

# U.S. CONSUMER CONFIDENCE WEEKLY TRACKER

7/9/2020

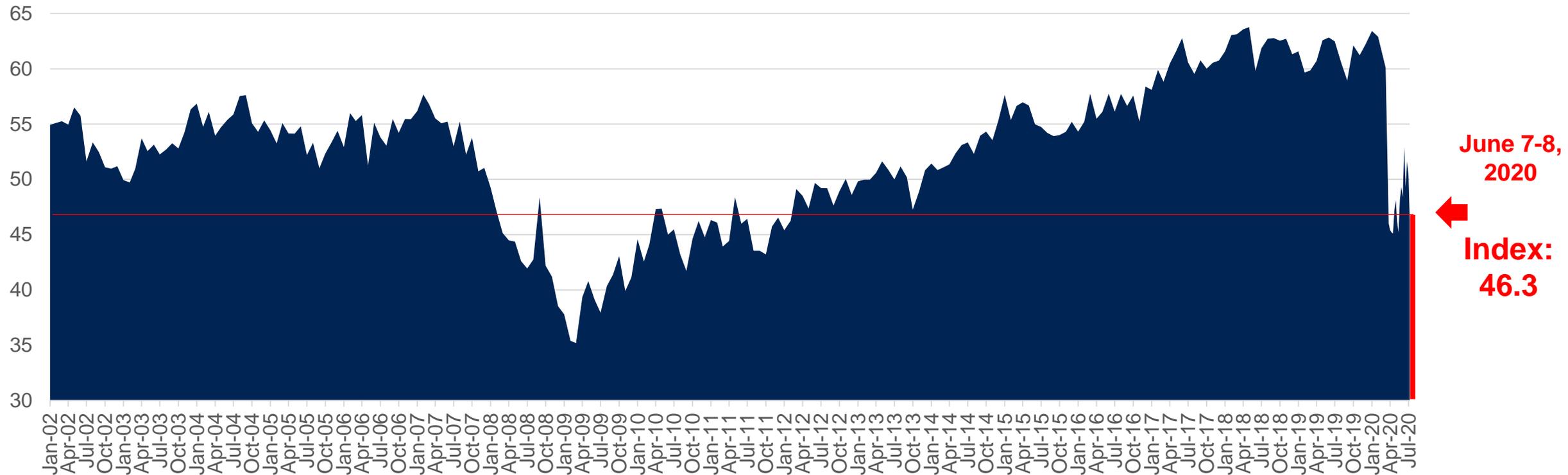
GAME CHANGERS



# CONSUMER CONFIDENCE DOWN 4 POINTS VS. LAST WEEK

AT 46.3, THE INDEX HAS DECLINED 4 POINTS SINCE LAST WEEK; THE BIGGEST SINGLE WEEK DROP SINCE LATE MARCH

Overall Confidence Index



# ALL INDICES DOWN VS. LAST WEEK

ENDING FOUR STRAIGHT WEEKS OF REVERSALS, THIS WEEKS DOWNTREND CONTAINS THE BIGGEST SINGLE WEEK DROP OBSERVED BY BOTH THE NATIONAL AND JOBS INDEX

| National Index  | Sub-indices   |  |   |   |
|---|---|--|---|---|
| <b>Overall Consumer Confidence</b>  | <b>Current:</b> Financial situation; local economy; purchasing, employment and investment confidence                                | <b>Expectations:</b> Outlook about personal financial situation, community economy and employment                                  | <b>Investment:</b> Purchasing and investment confidence, personal financial situation and outlook                                   | <b>Jobs:</b> Job security confidence, job loss experience and employment outlook  |
| New (7/7-7/8): <b>46.3</b><br><br>Change vs. Last week: <b>-4.0</b><br>Early March: <b>-13.8</b><br>Historical average: <b>-6.0</b> | New (7/7-7/8): <b>38.2</b><br><br>Change vs. Last week: <b>-3.0</b><br>Early March: <b>-15.2</b><br>Historical average: <b>-6.1</b> | New (7/7-7/8): <b>58.3</b><br><br>Change vs. Last week: <b>-3.8</b><br>Early March: <b>-5.3</b><br>Historical average: <b>-2.7</b> | New (7/7-7/8): <b>42.4</b><br><br>Change vs. Last week: <b>-3.3</b><br>Early March: <b>-12.2</b><br>Historical average: <b>-5.0</b> | New (7/7-7/8): <b>48.8</b><br><br>Change vs. Last week: <b>-5.9</b><br>Early March: <b>-20.9</b><br>Historical average: <b>-9.8</b> |

# CONSUMER SENTIMENT VARIES MORE DEPENDING ON PARTY PREFERENCE AND EMPLOYMENT STATUS THAN ON ANY DEMOGRAPHIC CHARACTERISTIC

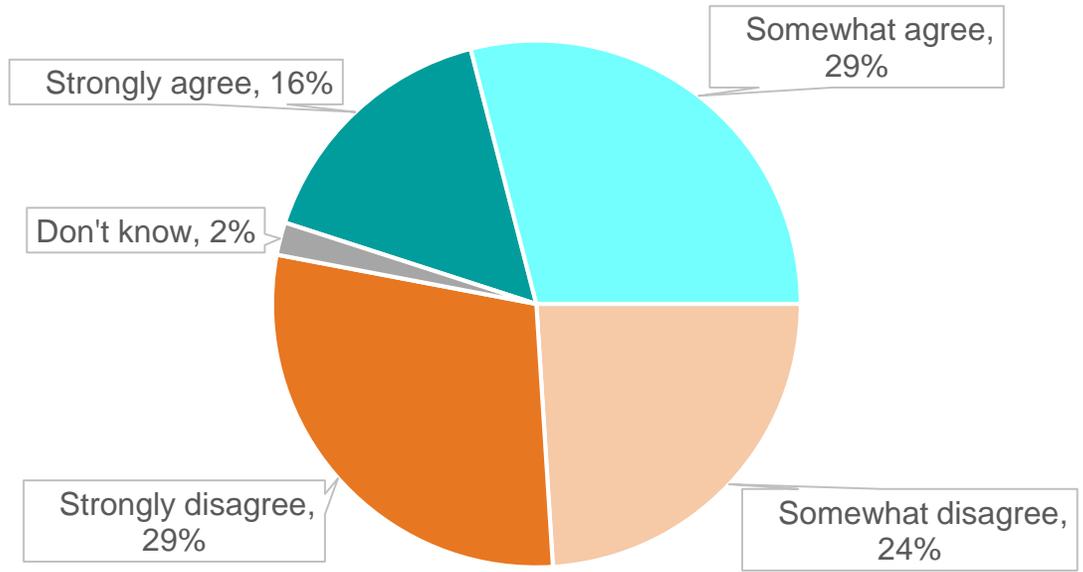
Republicans, retirees, and those aged 55 and up are the most confident;

Democrats, and the non-employed are the least confident

|                       |                   | National | Current | Expectations | Investment | Jobs |
|-----------------------|-------------------|----------|---------|--------------|------------|------|
|                       | Total             | 46.3     | 38.2    | 58.3         | 42.4       | 48.8 |
| Gender                | Male              | 49.3     | 43      | 59.5         | 46.4       | 49.9 |
|                       | Female            | 43.5     | 33.6    | 57.2         | 38.5       | 47.7 |
| Age                   | 18-34             | 45.6     | 41      | 54           | 45.7       | 44.2 |
|                       | 35-54             | 41.8     | 31.7    | 55.5         | 37.1       | 44.4 |
|                       | 55+               | 52.4     | 42.4    | 66.4         | 44.6       | 58.9 |
| Household Income      | Under \$50K       | 41.6     | 31.4    | 55           | 35.5       | 45.5 |
|                       | \$50K-<\$100K     | 48.4     | 40.4    | 60.1         | 44.7       | 51.4 |
|                       | \$100K+           | 49.8     | 44.1    | 60.4         | 48.4       | 49.4 |
| Region                | Northeast         | 46.4     | 39.5    | 56.5         | 43.9       | 45.3 |
|                       | Midwest           | 47.2     | 39.4    | 59.6         | 44.4       | 48.3 |
|                       | South             | 47.6     | 39.1    | 60.3         | 42.3       | 51.8 |
|                       | West              | 43.5     | 34.6    | 55.5         | 39.6       | 47.1 |
| Children in Household | Yes               | 45.3     | 38.5    | 56.2         | 43.8       | 45.3 |
|                       | No                | 46.7     | 38.1    | 59           | 41.9       | 49.9 |
| Education             | No college degree | 45.5     | 37      | 58           | 40.9       | 48.7 |
|                       | College degree    | 48.2     | 41.1    | 59.2         | 46         | 48.9 |
| Employment Status     | Full Time         | 48.1     | 42.3    | 57.2         | 46.2       | 49.2 |
|                       | Part Time         | 45.5     | 37.8    | 56.8         | 41.7       | 43.2 |
|                       | Not Emp.          | 37.9     | 25.3    | 56.1         | 30.8       | 42.2 |
|                       | Retired           | 57.6     | 48.9    | 68.7         | 52         | 64.7 |
| Marital Status        | Married           | 50.3     | 43.6    | 61.7         | 47.5       | 52.1 |
|                       | Other             | 42.7     | 33.2    | 55.3         | 37.7       | 45.8 |
| Race                  | White             | 47.7     | 37.8    | 61.1         | 41.5       | 51.8 |
|                       | Other             | 44.1     | 38.7    | 53.8         | 43.8       | 43.8 |
| Party ID              | Republican        | 56.2     | 48.3    | 68.5         | 51.5       | 58   |
|                       | Democrat          | 38.9     | 29.9    | 53           | 35.3       | 41   |
|                       | Independents      | 44.9     | 37.8    | 51.2         | 39.7       | 51   |
| LIV                   | Rural             | 50.2     | 42.4    | 62.8         | 45.7       | 53.6 |
|                       | Suburban          | 44.4     | 36.6    | 55.6         | 40.4       | 47.6 |
|                       | Urban             | 46.5     | 37.4    | 59.3         | 42.9       | 46.9 |

# SUPPORT FOR RESTARTING THE ECONOMY EVEN IF VIRUS NOT FULLY CONTAINED RETREATS

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

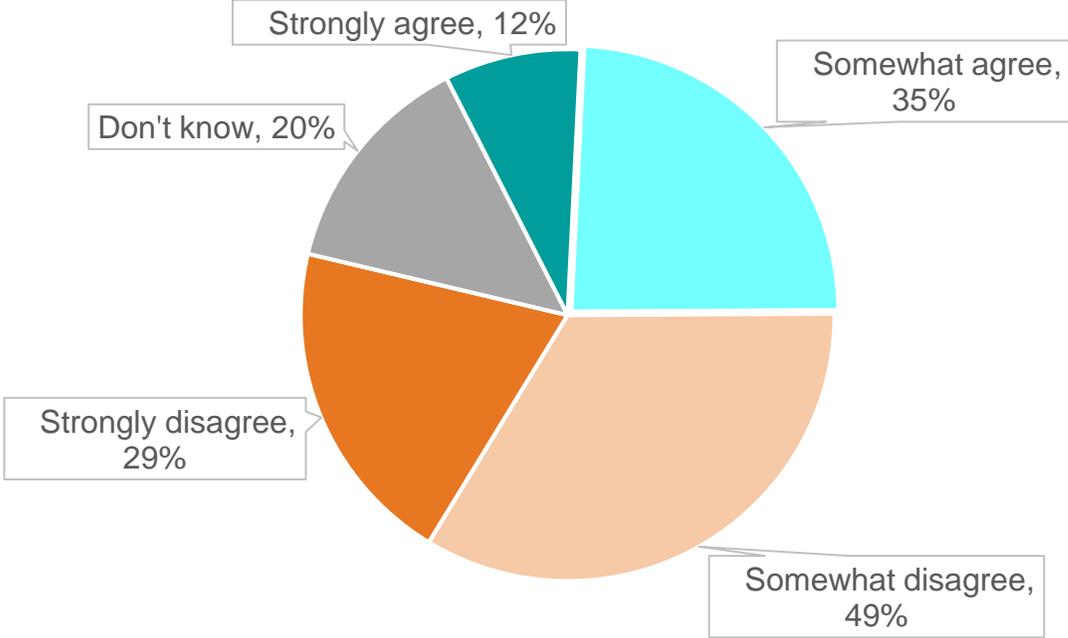


**Total Agree: 45%**  
**(-2 vs. last week,**  
**+8 vs. late April)**

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

# JUST UNDER 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: 47%**  
(-2 vs. last week,  
-1 vs. late April)

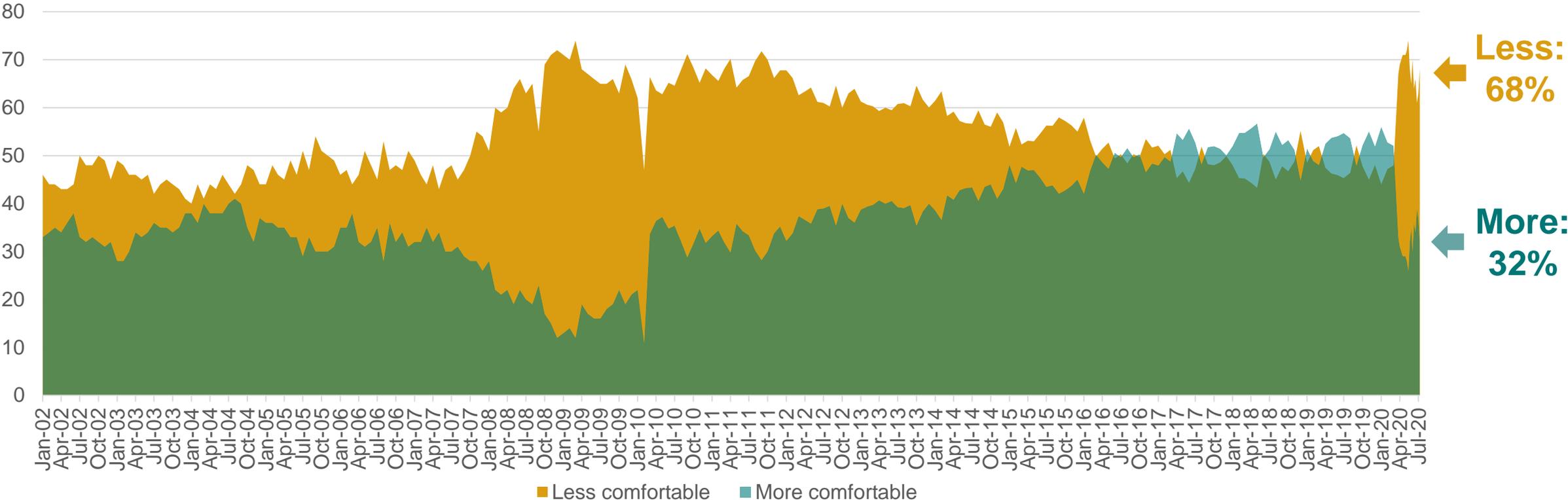
**Total Disagree: 49%**  
(+4 vs. last week,  
unchanged vs. late  
April)

# MOST AMERICANS STILL REMAIN UNCOMFORTABLE MAKING MAJOR PURCHASES

68% ARE FEELING LESS COMFORTABLE TO DO SO THAN SIX MONTHS AGO: THE HIGHEST LEVEL SINCE EARLY JUNE

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

June 7-8, 2020

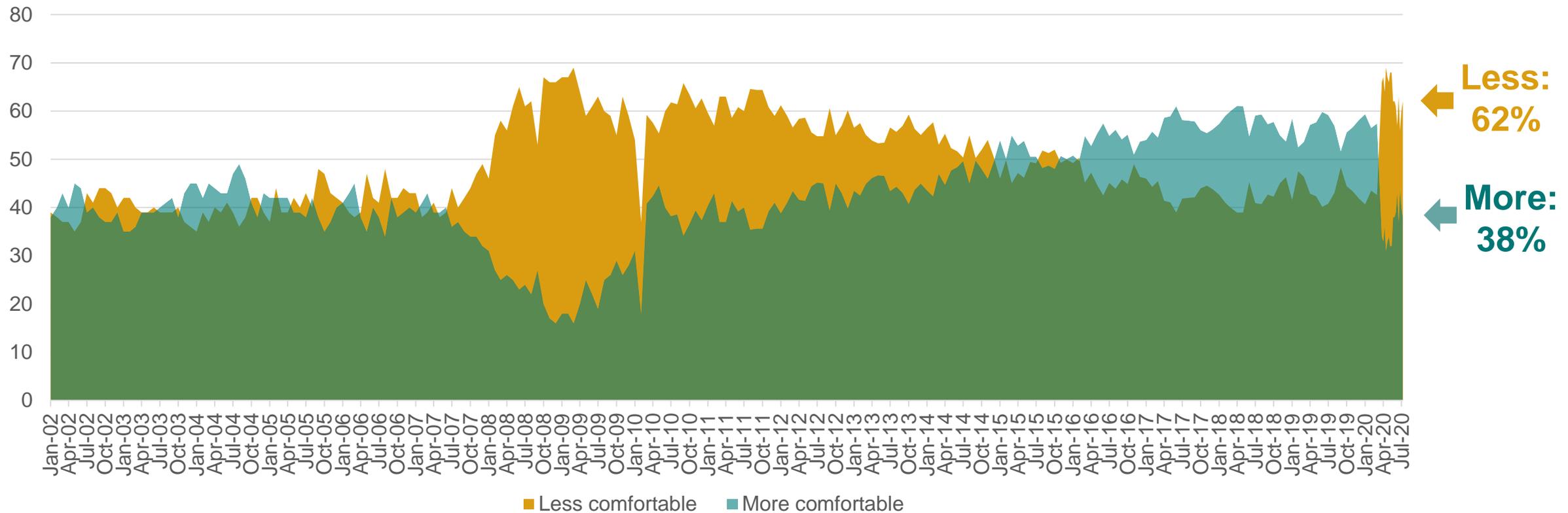


# COMFORT ABOUT MAKING OTHER HOUSEHOLD PURCHASES DECLINES AGAIN

THE PERCENTAGE OF THOSE LESS COMFORTABLE MAKING OTHER HOUSEHOLD PURCHASES THAN THEY WERE SIX MONTHS AGO HAS INCREASED BY 2 POINTS SINCE LAST WEEK

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

June 7-8, 2020



# METHODOLOGY

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](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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