

Bloomberg® Consumer Comfort Index™



Weekly Data Report

*Embargoed for release:
9:45 a.m. Thursday,
May 5, 2016*

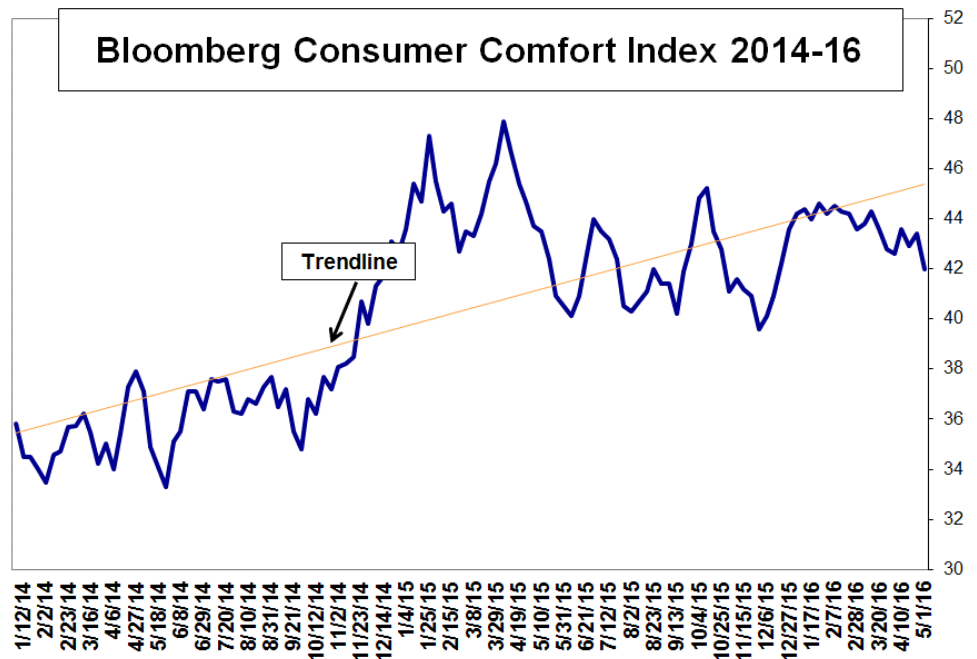
Weakening views of Americans' personal finances and the buying climate alike dragged the Bloomberg Consumer Comfort Index to its lowest of the year this week – the latter reversing a slow gain last month.

The buying climate subindex fell 1.8 points to a new yearly low, 38.2 on its 0-100 scale, giving back virtually all of its 1.7-point gain in April. The personal finances subindex also decreased, losing 1.5 points to 55.3, its lowest since mid-January.

At 42.0 the CCI overall finally broke out of the 2.0-point range it's held all year, though not in the right direction. After showing very little movement in the first three months of the year, it's now 1.6 points below its mid-April level.

This week's results leave the CCI 1.7 points below its 2016 average, 43.7. That said, it's still close to last year's average, 42.9, well above any other yearly average since 2007 and close to its full average in weekly data back to late 1985, 41.7.

This
week's
CCI
42.0



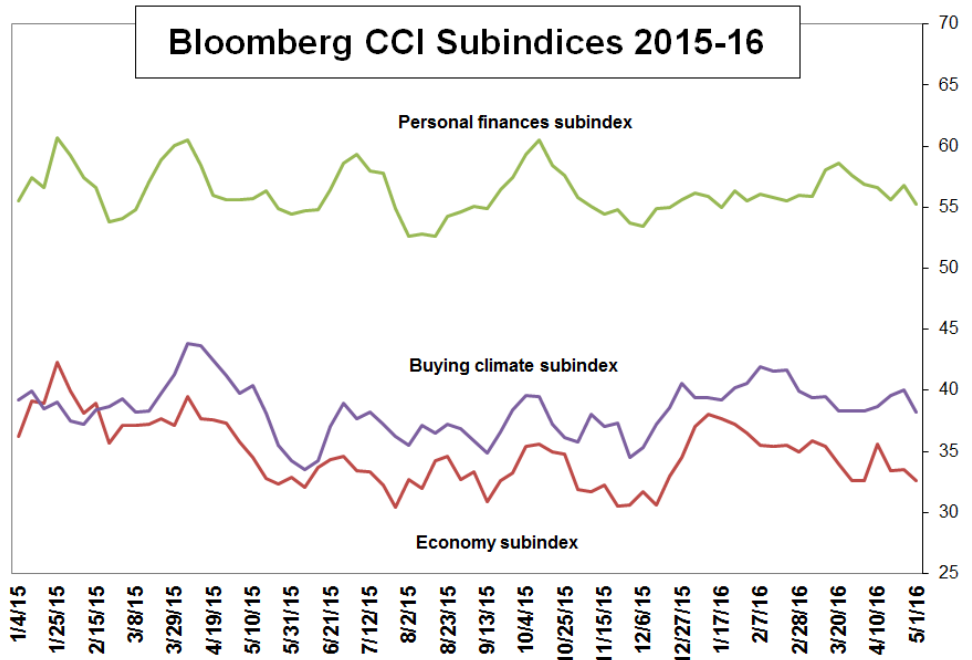
The CCI's mixed results – comparatively better than it's been, but without growth this year – are reflected in similarly mixed economic news. Personal incomes rose more than expected in this month's personal income and outlays report, but consumer spending remained weak.

The index, produced by [Langer Research Associates](#), is based on Americans' ratings of the national economy, their personal finances and the buying climate. Here's where each stands:

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- The national economy subindex extended its losses, now down 3.0 points in three weeks to 32.6, matching its lowest of the year and down a steep 5.4 points from a nine-month high in early January. It's 2.6 points below its average this year and 1.5 points from its full average, 34.1.
- After breaking 40.0 last week, the buying climate subindex dropped back to 38.2, a nearly five-month low. It's just under its yearly average, 39.7, though ahead of its full average, 35.8, unlike any other subindex.
- At 55.3, the personal finances subindex is its second-lowest of the year, down 3.3 points from a five-month high in mid-March. It's similar to its 2016 average, 56.3, and exactly matches its long-term average.



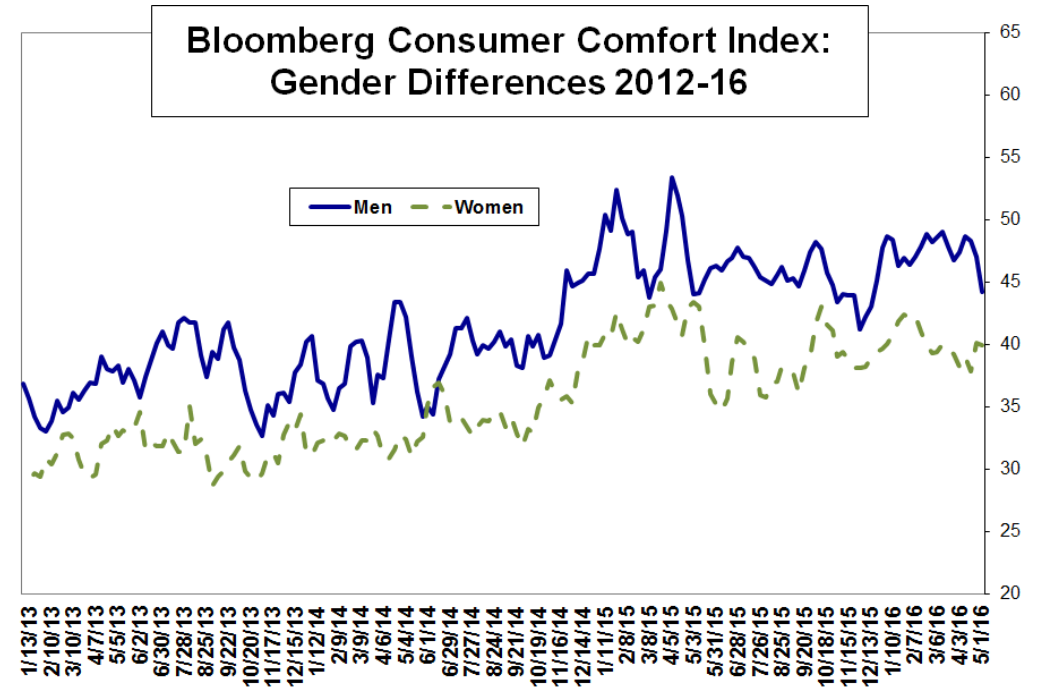
Among groups, the index among men fell to its lowest of the year, 44.2, down 4.4 points in the last three weeks. It's 39.9 among women, essentially unchanged in the same period. Consequently, the gender gap has fallen to 4.3 points, matching its lowest of the year and below its historical average, 7.6 points.

Among those earning more than \$100,000 the CCI is 61.1, its lowest of the year, down 9.5 points from early April. The index is 32.5 among those earning less than \$50,000 and 48.6 for those in the \$50,000-\$100,000 bracket, with both groups little changed in the past month.

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This week's 2016 low is mirrored by yearly lows in other groups including 55- to 64-year-olds (35.6), Westerners (40.3), homeowners (44.7) and full-time workers (48.3).



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Data summary for 5/5/2016

| | | |
|---------------------|------|--|
| This week | 42.0 | |
| Last week | 43.4 | |
| 2016 high | 44.6 | Jan. 24 |
| 2016 low | 42.0 | May 1 |
| 2016 average | 43.7 | |
| 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% | 34 | 35 | 34 |
| Personal finances | 55 | 57 | 56 | 55 |
| Buying climate | 38 | 40 | 40 | 36 |

| | Excel -lent | Good | Not so Good | Poor |
|-------------------|----------------|------|----------------|------|
| Full ratings of: | | | | |
| National economy | 3% | 30 | 42 | 26 |
| Personal finances | 6 | 49 | 30 | 15 |
| Buying climate | 3 | 35 | 42 | 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 1, 2016. Field work and tabulation by SSRS of Media, Pa.

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05/01/16 This Last 4 Wks 3 Mo. 1 Yr. 12 Mo 12 Mo 12 Mo
 Week Week Ago Ago Ago High Low Avg
 ----- ----- ----- ----- ----- ----- ----- -----

GENERAL POPULATION:

| | | | | | | | | |
|-------------------|------|------|------|------|------|------|------|------|
| Overall Index | 42.0 | 43.4 | 42.6 | 44.2 | 43.7 | 45.2 | 39.6 | 42.5 |
| State of Economy | 32.6 | 33.5 | 32.6 | 36.5 | 35.8 | 38.0 | 30.4 | 33.8 |
| Personal Finances | 55.3 | 56.8 | 56.9 | 55.5 | 55.6 | 60.5 | 52.6 | 55.9 |
| Buying Climate | 38.2 | 40.0 | 38.3 | 40.6 | 39.8 | 41.9 | 33.5 | 37.9 |

OVERALL INDEX BY DEMOGRAPHIC GROUPS

| | | | | | | | | |
|------------------------|------|------|------|------|------|------|------|------|
| Sex: | | | | | | | | |
| Men | 44.2 | 47.0 | 47.4 | 46.4 | 44.0 | 49.0 | 41.2 | 46.1 |
| Women | 39.9 | 40.1 | 38.2 | 42.1 | 43.4 | 43.4 | 34.6 | 39.2 |
| Age: | | | | | | | | |
| 18 - 34 | 44.2 | 43.9 | 45.1 | 47.8 | 46.3 | 51.8 | 42.0 | 46.7 |
| 35 - 44 | 48.4 | 49.0 | 50.6 | 40.7 | 47.7 | 51.1 | 33.4 | 42.3 |
| 45 - 54 | 39.8 | 45.4 | 37.0 | 45.9 | 39.4 | 47.3 | 33.6 | 39.2 |
| 55 - 64 | 35.6 | 39.0 | 44.3 | 40.9 | 40.3 | 48.2 | 31.1 | 40.0 |
| 65+ | 39.9 | 39.0 | 38.0 | 42.6 | 43.7 | 46.7 | 36.2 | 41.8 |
| Income: | | | | | | | | |
| Under \$15K | 23.8 | 27.1 | 23.4 | 26.9 | 21.4 | 32.2 | 18.9 | 24.9 |
| \$15K To \$24.9K | 25.9 | 20.9 | 27.0 | 25.8 | 22.7 | 32.8 | 20.9 | 25.4 |
| \$25K To \$39.9K | 35.8 | 34.4 | 30.9 | 40.1 | 39.6 | 40.7 | 29.4 | 35.3 |
| \$40K To \$49.9K | 47.2 | 48.2 | 46.2 | 36.4 | 46.1 | 48.5 | 36.0 | 42.6 |
| Under \$50K | 32.5 | 31.8 | 30.3 | 32.5 | 31.5 | 34.5 | 28.3 | 31.4 |
| Over \$50K | 53.4 | 56.9 | 58.0 | 57.3 | 59.9 | 62.4 | 50.9 | 56.7 |
| \$50K To \$74.9K | 47.5 | 48.4 | 48.9 | 49.7 | 48.3 | 60.1 | 42.8 | 50.1 |
| \$75K To \$99.9K | 49.9 | 56.3 | 50.0 | 59.6 | 56.4 | 62.8 | 43.7 | 54.5 |
| Over \$100K | 61.1 | 64.3 | 70.6 | 64.2 | 71.9 | 71.9 | 55.9 | 64.3 |
| Region: | | | | | | | | |
| Northeast | 43.8 | 46.0 | 46.8 | 46.6 | 42.9 | 52.1 | 35.4 | 43.8 |
| Midwest | 43.8 | 43.8 | 41.6 | 49.0 | 46.0 | 51.2 | 38.3 | 43.7 |
| South | 41.3 | 43.4 | 42.2 | 41.0 | 39.7 | 48.0 | 34.0 | 40.3 |
| West | 40.3 | 41.2 | 41.1 | 43.0 | 48.7 | 50.1 | 38.6 | 44.1 |
| Race: | | | | | | | | |
| White | 42.8 | 44.8 | 42.4 | 43.5 | 45.0 | 47.9 | 40.1 | 43.3 |
| Black | 40.4 | 39.5 | 41.4 | 41.4 | 39.5 | 46.9 | 30.2 | 38.6 |
| Politics: | | | | | | | | |
| Republican | 39.0 | 42.8 | 37.6 | 40.3 | 46.4 | 47.7 | 36.4 | 41.4 |
| Democrat | 48.8 | 51.6 | 51.1 | 50.1 | 51.7 | 53.2 | 40.8 | 47.7 |
| Independent | 40.2 | 39.5 | 40.1 | 42.3 | 38.6 | 44.9 | 37.7 | 40.9 |
| Education: | | | | | | | | |
| < High School | 23.6 | 25.0 | 24.2 | 37.5 | 30.4 | 37.5 | 22.0 | 28.8 |
| High Sch. Grad. | 34.8 | 35.4 | 32.9 | 34.6 | 38.4 | 40.9 | 29.9 | 36.3 |
| College + | 50.6 | 52.5 | 52.6 | 51.8 | 49.5 | 52.6 | 44.5 | 49.3 |
| Home: | | | | | | | | |
| Own | 44.7 | 47.2 | 46.2 | 47.5 | 48.9 | 50.2 | 41.6 | 46.4 |
| Rent | 37.7 | 37.0 | 36.8 | 39.6 | 35.1 | 42.0 | 31.0 | 36.8 |
| Marital Status: | | | | | | | | |
| Single | 40.0 | 39.0 | 43.5 | 41.1 | 40.5 | 49.0 | 35.6 | 42.0 |
| Married | 46.7 | 49.5 | 46.5 | 50.6 | 48.5 | 51.4 | 40.0 | 46.3 |
| Sep/Wid/Div | 32.1 | 32.1 | 28.1 | 30.4 | 34.3 | 41.6 | 27.8 | 32.3 |
| Employ. Status: | | | | | | | | |
| Full-Time | 48.3 | 50.8 | 50.6 | 51.7 | 50.0 | 54.8 | 43.8 | 49.7 |
| Part-Time | 37.2 | 37.1 | 38.3 | 41.6 | 43.9 | 50.4 | 26.3 | 39.1 |
| Not Employed | 35.9 | 36.4 | 35.6 | 36.9 | 36.4 | 38.3 | 31.7 | 35.6 |

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