

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

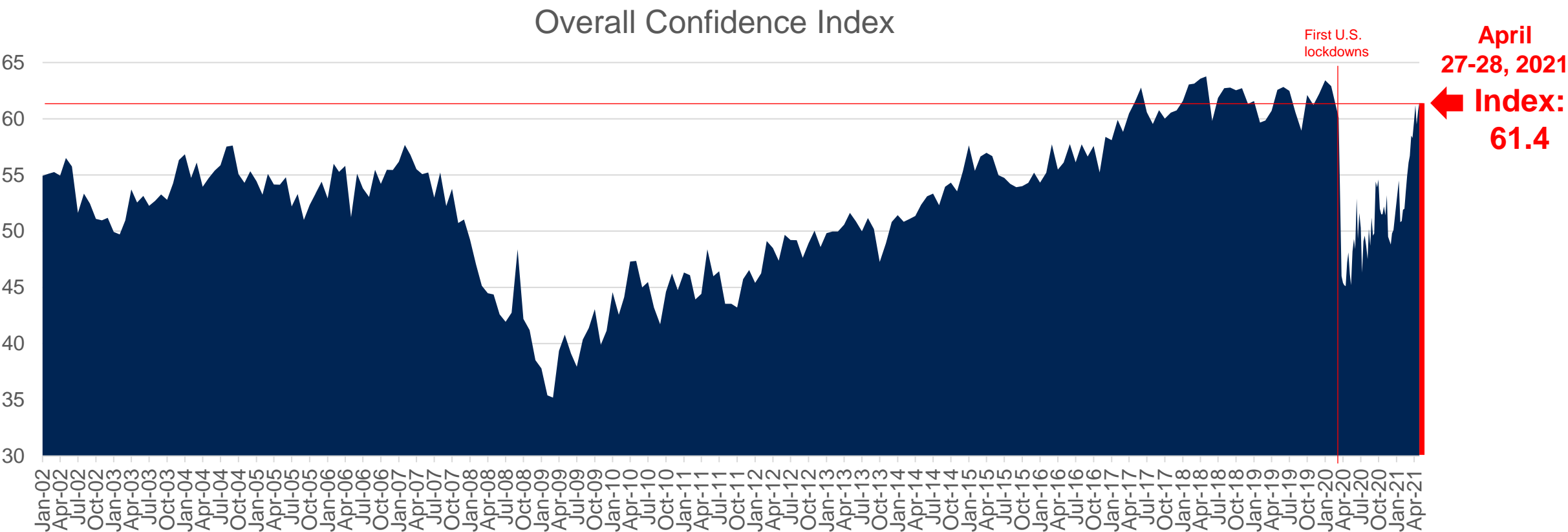
**April 29, 2021**

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# CONSUMER CONFIDENCE REACHES NEW HEIGHTS

At 61.4, the Overall Confidence Index recovers 0.7 point



# SURGE IN EXPECTATIONS INDEX DRIVES OVERALL INCREASE

All other sub-indices hold relatively steady

April 27-28, 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>61.4</b>	New: <b>55.8</b>	New: <b>70.5</b>	New: <b>58.3</b>	New: <b>65.4</b>
<u>Change vs.</u> Last week: <b>+0.7</b> Early March: <b>+1.3</b> Pandemic average*: <b>+10.0</b> Historical average**: <b>+9.0</b>	<u>Change vs.</u> Last week: <b>+0.3</b> Early March: <b>+2.4</b> Pandemic average*: <b>+13.5</b> Historical average**: <b>+11.4</b>	<u>Change vs.</u> Last week: <b>+3.0</b> Early March: <b>+6.9</b> Pandemic average*: <b>+6.4</b> Historical average**: <b>+9.0</b>	<u>Change vs.</u> Last week: <b>+0.6</b> Early March: <b>+3.7</b> Pandemic average*: <b>+11.7</b> Historical average**: <b>+10.7</b>	<u>Change vs.</u> Last week: <b>0.0</b> Early March: <b>-4.3</b> Pandemic average*: <b>+10.3</b> Historical average**: <b>+7.1</b>

\*since mid-March 2020

\*\* since January 2002

# CONSUMER SENTIMENT SURGES

The Overall (aka National) Index rises to 1.3 points above its pre-March 2020 lockdown levels, driven primarily by a 3-point increase in the Expectation sub-index from last week.

The Expectations Index once again closes in on a 19-year high, reaching 70.5, a fraction of a point away from its previous high of 70.6 three weeks ago.

Change in sentiment across demographics is more mixed.

However, groups showing the greatest increases this week include white Americans (+2.6 points), Midwesterners (+2.5), and those earning more than \$100k (+2.2).

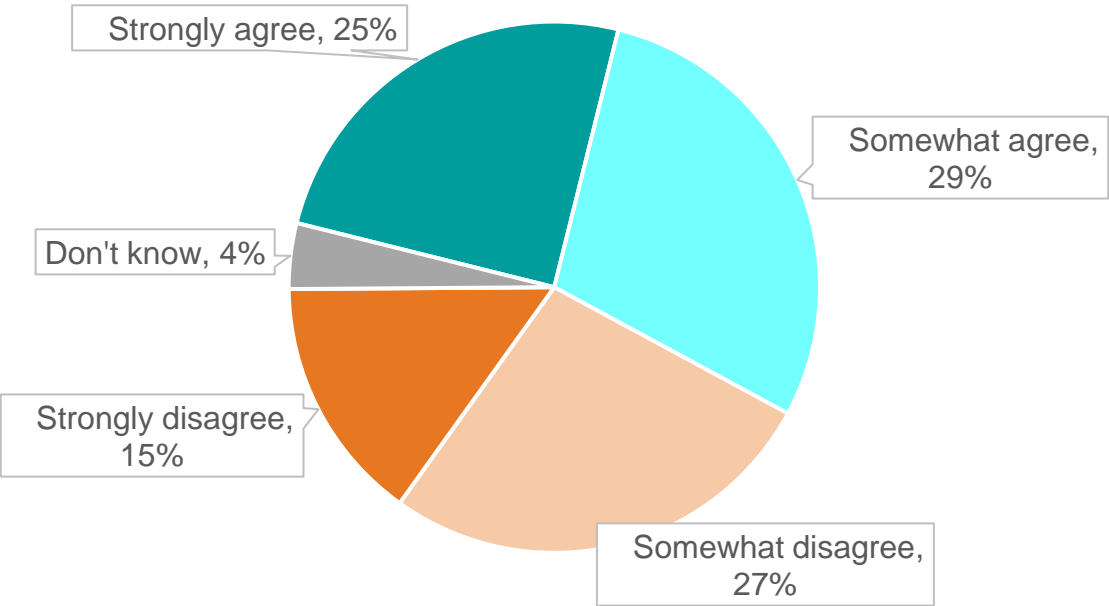
		National	Current	Expectations	Investment	Jobs
	Total	61.4	55.8	70.5	58.3	65.4
Gender	Male	63.9	59.3	71.5	62	66.2
	Female	59	52.5	69.5	54.8	64.6
Age	18-34	60.1	56.5	69.1	60.5	59.2
	35-54	61.2	55.4	70.6	57.8	65.2
	55+	63.2	55.5	72.1	56.4	72.8
Household Income	Under \$50K	53.8	46.5	66.1	50.1	55.7
	\$50K-<\$100K	61.9	55.8	71.8	57.2	68.2
	\$100K+	70.4	67.8	74.4	70.4	73.7
Region	Northeast	63.9	58.6	72.7	59.8	69.2
	Midwest	63.1	57.2	71.7	59.3	67.7
	South	60.4	55.7	69	58.4	63.6
	West	59.6	52.7	70.2	56.2	63.3
Children in Household	Yes	62.7	59.3	69.1	61.9	63.2
	No	60.9	54.5	71	57	66.1
Education	No college degree	59.3	52.8	69.9	55	63.9
	College degree	66.5	63.1	72	66.2	68.9
Employment Status	Full Time	64.8	62.3	70.1	65.1	66.8
	Part Time	64.2	61	72.2	61.7	66.9
	Not Emp.	52.7	41.5	69.6	45.8	57.7
	Retired	62.2	53.8	71.8	53.9	72.2
Marital Status	Married	65.1	60.5	71.3	61.8	71.4
	Other	57.6	51	69.7	54.8	59.2
Race	White	63.4	57.4	71.4	59	70.5
	Other	58	53.1	69	57	56.6
Party ID	Republican	60.1	55.4	65.3	57.8	68
	Democrat	64.5	58.6	75.8	61.6	65.1
	Independents	56.6	51.8	64.6	52.5	60.9
LIV	Rural	57.9	51.8	66.6	54.5	62.4
	Suburban	61.7	55.2	71.4	57.2	68.1
	Urban	64	60.8	72.2	64.1	62.4

# STEADY MAJORITY SUPPORT FOR REOPENING

Percentage agreeing that businesses should be allowed to reopen falls by 1 point

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

April  
27-28, 2021



**Total Agree: 54%**  
**(-1 vs. last week,**  
**+17 vs. late April)**

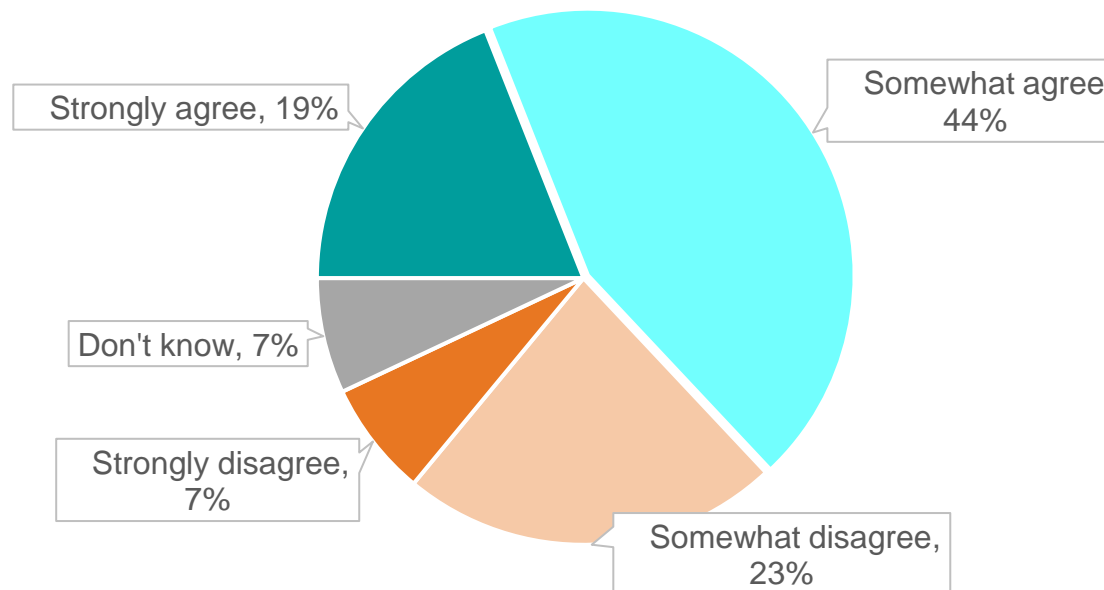
**Total Disagree: 42%**  
**(+1 vs. last week,**  
**-16 vs. late April)**

# BELIEF IN A QUICK POST-PANDEMIC RECOVERY HOLDS STRONG

Agreement that economy will quickly recover rises 1 point this week

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

April  
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**Total Agree: 63%**  
(+1 vs. last week,  
+16 vs. late April)

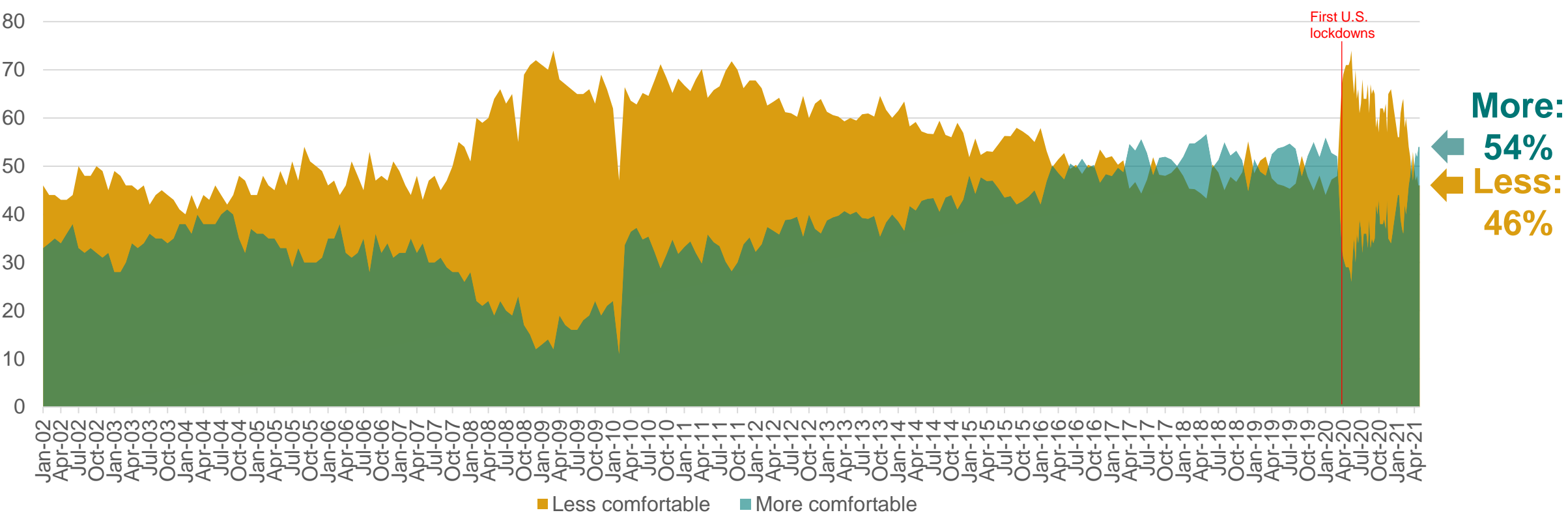
**Total Disagree: 30%**  
(-2 vs. last week,  
-19 vs. late April)

# MAJORITY EXPRESS COMFORT WITH MAKING A MAJOR PURCHASE

54% say they are more comfortable making major household purchases compared to six months ago, consistent with last week

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

April 27-28, 2021

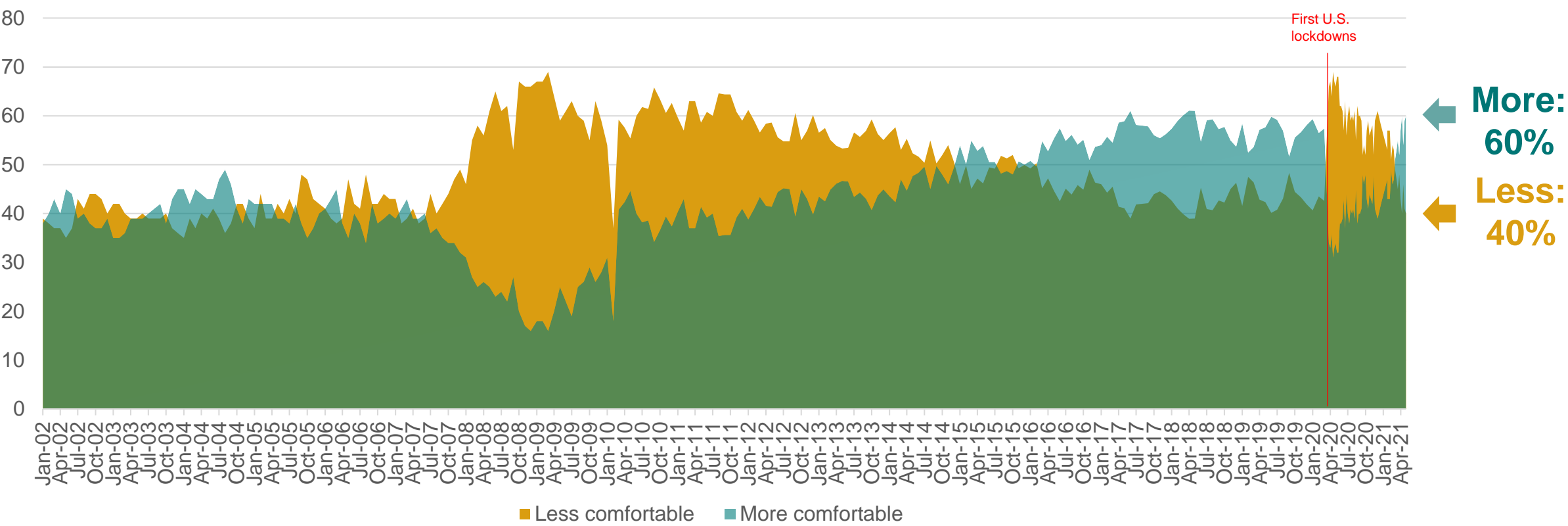


# NUMBER OF AMERICANS EXPRESSING COMFORT WITH MAKING OTHER HOUSEHOLD PURCHASES REMAINS HIGH

60% say they are more comfortable making other household purchases compared to six months ago, up 1 point from last week

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

April 27-28, 2021





# METHODOLOGY

These findings are based on data from an Ipsos survey conducted April 27-28, 2021, with a sample of 944 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 3.6 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  $n=944$ ,  $DEFF=1.5$ , the credibility interval adjusted for design effect is  $\pm 5.1$  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  $\pm 3.1$  percentage points.

For more information, contact:

Kate Silverstein  
Media Relations Specialist, Public Affairs, U.S.  
[kate.silverstein@ipsos.com](mailto:kate.silverstein@ipsos.com)

Chris Jackson  
Senior Vice President, Public Affairs, U.S.  
[chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)

Nicolas Boyon  
Senior Vice President, Public Affairs, U.S.  
[nicolas.boyon@ipsos.com](mailto:nicolas.boyon@ipsos.com)

**GAME CHANGERS**

