



# The year ahead: Consumer trends & marketing opportunities in 2023 and beyond



**Stephen Kraus**

Professor,  
University of San Francisco



**Jon Last**

President, Sports  
and Leisure Research  
Group



**Dan Fleetwood**

President, Research  
& Insights  
QuestionPro



# Introductions



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## The Roman God Janus inspired today's presentation

**Key takeaways  
from 2022**



**Our outlook  
on 2023**

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

Looking back at  
**2022**



# “The Relentless 2022 Year of Upheaval” (Axios)

AXIOS

Sections

Local news

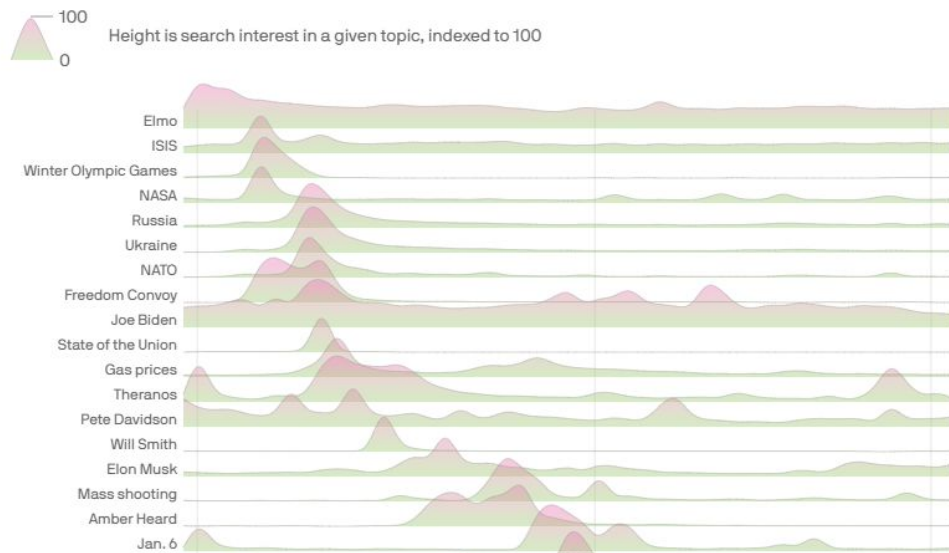
Axios Pro

About Axios

Sign up

## Google Trends for 2022 news topics

Weekly; Dec. 26, 2021, to Dec. 11, 2022



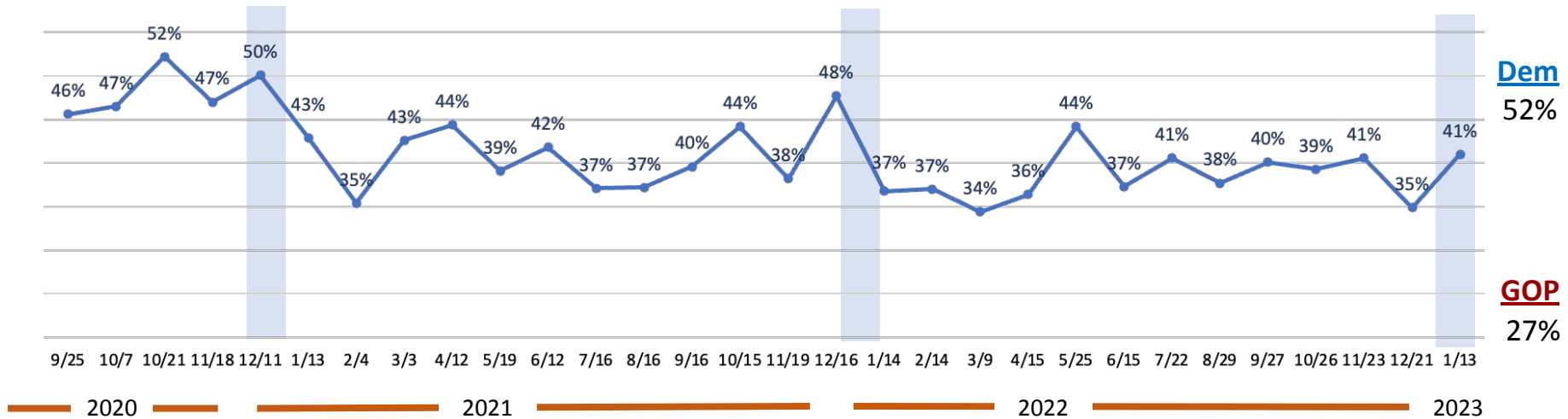
**This chart is just the first month of the year!**

Source: [Axios](#)

# Overall Future Outlook Remains Muddled

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

*I'm optimistic about the future of our country*

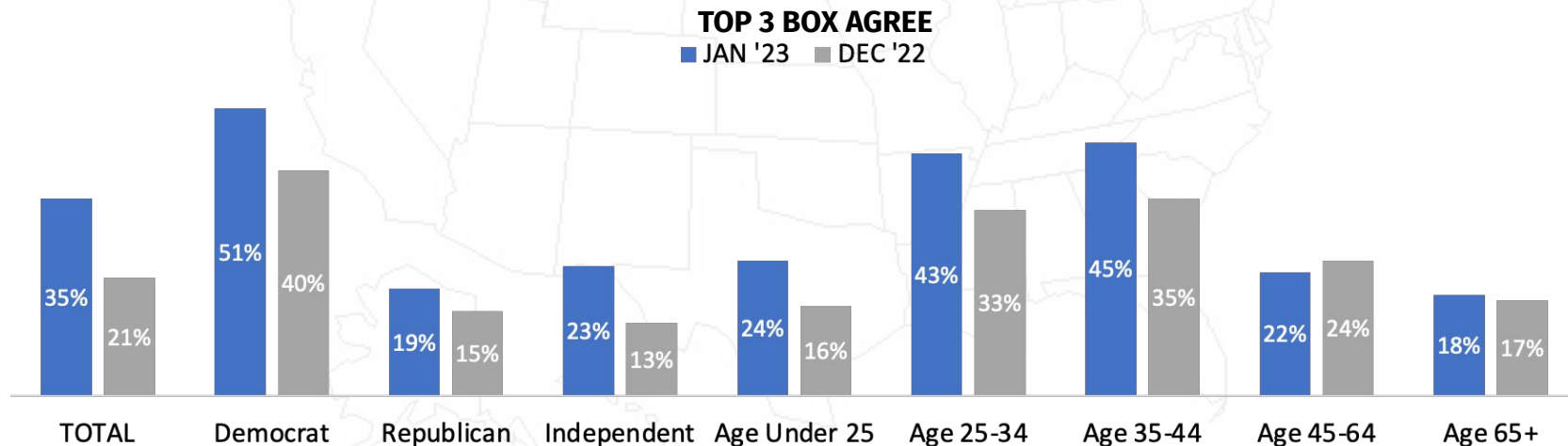


• 48% are very confident that “2023 will be a better year than 2022 was...” +14 points from last year!

# | Less than Four in Ten Americans Strongly Believe that we Are on the Right Track

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

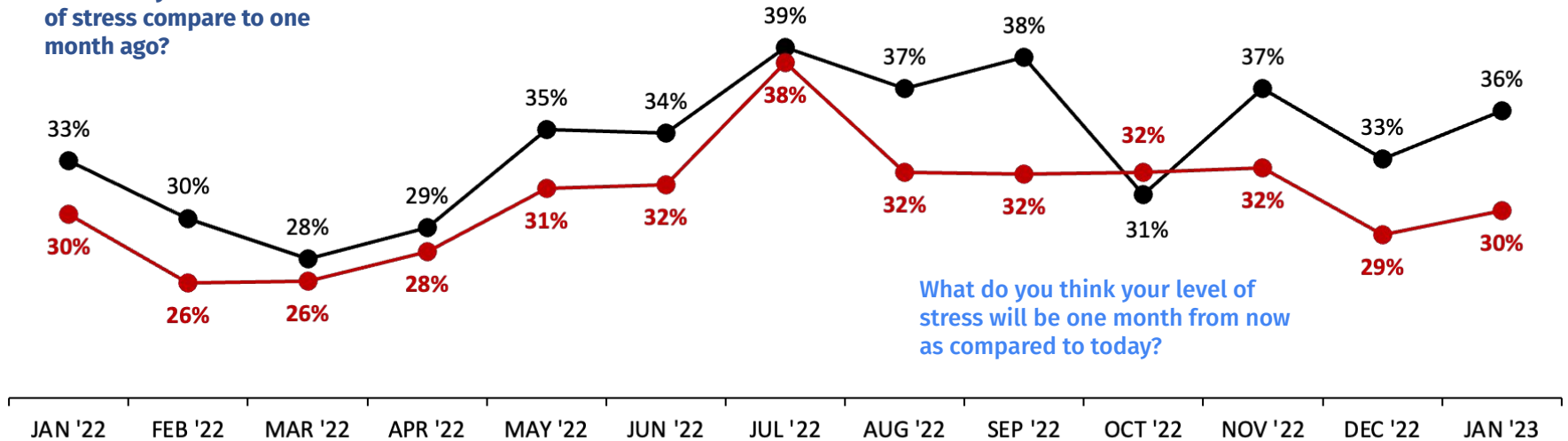
*America is on the Right Track*



# Consumer Stress Levels are Comparable to YAG

## TOP 3 MORE STRESSED

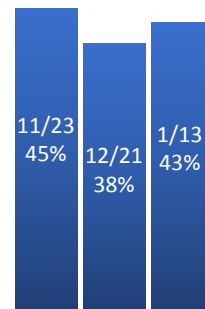
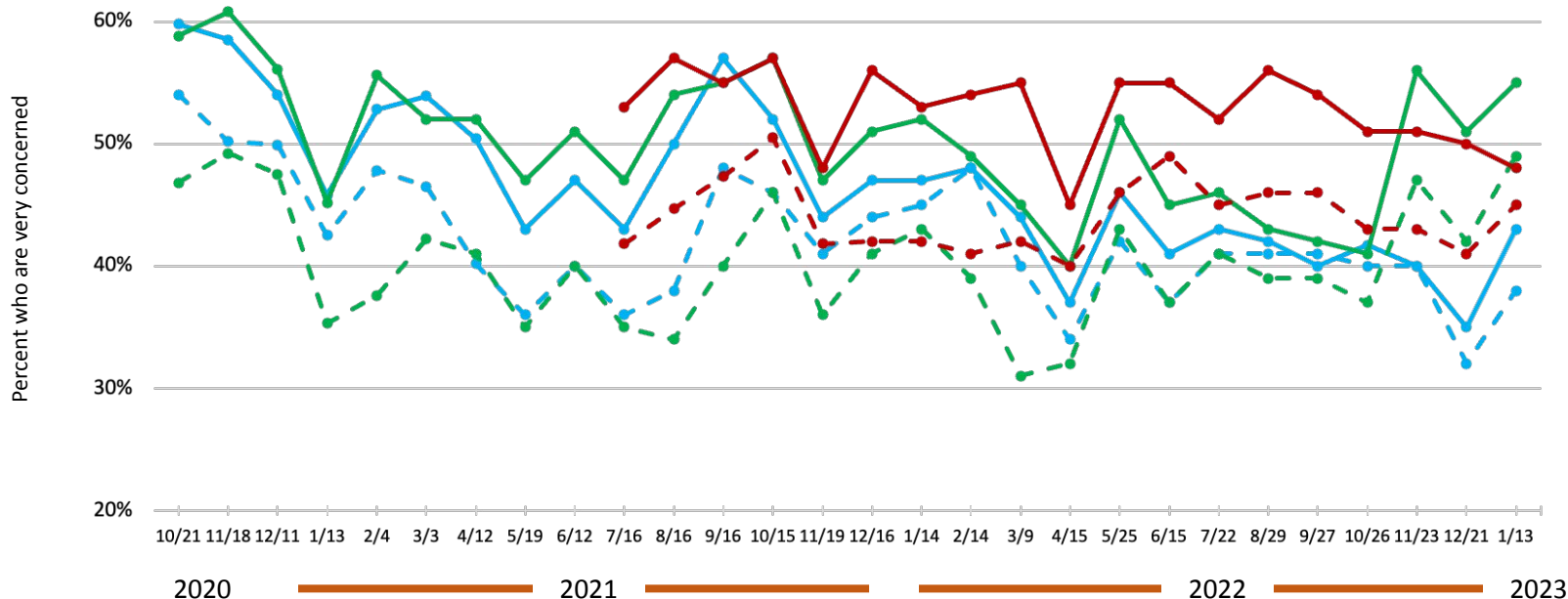
How does your current level of stress compare to one month ago?





# Crime and Economic Concerns at or Near 15 Month Highs

- Societal – The overall public health crisis
- Societal – The U.S. Economy
- Rising U.S. Crime Rates on Society
- Personal – Potential to contract COVID-19
- Personal – Personal Finances
- Rising U.S. Crime Rates on Quality of Life



The threat of a third World War

# | New Year, Same Concerns—Though Slightly Abated

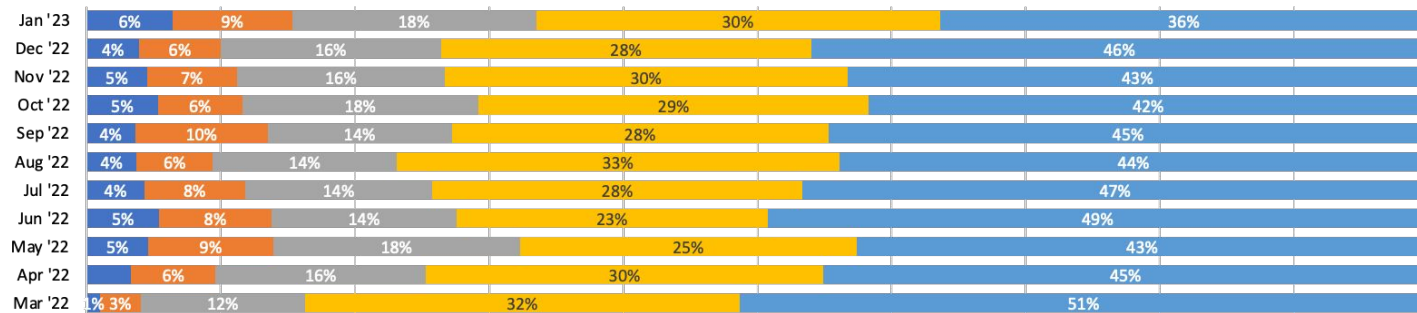
	TOTAL		Democrat		Republican		Independent	
	JAN '23	DEC '22	JAN '23	DEC '22	JAN '23	DEC '22	JAN '23	DEC '22
TOP 3 BOX SERIOUS								
Inflation	59%	64%	59%	57%	55%	73%	66%	64%
Crime	51%	54%	51%	56%	47%	60%	58%	44%
Gun violence	49%	54%	59%	64%	38%	43%	40%	46%
Federal government leadership	47%	49%	49%	46%	47%	60%	47%	43%
The inflow of illegal immigrants	47%	48%	44%	41%	51%	67%	46%	37%
Tensions with Russia	45%	51%	50%	50%	42%	55%	38%	49%
Climate change	45%	48%	56%	63%	29%	31%	43%	43%
Tensions with China	43%	45%	50%	42%	37%	57%	35%	38%
The Public Education system	43%	47%	48%	48%	36%	48%	42%	41%
The labor/job market	42%	43%	49%	48%	31%	44%	46%	34%
The degradation of family values	42%	44%	44%	42%	39%	54%	46%	39%
Racial Justice	40%	43%	48%	50%	29%	38%	41%	33%
Media reporting	38%	36%	42%	30%	34%	51%	38%	27%
Voting laws	38%	44%	45%	49%	31%	44%	32%	39%
The COVID-19 Pandemic	37%	33%	48%	44%	27%	29%	30%	19%

# A Break in the Clouds? But 2/3 Still Feel Inflationary Pressure

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

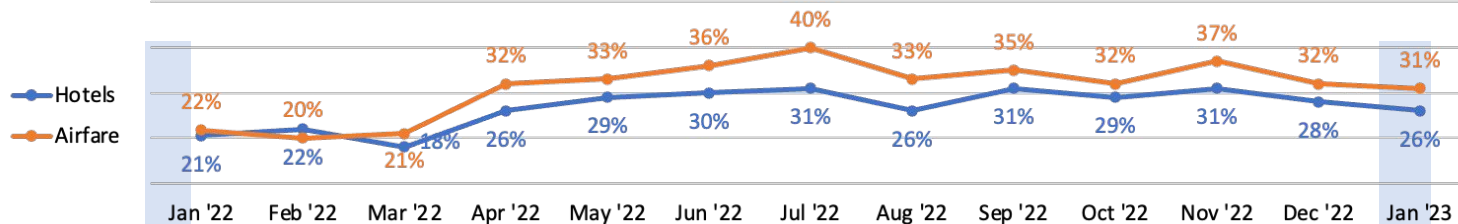
## Consumer Items

■ Much lower now ■ Somewhat lower now ■ Basically the same now ■ Somewhat higher now ■ Much higher now



## Travel

Much Higher Now



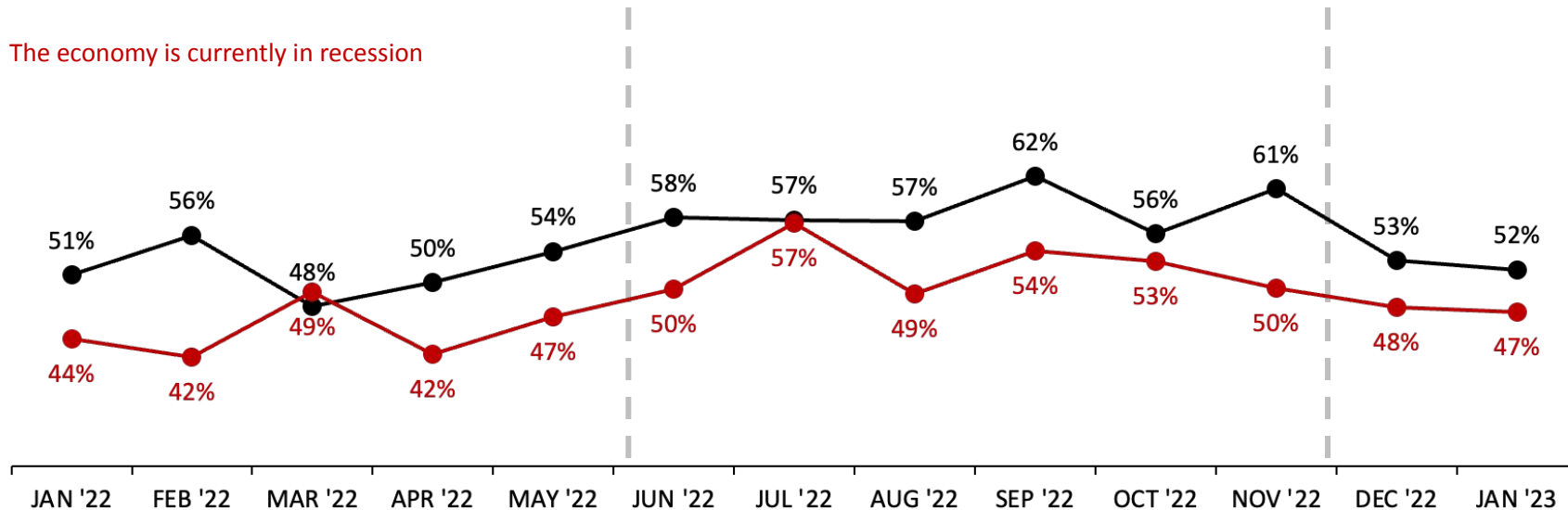
# A Lessening of Budget Consciousness and Recessionary Fears??

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

## TOP 3 BOX AGREEMENT

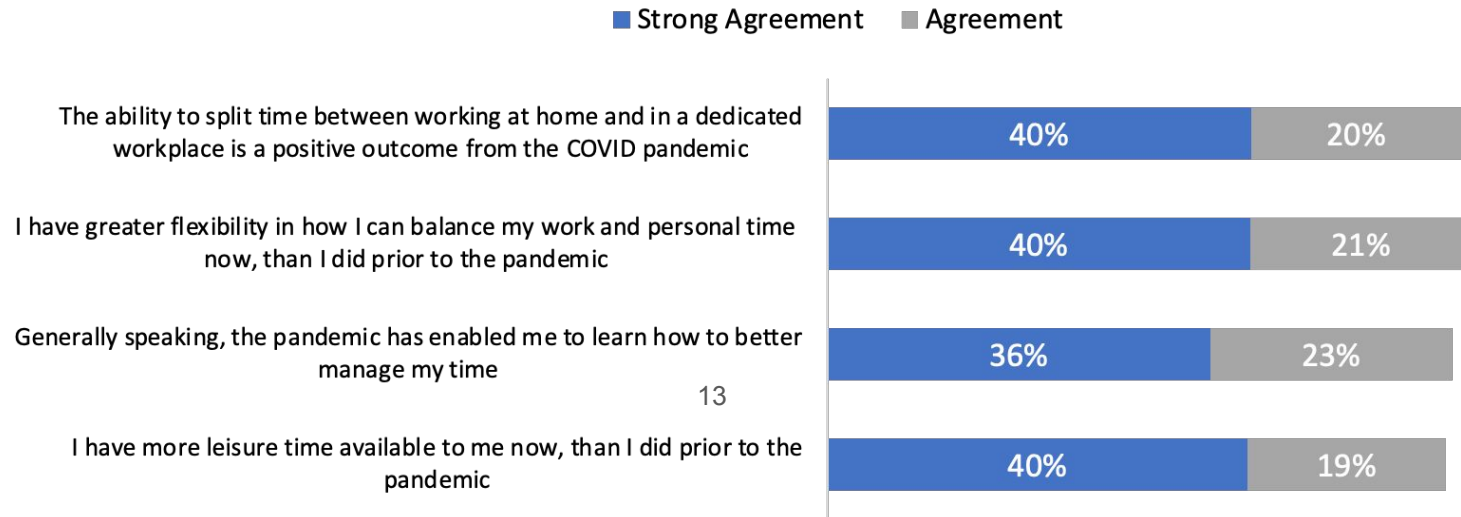
■ I'm more budget conscious today than I was two years ago

■ The economy is currently in recession



# The Pandemic Helped Us to Re-Prioritize Time Allocation

Please indicate how much you agree or disagree with each of the following statements



13

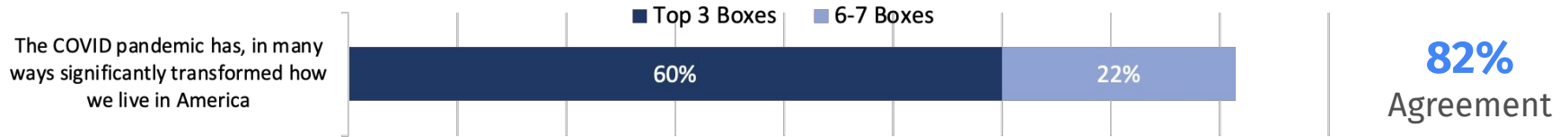
# Concerns About the U.S., But Optimism for the Next Generation

18

	July 2020	January 2022	January 2023
The Founding Fathers would be very disappointed with the condition of America today	67%	73%	<b>75%</b>
The American Dream has become very difficult for most people to achieve	66%	70%	<b>70%</b>
I am more worried about the American Dream than ever before	53%	59%	<b>55%</b>
I have become used to the “new normal”	43%	38%	<b>39%</b>
Young people today will be better off than their parents’ generation	31%	20%	<b>38%</b>

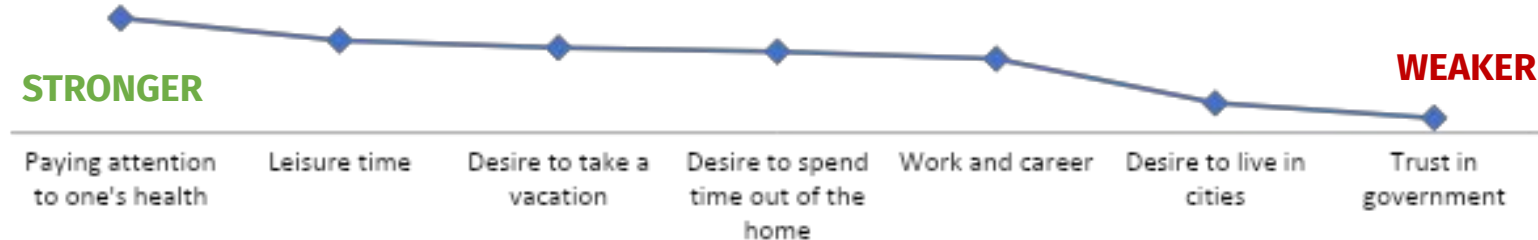
# The COVID Pandemic Has Significantly Transformed How We Live In America

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



## We've Shifted Our Focus

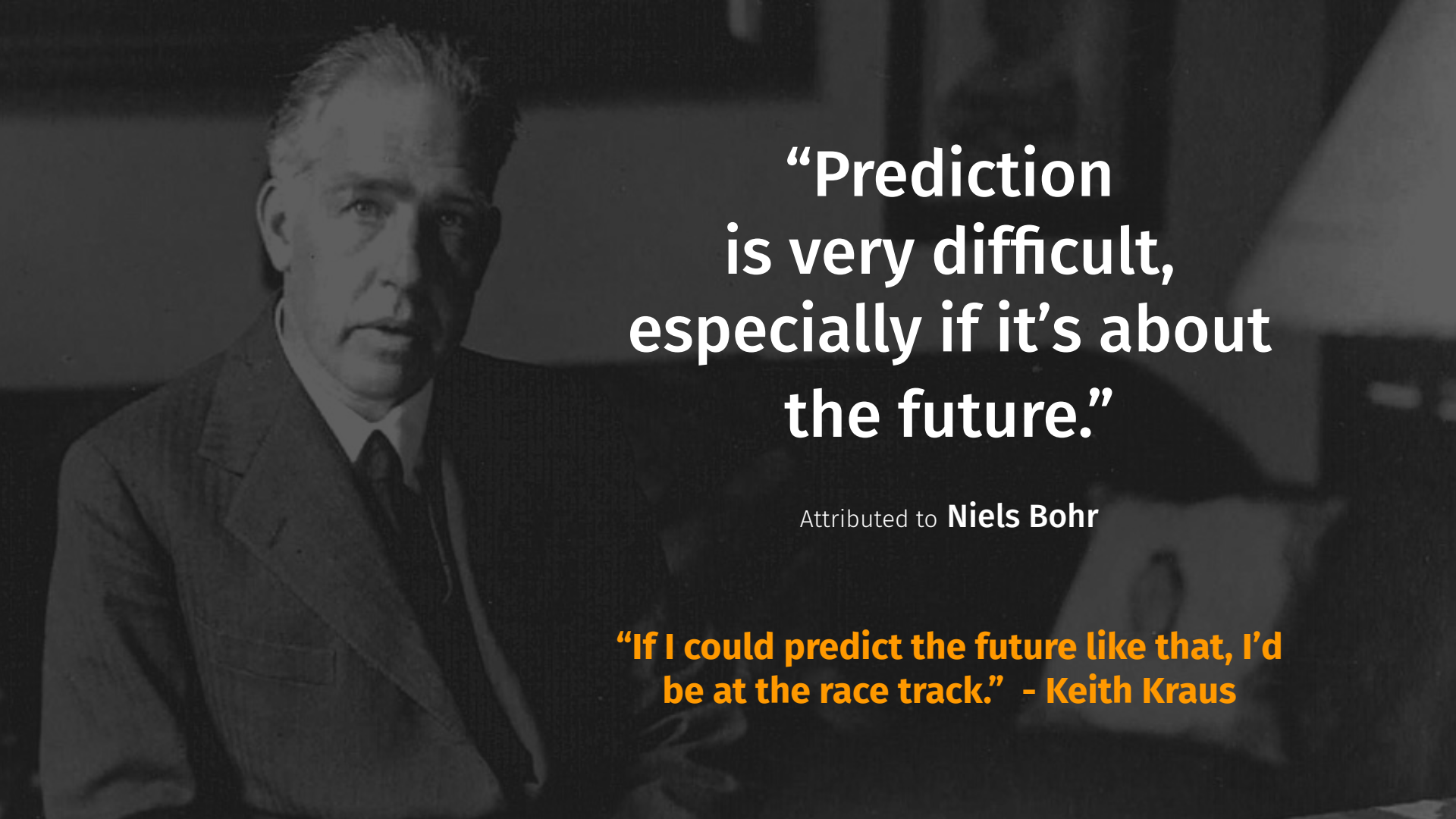
Please indicate the impact, if any, that the COVID pandemic has transformed the way that we live in America



- 70% agree that *"Since the start of the pandemic, I have been even more active in finding new ways to improve my personal wellness."*







**“Prediction  
is very difficult,  
especially if it’s about  
the future.”**

Attributed to **Niels Bohr**

**“If I could predict the future like that, I’d  
be at the race track.” - Keith Kraus**

# Current Perceptions & Future Expectations Comparable to Last Year

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	July 2020		January 2022		January 2023	
	Today	End of 2021	Today	End of 2022	Today	End of 2023
Your life in general	7.2	7.7	6.8	7.0	6.7	7.1
Family members' lives	7.4	7.9	7.2	7.1	7.1	7.3
Personal finances	6.4	7.4	5.9	6.6	5.9	6.6
Your professional life	6.5	7.3	5.8	6.2	6.2	6.7
Mental/spiritual health	7.1	7.7	6.7	7.0	6.5	7.1
Your social life	6.6	7.4	6.4	6.6	6.3	6.7
The stock market	5.6	6.3	5.5	5.5	5.1	5.5
The job market	5.3	6.2	5.8	5.8	5.8	5.9
The U.S. economy	5.1	6.2	4.6	5.3	4.6	5.1
Race relations and social justice	4.6	5.6	4.7	5.0	5.1	5.3
America as a whole	4.9	6.0	4.8	5.1	4.9	5.2
The world	4.9	6.0	4.6	5.1	4.8	5.2
Average personal	6.9	7.6	6.5	6.8	6.5	6.9
Average societal	5.1	6.1	5.0	5.3	5.1	5.4
Average across all dimensions	6.0	6.8	5.7	6.0	5.8	6.1

# Expecting A Year of Self-Care

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## Expected Activities vs. 2022

	Do more	Same amount	Do less	Don't do this
Take care of myself	56%	39%	4%	1%
Exercise	51%	38%	3%	9%
Eat healthy	50%	41%	4%	5%
Take active steps to reduce my stress level	48%	42%	5%	6%
Spend time on my hobbies	42%	47%	6%	5%
Get in touch with my spiritual side	39%	41%	7%	14%
Sleep	35%	56%	6%	3%
Be 'green' friendly	32%	50%	5%	13%
Travel for vacation	29%	39%	15%	17%
Spend time at home	29%	57%	12%	2%
Meet new people	27%	49%	13%	11%
Entertain at home	22%	48%	12%	18%
Take a 'staycation'	21%	50%	10%	19%
Volunteer for a charitable cause/organization	20%	45%	7%	28%
Follow sports	18%	44%	10%	27%
Eat at nice restaurants	18%	46%	22%	14%
Follow political news	17%	49%	16%	18%
Spend time on social media	15%	49%	27%	9%
Volunteer for a political cause/organization	14%	26%	10%	51%
Follow entertainment and/or celebrity news	12%	39%	18%	31%

# Expecting to Spend More Across a Variety of Categories

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## Expected Spending vs. 2022

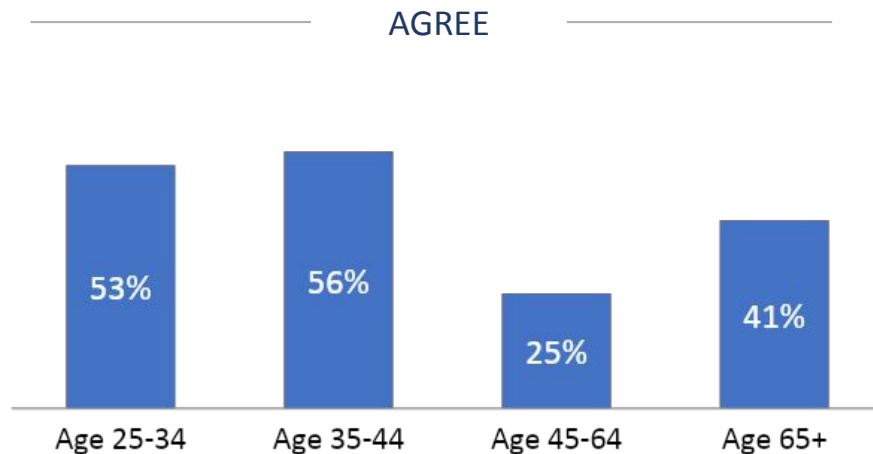
	More	Same	Less	Don't buy
Groceries	45%	42%	9%	3%
Personal care & wellness	32%	55%	10%	3%
Vacations & personal travel	28%	37%	18%	16%
Home and garden	27%	46%	15%	12%
Insurance	24%	57%	11%	8%
Restaurants & dining	23%	42%	29%	7%
Automobiles	22%	45%	19%	14%
Clothing, apparel and accessories	21%	54%	22%	3%
Computers & electronics	18%	50%	23%	9%
Alcoholic beverages	12%	33%	21%	35%

# The New Temperance?

## Younger People See Less Alcoholic Consumption

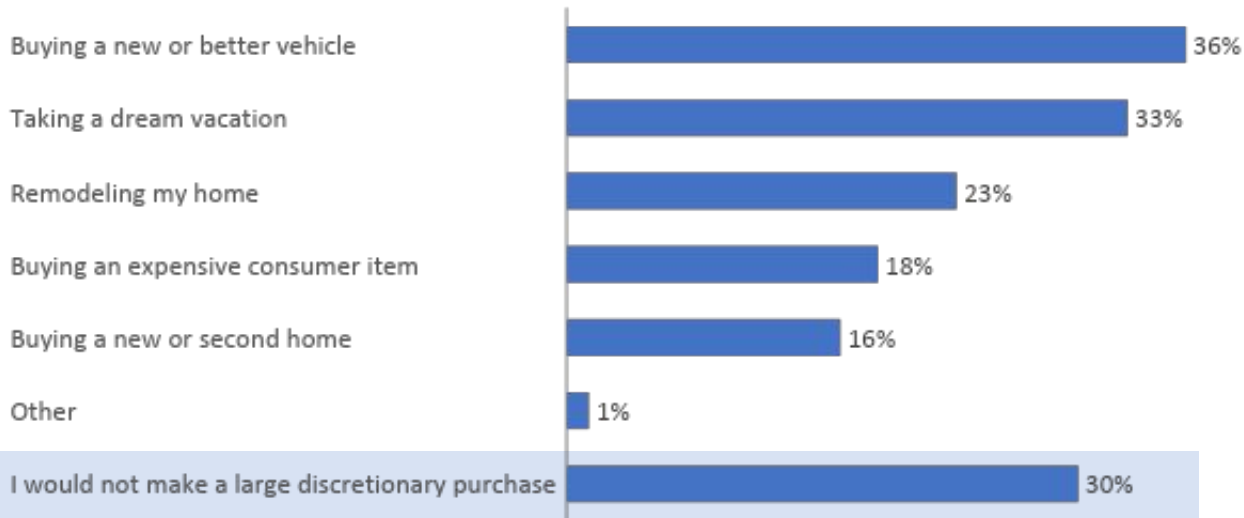
Please indicate how much you agree or disagree with each of the following statements.

Generally speaking, people are drinking less alcoholic beverages than they did two years ago.



# Large Discretionary Purchases Are Not Off the Table in 2023

Which, if any, of the following large discretionary purchases are you planning to make over the next six months?

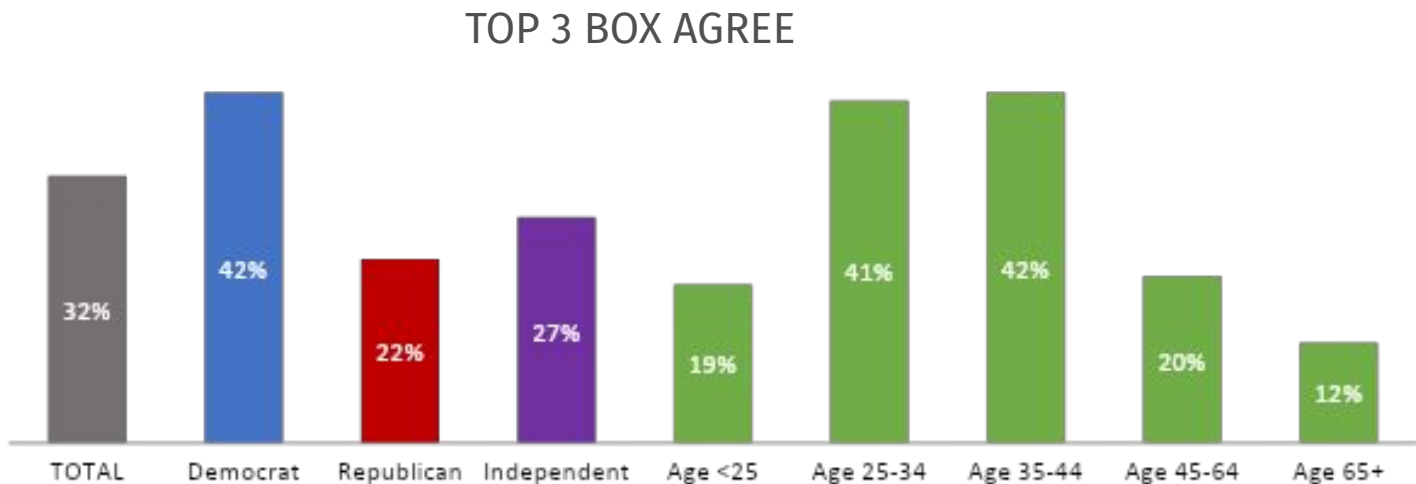


**Less than a third aren't thinking about something big!**

# Electric Vehicles: The Next Thing–For Defined Segments

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

**I'm likely to purchase or lease an electric vehicle for my next car**



# Bullish on Travel

I'm likely to take a domestic business trip in the next six to twelve months.

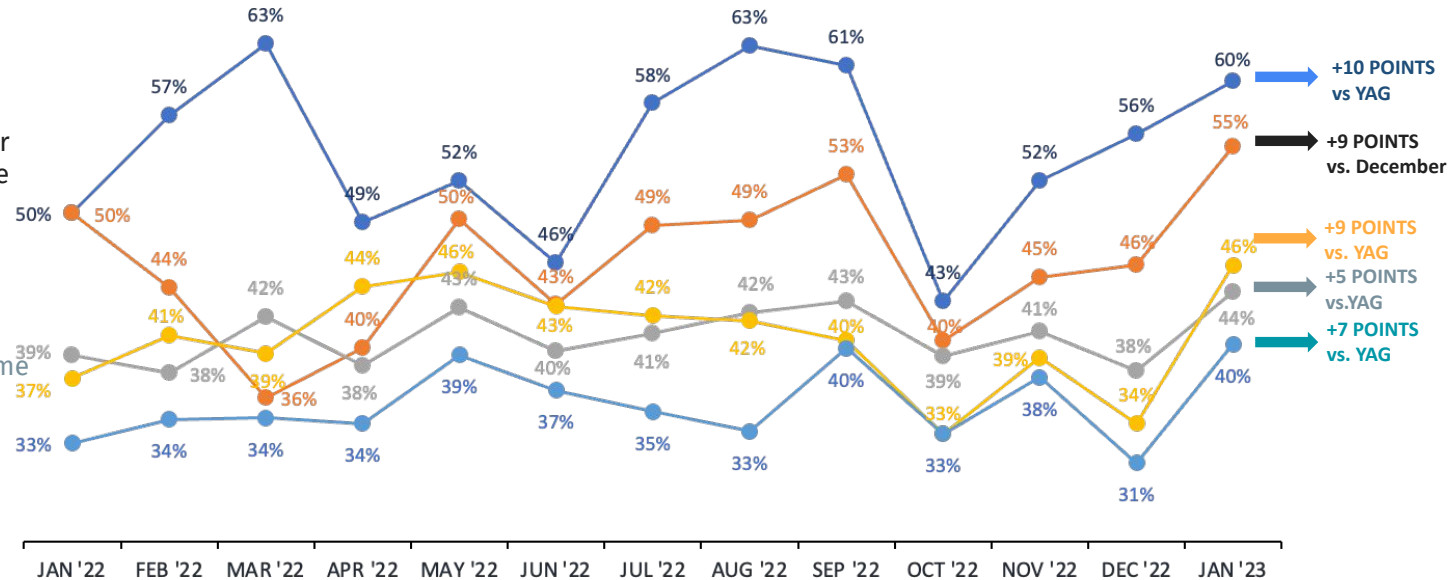
I plan to take the same number or more business trips over the next six months as I did in the six months prior to the pandemic.

Taking a vacation of over 500 miles or more is a priority for me and my family in the next 12 months.

I'm planning to take a major vacation this year

I plan to spend just as much or more money on travel in the next year as I did in the past year

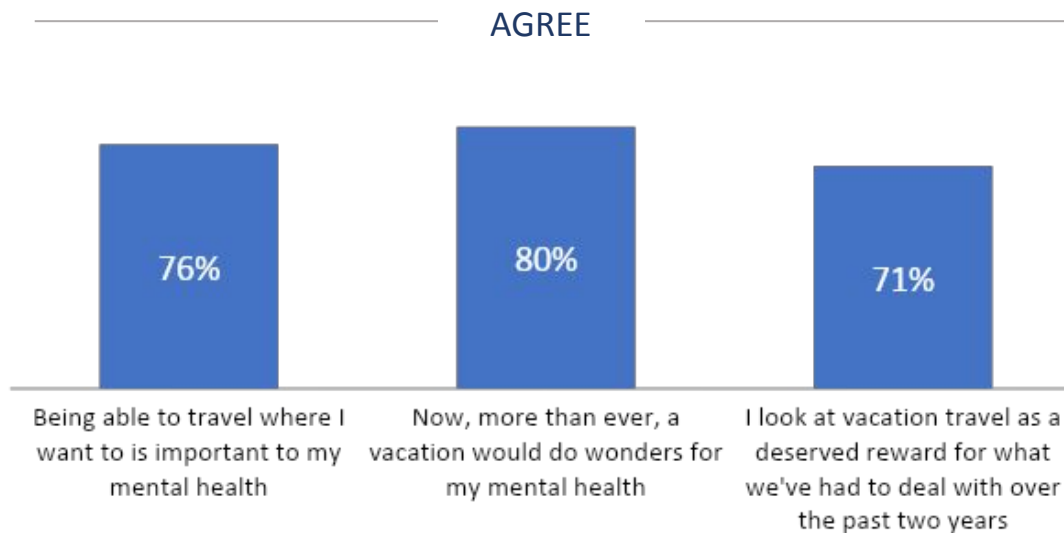
## TOP 3 BOX AGREEMENT





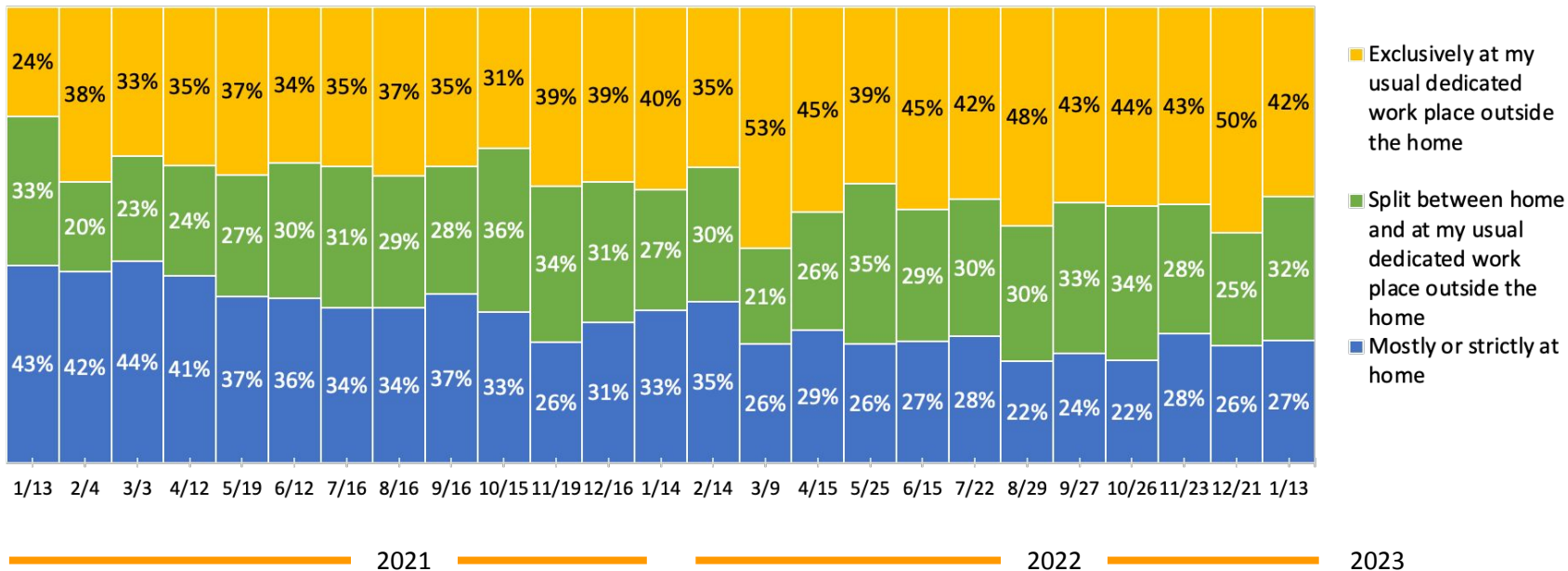
# People “Need” a Vacation

Please indicate how much you agree or disagree with each of the following statements



# Foundational Change: Less Than Half are Back Working in the Office Every Day

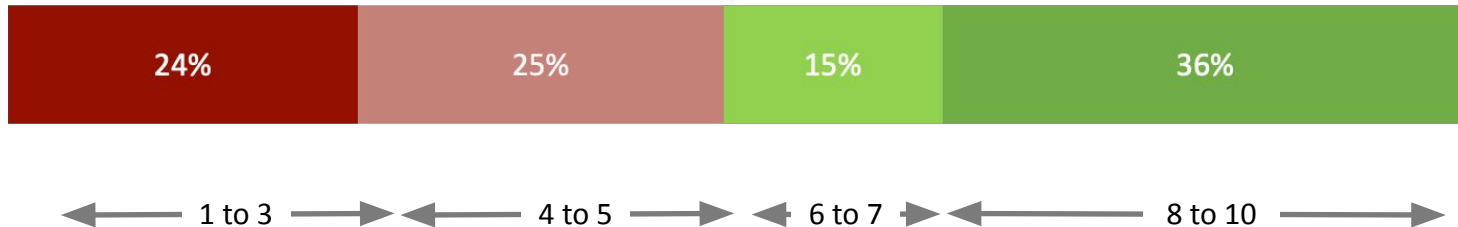
Are you presently working from home or in a dedicated workplace?



52% strongly agree that “the ability to work from home is something that I value or would value from my job”

# About Half of the Unemployed are Not Willing to Take Jobs That Do Not Offer the Opportunity for Remote Work

**Q.** How willing would you be to take full time work that did not afford you with any opportunity to work remotely? Please use a scale from 1-10, where “10” indicates that you would have no hesitation whatsoever to take a job that does not allow for any remote work and “1” indicates that you would definitely not take a job that does not provide for a remote work opportunity.

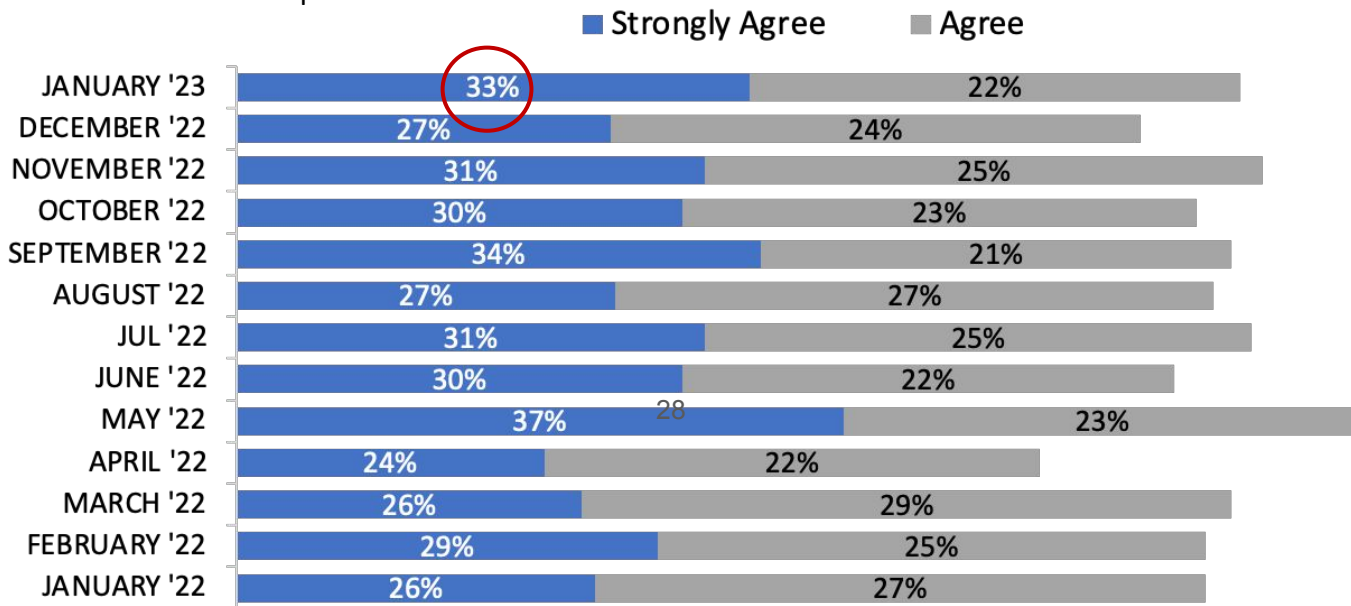


- One in four are strongly opposed to taking such work

# Service Still Lacking: Majority Feel that The Resumption of Normal Activities Have Been Particularly Underwhelming

In general, the resumption of normal activities, that were limited during the height of the pandemic, has been underwhelming relative to my expectations and recollections of them, pre-COVID

Still mired in nine month slump



# Skittishness and Uncertainty Characterize Investment Markets

Jan 2023

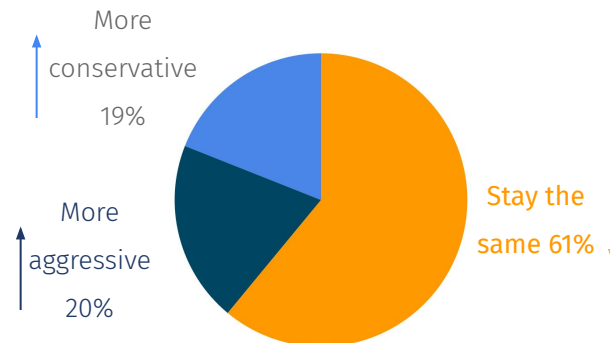
	U.S. stocks	Intl stocks	Gold	U.S. real estate	Crypto currency
Excellent	10%	8%	19%	14%	12%
Good	25% ↓	21% ↓	40%	31% ↓	18% ↓
Fair	42%	46%	30%	32%	29%
Poor	22% ↑	25% ↑	12%	23% ↑	40% ↑

Jan 2022

	U.S. stocks	Intl stocks	Gold	U.S. real estate	Crypto currency
Excellent	7%	6%	16%	17%	12%
Good	39%	29%	39%	36%	29%
Fair	37%	47%	32%	29%	38%
Poor	17%	19%	13%	18%	20%

Jan 2023

How will your investment outlook change in 2023, compared to 2022?



## How Will 2023 Be Different For You Personally?

I think 2023 will be different for me personally because I have decided to live my life better. Which to me means being more active, more present with my family, eating healthier and going back to a more simplistic, natural lifestyle.

It is going to be very difficult financially emotionally and all together. Hopefully things continue to go back to the old normal.

I think I will be a healthier individual and eat cleaner and work out more, as well as drink less

I do not have the money I had because my husband lost his job due to the pandemic. We have very little income and are older now, so we have to be very careful. Unfortunately, our golden years will not be as golden as we planned.

I plan to be more content with a simple life full of experiences. Less material items more traveling. I also want to have an income producing side gig.



I'd hope it would be better, but there is no way to tell! I have thought the "next year" would be better for the last 3 years, and it's only gotten worse.





# Q/A

 QuestionPro



# THANK YOU!

**SPORTS&  
LEISURE**  
RESEARCH GROUP



UNIVERSITY OF  
SAN FRANCISCO



QuestionPro



**Jon Last**

[jlast@sportsandleisureresearch.com](mailto:jlast@sportsandleisureresearch.com)

[linkedin.com/in/jonlast/](https://www.linkedin.com/in/jonlast/)



**Stephen Kraus**

[kraus.stephen@gmail.com](mailto:kraus.stephen@gmail.com)

[linkedin.com/in/drstephenkraus/](https://www.linkedin.com/in/drstephenkraus/)



**Dan Fleetwood**

[dan.fleetwood@questionpro.com](mailto:dan.fleetwood@questionpro.com)

[linkedin.com/in/danfleetwood/](https://www.linkedin.com/in/danfleetwood/)  
[@dan\\_qpro](#)