

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

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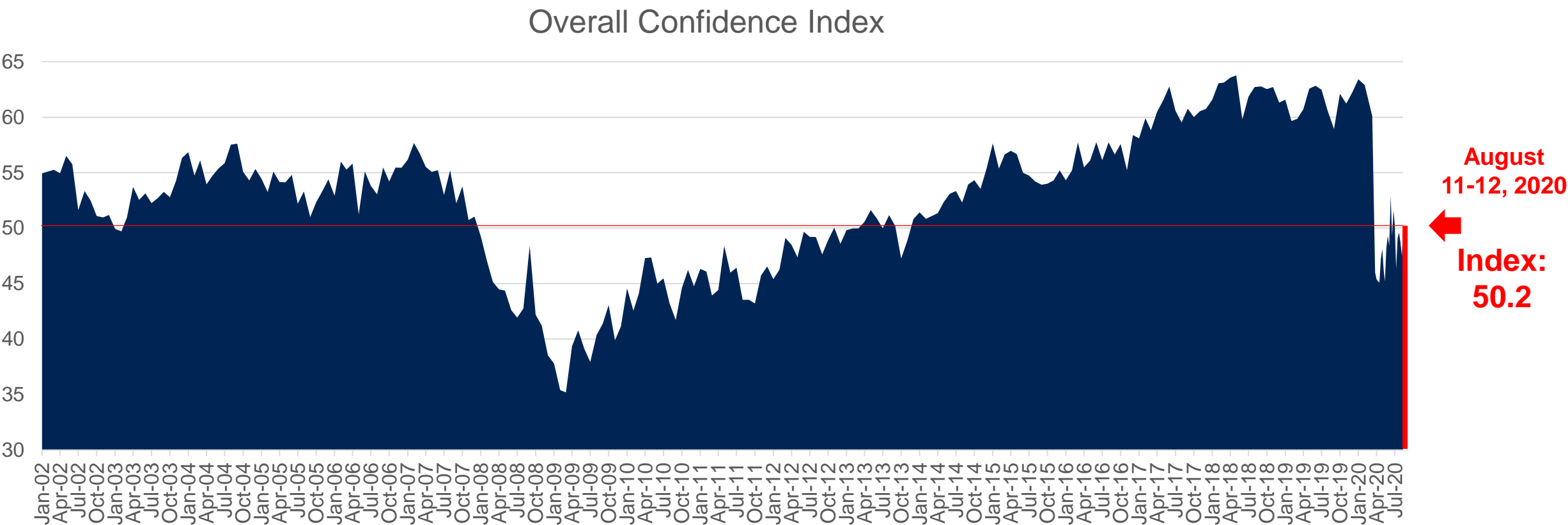
**8/13/2020**

**GAME CHANGERS**



# CONSUMER CONFIDENCE SHOWS SIGNIFICANT GROWTH FOR FIRST TIME SINCE LATE JUNE

AT 50.2, THE INDEX HAS GAINED 2.7 POINTS SINCE LAST WEEK



# MOST SUB-INDICES UP VS. LAST WEEK

IN ADDITION TO THE NATIONAL INDEX, ALL SUB-INDICES EXCEPT THE JOBS INDEX ARE UP THIS WEEK; HOWEVER, ALL FIVE ARE FLAT WHEN COMPARED TO THEIR “PANDEMIC AVERAGE”; THE JOBS INDEX IS THE LOWEST COMPARED TO ITS 18-YEAR HISTORICAL AVERAGE

August 11-12, 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>50.2</b>	New: <b>41.8</b>	New: <b>62.7</b>	New: <b>47.1</b>	New: <b>51.6</b>
<u>Change vs.</u> Last week: <b>+2.7</b> Early March: <b>-9.9</b> Pandemic average*: <b>-0.5</b> Historical average**: <b>-2.0</b>	<u>Change vs.</u> Last week: <b>+4.1</b> Early March: <b>-11.6</b> Pandemic average*: <b>+0.5</b> Historical average**: <b>-2.4</b>	<u>Change vs.</u> Last week: <b>+1.6</b> Early March: <b>-0.9</b> Pandemic average*: <b>-1.3</b> Historical average**: <b>+1.7</b>	<u>Change vs.</u> Last week: <b>+4.3</b> Early March: <b>-7.5</b> Pandemic average*: <b>+0.5</b> Historical average**: <b>-0.3</b>	<u>Change vs.</u> Last week: <b>+0.6</b> Early March: <b>-18.1</b> Pandemic average*: <b>-0.6</b> Historical average**: <b>-6.8</b>

\*since mid-March 2020

\*\* since January 2002

# CONSUMER SENTIMENT VARIES MOST DEPENDING ON PARTISANSHIP, EMPLOYMENT STATUS, GENDER, AND INCOME

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

Democrats, those not employed, and females, are least confident

However, the National Index among Democrats is up 3.9 points vs. last week while it is up only 0.8 point among Republicans

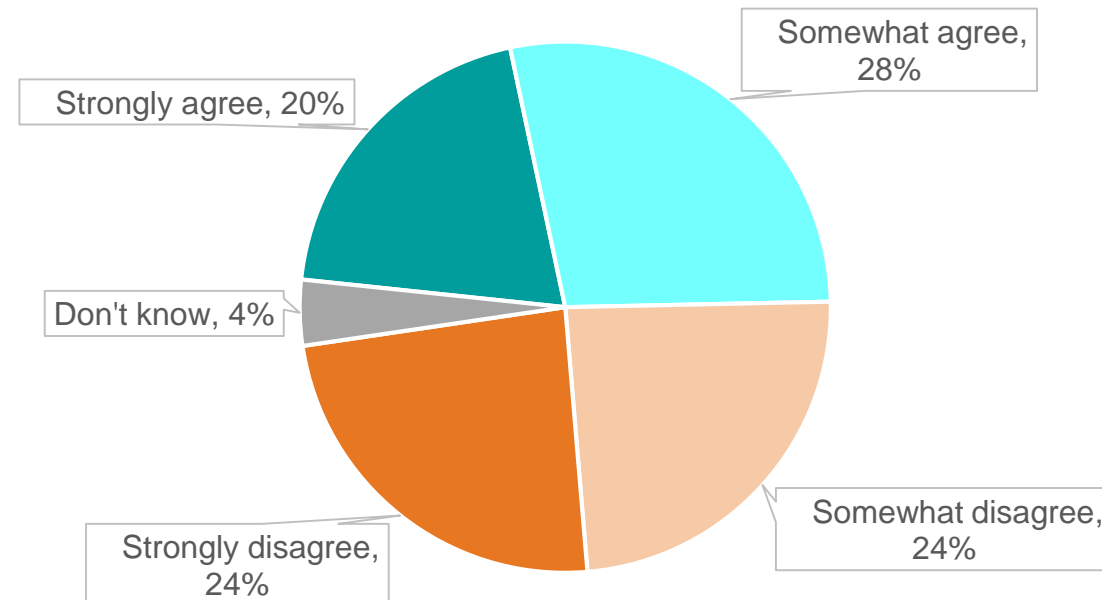
August 11-12, 2020

		National	Current	Expectations	Investment	Jobs
Gender	Total	50.2	41.8	62.7	47.1	51.6
	Male	55.9	50.2	65.1	55.9	54.4
	Female	44.7	33.6	60.4	38.8	48.8
Age	18-34	50.7	45.6	60.8	51.6	47.5
	35-54	47.2	37.8	60.9	43.6	48.1
	55+	53.3	42.1	67.1	46.3	60.5
Household Income	Under \$50K	46.7	37	60.5	42.3	49.3
	\$50K-<\$100K	50	40.2	62.6	45.3	54.1
	\$100K+	55.6	51	66.1	56.9	51.1
Region	Northeast	54.4	47.4	66.9	52.1	54
	Midwest	48.7	37.5	64.1	42.5	52.9
	South	51	42.5	62.9	47.9	52.1
	West	47.2	40.2	58	46.4	47.8
Children in Household	Yes	50.5	45.9	61.4	51.1	46.8
	No	50.1	40.1	63.2	45.5	53.5
Education	No college degree	49.4	39.8	63.2	45.3	51.4
	College degree	52.1	46.4	61.5	51.7	51.9
Employment Status	Full Time	52.5	46.8	62.5	52.7	51.3
	Part Time	51.2	44.5	59.6	48.4	52.6
	Not Emp.	42.4	30.3	60.4	36.1	44.3
	Retired	57.7	46	70.3	50.1	66.1
Marital Status	Married	53.2	45.3	64.4	50	55.8
	Other	47.3	38.3	61	44.3	47.5
Race	White	51.5	42.2	65.1	47.2	53.6
	Other	48.1	41	58.6	47.1	48.1
Party ID	Republican	57.5	49.5	70.2	53.9	56.9
	Democrat	45.3	36.9	56.2	43.4	47.8
	Independents	46	36	59.9	41.1	49.7
LIV	Rural	51.3	42.4	64.5	46.4	54.1
	Suburban	48.6	38.8	62.4	45.1	50.4
	Urban	53.1	48.1	61.8	52.6	52.2

# SUPPORT FOR RESTARTING THE ECONOMY EVEN IF VIRUS NOT FULLY CONTAINED SHOWS SIGNIFICANT GROWTH FROM LAST WEEK

August  
11-12, 2020

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



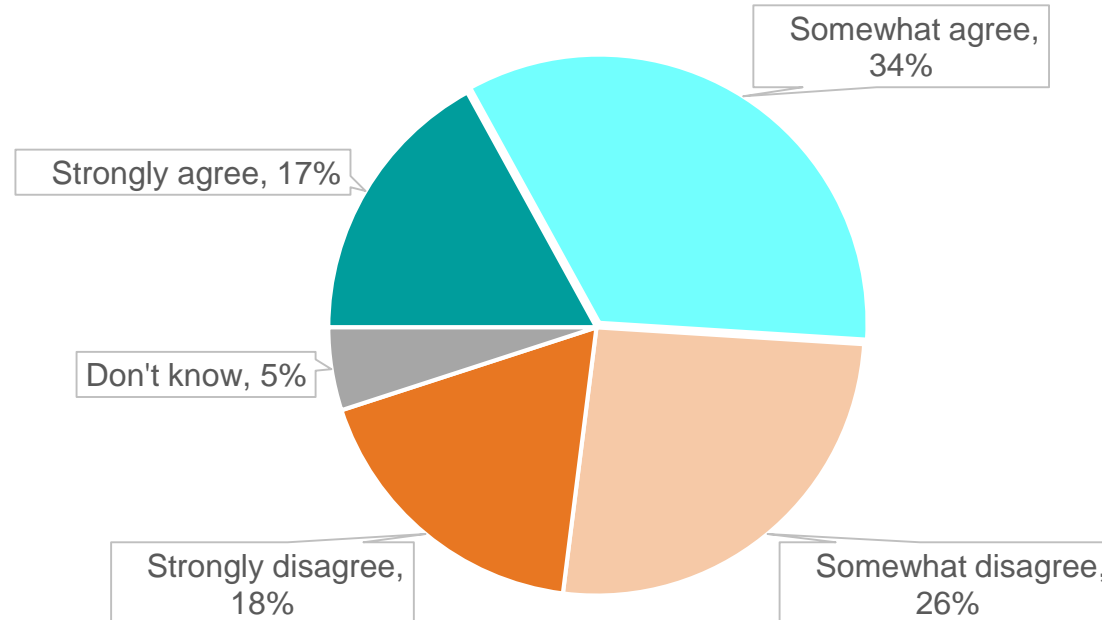
**Total Agree: 48%**  
(+8 vs. last week,  
+11 vs. late April)

**Total Disagree: 48%**  
(-8 vs. last week,  
-10 vs. late April)

# ONLY 51% OF AMERICANS EXPECT THE ECONOMY TO RECOVER QUICKLY ONCE RESTRICTIONS ARE RELAXED

August  
11-12, 2020

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



**Total Agree: 51%**  
(+6 vs. last week,  
+4 vs. late April)

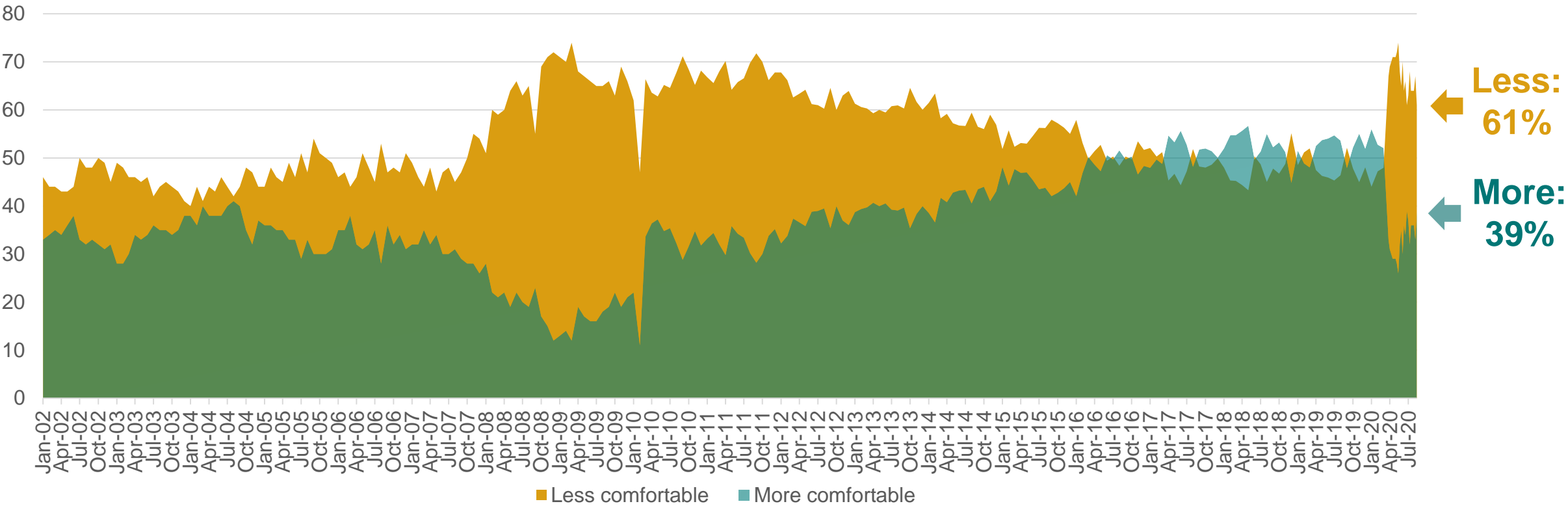
**Total Disagree: 44%**  
(-5 vs. last week,  
-5 vs. late April)

# SIX IN TEN AMERICANS FEEL LESS COMFORTABLE MAKING MAJOR PURCHASES THAN BEFORE THE PANDEMIC

61% ARE FEELING LESS COMFORTABLE TO DO SO THAN SIX MONTHS AGO, DOWN 6 POINTS FROM THE PAST WEEK

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

August 11-12, 2020

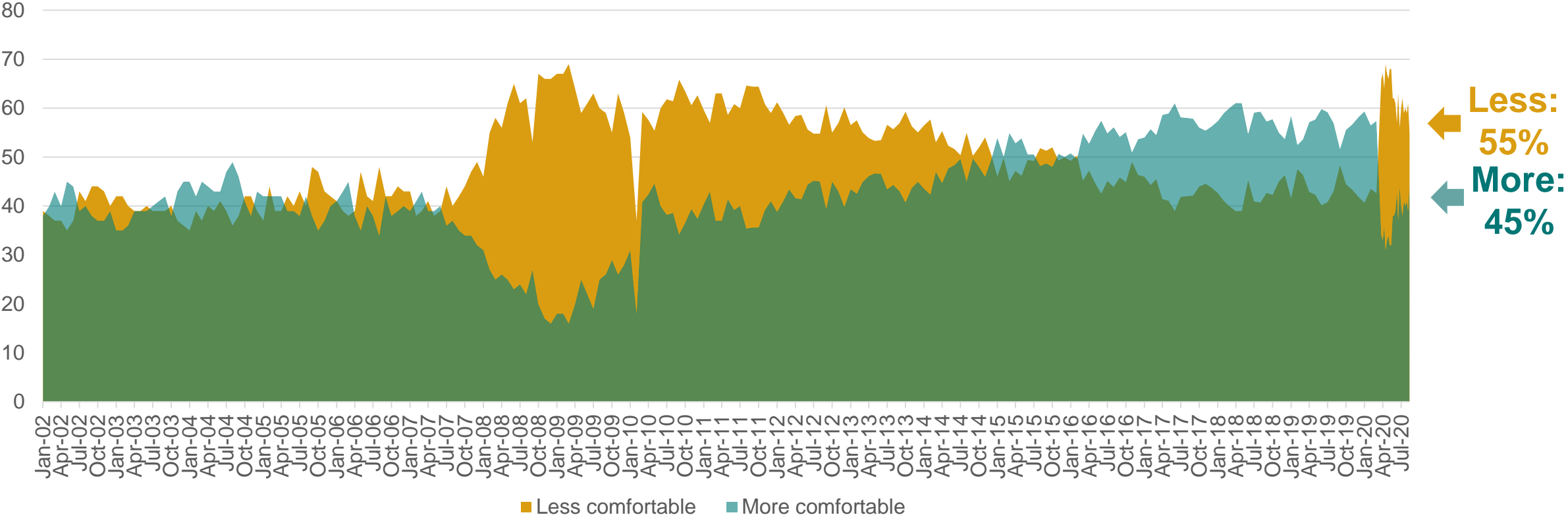


# 55% SAY THEY ARE LESS COMFORTABLE MAKING OTHER HOUSEHOLD PURCHASES THAN SIX MONTHS AGO

A 6-POINT DECREASE FROM LAST WEEK

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

August 11-12, 2020





# METHODOLOGY

These findings are based on data from an Ipsos survey conducted August 11-12, 2020 with a sample of 936 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=936, 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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**GAME CHANGERS**

