

# LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

## Bloomberg ® Consumer Comfort Index™ Weekly Data Report

**Embargoed for Release after 9:45 a.m. Thursday, August 14, 2014**

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

### Data summary for 8/14/2014

	CCI	
This week	36.8	
Last week	36.2	
2014 high	37.9	April 27
2014 low	33.3	May 25
2014 average	35.7	
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	27%	26	24	34
Personal finances	51	50	51	55
Buying climate	32	33	32	36

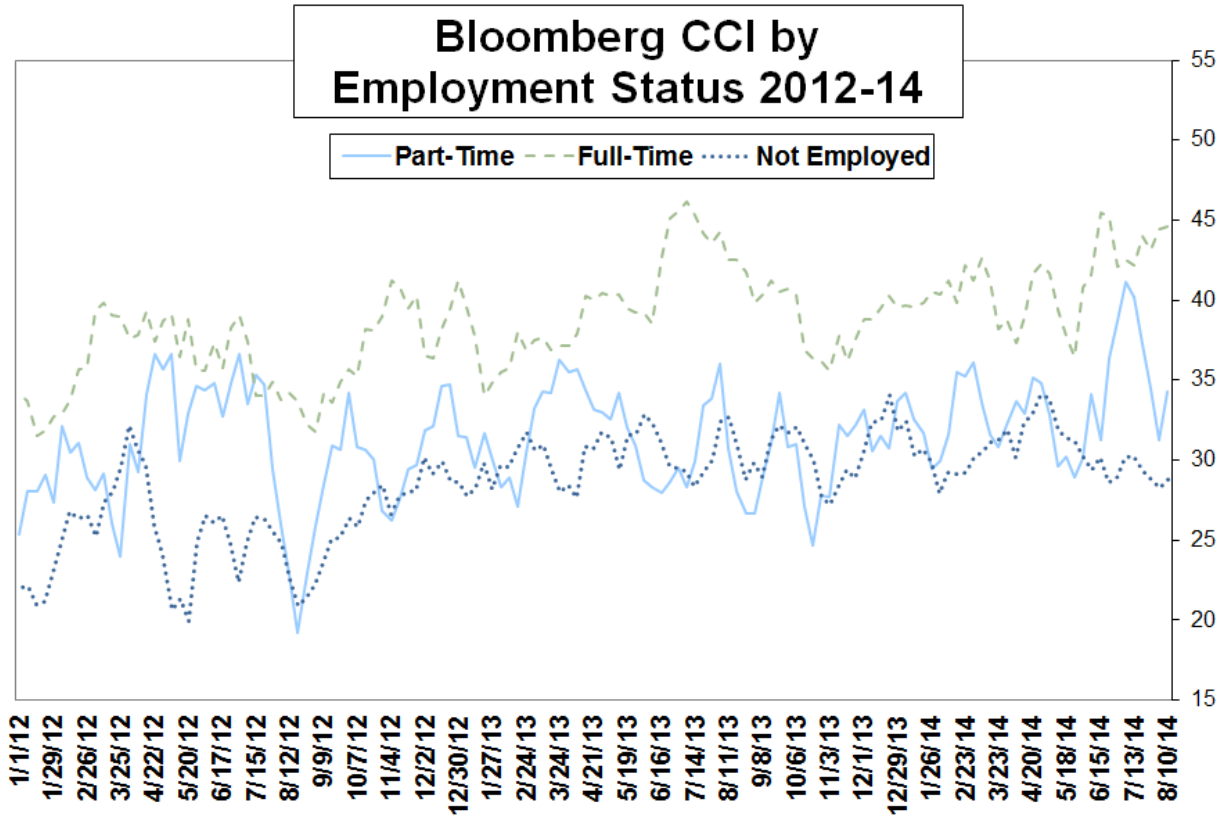
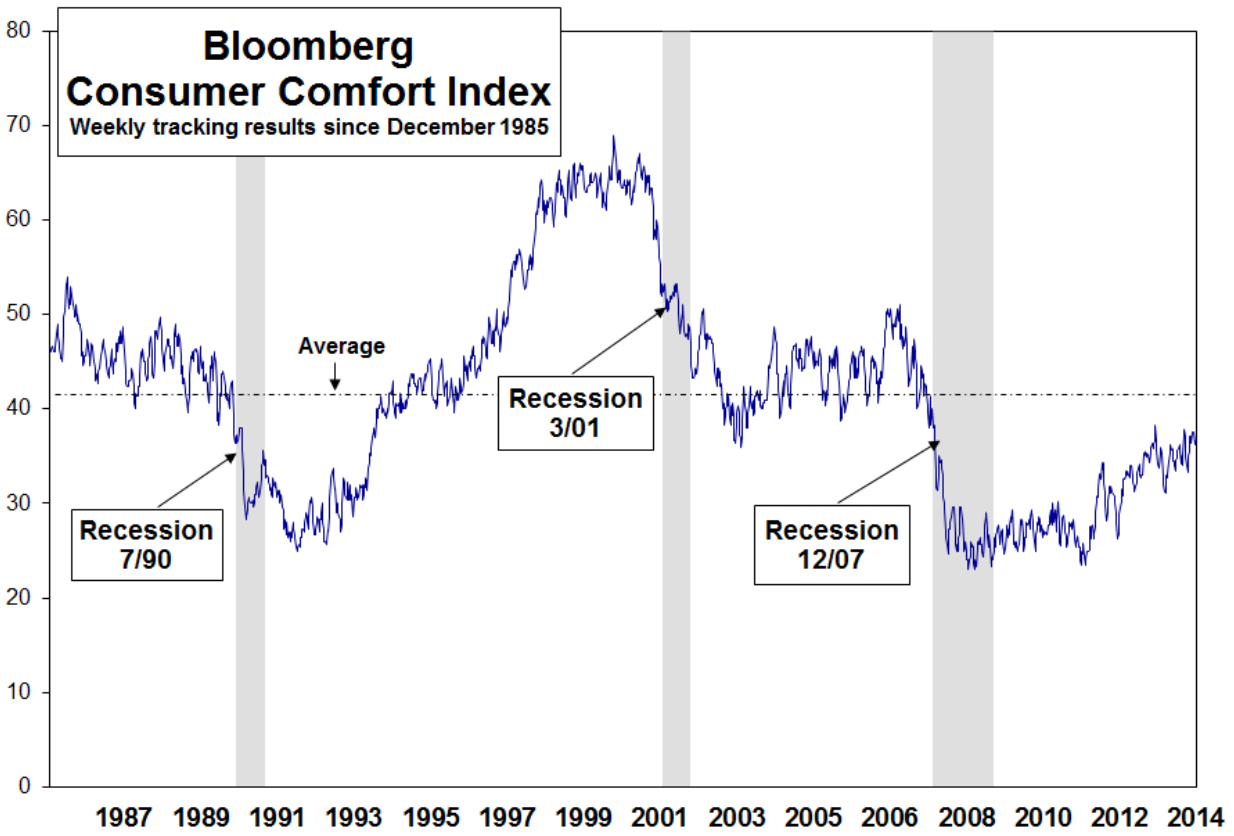
Full ratings of:	Excel -lent	Good	Not so Good	Poor
National economy	2%	25	43	31
Personal finances	6	45	32	17
Buying climate	3	29	46	22

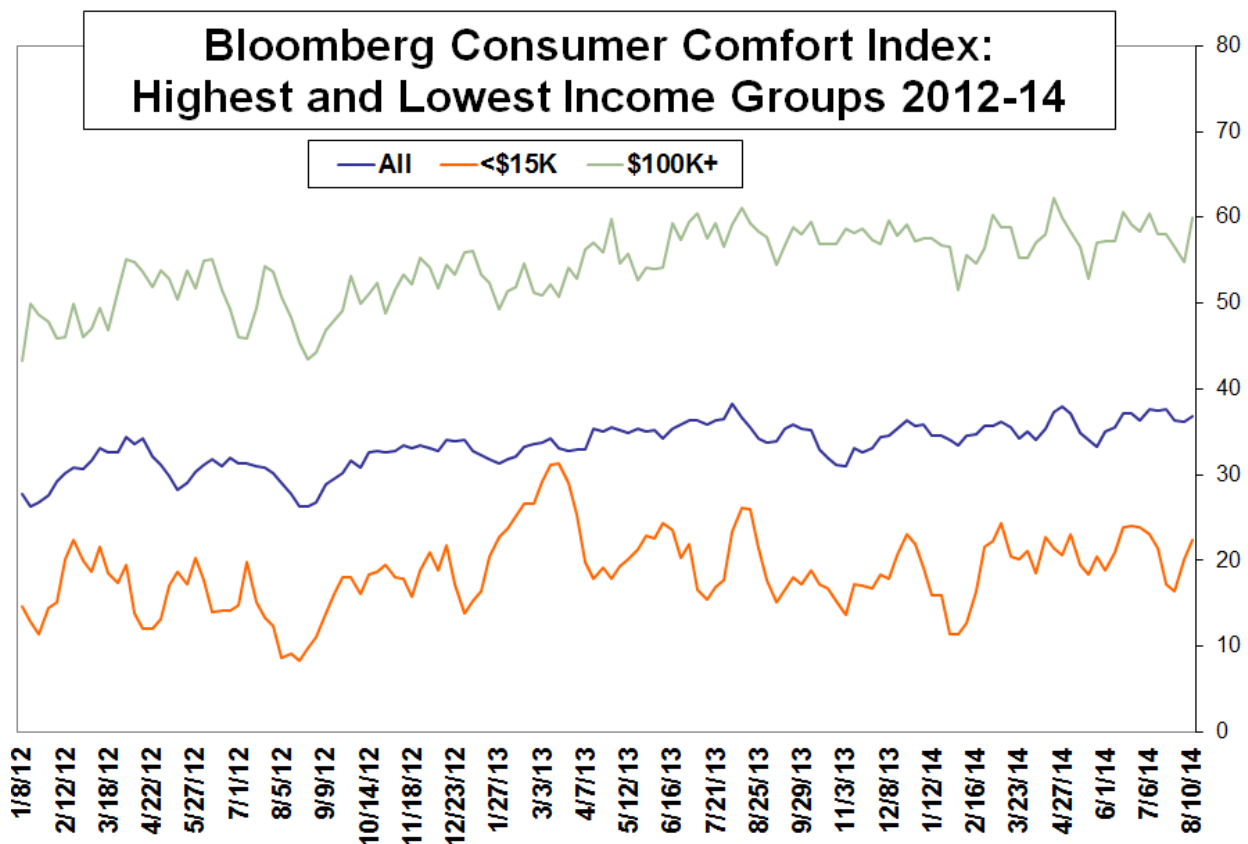
	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	70% latest Jan. 23, 2000	39% June 21 and 28, 2009
Buying climate	57% Jan. 16, 2000	18% latest Oct. 19, 2008

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 August 10, 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.

08/10/14	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	36.8	36.2	37.5	34.9	36.7	37.9	31.1	35.1
State of Economy	26.8	25.8	26.4	21.5	26.4	27.7	16.0	22.6
Personal Finances	51.3	50.1	51.6	50.8	51.6	54.2	47.5	51.0
Buying Climate	32.3	32.6	34.7	32.2	32.0	35.0	28.7	31.6
-----								
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	39.9	39.2	41.3	39.0	41.8	43.4	32.7	38.2
Women	33.9	33.4	34.1	31.0	32.0	36.9	28.6	32.2
Age:								
18 - 34	40.1	38.1	41.2	35.3	40.1	42.7	29.6	37.1
35 - 44	39.4	41.2	36.7	34.4	31.3	41.2	28.7	34.2
45 - 54	36.1	34.7	32.3	35.8	42.4	42.4	25.5	32.4
55 - 64	32.5	32.5	35.2	31.8	34.1	40.3	29.4	33.9
65+	34.2	34.7	39.7	37.5	33.3	40.1	33.3	36.6
Income:								
Under \$15K	22.4	20.1	21.5	19.5	26.2	26.2	11.4	19.3
\$15K To \$24.9K	18.9	15.9	20.1	18.6	23.9	28.1	12.1	22.8
\$25K To \$39.9K	31.4	33.0	31.3	30.0	30.9	33.8	22.6	28.6
\$40K To \$49.9K	35.6	37.7	38.2	31.2	36.1	42.6	22.7	33.2
Under \$50K	27.1	26.8	27.3	24.2	29.2	29.2	20.8	25.4
Over \$50K	51.4	49.3	49.3	48.3	48.3	52.0	44.8	48.0
\$50K To \$74.9K	41.7	41.3	38.0	43.5	41.0	46.9	33.5	39.5
\$75K To \$99.9K	52.7	52.9	52.8	43.5	41.9	59.3	37.6	46.1
Over \$100K	60.0	54.8	58.0	56.5	61.1	62.3	51.5	57.7
Region:								
Northeast	35.4	31.5	36.1	30.0	35.3	41.4	28.1	34.4
Midwest	35.7	32.8	37.8	34.6	39.1	40.5	31.3	35.4
South	37.8	37.4	34.2	37.6	34.3	40.2	27.3	34.7
West	37.4	41.0	43.6	34.6	39.4	43.6	29.9	36.1
Race:								
White	37.3	36.2	37.7	35.1	37.3	38.1	32.1	35.4
Black	34.9	33.7	31.2	35.9	35.7	38.8	25.7	31.1
Politics:								
Republican	35.6	33.8	35.8	37.7	33.3	42.3	28.7	35.6
Democrat	42.3	43.0	41.2	38.6	43.0	45.1	34.9	39.3
Independent	35.2	32.8	36.2	32.0	36.6	36.6	27.1	32.9
Education:								
< High School	21.8	20.3	20.7	29.4	27.6	36.4	17.5	22.7
High Sch. Grad.	32.9	30.7	33.7	28.0	32.3	35.5	25.5	29.7
College +	42.0	42.2	43.1	39.8	41.7	44.1	36.5	40.7
Home:								
Own	40.0	39.2	41.0	39.8	39.1	41.2	36.2	38.6
Rent	31.1	30.6	31.2	26.9	32.6	35.0	23.1	29.1
Marital Status:								
Single	34.5	33.4	37.3	33.6	36.9	40.4	28.8	34.4
Married	41.0	41.2	41.4	37.3	41.1	41.8	33.8	38.5
Sep/Wid/Div	28.1	26.4	26.9	29.0	26.6	32.4	23.3	27.1
Employ. Status:								
Full-Time	44.6	44.4	42.2	39.4	42.5	45.5	35.6	40.4
Part-Time	34.3	31.3	40.2	29.6	30.8	41.1	24.6	32.1
Not Employed	28.8	28.3	30.3	31.8	32.7	34.1	27.2	30.5





*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](#) for CCI details.

For subscription information: Langer Research Associates, [info@langerresearch.com](mailto:info@langerresearch.com)