

Thinking of the state of the economy, would you say it is...?

	Age				Generation						Gender		Region						Household Income			Education		
	Total	18-34	35-54	55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)	Boomers (59 to 68)	Boomers (69+)	Boomers (9+)	Male	Female	Northwest	Midwest	South	West	<\$50K	\$50K-99K	\$100K+	<<HS	College/Associate	Univ+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	Z	a	b		
BASE: All Respondents	1514	417	506	591	194	392	404	257	267	524	743	771	265	318	586	345	620	496	345	355	517	642		
BASE: WEIGHTED	1514	438	498	578	196	412	399	253	254	507	731	783	262	314	576	362	624	496	347	337	525	652		
Moving in the right direction	584	176	185	223	80	156	152	96	100	196	321	263	111	110	206	157	227	177	168	116	170	299		
	39%	40%	37%	39%	41%	38%	38%	39%	39%	44%	34%	34%	42%	35%	36%	43%	36%	36%	48%	34%	32%	46%		
On the wrong track	930	241	314	354	117	256	246	157	154	311	410	520	151	204	370	205	398	319	179	21	355	353		
	61%	60%	63%	61%	59%	62%	62%	62%	61%	61%	56%	66%	58%	65%	64%	57%	64%	64%	52%	66%	68%	54%		

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/J - K/L - M/N/O/P - Q/R/S - T/U/V/W - X/Y - Z/ab
 Overlap formulae used. * small base
 Comparison Groups
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Omni December 1st, 2023
 Maru/Blue
 December 4th, 2023
 4 Dec 2023

Specifically focused on your financial position, would you say it has...?

	Age				Generation						Gender		Region						Household Income			Education		
	Total	18-34	35-54	55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)	Boomers (59 to 68)	Boomers (69+)	Boomers (9+)	Male	Female	Northwest	Midwest	South	West	<\$50K	\$50K-99K	\$100K+	<<HS	College/Associate	Univ+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	Z	a	b		
BASE: All Respondents	1514	417	506	591	194	392	404	257	267	524	743	771	265	318	586	345	620	496	345	355	517	642		
BASE: WEIGHTED	1514	438	498	578	196	412	399	253	254	507	731	783	262	314	576	362	624	496	347	337	525	652		
Improved since last month	242	125	58	60	64	86	41	23	23	51	153	89	38	51	101	53	99	66	72	59	68	115		
	16%	29%	12%	10%	33%	21%	10%	11%	9%	10%	21%	11%	14%	16%	16%	16%	16%	13%	21%	16%	13%	18%		
Remained the same over the last month	965	228	333	404	93	246	271	177	179	358	451	514	166	201	358	240	372	331	231	197	333	435		
	64%	52%	67%	70%	47%	60%	68%	70%	70%	70%	62%	66%	63%	64%	62%	66%	60%	67%	67%	56%	63%	67%		
Become worse since last month	308	85	108	114	39	80	86	48	52	100	128	180	59	61	117	89	153	89	44	81	124	107		
	20%	19%	22%	20%	20%	19%	22%	19%	20%	20%	17%	23%	22%	20%	20%	19%	25%	20%	13%	24%	24%	15%		

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/J - K/L - M/N/O/P - Q/R/S - T/U/V/W - X/Y - Z/ab
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Over the next sixty (60) days... SUMMARY TABLE OF TOP 2 BOX

	Age				Generation						Gender		Region						Household Income			Education		
	Total	18-34	35-54	55+	Gen Z (18 to 26)	Millennials (27 to 42)	Gen X (43 to 58)	Boomers (59 to 68)	Boomers (69+)	Boomers (9+)	Male	Female	Northwest	Midwest	South	West	<\$50K	\$50K-99K	\$100K+	<<HS	College/Associate	Univ+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	Z	a	b		
BASE: All Respondents	1514	417	506	591	194	392	404	257	267	524	743	771	265	318	586	345	620	496	345	355	517	642		
BASE: WEIGHTED	1514	438	498	578	196	412	399	253	254	507	731	783	262	314	576	362	624	496	347	337	525	652		
The local economy where I live will improve	722	222	260	114	201	175	102	130	224	357	532	332	119	143	268	161	291	222	187	154	220	338		
	48%	55%	44%	45%	58%	49%	44%	41%	51%	46%	53%	42%	45%	46%	52%	45%	47%	45%	54%	49%	42%	52%		
The national economy will improve	673	208	213	252	98	189	168	114	108	222	364	309	123	127	252	171	270	208	179	143	209	321		
	44%	47%	43%	44%	49%	46%	42%	45%	42%	44%	50%	39%	47%	41%	44%	47%	43%	42%	52%	43%	40%	49%		
I will have more than two months of savings to cover any unexpected costs or needs	943	259	290	394	115	243	236	163	186	349	485	449	171	181	350	231	296	330	285	164	275	505		
	62%	59%	58%	68%	58%	59%	59%	64%	73%	69%	68%	57%	65%	61%	61%	64%	47%	66%	82%	49%	52%	78%		
I will put away money for my retirement/savings security	884	277	299	307	131	242	250	138	125	261	466	428	165	180	315	225	277	294	289	169	260	454		
	58%	63%	60%	63%	67%	59%	63%	64%	49%	51%	62%	55%	63%	57%	55%	62%	44%	59%	83%	50%	50%	70%		
I will have enough personal/family investments and savings for the future	845	245	252	347	112	218	198	152	165	316	444	401	149	167	310	219	251	292	272	155	239	451		
	56%	56%	51%	60%	57%	53%	50%	60%	60%	62%	61%	51%	57%	53%	54%	60%	46%	59%	78%	46%	46%	69%		
I will earn a livable wage	999	310	355	334	132	303	271	143	158	251	511	488	173	211	379	238	333	336	291	303	314	482		
	66%	71%	71%	58%	67%	74%	68%	56%	59%	58%	70%	62%	66%	67%	66%	65%	53%	68%	85%	60%	60%	74%		
I will take a learning course to upgrade my skills/education	440	239	138	63	117	171	102	33	17	50	223	217	74	63	174	129	199	112	114	105	148	186		
	29%	55%	28%	11%	60%	41%	26%	13%	7%	10%	30%	28%	28%	20%	30%	36%	32%	23%	33%	31%	28%	29%		
I will have the ability to purchase the products needed for my family	1276	363	411	411	512	357	335	213	236	449	617	658	221	267	484	304	478	424	330	365	421	580		
	84%	81%	82%	89%	79%	82%	84%	84%	93%	89%	84%	84%	84%	85%	84%	84%	77%	85%	95%	79%	80%	91%		
I will invest in the financial markets because now is a good time to do so	551	205	173	172	103	155	142	87	64	151	327	224	96	113	212	130	177	161	201	114	137	300		
	36%	47%	35%	30%	52%	38%	36%	34%	25%	30%	45%	29%	37%	36%	37%	36%	28%	32%	56%	34%	26%	46%		
I will purchase big ticket items like a car or furniture	328	169	100	59	90	119	71	32	16	49	187	141	57	62	129	80	134	89	99	84	96	147		
	22%	39%	26%	10%	42%	29%	18%	10%	6%	10%	28%	18%	22%	20%	22%	22%	21%	18%	29%	24%	18%	29%		
I will buy a house	239	154	60	25	76	96	54	9	5	15	139	101	41	32	106	61	108	76	48	79	66	95		
	16%	30%	12%	4%	39%	23%	14%	4%	2%	3%	19%	13%	15%	10%	16%	17%	17%	15%	14%	23%	13%	15%		
I will not be able to afford to keep a roof over my family's head	323	166	93	65	94	105	66	29	30	58	172	152	60	61	143	59	188	86	38	116	106	101		
	21%	36%	19%	11%	48%	26%	16%	11%	12%	12%	23%	19%	23%	20%	25%	16%	30%	17%	11%	33%	20%	16%		
I will move to a smaller residence because I need to save money	289	164	80	25	91	97	63	10	8	18	143	120	44	51	123	82	153	70	36	100	85	83		
	18%	37%	16%	4%	46%	23%	16%	4%	3%	4%	20%	15%	17%	16%	21%	14%	25%	14%	10%	30%	16%	13%		
I will default on making payments on major loans or a mortgage	257	156	78	23	83	108	48	16	3	20	134	124	48	51	103	64	138	69	38	87	77	94		
	17%	36%	16%	4%	42%	26%	12%	7%	1%	4%	18%	16%	18%	16%	19%	15%	22%	14%	11%	26%	15%	14%		
I will likely declare bankruptcy	175	113	46	16	57	75	29	9	5	14	113	62	30	35	70	41	115	35	21	76	52	48		
	12%	25%	8%	3%	25%	15%	7%	4%	2%	3%	15%	8%	11%	11%	12%	11%	15%	7%	6%	23%	10%	7%		
I will struggle to make ends meet	599	226	205	168	103	198	151	74	74	147	288	331	95	126	262	128	351	170	65	187	237	175		
	40%	52%	41%	29%	52%	48%	38%	29%	29%	29%	37%	42%	36%	40%	44%	35%	56%	34%	19%	56%	45%	27%		
I will lose my job/be laid off because of lack of business/work	206	124	56	26	67	75	42	10	12	22	116	90	37	34	92	44	114	58	28	73	61	72		
	14%	26%	11%	6%	34%	18%	10%	4%	5%	9%	16%	12%	14%	11%	16%	12%	16%	12%	8%	22%	12%	11%		
I will be worried about my personal/family day-to-day finances	742	299	285	218	128	231	199	95	91	188	317	425	133	155	284	171	385	232	104	204	288			

