

## This is America This Week: Oct 31st

The Weekly Heat #s are according to [our latest Stress in America Survey](#) with the APA

- **83** – Over 8 in 10 (83%) of Americans say inflation is a source of stress
- **57** – Over half (57%) say that having enough money to pay for things in the present (e.g., rent, mortgage), is their main source of financial stress
- **43** – Over 4 in 10 (43%) report feeling that saving enough money for things in the future is their main source of stress

Story #1: *Inside Influencer Storefronts And How They're Driving Sales For Brands* ([Ad Age-Harris Poll](#))

- **Background:** Influencers leverage platforms like Amazon and the creator-oriented shopping app LTK to create customizable “storefronts” to consolidate product recommendations from dozens of different brands. Creators share links to these storefronts encouraging their followers to visit their storefronts and purchase the clothing, jewelry, or other products featured in their content – and with each purchase, influencers get a cut of the money in that transaction.
- Three quarters (75%) of Gen Z say that **recommendations from influencers/creators impact their decision to make a purchase** – Nearly double that of the general population (43%).
- And (40%) of Z's **have made purchases** directly through an **influencer's storefront** on sites like Amazon and LTK.
- (73%) of 18-25 yr olds also reported **looking to TikTok creators for product input**, with Instagram and YouTube influences also.
  - The “TikTokMadeMeBuyIt” hashtag currently has over **25 billion views** on TikTok
  - On TikTok alone, the hashtag #PrimeEarlyAccessSale was viewed over **24 million times** in just two days
- **Consumers are searching for more:** Gen Z TikTok users say they have used the app to learn about fashion, beauty, and skincare (47%), local businesses (36%), and experiences (35%).
- **Reminder for brands seeking out influencer partnerships:** In [partnership with MMI](#), we found that nearly all of those influencers/creators polled (98%) said it's **important to work with brands that align with their values**.
  - Three-fifths (61%) of creators say brands should keep in mind their audience when partnering with them; and (57%) say they should keep in mind the need for content to be authentic

Palate Cleanser: *Who Are You Going to Call? Ghostbusters!*

- **Younger Americans might be calling the Ghostbusters:** 6 in 10 (60%) Gen Z and Millennials believe in **ghosts** (v. Gen X: 49%, Boomer: 25%)
- **And the full moon effect:** Over half of Gen Z and Millennials (53%, 54%) even believe in the **behavioral impact of the full moon** as well as the **occult/witches/the supernatural** (Gen Z: 48%, Millennials: 56%)
- **Haunted Houses:** Two separate surveys, one by a home security company and the other by a real estate company, [found that](#) nearly half of homeowners believe they are living in a haunted house
  - So, would you buy a haunted house? The house that inspired “The Conjuring” sold for \$1.525 million, which was above the asking price, in Burrillville, Rhode Island (according to the new owner it's too ‘powerful’ to live in — and will resume haunted tours)

Story #2: *Americans are Doubling Down On Fintech* ([Plaid-Harris Poll](#))

- **Fintech** adoption has **maintained a nearly 40% increase since 2020** (80% 2022, 88% 2021, 58% 2020)
- And now, 8 in 10 American consumers **use fintech to manage their money in 2022**
  - The size of the global fintech (financial technology) market was estimated at \$110.59 billion in 2020 and is expected to increase at a CAGR of 20.5% to reach \$699.50 billion by 2030.
- Increased use is partly attributed to the (61%) reporting that fintech tools helped them **weather economic challenges**
  - Use of payment apps (73%), investment tools (31%), and payroll advance tools for short-term needs (19%)
    - **First-time investors:** More than half starting to invest for the first time with a digital app (53%)
    - Payday advance users reported the highest levels of confidence using technology to manage their finances (93% vs. 69% of the overall population)
- **Younger Americans say it's a lifeline:** Over 7 in 10 Gen Z (73%) and Millennials (71%) said economic challenges made them **more reliant on digital finance** (v. Gen X: 64%, Boomers: 49%).
- **And people of color who are disproportionately underserved by traditional financial systems are using it more than white Americans:** Hispanic and Black Americans use fintech at higher rates than white Americans (92%, 88% v. 74%).
- **Future desire to connect crypto + overall financial portfolios:** Six in ten fintech users want to be able to connect their crypto accounts to other traditional accounts so that they can track their overall finances (58%), and the numbers increase for budgeting app users (78%) and investment app users (72%)