Big Village CARAVAN Economic Poll
01/15/25 - 01/17/25

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 (18-28)	Millennials (29-44)	Gen X (45-60)	Baby Boomers (61-79)	Demo-crats	Repu-blicans	Ind/ Other
Unweighted base size	*1,011*	*501*	*500*	*209*	*292*	*233*	*251*	*378*	*431*	*202*
Consumer Sentiment Index	101.9	108.0	96.0	111.2	109.6	97.6	90.1	92.4	111.5	99.2
Short-Term Sentiment Index	100.9	107.9	93.9	118.8	108.3	90.5	88.0	105.5	98.7	97.2
Long-Term Sentiment Index	102.5	108.0	97.2	106.9	110.5	101.7	91.3	84.9	119.0	100.2

Adults Quarterly Trends

	Q2-2022	Q3-2022	Q4-2022	Q1-2023	Q2-2023	Q3-2023	Q4-2023	Q1-2024	Q2-2024	Q3-2024	Q4-2024	Q1-2025
Unweighted base size	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*3,041*	*3,031*	*2,019*	*3,029*	*1,011*
Consumer Sentiment Index	90.4	88.1	90.7	93.3	90.6	91.5	91.9	98.3	97.0	97.8	102.1	101.9
Short-Term Sentiment Index	95.3	91.1	91.4	94.6	94.0	94.5	93.5	98.9	97.9	96.4	101.4	100.9
Long-Term Sentiment Index	87.7	86.4	90.3	92.7	88.7	89.9	91.1	98.0	96.5	98.8	102.7	102.5

Big Village CARAVAN Economic Poll
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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 (18-28)	Millennials (29-44)	Gen X (45-60)	Baby Boomers (61-79)	Demo-crats	Repu-blicans	Ind/ Other
Unweighted base size	*1,011*	*501*	*500*	*209*	*292*	*233*	*251*	*378*	*431*	*202*
Better off (NET)	33.9%	38.5%	29.2%	53.6%	41.4%	26.6%	16.7%	39.2%	30.9%	30.7%
Much better off	11.1%	14.0%	8.0%	21.1%	13.7%	8.6%	3.2%	12.2%	10.2%	10.9%
Somewhat better off	22.8%	24.6%	21.2%	32.5%	27.7%	18.0%	13.5%	27.0%	20.6%	19.8%
The same	32.9%	34.1%	32.0%	26.8%	30.1%	30.0%	42.2%	34.7%	29.9%	36.1%
Somewhat worse	22.7%	18.8%	26.4%	15.8%	18.8%	24.9%	31.5%	19.3%	26.7%	20.8%
Much worse	10.4%	8.6%	12.4%	3.8%	9.6%	18.5%	9.6%	6.9%	12.5%	12.4%
Worse (NET)	33.1%	27.3%	38.8%	19.6%	28.4%	43.3%	41.0%	26.2%	39.2%	33.2%

Adults Quarterly Trends

	Q1-2022	Q2-2022	Q3-2022	Q4-2022	Q1-2023	Q2-2023	Q3-2023	Q4-2023	Q1-2024	Q2-2024	Q3-2024	Q4-2024
Unweighted base size	*6,075*	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*3,041*	*3,031*	*2,019*	*3,029*
Better off (NET)	30.4%	29.3%	28.2%	28.1%	31.2%	30.3%	29.6%	29.5%	34.9%	33.1%	32.2%	32.7%
Much better off	10.6%	10.2%	10.1%	10.9%	11.5%	9.6%	9.3%	10.2%	11.8%	11.8%	11.6%	12.2%
Somewhat better off	19.8%	19.2%	18.2%	17.2%	19.7%	20.7%	20.3%	19.3%	23.1%	21.3%	20.6%	20.4%
The same	39.3%	36.7%	31.1%	31.1%	32.1%	33.4%	34.5%	33.6%	32.2%	33.9%	32.4%	34.4%
Somewhat worse	20.7%	23.2%	27.5%	28.2%	25.4%	25.7%	24.9%	25.4%	22.7%	22.0%	22.6%	23.3%
Much worse	9.5%	10.8%	13.2%	12.7%	11.3%	10.6%	11.1%	11.5%	10.2%	11.0%	12.8%	9.7%
Worse (NET)	30.3%	34.0%	40.7%	40.9%	36.7%	36.3%	35.9%	36.9%	32.9%	33.0%	35.4%	33.0%

Big Village CARAVAN Economic Poll
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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 (18-28)	Millennials (29-44)	Gen X (45-60)	Baby Boomers (61-79)	Demo-crats	Repu-blicans	Ind/ Other
Unweighted base size	*1,011*	*501*	*500*	*209*	*292*	*233*	*251*	*378*	*431*	*202*
Better off (NET)	56.6%	60.1%	53.2%	65.1%	67.5%	54.5%	41.0%	45.5%	65.4%	58.4%
Will be much better off	20.5%	21.8%	19.2%	25.8%	26.7%	21.0%	10.4%	16.4%	22.0%	24.8%
Will be somewhat better off	36.1%	38.3%	34.0%	39.2%	40.8%	33.5%	30.7%	29.1%	43.4%	33.7%
Will be the same	28.6%	25.7%	31.4%	26.3%	21.2%	30.5%	35.1%	31.0%	27.4%	26.7%
Will be somewhat worse	10.5%	10.2%	10.6%	7.7%	7.5%	9.0%	17.5%	15.9%	4.9%	12.4%
Will be much worse	4.4%	4.0%	4.8%	1.0%	3.8%	6.0%	6.4%	7.7%	2.3%	2.5%
Worse (NET)	14.8%	14.2%	15.4%	8.6%	11.3%	15.0%	23.9%	23.5%	7.2%	14.9%

Adults Quarterly Trends

	Q1-2022	Q2-2022	Q3-2022	Q4-2022	Q1-2023	Q2-2023	Q3-2023	Q4-2023	Q1-2024	Q2-2024	Q3-2024	Q4-2024
Unweighted base size	*6,075*	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*3,041*	*3,031*	*2,019*	*3,029*
Better off (NET)	46.1%	43.1%	44.2%	45.5%	50.5%	47.8%	46.2%	46.9%	50.5%	49.6%	49.0%	53.4%
Will be much better off	18.1%	15.0%	14.7%	16.6%	17.5%	16.1%	16.0%	16.9%	19.0%	18.0%	17.7%	19.1%
Will be somewhat better off	28.0%	28.1%	29.5%	28.9%	32.9%	31.8%	30.1%	30.0%	31.4%	31.6%	31.3%	34.2%
Will be the same	37.6%	37.0%	33.8%	34.5%	31.4%	34.4%	35.7%	34.8%	33.8%	34.6%	35.2%	33.4%
Will be somewhat worse	11.4%	13.8%	15.6%	14.8%	12.9%	12.7%	13.4%	12.9%	11.7%	11.8%	11.5%	8.9%
Will be much worse	4.8%	6.2%	6.5%	5.2%	5.2%	5.0%	4.7%	5.4%	4.0%	4.0%	4.3%	4.3%
Worse (NET)	16.3%	20.0%	22.0%	19.9%	18.1%	17.7%	18.2%	18.3%	15.7%	15.7%	15.8%	13.2%

Big Village CARAVAN Economic Poll
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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 (18-28)	Millennials (29-44)	Gen X (45-60)	Baby Boomers (61-79)	Demo-crats	Repu-blicans	Ind/ Other
Unweighted base size	*1,011*	*501*	*500*	*209*	*292*	*233*	*251*	*378*	*431*	*202*
Good times (NET)	37.0%	44.5%	29.4%	36.4%	46.9%	35.2%	28.7%	24.1%	51.3%	30.7%
Very good times	14.3%	17.4%	11.2%	15.3%	19.9%	15.0%	7.6%	8.7%	21.6%	9.4%
Somewhat good times	22.7%	27.1%	18.2%	21.1%	27.1%	20.2%	21.1%	15.3%	29.7%	21.3%
A mix of both	44.2%	37.9%	50.6%	48.8%	39.0%	44.2%	45.4%	42.3%	42.2%	52.0%
Somewhat bad times	12.4%	12.0%	12.8%	10.0%	7.5%	13.7%	17.9%	20.4%	5.6%	11.9%
Very bad times	6.4%	5.6%	7.2%	4.8%	6.5%	6.9%	8.0%	13.2%	0.9%	5.4%
Bad times (NET)	18.8%	17.6%	20.0%	14.8%	14.0%	20.6%	25.9%	33.6%	6.5%	17.3%

Adults Quarterly Trends

	Q1-2022	Q2-2022	Q3-2022	Q4-2022	Q1-2023	Q2-2023	Q3-2023	Q4-2023	Q1-2024	Q2-2024	Q3-2024	Q4-2024
Unweighted base size	*6,075*	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*3,041*	*3,031*	*2,019*	*3,029*
Good times (NET)	26.5%	24.7%	23.6%	24.4%	26.3%	22.7%	24.3%	25.3%	33.5%	30.5%	33.5%	38.4%
Very good times	10.3%	9.6%	8.7%	10.5%	10.4%	8.0%	8.3%	9.2%	12.0%	8.6%	10.6%	13.5%
Somewhat good times	16.2%	15.1%	14.8%	13.9%	15.9%	14.7%	16.1%	16.1%	21.5%	21.9%	22.9%	24.8%
A mix of both	45.0%	42.6%	42.4%	45.7%	44.2%	46.0%	46.8%	47.4%	44.4%	46.1%	46.8%	44.1%
Somewhat bad times	18.5%	19.7%	21.5%	20.2%	20.6%	20.4%	19.0%	17.7%	14.9%	16.6%	13.7%	11.7%
Very bad times	10.0%	13.0%	12.5%	9.8%	8.9%	11.0%	9.9%	9.6%	7.3%	6.7%	5.9%	5.9%
Bad times (NET)	28.5%	32.7%	34.0%	29.9%	29.5%	31.3%	28.9%	27.2%	22.1%	23.4%	19.6%	17.6%

Big Village CARAVAN Economic Poll
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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 (18-28)	Millennials (29-44)	Gen X (45-60)	Baby Boomers (61-79)	Demo-crats	Repu-blicans	Ind/ Other
Unweighted base size	*1,011*	*501*	*500*	*209*	*292*	*233*	*251*	*378*	*431*	*202*
Prosperity (NET)	45.3%	53.9%	37.4%	45.0%	51.4%	43.8%	40.6%	27.5%	65.4%	35.6%
Mostly periods of economic PROSPERITY	18.1%	23.4%	13.0%	18.7%	22.3%	17.2%	14.3%	9.0%	28.3%	13.4%
Somewhat more prosperity than instability	27.2%	30.5%	24.4%	26.3%	29.1%	26.6%	26.3%	18.5%	37.1%	22.3%
About equal parts prosperity and instability	28.2%	23.6%	32.4%	28.7%	25.3%	31.8%	25.9%	26.5%	25.1%	38.1%
Somewhat more instability than prosperity	15.0%	12.6%	17.2%	15.3%	12.0%	14.2%	19.9%	26.7%	5.3%	13.9%
Mostly periods of economic INSTABILITY	11.5%	10.0%	13.0%	11.0%	11.3%	10.3%	13.5%	19.3%	4.2%	12.4%
Instability (NET)	26.5%	22.6%	30.2%	26.3%	23.3%	24.5%	33.5%	46.0%	9.5%	26.2%

Adults Quarterly Trends

	Q1-2022	Q2-2022	Q3-2022	Q4-2022	Q1-2023	Q2-2023	Q3-2023	Q4-2023	Q1-2024	Q2-2024	Q3-2024	Q4-2024
Unweighted base size	*6,075*	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*3,041*	*3,031*	*2,019*	*3,029*
Prosperity (NET)	30.9%	29.1%	28.1%	29.7%	33.7%	29.0%	29.8%	30.5%	38.4%	37.7%	40.5%	43.9%
Mostly periods of economic PROSPERITY	12.1%	10.3%	10.0%	11.5%	11.7%	9.6%	9.8%	9.9%	13.8%	11.9%	14.4%	18.3%
Somewhat more prosperity than instability	18.7%	18.8%	18.1%	18.2%	22.0%	19.4%	20.0%	20.6%	24.6%	25.9%	26.1%	25.6%
About equal parts prosperity and instability	34.6%	33.4%	32.1%	34.8%	32.0%	32.6%	34.3%	34.7%	32.9%	33.8%	33.4%	30.9%
Somewhat more instability than prosperity	20.3%	21.7%	23.4%	22.0%	21.5%	22.6%	20.9%	21.8%	17.4%	18.6%	15.6%	15.4%
Mostly periods of economic INSTABILITY	14.2%	15.9%	16.4%	13.5%	12.8%	15.8%	15.0%	13.0%	11.3%	9.9%	10.5%	9.8%
Instability (NET)	34.6%	37.5%	39.8%	35.5%	34.3%	38.4%	35.9%	34.8%	28.7%	28.5%	26.1%	25.2%

Big Village CARAVAN Economic Poll
01/15/25 - 01/17/25

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 (18-28)	Millennials (29-44)	Gen X (45-60)	Baby Boomers (61-79)	Demo-crats	Repu-blicans	Ind/ Other
Unweighted base size	*1,011*	*501*	*500*	*209*	*292*	*233*	*251*	*378*	*431*	*202*
Buy furniture and home decor in the next month	30.2%	31.1%	29.2%	42.6%	36.0%	24.9%	19.1%	34.7%	29.7%	22.8%
Buy large home appliances (refrigerator, dishwasher, washer/dryer, stove/oven) in the next month	29.4%	32.1%	26.2%	39.7%	34.9%	25.8%	18.7%	34.1%	28.8%	21.8%
Make or begin planning a large home improvement/renovation project in the next month	27.3%	32.3%	22.4%	29.7%	35.3%	24.9%	19.5%	24.9%	31.8%	22.3%
Research/book a vacation or travel in the next month	35.7%	38.9%	32.8%	40.7%	41.1%	33.0%	28.3%	37.0%	38.5%	27.2%
Buy a new car in the next month	24.1%	27.7%	20.8%	29.7%	30.8%	21.9%	14.7%	25.4%	24.4%	21.3%
Buy major home electronics such as a TV, computer, tablet in the next month	37.4%	41.9%	33.0%	45.9%	41.8%	33.5%	29.1%	36.8%	38.7%	35.6%
Invest more for retirement than you are now	48.8%	54.9%	43.0%	50.7%	54.5%	48.5%	42.6%	51.6%	50.1%	40.6%
Save more than you are saving now	63.3%	66.5%	60.2%	71.3%	67.8%	59.2%	56.2%	63.5%	64.5%	60.4%
Make extra or lump sum payments to pay off or pay down outstanding debt	50.9%	54.3%	47.4%	48.8%	51.4%	50.6%	52.2%	55.8%	50.3%	43.1%
Buy a house in the next 3 months	17.3%	18.6%	16.0%	23.4%	23.3%	13.3%	10.8%	16.1%	19.7%	14.4%
Subscribe to a new streaming service in the next month	31.5%	34.9%	28.2%	39.7%	43.2%	28.3%	15.5%	30.7%	34.8%	25.7%
Have a child in the next 12 months	16.0%	19.0%	13.0%	21.5%	24.3%	11.6%	6.8%	11.6%	20.6%	14.4%
Relocate to a different part of the country in the next 3 months	20.5%	25.0%	15.8%	27.3%	28.1%	17.2%	10.8%	21.2%	21.1%	17.8%

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	Q2-2024	Q3-2024	Q4-2024
Unweighted base size	*6,075*	*7,084*	*6,053*	*3,017*	*3,029*	*3,025*	*3,034*	*3,029*	*3,041*	*3,031*	*2,019*	*3,029*
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%	27.9%	27.7%	27.9%	32.3%
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%	26.4%	25.1%	27.2%	30.6%
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%	23.8%	23.8%	25.0%	27.8%
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%	33.0%	35.9%	36.4%	34.9%
Buy a new car in the next month	18.6%	19.0%	18.0%	17.9%	18.8%	18.1%	18.7%	19.3%	22.5%	19.8%	21.1%	26.0%
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%	30.1%	29.0%	31.7%	34.5%
Invest more for retirement than you are now	44.7%	41.3%	39.5%	39.5%	40.6%	38.6%	39.9%	37.7%	42.5%	44.2%	43.5%	44.9%
Save more than you are saving now	58.1%	52.4%	53.0%	53.3%	53.8%	53.1%	52.7%	50.7%	54.4%	55.1%	54.9%	55.8%
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%	46.9%	46.6%	45.6%	48.8%
Buy a house in the next 3 months	18.5%	17.9%	16.9%	15.8%	15.6%	15.1%	14.6%	16.3%	17.7%	15.1%	17.3%	19.2%
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%	28.6%	27.4%	27.6%	29.6%
Have a child in the next 12 months	14.7%	15.9%	14.2%	13.5%	14.8%	12.7%	12.4%	13.9%	15.3%	14.5%	16.7%	17.4%
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%	20.4%	19.4%	22.6%	21.7%