

resonate
WAVE32

Falling Into Year End

Resonate Recent Events Consumer Flash Study
Wave 32 – 2205A Oct 2022

FALLING INTO YEAR-END

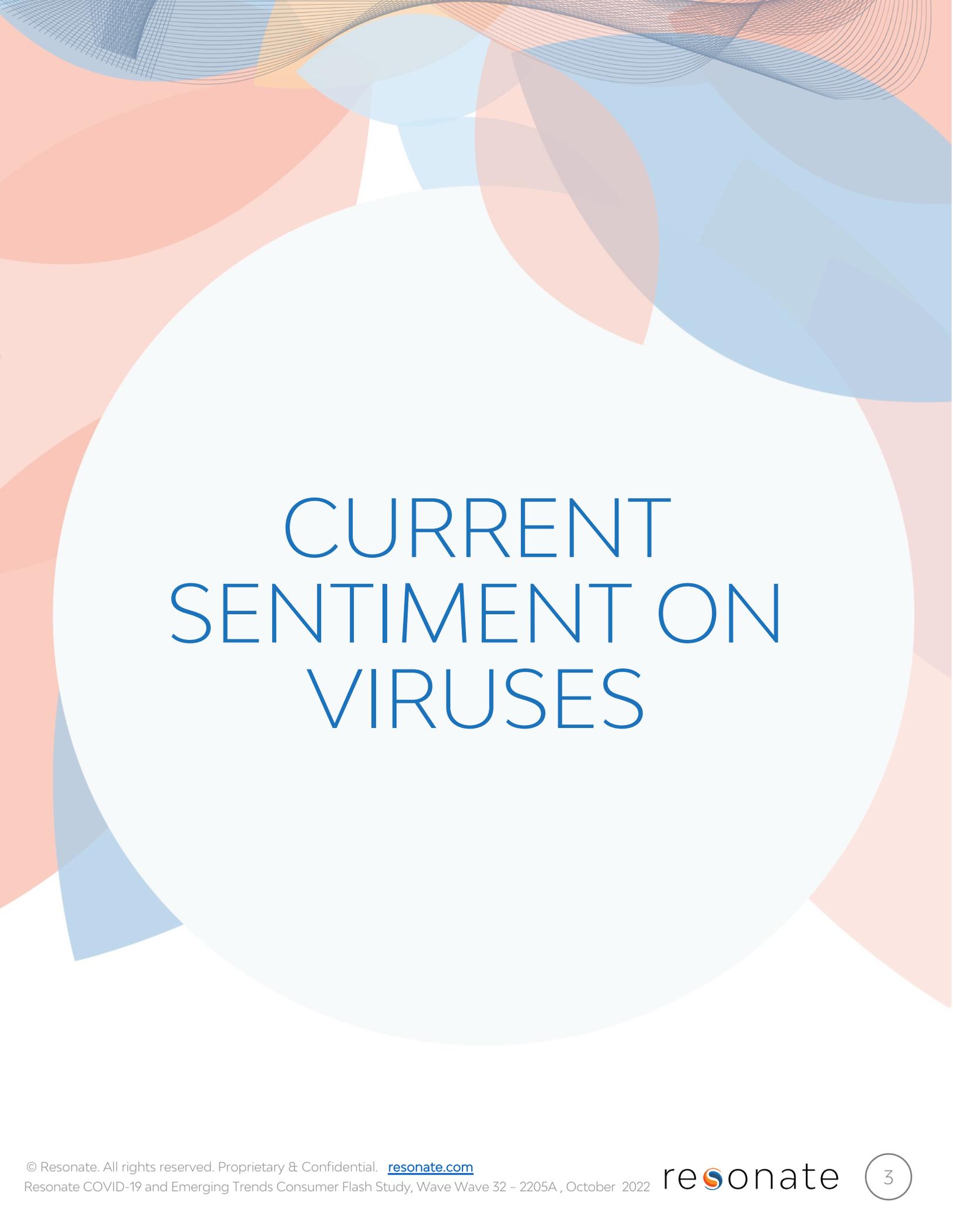
Instability increases and brands and their agency partners need to adapt. How do you lead with confidence during challenging times? Hope is not a strategy. But good data is. As consumers tighten their budgets, brands must adapt their strategies. You can't afford to lose a customer and it's harder to acquire them. Adjust your strategy and spend to meet customers where they are. Resonate data helps you make the right decisions.

Our Wave 32 report highlights the consumer data collected through October 4 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 data, better decisions, marketing that resonates. That's our goal.



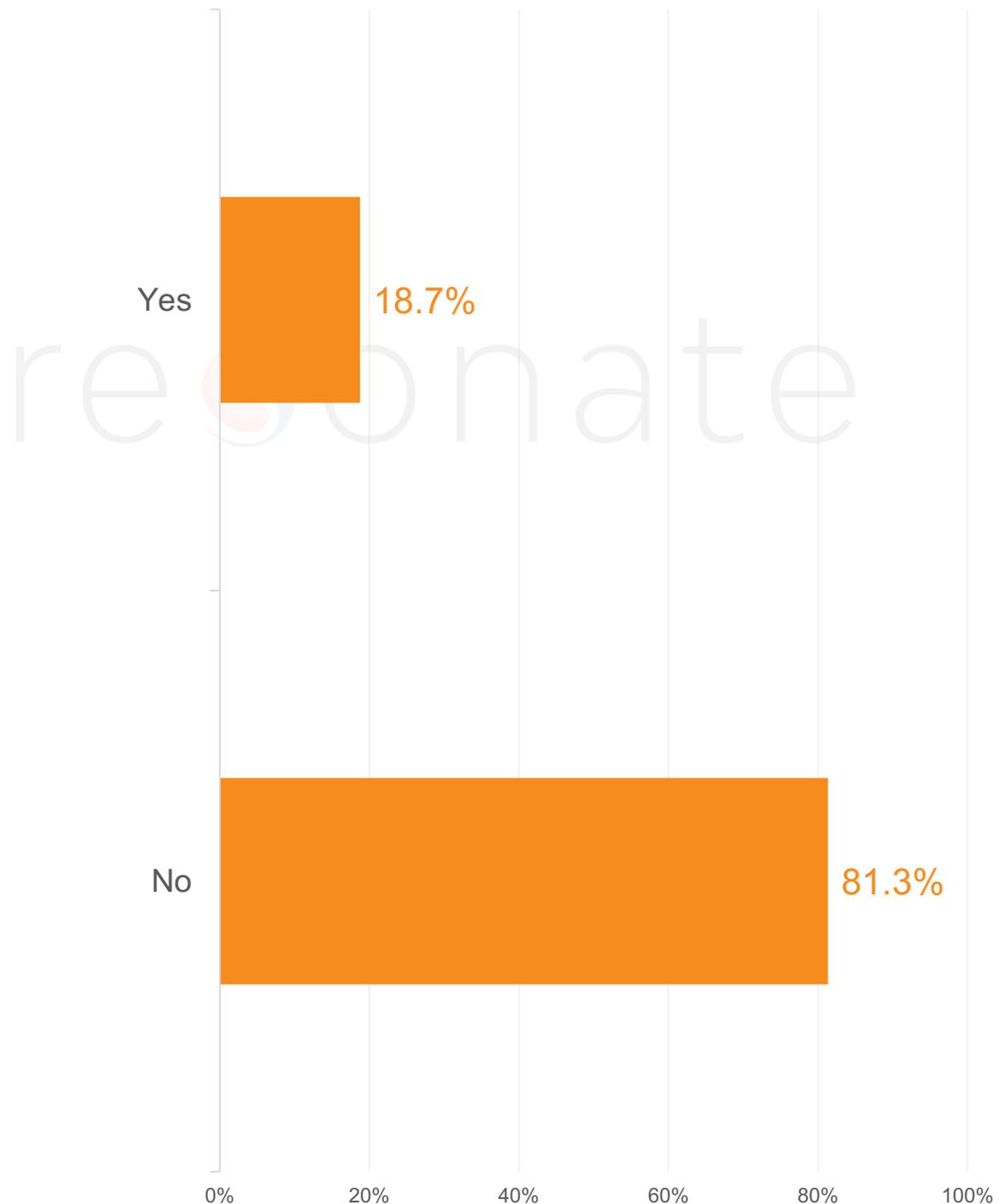
See It In Action



CURRENT SENTIMENT ON VIRUSES

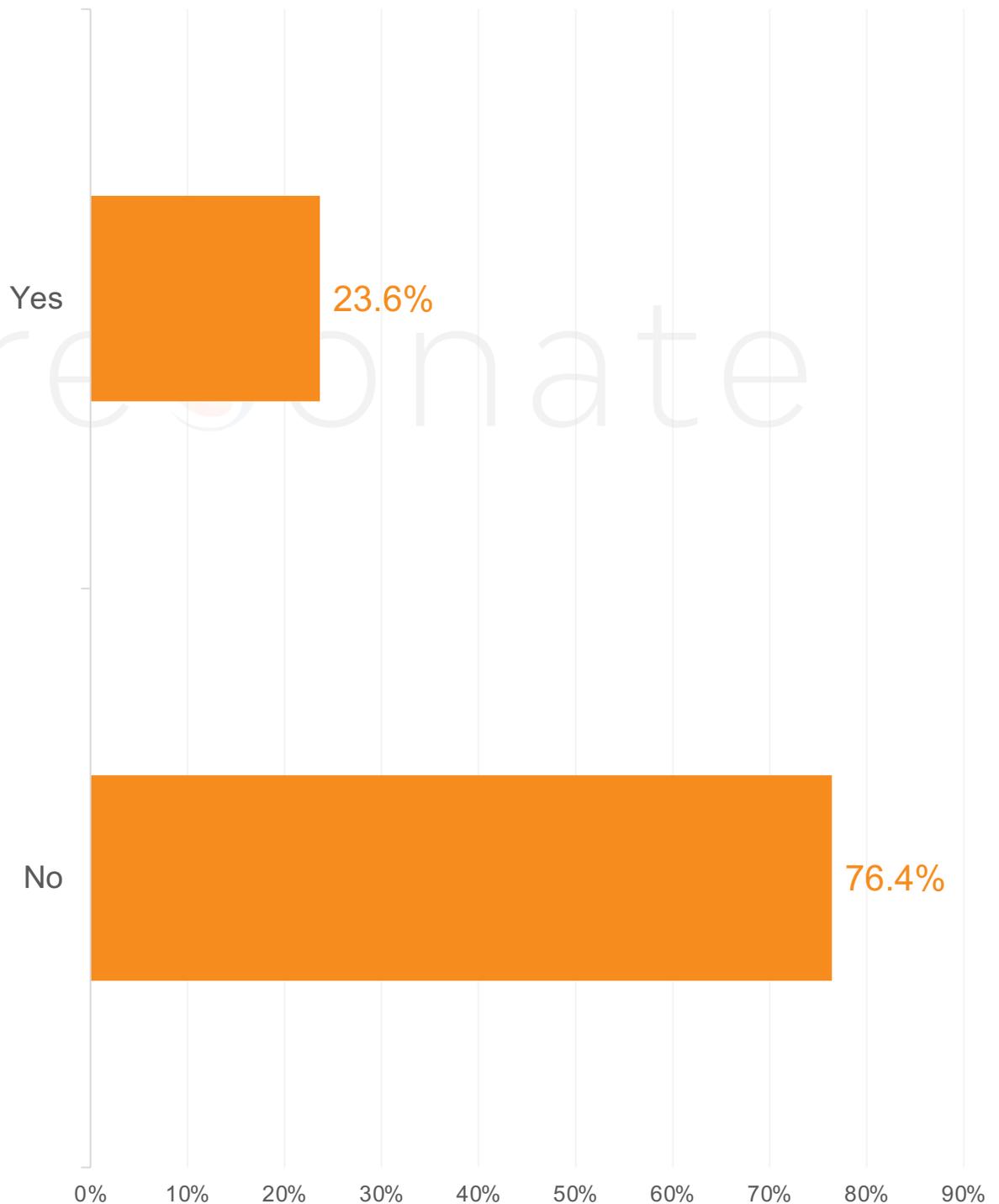
MAJORITY OF AMERICANS ARE UNCONSTRAINED BY COVID CONCERNS

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?



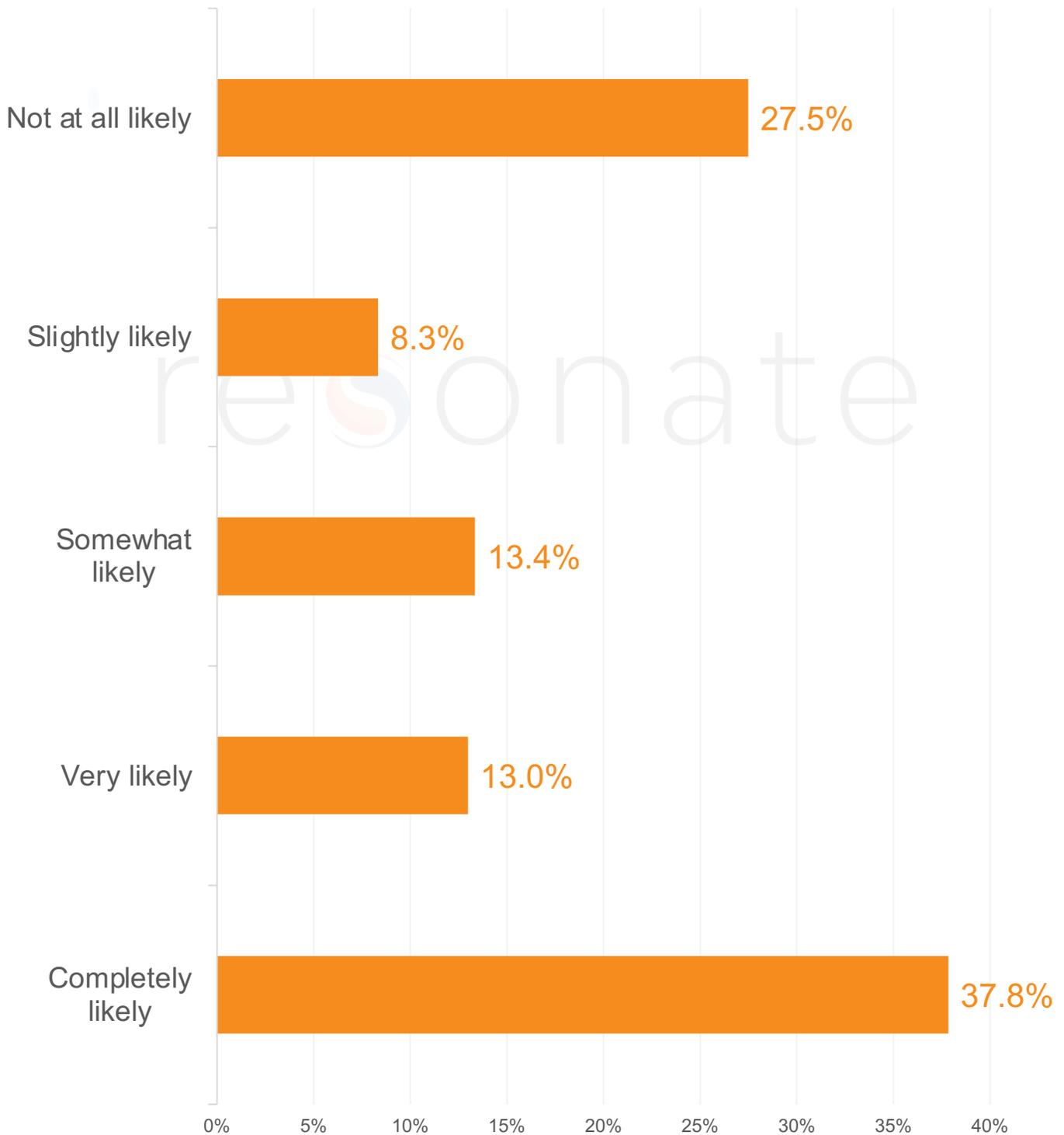
ONLY 24% ARE AVOIDING PUBLIC EXPOSURE

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?



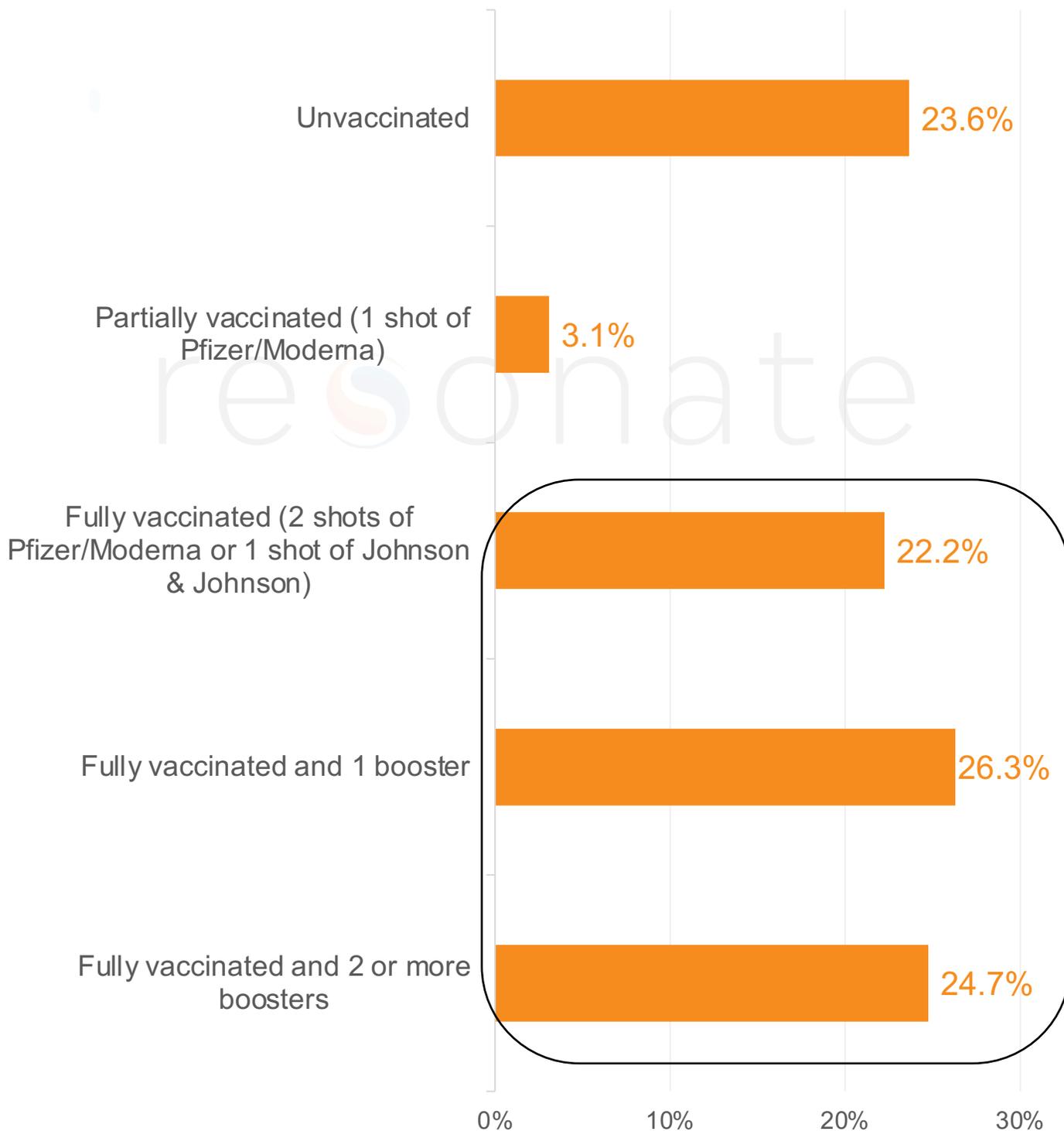
ONLY 38% WILL GET THE SEASONAL FLU VACCINE

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



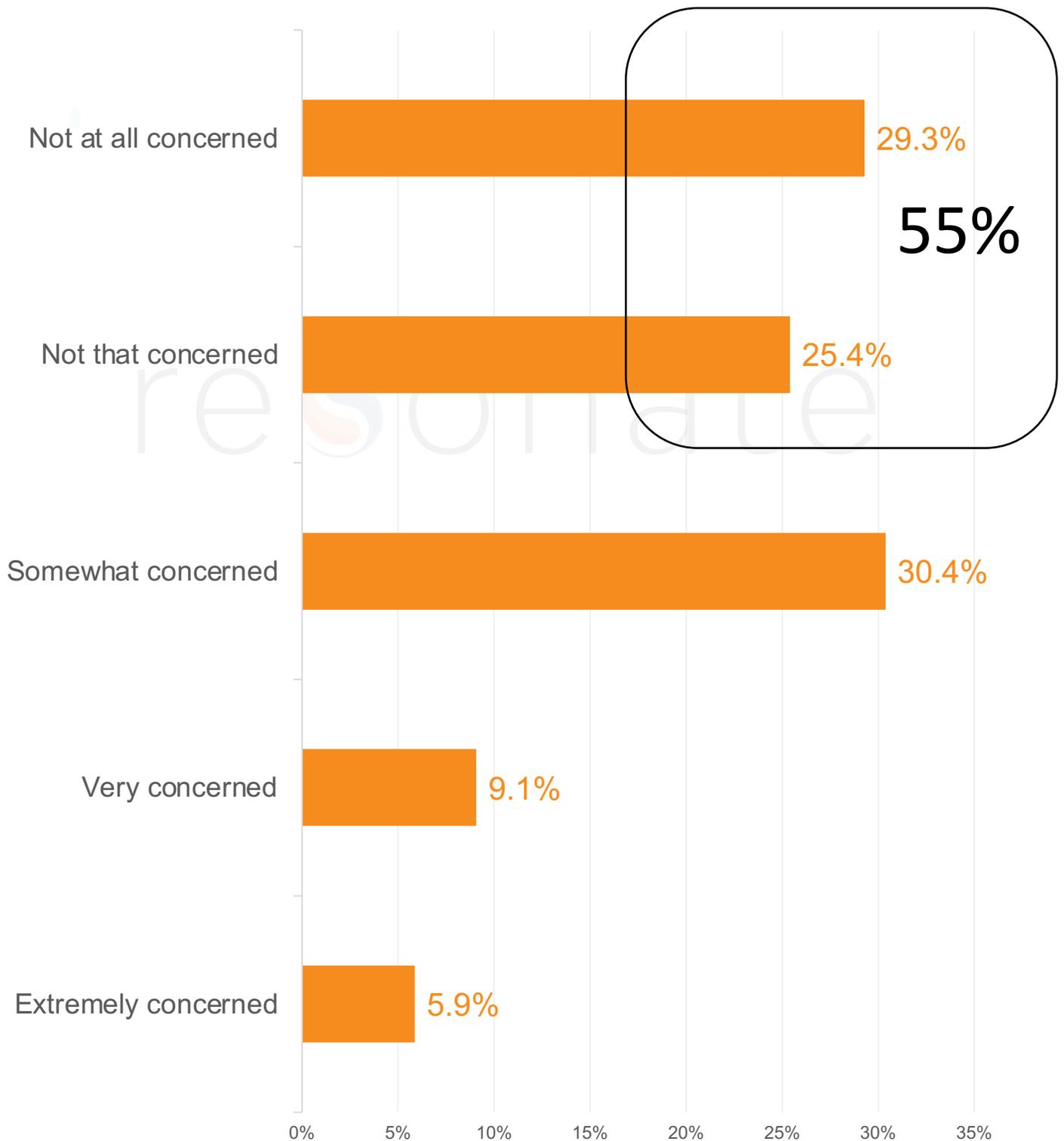
73% HAVE RECEIVED TWO OR MORE DOSES OF THE COVID-19 VACCINE

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



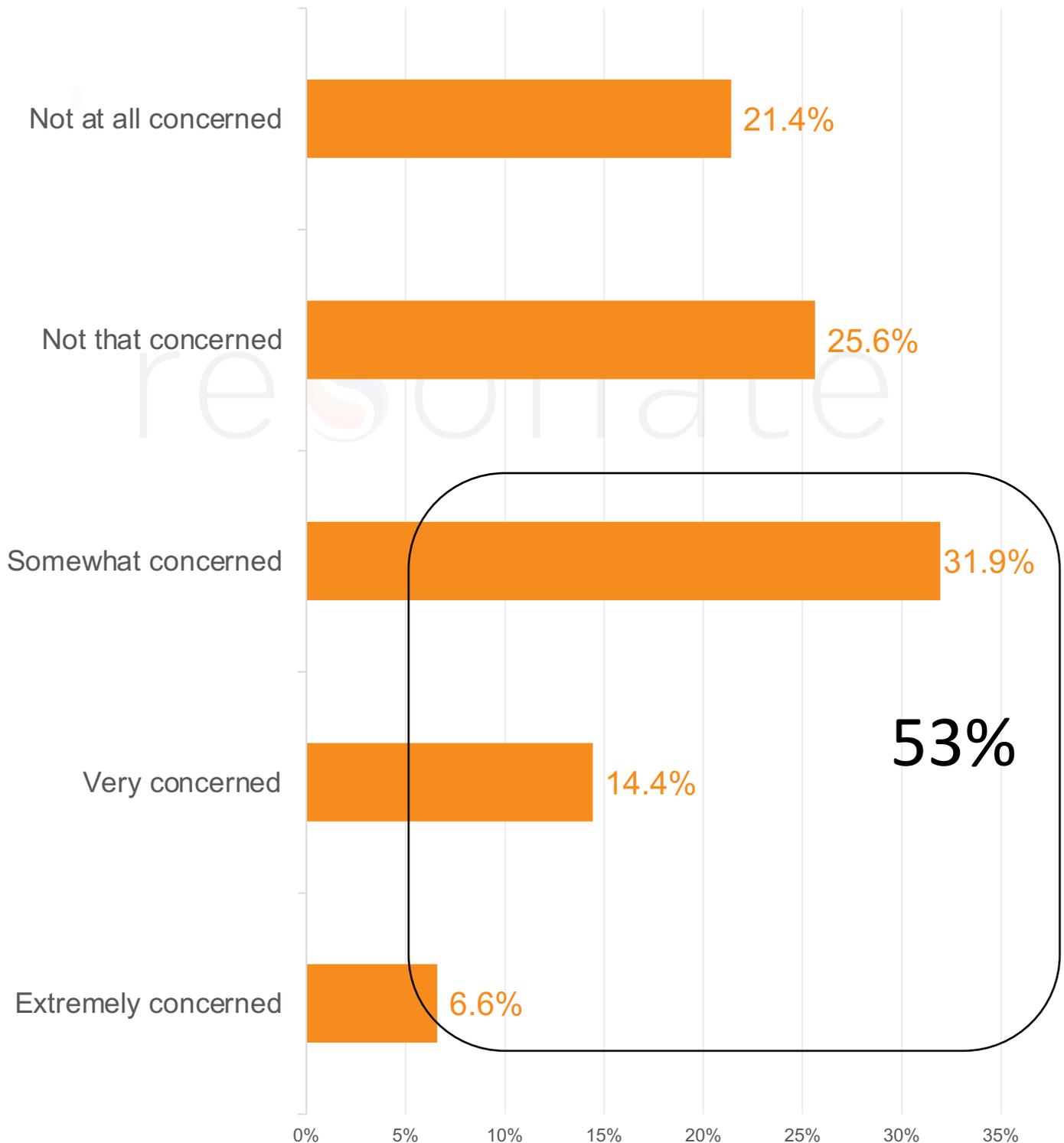
55% ARE NOT CONCERNED ABOUT BEING IN PUBLIC AREAS

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



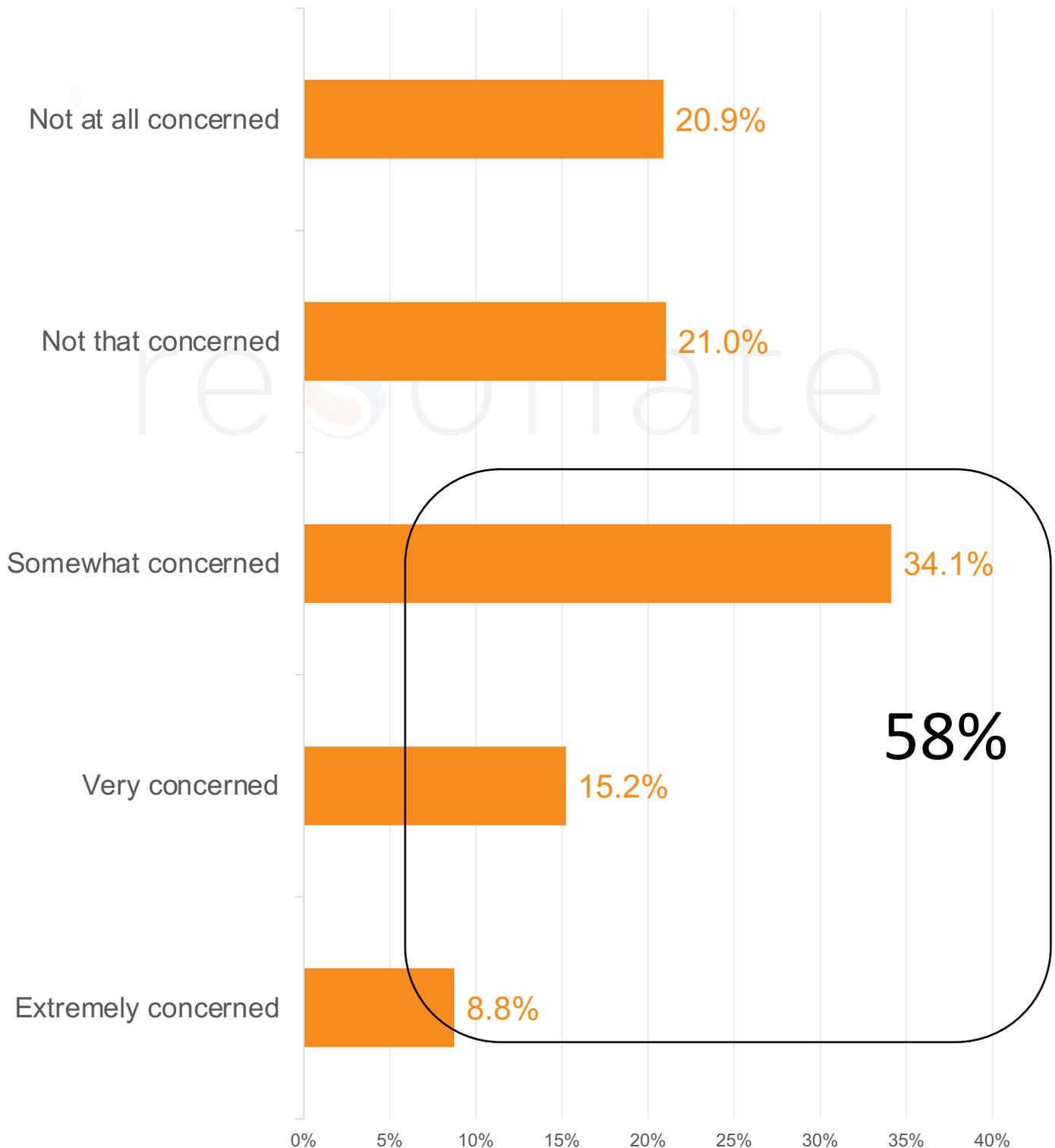
53% ARE CONCERNED ABOUT THE SEASONAL FLU

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



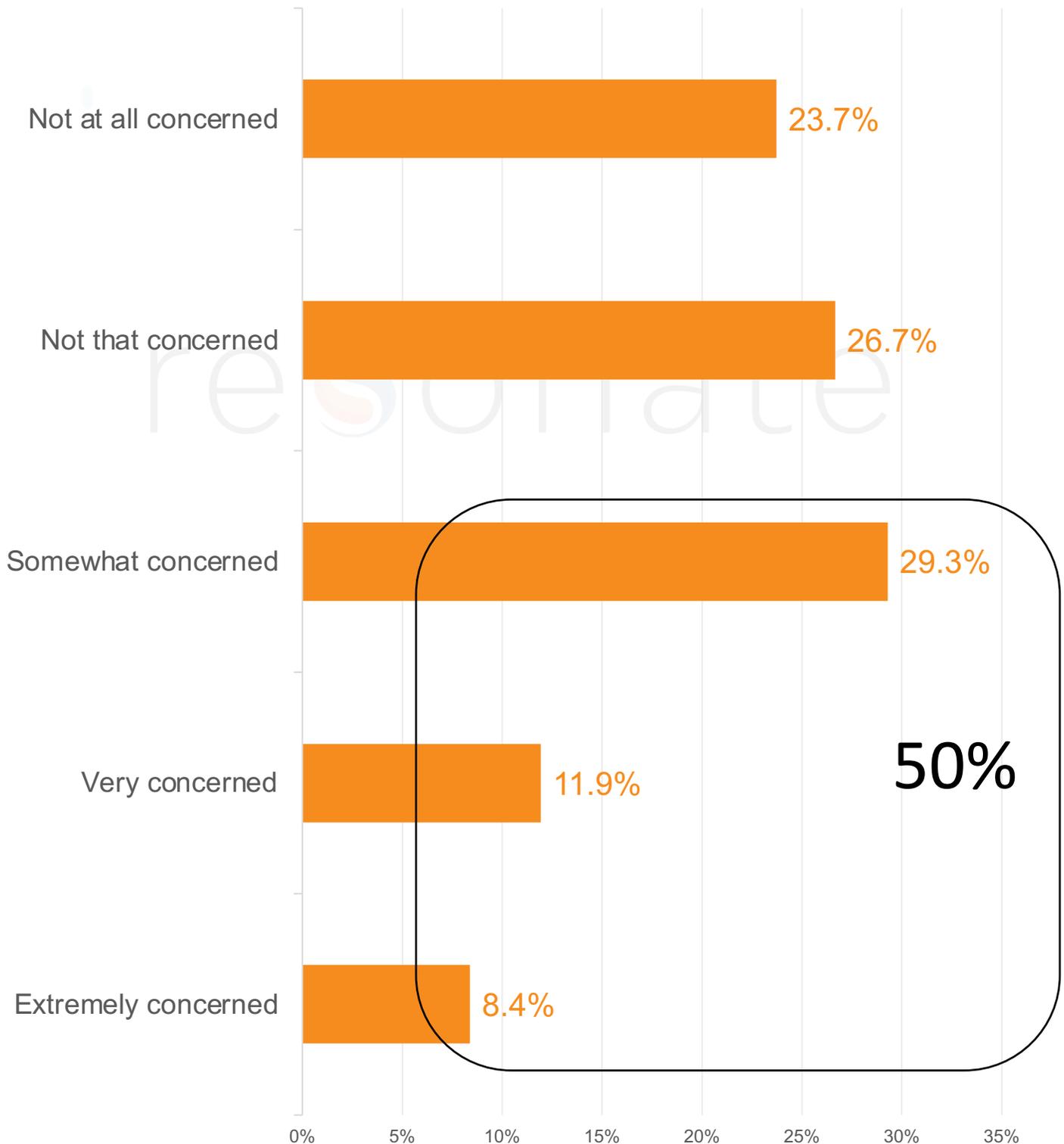
58% REMAIN CONCERNED ABOUT COVID-19 SPREADING

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



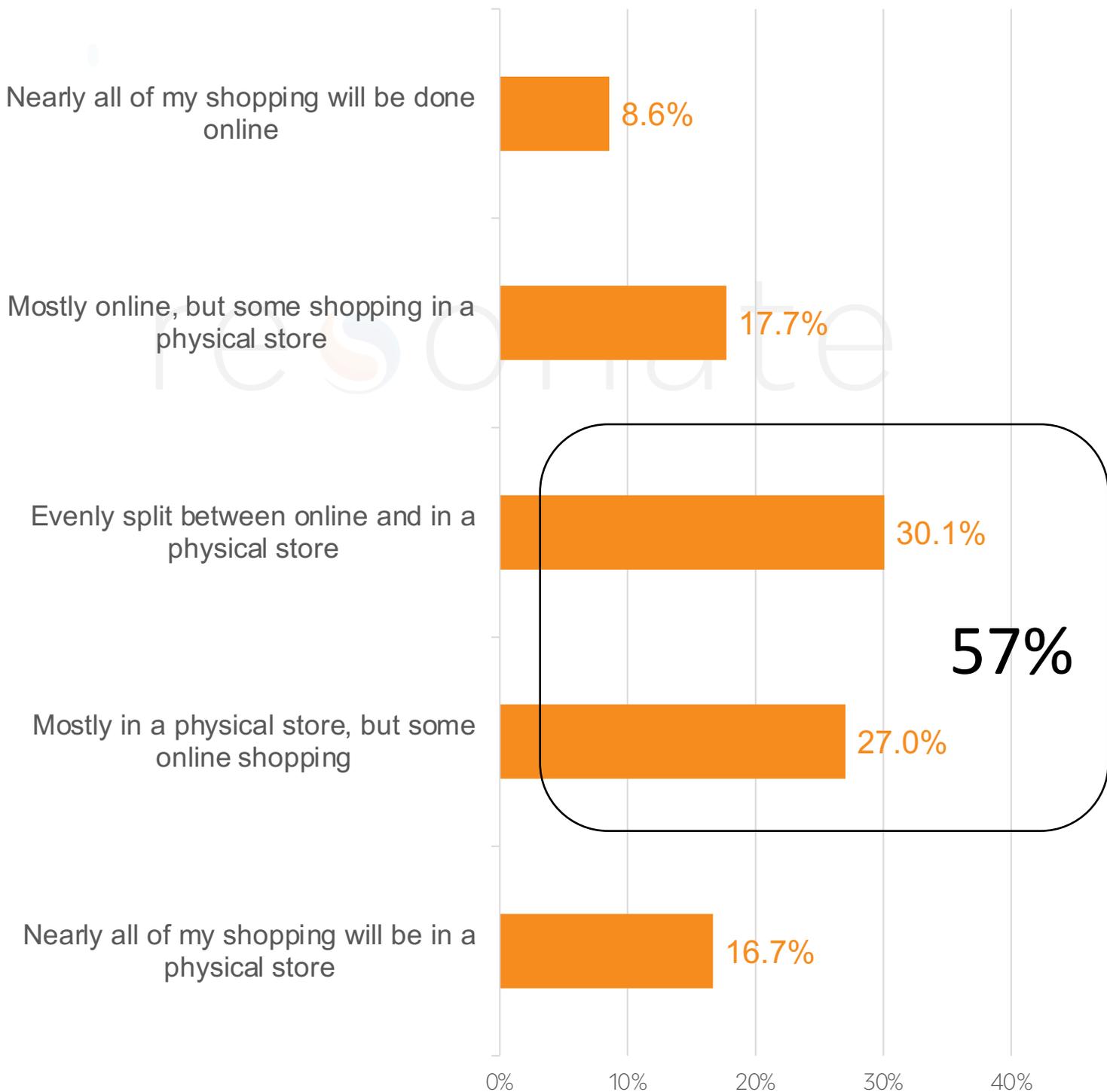
50% REPORT BEING CONCERNED ABOUT MONKEYPOX

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



57% PLAN TO SHOP HYBRID

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

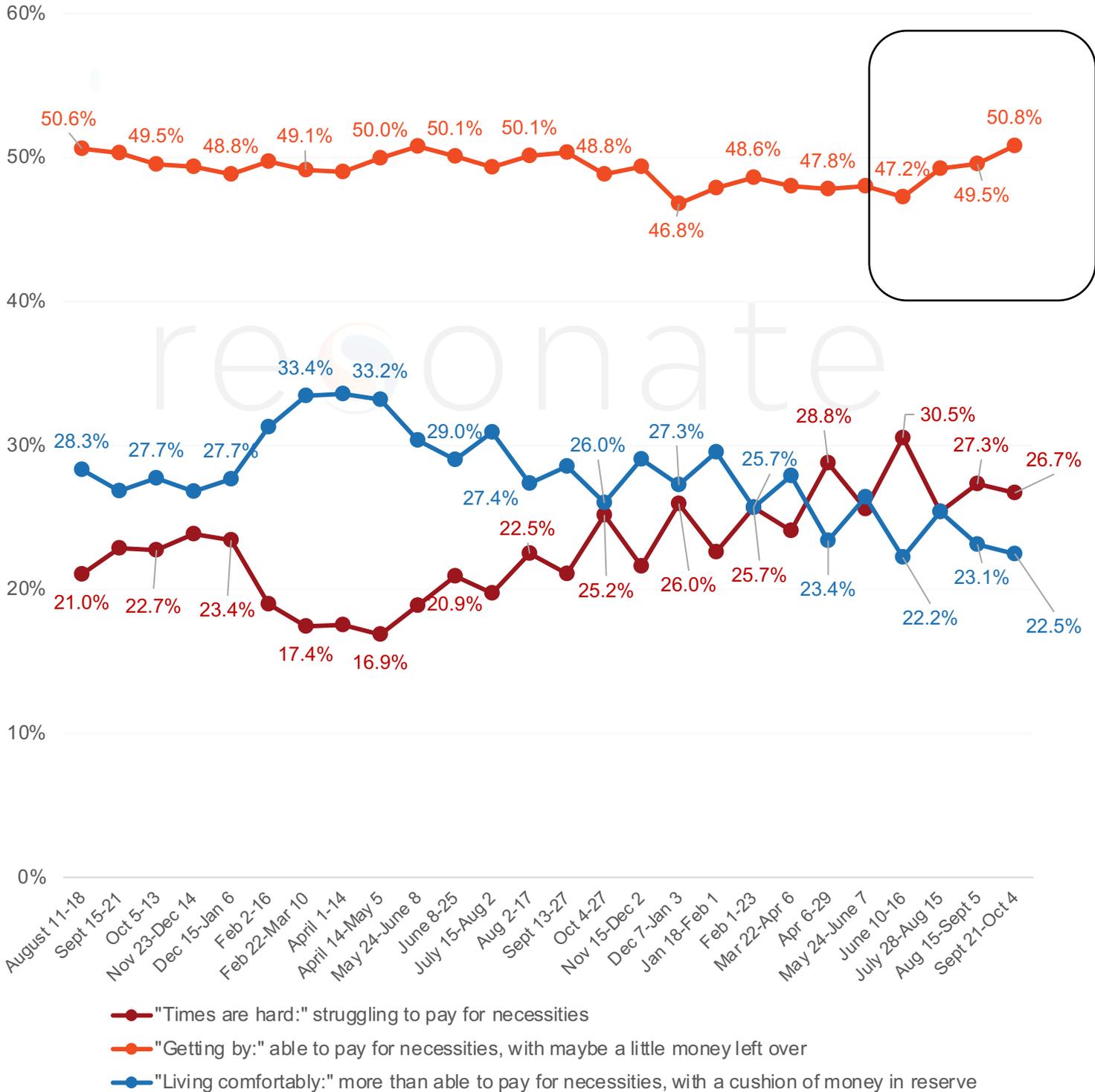




CURRENT FINANCIAL OUTLOOK

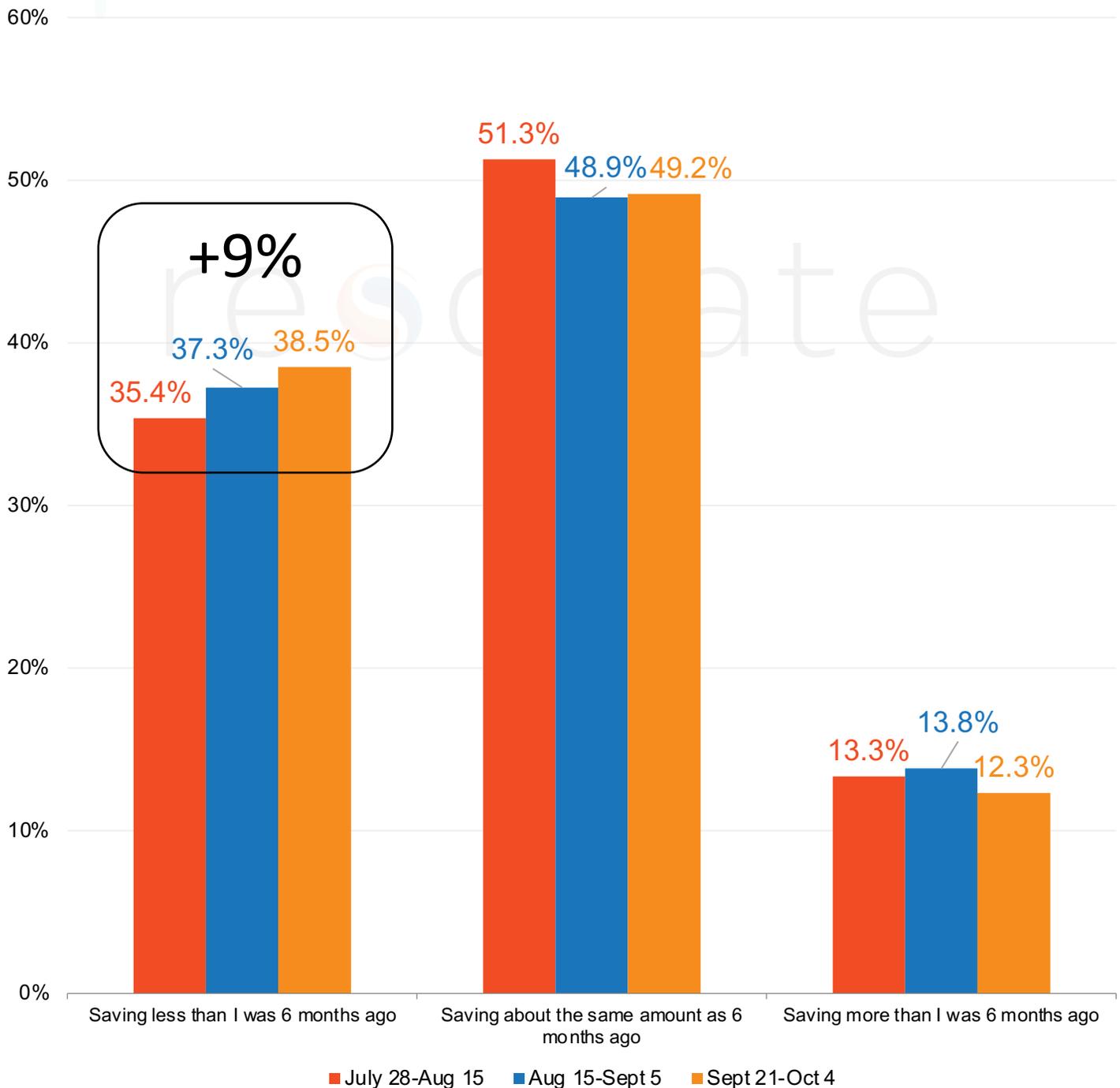
INCREASE IN THOSE WHO REPORT 'JUST GETTING BY'

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



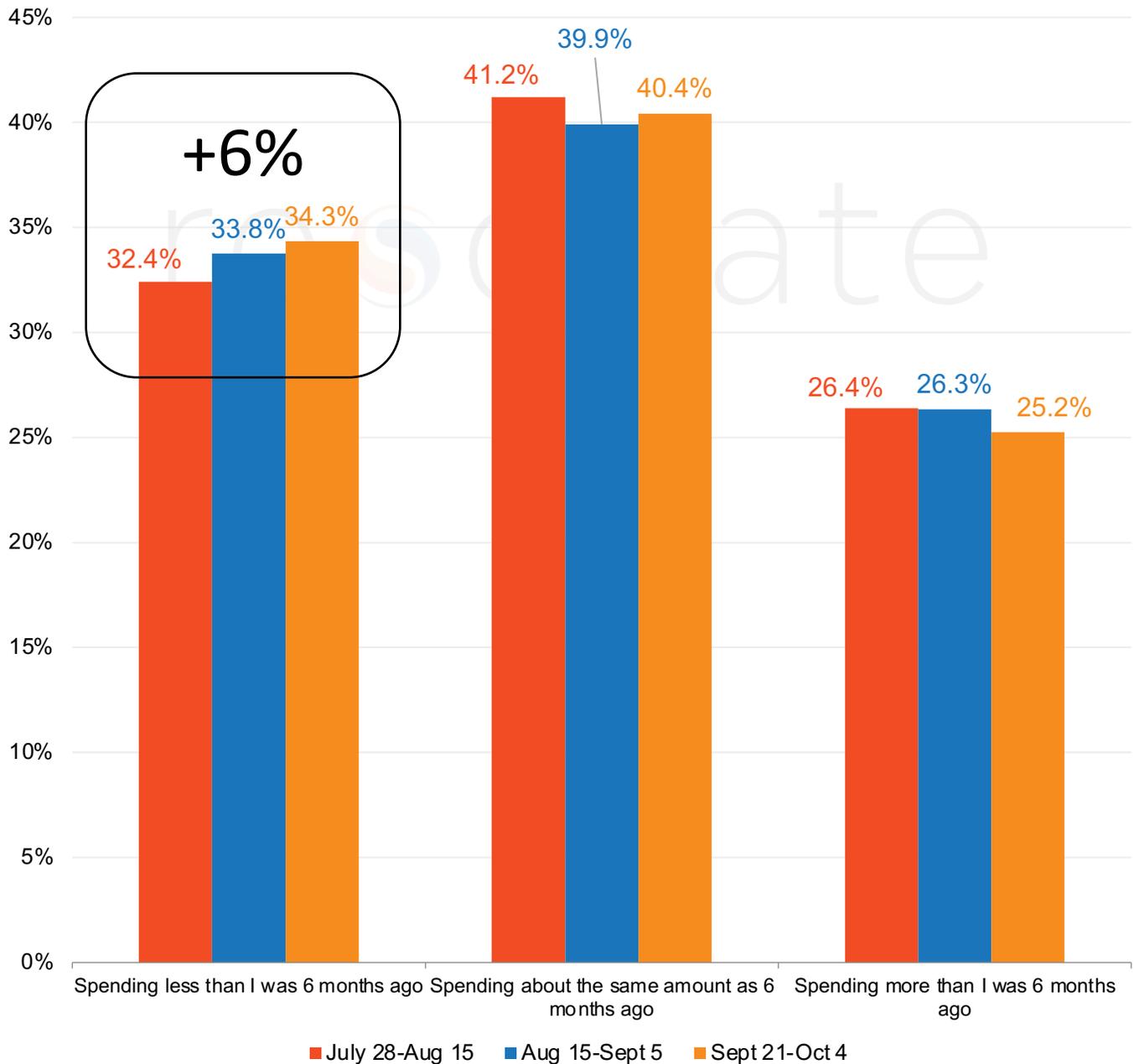
THOSE WHO ARE SAVING LESS INCREASES 9% SINCE JULY

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?



6% DECREASE IN SPENDING ON ESSENTIALS

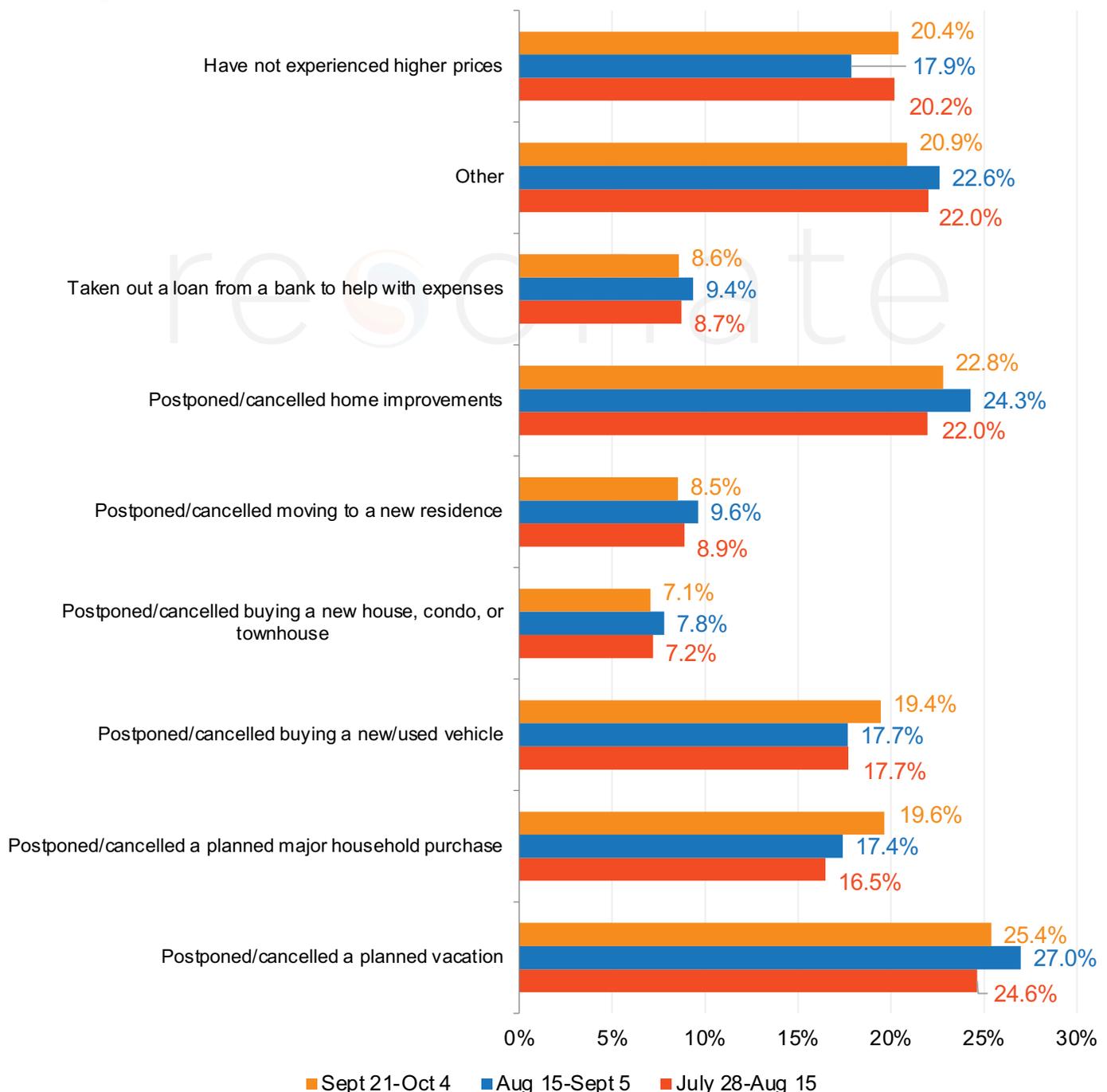
There are many products and services an individual spends money on, such as rent/mortgage, gas, food, and healthcare. That spending can go up or down based on the price of products/services or the frequency those products/services are purchased. Compared to 6 months ago, how have your spending habits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



INFLATION IS PROMPTING A CHANGE IN BEHAVIORS

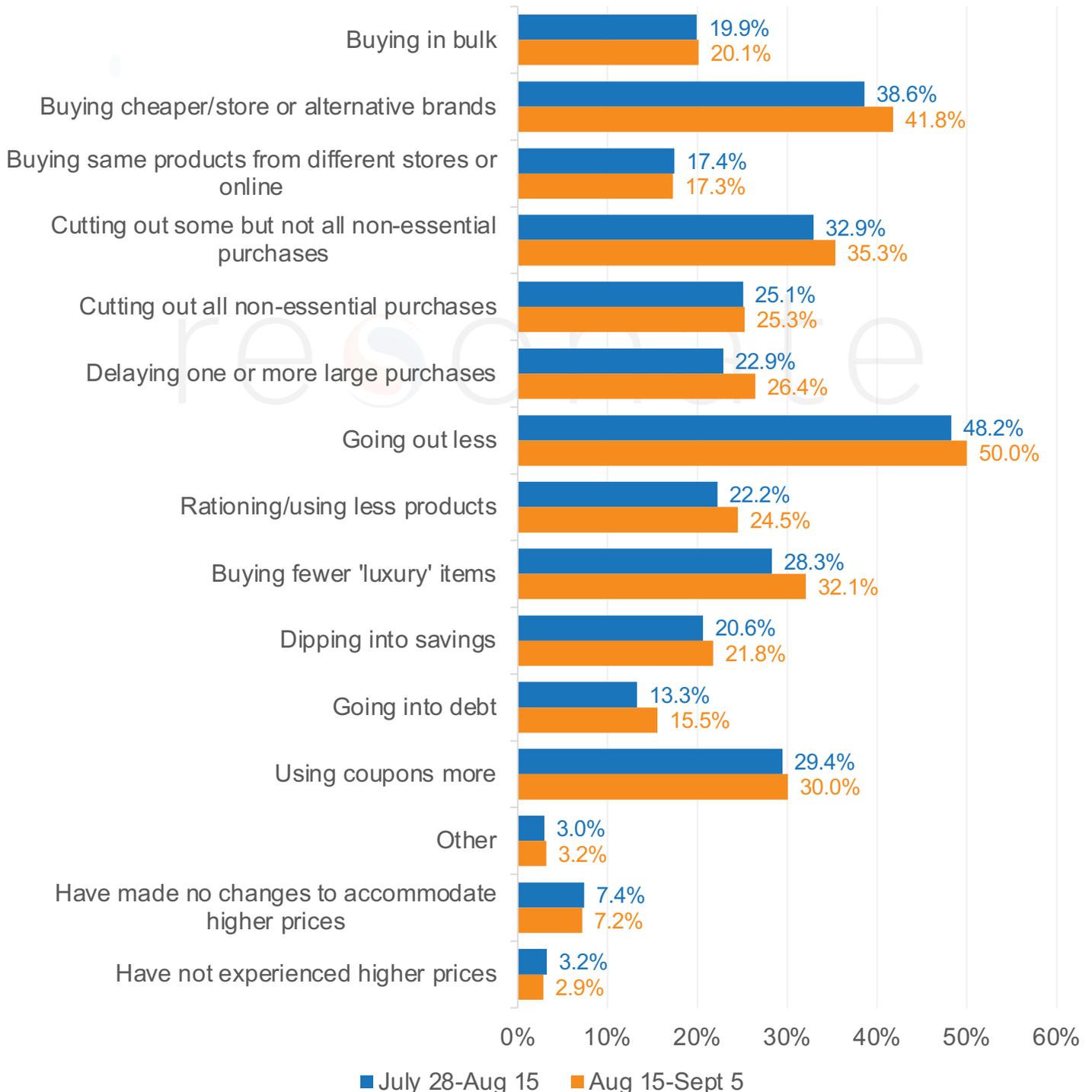
Which of the following actions has your household taken in the last 6 months due to changes in the price of goods/services?

Please select all that apply.



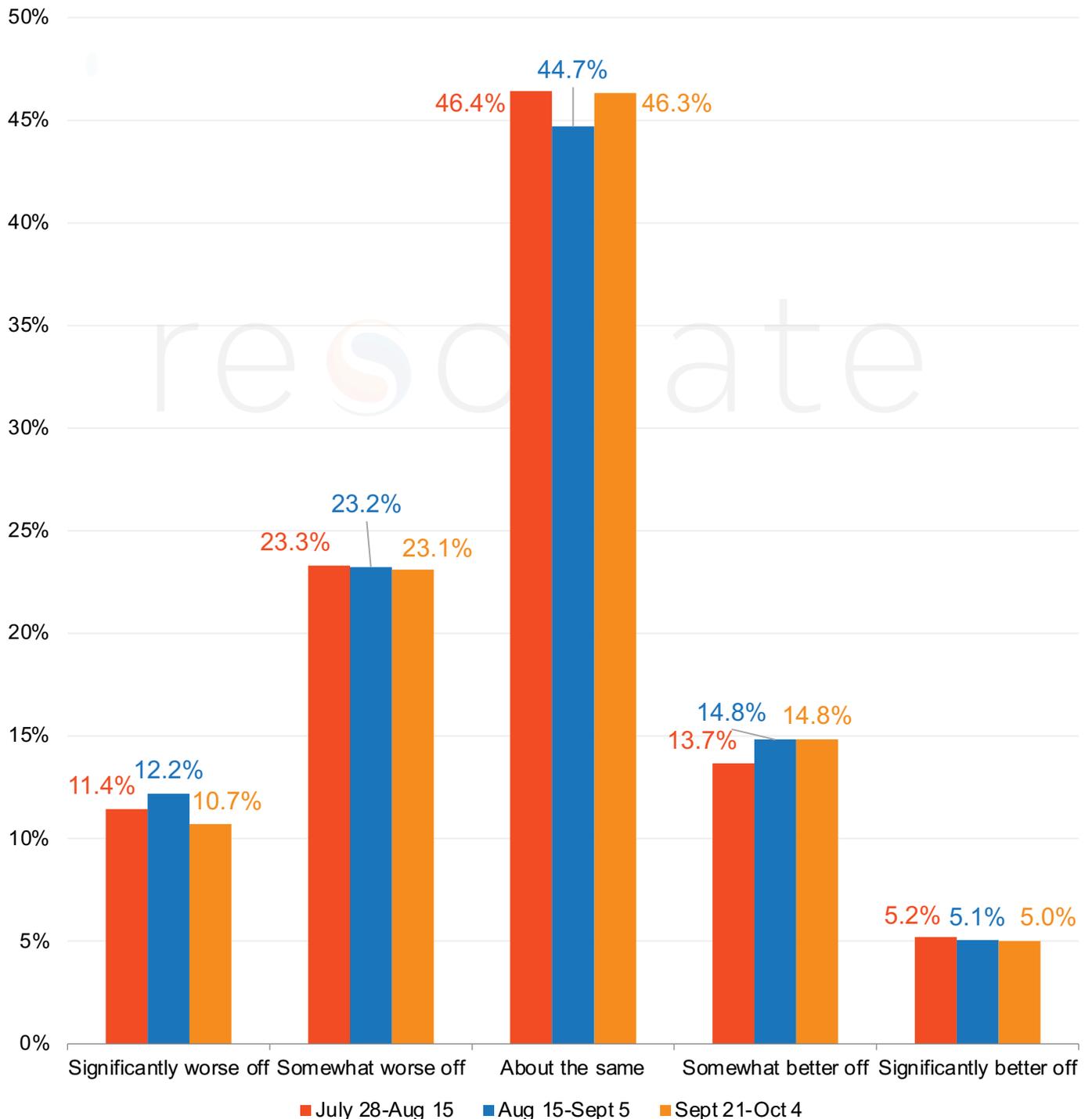
AVERAGE 2% PT REDUCTION IN DISCRETIONARY SPENDING

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



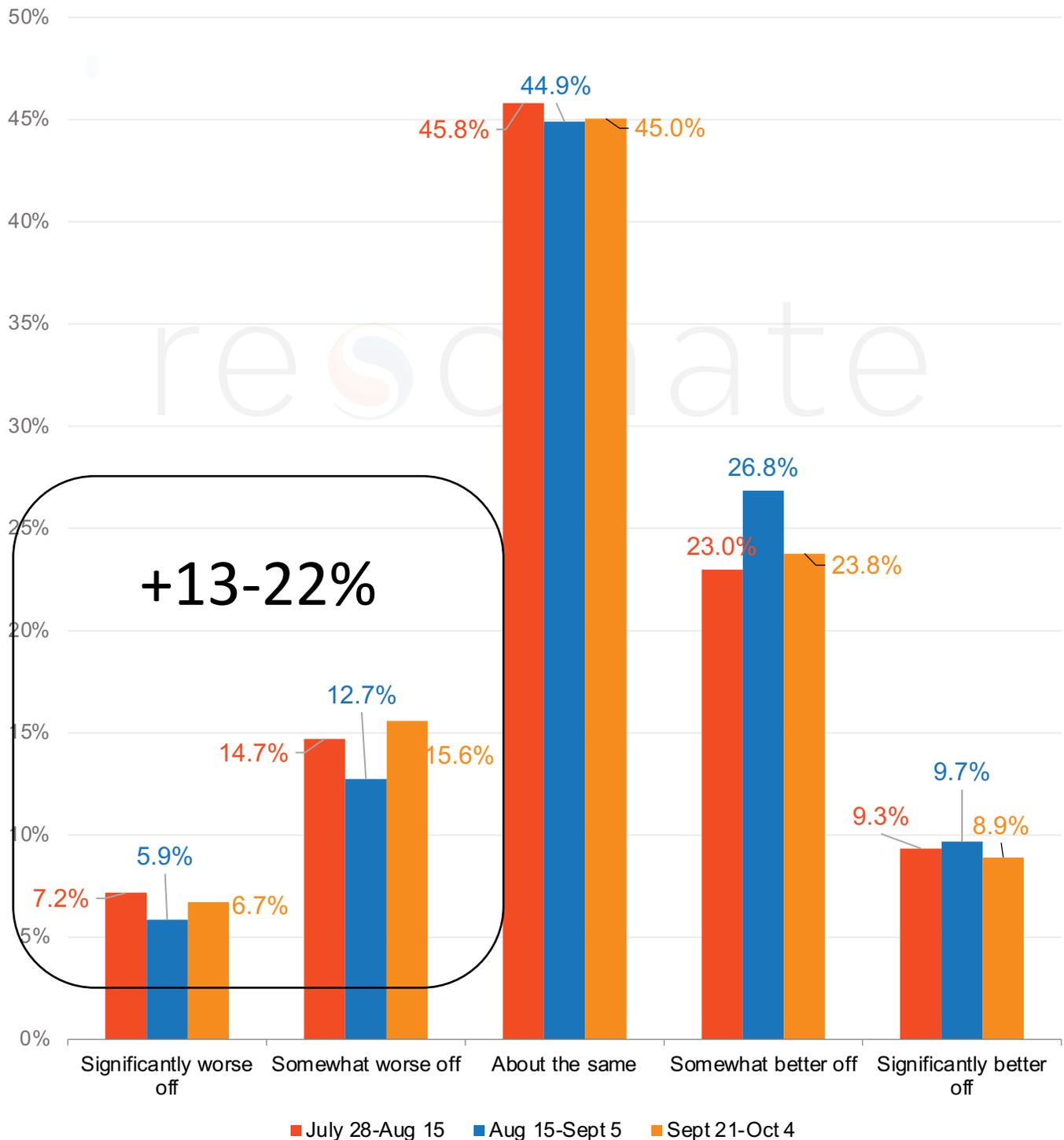
DESPITE CHANGES IN BEHAVIOR, SENTIMENT IS STEADY, BUT . . .

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



THERE ARE DARK CLOUDS ON THE HORIZON

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

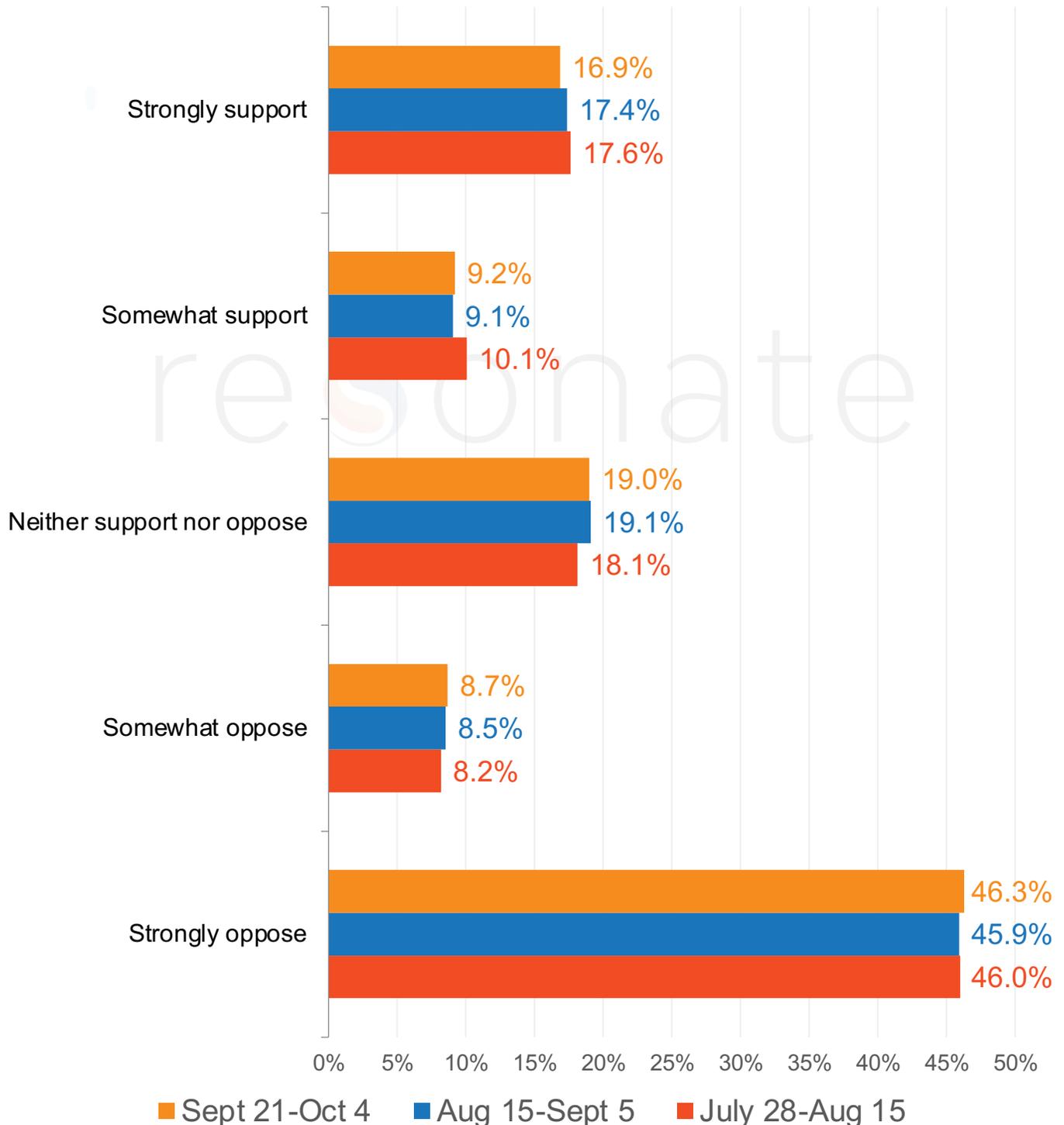




POLITICAL OUTLOOK

ROE V. WADE SUPPORT/OPPOSITION REMAINS FAIRLY CONSISTENT

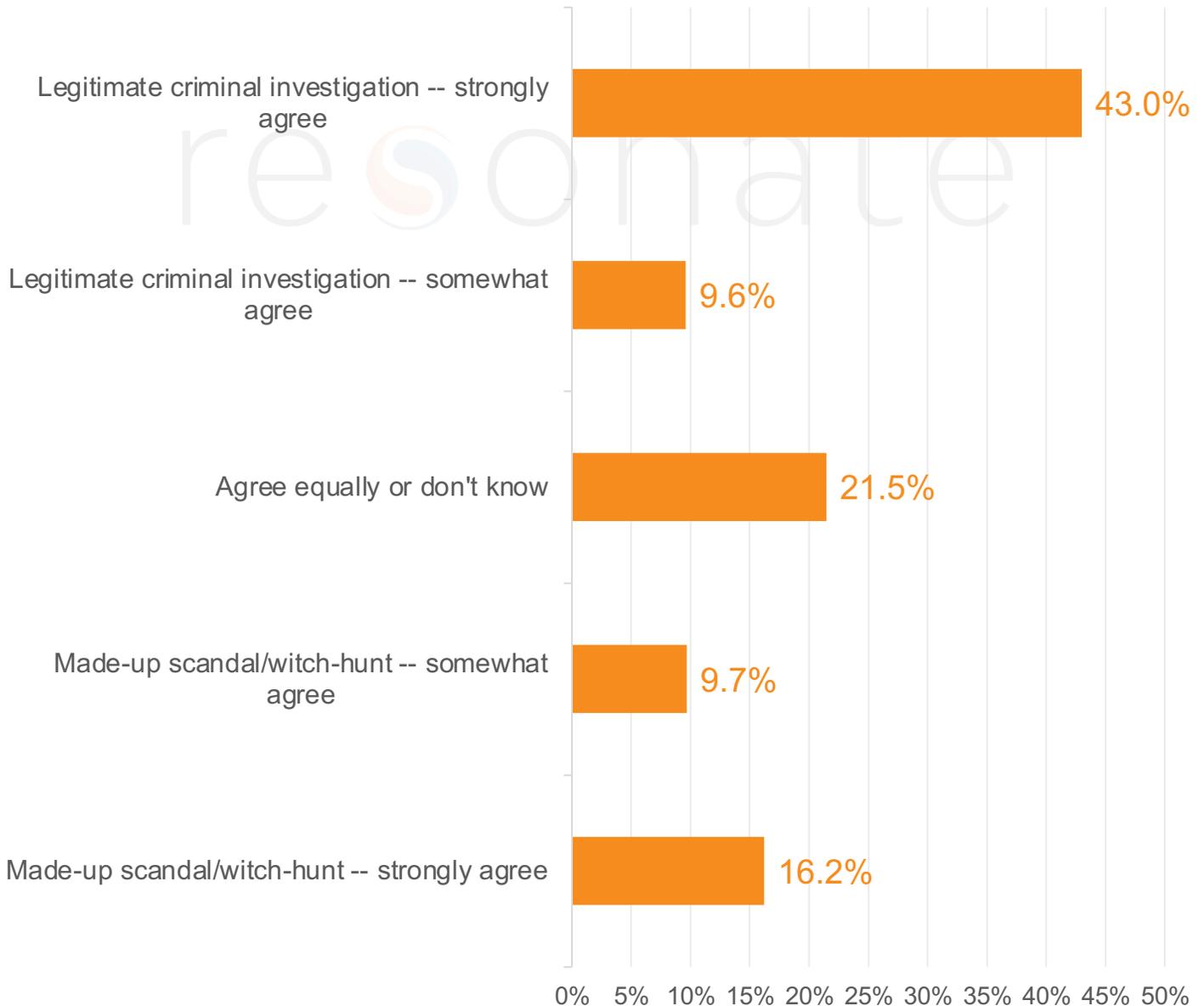
To what extent do you support or oppose the Supreme Court overturning Roe v. Wade?



53% AGREE THAT THE MAR-A-LAGO INVESTIGATION IS LEGITIMATE

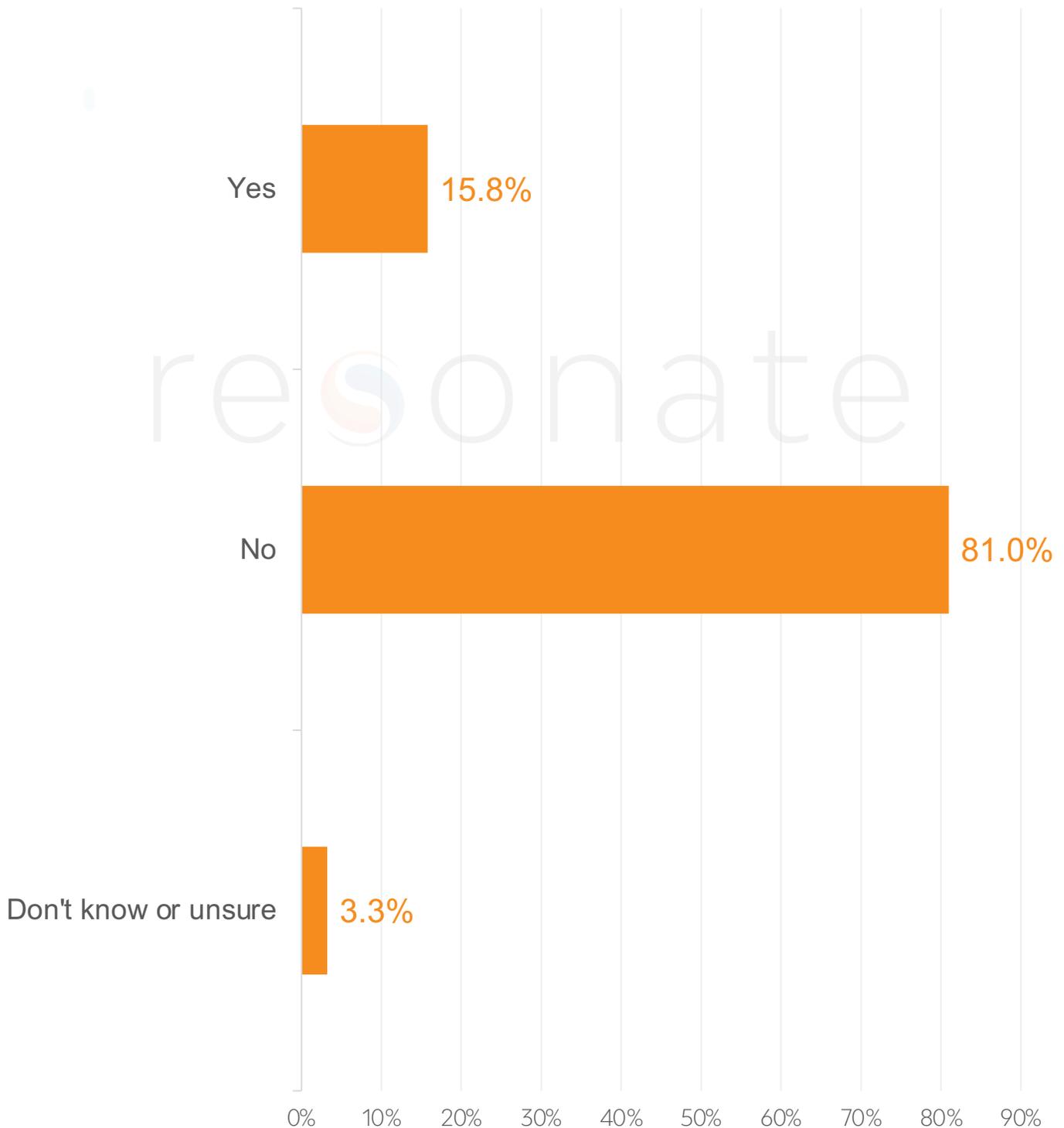
Recently, former President Donald Trump has been in the news due to the FBI seizing classified documents from Mar-a-Lago, his residence in Florida. Which of the following statements do you agree with more?

- 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.



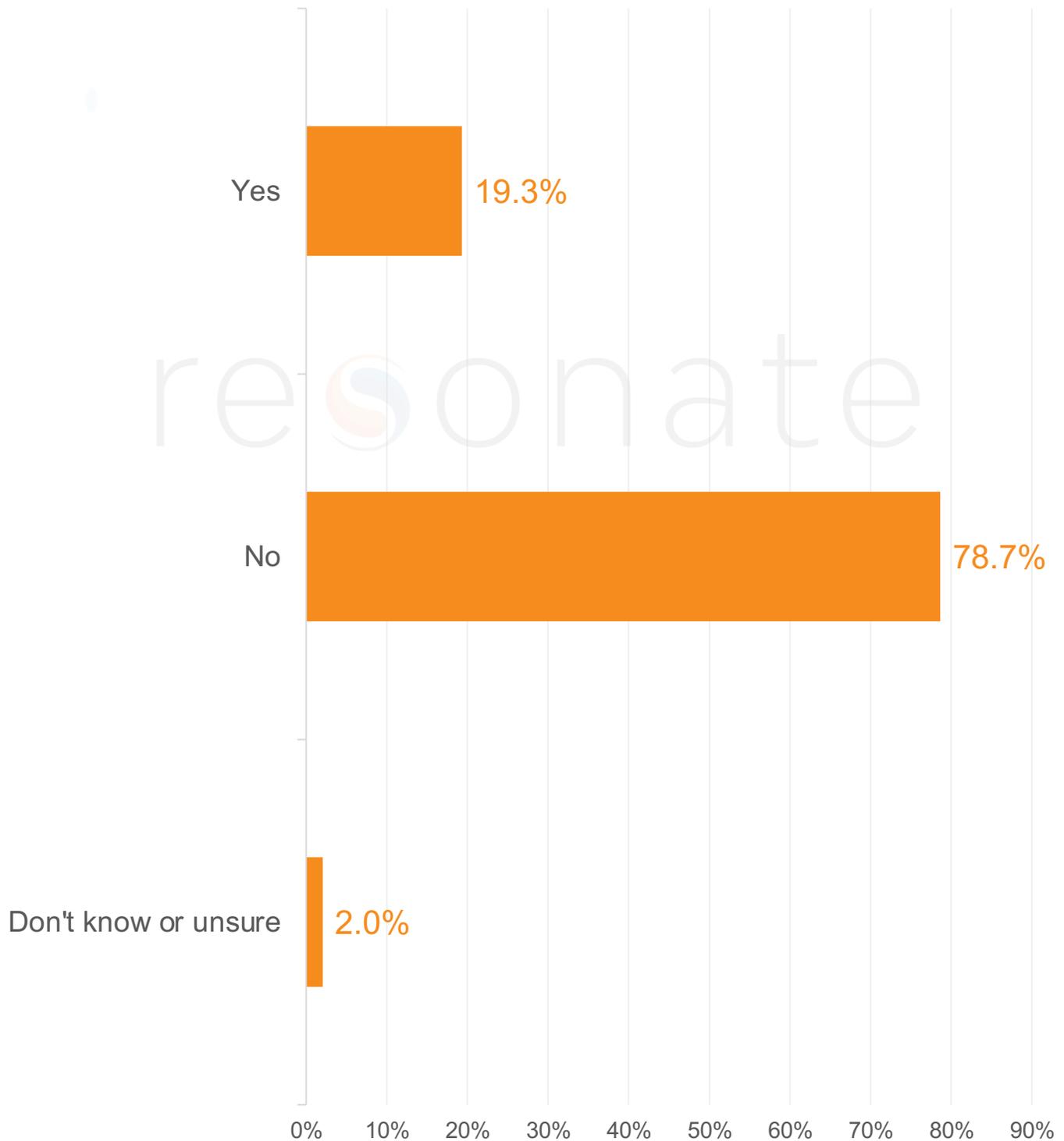
MAJORITY OF AMERICANS DON'T WATCH POLITICAL ADS ON FACEBOOK

Do you watch political ads on Facebook?



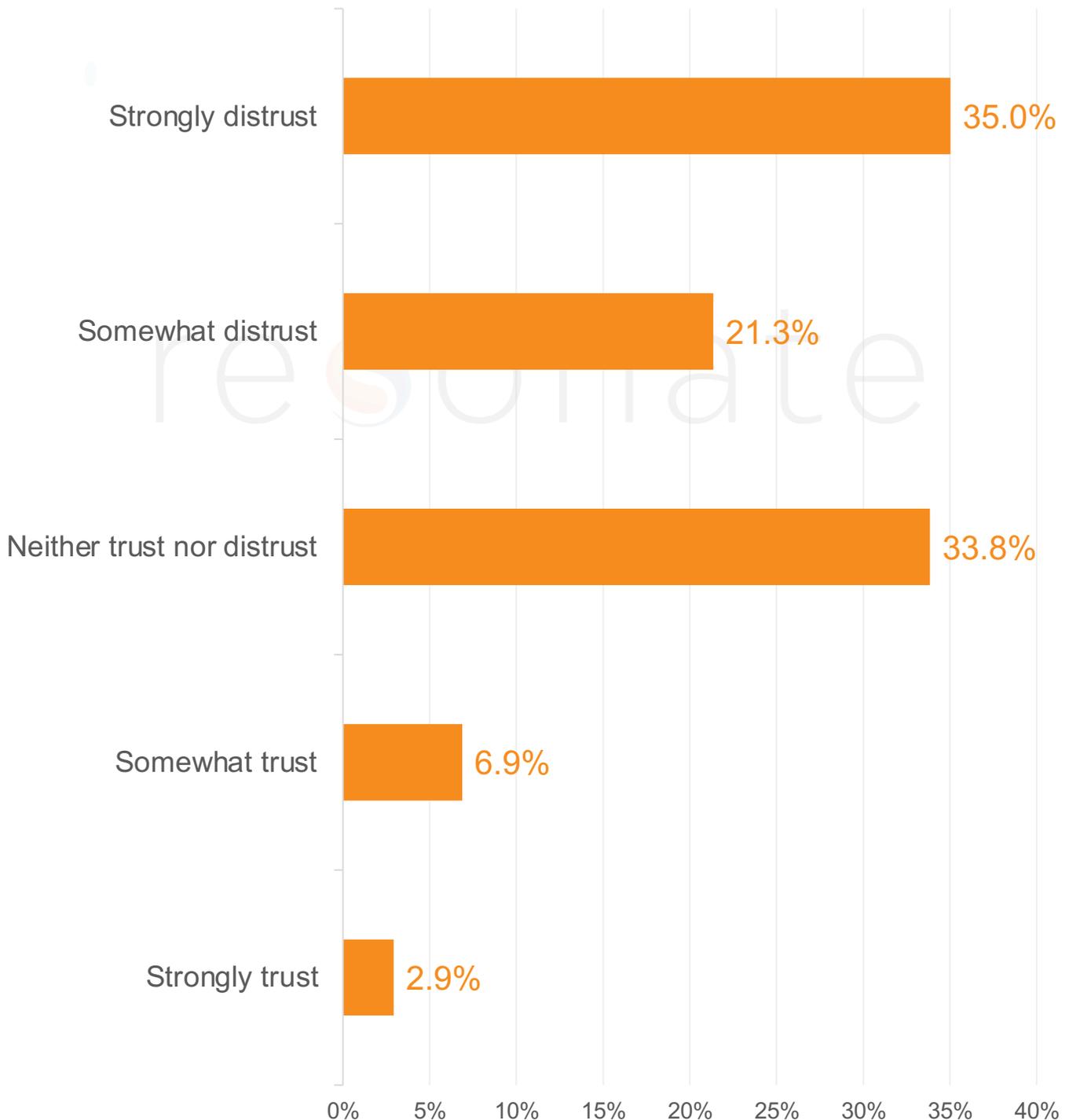
MAJORITY OF AMERICANS DON'T WATCH POLITICAL ADS ON FACEBOOK

Do you watch political ads on YouTube?



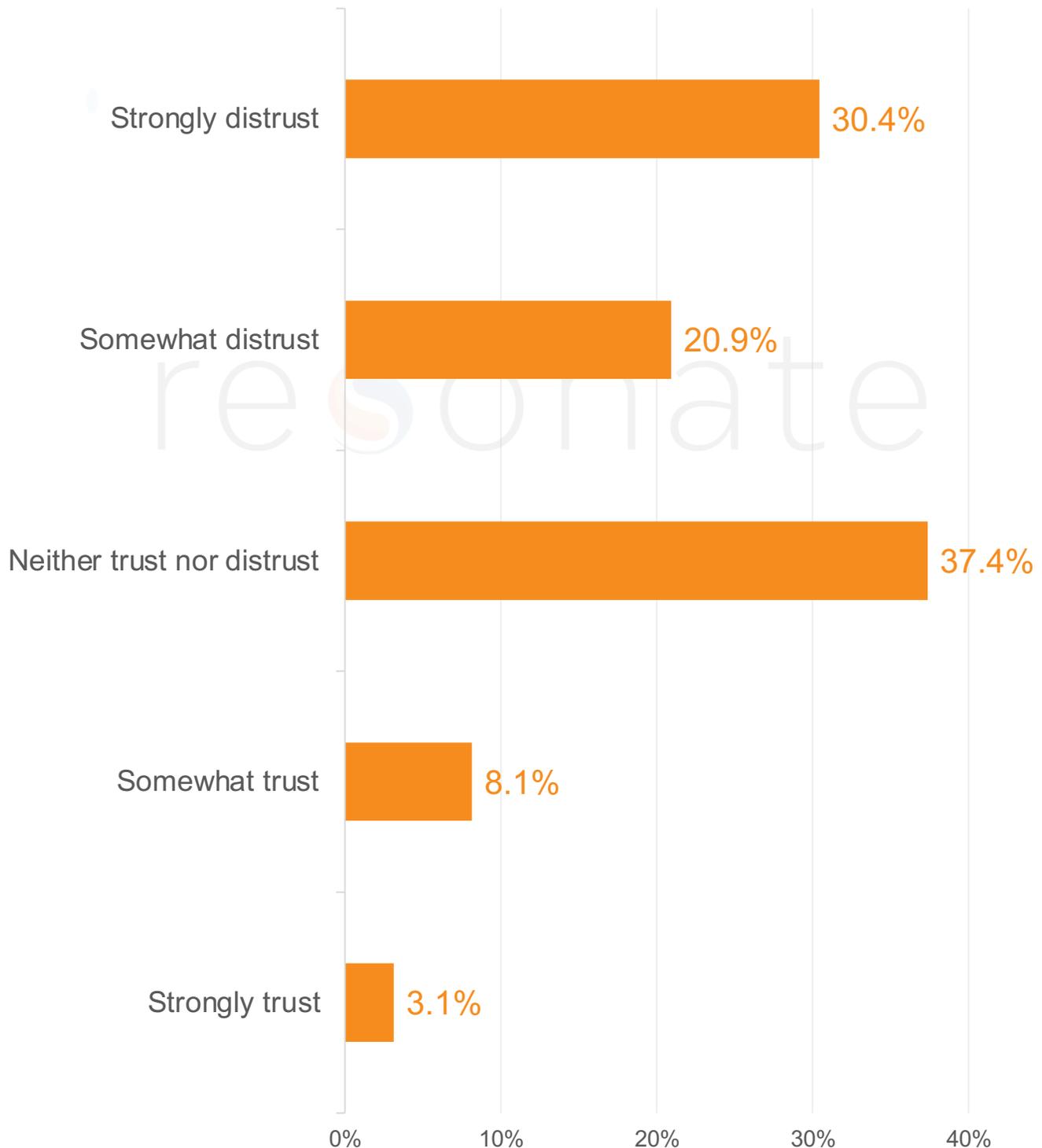
HALF OF AMERICANS DISTRUST FACEBOOK POLITICAL ADS

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



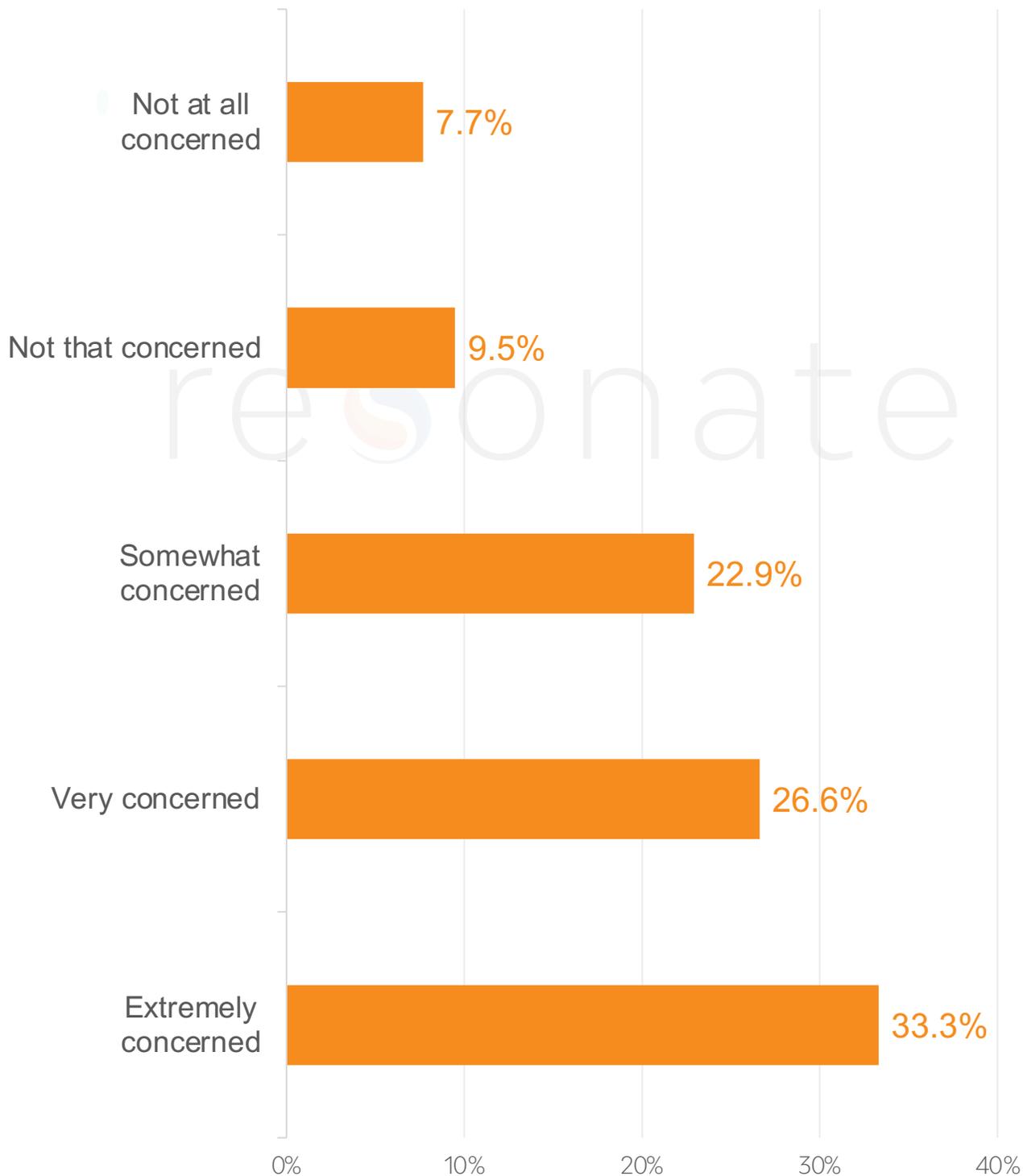
HALF OF AMERICANS DISTRUST YOUTUBE POLITICAL ADS

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



60% OF AMERICANS EXPRESS CONCERN ABOUT GUN VIOLENCE

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

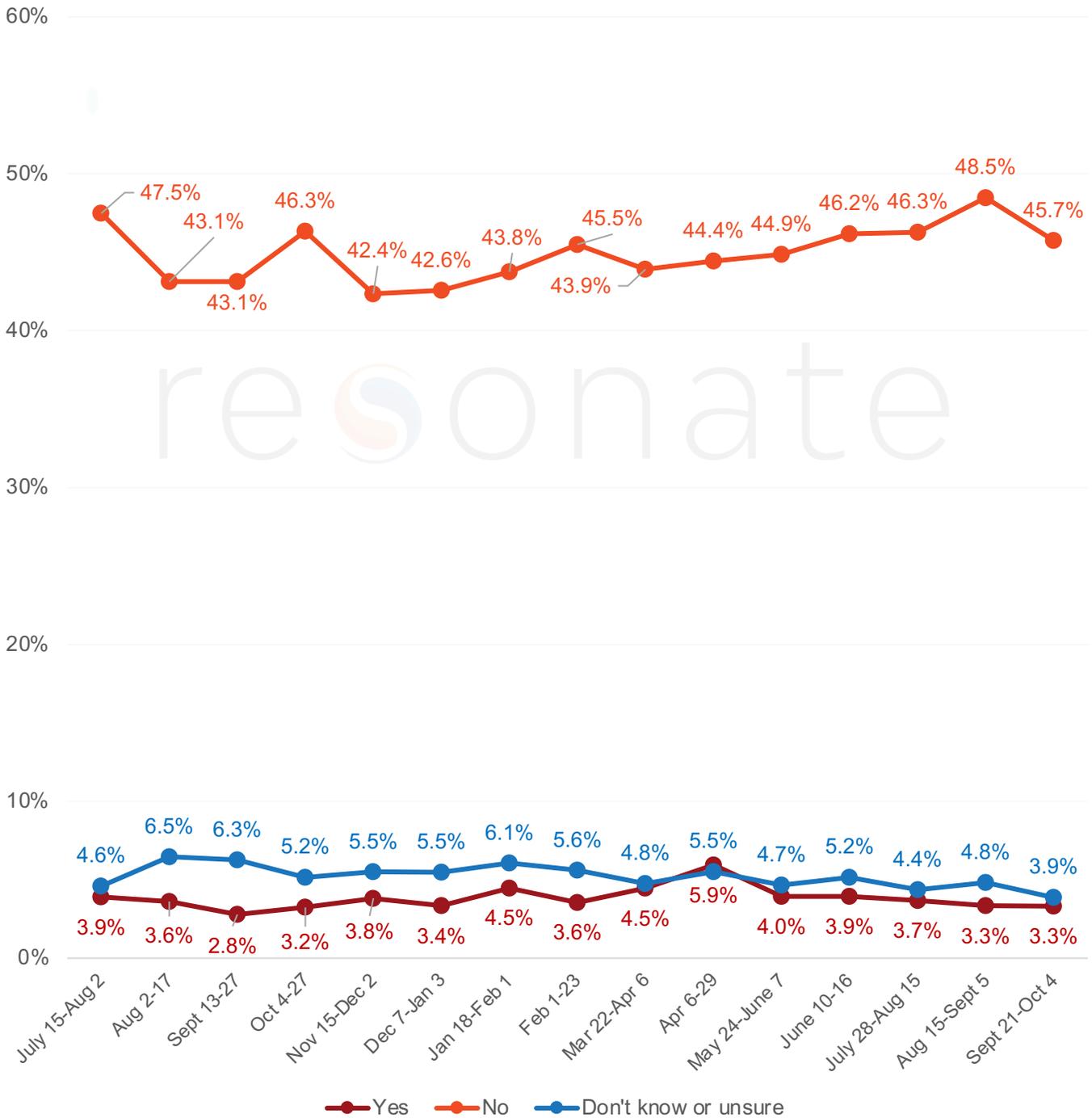




WORK-LIFE

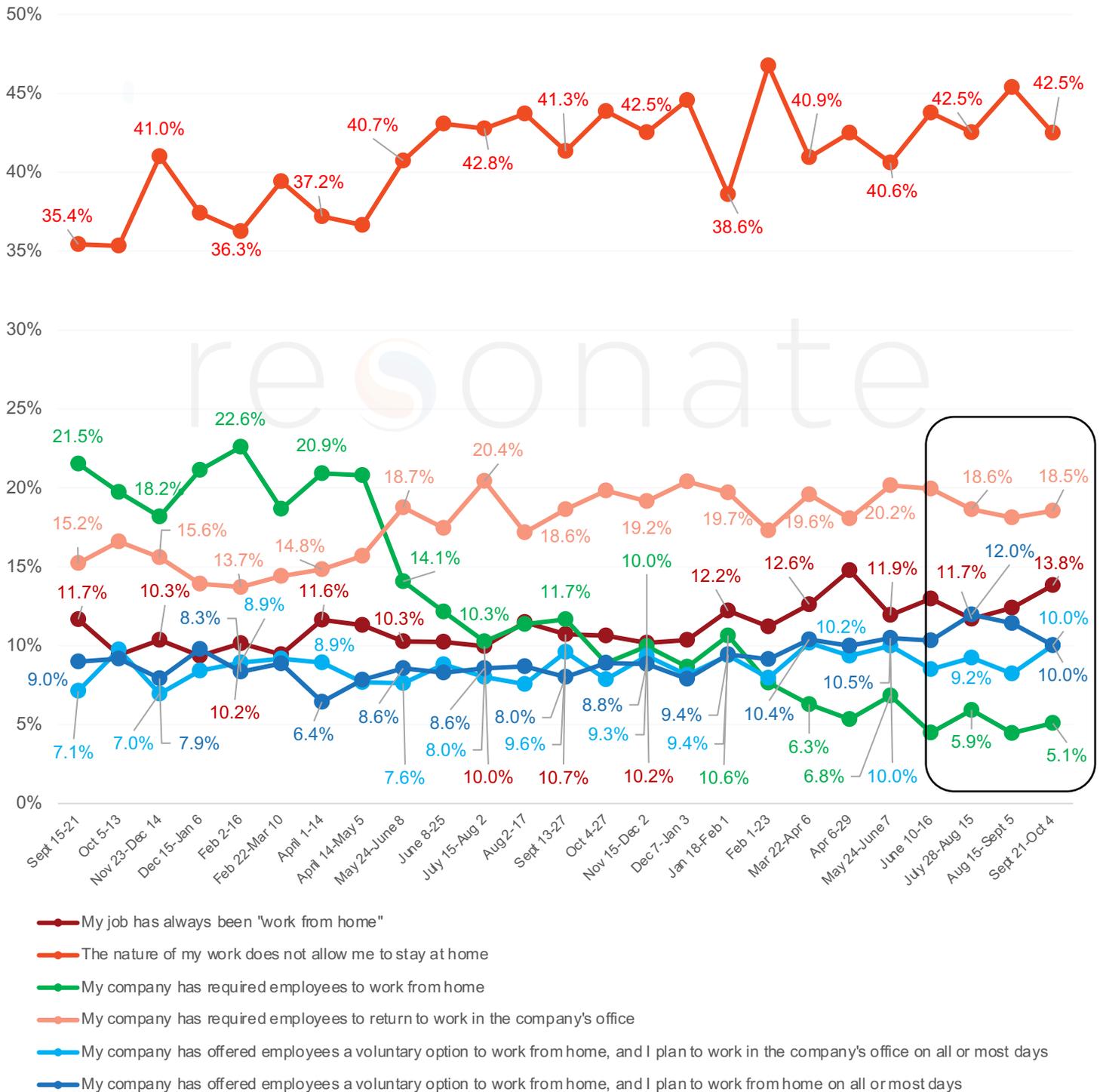
THE GREAT RESIGNATION STALLS ON THE DOORSTEP OF RECESSION

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



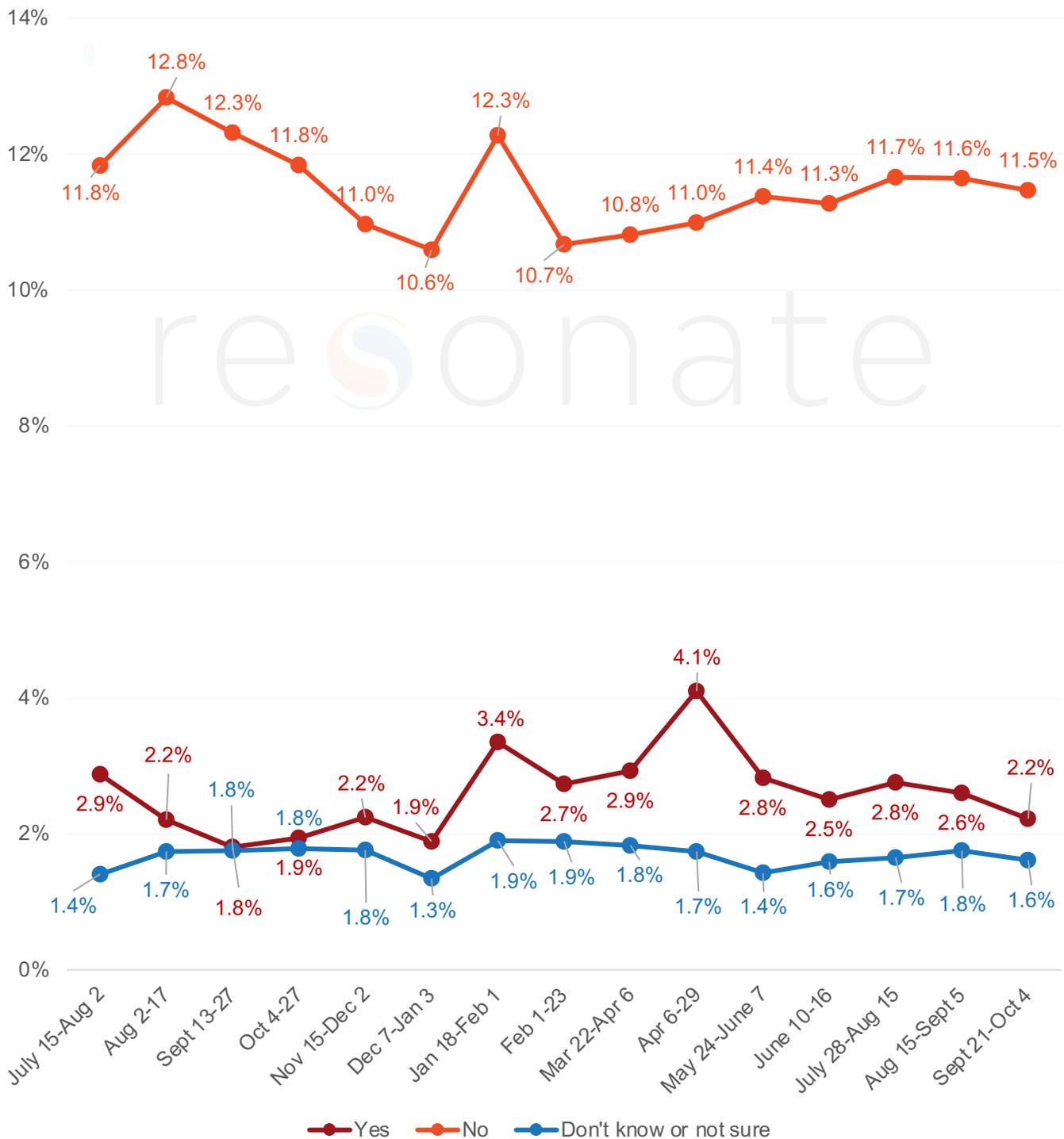
RETURN TO OFFICE IS STILL A MIXED BAG

Which of the following best describes your work situation?



WORK FROM HOME INDUCED MIGRATION 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?



SURVIVE THE FALL WITH AI-DRIVEN DATA

The key to growth and retention in a challenging market is in your ability to adjust your strategy to align to the consumer. Making better decisions and, ultimately, 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, 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