



AEDDC  
Anchorage Economic  
Development Corporation

# Q1 2023

## ANCHORAGE CONSUMER

OPTIMISM INDEX

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The Anchorage Consumer Optimism Index is a survey of approximately 600 Anchorage residents using the Alaska Consumer Optimism Index survey tool.

The survey was performed by Alaska Survey Research and the report was generated by the Anchorage Economic Development Corporation. This work was made possible by the report sponsor, Furniture Enterprises of Alaska.

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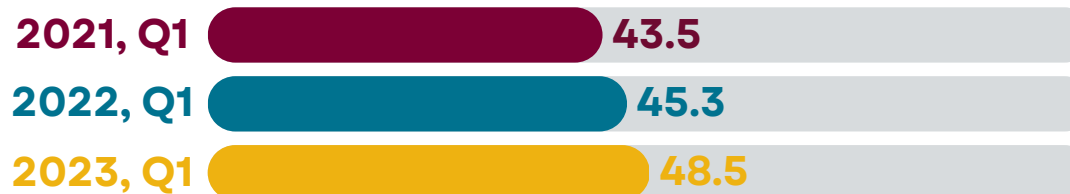
# First Quarter Results

100 Optimistic

The Anchorage Consumer Optimism Index (ANCI) for January-March of 2023 was 45.5. That's up 1.9 from the first quarter of 2022, but down 3.5 from Q1 2021.

The Index combines 3 components of consumer sentiment which are scored on a 100 point scale. Results above 50 indicate optimism and results below 50 indicate pessimism.

## Local Economy Confidence



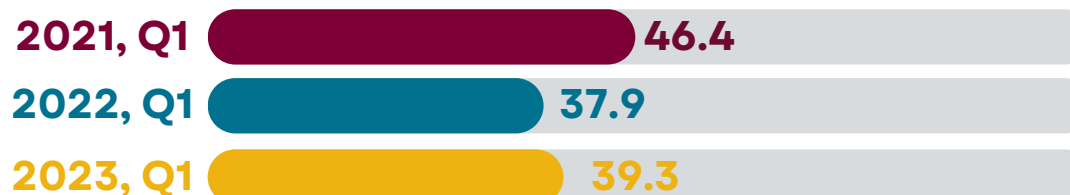
Confidence in the local economy dipped below 50 for the first time in 2017, and reached an all-time low of 41.8 in 2022.

## Personal Financial Confidence

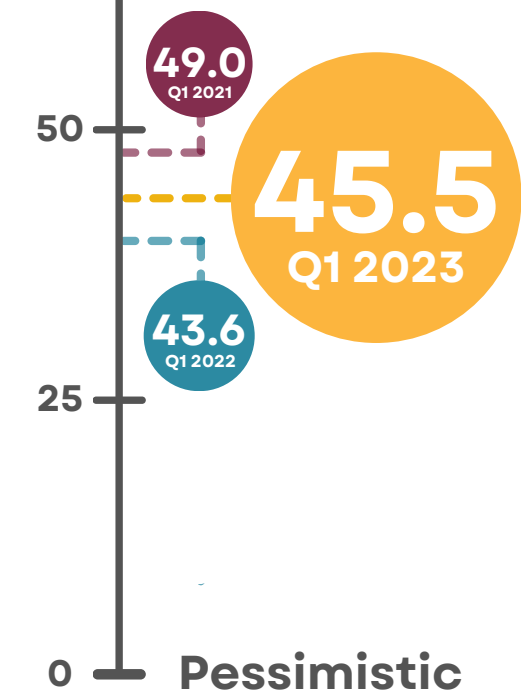


Personal Financial Confidence has typically outperformed the other components, and while it remains the highest of the three, it was the only component to decrease from Q4 2022 (from 55.9 to 54.7).

## Future Expectations



Future expectations has been the lowest of the 3 components for the past 4 years, but has recovered substantially after falling to 32.2 in 2022.

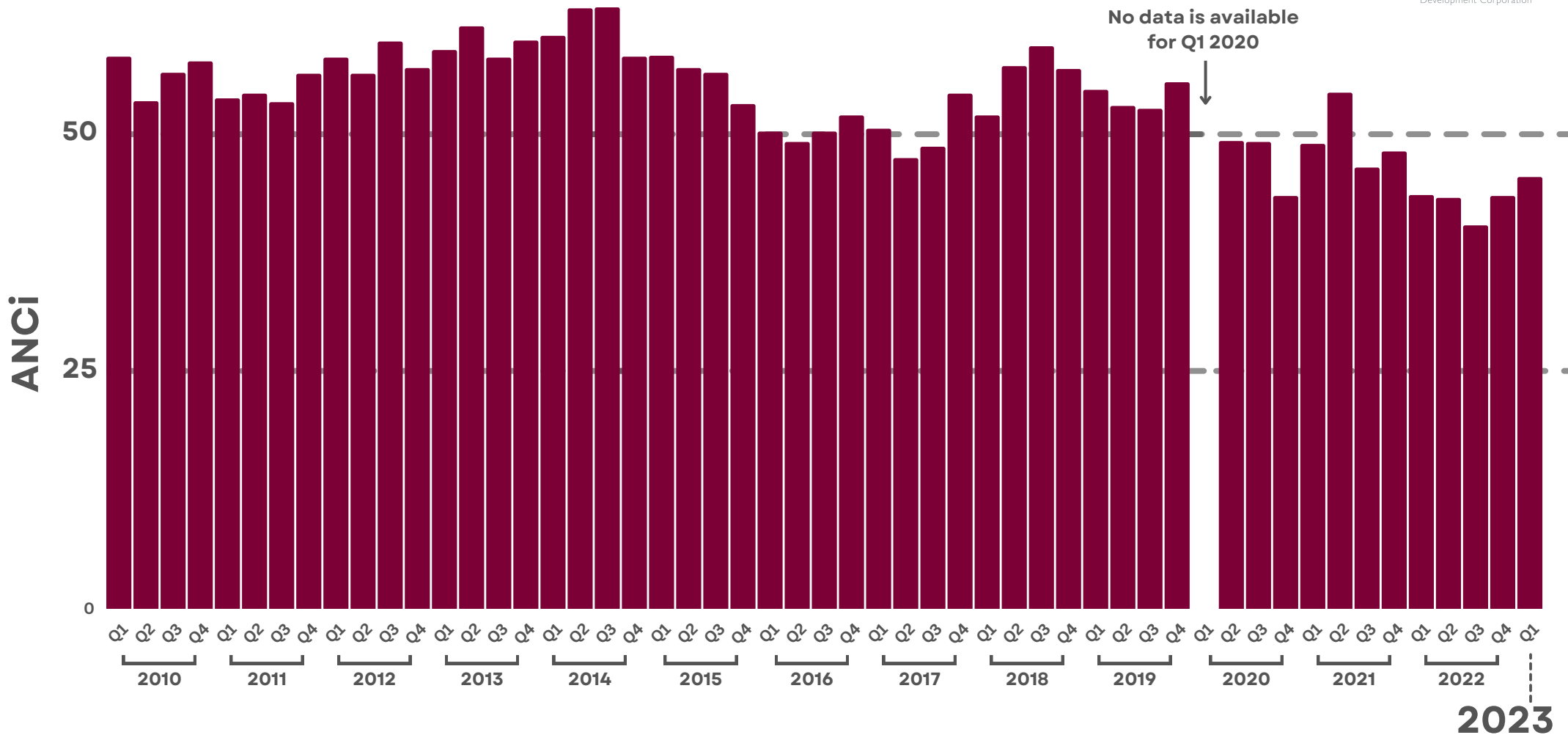


0 Pessimistic

# ANCHORAGE CONSUMER OPTIMISM INDEX

At 45.5, the ANCI remains in less than enthusiastic territory. After a rough 18 months, however, Anchorage consumer optimism has increased in consecutive quarters for just the second time since 2018.

## 2010-2023





75

50

25

- Personal Financial Confidence
- Local Economy Confidence
- Future Expectations

After a decade of relative stability as the "optimistic component," **Personal Financial Confidence** has been trending downward since 2020.

**Local Economy Confidence** and **Future Expectations** spiked in early 2021 (possibly due to enthusiasm for an "end" to the pandemic), then pulled apart in later 2021 and 2022 as **Future Expectations** fell further than **Local Economy Confidence**.

Both measures have had consecutive strong quarters to end 2022 and begin 2023.

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2023



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