



AEDDC
Anchorage Economic
Development Corporation

Q4 2023

ANCHORAGE CONSUMER OPTIMISM INDEX

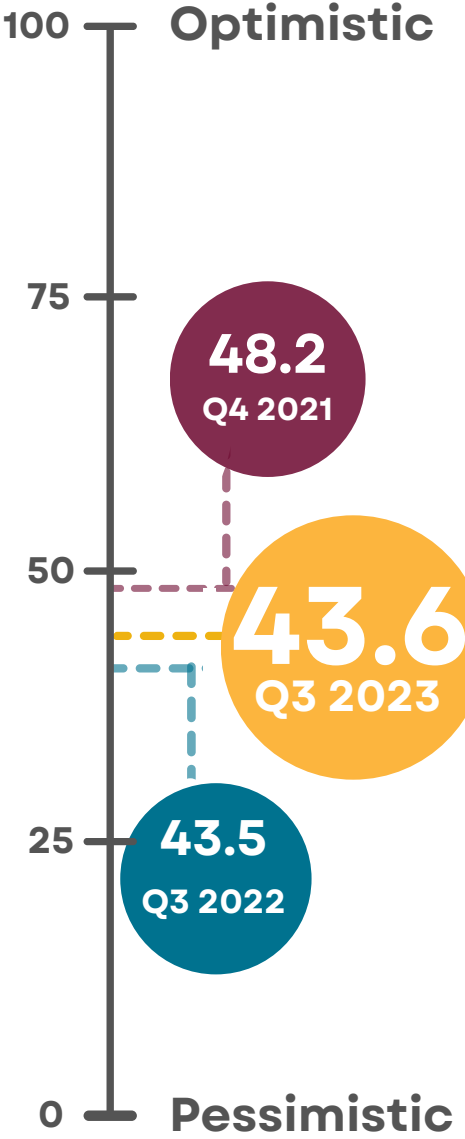
The Anchorage Consumer Optimism Index is a survey of approximately 600 Anchorage residents using the Alaska Consumer Optimism Index survey tool.

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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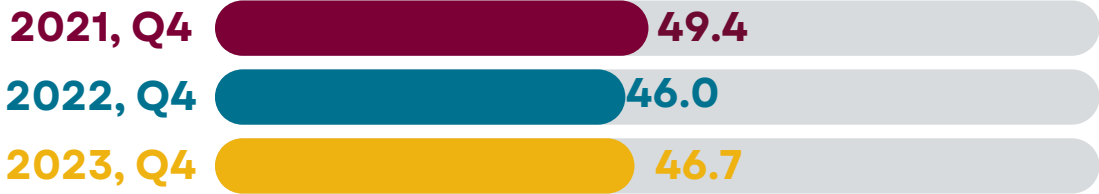
Fourth Quarter Results



The Anchorage Consumer Optimism Index (ANCI) for October-December of 2023 was 43.6. That's up 2.2 from the third quarter of 2023 and up 0.1 from the fourth quarter of 2022.

The Index combines 3 components of consumer sentiment which are scored on a 100 point scale. Results above 55 indicate optimism and results below 45 indicate pessimism.

Local Economy Confidence



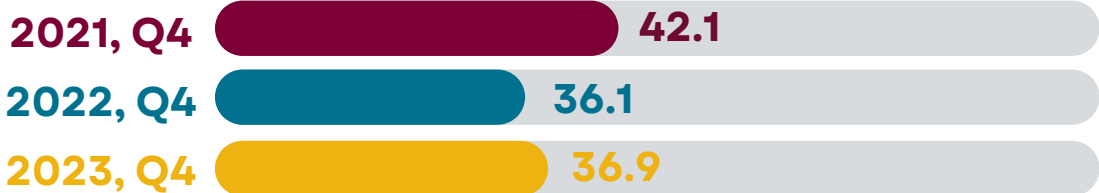
Fourth quarter (holiday season) confidence in the local economy has remained in neutral territory for the past three years.

Personal Financial Confidence



Personal Financial Confidence has typically outperformed the other components, and while it remains the highest of the three, 2023 was the first year that did not average optimistic scores since AEDC began the survey in 2010.

Future Expectations



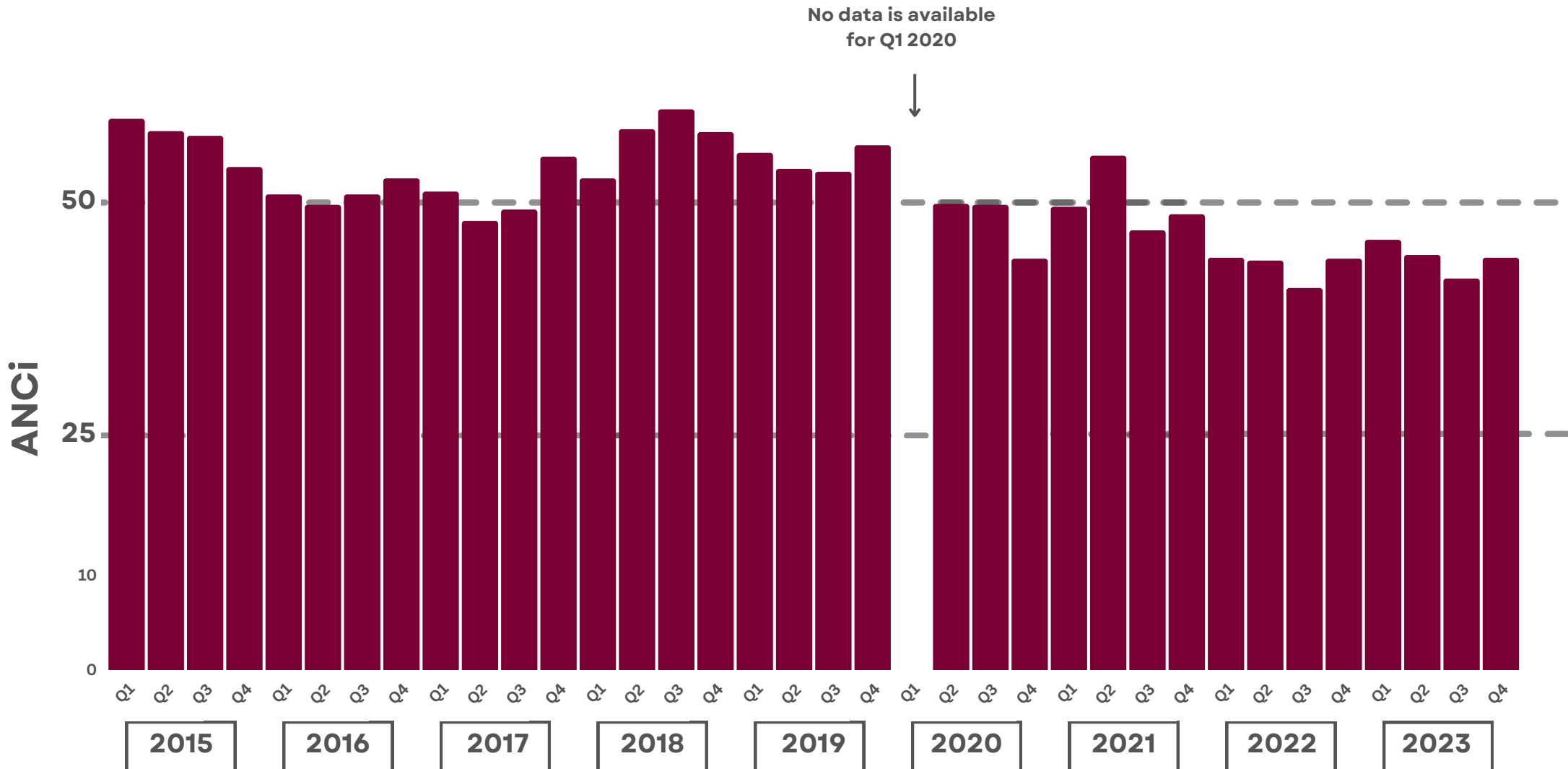
Future expectations bottomed out at 32.2 in Q3 2022 and remains solidly in pessimistic territory but is slowly improving.

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At 43.6, the ANCI remains in less than enthusiastic territory.



2015-2023



75

After a decade of relative stability as the "optimistic component," **Personal Financial Confidence** fell from the 60s to the mid 50' in 2021 and has stayed within 1.5 points of 55 for 7 consecutive quarters. This is despite year over year growth in personal income numbers.

50

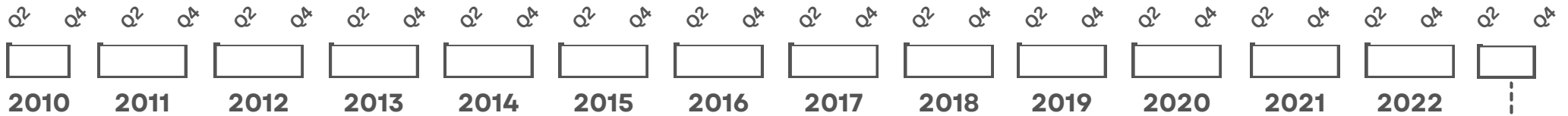
- **Personal Financial Confidence**
- **Local Economy Confidence**
- **Future Expectations**

Local Economy Confidence and **Future Expectations** spiked in Q2 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**.

25

Prior to 2018, **Local Economy Confidence** was consistently more optimistic than **Future Expectations** (usually by about 10 points) so in that sense, the separation between the figures over the past two years represents a return to historic norms for Anchorage consumer attitudes.

0



2023



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