

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

**July 30, 2021**

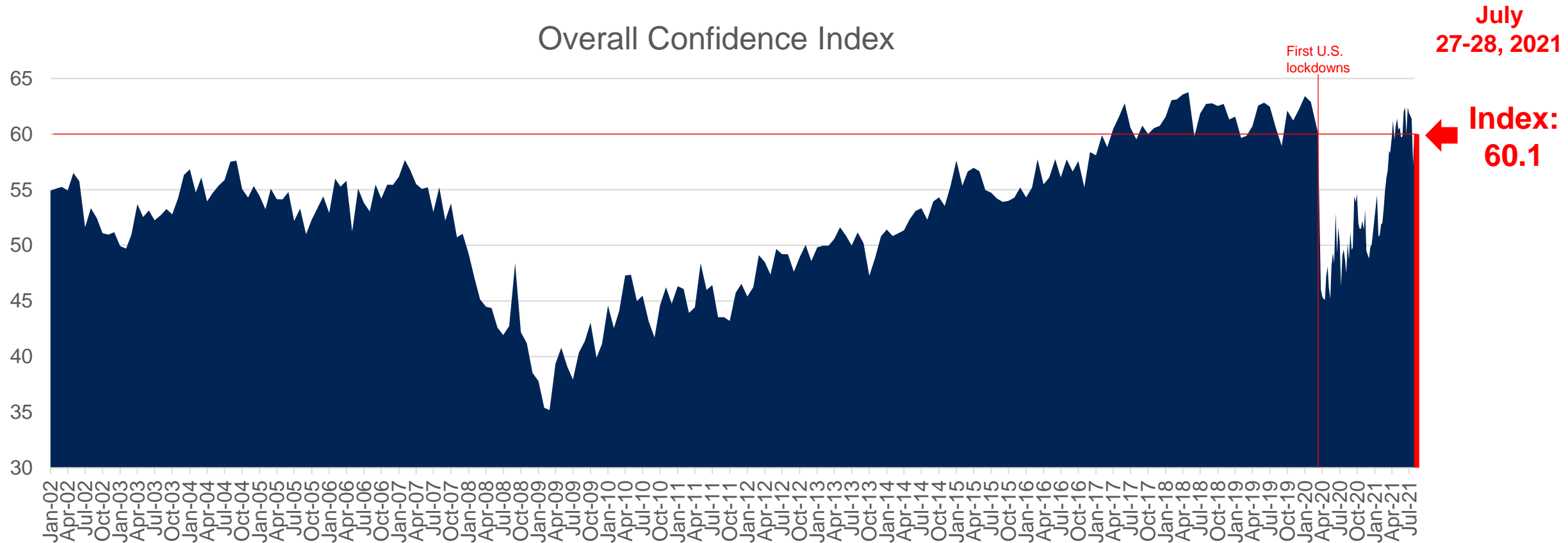
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# CONSUMER CONFIDENCE REBOUNDS

At 60.1, the Overall Confidence Index bounces back with a gain of 2.9 points from last week, matching its reading from March 2020 – but still about 3 points lower than it was during a couple of weeks in June

Overall Confidence Index



# ALL SUB-INDICES EXPERIENCE SIGNIFICANT GROWTH

Investment and Current sub-indices see the largest gains from last week

Expectations are only 1.2 points above the pandemic average

July 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>60.1</b>  <u>Change vs.</u> Last week: <b>+2.9</b> Early March 2020: <b>0.0</b> Pandemic average*: <b>+7.0</b> Historical average**: <b>+7.4</b>	New: <b>54.7</b>  <u>Change vs.</u> Last week: <b>+3.3</b> Early March 2020: <b>+1.3</b> Pandemic average*: <b>+10.2</b> Historical average**: <b>+9.9</b>	New: <b>66.1</b>  <u>Change vs.</u> Last week: <b>+2.3</b> Early March 2020: <b>+2.5</b> Pandemic average*: <b>+1.2</b> Historical average**: <b>+4.3</b>	New: <b>57.1</b>  <u>Change vs.</u> Last week: <b>+4.2</b> Early March 2020: <b>+2.5</b> Pandemic average*: <b>+8.7</b> Historical average**: <b>+9.1</b>	New: <b>66.6</b>  <u>Change vs.</u> Last week: <b>+2.1</b> Early March 2020: <b>-3.1</b> Pandemic average*: <b>+9.4</b> Historical average**: <b>+7.9</b>

\*since mid-March 2020

\*\* since January 2002

# CONSUMER OUTLOOK REBOUNDS

Consumer confidence increases to 60.1 this week, reversing last week's decline. All sub-indices also bounced back, with the Investment and Current sub-indices experiencing the most growth.

Demographic groups seeing the greatest increase in sentiment include those living in the West (+7.7 points), Democrats (+6.6 points), rural Americans (+6.4 points), people with full-time jobs (+5.6 points), and Americans living in the Northeast (+5.3 points).

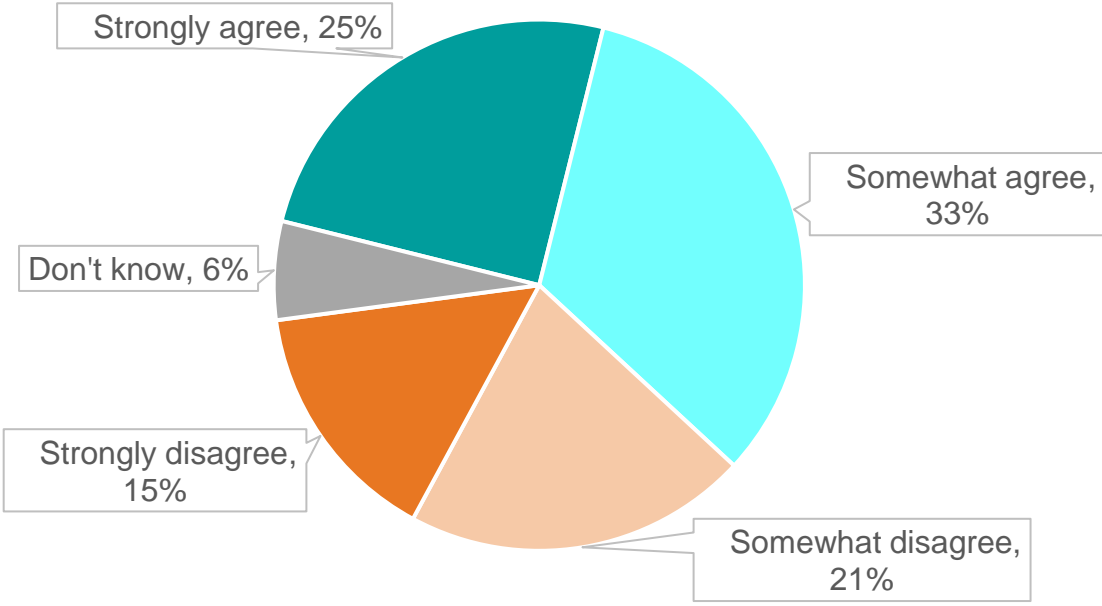
		National	Current	Expectations	Investment	Jobs
	Total	60.1	54.7	66.1	57.1	66.6
Gender	Male	63.3	60.8	67.9	62.8	64.9
	Female	57.1	48.9	64.3	51.7	68.2
Age	18-34	58.6	53.8	65	57.8	60.6
	35-54	60.6	56.3	66.1	58.1	66.6
	55+	61.4	53.4	67.2	54.8	73.7
Household Income	Under \$50K	53.6	46.5	63	48.7	58.8
	\$50K-<\$100K	60.9	54.3	66.9	56.8	69.8
	\$100K+	67.6	66	68.9	68.6	72.1
Region	Northeast	60.6	53.9	67.4	56.5	68.6
	Midwest	59.3	53	64.6	55.8	67.6
	South	57.8	51.8	64.1	53.4	64.9
	West	64.6	61.7	69.6	64.9	66.8
Children in Household	Yes	60.5	59.5	64.6	62.5	60.2
	No	60	53.1	66.6	55.3	68.7
Education	No college degree	57.3	50.4	64.3	53	65.2
	College degree	66.8	64.6	70.1	66.6	69.9
Employment Status	Full Time	64.7	62.8	68.5	64.9	67.6
	Part Time	56.7	51.4	64	53.8	56.6
	Not Emp.	50.6	40.5	59.8	43.5	62.8
	Retired	64.4	56.3	70.4	58.5	75.3
Marital Status	Married	61.6	57	67.1	58.8	67.5
	Other	58.5	52.3	65	55.3	65.6
Race	White	60.4	53.7	66.6	56.2	68.3
	Other	59.7	56.5	65.1	58.7	63.5
Party ID	Republican	56.4	51.2	62	54.1	63.8
	Democrat	66.4	61.8	73.3	63.9	69.3
	Independents	54.4	47.5	58.5	49.6	63.6
LIV	Rural	58	50.8	65	54	65.5
	Suburban	59.4	53.4	65.1	55.9	67.9
	Urban	63.3	60.2	68.8	61.9	64.8

# ABOUT SIX IN TEN AMERICANS AGREE BUSINESSES SHOULD BE ALLOWED TO REOPEN

Percent who agree that businesses should be allowed to reopen statistically unchanged from last week

July  
27-28, 2021

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



**Total Agree: 58%**  
(+1 vs. last week,  
+21 vs. late April)

**Total Disagree: 36%**  
(+0 vs. last week,  
-22 vs. late April)

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

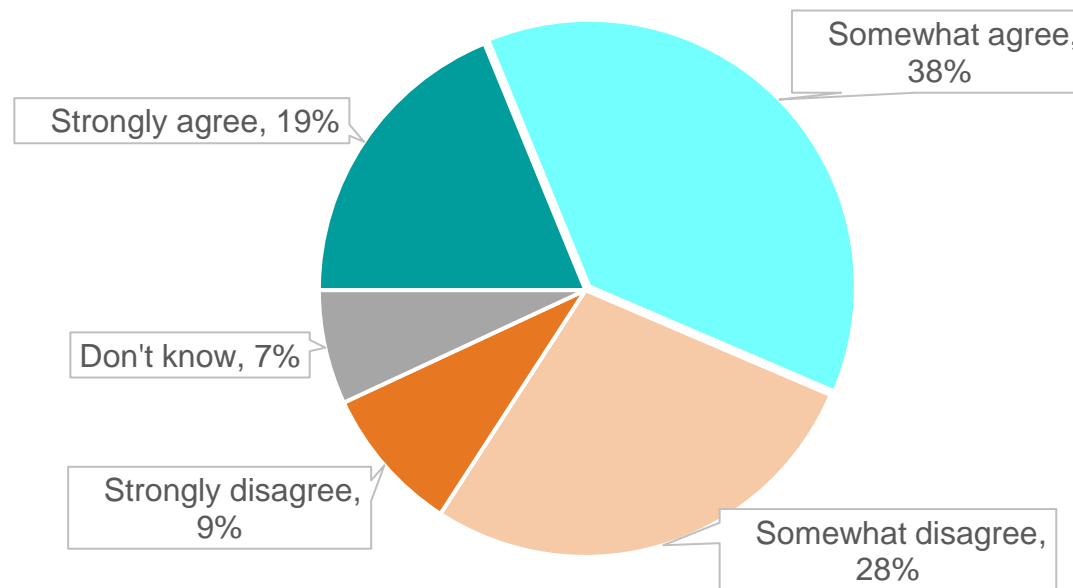


# EXPECTATIONS OF A QUICK ECONOMIC RECOVERY REMAIN UNCHANGED FROM LAST WEEK

Over half of Americans continue to believe in a quick economic recovery

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

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**Total Agree: 56%**  
(+0 vs. last week,  
+9 vs. late April)

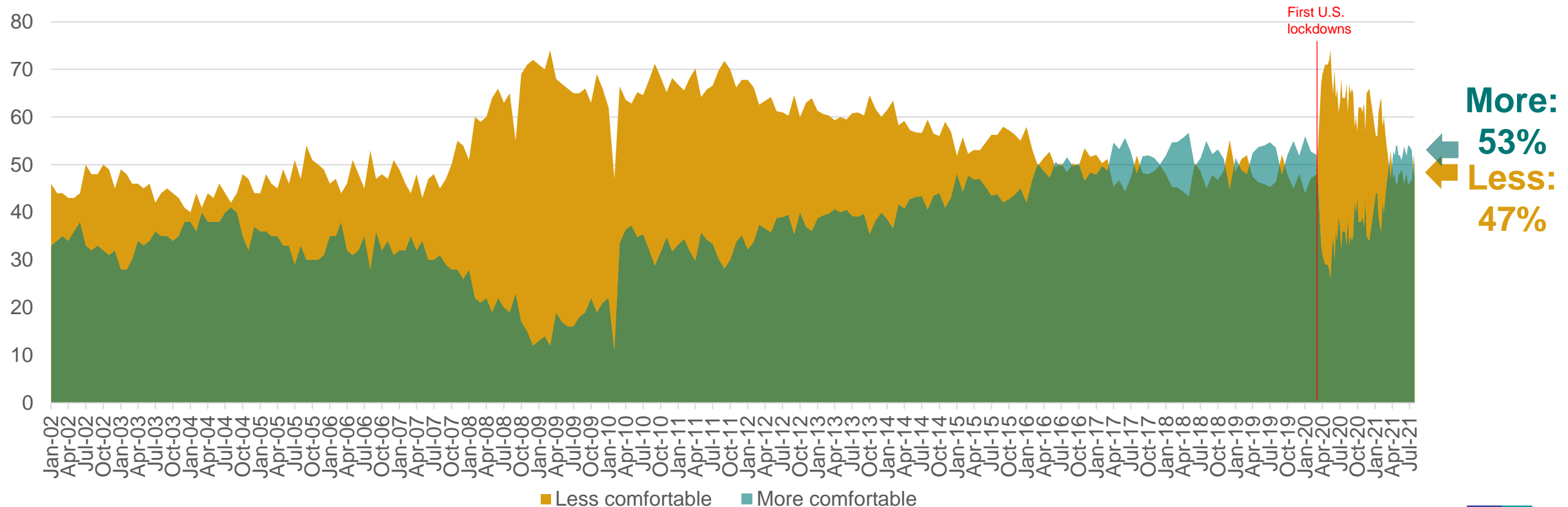
**Total Disagree: 36%**  
(-1 vs. last week,  
-13 vs. late April)

# MORE THAN HALF EXPRESS COMFORT WITH MAKING A MAJOR HOUSEHOLD PURCHASE

53% say they are more comfortable making major 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 a major purchase, like a home or car?

July 27-28, 2021

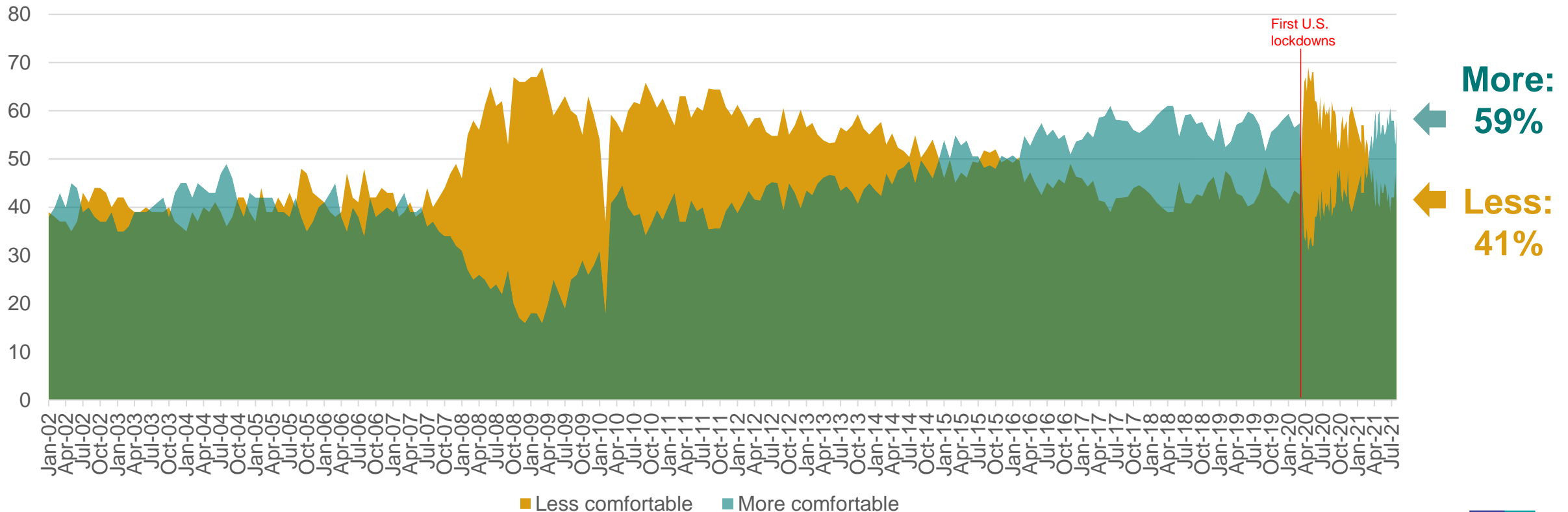


# TWO IN FIVE EXPRESS COMFORT WITH MAKING OTHER HOUSEHOLD PURCHASES

59% say they are more comfortable making other household purchases compared to six months ago, up 6 points from last week

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

July 27-28, 2021





# METHODOLOGY

These findings are based on data from an Ipsos survey conducted July 27-28, 2021, with a sample of 934 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 3.7 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  $n=934$ ,  $DEFF=1.5$ , 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**

