

# LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

## Bloomberg ® Consumer Comfort Index™ Weekly Data Report

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### Data summary for 3/13/2014

	CCI	
This week	-27.6	
Last week	-28.5	
2014 high	-27.6	March 9
2014 low	-33.1	Feb. 2
2014 average	-30.1	
2009 average	-47.9	Worst full year
2000 average	+28.9	Best full year
Jan. 25, 2009	-54	Record low (also Dec. 1, 2008)
Jan. 16, 2000	+38	Record high
Average since 12/85	-16.5	

### Individual measures:

Positive ratings of:	This week	Last week	Average 2014	Average '85-'14
National economy	26%	26	23	34
Personal finances	52	53	52	55
Buying climate	30	29	31	36

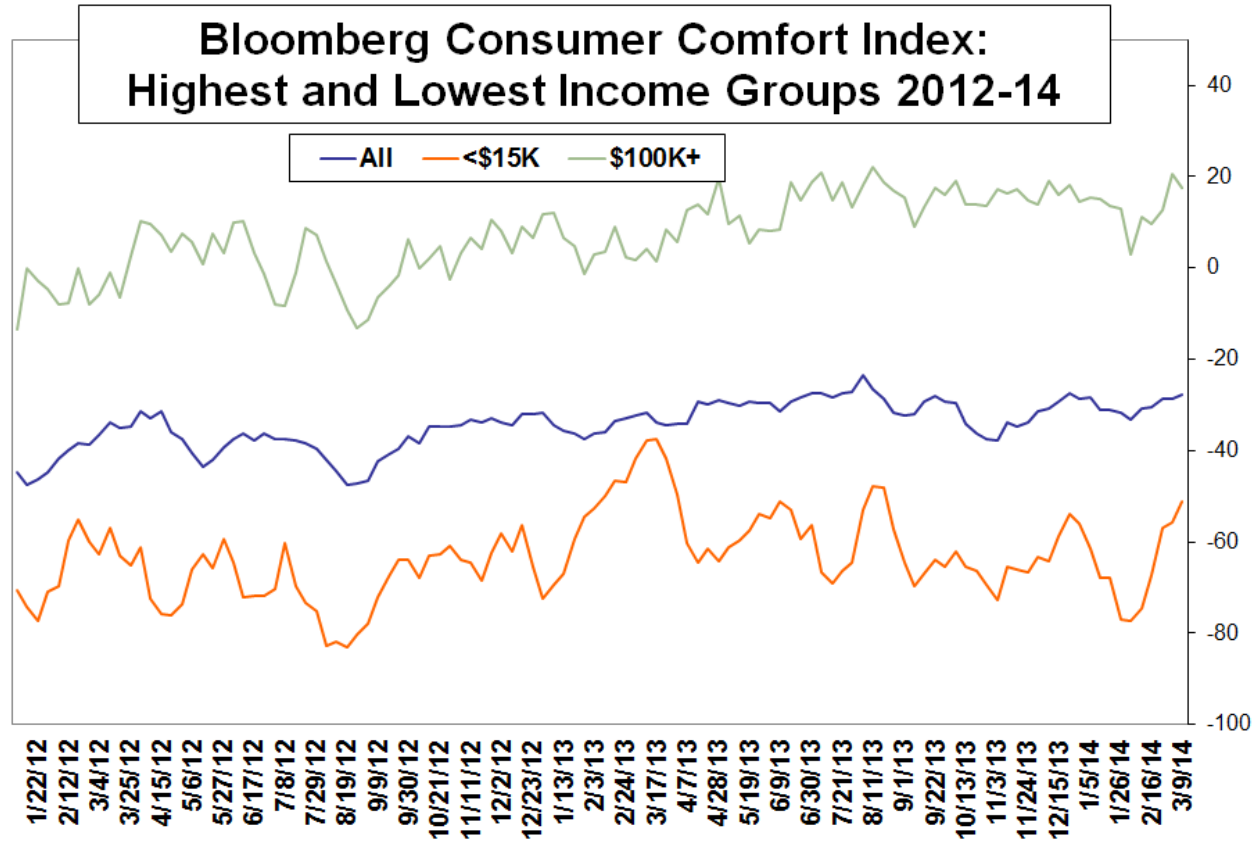
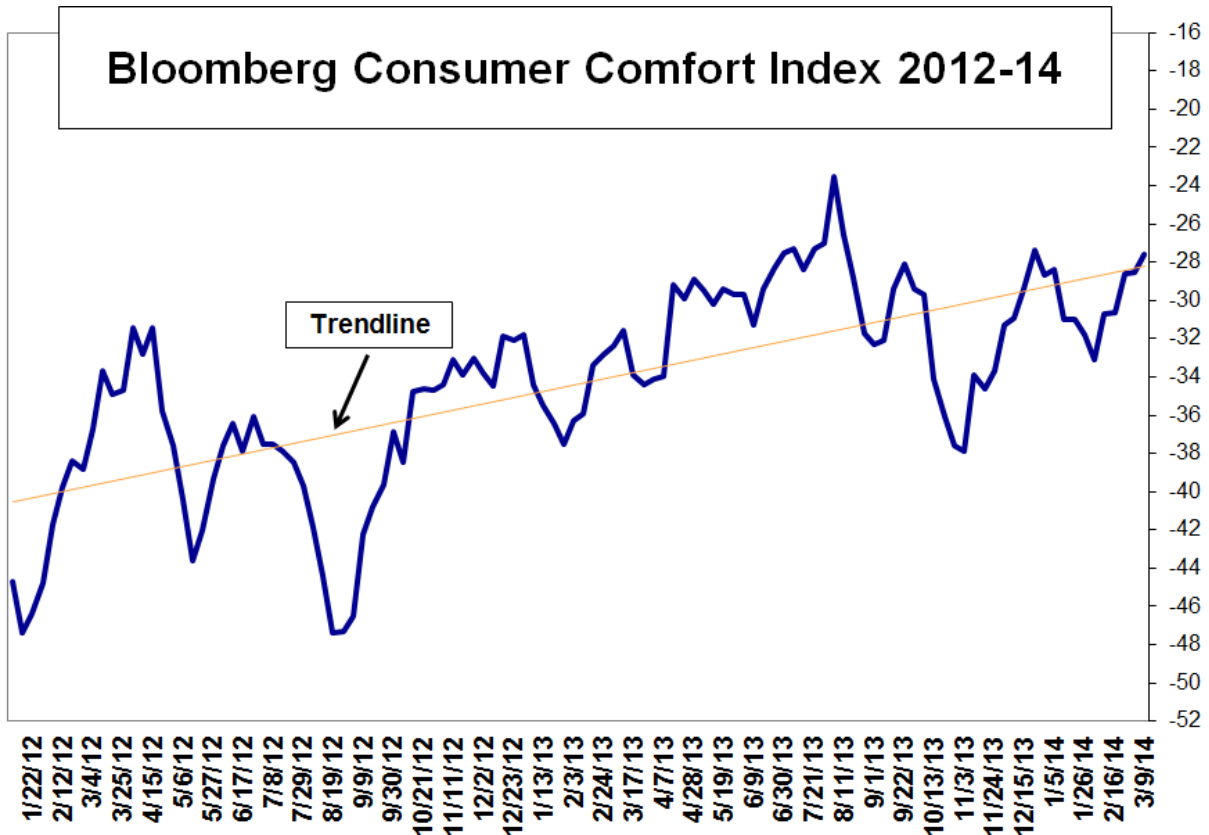
Full ratings of:	Excel -lent	Good	Not so Good	Poor
National economy	1%	25	42	32
Personal finances	5	47	34	14
Buying climate	2	29	48	22

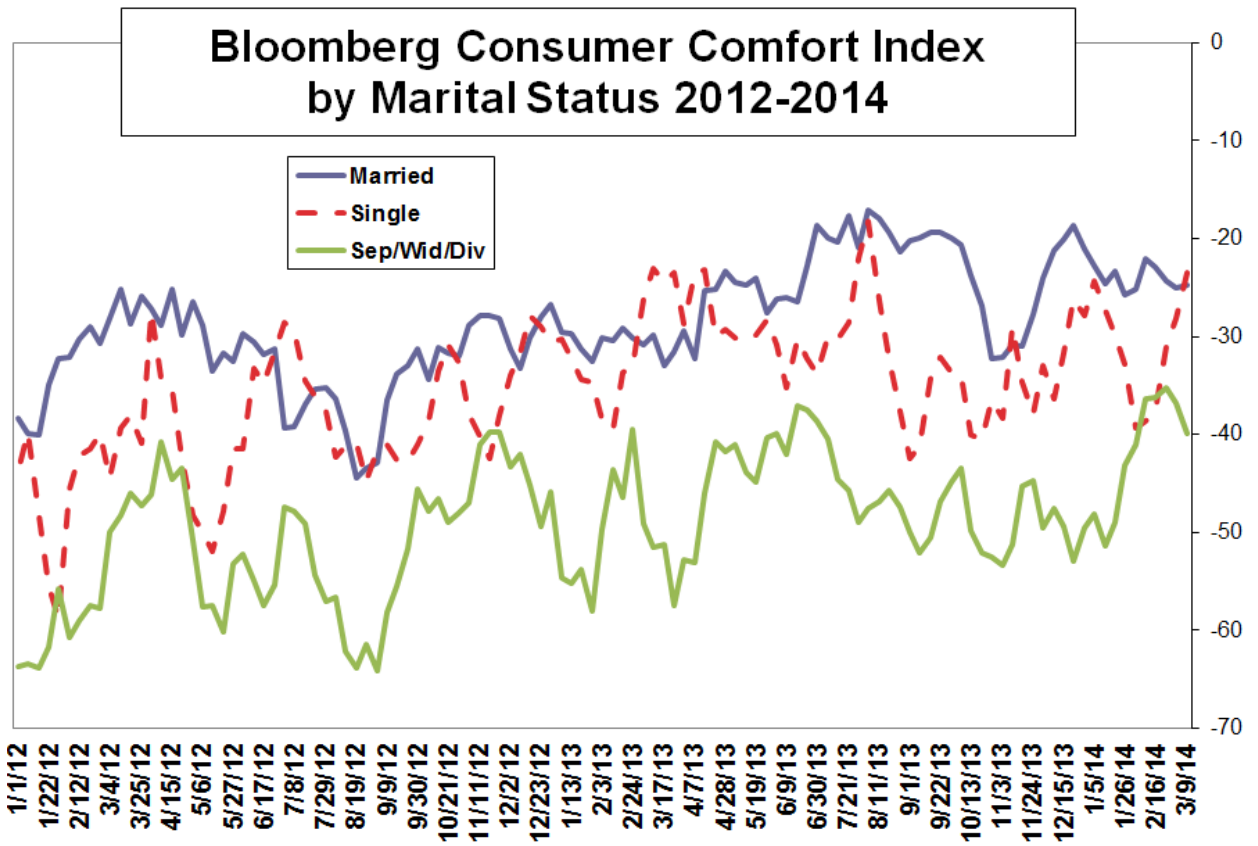
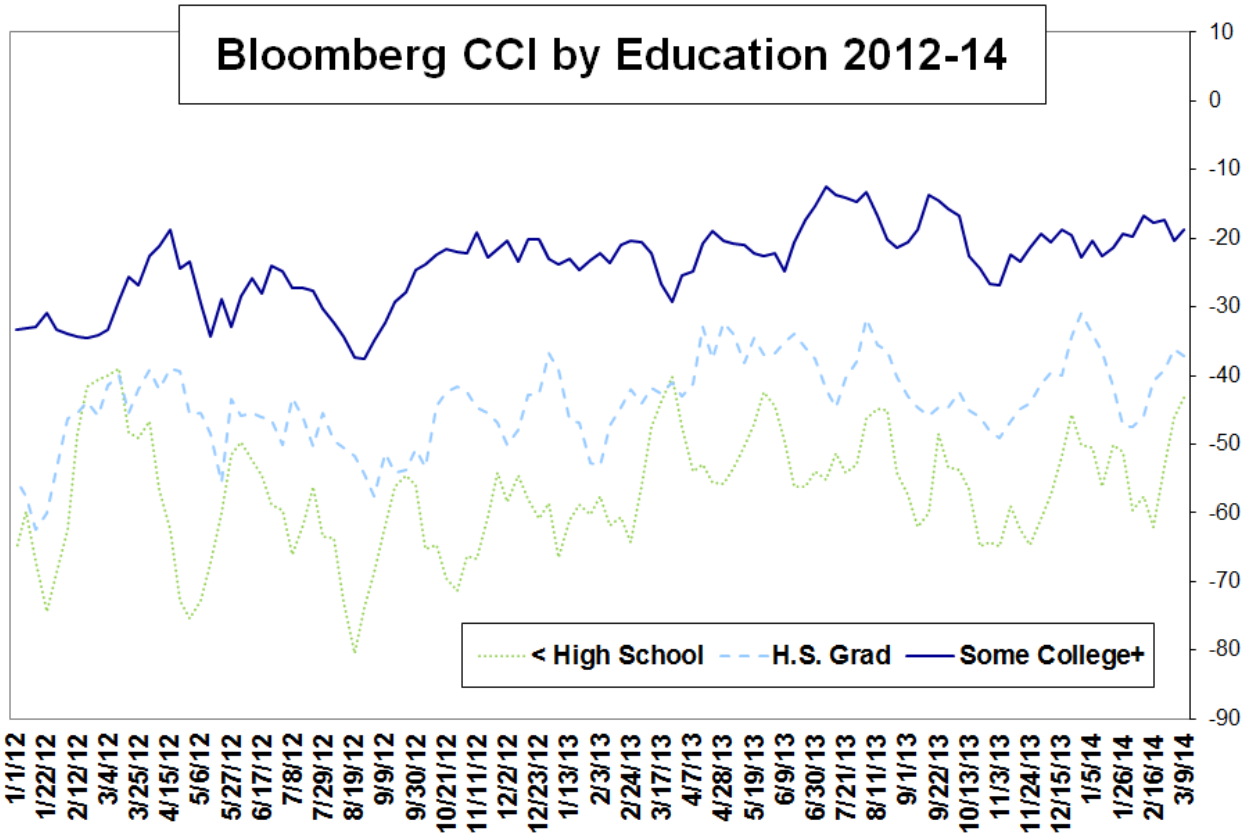
	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	70% latest Jan. 23, 2000	39% June 21 and 28, 2009
Buying climate	57% Jan. 16, 2000	18% latest Oct. 19, 2008

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 9, 2014. The results have a 3-point error margin. Field work and tabulation by SSRS/Social Science Research Solutions 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.

03/09/14	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	-27.6	-28.5	-30.7	-30.9	-31.6	-23.5	-37.9	-30.6
State of Economy	-48.0	-49.0	-54.5	-60.1	-57.8	-45.1	-68.2	-56.5
Personal Finances	4.3	5.1	3.0	3.0	1.4	6.6	-4.9	2.1
Buying Climate	-39.3	-41.5	-40.7	-35.6	-38.4	-31.5	-42.6	-37.3
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OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-19.4	-19.7	-27.0	-29.1	-27.8	-15.9	-34.6	-24.1
Women	-35.5	-36.9	-34.3	-32.6	-35.1	-29.9	-42.8	-36.6
Age:								
18 - 34	-21.8	-25.0	-31.7	-25.5	-19.0	-12.8	-40.9	-27.3
35 - 44	-27.0	-24.9	-29.5	-36.7	-31.1	-10.7	-41.7	-30.7
45 - 54	-30.3	-36.4	-34.3	-36.6	-43.2	-15.3	-53.2	-37.0
55 - 64	-37.1	-31.5	-32.1	-32.5	-41.1	-19.4	-44.4	-33.2
65+	-26.0	-24.0	-23.9	-22.8	-30.4	-19.8	-34.0	-26.9
Income:								
Under \$15K	-51.2	-55.6	-74.5	-64.3	-37.7	-37.5	-77.2	-60.6
\$15K To \$24.9K	-54.6	-53.3	-51.4	-52.1	-54.7	-39.4	-67.9	-53.0
\$25K To \$39.9K	-32.5	-36.1	-46.9	-45.1	-44.2	-32.3	-54.8	-44.0
\$40K To \$49.9K	-28.3	-35.8	-33.8	-34.5	-45.6	-19.0	-54.6	-35.6
Over \$50K	-5.9	-5.5	-1.2	-5.4	-10.7	6.6	-12.5	-4.2
\$50K To \$74.9K	-21.2	-27.0	-17.5	-25.5	-23.2	-2.2	-32.9	-19.8
\$75K To \$99.9K	-12.5	-9.5	1.5	-7.9	-19.2	18.6	-25.3	-8.7
Over \$100K	17.5	20.5	11.1	19.2	4.3	22.1	1.4	13.9
Region:								
Northeast	-32.9	-29.4	-29.8	-37.7	-38.4	-23.0	-42.4	-32.4
Midwest	-26.6	-31.9	-28.5	-26.6	-30.6	-18.6	-35.9	-27.9
South	-28.9	-30.7	-32.4	-36.5	-35.7	-21.9	-45.3	-32.1
West	-22.5	-21.3	-30.9	-20.7	-20.4	-16.6	-41.8	-29.2
Race:								
White	-26.0	-27.1	-29.2	-30.0	-36.6	-21.4	-37.4	-29.9
Black	-45.7	-41.7	-39.9	-46.6	-16.6	-16.6	-48.7	-36.2
Politics:								
Republican	-31.0	-29.2	-27.6	-27.4	-37.0	-15.3	-40.5	-30.3
Democrat	-21.1	-21.5	-22.0	-22.9	-24.2	-7.8	-30.3	-21.7
Independent	-29.0	-32.0	-35.4	-34.3	-35.3	-26.1	-45.7	-34.6
Education:								
< High School	-43.2	-46.0	-57.6	-57.4	-47.5	-40.1	-64.9	-53.2
High Sch. Grad.	-37.1	-36.1	-45.8	-39.6	-41.9	-30.8	-49.0	-40.1
College +	-18.8	-20.3	-16.7	-20.5	-22.2	-12.4	-29.3	-20.1
Home:								
Own	-24.8	-22.3	-22.8	-21.5	-26.2	-18.1	-30.5	-23.4
Rent	-32.8	-39.8	-44.5	-45.1	-40.9	-28.1	-53.9	-42.8
Marital Status:								
Single	-23.5	-28.1	-38.6	-36.4	-23.0	-18.3	-42.4	-31.2
Married	-24.7	-25.0	-22.1	-21.2	-29.8	-17.1	-32.9	-24.0
Sep/Wid/Div	-39.9	-36.8	-36.3	-47.6	-51.5	-35.2	-57.4	-45.8
Employ. Status:								
Full-Time	-14.8	-17.6	-17.6	-22.4	-24.6	-7.7	-28.8	-19.5
Part-Time	-32.8	-27.7	-36.9	-38.8	-31.5	-27.5	-50.8	-36.9
Not Employed	-39.0	-39.7	-41.5	-35.4	-38.1	-31.7	-45.6	-39.3





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