

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

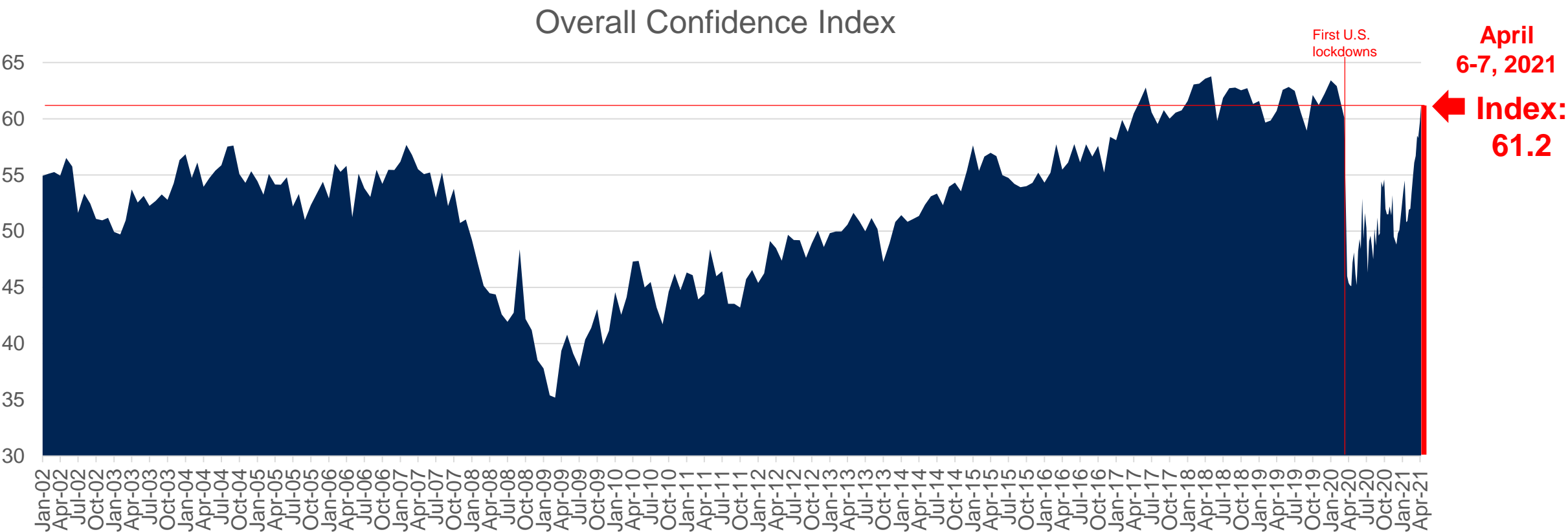
April 8, 2021

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CONSUMER CONFIDENCE SURPASSES PRE-PANDEMIC LEVELS

At 61.2, the Overall Confidence Index has risen above the early March 2020 reading



ALL SUB-INDICES – OTHER THAN JOBS – SURPASS EARLY MARCH LEVELS

Gains seen across all sub-indices

April 6-7, 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: 61.2	New: 55.3	New: 70.6	New: 58.2	New: 65.5
<u>Change vs.</u> Last week: +1.5 Early March: +1.1 Pandemic average*: +10.3 Historical average**: +8.9	<u>Change vs.</u> Last week: +2.0 Early March: +1.9 Pandemic average*: +13.7 Historical average**: +11.0	<u>Change vs.</u> Last week: +1.7 Early March: +7.0 Pandemic average*: +6.8 Historical average**: +9.2	<u>Change vs.</u> Last week: +2.0 Early March: +3.6 Pandemic average*: +12.3 Historical average**: +10.7	<u>Change vs.</u> Last week: +1.5 Early March: -4.2 Pandemic average*: +11.0 Historical average**: +7.3

*since mid-March 2020

** since January 2002

CONSUMER SENTIMENT REACHES NEW PANDEMIC HIGH

Consumer confidence matches pre-pandemic levels, elevating sentiment across most demographic groups.

Confidence showed the greatest gains among Americans age 18-34 (+5.6 points) this week. Groups NOT recording pandemic highs this week include:

- Those aged 55 and up
- The unemployed
- The retired
- Married Americans
- Rural dwellers
- Republicans

Republicans recorded the most serious decline this week, with sentiment overall falling 8.9 points.

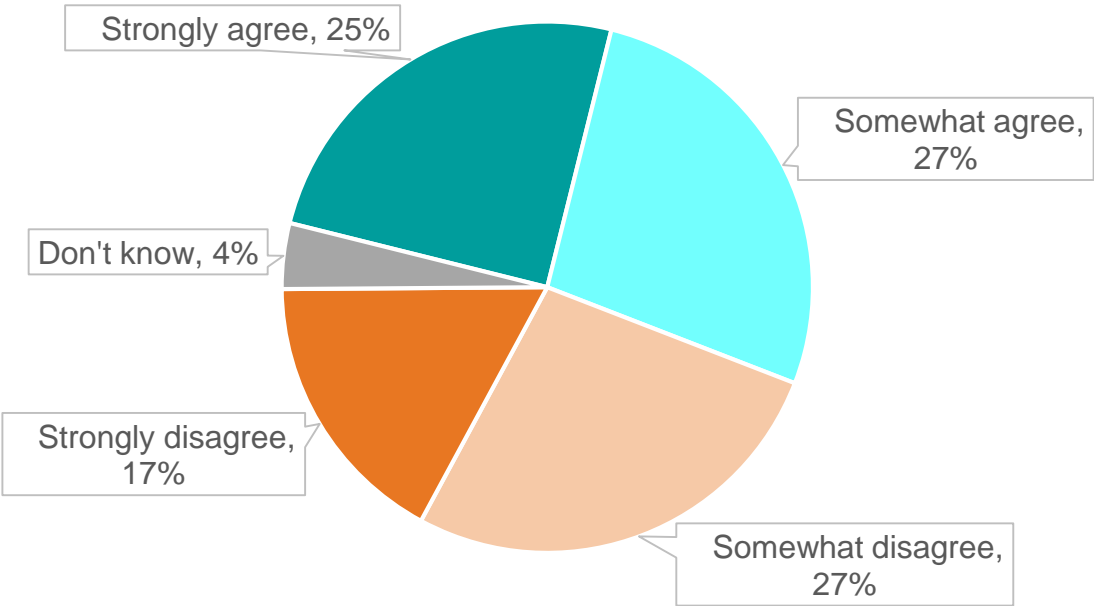
		National	Current	Expectations	Investment	Jobs
	Total	61.2	55.3	70.6	58.2	65.5
Gender	Male	63.1	58.5	70.9	61.4	66.3
	Female	59.3	52.2	70.3	55.2	64.7
Age	18-34	64.2	61.4	71.8	64.9	65.5
	35-54	59.1	54	68.6	57.3	61.4
	55+	60.4	49.4	71.9	51.1	71.4
Household Income	Under \$50K	55.7	45.8	69.3	48.4	62
	\$50K-<\$100K	60.8	55.8	69.8	58.7	64.5
	\$100K+	68.6	66.7	73.3	70.1	71.3
Region	Northeast	60.5	53.4	71.3	56.7	66
	Midwest	62.2	55.8	68.1	57.9	70.5
	South	61	55.2	71.4	58.6	63.2
	West	61	56.4	71	58.9	64.3
Children in Household	Yes	61.8	60	67.3	63.1	62.8
	No	61	53.6	71.7	56.5	66.5
Education	No college degree	58.9	52.1	69.3	55.1	64
	College degree	66.6	62.9	73.5	65.6	69.2
Employment Status	Full Time	64.2	61.4	71.2	63.9	66.6
	Part Time	64.1	59.7	70.9	63.5	67.7
	Not Emp.	51.3	41.1	66.8	45.4	55.6
	Retired	61.3	50.4	72.7	52.7	71.8
Marital Status	Married	62.1	57	70.8	59.7	65.9
	Other	60.3	53.6	70.4	56.7	65.1
Race	White	61.6	55.4	70.1	58	68.2
	Other	60.5	55.1	71.4	58.5	60.7
Party ID	Republican	58.4	52.9	66.2	56.6	64.2
	Democrat	65.2	59.8	75.5	62.2	67.3
	Independents	59.1	53.3	65.1	55.8	67.4
LIV	Rural	57	50.8	65.8	54.7	62.9
	Suburban	61.8	55.3	71.5	57.8	67.1
	Urban	63.4	58.7	72.7	61.7	64.8

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

Minimal change from last week

April
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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: 52%
(+1 vs. last week,
+15 vs. late April)

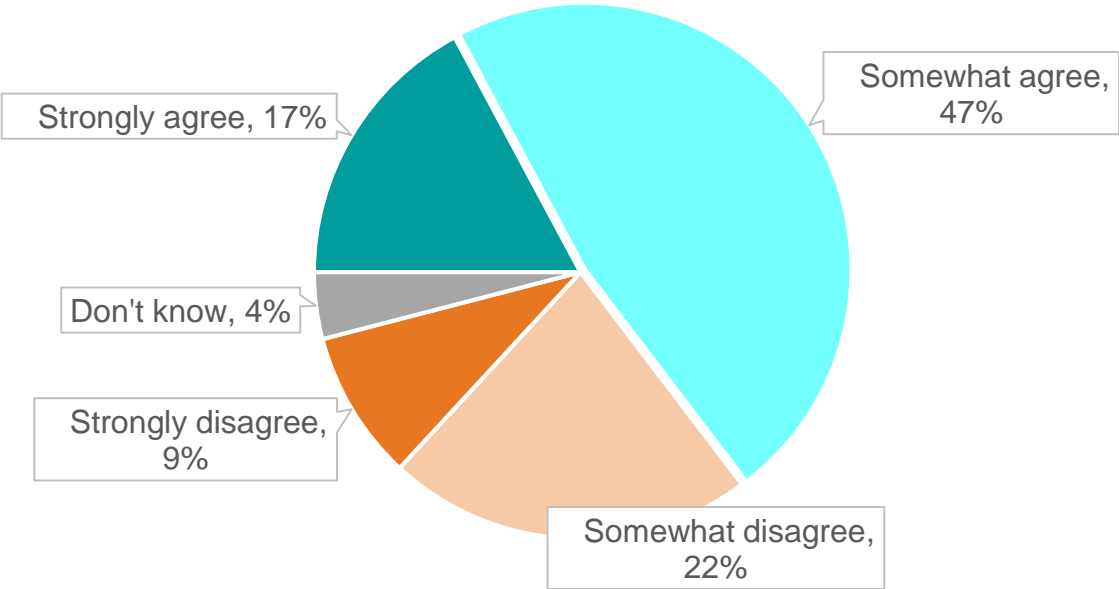
Total Disagree: 44%
(unchanged vs. last week,
-14 vs. late April)

MORE EXPECT A QUICK ECONOMIC RECOVERY ONCE RESTRICTIONS ARE LIFTED

Just one in three disagree

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

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Total Agree: 64%
(+4 vs. last week,
+17 vs. late April)

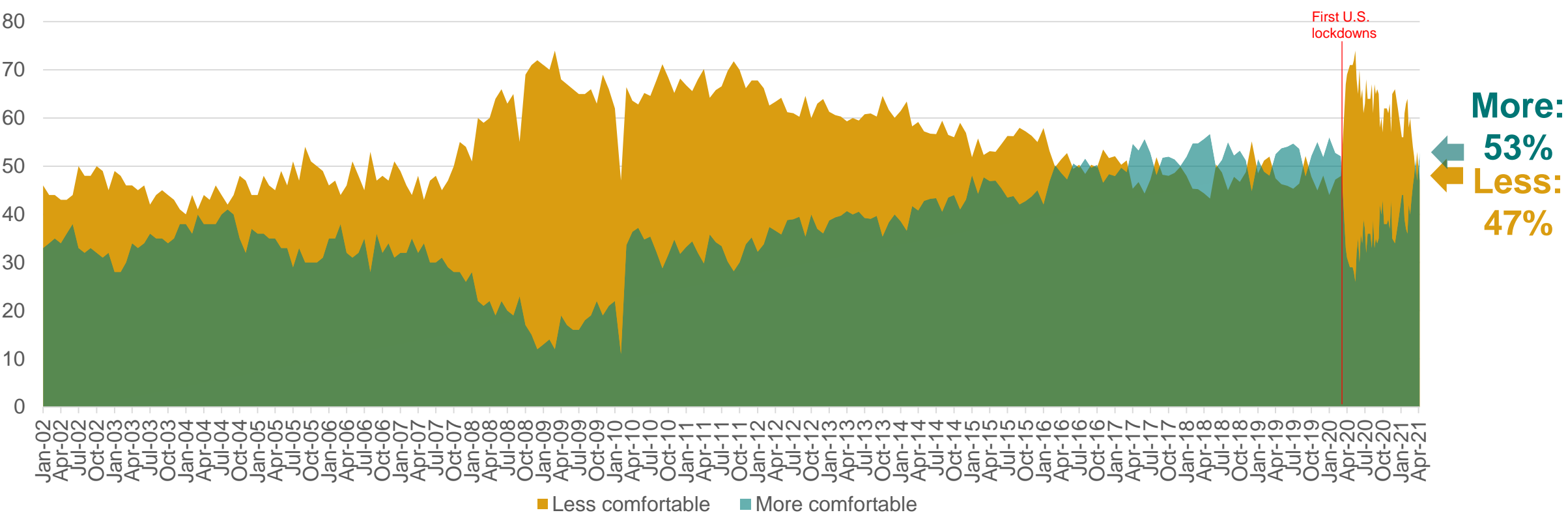
Total Disagree: 31%
(-2 vs. last week,
-18 vs. late April)

MORE AMERICANS EXPRESS COMFORT WITH MAKING A MAJOR PURCHASE THAN NOT

53% 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?

April 6-7, 2021

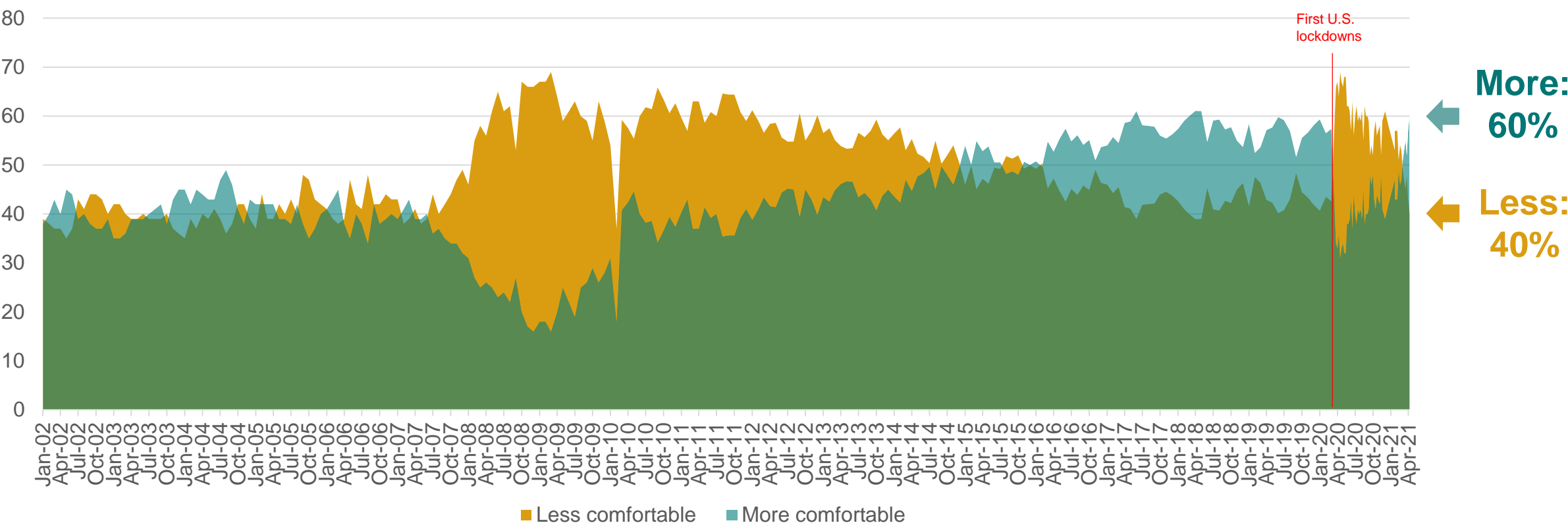


MAJORITY OF AMERICANS EXPRESS COMFORT WITH MAKING OTHER HOUSEHOLD PURCHASES

60% say they are more comfortable making other 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 other household purchases?

April 6-7, 2021



METHODOLOGY

These findings are based on data from an Ipsos survey conducted April 6-7, 2021, with a sample of 915 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 $n=915$, $DEFF=1.5$, 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

