

Bloomberg® Consumer Comfort Index™



Weekly Data Report

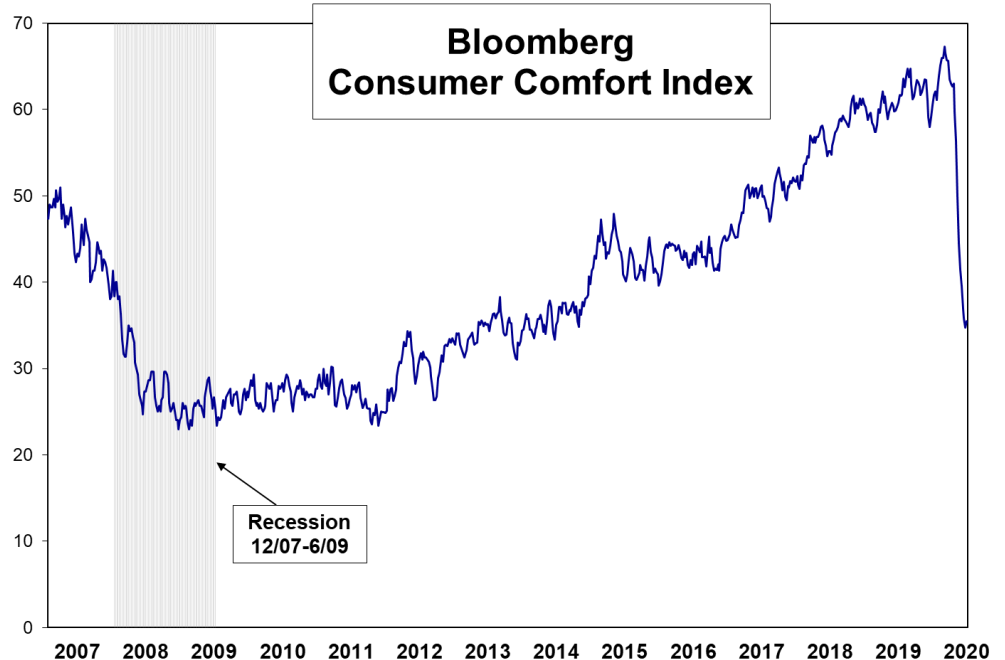
*Embargoed for release:
9:45 a.m. Thursday,
May 28, 2020*

The Bloomberg Consumer Comfort Index held steady again this week, holding its ground after a record-breaking plummet as the coronavirus crisis took hold. Ratings of the national economy didn't fall for the first time since March 8.

The overall CCI is essentially unchanged at 35.5 on its 0-100 scale, after hitting a six-year low of 34.7 last week. It's the index's third week without a statistically significant change; indeed, in a cautiously optimistic signal, it's up numerically for the first time since mid-March.

The results are a stark improvement after nine weeks of consecutive numerical declines totaling 28.3 points – more than double the previous record nine-week drop of 10.0 points, in May 2008, February 2008 and October 1990.

This
week's
CCI
35.5



The index is now down 27.5 points since mid-March and 31.8 points from its 20-year peak in late January. Comparatively, it took 20 months for the index to fall about this far in the Great Recession, from 51.0 in March 2007 to 23.0 in November 2008.

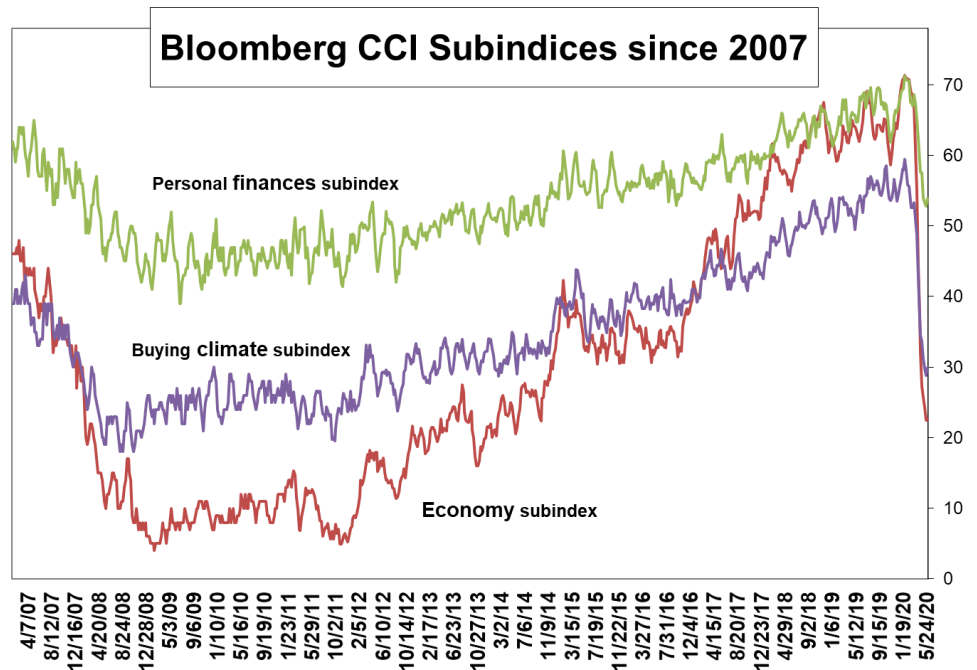
Underscoring its swift decline, the CCI was on track for one of its highest yearly averages in 34 years of weekly data before the pandemic. It's now a broad 19.2 points below its year-to-date average and 33.5 points off its record peak in January 2000, while 12.5 points ahead of its all-time low, last seen in June 2009.

The index, produced by [Langer Research Associates](https://www.langerresearch.com), is based on Americans' ratings of their personal finances, the national economy and whether or not it's a good time to buy things. Each held steady this week after sharp declines.

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- The national economy subindex stabilized at 22.7, level for the first time since March 8 after a 10-week, 46.1-point freefall. It's down 48.6 points from its 19-year peak in late January and 57.3 points off its all-time high in January 2000, while 18.7 points from its record low in February 2009.
- The buying climate subindex remained essentially unchanged at 29.9, up a non-significant 1.1 points after nine consecutive weeks of numerical declines totaling 24.5 points. It's now 29.5 points from its record high just four months ago and 7.2 points off its full 34-year average.
- Steady at 53.9, the personal finance subindex also is up a non-significant 1.1 points this week in its first numerical gain since March 15, stabilizing after dropping 15.8 points in nine weeks. It's down 17.3 points from its record high in late January and 2.1 points from its historical average, while 14.9 points above its record low in June 2009.



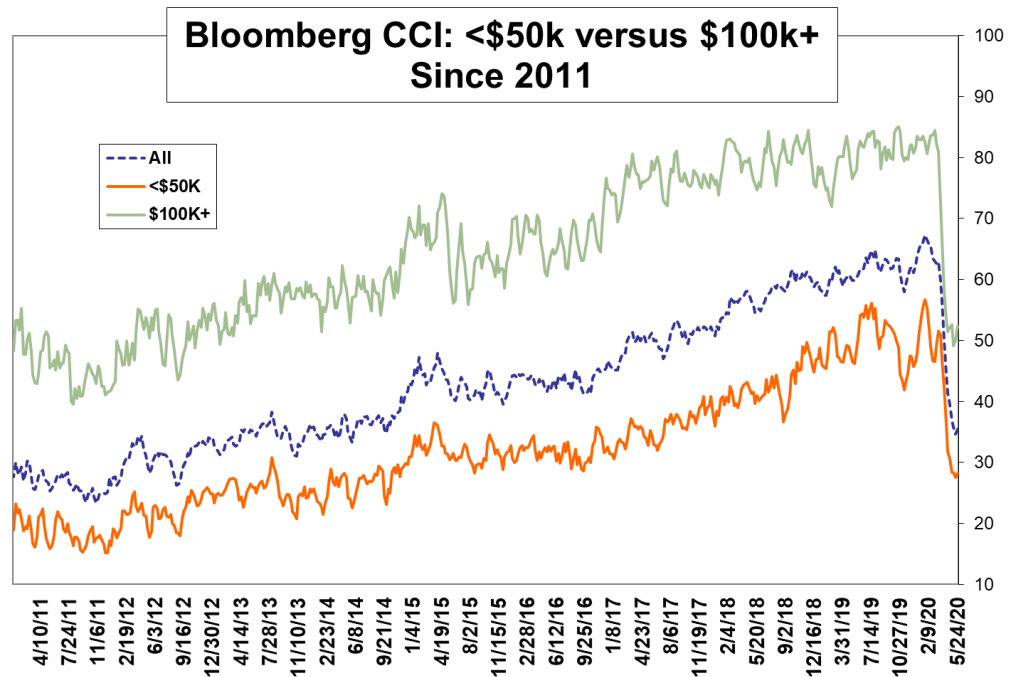
While the index largely stabilized among groups this week, it's down to a 5.5-year low of 34.3 among Westerners, declining 25.0 points since late March. It's at essentially the same level among Southerners (34.7) and Northeasterns (32.8), steady after falling 32.1 and 30.9 points in the nine weeks prior, respectively. It's highest in the Midwest at 40.5, down 24.3 points during that time.

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Among other groups, the CCI among Republicans held steady at 46.3 this week, down 36.8 points from its all-time high in mid-March. That compares with 34.4 among independents and 29.1 among Democrats, down 28.0 and 22.9 points from their levels in mid-March, respectively.

By income, the index remains virtually unchanged at 28.3 among Americans earning less than \$50,000 annually, steady after falling 24.0 points in the previous nine weeks. It's essentially steady at 39.2 among those earning between \$50,000-\$100,000, down 31.0 points since mid-March, extending its gradual decline since early February; and similarly unchanged at 52.4 among Americans earning \$100,000 or more, roughly steady since mid-April albeit down 32.1 points from a high in early March.



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Data summary for 5/28/20

This week	35.5	
Last week	34.7	
2020 high	67.3	Jan. 26
2020 low	34.7	May 17
2020 average	54.7	
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	23%	23	53	36
Personal finances	54	53	64	56
Buying climate	30	29	47	37

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	3%	20	47	31
Personal finances	10	44	33	13
Buying climate	5	25	46	24

	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 24, 2020. Fieldwork and tabulation by SSRS of Glen Mills, PA.

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05/24/20	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	35.5	34.7	39.5	63.5	60.8	67.3	34.7	59.2
State of Economy	22.7	22.5	27.3	69.3	62.0	71.3	22.5	60.0
Personal Finances	53.9	52.8	57.5	67.5	66.8	71.2	52.8	65.8
Buying Climate	29.9	28.8	33.7	53.6	53.7	59.4	28.8	51.8
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	42.9	41.5	44.1	70.0	67.4	73.3	40.2	63.9
Women	28.5	28.3	35.2	57.4	54.6	62.6	28.3	54.8
Age:								
18 - 34	37.4	36.6	41.3	60.3	60.5	68.2	36.6	58.2
35 - 44	34.3	31.8	40.3	62.1	59.9	72.3	31.8	61.9
45 - 54	35.0	34.1	40.7	67.2	62.8	73.1	34.1	59.8
55 - 64	33.4	32.3	32.6	61.4	58.6	66.6	31.2	56.2
65+	35.6	37.3	40.4	67.2	60.5	70.0	35.6	60.0
Income:								
Under \$15K	16.5	17.4	23.7	32.5	28.0	45.6	16.5	33.0
\$15K To \$24.9K	31.0	30.5	24.3	38.3	47.9	62.2	21.3	43.2
\$25K To \$39.9K	33.9	31.1	33.6	50.6	59.3	64.3	29.2	52.2
\$40K To \$49.9K	29.1	29.3	43.7	58.5	60.4	72.9	29.1	60.3
Under \$50K	28.3	27.6	30.6	46.7	50.4	56.7	27.6	47.7
Over \$50K	43.9	43.3	48.5	79.1	75.0	80.6	43.3	71.5
\$50K To \$74.9K	40.7	39.3	43.9	73.3	67.2	78.4	39.3	65.3
\$75K To \$99.9K	37.7	39.3	48.9	78.6	77.0	84.4	37.7	70.7
Over \$100K	52.4	50.0	52.2	83.6	81.3	85.1	49.1	77.2
Region:								
Northeast	32.8	30.3	33.0	62.3	59.7	70.6	30.3	56.5
Midwest	40.5	38.9	44.2	64.3	63.4	71.5	38.9	60.1
South	34.7	34.4	39.7	63.7	62.6	68.8	34.4	60.0
West	34.3	34.9	39.8	63.3	56.6	66.4	34.3	59.1
Race:								
White	37.5	37.3	42.0	67.8	64.3	72.5	37.3	63.2
Black	23.6	20.2	29.2	44.8	46.9	55.6	20.2	43.9
Politics:								
Republican	46.3	46.2	50.2	79.2	72.5	83.1	45.3	74.4
Democrat	29.1	27.7	31.1	55.2	56.3	60.5	27.7	51.7
Independent	34.4	33.8	37.8	61.9	57.2	66.6	33.8	56.3
Education:								
< High School	23.5	22.0	33.8	42.4	41.6	48.1	22.0	40.9
High Sch. Grad.	33.8	33.4	33.3	59.9	57.8	66.7	31.9	54.2
College +	38.0	37.0	43.4	67.9	66.3	72.3	37.0	64.5
Home:								
Own	36.8	35.6	43.6	70.6	65.9	73.8	35.6	64.8
Rent	32.7	32.7	31.6	51.5	51.3	57.5	29.2	49.0
Marital Status:								
Single	33.5	33.5	38.0	56.4	53.3	63.7	33.3	53.7
Married	36.8	35.9	42.3	71.7	69.7	75.9	35.9	66.2
Sep/Wid/Div	34.4	32.5	32.9	50.8	48.9	55.5	29.7	48.2
Employ. Status:								
Full-Time	41.6	41.3	46.9	71.3	65.6	76.2	41.3	65.8
Part-Time	30.3	29.3	29.1	55.3	57.5	66.0	29.1	54.3
Not Employed	30.3	29.3	34.6	55.4	55.6	60.5	29.3	52.3

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