

Gun Violence Concerns on the rise

RESONATE RECENT
EVENTS REPORT
WAVE 38 – 2302

GUN VIOLENCE CONCERNS SOAR AS MORE SHOOTINGS MAKE HEADLINES

According to the Gun Violence Archive, over 300 mass shootings in the United States occurred in the first half of 2023. Breaking news stories informing the public of a new shooting have become an almost daily part of American life — as have debates over gun control laws. In this monthly Recent Events Report, we find that:

1 in 3 Americans is extremely concerned about gun violence in the US, and only 14% are unconcerned.

In this report, we also look at where American sentiment lies on everything from access to healthcare and COVID to the political climate. Our data is through June 27, as part of Resonate's ongoing research about how Americans are reacting to recent events. The real power of the Resonate Wave comes from partnering with us to identify, understand and target your advocates and supporters. Across thousands of additional attributes, Resonate delivers deep, relevant, real-time audience building and insights for better segmentation and efficient campaign execution across all programmatic digital channels.

Better data. Better decisions. Messaging that resonates. That's our goal.

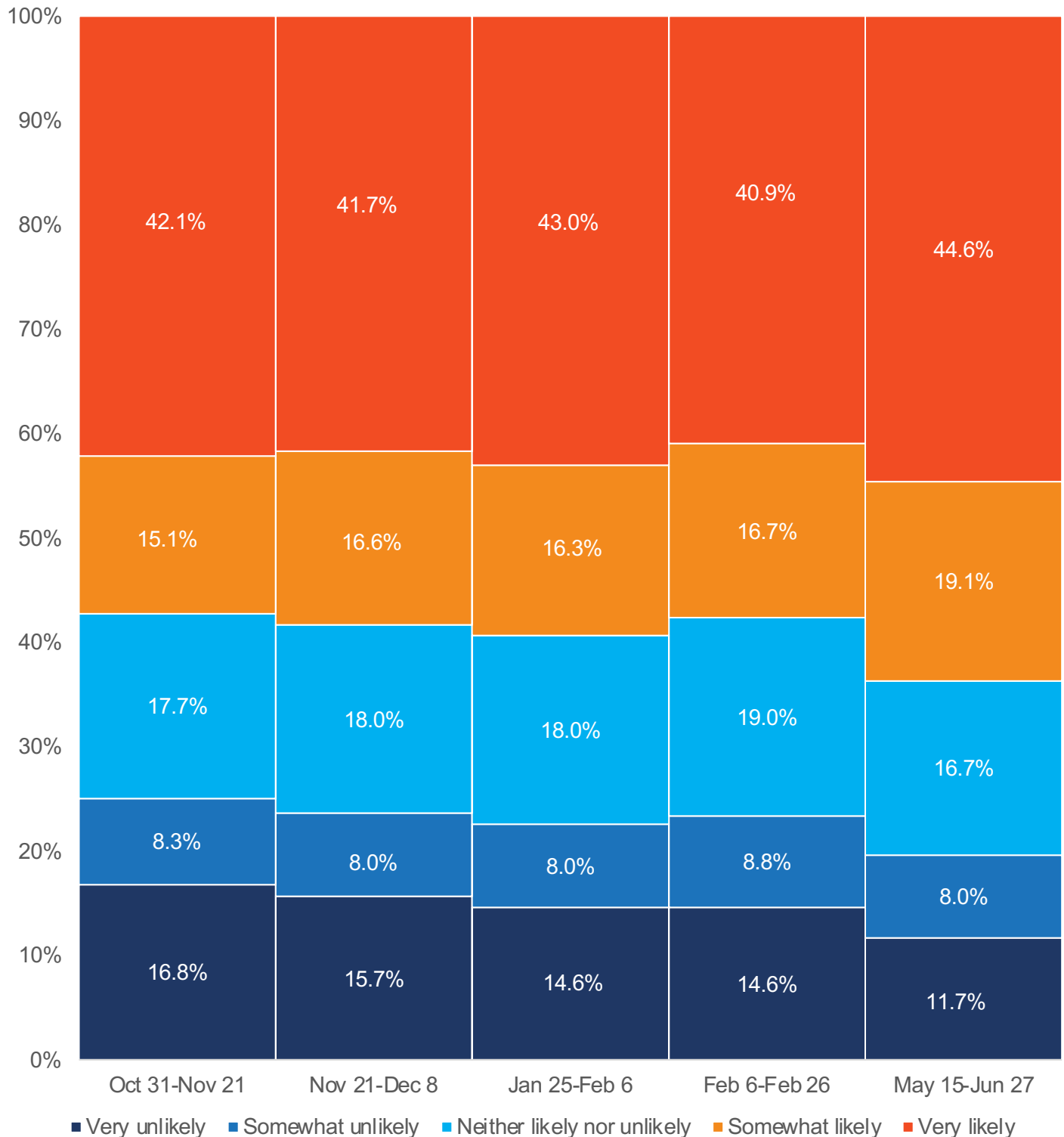


See It In Action

POLITICAL OUTLOOK

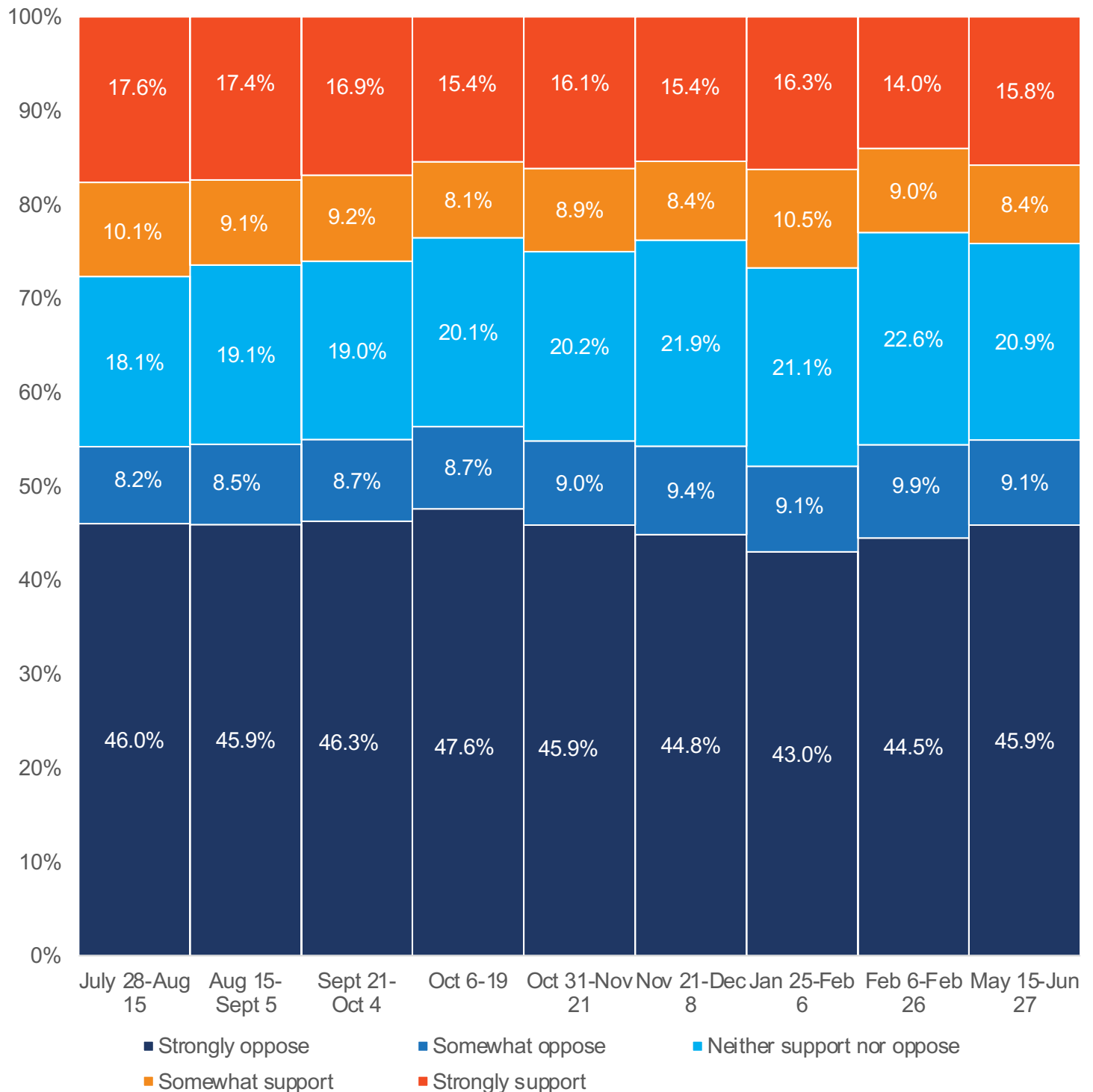
64% OF AMERICANS BELIEVE TRUMP IS GUILTY OF CRIMES

How likely do you think it is that Trump committed crimes, either before, during, or after his presidency?



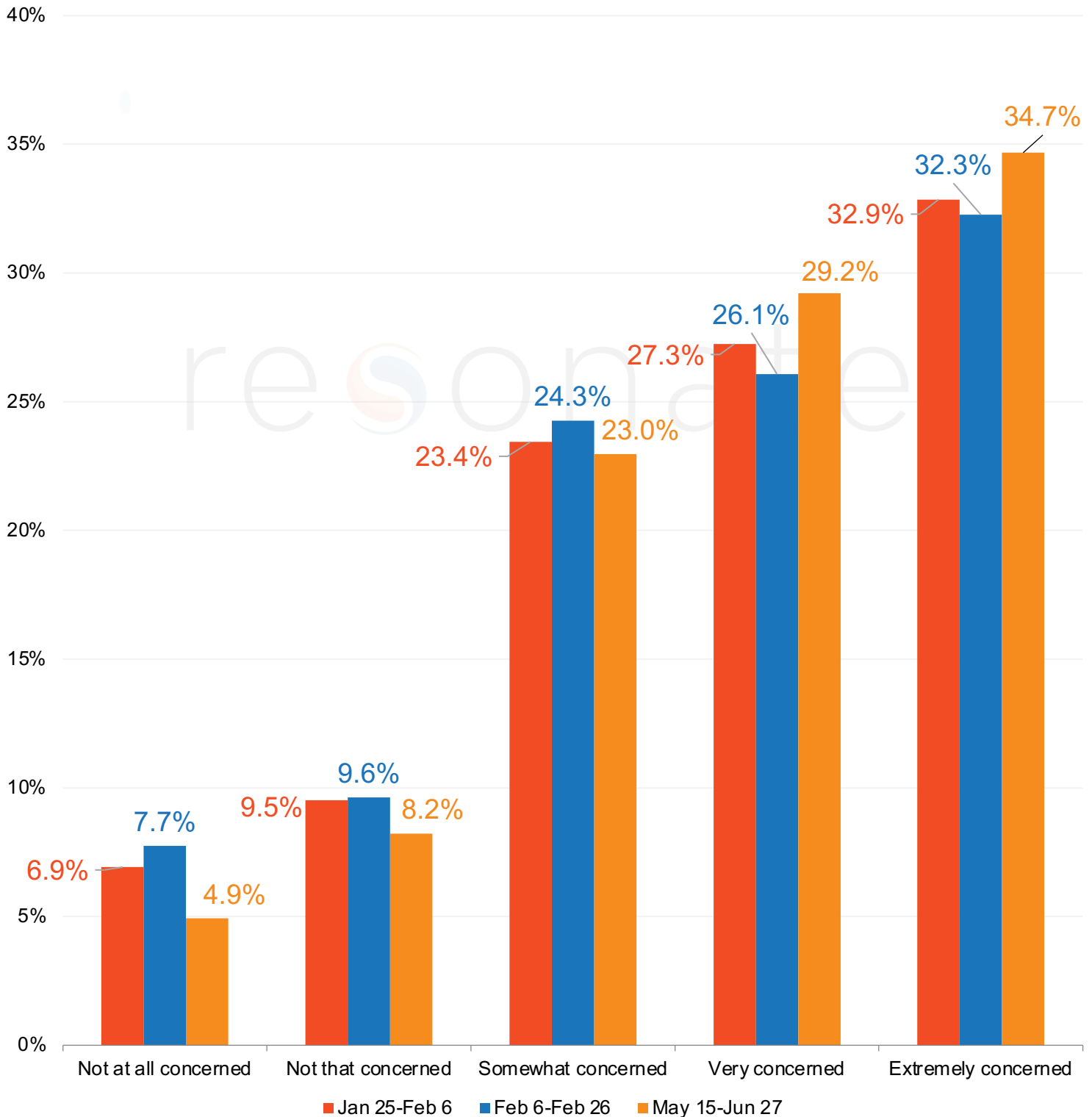
1 YEAR AFTER OVERTURNING ROE V. WADE, AMERICANS STILL DIVIDED

To what extent do you support or oppose the Supreme Court overturning Roe v. Wade?



1 IN 3 AMERICANS IS EXTREMELY CONCERNED ABOUT GUN VIOLENCE

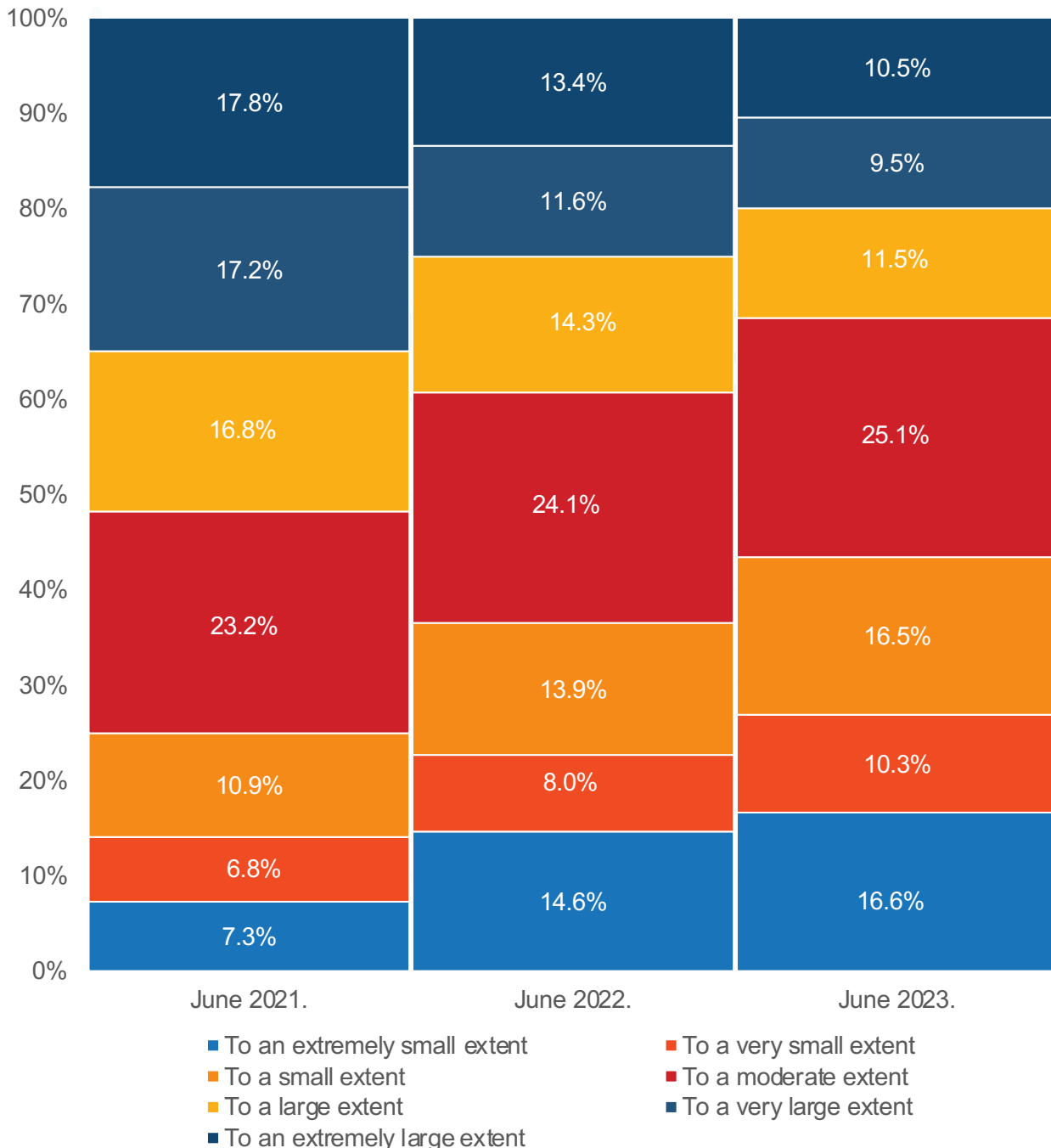
How concerned are you about gun violence in America right now?



CURRENT CONSUMER SENTIMENT RELATED TO GLOBAL MACRO- ECONOMIC ISSUES

FEWER AMERICANS WORRIED ABOUT IMPACT OF GLOBAL CHALLENGES

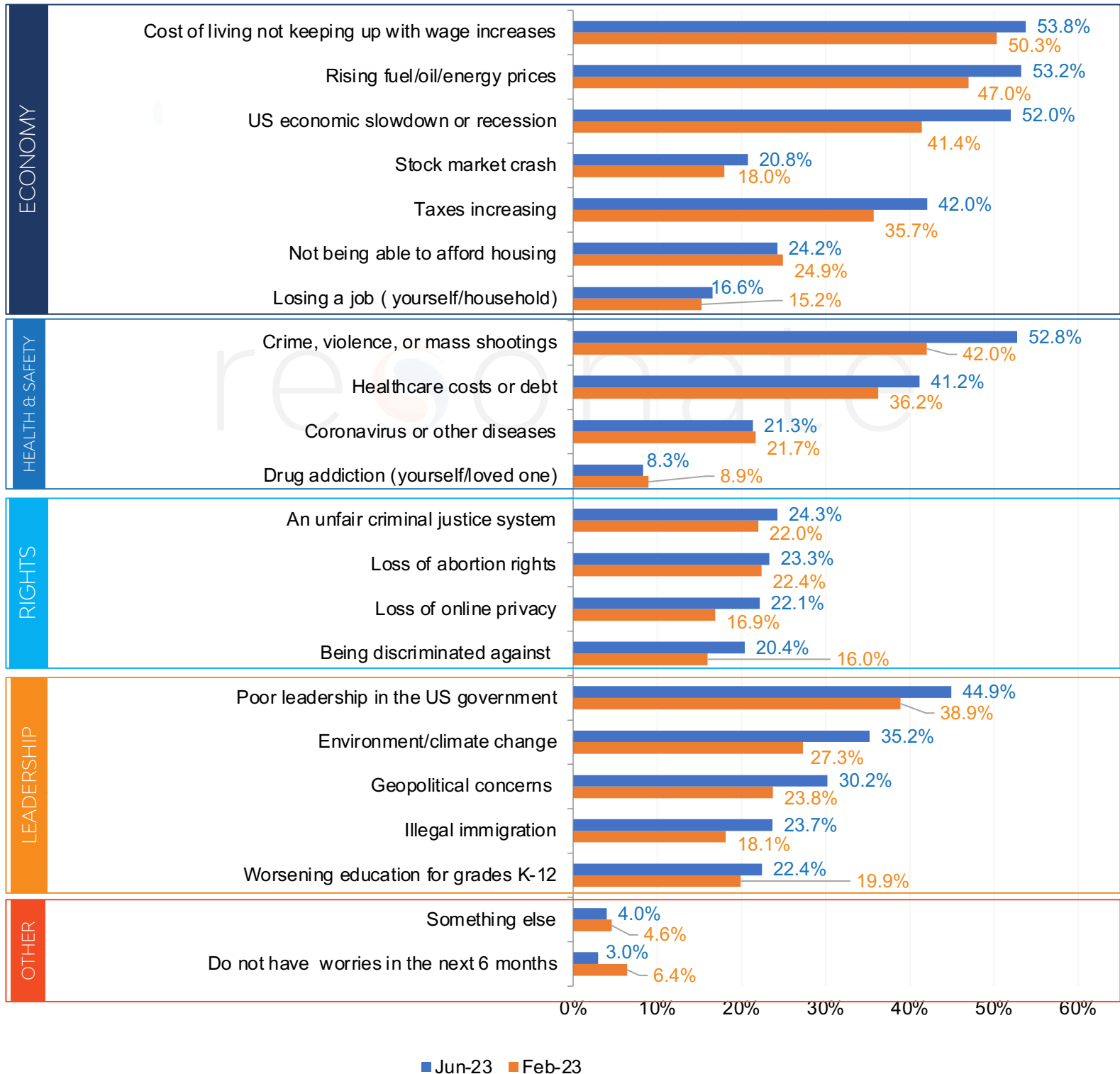
Overall, to what extent are you concerned about the consequences of the macro-economic environment, a pandemic, war, climate change, etc. ?



COST OF LIVING, FUEL PRICES & CRIME REMAIN TOP CONCERNS

There are many issues facing Americans today, but not all of them may be a concern to you personally. Which of the following are you personally very concerned about happening in the next 6 months?

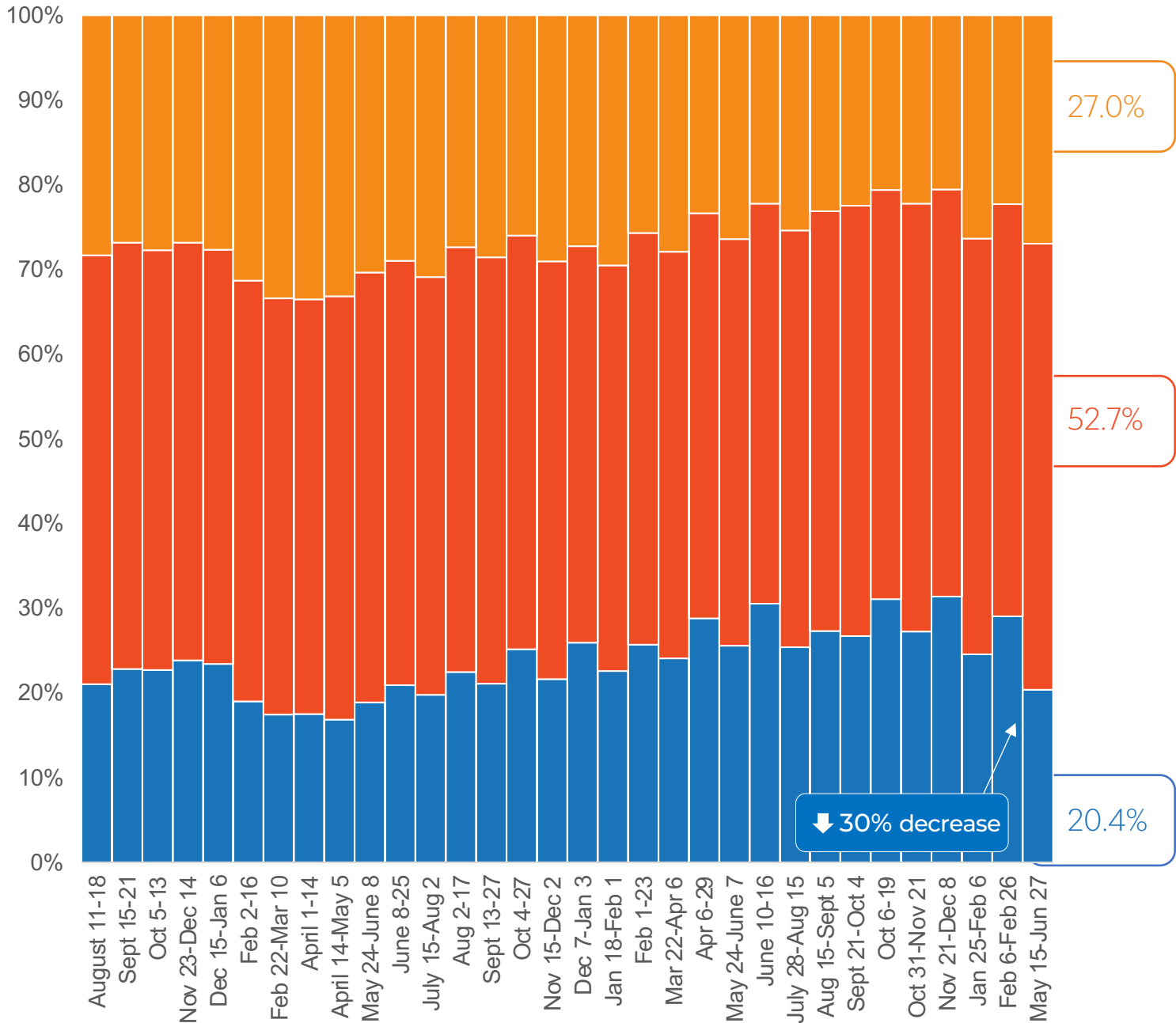
Please select all that apply



CURRENT FINANCIAL OUTLOOK

NEARLY 30% FEWER AMERICANS REPORT "TIMES ARE HARD"

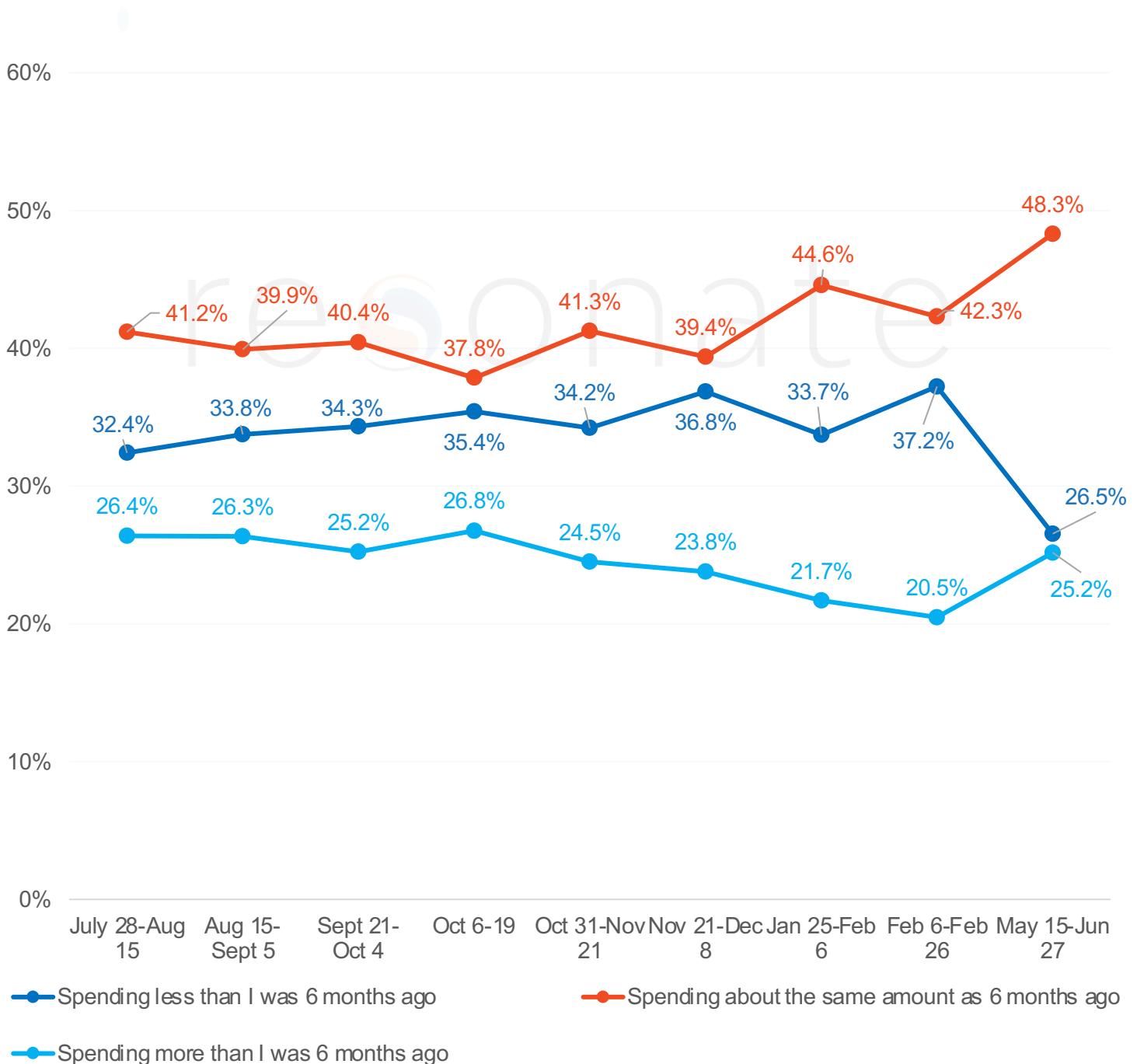
Which of the following statements best describes your personal financial situation?



- "Living comfortably:" more than able to pay for necessities, with a cushion of money in reserve
- "Getting by:" able to pay for necessities, with maybe a little money left over
- "Times are hard:" struggling to pay for necessities

UPTICK IN CONSUMERS SPENDING MORE THAN THEY WERE 6 MONTHS AGO

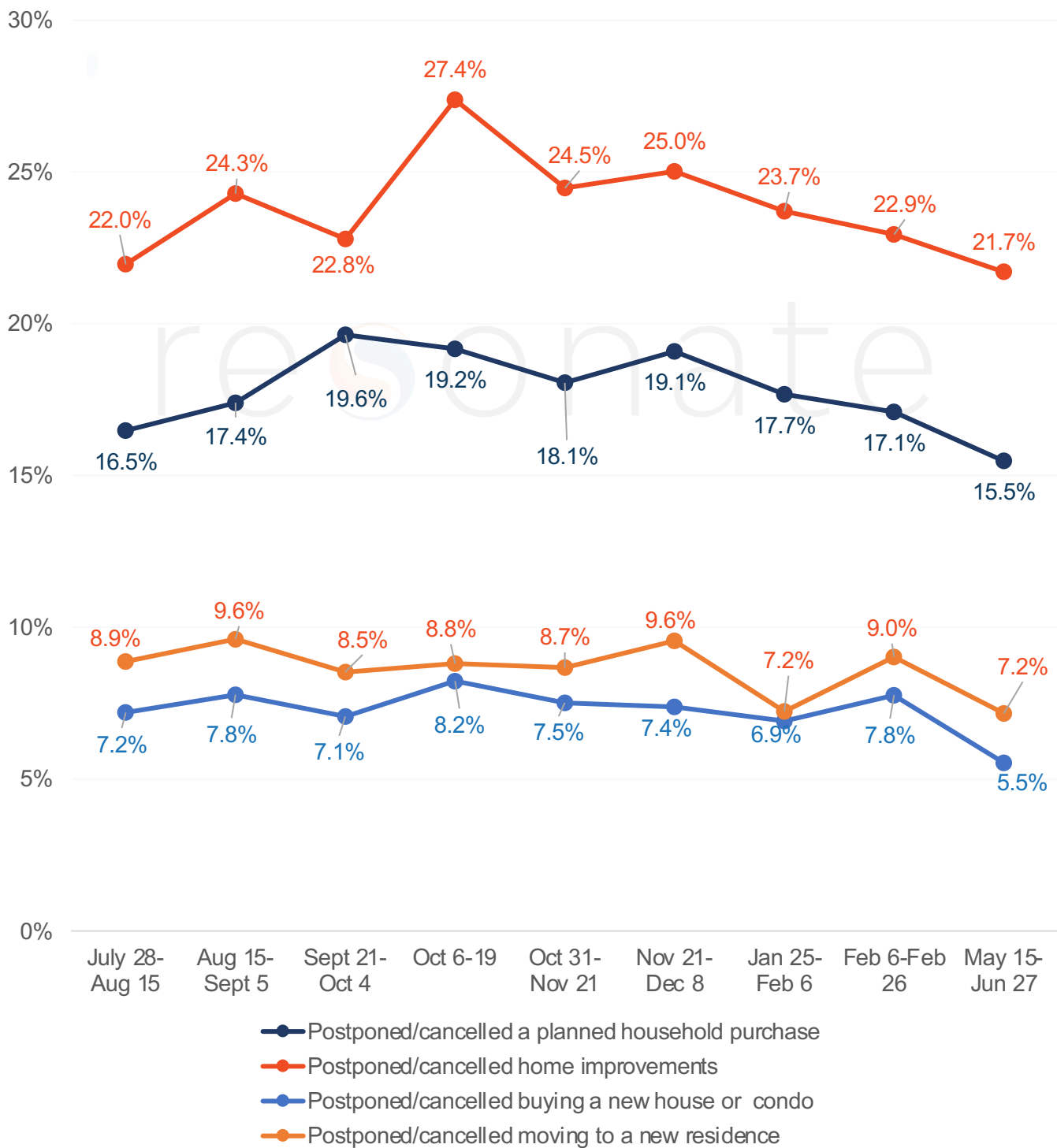
There are many products and services that an individual spends money on such as rent/mortgage, gas, food, and healthcare. In addition, spending can go up or down based on the price of products/services or the frequency that those products/services are purchased. Compared to this time **6 months ago**, how have your spending habits changed?



CONSUMERS NO LONGER WAITING TO BUY HOMES OR MAKE HOME IMPROVEMENTS

Which of the following actions has your household taken in the **last 6 months** due to changes in the price of goods/services?

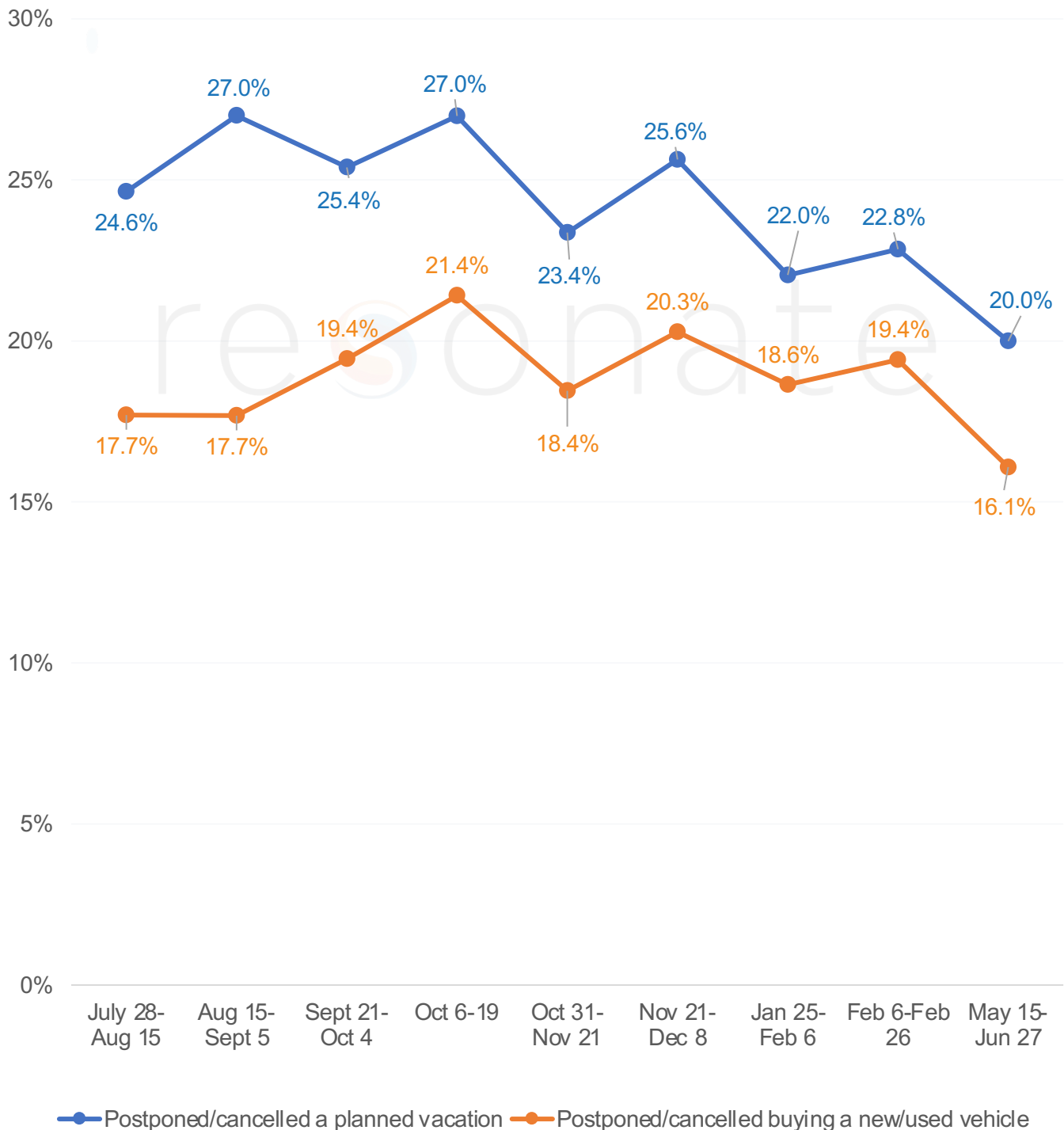
Please select all that apply.



FEWER CONSUMERS POSTPONING VACATIONS, MORE READY TO BUY CAR

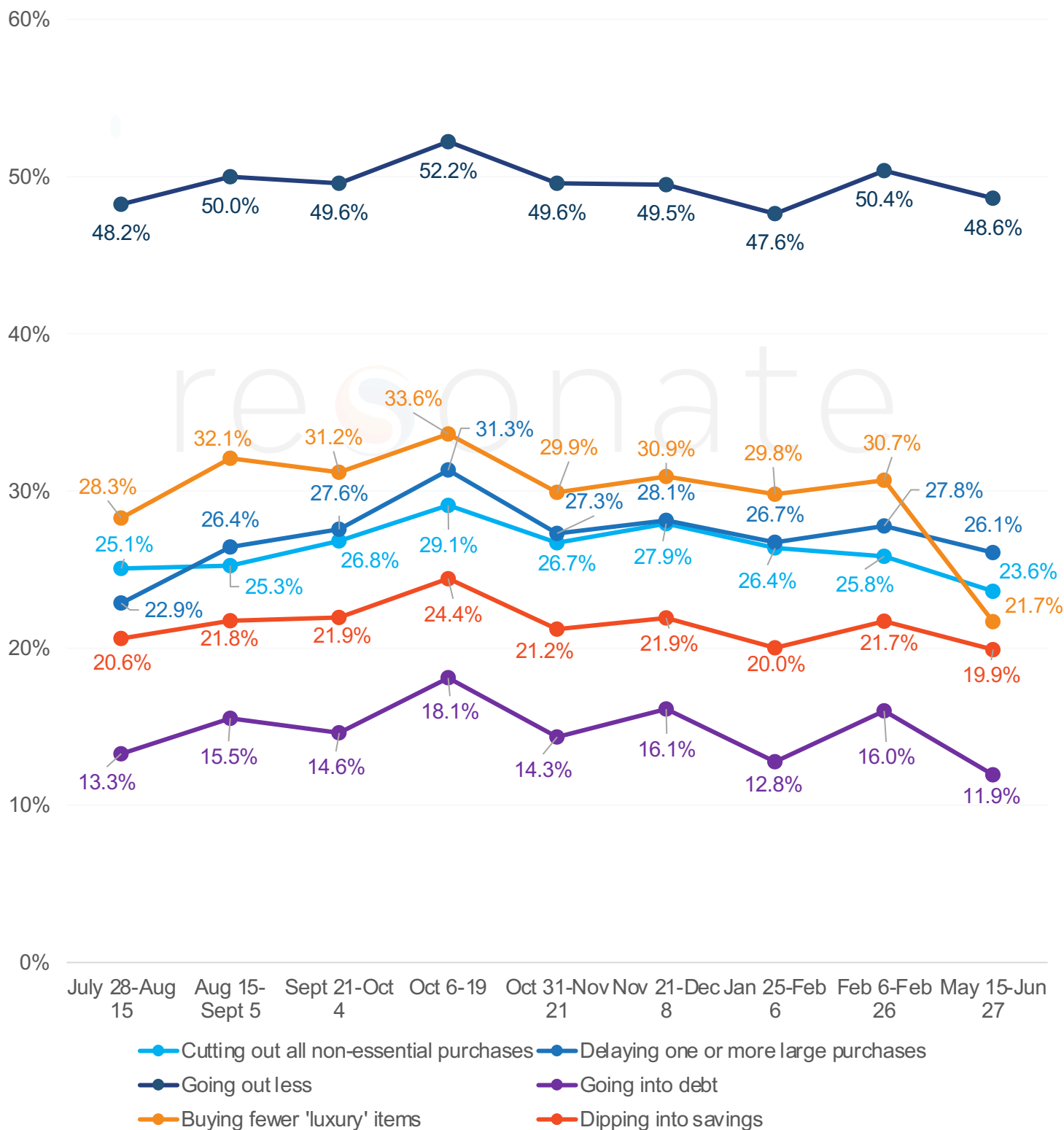
Which of the following actions has your household taken in the last 6 months due to changes in the price of goods/services?

Please select all that apply.



30% FEWER CONSUMERS ARE AVOIDING LUXURY PURCHASES

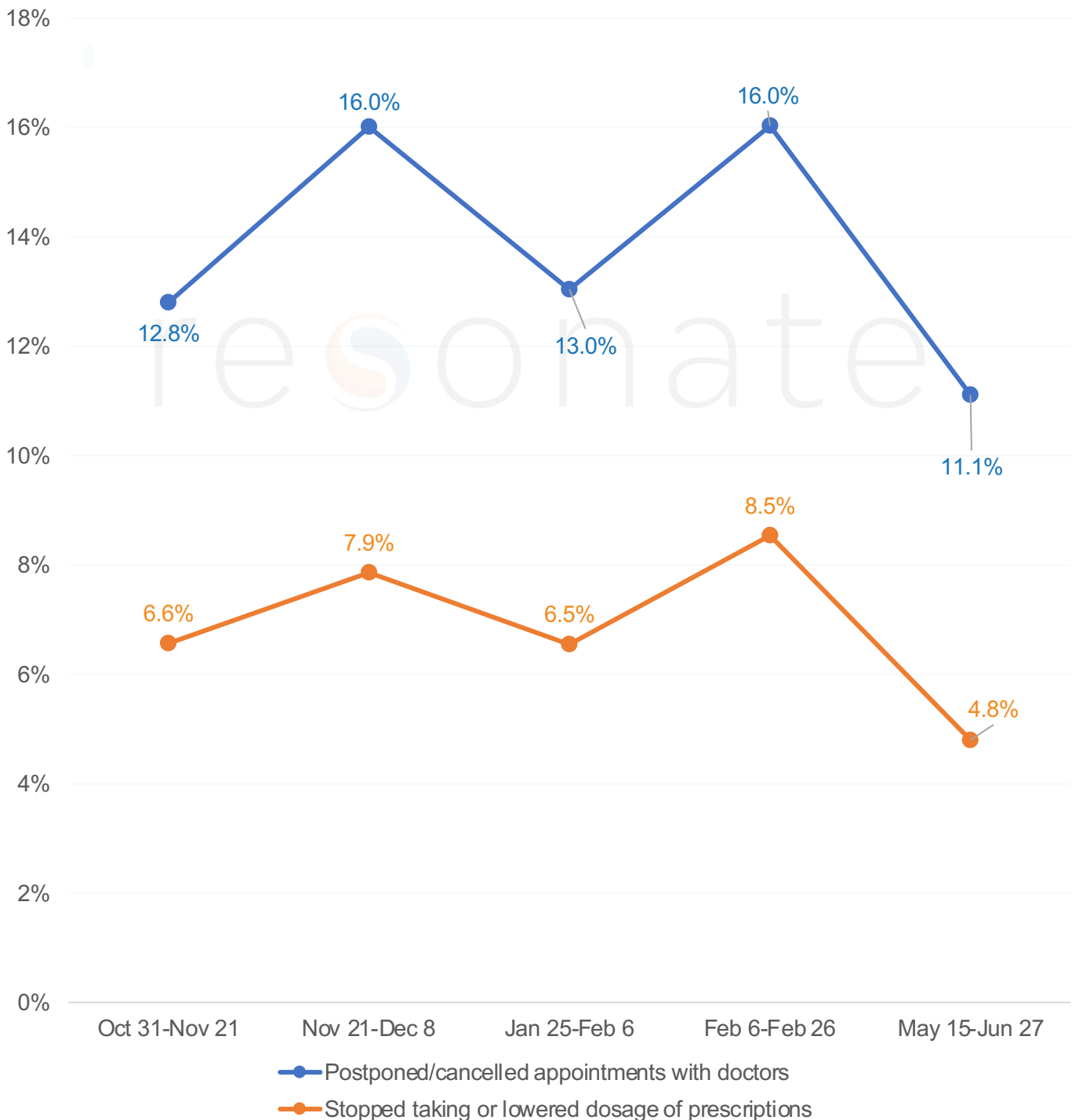
What changes, if any, have you made to accommodate higher prices for your regular purchases? Please select all that apply.



CONSUMERS SPENDING ON HEALTHCARE, PRESCRIPTION MEDICINE

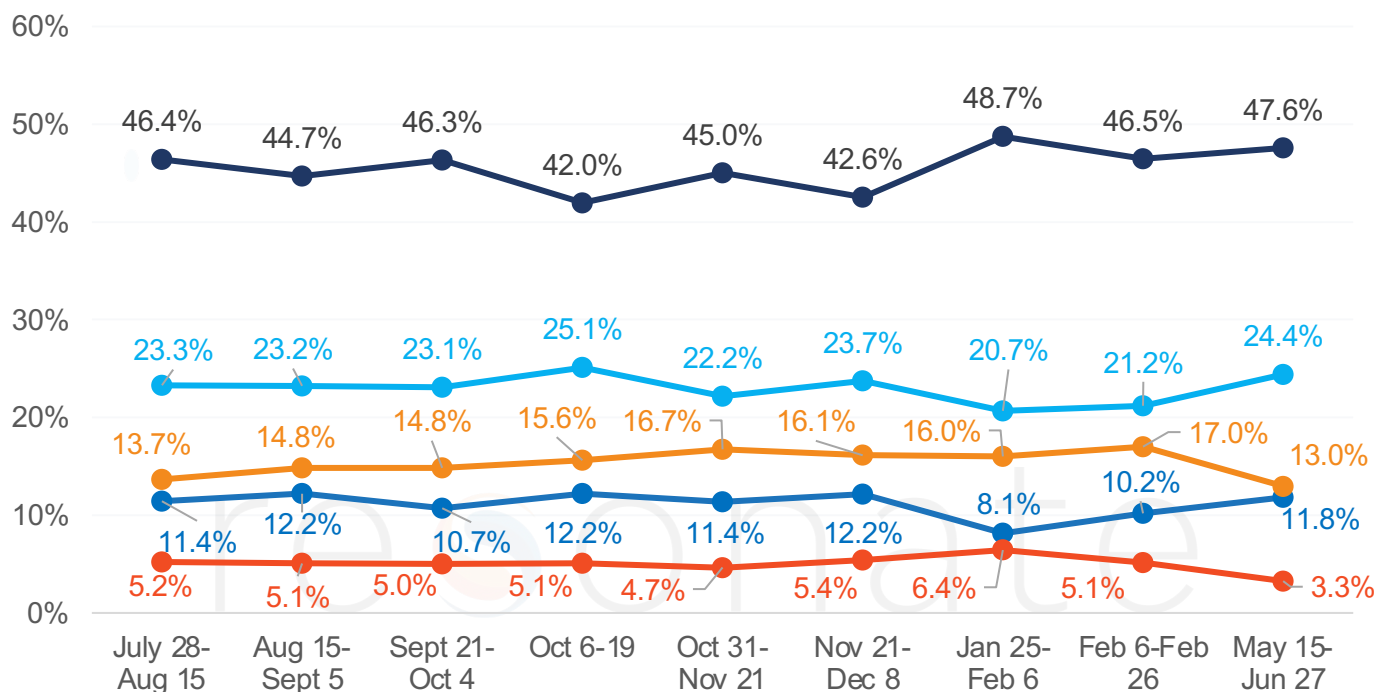
Which of the following actions has your household taken in the **last 6 months** due to changes in the price of goods/services?

Please select all that apply.

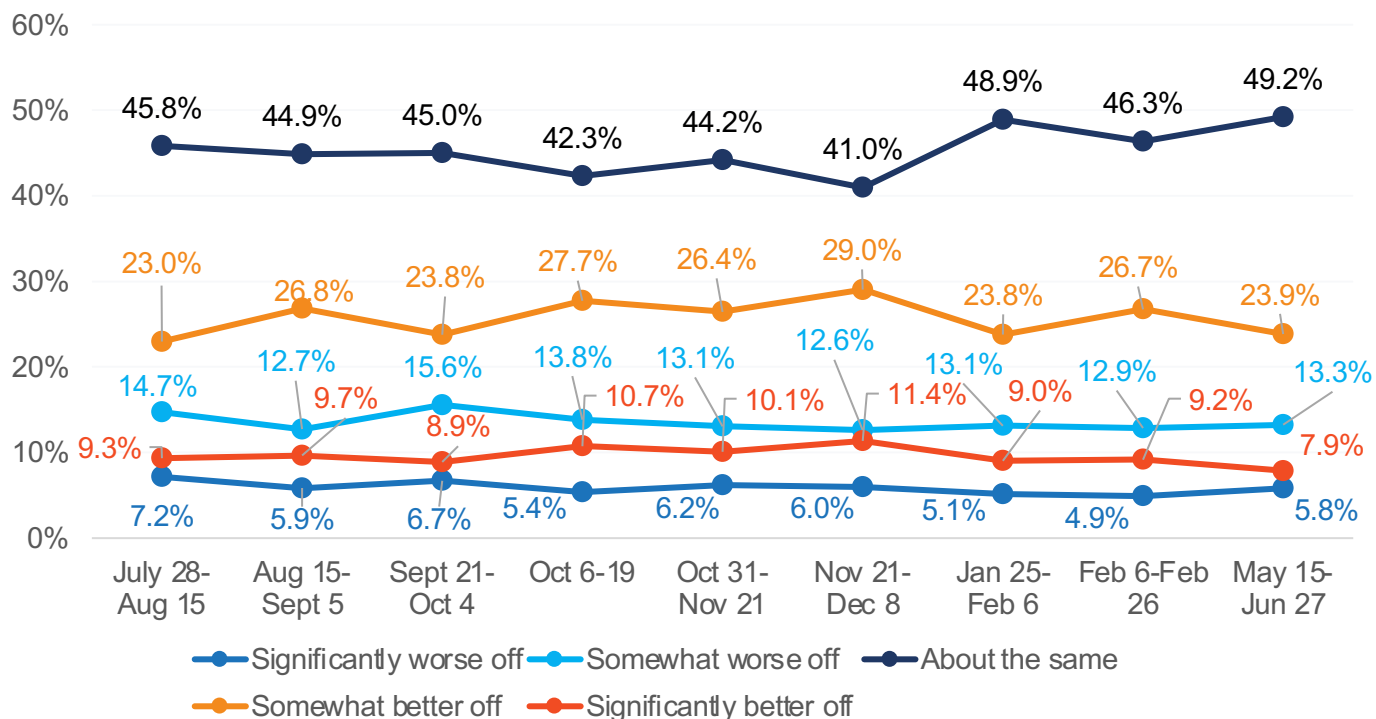


AT THE SAME TIME, MORE REPORT BEING 'WORSE OFF' FINANCIALLY

Compared to how you were **6 months ago**, how do you feel about your personal finances?

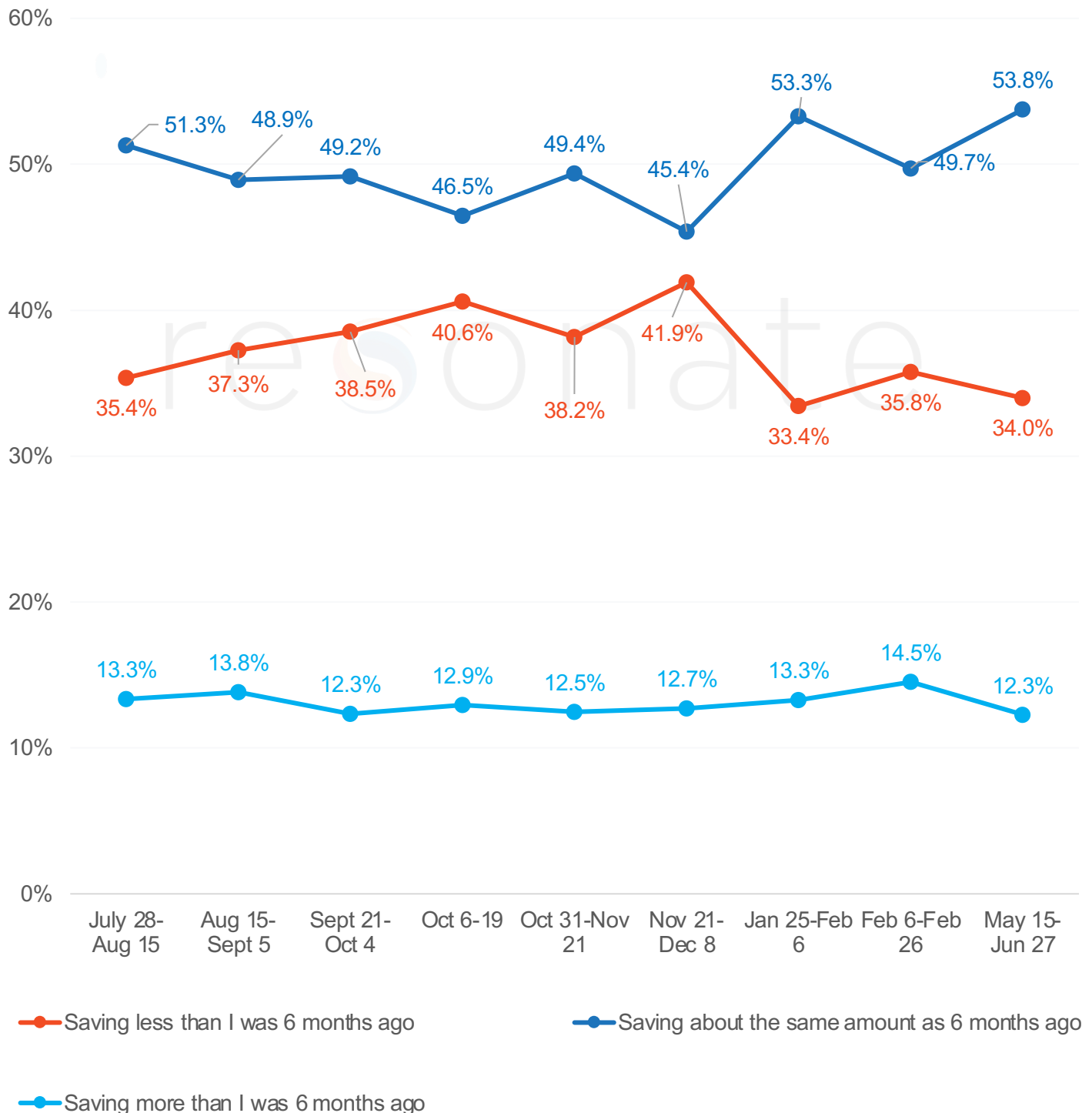


In the **next 6 months**, do you expect to be financially better or worse off than you are today?



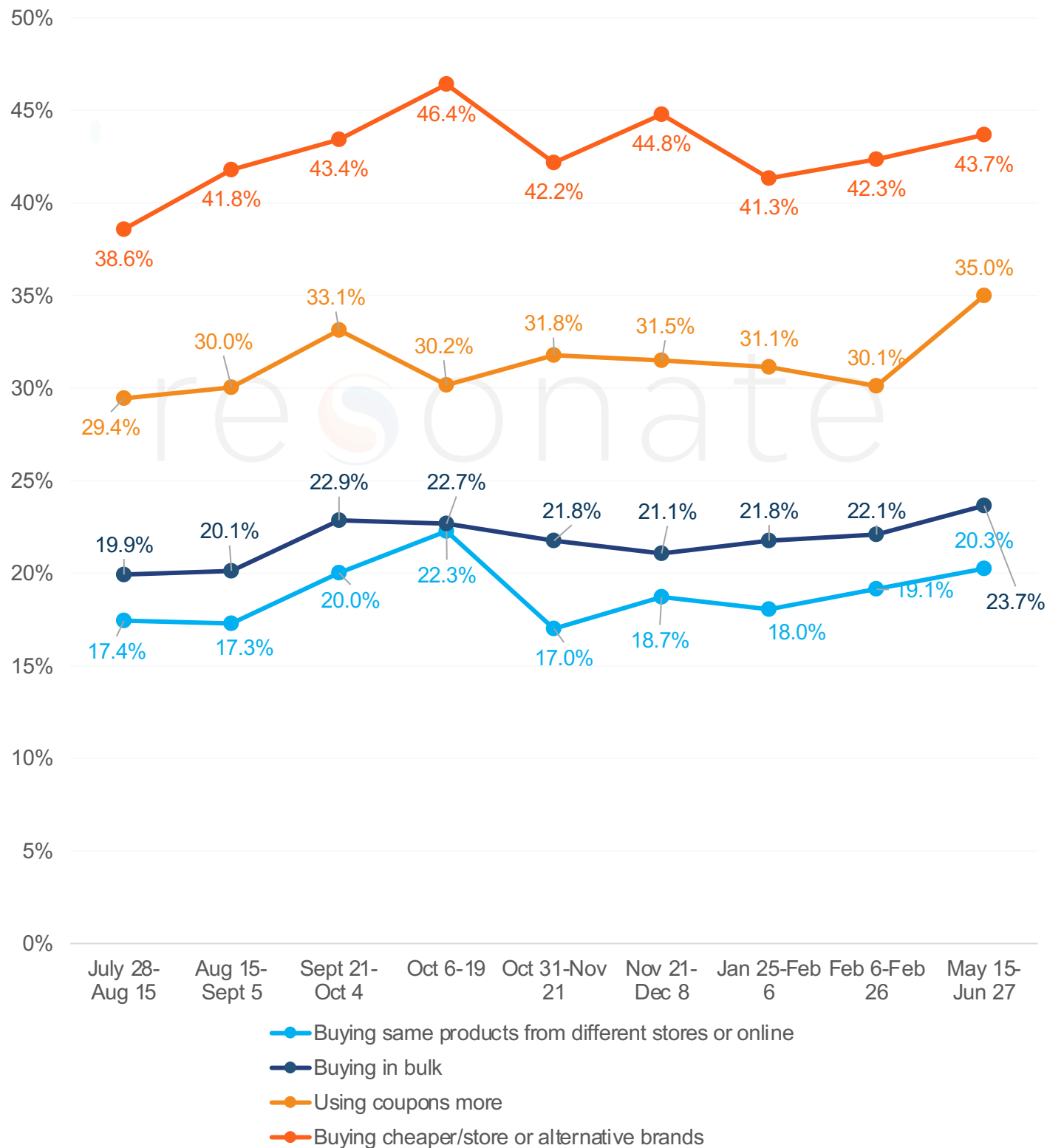
AMERICANS CONTINUE TO SAVE MONEY AS THEIR BUDGETS ALLOW

There are many ways that an individual can save – in a traditional savings account, a pension account, investment fund or a CD. Compared to this time **6 months ago**, how have your saving habits changed?



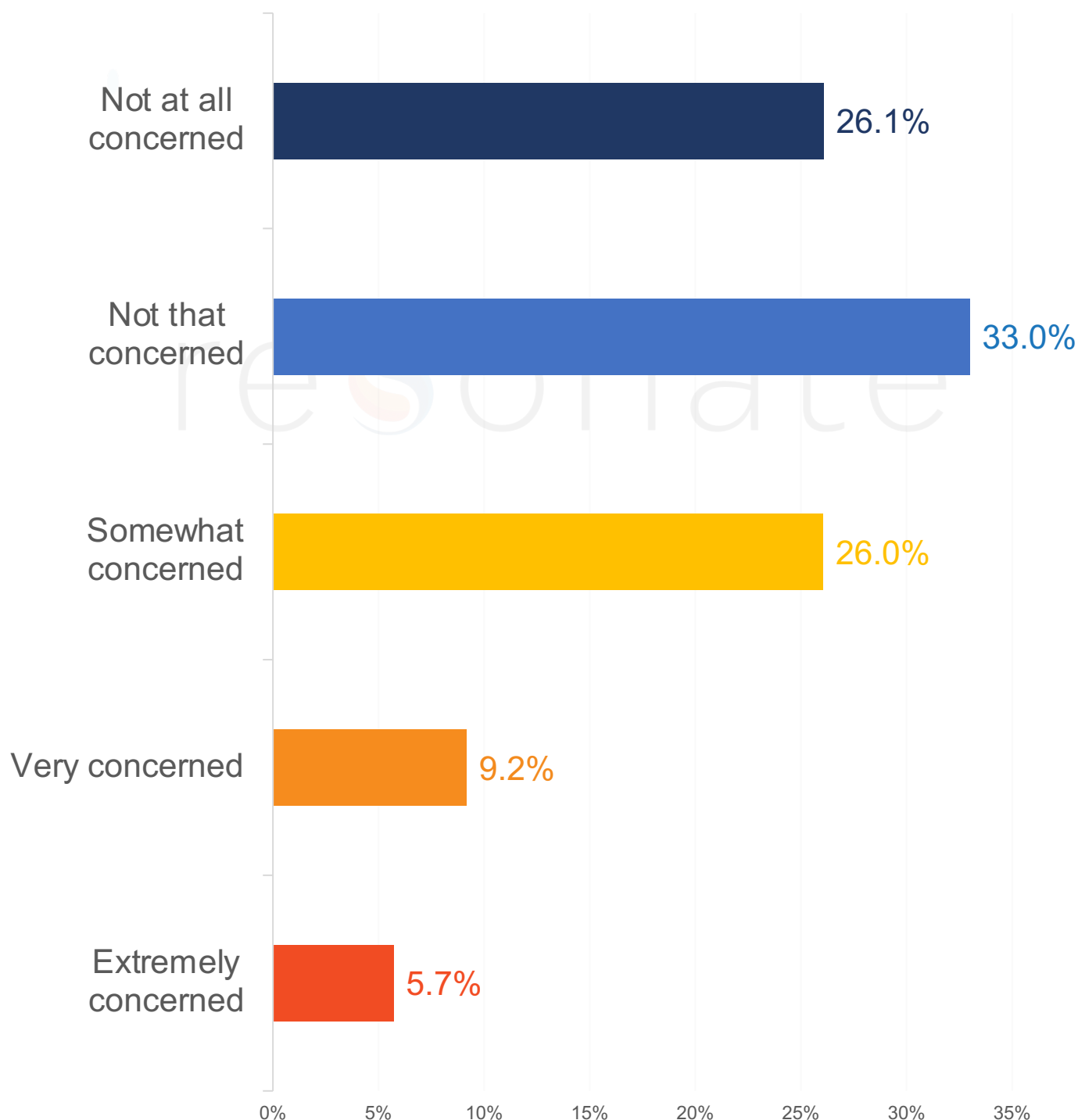
35% OF CONSUMERS ARE USING MORE COUPONS THAN PRIOR MONTHS

What changes, if any, have you made to accommodate higher prices for your regular purchases? Please select all that apply.



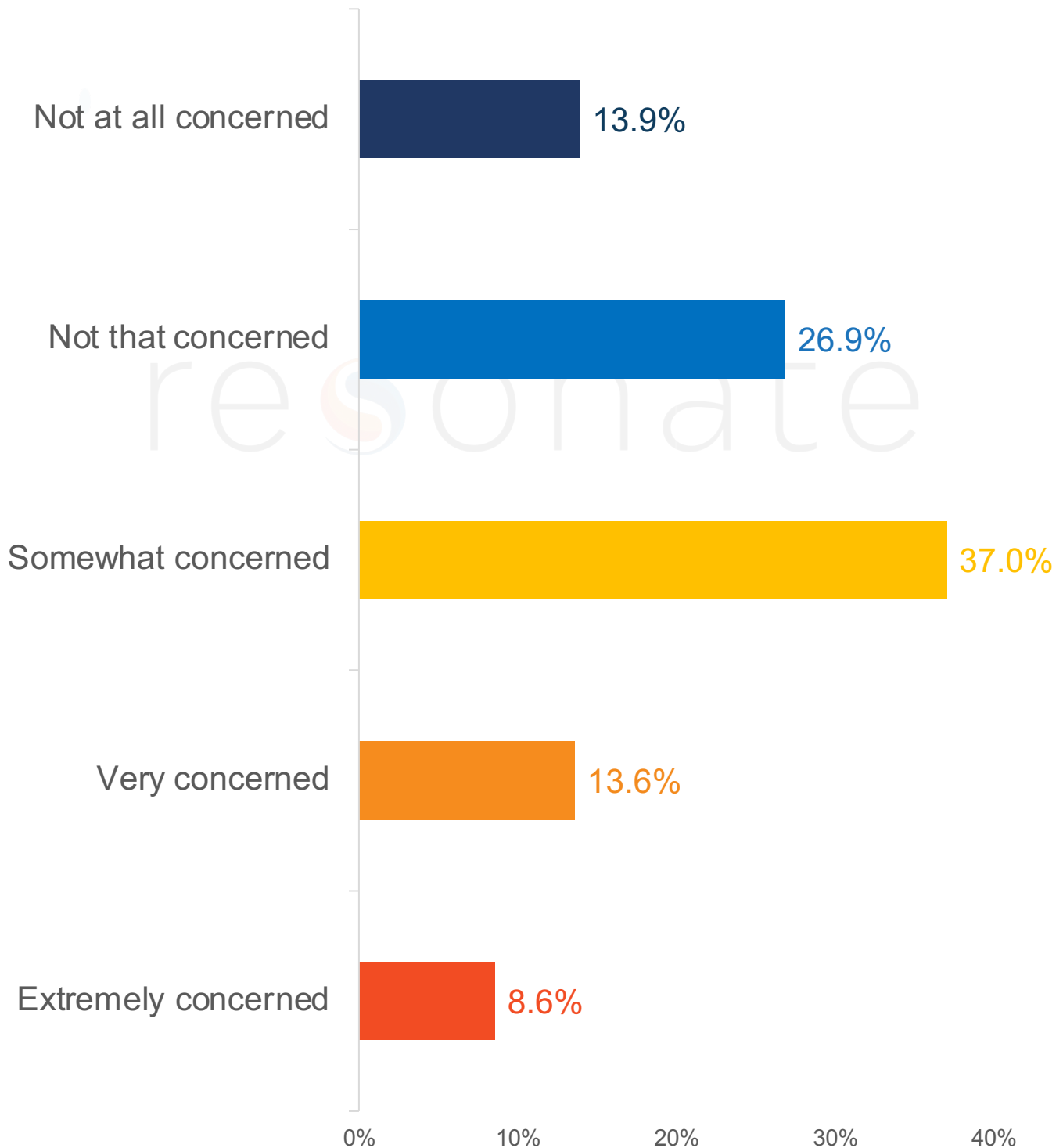
59% OF AMERICANS ARE UNCONCERNED ABOUT THEIR PERSONAL BANK CRASHING

How concerned are you about your personal bank crashing, or losing money or access to your money deposited at a bank?



ONLY 1 IN 5 CONCERNED TO A GREAT EXTENT ABOUT A BANKING COLLAPSE

How concerned are you about the banking system at large crashing and leading to recession or economic downturn?



DON'T MISS A BEAT WITH RESONATE'S PULSE-OF- THE-PEOPLE

Relying solely on traditional data sources and presumptions about support based on political affiliation may not show you where potential supporters really stand on critical issues.

Resonate custom-built data solutions offers insight into your true audience for winning campaign strategies. Our first-party research, segmentation builder and managed programmatic media services have driven thousands of political and advocacy campaign wins from the local to federal levels.

We can help you identify and better understand critical stakeholder audiences, implement quick, cross-screen digital targeting and improve ad-message relevancy across your intended targets for campaign success!

WANT TO SEE HOW RESONATE CAN HELP YOU TARGET AND ACTIVATE YOUR SUPPORTERS USING OUR PROPRIETARY DATA?

Request a consultation or contact your Customer Success Manager today.



GET A CONSULTATION