

# LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

## Bloomberg ® Consumer Comfort Index™ Weekly Data Report

**Embargoed for Release after 9:45 a.m. Thursday, April 2, 2015**

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### Data summary for 4/2/2015

	CCI	
This week	46.2	
Last week	45.5	
2015 high	47.3	Jan. 25
2015 low	42.7	Feb. 22
2015 average	44.7	
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	41.7	

### Individual measures:

	This week	Last week	Average 2015	Average '85-'15
Positive ratings of:				
National economy	37%	38	38	34
Personal finances	60	59	57	55
Buying climate	41	40	39	36

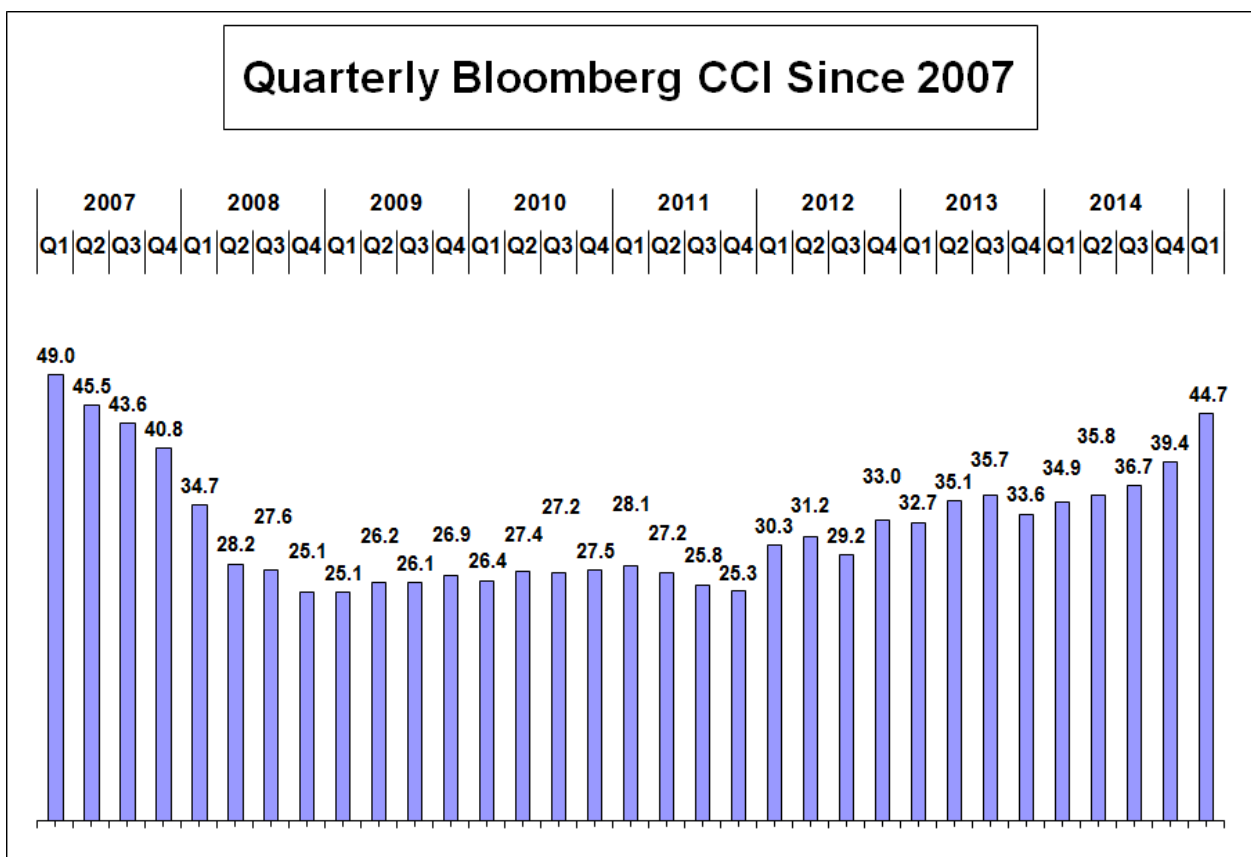
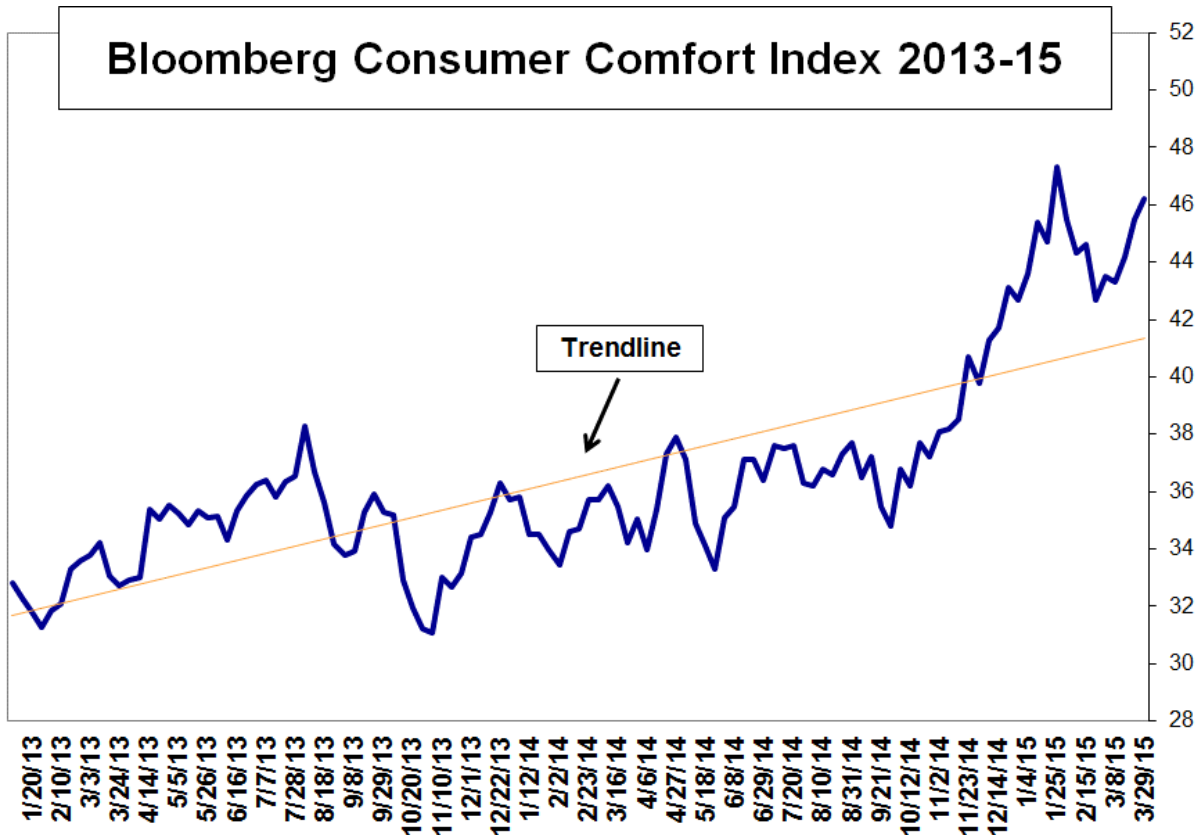
	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	3%	35	41	22
Personal finances	8	52	26	14
Buying climate	4	37	42	17

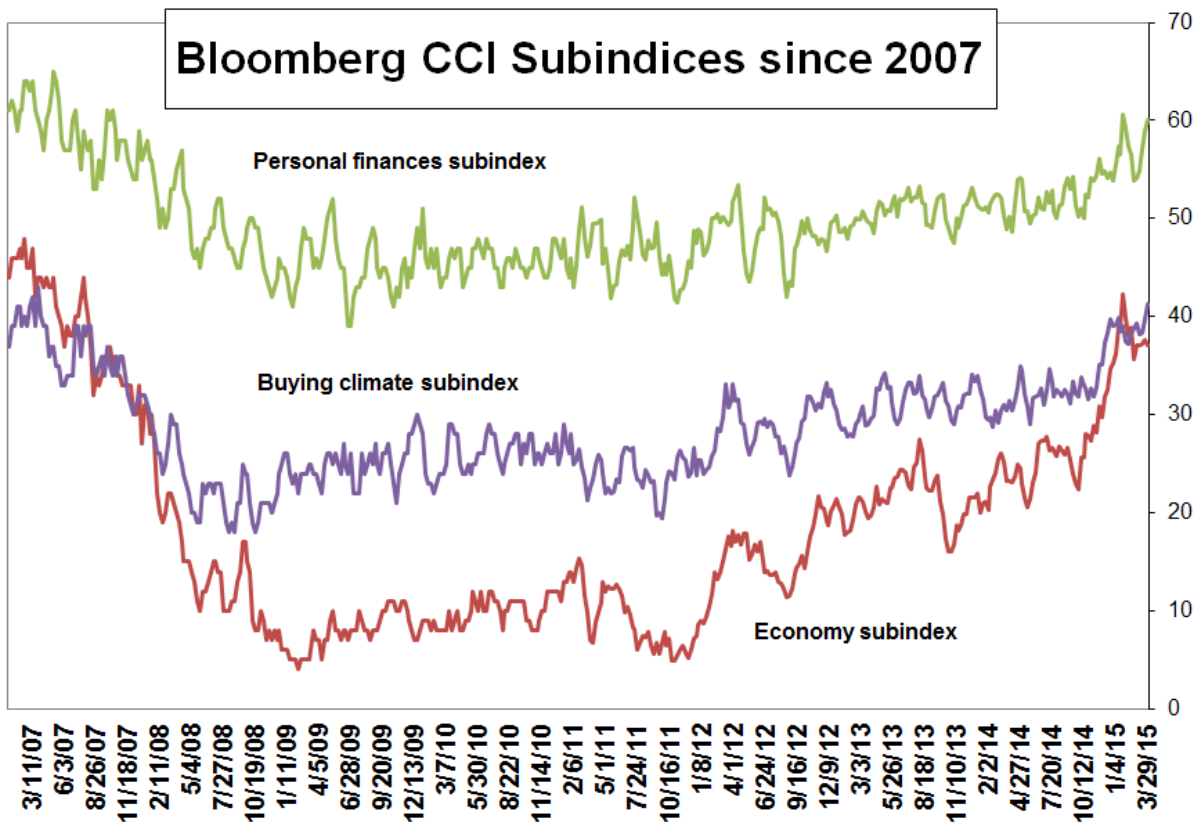
	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	70% latest Jan. 23, 2000	39% June 21 and 28, 2009
Buying climate	57% Jan. 16, 2000	18% latest Oct. 19, 2008

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 29, 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.

03/29/15	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	46.2	45.5	43.5	42.7	35.0	47.3	33.3	39.1
State of Economy	37.1	37.7	37.1	35.2	23.3	42.3	20.6	29.2
Personal Finances	60.1	58.9	54.1	53.8	50.2	60.7	48.6	53.5
Buying Climate	41.3	39.8	39.3	39.0	31.5	41.3	29.0	34.5
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OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	49.1	46.0	45.9	45.6	37.6	52.4	34.2	42.2
Women	43.5	44.9	41.2	39.9	32.6	44.9	30.8	36.2
Age:								
18 - 34	49.8	49.4	44.5	46.0	36.5	50.1	32.9	41.1
35 - 44	50.0	49.5	46.6	40.8	34.6	51.2	28.7	40.1
45 - 54	41.8	42.4	37.7	42.5	33.6	45.8	30.0	35.8
55 - 64	40.4	39.4	45.2	40.6	32.9	49.4	30.2	37.2
65+	46.3	45.6	42.4	40.0	35.5	46.3	33.9	39.7
Income:								
Under \$15K	25.4	28.0	23.1	28.5	21.2	28.5	16.5	22.3
\$15K To \$24.9K	29.2	31.7	28.6	24.6	26.3	33.8	12.1	24.2
\$25K To \$39.9K	45.9	42.8	37.4	34.1	29.4	45.9	23.5	32.8
\$40K To \$49.9K	43.3	44.9	44.5	39.0	34.2	47.3	31.2	38.5
Under \$50K	36.3	36.5	32.0	30.9	27.5	36.5	22.5	28.8
Over \$50K	58.6	57.9	58.2	59.7	45.3	62.3	45.1	52.5
\$50K To \$74.9K	50.9	50.8	45.4	49.8	35.7	55.2	34.2	44.2
\$75K To \$99.9K	55.7	53.5	57.0	58.9	43.6	64.9	40.4	50.4
Over \$100K	66.8	66.0	69.2	68.3	55.3	72.1	52.9	61.5
Region:								
Northeast	41.0	39.1	44.7	43.7	34.4	46.3	28.1	38.5
Midwest	51.4	47.1	44.5	45.5	34.7	51.4	31.3	40.0
South	45.0	46.7	41.4	39.5	35.0	46.7	33.2	38.5
West	47.4	47.0	44.8	44.4	35.8	52.2	33.4	39.7
Race:								
White	45.1	44.3	43.5	42.9	35.3	47.4	33.4	39.3
Black	41.3	42.0	43.7	37.2	33.0	49.3	25.9	36.2
Politics:								
Republican	46.2	44.6	41.3	38.9	31.1	46.2	28.9	38.4
Democrat	52.7	54.0	51.9	48.2	43.0	54.0	37.0	44.4
Independent	42.1	40.2	38.9	40.9	32.2	47.3	29.8	36.4
Education:								
< High School	34.8	34.4	22.8	18.3	22.5	36.4	13.3	22.9
High Sch. Grad.	40.0	37.9	34.7	37.9	30.2	41.1	27.4	33.7
College +	52.0	51.7	52.5	50.5	40.4	52.9	38.8	45.4
Home:								
Own	49.7	48.3	48.4	47.9	38.1	53.2	36.5	43.0
Rent	41.3	40.9	36.0	34.1	31.0	41.3	24.7	32.7
Marital Status:								
Single	43.9	48.6	42.7	44.0	37.5	48.6	30.2	38.3
Married	50.4	46.5	47.2	46.3	36.8	53.6	36.8	42.7
Sep/Wid/Div	36.0	37.0	34.5	29.4	27.9	37.0	24.2	29.4
Employ. Status:								
Full-Time	53.8	49.0	46.8	49.6	38.8	55.5	36.5	44.6
Part-Time	42.0	43.3	46.1	45.6	32.3	48.7	28.9	38.1
Not Employed	39.1	41.9	37.8	33.9	31.9	41.9	28.3	33.0





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