

# LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

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## **Methodology: The Consumer Comfort Index™**

The Consumer Comfort Index is a nationally representative, random-sample survey of Americans' views of the national economy, their personal finances and the buying climate, conducted on a continuous weekly basis since December 1985.

The survey is based on 250 random-sample telephone interviews per week, reported in a four-week rolling average. A separate, forward-looking measure on the economy's direction, based on 500 interviews in the first two weeks of each month, is reported monthly.

The CCI is owned and produced by Langer Research Associates. It was branded by ABC News from 1985 to 2010 and by Bloomberg L.P. from 2011 to 2021. Sponsorship – exclusive or non-exclusive – is available; [contact us](#) with inquiries.

Field work is conducted by SSRS of Glen Mills, Pa., using an overlapping dual-frame sample of randomly generated landline and cellular telephone numbers designed to represent the adult population of the United States, with random in-household selection of landline respondents.

Interviews are conducted in English and Spanish. Data are weighted to adjust for probabilities of selection given household size and telephone usage, as well as U.S. Census Bureau data for age, sex, race, education, metro status, region and phone service. See methodological details [here](#).

Subindex values represent the percentage of positive responses to each CCI question; the full index value is the average of the subindices. In spring 2014, the index was rebased to a 0-100 scale from its previous -100 to 100 scale for enhanced ease of interpretation. Reporting to the decimal was initiated at that time.

See the latest CCI data [here](#). Additional resources include [this paper](#) evaluating the index's predictive properties as well as its relationship with the stock market, [this paper](#) examining the index's concurrent and predictive validity in comparison with other economic indicators and [this paper](#) describing the inclusion of cell phone and Spanish interviews as of summer 2012.

*Last update: March 2021*