

resonate

**WAVE<sup>33</sup> 2205B**  
**RECENT**  
**EVENTS**  
**PRE HOLIDAY**



# HOLIDAYS! HOLI-DON'TS?

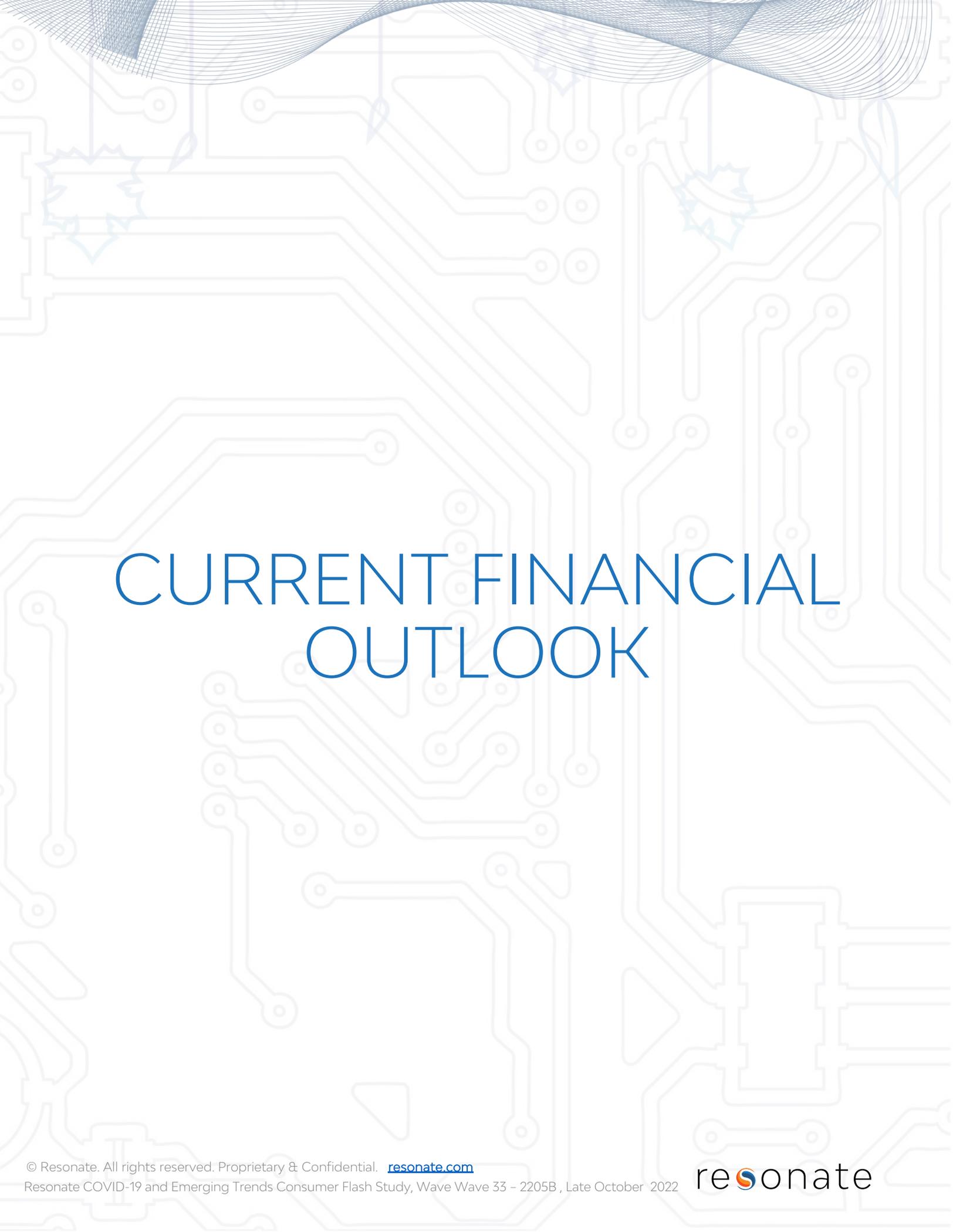
As the holidays approach, consumers are pulling back on spending, cutting back on saving, and switching brands and channels in response to the economic climate. As consumers tighten their budgets, brands must adapt their strategies for acquisition and retention. Resonate data, including the Recent Events data in this report, helps you understand, analyze and adjust to keep pace with consumer and market dynamics.

The Wave 33 report highlights the consumer data collected through October 19 as part of Resonate's ongoing research on 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 '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 financial outlook.

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



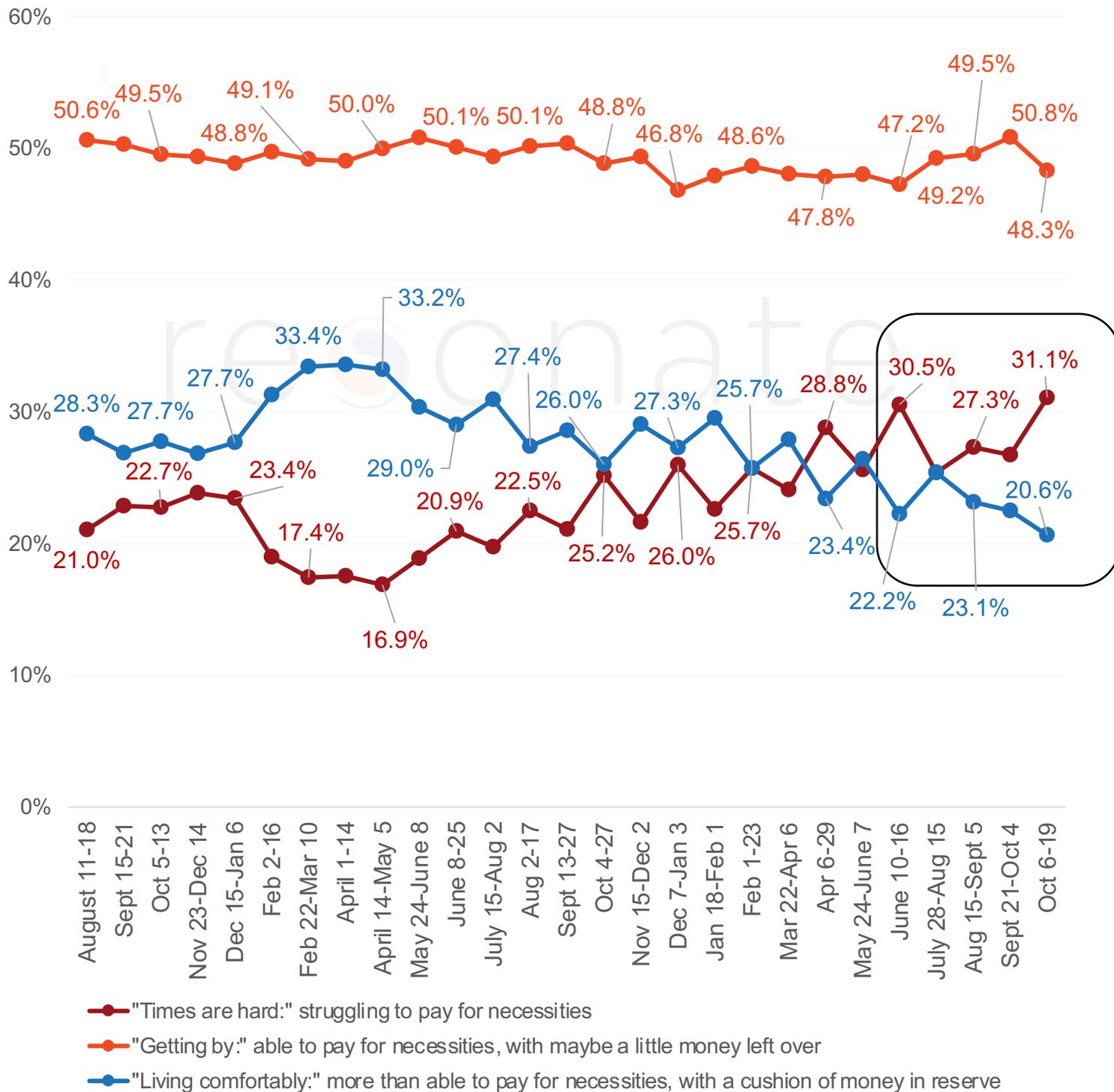
See It In Action



# CURRENT FINANCIAL OUTLOOK

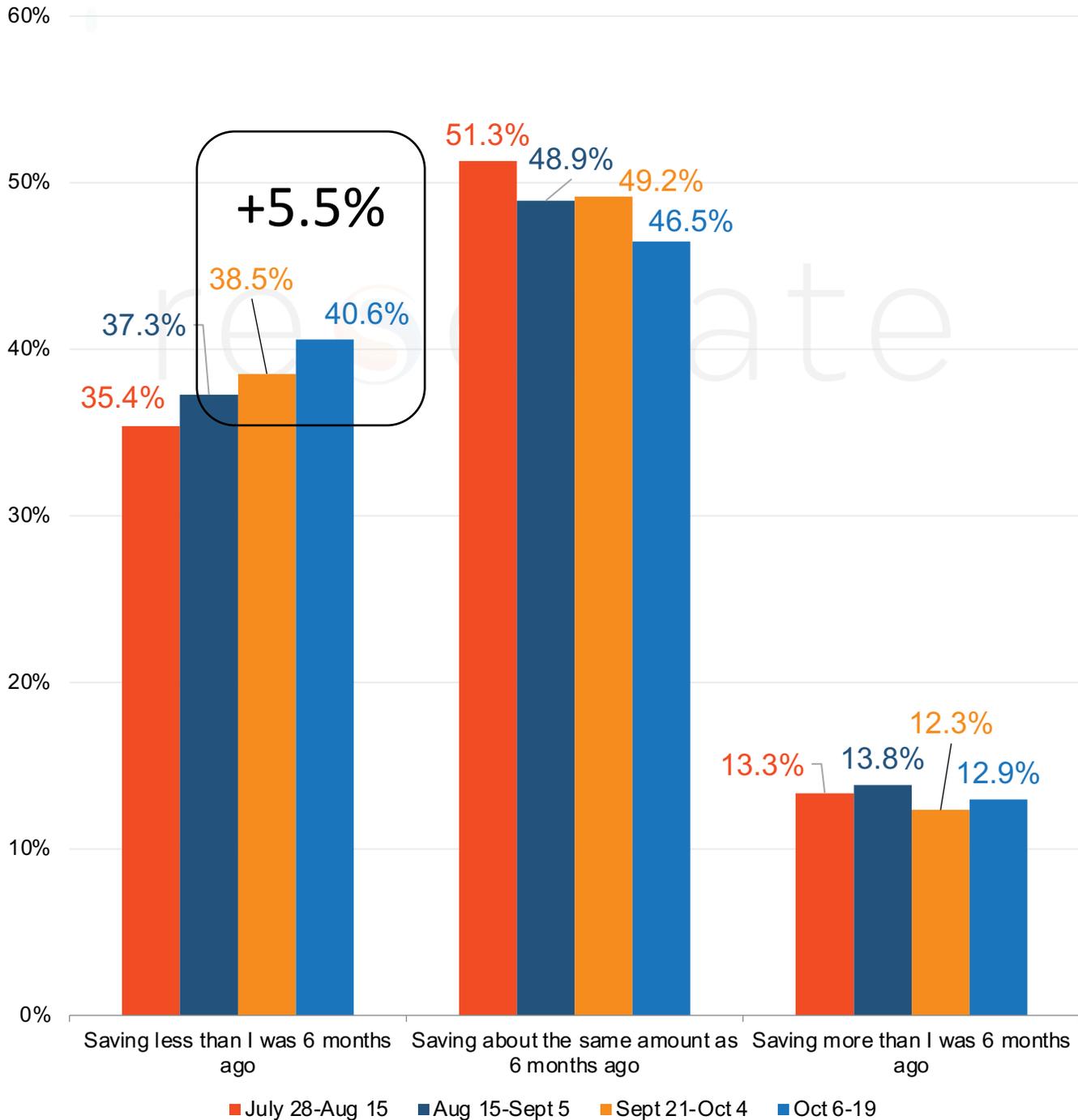
# THOSE WHO REPORT 'TIMES ARE HARD' INCREASES 16%

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



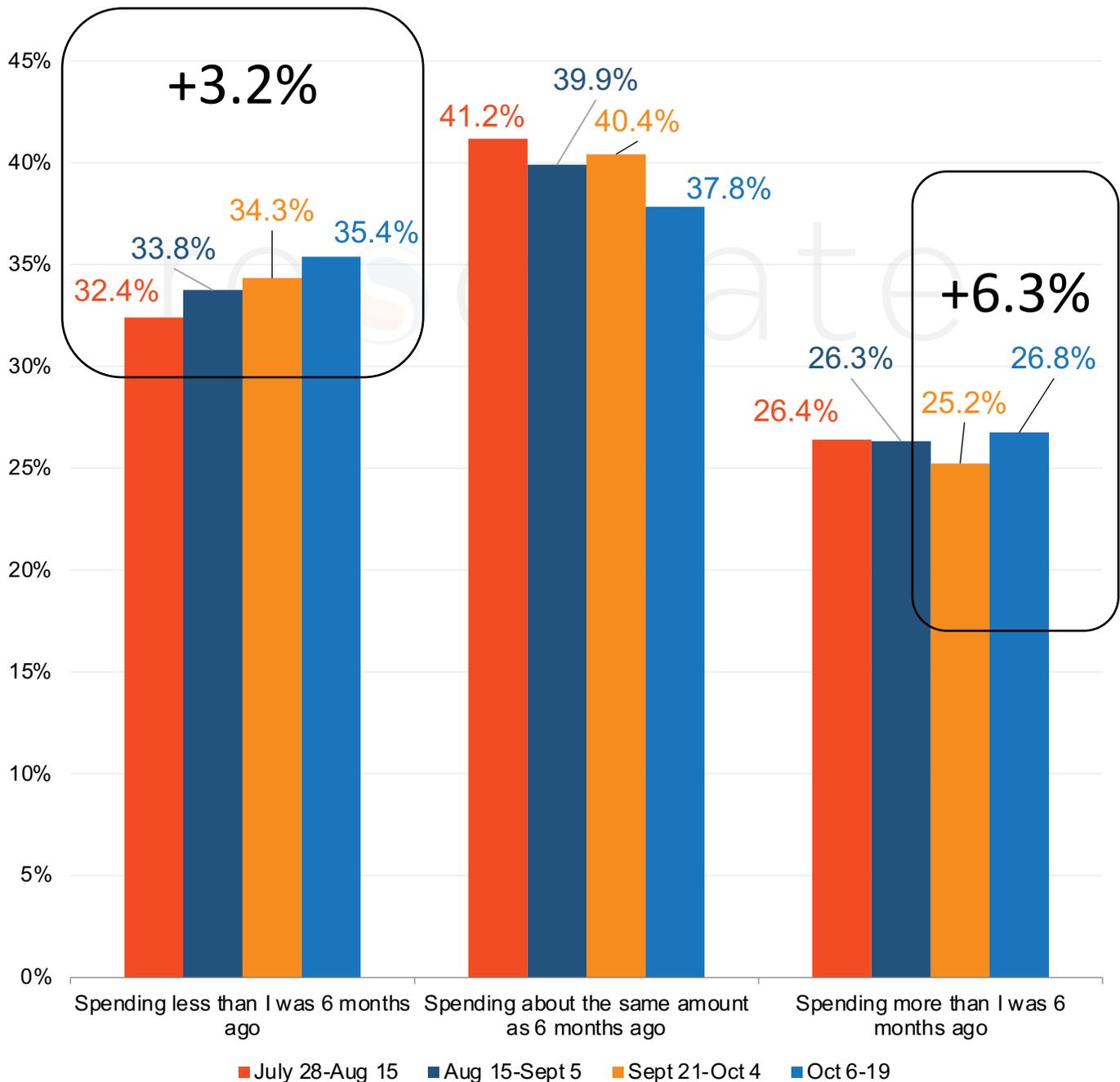
# CONSUMER SAVING DECLINES 5%

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?



# CUTTING BACK & SPENDING MORE FOR ESSENTIALS

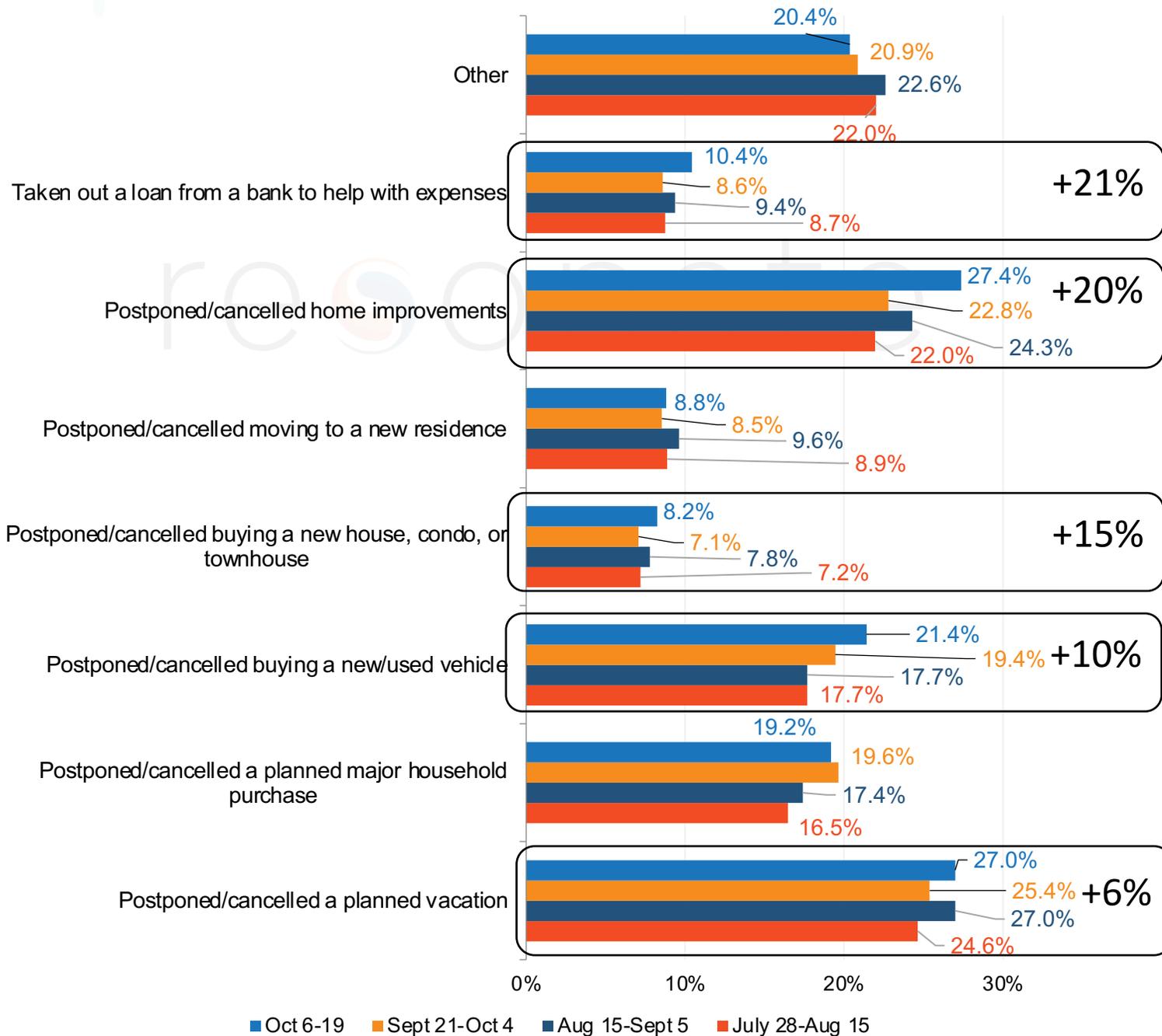
There are many products and services an individual spends money on, such as rent/mortgage, gas, food, and healthcare. That spending can go up or down based on the price of products/services or the frequency those products/services are purchased. Compared to 6 months ago, how have your spending habits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



# INFLATION-INDUCED DECLINES IN ALL CATEGORIES, ESPECIALLY HOME IMPROVEMENT

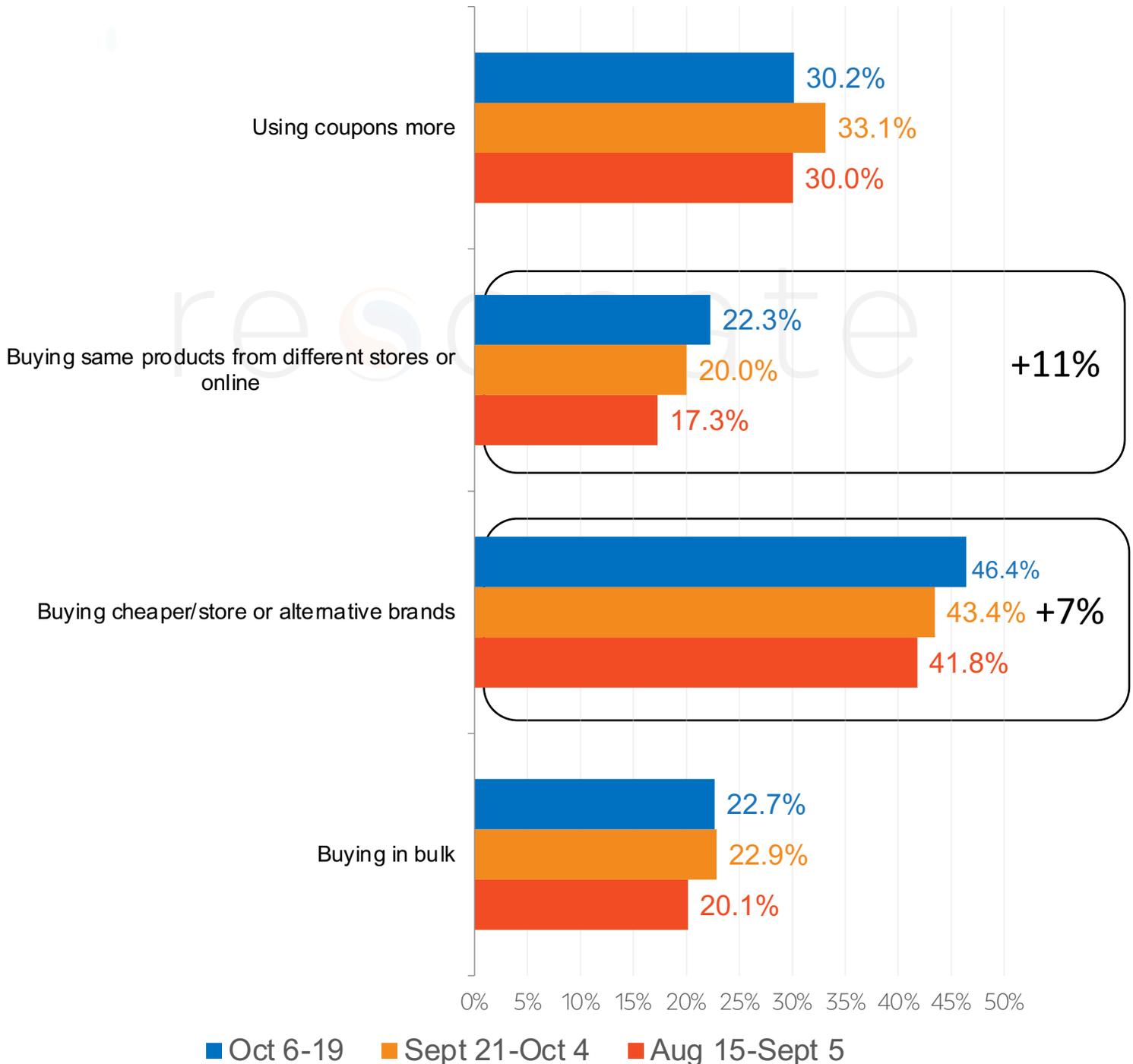
Which of the following actions has your household taken in the last 6 months due to changes in the price of goods/services?

Please select all that apply.



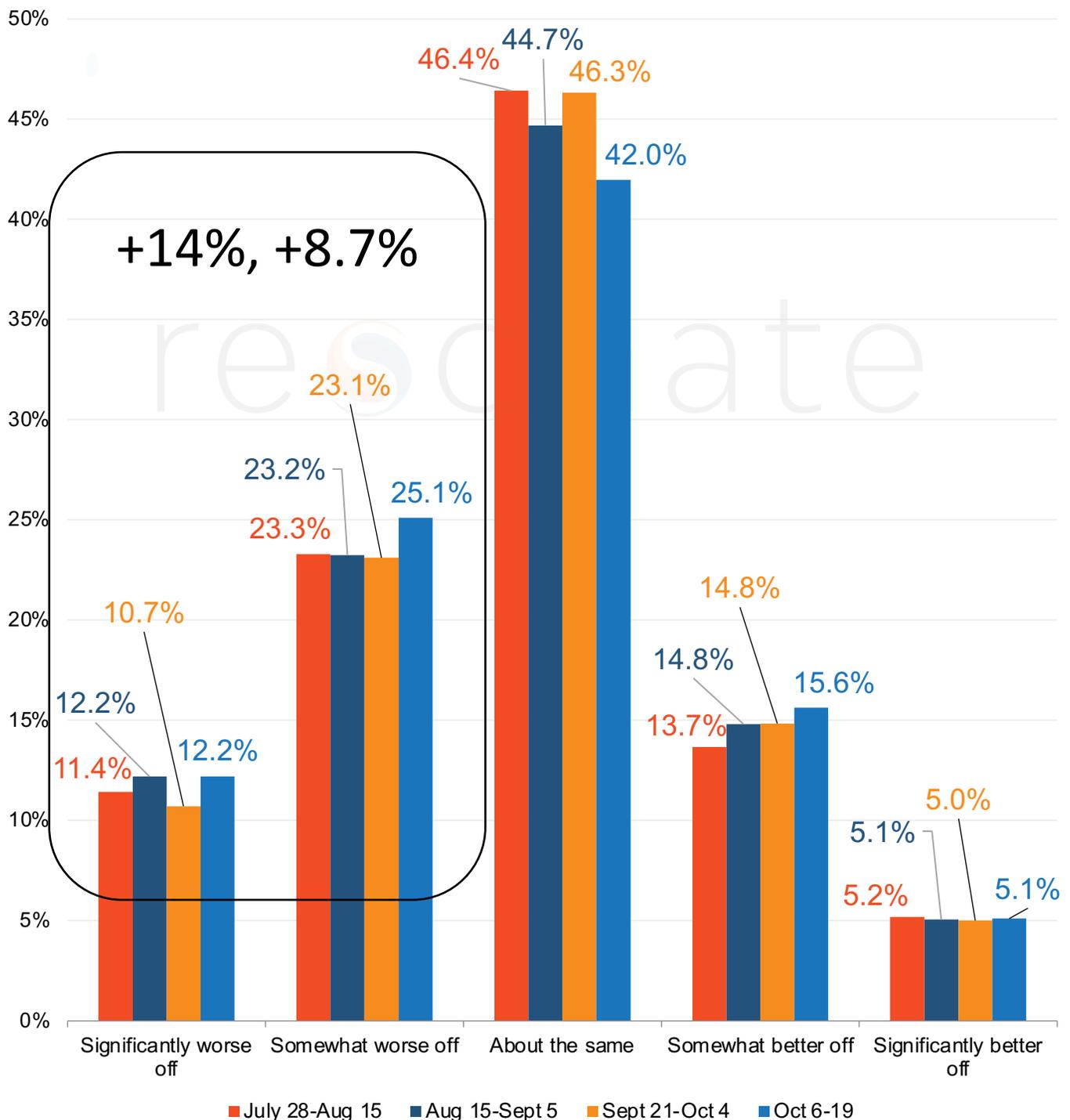
# INCREASING DEBT & SWITCHING BRANDS & CHANNELS TOP LIST OF CONSUMER ADJUSTMENTS

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



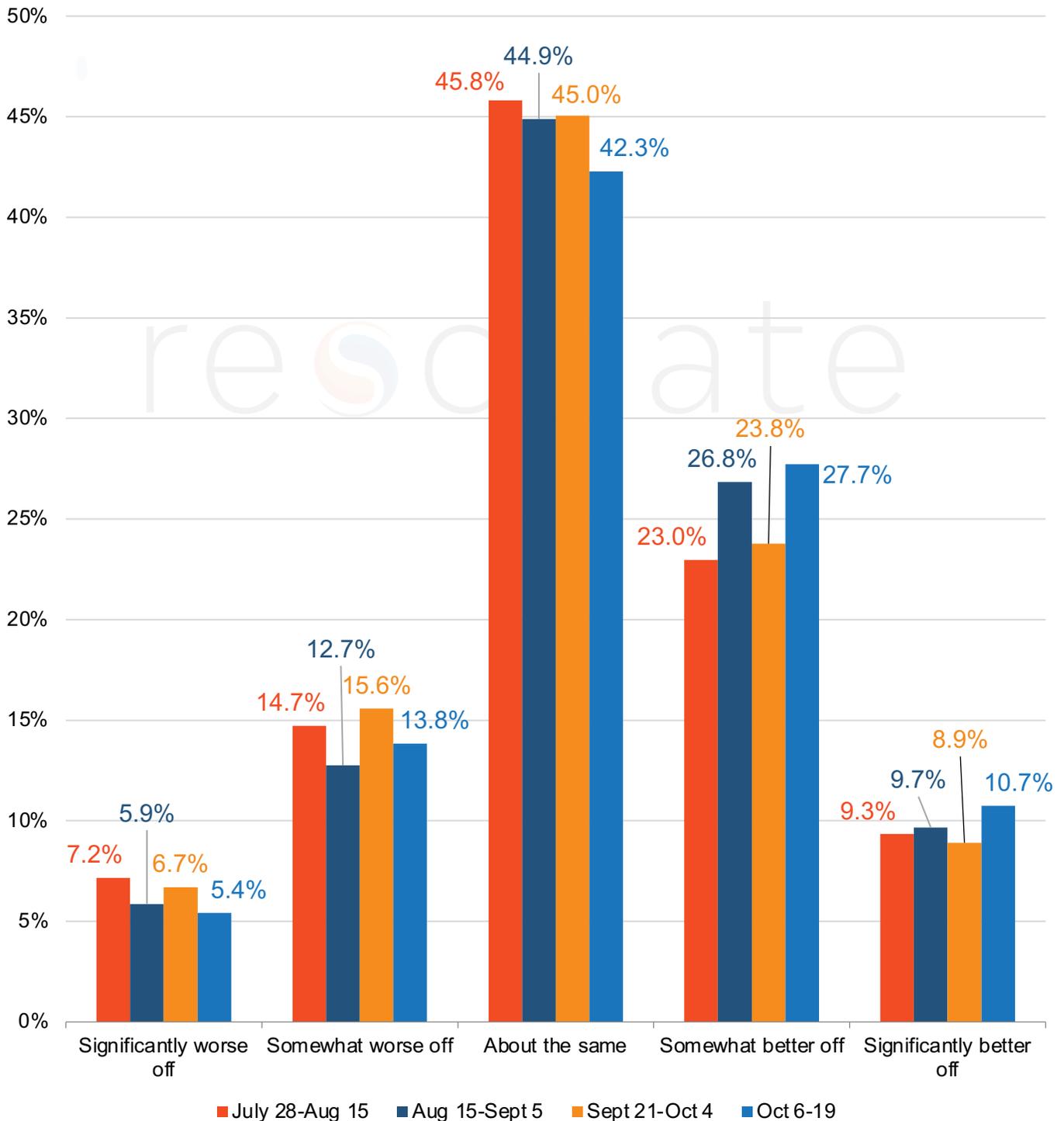
# SENTIMENT ABOUT CURRENT FINANCIAL STATE IS IN DECLINE

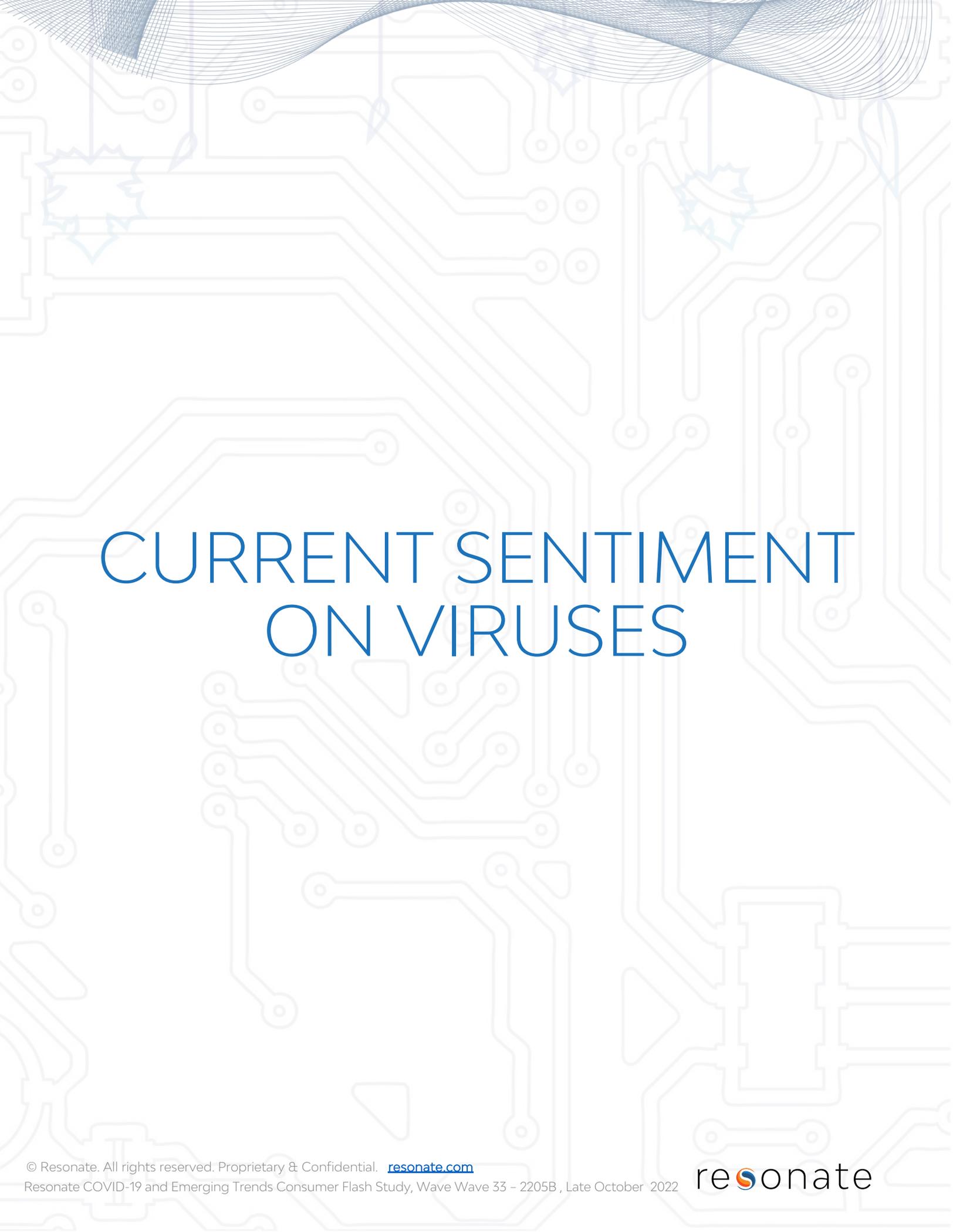
Compared to how you were 6 months ago, how do you feel about your personal finances?



# BUT CONSUMERS REMAIN BULLISH

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

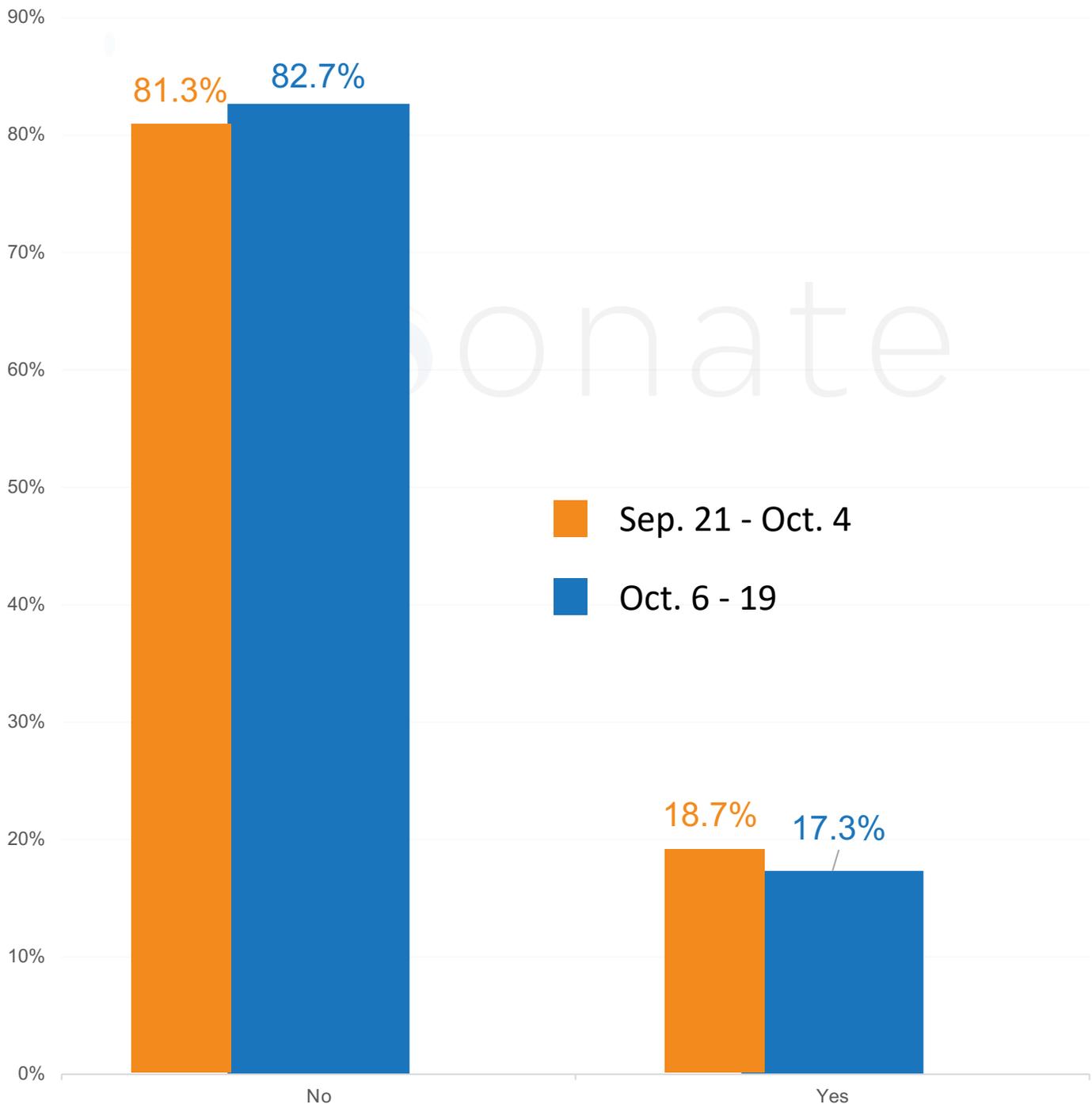




# CURRENT SENTIMENT ON VIRUSES

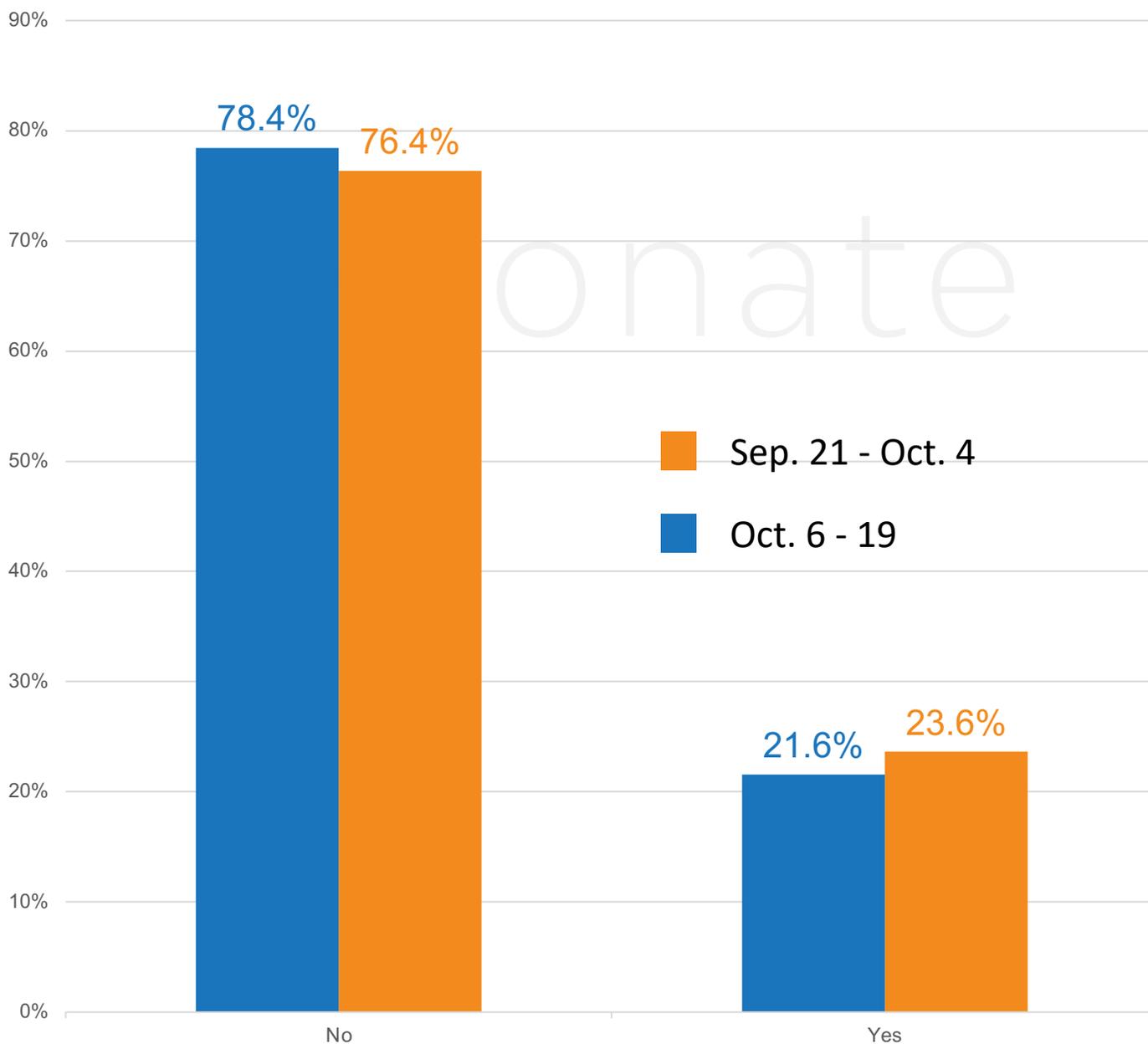
# COVID CONCERNS WON'T QUELL MAJORITY OF AMERICANS

Within the last 30 days, has the concern that you or a loved one could contract COVID-19 caused you to cancel or decline plans?



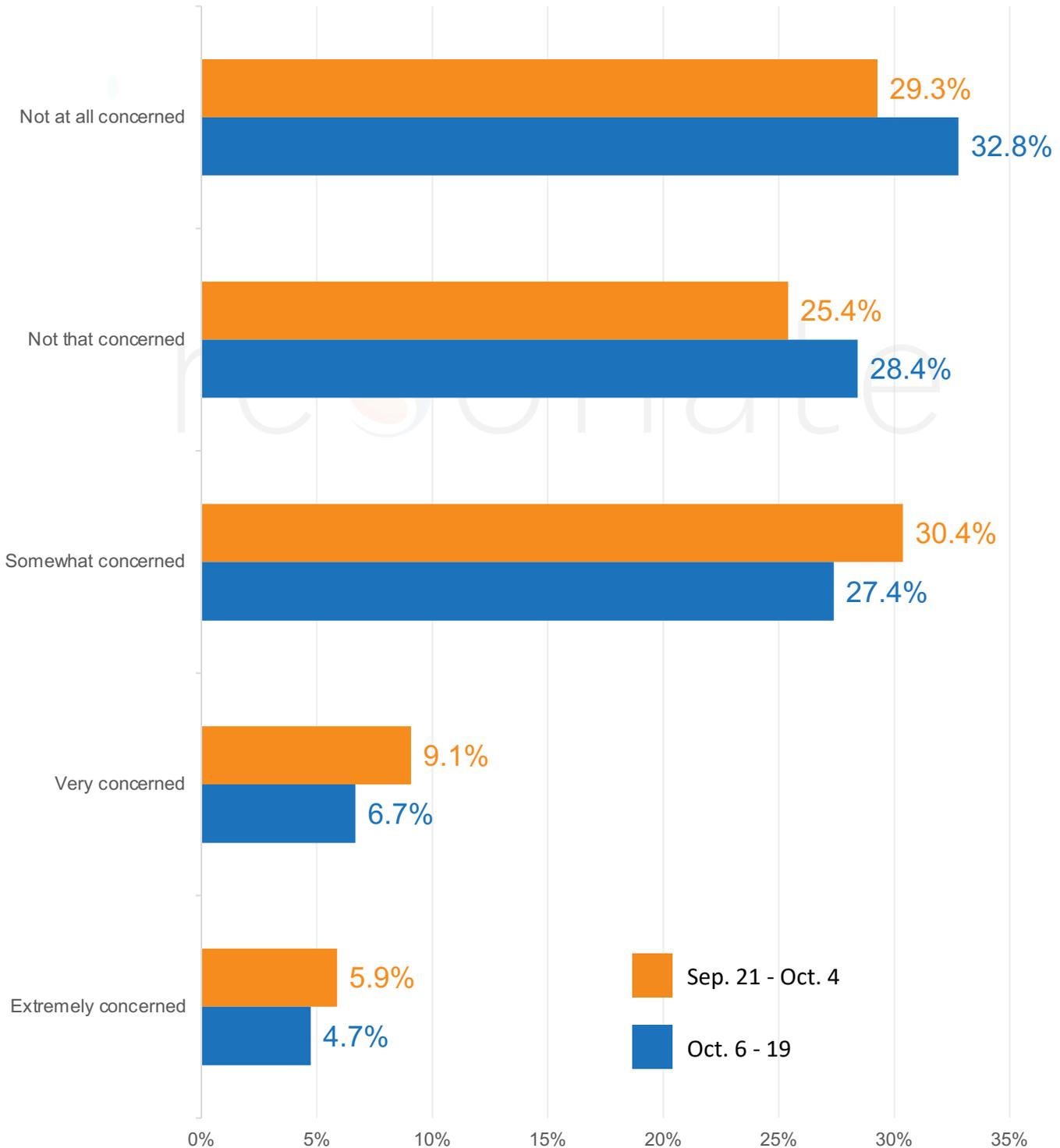
# THOSE AVOIDING PUBLIC SPACES DECREASES

Within the last 30 days, have you avoided a location where you would be exposed to the public due to concern over you or a loved one contracting COVID-19?



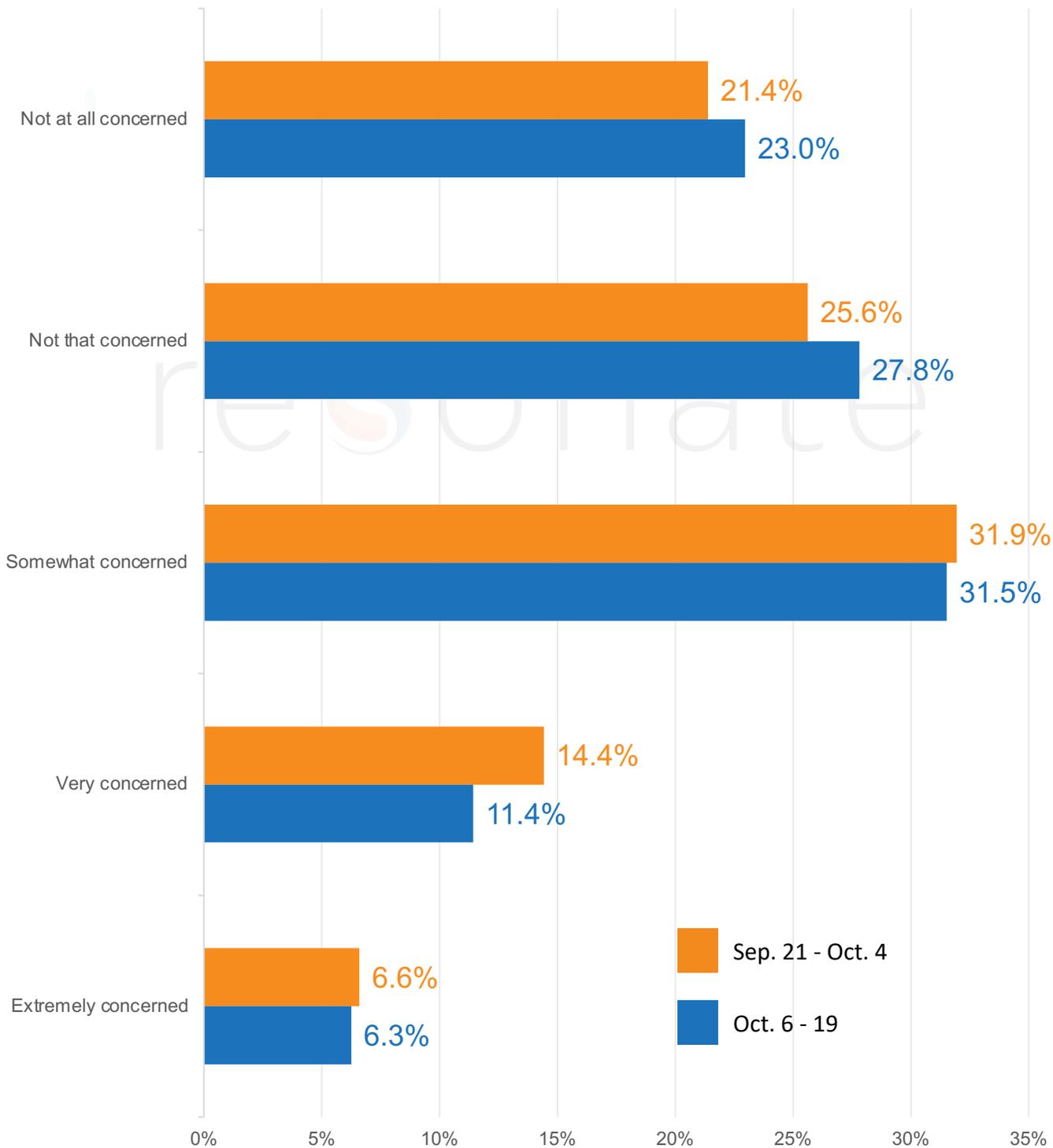
# 61% ARE NOT CONCERNED ABOUT BEING IN PUBLIC AREAS

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



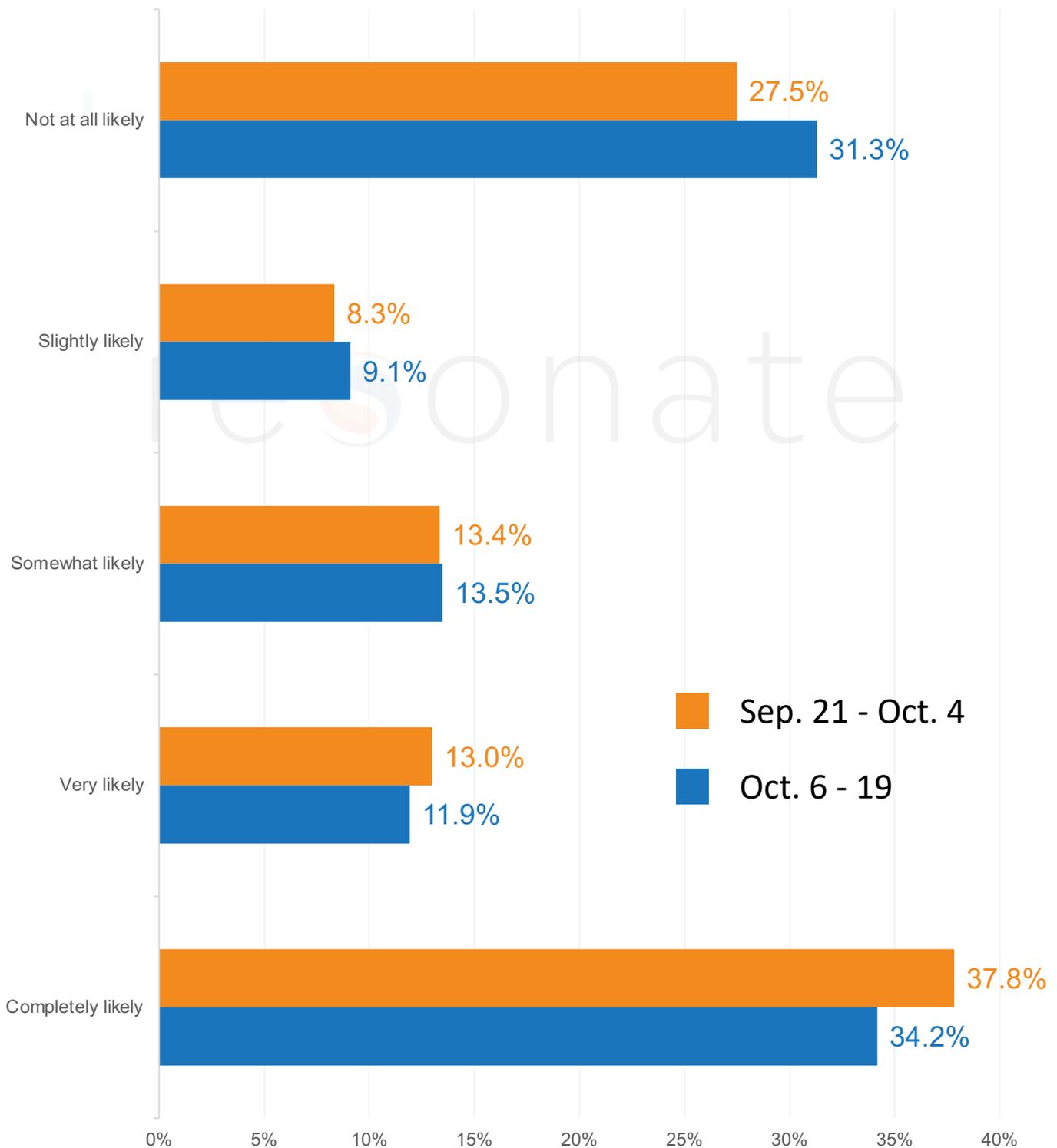
# DESPITE A STRONG FLU SEASON SO FAR, LESS ARE WORRIED

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



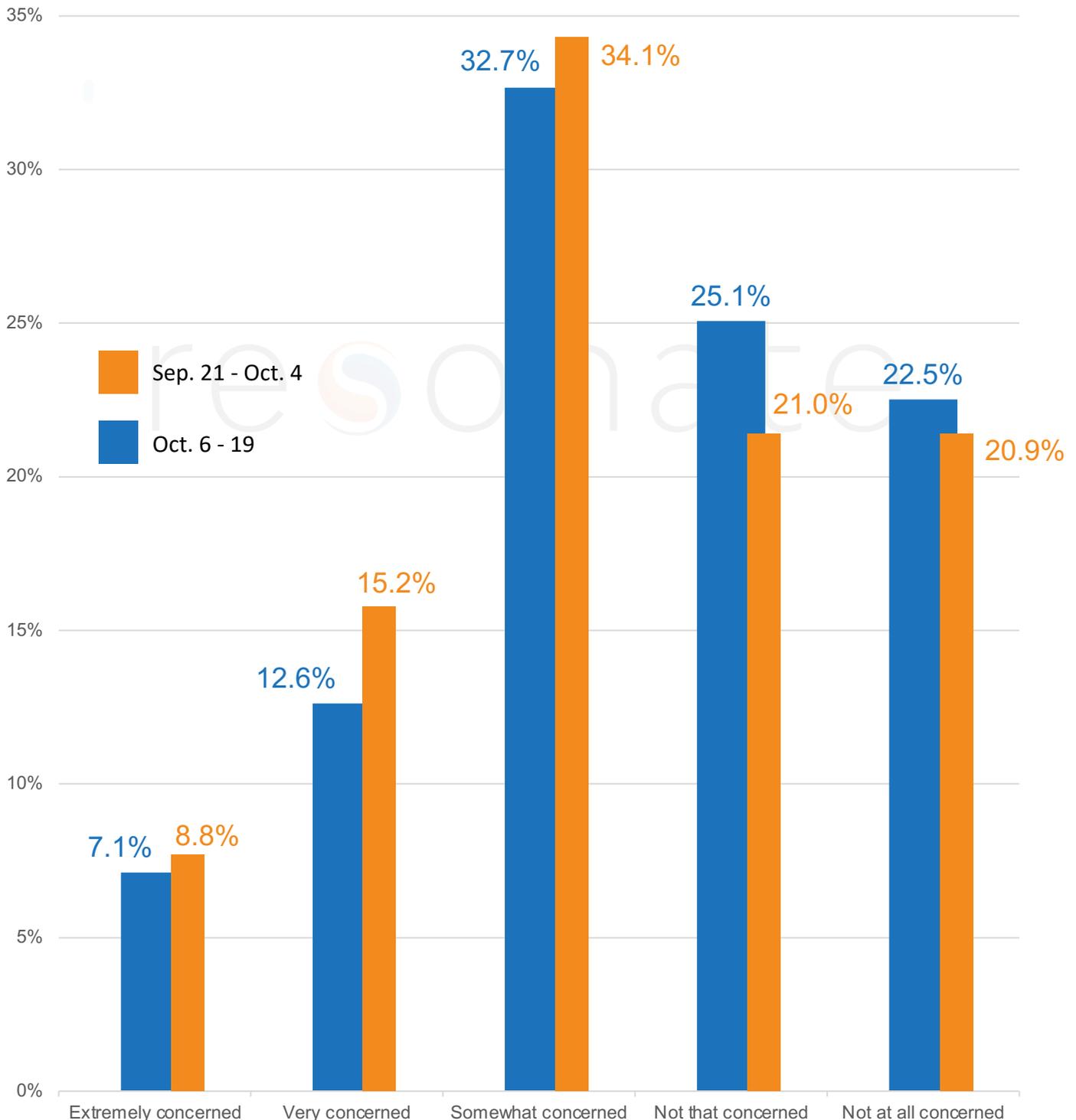
# LESS BELIEVE THEY'LL GET THE FLU VACCINE

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



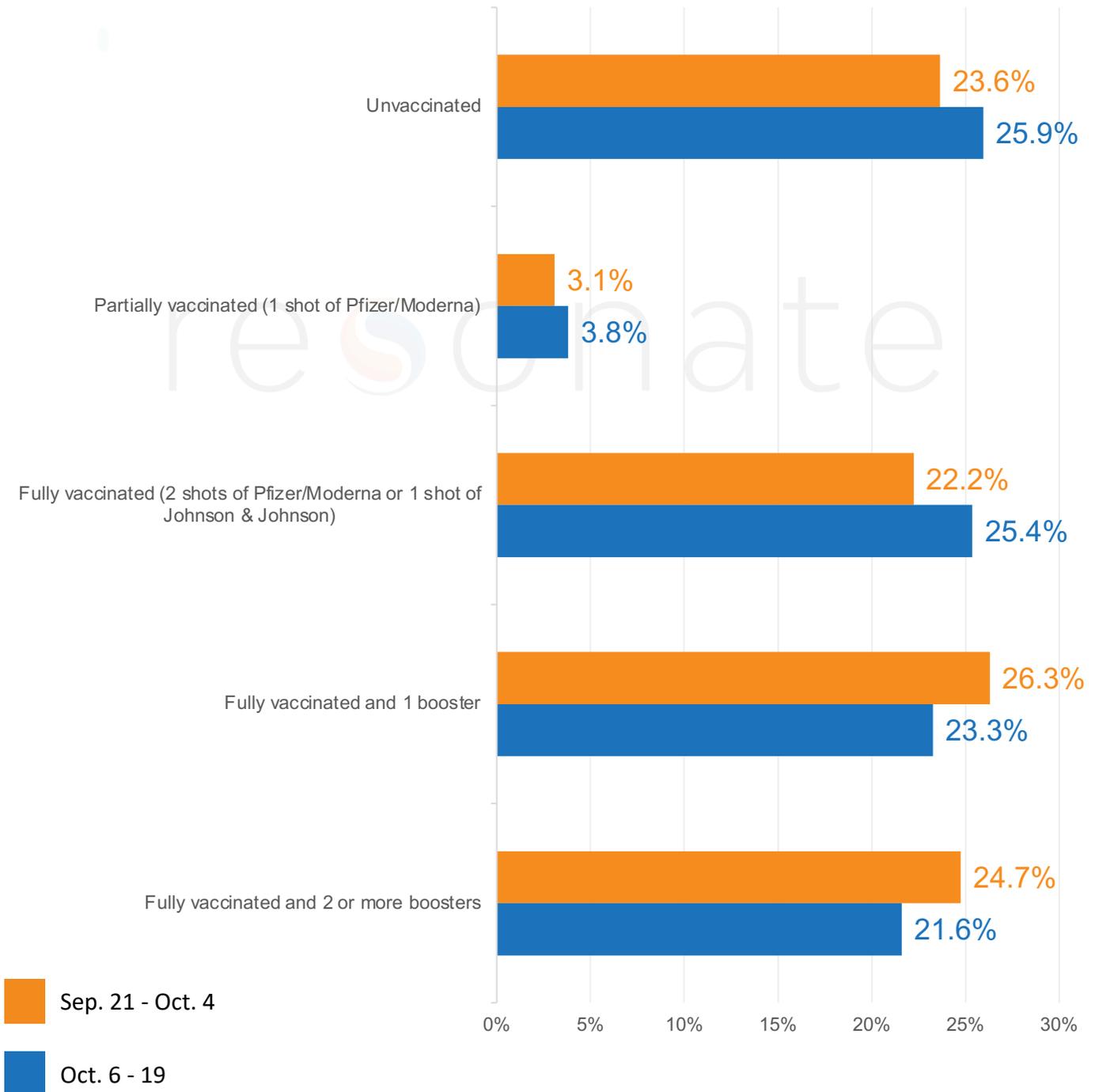
# 52% REMAIN CONCERNED ABOUT COVID-19 SPREADING

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



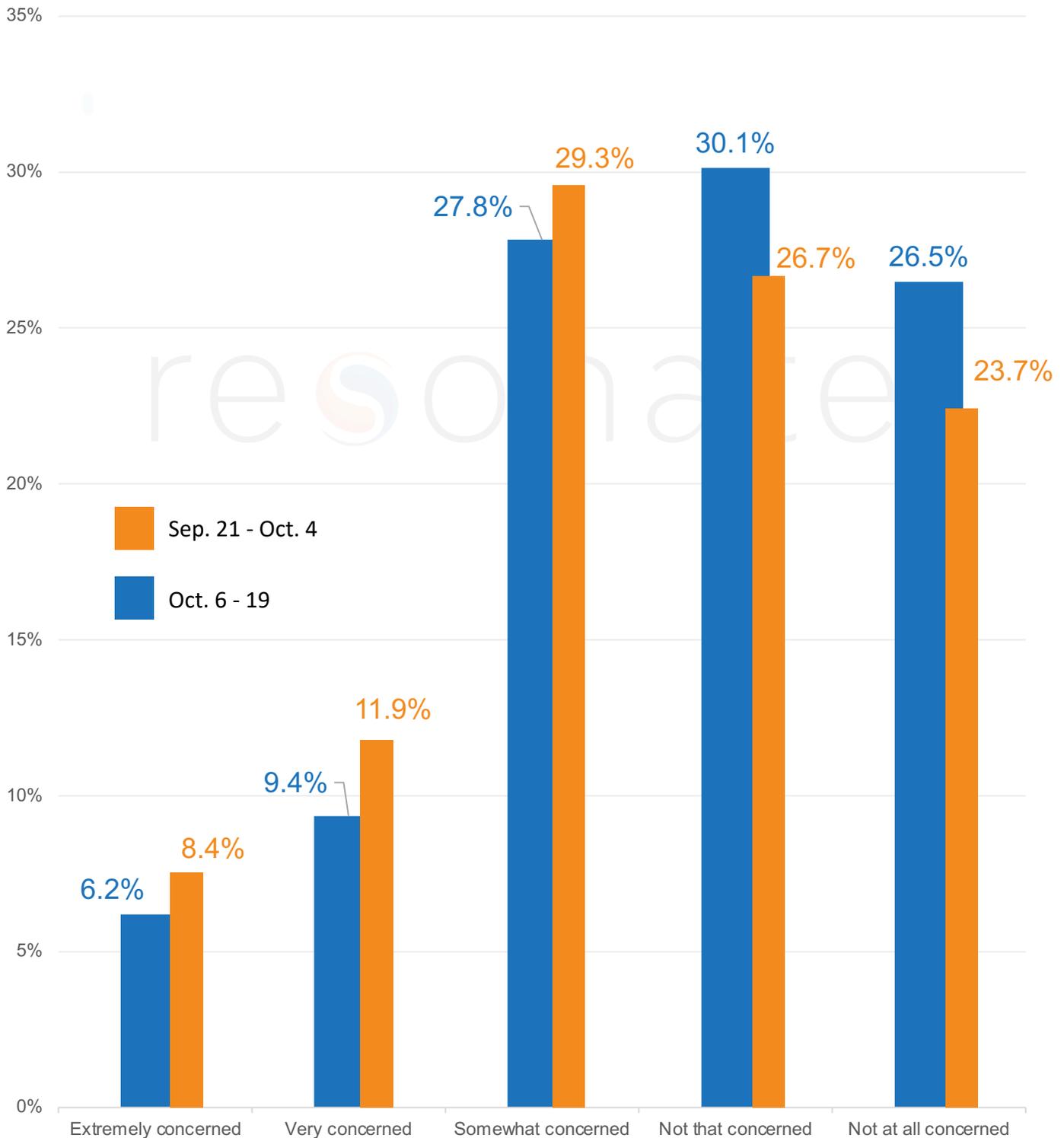
# 70% HAVE RECEIVED TWO OR MORE DOSES OF THE COVID-19 VACCINE

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



# AS MONKEYPOX FALLS OUT OF THE HEADLINES, SO DOES CONCERN FOR THE ILLNESS

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

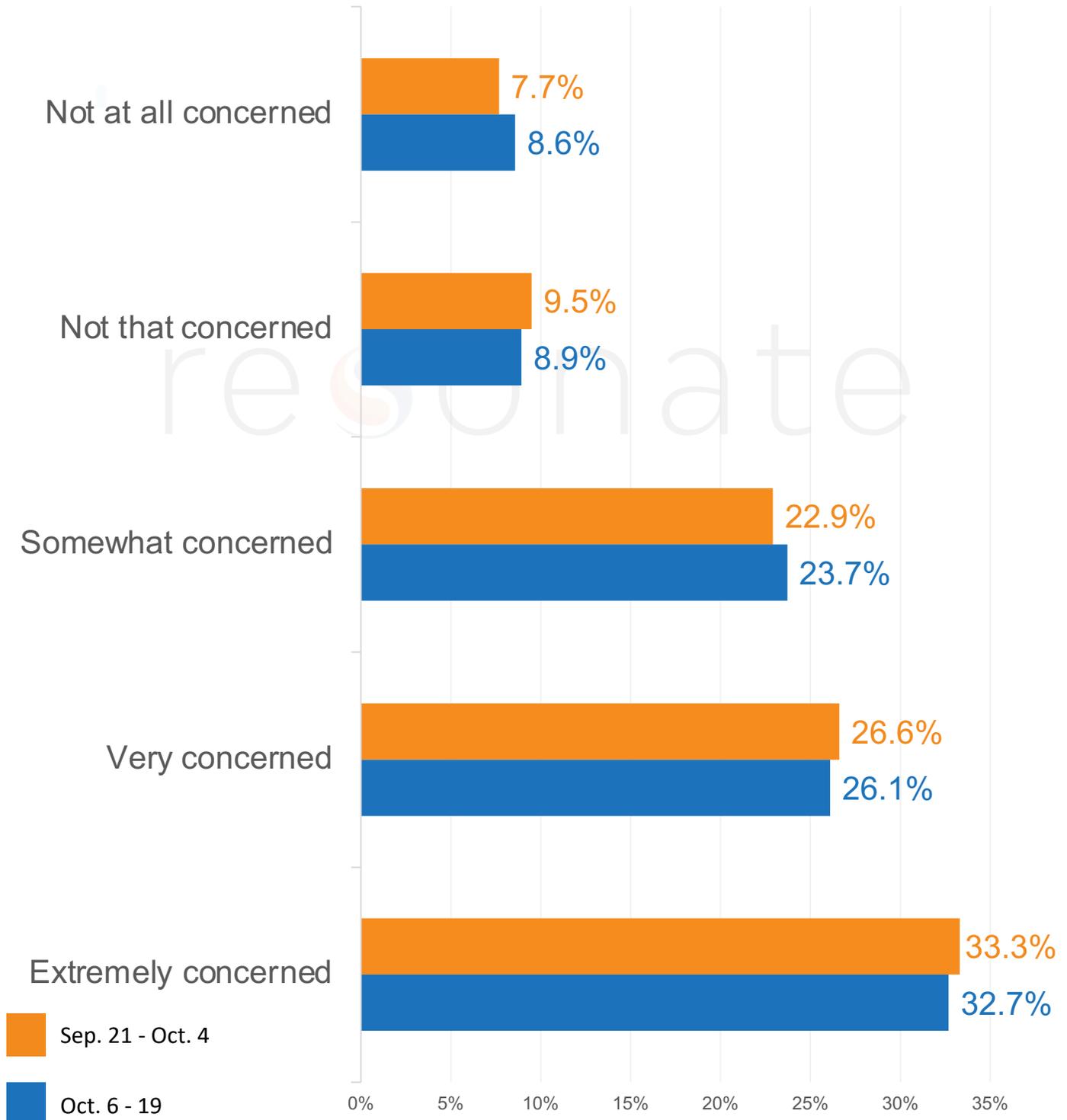




# POLITICAL OUTLOOK

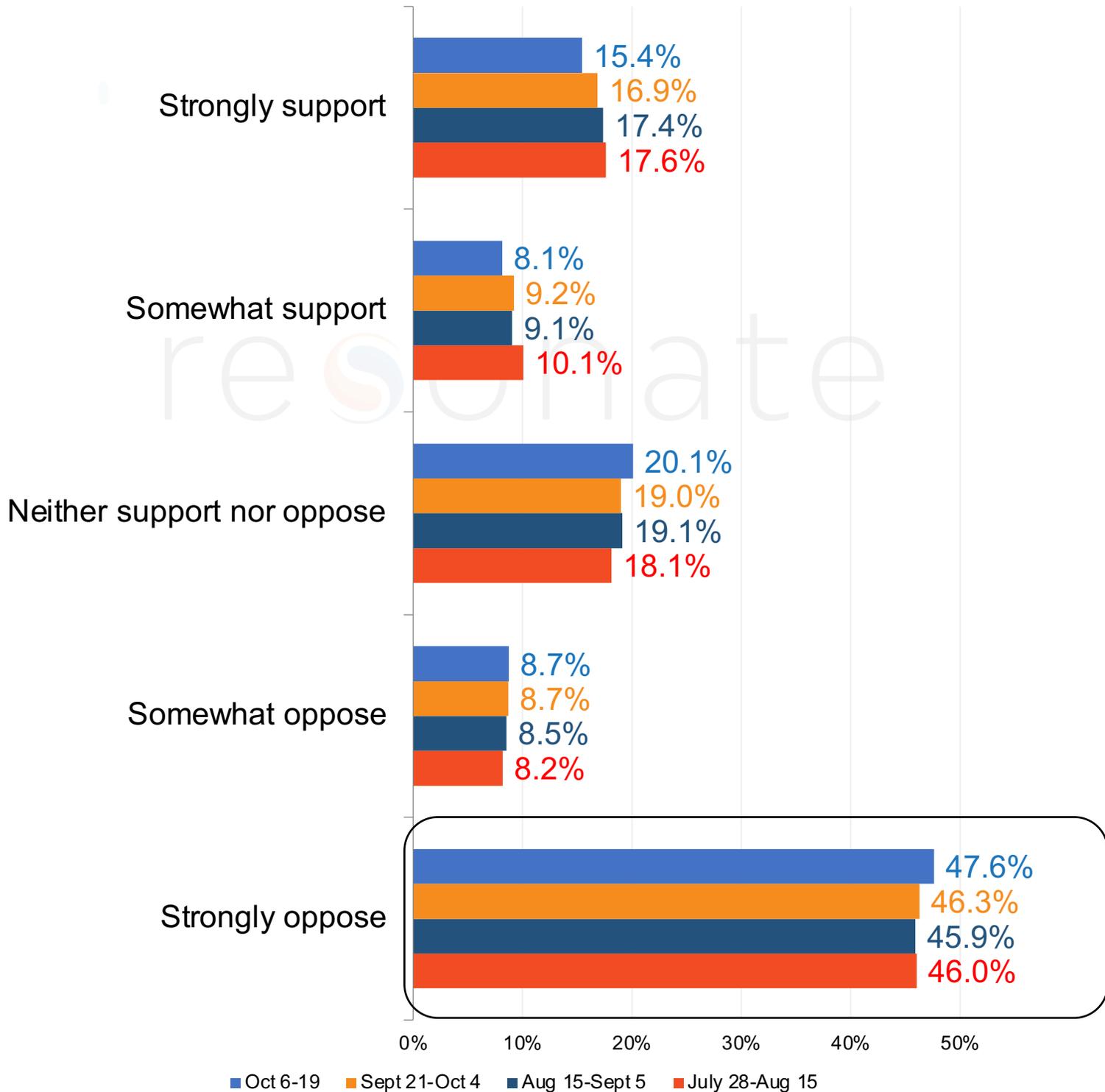
# 59% OF AMERICANS ARE VERY CONCERNED ABOUT GUN VIOLENCE

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



# OPPOSITION TO ROE V. WADE DECISION GROWS

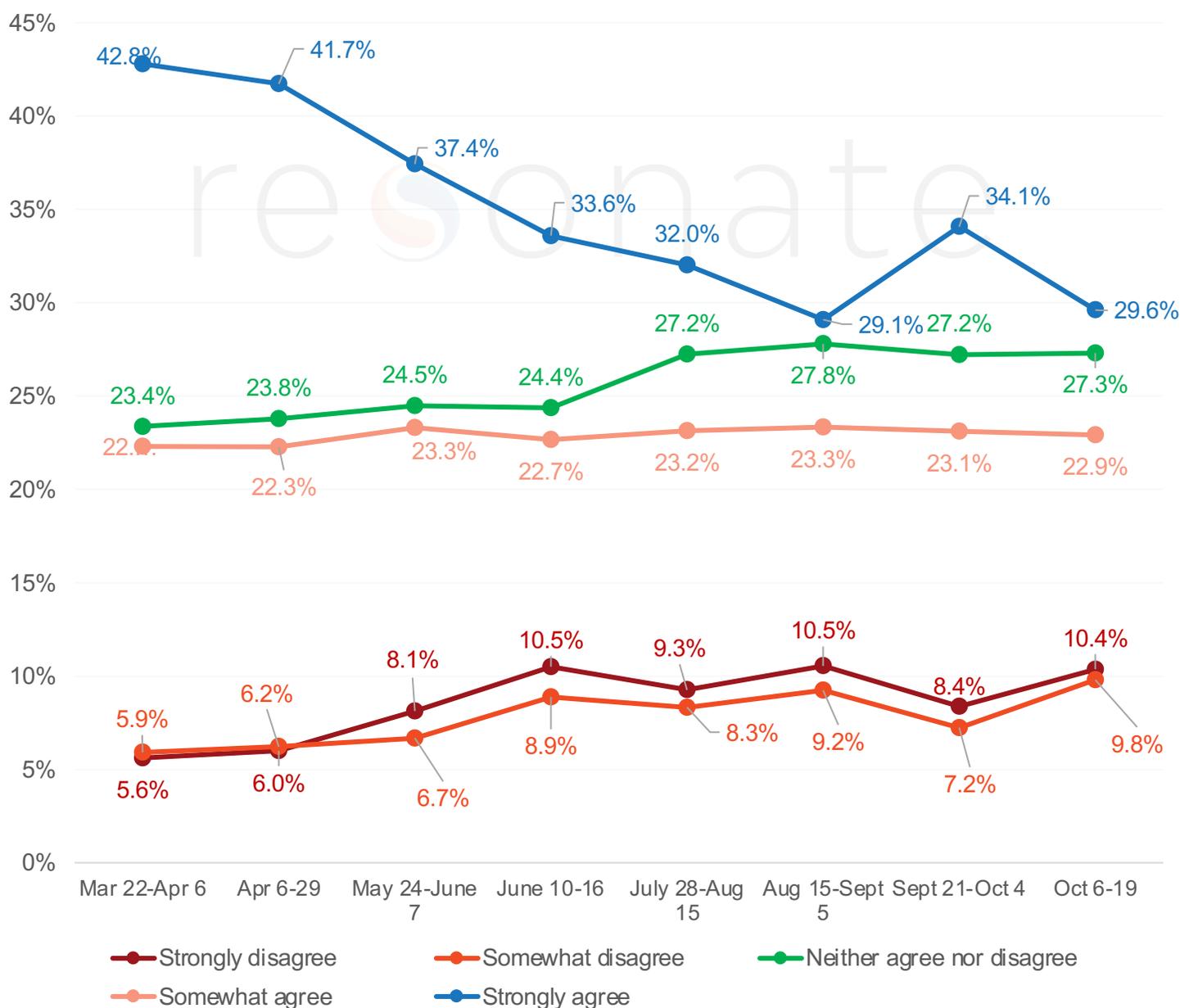
To what extent do you support or oppose the Supreme Court overturning Roe v. Wade?



# A DECLINE IN SUPPORT FOR BAN ON RUSSIAN OIL CONTINUES

Recently, in response to Russia invading Ukraine on February 23rd, 2022, President Biden banned the importing of gas and oil from Russia in order to put more strain on their economy and pressure the Russian government to pull out of their war in Ukraine.

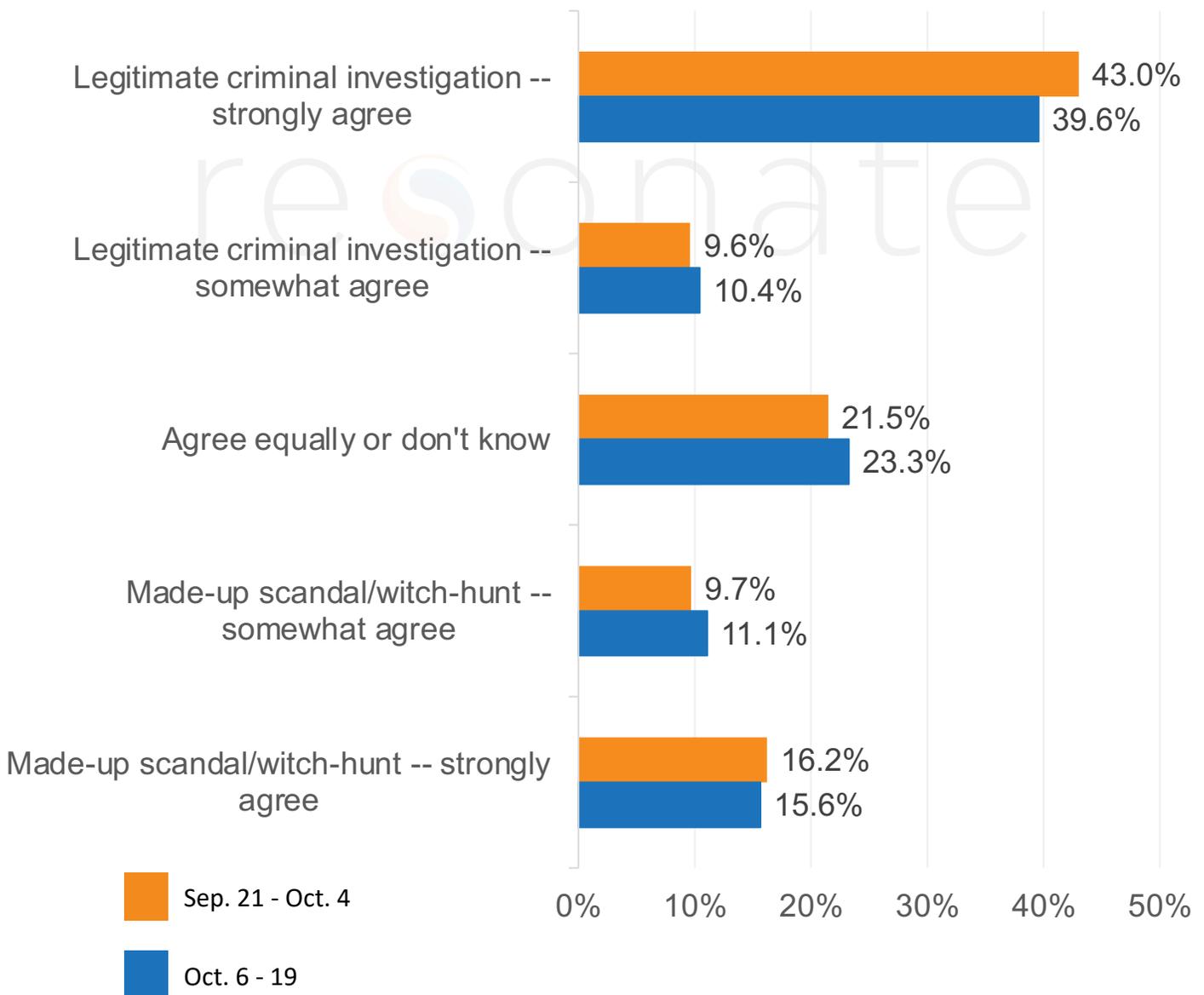
To what extent do you agree or disagree with the following statement: America should continue to ban the importing of Russian gas and oil in response to Russia's invasion of Ukraine, even if it means higher gas prices for Americans.



# 50% AGREE THAT THE MAR-A-LAGO INVESTIGATION IS LEGITIMATE

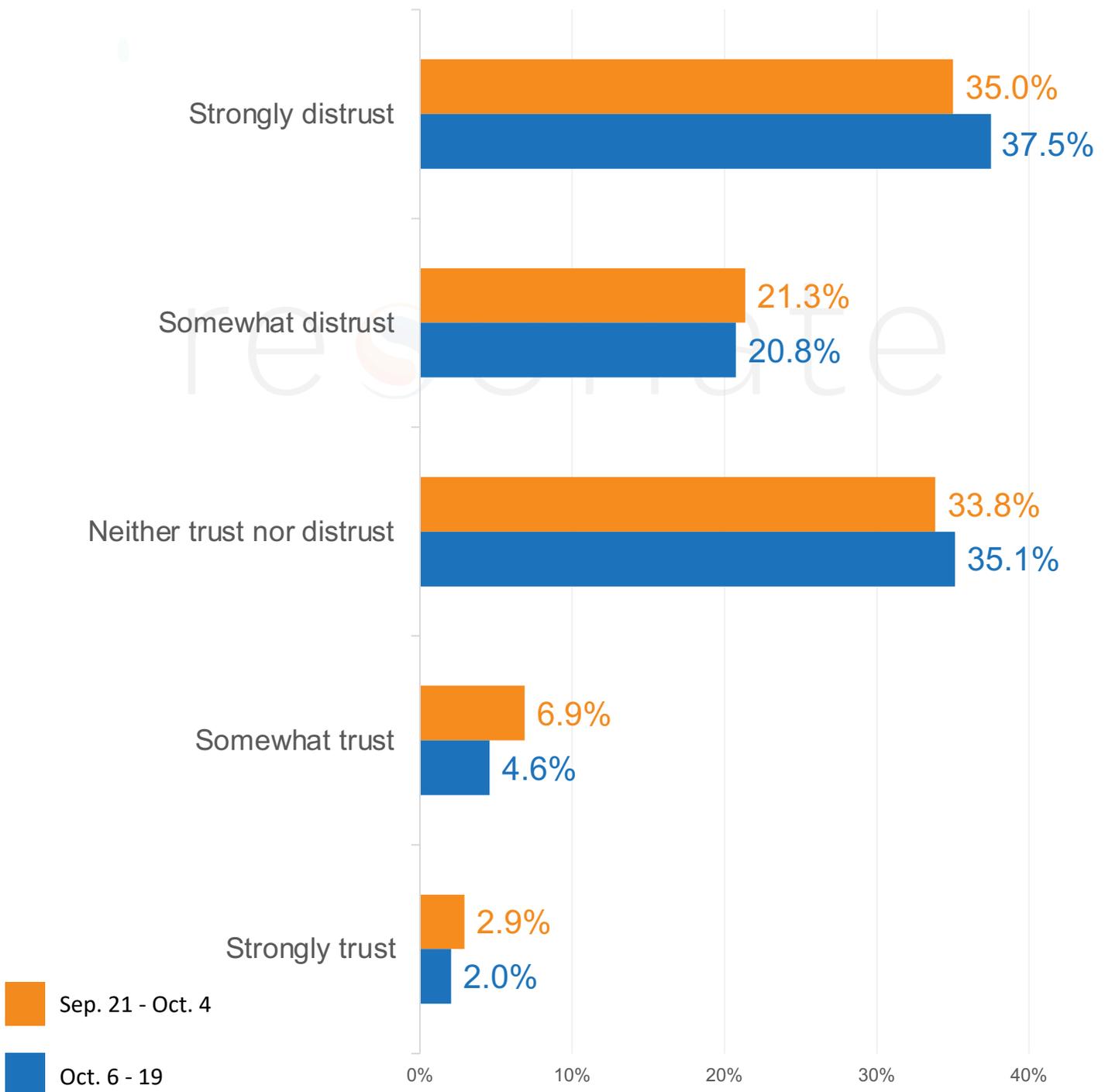
Recently, former President Donald Trump has been in the news due to the FBI seizing classified documents from Mar-a-Lago, his residence in Florida. Which of the following statements do you agree with more?

- The FBI raid was a part of a legitimate investigation into whether Trump committed crimes by taking classified documents when leaving office.
- The FBI raid was a made-up scandal and another partisan witch-hunt to tarnish Trump's reputation.



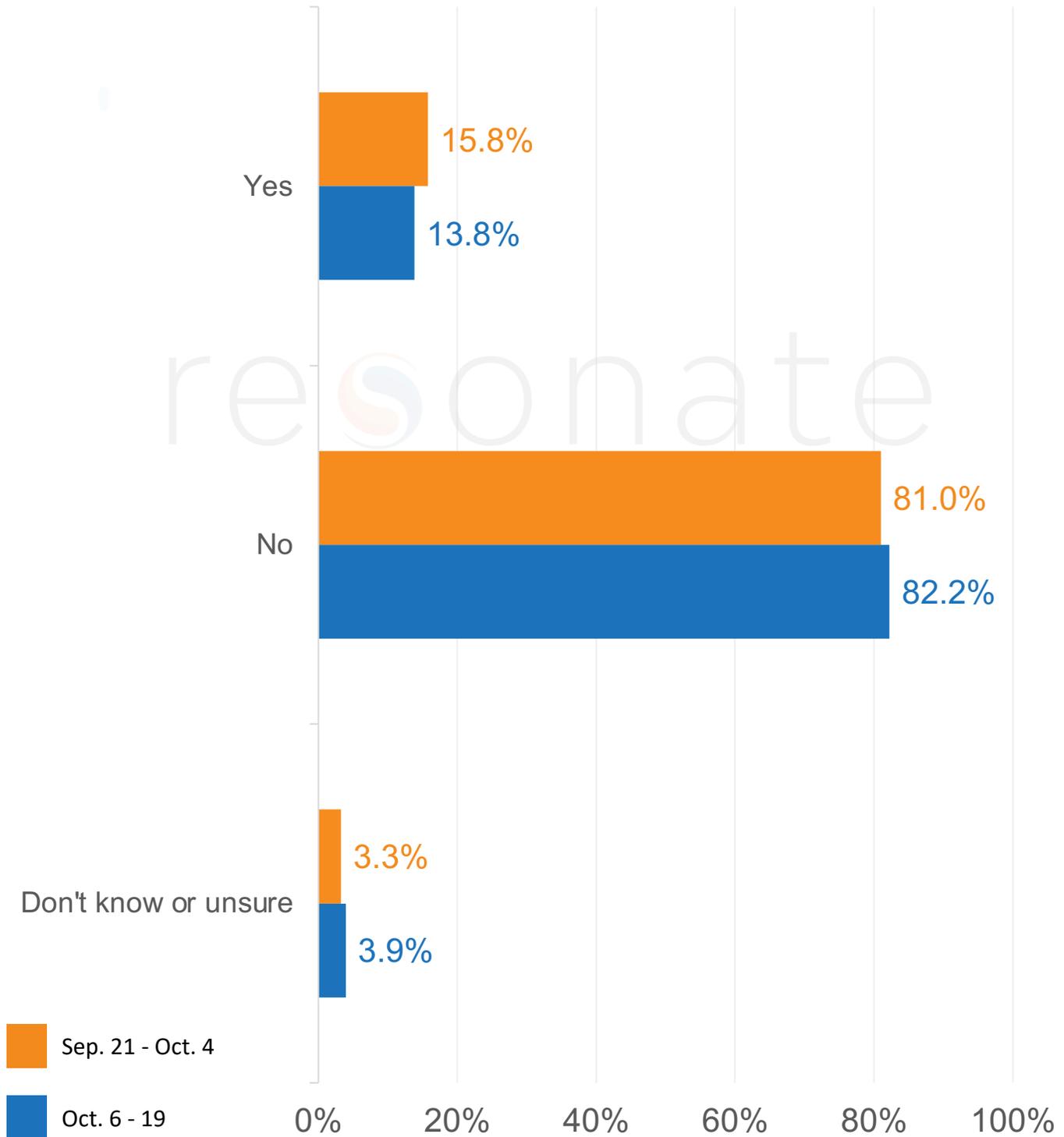
# AMERICANS' DISTRUST OF FACEBOOK POLITICAL ADS GROWS

To what extent do you trust or distrust political ads on Facebook?



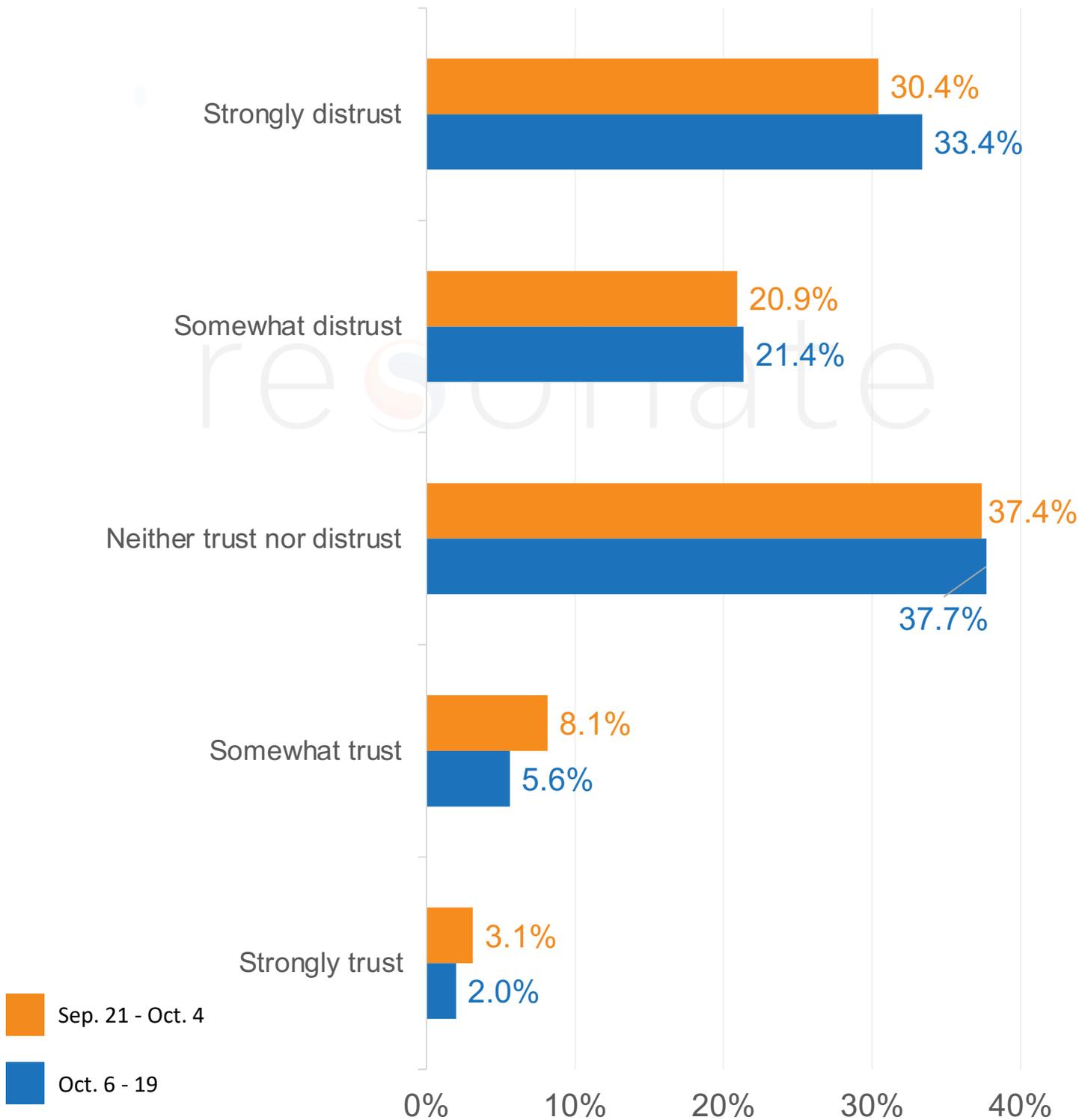
# MAJORITY OF AMERICANS DON'T WATCH POLITICAL ADS ON FACEBOOK

Do you watch political ads on Facebook?



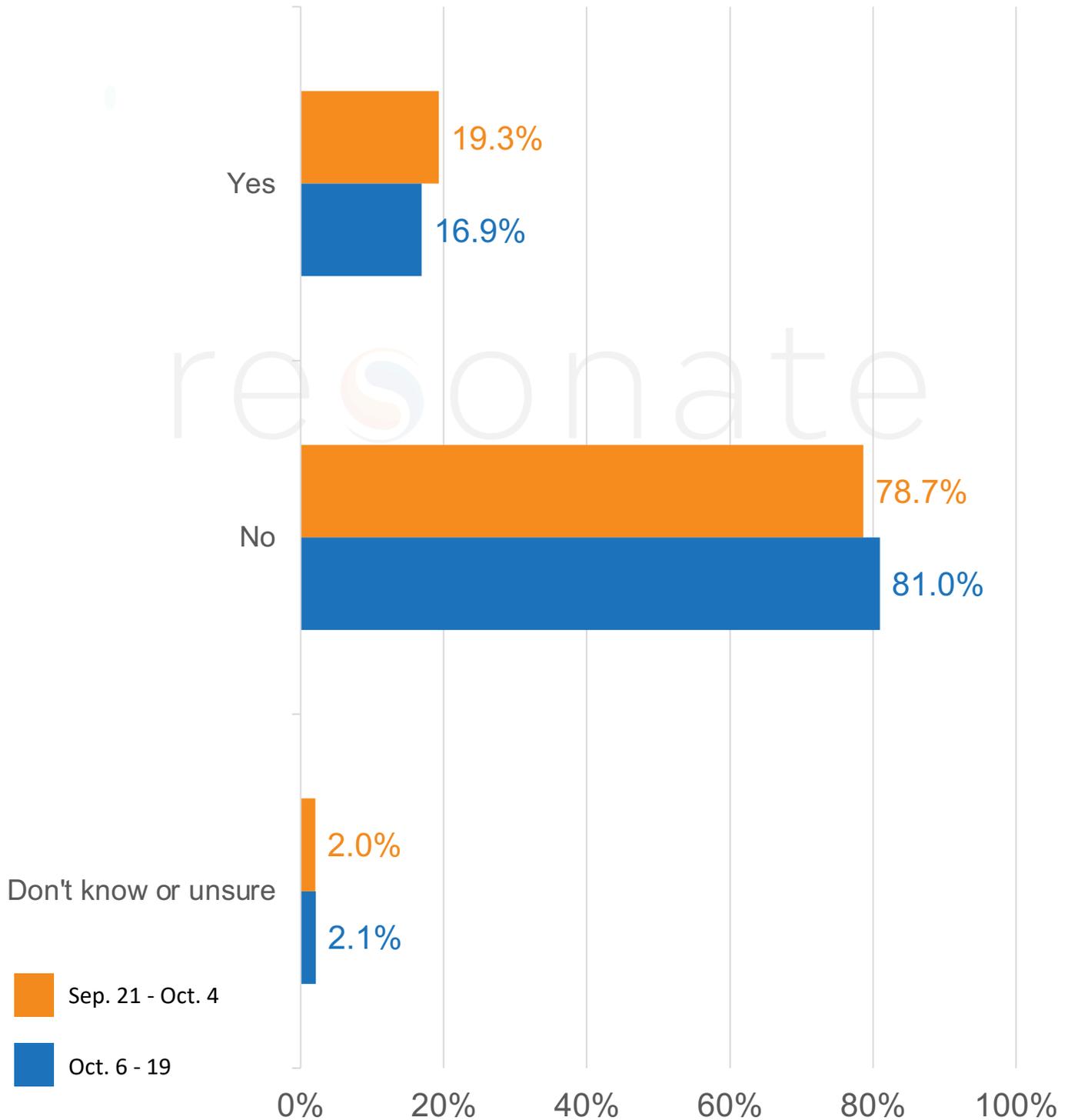
# AMERICANS' DISTRUST OF YOUTUBE POLITICAL ADS GROWS

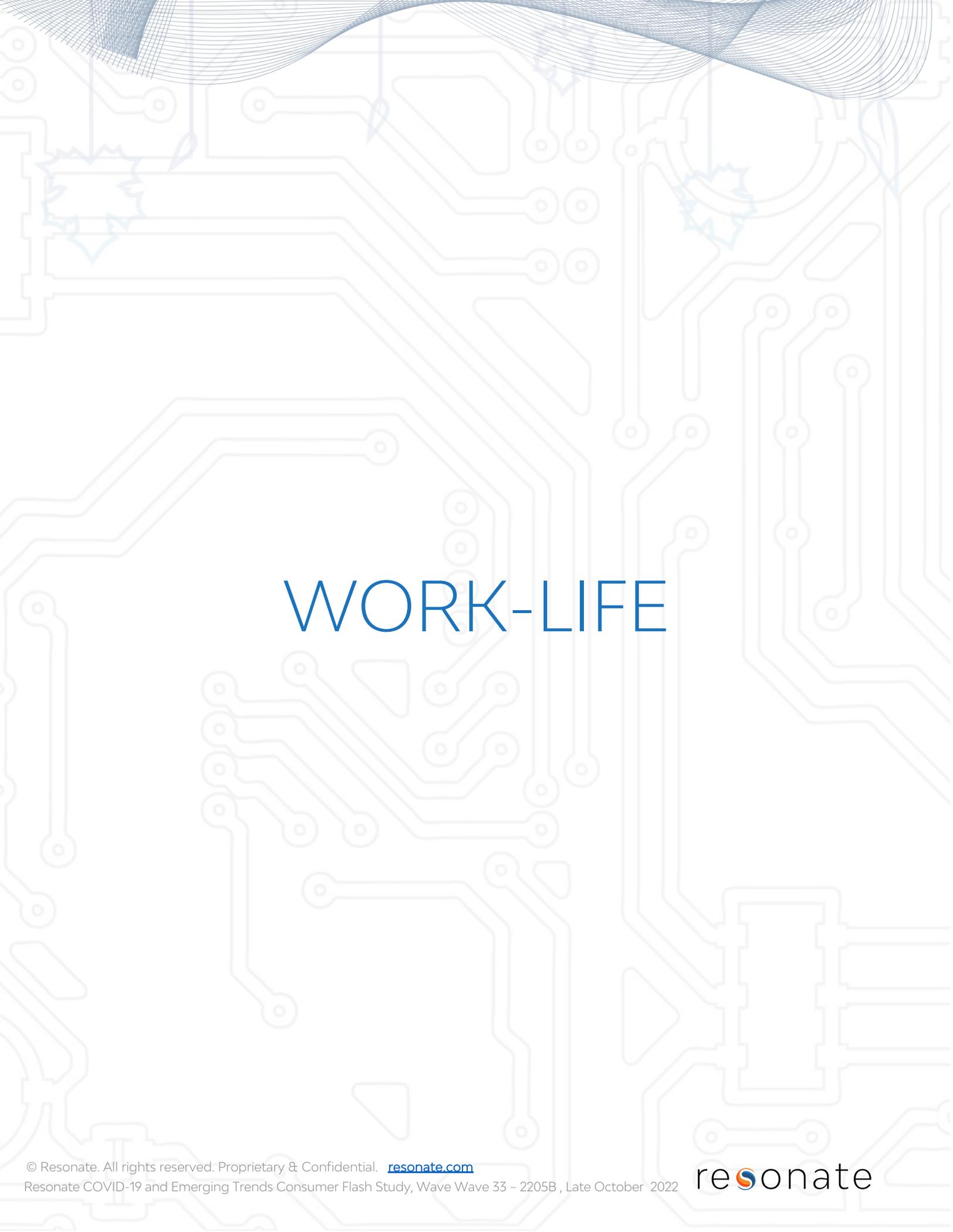
To what extent do you trust or distrust political ads on YouTube?



# MAJORITY OF AMERICANS DON'T WATCH POLITICAL ADS ON YOUTUBE

Do you watch political ads on YouTube?

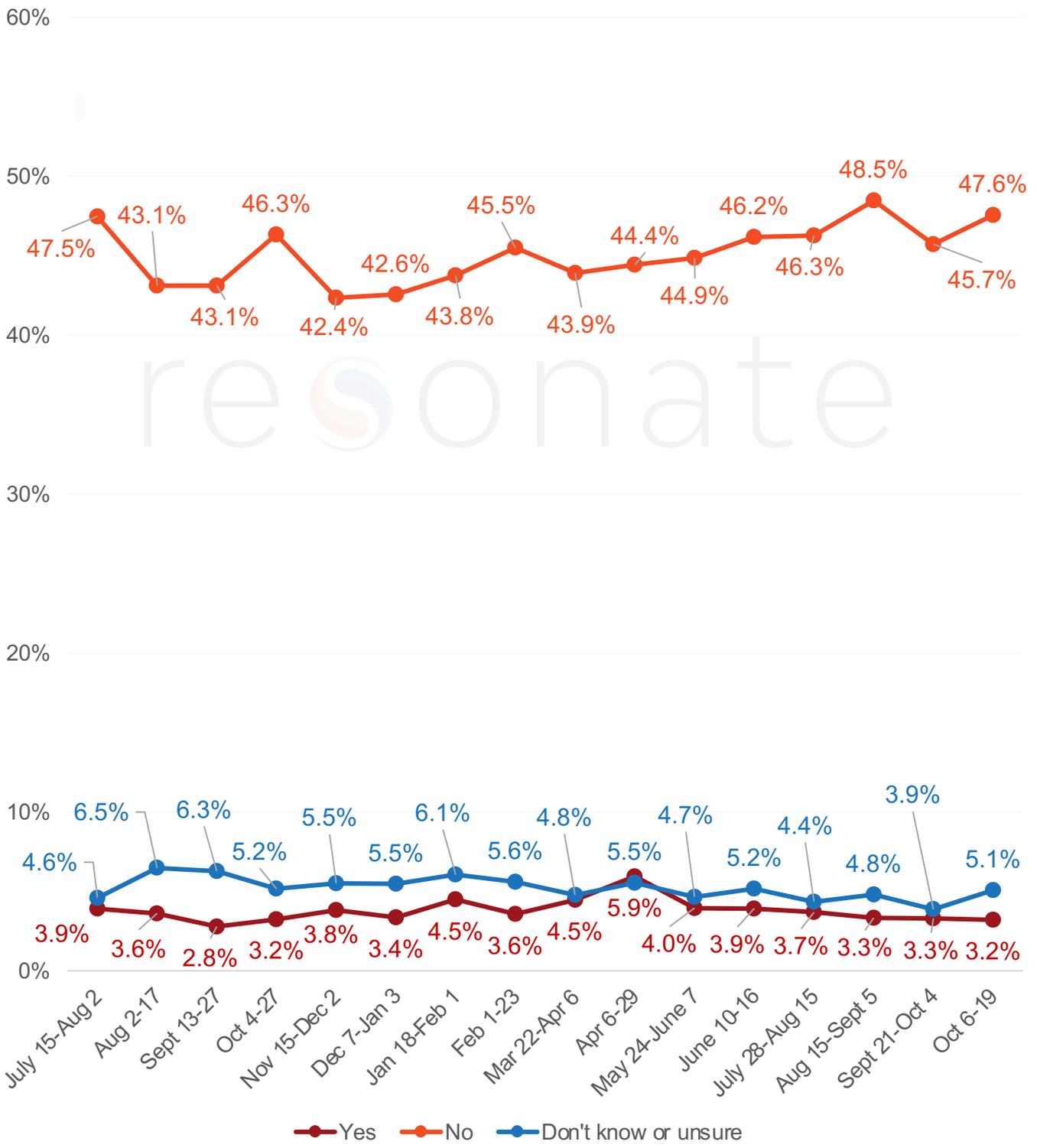




# WORK-LIFE

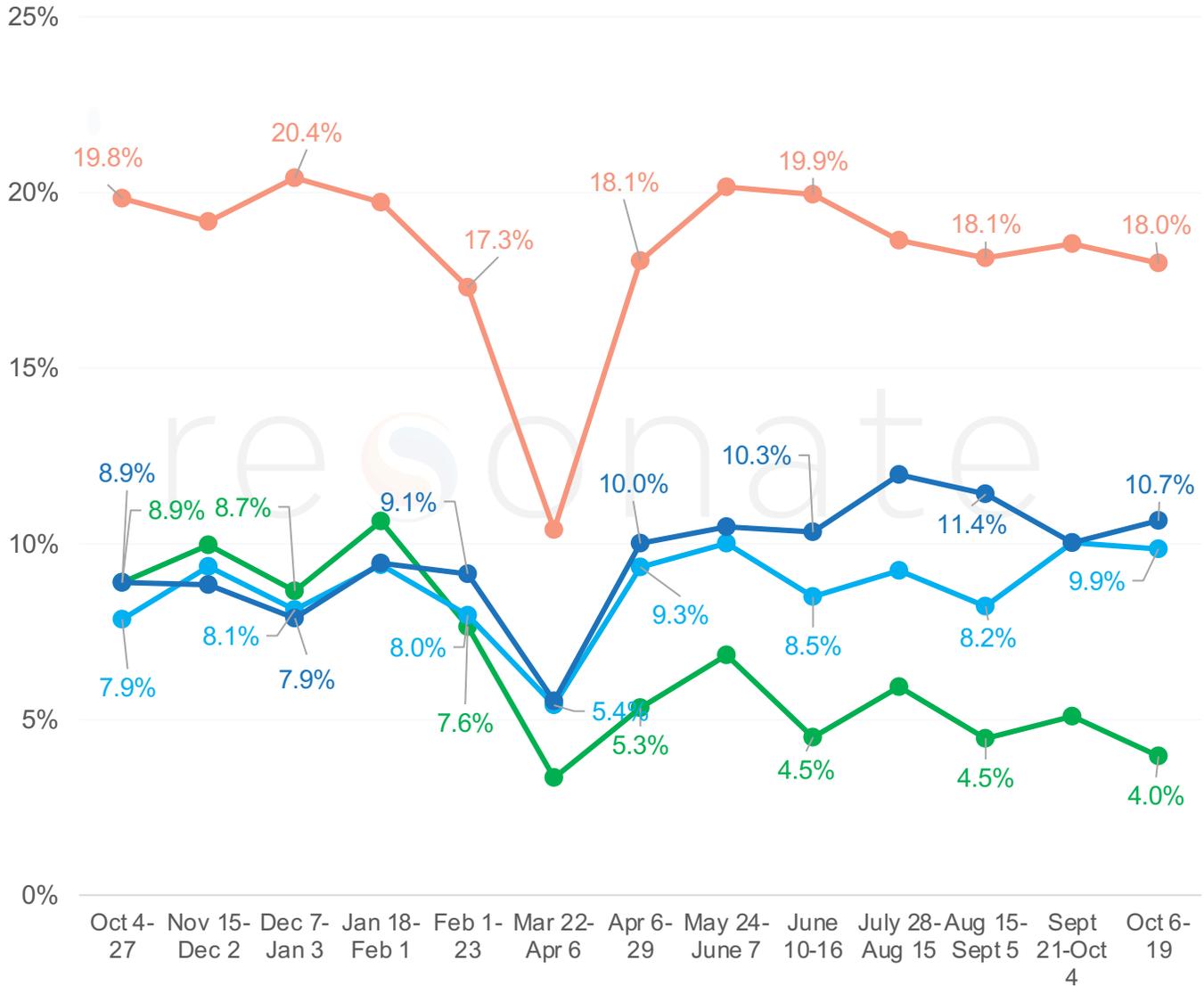
# JOB MOVEMENT STAYS LEVEL AS AMERICANS BRACE FOR LAYOFFS

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



# RETURN TO OFFICE IS STILL A MIXED BAG

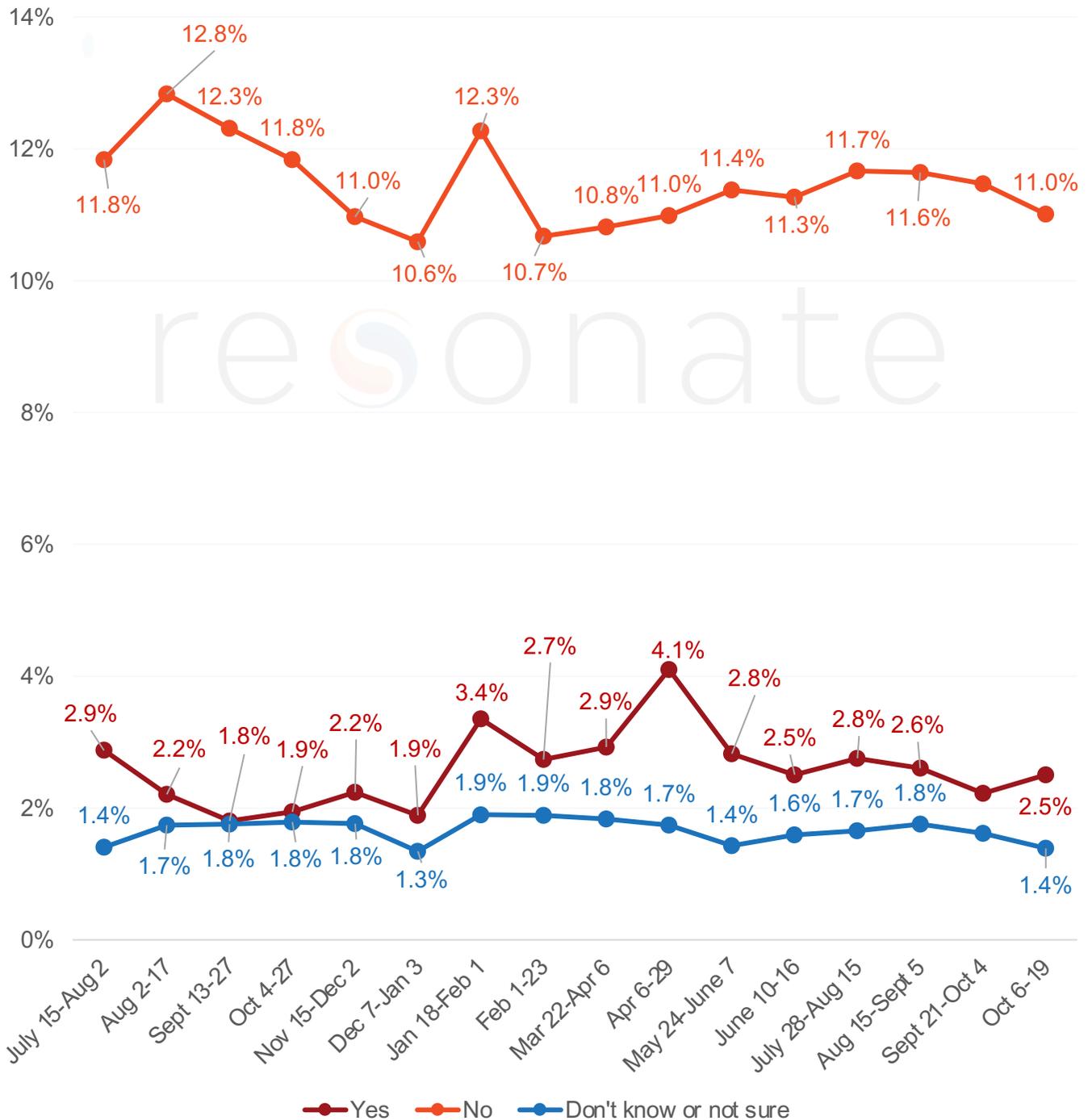
Which of the following best describes your work situation?



- My company has required employees to work from home
- My company has required employees to return to work in the company's office
- My company has offered employees a voluntary option to work from home, and I plan to work in the company's office on all or most days
- My company has offered employees a voluntary option to work from home, and I plan to work from home on all or most days

# JOB-RELATED MIGRATION TICKS UPWARD SLIGHTLY

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?



## HOLIDAY BOUND

Inflationary markets are threatening, but the opportunity 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