

GutCheckonomics™

Equipping brands to innovate and communicate with empathy by applying a human-centric lens to current economic and societal trends

Despite living through today's economic and societal turbulence together, we are all experiencing it differently.

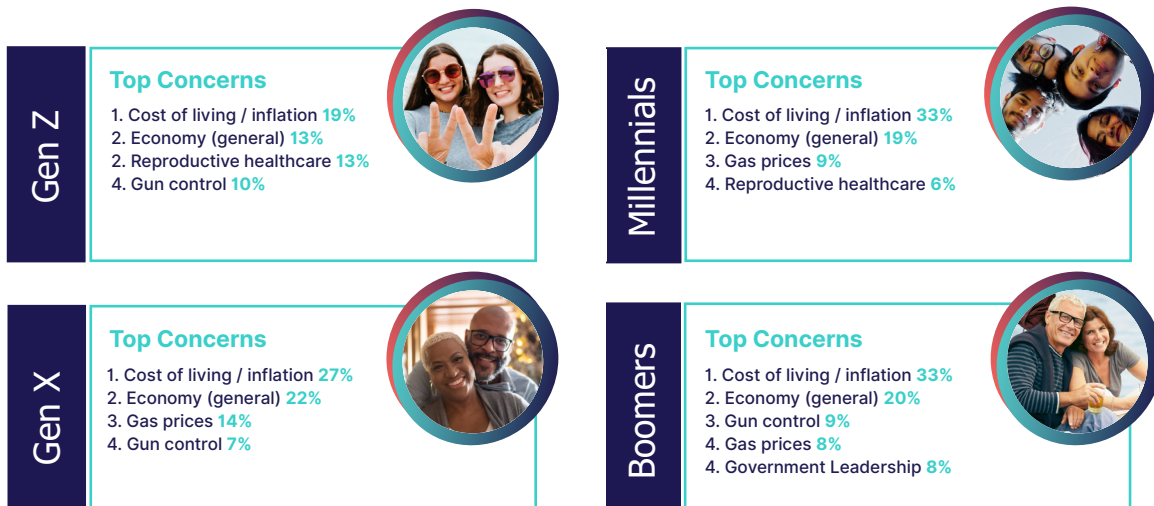
Among many reasons why millions of people can go through exactly the same set of circumstances but see and react to them differently is the factor of having experienced and learned from similar circumstances previously.



Data from our wave 2 GutCheckonomics survey (fielded in July '22) shows distinct generational differences in how people are reacting to, feeling about, and planning in light of the current economic and societal instability. Despite people's top two concerns being consistent across generations, the impact of those concerns on mental health, economic outlook, and general positivity demonstrates wide variance. While the familiar saying goes 'older and wiser', maybe we are also seeing 'younger and more hopeful'.

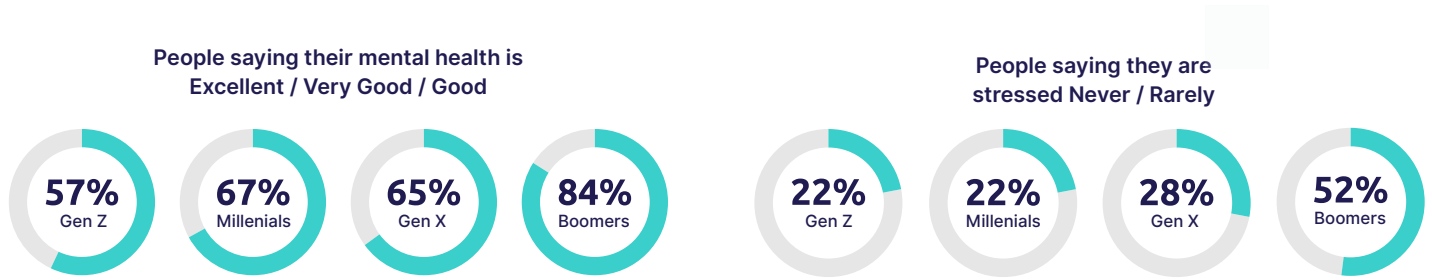
Important Issues

All generations stated that cost of living / inflation and the economy in general were their two biggest current concerns. Outside of the top two, reproductive healthcare was a consistent leading concern for the younger generations.



Mental Health and Stress

Whether it's mental fortitude or a stiff upper lip, Boomers' self-reported mental health condition is in a much better place than Gen Z's. This is reinforced when we see that self-reported stress levels are also much lower in the Boomer generation.

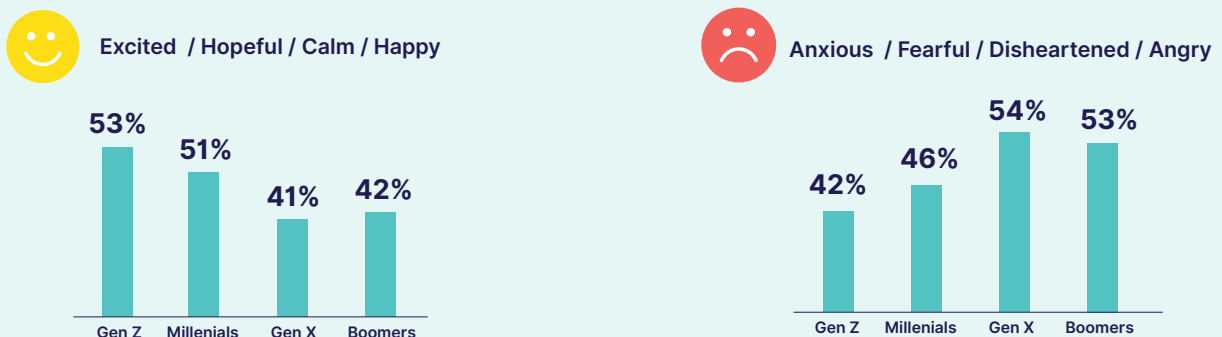


Older and Gloomier?

Across many scenarios, including expectations of general American economic future outlook over the next 5 years, expectations of their own financial situation over the next year, and whether or not it's a good time to make a big purchase, younger generations have a considerably more optimistic outlook:



When choosing a feeling which summed up how they viewed their plans and what lay ahead for them in the next 3 months, younger generations consistently selected more positive feelings:





WHAT DOES THIS MEAN FOR YOUR AUDIENCE AND YOUR BRAND?

Even though people are going through the same macro circumstances together, their individual experiences and reactions differ vastly. There is no 'one size fits all' campaign, product, or solution, that will meet people's needs or state of mind.

Understanding how each generation you serve is experiencing this economic turbulence will help guide your brand towards remaining empathetic and in-touch with those you seek to serve.

The full **GutCheckonomics wave 2** report can also help you understand:

- People's planned travel and leisure activities in 2H
- Analysis of planned spending for big purchases, holiday gifting, and holiday entertaining
- People's likely cost-cutting measures amid continued price rises
- Sentiment analysis of Roe vs. Wade ruling
- Data cuts by Generational and Income Demographic groupings

To learn more about this report and how the findings may impact your business, please **contact us**.

For more information about GutCheckonomics and a variety of helpful resources, visit www.gutcheckit.com/gutcheckonomics.