

# Bloomberg® Consumer Comfort Index™



## Weekly Data Report

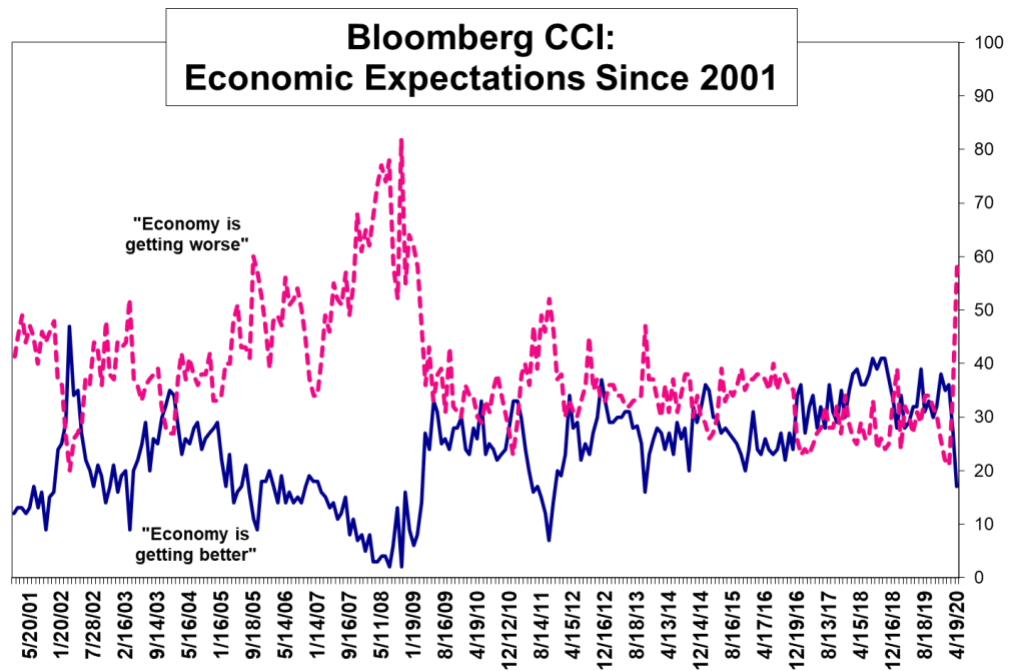
*Embargoed for release:  
 9:45 a.m. Thursday,  
 April 23, 2020*

Pessimism about the direction of the national economy soared to levels unseen since the Great Recession in this week's Bloomberg consumer survey, while Americans' ratings of current economic conditions extended their coronavirus-prompted plunge.

Fifty-eight percent of the public now says the economy is getting worse, matching the most since January 2009 and up 24 percentage points from March, the largest one-month gain in economic pessimism since October 2008. The two-month advance, 37 points, is the largest on record in data since 1986.

Just 17 percent now think the economy is getting better, a low since October 2013. The rest, 24 percent, say it's staying the same.

This  
 week's  
 CCI  
 41.4



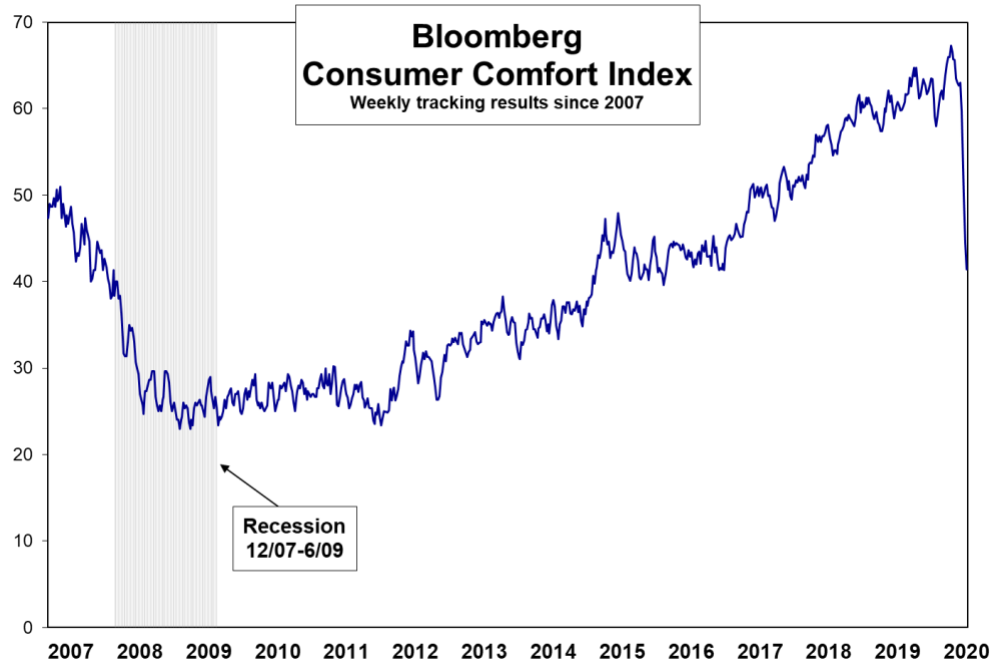
In separate current-sentiment data, the Bloomberg Consumer Comfort Index lost an additional 3.1 points to 41.4 on its 0-100 scale, now down 21.6 points since mid-March, double its record for a five-week fall preceding the coronavirus. It's at its lowest since October 2016.

The rate of descent of the index, produced by [Langer Research Associates](http://www.langerresearch.com), slowed from record-smashing 5.4- and 6.4-point losses the past two weeks. Still, it leaves the CCI 25.9 points off its 20-year peak nearly three months ago, reversing three-plus years of gains, and now just 18.4 points above its record low last seen in June 2009.

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The index is based on Americans' ratings of the current national economy, their personal finances and the buying climate. Economy ratings continue to lead the way, down an additional 5.3 points this week and a vast 35.0 points in five weeks.

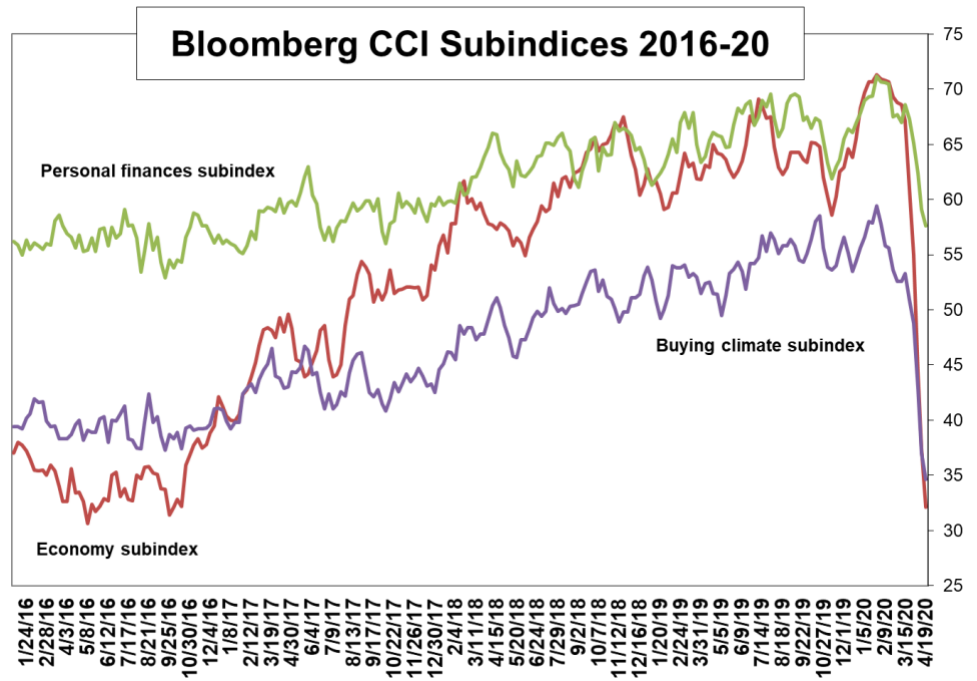


The subindex based on ratings of whether or not it's a good time to buy things is down 18.7 points in five weeks, including 2.4 points just this week. And the personal finances subindex has lost 11.0 points in five weeks and 1.5 points this week alone.

In detail:

- At 32.1, the national economy subindex is its lowest since October 2016 and 39.2 points below its 19-year peak nearly three months ago. It's 30.3 points off its 2020 average and 4.3 points lower than its full 34-year average – albeit still a broad 28.1 points above its record low in February 2009.
- The buying climate subindex, at a four-year low of 34.6, is 24.8 points below its record high in late January and 17.1 points from its 2020 average. It's under its full average, 37.1, though 16.6 points better than its record low last seen in October 2008.
- At 57.6, the personal finances subindex is its lowest since October 2017 and 13.6 points off its record high in late January. It's a bare 1.6 points above its long-term average and 18.6 points above its record low in June 2009.

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Among groups, the CCI among Americans with household incomes less than \$50,000 is down 4.5 points this week and 19.8 points in five weeks to 31.8, a low since January 2017. The drop was less steep among better-off Americans, 2.9 points, though down a slightly sharper 24.9 points in five weeks to 49.8, a low since October 2014.

The CCI among Republicans has lost a dramatic 30.0 points from its record high five weeks ago to 53.1, a low since February 2017. It's down 24.1 points among independents during this time, to 38.3, a low since May 2015; and 19.1 points among Democrats to 32.9, a low since September 2012, after weeks of gradual declines in February and early March.

In terms of the survey's separate, forward-looking monthly expectations measure, this month's -41-point better-worse margin is the worst since a -45-point margin in October 2011. It's 24 points more negative than the 34-year average.

Further reflecting the partisan nature of economic sentiment, 71 percent of Democrats say the economy is worsening, vs. 43 percent of Republicans, with independents in the middle, 62 percent. And there's a gender gap, with 65 percent of women pessimistic about the economy, vs. 50 percent of men.

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Data summary for 4/23/20

This week	41.4	
Last week	44.5	
2020 high	67.3	Jan. 26
2020 low	41.4	April 19
2020 average	60.4	
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	32%	37	62	36
Personal finances	58	59	67	56
Buying climate	35	37	52	37

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	5%	27	41	27
Personal finances	10	48	29	13
Buying climate	5	30	44	21

	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	71% latest Jan. 26, 2020	39% June 21 and 28, 2009
Buying climate	59% Oct. 26, 2020	18% latest Oct. 19, 2008

Economy's direction:

	Better	Worse	Same	Better-worse diff.
4/19/20	17	58	24	-41 pts.
3/15/20	27	34	39	-7
2/16/20	36	21	43	+15
1/19/20	35	22	42	+13
12/15/19	38	26	37	+12
11/17/19	32	30	39	+2
10/13/19	30	32	38	-2
9/15/19	33	34	33	-1
8/18/19	31	34	35	-3

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 April 7-19, 2020; that result has a 4.5-point error margin. Fieldwork and tabulation by SSRS of Glen Mills, PA.

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04/19/20	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	41.4	44.5	59.7	66.0	60.8	67.3	41.4	61.4
State of Economy	32.1	37.4	61.0	70.7	65.0	71.3	32.1	63.7
Personal Finances	57.6	59.1	67.3	69.4	66.1	71.2	57.6	66.9
Buying Climate	34.6	37.0	50.9	57.9	51.5	59.4	34.6	53.8
<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	45.9	49.4	63.3	71.2	67.3	73.3	45.9	66.1
Women	37.2	40.0	56.4	61.2	54.9	62.6	37.2	57.0
<b>Age:</b>								
18 - 34	42.1	45.9	57.8	67.5	58.3	68.2	42.1	60.0
35 - 44	44.7	51.4	60.5	66.8	64.8	72.3	44.7	64.3
45 - 54	43.8	42.8	60.1	69.4	61.5	73.1	42.8	62.5
55 - 64	33.9	35.2	62.5	56.7	57.9	66.6	33.9	58.6
65+	40.5	44.1	59.3	70.0	62.6	70.0	40.5	62.1
<b>Income:</b>								
Under \$15K	24.2	23.6	39.4	38.8	39.0	45.6	23.6	33.9
\$15K To \$24.9K	23.1	26.4	45.0	52.4	43.3	62.2	23.1	45.0
\$25K To \$39.9K	36.5	42.0	51.9	61.7	52.5	64.3	36.5	54.4
\$40K To \$49.9K	45.8	50.3	64.1	68.6	59.2	72.9	45.8	62.3
Under \$50K	31.8	36.3	50.9	55.4	49.0	56.7	31.8	49.5
Over \$50K	49.8	52.7	69.7	78.2	75.7	80.6	49.8	74.3
\$50K To \$74.9K	47.5	51.7	64.5	73.2	73.5	78.4	47.5	68.5
\$75K To \$99.9K	50.7	53.1	71.2	78.2	73.5	84.4	50.7	73.7
Over \$100K	51.5	53.4	72.4	83.5	81.2	85.1	51.5	79.7
<b>Region:</b>								
Northeast	37.2	41.7	56.8	64.4	55.8	70.6	37.2	59.1
Midwest	46.6	48.3	58.6	70.9	62.9	71.5	46.6	62.1
South	42.2	43.7	61.9	64.1	62.3	68.8	42.2	62.3
West	38.8	44.5	59.3	65.9	60.5	66.4	38.8	61.2
<b>Race:</b>								
White	44.1	47.2	65.0	70.5	64.2	72.5	44.1	65.6
Black	29.1	32.7	39.9	49.7	45.1	55.6	29.1	46.1
<b>Politics:</b>								
Republican	53.1	58.4	77.6	81.5	74.0	83.1	53.1	76.9
Democrat	32.9	33.9	48.8	58.6	52.4	60.5	32.9	54.2
Independent	38.3	41.9	59.6	62.6	59.0	66.6	38.3	58.3
<b>Education:</b>								
< High School	35.5	36.5	43.4	42.1	48.9	48.9	35.5	42.3
High Sch. Grad.	36.2	41.2	56.5	63.6	55.0	66.7	36.2	56.3
College +	44.6	47.1	63.3	70.6	65.6	72.3	44.6	67.0
<b>Home:</b>								
Own	45.7	48.8	66.4	73.1	68.6	73.8	45.7	67.4
Rent	33.2	37.1	48.3	52.0	49.3	57.5	33.2	50.7
<b>Marital Status:</b>								
Single	38.7	42.2	51.5	61.7	56.2	63.7	38.7	55.6
Married	44.7	48.0	67.4	73.2	65.6	75.9	44.7	68.8
Sep/Wid/Div	34.9	37.0	51.2	53.3	54.0	55.5	34.9	50.1
<b>Employ. Status:</b>								
Full-Time	48.5	51.1	66.7	72.1	66.2	76.2	48.5	68.0
Part-Time	31.7	38.1	57.1	62.7	59.6	66.0	31.7	56.8
Not Employed	36.6	39.0	50.4	59.7	55.2	60.5	36.6	54.4

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