

D1. Thinking of the state of the economy, would you say it is...?

	Age				Gender		Region				Household Income		
	Total	18-34	35-54	55+	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-99K	\$100K+
	A	B	C	D	K	L	M	N	O	P	Q	R	S
BASE: All Respondents	1530	415	486	629	741	789	273	328	594	335	617	495	371
BASE: WEIGHTED	1530	443	504	584	739	791	265	317	582	365	624	484	375
Moving in the right direction	558	173	169	216	316	242	112	105	199	141	197	192	153
	36%	39%	34%	37%	43%	31%	42%	33%	34%	39%	32%	40%	41%
					L		NO					Q	Q
On the wrong track	972	270	335	367	422	550	153	212	383	224	427	292	223
	64%	61%	66%	63%	57%	69%	58%	67%	66%	61%	68%	60%	59%
						K		M	M		RS		

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P - Q/R/S - T/U/V/W - X/Y - Z/a/b

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 September 29th, 2023

Maru/Blue

October 2nd, 2023

2 Oct 2023

D2. Specifically focused on your financial position, would you say it has...?

	Age				Gender		Region				Household Income		
	Total	18-34	35-54	55+	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-99K	\$100K+
	A	B	C	D	K	L	M	N	O	P	Q	R	S
BASE: All Respondents	1530	415	486	629	741	789	273	328	594	335	617	495	371
BASE: WEIGHTED	1530	443	504	584	739	791	265	317	582	365	624	484	375
Improved since last month	207	115	62	30	124	83	42	38	79	48	65	73	65
	14%	26%	12%	5%	17%	10%	16%	12%	14%	13%	10%	15%	17%
		CD	D		L							Q	Q
Remained the same over the last month	950	224	332	394	447	503	162	201	357	231	368	311	239
	62%	51%	66%	67%	60%	64%	61%	63%	61%	63%	59%	64%	64%
		B	B										
Become worse since last month	374	104	109	160	168	206	62	78	147	87	192	100	71
	24%	24%	22%	27%	23%	26%	23%	25%	25%	24%	31%	21%	19%
											RS		

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P - Q/R/S - T/U/V/W - X/Y - Z/a/b

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

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October 2nd, 2023

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D3. Over the next sixty (60) days... SUMMARY TABLE OF TOP 2 BOX

	Age				Gender		Region				Household Income		
	Total	18-34	35-54	55+	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-99K	\$100K+
	A	B	C	D	K	L	M	N	O	P	Q	R	S
BASE: All Respondents	1530	415	486	629	741	789	273	328	594	335	617	495	371
BASE: WEIGHTED	1530	443	504	584	739	791	265	317	582	365	624	484	375
I will have enough food for myself/family	1375	379	447	549	665	710	244	299	504	328	513	455	366
	90%	86%	89%	94%	90%	90%	92%	94%	87%	90%	82%	94%	98%
				BC			O	O				Q	QR
I will have the ability to purchase the products needed for me/my family	1284	373	408	504	637	647	232	272	480	300	466	426	352
	84%	84%	81%	86%	86%	82%	88%	86%	82%	82%	75%	88%	94%
				C	L							Q	QR
I will earn a livable wage	1035	322	371	342	544	491	191	208	390	246	317	364	329
	68%	73%	74%	59%	74%	62%	72%	66%	67%	67%	51%	75%	88%
			D	D		L							Q
I will have more than two months of savings to cover any unexpected costs or needs	982	269	311	402	512	471	194	195	351	243	298	341	318
	64%	61%	62%	69%	69%	59%	73%	61%	60%	66%	48%	71%	85%
				BC	L		NO					Q	QR
I will have enough personal/family investments and savings for the future	886	264	263	359	481	405	180	176	322	208	240	309	312
	58%	60%	52%	62%	65%	51%	68%	55%	55%	57%	38%	64%	83%
		C		C	L		NO					Q	QR
I will put away money for my retirement/old age security	883	278	303	303	469	414	174	177	327	206	252	297	311
	58%	63%	60%	52%	64%	52%	65%	56%	56%	56%	40%	61%	83%
		D	D		L		NO					Q	QR
I will be worried about my personal/family day-to-day finances	776	296	255	225	339	437	135	160	296	185	385	229	133
	51%	67%	51%	39%	46%	55%	51%	50%	51%	51%	62%	47%	35%
		CD	D			K					RS	S	
The local economy where I live will improve	691	226	217	248	384	306	128	142	262	158	240	239	189
	45%	51%	43%	42%	52%	39%	48%	45%	45%	43%	38%	49%	50%
		CD		L							Q	Q	
The national economy will improve	640	219	188	233	352	288	123	129	236	153	245	210	166
	42%	49%	37%	40%	48%	36%	46%	41%	40%	42%	39%	43%	44%
		CD		L									
I will struggle to make ends meet	614	244	196	174	268	345	103	124	229	158	360	152	80
	40%	55%	39%	30%	36%	44%	39%	39%	39%	43%	58%	31%	21%
		CD	D			K					RS	S	
I will invest in the financial markets because now is a good time to do so	543	202	181	160	351	193	99	111	192	142	137	184	215
	36%	46%	36%	27%	47%	24%	37%	35%	33%	39%	22%	38%	57%
		CD	D		L							Q	QR
I will rely on government programs to make ends meet	462	188	127	147	236	226	80	91	174	117	301	87	58
	30%	42%	25%	25%	32%	29%	30%	29%	30%	32%	48%	18%	16%
		CD									RS		
I will take a learning course to upgrade my skills/education	458	242	166	50	237	221	86	78	171	123	185	140	127
	30%	55%	33%	9%	32%	28%	32%	25%	29%	34%	30%	29%	34%
		CD	D							N			
I will not be able to afford to keep a roof over my/my family's head	379	157	121	101	199	180	78	79	129	93	203	86	77
	25%	35%	24%	17%	27%	23%	29%	25%	22%	25%	33%	18%	20%
		CD	D			O					RS		
I will purchase big ticket items like a car or furniture	341	186	88	67	201	140	67	57	138	80	115	118	100
	22%	42%	18%	12%	27%	18%	25%	18%	24%	22%	18%	24%	27%
		CD	D		L						Q	Q	
I will move to a smaller residence because I need to save money	293	174	78	42	159	135	49	49	118	77	163	74	48
	19%	39%	15%	7%	21%	17%	19%	15%	20%	21%	26%	15%	13%
		CD	D		L						RS		
I will default on making payments on major loans or a mortgage	273	178	79	16	165	108	55	53	98	67	142	77	46
	18%	40%	16%	3%	22%	14%	21%	17%	17%	18%	23%	16%	12%
		CD	D		L						RS		
I will buy a house	252	165	69	18	150	102	58	38	96	60	102	78	63
	16%	37%	14%	3%	20%	13%	22%	12%	17%	16%	16%	16%	17%
		CD	D		L		N						
I will lose my job/be laid off because of lack of business/work	217	131	54	33	135	82	46	39	71	61	110	60	44
	14%	29%	11%	6%	18%	10%	17%	12%	12%	17%	18%	12%	12%
		CD	D		L						RS		
I will likely declare bankruptcy	177	113	48	16	113	65	44	28	59	46	94	44	34
	12%	25%	10%	3%	15%	8%	17%	9%	10%	13%	15%	9%	9%
		CD	D		L		NO				RS		

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P - Q/R/S - T/U/V/W - X/Y - Z/a/b

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 September 29th, 2023

Maru/Blue

October 2nd, 2023

2 Oct 2023

D3. Over the next sixty (60) days... SUMMARY TABLE OF BOTTOM 2 BOX

	Age				Gender		Region				Household Income		
	Total	18-34	35-54	55+	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-99K	\$100K+
	A	B	C	D	K	L	M	N	O	P	Q	R	S
BASE: All Respondents	1530	415	486	629	741	789	273	328	594	335	617	495	371
BASE: WEIGHTED	1530	443	504	584	739	791	265	317	582	365	624	484	375
I will likely declare bankruptcy	1353	330	455	567	626	727	221	289	524	319	530	440	341
	88%	75%	90%	97%	85%	92%	83%	91%	90%	87%	85%	91%	91%
			B	BC		K		M	M		Q	Q	Q
I will lose my job/be laid off because of lack of business/work	1313	312	450	551	603	709	219	279	511	304	514	424	331
	86%	71%	89%	94%	82%	90%	83%	88%	88%	83%	82%	88%	88%
			B	BC		K					Q	Q	Q
I will buy a house	1278	278	435	565	588	690	207	279	486	306	522	406	312
	84%	63%	86%	97%	80%	87%	78%	88%	83%	84%	84%	84%	83%
			B	BC		K		M					
I will default on making payments on major loans or a mortgage	1257	265	425	568	574	684	210	264	485	298	482	407	329
	82%	60%	84%	97%	78%	86%	79%	83%	83%	82%	77%	84%	88%
			B	BC		K					Q	Q	Q
I will move to a smaller residence because I need to save money	1237	269	426	542	580	657	216	268	464	289	461	410	327
	81%	61%	85%	93%	79%	83%	81%	85%	80%	79%	74%	85%	87%
			B	BC		K					Q	Q	Q
I will purchase big ticket items like a car or furniture	1189	257	415	516	538	651	198	260	444	285	509	366	275
	78%	58%	82%	88%	73%	82%	75%	82%	76%	78%	82%	76%	73%
			B	BC		K					RS		
I will not be able to afford to keep a roof over my/my family's head	1151	286	383	483	540	612	187	238	453	273	421	398	299
	75%	65%	76%	83%	73%	77%	71%	75%	78%	75%	67%	82%	80%
			B	BC				M			Q	Q	Q
I will take a learning course to upgrade my skills/education	1072	201	338	534	502	570	179	239	411	242	439	344	248
	70%	45%	67%	91%	68%	72%	68%	75%	71%	66%	70%	71%	66%
			B	BC				P					
I will rely on government programs to make ends meet	1068	255	377	436	502	565	185	226	408	249	323	397	317
	70%	58%	75%	75%	68%	71%	70%	71%	70%	68%	52%	82%	84%
			B	B							Q	Q	Q
I will invest in the financial markets because now is a good time to do so	987	241	322	424	388	599	166	207	391	224	487	300	160
	64%	54%	64%	73%	53%	76%	63%	65%	67%	61%	78%	62%	43%
			B	BC		K					RS	S	
I will struggle to make ends meet	916	199	308	410	470	446	162	193	354	207	264	332	295
	60%	45%	61%	70%	64%	56%	61%	61%	61%	57%	42%	69%	79%
			B	BC	L						Q	QR	QR
The national economy will improve	890	224	315	351	386	503	142	188	347	212	379	274	209
	58%	51%	63%	60%	52%	64%	54%	59%	60%	58%	61%	57%	56%
			B	B		K							
The local economy where I live will improve	839	216	287	336	354	485	137	175	320	207	384	245	186
	55%	49%	57%	58%	48%	61%	52%	55%	55%	57%	62%	51%	50%
			B	B		K					RS		
I will be worried about my personal/family day-to-day finances	754	147	249	358	399	355	130	157	286	181	240	255	242
	49%	33%	49%	61%	54%	45%	49%	50%	49%	49%	38%	53%	65%
			B	BC	L						Q	QR	QR
I will put away money for my retirement/old age security	647	165	201	281	269	377	92	140	255	159	372	187	64
	42%	37%	40%	48%	36%	48%	35%	44%	44%	44%	60%	39%	17%
			BC			K		M	M	M	RS	S	
I will have enough personal/family investments and savings for the future	644	179	240	224	257	387	85	141	260	157	384	175	63
	42%	40%	48%	38%	35%	49%	32%	45%	45%	43%	62%	36%	17%
			BD			K		M	M	M	RS	S	
I will have more than two months of savings to cover any unexpected costs or needs	548	173	192	182	227	321	71	123	232	123	326	142	57
	36%	39%	38%	31%	31%	41%	27%	39%	40%	34%	52%	29%	15%
		D	D			K		M	M		RS	S	
I will earn a livable wage	495	120	132	242	195	300	75	109	192	119	307	120	46
	32%	27%	26%	41%	26%	38%	28%	34%	33%	33%	49%	25%	12%
			BC			K					RS	S	
I will have the ability to purchase the products needed for me/my family	246	70	95	80	101	144	33	45	103	65	158	58	23
	16%	16%	19%	14%	14%	18%	12%	14%	18%	18%	25%	12%	6%
			D			K					RS	S	
I will have enough food for myself/family	155	64	57	35	74	82	21	18	78	38	111	29	9
	10%	14%	11%	6%	10%	10%	8%	6%	13%	10%	18%	6%	2%
		D	D					MN			RS	S	

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