

# How are Americans feeling about the

# ECONOMY?



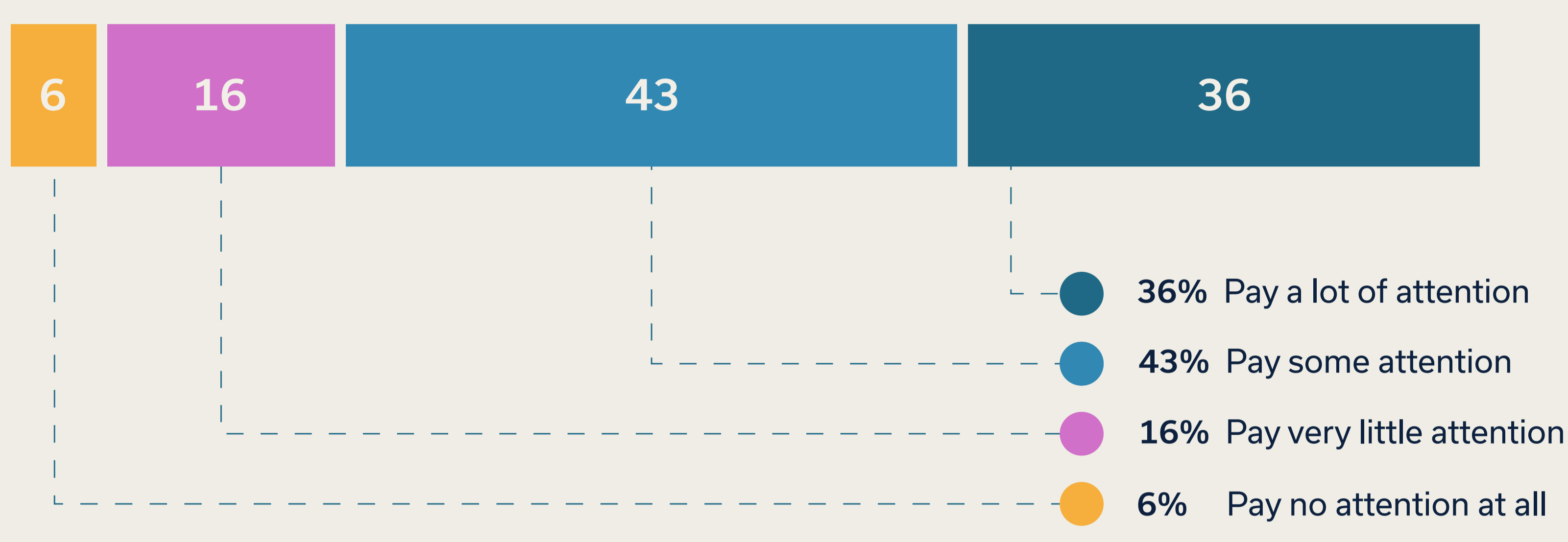
With ongoing economic volatility, Dig Insights and Benzinga tracked the economic sentiment and behaviors among Americans in 3 waves.

## KEY THEMES

### 1 Declining Consumer Optimism and Increasing Disapproval



**Only 6%** of Americans pay no attention to news about the economy



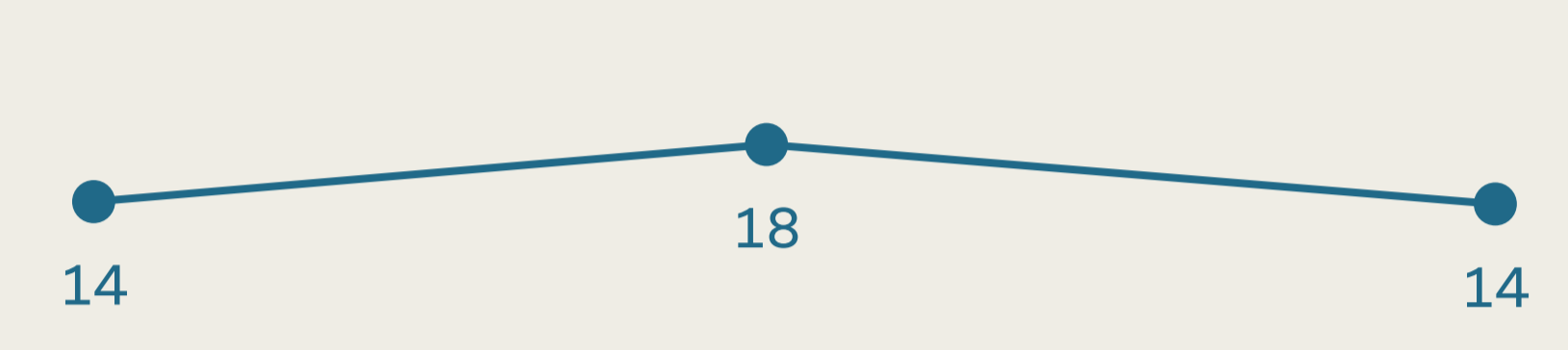
Sad



Optimism is giving way to feelings of sadness in the US



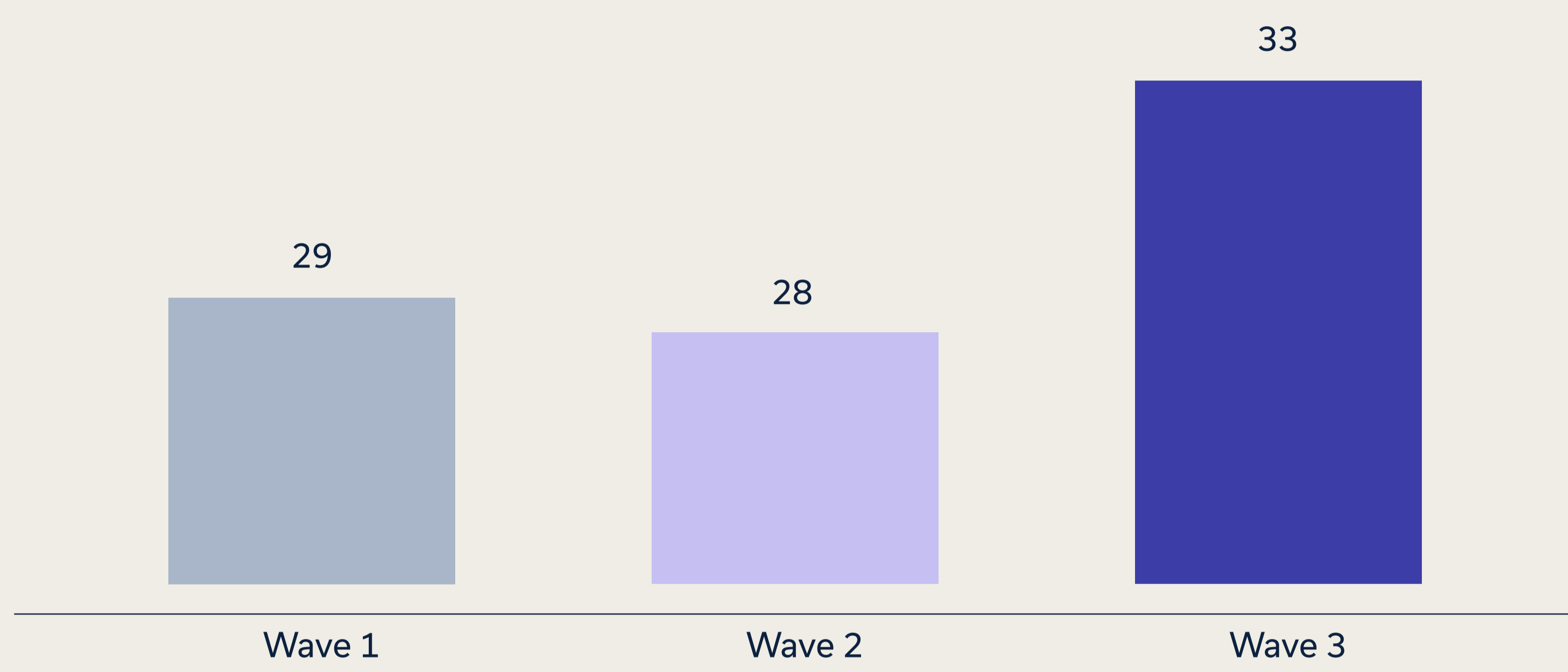
Optimistic



### 2 Pessimistic Economic Outlook



There is a downward trend in rating personal financial situation



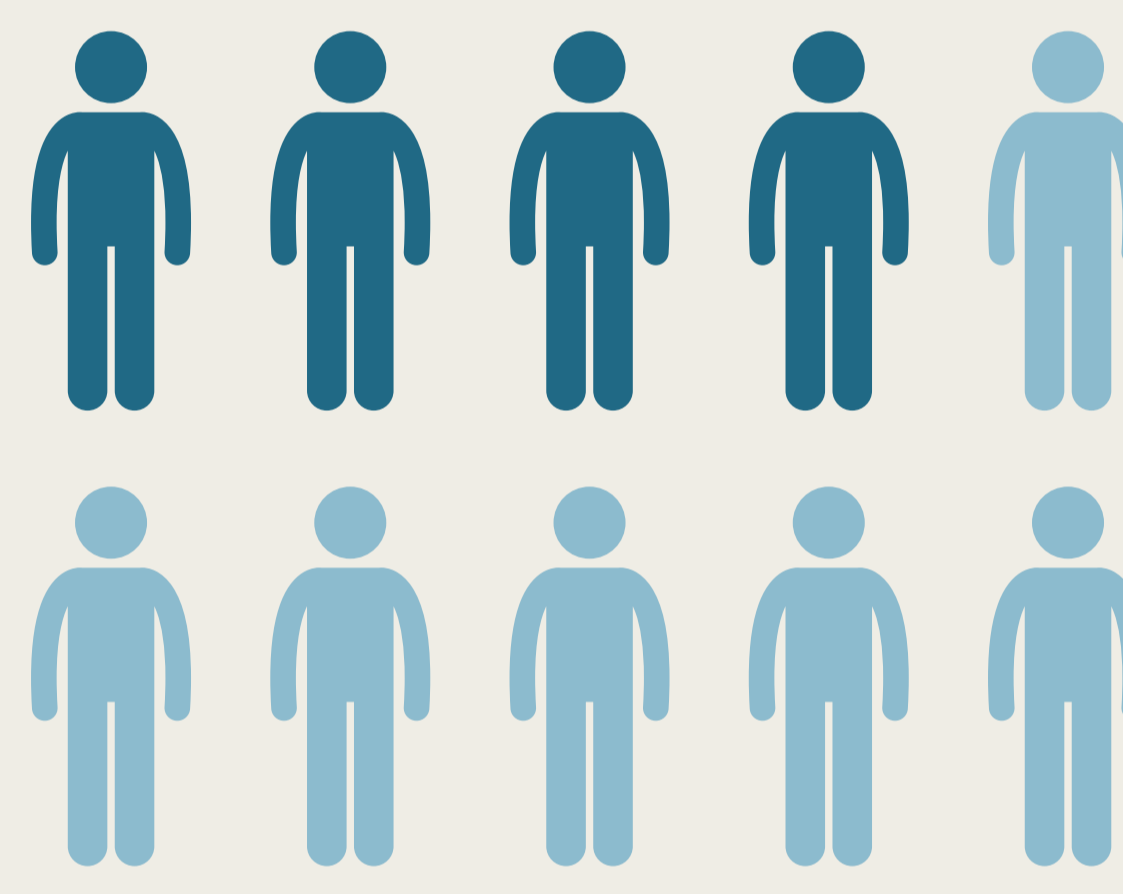
**1 in 10**

Americans would spend an extra \$500 on **something fun.**



**4 in 10**

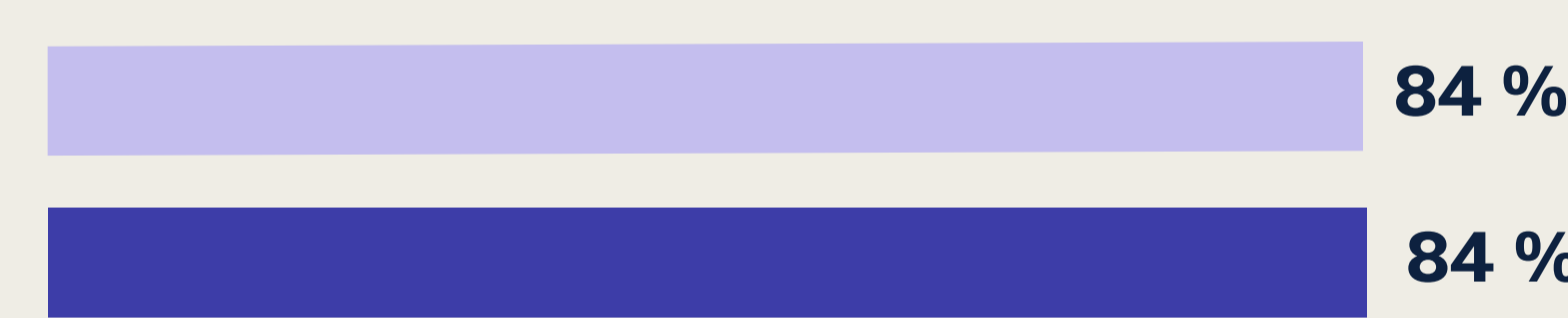
Almost 4 in 10 would put it towards **debt.**



### 3 Inflation and Financial Anxieties

Wave 2 Wave 3

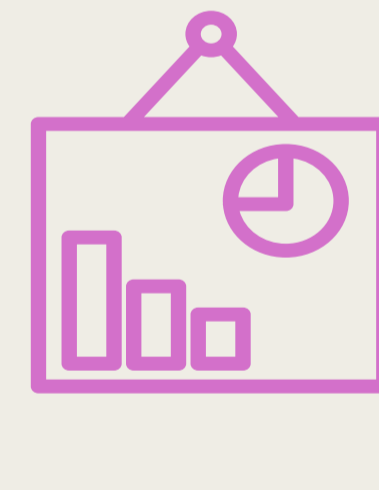
Inflation on things like food and utilities



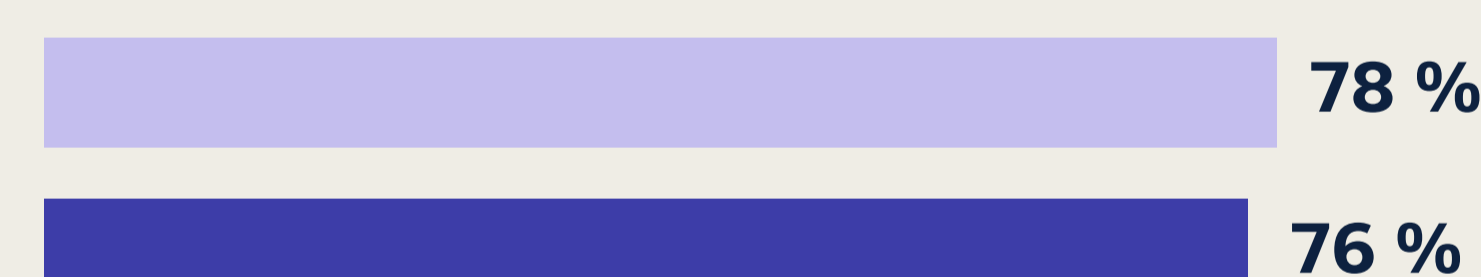
**Top 3**

things that continue to worry Americans

Economic recession

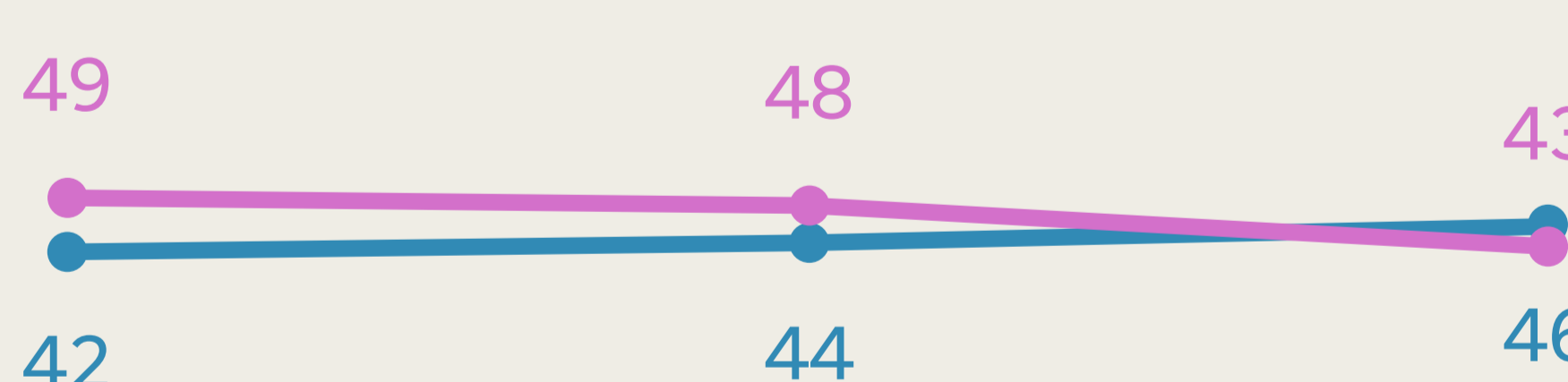


The cost of gas



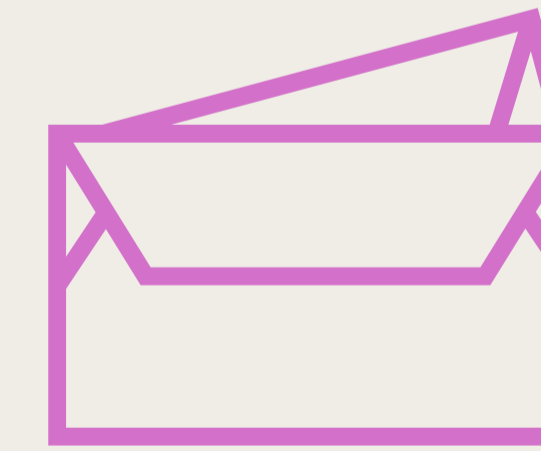
### 4 Deteriorating Personal Financial Situation

T2B (Very/Somewhat Agree) B2B (Very/Somewhat Disagree)



I am currently accumulating more debt

Most Americans are keeping up with the bills, but



**1/4**

say they accumulate more debt doing so.

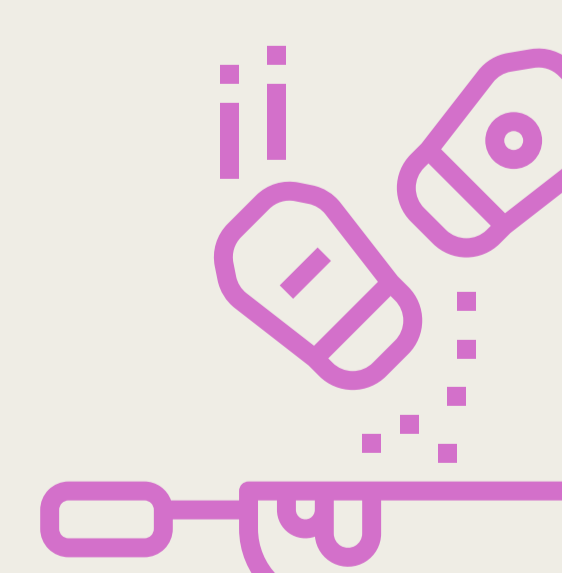
### 5 Adaptation and Cost-Saving Measures

While the majority saves money by using coupons on groceries, consumers still like to explore new recipes and indulge with little treats.



Using coupons and promotions to save money in grocery stores

**78%**



Trying new recipes at home instead of going to a restaurant

**76%**



Buying little treats (e.g., an indulgent food, etc.)

**53%**

Wave 2 Wave 3



Buying little treats (e.g., an indulgent food, etc.)