

Bloomberg® Consumer Comfort Index™



Weekly Data Report

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

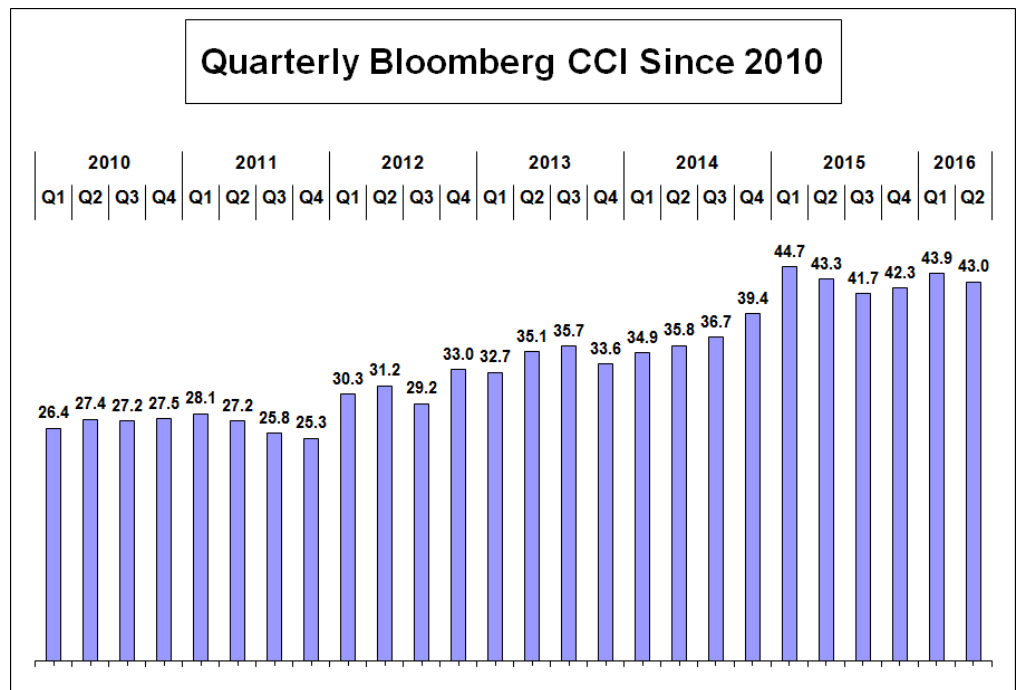
Views of the state of the national economy faltered this week on the heels of post-Brexit anxiety. And looking longer term, the economy subindex was to blame for a lower Q2 average in the overall index.

The national economy subindex lost 2.2 points this week to 33.1 on its 0-100 scale, matching its biggest one-week drop in eight months. The loss wiped out most of its impressive 2.6-point gain in the previous two weeks, returning it close to where it was a month ago.

The Bloomberg Consumer Comfort Index's Q2 average, 43.0, is down 0.9 points from Q1, primarily due to a 2.3-point fall in the economy subindex average. For their part, the personal finances and buying climate subindex averages remained similar to last quarter.

The national economy subindex's Q2 difficulties reflect a lack of confidence in the economy that extends beyond the latest volatility introduced by Brexit. Recent reports show personal income and spending also have slowed, further challenging a still-shaky economy.

This
 week's
 CCI
 43.5



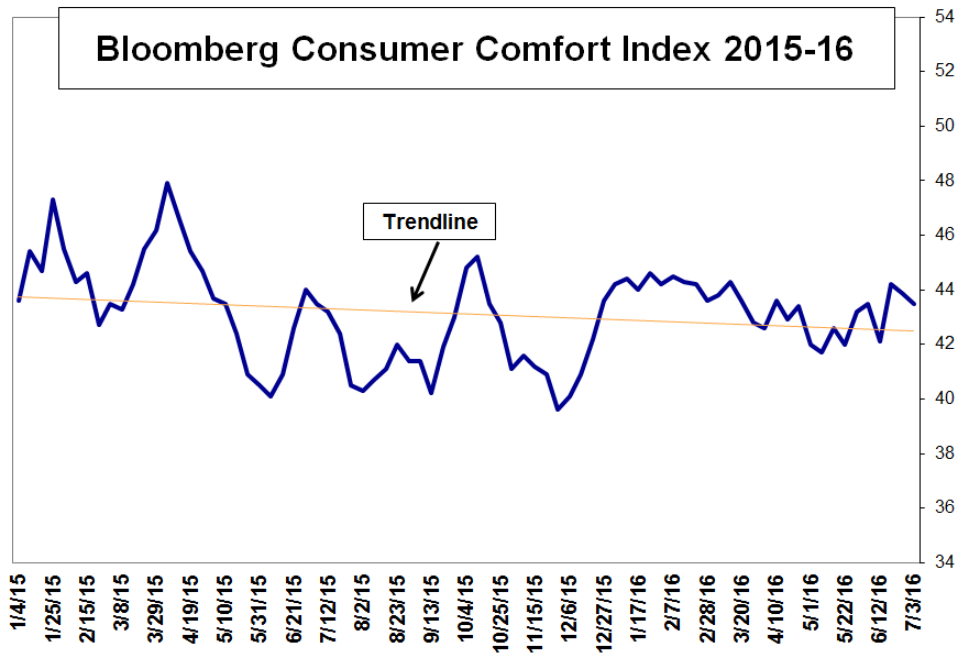
Though among the highest quarterly averages since the start of the Great Recession, the index increased significantly each quarter in 2014, topping out at 44.7 in Q1 2015. By contrast, the first half of 2016 has been very stable, with only one week of significant change and less variation than any other first half of the year

Bloomberg® Consumer Comfort Index™



in the index's 30-year history.

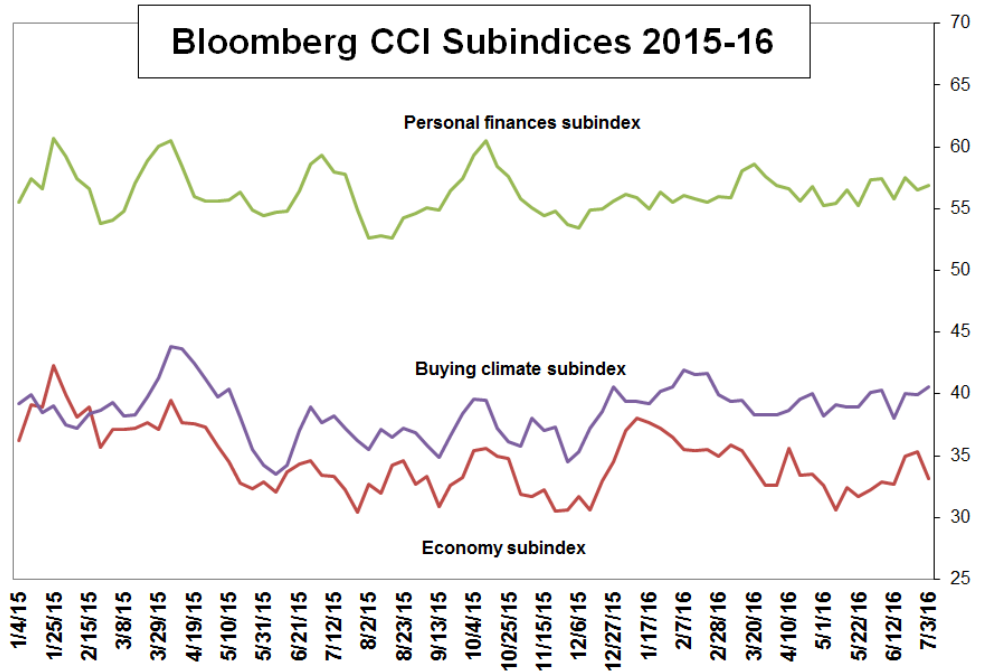
Overall, the CCI is essentially unchanged this week, at 43.5, back to where it was at the beginning of June and matching its 2016 average. It's still 1.8 points ahead of its long-term average.



In addition to ratings of the national economy, the CCI, produced by [Langer Research Associates](#), is based on Americans' views of the buying climate and their own personal finances. Among them:

- At 40.6, the buying climate subindex has gained 2.6 points since its 2016 low three weeks ago to reach its highest since mid-February. It's close to its average this year, 39.6, though well above its 1985-2016 average, 35.8.
- The personal finances subindex, 56.9, is basically unchanged. It's remained within a 2.3-point range for 15 weeks and is close to its yearly average, 56.4, but above its long-term average, 55.3.

Bloomberg® Consumer Comfort Index™



Among groups, the 14.3-point difference in the index among political partisans is the second biggest gap where Democrats have outpaced Republicans in data back to mid-1990. Among Republicans, the index is 36.7, down 10.3 points in six weeks to its lowest in 10 months. In the same span the index is up 5.4 points among Democrats to 51.0. (The CCI's been stable among political independents, 39.5).

The index has dropped 9.6 points among Northeasterners (now 35.6) and gained 5.8 points among Southerners (45.8) since the beginning of June, to its lowest since mid-November among the former and to its highest since mid-October among the latter.

Bloomberg® Consumer Comfort Index™



Data summary for 7/7/2016

This week	43.5	
Last week	43.9	
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	33%	35	34	34
Personal finances	57	57	56	55
Buying climate	41	40	40	36

	Excel-lent	Good	Not so Good	Poor
Full ratings of:				
National economy	1%	32	40	27
Personal finances	6	51	28	15
Buying climate	3	38	42	17

	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 July 3, 2016. Field work and tabulation by SSRS of Media, Pa.

Bloomberg® Consumer Comfort Index™



07/03/16 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	43.5	43.9	43.5	42.6	43.5	45.2	39.6	42.7
State of Economy	33.1	35.3	32.9	32.6	33.4	38.0	30.4	33.6
Personal Finances	56.9	56.5	57.4	56.9	59.3	60.5	52.6	56.1
Buying Climate	40.6	39.9	40.3	38.3	37.7	41.9	34.5	38.4

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	45.6	45.3	46.7	47.4	47.0	49.0	41.2	46.0
Women	41.5	42.6	40.5	38.2	40.2	43.0	35.7	39.6
Age:								
18 - 34	44.1	45.8	48.0	45.1	48.4	51.8	42.0	46.6
35 - 44	43.6	42.1	45.8	50.6	36.4	51.1	34.4	42.9
45 - 54	40.2	39.8	39.0	37.0	41.8	47.3	34.2	39.4
55 - 64	43.9	44.2	38.5	44.3	44.7	48.2	32.6	40.1
65+	46.2	46.4	42.3	38.0	43.2	46.4	36.2	41.7
Income:								
Under \$15K	22.2	17.8	24.2	23.4	31.1	32.2	17.3	24.5
\$15K To \$24.9K	30.7	30.8	30.5	27.0	27.7	32.8	20.9	26.6
\$25K To \$39.9K	32.2	34.4	39.2	30.9	32.0	40.7	29.4	35.4
\$40K To \$49.9K	43.9	46.7	38.5	46.2	39.1	48.3	35.3	42.4
Under \$50K	31.2	29.9	32.7	30.3	31.9	34.5	28.3	31.5
Over \$50K	57.3	59.8	59.9	58.0	57.9	62.4	52.0	57.0
\$50K To \$74.9K	50.1	51.4	54.8	48.9	50.0	60.1	42.8	50.7
\$75K To \$99.9K	54.8	57.4	58.9	50.0	57.9	62.8	43.7	54.5
Over \$100K	66.3	68.4	64.2	70.6	64.7	70.6	55.9	64.5
Region:								
Northeast	35.6	37.4	45.2	46.8	43.0	52.1	35.4	43.9
Midwest	44.6	45.5	45.7	41.6	47.8	51.2	38.3	43.6
South	45.8	44.9	40.0	42.2	40.8	48.0	34.0	40.8
West	45.0	45.9	45.9	41.1	44.3	48.4	38.6	43.8
Race:								
White	45.5	46.1	45.6	42.4	44.0	47.9	40.7	43.5
Black	36.0	35.5	32.8	41.4	37.8	46.9	30.2	38.1
Politics:								
Republican	36.7	37.9	44.5	37.6	46.7	47.7	36.4	41.4
Democrat	51.0	52.0	46.4	51.1	45.3	53.2	40.8	47.9
Independent	39.5	40.1	42.4	40.1	40.3	44.9	38.5	40.9
Education:								
< High School	26.1	28.0	23.9	24.2	26.2	37.5	20.7	28.5
High Sch. Grad.	34.7	34.3	37.2	32.9	40.3	40.9	29.9	36.1
College +	53.1	53.7	51.8	52.6	49.1	53.8	44.5	49.9
Home:								
Own	48.9	50.1	48.5	46.2	47.9	50.2	42.3	46.7
Rent	34.8	34.0	36.0	36.8	37.2	42.0	31.0	36.6
Marital Status:								
Single	40.7	42.7	41.5	43.5	44.0	49.0	35.6	42.0
Married	47.6	47.6	48.0	46.5	45.3	51.4	40.0	46.7
Sep/Wid/Div	35.2	34.4	33.2	28.1	38.4	38.4	27.8	31.9
Employ. Status:								
Full-Time	48.3	49.6	52.1	50.6	49.2	54.8	43.8	49.8
Part-Time	48.2	48.3	44.3	38.3	42.9	50.4	26.3	39.9
Not Employed	36.1	36.3	33.5	35.6	37.0	38.3	31.7	35.7

Bloomberg® Consumer Comfort Index™



The Bloomberg Consumer Comfort Index is produced by Langer Research Associates LLC (Langer). CONSUMER COMFORT INDEX™ is a trademark or service mark of Langer. BLOOMBERG® is a trademark or service mark of Bloomberg Finance L.P. Bloomberg Finance L.P. and its affiliates (collectively, "Bloomberg") or Bloomberg's licensors own all proprietary right in such mark. Neither Langer nor Bloomberg guarantee the timeliness, accuracy or completeness of any data or information relating to the Bloomberg Consumer Comfort Index. Langer and Bloomberg makes no warranty, express or implied, as to the Bloomberg Consumer Comfort Index or any data or values relating thereto or results to be obtained therefrom, and expressly disclaims all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Langer, Bloomberg, their licensors, and their respective employees, contractors, agents, suppliers and vendors shall have no liability or responsibility whatsoever for any injury or damages - whether direct, indirect, consequential, incidental, punitive or otherwise - arising in connection with the Bloomberg Consumer Comfort Index or any data or values relating thereto - whether arising from their negligence or otherwise. Nothing in the Bloomberg Consumer Comfort Index shall constitute or be construed as an offering of financial instruments or as investment advice or investment recommendations (i.e., recommendations as to whether or not to "buy," "sell," "hold" or to enter or not to enter into any other transaction involving any specific interest or interests) by Langer, Bloomberg or its affiliates or a recommendation as to an investment or other strategy by Langer, Bloomberg or its affiliates.