The Pulse: Current Events | Week of March 21, 2022

THE PULSE OF THE AMERICAN CONSUMER

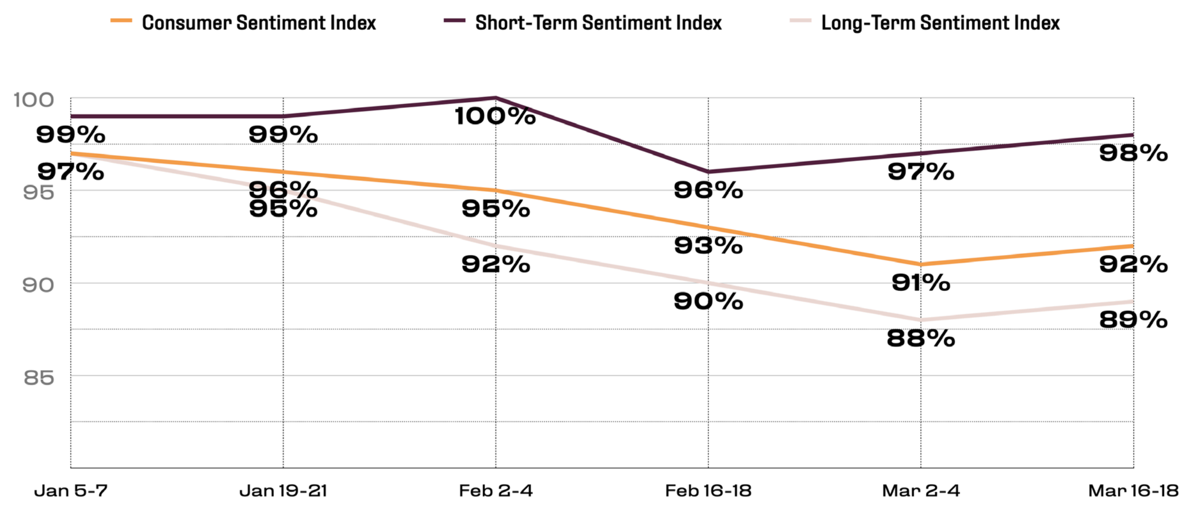
CURRENT EVENTS

Data updated March 16-18, 2022

CARAVAN® Omnibus Surveys

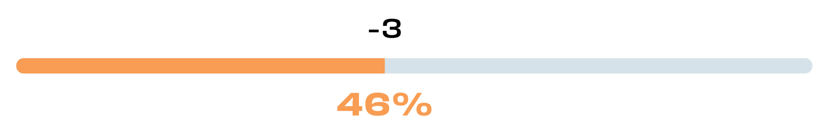
Since the beginning of the year, there has been a drop in Consumer Sentiment about the economy driven by a significant decline in the Long-Term Sentiment Index — even though the Short-Term Sentiment Index has remained much more stable over the first few months of the year.

This indicates that consumers are feeling negative about the economy over the long term but are feeling okay about the economy over the short term. This sentiment coincides with the worsening situation in Ukraine which is likely a driver of some of this negative long-term sentiment.



	Jan 5-7	Jan 19-21	Feb 2-4	Feb 16-18	Mar 2-4	Mar 16-18
Consumer Sentiment Index	97%	96%	95%	93%	91%	92%
Short-Term Sentiment Index	99%	99%	100%	96%	97%	98%
Long-Term Sentiment Index	97%	95%	92%	90%	88%	89%

MARCH 16-18, 2022 vs. JANUARY 5-7, 2022

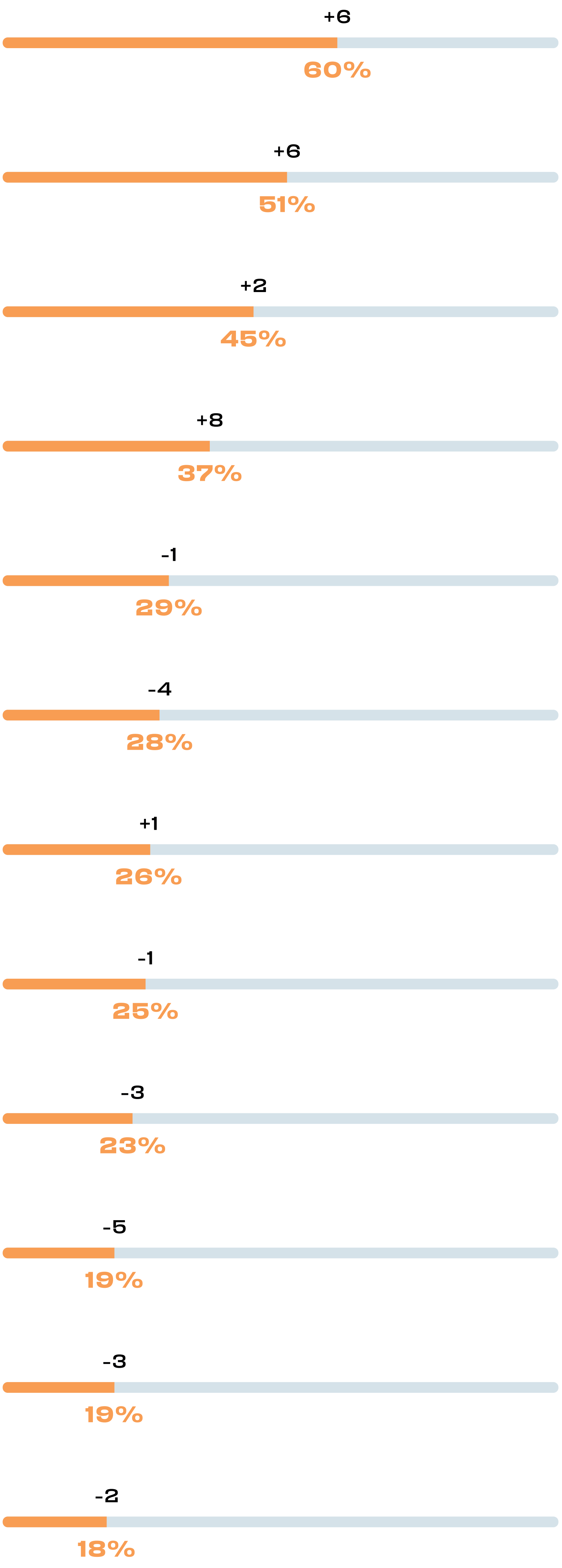
Would you say that you (and your household) are better off or worse off FINANCIALLY than you were a YEAR AGO? BETTER OFF (NET)	+1	33%
Looking ahead, do you think that a YEAR FROM NOW you (and your household) will be better off FINANCIALLY, worse off, or about the same as now? BETTER OFF (NET)	-3	46%
Regarding 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? GOOD TIMES (NET)	-6	25%
Looking ahead, which would you say is the MOST LIKELY economic scenario for the United States during the next FIVE YEARS OR SO? PROSPERITY (NET)	-6	29%

> **Consumers think that now is a good time to shore up their finances by saving more and paying down debt. This is likely tied to increasing negative sentiment around the future of the economy.**
>
> **Consumers view now as a much better time to book a vacation than they did at the beginning of the year. This is likely due to the Omicron wave of COVID-19 now having passed and improving seasonal weather making vacationing more appealing.**

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

MARCH 16-18, 2022 vs. JANUARY 5-7, 2022

GOOD TIME (NET)



Save more than you are saving now	+6	60%
Make extra or lump sum payments to pay off or pay down outstanding debt	+6	51%
Invest more for retirement than you are now	+2	45%
Research/book a vacation or travel in the next month	+8	37%
Buy major home electronics such as a TV, computer, tablet in the next month	-1	29%
Subscribe to a new streaming service in the next month	-4	28%
Buy furniture and home decor in the next month	+1	26%
Buy large home appliances (refrigerator, dishwasher, washer/dryer, stove/oven) in the next month	-1	25%
Make or begin planning a large home improvement/renovation project in the next month	-3	23%
Relocate to a different part of the country in the next 3 months	-5	19%
Buy a new car in the next month	-3	19%
Buy a house in the next 3 months	-2	18%

Big Village Insights developed a proprietary 'Consumer Sentiment Index' with the benchmark wave collected March 19-21, 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.

This CARAVAN survey was conducted by Big Village Insights among a sample of 1,009 adults 18 years of age and older. The online omnibus study is conducted three times a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. This survey was live on March 16-18, 2022.

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