



Global Consumer Confidence Index - June 2019

- *Uptick in optimism in India, the U.S. and several European markets.*
- *Japan, Saudi Arabia and Australia show signs of slowdown.*
- *Latin America and South Africa still in a slump.*

Washington, DC, June 21, 2019 – June 2019 sees the Ipsos Global Consumer Confidence Index at 49.6, **up 0.3** against last month, at the same level it was three months ago, but down 0.8 of a point over the past year.

Eight of the 24 countries surveyed see significant three-month gains in their National Index: India (+4.9), Turkey (+3.6), the United States (+2.2), Poland (+2.0), Spain (+1.9), Belgium (+1.9), Sweden (+1.9). and Hungary (+1.8).

Consumer confidence in Japan, Saudi Arabia and Australia show signs of slowing down at varying rates with National Index results declining over the past three months, ranging from 3.2 points in Japan, to 2.7 points in Saudi Arabia, and 1.8 points in Australia. Consumer confidence continues to decline sharply across all three Latin American markets surveyed with three-months drops of 5.0 points in Brazil, 4.1 points in Mexico, and 2.2 points in Argentina. South Africa shows a similar pattern with a three-month decline of 4.3 points.

The Consumer Confidence Index, also called the “National Index,” reflects consumer attitudes on the current and future state of their local economy, their personal finance situations, their savings and their confidence to make large investments.

China continues to enjoy the highest National Index with a score of 69.9; India (65.4), the United States (61.4), Saudi Arabia (61.4), and Sweden (60.4) round off the top-5 markets. At the other end of the spectrum, the countries with the weakest level of consumer confidence are Argentina (34.0), Turkey (35.4), and South Africa (39.2).

Jobs Index (Job security confidence, job loss experience, employment outlook)	Expectations Index (Personal financial, community economy, and employment outlook)	Investment Index (Purchasing and investment confidence, personal financial situation and outlook)
Global average: 57.7 3-month trend: +0.1 Largest gains: <ul style="list-style-type: none"> ▪ Italy: +4.1 ▪ China: +3.2 ▪ Turkey: +2.6 Largest drops: <ul style="list-style-type: none"> ▪ Mexico: -4.9 ▪ South Africa: -4.3 ▪ Brazil: -3.4 	Global average: 57.9 3-month trend: +0.5 Largest gains: <ul style="list-style-type: none"> ▪ India: +5.9 ▪ Turkey: +5.5 ▪ Great Britain: +2.4 Largest drops: <ul style="list-style-type: none"> ▪ Brazil: -4.3 ▪ South Africa: -3.1 ▪ Japan: -1.8 	Global average: 43.1 3-month trend: -0.3 Largest gains: <ul style="list-style-type: none"> ▪ India: +7.0 ▪ Turkey: +3.8 ▪ United States: +3.5 Largest drops: <ul style="list-style-type: none"> ▪ Brazil: -6.5 ▪ Japan: -6.2 ▪ Saudi Arabia: -5.6

About the Study

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These findings are based on data from Refinitiv/Ipsos' Primary Consumer Sentiment Index (PCSI) collected in a monthly survey of consumers from 24 countries via Ipsos' Global Advisor online survey platform. For this survey, Ipsos interviews a total of 17,500+ adults aged 18-74 in the United States, Canada, China*, Israel, South Africa and Turkey, aged 19-74 in South Korea, and aged 16-74 in the other 17 countries, each month. The monthly sample consists of 1,000+ individuals in each of Australia, Brazil, Canada, China*, France, Germany, Italy, Japan, Spain, Great Britain and the United States, and 500+ individuals in each of Argentina, Belgium, Hungary, India, Israel, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.

Data collected each month are weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the country's most recent census data. Data collected each month are also weighted to give each country an equal weight in the total "global" sample. Online surveys can be taken as representative of the general working age population in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, China*, India, Israel, Mexico, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.

Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the Refinitiv/Ipsos online surveys is measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of +/- 2.0 points for countries where the 3-month sample is 3,000+ and +/- 2.9 points for countries where the 3-month sample is 1,500+. Please click on this link for [more information on credibility intervals](#).

The results reported each month in the Refinitiv/Ipsos' [Primary Consumer Sentiment Index](#) are based only on that month's data (hence, the base for each country is 500+ or 1,000+) and comparisons are made against results from other months which are also each based on one month's data. In contrast, the results reported any given month in Ipsos's Global Consumer Confidence at-a-Glance are based on data collected not only that month, but also during to the two previous months and consist of past 3-month "rolling averages". This technique allows for tripling the sample size for each metric. Hence, the base for any country ranges from 1,500+ to 3,000+. This increases the reliability of the findings and the statistical significance of reported variations over time, However, to heighten the freshness of the findings reported any given month, the data from the same month is given a weight of 45%, the data from the previous month a lesser weight of 35%, and the data from the earliest of the three months an even lesser weight of 20%.

The Refinitiv/Ipsos Primary Consumer Sentiment Index (PCSI), ongoing since 2010, is a monthly survey of consumer attitudes on the current and future state of local economies, personal finance situations, savings and confidence to make large investments. The PCSI metrics reported each month for each of the 24 countries surveyed consist of a "Primary Index" based on all 11 questions below and of several "sub-indices" each based on a subset of these 11 questions. Those sub-indices include an Expectations Index; Investment Index; and, Jobs Index.

*mainland

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About Ipsos

Ipsos is a global independent market research company. Our team of 18,000 across 90 countries serves 5,000 clients and undertakes 70,000 different projects each year. Our polling practice is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

As a global research and insights organization, Ipsos aims to make our changing world easier and faster to navigate and to inspire our clients to make smarter decisions. We are committed to driving the industry with innovative, best-in-class research techniques that are meaningful in today's connected society. We deliver research with security, speed, simplicity, and substance. Our tagline "Game Changers" summarizes our ambition.

Ipsos is committed to building an organization dedicated to a single endeavor: providing our clients with the best service, using qualitative or quantitative methods, at local, regional, and international levels. This is what drives us to ask and probe, to subject our hypotheses to rigorous analyses, and, finally, to deliver reliable data and the most effective recommendations in the shortest time possible.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

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At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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The company is part of the SBF 120 and the Mid-60 index
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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
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