

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

**Embargoed for Release after 9:45 a.m. Thursday, May 28, 2015**

**Contact: Langer Research Associates, 212 456-2621**

**info@langerresearch.com**

Data summary for 5/28/2015

CCI

This week 40.9

Last week 42.4

2015 high 47.9 April 5

2015 low 40.9 May 24

2015 average 44.6

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 32% 33 37 34

Personal finances 55 56 57 55

Buying climate 36 38 40 36

Excel Not so

Full ratings of: -lent Good Good Poor

National economy 3% 30 39 29

Personal finances 6 49 28 17

Buying climate 3 33 45 20

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](http://www.langerresearch.com/). 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 24, 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](http://www.langerresearch.com/uploads/CCI_Rebase_Announcement.pdf). The survey began in December 1985.

05/24/15 This Last 4 Wks 3 Mo. 1 Yr. 12 Mo 12 Mo 12 Mo

Week Week Ago Ago Ago High Low Avg

----- ----- ----- ----- ----- ----- ----- -----

Group

--------

GENERAL POPULATION:

Overall Index 40.9 42.4 44.7 42.7 33.3 47.9 33.3 40.4

State of Economy 32.3 32.8 37.3 35.7 21.4 42.3 21.4 31.2

Personal Finances 54.9 56.3 55.6 53.8 49.5 60.7 49.5 54.2

Buying Climate 35.5 38.1 41.2 38.7 29.0 43.8 29.0 35.7

-------------------------------------------------------------------

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:

Men 46.1 45.2 46.7 45.4 34.2 53.4 34.2 43.3

Women 36.0 39.8 42.9 40.2 32.5 44.9 31.8 37.6

Age:

18 – 34 46.0 46.3 46.7 45.2 35.6 52.4 32.9 42.6

35 – 44 39.8 41.9 47.8 42.4 28.7 51.2 28.7 41.9

45 – 54 37.3 39.1 41.1 35.8 31.9 45.8 30.0 36.7

55 – 64 35.5 38.8 41.6 45.1 32.8 49.4 30.2 38.2

65+ 44.8 45.2 42.8 40.8 37.4 46.8 34.2 41.0

Income:

Under $15K 23.4 22.0 27.7 23.3 20.4 28.5 16.5 22.7

$15K To $24.9K 23.2 22.2 22.7 28.6 12.1 33.8 12.1 24.6

$25K To $39.9K 34.7 35.5 36.4 34.2 25.0 45.9 23.5 34.1

$40K To $49.9K 45.4 46.1 47.0 43.4 33.6 48.5 31.8 40.0

Under $50K 30.7 30.5 32.7 31.2 22.5 36.5 22.5 29.7

Over $50K 52.3 56.7 60.9 56.3 47.1 62.3 45.9 54.1

$50K To $74.9K 43.5 51.9 49.5 45.5 38.6 55.2 35.1 45.4

$75K To $99.9K 51.5 54.3 58.7 55.9 45.2 64.9 40.4 52.3

Over $100K 59.0 61.4 73.7 65.6 57.0 74.1 54.1 63.2

Region:

Northeast 41.3 43.9 44.4 43.1 29.0 46.3 31.5 39.6

Midwest 45.4 44.5 43.2 42.9 32.6 51.4 32.2 42.0

South 35.2 37.8 42.9 41.4 34.6 48.3 33.9 39.2

West 45.6 46.6 49.2 44.3 35.2 52.2 33.4 41.6

Race:

White 42.6 44.3 45.4 41.6 33.7 47.4 33.7 40.8

Black 42.8 41.5 36.5 47.0 32.0 49.3 25.9 36.9

Politics:

Republican 41.3 42.2 45.6 38.2 35.0 47.8 33.2 39.9

Democrat 48.3 50.1 52.8 50.4 37.8 54.2 37.8 46.2

Independent 37.7 39.1 40.8 40.2 30.8 47.3 29.8 37.4

Education:

< High School 22.0 28.5 33.9 20.8 19.2 35.7 13.3 23.4

High Sch. Grad. 34.9 35.7 38.8 36.6 28.5 42.3 28.5 35.2

College + 48.2 48.9 50.3 50.9 38.8 53.7 38.8 46.8

Home:

Own 43.5 46.1 49.2 47.0 37.2 53.2 37.2 44.5

Rent 37.4 36.1 36.5 36.3 26.6 41.7 24.7 33.7

Marital Status:

Single 43.3 43.6 40.9 38.9 31.2 48.6 30.2 39.3

Married 42.1 43.6 49.8 48.4 36.9 53.6 36.9 44.2

Sep/Wid/Div 33.0 36.4 35.4 32.8 25.5 37.0 24.2 30.5

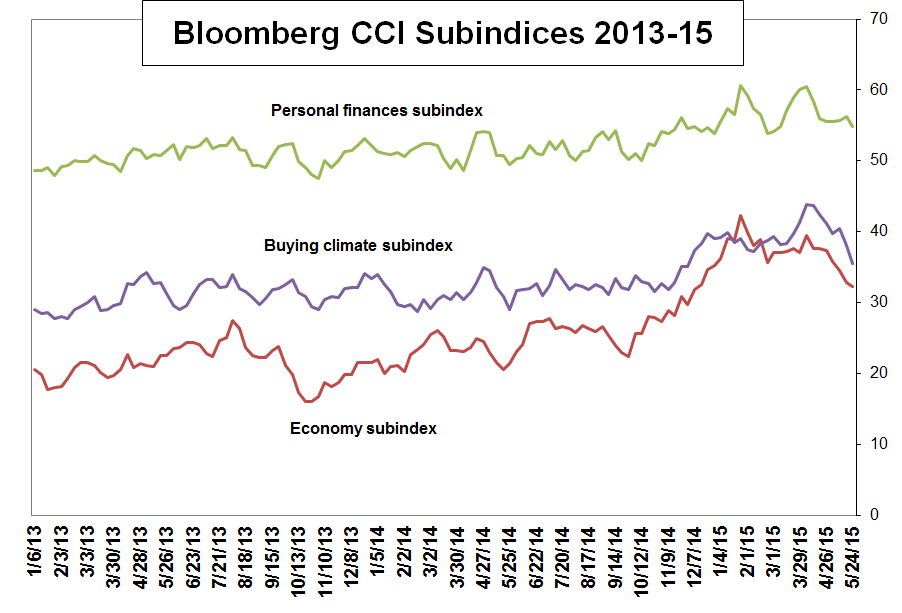
Employ. Status:

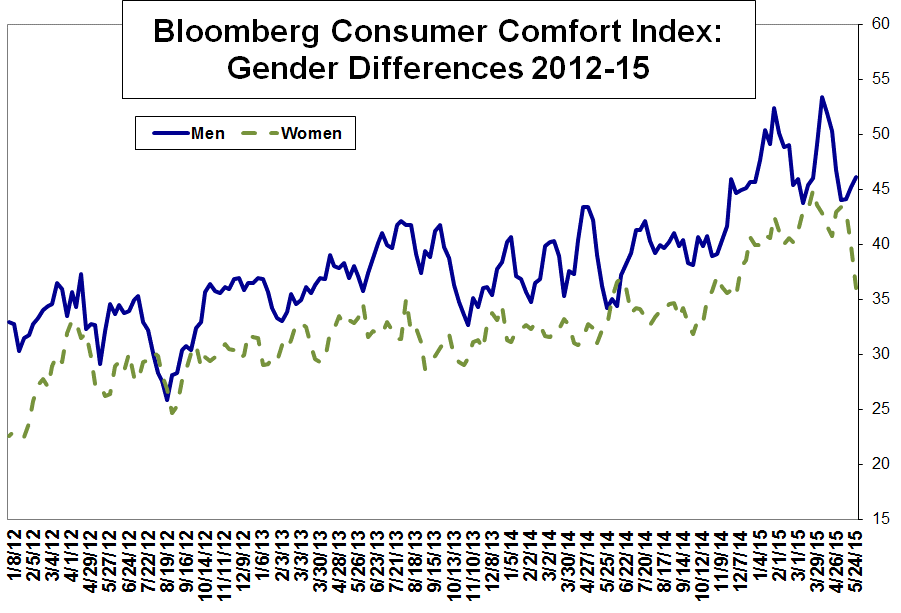
Full-Time 47.5 49.4 52.1 48.8 36.5 56.8 36.5 46.4

Part-Time 40.9 42.2 44.8 43.4 28.9 48.7 28.9 39.6

Not Employed 33.6 34.6 35.6 35.0 31.1 41.9 28.3 33.6







*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 make 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 disclaim 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**](http://www.langerresearch.com/content.php?i=7) **for CCI details.**

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