Big Village CARAVAN Economic Poll
12/07/22 - 12/09/22

BiG ViLLAGE CARAVAN®

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
Unweighted base size	*1,003*	*497*	*499*	*188*	*305*	*188*	*283*	*477*	*333*	*193*
Consumer Sentiment Index	94.3	101.8	87.4	109.2	109.5	88.4	78.8	105.5	79.7	92.2
Short-Term Sentiment Index	95.3	105.8	85.4	114.7	113.9	82.8	80.0	105.2	82.5	93.5
Long-Term Sentiment Index	93.8	99.6	88.5	106.2	107.0	91.7	78.1	105.8	78.2	91.5

Consumer Sentiment Index - Monthly Trends

	Mar - 2022	Apr - 2022	May - 2022	Jun - 2022	Jul - 2022	Aug - 2022	Sep - 2022	Oct - 2022	Nov - 2022	Dec - 2022
Unweighted base size	*2,029*	*3,044*	*2,019*	*2,021*	*2,014*	*3,031*	*1,008*	*1,005*	*1,009*	*1,003*
Consumer Sentiment Index	91.8	91.9	89.6	88.9	84.8	89.3	91.2	89.7	88.0	94.3
Short-Term Sentiment Index	97.5	96.5	94.3	94.6	90.3	92.0	90.2	90.5	88.4	95.3
Long-Term Sentiment Index	88.5	89.4	87.1	85.7	81.7	87.8	91.9	89.2	87.8	93.8

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
Unweighted base size	*1,003*	*497*	*499*	*188*	*305*	*188*	*283*	*477*	*333*	*193*
Better off (NET)	31.5%	41.0%	22.9%	50.8%	49.8%	21.5%	13.8%	37.7%	22.7%	31.7%
Much better off	12.1%	17.5%	7.2%	17.6%	22.3%	8.3%	3.9%	14.6%	6.6%	15.3%
Somewhat better off	19.4%	23.5%	15.7%	33.2%	27.6%	13.2%	10.0%	23.1%	16.1%	16.4%
The same	30.9%	27.7%	33.5%	28.2%	23.7%	30.4%	38.3%	32.9%	26.9%	32.7%
Somewhat worse	26.4%	21.7%	30.9%	13.5%	18.9%	30.5%	35.9%	19.4%	38.5%	23.0%
Much worse	11.2%	9.6%	12.7%	7.5%	7.6%	17.6%	11.9%	10.0%	11.9%	12.6%
Worse (NET)	37.6%	31.3%	43.6%	21.0%	26.4%	48.0%	47.8%	29.4%	50.4%	35.6%

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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)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	*1,003*	*497*	*499*	*188*	*305*	*188*	*283*	*477*	*333*	*193*
Better off (NET)	50.9%	57.5%	44.8%	69.7%	62.1%	51.5%	33.4%	59.4%	43.5%	43.3%
Will be much better off	18.9%	24.1%	14.1%	26.3%	32.3%	18.2%	4.6%	21.7%	14.3%	19.8%
Will be somewhat better off	32.0%	33.4%	30.7%	43.5%	29.7%	33.3%	28.8%	37.7%	29.2%	23.5%
Will be the same	33.2%	27.4%	38.5%	22.0%	30.2%	33.4%	40.3%	33.5%	27.0%	42.9%
Will be somewhat worse	11.7%	10.3%	13.0%	6.7%	6.4%	9.8%	19.1%	5.4%	21.2%	10.6%
Will be much worse	4.2%	4.7%	3.7%	1.5%	1.3%	5.4%	7.2%	1.7%	8.3%	3.1%
Worse (NET)	15.9%	15.0%	16.7%	8.2%	7.7%	15.2%	26.3%	7.1%	29.5%	13.7%

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)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	*1,003*	*497*	*499*	*188*	*305*	*188*	*283*	*477*	*333*	*193*
Good times (NET)	26.2%	34.0%	19.1%	33.3%	37.4%	23.8%	14.1%	34.7%	15.4%	24.1%
Very good times	10.7%	14.5%	7.2%	13.3%	16.9%	11.9%	2.8%	14.4%	6.8%	8.4%
Somewhat good times	15.5%	19.5%	11.9%	20.1%	20.5%	11.9%	11.3%	20.3%	8.7%	15.7%
A mix of both	46.8%	38.3%	54.5%	50.7%	43.3%	48.8%	47.7%	50.0%	40.3%	50.1%
Somewhat bad times	18.6%	18.5%	18.7%	12.9%	14.5%	18.2%	25.1%	12.3%	27.6%	18.4%
Very bad times	8.4%	9.2%	7.7%	3.1%	4.8%	9.2%	13.0%	3.0%	16.6%	7.4%
Bad times (NET)	26.9%	27.7%	26.4%	16.0%	19.4%	27.3%	38.1%	15.2%	44.3%	25.8%

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)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	*1,003*	*497*	*499*	*188*	*305*	*188*	*283*	*477*	*333*	*193*
Better off (NET)	31.5%	41.0%	22.9%	50.8%	49.8%	21.5%	13.8%	37.7%	22.7%	31.7%
Much better off	12.1%	17.5%	7.2%	17.6%	22.3%	8.3%	3.9%	14.6%	6.6%	15.3%
Somewhat better off	19.4%	23.5%	15.7%	33.2%	27.6%	13.2%	10.0%	23.1%	16.1%	16.4%
The same	30.9%	27.7%	33.5%	28.2%	23.7%	30.4%	38.3%	32.9%	26.9%	32.7%
Somewhat worse	26.4%	21.7%	30.9%	13.5%	18.9%	30.5%	35.9%	19.4%	38.5%	23.0%
Much worse	11.2%	9.6%	12.7%	7.5%	7.6%	17.6%	11.9%	10.0%	11.9%	12.6%
Worse (NET)	37.6%	31.3%	43.6%	21.0%	26.4%	48.0%	47.8%	29.4%	50.4%	35.6%

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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	*1,003*	*497*	*499*	*188*	*305*	*188*	*283*	*477*	*333*	*193*
Buy furniture and home decor in the next month	29.0%	33.5%	24.3%	47.8%	40.8%	21.0%	18.9%	36.5%	21.6%	23.7%
Buy large home appliances (refrigerator, dishwasher, washer/dryer, stove/oven) in the next month	25.2%	34.4%	16.4%	42.3%	36.3%	18.2%	13.8%	33.1%	18.4%	18.0%
Make or begin planning a large home improvement/renovation project in the next month	23.1%	30.7%	16.0%	38.3%	33.9%	19.3%	11.7%	30.6%	15.2%	18.8%
Research/book a vacation or travel in the next month	31.6%	38.7%	25.2%	39.0%	41.7%	27.8%	22.7%	41.1%	21.4%	26.1%
Buy a new car in the next month	19.2%	24.5%	14.2%	29.1%	31.8%	14.1%	8.5%	24.9%	13.6%	15.3%
Buy major home electronics such as a TV, computer, tablet in the next month	31.5%	40.0%	23.6%	45.6%	42.7%	25.0%	20.9%	40.6%	21.5%	26.8%
Invest more for retirement than you are now	42.3%	49.4%	35.4%	45.3%	53.2%	40.0%	33.6%	51.3%	33.2%	36.1%
Save more than you are saving now	55.7%	60.6%	50.9%	66.7%	65.3%	47.2%	50.4%	63.0%	50.8%	46.6%
Make extra or lump sum payments to pay off or pay down outstanding debt	47.9%	52.4%	43.5%	48.6%	51.6%	45.0%	47.4%	52.6%	46.7%	38.7%
Buy a house in the next 3 months	17.9%	23.9%	12.3%	29.9%	28.9%	12.4%	7.1%	23.3%	10.4%	17.9%
Subscribe to a new streaming service in the next month	30.6%	37.2%	24.5%	41.9%	47.4%	25.0%	16.4%	38.4%	25.9%	20.0%
Have a child in the next 12 months	14.1%	19.2%	9.4%	24.5%	28.0%	7.2%	3.5%	17.4%	10.4%	12.4%
Relocate to a different part of the country in the next 3 months	20.1%	23.1%	16.7%	31.2%	32.6%	16.0%	7.4%	24.5%	15.2%	17.9%

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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
Unweighted base size	*1,003*	*497*	*499*	*188*	*305*	*188*	*283*	*477*	*333*	*193*
Buy furniture and home decor in the next month	41.2%	37.5%	45.1%	24.2%	32.3%	47.3%	49.8%	35.1%	51.5%	38.7%
Buy large home appliances (refrigerator, dishwasher, washer/dryer, stove/oven) in the next month	46.0%	40.0%	51.8%	31.3%	36.1%	56.1%	53.0%	41.6%	54.0%	43.1%
Make or begin planning a large home improvement/renovation project in the next month	51.3%	42.7%	59.7%	39.4%	38.2%	56.7%	64.5%	44.3%	61.0%	51.6%
Research/book a vacation or travel in the next month	40.9%	36.6%	45.3%	29.4%	30.8%	50.1%	47.6%	32.9%	48.7%	46.8%
Buy a new car in the next month	57.5%	49.0%	65.8%	43.1%	45.1%	63.3%	70.0%	50.6%	67.5%	57.3%
Buy major home electronics such as a TV, computer, tablet in the next month	37.0%	30.5%	43.1%	28.3%	27.1%	46.6%	42.2%	31.7%	44.4%	37.1%
Invest more for retirement than you are now	28.4%	21.8%	34.8%	25.1%	21.9%	30.3%	33.3%	23.5%	36.4%	26.7%
Save more than you are saving now	20.9%	17.6%	24.0%	11.9%	15.5%	26.0%	25.7%	13.8%	29.7%	22.8%
Make extra or lump sum payments to pay off or pay down outstanding debt	24.2%	19.2%	28.9%	22.6%	21.8%	28.1%	23.7%	22.1%	26.0%	26.1%
Buy a house in the next 3 months	62.2%	55.9%	68.6%	47.7%	52.2%	66.2%	74.5%	55.2%	72.4%	62.0%
Subscribe to a new streaming service in the next month	30.7%	26.6%	34.5%	26.3%	22.7%	31.7%	36.9%	26.0%	35.8%	33.4%
Have a child in the next 12 months	60.9%	54.8%	66.8%	51.5%	45.9%	69.4%	70.6%	56.5%	63.5%	67.0%
Relocate to a different part of the country in the next 3 months	52.0%	48.7%	55.5%	42.0%	39.2%	53.5%	66.6%	47.8%	59.0%	50.5%