

U.S. CONSUMER CONFIDENCE WEEKLY TRACKER

6/4/2020

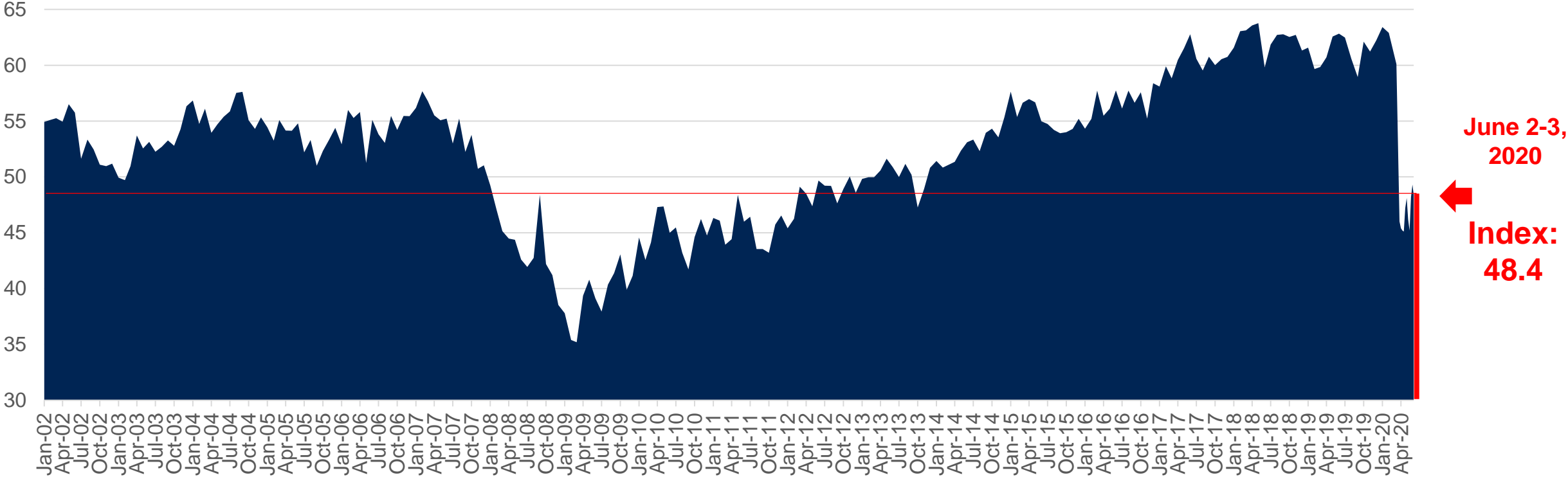
GAME CHANGERS



CONSUMER CONFIDENCE DOWN 0.9 POINT VS. LAST WEEK

3 POINTS HIGHER THAN IN EARLY APRIL, BUT 12 POINTS LOWER THAN BEFORE LOCKDOWN

Overall Confidence Index



CURRENT INDEX DOWN 2 POINTS VS. LAST WEEK AND STILL 17 POINTS LOWER THAN 3 MONTHS AGO

JOBS INDEX ONLY 6 POINTS LOWER THAN HISTORICAL AVERAGE DESPITE RECORD-HIGH UNEMPLOYMENT

National Index	Sub-indices			
Overall Consumer Confidence	Current: Financial situation; local economy; purchasing, employment and investment confidence	Expectations: Outlook about personal financial situation, community economy and employment	Investment: Purchasing and investment confidence, personal financial situation and outlook	Jobs: Job security confidence, job loss experience and employment outlook
New (6/2-3): 48.4 Change vs. Last week: -0.9 Early March: -11.7 Historical average: -3.9	New (6/2-3): 36.1 Change vs. Last week: -2.0 Early March: -17.3 Historical average: -8.3	New (6/2-3): 64.0 Change vs. Last week: -1.0 Early March: -0.4 Historical average: +3.1	New (6/2-3): 42.3 Change vs. Last week: -1.0 Early March: -12.3 Historical average: -5.2	New (6/2-3): 52.9 Change vs. Last week: +0.5 Early March: -16.8 Historical average: -5.8

CONSUMER SENTIMENT VARIES MORE DEPENDING ON PARTY PREFERENCE THAN ON ANY DEMOGRAPHIC CHARACTERISTIC

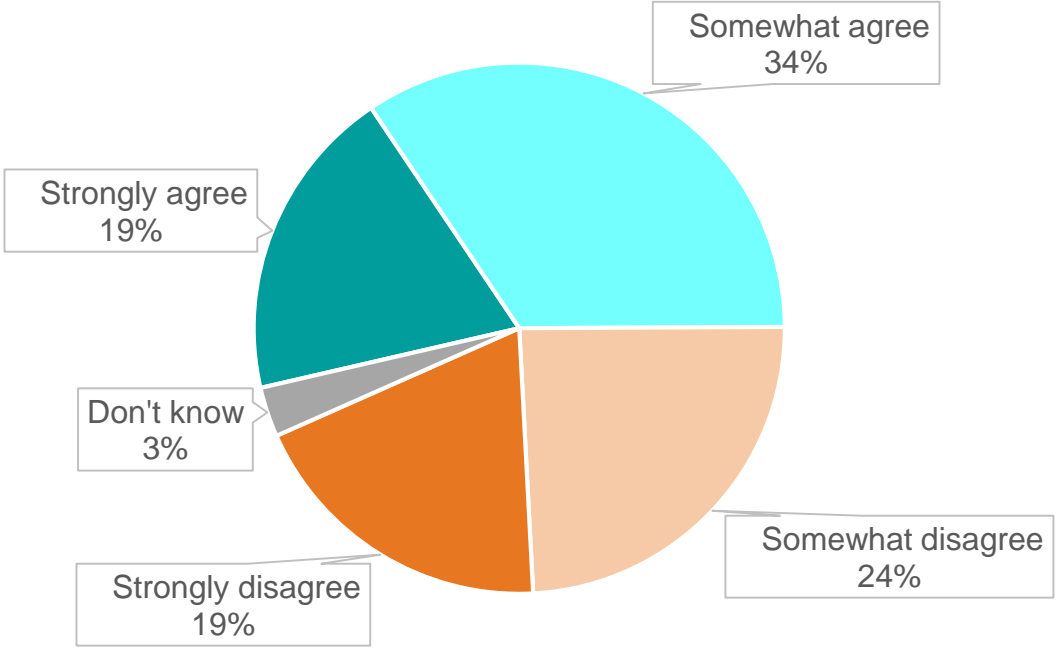
Republicans, affluent, Southerners, retired, and employed F/T most confident

Independents, Democrats, non-employed, Westerners, and lower-income Americans least confident

		National	Current	Expectations	Investment	Jobs
Gender	Total	48.4	36.1	64.0	42.3	52.9
	Male	49.6	38.9	63.2	45.1	52.7
	Female	47.2	33.5	64.7	39.6	53.1
Age	18-34	49.3	41.6	61.0	48.4	47.8
	35-54	45.9	31.7	63.2	38.2	52.7
	55+	50.3	35.1	68.3	40.1	59.2
Household Income	Under \$50K	44.9	30.0	64.5	35.5	50.2
	\$50K-<\$100K	48.9	38.4	60.3	43.8	54.5
	\$100K+	52.3	41.0	68.1	49.2	54.4
Region	Northeast	45.5	31.7	61.0	38.2	53.6
	Midwest	49.1	35.6	65.9	41.0	56.3
	South	51.7	40.2	67.1	45.9	54.8
	West	44.7	33.4	59.5	40.8	46.5
Children in Household	Yes	49.6	39.6	63.3	45.0	52.0
	No	48.0	35.1	64.2	41.5	53.2
Education	No college degree	47.9	35.6	63.9	41.8	51.9
	College degree	49.5	37.4	64.2	43.6	55.5
Employment Status	Full Time	50.4	40.7	63.8	46.4	54.3
	Part Time	47.6	36.2	63.5	43.7	46.8
	Not Emp.	44.3	30.2	61.6	37.2	48.5
	Retired	50.4	33.8	69.0	38.9	61.1
Marital Status	Married	49.8	37.4	65.2	43.5	55.7
	Other	46.9	34.8	62.8	41.1	50.1
Race	White	49.3	35.9	65.9	42.0	55.2
	Other	45.9	36.8	58.7	42.9	46.8
Party ID	Republican	56.5	43.7	73.5	50.1	59.0
	Democrat	42.9	31.3	57.4	37.6	48.4
	Independents	38.6	24.8	54.2	30.2	47.2
LIV	Rural	47.9	34.0	66.2	40.5	52.7
	Suburban	48.9	36.0	65.3	42.3	53.9
	Urban	47.7	38.7	58.3	44.1	50.8

SUPPORTERS OF RESTARTING THE ECONOMY EVEN IF THE VIRUS IS NOT FULLY CONTAINED ARE NOW A MAJORITY

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

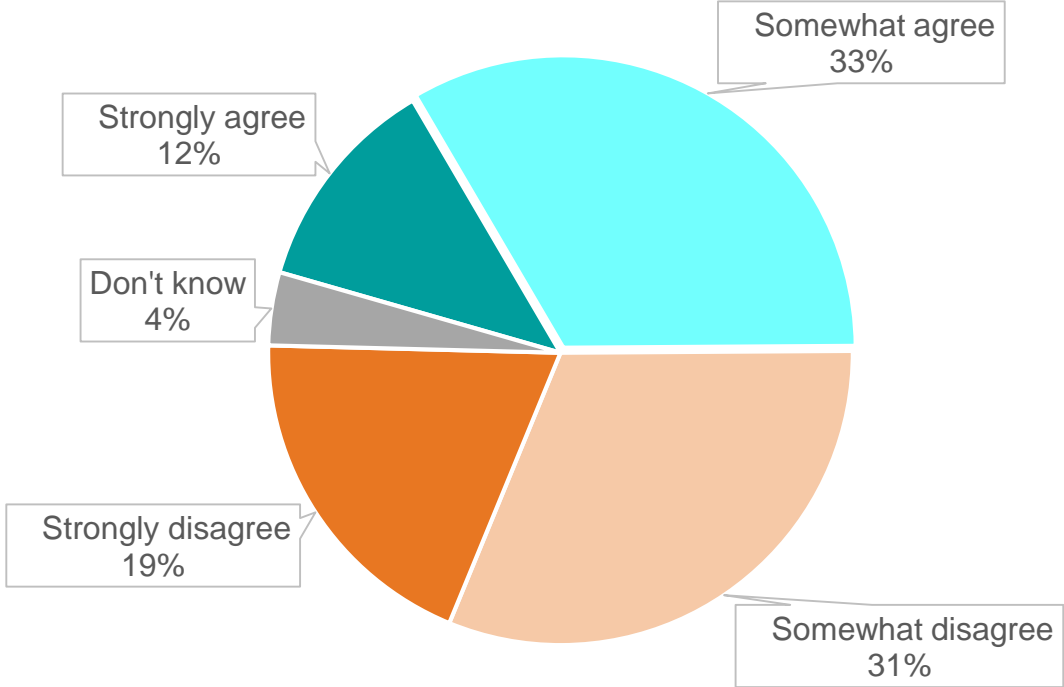


Total Agree: 53%
(+3 vs. last week,
+16 vs. late April)

Total Disagree: 44%
(-2 vs. last week,
-14 vs. late April)

EXPECTATION THAT THE ECONOMY WILL RECOVER QUICKLY ONCE THE LOCKDOWN IS OVER IS RECEDING

The economy will recover quickly once the lockdown is over



Total Agree: 45%
(-3 vs. last week,
-3 vs. late April)

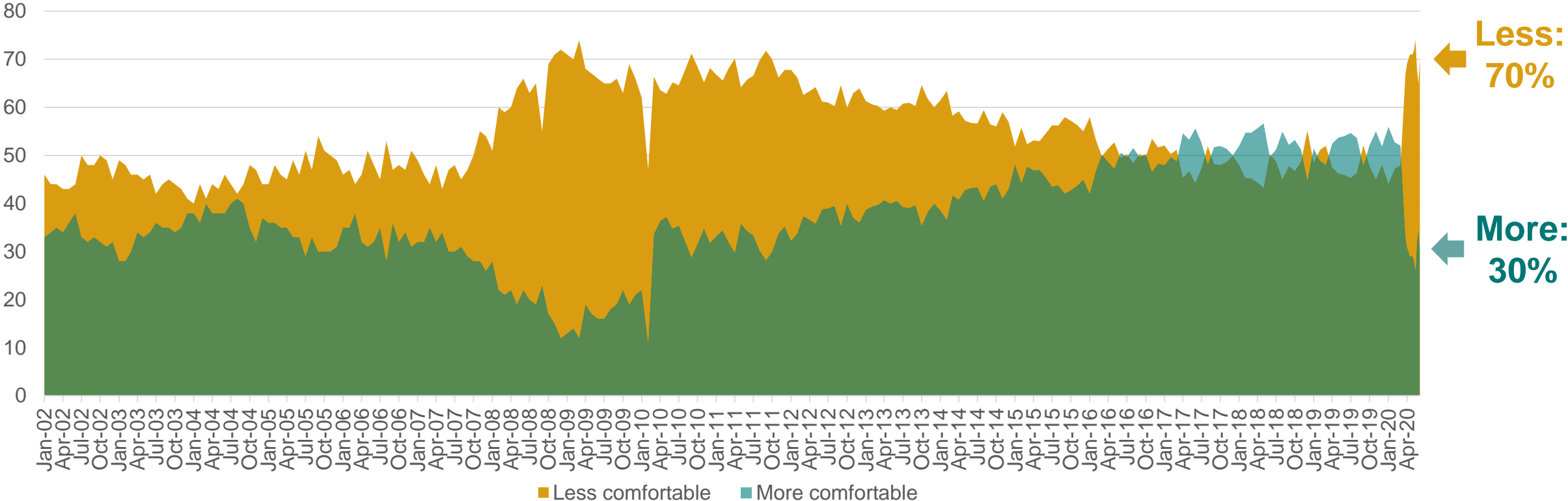
Total Disagree: 50%
(+3 vs. last week
+1 vs. late April)

MOST AMERICANS REMAIN UNCOMFORTABLE MAKING MAJOR PURCHASES

PERCENTAGE OF AMERICANS FEELING *LESS* COMFORTABLE TO DO SO THAN SIX MONTHS AGO IS UP 5 POINTS VS. LAST WEEK

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

June 2-3, 2020

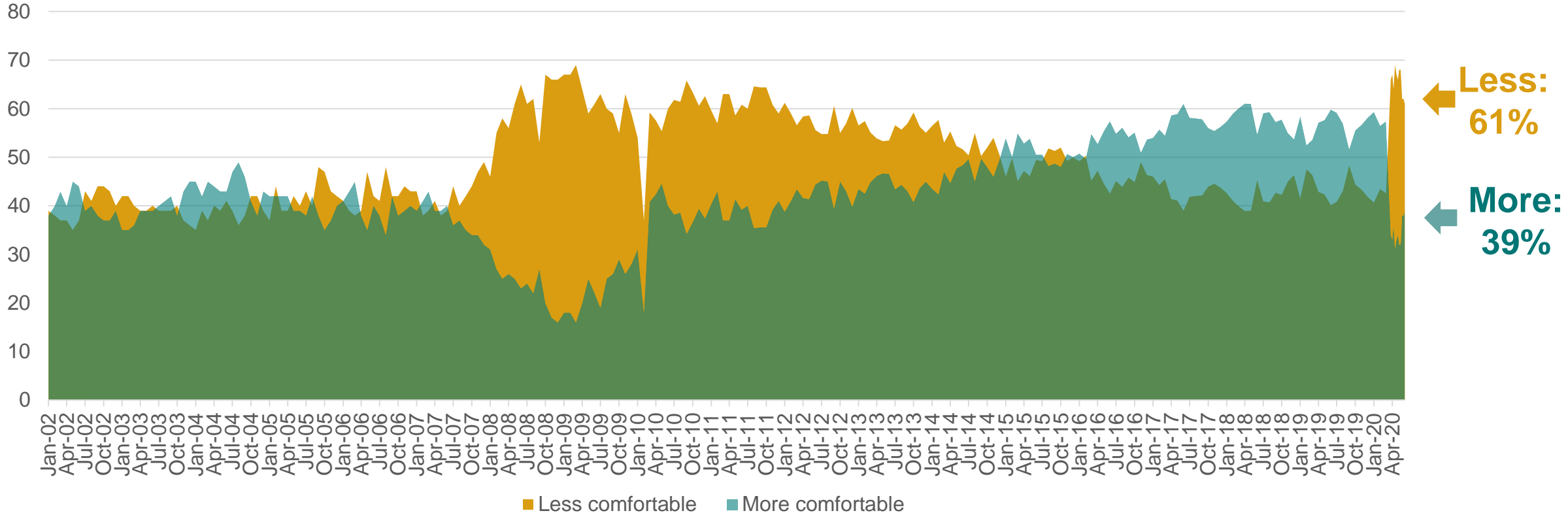


VIRTUALLY NO CHANGE VS. PAST WEEKS IN LEVEL OF COMFORT MAKING OTHER HOUSEHOLD PURCHASES

ABOUT 6 IN 10 LESS COMFORTABLE TO DO SO THAN SIX MONTHS AGO

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

June 2-3, 2020



METHODOLOGY

These findings are based on data from an Ipsos survey conducted June 2-3, 2020 with a sample of 966 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 3.6 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=966, DEFF=1.5, adjusted Confidence Interval=+/-5.1 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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