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Bloomberg® Consumer Comfort Index™ Weekly Data Report

Embargoed for Release after 9:45 a.m. Thursday, May 14, 2015

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Data summary for 5/14/2015

	CCI	
This week	43.5	
Last week	43.7	
2015 high	47.9	April 5
2015 low	42.7	Feb. 22
2015 average	44.9	
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	35%	36	38	34
Personal finances	56	56	57	55
Buying climate	40	40	40	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	33	40	26
Personal finances	7	49	28	16
Buying climate	4	37	42	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

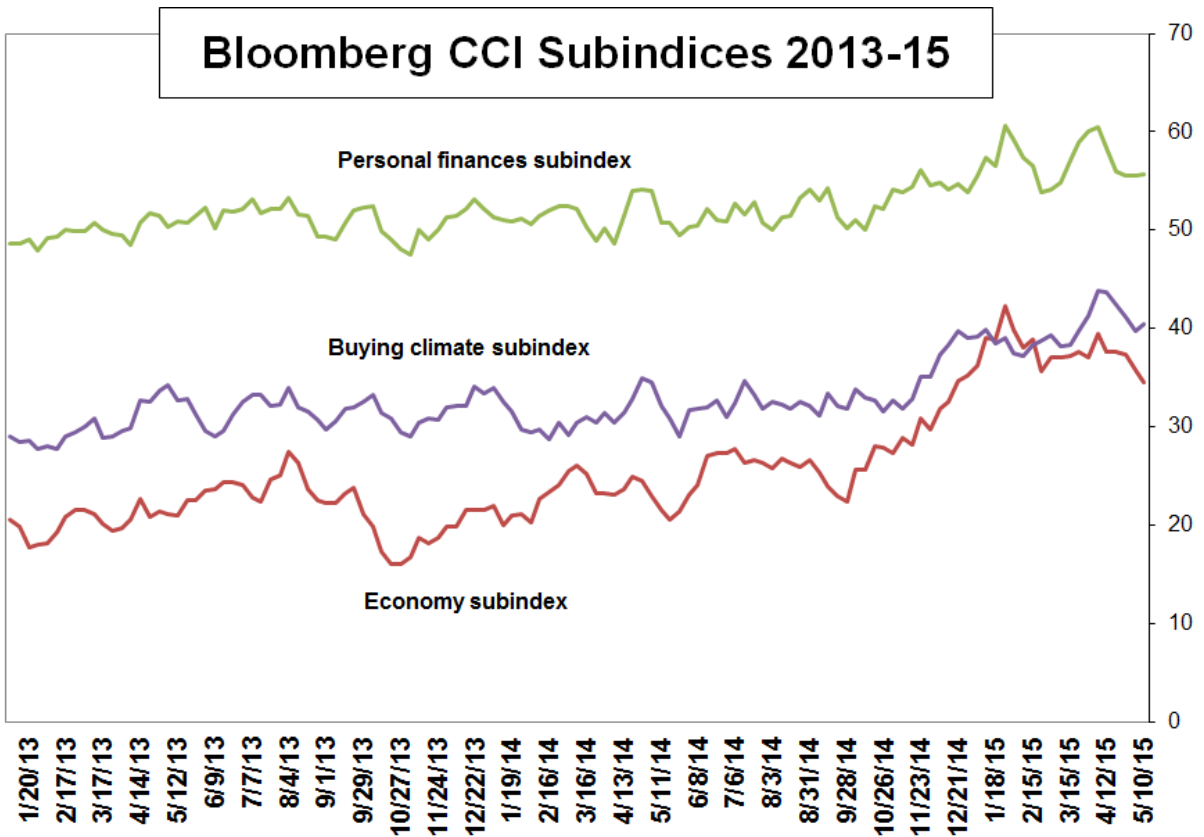
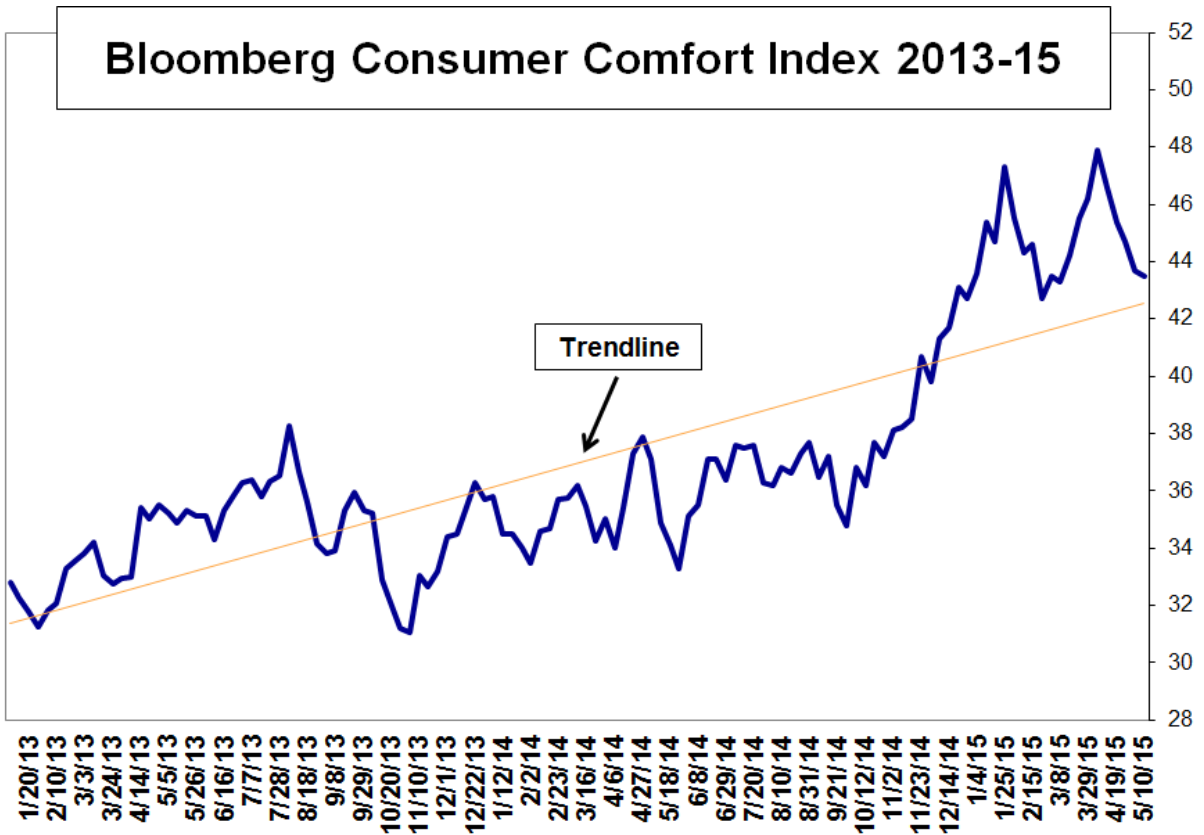
Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](#). The index is reported in a four-week rolling average; this week's results are based on a random national sample of 1,000 adults, reached by landline and cellular telephone, in the four weeks ending May 10, 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.

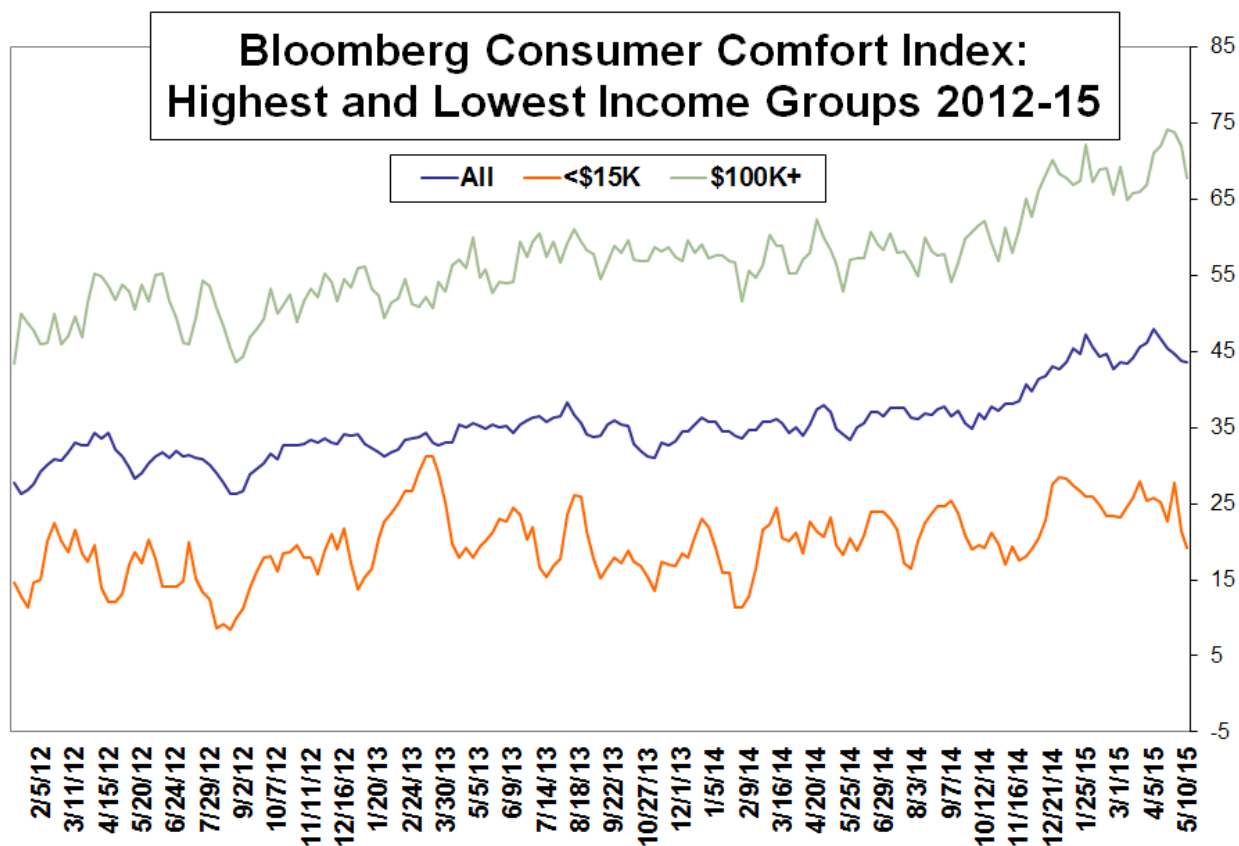
As of May 1, 2014, the index is derived by averaging the positive responses to each index question. Results can range from 0 (all negative responses for all three measures) to 100 (all positive responses for all three measures). See details [here](#). The survey began in December 1985.

05/10/15	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	43.5	43.7	46.6	44.3	34.9	47.9	33.3	40.1
State of Economy	34.5	35.8	37.7	38.1	21.5	42.3	20.6	30.8
Personal Finances	55.7	55.6	58.4	57.4	50.8	60.7	49.5	54.0
Buying Climate	40.4	39.8	43.7	37.2	32.2	43.8	29.0	35.5

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	44.1	44.0	51.9	48.8	39.0	53.4	34.2	43.0
Women	43.0	43.4	41.6	40.0	31.0	44.9	31.0	37.4
Age:								
18 - 34	46.2	46.3	50.1	45.8	35.3	52.4	32.9	42.2
35 - 44	46.3	47.7	49.0	42.3	34.4	51.2	28.7	41.6
45 - 54	37.3	39.4	42.6	41.7	35.8	45.8	30.0	36.5
55 - 64	40.5	40.3	42.8	45.7	31.8	49.4	30.2	38.0
65+	46.7	43.7	44.7	42.3	37.5	46.8	34.2	40.8
Income:								
Under \$15K	19.1	21.4	25.2	24.9	19.5	28.5	16.5	22.6
\$15K To \$24.9K	23.8	22.7	31.3	27.1	18.6	33.8	12.1	24.4
\$25K To \$39.9K	39.1	39.6	41.7	36.2	30.0	45.9	23.5	33.9
\$40K To \$49.9K	48.5	46.1	43.1	41.8	31.2	48.5	31.2	39.5
Under \$50K	31.4	31.5	34.5	32.1	24.2	36.5	22.5	29.5
Over \$50K	59.1	59.9	59.6	59.1	48.3	62.3	45.9	53.9
\$50K To \$74.9K	50.0	48.3	47.7	47.2	43.5	55.2	35.1	45.2
\$75K To \$99.9K	57.8	56.4	58.2	59.5	43.5	64.9	40.4	52.0
Over \$100K	67.8	71.9	71.9	68.9	56.5	74.1	52.9	63.0
Region:								
Northeast	42.1	42.9	45.5	42.3	30.0	46.3	28.1	39.1
Midwest	47.1	46.0	49.4	46.8	34.6	51.4	32.2	41.6
South	38.0	39.7	46.0	40.1	37.6	48.3	33.9	39.2
West	50.1	48.7	45.8	50.0	34.6	52.2	33.4	41.2
Race:								
White	44.8	45.0	46.6	41.7	35.1	47.4	33.7	40.5
Black	39.5	39.5	38.8	49.3	35.9	49.3	25.9	36.6
Politics:								
Republican	45.3	46.4	46.1	41.1	37.7	47.8	33.2	39.8
Democrat	51.4	51.7	53.2	51.2	38.6	54.2	37.0	45.8
Independent	38.1	38.6	44.2	42.1	32.0	47.3	29.8	37.2
Education:								
< High School	30.3	30.4	34.5	25.4	29.4	35.7	13.3	23.4
High Sch. Grad.	37.7	38.4	40.6	37.7	28.0	42.3	28.0	35.0
College +	49.5	49.5	52.7	52.0	39.8	53.7	38.8	46.4
Home:								
Own	48.1	48.9	50.1	48.4	39.8	53.2	37.2	44.2
Rent	35.4	35.1	41.1	38.4	26.9	41.7	24.7	33.3
Marital Status:								
Single	41.7	40.5	44.6	40.6	33.6	48.6	30.2	38.9
Married	47.4	48.5	51.2	50.6	37.3	53.6	36.9	44.0
Sep/Wid/Div	35.7	34.3	34.7	32.1	29.0	37.0	24.2	30.2
Employ. Status:								
Full-Time	49.8	50.0	55.7	51.0	39.4	56.8	36.5	46.1
Part-Time	42.2	43.9	43.1	43.0	29.6	48.7	28.9	39.2
Not Employed	37.0	36.4	36.5	36.8	31.8	41.9	28.3	33.5





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