

2024 COMPARATIVE

WILL CONSUMERS SPEND OR SPIN?

Positive economic perspectives signal opportunities for brands and marketers

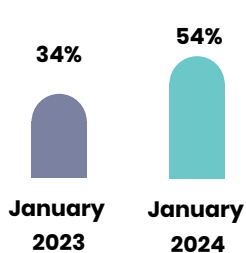


Atomik Research surveyed 2,005 U.S. adults to gain insights into any change in attitudes about the state of the economy and other associated economic factors. We're happy to report that **the news is good!**

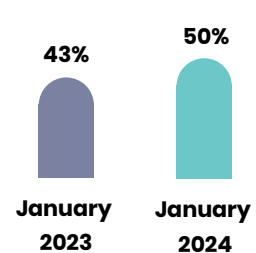
Since January 2023, U.S. adult consumers' perspective on the U.S. economy has moved to the positive in a big way, and their outlook on their financial future over the next 12 months has also improved.



"The economy is in very good or reasonable shape" (NET)



"Over the next 12 months, better off than now" (NET)



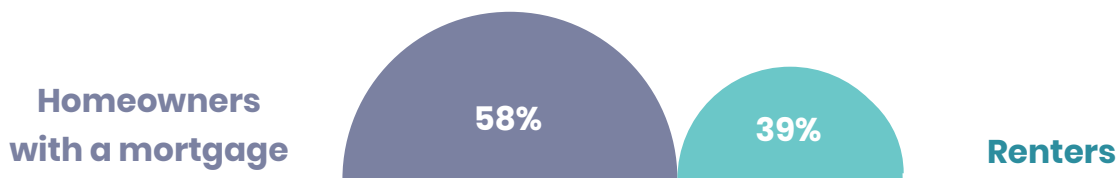
Decreased worries over inflation represents an important signifier for how U.S. consumers feel about the economy. **Since January 2023, worries about inflation have decreased by 16 points**, from 44% a year ago to 28% in January 2024. This positive economic perspective also reveals itself across many spending categories, where worries have decreased over the one-year period. Most notably, worries over the cost of food/groceries, fuel at the pump and energy for the home have declined significantly.

"I am very worried"

	January 2024	January 2023
Cost of food, groceries, essential foods	26%	46%
Cost of fuel at the pumps	19%	38%
Cost of clothing, fashion items	12%	19%
Cost of energy for the home	21%	38%
Cost of other home utilities such as water	18%	34%
Mortgage rates, costs of mortgages	18%	23%
Home prices	20%	25%
Housing costs (i.e., rent, lease - excludes purchasing a home)	22%	31%

January 2024 results also indicate that **worry over mortgage rates/costs of mortgages are highest among homeowners with a mortgage and renters alike** (45% and 36% respectively, "I am worried to very worried"), suggesting that buying a home – whether for the first time or not – may not be in the immediate future for many U.S. consumers. However, sentiment about the state of the economy varies greatly between those two groups, suggesting general spending mindsets will likely differ significantly.

The economy is in very good shape or reasonable shape (NET)



What's It Mean?

U.S. consumers have a generally positive outlook on the economy going into 2024. In fact, as reported by [Reuters](#), consumer confidence reached a two-year high in January 2024, at 114.8, per the Conference Board. This fact, and our year-over-year tracking suggests that brands and their marketers could see stronger opportunities ahead. Consumers will continue to reprioritize some spending for others as they continue to grapple with price growth. Financial services could win with a focus on helping consumers find solutions to manage finances. CPG and retailers could win with a continued focus on deals and focuses on value to counter price sensitivity. Regardless, it's imperative that marketers know and understand the consumers they're trying to reach because perspectives can vary greatly on just a single socioeconomic factor.

Contact Us

Methodology:

Atomik Research conducted an online survey of 2,005 adults throughout the United States. The margin of error is +/- 2 percentage points with a confidence level of 95 percent. Fieldwork took place between December 22 and December 29, 2023. Atomik Research is an independent, creative market research agency.