

# **U.S. CONSUMER CONFIDENCE WEEKLY TRACKER**

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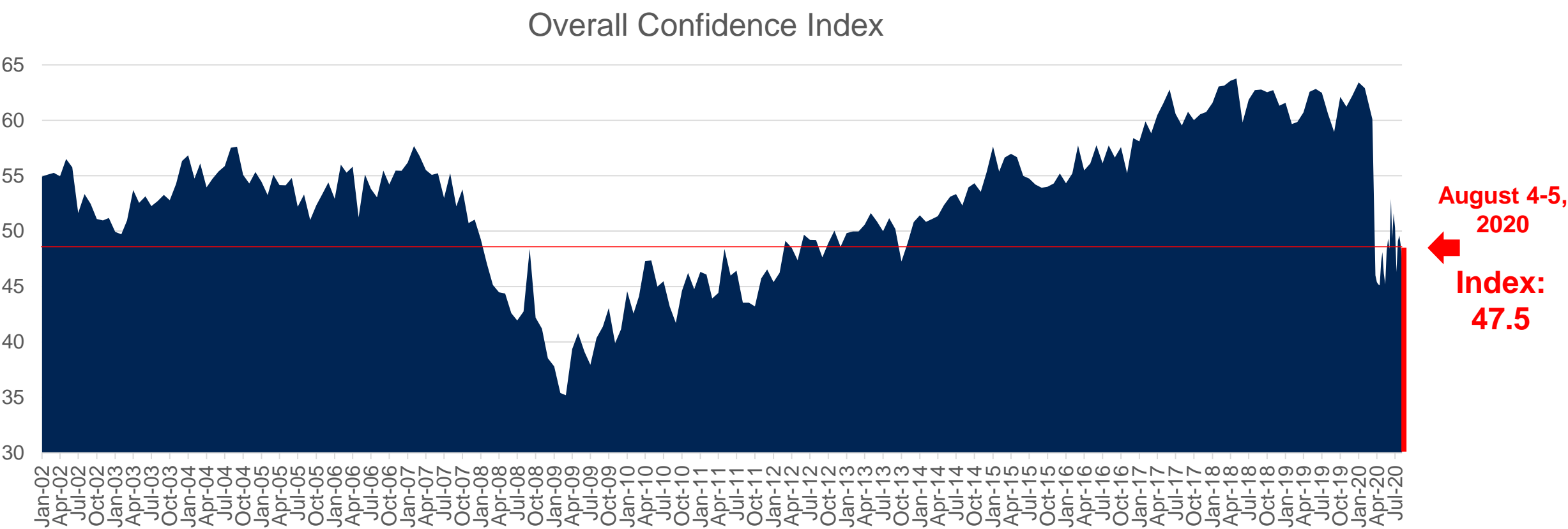
**8/6/2020**

**GAME CHANGERS**



# CONSUMER CONFIDENCE SHOWS LITTLE CHANGE FOR THIRD CONSECUTIVE WEEK

AT 47.5, THE INDEX HAS LOST 1.2 POINTS SINCE LAST WEEK



# MOST SUB-INDICES SHOW ARE DOWN VS. LAST WEEK

THE JOBS INDEX SHOWS THE STEEPEST DECLINE; HOWEVER EACH OF THE NATIONAL INDEX AND THE FOUR SUB-INDICES ARE WITHIN A POINT OF THEIR AVERAGE SINCE THE FULL-FLEDGED OUTBREAK OF THE PANDEMIC AND THE FIRST LOCKDOWNS IN MARCH

August 4-5, 2020

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: <b>47.5</b>  Change vs. Last week: <b>-1.2</b> Early March: <b>-12.6</b> Historical average: <b>-4.7</b>	New: <b>37.7</b>  Change vs. Last week: <b>-1.6</b> Early March: <b>-15.7</b> Historical average: <b>-6.5</b>	New: <b>61.1</b>  Change vs. Last week: <b>0.0</b> Early March: <b>-2.5</b> Historical average: <b>+0.1</b>	New: <b>42.8</b>  Change vs. Last week: <b>-1.3</b> Early March: <b>-11.8</b> Historical average: <b>-4.6</b>	New: <b>51.0</b>  Change vs. Last week: <b>-2.3</b> Early March: <b>-18.7</b> Historical average: <b>-7.5</b>

# CONSUMER SENTIMENT VARIES MOST DEPENDING ON PARTY PREFERENCE, EMPLOYMENT STATUS AND INCOME

Republicans, retired adults, and high-income earners are the most confident;

Democrats, those not employed, employed part-time, minorities and Westerners are least confident;

Men tend to be more confident than women

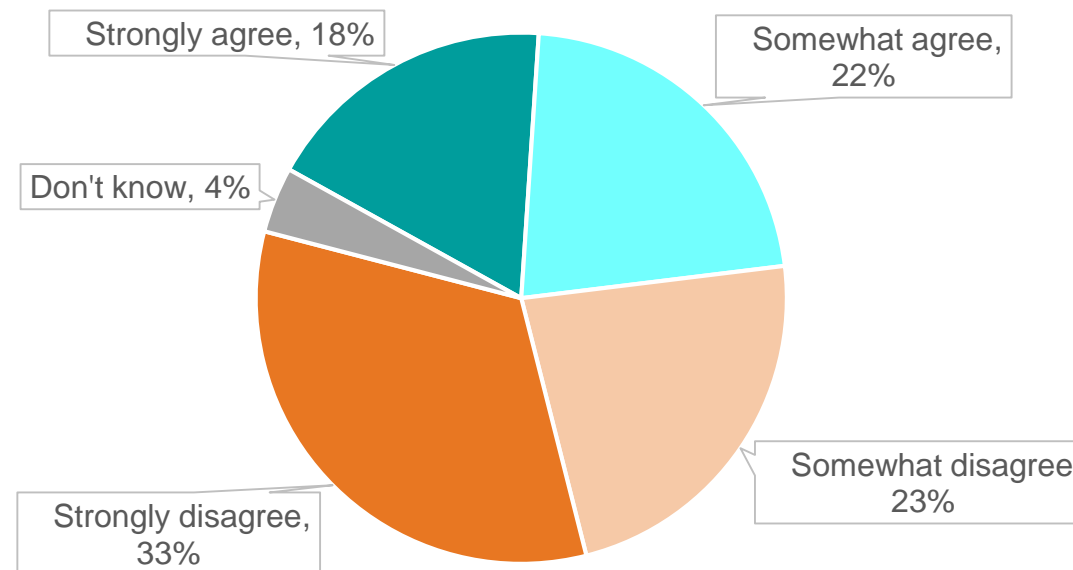
August 4-5, 2020

		National	Current	Expectations	Investment	Jobs
Gender	Total	47.5	37.7	61.1	42.8	51
	Male	50	41.6	62.4	46.9	51.2
	Female	45.1	33.8	59.8	39	50.7
Age	18-34	44.1	34.9	60	40.6	43.8
	35-54	46.7	36.6	58.9	42.5	50.9
	55+	52.8	42.4	65.3	46.1	59.9
Household Income	Under \$50K	44.6	33.2	61	37.9	47.8
	\$50K-<\$100K	46.7	36.6	60.4	41.7	51.3
	\$100K+	53.1	46	62.3	52	55
Region	Northeast	49.6	42.3	61.8	48.8	49.9
	Midwest	49.9	39.6	63.7	45	55
	South	48	38.5	61.7	44.2	48.9
	West	43	31.1	57.2	34.4	51.4
Children in Household	Yes	45	37.8	58.8	42.6	45.4
	No	48.3	37.6	61.8	42.9	52.8
Education	No college degree	46.7	36.7	60.7	41.7	50.2
	College degree	49.6	40	61.8	45.6	52.7
Employment Status	Full Time	49.4	41	62	46.5	51.5
	Part Time	40.9	32.8	49.1	34.5	47.9
	Not Emp.	41.6	28.3	61.2	34.8	44.1
	Retired	55.9	45.8	66.7	50.2	62.7
Marital Status	Married	51	41.4	62.9	46.5	55.4
	Other	44	33.9	59.2	39.2	46.5
Race	White	51.7	42.5	64	47.6	55.9
	Other	40.4	29.6	56.2	34.9	42.7
Party ID	Republican	56.7	49.4	69.1	52.3	58.2
	Democrat	41.4	30.4	56.3	36.9	44.9
	Independents	48.6	37.9	60.9	45.5	53.4
LIV	Rural	49.1	37.6	61.8	41.7	58
	Suburban	48	38.7	61.2	44.7	50
	Urban	45.5	36	60.3	40.7	47.5

# SUPPORT FOR RESTARTING THE ECONOMY EVEN IF VIRUS NOT FULLY CONTAINED IS UNCHANGED FROM LAST WEEK

August 4-5, 2020

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



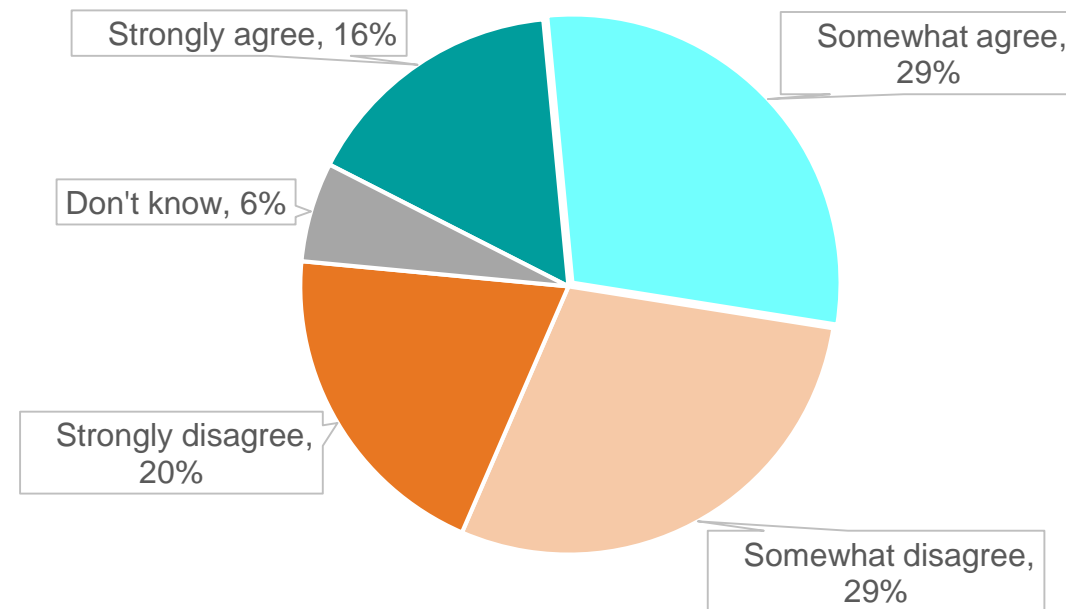
**Total Agree: 40%**  
(unchanged vs. last week,  
+3 vs. late April)

**Total Disagree: 56%**  
(+2 vs. last week,  
-2 vs. late April)

# ONLY 45% OF AMERICANS EXPECT THE ECONOMY TO RECOVER QUICKLY ONCE RESTRICTIONS ARE RELAXED

August 4-5, 2020

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



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

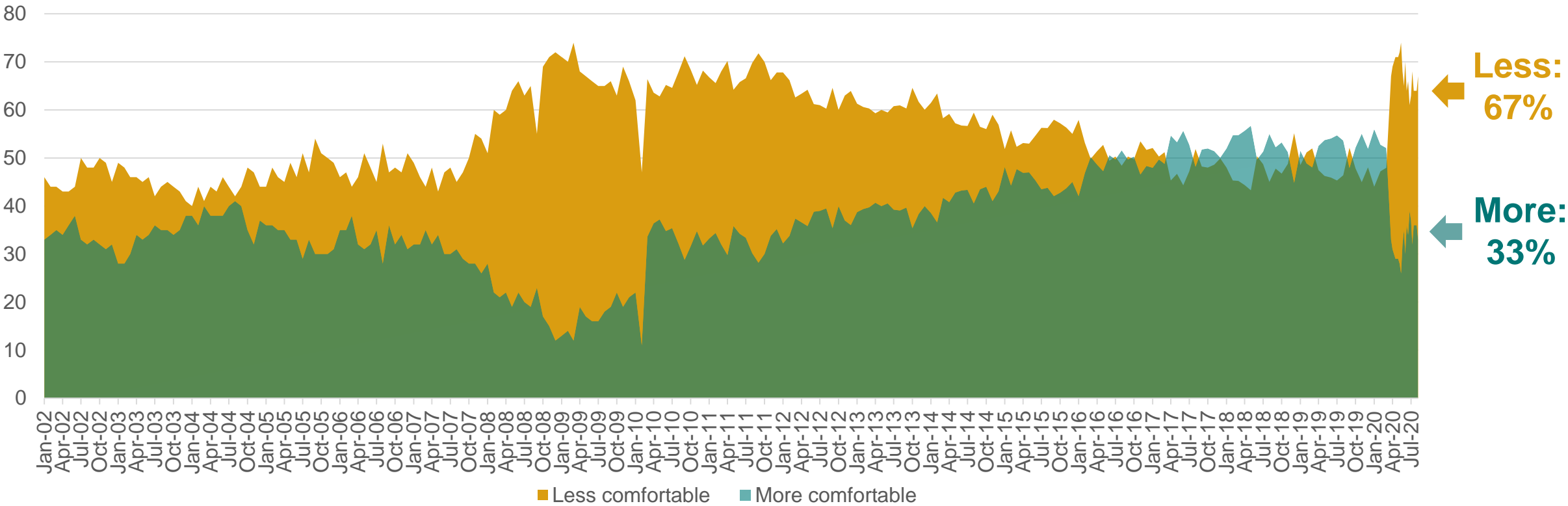
**Total Disagree: 49%**  
(unchanged vs. last week,  
unchanged vs. late April)

# MOST AMERICANS STILL REMAIN UNCOMFORTABLE MAKING MAJOR PURCHASES

67% ARE FEELING LESS COMFORTABLE TO DO SO THAN SIX MONTHS AGO, A SLIGHT INCREASE FROM THE PAST THREE WEEKS

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

August 4-5, 2020

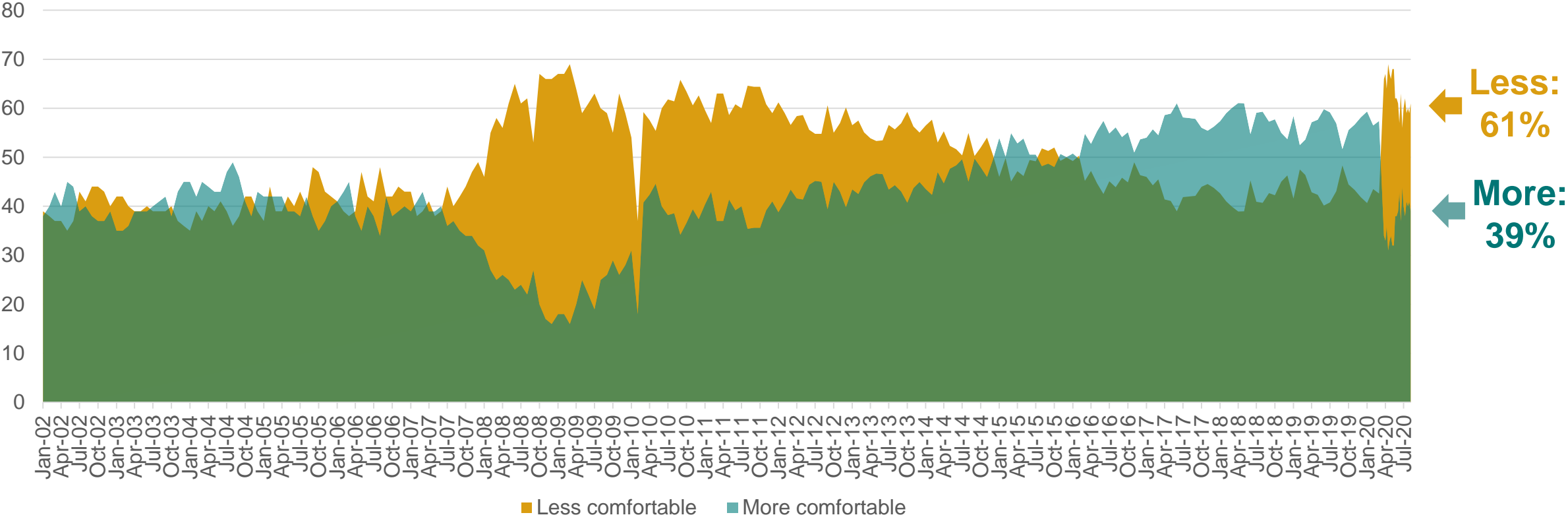


# SIX IN TEN FEEL LESS COMFORTABLE MAKING OTHER HOUSEHOLD PURCHASES THAN SIX MONTHS AGO

61% SAY ARE LESS COMFORTABLE, A 2-POINT INCREASE FROM LAST WEEK

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

August 4-5, 2020





# METHODOLOGY

These findings are based on data from an Ipsos survey conducted August 4-5, 2020 with a sample of 931 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 3.7 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=931, DEFF=1.5, adjusted Confidence Interval=+/-5.2 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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