

# WAVE30

Resonate Recent Events Consumer Flash Study,  
Wave 30 August 2022

# YOUR NEXT BEST ACTION

As our first “almost-COVID-free” summer winds down, and many geo- and socio-political challenges unfold, you are likely asking yourself, “What’s my next best action?” “Next best action” for the upcoming holiday season, for the elections, for year-end. As always, Resonate helps you to understand what’s happening with today’s consumer, in real-time, and our insights help you determine the next best action to take for acquisition, growth or retention. This report highlights data from Wave 30 of the Resonate Recent Events series. Resonate clients will find these attributes are available for both analysis and activation, in the user-friendly Resonate Ignite platform. This ‘pulse-of-the-consumer’ market research, combined with the full Resonate Elements data set reveals critical insights on consumer behavior, sentiment, and intent and making it easy for you to take the next right action.

This latest Resonate Recent Events Flash Study was fielded in late mid-August. Data from the survey is processed through the Resonate AI-driven data engine, connected to the Resonate core dataset, and scaled to 230 million U.S. consumers (or to your customer database if you choose). This report is a summary of key findings, but the real power comes when you log in to the Resonate Ignite platform to research, analyze and activate your audience and achieve your goals.

Understanding and acting, that’s the goal of Resonate. We deliver rich, relevant, up-to-date, privacy-safe data that empowers your data-driven marketing.

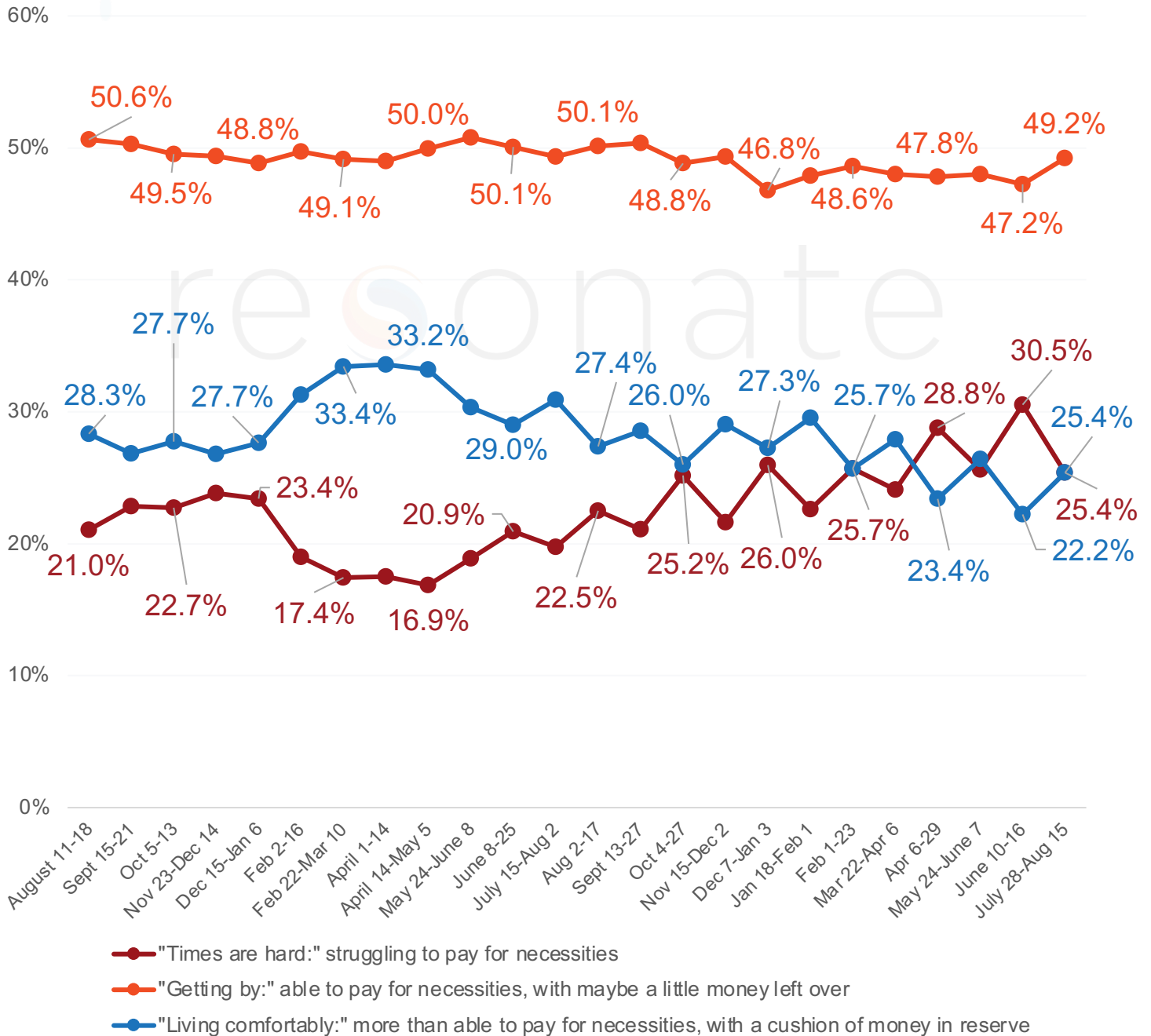


See It In Action



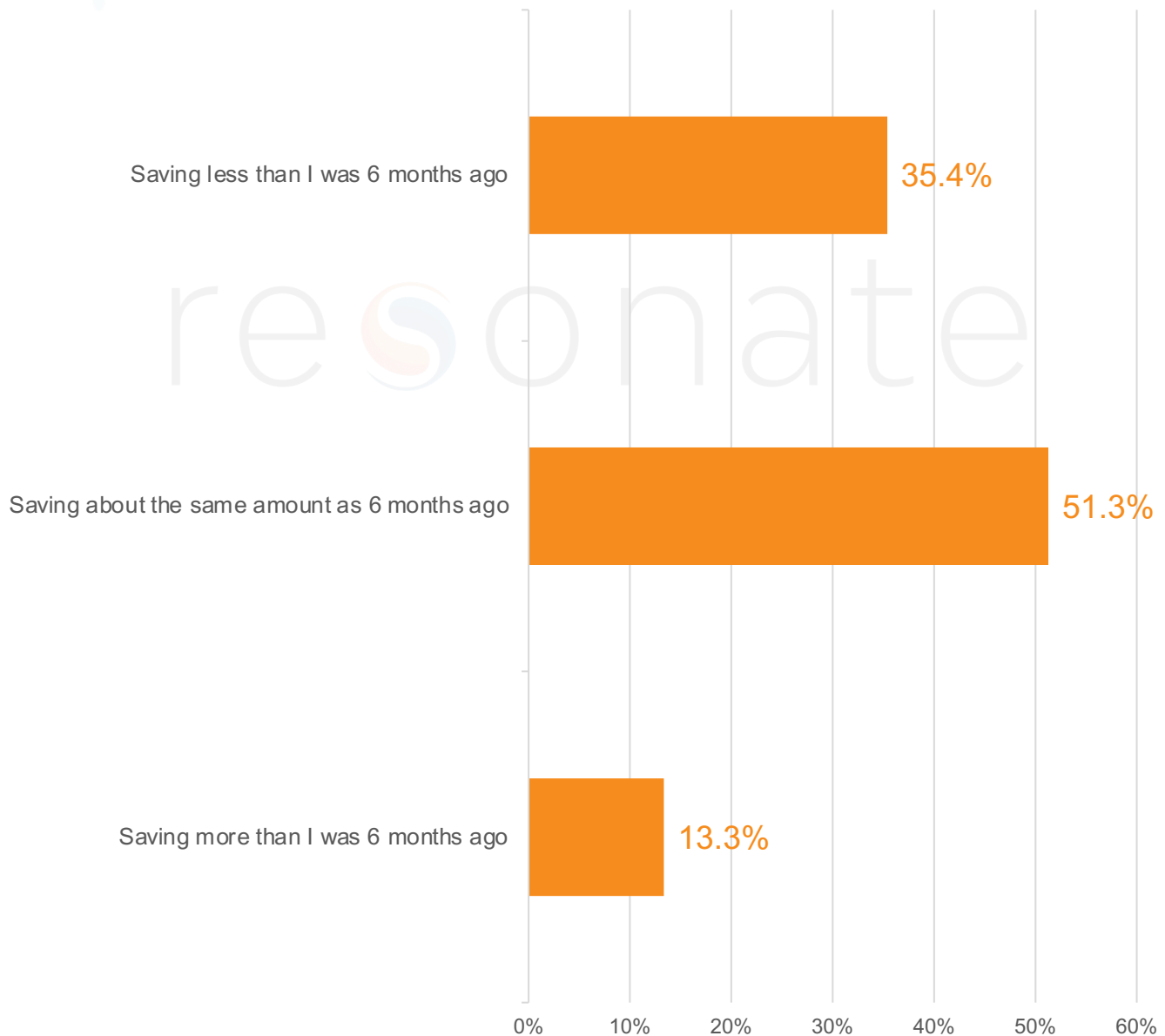
# CONSUMERS ARE STARTING TO FEEL THE BURDEN OF INFLATION

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



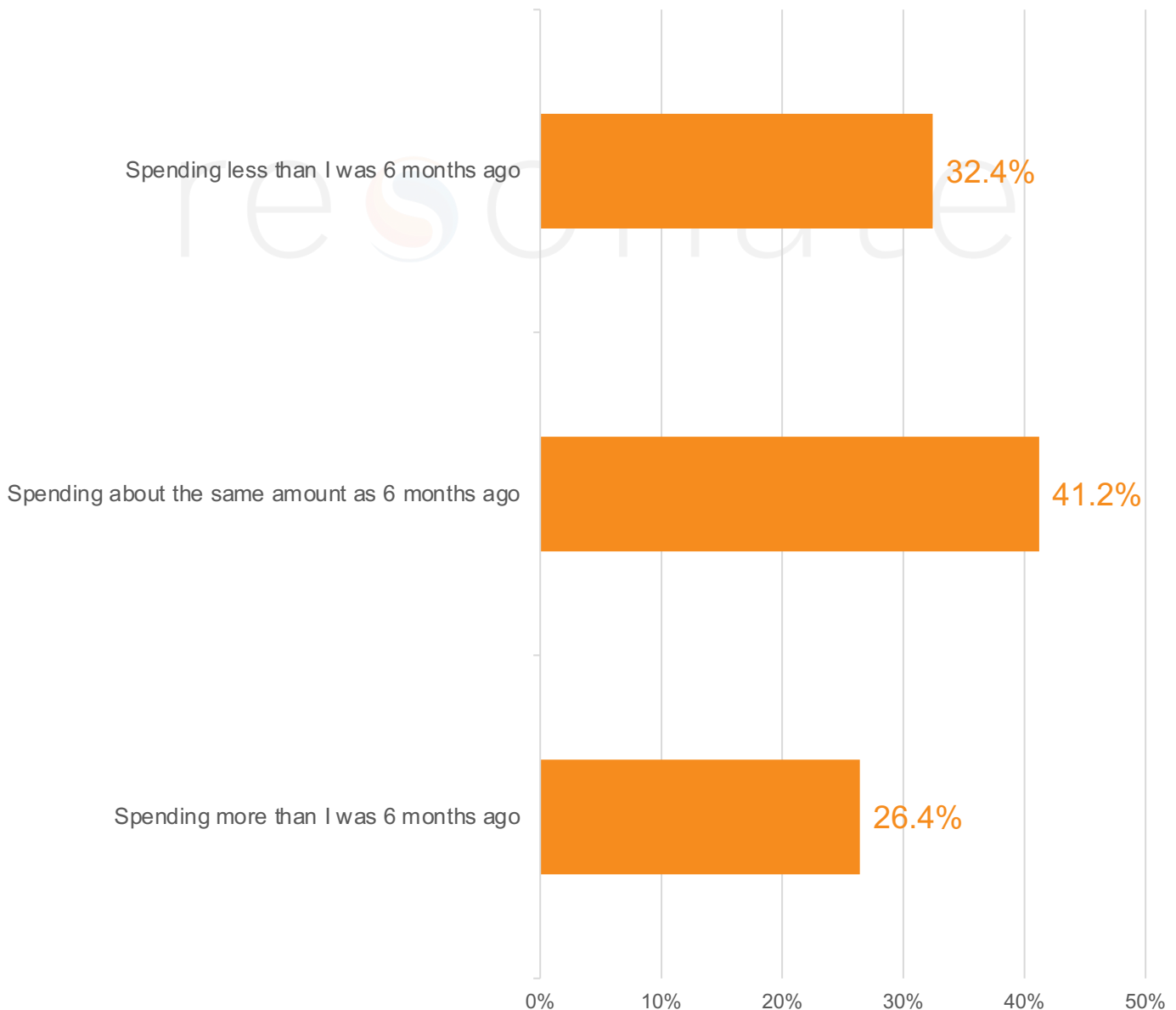
# OVERALL SAVING SENTIMENT

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?



# OVERALL SPEND SENTIMENT

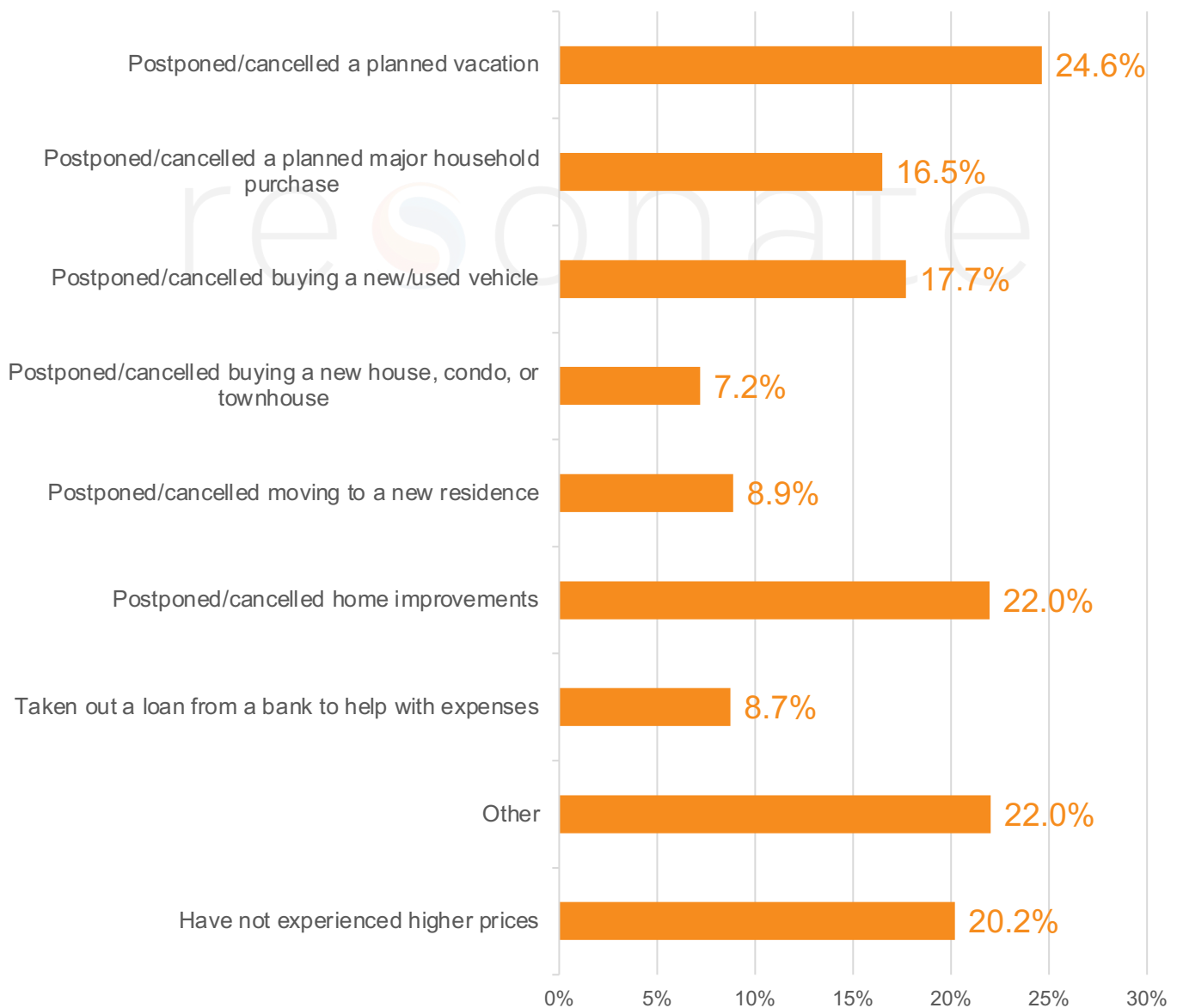
There are many products and services that an individual spends money on such as rent/mortgage, gas, food, and healthcare. In addition, spending can go up or down based on the price of products/services or the frequency that those products/services are purchased. Compared to this time 6 months ago, how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



# CONSUMERS, FEELING THE PINCH, MAKE CHANGES TO BIG TICKET SPENDING

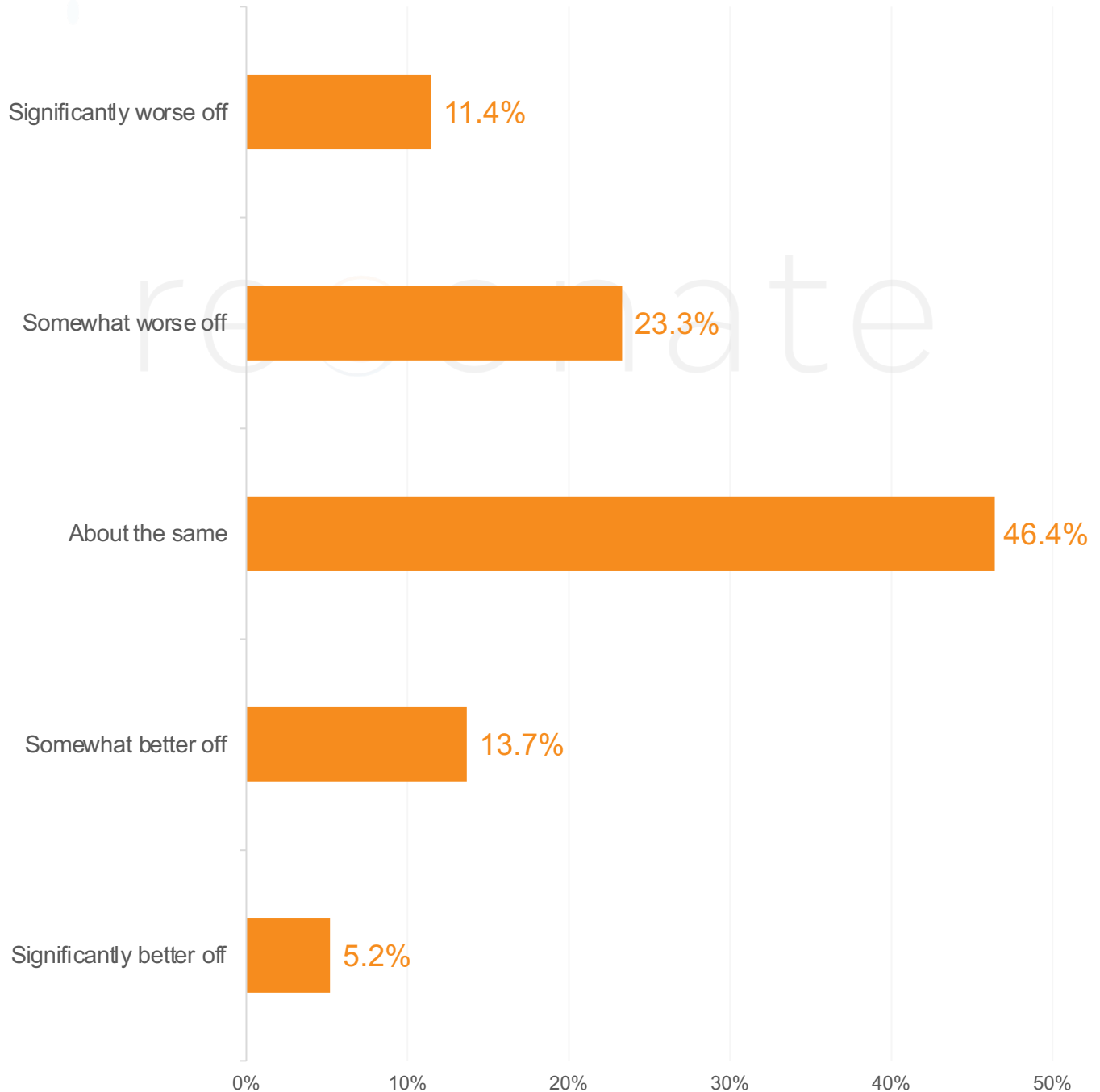
Which of the following actions has your household taken in the last 6 months, as a result of changes in the price of goods/services?

Please select all that apply



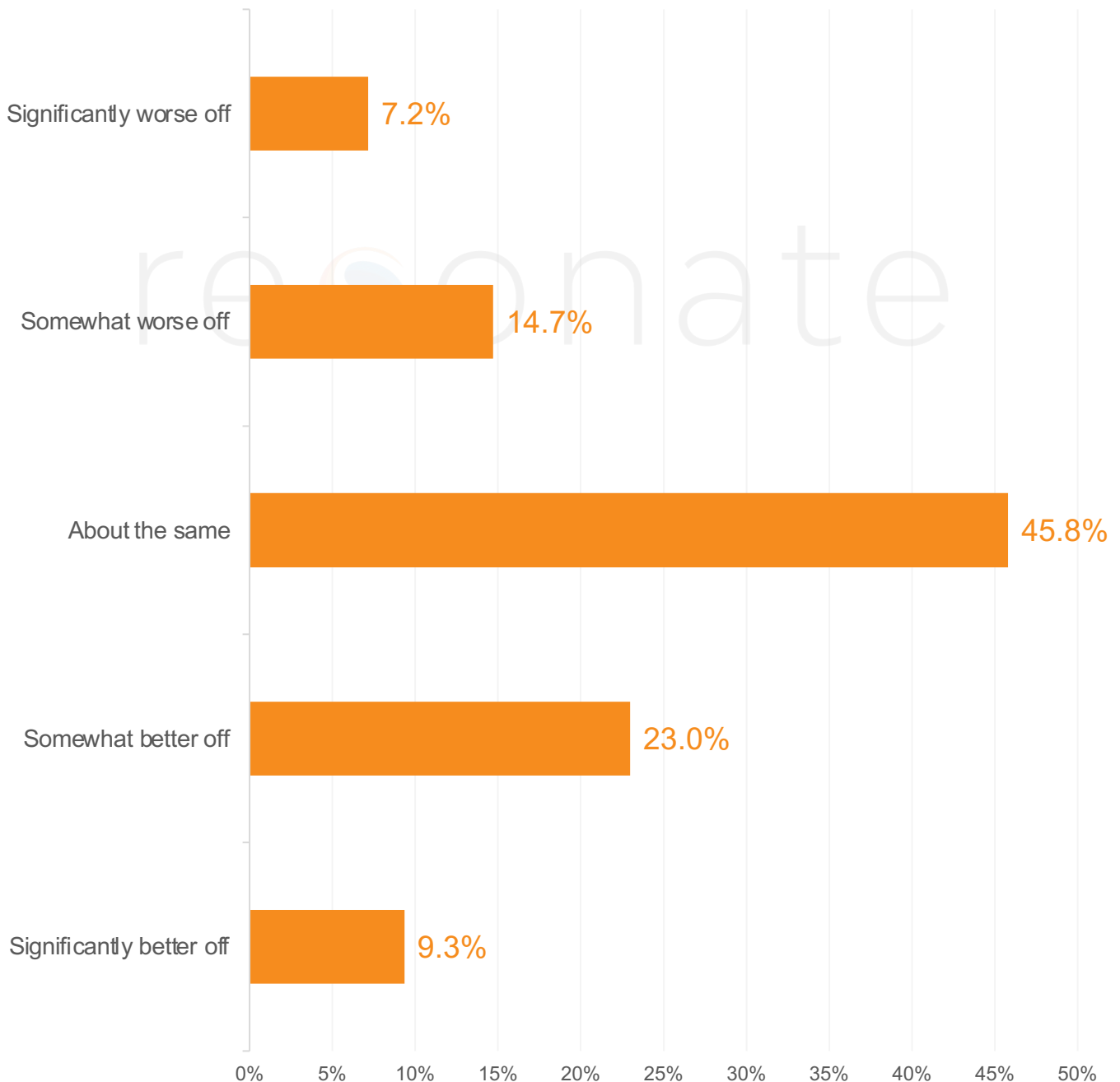
# NO MAJOR SHIIFT TO OVERALL PERSONAL FINANCE SENTIMENT

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



# CONSUMERS ARE FAIRLY BULLISH ON THE NEXT 6 MONTHS, ECONOMICALLY

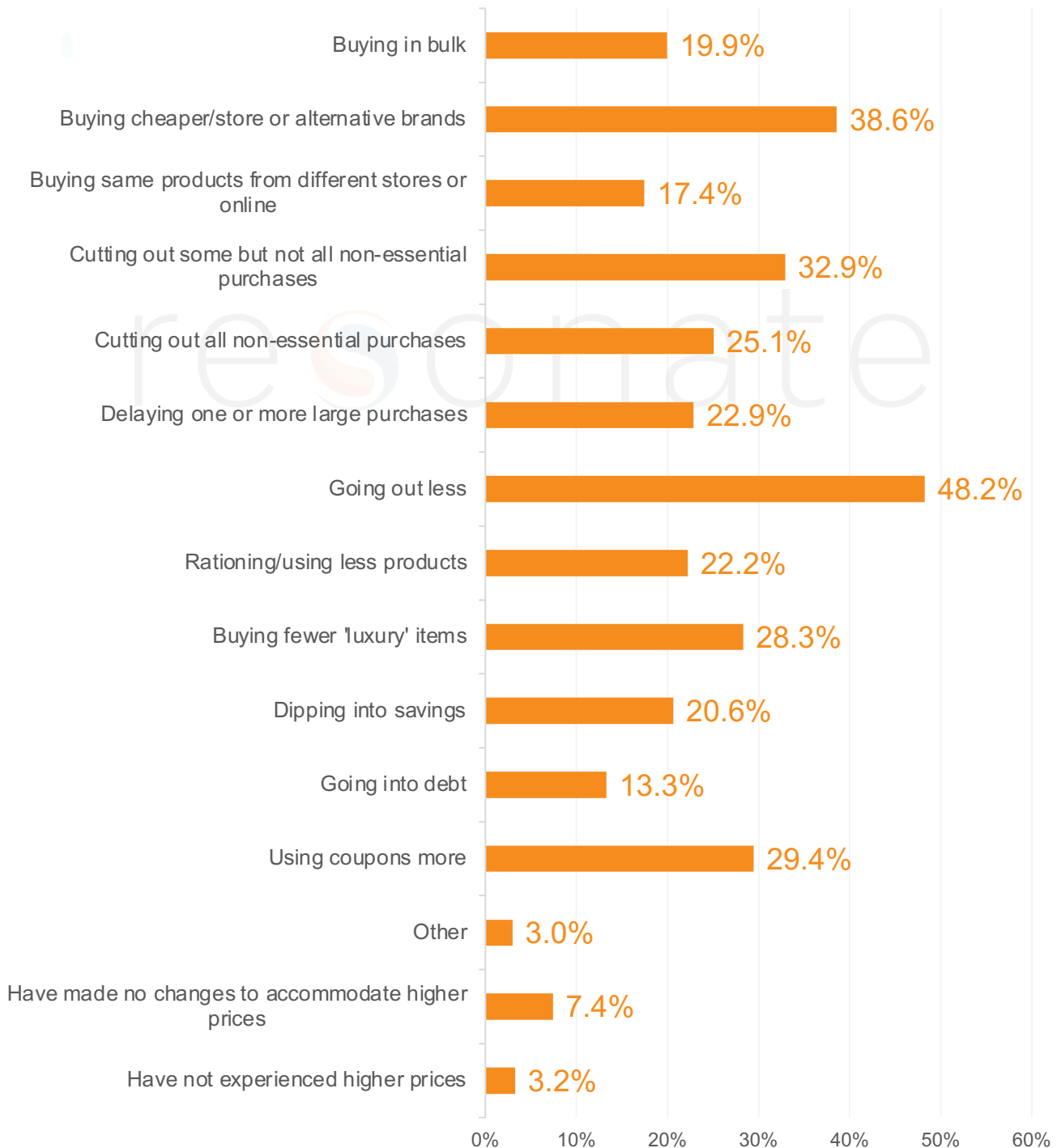
In the next 6 months, do you expect to be financially better or worse off than you are today?





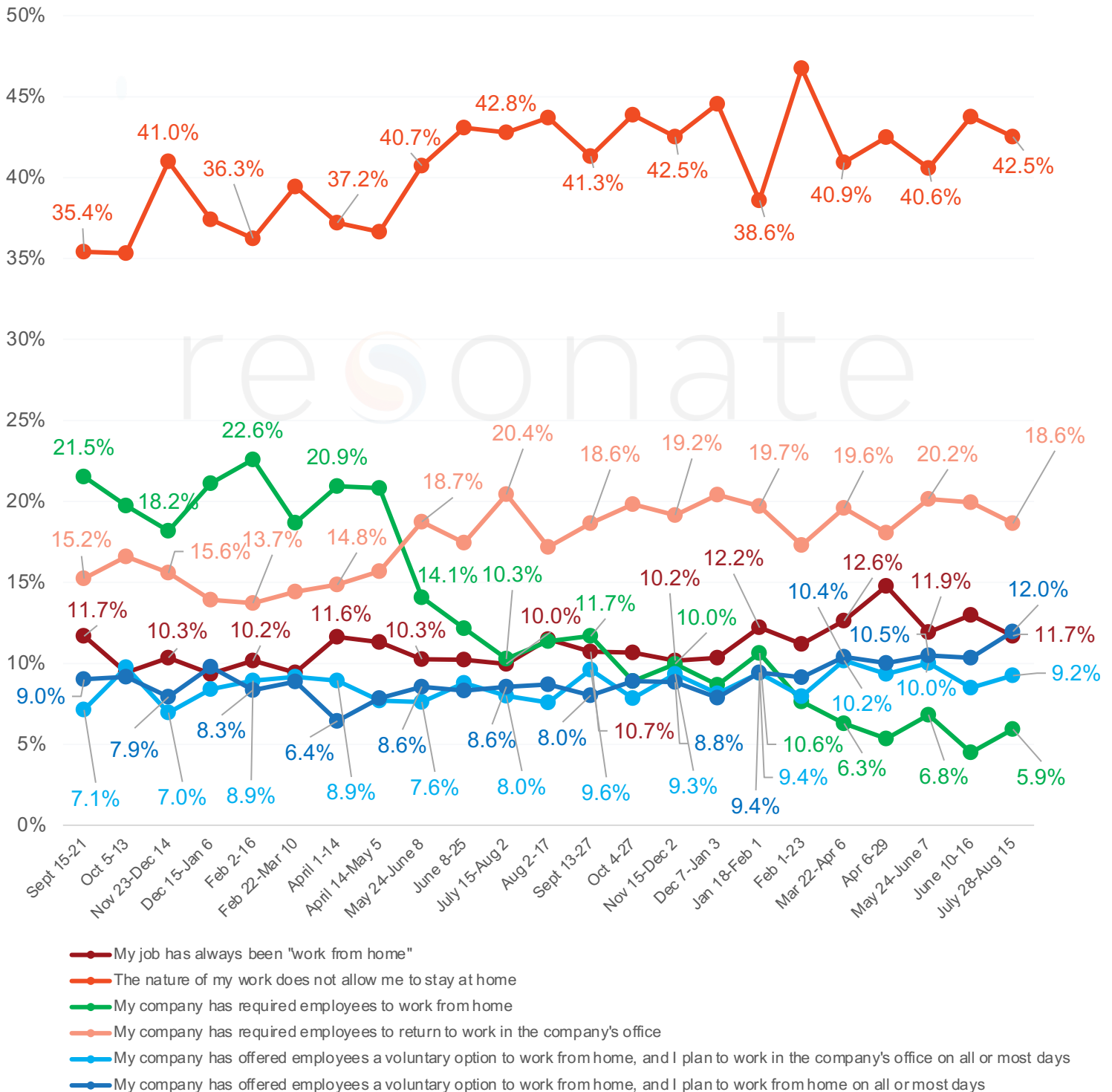
# DISCRETIONARY SPENDING ON SOCIAL ACTIVITIES TAKES THE BIGGEST HIT

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



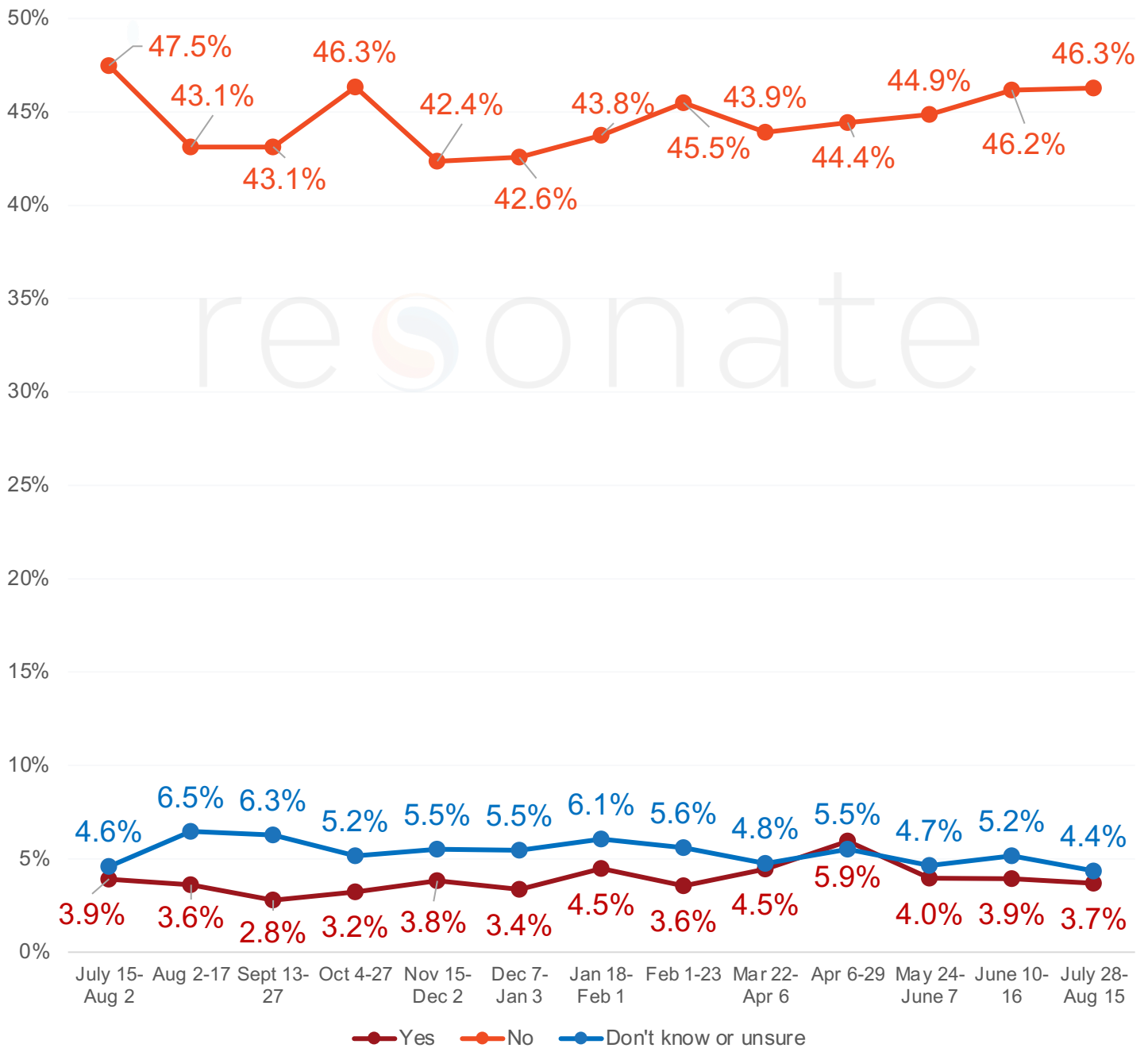
# EMPLOYERS REMAIN FLEXIBLE ON RETURN TO OFFICE MANDATES

Which of the following best describes your work situation?



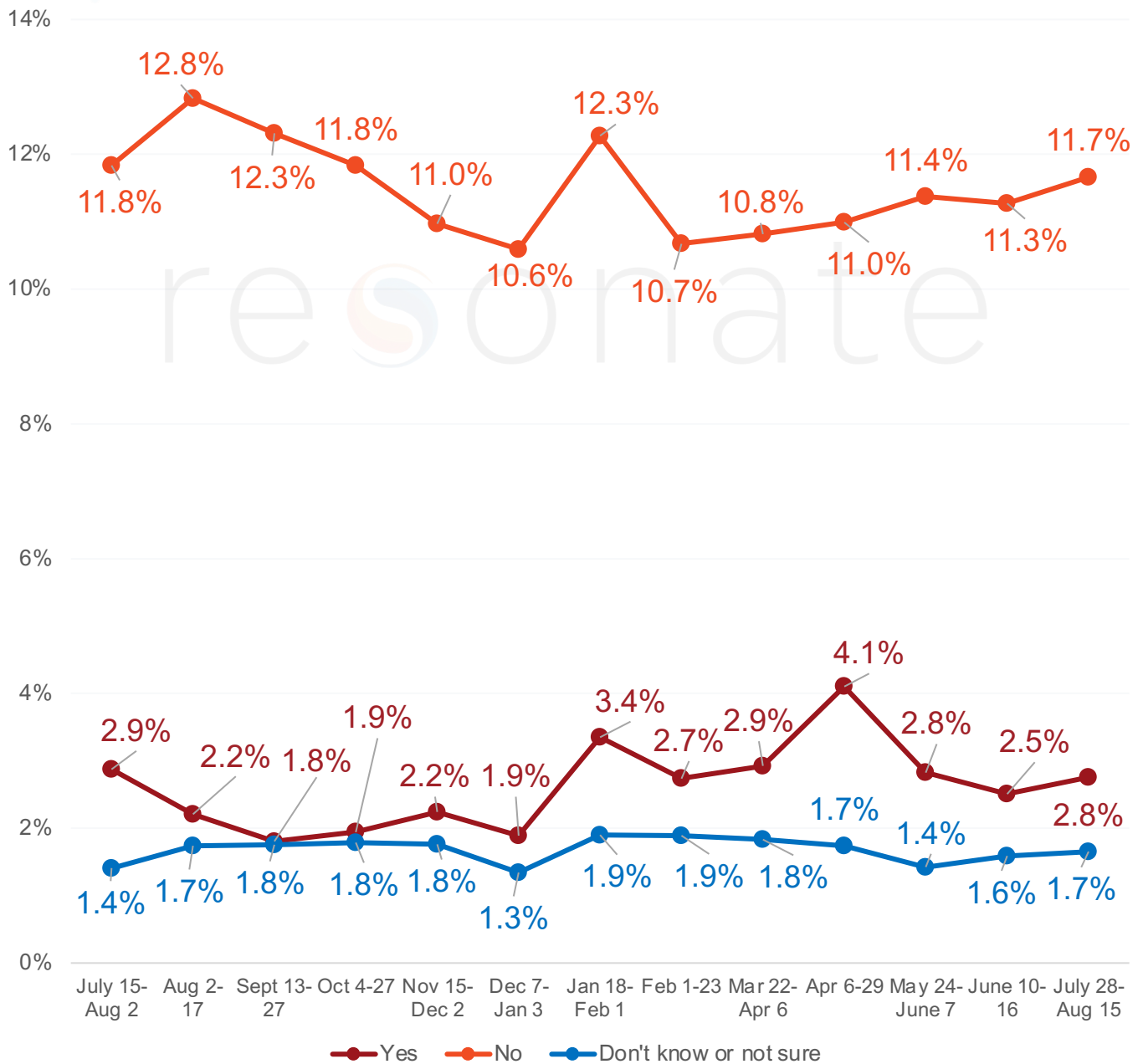
# WORKPLACE DEPARTURES LEVEL OFF

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



# WORKERS MAKING THE GREAT ESCAPE SLOWS

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? Note: This question only applies to those who also answered they work from home.

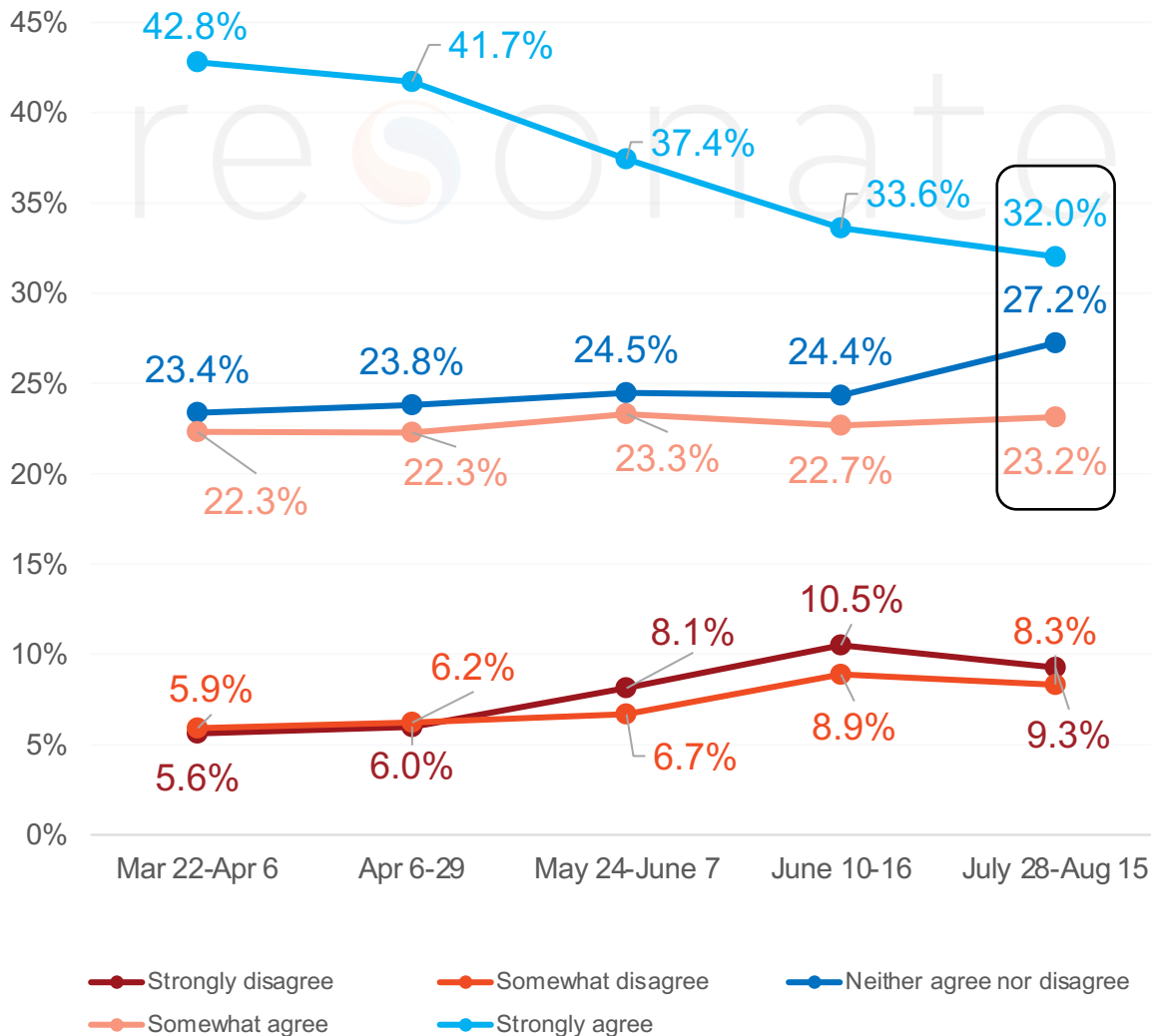




# A DECLINE FOR SUPPORT FOR BAN ON RUSSIAN OIL CONTINUES

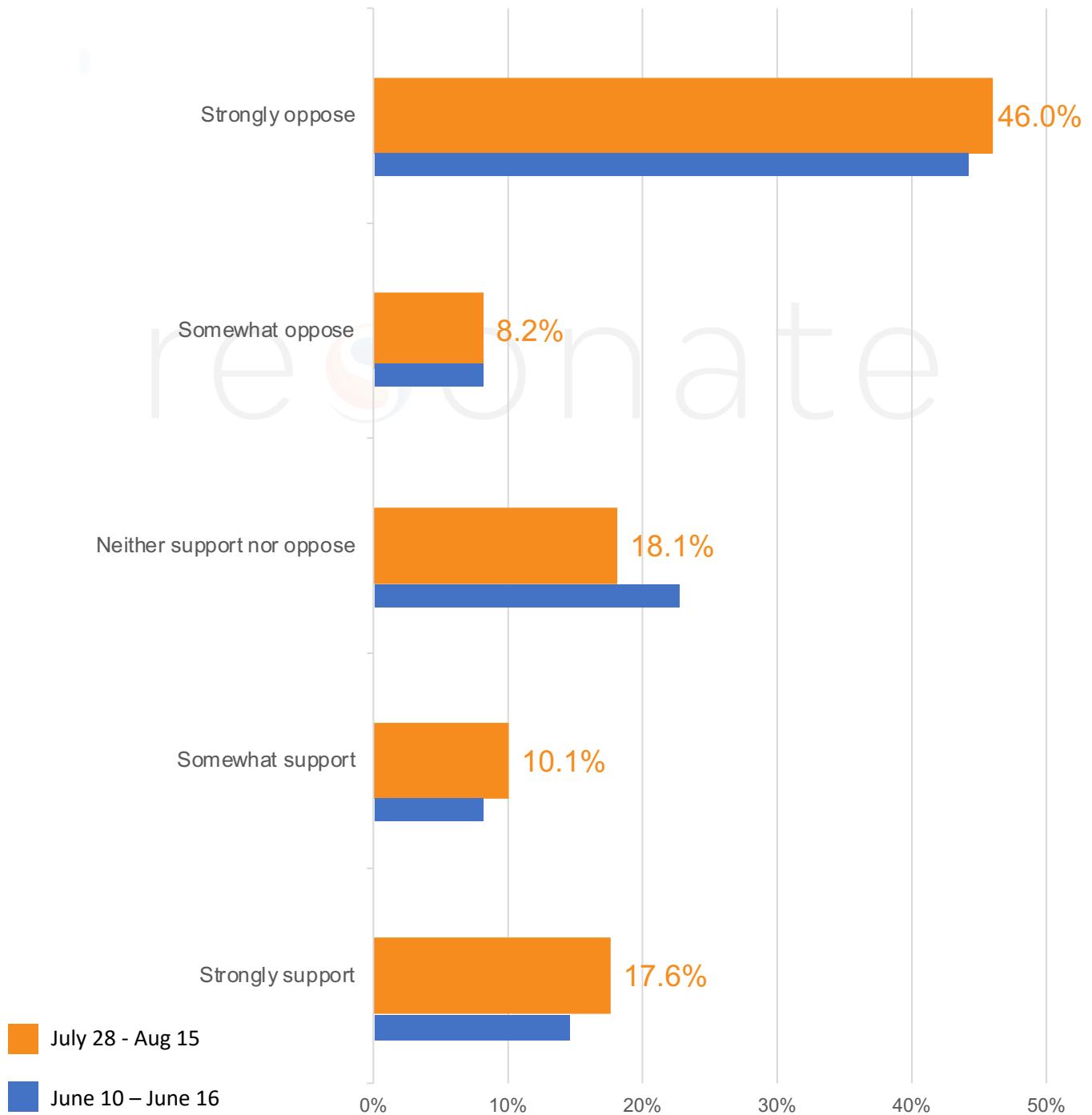
Recently, in response to Russia invading Ukraine, President Biden banned the importing of gas and oil from Russia in order to put more strain on their economy and pressure the Russian government to pull out of their war in Ukraine. To what extent do you agree or disagree with the following statement:

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.



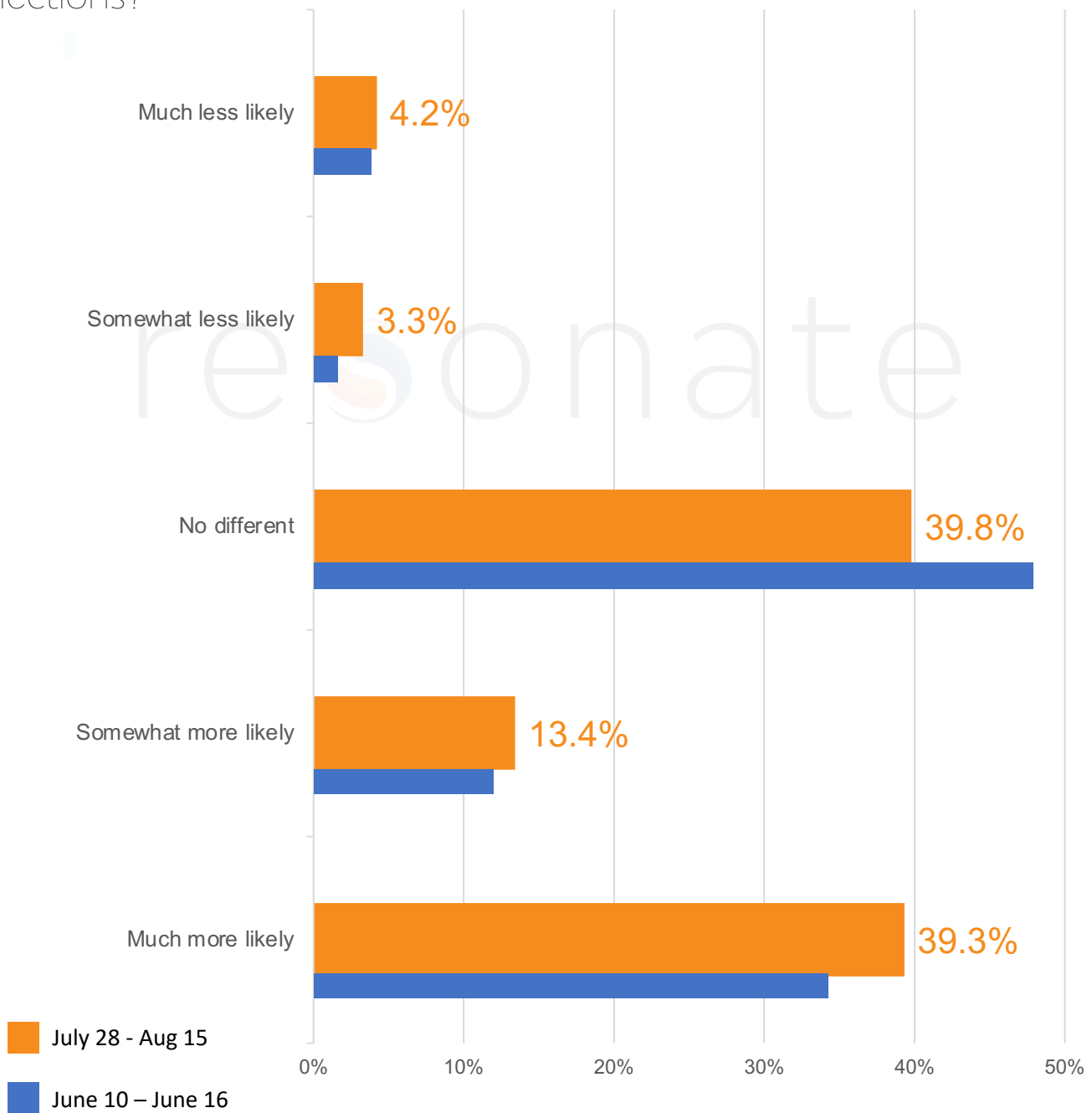
# 46% OPPOSE THE OVERTURNING OF ROE v. WADE

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



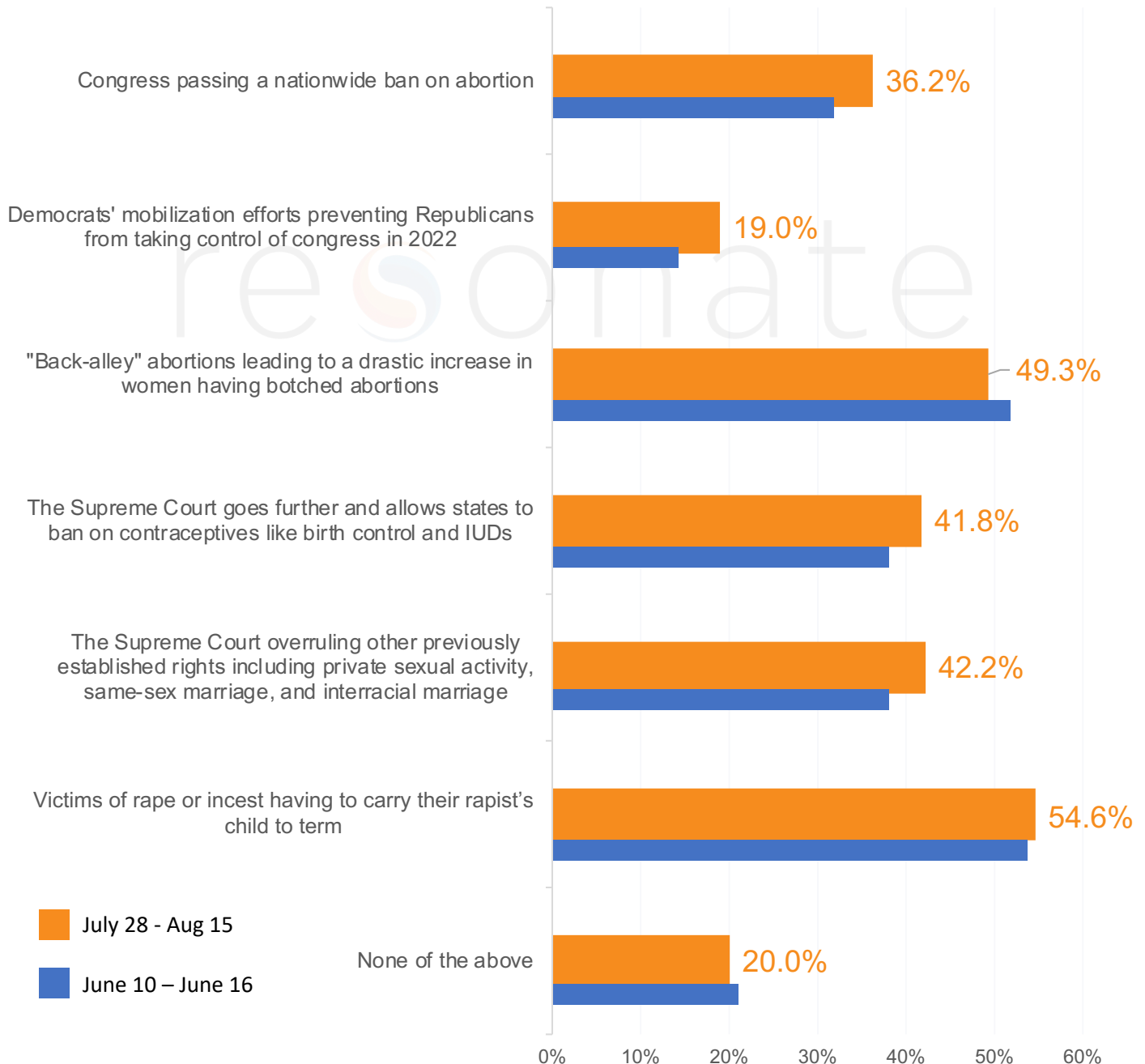
# ROE V. WADE CONTINUES TO BRING OUT VOTERS

On June 24, 2022 the Supreme Court overturned Roe v Wade, and the right to have an abortion was left up to the states to decide. To what extent are you more or less likely to vote in the 2022 midterm elections?



# 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





# UNDERSTAND & ACT WITH CONTINUOUSLY UPDATED, AI-DRIVEN DATA

## PRIVACY-SAFE INTELLIGENCE THAT DRIVES CUSTOMER LIFETIME VALUE

Better understanding and taking 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. This allows you to build, model, size, and analyze any audience in minutes for use in persona development, segmentation, targeting, and more. When you are ready to engage these newly discovered audiences, simply activate directly to target across the programmatic ecosystem - CTV, video, display or deploy to your CRM, website, or e-commerce application.

## WANT TO SEE HOW RESONATE CAN HELP YOU DRIVE CUSTOMER LIFETIME VALUE AT ALL STAGES OF THE CUSTOMER LIFECYCLE?

Request a demo or contact your Customer Success Manager today.



REQUEST A DEMO