



## PRESS RELEASE

### Global consumer confidence remains stable despite the emergence of the omicron variant

No significant shift in sentiment seen in most countries surveyed

**Washington, DC, December 16, 2021** — Unchanged from last month, Ipsos's Global Consumer Confidence Index continues to read at 48.5 this December. Consumer sentiment remains stable in aggregate at the global level and in most countries surveyed. Consumer confidence is less volatile at the local level than it was last month, with just six of the 24 countries showing significant month-over-month change in their National Index score (at least +/- 1.5 points), compared to almost half of the countries that showed significant change last month.

The Global Consumer Confidence Index is the average of 24 countries' National Indices. It is based on a monthly survey of more than 17,500 adults under the age of 75 conducted on Ipsos' Global Advisor online platform. This survey was fielded between November 19 and December 3, 2021.

At the global level, the Jobs, Investment, and Expectations sub-indices all remain stable this month. Only Israel shows meaningful gains across all three sub-indices, while Poland, for the second month in a row, posts significant losses across all of them.

#### *National Index Trends*

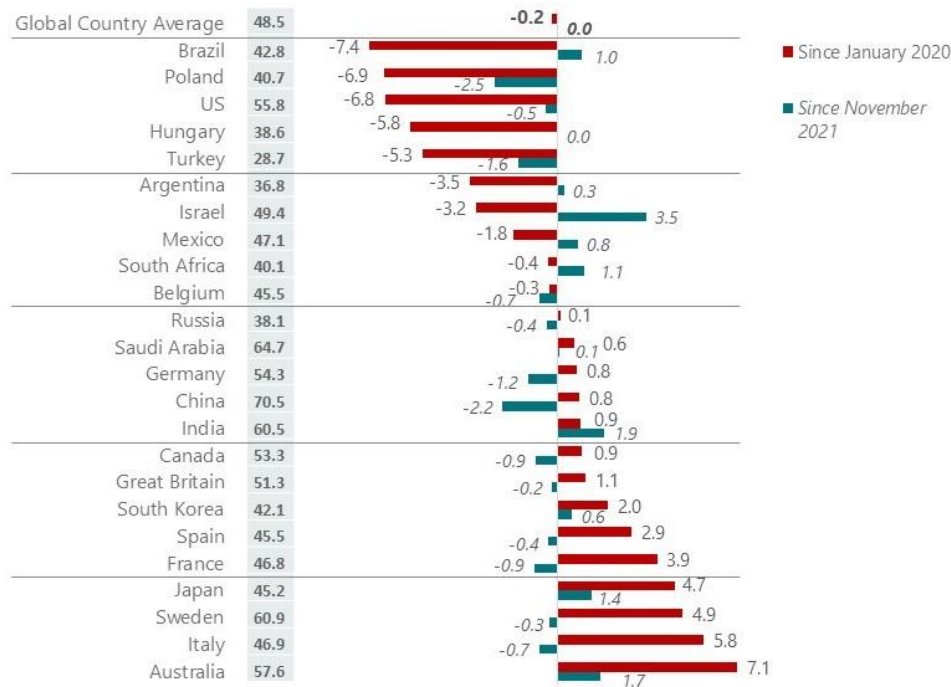
The Global Consumer Confidence Index has seen little movement since July (48.3), holding steady at around 48.5 for the past five months. While the global average score has not changed from last month, three countries see significant gains in their National Index score (Israel +3.5, India +1.9, and Australia +1.7), and three countries experience significant drops (Poland -2.5, China -2.2, and Turkey -1.6).

- This month, nine countries have a National Index above 50: China (70.5), Saudi Arabia (64.7), Sweden (60.9), India (60.5), Australia (57.6), the U.S. (55.8), Germany (54.3), Canada (53.3), and Great Britain (51.3).
- Turkey (28.7) remains the only country with a National Index below 35.
- Consumer confidence in most countries continues to hold steady since July, similar to the global average score. However, three countries have experienced considerable gains in their National Index since then: India, now in its fifth consecutive month of growth, by a total of 9.6 points, Japan by 6.1 points, and South Africa by 5.5 points. Two countries have seen sentiment slide markedly during the same period: The United States by 6.1 points and Great Britain by 4.8 points.
- Compared with January 2020, when COVID-19 was just beginning to spread globally, sentiment is now significantly higher in seven countries (Australia, Italy, Sweden, Japan, France, Spain, and South Korea) while it remains lower in eight countries (Brazil, Poland, the U.S., Hungary, Turkey, Argentina, Israel, and Mexico).



## PRESS RELEASE

### December 2021 National Index and Change vs. January 2020 and November 2021



### Jobs, Expectations, and Investment Index Trends

On a global level, all three sub-indices have hardly changed from last month (Jobs +0.3, Expectations -0.3, Investment 0.0). Only Israel shows significant gains (at least + 1.5 points) from last month across all three sub-indices, and Australia sees meaningful gains across two sub-indices. In contrast, Poland experiences a significant drop across all sub-indices for the second month in a row, and Turkey sees considerable drops across two sub-indices.

- The global Jobs Index, currently sitting at 56.4, shows little change from November (56.1) and is sitting even with its January 2020 reading. Israel, Mexico, Australia, and Argentina display the largest month-over-month gains, while Germany and Poland show a significant decline in the measure. Though Mexico posts significant growth this month, its Jobs Index score remains 4.2 points below where it stood in January 2020.
- The global Investment Index experiences no change from November and holds steady this month at 41.9. Israel, India, Australia, Japan, and Brazil each see significant month-on-month gains while China, Poland, and Turkey all see a significant drop. Turkey's reading this month is its lowest ever since Ipsos began measuring consumer sentiment globally in March 2010.



## PRESS RELEASE

- The global Expectations Index, which currently sits at 57.6, experiences no meaningful change from last month. Expectations are down significantly from last month in Belgium, Turkey, Poland, and Hungary, and they are up significantly in just one country: Israel. Expectations remain significantly lower than their January 2020 level in eight countries: Turkey, Argentina, Poland, the U.S., Israel, Hungary, Brazil, and Russia.

<b>Jobs Index</b> (Job security confidence, job loss experience, employment outlook)	<b>Expectations Index</b> (Personal financial, community economy, and employment outlook)	<b>Investment Index</b> (Purchasing and investment confidence, personal financial situation and outlook)
Global Average: <b>56.4</b>	Global Average: <b>57.6</b>	Global Average: <b>41.9</b>
Change vs. November 2021 globally: <b>+0.3</b>	Change vs. November 2021 globally: <b>-0.3</b>	Change vs. November 2021 globally: <b>+0.0</b>
Significant gains since November: <ul style="list-style-type: none"> <li>Israel: +5.0</li> <li>Mexico: +1.7</li> <li>Australia: +1.7</li> <li>Argentina: +1.6</li> </ul> Significant drops since November: <ul style="list-style-type: none"> <li>Germany: -2.0</li> <li>Poland: -1.5</li> </ul>	Significant gains since November: <ul style="list-style-type: none"> <li>Israel: +1.9</li> </ul> Significant drops since November: <ul style="list-style-type: none"> <li>Belgium: -2.2</li> <li>Turkey: -2.0</li> <li>Poland: -1.8</li> <li>Hungary: -1.8</li> </ul>	Significant gains since November: <ul style="list-style-type: none"> <li>Israel: +3.7</li> <li>India: +2.8</li> <li>Australia: +2.1</li> <li>Japan: +1.8</li> <li>Brazil: +1.5</li> </ul> Significant drops since November: <ul style="list-style-type: none"> <li>China: -3.9</li> <li>Poland: -3.5</li> <li>Turkey: -2.8</li> </ul>
Change vs. January 2020 globally: <b>+0.0</b>	Change vs. January 2020 globally: <b>+0.7</b>	Change vs. January 2020 globally: <b>-0.6</b>
Largest gains since January 2020: <ul style="list-style-type: none"> <li>Sweden: +8.3</li> <li>France: +3.9</li> <li>Belgium: +3.7</li> <li>Japan: +3.7</li> <li>Italy: +3.4</li> </ul> Largest drops since January 2020: <ul style="list-style-type: none"> <li>U.S.: -6.3</li> <li>Hungary: -5.8</li> <li>Mexico: -4.2</li> <li>Brazil: -4.1</li> <li>South Africa: -3.8</li> </ul>	Largest gains since January 2020: <ul style="list-style-type: none"> <li>Australia: +9.6</li> <li>Italy: +6.2</li> <li>Sweden: +4.7</li> <li>China: +4.4</li> <li>Canada: +4.4</li> </ul> Largest drops since January 2020: <ul style="list-style-type: none"> <li>Turkey: -8.3</li> <li>Argentina: -8.3</li> <li>Poland: -6.3</li> <li>U.S.: -5.0</li> <li>Israel: -3.2</li> </ul>	Largest gains since January 2020: <ul style="list-style-type: none"> <li>Australia: +9.1</li> <li>Japan: +7.5</li> <li>Italy: +7.4</li> <li>France: +3.8</li> <li>Spain: +3.6</li> </ul> Largest drops since January 2020: <ul style="list-style-type: none"> <li>Brazil: -11.6</li> <li>Poland: -8.7</li> <li>Hungary: -7.6</li> <li>U.S.: -6.2</li> <li>Turkey: -6.0</li> </ul>





## PRESS RELEASE

### About the Study

These findings are based on data from Refinitiv/Ipsos' Primary Consumer Sentiment Index (PCSI) collected in a monthly survey of consumers from 24 markets via Ipsos' Global Advisor online survey platform. For this survey, Ipsos interviews a total of 17,500+ adults aged 18-74 in the United States of America, Canada, Israel, Turkey, South Africa; and aged 16-74 in all other markets each month. The monthly sample consists of 1,000+ individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Italy, Japan, Spain, Great Britain, and the U.S., and 500+ individuals in each of Argentina, Belgium, Hungary, India, Israel, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

Data collected each month are weighted so that each country's sample composition best reflects the demographic profile of the adult population according to the country's most recent census data. Data collected each month are also weighted to give each country an equal weight in the total "global" sample. Online surveys can be taken as representative of the general working-age population in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, mainland China, India, Israel, Mexico, Russia, Saudi Arabia, South Africa, and Turkey are more urban, more educated, and/or more affluent than the general population and the results should be viewed as reflecting the views of a more "connected" population.

Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The precision of the Refinitiv/Ipsos online surveys is measured using a Bayesian Credibility Interval. Here, the poll has a credibility interval of +/- 2.0 points for countries where the 3-month sample is 3,000+ and +/- 2.9 points for countries where the 3-month sample is 1,500+. Please click [here](#) for more information.

The publication of these findings abides by local rules and regulations.

The results reported each month in the Refinitiv/Ipsos' [Primary Consumer Sentiment Index](#) are based only on that month's data (hence, the base for each country is 500+ or 1,000+) and comparisons are made against results from other months which are also each based on one month's data. In contrast, the results reported any given month in Ipsos's Global Consumer Confidence at-a-Glance are based on data collected not only that month, but also during the two previous months and consist of past 3-month "rolling averages". This technique allows for tripling the sample size for each metric. Hence, the base for any country ranges from 1,500+ to 3,000+. This increases the reliability of the findings and the statistical significance of reported variations over time. However, to heighten the freshness of the findings reported any given month, the data from the same month is given a weight of 45%, the data from the previous month a lesser weight of 35%, and the data from the earliest of the three months an even lesser weight of 20%.

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 all 11 questions below and of several "sub-indices" each based on a subset of these 11 questions. Those sub-indices include an Expectations Index; Investment Index; and, Jobs Index.





## PRESS RELEASE

**For more information on this news release, please contact:**

Chris Jackson  
Senior Vice President, US  
Public Affairs  
+1 202 420 2025  
[chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)

Kate Silverstein  
Media Relations Specialist, US  
Public Affairs  
+1 718 755 8829  
[kate.silverstein@ipsos.com](mailto:kate.silverstein@ipsos.com)

### About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

[www.ipsos.com](http://www.ipsos.com)

