

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

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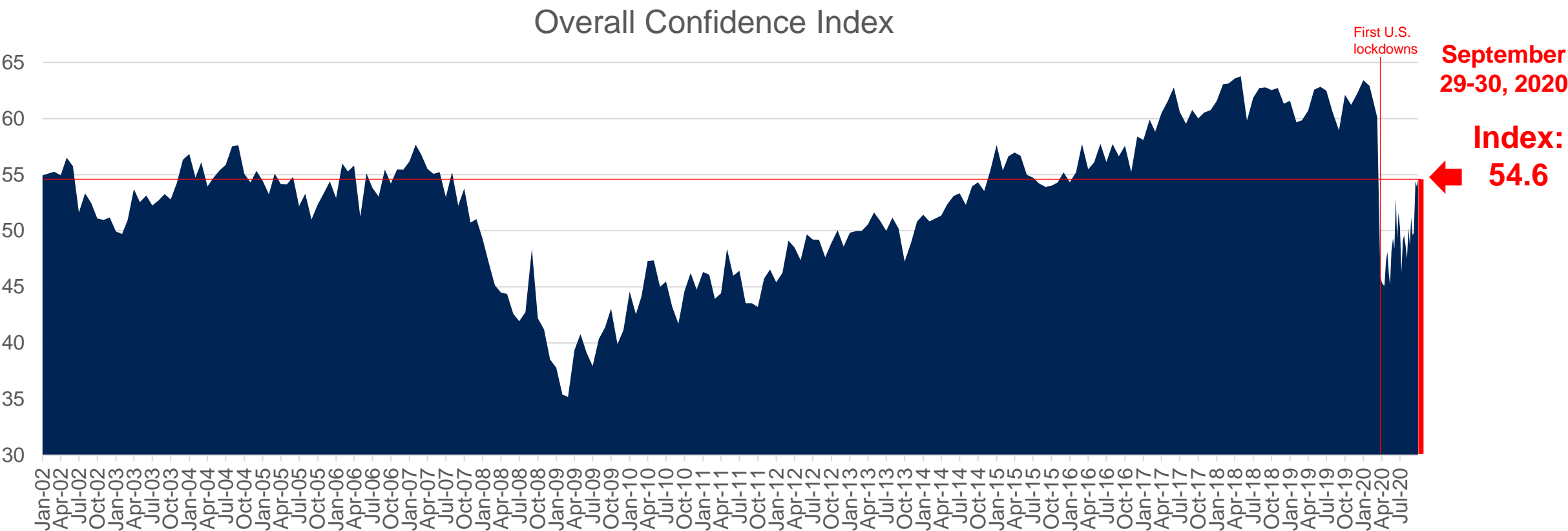
**10/1/2020**

**GAME CHANGERS**



# CONSUMER CONFIDENCE STEADY AGAIN AFTER SIGNIFICANT GAINS TWO WEEKS AGO,

At 54.6, the Overall Confidence Index is up by 0.7 points vs last week



# IN LINE WITH NATIONAL INDEX, ALL SUB INDICES FLAT AGAIN AFTER RECENT SUBSTANTIAL GAINS

All indices are higher than they have been on average since mid-March, only the Jobs Index is underperforming its historical average

September 29-30, 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>54.6</b>	New: <b>46.5</b>	New: <b>66.8</b>	New: <b>50.5</b>	New: <b>56.7</b>
<u>Change vs.</u> Last week: <b>+0.7</b> Early March: <b>-5.5</b> Pandemic average*: <b>+5.8</b> Historical average**: <b>+2.4</b>	<u>Change vs.</u> Last week: <b>+0.9</b> Early March: <b>-6.9</b> Pandemic average*: <b>+8.0</b> Historical average**: <b>+2.3</b>	<u>Change vs.</u> Last week: <b>-0.1</b> Early March: <b>+3.2</b> Pandemic average*: <b>+3.8</b> Historical average**: <b>+5.7</b>	<u>Change vs.</u> Last week: <b>+1.1</b> Early March: <b>-4.1</b> Pandemic average*: <b>+7.1</b> Historical average**: <b>+3.1</b>	<u>Change vs.</u> Last week: <b>+0.5</b> Early March: <b>-13.0</b> Pandemic average*: <b>+4.6</b> Historical average**: <b>-1.6</b>

\*since mid-March 2020

\*\* since January 2002

# CONSUMER SENTIMENT VARIES MOST ACCORDING TO PARTISANSHIP, EMPLOYMENT STATUS, AND INCOME

Republicans, the affluent, those who are married and those who are retired are most confident.

In contrast, the non-employed, Democrats, Independents, low-income earners, the unmarried and those under 35 are least confident

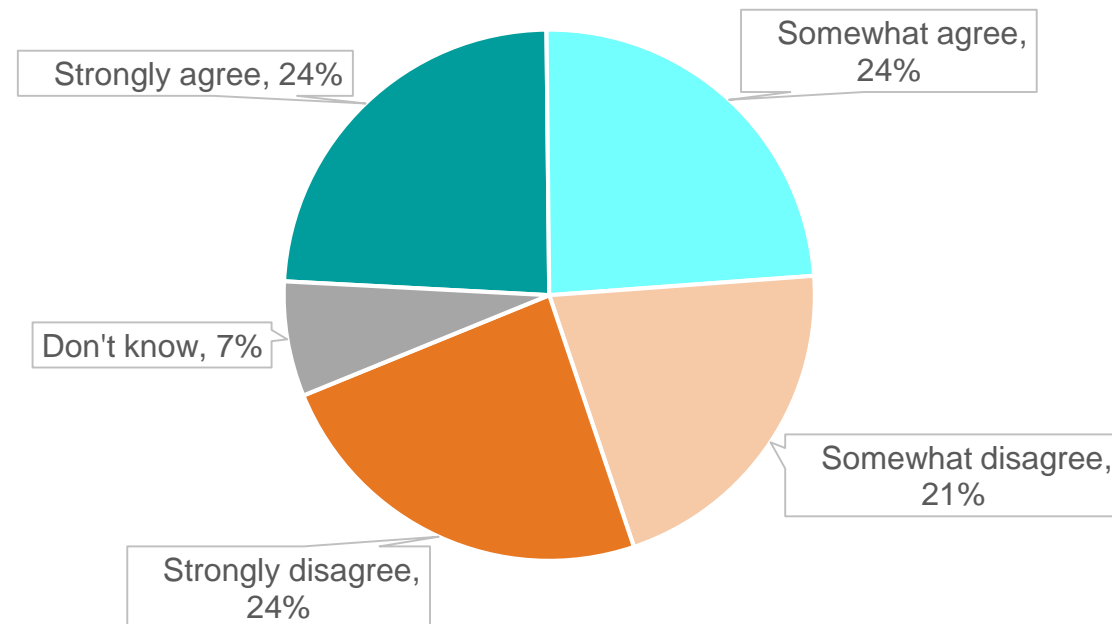
September 29-30, 2020

		National	Current	Expectations	Investment	Jobs
	Total	54.6	46.5	66.8	50.5	56.7
Gender	Male	56.8	50.3	67.1	54.3	56.7
	Female	52.6	43	66.6	47.1	56.7
Age	18-34	49	40.3	62	46.8	48.3
	35-54	56.8	50.2	67.6	53.5	58.1
	55+	58.3	48.8	71.4	51.1	64.5
Household Income	Under \$50K	48	36	63.6	40.8	52.5
	\$50K-<\$100K	54.4	46.9	66.6	50.6	57
	\$100K+	63.9	60.1	71.5	63.7	62
Region	Northeast	54.3	48	66.3	51.6	54
	Midwest	53.9	43.5	64.6	46.9	61
	South	57.9	50.4	69.7	53.8	59.6
	West	50.1	41.6	64.6	47.7	50.1
Children in Household	Yes	56.9	53.7	66.4	57.6	53.2
	No	53.8	43.9	67	48	58
Education	No college degree	53.8	44.2	66.6	48	58
	College degree	56.6	51.7	67.4	56.5	53.8
Employment Status	Full Time	57	51.8	67.2	55.7	56.4
	Part Time	58.7	51.4	69	54.6	61.3
	Not Emp.	46	32.7	62.1	38.3	50.8
	Retired	59.6	50.1	72.5	52.5	65.2
Marital Status	Married	60.7	55.5	70.6	58.6	61.2
	Other	48.4	37.2	63	42.3	52.2
Race	White	56.8	48.8	68.7	51.8	59.4
	Other	50.7	42.3	63.6	48.2	51.9
Party ID	Republican	67.3	63.1	77.4	65.4	64.4
	Democrat	46.7	36.6	60.4	42.8	50.1
	Independents	48.4	36.2	61	39.2	57.8
LIV	Rural	55.1	43.7	70.3	46.3	60.5
	Suburban	54.2	45.4	67.3	49.5	57.5
	Urban	55.1	51.2	62.6	56.5	51.7

# AMERICANS SLIGHTLY FAVOR RESTARTING THE ECONOMY EVEN IF THE VIRUS IS NOT FULLY CONTAINED

September  
29-30, 2020

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



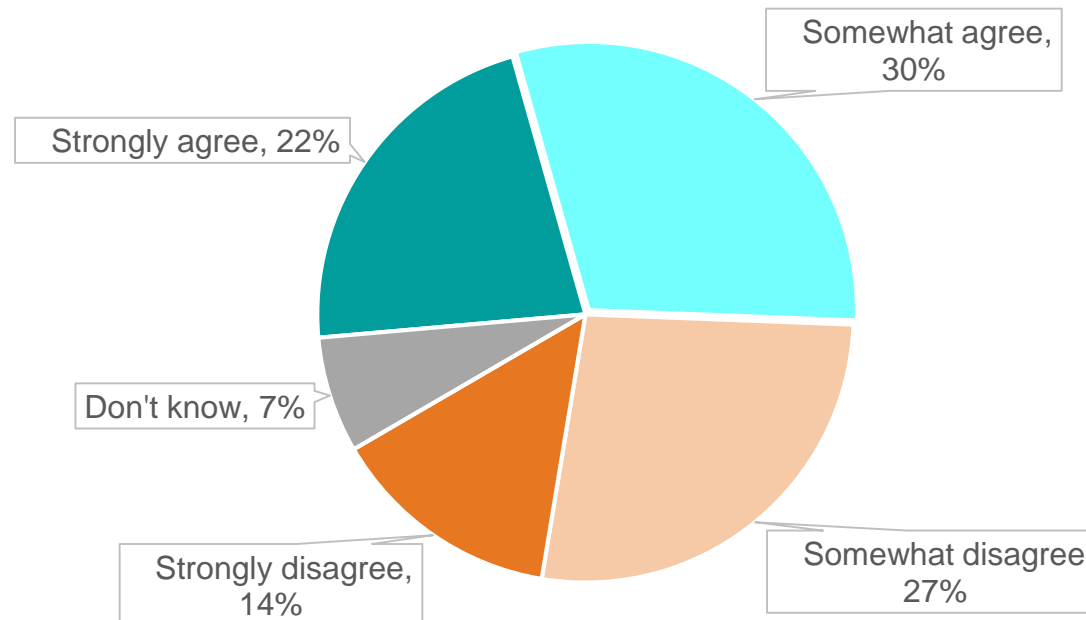
**Total Agree: 49%**  
(+3 vs. last week,  
+12 vs. late April)

**Total Disagree: 44%**  
(-4 vs. last week,  
-14 vs. late April)

# A MAJORITY OF AMERICANS BELIEVE THE ECONOMY WILL PICK UP QUICKLY ONCE RESTRICTIONS ARE RELAXED

September  
29-30, 2020

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



**Total Agree: 52%**  
(-4 vs. last week,  
+5 vs. late April)

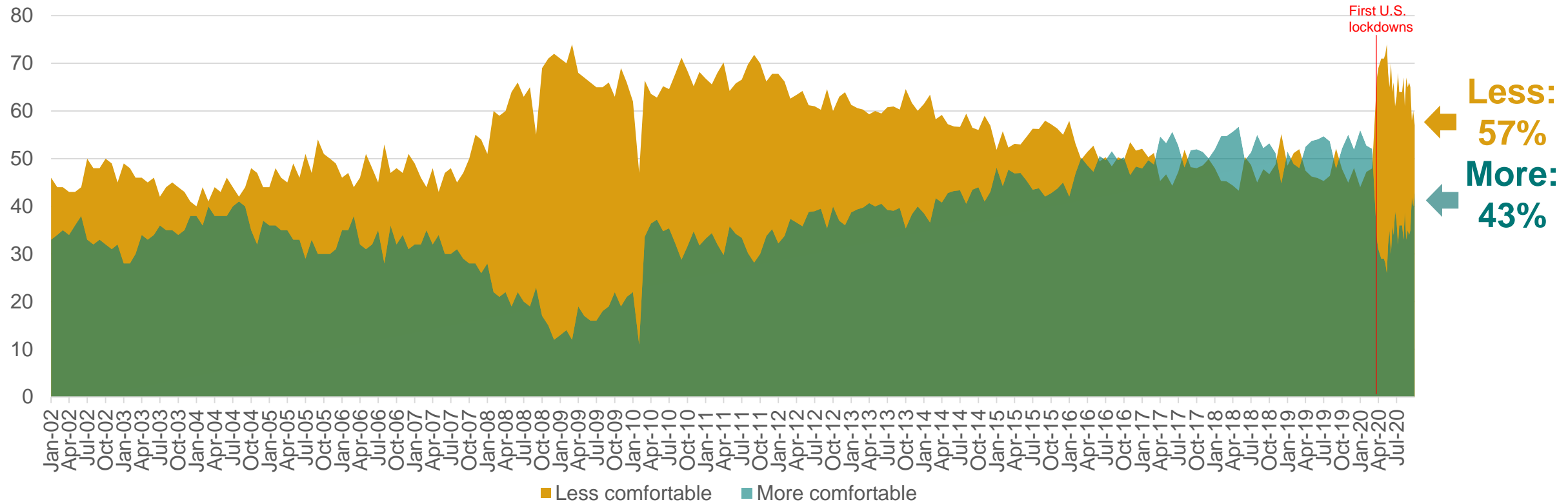
**Total Disagree: 40%**  
(+1 vs. last week,  
-9 vs. late April)

# 43% REPORT BEING MORE COMFORTABLE MAKING MAJOR PURCHASES THAN THEY WERE SIX MONTHS AGO

Up 3 points from last week, erasing losses observed from the week prior

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

September 29-30, 2020

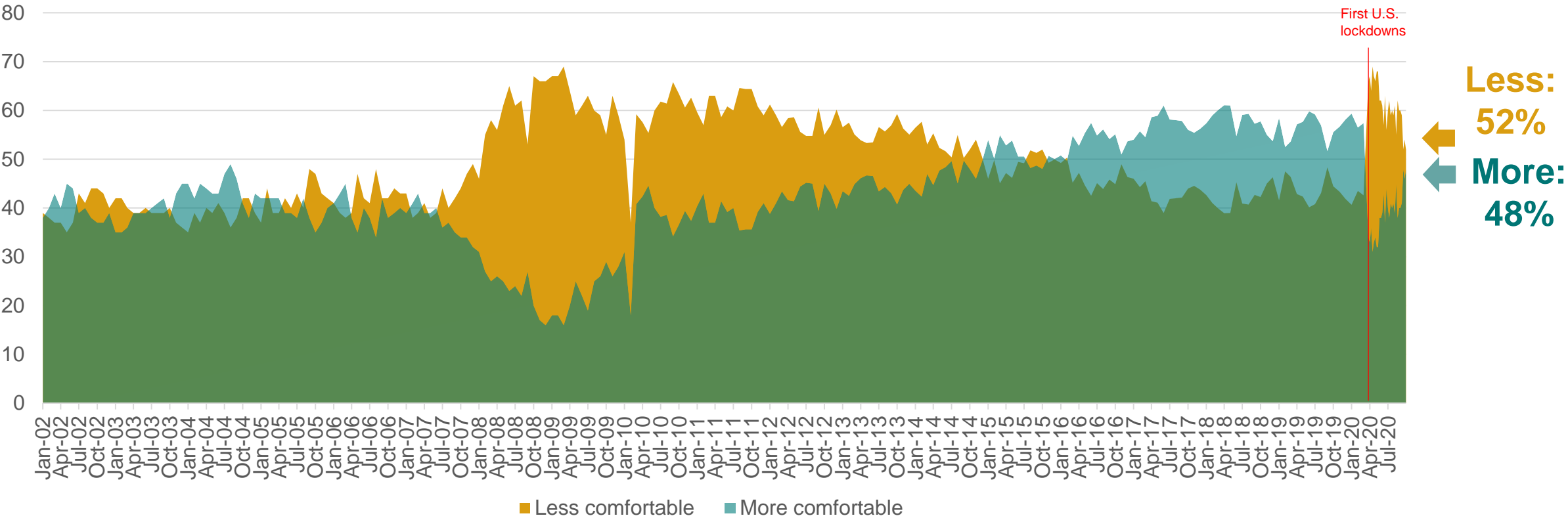


# 48% SAY THEY ARE MORE COMFORTABLE MAKING OTHER HOUSEHOLD PURCHASES THAN SIX MONTHS AGO

Up 2 points from last week, in line with the pandemic era high

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

September 29-30, 2020





# METHODOLOGY

These findings are based on data from an Ipsos survey conducted September 29-30, 2020 with a sample of 949 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=949, 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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**GAME CHANGERS**

