



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

	Age				Generation							Gender		Region				Household Income			Race				Hispanic		Education		
	Total	18-34	35-54	55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers II (60 to 69)	Boomers I+ (70+)	Boomers+ (60+)	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-\$99K	\$100K+	White alone	Black alone	Others alone	Multiracial	Yes	No	<=HS	College/Associate	Univ+	
	A	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	
BASE: All Respondents	1535	396	518	621	150	460	401	289	235	524	711	824	273	309	604	349	688	476	324	1147	204	125	59	153	1372	355	537	643	
BASE: WEIGHTED	1535	444	505	586	166	491	394	279	206	485	741	794	266	318	584	367	674	488	325	1107	179	189	61*	253	1270	346	522	667	
Moving in the right direction	614	192	184	237	68	204	140	107	94	201	335	278	122	118	223	150	253	193	151	421	84	78	30	120	491	118	194	302	
	40%	43%	36%	41%	41%	42%	36%	38%	46%	41%	45%	35%	46%	37%	38%	41%	38%	40%	46%	38%	47%	42%	50%	47%	39%	34%	37%	45%	
On the wrong track	921	252	321	348	98	286	254	172	111	284	406	516	144	200	361	217	421	295	174	686	95	110	30	133	779	228	329	364	
	60%	57%	64%	59%	59%	58%	64%	62%	54%	59%	55%	65%	54%	63%	62%	59%	62%	60%	54%	62%	53%	58%	50%	53%	61%	66%	63%	55%	

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - MN/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 March 28th, 2024 (Launch date)

MaruBlue

March 29th, 2024 (Report date)

1 Apr 2024

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

	Age				Generation							Gender		Region				Household Income			Race				Hispanic		Education		
	Total	18-34	35-54	55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers II (60 to 69)	Boomers I+ (70+)	Boomers+ (60+)	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-\$99K	\$100K+	White alone	Black alone	Others alone	Multiracial	Yes	No	<=HS	College/Associate	Univ+	
	A	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	
BASE: All Respondents	1535	396	518	621	150	460	401	289	235	524	711	824	273	309	604	349	688	476	324	1147	204	125	59	153	1372	355	537	643	
BASE: WEIGHTED	1535	444	505	586	166	491	394	279	206	485	741	794	266	318	584	367	674	488	325	1107	179	189	61*	253	1270	346	522	667	
Improved since last month	292	139	89	64	56	124	61	28	23	51	180	112	54	59	109	70	109	91	87	185	58	33	16	72	219	70	72	145	
	19%	31%	18%	11%	34%	25%	15%	10%	11%	11%	24%	14%	20%	19%	19%	19%	18%	19%	27%	17%	33%	17%	27%	28%	17%	20%	14%	22%	
Remained the same over the last month	943	235	301	407	71	288	242	191	151	343	435	509	174	208	345	215	392	317	201	680	101	123	29	141	796	196	333	414	
	61%	53%	60%	70%	43%	59%	61%	69%	74%	71%	59%	64%	65%	66%	59%	59%	58%	65%	62%	62%	56%	65%	48%	56%	63%	57%	64%	62%	
Become worse since last month	300	71	115	115	39	79	91	59	32	81	136	174	38	50	130	82	173	80	37	232	20	33	15	40	255	80	117	103	
	20%	16%	23%	20%	24%	16%	23%	21%	15%	19%	17%	22%	14%	16%	22%	22%	26%	16%	11%	21%	11%	17%	25%	16%	20%	23%	22%	15%	

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - MN/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 March 28th, 2024 (Launch date)

MaruBlue

March 29th, 2024 (Report date)

1 Apr 2024

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

	Age				Generation							Gender		Region				Household Income			Race				Hispanic		Education		
	Total	18-34	35-54	55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers II (60 to 69)	Boomers I+ (70+)	Boomers+ (60+)	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-\$99K	\$100K+	White alone	Black alone	Others alone	Multiracial	Yes	No	<=HS	College/Associate	Univ+	
	A	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	
BASE: All Respondents	1535	396	518	621	150	460	401	289	235	524	711	824	273	309	604	349	688	476	324	1147	204	125	59	153	1372	355	537	643	
BASE: WEIGHTED	1535	444	505	586	166	491	394	279	206	485	741	794	266	318	584	367	674	488	325	1107	179	189	61*	253	1270	346	522	667	
The local economy where I live will improve	733	238	236	259	81	262	177	108	105	213	411	322	130	152	278	172	289	252	175	493	112	99	29	142	588	150	234	349	
	48%	53%	47%	44%	49%	53%	45%	39%	51%	44%	55%	41%	49%	48%	47%	43%	52%	54%	45%	62%	46%	52%	48%	56%	46%	43%	45%	52%	
The national economy will improve	719	231	223	265	77	247	169	119	107	226	402	318	143	152	260	164	302	227	170	487	105	96	31	131	581	147	224	349	
	47%	52%	44%	45%	46%	50%	43%	43%	52%	47%	54%	40%	54%	48%	44%	45%	45%	46%	52%	44%	59%	51%	51%	52%	46%	42%	43%	52%	
I will have more than two months of savings to cover any unexpected costs or needs	915	261	268	386	89	283	211	178	154	332	487	429	171	193	332	220	298	313	276	678	83	118	37	154	756	150	284	481	
	60%	59%	53%	66%	54%	58%	54%	64%	75%	69%	66%	54%	64%	61%	61%	60%	64%	64%	61%	46%	62%	61%	67%	61%	60%	43%	54%	72%	
I will put away money for my retirement/old age security	826	269	274	283	100	293	198	133	102	235	452	374	159	164	310	194	246	295	266	576	110	108	32	137	681	152	222	452	
	54%	61%	54%	48%	60%	60%	50%	48%	49%	48%	61%	47%	60%	51%	53%	53%	37%	60%	82%	52%	61%	57%	53%	54%	54%	44%	43%	68%	
I will have enough personal/family investments and savings for the future	853	267	243	342	91	290	175	153	145	298	480	373	162	177	311	203	273	290	266	604	95	120	34	147	699	148	242	463	
	56%	60%	48%	58%	55%	59%	44%	55%	70%	61%	65%	47%	61%	55%	53%	55%	41%	60%	82%	55%	53%	64%	56%	58%	61%	60%	43%	46%	69%
I will earn a livable wage	992	302	341	349	113	330	263	156	129	286	536	456	182	208	368	233	336	359	272	694	130	127	40	167	817	188	291	513	
	65%	68%	67%	60%	68%	67%	67%	56%	63%	59%	72%	57%	68%	65%	63%	64%	50%	74%	84%	63%	73%	67%	66%	66%	64%	54%	56%	77%	
I will take a learning course to upgrade my skills/education	498	263	163	72	116	235	96	33	18	51	266	232	79	90	194	135	213	163	114	302	86	82	25	124	371	115	157	226	
	32%	59%	32%	12%	70%	48%	24%	12%	9%	11%	36%	29%	30%	28%	33%	37%	32%	33%	35%	27%	49%	44%	42%	49%	29%	33%	30%	34%	

I will have the ability to purchase the products needed for me/my family	1250 81%	362 81%	396 78%	492 84%	125 75%	403 82%	309 79%	221 79%	191 93%	412 85%	622 84%	628 79%	223 84%	264 83%	469 80%	293 80%	494 73%	420 86%	305 82%	906 80%	143 80%	151 80%	50 83%	200 79%	1044 82%	244 70%	422 81%	584 88%		
				C					EFGHJ	EGH	L							Q	QR									Z	Za	
I will invest in the financial markets because now is a good time to do so	568 37%	224 51%	181 36%	163 28%	87 52%	222 49%	123 31%	76 27%	60 29%	136 28%	337 46%	230 39%	105 37%	118 35%	203 39%	142 27%	180 30%	180 31%	197 36%	396 36%	65 44%	83 40%	24 45%	115 40%	450 45%	103 30%	151 29%	314 47%		
				CD	D	GHJ	GHJ			L								Q	QR									Z	Za	
I will purchase big ticket items like a car or furniture	364 24%	165 37%	114 23%	85 14%	66 40%	149 30%	81 21%	40 14%	28 14%	68 14%	213 29%	150 19%	72 27%	68 21%	141 24%	83 23%	141 21%	116 24%	100 31%	215 19%	64 36%	67 35%	18 30%	85 33%	278 22%	82 24%	112 21%	170 26%		
				CD	D	FGHJ	GHJ	LI		L								Q	QR					Y				Z	Za	
I will buy a house	227 15%	134 30%	80 16%	13 2%	51 30%	130 26%	35 9%	6 2%	5 3%	11 2%	124 13%	103 16%	42 10%	32 16%	95 14%	57 14%	91 14%	72 15%	57 17%	126 15%	49 28%	43 23%	8 14%	64 25%	161 13%	70 20%	58 11%	99 15%		
				CD	D	GHJ	GHJ	HL			N	N											T	T	Y	a				
I will not be able to afford to keep a roof over my/my family's head	365 24%	147 33%	138 27%	80 14%	68 41%	150 31%	82 21%	37 13%	27 13%	64 13%	181 24%	184 23%	58 22%	78 24%	148 25%	80 22%	209 31%	83 17%	63 19%	252 23%	51 29%	49 26%	13 21%	75 30%	285 22%	123 36%	120 23%	122 18%		
				D	D	FGHJ	GHJ	HL																						
I will move to a smaller residence because I need to save money	296 19%	149 34%	106 21%	41 7%	65 39%	135 27%	61 15%	22 8%	14 7%	35 7%	148 20%	148 15%	52 20%	48 15%	141 24%	55 15%	163 24%	75 16%	51 16%	178 30%	54 25%	47 29%	17 34%	85 16%	208 32%	111 18%	94 14%	91		
				CD	D	FGHJ	GHJ	HL																T	T	Y	ab			
I will default on making payments on major loans or a mortgage	270 18%	150 34%	89 18%	30 5%	62 38%	135 28%	54 14%	14 5%	5 2%	18 4%	131 18%	139 17%	42 16%	48 15%	118 20%	61 17%	149 22%	73 15%	43 13%	168 15%	52 29%	37 20%	12 21%	53 17%	216 26%	89 17%	90 13%	90		
				CD	D	FGHJ	GHJ	HL																						
I will likely declare bankruptcy	178 12%	111 25%	52 10%	15 3%	56 34%	85 17%	31 8%	3 1%	3 1%	95 13%	82 10%	27 10%	34 11%	34 11%	73 12%	44 14%	93 8%	40 13%	41 10%	113 18%	32 13%	25 13%	8 20%	51 12%	126 21%	73 8%	65 10%			
				CD	D	FGHJ	GHJ	HL																Y	ab					
I will struggle to make ends meet	626 41%	214 48%	225 45%	187 32%	90 54%	213 43%	179 46%	93 25%	51 30%	144 34%	249 47%	377 37%	98 39%	123 45%	266 38%	139 58%	388 32%	154 19%	62 41%	458 44%	78 32%	81 48%	29 44%	112 40%	509 54%	188 46%	241 46%	196		
				D	D	FGHJ	HL																							
I will lose my job/be laid off because of lack of business/work	208 14%	109 24%	77 15%	22 4%	54 32%	92 19%	43 11%	16 6%	3 1%	19 4%	88 15%	30 12%	32 11%	102 10%	43 10%	94 12%	67 14%	87 14%	129 12%	32 18%	40 21%	8 13%	58 23%	146 11%	58 19%	84 11%	84	13%		
				CD	D	FGHJ	GHJ	HL	I																					
I will be worried about my personal/family day-to-day finances	772 50%	271 61%	266 53%	235 40%	109 68%	273 56%	201 51%	119 43%	69 34%	188 39%	320 43%	452 49%	130 53%	168 52%	305 46%	168 45%	430 32%	220 51%	104 48%	569 45%	96 45%	85 51%	31 53%	135 50%	634 64%	220 54%	284 40%	269		
				CD	D	FGHJ	HL	LI																						
I will rely on government programs to make ends meet	480 31%	166 37%	148 29%	168 28%	68 41%	118 33%	118 30%	79 28%	54 26%	133 27%	260 30%	260 33%	77 29%	89 28%	195 33%	119 32%	320 47%	97 20%	50 15%	318 29%	66 37%	72 41%	25 40%	102 30%	375 43%	148 37%	137 20%			
				CD		GHJ																								
I will have enough food for myself/family	1359 89%	384 86%	428 85%	548 94%	134 81%	429 87%	336 85%	258 93%	201 95%	459 90%	664 88%	695 91%	241 89%	284 89%	509 87%	325 89%	559 83%	447 92%	312 88%	974 90%	161 90%	171 91%	53 87%	221 87%	1132 89%	272 78%	458 86%	829 94%		
				BC				EG	EFGHJ	EFGH																			Z	Za

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
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 Omni March 28th, 2024 (Launch date)
 ManuBlue
 March 29th, 2024 (Report date)
 1 Apr 2024

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

	Age				Generation						Gender		Region				Household Income			Race			Hispanic		Education				
	Total	18-34	35-54	55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers I (60 to 69)	Boomers II (70+)	Boomers+ (60+)	Male	Female	Northeast	Midwest	South	West	<\$50K	\$50K-\$99K	\$100K+	White alone	Black alone	Others alone	Multiracial	Yes	No	<=HS	College/Associate	Univ+	
	A	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	
BASE: All Respondents	1535	396	518	621	150	460	401	289	235	524	711	824	273	309	604	349	688	476	324	1147	204	125	59	153	1372	355	537	643	
BASE: WEIGHTED	1535	444	574	586	166	491	394	279	206	485	741	794	266	318	584	367	674	488	325	1107	179	189	61*	253	1270	346	527	667	
The local economy where I live will improve	802	207	269	327	85	229	217	171	101	272	330	472	136	166	306	194	385	236	150	614	67	90	32	111	682	196	288	318	
		52%	47%	53%	56%	51%	47%	55%	61%	49%	56%	45%	53%	51%	52%	55%	53%	48%	46%	55%	38%	48%	52%	44%	54%	57%	55%	48%	
				B			F	FL	FLI			K					RS		U					X	b	b	b	b	
The national economy will improve	816	213	282	320	89	243	198	160	99	259	339	476	123	166	324	202	372	261	155	620	74	92	30	122	689	200	298	318	
		53%	48%	56%	55%	54%	50%	57%	57%	48%	53%	46%	60%	46%	52%	56%	55%	54%	48%	56%	41%	49%	49%	48%	54%	58%	57%	48%	
				B			FI			I		K				M	S		U						b	b	b	b	
I will have more than two months of savings to cover any unexpected costs or needs	620	183	237	200	77	208	182	101	51	153	254	365	95	125	253	147	376	175	49	429	96	71	24	99	514	196	238	186	
		40%	41%	47%	34%	46%	42%	46%	36%	25%	31%	34%	46%	36%	39%	42%	43%	40%	56%	36%	15%	39%	54%	38%	39%	40%	57%	46%	28%
				D		LI	LI	HLI	LI			K				M	RS	S		T	V				ab	b	b	b	
I will put away money for my retirement/old age security	709	175	231	303	66	198	195	146	104	250	289	420	107	155	274	173	428	193	59	531	69	81	28	116	569	194	300	214	
		46%	39%	46%	52%	40%	40%	50%	52%	51%	52%	39%	53%	40%	49%	47%	47%	63%	40%	18%	48%	39%	43%	47%	46%	46%	56%	57%	32%
				B			F	EF	F	EF		K					RS	S		U					b	b	b	b	
I will have enough personal/family investments and savings for the future	682	177	262	243	75	201	218	128	61	187	281	421	104	142	273	164	401	198	59	503	84	68	27	106	572	198	281	204	
		44%	40%	52%	42%	45%	41%	55%	45%	30%	39%	35%	53%	39%	45%	47%	45%	59%	40%	18%	45%	47%	38%	44%	42%	45%	57%	54%	31%
				D		LI	LI	LI				K					RS	S		U					b	b	b	b	
I will earn a livable wage	543	142	164	237	53	161	130	122	77	199	205	339	84	110	216	133	338	129	53	413	49	61	21	86	454	158	232	154	
		35%	32%	33%	40%	32%	33%	44%	37%	41%	28%	43%	32%	36%	37%	36%	50%	26%	16%	37%	27%	33%	34%	34%	36%	46%	44%	23%	
				BC			EFG			F		K					RS	S		U					b	b	b	b	
I will take a learning course to upgrade my skills/education	1037	181	342	514	50	255	298	245	188	434	475	562	187	228	390	231	461	325	211	805	91	106	35	129	899	231	366	440	
		68%	41%	68%	88%	30%	52%	76%	88%	91%	89%	64%	71%	70%	72%	67%	63%	68%	67%	65%	73%	51%	56%	58%	51%	71%	67%	70%	66%
				B		E	EF	EFG	EFG			K				P				UVW					X				
I will have the ability to purchase the products needed for me/my family	285	82	109	94	41	88	85	58	15	72	119	166	43	54	115	73	180	68	20	201	36	38	10	53	226	102	100	82	
		19%	19%	22%	16%	25%	18%	21%	21%	17%	15%	16%	21%	16%	17%	20%	20%	27%	14%	6%	18%	20%	20%	17%	21%	18%	30%	19%	12%
				D		LI	LI	LI				K					RS	S		U					ab	b	b	b	
I will invest in the financial markets because now is a good time to do so	967	220	325	423	79	269	371	203	146	349	464	161	200	381	225	494	3												

I will purchase big ticket items like a car or furniture	1171	279	391	501	100	342	313	239	178	417	528	644	194	250	443	283	533	372	225	892	115	122	42	168	992	264	411	496
	76%	63%	77%	86%	60%	70%	79%	86%	86%	86%	71%	81%	73%	79%	76%	77%	79%	76%	69%	81%	64%	65%	70%	67%	78%	76%	79%	74%
I will buy a house	1308	310	425	573	115	361	368	273	201	474	617	691	224	286	489	310	583	416	268	981	130	145	52	189	1109	276	465	567
	85%	70%	84%	98%	70%	74%	91%	98%	97%	98%	83%	87%	84%	90%	84%	84%	86%	85%	83%	89%	72%	77%	86%	75%	87%	80%	89%	85%
I will not be able to afford to keep a roof over my/my family's head	1170	297	367	506	98	340	311	242	179	421	560	610	208	240	436	286	465	405	262	855	127	139	48	178	985	223	403	544
	76%	67%	73%	86%	59%	69%	79%	87%	87%	87%	76%	77%	78%	76%	75%	78%	69%	83%	81%	77%	71%	74%	79%	70%	78%	64%	77%	82%
I will move to a smaller residence because I need to save money	1239	295	399	545	101	356	333	257	192	450	593	646	214	270	443	312	511	413	274	928	125	142	43	168	1062	235	428	576
	81%	66%	79%	93%	61%	73%	85%	92%	93%	93%	80%	81%	80%	85%	76%	85%	76%	85%	84%	84%	70%	75%	71%	66%	84%	68%	82%	86%
I will default on making payments on major loans or a mortgage	1265	294	416	555	104	355	340	265	201	467	610	655	224	270	466	306	525	415	282	939	127	151	48	200	1055	257	432	577
	82%	66%	82%	95%	62%	72%	86%	95%	98%	96%	82%	83%	84%	85%	80%	83%	78%	85%	87%	85%	71%	80%	80%	79%	83%	74%	83%	87%
I will likely declare bankruptcy	1357	333	453	571	110	405	362	276	203	479	646	712	239	285	511	323	581	448	284	994	147	163	53	202	1144	273	483	602
	88%	75%	90%	97%	66%	83%	92%	99%	99%	99%	87%	90%	90%	89%	87%	88%	86%	92%	87%	90%	82%	87%	87%	80%	90%	79%	92%	90%
I will struggle to make ends meet	909	230	280	399	76	278	214	186	155	341	492	417	168	195	319	227	286	334	263	649	100	128	32	141	761	158	282	469
	59%	52%	55%	68%	46%	57%	54%	67%	75%	70%	66%	53%	63%	61%	55%	62%	42%	68%	81%	59%	56%	68%	52%	56%	60%	46%	54%	70%
I will lose my job/be laid off because of lack of business/work	1327	335	428	564	112	398	351	263	203	466	631	696	236	286	482	324	580	421	285	978	147	149	53	195	1124	280	464	583
	86%	76%	85%	96%	67%	81%	89%	94%	99%	96%	85%	88%	89%	90%	82%	88%	86%	86%	88%	88%	82%	79%	87%	77%	89%	81%	89%	87%
I will be worried about my personal/family day-to-day finances	763	173	239	351	57	218	192	159	137	296	421	342	136	150	279	198	244	268	221	538	92	103	29	118	636	126	236	399
	50%	39%	47%	60%	34%	44%	49%	57%	66%	61%	57%	43%	51%	47%	48%	54%	36%	55%	68%	49%	52%	55%	49%	47%	50%	36%	46%	60%
I will rely on government programs to make ends meet	1055	278	358	420	98	330	275	200	152	352	521	535	189	229	390	248	354	391	275	789	113	117	36	151	895	198	328	530
	69%	63%	71%	72%	59%	67%	70%	72%	74%	73%	70%	67%	71%	72%	67%	68%	53%	60%	85%	71%	63%	62%	59%	60%	70%	57%	63%	80%
I will have enough food for myself/family	176	61	78	98	32	62	57	21	5	25	77	99	25	34	75	42	115	41	13	133	18	18	8	32	128	75	65	37
	11%	14%	15%	6%	19%	13%	15%	7%	2%	5%	10%	12%	9%	11%	13%	11%	17%	9%	4%	12%	10%	9%	13%	13%	11%	22%	12%	6%

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 March 28th, 2024 (Launch date)

MaruBlue

March 29th, 2024 (Report date)

1 Apr 2024