

Many Americans See Cars, Other Large Purchases in Their Future

RESONATE RECENT
EVENTS REPORT
WAVE 36 - 2301



AMERICANS EYEING LARGE PURCHASES, MORE ARE READY TO SPEND

Concerns about inflation have eased for many Americans, and they are ready to spend. Even though a good half of Americans report just getting by, more report they can pay for necessities *and* set money aside. That is leading the way for plans for larger purchases, such as home improvements, new homes and cars.

They also have travel in mind and no longer fear public spaces or COVID variants. Agencies and brands in lodging, destinations, transportation solutions or other travel-related projects should keep an eye on this trend!

Read on to learn more about where consumer sentiment lies across finances, health and the political climate through February 6, 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 Resonate Ignite Platform, ready for analysis and activation. This 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, Resonate data on emerging trends - along with thousands of additional data points that provide you with a comprehensive understanding of the consumer - is available to enrich your first-party data for media activation or in the Resonate Ignite consumer intelligence platform.

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

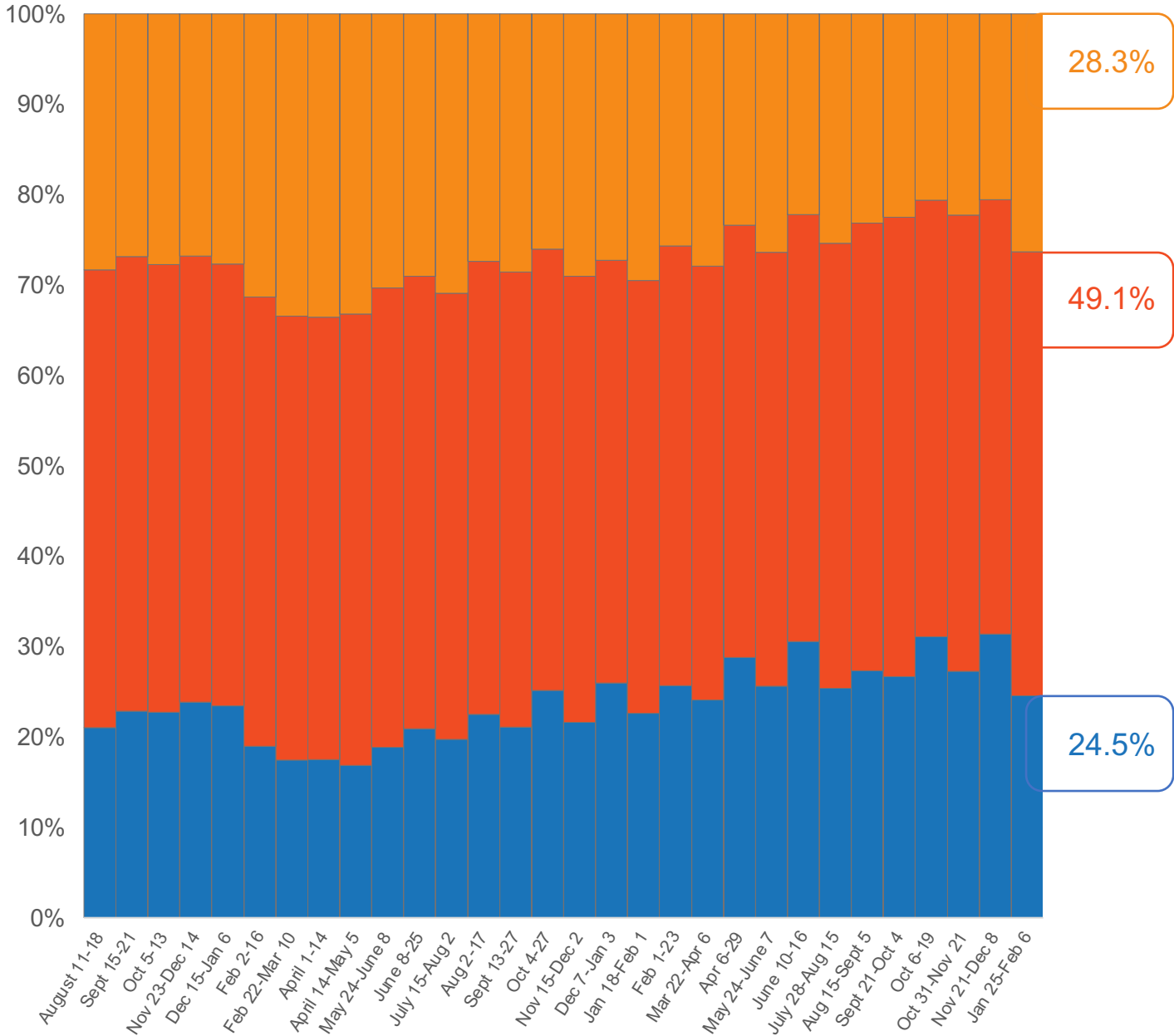


See It In Action

FEATURED INSIGHTS

MORE AMERICANS LIVING COMFORTABLY WHILE 49% CONTINUE TO "GET BY"

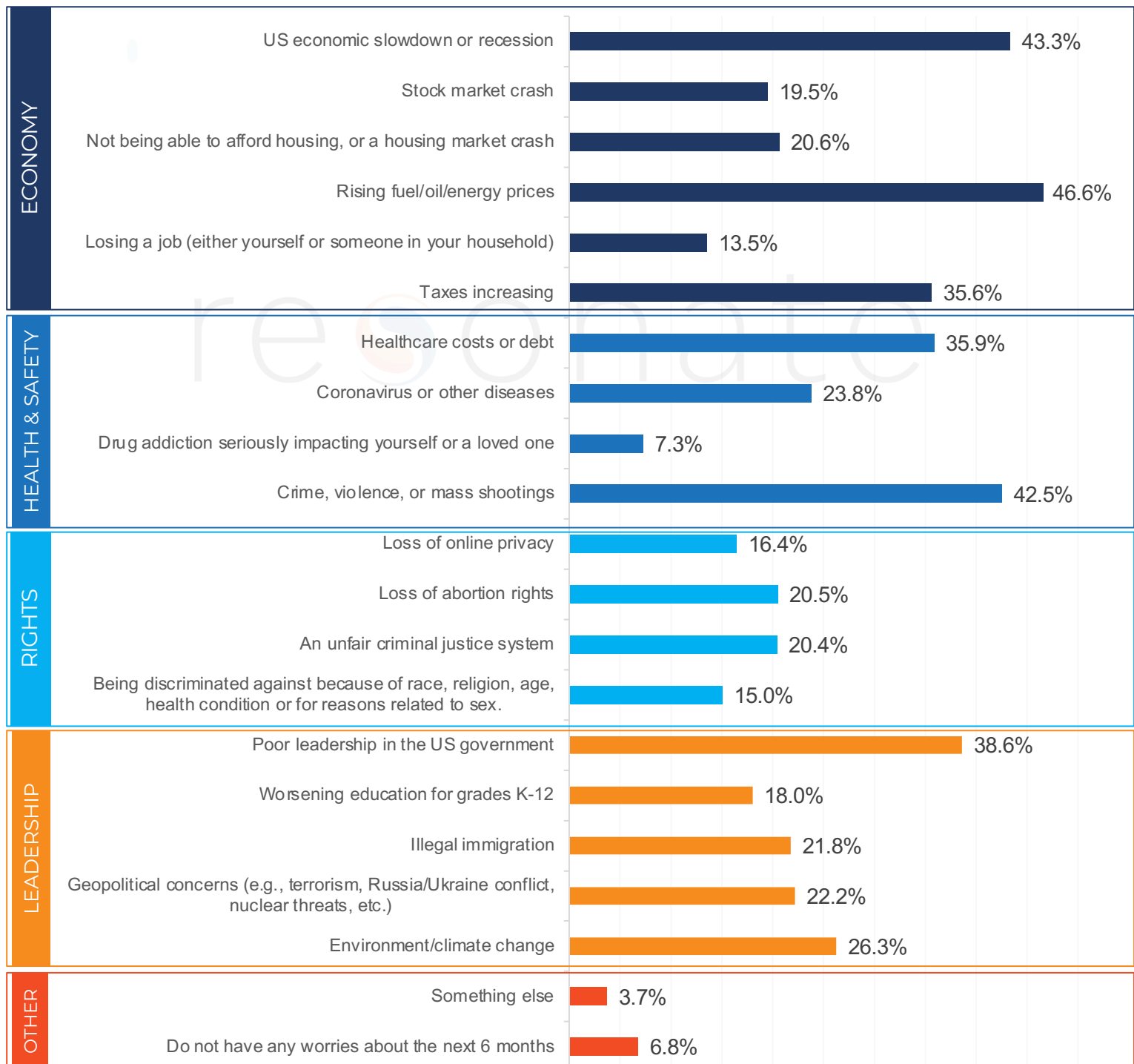
Which of the following statements best describes your personal financial situation?



- "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

LOOKING FORWARD: AMERICANS TOP CONCERNS ARE MAINLY ECONOMIC

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.

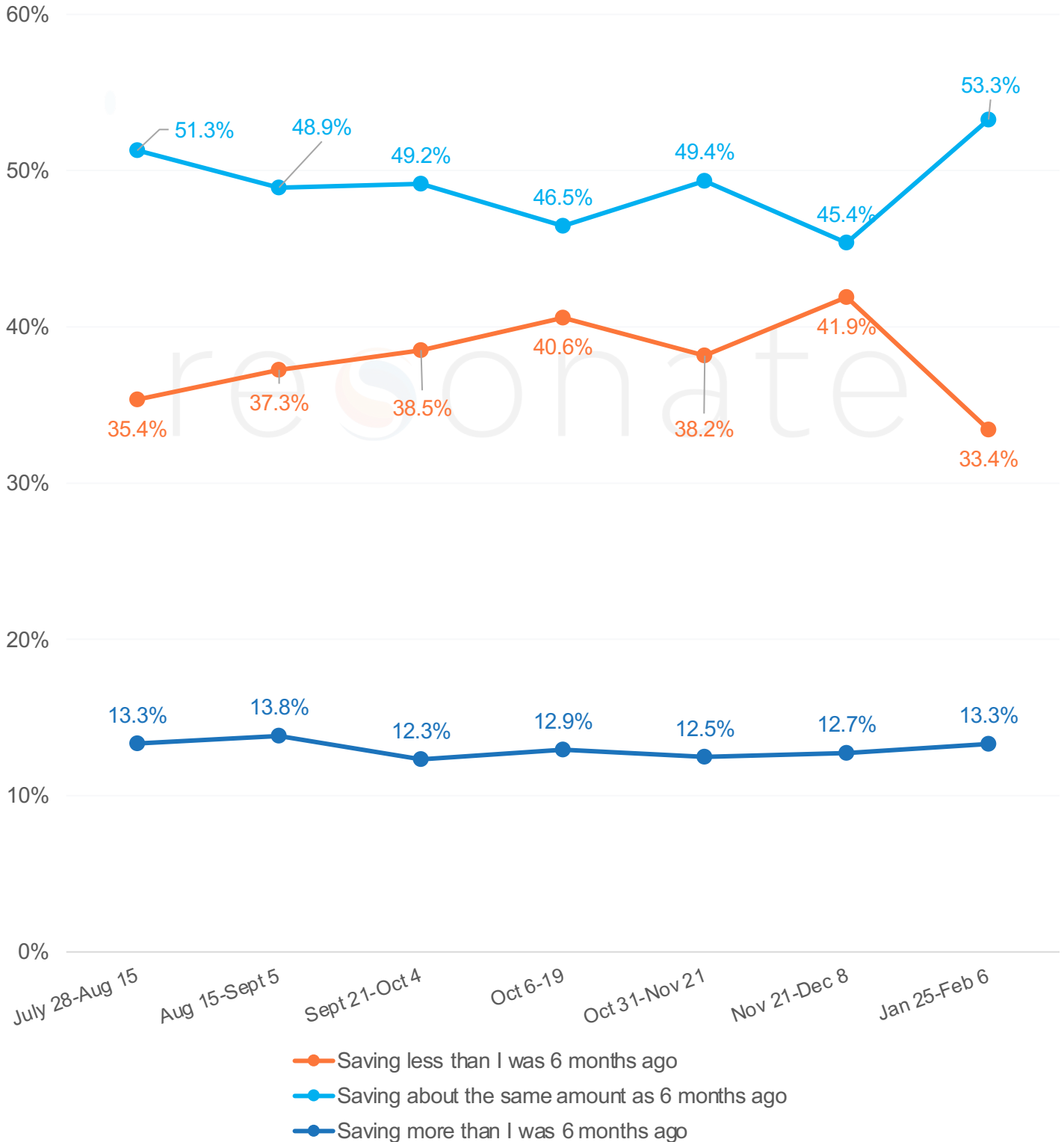


0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

CURRENT FINANCIAL OUTLOOK

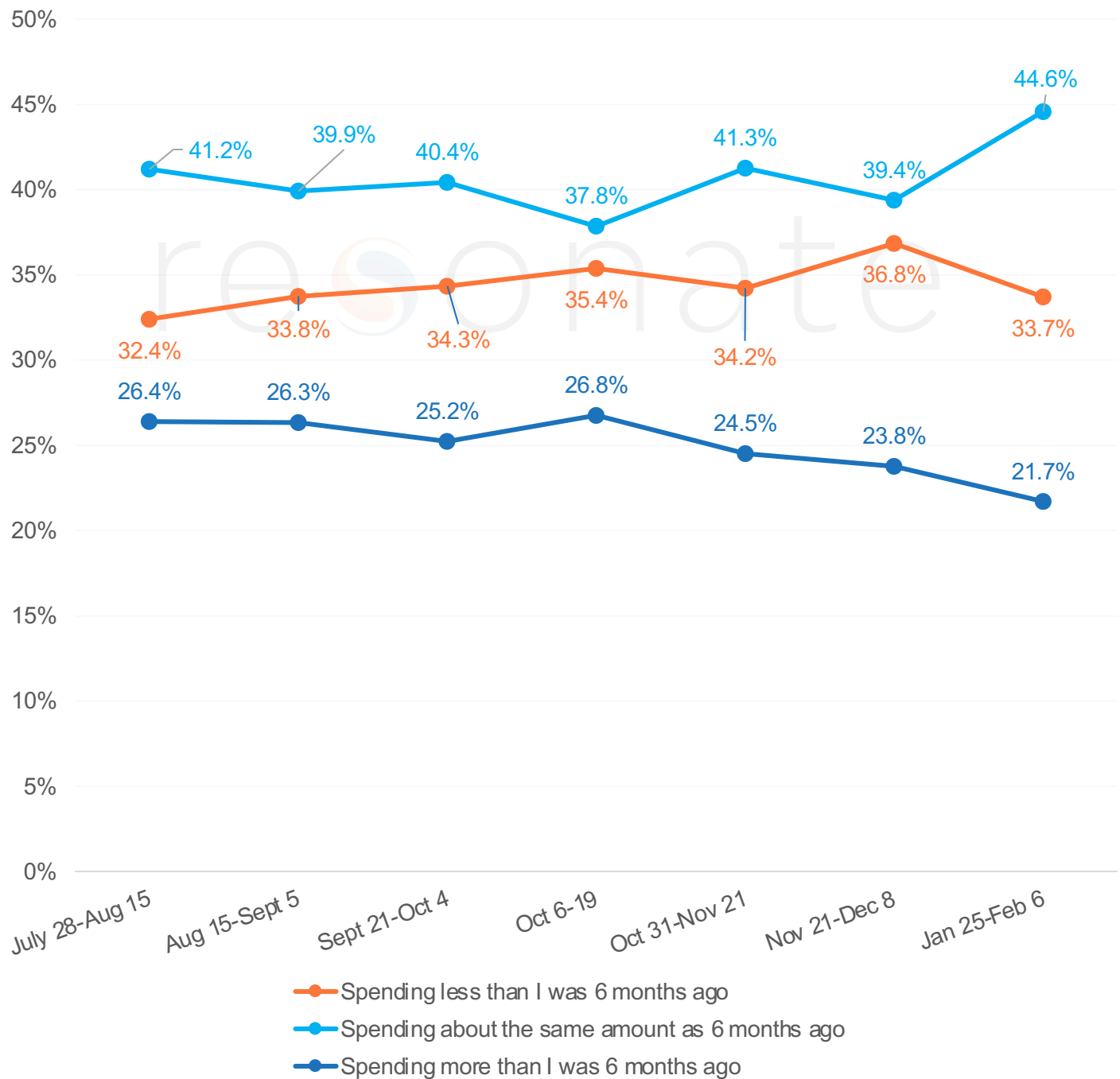
AMERICANS ARE BACK TO SAVING AGAIN

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 ALSO BACK TO SPENDING AGAIN

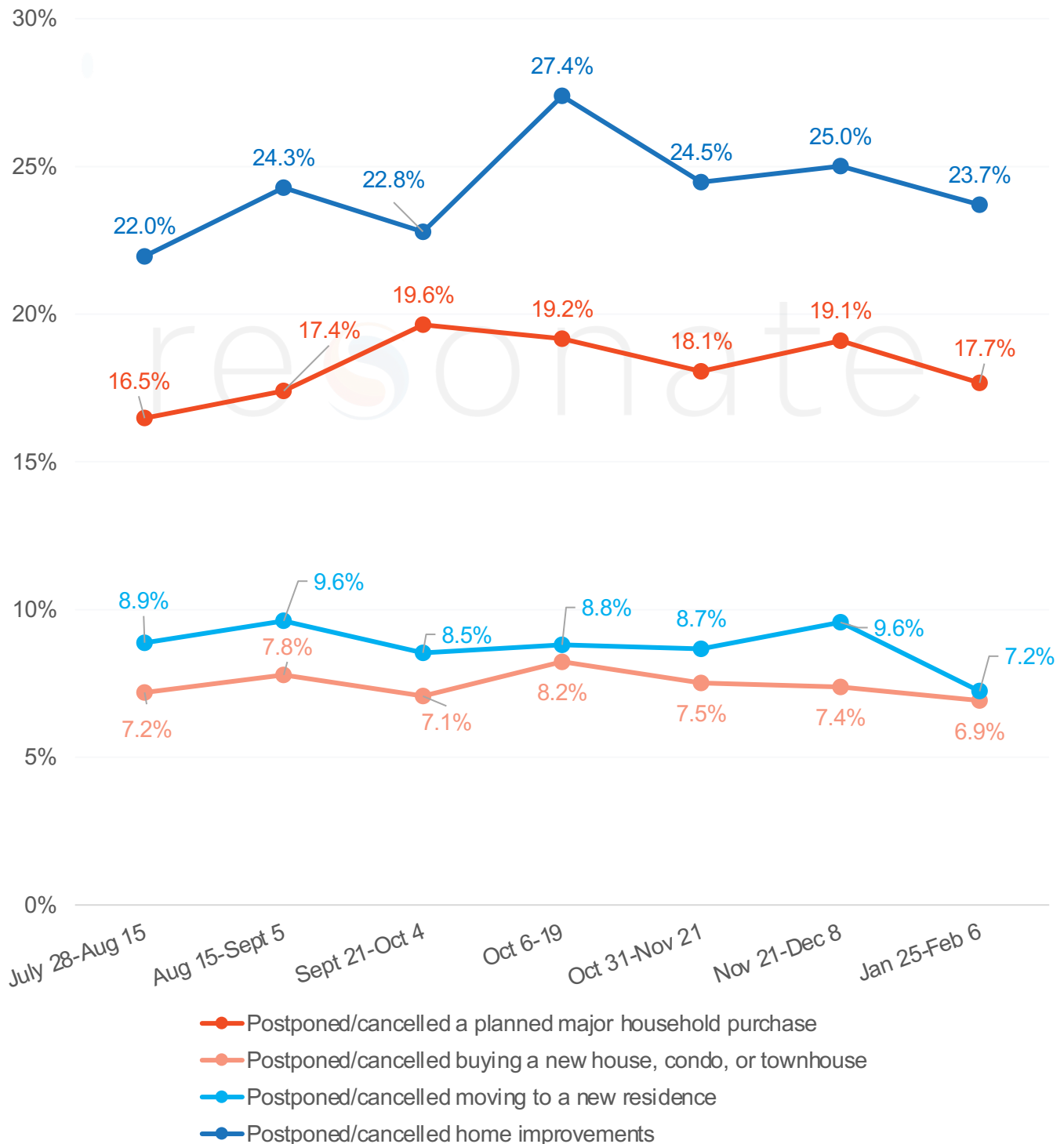
From the rent/mortgage to gas, food, healthcare and a "splurge" or two, we all have ways we spend our money. That spending goes up or down based on the price of products/services or the frequency that those products/services are purchased. Compared to 6 months ago, how have your spending habits changed?



DECLINE IN THE POSTPONING OF HOME-RELATED SPENDING

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

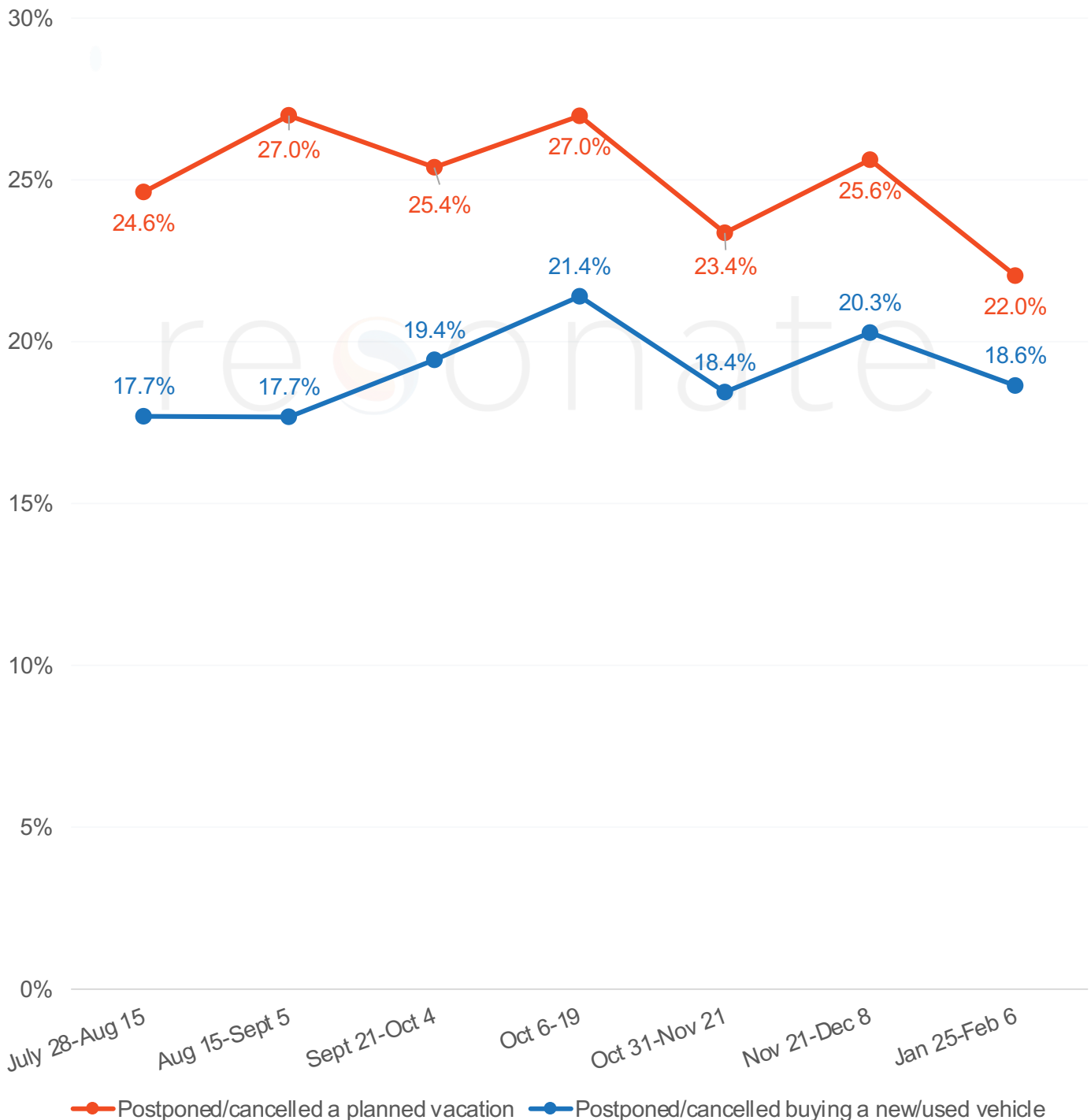
Please select all that apply.



AMERICANS NO LONGER POSTPONING TRAVEL, 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?

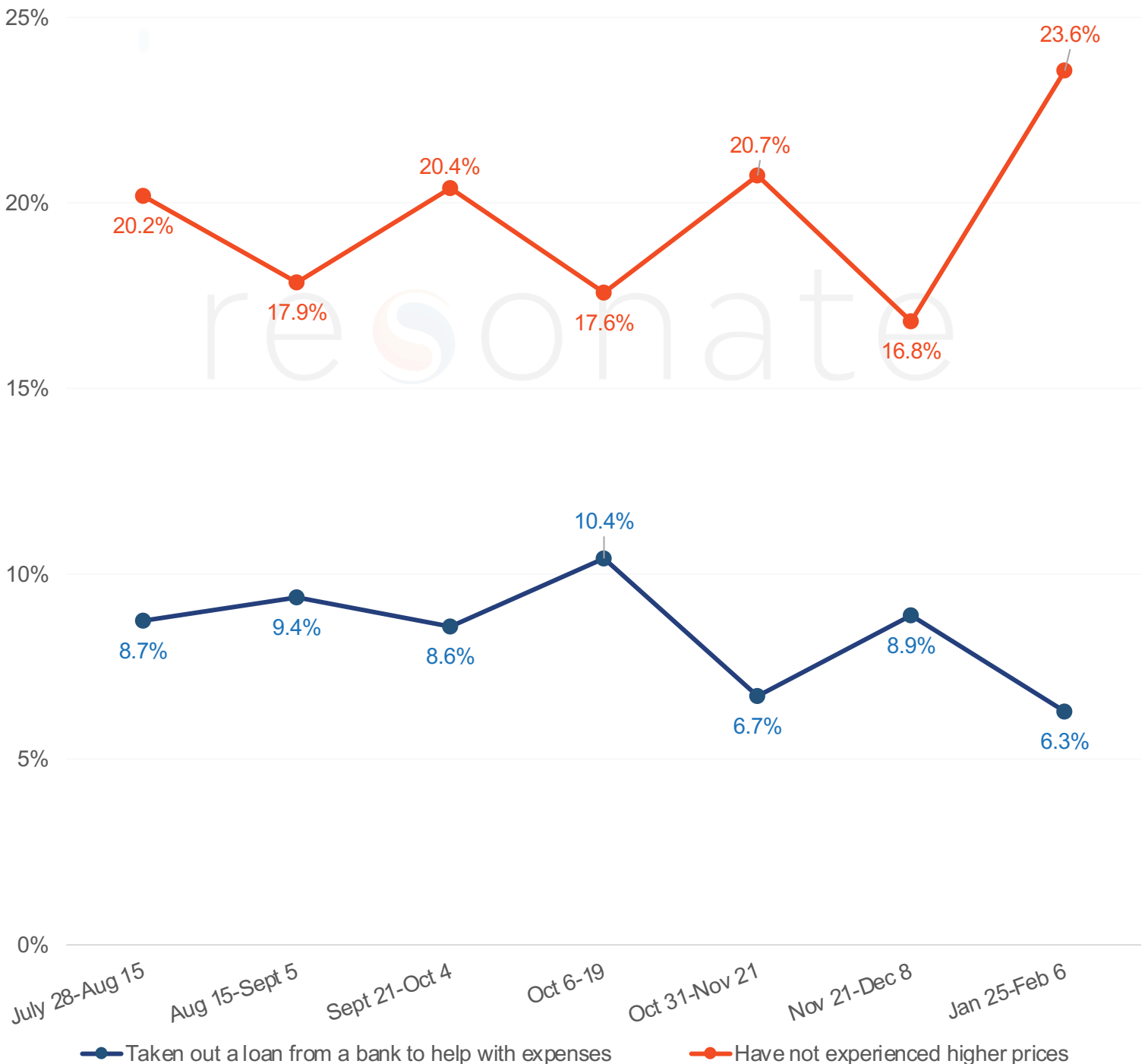
Please select all that apply.



FEWER AMERICANS EXPERIENCING 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?

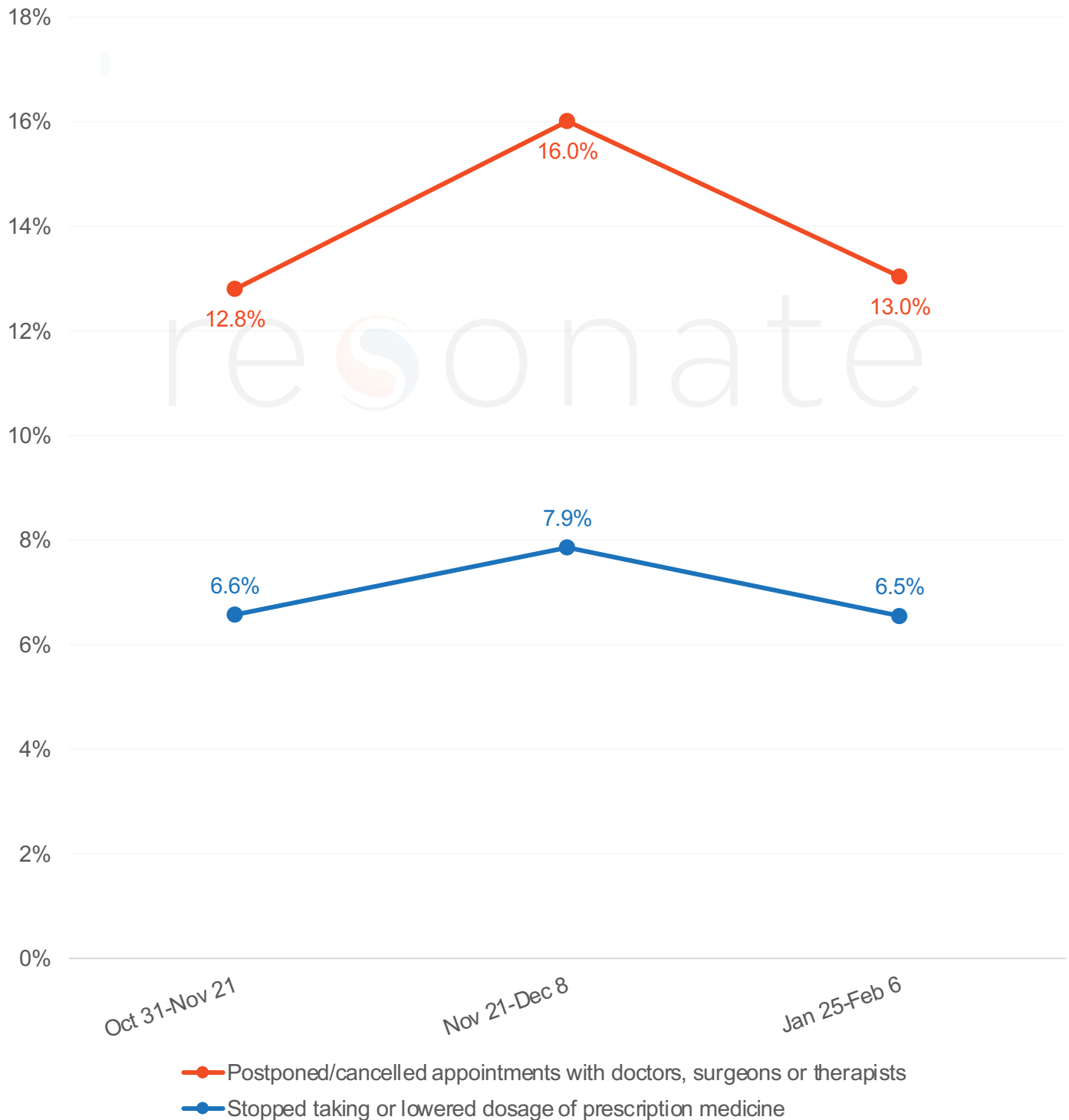
Please select all that apply.



AMERICANS SPENDING ON HEALTHCARE AGAIN

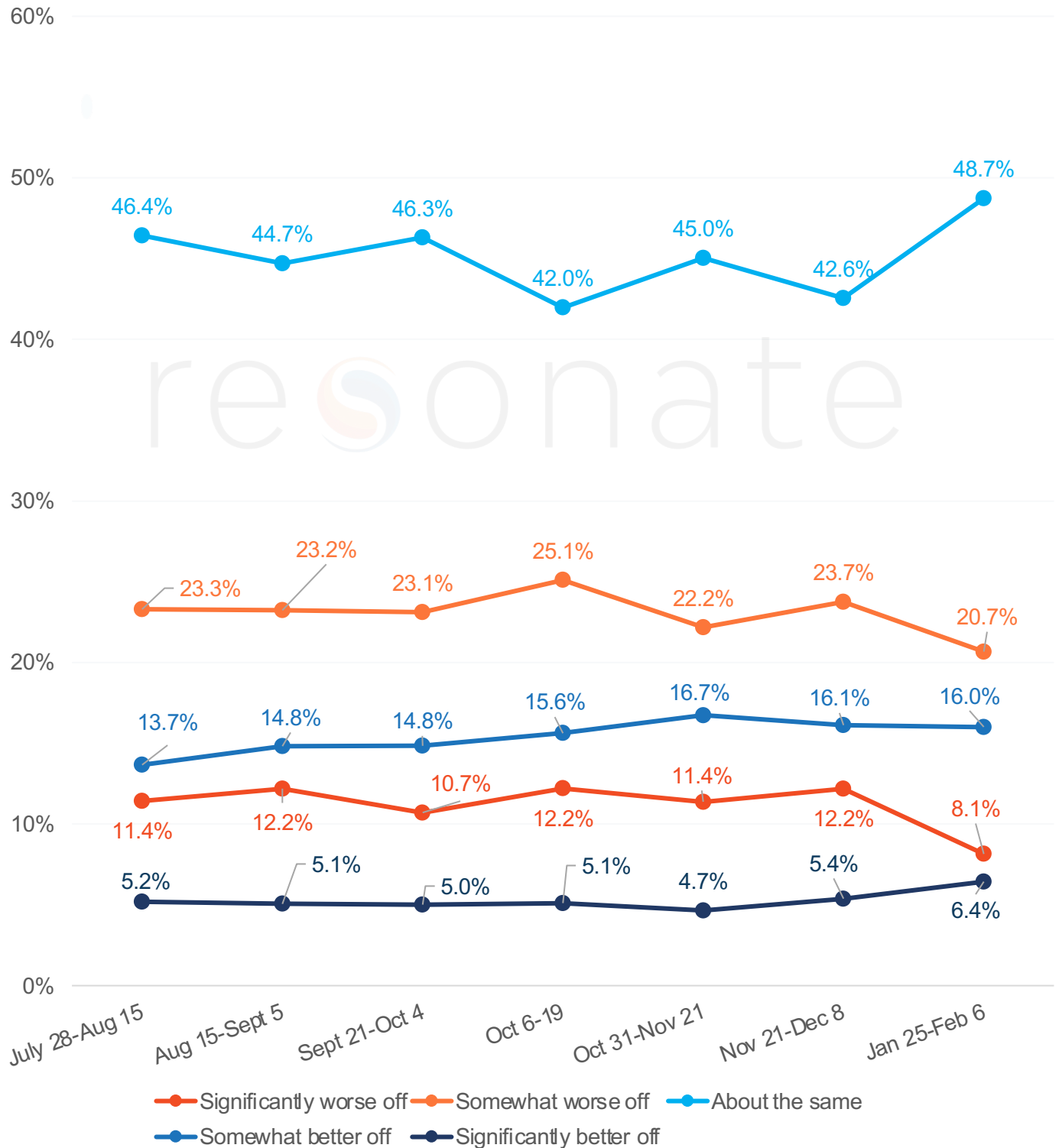
Which of the following actions has your household taken in the last 6 months due to changes in the price of goods/services?

Please select all that apply.



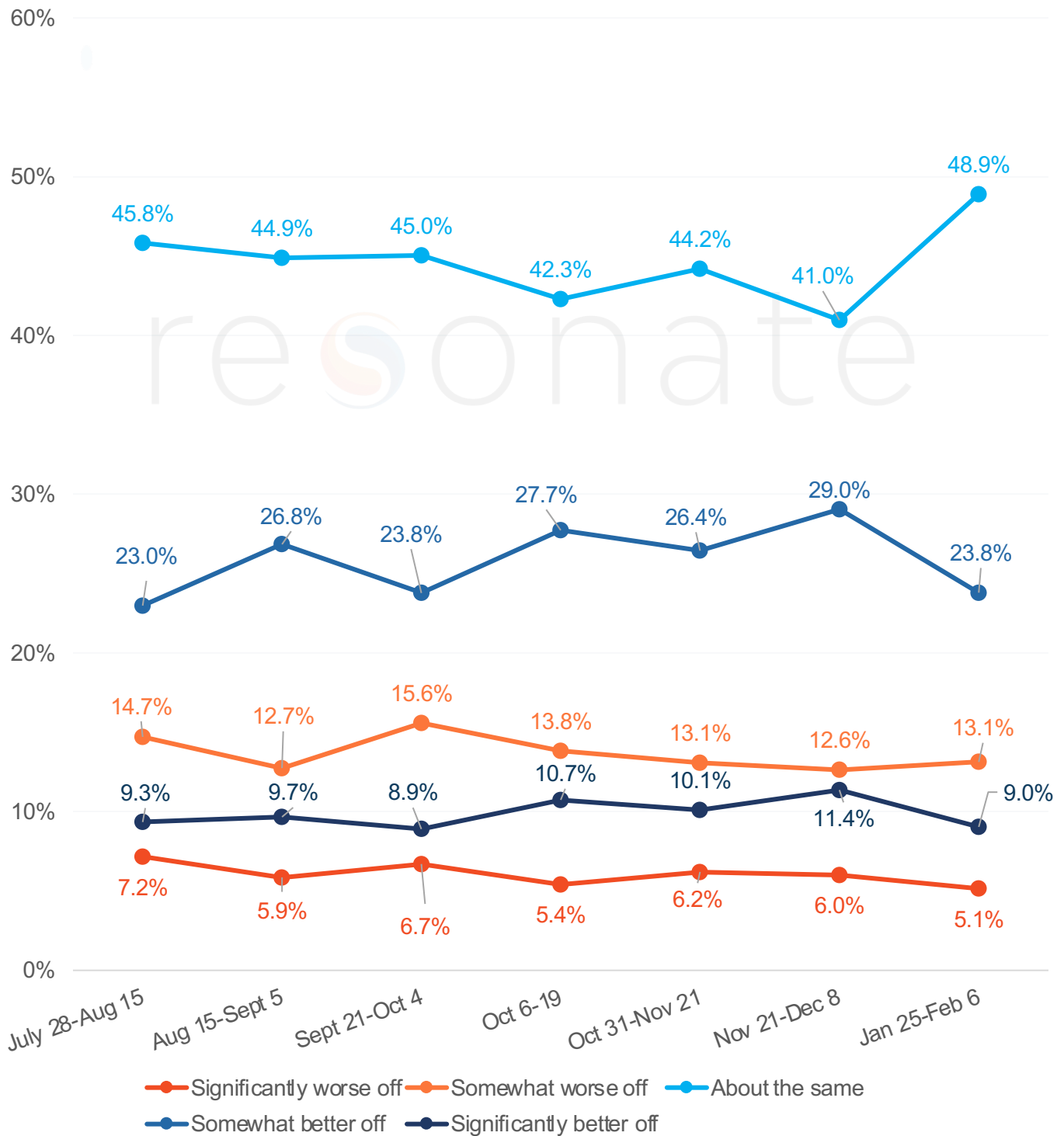
FEWER REPORT BEING SIGNIFICANTLY OR SOMEWHAT 'WORSE OFF' FINANCIALLY

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



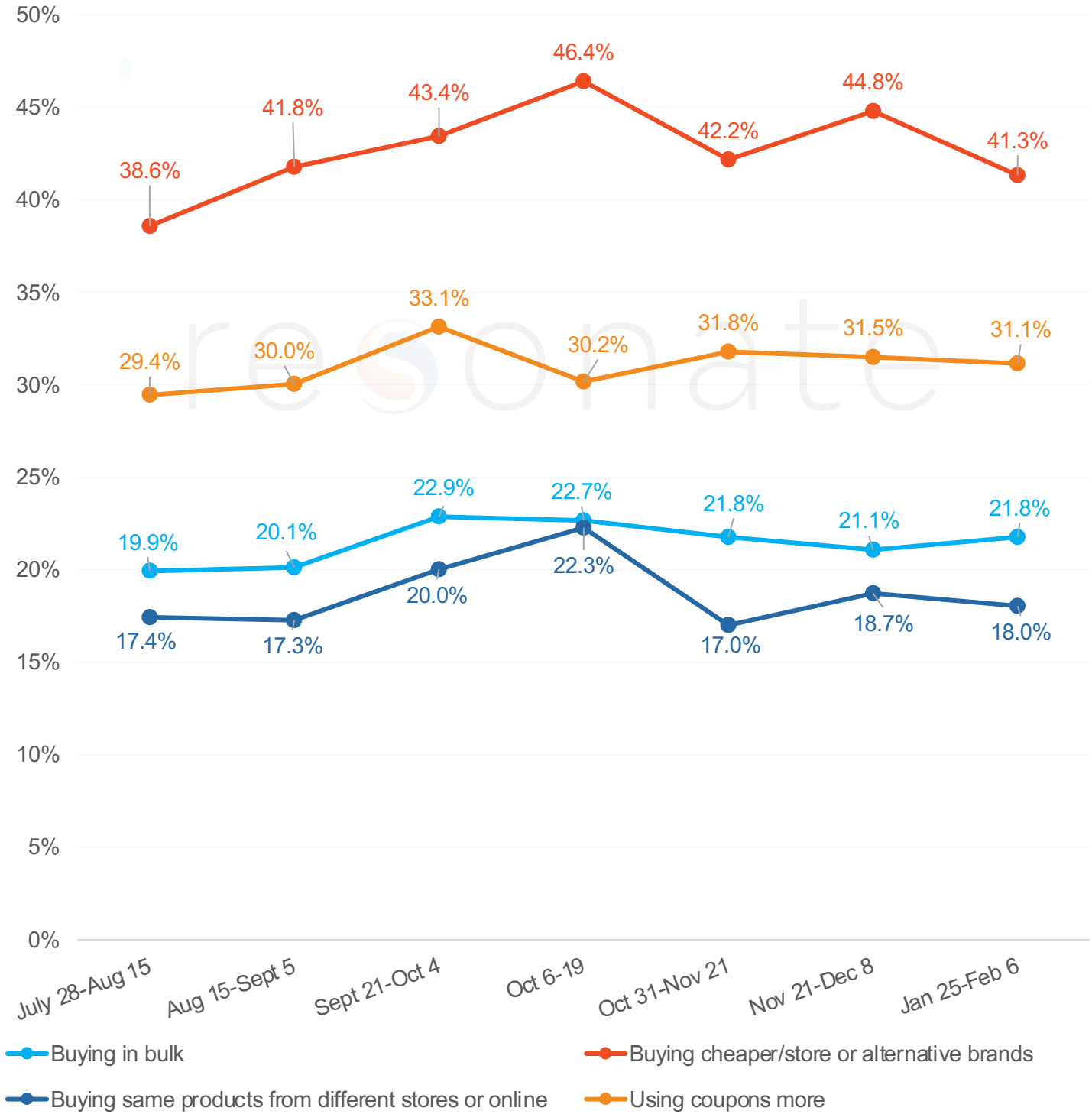
DESPITE SPENDING PLANS, CONSUMER FINANCIAL OUTLOOK IS JADED

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



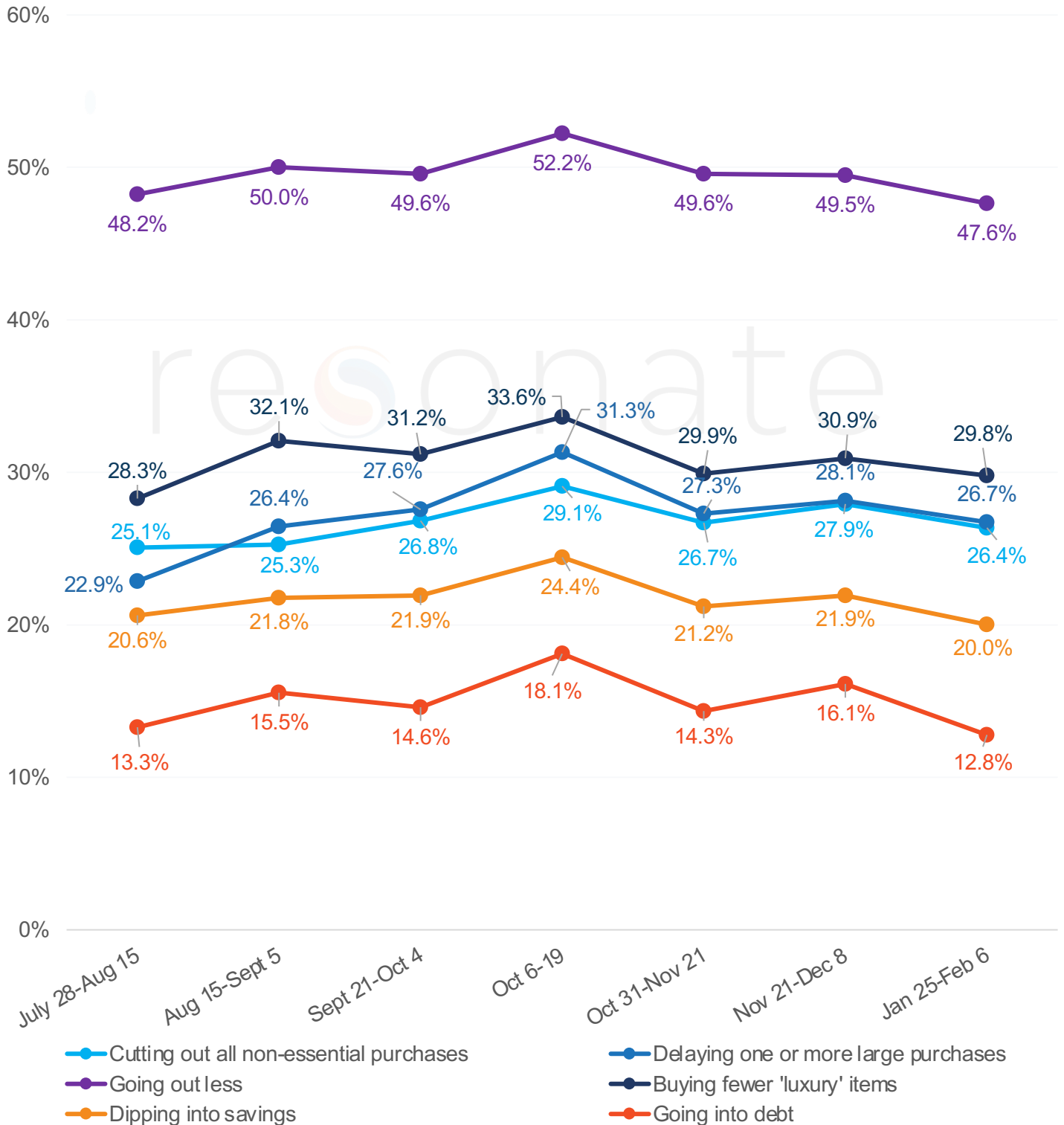
WAYS TO SAVE: FEWER PEOPLE CHOOSING STORE BRANDS, MORE BUYING IN BULK

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



AMERICANS GOING OUT MORE, PLANNING LARGE PURCHASES

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

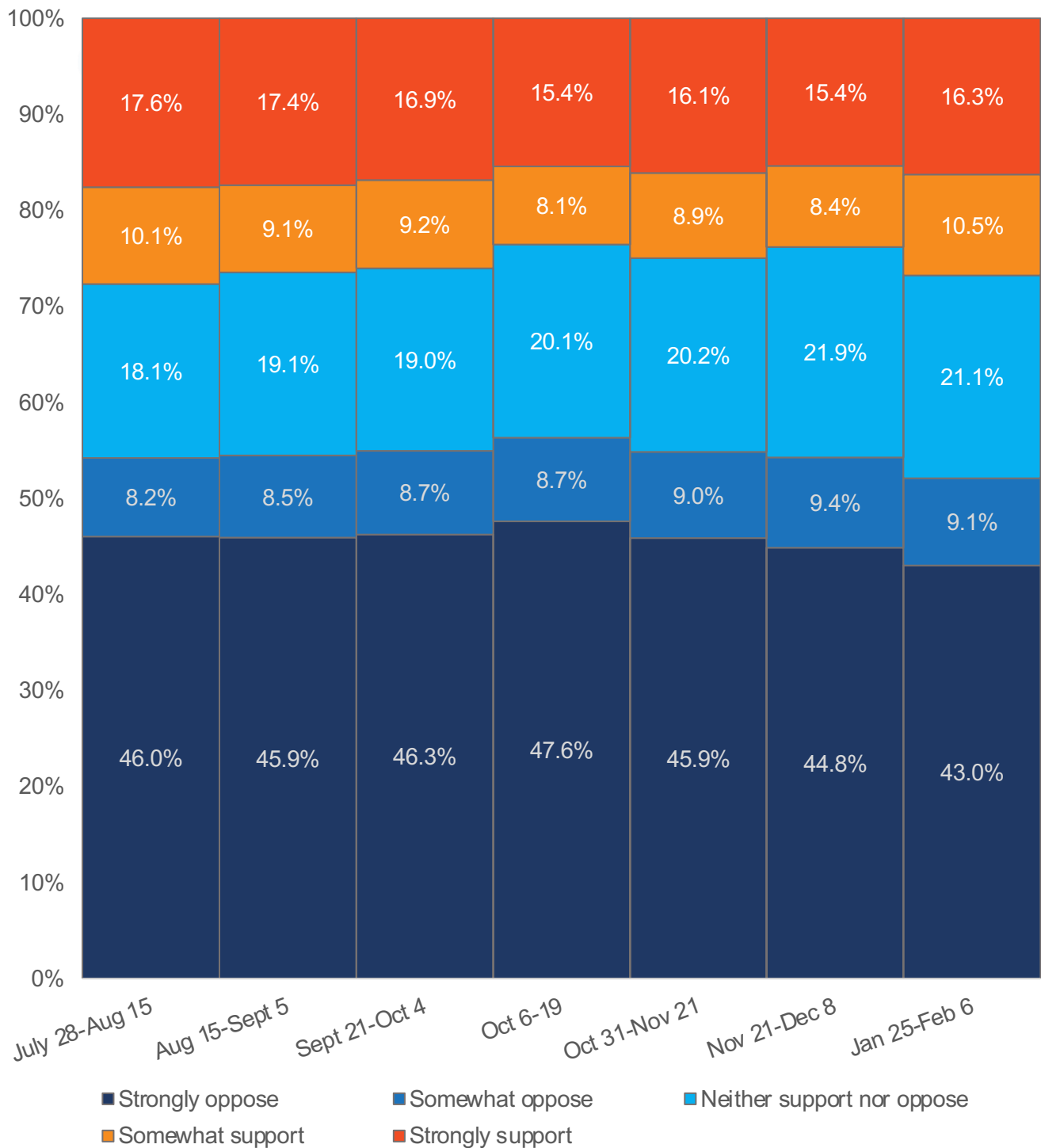




POLITICAL OUTLOOK

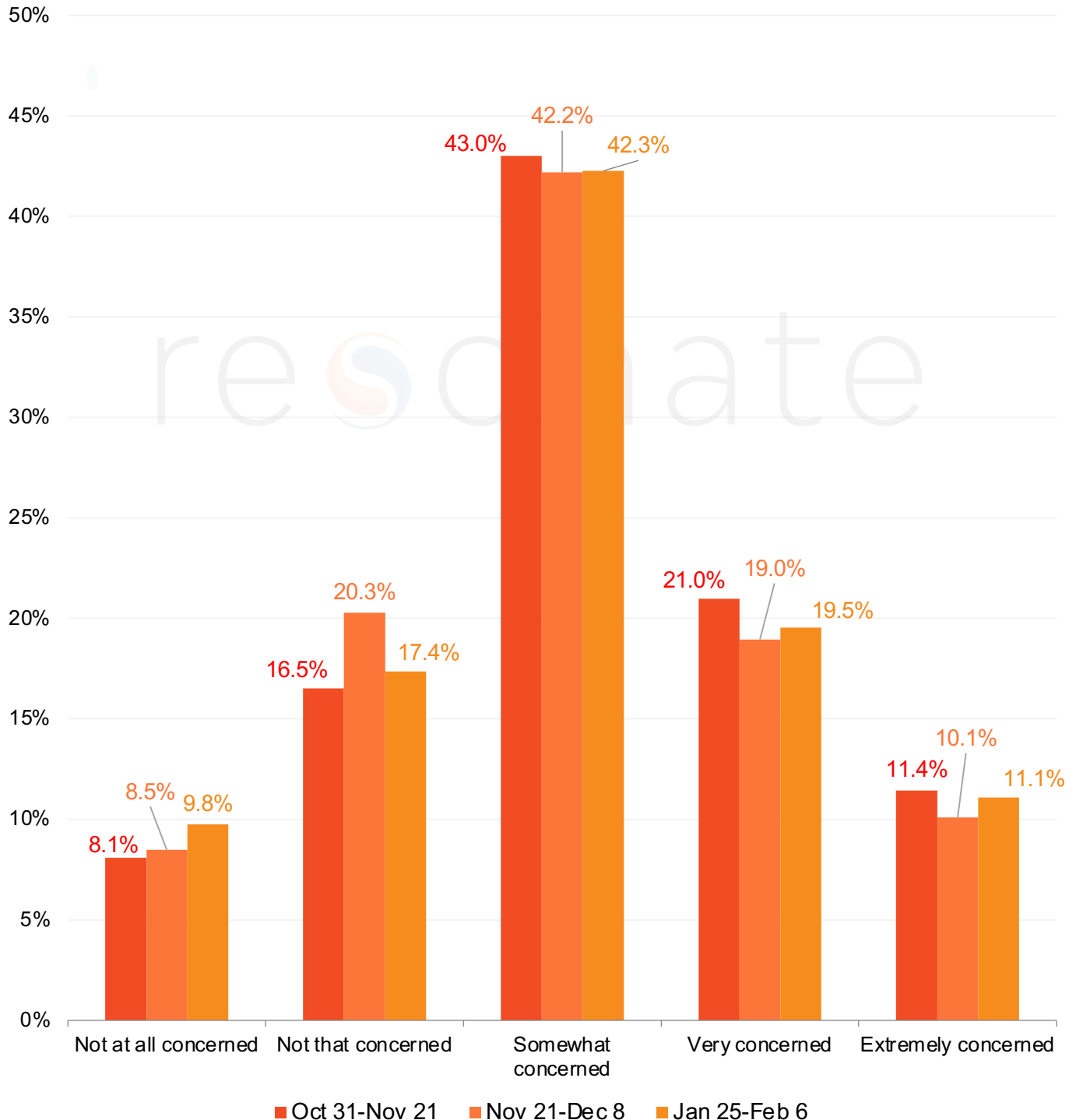
AMERICAN OPINION ABOUT ROE V. WADE DECISION SHIFT SLIGHTLY

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



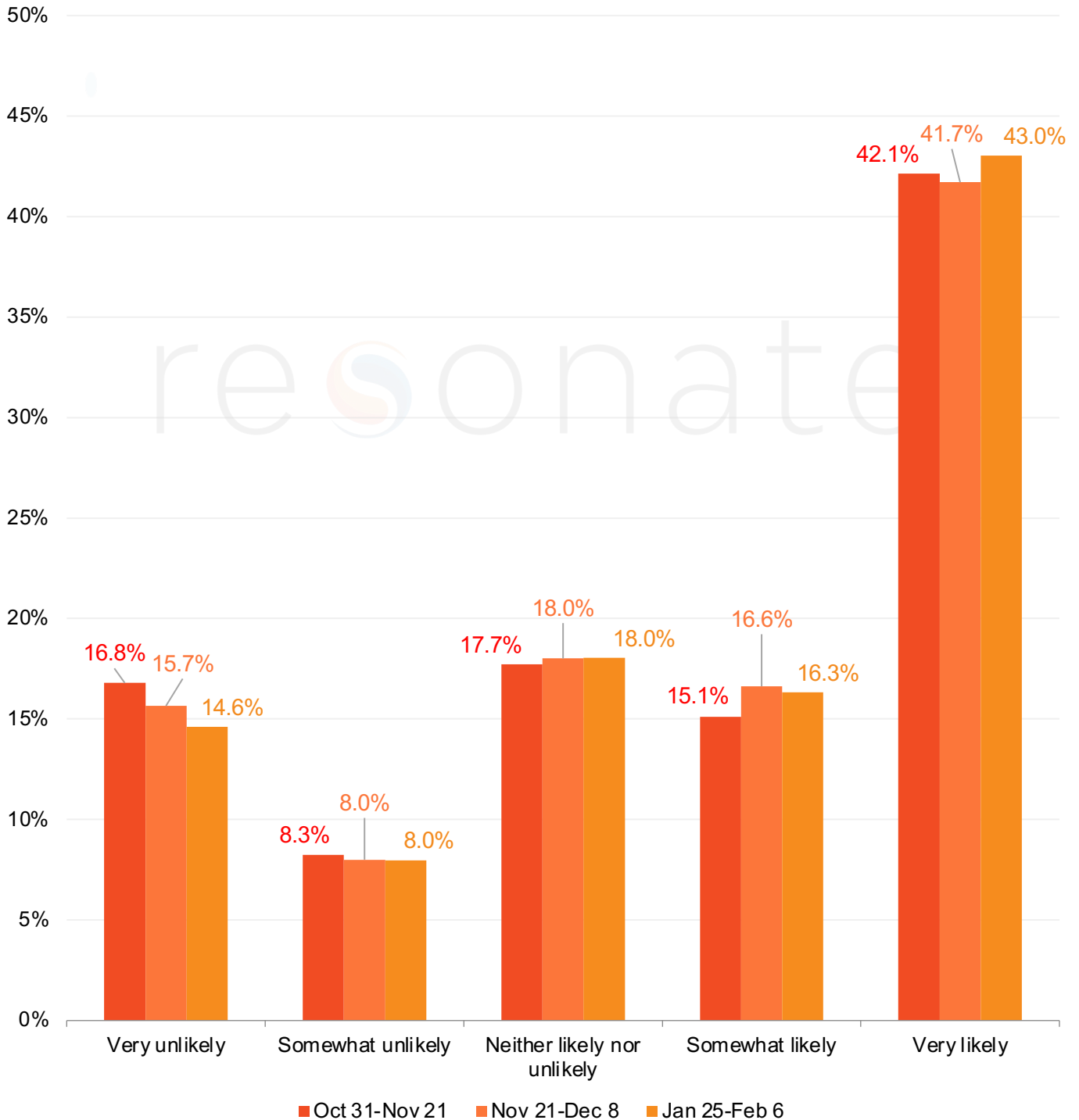
AMERICANS SLIGHTLY MORE CONCERNED ABOUT NUCLEAR WAR

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



MORE AMERICANS BELIEVE TRUMP LIKELY GUILTY OF CRIMES

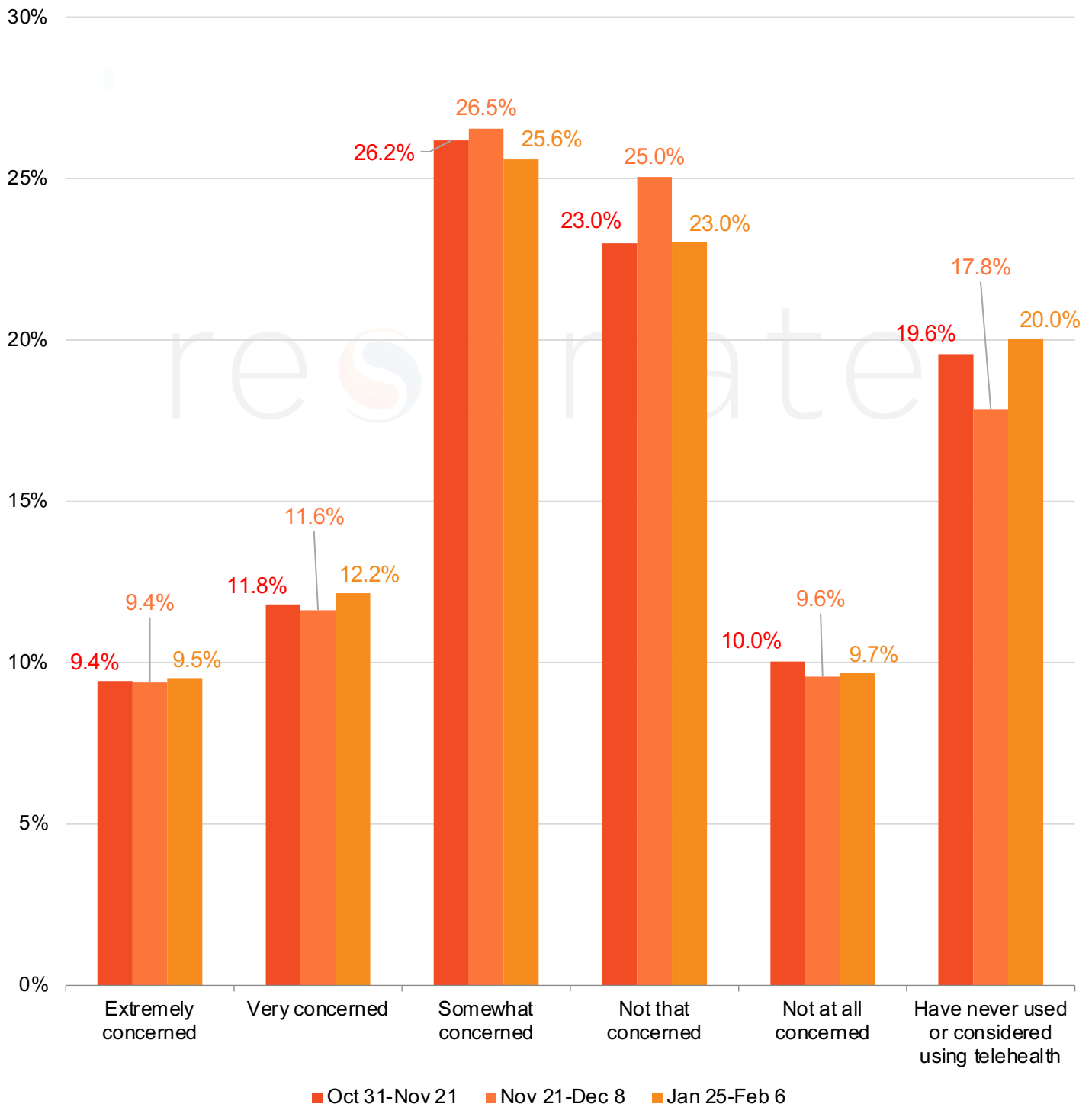
How likely do you think it is that former President Trump committed crimes, either before, during or after his presidency?



CURRENT SENTIMENT ON HEALTHCARE ACCESS, VIRUSES AND SAFETY

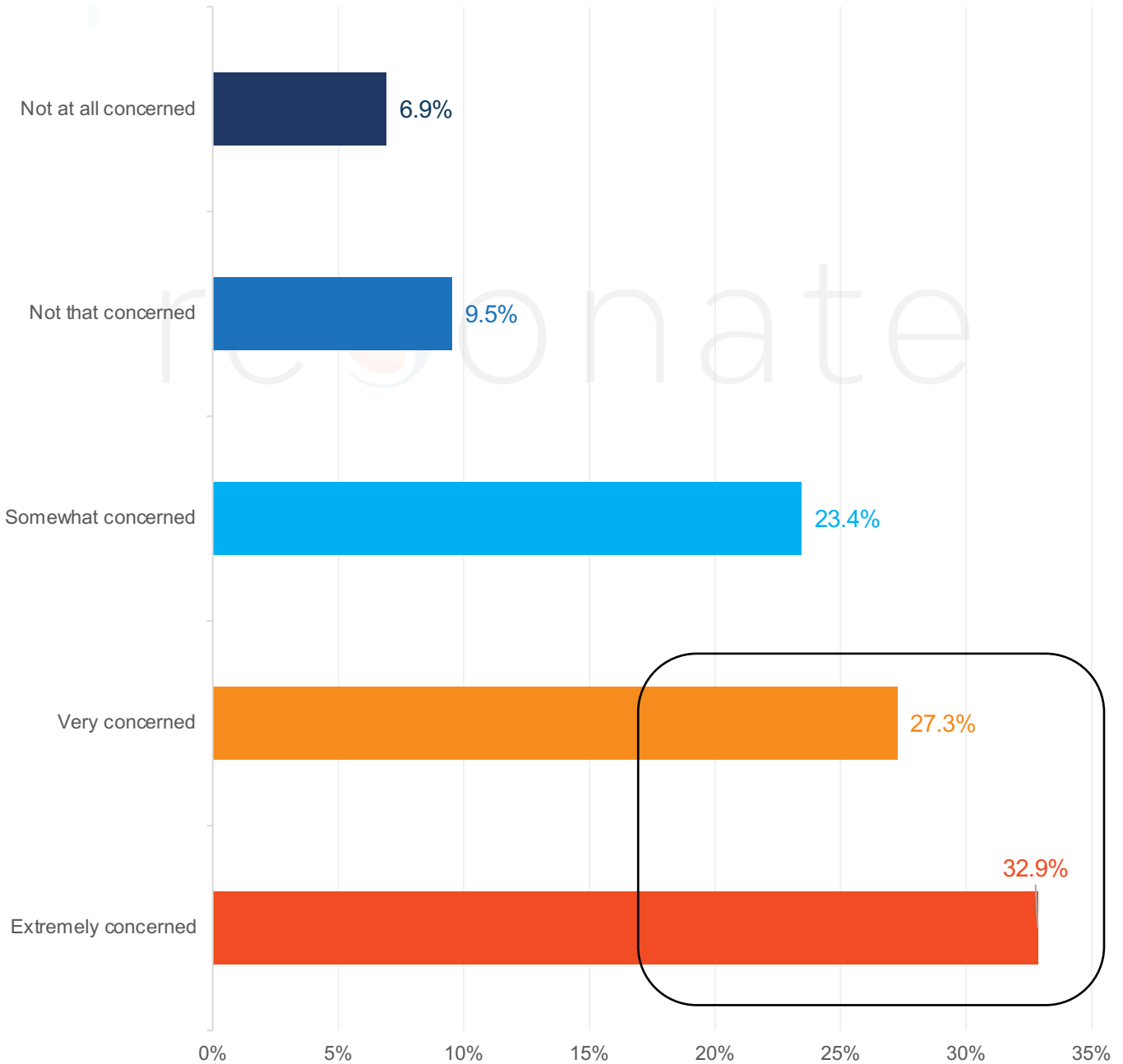
AMERICANS REMAIN WORRIED ABOUT ACCESS TO TELEHEALTH

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



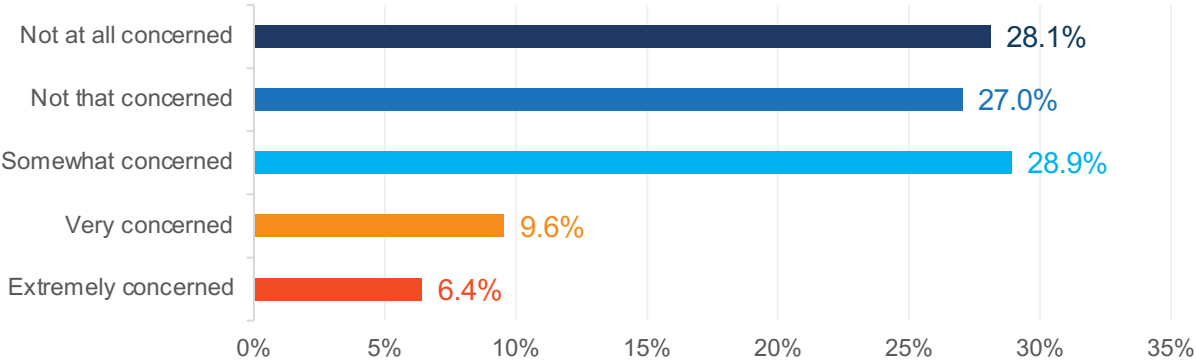
60% OF AMERICANS ARE STILL VERY CONCERNED ABOUT GUN VIOLENCE

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

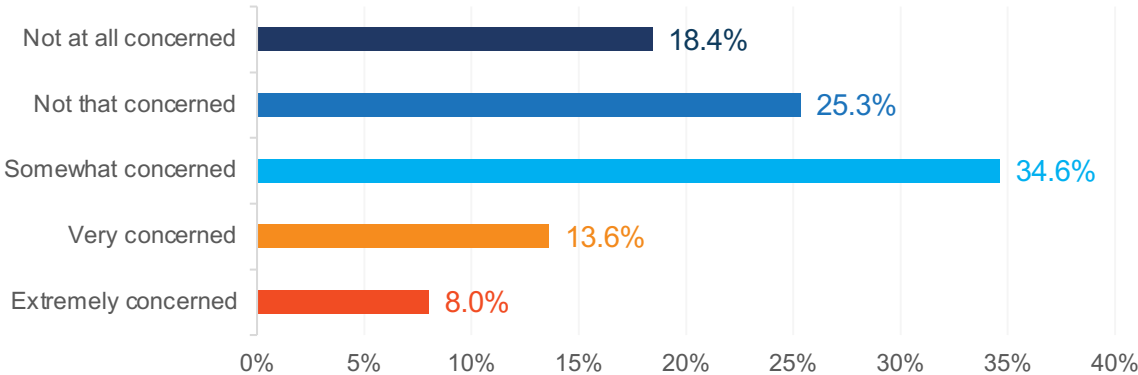


58% OF AMERICANS OKAY BEING IN PUBLIC SPACES DESPITE BEING MORE CONCERNED ABOUT COVID THAN THE FLU

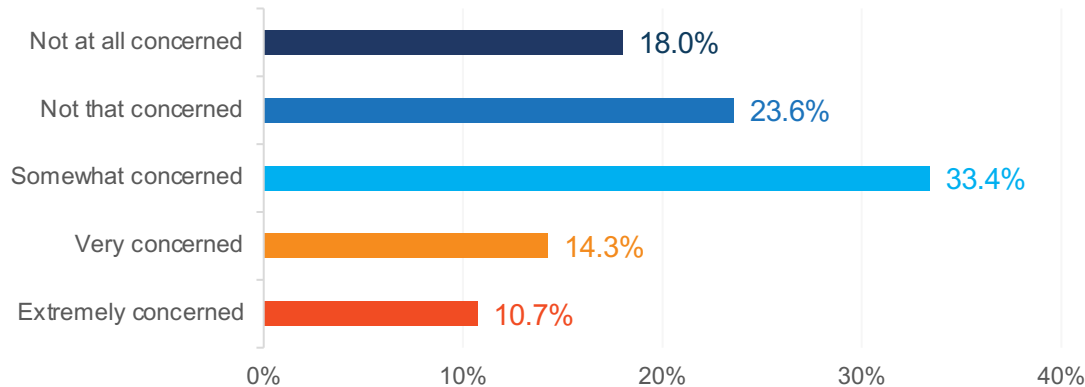
How concerned are you about being in public spaces right now?



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

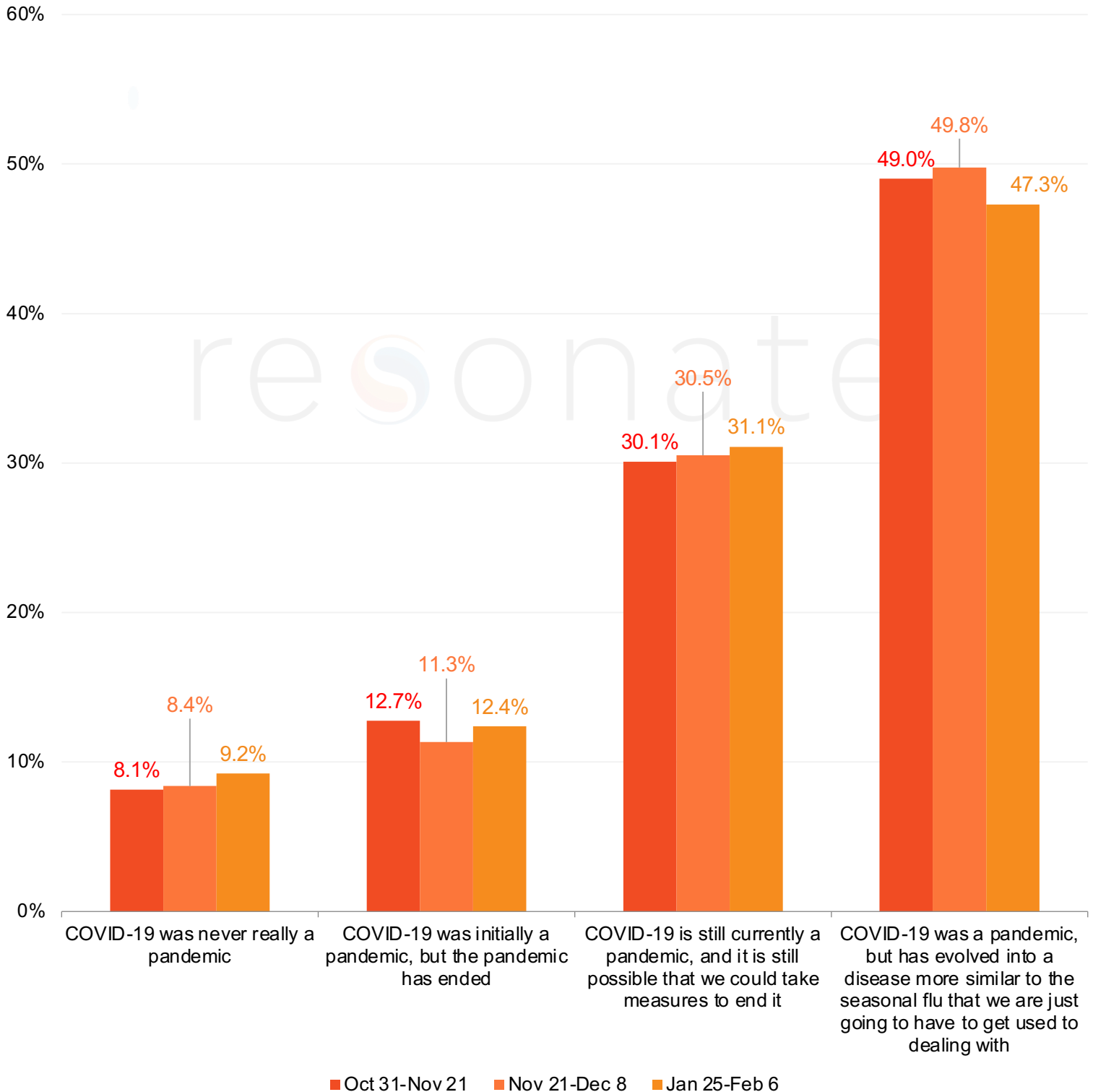


How concerned are you about the spread of COVID-19 in America right now?



AMERICANS VIEWS ON COVID-19 CHANGE SLIGHTLY

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



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

Financial optimism seems to be on the rise, so the time is now to get a better understanding of the American consumer. Aligning with how they feel *today* and how they view the future requires insight into their sentiment, motivations and intent. You can't get that insight 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.

