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Bloomberg ® Consumer Comfort Index™ Weekly Analysis

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The Bloomberg Consumer Comfort Index extended a now seven-week retrenchment this week, dropping to its lowest since late November, with Americans' ratings of the buying climate taking a particularly hard hit in just the last two weeks.

At 40.9 on its scale of 0 to 100, the CCI continued its fall from a nearly eight-year high early this spring, losing 7.0 points since April 5. It's now 3.7 points from its average this year, 44.6, and numerically below its full average since late 1985 for the first time in five months.

A stellar Q4 last year has turned into a mixed 2015 for consumer sentiment, with highs in late January and early April followed by sharp corrections. The latest drop has taken back about half of the CCI's late September to mid-January gain of 12.5 points.

The Bloomberg index, produced by [Langer Research Associates](#), is based on Americans' ratings of the national economy, their personal finances and the buying climate. Among them:

- The buying climate subindex has fallen hardest lately, losing 4.9 points in just two weeks to 35.5. It's seen larger two-week losses only 19 times in more than 1,500 weeks of continuous polling, the last in early 2010. It's down by a steep 8.3 points since early April, 4.0 points below its 2015 average and its lowest since Nov. 30.
- At 32.3, the national economy subindex has lost 7.2 points since early April to its lowest since early December. It's 5.0 points off its average for the year, 37.3, and 1.8 points below its full average, 34.1.
- The personal finances subindex is faring best, 54.9, its low only since early March. It's lost 5.6 points since early April and is closer than the others to its 2015 average, off by 2.0 points.

Some of the CCI's troubles are driven by weakening economic sentiment among women: The index lost 3.8 points among women this week alone – an unusually steep one-week drop, and one that follows almost as big a loss last week. It gained 2.0 points among men in those same two weeks.

The CCI also has taken a sharp fall among the highest-income Americans, losing 15.1 points from a seven-and-a-half year high in mid-April among those with annual household incomes of \$100,000 or more. It's now 59.0 in this group, still far higher than among other income groups, but down from 74.1 this spring.

The CCI is its lowest since at least November among a number of groups, including homeowners (43.5), married adults (42.1), Southerners (35.2) and those not employed for pay (33.6).

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