Big Village CARAVAN Economic Poll
01/08/24 - 01/10/24

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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 (18-26)	Millennials (27-42)	Gen X (43-58)	Baby Boomers (59-77)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	*1,014*	*507*	*496*	*181*	*306*	*206*	*277*	*447*	*373*	*194*
Consumer Sentiment Index	97.7	101.8	93.9	113.0	107.5	93.1	85.7	109.1	90.8	86.5
Short-Term Sentiment Index	98.5	102.8	94.7	119.4	108.9	92.0	84.6	108.2	94.0	86.6
Long-Term Sentiment Index	97.4	101.4	93.5	109.4	106.8	93.8	86.5	109.8	89.1	86.5

Adults Quarterly Trends

	Q1-2022	Q2-2022	Q3-2022	Q4-2022	Q1-2023	Q2-2023	Q3-2023	Q4-2023	Q1-2024
Unweighted base size	*6,075*	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*1,014*
Consumer Sentiment Index	94.2	90.4	88.1	90.7	93.3	90.6	91.5	91.9	97.7
Short-Term Sentiment Index	98.2	95.3	91.1	91.4	94.6	94.0	94.5	93.5	98.5
Long-Term Sentiment Index	91.9	87.7	86.4	90.3	92.7	88.7	89.9	91.1	97.4

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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 (18-26)	Millennials (27-42)	Gen X (43-58)	Baby Boomers (59-77)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	*1,014*	*507*	*496*	*181*	*306*	*206*	*277*	*447*	*373*	*194*
Better off (NET)	36.9%	41.6%	32.4%	55.9%	47.7%	24.7%	27.3%	42.7%	34.2%	29.4%
Much better off	11.8%	15.6%	8.3%	20.4%	18.9%	6.9%	5.4%	15.0%	9.9%	8.7%
Somewhat better off	25.1%	26.1%	24.2%	35.5%	28.8%	17.8%	21.9%	27.7%	24.3%	20.7%
The same	32.8%	30.1%	35.5%	30.0%	27.6%	40.4%	33.0%	35.4%	30.1%	32.3%
Somewhat worse	20.8%	18.6%	22.5%	11.9%	14.1%	25.8%	25.8%	15.1%	25.4%	24.2%
Much worse	9.5%	9.7%	9.5%	2.2%	10.6%	9.1%	13.9%	6.7%	10.3%	14.1%
Worse (NET)	30.3%	28.3%	32.1%	14.1%	24.7%	34.9%	39.7%	21.8%	35.7%	38.3%

Adults Quarterly Trends

	Q1-2022	Q2-2022	Q3-2022	Q4-2022	Q1-2023	Q2-2023	Q3-2023	Q4-2023	Q1-2024
Unweighted base size	*6,075*	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*1,014*
Better off (NET)	30.4%	29.3%	28.2%	28.1%	31.2%	30.3%	29.6%	29.5%	36.9%
Much better off	10.6%	10.2%	10.1%	10.9%	11.5%	9.6%	9.3%	10.2%	11.8%
Somewhat better off	19.8%	19.2%	18.2%	17.2%	19.7%	20.7%	20.3%	19.3%	25.1%
The same	39.3%	36.7%	31.1%	31.1%	32.1%	33.4%	34.5%	33.6%	32.8%
Somewhat worse	20.7%	23.2%	27.5%	28.2%	25.4%	25.7%	24.9%	25.4%	20.8%
Much worse	9.5%	10.8%	13.2%	12.7%	11.3%	10.6%	11.1%	11.5%	9.5%
Worse (NET)	30.3%	34.0%	40.7%	40.9%	36.7%	36.3%	35.9%	36.9%	30.3%

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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 (18-26)	Millennials (27-42)	Gen X (43-58)	Baby Boomers (59-77)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	*1,014*	*507*	*496*	*181*	*306*	*206*	*277*	*447*	*373*	*194*
Better off (NET)	51.9%	53.6%	50.1%	70.2%	64.8%	50.5%	33.0%	60.1%	45.0%	47.4%
Will be much better off	19.2%	20.5%	18.0%	28.6%	30.8%	15.1%	7.8%	24.0%	16.6%	13.8%
Will be somewhat better off	32.7%	33.1%	32.2%	41.5%	34.0%	35.4%	25.2%	36.0%	28.4%	33.7%
Will be the same	32.0%	30.4%	33.8%	22.1%	26.0%	33.1%	42.4%	31.4%	32.7%	32.1%
Will be somewhat worse	12.4%	11.7%	12.9%	6.4%	8.3%	11.8%	17.8%	6.2%	17.1%	16.7%
Will be much worse	3.7%	4.3%	3.1%	1.4%	0.8%	4.6%	6.8%	2.3%	5.2%	3.8%
Worse (NET)	16.1%	16.0%	16.0%	7.7%	9.2%	16.4%	24.6%	8.5%	22.3%	20.4%

Adults Quarterly Trends

	Q1-2022	Q2-2022	Q3-2022	Q4-2022	Q1-2023	Q2-2023	Q3-2023	Q4-2023	Q1-2024
Unweighted base size	*6,075*	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*1,014*
Better off (NET)	46.1%	43.1%	44.2%	45.5%	50.5%	47.8%	46.2%	46.9%	51.9%
Will be much better off	18.1%	15.0%	14.7%	16.6%	17.5%	16.1%	16.0%	16.9%	19.2%
Will be somewhat better off	28.0%	28.1%	29.5%	28.9%	32.9%	31.8%	30.1%	30.0%	32.7%
Will be the same	37.6%	37.0%	33.8%	34.5%	31.4%	34.4%	35.7%	34.8%	32.0%
Will be somewhat worse	11.4%	13.8%	15.6%	14.8%	12.9%	12.7%	13.4%	12.9%	12.4%
Will be much worse	4.8%	6.2%	6.5%	5.2%	5.2%	5.0%	4.7%	5.4%	3.7%
Worse (NET)	16.3%	20.0%	22.0%	19.9%	18.1%	17.7%	18.2%	18.3%	16.1%

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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 (18-26)	Millennials (27-42)	Gen X (43-58)	Baby Boomers (59-77)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	*1,014*	*507*	*496*	*181*	*306*	*206*	*277*	*447*	*373*	*194*
Good times (NET)	31.9%	37.2%	26.9%	43.8%	40.0%	25.4%	24.4%	43.5%	24.8%	20.5%
Very good times	11.0%	14.5%	7.7%	21.2%	15.8%	8.3%	3.6%	14.4%	9.5%	6.8%
Somewhat good times	20.9%	22.6%	19.2%	22.6%	24.2%	17.1%	20.8%	29.1%	15.3%	13.8%
A mix of both	45.7%	41.2%	50.2%	40.8%	42.9%	48.3%	49.4%	46.3%	40.0%	55.1%
Somewhat bad times	14.6%	14.4%	14.6%	12.1%	11.4%	15.3%	15.8%	7.1%	23.5%	13.4%
Very bad times	7.8%	7.3%	8.4%	3.3%	5.7%	11.0%	10.3%	3.0%	11.6%	10.9%
Bad times (NET)	22.4%	21.7%	22.9%	15.4%	17.1%	26.3%	26.1%	10.2%	35.2%	24.4%

Adults Quarterly Trends

	Q1-2022	Q2-2022	Q3-2022	Q4-2022	Q1-2023	Q2-2023	Q3-2023	Q4-2023	Q1-2024
Unweighted base size	*6,075*	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*1,014*
Good times (NET)	26.5%	24.7%	23.6%	24.4%	26.3%	22.7%	24.3%	25.3%	31.9%
Very good times	10.3%	9.6%	8.7%	10.5%	10.4%	8.0%	8.3%	9.2%	11.0%
Somewhat good times	16.2%	15.1%	14.8%	13.9%	15.9%	14.7%	16.1%	16.1%	20.9%
A mix of both	45.0%	42.6%	42.4%	45.7%	44.2%	46.0%	46.8%	47.4%	45.7%
Somewhat bad times	18.5%	19.7%	21.5%	20.2%	20.6%	20.4%	19.0%	17.7%	14.6%
Very bad times	10.0%	13.0%	12.5%	9.8%	8.9%	11.0%	9.9%	9.6%	7.8%
Bad times (NET)	28.5%	32.7%	34.0%	29.9%	29.5%	31.3%	28.9%	27.2%	22.4%

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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 (18-26)	Millennials (27-42)	Gen X (43-58)	Baby Boomers (59-77)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	*1,014*	*507*	*496*	*181*	*306*	*206*	*277*	*447*	*373*	*194*
Prosperity (NET)	37.5%	45.1%	29.9%	45.0%	41.1%	36.0%	31.6%	48.9%	32.9%	21.8%
Mostly periods of economic PROSPERITY	12.6%	17.1%	8.2%	17.4%	16.9%	12.5%	6.8%	16.4%	11.4%	6.9%
Somewhat more prosperity than instability	24.9%	28.0%	21.7%	27.6%	24.2%	23.4%	24.8%	32.6%	21.5%	14.9%
About equal parts prosperity and instability	34.7%	29.2%	40.1%	26.5%	33.3%	37.1%	38.8%	34.0%	32.5%	40.2%
Somewhat more instability than prosperity	15.5%	14.2%	16.8%	16.0%	14.2%	13.3%	18.3%	11.0%	19.8%	17.0%
Mostly periods of economic INSTABILITY	12.4%	11.5%	13.2%	12.5%	11.4%	13.6%	11.3%	6.1%	14.9%	21.0%
Instability (NET)	27.9%	25.7%	30.1%	28.6%	25.6%	26.9%	29.5%	17.1%	34.6%	37.9%

Adults Quarterly Trends

	Q1-2022	Q2-2022	Q3-2022	Q4-2022	Q1-2023	Q2-2023	Q3-2023	Q4-2023	Q1-2024
Unweighted base size	*6,075*	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*1,014*
Prosperity (NET)	30.9%	29.1%	28.1%	29.7%	33.7%	29.0%	29.8%	30.5%	37.5%
Mostly periods of economic PROSPERITY	12.1%	10.3%	10.0%	11.5%	11.7%	9.6%	9.8%	9.9%	12.6%
Somewhat more prosperity than instability	18.7%	18.8%	18.1%	18.2%	22.0%	19.4%	20.0%	20.6%	24.9%
About equal parts prosperity and instability	34.6%	33.4%	32.1%	34.8%	32.0%	32.6%	34.3%	34.7%	34.7%
Somewhat more instability than prosperity	20.3%	21.7%	23.4%	22.0%	21.5%	22.6%	20.9%	21.8%	15.5%
Mostly periods of economic INSTABILITY	14.2%	15.9%	16.4%	13.5%	12.8%	15.8%	15.0%	13.0%	12.4%
Instability (NET)	34.6%	37.5%	39.8%	35.5%	34.3%	38.4%	35.9%	34.8%	27.9%

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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 good time/somewhat good time

	Adults	Male	Female	Gen Z (18-26)	Millennials (27-42)	Gen X (43-58)	Baby Boomers (59-77)	Demo-crats	Repbu-licans	Ind/ Other
Unweighted base size	*1,014*	*507*	*496*	*181*	*306*	*206*	*277*	*447*	*373*	*194*
Buy furniture and home decor in the next month	27.8%	28.6%	27.0%	41.7%	33.8%	25.9%	17.1%	34.1%	25.3%	19.0%
Buy large home appliances (refrigerator, dishwasher, washer/dryer, stove/oven) in the next month	25.1%	26.4%	24.1%	38.1%	32.8%	21.5%	14.0%	30.5%	24.6%	14.7%
Make or begin planning a large home improvement/renovation project in the next month	20.9%	23.0%	18.7%	29.8%	26.8%	19.4%	12.6%	24.4%	21.6%	11.9%
Research/book a vacation or travel in the next month	29.1%	30.7%	27.5%	40.9%	33.7%	25.1%	22.8%	36.6%	28.7%	13.8%
Buy a new car in the next month	20.2%	20.4%	19.8%	32.1%	28.0%	18.1%	8.3%	23.4%	19.4%	14.6%
Buy major home electronics such as a TV, computer, tablet in the next month	28.5%	30.5%	26.7%	41.9%	36.7%	23.5%	19.5%	38.4%	22.2%	19.5%
Invest more for retirement than you are now	39.4%	41.5%	37.8%	50.0%	47.6%	37.9%	29.1%	46.5%	38.2%	26.5%
Save more than you are saving now	52.1%	54.1%	50.6%	60.1%	56.5%	49.4%	47.4%	61.8%	49.0%	37.5%
Make extra or lump sum payments to pay off or pay down outstanding debt	44.5%	46.4%	42.9%	46.0%	48.4%	43.7%	42.5%	54.2%	41.2%	30.0%
Buy a house in the next 3 months	16.6%	18.3%	15.0%	28.1%	22.9%	15.5%	5.5%	19.4%	17.1%	9.8%
Subscribe to a new streaming service in the next month	25.6%	27.4%	23.9%	33.6%	38.1%	25.3%	11.5%	33.9%	22.9%	13.3%
Have a child in the next 12 months	15.1%	16.1%	14.2%	24.0%	23.2%	13.0%	5.3%	19.8%	13.7%	7.7%
Relocate to a different part of the country in the next 3 months	18.2%	20.2%	16.6%	29.4%	24.9%	17.1%	6.7%	21.8%	17.5%	11.9%

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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 good time/somewhat good time

Adults Quarterly Trends

	Q1-2022	Q2-2022	Q3-2022	Q4-2022	Q1-2023	Q2-2023	Q3-2023	Q4-2023	Q1-2024
Unweighted base size	*6,075*	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*1,014*
Buy furniture and home decor in the next month	26.0%	24.8%	24.5%	23.7%	25.2%	25.2%	24.4%	26.1%	27.8%
Buy large home appliances (refrigerator, dishwasher, washer/dryer, stove/oven) in the next month	23.8%	23.8%	22.1%	22.1%	21.9%	23.8%	23.1%	25.1%	25.1%
Make or begin planning a large home improvement/renovation project in the next month	23.9%	23.4%	20.9%	21.2%	21.9%	21.1%	22.3%	21.8%	20.9%
Research/book a vacation or travel in the next month	31.1%	30.5%	28.5%	28.8%	30.3%	31.9%	30.0%	28.1%	29.1%
Buy a new car in the next month	18.6%	19.0%	18.0%	17.9%	18.8%	18.1%	18.7%	19.3%	20.2%
Buy major home electronics such as a TV, computer, tablet in the next month	27.9%	27.1%	26.1%	27.0%	27.2%	27.9%	28.1%	30.0%	28.5%
Invest more for retirement than you are now	44.7%	41.3%	39.5%	39.5%	40.6%	38.6%	39.9%	37.7%	39.4%
Save more than you are saving now	58.1%	52.4%	53.0%	53.3%	53.8%	53.1%	52.7%	50.7%	52.1%
Make extra or lump sum payments to pay off or pay down outstanding debt	49.4%	45.5%	45.7%	46.0%	45.0%	45.9%	45.8%	41.7%	44.5%
Buy a house in the next 3 months	18.5%	17.9%	16.9%	15.8%	15.6%	15.1%	14.6%	16.3%	16.6%
Subscribe to a new streaming service in the next month	28.9%	27.8%	26.3%	26.7%	26.8%	26.5%	27.1%	27.2%	25.6%
Have a child in the next 12 months	14.7%	15.9%	14.2%	13.5%	14.8%	12.7%	12.4%	13.9%	15.1%
Relocate to a different part of the country in the next 3 months	21.0%	22.1%	19.7%	18.7%	20.1%	20.2%	18.6%	20.0%	18.2%