



# Consumer Comfort Index™

## Weekly Data Report

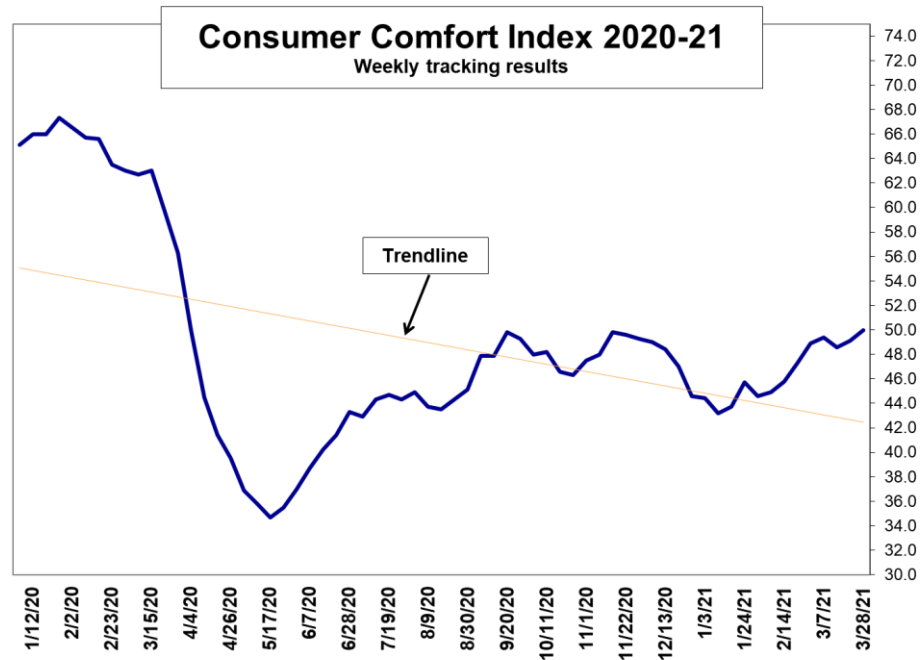
*Embargoed for release:  
9:45 a.m. Thursday,  
April 1, 2021*

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.

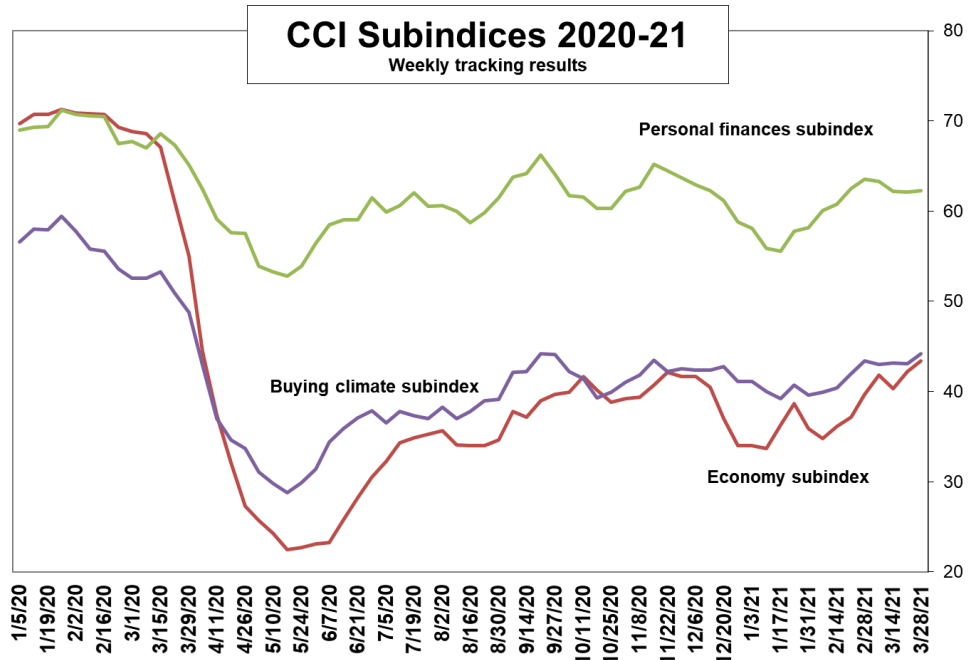
This  
week's  
CCI  
50.0



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.

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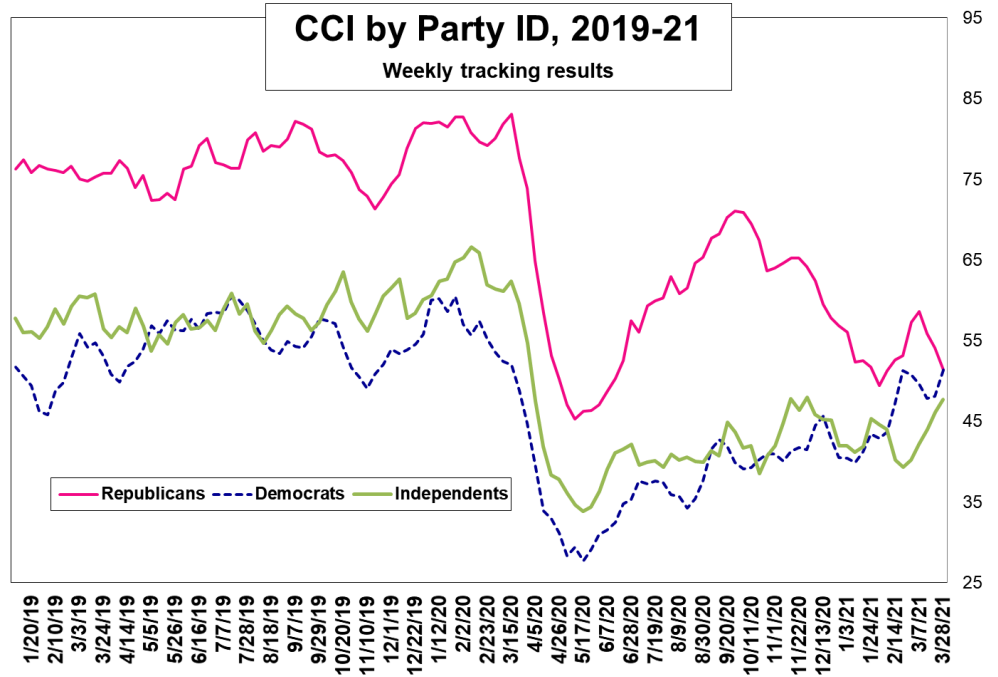


Economic sentiment among several demographic groups reached pandemic highs this week, each boosted by improved views of the national economy:

- 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.

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Owned and produced by [Langer Research Associates](https://www.langerresearch.com), 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).



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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:

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

	Excel -lent	Good	Not so Good	Poor
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
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 28, 2021. Fieldwork and tabulation by SSRS of Glen Mills, PA.



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03/28/21	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	50.0	49.1	48.9	44.6	56.3	56.3	34.7	45.2
State of Economy	43.4	42.2	39.7	34.0	55.0	55.0	22.5	35.8
Personal Finances	62.3	62.1	63.5	58.8	65.1	66.2	52.8	60.4
Buying Climate	44.2	43.1	43.4	41.1	48.8	48.8	28.8	39.4
<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	53.6	53.4	50.2	47.1	60.1	60.1	40.2	49.3
Women	46.5	45.1	47.6	42.3	52.8	52.8	28.3	41.4
<b>Age:</b>								
18 - 34	48.8	48.8	53.9	46.4	54.8	55.1	35.9	46.5
35 - 44	58.2	55.9	47.5	43.4	56.4	58.2	31.8	45.5
45 - 54	50.6	50.9	52.3	48.0	55.6	55.6	34.1	44.9
55 - 64	45.9	47.6	42.8	44.0	58.0	58.0	31.2	42.8
65+	47.8	44.5	44.2	40.9	56.8	56.8	35.6	45.1
<b>Income:</b>								
Under \$15K	30.4	25.7	23.7	21.8	33.8	34.7	16.5	24.1
\$15K To \$24.9K	25.3	23.9	25.6	24.7	40.8	40.8	17.0	28.2
\$25K To \$39.9K	37.3	38.7	43.4	34.1	49.3	50.0	27.7	38.7
\$40K To \$49.9K	50.3	50.0	44.3	50.9	57.9	57.9	29.1	46.0
Under \$50K	37.7	36.5	36.5	34.1	46.8	46.8	27.6	35.4
Over \$50K	63.1	62.3	61.1	56.5	65.9	65.9	43.3	55.2
\$50K To \$74.9K	61.9	59.6	59.3	56.7	63.6	63.6	39.3	50.7
\$75K To \$99.9K	60.0	59.5	61.9	53.7	66.9	66.9	36.7	53.9
Over \$100K	70.0	70.1	61.0	59.2	66.5	70.1	49.1	60.9
<b>Region:</b>								
Northeast	54.6	52.5	48.9	39.5	53.7	54.6	30.3	42.2
Midwest	50.8	50.7	48.8	43.7	55.8	55.8	38.9	47.1
South	49.4	48.3	48.1	48.2	58.2	58.2	34.4	46.1
West	46.7	46.7	50.2	43.5	55.7	55.7	34.3	44.2
<b>Race:</b>								
White	53.0	51.4	51.3	48.6	60.9	60.9	37.3	48.4
Black	41.9	40.6	40.3	33.5	35.9	45.4	20.2	33.0
<b>Politics:</b>								
Republican	51.4	54.1	57.3	56.8	73.9	73.9	45.3	58.4
Democrat	51.4	48.1	50.7	40.5	44.7	51.4	27.7	39.5
Independent	47.7	46.1	40.2	42.0	54.7	54.7	33.8	41.9
<b>Education:</b>								
< High School	26.0	23.5	24.7	17.9	43.6	43.6	17.9	27.1
High Sch. Grad.	41.7	42.4	39.9	37.9	54.2	54.2	31.8	40.5
College +	57.1	55.7	56.4	51.3	58.7	58.7	37.0	49.8
<b>Home:</b>								
Own	55.1	53.6	53.0	49.3	62.4	62.4	35.6	49.8
Rent	42.6	42.7	42.3	36.4	45.9	45.9	29.2	37.3
<b>Marital Status:</b>								
Single	47.5	47.5	47.5	45.0	48.3	49.0	33.3	42.8
Married	55.3	54.4	52.6	48.8	63.6	63.6	35.9	49.5
Sep/Wid/Div	37.4	33.9	37.8	32.1	47.5	47.5	29.7	36.9
<b>Employ. Status:</b>								
Full-Time	57.1	56.6	55.7	52.2	62.4	62.4	40.9	52.0
Part-Time	39.8	41.6	46.6	42.4	57.3	57.3	29.1	39.1
Not Employed	43.8	41.2	39.1	35.4	48.5	48.5	29.3	38.3

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