

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

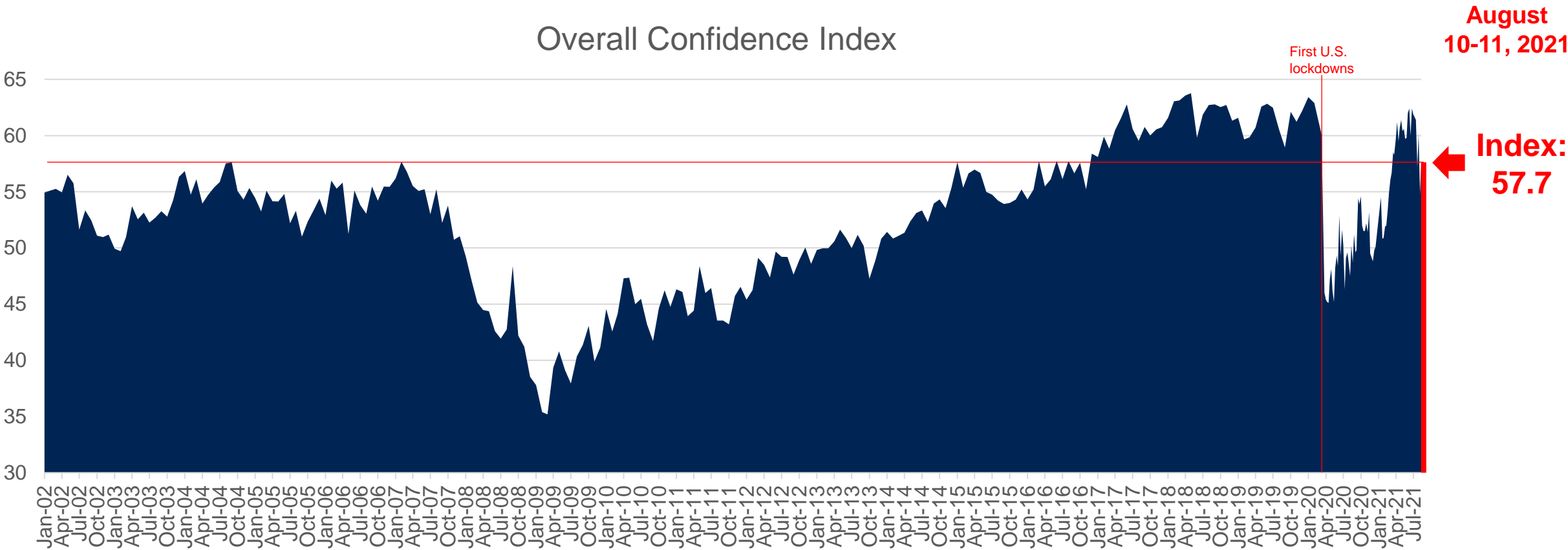
**August 12, 2021**

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# CONSUMER CONFIDENCE REBOUNDS SLIGHTLY FROM PREVIOUS WEEK'S CRASH

At 57.7, the Overall Confidence Index recovers 2.9 points amid ongoing volatility



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



# SUB-INDICES PARTIALLY REVERSE LAST WEEK'S DECLINE

Jobs sub-index rebounds the most, at 4 points

August 10-11, 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>57.7</b>  <u>Change vs.</u> Last week: <b>+2.9</b> Early March 2020: <b>-2.4</b> Pandemic average*: <b>+4.5</b> Historical average**: <b>+4.9</b>	New: <b>51.6</b>  <u>Change vs.</u> Last week: <b>+3.2</b> Early March 2020: <b>-1.8</b> Pandemic average*: <b>+6.9</b> Historical average**: <b>+6.7</b>	New: <b>64.2</b>  <u>Change vs.</u> Last week: <b>+2.2</b> Early March 2020: <b>+0.6</b> Pandemic average*: <b>-0.7</b> Historical average**: <b>+2.4</b>	New: <b>53.9</b>  <u>Change vs.</u> Last week: <b>+3.1</b> Early March 2020: <b>-0.7</b> Pandemic average*: <b>+5.3</b> Historical average**: <b>+5.9</b>	New: <b>65.3</b>  <u>Change vs.</u> Last week: <b>+4.0</b> Early March 2020: <b>-4.4</b> Pandemic average*: <b>+7.9</b> Historical average**: <b>+6.6</b>

\*since mid-March 2020

\*\* since January 2002

# CONSUMER OUTLOOK IS VOLATILE

Consumer confidence stages a significant but incomplete come back from last week's sudden drop.

Sentiment is similarly volatile across demographic groups. After last week's 9.3-point drop in sentiment among retired Americans, this group saw a 7-point increase, the greatest gain of any group.

Other groups experiencing a significant improvement in consumer sentiment include women (+6.5), those 55 and older (+6.1), Southerners (+5.7), and unmarried people (+4.9).

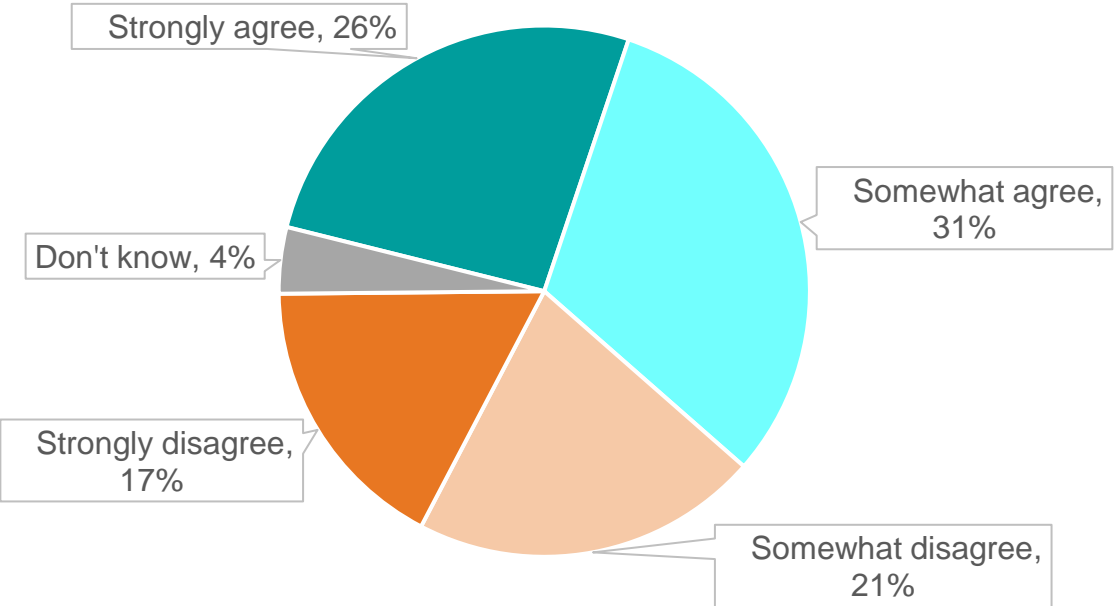
		National	Current	Expectations	Investment	Jobs
	Total	57.7	51.6	64.2	53.9	65.3
Gender	Male	56.8	51.7	63.1	53.8	63.2
	Female	58.5	51.5	65.3	54	67.4
Age	18-34	55.3	52.2	62.4	55.9	56.3
	35-54	56.9	49.6	64.5	51.9	65.6
	55+	61.5	53.4	66	54.1	75.7
Household Income	Under \$50K	51.4	44.4	61.3	47.6	56.5
	\$50K-<\$100K	56.9	50	63.8	52.8	64.9
	\$100K+	67.1	63.3	68.6	63.7	77.5
Region	Northeast	59.9	53.8	65.2	55.2	69.6
	Midwest	56.9	49.9	62.8	51.7	67
	South	58.3	53.9	64.3	56.5	63.7
	West	55.6	47.7	64.7	50.7	63.1
Children in Household	Yes	57.1	52.8	63.6	55.8	61.5
	No	57.9	51.2	64.4	53.3	66.5
Education	No college degree	55.2	49.1	62.6	51.7	61.7
	College degree	63.5	57.6	68	59.1	74
Employment Status	Full Time	60.9	57.3	64.9	59.1	67.4
	Part Time	54.8	48.1	63.9	51.2	61
	Not Emp.	50.1	40.2	61.7	44.3	58.2
	Retired	62.1	54.4	66.8	54.7	74.1
Marital Status	Married	60	53.8	64.7	55.1	70.2
	Other	55.7	49.7	63.8	52.8	61.2
Race	White	58.6	51	65	52.8	70.2
	Other	56.1	52.6	62.8	55.9	56.8
Party ID	Republican	54.2	48.6	58.4	51.1	64.2
	Democrat	63.2	57.5	72.2	59.7	66.7
	Independents	55	47.9	60.3	50.7	65.6
LIV	Rural	53.9	48.3	59.1	51.5	61.2
	Suburban	59.3	53	66.1	54.5	68.2
	Urban	58.2	52.2	65.7	55.1	63.8

# VIEWS ON ALLOWING BUSINESSES TO REOPEN REMAIN STABLE

Percent who agree that businesses should be allowed to reopen has not moved since late July

August  
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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: 58%**  
(+0 vs. last week,  
+21 vs. late April)

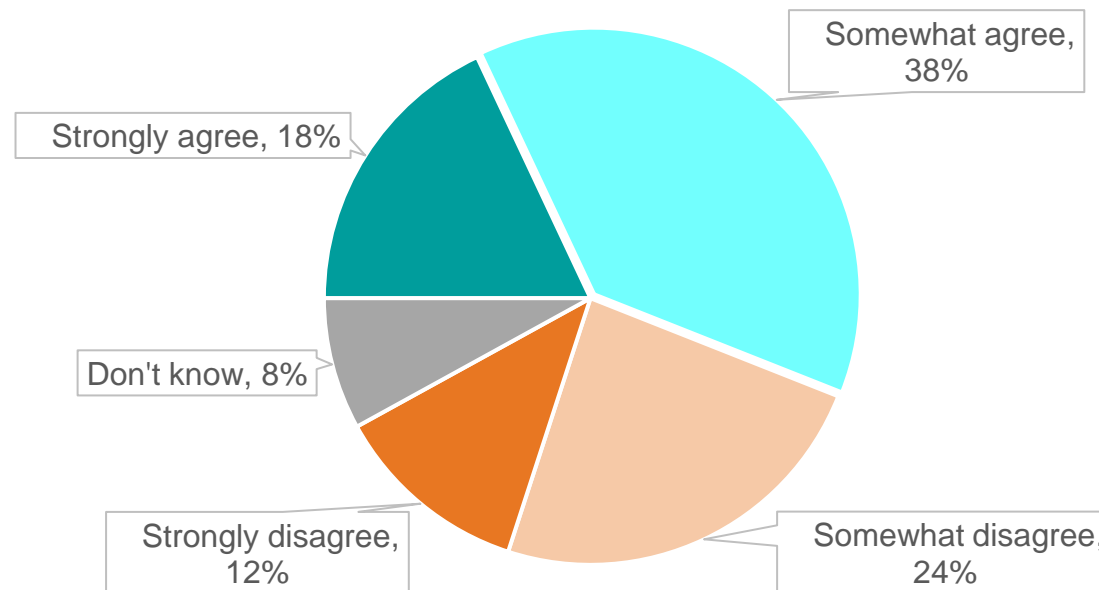
**Total Disagree: 38%**  
(+1 vs. last week,  
-20 vs. late April)

# EXPECTATIONS OF A QUICK ECONOMIC RECOVERY REMAIN UNCHANGED

Belief in a quick post-pandemic recovery similarly has not moved

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)

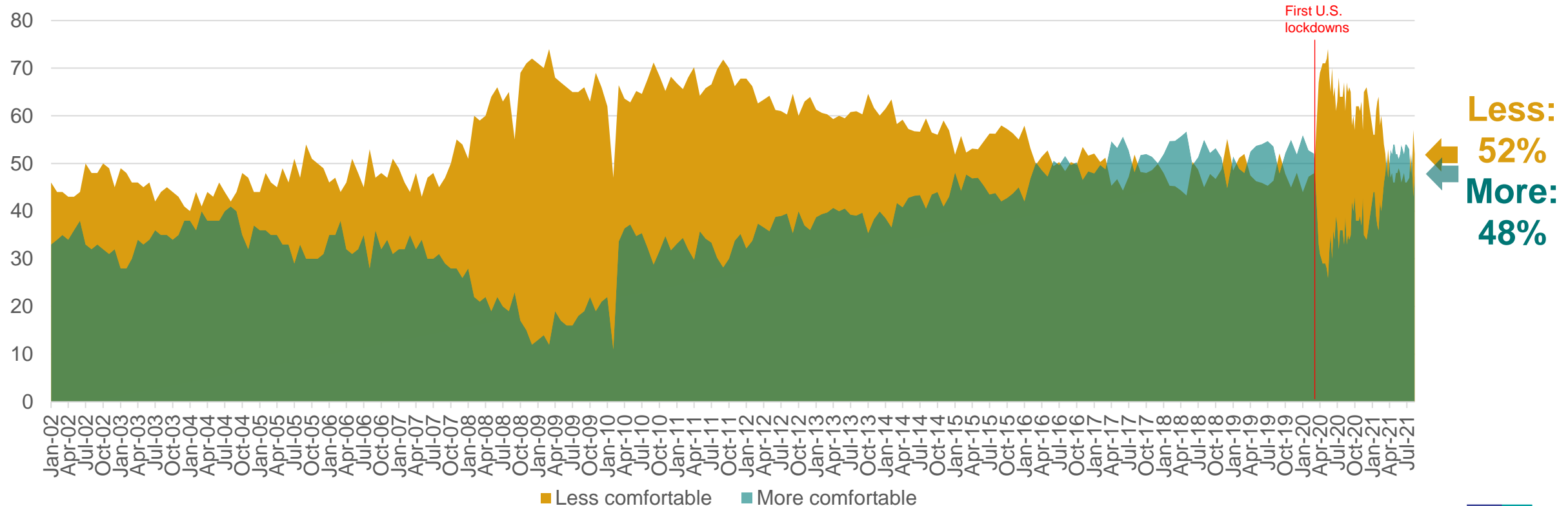
**Total Disagree: 36%**  
(-1 vs. last week,  
-13 vs. late April)

# COMFORT WITH MAKING MAJOR HOUSEHOLD PURCHASES REBOUNDS SOMEWHAT

48% 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?

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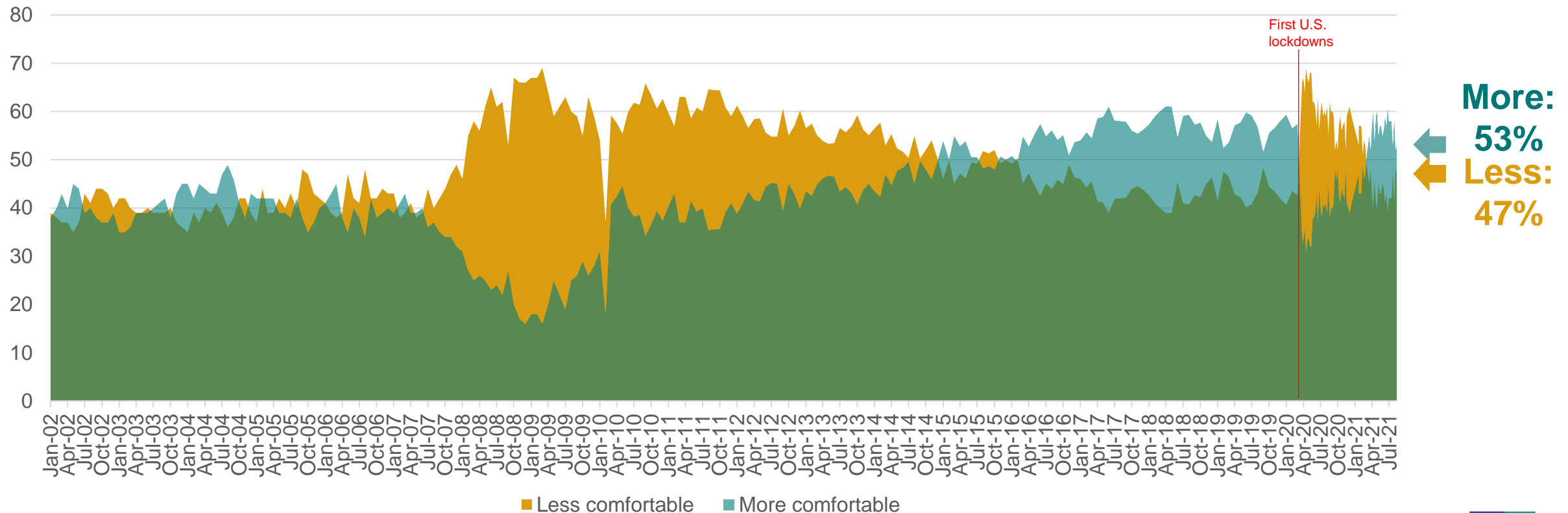


# COMFORT WITH MAKING OTHER HOUSEHOLD PURCHASES HOLDS STEADY

53% say they are more comfortable making other household purchases compared to six months ago, gaining 1 point from last week

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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 August 10-11, 2021, with a sample of 932 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  $n=932$ ,  $DEFF=1.5$ , 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**

