

Bloomberg® Consumer Comfort Index™



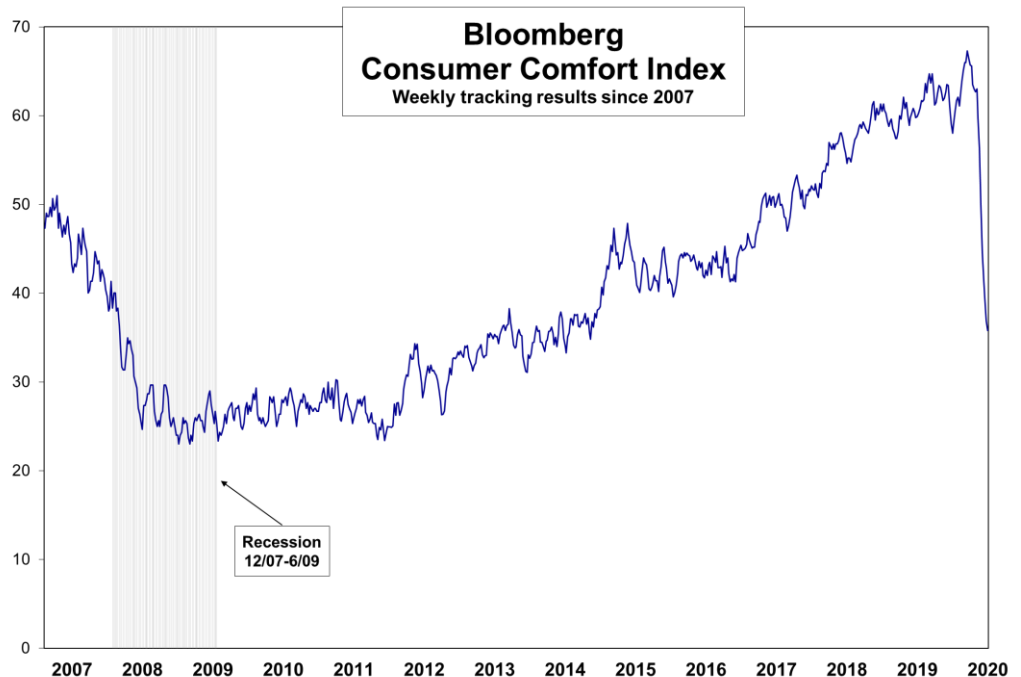
Weekly Data Report

*Embargoed for release:
9:45 a.m. Thursday,
May 14, 2020*

Consumer sentiment steadied for the first time in two months this week, a respite from its steepest fall on record in 34 years of the Bloomberg Consumer Comfort Index.

At 35.8 on its 0-100 scale, the CCI is a non-significant 1.1 points off last week's level after falling each week since March 22, including a record-smashing 6.4 points in the first week of April. It's down 27.2 points since mid-March and 31.5 points from its 20-year high in mid-January, unprecedented drops in weekly results since late 1985.

This
week's
CCI
35.8



Caution is in order. Even if this week's drop isn't statistically significant, the CCI is numerically down for the eighth week straight, to its lowest since September 2014. It slowed its losses two weeks ago (-1.9 points) only to accelerate last week (-2.6 points). And while it's essentially steady overall this week, the CCI subindex based on Americans' views of the national economy slipped slightly, -1.4 points.

The index, produced by [Langer Research Associates](#), has been hammered by the coronavirus crisis. Its previous biggest eight-week decline was 10.0 points, in both March 2014 and October 1990 – just more than a third of the drop this spring. Similarly, its previous biggest 3.5-month loss was 13.0 points in March 2001.

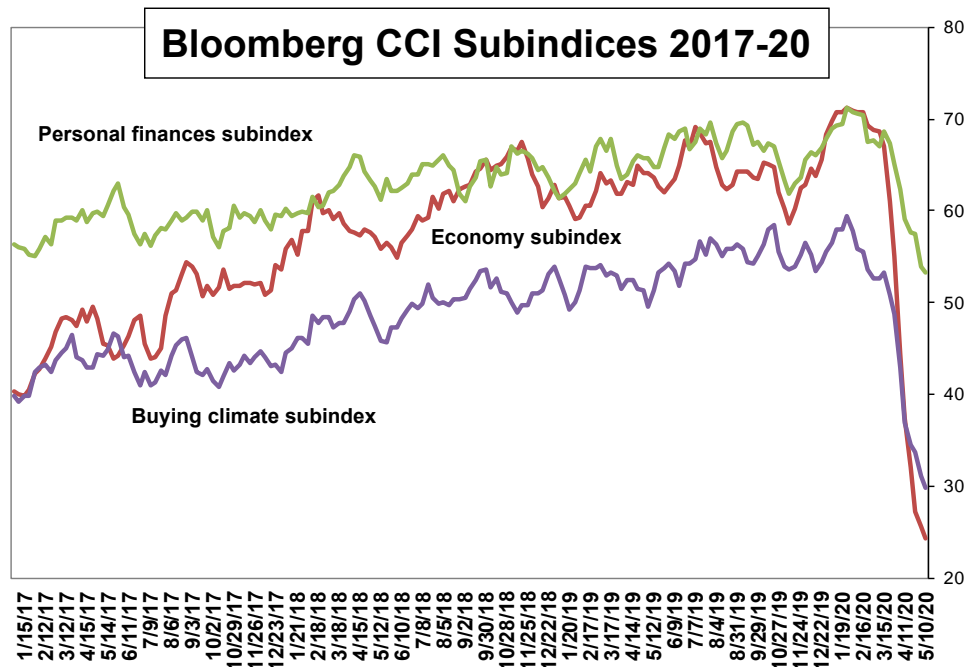
The index is 7.4 points below its historical average and 12.8 points from its record low, last seen in June 2009. It's now 33.2 points from its all-time high, 69.0, in January 2000 – a level that had seemed within its grasp just this January.

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Among its gauges:

- At 24.3, the national economy subindex is a stunning 47.0 points off its 19-year peak in late January to its lowest since September 2014. Still, this week's slight loss is its smallest since mid-March, much slowed from a record 10.6-point one-week drop in early April. It's 12.1 points below its full average, while 20.3 points above its low, 4.0 in February 2009.
- The buying climate index, 29.8, is a non-significant 1.3 points off last week's level, down 23.5-points since mid-March to its lowest since May 2014. It's 29.6 points below its all-time high in late January 2020 and just 11.8 points above its all-time low, 18.0 last seen in October 2008.
- At 53.3, the personal finances subindex is essentially unchanged since last week, but down 15.3 points in eight weeks to its lowest since September 2016. It's just 2.7 points off its historical average, 56.0, but 17.9 points from its all-time high early this year.



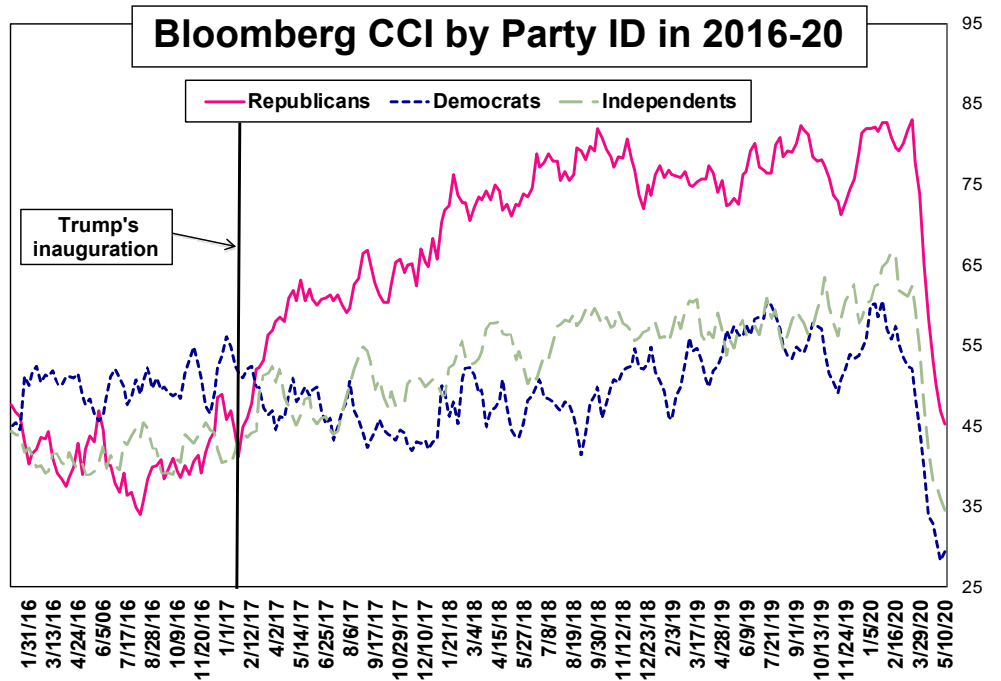
This week's stabilization occurred broadly across groups this week, albeit with differences in the extent of the damage incurred in the past two months.

Politically, the CCI has plummeted by 37.8 points among Republicans, from an all-time high of 83.1 eight weeks ago to 45.3 now, its lowest since the first week of the Trump administration. That compares with a 22.6-point drop among Democrats, to 29.4, and 27.8 points among independents, to 34.6. At 15.9 points, the partisan gap

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matches its lowest in nearly a year, 5.6 points narrower than the average since Trump took office.



Among other groups, the steepest eight-week declines are among those who are married (33.3 points), those earning more than \$100,000 per year (31.9 points), homeowners (31.0 points), and whites (29.3 points). During the same period, the CCI fell comparatively less among other groups, albeit with still-steep drops of 21.9 points among blacks, 21.8 points among those who are unemployed, 20.7 points among renters and 20.2 points among single Americans.

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Data summary for 5/14/20

This week	35.8	
Last week	36.9	
2020 high	67.3	Jan. 26
2020 low	35.8	May 10
2020 average	56.8	
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	24%	26	57	36
Personal finances	53	54	65	56
Buying climate	30	31	49	37

	Excel-lent	Good	Not so Good	Poor
Full ratings of:				
National economy	3%	22	47	29
Personal finances	8	45	32	15
Buying climate	4	26	45	26

	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 10, 2020. Fieldwork and tabulation by SSRS of Glen Mills, PA.

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05/10/20	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	35.8	36.9	44.5	65.7	59.9	67.3	35.8	60.1
State of Economy	24.3	25.7	37.4	70.8	63.6	71.3	24.3	61.5
Personal Finances	53.3	53.9	59.1	70.6	64.7	71.2	53.3	66.2
Buying Climate	29.8	31.1	37.0	55.8	51.3	59.4	29.8	52.7
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	40.2	41.4	49.4	72.7	65.7	73.3	40.2	64.7
Women	31.7	32.7	40.0	59.2	54.4	62.6	31.7	55.8
Age:								
18 - 34	37.2	39.5	45.9	66.0	59.0	68.2	37.2	59.1
35 - 44	34.2	34.3	51.4	62.7	58.6	72.3	34.2	62.9
45 - 54	37.7	38.4	42.8	69.2	67.4	73.1	37.7	61.0
55 - 64	31.8	31.2	35.2	63.4	55.1	66.6	31.2	57.1
65+	37.2	38.6	44.1	67.2	58.3	70.0	37.2	60.9
Income:								
Under \$15K	21.9	21.1	23.6	37.6	25.3	45.6	21.1	33.3
\$15K To \$24.9K	29.3	21.3	26.4	43.8	47.9	62.2	21.3	44.0
\$25K To \$39.9K	29.2	32.6	42.0	56.7	56.0	64.3	29.2	53.1
\$40K To \$49.9K	35.2	38.1	50.3	65.7	52.7	72.9	35.2	61.3
Under \$50K	28.4	28.4	36.3	51.8	46.2	56.7	28.4	48.4
Over \$50K	44.7	46.6	52.7	79.7	75.7	80.6	44.7	72.7
\$50K To \$74.9K	40.8	39.6	51.7	72.0	73.5	78.4	39.6	66.6
\$75K To \$99.9K	42.7	45.3	53.1	84.4	78.3	84.4	42.7	72.1
Over \$100K	49.1	52.6	53.4	82.5	77.4	85.1	49.1	78.2
Region:								
Northeast	31.3	30.8	41.7	64.2	61.6	70.6	30.8	57.6
Midwest	39.9	41.1	48.3	68.6	62.0	71.5	39.9	60.9
South	36.3	37.2	43.7	66.0	59.6	68.8	36.3	61.0
West	34.8	37.4	44.5	63.7	57.4	66.4	34.8	59.9
Race:								
White	38.6	40.3	47.2	70.9	64.2	72.5	38.6	64.2
Black	22.4	22.7	32.7	50.0	45.8	55.6	22.4	44.9
Politics:								
Republican	45.3	47.0	58.4	80.8	72.5	83.1	45.3	75.4
Democrat	29.4	28.3	33.9	55.7	55.9	60.5	28.3	52.7
Independent	34.6	36.0	41.9	66.6	55.7	66.6	34.6	57.1
Education:								
< High School	26.9	32.7	36.5	43.5	37.8	48.1	26.9	41.5
High Sch. Grad.	31.9	32.3	41.2	63.4	57.3	66.7	31.9	55.1
College +	39.1	39.8	47.1	70.2	65.3	72.3	39.1	65.5
Home:								
Own	38.4	40.8	48.8	73.4	66.5	73.8	38.4	65.9
Rent	30.8	29.2	37.1	51.4	49.2	57.5	29.2	49.7
Marital Status:								
Single	33.3	35.8	42.2	62.4	53.7	63.7	33.3	54.5
Married	38.6	39.6	48.0	72.8	66.5	75.9	38.6	67.4
Sep/Wid/Div	30.7	29.7	37.0	51.6	51.1	55.5	29.7	48.9
Employ. Status:								
Full-Time	43.0	44.5	51.1	73.1	67.3	76.2	43.0	66.7
Part-Time	30.5	30.7	38.1	62.8	53.2	66.0	29.1	55.2
Not Employed	30.0	31.3	39.0	57.8	52.8	60.5	30.0	53.2

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