

# Bloomberg® Consumer Comfort Index™



## Weekly Data Report

*Embargoed for release:  
9:45 a.m. Thursday,  
Aug. 25, 2016*

The largest two-week increase since 2009 drove this week's Bloomberg Consumer Comfort Index to a new 2016 high — a potential breakthrough for consumer sentiment in what's been a largely flat year.

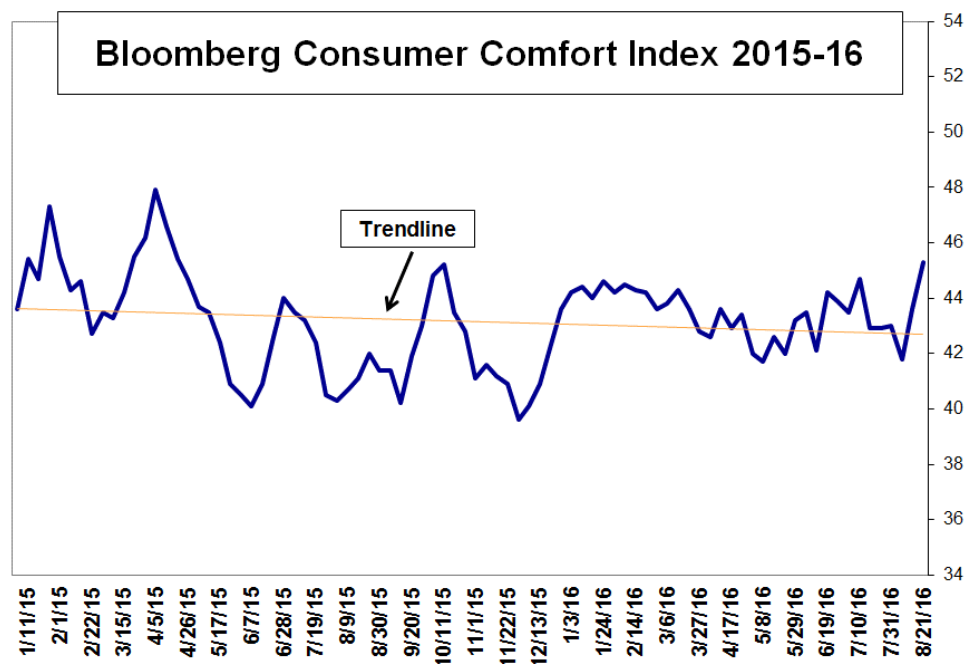
The index, 45.3 on its 0-100 scale, climbed 1.7 points this week alone to reach its highest since April 2015. It now exactly matches its pre-recession average and handily beats its subsequent average, 32.6, since December 2007.

Combined with last week's 1.8-point gain, the CCI is now up 3.5 points since early August, its biggest two-week increase in more than seven years. Larger two-week spikes have occurred only 24 times in weekly data since late 1985.

It's also the first time that the index has increased significantly in back-to-back weeks since 2008. That's even rarer: It's happened just 13 times in the CCI's history.

These consecutive increases in the CCI raise the question of whether consumer sentiment may be transitioning from its recent plateau into a period of more sustained growth. And it anticipates the release of what are expected to be strong Q2 GDP numbers later this week. The CCI correlates with GDP, including on a leading basis. (See details [here](#).)

This  
week's  
CCI  
45.3

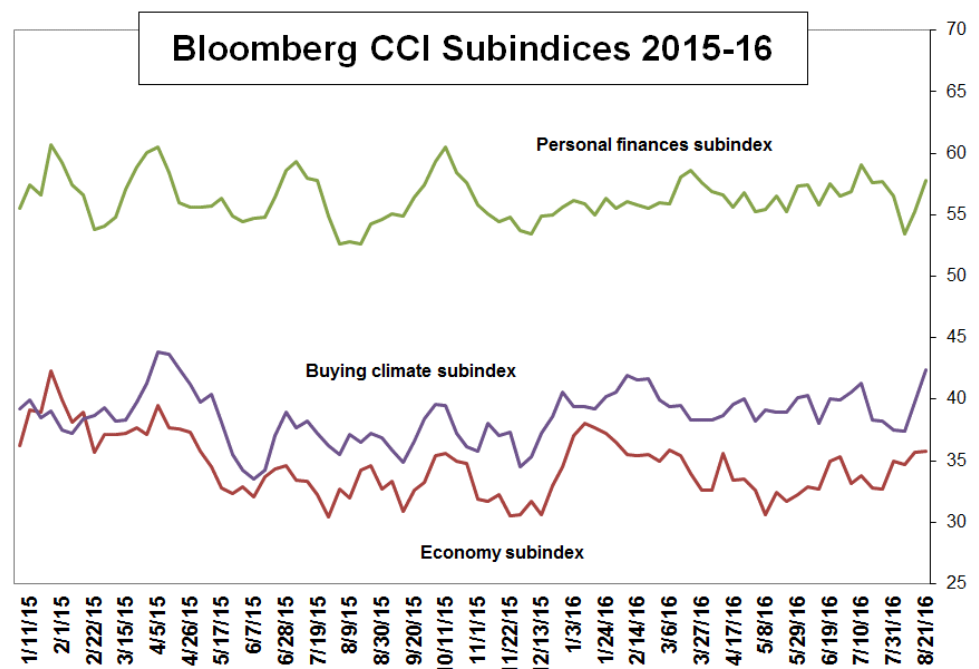


The index, produced by [Langer Research Associates](#), is based on Americans' ratings of whether or not it's a good time to buy things, their personal finances and the national economy — with the former two largely responsible for this week's advances.

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- The buying climate subindex is 42.4, its highest in more than a year. It's up 2.6 points since last week, for a total 5.0-point boost in the last two weeks – its largest two-week increase since March 2010. It's well above its long-term average, 35.8, and higher than its 2016 average, 39.6.
- At 57.8, the personal finances subindex gained 2.5 points, its largest weekly increase in more than a year and a half. In two weeks it's jumped 4.4 points, reversing a 4.3-point decline in the two previous weeks. It's now greater than both its yearly and long-term averages.
- The national economy subindex, 35.8, hit a five-and-a-half-month high this week. It's higher than its 2016 and long-term averages, but falls short of the 2016 high, 38.0 in early January.



There's a well-established political component to consumer sentiment. Democrats continue to be buoyed as the presidential campaign advances: the index among them, 52.2, is at a six-month high, vs. just 38.5 among Republicans. The index has been higher among Democrats than Republicans by double digits for a record 10 weeks straight, and this has occurred in only 2 percent of all weeks in available data since mid-1990.

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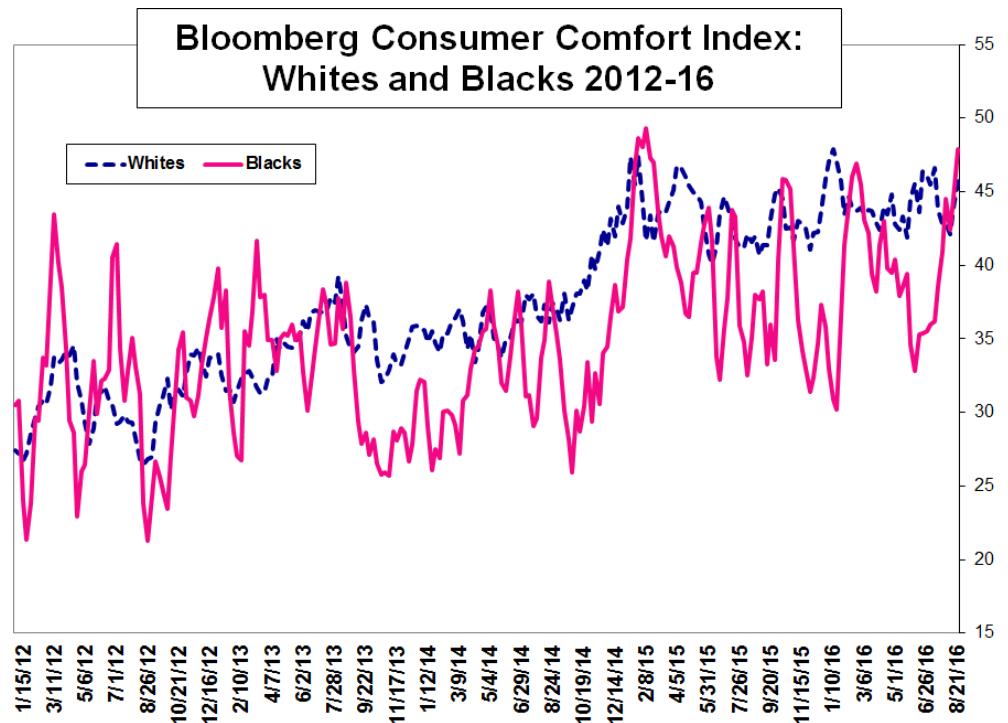


Also showing the extent of political divisions, the index among Democrats this week is higher than its annual average in all but three years in available data since 1991. Among Republicans, it's lower than in all but six of them.

Among political independents the index is 44.7, essentially unchanged from last week's year-and-a-half high.

As to other groups, the CCI among married Americans reached a six-month high this week, 51.1 – but among those who are separated, widowed or divorced it's its lowest since November 2014, 27.3. The resulting 23.8-point gap is the largest since before the recession. It's 44.2 among single adults, on par with the last few weeks.

The index is 47.9 among blacks, its highest in more than a year and a half, vs. 45.7 among whites, less than a two-month high. It's the fourth week in a row the index among blacks has been the higher of the two, a relatively unusual occurrence. And while the CCI among blacks is now significantly outpacing its yearly and overall averages, it only matches those measures among whites.



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Data summary for 8/25/2016

This week	45.3	
Last week	43.6	
2016 high	45.3	Aug. 21
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:

			Average	Average
Positive ratings of:	This week	Last week	2016	'85-'16
National economy	36%	36	34	34
Personal finances	58	55	56	55
Buying climate	42	40	40	36

	Excel		Not so	
Full ratings of:	-lent	Good	Good	Poor
National economy	3%	33	37	27
Personal finances	8	50	27	15
Buying climate	4	38	37	21

	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 Aug. 21, 2016. Field work and tabulation by SSRS of Media, Pa.

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08/21/16	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Overall Index	45.3	43.6	42.9	42.0	42.0	45.3	39.6	42.9
State of Economy	35.8	35.7	32.7	31.7	34.6	38.0	30.5	33.9
Personal Finances	57.8	55.3	57.7	55.3	54.3	60.5	53.4	56.2
Buying Climate	42.4	39.8	38.2	38.9	37.2	42.4	34.5	38.7

## OVERALL INDEX BY DEMOGRAPHIC GROUPS

<b>Sex:</b>								
Men	48.5	46.4	45.2	43.6	46.2	49.0	41.2	46.0
Women	42.3	41.1	40.7	40.4	38.2	43.0	36.1	40.1
<b>Age:</b>								
18 - 34	47.4	45.4	43.7	50.1	43.6	51.8	41.8	46.5
35 - 44	47.3	45.0	45.1	40.2	45.0	51.1	35.1	43.9
45 - 54	43.4	42.3	40.3	39.2	36.9	47.3	34.6	39.7
55 - 64	42.1	38.3	45.5	32.6	40.0	48.2	32.6	40.4
65+	43.6	44.2	40.9	41.5	42.2	46.4	36.2	41.8
<b>Income:</b>								
Under \$15K	27.3	28.2	34.4	23.1	19.2	34.4	17.3	25.1
\$15K To \$24.9K	22.6	24.0	29.1	30.0	22.7	32.8	20.9	26.7
\$25K To \$39.9K	35.5	32.2	31.8	35.9	35.2	40.7	26.5	35.4
\$40K To \$49.9K	45.8	42.1	36.1	40.5	42.2	48.3	35.3	42.0
Under \$50K	32.2	30.6	33.4	31.9	29.5	34.5	28.8	31.6
Over \$50K	59.0	58.7	54.5	56.0	58.2	62.4	53.0	57.3
\$50K To \$74.9K	46.2	47.4	46.5	52.8	50.5	60.1	40.3	50.5
\$75K To \$99.9K	61.1	55.7	55.5	46.5	60.4	62.8	43.7	54.6
Over \$100K	68.8	69.8	61.7	63.9	63.6	70.6	58.6	65.2
<b>Region:</b>								
Northeast	44.5	41.3	45.3	42.8	48.0	52.1	35.4	44.3
Midwest	47.5	47.0	42.8	43.4	39.2	51.2	38.3	43.8
South	43.7	41.6	42.3	40.0	39.9	48.0	34.0	41.3
West	46.6	45.7	42.0	43.2	43.5	48.4	38.6	43.6
<b>Race:</b>								
White	45.7	43.9	42.8	41.9	42.0	47.9	40.7	43.8
Black	47.9	44.6	40.9	39.4	38.0	47.9	30.2	38.7
<b>Politics:</b>								
Republican	38.5	35.7	36.7	43.0	39.7	47.7	34.0	40.7
Democrat	52.2	50.6	48.5	46.5	46.8	53.2	40.8	48.3
Independent	44.7	45.5	43.7	39.3	42.2	45.5	38.9	41.4
<b>Education:</b>								
< High School	28.7	27.3	31.5	25.4	26.3	37.5	20.7	28.6
High Sch. Grad.	37.6	36.5	35.3	34.6	34.5	40.0	29.9	35.8
College +	53.7	51.5	49.7	50.5	49.8	53.8	46.0	50.5
<b>Home:</b>								
Own	48.9	46.1	46.8	44.6	47.6	50.2	42.8	47.0
Rent	39.0	39.6	36.9	37.6	33.7	42.0	31.0	36.7
<b>Marital Status:</b>								
Single	44.2	44.8	42.6	44.8	39.8	49.0	35.6	41.9
Married	51.1	47.3	45.2	44.5	45.0	51.4	41.2	47.3
Sep/Wid/Div	27.3	28.7	36.5	29.6	35.8	36.7	27.3	31.7
<b>Employ. Status:</b>								
Full-Time	51.7	52.1	50.8	48.3	51.4	54.8	43.8	50.1
Part-Time	45.8	42.1	38.9	40.9	27.9	50.4	27.9	40.7
Not Employed	38.2	35.6	34.9	34.9	37.0	38.3	31.7	35.7

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