Falling Into Year End
Resonate Recent Events Consumer Flash Study
Wave 32 - 2205A Oct 2022
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.
CURRENT SENTIMENT ON VIRUSES
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?

**MAJORITY OF AMERICANS ARE UNCONSTRAINED BY COVID CONCERNS**

- **Yes**: 18.7%
- **No**: 81.3%
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?

Yes: 23.6%
No: 76.4%
ONLY 38% WILL GET THE SEASONAL FLU VACCINE

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

- Not at all likely: 27.5%
- Slightly likely: 8.3%
- Somewhat likely: 13.4%
- Very likely: 13.0%
- Completely likely: 37.8%
Which of the following best describes your current COVID-19 vaccination status?

- 73% have received two or more doses of the COVID-19 vaccine
- 23.6% are unvaccinated
- 3.1% are partially vaccinated (1 shot of Pfizer/Moderna)
- 26.3% are fully vaccinated and 1 booster
- 24.7% are fully vaccinated and 2 or more boosters
55% ARE NOT CONCERNED ABOUT BEING IN PUBLIC AREAS

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

- Not at all concerned: 29.3%
- Not that concerned: 25.4%
- Somewhat concerned: 30.4%
- Very concerned: 9.1%
- Extremely concerned: 5.9%
53% ARE CONCERNED ABOUT THE SEASONAL FLU

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

- Not at all concerned: 21.4%
- Not that concerned: 25.6%
- Somewhat concerned: 31.9%
- Very concerned: 14.4%
- Extremely concerned: 6.6%
58% REMAIN CONCERNED ABOUT COVID-19 SPREADING

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

- Not at all concerned: 20.9%
- Not that concerned: 21.0%
- Somewhat concerned: 34.1%
- Very concerned: 15.2%
- Extremely concerned: 8.8%
50% REPORT BEING CONCERNED ABOUT MONKEYPOX

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

- Not at all concerned: 23.7%
- Not that concerned: 26.7%
- Somewhat concerned: 29.3%
- Very concerned: 11.9%
- Extremely concerned: 8.4%
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?

- Nearly all of my shopping will be done online: 8.6%
- Mostly online, but some shopping in a physical store: 17.7%
- Evenly split between online and in a physical store: 30.1%
- Mostly in a physical store, but some online shopping: 27.0%
- Nearly all of my shopping will be in a physical store: 16.7%

57% PLAN TO SHOP HYBRID
CURRENT FINANCIAL OUTLOOK
Which of the following statements best describes your personal financial situation?

- "Times are hard:" struggling to pay for necessities
- "Getting by:" able to pay for necessities, with maybe a little money left over
- "Living comfortably:" more than able to pay for necessities, with a cushion of money in reserve

INCREASE IN THOSE WHO REPORT ‘JUST GETTING BY’
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?

- Saving less than I was 6 months ago: +9%
  - July 28-Aug 15: 35.4%
  - Aug 15-Sept 5: 37.3%
  - Sept 21-Oct 4: 38.5%
- Saving about the same amount as 6 months ago: 51.3%
- Saving more than I was 6 months ago: 13.3%
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?**

- Spending less than I was 6 months ago:
  - July 28-Aug 15: 32.4%
  - Aug 15-Sept 5: 33.8%
  - Sept 21-Oct 4: 34.3%

- Spending about the same amount as 6 months ago:
  - July 28-Aug 15: 41.2%
  - Aug 15-Sept 5: 39.9%
  - Sept 21-Oct 4: 40.4%

- Spending more than I was 6 months ago:
  - July 28-Aug 15: 26.4%
  - Aug 15-Sept 5: 26.3%
  - Sept 21-Oct 4: 25.2%

**6% DECREASE IN SPENDING ON ESSENTIALS**

+6%
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.

- Taken out a loan from a bank to help with expenses
- Postponed/cancelled moving to a new residence
- Postponed/cancelled buying a new house, condo, or townhouse
- Postponed/cancelled buying a new/used vehicle
- Postponed/cancelled a planned major household purchase
- Postponed/cancelled a planned vacation
- Have not experienced higher prices
- Other

<table>
<thead>
<tr>
<th>Action</th>
<th>Sept 21-Oct 4</th>
<th>Aug 15-Sept 5</th>
<th>July 28-Aug 15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taken out a loan from a bank to help with expenses</td>
<td>8.6%</td>
<td>9.4%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Postponed/cancelled moving to a new residence</td>
<td>8.5%</td>
<td>9.6%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Postponed/cancelled buying a new house, condo, or townhouse</td>
<td>7.1%</td>
<td>7.8%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Postponed/cancelled buying a new/used vehicle</td>
<td>19.4%</td>
<td>17.7%</td>
<td>17.7%</td>
</tr>
<tr>
<td>Postponed/cancelled a planned major household purchase</td>
<td>19.6%</td>
<td>17.4%</td>
<td>16.5%</td>
</tr>
<tr>
<td>Postponed/cancelled a planned vacation</td>
<td>25.4%</td>
<td>27.0%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Have not experienced higher prices</td>
<td>20.4%</td>
<td>17.9%</td>
<td>20.2%</td>
</tr>
<tr>
<td>Other</td>
<td>22.6%</td>
<td>22.0%</td>
<td>20.9%</td>
</tr>
</tbody>
</table>
### AVERAGE 2% PT REDUCTION IN DISCRETIONARY SPENDING

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

<table>
<thead>
<tr>
<th>Change</th>
<th>July 28-Aug 15</th>
<th>Aug 15-Sept 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying in bulk</td>
<td>19.9%</td>
<td>20.1%</td>
</tr>
<tr>
<td>Buying cheaper/store or alternative brands</td>
<td>17.4%</td>
<td>17.3%</td>
</tr>
<tr>
<td>Buying same products from different stores or online</td>
<td>25.1%</td>
<td>25.3%</td>
</tr>
<tr>
<td>Cutting out some but not all non-essential purchases</td>
<td>17.4%</td>
<td>17.3%</td>
</tr>
<tr>
<td>Cutting out all non-essential purchases</td>
<td>22.9%</td>
<td>26.4%</td>
</tr>
<tr>
<td>Delaying one or more large purchases</td>
<td>22.2%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Going out less</td>
<td>20.6%</td>
<td>21.8%</td>
</tr>
<tr>
<td>Rationing/using less products</td>
<td>22.2%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Buying fewer 'luxury' items</td>
<td>13.3%</td>
<td>15.5%</td>
</tr>
<tr>
<td>Dipping into savings</td>
<td>3.0%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Going into debt</td>
<td>7.4%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Using coupons more</td>
<td>3.0%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Other</td>
<td>7.4%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Have made no changes to accommodate higher prices</td>
<td>3.0%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Have not experienced higher prices</td>
<td>7.4%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

### July 28-Aug 15 vs. Aug 15-Sept 5

- **Average 2% PT Reduction in Discretionary Spending**

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Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave Wave 32 - 2205A, October 2022
Compared to how you were 6 months ago, how do you feel about your personal finances?

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

- Significantly worse off: 11.4% (July 28-Aug 15), 12.2% (Aug 15-Sept 5), 10.7% (Sept 21-Oct 4)
- Somewhat worse off: 23.3% (July 28-Aug 15), 23.2% (Aug 15-Sept 5), 23.1% (Sept 21-Oct 4)
- About the same: 46.4% (July 28-Aug 15), 46.3% (Aug 15-Sept 5), 44.7% (Sept 21-Oct 4)
- Somewhat better off: 13.7% (July 28-Aug 15), 14.8% (Aug 15-Sept 5), 14.8% (Sept 21-Oct 4)
- Significantly better off: 5.2% (July 28-Aug 15), 5.1% (Aug 15-Sept 5), 5.0% (Sept 21-Oct 4)
In the next 6 months, do you expect to be financially better or worse off than you are today?

THERE ARE DARK CLOUDS ON THE HORIZON

- Significantly worse off: July 28-Aug 15 (7.2%), Aug 15-Sept 5 (5.9%), Sept 21-Oct 4 (6.7%)
- Somewhat worse off: July 28-Aug 15 (14.7%), Aug 15-Sept 5 (12.7%), Sept 21-Oct 4 (15.6%)
- About the same: July 28-Aug 15 (44.9%), Aug 15-Sept 5 (45.0%), Sept 21-Oct 4 (45.0%)
- Somewhat better off: July 28-Aug 15 (9.7%), Aug 15-Sept 5 (8.9%), Sept 21-Oct 4 (9.3%)
- Significantly better off: July 28-Aug 15 (5.9%), Aug 15-Sept 5 (6.7%), Sept 21-Oct 4 (7.2%)

+13-22%
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?

Strongly support
- Sept 21-Oct 4: 17.4%
- Aug 15-Sept 5: 16.9%
- July 28-Aug 15: 17.6%

Somewhat support
- Sept 21-Oct 4: 9.1%
- Aug 15-Sept 5: 9.2%
- July 28-Aug 15: 10.1%

Neither support nor oppose
- Sept 21-Oct 4: 19.1%
- Aug 15-Sept 5: 19.0%
- July 28-Aug 15: 18.1%

Somewhat oppose
- Sept 21-Oct 4: 8.5%
- Aug 15-Sept 5: 8.7%
- July 28-Aug 15: 8.2%

Strongly oppose
- Sept 21-Oct 4: 46.0%
- Aug 15-Sept 5: 45.9%
- July 28-Aug 15: 46.3%
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.

53% AGREE THAT THE MAR-A-LAGO INVESTIGATION IS LEGITIMATE
MAJORITY OF AMERICANS DON’T WATCH POLITICAL ADS ON FACEBOOK

Do you watch political ads on Facebook?

- Yes: 15.8%
- No: 81.0%
- Don't know or unsure: 3.3%
MAJORITY OF AMERICANS DON’T WATCH POLITICAL ADS ON FACEBOOK

Do you watch political ads on YouTube?

- Yes: 19.3%
- No: 78.7%
- Don't know or unsure: 2.0%
HALF OF AMERICANS DISTRUST FACEBOOK POLITICAL ADS

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

- Strongly distrust: 35.0%
- Somewhat distrust: 21.3%
- Neither trust nor distrust: 33.8%
- Somewhat trust: 6.9%
- Strongly trust: 2.9%
HALF OF AMERICANS DISTRUST YOUTUBE POLITICAL ADS

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

- Strongly distrust: 30.4%
- Somewhat distrust: 20.9%
- Neither trust nor distrust: 37.4%
- Somewhat trust: 8.1%
- Strongly trust: 3.1%
60% of Americans express concern about gun violence in America right now.

- Not at all concerned: 7.7%
- Not that concerned: 9.5%
- Somewhat concerned: 22.9%
- Very concerned: 26.6%
- Extremely concerned: 33.3%
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?

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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.