



# Consumer Comfort Index™

## Weekly Data Report

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9:45 a.m. Thursday,  
March 25, 2021*

Economic sentiment among college graduates and higher-income Americans reached its best in nearly a year in the latest Consumer Comfort survey, albeit with sentiment among non-college-graduates and lower-income Americans falling further behind.

The Consumer Comfort Index among Americans with household incomes of \$100,000 or more hit a nearly one-year high of 70.1 on its 0-100 scale this week, surging 11.6 points in the past month to its best since before the index's unprecedented pandemic-spurred drop last spring. It's nearly half that, 36.5, among those earning less than \$50,000, with no consistent gains in this group since mid-October.

In all, the CCI among \$100,000-plus income earners has recovered two-thirds of its total pandemic losses, while the index among lower-income Americans is less than halfway back to its pre-pandemic position. With those shifts, the income gap, 33.6 points, is its widest in a year, returning to more typical levels after uncharacteristically low divisions throughout the pandemic.

By education, the CCI among college graduates reached a nearly one-year high of 62.6, up 10.4 points since early February to a new pandemic peak. That compares with 41.9 among those without a four-year college degree, down from its most recent peak of 47.1 in mid-November. As with higher-income adults, the CCI among college graduates has recouped two-third of its total pandemic losses, compared with two-fifths among those without a degree.

The overall CCI stands at 49.1 this week, its national economy subindex at 42.2, its personal finances subindex at 62.1 and its buying climate subindex at 43.1. See <https://www.langerresearch.com/the-cci/> for details.

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](mailto:info@langerresearch.com).

This  
week's  
CCI  
49.1



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Data summary for 3/25/21

This week	49.1	
Last week	48.6	
2021 high	49.4	March 7
2021 low	43.2	Jan. 10
2021 average	46.3	
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	38	36
Personal finances	62	62	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	29	9
Buying climate	5	39	42	15

	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 21, 2021. Fieldwork and tabulation by SSRS of Glen Mills, PA.



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03/21/21	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
<b>GENERAL POPULATION:</b>								
Overall Index	49.1	48.6	47.3	47.0	59.7	59.7	34.7	45.4
State of Economy	42.2	40.3	37.2	37.0	61.0	61.0	22.5	36.1
Personal Finances	62.1	62.2	62.5	61.2	67.3	67.3	52.8	60.5
Buying Climate	43.1	43.2	42.0	42.8	50.9	50.9	28.8	39.5
<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	53.4	50.8	47.1	50.8	63.3	63.3	40.2	49.4
Women	45.1	46.5	47.4	43.5	56.4	56.4	28.3	41.6
<b>Age:</b>								
18 - 34	48.8	49.9	50.4	50.2	57.8	57.8	35.9	46.6
35 - 44	55.9	54.7	47.4	46.5	60.5	60.5	31.8	45.6
45 - 54	50.9	48.8	50.6	46.3	60.1	60.1	34.1	45.0
55 - 64	47.6	41.1	43.8	46.3	62.5	62.5	31.2	43.1
65+	44.5	46.7	43.7	43.7	59.3	59.3	35.6	45.3
<b>Income:</b>								
Under \$15K	25.7	26.6	20.1	22.9	39.4	39.4	16.5	24.3
\$15K To \$24.9K	23.9	20.6	24.2	25.4	45.0	45.0	17.0	28.6
\$25K To \$39.9K	38.7	40.8	42.5	38.0	51.9	51.9	27.7	39.0
\$40K To \$49.9K	50.0	49.6	45.8	49.3	64.1	64.1	29.1	46.2
Under \$50K	36.5	36.8	35.6	35.1	50.9	50.9	27.6	35.7
Over \$50K	62.3	60.0	59.4	58.6	69.7	69.7	43.3	55.3
\$50K To \$74.9K	59.6	56.9	58.5	55.9	64.5	64.5	39.3	50.7
\$75K To \$99.9K	59.5	58.1	59.6	56.6	71.2	71.2	36.7	54.1
Over \$100K	70.1	66.5	58.5	65.7	72.4	72.4	49.1	61.0
<b>Region:</b>								
Northeast	52.5	46.5	46.5	41.6	56.8	56.8	30.3	42.3
Midwest	50.7	48.5	45.2	45.9	58.6	58.6	38.9	47.3
South	48.3	48.1	47.7	51.6	61.9	61.9	34.4	46.4
West	46.7	50.9	48.9	44.7	59.3	59.3	34.3	44.4
<b>Race:</b>								
White	51.4	50.3	49.8	50.9	65.0	65.0	37.3	48.6
Black	40.6	45.4	40.6	36.4	39.9	45.4	20.2	32.9
<b>Politics:</b>								
Republican	54.1	55.9	53.1	57.8	77.6	77.6	45.3	58.9
Democrat	48.1	47.8	51.3	42.9	48.8	51.3	27.7	39.4
Independent	46.1	44.0	39.3	45.1	59.6	59.6	33.8	42.1
<b>Education:</b>								
< High School	23.5	28.8	28.1	23.6	43.4	43.6	17.9	27.4
High Sch. Grad.	42.4	40.9	36.9	40.3	56.5	56.5	31.8	40.8
College +	55.7	55.0	55.0	53.5	63.3	63.3	37.0	49.9
<b>Home:</b>								
Own	53.6	52.4	52.3	53.1	66.4	66.4	35.6	50.0
Rent	42.7	43.2	39.9	37.3	48.3	48.3	29.2	37.4
<b>Marital Status:</b>								
Single	47.5	48.2	45.8	46.0	51.5	51.5	33.3	42.9
Married	54.4	52.4	51.2	52.1	67.4	67.4	35.9	49.7
Sep/Wid/Div	33.9	37.0	39.4	35.1	51.2	51.2	29.7	37.2
<b>Employ. Status:</b>								
Full-Time	56.6	55.7	54.3	55.6	66.7	66.7	40.9	52.2
Part-Time	41.6	42.9	40.9	41.1	57.1	57.3	29.1	39.4
Not Employed	41.2	40.2	37.8	37.6	50.4	50.4	29.3	38.5

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