

# Bloomberg® Consumer Comfort Index™



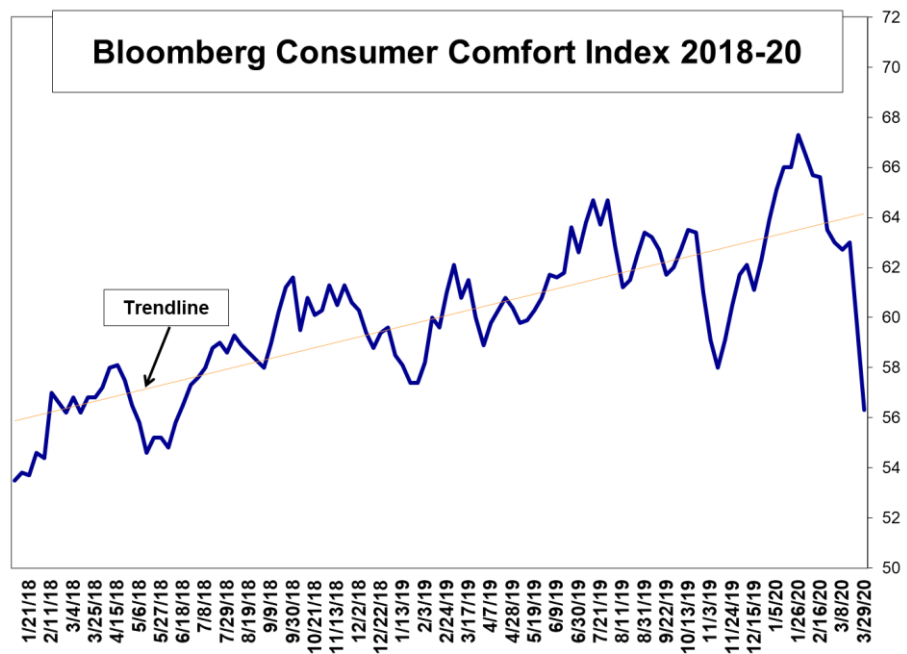
## Weekly Data Report

*Embargoed for release:  
9:45 a.m. Thursday,  
April 2, 2020*

Impacts of the coronavirus crisis pushed the Bloomberg Consumer Comfort Index to a 21-month low with its biggest two-week decline in 34 years of weekly surveys. Two consecutive weeks of record-large drops in public views of the national economy led the way, while ratings of personal finances and the buying climate worsened as well.

At 56.3 on its 0-100 scale, the CCI is down 6.7 points in two weeks, its largest two-week drop in continuous weekly surveys since December 1985, surpassing the previous record of 6.0 points in February 1990. The index has endured 3.4- and 3.3-point drops this week and last, the two biggest one-week declines since August 2007. It's now 11.0 points off its 20-year peak just two months ago.

This  
week's  
CCI  
56.3



Ratings of the national economy have plummeted, with this CCI subindex down a record 6.1 points last week and 6.0 points this week. That net 12.1-point decline is by far the largest two-week drop on record, surpassing a previous record of 8.0 points last seen in February 2008. At 55.0, the subindex is its lowest since June 2018 and 16.3 points below its 19-year high in late January.

The CCI's remaining two gauges also suffered. The buying climate subindex is down 4.5 points in two weeks (and 2.1 points this week) to 48.8, its lowest since June 2018. The personal finances subindex is down 3.5 points in two weeks, including 2.2 points this week, to a four-month low of 65.1.

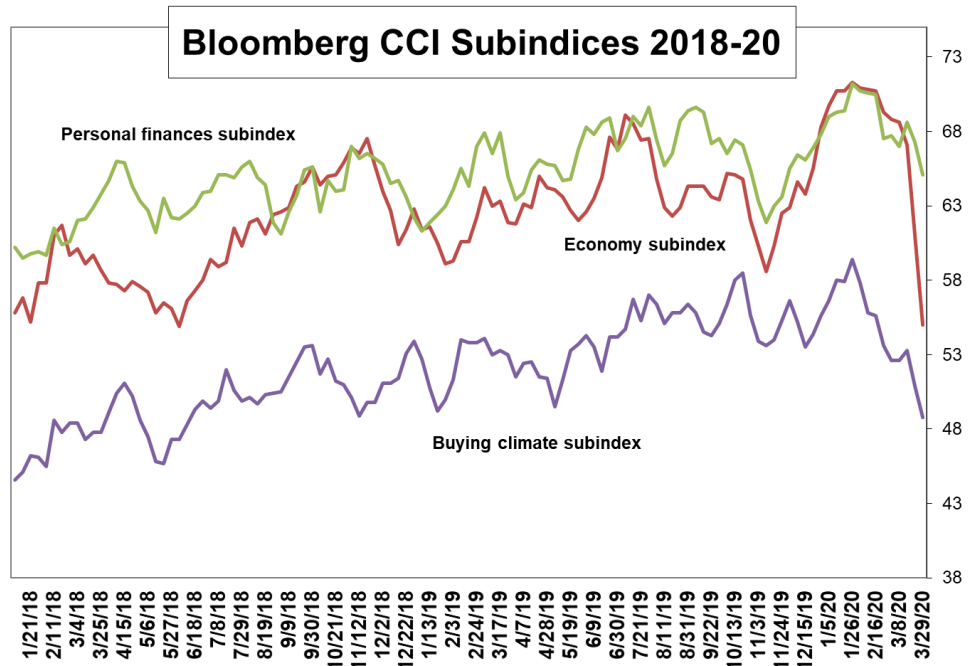
These unprecedented declines in consumer sentiment mark the vast economic fallout of the coronavirus crisis. Unemployment claims have skyrocketed, commerce has plummeted in the face of business closures and stay-at-home orders, and the markets are in turmoil. In an [ABC News/Washington Post poll](#) last week 33 percent of Americans said they or an immediate family member have been laid off or lost their job as a result of the crisis and 51 percent report reduced pay or work hours.

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The two-week decline in the CCI has hastened its retreat from its 20-year peak of 67.3 in late January. It's now 8.8 points off its starting point this year, 7.6 points below its year-to-date average and 4.9 points below last year's average.

That said, the index, produced by [Langer Research Associates](#), still is 13.1 points above its long-term average and 33.3 points above its record low last seen in June 2009.



Similarly, the CCI's subindices are down sharply from their recent peaks, although still well above their long-term averages:

- At 55.0, the national economy subindex is down 14.7 points since the start of the year, 13.0 points off its 2020 average to date and 8.5 points below last year's average. It's still 18.6 points above its long-term average and 51.0 points above its record low in February 2009.
- The buying climate subindex is down 10.6 points from its record high two months ago. It's 7.8 points below its level at the start of the year, 6.0 points below its yearly average and 5.2 points lower than last year's record-breaking average. It's still 11.7 points better than its full average.
- The personal finance subindex is 6.1 points off its record high of 71.2 in late January and 3.9 points lower than at the start of the year. It's still about even (-1.1 points) with last year's 19-year high average, and 9.1 points above its long-term average.

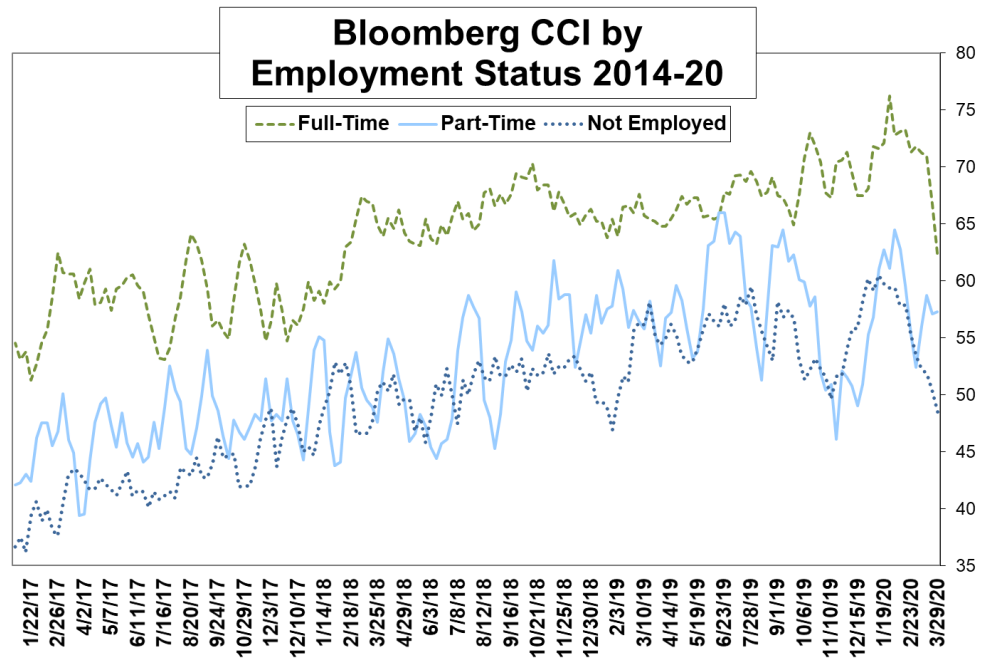
The CCI's two-week drop is largest among those with more exposure to the stock market. It's down 14.5 points to 66.5 among Americans with household incomes of

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\$100,000 or more, the lowest since November 2016. That compares with a slight drop of 4.8 points among those earning \$50,000-\$100,000, down gradually from a peak of 78.3 in early February to a 14-month low of 65.2; and a matching 4.8-point drop among those with incomes less than \$50,000 to 46.8, virtually even with its level in early March.

The CCI among adults who've attended college is down 8.6 points in two weeks to 58.7, a low since December 2017. It's down a slight 4.9 points in two weeks among those with just a high school diploma, to 54.2, a three-month low.



Similarly, the index among full-time workers is down 8.6 points in two weeks to a two-year low of 62.4. It's held essentially steady among part-time employees within the past two weeks, now about even with its level at the start of the year, at 57.3. It's also little changed among those not employed for pay, albeit down gradually from a 19-year peak in mid-January to a nearly 14-month low of 48.5.

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Data summary for 4/2/20

This week	56.3	
Last week	59.7	
2020 high	67.3	Jan. 26
2020 low	56.3	March 29
2020 average	63.9	
2009 average	26.0	Worst full year
2000 average	64.5	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	43.2	

Individual measures:

	This week	Last week	Average 2020	Average '85-'20
Positive ratings of:				
National economy	55%	61	68	36
Personal finances	65	67	69	56
Buying climate	49	51	55	37

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	11%	44	31	14
Personal finances	10	55	26	9
Buying climate	6	43	35	16

	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	71% latest Feb. 16, 2020	39% June 21 and 28, 2009
Buying climate	59% latest Jan. 26, 2020	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 March 29, 2020. Fieldwork and tabulation by SSRS of Glen Mills, PA.

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03/29/20	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
<b>GENERAL POPULATION:</b>								
Overall Index	56.3	59.7	63.0	63.9	58.9	67.3	56.3	62.2
State of Economy	55.0	61.0	68.8	68.3	61.8	71.3	55.0	65.1
Personal Finances	65.1	67.3	67.7	67.8	63.4	71.2	61.9	67.1
Buying Climate	48.8	50.9	52.6	55.6	51.5	59.4	48.8	54.6
<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	60.1	63.3	67.9	68.0	64.7	73.3	60.1	67.0
Women	52.8	56.4	58.5	60.1	53.4	62.6	52.8	57.8
<b>Age:</b>								
18 - 34	54.8	57.8	58.1	60.0	55.4	68.2	53.8	60.6
35 - 44	56.4	60.5	65.1	69.2	67.4	72.3	56.4	65.3
45 - 54	55.6	60.1	71.4	64.6	55.1	73.1	54.2	63.3
55 - 64	58.0	62.5	61.0	60.4	58.2	66.6	54.7	59.7
65+	56.8	59.3	63.1	67.9	59.8	70.0	56.7	63.1
<b>Income:</b>								
Under \$15K	33.8	39.4	33.7	27.8	38.1	45.6	25.3	34.6
\$15K To \$24.9K	40.8	45.0	36.2	49.1	44.1	62.2	36.2	45.8
\$25K To \$39.9K	49.3	51.9	52.6	52.9	50.8	64.3	45.5	55.0
\$40K To \$49.9K	57.9	64.1	59.8	65.0	54.8	72.9	52.7	62.7
Under \$50K	46.8	50.9	46.6	48.0	46.4	56.7	41.9	50.1
Over \$50K	65.9	69.7	77.6	76.9	72.9	80.6	65.9	75.5
\$50K To \$74.9K	63.6	64.5	69.9	67.8	64.3	78.4	61.4	69.4
\$75K To \$99.9K	66.9	71.2	76.2	79.6	71.2	84.4	66.9	74.6
Over \$100K	66.5	72.4	84.5	83.5	80.1	85.1	66.5	81.3
<b>Region:</b>								
Northeast	53.7	56.8	62.2	55.0	55.8	70.6	53.7	59.8
Midwest	55.8	58.6	65.1	66.4	62.0	71.5	55.8	62.9
South	58.2	61.9	63.6	66.8	60.7	68.8	55.8	63.2
West	55.7	59.3	60.9	63.7	55.6	66.4	55.6	62.0
<b>Race:</b>								
White	60.9	65.0	68.2	69.6	61.7	72.5	60.9	66.4
Black	35.9	39.9	40.8	41.0	48.5	55.6	33.9	46.9
<b>Politics:</b>								
Republican	73.9	77.6	80.1	82.0	75.7	83.1	71.3	77.9
Democrat	44.7	48.8	53.6	55.8	50.8	60.5	44.7	55.0
Independent	54.7	59.6	61.4	60.1	55.4	66.6	53.7	59.0
<b>Education:</b>								
< High School	43.6	43.4	38.7	43.3	45.3	54.5	35.7	43.1
High Sch. Grad.	54.2	56.5	59.2	55.8	54.2	66.7	51.3	57.0
College +	58.7	63.3	67.9	70.9	63.7	72.3	58.7	67.8
<b>Home:</b>								
Own	62.4	66.4	70.4	71.4	65.8	73.8	62.4	68.5
Rent	45.9	48.3	50.9	50.2	47.5	57.5	42.9	51.3
<b>Marital Status:</b>								
Single	48.3	51.5	55.2	54.8	50.4	63.7	48.3	56.2
Married	63.6	67.4	70.9	72.3	65.7	75.9	63.6	69.8
Sep/Wid/Div	47.5	51.2	52.8	54.4	51.5	55.5	40.6	51.0
<b>Employ. Status:</b>								
Full-Time	62.4	66.7	71.8	68.1	64.8	76.2	62.4	68.7
Part-Time	57.3	57.1	52.4	55.3	52.5	66.0	46.1	57.7
Not Employed	48.5	50.4	53.4	60.2	54.4	60.5	48.5	55.3

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