Big Village CARAVAN Economic Poll
10/04/23 - 10/05/23

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	Repu-blicans	Ind/ Other
Unweighted base size	*1,016*	*506*	*499*	*153*	*336*	*214*	*258*	*416*	*391*	*209*
Consumer Sentiment Index	86.9	93.1	80.9	104.1	100.9	81.5	71.3	97.8	75.6	87.3
Short-Term Sentiment Index	89.4	96.3	82.5	110.7	103.3	80.4	75.3	98.4	79.4	90.7
Long-Term Sentiment Index	85.5	91.2	80.0	100.4	99.5	82.2	69.0	97.5	73.4	85.4

Adults Quarterly Trends

	Q1-2023	Q2-2023	Q3-2023	Q4-2023
Unweighted base size	*1,009*	*3,025*	*3,034*	*1,016*
Consumer Sentiment Index	94.0	90.6	91.5	86.9
Short-Term Sentiment Index	96.4	94.0	94.5	89.4
Long-Term Sentiment Index	92.7	88.7	89.9	85.5

Big Village CARAVAN Economic Poll
10/04/23 - 10/05/23

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	Repu-blicans	Ind/ Other
Unweighted base size	*1,016*	*506*	*499*	*153*	*336*	*214*	*258*	*416*	*391*	*209*
Better off (NET)	26.5%	30.2%	22.5%	45.5%	41.4%	18.7%	10.9%	32.8%	20.4%	25.7%
Much better off	10.1%	12.6%	7.5%	14.3%	20.9%	5.9%	1.8%	14.3%	5.4%	10.6%
Somewhat better off	16.4%	17.6%	15.0%	31.1%	20.6%	12.8%	9.1%	18.5%	14.9%	15.1%
The same	33.2%	35.4%	31.7%	29.4%	23.4%	32.3%	44.5%	36.6%	28.1%	36.2%
Somewhat worse	27.8%	23.2%	32.0%	18.7%	21.9%	37.1%	30.2%	21.4%	35.3%	26.0%
Much worse	12.5%	11.2%	13.8%	6.5%	13.2%	12.0%	14.3%	9.2%	16.2%	12.0%
Worse (NET)	40.3%	34.4%	45.9%	25.2%	35.1%	49.1%	44.6%	30.6%	51.5%	38.0%

Adults Quarterly Trends

	Q1-2023	Q2-2023	Q3-2023	Q4-2023
Unweighted base size	*1,009*	*3,025*	*3,034*	*1,016*
Better off (NET)	33.1%	30.3%	29.6%	26.5%
Much better off	12.2%	9.6%	9.3%	10.1%
Somewhat better off	20.9%	20.7%	20.3%	16.4%
The same	31.7%	33.4%	34.5%	33.2%
Somewhat worse	24.9%	25.7%	24.9%	27.8%
Much worse	10.3%	10.6%	11.1%	12.5%
Worse (NET)	35.2%	36.3%	35.9%	40.3%

Big Village CARAVAN Economic Poll
10/04/23 - 10/05/23

BiG VILLAGE
CARAVAN®

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	Repu-blicans	Ind/ Other
Unweighted base size	*1,016*	*506*	*499*	*153*	*336*	*214*	*258*	*416*	*391*	*209*
Better off (NET)	42.2%	44.3%	39.7%	61.8%	60.0%	40.1%	19.4%	53.4%	30.6%	42.4%
Will be much better off	16.3%	16.8%	15.6%	21.1%	28.3%	15.3%	3.6%	19.8%	11.0%	19.6%
Will be somewhat better off	25.9%	27.6%	24.2%	40.8%	31.8%	24.7%	15.8%	33.6%	19.6%	22.8%
Will be the same	36.0%	35.7%	36.6%	31.6%	25.6%	38.2%	45.1%	33.9%	38.5%	35.7%
Will be somewhat worse	15.2%	14.0%	16.7%	5.8%	9.1%	14.0%	25.7%	8.2%	22.0%	15.9%
Will be much worse	6.6%	6.0%	7.0%	0.8%	5.2%	7.7%	9.8%	4.5%	9.0%	6.0%
Worse (NET)	21.8%	20.0%	23.7%	6.5%	14.4%	21.7%	35.5%	12.7%	31.0%	21.9%

Adults Quarterly Trends

	Q1-2023	Q2-2023	Q3-2023	Q4-2023
Unweighted base size	*1,009*	*3,025*	*3,034*	*1,016*
Better off (NET)	52.8%	47.8%	46.2%	42.2%
Will be much better off	17.2%	16.1%	16.0%	16.3%
Will be somewhat better off	35.6%	31.8%	30.1%	25.9%
Will be the same	30.8%	34.4%	35.7%	36.0%
Will be somewhat worse	11.6%	12.7%	13.4%	15.2%
Will be much worse	4.8%	5.0%	4.7%	6.6%
Worse (NET)	16.4%	17.7%	18.2%	21.8%

Big Village CARAVAN Economic Poll
10/04/23 - 10/05/23

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	Repu-blicans	Ind/ Other
Unweighted base size	*1,016*	*506*	*499*	*153*	*336*	*214*	*258*	*416*	*391*	*209*
Good times (NET)	20.8%	26.6%	14.9%	29.3%	33.8%	16.2%	8.6%	30.9%	13.1%	15.9%
Very good times	7.7%	10.5%	4.8%	10.9%	15.3%	5.0%	0.9%	11.2%	4.7%	6.7%
Somewhat good times	13.1%	16.0%	10.1%	18.4%	18.5%	11.2%	7.7%	19.8%	8.3%	9.2%
A mix of both	46.4%	42.6%	50.3%	49.9%	40.5%	49.7%	48.8%	47.2%	39.6%	57.5%
Somewhat bad times	21.7%	22.1%	21.5%	15.5%	17.4%	21.8%	28.2%	15.2%	30.5%	17.9%
Very bad times	11.1%	8.7%	13.2%	5.2%	8.4%	12.3%	14.3%	6.7%	16.9%	8.8%
Bad times (NET)	32.8%	30.8%	34.7%	20.7%	25.7%	34.2%	42.5%	21.8%	47.4%	26.7%

Adults Quarterly Trends

	Q1-2023	Q2-2023	Q3-2023	Q4-2023
Unweighted base size	*1,009*	*3,025*	*3,034*	*1,016*
Good times (NET)	26.3%	22.7%	24.3%	20.8%
Very good times	9.9%	8.0%	8.3%	7.7%
Somewhat good times	16.4%	14.7%	16.1%	13.1%
A mix of both	43.1%	46.0%	46.8%	46.4%
Somewhat bad times	21.8%	20.4%	19.0%	21.7%
Very bad times	8.7%	11.0%	9.9%	11.1%
Bad times (NET)	30.5%	31.3%	28.9%	32.8%

Big Village CARAVAN Economic Poll
10/04/23 - 10/05/23

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	Repu-blicans	Ind/ Other
Unweighted base size	*1,016*	*506*	*499*	*153*	*336*	*214*	*258*	*416*	*391*	*209*
Prosperity (NET)	24.1%	32.3%	16.1%	36.0%	33.1%	21.3%	12.5%	31.6%	18.8%	19.5%
Mostly periods of economic PROSPERITY	7.5%	12.0%	3.2%	12.3%	13.5%	3.7%	3.1%	11.0%	5.0%	5.5%
Somewhat more prosperity than instability	16.6%	20.4%	12.9%	23.8%	19.6%	17.6%	9.3%	20.6%	13.8%	14.1%
About equal parts prosperity and instability	37.0%	34.7%	39.4%	31.7%	37.2%	38.4%	38.8%	38.3%	32.3%	42.8%
Somewhat more instability than prosperity	23.6%	20.3%	26.5%	21.0%	18.0%	23.4%	29.1%	22.3%	26.9%	20.0%
Mostly periods of economic INSTABILITY	15.4%	12.6%	17.9%	11.3%	11.7%	16.8%	19.6%	7.8%	22.0%	17.6%
Instability (NET)	39.0%	32.9%	44.4%	32.3%	29.7%	40.2%	48.7%	30.0%	48.9%	37.6%

Adults Quarterly Trends

	Q1-2023	Q2-2023	Q3-2023	Q4-2023
Unweighted base size	*1,009*	*3,025*	*3,034*	*1,016*
Prosperity (NET)	33.9%	29.0%	29.8%	24.1%
Mostly periods of economic PROSPERITY	11.4%	9.6%	9.8%	7.5%
Somewhat more prosperity than instability	22.5%	19.4%	20.0%	16.6%
About equal parts prosperity and instability	29.9%	32.6%	34.3%	37.0%
Somewhat more instability than prosperity	23.2%	22.6%	20.9%	23.6%
Mostly periods of economic INSTABILITY	13.1%	15.8%	15.0%	15.4%
Instability (NET)	36.3%	38.4%	35.9%	39.0%

Big Village CARAVAN Economic Poll
10/04/23 - 10/05/23

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	Repu-blicans	Ind/ Other
Unweighted base size	*1,016*	*506*	*499*	*153*	*336*	*214*	*258*	*416*	*391*	*209*
Buy furniture and home decor in the next month	22.9%	26.1%	19.4%	38.1%	36.1%	17.6%	9.0%	26.9%	17.6%	25.0%
Buy large home appliances (refrigerator, dishwasher, washer/dryer, stove/oven) in the next month	22.6%	26.3%	18.6%	36.0%	30.9%	17.8%	12.5%	28.5%	17.9%	20.0%
Make or begin planning a large home improvement/renovation project in the next month	18.7%	21.8%	15.0%	31.5%	29.7%	14.0%	7.4%	22.9%	14.9%	17.6%
Research/book a vacation or travel in the next month	23.9%	26.7%	20.7%	36.2%	34.3%	15.4%	15.0%	28.0%	20.7%	21.9%
Buy a new car in the next month	16.4%	18.9%	13.9%	29.6%	25.1%	11.4%	6.0%	21.4%	12.3%	14.2%
Buy major home electronics such as a TV, computer, tablet in the next month	25.5%	32.2%	18.5%	42.2%	35.0%	18.4%	15.7%	30.5%	20.8%	24.6%
Invest more for retirement than you are now	35.3%	39.0%	31.3%	42.9%	48.1%	29.2%	24.9%	40.3%	31.4%	33.1%
Save more than you are saving now	49.3%	51.8%	46.9%	66.2%	55.3%	43.6%	41.8%	54.9%	45.2%	46.2%
Make extra or lump sum payments to pay off or pay down outstanding debt	42.6%	45.7%	39.7%	50.1%	51.8%	36.0%	36.3%	44.4%	42.3%	39.7%
Buy a house in the next 3 months	14.4%	17.3%	11.4%	27.9%	23.7%	10.7%	2.9%	17.9%	11.1%	13.7%
Subscribe to a new streaming service in the next month	22.8%	28.5%	16.9%	33.7%	34.8%	16.7%	12.4%	26.5%	19.1%	22.8%
Have a child in the next 12 months	13.1%	16.7%	9.6%	25.0%	22.1%	5.7%	4.8%	15.1%	12.2%	11.0%
Relocate to a different part of the country in the next 3 months	17.4%	20.8%	13.8%	30.0%	27.3%	14.1%	4.7%	18.1%	16.5%	17.5%

Big Village CARAVAN Economic Poll
10/04/23 - 10/05/23

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 Quarterly Trends

	Q1-2023	Q2-2023	Q3-2023	Q4-2023
Unweighted base size	*1,009*	*3,025*	*3,034*	*1,016*
Buy furniture and home decor in the next month	26.6%	25.2%	24.4%	22.9%
Buy large home appliances (refrigerator, dishwasher, washer/dryer, stove/oven) in the next month	22.4%	23.8%	23.1%	22.6%
Make or begin planning a large home improvement/renovation project in the next month	22.4%	21.1%	22.3%	18.7%
Research/book a vacation or travel in the next month	31.1%	31.9%	30.0%	23.9%
Buy a new car in the next month	17.7%	18.1%	18.7%	16.4%
Buy major home electronics such as a TV, computer, tablet in the next month	30.6%	27.9%	28.1%	25.5%
Invest more for retirement than you are now	43.4%	38.6%	39.9%	35.3%
Save more than you are saving now	55.2%	53.1%	52.7%	49.3%
Make extra or lump sum payments to pay off or pay down outstanding debt	45.3%	45.9%	45.8%	42.6%
Buy a house in the next 3 months	14.5%	15.1%	14.6%	14.4%
Subscribe to a new streaming service in the next month	29.0%	26.5%	27.1%	22.8%
Have a child in the next 12 months	14.6%	12.7%	12.4%	13.1%
Relocate to a different part of the country in the next 3 months	20.0%	20.2%	18.6%	17.4%