

# GutCheckonomics™

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

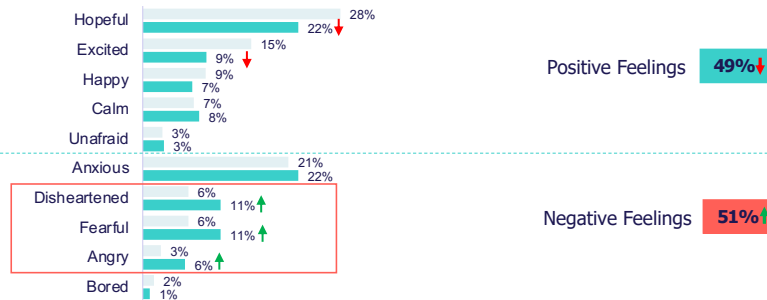
Our GutCheckonomics wave 2 survey results are out, and in light of ongoing economic and societal turbulence, people have become more pessimistic in just 2 months.

GutCheckonomics explores how real people are feeling and reacting to the fast-evolving world around them. It demonstrates how the experiences are shaping their mindsets and planned future behaviors, providing brands with deep insights to ensure their innovation and messaging are rooted in empathy.

Here are three key findings from the report:

## 1 Overall positivity about the next 3 months has significantly declined since May. Fear, anger, and disheartenment have increased in the past two months.

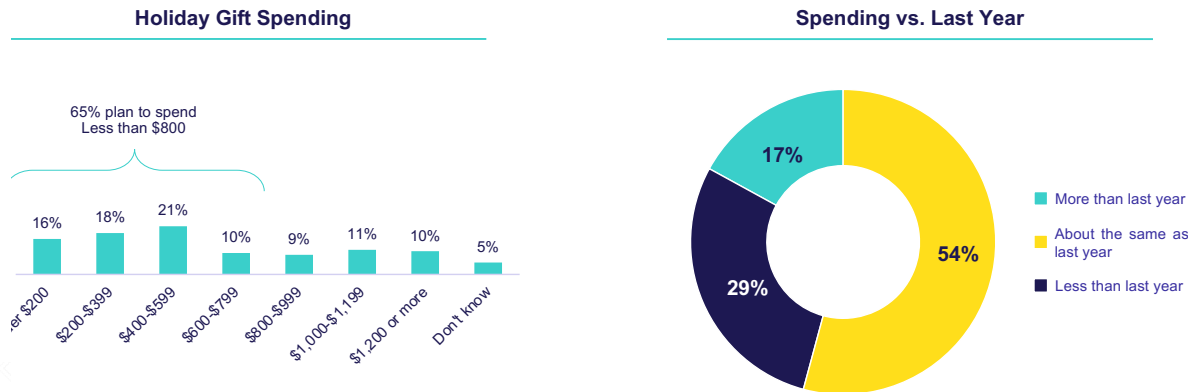
Emotions & Feelings about the Next 3 Months (Self-Reported)



## 2 Optimism in the face of inflation is waning among Gen Z and Millennials, while Gen X and Boomers remain skeptical.

Gen Z	<p><b>Top Issues</b></p> <ol style="list-style-type: none"> <li>1. Cost of living/inflation</li> <li>2. Economy (general), <b>Reproductive health</b></li> <li>3. <b>Gun control</b></li> </ol> <p><b>43% ↓</b> Expect to be better off financially in a year</p>	
	Millennials	<p><b>Top Issues</b></p> <ol style="list-style-type: none"> <li>1. Cost of living/inflation</li> <li>2. Economy (general)</li> <li>3. Gas prices</li> </ol> <p><b>36% ↓</b> Expect to be better off financially in a year</p>
Gen X		<p><b>Top Issues</b></p> <ol style="list-style-type: none"> <li>1. Cost of living/inflation</li> <li>2. Economy (general)</li> <li>3. Gas prices</li> </ol> <p><b>26%</b> Expect to be better off financially in a year</p>
	Boomers	<p><b>Top Issues</b></p> <ol style="list-style-type: none"> <li>1. Cost of living/inflation</li> <li>2. Economy (general)</li> <li>3. <b>Gun control, Gas prices, Gov't/leadership</b></li> </ol> <p><b>18%</b> Expect to be better off financially in a year</p>

### 3 Most consumers plan to spend <\$800 on holiday gifts, and while this generally compares to last year, nearly 1 in 3 say they plan to spend less than before.



## WHAT DOES THIS MEAN FOR YOUR AUDIENCE AND YOUR BRAND AS YOU PLAN AND EXECUTE FOR 2H?

Consumers' needs and emotions are evolving too rapidly to rely on data from even a few months ago. To remain empathetic and in-touch with the people you seek to serve, brands need to understand how people are feeling TODAY.

The full GutCheckonomics wave 2 report also covers:

- An examination of people's 'real' feelings and emotions using Hybrid NLP
- A look at people's mental, physical, and financial health
- An exploration of people's biggest current concerns
- People's planned travel and leisure activities heading into 2H
- Analysis of planned spending for big purchases, holiday gifting, and holiday entertaining
- People's likely cost-cutting measures in light of 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](http://www.gutcheckit.com/gutcheckonomics)