

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

October 1, 2021

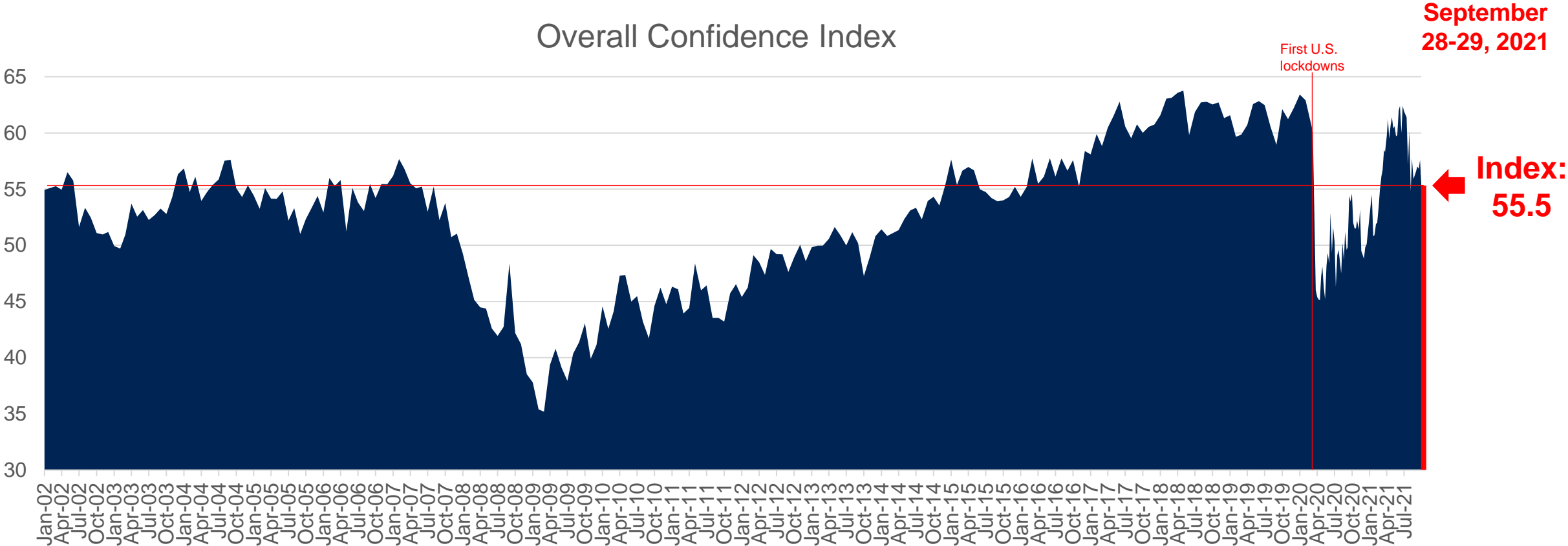
© 2021 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



CONSUMER CONFIDENCE EXPERIENCES SLIGHT SETBACK

At 55.5, the Overall Confidence Index drops 2.1 points from 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

CURRENT, INVESTMENT, AND EXPECTATIONS SUB-INDICES ALL SEE A SIGNIFICANT DECLINE

Loss in Jobs sub-indices are too muted to be meaningful

September 28-29, 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: 55.5 <u>Change vs.</u> Last week: -2.1 Early March 2020: -4.6 Pandemic average*: +1.9 Historical average**: +2.6	New: 48.7 <u>Change vs.</u> Last week: -2.2 Early March 2020: -4.7 Pandemic average*: +3.5 Historical average**: +3.7	New: 62.1 <u>Change vs.</u> Last week: -1.8 Early March 2020: -1.5 Pandemic average*: -2.7 Historical average**: +0.3	New: 50.5 <u>Change vs.</u> Last week: -2.6 Early March 2020: -4.1 Pandemic average*: +1.6 Historical average**: +2.4	New: 65.4 <u>Change vs.</u> Last week: -0.9 Early March 2020: -4.3 Pandemic average*: +7.2 Historical average**: +6.5

*since mid-March 2020

** since January 2002

SHIFTING DEMOGRAPHIC SENTIMENT

No demographic groups see a significant increase in sentiment, and many see declines.

Groups experiencing the steepest drops include people residing in the West (-7.2), rural dwellers (-5.5), Independents (-4.2) and those earning between \$50,000 and \$100,000 (-3.9).

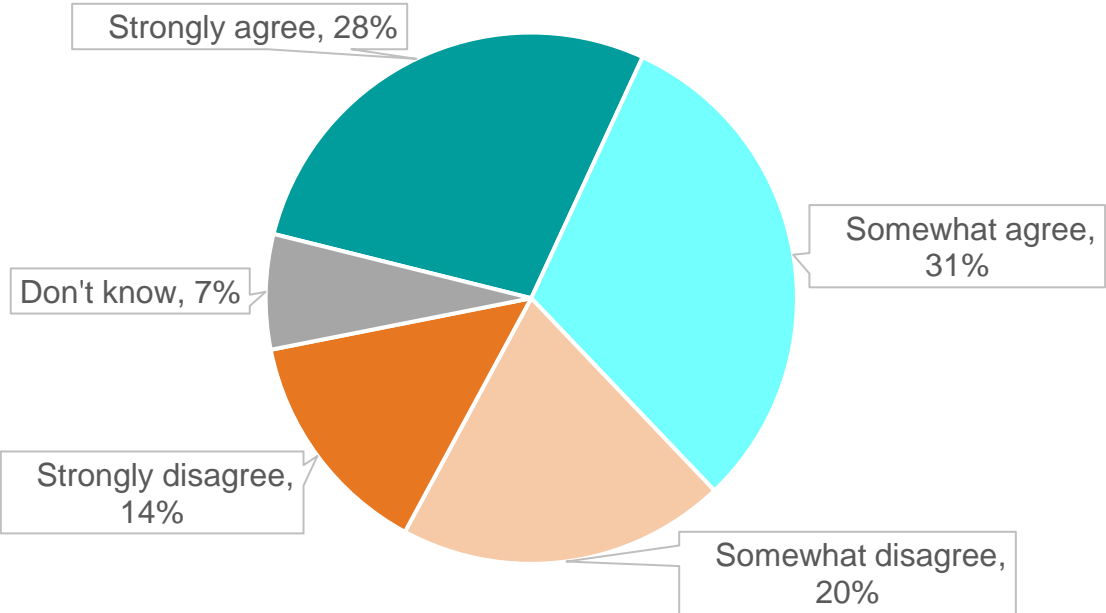
		National	Current	Expectations	Investment	Jobs
	Total	55.5	48.7	62.1	50.5	65.4
Gender	Male	57.4	52.9	61.1	55	64.5
	Female	53.7	44.6	63.1	46.2	66.2
Age	18-34	53.6	48	63.9	51.6	55.8
	35-54	55.5	49	60.1	50.1	67.8
	55+	58	49	62.7	49.6	73.8
Household Income	Under \$50K	49.3	39.6	62.4	43.2	55.5
	\$50K-<\$100K	55	48.1	60.2	49.3	66.9
	\$100K+	64.9	62	64.9	62.3	76.3
Region	Northeast	55.1	46	64.5	47.4	66.4
	Midwest	56.9	48.6	64.4	50.6	69.2
	South	56.5	51.6	61.3	53.2	64.4
	West	53	45.9	59.5	48.3	62.7
Children in Household	Yes	56.8	51.7	62.5	53.2	65.5
	No	55	47.5	62	49.5	65.3
Education	No college degree	52.8	45.2	60.9	47.6	62.2
	College degree	62.1	56.9	65.1	57.4	73
Employment Status	Full Time	57.5	53.3	61.2	55.1	65.5
	Part Time	55.5	47.6	63.1	51.2	64.8
	Not Emp.	48.3	37.9	61.6	40.5	57.5
	Retired	60.8	52.4	64.7	52.4	77.2
Marital Status	Married	58.8	52.3	62.5	52.9	72.2
	Other	52.3	45.1	61.7	48.1	58.6
Race	White	55.3	46.8	62.1	48.5	68.5
	Other	55.8	52	62.1	53.9	60
Party ID	Republican	52.9	46.4	54.8	48.7	67.2
	Democrat	61.1	55.9	70.5	57.5	65.1
	Independents	52.9	42.9	59.9	44.2	66.3
LIV	Rural	48.9	38.3	58.9	41.2	61.7
	Suburban	57.2	51.3	61.4	51.9	69.1
	Urban	58.3	53	66.3	56.1	61.6

CLOSE TO 6 IN 10 SUPPORT REOPENING BUSINESSES EVEN BEFORE THE VIRUS IS FULLY CONTAINED

Percent who agree that businesses should be allowed to start up again sheds a slight 2 points

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

September 28-29, 2021



Total Agree: 58%
(-2 vs. last week,
+21 vs. late April)

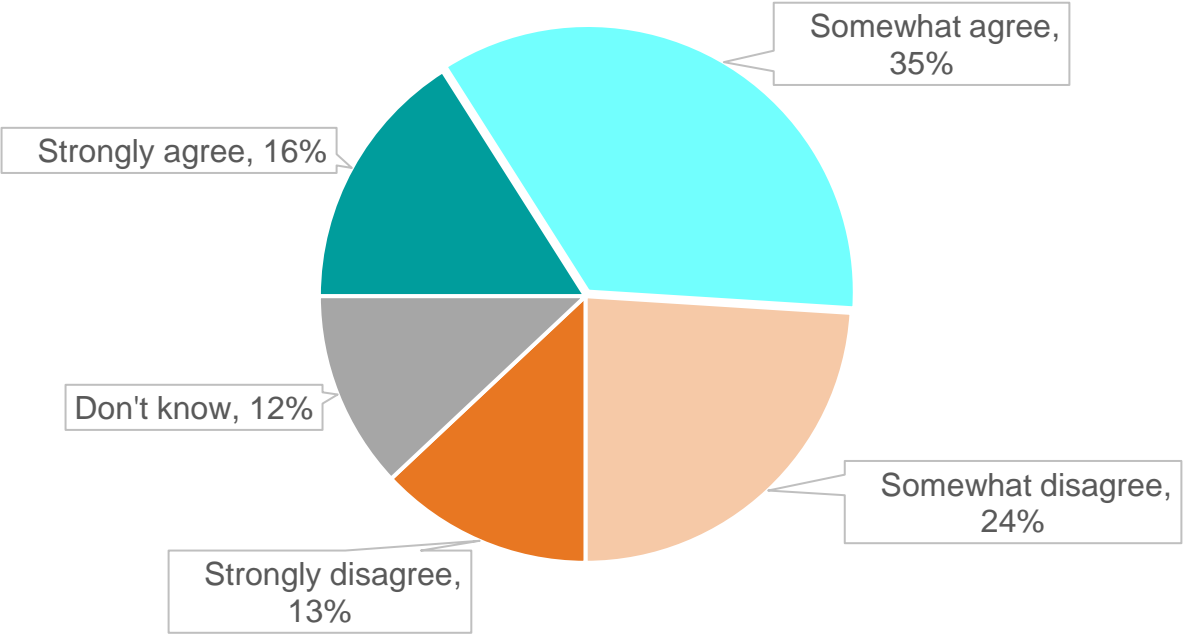
Total Disagree: 34%
(-1 vs. last week,
-24 vs. late April)

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

Percent who believe the economy will recover quickly reverses last week's gains

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

September 28-29, 2021



Total Agree: 51%
(-3 vs. last week, +4 vs. late April)

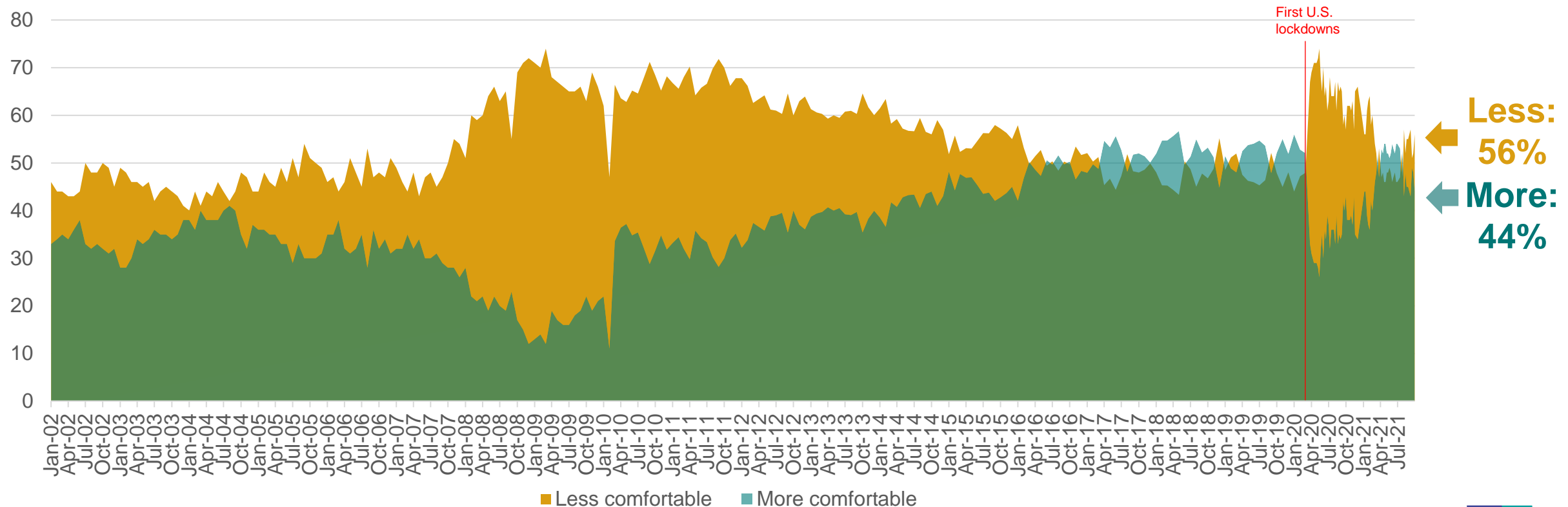
Total Disagree: 37%
(-2 vs. last week, -12 vs. late April)

JUST OVER 2 IN 5 REPORT BEING COMFORTABLE MAKING MAJOR PURCHASES

44% say they are more comfortable making major household purchases compared to six months ago, down 4 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?

September 28-29, 2021

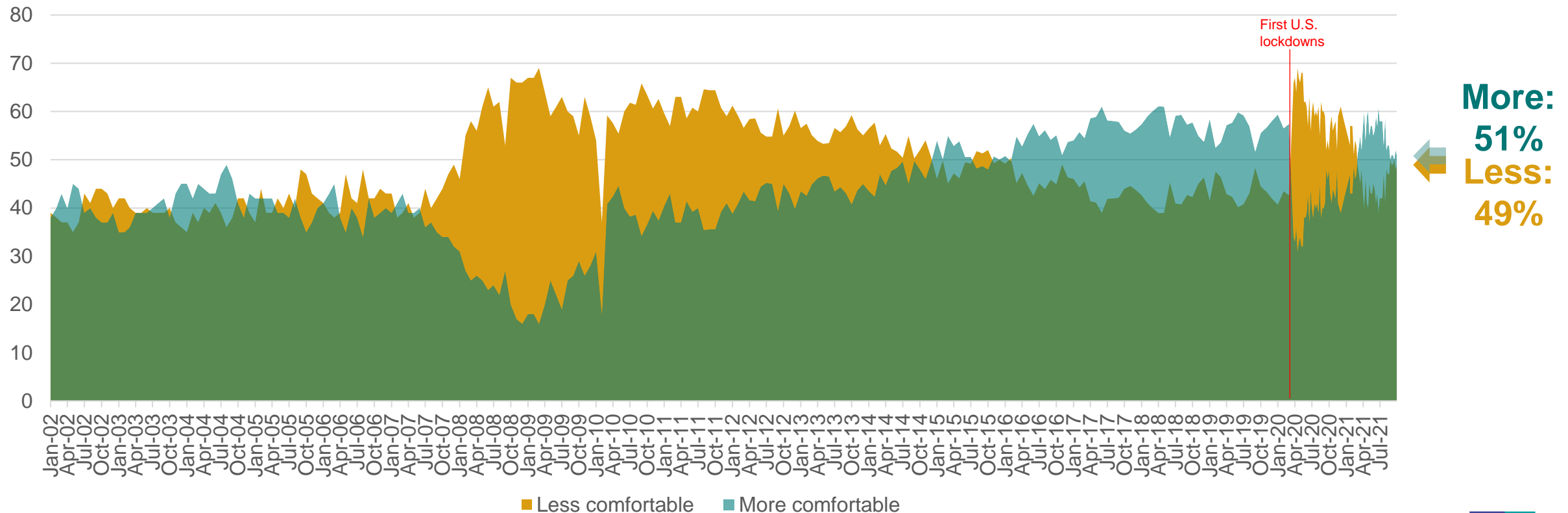


JUST UNDER HALF EXPRESS GREATER COMFORT MAKING OTHER HOUSEHOLD PURCHASES

51% say they are more comfortable making other household purchases compared to six months ago, down 1 point from last week

September 28-29, 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 September 28-29, 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), 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.

For more information, contact:

Kate Silverstein

Media Relations Specialist, Public Affairs, U.S.

kate.silverstein@ipsos.com

Chris Jackson

Senior Vice President, Public Affairs, U.S.

chris.jackson@ipsos.com

Nicolas Boyon

Senior Vice President, Public Affairs, U.S.

nicolas.boyon@ipsos.com

GAME CHANGERS

