

**SPORTS&
LEISURE**
RESEARCH GROUP

CONSUMER OPTIMISM BAROMETER 2023

March Malaise

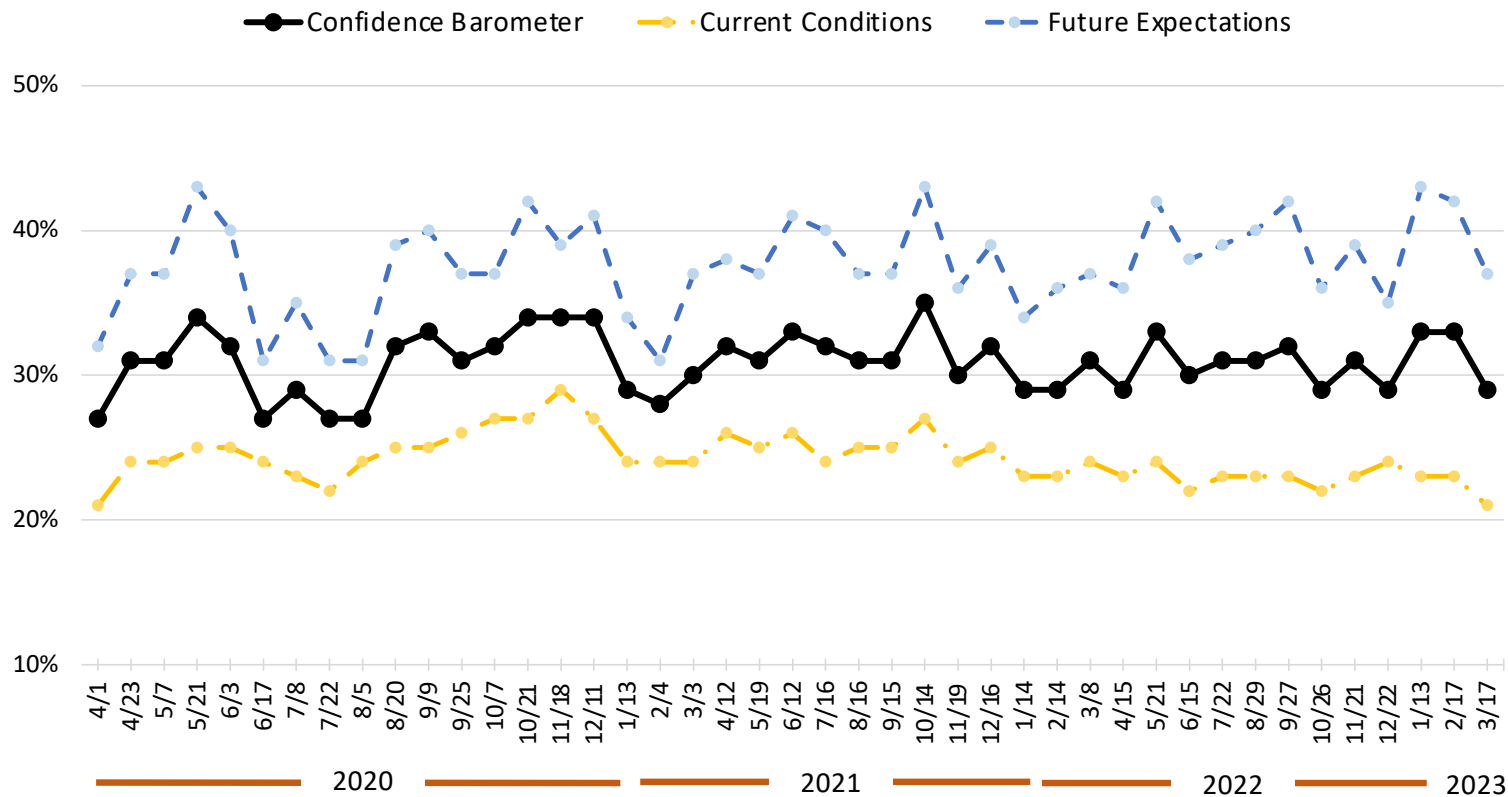
Insights from March 2023



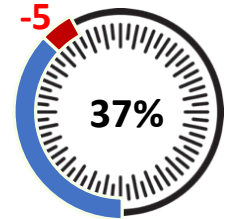
Confidence Dropped in March

CONSUMER OPTIMISM BAROMETER 2023

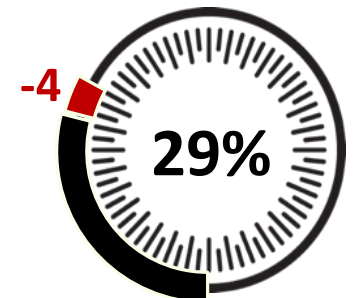
- Current Conditions have not been this low since the start of the pandemic



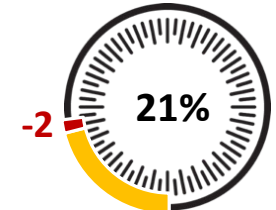
Future Expectations



Confidence Barometer



Current Conditions

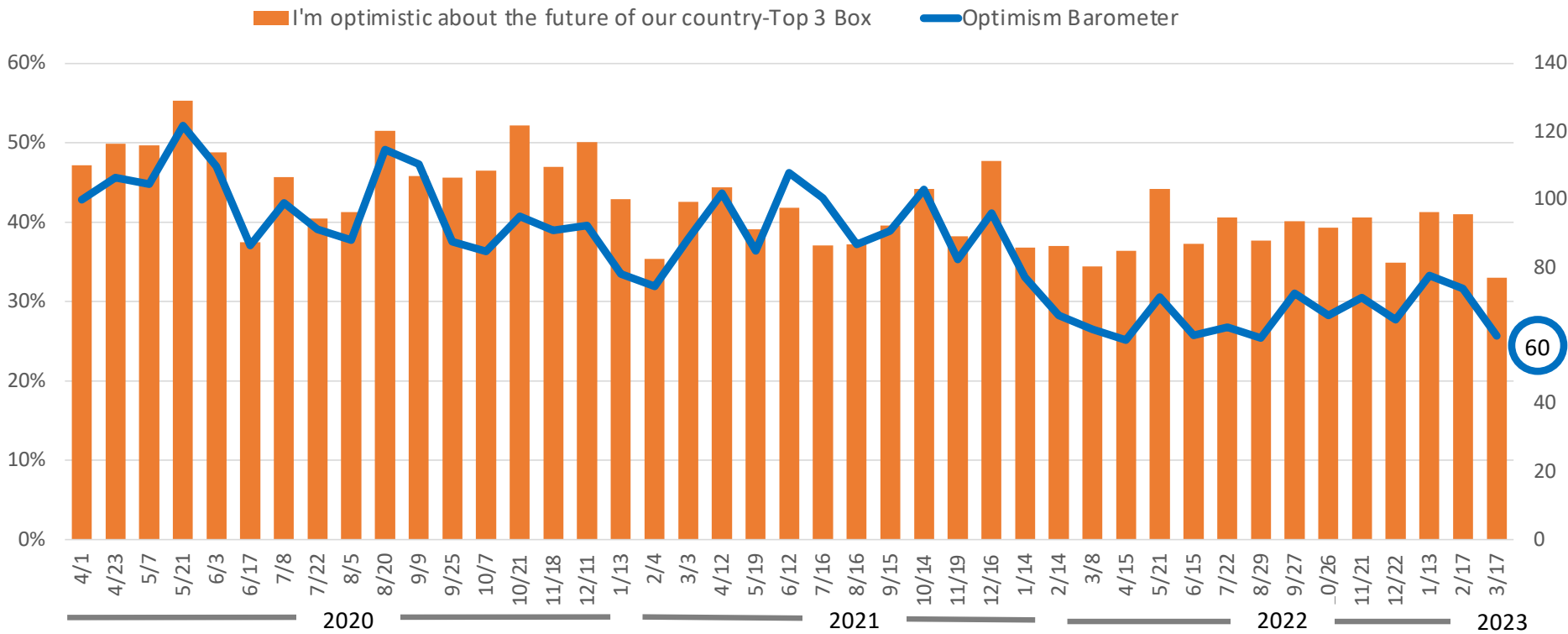


Optimism Saw a 14-Point Decline in March

CONSUMER OPTIMISM BAROMETER 2023

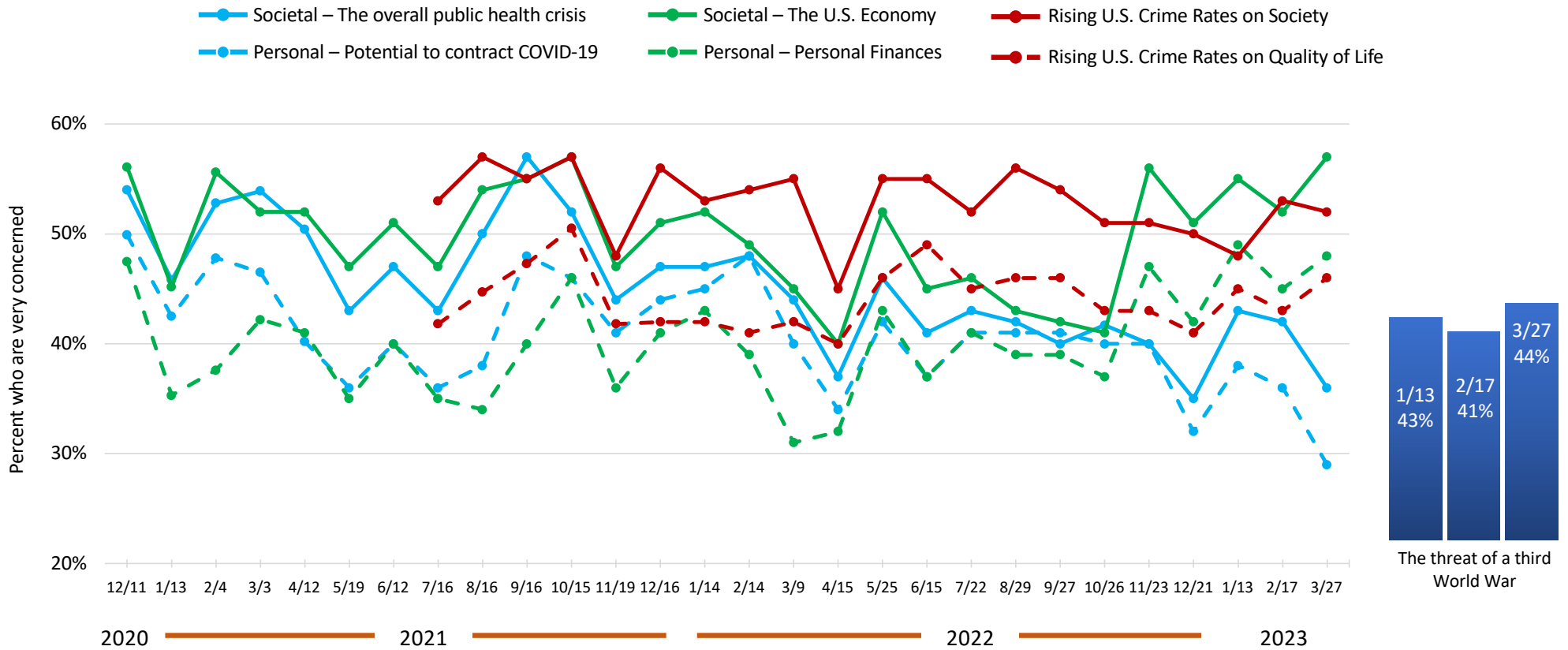
TOP 3 BOX AGREEMENT

Index:
April 1, 2022 =100)



Crime and Economic Concerns at or Near 15 Month Highs

CONSUMER OPTIMISM BAROMETER 2023



The Most Serious Issues Became More of a Concern in March

CONSUMER OPTIMISM BAROMETER 2023

	TOTAL		Democrat		Republican		Independent	
	MAR '23	FEB '23	MAR '23	FEB '23	MAR '23	FEB '23	MAR '23	FEB '23
TOP 3 BOX SERIOUS								
Inflation	65%	59%	58%	60%	76%	65%	63%	51%
Crime	58%	54%	54%	58%	63%	54%	57%	49%
Tensions with China	56%	49%	52%	49%	66%	55%	48%	39%
Tensions with Russia	55%	51%	55%	55%	58%	47%	50%	45%
Federal government leadership	53%	51%	45%	49%	66%	59%	55%	46%
Gun violence	53%	53%	62%	62%	42%	38%	51%	51%
The inflow of illegal immigrants	47%	48%	40%	49%	63%	58%	41%	36%
The Public Education system	47%	46%	45%	49%	51%	48%	46%	38%
The degradation of family values	45%	47%	38%	46%	57%	57%	44%	35%
Voting laws	45%	41%	53%	47%	41%	42%	38%	27%
The security of U.S. airspace	45%	45%	42%	45%	52%	55%	42%	33%
The labor/job market	44%	41%	41%	42%	50%	45%	40%	34%
Racial Justice	43%	45%	55%	56%	33%	36%	29%	32%
Climate change	42%	45%	57%	54%	29%	33%	34%	38%
Media reporting	41%	41%	32%	43%	54%	49%	43%	30%
The COVID-19 Pandemic	29%	35%	39%	44%	19%	27%	23%	26%



Less than One in Five Strongly Believe that America Is on the Right Track

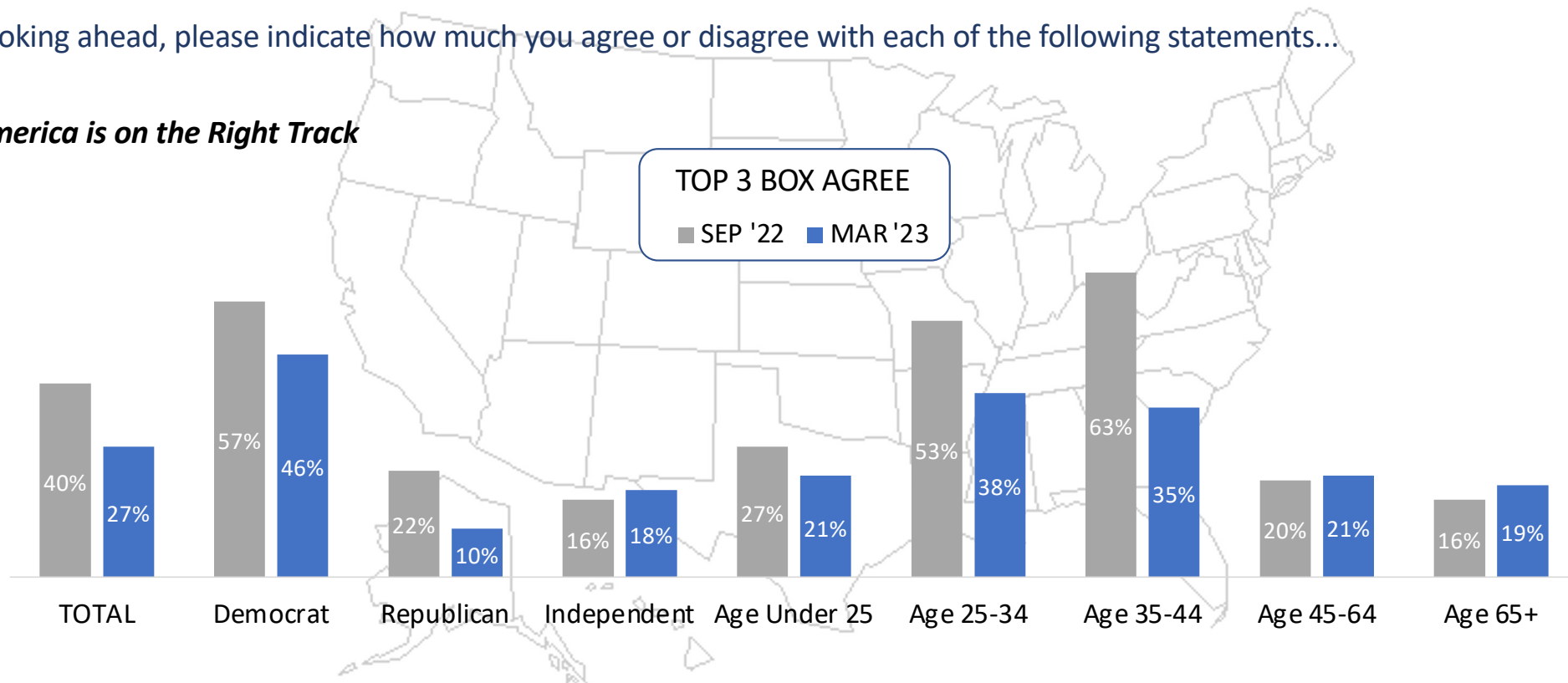
CONSUMER OPTIMISM BAROMETER 2023

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

America is on the Right Track

TOP 3 BOX AGREE

■ SEP '22 ■ MAR '23



Inflationary Perceptions Remain Below 2022 Levels

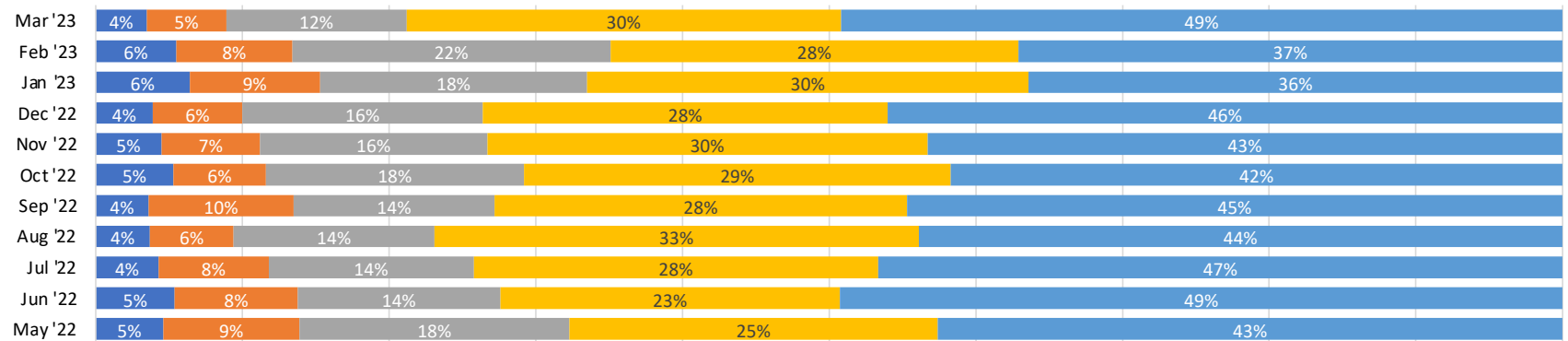
CONSUMER OPTIMISM BAROMETER 2023

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

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

Consumer
Items

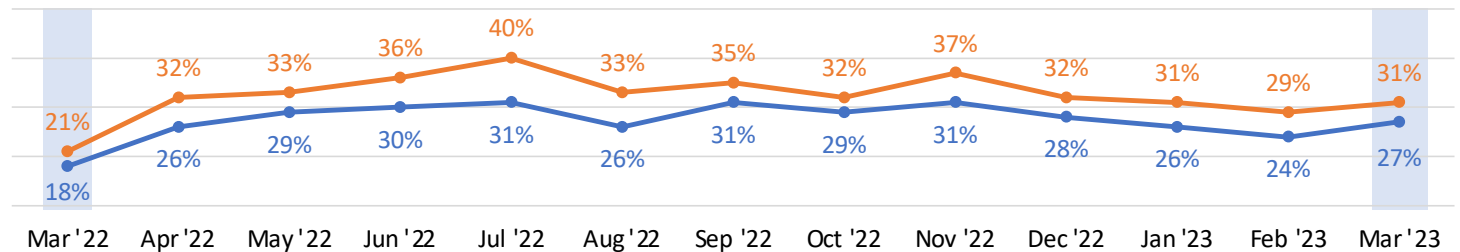
Only 27% see
improvement in
consumer prices
in coming
months



Travel

Much Higher
Now

● Hotels
● Airfare



Near Term Business Travel Intent Takes a Hit

CONSUMER OPTIMISM BAROMETER 2023

TOP 3 BOX AGREEMENT

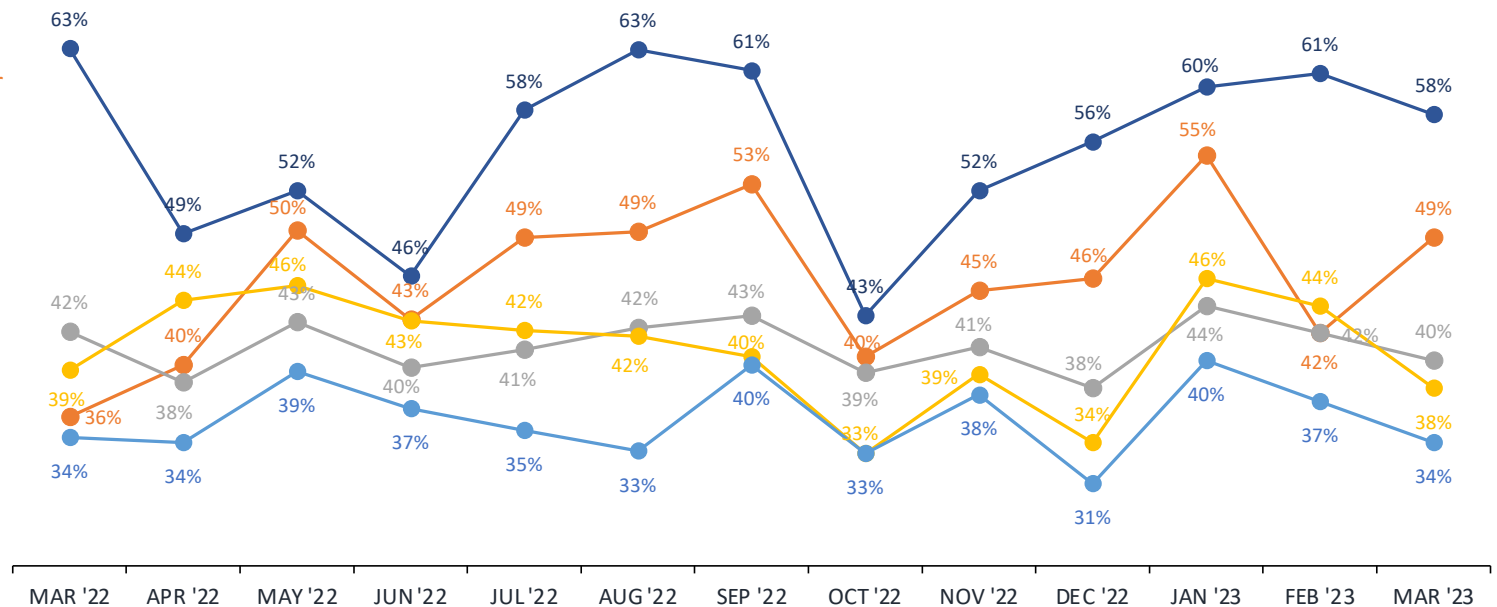
I'm likely to take a domestic business trip in the next six to twelve months

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

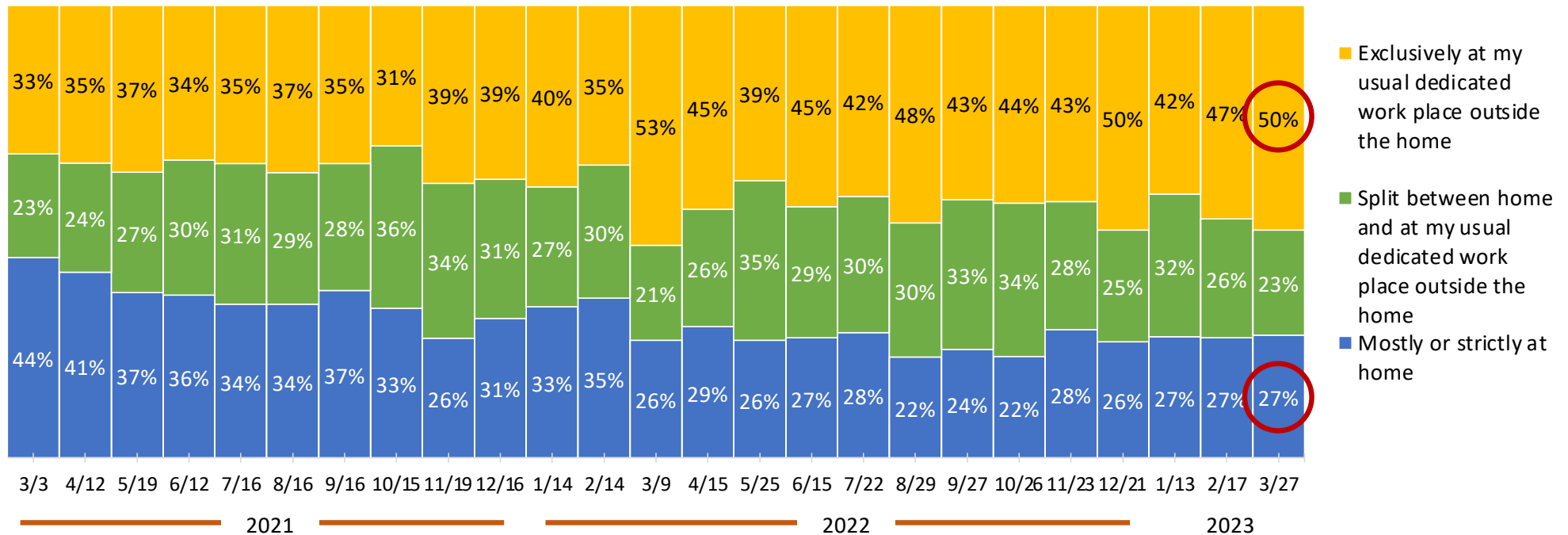
I plan to spend just as much or more money on travel in the next year as I did in the past year



In Office Work Returns to 50%

CONSUMER OPTIMISM BAROMETER 2023

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"*



Rubber Hitting the Road? Budget Consciousness up 29% vs YAG

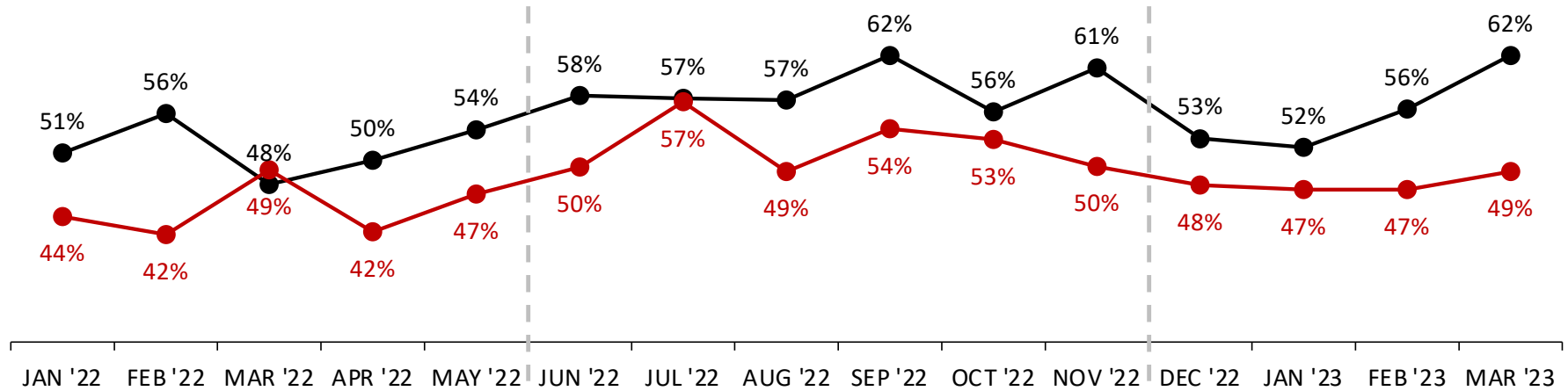
CONSUMER OPTIMISM BAROMETER 2023

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



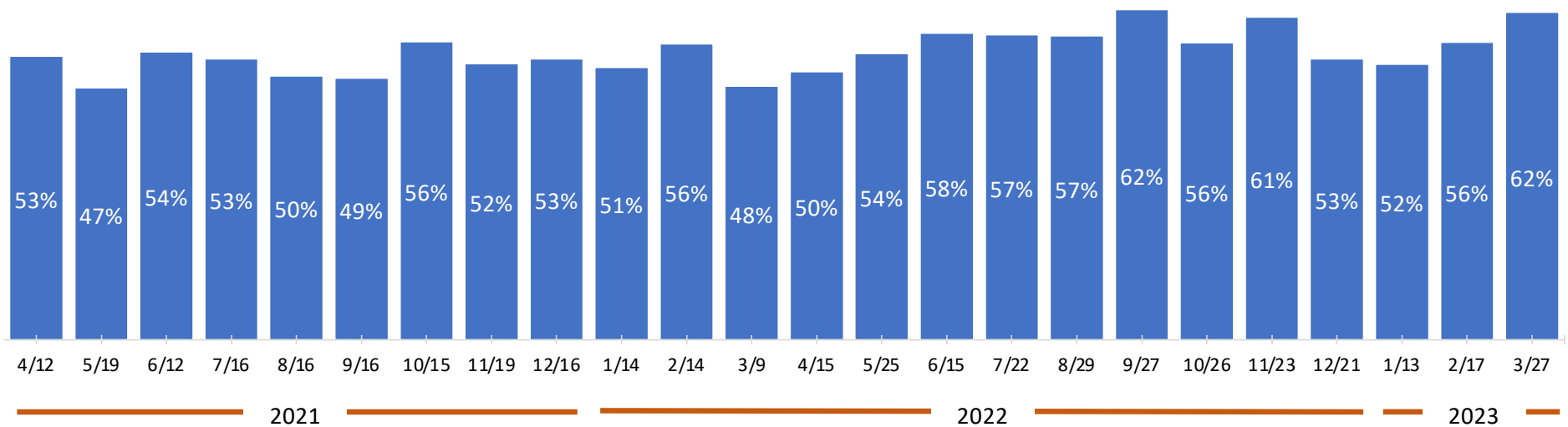
Consumers are as Budget Conscious as They Have Ever Been in the Past Two Years

CONSUMER OPTIMISM BAROMETER 2023

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

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

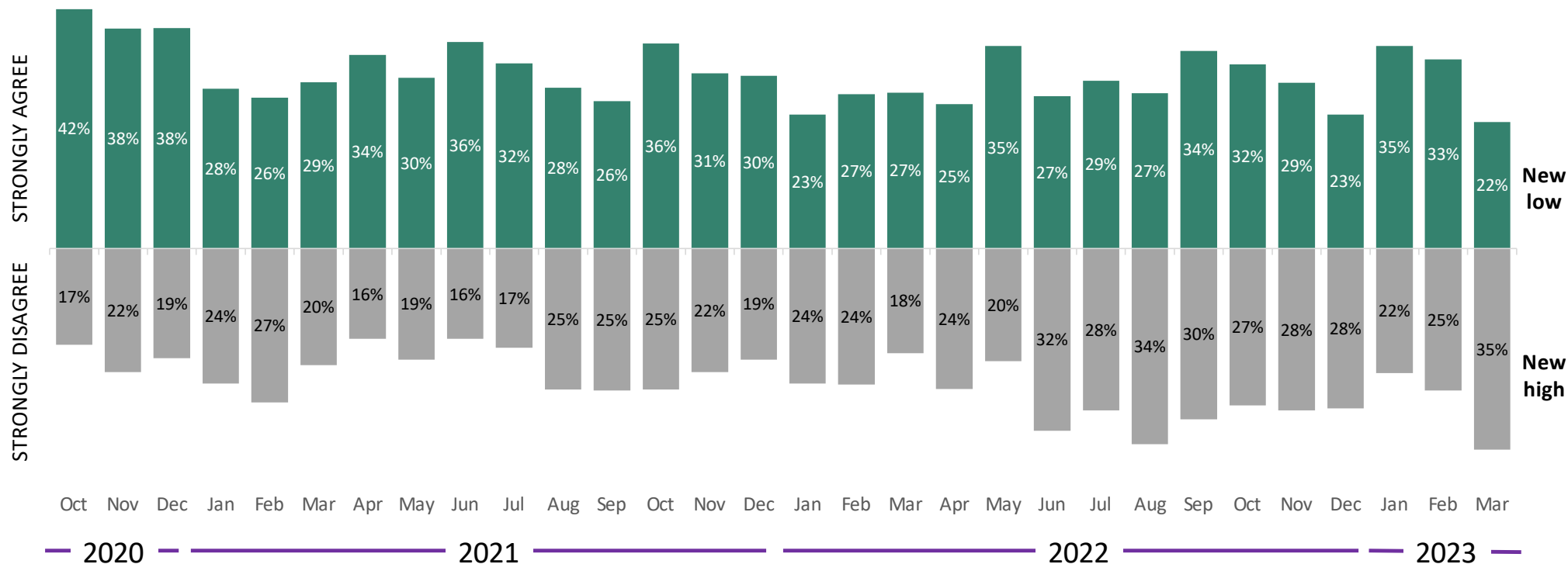
TOP 3 BOX AGREE



Consumers See Luxury Item Spending Scaling Way Back

CONSUMER OPTIMISM BAROMETER 2023

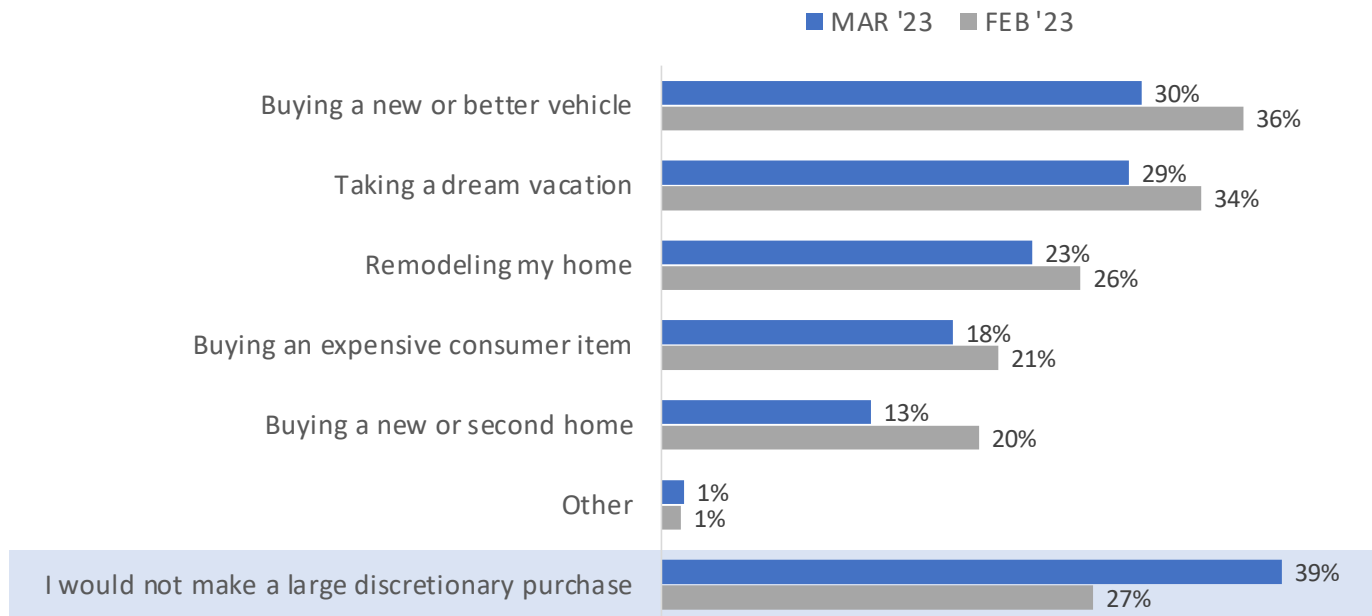
People will go back to spending freely on luxuries again in 202_



Discretionary Purchase Plans Scaled Back in March

CONSUMER OPTIMISM BAROMETER 2023

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



→ Surge in Consumer Pullback!

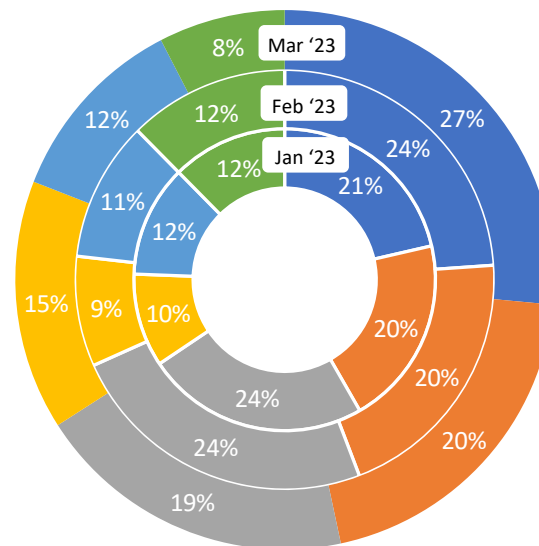


Economic Uncertainty Pushes More Consumers to Savings Accounts/CDs, Over Real Estate, Stocks and Precious Metals

CONSUMER OPTIMISM BAROMETER 2023

If you had a significant amount of funds available to invest right now, and you could not move it until 2024, where would you feel most comfortable investing the largest portion of this money?

- In a fixed interest savings account or certificate of deposit
- In real estate
- In individual stocks
- In gold, silver or other precious metals
- In the cryptocurrency market
- In Individual bonds

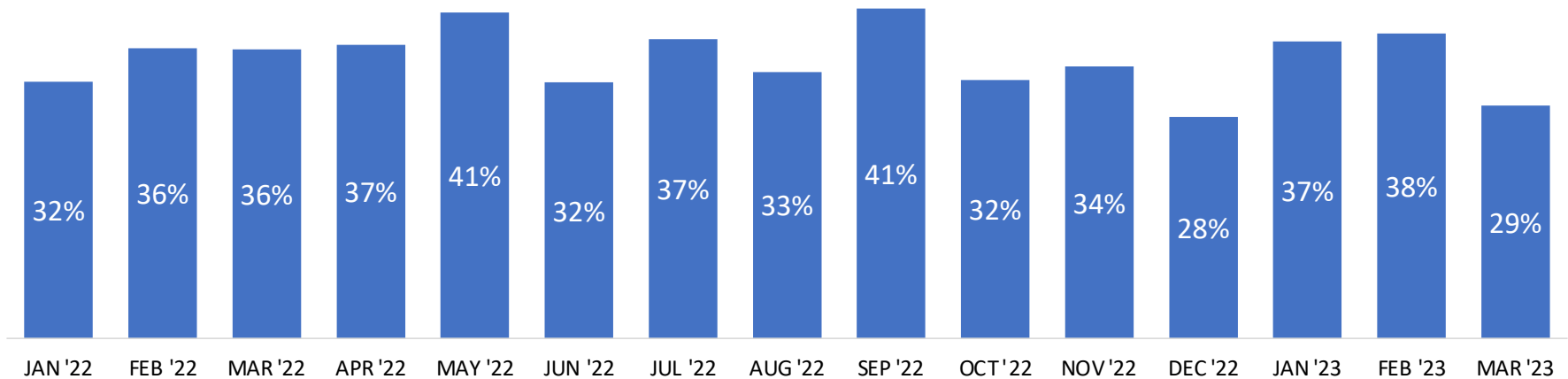


Labor Market Optimism Fell Significantly in March

CONSUMER OPTIMISM BAROMETER 2023

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

In 2023, the economy will add more jobs than it loses.



People Have Pessimistic Views of the U.S. Social Structure

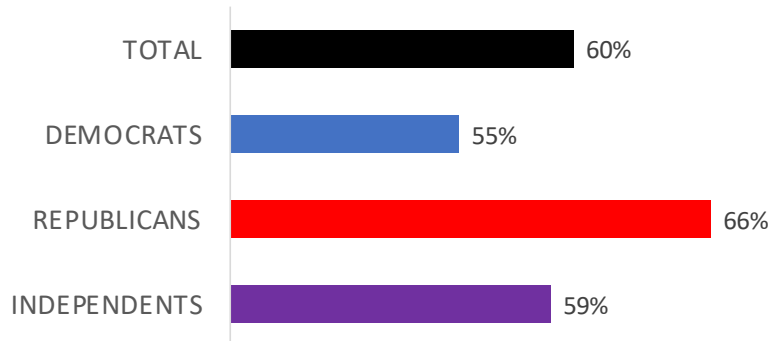
CONSUMER OPTIMISM BAROMETER 2023

- A majority also feel it's time to reign in COVID Emergency Powers

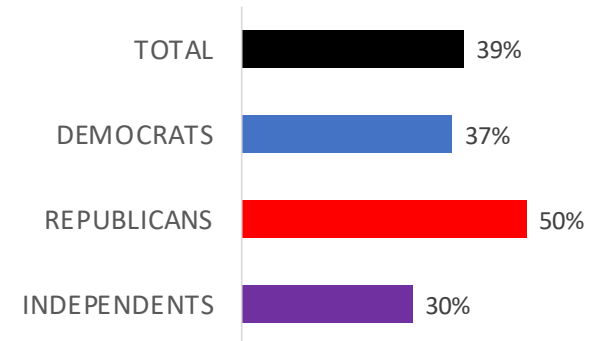
Please indicate how much you agree or disagree with each of the following statements

TOTAL AGREEMENT

We are a nation divided.



I'm concerned that U.S. Law enforcement is under excessive scrutiny, today.



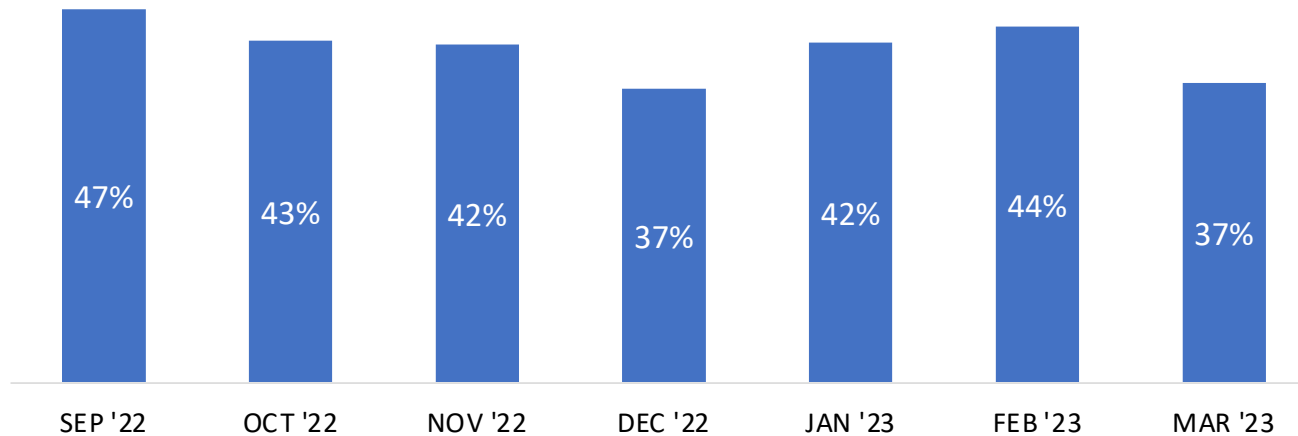
Happiness Slipped to a Historical Low

CONSUMER OPTIMISM BAROMETER 2023

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

I'm happier now than I was a year ago.

TOP 3 BOX AGREE



Higher Education Under the Microscope

CONSUMER OPTIMISM BAROMETER 2023

The Supreme Court should block the current administration's plan to forgive student loans.

	TOT	DEM	GOP
AGREEMENT	50%	45%	64%
STRONG AGREEMENT	36%	30%	49%

In general, U.S. Colleges and Universities are a good value for the cost.

	TOT	DEM	GOP
AGREEMENT	44%	71%	57%
STRONG AGREEMENT	26%	52%	36%



Perceptions on Current Hot Button Issues

CONSUMER OPTIMISM BAROMETER 2023

I feel that U.S. armed forces are well prepared for any imminent international threats.

	TOT	DEM	GOP
AGREEMENT	62%	76%	50%
STRONG AGREEMENT	42%	52%	32%

I believe that the two major party candidates for President in 2024 will be Joe Biden and Donald Trump.

	TOT	DEM	GOP
AGREEMENT	58%	62%	60%
STRONG AGREEMENT	40%	41%	46%

Government spending is out of control.

	TOT	DEM	GOP
AGREEMENT	62%	59%	86%
STRONG AGREEMENT	54%	36%	74%

Barring unforeseen circumstances, any American who works hard should be relatively successful in life.

	TOT	DEM	GOP
AGREEMENT	69%	70%	69%
STRONG AGREEMENT	46%	47%	48%



Green is Good, But Don't Tell me What Car to Buy!

CONSUMER OPTIMISM BAROMETER 2023

U.S. Corporations today should put a focus on being environmentally responsible, even if it reduces profitability

	TOT	DEM	GOP
AGREEMENT	67%	78%	53%
STRONG AGREEMENT	45%	59%	31%

I believe that it is appropriate for my state government to prohibit the sale of gas-powered vehicles beginning in 2035

	TOT	DEM	GOP
AGREEMENT	39%	57%	22%
STRONG AGREEMENT	22%	33%	12%

