

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

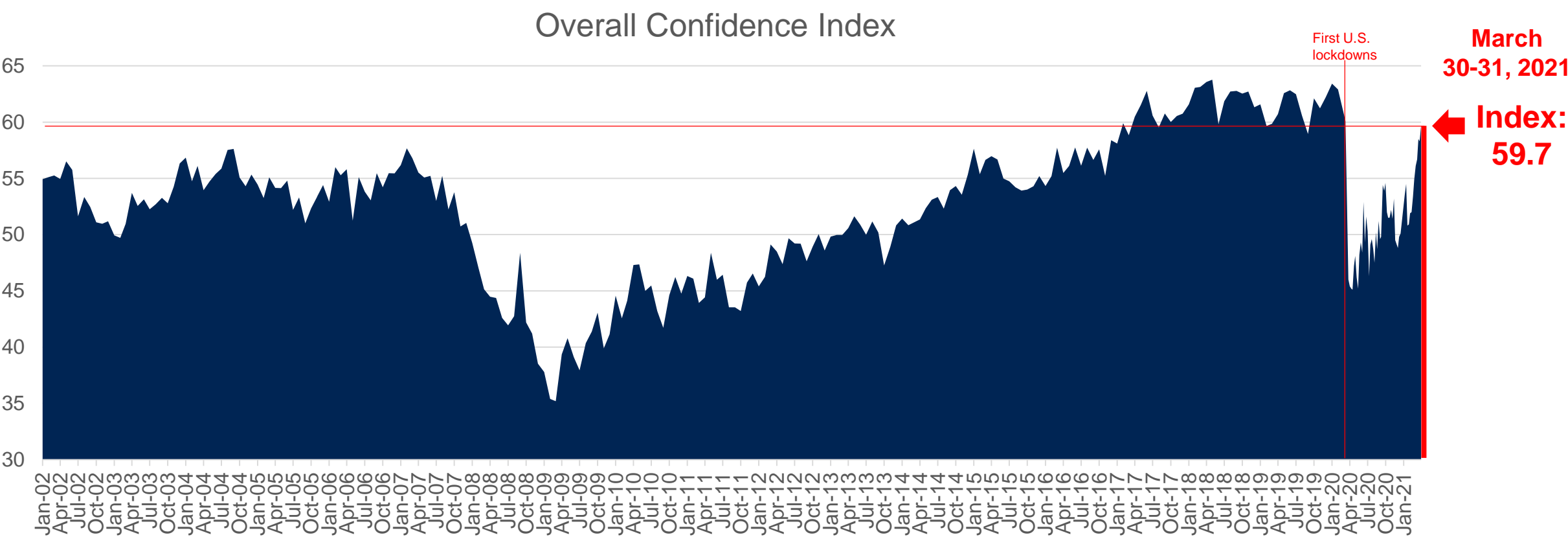
April 1, 2021

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CONSUMER CONFIDENCE REGAINS PRE-PANDEMIC LEVELS

At 59.7, the Overall Confidence Index is statistically on par with early March 2020 reading



GAINS SEEN ACROSS ALL SUB-INDICES OTHER THAN THE JOBS INDEX

Greatest gains seen in the Current and Investment sub-indices

March 30-31, 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: 59.7	New: 53.3	New: 68.9	New: 56.2	New: 64.0
Change vs. Last week: +1.4 Early March: -0.4 Pandemic average*: +9.0 Historical average**: +7.4	Change vs. Last week: +2.7 Early March: -0.1 Pandemic average*: +12.0 Historical average**: +9.1	Change vs. Last week: +1.6 Early March: +5.3 Pandemic average*: +5.2 Historical average**: +7.5	Change vs. Last week: +2.7 Early March: +1.6 Pandemic average*: +10.5 Historical average**: +8.7	Change vs. Last week: -1.4 Early March: -5.7 Pandemic average*: +9.7 Historical average**: +5.8

*since mid-March 2020

** since January 2002

CONSUMER SENTIMENT CONTINUES UPWARD TRAJECTORY

After a pause in forward momentum last week, consumer confidence continues to climb. Now on par with pre-pandemic levels, overall confidence reads at 59.7.

Confidence is at a pandemic high for:

- males, females,
- those ages 35+,
- those with a household income of \$100k+,
- those with and without a college degree,
- those married and unmarried,
- non-parents,
- those who are unemployed, and
- Democrats.

All regions are also reporting their highest pandemic readings this week.

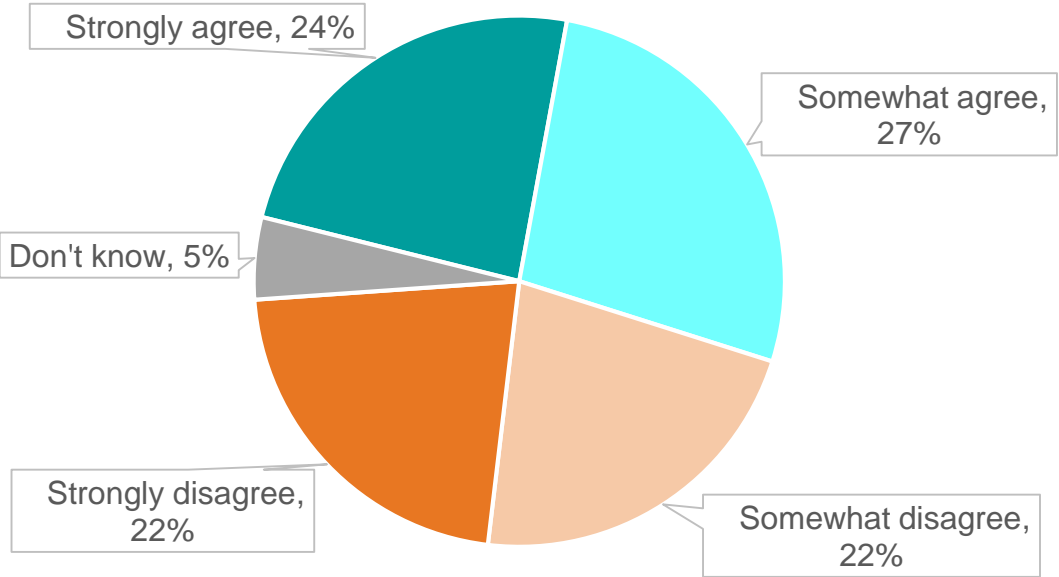
		National	Current	Expectations	Investment	Jobs
	Total	59.7	53.3	68.9	56.2	64
Gender	Male	62.1	57.5	67.9	60.8	64
	Female	57.4	49.4	69.8	51.7	64.1
Age	18-34	58.6	54.8	67.9	57.8	57.4
	35-54	58.9	51.8	68.4	54.8	64.2
	55+	61.9	53.6	70.6	56.1	71.2
Household Income	Under \$50K	53.8	44.4	67.4	47.6	58.6
	\$50K-<\$100K	58.8	52.3	68	54.7	63.5
	\$100K+	68.1	65.7	71.9	68.6	71.5
Region	Northeast	60	52.9	67.1	55.3	67.3
	Midwest	59.3	52.5	68.7	55.5	64.2
	South	59.2	53.3	68.1	56.2	63.2
	West	60.5	54.4	71.7	57.4	62.7
Children in Household	Yes	61.6	57.3	69.1	60.3	62.4
	No	59	51.9	68.8	54.6	64.6
Education	No college degree	57	49.4	67.3	52.3	62.5
	College degree	66	62.5	72.7	65.3	67.6
Employment Status	Full Time	60.6	57.4	66.2	59.7	63
	Part Time	60.3	52.3	71.5	56.5	64.3
	Not Emp.	56.2	46.7	70.6	49.6	61.2
	Retired	62.7	54.1	71.6	57.4	71.3
Marital Status	Married	63.3	58.7	69.1	61.2	68.3
	Other	56.1	48	68.6	51.2	59.8
Race	White	59.7	53.2	67.6	55.7	66.1
	Other	59.7	53.6	71.3	57	60.4
Party ID	Republican	56.8	50.8	62.4	53.7	64.8
	Democrat	64.2	59.1	75.1	61.5	64
	Independents	54.2	45	63.4	48.7	63.2
LIV	Rural	55.4	47.3	65.2	50.2	62.4
	Suburban	60.4	54.4	69.4	57	64.9
	Urban	62.6	57.5	71.7	60.5	64

HALF OF ALL AMERICANS FAVOR ALLOWING BUSINESSES TO RESTART EVEN IF VIRUS IS NOT YET CONTAINED

Percent who favor restarting fell from last week but are still a majority

March
30-31, 2021

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



Total Agree: 51%
(-1 vs. last week,
+14 vs. late April)

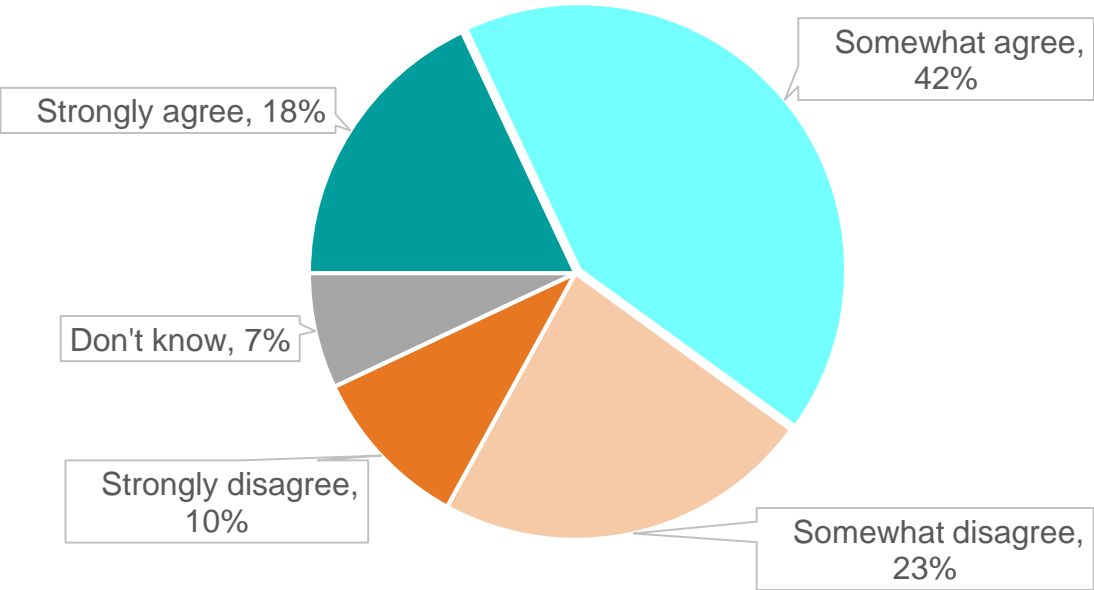
Total Disagree: 44%
(+2 vs. last week,
-14 vs. late April)

MORE THIS WEEK EXPECT A QUICK RECOVERY ONCE RESTRICTIONS LIFT

Those who agree rose 4 points this week to 60%; those who disagree fell 3 points

March
30-31, 2021

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



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

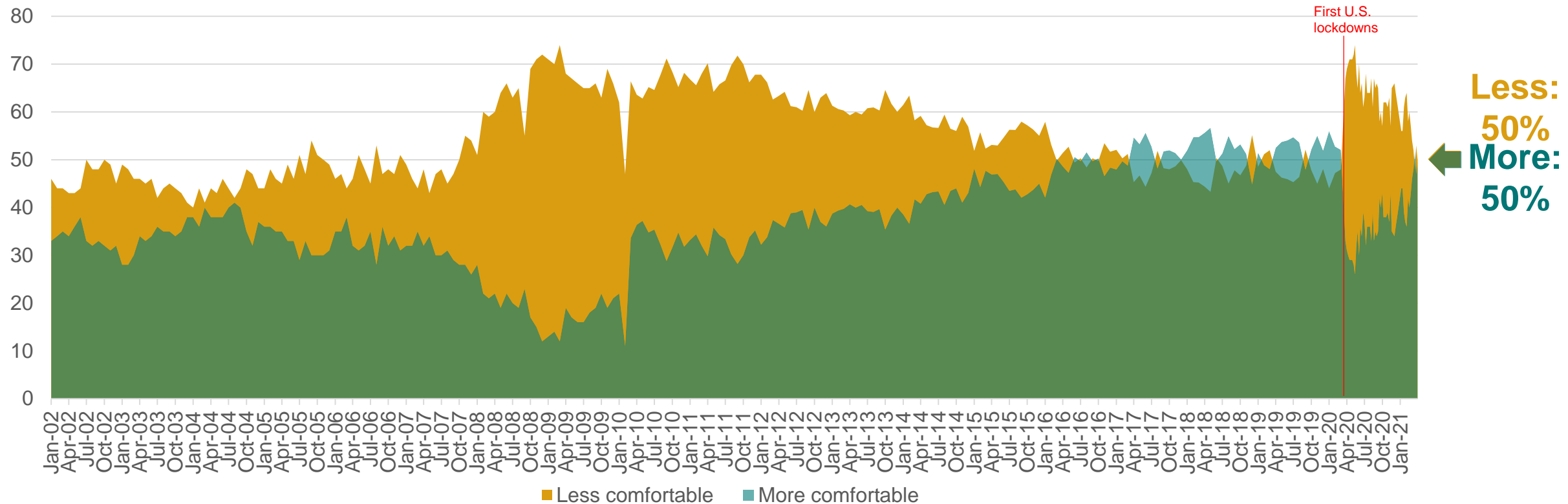
Total Disagree: 33%
(-3 vs. last week,
-16 vs. late April)

AMERICANS ARE EVENLY SPLIT ON COMFORT MAKING A MAJOR PURCHASE

50% say they are more comfortable making major household purchases compared to six months ago, up 3 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?

March
30-31, 2021

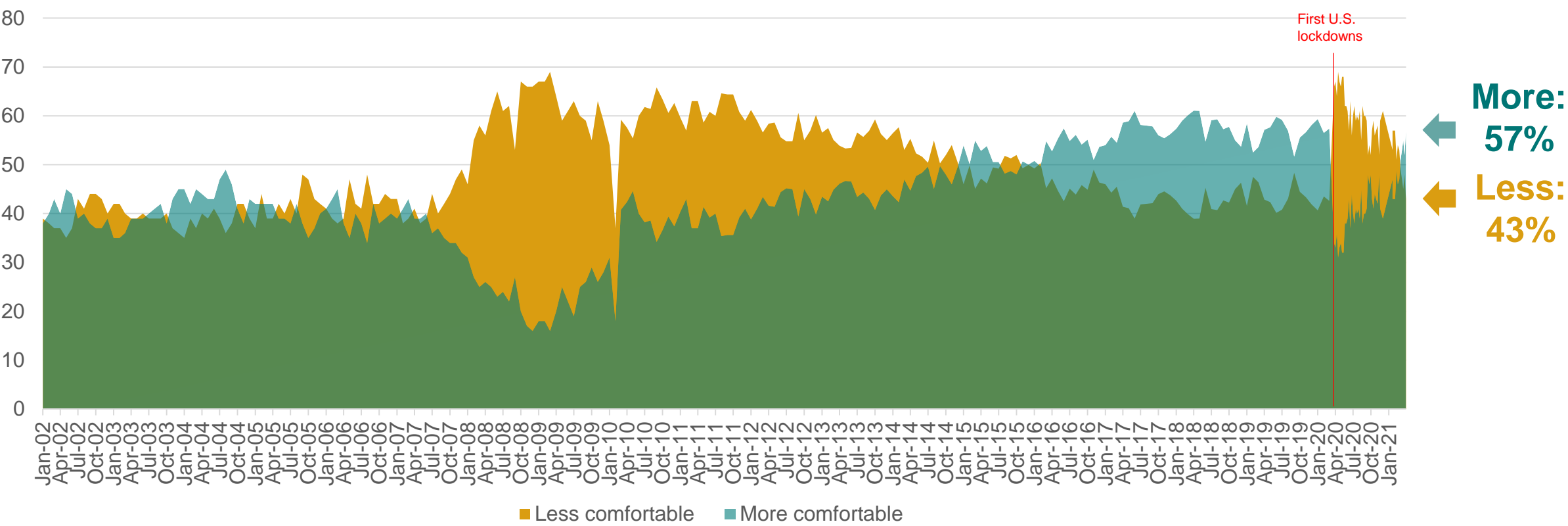


MORE AMERICANS THIS WEEK EXPRESS COMFORT WITH MAKING OTHER HOUSEHOLD PURCHASES

57% say they are more comfortable making other household purchases compared to six months ago, up 5 points from last week

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

March 30-31, 2021



METHODOLOGY

These findings are based on data from an Ipsos survey conducted March 30-31, 2021, with a sample of 929 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 3.7 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 $n=929$, $DEFF=1.5$, 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

