

resonate

CONSUMER ATTITUDES & BEHAVIORS COOL WITH THE SEASON

Achieve end of year goals & start the new year
right with the latest consumer data

RESONATE RECENT EVENTS REPORT
WAVE 39 – 2304

Consumer concern cools shopper intent & behavior ahead of the holidays

The largest segment of today's consumer continues to ride the waves of change in a state of "permacrisis" or "cautious optimism," depending on which angle you take. Earlier this year, Resonate data revealed this concerning trend and how that impacts consumer behavior. Now, as we head into the end of the year, the American consumer remains in this perpetual state of moderate worry, and it's impacting how they are spending, saving and behaving just before the holidays.

Resonate AI-powered data sets, reveal critical insights into behavior, preferences and intent to help your team make the best data-driven decisions. With the freshest take on consumer behavior in hand, use Resonate data and intelligence optimize your fall media campaigns, adapt creative & messaging, and execute marketing that drives year-end performance. Use this most recent take on the consumer mindset to inform your 2024 plans.

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

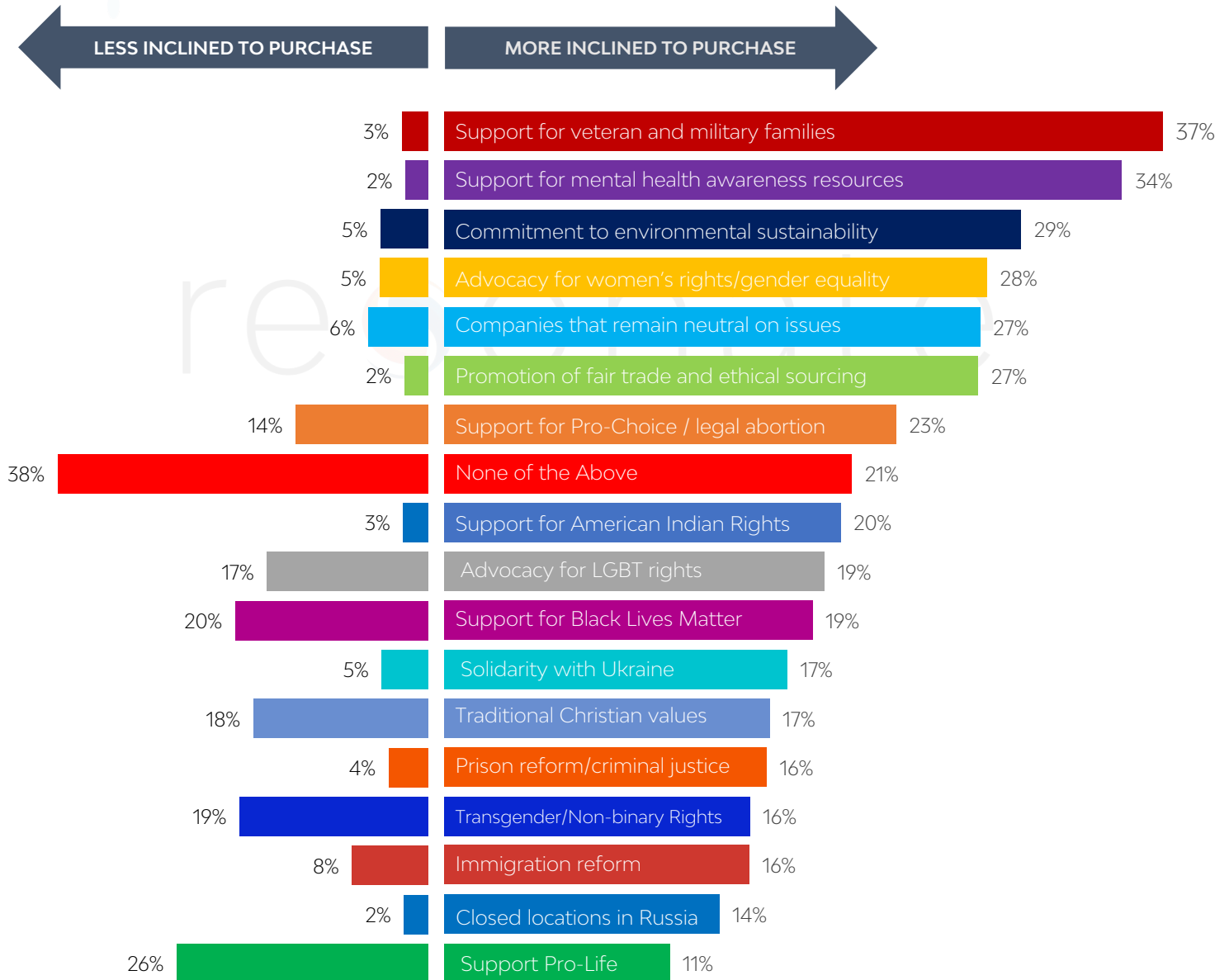


See It In Action

FEATURED INSIGHTS

Consumer activism continues drive purchase behavior across a spectrum of causes

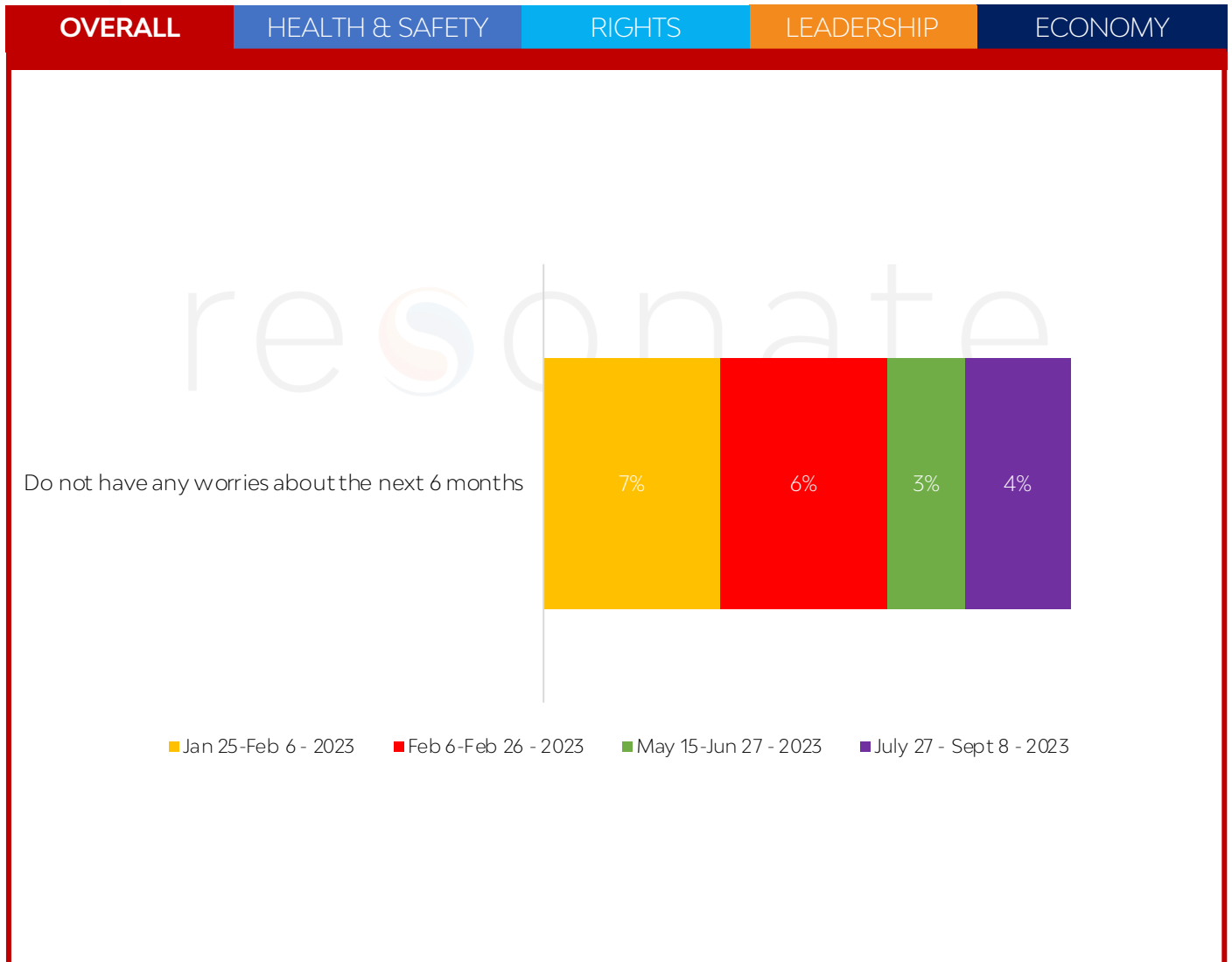
Please indicate which of the following **causes**, if supported by a company or brand, would make you **more or less inclined to purchase** from them or use their service. Please select all that apply.



CONSUMER ATTITUDE DATA

Only 4% of consumers say that they are worry-free

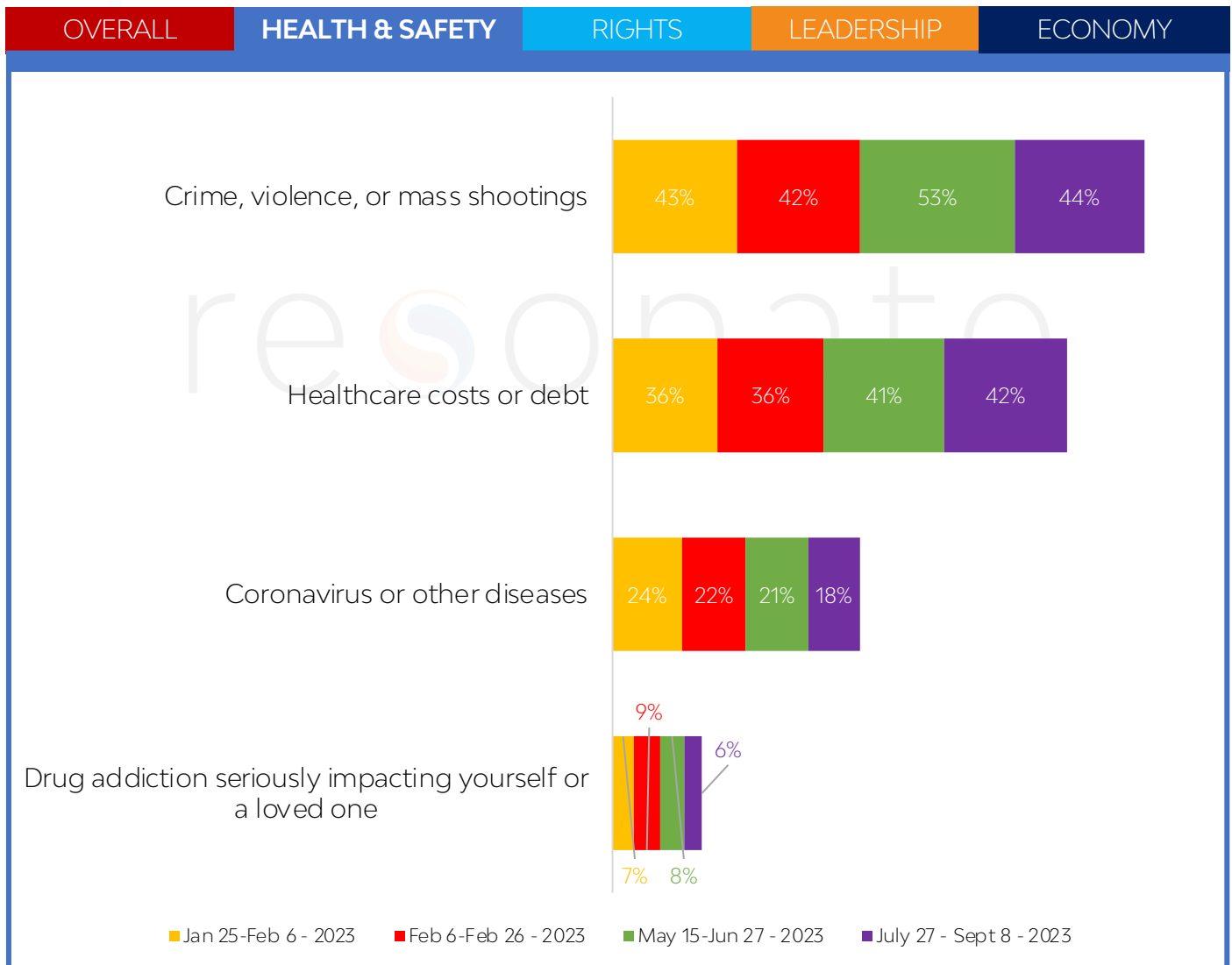
There are many issues facing Americans today, but not all of them may be a concern to you personally. Which of the following are you personally very concerned about happening in the **next 6 months**?



Concern about consumers' health & safety declines overall, but concern about cost increases

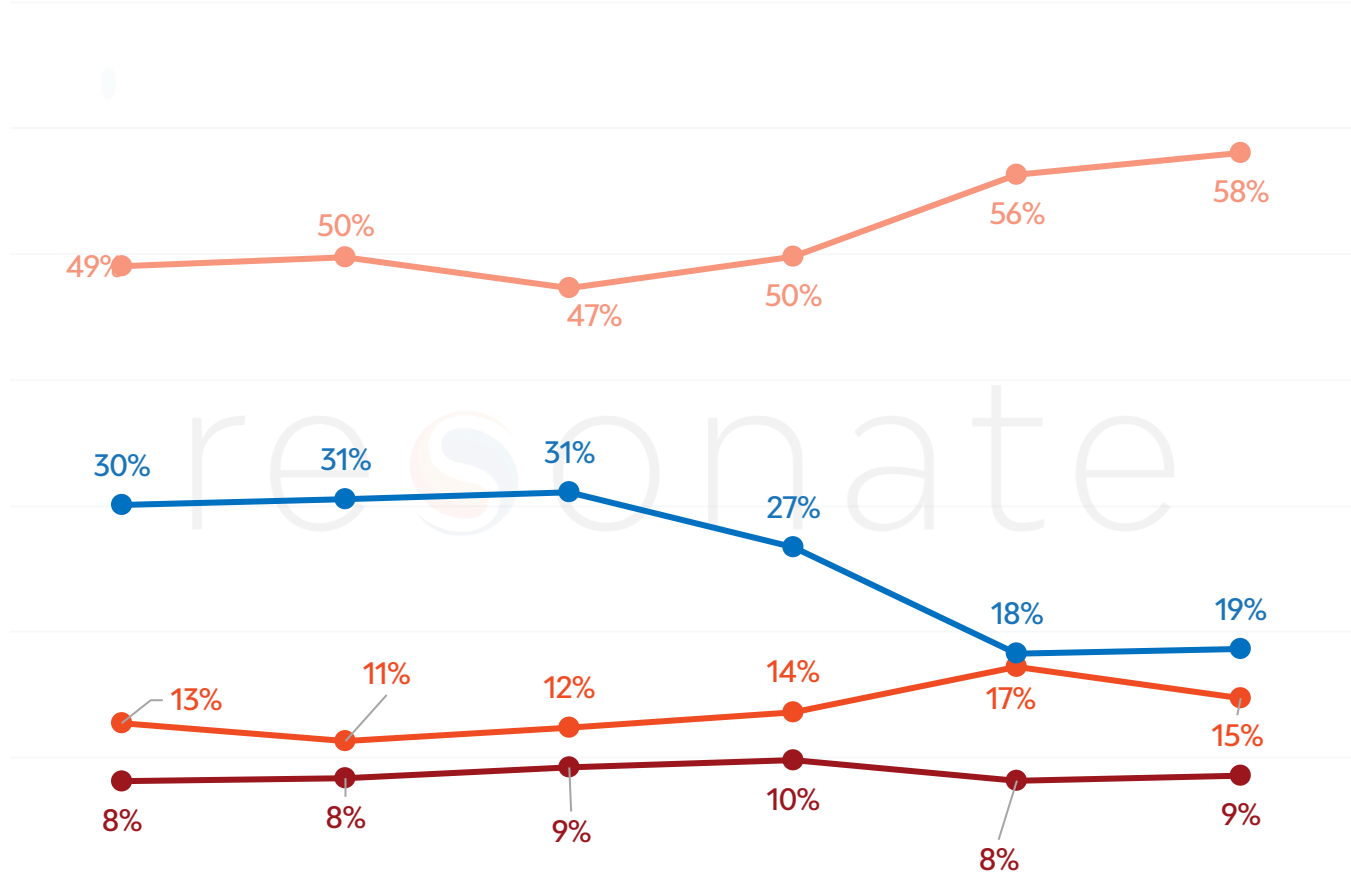
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Please select all that apply.



COVID here to stay: 58% say it has become seasonal disease

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

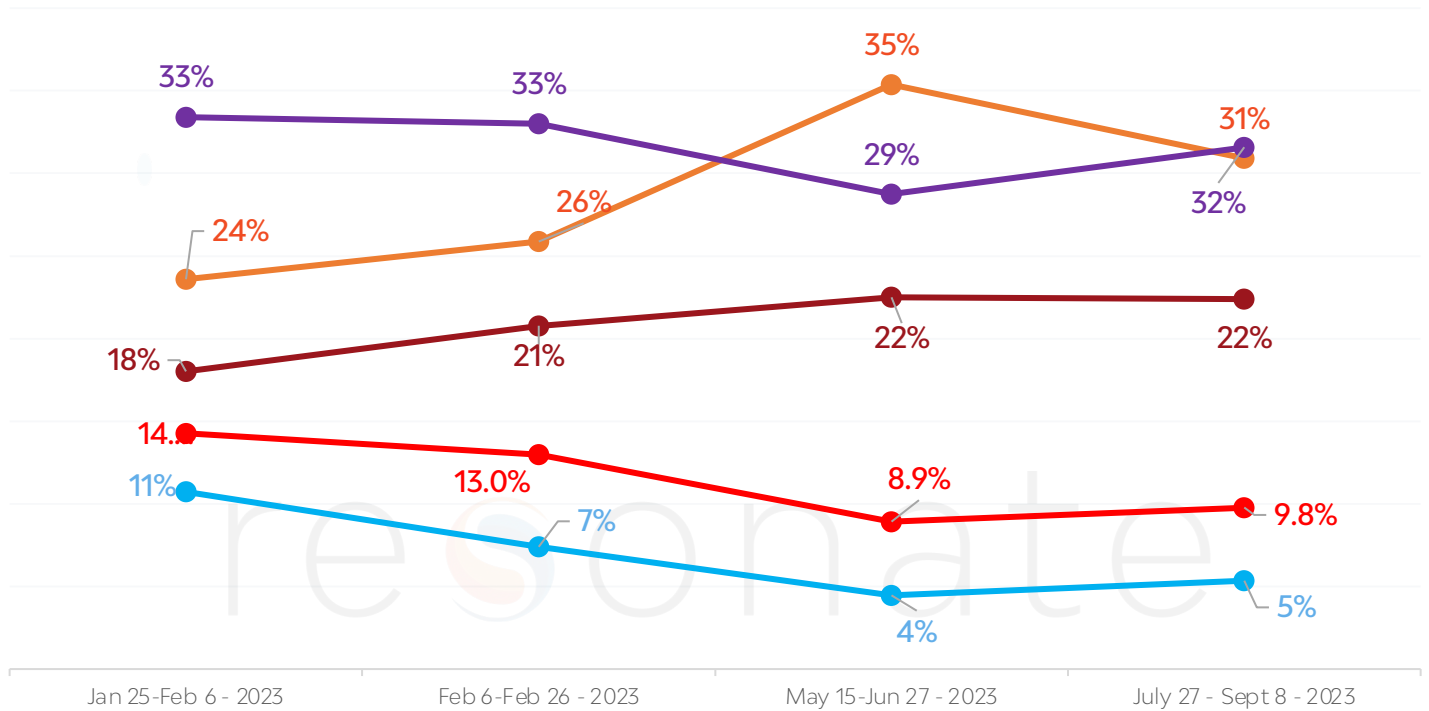


Oct 31-Nov 21 - 2022 Nov 21-Dec 8 - 2022 Jan 25-Feb 6 - 2023 Feb 6-Feb 26 - 2023 May 15-Jun 27 - 2023 July 27 - Sept 8 - 2023

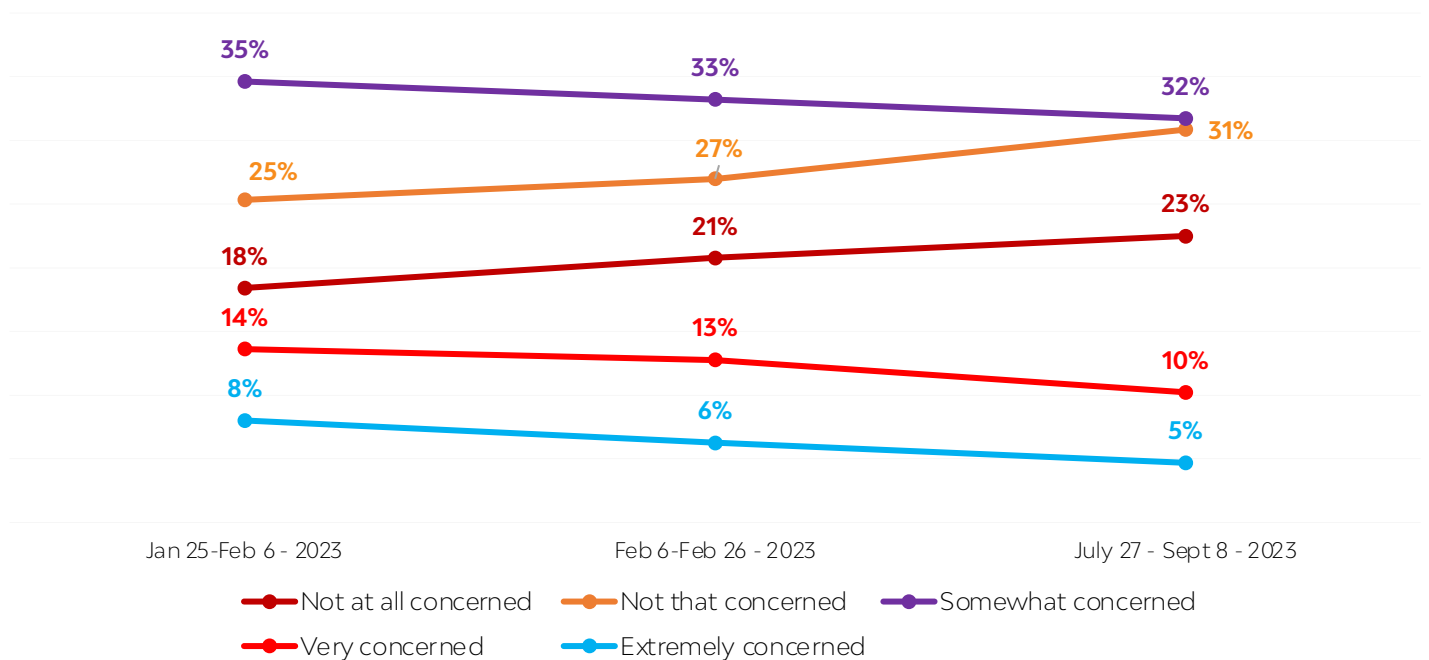
- COVID-19 was never really a pandemic
- COVID-19 was initially a pandemic, but the pandemic has ended
- COVID-19 is still currently a pandemic, and it is still possible that we could take measures to end it
- COVID-19 was a pandemic, but has evolved into a disease more similar to the seasonal flu that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

More Americans concerned about COVID than flu

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

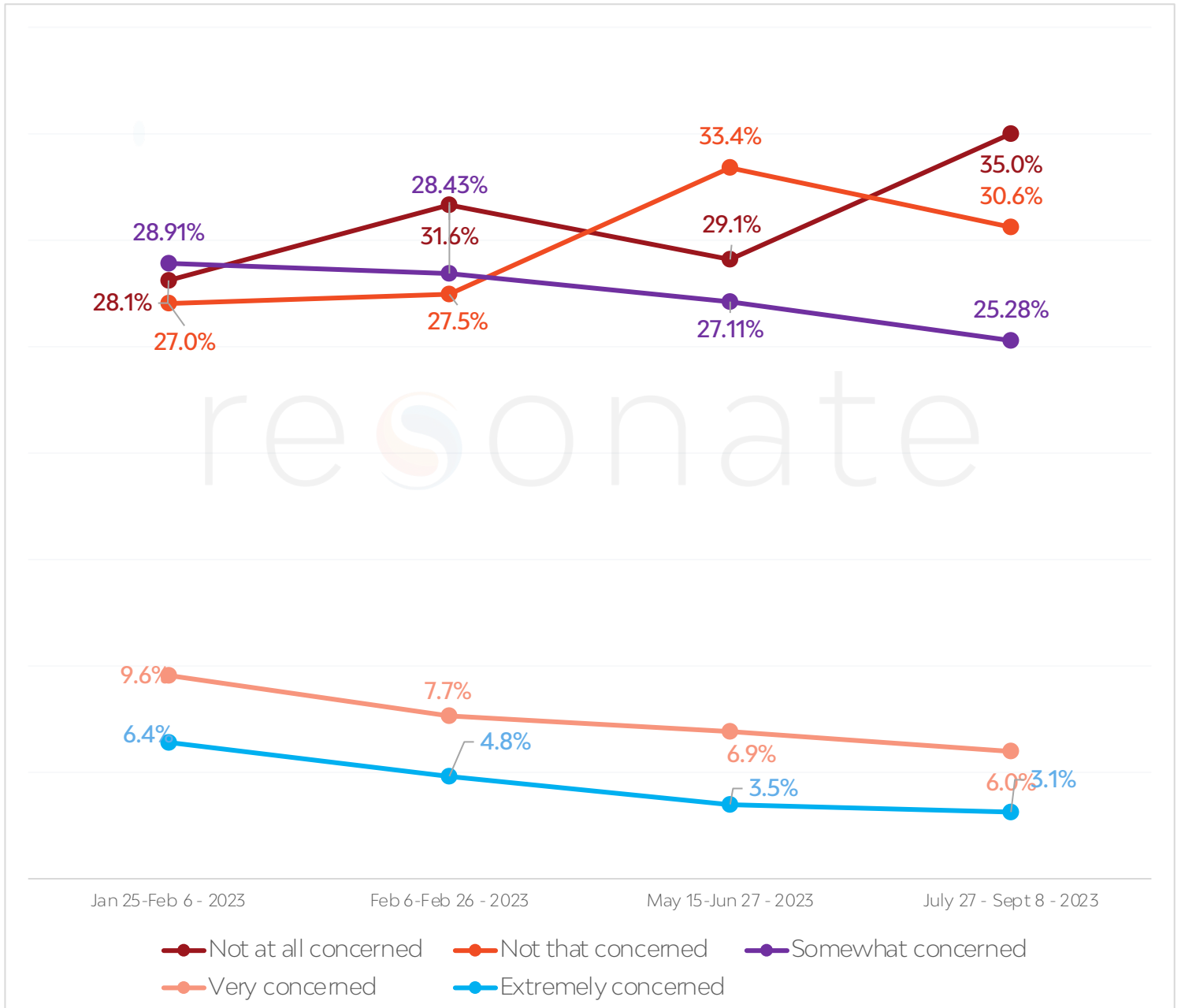


How concerned are you about the spread of seasonal flu in America right now?



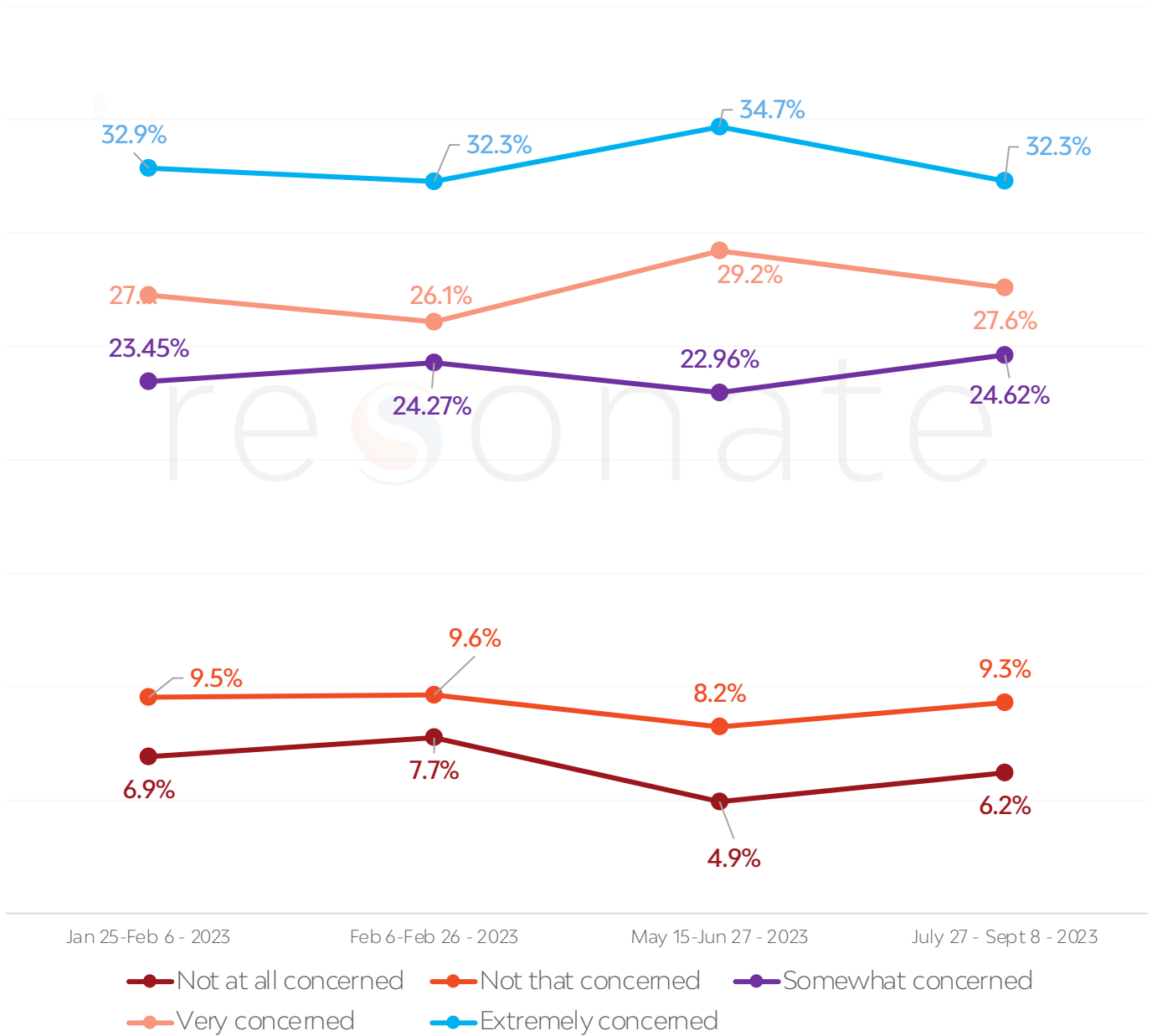
With holiday gatherings on the horizon, consumers are comfortable in public spaces

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



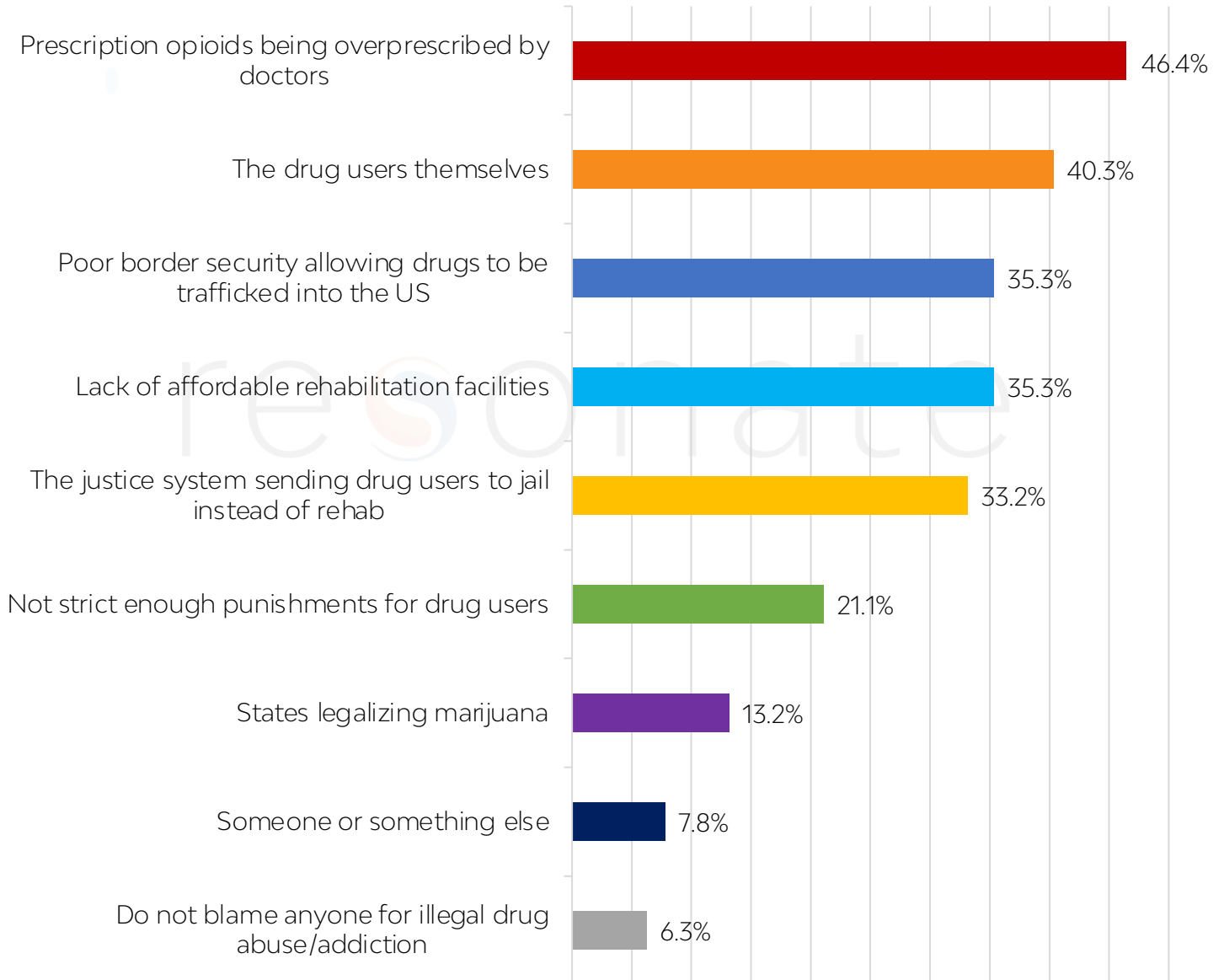
Concern over gun violence trends slightly downward

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



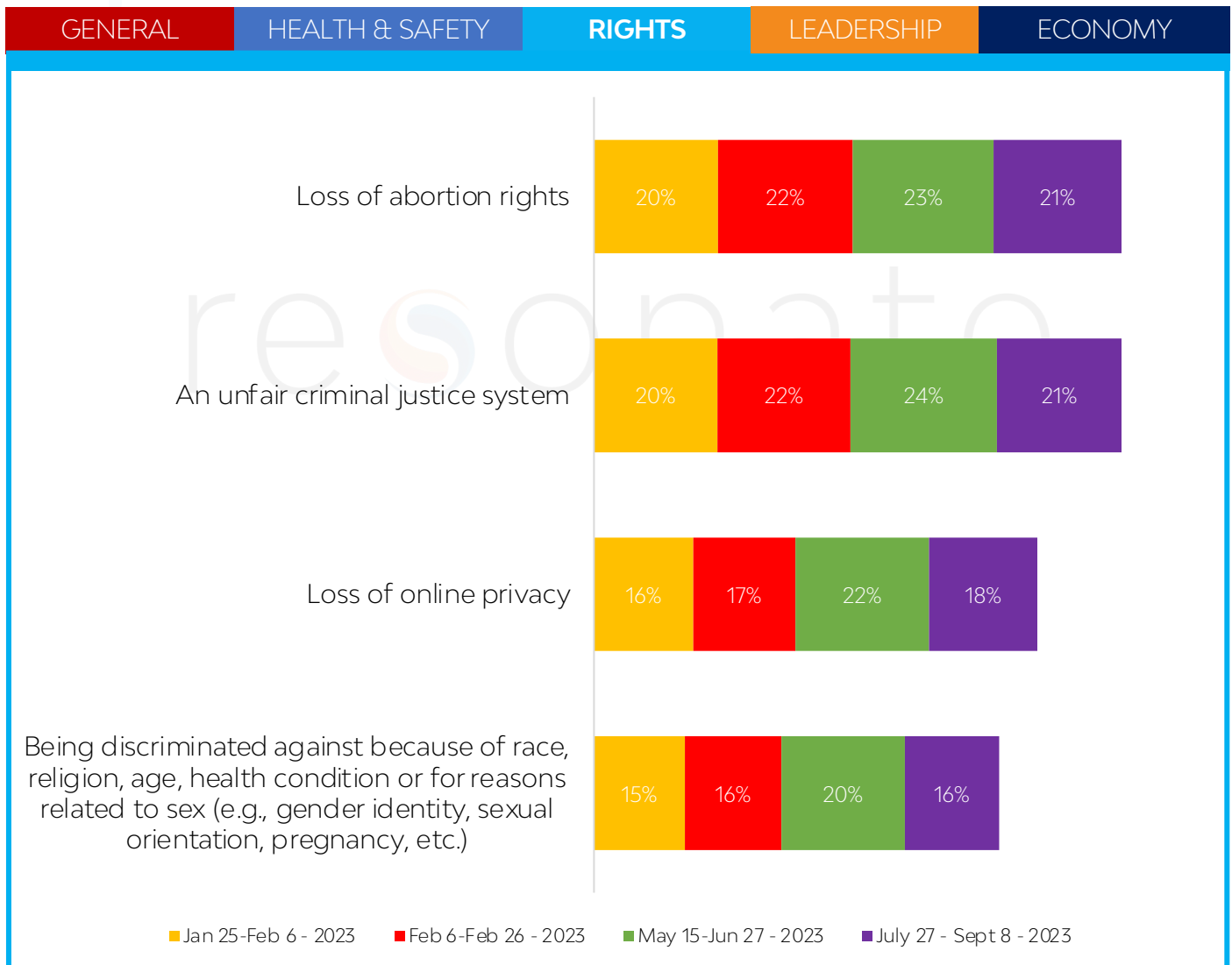
Americans blame overprescribing, users for drug problems of abuse & addiction

Thinking about illegal drug abuse/addiction in the US, which of the following do you **blame most**?



Concern about personal rights declines slightly

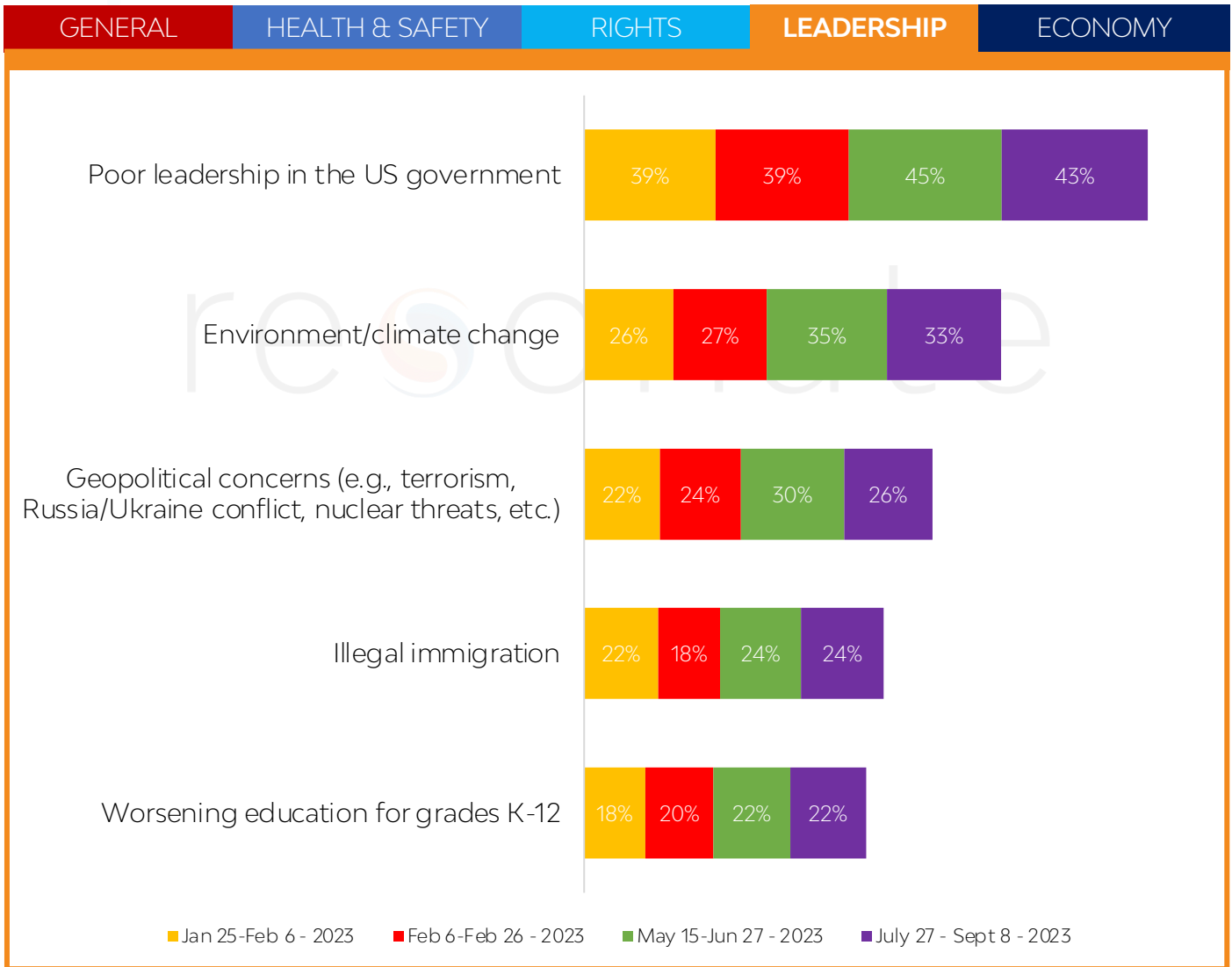
There are many issues facing Americans today, but not all of them may be a concern to you personally. Which of the following are you personally very concerned about happening in the **next 6 months**? Please select all that apply.



Concern for US government leadership continues to grow

There are many issues facing Americans today, but not all of them may be a concern to you personally. Which of the following are you personally very concerned about happening in the **next 6 months**?

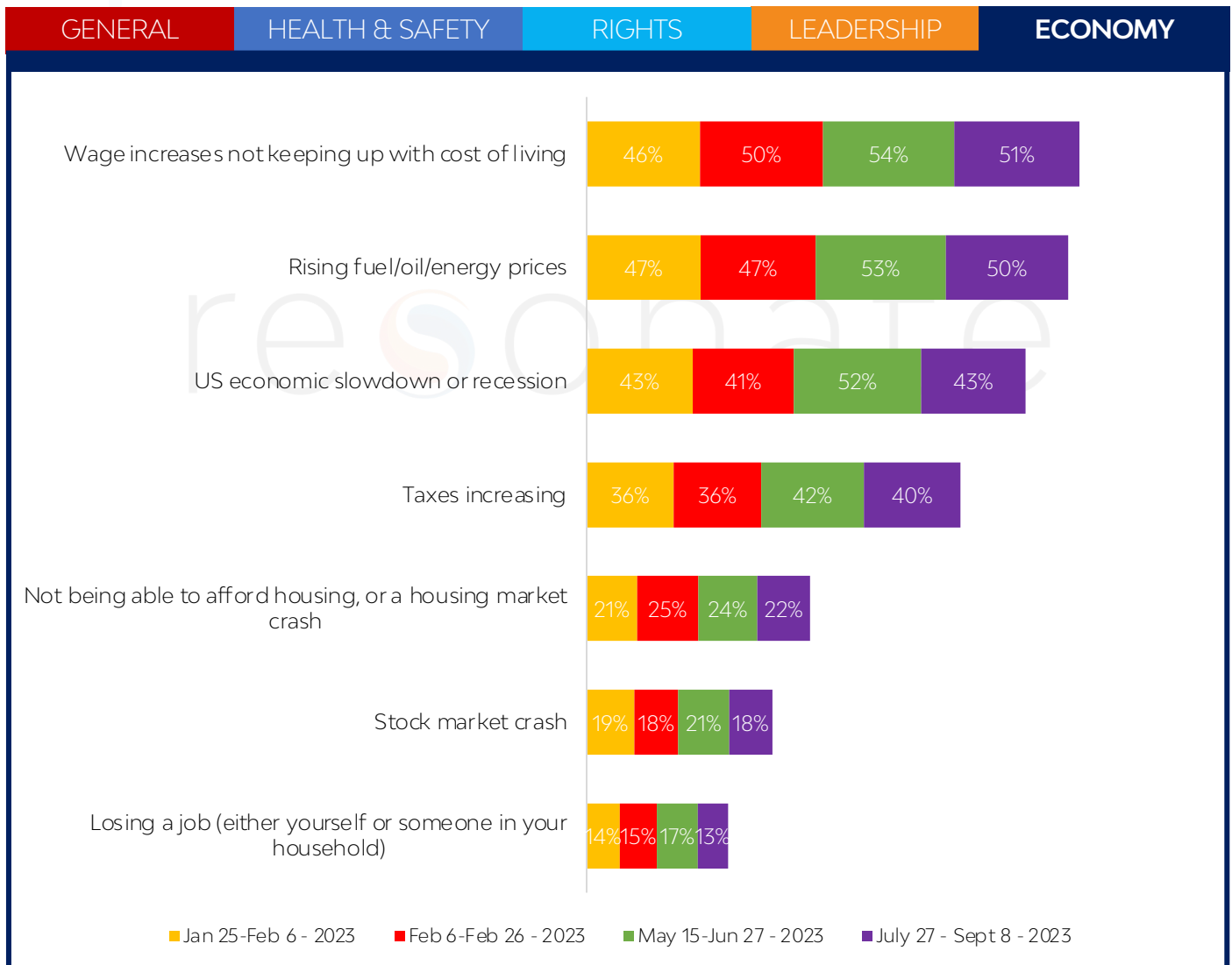
Please select all that apply.



Consumer overall economic perceptions remain steady, but belies changing financial behaviors

There are many issues facing Americans today, but not all of them may be a concern to you personally. Which of the following are you personally very concerned about happening in the **next 6 months**?

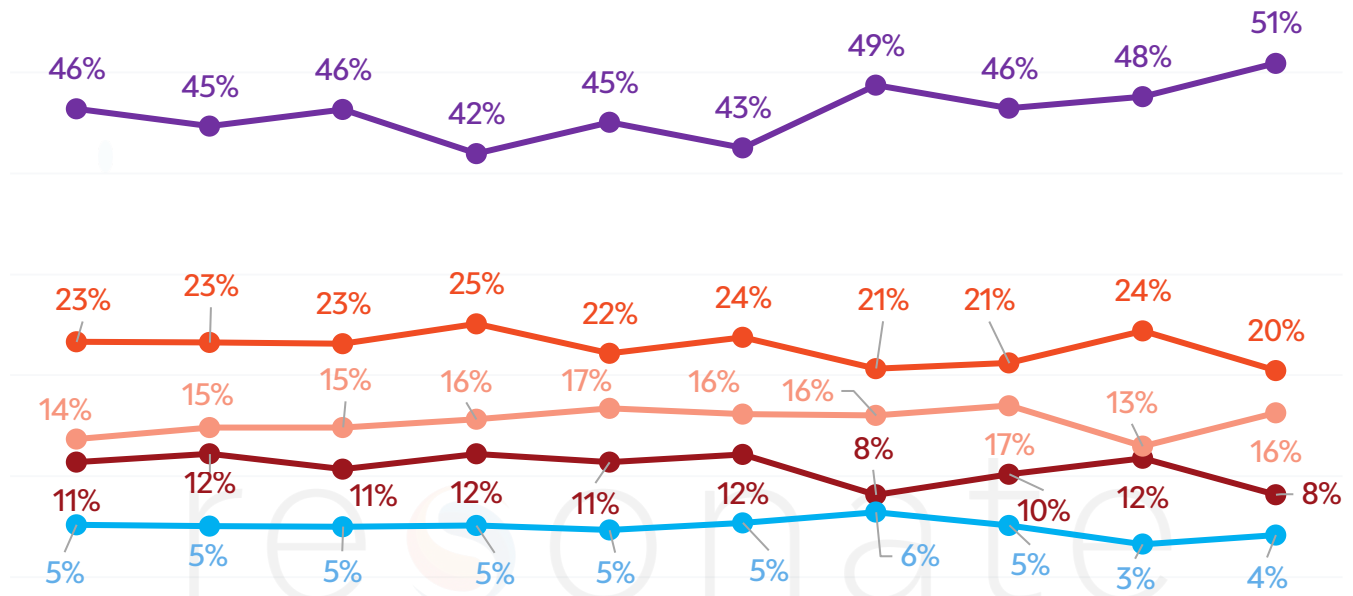
Please select all that apply.



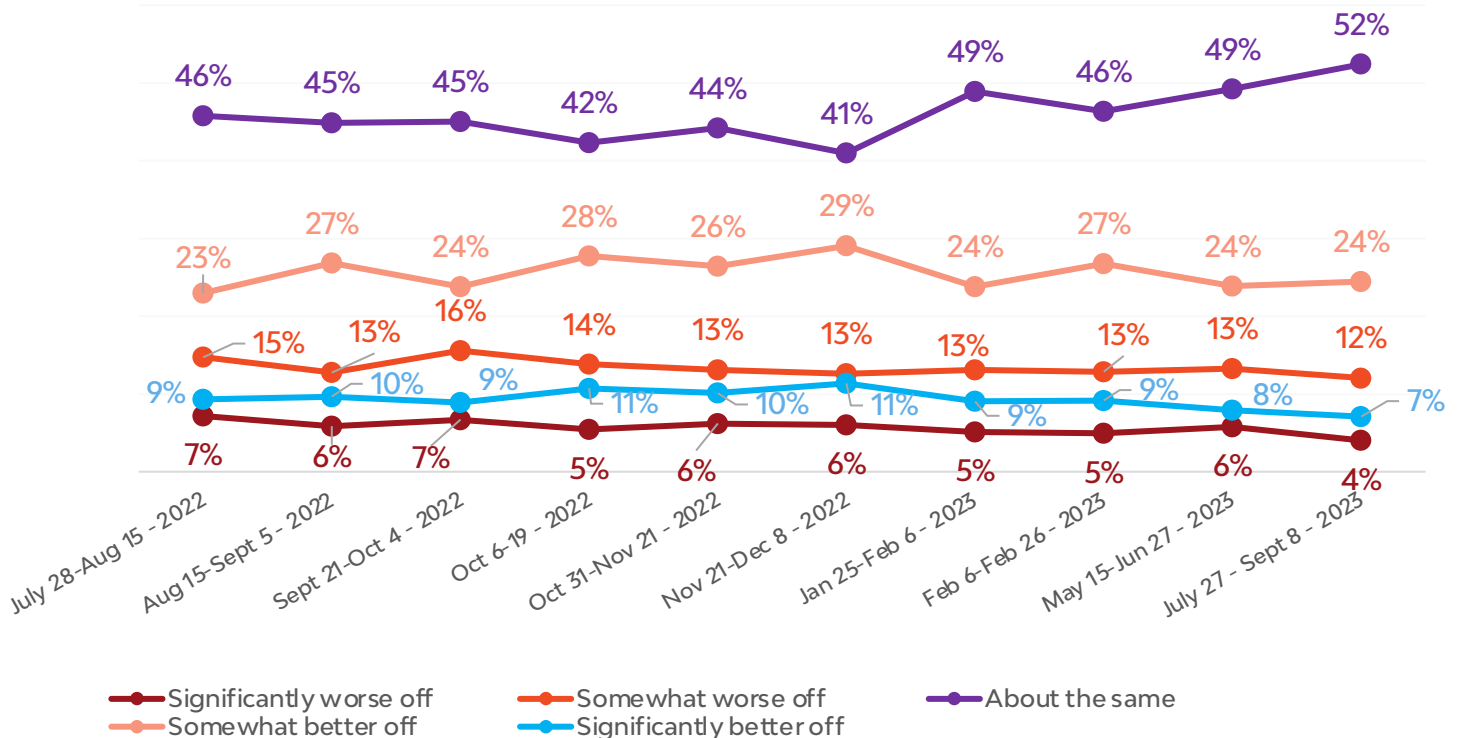
IN-DEPTH FINANCIAL DATA

More stability around personal finances today & in next 6 months

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

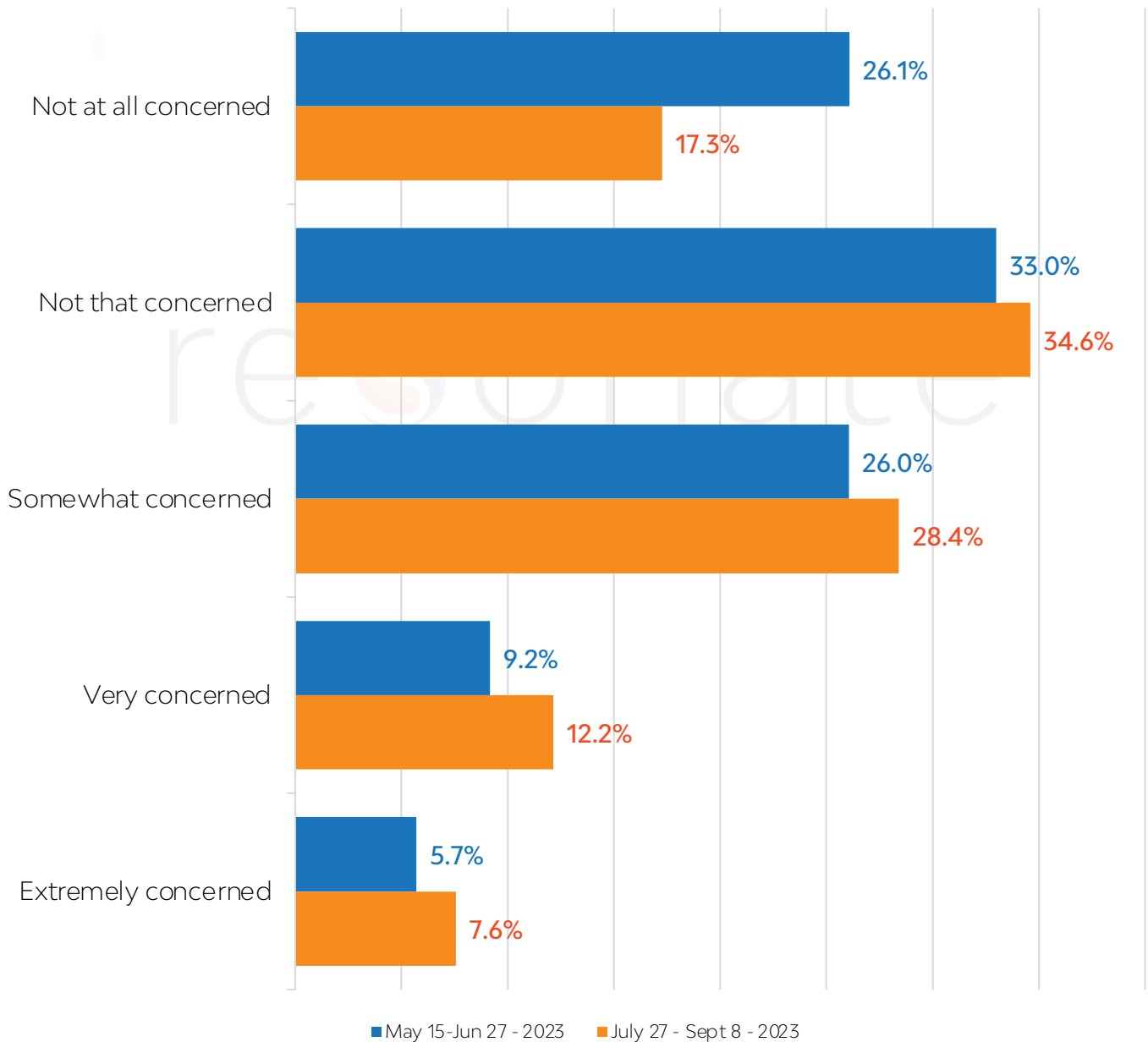


In the **next 6 months**, do you expect to be financially better or worse off than you are today?



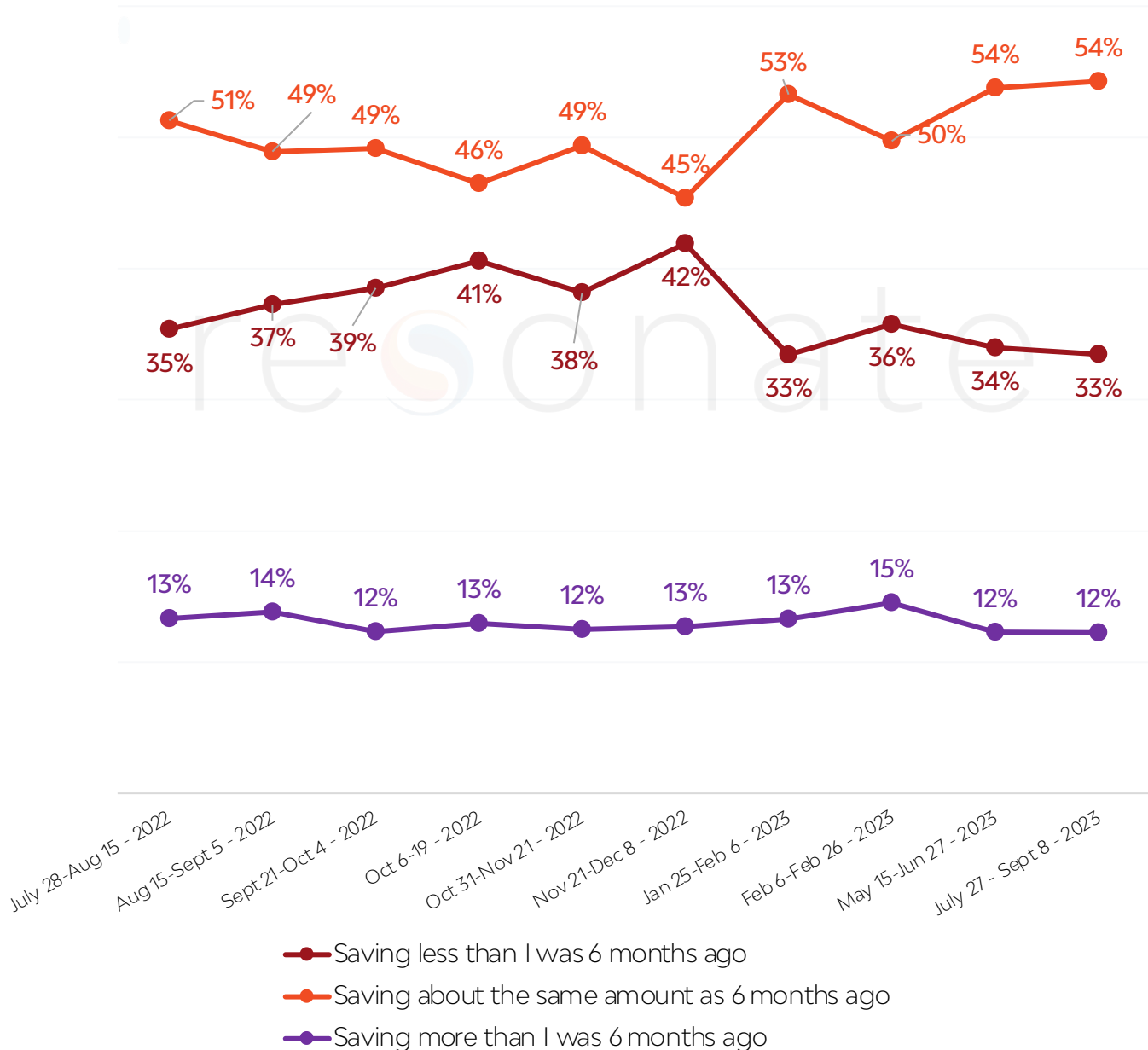
In general, consumer concern about bank crashes has abated

How concerned are you about **your personal bank crashing**, or losing money or access to your money deposited at a bank?



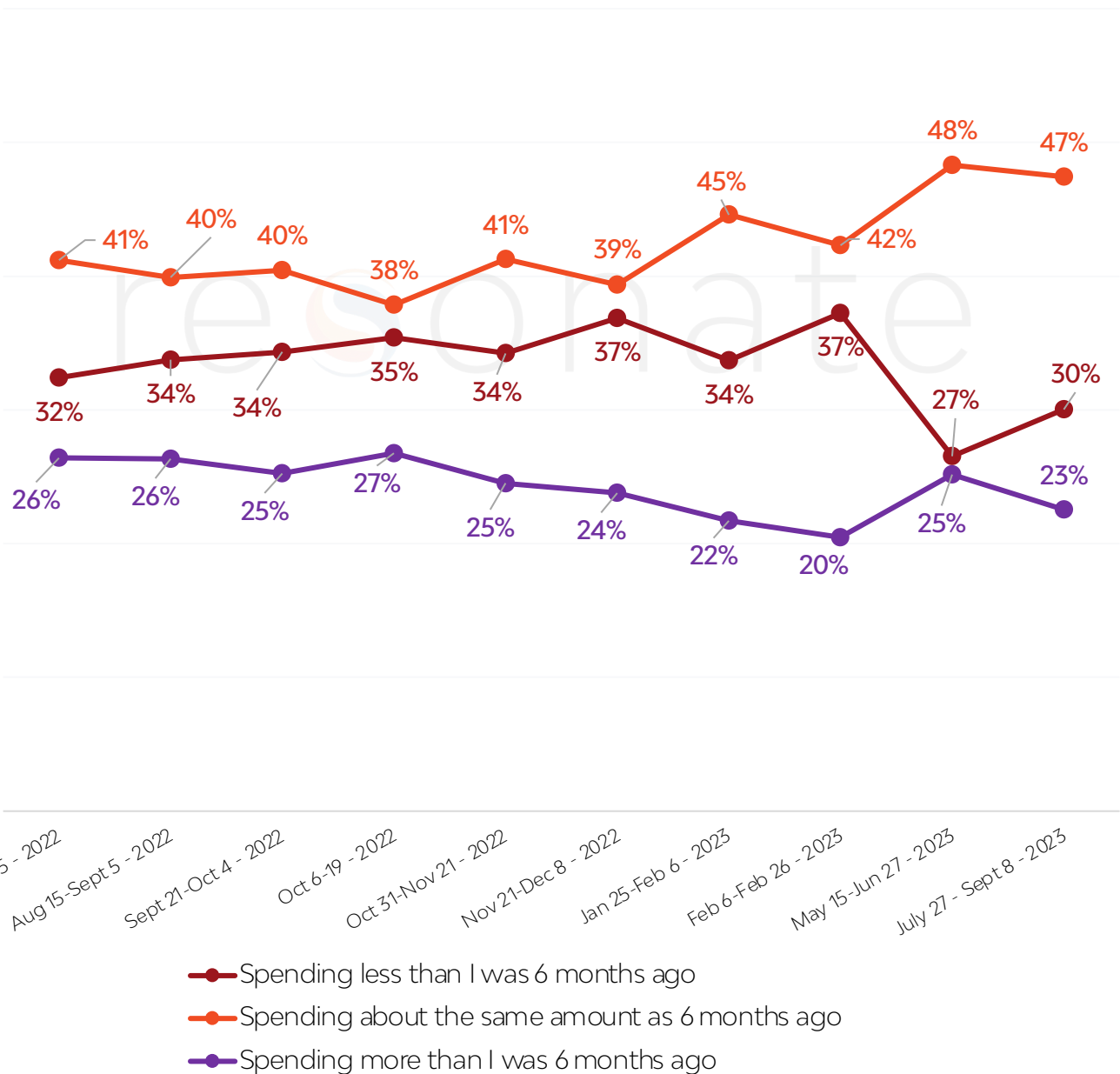
Americans continue to save money

There are many ways that an individual can save, such as putting money aside in a deposit account, a pension account, an investment fund, or as cash. Compared to this time 6 months ago, how have your saving habits changed?



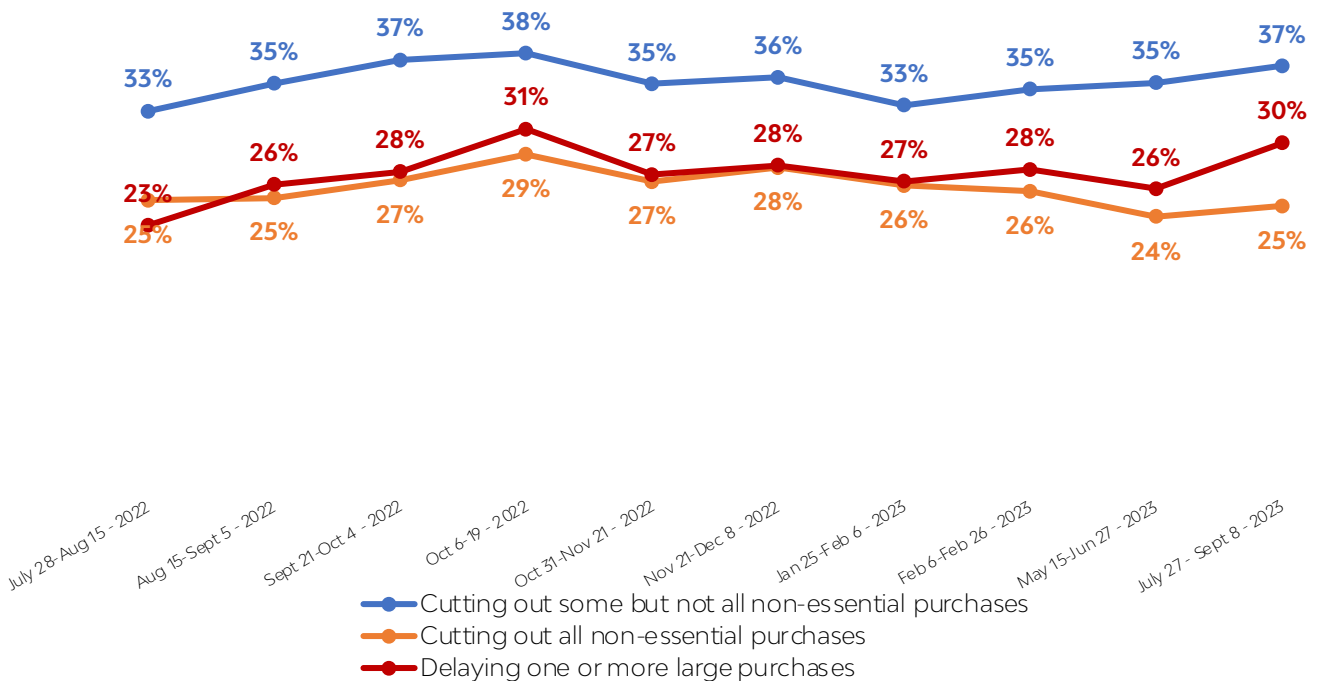
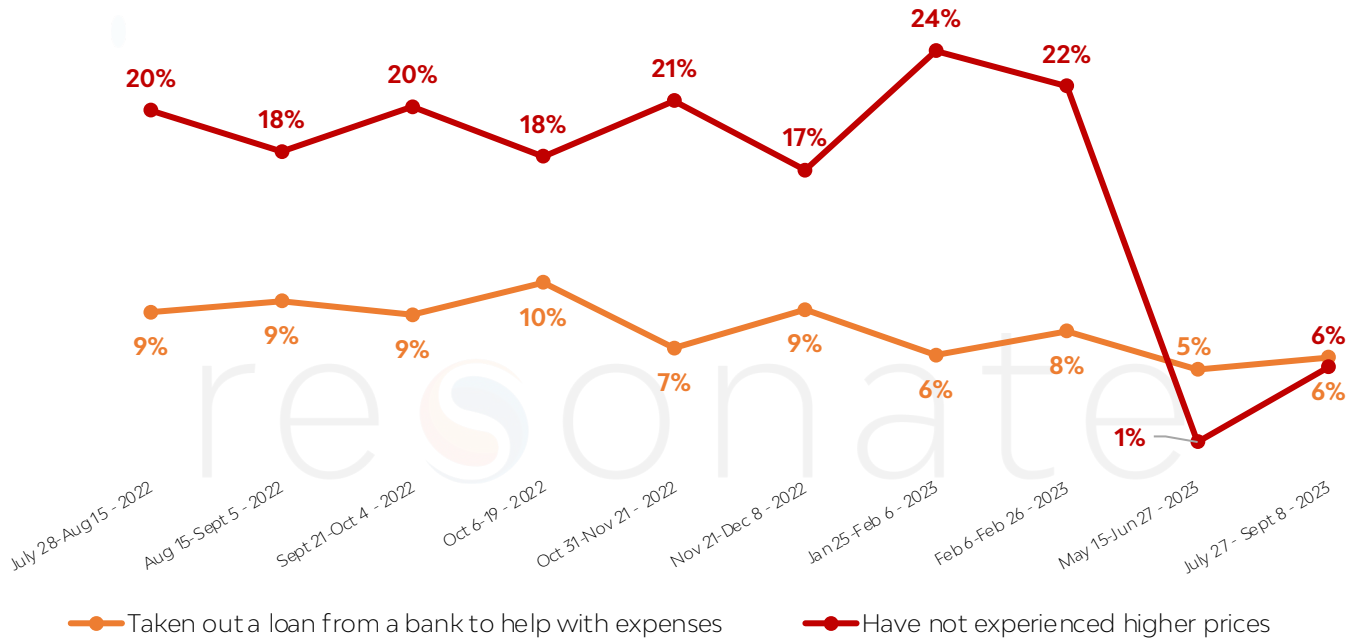
While they continue to spend less than they were 6 months ago

There are many products and services that an individual spends money on such as rent/mortgage, gas, food and healthcare. In addition, spending can go up or down based on the price of products/services or the frequency that those products/services are purchased. **Compared to this time 6 months ago**, how have your spending habits changed?



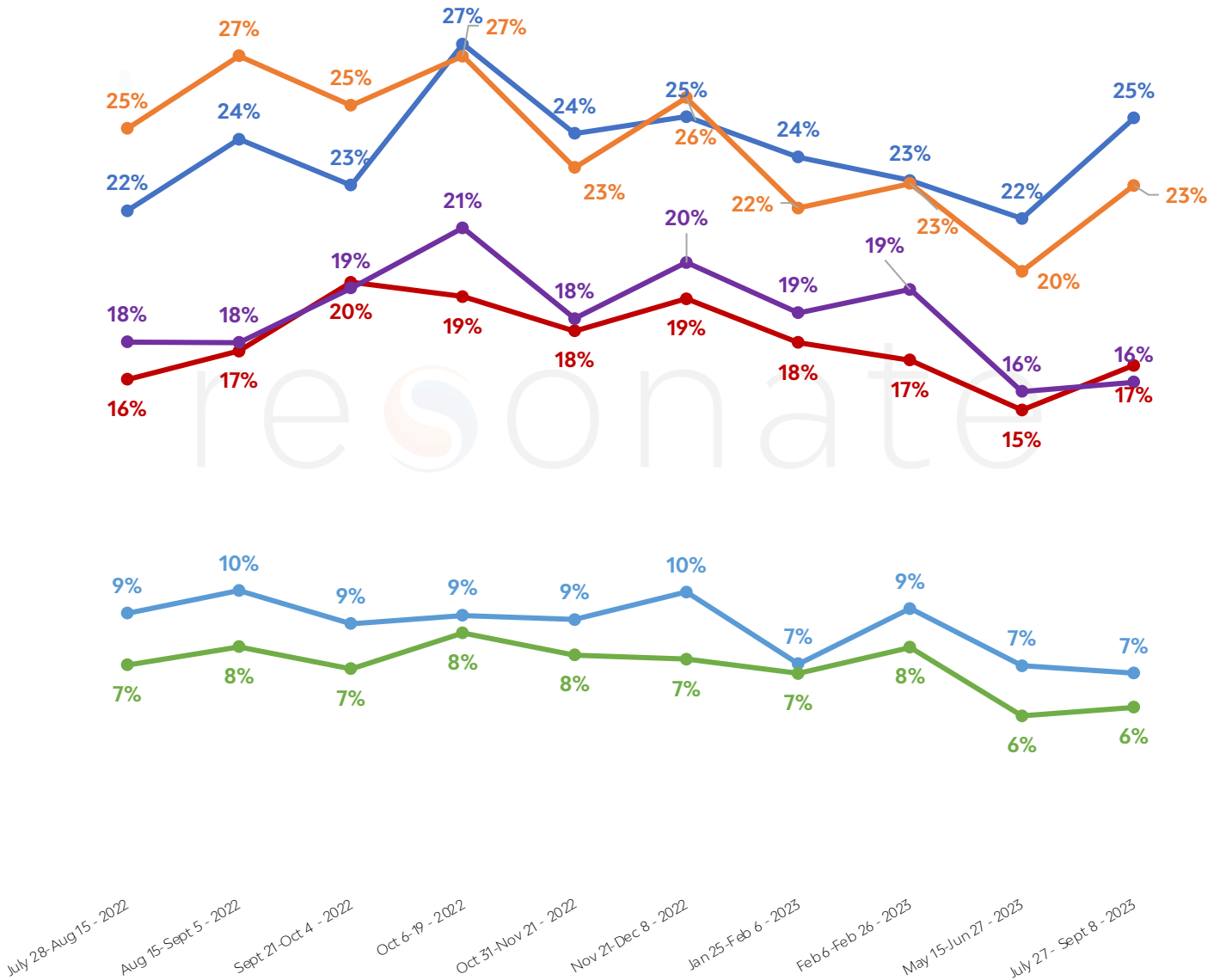
Only 6% report being unaffected by higher prices; 37% are cutting back on essentials, 30% cutting big ticket spend

Which of the following actions has your household taken in the last 6 months, as a result of changes in the price of goods/services? Please select all that apply.



Large, home-related purchases & vacations are being postponed at a higher rate

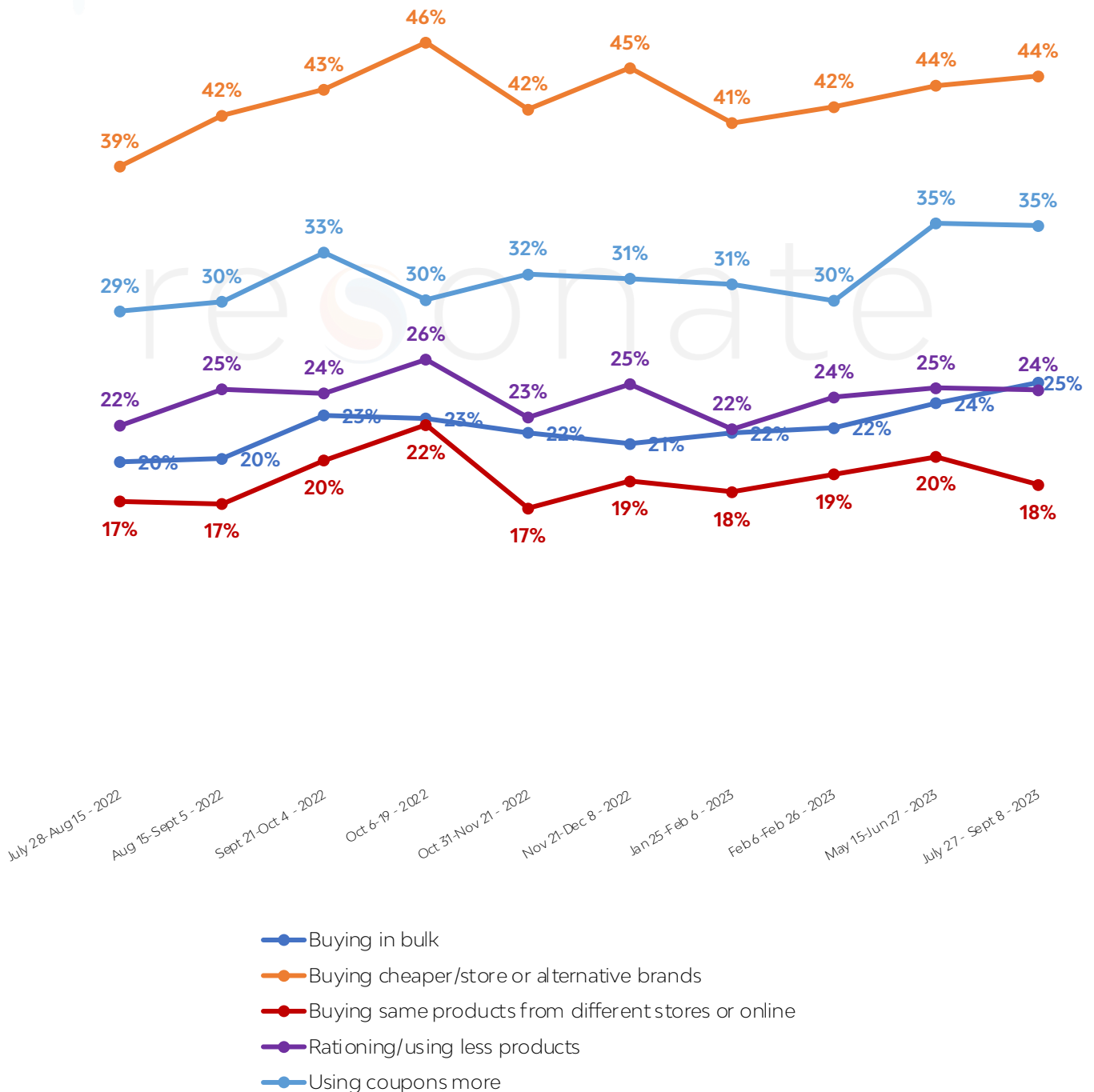
What changes, if any, have you made to accommodate higher prices for your regular (at least once a month) purchases? Please select all that apply.



- Postponed/cancelled home improvements
- Postponed/cancelled a planned vacation
- Postponed/cancelled a planned major household purchase
- Postponed/cancelled buying a new/used vehicle
- Postponed/cancelled moving to a new residence
- Postponed/cancelled buying a new house, condo, or townhouse

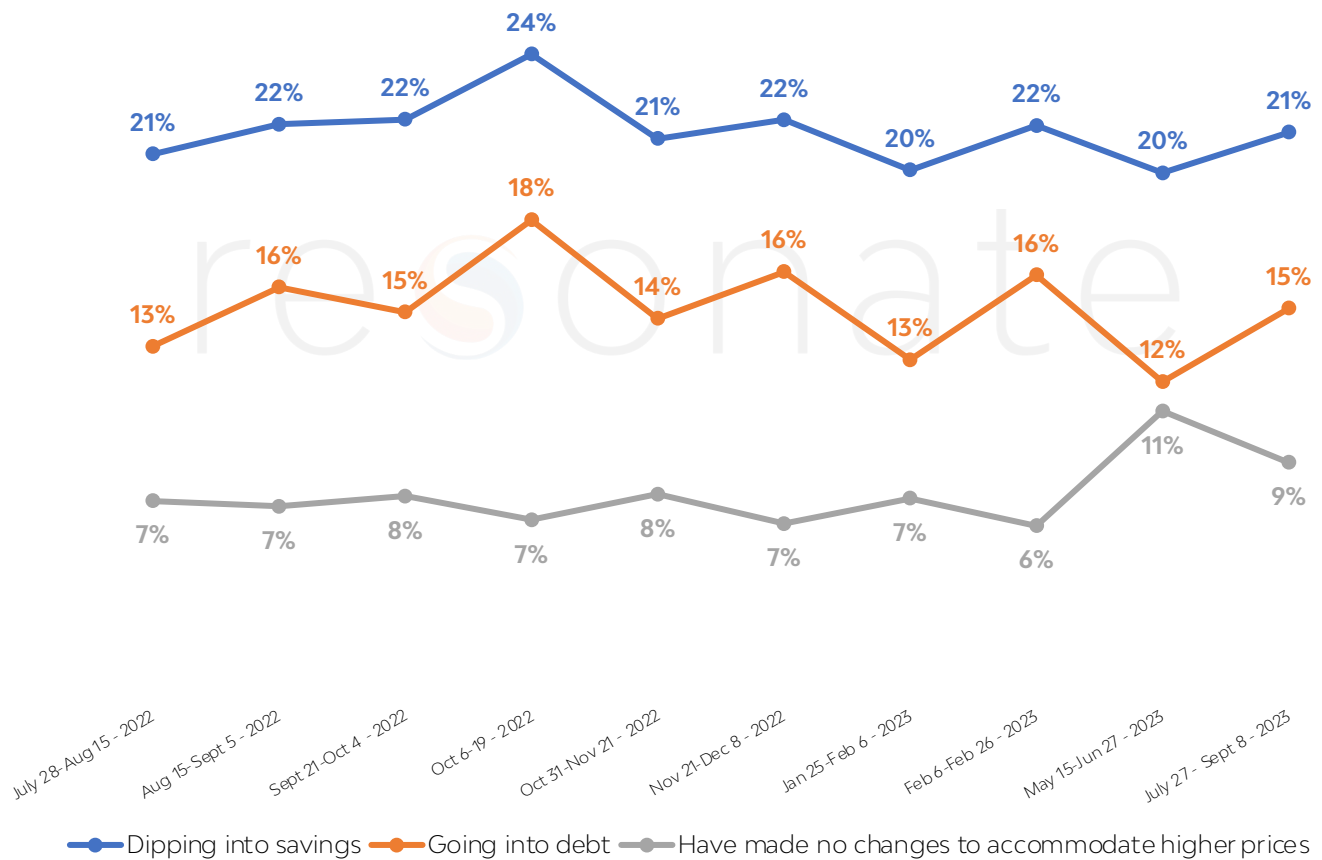
Brand switching, bulk-shopping continue as consumers feel price pressure

What changes, if any, have you made to accommodate higher prices for your regular (at least once a month) purchases? Please select all that apply.



Consumers going into debt, dipping into savings increases

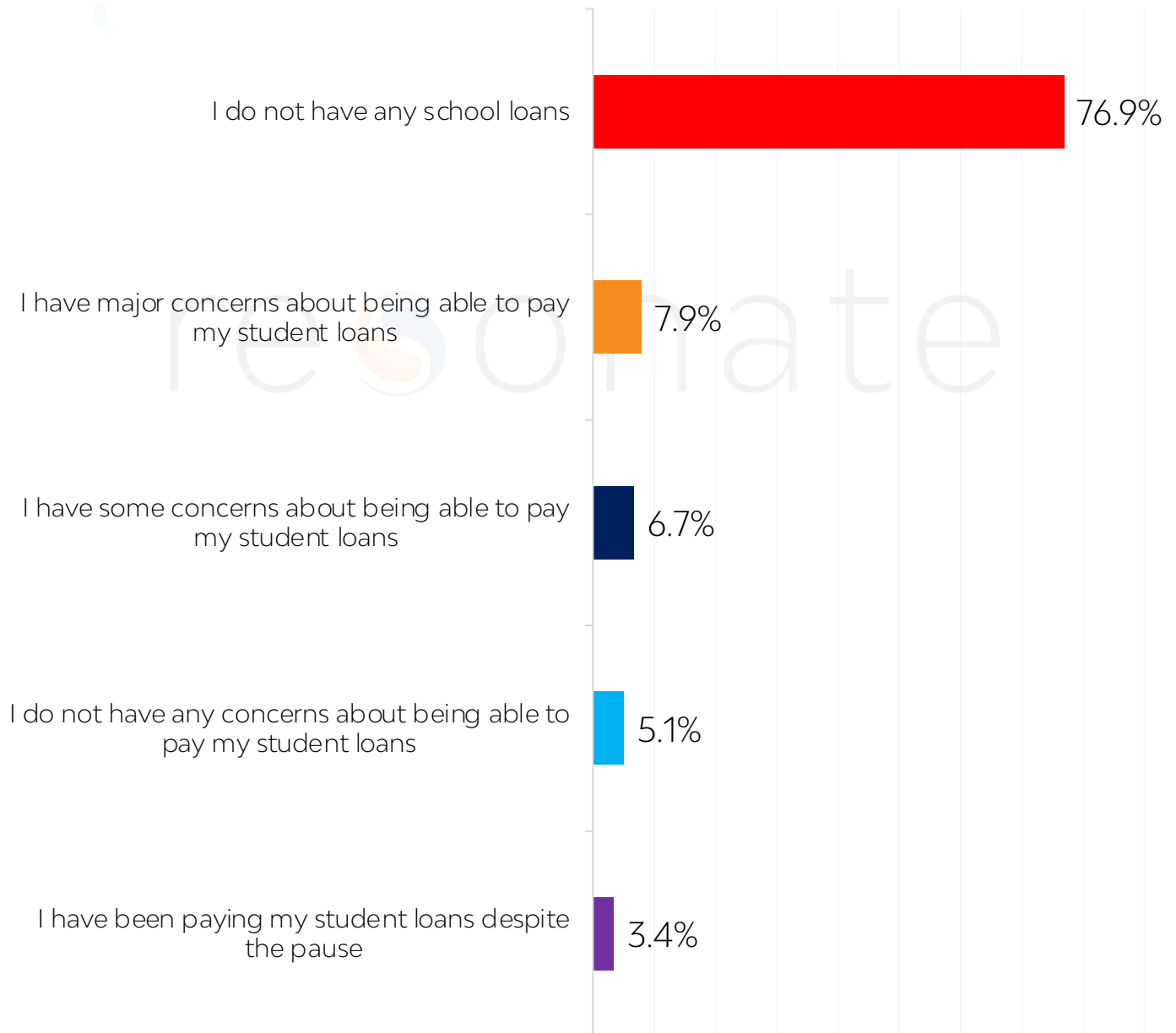
What changes, if any, have you made to accommodate higher prices for your regular (at least once a month) purchases? Please select all that apply.



More than half of those who hold student loans are concerned about paying them

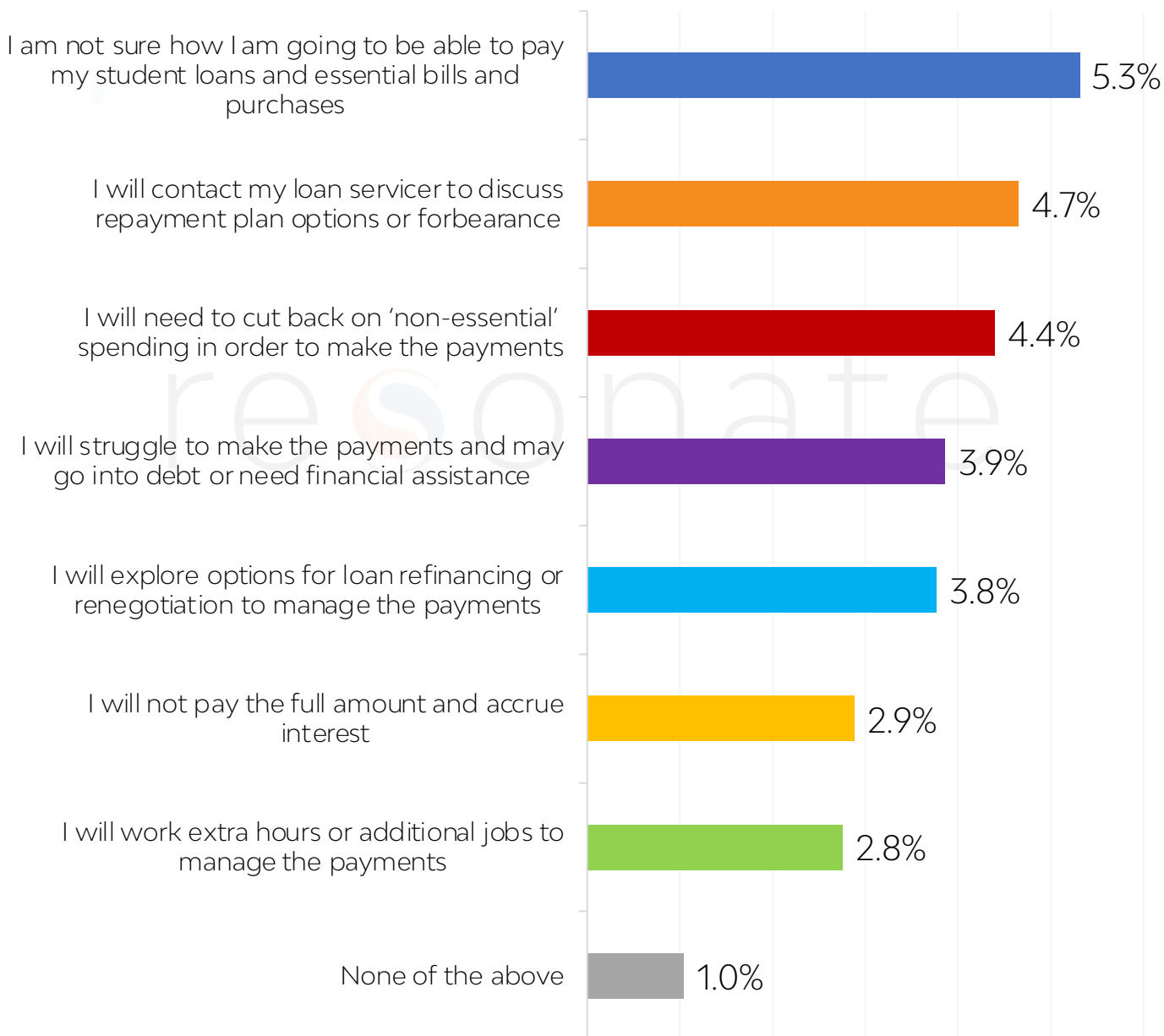
Federal student loans that were previously paused in 2020 will start accruing interest again on Sept. 1 2023, with payments due starting in October 2023.

How would you characterize your ability to start paying student loans?



Student loan holders will look for options to help repay

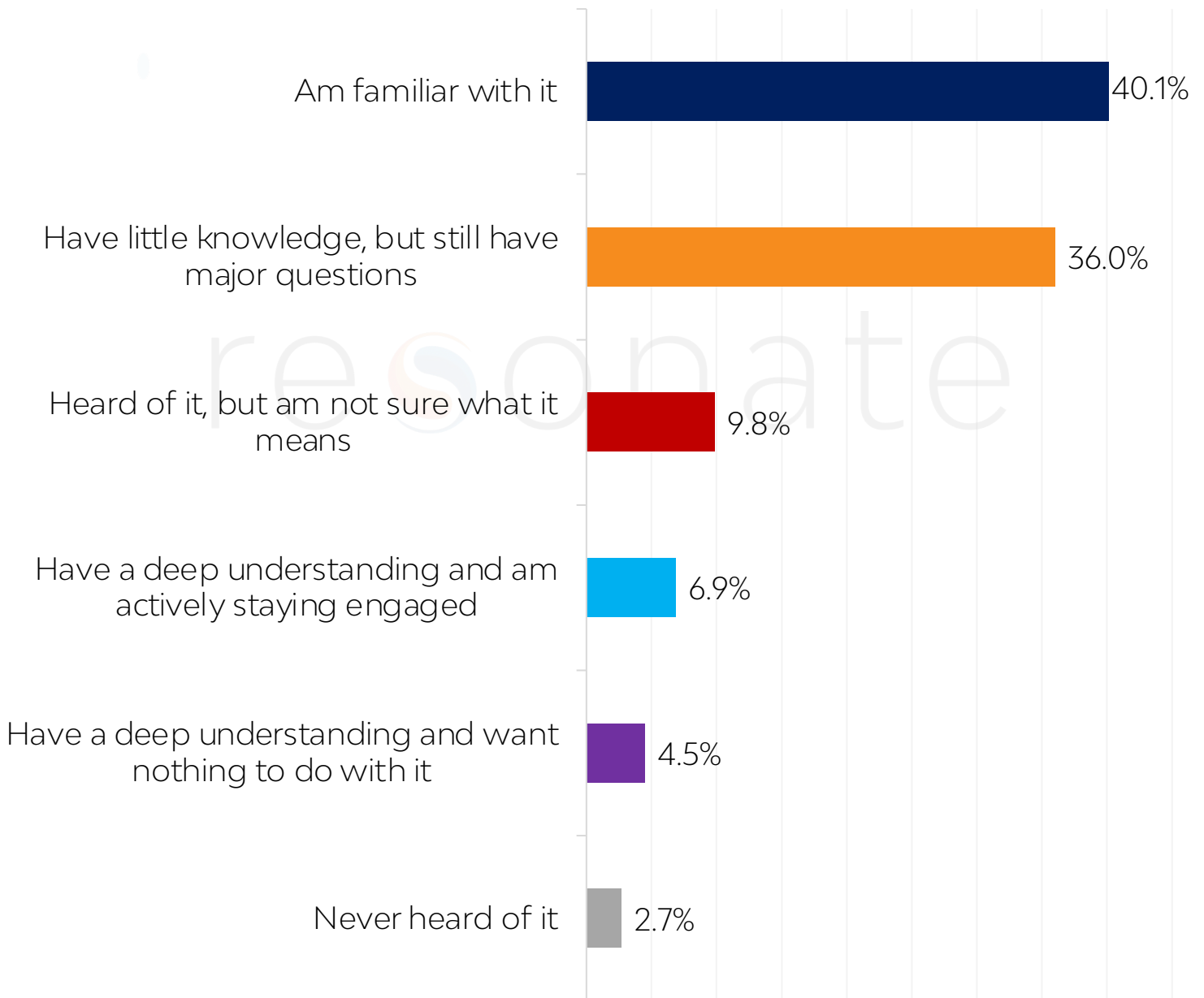
Which of the following actions do you anticipate taking in response to student loan payments restarting?



AI SENTIMENT DATA

Most consumers are familiar with AI but have major concerns

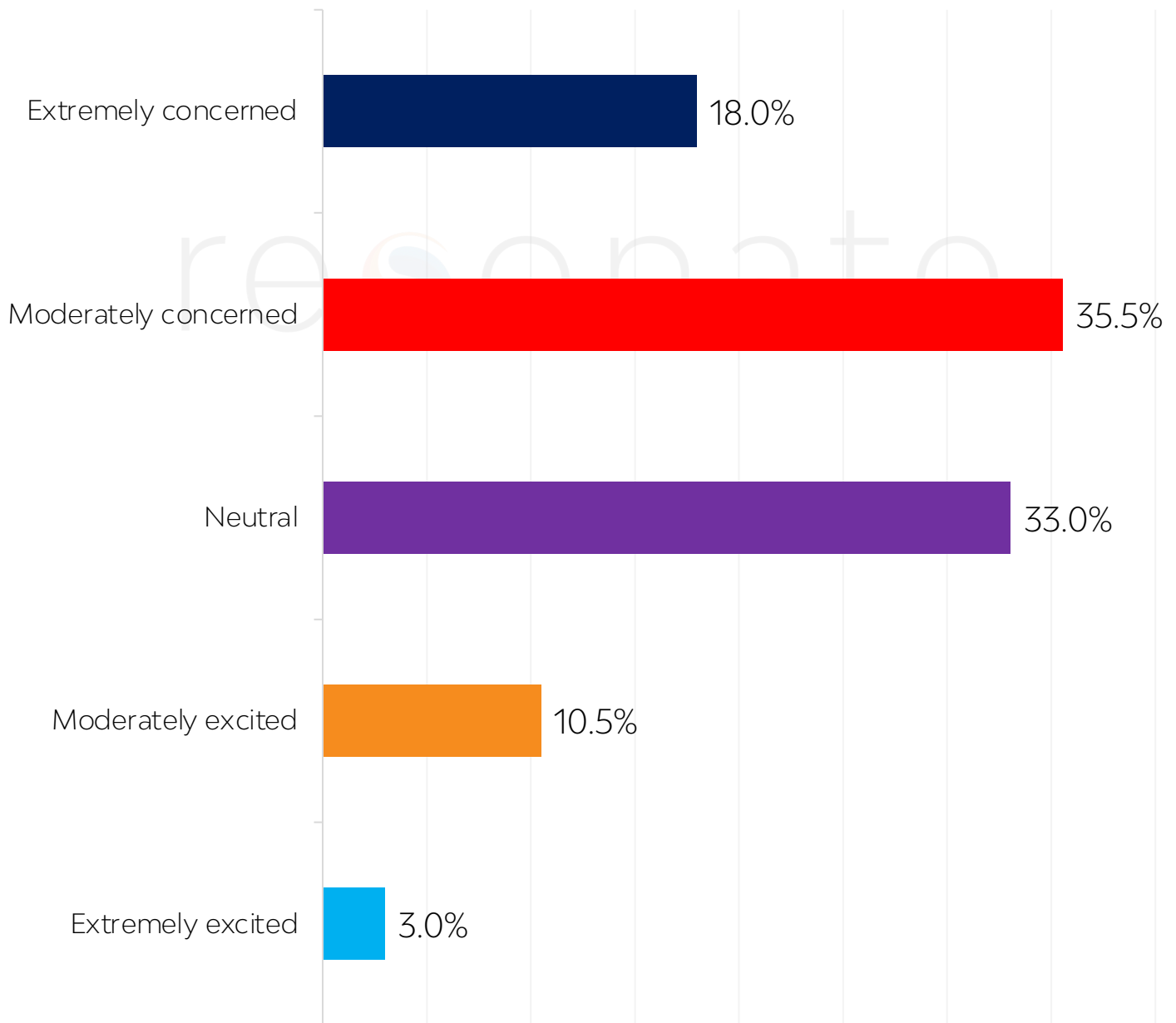
How would you describe your **level of awareness** regarding Artificial Intelligence (AI)?



54% of consumers have moderate to extreme concerns about AI

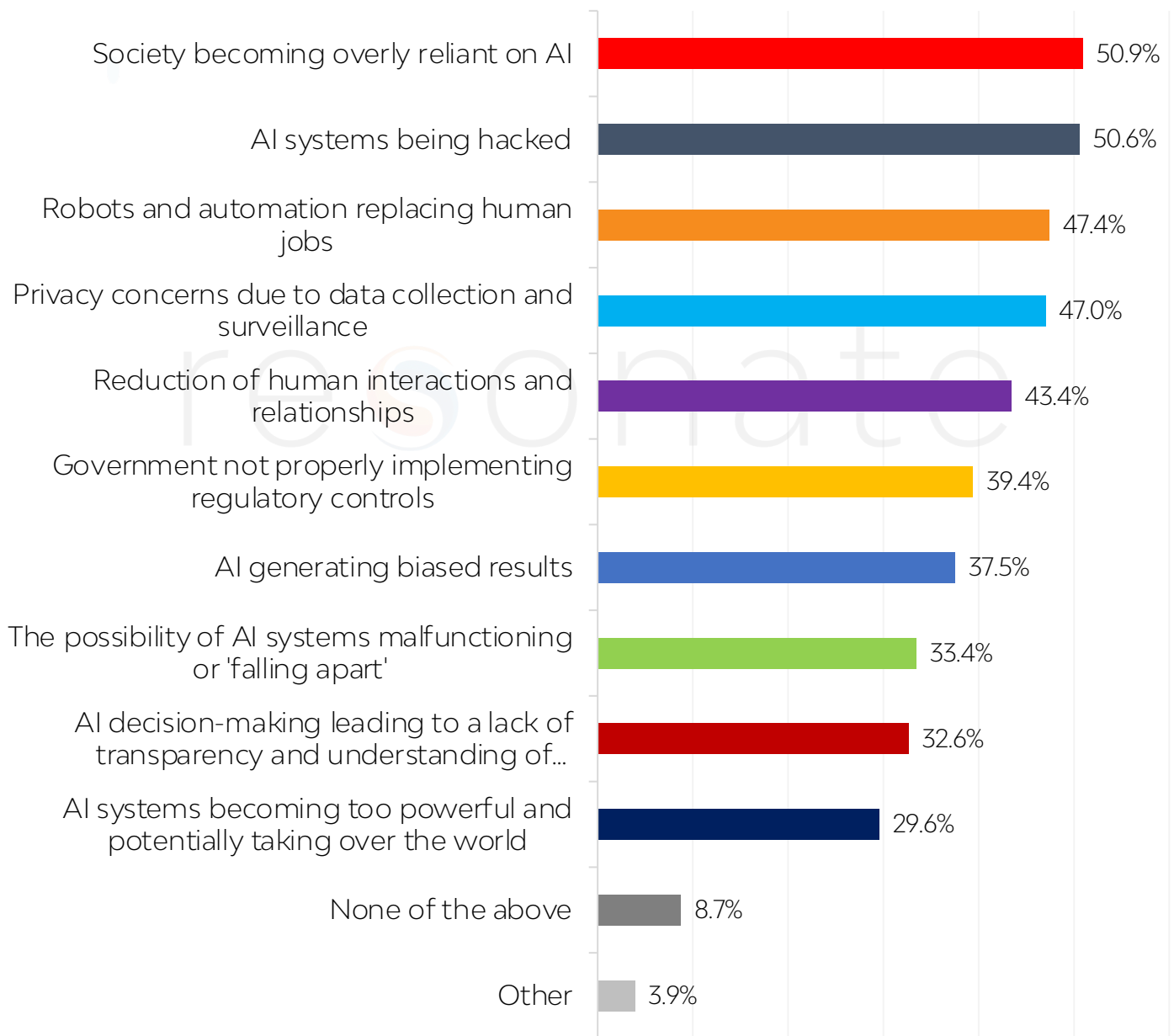
Artificial Intelligence (AI) refers to the development of computer systems that can perform tasks typically requiring human intelligence, such as decision-making, visual perception, speech recognition, and language translation. AI is increasingly being integrated into various aspects of daily life and industries such as healthcare, education, finance, and entertainment.

What is your **general sentiment toward Artificial Intelligence?**



Top 3 concerns about AI are overreliance, hacking & job loss

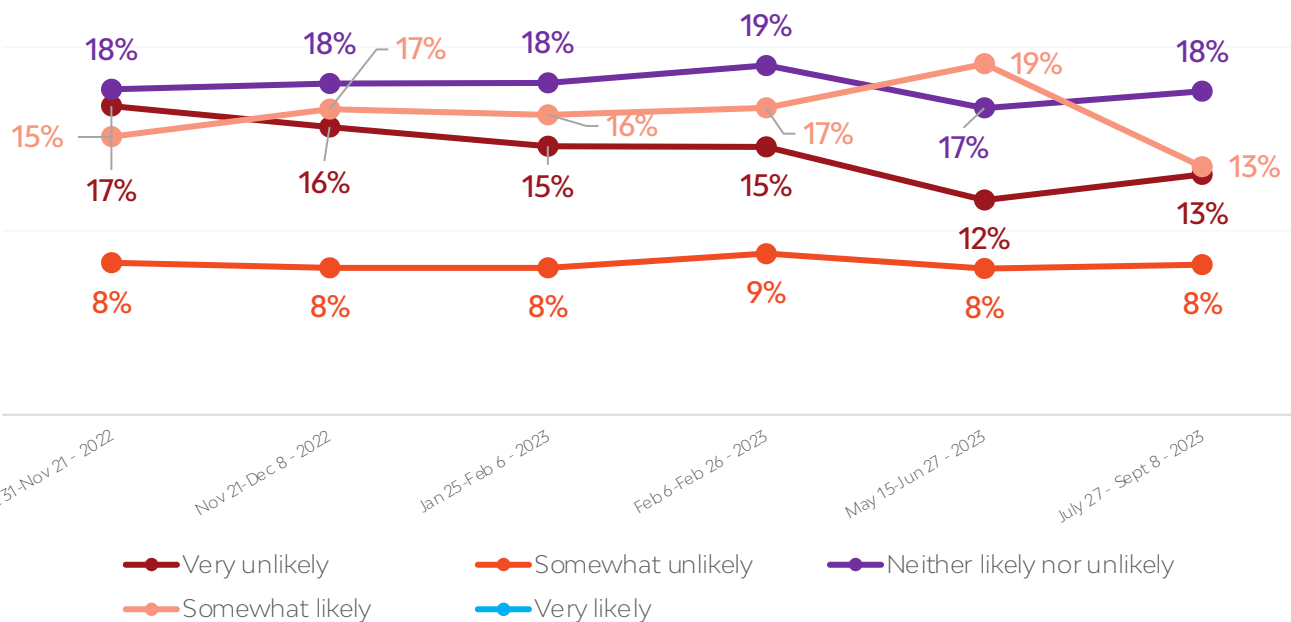
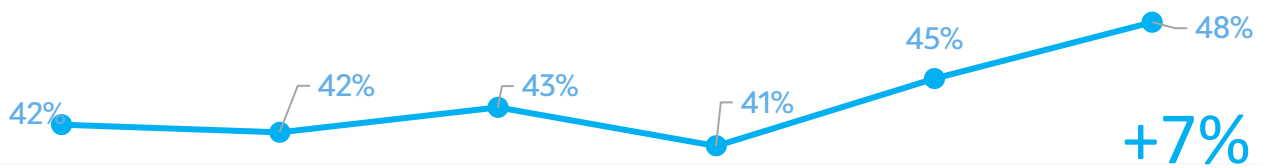
Which of the following concerns, if any, do you have regarding AI?



POLITICAL & ISSUE- BASED DATA

Nearly half of Americans believe Trump committed crimes, up 7%

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



Achieve end of year goals & start the new year right with the latest consumer data

American sentiment changes quickly, so you need data that reveals how they feel *today* about their ability to spend ... especially as we head into Q4. To really understand the US consumer, you need insight into their sentiment, motivations and intent that you can't get from traditional data companies or 1st-party demographics.

Resonate AI-powered data has 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. On a regular basis, we ask consumers 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.



REQUEST A DEMO