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

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The Bloomberg Consumer Comfort Index held essentially steady this week at its second best since shortly after the Great Recession began – its strongest start to a holiday shopping season since 2007.

At 39.8 on its 0 to 100 scale, the CCI is slightly off last week's mark, its best in nearly seven years. But it's 5.0 points higher than its level two months ago, 3.6 points better than its average for the year and just 1.8 points off its long-term average in weekly polling since late 1985.

The index is easily at its best post-Thanksgiving level in the past seven years – 5.4 and 6.3 points better than at the start of the holiday seasons in 2013 and 2012, respectively, and 11.8 to 16.8 points better than at the same point between 2008 and 2011.

It was 40.0 for the same week in 2007, essentially the same as now. That said, it was 11.2 points higher than its current reading at this point in 2006, indicating the room to improve that remains.

The CCI, produced by [Langer Research Associates](#), 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. Each has seen significant gains in recent weeks. Among them:

- The buying climate subindex remained at 35.1 this week after climbing sharply to its best in more than seven years last week. It's now just 0.5 points from its 29-year average.
- The national economy subindex also remained near a post-recession high this week. At 29.7, it's its second best since January 2008, just shy of its best in that period, 30.9 last week. It's 4.3 points off its long-term average.
- Although it remains the strongest of the three subindices, the personal finances subindex lost 1.5 points after reaching its post-recession high last week. It's now 54.6, just 0.6 points off its full average.

The CCI's recent climb should brighten the season for retailers in the crucial holiday period – and it aligns with other recent economic trends. Unemployment figures still indicate steady job

growth, though last week's increase in jobless claims offers a note of caution. And gas prices are down by nearly 50 cents a gallon vs. a year ago, to their lowest since early October 2010.

Among groups, the index among singles, 41.1, is its best since the first week of 2008, essentially the same as it is among married adults, 42.2 – the smallest gap between the two in nearly five months. It's notably lower, 29.1, among those who are separated, divorced or widowed.

The index also reached a long-term high among 18- to 34-year-olds, 44.0, its best since March 2008. And it's at a high since late April among renters, 34.2, though still trails its level among homeowners, 43.3.

In terms of political affiliation, the index among Democrats, 45.6, is its best in nearly 16 months. It's lower, 38.0, among Republicans, the largest gap between the two groups in three months, and about the same as its level among political independents, 37.7.

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