

Using Emotion Analytics To Better Understand How Real People Are Experiencing Today's Economic Turbulence

February 2023



Explore While You Wait

Unique, Curated Insights Experience with Unrivaled Research Solutions and Flexible Service Model

- Intuitive, user-centric technology
- Global scale



toluna*

&



GutCheck
a toluna company

- Full-service expertise
- Innovative and agile approaches



Jess Gaedeke

Executive Vice President
NA Enterprise Division



Heather Corker

Consumer Insights Manager
Lagunitas Brewing Company



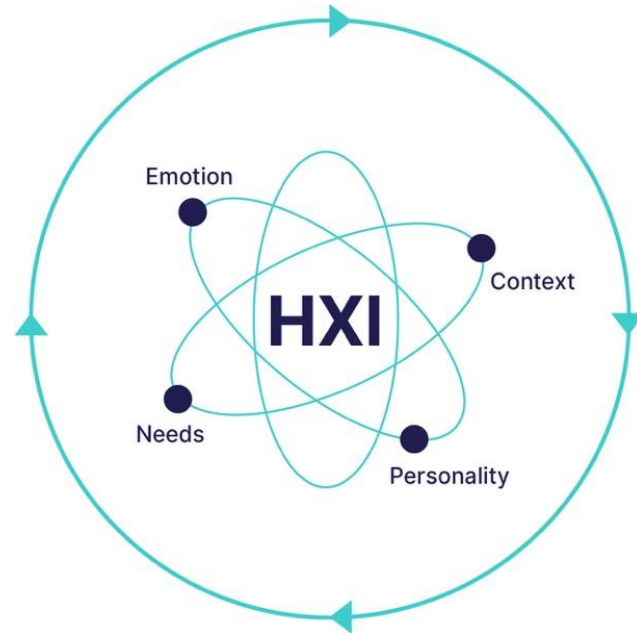
The Human Experience is Complex



Connecting Brand Experience to People

Core elements that drive affinity and people's behaviors

**Agile Human
Experience
Intelligence™**



GutCheckonomics™

GutCheck applies advanced language processing technologies and human expertise to a proprietary combination of open-ended questions **to identify signals of critical human experiences, including emotions & needs.**

Traditional Quantitative Survey Methods

01

Economic perceptions,
compensating behaviors,
stated emotions, etc.

HNLP: Human Expertise + Artificial Intelligence

02

Hybrid Natural Language
Processing &
Emotion Analytics:
Human Coded Structures +
Artificial Intelligence

Holistic Synthesis of Stated & Unstated Elements

03

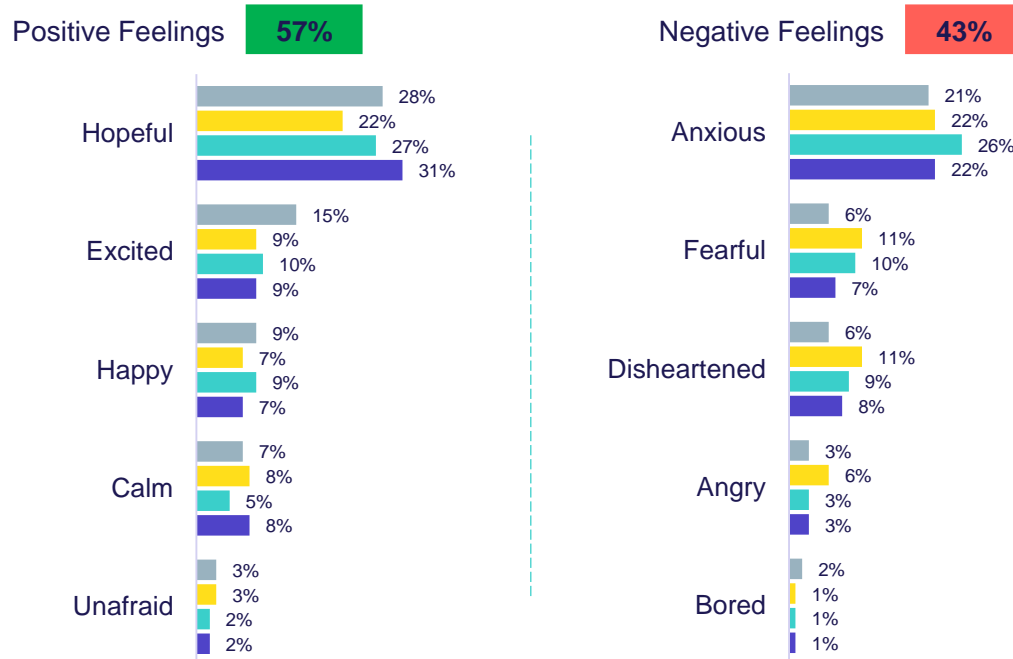
Human expertise to build
an actionable narrative of
opportunities for innovation
and brand building

Emotions



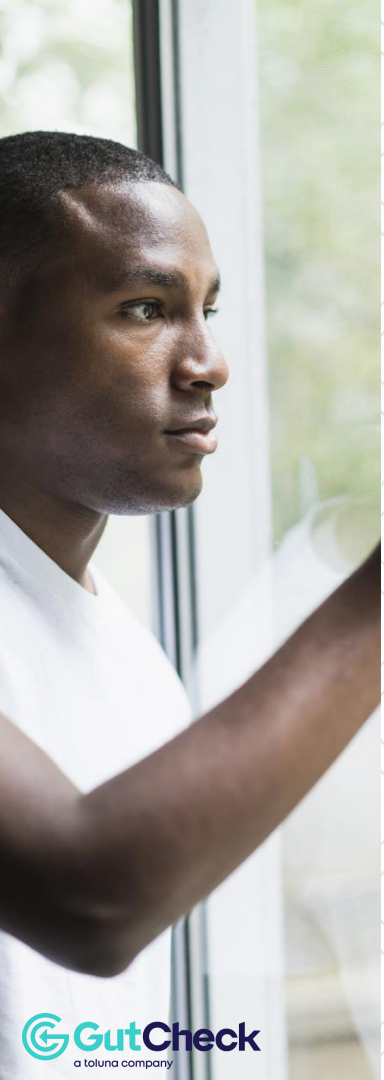
People self-report increased hopefulness and less anxiety and fear than seen in November '22.

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



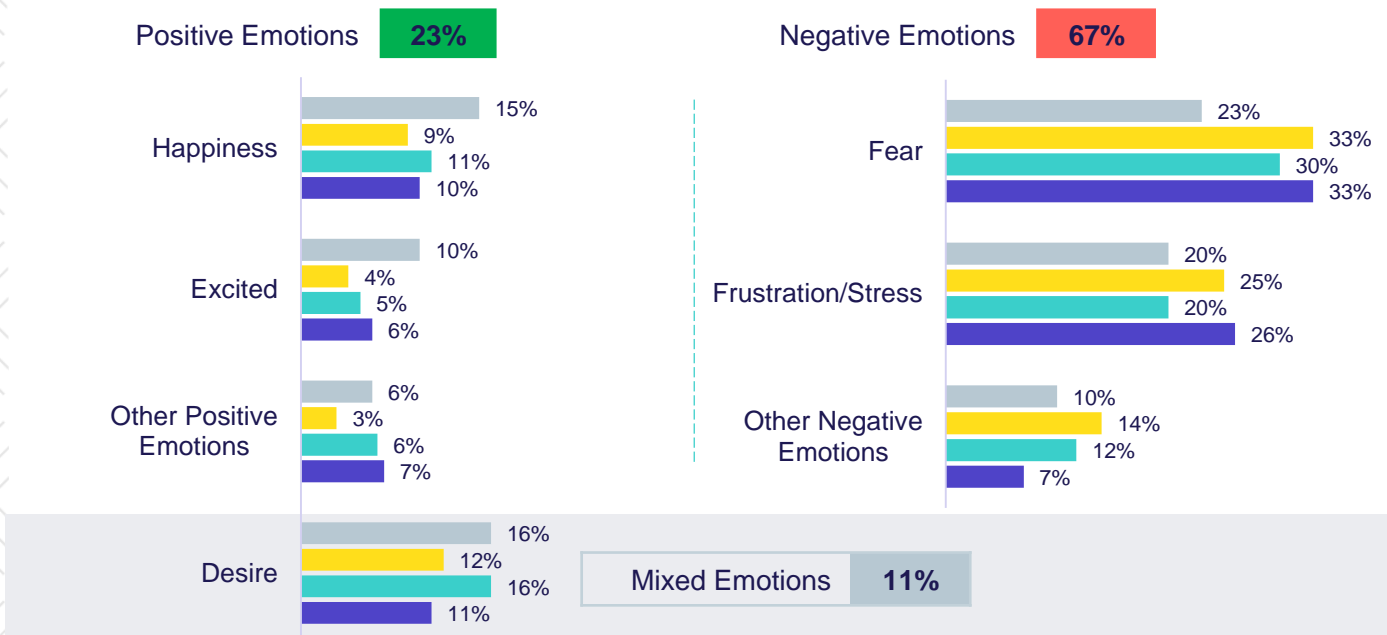
May '22 | July '22 | Nov '22 | Jan '23

Level 3: Confidential



But beneath the surface, negative emotions dominate, driven by fear and frustration / stress.

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

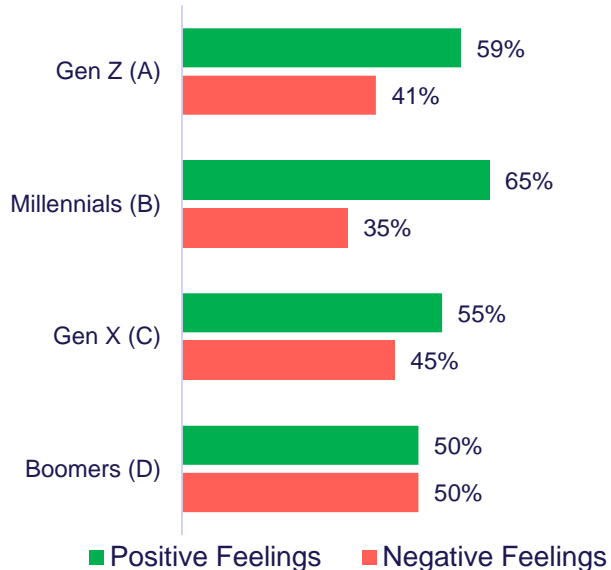


May '22 | July '22 | Nov '22 | Jan '23

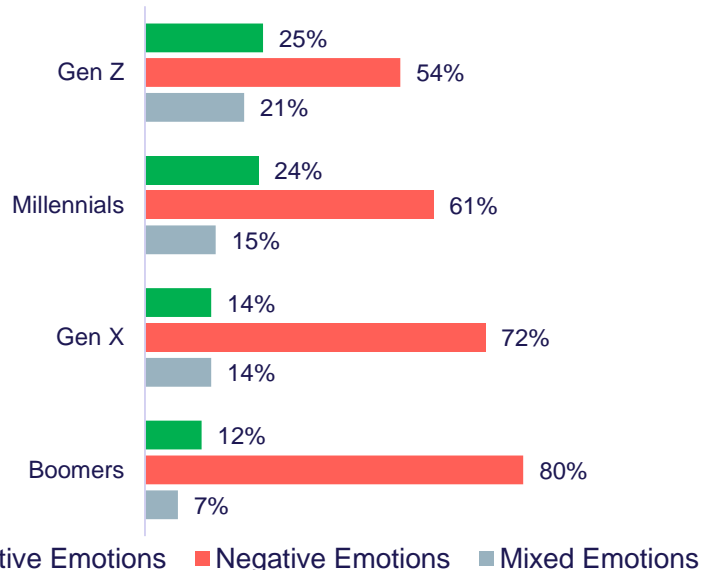
Level 3: Confidential

Younger Americans express more optimism for the upcoming months than older generations.

Feelings about the Next 3 Months (Self-Reported)



Emotions about the next 3 Months (Detected)



Jan '23

Level 3: Confidential

Gen Z

To me what I expect in the next 3 months is happiness. I want peace of mind, abundance and peace of heart.
I want this year to be the one for the books. Nothing but success, great health and happiness.

Gen X

There have been **layoffs in my industry** and I am being a **little careful spending** wise because of that. Also, **working on my health** and trying to eat better which is **more expensive**. It's a balance. I am not that worried about the future but **cautious** just in case.

Millennial

I'm feeling **apprehensive** because I'm not sure **what to expect**. On the one hand, I'm **looking forward to the possibilities** that the future may bring, but I'm **worried** that things may not turn out the way I hope they will.
I'm determined to **make the most of the opportunities** that come my way.

Boomer

With the **uncertain economic** and **political near future**, I am feeling more **stressed** and have more **anxiety** than usual. The **costs of groceries and shortages** of some items is concerning. The little bit of social security increase made no difference since the **cost of living is rising** faster than that. I have always been a positive person, but the past few months have been **really hard**.

**Why is it
important
to go beneath
the surface?**

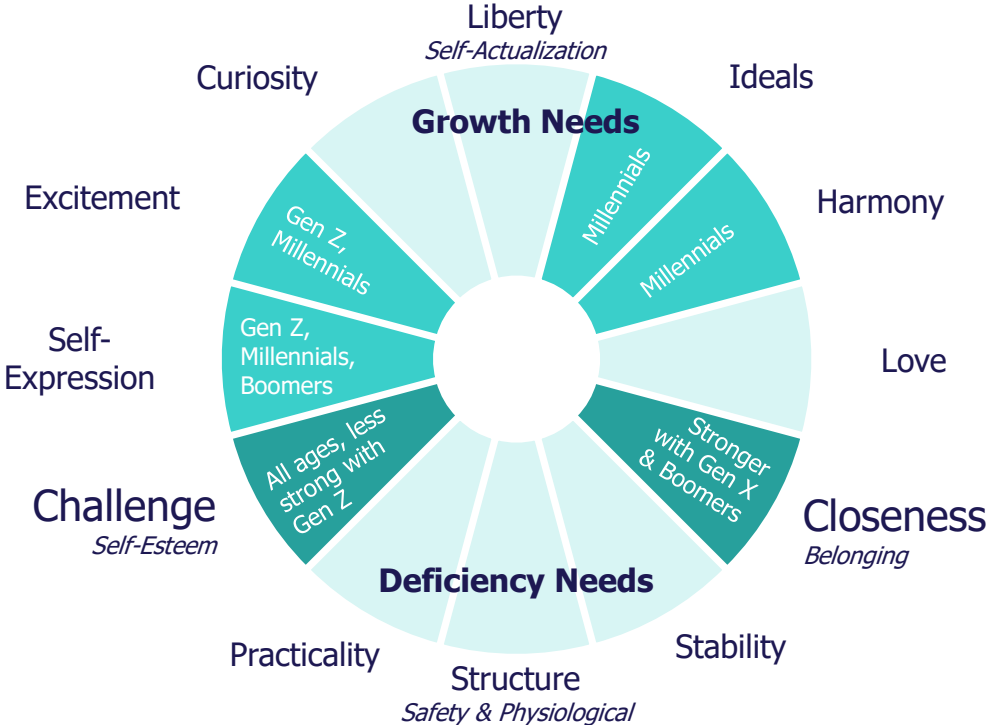
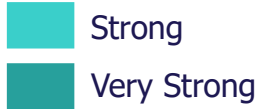


Needs

People still strongly need belonging and self-esteem, but the needs of younger generations are evolving to include harmony, ideals, excitement, and self-expression.

Universal Human Needs

Needs by Generation





The Hoppy Refreshers consumer also needs belonging, self-esteem, and harmony, with an enhanced need for love.

Physical and social connections are important to their human experiences.

Hoppy Refreshers Target Needs



 Strong
 Very Strong

LAGUNITAS

BREWING CO.

WEIRDLY ORIGINAL



DRINK! WITHOUT DRINKING.

CITRUS NOTES AND HOPS IN SPARKLING SYNCHRONICITY.

One. Two. Three and...



Behavior

Fewer Americans are focusing on purchasing lowest cost products and they are no longer postponing medical care.

Tradeoffs



I am currently making the most I have ever made. 60k yearly. I expect to maintain that or grow it. I am saving, however it`s going to get used this year for an elective surgery and housing abroad. I have debt as well that I am working on. I am mostly hopeful, but the job market is trash right now.

- Millennial

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

Level 3: Confidential

Especially Millennials are willing to spend more, while older Americans are cautious to spend more beyond groceries and health.

Gen Z

Will Spend More On

1. Groceries
2. Clothes
3. Vitamins/Minerals
4. Life insurance
5. Sports & fitness
6. Private health insurance



Millennials

Will Spend More On

1. Groceries
2. Children's extracurriculars
3. Private health insurance
4. Clothes
5. Vitamins & Minerals
6. Life insurance



Gen X

Will Spend More On

1. Groceries
2. Vitamins/Minerals
3. Private health insurance



Boomers

Will Spend More On

1. Groceries
2. Private health insurance
3. Vitamins/Minerals



Older generations are more worried about finances as they are thinking about retirement and how to manage savings.

Older Generations

Fear and Stress/
Frustration

Many live on **fixed incomes** (social security, retirement savings, disability) or are **not able to make more money** to compensate for rising cost of living. They worry about **being able to pay bills**, but also **their retirement** (e.g., diminishing savings, stock market and 401Ks down). **Medical bills** and **cost for healthcare** are mentioned as well.

“ As I approach retirement, I am increasingly concerned with my **401K and savings**. I am afraid I won't have **enough to get me through retirement**.

“ I got my COLA increase to **Social Security** which is paltry with food and heating inflation. If **Medicaid expansion** isn't continued in April, I lose it and cannot **afford health insurance** until Medicare in a few years because I need **major repairs** to my home.

Younger Generations

Fear and Stress/
Frustration

There are **mixed emotions** among younger generations, but mainly they are concerned about increasing prices and the cost of living. Some are forced to **change financial spending and planning habits** and many talk about **other employment** to compensate for higher costs. Their ability to save is limited.

“ I feel anxious yet hopeful about my **current financial situation**. I have an amount in savings where I feel comfortable, but I don't want to have to use it. I would like to **get a second job** to provide a financial cushion in case the worst does happen.

“ Currently, I feel pretty nervous about my financial situation. I am having a **hard time saving money** right now and **still paying all of my bills**. However, I have a plan in place for my spending habits.



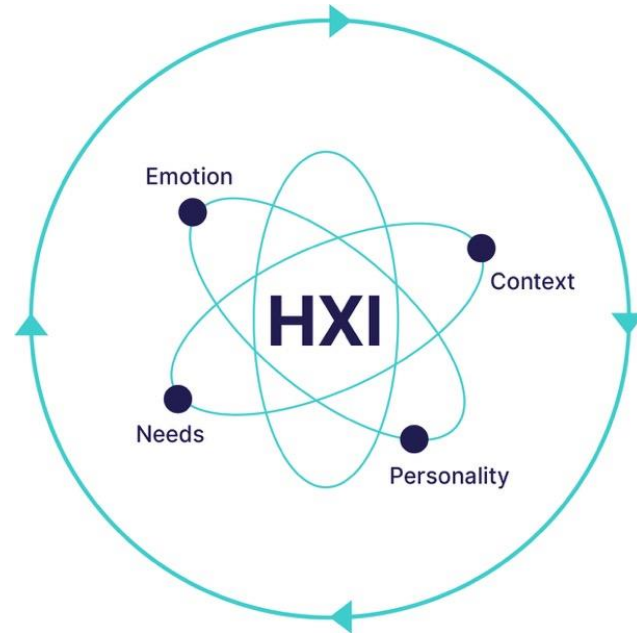
**The main
question we
are hearing
from
brands....**

**So, what does
this mean for
us?**

Connecting Brand Experience to People

Core elements that drive affinity and people's behaviors

**Agile Human
Experience
Intelligence™**



Klik & Support

(At Booth #401 or As You Leave This Session)



Helping meet the short-term needs for food and basic services necessary to live with dignity



We will donate \$5 for every person that connects with us during Quirk's

Thank You

To Learn More About

- Agile Human Experience Intelligence (HXI)
- People, The Economy, And Your Brand Opportunity
- Gutsiest Brands Podcast

VISIT US

Booth #401 (Toluna)

GutCheckIt.com

CONNECT

jess.gaedeke@gutcheckit.com

info@gutcheckit.com