

# LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

## Bloomberg ® Consumer Comfort Index™ Weekly Data Report

**Embargoed for Release after 9:45 a.m. Thursday, Feb. 5, 2015**

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### Data summary for 2/5/2015

	CCI	
This week	45.5	
Last week	47.3	
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:

Positive ratings of:	This week	Last week	Average 2015	Average '85-'15
National economy	40%	42	39	34
Personal finances	59	61	58	55
Buying climate	38	39	39	36

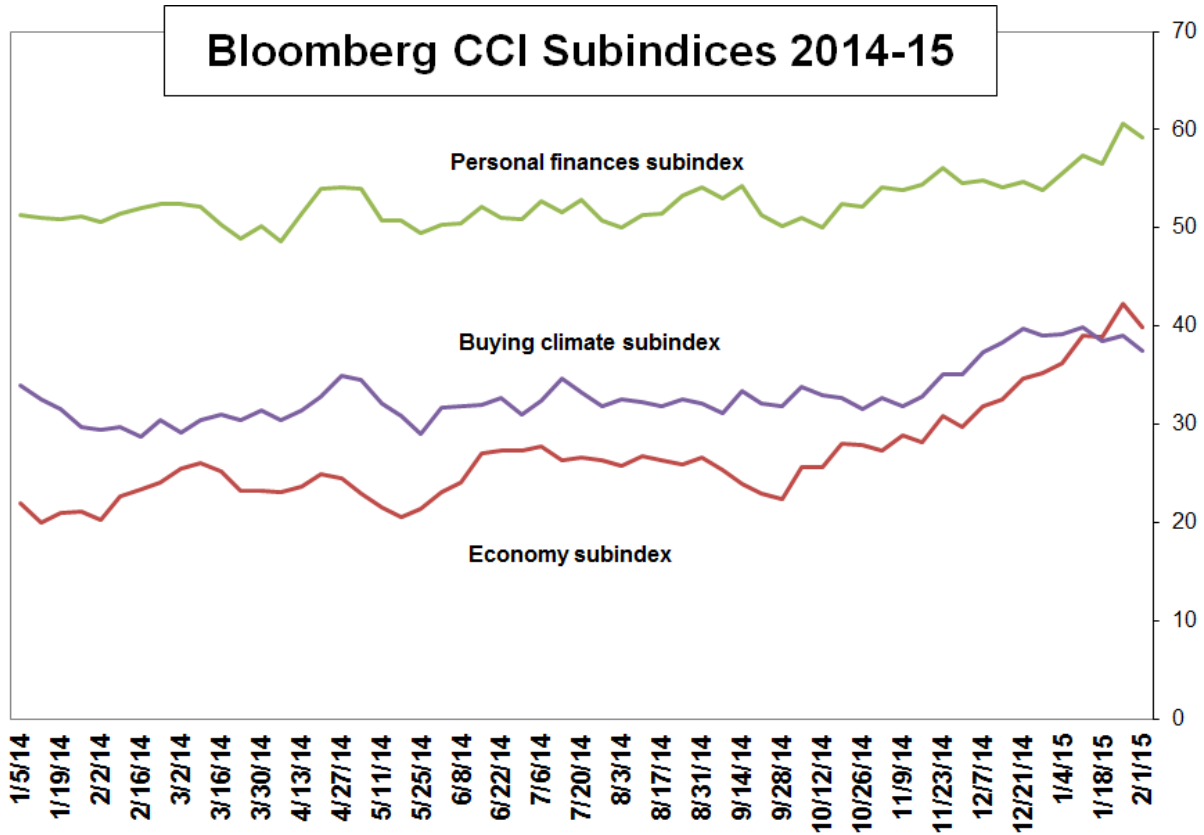
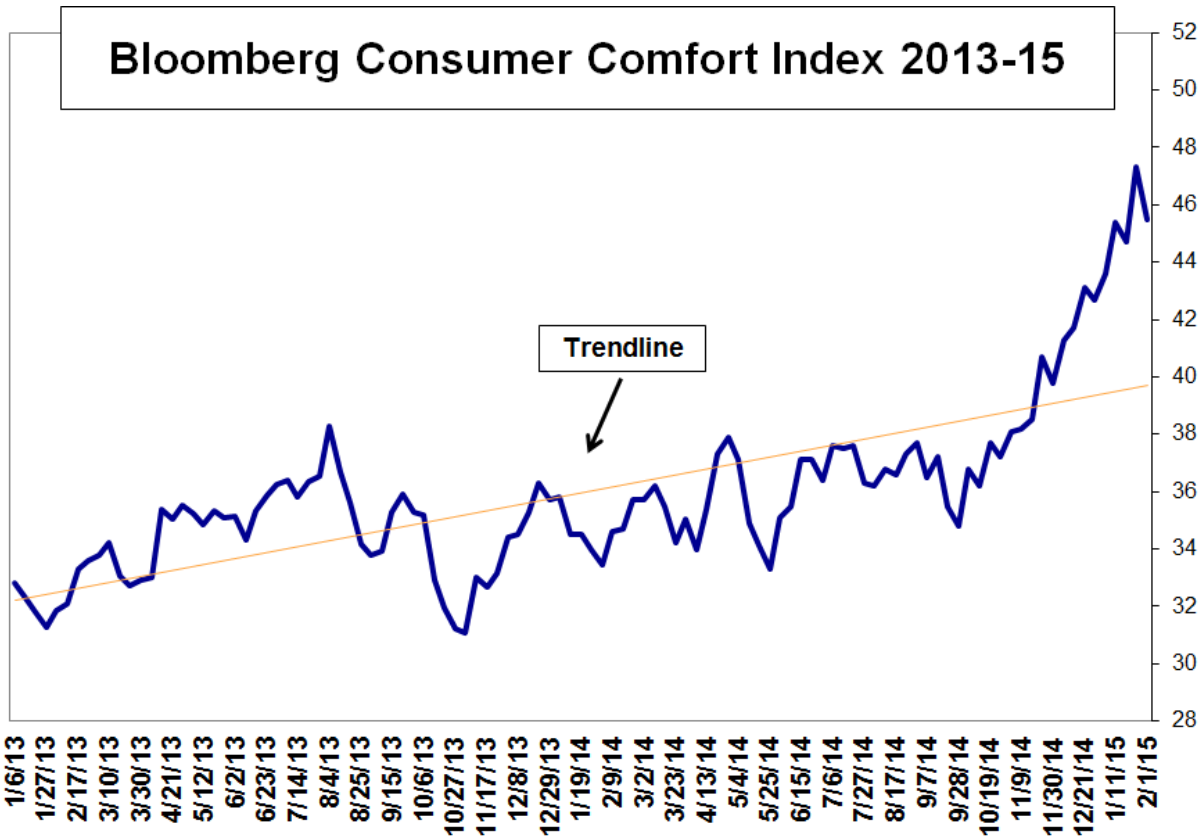
Full ratings of:	Excel -lent	Good	Not so Good	Poor
National economy	3%	37	39	21
Personal finances	6	54	28	13
Buying climate	3	34	42	21

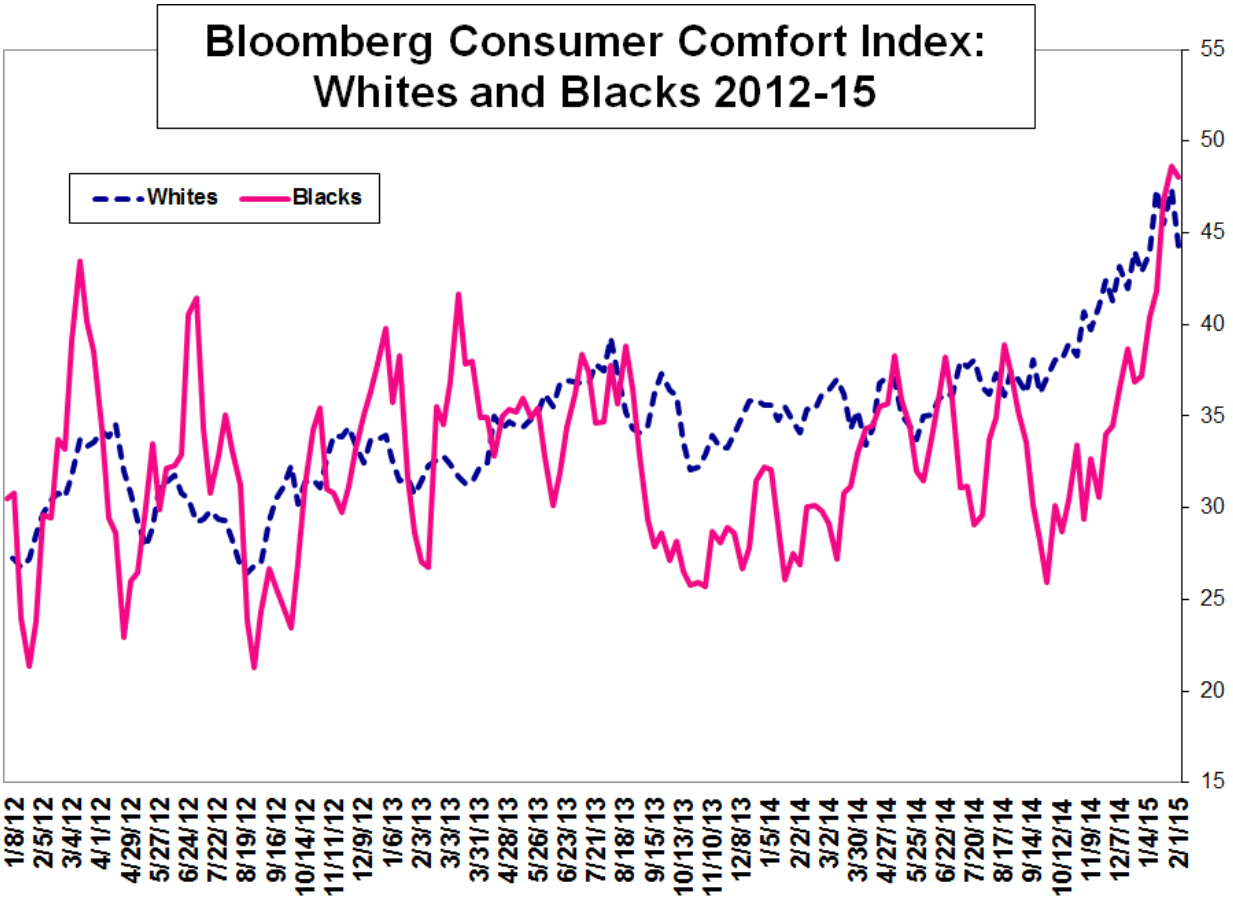
	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	70% latest Jan. 23, 2000	39% June 21 and 28, 2009
Buying climate	57% Jan. 16, 2000	18% latest Oct. 19, 2008

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 Feb. 1, 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.

02/01/15	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	45.5	47.3	43.6	38.1	33.5	47.3	33.3	37.7
State of Economy	39.9	42.3	36.2	27.4	20.3	42.3	20.3	27.2
Personal Finances	59.2	60.7	55.5	54.1	50.6	60.7	48.6	52.7
Buying Climate	37.5	39.0	39.2	32.7	29.5	39.9	28.7	33.1
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OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	50.1	52.4	47.6	39.1	34.7	52.4	34.2	40.8
Women	41.2	42.5	39.9	37.1	32.3	42.5	30.8	34.7
Age:								
18 - 34	45.7	47.9	47.7	36.8	33.9	50.1	32.9	39.5
35 - 44	46.9	48.0	41.2	41.8	31.9	48.0	28.7	38.4
45 - 54	42.8	45.8	40.6	31.6	32.3	45.8	30.0	34.8
55 - 64	46.9	49.4	42.9	37.4	31.2	49.4	29.6	35.7
65+	43.8	44.1	41.6	43.1	37.6	44.4	33.9	38.7
Income:								
Under \$15K	25.9	25.9	28.2	17.0	11.4	28.5	11.4	21.4
\$15K To \$24.9K	31.1	33.8	27.2	28.9	25.5	33.8	12.1	23.5
\$25K To \$39.9K	34.9	35.8	36.6	34.4	27.2	37.6	23.5	31.3
\$40K To \$49.9K	41.5	46.0	42.0	37.0	28.5	46.0	28.5	36.9
Under \$50K	32.9	34.4	32.7	28.2	22.7	34.4	22.5	27.7
Over \$50K	59.8	62.3	59.6	51.9	47.0	62.3	45.1	50.8
\$50K To \$74.9K	55.2	54.4	45.9	43.2	44.4	55.2	34.2	42.8
\$75K To \$99.9K	54.5	59.0	64.9	46.7	44.2	64.9	40.4	48.9
Over \$100K	67.3	72.1	67.8	61.2	51.5	72.1	51.5	59.9
Region:								
Northeast	39.5	43.5	42.4	42.7	31.2	46.3	28.1	37.2
Midwest	48.9	49.9	45.9	39.2	35.0	49.9	31.3	38.3
South	44.1	44.6	41.6	36.1	34.6	44.6	33.2	37.2
West	49.4	52.2	45.6	36.6	32.1	52.2	32.1	38.3
Race:								
White	44.3	47.4	43.9	40.7	34.1	47.4	33.4	38.2
Black	48.0	48.6	40.4	29.4	26.9	48.6	25.9	34.0
Politics:								
Republican	42.4	45.8	39.8	37.0	32.5	45.8	28.7	37.2
Democrat	49.9	49.9	46.7	43.5	37.4	50.3	37.0	42.7
Independent	45.5	47.3	43.8	36.2	32.7	47.3	29.8	35.3
Education:								
< High School	31.0	35.2	22.3	15.6	20.2	36.4	13.3	22.3
High Sch. Grad.	40.2	41.1	38.1	36.0	26.3	41.1	26.3	32.6
College +	51.5	52.9	50.8	44.5	40.2	52.9	38.8	43.7
Home:								
Own	50.3	53.2	47.9	43.4	37.3	53.2	36.5	41.4
Rent	37.5	38.1	36.0	29.1	27.4	38.1	24.7	31.4
Marital Status:								
Single	41.7	43.7	44.4	38.0	30.4	45.5	30.2	36.9
Married	52.6	53.6	46.6	41.7	37.4	53.6	36.8	41.1
Sep/Wid/Div	31.6	35.5	33.3	27.3	29.5	35.5	24.2	28.8
Employ. Status:								
Full-Time	53.8	55.5	50.3	45.0	40.4	55.5	36.5	43.3
Part-Time	40.0	43.3	47.7	34.6	30.0	48.7	28.9	36.4
Not Employed	38.5	39.0	34.6	31.1	27.9	39.0	27.9	31.8





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