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Bloomberg® Consumer Comfort Index™ Weekly Data Report

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Data summary for 3/12/2015

| | CCI | |
|---------------------|------|--|
| This week | 43.3 | |
| Last week | 43.5 | |
| 2015 high | 47.3 | Jan. 25 |
| 2015 low | 42.7 | Feb. 22 |
| 2015 average | 44.5 | |
| 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:

| | This week | Last week | Average 2015 | Average '85-'15 |
|----------------------|-----------|-----------|-----------------|--------------------|
| Positive ratings of: | | | | |
| National economy | 37% | 37 | 38 | 34 |
| Personal finances | 55 | 54 | 57 | 55 |
| Buying climate | 38 | 39 | 39 | 36 |

| | Excel -lent | Good | Not so Good | Poor |
|-------------------|----------------|------|----------------|------|
| Full ratings of: | | | | |
| National economy | 3% | 34 | 42 | 21 |
| Personal finances | 7 | 47 | 30 | 16 |
| Buying climate | 3 | 35 | 43 | 19 |

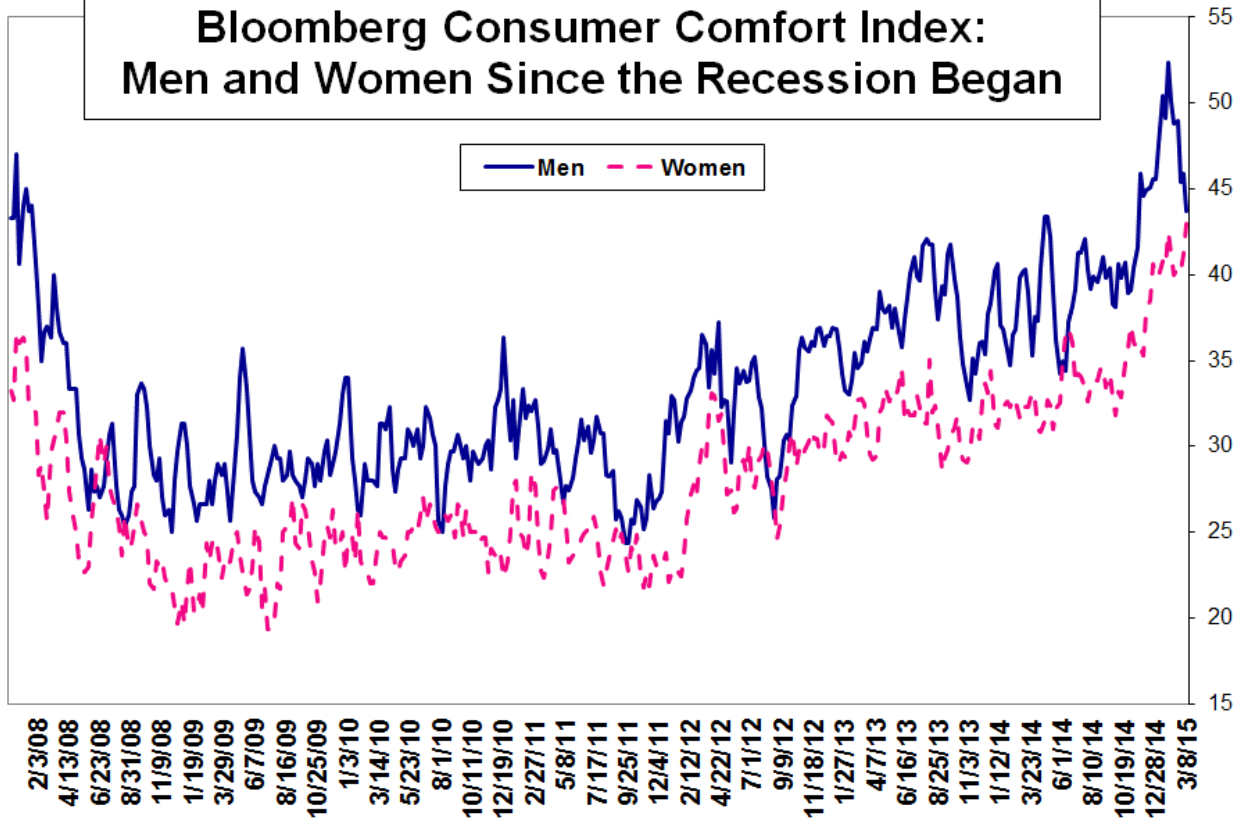
| | Positive High | Positive Low |
|----------------|--------------------------|--------------------------|
| Economy | 80% Jan. 16, 2000 | 4% Feb. 8, 2009 |
| Finances | 70% latest Jan. 23, 2000 | 39% June 21 and 28, 2009 |
| Buying climate | 57% Jan. 16, 2000 | 18% latest Oct. 19, 2008 |

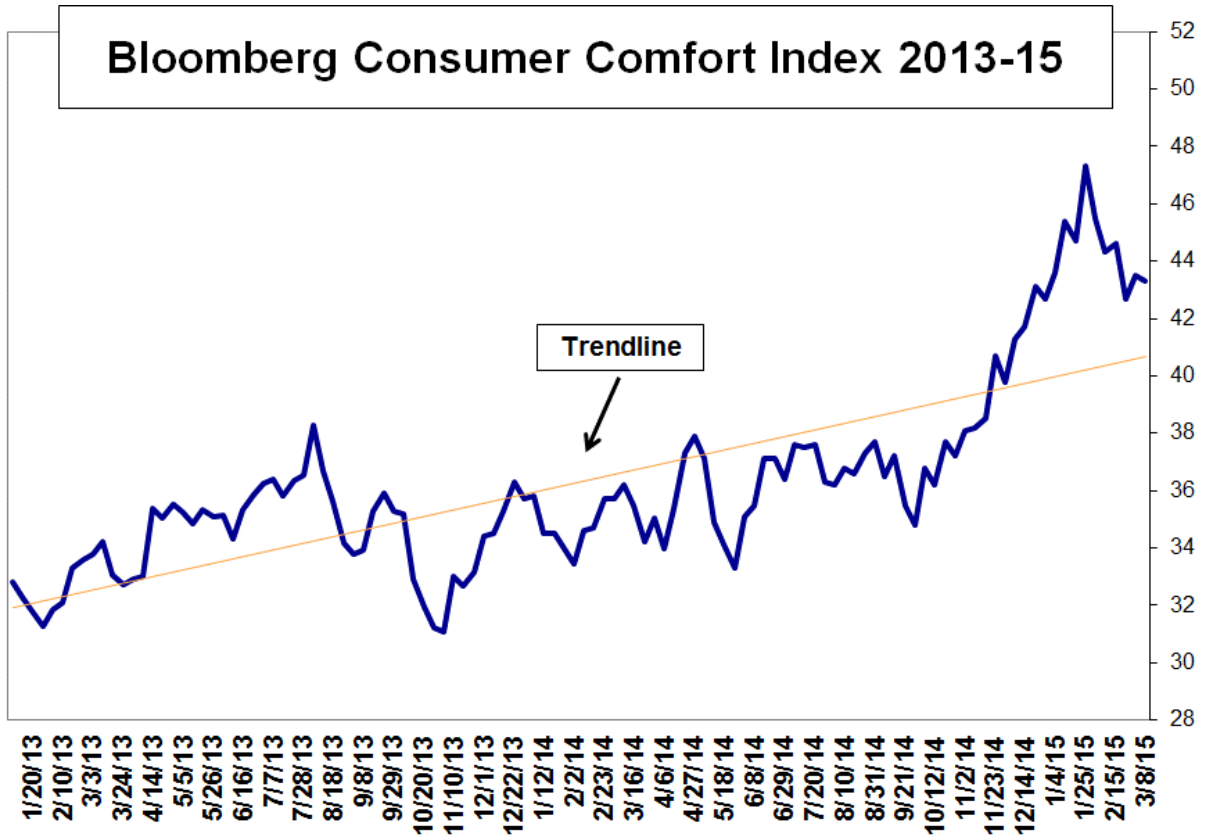
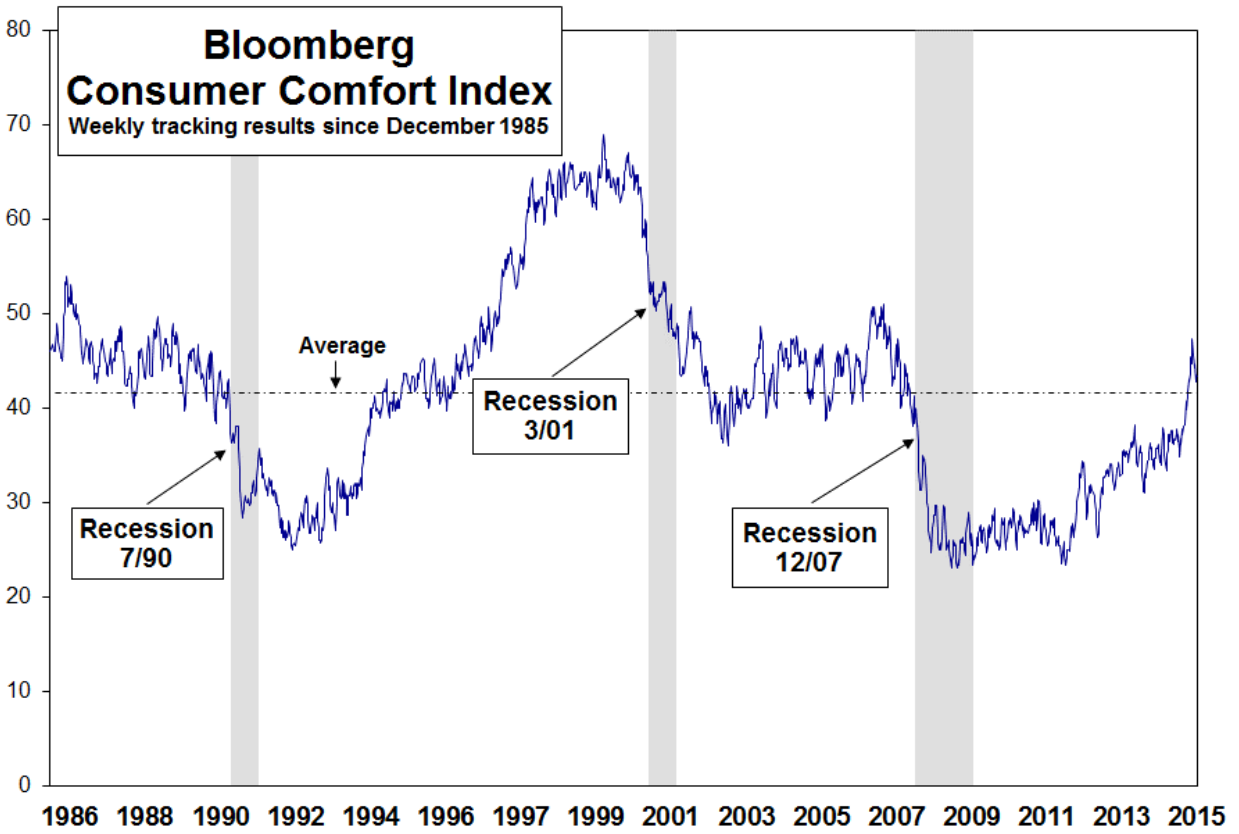
Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](#). The index is reported in a four-week rolling average; this week's results are based on a random national sample of 1,000 adults, reached by landline and cellular telephone, in the four weeks ending March 8, 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.

| 03/08/15 | This Week | Last Week | 4 Wks Ago | 3 Mo. Ago | 1 Yr. Ago | 12 Mo High | 12 Mo Low | 12 Mo Avg |
|-------------------------------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|
| Group | | | | | | | | |
| ----- | | | | | | | | |
| GENERAL POPULATION: | | | | | | | | |
| Overall Index | 43.3 | 43.5 | 44.3 | 41.3 | 36.2 | 47.3 | 33.3 | 38.5 |
| State of Economy | 37.1 | 37.1 | 38.1 | 31.8 | 26.0 | 42.3 | 20.6 | 28.5 |
| Personal Finances | 54.8 | 54.1 | 57.4 | 54.9 | 52.2 | 60.7 | 48.6 | 53.0 |
| Buying Climate | 38.2 | 39.3 | 37.2 | 37.3 | 30.4 | 39.9 | 29.0 | 34.0 |
| ----- | | | | | | | | |
| OVERALL INDEX BY DEMOGRAPHIC GROUPS | | | | | | | | |
| Sex: | | | | | | | | |
| Men | 43.7 | 45.9 | 48.8 | 44.9 | 40.3 | 52.4 | 34.2 | 41.7 |
| Women | 43.0 | 41.2 | 40.0 | 37.9 | 32.3 | 43.0 | 30.8 | 35.5 |
| Age: | | | | | | | | |
| 18 - 34 | 44.9 | 44.5 | 45.8 | 45.1 | 39.1 | 50.1 | 32.9 | 40.4 |
| 35 - 44 | 49.1 | 46.6 | 42.3 | 41.7 | 36.5 | 49.1 | 28.7 | 39.2 |
| 45 - 54 | 38.1 | 37.7 | 41.7 | 37.4 | 34.9 | 45.8 | 30.0 | 35.4 |
| 55 - 64 | 41.5 | 45.2 | 45.7 | 38.1 | 31.5 | 49.4 | 29.6 | 36.7 |
| 65+ | 42.9 | 42.4 | 42.3 | 41.9 | 37.0 | 44.4 | 33.9 | 39.2 |
| Income: | | | | | | | | |
| Under \$15K | 24.6 | 23.1 | 24.9 | 20.5 | 24.4 | 28.5 | 16.5 | 22.0 |
| \$15K To \$24.9K | 26.5 | 28.6 | 27.1 | 26.8 | 22.7 | 33.8 | 12.1 | 23.9 |
| \$25K To \$39.9K | 42.1 | 37.4 | 36.2 | 33.8 | 33.8 | 42.1 | 23.5 | 32.2 |
| \$40K To \$49.9K | 41.9 | 44.5 | 41.8 | 41.4 | 35.8 | 46.0 | 31.2 | 37.8 |
| Under \$50K | 33.0 | 32.0 | 32.1 | 29.9 | 29.0 | 34.4 | 22.5 | 28.3 |
| Over \$50K | 58.0 | 58.2 | 59.1 | 56.9 | 46.9 | 62.3 | 45.1 | 51.9 |
| \$50K To \$74.9K | 49.9 | 45.4 | 47.2 | 52.1 | 39.4 | 55.2 | 34.2 | 43.5 |
| \$75K To \$99.9K | 53.0 | 57.0 | 59.5 | 48.7 | 43.7 | 64.9 | 40.4 | 49.9 |
| Over \$100K | 64.9 | 69.2 | 68.9 | 66.1 | 58.8 | 72.1 | 52.9 | 61.0 |
| Region: | | | | | | | | |
| Northeast | 42.5 | 44.7 | 42.3 | 46.3 | 33.6 | 46.3 | 28.1 | 38.0 |
| Midwest | 45.6 | 44.5 | 46.8 | 43.8 | 36.7 | 49.9 | 31.3 | 39.3 |
| South | 43.0 | 41.4 | 40.1 | 37.1 | 35.5 | 44.6 | 33.2 | 37.9 |
| West | 42.5 | 44.8 | 50.0 | 41.9 | 38.7 | 52.2 | 33.4 | 39.2 |
| Race: | | | | | | | | |
| White | 43.8 | 43.5 | 41.7 | 43.2 | 37.0 | 47.4 | 33.4 | 38.8 |
| Black | 42.0 | 43.7 | 49.3 | 36.5 | 27.1 | 49.3 | 25.9 | 35.6 |
| Politics: | | | | | | | | |
| Republican | 40.8 | 41.3 | 41.1 | 40.8 | 34.5 | 45.8 | 28.7 | 37.7 |
| Democrat | 51.3 | 51.9 | 51.2 | 46.8 | 39.5 | 52.2 | 37.0 | 43.8 |
| Independent | 39.2 | 38.9 | 42.1 | 38.4 | 35.5 | 47.3 | 29.8 | 35.9 |
| Education: | | | | | | | | |
| < High School | 27.7 | 22.8 | 25.4 | 23.3 | 28.4 | 36.4 | 13.3 | 22.5 |
| High Sch. Grad. | 35.5 | 34.7 | 37.7 | 36.2 | 31.5 | 41.1 | 27.4 | 33.3 |
| College + | 50.8 | 52.5 | 52.0 | 47.9 | 40.6 | 52.9 | 38.8 | 44.7 |
| Home: | | | | | | | | |
| Own | 47.3 | 48.4 | 48.4 | 46.3 | 37.6 | 53.2 | 36.5 | 42.3 |
| Rent | 37.3 | 36.0 | 38.4 | 33.2 | 33.6 | 38.4 | 24.7 | 32.2 |
| Marital Status: | | | | | | | | |
| Single | 43.6 | 42.7 | 40.6 | 43.0 | 38.2 | 45.5 | 30.2 | 37.8 |
| Married | 46.2 | 47.2 | 50.6 | 43.4 | 37.7 | 53.6 | 36.8 | 42.1 |
| Sep/Wid/Div | 35.1 | 34.5 | 32.1 | 31.4 | 30.1 | 35.5 | 24.2 | 29.1 |
| Employ. Status: | | | | | | | | |
| Full-Time | 47.0 | 46.8 | 51.0 | 46.3 | 42.6 | 55.5 | 36.5 | 44.1 |
| Part-Time | 46.1 | 46.1 | 43.0 | 40.9 | 33.6 | 48.7 | 28.9 | 37.5 |
| Not Employed | 37.5 | 37.8 | 36.8 | 35.6 | 30.5 | 39.0 | 28.3 | 32.5 |

Bloomberg Consumer Comfort Index: Men and Women Since the Recession Began





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