

U.S. CONSUMER CONFIDENCE WEEKLY TRACKER

4/30/2020

GAME CHANGERS

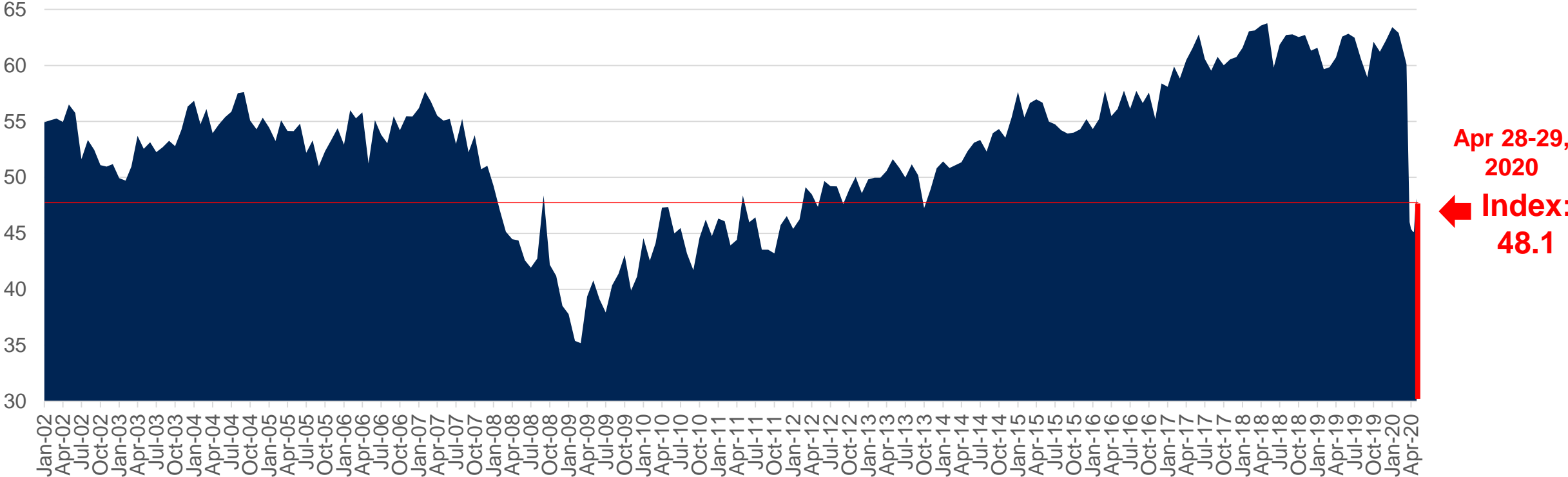


A SLIGHT UPTICK IN CONSUMER CONFIDENCE FOR THE SECOND CONSECUTIVE WEEK

UP ALMOST 3 POINTS OVER LEVELS OF FIRST HALF OF APRIL;
NOW AT SAME LEVEL AS IN 2012

Early Jan	Early Feb	Early Mar	Mar 24-25	Mar 31-Apr 1	Apr 7-8	Apr. 14-15	Apr. 21-22	Apr. 28-29
63.4	62.9	60.1	46.0	45.4	45.2	45.1	47.2	48.1

Overall Confidence Index

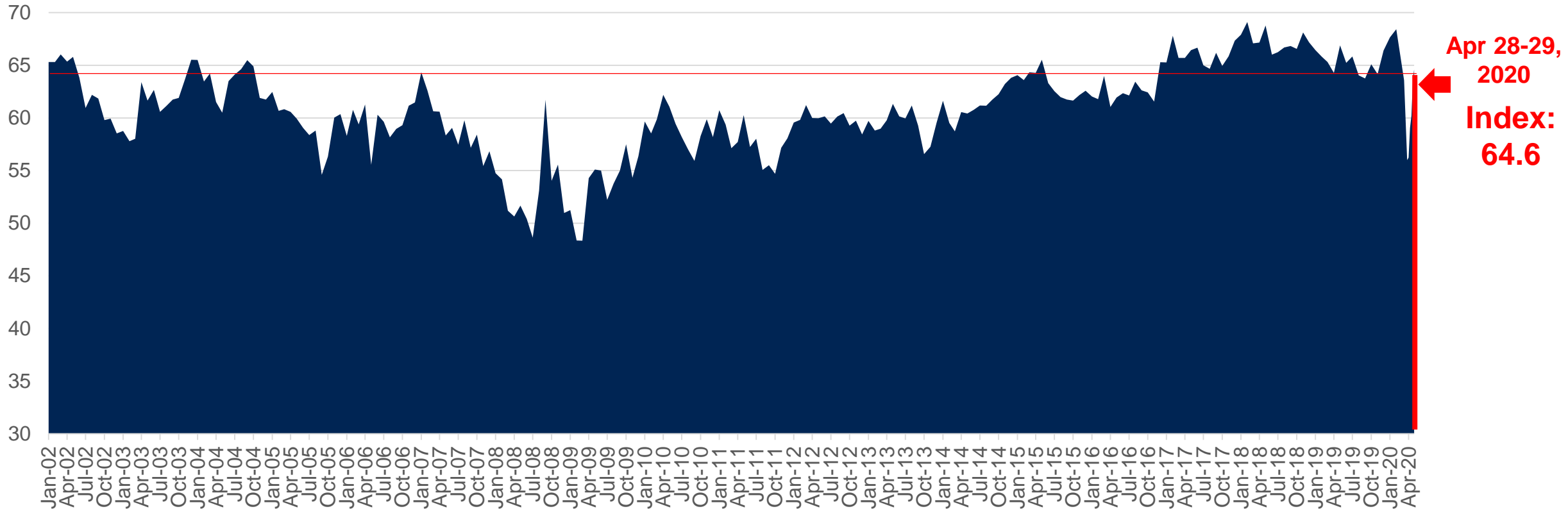


EXPECTATIONS BACK TO PRE-PANDEMIC LEVELS

AFTER DIPPING IN MARCH, EXPECTATIONS INDEX HAS REBOUNDED TO WHERE IT WAS LAST NOVEMBER

Early Jan	Early Feb	Early Mar	Mar 24-25	Mar 31-Apr 1	Apr 7-8	Apr. 14-15	Apr. 21-22	Apr. 28-29
67.6	68.4	63.6	56.0	56.2	59.1	60.2	63.7	64.6

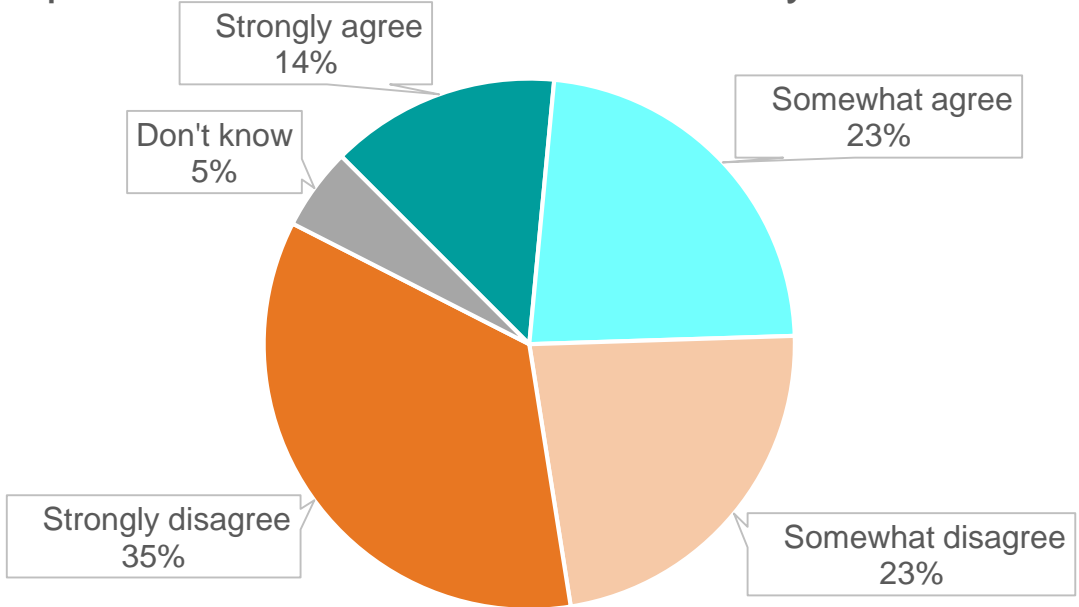
Expectations Index



SIX IN TEN AMERICANS DISAGREE WE SHOULD RESTART THE ECONOMY UNTIL THE VIRUS IS FULLY CONTAINED

ONLY 14% STRONGLY AGREE

We should restart the economy and allow businesses to open even if the virus is still not fully contained



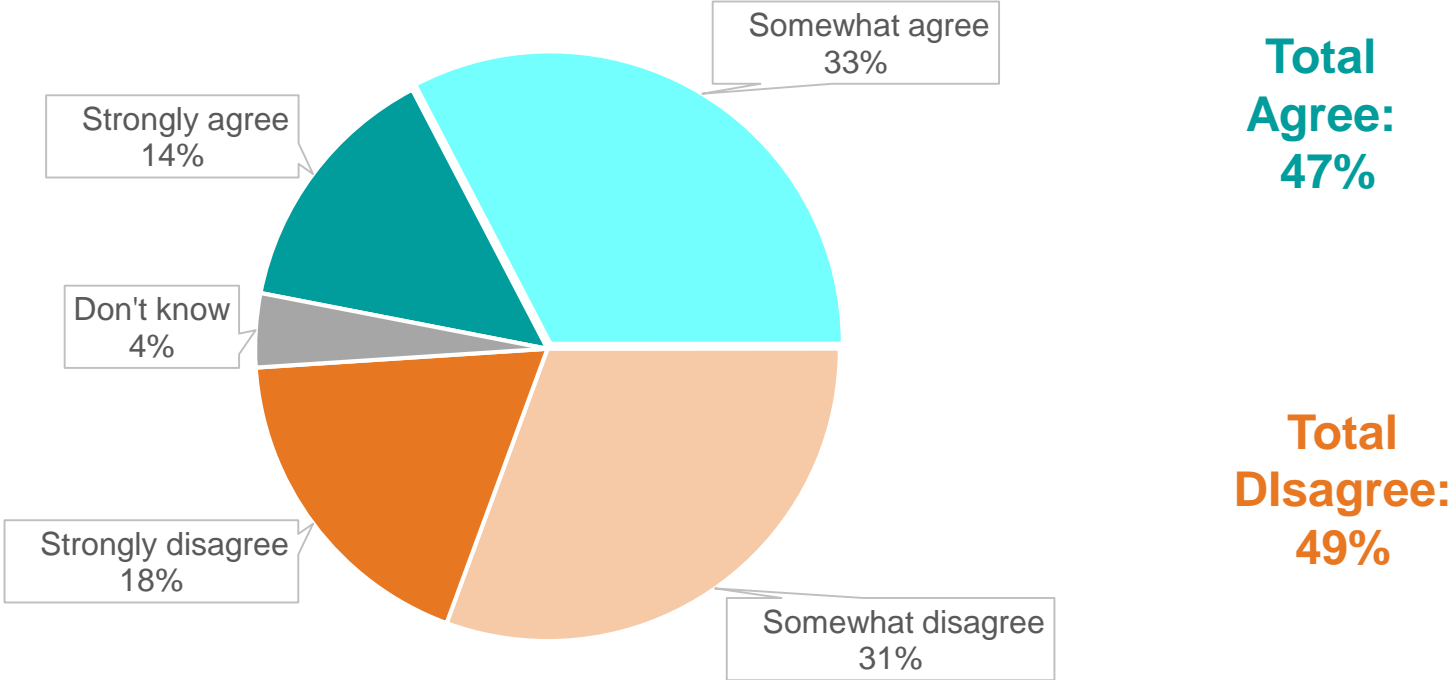
Total Agree: 37%

Total Disagree: 58%

AMERICANS ARE SPLIT OVER WHETHER THE ECONOMY WILL RECOVER QUICKLY ONCE THE LOCKDOWN IS OVER

ONLY ONE THIRD HAVE STRONG OPINION ONE WAY OR THE OTHER

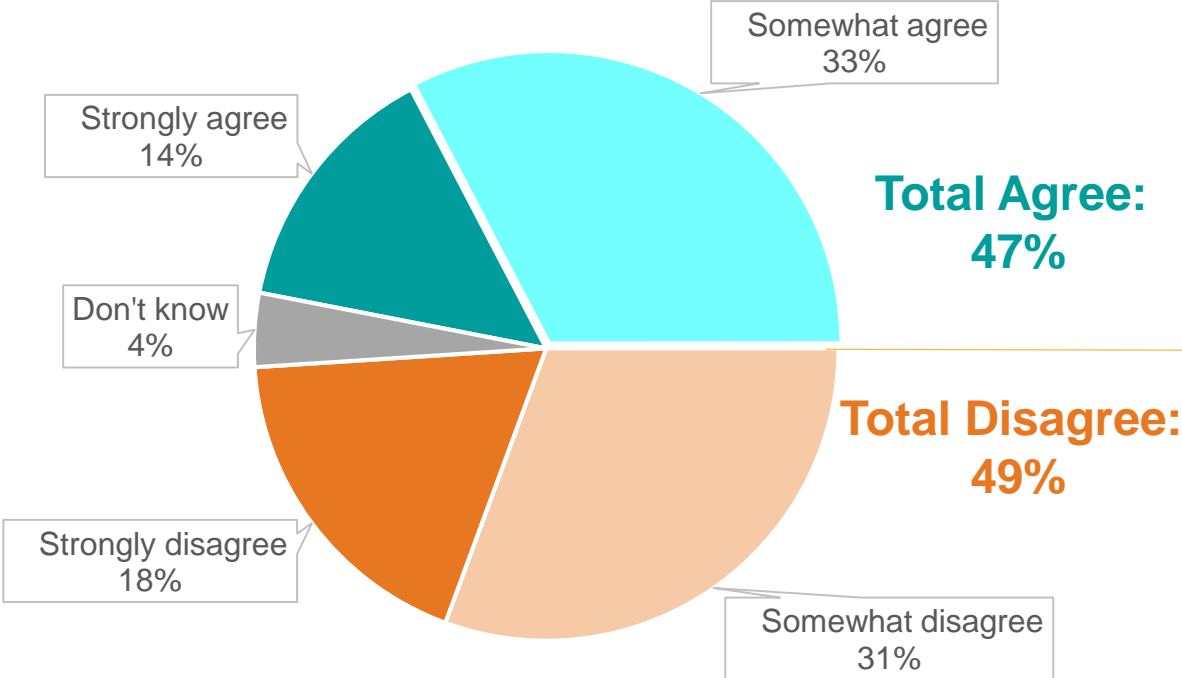
The economy will recover quickly once the lockdown is over



AMERICA IS DIVIDED BY TWO RADICALLY OPPOSED AND EQUALLY PREVALENT VIEWS OF THE FUTURE

A 17-POINT GAP IN CONFIDENCE BETWEEN THE HALF OF AMERICA THAT THINKS THE ECONOMY WILL RECOVER QUICKLY AND THE HALF THAT THINKS IT WON'T

The economy will recover quickly once the lockdown is over



Confidence Index:
56.6

On par with levels preceding the 2016 election

Expectations Index:
74.9

Higher than at any time in Index's 18-year history

Confidence Index:
40.0

Lower than at any time since 2009

Expectations Index:
55.5

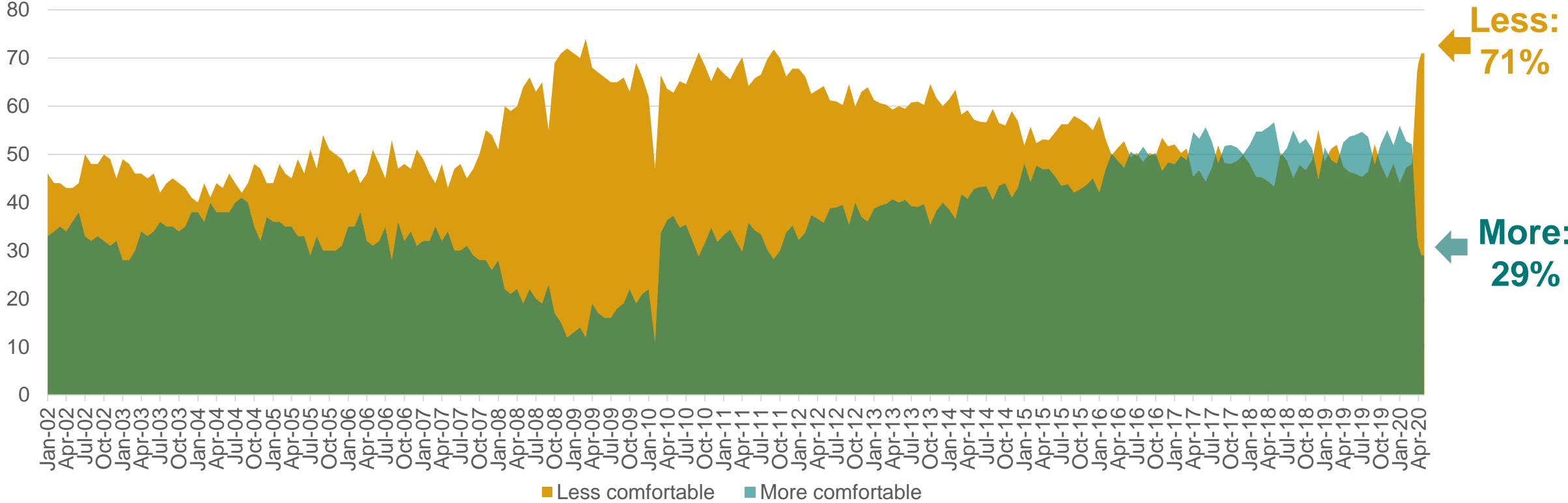
Lower than at any time since 2011

71% SAY THEY ARE LESS COMFORTABLE MAKING A MAJOR PURCHASE THAN SIX MONTHS AGO

UP FROM 48% IN EARLY MARCH, UNCHANGED FROM EACH OF THE PAST TWO WEEKS

Compared to six months ago, are you NOW more or less comfortable making a major purchase, like a home or car?

Apr 28-29, 2020

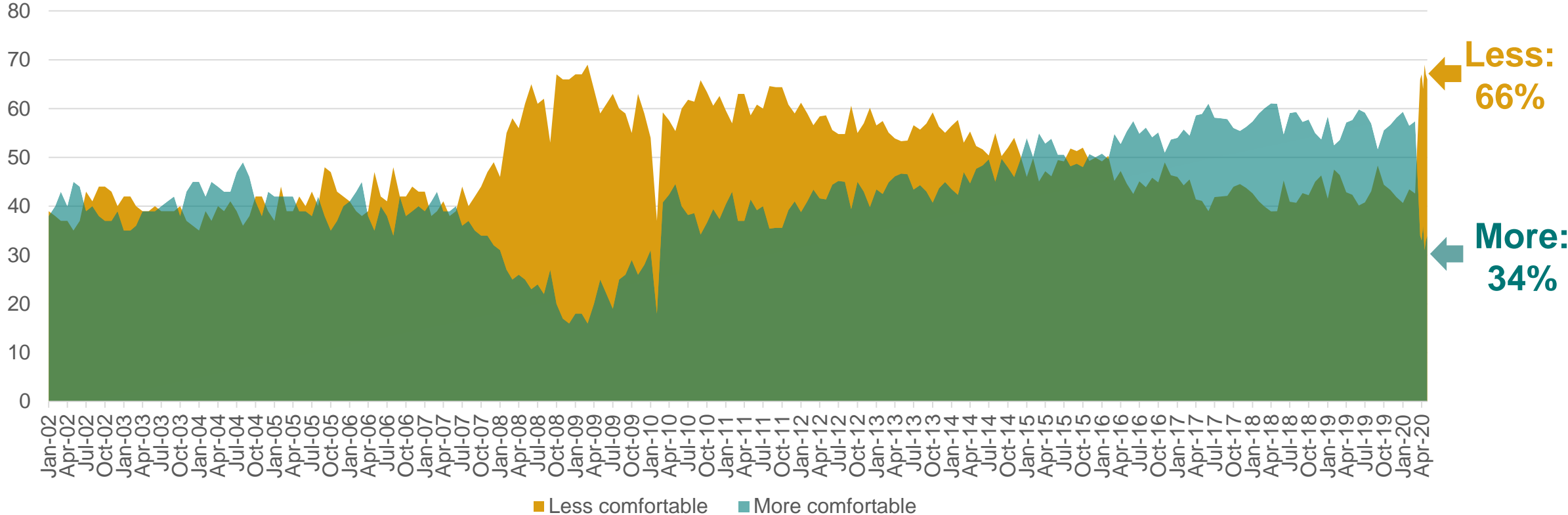


66% SAY THEY ARE LESS COMFORTABLE MAKING OTHER HOUSEHOLD PURCHASES THAN SIX MONTHS AGO

UP 23 POINTS SINCE EARLY MARCH, ONLY +/- 3 POINTS VS. EACH OF THE PAST FIVE WEEKS

Compared to 6 months ago, are you NOW more or less comfortable making other household purchases?

Apr 28-29, 2020



METHODOLOGY

These findings are based on data from an Ipsos survey conducted April 28-29, 2020 with a sample of 975 adults aged 18-74 from the continental U.S., Alaska and Hawaii who were interviewed online in English.

The sample was randomly drawn from Ipsos' online panel (see https://www.ipsos.com/sites/default/files/2017-03/Ipsos_IIS_NAAccessPanelsRecruitment_.pdf), partner online panel sources, and "river" sampling (see <https://www.ipsos.com/sites/default/files/AAPOR-Online-sources-2018.pdf>) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=970, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

Findings from March 2010 to early March 2020 are based on data from Refinitiv /Ipsos' Primary Consumer Sentiment Index (PCSI) collected in a monthly survey on Ipsos' Global Advisor online survey platform with the same questions. For the PCSI survey, Ipsos interviews a total of 1,000+ U.S. adults aged 18-74. 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 10 questions available upon request and of several "sub-indices" each based on a subset of these 10 questions. Those sub-indices include a Current Index, an Expectations Index, an Investment Index and a Jobs Index.

Findings for January 2002- February 2011 are based on data from the RBC CASH Index, a monthly telephone survey of 1,000 U.S. adults aged 18 and older conducted by Ipsos with a margin of error of +/- 3.1 percentage points.

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