



Unlocking Consumer Insights:

# 2025 Trends Shaping Tomorrow's Markets



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UNIVERSITY OF  
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## The Roman God Janus inspired today's presentation

**Key takeaways  
from 2024**

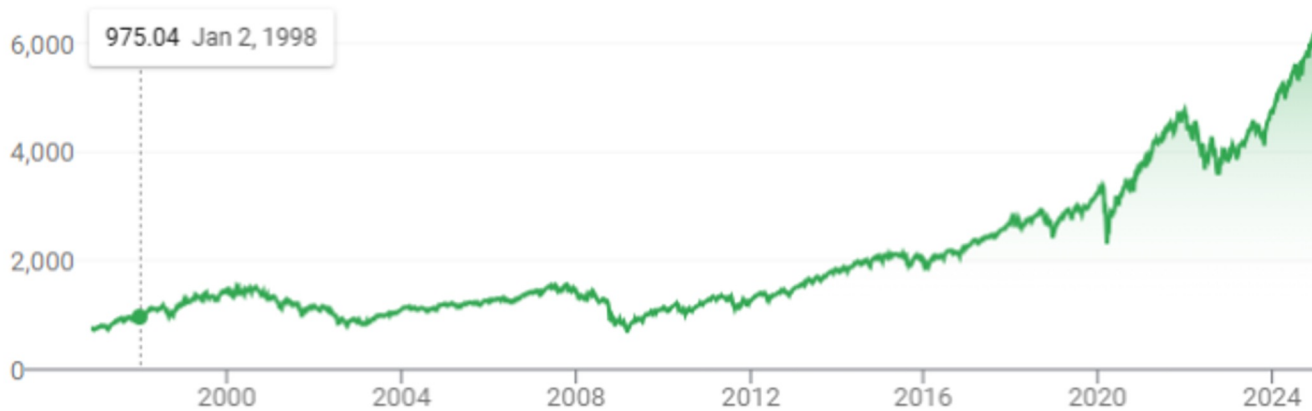
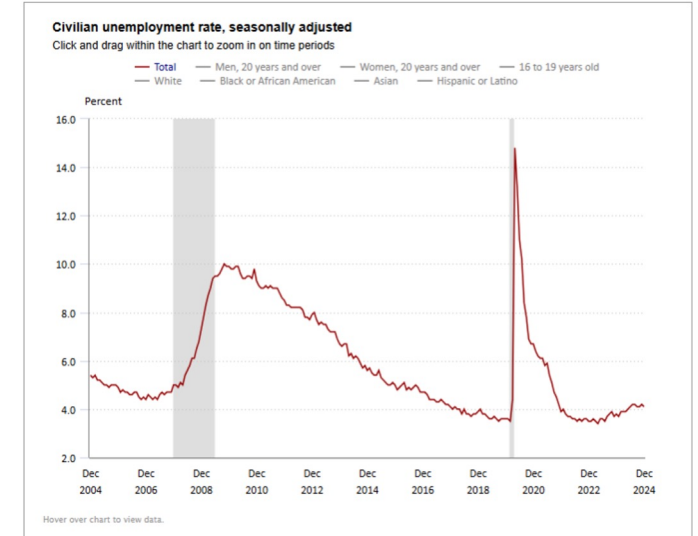


**Our outlook  
on 2025**

Janus: Two-headed Roman God of doorways and beginnings; namesake of January

# Macro-Economic Indicators Are Great

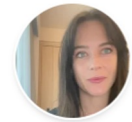
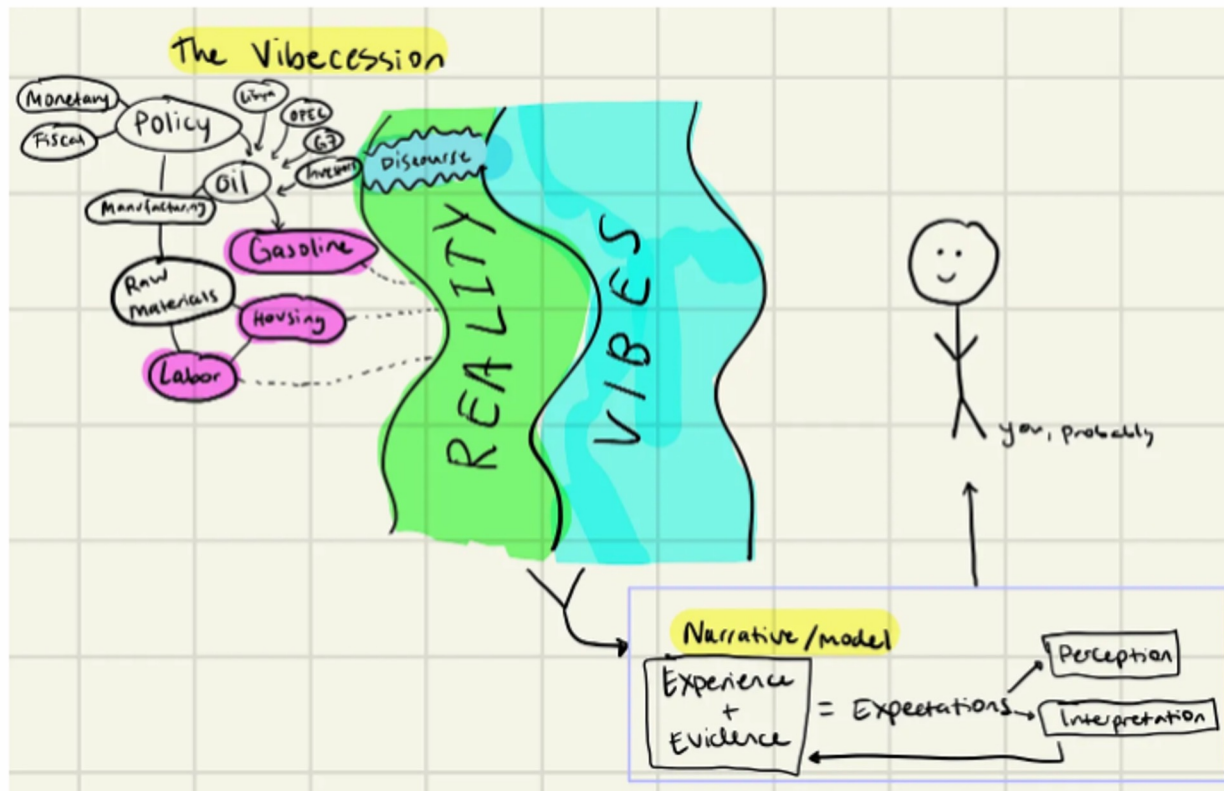
## Unemployment at historic lows



## Stocks at all-time high (S&P shown)

# But The "Vibes" Are Off

## The Vibececession



kyla scanlon

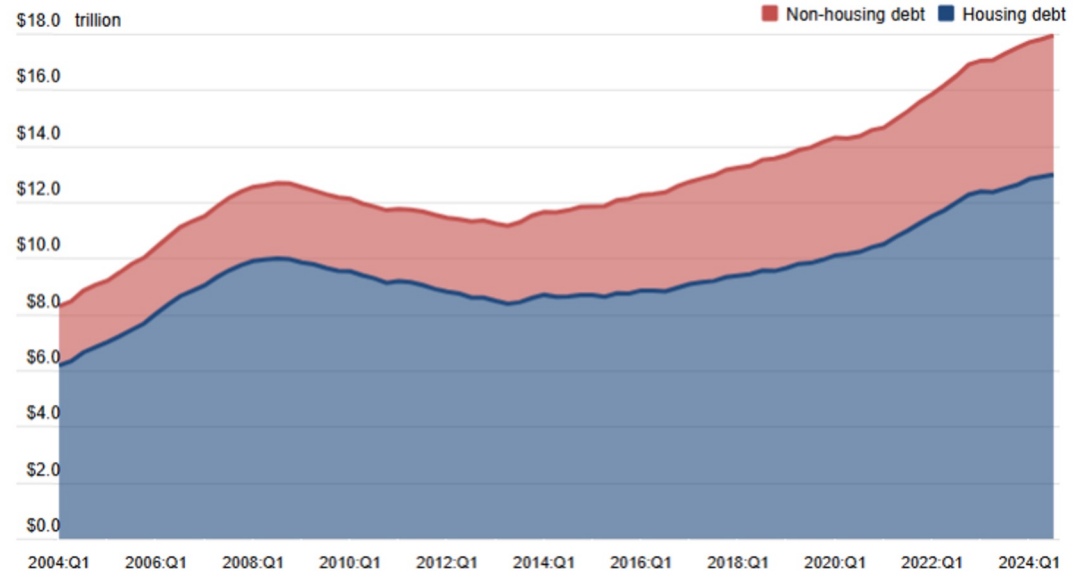
@KYLA · 6 LINKS

macro and the stock market

## Plenty To Worry About

- Rising consumer debt
- Persistent inflation
- “White collar recession”
- Political uncertainty
- International unrest
- AI acceleration
- Weather: warm & extreme
- Luigi

Total Debt Balance



Source: FRBNY Consumer Credit Panel/Equifax

# Insights from the Consumer Optimism Barometer

From Sports and Leisure Research Group



# Optimism Saw a Drop in December, Staying Within the Flat Trend Range in 2024

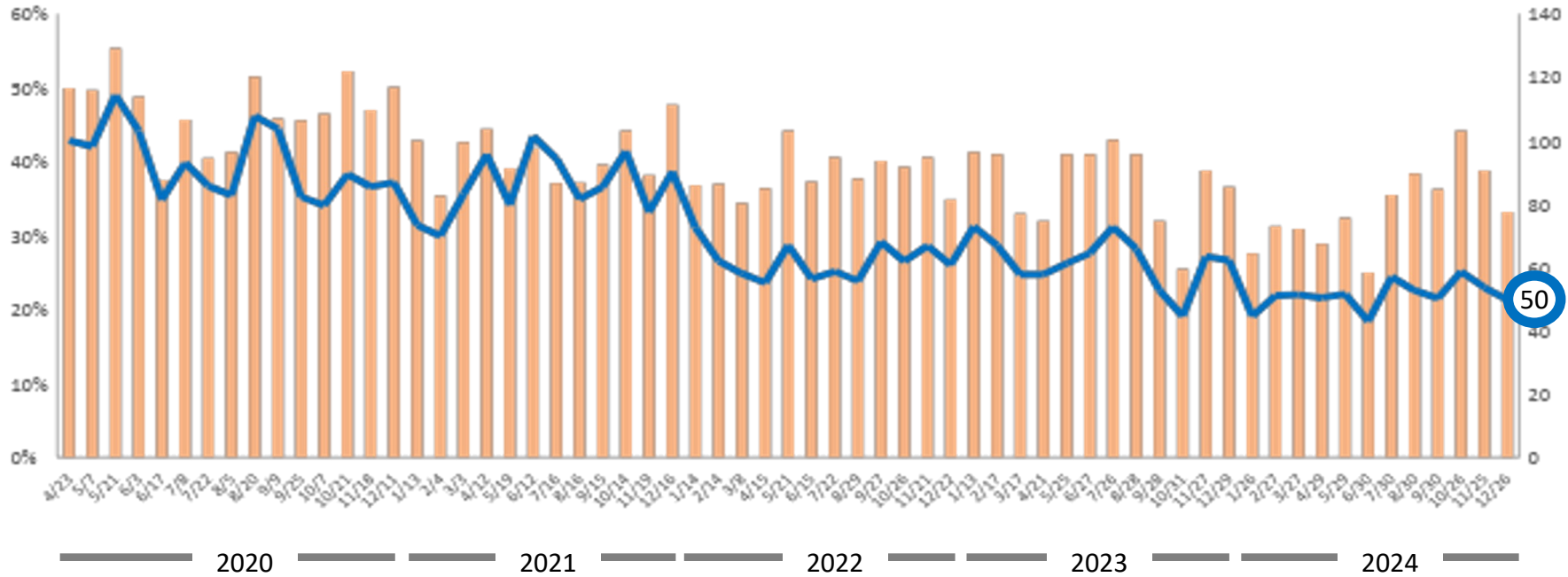
## TOP 3 BOX AGREEMENT

Top three Box Agreement

I'm optimistic about the future of our country-Top 3 Box

Optimism Barometer

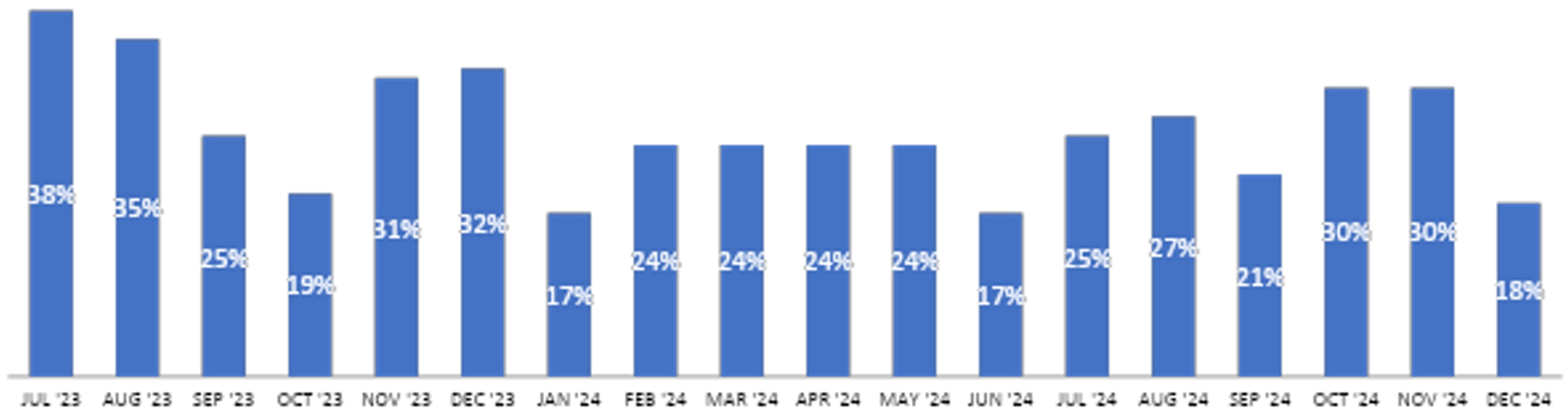
Index: April 1, 2020 =100)



# Concerns about our National Direction Plummet

*America is on the right track*

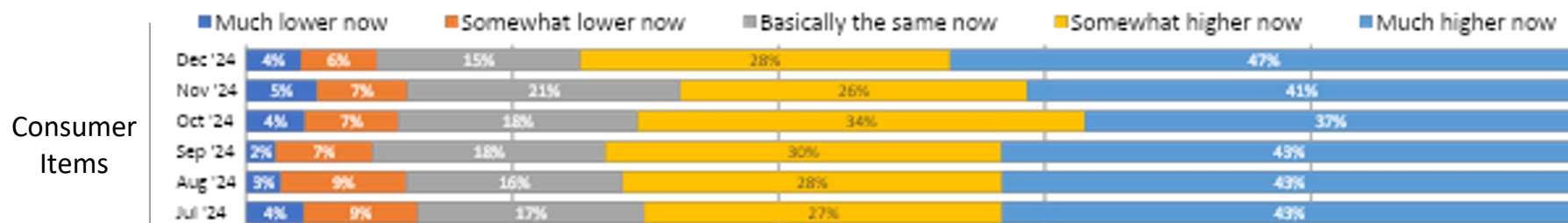
TOP 3 BOX AGREE





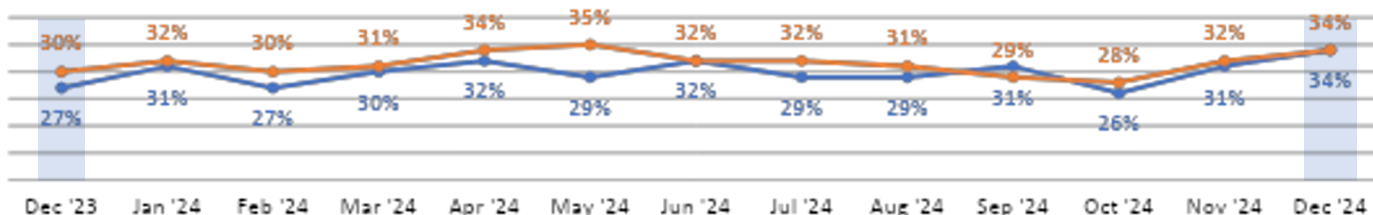
# Is Inflation Back or was this just Holiday Spending Blues?

Compared to the six months prior to the pandemic, would you say that prices are...

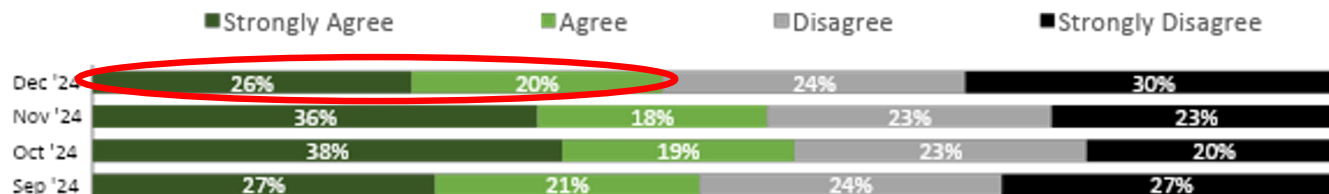


**Much Higher Now**

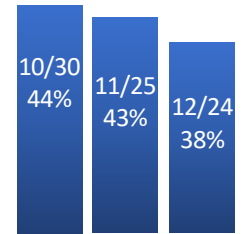
Travel



I believe that the cost of everyday goods will improve in the coming months.



# Macro Concerns Supersede Personal Concerns



The threat of a third World War

# Inflation and Crime Remain Most Serious Issues

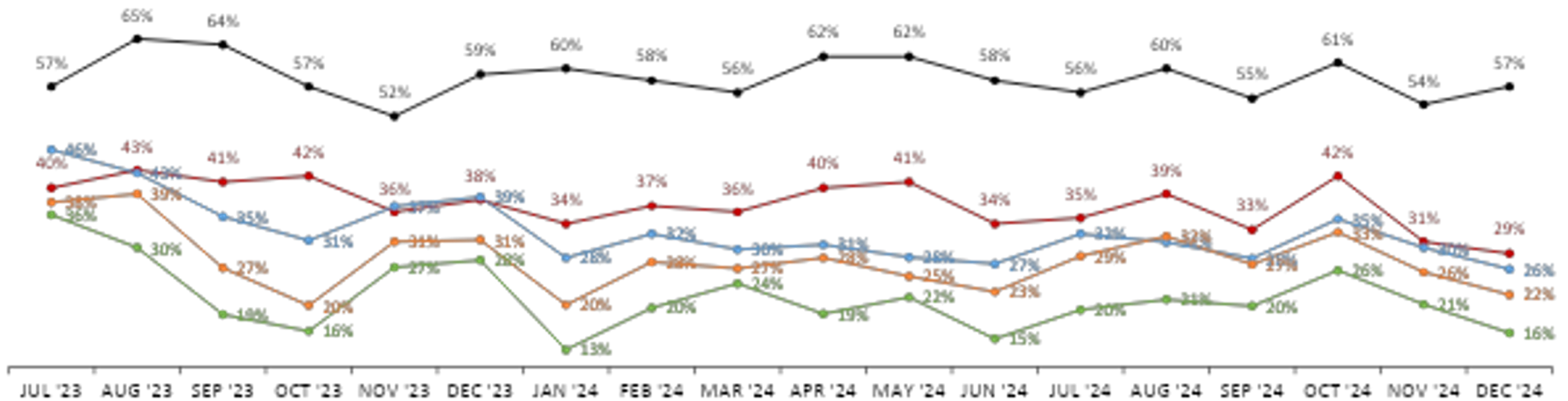
	TOTAL		Democrat		Republican		Independent	
	Dec '24	Nov '24	Dec '24	Nov '24	Dec '24	Nov '24	Dec '24	Nov '24
<b>TOP 3 BOX SERIOUS</b>								
Inflation	64%	58%	60%	51%	72%	66%	62%	54%
Crime	55%	49%	49%	47%	61%	53%	55%	49%
Gun violence	55%	46%	68%	57%	46%	39%	49%	47%
Federal government leadership	52%	51%	53%	60%	51%	50%	53%	42%
The inflow of illegal immigrants	50%	50%	33%	40%	68%	61%	48%	47%
Tensions with Russia	49%	44%	51%	49%	56%	42%	36%	42%
Tensions in the Middle East	48%	45%	46%	44%	55%	49%	41%	45%
Tensions with China	45%	43%	40%	42%	55%	43%	37%	49%
The Public Education system	43%	46%	44%	48%	43%	45%	42%	42%
Cont'd U.S. involvement in Ukrainian-Russia war	42%	42%	39%	42%	46%	44%	39%	40%
The labor/job market	42%	41%	38%	38%	47%	46%	42%	36%
The degradation of family values	42%	44%	32%	38%	52%	52%	39%	38%
Climate change	41%	42%	61%	60%	25%	28%	37%	40%
The security of U.S. airspace	39%	38%	31%	37%	49%	43%	36%	33%
Media reporting	38%	41%	30%	36%	47%	48%	36%	37%
Racial Justice	37%	37%	47%	50%	27%	28%	37%	37%
Voting laws	31%	36%	36%	45%	33%	33%	24%	29%
Public Health/The COVID-19 Pandemic	28%	30%	31%	38%	26%	28%	29%	28%

# Despite Declining Recessionary Fears, People are Worse Off

Thinking about the current situation, please indicate how much you agree or disagree with each of the following statements.

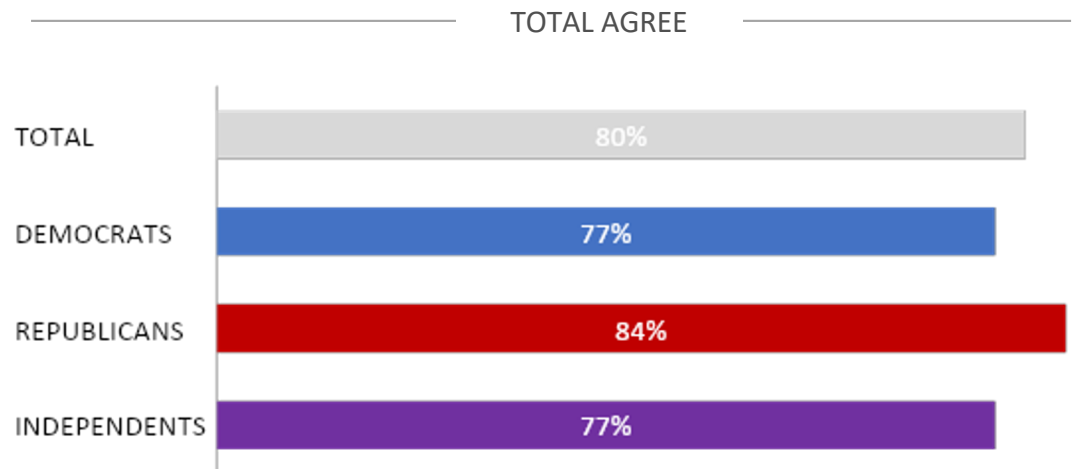
## TOP 3 BOX AGREEMENT

- I am better off now than I was four years ago
- I'm more budget conscious today than I was two years ago
- Most of my neighbors are better off now than they were four years ago
- The economy is currently in recession
- America is better off now than it was four years ago



# Credit Card Debt Concerns Hit 80%

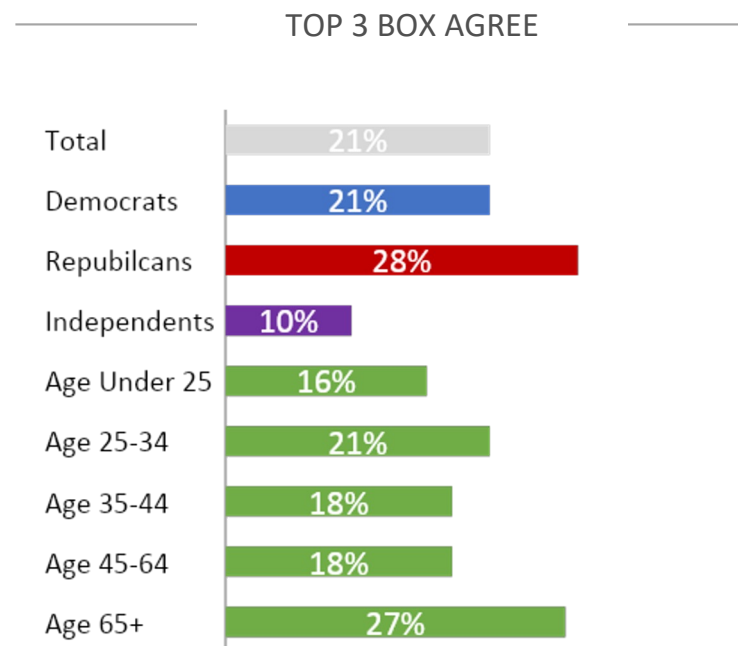
*Credit card debt is becoming a major issue in America.*



U.S. Federal Reserve Bank data shows credit card balances rising again in the third quarter to \$1.17 billion—a record high and up 8.4% vs YAG

# U.S. Healthcare in the Cross Hairs

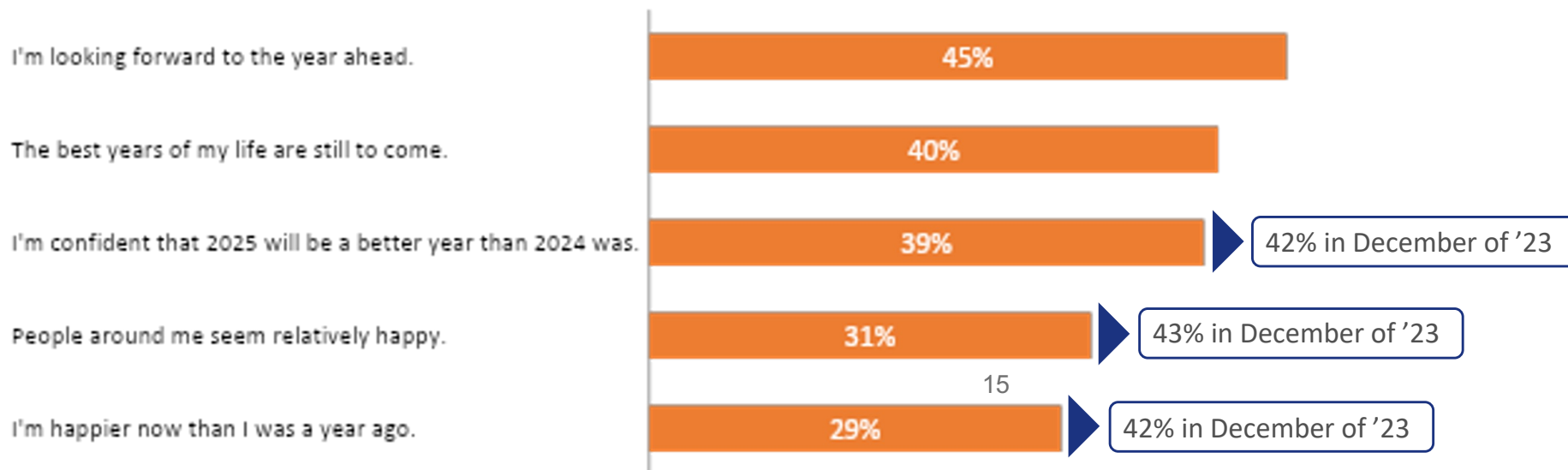
*The U.S. has the best healthcare insurance system in the free world.*



# People Aren't Overly Excited About the Year(s) Ahead

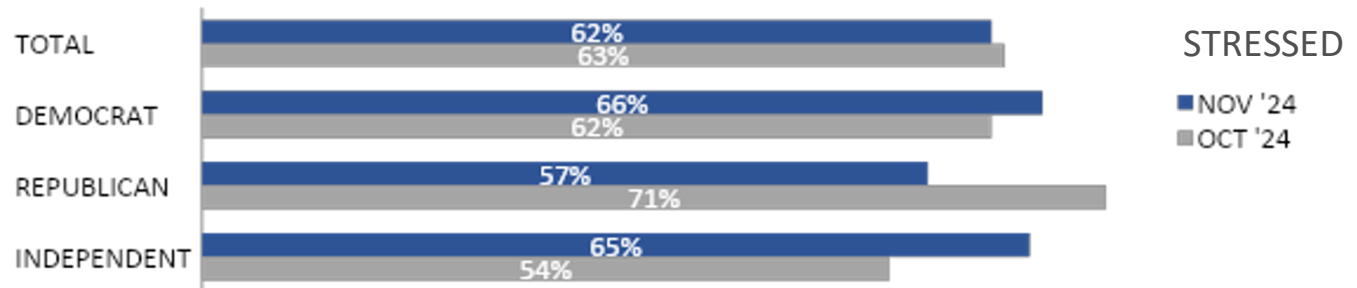
Looking ahead, please indicate how much you agree or disagree with each of the following statements...

TOP 3 BOX AGREE

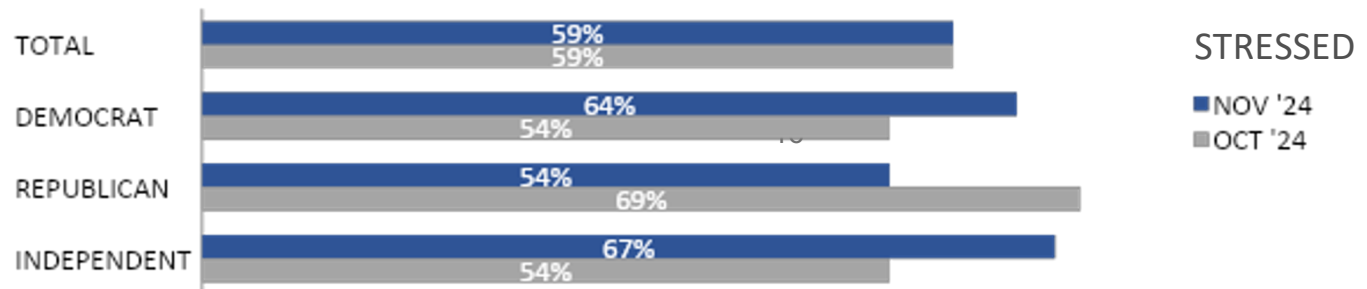


# An Expected Shifting of Stress

*How does your current level of stress compare to one month ago?*



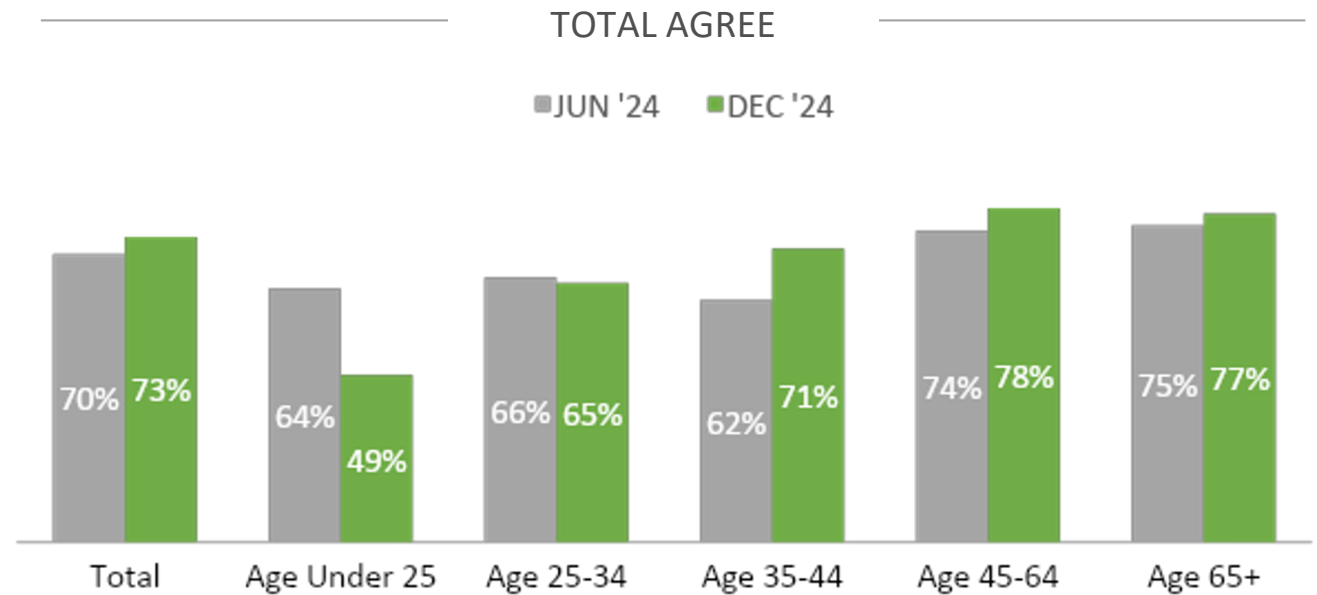
*What do you think your level of stress will be one month from now as compared to today?*





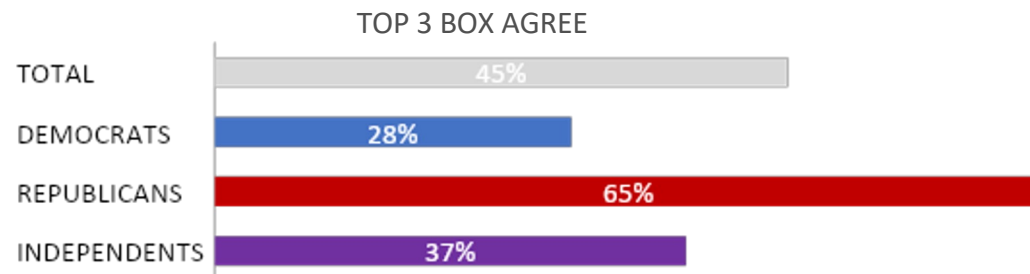
# Are We Getting Too Sensitive?

*People are too sensitive today about the comments people make.*

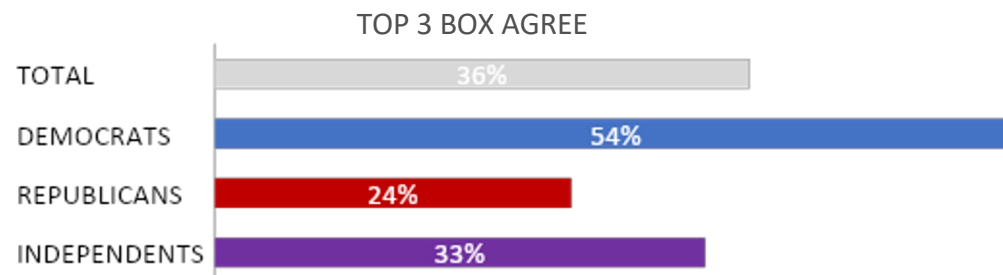


# Republicans Optimistic About The Next Four Years

*I believe that the U.S. government will accomplish a lot over the next four years.*



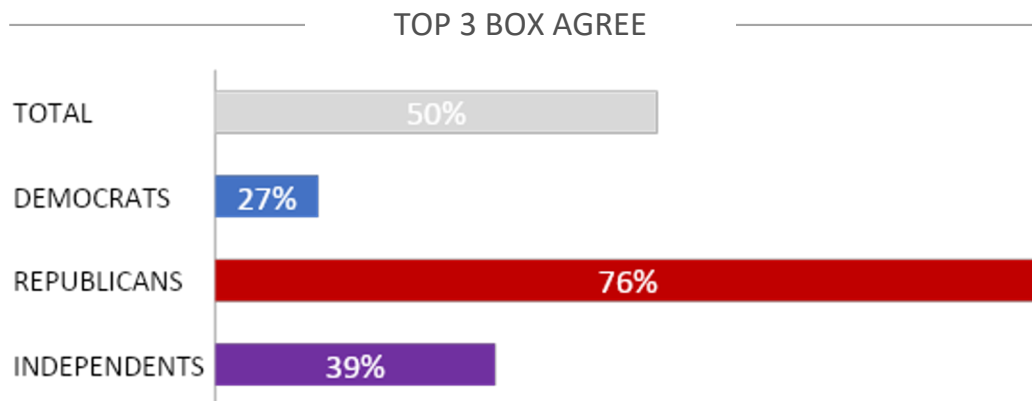
*I believe that the outcome of this year's elections will limit the ability of elected officials to move the country forward.*



# Just Half of Americans Believe that President Trump will Serve his Full Term

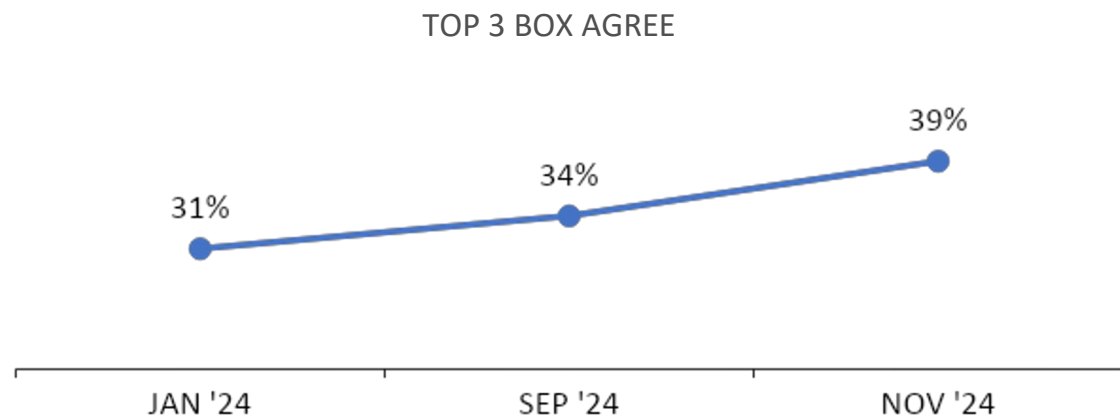


*I believe that President Elect Trump will serve his full term in office.*



# Post Election Americans Even More Inclined to Live for Today

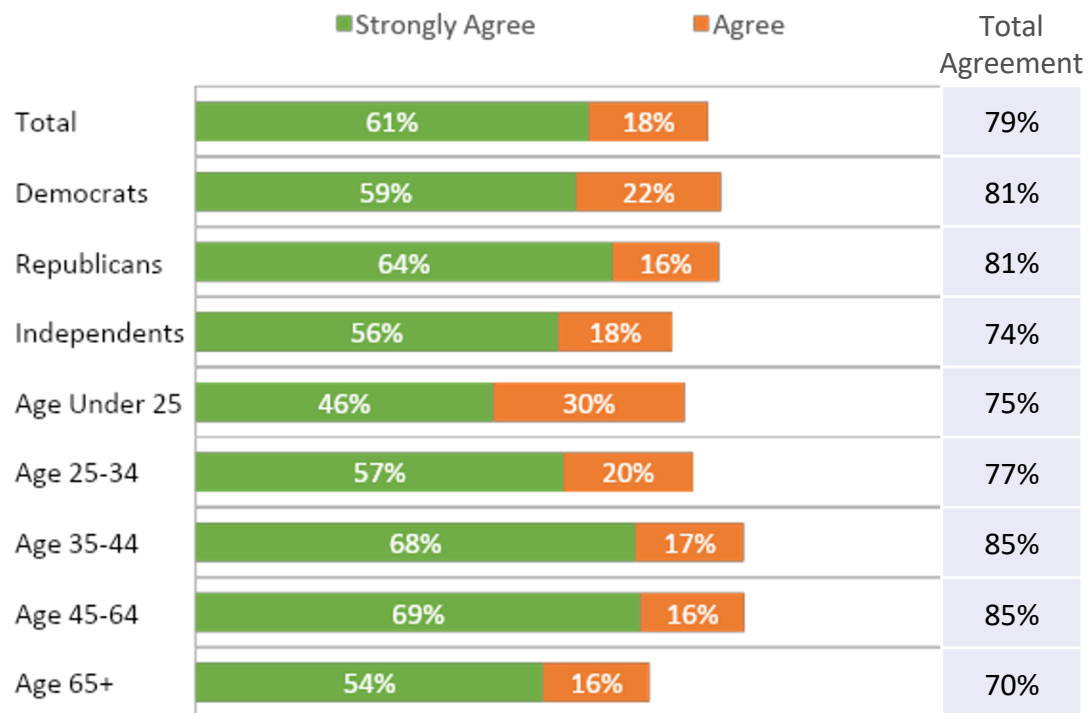
*My life philosophy is more about living for today than living for tomorrow.*



- Significantly higher strong agreement among those age 25-44

# With the Election Behind us, Americans Need a Vacation

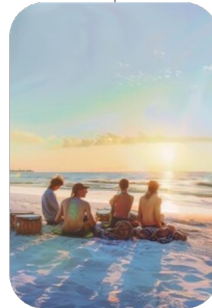
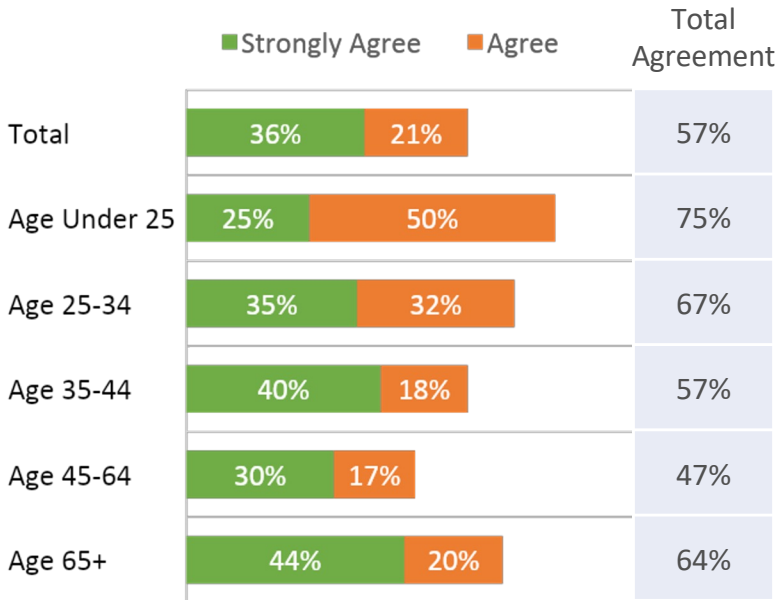
*I need a vacation.*



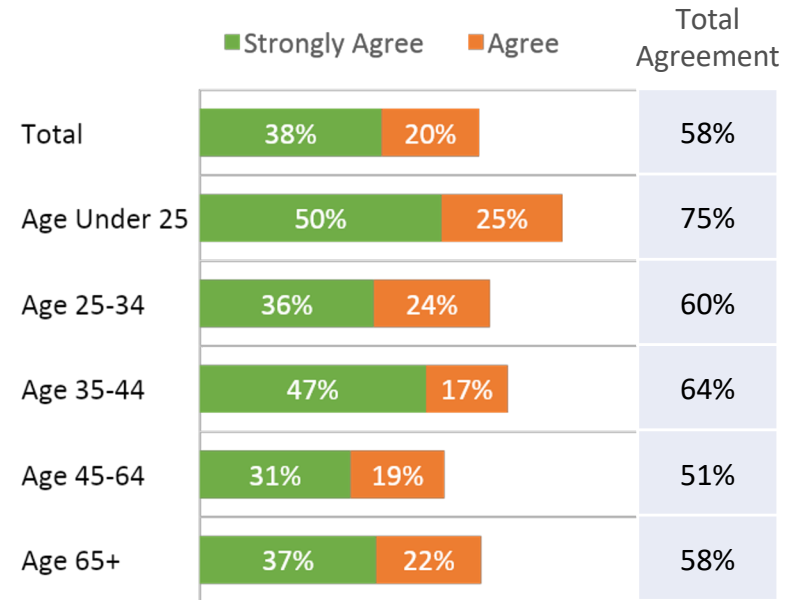
Two Thirds of Americans agree that *“Making time to enjoy leisure activities is more important to me now than it was six months ago.”*

# Younger Americans are Making More Time Available for Leisure

*I have more leisure time available to me now, than I did prior to the COVID pandemic.*



*I have greater flexibility in how I can balance my work and personal time now, than I did prior to the pandemic.*



# Our Economic Oxymoron



Only **18%** of Americans strongly believe that the country is on the right track.



**57%** strongly agree that *"I am more budget conscious today than I was two years ago."*



**72%** agree that *"It has become very expensive to feed my family."*



**#1** concern remains inflation as the average household needs **\$11-\$14k** more annually to maintain pre-COVID standard of living.

YET...



**61%** have a philosophy that says, *"Live for today!"*



**\$1.17 TRILLION** of collective U.S. Credit card debt according to Federal Reserve Bank of New York.



**57%** strongly agree that people today are more selfish than in their parent's generation.



**72%** concur that *"It's important for my life to include a number of unique experiences."*

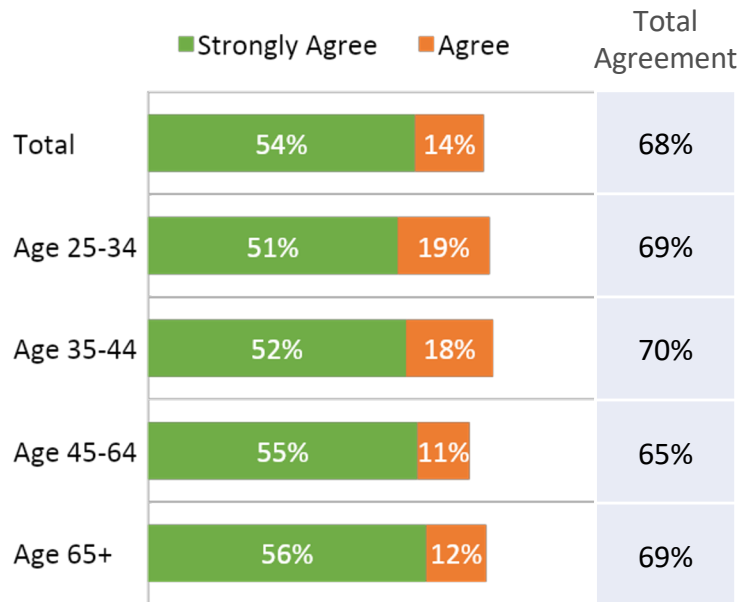


**\$84 TRILLION** generational transfer over the next twenty years.

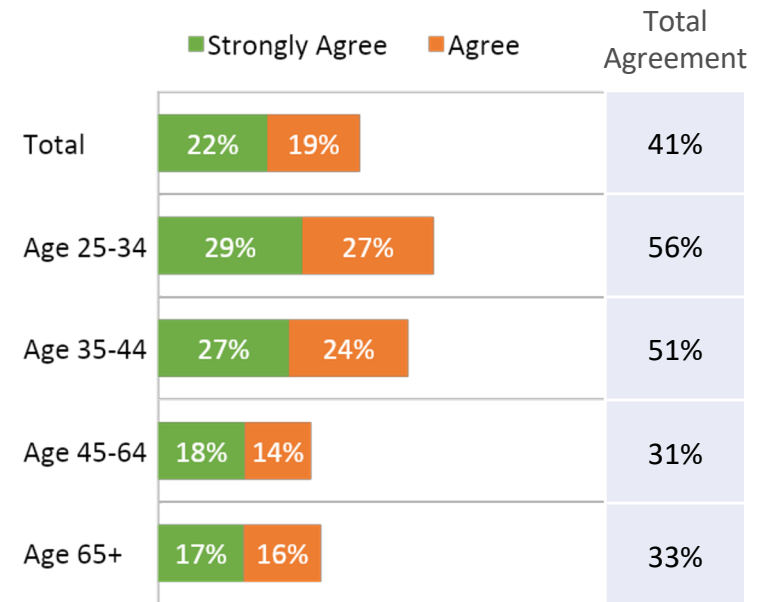
**K** Shaped Recovery

# A Look Ahead: The Afterlife and Future Generations Living on the Moon

*I believe that there is an afterlife.*



*Within the next two generations, I believe that human beings will live on the moon or other planets.*





# Insights from the QuestionPro Consumer Tracker

Started in 2020 as the pandemic took hold,  
this study is now in its fifth wave



# Life Today Is “Meh” – But Hopeful About The Future

Average rating on a 10-point scale		January 2025	
		Today	End of 2025
PERSONAL	Your life in general	7.2	7.2
	Family members' lives	7.4	7.4
	Personal finances	6.2 ▼	6.8
	Your professional life	6.4	6.7
	Mental/spiritual health	7.4	7.4
	Your social life	6.9	7.0
SOCIETAL	The stock market	6.3 ▲	6.4 ▲
	The job market	6.0 ▲	6.4 ▲
	The U.S. economy	5.5 ▲	6.3 ▲
	Race relations and social justice	5.6 ▲	5.9 ▲
	America as a whole	5.5 ▲	6.2 ▲
	The world	5.2 ▲	5.9 ▲
	Average personal	6.9	7.1
Average societal	5.7	6.2	
<b>Average across all dimensions</b>		<b>6.3</b>	<b>6.6</b>

## Bi-Focal Optimism Comes Into Focus

	January 2025
The Founding Fathers would be very disappointed with the condition of America today	73%
The American Dream has become very difficult for most people to achieve	70%
I am more worried about the American Dream than ever before	57%
Young people today will be better off than their parents' generation	30%
I am more worried about my personal finances than ever before	54% ▲
I live from paycheck to paycheck	54% ▲

# Trying To Prioritize Self Care

Plans for 2025

Blue shading:  
 “will do more”  
 >  
 “will do less”

	Will do more	Will do the same	Will do less	I don't do this
Take care of myself	54%	40%	3%	3%
Exercise	46%	42%	3%	9%
Eat healthy	45%	47%	4%	5%
Take active steps to reduce my stress level	42%	47%	5%	6%
Get in touch with my spiritual side	38%	44%	6%	13%
Spend time on my hobbies	35%	50%	8%	7%
Sleep	32%	59%	7%	1%
Spend time at home	28%	61%	9%	2%
Travel for vacation	27%	43%	14%	16%
Be 'green' / environmentally-friendly	26%	54%	7%	13%
Meet new people	22%	55%	14%	9%
Entertain at home	21%	47%	14%	18%
Follow political news	20%	53%	15%	11%
Go to movies in theaters	20%	45%	11%	24%
Volunteer for a charitable cause/org	20%	44%	10%	27%
Take a staycation	20%	51%	10%	19%
Follow sports	18%	50%	10%	21%
Eat at nice restaurants	18%	48%	21%	13%
Spend time on social media	14%	51%	23%	12%
Volunteer for a political cause/organization	13%	32%	11%	44%
Follow entertainment and/or celebrity news	12%	41%	19%	28%
Drink alcohol	10%	42%	18%	30%

## Few Signs of Expected “Splurges” In Spending

Anticipated spending in 2025

	More	Same	Less	Don't buy
Groceries	36%	51%	11%	2%
Personal care & wellness	27%	62%	9%	3%
Insurance	23%	59%	11%	8%
Vacations & personal travel	23%	42%	19%	16%
Clothing, apparel and accessories	21%	56%	20%	3%
Home and garden	20%	50%	14%	15%
Restaurants & dining	20%	48%	25%	7%
Automobiles	19%	50%	15%	16%
Computers & electronics	16%	52%	21%	11%
Alcoholic beverages	11%	39%	20%	30%

Blue shading:

“will do more”

>

“will do less”

## Searching for Sound Investments

% extremely/very worried about financial issues

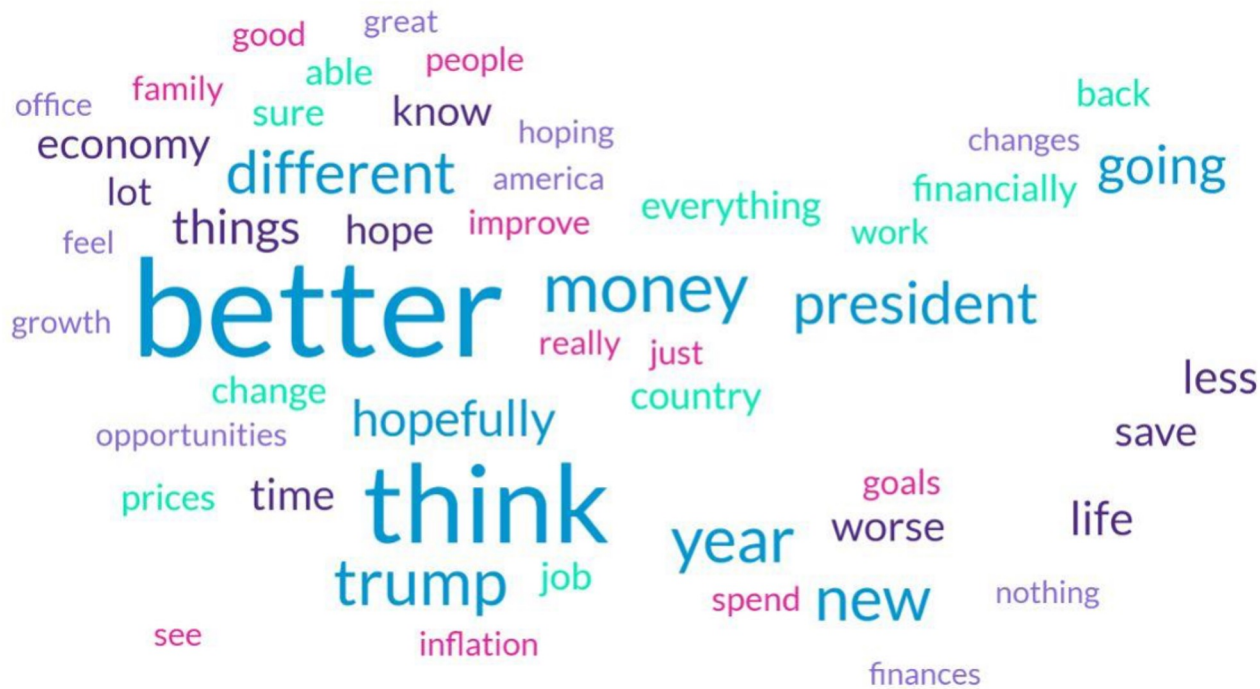
Keeping pace with inflation	39%
Having enough money for retirement	33%
Not having enough savings to deal with an emergency	33%
Having too much credit card debt	25%
Becoming homeless	20%

How would you describe the following investments at this time?

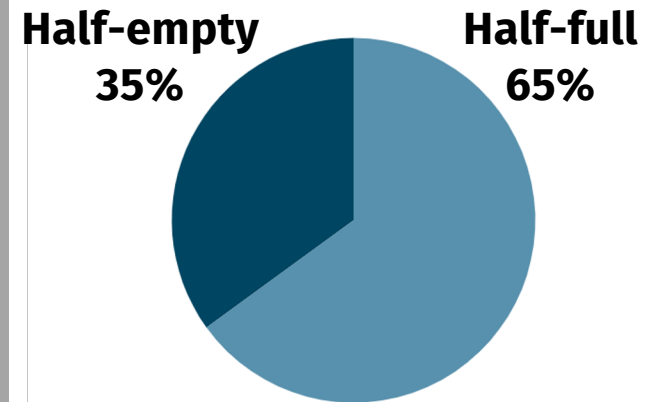
	Excellent	Good	Fair	Poor
Gold	22%	40%	27%	10%
U.S. real estate	15%	35%	31%	19%
U.S. stocks	15%	42%	31%	12%
Cryptocurrency	13%	31%	32%	24%
International stocks	10%	34%	40%	16%

# Looking Forward: “Hope Amid Uncertainty”

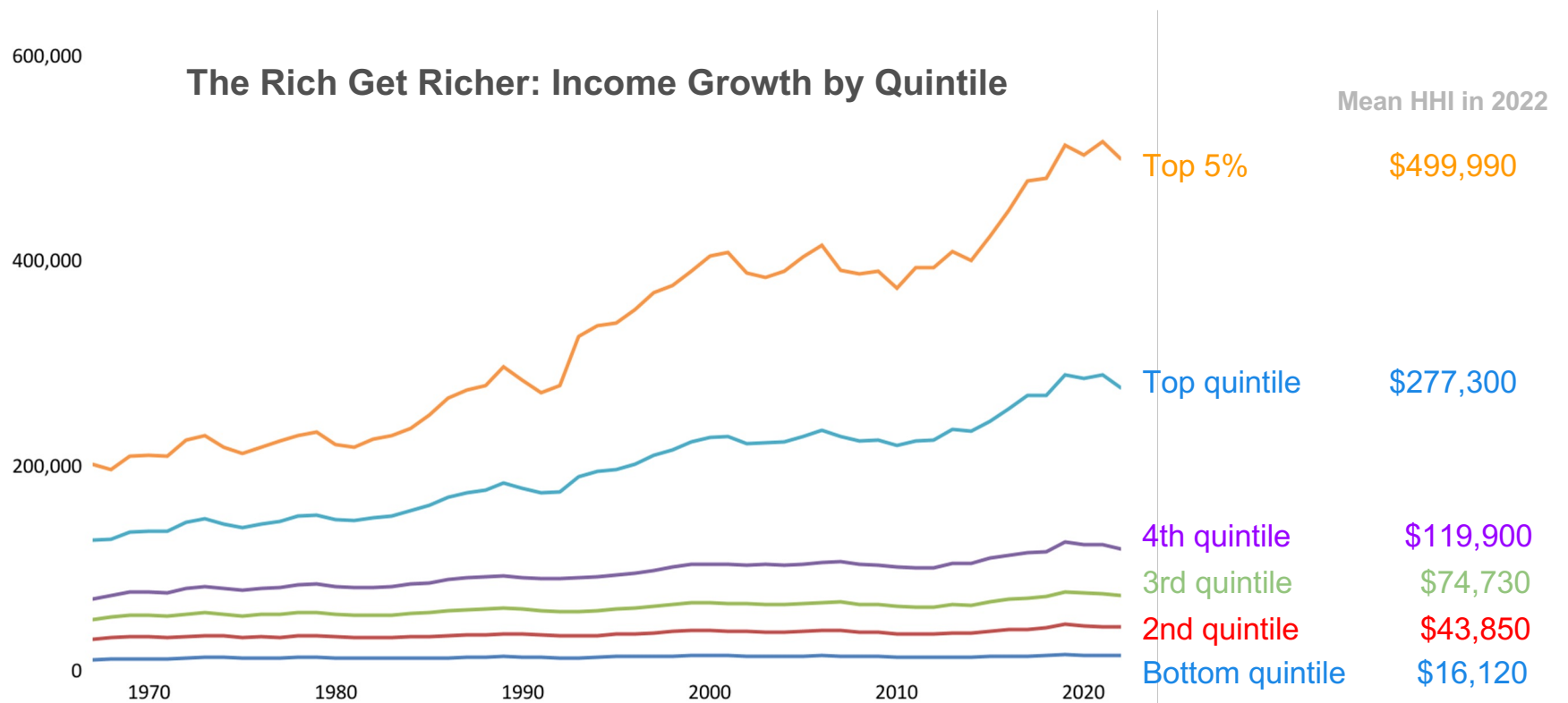
How do you think 2025 will be different from 2024 for you personally?



What phrase best describes your outlook on 2025? Glass...

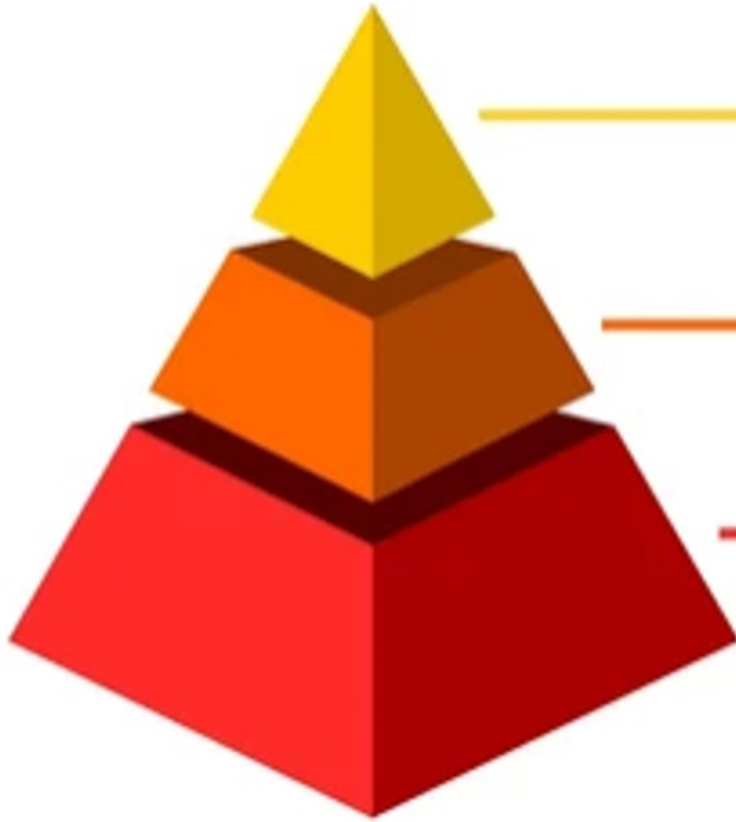


# Wealth Concentration Continues Its Long-Term Trend





# Summing Up: The Three Americas



**Owns DoorDash**

**Orders DoorDash**

**Drives for DoorDash**



**Q&A**





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President of Research and Insights, QuestionPro

Our new podcast is here!

happy market  
research

