

# Bloomberg® Consumer Comfort Index™



## Weekly Data Report

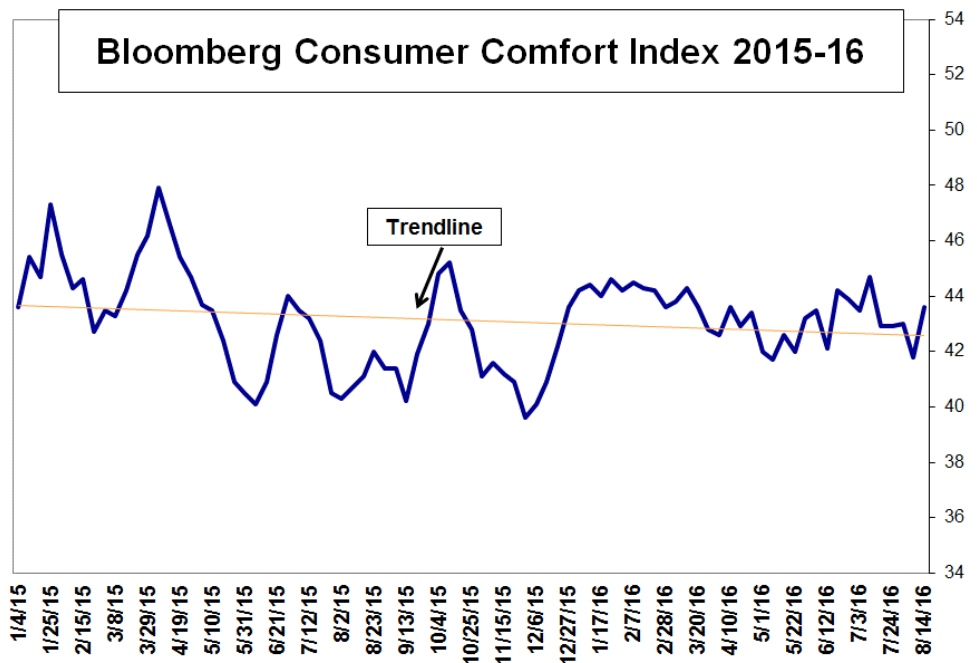
*Embargoed for release:  
9:45 a.m. Thursday,  
Aug. 18, 2016*

After coming within a hair's breadth of its 2016 low last week, improvement in two of its subindices propelled the Bloomberg Consumer Comfort Index to recovery with its second significant weekly increase this year.

The index is 43.6 on its 0-100 scale this week, a 1.8-point increase from last week's three-month low. It's only the third time this year the CCI has had significant weekly movement. (In comparison, by this time last year, it had happened over twice as many times.) All of these changes have occurred in the last two months, perhaps foreshadowing rougher seas ahead in this otherwise very placid year.

The CCI is now essentially back to its 2016 average, 43.4, and is 1.9 points ahead of its 1985-2016 average, 41.7. Still, that leaves the index struggling to consistently surpass its pre-recession average, 45.3, something it managed eight times last year but has not attained yet this year.

This  
week's  
CCI  
43.6



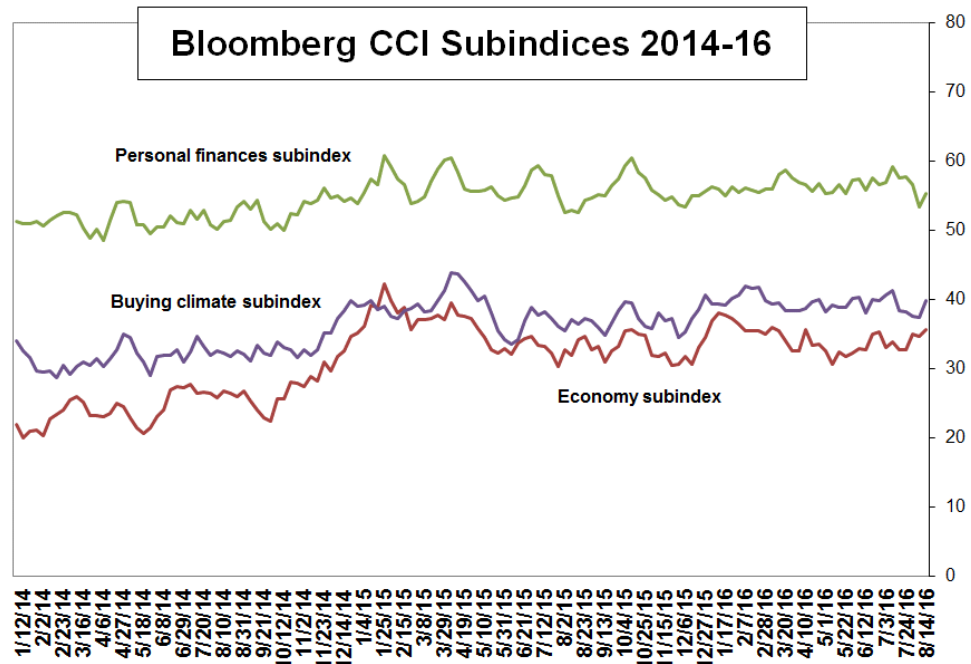
The CCI, produced by [Langer Research Associates](#), is based on ratings of the buying climate, one's own personal finances and the state of the national economy. All three gauges showed positive signs:

- At 39.8 this week, the buying climate subindex regained 2.4 points from last week's near-eight-month low, pulling it out of a month-long trough. That's its biggest one-week increase in more than a year. It's returned to close to this year's historically impressive average, 39.5. (Its long-term average is only 35.8.)

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- Likewise, the personal finances subindex increased 1.9 points this week to 55.3, following an eight-month low last week. Although it's slightly below its 2016 average, 56.4, it now exactly matches its long-term average.
- At 35.7, the national economy subindex is at a five-month high. It's gained 3.0 points since late July, and now sits solidly above its full average, 34.1.

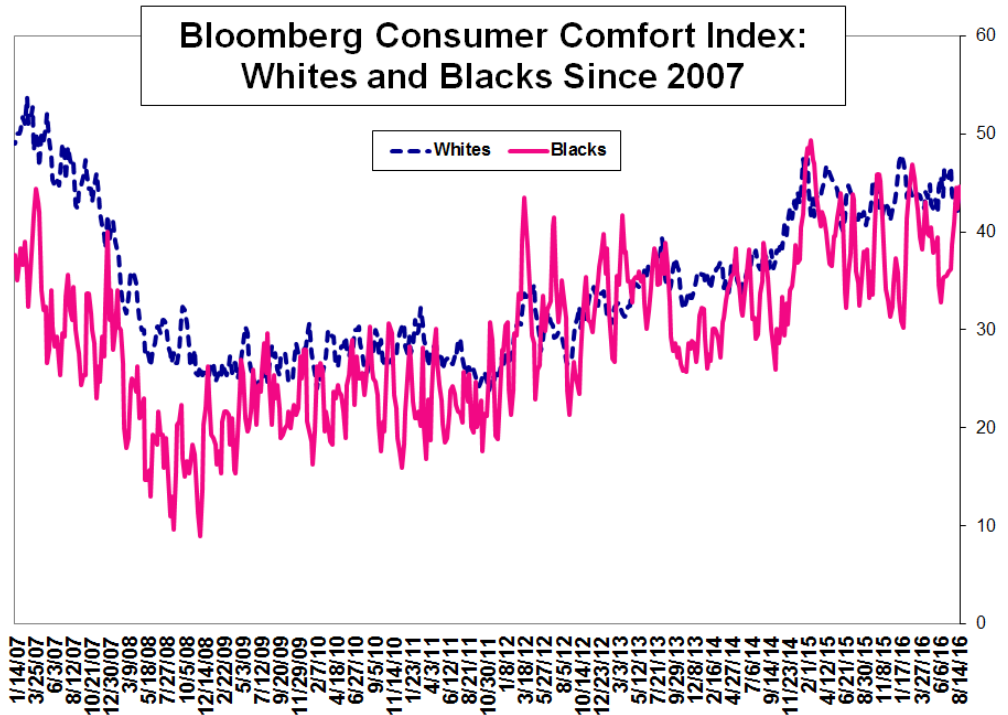


Consumer sentiment has held relatively steady this year in a year that's been positive, if unspectacular. Manufacturing, housing and auto sales are doing well overall, and last month's jobs numbers were impressive. That said, growth of consumer spending seems to have slowed.

In a separate forward-looking monthly measure, 27 percent say the economy is "getting better," but 38 percent think it's "getting worse," an 11-point deficit for the fourth time in the last five months. It's been nearly a year and a half since positive outlook outpaced negative. (The rest, 35 percent, think it's staying the same.)

The overall index among blacks (44.6) is its best since February, higher than its level among whites (43.9) for the third week in a row. In weekly data from mid-1990, the index among blacks has only been higher than among whites about 7 percent of the time, mostly since the election of Barack Obama. (Among Hispanics, the CCI is 43.0, its highest since April 2015.)

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Among renters the index is 39.6, up 5.4 points in the last month to its best in nearly five months. Among homeowners, it's 46.1, bringing the gap between the two groups to 6.5 points, its narrowest since mid-May.

And among income brackets the CCI among \$100,000-plus earners is 69.8, up 8.1 points in three weeks and on the verge of breaking through the 70.0-point mark for the first time since early April. The index is lower, 51.6, among \$50,000-\$100,000 earners and falls to just 30.6 among those earning less than \$50,000.

The only other groups among whom the CCI cracks the 50.0-point halfway mark is full-time workers (52.1) and those who've been to college (51.5), two groups that tend to do better than others, as well as Democrats (50.6) who are in the midst of a period of much rosier views during Obama's second term.

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Data summary for 8/18/2016

This week	43.6	
Last week	41.8	
2016 high	44.7	July 10
2016 low	41.7	May 8
2016 average	43.4	
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	36%	35	34	34
Personal finances	55	53	56	55
Buying climate	40	37	39	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	3%	33	39	26
Personal finances	8	48	30	15
Buying climate	3	37	38	22

	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

Economy's direction:

	Better	Worse	Same
8/14/16	27	38	35
7/17/16	24	35	41
6/12/16	23	40	36
5/15/16	24	35	41
4/17/16	26	37	37
3/13/16	23	38	38
2/14/16	24	38	37
1/17/16	31	37	32
12/13/15	24	37	39

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. The expectations question was asked of 500 respondents Aug. 3-14, 2016; that result has a 4.5-point error margin. Field work and tabulation by SSRS of Media, Pa.

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08/14/16	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Overall Index	43.6	41.8	42.9	42.6	41.1	45.2	39.6	42.9
State of Economy	35.7	34.7	32.8	32.4	34.2	38.0	30.5	33.8
Personal Finances	55.3	53.4	57.6	56.5	52.6	60.5	52.6	56.1
Buying Climate	39.8	37.4	38.3	38.9	36.5	41.9	34.5	38.6

OVERALL INDEX BY DEMOGRAPHIC GROUPS

<b>Sex:</b>								
Men	46.4	43.5	45.7	43.7	45.5	49.0	41.2	45.9
Women	41.1	40.3	40.2	41.6	37.0	43.0	36.1	40.0
<b>Age:</b>								
18 - 34	45.4	41.8	43.2	49.6	44.5	51.8	41.8	46.4
35 - 44	45.0	42.5	43.2	42.2	38.6	51.1	35.1	43.7
45 - 54	42.3	41.7	38.6	39.5	34.2	47.3	34.2	39.5
55 - 64	38.3	40.6	47.9	35.3	39.1	48.2	32.6	40.4
65+	44.2	41.7	42.6	40.2	43.4	46.4	36.2	41.8
<b>Income:</b>								
Under \$15K	28.2	29.1	28.3	25.1	18.9	34.4	17.3	25.0
\$15K To \$24.9K	24.0	25.2	26.2	29.6	22.8	32.8	20.9	26.7
\$25K To \$39.9K	32.2	26.5	32.5	35.6	34.7	40.7	26.5	35.3
\$40K To \$49.9K	42.1	37.7	37.3	43.5	38.9	48.3	35.3	41.8
Under \$50K	30.6	29.0	31.7	32.7	28.3	34.5	28.3	31.6
Over \$50K	58.7	57.7	56.2	55.9	56.9	62.4	53.0	57.2
\$50K To \$74.9K	47.4	40.3	50.1	54.7	47.1	60.1	40.3	50.5
\$75K To \$99.9K	55.7	59.0	59.3	46.7	59.8	62.8	43.7	54.6
Over \$100K	69.8	67.7	62.0	62.3	62.7	70.6	58.6	65.1
<b>Region:</b>								
Northeast	41.3	41.0	43.1	42.8	43.2	52.1	35.4	44.3
Midwest	47.0	44.2	42.9	45.4	41.3	51.2	38.3	43.7
South	41.6	40.1	44.1	42.3	37.8	48.0	34.0	41.2
West	45.7	43.2	40.7	40.3	44.6	48.4	38.6	43.6
<b>Race:</b>								
White	43.9	42.1	43.8	43.3	41.6	47.9	40.7	43.7
Black	44.6	42.4	38.6	38.5	35.1	46.9	30.2	38.5
<b>Politics:</b>								
Republican	35.7	34.0	36.5	43.8	38.3	47.7	34.0	40.7
Democrat	50.6	48.9	47.7	48.4	46.6	53.2	40.8	48.2
Independent	45.5	43.6	42.7	39.0	41.3	45.5	38.9	41.4
<b>Education:</b>								
< High School	27.3	25.8	29.9	27.2	27.9	37.5	20.7	28.6
High Sch. Grad.	36.5	33.6	34.4	35.0	34.4	40.0	29.9	35.8
College +	51.5	50.4	51.0	50.8	47.9	53.8	46.0	50.4
<b>Home:</b>								
Own	46.1	44.9	48.7	45.0	46.1	50.2	42.8	47.0
Rent	39.6	37.0	34.2	39.1	32.7	42.0	31.0	36.6
<b>Marital Status:</b>								
Single	44.8	44.0	39.8	42.8	41.3	49.0	35.6	41.8
Married	47.3	44.7	47.0	46.3	42.7	51.4	41.2	47.1
Sep/Wid/Div	28.7	28.9	36.2	31.5	35.0	36.7	27.8	31.8
<b>Employ. Status:</b>								
Full-Time	52.1	48.9	50.5	47.9	50.3	54.8	43.8	50.0
Part-Time	42.1	41.0	40.5	40.0	26.3	50.4	26.3	40.3
Not Employed	35.6	35.0	35.2	37.2	36.4	38.3	31.7	35.7

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