

ALLIANZ 2023 4Q QUARTERLY MARKET PERCEPTIONS STUDY

# Pessimism keeping Americans from investing in the market

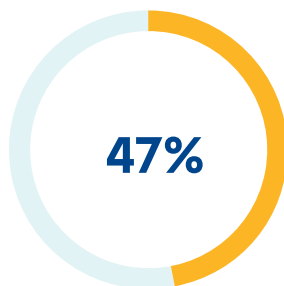
Key findings from our 2023 4Q Quarterly Market Perceptions Study

Fewer Americans think that the economy will improve in the coming year as they keep more money out of the market – a major finding from the 2023 4Q Quarterly Market Perceptions Study from Allianz Life Insurance Company of North America (Allianz).

Less than half of Americans think the economy will improve in 2024, and market uncertainty and interest rates could be driving that view. Most think that the market will be volatile and interest rates will increase. High interest rates are also leading Americans to keep more money in high-yield savings accounts or money market funds. At the same time, many said prices are too high and they are struggling to stay afloat.



Allianz Life conducted an online survey, the 2023 4Q Quarterly Market Perceptions Study, in November 2023 with a nationally representative sample of 1,005 individuals age 18+.



47% of Americans **think the economy will improve in 2024**

# Fewer Americans optimistic about the economy

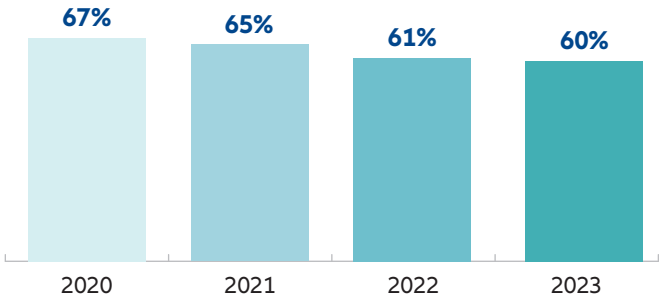
Optimism about the economy is on the decline.

“I think the economy **will improve in the coming year**”



Americans feel less optimistic about their personal finances.

“I think that my financial situation **will improve in the coming year**”



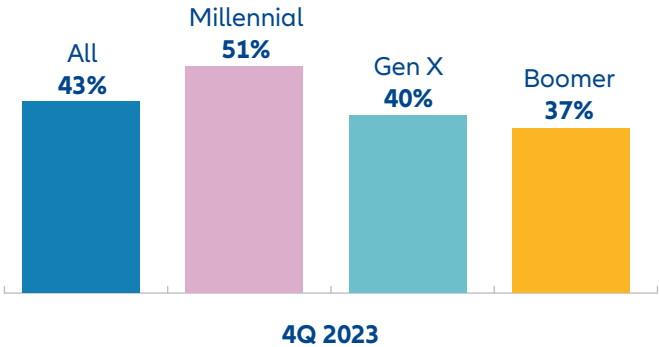
# Americans expect volatile markets and rising interest rates in 2024

Many are nervous to invest.

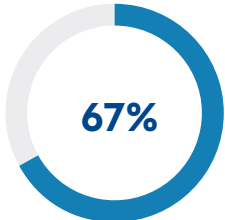
74% say they think the market will be very volatile

77% think interest rates will continue to rise

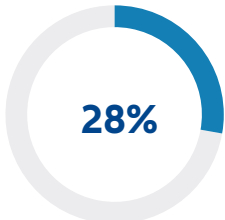
“I am **too nervous to invest in the market right now**”



# Inflation is still affecting Americans' finances.



67% say prices are still too high and they have struggled to stay afloat in the past three months

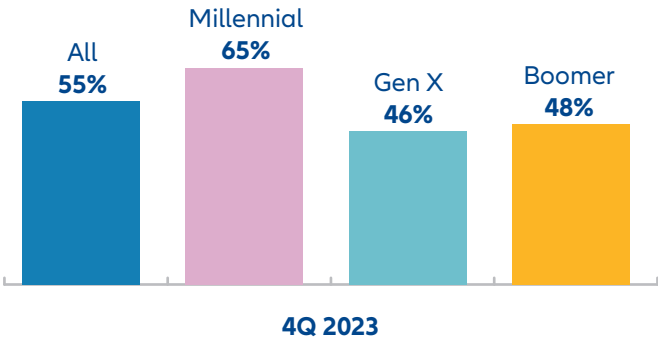


28% say inflation has not affected them personally in the last three months

## Americans keeping more money out of the market

61% say they would rather have their money sit in cash than endure market swings

“I am **keeping more money in high-yield savings accounts or money market funds** because of rising interest rates”



→ **ALLIANZ HAS MORE INFORMATION** about strategies that can help address the top concerns revealed in the study at [www.allianzlife.com](http://www.allianzlife.com).

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