

IPSOS-FORBES ADVISOR U.S. CONSUMER CONFIDENCE WEEKLY TRACKER

February 11, 2021

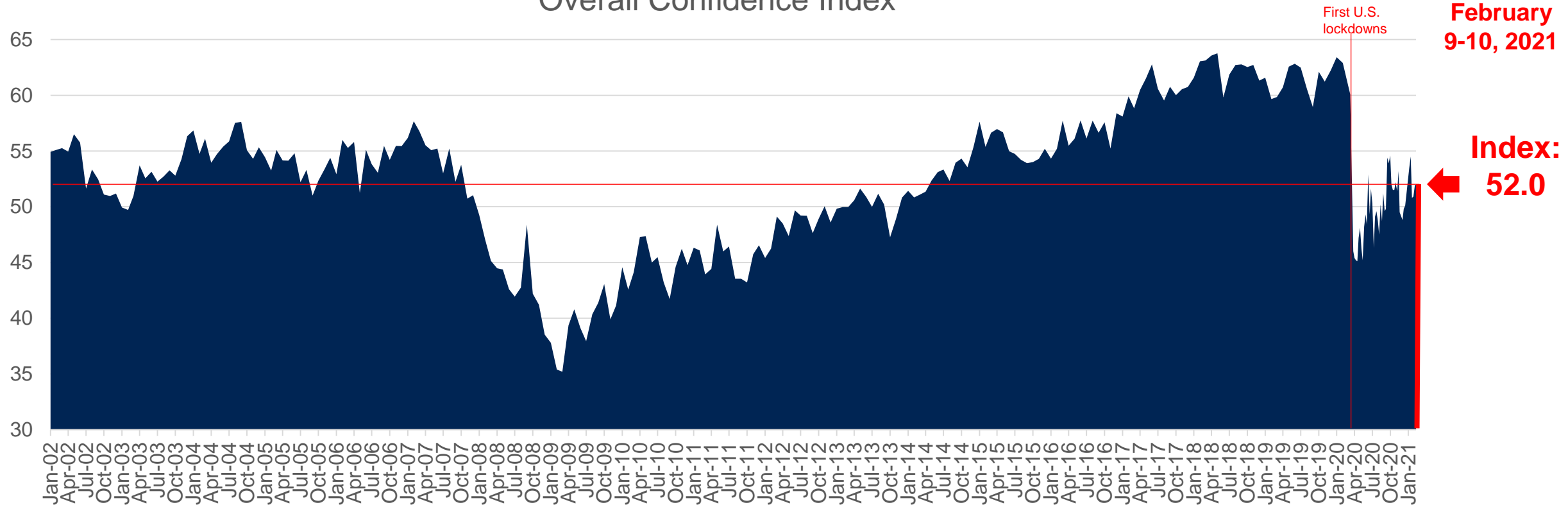
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CONSUMER CONFIDENCE PLATEAUS

At 52, the Overall Confidence Index grew is statistically unchanged from last week

Overall Confidence Index



GAINS IN CONSUMER SENTIMENT DRIVEN BY NEW OPTIMISM IN THE CURRENT & INVESTMENT SUB-INDICES

The Jobs sub-index fell sharply, reversing last week's gain for a net loss of 2.2 points over the past 2 weeks

February 9-10, 2021

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: 52.0 <u>Change vs.</u> Last week: +0.1 Early March: -8.1 Pandemic average*: +2.1 Historical average**: -0.2	New: 44.6 <u>Change vs.</u> Last week: +2.2 Early March: -8.8 Pandemic average*: +4.4 Historical average**: +0.5	New: 64.7 <u>Change vs.</u> Last week: +0.8 Early March: +1.1 Pandemic average*: +1.5 Historical average**: +3.5	New: 49.6 <u>Change vs.</u> Last week: +3.1 Early March: -5.0 Pandemic average*: +4.9 Historical average**: +2.3	New: 53.0 <u>Change vs.</u> Last week: -4.5 Early March: -16.7 Pandemic average*: -0.4 Historical average**: -5.2

*since mid-March 2020

** since January 2002

CONSUMER CONFIDENCE SHOWS NO CHANGE

Consumer confidence overall held steady at 52, statistically unchanged from last week. A sharp drop in Jobs confidence was offset by lesser gains in the Current and Investment sub-indices.

Americans earning more than \$100,000 a year reported some of the more significant gains in overall sentiment from last week, now posting a reading of 62.5 (an increase of 4.2 points).

Consumer confidence saw change across all regions, falling 4.7 points in the Northeast and 1.5 points in the South. In the Midwest and West, consumer sentiment increased 4.5 points and 2.5 respectively.

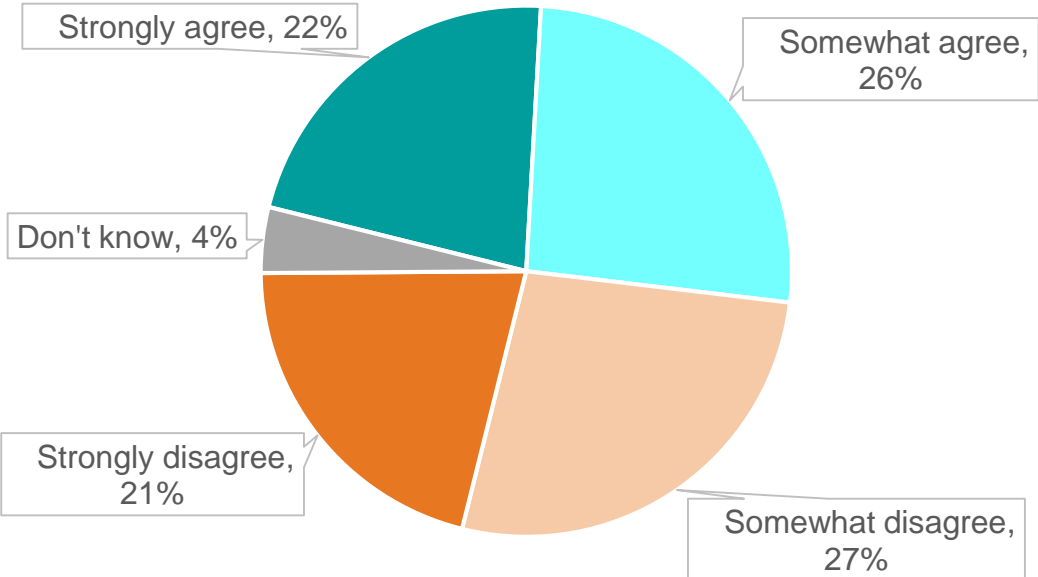
		National	Current	Expectations	Investment	Jobs
	Total	52	44.6	64.7	49.6	53
Gender	Male	56.3	50.8	66.3	55.7	54.8
	Female	47.8	38.5	63.1	43.5	51.2
Age	18-34	54	49.4	66.9	54.9	50.3
	35-54	52.2	44.2	65.2	48.9	53
	55+	49.7	40	61.7	44.5	56
Household Income	Under \$50K	46.6	36.2	62.9	41.3	49.1
	\$50K-<\$100K	50.4	43.8	62.5	48.6	51.8
	\$100K+	62.5	58.3	71	63.2	60.8
Region	Northeast	50	41.8	64.6	46.9	51
	Midwest	52.3	44.3	64.8	49.4	54.3
	South	52.4	46.3	63.3	50.2	53.6
	West	52.7	44.5	66.9	50.7	52.5
Children in Household	Yes	56.7	52.8	68.7	57.9	51.1
	No	50.3	41.8	63.3	46.6	53.7
Education	No college degree	48.8	40.3	62.6	45.7	51
	College degree	59.6	54.7	69.6	58.7	57.7
Employment Status	Full Time	56.2	51.1	66.4	56	55.1
	Part Time	54.5	51	63.8	53.4	55.6
	Not Emp.	44.7	34.4	62.3	40.2	45.8
	Retired	49.8	37.7	63.6	42.3	57.4
Marital Status	Married	54.5	47.5	65	51.8	56.8
	Other	49.4	41.6	64.3	47.2	49
Race	White	52.6	44.8	64	49.2	56.1
	Other	50.9	44.3	66	50.2	47.5
Party ID	Republican	46.5	40.2	52.8	44.6	51.7
	Democrat	57.2	49.8	73.1	54.8	55.5
	Independents	48.9	39.4	62.6	45.3	49.2
LIV	Rural	44.8	34.4	59.1	39.9	51.2
	Suburban	51.9	44.5	64.7	49.4	53.3
	Urban	57.1	52	68.5	56.6	53.8

AMERICANS DIVIDED ON ALLOWING ECONOMIC ACTIVITY TO PICK UP AGAIN BEFORE CORONAVIRUS IS CONTAINED

Reversing trend towards greater openness towards reopening, more Americans believe business activity should remain on pause until the virus is fully contained

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



Total Agree: 48%
(-3 vs. last week,
+11 vs. late April)

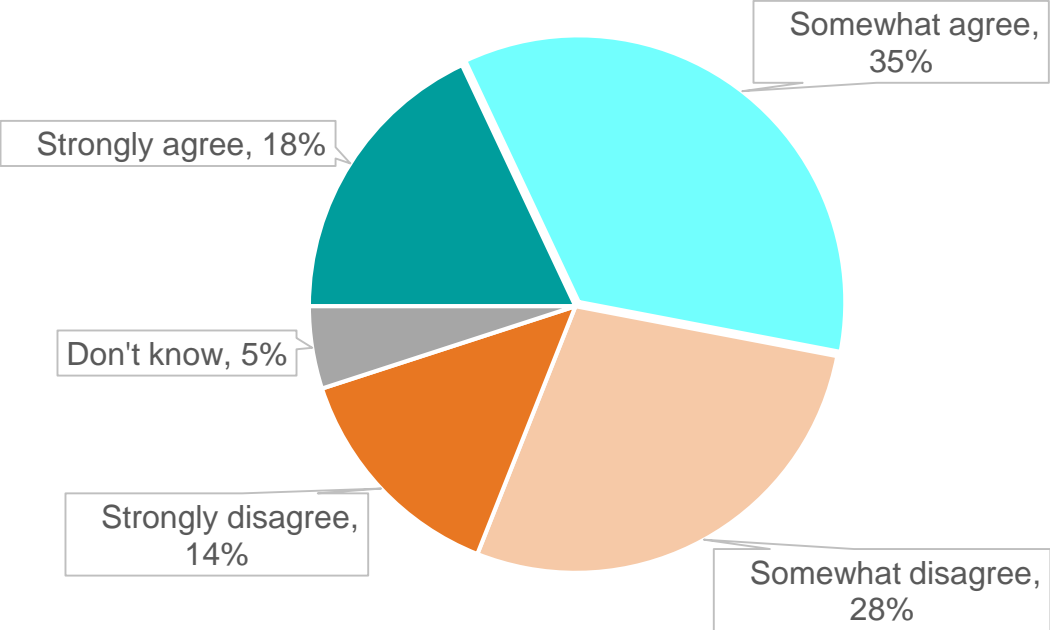
Total Disagree: 48%
(+4 vs. last week,
-10 vs. late April)

HALF FORESEE A QUICK ECONOMIC RECOVERY ONCE THE CORONAVIRUS IS CONTAINED

The percentage of those who believe the economy will recover quickly rose 2 points from last week

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



Total Agree: 53%
(+2 vs. last week,
+6 vs. late April)

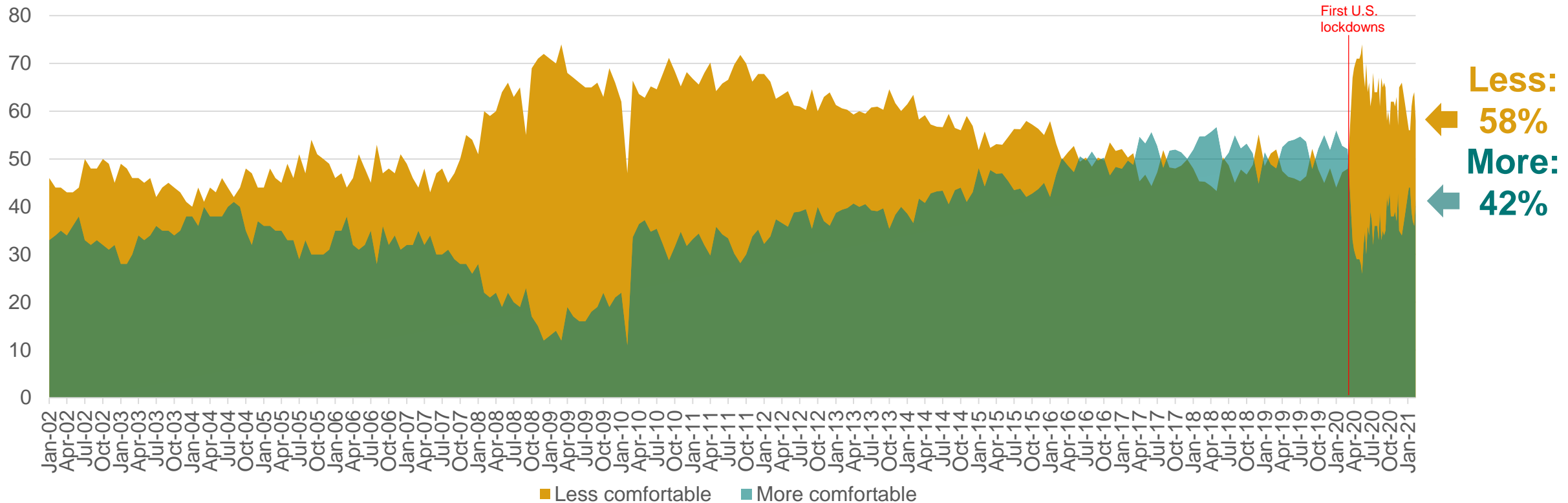
Total Disagree: 42%
(+1 vs. last week,
-7 vs. late April)

DISCOMFORT MAKING A MAJOR PURCHASE LESSENS

58% say they are less comfortable making a major purchase compared to six months ago, down 6 points from last week

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

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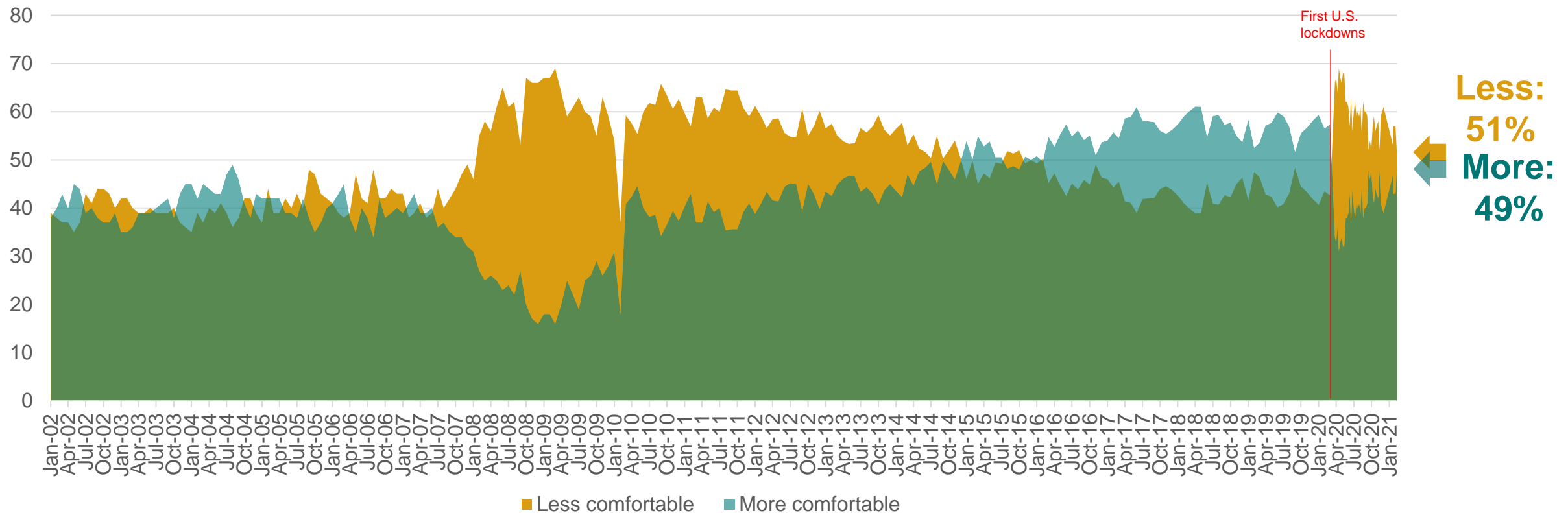


HALF ARE UNCOMFORTABLE MAKING OTHER HOUSEHOLD PURCHASES

51% say they are less comfortable making other household purchases compared to six months ago, down 6 points from last week

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

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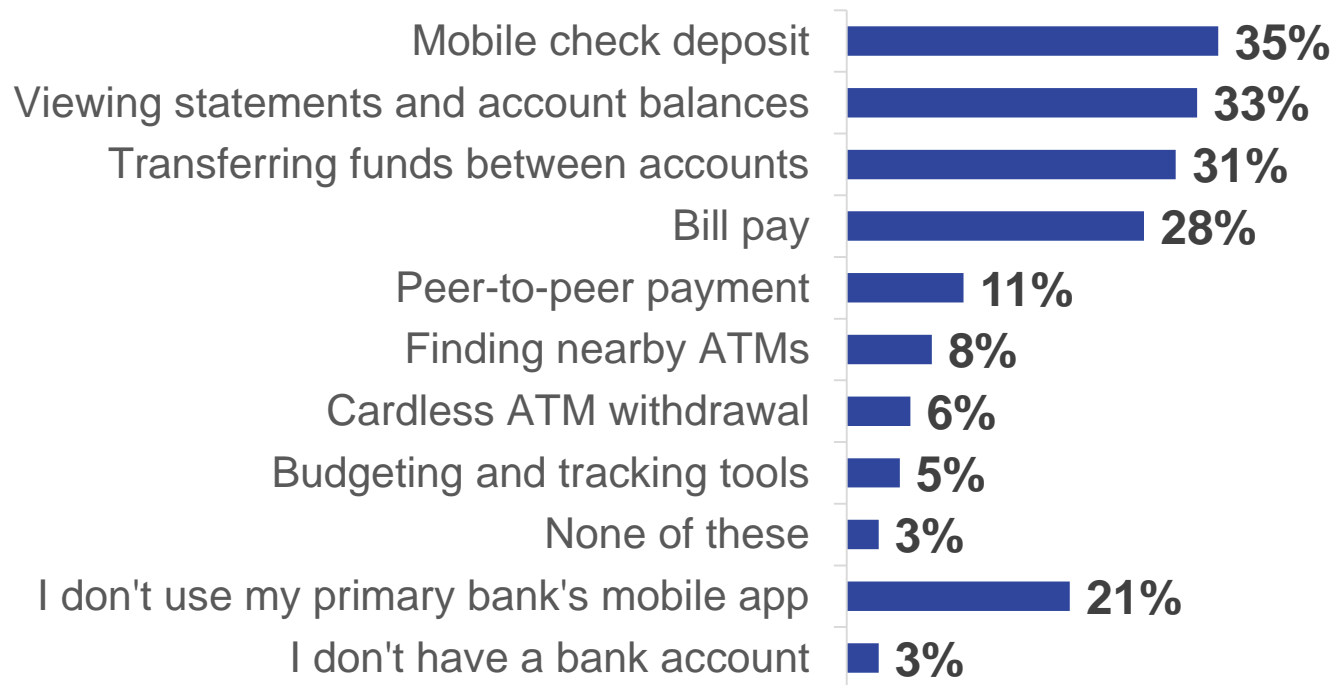


ONE IN FIVE AMERICANS DO NOT USE PRIMARY BANK'S MOBILE APP

Mobile apps are seen as most useful for depositing checks, reviewing finances, transferring funds and paying bills

When using your primary bank's mobile app, which feature have you found to be the most valuable within the last year?

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METHODOLOGY

These findings are based on data from an Ipsos survey conducted February 9-10, 2021, with a sample of 951 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), 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 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. All figures do not sum to 100 due to 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). Here, with $n=951$, $DEFF=1.5$, the credibility interval adjusted for design effect is +/-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

