

# Introduction

**A**ttest's annual consumer trends report – now in its fourth year – offers brands a snapshot of the US consumer as we begin the new year. Our year-on-year data tracks changes in consumer confidence, attitudes and behaviors, providing vital insight for marketing and insights professionals.

Following the impact of the spiraling inflation seen in 2022 and 2023, this year's report brings some much-needed good news – the data shows green shoots emerging. Consumers are feeling more positive and spending more freely – especially younger consumers.

It might be too early to say we're firmly on the road to recovery but what we can say is that consumers are reacting (positively) to changes in the market. Use this data to help guide your strategy for 2024, and inspire your own consumer research to get intel specific to your business.



**Jeremy King**

*CEO & Founder, Attest*

## Sample

*The data in this report comes from a nationally representative survey of 2,000 working age US consumers, conducted on the Attest platform during November 2023.*

# Is the US economy on the road to recovery?

## Trend 1. Consumer positivity is on the rise

Since last year there has been a +7 percentage point increase in the number of consumers who say they feel 'very positive' to 33%. Consumers in the 25-34 age bracket in particular over-index for feeling very positive (38.2%). The data also shows stronger levels of positivity among males (36.7% feel very positive versus 29.4% of females).

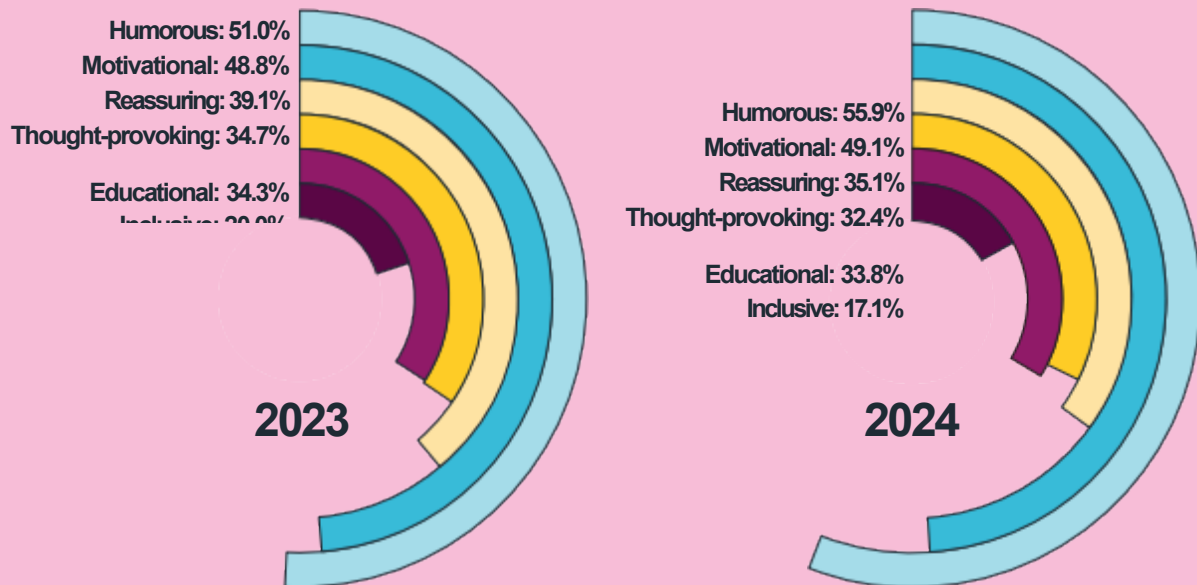
Overall, nearly 71% of Americans are feeling positively about the future, which should trickle down into increased spending and consideration.

### How consumers are feeling





## Types of brand messaging consumers want



## Trend 2. Consumers need less reassurance

Inline with the increase in consumer positivity, Americans are starting to want to hear different messaging from brands. They no longer need reassuring marketing, for example about navigating the cost of living, but instead want brands to match their happy mood with funny ads.

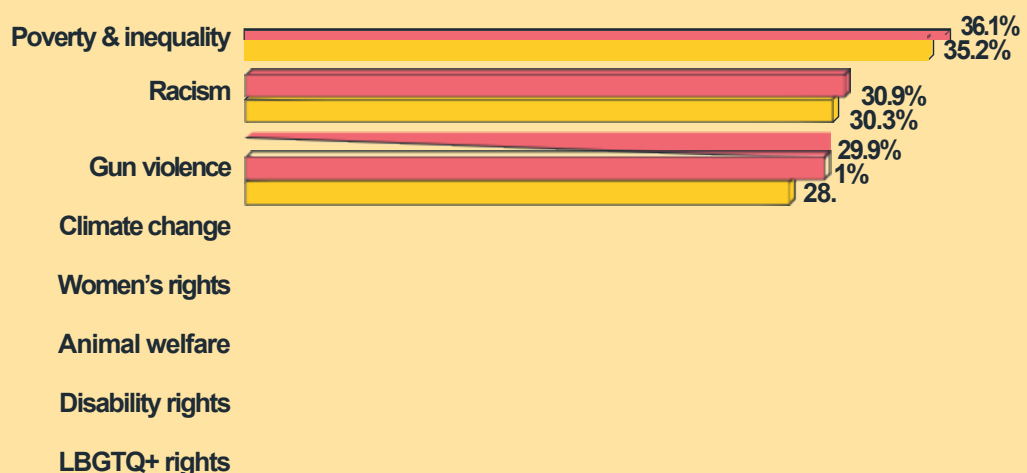
Just over 55.9% of consumers want humorous brand messaging (up +4.9 percentage points on last year), while 35.1% want reassuring messaging (down -4 pp). However, it's worth noting that women desire more reassurance from brands than men (38.9% versus 31.1%) and Gen Z also over-index for seeking comforting messaging (42.6%).

## Trend 3. Environment and women's rights are becoming less important issues

It looks like consumer positivity could be translating into less concern about the environment. 'Climate change' has decreased by -6.3 percentage points as an issue for brands to represent, to 22.9%. Meanwhile, more than a year on from the overturning of Roe v. Wade, we see a -7.4 percentage point decline in people wanting brands to take a stand on women's rights.

The data also shows a widening gap between younger and older consumers, with a +5.5 increase in people who don't want brands to be political (to 26.3%) driven by people aged 55+. At the other end of the scale, younger consumers over-index for wanting brands to act on a variety of issues.

### Issues consumers want brands to represent



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