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Bloomberg ® Consumer Comfort Index™ Weekly Data Report

Embargoed for Release after 9:45 a.m. Thursday, April 30, 2015

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Data summary for 4/30/2015

	CCI	
This week	44.7	
Last week	45.4	
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:

	This week	Last week	Average 2015	Average '85-'15
Positive ratings of:				
National economy	37%	38	38	34
Personal finances	56	56	57	55
Buying climate	41	43	40	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	36	39	23
Personal finances	8	47	31	14
Buying climate	4	38	41	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

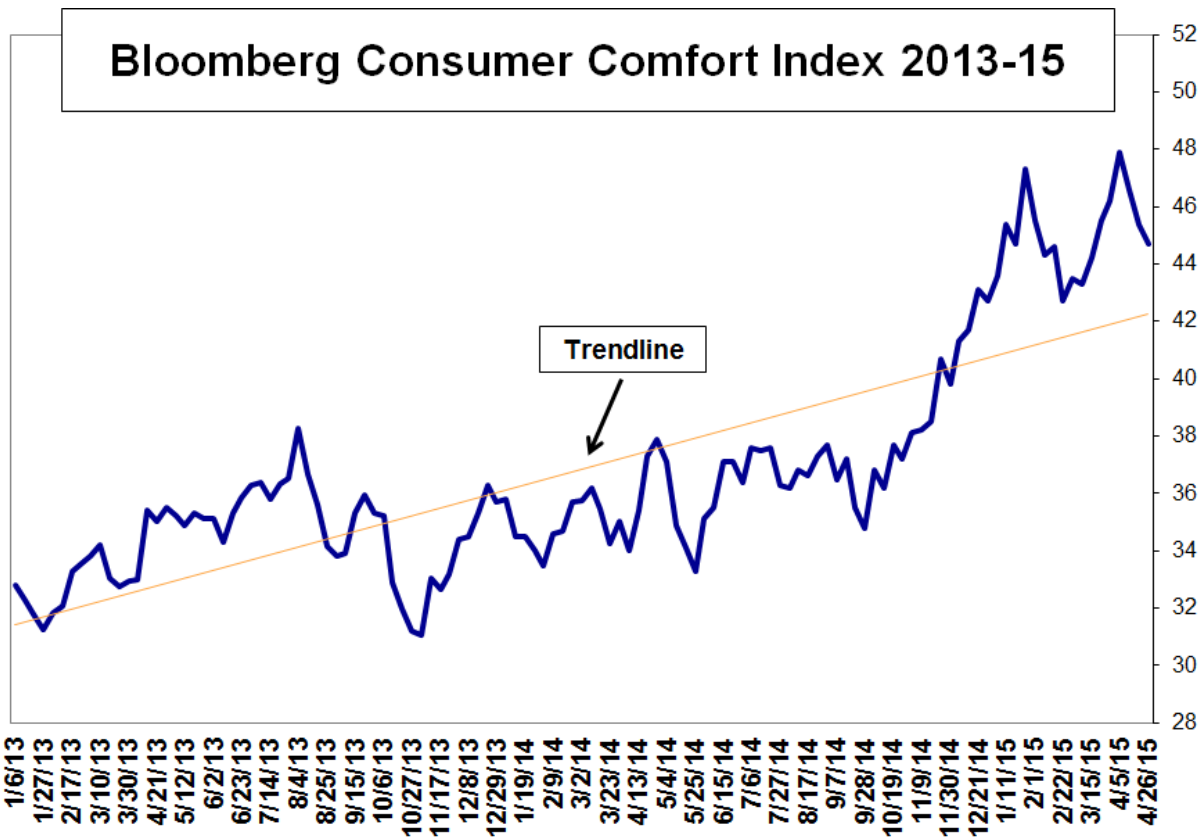
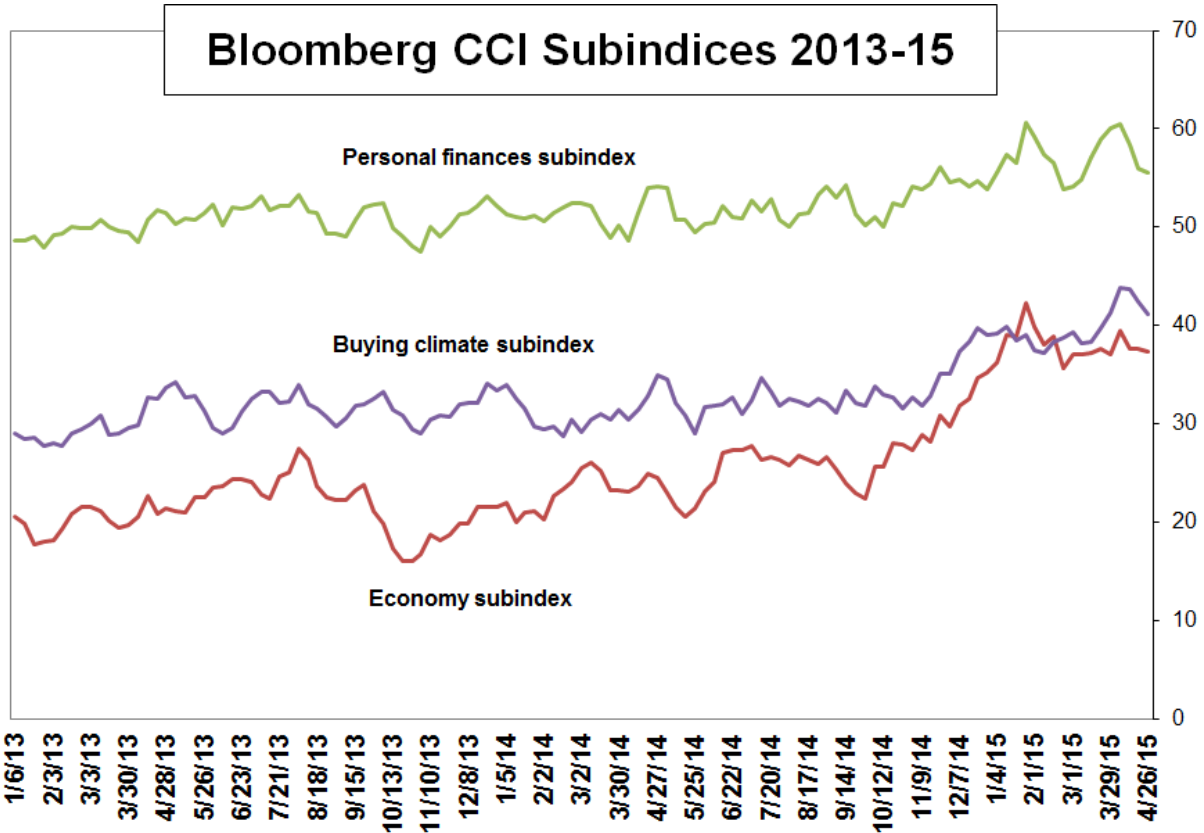
Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](#). The index is reported in a four-week rolling average; this week's results are based on a random national sample of 1,000 adults, reached by landline and cellular telephone, in the four weeks ending April 26, 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.

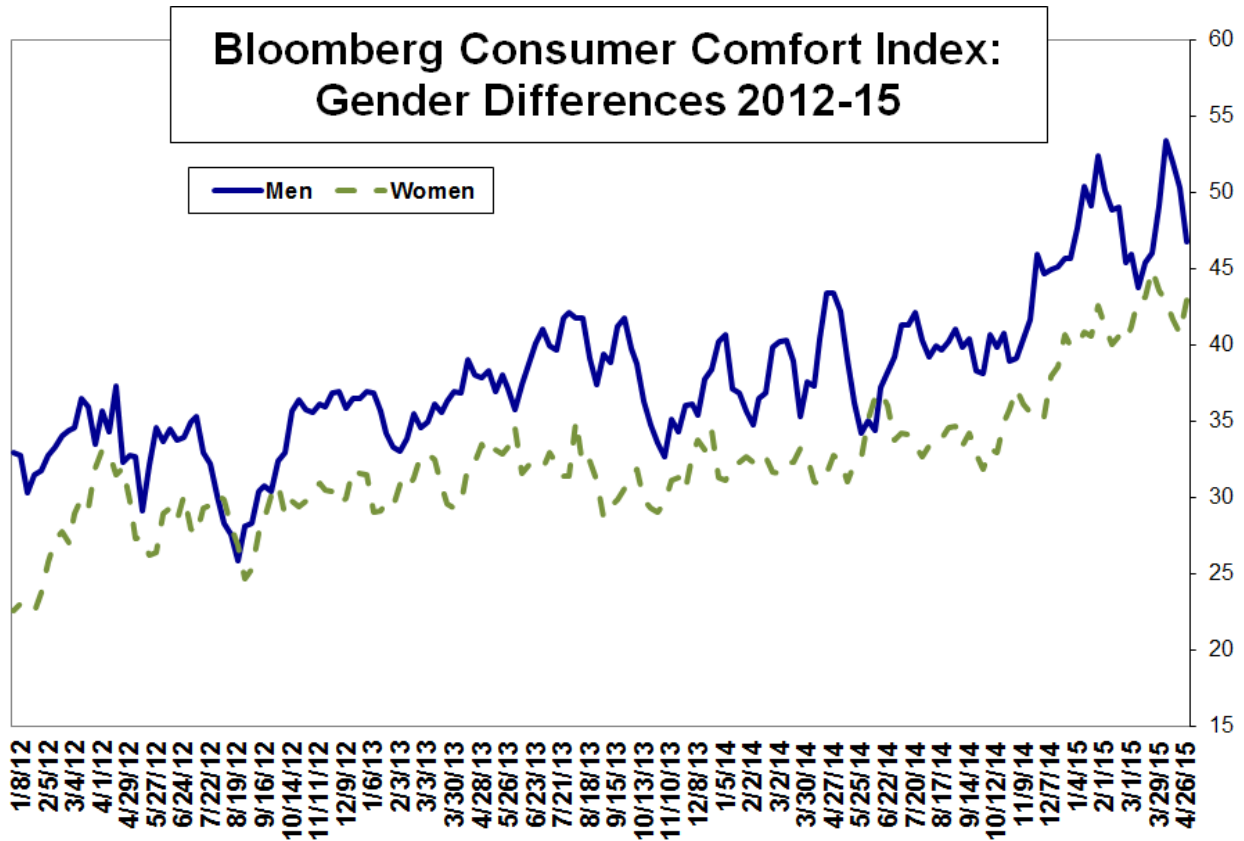
As of May 1, 2014, the index is derived by averaging the positive responses to each index question. Results can range from 0 (all negative responses for all three measures) to 100 (all positive responses for all three measures). See details [here](#). The survey began in December 1985.

04/26/15	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	44.7	45.4	46.2	47.3	37.9	47.9	33.3	39.9
State of Economy	37.3	37.6	37.1	42.3	24.5	42.3	20.6	30.3
Personal Finances	55.6	56.0	60.1	60.7	54.2	60.7	49.5	54.0
Buying Climate	41.2	42.5	41.3	39.0	35.0	43.8	29.0	35.3

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	46.7	50.3	49.1	52.4	43.4	53.4	34.2	43.0
Women	42.9	40.7	43.5	42.5	32.7	44.9	31.0	37.0
Age:								
18 - 34	46.7	46.8	49.8	47.9	42.1	52.4	32.9	42.0
35 - 44	47.8	51.2	50.0	48.0	38.4	51.2	28.7	41.2
45 - 54	41.1	40.7	41.8	45.8	35.4	45.8	30.0	36.5
55 - 64	41.6	41.6	40.4	49.4	35.6	49.4	30.2	37.8
65+	42.8	43.4	46.3	44.1	34.1	46.8	34.1	40.4
Income:								
Under \$15K	27.7	22.6	25.4	25.9	20.7	28.5	16.5	22.6
\$15K To \$24.9K	22.7	25.7	29.2	33.8	24.7	33.8	12.1	24.4
\$25K To \$39.9K	36.4	39.7	45.9	35.8	33.2	45.9	23.5	33.6
\$40K To \$49.9K	47.0	44.7	43.3	46.0	39.1	47.3	31.2	39.1
Under \$50K	32.7	32.7	36.3	34.4	28.2	36.5	22.5	29.3
Over \$50K	60.9	60.2	58.6	62.3	51.7	62.3	45.9	53.5
\$50K To \$74.9K	49.5	46.8	50.9	54.4	46.9	55.2	35.1	45.1
\$75K To \$99.9K	58.7	60.0	55.7	59.0	47.1	64.9	40.4	51.5
Over \$100K	73.7	74.1	66.8	72.1	59.9	74.1	52.9	62.6
Region:								
Northeast	44.4	43.3	41.0	43.5	39.6	46.3	28.1	38.9
Midwest	43.2	50.9	51.4	49.9	35.3	51.4	32.2	41.1
South	42.9	41.9	45.0	44.6	39.3	48.3	33.9	39.2
West	49.2	47.6	47.4	52.2	36.6	52.2	33.4	40.7
Race:								
White	45.4	46.0	45.1	47.4	37.2	47.4	33.7	40.2
Black	36.5	36.7	41.3	48.6	35.7	49.3	25.9	36.5
Politics:								
Republican	45.6	46.8	46.2	45.8	39.1	47.8	33.2	39.5
Democrat	52.8	52.5	52.7	49.9	40.1	54.2	37.0	45.3
Independent	40.8	41.1	42.1	47.3	35.6	47.3	29.8	37.1
Education:								
< High School	33.9	32.1	34.8	35.2	36.4	36.4	13.3	23.7
High Sch. Grad.	38.8	39.3	40.0	41.1	27.4	42.3	27.4	34.6
College +	50.3	51.6	52.0	52.9	44.1	53.7	38.8	46.2
Home:								
Own	49.2	50.1	49.7	53.2	39.9	53.2	37.2	43.9
Rent	36.5	37.4	41.3	38.1	34.5	41.7	24.7	33.2
Marital Status:								
Single	40.9	40.2	43.9	43.7	37.3	48.6	30.2	38.8
Married	49.8	52.2	50.4	53.6	40.9	53.6	36.9	43.7
Sep/Wid/Div	35.4	32.8	36.0	35.5	29.0	37.0	24.2	30.0
Employ. Status:								
Full-Time	52.1	53.8	53.8	55.5	42.3	56.8	36.5	45.8
Part-Time	44.8	43.4	42.0	43.3	34.8	48.7	28.9	38.8
Not Employed	35.6	35.7	39.1	39.0	34.1	41.9	28.3	33.4





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