




re^osonate

WAVE 31

THE IMPACT OF INFLATION ON CONSUMER SPENDING

Resonate Recent Events Consumer Flash Study,
Wave 31 - 2204B September 2022



DATA FOR EVERY SEASON

Consumers are increasingly experiencing the effects of inflation, and geo- and socio-political challenges remain. As the first signs of a decrease in consumer spending emerge, how do you adjust? How do you continue to acquire, expand, upsell and retain in this pressure-filled market? The best decision-making requires the best data. As always, Resonate delivers the freshest data on today's consumer in real time. Our insights help you make the right decisions, at the right time, for all stages - acquisition, growth, or retention.

Our Wave 31 report highlights the consumer data collected through September 5 as part of our Resonate Recent Events research. Resonate clients will find these attributes in the user-friendly Resonate Ignite platform, ready for both analysis and activation. This 'pulse-of-the-consumer' 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, regardless of the season.

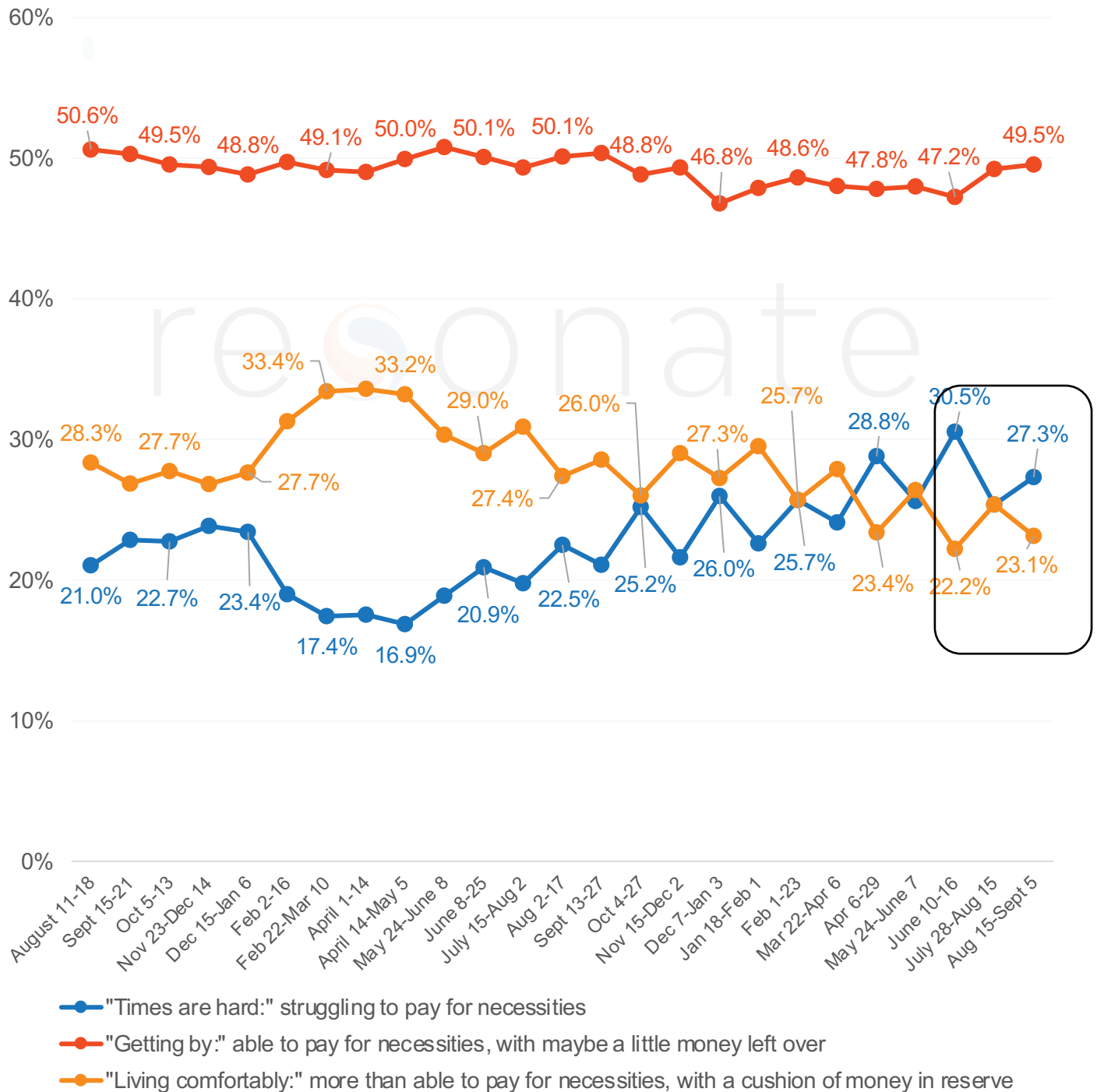
Better decisions that power better data-driven marketing. That's the goal of Resonate.



See It In Action

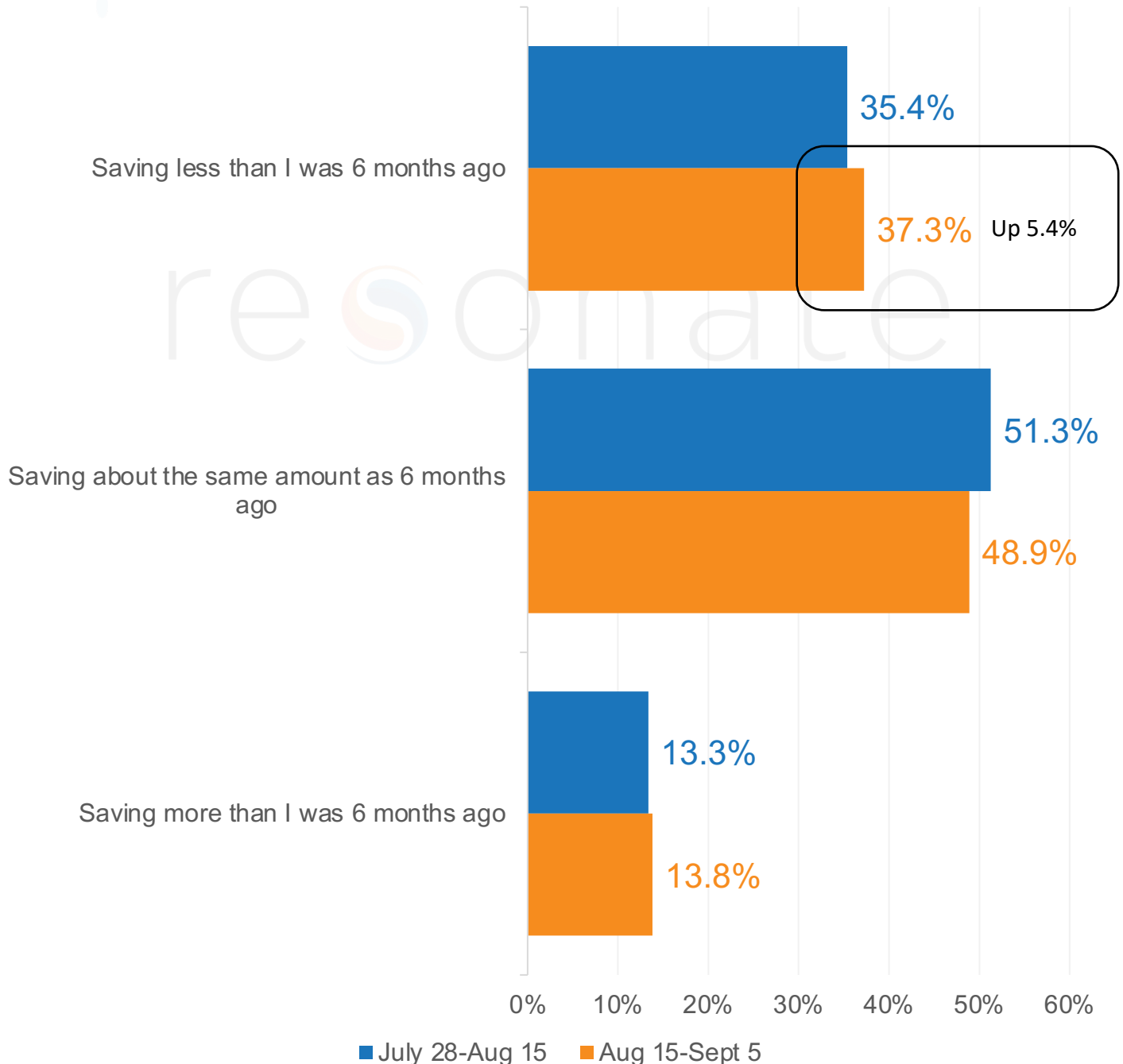
CONSUMERS ARE STARTING TO FEEL THE BURDEN OF INFLATION

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



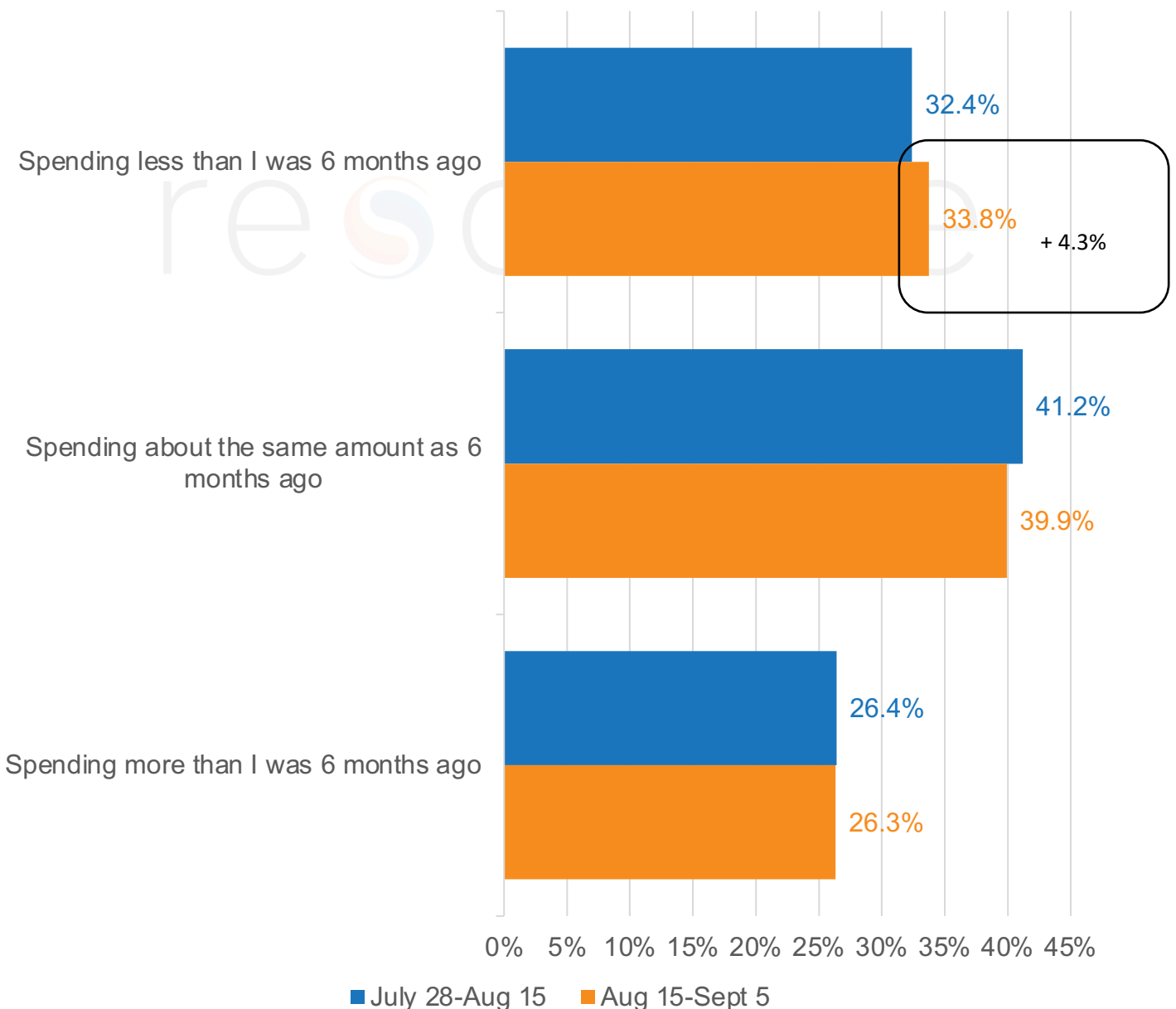
CONSUMER SAVING PINCHED AS PRICE INCREASES CONTINUE

There are many ways 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?



CONSUMER SPEND DECREASES SLIGHTLY

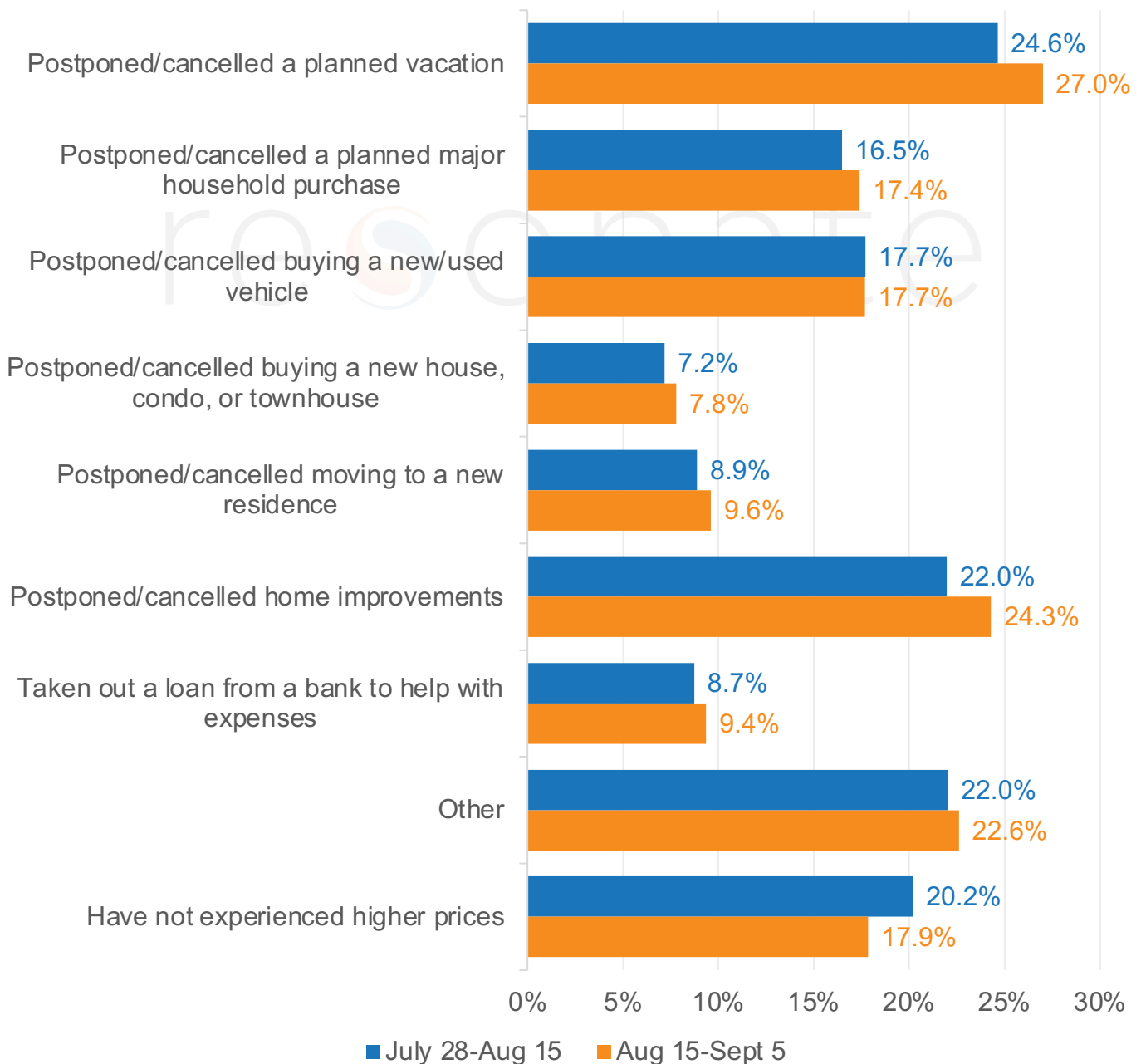
There are many products and services an individual spends money on, such as rent/mortgage, gas, food, and healthcare. That spending can go up or down based on the price of products/services or the frequency those products/services are purchased. Compared to 6 months ago, how have your spending habits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



BIG-TICKET SPENDING CONTINUES TO DECLINE IN EVERY CATEGORY

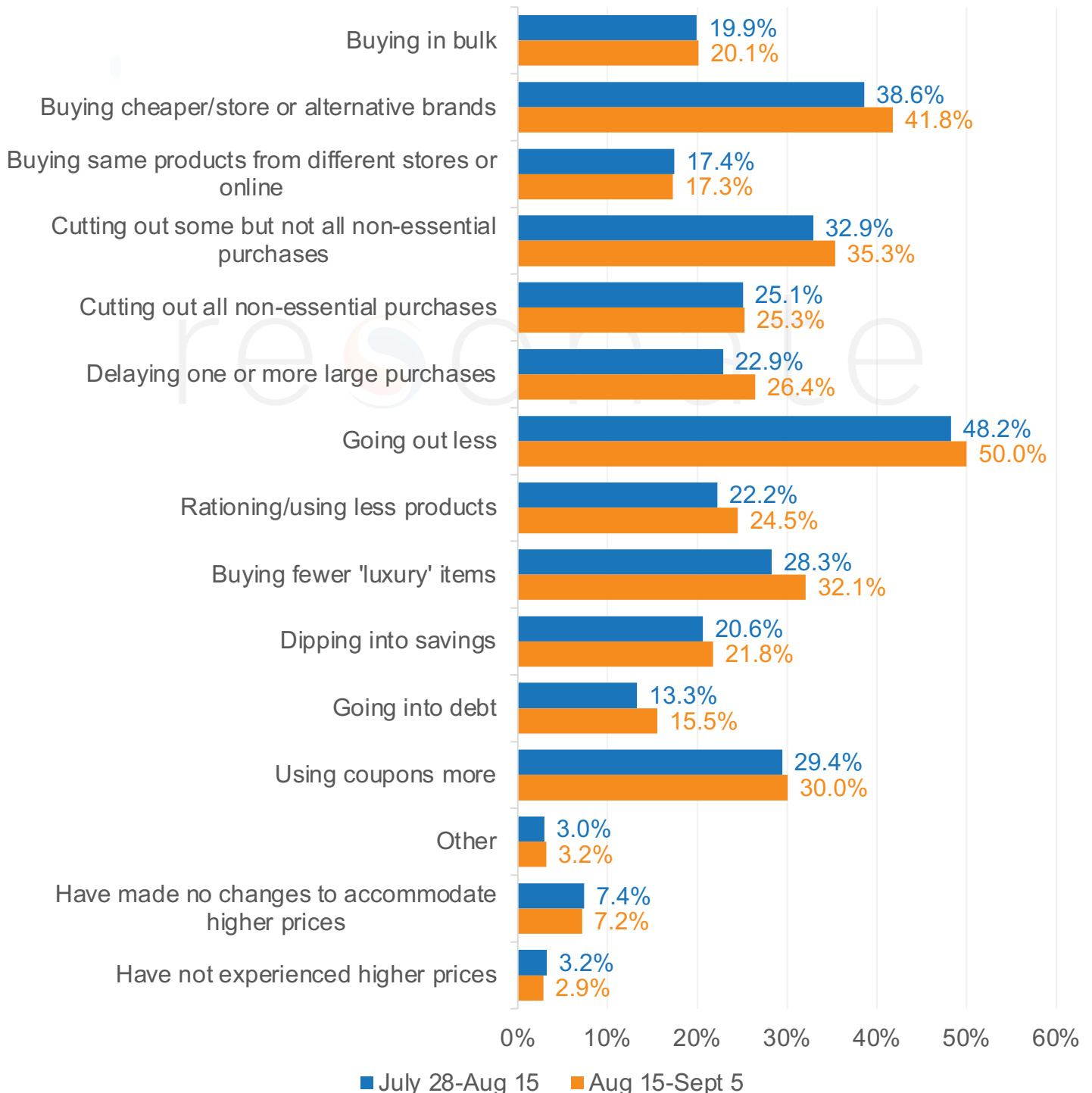
Which of the following actions has your household taken in the last 6 months due to changes in the price of goods/services?

Please select all that apply.



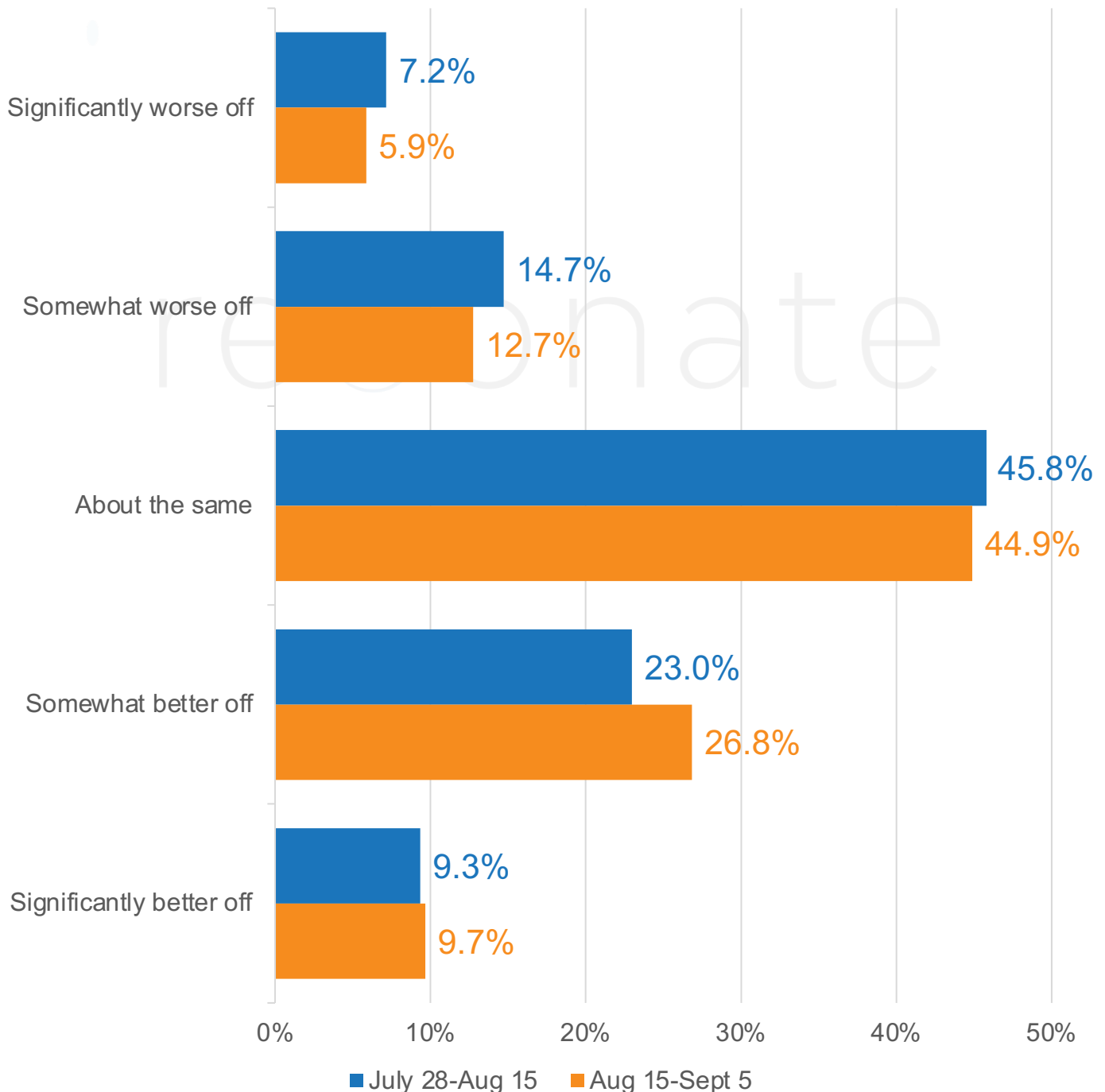
CONSUMER BEHAVIOR IS SHIFTING DUE TO ECONOMIC PRESSURE

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



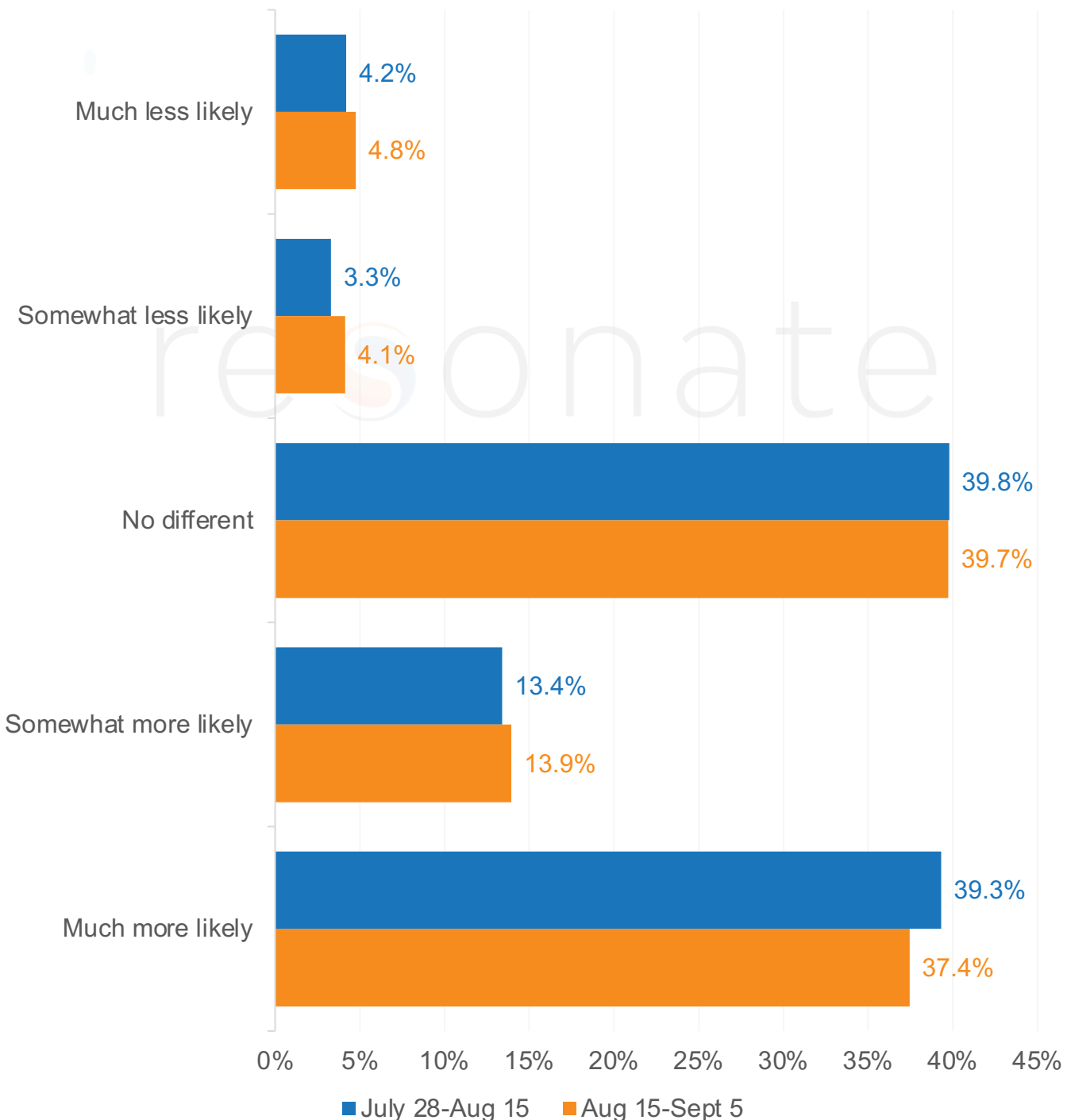
DESPITE BEHAVIOR CHANGES, SENTIMENT REMAINS CONSISTENT

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



NEARLY 40% ARE MORE LIKELY TO VOTE IN THIS YEAR'S MIDTERMS

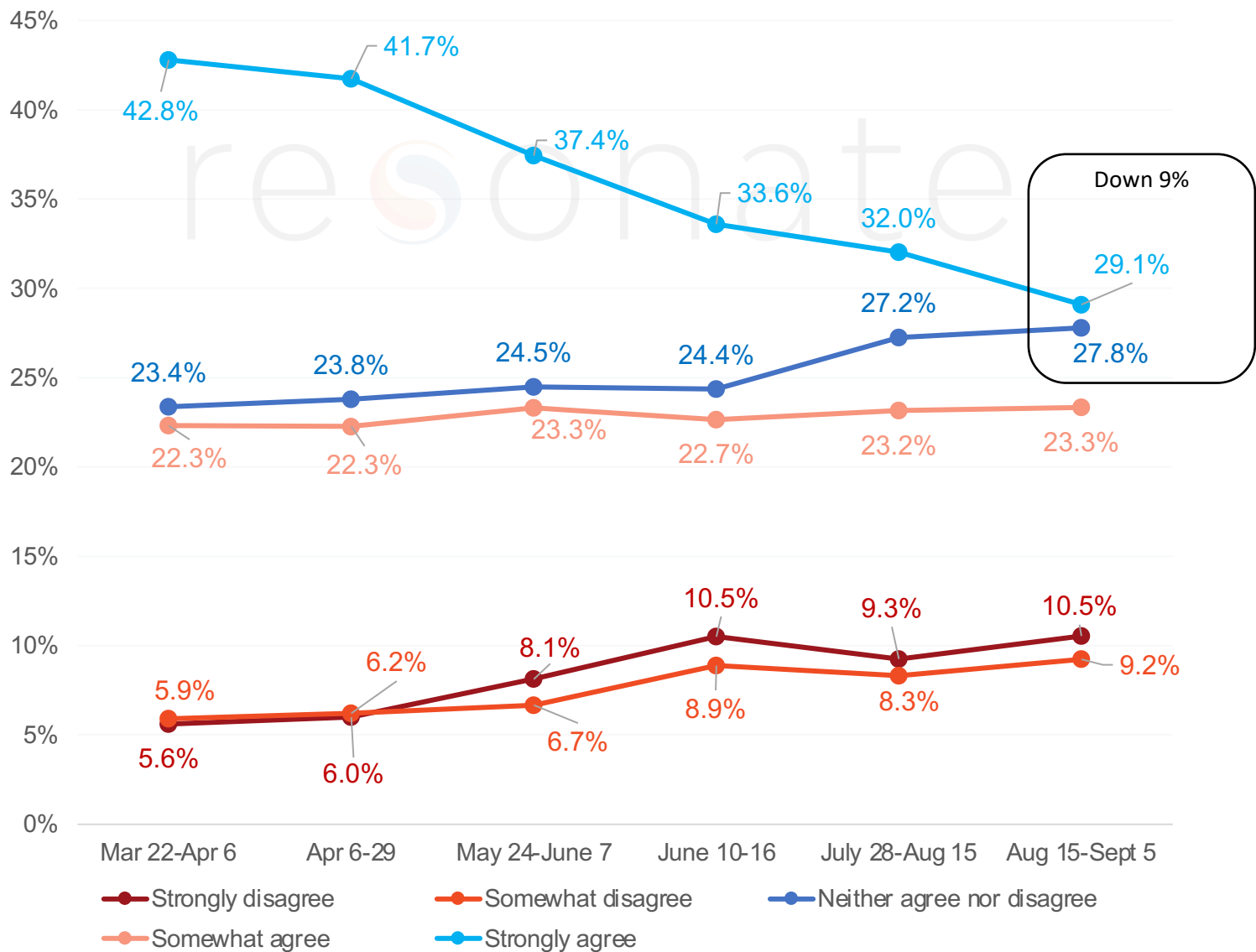
To what extent are you more or less likely to vote in the 2022 midterm elections?



CONSUMER SUPPORT FOR BAN ON RUSSIAN OIL BEGINS TO WANE

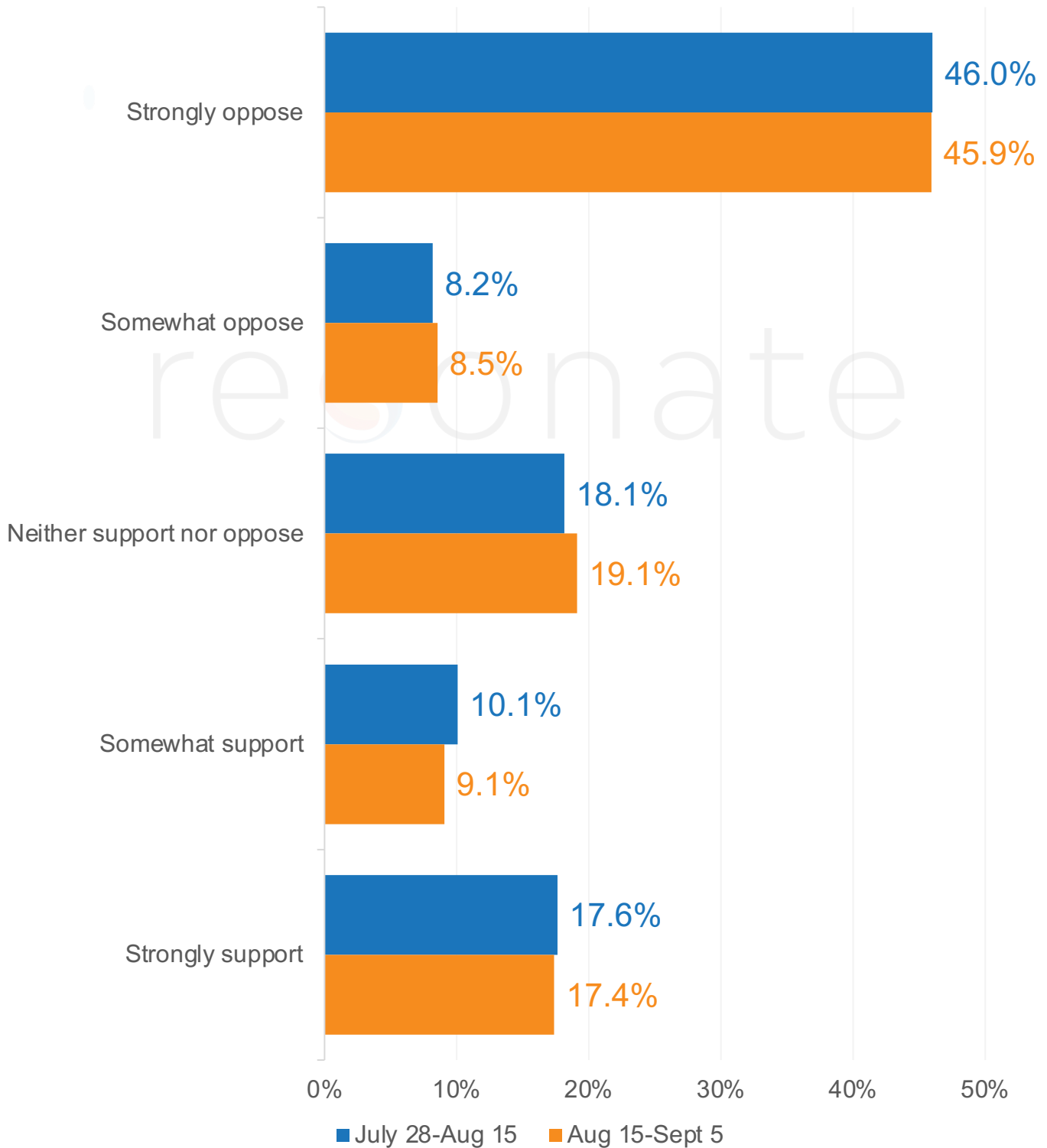
Recently, in response to Russia invading Ukraine, President Biden banned the importing of gas and oil from Russia to put more strain on their economy and pressure the Russian government to pull out of their war in Ukraine. To what extent do you agree or disagree with the following statement:

America should continue to ban the importing of Russian gas and oil in response to Russia's invasion of Ukraine, even if it means higher gas prices for Americans.



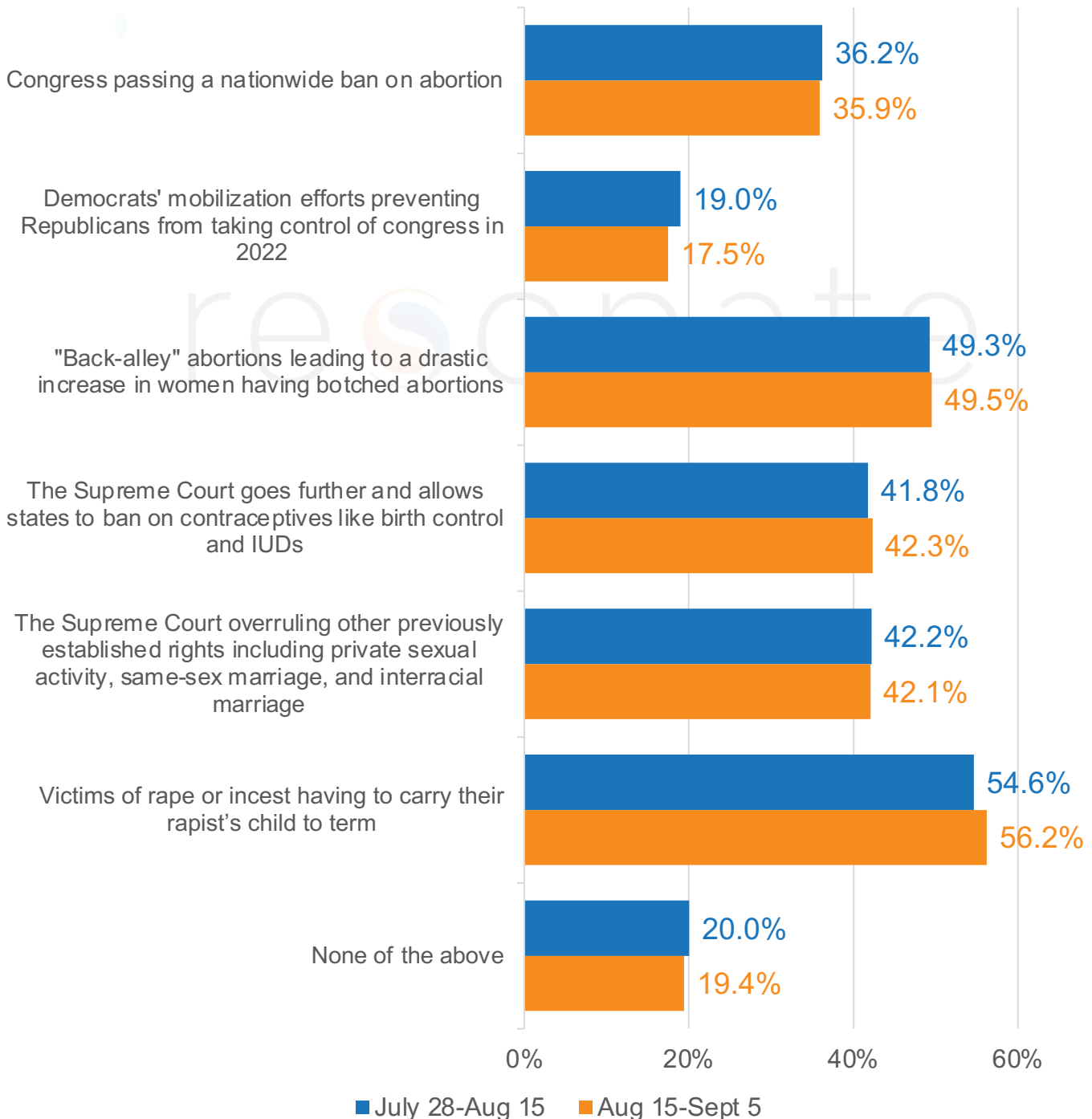
46% OPPOSE THE OVERTURNING OF ROE v. WADE

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



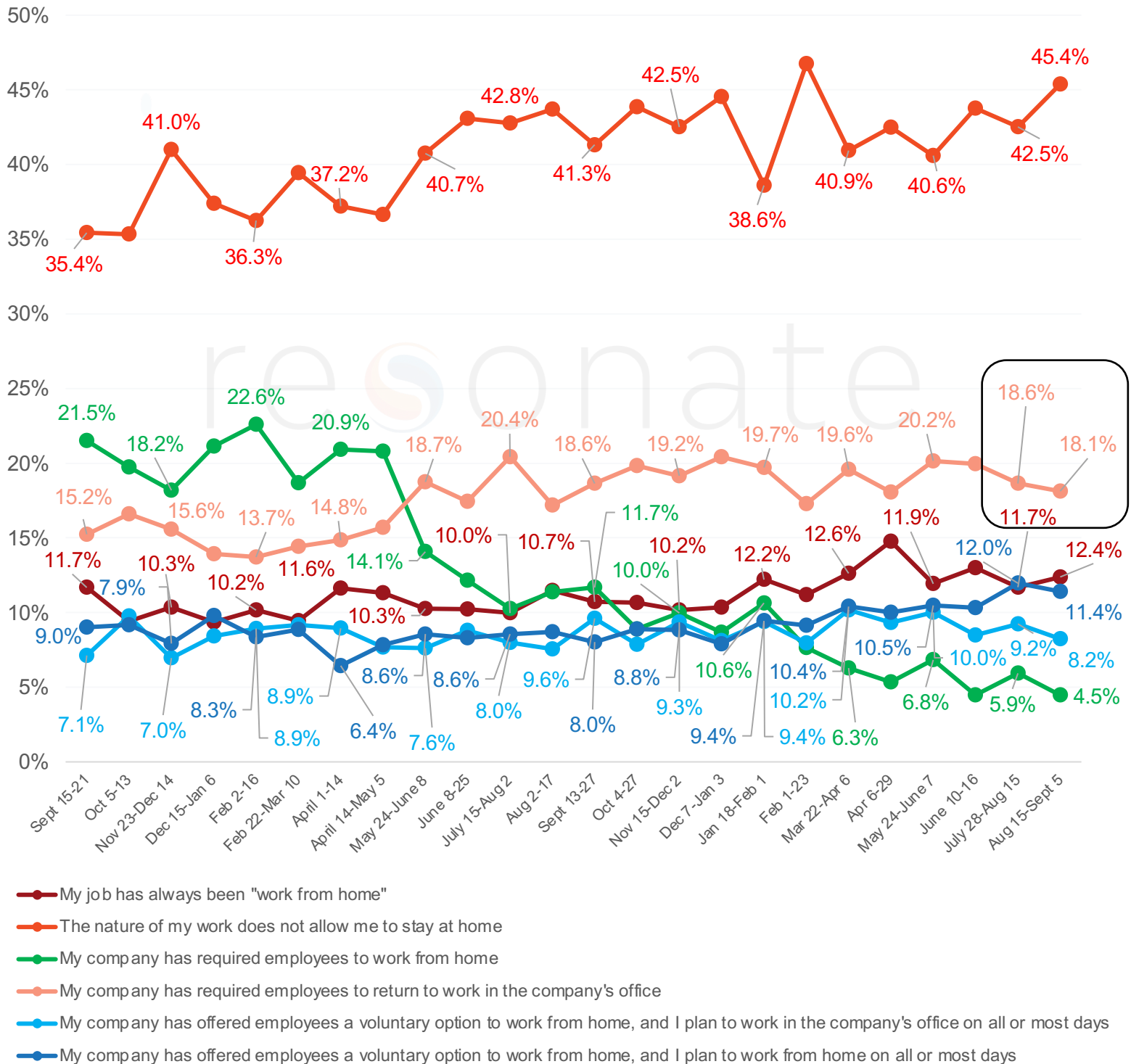
WOMENS' WELL-BEING REMAINS PARAMOUNT TO AMERICANS

Following the Supreme Court overturning Roe v. Wade, which of the following are you very concerned about happening as a result? Please select all that apply.



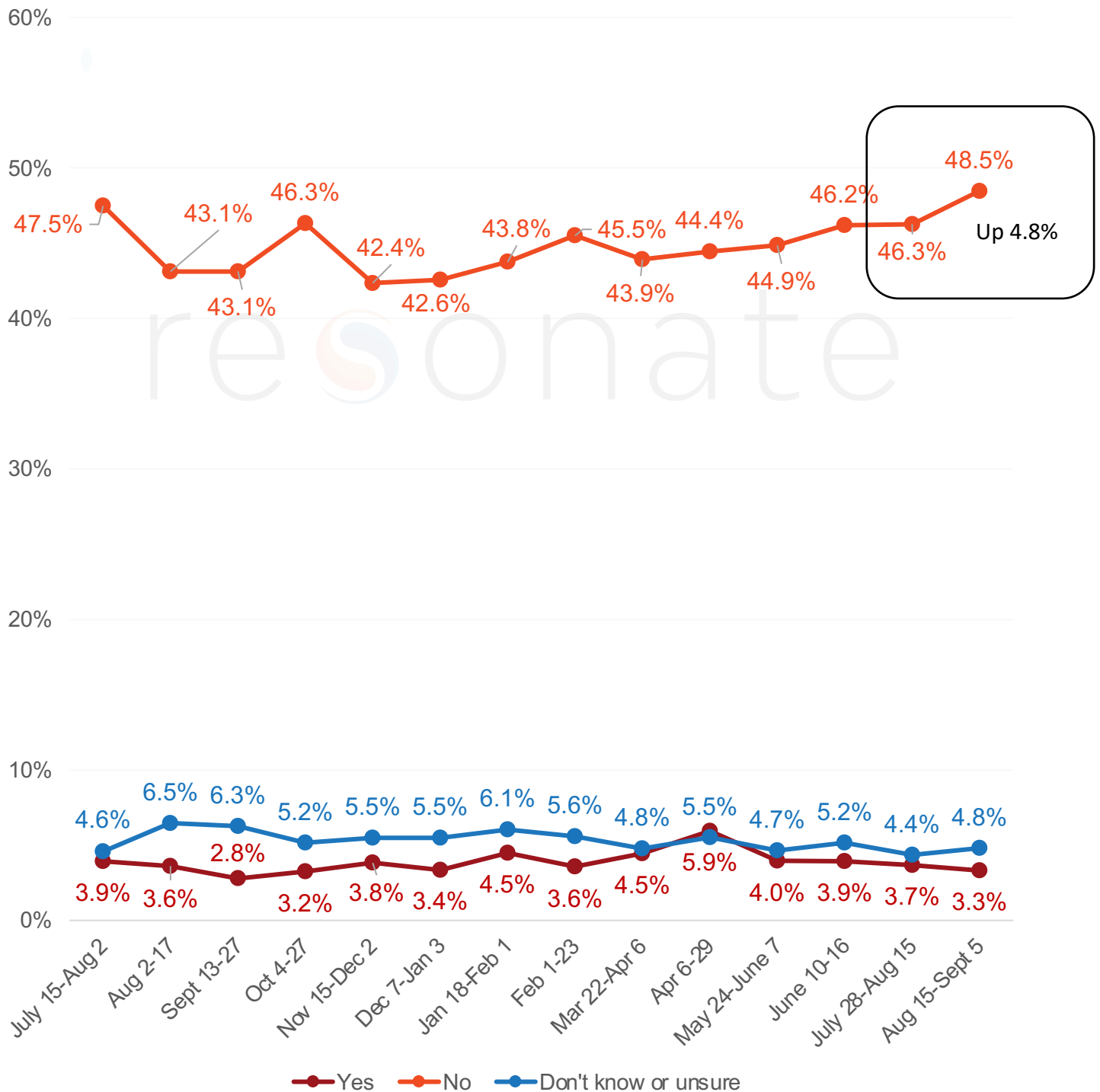
EMPLOYERS REMAIN FLEXIBLE ON RETURN-TO-OFFICE MANDATES

Which of the following best describes your work situation?



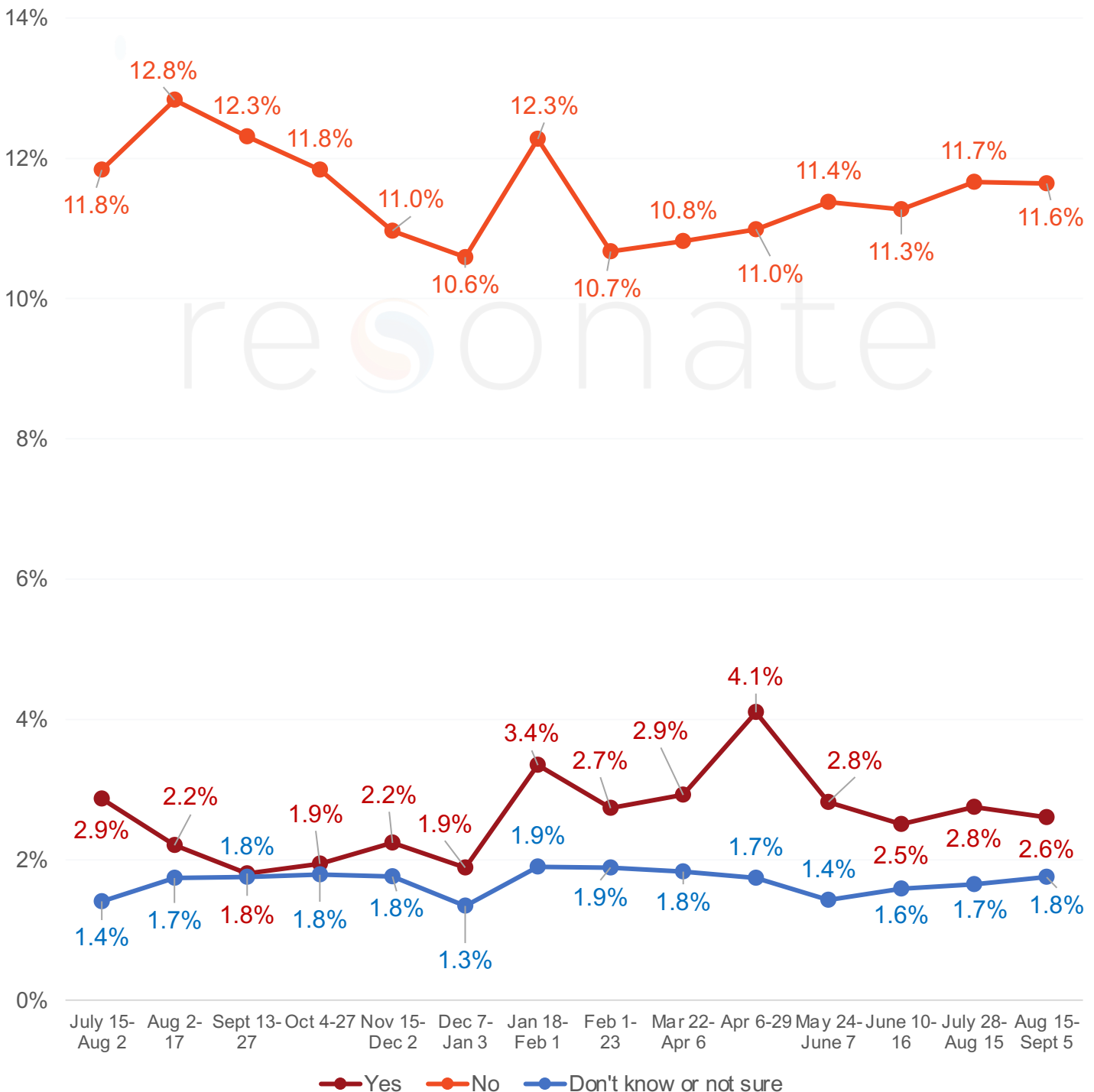
WORKPLACE DEPARTURES LEVEL OFF

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



AS THE ECONOMY SLOWS, SO DOES THE GREAT ESCAPE

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?



MAKE THE RIGHT DECISION WITH AI-DRIVEN DATA

Better understanding leads to better decisions and, ultimately, the right action at the right time. These are the keys to growth in today's ever-changing consumer landscape. Resonate provides the most updated, comprehensive consumer understanding. Our A.I.-data engine creates 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. Then, engage these newly discovered audiences, then, in one click, activate to target across the programmatic ecosystem - CTV, video, display or deploy to your CRM, website, or e-commerce application.

SEE HOW RESONATE HELPS YOU DRIVE CUSTOMER LIFETIME VALUE

Request a demo or contact your Customer Success Manager today.



REQUEST A DEMO