

**Bloomberg ® Consumer Comfort Index ™ Weekly Data Report**

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Data summary for 3/19/2015

CCI

This week 44.2

Last week 43.3

2015 high 47.3 Jan. 25

2015 low 42.7 Feb. 22

2015 average 44.5

2009 average 26.0 Worst full year

2000 average 64.4 Best full year

June 21, 2009 23 Record low (also three other dates in 2008-09)

Jan. 16, 2000 69 Record high

Average since 12/85 41.6

Individual measures:

Average Average

Positive ratings of: This week Last week 2015 ’85-’15

National economy 37% 37 38 34

Personal finances 57 55 57 55

Buying climate 38 38 39 36

Excel Not so

Full ratings of: -lent Good Good Poor

National economy 3% 34 41 22

Personal finances 8 49 28 15

Buying climate 3 35 44 18

Positive High Positive Low

Economy 80% Jan. 16, 2000 4% Feb. 8, 2009

Finances 70% latest Jan. 23, 2000 39% June 21 and 28, 2009

Buying climate 57% Jan. 16, 2000 18% latest Oct. 19, 2008

Economy’s direction:

Better Worse Same

3/15/15 30 27 43

2/15/15 35 26 38

1/18/15 36 29 34

12/14/14 32 30 38

Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](http://www.langerresearch.com/" \t "_blank). The index is reported in a four-week rolling average; this week’s results are based on a random national sample of 1,000 adults, reached by landline and cellular telephone, in the four weeks ending March 15, 2015. Results of the individual CCI gauges have a 3.5-point error margin. The expectations question was asked of 500 respondents March 4-15, 2015; that result has a 4.5-point error margin. Field work and tabulation by SSRS of Media, Pa.

As of May 1, 2014, the index is derived by averaging the positive responses to each index question. Results can range from 0 (all negative responses for all three measures) to 100 (all positive responses for all three measures). See details [here](http://www.langerresearch.com/uploads/CCI_Rebase_Announcement.pdf). The survey began in December 1985.

03/15/15 This Last 4 Wks 3 Mo. 1 Yr. 12 Mo 12 Mo 12 Mo

Week Week Ago Ago Ago High Low Avg

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Group

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GENERAL POPULATION:

Overall Index 44.2 43.3 44.6 41.7 35.5 47.3 33.3 38.7

State of Economy 37.2 37.1 38.9 32.5 25.2 42.3 20.6 28.7

Personal Finances 57.1 54.8 56.6 54.1 50.3 60.7 48.6 53.1

Buying Climate 38.3 38.2 38.4 38.4 31.0 39.9 29.0 34.1

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OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:

Men 45.4 43.7 49.0 45.1 38.9 52.4 34.2 41.8

Women 43.1 43.0 40.5 38.5 32.3 43.1 30.8 35.7

Age:

18 – 34 46.9 44.9 45.3 45.1 37.4 50.1 32.9 40.6

35 – 44 51.2 49.1 45.2 40.2 36.3 51.2 28.7 39.5

45 – 54 39.7 38.1 39.0 41.3 34.4 45.8 30.0 35.5

55 – 64 38.8 41.5 48.4 38.9 30.2 49.4 29.6 36.8

65+ 44.3 42.9 43.4 40.6 37.8 44.4 33.9 39.4

Income:

Under $15K 25.8 24.6 23.3 22.9 20.4 28.5 16.5 22.1

$15K To $24.9K 27.6 26.5 30.4 27.0 26.2 33.8 12.1 24.0

$25K To $39.9K 39.0 42.1 38.3 33.6 29.3 42.1 23.5 32.3

$40K To $49.9K 47.3 41.9 40.0 38.0 34.2 47.3 31.2 38.0

Under $50K 34.3 33.0 32.9 29.6 26.9 34.4 22.5 28.4

Over $50K 57.9 58.0 59.7 57.7 46.7 62.3 45.1 52.1

$50K To $74.9K 51.2 49.9 47.5 53.2 38.2 55.2 34.2 43.7

$75K To $99.9K 51.7 53.0 61.6 48.7 44.2 64.9 40.4 50.0

Over $100K 65.7 64.9 69.0 68.1 58.7 72.1 52.9 61.2

Region:

Northeast 39.1 42.5 44.8 44.4 30.9 46.3 28.1 38.2

Midwest 46.0 45.6 46.7 44.4 33.4 49.9 31.3 39.4

South 45.7 43.0 41.5 39.3 38.2 45.7 33.2 38.1

West 44.3 42.5 47.5 40.8 36.7 52.2 33.4 39.3

Race:

White 43.6 43.8 43.4 42.0 36.2 47.4 33.4 39.0

Black 40.6 42.0 47.3 38.7 30.8 49.3 25.9 35.8

Politics:

Republican 41.3 40.8 41.0 39.3 32.5 45.8 28.7 37.8

Democrat 50.4 51.3 52.2 48.7 40.7 52.2 37.0 44.0

Independent 41.6 39.2 42.0 38.3 33.7 47.3 29.8 36.1

Education:

< High School 30.4 27.7 26.0 20.7 27.5 36.4 13.3 22.6

High Sch. Grad. 35.8 35.5 39.1 37.4 29.5 41.1 27.4 33.4

College + 51.5 50.8 51.9 48.7 40.5 52.9 38.8 45.0

Home:

Own 47.9 47.3 49.1 46.3 37.3 53.2 36.5 42.5

Rent 38.2 37.3 38.2 33.4 32.7 38.4 24.7 32.3

Marital Status:

Single 44.7 43.6 40.1 42.8 36.8 45.5 30.2 37.9

Married 47.4 46.2 50.7 44.2 37.0 53.6 36.8 42.3

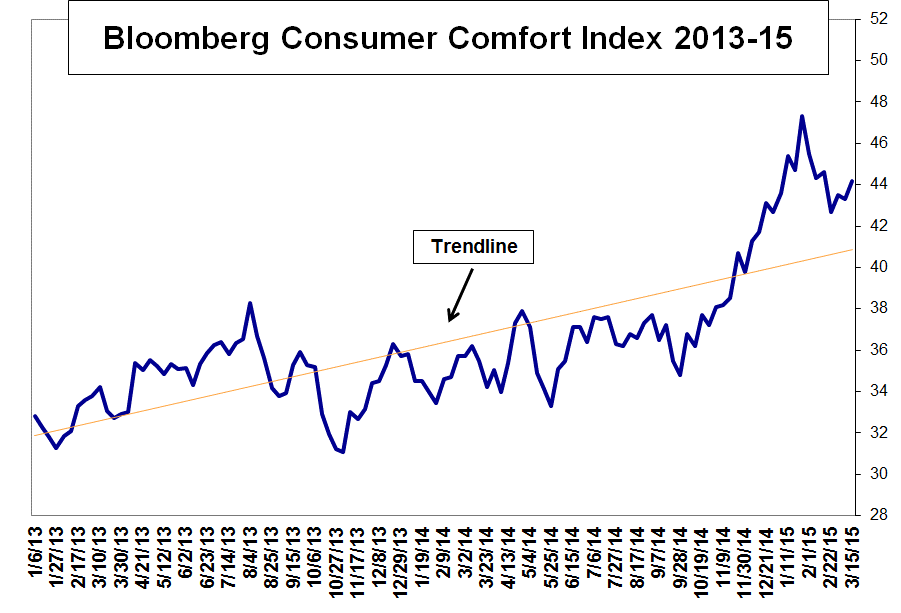
Sep/Wid/Div 34.9 35.1 34.0 32.0 30.6 35.5 24.2 29.1

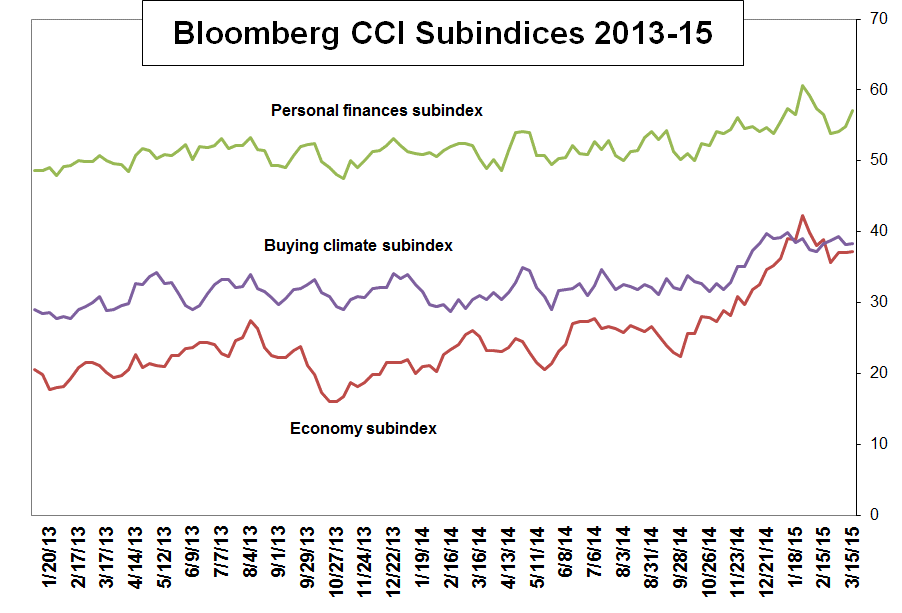
Employ. Status:

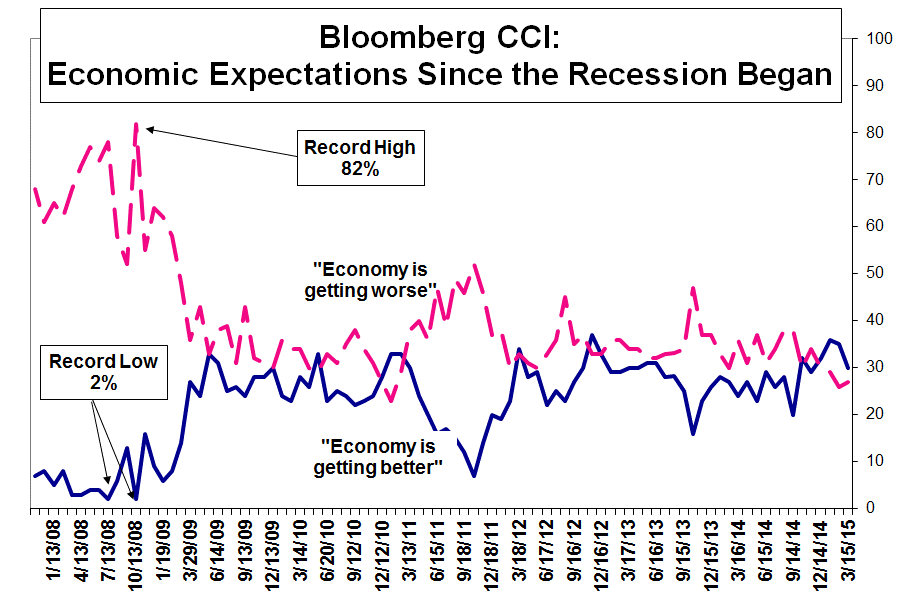
Full-Time 47.3 47.0 51.9 47.8 41.2 55.5 36.5 44.2

Part-Time 44.8 46.1 43.5 40.2 31.6 48.7 28.9 37.7

Not Employed 39.9 37.5 36.6 35.3 31.1 39.9 28.3 32.7







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