



PUBLIC POLL FINDINGS AND METHODOLOGY

March 2023: U.S. Consumer Confidence Post-Silicon Valley Bank Failure

Topline Findings

These are the findings of an Ipsos poll conducted between March 15-16, 2023. For this survey, a sample of 916 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 4.0 percentage points for all respondents.

Full Annotated Questionnaire

1. Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

	Total (N=916)
7 – Very strong economy	4%
6	8%
5	24%
4	31%
3	18%
2	9%
1 – Very weak economy	7%
Strong Economy 7/6 (Net)	11%

2. Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

	Total
Much stronger	3%
Somewhat stronger	18%
About the same	51%
Somewhat weaker	20%
Much weaker	9%
Stronger (Net)	21%



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3. Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.

	Total
7 – Very strong	5%
6	12%
5	26%
4	29%
3	13%
2	6%
1 – Very weak	8%
Strong 7/6 (Net)	18%

4. Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

	Total
Much stronger	7%
Somewhat stronger	26%
About the same	50%
Somewhat weaker	12%
Much weaker	5%
Stronger (Net)	33%

5. Compared to 6 months ago, are you NOW more or less comfortable making a major purchase, like a home or car?

	Total
More comfortable	39%
Less comfortable	61%

6. Compared to 6 months ago, are you NOW more or less comfortable making other household purchases?

	Total
More comfortable	42%
Less comfortable	58%

7. Compared to 6 months ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

	Total
More confident	51%
Less confident	49%



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8. Compared to 6 months ago, are you NOW more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?

	Total
More confident	41%
Less confident	59%

9. Thinking of the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?

	Total
Yes	23%
No	77%

10. Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?

	Total
Extremely likely	2%
Very likely	8%
Somewhat likely	28%
Not very likely	42%
Not at all likely	19%





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About the Study

These are some of the findings of an Ipsos poll, conducted between March 15-16, 2023. For this survey, a sample of 916 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2021 American Community Survey data, except for 2020 vote history, which comes from the Federal Election Commission. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, education, and past vote.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 4.0 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=916, DEFF=1.5, adjusted Confidence Interval=+/-5.5 percentage points).

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com.