

# Economy is Weighing on Americans' Minds

RESONATE RECENT EVENTS REPORT  
WAVE 37 – 2301B

# CONCERNS ABOUT RISING PRICES, LAYOFFS ARE UP

Americans are more concerned about prices and losing their jobs than they were just a month ago. That's no surprise, given the news about layoffs and inflation. Many are saving as much as they can while some are taking loans to make ends meet. And more Americans are looking to improve their homes than are planning on purchasing new ones or moving.

While the economy has raised apprehensiveness, Americans no longer are worried about being in public spaces. More of us consider COVID a seasonal illness rather than a pandemic so let's hope the spring weather is nice enough for people to be out and about!

Read on to learn more about where consumer sentiment lies across finances, health and the political climate through February 26, as part of Resonate's ongoing research about how consumers are reacting to recent market events. You can find these attributes through our Resonate Append and implement them into your own CRM or data lake anywhere, anytime. Our clients also can tap into our user-friendly Resonate Ignite Platform, which is ready for analysis and activation. Our market research, combined with the broader Resonate data set, reveals critical insights into consumer behavior, sentiment and intent to help your team make the best data-driven decisions.

If you're not currently a Resonate client, we have data on emerging trends, along with thousands of additional data points, that provide you with a comprehensive understanding of the consumer.

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

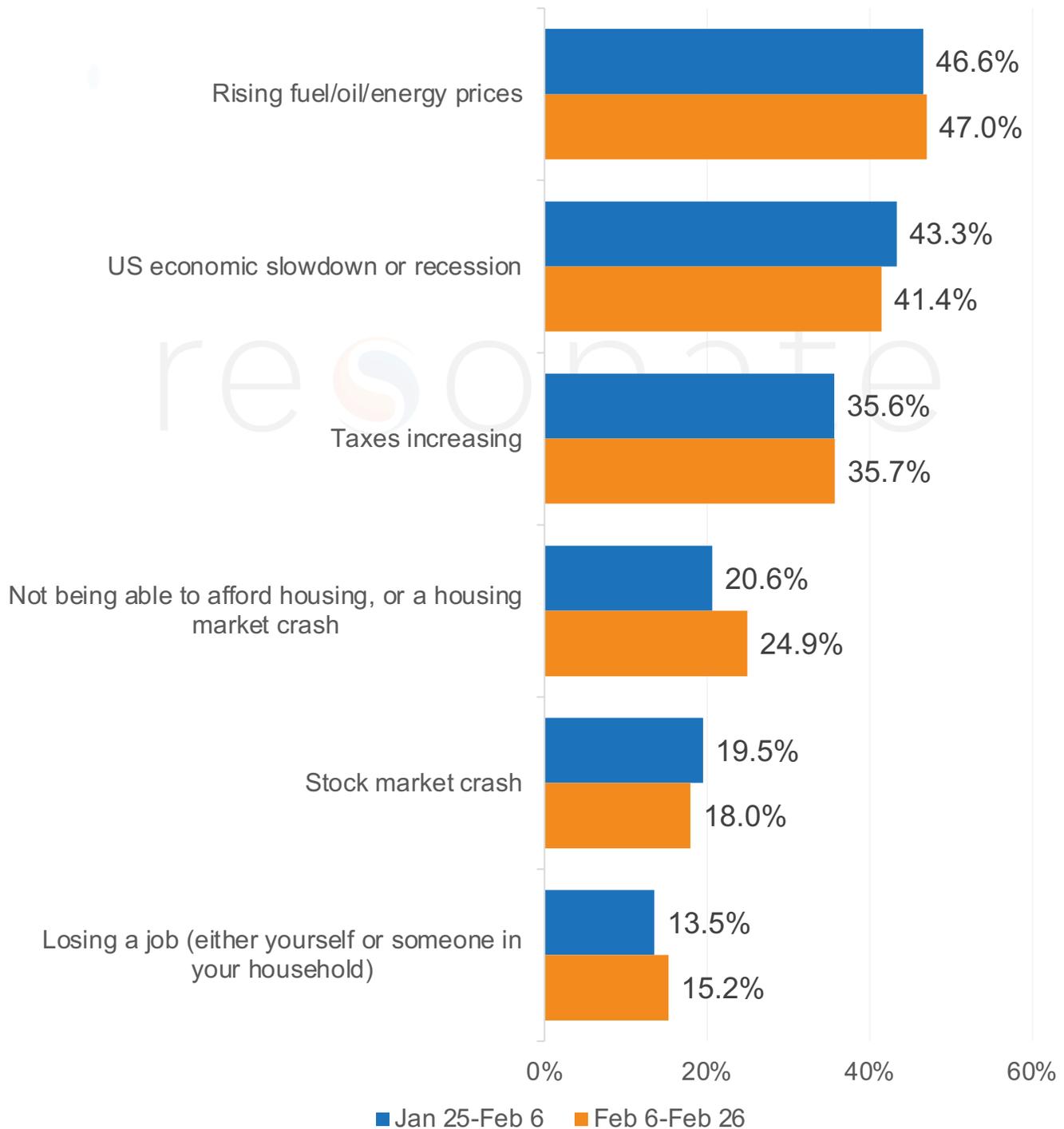


See It In Action

# FEATURED INSIGHTS

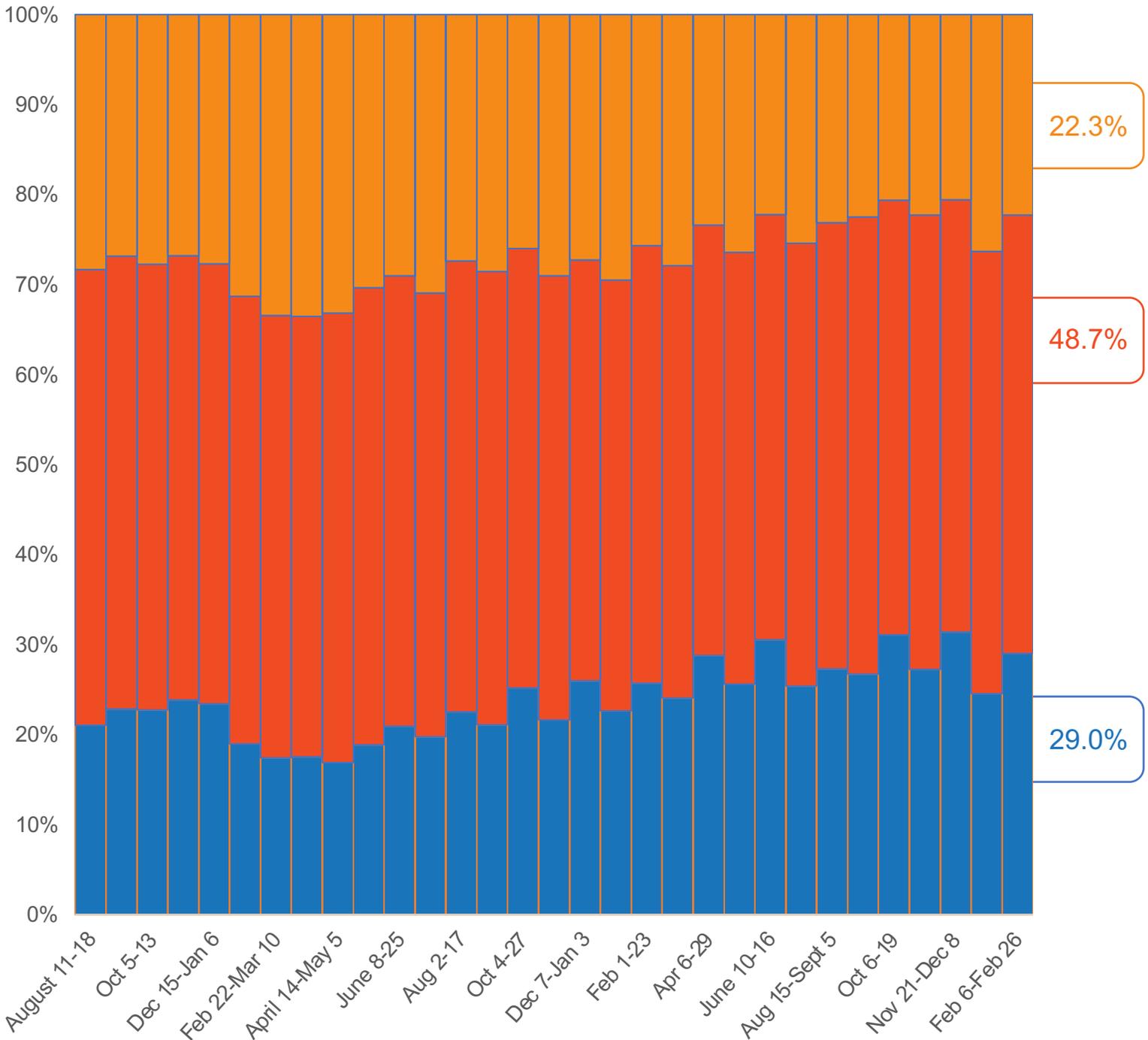
# AMERICANS CONCERNED ABOUT ECONOMY

Which of the following are you personally very concerned about happening in the next 6 months? Please select all that apply.



# NUMBER OF AMERICANS STRUGGLING TO MAKE ENDS MEET IS ON THE RISE

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

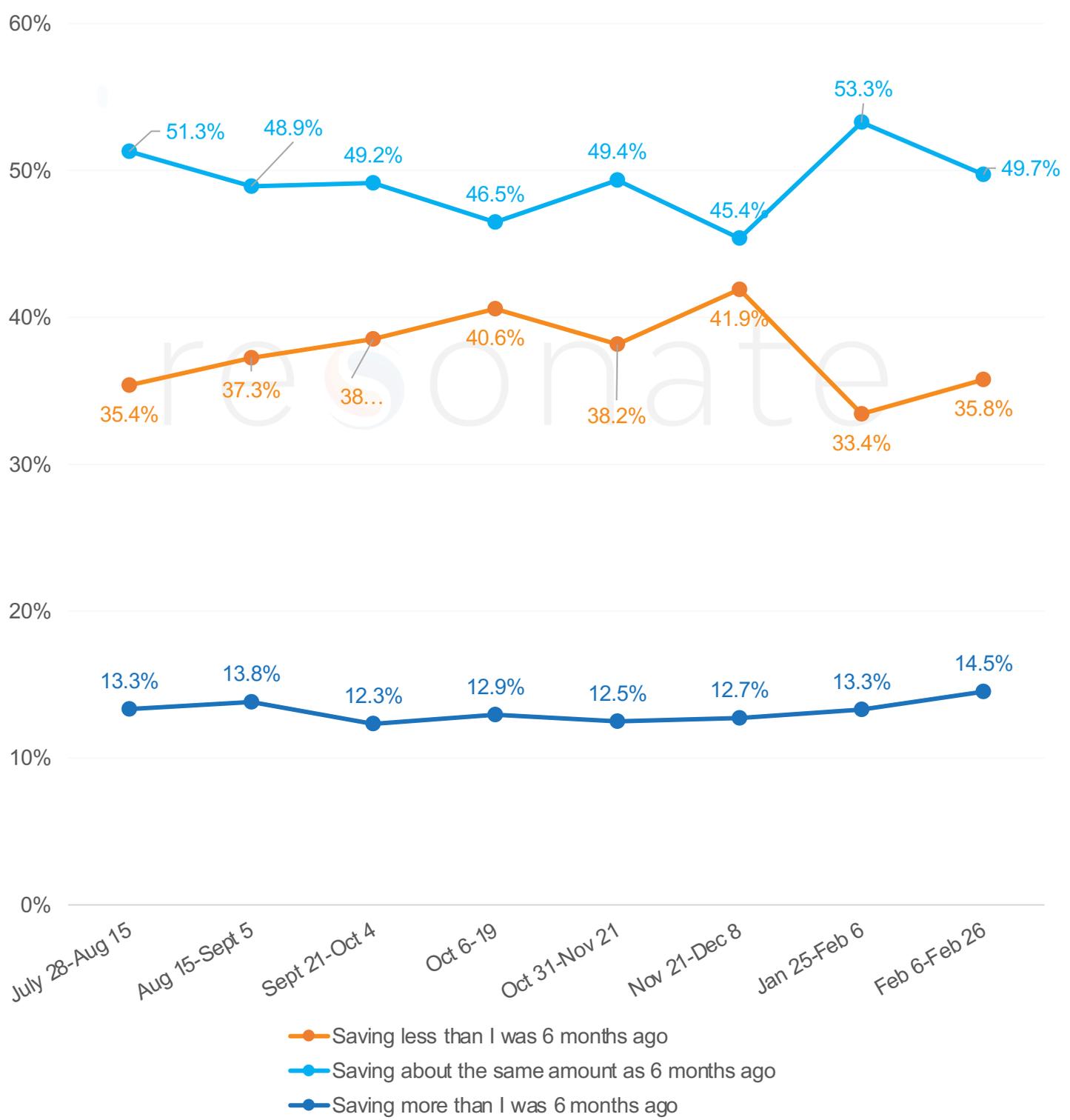


- "Living comfortably:" more than able to pay for necessities, with a cushion of money in reserve
- "Getting by:" able to pay for necessities, with maybe a little money left over
- "Times are hard:" struggling to pay for necessities

# CURRENT FINANCIAL OUTLOOK

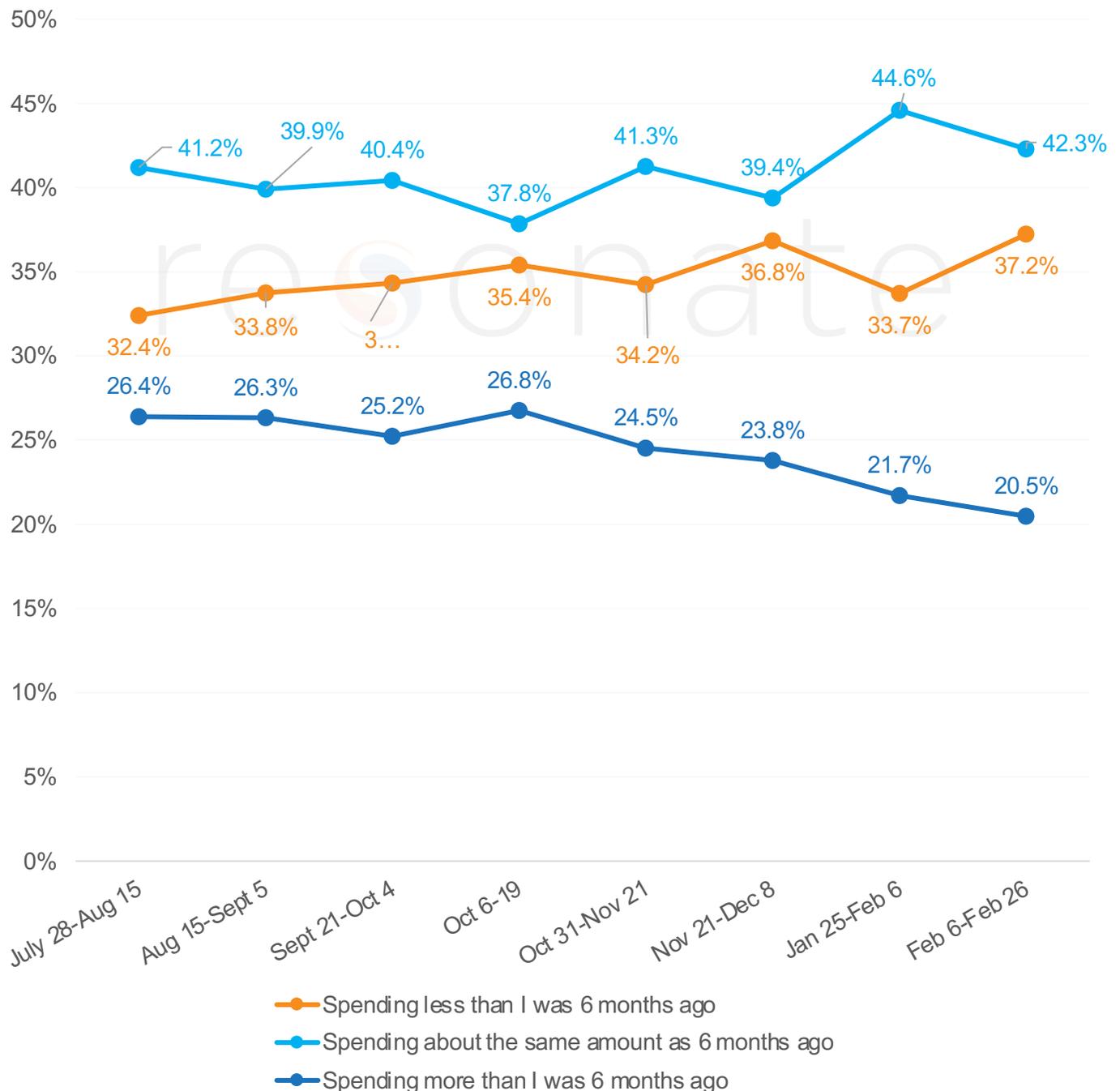
# AMERICANS CONTINUE TO SAVE MONEY AS THEIR BUDGETS ALLOW

There are many ways that an individual can save – in a traditional savings account, a pension account, investment fund or a CD. Compared to this time 6 months ago, how have your saving habits changed?



# ... AND AREN'T SPENDING AS MUCH AS LAST MONTH

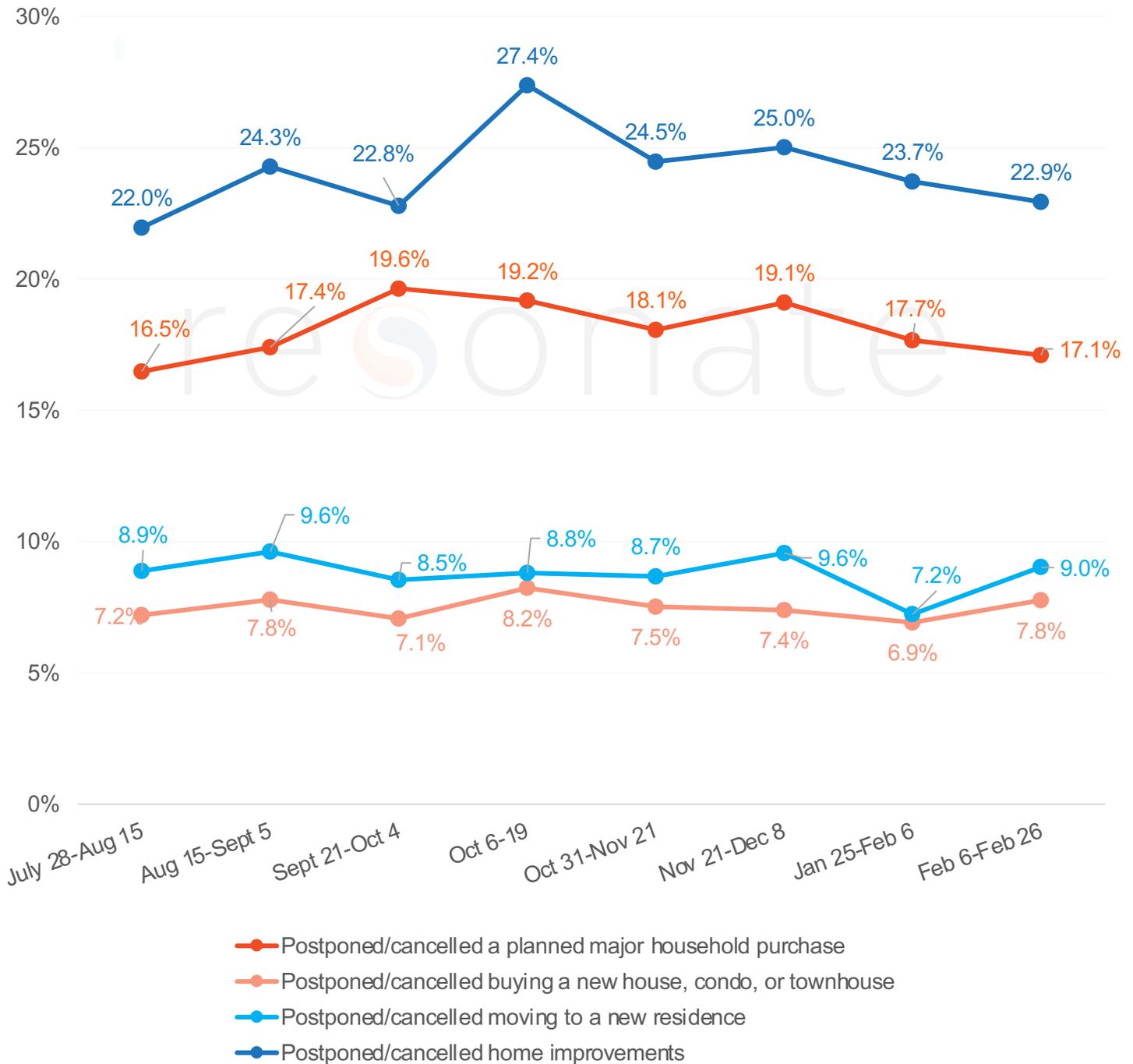
From the rent/mortgage to gas, food, healthcare and a "splurge" or two, we all have ways we spend our money. That spending goes up or down based on the price of products/services or the frequency that those products/services are purchased. Compared to 6 months ago, how have your spending habits changed?



# MORE ARE INVESTING IN CURRENT HOMES THAN MOVING OR BUYING NEW HOMES

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

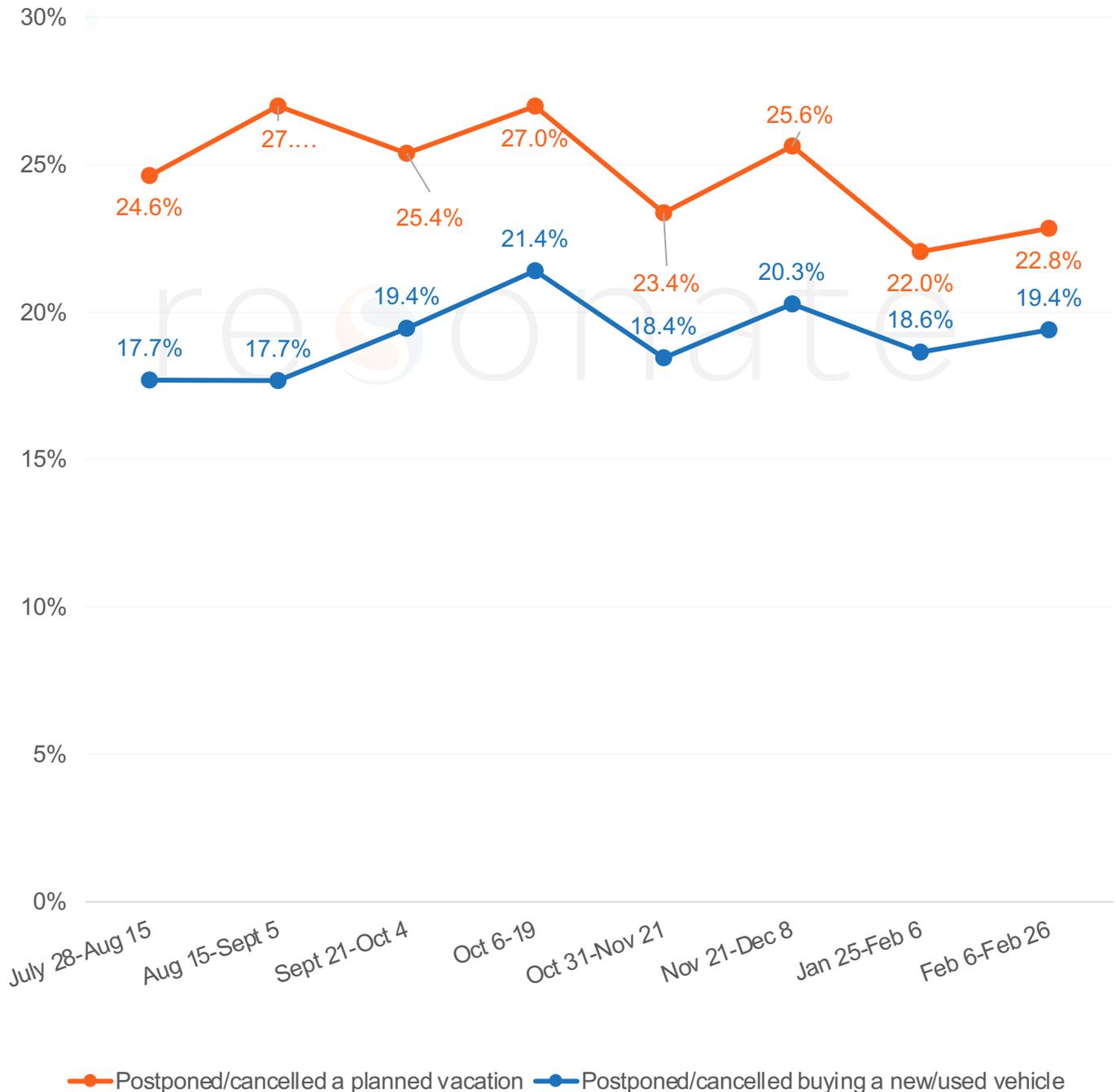
Please select all that apply.



# AND MORE ARE POSTPONING TRAVEL AND CAR PURCHASES

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

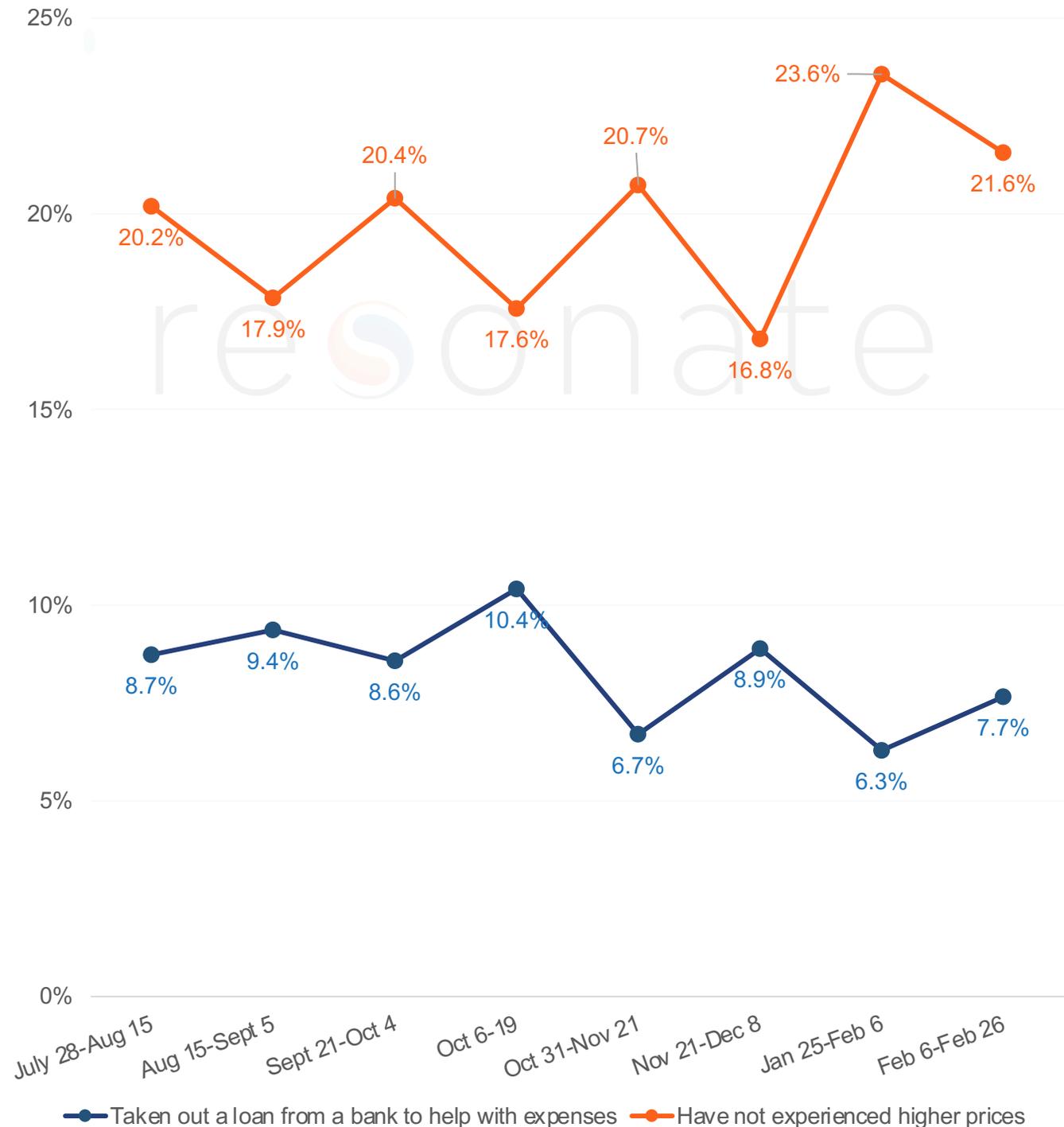
Please select all that apply.



# HIGHER PRICES AFFECTING MORE AMERICANS

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

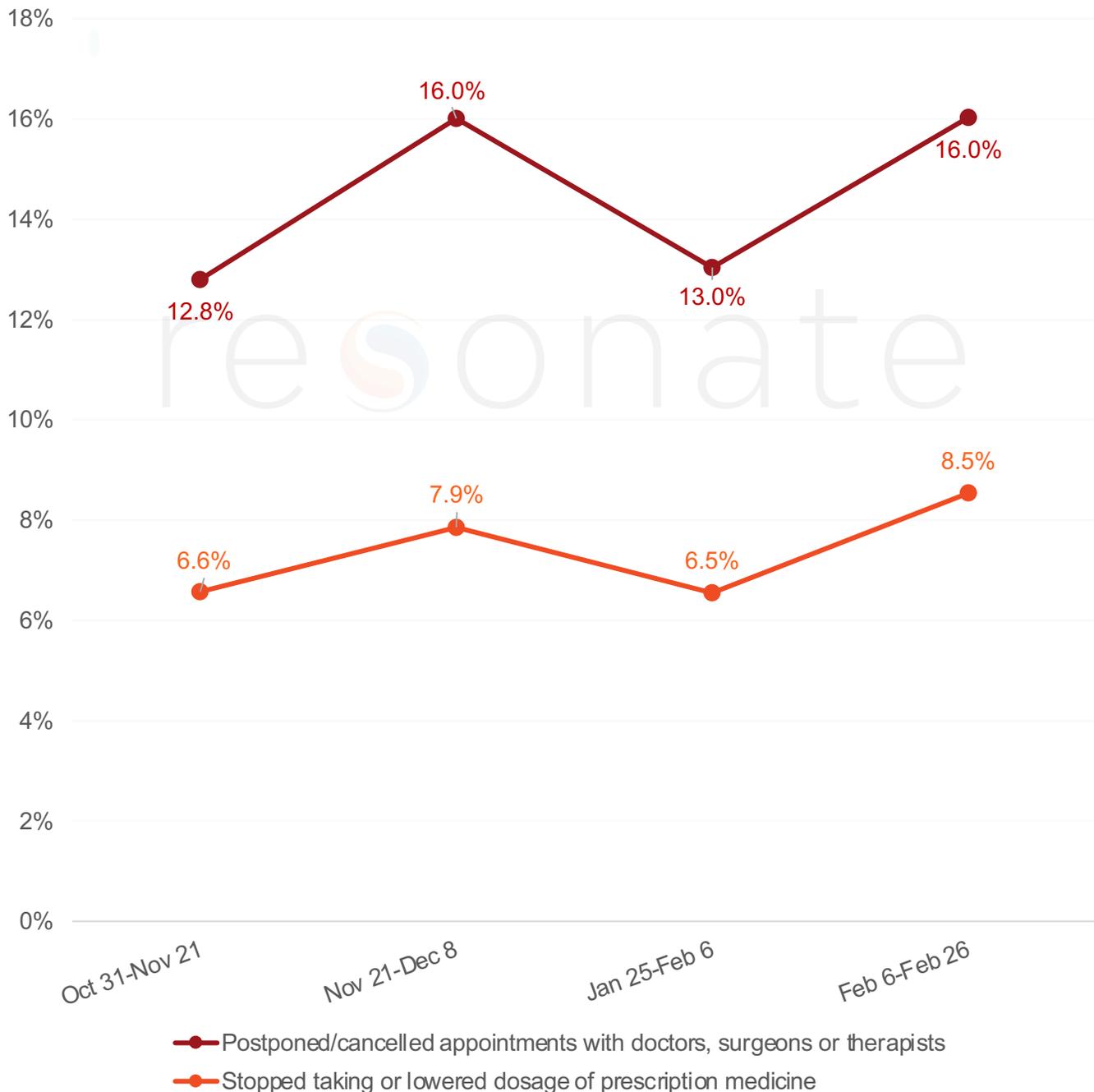
Please select all that apply.



# MANY AMERICANS PUTTING OFF HEALTHCARE SPENDING

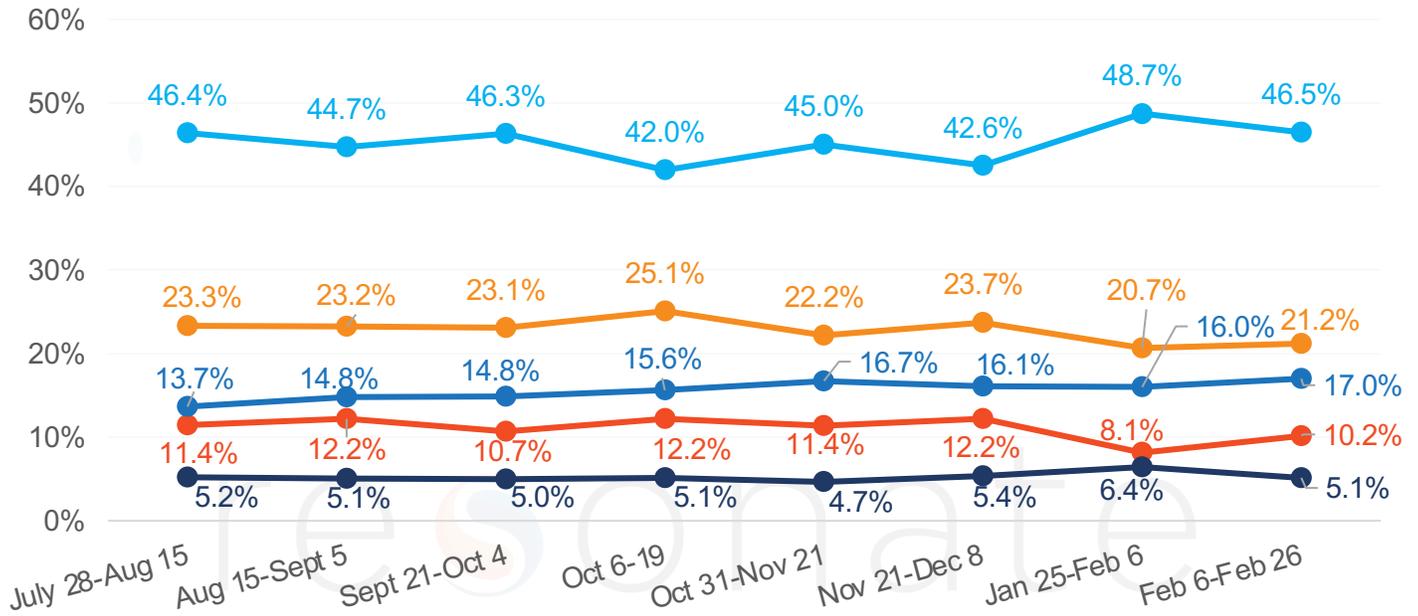
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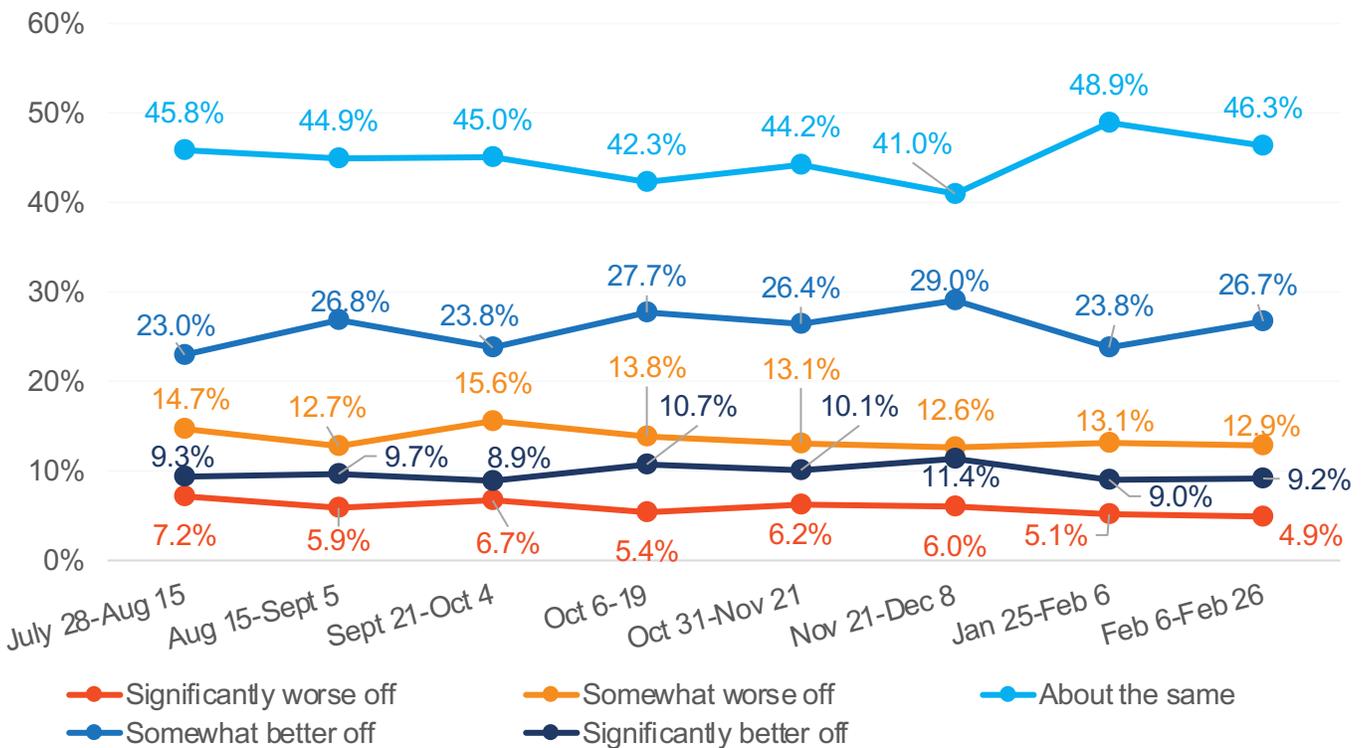


# MORE REPORT BEING 'WORSE OFF' FINANCIALLY, BUT ARE OPTIMISTIC

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

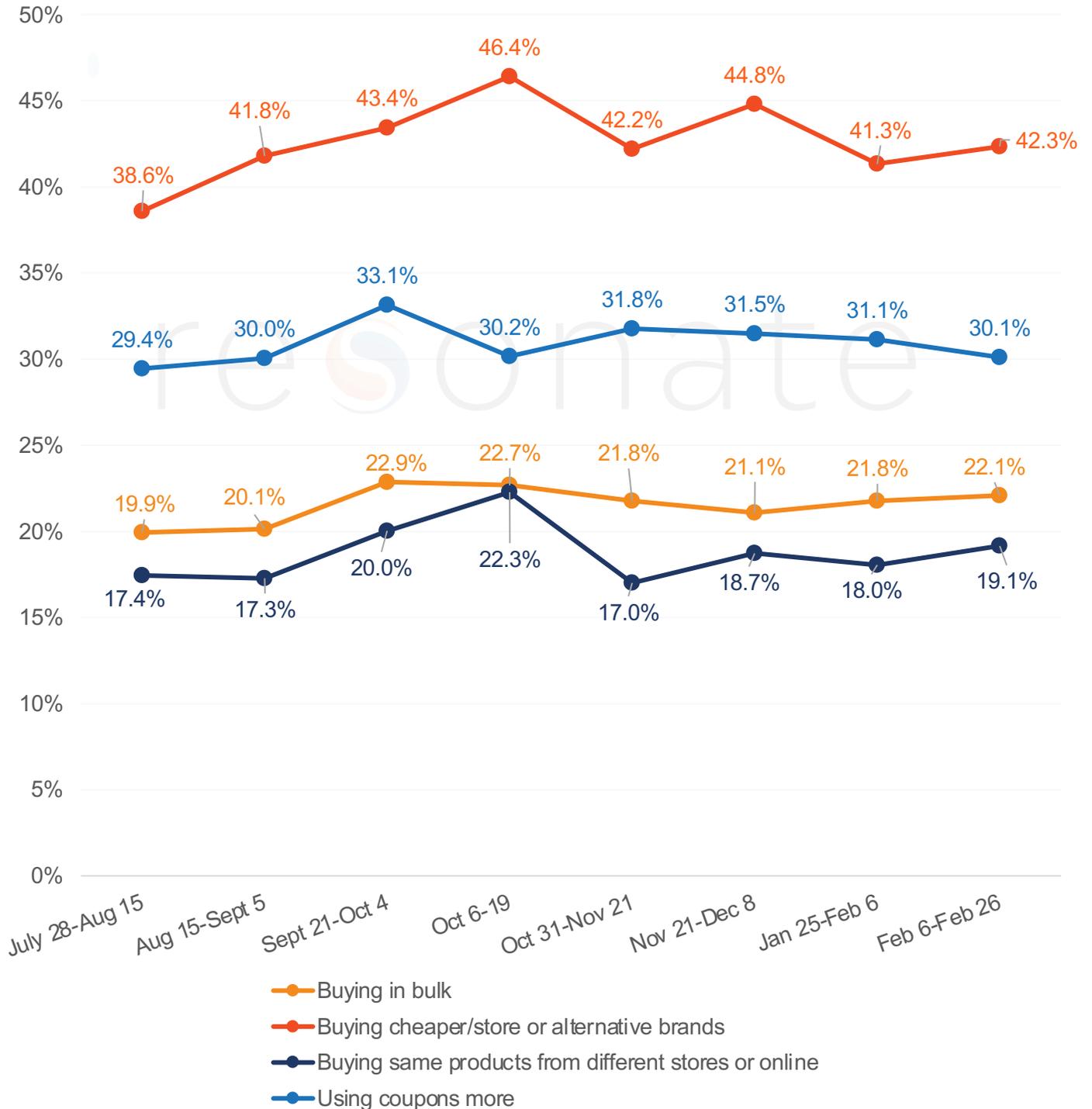


In the next 6 months, do you expect to be financially better or worse off than you are today?



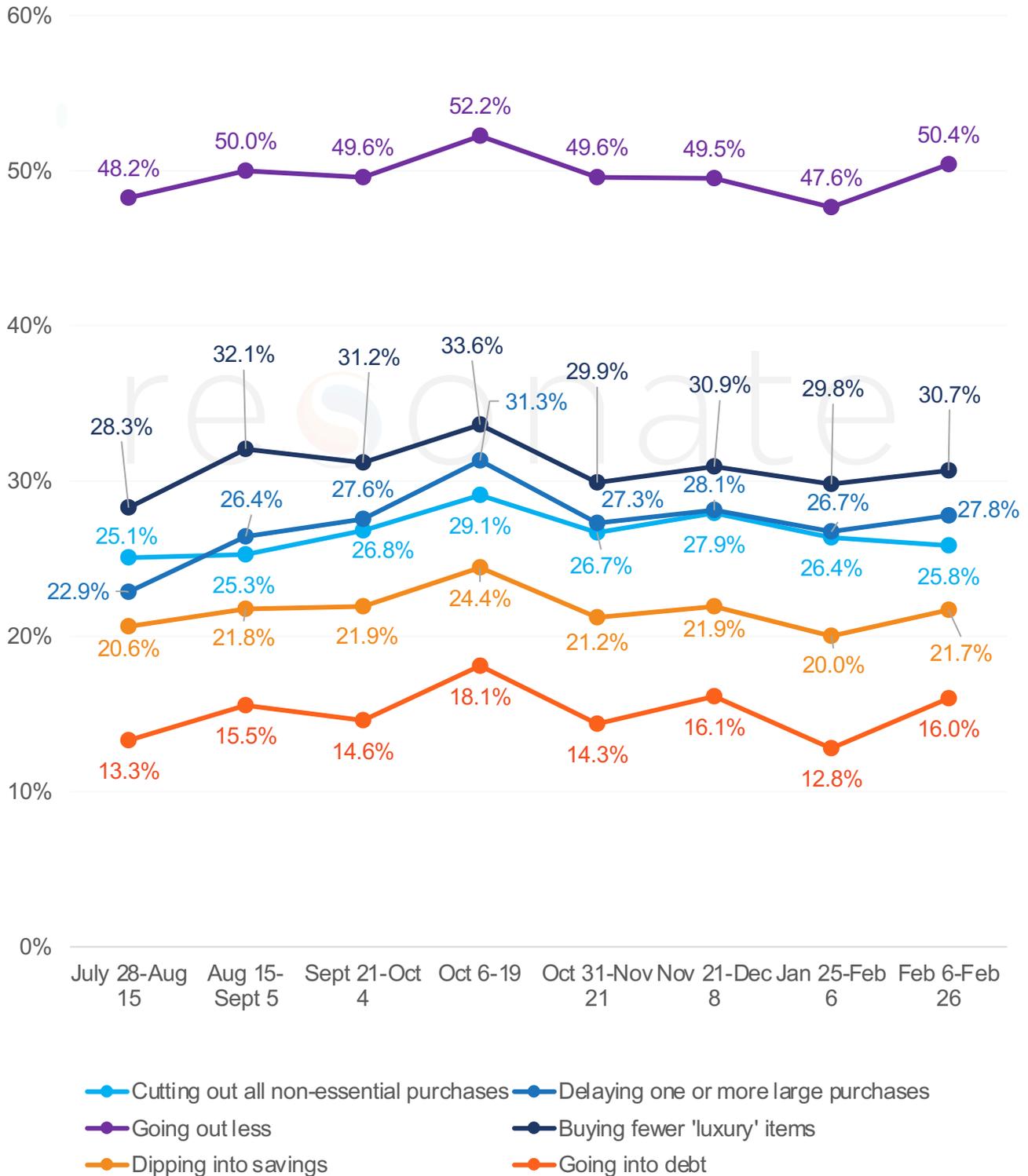
# THEY ARE SAVING BY CHOOSING GENERIC OR CHEAPER BRANDS

What changes, if any, have you made to accommodate higher prices for your regular purchases? Please select all that apply.



# AND GOING OUT LESS, DELAYING LARGE PURCHASES

What changes, if any, have you made to accommodate higher prices for your regular purchases? Please select all that apply.

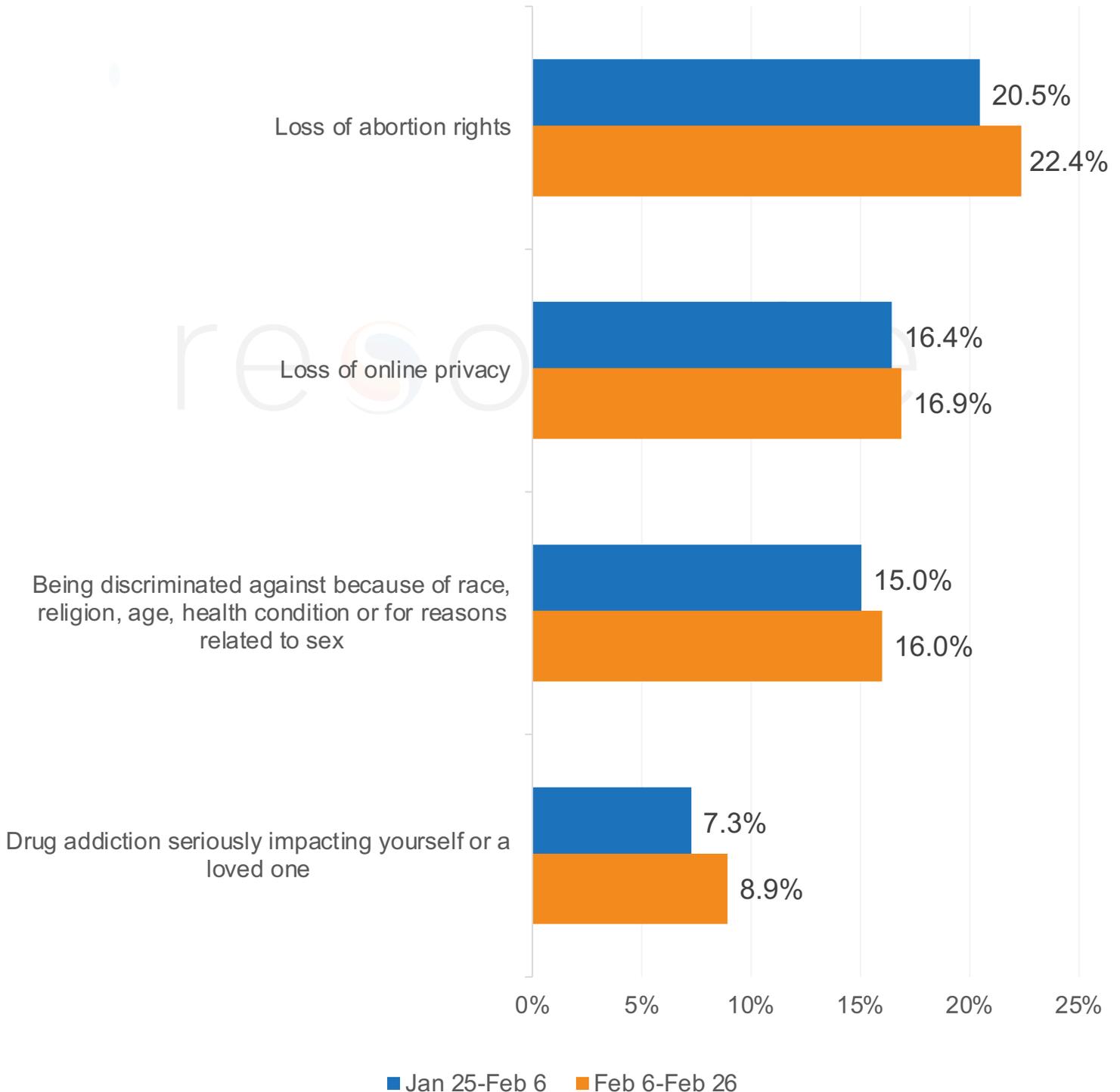




# POLITICAL OUTLOOK

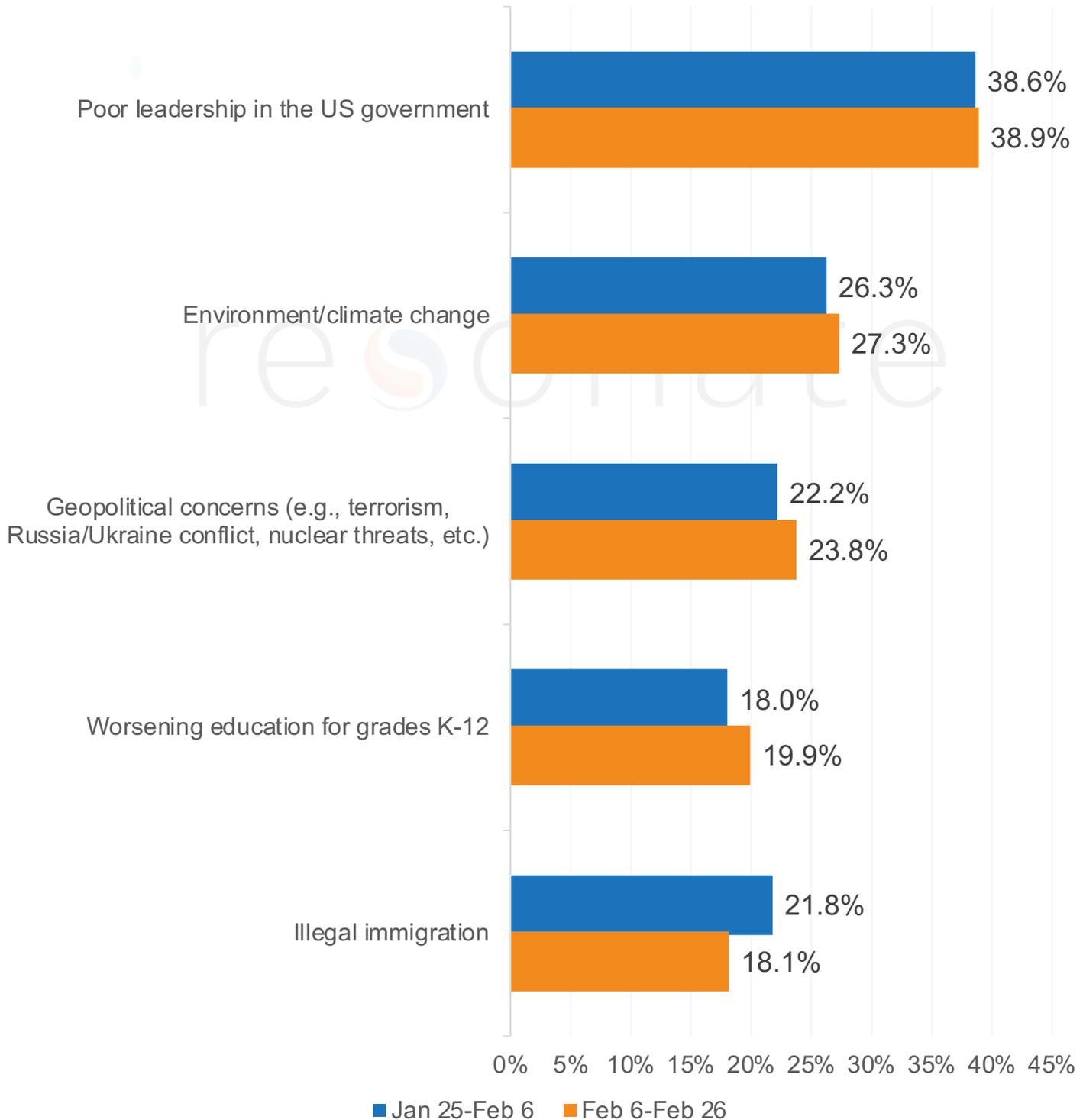
# CONCERN ABOUT ABORTION RIGHTS, ONLINE PRIVACY GROWING

Which of the following are you personally very concerned about happening in the next 6 months? Please select all that apply.



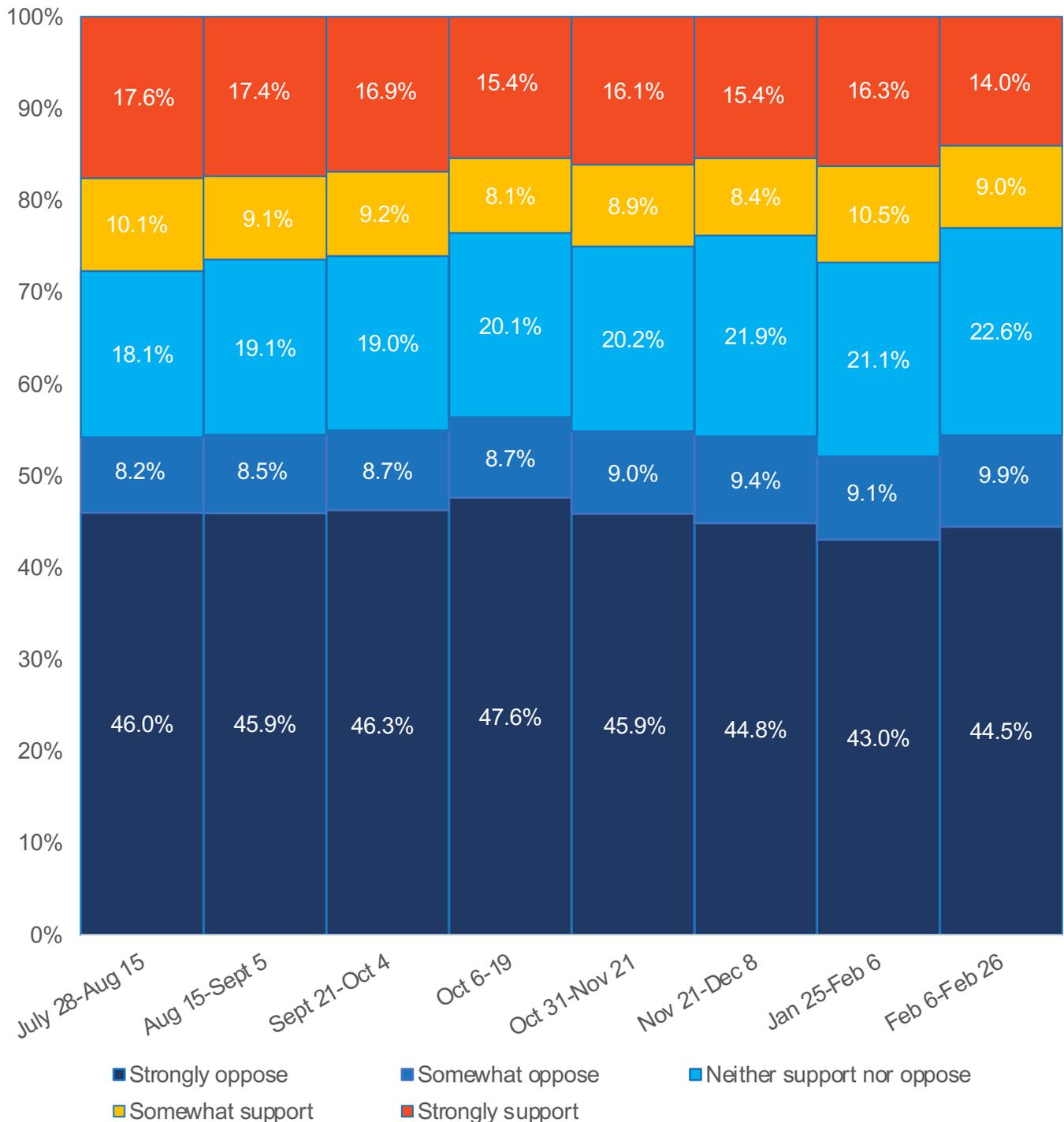
# AMERICANS VERY CONCERNED ABOUT U.S. LEADERSHIP, CLIMATE CHANGE

Which of the following are you personally very concerned about happening in the next 6 months? Please select all that apply.



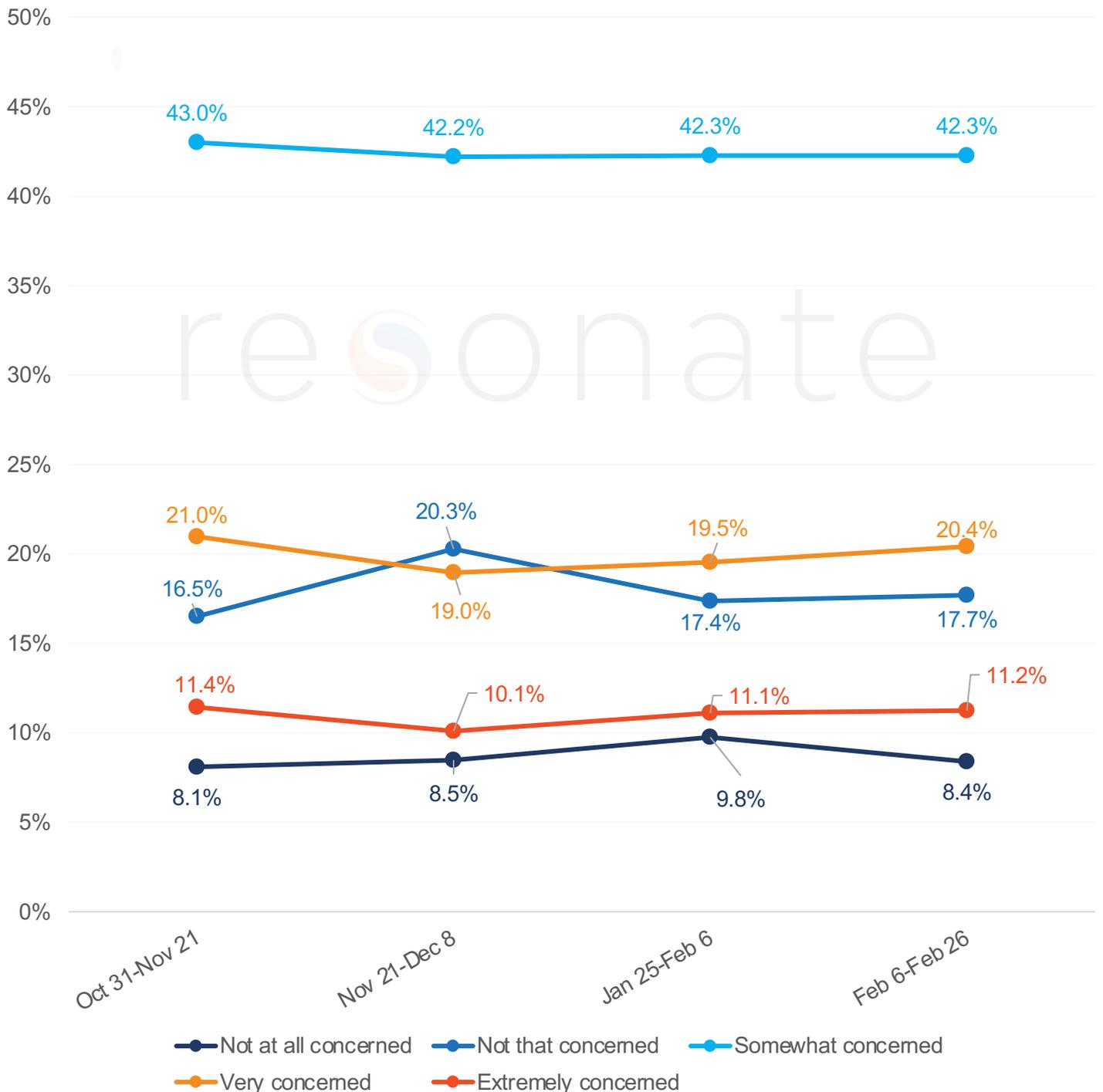
# AMERICAN OPINION ABOUT ROE V. WADE DECISION SHIFTS SLIGHTLY

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



# FROM SOMEWHAT TO VERY, AMERICANS CONCERNED ABOUT NUCLEAR WAR

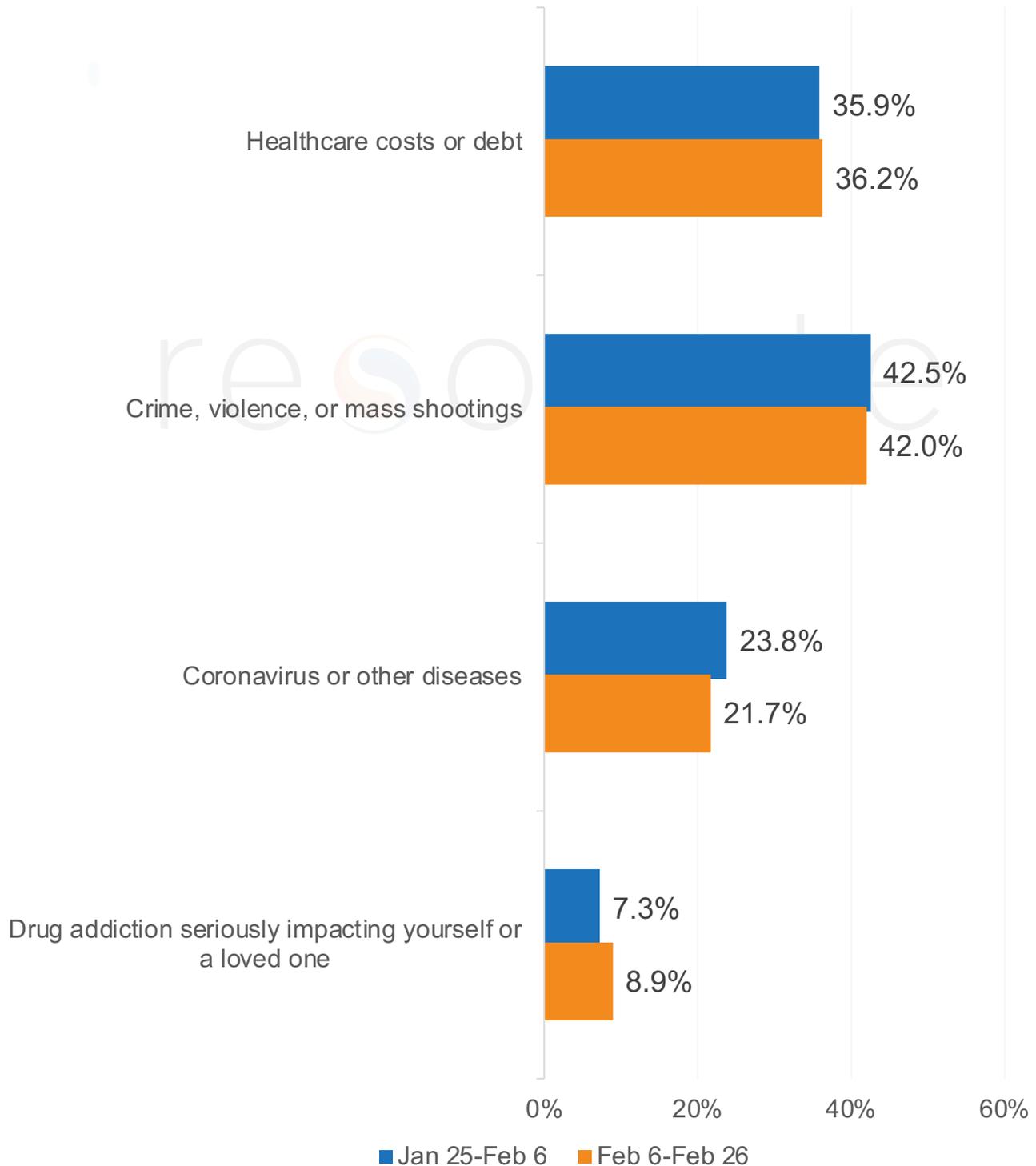
To what extent are you concerned about the imminent threat of nuclear war given the recent events in Russia, Ukraine and North Korea?



# CURRENT SENTIMENT ON HEALTHCARE ACCESS, VIRUSES AND SAFETY

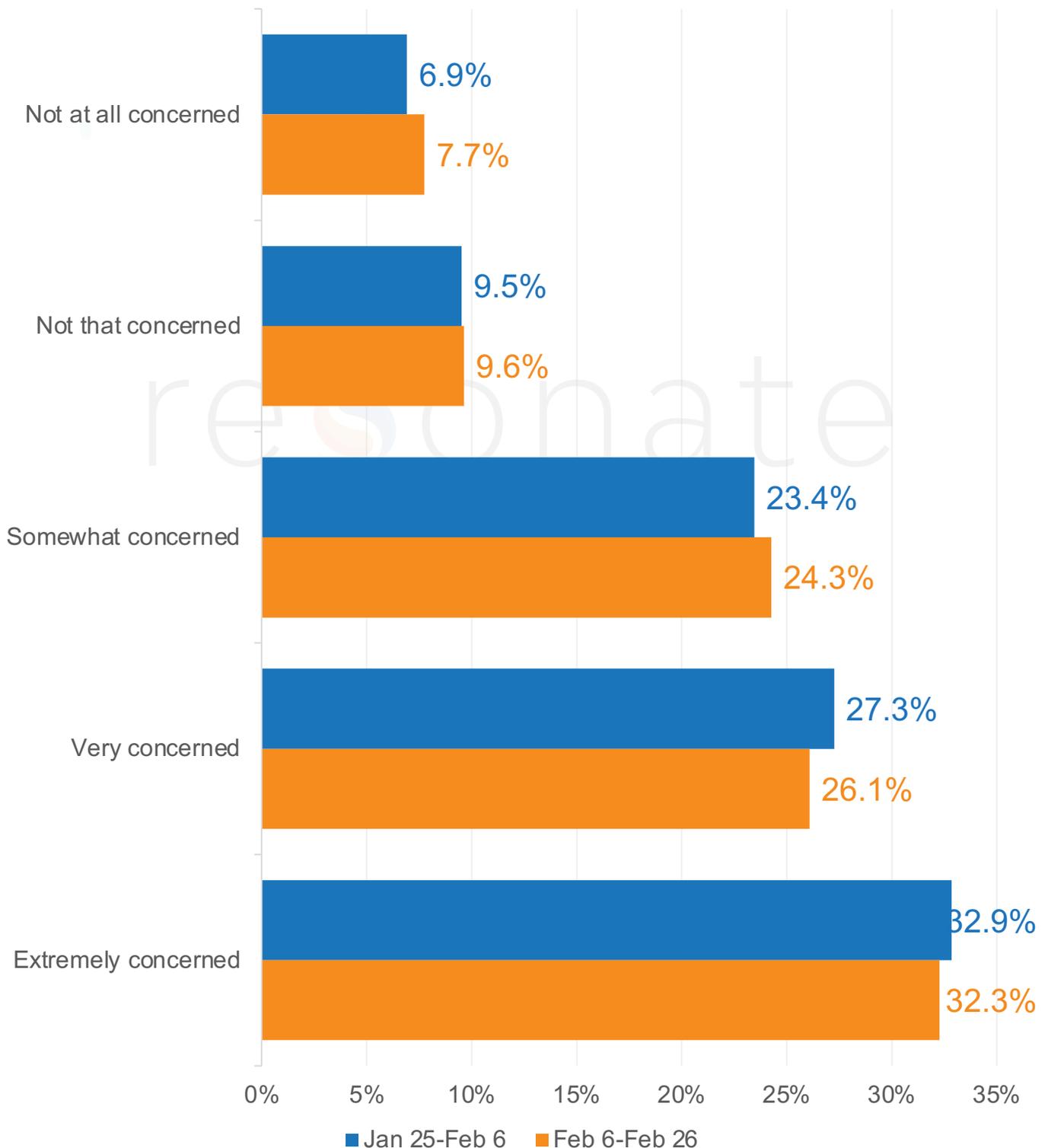
# CRIME, VIOLENCE & MASS SHOOTINGS HAVE AMERICANS CONCERNED

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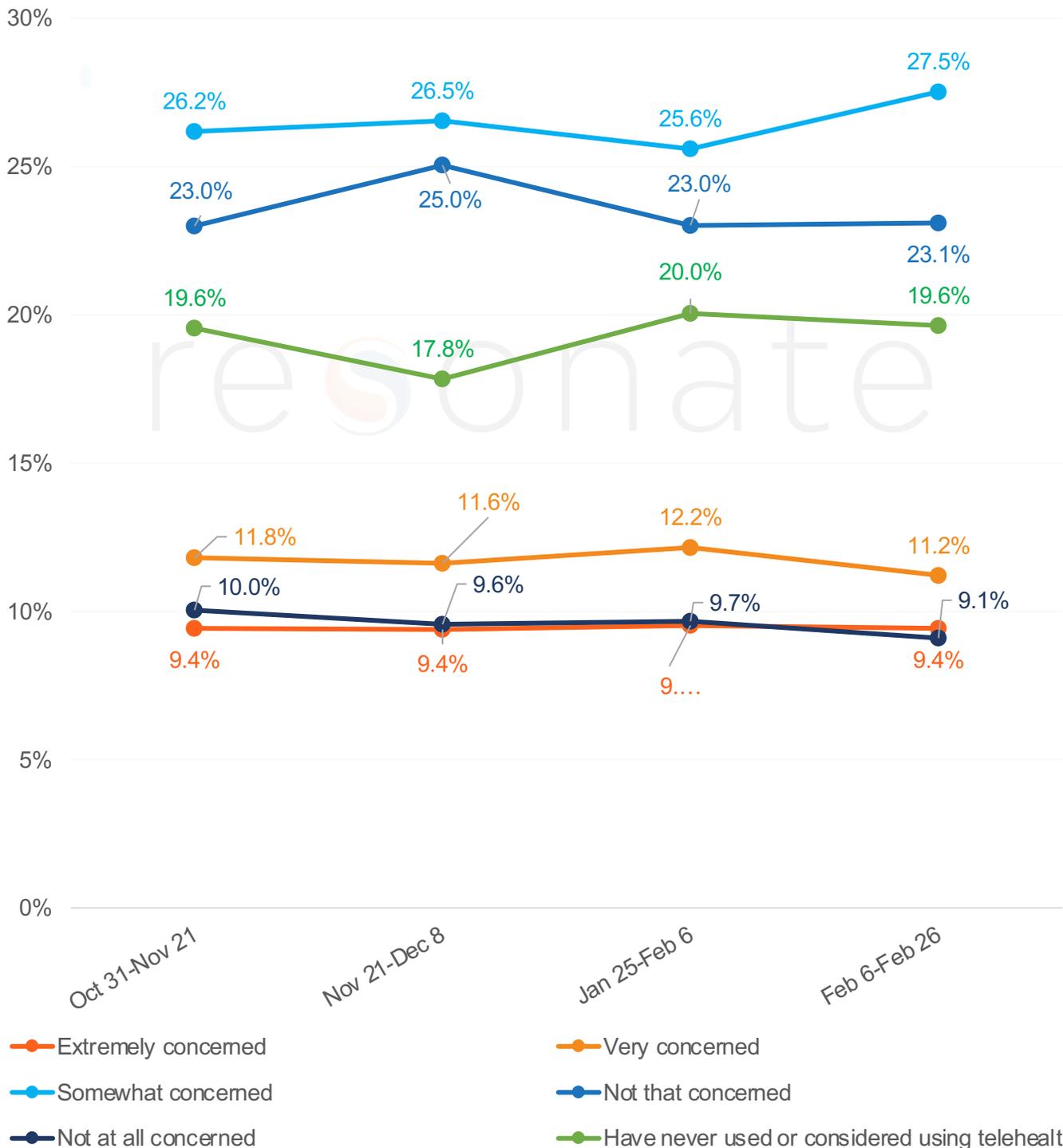
# CONCERN ABOUT GUN VIOLENCE TICKS UP

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



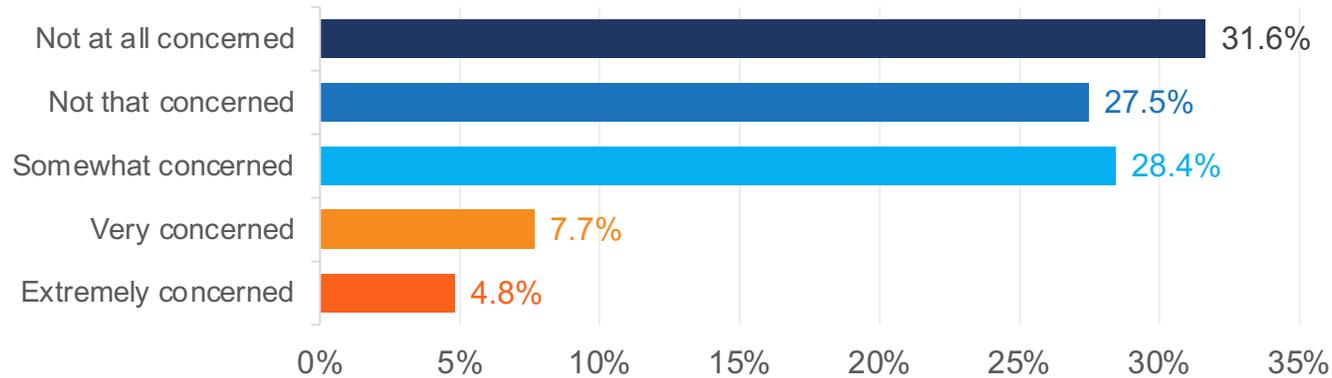
# AMERICANS SOMEWHAT CONCERNED ABOUT ACCESS TO TELEHEALTH

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

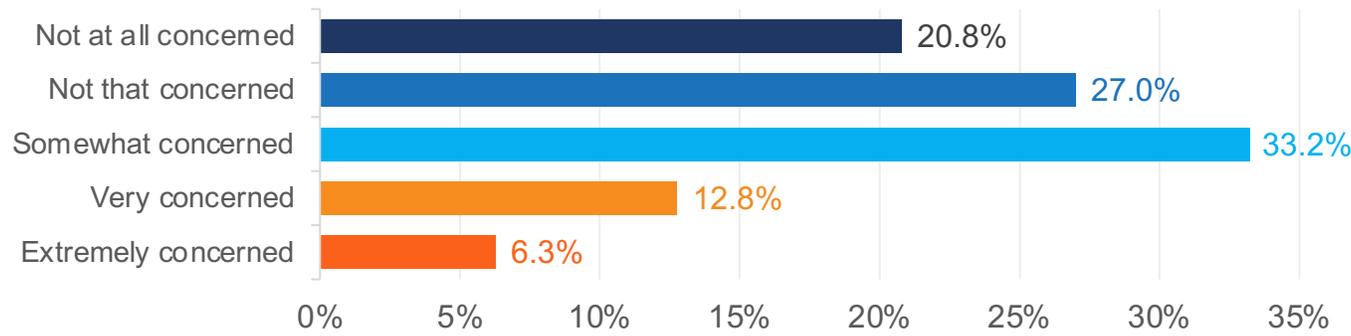


# SPRING IS NIGH: AMERICANS OKAY BEING IN PUBLIC SPACES, FEWER CONCERNED ABOUT COVID & FLU

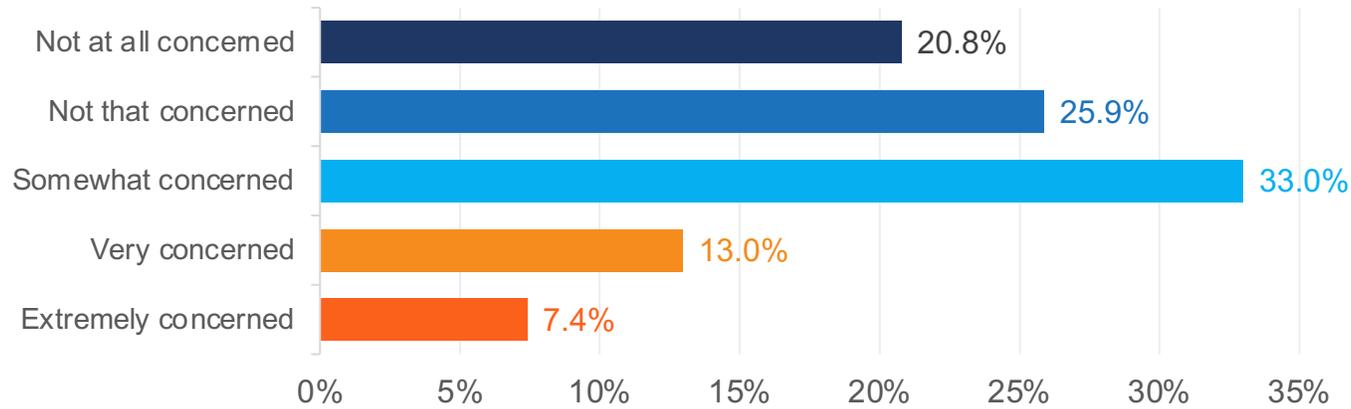
How concerned are you about being in public spaces right now?



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

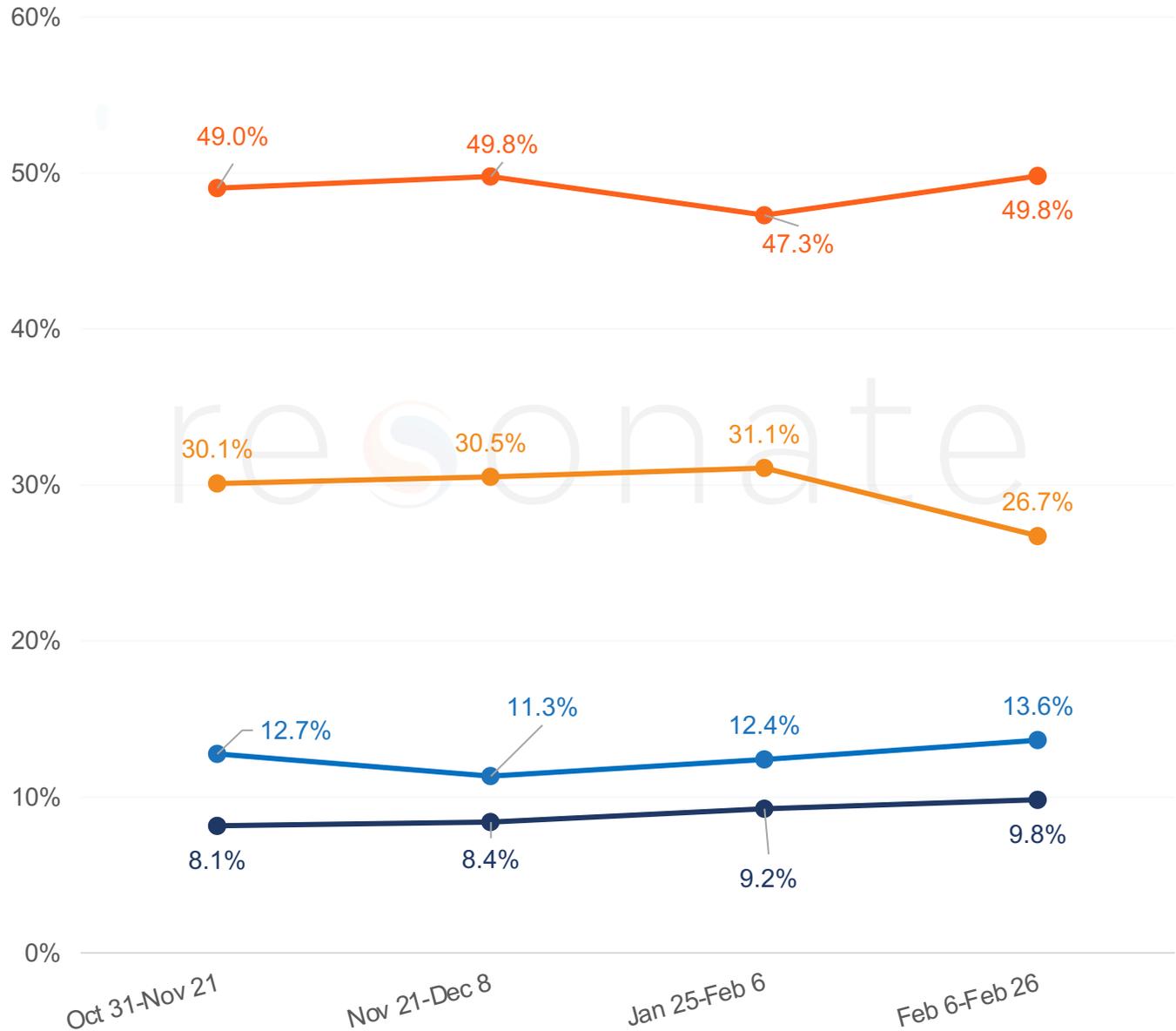


How concerned are you about the spread of COVID-19 in America right now?



# MORE AMERICANS SEE COVID-19 AS SIMILAR TO THE 'SEASONAL FLU'

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



- COVID-19 was never really a pandemic
- COVID-19 was initially a pandemic, but the pandemic has ended
- COVID-19 is still currently a pandemic, and it is still possible that we could take measures to end it
- COVID-19 was a pandemic, but has evolved into a disease more similar to the seasonal flu that we are just going to have to get used to dealing with

# UNDERSTANDING THE HUMAN BEHIND CONSUMER DATA IS THE KEY TO SUCCESS

Aligning with how Americans feel about their ability to spend or save *today* is imperative to creating campaigns that speak to them. To understand the whole consumer, you need insight into their sentiment, motivations and intent that you can't get from traditional data companies or your 1st-party demographics.

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 Elements data sets. Every month, we ask consumers to find out how they feel about recent events to create this report. You can tap into Resonate to 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 comes your way.

## DRIVE CUSTOMER LIFETIME VALUE WITH UNPARALLELED DATA

Request a demo or contact your Customer Success Manager today.

