



Consumer Comfort Index™

Weekly Data Report

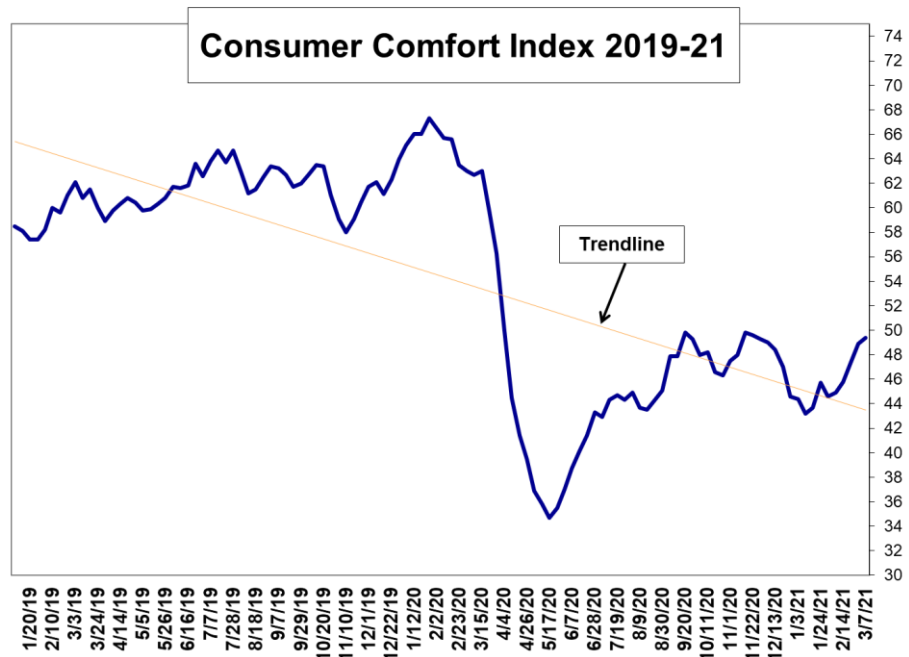
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 9:45 a.m. Thursday,
 March 11, 2021*

The Consumer Comfort Index continued its gradual ascent this week, rising to a three-month high and coming within striking distance of its pandemic peak after an extended surge in Americans' ratings of the national economy.

At 49.4 on its 0-100 scale, the CCI is up a cumulative 4.8 points in five weeks and 6.2 points from its six-month low in early January, marking a definitive turnaround in consumer sentiment as the vaccination effort accelerates and COVID-19 restrictions ease across the country.

The index is just shy of its pandemic high, 49.8, last reached in mid-November, although still a distant 13.6 points below its pre-pandemic level last March.

This
 week's
 CCI
49.4



Among the CCI's gauges, Americans' ratings of the national economy are up 2.1 points this week and 7.0 points in four weeks, the largest such advance since July. At 41.8, the subindex is its best since late November, albeit a broad 25.3 points short of its pre-pandemic level about a year ago.

The CCI's remaining gauges, based on Americans' assessments of their personal finances and the buying climate, are essentially unchanged this week, both stabilizing after multiweek gains.

At 63.3, the personal finances subindex is virtually even with last week's two-month high and just short, -5.3 points, of its pre-pandemic level. The buying climate subindex, at 43.0, also is essentially unmoved from last week's three-month peak, though stands a further 10.3 points below its pre-pandemic level.

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The CCI among several groups reached levels unseen since before its pandemic-fueled freefall last spring. Among them:

- The index among women is up 8.5 points since early January to 48.7, its best since last March. That's essentially even with the CCI among men, 50.1, largely stagnant this year and off its recent peak of 54.2 in late November.
- At 61.5, the index among college graduates is up 9.3 points in four weeks to its best in nearly a year. It's much lower among those without a college degree, 43.0, up a more gradual 7.3 points since early January.
- The CCI among Americans in households earning \$100,000 or more, 68.2, is up a sharp 9.7 points in two weeks to its best in nearly a year. That compares with 58.9 among those earning \$50,000-\$100,000, essentially unchanged from its 10-month high last week; and 38.1 among those earning less than \$50,000, short of its pandemic peak in October.

Owned and produced by [Langer Research Associates](#), the CCI has been conducted on a continuous weekly basis since late 1985. It was sponsored from 2011 to early 2021 by Bloomberg and previously by the ABC News Television Network. For information on sponsorship opportunities, contact info@langerresearch.com.



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Data summary for 3/11/21

This week	49.4	
Last week	48.9	
2021 high	49.4	March 7
2021 low	43.2	Jan. 10
2021 average	45.8	
2009 average	26.0	Worst full year
2000 average	64.5	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	43.2	

Individual measures:

	This week	Last week	Average 2021	Average '85-'21
Positive ratings of:				
National economy	42%	40	37	36
Personal finances	63	64	60	56
Buying climate	43	43	41	37

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	4%	38	41	17
Personal finances	9	54	27	10
Buying climate	5	38	42	16

	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	71% latest Feb. 16, 2020	39% June 21 and 28, 2009
Buying climate	59% latest Jan. 26, 2020	18% latest Oct. 19, 2008

Methodology: The Consumer Comfort Index is produced by [Langer Research Associates](http://www.langerresearch.com). Results are based on 1,000 national random-sample landline and cellular telephone interviews, 250 per week in a four-week rolling average. The index, produced weekly since December 1985, is derived by averaging positive responses to each subindex question. Results of each question have a 3.5-point error margin. Interviews for this report were completed March 7, 2021. Fieldwork and tabulation by SSRS of Glen Mills, PA.



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03/07/21	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
GENERAL POPULATION:								
Overall Index	49.4	48.9	44.9	49.0	62.7	63.0	34.7	45.9
State of Economy	41.8	39.7	34.8	41.7	68.6	68.6	22.5	37.1
Personal Finances	63.3	63.5	60.1	62.9	67.0	68.6	52.8	60.7
Buying Climate	43.0	43.4	39.9	42.4	52.6	53.3	28.8	39.9
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	50.1	50.2	46.3	52.6	67.5	67.5	40.2	50.0
Women	48.7	47.6	43.7	45.7	58.3	59.7	28.3	42.1
Age:								
18 - 34	50.9	53.9	49.8	52.9	56.0	58.1	35.9	46.9
35 - 44	53.8	47.5	44.5	44.9	63.4	64.7	31.8	45.9
45 - 54	53.1	52.3	46.6	46.6	72.6	72.6	34.1	45.8
55 - 64	43.7	42.8	43.4	47.3	63.7	66.0	31.2	43.9
65+	44.2	44.2	39.5	49.5	61.6	61.6	35.6	45.9
Income:								
Under \$15K	30.4	23.7	17.7	22.9	37.9	39.4	16.5	24.7
\$15K To \$24.9K	25.9	25.6	19.4	23.3	37.4	45.0	17.0	29.3
\$25K To \$39.9K	42.5	43.4	34.6	39.3	54.3	54.6	27.7	39.5
\$40K To \$49.9K	43.6	44.3	53.3	53.8	60.5	64.1	29.1	46.7
Under \$50K	38.1	36.5	32.3	36.2	49.1	51.6	27.6	36.2
Over \$50K	61.5	61.1	57.1	61.1	76.0	76.0	43.3	55.8
\$50K To \$74.9K	59.5	59.3	52.4	57.6	69.3	69.3	39.3	51.1
\$75K To \$99.9K	58.1	61.9	57.1	60.2	74.2	76.7	36.7	54.7
Over \$100K	68.2	61.0	61.6	66.2	82.4	82.4	49.1	61.5
Region:								
Northeast	47.3	48.9	42.3	44.6	59.0	61.2	30.3	42.7
Midwest	49.8	48.8	47.2	49.5	65.2	65.2	38.9	47.8
South	49.2	48.1	45.5	51.8	64.5	66.5	34.4	47.0
West	50.8	50.2	44.0	47.4	60.6	60.6	34.3	44.8
Race:								
White	52.2	51.3	48.2	53.1	68.0	68.0	37.3	49.2
Black	40.3	40.3	34.6	37.1	41.0	44.3	20.2	32.9
Politics:								
Republican	58.6	57.3	51.3	62.4	81.8	83.1	45.3	60.0
Democrat	49.6	50.7	43.7	44.5	52.4	52.4	27.7	39.6
Independent	42.1	40.2	44.0	45.8	61.1	62.4	33.8	42.7
Education:								
< High School	28.4	24.7	24.3	30.9	37.8	43.6	17.9	28.0
High Sch. Grad.	40.8	39.9	35.1	44.7	57.9	59.1	31.8	41.4
College +	56.3	56.4	52.5	53.8	68.3	68.3	37.0	50.4
Home:								
Own	53.0	53.0	49.8	57.2	70.5	70.5	35.6	50.7
Rent	44.3	42.3	37.8	35.8	49.0	51.5	29.2	37.6
Marital Status:								
Single	47.2	47.5	44.3	47.3	52.4	53.5	33.3	43.0
Married	53.6	52.6	48.1	54.9	72.4	72.4	35.9	50.4
Sep/Wid/Div	38.2	37.8	39.3	35.1	52.0	52.2	29.7	37.8
Employ. Status:								
Full-Time	55.4	55.7	55.1	56.4	71.2	71.2	40.9	52.7
Part-Time	45.4	46.6	30.4	36.0	56.0	58.7	29.1	40.0
Not Employed	41.2	39.1	35.0	44.0	52.3	52.3	29.3	38.9

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