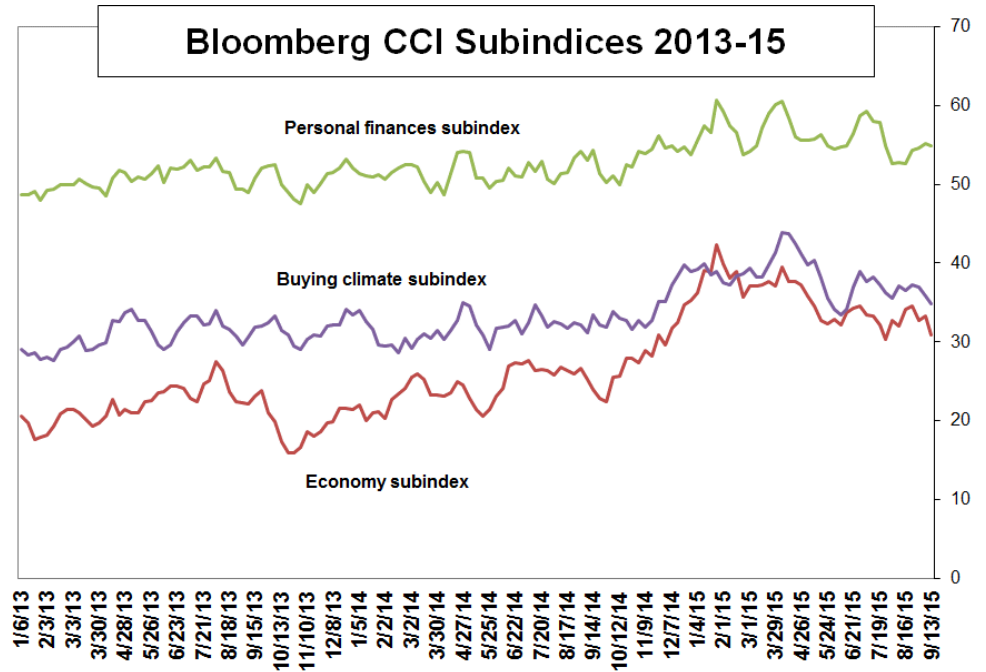
- At 30.9 the national economy subindex is 4.5 points below its average this year, 35.4, and 3.2 points worse than its full 29-year average, 34.1.
- At 34.9, the buying climate subindex has lost 2.3 points in three weeks to its lowest since mid-June. It is 3.2 points off its yearly average, 38.1 and a distant 8.9 points from the post-recession high it reached in early April.
- The personal finances subindex, at 54.9, is essentially unchanged, returning to its late July position after a rocky August – losing 2.3 points, then clawing it back. It's close to its 2015 and long-term averages, 56.2 and 55.2, respectively.

Among groups, the index is 42.0 among 18- to 34-year-olds, its lowest since November, and 39.5 among seniors, its second lowest since October. That said, both

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groups have had a good 2015 overall; their averages this year are 4.3 and 2.9 points above their full averages, respectively.



The CCI also is its lowest since at least November among renters (31.0), those not employed (31.7), singles (35.6), Midwesterners (38.3) and Westerners (38.6).

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Data summary for 9/17/2015

This week	40.2	
Last week	41.4	
2015 high	47.9	April 5
2015 low	40.1	June 7
2015 average	43.3	
2009 average	26.0	Worst full year
2000 average	64.5	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	31%	33	35	34
Personal finances	55	55	56	55
Buying climate	35	36	38	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	29	43	26
Personal finances	6	49	28	17
Buying climate	3	32	45	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

Economy's direction:

	Better	Worse	Same
9/13/15	25	36	39
8/16/15	26	34	41
7/12/15	27	35	37
6/14/15	28	33	39
5/17/15	27	39	34
4/12/15	30	30	40
3/15/15	30	27	43
2/15/15	35	26	38
1/18/15	36	29	34

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 the individual CCI gauges have a 3.5-point error margin. The expectations question was asked of 500 respondents Sept. 2-13, 2015; that result has a 4.5-point error margin. Field work and tabulation by SSRS of Media, Pa.

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09/13/15	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	40.2	41.4	41.1	40.9	37.2	47.9	34.8	41.9
State of Economy	30.9	33.3	34.2	33.7	24.0	42.3	22.4	33.3
Personal Finances	54.9	55.1	52.6	54.8	54.3	60.7	50.0	55.3
Buying Climate	34.9	35.9	36.5	34.2	33.4	43.8	31.6	37.0

**OVERALL INDEX BY DEMOGRAPHIC GROUPS**

<b>Sex:</b>								
Men	44.6	45.3	45.5	46.6	40.4	53.4	38.1	45.5
Women	36.1	37.7	37.0	35.6	34.2	44.9	31.8	38.5
<b>Age:</b>								
18 - 34	42.0	43.8	44.5	48.8	37.5	52.4	32.9	44.6
35 - 44	43.8	45.5	38.6	35.2	43.2	51.2	33.4	42.3
45 - 54	39.0	38.8	34.2	33.6	33.1	45.8	30.0	37.9
55 - 64	36.5	38.0	39.1	36.6	32.6	49.4	31.1	39.9
65+	39.5	39.1	43.4	43.2	39.4	46.8	37.1	42.5
<b>Income:</b>								
Under \$15K	21.1	22.5	18.9	25.1	23.8	31.1	17.0	23.4
\$15K To \$24.9K	21.6	21.7	22.8	22.6	27.4	33.8	20.5	25.8
\$25K To \$39.9K	35.5	37.4	34.7	34.4	28.3	45.9	23.5	35.0
\$40K To \$49.9K	44.3	40.3	38.9	39.1	39.9	48.5	35.1	41.9
Under \$50K	29.1	29.8	28.3	30.4	28.6	36.5	23.1	30.8
Over \$50K	54.7	55.6	56.9	55.4	47.3	62.3	47.3	56.0
\$50K To \$74.9K	45.5	42.8	47.1	50.6	44.5	55.2	39.4	47.9
\$75K To \$99.9K	57.3	61.2	59.8	51.7	43.4	64.9	42.7	54.2
Over \$100K	61.8	63.8	62.7	61.5	56.7	74.1	55.9	64.3
<b>Region:</b>								
Northeast	48.4	52.1	43.2	36.0	34.7	52.1	31.6	41.6
Midwest	38.3	38.6	41.3	43.2	38.2	51.4	36.1	43.9
South	38.4	39.4	37.8	38.5	39.3	48.3	33.9	39.9
West	38.6	38.9	44.6	46.6	35.1	52.2	33.4	43.5
<b>Race:</b>								
White	41.4	41.4	41.6	41.3	38.1	47.4	36.3	42.5
Black	33.3	38.2	35.1	33.8	30.1	49.3	25.9	37.9
<b>Politics:</b>								
Republican	39.0	37.9	38.3	38.8	38.7	47.8	36.1	41.0
Democrat	45.1	44.7	46.6	44.8	43.5	54.2	40.3	47.4
Independent	40.2	43.5	41.3	41.1	33.0	47.3	29.8	39.6
<b>Education:</b>								
< High School	28.9	28.3	27.9	26.0	21.6	35.7	13.3	25.6
High Sch. Grad.	34.1	35.5	34.4	34.7	31.7	42.3	29.2	36.4
College +	46.0	47.3	47.9	47.7	43.7	53.7	42.0	48.4
<b>Home:</b>								
Own	46.2	47.3	46.1	43.6	41.3	53.2	40.4	46.2
Rent	31.0	32.8	32.7	37.5	31.0	41.7	24.7	35.1
<b>Marital Status:</b>								
Single	35.6	36.1	41.3	42.7	35.4	48.6	30.2	41.1
Married	46.1	47.1	42.7	42.3	41.3	53.6	39.6	45.3
Sep/Wid/Div	32.0	34.9	35.0	34.5	28.2	41.6	24.2	32.8
<b>Employ. Status:</b>								
Full-Time	49.6	51.0	50.3	48.3	41.0	56.8	40.6	48.5
Part-Time	32.0	29.8	26.3	34.4	34.9	48.7	26.3	39.4
Not Employed	31.7	33.7	36.4	34.7	34.3	41.9	28.7	35.1

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