



PRESS RELEASE

U.S. consumers' mood is souring

The gains of past two months have dissipated

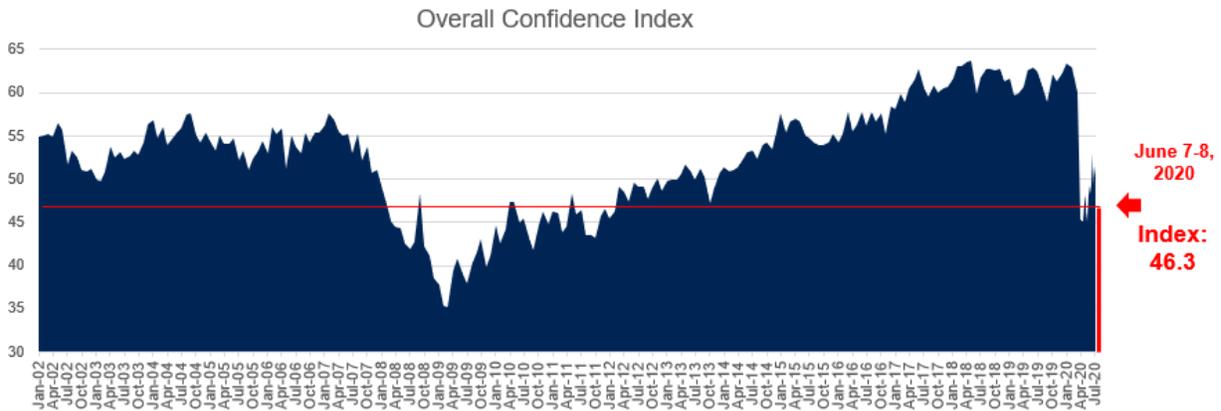
Washington, DC, July 9, 2020 – American consumer sentiment has taken a big step back as it reverted to levels last seen in early May. At 46.3, Ipsos's Consumer Confidence index shows a drop of 4 points in just one week.

Meanwhile, all other sub-indices have declined substantially. Flagging sentiment comes about as the United States sets new daily records in new coronavirus cases and states reverse their plans to lift social distancing restrictions.

More than half of Americans (53%) agree that businesses should not be allowed to reopen until the virus is contained – an eventuality that may be increasingly distant as cases surge in many states. Opinion on this measure remains highly polarized across party lines as 69% of Republicans argue for reopening the economy despite the virus continuing to spread compared to 26% of Democrats.

Detailed Findings

- Scoring at 46.3, the latest overall Consumer Confidence index is only 1.2 points higher than its lowest point of 2020 so far, observed in mid-April (45.1).
 - The Confidence index is currently 17.1 points lower than it was at the beginning of the year (63.4), 13.8 points lower than in early March (60.1).
 - Partisan divides are starkly evident in consumer confidence numbers, with Republicans at 56.2 and Democrats at 38.9.





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2. The Jobs index is showing a particularly steep week-over-week drop of 6 points. Half of Americans now report knowing someone who lost their job and around one in five think it is likely that someone they know will lose their job in the next six months.
 - This week, 49% say they, someone in their family, or someone else they know personally lost their job in the last six months as a result of economic conditions.
 - In addition, 23% think this will be the case in the next six months (up from 18% last week, but down from 29% in late March-early April).
 - Confidence in job security dropped 4 points, with 62% saying that they feel less confident about job security for themselves, their family and other people they know.

3. All other sub-indices dropped by 3 to 4 points, similarly to the overall Consumer Confidence Index.
 - The Expectations index, indicative of Americans' outlook about their financial situation, local economy and employment, is down 3.8 points, having fallen from its previously ebullient levels in early June.
 - The Current index, indicative of sentiment about today's economic environment, and the Investment index, dropped by 3 and 3.3 points respectively from last week.

Sub-indices			
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 (7/7-7/8): 38.2	New (7/7-7/8): 58.3	New (7/7-7/8): 42.4	New (7/7-7/8): 48.8
Change vs. Last week: -3.0 Early March: -15.2 Historical average: -6.1	Change vs. Last week: -3.8 Early March: -5.3 Historical average: -2.7	Change vs. Last week: -3.3 Early March: -12.2 Historical average: -5.0	Change vs. Last week: -5.9 Early March: -20.9 Historical average: -9.8

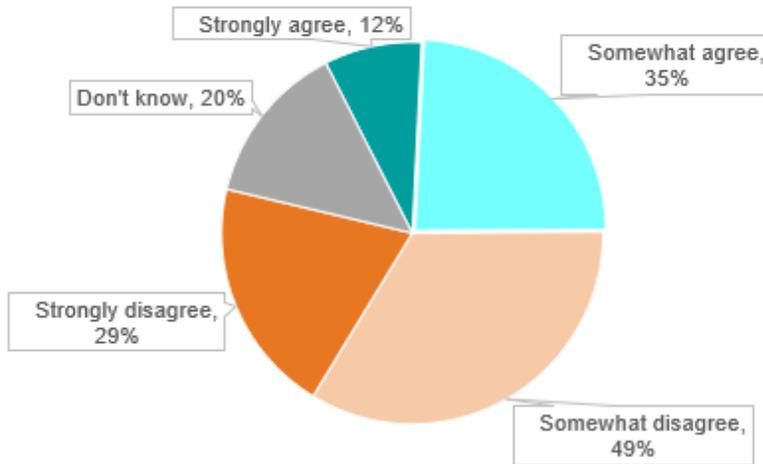




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4. Americans remain fundamentally divided on the question of whether the economy will recover quickly once restrictions are relaxed (47% agree, 49% disagree).

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

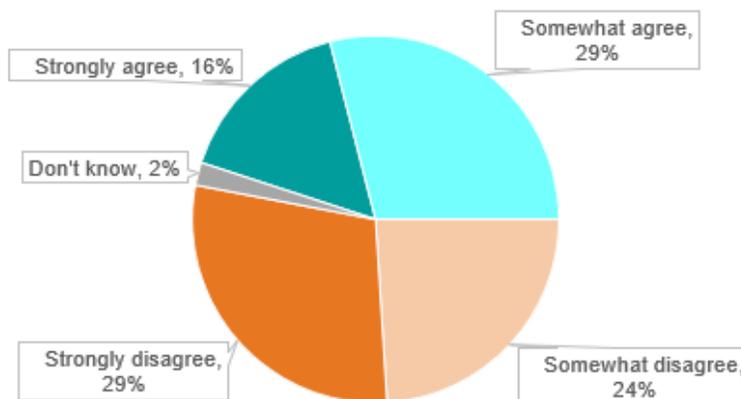


Total Agree: 47%
(-2 vs. last week,
-1 vs. late April)

Total Disagree: 49%
(+4 vs. last week,
unchanged vs. late April)

5. As new coronavirus cases continue to spike across the nation, fewer Americans think that businesses should be allowed to reopen: 45% think the economy should be reopened even if the virus is not contained; 53% disagree.

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



Total Agree: 45%
(-2 vs. last week,
+8 vs. late April)

Total Disagree: 53%
(+4 vs. last week,
-11 vs. late April)

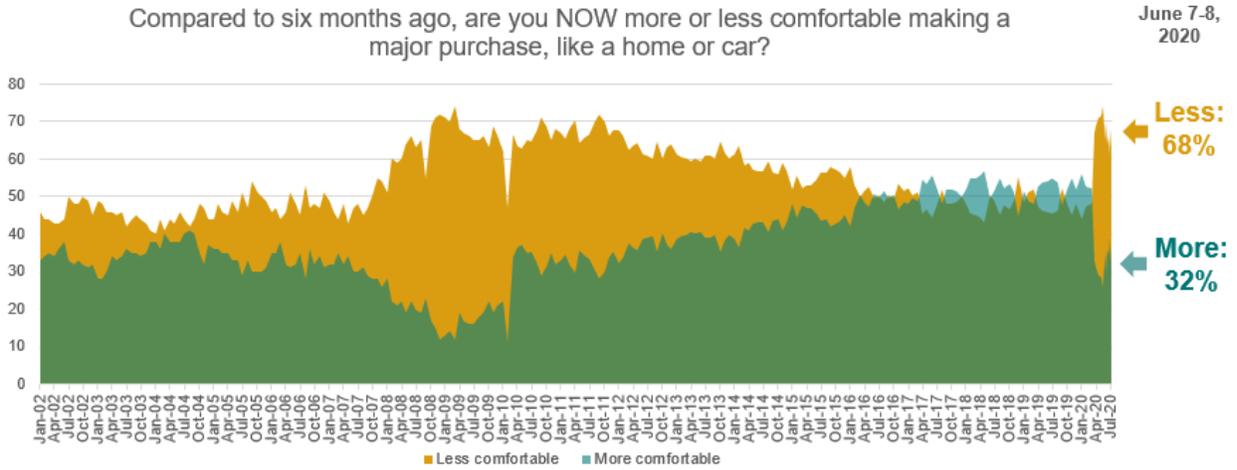




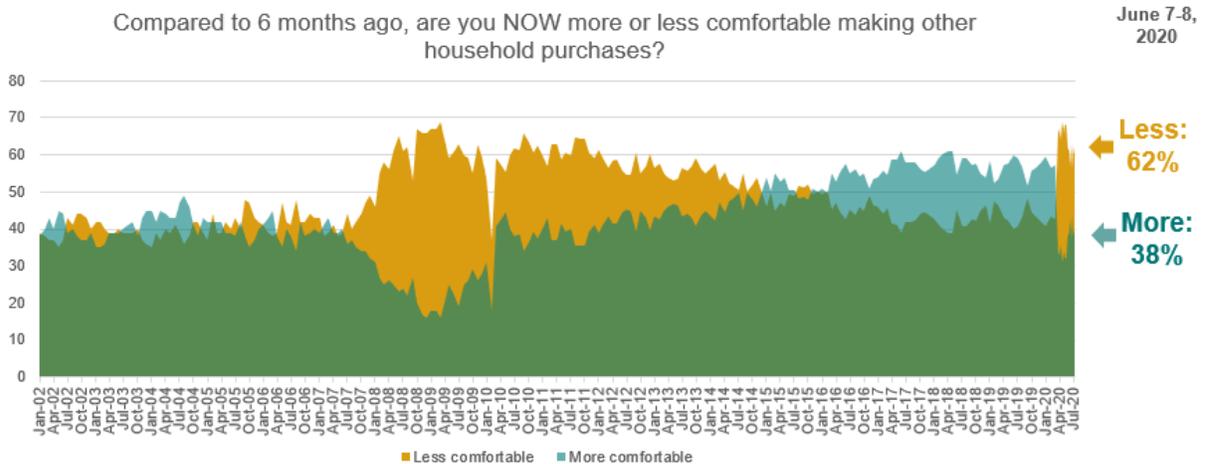
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6. Most Americans remain uncomfortable with making major and other household purchases.

- Compared to six months ago, 68% say they are less comfortable making a major purchase like a home or a car, up from 63% last week.



- Compared to six months ago, 62% say they are less comfortable making other household purchases, up from 60% last week.





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Questions

The data used for the Consumer Confidence index and sub-indices is based on the following questions:

1. Now, thinking about our economic situation, how would you describe the current economic situation in US? Is it... very good, somewhat good, somewhat bad or very bad?
2. Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.
3. Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?
4. Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak
5. Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?
6. Compared to 6 months ago, are you NOW more or less comfortable making a major purchase, like a home or car?
7. Compared to 6 months ago, are you NOW more or less comfortable making other household purchases?
8. Compared to 6 months ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?
9. Compared to 6 months ago, are you NOW more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?
10. Thinking of the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?
11. Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?

Additional questions:

Q. To what extent do you agree or disagree with each of the following?

- The economy will recover quickly once the lockdown is over
- We should restart the economy and allow businesses to open even if the virus is still not fully contained





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About the Study

These findings are based on data from an Ipsos survey conducted July 7-8, 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 3.5 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 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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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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