

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 22, 2014

**Contact: Langer Research Associates, 212 456-2621
info@langerresearch.com**

Data summary for 5/22/2014

	CCI	
This week	34.1	
Last week	34.9	
2014 high	37.9	April 27
2014 low	33.5	Feb. 2
2014 average	35.2	
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 2014	Average '85-'14
Positive ratings of:				
National economy	21%	22	23	34
Personal finances	51	51	51	55
Buying climate	31	32	31	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	1%	20	45	35
Personal finances	8	43	33	16
Buying climate	3	28	45	24

	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
5/18/14	23	37	39
4/13/14	27	31	42
3/16/14	24	36	40
2/16/14	27	30	42

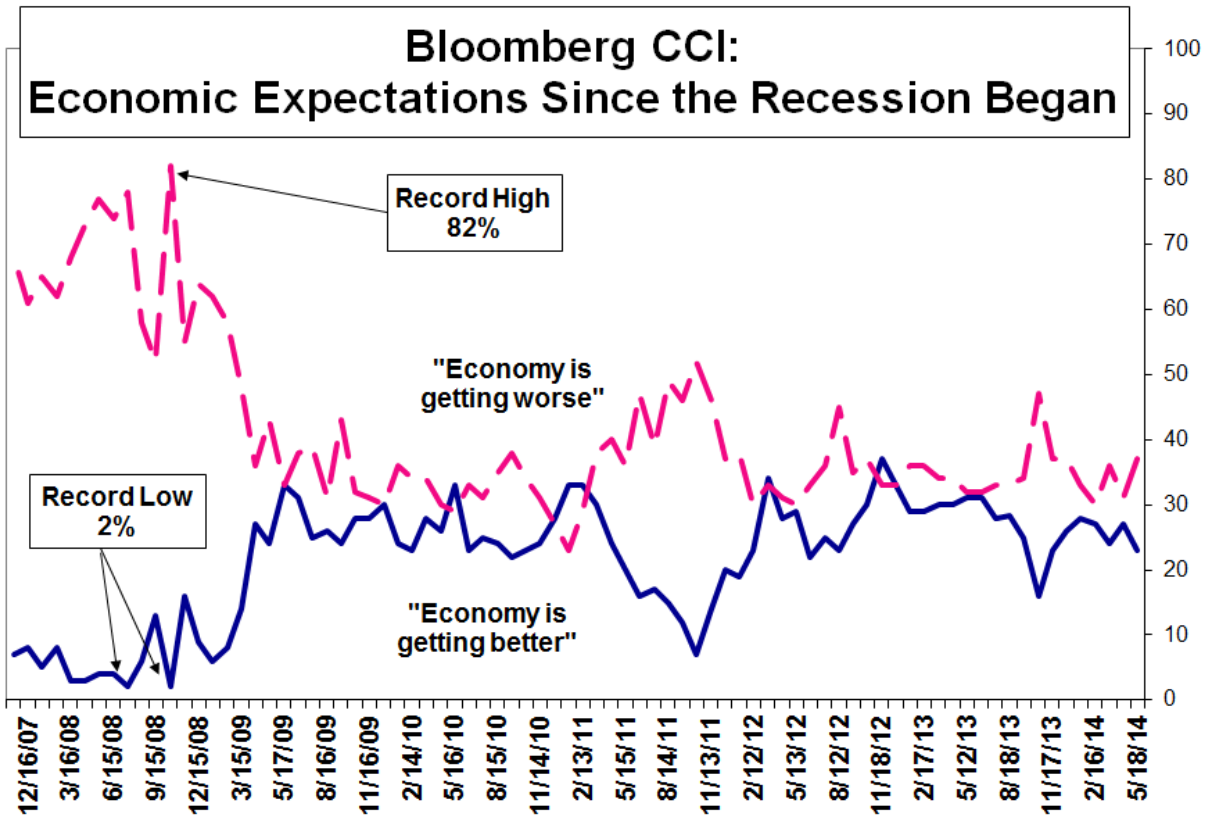
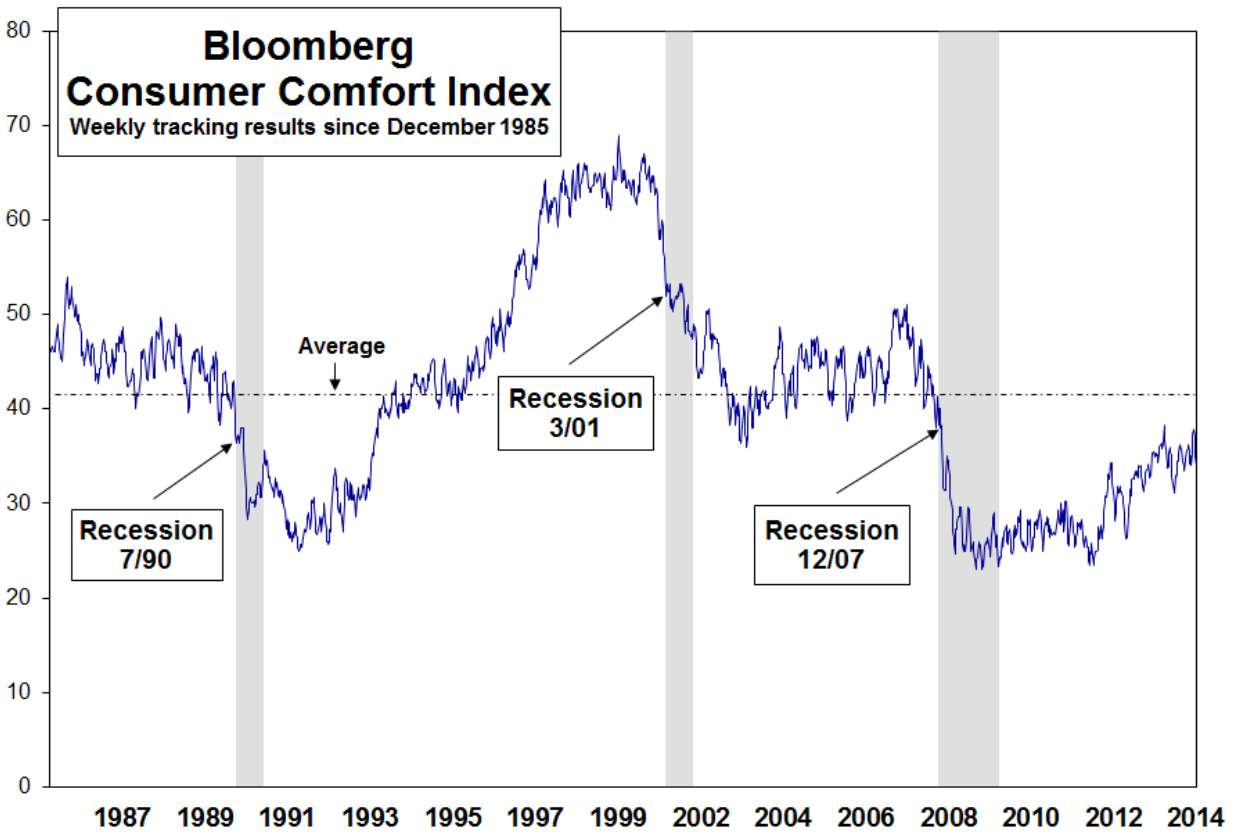
Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](#). The index is reported in a four-week rolling average; this week's results are based on a random national sample of 1,000 adults, reached by landline and cellular telephone, in the four weeks ending May 18, 2014. The results have a 3-point error margin. The expectations question was asked of 500 respondents May 7-18, 2014; that result has a 4.5-point error margin. Field work and tabulation by SSRS/Social Science Research Solutions of Media, Pa.

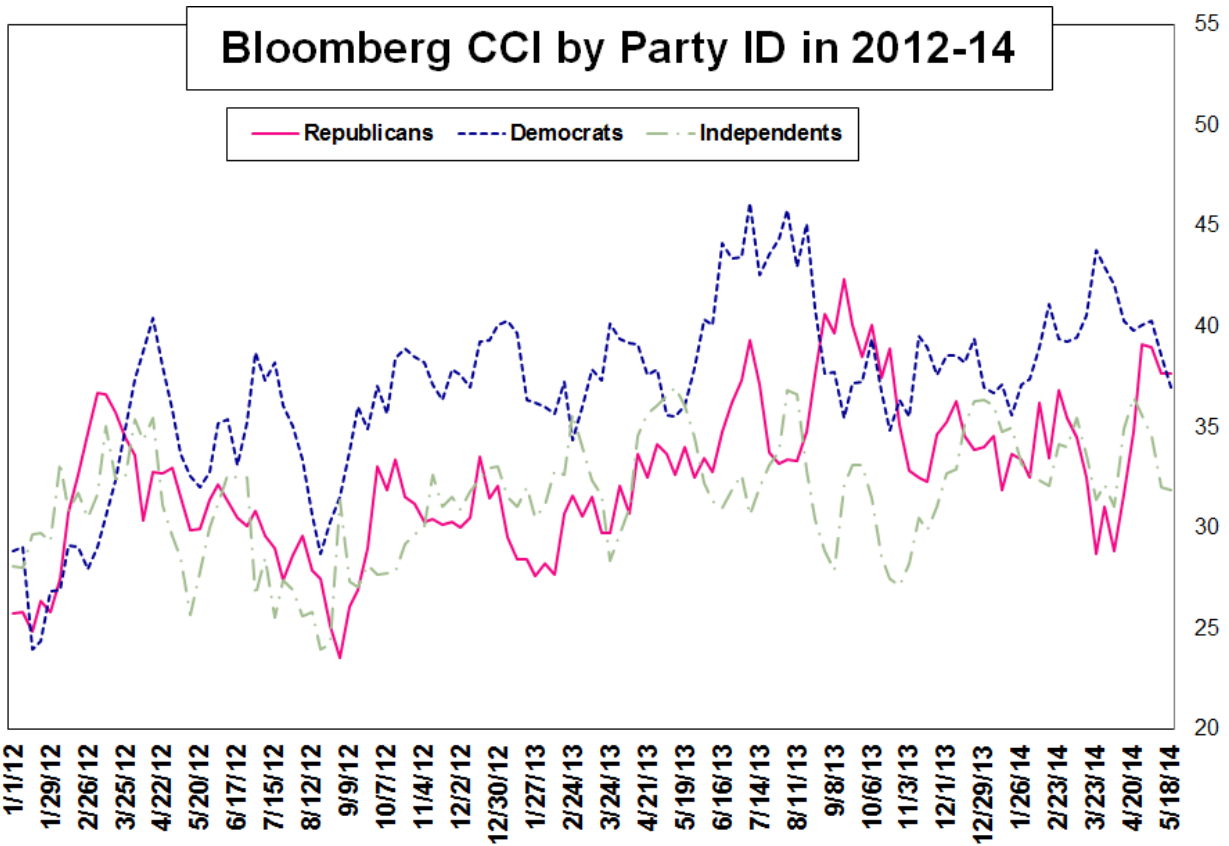
As of May 1, 2014, the index is derived by averaging the positive responses to each index question. Results can range from 0 (all negative responses for all three measures) to 100 (all positive responses for all three measures). See details [here](#). The survey began in December 1985.

05/18/14	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	34.1	34.9	37.3	34.7	35.3	38.3	31.1	35.0
State of Economy	20.6	21.5	25.0	23.4	22.5	27.5	16.0	22.2
Personal Finances	50.8	50.8	54.0	52.0	50.7	54.2	47.5	51.2
Buying Climate	30.9	32.2	32.8	28.7	32.8	35.0	28.7	31.5

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	36.2	39.0	43.4	36.8	38.0	43.4	32.7	38.4
Women	32.2	31.0	31.5	32.6	32.8	35.0	28.6	31.8
Age:								
18 - 34	34.2	35.3	41.2	34.4	34.1	43.6	29.6	36.5
35 - 44	31.3	34.4	38.2	35.3	40.3	40.3	29.2	34.1
45 - 54	34.5	35.8	34.9	33.1	33.2	42.4	25.5	32.4
55 - 64	33.4	31.8	35.5	36.2	35.6	40.3	29.4	34.0
65+	38.0	37.5	34.0	36.7	35.5	40.1	33.3	36.8
Income:								
Under \$15K	18.3	19.5	21.4	16.4	21.2	26.2	11.4	19.2
\$15K To \$24.9K	18.5	18.6	24.9	26.1	23.2	30.3	18.5	24.1
\$25K To \$39.9K	27.7	30.0	32.2	28.2	27.7	33.8	22.6	28.6
\$40K To \$49.9K	34.1	31.2	37.4	35.7	33.6	40.5	22.7	32.8
Under \$50K	24.0	24.2	27.9	25.4	26.5	30.8	20.8	25.6
Over \$50K	46.6	48.3	50.1	46.5	47.5	52.6	44.8	47.9
\$50K To \$74.9K	42.2	43.5	42.3	38.5	41.7	46.9	33.5	39.6
\$75K To \$99.9K	44.8	43.5	44.1	48.6	50.6	59.3	37.6	46.2
Over \$100K	52.9	56.5	62.3	54.7	52.7	62.3	51.5	57.4
Region:								
Northeast	28.1	30.0	40.9	36.2	37.1	41.4	28.1	34.1
Midwest	34.9	34.6	33.6	33.4	38.8	40.7	31.3	35.9
South	35.0	37.6	38.1	33.6	34.6	40.2	27.3	34.3
West	36.6	34.6	36.4	36.2	31.8	41.7	29.9	35.8
Race:								
White	34.5	35.1	36.8	35.4	34.8	39.3	32.1	35.5
Black	34.5	35.9	35.5	30.1	34.9	38.8	25.7	31.5
Politics:								
Republican	37.7	37.7	34.8	33.5	34.0	42.3	28.7	35.2
Democrat	37.0	38.6	39.8	41.1	36.1	46.2	34.9	39.6
Independent	31.9	32.0	36.5	32.1	36.1	36.9	27.1	32.7
Education:								
< High School	25.1	29.4	29.5	18.9	26.5	36.4	17.5	23.8
High Sch. Grad.	28.8	28.0	28.5	29.6	32.7	34.6	25.5	29.6
College +	39.1	39.8	43.6	41.1	38.9	44.1	36.5	40.5
Home:								
Own	38.5	39.8	38.9	38.5	39.7	41.0	36.2	38.5
Rent	26.2	26.9	35.0	27.0	27.6	35.9	23.1	29.0
Marital Status:								
Single	31.9	33.6	38.2	31.2	35.1	40.9	28.8	34.2
Married	37.4	37.3	40.2	38.6	37.9	41.5	33.8	38.4
Sep/Wid/Div	27.5	29.0	27.3	31.9	27.6	32.4	23.3	27.5
Employ. Status:								
Full-Time	37.8	39.4	41.7	39.8	39.5	46.1	35.6	40.4
Part-Time	30.2	29.6	35.2	35.5	32.1	36.1	24.6	31.2
Not Employed	31.4	31.8	32.9	29.1	31.6	34.1	27.2	30.8





The Bloomberg Consumer Comfort Index is produced by Langer Research Associates LLC (Langer). CONSUMER COMFORT INDEX™ is a trademark or service mark of Langer. BLOOMBERG® is a trademark or service mark of Bloomberg Finance L.P. Bloomberg Finance L.P. and its affiliates (collectively, "Bloomberg") or Bloomberg's licensors own all proprietary right in such mark. Neither Langer nor Bloomberg guarantee the timeliness, accuracy or completeness of any data or information relating to the Bloomberg Consumer Comfort Index. Langer and Bloomberg makes no warranty, express or implied, as to the Bloomberg Consumer Comfort Index or any data or values relating thereto or results to be obtained therefrom, and expressly disclaims all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Langer, Bloomberg, their licensors, and their respective employees, contractors, agents, suppliers and vendors shall have no liability or responsibility whatsoever for any injury or damages - whether direct, indirect, consequential, incidental, punitive or otherwise - arising in connection with the Bloomberg Consumer Comfort Index or any data or values relating thereto - whether arising from their negligence or otherwise. Nothing in the Bloomberg Consumer Comfort Index shall constitute or be construed as an offering of financial instruments or as investment advice or investment recommendations (i.e., recommendations as to whether or not to "buy," "sell," "hold" or to enter or not to enter into any other transaction involving any specific interest or interests) by Langer, Bloomberg or its affiliates or a recommendation as to an investment or other strategy by Langer, Bloomberg or its affiliates.

Click [here](#) for CCI details.

For subscription information: Langer Research Associates, info@langerresearch.com