

# LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

## Bloomberg ® Consumer Comfort Index™ Weekly Data Report

**Embargoed for Release after 9:45 a.m. Thursday, Jan. 15, 2015**

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### Data summary for 1/15/2015

	CCI	
This week	45.4	
Last week	43.6	
2014 high	43.1	Dec. 21
2014 low	33.3	May 25
2014 average	36.7	
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:

Positive ratings of:	This week	Last week	Average 2014	Average '85-'14
National economy	39%	36	26	34
Personal finances	57	56	52	55
Buying climate	40	39	33	36

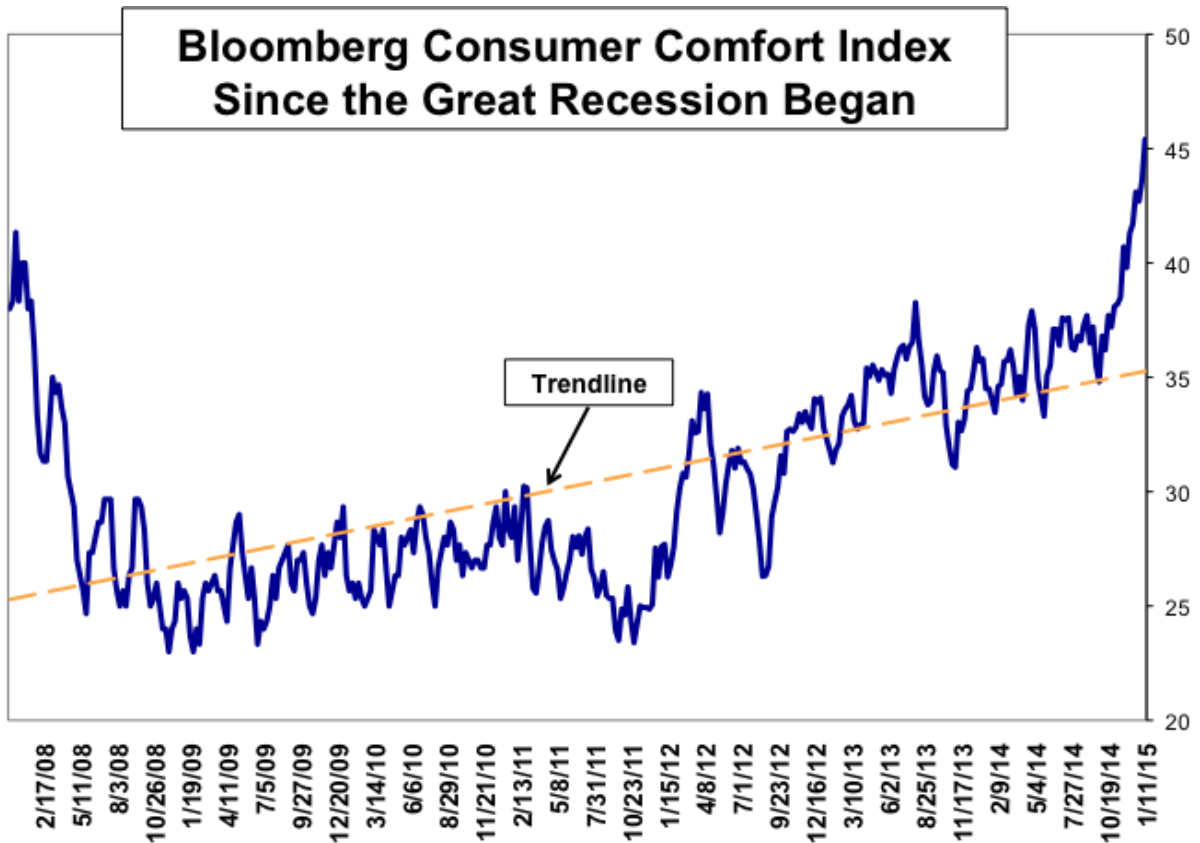
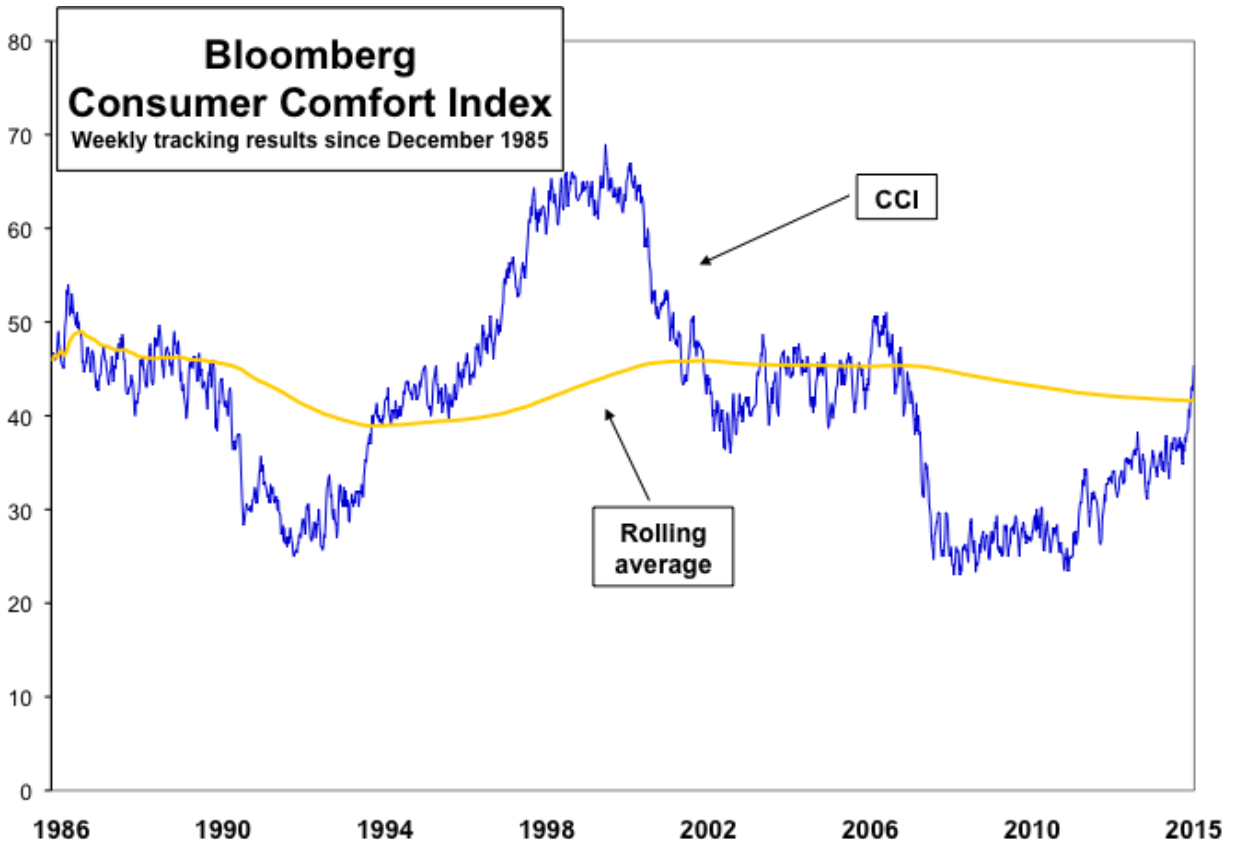
Full ratings of:	Excel -lent	Good	Not so Good	Poor
National economy	2%	37	41	20
Personal finances	6	51	28	14
Buying climate	4	36	39	21

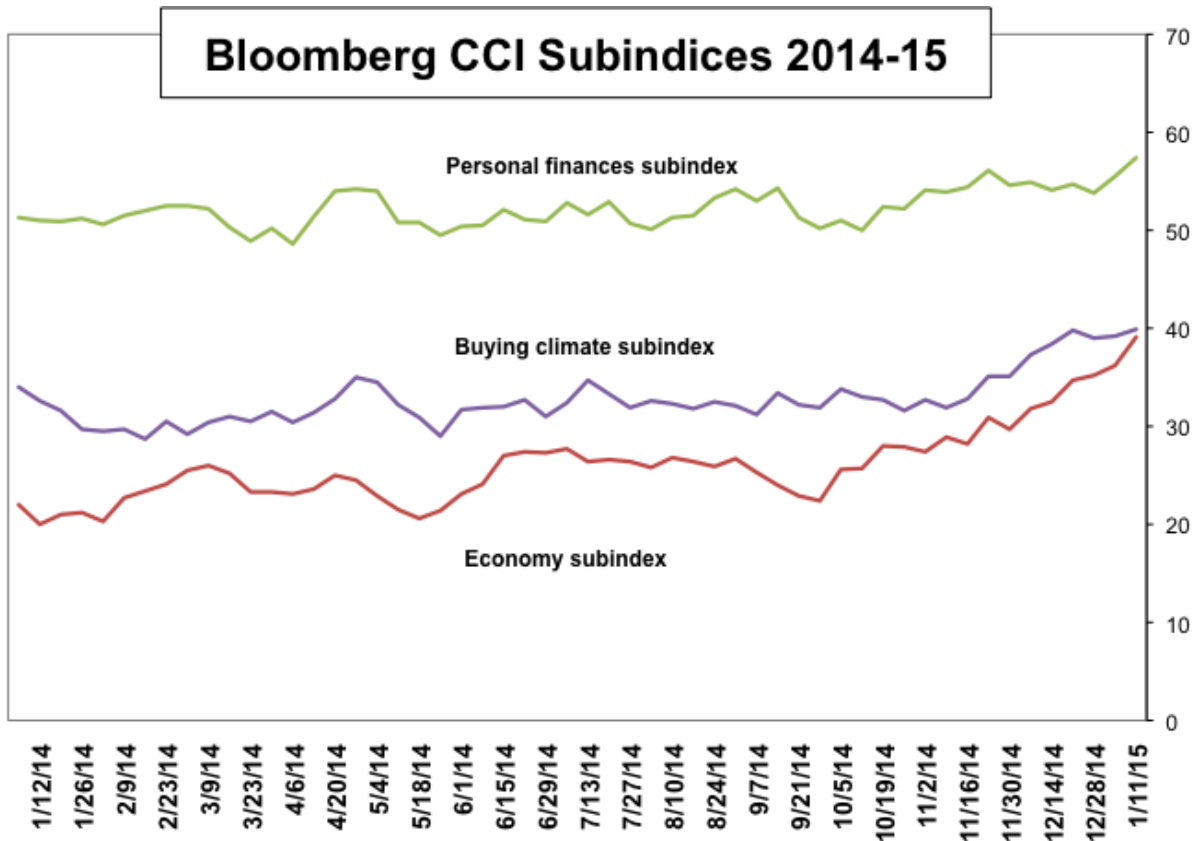
	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	70% latest Jan. 23, 2000	39% June 21 and 28, 2009
Buying climate	57% Jan. 16, 2000	18% latest Oct. 19, 2008

Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](#). 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 Jan. 11, 2015. Results of the individual CCI gauges have a 3.5-point error margin. Field work and tabulation by SSRS/Social Science Research Solutions 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](#). The survey began in December 1985.

01/11/15	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Group								
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GENERAL POPULATION:								
Overall Index	45.4	43.6	41.7	36.2	34.5	45.4	33.3	37.0
State of Economy	39.1	36.2	32.5	25.7	20.0	39.1	20.0	26.1
Personal Finances	57.4	55.5	54.1	50.0	51.0	57.4	48.6	52.2
Buying Climate	39.9	39.2	38.4	33.0	32.6	39.9	28.7	32.7
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OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	50.4	47.6	45.1	39.8	37.1	50.4	34.2	40.0
Women	40.8	39.9	38.5	32.9	32.1	40.8	30.8	34.2
Age:								
18 - 34	50.1	47.7	45.1	36.5	34.5	50.1	32.9	38.8
35 - 44	45.1	41.2	40.2	37.0	36.0	45.1	28.7	37.8
45 - 54	40.7	40.6	41.3	33.3	31.4	44.1	30.0	34.2
55 - 64	44.4	42.9	38.9	36.8	36.2	44.4	29.6	34.9
65+	42.3	41.6	40.6	38.2	35.0	44.4	33.9	38.3
Income:								
Under \$15K	27.3	28.2	22.9	19.2	16.0	28.5	11.4	20.7
\$15K To \$24.9K	30.3	27.2	27.0	20.5	28.1	30.3	12.1	23.2
\$25K To \$39.9K	37.6	36.6	33.6	28.2	29.4	37.6	23.5	31.0
\$40K To \$49.9K	45.0	42.0	38.0	35.1	26.2	45.0	26.2	36.0
Under \$50K	34.4	32.7	29.6	25.0	24.4	34.4	22.5	27.1
Over \$50K	60.7	59.6	57.7	50.2	46.6	60.7	45.1	50.1
\$50K To \$74.9K	51.5	45.9	53.2	40.3	38.6	53.2	34.2	42.1
\$75K To \$99.9K	64.9	64.9	48.7	44.3	39.1	64.9	39.1	48.0
Over \$100K	66.9	67.8	68.1	62.1	57.6	70.2	51.5	59.2
Region:								
Northeast	42.9	42.4	44.4	37.8	32.2	46.3	28.1	36.7
Midwest	48.8	45.9	44.4	39.8	35.1	48.8	31.3	37.5
South	43.3	41.6	39.3	33.9	33.5	43.3	33.2	36.7
West	47.8	45.6	40.8	35.4	37.3	47.8	32.1	37.4
Race:								
White	47.4	43.9	42.0	38.1	34.8	47.4	33.4	37.5
Black	41.8	40.4	38.7	28.7	29.1	41.8	25.9	32.9
Politics:								
Republican	43.7	39.8	39.3	39.9	31.9	43.7	28.7	36.5
Democrat	46.4	46.7	48.7	43.6	37.1	50.3	35.6	42.0
Independent	46.3	43.8	38.3	30.3	34.8	46.3	29.8	34.6
Education:								
< High School	30.5	22.3	20.7	14.1	21.9	36.4	13.3	21.8
High Sch. Grad.	38.5	38.1	37.4	32.0	31.8	38.5	26.3	32.0
College +	51.7	50.8	48.7	43.4	38.7	51.7	38.7	43.0
Home:								
Own	50.9	47.9	46.3	42.2	38.3	50.9	36.5	40.7
Rent	36.3	36.0	33.4	26.6	28.3	36.3	24.7	30.9
Marital Status:								
Single	45.5	44.4	42.8	33.6	36.3	45.5	30.2	36.5
Married	49.6	46.6	44.2	40.2	37.7	49.6	36.8	40.3
Sep/Wid/Div	32.9	33.3	32.0	27.8	24.3	33.3	24.2	28.4
Employ. Status:								
Full-Time	52.5	50.3	47.8	41.9	39.6	52.5	36.5	42.5
Part-Time	48.7	47.7	40.2	37.2	32.6	48.7	28.9	35.8
Not Employed	36.3	34.6	35.3	28.9	30.3	36.3	27.9	31.4





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