

Bloomberg® Consumer Comfort Index™



Weekly Data Report

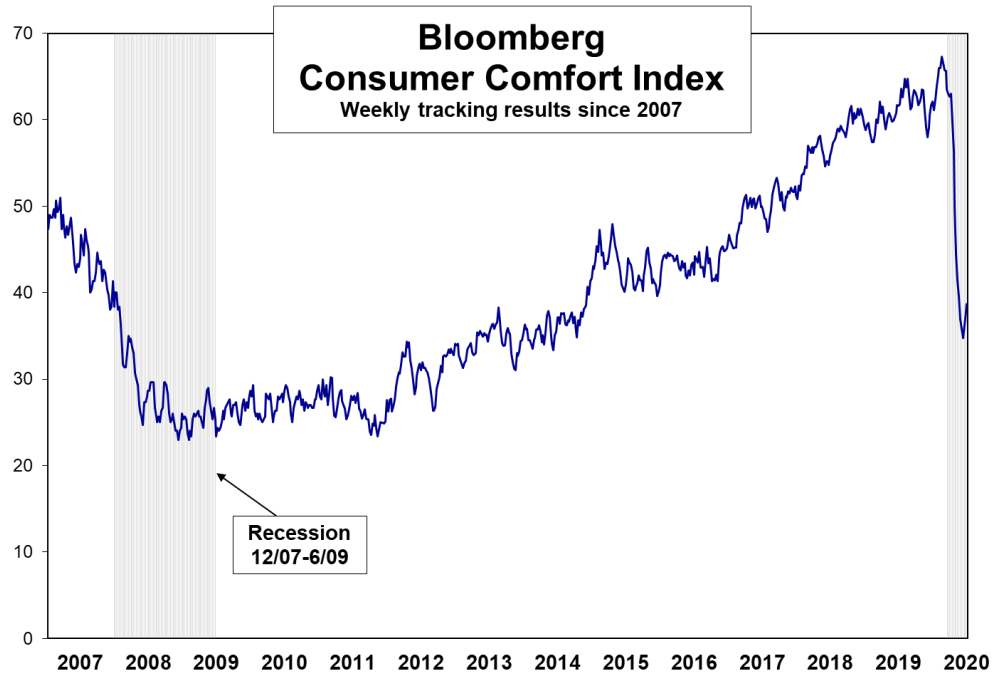
*Embargoed for release:
9:45 a.m. Thursday,
June 11, 2020*

Seeking to steam ahead from the coronavirus crisis, Americans' ratings of their own finances and the buying climate have posted their largest three-week gains in roughly a decade, lifting the Bloomberg Consumer Comfort Index for a second week.

Not all measures are recuperating. The CCI's third gauge, based on ratings of the national economy, is essentially unchanged this week. And the overall index remains far below its pre-pandemic level after the steepest drop in its 34-year history.

The CCI gained 1.7 points to 38.7 on its 0-100 scale, following a 1.5-point rise last week, its first significant gain in five months. It's up 4.0 points from a six-year low of 34.7 three weeks ago, matching its largest such gain since October 2015.

This
week's
CCI
38.7



Ratings of whether or not it's a good time to buy things are leading the advance, with this CCI subindex up 3.0 points in its largest one-week gain since February 2018. It's recovered 5.6 points from its six-year low three weeks ago, the largest three-week advance in the subindex since September 2008.

Similarly, the personal finances subindex is up 5.7 points from its more than four-year low three weeks ago – including 2.1 points just this week. That's its largest three-week gain since February 2011.

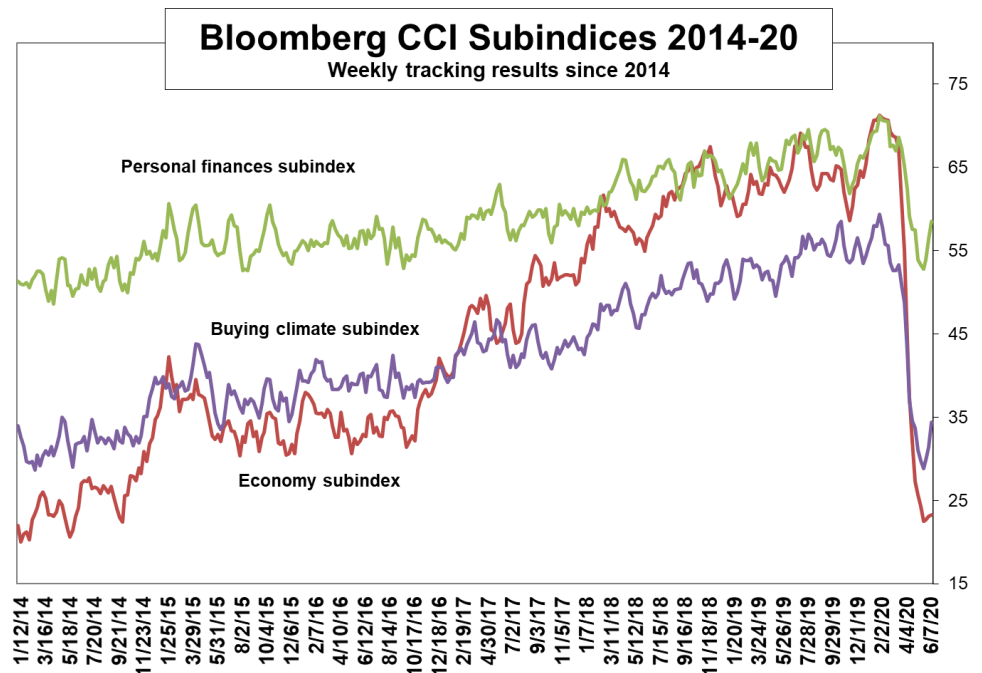
Full recovery looks distant. The overall CCI's 4.0-point advance is only a fraction of its unprecedented 28.3-point drop from mid-March to mid-May. It's 28.6 points from its 20-year peak in late January and 4.4 points off its 34-year weekly average.

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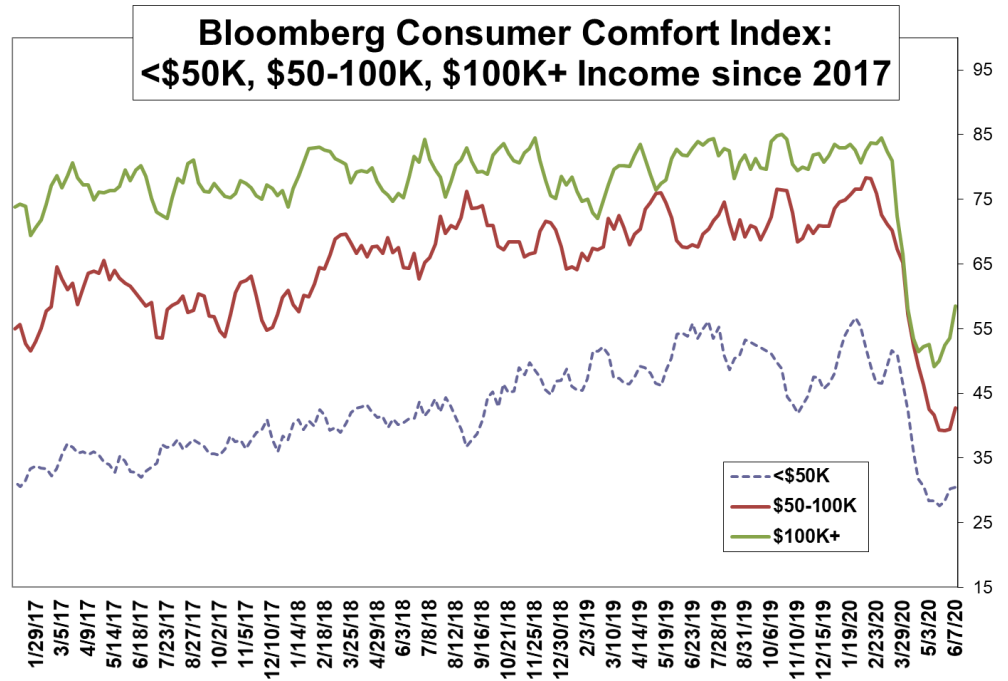
Each gauge of the index, produced by [Langer Research Associates](https://www.langerresearch.com), similarly is far from its level before the coronavirus recession.

- While at a seven-week high of 34.4, the buying climate subindex is 18.9 points short of its level in mid-March, 25.0 points off its all-time high in late January and 11.1 points below its year-to-date average. It's just off its full average, 37.1.
- The personal finance subindex is at an eight-week high of 58.5. That's 2.5 points better than its long-term average, but 10.1 points short of its mid-March level and 12.7 points off its record high, also in late January.
- The national economy subindex, essentially unchanged at 23.3, has sustained the largest and most stubborn losses. It's 43.8 points off its level on March 15, 48.0 points from its 19-year peak in late January and not significantly different from its five-year low in mid-May. It's also 13.0 points off its long-term average and 27.5 points short of its 2020 average.



As the strongly recovering stock market would suggest, CCI gains are largest among Americans with annual household incomes of \$100,000 or more, up 9.4 points in a month to 58.5, a high since late March. It's at six-week highs of 42.7 among those in the middle-income bracket and 30.5 among those with incomes of \$50,000 or less.

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The index is up 7.1 points in three weeks to 42.7 among homeowners, a six-week high, while comparatively steady among renters, essentially unchanged at 31.4.

The CCI also has advanced among men, up 6.3 points in four weeks to 46.5. That's nearly double the 3.3-point gain among women from their seven-year low three weeks ago, to 31.6. These shifts widen the gender gap to 14.9 points, up from 8.5 points a month ago to its largest since October 2018.

The index continues to slide among Hispanics, down 30.9 points since mid-March to 23.9, its lowest since September 2014. Conversely, it has regained 4.5 points in the past three weeks among whites, to a six-week high of 41.8, while holding largely steady among blacks, essentially unchanged at 26.0.

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Data summary for 6/11/20

This week	38.7	
Last week	37.0	
2020 high	67.3	Jan. 26
2020 low	34.7	May 17
2020 average	53.2	
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	43.1	

Individual measures:

	This week	Last week	Average 2020	Average '85-'20
Positive ratings of:				
National economy	23%	23	51	36
Personal finances	59	56	63	56
Buying climate	34	31	46	37

	Excel-lent	Good	Not so Good	Poor
Full ratings of:				
National economy	4%	19	49	28
Personal finances	9	50	32	10
Buying climate	5	29	44	22

	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 June 7, 2020. Fieldwork and tabulation by SSRS of Glen Mills, PA.

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06/07/20	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	38.7	37.0	35.8	62.7	61.6	67.3	34.7	58.3
State of Economy	23.3	23.1	24.3	68.6	63.5	71.3	22.5	58.5
Personal Finances	58.5	56.4	53.3	67.0	67.8	71.2	52.8	65.4
Buying Climate	34.4	31.4	29.8	52.6	53.5	59.4	28.8	51.0
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	46.5	43.7	40.2	67.5	65.5	73.3	40.2	63.0
Women	31.6	30.7	31.7	58.3	58.0	62.6	28.3	53.9
Age:								
18 - 34	37.5	35.9	37.2	56.0	59.4	68.2	35.9	57.3
35 - 44	37.0	37.4	34.2	63.4	62.3	72.3	31.8	61.0
45 - 54	40.5	37.2	37.7	72.6	60.7	73.1	34.1	59.0
55 - 64	36.2	34.1	31.8	63.7	61.1	66.6	31.2	55.2
65+	41.4	40.1	37.2	61.6	64.3	70.0	35.6	59.2
Income:								
Under \$15K	21.3	21.3	21.9	37.9	35.8	45.6	16.5	32.7
\$15K To \$24.9K	27.0	31.0	29.3	37.4	50.8	62.2	21.3	42.5
\$25K To \$39.9K	33.4	33.0	29.2	54.3	58.9	64.3	29.2	51.1
\$40K To \$49.9K	37.4	34.2	35.2	60.5	62.5	72.9	29.1	59.4
Under \$50K	30.5	30.2	28.4	49.1	54.4	56.7	27.6	46.8
Over \$50K	46.5	43.9	44.7	76.0	72.6	80.6	43.3	70.4
\$50K To \$74.9K	43.2	41.9	40.8	69.3	62.6	78.4	39.3	64.5
\$75K To \$99.9K	38.1	36.7	42.7	74.2	74.6	84.4	36.7	69.2
Over \$100K	58.5	53.5	49.1	82.4	81.9	85.1	49.1	76.2
Region:								
Northeast	32.4	33.2	31.3	59.0	56.8	70.6	30.3	55.5
Midwest	43.0	41.6	39.9	65.2	60.8	71.5	38.9	59.3
South	39.2	37.4	36.3	64.5	66.3	68.8	34.4	59.1
West	38.9	35.0	34.8	60.6	58.6	66.4	34.3	58.3
Race:								
White	41.8	39.1	38.6	68.0	63.9	72.5	37.3	62.3
Black	26.0	26.1	22.4	41.0	54.4	55.6	20.2	43.1
Politics:								
Republican	48.6	47.0	45.3	81.8	76.6	83.1	45.3	73.4
Democrat	31.5	31.0	29.4	52.4	57.6	60.5	27.7	50.7
Independent	39.0	36.3	34.6	61.1	56.4	66.6	33.8	55.6
Education:								
< High School	24.6	24.1	26.9	37.8	45.8	48.1	22.0	40.2
High Sch. Grad.	35.9	34.2	31.9	57.9	53.8	66.7	31.9	53.3
College +	42.0	40.3	39.1	68.3	68.5	72.3	37.0	63.5
Home:								
Own	42.7	39.5	38.4	70.5	64.3	73.8	35.6	63.9
Rent	31.4	32.4	30.8	49.0	56.6	57.5	29.2	48.2
Marital Status:								
Single	35.8	34.1	33.3	52.4	54.6	63.7	33.3	53.0
Married	40.8	38.1	38.6	72.4	69.6	75.9	35.9	65.0
Sep/Wid/Div	38.3	39.4	30.7	52.0	53.2	55.5	29.7	47.8
Employ. Status:								
Full-Time	41.8	40.9	43.0	71.2	65.4	76.2	40.9	64.8
Part-Time	36.2	29.2	30.5	56.0	63.5	66.0	29.1	53.3
Not Employed	36.0	34.7	30.0	52.3	56.5	60.5	29.3	51.5

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