

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

**September 23, 2021**

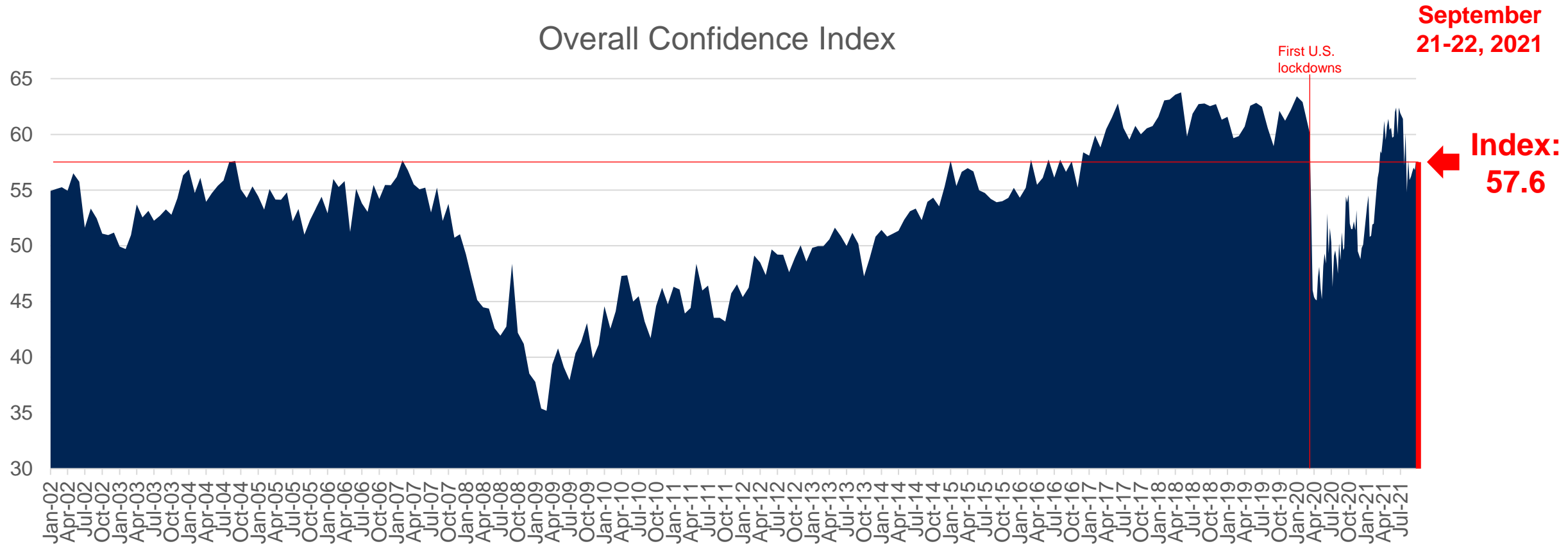
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# CONSUMER CONFIDENCE STATIC FOR FIFTH WEEK

At 57.6, the Overall Confidence Index gains a slight 0.8 point from last week

## Overall Confidence Index



# MINIMAL CHANGE SEEN ACROSS THE SUB-INDICES

Gains from last week are too muted to be meaningful

September 21-22, 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>57.6</b>  <u>Change vs.</u> Last week: <b>+0.8</b> Early March 2020: <b>-2.5</b> Pandemic average*: <b>+4.1</b> Historical average**: <b>+4.8</b>	New: <b>50.9</b>  <u>Change vs.</u> Last week: <b>+1.0</b> Early March 2020: <b>-2.5</b> Pandemic average*: <b>+5.8</b> Historical average**: <b>+6.0</b>	New: <b>63.9</b>  <u>Change vs.</u> Last week: <b>+0.9</b> Early March 2020: <b>+0.3</b> Pandemic average*: <b>-0.9</b> Historical average**: <b>+2.1</b>	New: <b>53.1</b>  <u>Change vs.</u> Last week: <b>+1.0</b> Early March 2020: <b>-1.5</b> Pandemic average*: <b>+4.3</b> Historical average**: <b>+5.0</b>	New: <b>66.3</b>  <u>Change vs.</u> Last week: <b>+0.5</b> Early March 2020: <b>-3.4</b> Pandemic average*: <b>+8.2</b> Historical average**: <b>+7.5</b>

\*since mid-March 2020

\*\* since January 2002

# SHIFTING DEMOGRAPHIC SENTIMENT

Some fluctuation is observable across demographic groups.

Those experiencing the greatest improvement in outlook this week include Americans living in the West (+4.9), Democrats (+3.5), those with a college degree (+3.3), those earning between \$50k-\$100k (+3.1), and Americans age 55 and above (+3).

Republicans saw the greatest reversal in outlook (-3.3).

September 21-22, 2021

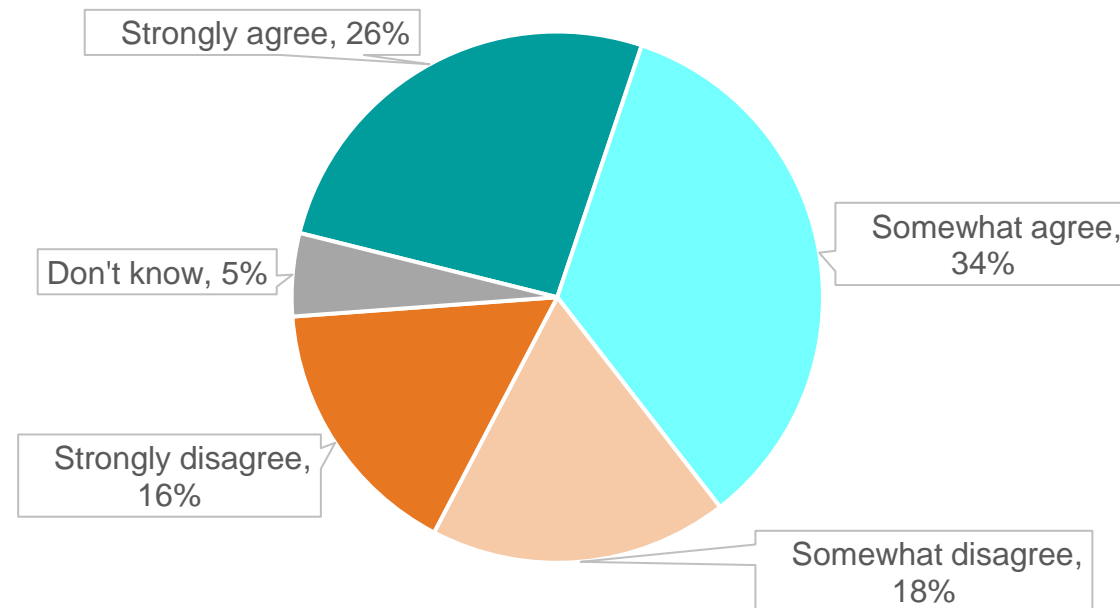
		National	Current	Expectations	Investment	Jobs
	Total	57.6	50.9	63.9	53.1	66.3
Gender	Male	60.7	56.4	65.8	58.7	65.7
	Female	54.7	45.8	62.2	47.8	67
Age	18-34	56.1	51.2	65.6	54.9	59.2
	35-54	57.4	50.6	62.3	52.9	66.3
	55+	59.3	50.9	63.9	51.5	74
Household Income	Under \$50K	50.9	40.1	62.3	43.5	60
	\$50K-<\$100K	58.9	52.2	64	53.5	69.4
	\$100K+	64.5	63.1	65.9	65.2	70
Region	Northeast	57	48.6	65.5	50.2	67
	Midwest	58.6	50.9	64.5	52.3	70.7
	South	55.9	47.3	64.3	49.5	65.7
	West	60.2	59.5	61.3	63	62.3
Children in Household	Yes	56.5	51.1	64.3	53.7	60.5
	No	58	50.8	63.8	52.9	68.3
Education	No college degree	54.9	47.6	61.8	50.1	63.9
	College degree	63.6	58.4	68.8	59.7	71.7
Employment Status	Full Time	59.4	55.6	63.3	57.7	65.4
	Part Time	59.2	53.4	66.9	56	66.2
	Not Emp.	50.5	39.2	62.4	42.9	60.6
	Retired	62.8	54.7	66	54.7	78.4
Marital Status	Married	61.4	57.3	63.6	58.3	70.4
	Other	53.9	44.6	64.2	48	62.3
Race	White	57.2	50.1	64	51.7	67.3
	Other	58.3	52.6	63.8	55.9	64.4
Party ID	Republican	51	45	53.9	46.8	62.4
	Democrat	64.6	58.3	73.7	60.3	70.1
	Independents	57.1	50.3	60.7	53	68.7
LIV	Rural	54.4	45.8	61.1	47.9	67.6
	Suburban	57.6	50.8	64.2	54.1	66
	Urban	60.4	55.5	66	56	65.8

# RENEWED SUPPORT FOR REOPENING BUSINESSES EVEN BEFORE THE VIRUS IS FULLY CONTAINED

Percent who agree that businesses should be allowed to start up again gains 5 points

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

September  
21-22, 2021



**Total Agree: 60%**  
**(+5 vs. last week,**  
**+23 vs. late April)**

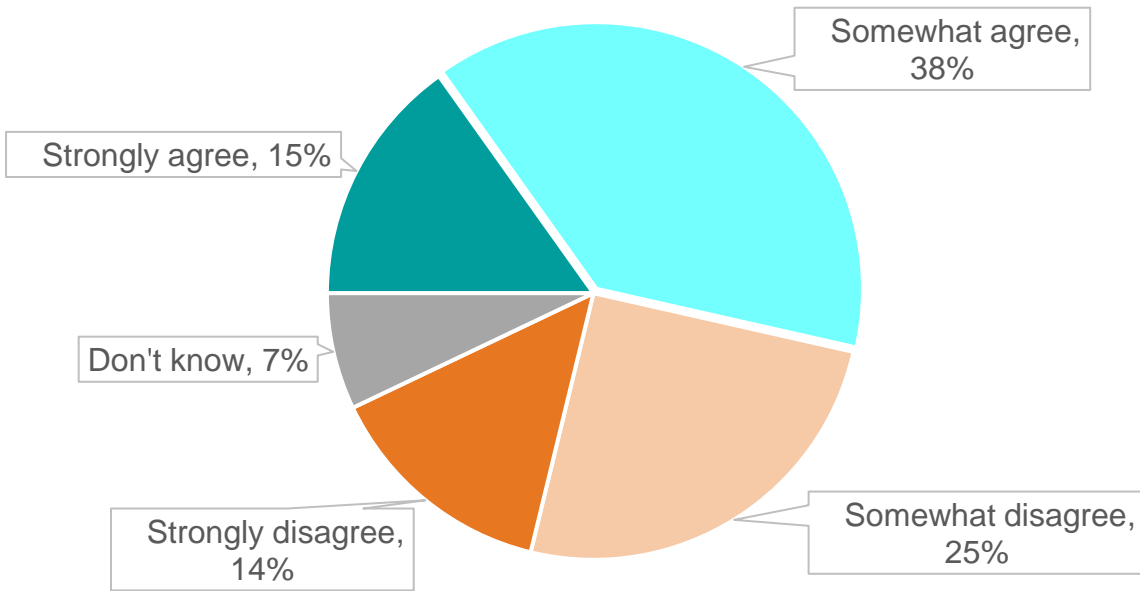
**Total Disagree: 35%**  
**(-4 vs. last week,**  
**-23 vs. late April)**

# AMERICANS ARE SPLIT ON HOW QUICKLY THE ECONOMY WILL RECOVER POST-PANDEMIC

Percent who believe the economy will recover quickly gains a slight 3 points

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

September 21-22, 2021



**Total Agree: 54%**  
(+3 vs. last week, +7 vs. late April)

**Total Disagree: 39%**  
(-2 vs. last week, -10 vs. late April)

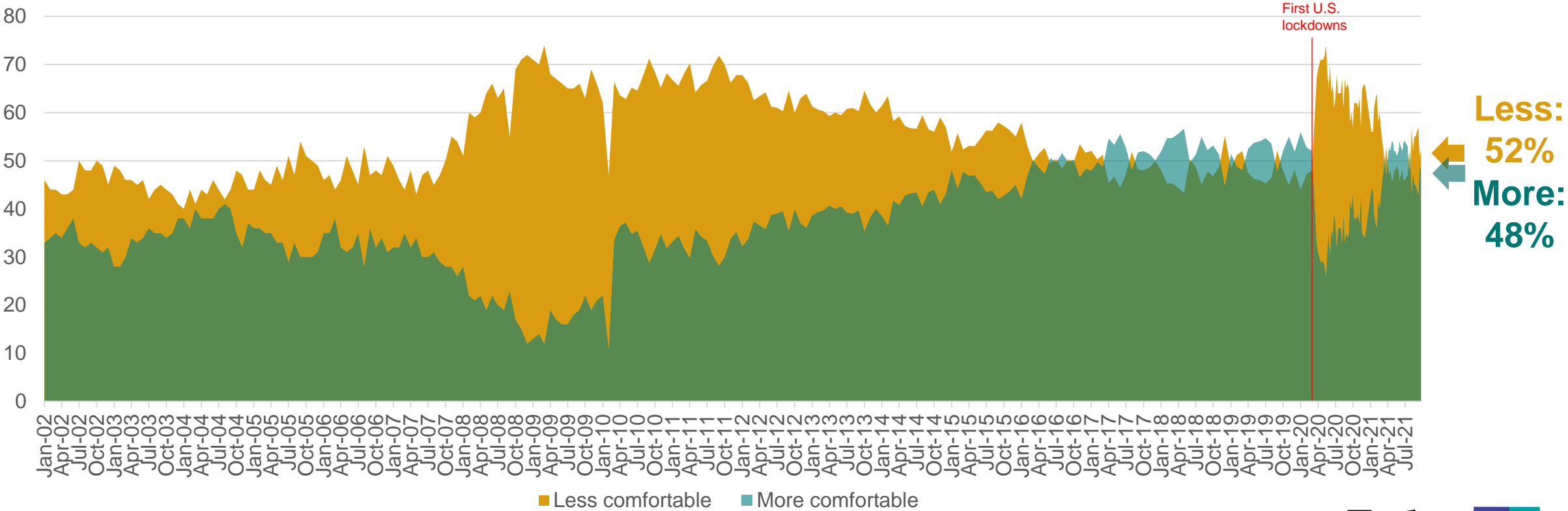
Source: Jan 2002- Feb 2011 RBC CASH Index  
March 2011 to early March Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index  
March 25, 2020 to date Ipsos-Forbes Advisor U.S. Consumer Confidence Weekly Tracker

# JUST UNDER HALF REPORT BEING COMFORTABLE MAKING MAJOR PURCHASES

48% say they are more comfortable making major household purchases compared to six months ago, down 1 point from last week

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

September 21-22, 2021

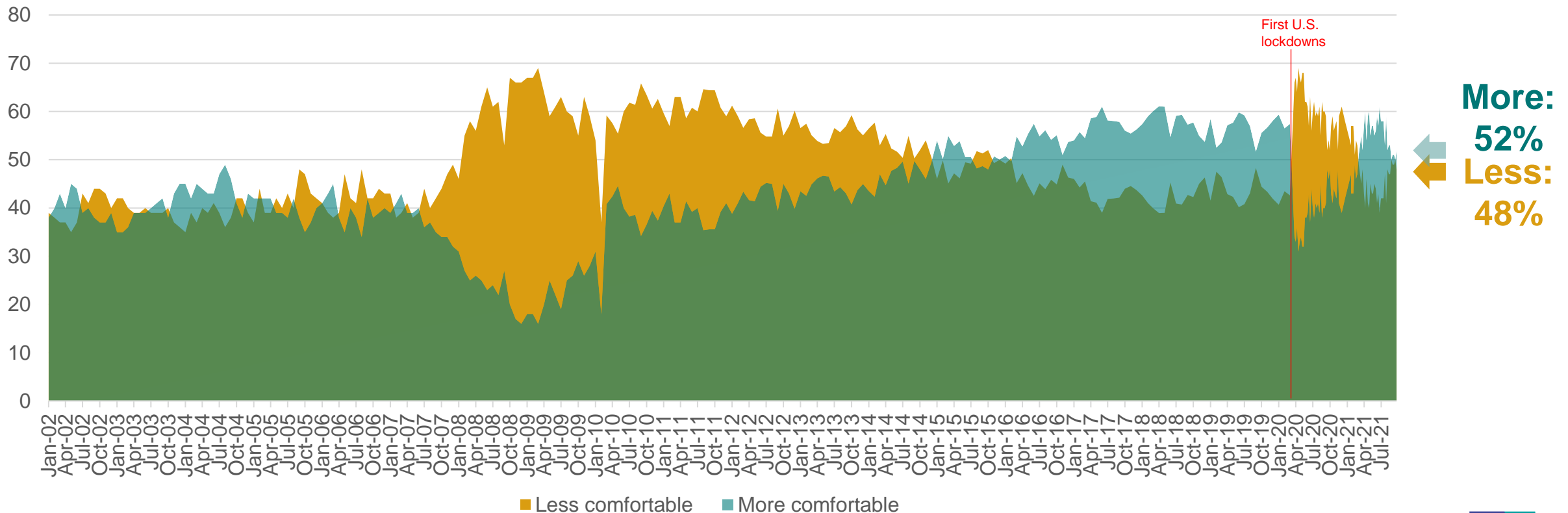


# HALF EXPRESS GREATER COMFORT MAKING OTHER HOUSEHOLD PURCHASES

52% say they are more comfortable making other household purchases compared to six months ago, up 2 points from last week

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

September 21-22, 2021





# METHODOLOGY

These findings are based on data from an Ipsos survey conducted September 21-22, 2021, with a sample of 939 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 3.6 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  $n=939$ ,  $DEFF=1.5$ , 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**

