

Bloomberg® Consumer Comfort Index™



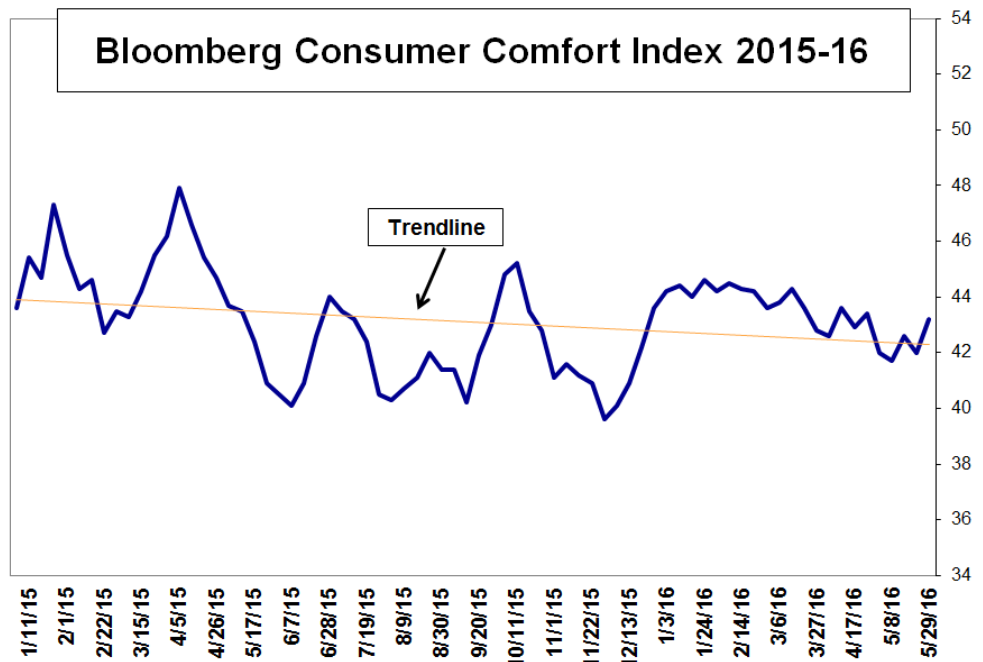
Weekly Data Report

*Embargoed for release:
 9:45 a.m. Thursday,
 June 2, 2016*

Two- and three-month bests in Americans' views of their personal finances and the buying climate this week have pulled the Bloomberg Consumer Comfort Index up from recent lows for the year to near its 2016 average.

At 43.2 on its 0-100 scale, the CCI is its best in a month, up 1.5 points from its yearly low three weeks ago. Though better than it's been lately, the index has held in a relatively small 2.9-point range all year, with its high, 44.6, back in late January.

This week's CCI
43.2



Produced by Langer Research Associates, the CCI is based on a national survey of Americans' ratings of their own finances, the buying climate and the economy overall. As noted, the first two have rebounded – especially the personal finances subindex, up 2.0 points from last week to 57.3, its highest in two months.

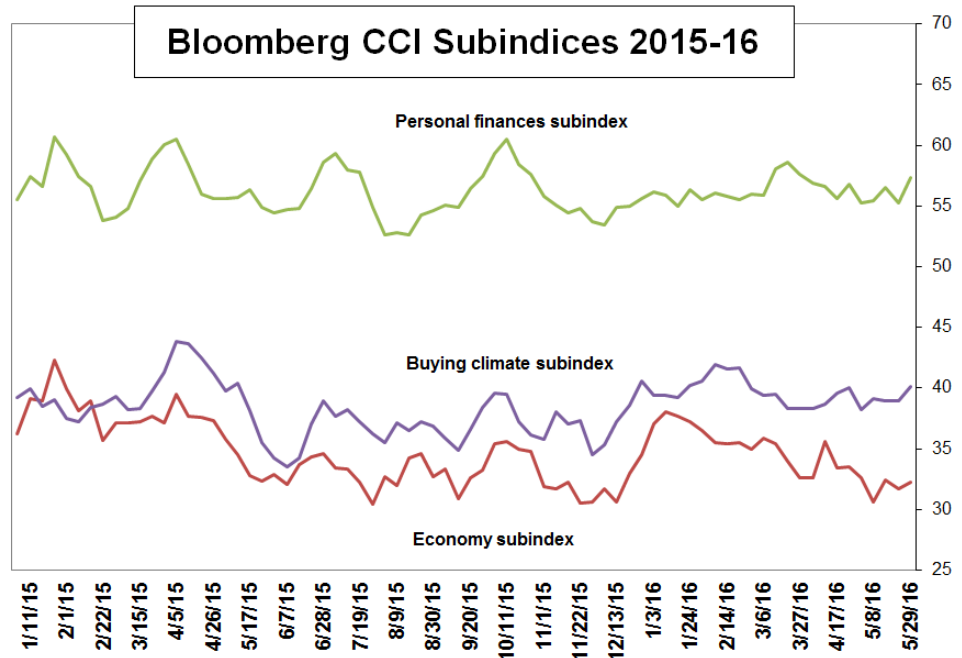
It's the fourth best rating of the year for this subindex, 2.0 points better than its long-term average in weekly polls since late 1985 (although just a non-significant 1.0 points from its 2016 average). The gain occurred mainly among whites, homeowners, married individuals, \$50,000-\$100,000 earners, employed people and Republicans.

The CCI's buying climate subindex, at 40.1, has broken through the 40.0-point mark for the first time in three months, slipping out of a tight 1.8-point-range for the first time in 14 weeks. While near its 2016 average, this subindex is well ahead of its long-term average, 35.8.

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The last gauge, measuring views of the economy, is the most troubled of the three, essentially unchanged this week at 32.2. That's below its 2016 and long-term averages, 34.6 and 34.1, respectively, and far from its peak this year, 38.0.



This week's better CCI readings echo signs of strength in some other indicators, including rising income and consumer spending in April. Fed Chair Janet Yellen's suggestion last week of a likely boost in the prime lending rate bolstered views that the economy is on a better track.

Among groups, the CCI has reached 45.0 among part-time workers, up 7.3 points in three weeks to its highest in seven months. It's 51.2 among full-time workers; that 6.2-point gap is its second smallest of the year.

By income, the CCI is its highest in three months, 58.6, among those in the \$50,000-plus range, including its best in a month, 65.0, among those earning \$100,000 or more. It's far lower, 32.6, among those earning less than \$50,000.

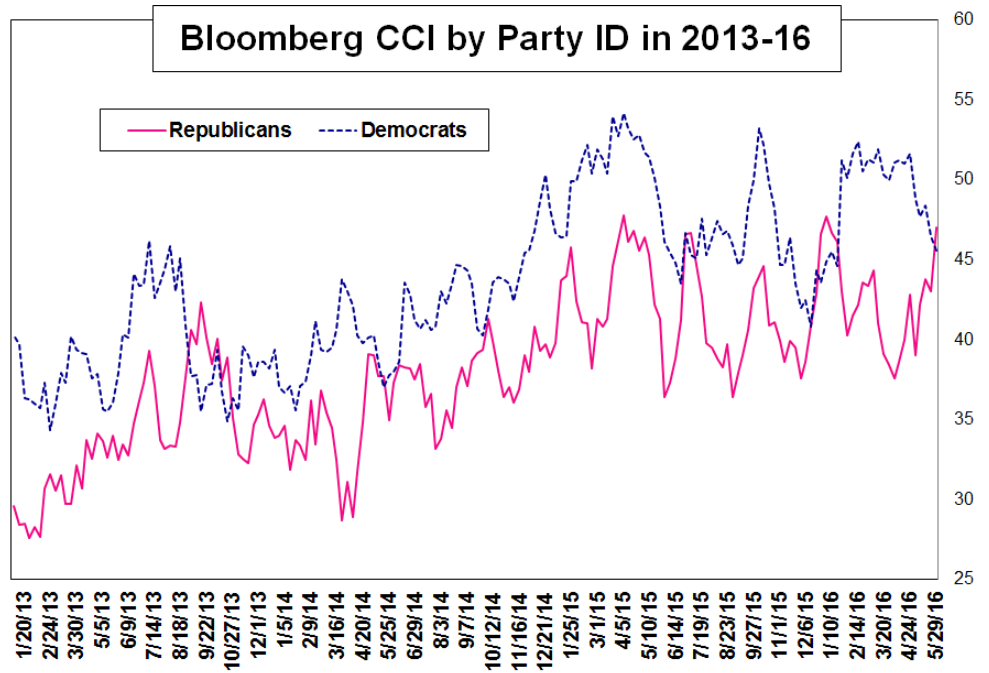
The CCI has lost 5.8 points in four weeks among blacks, to 34.6, its lowest in this group since mid-January. It's 44.5 among whites, producing the largest gap between these two groups, also since mid-January.

Political partisanship continues to influence consumer sentiment in this election year. With their primary season complete, the index among Republicans (47.0, up 8.0 points in four weeks) is higher than its level among Democrats (45.6, down 6.0 points in five weeks) for the first time since January. That marks just the 16th time in Barack

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Obama's second term (175 weeks to date) that the CCI has been higher among Republicans than Democrats, the norm before he took office.



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Data summary for 6/2/2016

This week	43.2	
Last week	42.0	
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	57	55	56	55
Buying climate	40	39	40	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	30	41	27
Personal finances	7	50	30	13
Buying climate	3	37	40	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 29, 2016. Field work and tabulation by SSRS of Media, Pa.

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05/29/16	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Overall Index	43.2	42.0	42.0	43.6	40.5	45.2	39.6	42.5
State of Economy	32.2	31.7	32.6	35.0	32.9	38.0	30.4	33.6
Personal Finances	57.3	55.3	55.3	56.0	54.4	60.5	52.6	56.0
Buying Climate	40.1	38.9	38.2	39.9	34.2	41.9	33.5	38.0

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	45.9	43.6	44.2	48.2	46.3	49.0	41.2	46.1
Women	40.6	40.4	39.9	39.3	35.2	43.0	34.6	39.2
Age:								
18 - 34	49.0	50.1	44.2	48.5	46.9	51.8	42.0	46.9
35 - 44	42.8	40.2	48.4	41.3	37.5	51.1	33.4	42.1
45 - 54	40.0	39.2	39.8	41.8	36.2	47.3	33.6	39.3
55 - 64	36.3	32.6	35.6	40.4	33.0	48.2	31.1	39.6
65+	42.0	41.5	39.9	41.5	43.8	45.4	36.2	41.5
Income:								
Under \$15K	25.0	23.1	23.8	26.5	26.8	32.2	18.9	25.1
\$15K To \$24.9K	29.2	30.0	25.9	30.3	22.9	32.8	20.9	25.9
\$25K To \$39.9K	38.5	35.9	35.8	36.8	32.7	40.7	29.4	35.2
\$40K To \$49.9K	35.3	40.5	47.2	40.3	46.5	48.3	35.3	42.2
Under \$50K	32.6	31.9	32.5	32.5	31.5	34.5	28.3	31.5
Over \$50K	58.6	56.0	53.4	60.2	50.9	62.4	50.9	56.7
\$50K To \$74.9K	54.7	52.8	47.5	52.0	44.3	60.1	42.8	50.4
\$75K To \$99.9K	53.3	46.5	49.9	56.2	50.7	62.8	43.7	54.1
Over \$100K	65.0	63.9	61.1	70.0	56.1	70.6	55.9	64.1
Region:								
Northeast	44.3	42.8	43.8	42.9	38.9	52.1	35.4	43.8
Midwest	45.2	43.4	43.8	44.6	42.7	51.2	38.3	43.6
South	39.2	40.0	41.3	43.4	38.0	48.0	34.0	40.5
West	46.8	43.2	40.3	43.6	43.7	48.4	38.6	43.8
Race:								
White	44.5	41.9	42.8	43.9	40.8	47.9	40.1	43.2
Black	34.6	39.4	40.4	45.5	43.9	46.9	30.2	38.4
Politics:								
Republican	47.0	43.0	39.0	43.4	36.4	47.7	36.4	41.4
Democrat	45.6	46.5	48.8	51.3	46.1	53.2	40.8	47.4
Independent	40.4	39.3	40.2	39.2	40.5	44.9	38.5	41.0
Education:								
< High School	23.9	25.4	23.6	34.2	26.0	37.5	23.6	28.7
High Sch. Grad.	37.0	34.6	34.8	39.3	34.1	40.9	29.9	36.1
College +	51.5	50.5	50.6	48.4	47.2	52.6	44.5	49.4
Home:								
Own	47.2	44.6	44.7	47.3	41.8	50.2	41.6	46.3
Rent	36.8	37.6	37.7	38.7	38.8	42.0	31.0	36.9
Marital Status:								
Single	43.0	44.8	40.0	46.2	43.3	49.0	35.6	42.1
Married	47.2	44.5	46.7	47.5	42.0	51.4	40.0	46.3
Sep/Wid/Div	31.1	29.6	32.1	29.4	31.3	41.6	27.8	32.0
Employ. Status:								
Full-Time	51.2	48.3	48.3	51.5	46.9	54.8	43.8	49.6
Part-Time	45.0	40.9	37.2	38.6	37.0	50.4	26.3	39.0
Not Employed	33.5	34.9	35.9	37.4	34.5	38.3	31.7	35.7

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