

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

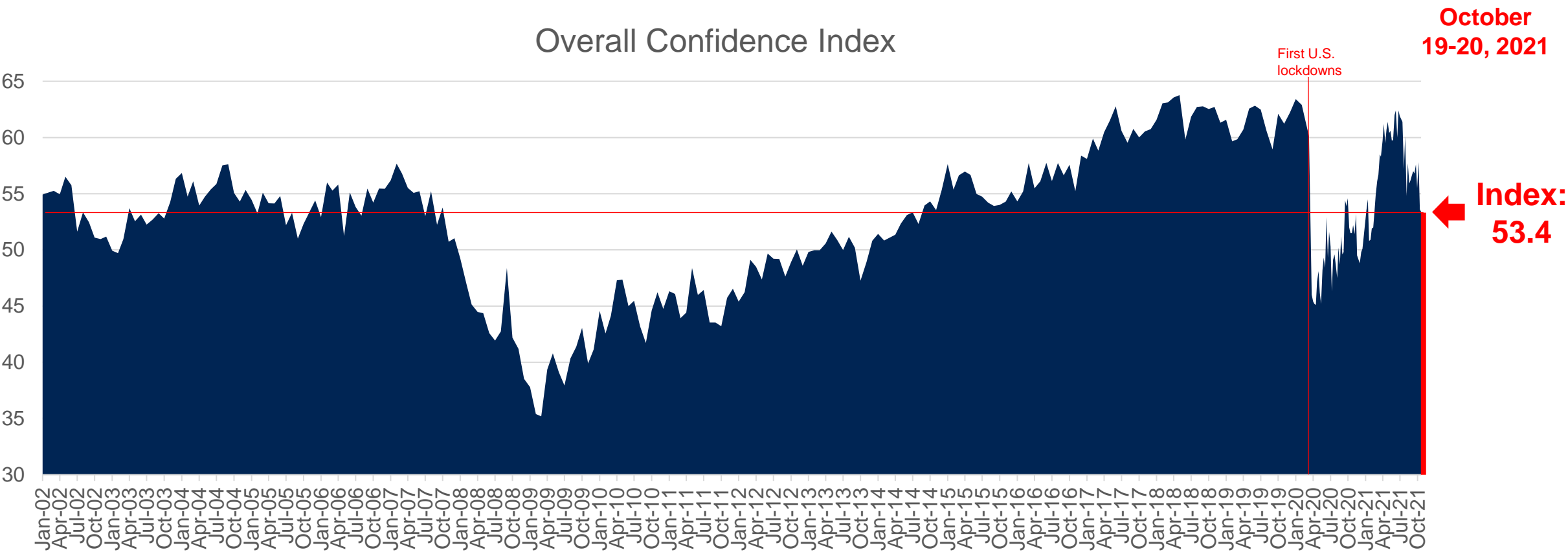
**October 22, 2021**

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# CONSUMER CONFIDENCE HOLDS STEADY

At 53.4, the Overall Confidence Index is almost unchanged from last week (-0.2)



# MOST SUB-INDICES STABILIZE AFTER LAST WEEK'S DROP

Expectations fall another 1.3 points this week

October 19-20, 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
<p>New: <b>53.4</b></p> <p><u>Change vs.</u> Last week: <b>-0.2</b> Early March 2020: <b>-6.7</b> Pandemic average*: <b>-0.2</b> Historical average**: <b>+0.5</b></p>	<p>New: <b>45.2</b></p> <p><u>Change vs.</u> Last week: <b>+0.6</b> Early March 2020: <b>-8.2</b> Pandemic average*: <b>-0.1</b> Historical average**: <b>+0.2</b></p>	<p>New: <b>60.9</b></p> <p><u>Change vs.</u> Last week: <b>-1.3</b> Early March 2020: <b>-2.7</b> Pandemic average*: <b>-3.8</b> Historical average**: <b>-1.0</b></p>	<p>New: <b>47.7</b></p> <p><u>Change vs.</u> Last week: <b>+0.5</b> Early March 2020: <b>-6.9</b> Pandemic average*: <b>-1.2</b> Historical average**: <b>-0.4</b></p>	<p>New: <b>63.3</b></p> <p><u>Change vs.</u> Last week: <b>-0.7</b> Early March 2020: <b>-6.4</b> Pandemic average*: <b>+4.8</b> Historical average**: <b>+4.4</b></p>

\*since mid-March 2020

\*\* since January 2002

# SHIFTING DEMOGRAPHIC SENTIMENT

For the most part, change in sentiment across demographic groups is muted, shifting less than 2 points or not at all.

Those experiencing the greatest improvement in sentiment include people of color (+5.7 points) and Democrats (+4.9 points).

Groups expressing more negative outlooks include Independents (-4.9), rural Americans (-4.5) and Americans earning between \$50k-\$100k and white Americans (-3.5 each).

October 19-20, 2021

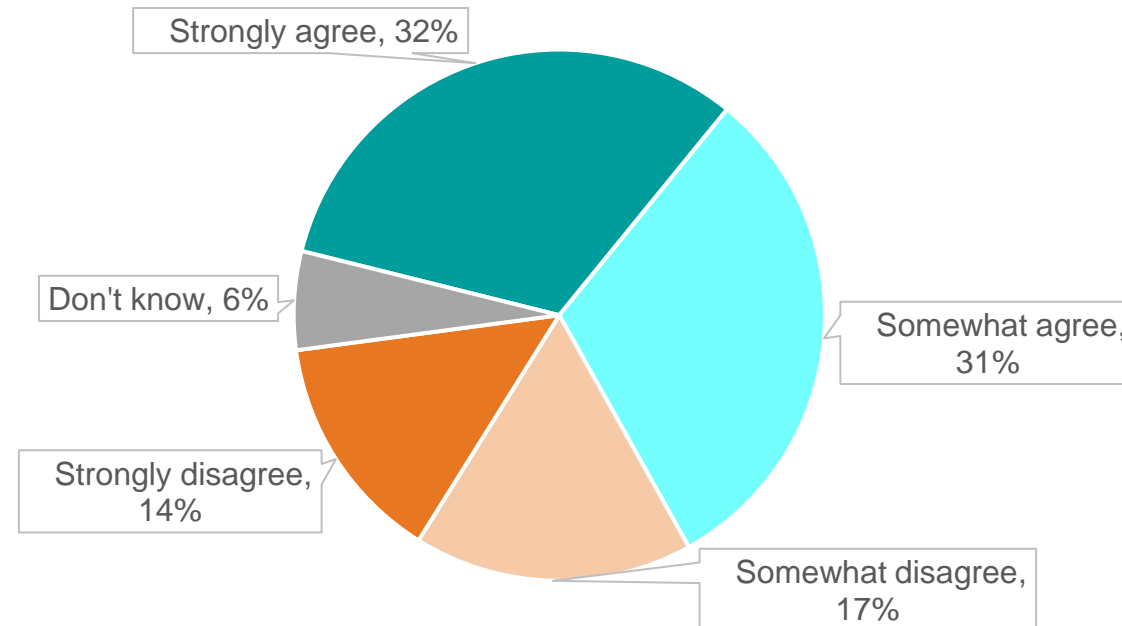
		National	Current	Expectations	Investment	Jobs
Gender	Total	53.4	45.2	60.9	47.7	63.3
	Male	54.7	48.4	61.2	51	60.7
	Female	52.1	42.2	60.6	44.5	65.8
Age	18-34	51.9	45.6	61.8	49.4	55.7
	35-54	53.8	44.6	61	47.3	65.6
	55+	54.6	45.5	59.9	46.2	69.2
Household Income	Under \$50K	47.2	37.2	58.5	39.7	55.3
	\$50K-<\$100K	50.8	39.6	59.9	41.9	64.1
	\$100K+	64.4	62.7	65.3	65.4	71.8
Region	Northeast	53.9	44.4	63.8	47.3	63.3
	Midwest	54.9	48.6	58.3	50	67.8
	South	50.6	41.9	59.6	44.5	59.5
	West	56	48.1	63.3	51.1	65.3
Children in Household	Yes	54.9	47.4	63.2	50.1	64
	No	52.9	44.5	60.2	47	63.1
Education	No college degree	50.7	41.2	60.3	43.7	60.7
	College degree	59.7	54.8	62.5	57.2	69.5
Employment Status	Full Time	56.7	51.2	61.5	53.5	65.4
	Part Time	52.7	47.5	62	48.8	57.1
	Not Emp.	46.9	33.3	60.8	37	58.4
	Retired	53.8	43.8	58.8	45.8	68.5
Marital Status	Married	57.7	51.8	61.7	53.6	68.1
	Other	49.3	39	60.2	42.2	58.7
Race	White	51.6	42.6	58.3	44.4	64.8
	Other	56.5	49.8	65.5	53.4	60.6
Party ID	Republican	45.4	37.3	50	40.7	57.6
	Democrat	63.5	56	73	58.4	69.4
	Independents	49.4	39.2	57.5	41.1	64.3
LIV	Rural	46.4	36.3	54	38.7	60.5
	Suburban	55	47.1	61.9	49.6	64.8
	Urban	56.9	50.1	65.8	52.8	62.9

# 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 is statistically unchanged

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

October  
19-20, 2021



**Total Agree: 63%**  
(+1 vs. last week,  
+26 vs. late April)

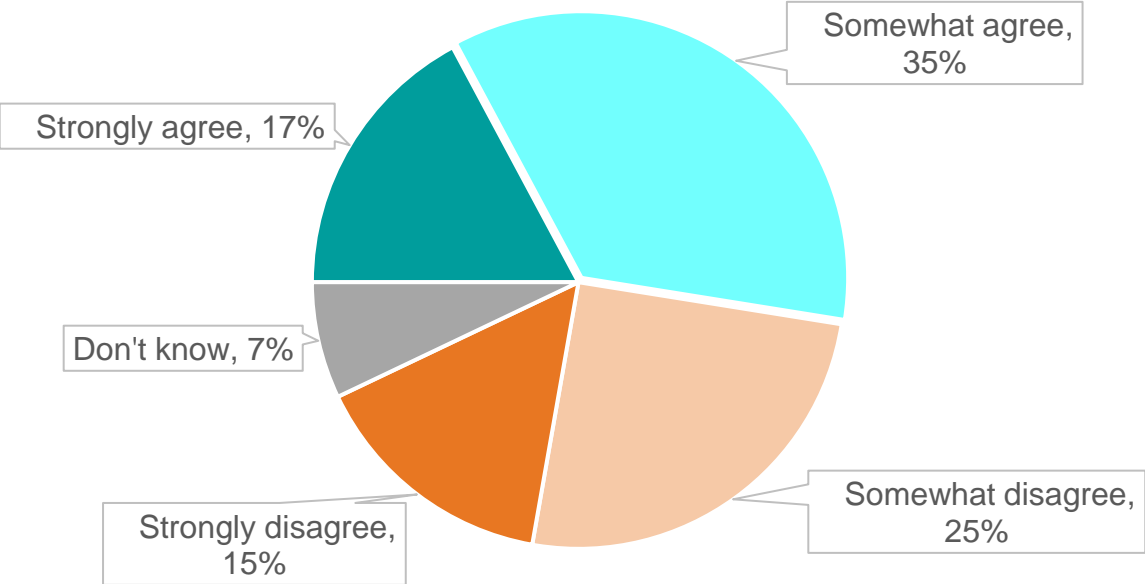
**Total Disagree: 31%**  
(-1 vs. last week,  
-27 vs. late April)

# JUST OVER HALF BELIEVE THE ECONOMY WILL RECOVER QUICKLY POST PANDEMIC

Percent who are optimistic about a quick recovery gains 3 points after last week's sudden drop

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

October  
19-20, 2021



**Total Agree: 53%**  
**(+3 vs. last week,**  
**+6 vs. late April)**

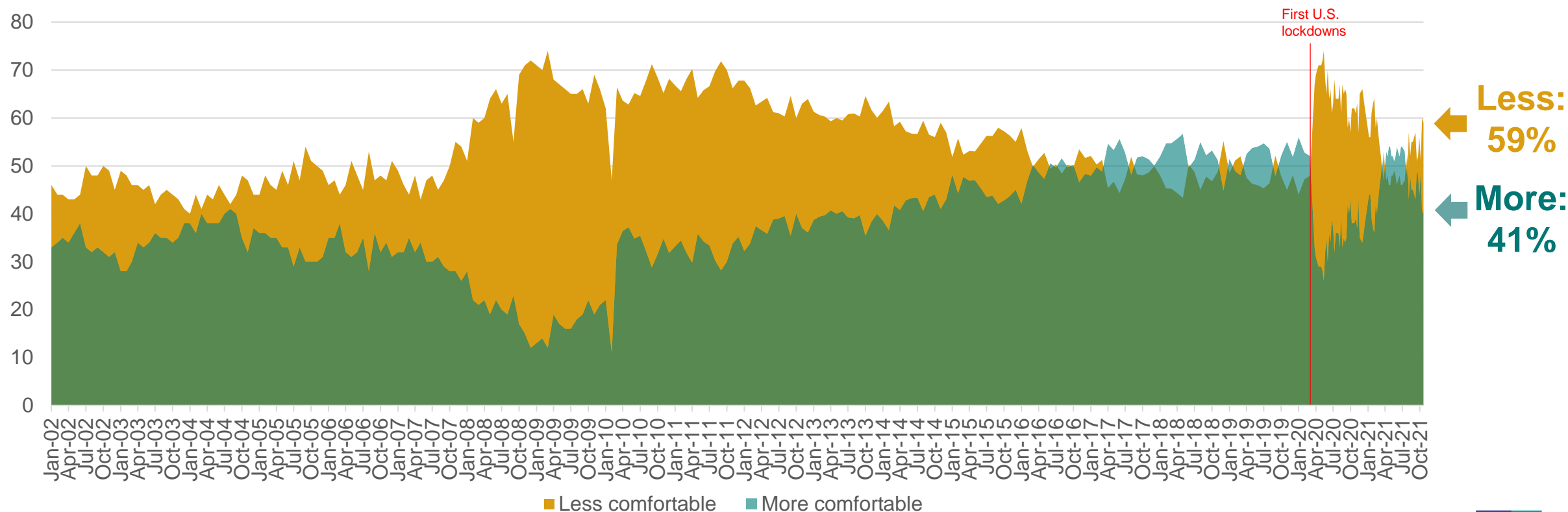
**Total Disagree: 40%**  
**(-2 vs. last week,**  
**-9 vs. late April)**

# TWO IN FIVE REPORT BEING COMFORTABLE MAKING MAJOR PURCHASES

41% say they are more comfortable making major 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 a major purchase, like a home or car?

October 19-20, 2021

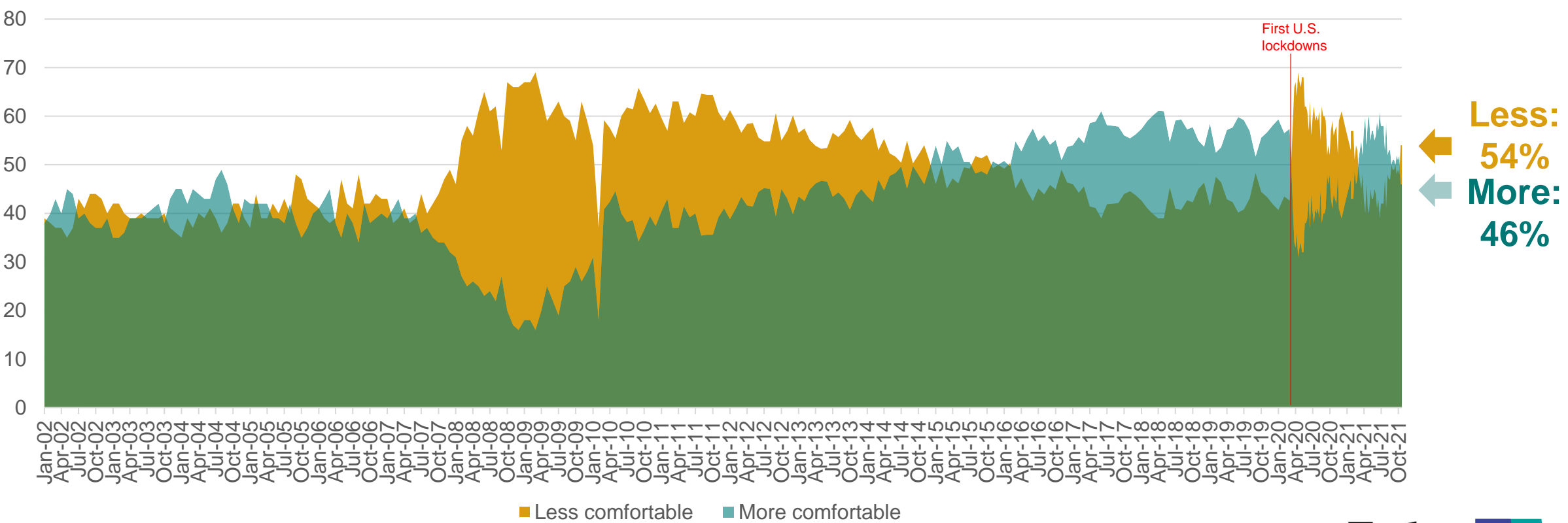


# JUST UNDER HALF EXPRESS GREATER COMFORT MAKING OTHER HOUSEHOLD PURCHASES

46% say they are more comfortable making other household purchases compared to six months ago, unchanged from last week

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

October 19-20, 2021





# METHODOLOGY

These findings are based on data from an Ipsos survey conducted October 19-20, 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  $\pm 5.2$  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 2010 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  $\pm 3.1$  percentage points.

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**GAME CHANGERS**

