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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, Dec. 18, 2014

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Data summary for 12/18/2014

	CCI	
This week	41.7	
Last week	41.3	
2014 high	41.7	Dec. 14
2014 low	33.3	May 25
2014 average	36.5	
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:

	This week	Last week	Average 2014	Average '85-'14
Positive ratings of:				
National economy	33%	32	25	34
Personal finances	54	55	52	55
Buying climate	38	37	32	36

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	2%	31	39	29
Personal finances	6	48	32	14
Buying climate	3	35	41	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

Economy's direction:

	Better	Worse	Same
12/14/14	32	30	38
11/16/14	29	34	36
10/15/14	32	30	38
9/14/14	20	38	43

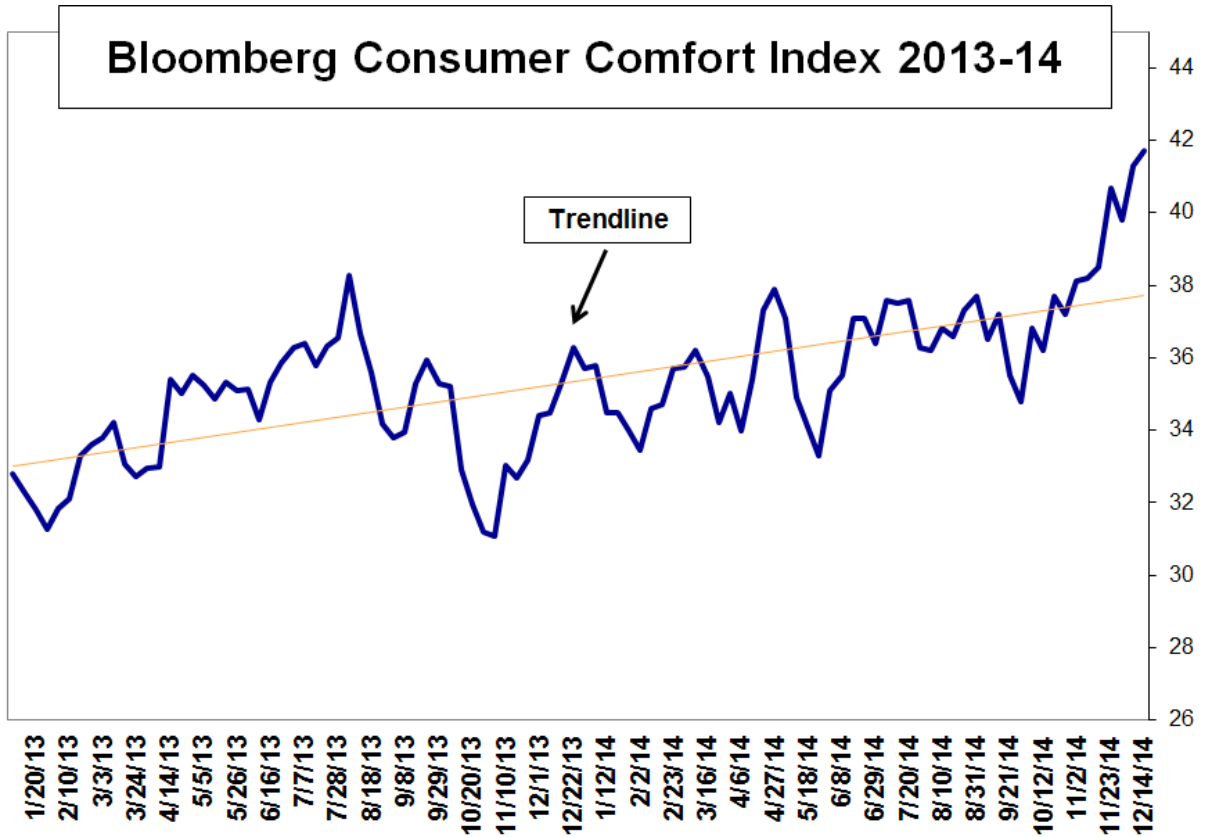
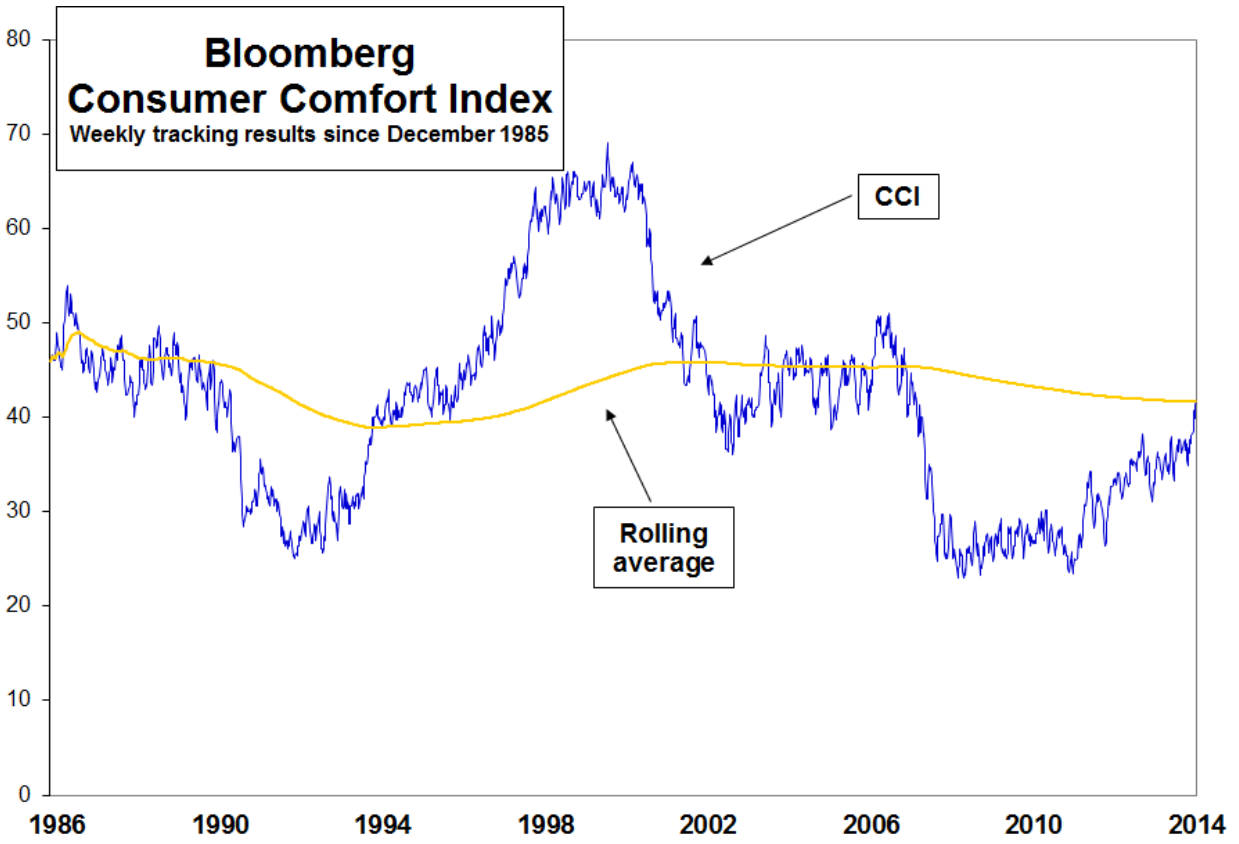
Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](#). The index is reported in a four-week rolling average; this week's results are based on a random national sample of 1,000 adults, reached by landline and cellular telephone, in the four weeks ending Dec. 14, 2014. Results of the individual CCI gauges have a 3.5-point error margin. The expectations question was asked of 500 respondents Dec. 3-14, 2014; that result has a 4.5-point error margin. Field work and tabulation by SSRS of Media, Pa.

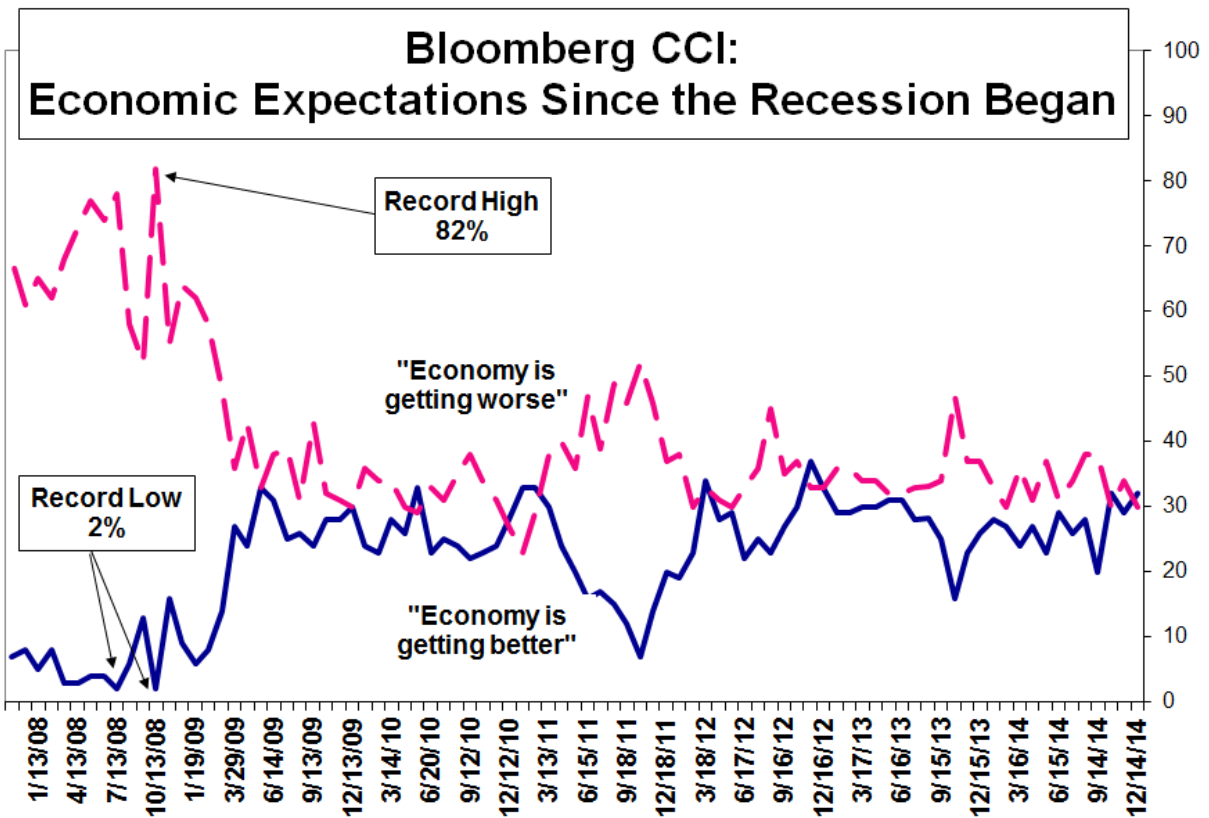
The index is derived by averaging the positive responses to each index question. Results can range from 0 (all negative responses for all three measures) to 100 (all positive responses for all three measures). See details [here](#). The survey began in December 1985.

12/14/14	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	41.7	41.3	38.5	37.2	35.3	41.7	33.3	36.4
State of Economy	32.5	31.8	28.2	24.0	21.6	32.5	20.0	25.0
Personal Finances	54.1	54.9	54.4	54.3	52.1	56.1	48.6	52.0
Buying Climate	38.4	37.3	32.8	33.4	32.2	38.4	28.7	32.3

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	45.1	44.9	41.6	40.4	37.7	45.9	34.2	39.4
Women	38.5	37.9	35.5	34.2	33.1	38.5	30.8	33.6
Age:								
18 - 34	45.1	45.1	37.6	37.5	36.1	45.1	32.9	37.9
35 - 44	40.2	41.7	39.3	43.2	35.1	43.9	28.7	37.4
45 - 54	41.3	37.4	31.3	33.1	30.8	41.3	28.5	33.3
55 - 64	38.9	38.1	39.7	32.6	35.2	41.7	29.6	34.6
65+	40.6	41.9	44.4	39.4	39.7	44.4	33.9	38.0
Income:								
Under \$15K	22.9	20.5	17.6	23.8	20.6	25.3	11.4	20.2
\$15K To \$24.9K	27.0	26.8	24.0	27.4	22.0	28.9	12.1	22.9
\$25K To \$39.9K	33.6	33.8	33.9	28.3	28.5	37.4	23.5	30.5
\$40K To \$49.9K	38.0	41.4	39.0	39.9	28.4	42.6	23.4	35.0
Under \$50K	29.6	29.9	27.7	28.6	24.3	29.9	22.5	26.6
Over \$50K	57.7	56.9	52.2	47.3	48.4	57.7	45.1	49.2
\$50K To \$74.9K	53.2	52.1	45.0	44.5	41.4	53.2	34.2	41.5
\$75K To \$99.9K	48.7	48.7	48.1	43.4	48.3	52.9	39.1	46.9
Over \$100K	68.1	66.1	61.1	56.7	57.9	68.1	51.5	58.5
Region:								
Northeast	44.4	46.3	39.3	34.7	34.1	46.3	28.1	36.1
Midwest	44.4	43.8	38.8	38.2	33.6	44.4	31.3	36.7
South	39.3	37.1	38.5	39.3	34.2	40.2	33.2	36.2
West	40.8	41.9	37.5	35.1	39.6	43.6	32.1	36.9
Race:								
White	42.0	43.2	41.0	38.1	35.8	43.2	33.4	36.9
Black	38.7	36.5	30.6	30.1	27.8	38.9	25.9	32.2
Politics:								
Republican	39.3	40.8	36.9	38.7	34.6	41.3	28.7	36.1
Democrat	48.7	46.8	43.9	43.5	38.2	48.7	35.6	41.2
Independent	38.3	38.4	37.0	33.0	35.1	39.1	29.8	34.1
Education:								
< High School	20.7	23.3	16.5	21.6	24.1	36.4	13.3	22.0
High Sch. Grad.	37.4	36.2	36.0	31.7	30.0	37.7	26.3	31.5
College +	48.7	47.9	44.4	43.7	40.6	48.7	38.7	42.2
Home:								
Own	46.3	46.3	44.0	41.3	40.3	46.3	36.5	40.0
Rent	33.4	33.2	30.4	31.0	26.8	35.0	24.7	30.4
Marital Status:								
Single	42.8	43.0	37.0	35.4	34.2	43.0	30.2	35.9
Married	44.2	43.4	42.5	41.3	39.9	44.2	36.8	39.8
Sep/Wid/Div	32.0	31.4	28.3	28.2	25.3	32.4	23.6	27.9
Employ. Status:								
Full-Time	47.8	46.3	43.9	41.0	39.5	47.8	36.5	41.7
Part-Time	40.2	40.9	36.5	34.9	31.5	43.9	28.9	34.8
Not Employed	35.3	35.6	33.3	34.3	32.5	35.6	27.9	31.2





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