LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

Bloomberg ® Consumer Comfort Index TM Weekly Data Report

Embargoed for Release after 9:45 a.m. Thursday, Jan. 29, 2015

Contact: Langer Research Associates, 212 456-2621 info@langerresearch.com

Data summary for 1/29/2015

	CCI	
This week	47.3	
Last week	44.7	
2015 high	47.3	Jan. 25
2015 low	43.6	Jan. 4
2015 average	45.3	
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 L		Last weel	c 2015	′85-′15
National econom	У	42%	42%		39	34
Personal financ	es	61		57	58	55
Buying climate		39		39	39	36
		Excel		Not so		
Full ratings of:		-lent	Good	Good	Poor	
National economy		3% 39		37	20	
Personal finances		б	55	26	13	
Buying climate	Buying climate		36	41	20	
	Pos	itive Hi	gh		Positive	Low
Economy	80%	Jan. 16,	2000		4% Feb. 8,	2009
Finances	70%	latest J	an. 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 <u>Langer Research</u> <u>Associates</u>. 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. 25, 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.

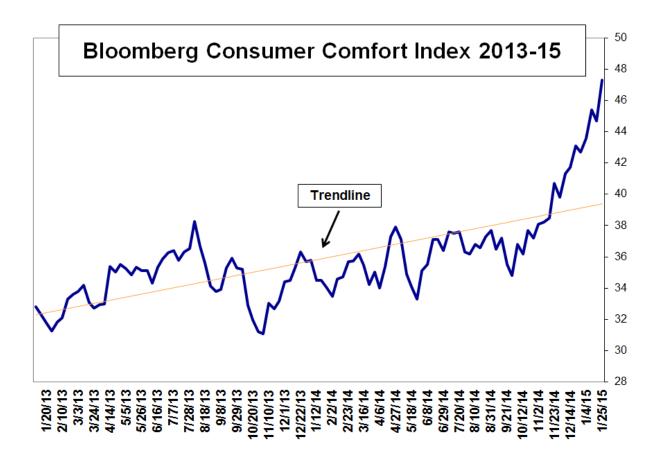
As of May 1, 2014, the index is derived by averaging the positive responses to each index question. Results can range from 0 (all negative responses for all three measures) to 100 (all positive responses for all three measures). See details <u>here</u>. The survey began in December 1985.

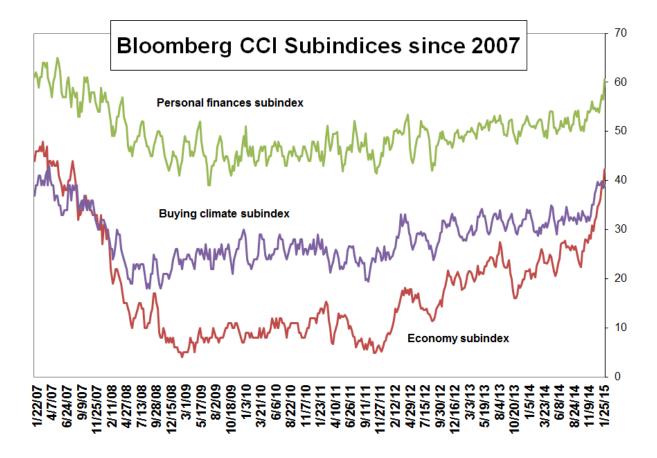
01/25/15	This	Last	4 Wks	3 Mo.	1 Yr.	12 Mo	12 Mo	12 Mo
	Week	Week	Ago	Ago	Ago	High	Low	Avg

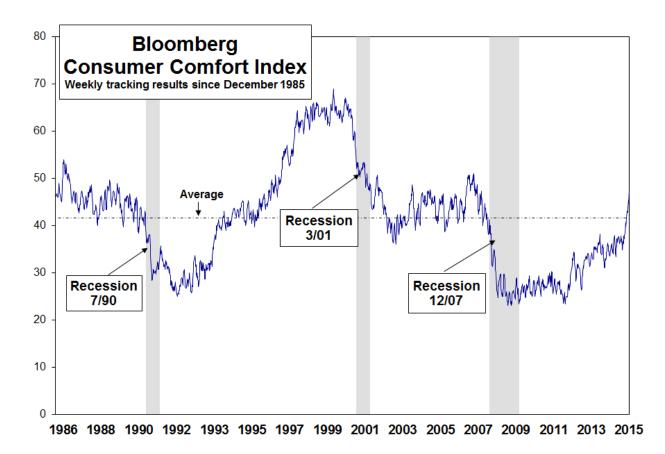
GENERAL POPULATION:								
Overall Index	47.3	44 7	42 7	37 2	34 0	47 3	33.3	37.5
State of Economy	42.3	38.9	35 2	27 9	21.2	42.3	20.3	26.8
Personal Finances	60 7	56.6	53.8	52 2	51 2	60 7	48 6	52.5
Buying Climate	39.0	38.5	39.0	31.6	29.7	39.9	20.3 48.6 28.7	33.0
							20.7	-
		OVERAL	L INDEX	BY DE	MOGRAPH	HIC GRO	DUPS	
Sex:								
Men	52.4		45.6		35.6	52.4	34.2	
Women	42.5	40.5	39.9	35.7	32.6	42.5	30.8	34.5
Age:								
18 - 34	47.9	49.1	46.0	38.6			32.9	39.3
35 - 44	48.0	41.0	40.8	40.9	32.8	48.0	28.7	38.1
45 - 54	45.8		42.5	30.0	34.4	45.8	30.0	34.7
55 - 64		44.5					29.6	
65+	44.1	43.0	40.0	41.4	36.8	44.4	33.9	38.6
Income:								
Under \$15K		26.6	28.5	19.7	11.4			
\$15K To \$24.9K		27.0	24.6	28.6	26.6			23.4
\$25K To \$39.9K	35.8	35.5	34.1	32.8	28.1			31.2
\$40K To \$49.9K	46.0	43.0	39.0		27.6		27.6	36.7
Under \$50K	34.4	32.7	30.9	29.2	23.3	34.4	22.5	27.5
Over \$50K	62.3				48.4	62.3	45.1	50.6
\$50K To \$74.9K	54.4		49.8	39.4			34.2	
\$75K To \$99.9K							40.4	
Over \$100K	72.1	67.4	68.3	56.9	56.6	72.1	51.5	59.7
Region:								
Northeast	43.5	40.6	43.7		33.0	46.3		37.1
Midwest	49.9	47.4			35.7		31.3	38.0
South	44.6	41.5					33.2	37.1
West	52.2	50.3	44.4	34.5	32.5	52.2	32.1	38.0
Race:	4 17 4	45 5	40.0	20.2	04 F	4 - 4	22.4	20.0
White		45.5		38.3			33.4	
Black	48.6	46.8	37.2	33.4	27.5	48.6	25.9	33.6
Politics:	45 0	4.4 0	20.0		22.4	4 5 0	00 7	27 0
Republican	45.8		38.9		33.4		28.7	
Democrat					37.1		37.0	
Independent Education:	4/.3	45.4	40.9	33.1	33.2	47.3	29.8	35.0
< High School	35.2	30.8	18.3	10 0	24.4	36.4	13.3	22.2
High Sch. Grad.	41.1	38.0	37.9	10.0 32.7		41.1		32.3
College +	52.9	50.7	50.5	44.1	40.3	52.9	38.8	43.5
Home:	52.7	50.7	50.5	11.1	10.5	52.7	50.0	13.3
Own	53.2	49.8	47.9	40.4	38.3	53.2	36.5	41.2
Rent	38.1	36.3	34.1	32.3	28.0	38.1	24.7	31.2
Marital Status:	30.1	50.5	51.1	52.5	20.0	50.1	21.,	51.2
Single	43.7	45.0	44.0	38.2	33.6	45.5	30.2	36.8
Married	53.6	48.9	46.3	39.6	37.2	53.6		40.8
Sep/Wid/Div	35.5	32.4	29.4	27.7	28.4	35.5	24.2	28.8
Employ. Status:				_ · • ·		22.5		20.0
Full-Time	55.5	51.6	49.6	41.9	40.5	55.5	36.5	43.1
Part-Time	43.3	43.8	45.6	37.0	29.4	48.7		36.2
Not Employed	39.0	36.6	33.9	31.6	29.9	39.0	27.9	31.6

Group

2







The Bloomberg Consumer Comfort Index is produced by Langer Research Associates LLC (Langer). CONSUMER COMFORT INDEX TM is a trademark or service mark of Langer. BLOOMBERG ® is a trademark or service mark of Bloomberg Finance L.P. Bloomberg Finance L.P. and its affiliates (collectively, "Bloomberg") or Bloomberg's licensors own all proprietary right in such mark. Neither Langer nor Bloomberg guarantee the timeliness, accuracy or completeness of any data or information relating to the Bloomberg Consumer Comfort Index. Langer and Bloomberg make no warranty, express or implied, as to the Bloomberg Consumer Comfort Index or any data or values relating thereto or results to be obtained therefrom, and expressly disclaim all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Langer, Bloomberg, their licensors, and their respective employees, contractors, agents, suppliers and vendors shall have no liability or responsibility whatsoever for any injury or damages - whether direct, indirect, consequential, incidental, punitive or otherwise - arising in connection with the Bloomberg Consumer Comfort Index or any data or values relating thereto - whether arising from their negligence or otherwise. Nothing in the Bloomberg Consumer Comfort Index shall constitute or be construed as an offering of financial instruments or as investment advice or investment recommendations (i.e., recommendations as to whether or not to "buy," "sell," "hold" or to enter or not to enter into any other transaction involving any specific interest or interests) by Langer, Bloomberg or its affiliates or a recommendation as to an investment or other strategy by Langer, Bloomberg or its affiliates.

Click <u>here</u> for CCI details. For subscription information: Langer Research Associates, info@langerresearch.com