

Consumer Comfort Index™



Weekly Data Report

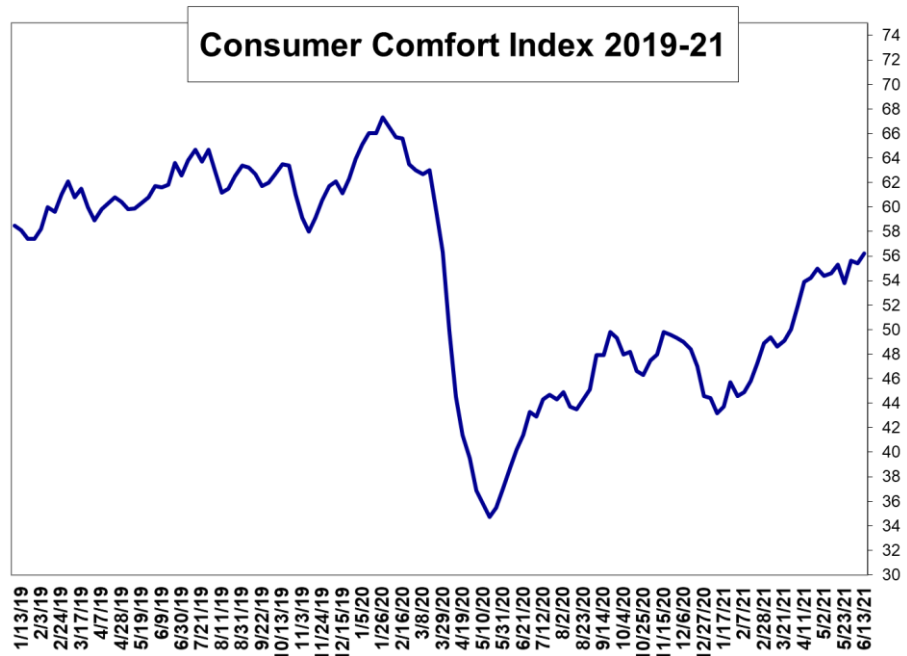
*Embargoed for release:
9:45 a.m. Thursday,
June 17, 2021*

Consumer sentiment reached a new pandemic high this week as Americans shook off inflation pressure, pushing ratings of the national economy and the buying climate to their best in nearly 15 months. Expectations are up as well: Nearly four in 10 say the economy is getting better, the most since December 2019.

At 56.2 on its 0-100 scale, the weekly Consumer Comfort Index has fully rebounded from a late May dip, possibly linked to spiking gasoline prices and supply bottlenecks. It's up 2.4 points in three weeks to its best since late March 2020.

The CCI, based on public views of current economic conditions, has gained a broad 21.5 points from its pandemic low 13 months ago. It's 6.8 points short of its pre-pandemic level and 11.1 points off its 20-year peak in January 2020, but 12.9 points ahead of its long-term average since late 1985.

This
week's
CCI
56.2



The index has been lifted by gains in Americans' ratings of the national economy, up 3.4 points in three weeks, and – despite inflation pressures – in views of whether or not it's a good time to buy things, up 3.6 points, both to their best since March 2020.

The CCI's third gauge, based on ratings of personal finances, is steady, near its pandemic best about a month ago.

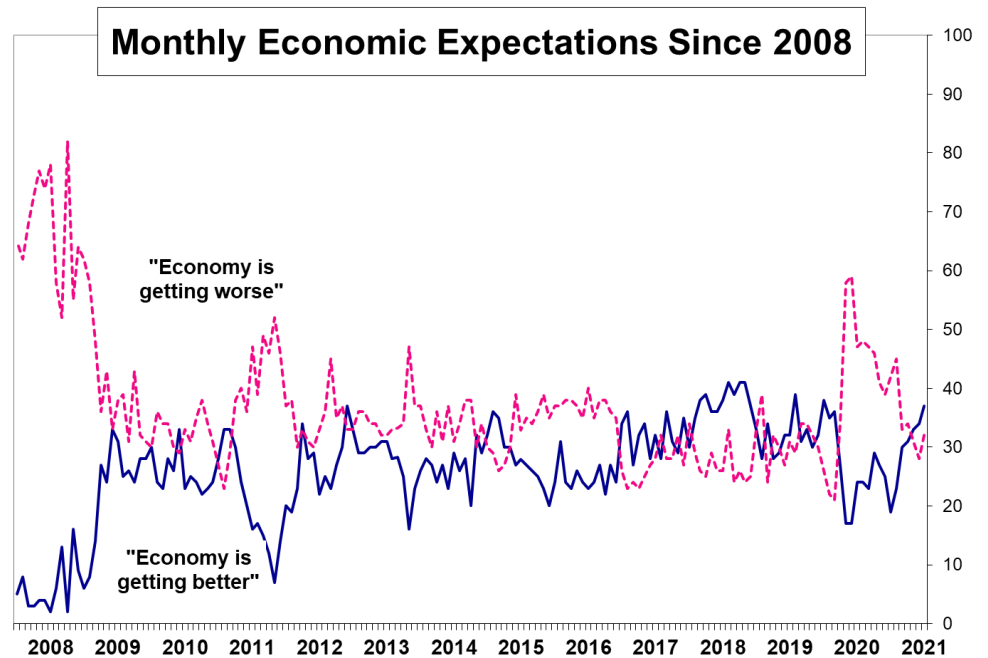
The survey's separate, forward-looking measure finds growing optimism. Thirty-seven percent say the economy is getting better, up 18 percentage points since December to its best since late 2019. About a third, 32 percent, think the economy is

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getting worse, steady since February but down from 45 percent at the start of the year.

The current +5-point better-worse margin is up from a deeply negative -23-point margin in December and -42-points in May 2020. It's also starkly more optimistic than the long-term average margin, -17 points.



Economic outlook is colored by partisanship. More than half of Democrats, 54 percent, say the economy is getting better, 16 percent worse. Views are virtually flipped among Republicans; half think the economy is getting worse while just 21 percent say it's getting better. Independents are split, 33-32 percent, better-worse.

Partisan differences extend to present-day views. The CCI's recent advance is concentrated among Democrats, up 5.4 points this week alone to 64.2, a high since October 2000 – 12.2 points better than its level at the onset of the pandemic.

Comparatively, the index is 54.8 among Republicans, down 6.3 points from a month ago and 28.3 points off its pre-pandemic level. The CCI hasn't been this much higher among Democrats than Republicans since Barack Obama's last month in office.

The index is lower, 48.0, among independents, largely steady since late March.

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The index's recent advance also is centered on lower-income Americans. Among those in households earning less than \$50,000 annually, it's up 6.9 points in three weeks to 46.5, a 14-month high. Conversely, the CCI is down by 4.3 points in four weeks among those in \$50,000+ households to a seven-week low, 64.9.

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.



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Data summary for 6/17/21

This week	56.2	
Last week	55.4	
2021 high	56.2	June 13
2021 low	43.2	Jan. 10
2021 average	50.2	
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	51%	50	43	36
Personal finances	68	68	63	56
Buying climate	50	49	45	37

	Excel -lent	Good	Not so Good	Poor
Full ratings of:				
National economy	8%	43	33	16
Personal finances	12	56	26	7
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.
6/13/21	37	32	31	5 pts.
5/16/21	34	28	38	6
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

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 June 1-13, 2021; that result has a 4.5-point error margin. Fieldwork and tabulation by SSRS of Glen Mills, PA.



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06/13/21	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	56.2	55.4	55.3	48.6	40.2	56.2	40.2	48.0
State of Economy	51.1	50.3	47.9	40.3	25.8	51.1	25.8	39.4
Personal Finances	67.8	67.5	68.8	62.2	59.0	68.8	55.6	62.4
Buying Climate	49.8	48.5	49.1	43.2	35.9	49.8	35.9	42.2
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	56.9	56.6	57.9	50.8	46.3	59.0	44.3	51.6
Women	55.5	54.4	52.8	46.5	34.6	55.5	34.6	44.7
Age:								
18 - 34	60.4	59.4	62.2	49.9	35.9	62.7	35.9	50.0
35 - 44	57.7	61.3	61.0	54.7	42.5	61.3	41.8	49.1
45 - 54	59.6	55.4	51.4	48.8	40.4	59.6	38.7	47.5
55 - 64	54.0	53.9	50.9	41.1	38.8	56.0	37.3	45.9
65+	49.6	48.7	49.6	46.7	45.2	54.3	35.7	46.7
Income:								
Under \$15K	26.7	29.3	32.4	26.6	25.3	34.7	17.7	25.3
\$15K To \$24.9K	39.3	36.3	30.7	20.6	20.8	40.0	17.0	29.2
\$25K To \$39.9K	50.8	45.7	43.2	40.8	31.0	53.8	27.7	41.0
\$40K To \$49.9K	57.5	58.0	51.2	49.6	41.2	58.0	36.1	48.5
Under \$50K	46.5	44.5	40.7	36.8	30.0	46.5	30.0	37.5
Over \$50K	64.9	65.5	69.2	60.0	50.3	69.2	50.0	58.5
\$50K To \$74.9K	63.0	62.9	67.8	56.9	46.4	67.8	42.8	54.1
\$75K To \$99.9K	67.9	68.8	68.3	58.1	41.6	69.7	41.6	57.9
Over \$100K	65.5	66.1	71.8	66.5	61.1	71.8	55.0	63.9
Region:								
Northeast	50.4	51.6	60.1	46.5	34.6	60.1	34.6	46.0
Midwest	59.7	60.0	59.9	48.5	42.5	60.0	41.4	49.8
South	54.9	53.4	50.8	48.1	40.8	54.9	40.8	48.5
West	59.5	57.6	54.9	50.9	41.5	59.5	39.8	47.3
Race:								
White	57.5	58.0	58.7	50.3	44.1	58.7	44.1	51.2
Black	53.4	50.0	44.8	45.4	26.6	53.4	24.0	36.7
Politics:								
Republican	54.8	58.6	61.1	55.9	50.3	71.1	49.4	59.3
Democrat	64.2	58.8	57.4	47.8	32.5	64.2	32.5	44.8
Independent	48.0	48.4	49.1	44.0	41.1	50.9	38.5	43.8
Education:								
< High School	26.3	27.8	37.8	28.8	26.3	39.2	17.9	27.7
High Sch. Grad.	45.1	42.5	41.0	40.9	34.4	50.9	31.8	41.6
College +	65.0	64.9	64.5	55.0	45.2	65.0	45.2	53.7
Home:								
Own	61.2	61.3	60.3	52.4	45.1	61.3	45.1	53.0
Rent	47.7	45.9	47.0	43.2	31.7	47.7	31.7	39.6
Marital Status:								
Single	57.4	57.9	58.4	48.2	35.4	59.8	35.4	46.4
Married	60.5	58.2	57.7	52.4	44.6	60.5	44.6	52.3
Sep/Wid/Div	42.0	44.1	43.1	37.0	36.7	49.0	32.1	38.6
Employ. Status:								
Full-Time	63.0	63.5	63.6	55.7	43.4	63.6	43.4	55.0
Part-Time	52.6	52.3	47.0	42.9	39.0	54.8	30.4	41.6
Not Employed	46.0	43.7	44.8	40.2	37.0	49.7	32.4	40.5

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