

Big Village CARAVAN Economic Poll

10/12/22 - 10/14/22



This data was collected using Big Village's Online CARAVAN® omnibus survey. Approximately 1,000 adults (18+) selected from opt-in online panels were surveyed. The results are weighted based on gender, age, education, race, and ethnicity. Weighting targets are based on the most recent results from the Census Bureau's American Communities Survey. The average margin of error is +/- 3.1% for Adults.

Big Village developed a proprietary 'Consumer Sentiment Index' with the benchmark wave collected March 19-21, 2021, following passage of the American Rescue Plan Act of 2021. To date, our index has produced a high-water mark of 106, during the period of April 2-4, 2021.

The Consumer Sentiment Index is intended to measure the degree of confidence that Americans feel about their current financial status and their expectations of change for the better or worse in the near future. The Short-Term Sentiment Index measures how confident Americans are feeling right now about their current financial situation. The Long-Term Sentiment Index American's expectations of change for the better or worse in the near future.

Consumer Sentiment Index

	Adults	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)	Demo-crats	Repbu-licans	Ind/ Other
<i>Unweighted base size</i>	1,005	499	499	126	339	217	276	487	344	174
Consumer Sentiment Index	89.7	99.7	80.5	105.9	104.2	87.8	72.5	101.7	75.4	85.2
Short-Term Sentiment Index	90.5	101.0	80.8	111.7	105.2	88.5	71.6	101.1	80.0	82.2
Long-Term Sentiment Index	89.2	98.9	80.3	102.8	103.6	87.3	73.0	102.1	72.6	86.9

Consumer Sentiment Index - Monthly Trends

	Jan - 2022	Feb - 2022	Mar - 2022	Apr - 2022	May - 2022	Jun - 2022	Jul - 2022	Aug - 2022	Sep - 2022	Oct - 2022
<i>Unweighted base size</i>	2,031	2,015	2,029	3,044	2,019	2,021	2,014	3,031	1,008	1,005
Consumer Sentiment Index	96.8	93.9	91.8	91.9	89.6	88.9	84.8	89.3	91.2	89.7
Short-Term Sentiment Index	98.9	98.2	97.5	96.5	94.3	94.6	90.3	92.0	90.2	90.5
Long-Term Sentiment Index	95.7	91.4	88.5	89.4	87.1	85.7	81.7	87.8	91.9	89.2

Would you say that you (and your household) are better off or worse off FINANCIALLY than you were a YEAR AGO?

	Adults	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)	Demo-crats	Repbu-licans	Ind/ Other
<i>Unweighted base size</i>	1,005	499	499	126	339	217	276	487	344	174
Better off (NET)	27.1%	34.8%	20.0%	43.1%	39.2%	27.2%	10.8%	35.1%	20.9%	17.6%
Much better off	11.1%	16.1%	6.5%	12.5%	20.8%	11.0%	2.8%	17.4%	6.1%	3.7%
Somewhat better off	16.0%	18.7%	13.5%	30.6%	18.4%	16.2%	7.9%	17.7%	14.7%	14.0%
The same	31.5%	29.0%	33.7%	32.9%	27.1%	30.4%	34.5%	32.8%	29.1%	32.8%
Somewhat worse	26.6%	24.1%	29.2%	18.8%	21.3%	27.1%	32.7%	22.7%	31.2%	28.0%
Much worse	14.8%	12.1%	17.1%	5.2%	12.4%	15.3%	22.0%	9.4%	18.9%	21.6%
Worse (NET)	41.4%	36.2%	46.3%	24.0%	33.8%	42.4%	54.7%	32.1%	50.0%	49.5%

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Now looking ahead--do you think that a YEAR FROM NOW you (and your household) will be better off FINANCIALLY, worse off, or about the same as now?

	Adults	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)	Democrats	Republicans	Ind/ Other
<i>Unweighted base size</i>	1,005	499	499	126	339	217	276	487	344	174
Better off (NET)	42.3%	50.9%	34.4%	50.4%	58.1%	41.3%	26.6%	49.3%	32.3%	42.9%
Will be much better off	15.6%	20.9%	10.5%	23.3%	26.6%	13.0%	5.3%	20.3%	11.8%	10.4%
Will be somewhat better off	26.7%	30.0%	23.9%	27.1%	31.5%	28.3%	21.4%	29.0%	20.5%	32.6%
Will be the same	35.2%	28.9%	41.1%	33.5%	27.1%	38.1%	40.3%	38.2%	31.8%	34.0%
Will be somewhat worse	16.1%	15.4%	17.0%	14.5%	10.7%	12.2%	24.0%	9.8%	24.0%	17.5%
Will be much worse	6.4%	4.9%	7.5%	1.6%	4.1%	8.5%	9.0%	2.7%	11.8%	5.5%
Worse (NET)	22.5%	20.2%	24.5%	16.1%	14.8%	20.6%	33.0%	12.5%	35.8%	23.0%

Now turning to business conditions in the United States as a whole - do you think that during the NEXT TWELVE MONTHS we'll have good times financially, or bad times?

	Adults	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)	Democrats	Republicans	Ind/ Other
<i>Unweighted base size</i>	1,005	499	499	126	339	217	276	487	344	174
Good times (NET)	25.6%	34.3%	17.6%	37.0%	40.2%	20.9%	11.9%	34.1%	16.0%	21.6%
Very good times	11.8%	17.8%	6.2%	14.1%	22.9%	10.9%	2.6%	16.9%	7.1%	7.3%
Somewhat good times	13.8%	16.5%	11.3%	22.9%	17.2%	9.9%	9.4%	17.3%	8.9%	14.3%
A mix of both	42.8%	37.7%	47.6%	42.0%	37.7%	45.8%	46.7%	45.5%	35.1%	50.5%
Somewhat bad times	19.9%	19.8%	20.3%	14.5%	14.9%	21.4%	23.9%	14.4%	28.0%	19.2%
Very bad times	11.7%	8.2%	14.6%	6.5%	7.2%	11.9%	17.5%	6.0%	20.9%	8.8%
Bad times (NET)	31.6%	28.0%	34.9%	20.9%	22.1%	33.3%	41.3%	20.4%	48.9%	27.9%

Looking ahead, which would you say is the MOST LIKELY economic scenario for the United States during the next FIVE YEARS OR SO?

	Adults	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)	Democrats	Republicans	Ind/ Other
<i>Unweighted base size</i>	1,005	499	499	126	339	217	276	487	344	174
Better off (NET)	27.1%	34.8%	20.0%	43.1%	39.2%	27.2%	10.8%	35.1%	20.9%	17.6%
Much better off	11.1%	16.1%	6.5%	12.5%	20.8%	11.0%	2.8%	17.4%	6.1%	3.7%
Somewhat better off	16.0%	18.7%	13.5%	30.6%	18.4%	16.2%	7.9%	17.7%	14.7%	14.0%
The same	31.5%	29.0%	33.7%	32.9%	27.1%	30.4%	34.5%	32.8%	29.1%	32.8%
Somewhat worse	26.6%	24.1%	29.2%	18.8%	21.3%	27.1%	32.7%	22.7%	31.2%	28.0%
Much worse	14.8%	12.1%	17.1%	5.2%	12.4%	15.3%	22.0%	9.4%	18.9%	21.6%
Worse (NET)	41.4%	36.2%	46.3%	24.0%	33.8%	42.4%	54.7%	32.1%	50.0%	49.5%

Please think about each of these categories. Generally speaking, do you think now is a good or bad time in terms of ECONOMIC STABILITY...

% Very good time/somewhat good time

	Adults	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	1,005	499	499	126	339	217	276	487	344	174
Buy furniture and home decor in the next month	21.4%	28.1%	15.3%	31.1%	36.5%	18.2%	7.3%	27.0%	15.8%	17.1%
Buy large home appliances (refrigerator, dishwasher, washer/dryer, stove/oven) in the next month	22.5%	30.6%	15.0%	41.8%	32.5%	18.2%	9.6%	27.1%	19.2%	16.5%
Make or begin planning a large home improvement/renovation project in the next month	21.6%	29.0%	14.8%	42.2%	33.7%	17.9%	6.3%	28.3%	16.8%	13.2%
Research/book a vacation or travel in the next month	27.1%	34.8%	19.8%	40.3%	38.8%	23.2%	15.9%	34.1%	21.5%	19.3%
Buy a new car in the next month	19.6%	26.5%	13.3%	28.8%	32.7%	15.1%	9.4%	24.9%	14.9%	14.4%
Buy major home electronics such as a TV, computer, tablet in the next month	26.0%	34.9%	17.7%	36.9%	40.3%	24.5%	9.8%	31.2%	20.1%	23.3%
Invest more for retirement than you are now	38.4%	44.6%	32.5%	49.2%	49.6%	34.3%	29.7%	43.4%	34.1%	33.3%
Save more than you are saving now	52.2%	60.3%	44.6%	58.8%	61.3%	49.6%	45.9%	55.8%	48.9%	48.7%
Make extra or lump sum payments to pay off or pay down outstanding debt	45.9%	51.1%	41.2%	49.1%	49.7%	41.9%	45.7%	46.7%	44.3%	46.6%
Buy a house in the next 3 months	16.9%	22.8%	11.4%	24.7%	27.2%	16.8%	4.8%	22.3%	11.5%	13.1%
Subscribe to a new streaming service in the next month	25.7%	31.8%	20.0%	42.3%	37.3%	25.0%	10.2%	32.6%	20.9%	16.2%
Have a child in the next 12 months	15.5%	23.0%	8.4%	25.7%	29.5%	12.1%	2.7%	20.5%	10.4%	11.6%
Relocate to a different part of the country in the next 3 months	18.6%	25.1%	12.6%	25.7%	30.5%	17.3%	6.6%	24.2%	13.4%	13.4%

Please think about each of these categories. Generally speaking, do you think now is a good or bad time in terms of ECONOMIC STABILITY...

% *Very bad time/somewhat bad time*

	Adults	Male	Female	Gen Z (18-25)	Millennials (26-41)	Gen X (42-57)	Baby Boomers (58-76)	Demo- crats	Repbu- licans	Ind/ Other
<i>Unweighted base size</i>	1,005	499	499	126	339	217	276	487	344	174
Buy furniture and home decor in the next month	46.0%	40.5%	50.9%	34.9%	35.1%	45.0%	59.4%	42.5%	53.9%	39.9%
Buy large home appliances (refrigerator, dishwasher, washer/dryer, stove/oven) in the next month	46.5%	40.7%	51.7%	26.9%	40.3%	47.7%	57.8%	44.2%	52.3%	41.4%
Make or begin planning a large home improvement/renovation project in the next month	50.9%	43.0%	58.4%	34.8%	40.0%	52.5%	64.4%	48.3%	56.1%	47.7%
Research/book a vacation or travel in the next month	43.9%	36.0%	51.3%	30.4%	37.1%	45.6%	51.9%	38.6%	52.3%	41.6%
Buy a new car in the next month	58.1%	50.7%	64.8%	41.5%	48.2%	56.3%	73.7%	54.6%	64.8%	54.5%
Buy major home electronics such as a TV, computer, tablet in the next month	39.2%	31.3%	46.4%	26.5%	31.7%	38.8%	50.0%	36.0%	47.1%	32.2%
Invest more for retirement than you are now	31.5%	25.7%	36.7%	27.7%	25.9%	35.4%	32.7%	28.0%	35.3%	33.5%
Save more than you are saving now	21.6%	15.9%	26.7%	15.7%	16.8%	24.6%	23.3%	19.4%	24.4%	22.3%
Make extra or lump sum payments to pay off or pay down outstanding debt	24.3%	20.8%	27.2%	18.5%	23.4%	25.8%	23.8%	24.0%	27.3%	18.9%
Buy a house in the next 3 months	62.5%	57.3%	67.2%	45.9%	53.0%	65.5%	74.6%	57.7%	71.5%	57.5%
Subscribe to a new streaming service in the next month	36.3%	31.6%	40.8%	22.3%	30.4%	31.2%	48.8%	29.8%	46.6%	33.5%
Have a child in the next 12 months	59.8%	53.9%	65.2%	51.1%	50.8%	56.7%	73.2%	55.9%	65.9%	58.4%
Relocate to a different part of the country in the next 3 months	52.6%	46.8%	57.6%	45.3%	40.2%	51.8%	66.3%	48.9%	60.1%	47.6%