

# LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

## Bloomberg ® Consumer Comfort Index™ Weekly Data Report

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### Data summary for 2/19/2015

	CCI	
This week	44.6	
Last week	44.3	
2015 high	47.3	Jan. 25
2015 low	43.6	Jan. 4
2015 average	45.1	
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	39%	38	39	34
Personal finances	57	57	58	55
Buying climate	38	37	39	36

Full ratings of:	Excel -lent	Good	Not so Good	Poor
National economy	3%	36	38	23
Personal finances	6	50	30	14
Buying climate	3	35	41	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

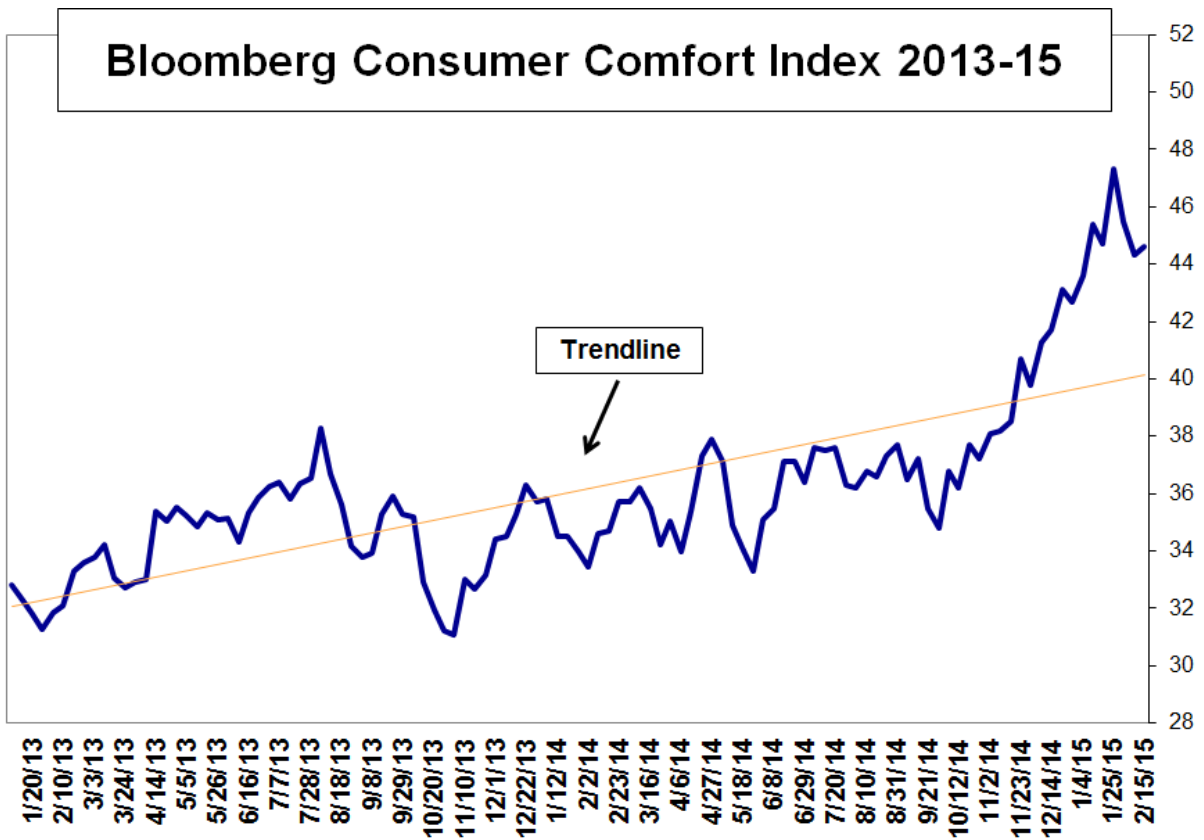
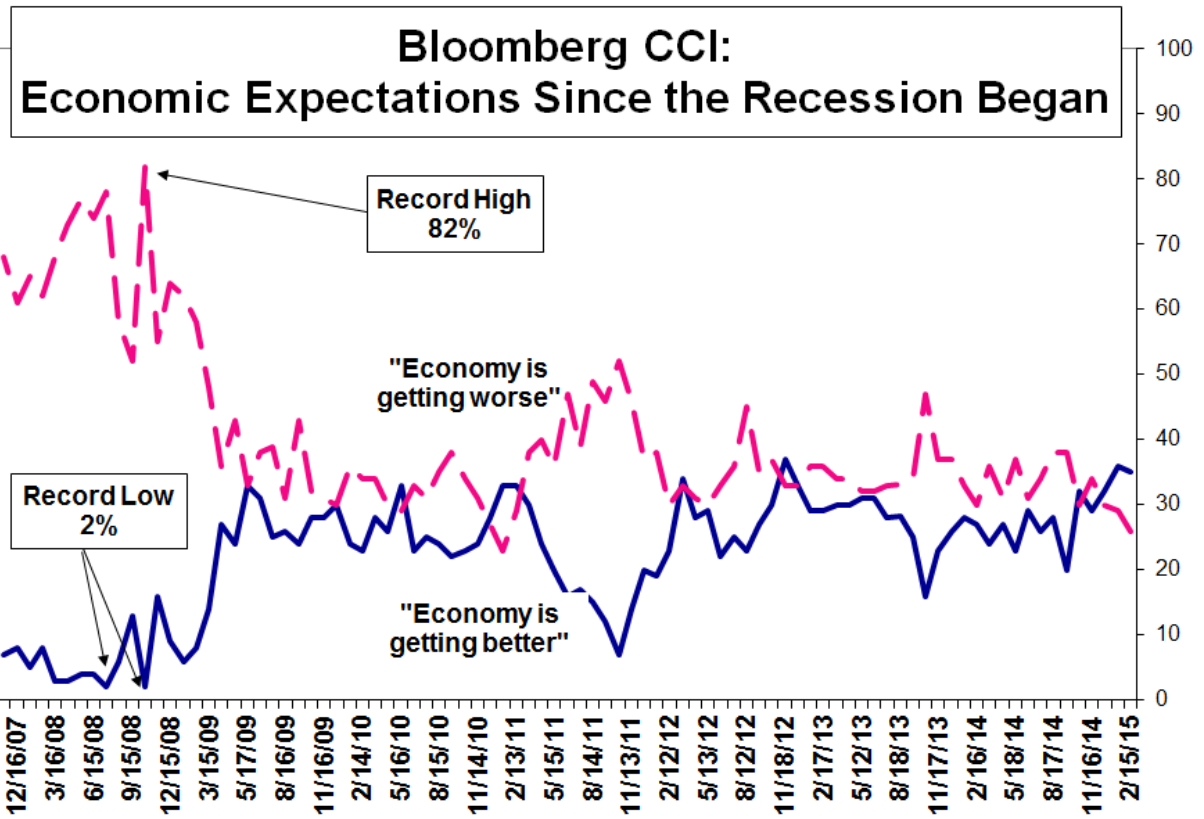
### Economy's direction:

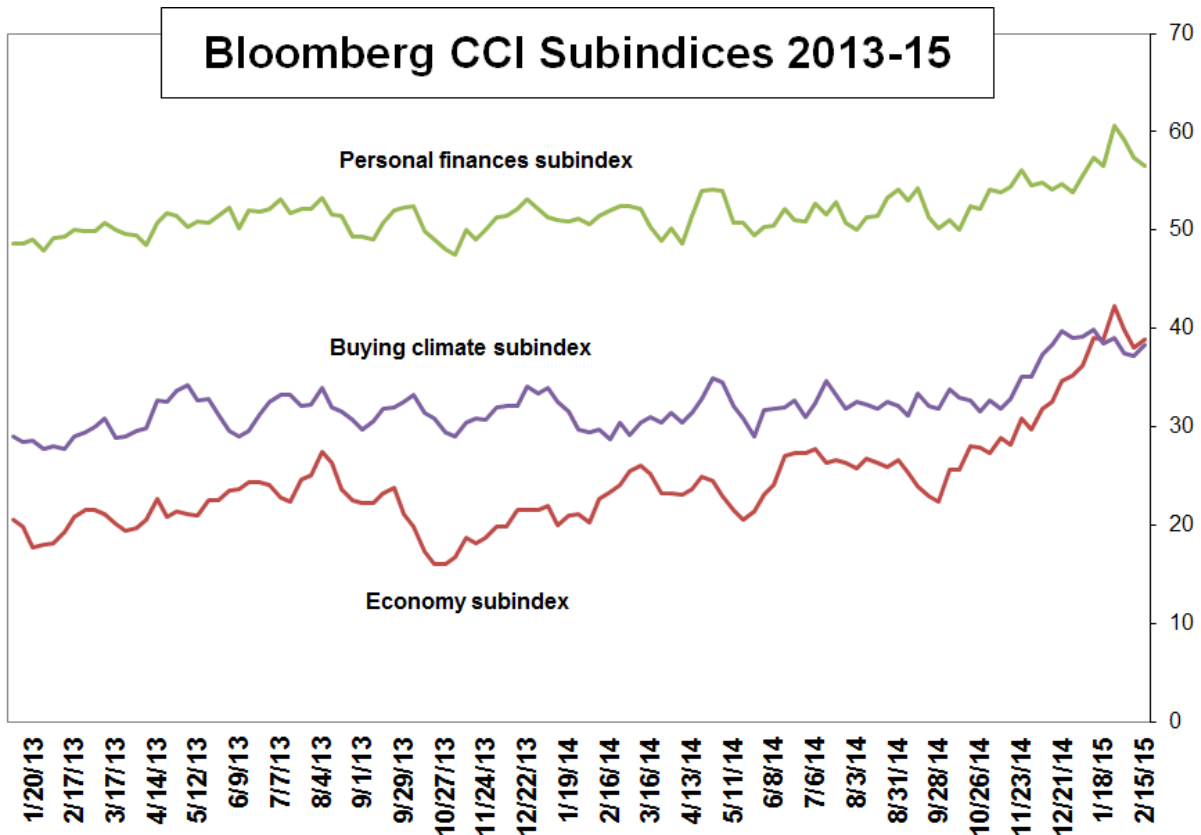
	Better	Worse	Same
2/15/15	35	26	38
1/18/15	36	29	34
12/14/14	32	30	38
11/16/14	29	34	36

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. 15, 2015. Results of the individual CCI gauges have a 3.5-point error margin. The expectations question was asked of 500 respondents Feb. 4-15, 2015; that result has a 4.5-point error margin. Field work and tabulation by SSRS of Media, Pa.

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.

02/15/15	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	44.6	44.3	44.7	38.5	34.7	47.3	33.3	38.1
State of Economy	38.9	38.1	38.9	28.2	23.4	42.3	20.6	27.8
Personal Finances	56.6	57.4	56.6	54.4	52.0	60.7	48.6	52.9
Buying Climate	38.4	37.2	38.5	32.8	28.7	39.9	28.7	33.4
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OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	49.0	48.8	49.1	41.6	36.8	52.4	34.2	41.3
Women	40.5	40.0	40.5	35.5	32.6	42.5	30.8	35.0
Age:								
18 - 34	45.3	45.8	49.1	37.6	34.4	50.1	32.9	39.9
35 - 44	45.2	42.3	41.0	39.3	35.3	48.0	28.7	38.8
45 - 54	39.0	41.7	41.2	31.3	33.1	45.8	30.0	35.1
55 - 64	48.4	45.7	44.5	39.7	36.2	49.4	29.6	36.3
65+	43.4	42.3	43.0	44.4	36.7	44.4	33.9	38.9
Income:								
Under \$15K	23.3	24.9	26.6	17.6	16.4	28.5	16.4	21.8
\$15K To \$24.9K	30.4	27.1	27.0	24.0	26.1	33.8	12.1	23.6
\$25K To \$39.9K	38.3	36.2	35.5	33.9	28.2	38.3	23.5	31.7
\$40K To \$49.9K	40.0	41.8	43.0	39.0	35.7	46.0	31.2	37.3
Under \$50K	32.9	32.1	32.7	27.7	25.4	34.4	22.5	28.0
Over \$50K	59.7	59.1	59.6	52.2	46.5	62.3	45.1	51.2
\$50K To \$74.9K	47.5	47.2	52.4	45.0	38.5	55.2	34.2	43.0
\$75K To \$99.9K	61.6	59.5	59.3	48.1	48.6	64.9	40.4	49.4
Over \$100K	69.0	68.9	67.4	61.1	54.7	72.1	52.9	60.5
Region:								
Northeast	44.8	42.3	40.6	39.3	36.2	46.3	28.1	37.6
Midwest	46.7	46.8	47.4	38.8	33.4	49.9	31.3	38.7
South	41.5	40.1	41.5	38.5	33.6	44.6	33.2	37.5
West	47.5	50.0	50.3	37.5	36.2	52.2	33.4	38.9
Race:								
White	43.4	41.7	45.5	41.0	35.4	47.4	33.4	38.5
Black	47.3	49.3	46.8	30.6	30.1	49.3	25.9	34.7
Politics:								
Republican	41.0	41.1	44.0	36.9	33.5	45.8	28.7	37.4
Democrat	52.2	51.2	46.5	43.9	41.1	52.2	37.0	43.2
Independent	42.0	42.1	45.4	37.0	32.1	47.3	29.8	35.6
Education:								
< High School	26.0	25.4	30.8	16.5	18.9	36.4	13.3	22.5
High Sch. Grad.	39.1	37.7	38.0	36.0	29.6	41.1	27.4	33.0
College +	51.9	52.0	50.7	44.4	41.1	52.9	38.8	44.1
Home:								
Own	49.1	48.4	49.8	44.0	38.5	53.2	36.5	41.8
Rent	38.2	38.4	36.3	30.4	27.0	38.4	24.7	31.8
Marital Status:								
Single	40.1	40.6	45.0	37.0	31.2	45.5	30.2	37.3
Married	50.7	50.6	48.9	42.5	38.6	53.6	36.8	41.6
Sep/Wid/Div	34.0	32.1	32.4	28.3	31.9	35.5	24.2	28.9
Employ. Status:								
Full-Time	51.9	51.0	51.6	43.9	39.8	55.5	36.5	43.7
Part-Time	43.5	43.0	43.8	36.5	35.5	48.7	28.9	36.9
Not Employed	36.6	36.8	36.6	33.3	29.1	39.0	28.3	32.1





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