

# LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

## Bloomberg ® Consumer Comfort Index™ Weekly Data Report

**Embargoed for Release after 9:45 a.m. Thursday, May 8, 2014**

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### Data summary for 5/8/2014

	CCI	
This week	37.1	
Last week	37.9	
2014 high	37.9	April 27
2014 low	33.5	Feb. 2
2014 average	35.3	
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 2014	Average '85-'14
National economy	23%	25	23	34
Personal finances	54	54	52	55
Buying climate	35	35	31	36

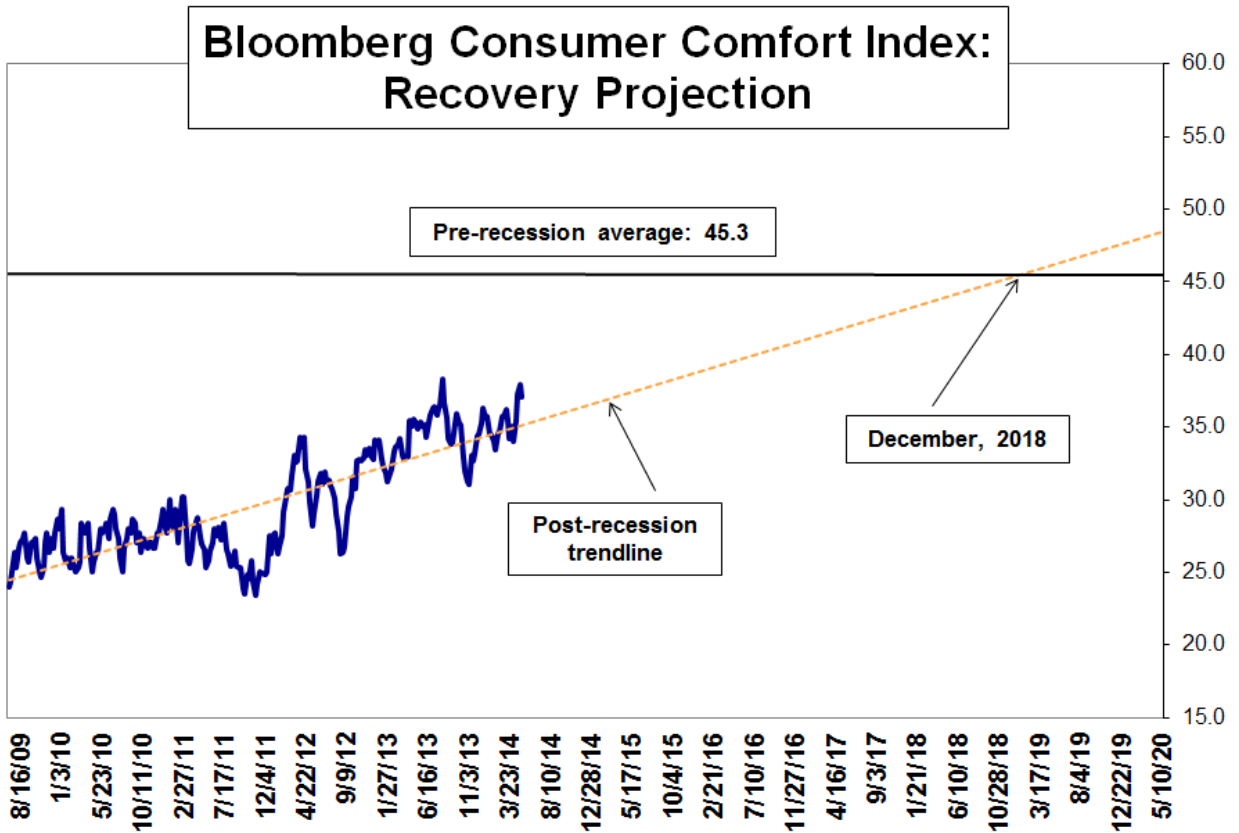
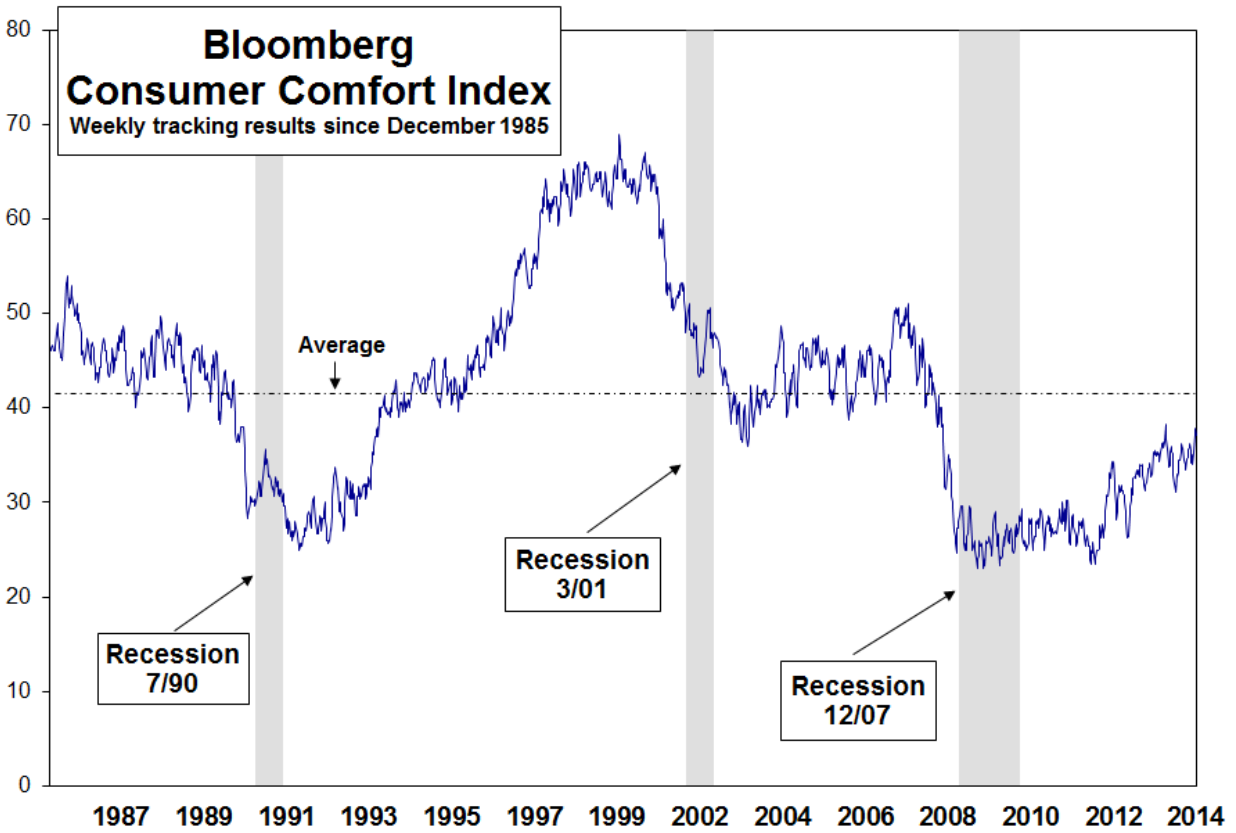
Full ratings of:	Excel -lent	Good	Not so Good	Poor
National economy	1%	22	44	33
Personal finances	7	47	29	17
Buying climate	3	31	45	21

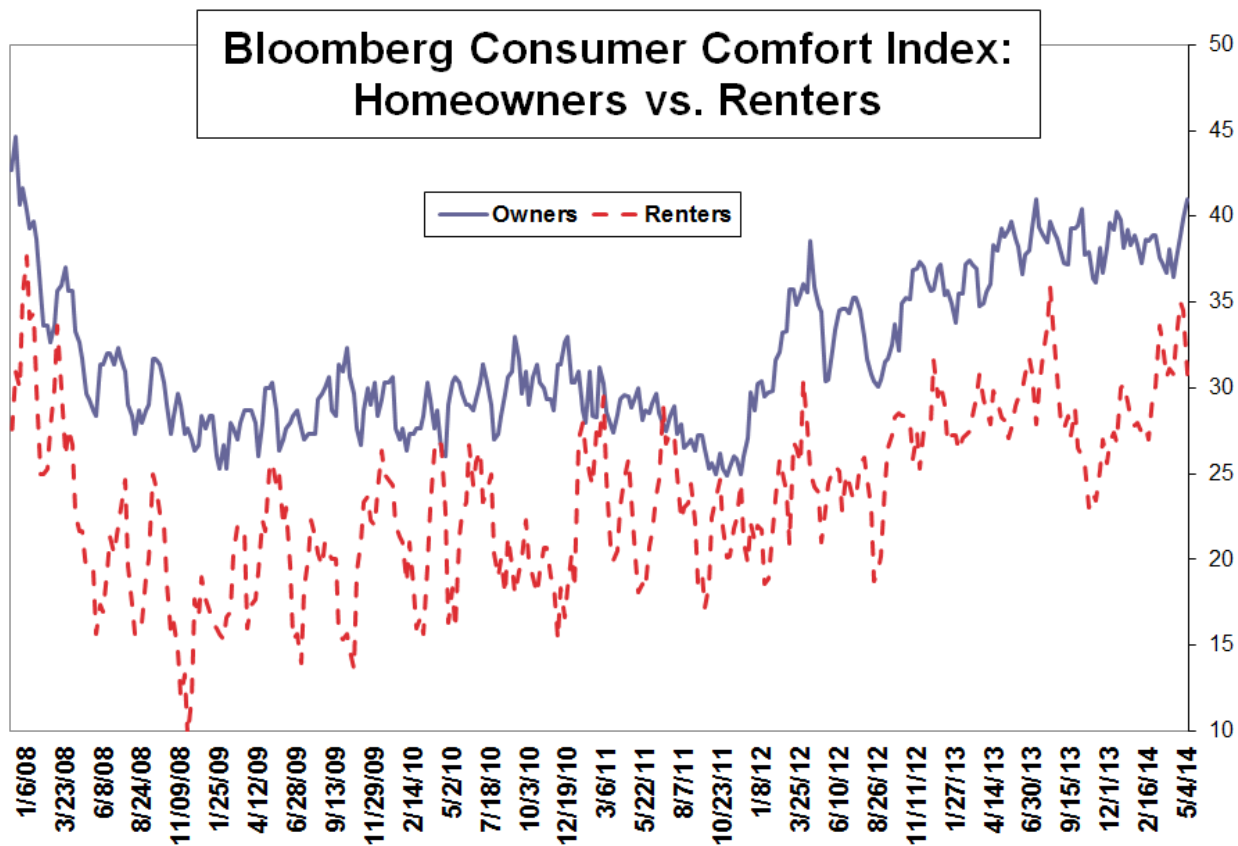
	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	70% latest Jan. 23, 2000	39% June 21 and 28, 2009
Buying climate	57% Jan. 16, 2000	18% latest Oct. 19, 2008

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 May 4, 2014. 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.

05/04/14	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	37.1	37.9	34.0	33.5	35.2	38.3	31.1	35.0
State of Economy	22.9	24.5	23.1	20.3	21.1	27.5	16.0	22.2
Personal Finances	54.0	54.2	48.6	50.6	50.4	54.2	47.5	51.2
Buying Climate	34.5	35.0	30.4	29.5	34.2	35.0	28.7	31.5
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	42.2	43.4	37.3	34.7	38.2	43.4	32.7	38.4
Women	32.4	32.7	31.0	32.3	32.6	35.0	28.6	31.8
Age:								
18 - 34	38.8	42.1	35.0	33.9	33.3	43.6	29.6	36.4
35 - 44	37.4	38.4	31.2	31.9	41.3	44.6	29.2	34.5
45 - 54	36.3	35.4	32.5	32.3	35.2	42.4	25.5	32.4
55 - 64	33.8	35.6	34.8	31.2	31.4	40.3	29.4	34.0
65+	37.7	34.1	35.2	37.6	36.0	40.1	33.3	36.7
Income:								
Under \$15K	23.1	20.7	18.5	11.4	19.4	26.2	11.4	19.2
\$15K To \$24.9K	23.8	24.7	22.5	25.5	18.4	30.3	18.4	24.2
\$25K To \$39.9K	33.1	33.2	27.3	27.2	28.0	33.8	22.6	28.6
\$40K To \$49.9K	31.4	39.1	38.8	28.5	32.1	40.5	22.7	32.8
Under \$50K	27.5	28.2	26.0	22.7	25.2	30.8	20.8	25.6
Over \$50K	50.2	51.7	45.1	47.0	48.9	52.6	44.8	47.9
\$50K To \$74.9K	46.5	46.9	34.2	44.4	47.3	47.3	33.5	39.7
\$75K To \$99.9K	45.1	47.1	43.0	44.2	43.6	59.3	37.6	46.2
Over \$100K	58.3	59.9	57.0	51.5	54.7	62.3	51.5	57.4
Region:								
Northeast	36.2	39.6	36.3	31.2	34.9	41.4	29.0	34.3
Midwest	34.4	35.3	31.3	35.0	37.4	40.7	31.3	36.0
South	40.2	39.3	33.9	34.6	35.3	40.2	27.3	34.3
West	35.5	36.6	35.1	32.1	33.5	41.7	29.9	35.7
Race:								
White	37.0	37.2	33.4	34.1	34.5	39.3	32.1	35.4
Black	38.3	35.7	34.3	26.9	35.2	38.8	25.7	31.6
Politics:								
Republican	39.0	39.1	28.9	32.5	33.7	42.3	28.7	35.0
Democrat	40.3	40.1	42.1	37.4	35.6	46.2	34.9	39.6
Independent	34.6	35.6	31.1	32.7	36.6	37.0	27.1	32.9
Education:								
< High School	36.4	36.4	18.4	20.2	23.2	36.4	17.5	23.7
High Sch. Grad.	28.6	27.4	29.5	26.3	33.1	34.6	25.5	29.7
College +	42.1	44.1	40.0	40.2	39.6	44.1	36.5	40.5
Home:								
Own	41.0	39.9	36.5	37.3	38.8	41.0	36.2	38.5
Rent	30.8	34.5	30.8	27.4	28.1	35.9	23.1	29.1
Marital Status:								
Single	37.3	37.3	33.1	30.4	35.0	40.9	28.8	34.3
Married	39.7	40.9	37.1	37.4	37.8	41.5	33.8	38.4
Sep/Wid/Div	29.1	29.0	27.5	29.5	29.5	32.4	23.3	27.5
Employ. Status:								
Full-Time	41.7	42.3	37.3	40.4	40.2	46.1	35.6	40.5
Part-Time	32.8	34.8	33.7	30.0	32.5	36.1	24.6	31.3
Not Employed	33.9	34.1	30.2	27.9	31.4	34.1	27.2	30.7





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