

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

May 6, 2021

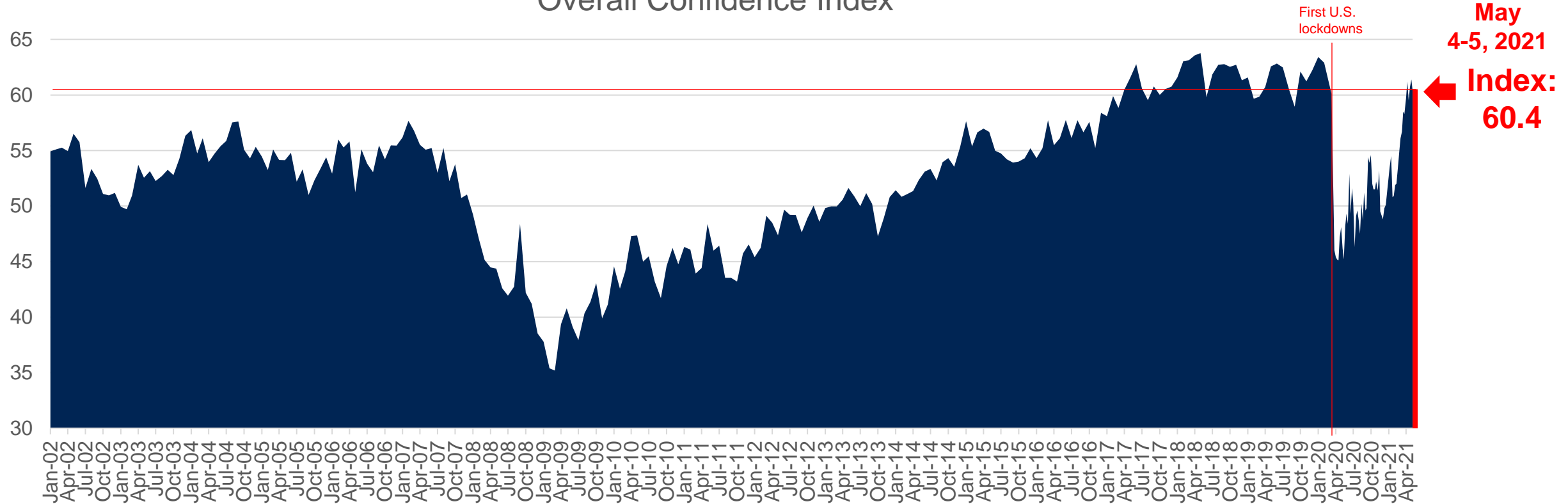
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CONSUMER CONFIDENCE SLIPS

At 60.4, the Overall Confidence Index falls 1 point from last week

Overall Confidence Index



DIP IN CURRENT AND INVESTMENT SUB-INDICES DRAG DOWN SENTIMENT OVERALL

Jobs and Expectations sub-indices statistically unchanged from last week

May 4-5, 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: 60.4 <u>Change vs.</u> Last week: -1.0 Early March: +0.3 Pandemic average*: +8.8 Historical average**: +8.0	New: 53.5 <u>Change vs.</u> Last week: -2.3 Early March: +0.1 Pandemic average*: +11.0 Historical average**: +9.1	New: 70.1 <u>Change vs.</u> Last week: -0.4 Early March: +6.5 Pandemic average*: +5.9 Historical average**: +8.6	New: 56.0 <u>Change vs.</u> Last week: -2.3 Early March: +1.4 Pandemic average*: +9.2 Historical average**: +8.4	New: 65.6 <u>Change vs.</u> Last week: 0.2 Early March: -4.1 Pandemic average*: +10.4 Historical average**: +7.3

*since mid-March 2020

** since January 2002

CONSUMER SENTIMENT DROPS

The Overall (aka National) Index falls 1 point from last week but remains statistically on par with pre-lockdown, March 2020 levels. Declines in the Investment and Current sub-indices drive the drop.

Demographic groups experiencing the greatest drop this week include Midwesterners (-4.1 points) and white Americans (-3.4 points).

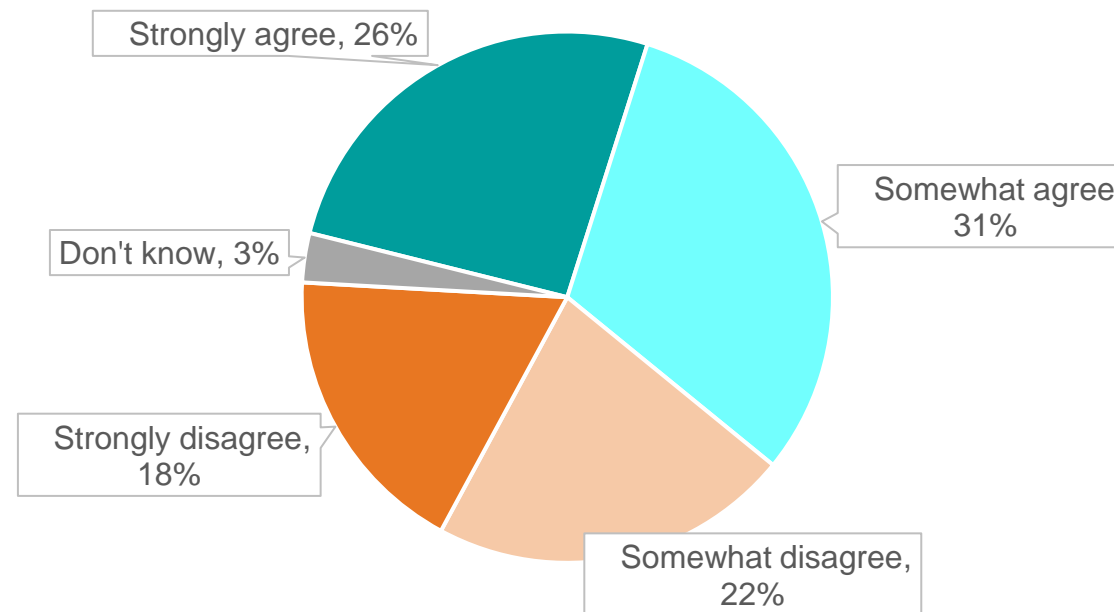
Those experiencing the greatest increase include non-white Americans (+3.1 points), college-educated Americans (+2.4 points) and Westerners (+2 points).

		National	Current	Expectations	Investment	Jobs
	Total	60.4	53.5	70.1	56	65.6
Gender	Male	61.9	57.5	69.5	60.3	63.2
	Female	58.9	49.7	70.6	52	67.8
Age	18-34	60.1	53.6	70.9	57.9	60.7
	35-54	58.9	52.6	67.7	54.8	64.2
	55+	62.7	54.5	72.2	55.5	72.7
Household Income	Under \$50K	54.5	46	67.3	49.2	57.3
	\$50K-<\$100K	61	54.2	70.5	55.7	68.8
	\$100K+	67.6	62.8	73.2	65.8	72.4
Region	Northeast	61.4	54	70.1	55.5	69
	Midwest	59	51.6	70.2	54.5	65.7
	South	60	54.6	68	56.6	63.7
	West	61.6	53.1	73.2	56.9	65.9
Children in Household	Yes	60.9	57	70.3	59.8	61.7
	No	60.2	52.1	70	54.6	67.1
Education	No college degree	56.7	48.1	68.2	50.8	63.3
	College degree	68.9	65.9	74.4	68.2	70.8
Employment Status	Full Time	63.1	59.5	70.2	62.5	64.6
	Part Time	59.6	53.4	69.3	57.6	62.4
	Not Emp.	53.6	41.7	68.2	43.4	64.1
	Retired	63.6	55	73.4	56.4	73.2
Marital Status	Married	63.2	58.1	70.1	60.2	68.6
	Other	57.8	49.3	70	52.2	62.8
Race	White	60	52.5	69.2	54.6	67.4
	Other	61.1	55.4	71.6	58.6	62.3
Party ID	Republican	57.4	51.3	64.2	53.5	65.6
	Democrat	65.3	58.8	77.5	61.3	67
	Independents	56.5	47.6	63.3	51.1	63.8
LIV	Rural	56.2	49	64	52.2	63.1
	Suburban	61.9	54.7	71.4	56.9	68.1
	Urban	61.3	55.4	73.2	58.1	62.9

INCREASE IN SUPPORT FOR REOPENING

Percentage agreeing that businesses should be allowed to reopen gains 3 points

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



May
4-5, 2021

Total Agree: 57%
(+3 vs. last week,
+20 vs. late April)

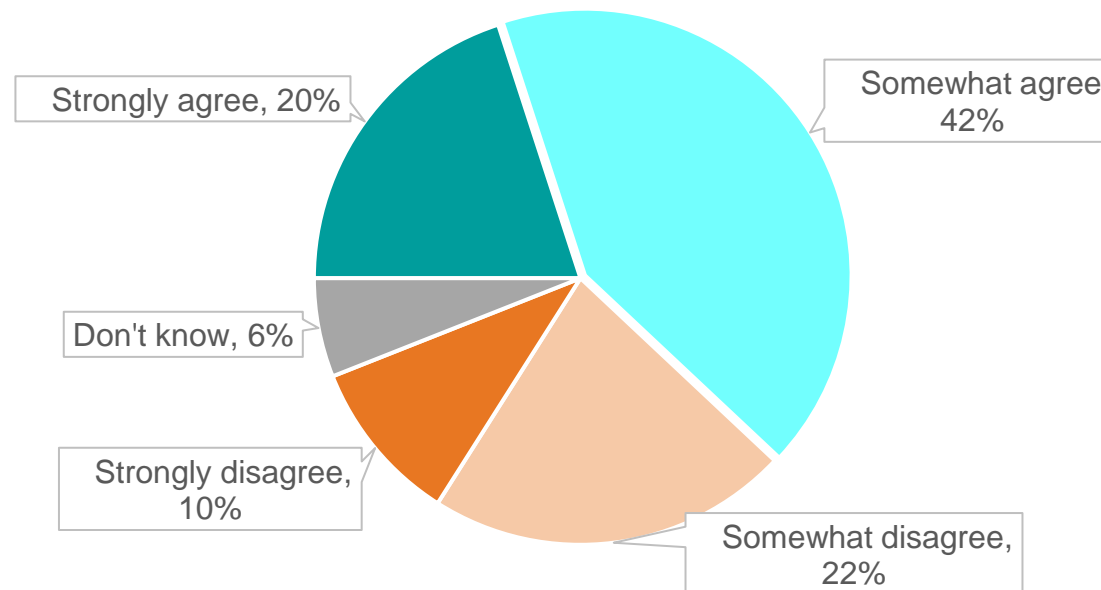
Total Disagree: 40%
(-2 vs. last week,
-18 vs. late April)

STEADY BELIEF IN A SWIFT POST-PANDEMIC RECOVERY

Majority agreement that economy will recover quickly, despite falling 1 point from last week

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

May
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Total Agree: 62%
(-1 vs. last week,
+15 vs. late April)

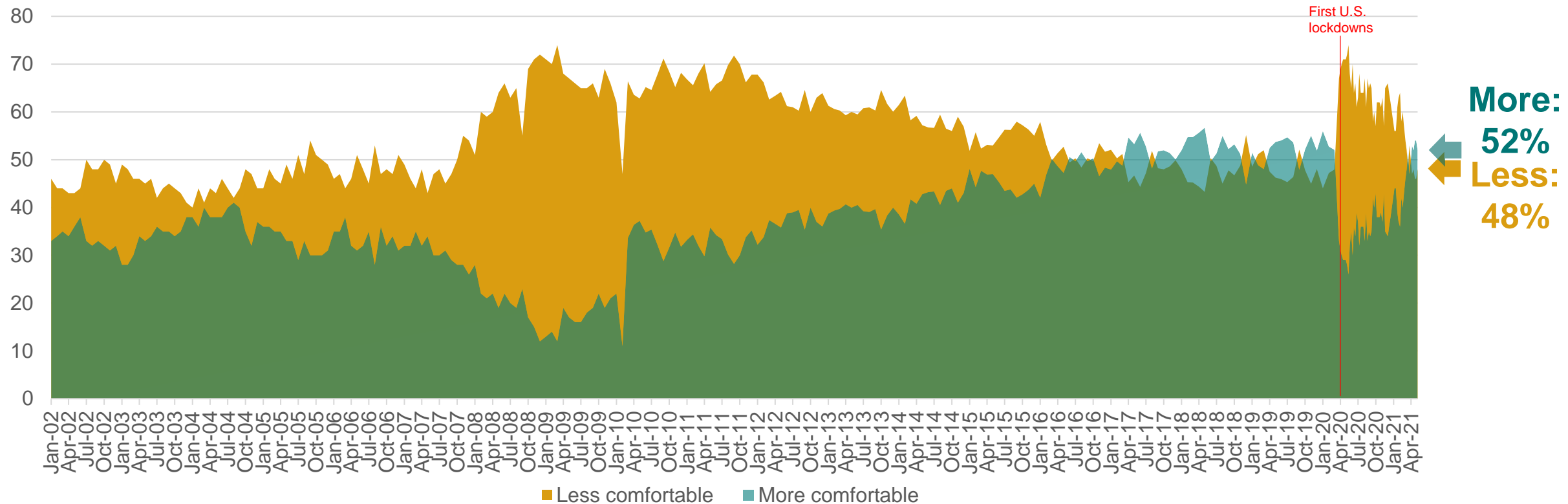
Total Disagree: 32%
(+2 vs. last week,
-17 vs. late April)

OVER HALF EXPRESS COMFORT WITH MAKING A MAJOR PURCHASE

52% say they are more comfortable making major household purchases compared to six months ago, down 2 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?

May 4-5, 2021

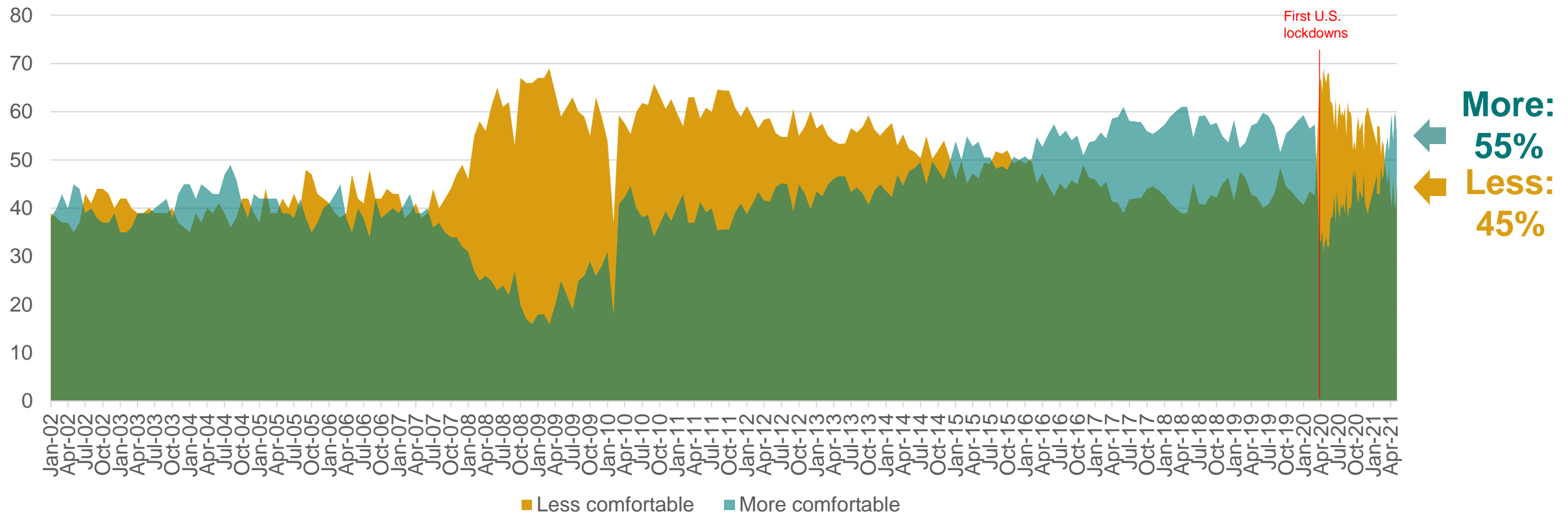


MAJORITY EXPRESS COMFORT WITH MAKING OTHER HOUSEHOLD PURCHASES

55% say they are more comfortable making other household purchases compared to six months ago, down 5 points from last week

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

May 4-5, 2021



METHODOLOGY

These findings are based on data from an Ipsos survey conducted May 4-5, 2021, with a sample of 945 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 $n=945$, $DEFF=1.5$, 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

