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Bloomberg ® Consumer Comfort Index™ Weekly Data Report

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Data summary for 4/17/2014

| | CCI | |
|---------------------|-------|--------------------------------|
| This week | -29.1 | |
| Last week | -31.9 | |
| 2014 high | -27.6 | March 9 |
| 2014 low | -33.1 | Feb. 2 |
| 2014 average | -30.2 | |
| 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 | 24% | 23 | 23 | 34 |
| Personal finances | 51 | 49 | 51 | 55 |
| Buying climate | 31 | 30 | 31 | 36 |

| Full ratings of: | Excel -lent | Good | Not so Good | Poor |
|-------------------|----------------|------|----------------|------|
| National economy | 2% | 22 | 44 | 33 |
| Personal finances | 6 | 46 | 32 | 17 |
| Buying climate | 2 | 29 | 46 | 23 |

| | 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 |

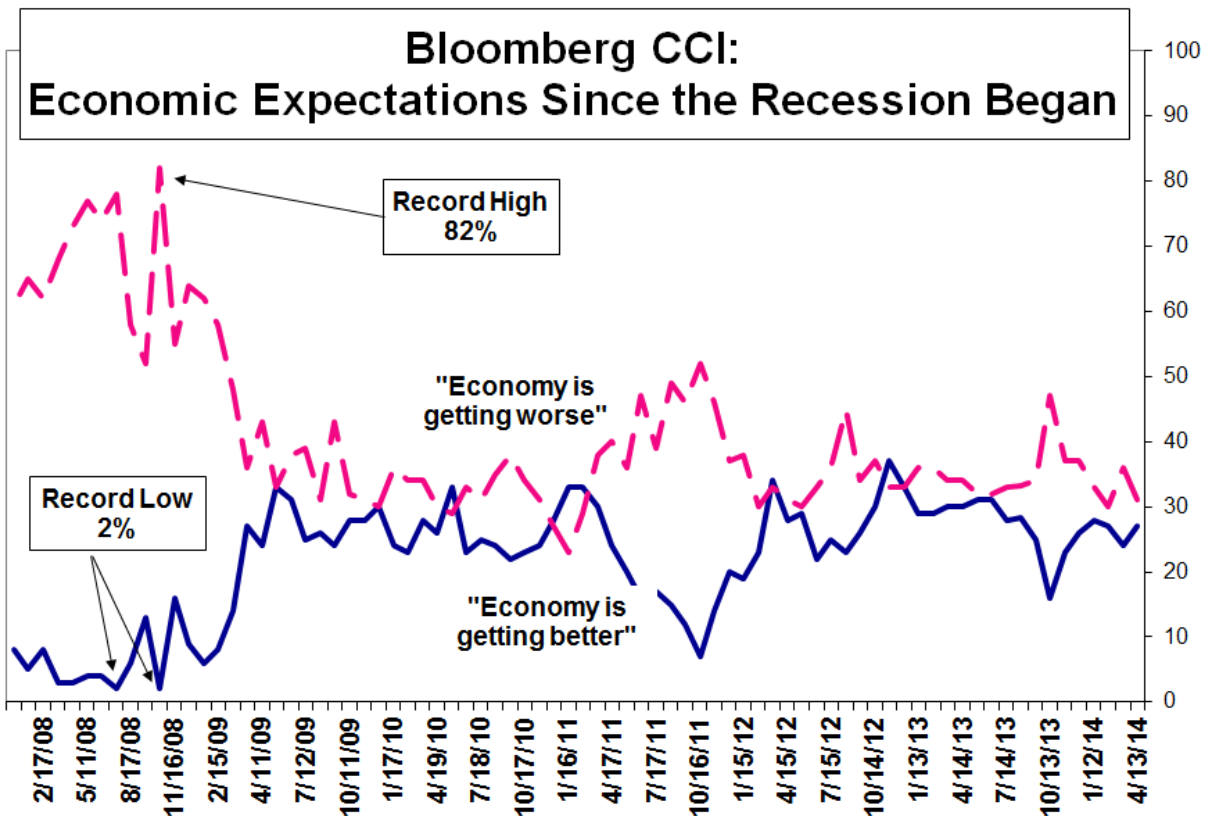
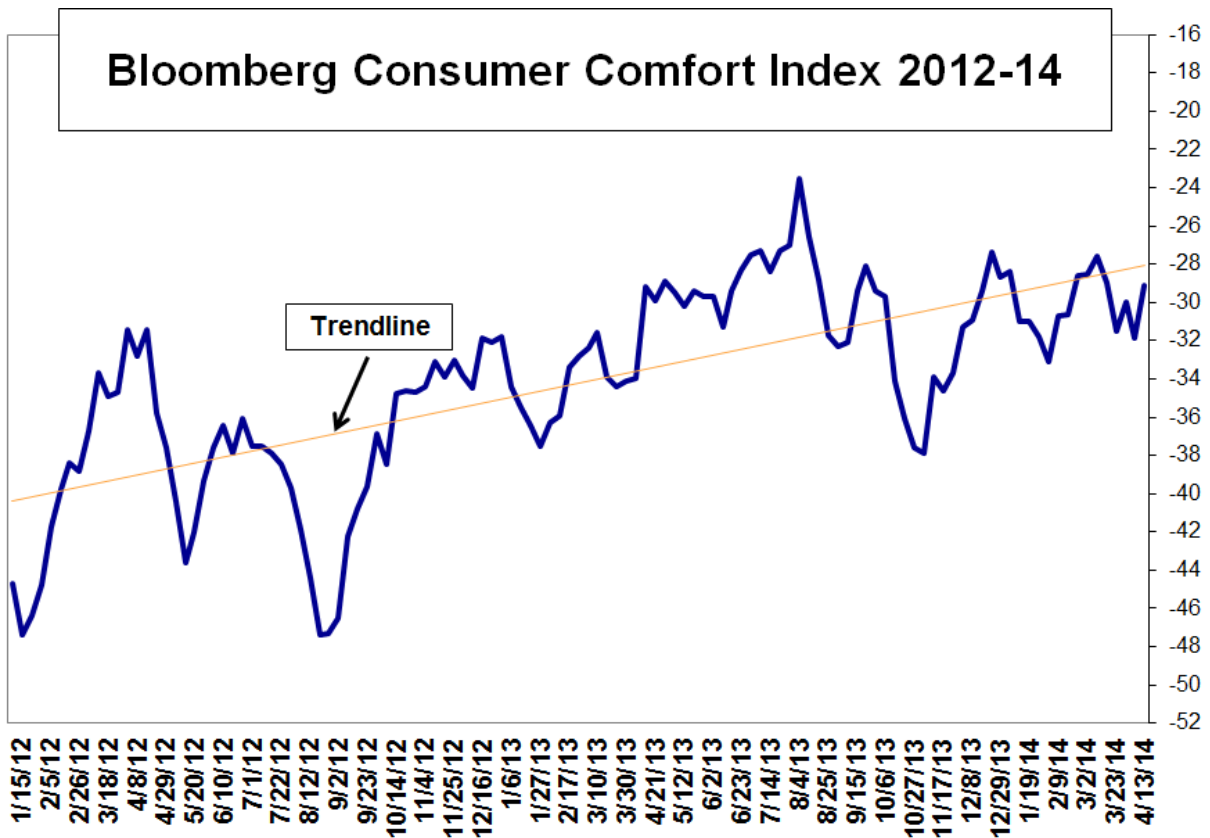
Economy's direction:

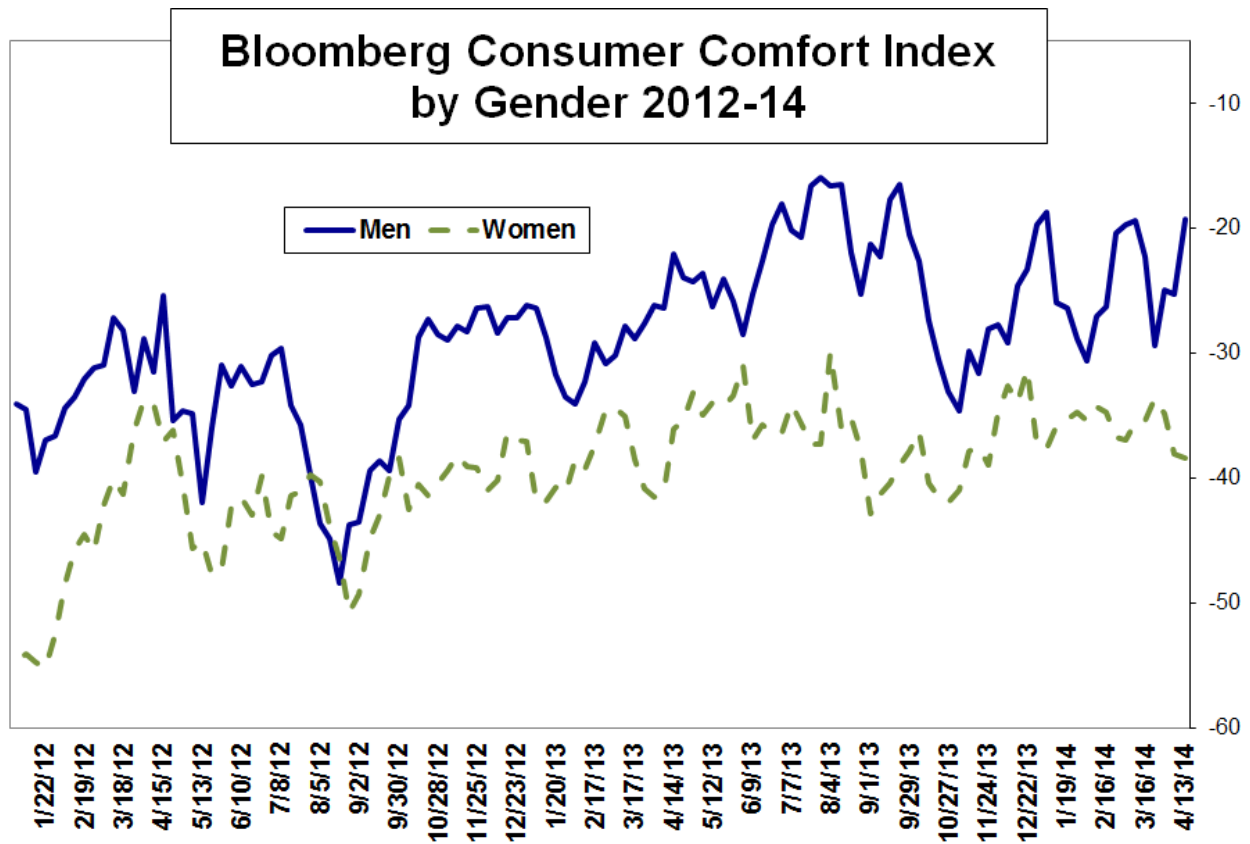
| | Better | Worse | Same |
|---------|--------|-------|------|
| 4/13/14 | 27 | 31 | 42 |
| 3/16/14 | 24 | 36 | 40 |
| 2/16/14 | 27 | 30 | 42 |
| 1/12/14 | 28 | 33 | 39 |

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 13, 2014. The results have a 3-point error margin. The expectations question was asked of 500 respondents April 2-13, 2014; that result has a 4.5-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.

| 04/13/14 | 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 | -29.1 | -31.9 | -29.0 | -31.0 | -29.2 | -23.5 | -37.9 | -30.2 |
| State of Economy | -52.9 | -53.8 | -49.6 | -60.1 | -54.7 | -45.1 | -68.2 | -55.8 |
| Personal Finances | 2.7 | -2.9 | 0.7 | 2.0 | 1.6 | 6.6 | -4.9 | 2.1 |
| Buying Climate | -37.3 | -39.1 | -38.1 | -34.9 | -34.6 | -31.5 | -42.6 | -37.0 |
| OVERALL INDEX BY DEMOGRAPHIC GROUPS | | | | | | | | |
| Sex: | | | | | | | | |
| Men | -19.2 | -25.3 | -22.2 | -25.9 | -22.0 | -15.9 | -34.6 | -23.8 |
| Women | -38.4 | -38.1 | -35.4 | -35.8 | -36.0 | -29.9 | -42.8 | -36.3 |
| Age: | | | | | | | | |
| 18 - 34 | -26.1 | -30.0 | -25.1 | -31.1 | -23.0 | -12.8 | -40.9 | -27.6 |
| 35 - 44 | -31.3 | -37.5 | -27.5 | -28.0 | -30.7 | -10.7 | -41.7 | -31.3 |
| 45 - 54 | -37.1 | -35.0 | -31.2 | -37.1 | -37.4 | -15.3 | -48.9 | -35.5 |
| 55 - 64 | -24.8 | -30.4 | -39.6 | -27.6 | -37.6 | -19.4 | -41.2 | -32.4 |
| 65+ | -32.2 | -29.6 | -24.4 | -30.0 | -28.1 | -19.8 | -33.5 | -26.5 |
| Income: | | | | | | | | |
| Under \$15K | -54.6 | -62.9 | -59.2 | -67.9 | -64.4 | -47.7 | -77.2 | -61.9 |
| \$15K To \$24.9K | -53.5 | -55.0 | -47.6 | -43.8 | -62.2 | -39.4 | -67.9 | -52.5 |
| \$25K To \$39.9K | -40.4 | -45.4 | -41.5 | -41.3 | -45.1 | -32.3 | -54.8 | -43.5 |
| \$40K To \$49.9K | -23.4 | -22.4 | -31.7 | -47.5 | -26.2 | -19.0 | -54.6 | -34.6 |
| Over \$50K | -5.7 | -9.5 | -6.3 | -7.9 | -3.3 | 6.6 | -10.9 | -4.0 |
| \$50K To \$74.9K | -25.5 | -31.6 | -23.6 | -22.8 | -11.5 | -2.2 | -32.9 | -20.5 |
| \$75K To \$99.9K | -10.8 | -14.0 | -11.6 | -21.8 | -15.6 | 18.6 | -24.9 | -7.9 |
| Over \$100K | 16.1 | 14.1 | 17.5 | 15.1 | 14.0 | 22.1 | 2.9 | 14.6 |
| Region: | | | | | | | | |
| Northeast | -17.2 | -27.5 | -38.1 | -35.6 | -26.4 | -17.2 | -41.9 | -31.5 |
| Midwest | -30.9 | -37.4 | -33.2 | -29.6 | -30.0 | -18.6 | -37.4 | -27.9 |
| South | -33.7 | -32.3 | -23.7 | -33.1 | -28.3 | -21.9 | -45.3 | -31.9 |
| West | -29.6 | -29.8 | -26.5 | -25.4 | -32.3 | -16.6 | -40.3 | -28.8 |
| Race: | | | | | | | | |
| White | -31.4 | -33.3 | -27.6 | -30.4 | -30.0 | -21.4 | -35.8 | -29.4 |
| Black | -30.9 | -31.3 | -38.4 | -41.8 | -34.4 | -22.3 | -48.7 | -37.1 |
| Politics: | | | | | | | | |
| Republican | -36.7 | -42.2 | -35.1 | -36.3 | -32.7 | -15.3 | -42.6 | -30.4 |
| Democrat | -19.5 | -15.9 | -18.7 | -25.8 | -21.8 | -7.8 | -30.3 | -21.1 |
| Independent | -30.3 | -37.7 | -32.6 | -30.4 | -30.9 | -26.1 | -45.7 | -34.3 |
| Education: | | | | | | | | |
| < High School | -50.3 | -63.2 | -45.0 | -56.1 | -53.0 | -42.4 | -64.9 | -53.9 |
| High Sch. Grad. | -42.8 | -41.0 | -41.0 | -36.5 | -33.0 | -30.8 | -49.0 | -40.1 |
| College + | -17.1 | -20.1 | -18.9 | -22.6 | -20.8 | -12.4 | -26.9 | -19.5 |
| Home: | | | | | | | | |
| Own | -25.1 | -27.0 | -25.4 | -23.3 | -23.3 | -18.1 | -27.6 | -23.1 |
| Rent | -34.2 | -38.3 | -34.6 | -43.4 | -40.4 | -28.1 | -53.9 | -42.3 |
| Marital Status: | | | | | | | | |
| Single | -27.1 | -33.9 | -26.4 | -27.3 | -23.2 | -18.3 | -42.4 | -31.6 |
| Married | -23.9 | -25.8 | -26.0 | -24.6 | -25.3 | -17.1 | -32.3 | -23.5 |
| Sep/Wid/Div | -47.3 | -45.0 | -38.7 | -51.4 | -46.0 | -35.2 | -53.3 | -45.0 |
| Employ. Status: | | | | | | | | |
| Full-Time | -22.1 | -25.3 | -17.5 | -20.9 | -19.5 | -7.7 | -28.8 | -19.3 |
| Part-Time | -34.3 | -32.7 | -36.8 | -34.8 | -31.3 | -27.7 | -50.8 | -37.5 |
| Not Employed | -35.5 | -39.6 | -37.9 | -39.4 | -38.2 | -31.7 | -45.6 | -38.9 |





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