



KPMG American Perspectives Survey

Summer 2025



Calculating consumers grapple with escalating economic volatility

How Americans are evaluating ways to cut costs as price concerns persists

- **Americans are becoming more discerning with their personal finances**, evaluating ways to cut costs and weighing major purchase decisions amid escalating economic volatility including tariffs, sticky inflation, and elevated prices.
- **Compounding economic volatility is prompting consumers to change their behavior**, as they look for more clarity on how tariffs impact pricing. Their resilience which has been surprisingly stable, is once again being tested as they assess uncertainties in cost of living, job stability and personal risk tolerance in an unpredictable economic landscape.
- **Americans, regardless of income level, are exercising agility with their finances--being intentionally selective where and when they spend their resources:** choosing banks that offer lower fees, switching insurance policies to lower cost providers, and delaying automotive purchases until they know what impact tariffs may have on prices.
- **There is an upward trend in American's usage of emerging technologies such as GenAI**, in both their personal and professional lives.
- **At the same time, trust is paramount**, and the role of a human-in-the-loop approach is more important for certain services.
- **Generational and income divides** signal potential shifts in consumer behavior and decisions over the long term.

The second annual KPMG American Perspectives survey assesses the views of 2,500 adults nationwide to understand their outlook on their personal financial situations, spending plans, and preferences, as well as their attitudes towards the forces shaping their experiences in banking, insurance, energy, retail, automotive, healthcare, technology, and higher education.

Key findings

Consumers are being hesitant



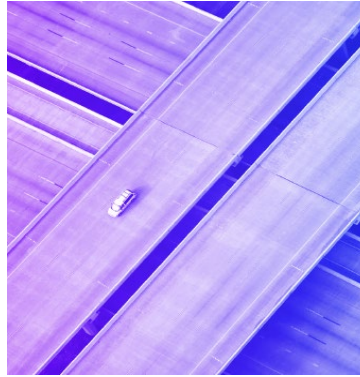
43%

plan to delay auto purchases due to tariffs.



68%

have low appetite for taking on more credit (i.e. debt)



70%

are using or are likely to use free ad-supported TV as an alternative to ad-free streaming over the next six months.

Value is a premium

50%

say traditional higher education degree is no longer essential.

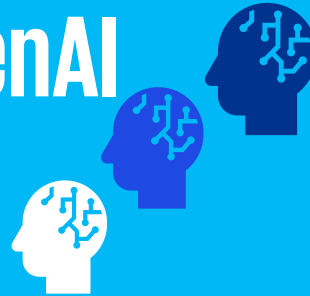
21%

have shopped for / switched auto insurance.

Increasingly using GenAI

45%

say GenAI having a significant impact on their day-to-day life.



Trust remains critical in digital era

59%

concerned about lack of human interaction and empathy with GenAI in healthcare.

81%

say a bank's fraud and cyber protection capabilities are an important consideration choosing to where to bank.



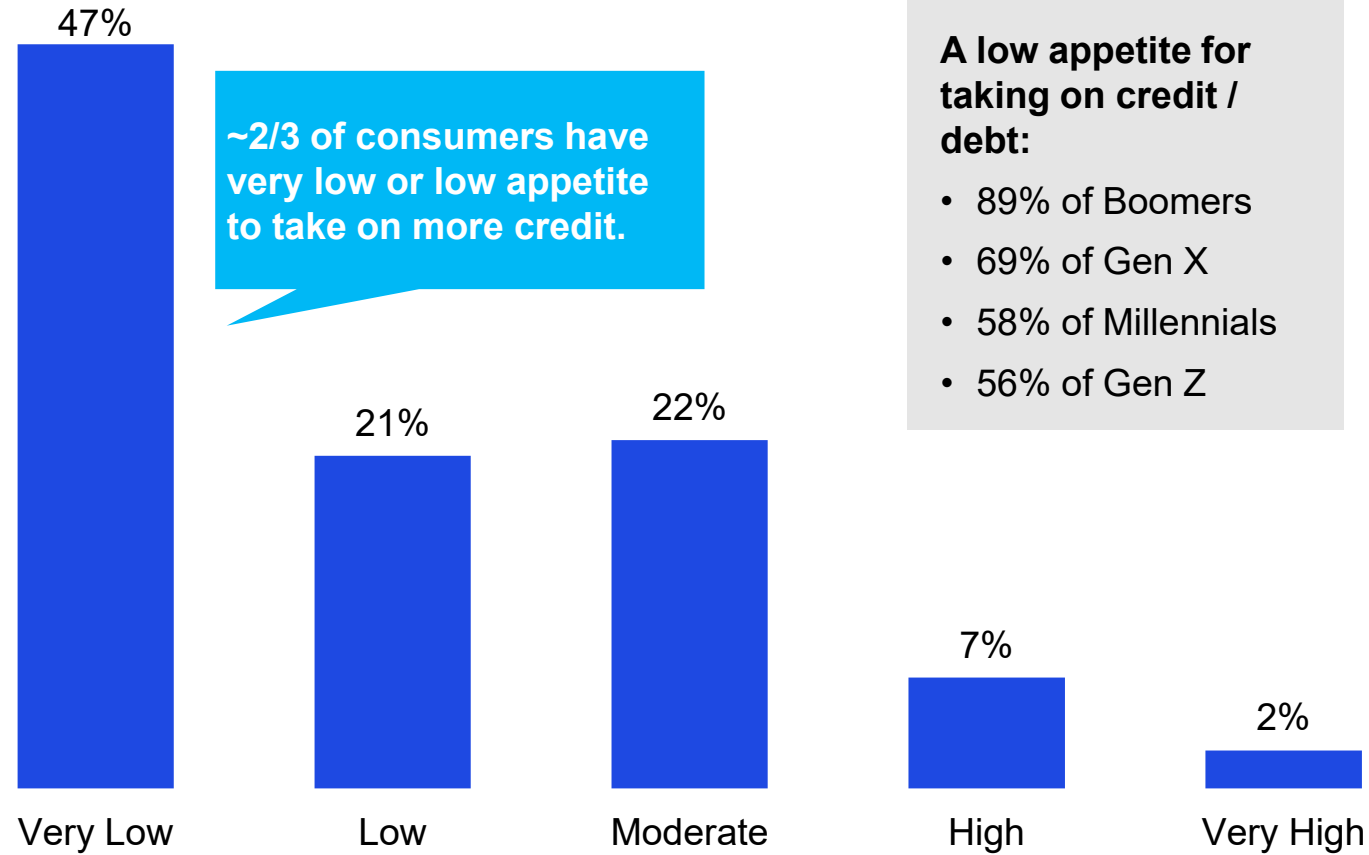
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68% of consumers have a low appetite for taking on debt in this economic environment

Appetite for taking on more credit (all respondents)



Matt Kramer

KPMG U.S. Line of
Business Leader, Products

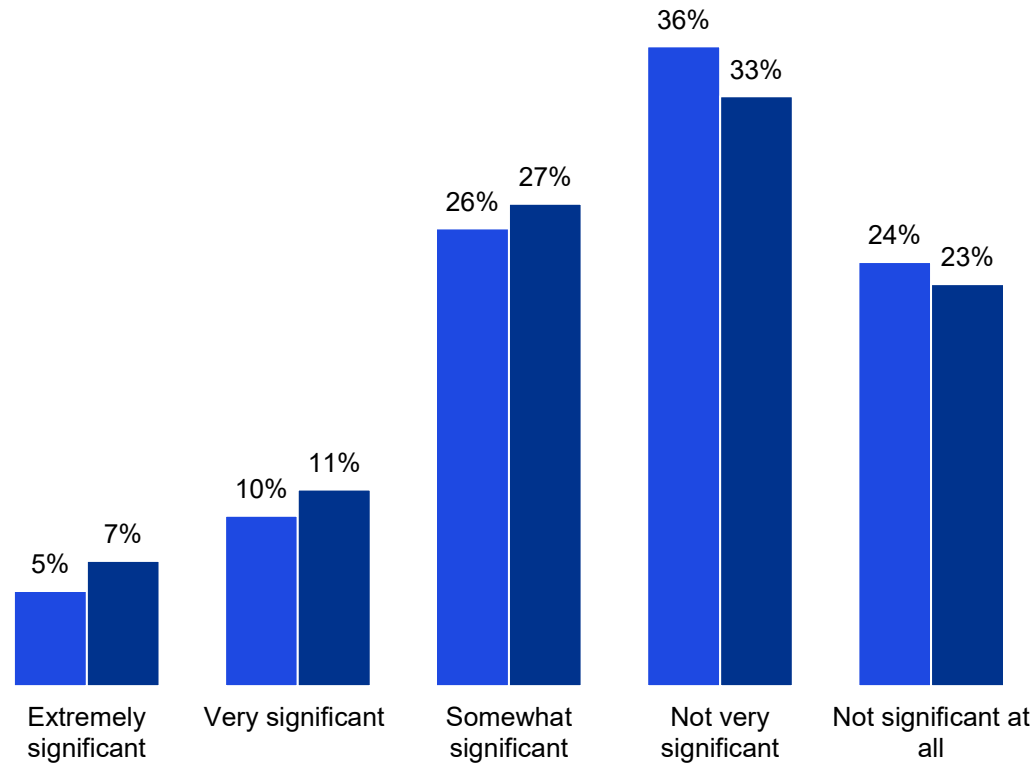
“ Compounding economic volatility is prompting consumers to change their behavior as they look for more clarity on how tariffs impact pricing. Their resilience, which has been surprisingly stable, is once again being tested as they assess uncertainties in cost of living, job stability and personal risk tolerance in a unpredictable economic landscape. ”

Appetite for taking on more credit (i.e debt) in this current economic environment of elevated rates, prices

People are increasingly using GenAI in their personal lives, especially as a substitute for searches and reviews

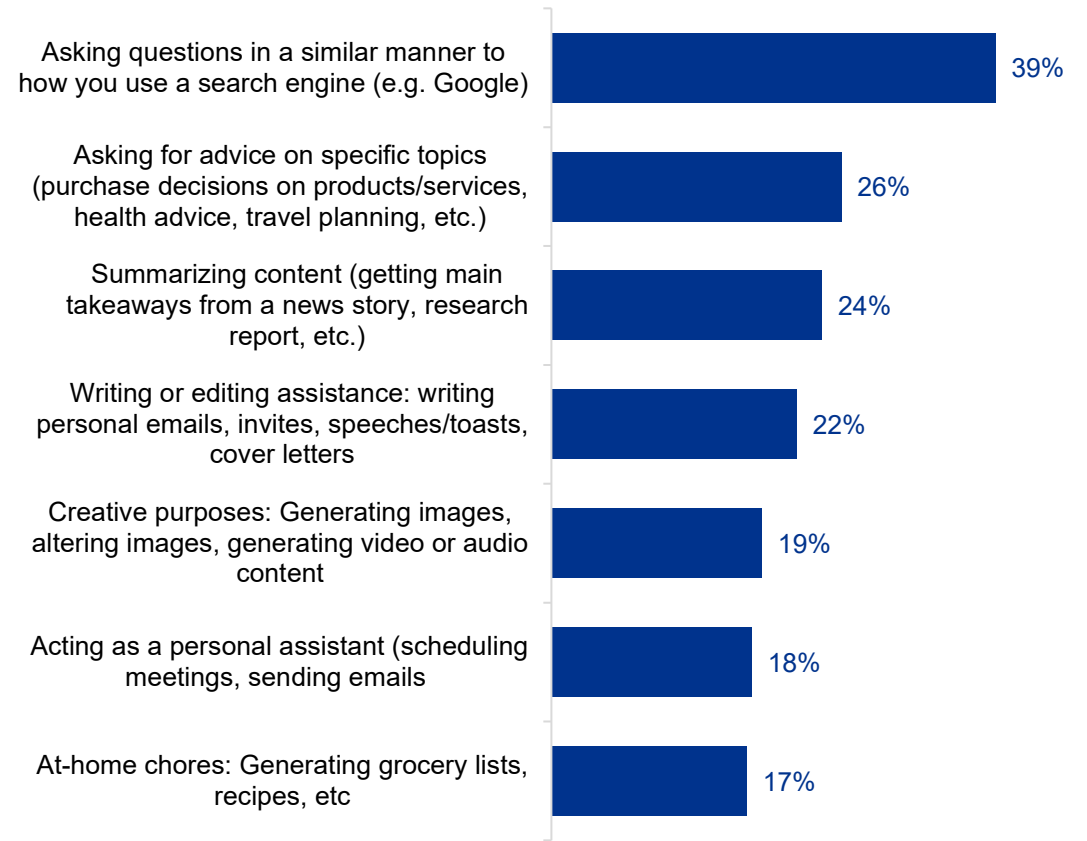
Impact of GenAI on day-to-day life

■ 2024 ■ 2025



In your personal life - How significant of an impact do you feel GenAI has on your day-to-day life right now?

Most common daily/weekly personal uses of GenAI (2025)

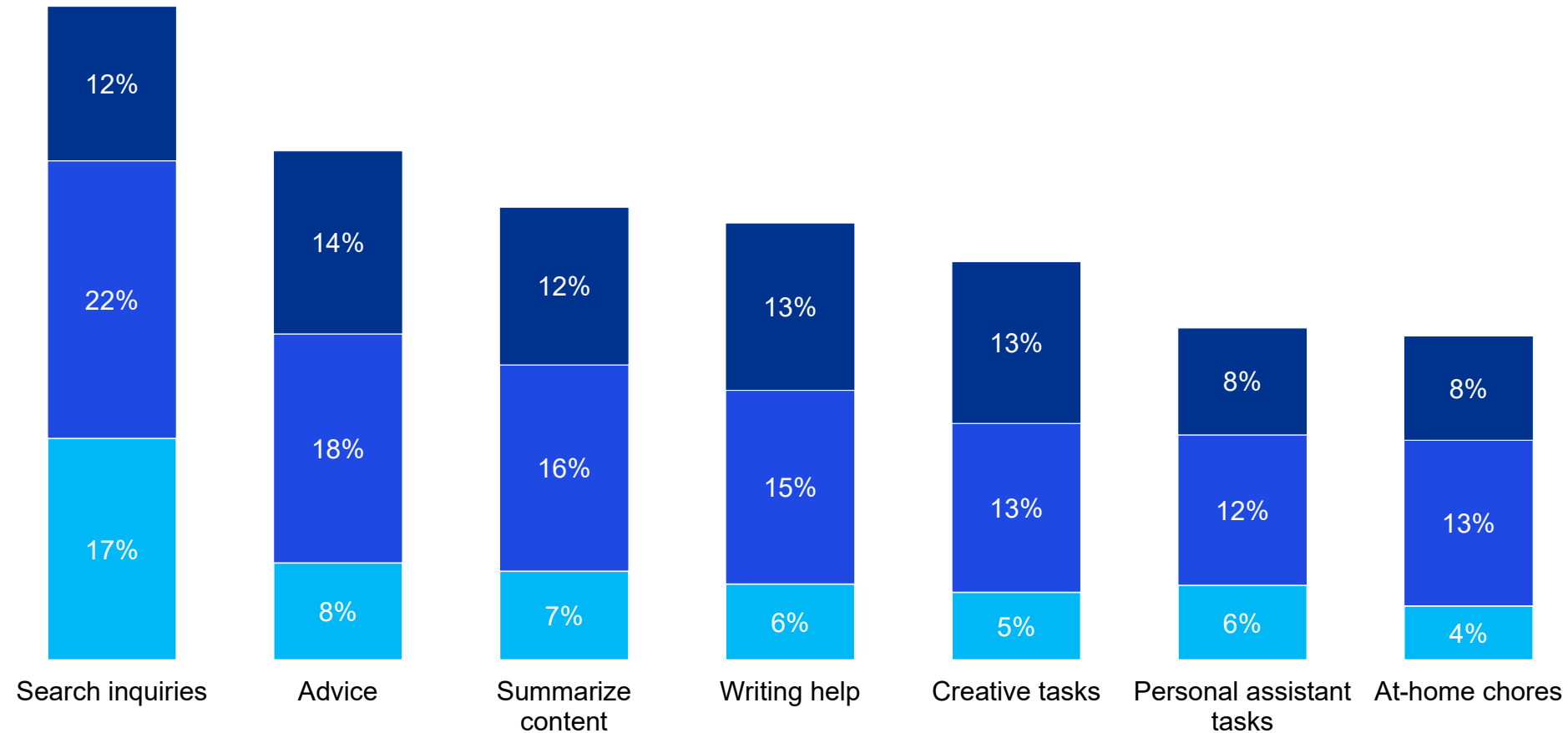


How often do you use GenAI for the following personal reasons? Daily/weekly responses

Frequency of personal GenAI usage—and where adoption is still lagging

Most common personal uses of GenAI

■ Monthly ■ Weekly ■ Daily



33%

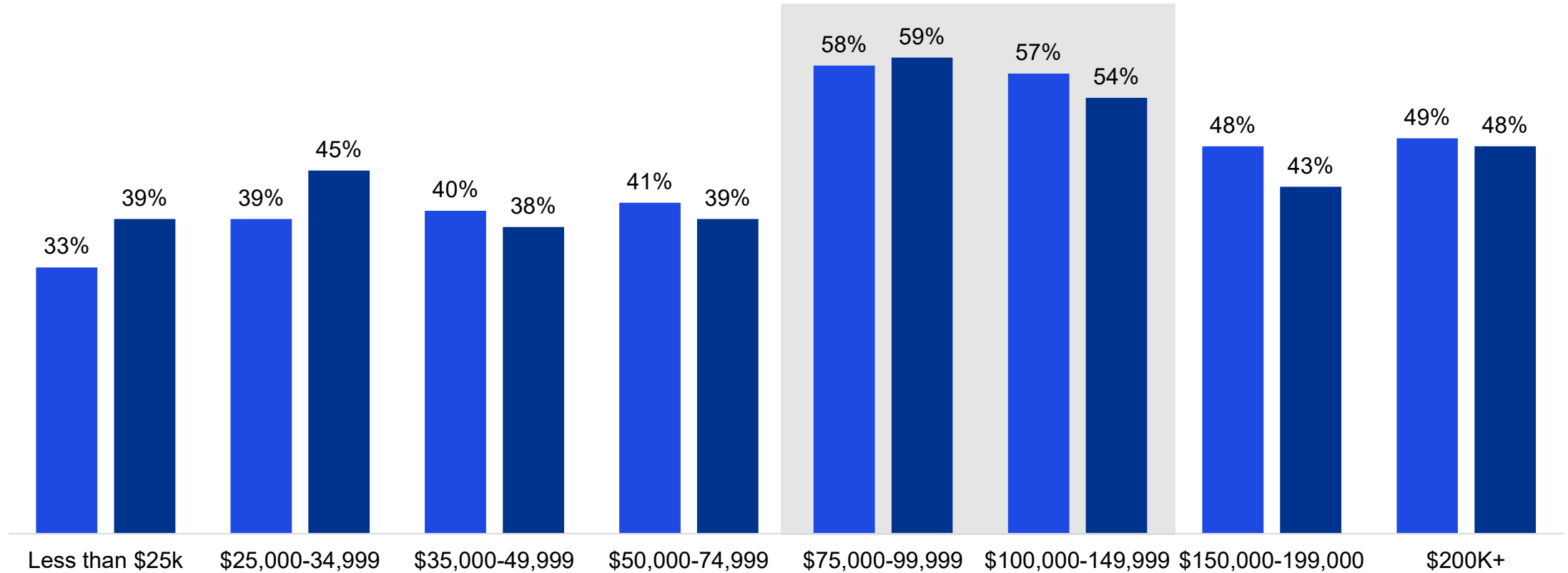
of all respondents haven't used GenAI for any personal reasons — with usage lowest among Boomers (50%) and those earning under \$25K (44%).

How often do you use GenAI for the following personal reasons ?

GenAI impacting lives of those making \$75-150K the most

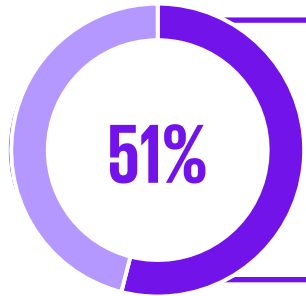
Percentage of respondents somewhat, very, or significantly impacted by GenAI in professional and personal lives, by income level

■ Somewhat - Extremely Significant in professional lives
■ Somewhat - Extremely Significant in personal lives

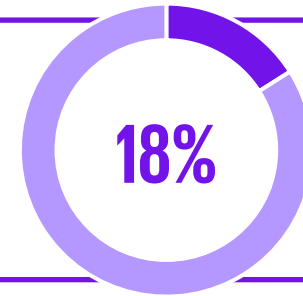


How significant of an impact do you feel GenAI has on your day-to-day/professional life right now?

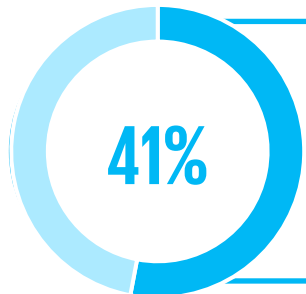
Across the board, people are concerned about data exposure risks



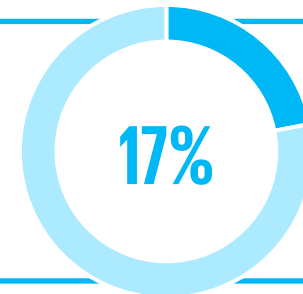
of people worried that proliferation of AI will increase the number of cyber attacks on their banks and the chances their online bank accounts are compromised.



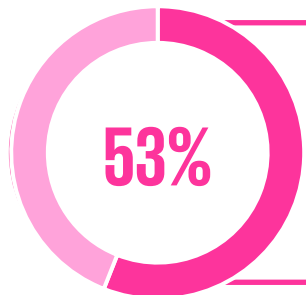
disagree.



are comfortable with their insurance company having access to their driving data.



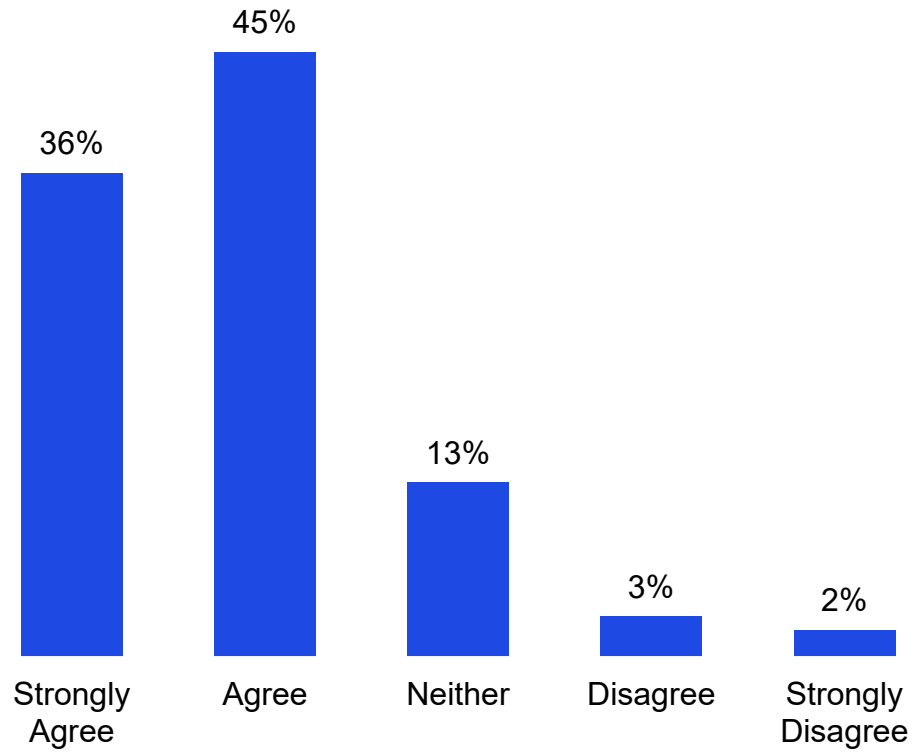
are not at all.



of people are concerned about GenAI usage related to the privacy and security of their personal health data.

Consumers place high value on their bank's ability to protect their data and finances with proliferation of AI

Importance of bank fraud & cyber capabilities in choosing where to bank



To what extent do you agree/disagree with the following statement: A bank's fraud and cyber protection capabilities are an important consideration for me when choosing where to bank.

59%

are concerned that the proliferation of AI will increase the frequency of scam attempts aimed at stealing their money

26%

say they have been the target of attempted bank fraud in the past year

38%

trust AI to accurately detect and prevent fraudulent activities in their bank account



Peter Torrente

KPMG U.S. Banking and Capital Markets Sector Leader

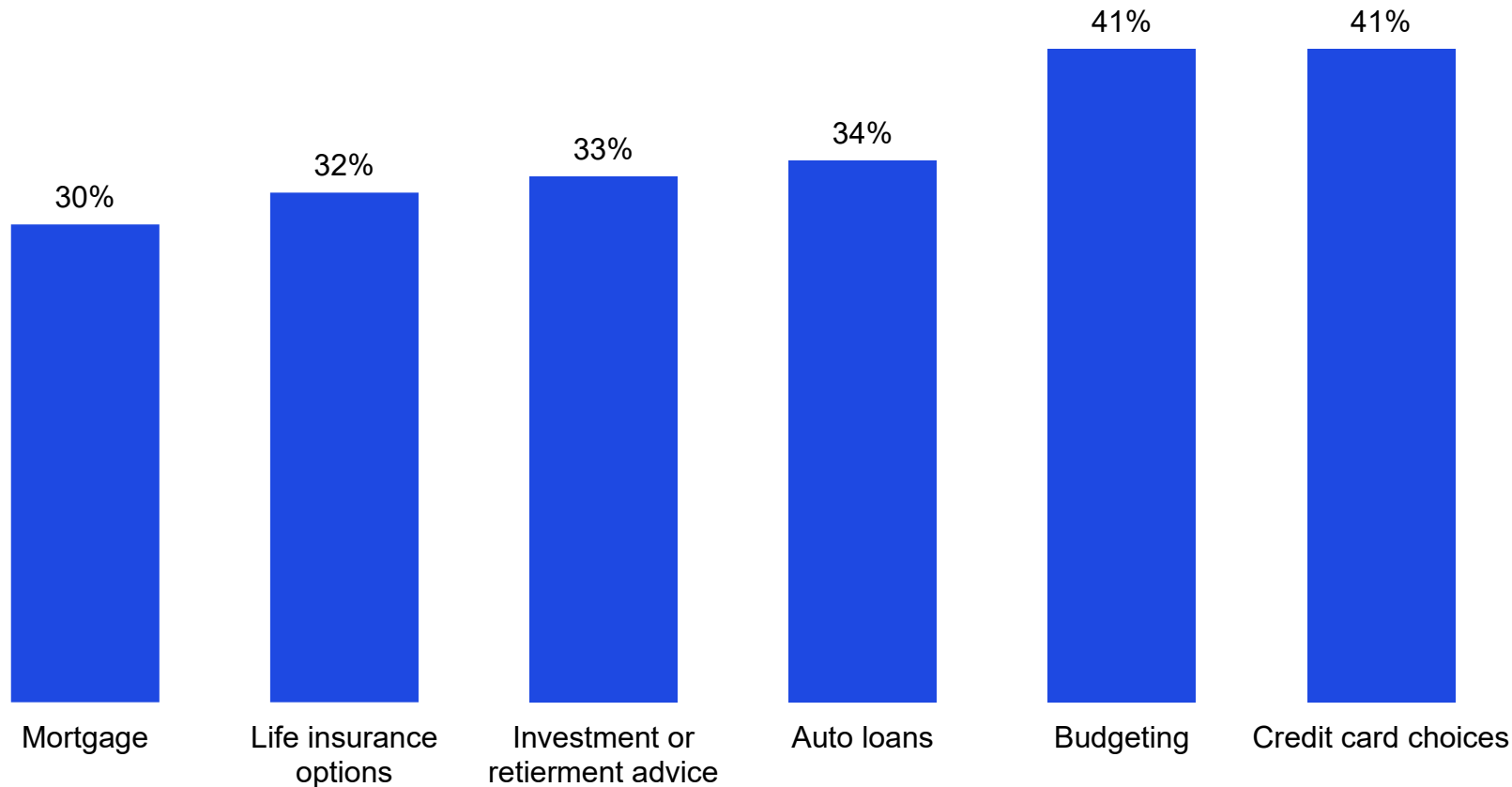
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Consumers are increasingly scrutinizing their financial institution's ability to prevent cybersecurity breaches and fraud in the era of digital banking. Trust remains at the heart of the banking sector and is taking on greater significance as institutions provide more digital banking and AI-powered capabilities.

”

As people continue to use digital banking services, human-in-the-loop remains critical for mortgages, life insurance, and investing

Trust in agentic AI-generated advice (% respondents)



Gen Z and Millennials are more than **twice as likely** to trust agentic AI generated advice for investing and or retirement savings compared to Boomers

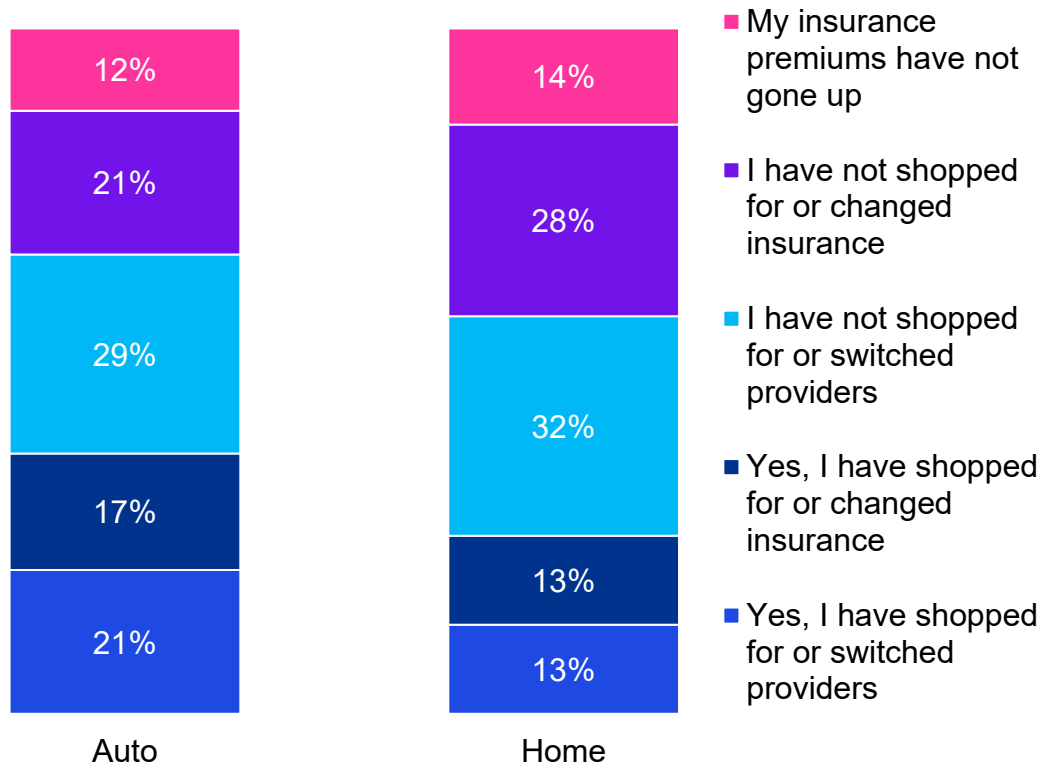
43%

of those making \$75,000-\$99,999 trust agentic AI generated advice when it comes to mortgages, the most of any income group

How much trust do you have in agentic AI -generated advice (ie. advice offered from AI systems with limited human supervision) offered by your bank in each of the following areas:

Amid rising prices, consumers are more likely to switch auto insurance providers than home insurance

Effect of rising premiums on behavior over past two years



\$75K - \$200K

earners are more likely to switch auto insurance than those earning less

\$200K+

earners are also more likely to switch their home insurance providers than those earning less



Scott Shapiro

KPMG U.S. Insurance Sector Leader

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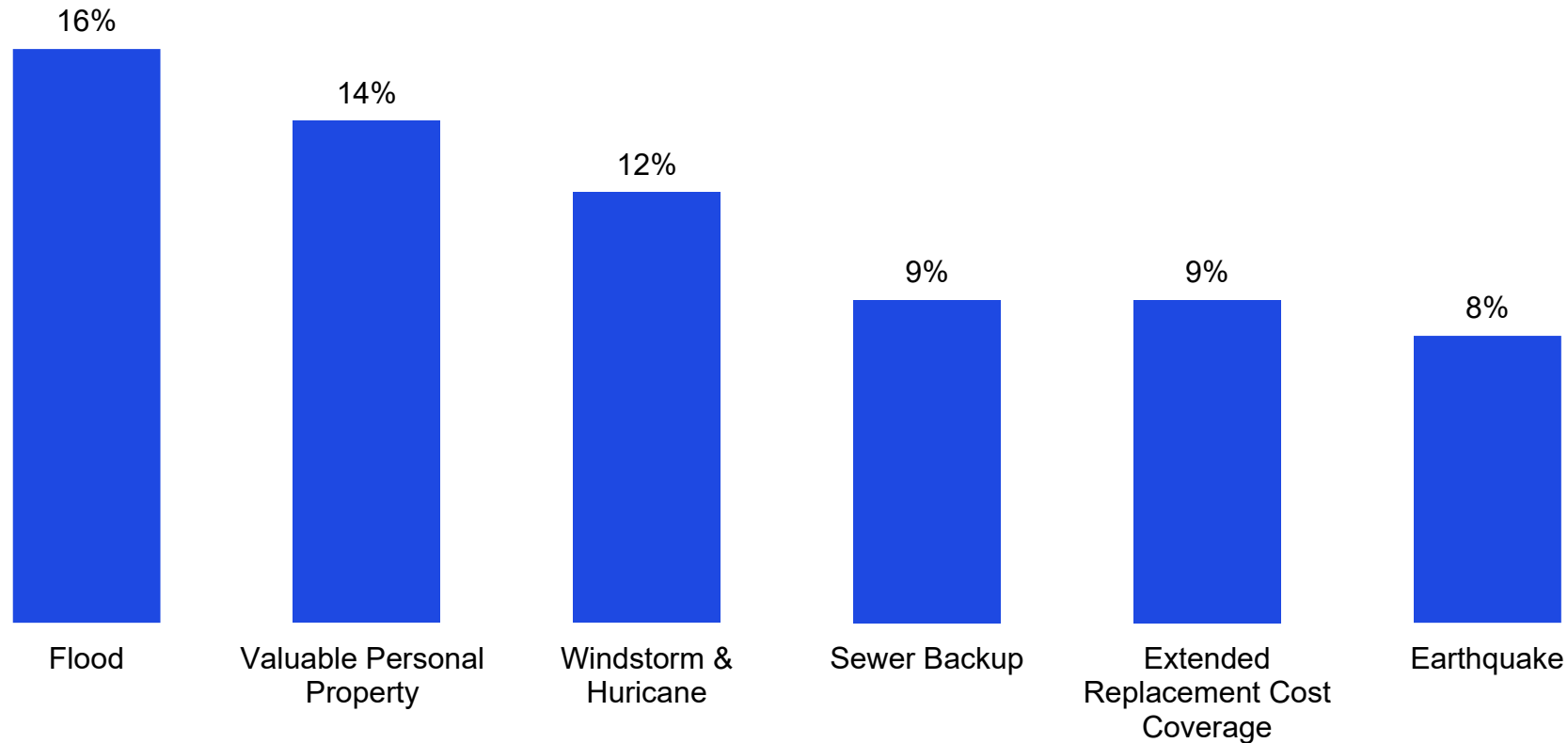
Some consumers are choosing policies with their wallets as insurance costs continue to rise. Insurance companies are grappling with how to reduce churn and increase customer loyalty, while assessing how tariffs might impact prices going forward.

”

Has an increase in insurance premiums for your auto/home led you to shop for different insurance providers or change your insurance coverage in the last 2 years?

Despite concerns about extreme weather impact on insurance costs, few have considered supplemental insurance

Types of supplemental insurance consumers have considered adding to their home insurance



49%

are concerned that extreme weather events will continue to increase their home insurance premiums in the future

16%

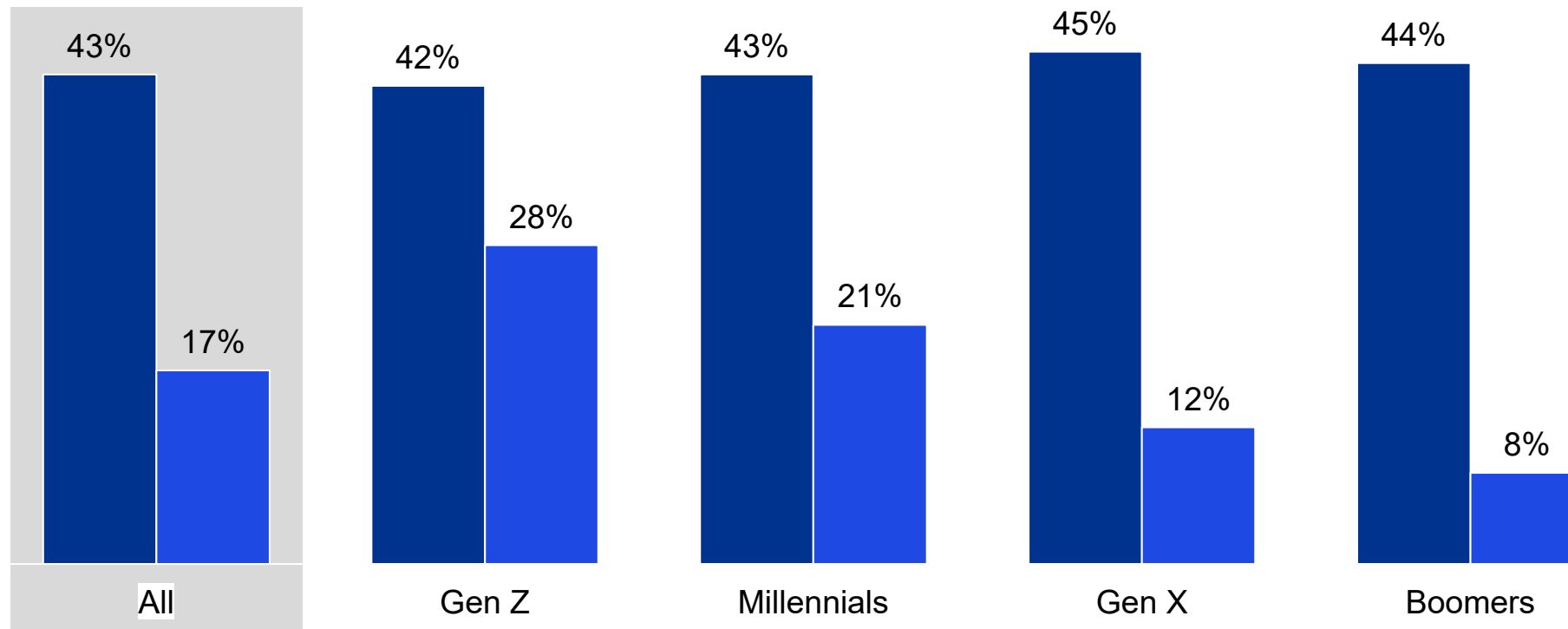
are not aware of supplemental coverage options

8Amount of disposable income you will have (i.e. pay for a vacation, dining out, entertainment, hobbies, etc.) - Please indicate your level of optimism over the next year.

60% of those planning to buy a car adjusting the timing of their purchase to account for tariffs with 43% delaying and 17% speeding up purchases

Of those planning on purchasing a car, the percentage of people who plan to delay or purchase vehicles before any potential price increase

- Delay my purchase decision until I know what impact tariffs may have on vehicle prices
- Will purchase vehicle sooner before any potential price increases

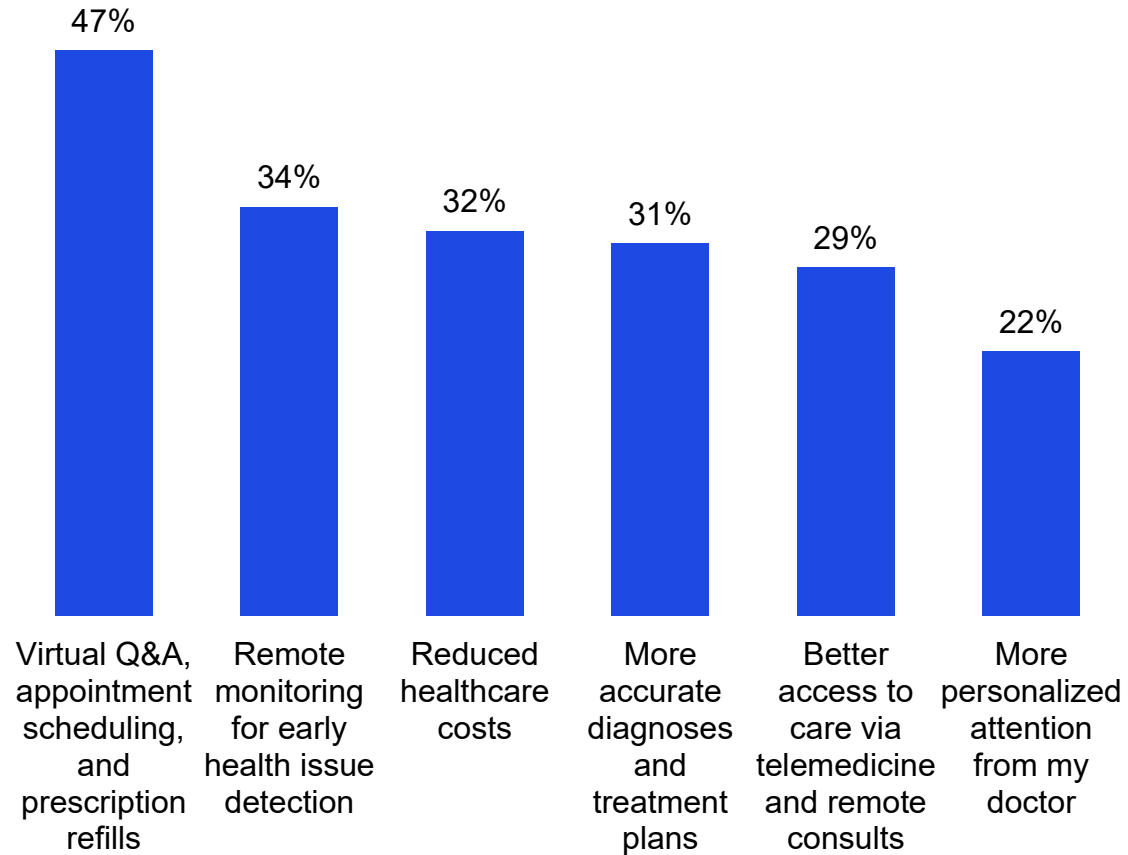


Gen Z and Millennials – while still more likely to delay purchases than speed them up – report a higher likelihood of moving forward purchases than other generations

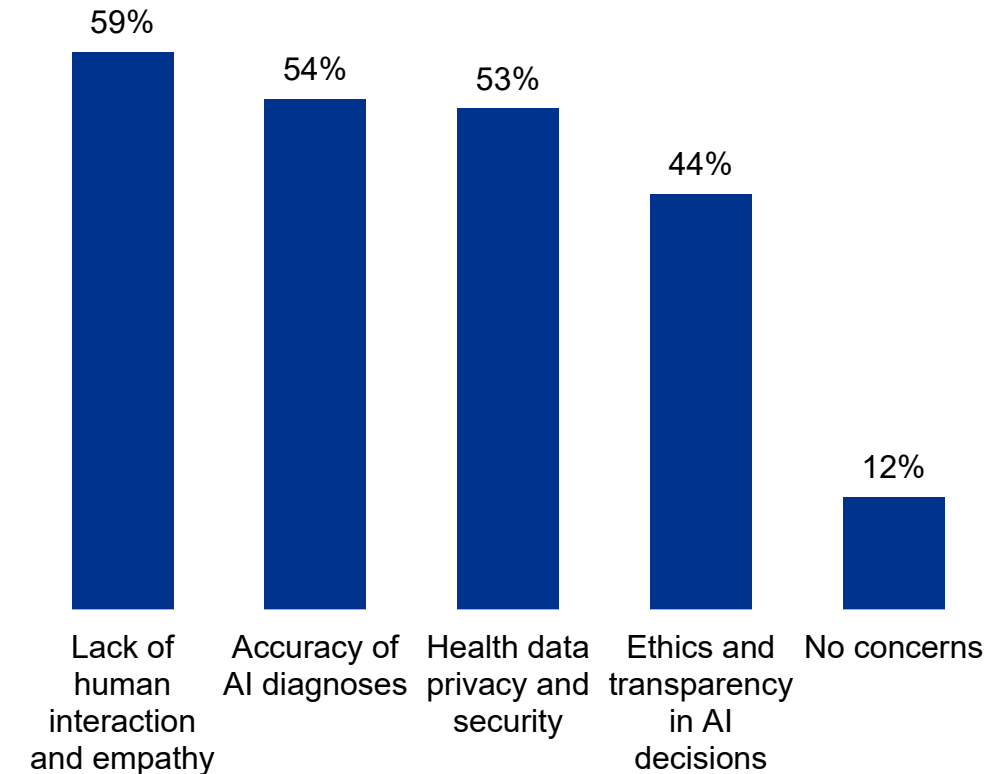
How may new tariffs impact your plans to buy a new or used new vehicle in the U.S.?

In healthcare, people believe GenAI will improve consumer experience, but are wary of less human interaction

Perceived benefits of GenAI usage



Concerns about GenAI usage

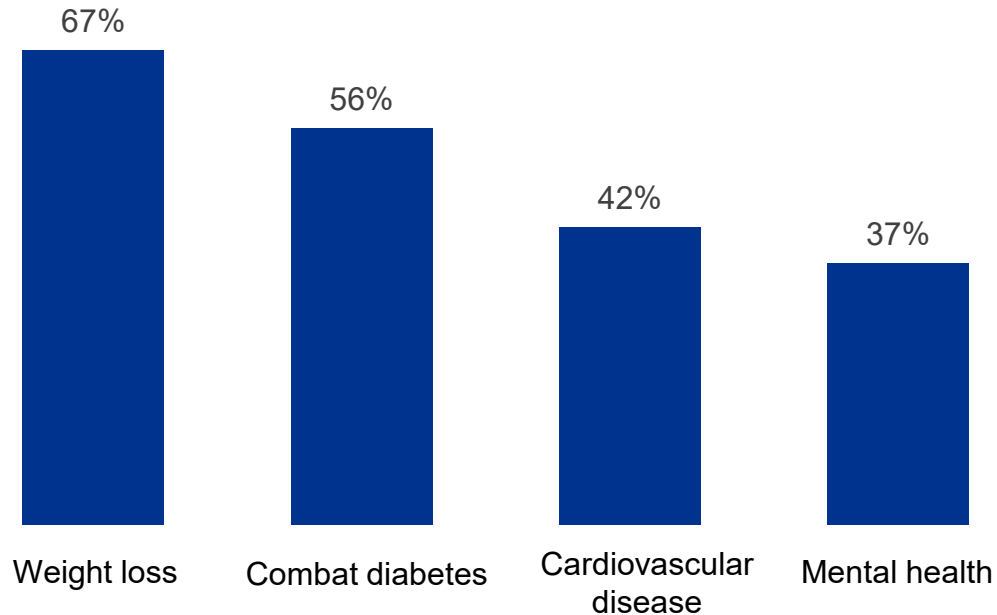


What do you perceive as the potential benefits of using GenAI in healthcare?

What concerns, if any, do you have about the use of GenAI in healthcare?

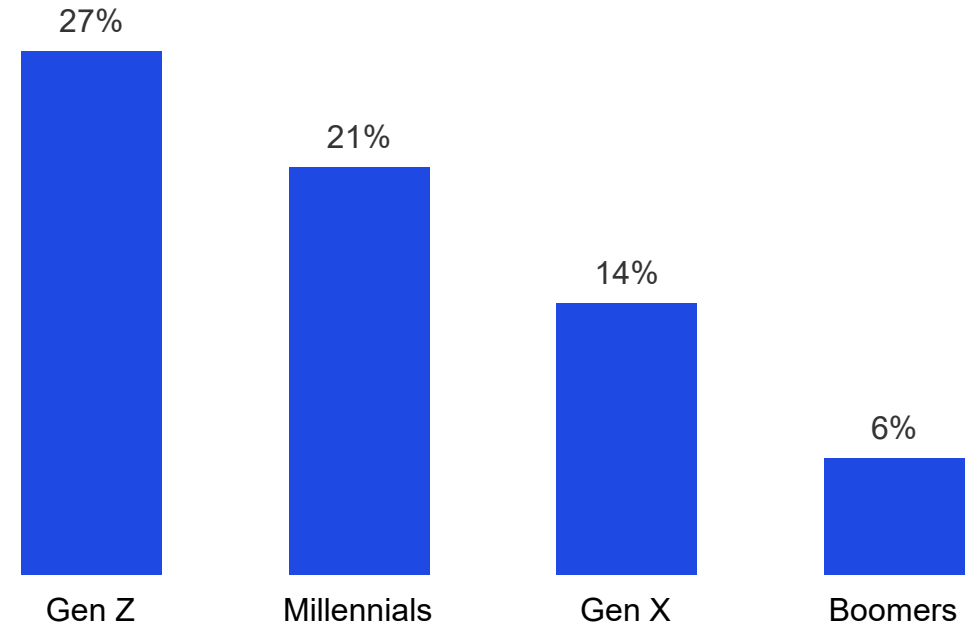
Americans recognize GLP-1 health benefits, but are reluctant to pay out of pocket

Top health benefits of taking GLP-1s



If you were to take GLP-1's (Ozempic/Wegovy etc), which of the following do you perceive to be the main benefit of you taking these drugs?

Willingness to pay higher premiums for GLP-1s by generation



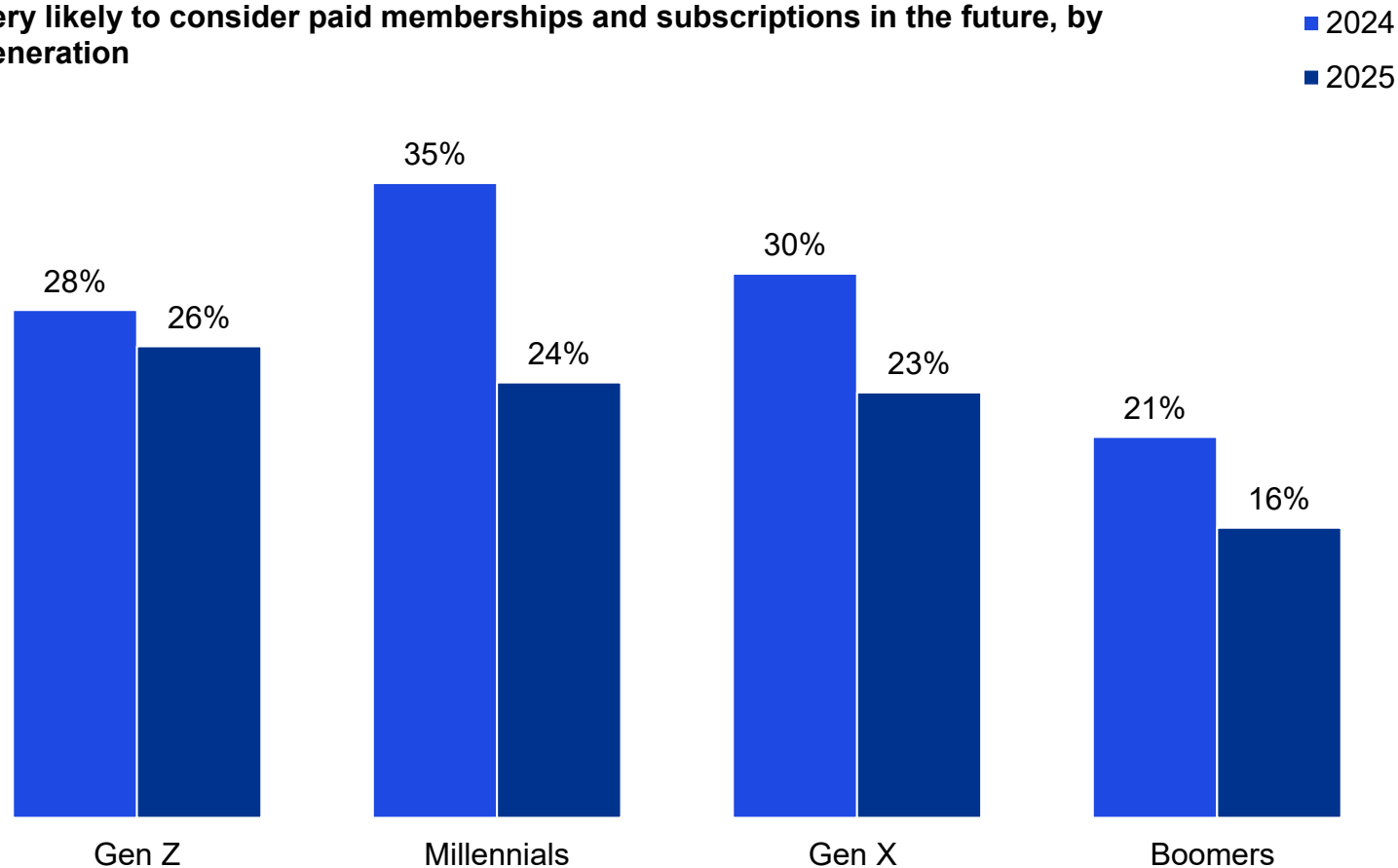
Would you be willing to pay higher health insurance premiums if GLP-1 weight loss drugs (i.e., Ozempic, Wegovy, etc.) were covered?

Very few people across all generations are willing to pay more than

\$100 out of pocket per month for GLP-1s.

Across generations, enthusiasm declining among those very likely to consider paid memberships and subscription services

Very likely to consider paid memberships and subscriptions in the future, by generation



How likely are you to consider a paid membership (access to exclusive benefits/rewards such as credit card membership rewards) or a subscription service (access to exclusive products/services such as Amazon Prime) in the future?



Duleep Rodrigo

KPMG U.S. Consumer and Retail Sector Leader

“

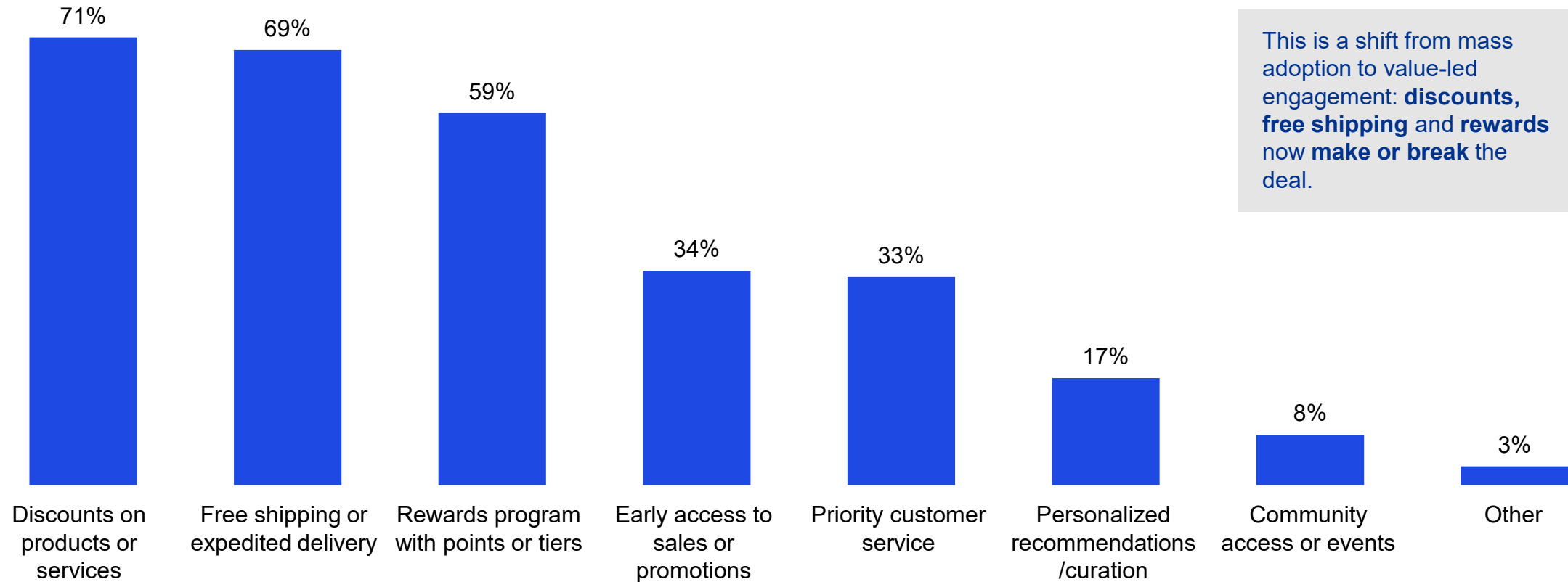
Americans are sending a clear message to consumer and retail companies when it comes to paid memberships and subscriptions: They are spending smart and cutting down on expenses. Only offerings with true value will get their attention.

”

Consumers demand real ROI — emotional perks don't cut it

Consumers are clear on what makes a subscription worth it: real, tangible benefits. Across income and age, the top drivers of subscription adoption are overwhelmingly financial.

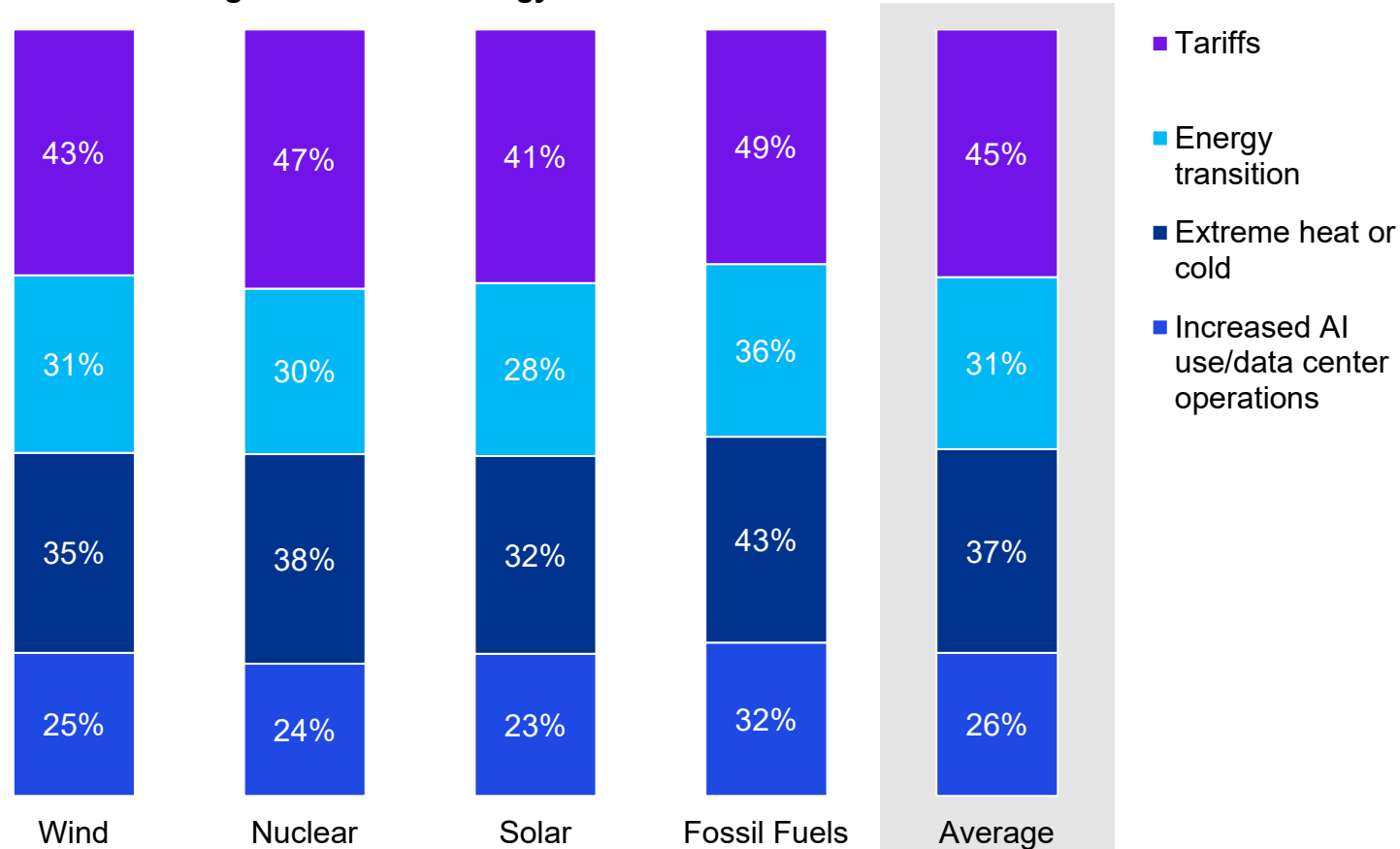
Benefits consumers find most appealing



What type of benefits would make a paid membership or a subscription service more appealing to you?

More than energy transition, data centers, or extreme weather, consumers see tariffs increasing costs the most across energy sources

Factors increasing costs across energy sources



What do you believe the impact of (...) is doing to your (nuclear, solar, wind, or fossil fuel) costs long term?



Angie Gildea
KPMG U.S. Energy Sector Leader

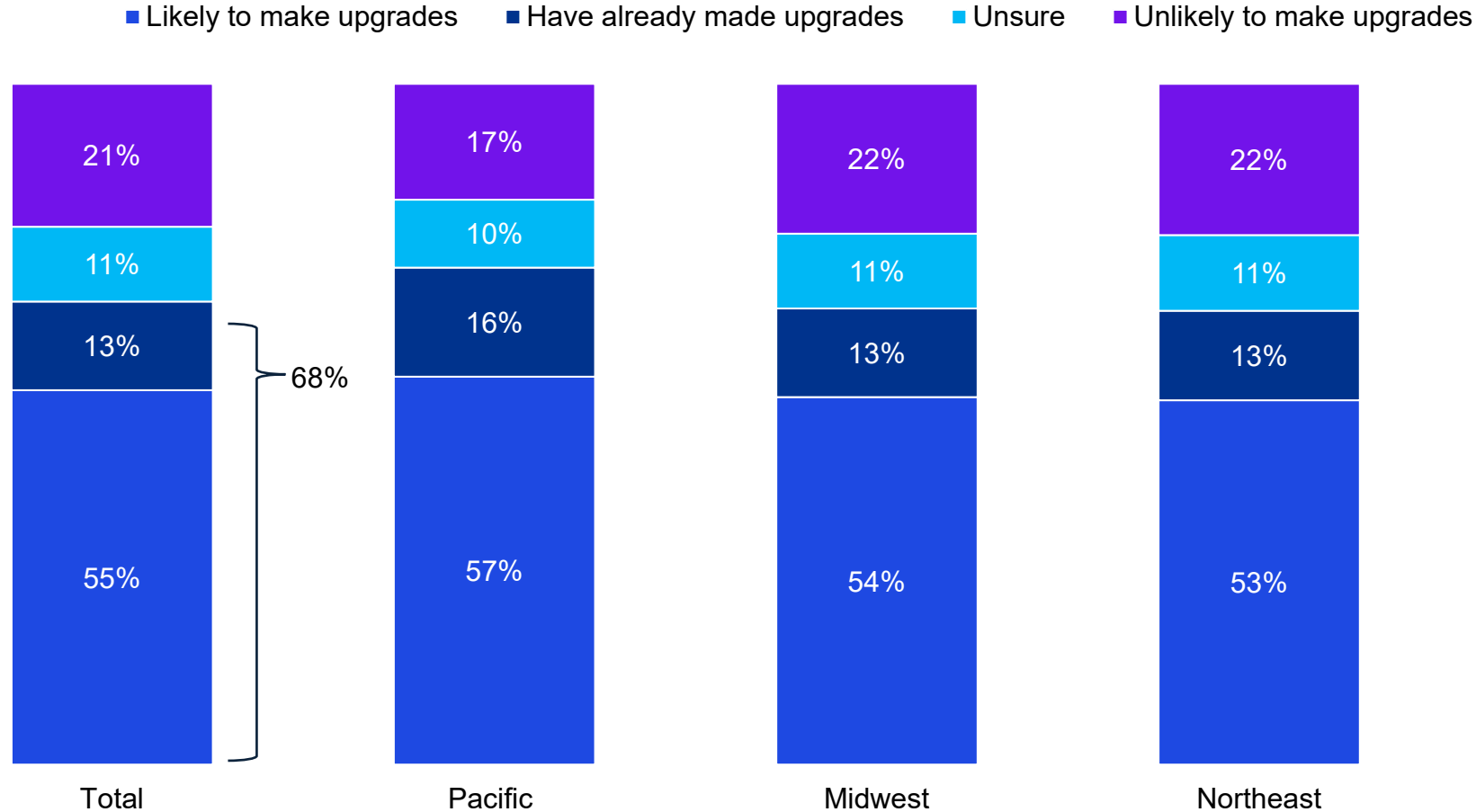
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Tariffs can reshape energy markets in complex and sometimes counterintuitive ways. Their impact on energy prices depends entirely on their scope and intensity. Broad, deep tariffs that hamper global economic growth can depress demand for oil and gas while making the financing and equipment for solar, wind, and nuclear projects more expensive.

”

Energy-efficient home upgrades a priority across all regions

Energy-efficient home upgrade adoptions in next two years



As states incentivize energy-efficient upgrades differently,

68%

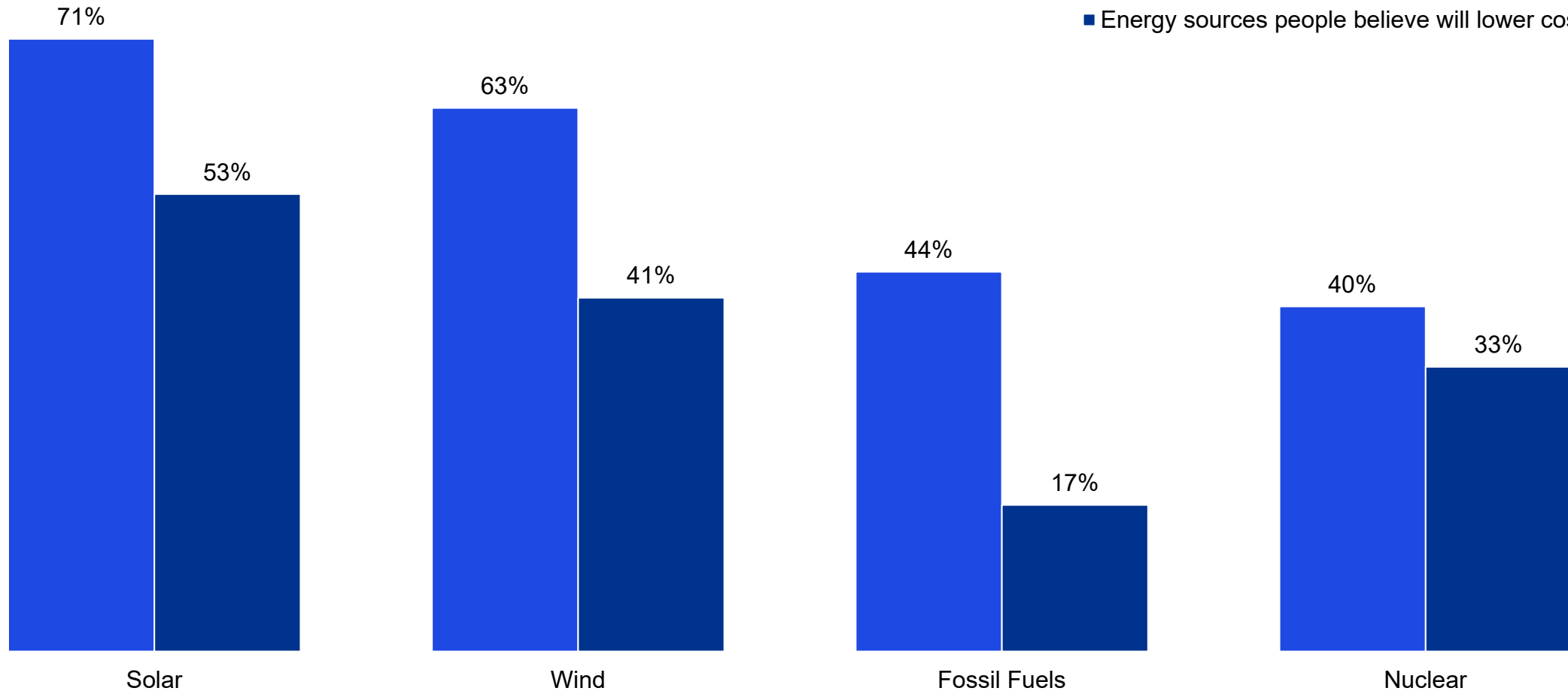
of Americans across regions are likely to or already have made energy-efficient upgrades, with the Pacific (73%) outpacing the rest of the U.S. marginally.

How likely are you to adopt energy-efficient home upgrades (e.g., better insulation, smart thermostats, energy-efficient appliances) in the next two years?

People are most comfortable with solar; nuclear still a laggard

Public Sentiment on Energy: Comfortability vs. Financial Impact

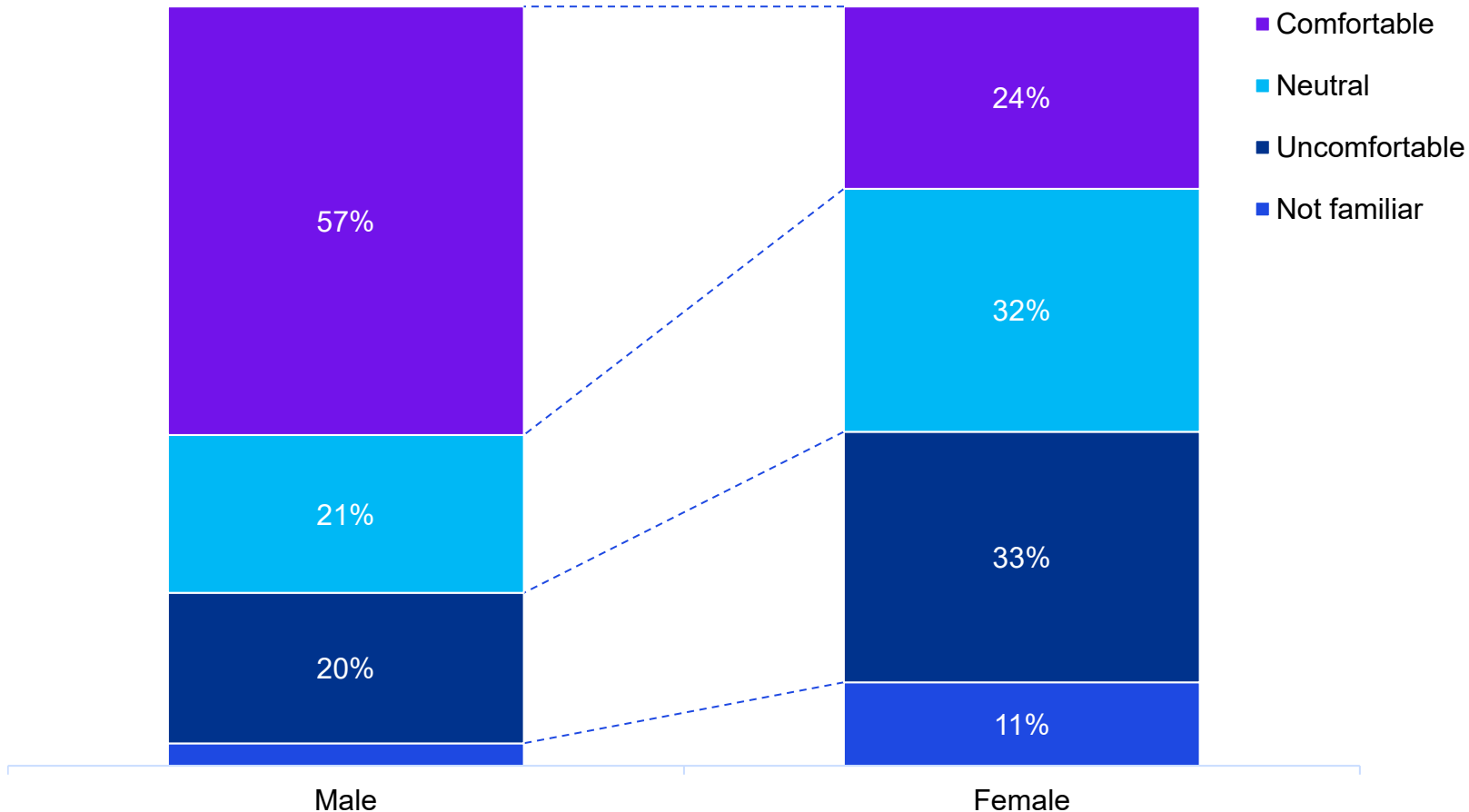
- Energy sources people are most comfortable with
- Energy sources people believe will lower costs



Please indicate your level of comfort with adding (...) for your utility's electricity generation, assuming all costs are equal; What do you believe the impact of adding more (...) does to your energy prices long-term?

All costs equal, men are far more comfortable with nuclear than women

Level of comfort with nuclear energy



Please indicate your level of comfort with each of the following power sources for your utility's electricity generation, assuming all costs are equal.

Women remain unconvinced by nuclear:

<1 in 4

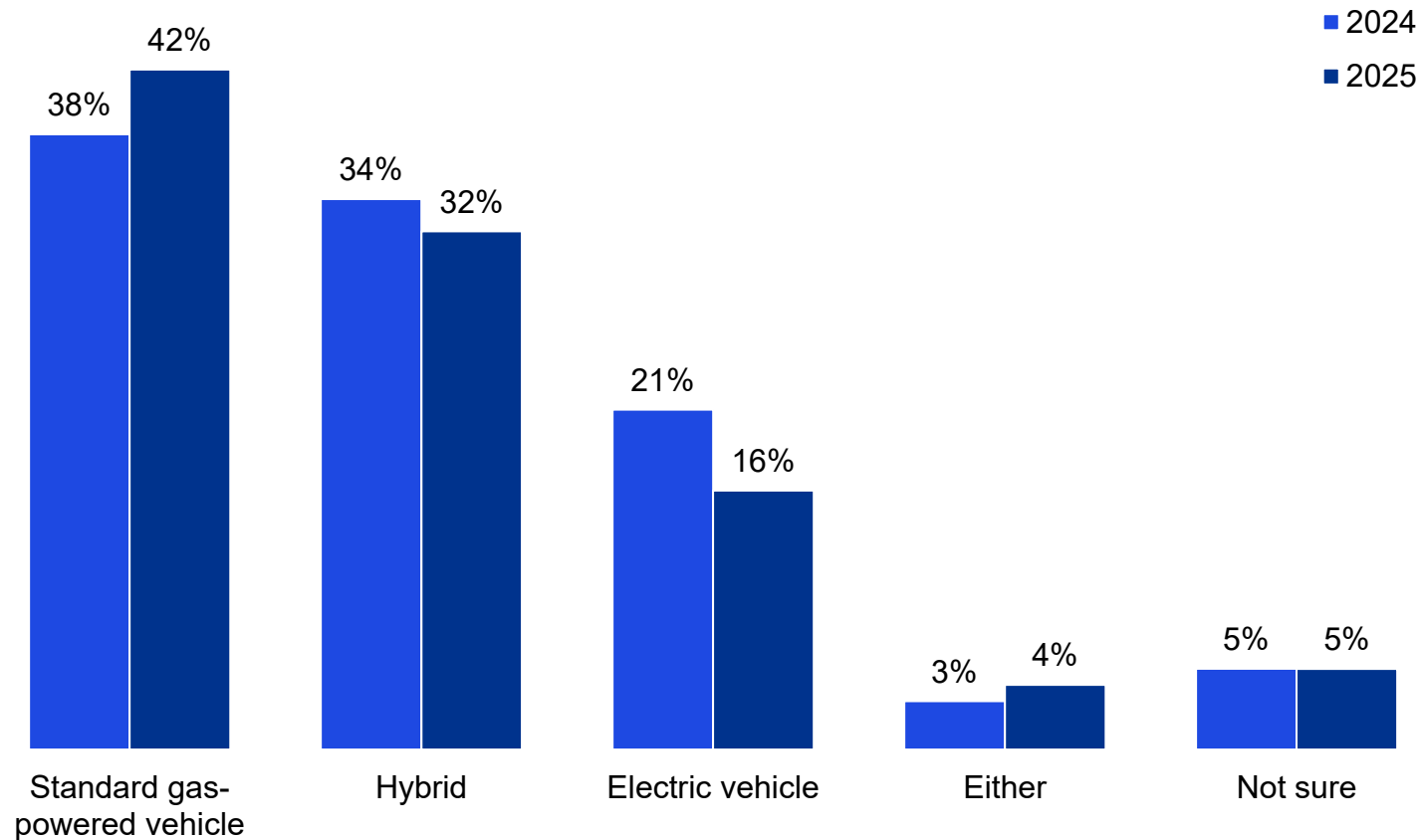
express comfort with nuclear energy, compared to a majority of men

Comfort grows with income: Higher-income individuals are significantly more comfortable with nuclear, reinforcing an economic trust gap

EV enthusiasm stalls as consumers retreat to gas and hybrid

Consumers appear more cautious, favoring flexibility and familiarity in a still-evolving EV landscape.

Purchasing preferences, given all costs and features are equal



If an electric vehicle, standard gas-powered vehicle, and hybrid all cost the same amount and have the same features, which type of vehicle would you prefer to purchase?

Women are

30%

less likely than men to prefer EVs

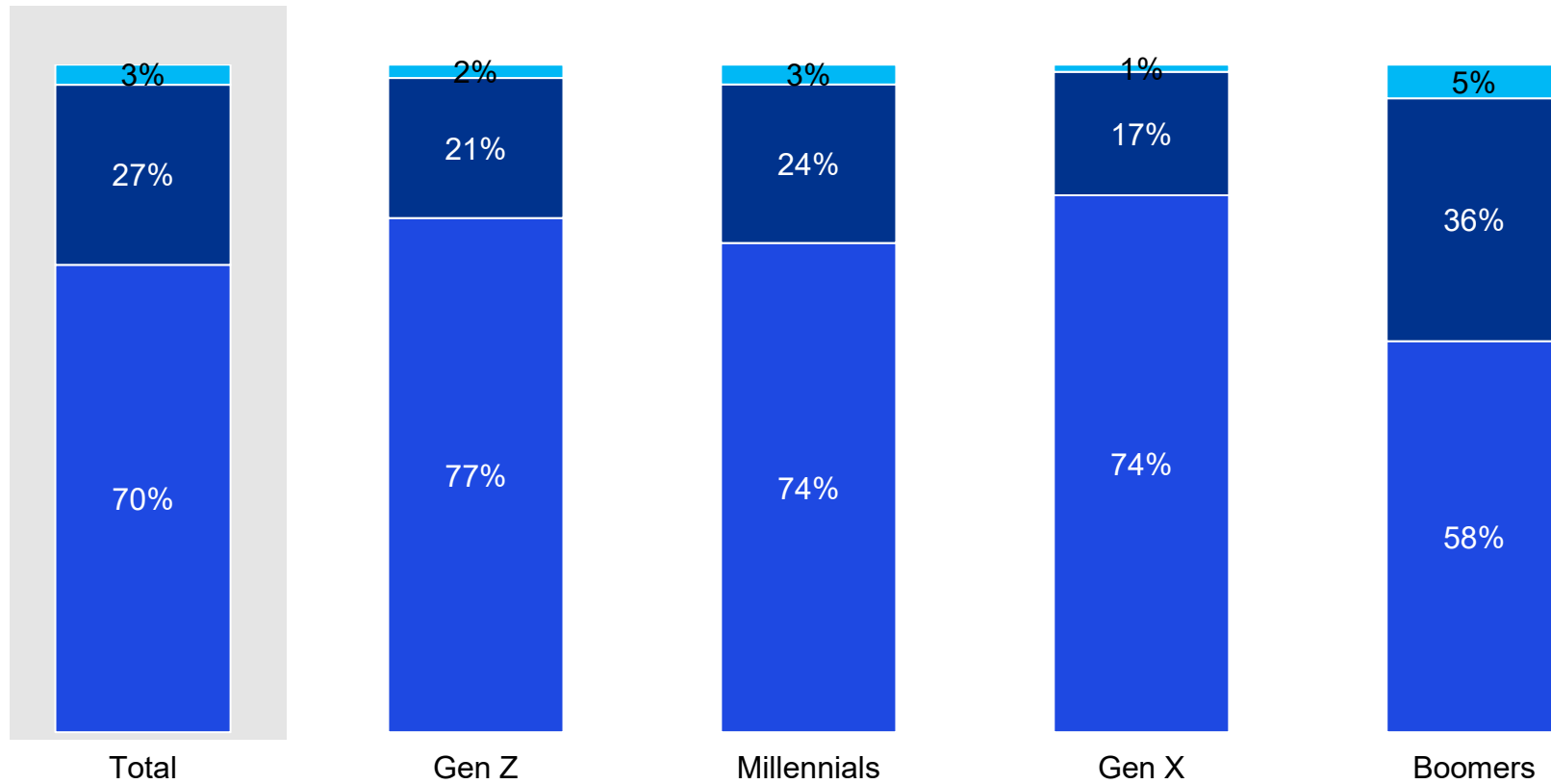
EV preference dropped with declines sharpest among **women and lower-income** groups

Consumers remain cautious, favoring **flexibility** over full electrification

Americans Are Flocking to Ad-Supported Alternatives in the Streaming Wars

Likelihood to use free ad-supported TV services as an alternative to ad-free streaming subscriptions in the next 6 months

■ Already do/Likely ■ Unlikely ■ Unfamiliar



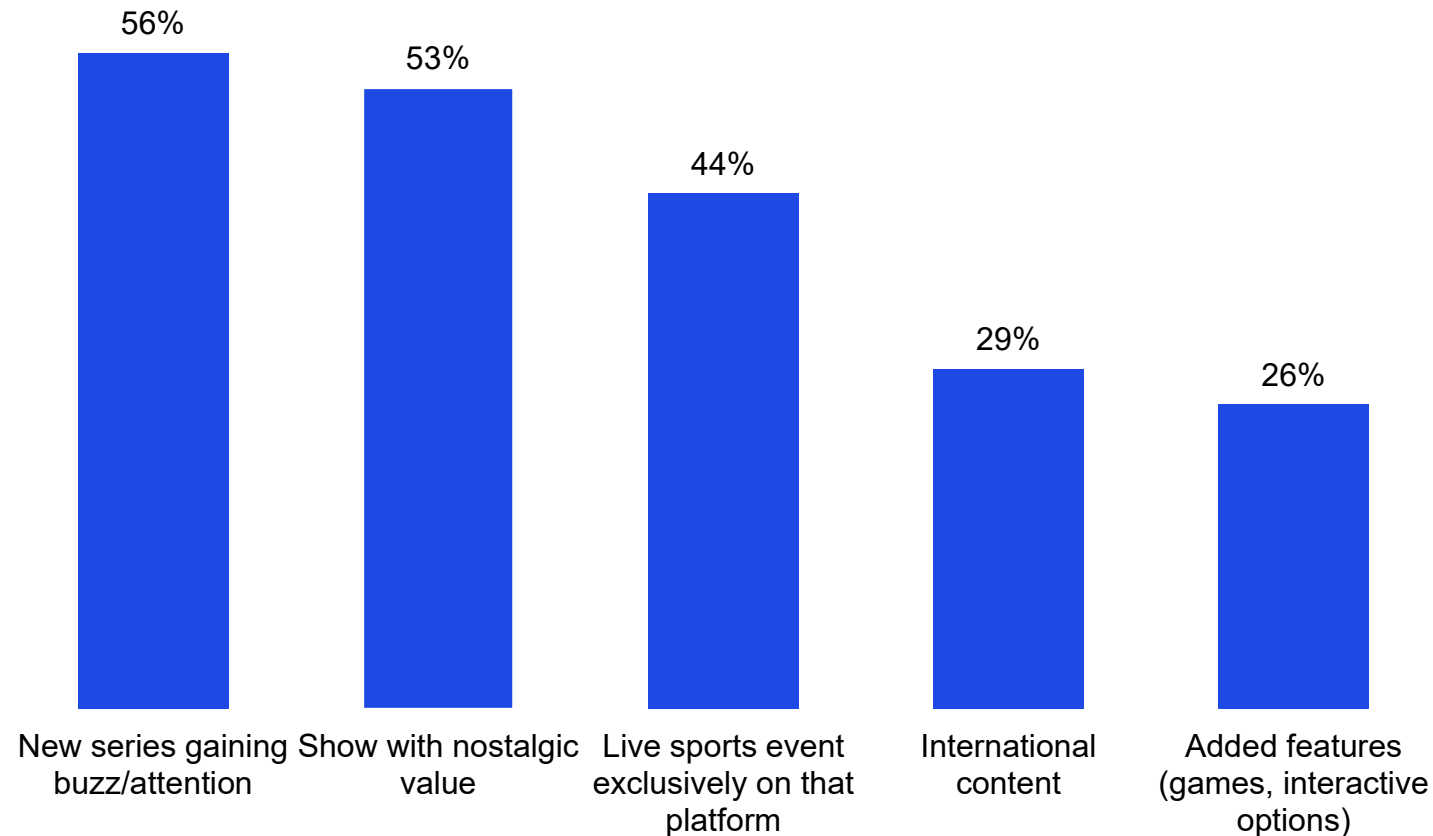
Gen Z and Gen X are leading the charge toward **free ad supported alternatives** to streaming

Gen X leads in utilization (32%) while Gen Z leads in future interest – 26% of Gen Z respondents are “very likely” to use free ad-supported TV services in the next 6 months.

How likely are you to use (...) as an alternative to ad-free streaming subscriptions (Netflix, Hulu, etc.) in the next 6 months?

Consumers willing to splurge on buzzy series, nostalgia evoking content and sports

Factors impacting subscription to a streaming service



How does each of the following impact your decision to subscribe or re-subscribe to a streaming service?



Frank Albarella

KPMG U.S. Media & Telecom Leader

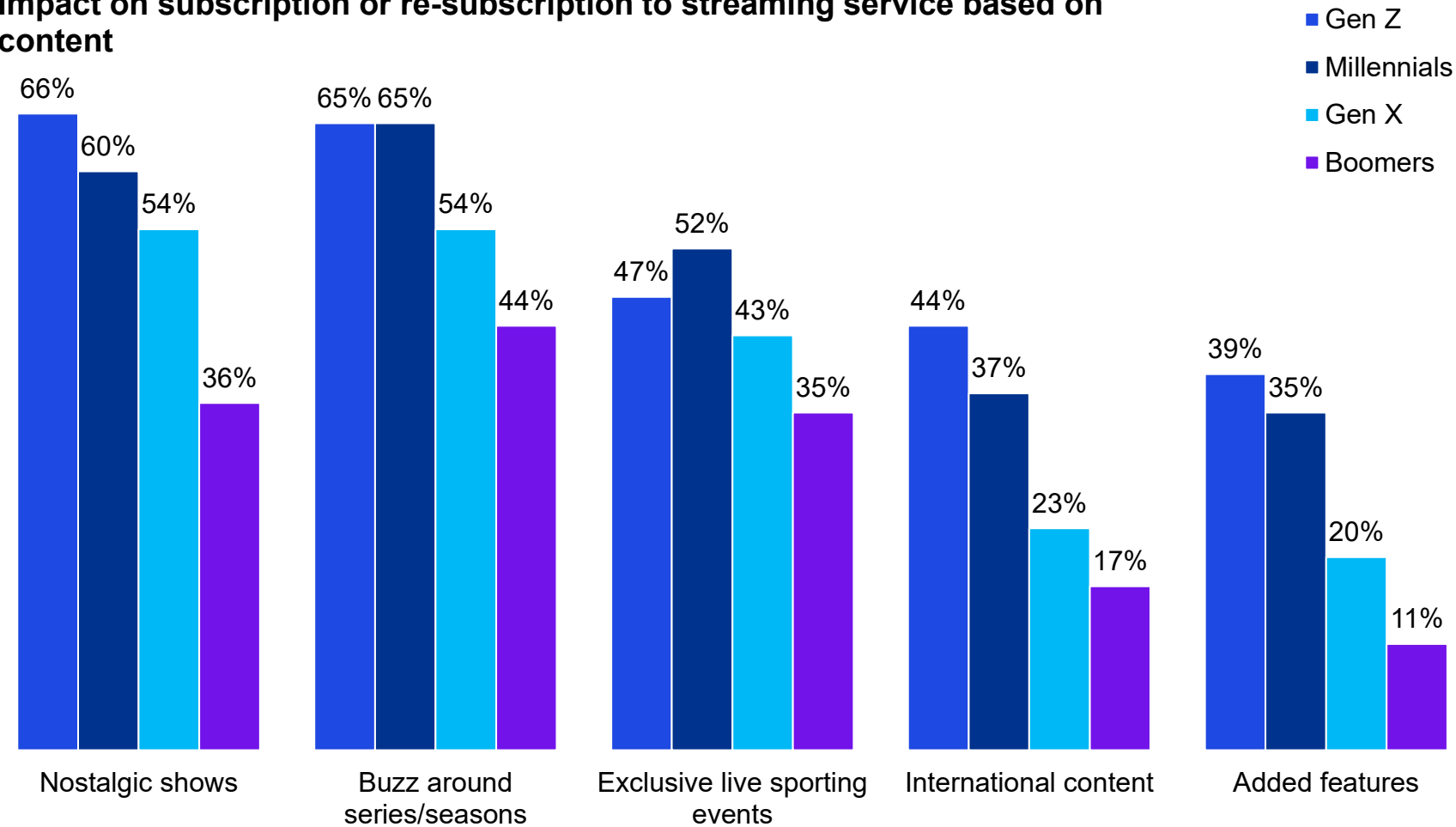
“

Consumer spending in media follows a clear pattern: minimize costs through ad-supported options for everyday content, and splurge on the high-value categories – predominately buzzy series, shows that evoke a sense of nostalgia and live sports.

”

Gen Z, Millennials drive demand for trending and nostalgic content

Impact on subscription or re-subscription to streaming service based on content



55%

of men (as opposed to 34% of women) indicated that live sports have impacted their decision to subscribe or re-subscribe to a service.

2.5X

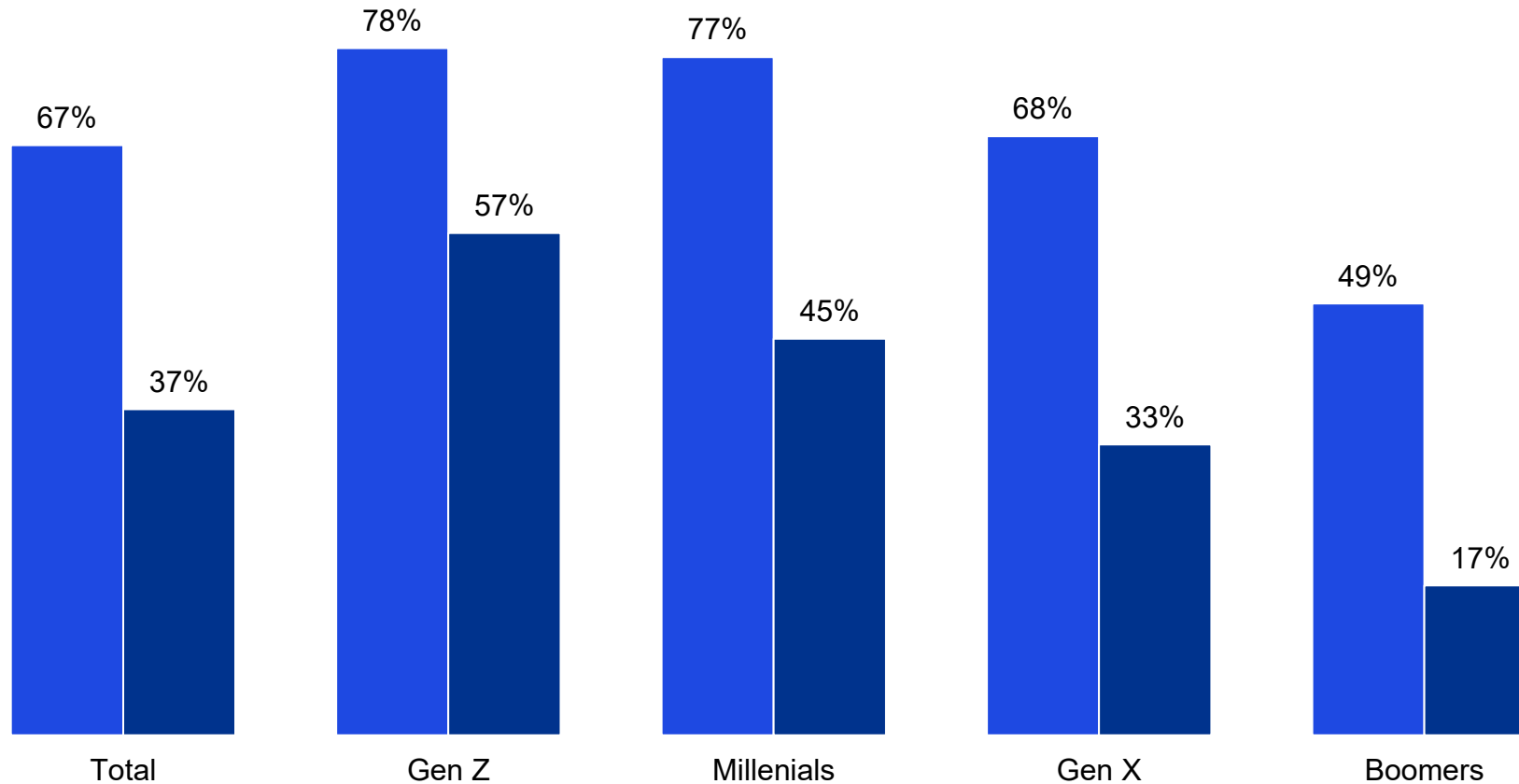
as many Gen Z respondents said international content impacted their subscription or resubscription rate over the past year than Boomers

How does each of the following impact your decision to subscribe or re-subscribe to a streaming service?

Video and music streaming rates fueled by young adults

Subscription rates of video, music/audio streaming in the past year

- Video streaming
- Music/audio



Gen Z leads in all categories including online shopping, fitness programs, software/apps, online learning, and subscription boxes, in addition to video and music/audio streaming.

2.4X

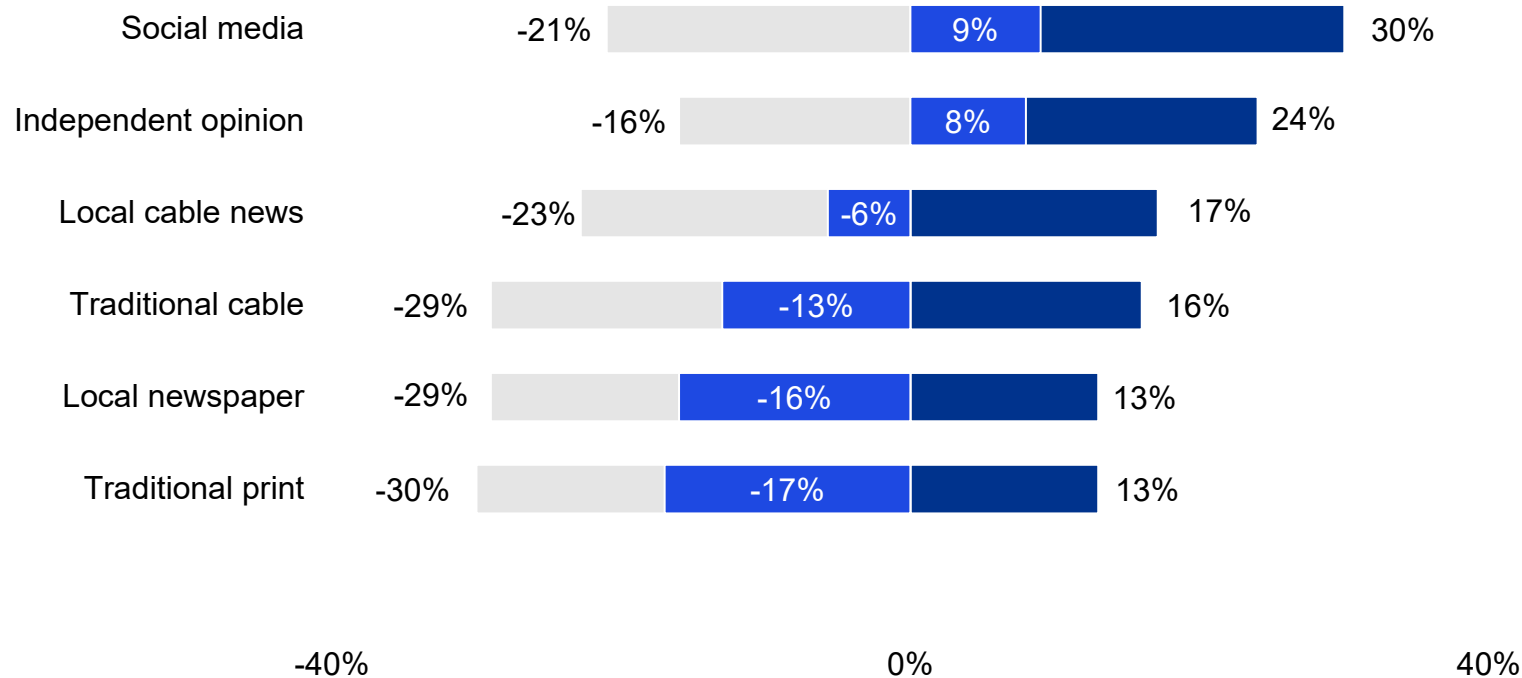
As many Gen Z respondents have subscribed to a music/audio platform over the past year than Boomers

In the past year, have you subscribed to any of the following?

Americans increasingly turning to social and independent opinion media as trusted sources to get news information

Net change (%) in consumption for trusted news information year over year

■ Increased ■ Decreased ■ Net



Scott Purdy

KPMG U.S. Media Industry

Lead, Strategy

“

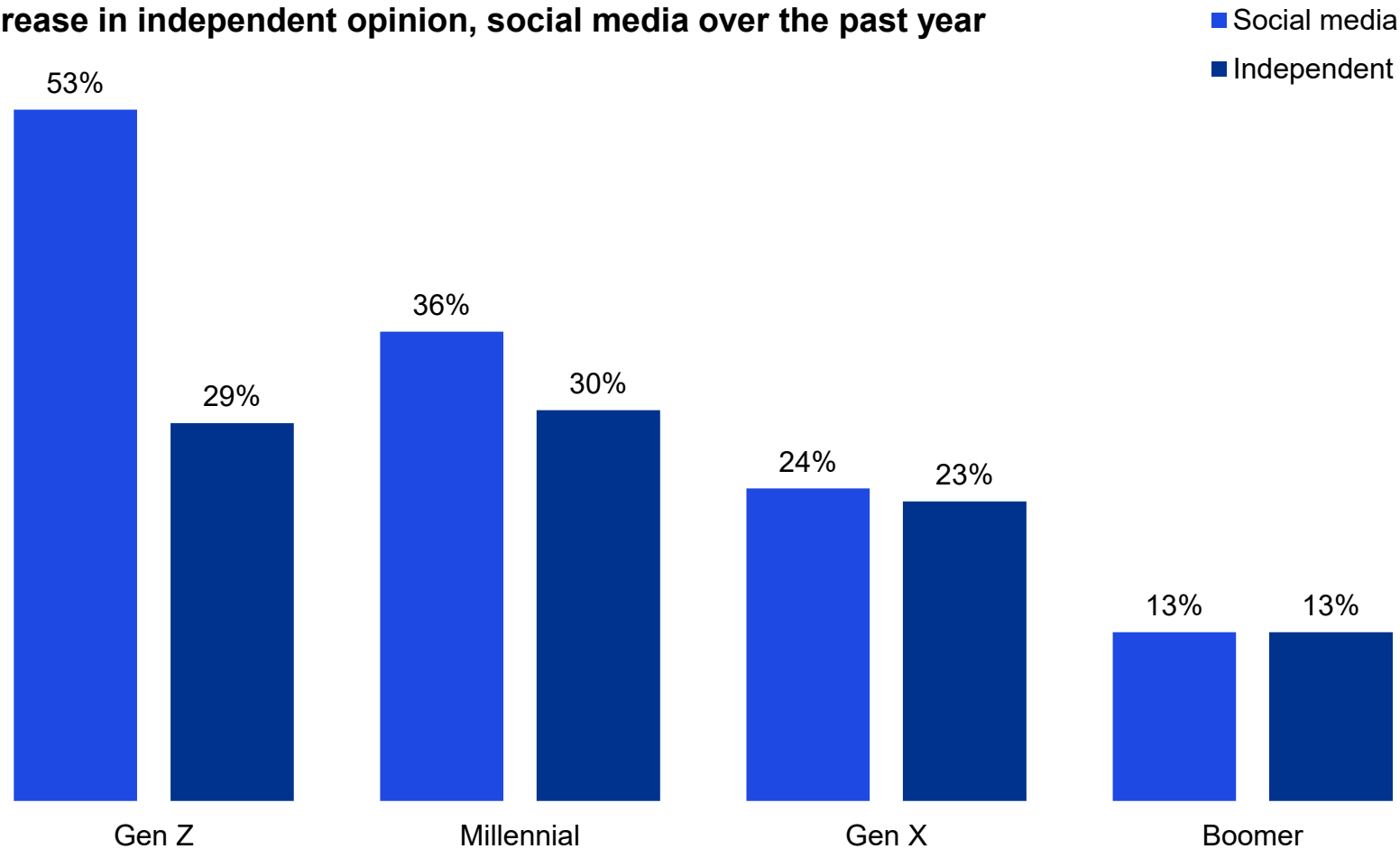
Consumers no longer wait for the news. They get it when they want it, from voices they trust. 'News influencers' found on independent websites and social media platforms are increasingly driving a more personal and immediate approach to how information is delivered."

”

When thinking about where you go to get trusted news information, how has your consumption of X changed in the past year?

Gen Z, Millennials turn to social media, independent news

Increase in independent opinion, social media over the past year



Nearly 1.5X

the number of Gen Z respondents increased their consumption of social media news information this past year compared to Gen X

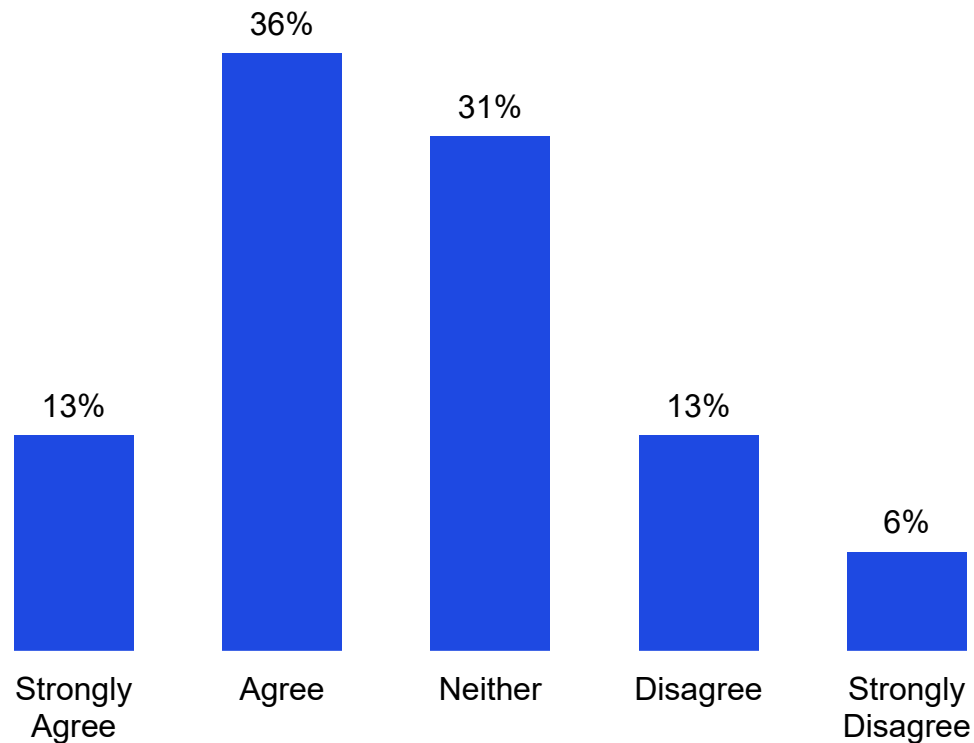
3X

the number of Gen Z respondents increased their consumption of social media news information over the past year, compared to Boomers

When thinking about where you go to get trusted news information, how has your consumption of social media (LinkedIn News, X, TikTok, Bluesky, Threads) and Independent, opinion news (podcasts, Substacks) changed in the past year?

Perception of traditional higher education degree as essential for a well-paying career is waning among Americans

Traditional higher education is no longer essential: statement agreement



To what extent to agree/disagree with the following statement: A traditional higher education degree is no longer essential, as apprenticeships and other technical training programs can provide the skills to secure well paying careers across various industries.

A traditional higher education degree is no longer essential:

57%

of Americans who make \$100-149k annually agree that a higher education degree is no longer essential.

51%

of Millennials agree that a higher education degree is no longer essential, the highest among generations, followed closely by Boomers' 50%.



Andy Gottschalk

KPMG U.S. Line of
Business Leader,
Education

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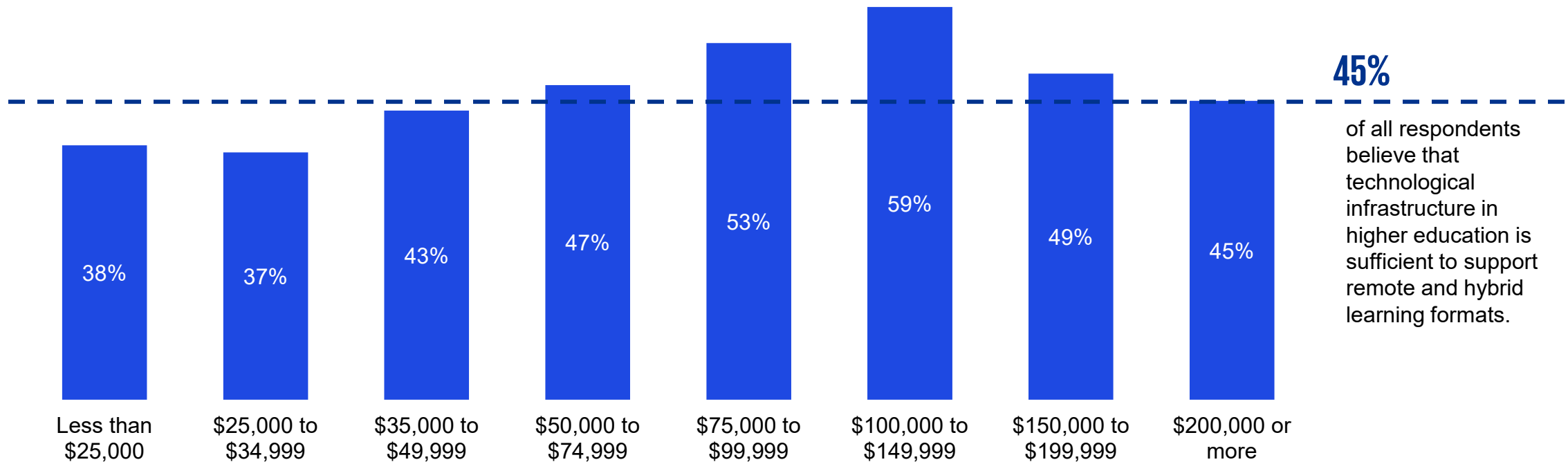
The emergence of technologies such as GenAI are leading Americans to question the future job market, and the skills needed to thrive. Higher education institutions face an urgent need to adapt to meet the evolving expectations of Americans who are keen to ensure their qualifications pave the way to successful careers.

”

Tech infrastructure in higher ed fails to satisfy lower-income Americans

A 22-point confidence gap: lower-income Americans don't trust higher ed tech.

Agreement that tech infrastructure in higher ed is sufficient for remote and hybrid learning, by income level

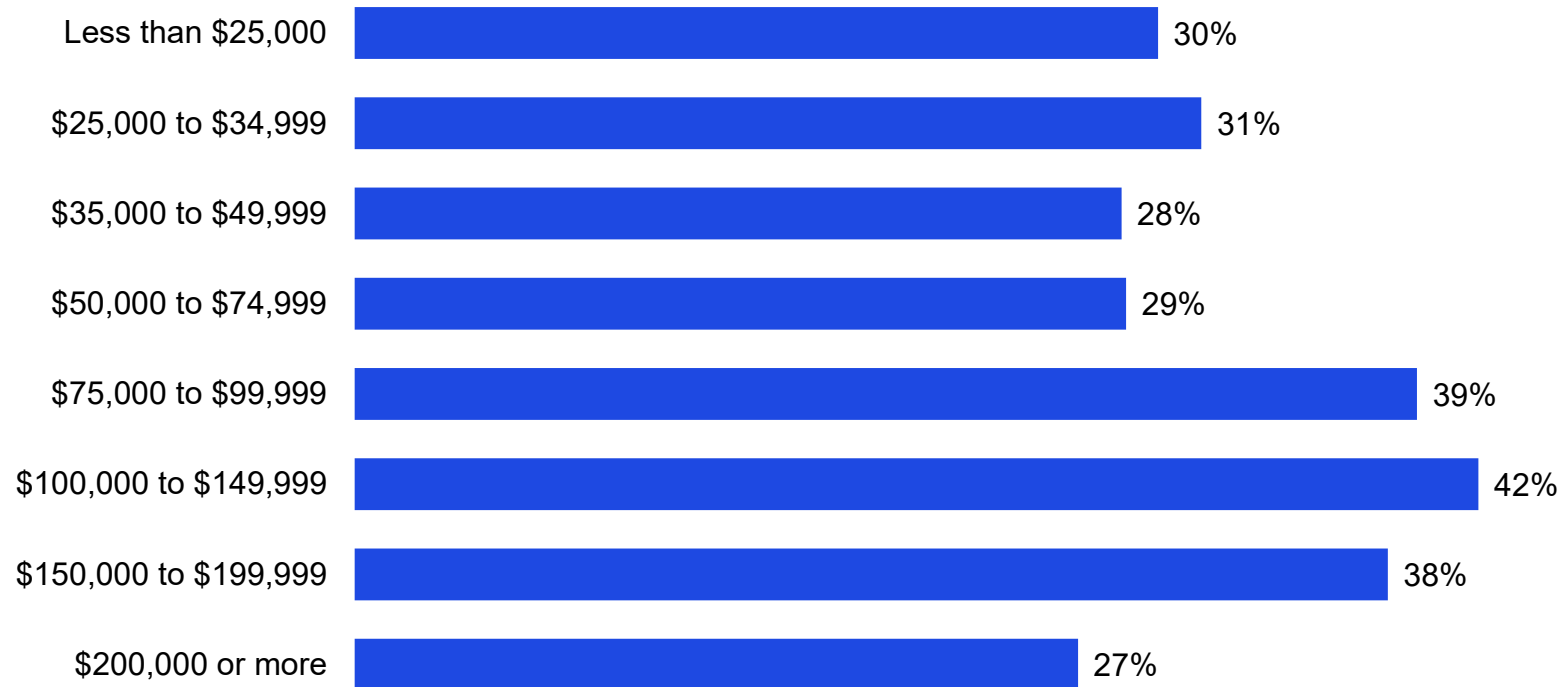


To what extent to agree/disagree with the following statement: The technological infrastructure in higher education is sufficient to support remote and hybrid learning formats.

Mental health support in colleges falls short—especially for low-income students

Only 3 in 10 Americans earning less than \$50K feel that higher education provides adequate mental health support.

Agreement that mental health support in higher ed is sufficient, by income level



36%

of women disagree that mental health support in higher ed is sufficient – the same percentage of men (36%) who believe it is sufficient

42%

of Gen Z – the college-attending generation -- believe mental health support is sufficient. This is a nearly 20 percentage point gap with Boomers (21%).

14

percentage points separate perception gap between higher- and lower-income groups.

To what extent to agree/disagree with the following statement about higher education in the U.S.: Mental health support services for students are adequately provided.

Methodology

About the KPMG American Perspectives Survey

KPMG LLP conducted an online survey of a representative sample of 2,500 U.S. adults, age 18+, similar to the 2020 U.S. Census Bureau demographics. The survey was conducted nationally and in the regional markets from April 3, 2025 to April 23, 2025.



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