

# CONSUMER SENTIMENT:

## Local Confidence Rises Sharply in October, Returning to Pre-COVID Levels for the First Time Since April

Consumers sentiment rose sharply in October for Lancaster County residents. The rise was far stronger than results from the national survey, signaling Lancastrians expect the local recovery to be stronger and faster than the nation. While October's results are promising, County respondents point to concerns over future policy decisions at the national and local levels and the growing number of COVID cases across the nation.

In October, the local measure of consumer sentiment showed substantially stronger gains than the national measure. The Lancaster County measure shot up to 92.6. The 11-point gain returns confidence to pre-COVID levels for the first time since April. Stronger optimism about near term conditions, at the personal household level and for the broader local economy, drove this month's gains.

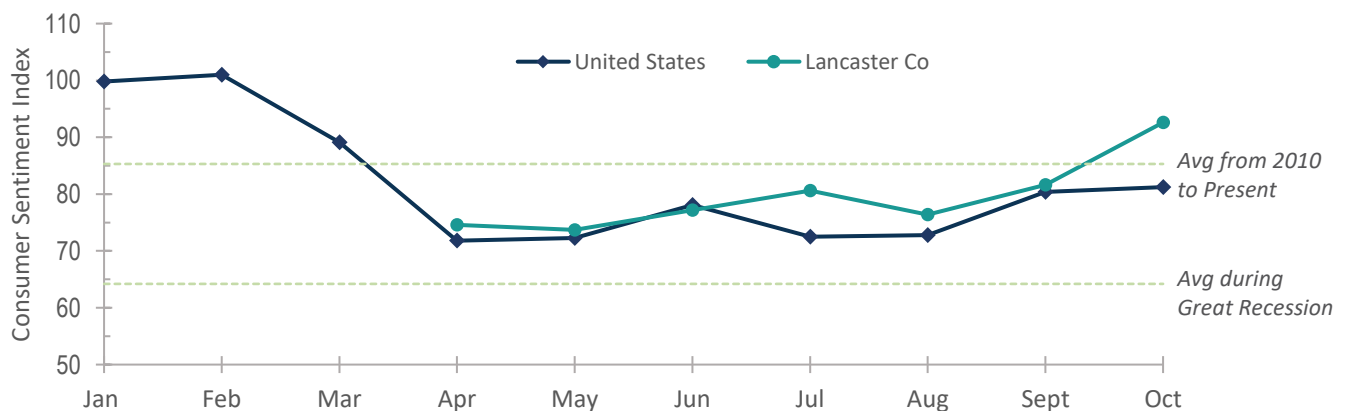
Despite strengthening expectations for personal finances and the local economy, Lancaster County residents held a more tempered attitude towards the national economy. This tempered view was consistent with results from a national survey conducted by the University of Michigan where consumer sentiment rose only one point in October (81.2 compared to September's revised estimate of 80.4).

57% of Lancaster County respondents expect a mix of good and bad local economic conditions in the coming year, with 25% anticipating "good" or "somewhat good" and 18% expecting "bad" or "somewhat bad" times. With respect to the national economy, more respondents expected bad times than good times (27% versus 22%, respectively).

Over the medium term, optimism strengthens. County respondents anticipating "good" or "somewhat good" times significantly outnumbered those expecting "bad" or "somewhat bad times" (52% versus 8%). This favorable outlook falls when asked about the US economy. 40% of those polled are optimistic.

While October's results offer hope, poll results point to the importance of policy decisions and public health outcomes in determining if this level of confidence will be sustained over the coming months.

Consumer Sentiment: National\* and Lancaster County



\* Results from a national survey on consumer sentiment conducted by the University of Michigan.

The LNP Media Group in partnership with EDC's Center for Regional Analysis began measuring consumer confidence in April. The poll is conducted the first week of every month and reflects only Lancaster County residents. It is modeled after a survey conducted by the University of Michigan to allow for comparison to national results. For questions, contact [CRA@edclancaster.com](mailto:CRA@edclancaster.com).