

**Bloomberg ® Consumer Comfort Index ™ Weekly Data Report**

**Embargoed for Release after 9:45 a.m. Thursday, May 21, 2015**

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Data summary for 5/21/2015

CCI

This week 42.4

Last week 43.5

2015 high 47.9 April 5

2015 low 42.4 May 17

2015 average 44.8

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:

Average Average

Positive ratings of: This week Last week 2015 ’85-’15

National economy 33% 35 38 34

Personal finances 56 56 57 55

Buying climate 38 40 40 36

Excel Not so

Full ratings of: -lent Good Good Poor

National economy 2% 31 40 27

Personal finances 6 50 27 16

Buying climate 3 35 43 19

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

5/17/15 27 39 34

4/12/15 30 30 40

3/15/15 30 27 43

2/15/15 35 26 38

Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](http://www.langerresearch.com/" \t "_blank). 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 May17, 2015. Results of the individual CCI gauges have a 3.5-point error margin. The expectations question was asked of 500 respondents May 6-17, 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](http://www.langerresearch.com/uploads/CCI_Rebase_Announcement.pdf). The survey began in December 1985.

05/17/15 This Last 4 Wks 3 Mo. 1 Yr. 12 Mo 12 Mo 12 Mo

Week Week Ago Ago Ago High Low Avg

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Group

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GENERAL POPULATION:

Overall Index 42.4 43.5 45.4 44.6 34.1 47.9 33.3 40.2

State of Economy 32.8 34.5 37.6 38.9 20.6 42.3 20.6 31.0

Personal Finances 56.3 55.7 56.0 56.6 50.8 60.7 49.5 54.1

Buying Climate 38.1 40.4 42.5 38.4 30.9 43.8 29.0 35.7

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OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:

Men 45.2 44.1 50.3 49.0 36.2 53.4 34.2 43.2

Women 39.8 43.0 40.7 40.5 32.2 44.9 31.8 37.5

Age:

18 – 34 46.3 46.2 46.8 45.3 34.2 52.4 32.9 42.4

35 – 44 41.9 46.3 51.2 45.2 31.3 51.2 28.7 41.7

45 – 54 39.1 37.3 40.7 39.0 34.5 45.8 30.0 36.6

55 – 64 38.8 40.5 41.6 48.4 33.4 49.4 30.2 38.1

65+ 45.2 46.7 43.4 43.4 38.0 46.8 34.2 40.9

Income:

Under $15K 22.0 19.1 22.6 23.3 18.3 28.5 16.5 22.6

$15K To $24.9K 22.2 23.8 25.7 30.4 18.5 33.8 12.1 24.5

$25K To $39.9K 35.5 39.1 39.7 38.3 27.7 45.9 23.5 34.0

$40K To $49.9K 46.1 48.5 44.7 40.0 34.1 48.5 31.8 39.8

Under $50K 30.5 31.4 32.7 32.9 24.0 36.5 22.5 29.6

Over $50K 56.7 59.1 60.2 59.7 46.6 62.3 45.9 54.0

$50K To $74.9K 51.9 50.0 46.8 47.5 42.2 55.2 35.1 45.4

$75K To $99.9K 54.3 57.8 60.0 61.6 44.8 64.9 40.4 52.2

Over $100K 61.4 67.8 74.1 69.0 52.9 74.1 52.9 63.1

Region:

Northeast 43.9 42.1 43.3 44.8 28.1 46.3 28.1 39.4

Midwest 44.5 47.1 50.9 46.7 34.9 51.4 32.2 41.8

South 37.8 38.0 41.9 41.5 35.0 48.3 33.9 39.2

West 46.6 50.1 47.6 47.5 36.6 52.2 33.4 41.4

Race:

White 44.3 44.8 46.0 43.4 34.5 47.4 33.7 40.6

Black 41.5 39.5 36.7 47.3 34.5 49.3 25.9 36.7

Politics:

Republican 42.2 45.3 46.8 41.0 37.7 47.8 33.2 39.8

Democrat 50.1 51.4 52.5 52.2 37.0 54.2 37.0 46.0

Independent 39.1 38.1 41.1 42.0 31.9 47.3 29.8 37.3

Education:

< High School 28.5 30.3 32.1 26.0 25.1 35.7 13.3 23.4

High Sch. Grad. 35.7 37.7 39.3 39.1 28.8 42.3 28.5 35.1

College + 48.9 49.5 51.6 51.9 39.1 53.7 38.8 46.6

Home:

Own 46.1 48.1 50.1 49.1 38.5 53.2 37.2 44.4

Rent 36.1 35.4 37.4 38.2 26.2 41.7 24.7 33.5

Marital Status:

Single 43.6 41.7 40.2 40.1 31.9 48.6 30.2 39.1

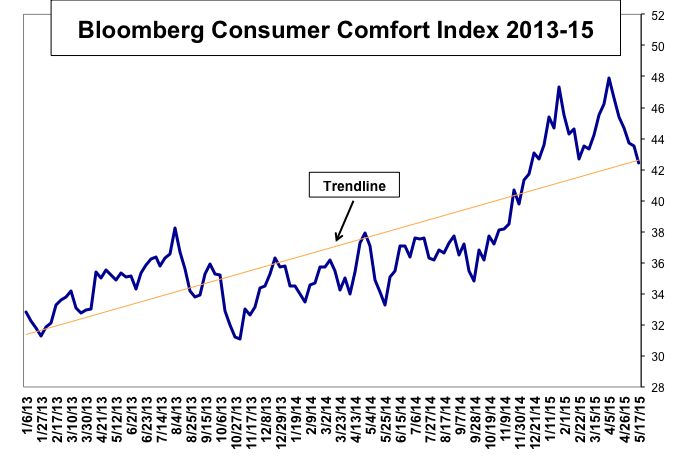
Married 43.6 47.4 52.2 50.7 37.4 53.6 36.9 44.1

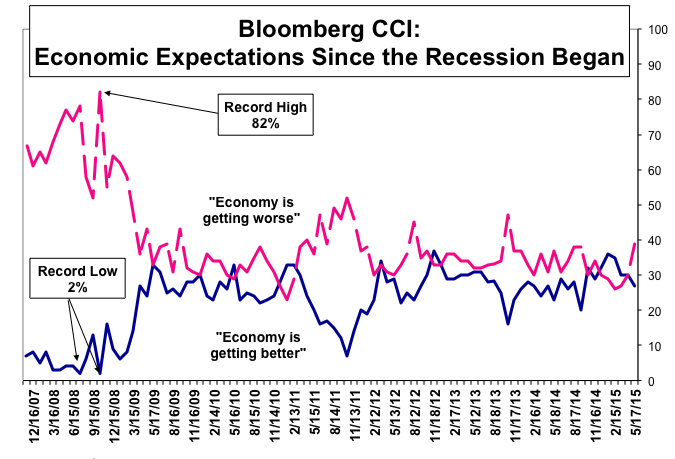
Sep/Wid/Div 36.4 35.7 32.8 34.0 27.5 37.0 24.2 30.4

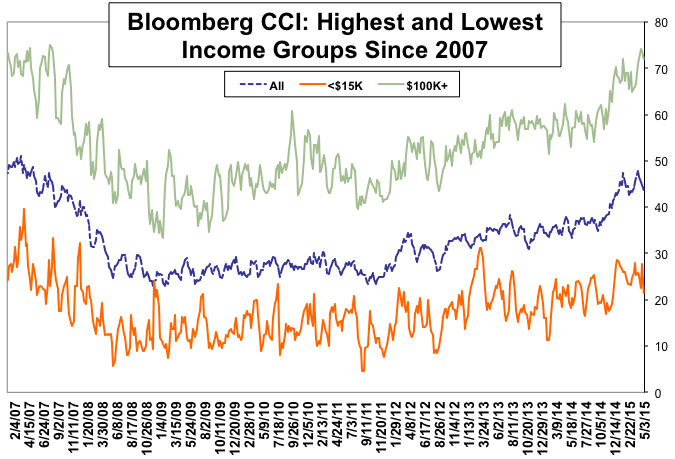
Employ. Status:

Full-Time 49.4 49.8 53.8 51.9 37.8 56.8 36.5 46.3

Part-Time 42.2 42.2 43.4 43.5 30.2 48.7 28.9 39.4







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