

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

July 1, 2021

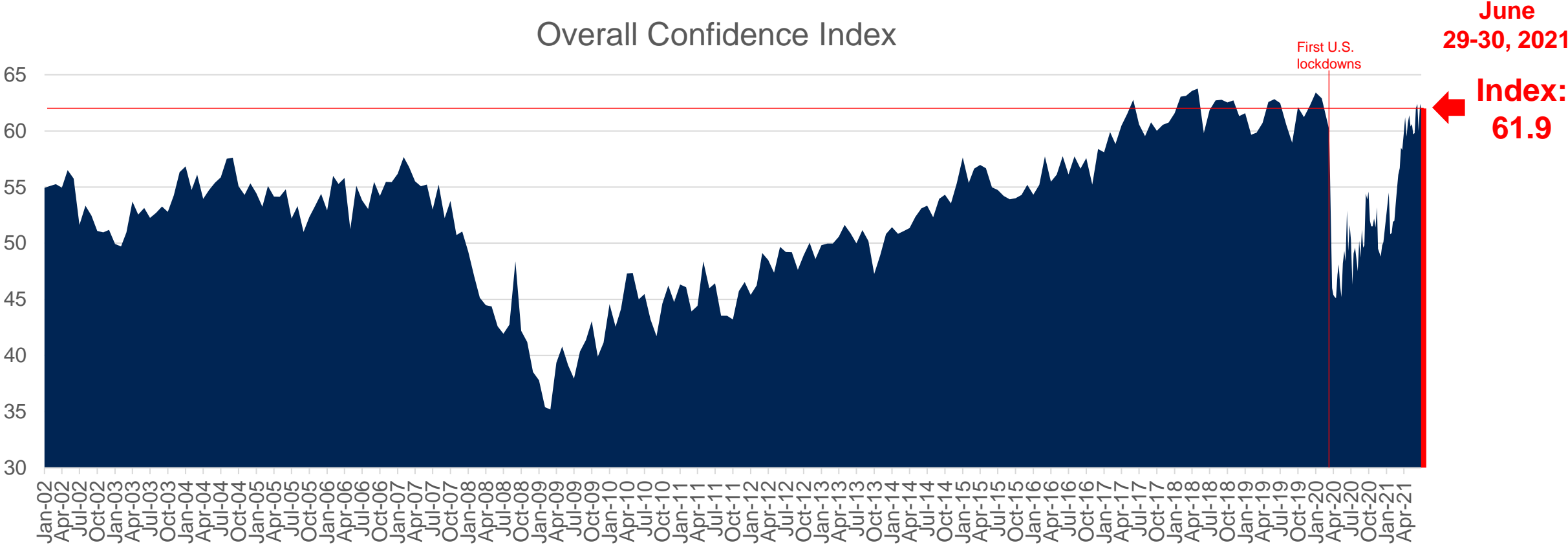
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CONSUMER CONFIDENCE HOLDS RELATIVELY STEADY

At 61.9, the Overall Confidence Index is statistically on par with last week

Overall Confidence Index



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



THE CURRENT AND EXPECTATIONS SUB-INDICES SEE SLIGHT DECLINE

The Investment and Jobs sub-indices remain relatively steady

June 29-30, 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: 61.9 <u>Change vs.</u> Last week: -0.5 Early March 2020: +1.8 Pandemic average*: +9.1 Historical average**: +9.3	New: 55.7 <u>Change vs.</u> Last week: -1.0 Early March 2020: +2.3 Pandemic average*: +11.6 Historical average**: +11.0	New: 70.0 <u>Change vs.</u> Last week: -1.2 Early March 2020: +6.4 Pandemic average*: +5.2 Historical average**: +8.3	New: 58.0 <u>Change vs.</u> Last week: -0.7 Early March 2020: +3.4 Pandemic average*: +9.9 Historical average**: +10.1	New: 68.4 <u>Change vs.</u> Last week: -0.5 Early March 2020: -1.3 Pandemic average*: +11.7 Historical average**: +9.9

*since mid-March 2020

** since January 2002

CONSUMER OUTLOOK IN LINE WITH LAST WEEK'S REBOUND

After reaching its pandemic high last week, consumer confidence falls a minor 0.5 point. While not statistically meaningful at the national level, more substantial declines are evident in the Current and Expectations sub-indices.

Change in sentiment is mixed across demographic groups, with retired Americans seeing the greatest gain in sentiment overall (+5.9 points).

Those experiencing the greatest decline in sentiment include the unemployed (-3.7 points), parents (-2.5 points), and Americans earning \$100k (-2.4 points).

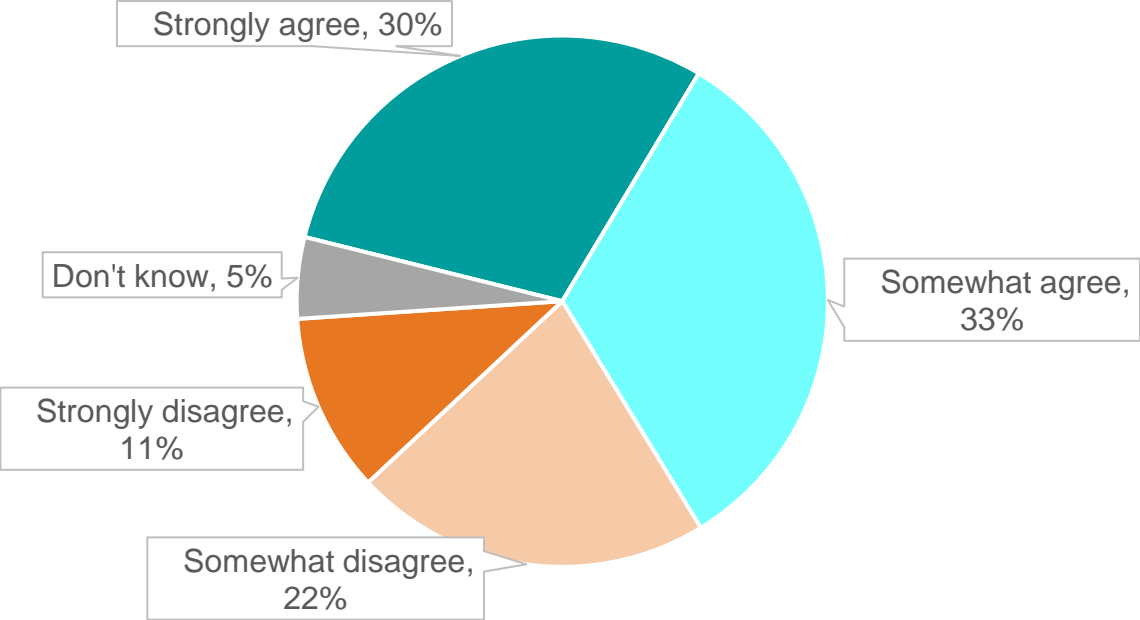
		National	Current	Expectations	Investment	Jobs
	Total	61.9	55.7	70	58	68.4
Gender	Male	65.5	62.8	70.9	65.4	67.3
	Female	58.5	49.2	69.2	51.1	69.5
Age	18-34	60.1	53.8	70.7	57.8	64.2
	35-54	62.2	57.6	69.1	60.7	66.4
	55+	63.5	55.4	70.5	54.6	76
Household Income	Under \$50K	55.7	46.2	69	48.3	64.3
	\$50K-<\$100K	63.3	58	70	60.7	68.4
	\$100K+	68.5	65.6	71.5	67.5	74
Region	Northeast	61.7	54.2	70.4	56.8	69
	Midwest	61.8	56.9	69.8	58.5	68.1
	South	61.7	56.2	68.6	58.4	67
	West	62.3	54.9	72.3	57.6	70.6
Children in Household	Yes	62.5	57.4	70.9	61.1	65.9
	No	61.6	54.9	69.6	56.6	69.5
Education	No college degree	59.2	51.7	69.2	54.2	66.8
	College degree	68.3	65.2	72	67	72.3
Employment Status	Full Time	64.1	60.6	69.1	62.6	68.8
	Part Time	64.1	61.4	72.4	63.4	66.4
	Not Emp.	53	40.1	69.1	44.1	62.9
	Retired	68.4	61.7	73.4	62.1	79.4
Marital Status	Married	65.5	61	70.3	63.1	72
	Other	58	50.1	69.7	52.5	64.6
Race	White	62.8	57.8	68.9	60.1	69.1
	Other	60.2	52	71.9	54.3	67.3
Party ID	Republican	59	55	62.6	57.1	66.7
	Democrat	66.9	59.3	77.9	61.5	71.7
	Independents	57.9	52.8	66.5	55.4	63.1
LIV	Rural	58.3	51.4	66.7	52.8	66.5
	Suburban	63.2	56.8	70.6	59.1	71.4
	Urban	62.8	57.7	72.1	60.8	65

SIX IN TEN SUPPORT REOPENING BUSINESSES

Percent who agree that businesses should be allowed to reopen is down 2 points from last week

June
29-30, 2021

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



Total Agree: 63%
(-2 vs. last week,
+26 vs. late April)

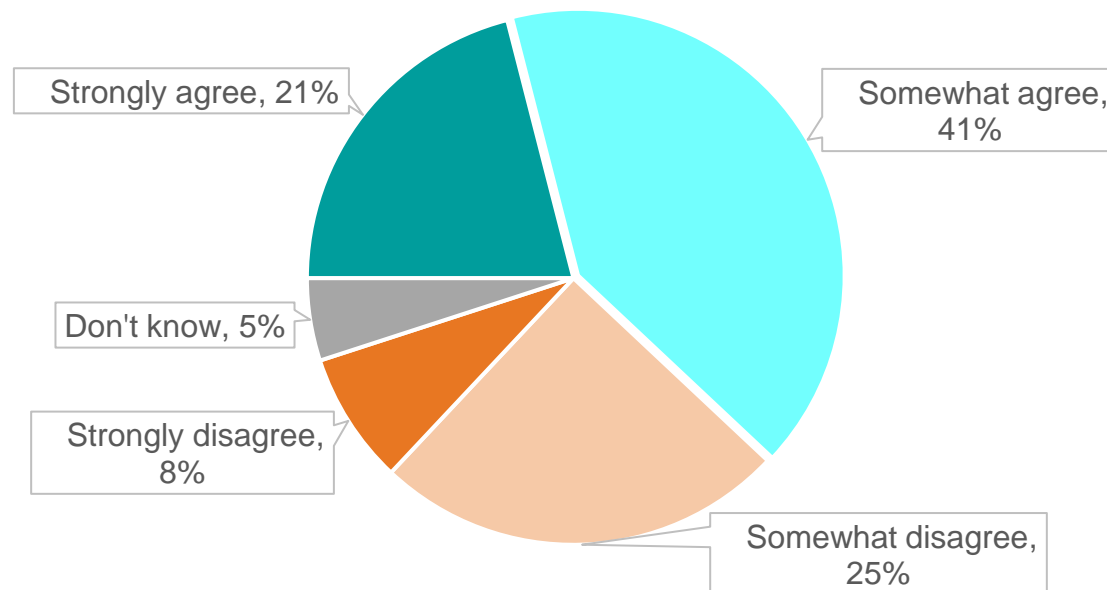
Total Disagree: 33%
(+2 vs. last week,
-25 vs. late April)

BELIEF IN QUICK ECONOMIC RECOVERY FALLS 4 POINTS

Sixty-two percent agree that the economy will recover quickly as restrictions to control the coronavirus pandemic are relaxed

June
29-30, 2021

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



Total Agree: 62%
(-4 vs. last week,
+15 vs. late April)

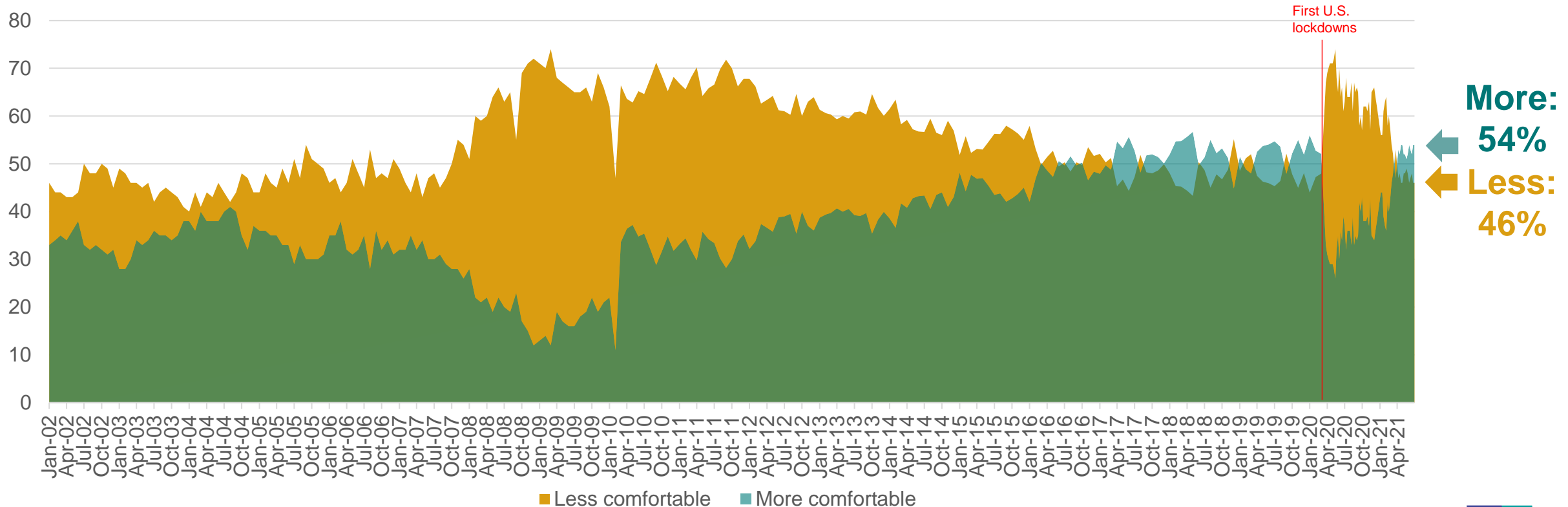
Total Disagree: 33%
(+3 vs. last week,
-16 vs. late April)

PERCENT EXPRESSING COMFORT WITH MAKING A MAJOR PURCHASE AT EARLY JUNE LEVELS

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

June
29-30, 2021

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

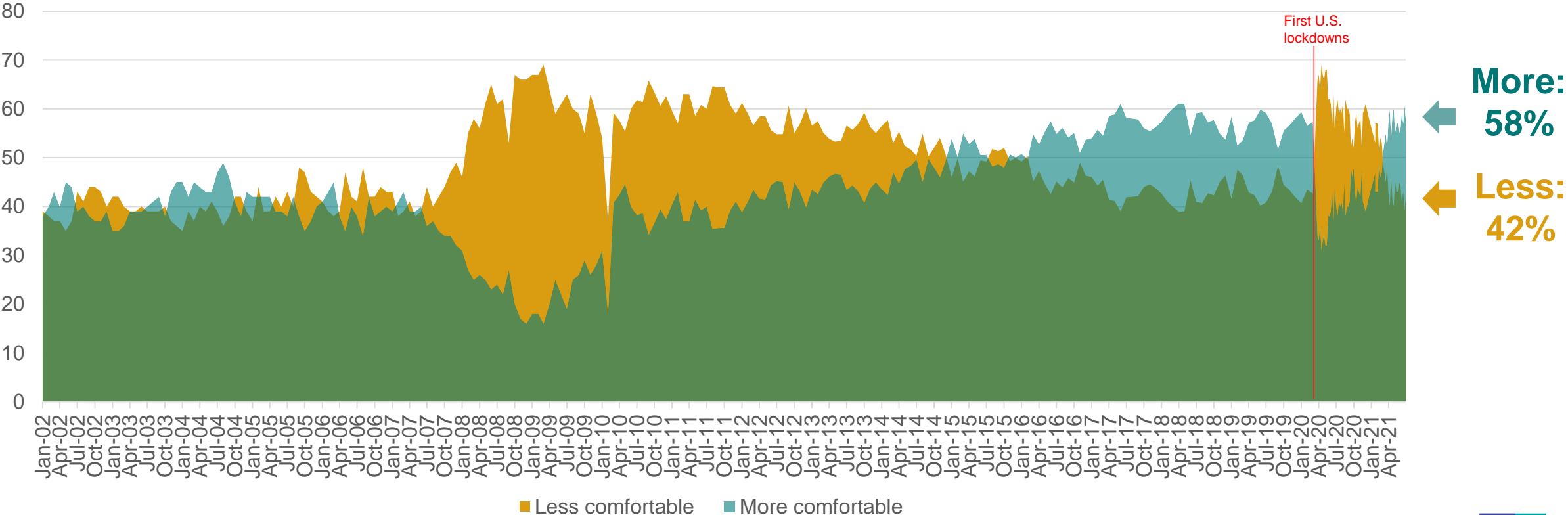


JUST UNDER SIX IN TEN EXPRESS COMFORT WITH MAKING OTHER HOUSEHOLD PURCHASES

58% say they are more comfortable making other household purchases compared to six months ago, down 3 points from last week

June 29-30, 2021

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



METHODOLOGY

These findings are based on data from an Ipsos survey conducted June 29-30, 2021, with a sample of 961 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 $n=961$, $DEFF=1.5$, 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

