

Bloomberg® Consumer Comfort Index™



Weekly Data Report

*Embargoed for release:
 9:45 a.m. Thursday,
 April 7, 2016*

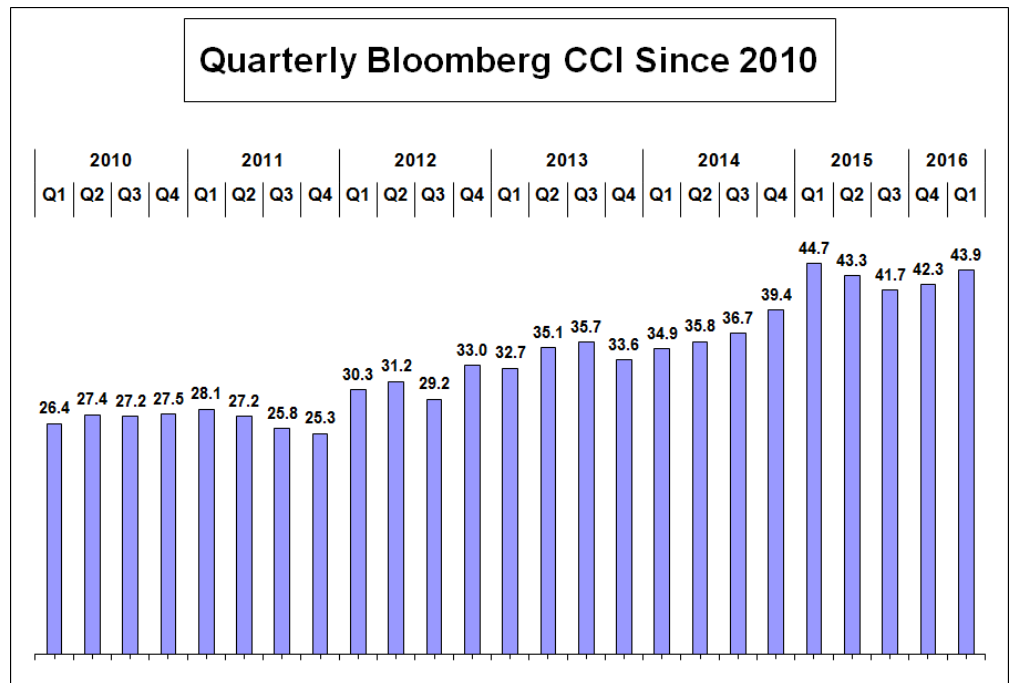
The Bloomberg Consumer Comfort Index ended an unusually flat first quarter on a sour note this week, reaching a new low for the year amid worsening ratings of personal finances – with deteriorating confidence, in particular, among Republicans.

The CCI's personal finances subindex has dropped 1.7 points in two weeks, joining earlier losses in Americans' ratings of the national economy (unchanged this week but down 3.3 points in the previous three weeks) and the buying climate. The latter two, like the full index, are at 2016 lows.

The CCI overall, 42.6 on its 0-100 scale, is down 1.7 points since mid-March after holding in a tight 1.0-point range for 13 weeks straight. Only one other quarter has been this flat in ongoing data since late 1985 – Q1 1995.

Even though the quarter was a challenging one for progress, the index is stalled at a relatively high level compared with recent years. This quarter was its second best, after Q1 2015, since the start of the Great Recession.

This
 week's
 CCI
 42.6



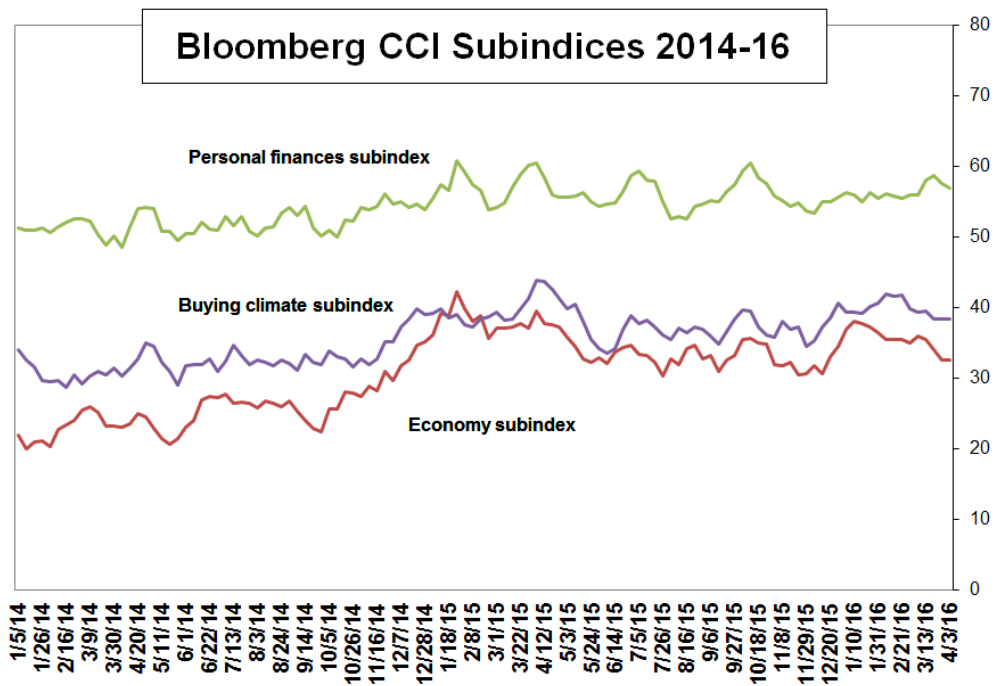
These latest results follow a generally positive jobs report. But jobs growth to some extent has been concentrated in low-paying retail and restaurant jobs, underemployment is up and wage growth remains a persistent consumer woe.

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

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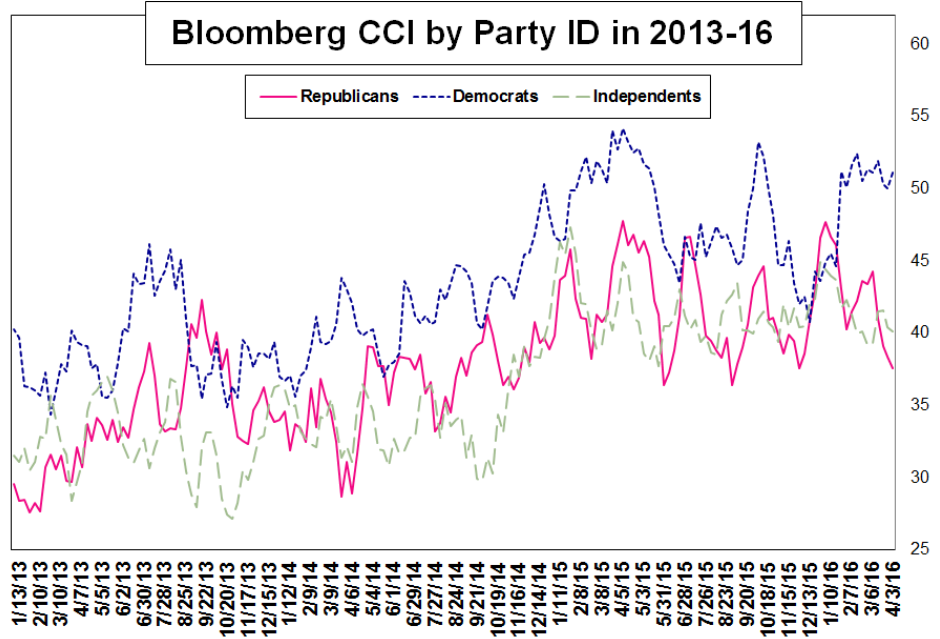
- The personal finances subindex, 56.9 this week, returned closer to its 2016 average, 56.4, after reaching a five-month high two weeks ago. It's 1.6 points off its long-term average the past 30 years.
- The national economy subindex, unchanged this week at 32.6, is 5.4 points off its high for the year in mid-January, 3.0 points below its 2016 average and 1.5 points below its full average.
- At 38.3 the buying climate subindex is unchanged for a third straight week at a three-month low, down 3.4 points since mid-February. It's 2.5 points above its full average, 35.8, but 1.5 points below its 2016 average, 39.8.



Among groups, the CCI's political divide deepened this week. The index fell to a four-month low, 37.6, among Republicans, vs. 51.1 among Democrats. The 13.5-point gap between the parties is its largest in two years.

Reflecting their contentious presidential primary contest, consumer sentiment has tracked downward among Republicans all year, with the CCI shedding 10.1 points in this group from a nine-month high at the start of 2016. It's lost ground more slightly among independents – down 4.3 points this year to 40.1 – while holding essentially steady among Democrats following sharp gains in January.

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Mirroring the CCI's yearly low this week, the index also is its lowest of the year among seniors (38.0) and whites (42.4), and at least four-month lows among Hispanics (34.7), women (38.2), Midwesterners (41.6) and 18- to 34-year-olds (45.1).

Finally, reflecting the association of education with economic opportunities, the index is at a three-and-a-half month low, 32.9, among high school graduates, while it's a nearly one-year high, 52.6, among college graduates.

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Data summary for 4/7/2016

This week	42.6	
Last week	42.8	
2016 high	44.6	Jan. 24
2016 low	42.6	April 3
2016 average	43.9	
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 2016	Average '85-'16
Positive ratings of:				
National economy	33%	33	36	34
Personal finances	57	58	56	55
Buying climate	38	38	40	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	31	42	25
Personal finances	7	50	29	14
Buying climate	3	35	41	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 April 3, 2016. Field work and tabulation by SSRS of Media, Pa.

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04/03/16	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	42.6	42.8	43.8	44.2	47.9	47.9	39.6	42.8
State of Economy	32.6	32.6	35.9	37.0	39.5	39.5	30.4	34.1
Personal Finances	56.9	57.6	55.9	56.2	60.5	60.5	52.6	56.0
Buying Climate	38.3	38.3	39.4	39.4	43.8	43.8	33.5	38.2
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	47.4	46.7	48.5	48.6	53.4	53.4	41.2	46.4
Women	38.2	39.2	39.4	40.0	42.8	43.4	34.6	39.4
Age:								
18 - 34	45.1	46.3	49.8	49.0	52.4	52.4	42.0	47.0
35 - 44	50.6	48.0	38.1	46.1	49.9	51.2	33.4	42.2
45 - 54	37.0	35.6	41.9	34.8	42.0	47.3	33.6	39.2
55 - 64	44.3	46.1	44.0	48.0	44.1	48.2	31.1	40.3
65+	38.0	38.7	39.9	39.8	46.8	46.8	36.2	42.2
Income:								
Under \$15K	23.4	22.9	25.6	28.5	25.7	32.2	18.9	25.0
\$15K To \$24.9K	27.0	29.5	29.5	23.1	32.6	32.8	20.9	25.7
\$25K To \$39.9K	30.9	35.7	40.5	29.9	42.1	42.1	29.4	35.7
\$40K To \$49.9K	46.2	46.2	37.2	48.3	45.9	48.5	36.0	42.4
Under \$50K	30.3	32.1	32.9	30.7	36.1	36.1	28.3	31.6
Over \$50K	58.0	57.1	58.5	62.3	60.8	62.4	50.9	57.0
\$50K To \$74.9K	48.9	51.5	50.8	60.1	52.3	60.1	42.8	50.1
\$75K To \$99.9K	50.0	49.7	55.3	54.9	59.1	62.8	43.7	54.9
Over \$100K	70.6	67.4	67.8	69.9	71.0	74.1	55.9	64.8
Region:								
Northeast	46.8	46.2	42.2	49.1	43.3	52.1	35.4	43.6
Midwest	41.6	44.0	44.5	46.8	49.3	51.2	38.3	44.0
South	42.2	39.8	41.2	40.2	48.3	48.3	34.0	40.5
West	41.1	43.9	48.4	44.3	49.7	50.1	38.6	44.6
Race:								
White	42.4	42.9	43.5	47.1	46.8	47.9	40.1	43.5
Black	41.4	38.2	43.1	33.0	39.9	46.9	30.2	38.4
Politics:								
Republican	37.6	38.4	44.3	47.7	47.8	47.8	36.4	41.9
Democrat	51.1	50.0	51.1	44.9	54.2	54.2	40.8	47.9
Independent	40.1	40.4	39.3	44.4	44.9	44.9	37.7	41.0
Education:								
< High School	24.2	28.4	36.7	25.0	35.7	37.5	22.0	29.5
High Sch. Grad.	32.9	33.5	38.9	40.0	42.3	42.3	29.9	36.7
College +	52.6	51.8	48.6	51.2	53.7	53.7	44.5	49.3
Home:								
Own	46.2	46.5	48.3	50.2	51.6	51.6	41.6	46.7
Rent	36.8	38.1	38.0	34.4	41.7	42.0	31.0	37.0
Marital Status:								
Single	43.5	43.6	47.0	39.8	45.6	49.0	35.6	42.2
Married	46.5	47.1	47.8	50.0	52.5	52.5	40.0	46.5
Sep/Wid/Div	28.1	28.2	28.2	32.8	37.0	41.6	27.8	32.6
Employ. Status:								
Full-Time	50.6	50.6	50.8	52.1	56.8	56.8	43.8	50.0
Part-Time	38.3	42.2	39.9	44.1	42.1	50.4	26.3	39.6
Not Employed	35.6	34.7	37.9	35.5	38.6	38.6	31.7	35.7

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