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SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

Bloomberg ® Consumer Comfort Index™ Weekly Data Report

Embargoed for Release after 9:45 a.m. Thursday, August 21, 2014

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Data summary for 8/21/2014

	CCI	
This week	36.6	
Last week	36.8	
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:

	This week	Last week	Average 2014	Average '85-'14
Positive ratings of:				
National economy	26%	27	24	34
Personal finances	52	51	51	55
Buying climate	32	32	32	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	24	43	31
Personal finances	6	45	31	18
Buying climate	4	28	44	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
8/17/14	28	38	34
7/13/14	26	34	40
6/15/14	29	31	39
5/18/14	23	37	39

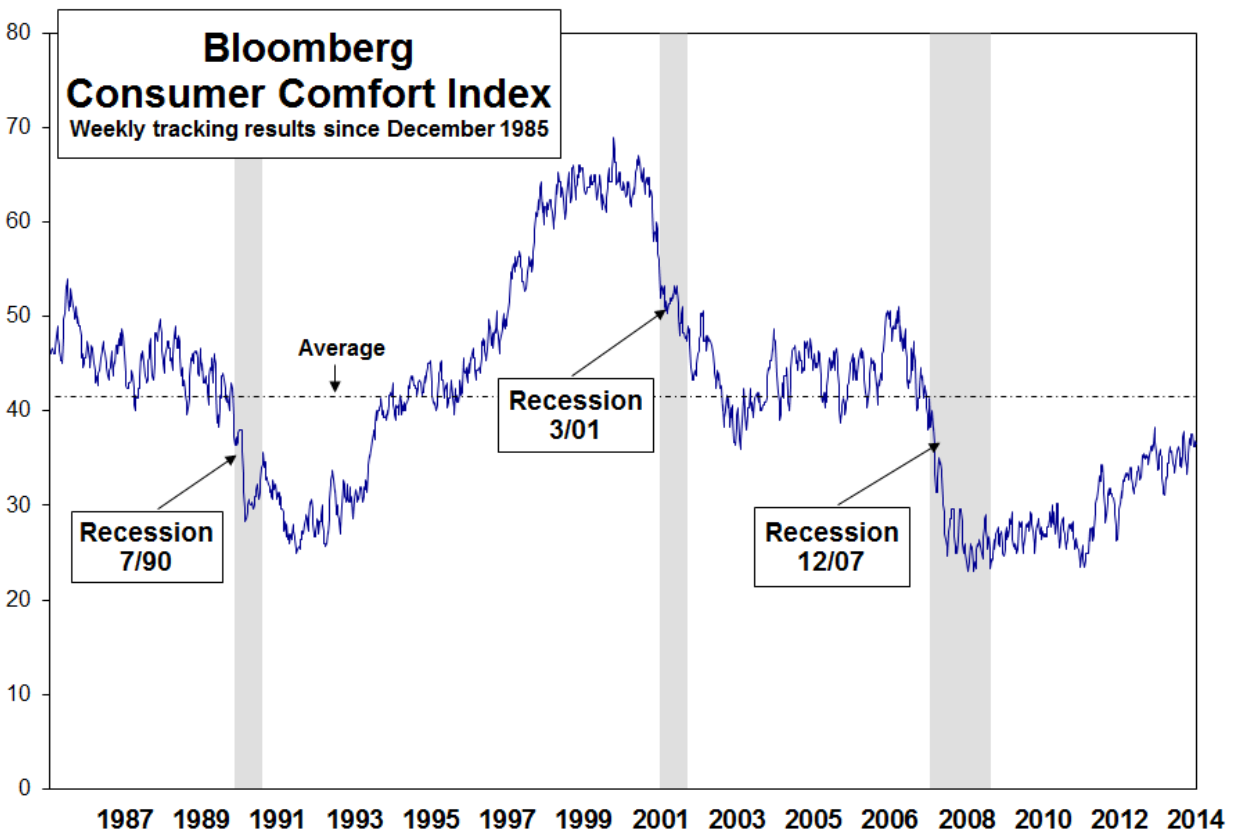
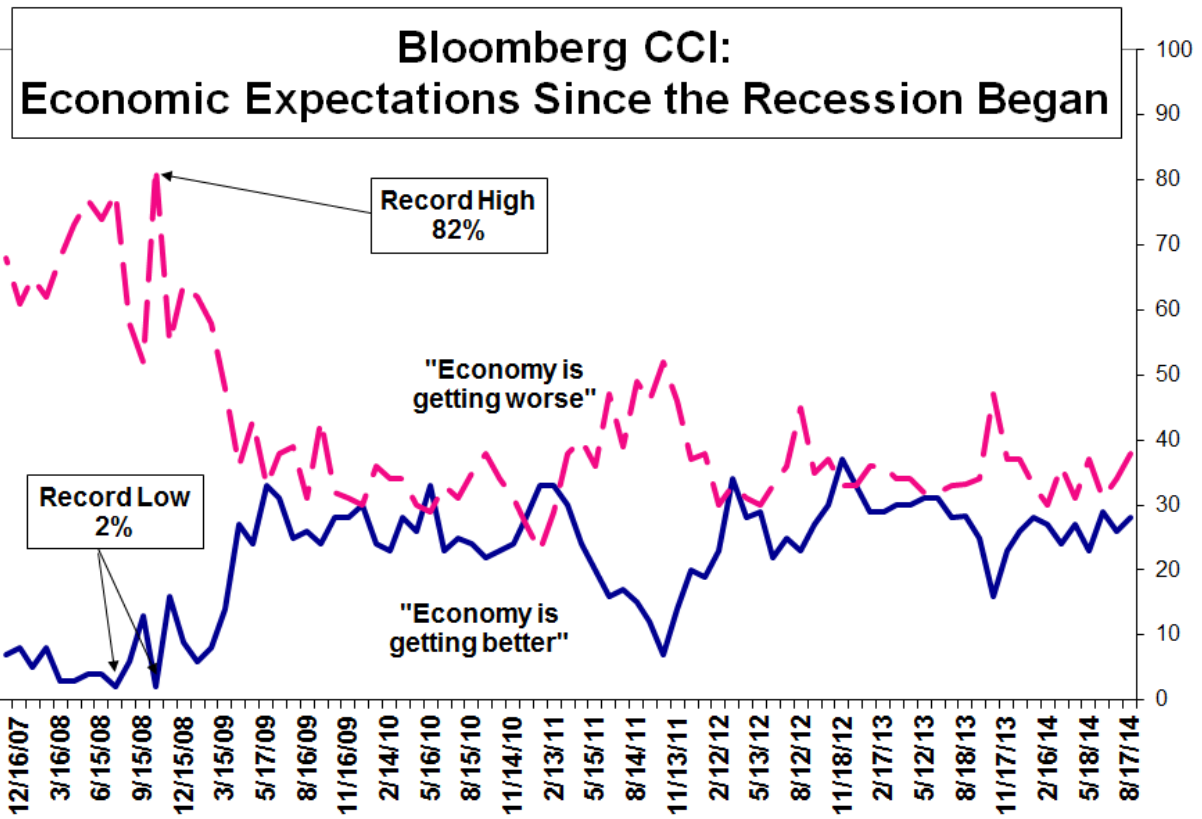
Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](#). The index is reported in a four-week rolling average; this week's results are based on a random national sample of 1,000 adults, reached by landline and cellular telephone, in the four weeks ending Aug. 17, 2014. Results of the individual CCI gauges have a 3.5-point error margin. The expectations question was asked of 500 respondents Aug. 6-17, 2014; that result has a 4.5-point error margin. Field work and tabulation by SSRS of Media, Pa.

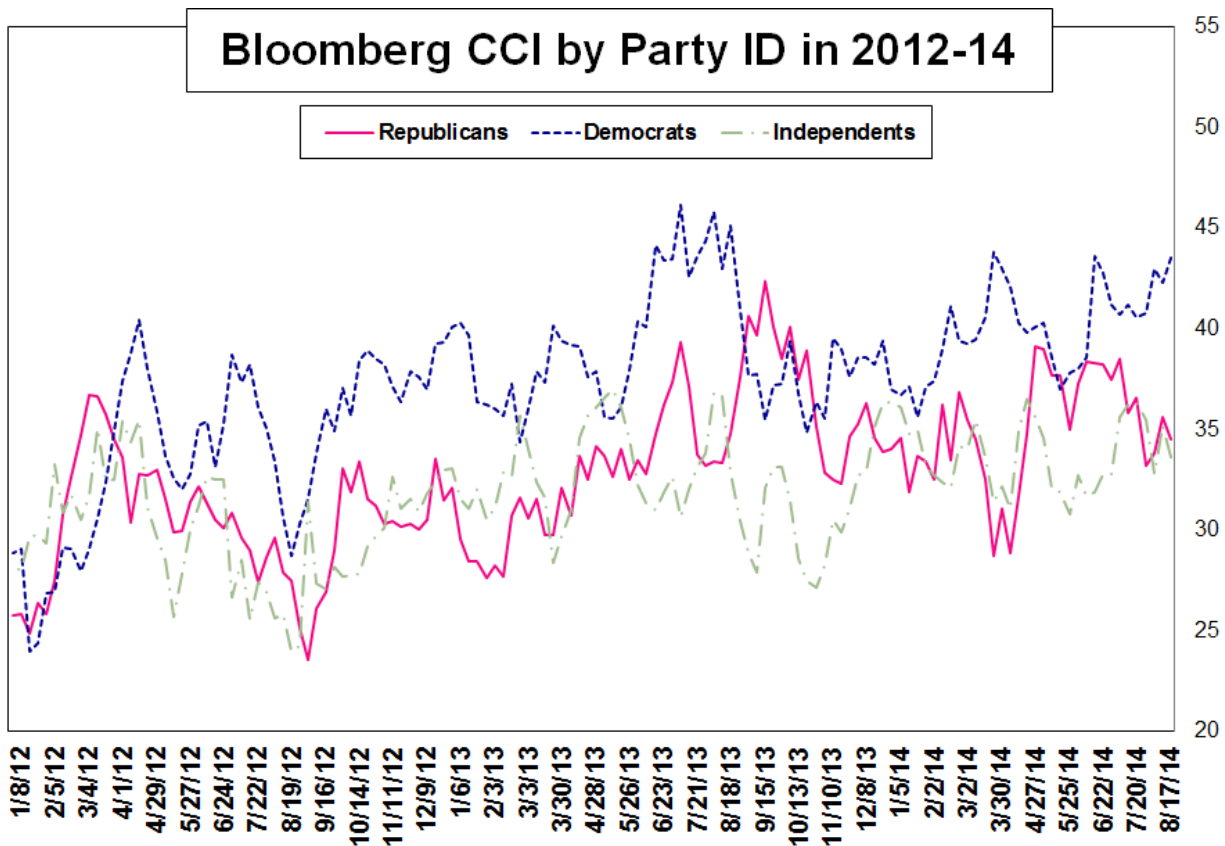
As of May 1, 2014, the index is derived by averaging the positive responses to each index question. Results can range from 0 (all negative responses for all three measures) to 100 (all positive responses for all three measures). See details [here](#). The survey began in December 1985.

08/17/14	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	36.6	36.8	37.6	34.1	35.6	37.9	31.1	35.1
State of Economy	26.4	26.8	26.6	20.6	23.7	27.7	16.0	22.6
Personal Finances	51.5	51.3	52.9	50.8	51.5	54.2	47.5	51.0
Buying Climate	31.8	32.3	33.3	30.9	31.6	35.0	28.7	31.6

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	39.6	39.9	42.1	36.2	39.1	43.4	32.7	38.1
Women	33.8	33.9	33.4	32.2	32.4	36.9	28.6	32.2
Age:								
18 - 34	37.0	40.1	39.9	34.2	41.2	42.7	29.6	37.0
35 - 44	41.5	39.4	38.6	31.3	30.6	41.5	28.7	34.4
45 - 54	37.2	36.1	35.0	34.5	37.0	37.2	25.5	32.3
55 - 64	30.2	32.5	34.8	33.4	32.4	40.3	29.4	33.8
65+	36.1	34.2	39.0	38.0	34.1	40.1	33.5	36.6
Income:								
Under \$15K	23.7	22.4	17.2	18.3	26.0	26.0	11.4	19.3
\$15K To \$24.9K	20.0	18.9	22.3	18.5	25.6	28.1	12.1	22.7
\$25K To \$39.9K	33.9	31.4	30.1	27.7	29.4	33.9	22.6	28.6
\$40K To \$49.9K	34.9	35.6	38.9	34.1	33.0	42.6	22.7	33.2
Under \$50K	28.1	27.1	26.5	24.0	28.6	29.0	20.8	25.4
Over \$50K	49.6	51.4	51.2	46.6	47.9	52.0	44.8	48.1
\$50K To \$74.9K	38.9	41.7	42.9	42.2	42.0	46.9	33.5	39.4
\$75K To \$99.9K	51.8	52.7	52.6	44.8	40.3	59.3	37.6	46.3
Over \$100K	58.2	60.0	58.1	52.9	59.4	62.3	51.5	57.6
Region:								
Northeast	34.8	35.4	34.5	28.1	33.5	41.4	28.1	34.4
Midwest	35.9	35.7	38.0	34.9	40.3	40.5	31.3	35.4
South	37.3	37.8	36.6	35.0	32.1	40.2	27.3	34.7
West	37.3	37.4	41.3	36.6	38.8	43.6	29.9	36.0
Race:								
White	36.1	37.3	38.1	34.5	35.2	38.1	32.1	35.3
Black	38.9	34.9	29.1	34.5	38.8	38.9	25.7	31.2
Politics:								
Republican	34.5	35.6	36.6	37.7	34.8	42.3	28.7	35.6
Democrat	43.5	42.3	40.6	37.0	45.1	45.1	34.9	39.3
Independent	33.6	35.2	36.4	31.9	32.8	36.5	27.1	32.8
Education:								
< High School	23.1	21.8	19.4	25.1	27.4	36.4	17.5	22.6
High Sch. Grad.	32.6	32.9	35.5	28.8	31.8	35.5	25.5	29.7
College +	41.4	42.0	42.7	39.1	40.0	44.1	36.5	40.7
Home:								
Own	40.0	40.0	41.2	38.5	38.8	41.2	36.2	38.7
Rent	31.1	31.1	31.4	26.2	30.8	35.0	23.1	29.1
Marital Status:								
Single	34.6	34.5	35.0	31.9	33.9	40.4	28.8	34.4
Married	41.3	41.0	41.8	37.4	40.3	41.8	33.8	38.6
Sep/Wid/Div	25.8	28.1	29.2	27.5	27.1	32.4	23.3	27.1
Employ. Status:								
Full-Time	42.7	44.6	44.0	37.8	42.6	45.5	35.6	40.4
Part-Time	38.2	34.3	37.2	30.2	28.1	41.1	24.6	32.3
Not Employed	29.0	28.8	29.3	31.4	30.8	34.1	27.2	30.4





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