

# Bloomberg® Consumer Comfort Index™



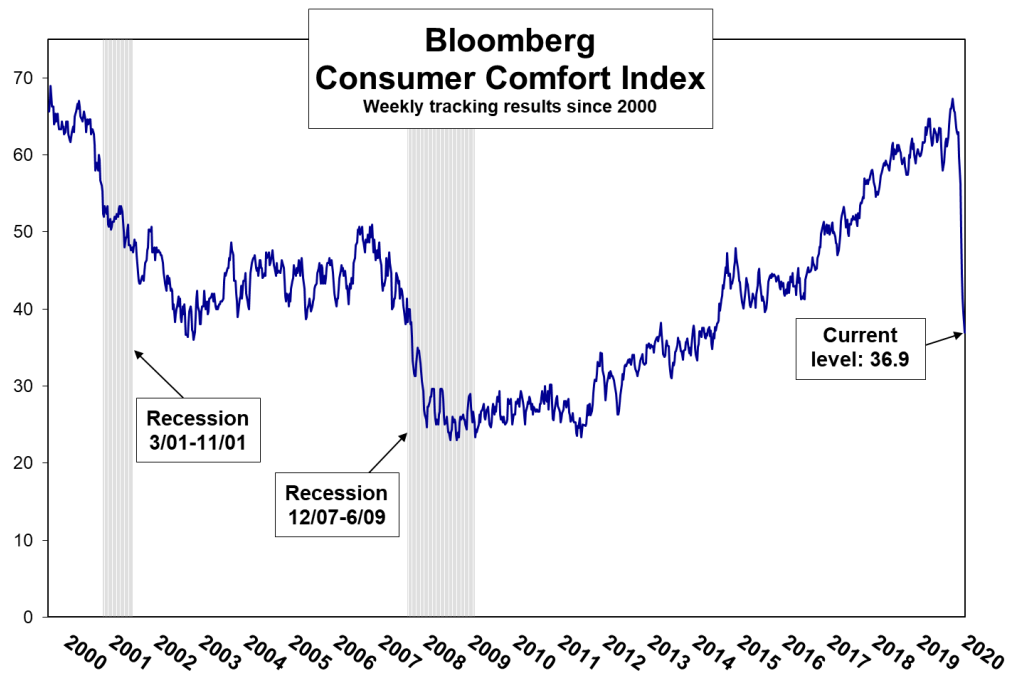
## Weekly Data Report

Embargoed for release:  
9:45 a.m. Thursday,  
May 7, 2020

Americans' ratings of their personal finances sustained their largest one-week drop in seven years this week as the Bloomberg Consumer Comfort Index lengthened its steepest downturn on record.

Accelerating after a slower loss last week, the CCI fell 2.6 points to 36.9 on its 0-100 scale, down 26.1 points in seven weeks, a drop previously unseen in 34 years of weekly surveys. Consumer sentiment is its lowest since October 2014, while it was still clawing its way out of the aftermath of the Great Recession.

This  
week's  
CCI  
36.9



This week's decline was led by a 3.6-point drop in the CCI subindex based on Americans' ratings of their own finances, its sharpest one-week fall since August 2012 – a troubling result in part because it had managed to hold steady last week. The subindex is down 14.7 points since mid-March.

The CCI gauge based on ratings of the buying climate lost 2.6 points, also back down after a respite last week. The national economy subindex shed 1.6 points, a significant loss albeit its smallest since early March. These measures are down 22.2 and 41.1 points, respectively, since the coronavirus crisis came to a head in the United States.

The losses reflect stark economic realities, with more than 30 million Americans filing for unemployment benefits since lockdown orders went into effect. Consumer spending fell 7.5 percent in March, its largest monthly decline in data since 1959.

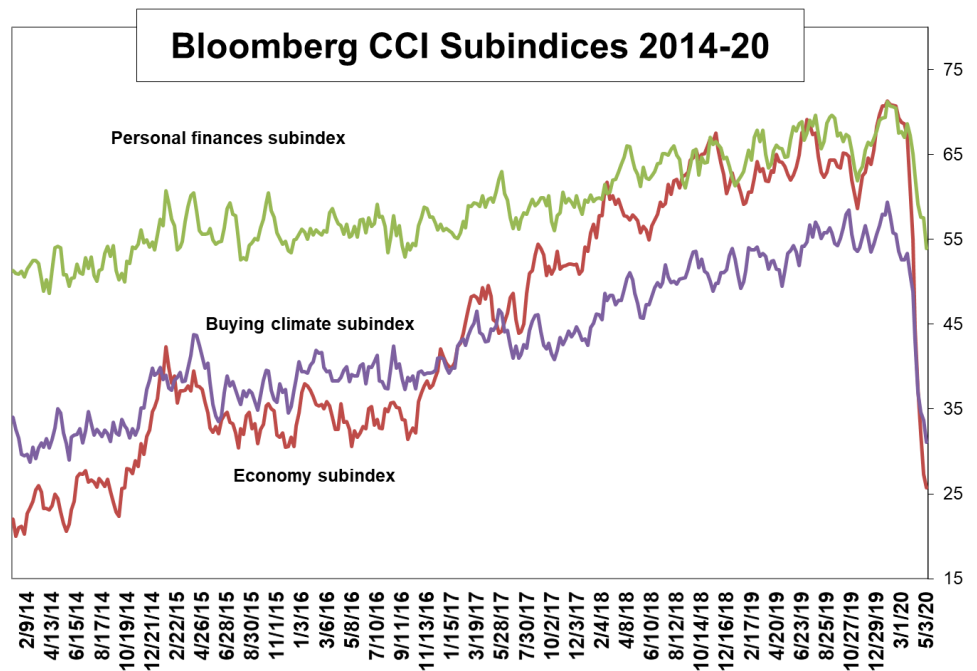
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The overall index, produced by [Langer Research Associates](#), is 30.4 points off its 20-year peak Jan. 26 and 6.3 points below its long-term average since late 1985. Its plunge reverses more than five years of gradual gains, placing the index just 13.9 points above its record low last seen in June 2009.

In each of the CCI's gauges:

- At 53.9, the personal finances subindex is its lowest since October 2016, 17.3 points below its record high in late January and 11.8 points off its level a year ago, albeit closer to its full 34-year average, 56.0.
- The buying climate subindex, 31.1, is its lowest since June 2014, 28.3 points below its record high in late January and down 18.4 points from a year ago. It's 6.0 points below its historical average.
- At 25.7, the national economy subindex has fallen to its lowest since October 2014, 10.7 points below its long-term average and down a remarkable 45.6 points from its 19-year peak in late January.

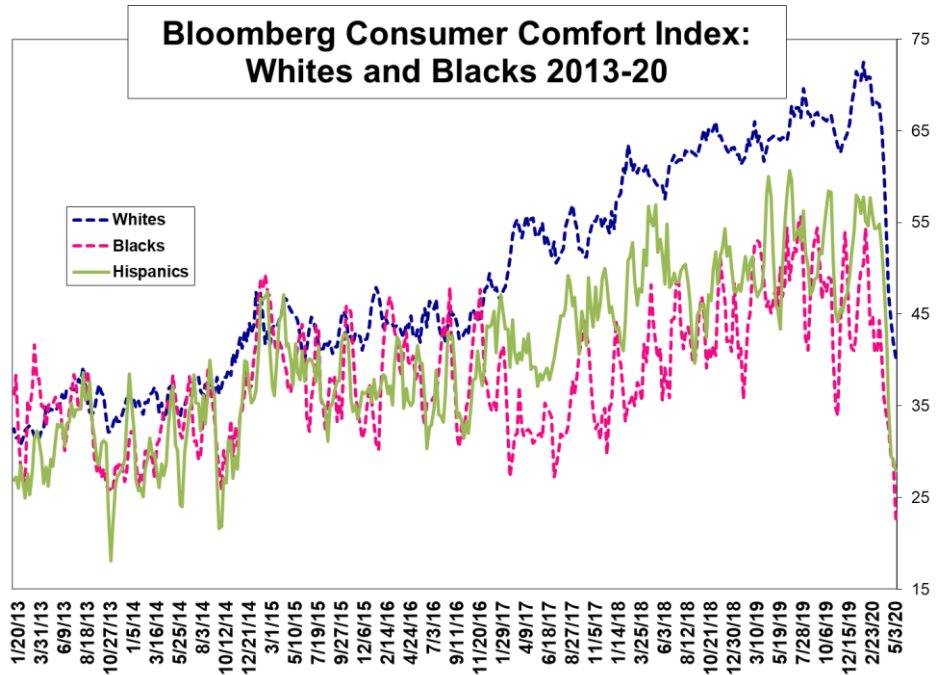


While the index's plummet has been broadly based, it's particularly low in some groups. The index among blacks, 22.7, is its lowest since August 2012, down 21.6 points in seven weeks. It's 27.9 among Hispanics, down 26.9 points in the same period to a low since November 2014. These compare with 40.3 among whites,

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down 32.2 points from its record high in late January, including 27.6 points since mid-March, to a low since June 2015.



The CCI among Democrats, 28.3, is its lowest since February 2012, down 32.2 points from its 18-year peak matched in late January, including 23.7 points since mid-March. It's 36.0 among independents, down 26.4 points in seven weeks to a low since October 2014; and 47.0 among Republicans, down a sharper 36.1 points from its all-time high in mid-March to its worst since February 2017. The gap between Democrats and Republicans, 18.7 points, has narrowed from 31.1 points in mid-March.

In a further example, the index is 28.4 among those with household incomes less than \$50,000, down 23.2 points since mid-March to its lowest since August 2015. It's 42.5 among those in the \$50,000-\$100,000 bracket, off 27.7 points since mid-March including 6.6 points in the last two weeks to a low since October 2014. By contrast, it's essentially unchanged for a second week among those with household incomes of \$100,000 or more, 52.6, after plunging 33.0 points in seven weeks to match a low since March 2013.

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Data summary for 5/7/20

This week	36.9	
Last week	39.5	
2020 high	67.3	Jan. 26
2020 low	36.9	May 3
2020 average	57.9	
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	26%	27	58	36
Personal finances	54	58	66	56
Buying climate	31	34	50	37

	Excel-lent	Good	Not so Good	Poor
Full ratings of:				
National economy	4%	22	45	30
Personal finances	9	45	31	15
Buying climate	5	26	44	25

	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 May 3, 2020. Fieldwork and tabulation by SSRS of Glen Mills, PA.

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05/03/20	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	36.9	39.5	49.9	66.5	59.8	67.3	36.9	60.6
State of Economy	25.7	27.3	44.4	70.9	64.1	71.3	25.7	62.2
Personal Finances	53.9	57.5	62.4	70.7	65.7	71.2	53.9	66.5
Buying Climate	31.1	33.7	42.9	57.8	49.5	59.4	31.1	53.0
<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	41.4	44.1	53.4	73.3	65.8	73.3	41.4	65.2
Women	32.7	35.2	46.6	60.1	54.2	62.6	32.7	56.2
<b>Age:</b>								
18 - 34	39.5	41.3	51.1	68.0	56.1	68.2	39.5	59.4
35 - 44	34.3	40.3	55.0	62.0	57.8	72.3	34.3	63.3
45 - 54	38.4	40.7	45.6	69.6	67.8	73.1	38.4	61.5
55 - 64	31.2	32.6	47.4	63.0	57.4	66.6	31.2	57.6
65+	38.6	40.4	48.9	68.8	61.0	70.0	38.6	61.3
<b>Income:</b>								
Under \$15K	21.1	23.7	27.6	45.5	28.8	45.6	21.1	33.4
\$15K To \$24.9K	21.3	24.3	39.7	44.6	45.6	62.2	21.3	44.3
\$25K To \$39.9K	32.6	33.6	43.5	58.7	53.8	64.3	32.6	53.6
\$40K To \$49.9K	38.1	43.7	55.3	70.4	54.9	72.9	38.1	61.6
Under \$50K	28.4	30.6	42.2	55.4	46.5	56.7	28.4	48.8
Over \$50K	46.6	48.5	57.8	78.0	75.5	80.6	46.6	73.2
\$50K To \$74.9K	39.6	43.9	56.7	73.2	77.1	78.4	39.6	67.3
\$75K To \$99.9K	45.3	48.9	57.8	80.0	74.8	84.4	45.3	72.7
Over \$100K	52.6	52.2	58.1	80.6	76.5	85.1	51.5	78.7
<b>Region:</b>								
Northeast	30.8	33.0	48.3	65.3	60.0	70.6	30.8	58.2
Midwest	41.1	44.2	52.1	71.2	62.2	71.5	41.1	61.4
South	37.2	39.7	49.5	66.2	60.0	68.8	37.2	61.4
West	37.4	39.8	49.7	63.5	57.1	66.4	37.4	60.4
<b>Race:</b>								
White	40.3	42.0	53.3	70.4	64.5	72.5	40.3	64.7
Black	22.7	29.2	33.8	54.4	48.0	55.6	22.7	45.3
<b>Politics:</b>								
Republican	47.0	50.2	64.9	82.7	72.4	83.1	47.0	75.9
Democrat	28.3	31.1	39.7	57.0	56.8	60.5	28.3	53.3
Independent	36.0	37.8	47.5	65.3	53.7	66.6	36.0	57.5
<b>Education:</b>								
< High School	32.7	33.8	38.4	42.9	38.6	48.1	32.7	41.7
High Sch. Grad.	32.3	33.3	47.2	66.7	54.5	66.7	32.3	55.5
College +	39.8	43.4	52.4	70.2	66.2	72.3	39.8	66.0
<b>Home:</b>								
Own	40.8	43.6	53.6	73.4	66.3	73.8	40.8	66.5
Rent	29.2	31.6	44.0	51.9	49.1	57.5	29.2	50.0
<b>Marital Status:</b>								
Single	35.8	38.0	45.4	63.7	54.5	63.7	35.8	54.9
Married	39.6	42.3	54.3	73.9	65.6	75.9	39.6	67.9
Sep/Wid/Div	29.7	32.9	43.3	51.6	52.0	55.5	29.7	49.3
<b>Employ. Status:</b>								
Full-Time	44.5	46.9	56.1	72.8	66.7	76.2	44.5	67.2
Part-Time	30.7	29.1	48.3	64.5	55.8	66.0	29.1	55.7
Not Employed	31.3	34.6	42.8	59.4	52.9	60.5	31.3	53.6

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