



Consumer Comfort Index™

Weekly Data Report

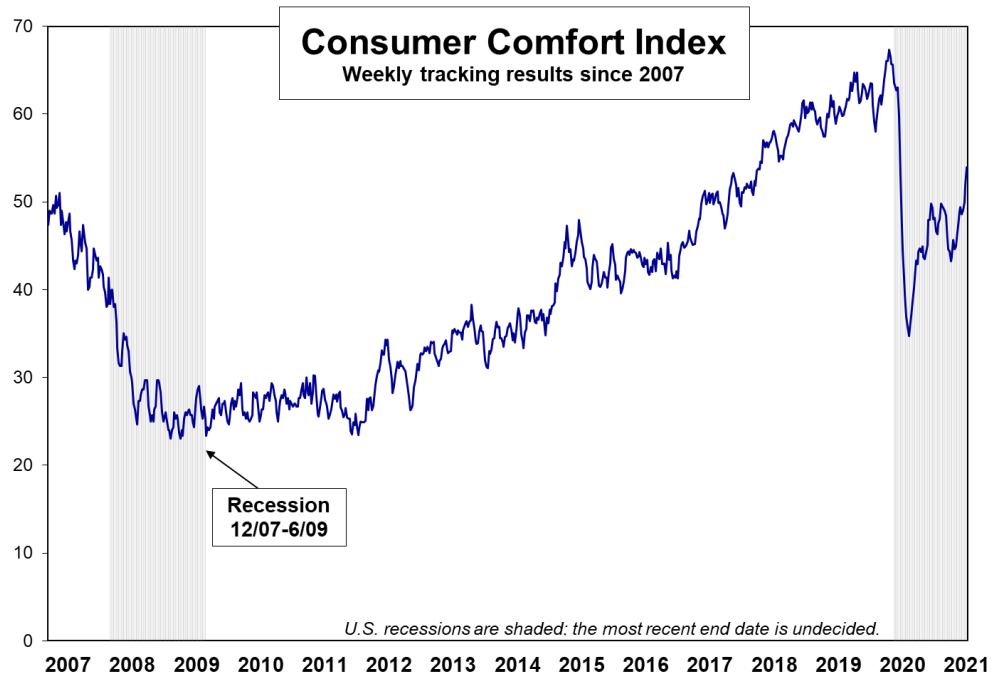
*Embargoed for release:
9:45 a.m. Thursday,
April 15, 2021*

Advances in economic sentiment accelerated this week, with the Consumer Comfort Index posting its strongest year-to-date growth in 35 years of weekly data. Each of its component measures built on already impressive 2021 gains.

This week's advance, in particular, is led by Americans' ratings of their personal finances, now nearly fully recovered from their unprecedented pandemic plunge last year.

At 53.9 on its 0-100 scale, the CCI is up 2.0 points this week and 5.3 points in the past month, its largest one-month gain since the end of last summer. It's up a cumulative 10.7 points in the past three months – the largest such gain in ongoing weekly data since late 1985 – and up 19.2 points from a nearly six-year low in the initial months of the coronavirus pandemic last spring.

This
week's
CCI
53.9



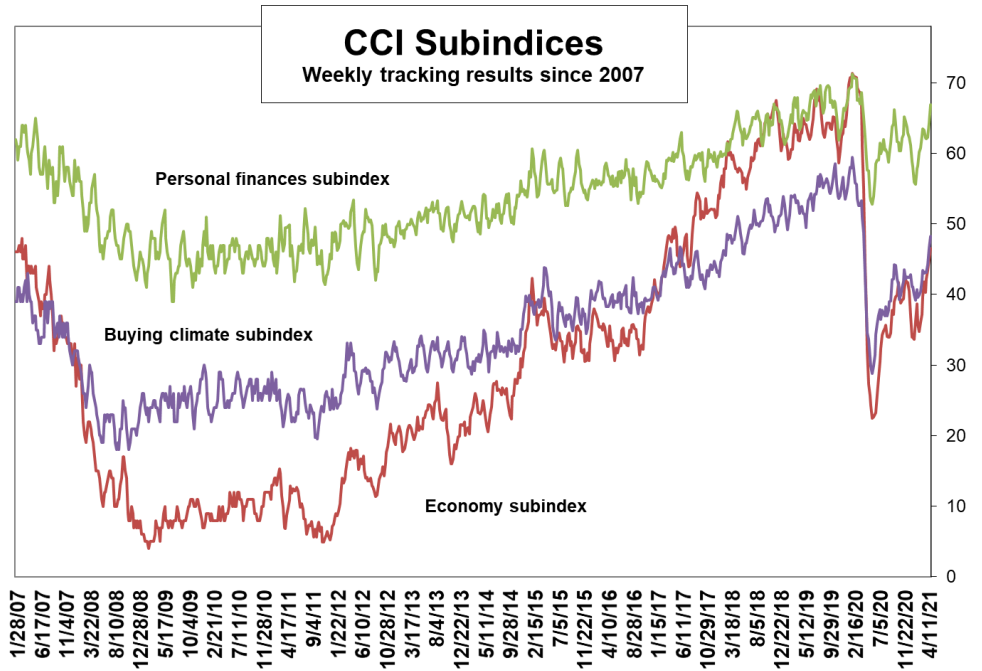
Among its gauges, Americans' ratings of their personal finances are up 2.6 points, their largest single-week gain in more than two years. That extends a strong start to the year, with the subindex up 11.3 points since mid-January to 66.9, its best since March 2020 and just below its pre-pandemic level, 68.6 almost 13 months ago.

The overall index also is lifted by sustained advances in Americans' rating of the buying climate and the national economy alike. The buying climate subindex is up 5.2 points in three weeks, including 1.8 points just this week, to a new pandemic high of 48.3. Similarly, national economy ratings are up 1.6 points this week and 6.2 points in four weeks to 46.5, their best in a year.

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That said, while much improved, the buying climate and national economy subindices lag in recovery. The buying climate gauge is still 5.0 points short of its pre-pandemic level and the national economy subindex is a further 20.6 points from its pre-pandemic position last March.

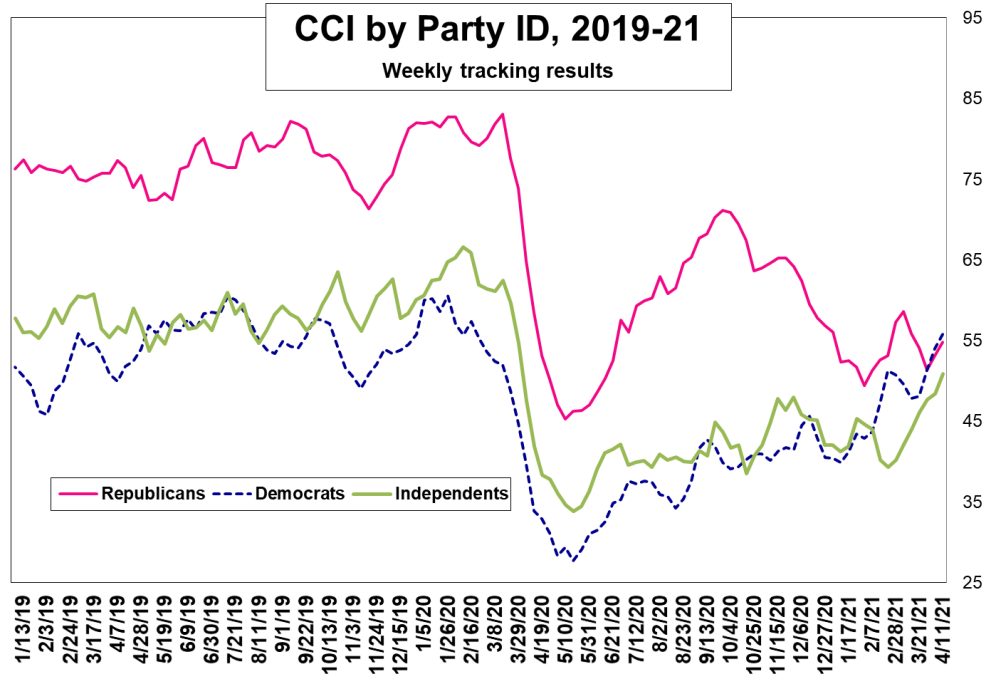


These gaps are reflected in the overall CCI. The index is 9.1 points short of its pre-pandemic level last March and 13.4 points off its 20-year peak in January 2020.

The index's latest advance is driven by lower-income Americans, up 6.9 points in three weeks to 43.4, its best since March 2020. It's much higher among those in the \$50,000-\$100,000 bracket (62.4) and \$100,000-plus income earners (69.1), both near their one-year peaks one and three weeks ago.

By partisanship, the CCI among Democrats is up a steep 15.9 points since early January, including 8.0 points in the past month, to 55.8, its best since February 2020. The index also is up dramatically among independents, gaining 11.6 points since late February to 50.9, its best since March 2020. At 54.8, it's basically flat among Republicans, with no clear trend since the start of the 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 4/15/21

This week	53.9	
Last week	51.9	
2021 high	53.9	April 11
2021 low	43.2	Jan. 10
2021 average	47.4	
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	47%	45	39	36
Personal finances	67	64	61	56
Buying climate	48	47	42	37

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	4%	43	39	15
Personal finances	8	59	28	5
Buying climate	4	44	38	14

	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 11, 2021. Fieldwork and tabulation by SSRS of Glen Mills, PA.



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04/11/21	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	53.9	51.9	48.6	43.2	44.5	53.9	34.7	45.2
State of Economy	46.5	44.9	40.3	33.7	37.4	46.5	22.5	35.6
Personal Finances	66.9	64.3	62.2	55.9	59.1	66.9	52.8	60.5
Buying Climate	48.3	46.5	43.2	40.0	37.0	48.3	28.8	39.5
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	58.1	56.8	50.8	46.4	49.4	58.1	40.2	49.3
Women	49.9	47.4	46.5	40.2	40.0	49.9	28.3	41.4
Age:								
18 - 34	52.3	49.7	49.9	46.8	45.9	55.1	35.9	46.4
35 - 44	56.9	57.9	54.7	42.6	51.4	58.2	31.8	45.6
45 - 54	55.9	51.3	48.8	44.1	42.8	55.9	34.1	45.0
55 - 64	56.0	51.9	41.1	40.7	35.2	56.0	31.2	42.8
65+	50.8	51.1	46.7	40.0	44.1	54.3	35.6	45.0
Income:								
Under \$15K	30.7	29.1	26.6	20.1	23.6	34.7	16.5	24.1
\$15K To \$24.9K	40.0	32.9	20.6	24.7	26.4	40.0	17.0	28.0
\$25K To \$39.9K	45.6	42.0	40.8	34.1	42.0	50.0	27.7	38.6
\$40K To \$49.9K	51.9	50.6	49.6	46.9	50.3	54.3	29.1	45.8
Under \$50K	43.4	40.0	36.8	32.8	36.3	43.4	27.6	35.3
Over \$50K	64.2	64.6	60.0	55.5	52.7	64.6	43.3	55.3
\$50K To \$74.9K	63.0	64.0	56.9	50.1	51.7	64.0	39.3	50.8
\$75K To \$99.9K	61.6	61.4	58.1	61.6	53.1	64.7	36.7	53.9
Over \$100K	69.1	68.6	66.5	56.8	53.4	70.1	49.1	61.2
Region:								
Northeast	57.2	56.3	46.5	38.9	41.7	57.2	30.3	42.5
Midwest	57.6	54.9	48.5	41.4	48.3	57.6	38.9	47.2
South	52.5	51.5	48.1	47.6	43.7	52.9	34.4	46.1
West	50.4	46.8	50.9	40.8	44.5	50.9	34.3	44.1
Race:								
White	57.5	55.2	50.3	45.5	47.2	57.5	37.3	48.3
Black	45.2	45.2	45.4	34.2	32.7	45.4	20.2	33.3
Politics:								
Republican	54.8	53.1	55.9	52.3	58.4	71.1	45.3	57.8
Democrat	55.8	54.0	47.8	39.9	33.9	55.8	27.7	40.0
Independent	50.9	48.4	44.0	41.2	41.9	50.9	33.8	41.8
Education:								
< High School	35.2	32.2	28.8	20.5	36.5	37.5	17.9	26.8
High Sch. Grad.	46.7	43.9	40.9	31.8	41.2	50.9	31.8	40.3
College +	60.0	58.5	55.0	51.6	47.1	60.0	37.0	50.0
Home:								
Own	59.3	58.1	52.4	47.3	48.8	59.3	35.6	49.8
Rent	44.7	42.6	43.2	36.0	37.1	44.7	29.2	37.2
Marital Status:								
Single	50.6	48.5	48.2	41.6	42.2	50.6	33.3	42.9
Married	57.8	56.8	52.4	47.3	48.0	57.8	35.9	49.4
Sep/Wid/Div	47.7	42.7	37.0	35.2	37.0	47.7	29.7	36.9
Employ. Status:								
Full-Time	60.0	59.2	55.7	51.8	51.1	60.0	40.9	52.0
Part-Time	41.2	42.0	42.9	42.4	38.1	46.9	29.1	38.7
Not Employed	49.3	44.9	40.2	32.4	39.0	49.3	29.3	38.4

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