U.S. CONSUMER CONFIDENCE WEEKLY TRACKER

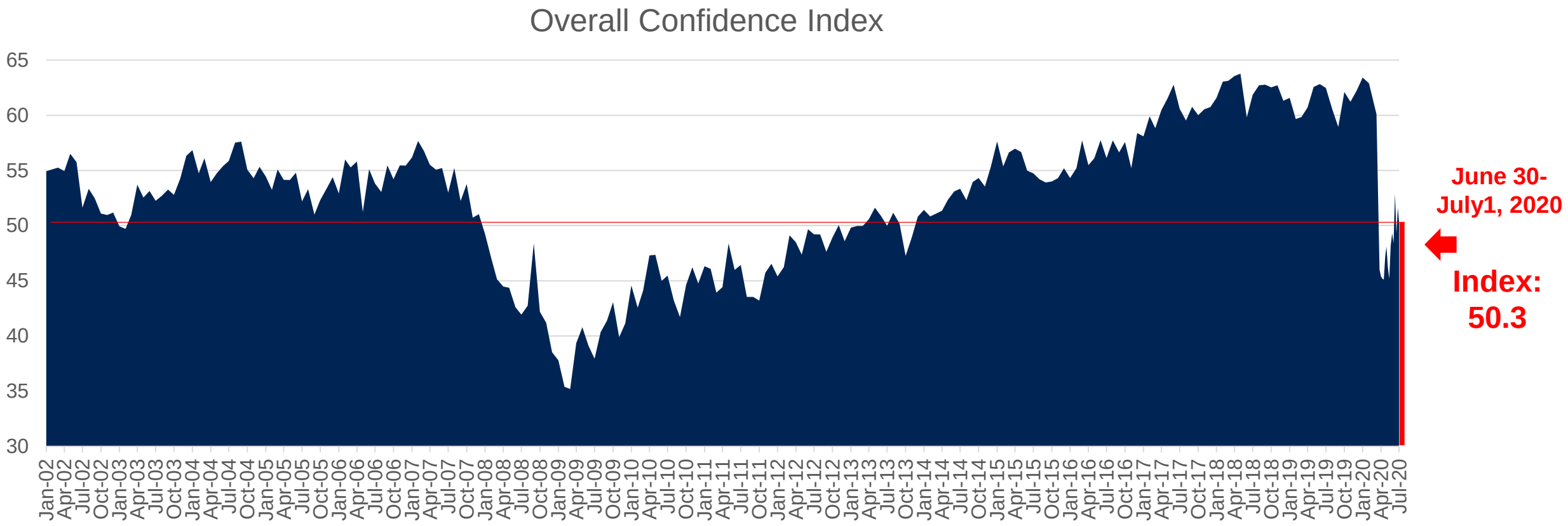
7/2/2020

GAME CHANGERS

Ipsos

CONSUMER CONFIDENCE DOWN 1.3 POINTS VS. LAST WEEK

AT 50.3,THE INDEX HAS DECLINED 1.3 POINTS SINCE LAST WEEK; UP-ONE-WEEK-DOWN-THE-NEXT PATTERN OF THE PAST TWO MONTHS CONTINUES



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Source: Jan 2002- Feb 2011 RBC CASH Index; March2011 to early March Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index; March 25 2020 to date Ipsos Weekly Consumer Confidence Tracker

MOST INDICES UP VS. LAST WEEK

IN A FOURTH STRAIGHT WEEK OF REVERSALS, MOST INDICES ARE DECLINING. ONLY THE JOBS INDEX GREW VS. THE WEEK PRIOR.

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 (6/30-7/1): **50.3** Change vs. Last week: **-1.3** Early March: **-9.8** Historical average: **-2.0**	New (6/30-7/1): **41.2** Change vs. Last week: **-0.7** Early March: **-13.3** Historical average: **-3.2**	New (6/30-7/1): **62.1** Change vs. Last week: **-4.1** Early March: **-1.5** Historical average: **+1.1**	New (6/30-7/1): **45.7** Change vs. Last week: **-0.8** Early March: **-8.9** Historical average: **-1.8**	New (6/30-7/1): **54.7** Change vs. Last week: **+0.4** Early March: **-15.0** Historical average: **-3.9**

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

Republicans, males, and middle-and-higher income earners and rural Americans are the most confident;

Democrats, lower-income earners, the non-employed, and Westerners are the least confident

		National	Current	Expectations	Investment	Jobs
	Total	**50.3**	**41.2**	**62.1**	**45.7**	**54.7**
Gender	Male	53.8	46.3	63	50	57.5
	Female	47	36.3	61.2	41.6	52
Age	18-34	50	44.2	58.7	48.7	51.1
	35-54	49.1	39.7	62.4	45.2	52
	55+	51.8	39.4	65.3	42.9	61.3
Household Income	Under $50K	45.5	34	59.2	37.3	52.7
	$50K-<$100K	53.2	43.5	64.8	48.1	59.1
	$100K+	52.5	47.2	61.9	53.2	51
Region	Northeast	48.2	40.6	58.4	45.7	50.7
	Midwest	52.6	42.1	65.6	45.7	59.8
	South	52.7	43.1	64.1	47.5	57.8
	West	46.1	37.7	58.6	42.8	48.3
Children in Household	Yes	51.4	45.8	61.6	51.2	49.8
	No	50	39.7	62.3	43.9	56.3
Education	No college degree	51.3	41.9	62.8	46.2	56.4
	College degree	48	39.4	60.4	44.4	50.6
Employment Status	Full Time	52	44.7	62.6	48.9	54.9
	Part Time	53.7	48.3	61.8	52.7	55.1
	Not Emp.	45	34.2	58.7	39.9	49.3
	Retired	52.7	40	66	43.7	62
Marital Status	Married	52.6	42.9	64.5	47.7	57.1
	Other	48.1	39.5	59.7	43.7	52.3
Race	White	50.8	41	63.4	45.4	55.8
	Other	48.9	41.6	58.2	46.4	51.5
Party ID	Republican	57.9	48.1	71.4	52.2	61.5
	Democrat	43.2	34.3	54.3	39.8	47.1
	Independents	49.4	41.5	58	43.9	57.5
LIV	Rural	53.2	42	66.1	44.6	62.1
	Suburban	49.1	39.7	61.6	45.2	52.8
	Urban	49.6	43.3	58.6	47.8	50.1

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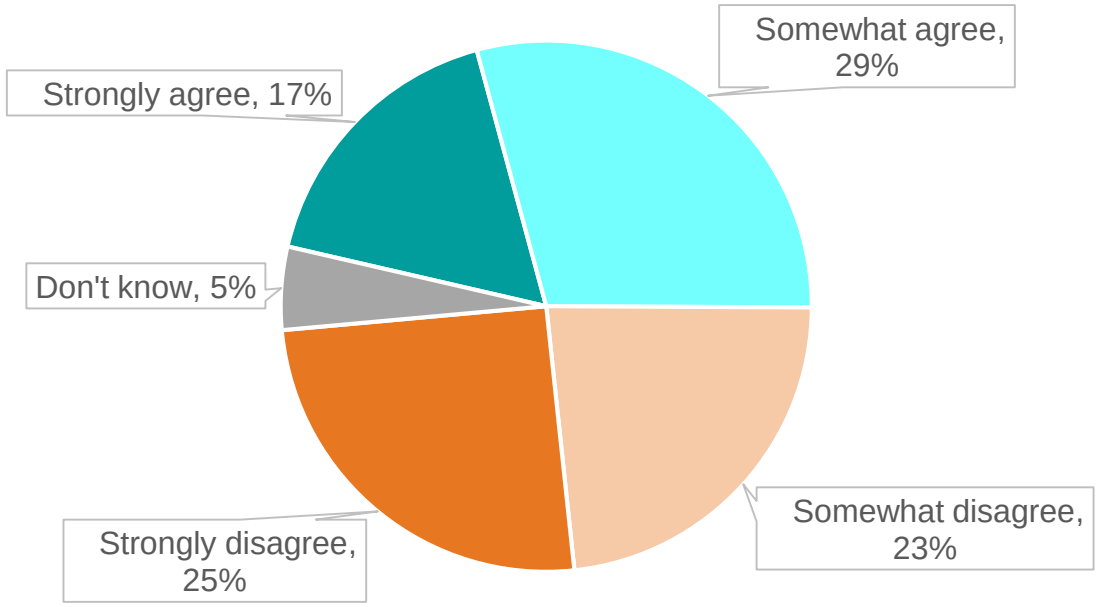
SUPPORT FOR RESTARTING THE ECONOMY EVEN IF VIRUS NOT FULLY CONTAINED STAGNATES

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



Total Agree: 47%
(unchanged vs. last week, +10 vs. late April)

Total Disagree: 49%
(-1 vs. last week, -15 vs. late April)

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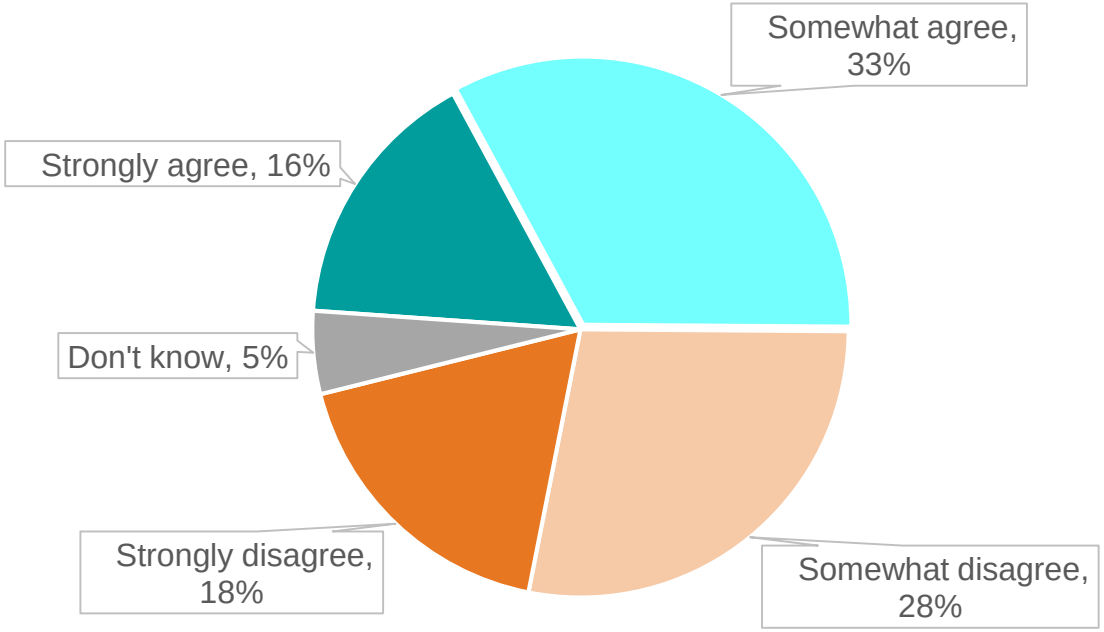
Source: Jan 2002- Feb 2011 RBC CASH Index; March 2011 to early March Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index; March 25 2020 to date Ipsos Weekly Consumer Confidence Tracker

STILL ONLY HALF OF AMERICANS EXPECT THE ECONOMY TO RECOVER QUICKLY ONCE RESTRICTIONS ARE RELAXED

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



Total Agree: 49%
(-2 vs. last week, +1 vs. late April)

Total Disagree: 46%
(+1 vs. last week, -3 vs. late April)

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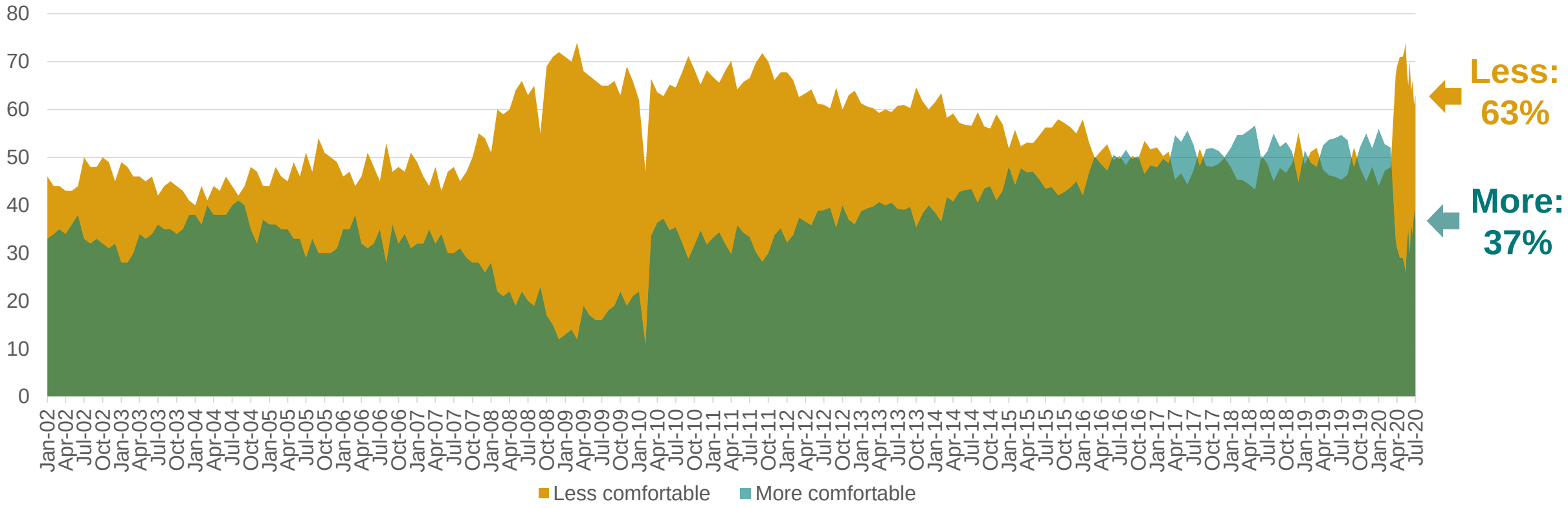
MOST AMERICANS STILL REMAIN UNCOMFORTABLE MAKING MAJOR PURCHASES

63% ARE FEELING LESS COMFORTABLE TO DO SO THAN SIX MONTHS AGO: 11 POINTS LESS THAN 2020 HIGH IN MID-MAY, BUT DOWN 2 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 30-July 1, 2020



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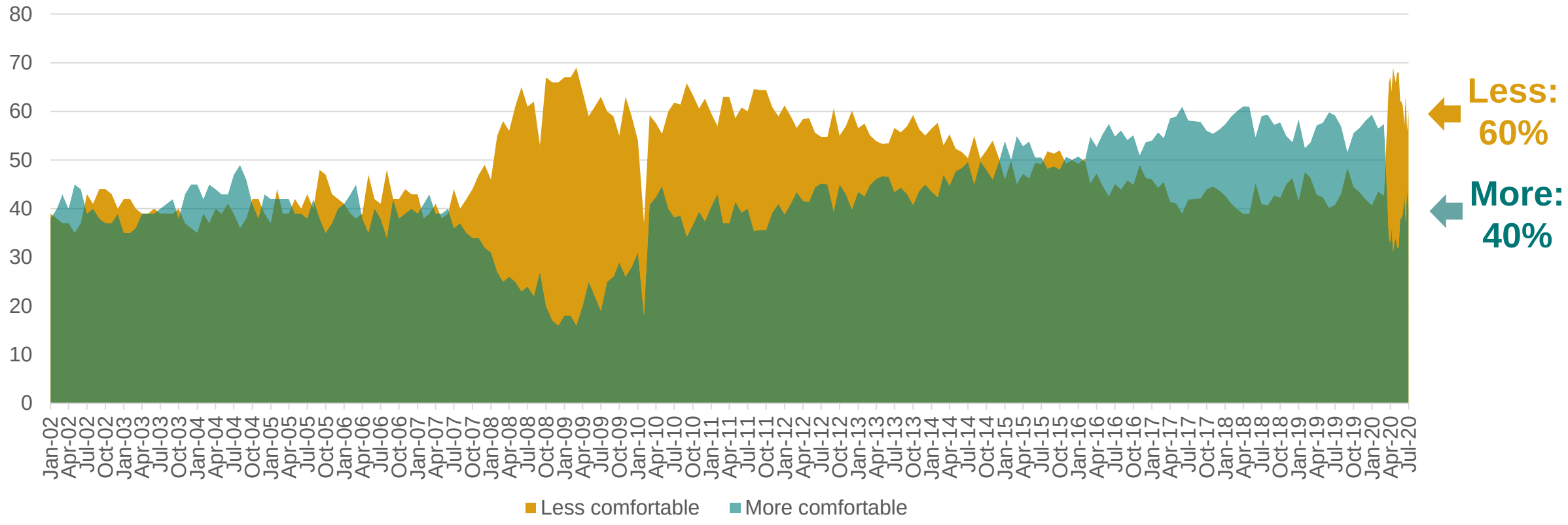
COMFORT ABOUT MAKING OTHER HOUSEHOLD PURCHASES DECLINES AGAIN

THE PERCENTAGE OF THOSE LESS COMFORTABLE MAKING OTHER HOUSEHOLD PURCHASES THAN THEY WERE SIX MONTHS AGO HAS INCREASED BY 4 POINTS SINCE LAST WEEK

June 30-July 1, 2020

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



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METHODOLOGY

These findings are based on data from an Ipsos survey conducted June 30- July 1, 2020 with a sample of 944 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=944, 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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