

Hot Summer Trend:

Consumers Pull
Out their Wallets

RESONATE RECENT EVENTS
REPORT
WAVE 38 – 2302

DESPITE ECONOMIC CONCERNS, AMERICANS ARE READY TO SPEND THIS SUMMER

After a rough start to 2023, consumer sentiment over the economy is on the upswing, likely due to the resolution of the debt ceiling crisis and a decline in inflation expectations. Still, most Americans remain concerned that their salaries aren't keeping up with inflation and other issues.

So, while they are using more coupons, they aren't as concerned about how global issues, such as war or a pandemic, will affect the economy. They also are spending on everything from homes and both new and used cars to luxury items.

Read on to learn more about where consumer sentiment lies across finances, health and the political climate through June 27, as part of Resonate's ongoing research about how consumers are reacting to recent market events. You can find these attributes through our Resonate Append and implement them into your own CRM or data lake anywhere, anytime. Our clients also can tap into our user-friendly Resonate Ignite Platform, which is ready for analysis and activation. Our 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, we have data on emerging trends, along with thousands of additional data points that provide you with a comprehensive understanding of the consumer.

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

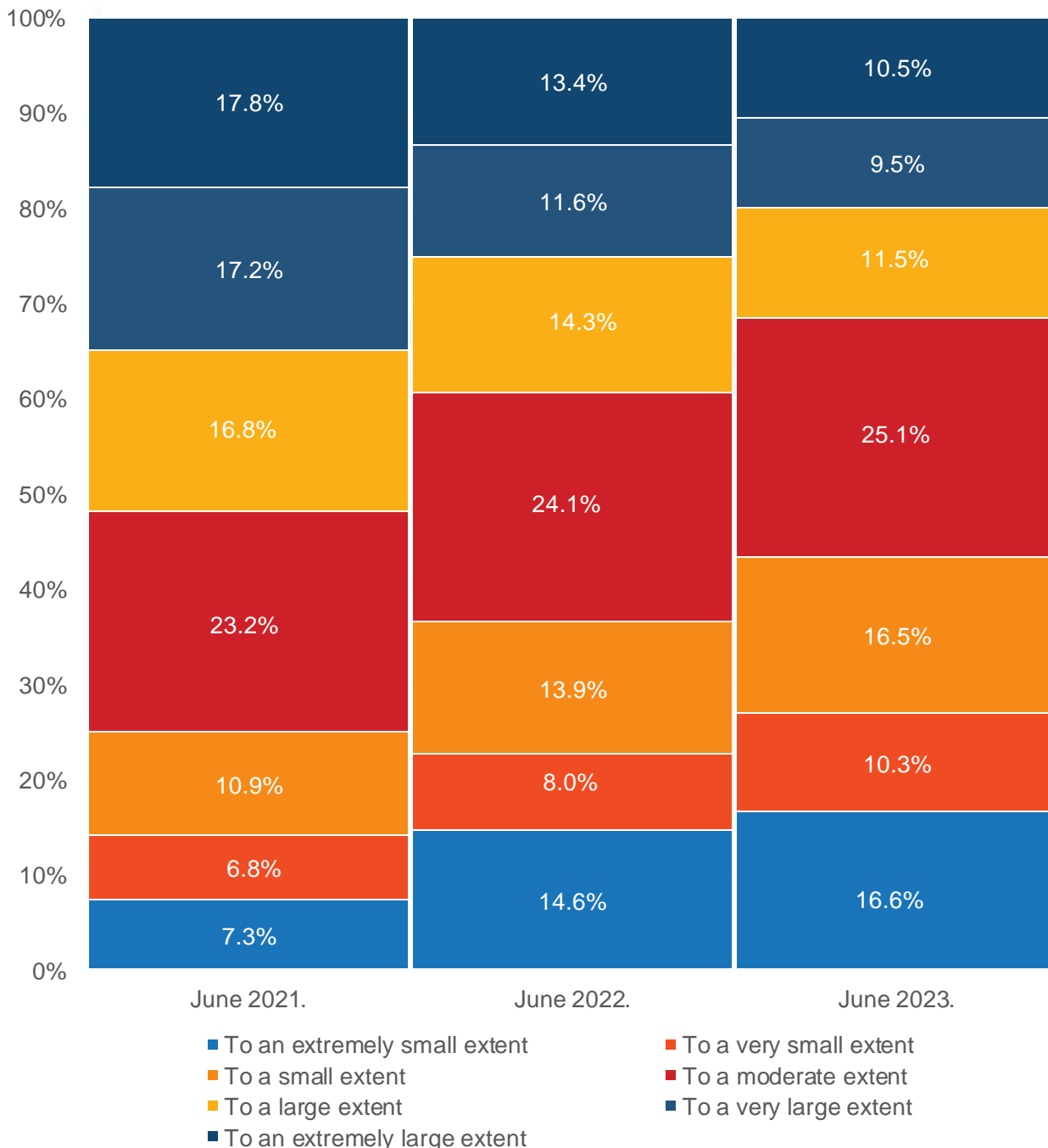


See It In Action

CURRENT CONSUMER SENTIMENT RELATED TO GLOBAL MACRO- ECONOMIC ISSUES

FEWER AMERICANS WORRIED ABOUT IMPACT OF GLOBAL CHALLENGES

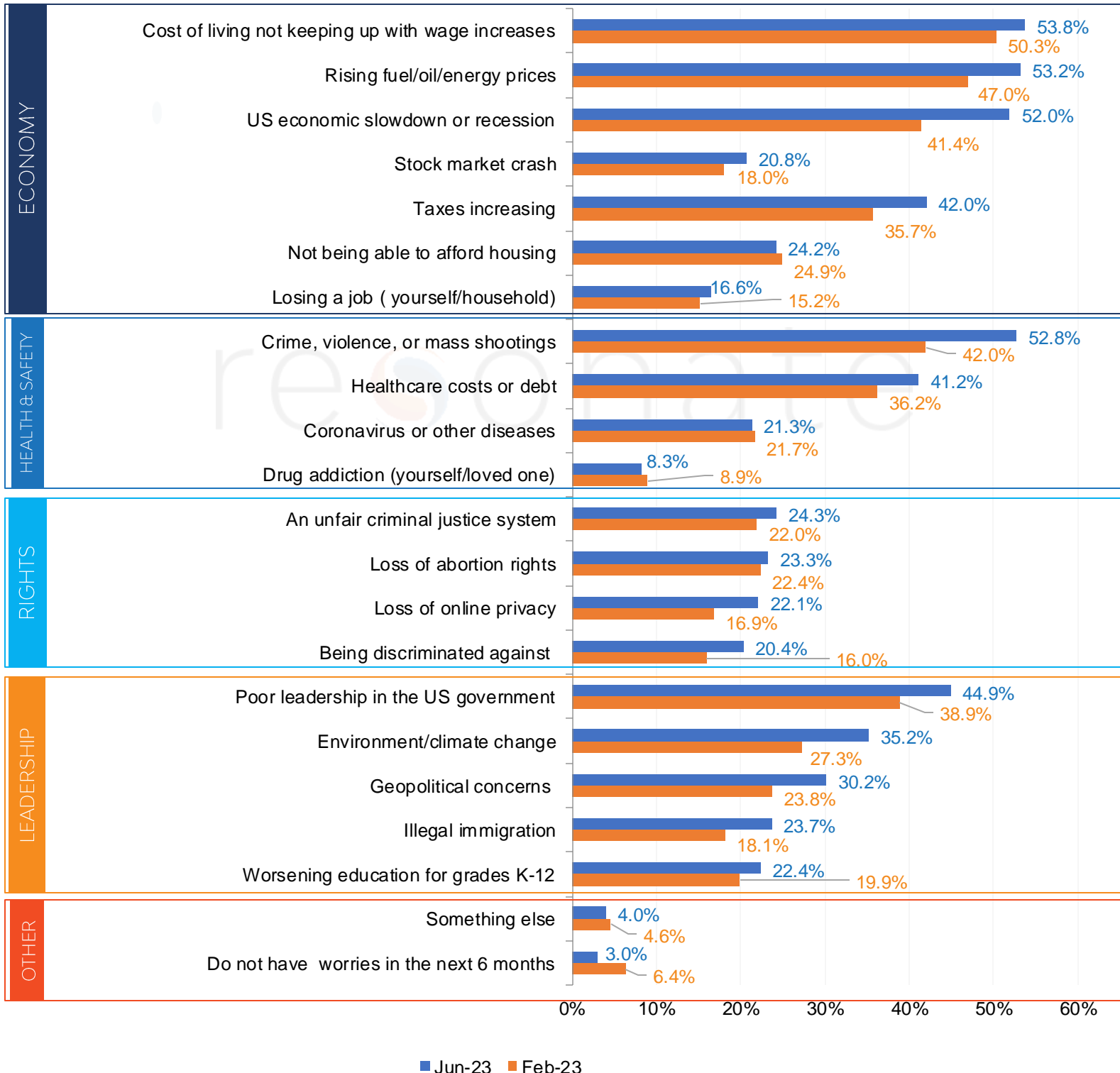
Overall, to what extent are you concerned about the consequences of the macro-economic environment, a pandemic, war, climate change, etc. ?



COST OF LIVING, FUEL PRICES & CRIME REMAIN TOP CONCERNS

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?

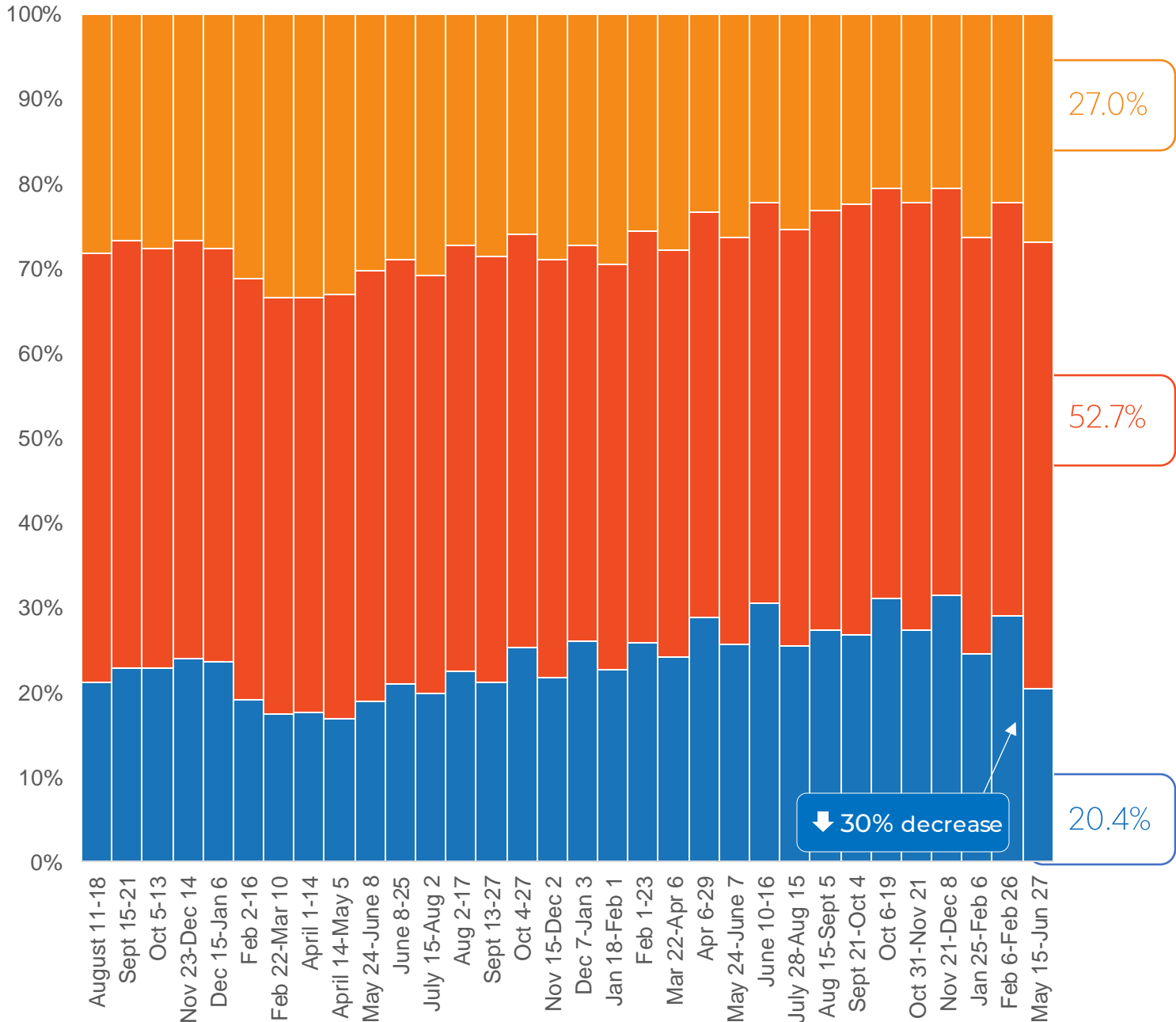
Please select all that apply



CURRENT FINANCIAL OUTLOOK

NEARLY 30% FEWER AMERICANS REPORT "TIMES ARE HARD"

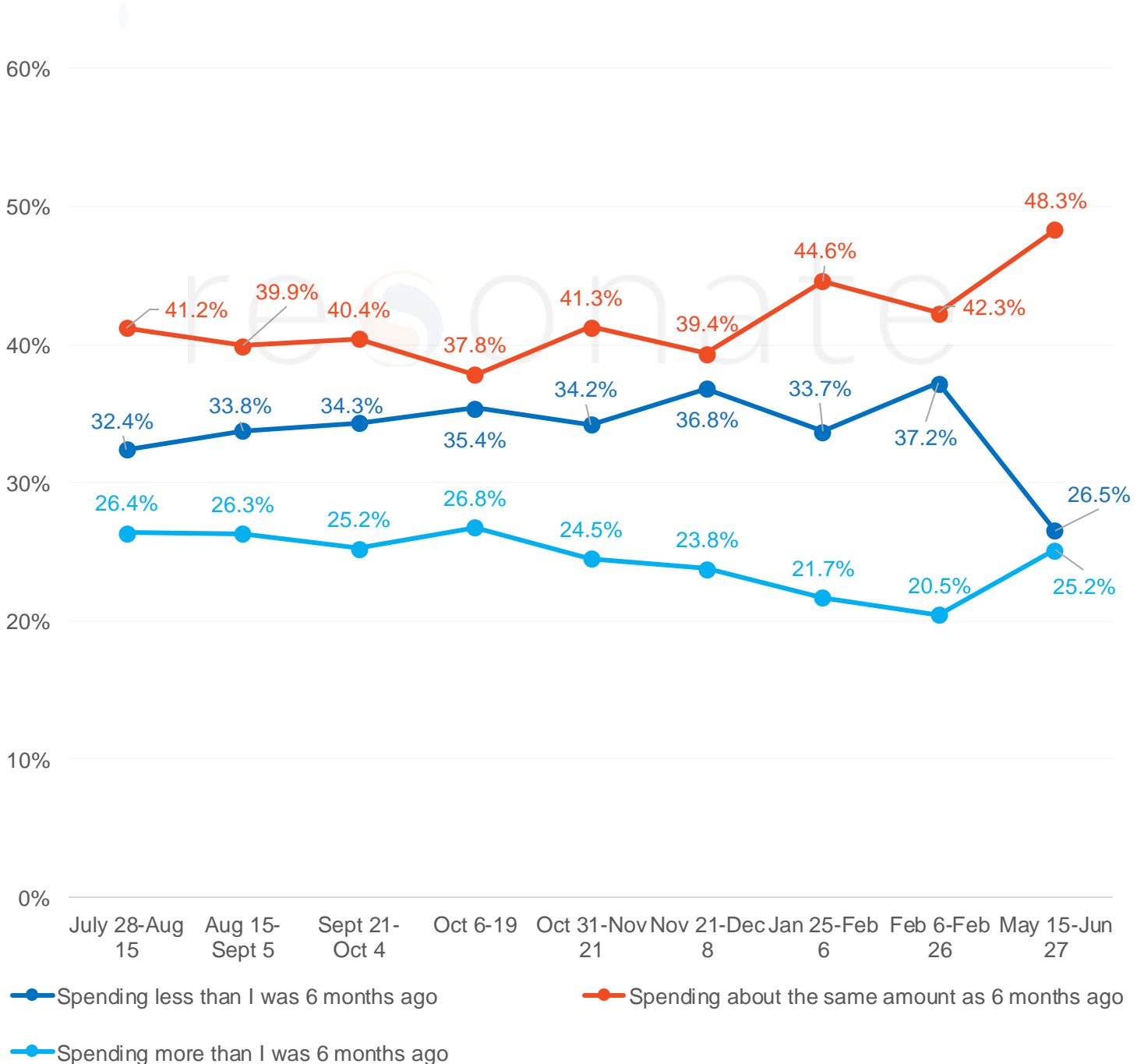
Which of the following statements best describes your personal financial situation?



- "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

UPTICK IN CONSUMERS SPENDING MORE THAN THEY WERE 6 MONTHS AGO

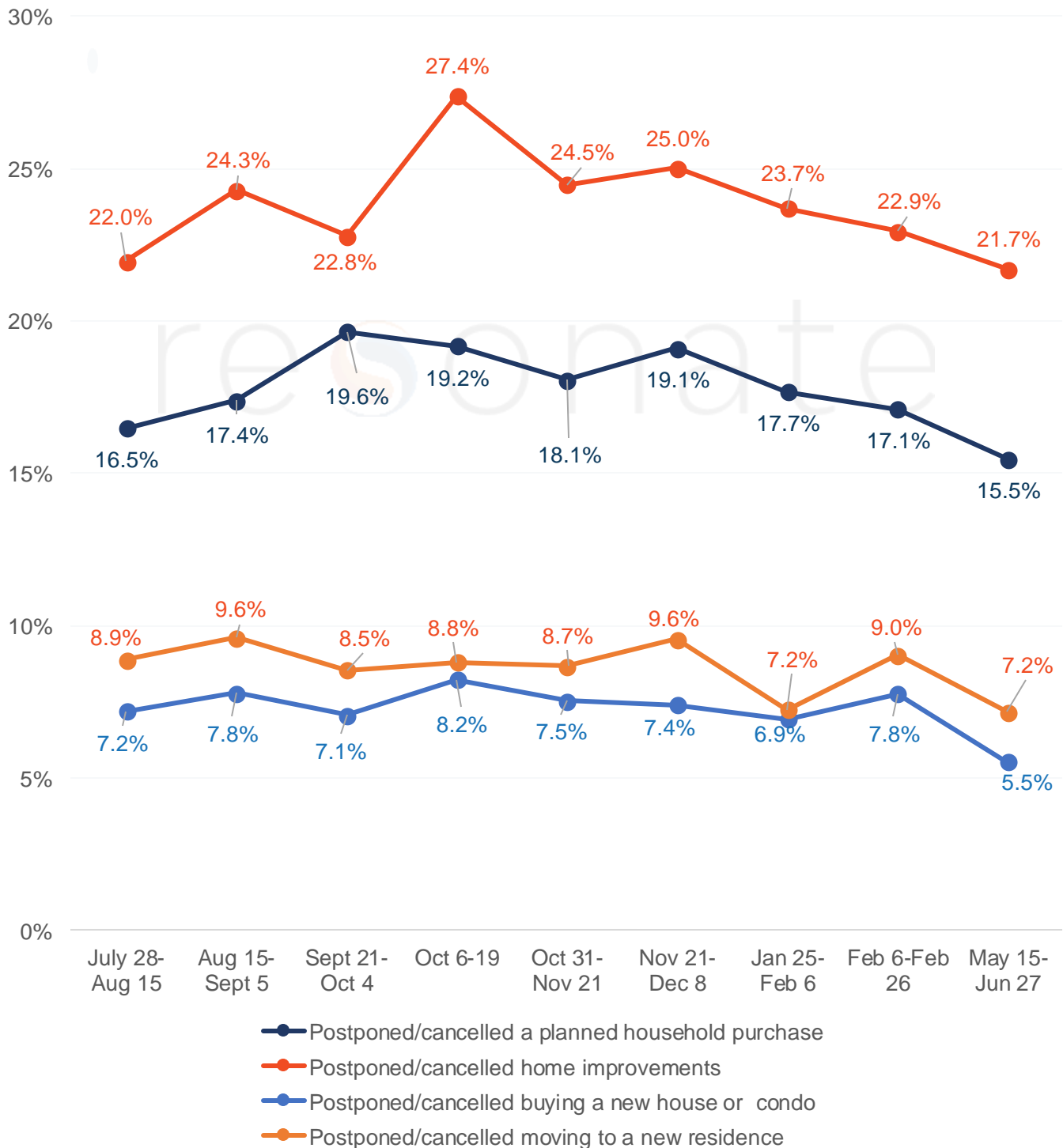
There are many products and services that an individual spends money on such as rent/mortgage, gas, food, and healthcare. In addition, spending can go up or down based on the price of products/services or the frequency that those products/services are purchased. Compared to this time **6 months ago**,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



CONSUMERS NO LONGER WAITING TO BUY HOMES OR MAKE HOME IMPROVEMENTS

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

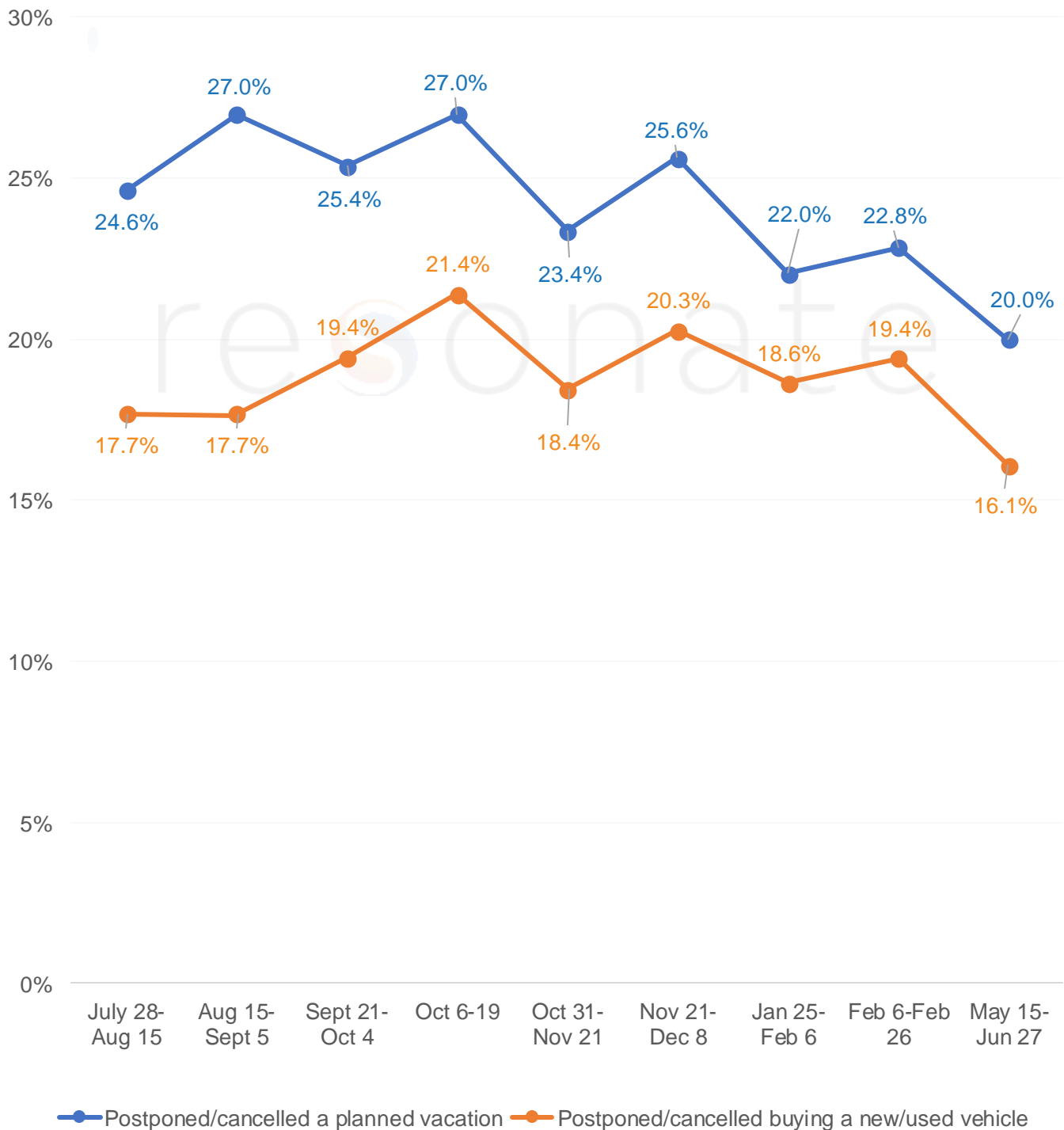
Please select all that apply.



FEWER CONSUMERS POSTPONING VACATIONS, MORE READY TO BUY CAR

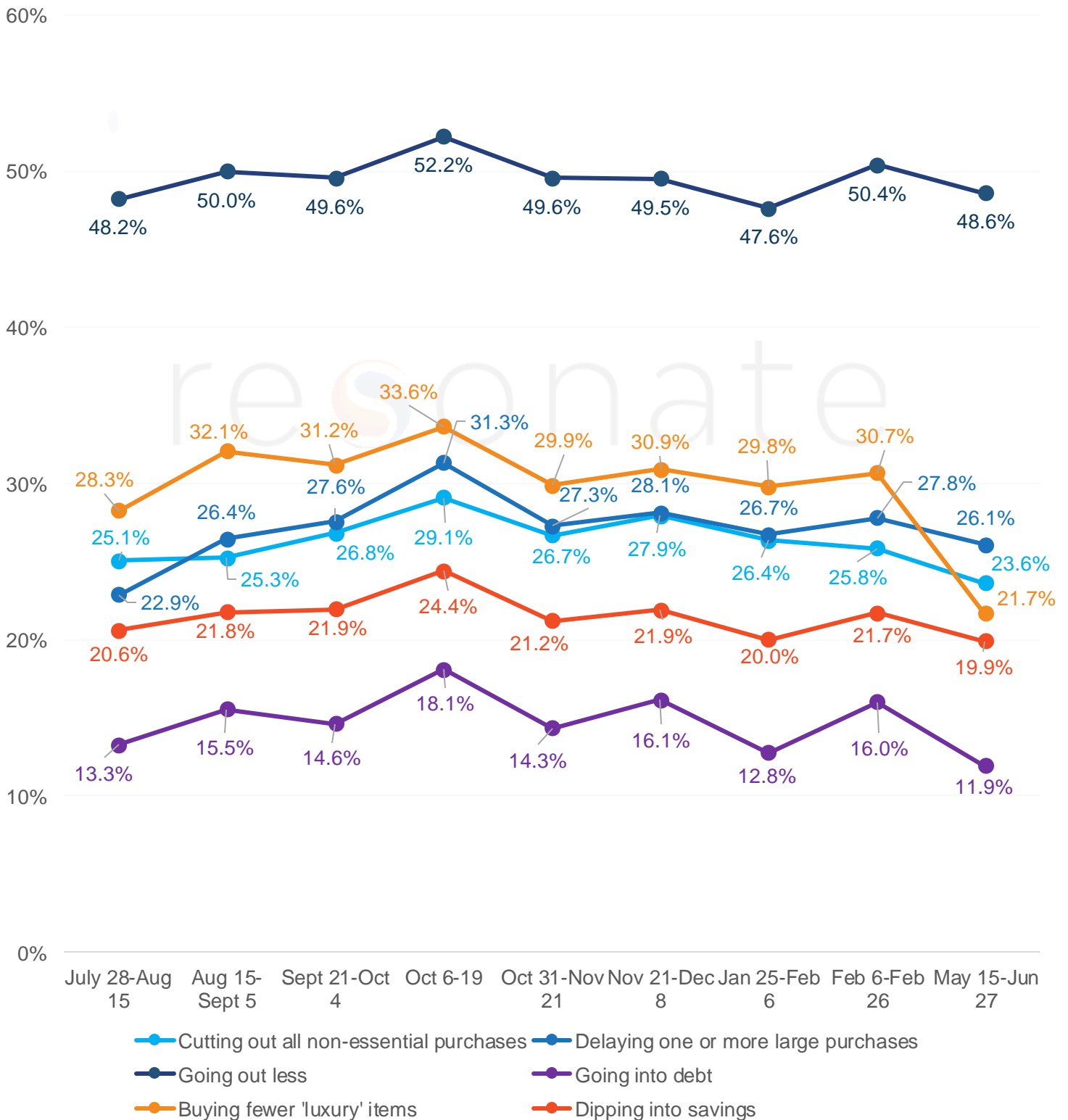
Which of the following actions has your household taken in the last 6 months due to changes in the price of goods/services?

Please select all that apply.



30% FEWER CONSUMERS ARE AVOIDING LUXURY PURCHASES

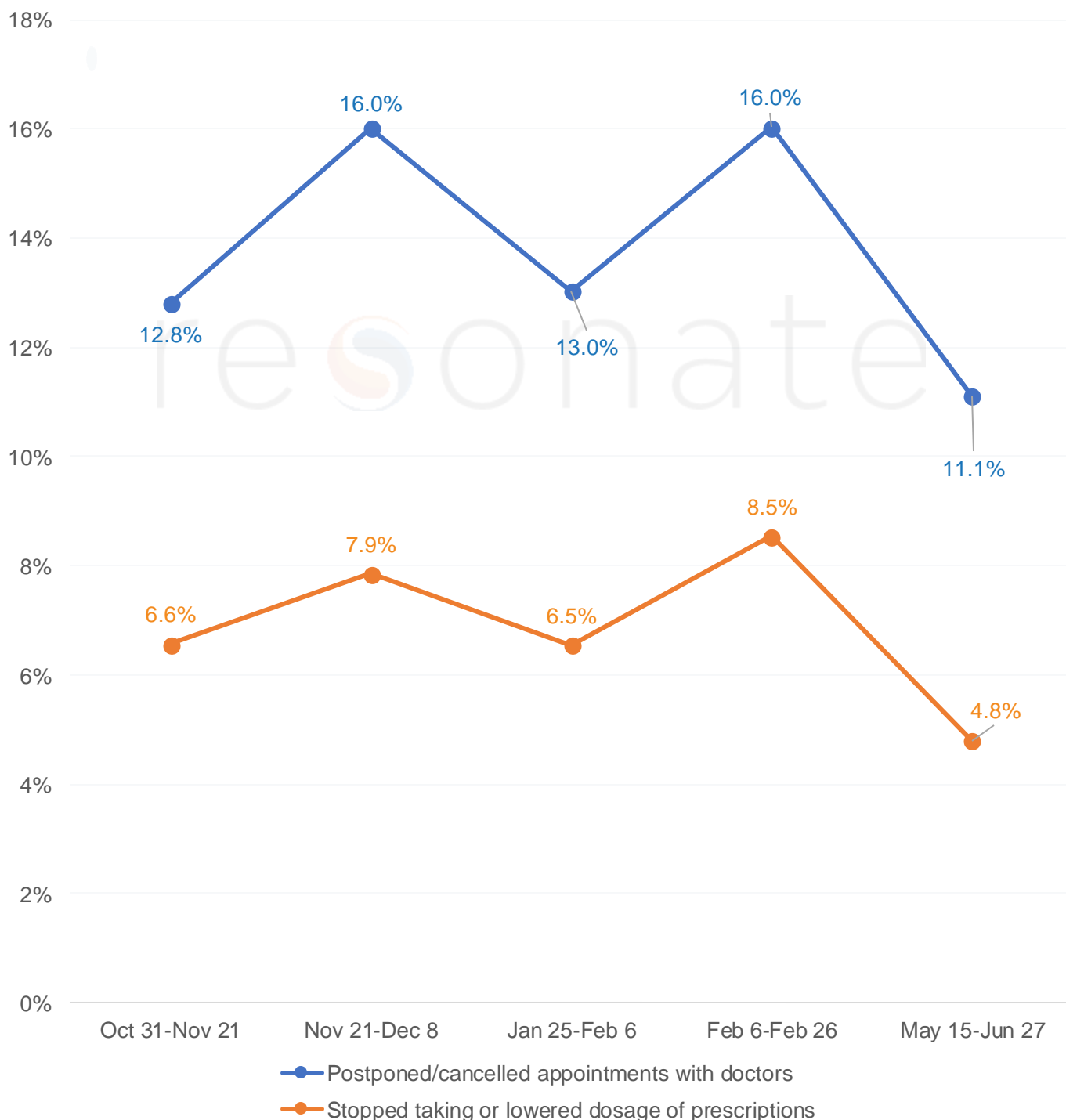
What changes, if any, have you made to accommodate higher prices for your regular purchases? Please select all that apply.



CONSUMERS SPENDING ON HEALTHCARE, PRESCRIPTION MEDICINE

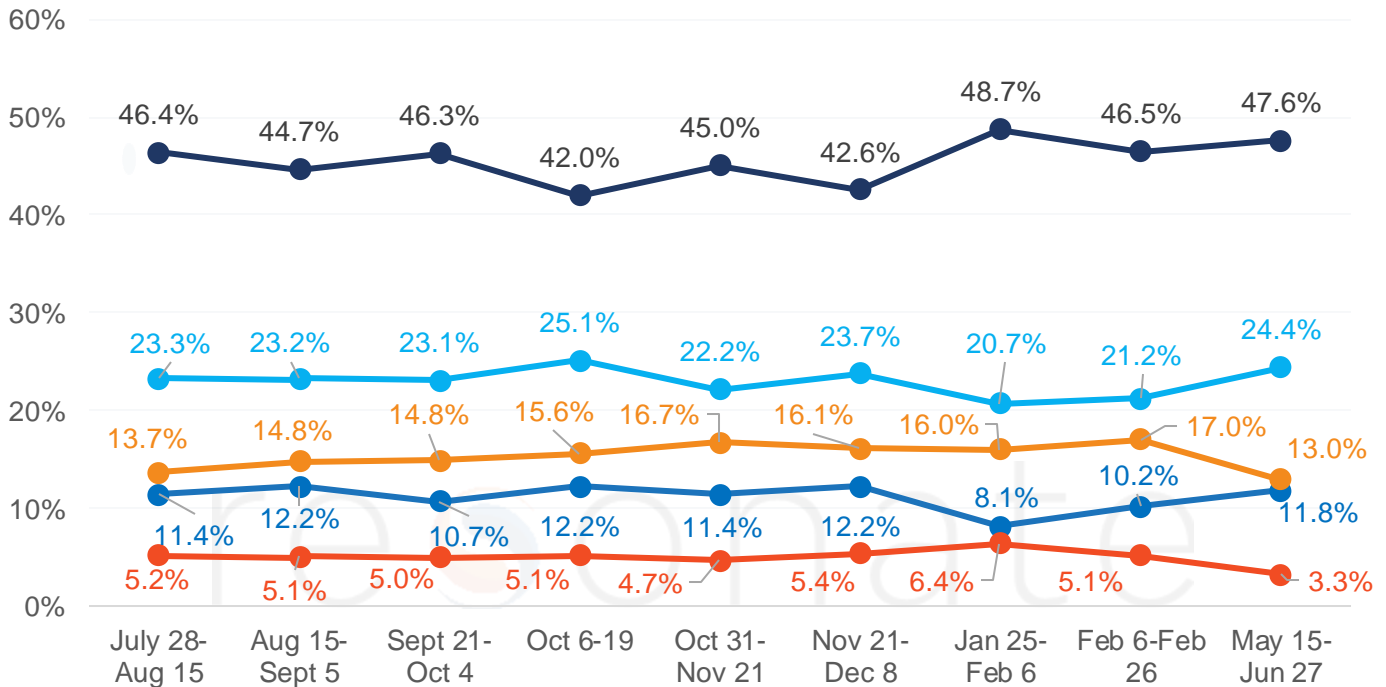
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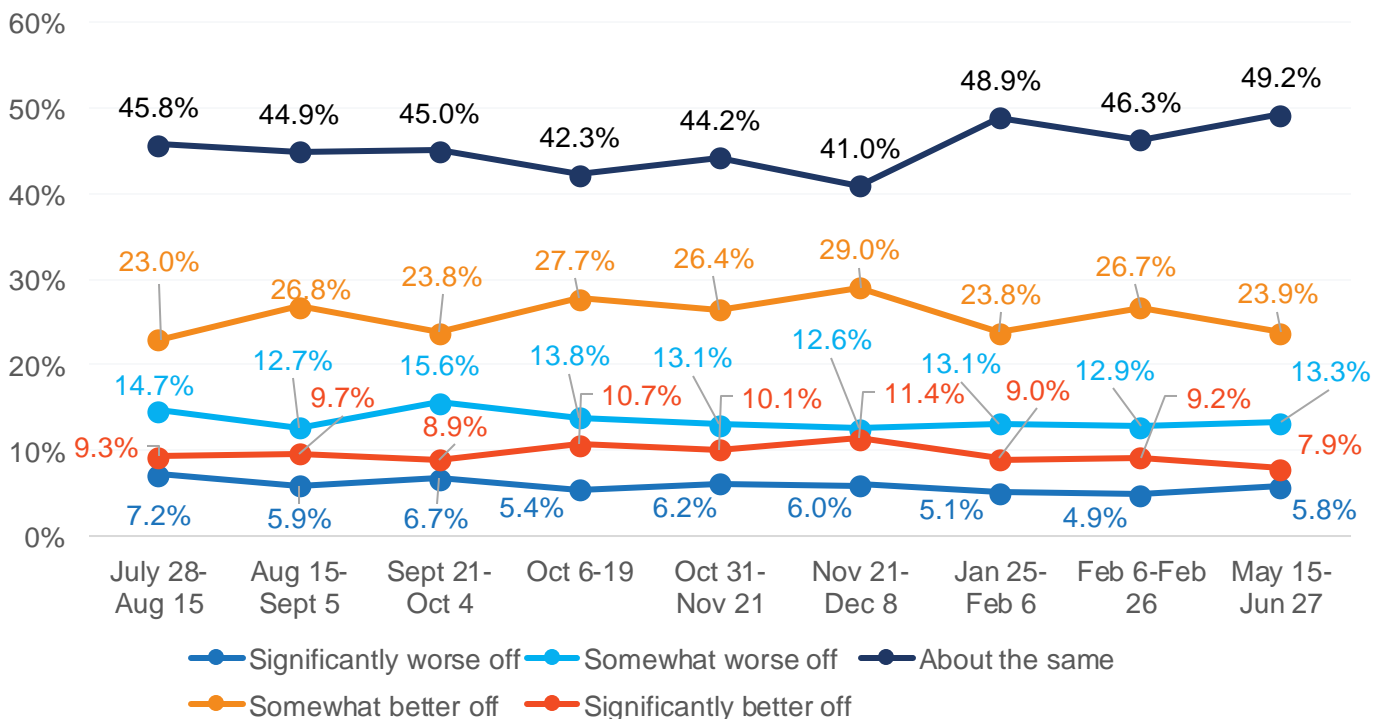


AT THE SAME TIME, MORE REPORT BEING 'WORSE OFF' FINANCIALLY

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

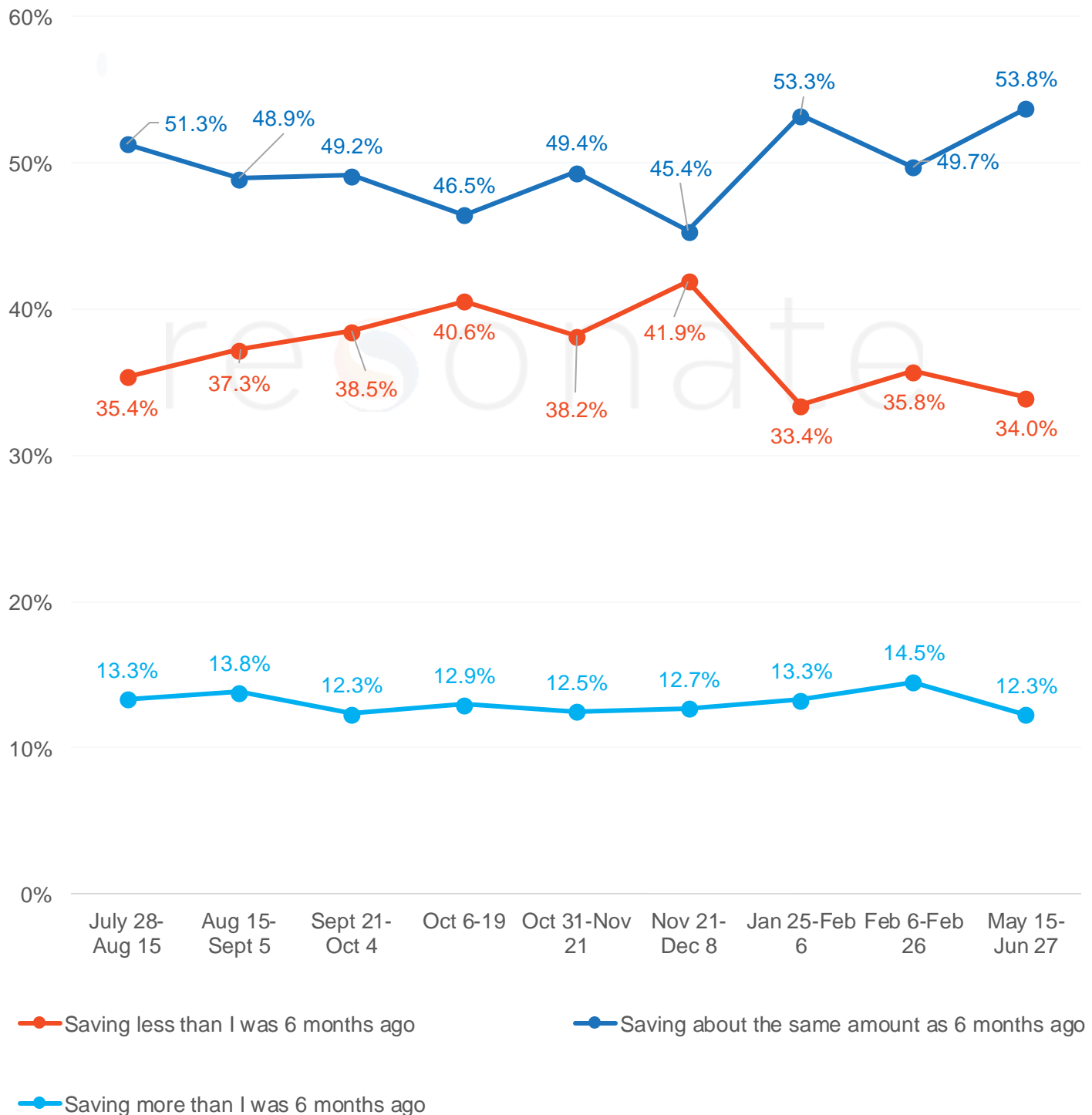


In the **next 6 months**, do you expect to be financially better or worse off than you are today?



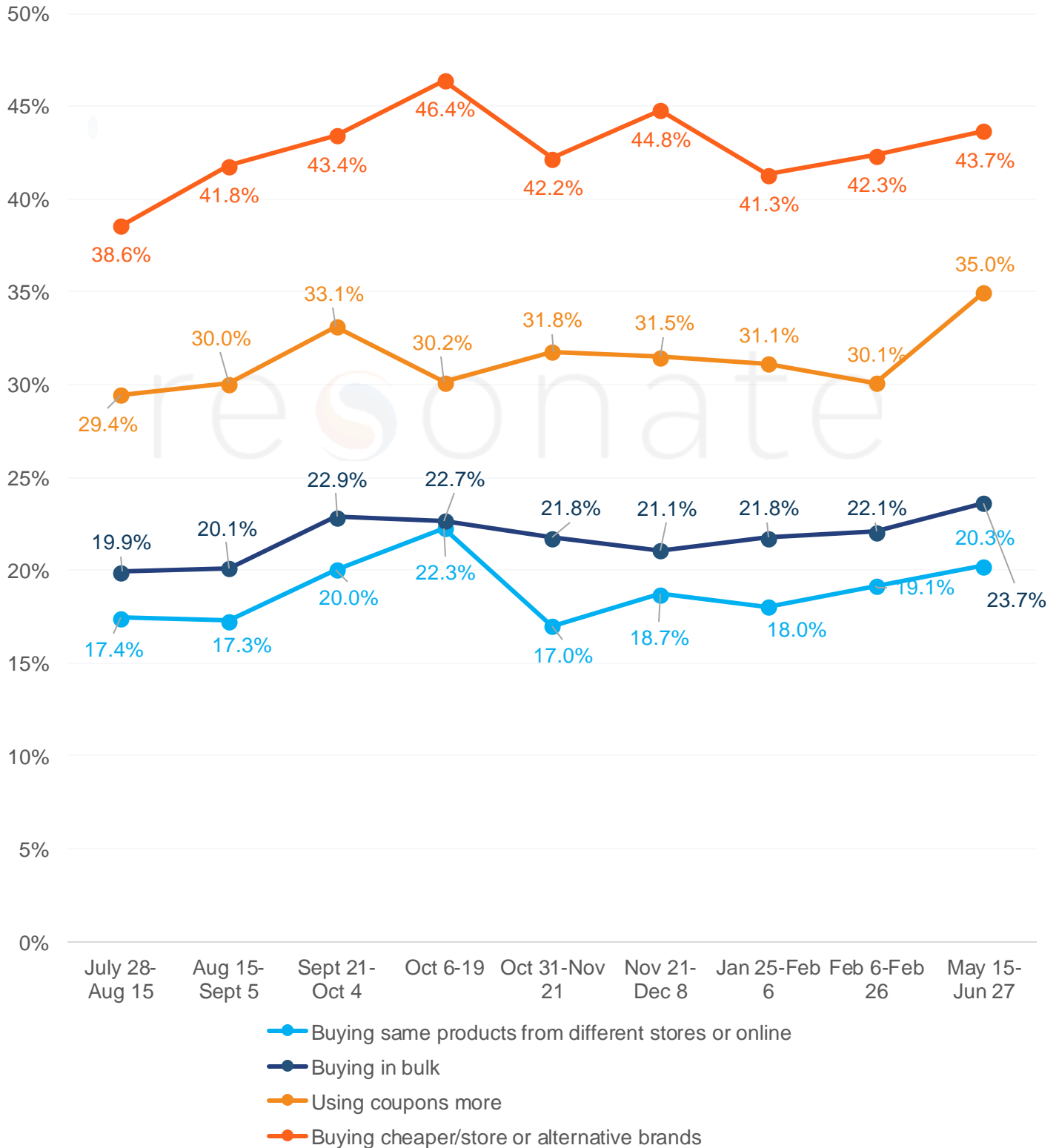
AMERICANS CONTINUE TO SAVE MONEY AS THEIR BUDGETS ALLOW

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?



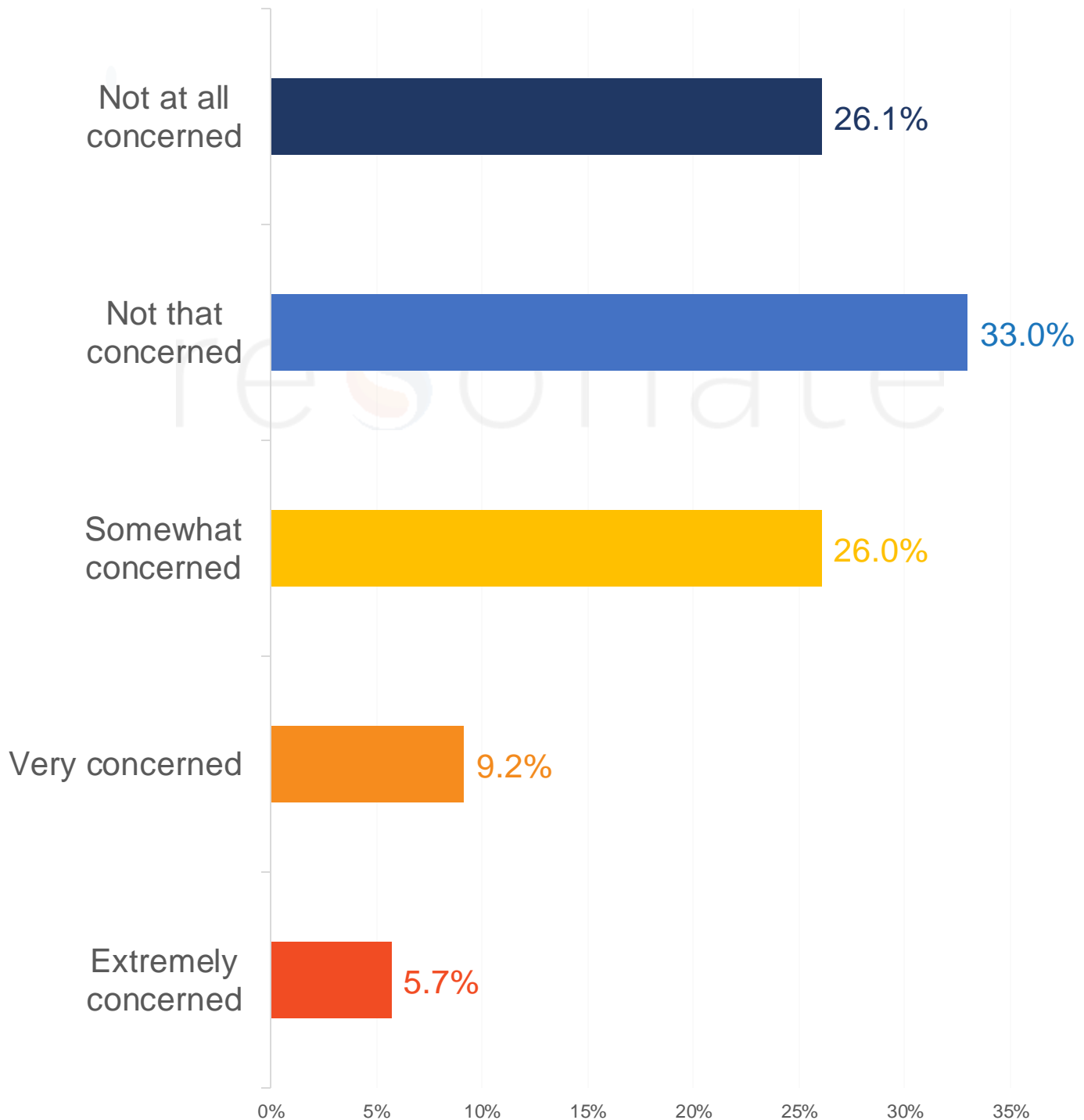
35% OF CONSUMERS ARE USING MORE COUPONS THAN PRIOR MONTHS

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



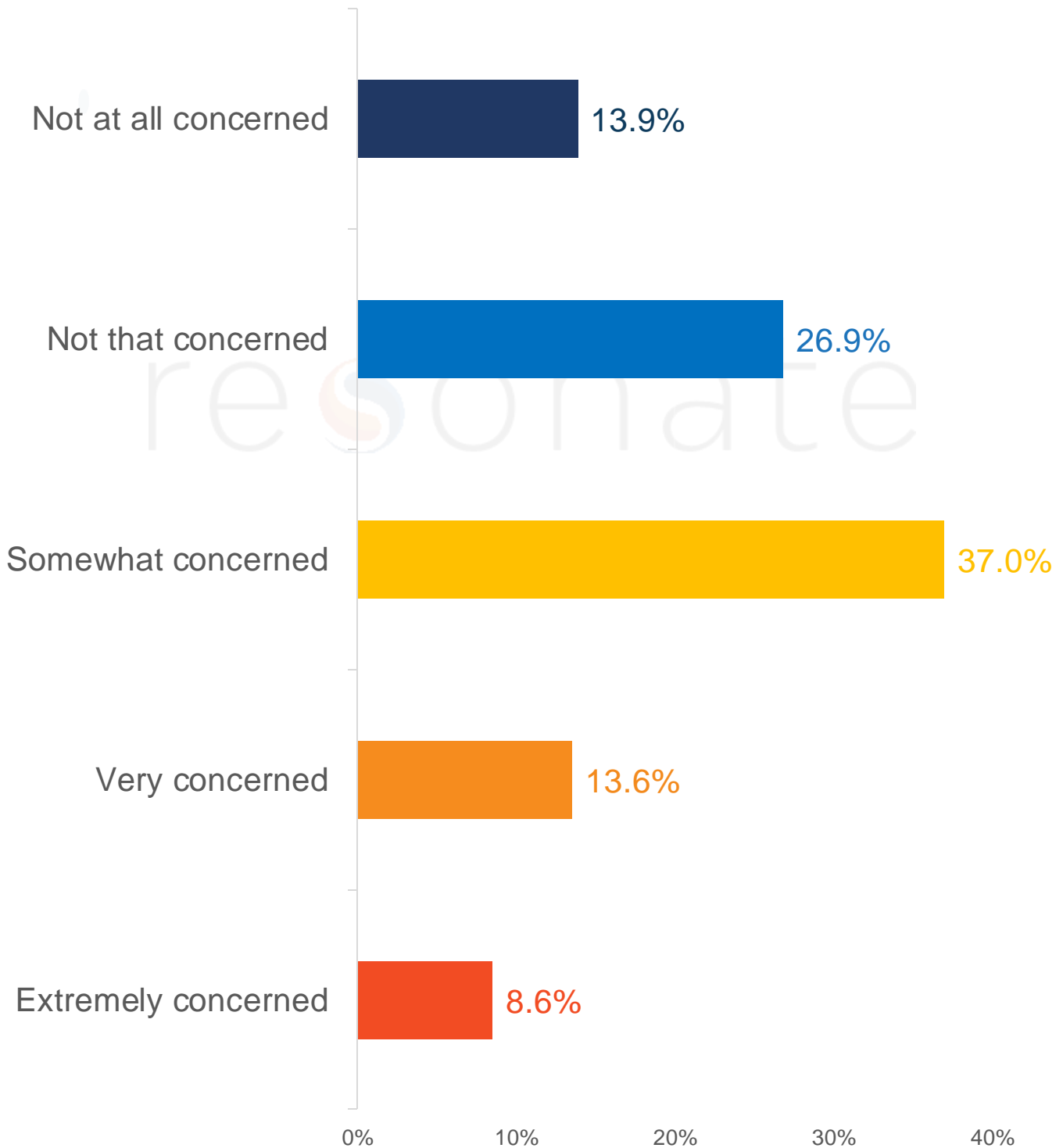
59% OF AMERICANS ARE UNCONCERNED ABOUT THEIR PERSONAL BANK CRASHING

How concerned are you about your personal bank crashing, or losing money or access to your money deposited at a bank?



ONLY 1 IN 5 CONCERNED TO A GREAT EXTENT ABOUT A BANKING COLLAPSE

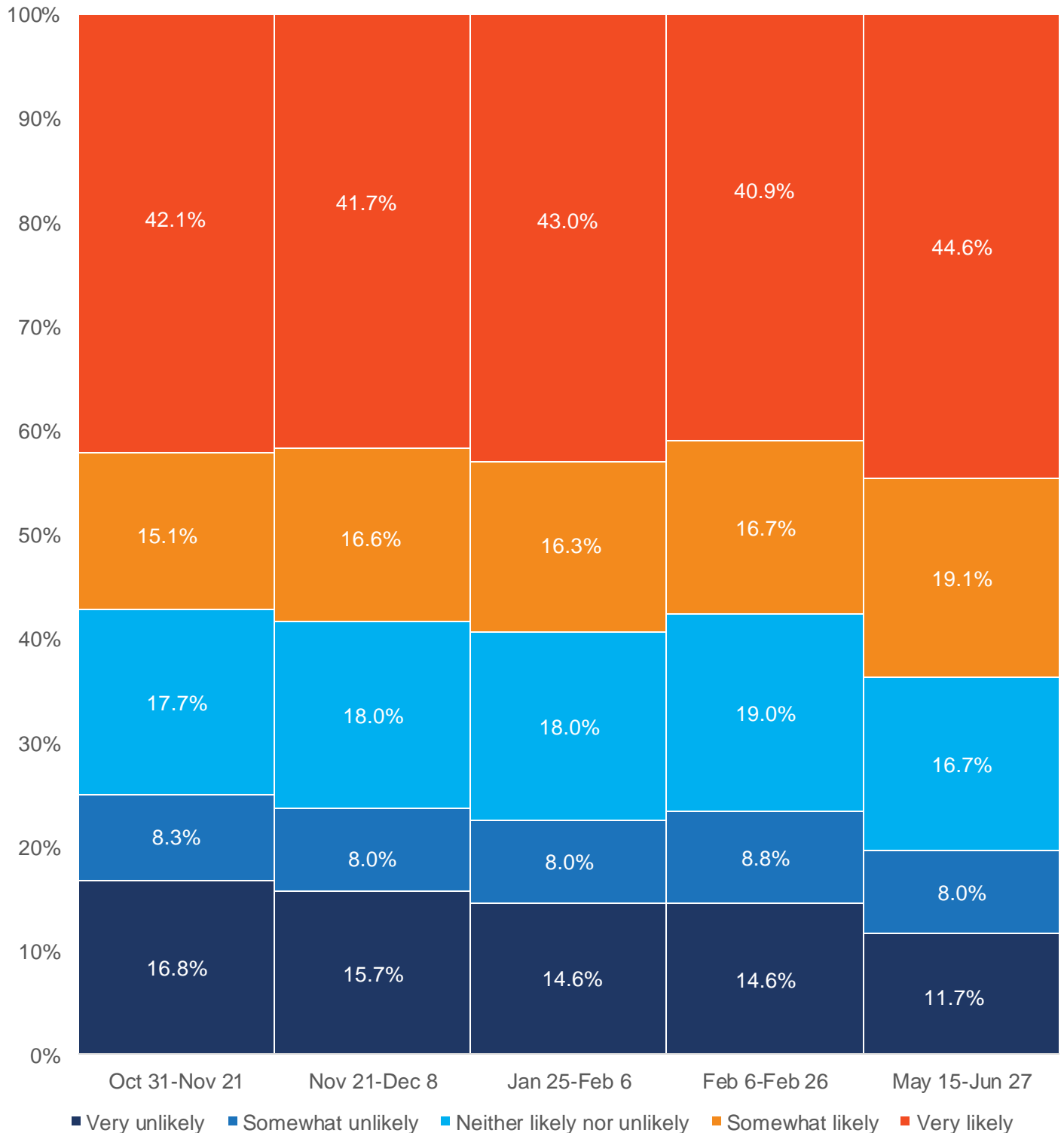
How concerned are you about the banking system at large crashing and leading to recession or economic downturn?



POLITICAL OUTLOOK

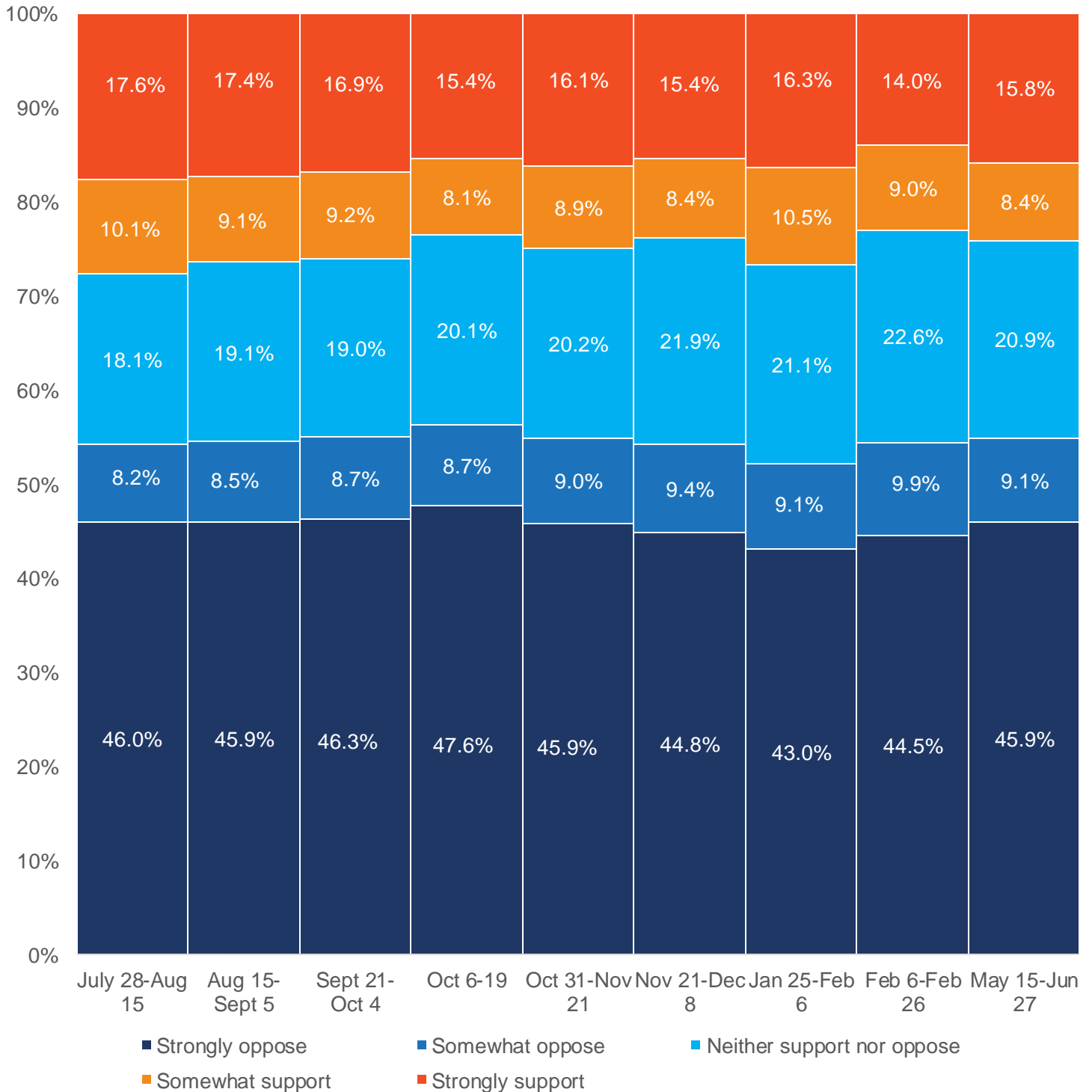
64% OF AMERICANS BELIEVE TRUMP IS GUILTY OF CRIMES

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



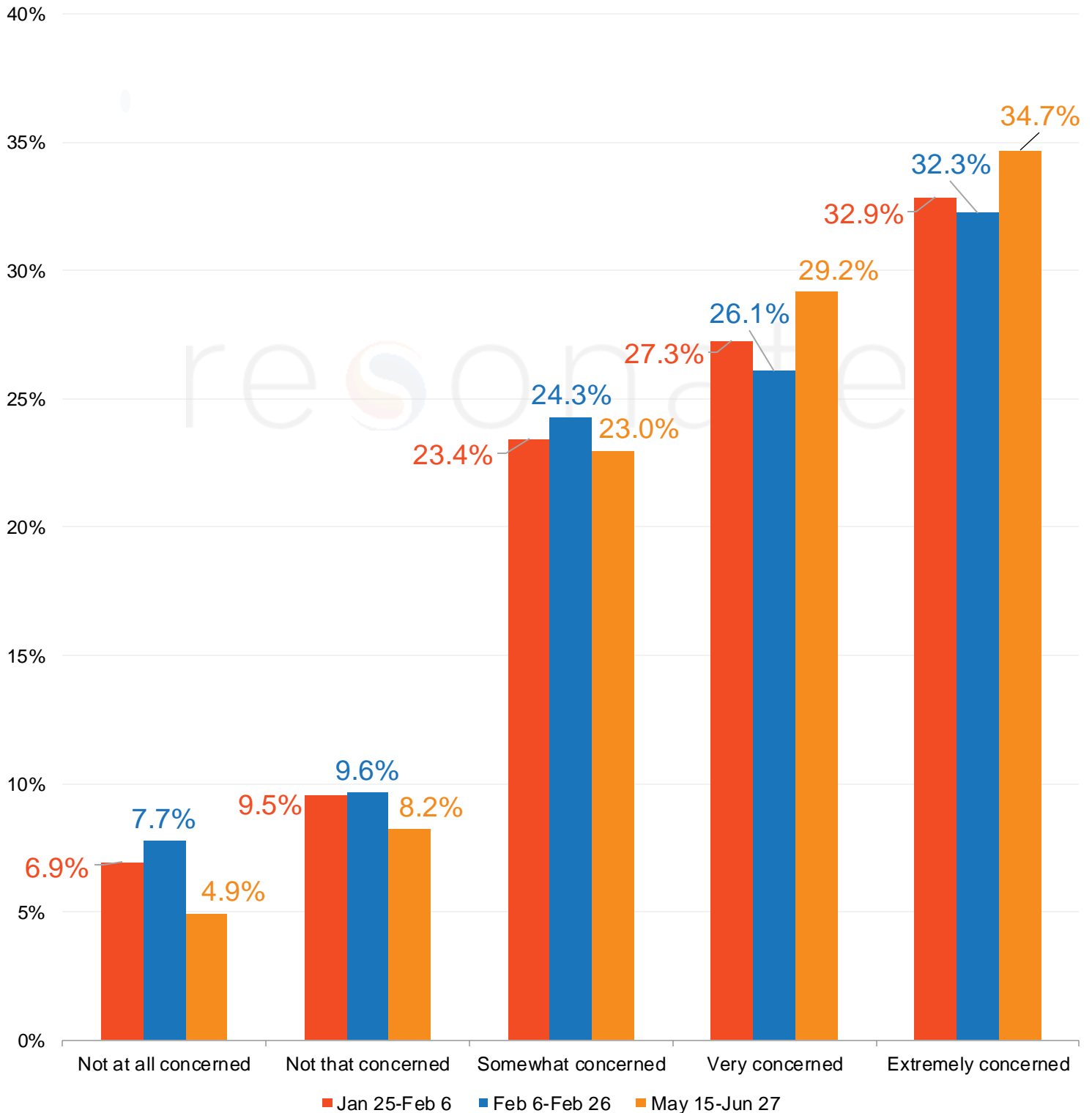
1 YEAR AFTER OVERTURNING ROE V. WADE, AMERICANS STILL DIVIDED

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



1 IN 3 AMERICANS IS EXTREMELY CONCERNED ABOUT GUN VIOLENCE

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



UNDERSTANDING THE HUMAN BEHIND DATA IS THE KEY TO SUCCESS

Aligning with how Americans feel about their ability to spend or save *today* is imperative to creating campaigns that speak to them. To understand the whole consumer, you need insight into their sentiment, motivations and intent that you can't get 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.



REQUEST A DEMO