



PRESS RELEASE

U.S. consumer sentiment rises

Sentiment is volatile week-to-week but gradually trending upwards

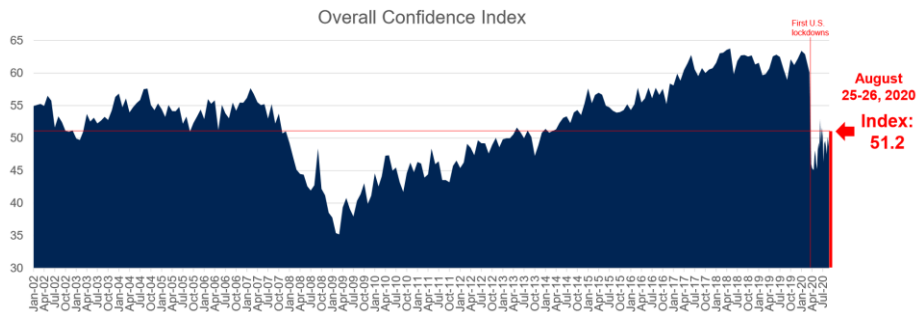
Washington, DC, August 27, 2020 – At 51.2, Ipsos's consumer confidence index rose from last week. While sentiment has been volatile through August, it is gradually trending upwards as concerns about the pandemic recede. Current sentiment is closer to where it was in June, when there was a lull in new coronavirus cases and businesses began reopening.

This week, the Jobs sub-index saw the greatest leap forward, rising 5.2 points, though job security remains a concern. This comes even as more than 1 million Americans filed new unemployment claims in the past week.

Americans remain divided on allowing businesses to open up again before the coronavirus is contained, but half believe that the economic recovery will be quick once restrictions are relaxed.

Detailed Findings

1. Scoring at 51.2, the latest overall Consumer Confidence index rose 2.5 points from last week.
 - The Confidence index is currently 3.1 points above the pandemic average, and 8.9 points lower than in early March (60.1).



2. Jobs confidence rose 5.2 points, though July unemployment figures put overall unemployment at 10.2% and less than half (45%) say they feel more confident about job security this week.
 - This week, 42% 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, down from 50% last week.
 - In addition, 51% think that it is at least somewhat likely that this will be the case in the next six months (in line with 53% last week, and down from 60% in late March).

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Senior Vice President, US, Public Affairs, Ipsos
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

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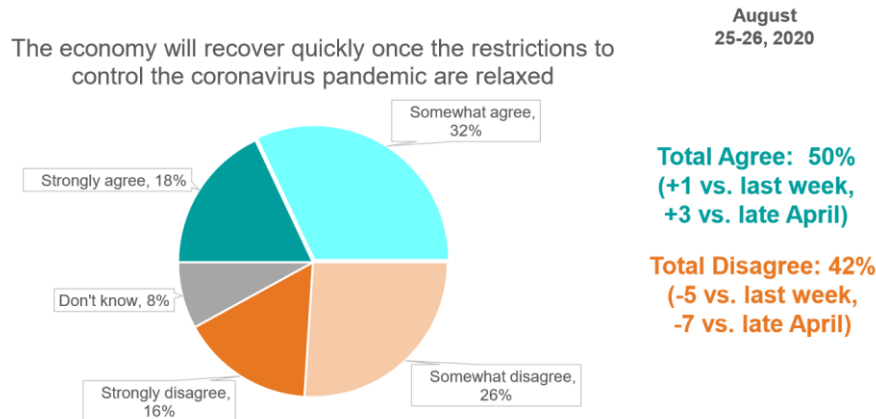
3. The Current sub-index erased its decline of last week, rising 2.3 points; while the Investment and Expectations sub-indices increased a more modest 1.1 and 0.9 points respectively from last week.

August 25-26, 2020

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: 51.2	New: 41.9	New: 64.2	New: 45.9	New: 55.4
Change vs. Last week: +2.5	Change vs. Last week: +2.3	Change vs. Last week: +0.9	Change vs. Last week: +1.1	Change vs. Last week: +5.2
Early March: -8.9	Early March: -11.5	Early March: +0.6	Early March: -8.7	Early March: -14.3
Pandemic average*: +3.1	Pandemic average*: +4.4	Pandemic average*: +1.8	Pandemic average*: +3.2	Pandemic average*: +3.9
Historical average**: -1.0	Historical average**: -2.3	Historical average**: +3.2	Historical average*: -1.5	Historical average*: -3.0

*since mid-March 2020
** since January 2002

4. Fewer Americans believe that the economic recovery will be slow once restrictions are relaxed, relative to last week. Half (50%) believe that the economy will bounce back quickly, while 42% disagree.



5. The nation remains divided on the restarting the economy even if the coronavirus is not yet fully contained (47% agree that the economy should be allowed to reopen, 48% disagree).

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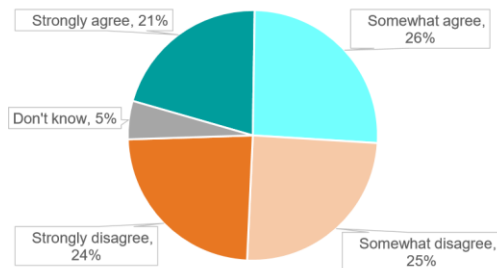




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August
25-26, 2020

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

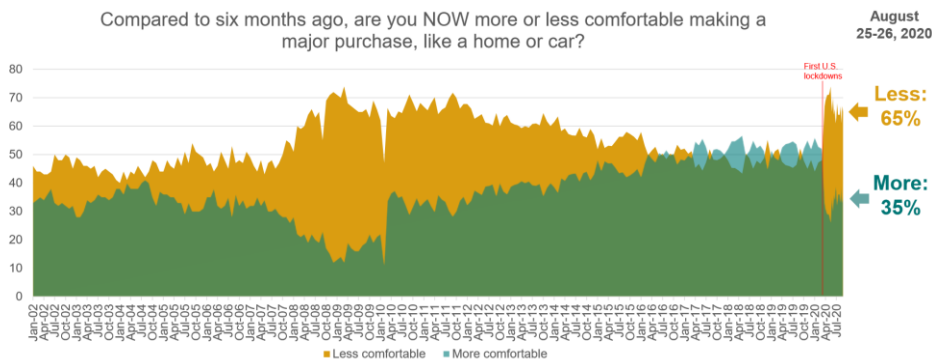


Total Agree: 47%
(+1 vs. last week,
+10 vs. late April)

Total Disagree: 48%
(-2 vs. last week,
-10 vs. late April)

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

- Compared to six months ago, 65% say they are less comfortable making a major purchase like a home or a car, down from 67% last week.



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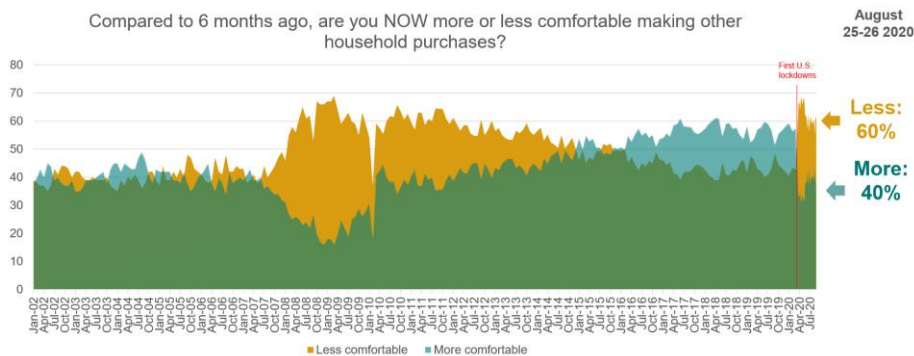
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- Compared to six months ago, 60% say they are less comfortable making other household purchases, down from 62% last week.



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?

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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

About the Study

These findings are based on data from an Ipsos survey conducted August 25-26, 2020 with a sample of 910 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](#), [partner online panel sources](#), and ["river" sampling](#) 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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For more information on this news release, please **contact:**

Chris Jackson
Senior Vice President, US
Public Affairs
+1 202 420 2025
chris.jackson@ipsos.com

Kate Silverstein
Media Relations Specialist, US
Public Affairs
+1 718 755 8829
kate.silverstein@ipsos.com

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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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