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Consumers Head Into 2023 with Smarter Spending Goals

RESONATE RECENT EVENTS
CONSUMER FLASH STUDY

WILL INFLATION CURB SPENDING? DON'T COUNT ON IT.

We are into 2023 and seeing that inflation continues to impact consumers' spending patterns. Despite that, Resonate data shows consumers are optimistic about their future finances, and many are resolving to practice smarter spending in 2023. Where and how are they spending their money? What does this mean for your marketing?

The answers to your most pressing questions on what consumers are thinking, buying and doing are in this report.

Read on to learn more about where consumer sentiment lies across finances, health and the political climate through December 9, as part of Resonate's ongoing research about how consumers are reacting to recent market events. Resonate clients will find these attributes in our user-friendly Ignite Platform, ready for analysis and activation. This market research, combined with the complete Resonate Elements data set, reveals critical insights into 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.

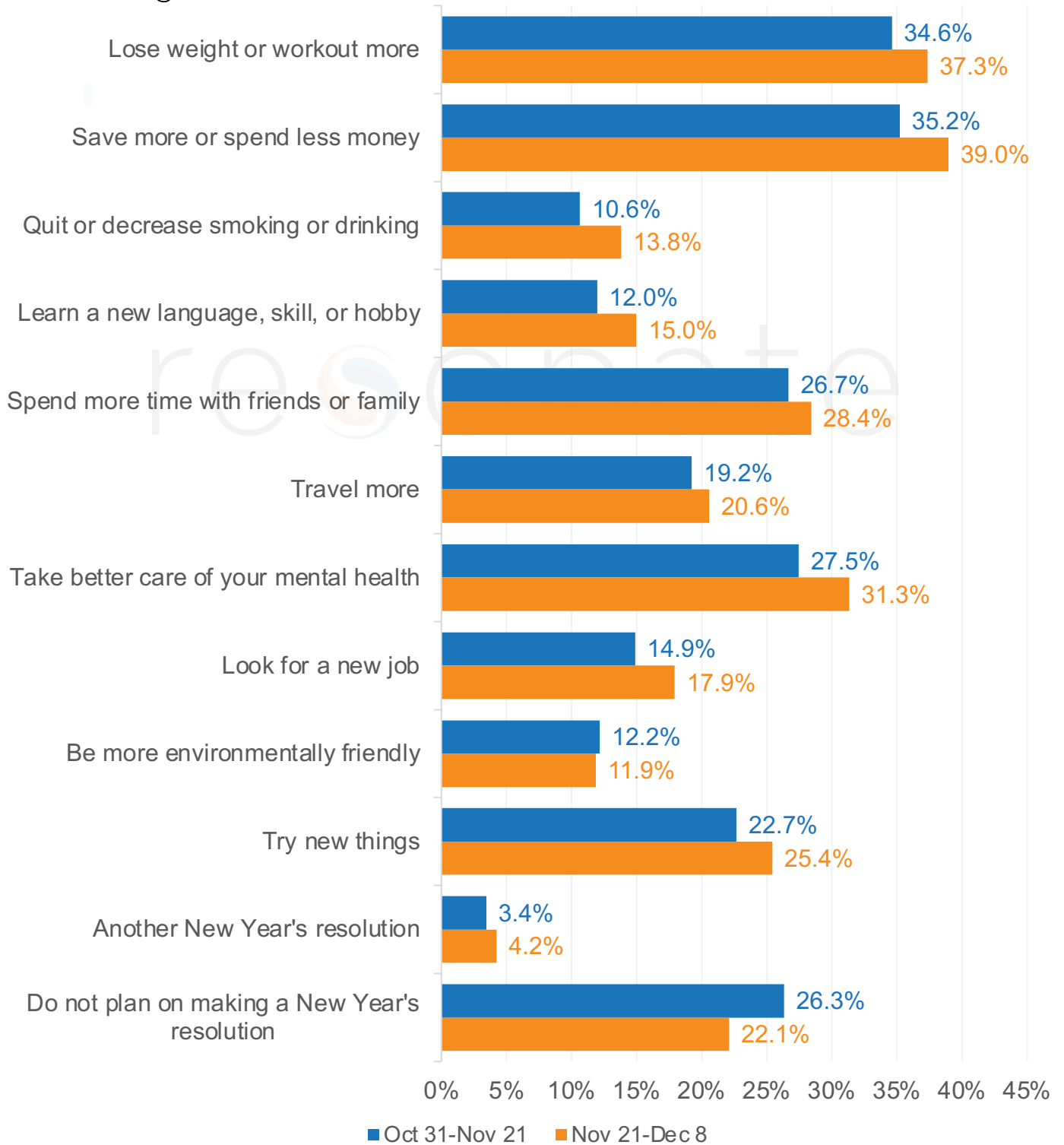


See It In Action

FEATURED INSIGHTS

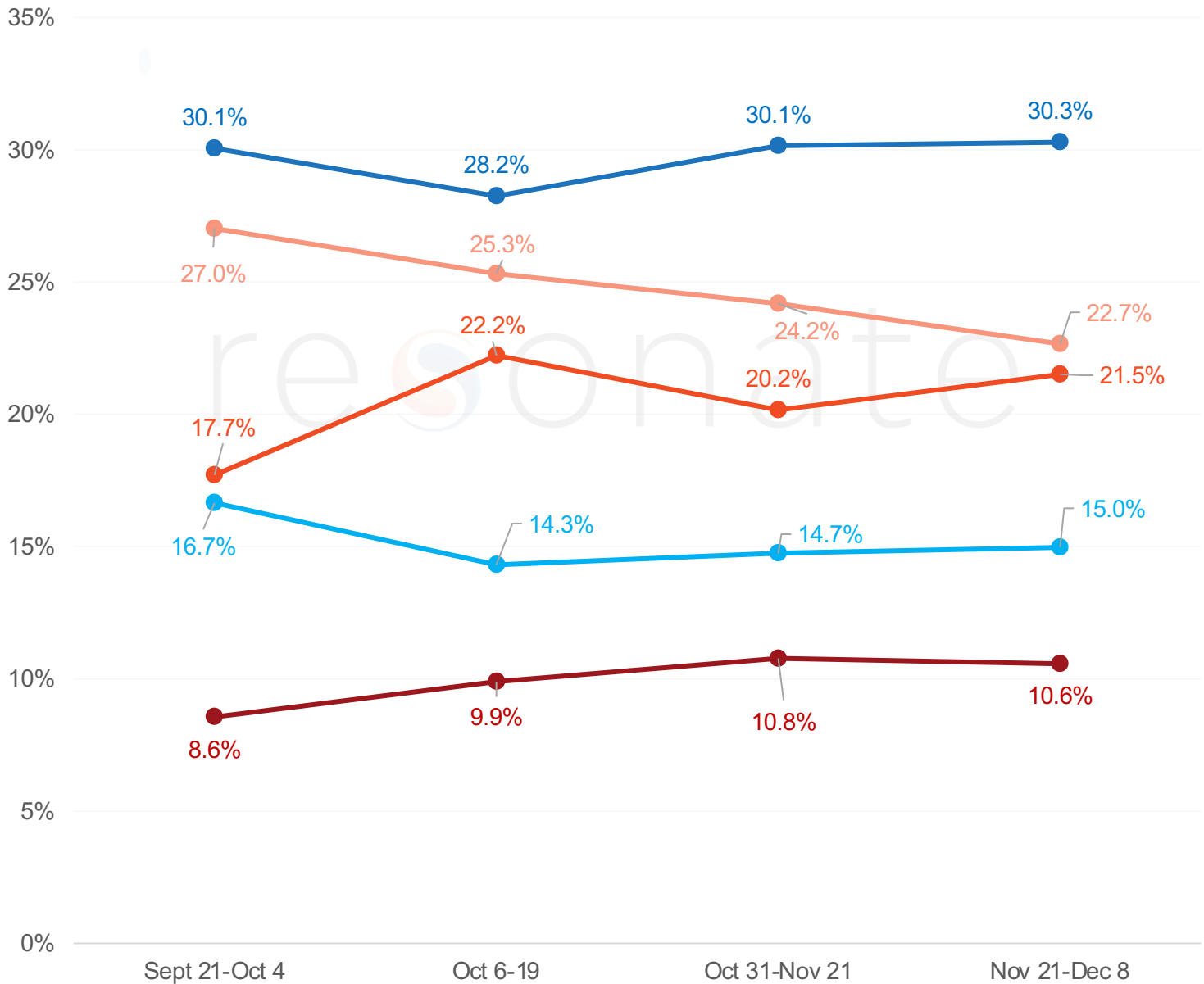
SMARTER SPENDING / LOSING WEIGHT STILL TOP PRIORITIES FOR 2023

It's still early enough in the year for people to be thinking about their New Year's resolutions. Which of the following NY Resolutions are you considering?



1 IN 10 WILL EXCLUSIVELY SHOP ONLINE

Thinking about all the things that you will purchase in the next 6 months, how much of your shopping do you anticipate will be done in person, visiting a physical brick-and-mortar store?

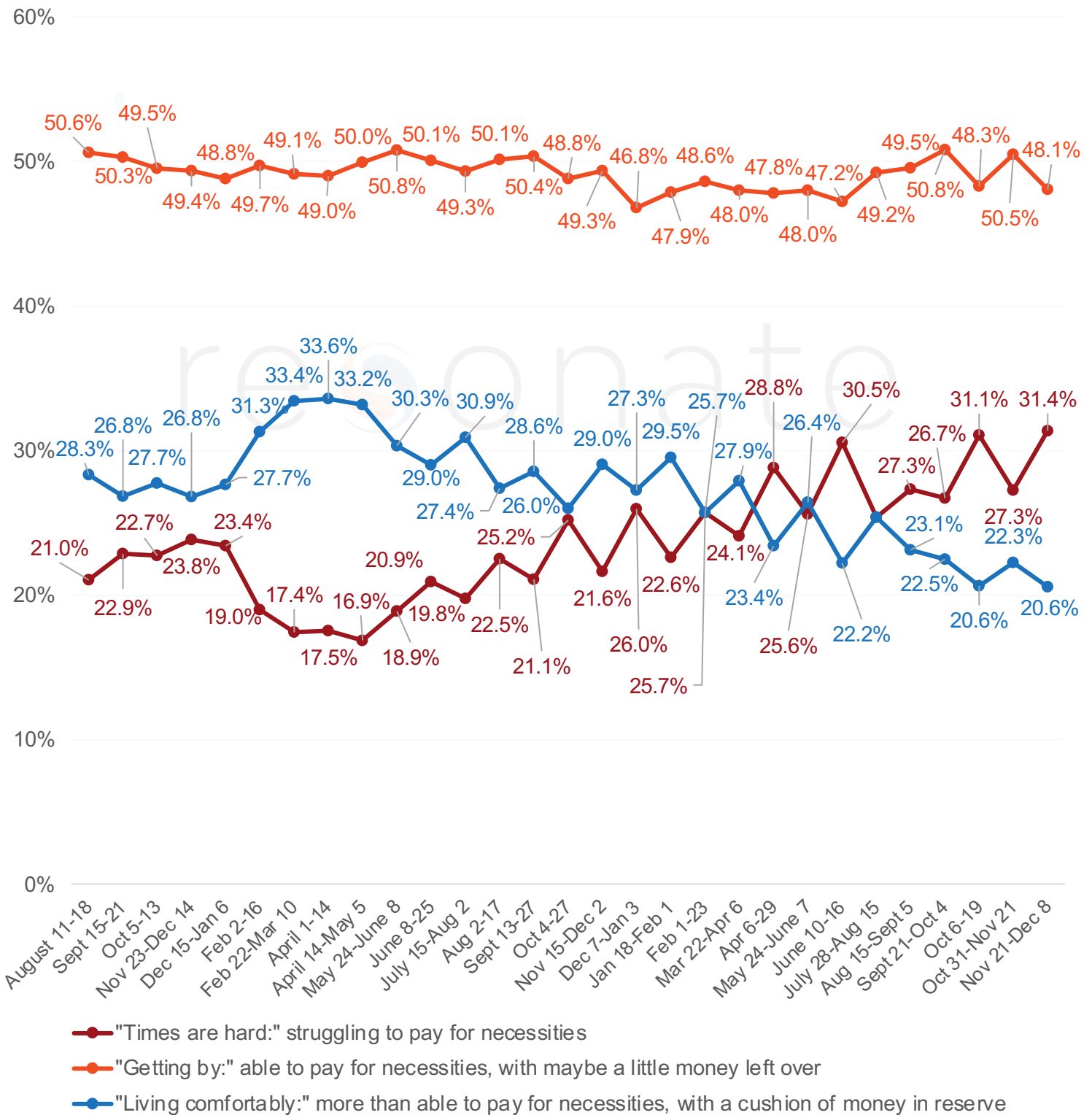


- Nearly all of my shopping will be done online
- Mostly online, but some shopping in a physical store
- Evenly split between online and in a physical store
- Mostly in a physical store, but some online shopping
- Nearly all of my shopping will be in a physical store

CURRENT FINANCIAL OUTLOOK

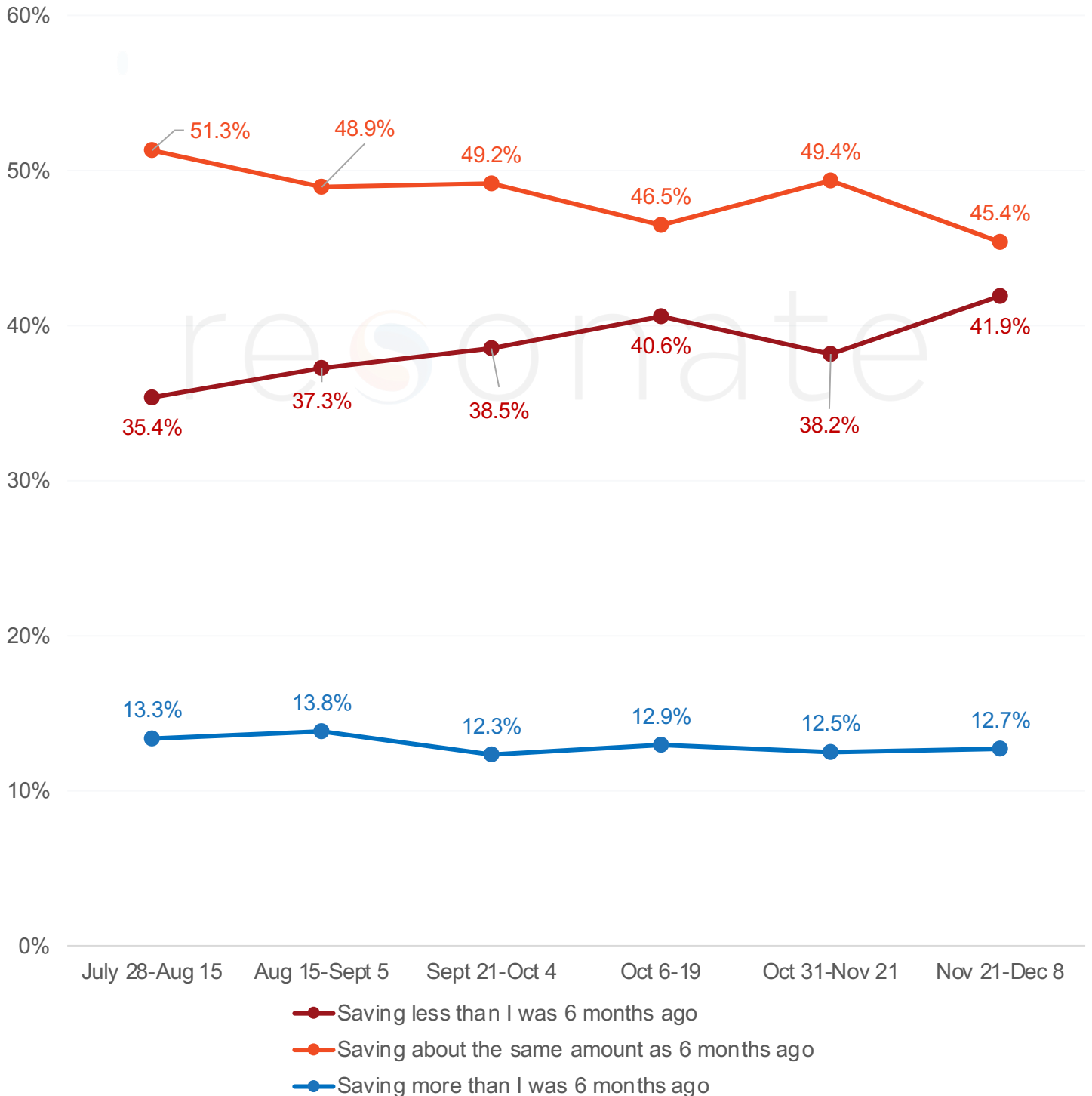
MORE AMERICANS STRUGGLING FINANCIALLY, NEARLY HALF REPORT THEY ARE JUST 'GETTING BY'

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



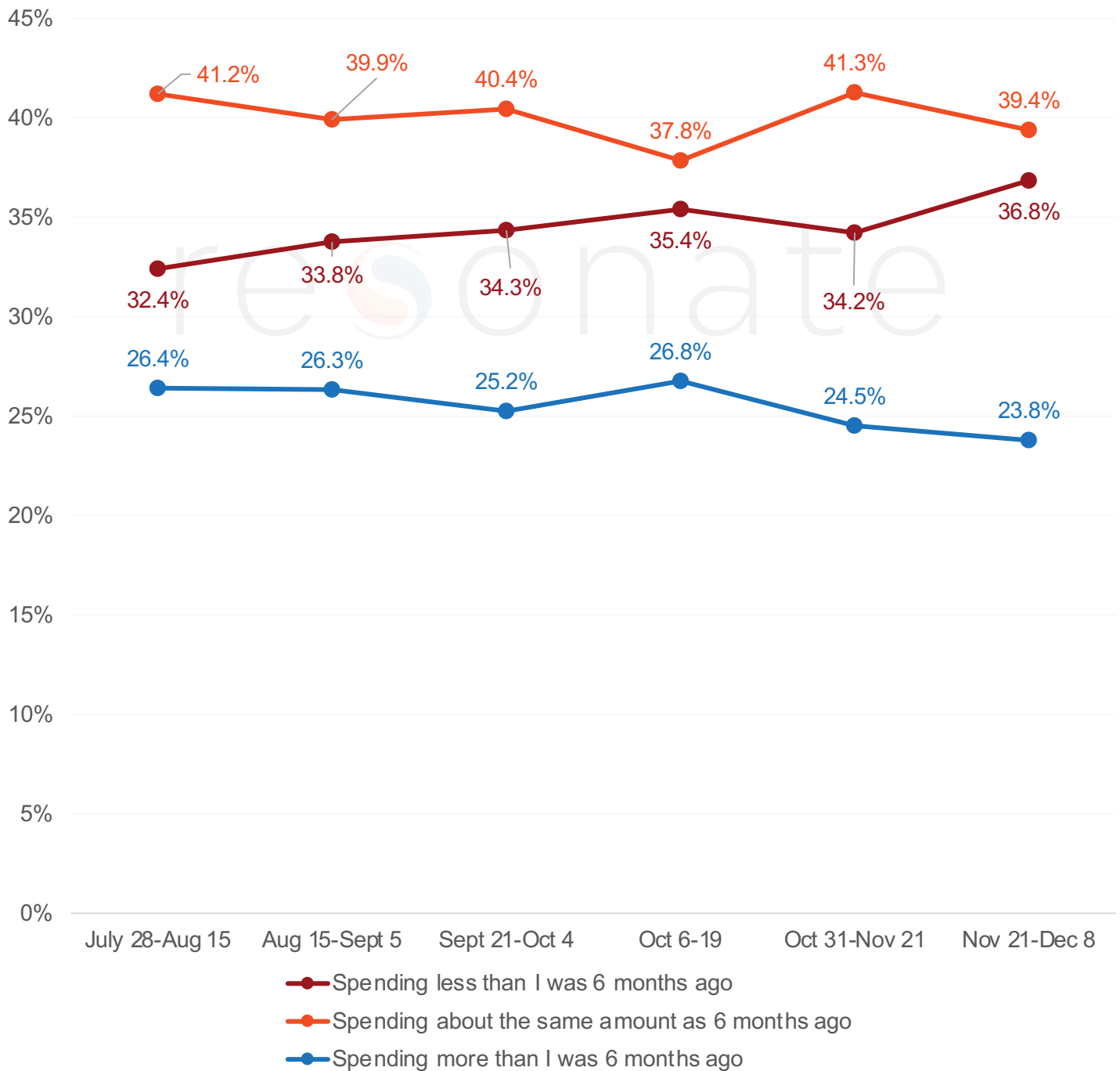
CONSUMER SAVING TAKES A DIVE

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?



AMERICANS ARE SPENDING LESS THAN THEY DID SIX MONTHS AGO

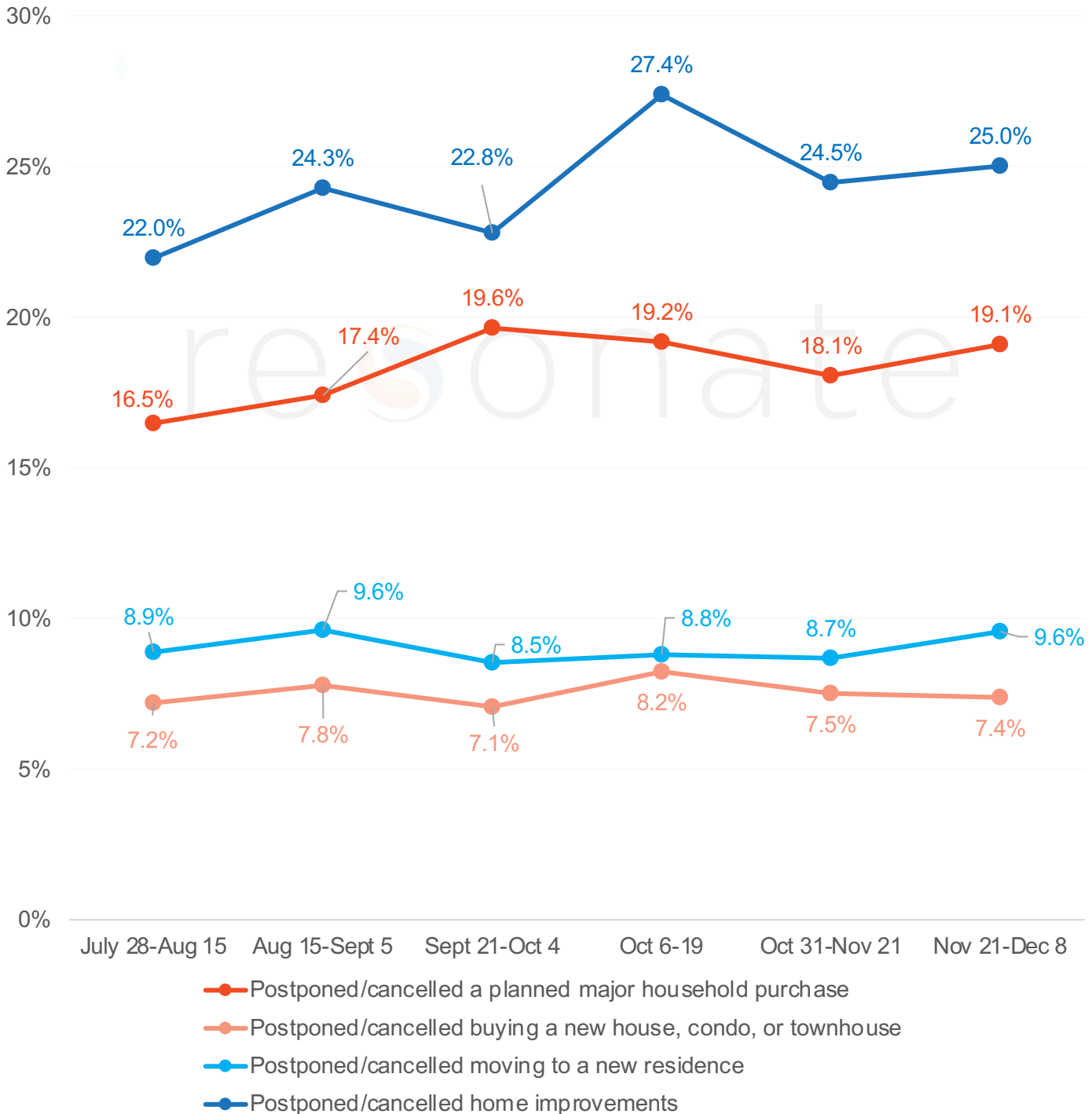
From the rent/mortgage to gas, food, healthcare and a "splurge" or two, we all have ways we spend our money. That spending goes up or down based on the price of products/services or the frequency that those products/services are purchased. Compared to 6 months ago, how have your spending habits changed?



MORE PEOPLE HAVE SLOWED SPENDING BECAUSE OF HIGHER PRICES

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

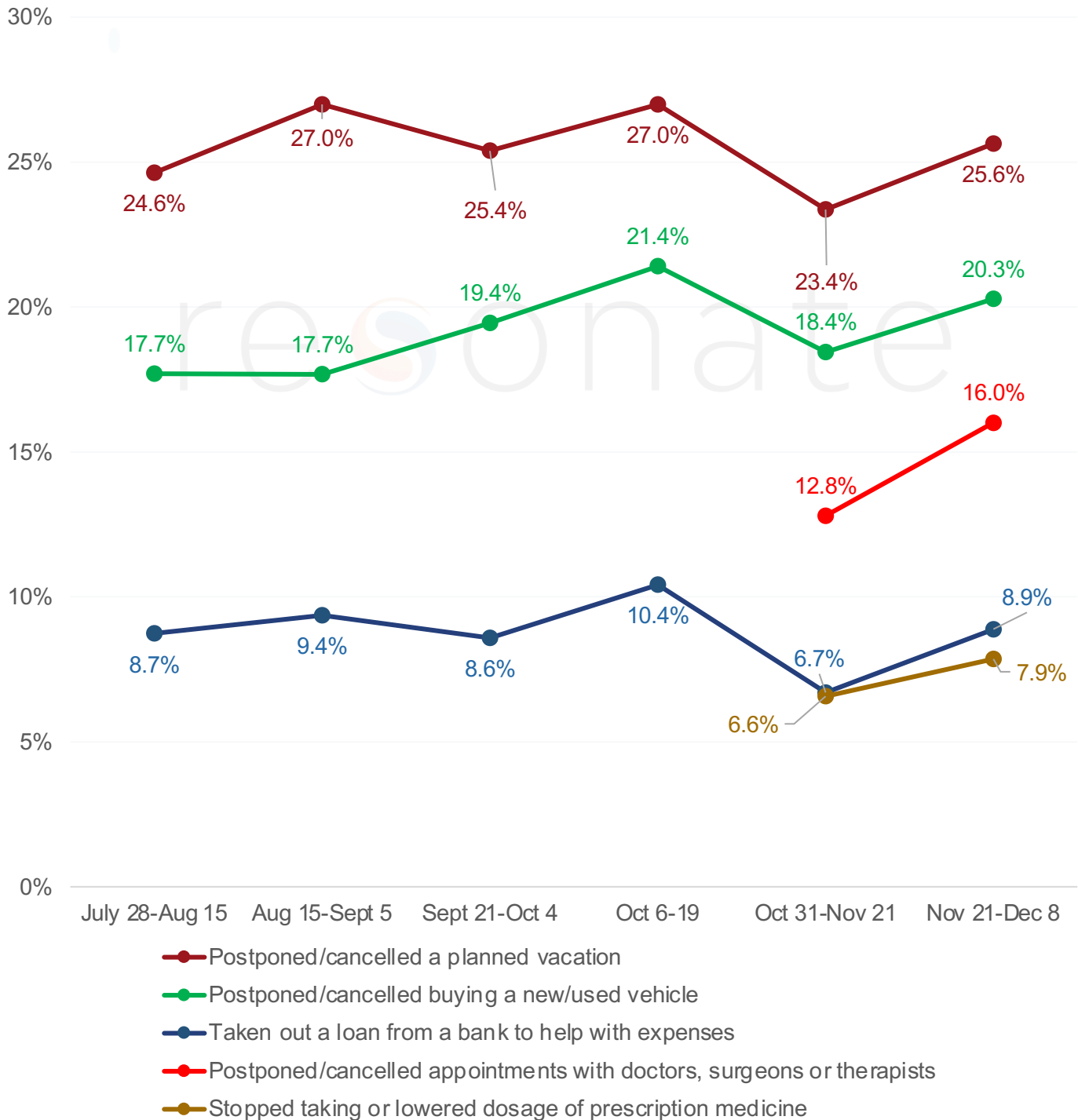
Please select all that apply.



MORE PEOPLE HAVE SLOWED SPENDING BECAUSE OF HIGHER PRICES

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

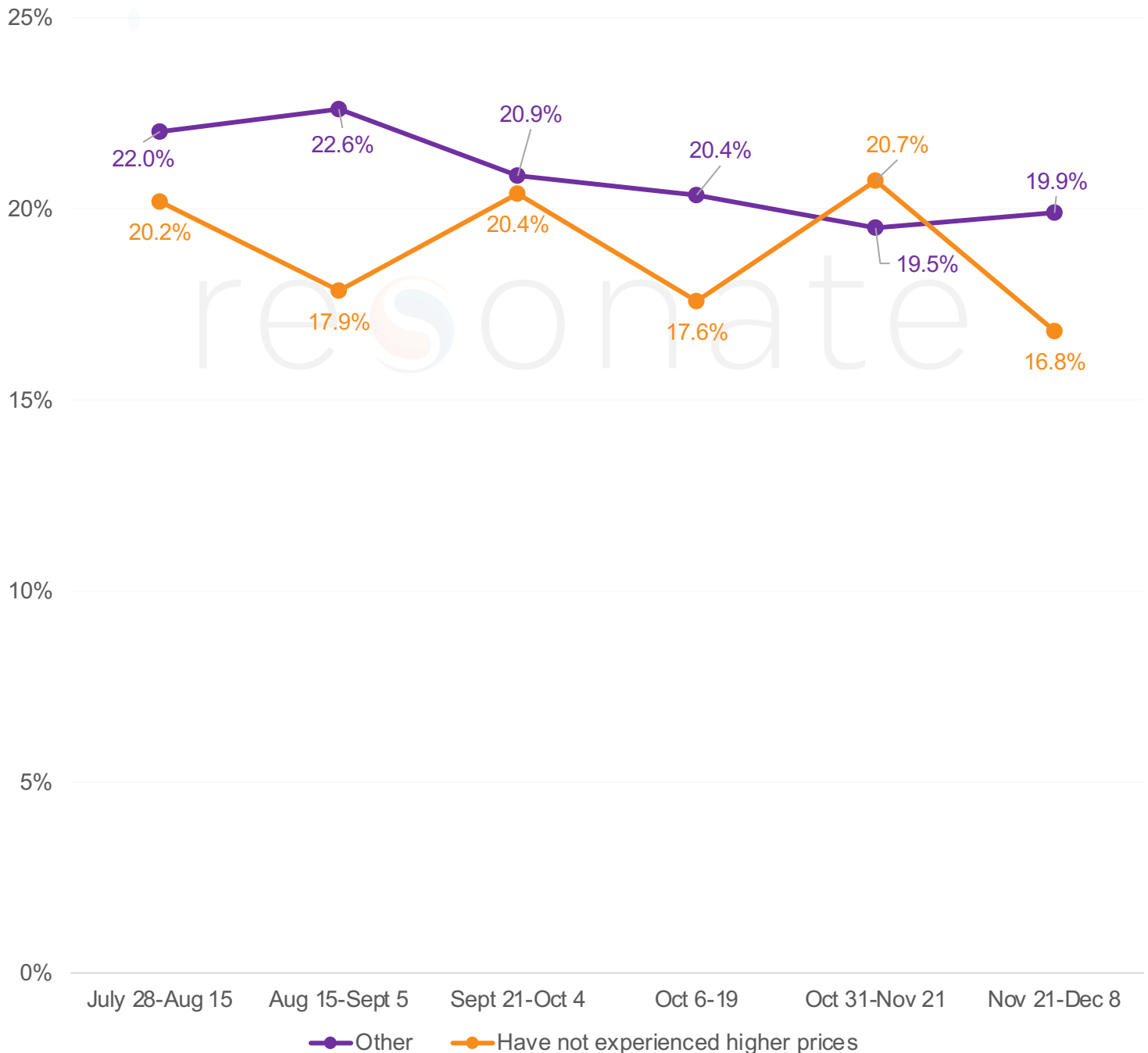
Please select all that apply.



MORE PEOPLE HAVE SLOWED SPENDING BECAUSE OF HIGHER PRICES

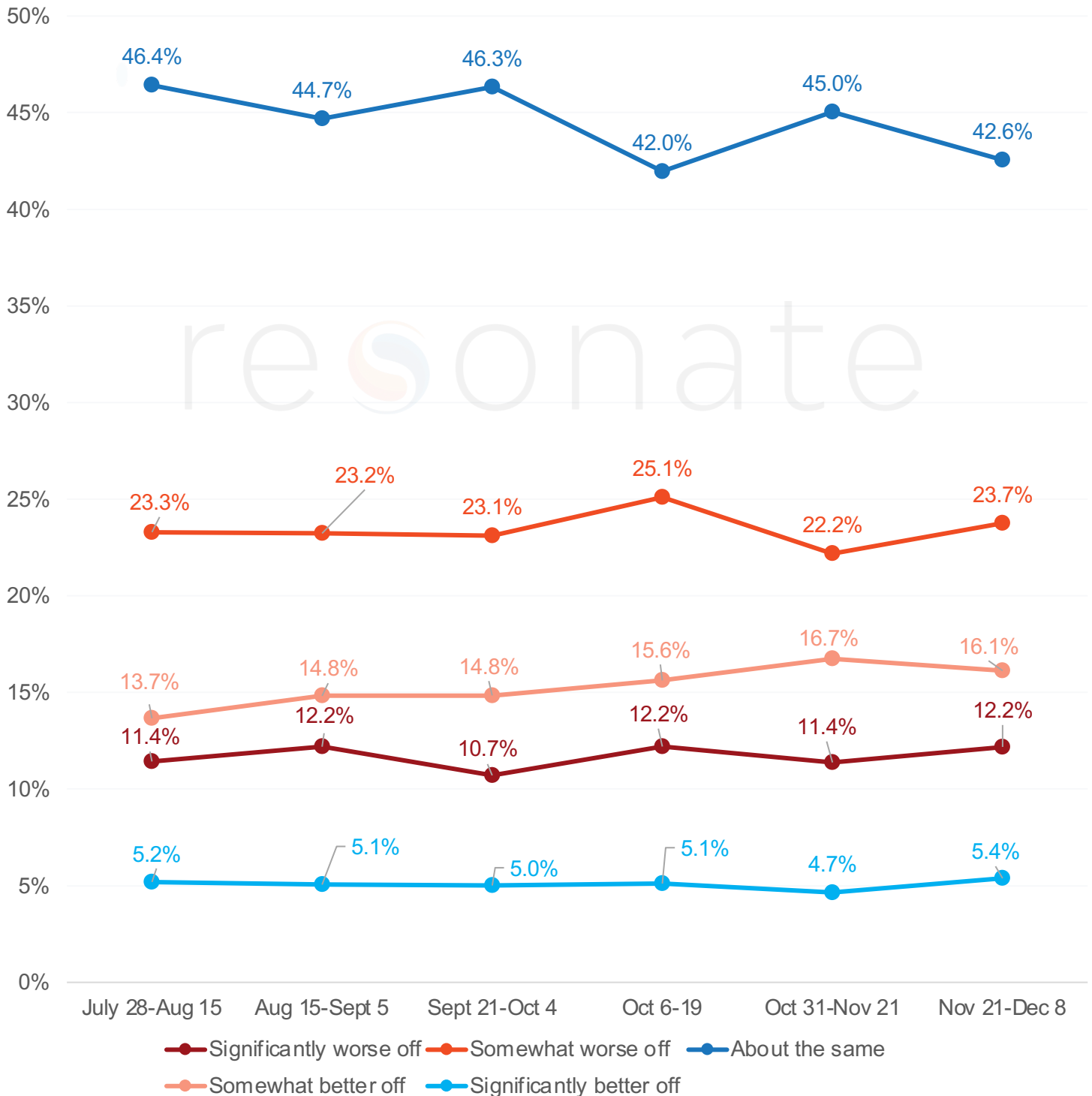
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Please select all that apply.



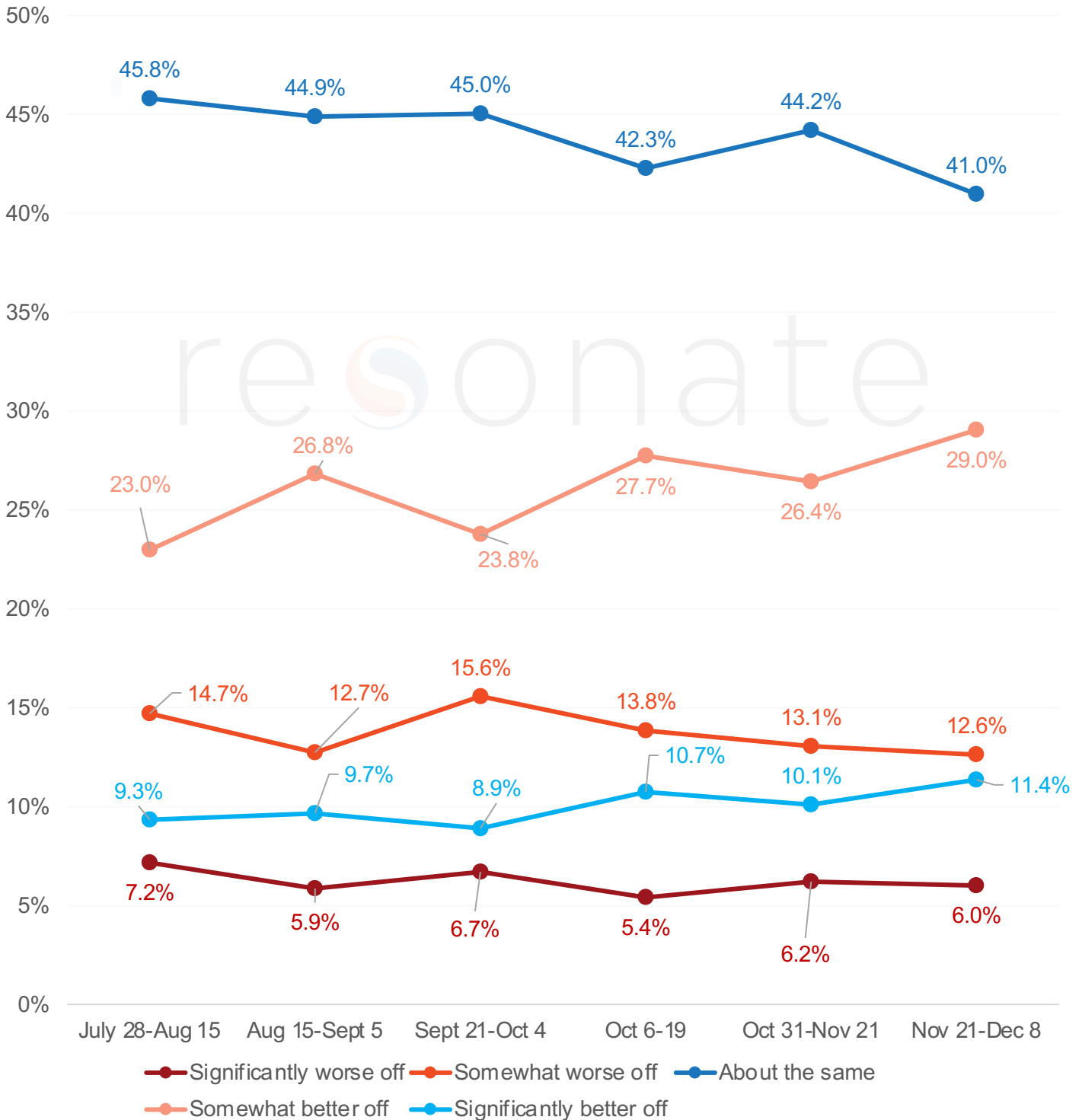
UPTICK IN THOSE WHO ARE SIGNIFICANTLY OR SOMEWHAT 'WORSE OFF' FINANCIALLY

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



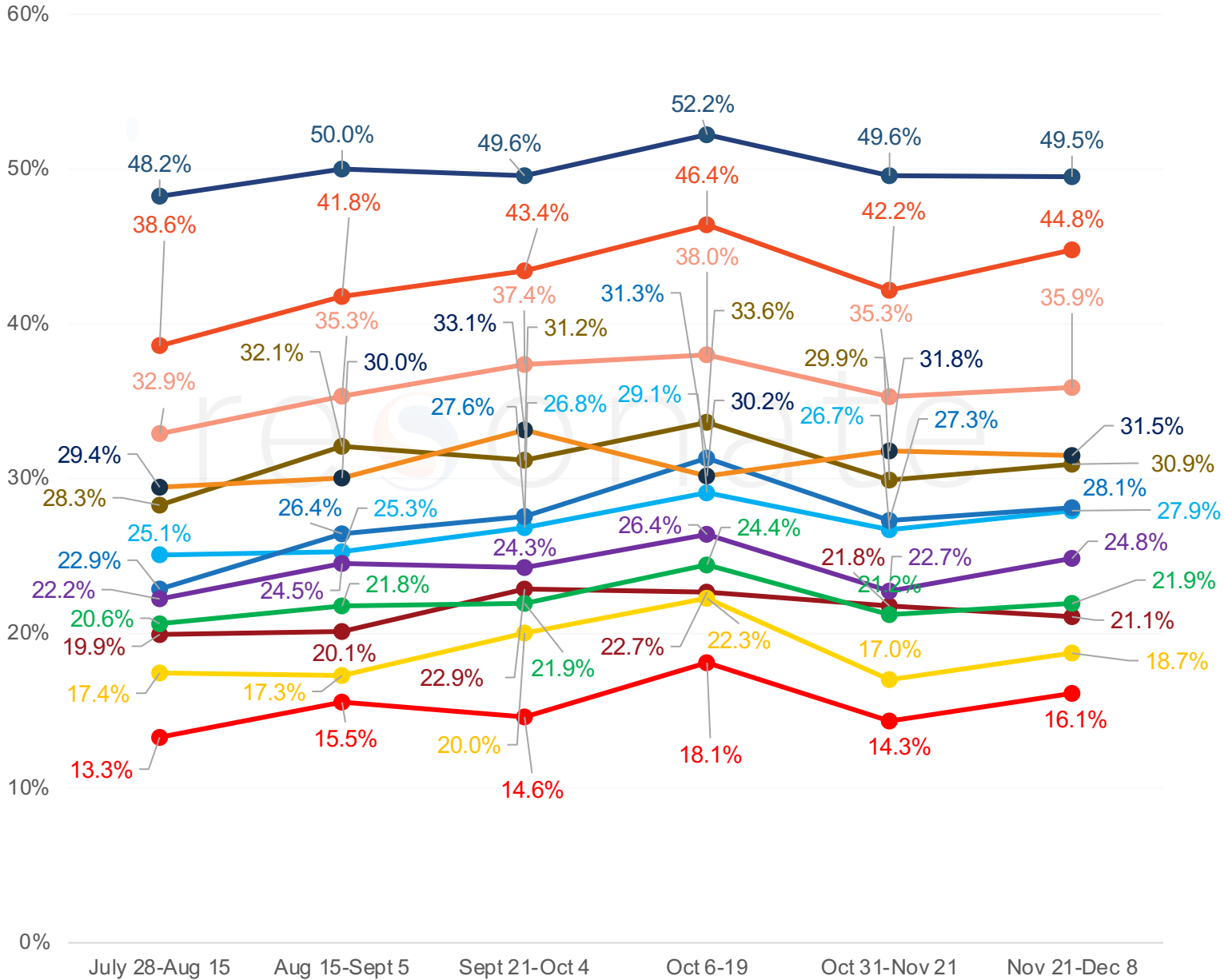
AT THE SAME TIME, ~40% ARE OPTIMISTIC ABOUT THEIR FINANCIAL FUTURE

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



TOP WAYS OF ADJUSTING TO HIGHER PRICES

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

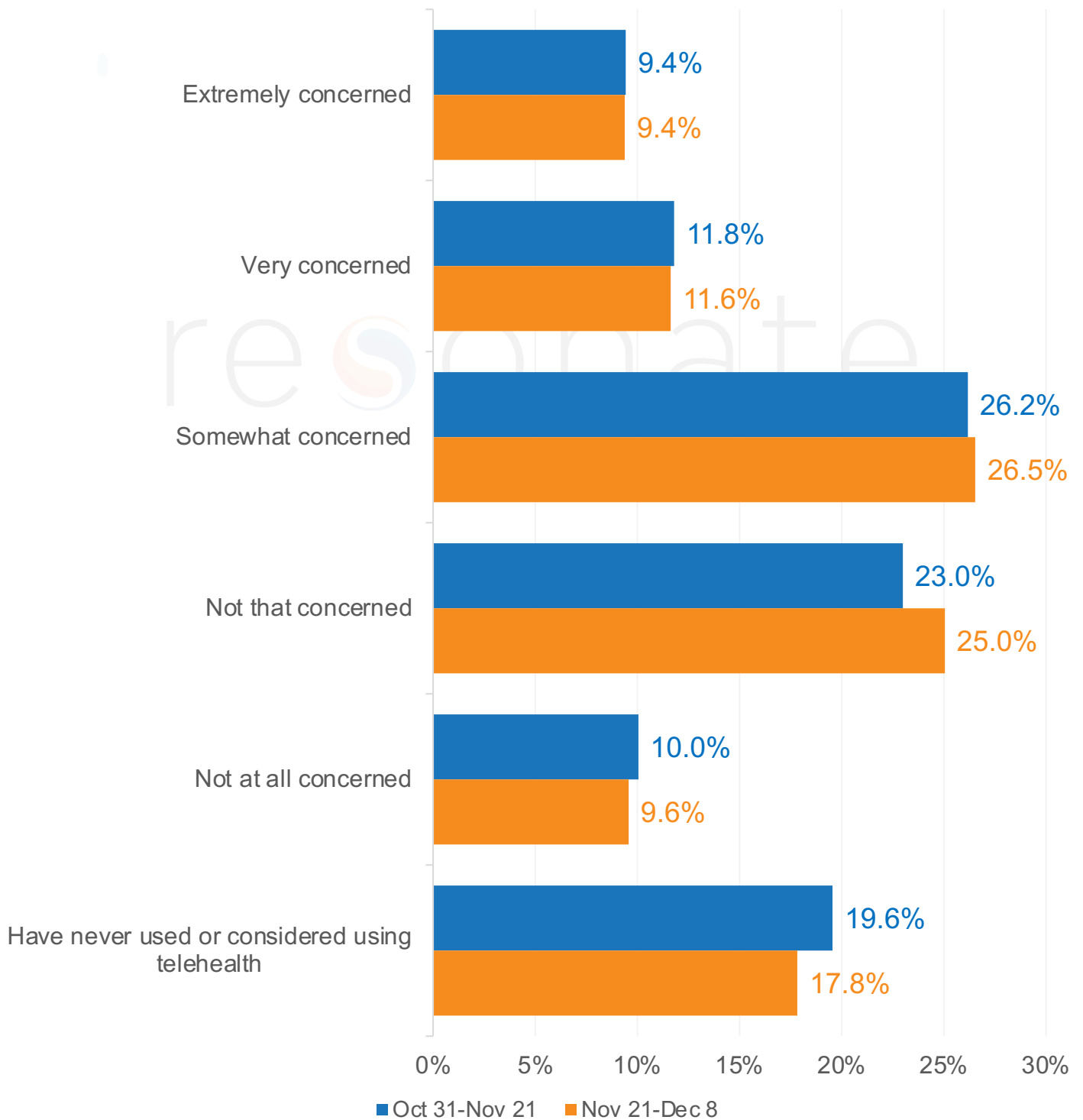


- Buying in bulk
- Buying cheaper/store or alternative brands
- Buying same products from different stores or online
- Cutting out some but not all non-essential purchases
- Cutting out all non-essential purchases
- Delaying one or more large purchases
- Going out less
- Rationing/using less products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

CURRENT SENTIMENT ON HEALTHCARE ACCESS & VIRUSES

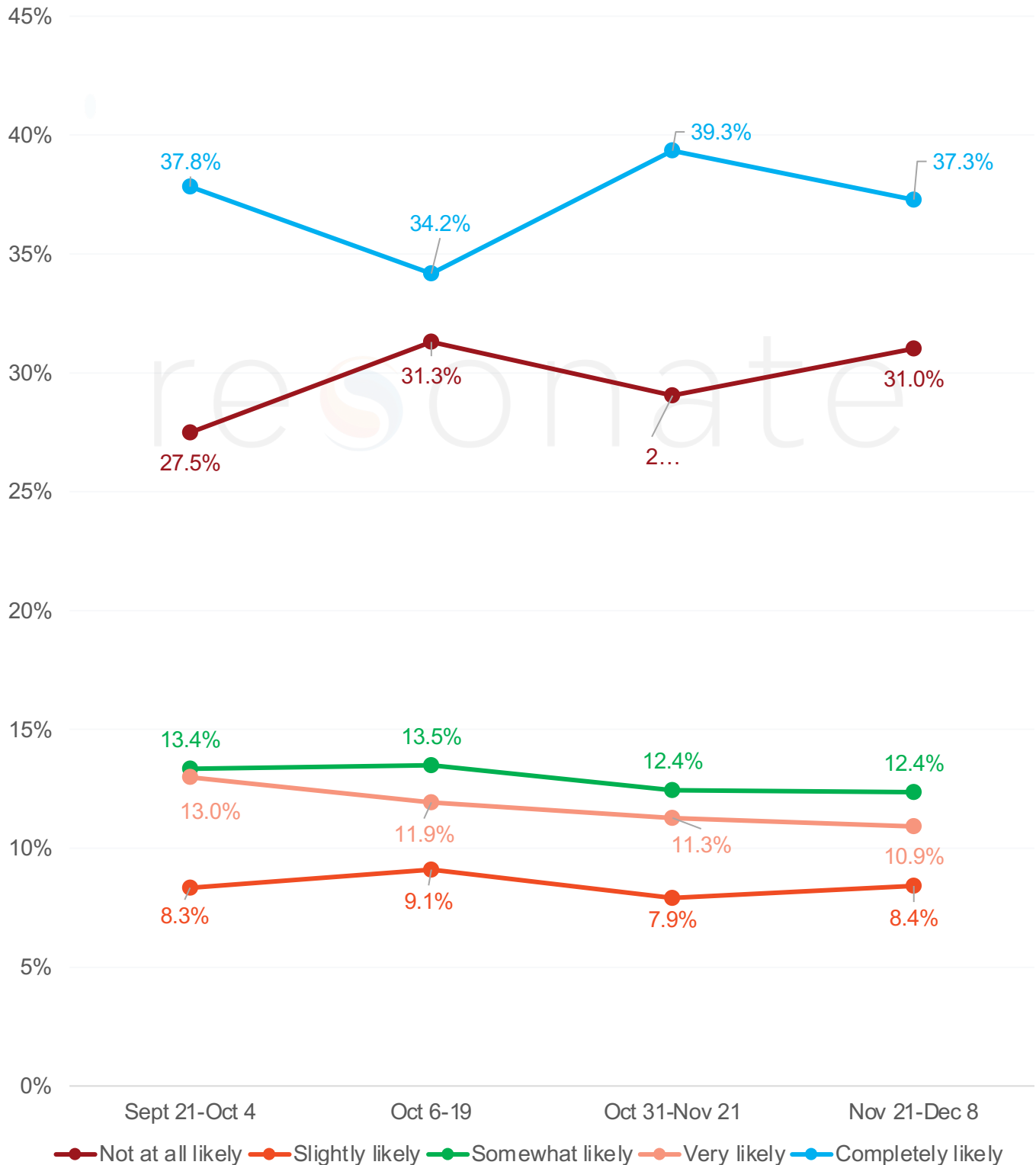
NEARLY HALF OF AMERICANS WORRIED ABOUT ACCESS TO TELEHEALTH

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



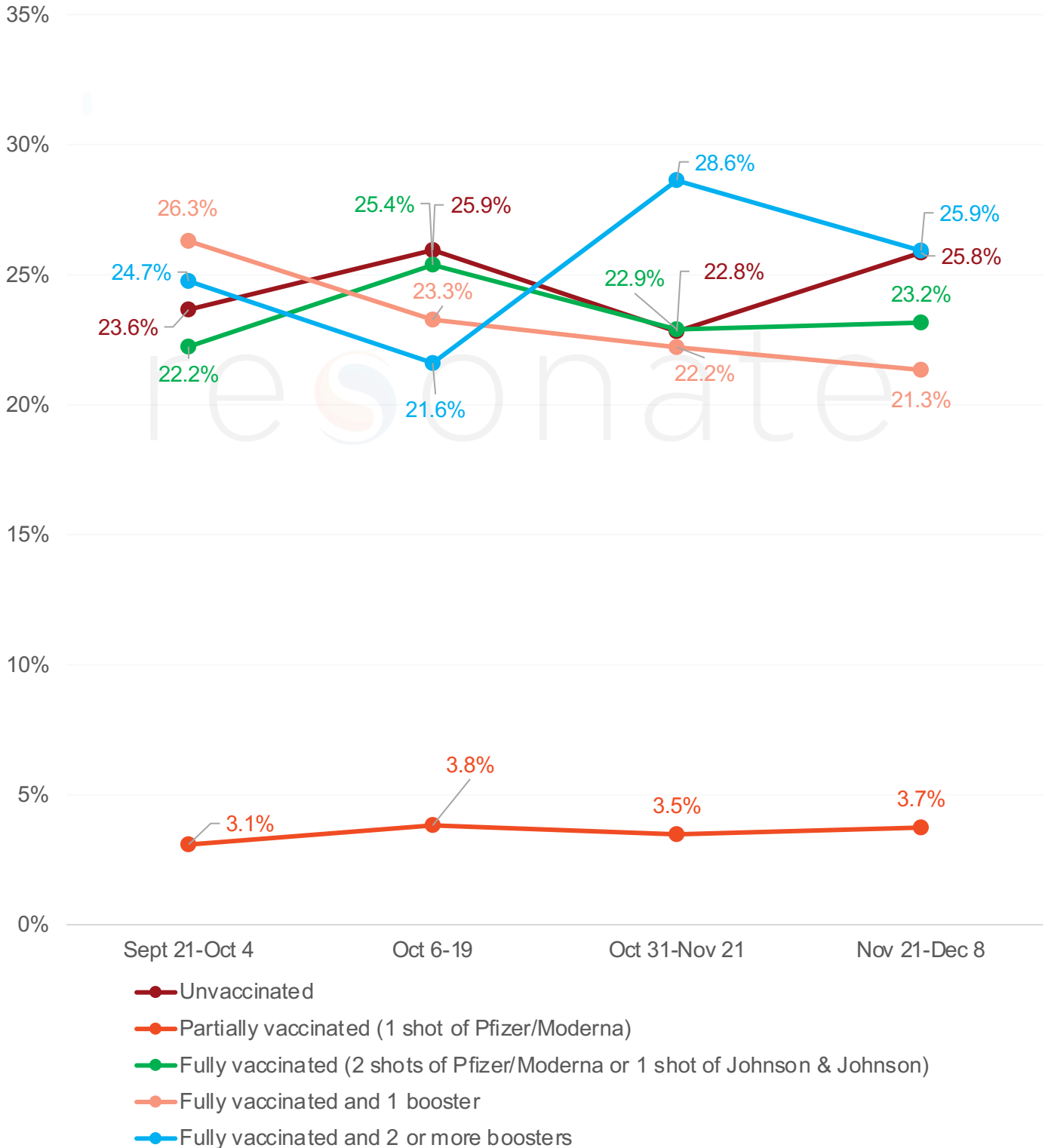
HALF OF AMERICANS 'SOMEWHAT' TO 'COMPLETELY LIKELY' TO GET A FLU SHOT

How likely are you to receive the seasonal flu vaccine?



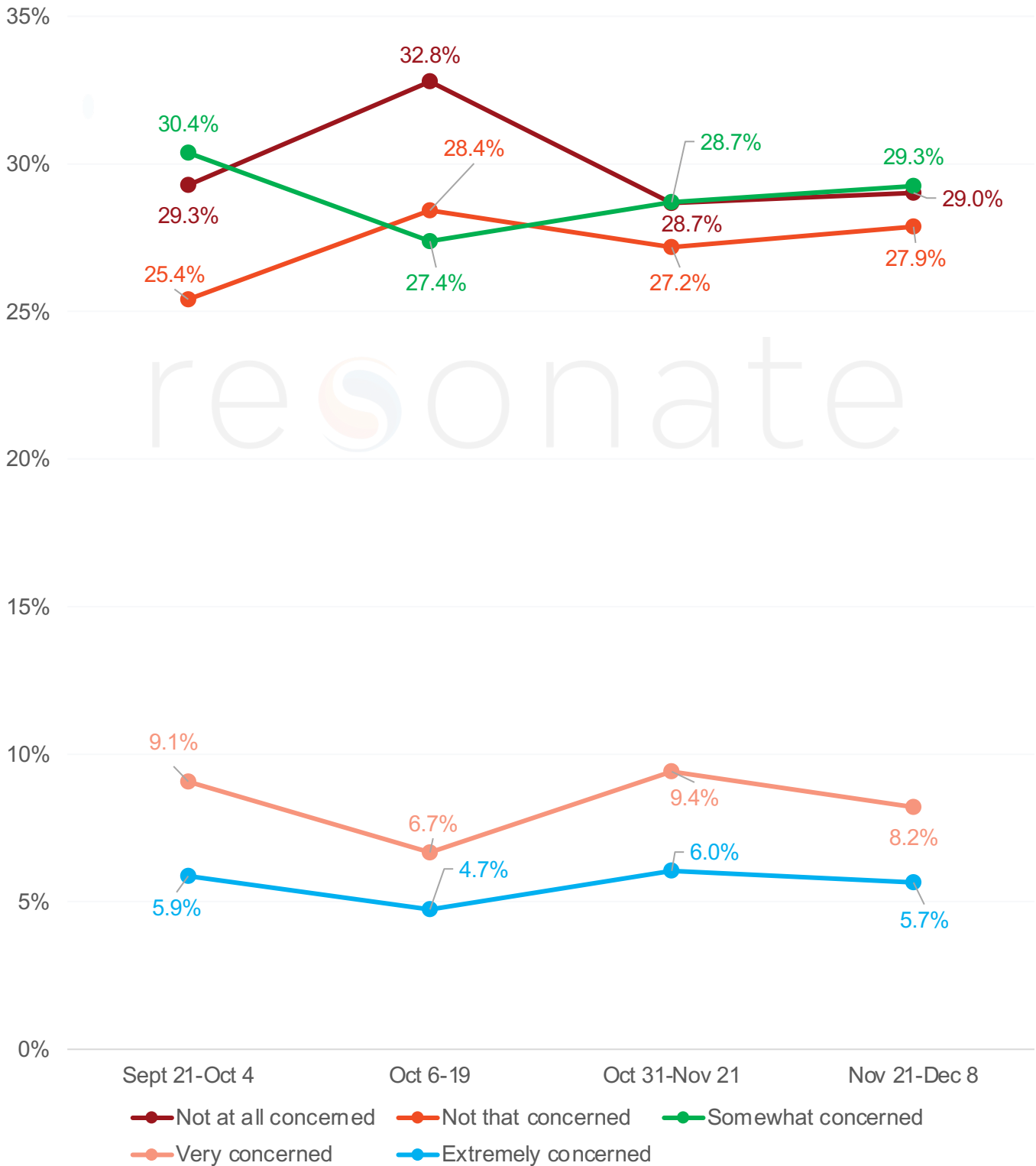
74% HAVE RECEIVED TWO OR MORE DOSES OF THE COVID-19 VACCINE

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



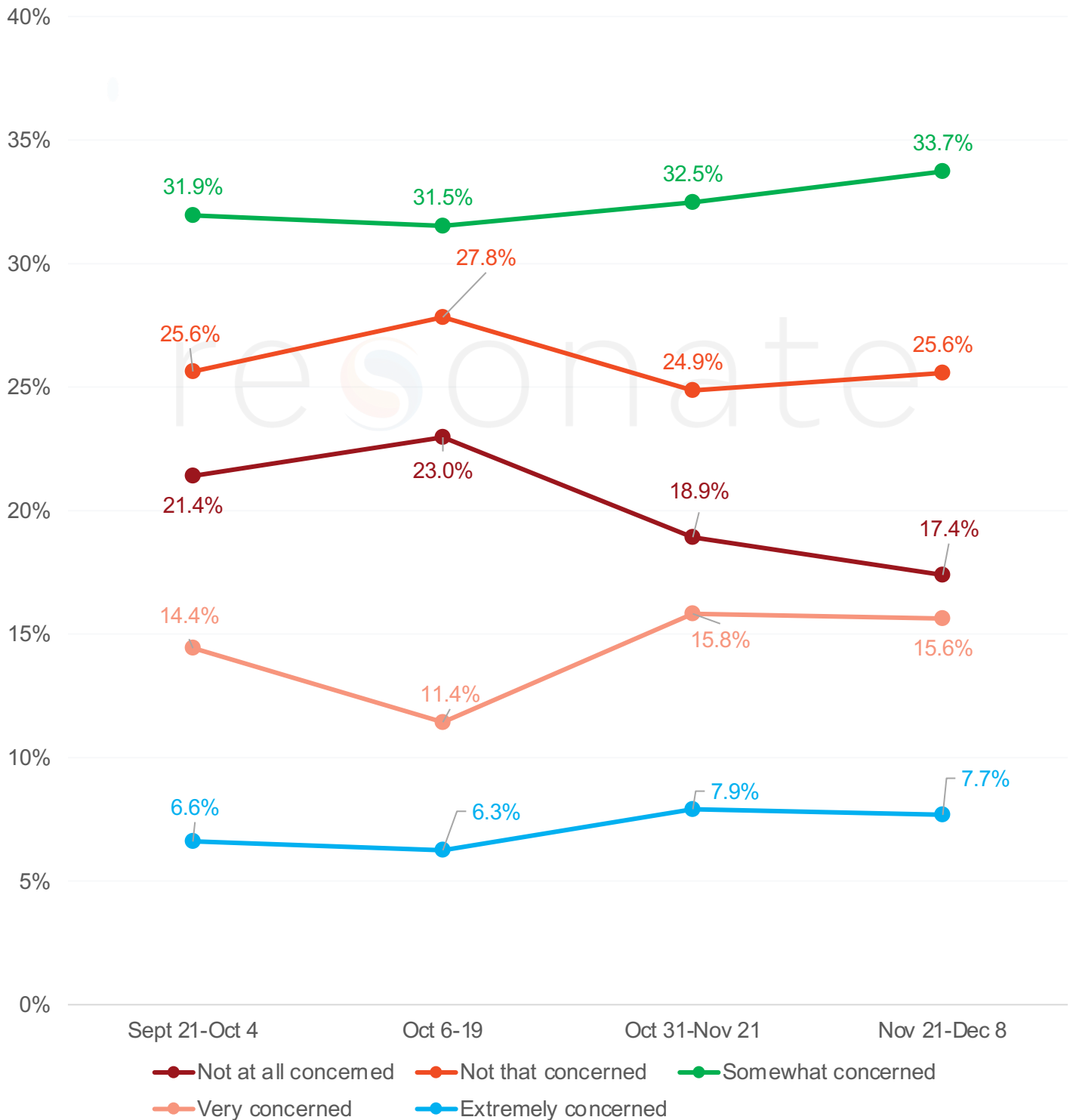
DESPITE NEW VARIANTS, 58% OF AMERICANS OKAY BEING IN PUBLIC SPACES

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



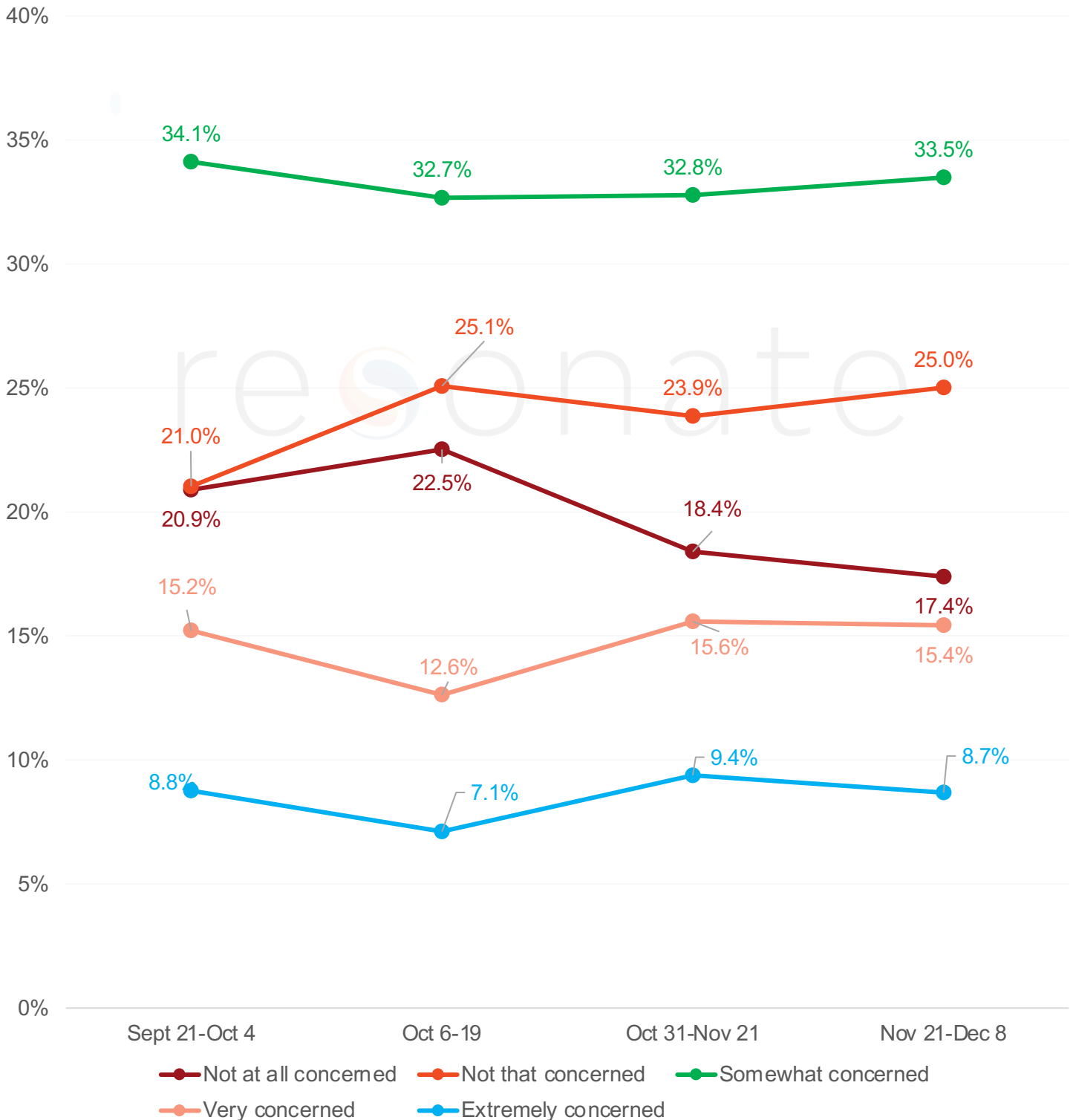
FEWER AMERICANS ARE WORRIED ABOUT GETTING THE FLU

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



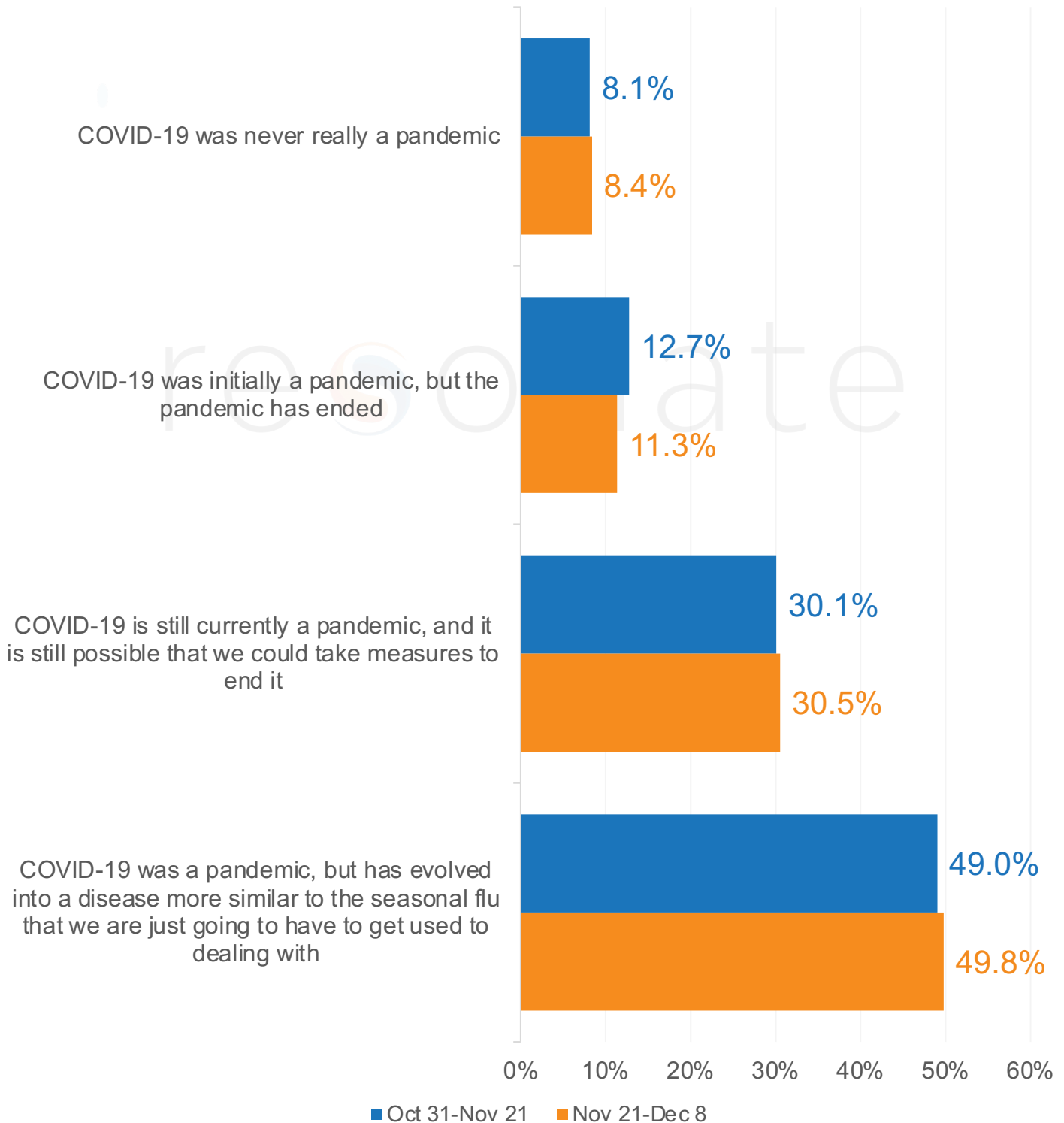
SLIGHT DECREASE IN CONCERNS ABOUT COVID-19 SPREADING

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



IS COVID HERE TO STAY?

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

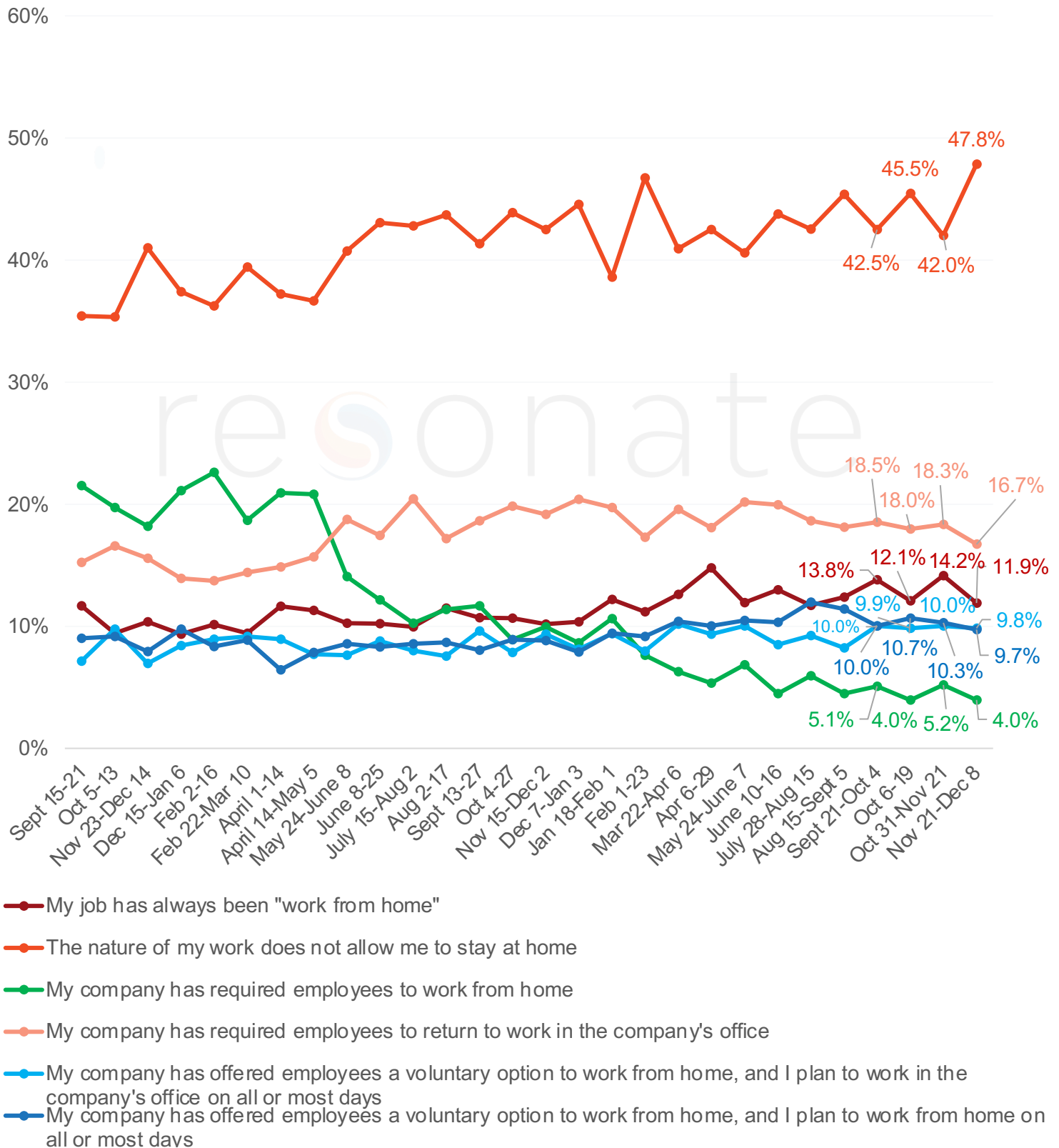




WORK-LIFE

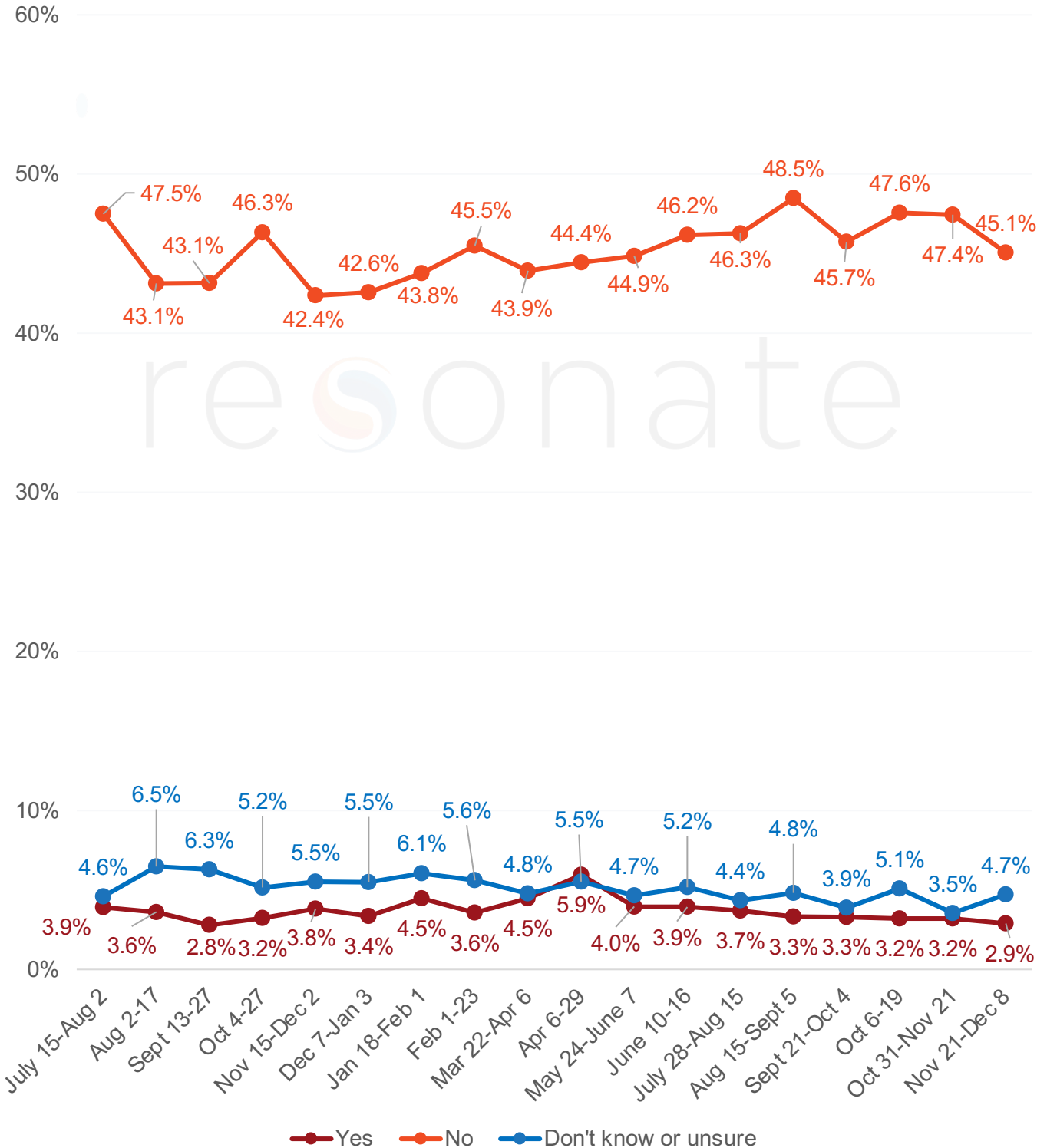
NEARLY HALF OF WORKFORCE IS UNABLE TO WORK FROM HOME

Which of the following best describes your work situation?



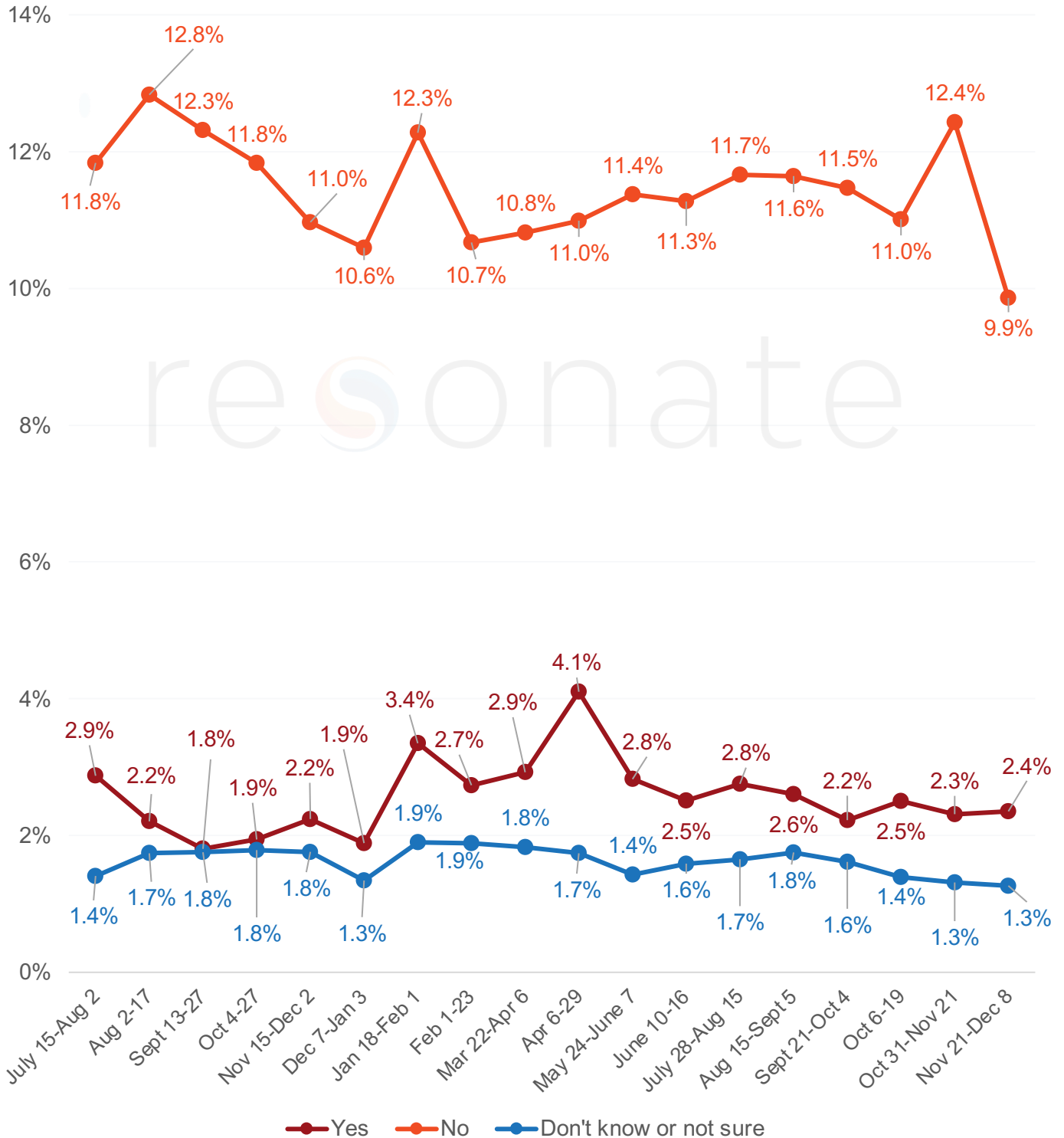
45% OF AMERICANS PLANNING TO STAY IN THEIR CURRENT JOBS

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



JOB-RELATED RELOCATIONS ARE ON ICE FOR NOW

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?

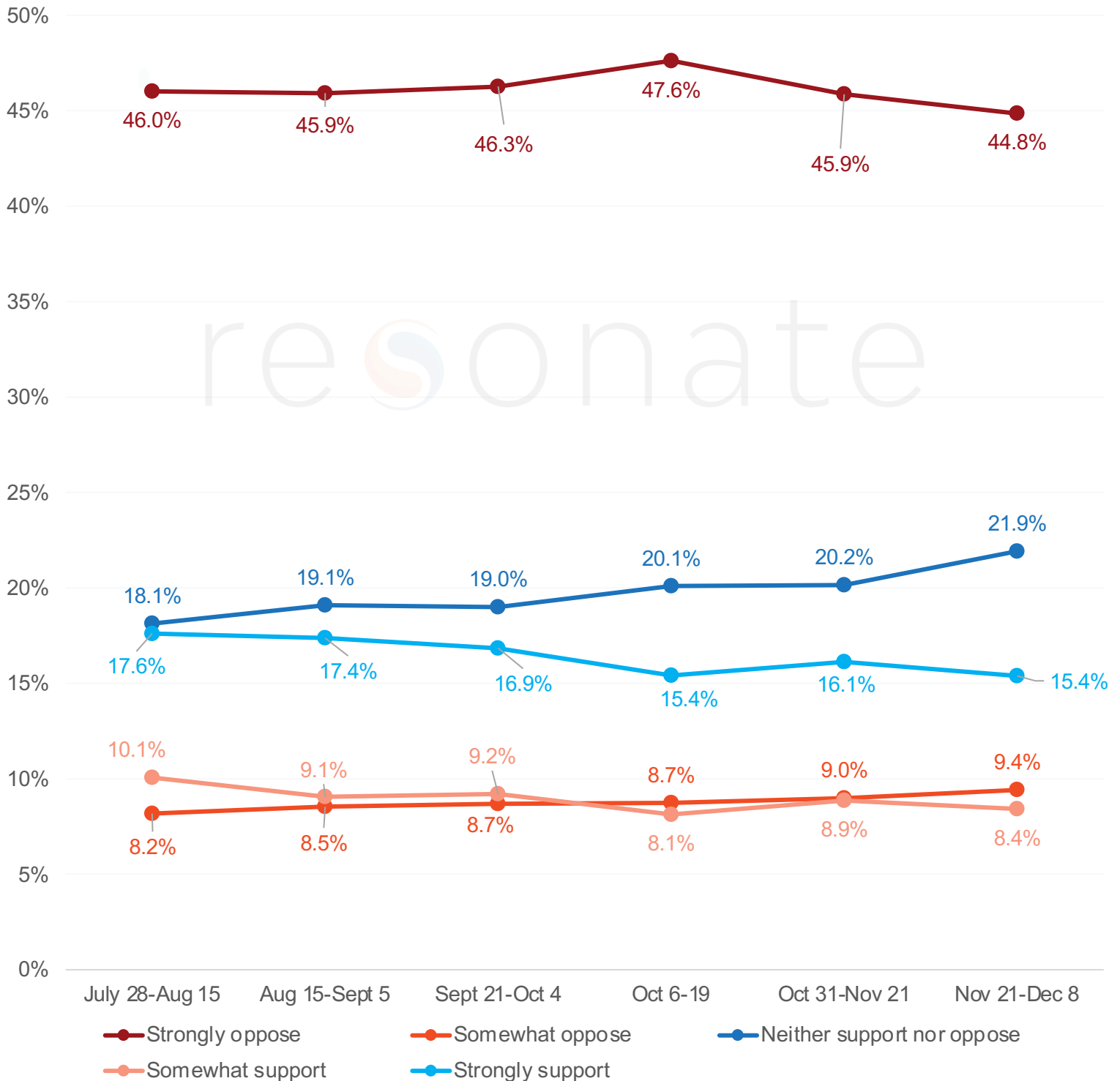




POLITICAL OUTLOOK

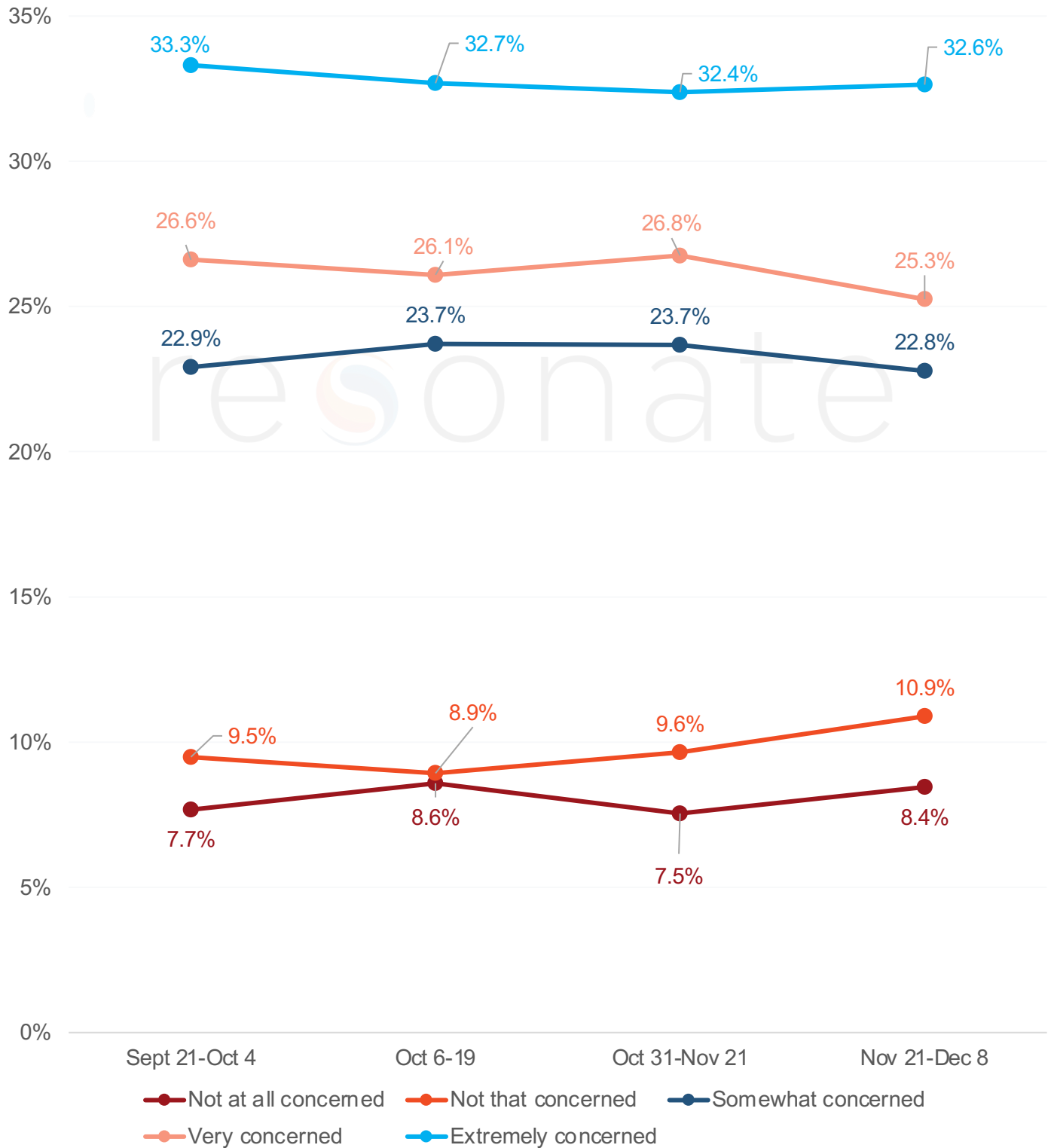
~22% OF AMERICANS NEITHER SUPPORT OR OPPOSE ROE V. WADE DECISION

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



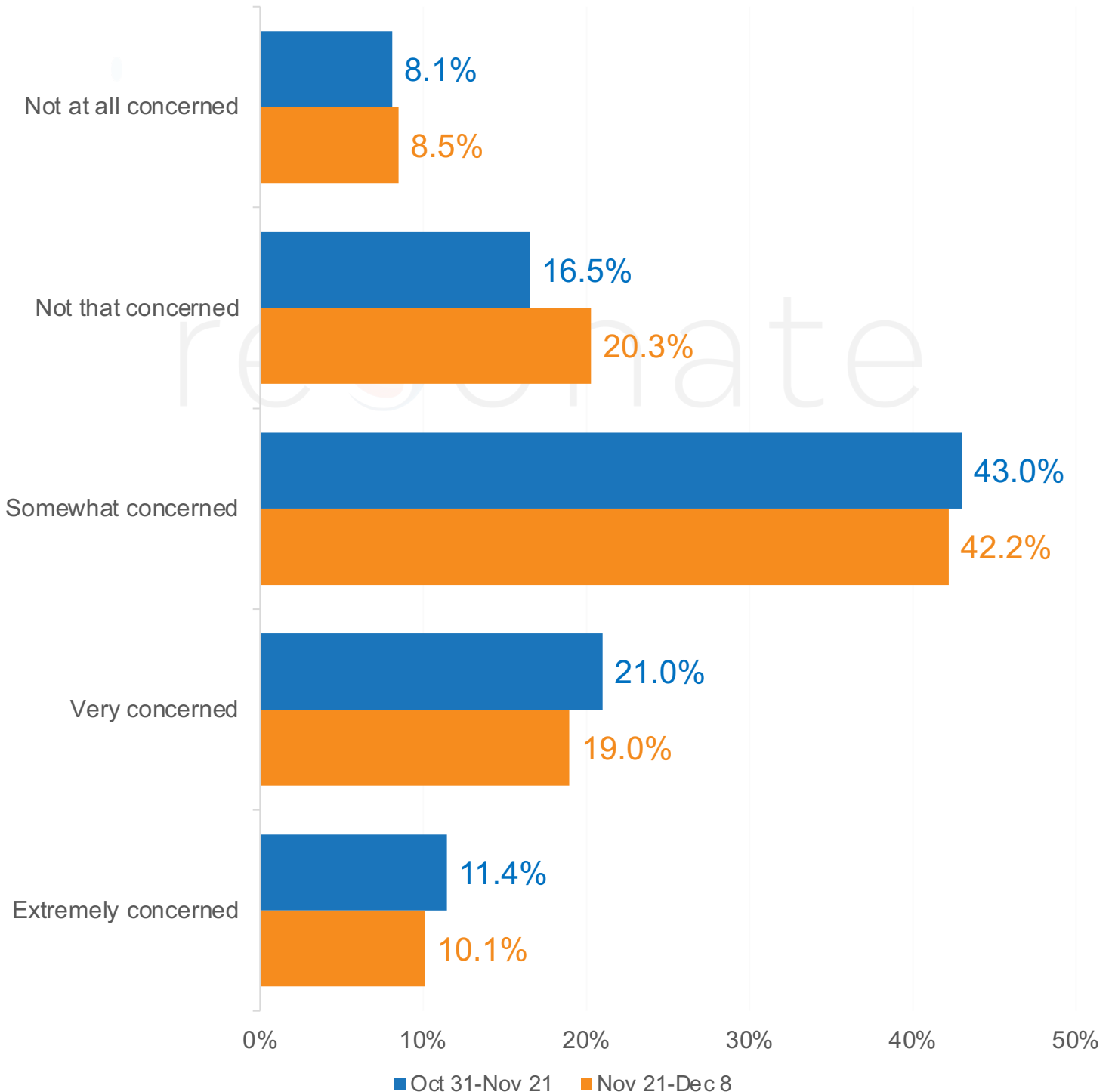
1 IN 3 AMERICANS EXTREMELY CONCERNED ABOUT GUN VIOLENCE

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



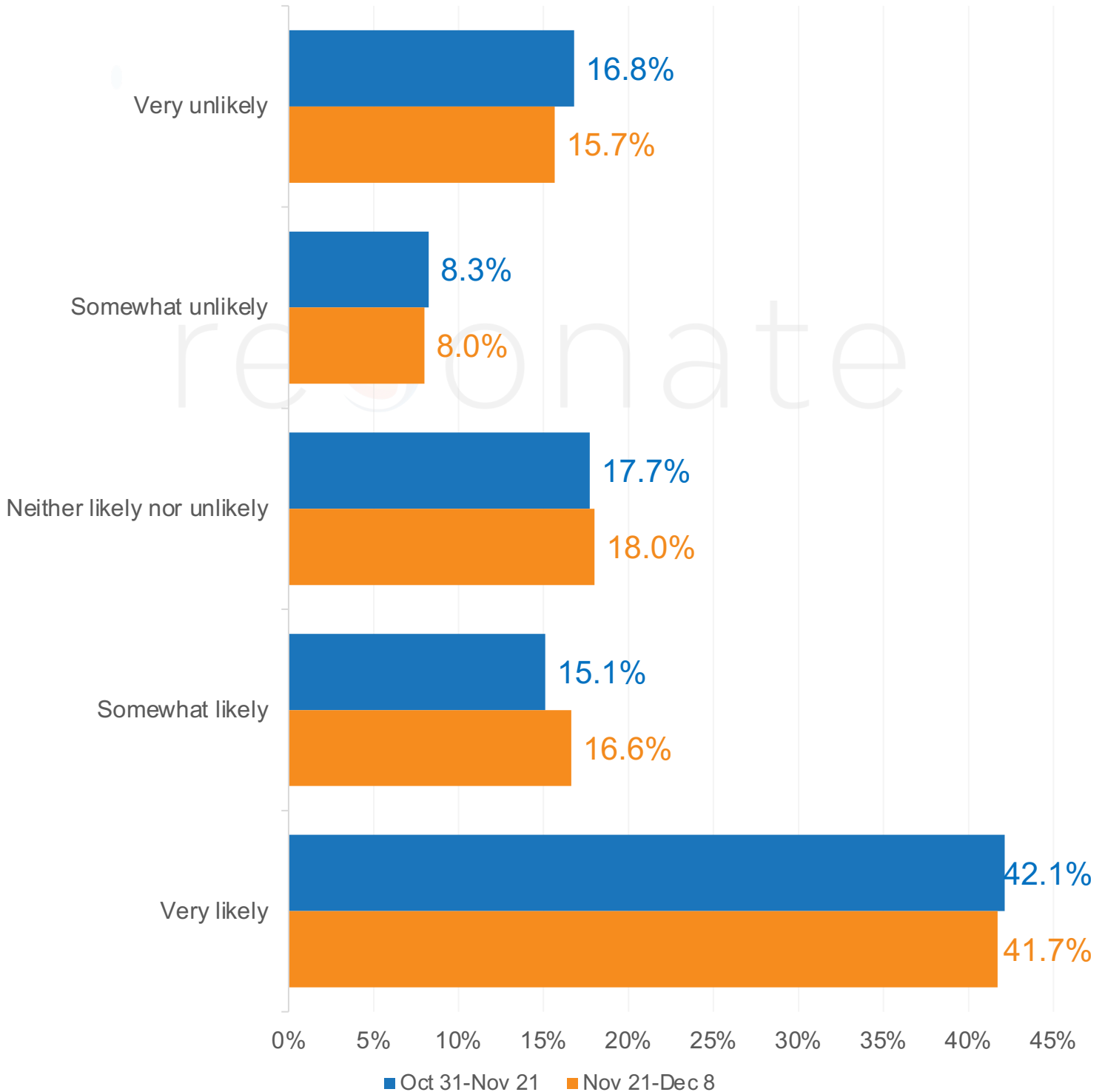
AMERICANS CONCERN ABOUT NUCLEAR WAR EASES SLIGHTLY

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



58% 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?



IS SUCCESS IN YOUR FUTURE? ALL SIGNS POINT TO YES.

Inflationary markets continue to be threatening, but opportunity remains to gain new customers. 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 Elements data sets. Every month, we poll Americans 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.

