

Bloomberg® Consumer Comfort Index™



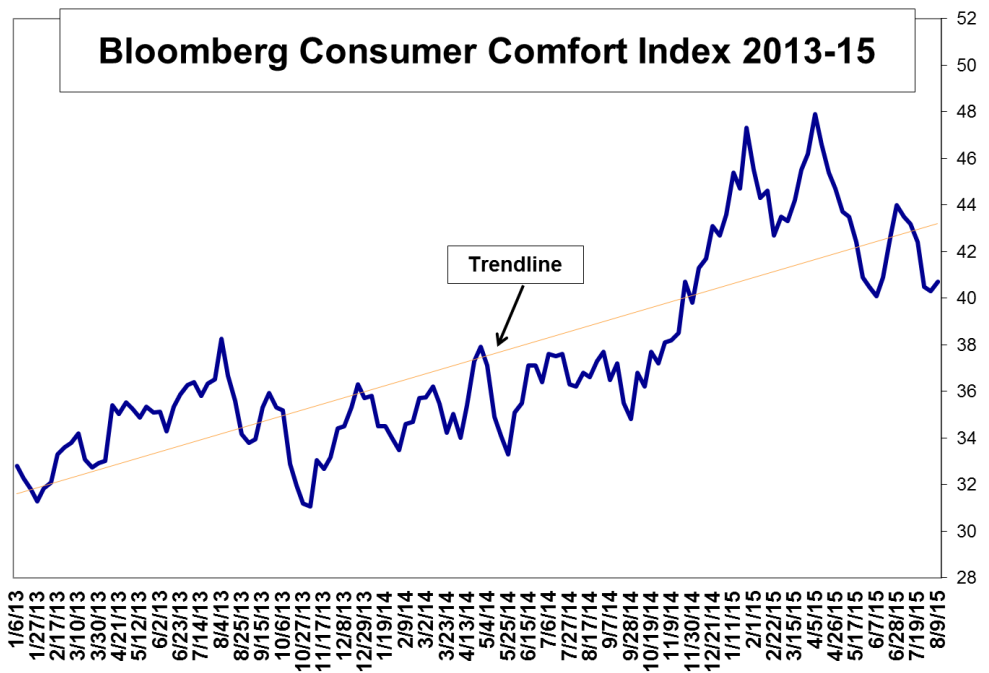
Weekly Data Report

*Embargoed for release:
 9:45 a.m. Thursday,
 August 13, 2015*

The Bloomberg Consumer Comfort Index continued its pause for a second week in a row on the heels of a steep drop in July, with improved views of the buying climate tempered by stability in perceptions of the national economy and personal finances.

Although the CCI remains statistically unchanged again this week – 40.7 on its scale from 0 to 100 – the index numerically increased for the first time in six weeks. This steadying comes after losing 3.7 points from late June to the first week of August, a decline that had pushed the index to its second lowest this year and 7.6 points below its post-recession peak in April.

This
 week's
 CCI
 40.7



The CCI is now 2.9 points off its 2015 average, 43.6, and just one point down from its long-term average, 41.7, in weekly polls since late 1985. Despite staying on pace to far eclipse its averages in the past seven years, it's been an up and down year, with peaks in January, April and June, followed by downturns.

The break in losses echoes last week's status-quo jobs report: monthly payroll growth continued upward at a steady-but-not-dramatic clip and the unemployment rate stood pat at 5.3 percent. Recent drops in gasoline prices, which had hit their highest levels of the year from mid-June to mid-July, may have also helped arrest the slide of the CCI, which often falls with rising fuel prices.

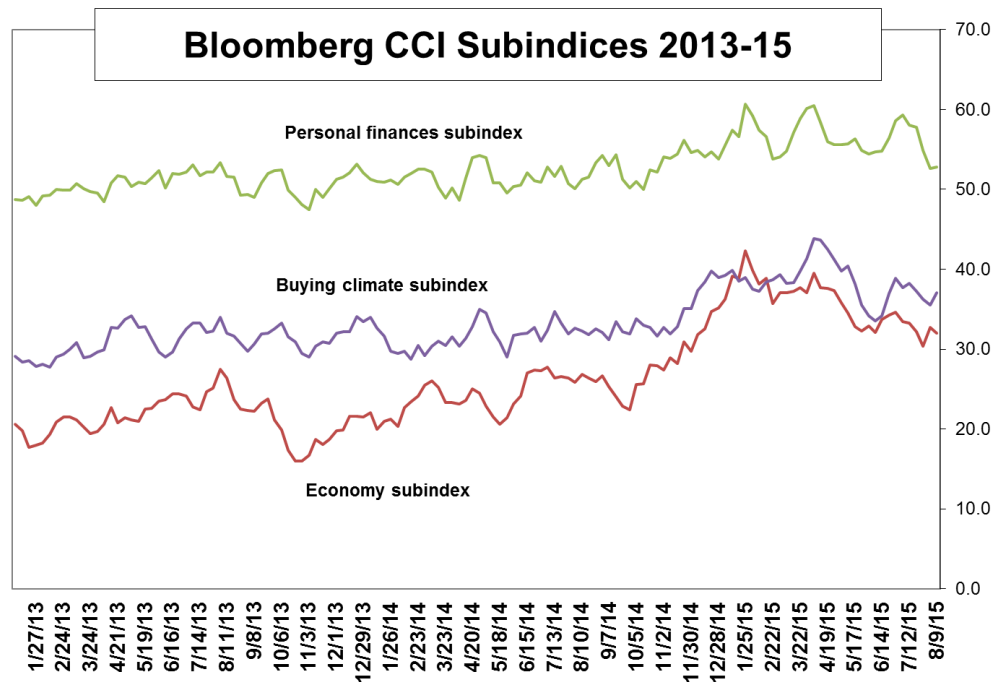
Among the individual gauges that make up the CCI, produced by [Langer Research Associates](#), perceptions of the buying climate improved by 1.6 points to 37.1, its highest in three weeks. The subindex is 1.3 points off its 2015 average, 38.4, but it's 1.4 points above its long-term average, 35.7.

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The other two components of the CCI, which track views of the national economy and personal finances, held essentially steady this week. At 32.0, the national economy subindex is 1.6 points better than it was two weeks ago, when it bottomed out at its lowest since late November. It's 10.3 points below its high of 42.3 in late January, 3.8 points from its 2015 average, 35.8, and 2.1 points below its long-term average, 34.1.

At 52.8, the personal finances subindex also is basically unchanged from last week, another welcome pause. Views of personal finances had dropped precipitously, from 59.3 in the first week of July to 52.6 last week. This subindex is 3.7 and 2.4 points lower than its 2015 and full averages, respectively.



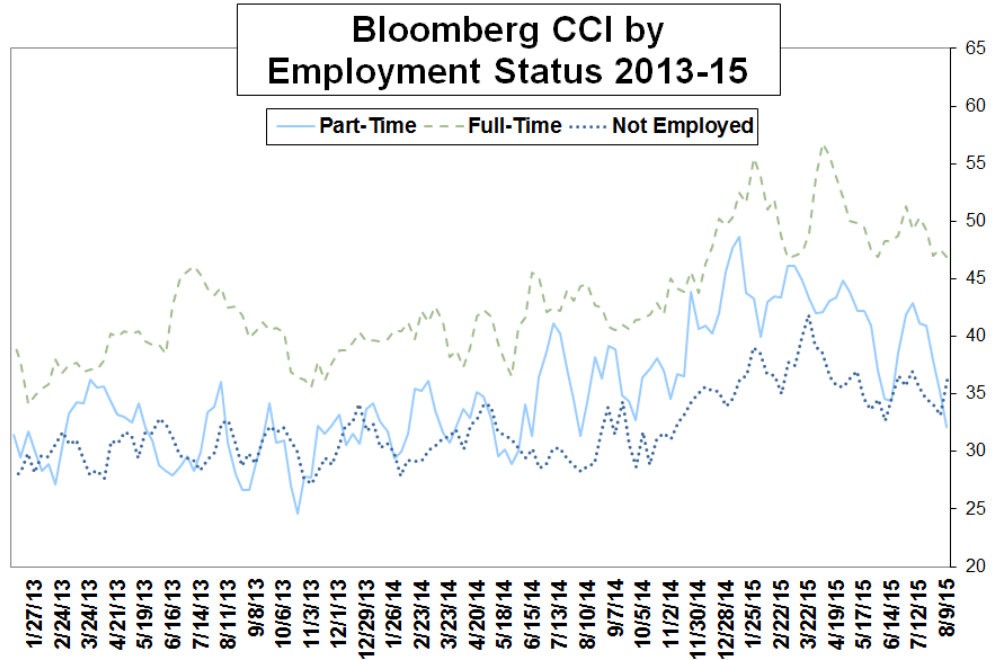
Among groups, the index is 16.6 and 9.9 points from its 2015 highs among part- and full-time workers, to 32.1 and 46.9 respectively. That's pushed the gap between the two groups to 14.8, the largest in nearly two years. (It's about average, 36.2, among those who are not employed.)

Most other notable long-term results also are lows, despite the numerical gain in the overall CCI. The index is its lowest since late November among 18- to 34-year olds (42.9), though it's its best among seniors since late June (43.4). The CCI reached eight-month lows among renters, 34.0, and those making less than \$50,000, 29.6. (The index held steady among \$100,000-plus earners, at 58.5, a group that's seen dramatic ups and downs the last few months.)

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And with the 2016 campaign gaining steam, the gap between Republicans (38.8) and Democrats (47.4) increased to its largest since late May, 8.6.



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Data summary for 8/13/2015

| | | |
|---------------------|------|--|
| This week | 40.7 | |
| Last week | 40.3 | |
| 2015 high | 47.9 | April 5 |
| 2015 low | 40.1 | June 7 |
| 2015 average | 43.6 | |
| 2009 average | 26.0 | Worst full year |
| 2000 average | 64.4 | 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 | 41.7 | |

Individual measures:

| | This week | Last week | Average 2015 | Average '85-'15 |
|----------------------|-----------|-----------|-----------------|--------------------|
| Positive ratings of: | | | | |
| National economy | 32% | 33 | 36 | 34 |
| Personal finances | 53 | 53 | 57 | 55 |
| Buying climate | 37 | 36 | 38 | 36 |

| | Excel -lent | Good | Not so Good | Poor |
|-------------------|----------------|------|----------------|------|
| Full ratings of: | | | | |
| National economy | 2% | 31 | 41 | 27 |
| Personal finances | 5 | 48 | 31 | 17 |
| Buying climate | 2 | 35 | 44 | 19 |

| | Positive High | Positive Low |
|----------------|--------------------------|--------------------------|
| Economy | 80% Jan. 16, 2000 | 4% Feb. 8, 2009 |
| Finances | 70% latest Jan. 23, 2000 | 39% June 21 and 28, 2009 |
| Buying climate | 57% Jan. 16, 2000 | 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 the individual CCI gauges have a 3.5-point error margin. Interviews for this report were completed August 9, 2015. Field work and tabulation by SSRS of Media, Pa.

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| 08/09/15 | 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 | 40.7 | 40.3 | 43.2 | 43.5 | 36.8 | 47.9 | 34.8 | 41.5 |
| State of Economy | 32.0 | 32.7 | 33.3 | 34.5 | 26.8 | 42.3 | 22.4 | 32.7 |
| Personal Finances | 52.8 | 52.6 | 58.0 | 55.7 | 51.3 | 60.7 | 50.0 | 55.2 |
| Buying Climate | 37.1 | 35.5 | 38.2 | 40.4 | 32.3 | 43.8 | 31.2 | 36.6 |
| OVERALL INDEX BY DEMOGRAPHIC GROUPS | | | | | | | | |
| Sex: | | | | | | | | |
| Men | 44.8 | 45.1 | 46.9 | 44.1 | 39.9 | 53.4 | 38.1 | 45.0 |
| Women | 36.8 | 35.7 | 39.6 | 43.0 | 33.9 | 44.9 | 31.8 | 38.2 |
| Age: | | | | | | | | |
| 18 - 34 | 42.9 | 44.0 | 48.3 | 46.2 | 40.1 | 52.4 | 32.9 | 44.0 |
| 35 - 44 | 37.8 | 37.0 | 36.5 | 46.3 | 39.4 | 51.2 | 33.4 | 42.1 |
| 45 - 54 | 35.4 | 35.3 | 43.9 | 37.3 | 36.1 | 45.8 | 30.0 | 37.9 |
| 55 - 64 | 38.6 | 41.2 | 42.9 | 40.5 | 32.5 | 49.4 | 30.2 | 39.3 |
| 65+ | 43.4 | 40.5 | 42.3 | 46.7 | 34.2 | 46.8 | 34.2 | 42.1 |
| Income: | | | | | | | | |
| Under \$15K | 20.3 | 21.1 | 30.2 | 19.1 | 22.4 | 31.1 | 17.0 | 23.8 |
| \$15K To \$24.9K | 22.8 | 21.8 | 29.0 | 23.8 | 18.9 | 33.8 | 18.9 | 25.8 |
| \$25K To \$39.9K | 34.4 | 32.6 | 30.2 | 39.1 | 31.4 | 45.9 | 23.5 | 34.7 |
| \$40K To \$49.9K | 40.8 | 43.9 | 47.6 | 48.5 | 35.6 | 48.5 | 32.8 | 41.2 |
| Under \$50K | 29.6 | 30.2 | 33.0 | 31.4 | 27.1 | 36.5 | 23.1 | 30.7 |
| Over \$50K | 54.9 | 53.4 | 55.4 | 59.1 | 51.4 | 62.3 | 45.9 | 55.3 |
| \$50K To \$74.9K | 51.4 | 46.3 | 45.3 | 50.0 | 41.7 | 55.2 | 38.9 | 47.5 |
| \$75K To \$99.9K | 54.6 | 55.5 | 59.2 | 57.8 | 52.7 | 64.9 | 40.4 | 53.0 |
| Over \$100K | 58.5 | 58.3 | 62.6 | 67.8 | 60.0 | 74.1 | 54.1 | 63.8 |
| Region: | | | | | | | | |
| Northeast | 39.8 | 38.6 | 42.8 | 42.1 | 35.4 | 46.3 | 31.6 | 40.4 |
| Midwest | 42.3 | 41.4 | 46.1 | 47.1 | 35.7 | 51.4 | 35.7 | 43.7 |
| South | 38.0 | 36.8 | 39.3 | 38.0 | 37.8 | 48.3 | 33.9 | 39.8 |
| West | 44.2 | 46.2 | 46.9 | 50.1 | 37.4 | 52.2 | 33.4 | 43.0 |
| Race: | | | | | | | | |
| White | 42.1 | 41.2 | 43.0 | 44.8 | 37.3 | 47.4 | 36.1 | 42.0 |
| Black | 32.5 | 34.8 | 43.8 | 39.5 | 34.9 | 49.3 | 25.9 | 37.9 |
| Politics: | | | | | | | | |
| Republican | 38.8 | 39.5 | 44.7 | 45.3 | 35.6 | 47.8 | 34.5 | 40.9 |
| Democrat | 47.4 | 46.3 | 45.1 | 51.4 | 42.3 | 54.2 | 40.3 | 47.2 |
| Independent | 38.5 | 38.7 | 40.9 | 38.1 | 35.2 | 47.3 | 29.8 | 38.9 |
| Education: | | | | | | | | |
| < High School | 29.1 | 28.3 | 27.8 | 30.3 | 21.8 | 35.7 | 13.3 | 25.0 |
| High Sch. Grad. | 35.1 | 35.3 | 40.9 | 37.7 | 32.9 | 42.3 | 29.2 | 36.3 |
| College + | 46.5 | 46.0 | 47.8 | 49.5 | 42.0 | 53.7 | 41.4 | 47.9 |
| Home: | | | | | | | | |
| Own | 44.8 | 43.9 | 46.5 | 48.1 | 40.0 | 53.2 | 39.3 | 45.6 |
| Rent | 34.0 | 35.4 | 39.1 | 35.4 | 31.1 | 41.7 | 24.7 | 35.0 |
| Marital Status: | | | | | | | | |
| Single | 43.1 | 44.9 | 44.7 | 41.7 | 34.5 | 48.6 | 30.2 | 40.8 |
| Married | 41.5 | 40.0 | 44.1 | 47.4 | 41.0 | 53.6 | 39.6 | 44.9 |
| Sep/Wid/Div | 33.1 | 31.5 | 38.2 | 35.7 | 28.1 | 41.6 | 24.2 | 32.1 |
| Employ. Status: | | | | | | | | |
| Full-Time | 46.9 | 47.6 | 50.3 | 49.8 | 44.6 | 56.8 | 40.5 | 47.7 |
| Part-Time | 32.1 | 35.3 | 41.1 | 42.2 | 34.3 | 48.7 | 32.1 | 40.3 |
| Not Employed | 36.2 | 33.2 | 35.6 | 37.0 | 28.8 | 41.9 | 28.7 | 34.7 |

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