

U.S. CONSUMER CONFIDENCE WEEKLY TRACKER

6/18/2020

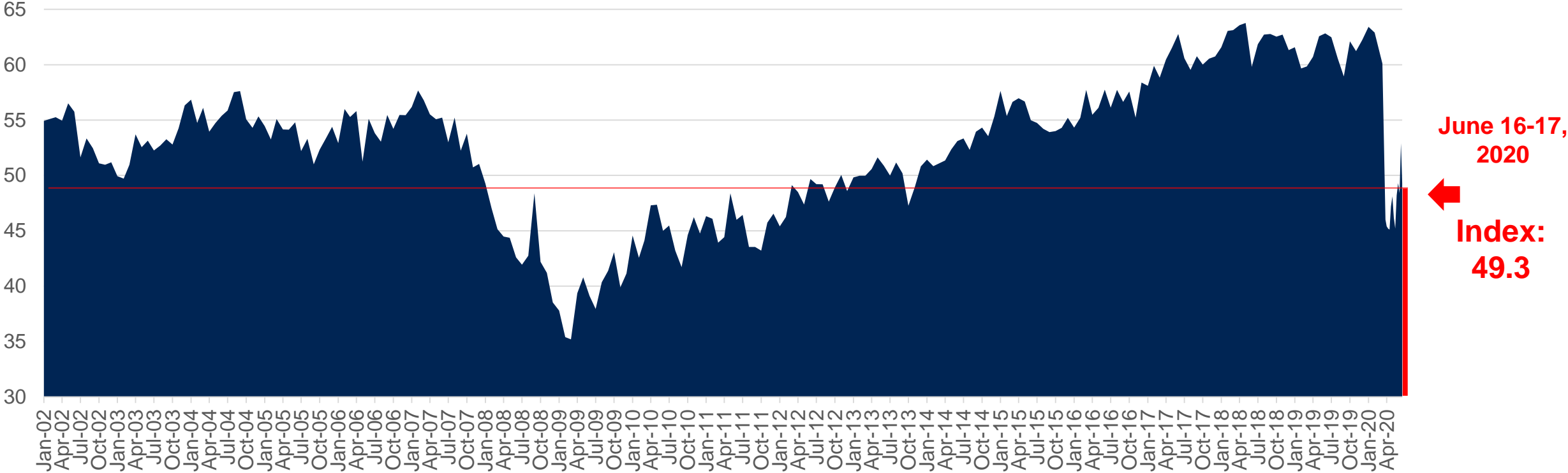
GAME CHANGERS



CONSUMER CONFIDENCE DOWN 3.6 POINTS VS. LAST WEEK

AT 49.3, THE INDEX HAS ERASED MOST OF GAINS IT SAW THE WEEK PRIOR

Overall Confidence Index



ALL INDICES DOWN VS. LAST WEEK

EVERY INDEX HAS REVERSED COURSE FROM LAST WEEK'S GAINS; THE EXPECTATIONS INDEX REMAINS THE ONLY ONE CURRENTLY OUTPERFORMING ITS HISTORICAL AVERAGE

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 (6/16-17): 49.3 Change vs. Last week: -3.6 Early March: -10.8 Historical average: -3.0	New (6/16-17): 37.9 Change vs. Last week: -4.5 Early March: -15.5 Historical average: -6.5	New (6/16-17): 66.4 Change vs. Last week: -3.5 Early March: +2.8 Historical average: +5.5	New (6/16-17): 42.7 Change vs. Last week: -4.9 Early March: -11.9 Historical average: -4.8	New (6/16-17): 51.9 Change vs. Last week: -3.3 Early March: -17.8 Historical average: -6.7

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

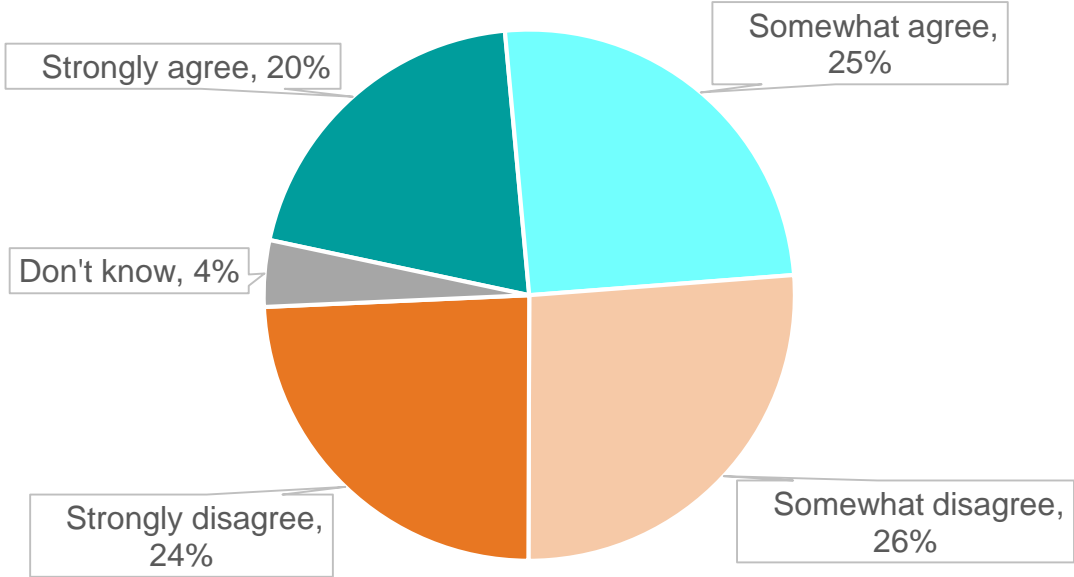
Republicans, affluent, and retired Americans are the most confident;

Democrats, Independents, non-employed, and Northeasterners are the least confident

		National	Current	Expectations	Investment	Jobs
	Total	49.3	37.9	66.4	42.7	51.9
Gender	Male	52.1	43	66.8	46.9	53.7
	Female	46.5	33.1	66.1	38.7	50.2
Age	18-34	48.2	39.8	62	45.1	47.3
	35-54	48.3	35.7	66.8	40.9	51.4
	55+	51.6	38.4	71	42.2	57.7
Household Income	Under \$50K	46.2	32.4	65.2	36.9	51.5
	\$50K-<\$100K	48.9	38.4	65.5	42.7	50.9
	\$100K+	53.8	44.3	69.3	50.2	53.8
Region	Northeast	44.8	32.1	62.7	37.1	47.9
	Midwest	51.3	38.1	68.9	41.1	58.2
	South	52.3	41.9	68.9	47.1	53
	West	46	35.8	63.1	41.4	47.6
Children in Household	Yes	50.3	40.1	66	45	51.3
	No	48.9	37.2	66.6	41.9	52.1
Education	No college degree	48.2	35.6	66.5	40.2	52.6
	College degree	51.8	43.5	66.3	48.8	50.3
Employment Status	Full Time	50.9	42.1	65.3	46.6	51.8
	Part Time	48	35.6	65	40.1	51.6
	Not Emp.	44	29.8	63.8	35.3	48.6
	Retired	56.1	44	75.7	48.5	58.8
Marital Status	Married	51.9	40.7	68.8	45.1	54.5
	Other	46.8	35.4	64.2	40.5	49.5
Race	White	50.5	38.8	68.2	43.2	54.1
	Other	46.1	35.7	62	41.6	46.4
Party ID	Republican	58.7	48.9	77.5	53.3	56.8
	Democrat	43	31.2	58.9	36.4	48
	Independents	42.7	28.2	60	33	51.1
LIV	Rural	51.6	39.7	69	44.3	55.4
	Suburban	46.7	34.8	65	39.7	49.4
	Urban	52.6	43.2	67.2	47.8	54.1

SUPPORT FOR RESTARTING THE ECONOMY EVEN IF VIRUS NOT FULLY CONTAINED DIPS 7 POINTS

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

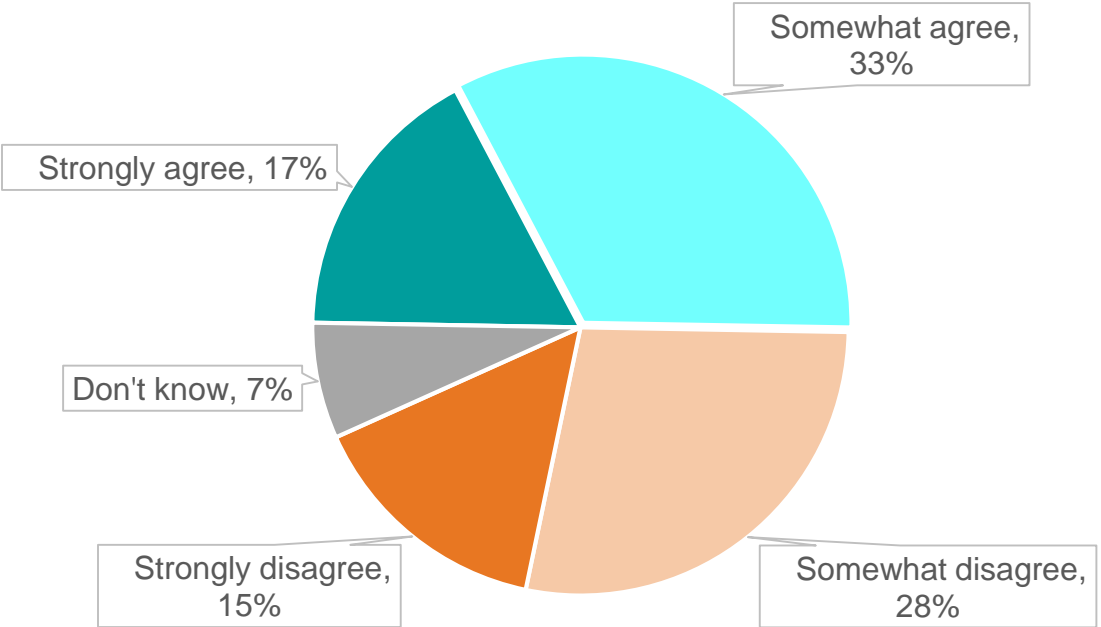


Total Agree: 45%
(-7 vs. last week,
+8 vs. late April)

Total Disagree: 51%
(+6 vs. last week,
-13 vs. late April)

HALF OF AMERICANS EXPECT THE ECONOMY WILL RECOVER QUICKLY ONCE RESTRICTIONS ARE RELAXED

The economy will recover quickly once the restrictions to control the coronavirus pandemic are relaxed



Total Agree: 50%
(-2 vs. last week,
+2 vs. late April)

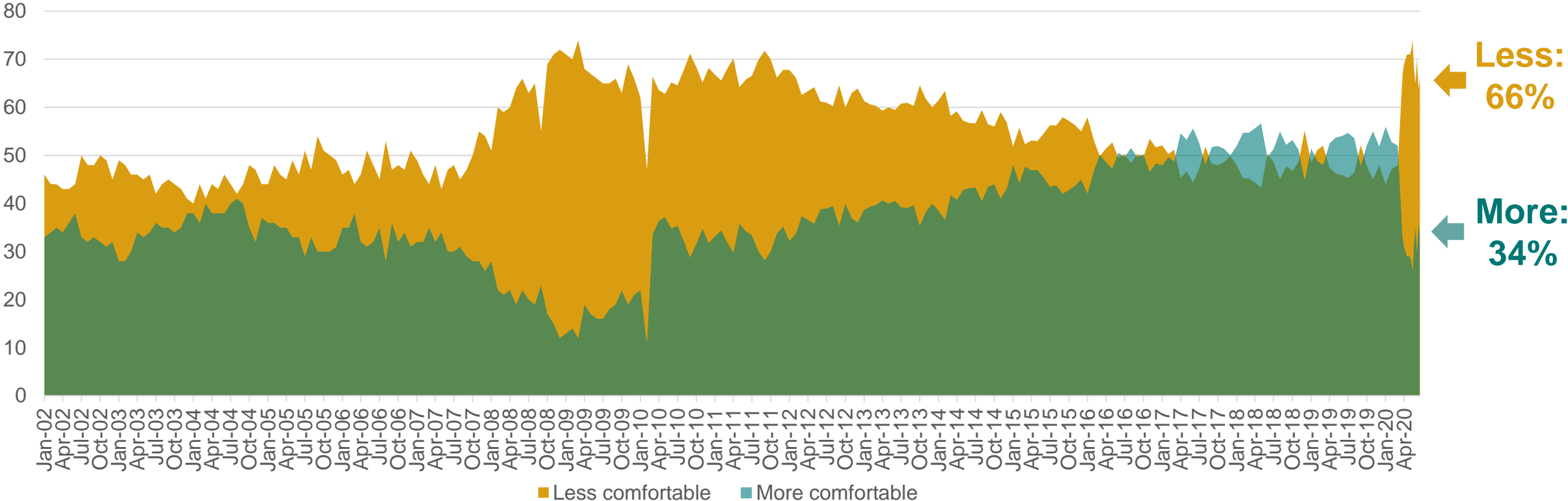
Total Disagree: 43%
(-1 vs. last week
-6 vs. late April)

MOST AMERICANS STILL REMAIN UNCOMFORTABLE MAKING MAJOR PURCHASES

66% FEELING *LESS* COMFORTABLE TO DO SO THAN SIX MONTHS AGO: UP 2 POINTS VS. LAST WEEK, DOWN 8 POINTS VS. 2020 HIGH IN MID-MAY

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

June 16-17, 2020

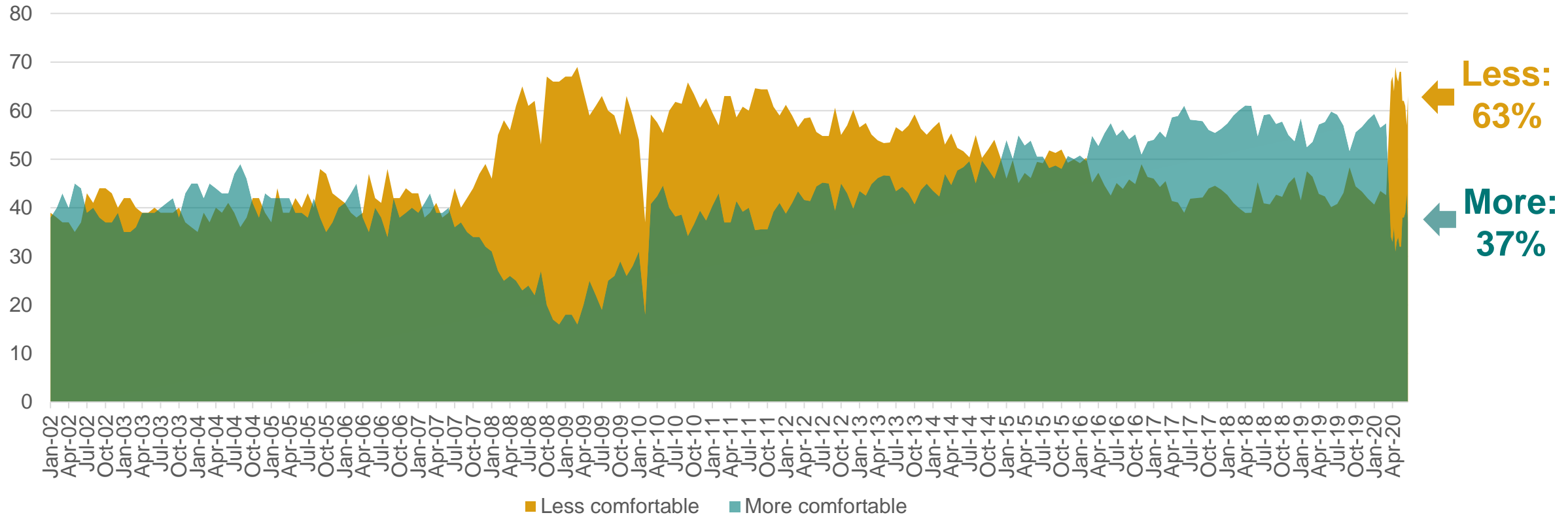


LEVEL OF COMFORT IN MAKING OTHER HOUSEHOLD PURCHASES DROPPING AGAIN

LAST WEEK'S DROP IN PERCENTAGE LESS COMFORTABLE TO DO SO THAN SIX MONTHS WAS A FLUKE:
IT'S BACK TO 63% AS IN SEVERAL WEEKS BEFORE LAST

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

June 16-17,
2020



METHODOLOGY

These findings are based on data from an Ipsos survey conducted June 16-17, 2020 with a sample of 957 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=957, 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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