

LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

Bloomberg® Consumer Comfort Index™ Weekly Analysis

Embargoed for Release after 9:45 a.m. Thursday, October 30, 2014

**Contact: Langer Research Associates, 212 456-2621
info@langerresearch.com**

The Bloomberg Consumer Comfort Index hit the hold button this week, pausing after a three-week boost in ratings of the national economy that brought it to the top of its recent range.

The weekly CCI has moved within a narrow band, 36.2 to 37.7 on its 0-100 scale, for 18 of the last 20 weeks, briefly dipping lower in late September. It's now 37.2.

The index is based on Americans' ratings of the national economy, their personal finances and the buying climate. The national economy subindex held steady this week at 27.9, virtually the same as last week's nearly seven-year high. That's still well off its long-term average, 34.0, and it remains the weakest of the three gauges.

While ratings of the national economy have improved, the buying climate subindex, 31.6, has dipped by 2.2 points in three weeks to its lowest since early September. It's below its long-term average, 35.6, and virtually matches its 2014 average, 31.8.

The personal finances subindex, 52.2, remains the strongest of the three measures, just 3.0 points off its average in weekly surveys since late 1985. It's spent 22 consecutive weeks at or above its midpoint of 50.0, its longest such streak since its 742-week stretch snapped in early 2008.

The overall index is 4.4 points off its long-term average.

The CCI, produced by Langer Research Associates, has faced challenges in mounting a sustained break-out, as have other indicators. Jobless claims, while near their lowest in more than a decade, inched up last week. Small gains in pending home sales failed to meet forecasts this week.

With the midterm elections next week, the CCI among Republicans, 36.4, is its lowest since mid-August, down 4.9 points in three weeks and 13.4 points off its long-term average in this group; that may anticipate GOP turnout in a protest vote. The index is higher among Democrats, 43.8, which is 6.6 points above its long-term average. The gap between the two has grown from 0.6 to 7.4 in three weeks, to its largest since late August.

The index among political independents is 33.1, lower than it is among partisans on either side and 5.9 points off its long-term average. Economic discontent, again, can motivate protest voting.

The CCI is constrained by sharp differences among income groups – it's 56.9 among people in \$100,000-plus households, but drops off steeply to 29.2 among the roughly half of Americans with incomes of \$50,000 or less. The latter, though, is a high since late August.

Among other groups, the index is its best in more than seven years among seniors, 41.4. It's at a high since late June among women, 35.7, up 3.9 points in the last month, compared with 38.9 among men. And the CCI among singles, 38.2, is its highest since early July.

The Bloomberg Consumer Comfort Index is produced by Langer Research Associates LLC (Langer). CONSUMER COMFORT INDEX™ is a trademark or service mark of Langer. BLOOMBERG® is a trademark or service mark of Bloomberg Finance L.P. Bloomberg Finance L.P. and its affiliates (collectively, "Bloomberg") or Bloomberg's licensors own all proprietary right in such mark. Neither Langer nor Bloomberg guarantee the timeliness, accuracy or completeness of any data or information relating to the Bloomberg Consumer Comfort Index. Langer and Bloomberg makes no warranty, express or implied, as to the Bloomberg Consumer Comfort Index or any data or values relating thereto or results to be obtained therefrom, and expressly disclaims all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Langer, Bloomberg, their licensors, and their respective employees, contractors, agents, suppliers and vendors shall have no liability or responsibility whatsoever for any injury or damages - whether direct, indirect, consequential, incidental, punitive or otherwise - arising in connection with the Bloomberg Consumer Comfort Index or any data or values relating thereto - whether arising from their negligence or otherwise. Nothing in the Bloomberg Consumer Comfort Index shall constitute or be construed as an offering of financial instruments or as investment advice or investment recommendations (i.e., recommendations as to whether or not to "buy," "sell," "hold" or to enter or not to enter into any other transaction involving any specific interest or interests) by Langer, Bloomberg or its affiliates or a recommendation as to an investment or other strategy by Langer, Bloomberg or its affiliates.

Click [here](#) for CCI details.

For subscription information: Langer Research Associates, info@langerresearch.com