

Bloomberg® Consumer Comfort Index™



Weekly Data Report

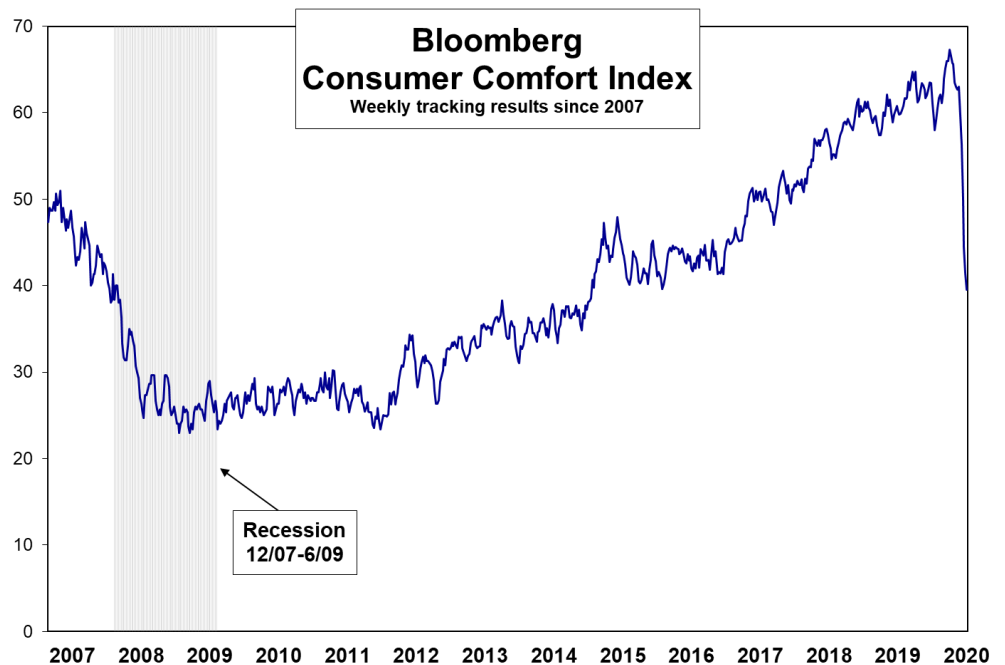
*Embargoed for release:
9:45 a.m. Thursday,
April 30, 2020*

Consumer sentiment extended its longest losing streak in 34 years this week, with another steep drop in ratings of the economy pushing the Bloomberg Consumer Comfort Index to its lowest since November 2014. But the CCI's two other gauges stabilized, a hopeful sign as states seek to reopen their shuttered economies.

Hammered by the coronavirus crisis, the CCI sustained its sixth consecutive week in retreat, albeit now at a slower pace. It's down 23.5 points since mid-March and 27.8 points off its 20-year high in mid-January to 39.5 on its 0-100 scale, erasing more than five years of gains in just three months.

That said, this week's 1.9-point loss is the smallest since the CCI's plunge began, and it's driven almost exclusively by tumbling views of the economy overall. Ratings of personal finances and the buying climate, by contrast, held steady this week after their own steep declines.

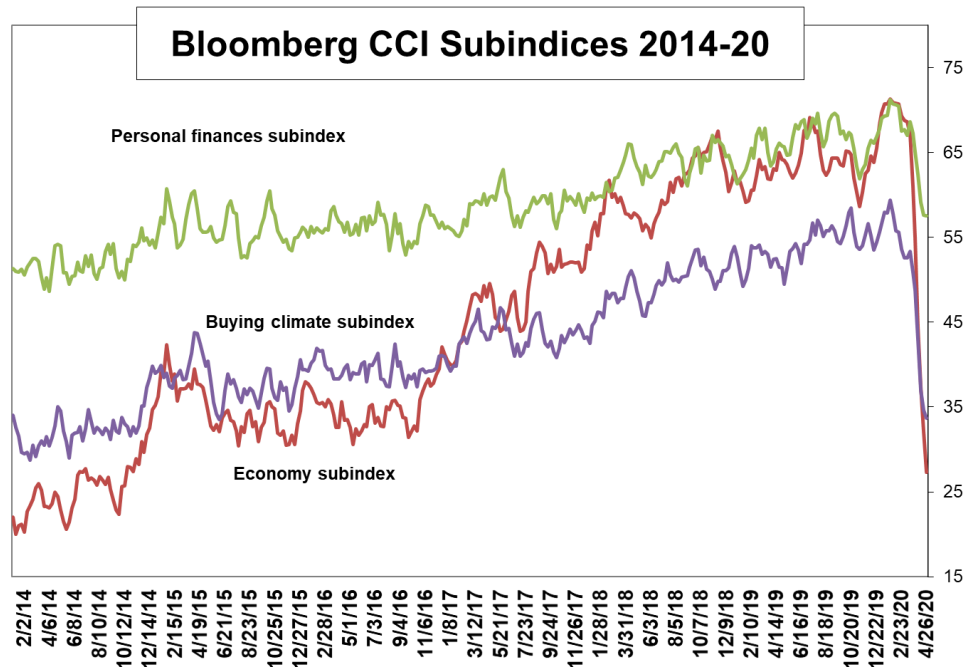
This
week's
CCI
39.5



The CCI's national economy subindex is down an additional 4.8 points for a net 39.8-point loss since March 15, its longest and steepest fall on record. At 27.3, it's its lowest since October 2014 and 44.0 points off its 19-year peak three months ago.

The buying climate subindex, though, is essentially unchanged this week, albeit down 19.6 points in six weeks to nearly a five-year low, 33.7. The personal finances subindex likewise is virtually unchanged, though down a cumulative 11.1 points in six weeks.

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The CCI's overall loss this week is far smaller than its record-breaking drops of 5.4 and 6.4 points earlier this month – a welcome slowdown and an indicator to watch as states move or make plans to start loosening their shutdown orders.

The overall index, produced by [Langer Research Associates](#), is 19.7 points off its 2020 average, previously on track to be among the highest annual averages on record, and 3.7 points below its long-term average in continuous weekly data since late 1985.

Among its gauges:

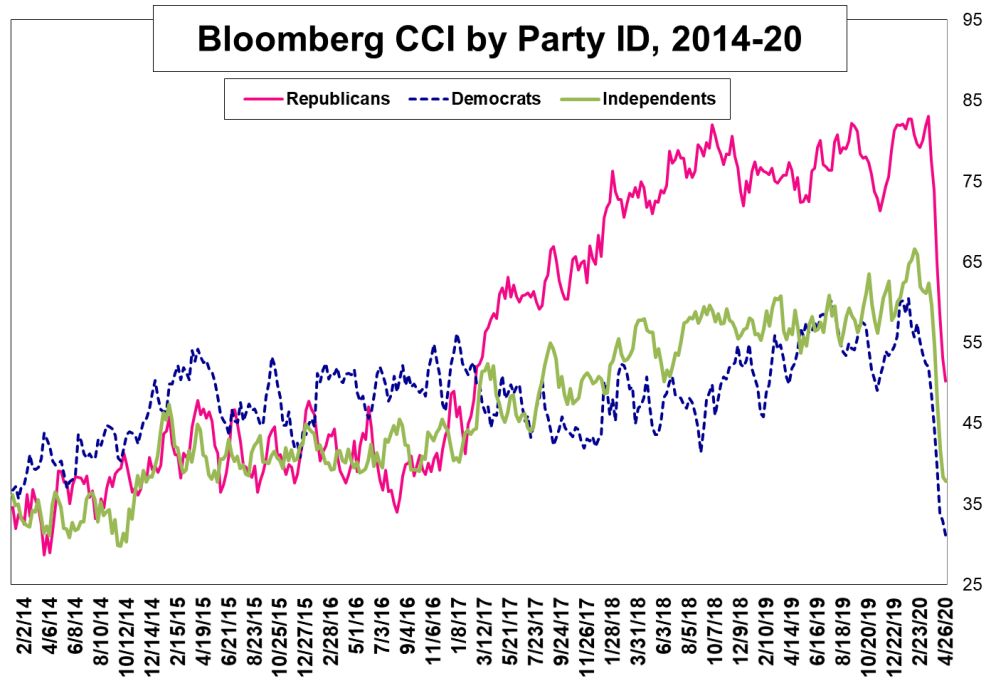
- The national economy subindex is 52.7 points below its record high in January 2000, while 23.3 points better than its all-time low in February 2009. It's 9.1 points below its long-term average and 33.0 points off its 2020 average to date.
- The buying climate index is 25.7 points below its record high in late January, while 15.7 points above its record low last seen in October 2008. It's 17.0 points off its 2020 average and 3.4 points below its long-term average.
- At a 2.5-year low of 57.5, the personal finances subindex is 13.7 points from its all-time high three months ago and 9.0 points below its 2020 average. It's still a bare 1.5 points above its historical average and 18.5 points better than its record low in June 2009.

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Regionally, sentiment among Northeasterners and Southerners has been hit hardest since mid-March. The index is down 28.2 points in six weeks among Northeasterners to 33.0, a 5.5-year low; and a similar 26.8 points among Southerners to 39.7, a 3.5-year low. It's lost 19.0 points among Midwesterners in this period to 44.2, a 3.5-year low; and 18.7 points among Westerners to 39.8, about matching a 4.5-year low last week.

The CCI among Republicans continued its sharp descent from a record high six weeks ago, down 32.9 points to 50.2, its lowest since February 2017. It's down 20.9 points among Democrats during this time, extending its gradual fall from a 19-year peak in mid-January to a 7.5-year low, 31.1. Among independents, it's fallen 24.6 points in six weeks to 37.8, a low since May 2015.



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Data summary for 4/30/20

This week	39.5	
Last week	41.4	
2020 high	67.3	Jan. 26
2020 low	39.5	April 26
2020 average	59.2	
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	27%	32	60	36
Personal finances	58	58	67	56
Buying climate	34	35	51	37

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	5%	23	44	28
Personal finances	9	48	29	14
Buying climate	5	29	43	23

	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 April 26, 2020. Fieldwork and tabulation by SSRS of Glen Mills, PA.

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04/26/20	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
GENERAL POPULATION:								
Overall Index	39.5	41.4	56.3	67.3	60.4	67.3	39.5	61.0
State of Economy	27.3	32.1	55.0	71.3	64.2	71.3	27.3	63.0
Personal Finances	57.5	57.6	65.1	71.2	65.8	71.2	57.5	66.7
Buying Climate	33.7	34.6	48.8	59.4	51.4	59.4	33.7	53.4
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	44.1	45.9	60.1	73.0	66.5	73.3	44.1	65.7
Women	35.2	37.2	52.8	62.0	54.7	62.6	35.2	56.6
Age:								
18 - 34	41.3	42.1	54.8	68.2	56.0	68.2	41.3	59.7
35 - 44	40.3	44.7	56.4	69.3	62.5	72.3	40.3	63.9
45 - 54	40.7	43.8	55.6	73.1	66.7	73.1	40.7	62.1
55 - 64	32.6	33.9	58.0	60.6	59.1	66.6	32.6	58.1
65+	40.4	40.5	56.8	66.7	60.8	70.0	40.4	61.7
Income:								
Under \$15K	23.7	24.2	33.8	43.6	31.9	45.6	23.6	33.6
\$15K To \$24.9K	24.3	23.1	40.8	46.4	40.0	62.2	23.1	44.6
\$25K To \$39.9K	33.6	36.5	49.3	64.3	54.6	64.3	33.6	54.0
\$40K To \$49.9K	43.7	45.8	57.9	72.9	58.3	72.9	43.7	62.0
Under \$50K	30.6	31.8	46.8	56.7	48.1	56.7	30.6	49.1
Over \$50K	48.5	49.8	65.9	78.6	75.6	80.6	48.5	73.8
\$50K To \$74.9K	43.9	47.5	63.6	73.9	75.0	78.4	43.9	67.9
\$75K To \$99.9K	48.9	50.7	66.9	79.5	74.0	84.4	48.9	73.3
Over \$100K	52.2	51.5	66.5	82.6	78.9	85.1	51.5	79.2
Region:								
Northeast	33.0	37.2	53.7	70.6	56.8	70.6	33.0	58.6
Midwest	44.2	46.6	55.8	71.5	62.5	71.5	44.2	61.8
South	39.7	42.2	58.2	65.6	60.6	68.8	39.7	61.9
West	39.8	38.8	55.7	64.0	61.1	66.4	38.8	60.8
Race:								
White	42.0	44.1	60.9	72.5	64.4	72.5	42.0	65.2
Black	29.2	29.1	35.9	50.4	46.5	55.6	29.1	45.8
Politics:								
Republican	50.2	53.1	73.9	82.7	75.5	83.1	50.2	76.4
Democrat	31.1	32.9	44.7	60.5	53.9	60.5	31.1	53.7
Independent	37.8	38.3	54.7	64.7	56.8	66.6	37.8	57.9
Education:								
< High School	33.8	35.5	43.6	43.0	47.9	48.1	33.8	42.0
High Sch. Grad.	33.3	36.2	54.2	66.7	53.1	66.7	33.3	55.9
College +	43.4	44.6	58.7	71.8	66.2	72.3	43.4	66.5
Home:								
Own	43.6	45.7	62.4	73.8	67.8	73.8	43.6	67.0
Rent	31.6	33.2	45.9	54.1	49.1	57.5	31.6	50.4
Marital Status:								
Single	38.0	38.7	48.3	63.1	55.7	63.7	38.0	55.2
Married	42.3	44.7	63.6	75.9	65.3	75.9	42.3	68.4
Sep/Wid/Div	32.9	34.9	47.5	52.0	55.0	55.5	32.9	49.7
Employ. Status:								
Full-Time	46.9	48.5	62.4	76.2	67.4	76.2	46.9	67.6
Part-Time	29.1	31.7	57.3	61.1	58.3	66.0	29.1	56.2
Not Employed	34.6	36.6	48.5	59.4	53.5	60.5	34.6	54.0

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