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Bloomberg ® Consumer Comfort Index™ Weekly Data Report

Embargoed for Release after 9:45 a.m. Wednesday, Dec. 31, 2014

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

Data summary for 12/31/2014

	CCI	
This week	42.7	
Last week	43.1	
2014 high	43.1	Dec. 21
2014 low	33.3	May 25
2014 average	36.7	
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	41.6	

Individual measures:

Positive ratings of:	This week	Last week	Average 2014	Average '85-'14
National economy	35%	35	26	34
Personal finances	54	55	52	55
Buying climate	39	40	33	36

Full ratings of:	Excel -lent	Good	Not so Good	Poor
National economy	2%	33	41	24
Personal finances	6	48	32	15
Buying climate	3	36	39	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

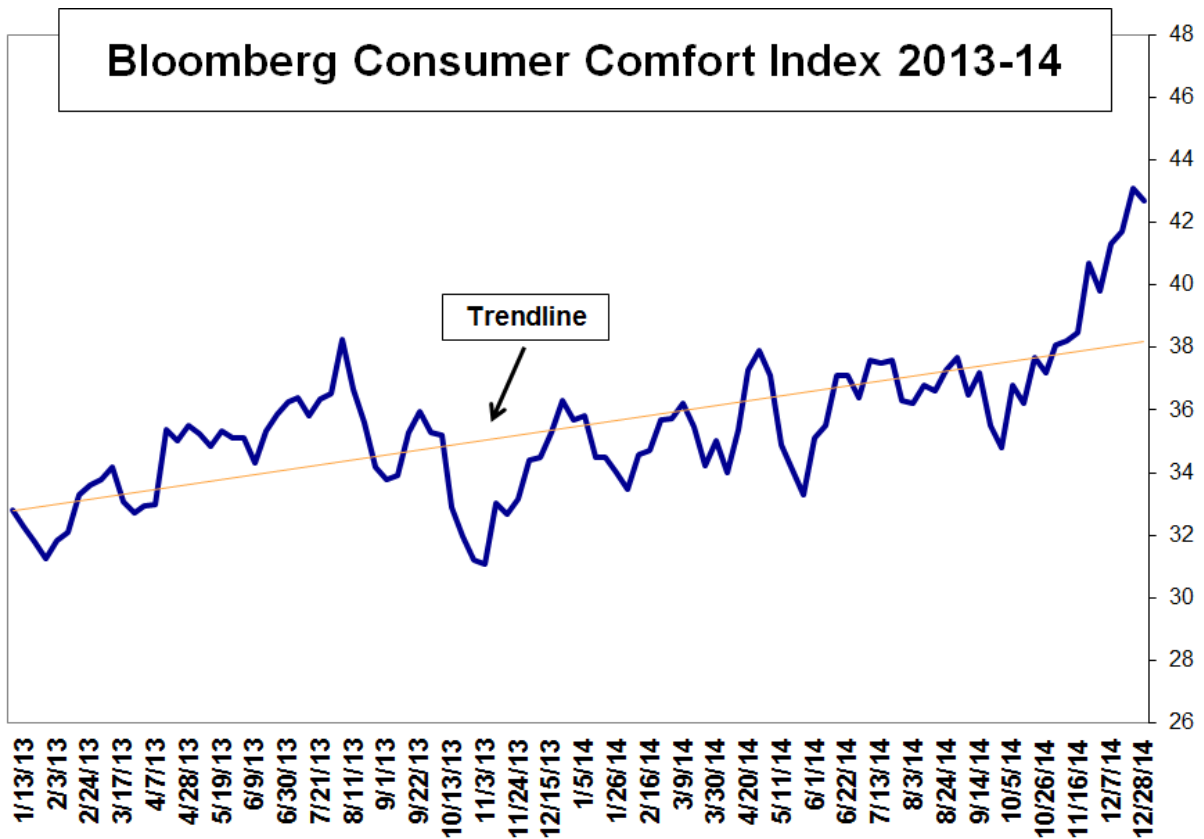
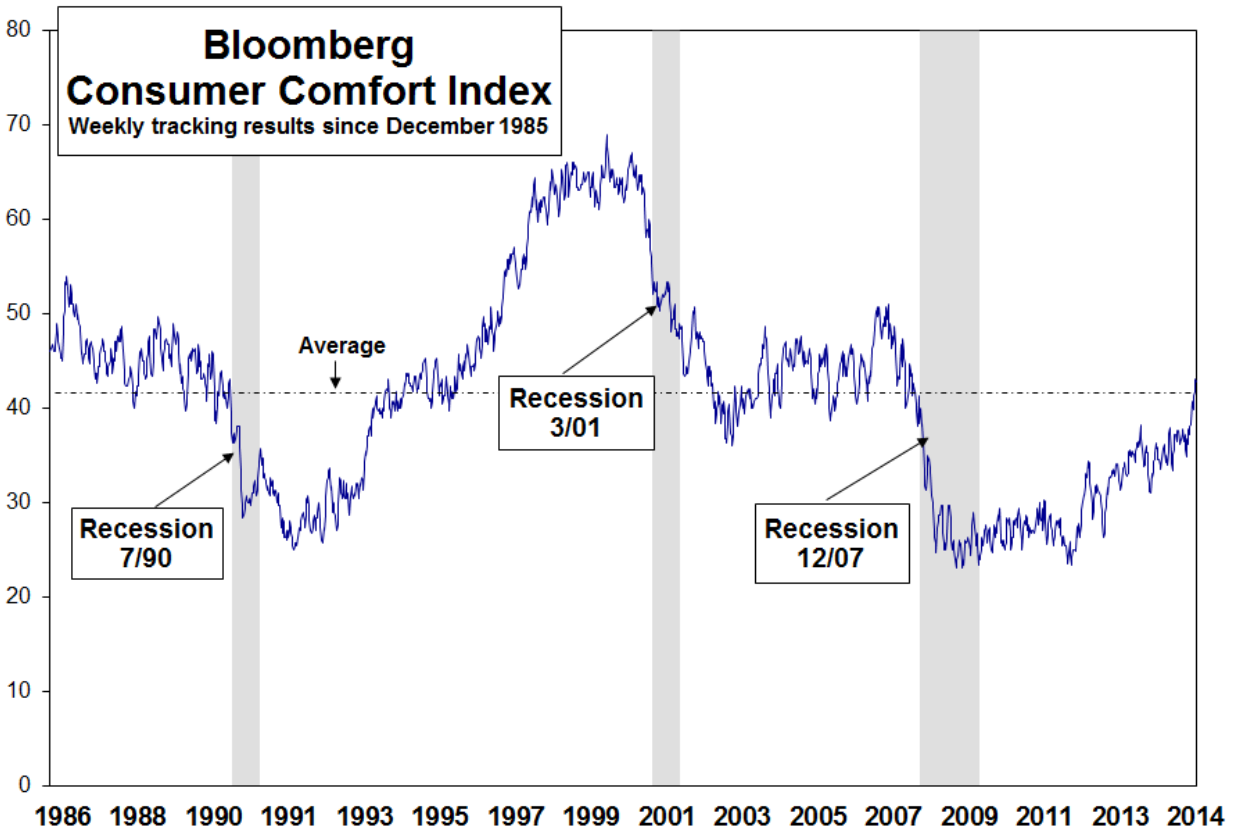
Methodology: The Bloomberg Consumer Comfort Index is produced by [Langer Research Associates](#). The index is reported in a four-week rolling average; this week's results are based on a random national sample of 1,000 adults, reached by landline and cellular telephone, in the four weeks ending Dec. 28, 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.

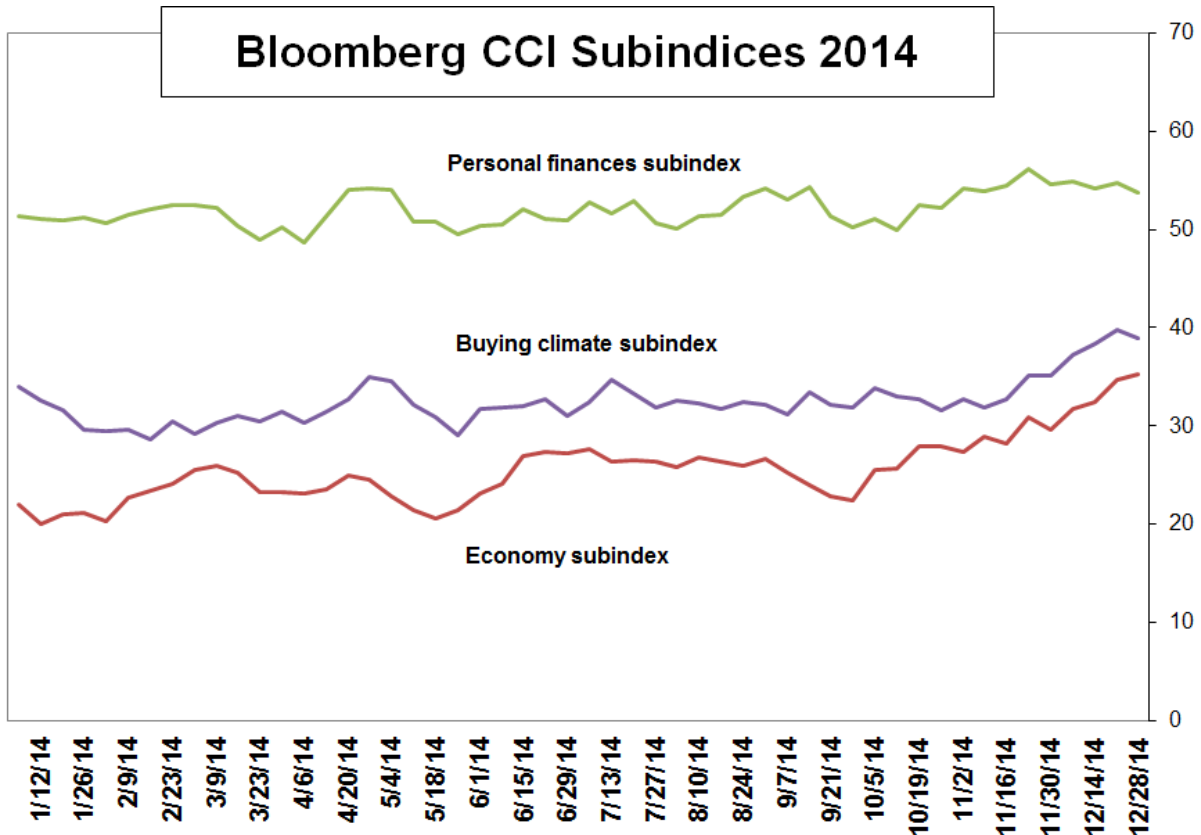
As of May 1, 2014, the index is derived by averaging the positive responses to each index question. Results can range from 0 (all negative responses for all three measures) to 100 (all positive responses for all three measures). See details [here](#). The survey began in December 1985.

12/28/14	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	42.7	43.1	39.8	34.8	35.7	43.1	33.3	36.7
State of Economy	35.2	34.7	29.7	22.4	21.5	35.2	20.0	25.5
Personal Finances	53.8	54.7	54.6	50.2	52.1	56.1	48.6	52.1
Buying Climate	39.0	39.8	35.1	31.9	33.4	39.8	28.7	32.5

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	45.6	45.6	44.6	38.1	40.2	45.9	34.2	39.7
Women	39.9	40.6	35.3	31.8	31.3	40.6	30.8	33.8
Age:								
18 - 34	46.0	45.7	44.0	33.9	35.4	46.0	32.9	38.3
35 - 44	40.8	42.0	38.9	36.7	38.9	43.9	28.7	37.6
45 - 54	42.5	44.1	32.5	33.1	28.5	44.1	28.5	33.8
55 - 64	40.6	40.0	38.0	34.9	40.3	41.7	29.6	34.8
65+	40.0	40.8	43.2	37.1	34.7	44.4	33.9	38.0
Income:								
Under \$15K	28.5	27.5	19.0	19.0	22.0	28.5	11.4	20.4
\$15K To \$24.9K	24.6	29.7	24.1	20.8	22.9	29.7	12.1	23.0
\$25K To \$39.9K	34.1	32.9	35.7	23.5	29.5	37.4	23.5	30.7
\$40K To \$49.9K	39.0	37.4	40.5	35.9	26.0	42.6	26.0	35.4
Under \$50K	30.9	30.9	29.3	23.1	25.1	30.9	22.5	26.8
Over \$50K	59.7	59.2	53.5	49.8	48.3	59.7	45.1	49.6
\$50K To \$74.9K	49.8	49.9	45.9	44.8	41.6	53.2	34.2	41.8
\$75K To \$99.9K	58.9	53.9	49.3	42.7	44.6	58.9	39.1	47.2
Over \$100K	68.3	70.2	62.7	60.7	57.2	70.2	51.5	58.9
Region:								
Northeast	43.7	45.6	41.7	32.4	33.9	46.3	28.1	36.4
Midwest	45.5	46.5	41.5	36.8	35.3	46.5	31.3	37.1
South	39.5	40.7	37.7	35.8	34.5	40.7	33.2	36.4
West	44.4	41.8	40.0	33.4	38.9	44.4	32.1	37.1
Race:								
White	42.9	44.0	41.3	37.1	35.6	44.0	33.4	37.2
Black	37.2	36.9	34.5	25.9	32.2	38.9	25.9	32.5
Politics:								
Republican	38.9	39.7	38.0	39.4	34.0	41.3	28.7	36.3
Democrat	48.2	50.3	45.6	40.3	37.0	50.3	35.6	41.6
Independent	40.9	39.6	37.7	29.8	36.4	40.9	29.8	34.3
Education:								
< High School	18.3	17.2	22.4	13.3	24.9	36.4	13.3	21.7
High Sch. Grad.	37.9	37.7	34.8	30.5	34.6	37.9	26.3	31.8
College +	50.5	51.7	46.0	42.0	38.7	51.7	38.7	42.6
Home:								
Own	47.9	48.0	43.3	41.1	38.2	48.0	36.5	40.3
Rent	34.1	34.2	34.2	24.7	30.2	35.0	24.7	30.6
Marital Status:								
Single	44.0	42.7	41.1	30.2	36.0	44.0	30.2	36.2
Married	46.3	47.0	42.2	40.1	39.5	47.0	36.8	40.0
Sep/Wid/Div	29.4	31.4	29.1	26.4	25.2	32.4	24.2	28.2
Employ. Status:								
Full-Time	49.6	50.2	43.8	41.4	39.6	50.2	36.5	42.1
Part-Time	45.6	42.0	40.6	32.7	33.7	45.6	28.9	35.3
Not Employed	33.9	35.2	35.0	28.7	31.8	35.6	27.9	31.2





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