

# Bloomberg® Consumer Comfort Index™



## Weekly Data Report

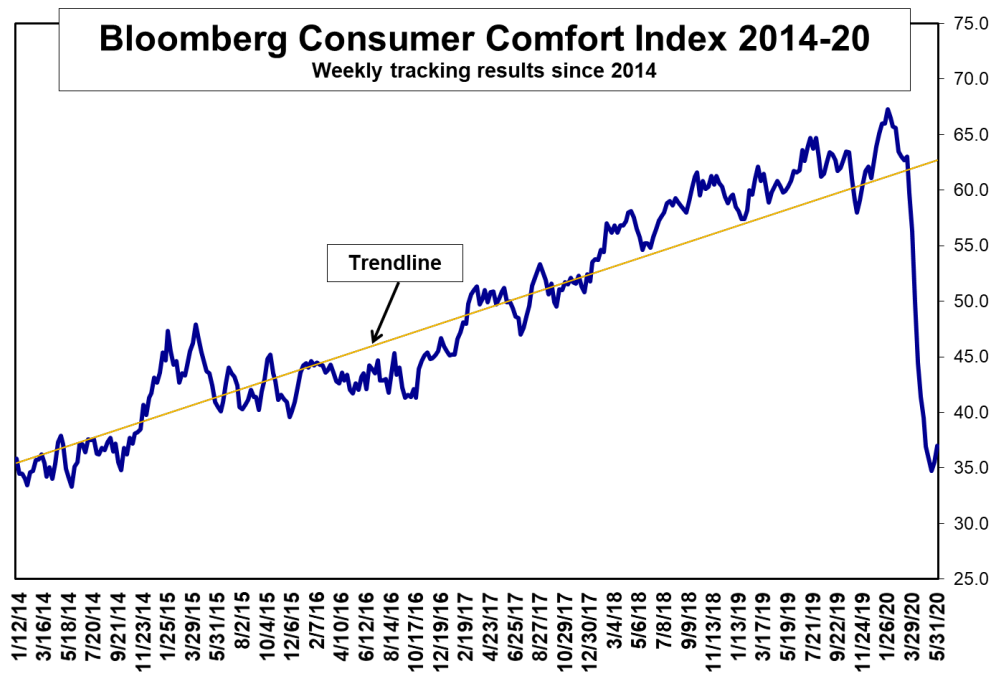
*Embargoed for release:  
9:45 a.m. Thursday,  
June 4, 2020*

Consumer sentiment improved this week for the first time since late December, with advances in Americans' ratings of their personal finances and the buying climate reversing an historic plunge in the face of the coronavirus shutdown.

The Bloomberg Consumer Comfort Index gained 1.5 points to 37.0 on its 0-100 scale, its first significant weekly advance in five months. It's up a cumulative 2.3 points from its six-year low two weeks ago, reversing an unprecedented 28.3-point dive from mid-March to mid-May.

There are miles to go: The CCI remains 30.3 points off its two-decade peak of 67.3 in late January. And its third gauge, based on assessments of the national economy, didn't join in this week's advance.

This  
week's  
CCI  
37.0

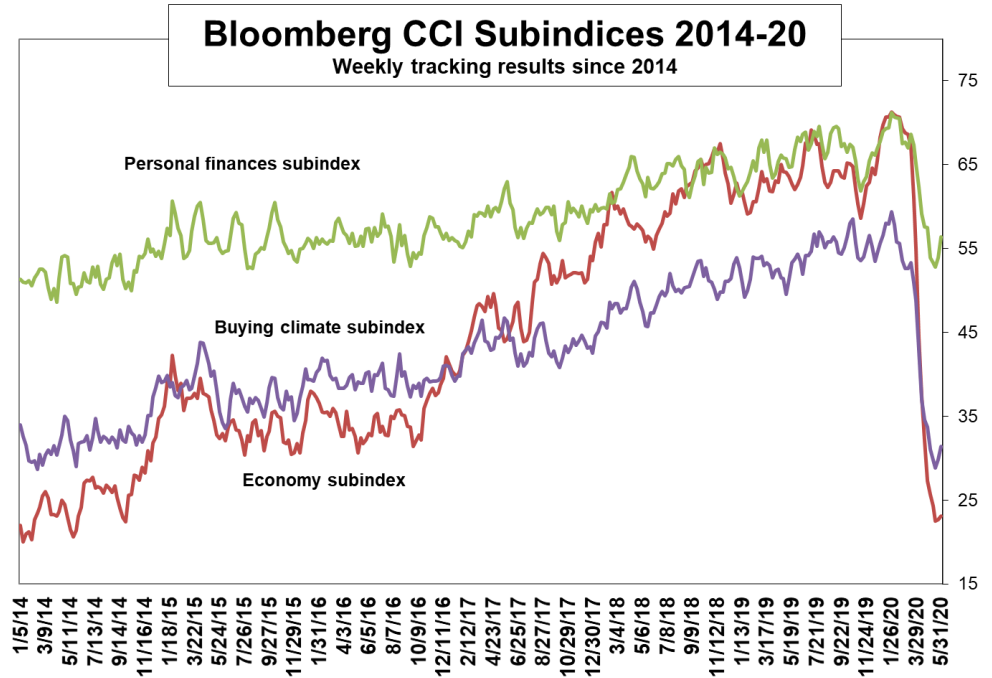


Americans' ratings of their own finances led the way, with this CCI subindex up 3.6 points in two weeks, including 2.5 points this week alone – its largest weekly gain since February 2019.

The buying climate subindex, for its part, is up 1.5 points this week – matching its largest one-week gain since October – and 2.6 points in two weeks.

The CCI's remaining gauge, based on ratings of the national economy, is essentially unchanged after a 44.6-point freefall. Its mid-March-to-mid-May losses far surpass those sustained by the buying climate and personal finance subindices, down 24.5 and 15.8 points, respectively.

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The overall index, produced by [Langer Research Associates](http://www.langerresearch.com), is 6.2 points short of its full average in weekly data since December 1985 and a broad 16.9 points off its 2020 average. Among its gauges:

- Despite rising to a five-week high of 56.4, the personal finance subindex is 7.3 points below its year-to-date average and 14.8 points short of its record high in late January. It's essentially even with its 34-year average, 56.0.

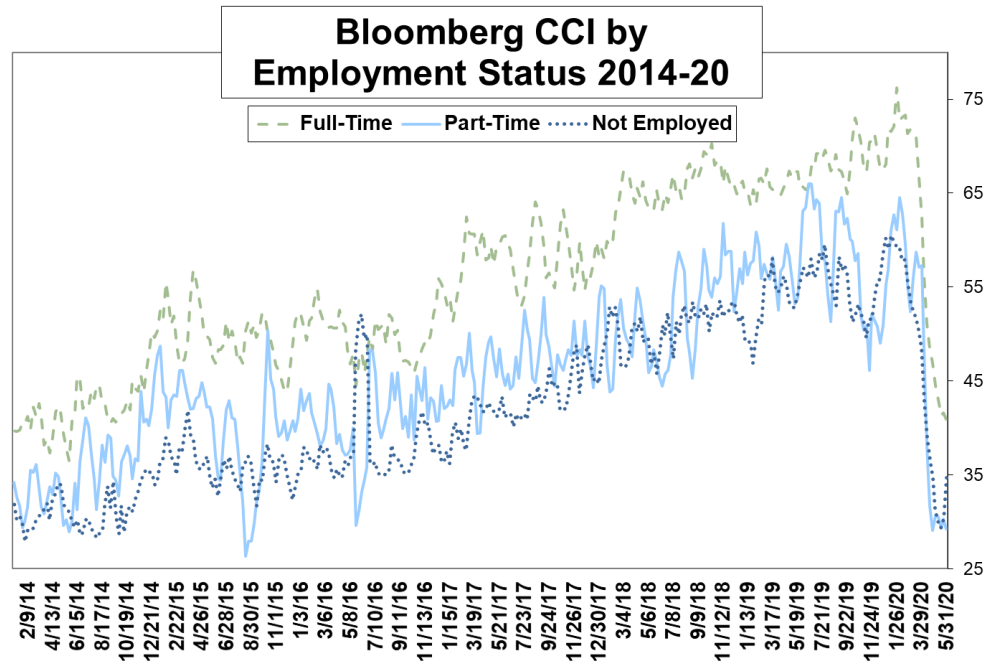
The two-week, 3.6-point gain in this subindex includes a 6.0-point advance among unemployed adults, perhaps reflecting enhanced unemployment benefits, set to expire at the end of July. It's also up a slight 7.9 points in the hard-hit Northeast, where coronavirus cases have declined.

- The buying climate subindex, 31.4, is 5.7 points below its long-term average, 14.6 points off its 2020 average and 28.0 points from its record high just four months ago.
- At 23.1, the national economy subindex is a remarkable 28.9 points off its year-to-date average and 13.2 points from its historical average. It's fallen 48.2 points from its 19-year peak in late January and is 56.9 points short of its high in January 2000, while 19.1 points from its low in February 2009.

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Similar to the personal finances subindex, the overall CCI among those who are not employed for pay is up 5.4 points in two weeks to a six-week high of 34.7. That compares with essentially no change among full-time workers, now at a more than five-year low of 40.9, and part-time workers, virtually unchanged at 29.2.



Among other groups, the CCI's advance has been concentrated among men, homeowners and adults who are widowed, separated or divorced:

- The index is up 3.5 points among men in three weeks to 43.7, while essentially unchanged among women, 30.7. It's down less among men since mid-March, -22.8 points, than among women, -29.0.
- It's up 3.9 points in two weeks among homeowners to 39.5, while essentially unchanged among renters, 32.4. Despite this gain, the CCI is down 29.9 points since mid-March among homeowners, vs. 19.1 points among renters.
- Lastly, the index among those who are separated, widowed or divorced is up 9.7 points in the past month to 39.4, compared with essentially no change among married adults, 38.1, and singles, 34.1.

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Data summary for 6/4/20

This week	37.0	
Last week	35.5	
2020 high	67.3	Jan. 26
2020 low	34.7	May 17
2020 average	53.9	
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	23%	23	52	36
Personal finances	56	54	64	56
Buying climate	31	30	46	37

	Excel-lent	Good	Not so Good	Poor
Full ratings of:				
National economy	3%	20	48	29
Personal finances	9	48	33	11
Buying climate	4	27	45	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 31, 2020. Fieldwork and tabulation by SSRS of Glen Mills, PA.

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05/31/20	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	37.0	35.5	36.9	63.0	61.7	67.3	34.7	58.7
State of Economy	23.1	22.7	25.7	68.8	62.6	71.3	22.5	59.2
Personal Finances	56.4	53.9	53.9	67.7	68.3	71.2	52.8	65.6
Buying Climate	31.4	29.9	31.1	52.6	54.3	59.4	28.8	51.4
<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	43.7	42.9	41.4	67.9	66.1	73.3	40.2	63.4
Women	30.7	28.5	32.7	58.5	57.6	62.6	28.3	54.4
<b>Age:</b>								
18 - 34	35.9	37.4	39.5	58.1	60.9	68.2	35.9	57.8
35 - 44	37.4	34.3	34.3	65.1	62.4	72.3	31.8	61.5
45 - 54	37.2	35.0	38.4	71.4	59.5	73.1	34.1	59.3
55 - 64	34.1	33.4	31.2	61.0	63.0	66.6	31.2	55.7
65+	40.1	35.6	38.6	63.1	62.2	70.0	35.6	59.6
<b>Income:</b>								
Under \$15K	21.3	16.5	21.1	33.7	27.4	45.6	16.5	32.8
\$15K To \$24.9K	31.0	31.0	21.3	36.2	50.5	62.2	21.3	42.9
\$25K To \$39.9K	33.0	33.9	32.6	52.6	62.9	64.3	29.2	51.7
\$40K To \$49.9K	34.2	29.1	38.1	59.8	61.6	72.9	29.1	59.8
Under \$50K	30.2	28.3	28.4	46.6	54.1	56.7	27.6	47.3
Over \$50K	43.9	43.9	46.6	77.6	73.4	80.6	43.3	70.9
\$50K To \$74.9K	41.9	40.7	39.6	69.9	61.8	78.4	39.3	64.8
\$75K To \$99.9K	36.7	37.7	45.3	76.2	75.9	84.4	36.7	69.9
Over \$100K	53.5	52.4	52.6	84.5	82.7	85.1	49.1	76.7
<b>Region:</b>								
Northeast	33.2	32.8	30.8	62.2	56.8	70.6	30.3	56.0
Midwest	41.6	40.5	41.1	65.1	62.3	71.5	38.9	59.7
South	37.4	34.7	37.2	63.6	64.6	68.8	34.4	59.5
West	35.0	34.3	37.4	60.9	60.4	66.4	34.3	58.7
<b>Race:</b>								
White	39.1	37.5	40.3	68.2	64.2	72.5	37.3	62.7
Black	26.1	23.6	22.7	40.8	48.4	55.6	20.2	43.5
<b>Politics:</b>								
Republican	47.0	46.3	47.0	80.1	76.3	83.1	45.3	73.9
Democrat	31.0	29.1	28.3	53.6	56.2	60.5	27.7	51.2
Independent	36.3	34.4	36.0	61.4	58.2	66.6	33.8	55.9
<b>Education:</b>								
< High School	24.1	23.5	32.7	38.7	44.5	48.1	22.0	40.5
High Sch. Grad.	34.2	33.8	32.3	59.2	58.4	66.7	31.9	53.8
College +	40.3	38.0	39.8	67.9	66.9	72.3	37.0	64.0
<b>Home:</b>								
Own	39.5	36.8	40.8	70.4	65.7	73.8	35.6	64.3
Rent	32.4	32.7	29.2	50.9	54.3	57.5	29.2	48.7
<b>Marital Status:</b>								
Single	34.1	33.5	35.8	55.2	53.8	63.7	33.3	53.3
Married	38.1	36.8	39.6	70.9	70.9	75.9	35.9	65.6
Sep/Wid/Div	39.4	34.4	29.7	52.8	52.0	55.5	29.7	48.1
<b>Employ. Status:</b>								
Full-Time	40.9	41.6	44.5	71.8	65.7	76.2	40.9	65.3
Part-Time	29.2	30.3	30.7	52.4	63.1	66.0	29.1	53.8
Not Employed	34.7	30.3	31.3	53.4	57.1	60.5	29.3	51.9

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