



# Consumer Comfort Index™

## Weekly Data Report

*Embargoed for release:  
 9:45 a.m. Thursday,  
 May 20, 2021*

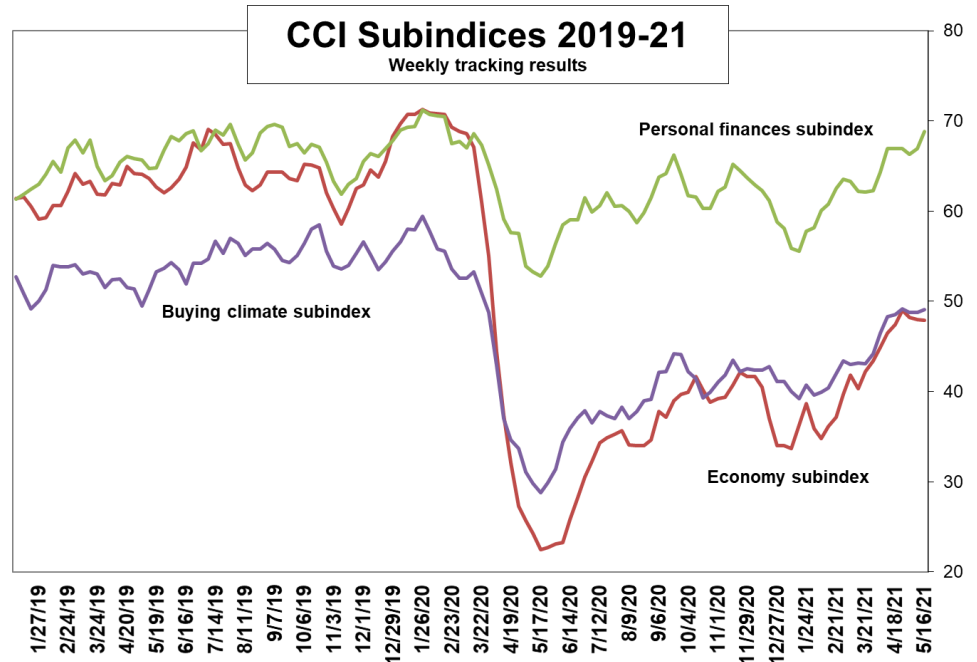
Americans' ratings of their personal finances advanced this week to entirely erase their pandemic losses, lifting the overall Consumer Comfort Index to a 13-month peak. Economic expectations gained as well, to their best in 15 months.

The CCI's personal finances gauge gained 1.9 points to 68.8 on its 0-100 scale, up from a low of 52.8 in the teeth of the pandemic exactly a year ago. That puts it within striking distance of its all-time high in 35 years of weekly data, set in January 2020.

The CCI's two other gauges, based on current views of the buying climate and the national economy, held essentially steady at 49.1 and 47.9 this week. Both are virtually even with their pandemic highs in late April.

The overall CCI reached 55.3 on its 0-100 scale, its highest since March 2020. It's recovered 20.6 points since hitting a nearly six-year low last May – recouping about three-quarters of its total pandemic losses thus far. It's up a sharp 10.9 points this year alone, on track to nearly double its largest annual gain on record.

This  
 week's  
 CCI  
**55.3**



The result dovetails with the latest weekly unemployment claims report, with the fewest claims filed since mid-March 2020, likewise its best of the pandemic.

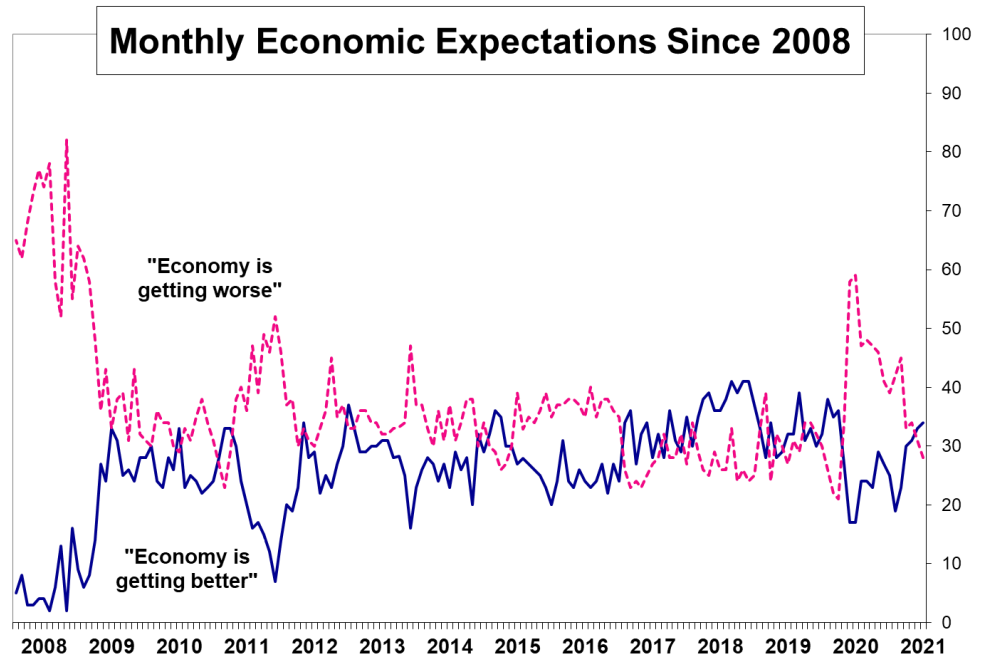
The separate look-ahead measure on the future of the national economy, taken monthly, has risen in tandem with present-day views. Thirty-four percent say the economy is getting better, the most since February 2020 and up 15 percentage points just since December. Twenty-eight percent think the economy is getting

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worse, a low since before the pandemic and down 17 points in four months. The rest say it's staying the same, 38 percent.

This month's +6-point better-worse margin is the best since last February and a broad 23 points more positive than its long-term average in data since March 1986. That said, it still falls short of expectations immediately before the pandemic struck last February, +15 points better-worse.



Among groups, this week's advance in personal finance ratings was highest among Midwesterners (+5.6 points), those age 65 and older (+5.4), Republicans (+5.1) and women (+4.3).

At 52.8, the overall CCI among women is its best since last March, up 24.5 points from its pandemic low last May, including 12.6 points since early January. It's 57.9 among men, up a lesser 17.7 points from its pandemic low about one year ago. The gender gap, 5.1 points, is 2.8 points narrower than its average in available data since June 1990.

By region, the CCI is at pandemic peaks in the Northeast and Midwest. It's seen a 20.9-point gain among Northeasterners this year, to 60.1, and +18.5 points since early January among Midwesterners, to 59.9. These compare with a 14.1-point advance in the West since early January and essentially no change among Southerners from its starting point this year.

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The index among Republicans is at a five-month high of 61.1. While still short of its pre-election level, that's up 11.7 points since late January to narrowly surpass the CCI among Democrats, 57.4. It had been numerically higher among Democrats than Republicans for the previous six weeks, a situation unseen since early 2017, at the close of the Obama administration. The index is lower, 49.1, among independents, largely steady since late March.

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 5/20/21

This week	55.3	
Last week	54.6	
2021 high	55.3	May 16
2021 low	43.2	Jan. 10
2021 average	49.2	
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	43.3	

Individual measures:

	This week	Last week	Average 2021	Average '85-'21
Positive ratings of:				
National economy	48%	48	41	36
Personal finances	69	67	62	56
Buying climate	49	49	44	37

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	5%	43	39	13
Personal finances	11	58	25	6
Buying climate	5	45	37	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

Economy's direction:

	Better	Worse	Same	Better-worse diff.
5/16/21	34	28	38	6 pts.
4/18/21	33	31	36	2
3/14/21	31	34	36	-3
2/14/21	30	33	37	-3
1/17/21	23	45	33	-22
12/13/20	19	42	39	-23
11/15/20	25	39	36	-14
10/18/20	27	41	32	-14
9/14/20	29	46	25	-17
8/16/20	23	47	30	-24

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. The expectations question was asked of 500 respondents May 4-16, 2021; that result has a 4.5-point error margin. Fieldwork and tabulation by SSRS of Glen Mills, PA.



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05/16/21	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	55.3	54.6	54.2	45.8	34.7	55.3	34.7	46.6
State of Economy	47.9	48.0	47.4	36.1	22.5	49.0	22.5	37.4
Personal Finances	68.8	66.9	66.9	60.8	52.8	68.8	52.8	61.5
Buying Climate	49.1	48.8	48.5	40.4	28.8	49.2	28.8	40.9
<b>OVERALL INDEX BY DEMOGRAPHIC GROUPS</b>								
<b>Sex:</b>								
Men	57.9	59.0	57.5	46.2	41.5	59.0	41.5	50.6
Women	52.8	50.4	51.2	45.3	28.3	52.8	28.3	42.9
<b>Age:</b>								
18 - 34	62.2	62.7	56.4	47.6	36.6	62.7	35.9	48.1
35 - 44	61.0	58.1	56.6	49.8	31.8	61.0	31.8	47.2
45 - 54	51.4	52.6	54.3	48.0	34.1	55.9	34.1	46.2
55 - 64	50.9	49.0	51.9	45.4	32.3	56.0	32.3	44.6
65+	49.6	48.0	51.1	39.6	37.3	54.3	35.6	45.9
<b>Income:</b>								
Under \$15K	32.4	26.4	30.0	19.1	17.4	34.7	16.5	24.5
\$15K To \$24.9K	30.7	27.7	38.6	25.7	30.5	40.0	17.0	28.8
\$25K To \$39.9K	43.2	52.4	48.4	35.1	31.1	53.8	27.7	40.0
\$40K To \$49.9K	51.2	48.9	55.3	45.6	29.3	56.8	29.1	46.8
Under \$50K	40.7	40.8	44.6	33.2	27.6	45.0	27.6	36.4
Over \$50K	69.2	68.0	63.4	59.9	43.3	69.2	43.3	56.9
\$50K To \$74.9K	67.8	63.8	60.2	57.0	39.3	67.8	39.3	52.4
\$75K To \$99.9K	68.3	68.7	62.9	59.2	39.3	68.7	36.7	55.6
Over \$100K	71.8	71.4	68.1	62.5	50.0	71.8	50.0	62.9
<b>Region:</b>								
Northeast	60.1	57.3	52.3	44.5	30.3	60.1	30.3	44.4
Midwest	59.9	57.2	55.2	46.1	38.9	59.9	38.9	48.5
South	50.8	51.0	53.1	47.6	34.4	53.1	34.4	47.2
West	54.9	56.0	56.7	43.5	34.9	58.6	34.3	45.7
<b>Race:</b>								
White	58.7	58.0	58.3	49.2	37.3	58.7	37.3	49.8
Black	44.8	40.5	43.6	34.1	20.2	45.4	20.2	34.8
<b>Politics:</b>								
Republican	61.1	57.5	55.6	52.6	46.2	71.1	46.2	58.5
Democrat	57.4	59.3	58.2	47.2	27.7	59.3	27.7	42.6
Independent	49.1	48.5	49.3	40.2	33.8	50.9	33.8	42.8
<b>Education:</b>								
< High School	37.8	34.1	39.2	24.5	22.0	39.2	17.9	27.2
High Sch. Grad.	41.0	43.0	44.7	35.1	33.4	50.9	31.8	41.0
College +	64.5	62.9	60.9	53.8	37.0	64.5	37.0	51.8
<b>Home:</b>								
Own	60.3	59.3	59.6	51.9	35.6	60.4	35.6	51.4
Rent	47.0	46.9	45.4	36.8	32.7	47.3	31.4	38.5
<b>Marital Status:</b>								
Single	58.4	57.4	52.2	42.1	33.5	58.4	33.5	44.6
Married	57.7	57.3	57.4	50.7	35.9	58.5	35.9	50.8
Sep/Wid/Div	43.1	42.5	49.0	39.2	32.5	49.0	32.1	38.1
<b>Employ. Status:</b>								
Full-Time	63.6	62.1	59.9	54.2	41.3	63.6	40.9	53.4
Part-Time	47.0	48.1	45.1	35.1	29.3	48.1	29.2	40.0
Not Employed	44.8	45.1	48.9	36.5	29.3	49.7	29.3	39.6

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