



Consumer Comfort Index™

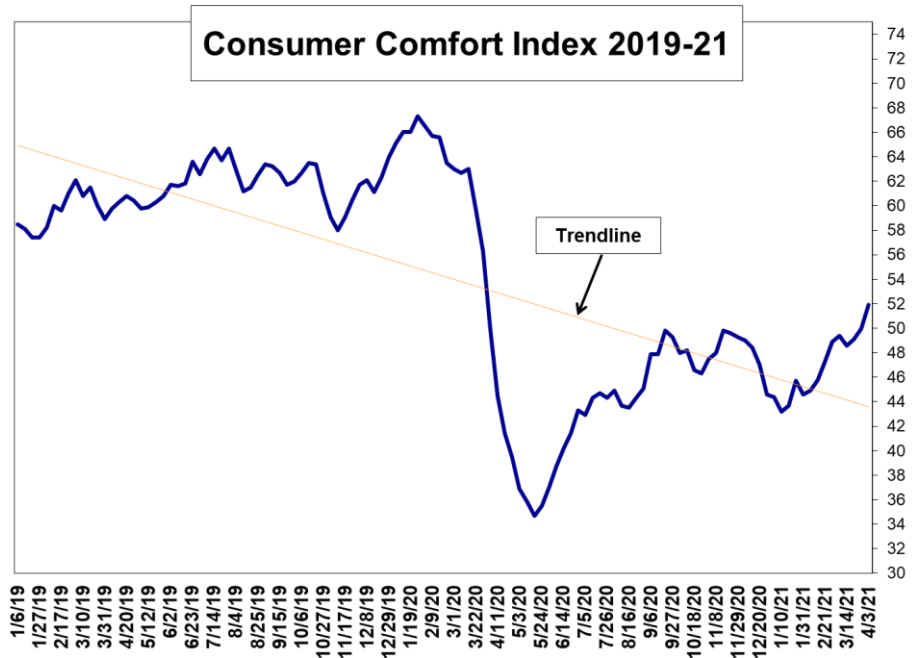
Weekly Data Report

*Embargoed for release:
 9:45 a.m. Thursday,
 April 8, 2021*

A week after anticipating a strong monthly jobs report, the Consumer Comfort Index surged to a new pandemic high, lifted by Americans' improved assessments of their personal finances, the buying climate and the national economy alike.

The CCI is up 3.3 points since mid-March, including 1.9 points just this week to 51.9 on its 0-100 scale, blowing past last week's one-year high to its best since the onset of the coronavirus pandemic last spring. The rise comes as states and municipalities relax COVID-19 restrictions, spurring the largest job growth since last August.

This
 week's
 CCI
51.9

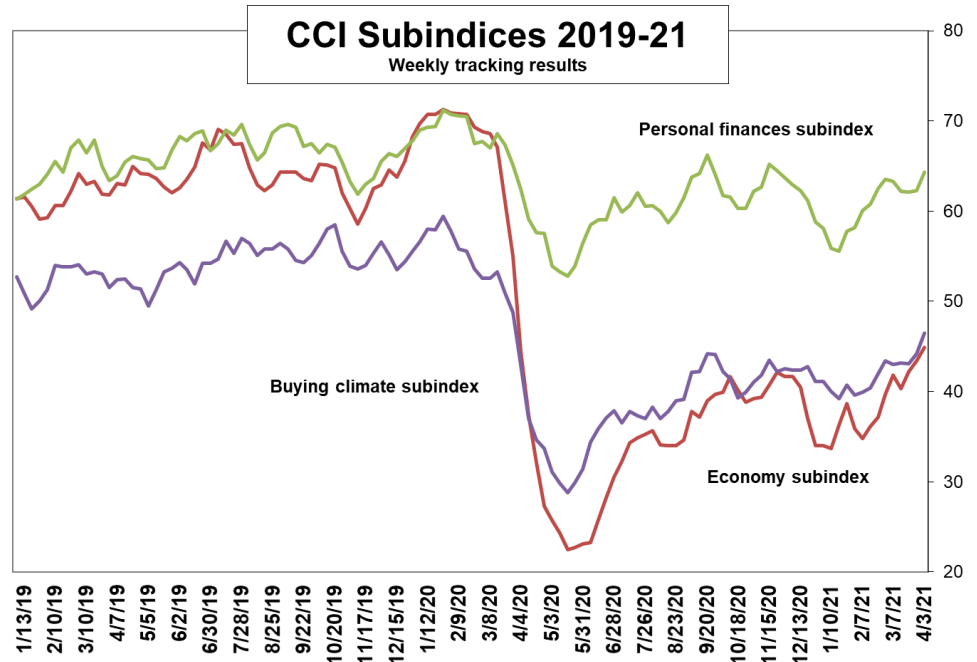


Among the index's three gauges, the week's largest advance is in ratings of whether or not it's a good time to buy things – up 2.3 points to 46.5, a new pandemic peak and the biggest one-week gain since September. That extends a strong start to the year, with the subindex up 7.3 points from its dip in mid-January.

Ratings of the national economy also reached a fresh pandemic peak, up 1.5 points this week and 4.6 points in three weeks to their best since last March. At 44.9, the subindex is up a steep 11.2 points since early January.

Personal finance ratings also gained this week after holding steady through March, up 2.0 points to 64.3, a four-month high. This subindex is up 8.7 points from a dip in mid-January, now just shy of its pandemic high in mid-September, 66.2.

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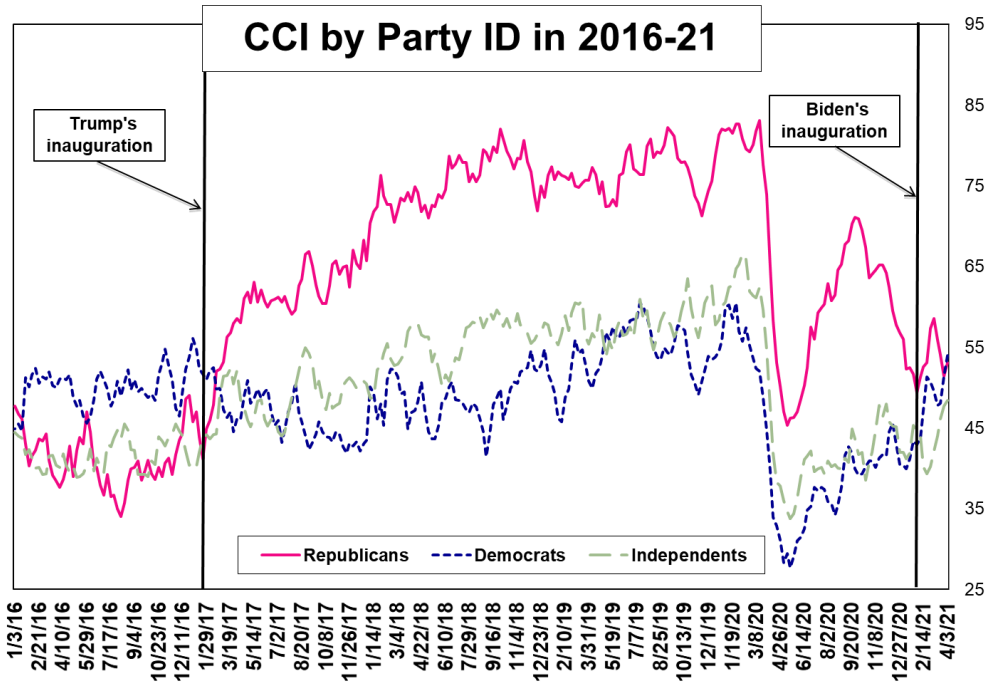
Even with the CCI's recent growth, the index is 11.1 points short of its pre-pandemic level last March and 15.4 points off its two-decade peak in January 2020. Ten months into its gradual recovery, it has recouped three-fifths of its total losses last spring. Each of its subindices is similarly short of its pre-pandemic level. (Even with last month's gain in employment, the job market, too, is far from full recovery, as evidenced by today's weekly state unemployment claims report.)

Among groups, this week's CCI advance was concentrated among men, up 3.2 points to 56.8, a high since March 2020. It's 47.4 among women, largely steady since reaching a pandemic high of 48.7 a month ago.

The index also was boosted by a two-week, 4.0-point gain among Americans without a four-year college degree, to 45.9, a four-month high. That said, it's much higher, 63.3, among those with a college degree, essentially unchanged from last week, its best since March 2020.

In partisan terms, consumer sentiment continues to grow steadily among Democrats, up 14.1 points since early January to 54.0, its best since February 2020. That narrowly surpasses its level among Republicans, with little clear trend this year at 53.1, for the first time since February 2017. The index is lower, 48.4, among political independents, albeit up 9.1 points since late February to its best in a year.

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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.



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Data summary for 4/8/21

This week	51.9	
Last week	50.0	
2021 high	51.9	April 3
2021 low	43.2	Jan. 10
2021 average	47.0	
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	45%	43	39	36
Personal finances	64	62	60	56
Buying climate	47	44	42	37

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	4%	41	39	16
Personal finances	9	56	30	6
Buying climate	5	42	39	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 April 3, 2021. Fieldwork and tabulation by SSRS of Glen Mills, PA.



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04/03/21	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	51.9	50.0	49.4	44.4	49.9	51.9	34.7	45.1
State of Economy	44.9	43.4	41.8	34.0	44.4	44.9	22.5	35.6
Personal Finances	64.3	62.3	63.3	58.1	62.4	66.2	52.8	60.4
Buying Climate	46.5	44.2	43.0	41.1	42.9	46.5	28.8	39.4
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	56.8	53.6	50.1	47.6	53.4	56.8	40.2	49.2
Women	47.4	46.5	48.7	41.5	46.6	48.7	28.3	41.3
Age:								
18 - 34	49.7	48.8	50.9	48.6	51.1	55.1	35.9	46.4
35 - 44	57.9	58.2	53.8	46.9	55.0	58.2	31.8	45.6
45 - 54	51.3	50.6	53.1	45.8	45.6	54.9	34.1	44.8
55 - 64	51.9	45.9	43.7	44.8	47.4	51.9	31.2	42.7
65+	51.1	47.8	44.2	35.7	48.9	54.3	35.6	45.0
Income:								
Under \$15K	29.1	30.4	30.4	19.6	27.6	34.7	16.5	24.0
\$15K To \$24.9K	32.9	25.3	25.9	26.5	39.7	39.7	17.0	28.0
\$25K To \$39.9K	42.0	37.3	42.5	36.1	43.5	50.0	27.7	38.6
\$40K To \$49.9K	50.6	50.3	43.6	47.3	55.3	55.3	29.1	45.8
Under \$50K	40.0	37.7	38.1	33.5	42.2	42.2	27.6	35.3
Over \$50K	64.6	63.1	61.5	56.7	57.8	64.6	43.3	55.1
\$50K To \$74.9K	64.0	61.9	59.5	52.9	56.7	64.0	39.3	50.7
\$75K To \$99.9K	61.4	60.0	58.1	60.1	57.8	64.7	36.7	53.8
Over \$100K	68.6	70.0	68.2	57.4	58.1	70.1	49.1	61.0
Region:								
Northeast	56.3	54.6	47.3	39.2	48.3	56.3	30.3	42.3
Midwest	54.9	50.8	49.8	44.6	52.1	54.9	38.9	47.1
South	51.5	49.4	49.2	47.6	49.5	52.9	34.4	46.0
West	46.8	46.7	50.8	43.0	49.7	50.9	34.3	44.0
Race:								
White	55.2	53.0	52.2	48.0	53.3	55.2	37.3	48.3
Black	45.2	41.9	40.3	33.3	33.8	45.4	20.2	33.1
Politics:								
Republican	53.1	51.4	58.6	56.0	64.9	71.1	45.3	58.0
Democrat	54.0	51.4	49.6	40.4	39.7	54.0	27.7	39.7
Independent	48.4	47.7	42.1	42.0	47.5	48.4	33.8	41.7
Education:								
< High School	32.2	26.0	28.4	19.9	38.4	38.4	17.9	26.9
High Sch. Grad.	43.9	41.7	40.8	36.6	47.2	50.9	31.8	40.3
College +	58.5	57.1	56.3	51.3	52.4	58.5	37.0	49.8
Home:								
Own	58.1	55.1	53.0	48.3	53.6	58.1	35.6	49.7
Rent	42.6	42.6	44.3	37.5	44.0	44.3	29.2	37.2
Marital Status:								
Single	48.5	47.5	47.2	45.7	45.4	49.0	33.3	42.8
Married	56.8	55.3	53.6	48.1	54.3	57.0	35.9	49.3
Sep/Wid/Div	42.7	37.4	38.2	32.3	43.3	43.3	29.7	36.8
Employ. Status:								
Full-Time	59.2	57.1	55.4	53.6	56.1	59.2	40.9	51.9
Part-Time	42.0	39.8	45.4	43.1	48.3	48.3	29.1	38.8
Not Employed	44.9	43.8	41.2	32.6	42.8	45.9	29.3	38.3

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