

# Economic Sentiment: Where Has 2022 Taken Consumer Perceptions?

Wave 1 – May 2022

Wave 2 – November 2022

**Wave 3 – March 2023**

Michael Edwards

+1 416-953-5489

[michael@diginsights.com](mailto:michael@diginsights.com)

Ian Ash

+1 647-987-2824

[ianl@diginsights.com](mailto:ianl@diginsights.com)



With ongoing economic volatility, Dig Insights wants to track economic sentiment and behaviors among Americans.

This is the third wave of interviewing. The first 2 waves were collected in May 2022 and November 2022. This round of interviewing was in March 2023.

We intend to conduct additional interviews in 2023 to understand how sentiment and behaviors evolve as recession sets in.

Visit the Upside interactive dashboard to explore the latest study results



## Survey

An online questionnaire in **English**, approximately **5-10-minutes** in length.

All interviewing on the Upsiide platform, including an idea screen, emoji question to understand emotions, dynamic verbatims & natural language processing.

## Sample Specs

**Wave 1 n=500 adults age 18+**

**Wave 2 n=500 adults age 18+**

**Wave 3 n=1200 adults age 18+**

Sample in each country balanced by age / gender / region to be nationally representative.



## Timing

**Wave 1** data collected May 27-28, 2022

**Wave 2** data collected November 2-3, 2022

**Wave 3** data collected March 9-10, 2023

## Statistical Testing

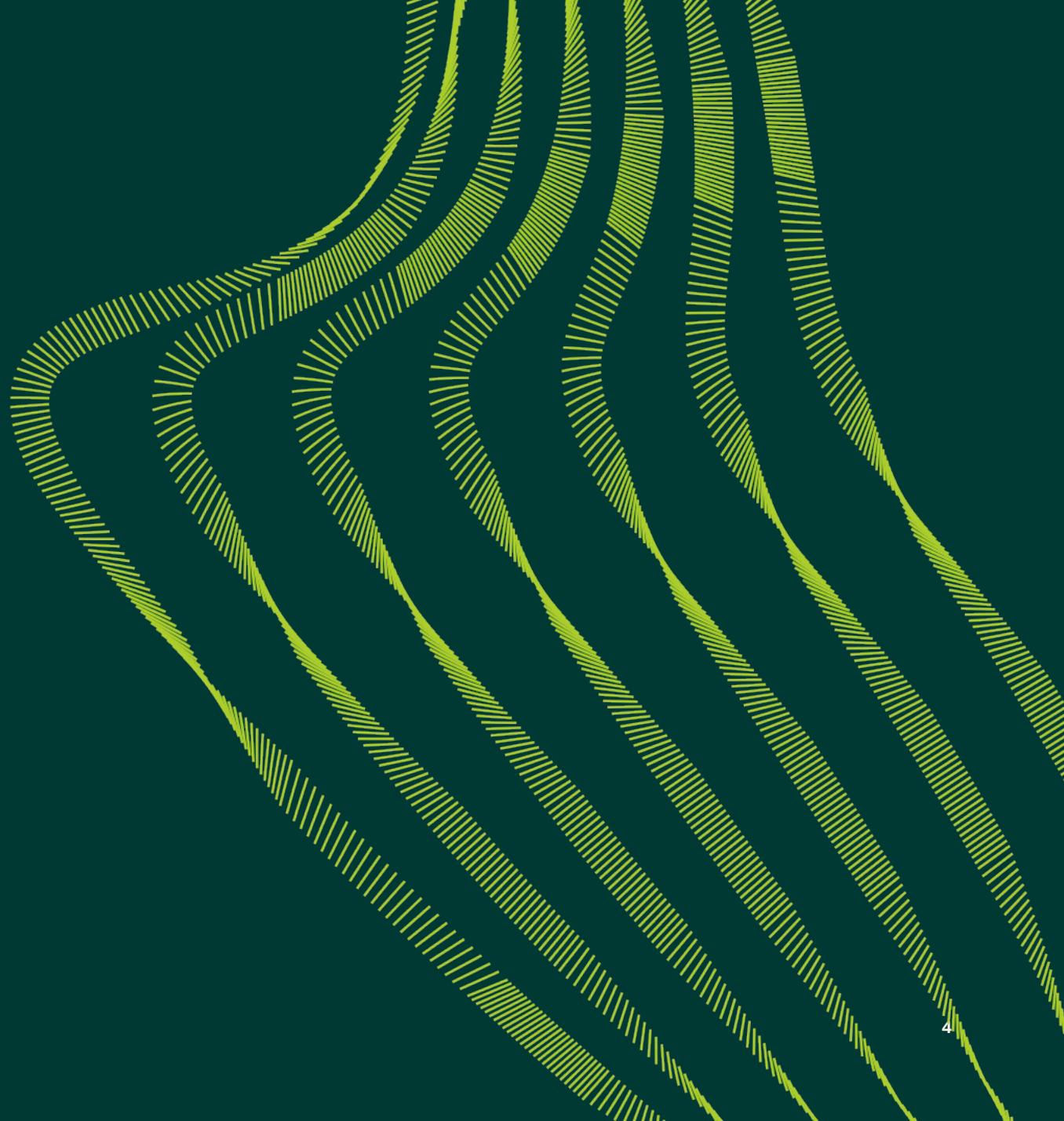
Data points in this report that have been tested for statistical significance are marked to indicate the number is significantly higher/lower at the 95% confidence level.



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# Results



# Key Themes & Summary of March 2023 Consumer Economic Perceptions Tracker



## Key Themes From This Wave (March 2023):

1. Declining Consumer Optimism and Increasing Disapproval
2. Pessimistic Economic Outlook
3. Deteriorating Personal Financial Situation
4. Inflation and Financial Anxieties
5. Adaptation and Cost-Saving Measures
6. Investment Trends and Preferences

## Conclusion:

The current economic environment has led Americans to perceive an uncertain and pessimistic future, with optimism giving way to disapproval and sadness. Personal financial situations are deteriorating, causing increased anxiety over inflation, recession, and job security. To adapt, consumers are employing various cost-saving measures, such as using coupons, cooking at home, and canceling subscriptions. Investment preferences and trust in specific companies, like Apple and Tesla, vary, but the overall sentiment remains cautious and focused on safeguarding financial stability.



# Key Themes From The March 2023 Tracker

## 1. Declining Optimism and Increasing Disapproval

- Most Americans pay attention to news about the economy, and for many, optimism is giving way to feelings of disapproval and sadness.

## 2. Pessimistic Economic Outlook

- Half of Americans think the economy is in bad shape, with only a third believing it will improve in the next 6 months, with just as many thinking it will get worse.

## 3. Deteriorating Personal Financial Situation

- There is a downward trend in rating personal financial situations in the US.
- The % of Americans who feel that their personal financial situation was Somewhat/Very (42%) good dropped almost 7 pts (6.9 pts) since November 2022 (from 49%), while the % who feel that their personal financial situation is Somewhat/Very bad has increased by almost 5 pts (-4.8 pts, From 28% in Nov).

## 4. Inflation and Financial Anxieties

- Many are feeling anxiety over inflation, recession, costs of gas and housing, as well as job security.
- While most are keeping up with the bills, 4-in-10 say they accumulate more debt doing so.



# Key Themes From The March 2023 Tracker

## 5. Adaptation and Cost-Saving Measures

- Most consumers are taking the following actions to save money in the current economic environment:
  - Using coupons and promotions at grocery stores (79%)
  - Trying new recipes at home instead of going out to restaurants (76%)
  - Redeeming loyalty points at grocery stores (75%)
  - Buying less expensive brands or store brands (74%)
- 56% of Consumers indicated that they were cancelling subscriptions to save money. When asked if they could only keep one, 29% chose Netflix. Interestingly, only 7% chose Disney+ and 3% Apple vs. the 9% that chose none of the above?

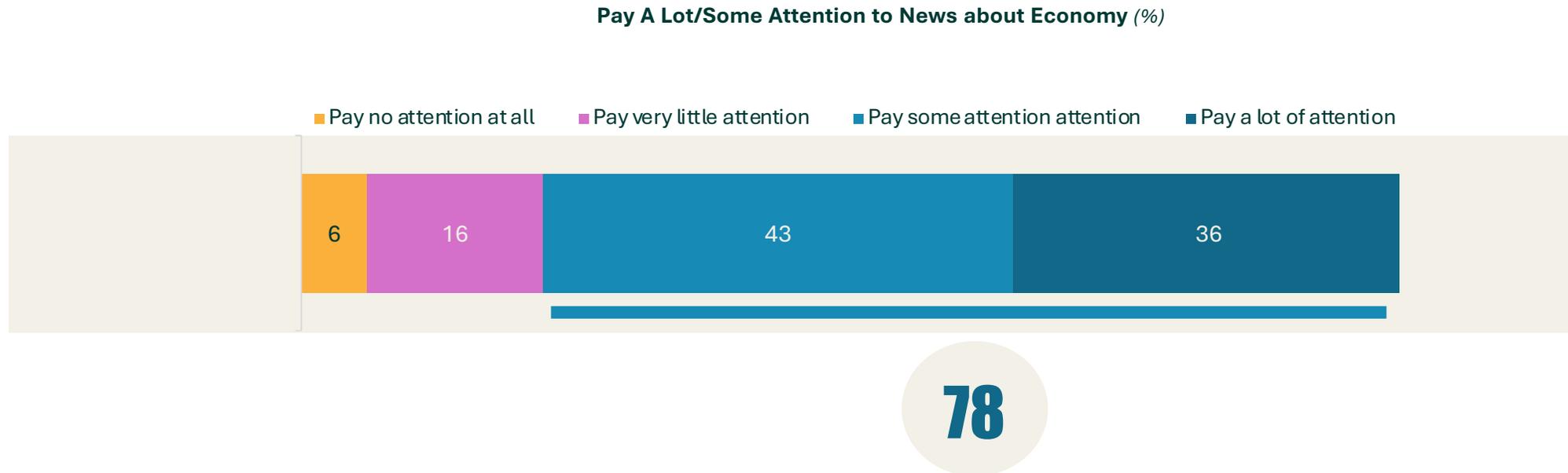
## 6. Investment Trends and Preferences

- Almost a third of Americans say they have less savings and 23% say they have less in investments than they did 3 months ago.
- 54% of Americans reported owning any stocks in March of 2023 and 20% reported owning cryptocurrencies.
- A quarter of Americans plan to invest more in stocks in the next 12 months, and only 12% intend to invest less.
- Over 35% of Americans are expecting real estate and precious metal values to increase. A quarter believe the prices for all commodities will remain the same.
- Over half of Americans trust Apple stock and would consider investing in it.
- Four in ten Americans trust Tesla products and would consider investing in the company, though almost the same number would not.



# Only 6% of Americans pay no attention to news about economy.

36% of Americans say that they pay a lot of attention to news about the economy, while another 43% report paying some attention (Total 78% T2B).

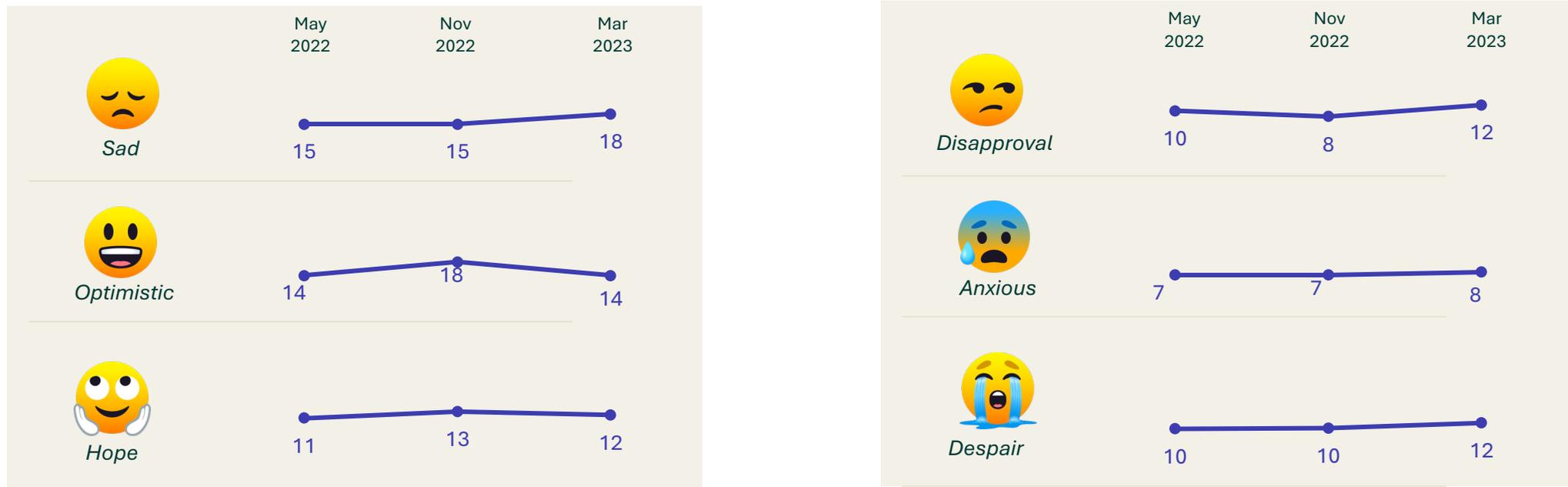




# Optimism is giving way to feelings of sad and disapproval in the US. One in ten continue to remain hopeful.

In March 2023, 18% of Americans indicated that they were Sad about their personal financial situation.

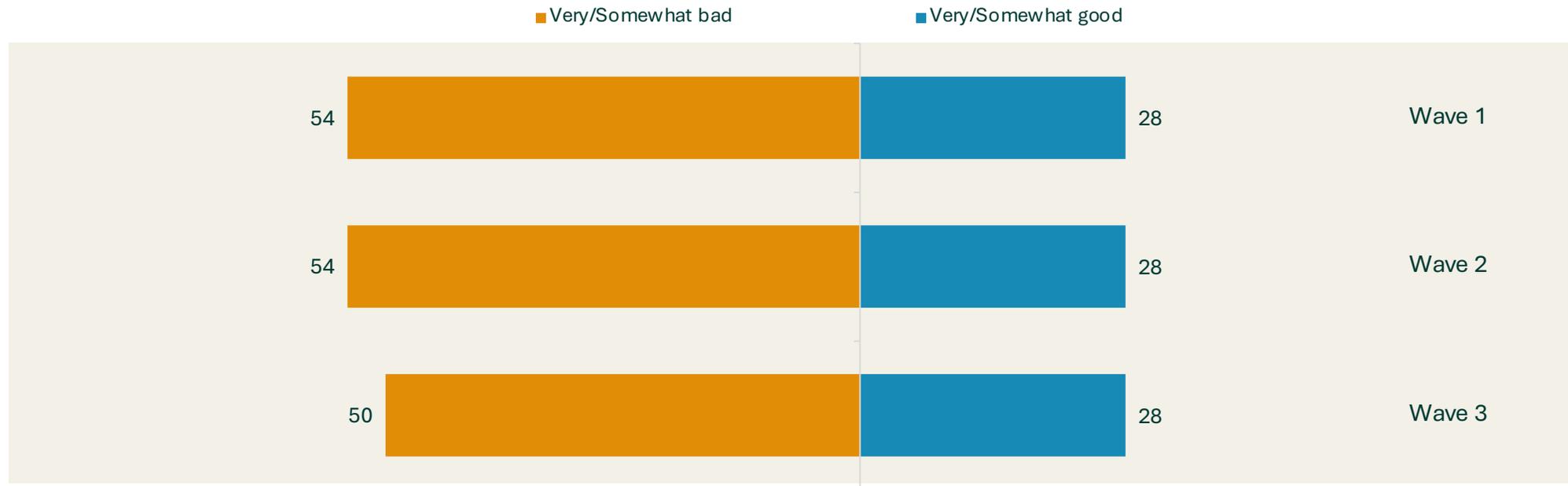
Feelings About Personal Financial Situation (%)





# Perceptions of economy overall in the US hasn't changed since November 2022, with 28% considering it to be in very/somewhat good shape, while half believe the opposite to be true.

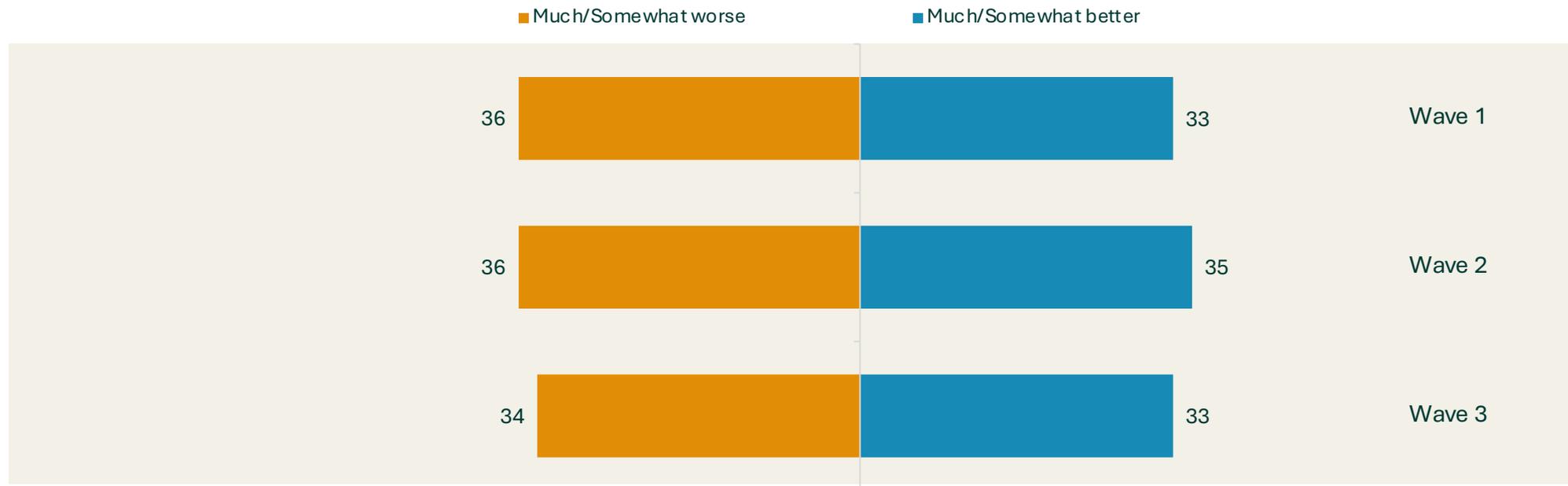
View on Economy (%)





# A third of Americans believe the economy will improve in six months, but just as many believe the opposite.

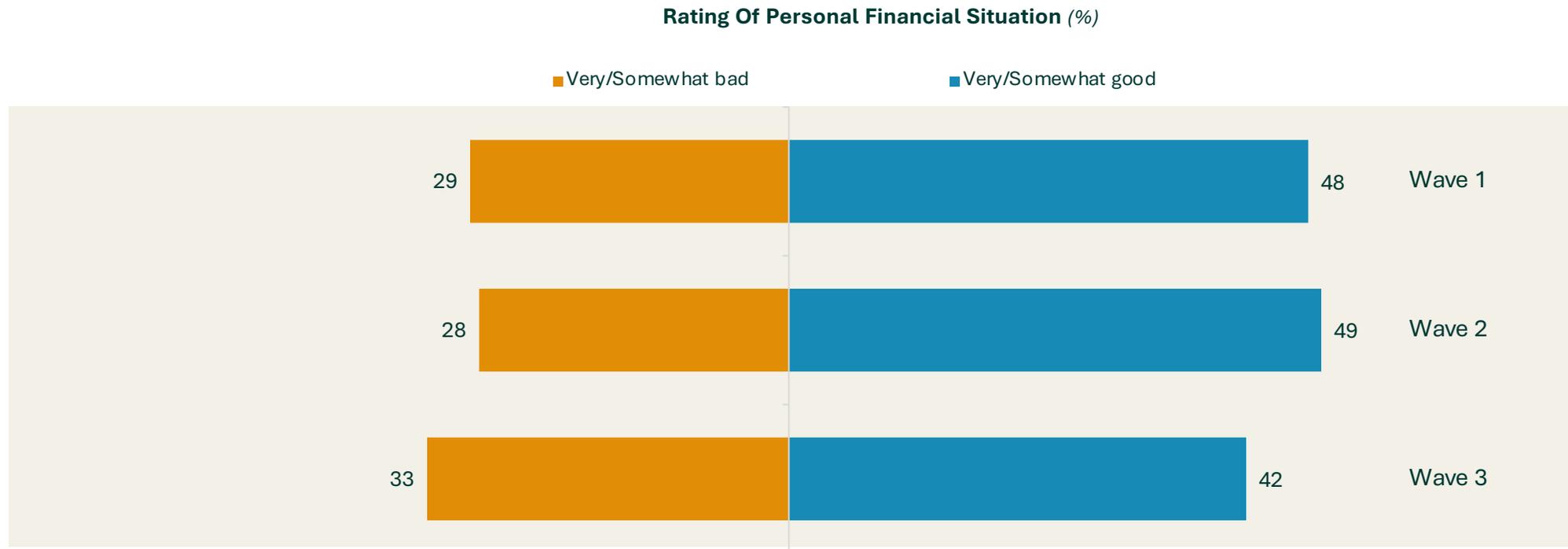
Near Future Perceptions of Economy – in the Next 6 Months (%)





# There is a downward trend in rating personal financial situation in the US.

The % of Americans who feel that their personal financial situation was Somewhat/Very (42%) good dropped almost 7 pts (6.9 pts) since November 2022 (from 49%), while the % who feel that their personal financial situation is Somewhat/Very bad has increased by almost 5 pts (-4.8 pts, From 28% in Nov).

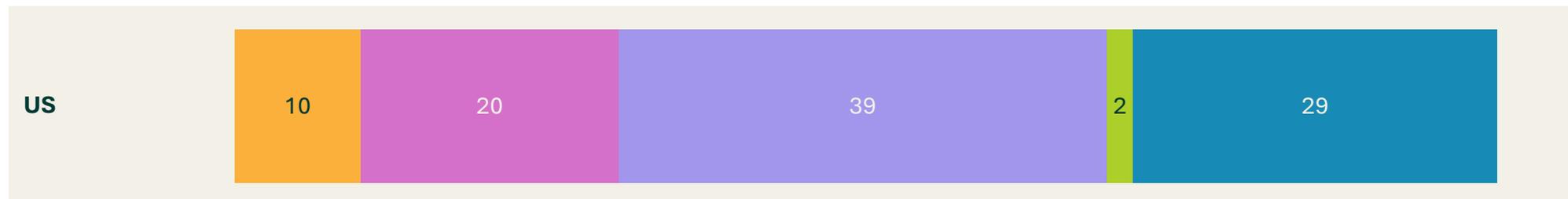




**1-in-10 Americans would spend an extra \$500 on something fun, while almost 4-in-10 would put it towards debt.**

**Would Spend an Extra \$500 (%)**

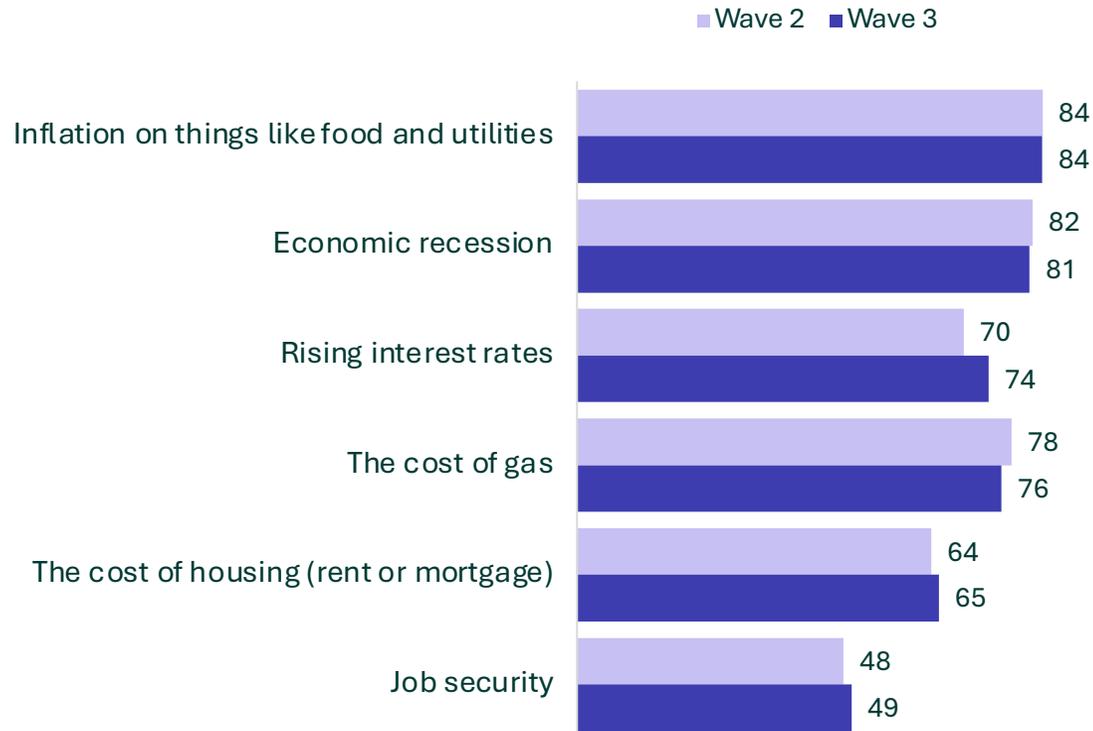
■ Spend it on something fun ■ Spend it on something I need ■ Put it towards a bill or debt ■ Give it to someone else ■ Save it





# Anxiety over inflation, recession, costs of gas and housing as well as job security continue to worry Americans.

Level of Concern (% Extremely/Somewhat Worried)



I feel despair because I feel stress. I have a lot of bills and responsibilities, but income doesn't always meet them.





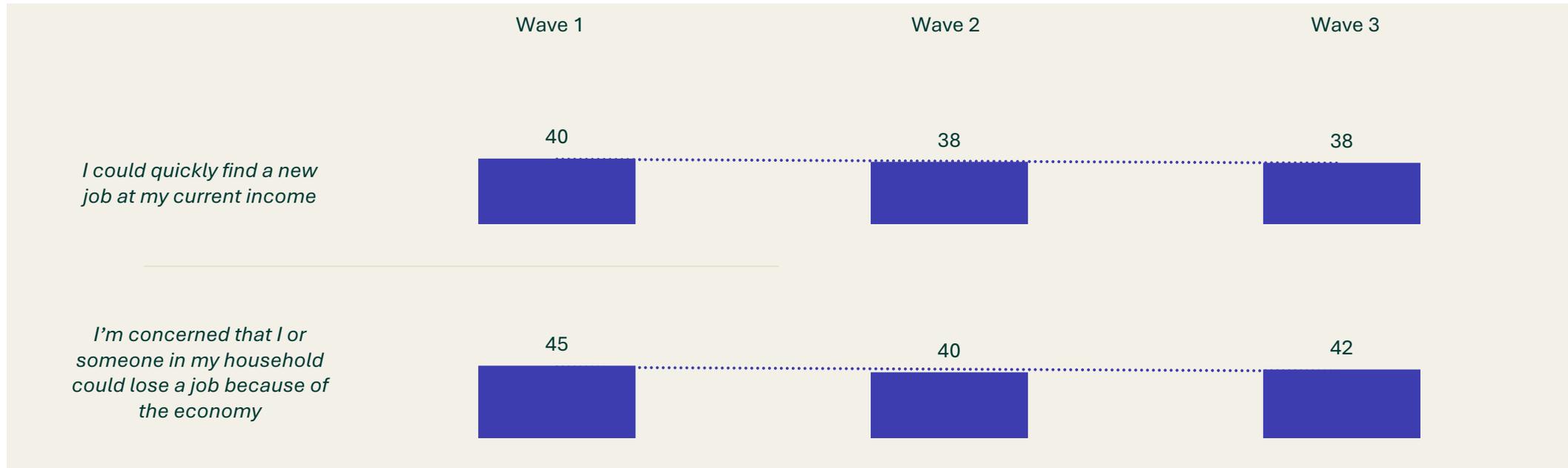
# Most Americans are keeping up with the bills, but 4-in-10 say they accumulate more debt doing so.





# 42% of Americans are concerned that they personally or someone else in their household could lose their job because of the economy.

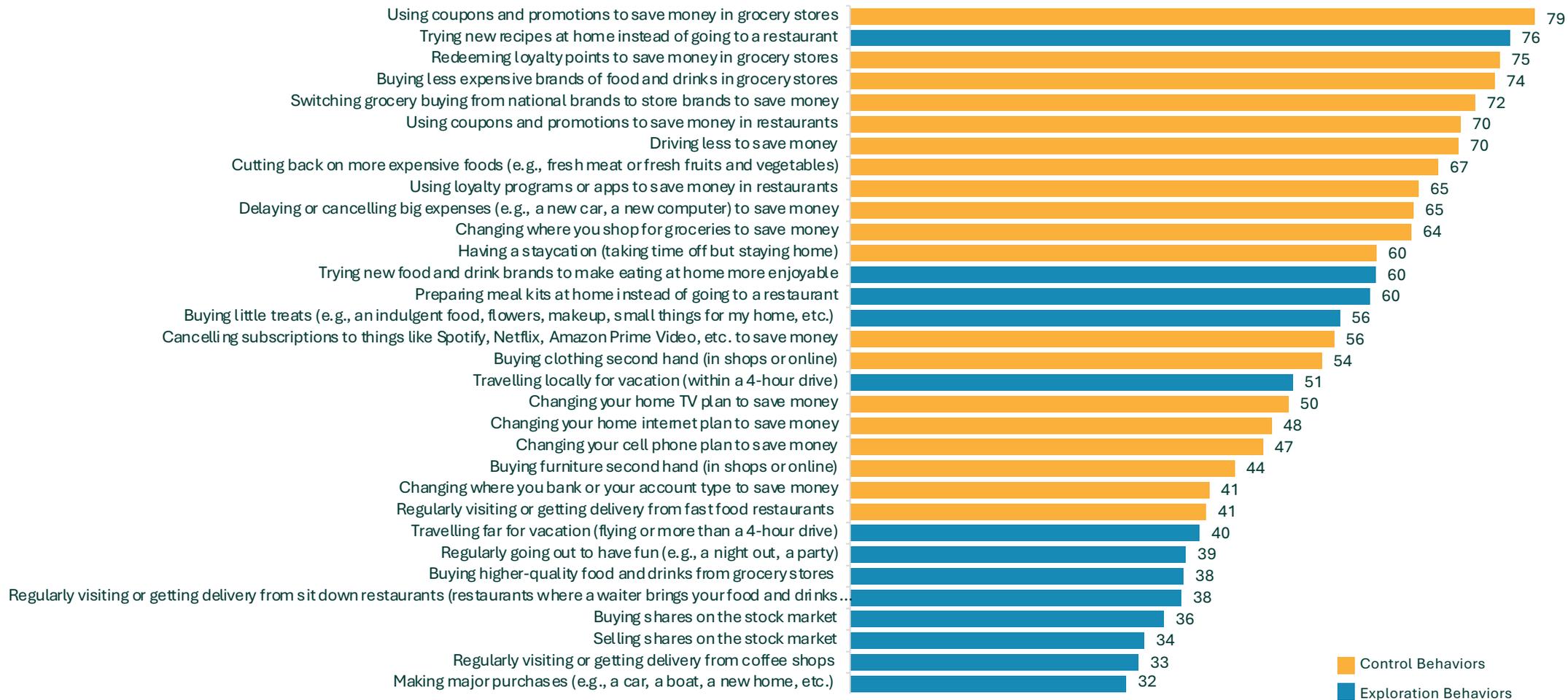
Sentiment (% T2B Very/Somewhat Agree)





# 8-in-10 Americans use promotions and coupons to save money in grocery stores. Almost half (47%) are changing their internet and cell phone plans to save money.

Upside Exercise - Level of Interest in Adopting Behaviors (% Interested, Wave 3)

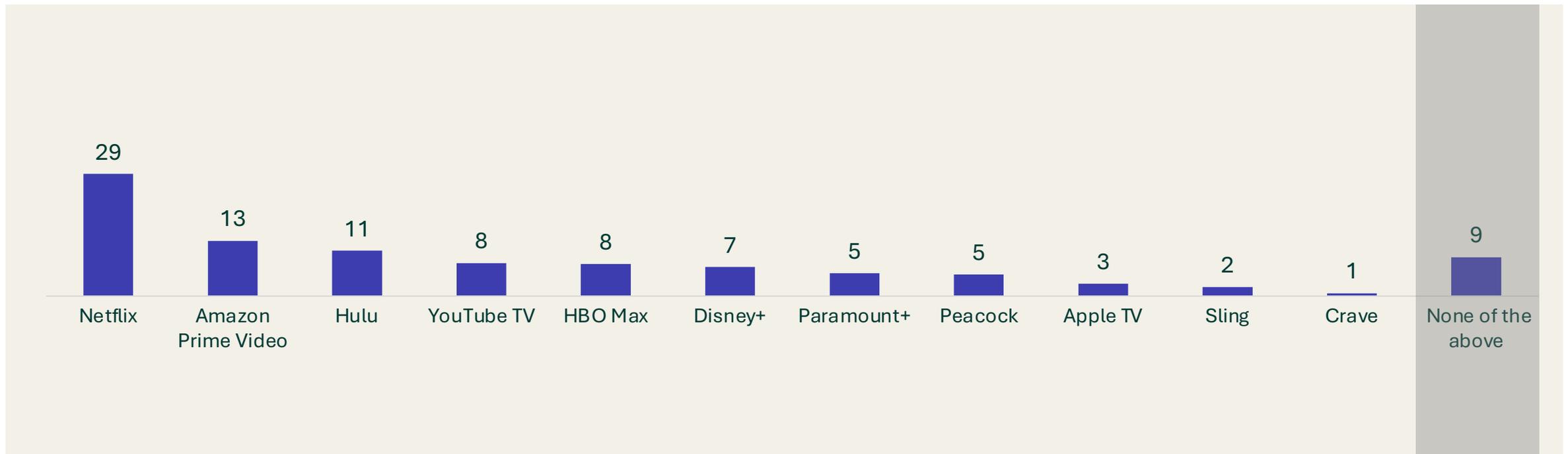






**56% of Consumers indicated that they were cancelling subscriptions to save money. When asked if they could only keep one, 29% chose Netflix. Interestingly, only 7% chose Disney+ and 3% Apple vs. the 9% that chose none of the above.**

Most Preferred Types of Streaming Services (%)





# Almost a third of Americans say they have less savings and 23% say they have less in investments than they did 3 months ago.

Personal Savings Now vs 3 Months Ago (%)



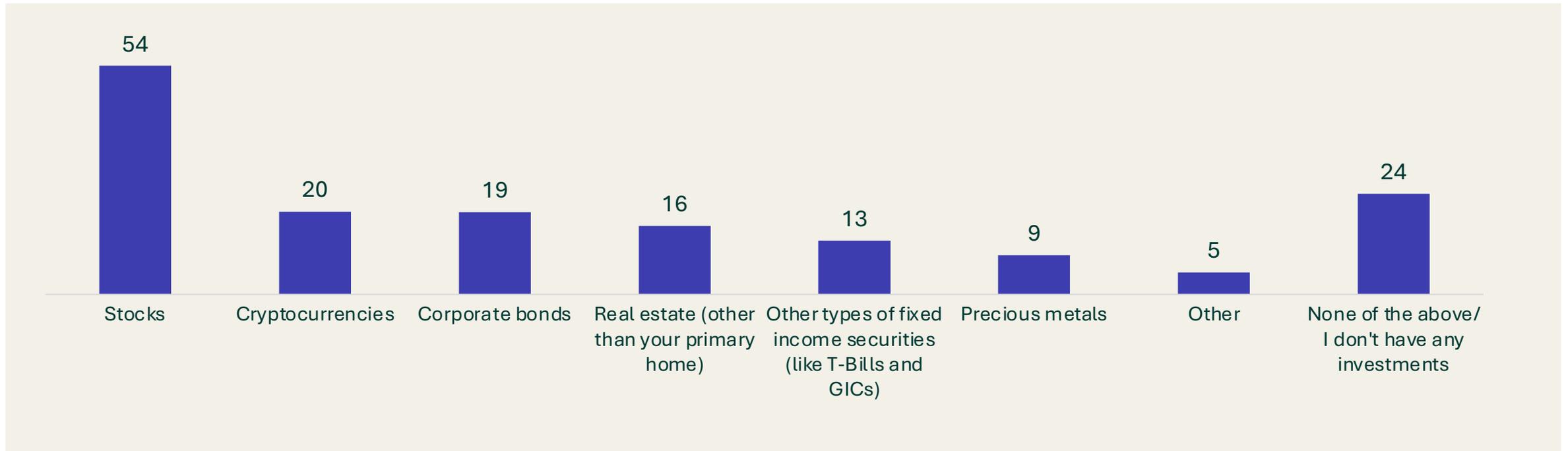
Personal Investments Now vs 3 Months Ago (%)





# 54% of Americans reported owning any stocks in March of 2023 and 20% reported owning cryptocurrencies.

Types of Investments Owned (%)





# A quarter of Americans plan to invest more in stocks in the next 12 months.

Investment Plans in N12M (%)

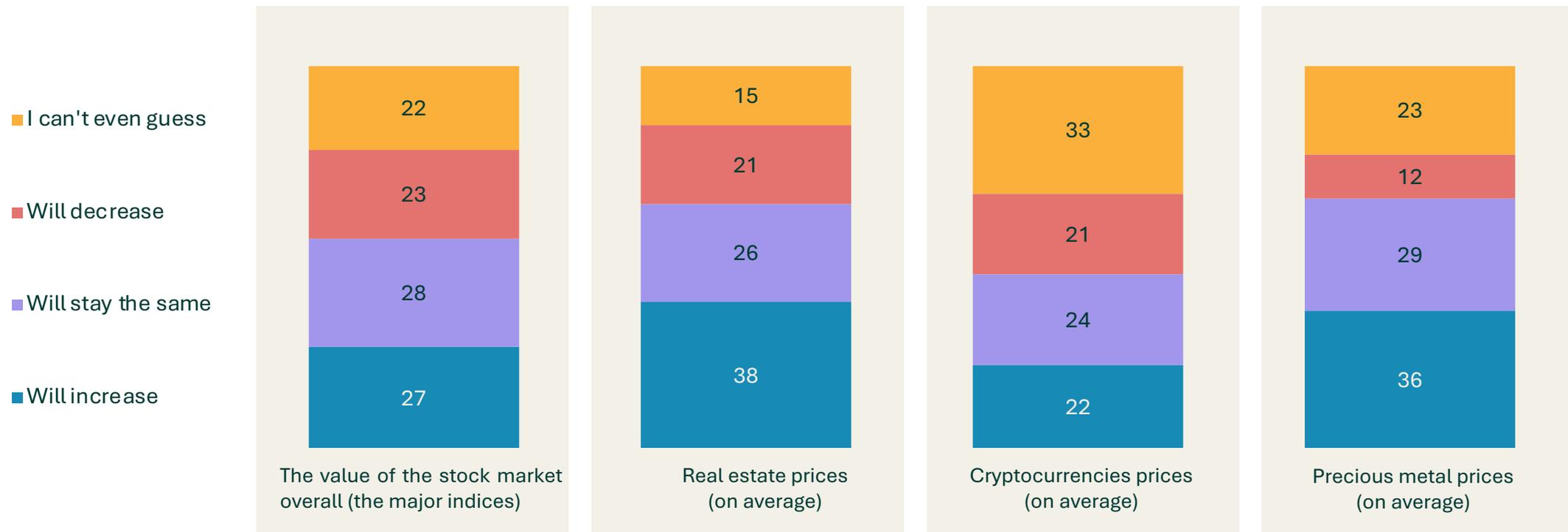




# Over 35% of Americans are expecting real estate and precious metal values to increase. A quarter believe the prices for all commodities will remain the same.

27% believed that the value of the stock market overall would increase and 22% believe that Cryptocurrencies prices would increase.

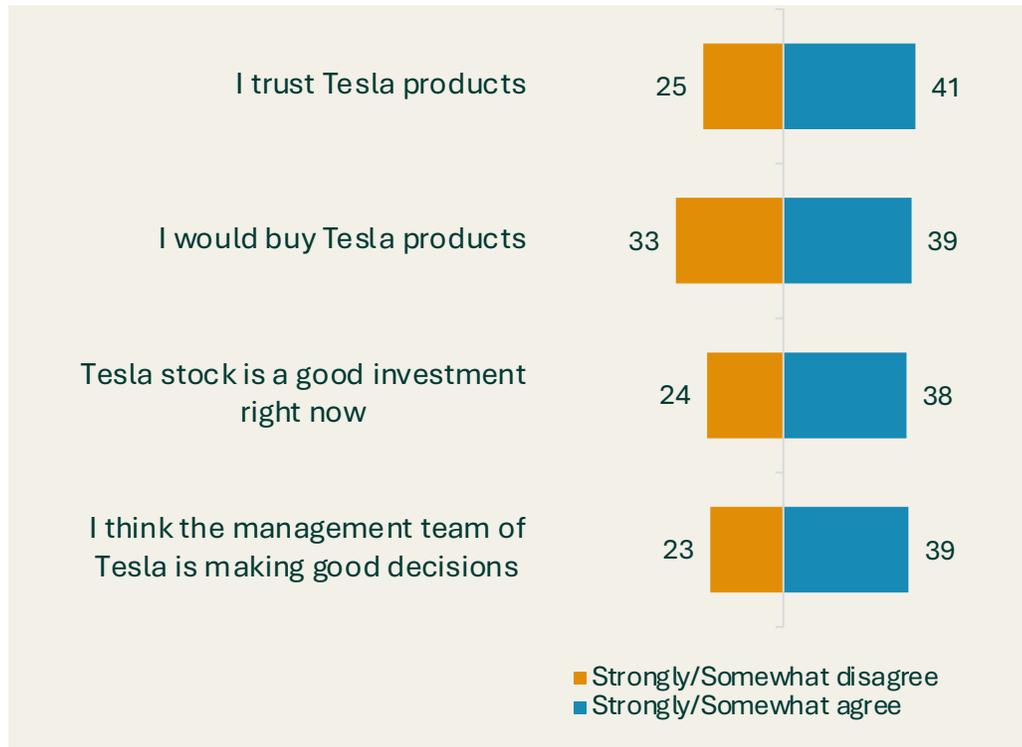
Value of Investment Outlook N12M (%)



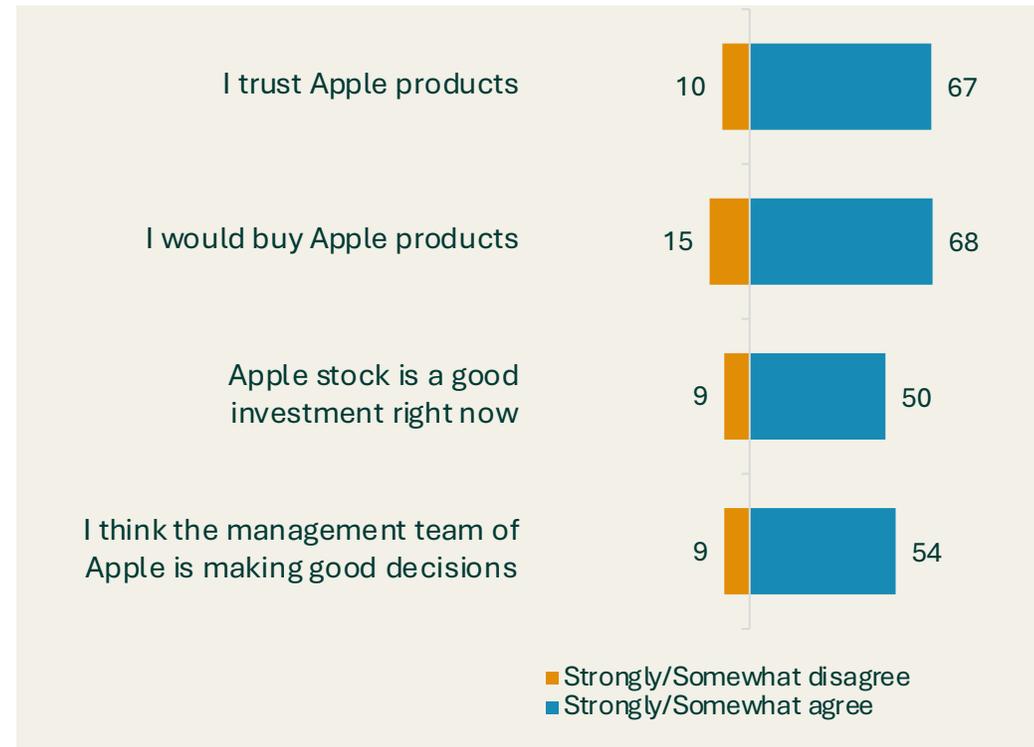


**Over half of Americans trust Apple stock and would consider investing in it. Four in ten Americans trust Tesla products and would consider investing in the company, though almost the same number would not.**

Perceptions of Tesla Company (%)



Perceptions of Apple Company (%)





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**Thank you!**





# Detailed Summary of Key Findings

- Most Americans pay attention to news about the economy and for many optimism is giving way to feelings of disapproval and sadness.
- Half of Americans think the economy is in bad shape, with only a third believing it will improve in the next 6 months, with just as many thinking it will get worse.
- There is a downward trend in rating personal financial situation in the US. The % of Americans who feel that their personal financial situation was Somewhat/Very (42%) good dropped almost 7 pts (6.9 pts) since November 2022 (from 49%), while the % who feel that their personal financial situation is Somewhat/Very bad has increased by almost 5 pts (-4.8 pts, From 28% in Nov).
- Many are feeling anxiety over inflation, recession, costs of gas and housing as well as job security. While most are keeping up with the bills, but 4-in-10 say they accumulate more debt doing so.
- In-fact, 42% of Americans are concerned that they personally or someone in their household could lose their job because of the economy.
- Most consumers are taking the following actions to save money in the current economic environment:
  - Using coupons and promotions at grocery store (79%)
  - Trying new recipes at home instead of going out to restaurants (76%)
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