

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

August 25, 2022

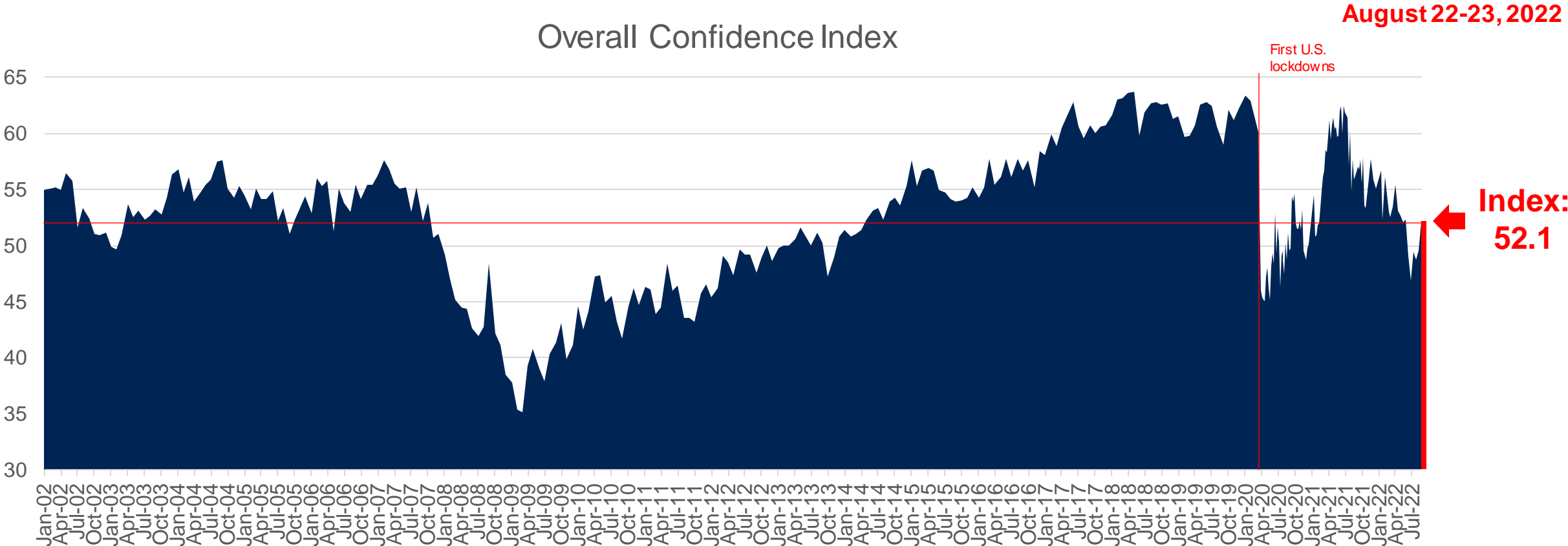
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CONSUMER CONFIDENCE RISES BACK ABOVE THE 50-POINT MARK

At 52.1, consumer confidence is up 2.5 points from two weeks ago

Overall Confidence Index



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

THREE OF FOUR SUB-INDICES SHOW SIGNIFICANT GAINS

The Current and Investment indices increased by around 4 points while the Jobs index is up nearly 2 points

August 22-23, 2022

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: 52.1 Change vs. Two weeks ago: +2.5 Early March 2020: -8.0 Pandemic average*: -1.4 Historical average**: -0.8	New: 41.8 Change vs. Two weeks ago: +4.1 Early March 2020: -11.6 Pandemic average*: -3.2 Historical average**: -3.1	New: 58.7 Change vs. Two weeks ago: +0.7 Early March 2020: -4.9 Pandemic average*: -5.0 Historical average**: -3.0	New: 43.9 Change vs. Two weeks ago: +3.7 Early March 2020: -10.7 Pandemic average*: -4.3 Historical average**: -4.1	New: 66.5 Change vs. Two weeks ago: +1.7 Early March 2020: -3.2 Pandemic average*: +6.5 Historical average**: +7.1

*since mid-March 2020

** since January 2002

DEMOGRAPHIC SENTIMENT

Democrats, those earning more than \$100K, Americans ages 18-34, and those with a college degree continue to show scores significantly higher than the total population.

In contrast, Republicans, the unemployed, and rural Americans have significantly lower index scores.

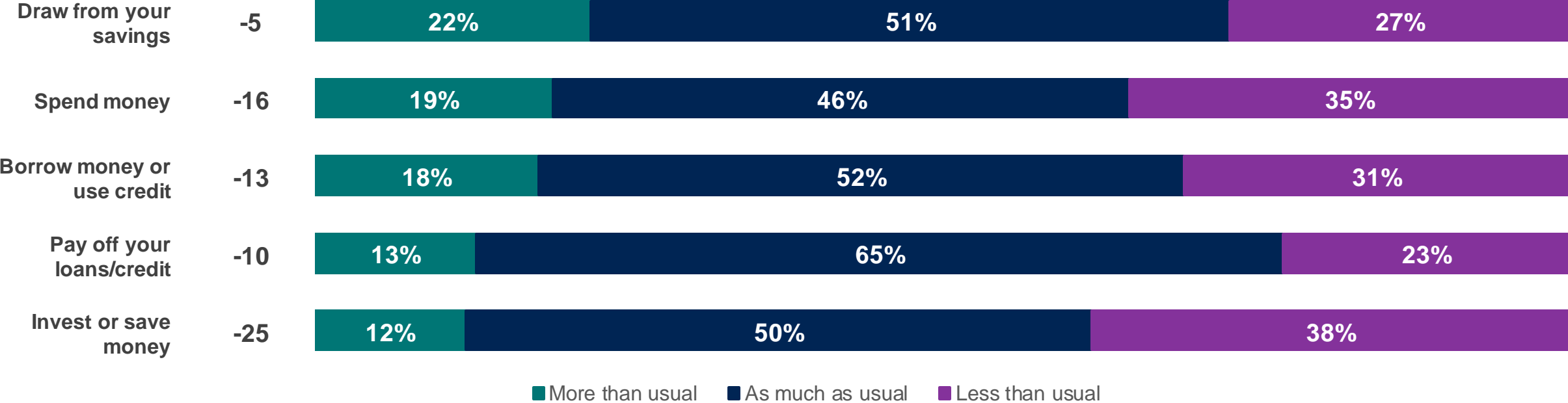
		National	Current	Expectations	Investment	Jobs
Gender	Total	52.1	41.8	58.7	43.9	66.5
	Male	54.5	46.6	58.7	48	66.4
	Female	50	37.5	58.7	40.3	66.5
Age	18-34	55.2	48.4	59.2	51.7	63.8
	35-54	48.6	37.2	57.3	39.1	63.3
	55+	53.3	40.7	59.7	42	73.2
Household Income	Under \$50K	48.2	36.3	58	38.6	61.2
	\$50K-<\$100K	52.6	42.3	58.4	43.6	68.7
	\$100K+	56.1	47.7	59.7	50.9	69.7
Region	Northeast	54.5	45.9	60.1	48.5	66.4
	Midwest	50.6	38.6	57.4	40	68.6
	South	51.4	42.6	57	44.8	64
	West	52.7	40.2	61.4	42.5	68.8
Children in Household	Yes	51.7	42.4	58.4	45.6	62
	No	52.3	41.5	58.8	43.1	68.7
Education	No college degree	50.5	40	57.4	42.1	65.2
	College degree	55.6	45.6	61.4	48	69.3
Employment Status	Full Time	54.9	47	60.3	48.3	67.3
	Part Time	54	47.6	56.1	50.4	64.6
	Not Emp.	46.9	32.2	57.7	36.1	62.4
	Retired	51.5	39.2	57.2	40.6	71
Marital Status	Married	53.6	43.5	59.2	45.3	69.6
	Other	50.6	39.9	58.1	42.5	63.2
Race	White	51.7	39	59.1	41.1	70
	Other	52.9	46.6	57.8	48.8	60.3
Party ID	Republican	45.8	34.6	50.2	36.7	63.9
	Democrat	58.1	49.6	66	51.5	68.1
	Independents	53.1	41.2	59.7	43.8	69.4
LIV	Rural	47.1	36.5	53.7	38.4	64.4
	Suburban	53.8	43.7	59.9	45.7	68.8
	Urban	52.8	42.3	60.3	44.9	63.3

HALF OF AMERICANS SAY THEIR BORROWING, WITHDRAWING AND SAVING HABITS ARE UNCHANGED

August 22-23, 2022

“more than usual” minus “less than usual” net

In the past few months, have you done each of the following more than, less than, or as much as you usually do?



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PROPORTION OF THOSE THAT SAY THEY ARE SPENDING MONEY LESS THAN USUAL REACHES ITS ALL TIME HIGH

In the past few months, have you done each of the following more than, less than, or as much as you usually do?

August 22-23, 2022

More than usual

Less than usual

	April 5, 2022	May 3, 2022	June 1, 2022	June 28, 2022	July 26, 2022	Aug 23, 2022	Change vs. four weeks ago
Draw from your savings	20%	23%	20%	26%	26%	22%	-5
Spend money	20%	25%	19%	22%	22%	19%	-3
Borrow money or use credit	14%	16%	16%	20%	17%	18%	+1
Invest or save money	17%	14%	12%	11%	10%	12%	+2
Pay off your loans/credit	13%	14%	10%	9%	11%	13%	+2

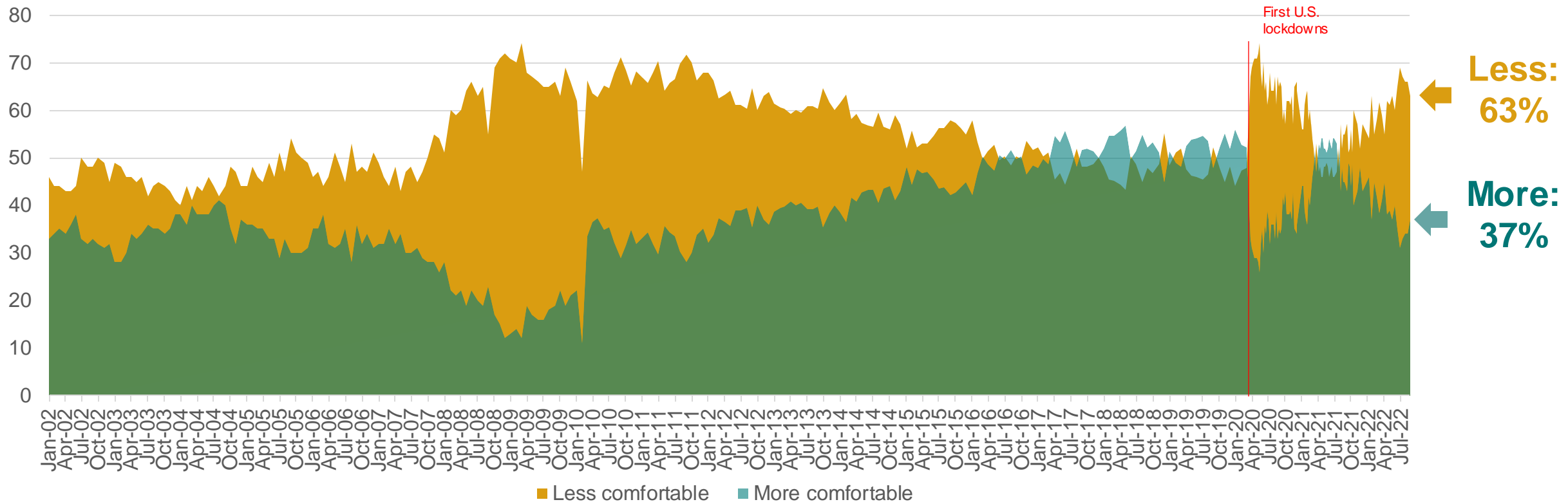
	April 5, 2022	May 3, 2022	June 1, 2022	June 28, 2022	July 26, 2022	Aug 23, 2022	Change vs. four weeks ago
Draw from your savings	28%	26%	27%	22%	25%	27%	+2
Spend money	28%	29%	28%	32%	29%	35%	+6
Borrow money or use credit	34%	33%	33%	26%	31%	31%	+1
Invest or save money	33%	37%	38%	42%	41%	38%	-4
Pay off your loans/credit	21%	24%	24%	25%	25%	23%	-2

COMFORT MAKING MAJOR HOUSEHOLD PURCHASES RELATIVE TO 6 MONTHS AGO SEES UPTICK

37% 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?

August 22-23, 2022

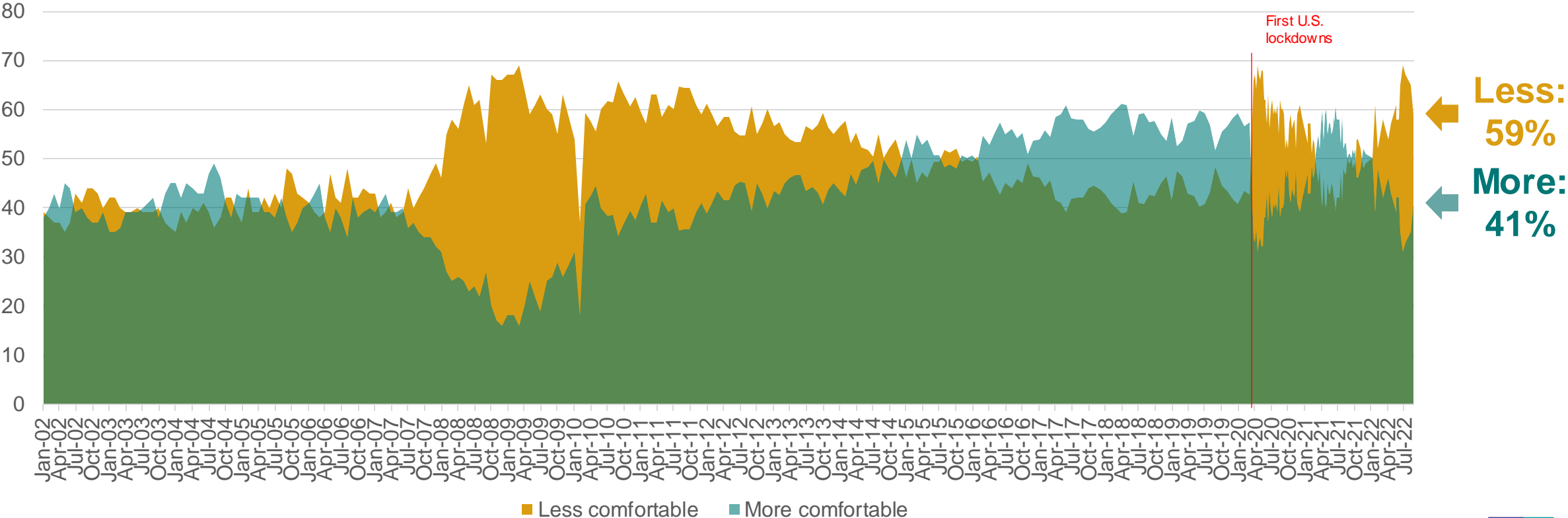


COMFORT MAKING OTHER HOUSEHOLD PURCHASES RISES SIGNIFICANTLY

41% say they are more comfortable making other household purchases compared to six months ago, up 5 points from two weeks ago

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



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METHODOLOGY

These findings are based on data from an Ipsos survey conducted August 22 – 23, 2022, with a sample of 924 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, education, and party identification. Party ID benchmarks are from recent ABC News/Washington Post telephone polls.

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 $n=924$, $DEFF=1.5$, the credibility interval adjusted for design effect is ± 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 ± 3.1 percentage points.

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GAME CHANGERS

