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## **Bloomberg ® Consumer Comfort Index™ Weekly Analysis**

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Consumer sentiment regained its footing this week after a nasty fall, boosted in particular by wealthier Americans – likely in celebration of the stock market’s advances.

The CCI stabilized at 43.5 on its scale of 0 to 100 after last week’s low for the year, 42.7. It soars to 69.2 among people with \$100,000-plus incomes, up 3.6 points from last week. It’s been higher in this group just twice since October 2007 – in late January and late December.

Higher-income Americans are particularly likely to hold stock market investments; the Dow and S&P 500 reached record highs this week, with the NASDAQ its best since March 2000.

While the overall index’s slight gain is not statistically significant, it reverses last week’s 1.9-point loss, the third weekly loss in four weeks. Given those, the CCI remains numerically below its 2015 average, 44.6. But after a very strong advance in the fourth quarter, it’s held above its long-term average, 41.6, since mid-December.

The index, produced by [Langer Research Associates](#), has been conducted weekly since December 1985, measuring Americans’ views of the national economy, their personal finances and the buying climate. Like the index overall, its subindices stanch their losses this week:

- At 37.1, the national economy subindex took back nearly half of a very steep 3.2-point drop last week. Though above its long-term average of 34.0, it’s 5.2 points from the seven-and-a-half-year high it reached in late January, 42.3.
- The personal finances subindex, at 54.1, stopped its losses after four consecutive weeks of drops. It’s below its 2015 average of 56.8, but near its long-term average, 55.2.
- At 39.3, the buying climate subindex is its highest since early January but still within the 2.7-point range it’s occupied the past 13 weeks. It’s similar to its 2015 average, 38.6, and well above its full average, 35.7.

Among groups, the CCI's level among well-off Americans stands in stark contrast to those in lower income brackets. It drops to 32.0 among those with incomes less than \$50,000 a year, bottoming out at 23.1 among people with incomes less than \$15,000, a low since mid-December.

At 51.9, the index is its second highest among Democrats in 14 years, compared with 41.3 among Republicans and 38.9 among political independents, its worst since mid-December. It's usually higher among Republicans than Democrats, but that pattern's been reversed since 2012.

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