

**Bloomberg ® Consumer Comfort Index ™ Weekly Data Report**

**Embargoed for Release after 9:45 a.m. Thursday, March 26, 2015**

**Contact: Langer Research Associates, 212 456-2621**

**info@langerresearch.com**

Data summary for 3/26/2015

CCI

This week 45.5

Last week 44.2

2015 high 47.3 Jan. 25

2015 low 42.7 Feb. 22

2015 average 44.6

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:

Average Average

Positive ratings of: This week Last week 2015 ’85-’15

National economy 38% 37 38 34

Personal finances 59 57 57 55

Buying climate 40 38 39 36

Excel Not so

Full ratings of: -lent Good Good Poor

National economy 3% 35 40 22

Personal finances 8 51 27 15

Buying climate 4 36 43 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

Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](http://www.langerresearch.com/). 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 22, 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](http://www.langerresearch.com/uploads/CCI_Rebase_Announcement.pdf). The survey began in December 1985.

03/22/15 This Last 4 Wks 3 Mo. 1 Yr. 12 Mo 12 Mo 12 Mo

Week Week Ago Ago Ago High Low Avg

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Group

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GENERAL POPULATION:

Overall Index 45.5 44.2 42.7 43.1 34.2 47.3 33.3 38.8

State of Economy 37.7 37.2 35.7 34.7 23.3 42.3 20.6 29.0

Personal Finances 58.9 57.1 53.8 54.7 48.9 60.7 48.6 53.3

Buying Climate 39.8 38.3 38.7 39.8 30.5 39.9 29.0 34.3

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OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:

Men 46.0 45.4 45.4 45.6 35.3 52.4 34.2 41.9

Women 44.9 43.1 40.2 40.6 33.2 44.9 30.8 36.0

Age:

18 – 34 49.4 46.9 45.2 45.7 34.8 50.1 32.9 40.8

35 – 44 49.5 51.2 42.4 42.0 32.3 51.2 28.7 39.8

45 – 54 42.4 39.7 35.8 44.1 34.4 45.8 30.0 35.7

55 – 64 39.4 38.8 45.1 40.0 29.6 49.4 29.6 37.0

65+ 45.6 44.3 40.8 40.8 37.7 45.6 33.9 39.5

Income:

Under $15K 28.0 25.8 23.3 27.5 20.1 28.5 16.5 22.2

$15K To $24.9K 31.7 27.6 28.6 29.7 25.6 33.8 12.1 24.1

$25K To $39.9K 42.8 39.0 34.2 32.9 28.0 42.8 23.5 32.5

$40K To $49.9K 44.9 47.3 43.4 37.4 31.9 47.3 31.2 38.2

Under $50K 36.5 34.3 31.2 30.9 26.3 36.5 22.5 28.6

Over $50K 57.9 57.9 56.3 59.2 45.9 62.3 45.1 52.3

$50K To $74.9K 50.8 51.2 45.5 49.9 36.4 55.2 34.2 44.0

$75K To $99.9K 53.5 51.7 55.9 53.9 45.8 64.9 40.4 50.2

Over $100K 66.0 65.7 65.6 70.2 55.3 72.1 52.9 61.3

Region:

Northeast 39.1 39.1 43.1 45.6 33.4 46.3 28.1 38.3

Midwest 47.1 46.0 42.9 46.5 33.1 49.9 31.3 39.7

South 46.7 45.7 41.4 40.7 34.5 46.7 33.2 38.3

West 47.0 44.3 44.3 41.8 35.4 52.2 33.4 39.5

Race:

White 44.3 43.6 41.6 44.0 34.3 47.4 33.4 39.1

Black 42.0 40.6 47.0 36.9 31.2 49.3 25.9 36.0

Politics:

Republican 44.6 41.3 38.2 39.7 28.7 45.8 28.7 38.0

Democrat 54.0 50.4 50.4 50.3 43.8 54.0 37.0 44.3

Independent 40.2 41.6 40.2 39.6 31.3 47.3 29.8 36.2

Education:

< High School 34.4 30.4 20.8 17.2 23.7 36.4 13.3 22.7

High Sch. Grad. 37.9 35.8 36.6 37.7 28.2 41.1 27.4 33.5

College + 51.7 51.5 50.9 51.7 40.0 52.9 38.8 45.2

Home:

Own 48.3 47.9 47.0 48.0 36.7 53.2 36.5 42.7

Rent 40.9 38.2 36.3 34.2 30.5 40.9 24.7 32.5

Marital Status:

Single 48.6 44.7 38.9 42.7 34.0 48.6 30.2 38.1

Married 46.5 47.4 48.4 47.0 37.5 53.6 36.8 42.5

Sep/Wid/Div 37.0 34.9 32.8 31.4 27.9 37.0 24.2 29.3

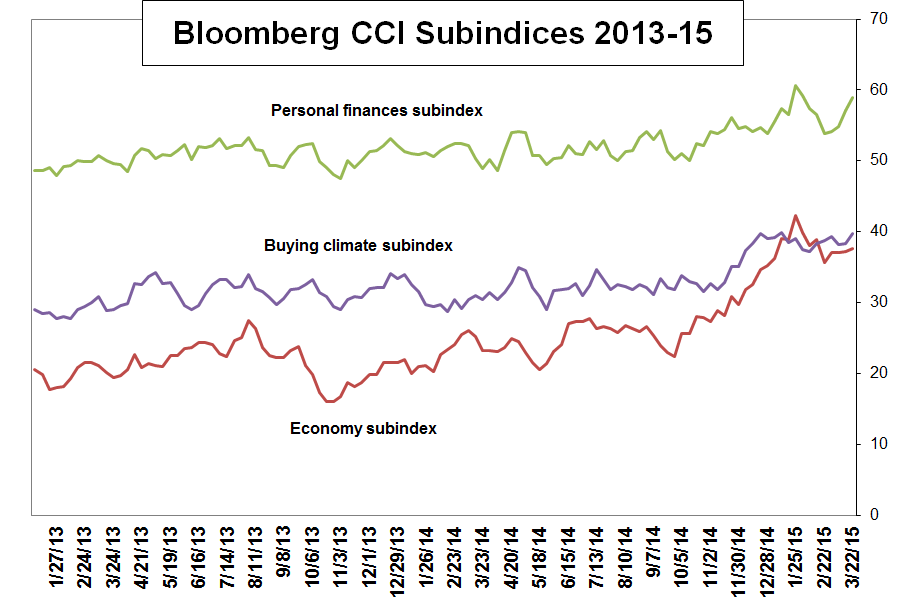
Employ. Status:

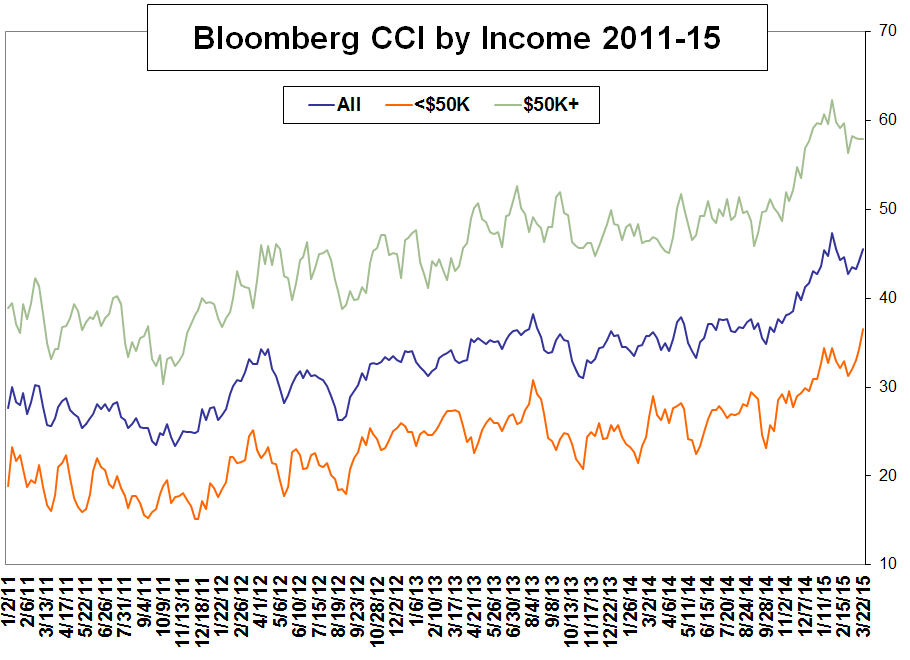
Full-Time 49.0 47.3 48.8 50.2 38.2 55.5 36.5 44.3

Part-Time 43.3 44.8 43.4 42.0 30.8 48.7 28.9 37.9

Not Employed 41.9 39.9 35.0 35.2 31.3 41.9 28.3 32.9







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