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Bloomberg ® Consumer Comfort Index™ Weekly Data Report

Embargoed for Release after 9:45 a.m. Thursday, Nov. 13, 2014

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Data summary for 11/13/2014

| | CCI | |
|---------------------|------|--|
| This week | 38.2 | |
| Last week | 38.1 | |
| 2014 high | 38.2 | Nov. 9 |
| 2014 low | 33.3 | May 25 |
| 2014 average | 36.0 | |
| 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 | 41.6 | |

Individual measures:

| Positive ratings of: | This week | Last week | Average 2014 | Average '85-'14 |
|----------------------|-----------|-----------|-----------------|--------------------|
| National economy | 29% | 27 | 25 | 34 |
| Personal finances | 54 | 54 | 52 | 55 |
| Buying climate | 32 | 33 | 32 | 36 |

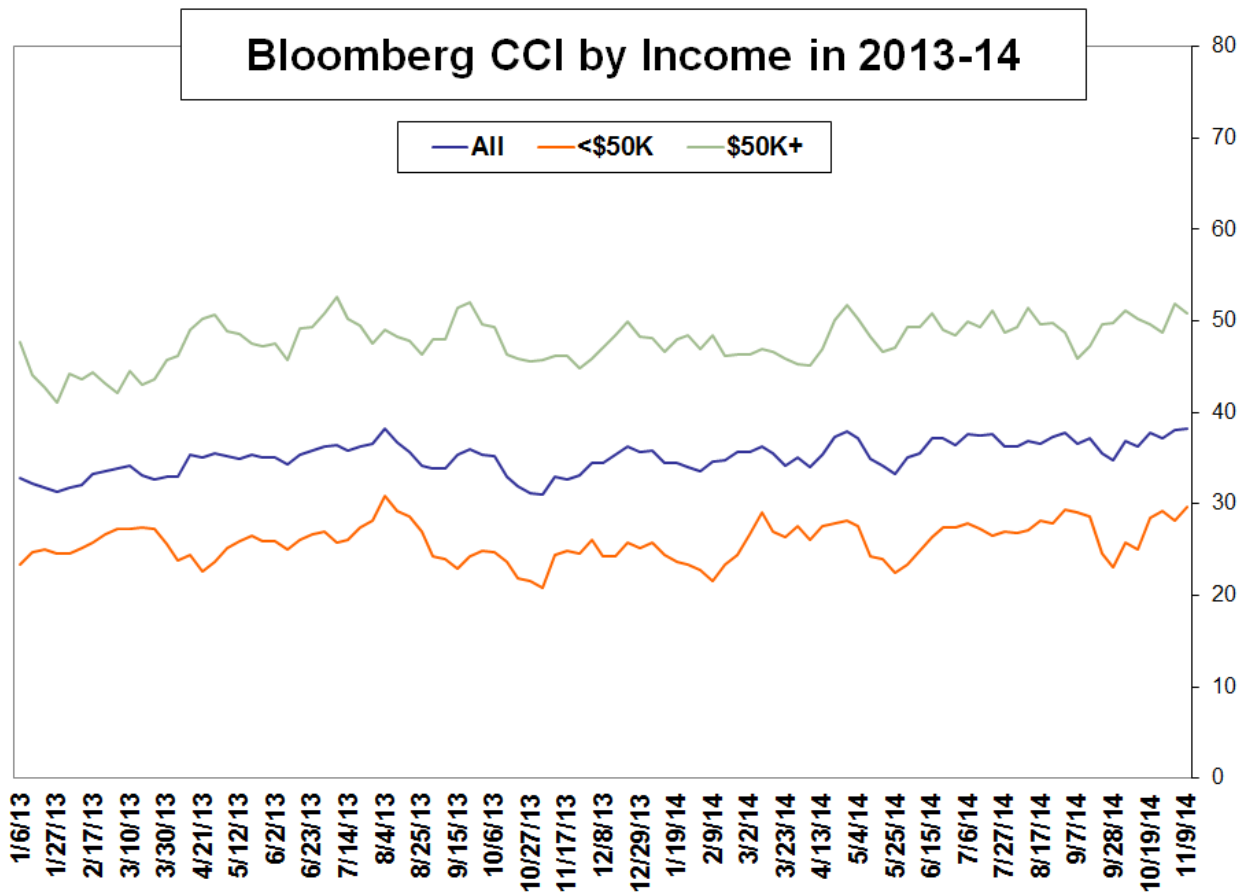
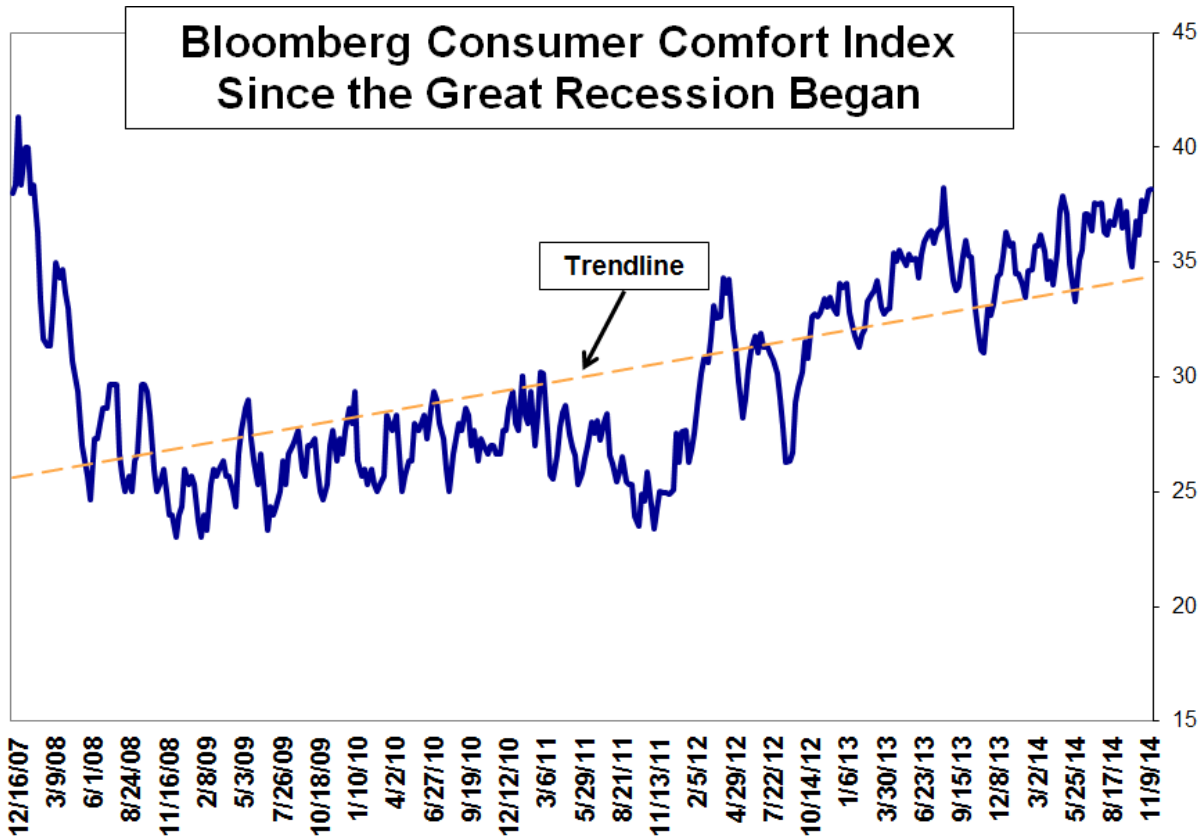
| Full ratings of: | Excel -lent | Good | Not so Good | Poor |
|-------------------|----------------|------|----------------|------|
| National economy | 1% | 28 | 42 | 29 |
| Personal finances | 6 | 48 | 30 | 16 |
| Buying climate | 2 | 30 | 47 | 21 |

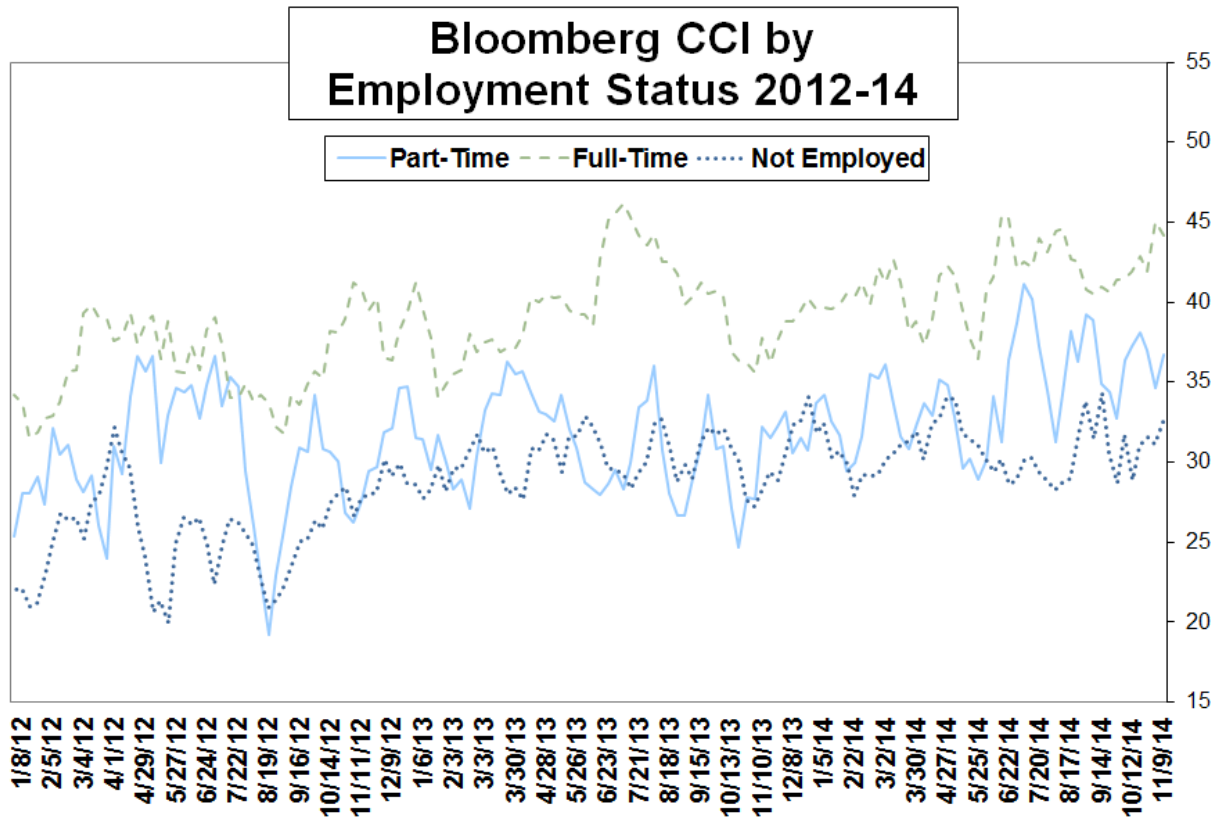
| | Positive High | Positive Low |
|----------------|--------------------------|--------------------------|
| Economy | 80% Jan. 16, 2000 | 4% Feb. 8, 2009 |
| Finances | 70% latest Jan. 23, 2000 | 39% June 21 and 28, 2009 |
| Buying climate | 57% Jan. 16, 2000 | 18% latest Oct. 19, 2008 |

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 Nov. 9, 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.

| 11/9/14 | 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 | 38.2 | 38.1 | 36.2 | 36.8 | 33.0 | 38.2 | 32.7 | 35.8 |
| State of Economy | 28.9 | 27.4 | 25.7 | 26.8 | 18.7 | 28.9 | 18.1 | 23.9 |
| Personal Finances | 53.9 | 54.1 | 50.0 | 51.3 | 50.0 | 54.3 | 48.6 | 51.6 |
| Buying Climate | 31.9 | 32.7 | 33.0 | 32.3 | 30.4 | 35.0 | 28.7 | 31.9 |
| ----- | | | | | | | | |
| OVERALL INDEX BY DEMOGRAPHIC GROUPS | | | | | | | | |
| Sex: | | | | | | | | |
| Men | 40.4 | 39.1 | 39.8 | 39.9 | 35.1 | 43.4 | 34.2 | 38.6 |
| Women | 36.1 | 37.1 | 32.9 | 33.9 | 31.1 | 37.1 | 30.5 | 33.1 |
| Age: | | | | | | | | |
| 18 - 34 | 37.6 | 36.8 | 36.5 | 40.1 | 33.8 | 42.7 | 32.9 | 37.3 |
| 35 - 44 | 41.2 | 41.8 | 37.0 | 39.4 | 30.7 | 43.9 | 28.7 | 36.4 |
| 45 - 54 | 30.2 | 31.6 | 33.3 | 36.1 | 30.6 | 37.2 | 27.4 | 32.9 |
| 55 - 64 | 37.8 | 37.4 | 36.8 | 32.5 | 32.7 | 40.3 | 29.6 | 33.9 |
| 65+ | 44.3 | 43.1 | 38.2 | 34.2 | 35.6 | 44.3 | 33.9 | 37.5 |
| Income: | | | | | | | | |
| Under \$15K | 19.3 | 17.0 | 19.2 | 22.4 | 17.3 | 25.3 | 11.4 | 20.0 |
| \$15K To \$24.9K | 28.4 | 28.9 | 20.5 | 18.9 | 23.9 | 28.9 | 12.1 | 22.9 |
| \$25K To \$39.9K | 37.0 | 34.4 | 28.2 | 31.4 | 28.2 | 37.0 | 23.5 | 29.8 |
| \$40K To \$49.9K | 38.1 | 37.0 | 35.1 | 35.6 | 27.4 | 42.6 | 23.4 | 34.3 |
| Under \$50K | 29.6 | 28.2 | 25.0 | 27.1 | 24.4 | 29.6 | 22.5 | 26.2 |
| Over \$50K | 50.9 | 51.9 | 50.2 | 51.4 | 46.2 | 51.9 | 44.8 | 48.4 |
| \$50K To \$74.9K | 46.3 | 43.2 | 40.3 | 41.7 | 37.8 | 46.9 | 33.5 | 40.4 |
| \$75K To \$99.9K | 46.3 | 46.7 | 44.3 | 52.7 | 38.9 | 52.9 | 38.6 | 46.2 |
| Over \$100K | 57.9 | 61.2 | 62.1 | 60.0 | 58.1 | 62.3 | 51.5 | 57.9 |
| Region: | | | | | | | | |
| Northeast | 38.7 | 42.7 | 37.8 | 35.4 | 32.2 | 42.7 | 28.1 | 35.0 |
| Midwest | 39.0 | 39.2 | 39.8 | 35.7 | 33.5 | 41.7 | 31.3 | 36.1 |
| South | 39.5 | 36.1 | 33.9 | 37.8 | 32.4 | 40.2 | 31.6 | 35.6 |
| West | 35.1 | 36.6 | 35.4 | 37.4 | 34.3 | 43.6 | 32.1 | 36.5 |
| Race: | | | | | | | | |
| White | 39.7 | 40.7 | 38.1 | 37.3 | 34.0 | 40.7 | 33.3 | 36.1 |
| Black | 32.7 | 29.4 | 28.7 | 34.9 | 28.7 | 38.9 | 25.9 | 31.6 |
| Politics: | | | | | | | | |
| Republican | 36.1 | 37.0 | 39.9 | 35.6 | 32.5 | 41.3 | 28.7 | 35.6 |
| Democrat | 42.4 | 43.5 | 43.6 | 42.3 | 39.6 | 44.7 | 35.6 | 40.5 |
| Independent | 38.5 | 36.2 | 30.3 | 35.2 | 30.5 | 38.5 | 29.8 | 33.5 |
| Education: | | | | | | | | |
| < High School | 18.8 | 15.6 | 14.1 | 21.8 | 20.5 | 36.4 | 13.3 | 21.9 |
| High Sch. Grad. | 34.7 | 36.0 | 32.0 | 32.9 | 26.7 | 36.0 | 26.3 | 30.8 |
| College + | 44.5 | 44.5 | 43.4 | 42.0 | 38.8 | 45.0 | 38.3 | 41.5 |
| Home: | | | | | | | | |
| Own | 42.4 | 43.4 | 42.2 | 40.0 | 38.1 | 43.4 | 36.5 | 39.4 |
| Rent | 31.9 | 29.1 | 26.6 | 31.1 | 25.2 | 35.0 | 24.7 | 29.8 |
| Marital Status: | | | | | | | | |
| Single | 37.1 | 38.0 | 33.6 | 34.5 | 35.5 | 40.4 | 30.2 | 35.1 |
| Married | 42.4 | 41.7 | 40.2 | 41.0 | 34.6 | 42.4 | 34.5 | 39.1 |
| Sep/Wid/Div | 27.4 | 27.3 | 27.8 | 28.1 | 24.3 | 32.4 | 23.6 | 27.6 |
| Employ. Status: | | | | | | | | |
| Full-Time | 44.2 | 45.0 | 41.9 | 44.6 | 37.8 | 45.5 | 36.2 | 41.0 |
| Part-Time | 36.7 | 34.6 | 37.2 | 34.3 | 32.2 | 41.1 | 28.9 | 34.0 |
| Not Employed | 32.5 | 31.1 | 28.9 | 28.8 | 28.4 | 34.3 | 27.9 | 30.7 |





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