

GutCheckonomics™

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

WAVE 3 OVERVIEW

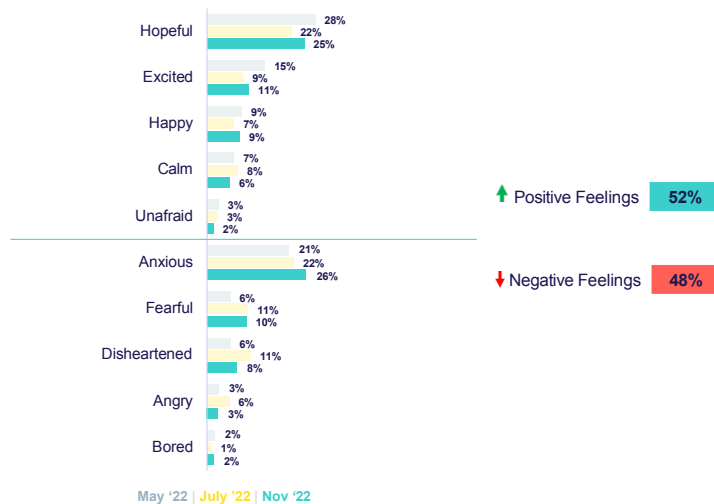
GutCheckonomics Wave 3 is complete, and our fresh insights demonstrate how ongoing economic and societal volatility is continuing to impact emotions, wellness, and behaviors.

GutCheckonomics goes beneath the surface to explore how real people are feeling and reacting to the fast-evolving world around them and demonstrates how this reality is shaping their mindsets and planned future behaviors, providing brands with deep insights to ensure their innovation and messaging is rooted in empathy.

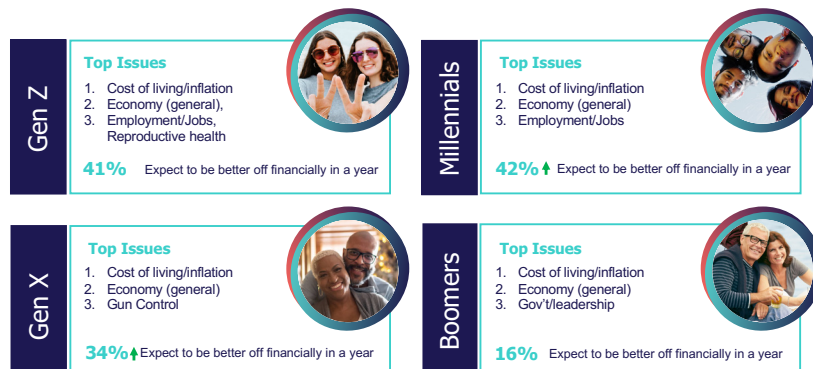
Here are three key findings from the third wave:

1 People self-report glimmers of positivity (although not yet back to May '22 levels), but we also see a slight increase in anxiety.

Emotions & Feelings about the Next 3 Months (Self-Reported)



2 Cost of living/inflation remains the top concern across generations, but expectations about being better off in a year have stabilized or increased slightly since July's downturn.



3

Some signs of consumer optimism as fewer people say that now is not the time to make a major household purchase vs. July.



WHAT DOES THIS MEAN FOR YOUR AUDIENCE AND YOUR BRAND AS YOU PLAN AND EXECUTE FOR 2023?

Nearly 6 months after our original study, consumers' needs and emotions are continuing to evolve as factors which are largely out of their control swirl around them. People now expect brands to understand them at deeper levels, to understand what's important to them, and to use that knowledge to connect with them empathetically through innovation and communication.

To remain in-touch with and relevant to the people they seek to serve in a rapidly changing world, brands need to keep a constant pulse on how consumers are feeling, behaving, and considering changing.

The full GutCheckonomics wave 3 report also covers:

- An examination of people's 'real' feelings and emotions using Hybrid NLP-powered emotion analytics
- A look at people's mental, physical, and financial health
- An exploration of people's biggest current concerns
- People's likely cost-cutting measures and tradeoffs in light of continued price rises
- Compensatory behaviors that are emerging as prices remain high and flu/covid season descends
- A new consumer tech focus exploring people's upcoming purchases, video streaming service subscriptions, and their thoughts on sustainability and privacy
- Data cuts by Generational and Income Demographic groupings

Also look out for an exclusive Gen Z overview coming soon.

To see this report in full, reach out to your GutCheck representative who will be happy to share the findings with you and explore the impact on your business.

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