

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

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Americans’ ratings of the national economy and their personal finances reached their lowest in two months this week, while the overall index has stalled, numerically at its lowest since early June.

The Bloomberg Consumer Comfort index was essentially unchanged at 36.2 on its scale from 0 to 100, down from 37.6 two weeks ago, albeit still above its average for the year, 35.6, and on the upper end of its range in 2014, 33.3 to 37.9.

The weekly CCI, produced by [Langer Research Associates](http://langerresearch.com/), is based on Americans’ ratings of the national economy, their personal finances and the buying climate. The national economy subindex, at 25.8, is at its lowest since early June and, as usual, the lowest of the three subindices. It remains well off its average since 1985, 34.1.

The personal finances subindex, at 50.1, hit their lowest since late May and their second lowest in four months. Views on personal finances remain above its midpoint, though barely so, and it’s off its 2014 and long-term averages by 1.2 and 5.1 points, respectively.

Americans’ views on the buying climate, at 32.6 this week, is one point above its average for the year, but 3.1 points below its 29-year average.

The overall CCI, for its part, remains 5.5 points off its long-term average, 41.7.

Despite the CCI’s standstill, a mostly positive week gives hope on the economic front: monthly jobless claims fell to an eight-year low and, after GDP rebounded 4.0 percent this quarter following last quarter’s drop, the Fed announced it would continue to ease off of stimulus efforts. Yet, a 300-point drop for the Dow erased its historic 2014 gains, underscoring the continued instability of the lethargic recovery.

Consumer sentiment lags among those who are not employed for pay. At 28.3, the CCI for this group reached its lowest since early February, well below its average since 1990, 35.7. The CCI matched a nine-week low among part-time workers, down to 31.3 this week from 41.1 in early July. It’s higher among full-time workers, at 44.4, creating the second-largest gap between full- and part-time workers since last August.

The gap between Democrats and Republicans, at 43.0 and 33.8, respectively, reached its widest since April. The difference, now at 9.2, is up seven points since early July, after Democrats reached a six-week high and Republicans stalled near an almost four-month low. The CCI among independents, for its part, dipped to 32.8 this week.

The CCI among Northeasterners and Midwesterners hit recent lows this week, dropping 8.7 and 7.7 points in the last four weeks to reach 31.5 and 32.8, respectively.

Among 35- to 44-year-olds, the CCI reached its highest since last May, 41.2. The index among 18- to 34-year-olds, as well as those 65 and older, are at their lowest since early June, at 38.4 and 34.7, respectively. Singles, at 33.4, and high school graduates, 30.7, also reached lows since the same time.

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