

Bloomberg® Consumer Comfort Index™



Weekly Data Report

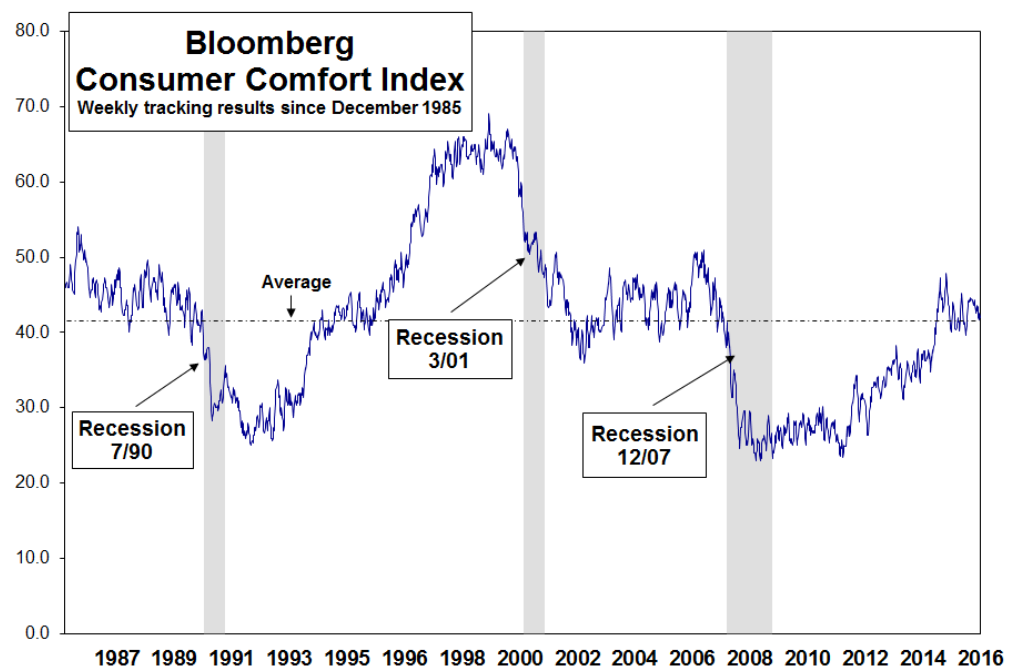
*Embargoed for release:
9:45 a.m. Thursday,
May 26, 2016*

Consumer sentiment continues to struggle in the latest Bloomberg Consumer Comfort Index, a hair's breadth from its 2016 low this week, with near-lows for the year in Americans' views of the economy and their personal finances alike.

At 42.0 on its 0-100 scale, the CCI is tied for its second lowest this year, just 0.3 points from its low from two weeks ago. Despite holding in the 40s, it's failed to gain any momentum in the last five months.

Indeed the CCI's general stability this year has positive and negative aspects. On the plus side, it's maintained its hard-fought gains since the Great Recession and the long trough that followed. Its 2016 average to date, 43.5, is slightly better than 2015's 42.9 and up from the 30s from 2012 to 2014 and the 20s from 2008 to 2011.

This
week's
CCI
42.0



On the negative side, the year to date has seen no further progress. From a start of 44.2 (2.2 points better than now) the index has held in a tight 2.9-point range all year, never straying beyond 41.7 to 44.6, the lowest January-to-May variability in its 30-year history. The CCI still is playing catch-up with its pre-recession levels (e.g., 44.8 in 2007 and 45.2 in 2006), let alone its 50s and 60s from 1997 to 2001.

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

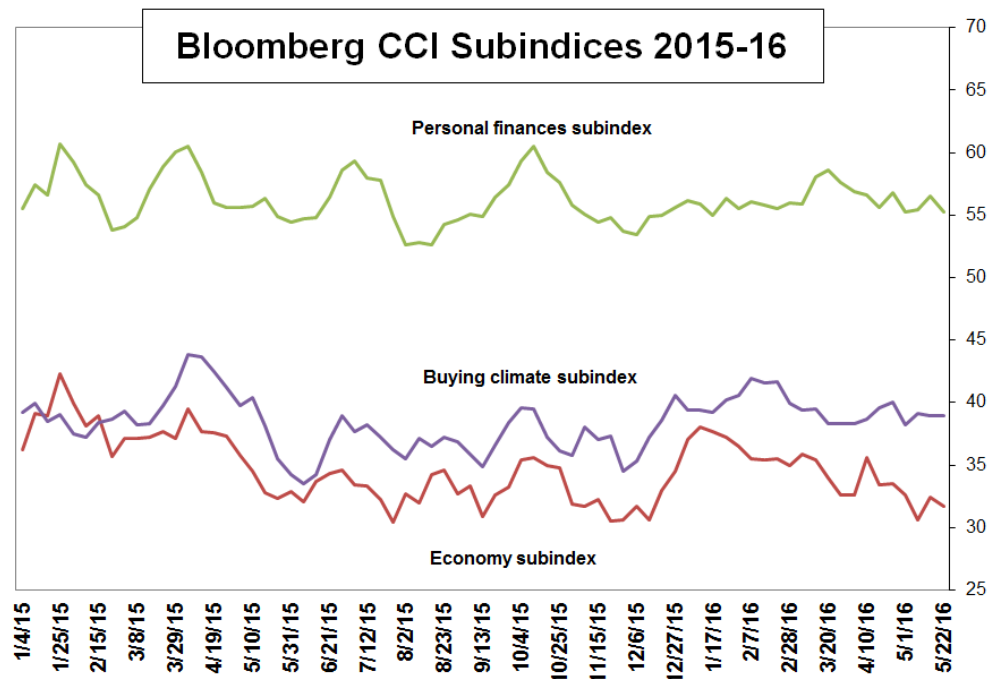
- The economy subindex, 31.7, is its second-worst this year and 3.0 points off its 2016 average. It's dropped sharply after starting the year at 37.0, while the

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other two subindices have held largely steady. Already historically the weakest of the three gauges, the economy subindex is the only one currently below its long-term average, 34.1.

- At 55.3, the personal finances subindex also tied its second lowest of the year this week. It's held within a 1.6-point band for eight weeks, now exactly matching its full average in weekly surveys since late 1985. It's averaged 56.5 this year.
- At 38.9, the buying climate subindex is unchanged this week, a non-significant 0.7 points from its 2016 low three weeks ago. Still, comparatively healthy, it's averaged 39.6 this year, better than its long-term average, 35.8. It's held within a 1.8-point range for 13 weeks straight.



Among groups, the index among 18- to 34-year-olds is 50.1, its best in two months. That compares with a two-month low among 35- to 44-year-olds and a nearly yearlong low among those 55 to 64, 40.2 and 32.6, respectively.

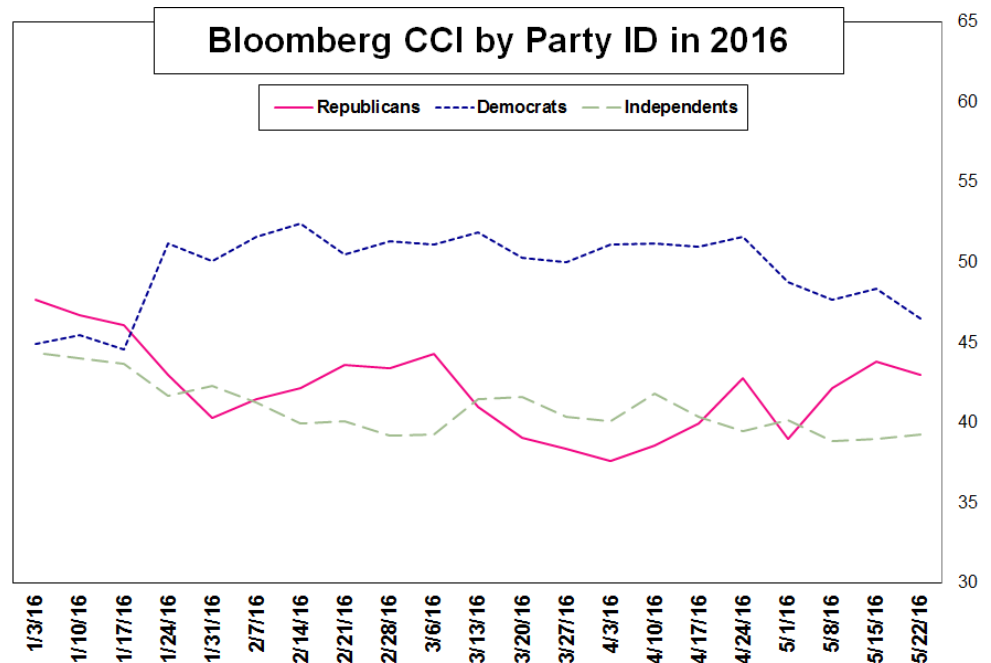
In a related result, the CCI among single adults is its highest in two months, 44.8. It's 44.5 among those who are married – just the third time this year it's been numerically higher among single than among married individuals.

The index among Democrats continues to slide as their presidential nominating contest carries on, now at 46.5, its lowest since mid-January. It's steadier among

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Republicans, 43.0, after an advance earlier this month as their primary season effectively came to an end. The gap between them is its smallest since mid-January as well. Independents, with an index score of 39.3, lag both groups.



Lastly, the gender gap in consumer sentiment continues to be smaller than usual, with index scores of 43.6 and 40.4 among men and women, respectively. That 3.2-point difference is less than half its average, 7.6 points, in available data since mid-1990.

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Data summary for 5/26/2016

This week	42.0	
Last week	42.6	
2016 high	44.6	Jan. 24
2016 low	41.7	May 8
2016 average	43.5	
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	32%	32	35	34
Personal finances	55	57	56	55
Buying climate	39	39	40	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	3%	29	40	28
Personal finances	8	48	30	14
Buying climate	3	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 22, 2016. Field work and tabulation by SSRS of Media, Pa.

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05/22/16	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
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GENERAL POPULATION:								
Overall Index	42.0	42.6	43.4	44.2	40.9	45.2	39.6	42.5
State of Economy	31.7	32.4	33.5	35.5	32.3	38.0	30.4	33.6
Personal Finances	55.3	56.5	56.8	55.5	54.9	60.5	52.6	55.9
Buying Climate	38.9	38.9	40.0	41.7	35.5	41.9	33.5	37.9

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	43.6	43.7	47.0	48.8	46.1	49.0	41.2	46.1
Women	40.4	41.6	40.1	39.9	36.0	43.0	34.6	39.1
Age:								
18 - 34	50.1	49.6	43.9	47.9	46.0	51.8	42.0	46.8
35 - 44	40.2	42.2	49.0	41.8	39.8	51.1	33.4	42.1
45 - 54	39.2	39.5	45.4	43.6	37.3	47.3	33.6	39.2
55 - 64	32.6	35.3	39.0	42.8	35.5	48.2	31.1	39.6
65+	41.5	40.2	39.0	42.0	44.8	45.4	36.2	41.6
Income:								
Under \$15K	23.1	25.1	27.1	26.9	23.4	32.2	18.9	25.1
\$15K To \$24.9K	30.0	29.6	20.9	28.5	23.2	32.8	20.9	25.8
\$25K To \$39.9K	35.9	35.6	34.4	34.1	34.7	40.7	29.4	35.1
\$40K To \$49.9K	40.5	43.5	48.2	47.4	45.4	48.3	36.0	42.3
Under \$50K	31.9	32.7	31.8	32.4	30.7	34.5	28.3	31.5
Over \$50K	56.0	55.9	56.9	59.7	52.3	62.4	50.9	56.5
\$50K To \$74.9K	52.8	54.7	48.4	47.8	43.5	60.1	42.8	50.2
\$75K To \$99.9K	46.5	46.7	56.3	56.2	51.5	62.8	43.7	54.0
Over \$100K	63.9	62.3	64.3	70.6	59.0	70.6	55.9	64.0
Region:								
Northeast	42.8	42.8	46.0	45.5	41.3	52.1	35.4	43.7
Midwest	43.4	45.4	43.8	44.4	45.4	51.2	38.3	43.6
South	40.0	42.3	43.4	43.9	35.2	48.0	34.0	40.5
West	43.2	40.3	41.2	43.5	45.6	48.4	38.6	43.7
Race:								
White	41.9	43.3	44.8	43.7	42.6	47.9	40.1	43.2
Black	39.4	38.5	39.5	46.9	42.8	46.9	30.2	38.5
Politics:								
Republican	43.0	43.8	42.8	43.6	41.3	47.7	36.4	41.3
Democrat	46.5	48.4	51.6	50.5	48.3	53.2	40.8	47.5
Independent	39.3	39.0	39.5	40.1	37.7	44.9	37.7	40.9
Education:								
< High School	25.4	27.2	25.0	37.1	22.0	37.5	22.0	28.6
High Sch. Grad.	34.6	35.0	35.4	36.1	34.9	40.9	29.9	36.1
College +	50.5	50.8	52.5	51.0	48.2	52.6	44.5	49.4
Home:								
Own	44.6	45.0	47.2	48.0	43.5	50.2	41.6	46.2
Rent	37.6	39.1	37.0	38.9	37.4	42.0	31.0	36.9
Marital Status:								
Single	44.8	42.8	39.0	43.1	43.3	49.0	35.6	42.1
Married	44.5	46.3	49.5	50.6	42.1	51.4	40.0	46.2
Sep/Wid/Div	29.6	31.5	32.1	28.7	33.0	41.6	27.8	32.1
Employ. Status:								
Full-Time	48.3	47.9	50.8	52.4	47.5	54.8	43.8	49.6
Part-Time	40.9	40.0	37.1	38.1	40.9	50.4	26.3	39.0
Not Employed	34.9	37.2	36.4	38.2	33.6	38.3	31.7	35.7

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