

# Bloomberg® Consumer Comfort Index™



## Weekly Data Report

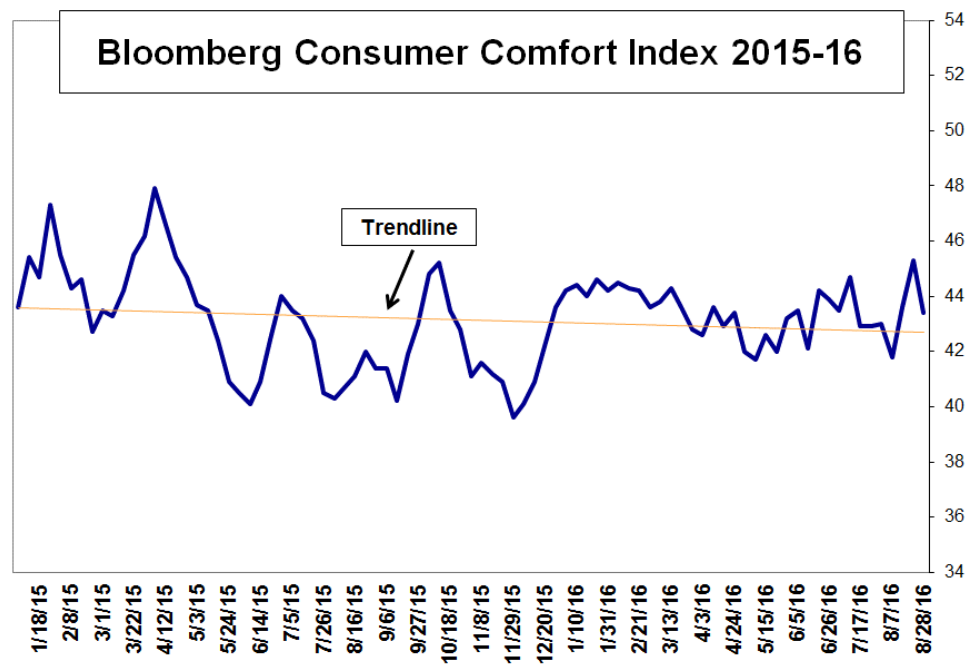
*Embargoed for release:  
9:45 a.m. Thursday,  
Sep. 1, 2016*

The Bloomberg Consumer Comfort Index made an abrupt U-turn this week after hitting a 2016 high, with reversals in perceptions of personal finances and evaluations of the buying climate erasing last week's big gains.

The CCI fell 1.9 points this week to 43.4 on its 0-100 scale, its third significant change in as many weeks. It now essentially matches its yearly average, 43.5, but it remains higher than its long-term average in weekly polling since late 1985, 41.7.

Though it's still the most stable year on record for the CCI, this recent volatility is in stark contrast to the steadiness of the index earlier in the year, particularly in Q1, when there were no significant weekly changes in either direction.

This  
week's  
CCI  
43.4



This instability may reflect the lack of clear economic signals leading up to the Fed's decision about a September rate hike. Second-quarter GDP numbers proved somewhat soft, with consumer spending continuing to drive the economy almost single-handedly. But at the same time, wages finally rose in July, allowing savings rates to recover, and jobs numbers have remained strong.

The CCI, produced by [Langer Research Associates](http://www.langerresearch.com), is based on Americans' ratings of the buying climate, their personal finances and the national economy. This week's decline was due to reversals in the former two:

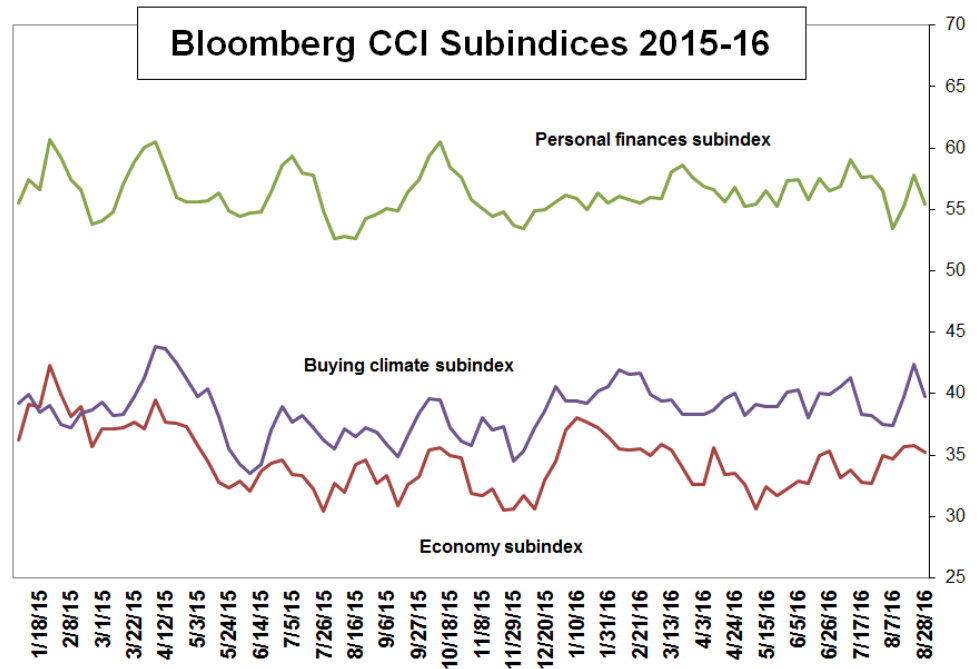
- A 2.6-point drop in the buying climate subindex exactly canceled out last week's increase, returning it to 39.8. It's on par for the year and above its

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long-term average, 35.8.

- The personal finances subindex likewise fell 2.4 points to 55.4, essentially the same as two weeks ago. Now 3.7 points below last month's 2016 high, 59.1, it's near its 2016 average, 56.4, but closer to its long-term average, 55.3.
- At 35.2, the national economy subindex held steady for the fourth week in a row, following a 2.3-point increase late in July. Though it's still off its high for the year, 38.0 in January, it seems to have fully pulled out of its summer trough.



In groups, the CCI among blacks slipped off last week's year-and-a-half high to 37.7. With the index among whites at 44.9, that ends a four-week run in which the CCI among the former was higher than among the latter. The index among both groups now roughly matches yearly averages. At 42.6 among Hispanics, it's higher than its 2016 average in this group, 37.3.

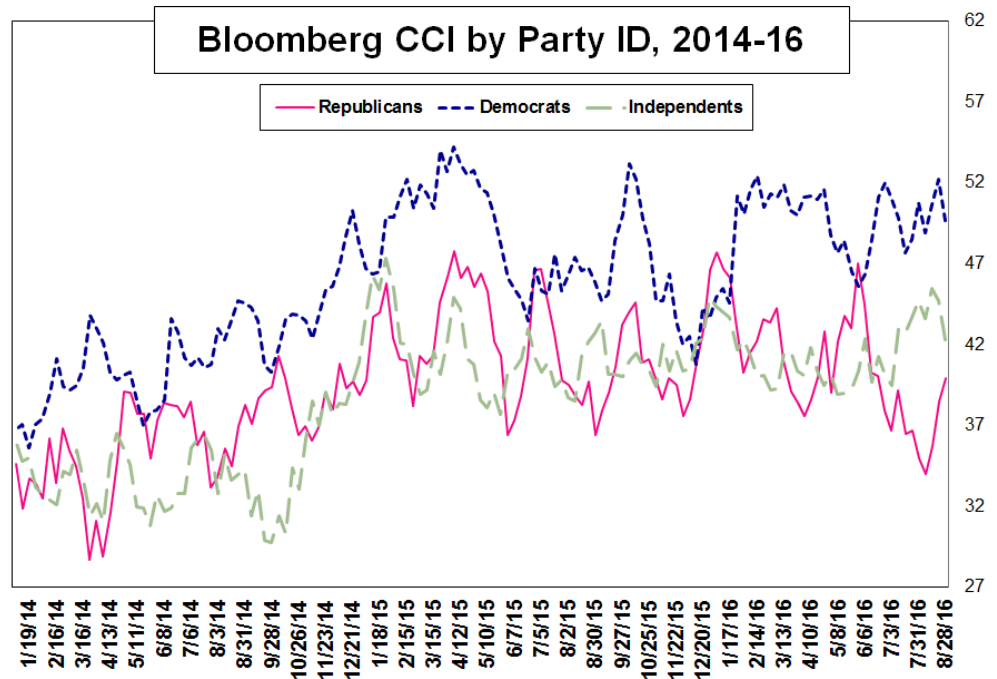
Among women, the CCI fell to a four-month low this week, 39.7, while the index among men remained steady, 47.4. The index tends to be lower among women than among men, though to a slightly lesser extent since the recession. This week's gap, 7.7 points, is in between its average this year, 5.9 points, and its high, 10.5 points in April.

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The CCI among Americans who are separated, widowed or divorced also fell, to a nearly two-year low, 25.9. It's lost 10.8 points since reaching a 2016 high in mid-July.

Among political partisans, the CCI among Republicans has climbed over the last month to 39.9, a two-month high. Among Democrats the index remains stable at 49.7, dropping the gap between the two groups to under 10.0 points for the first time in a record 11 weeks. The index among independents is nearly unchanged at 42.3.



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Data summary for 9/1/2016

This week	43.4	
Last week	45.3	
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:

	This week	Last week	Average 2016	Average '85-'16
Positive ratings of:				
National economy	35%	36	34	34
Personal finances	55	58	56	55
Buying climate	40	42	40	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	33	37	28
Personal finances	7	48	28	17
Buying climate	4	36	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

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. 28, 2016. Field work and tabulation by SSRS of Media, Pa.

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08/28/16	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Overall Index	43.4	45.3	43.0	43.2	41.4	45.3	39.6	43.0
State of Economy	35.2	35.8	35.0	32.2	32.7	38.0	30.5	33.9
Personal Finances	55.4	57.8	56.5	57.3	54.6	60.5	53.4	56.3
Buying Climate	39.8	42.4	37.5	40.1	36.9	42.4	34.5	38.8

OVERALL INDEX BY DEMOGRAPHIC GROUPS

<b>Sex:</b>								
Men	47.4	48.5	45.1	45.9	45.1	49.0	41.2	46.0
Women	39.7	42.3	41.0	40.6	37.9	43.0	36.1	40.1
<b>Age:</b>								
18 - 34	46.4	47.4	43.8	49.0	43.8	51.8	41.8	46.6
35 - 44	42.6	47.3	44.8	42.8	44.7	51.1	35.1	43.9
45 - 54	38.3	43.4	42.9	40.0	37.6	47.3	34.6	39.7
55 - 64	40.7	42.1	43.9	36.3	34.3	48.2	32.6	40.4
65+	46.5	43.6	39.4	42.0	42.3	46.5	36.2	41.8
<b>Income:</b>								
Under \$15K	24.0	27.3	29.6	25.0	19.7	34.4	17.3	25.2
\$15K To \$24.9K	23.8	22.6	25.0	29.2	24.5	32.8	20.9	26.7
\$25K To \$39.9K	32.2	35.5	31.1	38.5	36.9	40.7	26.5	35.3
\$40K To \$49.9K	41.3	45.8	40.4	35.3	40.7	48.3	35.3	42.0
Under \$50K	29.7	32.2	31.0	32.6	29.8	34.5	28.8	31.6
Over \$50K	57.8	59.0	56.7	58.6	55.6	62.4	53.0	57.3
\$50K To \$74.9K	48.0	46.2	46.2	54.7	46.1	60.1	40.3	50.5
\$75K To \$99.9K	58.6	61.1	55.6	53.3	57.5	62.8	43.7	54.6
Over \$100K	66.6	68.8	65.3	65.0	63.8	70.6	58.6	65.3
<b>Region:</b>								
Northeast	43.0	44.5	46.8	44.3	50.4	52.1	35.4	44.2
Midwest	43.2	47.5	44.2	45.2	39.4	51.2	38.3	43.9
South	42.2	43.7	40.7	39.2	39.4	48.0	34.0	41.4
West	46.0	46.6	42.5	46.8	39.3	48.4	38.6	43.7
<b>Race:</b>								
White	44.9	45.7	42.9	44.5	40.7	47.9	40.7	43.8
Black	37.7	47.9	44.5	34.6	37.7	47.9	30.2	38.7
<b>Politics:</b>								
Republican	39.9	38.5	35.0	47.0	36.4	47.7	34.0	40.7
Democrat	49.7	52.2	50.8	45.6	45.9	53.2	40.8	48.4
Independent	42.3	44.7	44.7	40.4	42.7	45.5	38.9	41.4
<b>Education:</b>								
< High School	27.2	28.7	31.0	23.9	31.2	37.5	20.7	28.6
High Sch. Grad.	35.5	37.6	34.5	37.0	33.0	40.0	29.9	35.8
College +	52.1	53.7	50.7	51.5	47.8	53.8	46.0	50.5
<b>Home:</b>								
Own	48.5	48.9	46.7	47.2	46.0	50.2	42.8	47.0
Rent	36.1	39.0	37.0	36.8	34.8	42.0	31.0	36.7
<b>Marital Status:</b>								
Single	41.5	44.2	44.3	43.0	36.5	49.0	35.6	41.9
Married	49.7	51.1	45.8	47.2	46.0	51.4	41.2	47.3
Sep/Wid/Div	25.9	27.3	32.7	31.1	36.1	36.7	25.9	31.5
<b>Employ. Status:</b>								
Full-Time	49.9	51.7	51.0	51.2	50.1	54.8	43.8	50.0
Part-Time	43.0	45.8	39.7	45.0	27.9	50.4	27.9	40.9
Not Employed	36.9	38.2	35.1	33.5	36.3	38.3	31.7	35.7

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