

GutCheckonomics™

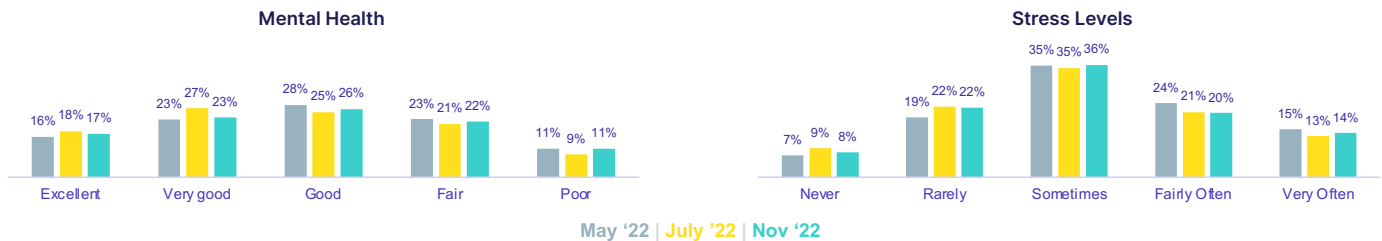
Equipping brands to innovate and communicate with empathy by applying a human-centric lens to current economic and societal trends

We may be starting to see signs that people’s positivity and hope are returning – at least in the way they self-report. However, beneath the surface, emotion analytics reveal that high levels of negativity and anxiety persist.

Even as people look towards 2023 and a new year, there’s clearly no silver bullet which is going to magically return people to an optimistic state of mind and ease their concerns. With fears about cost of living and the economy in general still dominating, there are few bright lights ahead.

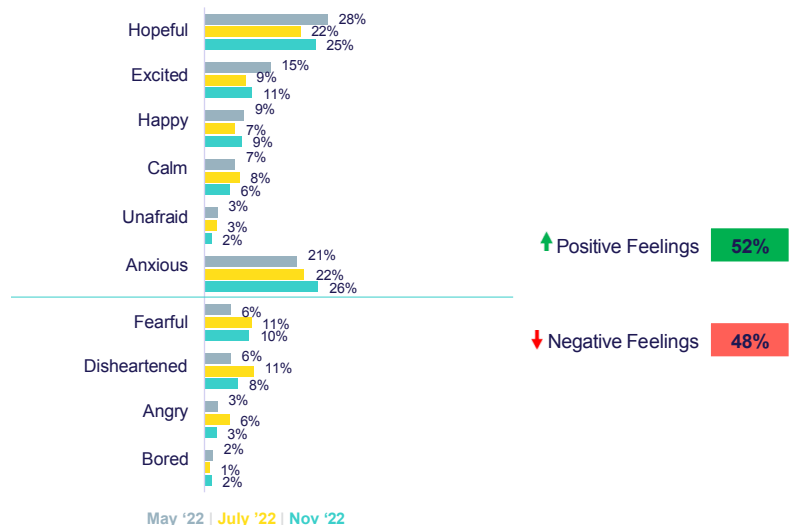
However, an increase in people’s expectations of being better off financially in one year suggests there may be green shoots of recovery in people’s outlooks after all.

MENTAL HEALTH AND STRESS LEVELS REMAIN STABLE. AMERICANS ARE SPLIT AS TO WHETHER THEY ARE FARING WELL.



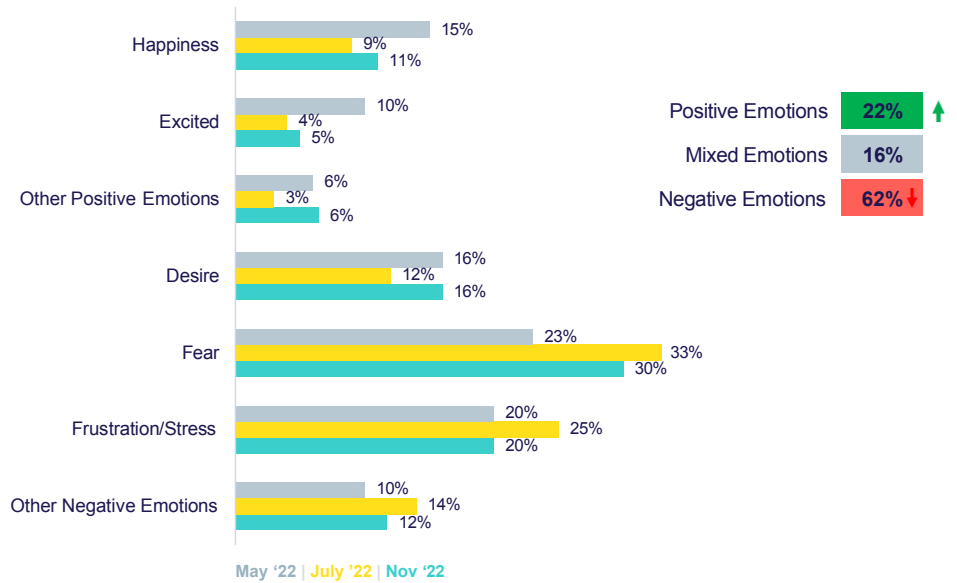
WHILE NOT BACK TO MAY '22 LEVELS, PEOPLE’S POSITIVITY IS STARTING TO REBOUND.

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



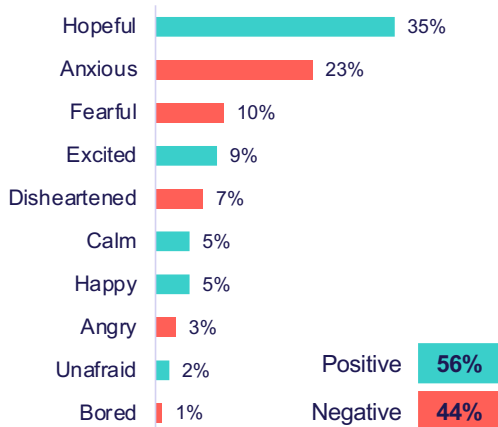
BUT BENEATH THE SURFACE, NEGATIVE EMOTIONS STILL DOMINATE, DESPITE DECREASING SINCE JULY.

Emotions about the Next 3 Months (Detected via HNLP Emotion Analytics)



A VERY SIMILAR PICTURE EMERGES AS PEOPLE EXPRESS HOW THEY FEEL ABOUT 2023 IN GENERAL, WITH A SLIGHTLY MORE OPTIMISTIC SELF-REPORTED VIEW, BUT AN IDENTICAL NEGATIVE SKEW TO DETECTED EMOTIONS.

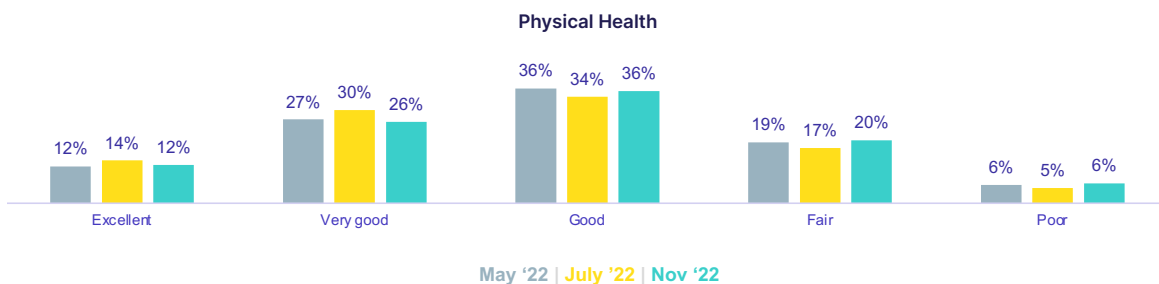
Feelings about the Next Year 2023 (Self-Reported)



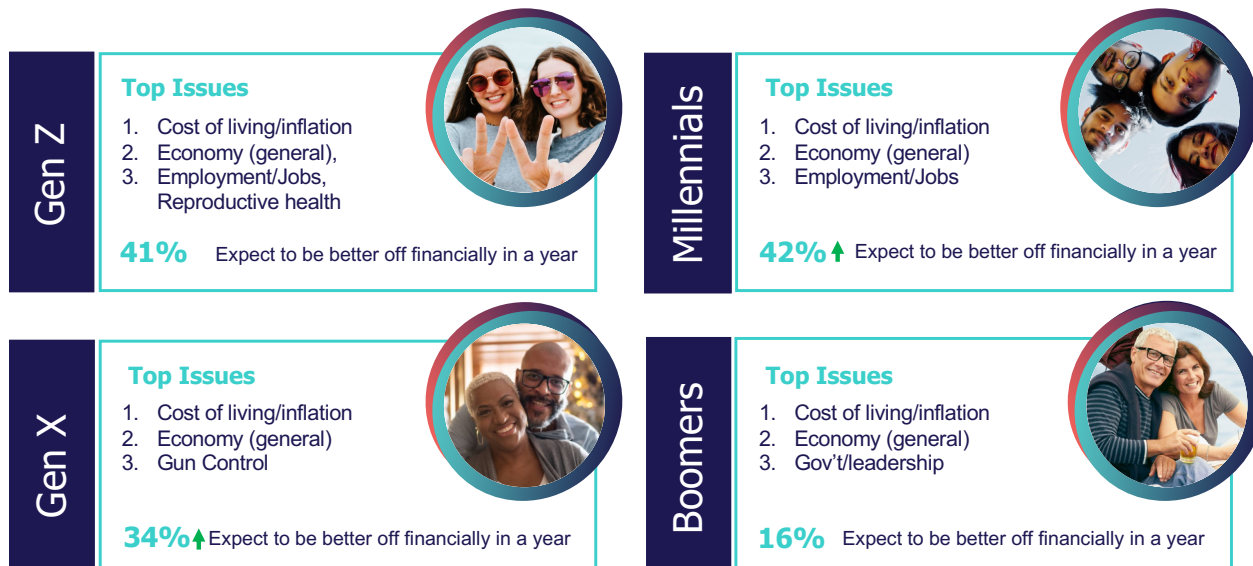
Feelings about the Next Year 2023 (Detected)



PHYSICAL HEALTH REMAINS STABLE, WITH MOST AMERICANS REPORTING "GOOD" OR BETTER HEALTH.



EXPECTATIONS ABOUT BEING BETTER OFF IN A YEAR HAVE STABILIZED OR INCREASED SLIGHTLY SINCE JULY'S DOWNTURN, WITH THE TOP 2 ISSUES REMAINING UNCHANGED FOR ALL GENERATIONS.



WHAT DOES THIS MEAN FOR YOUR AUDIENCE AND YOUR BRAND?

While people's mental health, stress levels, and physical health have started to plateau and we are seeing self-reported improvements in positive emotions and near-term outlook, beneath the surface people are still anxious and fearful about the future.

People's behaviors are largely driven by their emotions. Understanding how people are feeling about today and tomorrow and using that knowledge to build products and marketing campaigns empathetically is essential for brands looking to grow their businesses.

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 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 gutcheckit.com/gutcheckonomics.



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