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Bloomberg® Consumer Comfort Index™

Rebasing Announcement

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As of May 1, 2014, the Bloomberg Consumer Comfort Index will be rebased for presentation on a scale of 0-100 rather than the current -100 to +100. The change, intended to enhance ease of interpretation of CCI results, does not impact the index's underlying components or their relationships with each other and with other economic indicators.

Conducted continuously since late 1985, the CCI is based on responses to a weekly, random-sample national telephone survey asking Americans to rate the economy, the buying climate and their personal finances as excellent, good, not so good or poor. Results reflect a four-week rolling average of 250 interviews per week.

Previously, subindex values were produced for each question by subtracting the net negative responses to that question ("not so good" or "poor") from the net positive responses ("excellent" or "good"). The full index was then computed by averaging the three subindex values.

In the revised calculation, the net positive answers to each question will represent its subindex value. The full index will remain the average of the three subindex values.

The change is a cosmetic rather than substantive one. Previously the midpoint for the index and subindex values was 0; in the rebased version it's 50, a conceptually clearer midpoint.

Historical data for all subindex and full index values have been revised to reflect this change, and, as May 1, future reporting of these values will be based on the new scale. (Users of historical CCI data can approximate the change by adding 100 to previous index values and dividing by two.) Time-trend analysis, values among population groups, relationships among variables and their correlations with other economic indicators are entirely unaffected by the change.

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