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Bloomberg ® Consumer Comfort Index™ Weekly Analysis

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The Bloomberg Consumer Comfort Index vaulted to its highest since May 2007 this week, bouncing back from a midwinter stumble to regain the sharply improving trend that took hold early last fall. Better views of the national economy and the buying climate are leading the way.

At 47.9 on its scale of 0 to 100, the CCI is up by 1.7 points this week and 4.6 points in the past month, catching and now surpassing its recent high, 47.3 in late January. It's 3.0 points ahead of its 2015 average and 6.2 points better than its full average in weekly polls since late 1985.

The Bloomberg index, produced by [Langer Research Associates](http://www.langerresearch.com), is based on Americans' ratings of the national economy, their personal finances and whether or not they see this as a good time to spend money. The first and third gained significantly this week:

- The buying climate subindex rose by 2.5 points to 43.8, its highest since November 2006; it's seen larger one-week increases only 63 times before in more than 1,500 weeks of continuous polling, the last in early June. It's up by an impressive 4.0 points in two weeks to 4.6 points above its 2015 average and 8.1 points beyond its full average.
- A 2.4-point gain took the national economy subindex to 39.5 this week; larger one-week advances have occurred only 53 times in the poll's history. The improvement breaks a five-week run in a 0.6-point range; other than two highs in the beginning of the year, the subindex is its best since August 2007. It's now numerically (but not significantly) above its yearly average of 38.2 and 5.4 points above its full average of 34.1.
- At 60.5, the personal finances index held steady from last week, up 1.6 points from the previous week and very near its recent high, 60.7 in late January, its best since October 2007. It's 3.2 points ahead of its 2015 average and 5.3 points beyond its 29-year average, 55.2.

The CCI's advance is buttressed by other recent indicators, including strong car sales, rising mortgage applications, gains in new and existing home sales and a five-month high in manufacturing, even as March jobs data disappointed.

Among groups, the increase is bipartisan, with the index at a 14-year high among Democrats, 54.2, but also its best since March 2008 among Republicans, 47.8. (It's a bit weaker, 44.9, among independents.) It's its second highest since August 2007 in \$100,000-plus households, 71.0, up 6.1 points in four weeks, and also strong among \$50,000-plus earners overall.

In other evidence of a broadly based advance, the CCI reached its highest since before the start of the Great Recession in a variety of groups, including full-time workers (56.8), those with a college degree (53.7), men (53.4), 18- to 34-year-olds (52.4), Southerners (48.3), seniors (46.8), high school graduates (42.3) and renters (41.7). The gap in the index between men and women (42.8) is its biggest in nearly a year, and between full- and part-time workers (42.1) is its biggest since August 2013.

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