

# 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 28, 2014**

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### Data summary for 8/28/2014

	CCI	
This week	37.3	
Last week	36.6	
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	26%	26	24	34
Personal finances	53	52	51	55
Buying climate	33	32	32	36

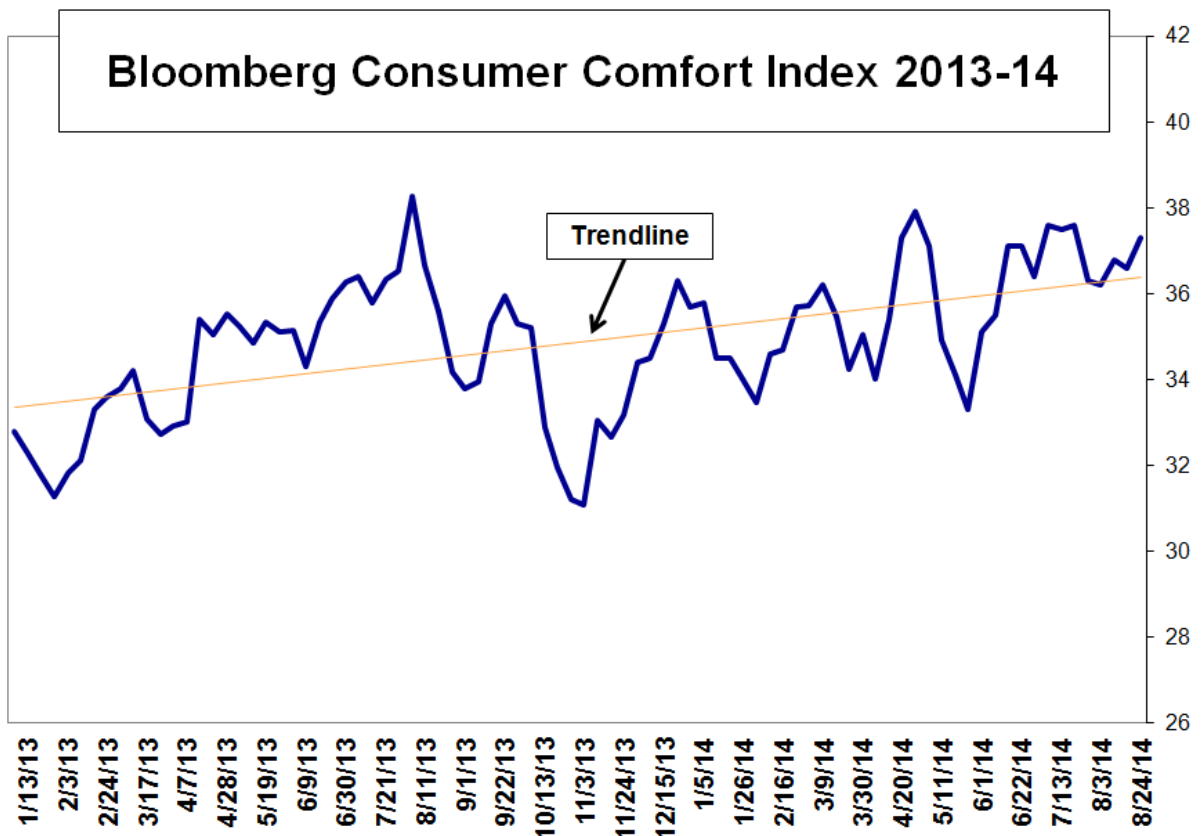
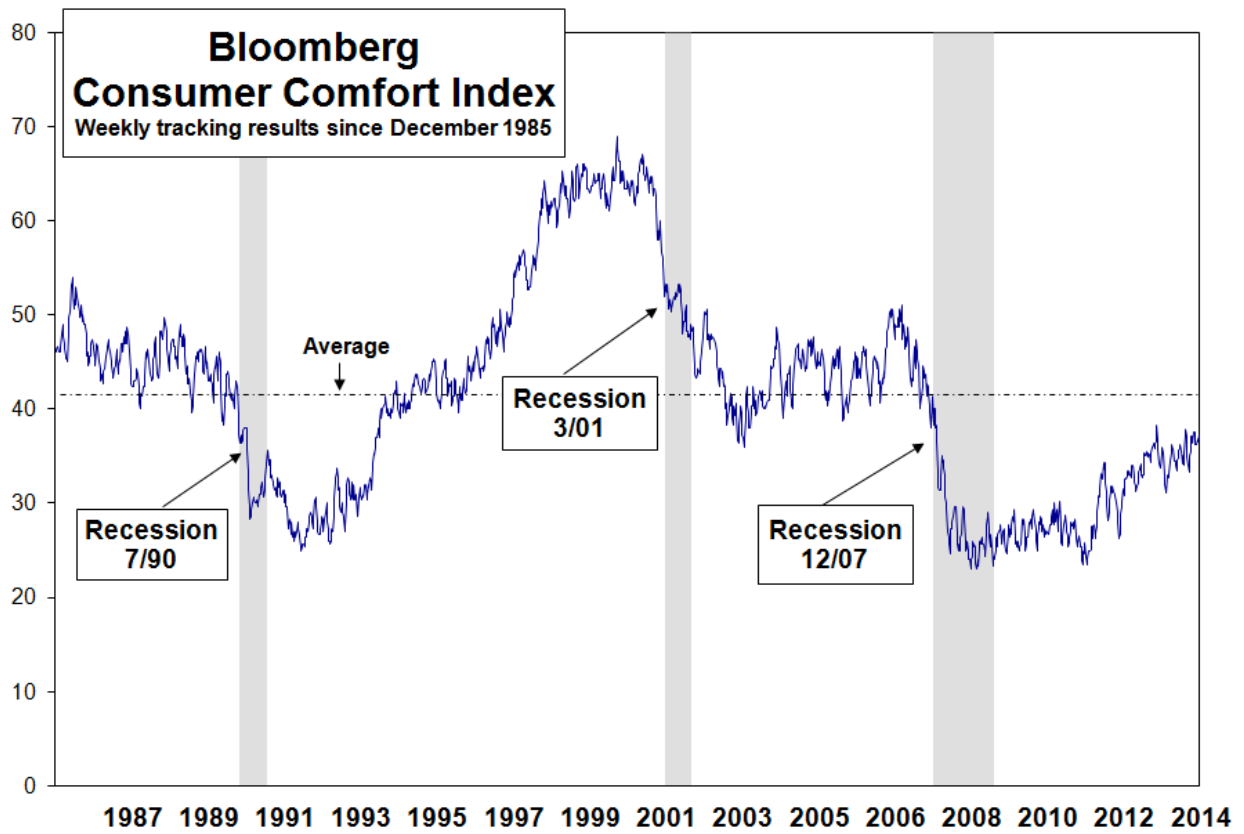
Full ratings of:	Excel -lent	Good	Not so Good	Poor
National economy	2%	24	45	29
Personal finances	7	46	30	17
Buying climate	3	29	44	23

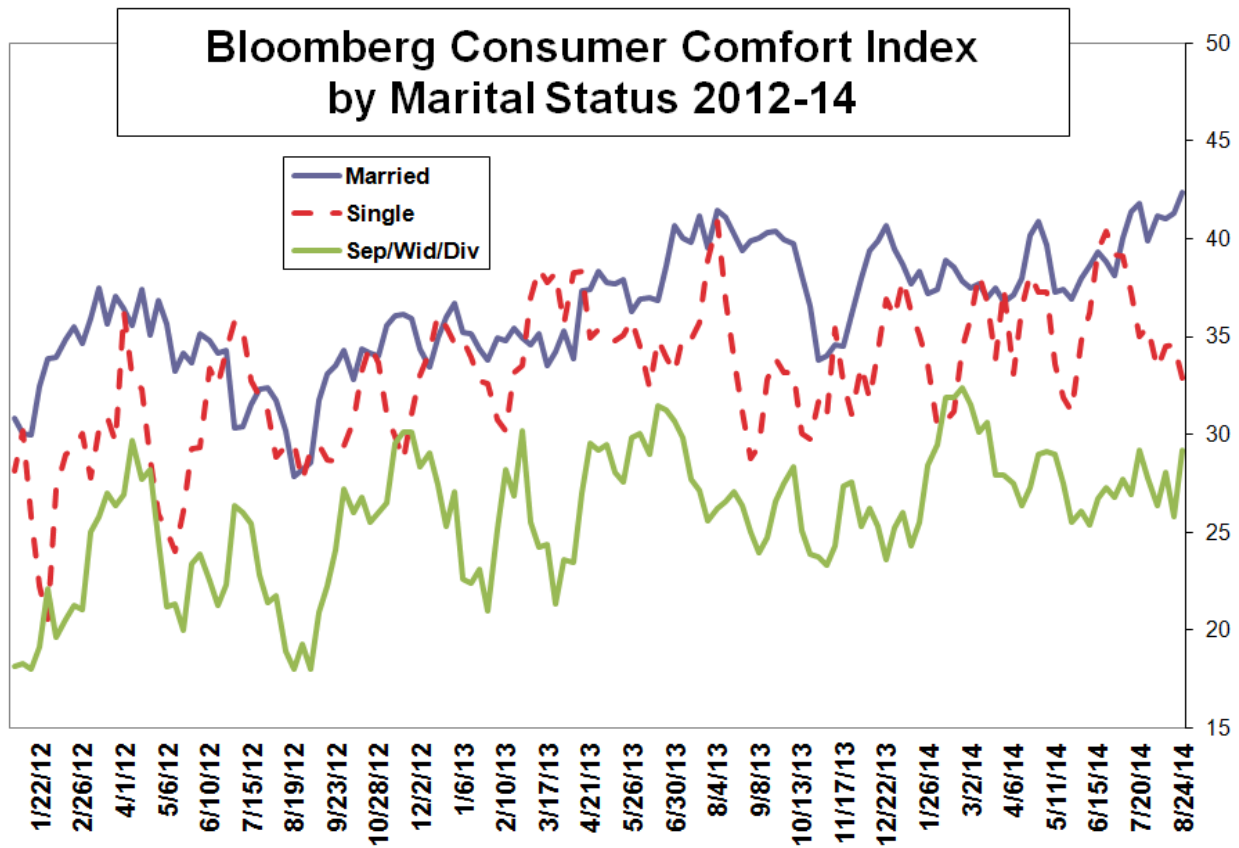
	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	70% latest Jan. 23, 2000	39% June 21 and 28, 2009
Buying climate	57% Jan. 16, 2000	18% latest Oct. 19, 2008

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 24, 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.

08/24/14	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Group								
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GENERAL POPULATION:								
Overall Index	37.3	36.6	36.3	33.3	34.2	37.9	31.1	35.1
State of Economy	25.9	26.4	26.4	21.4	22.5	27.7	16.0	22.7
Personal Finances	53.3	51.5	50.7	49.5	49.3	54.2	47.5	51.1
Buying Climate	32.5	31.8	31.9	29.0	30.7	35.0	28.7	31.6
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OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	40.2	39.6	40.3	34.2	37.4	43.4	32.7	38.1
Women	34.5	33.8	32.6	32.5	31.1	36.9	28.6	32.3
Age:								
18 - 34	37.1	37.0	39.1	35.6	39.5	42.7	29.6	37.0
35 - 44	41.8	41.5	37.9	28.7	30.0	41.8	28.7	34.6
45 - 54	36.9	37.2	33.7	31.9	35.0	37.2	25.5	32.3
55 - 64	31.5	30.2	33.1	32.8	29.8	40.3	29.4	33.8
65+	38.6	36.1	36.3	37.4	34.0	40.1	33.5	36.7
Income:								
Under \$15K	24.6	23.7	16.5	20.4	21.4	24.6	11.4	19.2
\$15K To \$24.9K	23.9	20.0	16.7	12.1	25.8	28.1	12.1	22.7
\$25K To \$39.9K	30.4	33.9	32.7	25.0	28.6	33.9	22.6	28.7
\$40K To \$49.9K	32.8	34.9	42.6	33.6	34.5	42.6	22.7	33.2
Under \$50K	27.9	28.1	27.0	22.5	27.0	29.0	20.8	25.4
Over \$50K	49.8	49.6	48.8	47.1	46.3	52.0	44.8	48.1
\$50K To \$74.9K	43.4	38.9	40.4	38.6	37.3	46.9	33.5	39.4
\$75K To \$99.9K	46.4	51.8	49.5	45.2	42.7	59.3	37.6	46.4
Over \$100K	57.6	58.2	56.6	57.0	58.4	62.3	51.5	57.6
Region:								
Northeast	36.2	34.8	33.6	29.0	33.9	41.4	28.1	34.4
Midwest	38.8	35.9	34.3	32.6	36.2	40.5	31.3	35.3
South	38.3	37.3	35.4	34.6	31.9	40.2	27.3	34.8
West	35.1	37.3	41.7	35.2	36.2	43.6	29.9	35.9
Race:								
White	37.5	36.1	36.6	33.7	34.3	38.1	32.1	35.4
Black	37.3	38.9	29.6	32.0	36.5	38.9	25.7	31.2
Politics:								
Republican	37.0	34.5	33.2	35.0	37.6	42.3	28.7	35.7
Democrat	44.7	43.5	40.8	37.8	40.9	44.7	34.9	39.3
Independent	34.0	33.6	35.5	30.8	30.4	36.5	27.1	32.8
Education:								
< High School	23.2	23.1	19.2	19.2	22.9	36.4	17.5	22.6
High Sch. Grad.	34.4	32.6	32.9	28.5	29.9	35.5	25.5	29.8
College +	41.8	41.4	41.9	38.8	39.3	44.1	36.5	40.7
Home:								
Own	40.1	40.0	40.9	37.2	37.8	41.2	36.2	38.7
Rent	32.6	31.1	28.0	26.6	27.7	35.0	23.1	29.1
Marital Status:								
Single	32.9	34.6	35.5	31.2	31.2	40.4	28.8	34.3
Married	42.4	41.3	39.9	36.9	39.4	42.4	33.8	38.6
Sep/Wid/Div	29.2	25.8	27.8	25.5	26.3	32.4	23.3	27.1
Employ. Status:								
Full-Time	42.5	42.7	43.1	36.5	41.8	45.5	35.6	40.4
Part-Time	36.3	38.2	34.5	28.9	26.6	41.1	24.6	32.4
Not Employed	31.7	29.0	28.8	31.1	28.8	34.1	27.2	30.4





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