This week’s CCI

50.0

Americans’ ratings of the national economy rose sharply in the past two weeks, lifting the overall Consumer Comfort Index to a new pandemic high as the country gradually reopens from its year-long quarantine.

The weekly index hit a one-year peak of 50.0 on its 0-100 scale, its best since last March, when the CCI began its pandemic-spurred freefall. That narrowly surpasses its previous pandemic high, 49.8, reached twice last fall.

There's still substantial room for growth. In a slow, often halting recovery, the index has recouped 15.3 points since bottoming out last May, just more than half of its total pandemic losses. It’s still a distant 13.0 points from its pre-pandemic level and 17.3 points below its two-decade peak early last year.

The index’s recent advance is driven largely by improvements in Americans’ ratings of the national economy, up 3.1 points in two weeks to 43.4, its best since April 2020. Among groups, positive ratings of the national economy are up especially sharply among Northeasterners (+15.4 points) and Americans with post-graduate degrees (+13.0 points), while essentially flat among their counterparts.

The CCI also is buoyed by views on whether or not it’s a good time to buy things, matching its pandemic high of 44.2 last reached in September. Its third gauge, based on Americans’ ratings of their personal finances, has held largely steady this past month, 3.9 points off its pandemic peak six months ago.
Economic sentiment among several demographic groups reached pandemic highs this week, each boosted by improved views of the national economy:

- Gains are focused in the Northeast, with the CCI up 16.2 points since mid-January to 54.6, its best since last March. That compares with far less change in the rest of the country over this time, now 50.8 in the Midwest, 49.4 in the South and 46.7 in the West.

- The index among Americans with a four-year college degree is up 11.7 points since early February, including 3.9 points in the past two weeks, to 63.9. It's 42.6 among those without a degree, largely steady since late January and 4.5 points below its pandemic high, last reached in mid-November.

- Economic sentiment advanced among middle- and higher-income Americans, with the CCI among those in households with annual incomes of $50,000 or more up 3.1 points in two weeks and 8.3 points since mid-January to 63.1, a high since last March. The index has been steadier since October among those earning less than $50,000, 37.7 this week.

Further, the CCI reached a one-year high of 51.4 among Democrats, up 11.5 points since early January. It's the same, 51.4, among Republicans, albeit on a different trajectory – down 7.2 points in three weeks and 19.7 points off its pandemic peak in late September. It’s the first time since February 2017, shortly after Donald Trump’s inauguration, that the CCI has not been higher among Republicans than Democrats.
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.
Consumer Comfort Index™

Data summary for 4/1/21

This week 50.0
Last week 49.1
2021 high 50.0 March 28
2021 low 43.2 Jan. 10
2021 average 46.6
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:

Positive ratings of:  
This week  |  Last week  |  2021  |  ’85-’21
National economy  | 43% | 42  | 38  | 36
Personal finances | 62  | 62  | 60  | 56
Buying climate   | 44  | 43  | 42  | 37

Excel Not so

Full ratings of:  
National economy  | 4% | 40 | 40 | 17
Personal finances | 9  | 54 | 30 | 8
Buying climate   | 5  | 40 | 40 | 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

Methodology: The Consumer Comfort Index is produced by Langer Research Associates. 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 28, 2021. Fieldwork and tabulation by SSRS of Glen Mills, PA.
### Consumer Comfort Index™

**03/28/21**

<table>
<thead>
<tr>
<th></th>
<th>This Week</th>
<th>Last Week</th>
<th>4 Wks Ago</th>
<th>3 Mo Ago</th>
<th>1 Yr Ago</th>
<th>12 Mo High</th>
<th>12 Mo Low</th>
<th>12 Mo Avg</th>
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<tbody>
<tr>
<td>Overall Index</td>
<td>50.0</td>
<td>49.1</td>
<td>48.9</td>
<td>44.6</td>
<td>56.3</td>
<td>56.3</td>
<td>34.7</td>
<td>45.2</td>
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<tr>
<td>State of Economy</td>
<td>43.4</td>
<td>42.2</td>
<td>39.7</td>
<td>34.0</td>
<td>55.0</td>
<td>55.0</td>
<td>22.5</td>
<td>35.8</td>
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<tr>
<td>Personal Finances</td>
<td>62.3</td>
<td>62.1</td>
<td>63.5</td>
<td>58.8</td>
<td>65.1</td>
<td>65.1</td>
<td>66.2</td>
<td>52.8</td>
</tr>
<tr>
<td>Buying Climate</td>
<td>44.2</td>
<td>43.1</td>
<td>43.4</td>
<td>41.1</td>
<td>48.8</td>
<td>48.8</td>
<td>28.8</td>
<td>39.4</td>
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</table>

### OVERALL INDEX BY DEMOGRAPHIC GROUPS

#### Sex:

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 34</td>
<td>48.8</td>
<td>48.8</td>
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<tr>
<td>35 - 44</td>
<td>58.2</td>
<td>55.9</td>
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<tr>
<td>45 - 54</td>
<td>50.6</td>
<td>50.9</td>
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<tr>
<td>55 - 64</td>
<td>45.9</td>
<td>47.6</td>
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<tr>
<td>65+</td>
<td>47.8</td>
<td>44.5</td>
</tr>
</tbody>
</table>

#### Age:

- Under $15K: 30.4 to 34.7
- $15K to $24.9K: 25.3 to 25.6
- $25K to $39.9K: 37.3 to 43.4
- $40K to $49.9K: 50.3 to 50.9
- Under $50K: 37.7 to 34.1
- Over $50K: 63.1 to 61.1
- $50K to $74.9K: 61.9 to 59.3
- $75K to $99.9K: 60.0 to 61.9
- Over $100K: 70.0 to 70.1

#### Region:

- Northeast: 54.6 to 53.7
- Midwest: 50.8 to 55.8
- South: 49.4 to 58.2
- West: 46.7 to 55.7

#### Race:

- White: 53.0 to 53.1
- Black: 41.9 to 40.3

#### Politics:

- Republican: 51.4 to 57.3
- Democrat: 51.4 to 50.7
- Independent: 47.7 to 40.2

#### Education:

- < High School: 26.0 to 24.7
- High Sch. Grad.: 41.7 to 43.9
- College +: 57.1 to 54.2

#### Home:

- Own: 55.1 to 53.0
- Rent: 42.6 to 42.7

#### Marital Status:

- Single: 47.5 to 45.0
- Married: 55.3 to 52.6
- Sep/Wid/Div: 37.4 to 32.1

#### Employ. Status:

- Full-Time: 57.1 to 52.2
- Part-Time: 39.8 to 42.4
- Not Employed: 43.8 to 39.1

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