



# GLOBAL CONSUMER CONFIDENCE INDEX ELECTION TRACKER

A 29-country Global Advisor survey

April 2024

Learn more: <https://www.ipsos.com/en/ipsos-global-consumer-confidence-index>

GAME CHANGERS



# 2024 Election Dates by Country

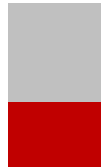
	Region	Elections	Date
South Korea	Asia-Pacific	National Assembly	April 10, 2024
India	Asia-Pacific	House of the People	April 19 – June 1, 2024
South Africa	Africa-Middle East	National Assembly	May 29, 2024
Mexico	Latin America	Presidency, Senate, Chamber of Deputies	June 2, 2024
Belgium	Europe	Chamber of Representatives	June 9, 2024
United States	North America	Presidency, Senate, House of Representatives	November 5, 2024
Great Britain	Europe	House of Commons	Expected 2024 No later than January 28, 2025

# South Korea

Election Date: April 10, 2024



## National Index



39.6

## Change vs Last Month

-0.8

## Change vs January

+0.8

### Current Index

This Month	23.4
Change vs Last Month	-2.4

### Expectations Index

This Month	48.1
Change vs Last Month	+1.3

### Investment Index

This Month	27.4
Change vs Last Month	-1.2

### Jobs Index

This Month	58.7
Change vs Last Month	+0.9

### Purchasing Confidence

Major Purchases (% more comfortable)	20%
Household Purchases (% more comfortable)	27%
Ability to invest in future (% more confident)	20%

### Personal Situation

Current Financial Situation (% strong)	6%
Future Financial Situation (% will be stronger)	19%
Current Job Security (% more confident)	24%



### National Index



67.0

### Change vs Last Month



-5.2

### Change vs January

+0.4

#### Current Index

This Month	57.0
Change vs Last Month	-6.7

#### Expectations Index

This Month	78.5
Change vs Last Month	-1.5

#### Investment Index

This Month	58.1
Change vs Last Month	-6.5

#### Jobs Index

This Month	73.6
Change vs Last Month	-6.3

#### Purchasing Confidence

Major Purchases (% more comfortable)	46%
Household Purchases (% more comfortable)	53%
Ability to invest in future (% more confident)	58%

#### Personal Situation

Current Financial Situation (% strong)	38%
Future Financial Situation (% will be stronger)	57%
Current Job Security (% more confident)	56%



## National Index



## Change vs Last Month

+0.5

## Change vs January

-1.9

### Current Index

This Month	40.8
Change vs Last Month	+0.4

### Expectations Index

This Month	51.5
Change vs Last Month	+/- 0

### Investment Index

This Month	46.6
Change vs Last Month	-0.1

### Jobs Index

This Month	44.5
Change vs Last Month	+2.0

### Purchasing Confidence

Major Purchases (% more comfortable)	39%
Household Purchases (% more comfortable)	44%
Ability to invest in future (% more confident)	52%

### Personal Situation

Current Financial Situation (% strong)	13%
Future Financial Situation (% will be stronger)	49%
Current Job Security (% more confident)	44%



### National Index



### Change vs Last Month

+1.2

### Change vs January

↑ +4.1

#### Current Index

This Month	53.9
Change vs Last Month	-0.3

#### Expectations Index

This Month	70.0
Change vs Last Month	+2.6

#### Investment Index

This Month	57.8
Change vs Last Month	+0.1

#### Jobs Index

This Month	58.8
Change vs Last Month	+0.6

#### Purchasing Confidence

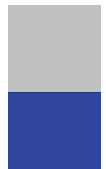
Major Purchases (% more comfortable)	51%
Household Purchases (% more comfortable)	59%
Ability to invest in future (% more confident)	56%

#### Personal Situation

Current Financial Situation (% strong)	18%
Future Financial Situation (% will be stronger)	64%
Current Job Security (% more confident)	58%



## National Index



46.6

## Change vs Last Month

↓ -2.3

## Change vs January

↓ -4.7

### Current Index

This Month	35.5
Change vs Last Month	-4.0

### Expectations Index

This Month	53.3
Change vs Last Month	+/- 0

### Investment Index

This Month	35.7
Change vs Last Month	-4.6

### Jobs Index

This Month	64.0
Change vs Last Month	+/- 0

### Purchasing Confidence

Major Purchases (% more comfortable)	32%
Household Purchases (% more comfortable)	34%
Ability to invest in future (% more confident)	32%

### Personal Situation

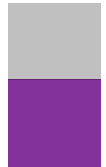
Current Financial Situation (% strong)	9%
Future Financial Situation (% will be stronger)	16%
Current Job Security (% more confident)	44%

# United States

Election Date: November 5, 2024



## National Index



53.4

## Change vs Last Month

+0.3

## Change vs January

+0.5

### Current Index

This Month	44.1
Change vs Last Month	+1.0

### Expectations Index

This Month	60.4
Change vs Last Month	-0.1

### Investment Index

This Month	46.3
Change vs Last Month	+0.7

### Jobs Index

This Month	66.5
Change vs Last Month	+1.5

### Purchasing Confidence

Major Purchases (% more comfortable)	41%
Household Purchases (% more comfortable)	45%
Ability to invest in future (% more confident)	47%

### Personal Situation

Current Financial Situation (% strong)	15%
Future Financial Situation (% will be stronger)	37%
Current Job Security (% more confident)	52%

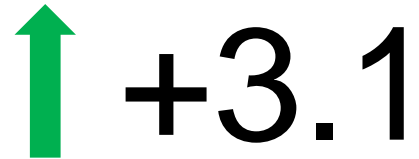




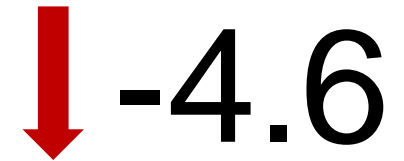
### National Index



### Change vs Last Month



### Change vs January



#### Current Index

This Month	37.8
Change vs Last Month	+3.8

#### Expectations Index

This Month	58.3
Change vs Last Month	+3.3

#### Investment Index

This Month	40.6
Change vs Last Month	+4.1

#### Jobs Index

This Month	65.0
Change vs Last Month	+0.5

#### Purchasing Confidence

Major Purchases (% more comfortable)	36%
Household Purchases (% more comfortable)	39%
Ability to invest in future (% more confident)	36%

#### Personal Situation

Current Financial Situation (% strong)	16%
Future Financial Situation (% will be stronger)	28%
Current Job Security (% more confident)	41%

# METHODOLOGY

- These findings are based on data from a monthly 29-country survey conducted by Ipsos on its Global Advisor online survey platform and, in India, on its IndiaBus platform. They are first reported each month by LSEG as the Primary Consumer Sentiment Index (PCSI).
- The results are based on interviews with over 21,200 adults aged 18+ in India, 18-74 in Canada, Israel, Malaysia, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.
- The monthly sample consists of 1,000+ individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500+ individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Israel, Malaysia, Mexico, the Netherlands, Peru, Poland, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals of whom 1,800 were interviewed face-to-face and 400 were interviewed online.
- Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Israel, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their populations. India’s sample represents a large subset of its urban population — social economic classes A/B/C in metros and tier 1-3 town classes across all four zones.
- The data is weighted so that the composition of the sample in each country best reflects the demographic profile of the adult population according to the most recent census data.
- The global indices and averages reported here reflect the average result for all the countries and markets in which the survey was conducted. They have not been adjusted to the population size of each country or market and are not intended to suggest “total” results.
- 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 Ipsos online surveys is calculated using a Bayesian credibility interval with a survey of N=1,000 being accurate to +/- 3.5 percentage points and a survey of N=500 being accurate to +/- 5.0 percentage points. For more information on credibility intervals, visit [this page](#).
- The LSEG/Ipsos Primary Consumer Sentiment Index (PCSI), ongoing since 2010, is a monthly survey of consumer attitudes on the current and future state of their local economy, personal financial situation, savings, and confidence to make major investments. The PCSI metrics reported each month for each of the countries surveyed consist of a “Primary Index” based on all 10 questions below and of several “sub-indices” each based on a subset of these 10 questions.
- The publication of these findings abides by local rules and regulations

# METHODOLOGY

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- Definitions for the sub-indices are as follows:
  - **Current Index:** Reflecting consumers' perceptions of the economic climate and their current purchasing, jobs, and investment confidence
  - **Expectations Index:** Indicative of consumer expectations about future economic conditions
  - **Investment Index:** Indicative of consumers' perception of the investment climate
  - **Jobs Index:** Reflecting consumers' perceptions about jobs security and the jobs market

# CONTACT



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