

## Consumer Comfort Index - data summary for 1/16/2011

	CCI	
This week	-43	
Last week	-40	
2010 high	-41	Dec. 19, June 27, Jan. 3
2010 low	-50	Aug. 1, April 19, Feb. 21
2010 average	-46	
2009 average	-48	Worst full year
2000 average	+29	Best full year
Jan. 25, 2009	-54	Record low (also Dec. 1, 2008)
Jan. 16, 2000	+38	Record high
Average since 12/85	-14	

### Individual measures:

Positive ratings of:	This week	Last week	Average 2010	Average '85-'10
National economy	13%	13	10	37
Personal finances	45	48	46	56
Buying climate	27	29	26	37

Full ratings of:	Excel -lent		Not so Good		Poor
	Good	Good	Good	Poor	
National economy	1%	12	47	40	
Personal finances	3	42	35	20	
Buying climate	1	26	45	28	

	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
1/16/11	33%	23	42
12/12/10	28	27	42
11/14/10	24	31	43
10/15/10	23	34	40
9/19/10	22	38	37

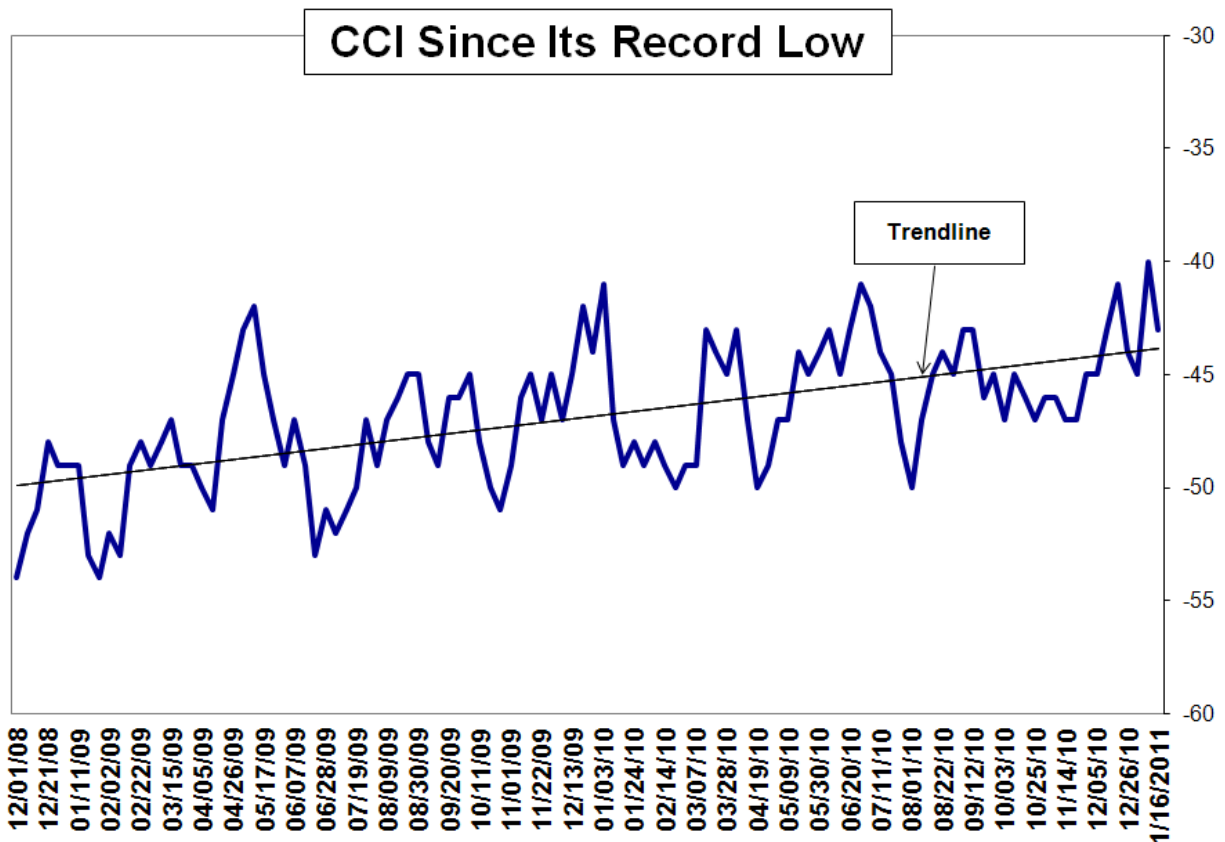
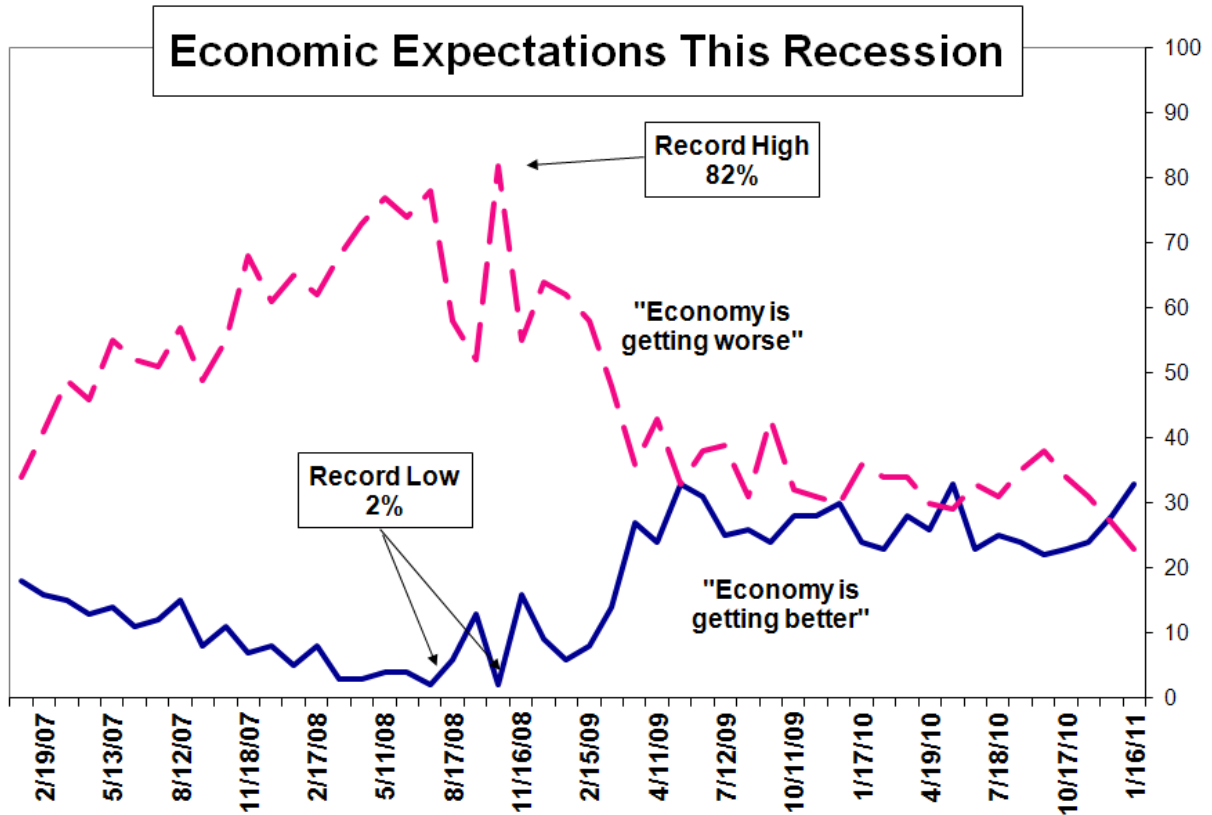
Methodology: The Consumer Comfort Index (CCI) is produced by [Langer Research Associates](#). The CCI is reported in a four-week rolling average; this week's results are based on telephone interviews among a random national sample of 1,000 adults in the four weeks ending Jan. 16, 2011. The results have a 3-point error margin. The expectations question was asked of 500 respondents Jan. 5-16, 2011; that result has a 4.5-point error margin. Field work by ICR-International Communications Research of Media, Pa.

The index is derived by subtracting the negative response to each index question from the positive response to that question. The three resulting numbers are added and divided by three. The index can range from +100 (everyone positive on all three measures) to -100 (all negative on all three measures). The survey began in December 1985.

Demographic table and charts continue on next pages.

## Consumer Comfort Index - data summary for 1/16/11, cont.

01/16/11	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	-43	-40	-41	-46	-49	-40	-50	-46
State of Economy	-74	-74	-76	-84	-82	-74	-84	-80
Personal Finances	-10	-4	-4	-10	-10	-4	-14	-9
Buying Climate	-46	-42	-44	-44	-54	-42	-56	-48
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OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-41	-34	-27	-41	-44	-27	-49	-40
Women	-44	-45	-55	-49	-52	-44	-55	-50
Age:								
18 - 34	-33	-26	-41	-47	-49	-26	-55	-43
35 - 44	-47	-48	-40	-43	-47	-32	-56	-44
45 - 54	-45	-45	-39	-44	-52	-36	-57	-46
55 - 64	-44	-41	-49	-43	-46	-41	-59	-49
65+	-50	-50	-40	-44	-46	-36	-53	-45
Income:								
Under \$15K	-75	-57	-61	-72	-74	-53	-82	-69
\$15K To \$24.9K	-66	-67	-64	-64	-63	-50	-84	-69
\$25K To \$39.9K	-50	-49	-60	-64	-60	-38	-74	-55
\$40K To \$49.9K	-39	-46	-58	-27	-51	-12	-72	-46
Over \$50K	-26	-21	-13	-23	-26	-12	-34	-23
\$50K To \$74.9K	-51	-44	-33	-36	-45	-24	-57	-38
\$75K To \$99.9K	-29	-22	-19	-35	-19	-11	-42	-25
Over \$100K	6	6	11	0	-3	21	-17	-4
Region:								
Northeast	-48	-45	-42	-49	-49	-36	-57	-47
Midwest	-42	-37	-40	-49	-55	-29	-57	-43
South	-36	-39	-47	-42	-50	-36	-55	-46
West	-47	-39	-34	-44	-39	-30	-56	-44
Race:								
White	-44	-40	-39	-46	-46	-38	-51	-44
Black	-46	-43	-63	-48	-65	-38	-67	-52
Politics:								
Republican	-42	-38	-27	-45	-54	-27	-54	-40
Democrat	-39	-37	-49	-42	-52	-37	-57	-46
Independent	-44	-38	-43	-50	-41	-38	-52	-46
Education:								
< High School	-67	-56	-53	-69	-57	-45	-77	-64
High Sch. Grad.	-48	-44	-48	-51	-62	-40	-64	-52
College +	-32	-32	-35	-36	-39	-31	-41	-36
Home:								
Own	-42	-37	-33	-36	-46	-33	-47	-40
Rent	-44	-47	-63	-64	-56	-44	-68	-58
Marital Status:								
Single	-35	-30	-45	-50	-58	-30	-63	-48
Married	-38	-35	-33	-36	-37	-33	-44	-38
Sep/Wid/Div	-64	-65	-58	-61	-64	-46	-69	-60
Employ. Status:								
Full-Time	-26	-29	-32	-33	-34	-23	-43	-33
Part-Time	-62	-48	-36	-53	-66	-32	-66	-50
Not Employed	-52	-48	-53	-56	-55	-47	-62	-55



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