

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

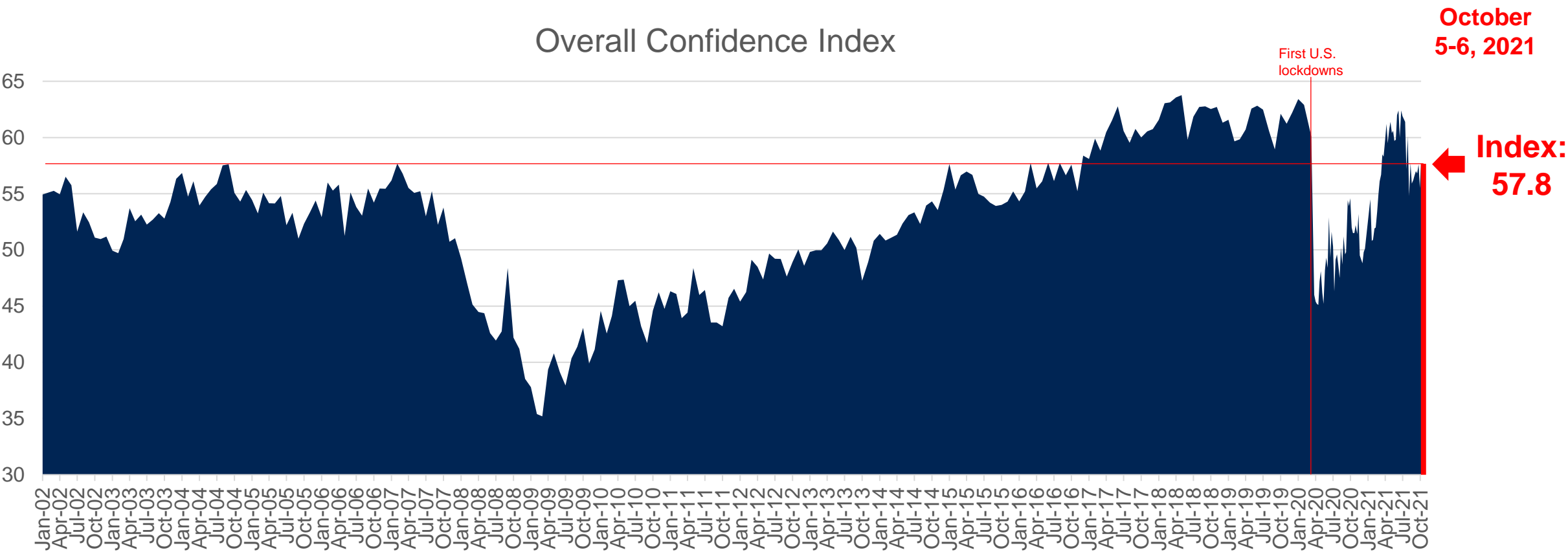
October 7, 2021

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CONSUMER CONFIDENCE REVERSES LAST WEEK'S LOSSES

At 57.8, the Overall Confidence Index gains 2.3 points from last week



CURRENT, INVESTMENT, AND EXPECTATIONS SUB-INDICES ALL SEE SLIGHT INCREASE

Gains in the Jobs sub-index are most meaningful

October 5-6, 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: 57.8	New: 50.5	New: 64.0	New: 52.4	New: 68.1
Change vs. Last week: +2.3 Early March 2020: -2.3 Pandemic average*: +4.2 Historical average**: +4.9	Change vs. Last week: +1.8 Early March 2020: -2.9 Pandemic average*: +5.2 Historical average**: +5.5	Change vs. Last week: +1.9 Early March 2020: +0.4 Pandemic average*: -0.8 Historical average**: +2.2	Change vs. Last week: +1.9 Early March 2020: -2.2 Pandemic average*: +3.5 Historical average**: +4.3	Change vs. Last week: +2.7 Early March 2020: -1.6 Pandemic average*: +9.8 Historical average**: +9.2

*since mid-March 2020

** since January 2002

SHIFTING DEMOGRAPHIC SENTIMENT

Change is almost universally positive across demographic sub-groups.

People who live in the West reverse last week's 7.2-point decline, gaining 9.7 points. Other groups showing a notable appreciation in sentiment include part-time workers (+6.6), Americans age 18-34 (+4.5) and people living in the Northeast (+4.2) and urban areas (+4.1).

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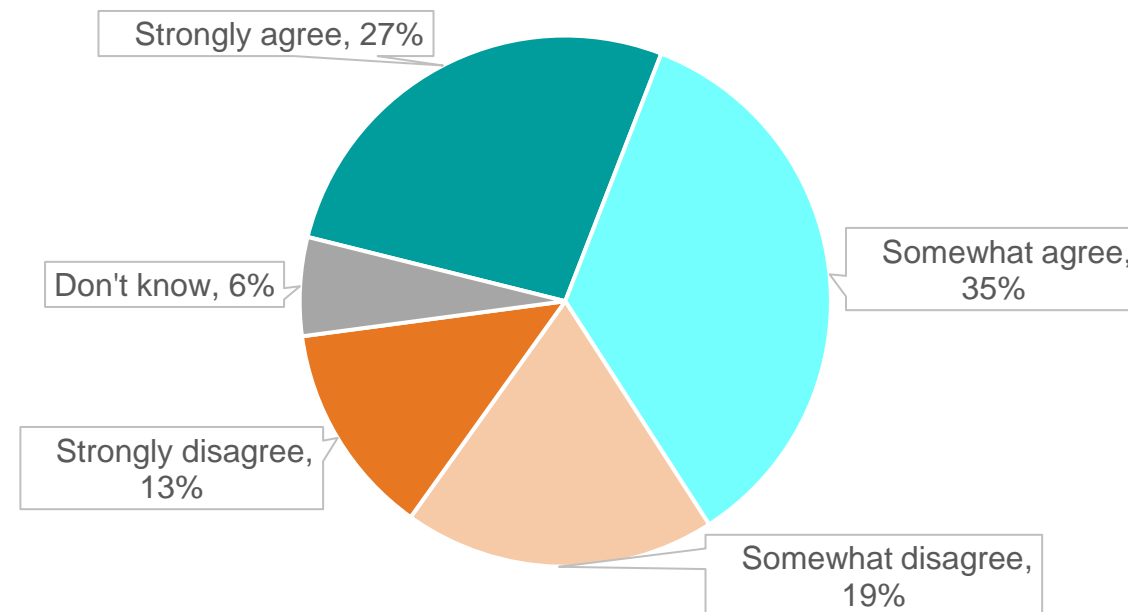
		National	Current	Expectations	Investment	Jobs
	Total	57.8	50.5	64	52.4	68.1
Gender	Male	59.7	53.2	66.5	54.8	67.3
	Female	56	48.1	61.6	50.2	68.9
Age	18-34	58.1	52.6	65.2	55.8	63.4
	35-54	55.9	47.9	63.3	49.3	66.5
	55+	59.4	51.2	63.4	52.2	74.9
Household Income	Under \$50K	51.4	43.4	60.8	45.6	59.6
	\$50K-<\$100K	57.8	49.7	63.9	51.7	69.4
	\$100K+	67	62.4	68.7	63.6	78.2
Region	Northeast	59.3	53.7	64.1	53.7	71.3
	Midwest	54.6	45.4	62.1	47.5	68
	South	55.8	48.6	61.9	51.3	64.8
	West	62.7	56.1	69.2	57.9	71.3
Children in Household	Yes	59.2	53	65.7	54.7	67.1
	No	57.3	49.7	63.4	51.7	68.5
Education	No college degree	54.9	46.8	62.6	48.8	65.6
	College degree	64.5	59.4	67.3	61.1	74.1
Employment Status	Full Time	59.2	52.9	65.1	54.1	68.9
	Part Time	62.1	58	66.1	58.1	69.8
	Not Emp.	50.7	40.8	59.5	45.3	60.9
	Retired	61.2	53	65.9	54.2	75.6
Marital Status	Married	60.5	54.1	64.7	55.9	71.3
	Other	55.2	47.3	63.4	49.3	65.2
Race	White	56.6	48	62.9	49.7	70.5
	Other	59.8	55	65.9	57.3	64
Party ID	Republican	53.8	46.1	58.5	48.9	66.5
	Democrat	63.3	57.4	69.9	57.9	70.4
	Independents	54.2	44.6	63.6	48.6	64.7
LIV	Rural	52.1	43.1	59.5	46.1	64.6
	Suburban	58.6	51.6	64.5	52.8	69.5
	Urban	62.4	56.7	67.8	58.9	68.9

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 gains a slight 3 points

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

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Total Agree: 61%
(+3 vs. last week,
+24 vs. late April)

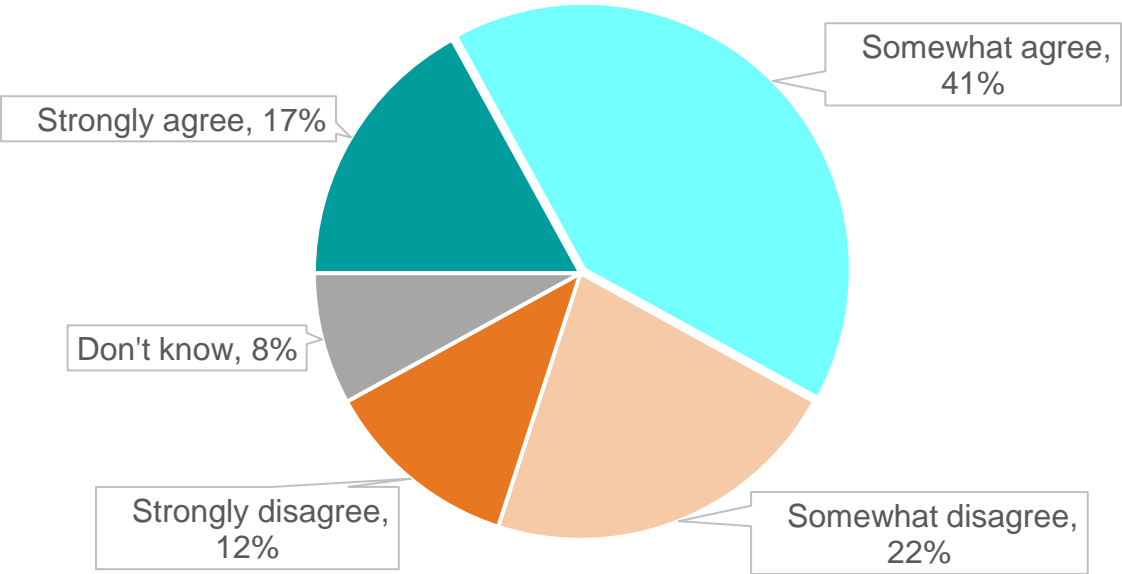
Total Disagree: 32%
(-2 vs. last week,
-26 vs. late April)

OPTIMISM ABOUT A QUICK POST-PANDEMIC RECOVERY GROWS MORE EXPANSIVE

Percent who are optimistic about a quick recovery gains 7 points from last week

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

October 5-6, 2021



Total Agree: 58%
(+7 vs. last week,
+11 vs. late April)

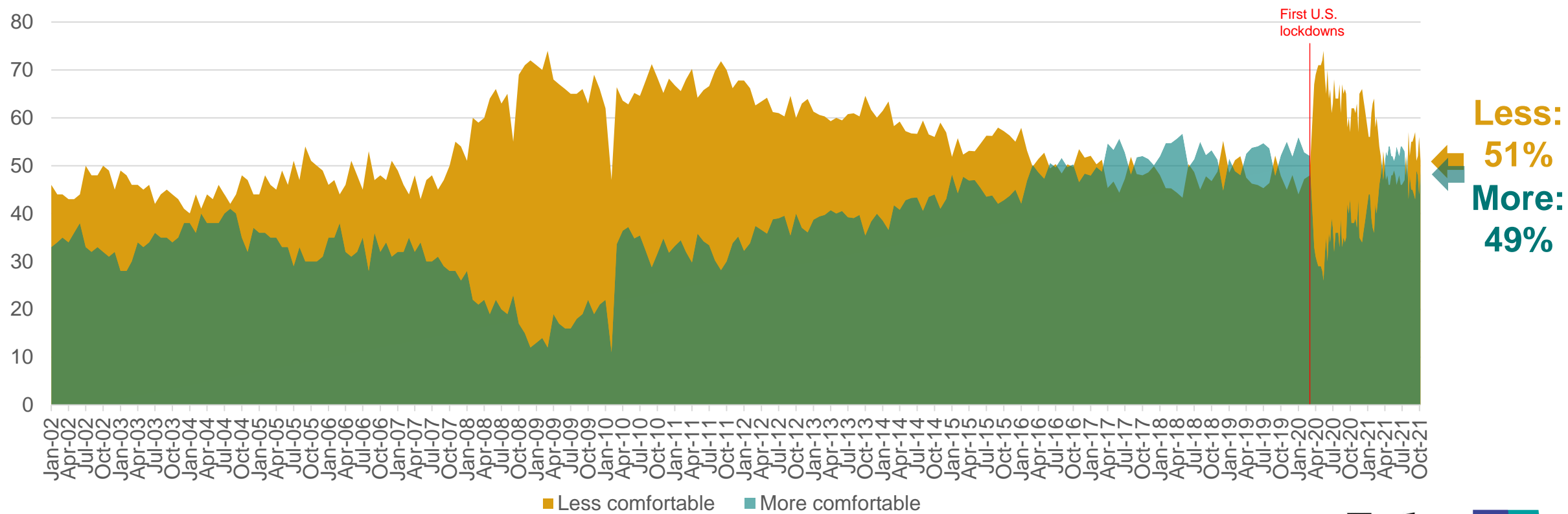
Total Disagree: 34%
(-3 vs. last week,
-15 vs. late April)

CLOSE TO HALF REPORT BEING COMFORTABLE MAKING MAJOR PURCHASES

49% 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?

October 5-6, 2021

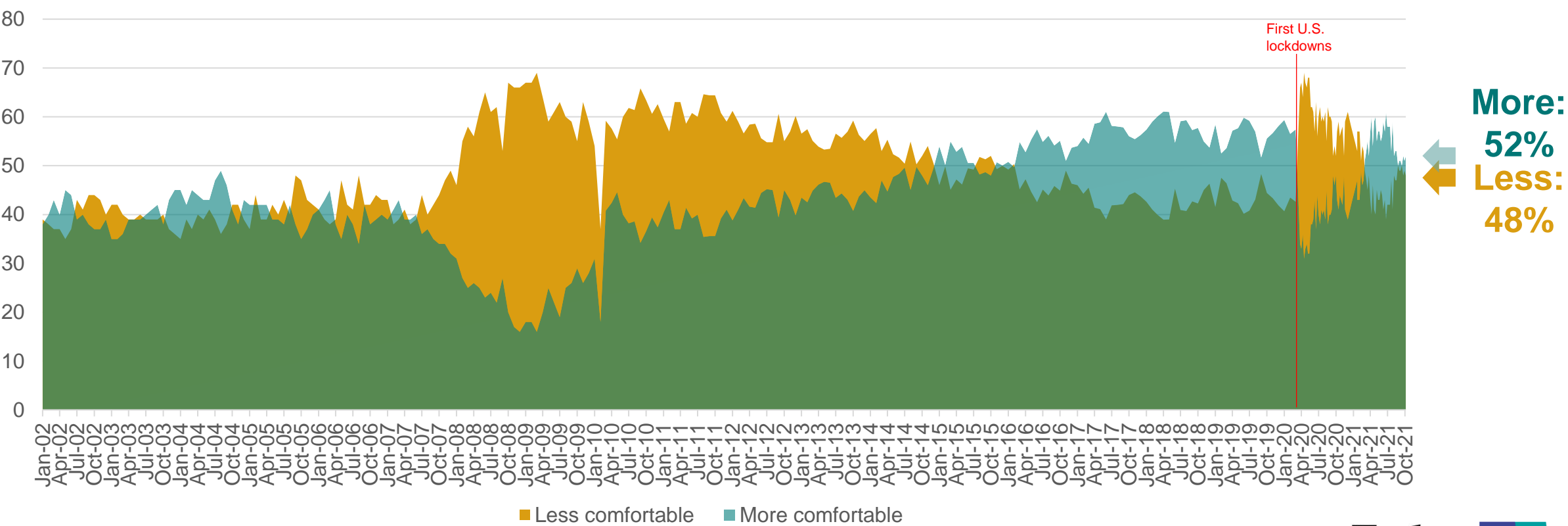


JUST OVER HALF EXPRESS GREATER COMFORT MAKING OTHER HOUSEHOLD PURCHASES

52% say they are more comfortable making other household purchases compared to six months ago, up 1 point from last week

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

October 5-6, 2021



METHODOLOGY

These findings are based on data from an Ipsos survey conducted October 5-6, 2021, with a sample of 943 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 $n=943$, $DEFF=1.5$, 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

