

# Bloomberg® Consumer Comfort Index™



## Weekly Data Report

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The Bloomberg Consumer Comfort Index continued a pullback this week, drawing back near its 2015 average in what's shaping up as a disappointing year overall.

Ratings of personal finances and the buying climate are leading the latest downswing. The CCI's buying climate subindex has lost 3.4 points in two weeks to 36.1 on its 0-100 scale, wiping out most of its early autumn gains. Larger bi-weekly losses in this gauge have occurred only 61 times in more than 1,500 weeks of continuous polling.

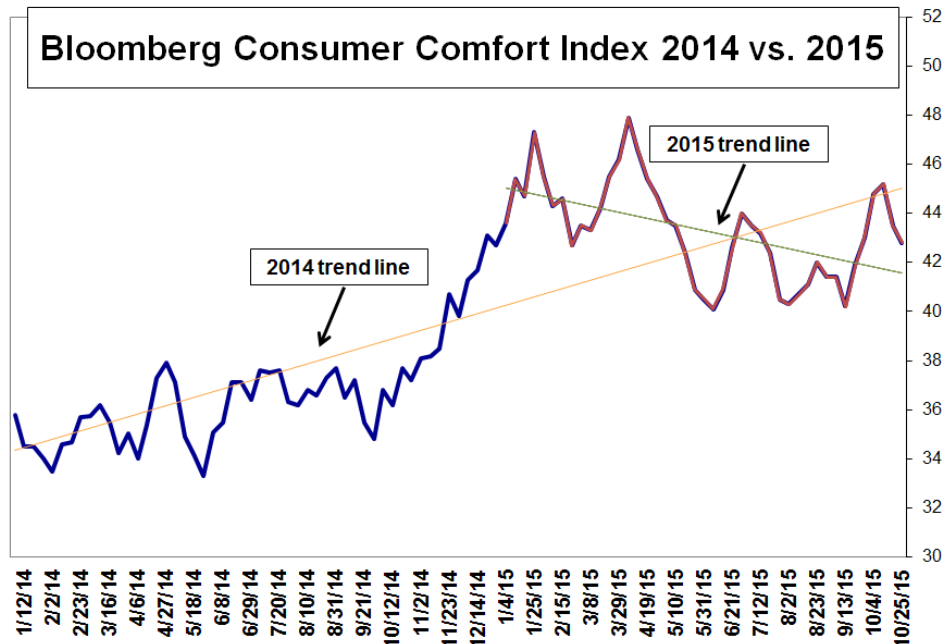
The CCI's personal finances subindex has lost 2.9 points in two weeks to 57.6, giving back more than half its recent rise. Ratings of the national economy, the index's third component, have held tougher.

At 42.8, the index overall has shed 2.4 points since mid-October, about half its gain the previous four weeks. It's close to its 2015 average, 43.3, as well as its full average, 41.7, in weekly data since late 1985. But it remains below its pre-recession average, 45.3, a benchmark for recovery.

The CCI's had a bumpy year, rising in January, March, June and September only to see corrections in February, April-May, July and October. It started the year at 43.6, similar to its current position, but the overall trend line points down.

That's a contrast to 2014, when a Q4 run-up lifted the CCI to a then pre-recession high, up 6.9 points on the year. That said, a late break for the better could turn this year around. And the index's 2015 average still is its best since 2007.

This  
 week's  
 CCI  
 42.8

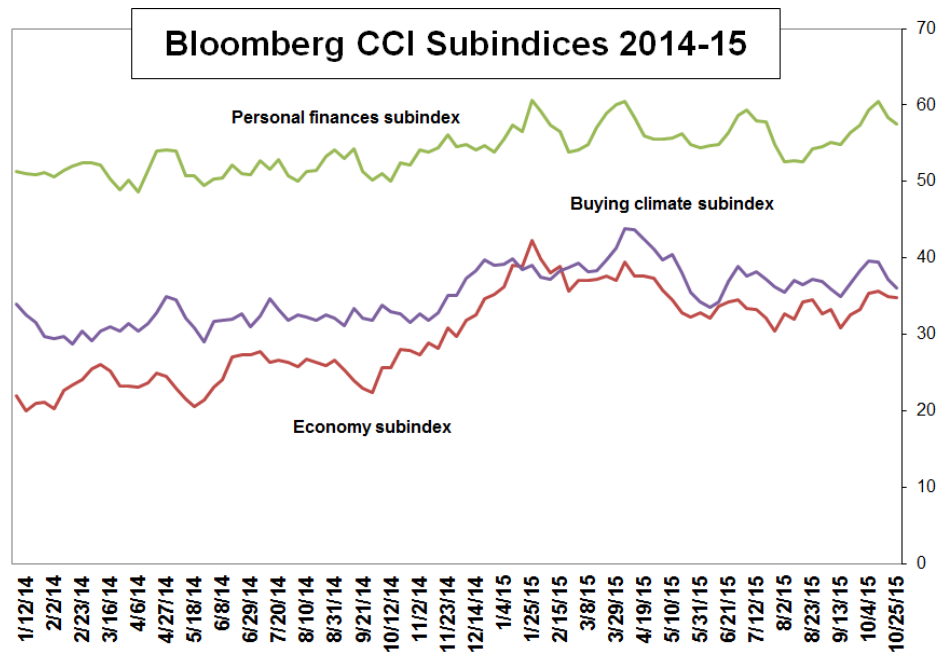


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The CCI's travails reflect a general lack of economic direction in 2015, with major indicators mixed throughout the year. Housing has been generally strong, unemployment low and gas prices dropping, but wage growth has been sluggish, with turmoil in the equity markets and international uncertainty. A Fed rate hike, once widely projected to happen this year, now seems more in question.

The CCI is produced for Bloomberg by [Langer Research Associates](#). Its national economy subindex has fared best lately, leveling off after a 4.7-point gain rather than pulling back significantly. At 34.8 it's between its average this year, 35.3, and its full average, 34.1. The buying climate subindex is 2.0 points off its yearly average; the personal finances index is numerically higher than its 2015 average, but by a non-significant 1.1 points.



The index has had an especially hard time among adults in the \$75,000-\$100,000 category, down 15.7 points in four weeks to 47.1, its low for the year. It's usually higher in this group than in the \$50,000-\$75,000 category; not so this week.

By contrast, the CCI's at a high since July among those making less than \$15,000 per year, up 8.4 points in two months to 27.3. And, at 62.1, the index among those in \$100,000-plus households has held above 60.0 for 11 consecutive weeks. It's had a longer run at that level just once since the start of the Great Recession, for 27 weeks earlier this year.

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Data summary for 10/29/2015

This week	42.8	
Last week	43.5	
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	35%	35	35	34
Personal finances	58	58	57	55
Buying climate	36	37	38	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	1%	34	39	27
Personal finances	7	50	28	14
Buying climate	3	34	47	17

	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 Oct. 25, 2015. Field work and tabulation by SSRS of Media, Pa.

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10/25/15	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	42.8	43.5	43.0	40.5	37.2	47.9	37.2	42.7
State of Economy	34.8	35.0	33.2	30.4	27.9	42.3	27.4	34.4
Personal Finances	57.6	58.4	57.4	54.9	52.2	60.7	52.2	56.1
Buying Climate	36.1	37.2	38.4	36.2	31.6	43.8	31.6	37.6
<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	44.7	45.7	47.4	45.4	38.9	53.4	38.9	46.3
Women	41.1	41.5	38.9	35.9	35.7	44.9	34.6	39.4
<b>Age:</b>								
18 - 34	46.1	46.9	45.6	45.1	38.6	52.4	36.8	45.8
35 - 44	47.8	47.0	43.5	34.4	40.9	51.2	33.4	43.0
45 - 54	36.3	41.3	44.1	38.2	30.0	45.8	30.0	38.9
55 - 64	38.3	38.8	38.5	41.2	35.0	49.4	31.1	40.3
65+	43.5	42.2	42.6	39.6	41.4	46.8	39.1	42.9
<b>Income:</b>								
Under \$15K	27.3	24.1	21.9	24.6	19.7	31.1	17.0	23.7
\$15K To \$24.9K	30.2	32.8	21.0	23.7	28.6	33.8	20.9	26.3
\$25K To \$39.9K	35.7	36.9	39.1	30.3	32.8	45.9	30.2	36.2
\$40K To \$49.9K	39.5	39.3	43.3	47.2	38.0	48.5	36.2	42.5
Under \$50K	33.2	33.6	30.4	31.2	29.2	36.5	27.7	31.6
Over \$50K	53.8	55.4	59.5	52.0	48.7	62.3	48.7	56.8
\$50K To \$74.9K	50.6	53.5	50.6	47.2	39.4	55.2	39.4	48.7
\$75K To \$99.9K	47.1	49.2	62.8	54.6	48.1	64.9	46.3	55.4
Over \$100K	62.1	62.9	64.4	55.9	56.9	74.1	55.9	64.8
<b>Region:</b>								
Northeast	44.9	42.0	44.0	36.5	41.2	52.1	36.0	42.7
Midwest	39.8	39.8	39.7	42.6	40.1	51.4	38.3	43.9
South	44.9	46.3	43.4	37.6	35.4	48.3	35.2	40.9
West	40.6	43.7	44.6	46.4	34.5	52.2	34.5	44.5
<b>Race:</b>								
White	42.6	42.5	44.8	41.2	38.3	47.4	38.3	43.1
Black	45.2	45.8	33.6	35.9	33.4	49.3	29.4	39.3
<b>Politics:</b>								
Republican	41.1	40.9	43.2	39.8	36.4	47.8	36.1	41.4
Democrat	48.2	49.8	50.0	45.3	43.8	54.2	42.4	48.3
Independent	40.4	40.7	40.0	39.8	33.1	47.3	33.1	40.7
<b>Education:</b>								
< High School	29.0	27.3	29.5	31.1	18.0	35.7	15.6	27.1
High Sch. Grad.	39.1	39.5	36.1	37.3	32.7	42.3	32.7	37.1
College +	47.9	49.3	49.8	44.5	44.1	53.7	44.1	49.1
<b>Home:</b>								
Own	46.8	46.4	47.6	42.3	40.4	53.2	40.4	46.8
Rent	37.4	39.3	35.1	38.1	32.3	42.0	29.1	36.2
<b>Marital Status:</b>								
Single	41.3	40.8	39.2	45.4	38.2	48.6	35.6	41.9
Married	47.3	47.9	48.6	40.9	39.6	53.6	39.6	46.2
Sep/Wid/Div	32.2	35.3	32.7	31.1	27.7	41.6	27.3	33.5
<b>Employ. Status:</b>								
Full-Time	48.0	49.3	52.2	47.0	41.9	56.8	41.9	49.4
Part-Time	44.1	45.2	36.3	37.9	37.0	50.4	26.3	40.2
Not Employed	36.4	36.5	34.4	34.0	31.6	41.9	31.1	35.7

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