

resonate

**HEADING INTO 2023:
WHAT'S / WHAT'S
HOT / NOT**

WAVE³⁴2206A

Survey Says: What's Hot & What's Not

As 2022 winds down, Resonate has insights into what's hot & what's not for consumers right now. Even though inflation still is affecting overall spending patterns, people **are** shopping this holiday season. They also are saving more than they have been for the past few months, and many are resolving to continue to save in 2023. Overall, it seems consumers are feeling better about finances – let's call it cautious optimism for the future. In addition, here's what's hot & what's not from our latest "pulse-of-the-consumer" Wave report:

HOT	NOT
Getting healthy & saving \$\$	Large purchases
Protecting against flu & COVID	Looking for a new job
Access to telehealth	Moving for a new job

Read the report to learn more about where consumer sentiment lies across finances, health, the political climate through November 21, as part of Resonate's ongoing research about how consumers are reacting to recent market events. Resonate clients will find these attributes in the user-friendly Ignite Platform, ready for both analysis and activation. This market research, combined with the full Resonate Elements data set, reveals critical insights on consumer behavior, sentiment, and intent to help your team make the best data-driven decisions.

Better data. Better decisions. Marketing that resonates. That's our goal.

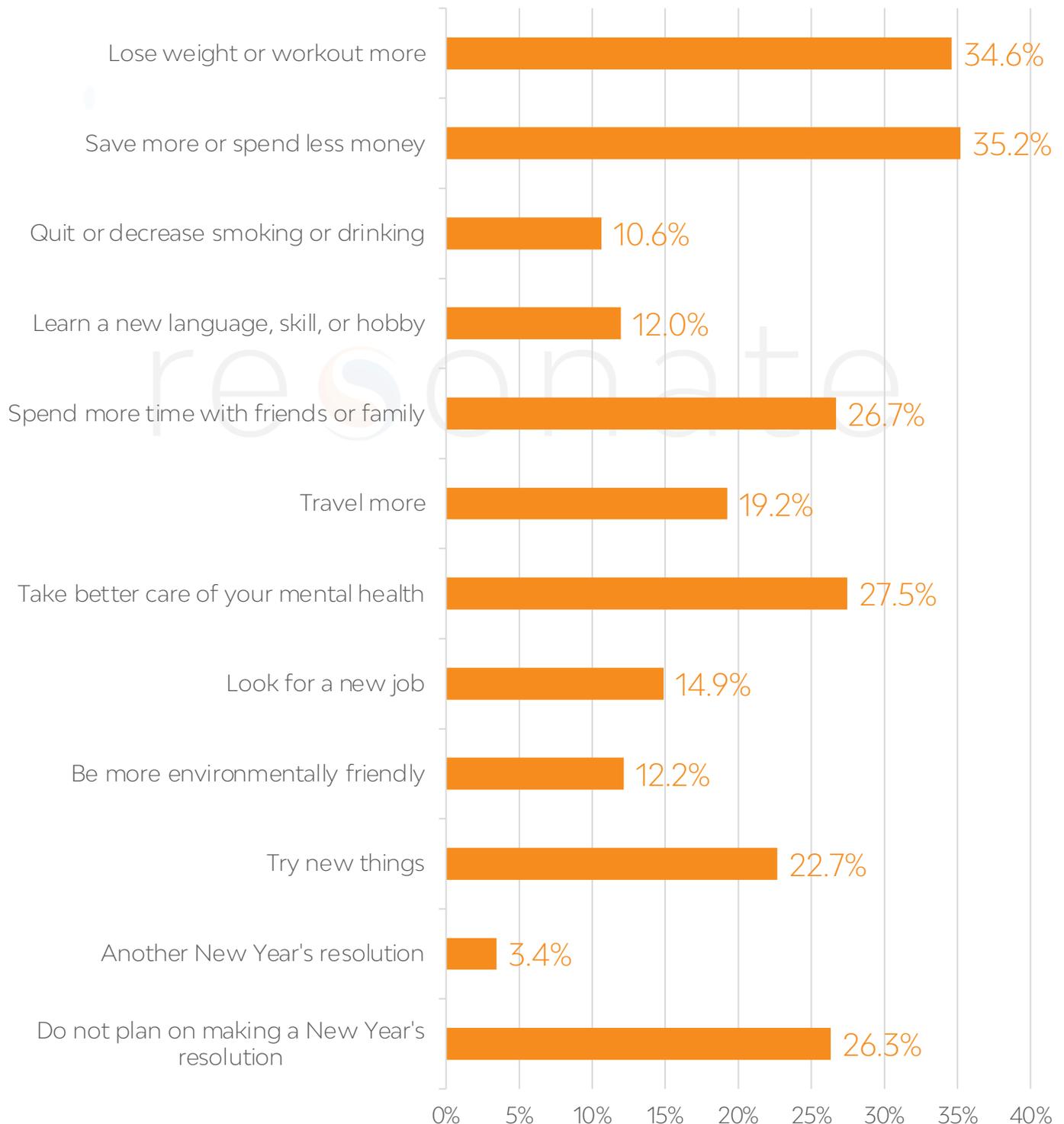




FEATURED INSIGHTS

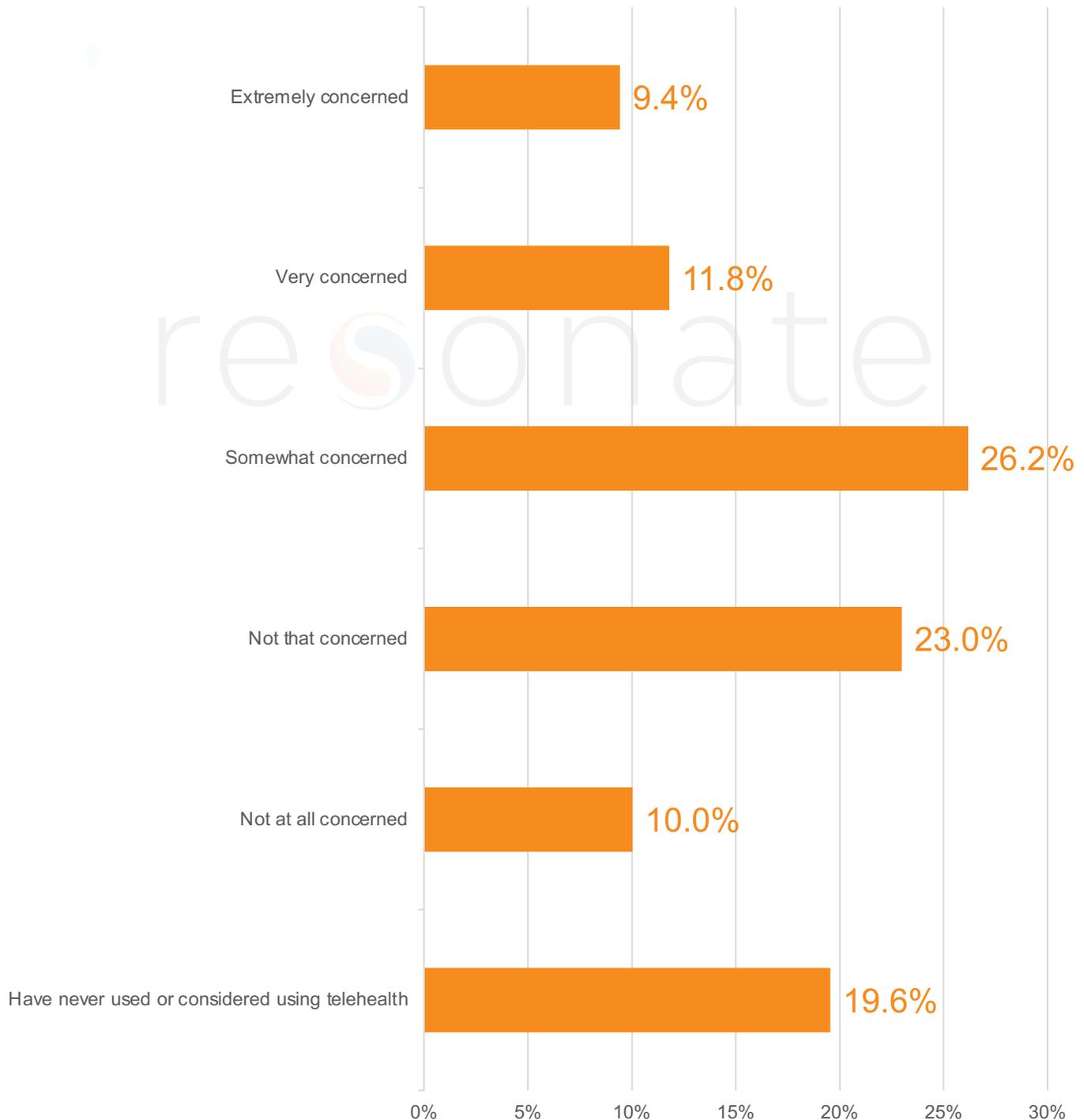
SMARTER SPENDING TOPS NEW YEAR'S RESOLUTIONS

Which of the following New Year's resolutions are you considering, if any, for next year?



NEARLY HALF OF AMERICANS WORRIED ABOUT TELEHEALTH ACCESSIBILITY

How concerned are you about telehealth options becoming more limited due to states rolling back policies that made using telehealth easier during the pandemic?

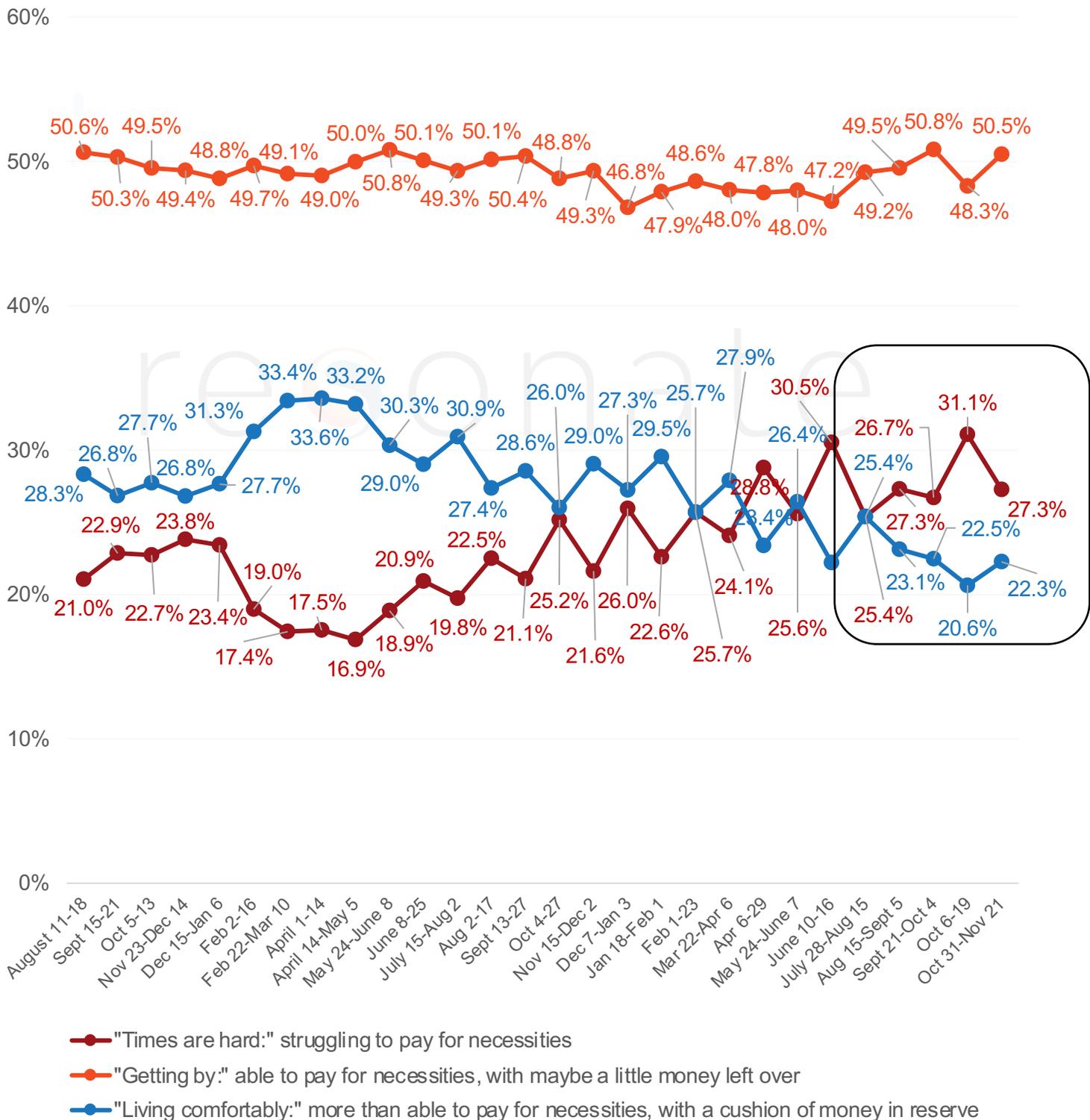




CURRENT FINANCIAL OUTLOOK

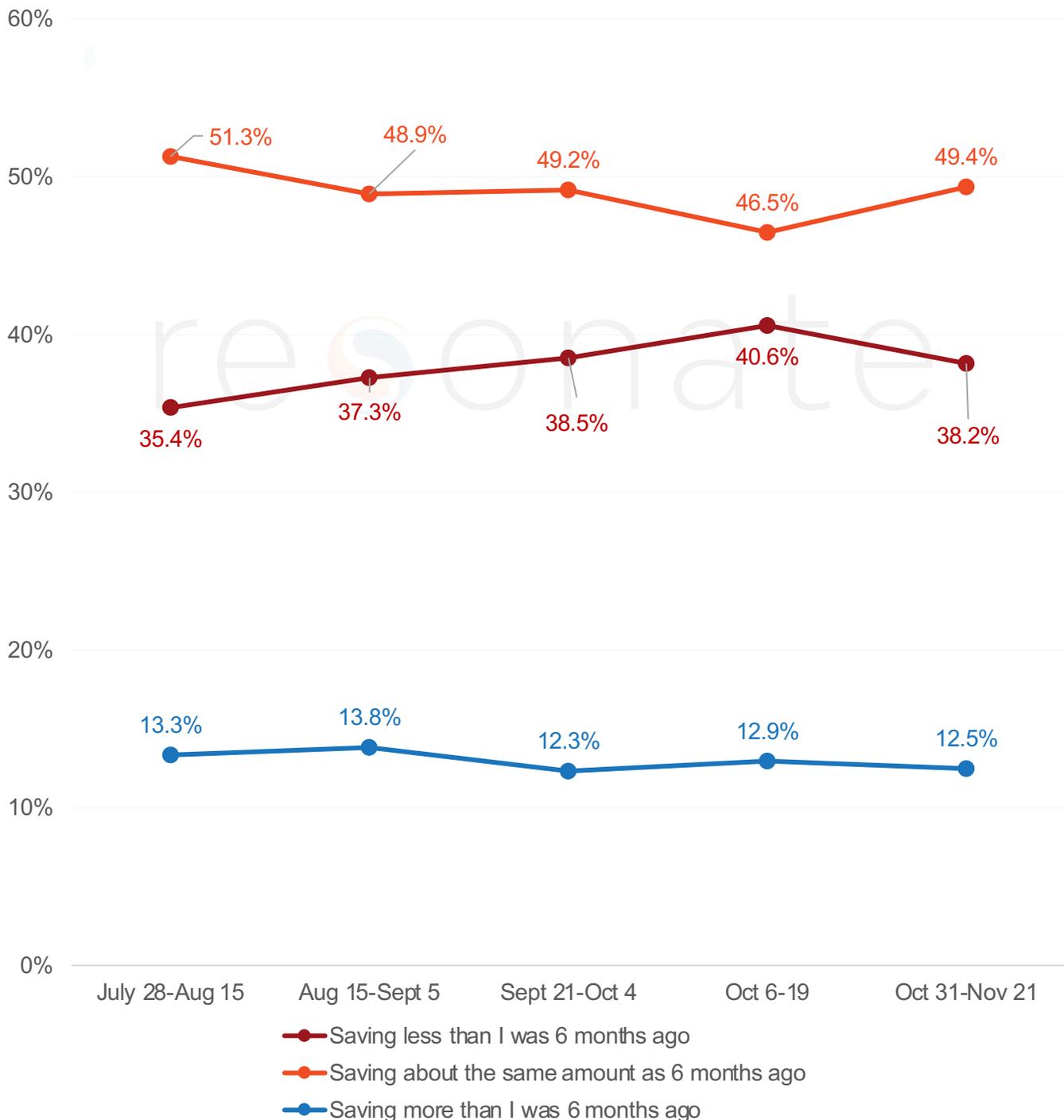
FEWER AMERICANS STRUGGLING FINANCIALLY, BUT HALF REPORT THEY ARE JUST 'GETTING BY'

Which of the following statements best describes your personal financial situation?



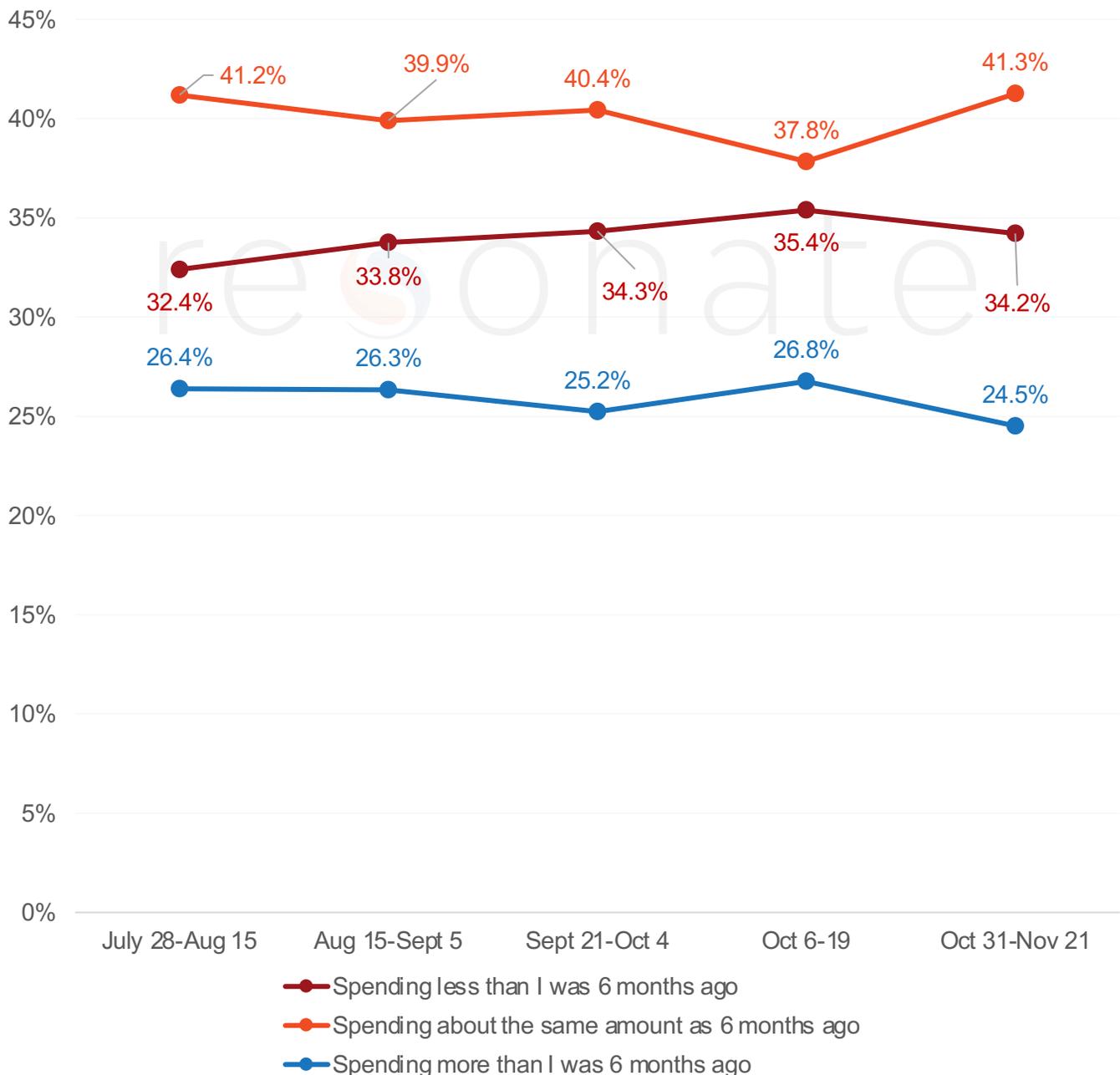
CONSUMER SAVING SLOWLY IMPROVING

No matter where they are putting it – a pension account, an investment fund, or under the mattress – people are saving again. Compared to this time 6 months ago, how have your saving habits changed?



1 IN 4 AMERICANS IS SPENDING MORE COMPARED TO SUMMER MONTHS

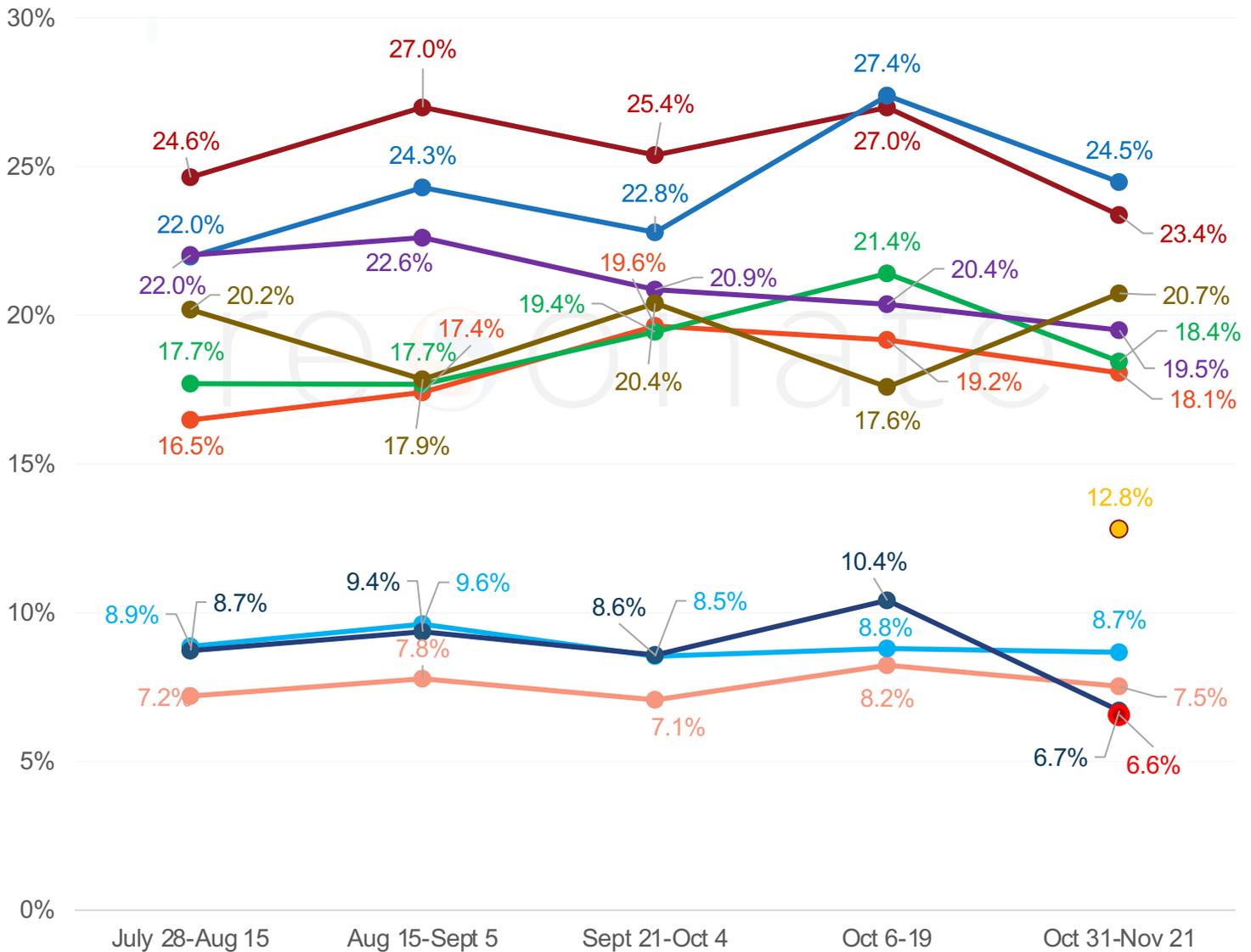
Is it inflation or the holiday spirit? Whatever is influencing Americans, they are spending more than they did this summer. Compared to 6 months ago, how have your spending habits changed?



TRAVEL, MAJOR PURCHASES RESUME EVEN AS INFLATION TRENDS CONTINUE

Which of the following actions has your household taken in the last 6 months due to changes in the price of goods/services?

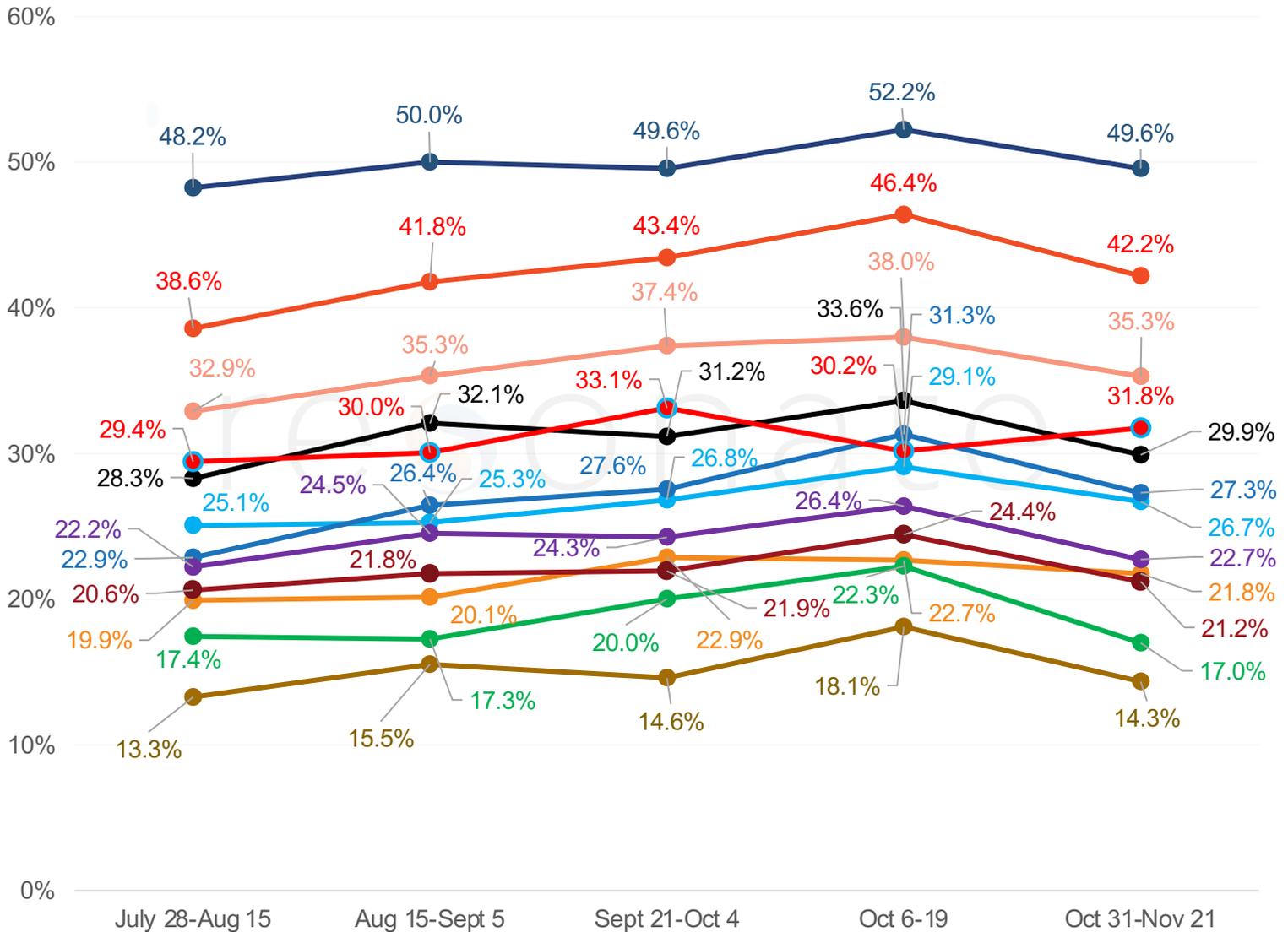
Please select all that apply.



- Postponed/cancelled a planned vacation
- Postponed/cancelled buying a new/used vehicle
- Postponed/cancelled moving to a new residence
- Taken out a loan from a bank to help with expenses
- Have not experienced higher prices
- Stopped taking or lowered dosage of prescription medicine
- Postponed/cancelled a planned major household purchase
- Postponed/cancelled buying a new house, condo, or townhouse
- Postponed/cancelled home improvements
- Other
- Postponed/cancelled appointments with doctors, surgeons or therapists

GOING OUT LESS/SWITCHING BRANDS TOP WAYS OF ADJUSTING TO HIGHER PRICES

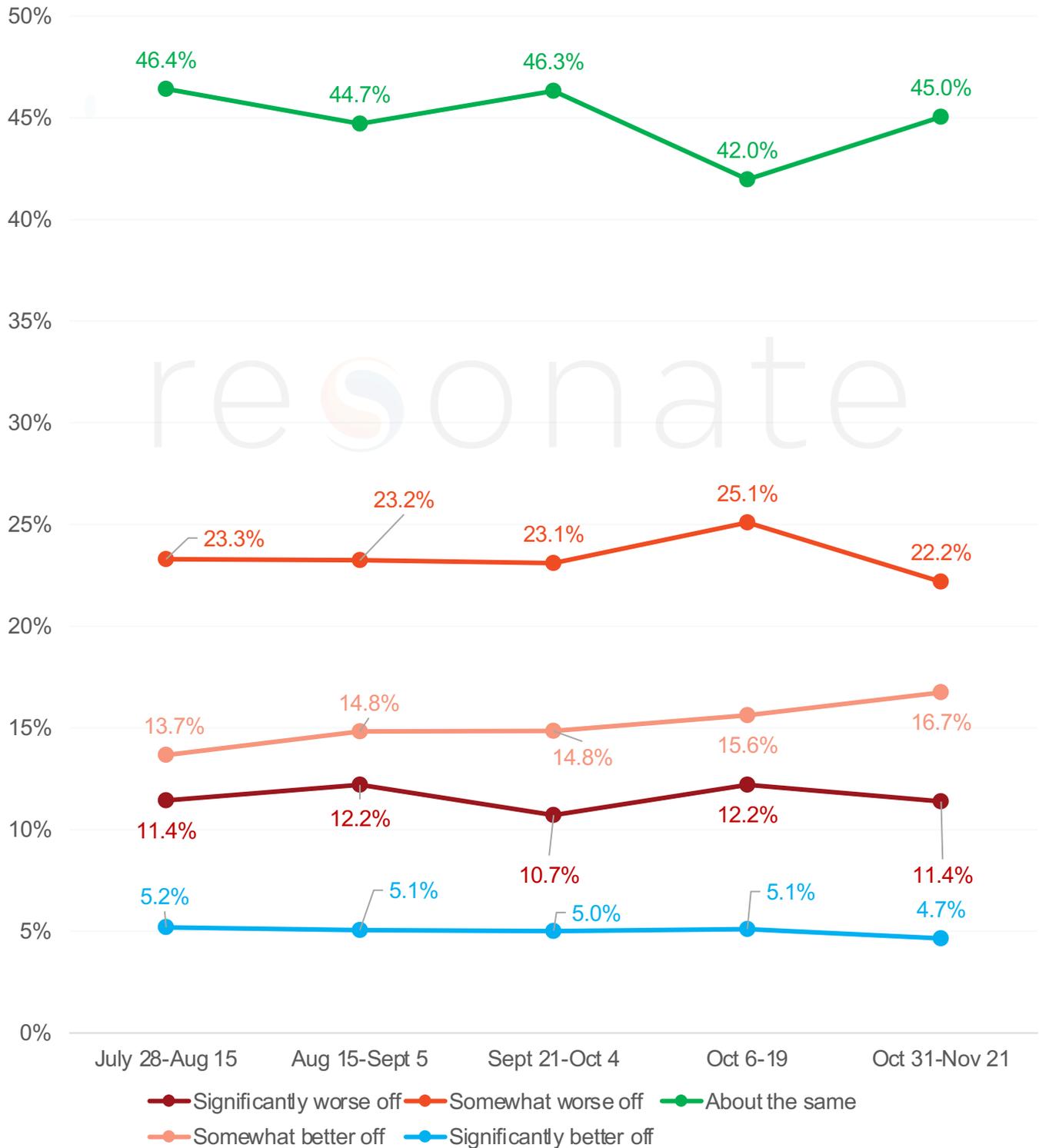
What changes, if any, have you made to accommodate higher prices for your regular purchases?



- Buying in bulk
- Buying cheaper/store or alternative brands
- Buying same products from different stores or online
- Cutting out some but not all non-essential purchases
- Cutting out all non-essential purchases
- Delaying one or more large purchases
- Going out less
- Rationing/using less products
- Buying fewer 'luxury' items
- Dipping into savings
- Using coupons more
- Going into debt

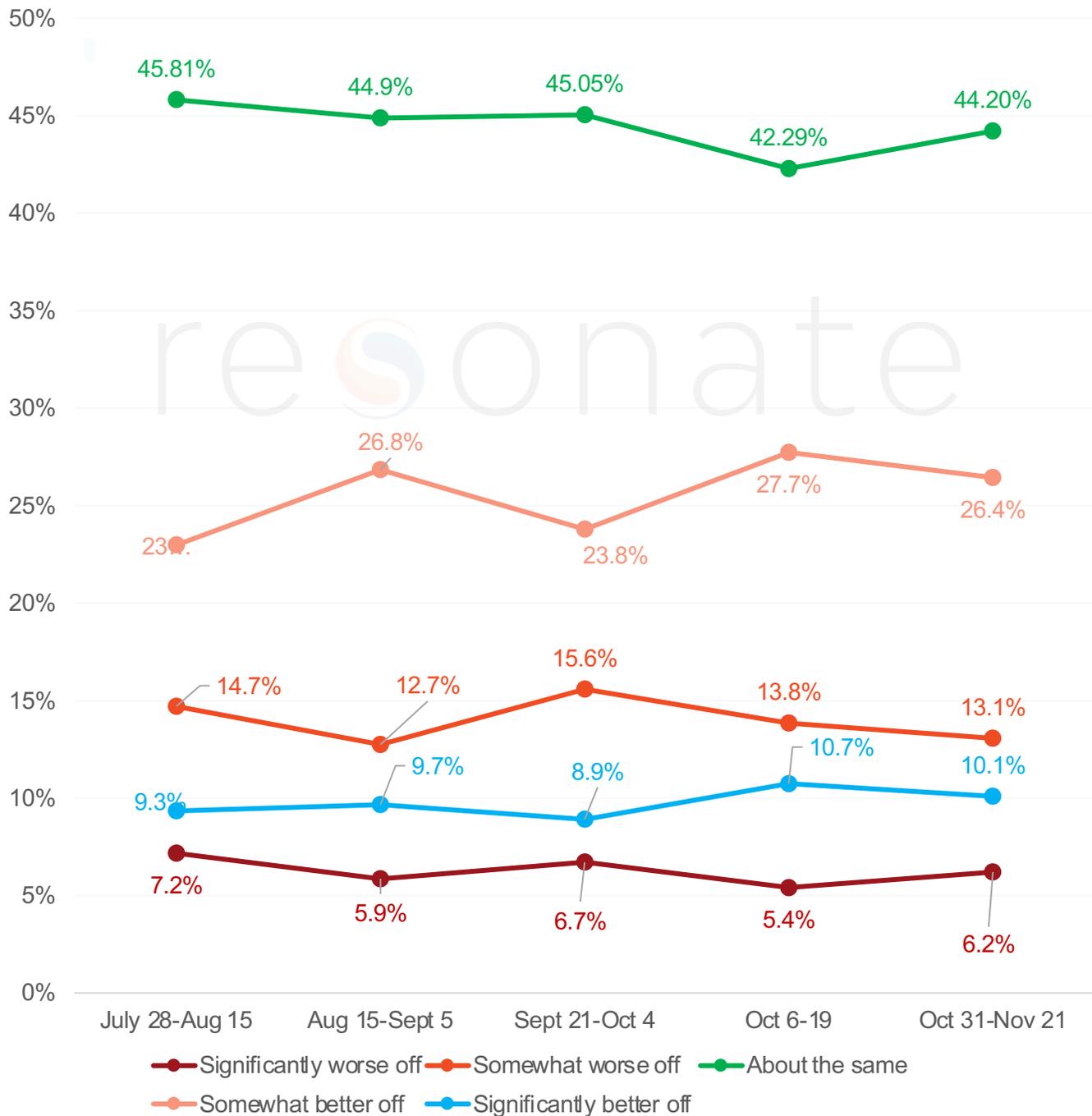
SLIGHT UPTICK IN CAUTIOUS OPTIMISM OVER PERSONAL FINANCES

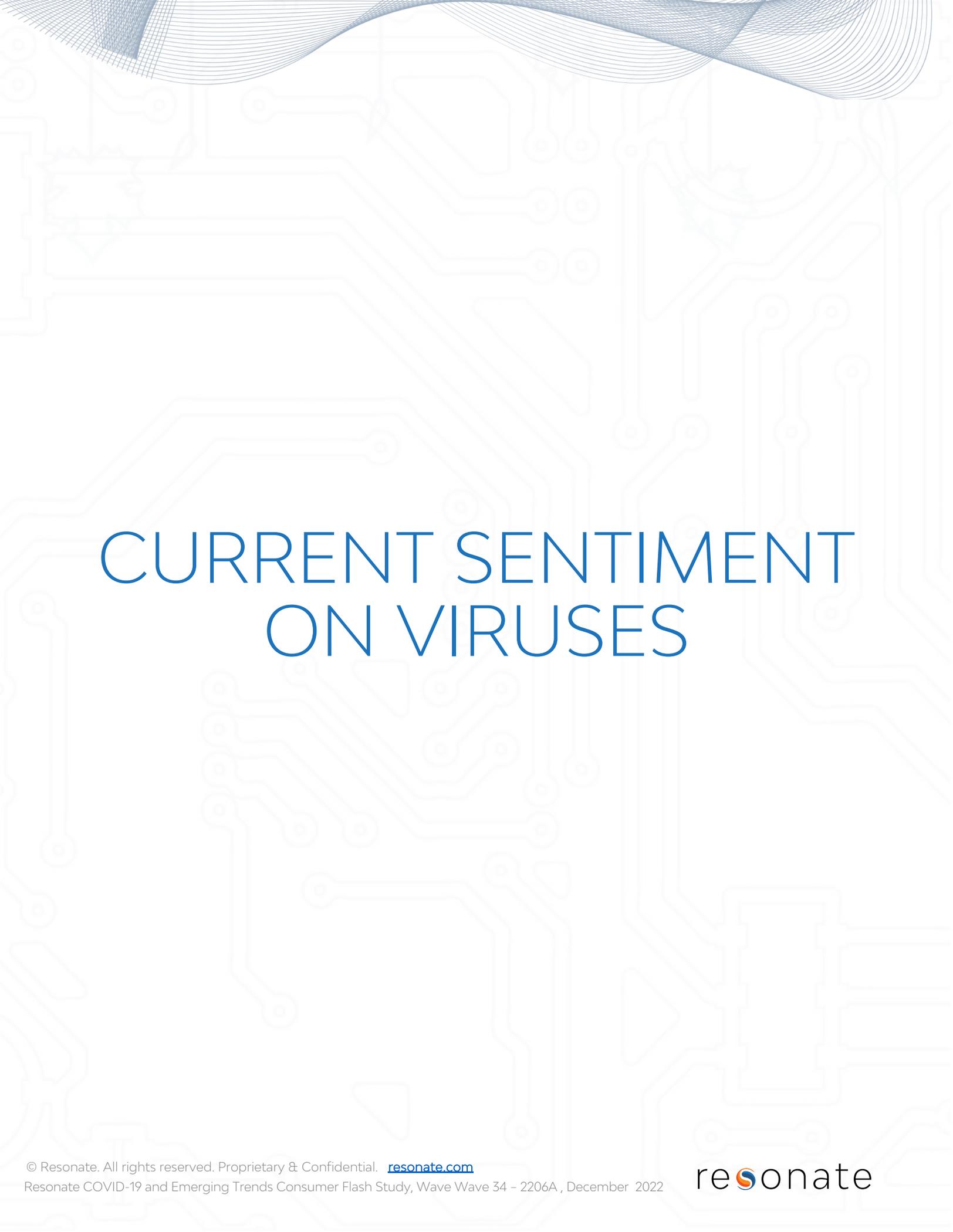
Compared to how you were 6 months ago, how do you feel about your personal finances?



BUT LESS THAN HALF EXPECT FINANCIAL STATUS TO REMAIN CONSISTENT

In the next 6 months, do you expect to be financially better or worse off than you are today?

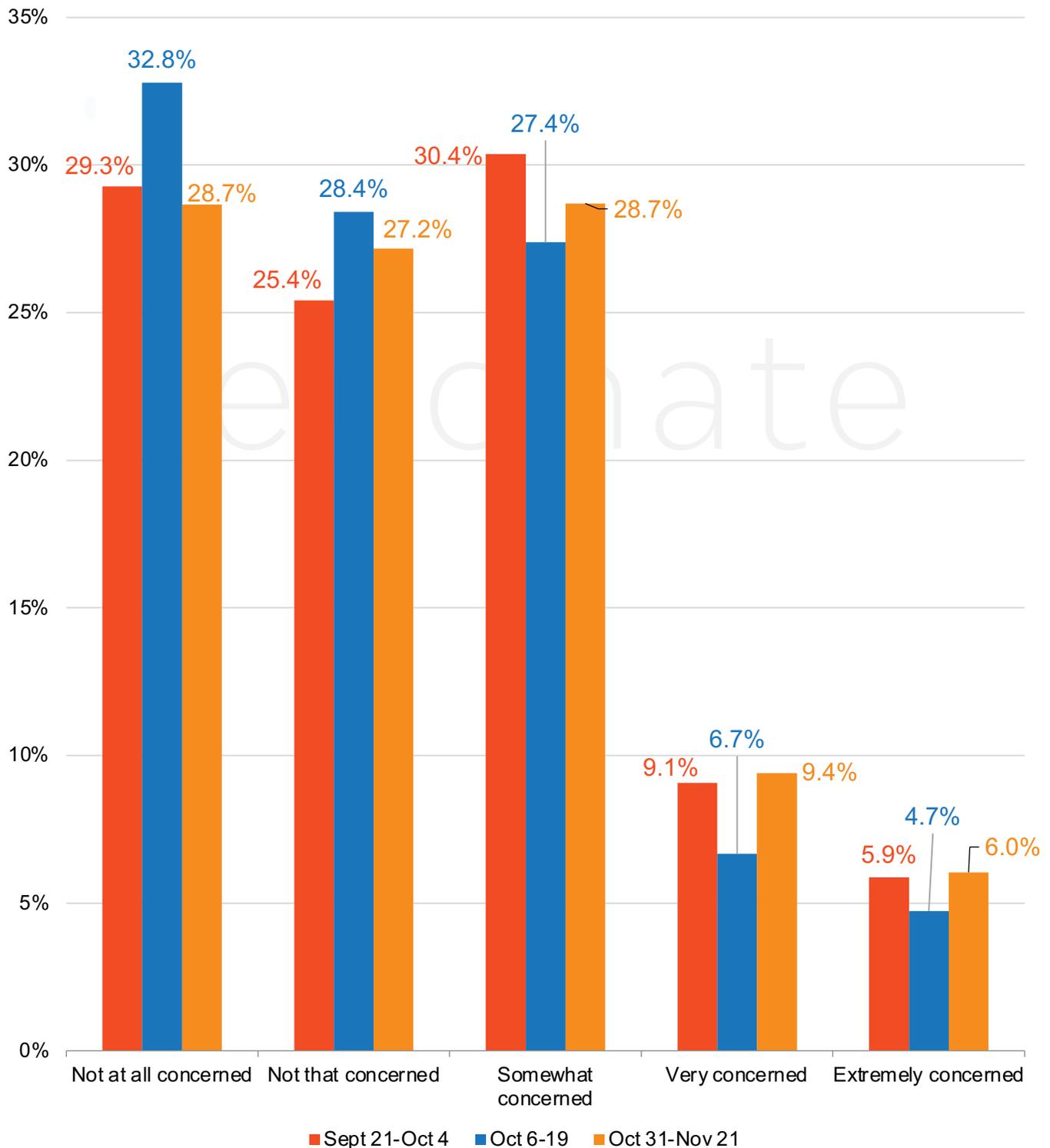




CURRENT SENTIMENT ON VIRUSES

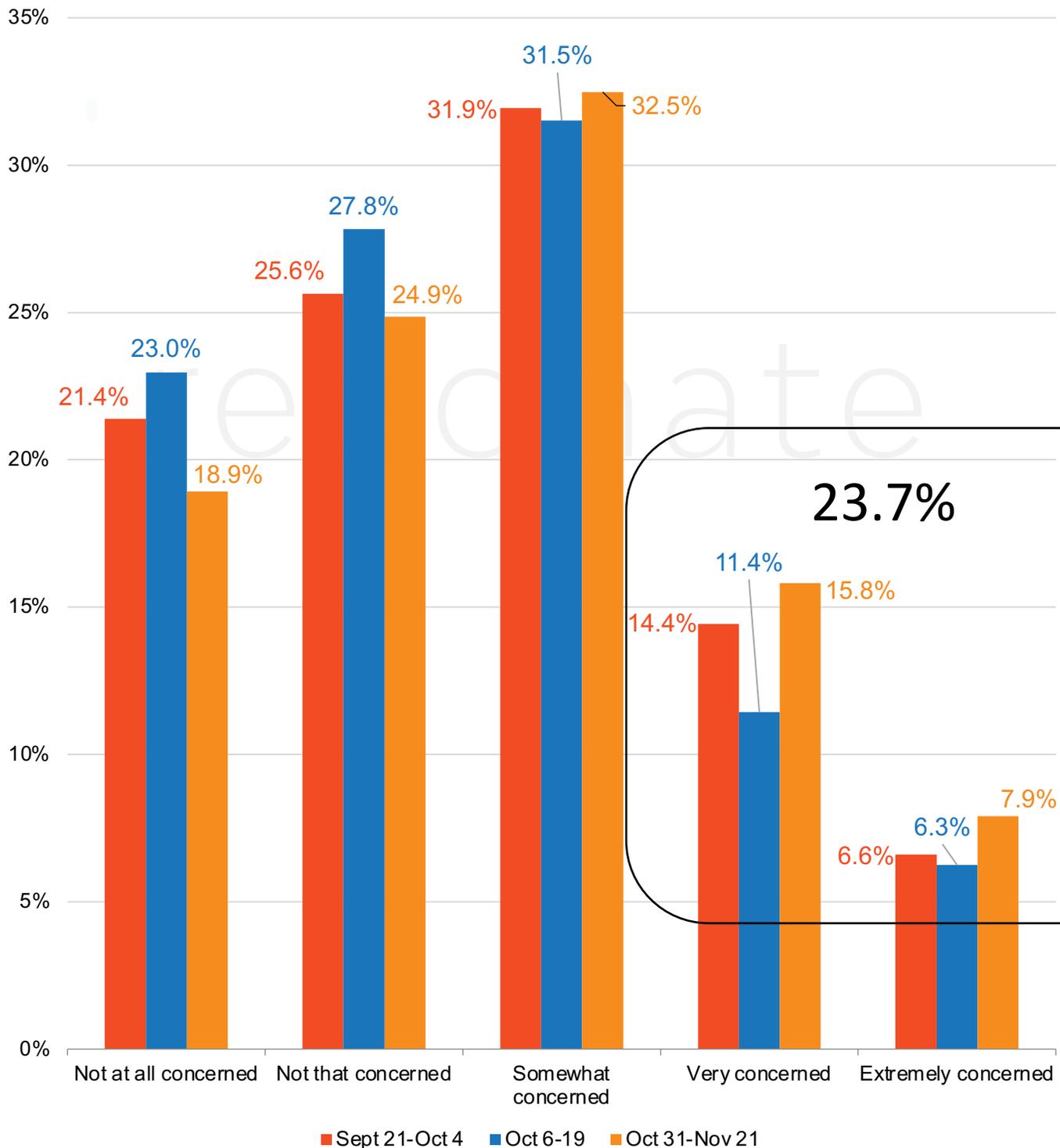
44% ARE CONCERNED ABOUT BEING IN PUBLIC SPACES

How concerned are you about being in public spaces right now?



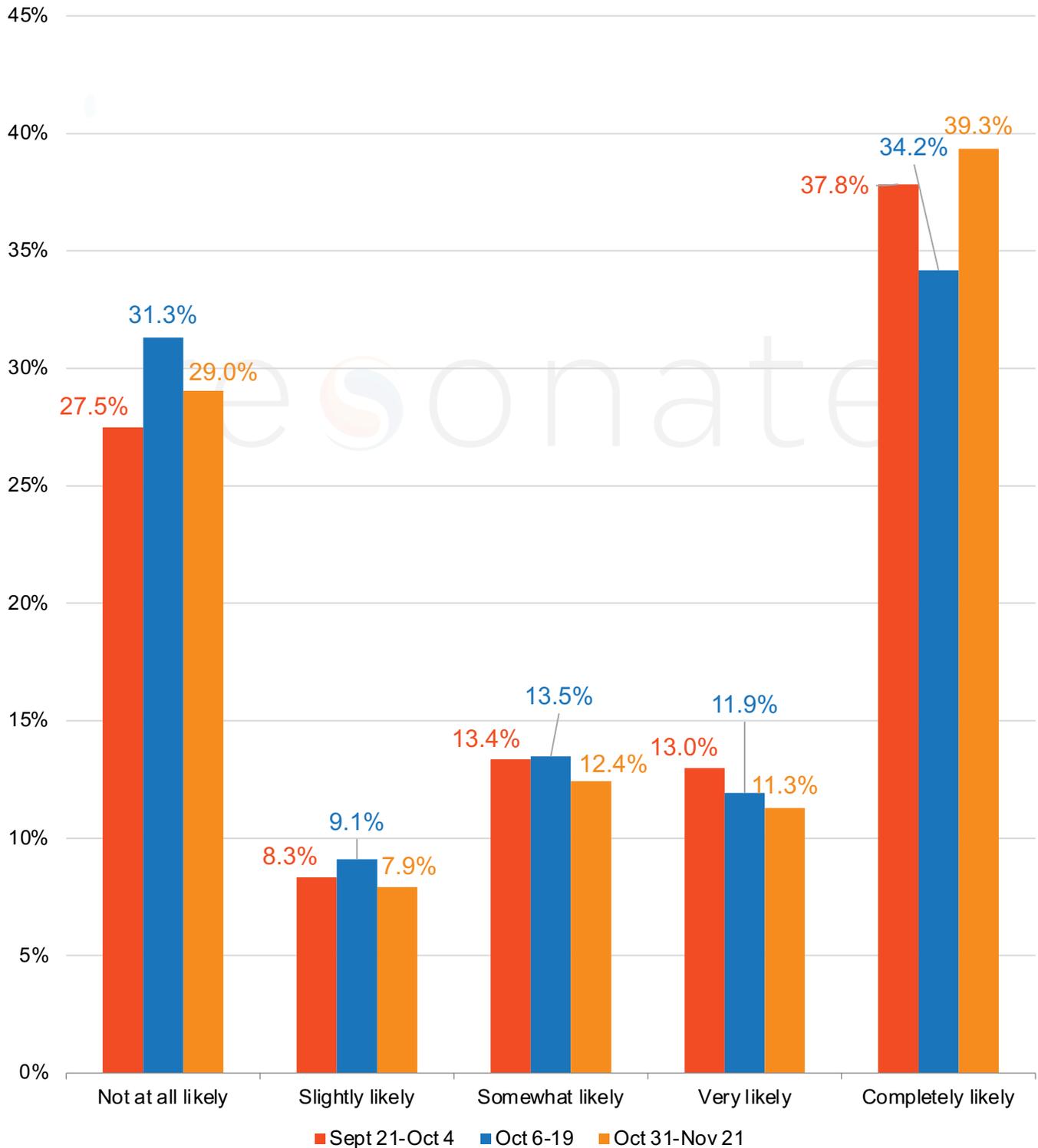
MORE AMERICANS ARE WORRIED ABOUT GETTING THE FLU

How concerned are you about the spread of seasonal flu in America right now?



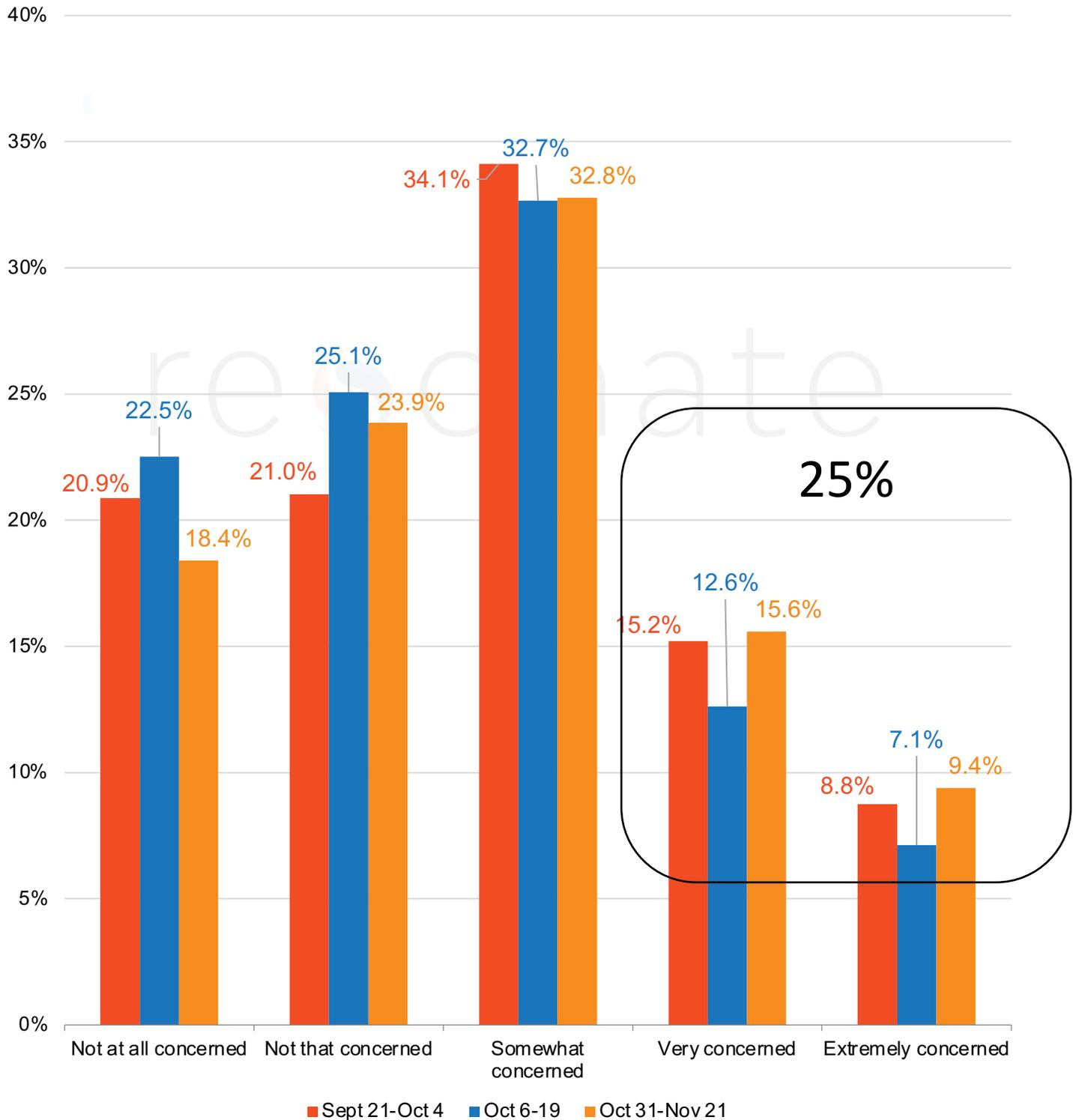
HALF OF AMERICANS VERY LIKELY TO GET A FLU SHOT

How likely are you to receive the seasonal flu vaccine this fall?



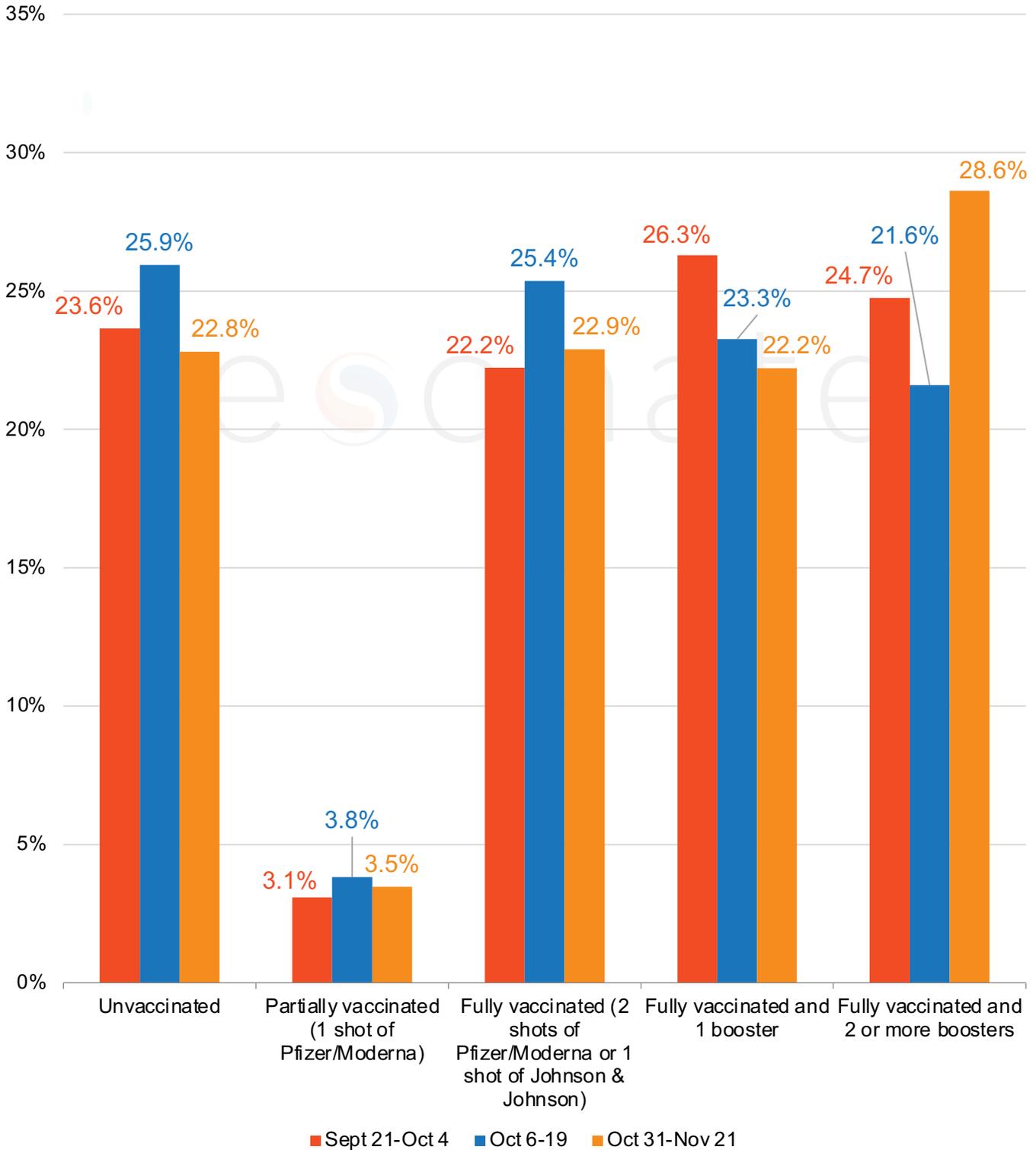
SLIGHT INCREASE IN CONCERNS ABOUT COVID-19 SPREADING

How concerned are you about the spread of COVID-19 in America right now?



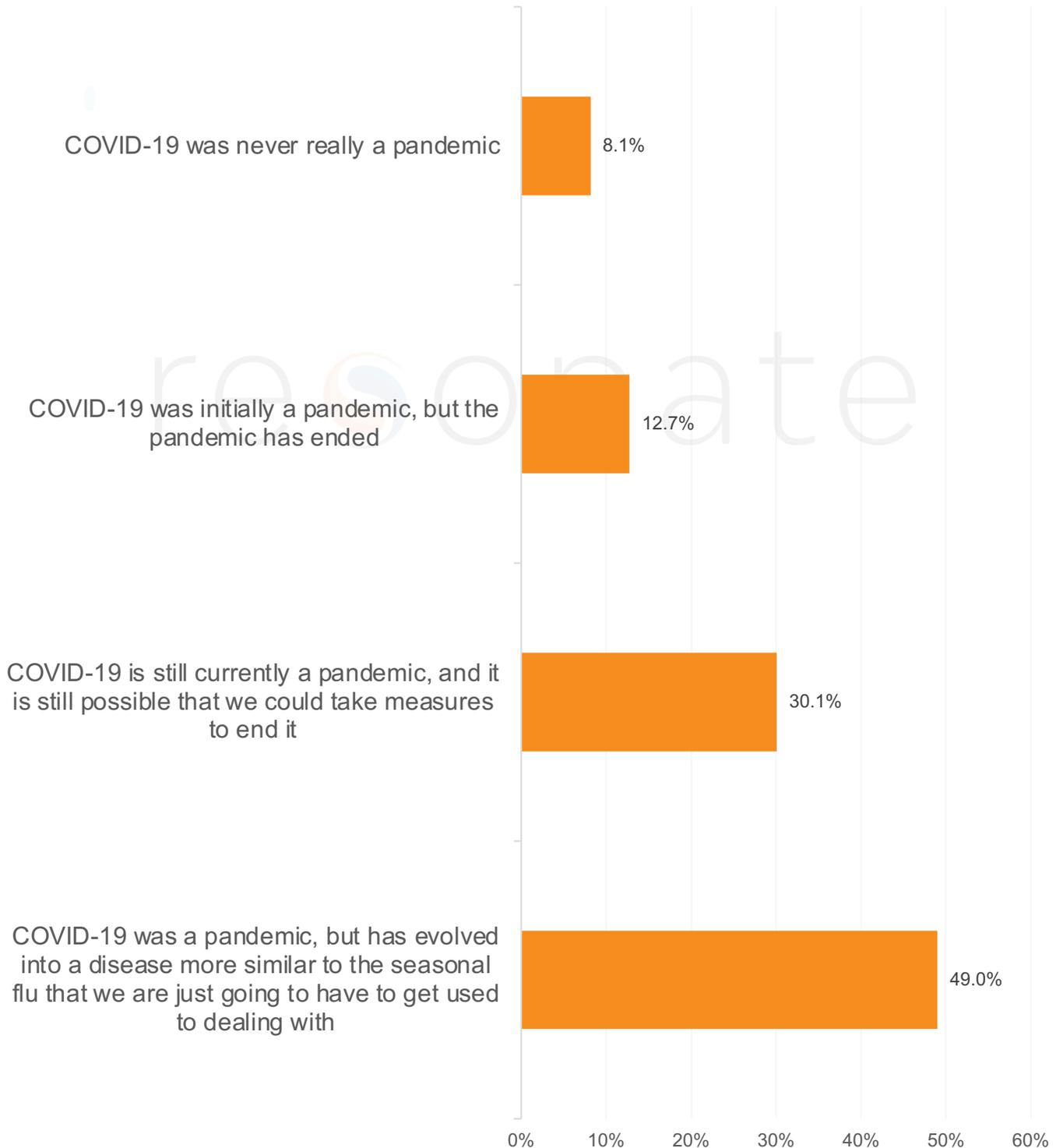
74% HAVE RECEIVED TWO OR MORE DOSES OF THE COVID-19 VACCINE

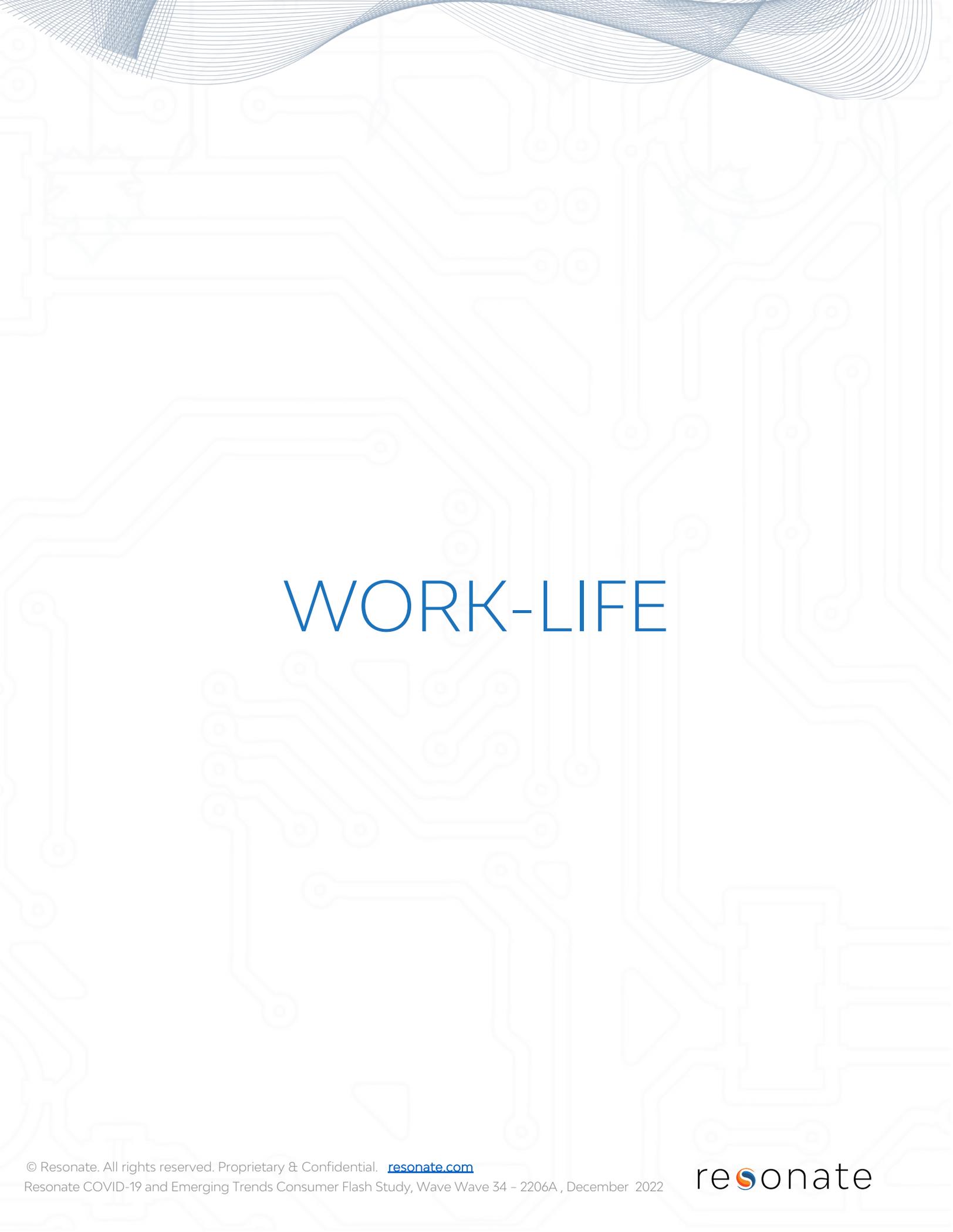
Which of the following best describes your current COVID-19 vaccination status?



IS COVID HERE TO STAY?

When thinking about the COVID-19 pandemic, which of the following statements do you agree with the most?

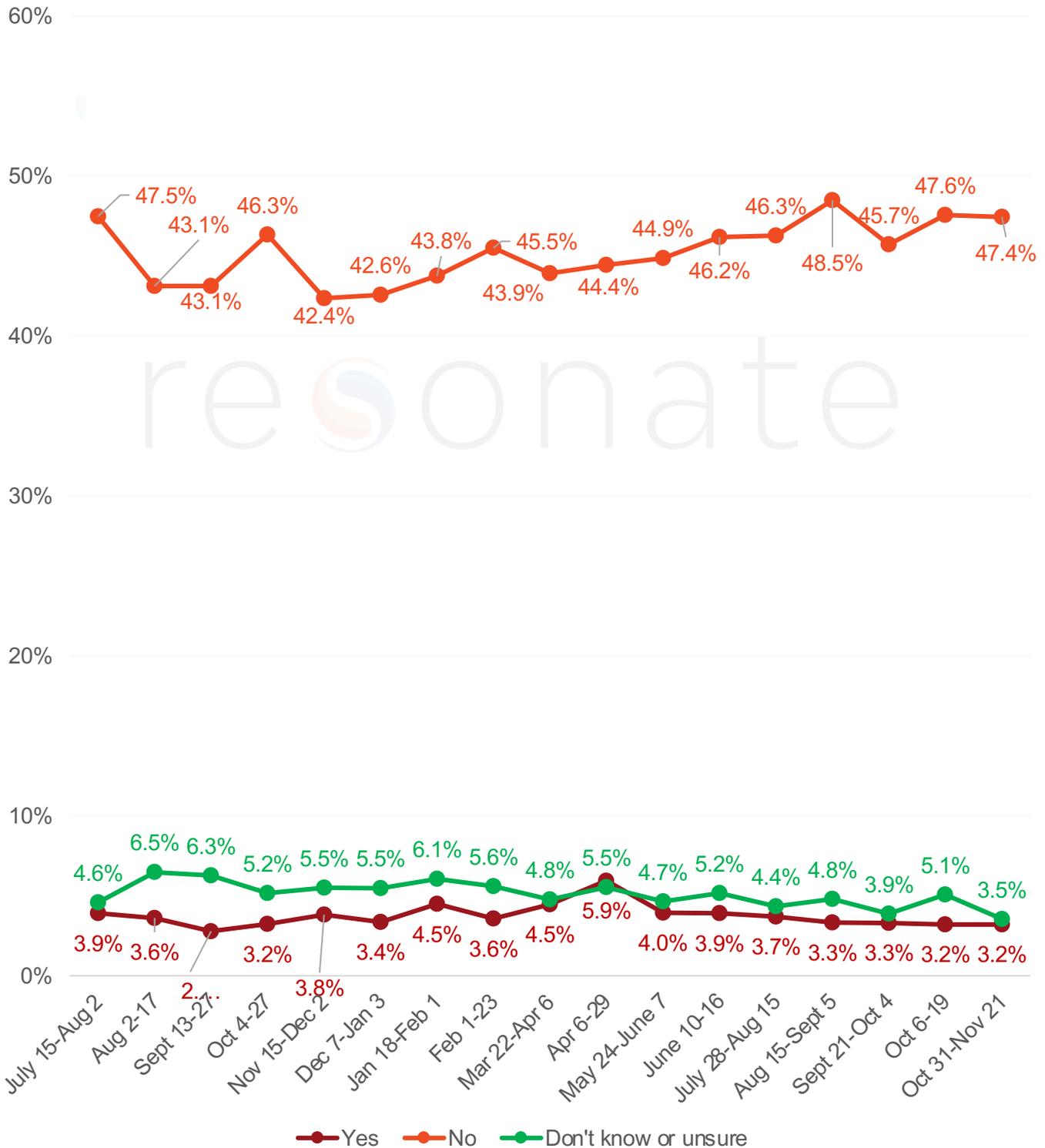




WORK-LIFE

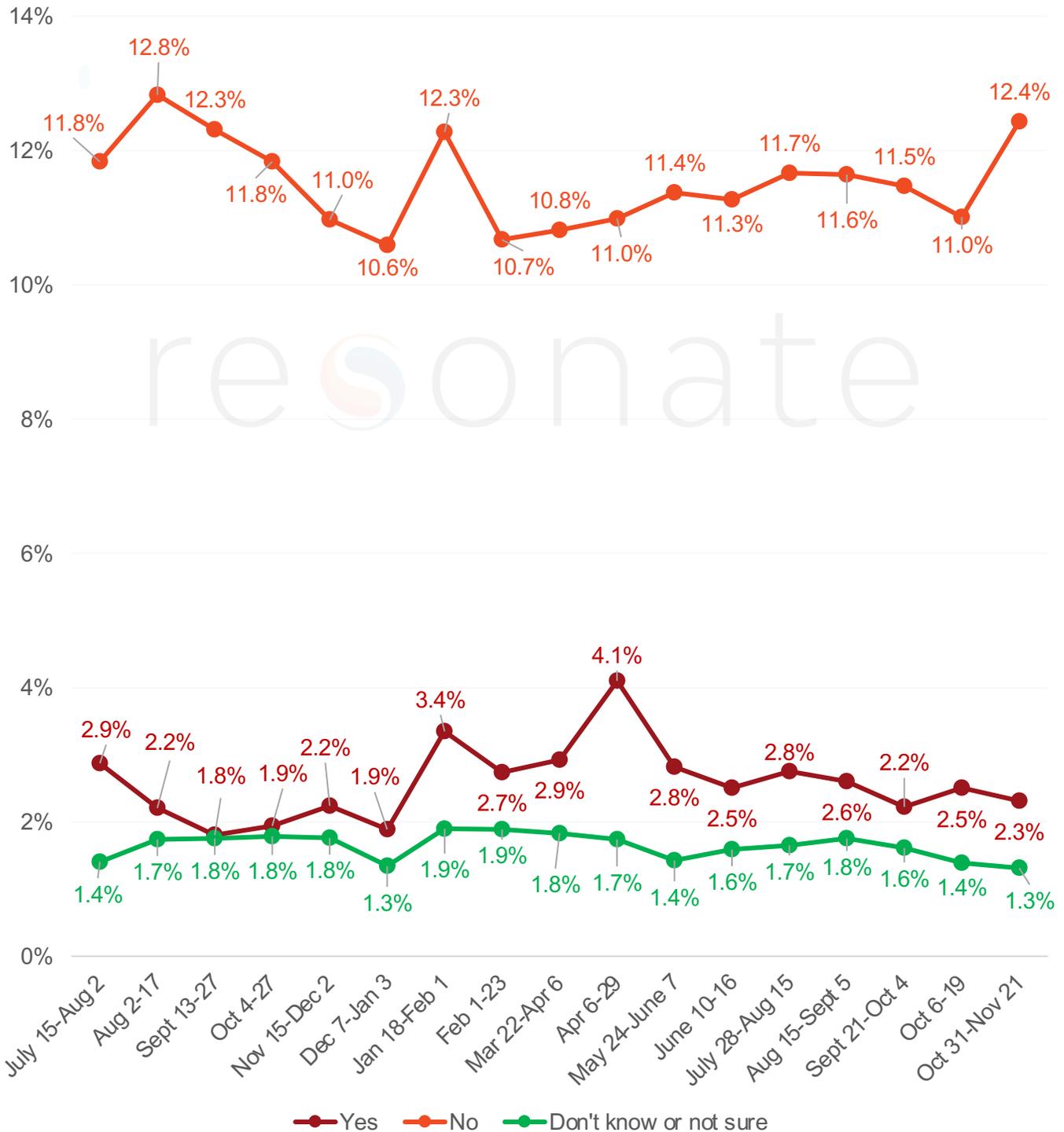
47% OF AMERICANS PLAN TO STAY IN THEIR CURRENT JOB

Are you planning on leaving your current job based on the work situation post-COVID-19?



JOB-RELATED MIGRATION SLOWS AGAIN

Given that your work situation has enabled you to work from home, are you planning to relocate in the next 6 months but maintain your current job?

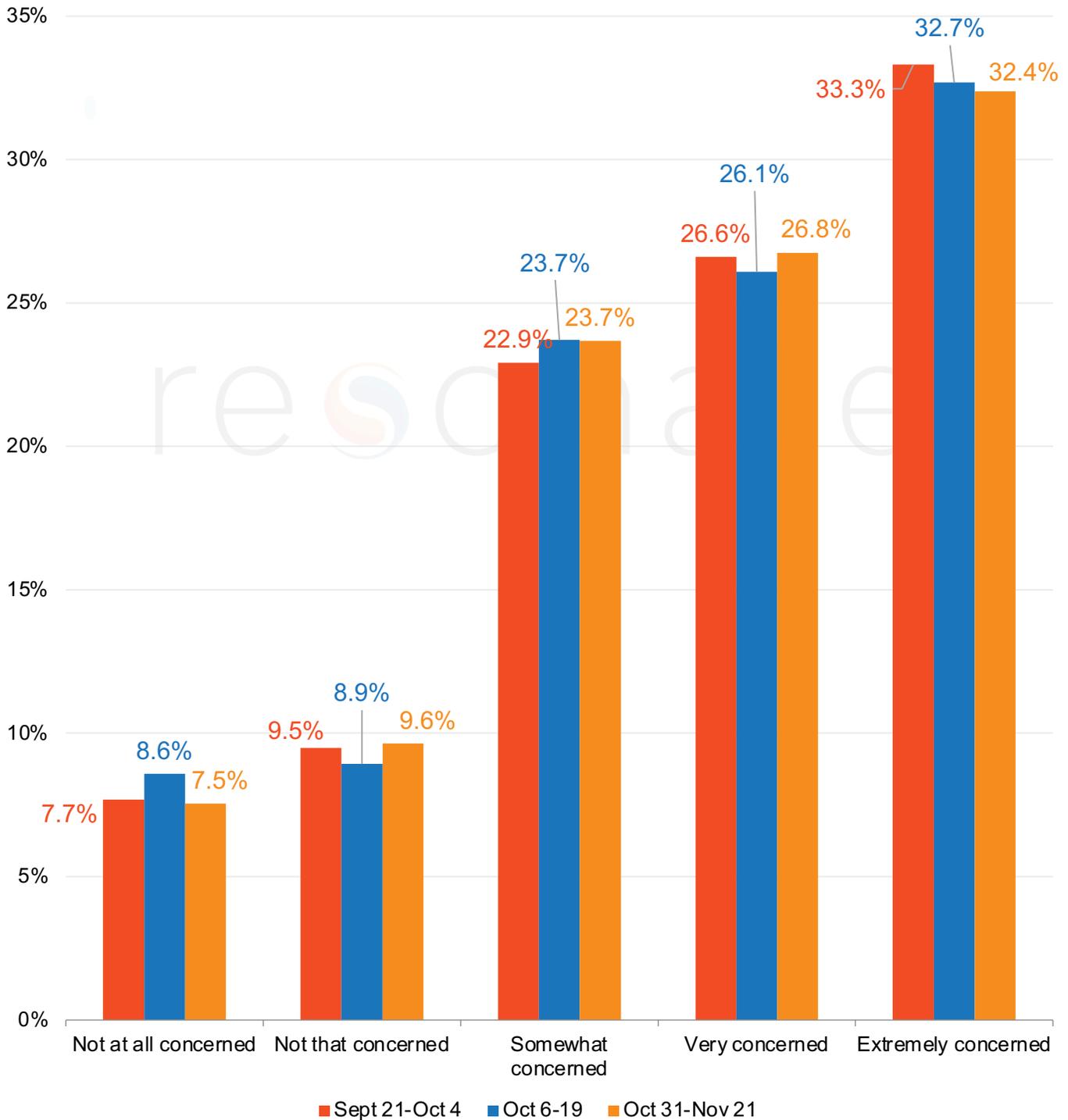




POLITICAL OUTLOOK

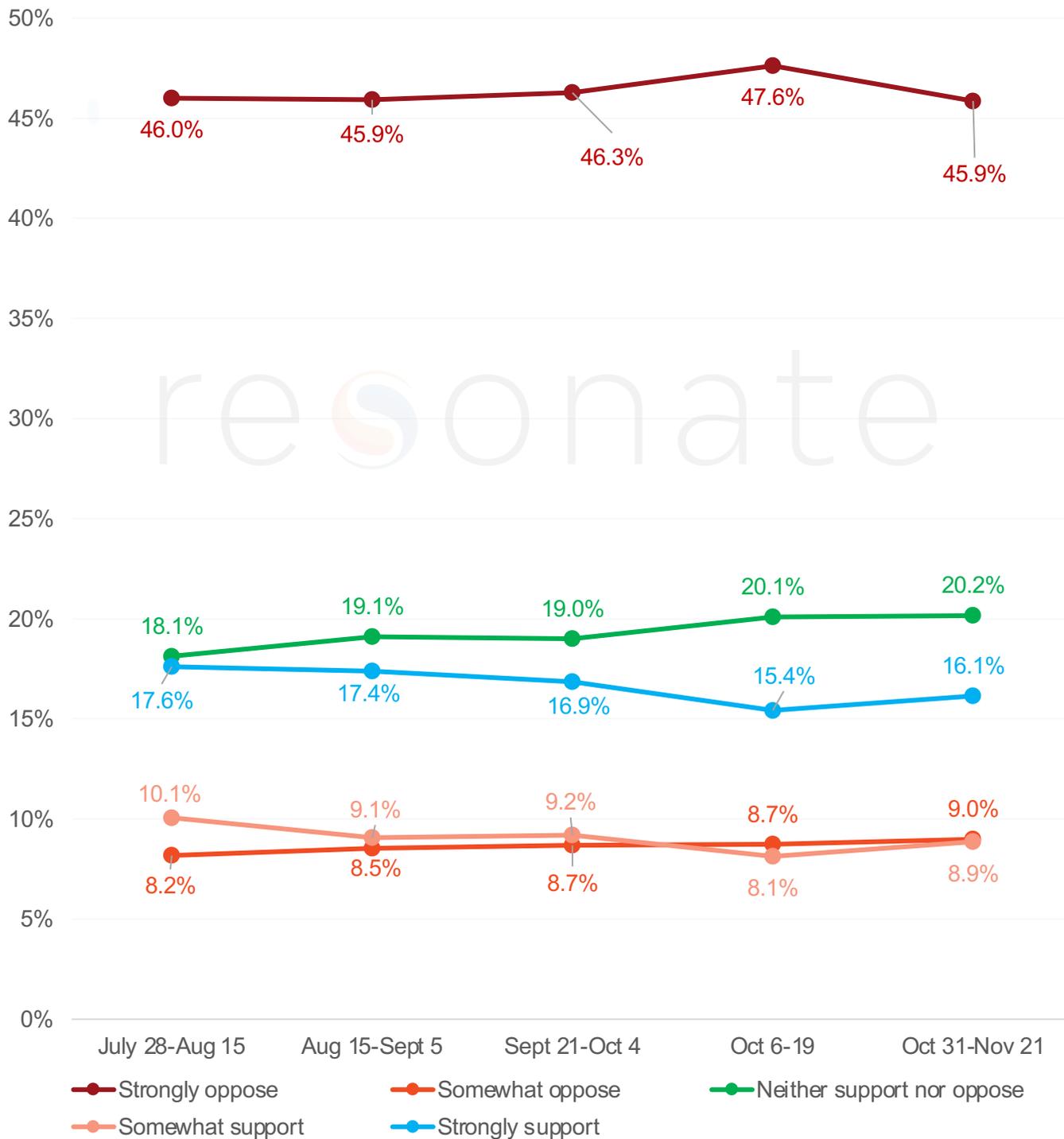
59% OF AMERICANS ARE VERY CONCERNED ABOUT GUN VIOLENCE

How concerned are you about gun violence in America right now?



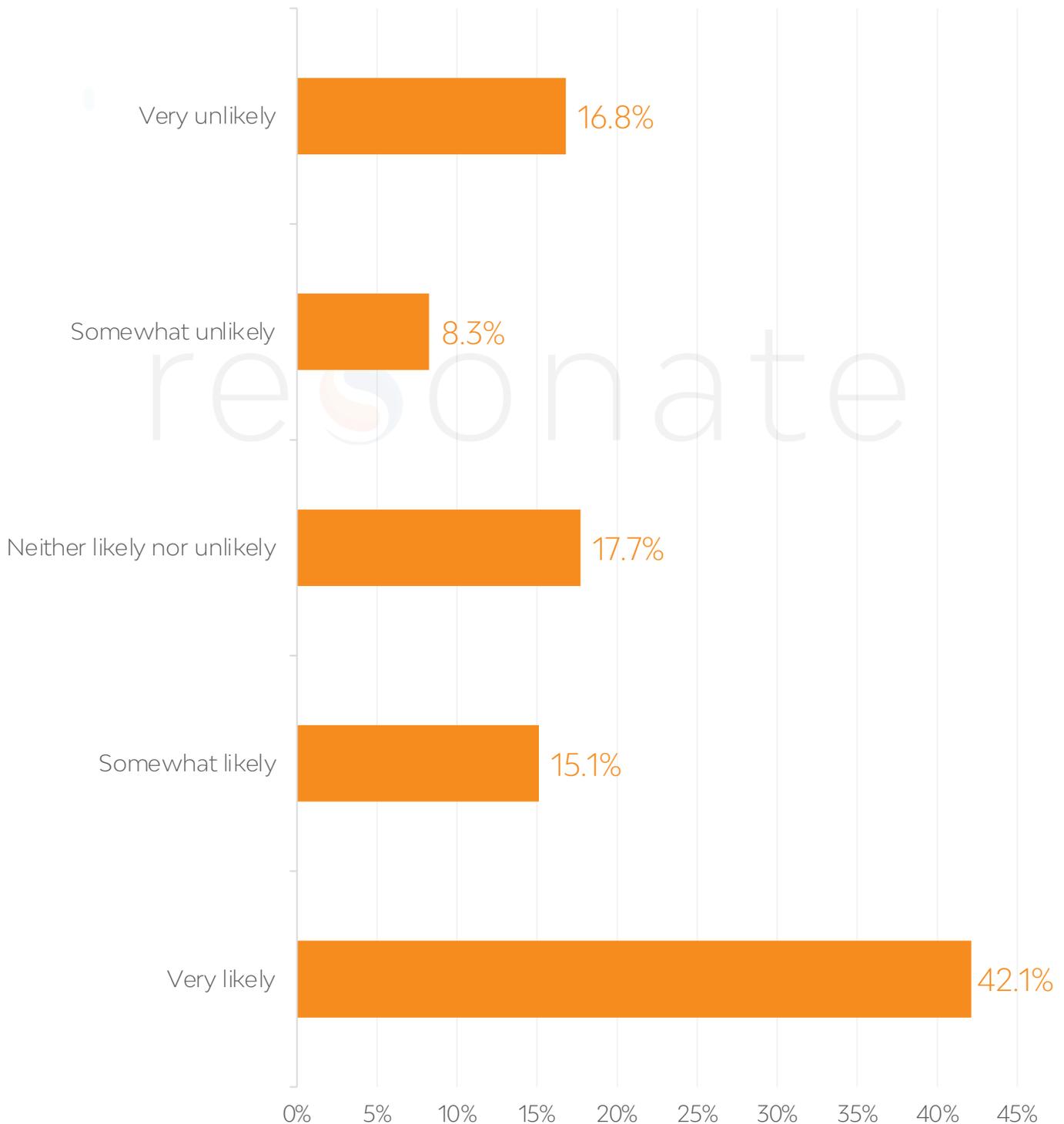
AMERICANS STILL SPLIT ON ROE V. WADE DECISION

To what extent do you support or oppose the Supreme Court overturning Roe v. Wade?



57% BELIEVE TRUMP LIKELY GUILTY OF CRIMES

How likely do you think it is that former President Trump committed crimes, either before, during, or after his presidency?



KEEP YOUR BRAND 'HOT' IN 2023

Inflationary markets continue to be threatening, but opportunity remains to gain new customers remains. Your ability to adjust your strategy to align with consumer sentiment and behavior is paramount to your success in a challenging market. Making better decisions and taking the right action at the right time requires confidence in your data.

Resonate provides the most updated, comprehensive consumer intelligence available today: 14,000+ attributes scaled to 230 million individual profiles, easily accessed in our marketer-friendly Resonate Ignite Platform. Build, model, size, and analyze any audience in minutes. Want to better understand the customers you already know? Enrich any data set by direct onboard or append. Either way, your data is smarter, and your decisions are better. Every day. No matter what falls your way.

DRIVE CUSTOMER LIFETIME VALUE WITH UNPARALLELED DATA

Request a demo or contact your Customer Success Manager today.



REQUEST A DEMO