

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

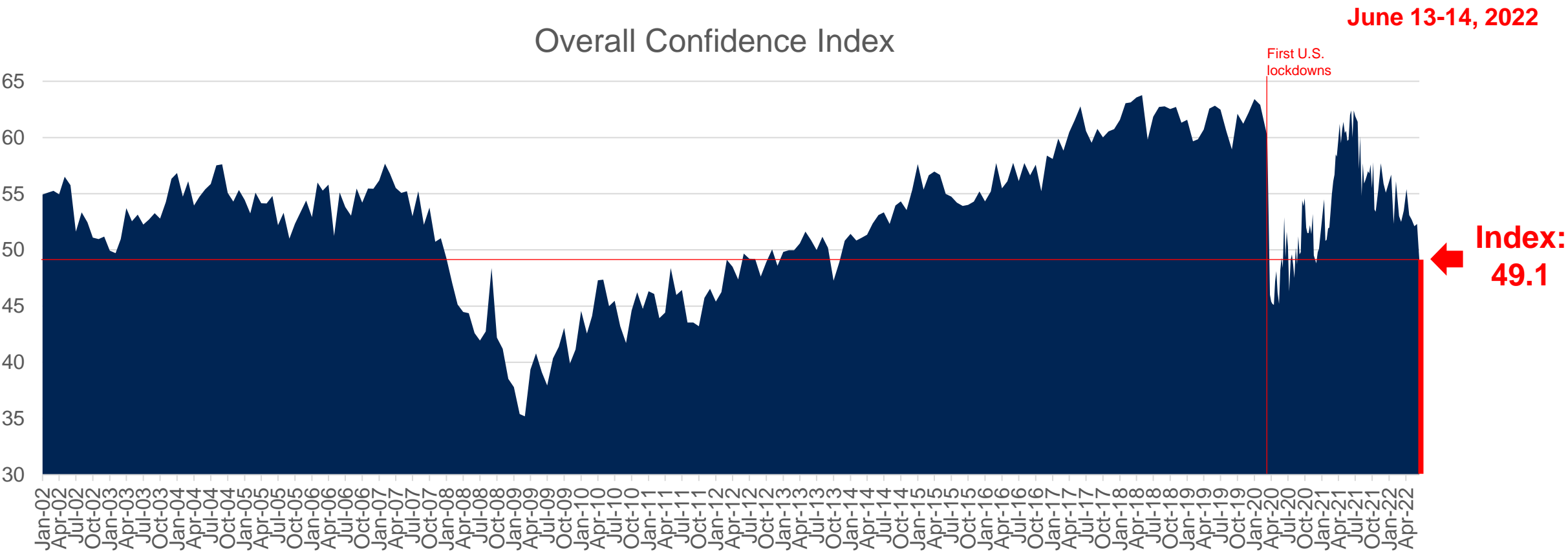
**June 16, 2022**

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# CONSUMER CONFIDENCE FALLS TO LOWEST POINT IN 18 MONTHS

At 49.1, consumer confidence is down 3.2 points from two weeks ago



# ALL FOUR SUB-INDICES DECLINE SIGNIFICANTLY

Current, Investment and Jobs sub-indices post losses of at least three points while Expectations declines for the fifth consecutive reading

June 13-14, 2022

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>49.1</b>	New: <b>38.4</b>	New: <b>56.0</b>	New: <b>40.8</b>	New: <b>64.2</b>
Change vs. Two weeks ago: <b>-3.2</b> Early March 2020: <b>-11.0</b> Pandemic average*: <b>-4.6</b> Historical average**: <b>-3.8</b>	Change vs. Two weeks ago: <b>-4.2</b> Early March 2020: <b>-15.0</b> Pandemic average*: <b>-7.0</b> Historical average**: <b>-6.6</b>	Change vs. Two weeks ago: <b>-1.6</b> Early March 2020: <b>-7.6</b> Pandemic average*: <b>-8.1</b> Historical average**: <b>-5.8</b>	Change vs. Two weeks ago: <b>-3.0</b> Early March 2020: <b>-13.8</b> Pandemic average*: <b>-7.9</b> Historical average**: <b>-7.3</b>	Change vs. Two weeks ago: <b>-3.9</b> Early March 2020: <b>-5.5</b> Pandemic average*: <b>+4.4</b> Historical average**: <b>+4.9</b>

\*since mid-March 2020

\*\* since January 2002

# SHIFTING DEMOGRAPHIC SENTIMENT

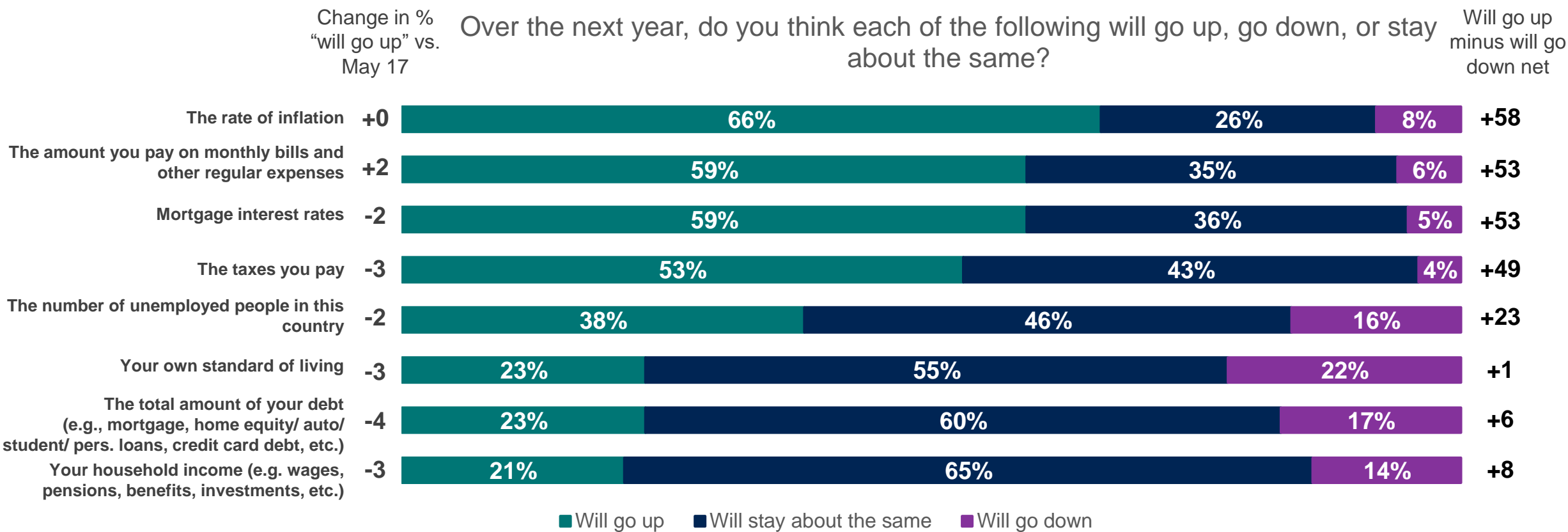
Democrats, those with children, and those age 18-34 show scores significantly higher than the total population.

In contrast, Republicans, those age 55+, and retired Americans have significantly lower index scores. Sentiment is at its lowest for Republicans since the pandemic started.

		National	Current	Expectations	Investment	Jobs
Gender	Total	49.1	38.4	56	40.8	64.2
	Male	52.3	44.5	57	46.8	63.5
	Female	46.1	32.6	55	35.1	64.8
Age	18-34	54.6	48.8	59.6	51.8	61.7
	35-54	47.3	36	53.3	38.3	64.1
	55+	45.1	29.6	55	31.3	66.9
Household Income	Under \$50K	45.5	33.7	54.7	36.4	59.1
	\$50K-<\$100K	50.6	40.4	55.3	42.8	67.2
	\$100K+	52.1	42.1	58.8	44.1	67
Region	Northeast	51.8	42.4	56.2	44.7	66.7
	Midwest	48	36.3	54.2	37.8	67.2
	South	48.6	38.3	55.1	40.9	62.4
	West	49.1	37.4	58.7	40.4	62.4
Children in Household	Yes	55.7	48.9	61.1	51.8	63.9
	No	46.4	34.1	53.9	36.2	64.3
Education	No college degree	47.7	36.3	55.3	39	63.2
	College degree	52.5	43.4	57.6	45	66.5
Employment Status	Full Time	50.7	41.4	56.1	43.6	64.2
	Part Time	54.7	50.5	55.1	51.4	66
	Not Emp.	47	34.6	57.3	38.2	61.2
	Retired	45.3	29.9	54.1	31.9	67.7
Marital Status	Married	50.5	39.9	56.7	42	66.5
	Other	48	37.1	55.4	39.8	62.2
Race	White	47.3	35.2	54	37.1	65.5
	Other	52.3	43.7	59.3	47	61.9
Party ID	Republican	42.9	32.2	48	34.2	60.3
	Democrat	56.8	46.6	66.2	49	67.2
	Independents	43.8	31.8	50	34.4	63.5
LIV	Rural	46.3	35.6	51.7	38.7	61.8
	Suburban	48.4	36.1	56.3	37.6	66.6
	Urban	53	45	59.2	48.2	61.9

# MAJORITY CONTINUE TO EXPECT INFLATION, MONTHLY BILLS AND MORTGAGE INTEREST RATES TO CONTINUE TO RISE OVER THE NEXT YEAR

June 13-14, 2022

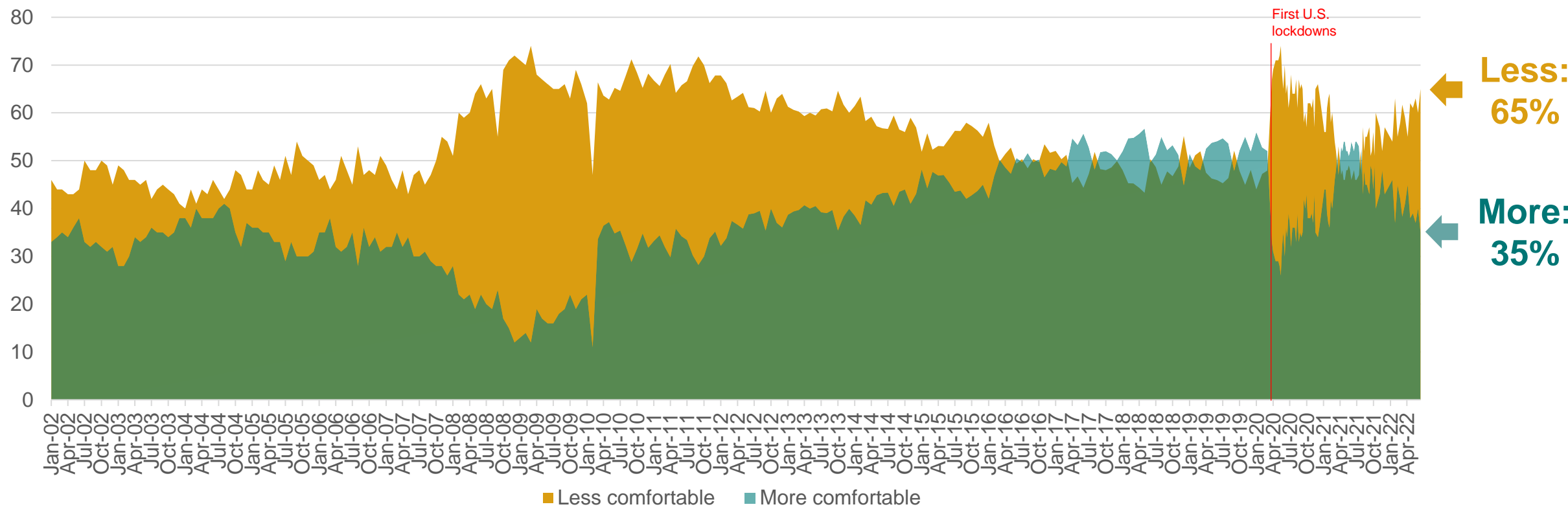


# COMFORT MAKING MAJOR HOUSEHOLD PURCHASES RELATIVE TO 6 MONTHS SEES STEEP DECLINE

35% say they are more comfortable making major household purchases compared to six months ago, down 6 points from two weeks ago

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

June 13-14, 2022



Source: Jan 2002- Feb 2010 RBC CASH Index  
March 2010 to early March 2020 Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index  
March 25, 2020 to late October 2021 Ipsos-Forbes Advisor U.S. Consumer Confidence Weekly Tracker  
November 2, 2021 to date 2022 Ipsos-Forbes Advisor U.S. Consumer Confidence Biweekly Tracker

35% say they are more comfortable making other household purchases compared to six months ago, down 7 points from two weeks ago

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 June 13 – 14, 2022, with a sample of 929 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 3.9 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  $n=929$ ,  $DEFF=1.5$ , the credibility interval adjusted for design effect is  $\pm 5.4$  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**

