

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

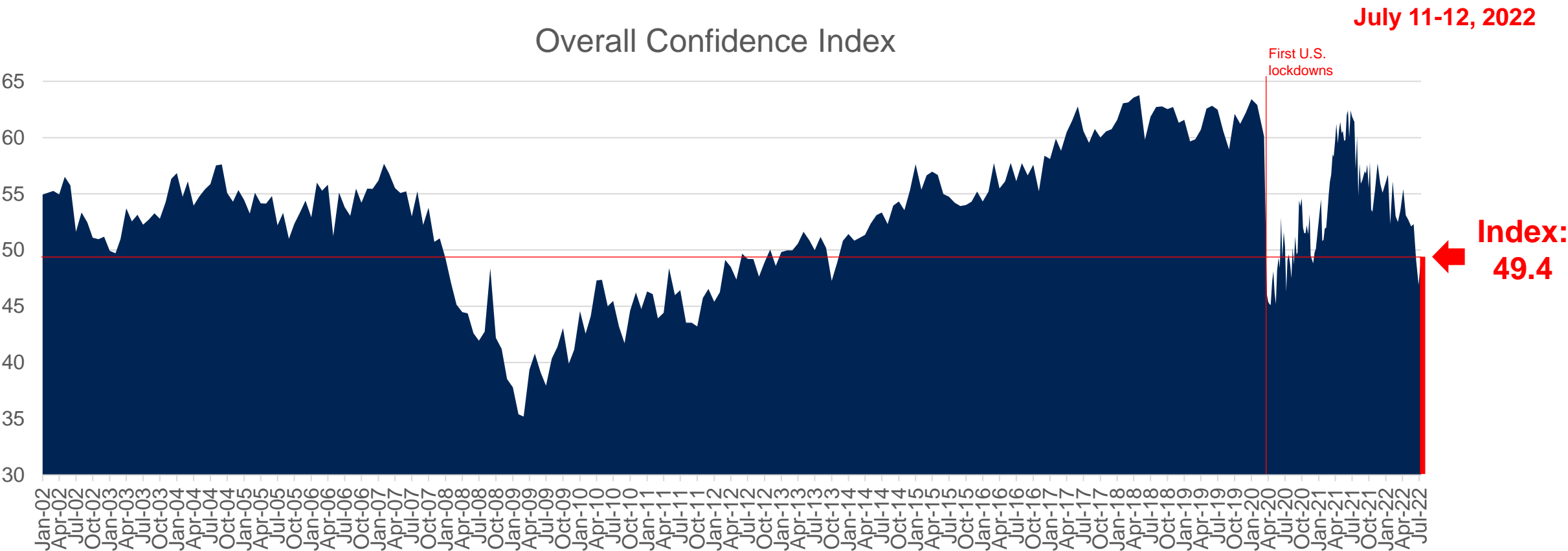
**July 14, 2022**

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# CONSUMER CONFIDENCE REBOUNDS AFTER FALLING TO LOWEST POINT IN NEARLY TWO YEARS

At 49.4, consumer confidence is up 2.5 points from two weeks ago



# ALL FOUR SUB-INDICES SHOW SIGNIFICANT GAINS

Expectations index increases for the first time since April while Investment increases for first time since May

July 11-12, 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>49.4</b>	New: <b>37.2</b>	New: <b>56.8</b>	New: <b>39.5</b>	New: <b>66.9</b>
Change vs. Two weeks ago: <b>+2.5</b> Early March 2020: <b>-10.7</b> Pandemic average*: <b>-4.2</b> Historical average**: <b>-3.5</b>	Change vs. Two weeks ago: <b>+1.8</b> Early March 2020: <b>-16.2</b> Pandemic average*: <b>-8.0</b> Historical average**: <b>-7.8</b>	Change vs. Two weeks ago: <b>+3.3</b> Early March 2020: <b>-6.8</b> Pandemic average*: <b>-7.1</b> Historical average**: <b>-5.0</b>	Change vs. Two weeks ago: <b>+2.1</b> Early March 2020: <b>-15.1</b> Pandemic average*: <b>-9.0</b> Historical average**: <b>-8.6</b>	Change vs. Two weeks ago: <b>+3.6</b> Early March 2020: <b>-2.8</b> Pandemic average*: <b>+7.0</b> Historical average**: <b>+7.6</b>

\*since mid-March 2020

\*\* since January 2002

# DEMOGRAPHIC SENTIMENT

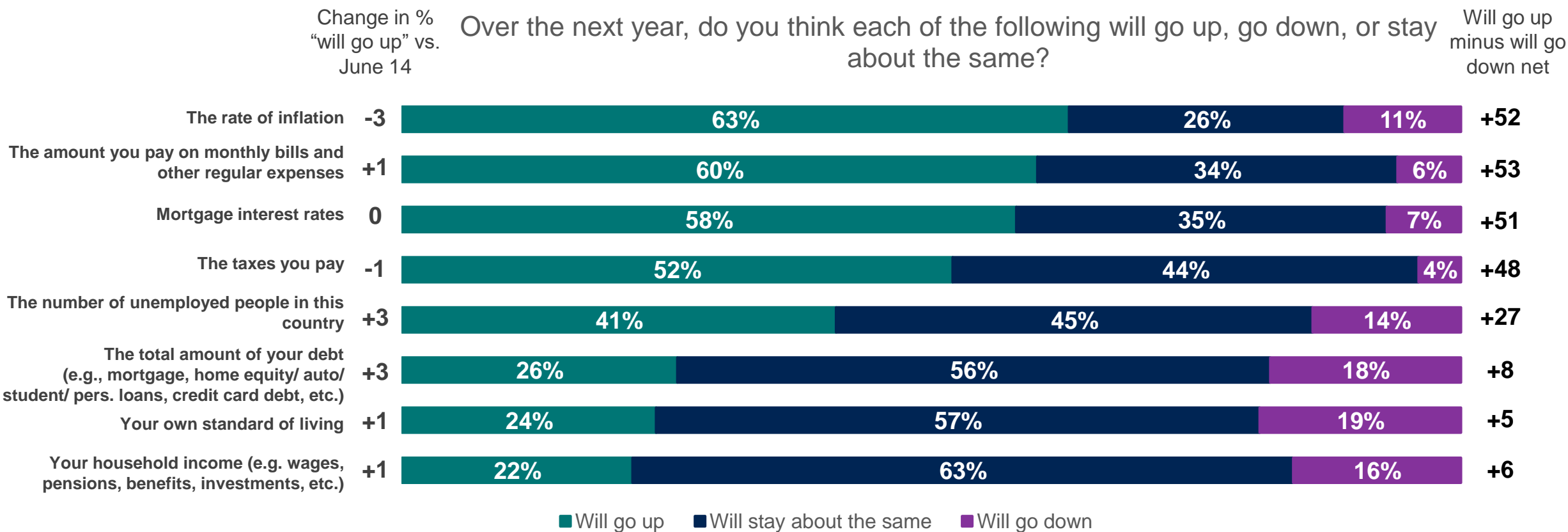
Democrats, those earning more than \$100K, and the college educated continue to show scores significantly higher than the total population.

In contrast, those that live in rural areas, Republicans, and unemployed Americans have significantly lower index scores.

		National	Current	Expectations	Investment	Jobs
Gender	Total	49.4	37.2	56.8	39.5	66.9
	Male	53.5	43.7	58.8	46.5	67.9
	Female	45.7	31.2	55	33.1	65.9
Age	18-34	50.3	41.5	56.5	44.1	61.9
	35-54	50.7	38.6	57.1	41.2	69.5
	55+	46.8	30.5	56.8	32.3	69.2
Household Income	Under \$50K	46.9	34.3	55.5	37.2	61.6
	\$50K-<\$100K	47.2	33.4	55.4	35.2	67.7
	\$100K+	56.6	47.2	61	49.8	73
Region	Northeast	47.6	34.2	56.8	37.1	62.6
	Midwest	46.9	34.2	55.1	36.1	65
	South	49.4	37.8	56.5	40.1	66.6
	West	53.2	41	59	43.5	72.4
Children in Household	Yes	52.3	42.8	58.3	45.3	68.5
	No	48.4	35.1	56.3	37.4	66.3
Education	No college degree	47.4	34.6	55.4	37.4	65.2
	College degree	54.2	43.1	60.1	44.6	71
Employment Status	Full Time	52.7	43.3	57.8	45.8	67.2
	Part Time	51.2	41	58	43.1	66.8
	Not Emp.	44.6	28	57.2	31.1	63.8
	Retired	45.6	29.4	52.8	30.2	70.4
Marital Status	Married	50.4	37.3	57.8	39.3	71.2
	Other	48.6	37.1	56	39.7	63.3
Race	White	47.5	33.6	55.4	35.8	67.7
	Other	52.7	43.3	59.2	45.9	65.6
Party ID	Republican	42.7	29	49.3	32.2	63.1
	Democrat	56.7	46.2	64.6	47.8	70.6
	Independents	47.7	34.8	54.9	37.3	66.1
LIV	Rural	42.6	27.7	51.7	30.5	63.5
	Suburban	50.8	38.9	57	41.2	68.9
	Urban	52.6	41.9	61	44	65.4

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

July 11-12, 2022

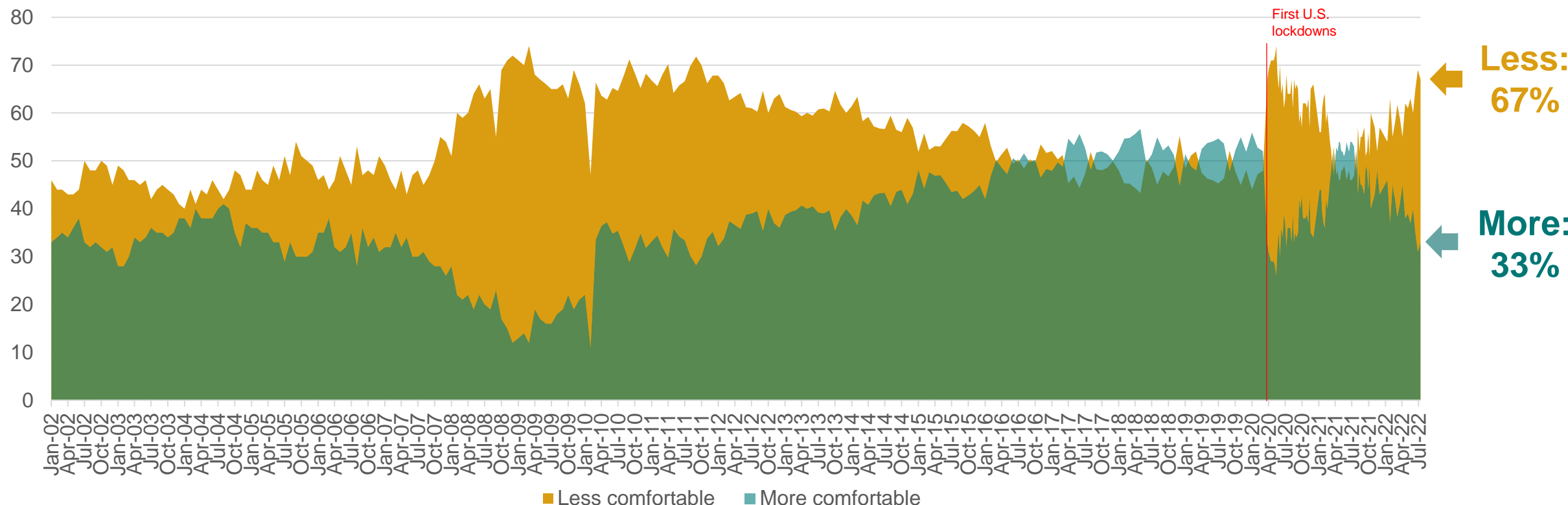


# COMFORT MAKING MAJOR HOUSEHOLD PURCHASES RELATIVE TO 6 MONTHS AGO CONTINUES REMAINS MUTED

33% say they are more comfortable making major household purchases compared to six months ago, up 3 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?

July 11-12, 2022

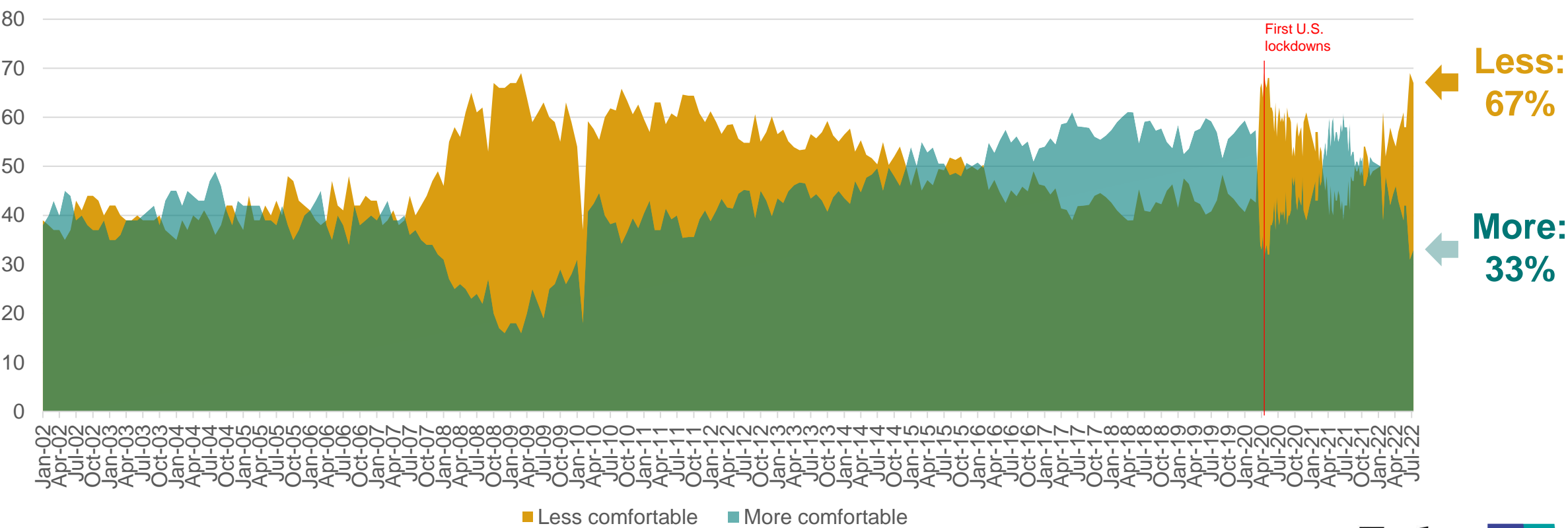


Source: Jan 2002- Feb 2010 RBC CASH Index  
March 2010 to early March 2020 Monthly Refinitiv-Ipsos Primary Consumer Sentiment Index  
March 25, 2020 to late October 2021 Ipsos-Forbes Advisor U.S. Consumer Confidence Weekly Tracker  
November 2, 2021 to date 2022 Ipsos-Forbes Advisor U.S. Consumer Confidence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

# JUST ONE IN THREE NOW MORE COMFORTABLE MAKING OTHER HOUSEHOLD PURCHASES

33% say they are more comfortable making other household purchases compared to six months ago, up 2 points from two weeks ago

Compared to six months ago, are you NOW more or less comfortable making other household purchases? July 11-12, 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  
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# METHODOLOGY

These findings are based on data from an Ipsos survey conducted July 11 – 12, 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**

