

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

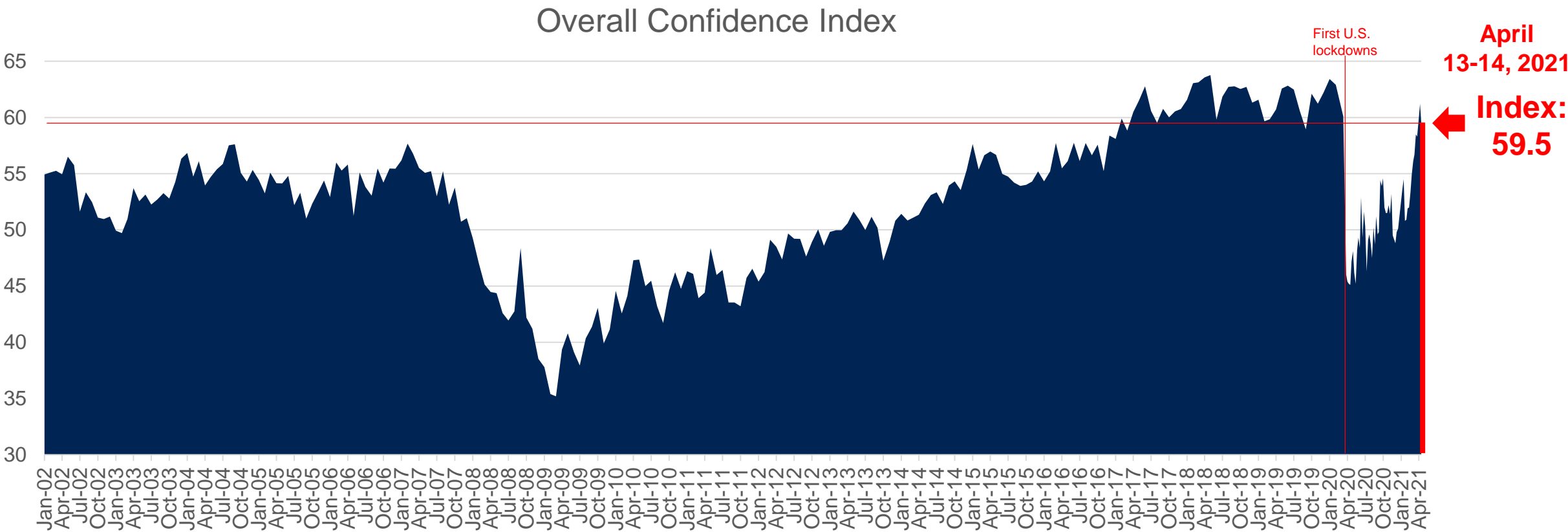
**April 16, 2021**

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# CONSUMER CONFIDENCE SLIPS FROM PANDEMIC HIGHS

At 59.5, the Overall Confidence Index falls but remains well above its pandemic average



Source: Jan 2002- Feb 2011 RBC CASH Index  
March 2011 to early March Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index  
March 25, 2020 to date Ipsos-Forbes Advisor U.S. Consumer Confidence Weekly Tracker

# ALL SUB-INDICES EXPERIENCE MEANINGFUL DECLINE

Sub-indices fall back to levels seen 2 weeks ago

April 13-14, 2021

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>59.5</b>  <u>Change vs.</u> Last week: <b>-1.7</b> Early March: <b>-0.6</b> Pandemic average*: <b>+8.4</b> Historical average**: <b>+7.2</b>	New: <b>52.8</b>  <u>Change vs.</u> Last week: <b>-2.5</b> Early March: <b>-0.6</b> Pandemic average*: <b>+11.0</b> Historical average**: <b>+8.5</b>	New: <b>68.5</b>  <u>Change vs.</u> Last week: <b>-2.1</b> Early March: <b>+4.9</b> Pandemic average*: <b>+4.6</b> Historical average**: <b>+7.1</b>	New: <b>55.8</b>  <u>Change vs.</u> Last week: <b>-2.4</b> Early March: <b>+1.2</b> Pandemic average*: <b>+9.6</b> Historical average**: <b>+8.3</b>	New: <b>64.0</b>  <u>Change vs.</u> Last week: <b>-1.5</b> Early March: <b>-5.7</b> Pandemic average*: <b>+9.3</b> Historical average**: <b>+5.7</b>

\*since mid-March 2020

\*\* since January 2002

# CONSUMER SENTIMENT FALLS FROM PANDEMIC PEAK

After rising above levels last seen before the March 2020 lockdowns, consumer confidence retreats to late March levels. Despite this week-on-week decline, sentiment remains well above the pandemic average.

Most demographic groups show a reversal in sentiment over the past week, with the largest drop among Americans ages 18 to 34 (-7.1). Non-white Americans display a 4.8 drop.

Americans ages 35-54 are the only group to record a meaningful increase (2.1).

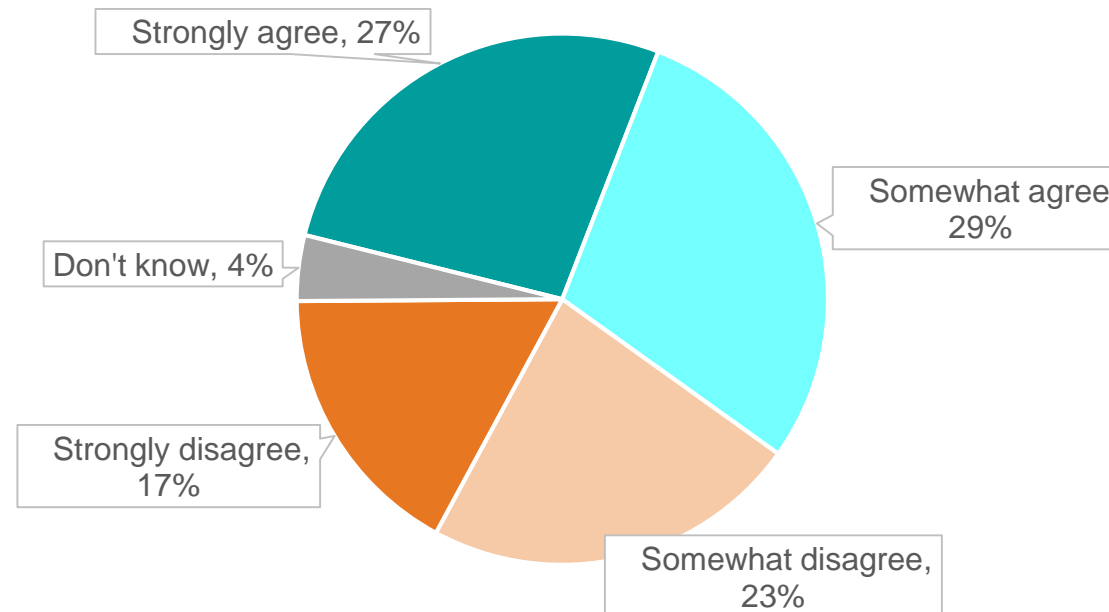
		National	Current	Expectations	Investment	Jobs
	Total	59.5	52.8	68.5	55.8	64
Gender	Male	59.3	53.7	68.5	56.9	60.8
	Female	59.6	52.1	68.5	54.7	66.9
Age	18-34	57.1	52.6	66.3	56.8	56.8
	35-54	61.2	54.5	69.4	57.2	66.5
	55+	59.9	50.9	69.9	52.7	69
Household Income	Under \$50K	52.1	42.7	65.3	46.4	57.5
	\$50K-<\$100K	59.6	53.3	68.8	56.5	62.8
	\$100K+	68.4	64.8	72	66.3	73.8
Region	Northeast	60.8	54.9	68.6	57.9	63.3
	Midwest	59.2	51.1	68.4	53	67.3
	South	60.5	55.7	67.4	58.4	64.7
	West	57.1	48.3	70.3	52.5	60.4
Children in Household	Yes	62.6	60.9	67.2	62.7	63.2
	No	58.3	49.9	69	53.2	64.3
Education	No college degree	56.1	48.2	66.5	51.5	61.3
	College degree	67.3	63.8	73.3	65.9	70.4
Employment Status	Full Time	64.8	60.7	71.4	63.6	67.2
	Part Time	60.3	53.3	67.1	55.4	65.5
	Not Emp.	49.2	39.8	62.4	43.8	54.7
	Retired	60.3	51.6	70.7	53.6	68.5
Marital Status	Married	63.1	57.8	70.1	60	68
	Other	55.5	47.5	66.8	51.2	59.6
Race	White	59.7	52.3	69	55	66.1
	Other	59.1	53.7	67.7	57.2	60.3
Party ID	Republican	56.9	50.7	63.7	53.7	63.3
	Democrat	62	56	72.4	59.3	63.3
	Independents	59.1	50.3	67.6	52.6	66.7
LIV	Rural	53.9	43.6	65.6	46.3	62.8
	Suburban	60.1	54.4	68.6	56.9	64.2
	Urban	63.8	58.9	71.4	63.1	64.8

# MORE AMERICANS BELIEVE THAT THE ECONOMY SHOULD BE ALLOWED TO START UP AGAIN

Agreement that businesses should reopen grows by 4 points

April  
13-14, 2021

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



**Total Agree: 56%**  
**(+4 vs. last week,**  
**+19 vs. late April)**

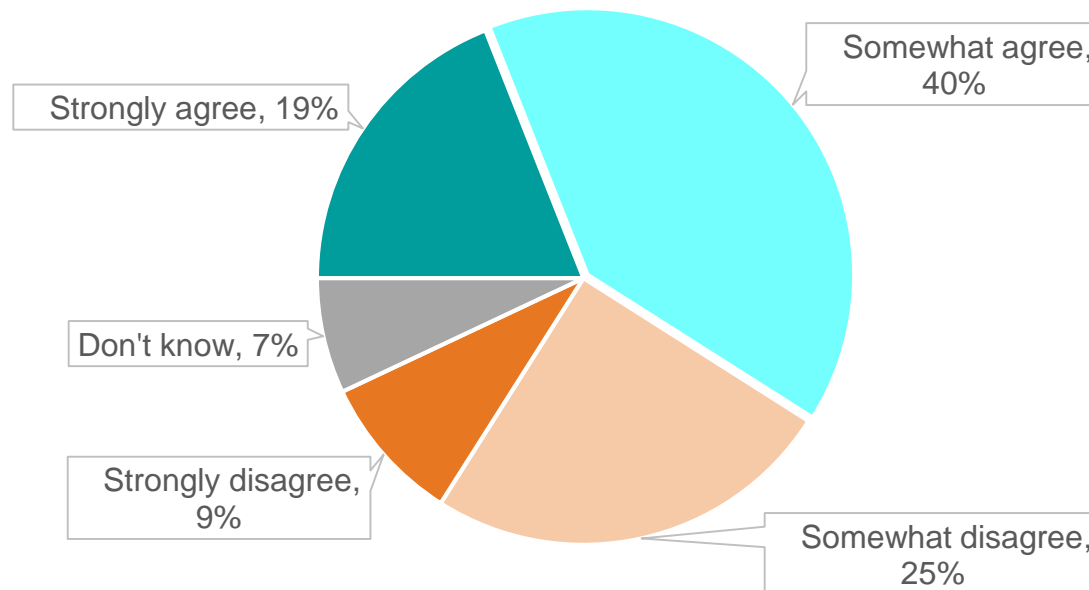
**Total Disagree: 40%**  
**(-4 vs. last week,**  
**-18 vs. late April)**

# BELIEF IN A QUICK POST-PANDEMIC RECOVERY STILL STRONG

Agreement that economy will recover quickly falls 4 points

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

April  
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**Total Agree: 60%**  
(-4 vs. last week,  
+13 vs. late April)

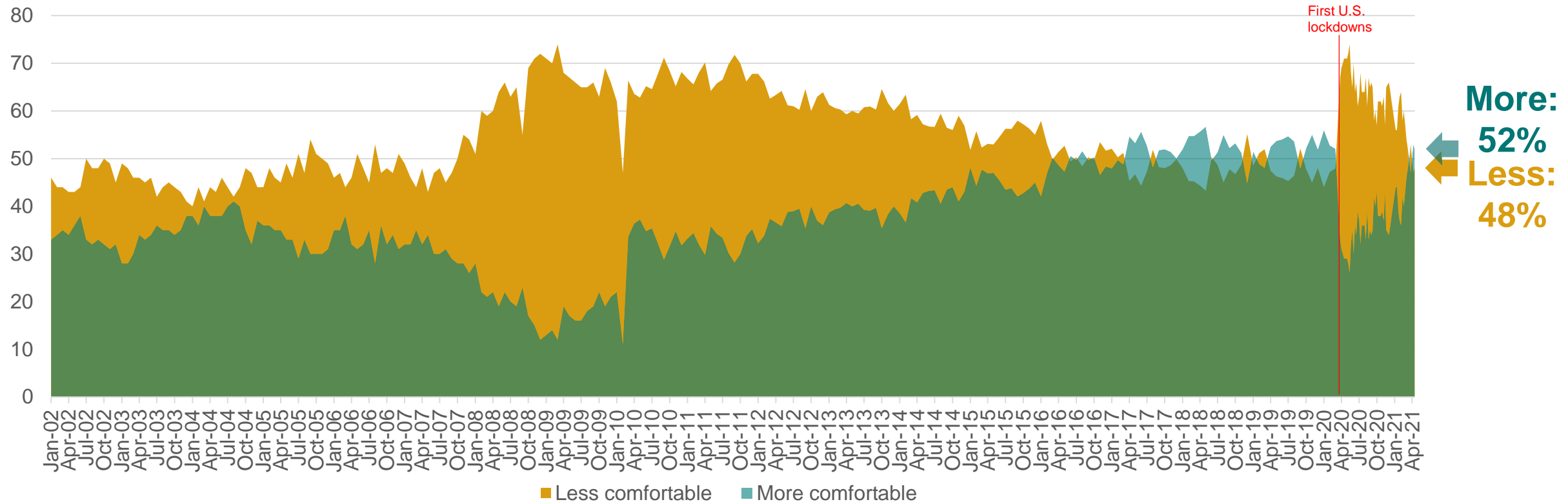
**Total Disagree: 34%**  
(+3 vs. last week,  
-15 vs. late April)

# MORE AMERICANS EXPRESS COMFORT WITH MAKING A MAJOR PURCHASE THAN NOT

52% say they are more comfortable making major household purchases compared to six months ago, down 1 point from last week

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

April 13-14, 2021

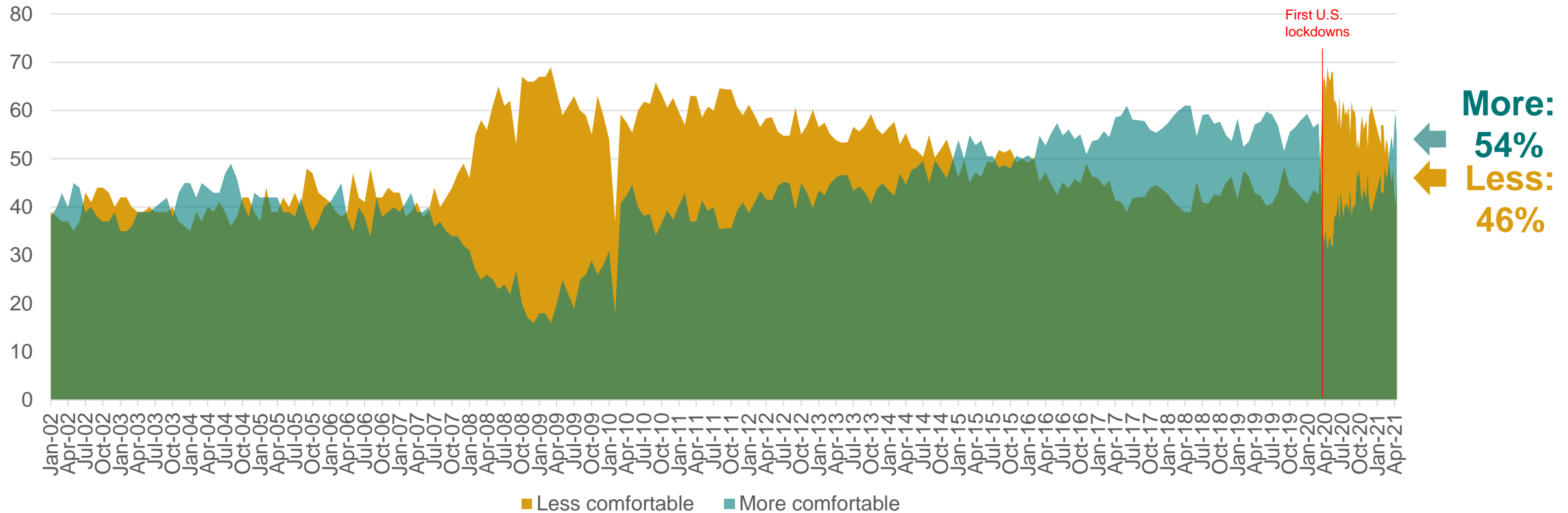


# NUMBER OF AMERICANS EXPRESSING COMFORT WITH MAKING OTHER HOUSEHOLD PURCHASES DECLINES

54% say they are more 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?

April 13-14, 2021





# METHODOLOGY

These findings are based on data from an Ipsos survey conducted April 13-14, 2021, 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 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 3.7 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). Here, with  $n=928$ ,  $DEFF=1.5$ , the credibility interval adjusted for design effect is +/-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**

