

Bloomberg® Consumer Comfort Index™



Weekly Data Report

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 May 12, 2016*

Americans' ratings of the national economy dropped this week, joining last week's declines in views of personal finances and the buying climate to push the Bloomberg Consumer Comfort Index to a new low for the year.

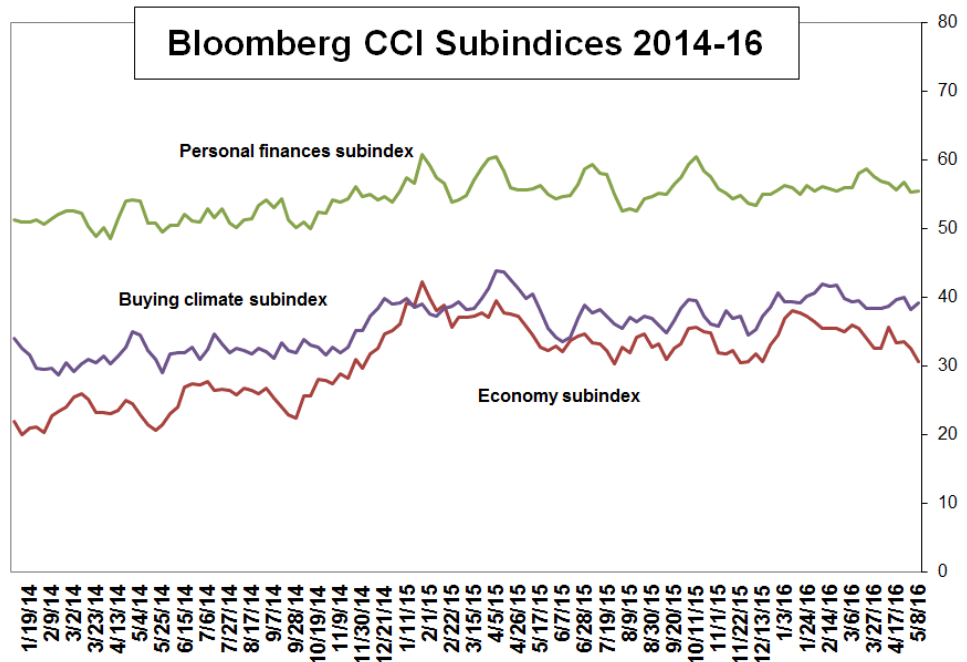
The index, 41.7 on its 0-100 scale, is at a nearly five-month low, down 1.7 points in two weeks to a level 1.9 points below its 2016 average. The loss follows an unusually long period of stability earlier in the year.

It could be – and has been – far worse: The CCI now exactly matches its long-term average in weekly data since late 1985, and it's still managing its best year since the Great Recession. But it's struggling nonetheless.

The index, produced by [Langer Research Associates](#), is based on a national, random-sample survey of Americans' ratings of the national economy, their personal finances and the buying climate. Among them:

- The national economy subindex lost 2.0 points this week to 30.6, its lowest since mid-December and more than 3 points below its 2016 and long-term averages alike. It's been this weak just five times in the last 12 months.

This
 week's
 CCI
 41.7



- After sustaining a 1.5-point drop last week, the personal finances subindex held steady this week at 55.4, down 3.2 points from its 2016 high in mid-March. This subindex, historically the strongest of the three, remains close to its yearly (56.3) and long-term (55.3) averages.

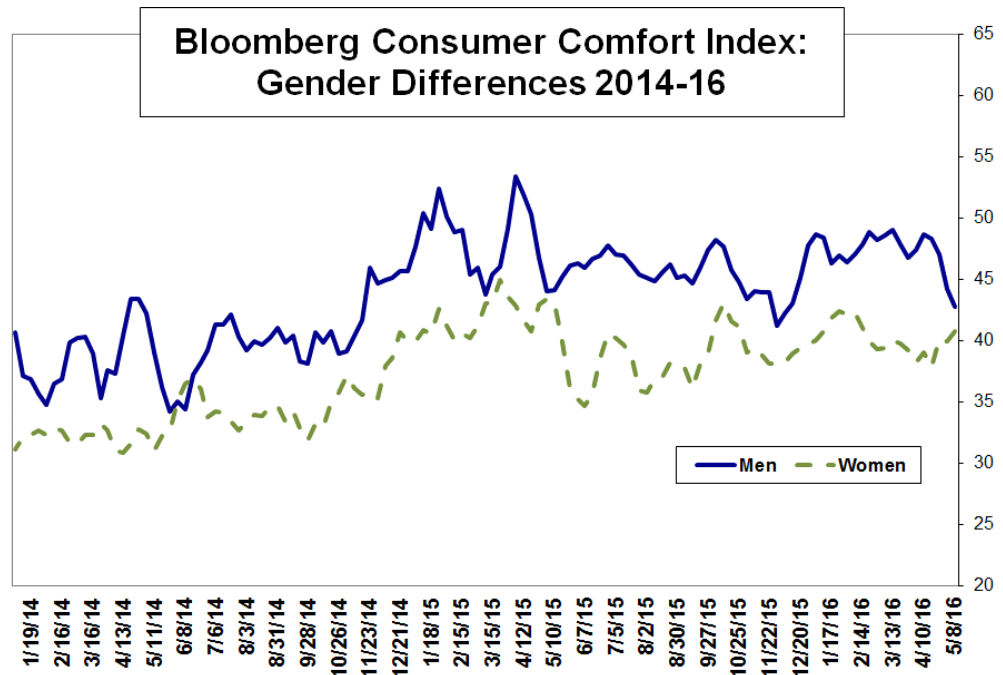
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- The buying climate subindex, 39.1, also steadied this week after falling 1.8 points last week. Though well above its historical average, 35.8, it's down 2.8 points from a nine-and-a-half-month high in mid-February.

The start of the CCI's current rough patch anticipated last week's April jobs report, with weak growth or even contraction in hiring across some major industries and overall payroll growth below expectations.

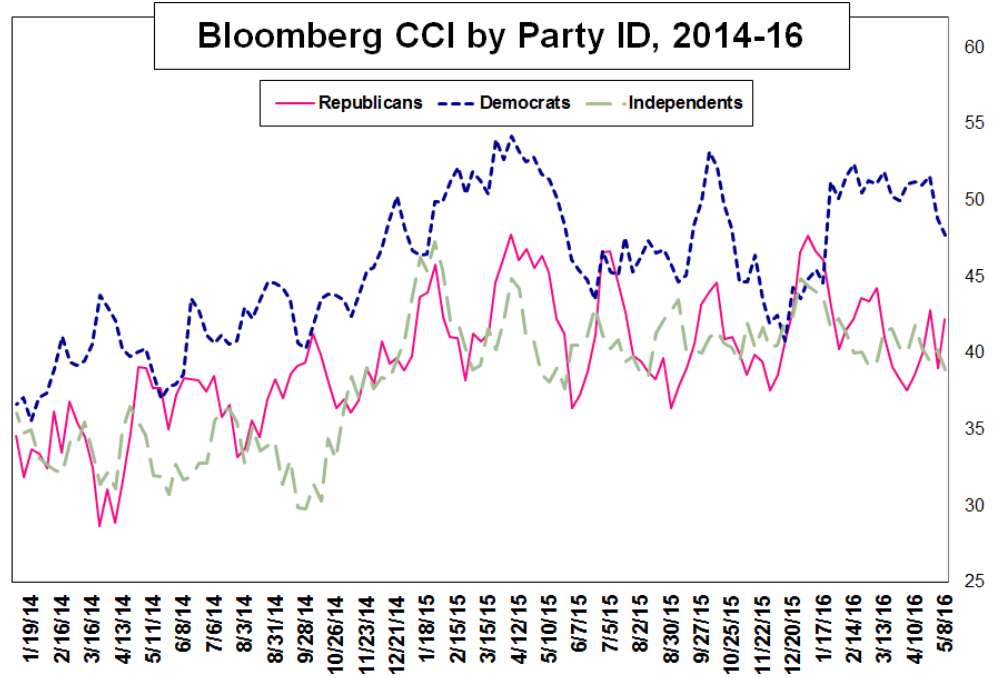
The index's overall decline includes some notable shifts among groups. Those include counter-trends by gender – a five-month low among men, 42.7, vs. a more than two-month high among women, 40.7. The resulting 2.0-point gender gap is its smallest in a year, and it's been this small or smaller in just 6 percent of results in more than 1,300 weeks of continuous CCI data.



The virtual wrap-up of the presidential primary season includes some letdowns. The CCI hit a nine-month low this week among political independents, 38.9, and a three-and-a-half month low among Democrats, 47.7. It's been steady lately among Republicans, now 42.2, after falling earlier this year. The partisan gap, 5.5 points, is its smallest in three and a half months, after a period in which the CCI generally was higher among Democrats than Republicans by double- or near double-digit margins.

Reflecting its low for the year, the CCI also hit 2016 lows among 55- to 64-year-olds (33.4), Northeasterners (41.2), whites (42.4), homeowners (44.0), married adults (44.1), full-time workers (46.8) and those earning more than \$100,000 (60.5).

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Data summary for 5/12/2016

| | | |
|---------------------|------|--|
| This week | 41.7 | |
| Last week | 42.0 | |
| 2016 high | 44.6 | Jan. 24 |
| 2016 low | 41.7 | May 8 |
| 2016 average | 43.6 | |
| 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 | 31% | 33 | 35 | 34 |
| Personal finances | 55 | 55 | 56 | 55 |
| Buying climate | 39 | 38 | 40 | 36 |

| | Excel -lent | Good | Not so Good | Poor |
|-------------------|----------------|------|----------------|------|
| Full ratings of: | | | | |
| National economy | 3% | 28 | 42 | 28 |
| Personal finances | 7 | 49 | 31 | 14 |
| Buying climate | 4 | 36 | 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 May 8, 2016. Field work and tabulation by SSRS of Media, Pa.

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| 05/08/16 | 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 | 41.7 | 42.0 | 43.6 | 44.5 | 43.5 | 45.2 | 39.6 | 42.5 |
| State of Economy | 30.6 | 32.6 | 35.6 | 35.5 | 34.5 | 38.0 | 30.4 | 33.7 |
| Personal Finances | 55.4 | 55.3 | 56.6 | 56.1 | 55.7 | 60.5 | 52.6 | 55.9 |
| Buying Climate | 39.1 | 38.2 | 38.7 | 41.9 | 40.4 | 41.9 | 33.5 | 37.9 |

OVERALL INDEX BY DEMOGRAPHIC GROUPS

| | | | | | | | | |
|------------------------|------|------|------|------|------|------|------|------|
| Sex: | | | | | | | | |
| Men | 42.7 | 44.2 | 48.6 | 47.0 | 44.1 | 49.0 | 41.2 | 46.1 |
| Women | 40.7 | 39.9 | 39.0 | 42.3 | 43.0 | 43.0 | 34.6 | 39.1 |
| Age: | | | | | | | | |
| 18 - 34 | 47.8 | 44.2 | 45.8 | 46.6 | 46.2 | 51.8 | 42.0 | 46.7 |
| 35 - 44 | 44.4 | 48.4 | 50.6 | 43.5 | 46.3 | 51.1 | 33.4 | 42.2 |
| 45 - 54 | 37.9 | 39.8 | 41.1 | 47.2 | 37.3 | 47.3 | 33.6 | 39.2 |
| 55 - 64 | 33.4 | 35.6 | 40.7 | 39.2 | 40.5 | 48.2 | 31.1 | 39.8 |
| 65+ | 40.5 | 39.9 | 39.3 | 43.7 | 46.7 | 46.7 | 36.2 | 41.7 |
| Income: | | | | | | | | |
| Under \$15K | 23.1 | 23.8 | 24.2 | 24.8 | 19.1 | 32.2 | 18.9 | 25.0 |
| \$15K To \$24.9K | 28.6 | 25.9 | 27.0 | 27.3 | 23.8 | 32.8 | 20.9 | 25.5 |
| \$25K To \$39.9K | 33.7 | 35.8 | 33.7 | 39.2 | 39.1 | 40.7 | 29.4 | 35.2 |
| \$40K To \$49.9K | 45.2 | 47.2 | 46.2 | 43.3 | 48.5 | 48.5 | 36.0 | 42.5 |
| Under \$50K | 31.7 | 32.5 | 31.8 | 32.8 | 31.4 | 34.5 | 28.3 | 31.4 |
| Over \$50K | 54.3 | 53.4 | 58.2 | 59.5 | 59.1 | 62.4 | 50.9 | 56.6 |
| \$50K To \$74.9K | 49.6 | 47.5 | 51.3 | 49.6 | 50.0 | 60.1 | 42.8 | 50.1 |
| \$75K To \$99.9K | 49.4 | 49.9 | 52.6 | 62.3 | 57.8 | 62.8 | 43.7 | 54.4 |
| Over \$100K | 60.5 | 61.1 | 69.6 | 66.0 | 67.8 | 70.6 | 55.9 | 64.0 |
| Region: | | | | | | | | |
| Northeast | 41.2 | 43.8 | 48.0 | 45.5 | 42.1 | 52.1 | 35.4 | 43.7 |
| Midwest | 44.1 | 43.8 | 42.9 | 49.7 | 47.1 | 51.2 | 38.3 | 43.6 |
| South | 40.8 | 41.3 | 41.9 | 43.8 | 38.0 | 48.0 | 34.0 | 40.3 |
| West | 41.5 | 40.3 | 43.6 | 40.4 | 50.1 | 50.1 | 38.6 | 44.0 |
| Race: | | | | | | | | |
| White | 42.4 | 42.8 | 44.0 | 44.7 | 44.8 | 47.9 | 40.1 | 43.2 |
| Black | 37.9 | 40.4 | 43.0 | 44.1 | 39.5 | 46.9 | 30.2 | 38.6 |
| Politics: | | | | | | | | |
| Republican | 42.2 | 39.0 | 38.6 | 41.5 | 45.3 | 47.7 | 36.4 | 41.3 |
| Democrat | 47.7 | 48.8 | 51.2 | 51.6 | 51.4 | 53.2 | 40.8 | 47.6 |
| Independent | 38.9 | 40.2 | 41.8 | 41.3 | 38.1 | 44.9 | 37.7 | 40.9 |
| Education: | | | | | | | | |
| < High School | 27.0 | 23.6 | 25.5 | 34.7 | 30.3 | 37.5 | 22.0 | 28.7 |
| High Sch. Grad. | 33.3 | 34.8 | 35.0 | 37.6 | 37.7 | 40.9 | 29.9 | 36.2 |
| College + | 50.2 | 50.6 | 52.6 | 51.2 | 49.5 | 52.6 | 44.5 | 49.3 |
| Home: | | | | | | | | |
| Own | 44.0 | 44.7 | 48.4 | 48.1 | 48.1 | 50.2 | 41.6 | 46.3 |
| Rent | 37.3 | 37.7 | 36.3 | 39.3 | 35.4 | 42.0 | 31.0 | 36.8 |
| Marital Status: | | | | | | | | |
| Single | 44.0 | 40.0 | 41.4 | 41.4 | 41.7 | 49.0 | 35.6 | 42.0 |
| Married | 44.1 | 46.7 | 49.0 | 51.0 | 47.4 | 51.4 | 40.0 | 46.2 |
| Sep/Wid/Div | 31.3 | 32.1 | 30.1 | 30.5 | 35.7 | 41.6 | 27.8 | 32.3 |
| Employ. Status: | | | | | | | | |
| Full-Time | 46.8 | 48.3 | 52.5 | 53.7 | 49.8 | 54.8 | 43.8 | 49.6 |
| Part-Time | 37.7 | 37.2 | 39.3 | 40.5 | 42.2 | 50.4 | 26.3 | 39.0 |
| Not Employed | 36.9 | 35.9 | 35.1 | 36.3 | 37.0 | 38.3 | 31.7 | 35.7 |

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