

# LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

---

## **Bloomberg ® Consumer Comfort Index™ Weekly Analysis**

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

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

The Bloomberg Consumer Comfort Index held essentially steady this week at its second best since shortly before the Great Recession began, and helped by of improving views of the national economy, closed out 2014 strongly with its best annual average since 2007.

At 42.7 on its 0 to 100 scale, the CCI is its highest save for last week's score, 43.1, since late October 2007. It's 7.9 points higher than its level at the end of September, 2.9 points better than a month ago and ahead of its 2014 average, 36.7. Its average this year beats annual averages from 2008 through 2013, notching its best since 2007's 44.8.

The CCI started the year at 35.8, and after a fitful first nine months has been on an upward trajectory. It's now slightly better than its 29-year average, 41.6, for only the third time since summer 2007 and near its pre-recession average of 45.3. The index averaged 39.4 in Q4, its best quarter since Q4 2007, 40.8. There's still room for improvement: The CCI averaged 44.9 in pre-recession Q4s.

The CCI, produced for Bloomberg by [Langer Research Associates](#), is based on Americans' views of the national economy, the buying climate and their own finances.

In an important result, the national economy subindex, persistently the most negative component of the CCI, is its best since mid-October 2007, 35.2. It's better than its long-term average (34.0) for only the second time since before the recession, but trails its pre-recession average, 40.1.

The buying climate subindex is at 39.0, just off last week's 39.8, its best in more than seven and a half years. It's 3.4 points better than its full average, and even numerically ahead of its pre-recession average of 38.3.

At 53.8, the personal finances subindex is still the strongest of the three components, but has struggled lately and now is its lowest since late October. It's the only component that trails its long-term average (by 1.4 points), and it's 3.6 points off its pre-recession average.

The national economy and the buying climate subindices both decisively beat their averages for the year (by 9.6 and 6.5 points respectively) indicating strong recent improvements. In contrast, the personal finances subindex is better than its yearlong average by only 1.7 points.

The advances in the CCI align with recent positive economic news, including improving labor conditions, wages and economic output, as well as falling gas prices, now at \$2.30 a gallon, its lowest since mid-May 2009.

The CCI's at long-term highs among several groups this week, many of which continue their upward trend from previous weeks. Most notably, the index among those in \$50,000-plus households, at 59.7, is its best since mid-August 2007 and 10.0 points better than this year's average. Among those in the highest bracket (\$100,000 or more), the index is 68.3; it's much lower, 28.5, among those in the lowest income bracket (\$15,000 or less), though that's its highest since late March 2013.

At 46.0, the index among 18- to 34-year olds is its highest since the first week of 2008 for the fourth week straight, vs. 40.0 among seniors, a low since mid-October. The index among high school graduates is 37.9, its best since early 2008, but not as good as among those who have attended college, 50.5.

And closing this election year, the CCI has reached 40.9 among independents this week, its best since late October 2007, close to its level among Republicans (38.9). It's been higher among Democrats (now, 48.2) than Republicans for all but one of the last 62 weeks.

Finally, the index also is at highs since at least January 2008 among single adults (44.0), Westerners (44.4) and part-time workers (45.6).

*The Bloomberg Consumer Comfort Index is produced by Langer Research Associates LLC (Langer). CONSUMER COMFORT INDEX™ is a trademark or service mark of Langer. BLOOMBERG® is a trademark or service mark of Bloomberg Finance L.P. Bloomberg Finance L.P. and its affiliates (collectively, "Bloomberg") or Bloomberg's licensors own all proprietary right in such mark. Neither Langer nor Bloomberg guarantee the timeliness, accuracy or completeness of any data or information relating to the Bloomberg Consumer Comfort Index. Langer and Bloomberg makes no warranty, express or implied, as to the Bloomberg Consumer Comfort Index or any data or values relating thereto or results to be obtained therefrom, and expressly disclaims all warranties of merchantability and fitness for a particular purpose with respect thereto. To the maximum extent allowed by law, Langer, Bloomberg, their licensors, and their respective employees, contractors, agents, suppliers and vendors shall have no liability or responsibility whatsoever for any injury or damages - whether direct, indirect, consequential, incidental, punitive or otherwise - arising in connection with the Bloomberg Consumer Comfort Index or any data or values relating thereto - whether arising from their negligence or otherwise. Nothing in the Bloomberg Consumer Comfort Index shall constitute or be construed as an offering of financial instruments or as investment advice or investment recommendations (i.e., recommendations as to whether or not to "buy," "sell," "hold" or to enter or not to enter into any other transaction involving any specific interest or interests) by Langer, Bloomberg or its affiliates or a recommendation as to an investment or other strategy by Langer, Bloomberg or its affiliates.*

**Click [here](#) for CCI details.**

**For subscription information: Langer Research Associates, [info@langerresearch.com](mailto:info@langerresearch.com)**