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SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

Bloomberg ® Consumer Comfort Index™ Weekly Data Report

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Data summary for 3/19/2015

	CCI	
This week	44.2	
Last week	43.3	
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	57	55	57	55
Buying climate	38	38	39	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	3%	34	41	22
Personal finances	8	49	28	15
Buying climate	3	35	44	18

	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
3/15/15	30	27	43
2/15/15	35	26	38
1/18/15	36	29	34
12/14/14	32	30	38

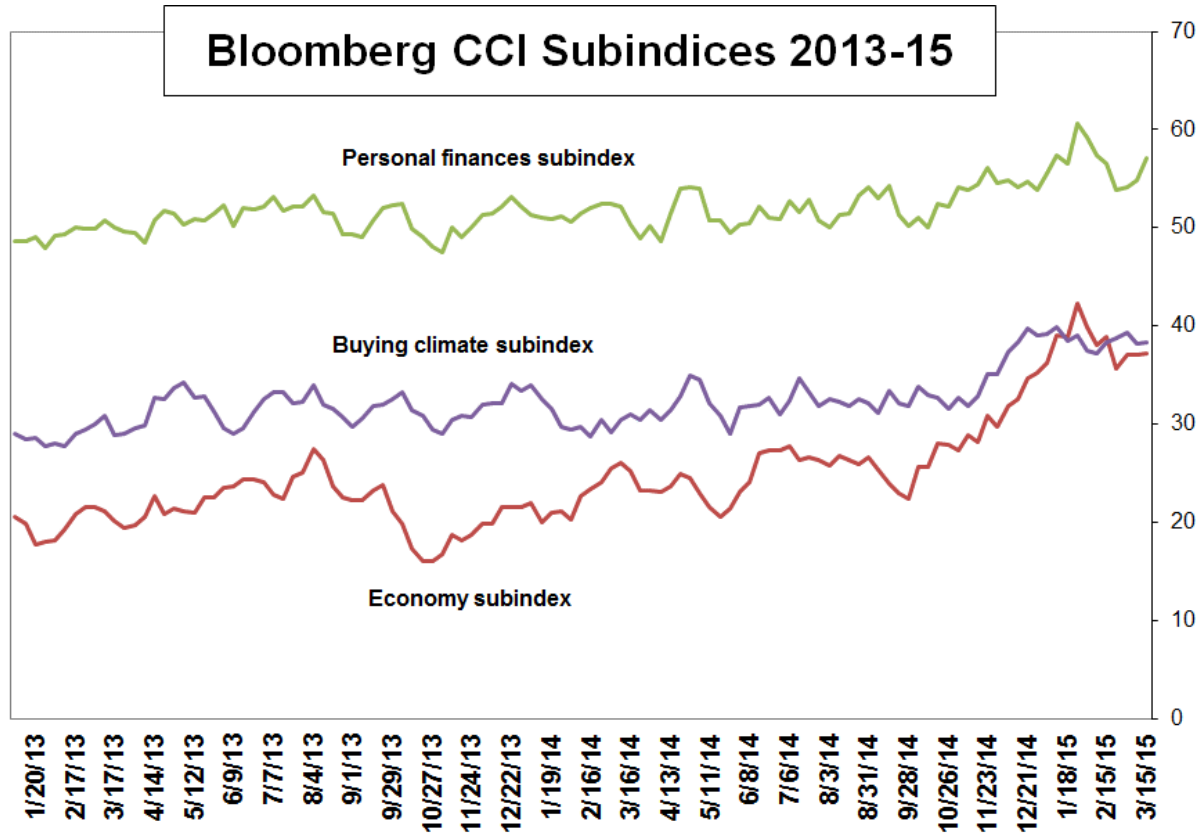
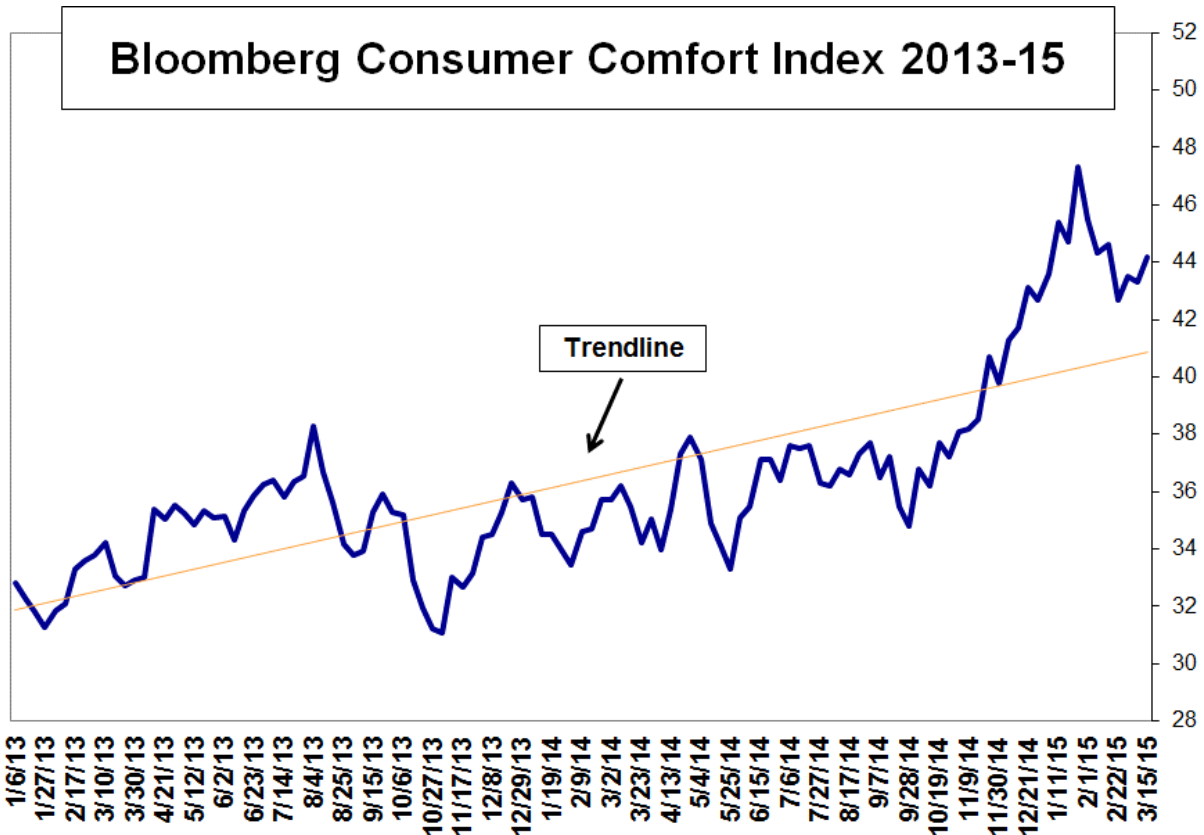
Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](#). The index is reported in a four-week rolling average; this week's results are based on a random national sample of 1,000 adults, reached by landline and cellular telephone, in the four weeks ending March 15, 2015. Results of the individual CCI gauges have a 3.5-point error margin. The expectations question was asked of 500 respondents March 4-15, 2015; that result has a 4.5-point error margin. Field work and tabulation by SSRS of Media, Pa.

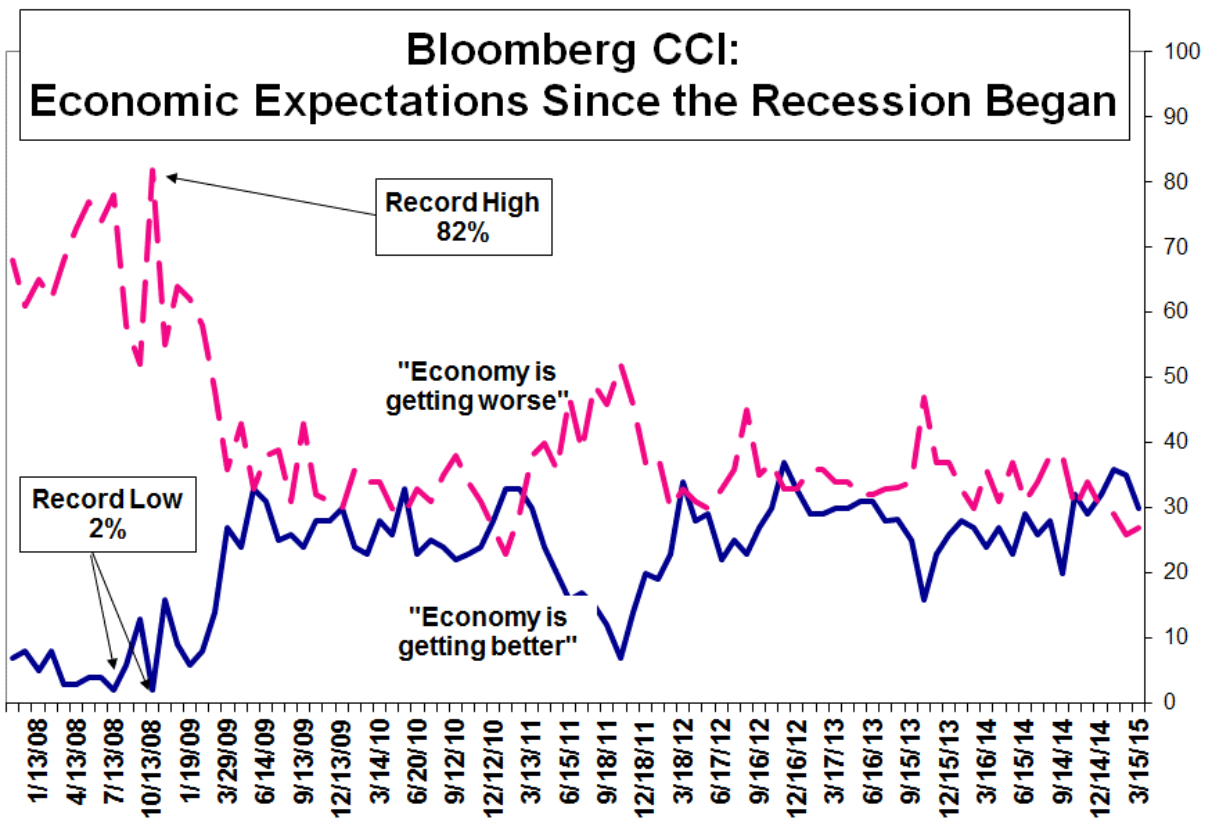
As of May 1, 2014, the index is derived by averaging the positive responses to each index question. Results can range from 0 (all negative responses for all three measures) to 100 (all positive responses for all three measures). See details [here](#). The survey began in December 1985.

03/15/15	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Group								

GENERAL POPULATION:								
Overall Index	44.2	43.3	44.6	41.7	35.5	47.3	33.3	38.7
State of Economy	37.2	37.1	38.9	32.5	25.2	42.3	20.6	28.7
Personal Finances	57.1	54.8	56.6	54.1	50.3	60.7	48.6	53.1
Buying Climate	38.3	38.2	38.4	38.4	31.0	39.9	29.0	34.1

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	45.4	43.7	49.0	45.1	38.9	52.4	34.2	41.8
Women	43.1	43.0	40.5	38.5	32.3	43.1	30.8	35.7
Age:								
18 - 34	46.9	44.9	45.3	45.1	37.4	50.1	32.9	40.6
35 - 44	51.2	49.1	45.2	40.2	36.3	51.2	28.7	39.5
45 - 54	39.7	38.1	39.0	41.3	34.4	45.8	30.0	35.5
55 - 64	38.8	41.5	48.4	38.9	30.2	49.4	29.6	36.8
65+	44.3	42.9	43.4	40.6	37.8	44.4	33.9	39.4
Income:								
Under \$15K	25.8	24.6	23.3	22.9	20.4	28.5	16.5	22.1
\$15K To \$24.9K	27.6	26.5	30.4	27.0	26.2	33.8	12.1	24.0
\$25K To \$39.9K	39.0	42.1	38.3	33.6	29.3	42.1	23.5	32.3
\$40K To \$49.9K	47.3	41.9	40.0	38.0	34.2	47.3	31.2	38.0
Under \$50K	34.3	33.0	32.9	29.6	26.9	34.4	22.5	28.4
Over \$50K	57.9	58.0	59.7	57.7	46.7	62.3	45.1	52.1
\$50K To \$74.9K	51.2	49.9	47.5	53.2	38.2	55.2	34.2	43.7
\$75K To \$99.9K	51.7	53.0	61.6	48.7	44.2	64.9	40.4	50.0
Over \$100K	65.7	64.9	69.0	68.1	58.7	72.1	52.9	61.2
Region:								
Northeast	39.1	42.5	44.8	44.4	30.9	46.3	28.1	38.2
Midwest	46.0	45.6	46.7	44.4	33.4	49.9	31.3	39.4
South	45.7	43.0	41.5	39.3	38.2	45.7	33.2	38.1
West	44.3	42.5	47.5	40.8	36.7	52.2	33.4	39.3
Race:								
White	43.6	43.8	43.4	42.0	36.2	47.4	33.4	39.0
Black	40.6	42.0	47.3	38.7	30.8	49.3	25.9	35.8
Politics:								
Republican	41.3	40.8	41.0	39.3	32.5	45.8	28.7	37.8
Democrat	50.4	51.3	52.2	48.7	40.7	52.2	37.0	44.0
Independent	41.6	39.2	42.0	38.3	33.7	47.3	29.8	36.1
Education:								
< High School	30.4	27.7	26.0	20.7	27.5	36.4	13.3	22.6
High Sch. Grad.	35.8	35.5	39.1	37.4	29.5	41.1	27.4	33.4
College +	51.5	50.8	51.9	48.7	40.5	52.9	38.8	45.0
Home:								
Own	47.9	47.3	49.1	46.3	37.3	53.2	36.5	42.5
Rent	38.2	37.3	38.2	33.4	32.7	38.4	24.7	32.3
Marital Status:								
Single	44.7	43.6	40.1	42.8	36.8	45.5	30.2	37.9
Married	47.4	46.2	50.7	44.2	37.0	53.6	36.8	42.3
Sep/Wid/Div	34.9	35.1	34.0	32.0	30.6	35.5	24.2	29.1
Employ. Status:								
Full-Time	47.3	47.0	51.9	47.8	41.2	55.5	36.5	44.2
Part-Time	44.8	46.1	43.5	40.2	31.6	48.7	28.9	37.7
Not Employed	39.9	37.5	36.6	35.3	31.1	39.9	28.3	32.7





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