

# U.S. CONSUMER CONFIDENCE WEEKLY TRACKER

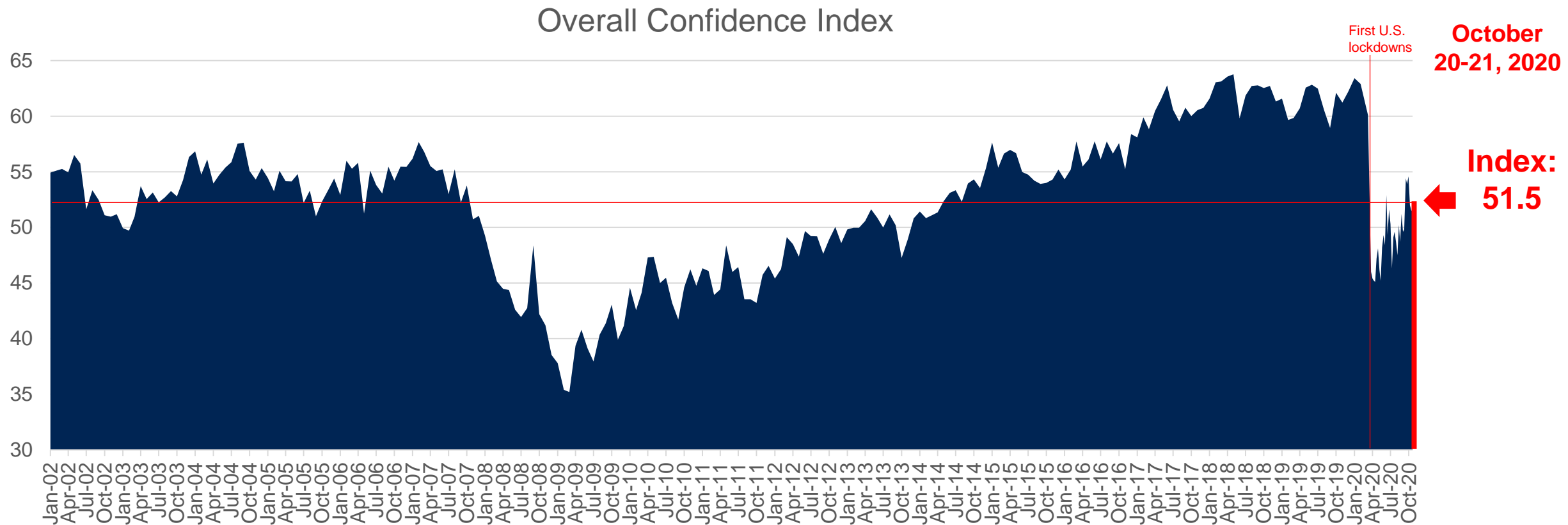
**10/22/2020**

**GAME CHANGERS**



# CONSUMER CONFIDENCE STILL HOLDING STEADY

At 51.5, the Overall Consumer Confidence index is identical to last week, showing next to no change since a significant drop going from September to October



# EXPECTATIONS INDEX OBSERVES LOSS, ALL OTHER INDICES FLAT

Current and Jobs indices regain losses of last week but remain more than 10 points below pre-pandemic levels; Investment index is still; Expectations index drops 2.3 points to its lowest level in two months

October 20-21, 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>51.5</b>  <u>Change vs.</u> Last week: <b>Unchanged</b> Early March: <b>-8.6</b> Pandemic average*: <b>+2.3</b> Historical average**: <b>-0.7</b>	New: <b>43.3</b>  <u>Change vs.</u> Last week: <b>+1.2</b> Early March: <b>-10.1</b> Pandemic average*: <b>+4.3</b> Historical average**: <b>-0.7</b>	New: <b>64.0</b>  <u>Change vs.</u> Last week: <b>-2.3</b> Early March: <b>+0.4</b> Pandemic average*: <b>+0.7</b> Historical average**: <b>+2.9</b>	New: <b>46.4</b>  <u>Change vs.</u> Last week: <b>Unchanged</b> Early March: <b>-8.2</b> Pandemic average*: <b>+2.5</b> Historical average**: <b>-1.0</b>	New: <b>54.6</b>  <u>Change vs.</u> Last week: <b>+1.1</b> Early March: <b>-15.1</b> Pandemic average*: <b>+2.2</b> Historical average**: <b>-3.7</b>

\*since mid-March 2020

\*\* since January 2002

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

Those from household with a \$100k+ income, Republicans, and the retired index more than 7 points above all U.S. adults in overall consumer confidence.

In contrast, the non-employed, those with a household income of less than \$50k, and Democrats all index more than 6 points below.

October 20-21, 2020

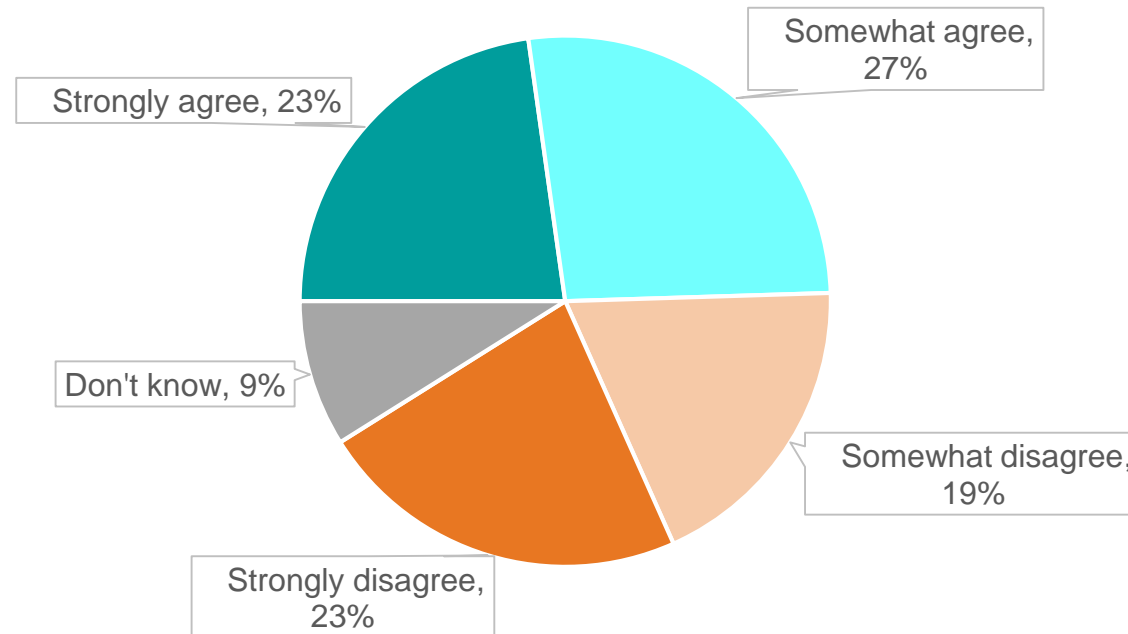
		National	Current	Expectations	Investment	Jobs
	Total	51.5	43.3	64	46.4	54.6
Gender	Male	55.8	50.3	65.3	53.2	55.5
	Female	47.5	36.8	62.9	40.2	53.7
Age	18-34	46.1	37.9	58.9	42.1	47.3
	35-54	51.5	44.6	63	47.4	53.6
	55+	57.2	47.4	70.9	49.8	63.7
Household Income	Under \$50K	44.4	31.9	61.7	35.6	50
	\$50K-<\$100K	52.1	42.9	65.7	46.3	56.1
	\$100K+	60	58.8	64.9	60.9	58.6
Region	Northeast	52.5	46.1	63.3	49.8	53.4
	Midwest	51	42.7	64.6	45.8	54.4
	South	50.2	39.7	66.4	42.7	53.9
	West	53.2	47.6	60.1	50.3	56.8
Children in Household	Yes	49.3	41.4	63.3	44.5	50.4
	No	52.3	44	64.3	47.1	56.1
Education	No college degree	49	39.5	62.6	42.3	54.2
	College degree	56.9	51.8	67.3	55.8	55.4
Employment Status	Full Time	53.3	47.7	62.2	50.7	55
	Part Time	51.8	46.4	65.1	50.4	47.1
	Not Emp.	42.2	28.4	61.6	32	48.6
	Retired	58.7	49.5	71.4	51.6	66
Marital Status	Married	56.4	50.1	66.8	51.8	59.2
	Other	45.9	35.6	60.8	40.4	49.3
Race	White	52.1	43	65.5	46.2	56.6
	Other	50.2	43.7	61.2	46.9	50.6
Party ID	Republican	59.8	53.9	71.3	55.3	61.1
	Democrat	45.4	36	58.8	40.9	48.4
	Independents	47	36.1	60.6	39.7	54.6
LIV	Rural	53.9	45.6	66.8	47.1	59.5
	Suburban	49.1	39.7	62.6	44	52.3
	Urban	53.8	48	64.3	50.4	54.5

# HALF OF AMERICANS SUPPORT RESTARTING THE ECONOMY EVEN IF THE VIRUS IS NOT FULLY CONTAINED

Fewer disagree (-6) than did last week

October  
20-21, 2020

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



**Total Agree: 50%**  
(+2 vs. last week,  
+13 vs. late April)

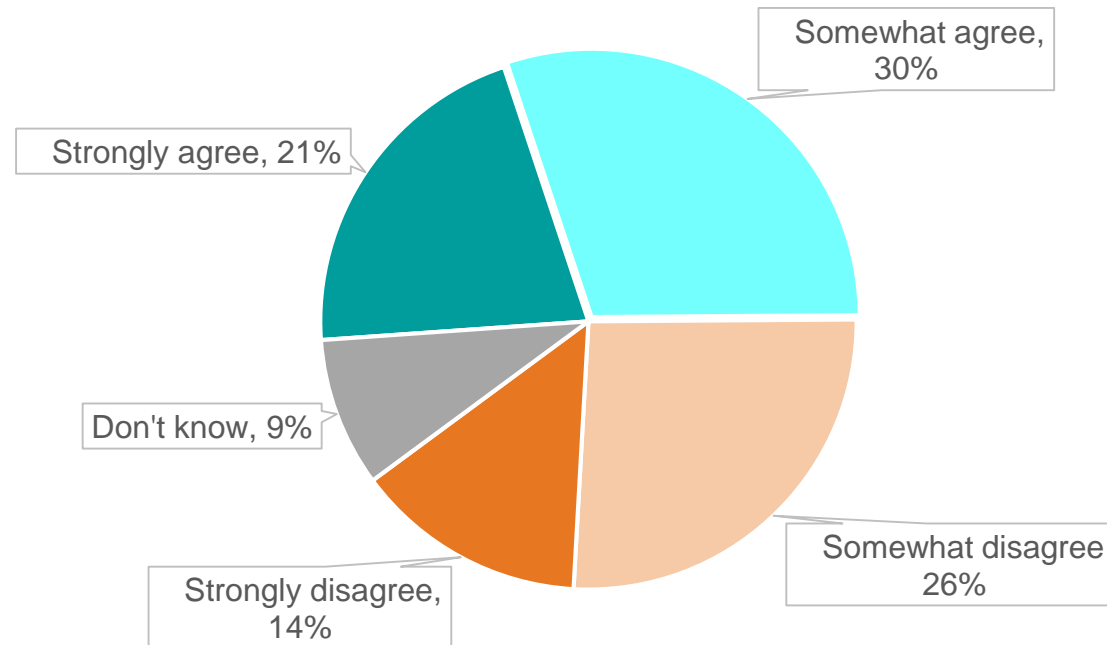
**Total Disagree: 41%**  
(-6 vs. last week,  
-17 vs. late April)

# MAJORITY OF AMERICANS CONTINUE TO BELIEVE IN A QUICK RECOVERY ONCE RESTRICTIONS ARE RELAXED

Change vs. last week in percentage agreeing and disagreeing not statistically significant

October  
20-21, 2020

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



**Total Agree: 51%**  
(-1 vs. last week,  
+4 vs. late April)

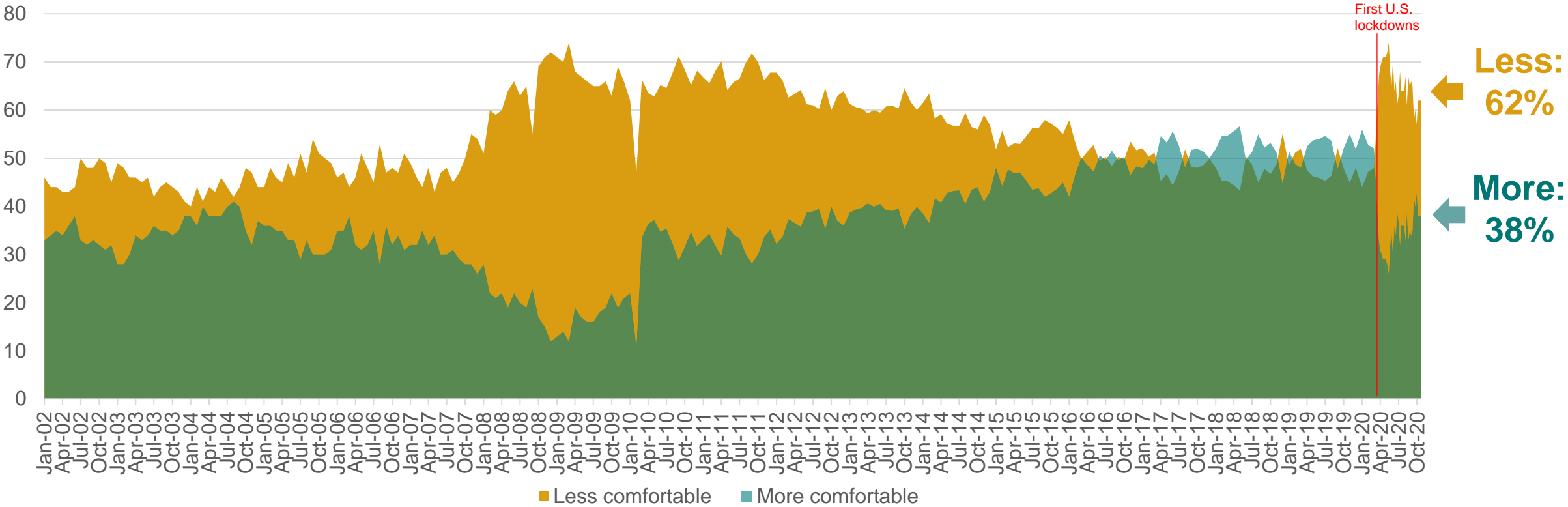
**Total Disagree: 40%**  
(-2 vs. last week,  
-9 vs. late April)

# 62% REPORT BEING LESS COMFORTABLE MAKING A MAJOR PURCHASE

Same percentage for the third consecutive week

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

October 20-21, 2020

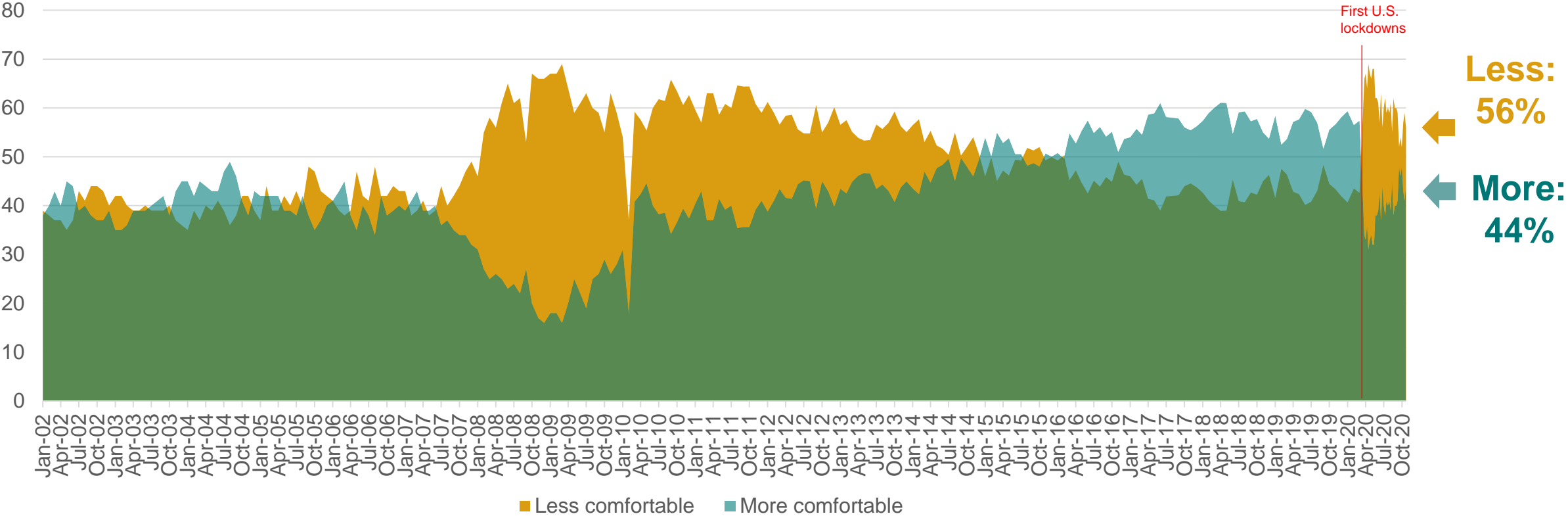


# 56% SAY THEY ARE LESS COMFORTABLE MAKING OTHER HOUSEHOLD PURCHASES THAN SIX MONTHS AGO

Down 3 points from last week, back to nearly same level as two weeks ago.

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

October 20-21, 2020





# METHODOLOGY

These findings are based on data from an Ipsos survey conducted October 20-21, 2020 with a sample of 928 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=928, 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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