

GutCheckonomics™

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

WAVE 4 OVERVIEW

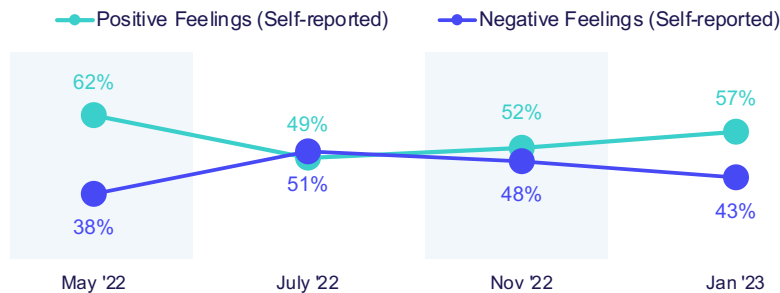
GutCheckonomics Wave 4, fielded at the end of January '23 is now available. In this latest wave, we see increasing signs of optimism – at least in people’s self-reported feelings. As we continue to emerge from 2-3 difficult years, we are seeing people’s needs move back towards growth and self-actualization vs. the safety and physiological needs that dominated.

With helpful generational and household income splits, GutCheckonomics goes beneath the surface to explore how real people are feeling and reacting to the fast-evolving world around them. By demonstrating how this is shaping their mindsets and planned future behaviors, we provide brands with deep insights to ensure their innovation and messaging is rooted in empathy.

Here are three key findings from the fourth wave:

1 Asked to choose from a set of emotions that best describes how they feel when they think about what lies ahead for the next 3 months, we are now seeing people’s positivity trending upwards for two straight quarters.

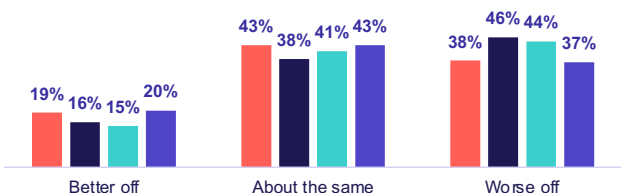
Emotions & Feelings about the Next 3 Months (Self-Reported)



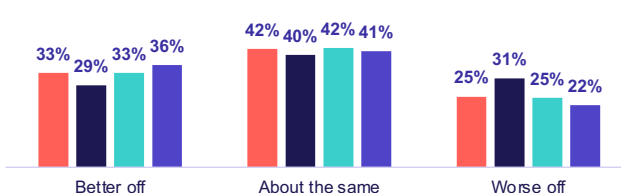
This is reflected in other areas of the report in their attitudes towards spending and their planned behaviors. To see how people’s emotions differ when we use Hybrid Natural Language Processing to analyze their responses to open-ended questions, you can request a copy of the full report [here](#).

2 The optimism is further reflected in people’s feelings about their financial position, with more people claiming to be ‘better off’ vs. one year ago than we’ve previously seen, and an equally high-water mark for those expecting to be better off in one year’s time.

Current Financial Position

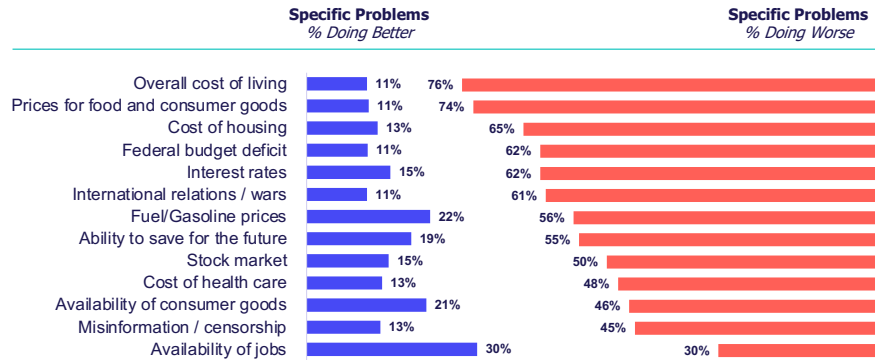


Financial Future



May '22 | July '22 | Nov '22 | Jan '23

3 Despite the stated optimistic outlook in both emotional and financial health, when presented with a range of situations and asked how each situation compares today vs. one year ago, apart from the availability of jobs, each situation was seen to be worse today by a majority of people.



WHAT DOES THIS MEAN FOR YOUR AUDIENCE AND YOUR BRAND AS YOU INNOVATE AND COMMUNICATE IN 2023?

Now 9 months since our original study, we see consumers' needs and emotions are continuing to evolve with signs of increasing optimism. But is this real, or just a boost as people set out into a new year with a more positive mindset and good intentions?

GutCheckonomics continues to help brands understand people at deeper levels by going beneath the surface to understand how they truly feel, 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 4 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
- Which categories people plan to start spending more in as their financial outlook improves
- A new FinServ focus exploring people's true emotions about their financial situation, how they are managing their finances, which devices and services they use, and who they trust for information
- Data cuts by Generational and Income Demographic groupings

To see this report in full, reach out to your GutCheck or Toluna representative who will be happy to share the findings with you and explore the impact on your business. If you don't already have a contact, please drop us a quick note [here](#) and we'd be happy to share it with you.

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