

Bloomberg® Consumer Comfort Index™



Weekly Data Report

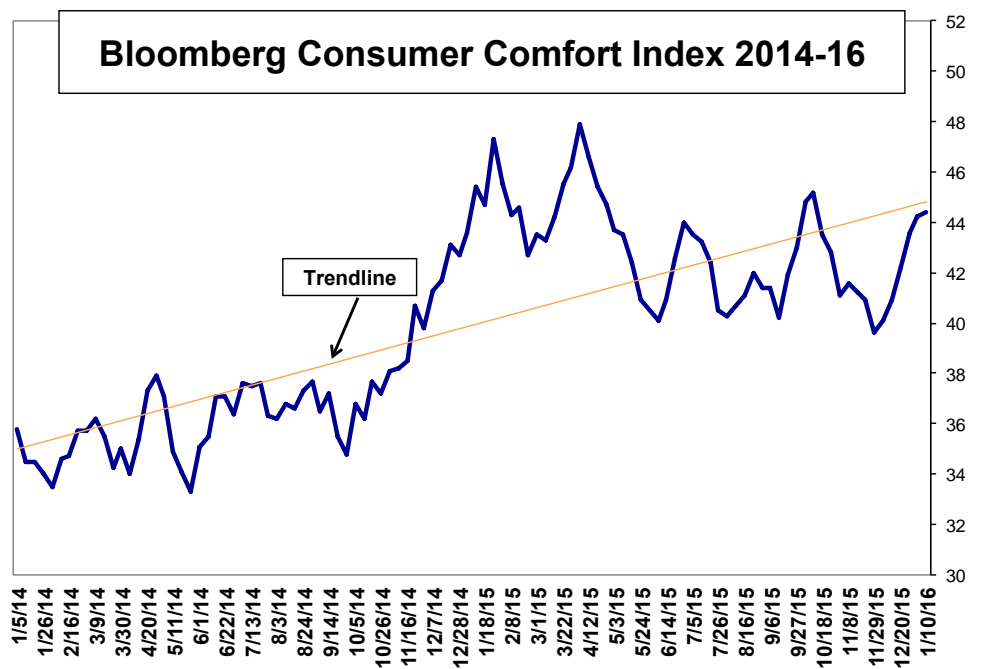
*Embargoed for release:
 9:45 a.m. Thursday,
 Jan. 14, 2016*

The Bloomberg Consumer Comfort Index took a breather from its recent ascent this week, still managing a three-month high on the strength of improved ratings of the national economy – and reaching an eight-month peak among higher-income Americans.

The CCI is at 44.4 on its 0-100 scale this week, nearly unchanged from last week's 44.2 and close to its 2015 average, 42.9. It's up 4.8 points from its 2015 low, 39.6, at the end of November, surpassing its long-term average since late 1985, 41.7. It's still numerically shy of its average before the Great Recession, 45.3 – but not by much.

Improved perceptions of the nation's economy have been key to the recent climb, with the CCI's national economy subindex rising 7.4 points in four weeks to its highest since early April, 38.0. A larger four-week increase has happened just 11 times in more than 30 years of continuous weekly polling, and not since 2004.

This
 week's
 CCI
 44.4



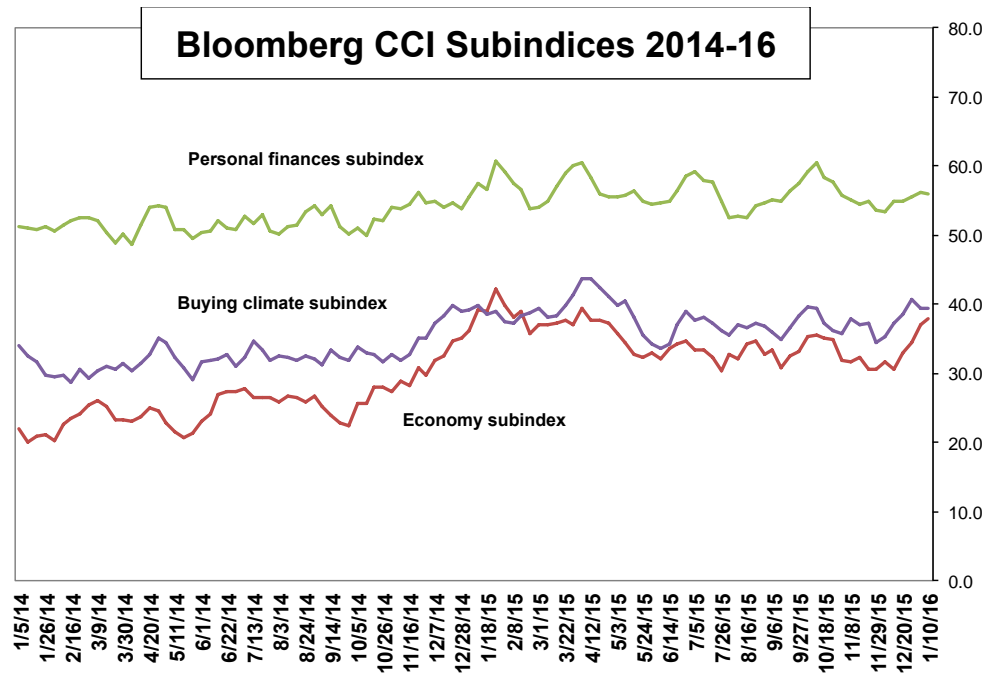
The past month's sharp advance in views of the national economy foreshadowed last week's exceptionally strong December jobs report. That said, after three weeks of significant advances – +2.4, +1.5 and +2.5 – the economy subindex is a non-significant +1.0 this week. That could reflect last week's equities rout led by turmoil in the Chinese markets, as well as more muted numbers from this week's Job Openings and Labor Turnover Survey.

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Beyond views of the national economy, the CCI, produced by [Langer Research Associates](#), measures Americans' perceptions of their personal finances and the buying climate. Both these subindexes are flat vs. last week.

- The personal finances subindex, essentially unchanged this week (-0.3, to 55.9) is up 2.5 points from its most recent trough in early December. It remains well off its post-recession high nearly a year ago, 60.7, and essentially matches its 1985-2016 average, 55.2.
- This week's buying climate subindex is identical to last week's, 39.4, extending its pause for a second week after increasing 6.1 points during the holiday shopping season. It's 1.5 points higher than its 2015 average, 37.9, and 3.7 points above its long-term average.



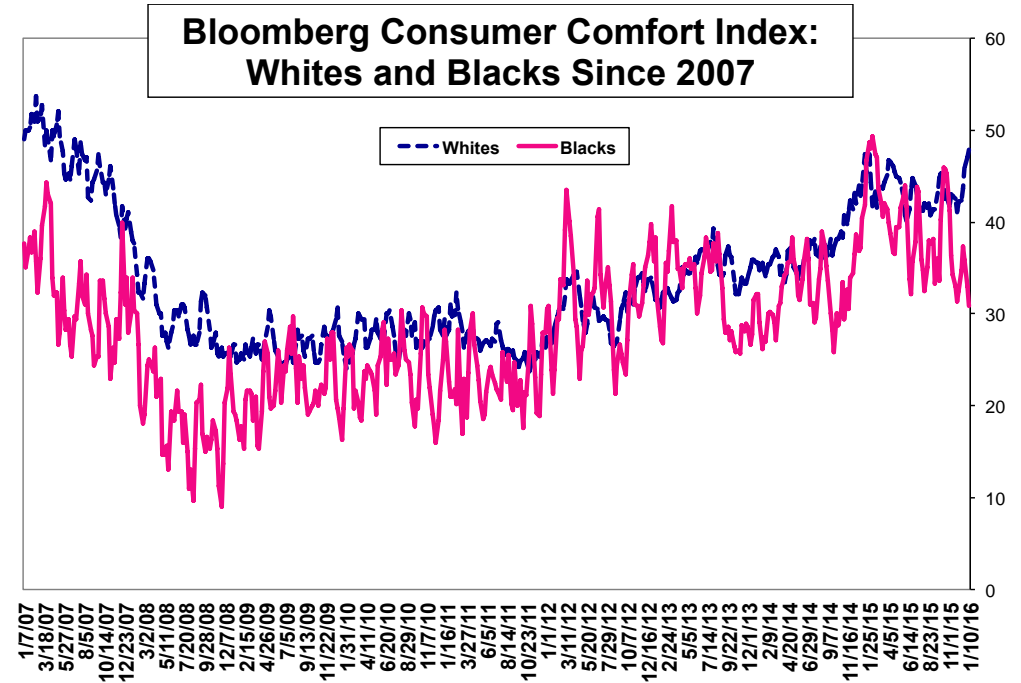
Among groups, the CCI is its highest since 2007 among whites, 47.9, up 6.8 points since the end of November and 4.5 points above its 2015 average. In contrast, it's its lowest in more than a year among blacks, 30.9, pushing the black-white gap to its largest (17.0 points) since the waning days of the Bush administration. The index is 35.7 among Hispanics, a bit off its 2015 average, 39.1.

The CCI hit the 70.0-point mark among \$100,000 plus earners for the first time in eight months this week, up 11.4 points since the beginning of December. The index in the \$50,000-\$100,000 group, now 59.2, is up 8.2 points; there's been essentially no movement among Americans earning less than \$50,000.

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After spending most of Barack Obama's second term as the more pessimistic partisan group, election-year hopes may be instilling greater confidence among the GOP faithful. The CCI for Republicans, 46.7, is numerically higher than it is among Democrats, 45.5, for the fourth time in five weeks. That's only happened 14 times in weekly polling since Obama's second term began in 2013.



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Data summary for 1/14/2016

| | | |
|---------------------|------|--|
| This week | 44.4 | |
| Last week | 44.2 | |
| 2015 high | 47.9 | April 5 |
| 2015 low | 39.6 | Nov. 29 |
| 2015 average | 42.9 | |
| 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:

| Positive ratings of: | This week | Last week | Average | Average |
|----------------------|-----------|-----------|---------|---------|
| | | | 2015 | '85-'16 |
| National economy | 38% | 37 | 35 | 34 |
| Personal finances | 56 | 56 | 56 | 55 |
| Buying climate | 39 | 39 | 38 | 36 |

| Full ratings of: | Excel | | Not so | |
|-------------------|-------|------|--------|------|
| | -lent | Good | Good | Poor |
| National economy | 2% | 36 | 37 | 25 |
| Personal finances | 7 | 49 | 31 | 13 |
| Buying climate | 2 | 37 | 42 | 19 |

| | 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 Jan. 10, 2016. Field work and tabulation by SSRS of Media, Pa.

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| 01/10/16 | 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 | 44.4 | 44.2 | 40.9 | 45.2 | 45.4 | 47.9 | 39.6 | 43.0 |
| State of Economy | 38.0 | 37.0 | 30.6 | 35.6 | 39.1 | 42.3 | 30.4 | 34.8 |
| Personal Finances | 55.9 | 56.2 | 54.9 | 60.5 | 57.4 | 60.7 | 52.6 | 56.2 |
| Buying Climate | 39.4 | 39.4 | 37.2 | 39.5 | 39.9 | 43.8 | 33.5 | 38.0 |
| OVERALL INDEX BY DEMOGRAPHIC GROUPS | | | | | | | | |
| Sex: | | | | | | | | |
| Men | 48.4 | 48.6 | 43.0 | 47.6 | 50.4 | 53.4 | 41.2 | 46.5 |
| Women | 40.7 | 40.0 | 38.9 | 43.0 | 40.8 | 44.9 | 34.6 | 39.7 |
| Age: | | | | | | | | |
| 18 - 34 | 46.7 | 49.0 | 49.7 | 48.9 | 50.1 | 52.4 | 42.0 | 46.8 |
| 35 - 44 | 46.4 | 46.1 | 39.1 | 48.4 | 45.1 | 51.2 | 33.4 | 43.0 |
| 45 - 54 | 34.6 | 34.8 | 38.3 | 42.9 | 40.7 | 45.8 | 33.6 | 38.9 |
| 55 - 64 | 48.2 | 48.0 | 34.3 | 40.4 | 44.4 | 49.4 | 31.1 | 40.6 |
| 65+ | 44.7 | 39.8 | 36.2 | 45.4 | 42.3 | 46.8 | 36.2 | 42.7 |
| Income: | | | | | | | | |
| Under \$15K | 29.8 | 28.5 | 25.9 | 22.7 | 27.3 | 32.2 | 18.9 | 24.9 |
| \$15K To \$24.9K | 24.1 | 23.1 | 26.3 | 30.1 | 30.3 | 33.8 | 20.9 | 26.0 |
| \$25K To \$39.9K | 30.0 | 29.9 | 33.6 | 40.4 | 37.6 | 45.9 | 29.4 | 36.0 |
| \$40K To \$49.9K | 39.6 | 48.3 | 43.7 | 42.5 | 45.0 | 48.5 | 36.0 | 42.8 |
| Under \$50K | 30.0 | 30.7 | 31.6 | 34.5 | 34.4 | 36.5 | 28.3 | 31.9 |
| Over \$50K | 62.4 | 62.3 | 55.3 | 58.8 | 60.7 | 62.4 | 50.9 | 57.0 |
| \$50K To \$74.9K | 59.2 | 60.1 | 52.6 | 55.1 | 51.5 | 60.1 | 42.8 | 49.9 |
| \$75K To \$99.9K | 59.1 | 54.9 | 49.7 | 55.8 | 64.9 | 64.9 | 43.7 | 55.2 |
| Over \$100K | 70.0 | 69.9 | 62.7 | 63.5 | 66.9 | 74.1 | 55.9 | 64.7 |
| Region: | | | | | | | | |
| Northeast | 48.9 | 49.1 | 45.5 | 43.7 | 42.9 | 52.1 | 35.4 | 42.9 |
| Midwest | 46.7 | 46.8 | 43.8 | 39.7 | 48.8 | 51.4 | 38.3 | 44.2 |
| South | 40.2 | 40.2 | 34.0 | 48.0 | 43.3 | 48.3 | 34.0 | 40.8 |
| West | 45.7 | 44.3 | 45.5 | 46.9 | 47.8 | 52.2 | 38.6 | 45.4 |
| Race: | | | | | | | | |
| White | 47.9 | 47.1 | 42.3 | 44.5 | 47.4 | 47.9 | 40.1 | 43.5 |
| Black | 30.9 | 33.0 | 34.7 | 45.9 | 41.8 | 49.3 | 30.9 | 39.2 |
| Politics: | | | | | | | | |
| Republican | 46.7 | 47.7 | 40.9 | 44.6 | 43.7 | 47.8 | 36.4 | 42.1 |
| Democrat | 45.5 | 44.9 | 40.8 | 52.2 | 46.4 | 54.2 | 40.8 | 47.9 |
| Independent | 44.0 | 44.4 | 42.1 | 41.5 | 46.3 | 47.3 | 37.7 | 41.4 |
| Education: | | | | | | | | |
| < High School | 26.9 | 25.0 | 28.0 | 29.2 | 30.5 | 35.7 | 20.8 | 28.7 |
| High Sch. Grad. | 39.0 | 40.0 | 32.8 | 38.9 | 38.5 | 42.3 | 29.9 | 36.9 |
| College + | 52.1 | 51.2 | 49.0 | 52.3 | 51.7 | 53.7 | 44.5 | 49.5 |
| Home: | | | | | | | | |
| Own | 49.5 | 50.2 | 44.1 | 47.2 | 50.9 | 53.2 | 41.6 | 47.0 |
| Rent | 36.3 | 34.4 | 36.1 | 42.0 | 36.3 | 42.0 | 31.0 | 36.8 |
| Marital Status: | | | | | | | | |
| Single | 36.7 | 39.8 | 46.1 | 40.7 | 45.5 | 48.6 | 35.6 | 42.1 |
| Married | 51.4 | 50.0 | 42.5 | 50.7 | 49.6 | 53.6 | 40.0 | 46.6 |
| Sep/Wid/Div | 36.0 | 32.8 | 27.9 | 36.0 | 32.9 | 41.6 | 27.8 | 33.6 |
| Employ. Status: | | | | | | | | |
| Full-Time | 50.8 | 52.1 | 49.1 | 50.0 | 52.5 | 56.8 | 43.8 | 49.8 |
| Part-Time | 41.8 | 44.1 | 40.8 | 50.4 | 48.7 | 50.4 | 26.3 | 40.2 |
| Not Employed | 37.9 | 35.5 | 32.3 | 38.3 | 36.3 | 41.9 | 31.7 | 36.0 |

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