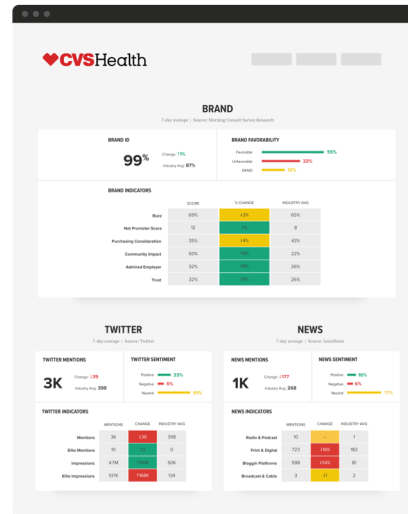




THE GREAT RECESSION, 10 YEARS LATER

How The Great Recession is affecting Americans' perceptions of the banking industry, personal finances, and their confidence in the economy

About Morning Consult



What consumers
THINK

*Collecting over 3
million market
research interviews*



What consumers
SAY

*Evaluating over
100 million social
media posts*



What consumers
SEE

*Analyzing over
85,000 news
media outlets*

Currently Tracking **1,500+** Brands (200 interviews per day, per brand)



REQUEST A DEMO HERE

AGENDA

What's in the report

Methodology: This report uses data from two polls, each conducted among a national sample of 2,201 adults with a margin of error of +/- 2%. One poll was conducted from March 30 – April 01, 2018. The other was conducted from March 30 – April.

Want more information about the survey? Email hthompson@morningconsult.com



The Great
**Recession,
10 years later**



Perceptions
**of the
industry**



Personal
**financial
health**

Key Insights

A quick glance at
some of the most
important findings

1. Consumers are still feeling the effects of The Great Recession, largely blame politicians for the economic downturn.

Fifty-two percent of Americans say that The Great Recession of 2008 impacts their personal finances. Additionally, almost three in four say that politicians deserve the blame for the recession, more than any other group polled.

2. A majority of Americans are concerned about another economic downturn.

While a plurality of Americans think the industry has become more responsible since the 2008 crisis, 65 percent say they are somewhat or very concerned about another recession happening in the near future.

3. Most are taking active measures to protect themselves from future downturn.

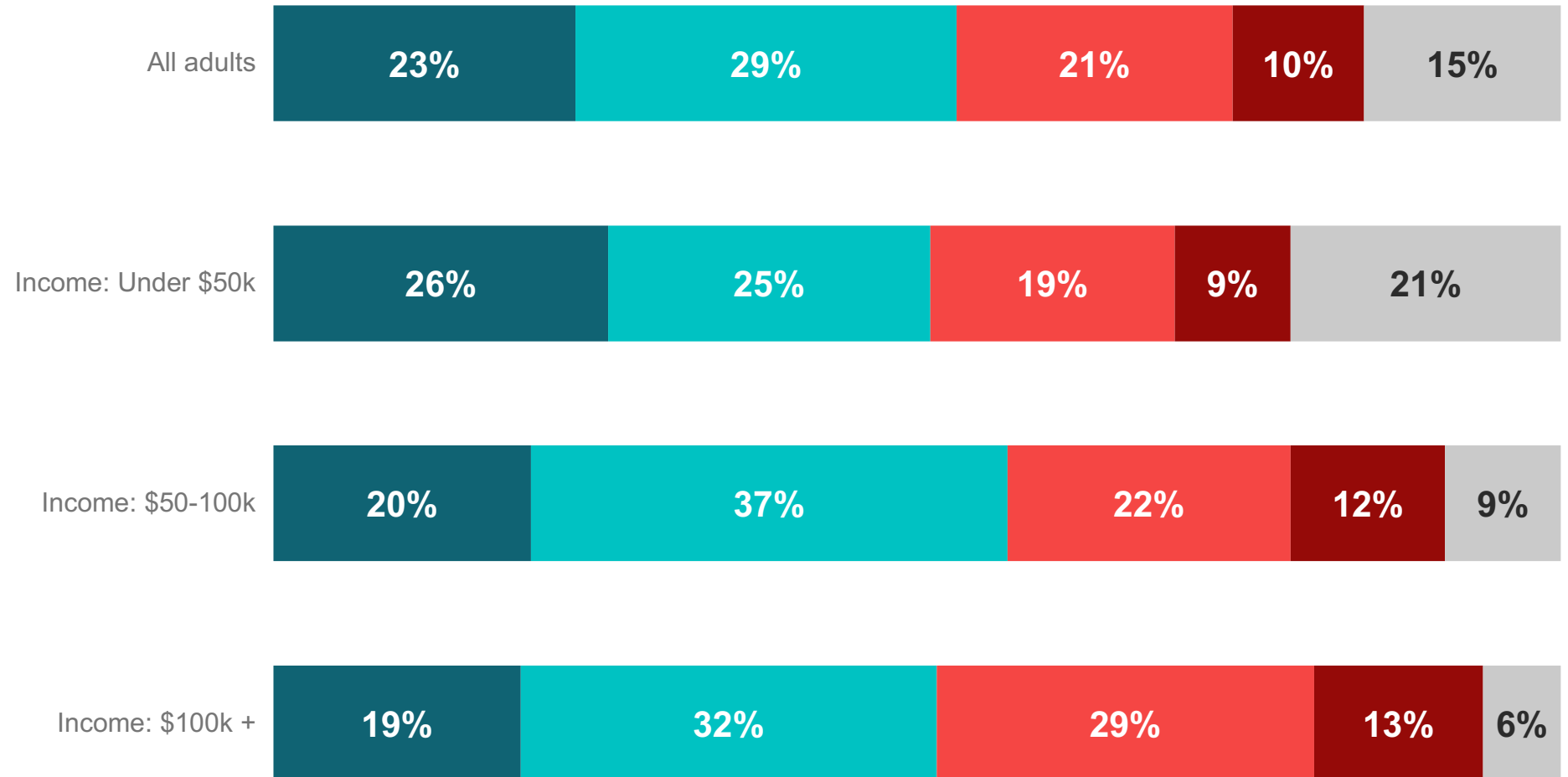
Seventy-six percent of Americans say they're avoiding taking on debt out of concern for future downturn. A similar level of Americans say the limit spending on large items.



THE GREAT RECESSION,
10 YEARS LATER

How much of an impact would you say the Great Recession of 2008 has on your personal finances?

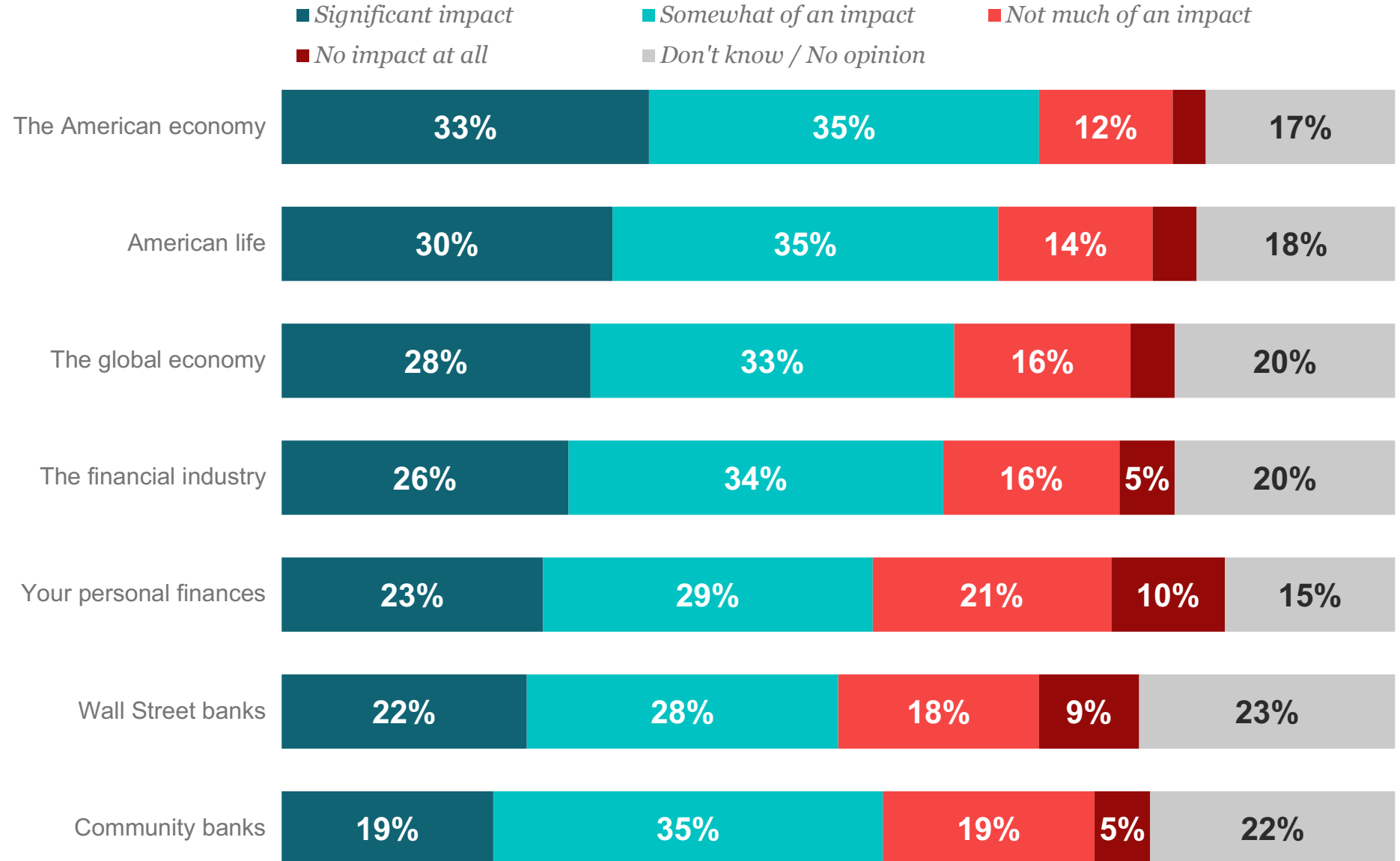
■ Significant impact ■ Somewhat of an impact ■ Not much of an impact
■ No impact at all ■ Don't know / No opinion



A majority of
Americans say
the recession
still impacts
their finances

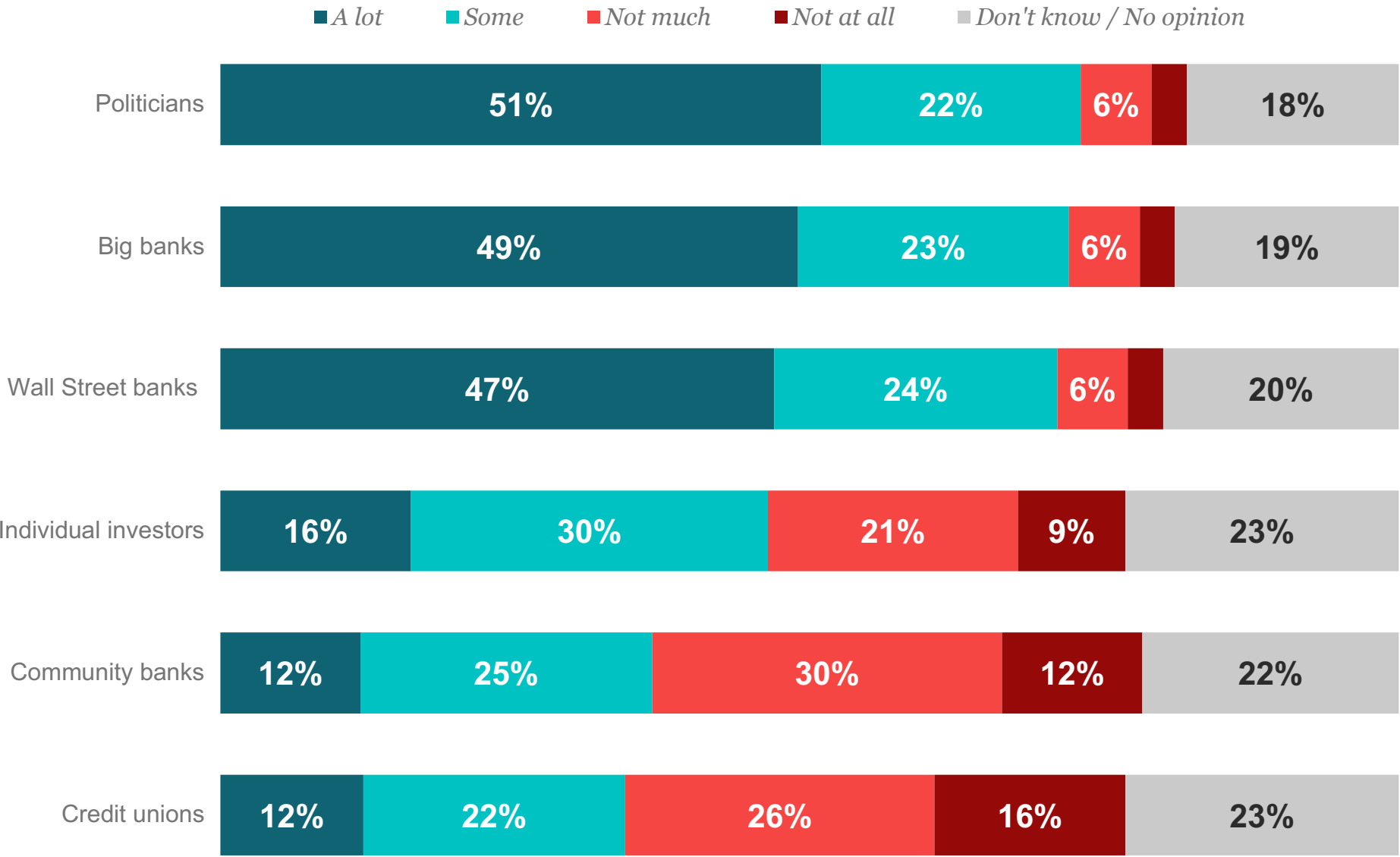
Most continue to see impact on American economy and life

How much of an impact would you say the 2008 Great Recession continues to have on the following?



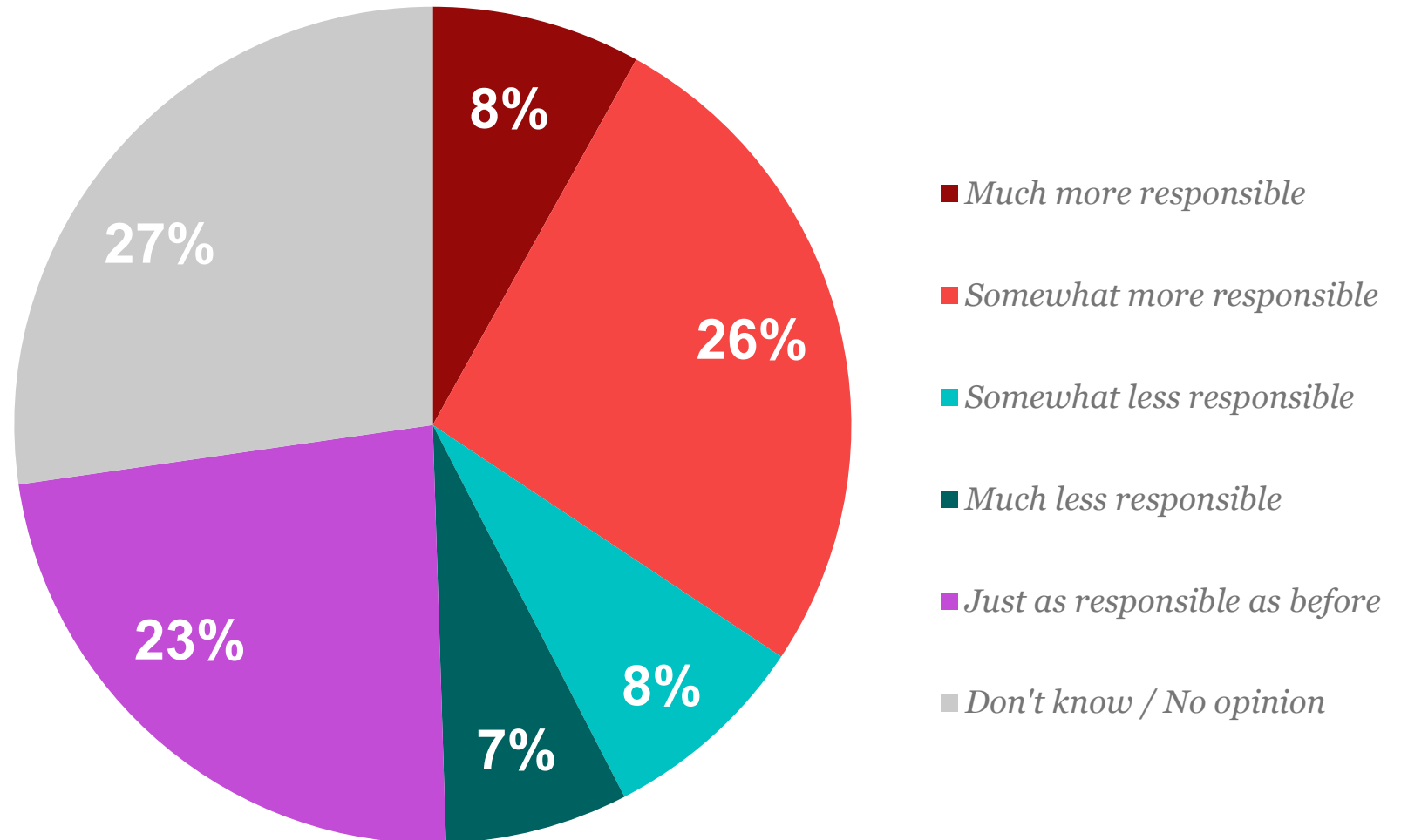
Politicians get
the most blame
for the
recession

How much do you blame each of the following for the 2008 Great Recession?



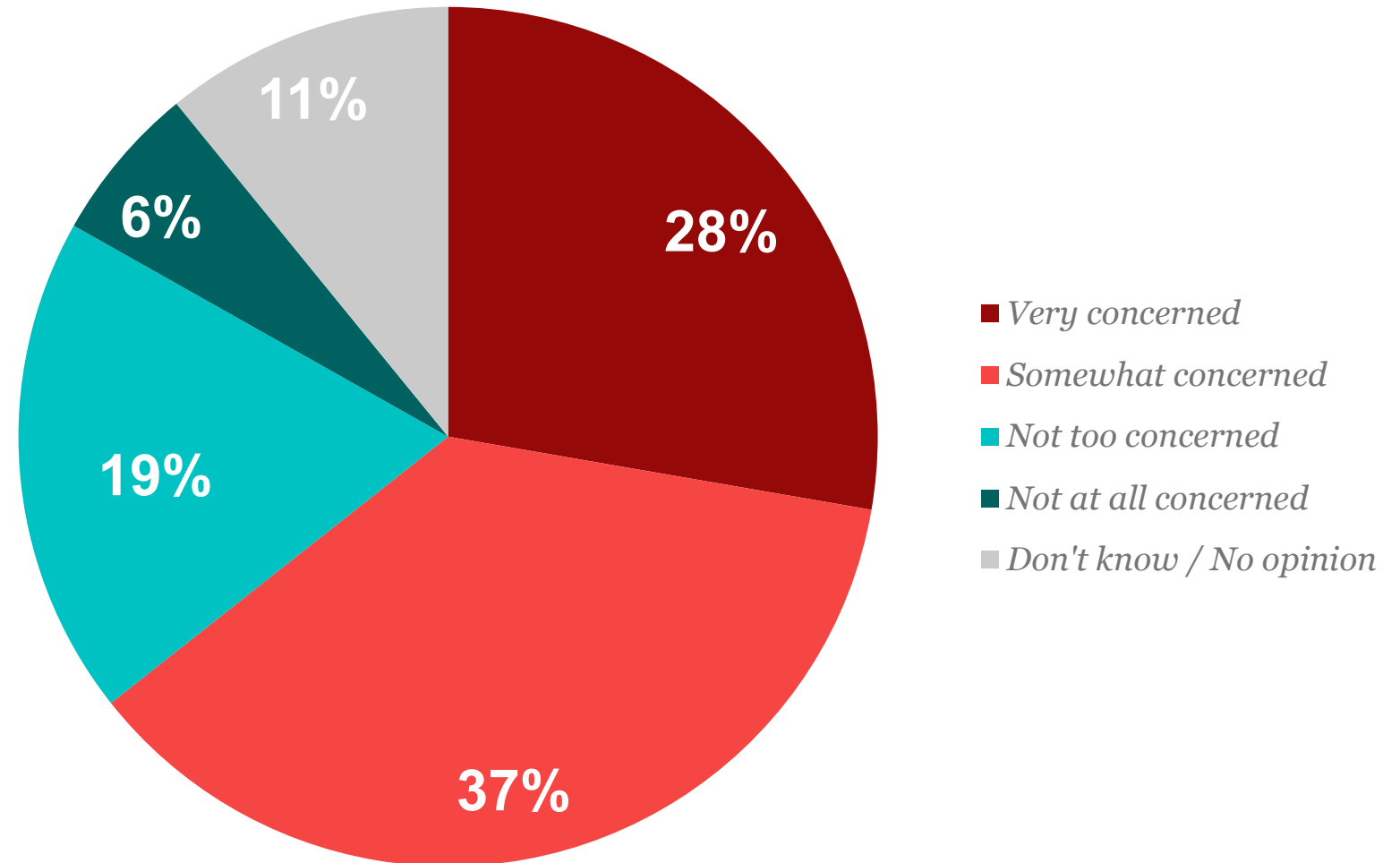
**A plurality of
Americans
say the
industry has
become
more
responsible
since 2008**

Do you believe the banking and financial services industry has become more or less responsible since the 2008 Great Recession?



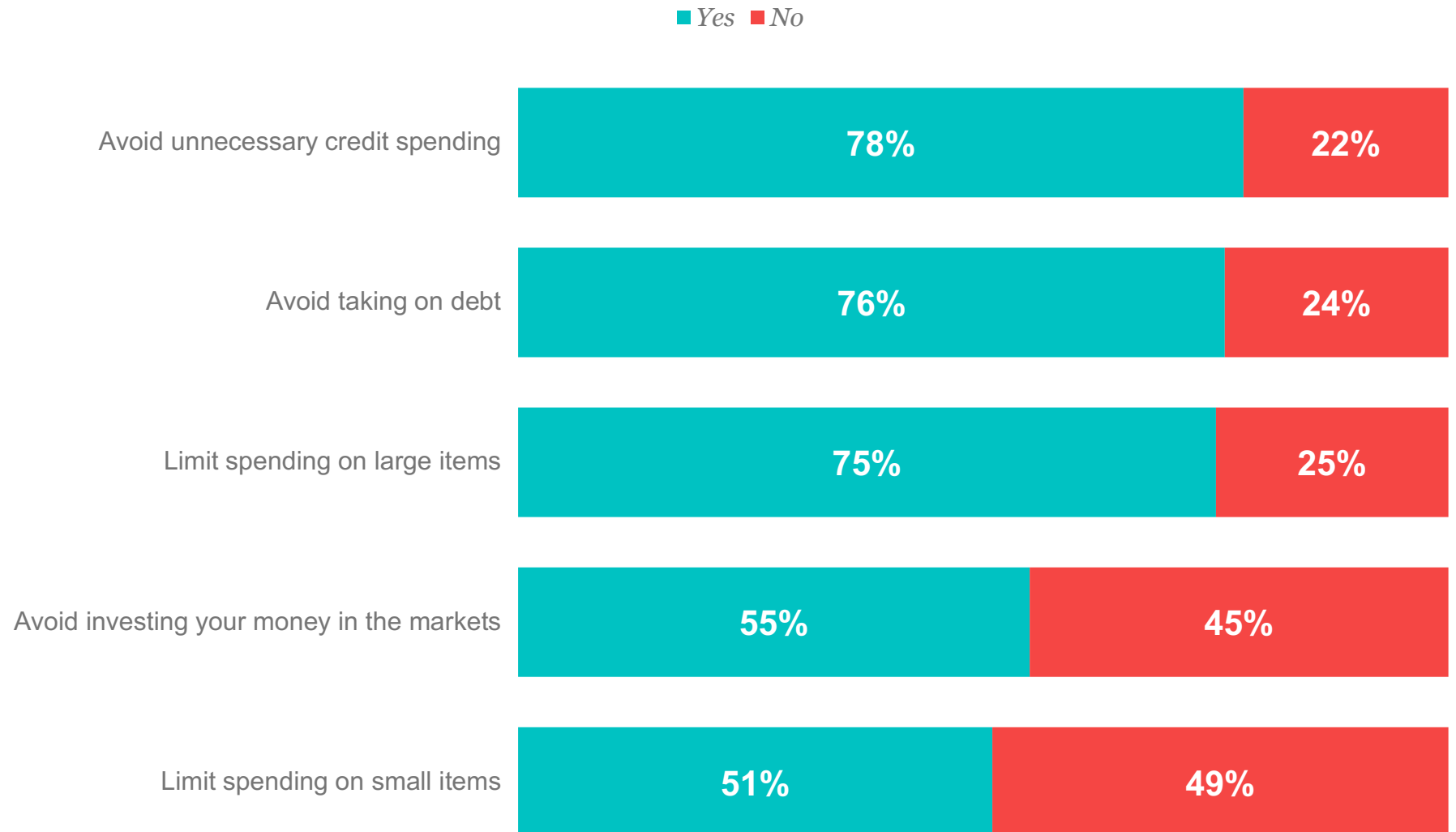
**Most
Americans
are
concerned
about
another
downturn**

How concerned are you that another economic downturn such as the 2008 Great Recession will happen again in the near future?



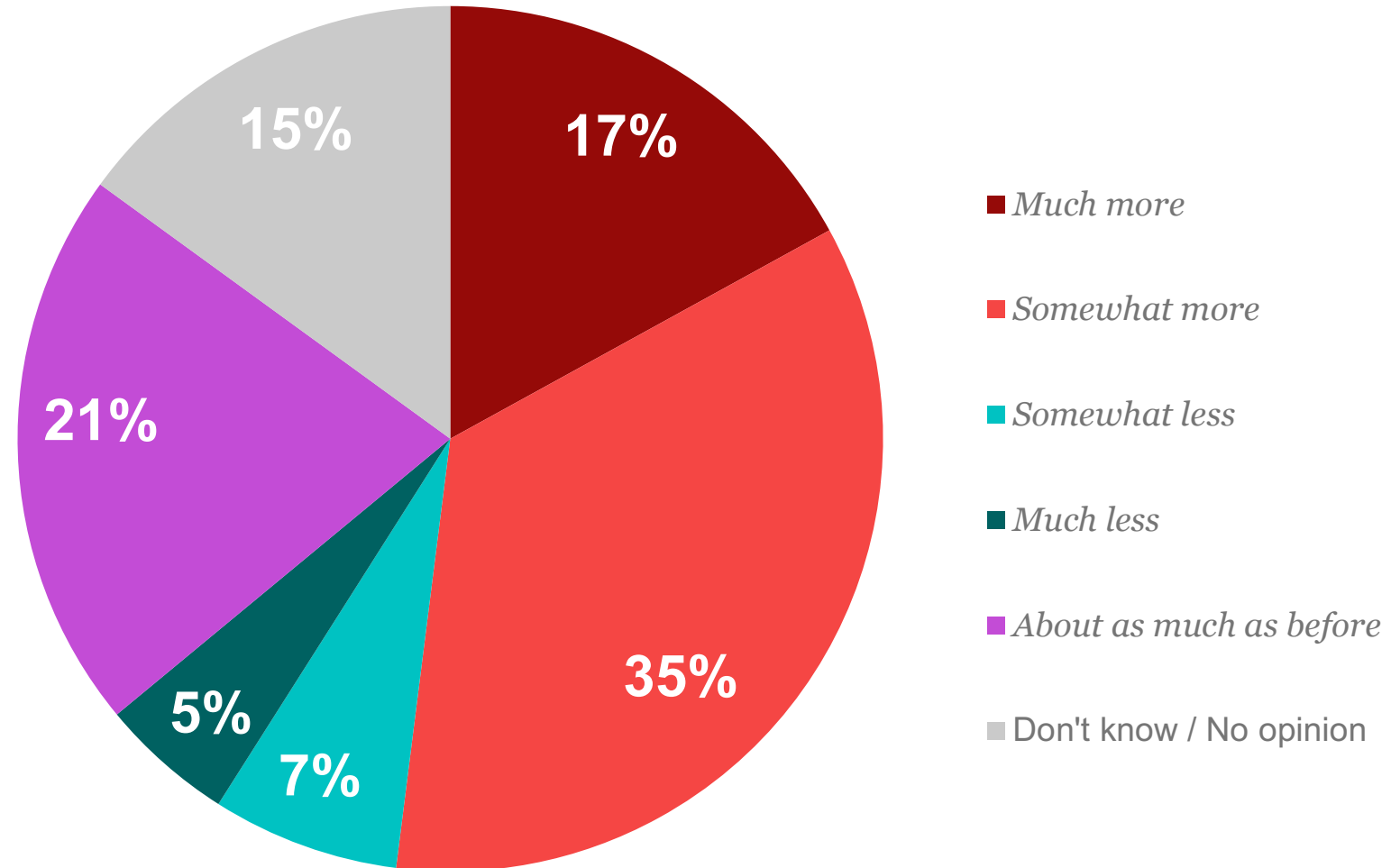
They are also
taking active
measure to
protect
themselves

Do you do any of the following to protect yourself from the effects of a future economic downturn?



**A majority of
Americans
say they
save more
after the
recession**

Would you say you try and save more, less, or about the same amount of money as you did before the 2008 Great Recession?

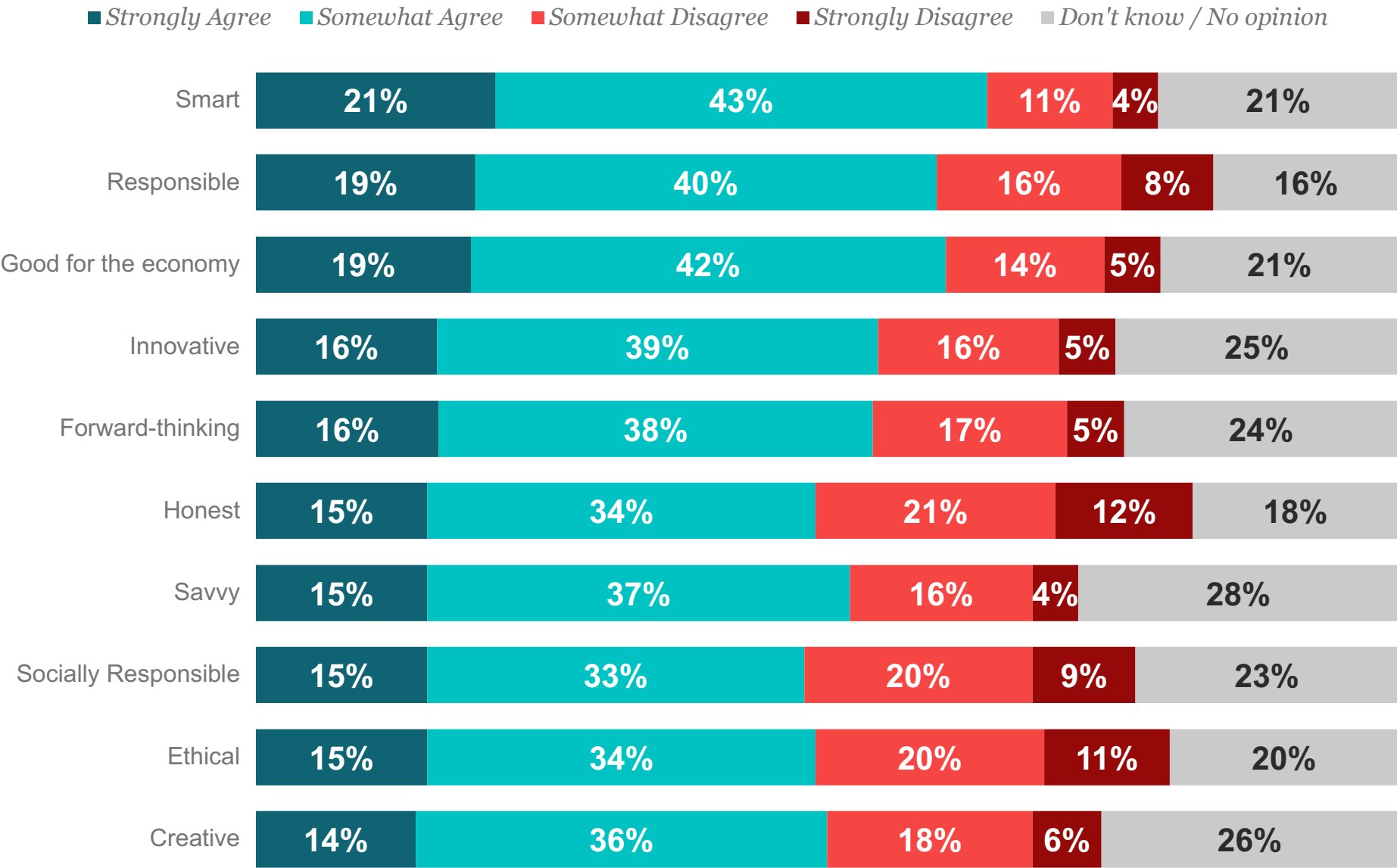




PERCEPTIONS OF THE
INDUSTRY

Most Americans
see the financial
industry as
smart,
responsible

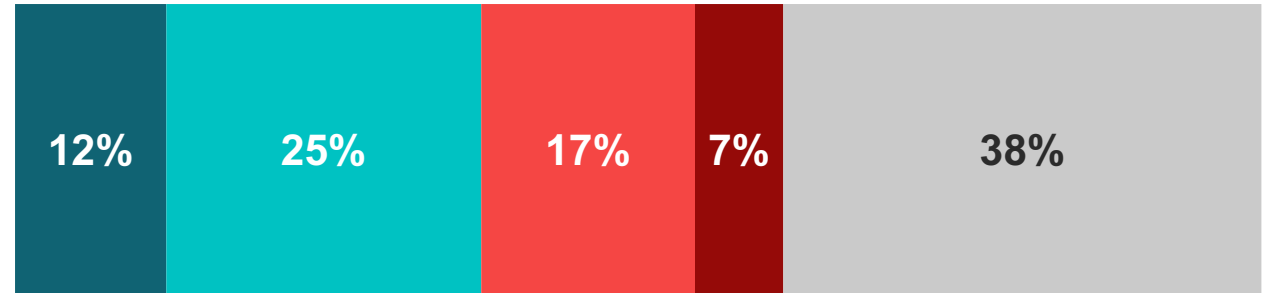
Do you agree or disagree each of the following describes the banking and financial services industry?



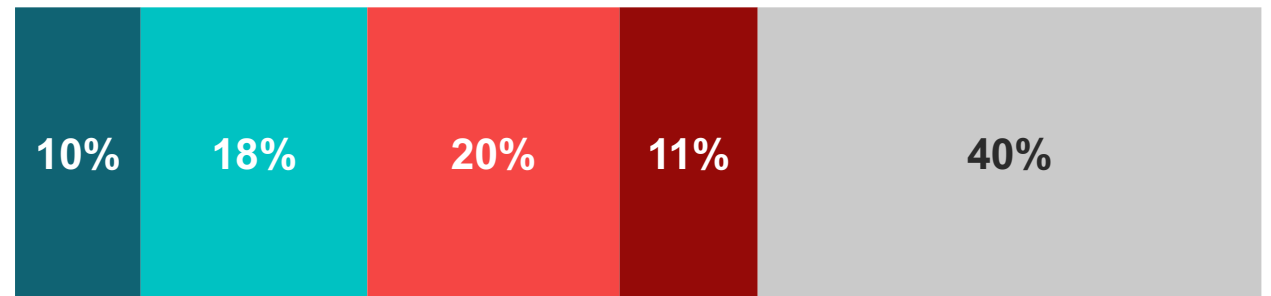
Do you agree or disagree each of the following describes the banking and financial services industry?

■ *Strongly Agree* ■ *Somewhat Agree* ■ *Somewhat Disagree* ■ *Strongly Disagree* ■ *Don't know / No opinion*

Politically conservative



Politically liberal



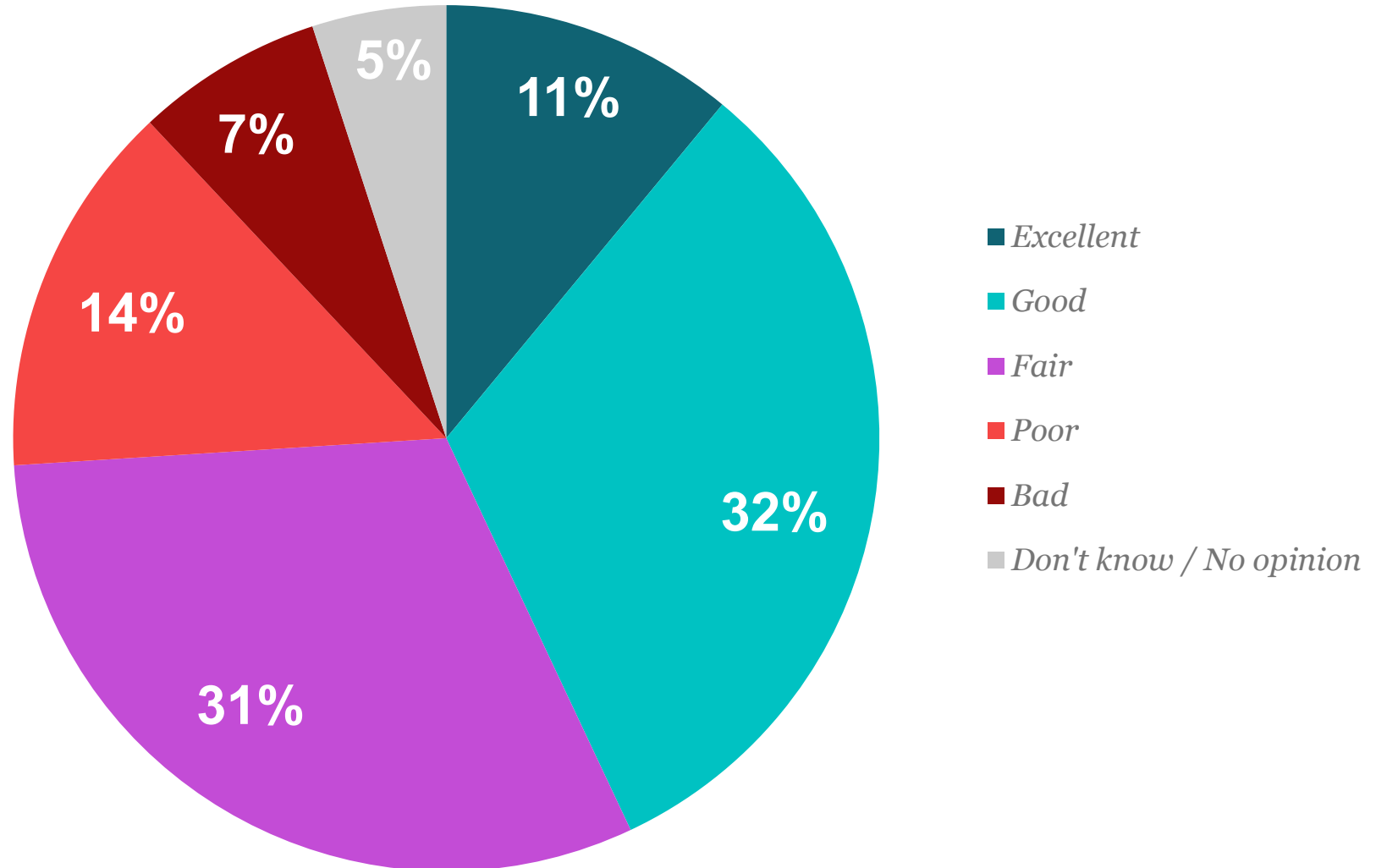
Americans split
on the political
leaning of the
industry



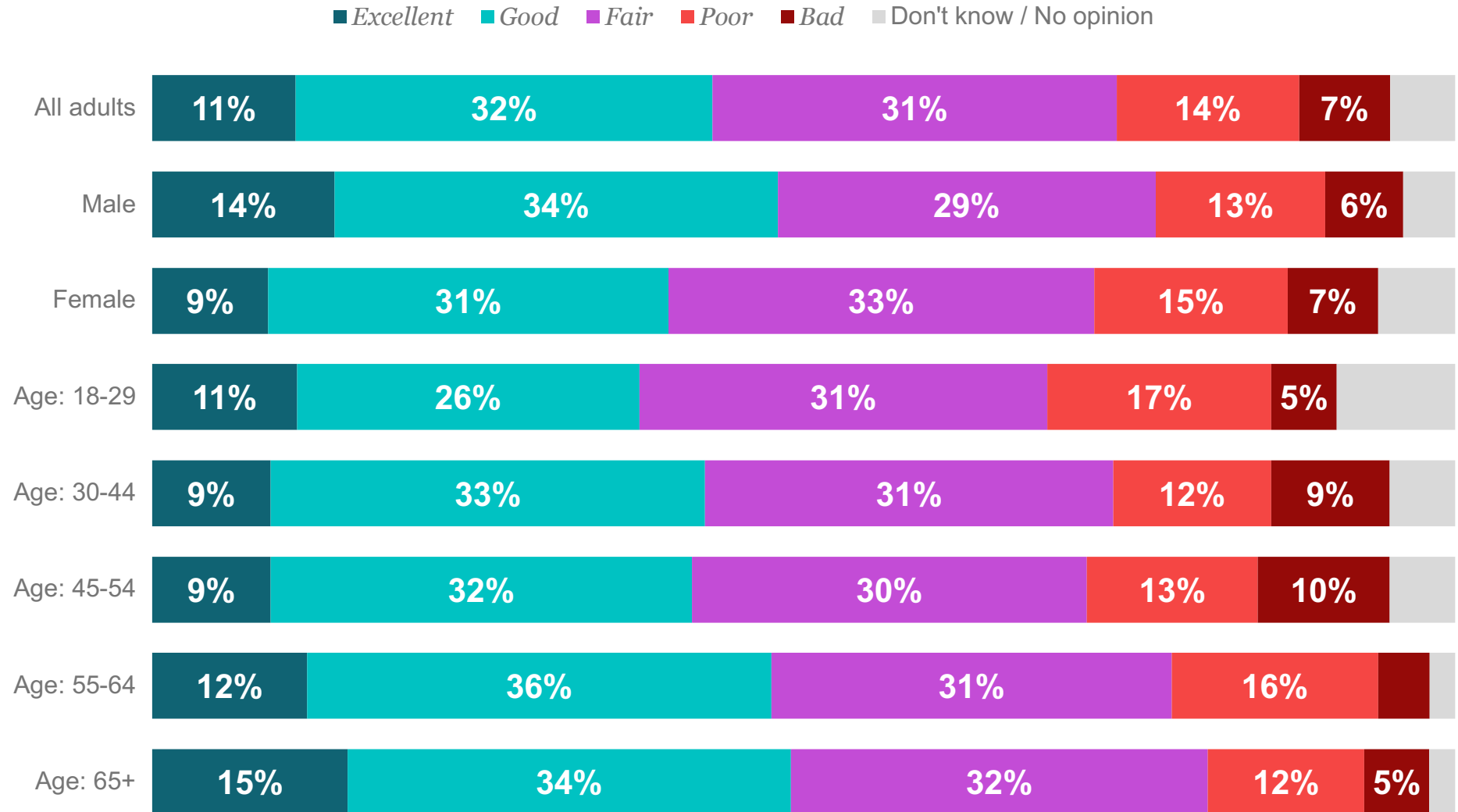
PERSONAL FINANCIAL
HEALTH

Just 11% of Americans consider their financial health to be excellent

Generally, how would you rate your own financial health?



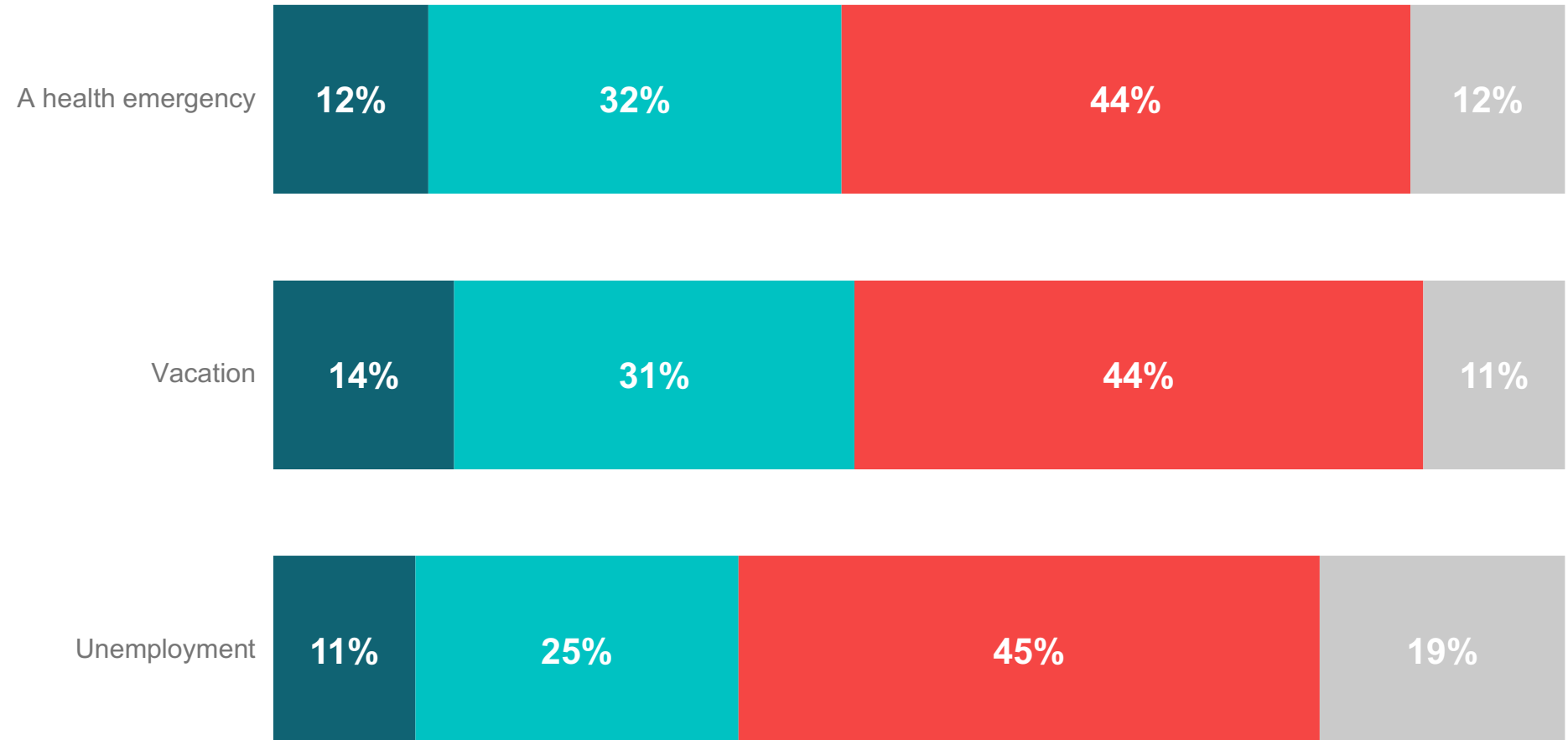
Generally, how would you rate your own financial health?



Men, older
Americans more
likely to rate
their financial
health positively

To the best of your knowledge, do you have enough or not enough money saved for each of the following events?

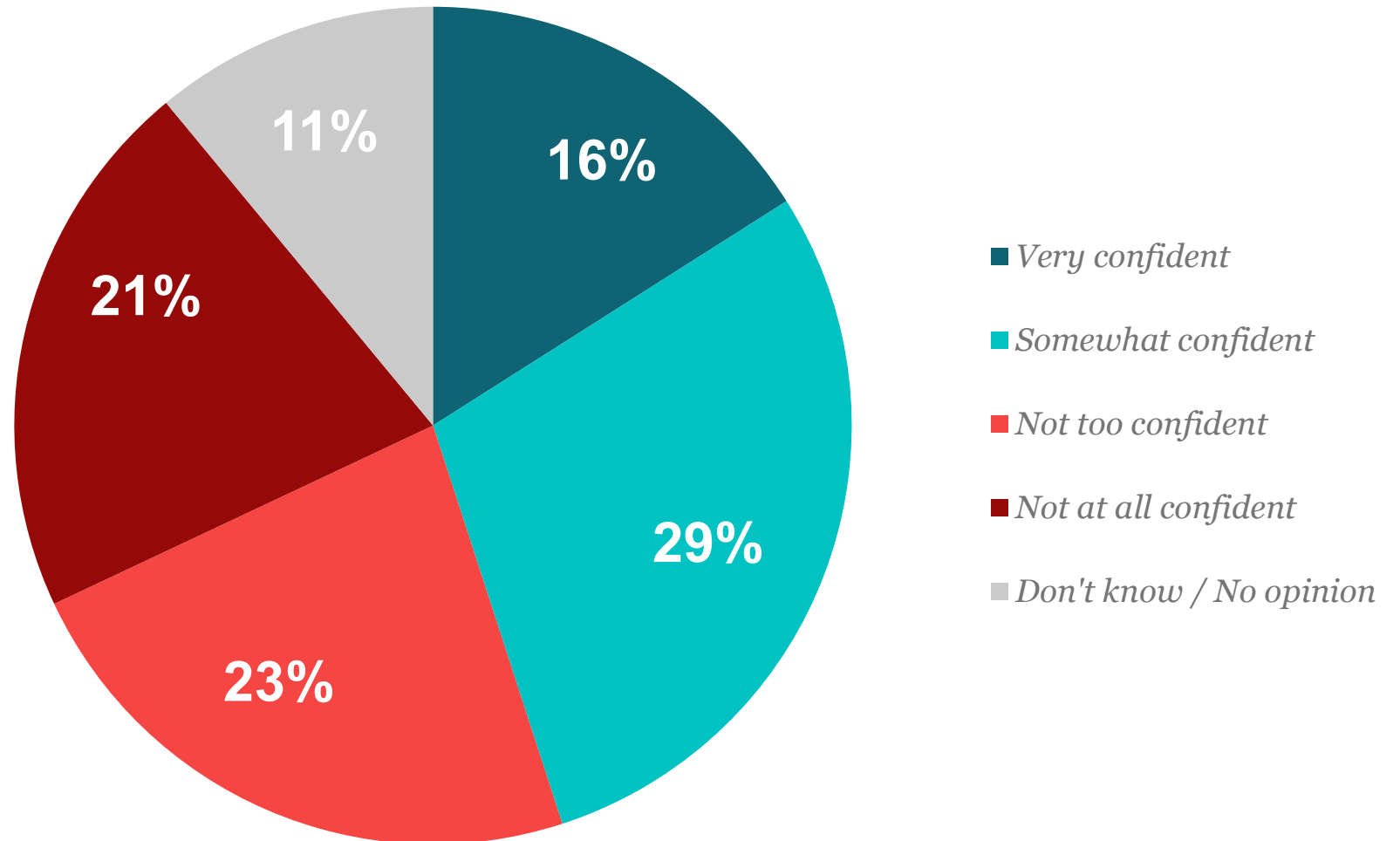
■ *More than enough* ■ *Enough saved* ■ *Not enough saved* ■ *Don't Know/No Opinion*



**Many Americans
are unprepared
for high-cost
needs**

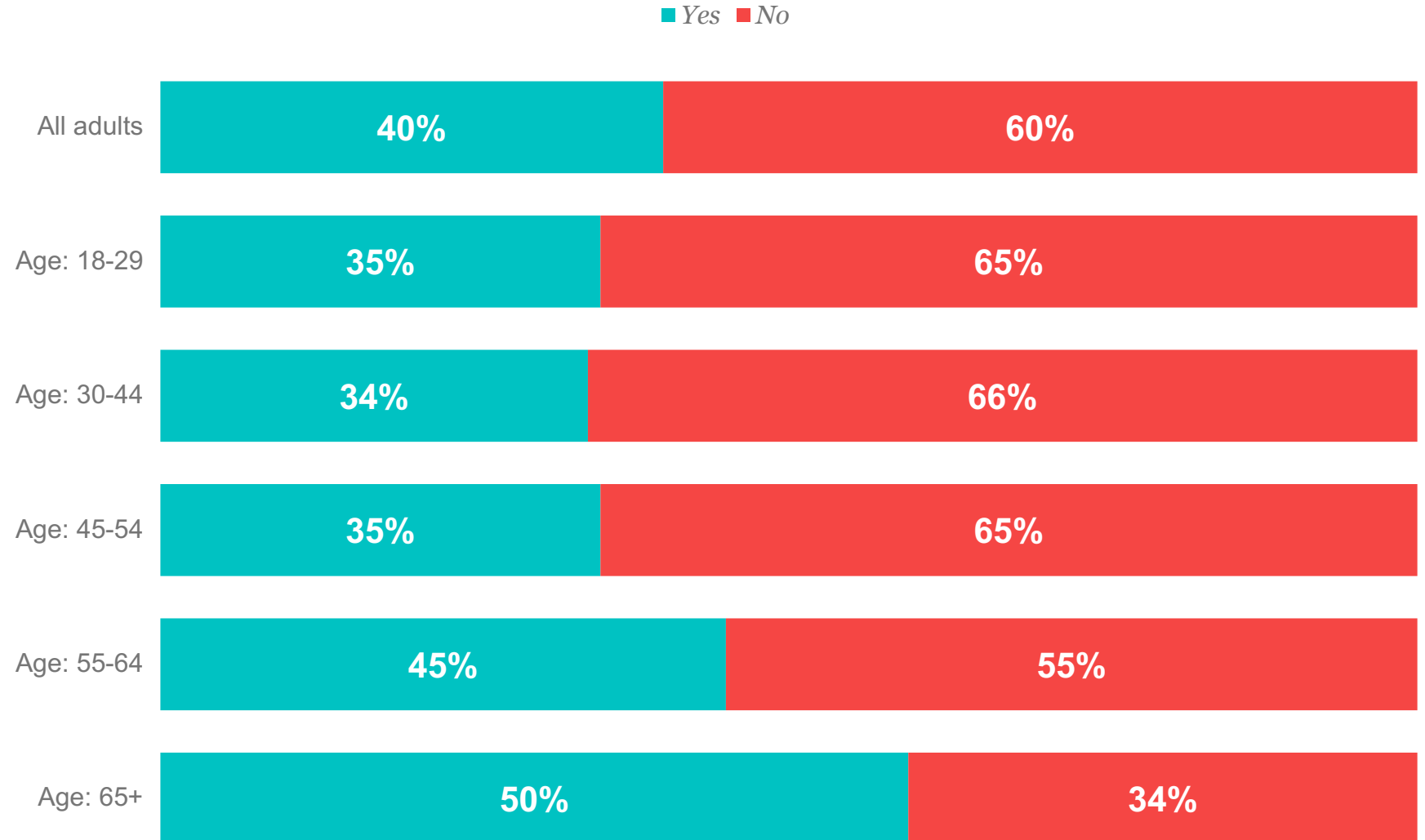
**Less than
half of
Americans
are confident
about
retirement
savings**

How confident are you that you will have enough money saved for retirement?



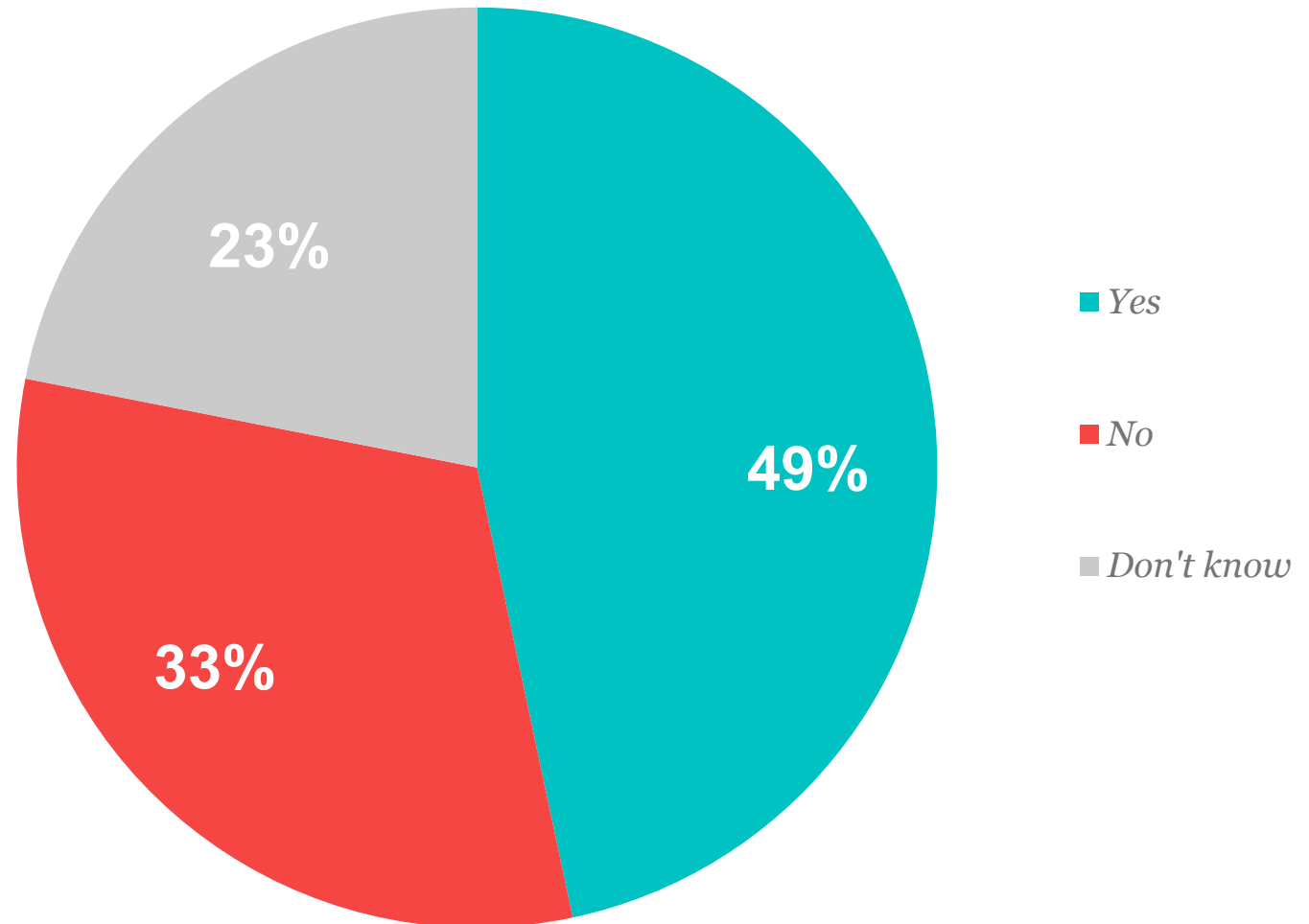
Even among
older
generations,
Americans lack
clarity on
retirement
needs


Do you know how much money you, yourself, need to have saved by the time you retire in order to retire comfortably



**Many
Americans
say they lack
tools to save
for retirement**

Do you feel that you have access to sufficient tools or resources to save for retirement?





*Understand what consumers
think about your brand with*

Morning Consult Brand Intelligence

A 360-degree view of your
brand, in one screen. Every
day.



WHAT CONSUMERS *think*

Collecting over 3 million market research
interviews



WHAT CONSUMERS *say*

Evaluating over 100 million social media
posts



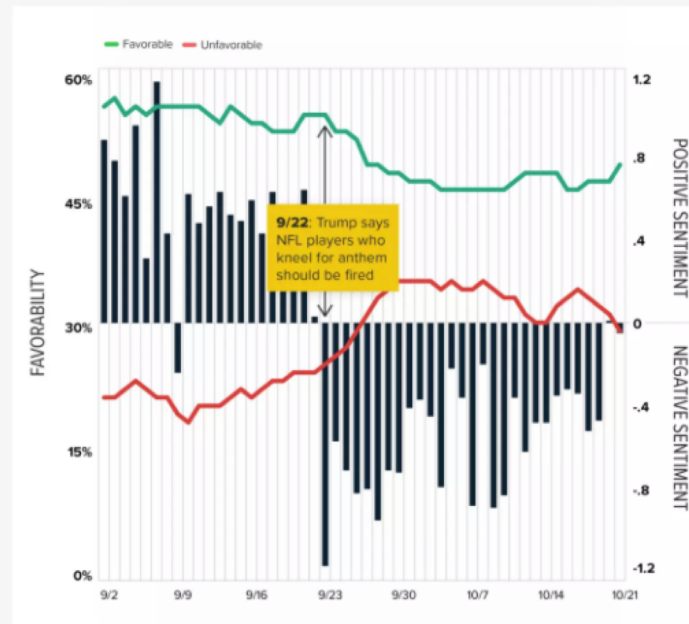
WHAT CONSUMERS *see*

Analyzing over 85,000 news media outlets

+ NATIONAL FOOTBALL LEAGUE

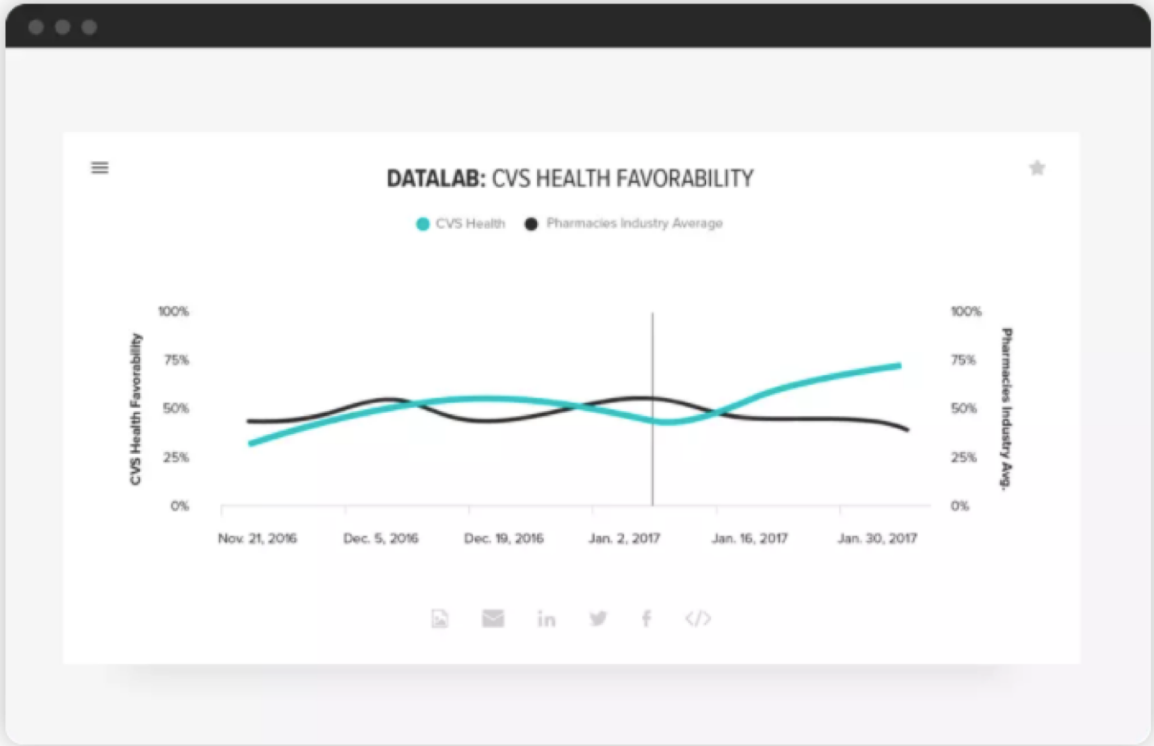
Favorability vs. Twitter Sentiment

September - November, 2017



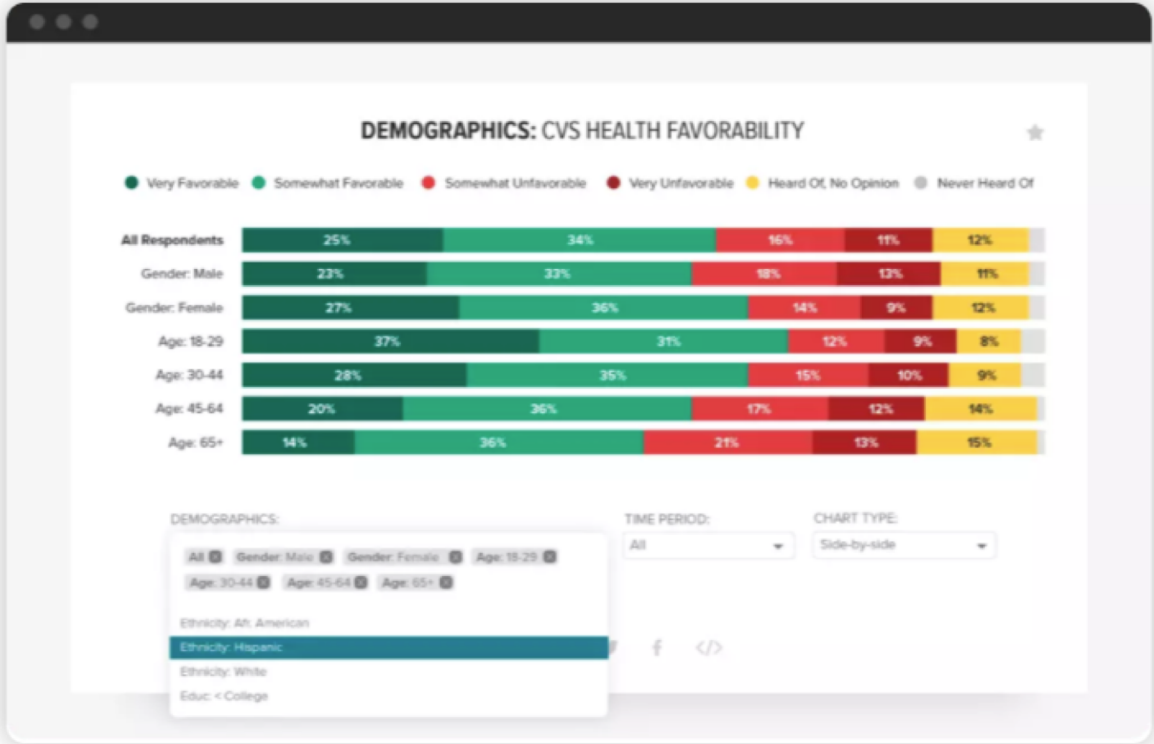
Benchmark Brand Performance

Use the DataLab to compare your brand's performance with competitors across survey, economic, social media, and news media metrics.



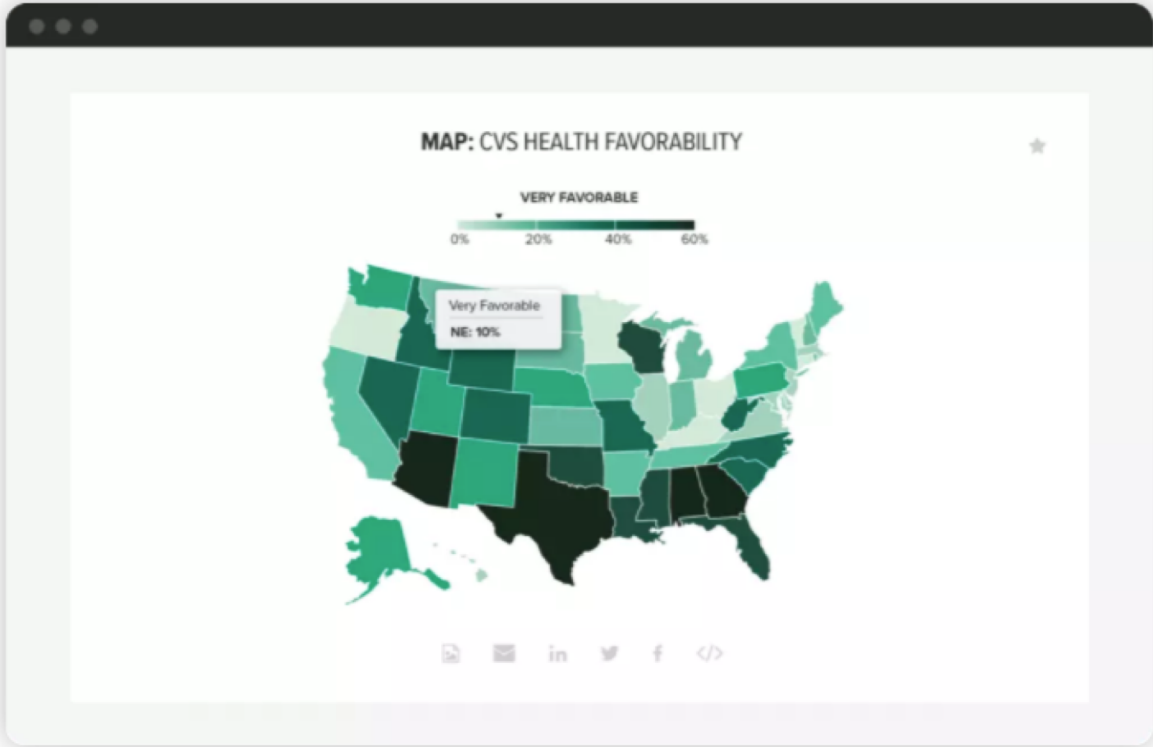
Identify Demographic Targets

Over 60,000 consumer interviews per brand allow executives to identify key targets across 35 demographic variables, including gender, age, and ethnicity.



Evaluate Geographic Trends

Data tracking down to the zip-code allows you to understand how your brand performs state-by-state, and DMA-by-DMA.



Use Cases



DAILY MONITORING

Track brand perception in real-time with the Brand Intelligence dashboard in your inbox



STRATEGIC PLANNING

Identify demographic targets and geographic trends to customize communication & marketing campaigns



CRISIS RESPONSE

Evaluate the magnitude of a crisis and track the effectiveness of your response

“ This kind of real-time brand tracking has become a necessity.

- WIRED

Contact



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or Morning Consult's research capabilities

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VISIT

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