Truflation U.S. Consumer Confidence Index

Truflation

TruCCI-US As of February 2, 2026

INDEX DETAILS

Index Engineer	Truflation
Ticker	TruCCI-US
Update Frequency	Daily (23:59 UTC)
Data Providers	OECD, UMich, Conference Board & X
Geography	United States
Start Date	November 12, 2025
Methodology	View Documentation

INDEX COMPOSITION

The index integrates monthly survey data from established institutions with real time sentiment analysis derived from social media platforms. Social media data is first cleaned and standardized, then processed using a Natural Language Processing (NLP) model that assigns each post a sentiment classification (positive, neutral, or negative) along with a confidence score ranging from 0 to 1. These sentiment scores are subsequently rescaled to a 0–150 range to ensure consistency with traditional consumer confidence metrics: negative sentiment maps to 0–50, neutral to 50–100, and positive to 100–150. The average of all sentiment-derived scores generates a daily sentiment index, which is then smoothed using a 7-day moving average to reduce short-term volatility and enhance signal stability.

Social Sentiment (X)	50.0%
Conference Board Consumer Confidence	25.0%
University of Michigan Sentiment	19.2%
OECD Consumer Confidence	5.8%

ABOUT TRUFLATION

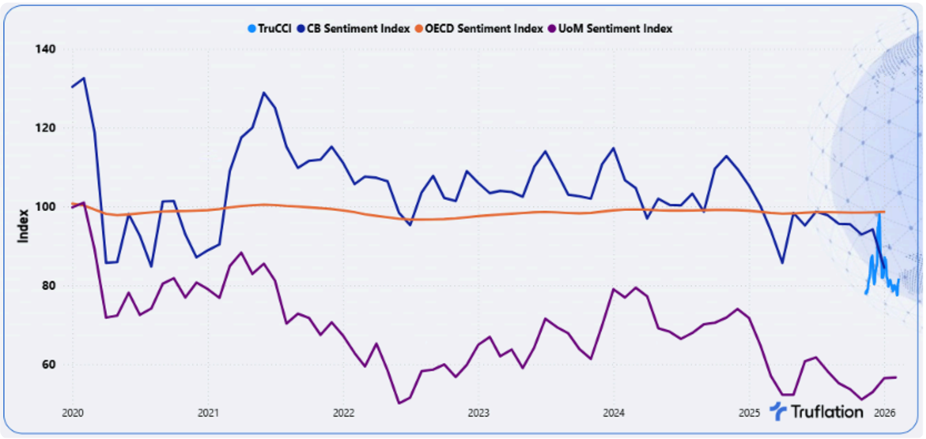
Truflation is the real time truth layer for macro markets. We provide investors with actionable, high frequency trading signals built on transparent, independently verified economic data. Instead of waiting 30 60 days for government releases, our users get daily insights across 200+ indexes; inflation, housing, consumer categories, and more, all derived from real market prices, cross-checked across multiple sources, and published on chain for transparency. AI helps us process millions of data points so enterprises can access clean, audited, ready to use signals through our API.

EXECUTIVE SUMMARY

The Truflation Consumer Confidence Index (CCI) delivers a real time, data-driven view of consumer sentiment towards the US economy. By fusing traditional survey data with AI powered sentiment analysis from social media, it captures shifts in optimism and pessimism faster and with greater precision than conventional metrics.

Updated daily, the TruCCI-US index provides investors, policymakers, and institutions with a dynamic, transparent gauge of consumer sentiment; bridging the gap between lagging survey results and real time public mood to offer a sharper lens on economic momentum.

HISTORICAL PERFORMANCE (5Y)



KEY FEATURES

Real-Time Updates

Daily sentiment analysis from millions of social media posts, ensuring immediate reflection of public mood shifts.

Hybrid Data Sources

Combines statistical rigor of traditional surveys with organic, unprompted social sentiment for higher signal to noise ratio.

Transparent Methodology

Open, verifiable algorithms process and scale survey and sentiment data. Each component is traceable and documented.

Broader Representation

Captures sentiment from a larger, more diverse cross-section of the population than traditional surveys alone.

BENEFITS

Faster, Real Time, High-Frequency Insights

By combining daily-tracked social media sentiment with established survey data, the index captures rapid shifts in consumer mood driven by economic news, elections, policy announcements and financial shocks.

Organic & Unprompted Sentiment

Social sentiment reflects opinions shared voluntarily and naturally, without prompting respondents to recall past experiences or forecast future conditions. This reduces survey design and recall bias while capturing authentic, real-world reactions.

Expanded Topic Coverage Beyond Standard Surveys

Access to social data allows for the analysis of economic themes not typically captured in traditional questionnaires, including inflation related discussions, job insecurity sentiment, affordability concerns, and public reactions to new economic policies.