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SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

Bloomberg ® Consumer Comfort Index™ Weekly Data Report

Embargoed for Release after 9:45 a.m. Thursday, April 16, 2015

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Data summary for 4/16/2015

	CCI	
This week	46.6	
Last week	47.9	
2015 high	47.9	April 5
2015 low	42.7	Feb. 22
2015 average	45.0	
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:

Positive ratings of:	This week	Last week	Average 2015	Average '85-'15
National economy	38%	40	38	34
Personal finances	58	61	57	55
Buying climate	44	44	40	36

Full ratings of:	Excel -lent	Good	Not so Good	Poor
National economy	2%	36	40	22
Personal finances	8	51	29	13
Buying climate	3	40	40	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

Economy's direction:

	Better	Worse	Same
4/12/15	30	30	40
3/15/15	30	27	43
2/15/15	35	26	38
1/18/15	36	29	34

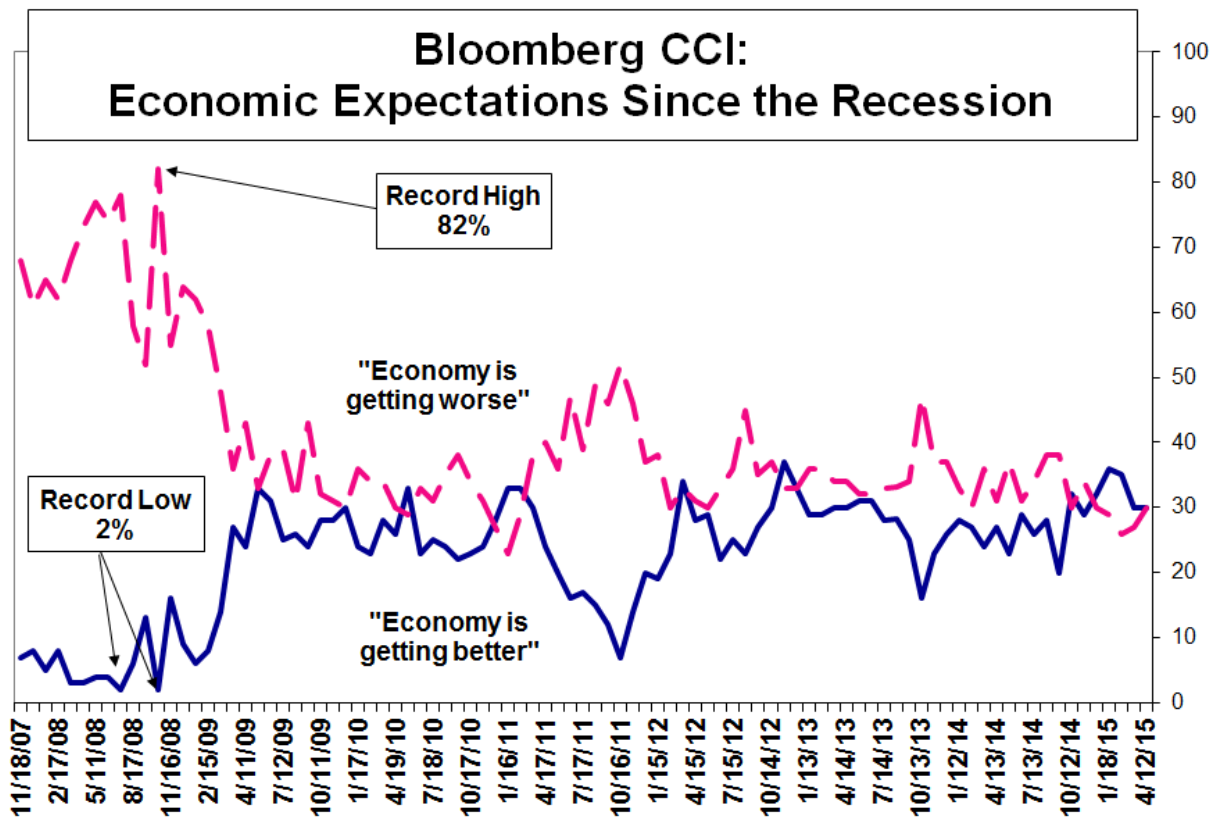
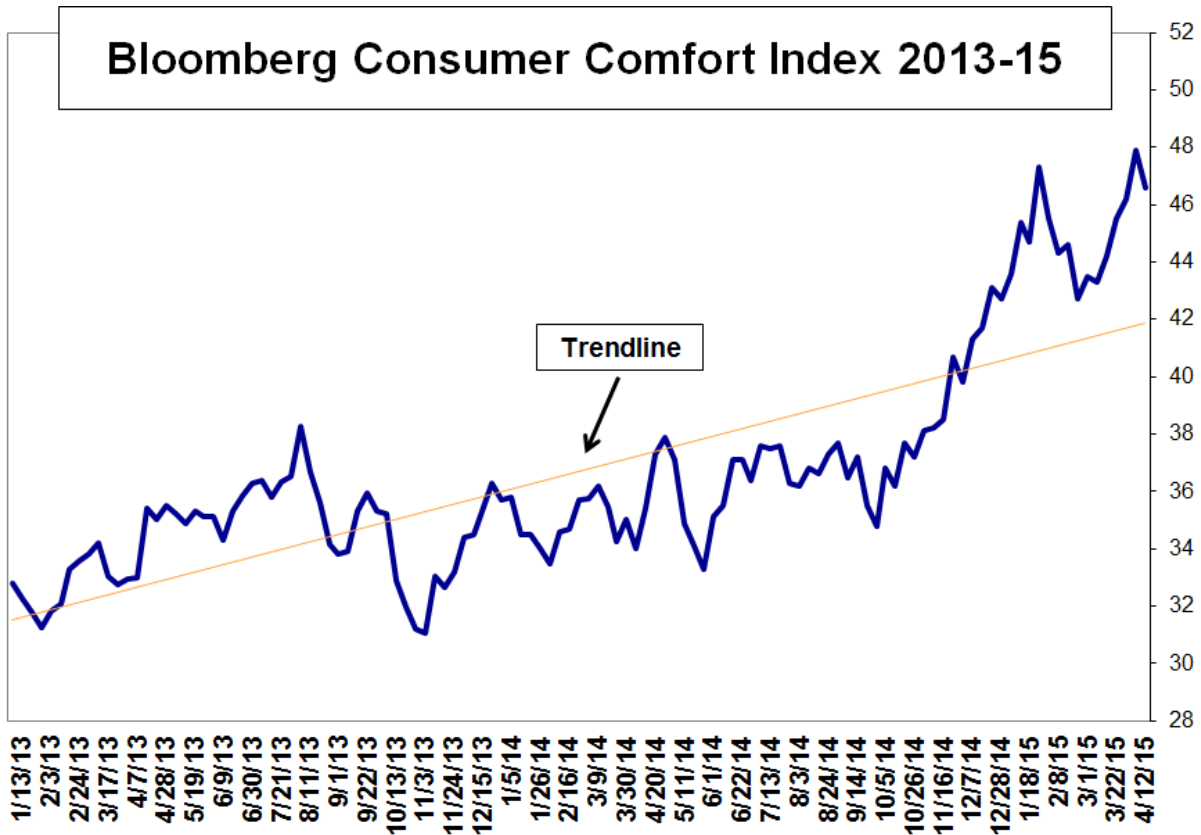
Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](#). The index is reported in a four-week rolling average; this week's results are based on a random national sample of 1,000 adults, reached by landline and cellular telephone, in the four weeks ending April 12, 2015. Results of the individual CCI gauges have a 3.5-point error margin. The expectations question was asked of 500 respondents April 1-12, 2015; that result has a 4.5-point error margin. Field work and tabulation by SSRS of Media, Pa.

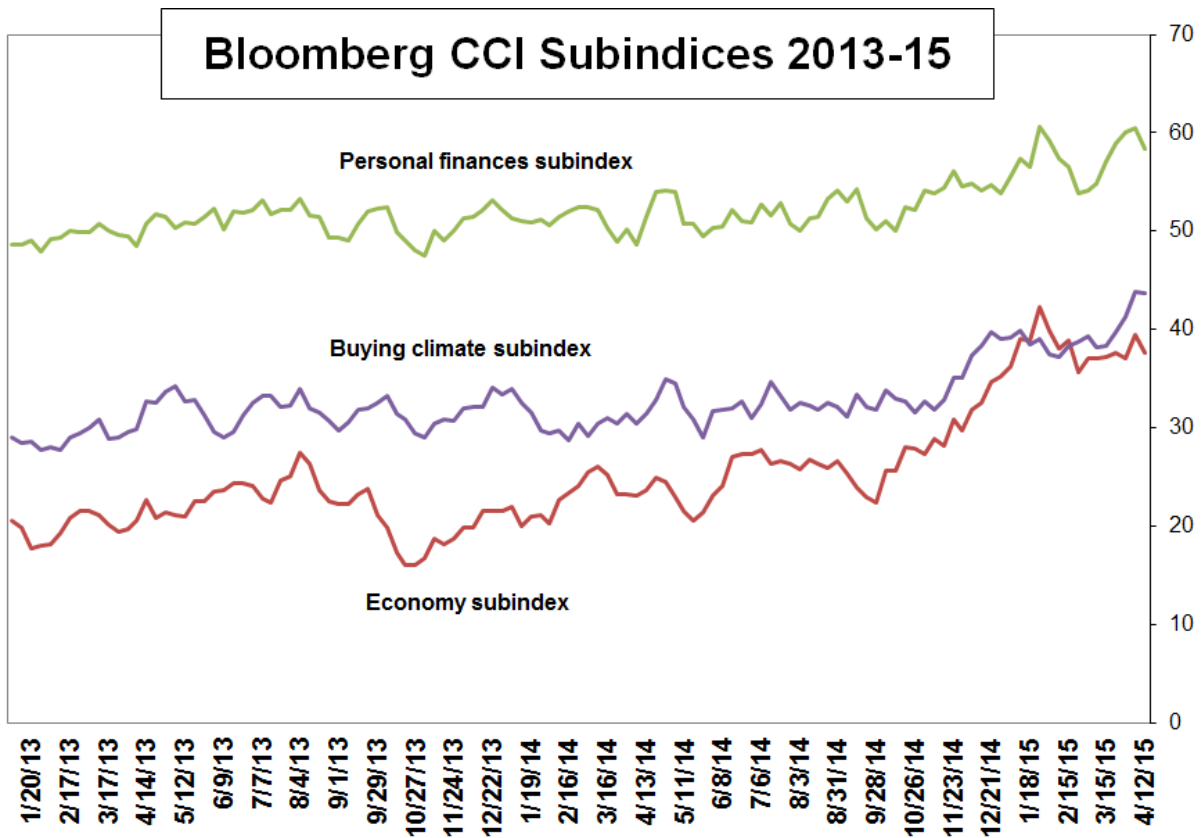
As of May 1, 2014, the index is derived by averaging the positive responses to each index question. Results can range from 0 (all negative responses for all three measures) to 100 (all positive responses for all three measures). See details [here](#). The survey began in December 1985.

04/12/15	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	46.6	47.9	44.2	45.4	35.4	47.9	33.3	39.5
State of Economy	37.7	39.5	37.2	39.1	23.6	42.3	20.6	29.8
Personal Finances	58.4	60.5	57.1	57.4	51.4	60.7	49.5	53.9
Buying Climate	43.7	43.8	38.3	39.9	31.4	43.8	29.0	35.0

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	51.9	53.4	45.4	50.4	40.4	53.4	34.2	42.7
Women	41.6	42.8	43.1	40.8	30.8	44.9	30.8	36.5
Age:								
18 - 34	50.1	52.4	46.9	50.1	36.9	52.4	32.9	41.7
35 - 44	49.0	49.9	51.2	45.1	34.3	51.2	28.7	40.7
45 - 54	42.6	42.0	39.7	40.7	31.5	45.8	30.0	36.2
55 - 64	42.8	44.1	38.8	44.4	37.6	49.4	30.2	37.6
65+	44.7	46.8	44.3	42.3	33.9	46.8	33.9	40.1
Income:								
Under \$15K	25.2	25.7	25.8	27.3	22.7	28.5	16.5	22.5
\$15K To \$24.9K	31.3	32.6	27.6	30.3	23.3	33.8	12.1	24.4
\$25K To \$39.9K	41.7	42.1	39.0	37.6	29.8	45.9	23.5	33.4
\$40K To \$49.9K	43.1	45.9	47.3	45.0	38.3	47.3	31.2	38.8
Under \$50K	34.5	36.1	34.3	34.4	27.6	36.5	22.5	29.1
Over \$50K	59.6	60.8	57.9	60.7	46.9	62.3	45.9	53.1
\$50K To \$74.9K	47.7	52.3	51.2	51.5	37.2	55.2	35.1	44.8
\$75K To \$99.9K	58.2	59.1	51.7	64.9	44.6	64.9	40.4	51.0
Over \$100K	71.9	71.0	65.7	66.9	58.0	72.1	52.9	62.1
Region:								
Northeast	45.5	43.3	39.1	42.9	41.4	46.3	28.1	38.8
Midwest	49.4	49.3	46.0	48.8	34.6	51.4	32.2	40.7
South	46.0	48.3	45.7	43.3	33.2	48.3	33.2	39.0
West	45.8	49.7	44.3	47.8	35.2	52.2	33.4	40.2
Race:								
White	46.6	46.8	43.6	47.4	34.3	47.4	33.7	39.8
Black	38.8	39.9	40.6	41.8	34.5	49.3	25.9	36.4
Politics:								
Republican	46.1	47.8	41.3	43.7	31.7	47.8	31.7	39.0
Democrat	53.2	54.2	50.4	46.4	40.3	54.2	37.0	44.9
Independent	44.2	44.9	41.6	46.3	34.9	47.3	29.8	36.9
Education:								
< High School	34.5	35.7	30.4	30.5	24.9	36.4	13.3	23.4
High Sch. Grad.	40.6	42.3	35.8	38.5	28.6	42.3	27.4	34.2
College +	52.7	53.7	51.5	51.7	41.4	53.7	38.8	45.9
Home:								
Own	50.1	51.6	47.9	50.9	37.5	53.2	37.2	43.5
Rent	41.1	41.7	38.2	36.3	32.9	41.7	24.7	33.1
Marital Status:								
Single	44.6	45.6	44.7	45.5	36.5	48.6	30.2	38.7
Married	51.2	52.5	47.4	49.6	38.0	53.6	36.9	43.3
Sep/Wid/Div	34.7	37.0	34.9	32.9	26.4	37.0	24.2	29.7
Employ. Status:								
Full-Time	55.7	56.8	47.3	52.5	39.0	56.8	36.5	45.3
Part-Time	43.1	42.1	44.8	48.7	32.9	48.7	28.9	38.5
Not Employed	36.5	38.6	39.9	36.3	32.3	41.9	28.3	33.3





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