

Reddit Audience Spotlight: Embracing Financial Fitness

*The 5 actions your brand can take to
succeed during a recession*



Redditors are financially *(hyper-)literate*.

With budgets in hand and always looking to the future, economic downturns don't rattle redditors easily.

From borrowing money over the year to devising strategies to spend, redditors are some of the most calculated, mindful shoppers out there. Redditors are more likely to self-identify as "financially secure" (+75%) than the general public.

Redditor's financial savviness and preparation creates a stability which translates into consistent purchasing power.

+55%

redditors are more likely to set personal budgets than the average person

74%

of redditors save throughout the year

4 in 5

redditors say they're somewhat to completely financially secure

+28%

redditors are more likely to be saving for upcoming holidays

Redditors are so secure, that if a recession was to hit, it would only modestly change their outlook and purchasing decisions.

“

I entered the workforce in America in time for the recession of '08, Now I am doing great. What has always worked for me is being thrifty.

*—Redditor in **r/PersonalFinance***

Source: Suzy & Reddit Primary Research July 2022

46%

of redditors are concerned about the current economic environment (July 2022)



59%

of redditors would be concerned if the recession was to worsen.



**But “financially secure”
does not mean *immune* nor
inactive. Redditors’ savviness
actually means *more action*!**

If the
economy was
to worsen,
redditors
would *adapt*.

“If the economy worsened, how likely would you be to do each of the following?”

76%

Use Coupons

66%

Buy Generic

66%

Delay Purchases

58%

Cut Driving

54%

Evaluate Utilities

51%

Buy Used

45%

Sell Items

44%

Take More Work

15%

Relocate

Incredibly savvy, redditors are
going *deeper* in their planning.

Faced with severe uncertainty, redditors are pivoting more substantially to stay financially fit.

Everyone has a financial fitness routine that works best for them. There is no one-size-fit-all strategy.

Reddit is a “coach”—providing counsel, encouragement, and sometimes tough love.

HOW REDDIT KEEPS THEM FINANCIALLY FIT:

#1

Redditors research across the platform for intel

Measuring “Macros”

#2

Redditors help each other trim unnecessary spend

Eliminating “Excess”

#3

Redditors celebrate each others’ financial strategies

Motivating “Group Fitness”

#4

Redditors analyze the big picture

Seeking “Global Recovery”

#5

Redditors are inspired by guilty (and earned) buys

Earning “Cheat Days”



THE BIG

5

The five actions your brand can take to succeed on Reddit during a recession.

HOW YOUR BRAND CAN ACT:

#1

Be where the research, comparison and deal-hunting occurs.

#2

Flex your benefits, woo those on the edge, and adapt value propositions.

#3

Seed activations and deals which benefit the group and crowdsource savings tips.

#4

Message how you're contributing to the overall financial rebound.

#5

Promote guiltless pleasures and escapism, and remind redditors they deserve "it."



Not skimping on big buys, redditors do their due diligence.

Redditors aren't giving up on vacations or holiday shopping—they're comparison shopping.

ACT: Be where the research, comparison and deal-hunting occurs. If you're not present, you're not considered. Get in the weeds, showcasing specs, your value and how you stack up to the competition.

Source: GWI Core, US, Q1 2022
GWI Zeitgeist, US, Mar & May 2022
Reddit Internal Global Data 2022



02. Eliminating “Excess”

Looking for easy solutions, non-essential purchases are reevaluated.

For some, reducing subscriptions and meals out are seen as simple solves to stay financially healthy.

ACT: In the process of “eliminating excess” it’s imperative that your brand is seen as a necessity. Flex your benefits, woo those on the edge, and adapt value propositions to survive.

+88%

growth of r/frugal YoY as redditors cut corners, and trim “unhealthy” buys

+25%

increase in mentions of “private label” across Reddit over the last 6mo

1 in 4

US redditors plan on canceling subscriptions in light of our current economy

On Reddit, economic hard times are an emotional team sport.

Across communities, savings are celebrated, and paid-off debts are (literally) awarded. Cooperation is a part of the game.

ACT: Fan the flames of encouragement and help redditors help themselves. Seed activations and deals which benefit the group—not the individual—and crowdsource savings tips.

+20%

growth of subscribers to r/moneydiariesactive over the last 6mo, tracking and comparing spending

+203%

growth of mentions of “recession” in Career Planning over the last 6mo

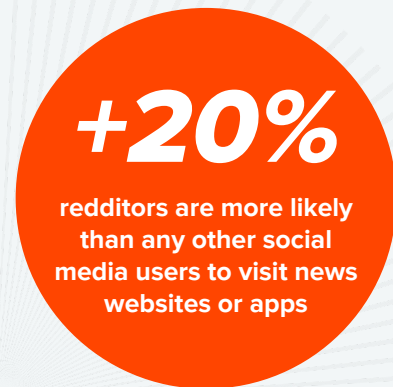
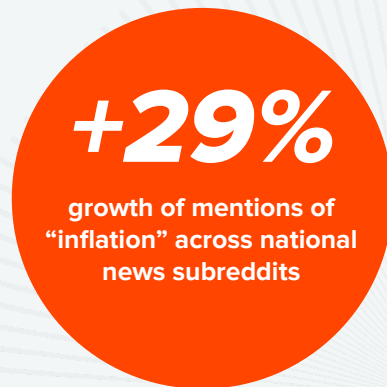
Top 100

r/personalfinance just entered Reddit’s most viewed global subreddits in June 2022

Educated and aware, redditors look at the big picture too.

Concerned with personal budgets, they're equally interested in the country's financial health.

ACT: While political topics are more sensitive, it's not to say these issues can't be addressed. How are you contributing to the overall financial rebound?



Distractions and splurges stave off the “doom and gloom.”

In questionable times, sometimes we just have to treat ourselves. Call them financial cheat days.

ACT: To help maintain collective sanity, promote guiltless relaxation and enjoyment. Dial up the absurdity or entertainment. Lean into the escape, and remind redditors they deserve “it.”



If the economy was to worsen...
66% of redditors would *question* each purchase. Since they'll be more *critical*, there's an imperative for advertisers to *promote products that stand out or risk being seen as superfluous.*

While their “fitness strategies” apply across *all* purchases, how are redditors approaching each category *uniquely*?

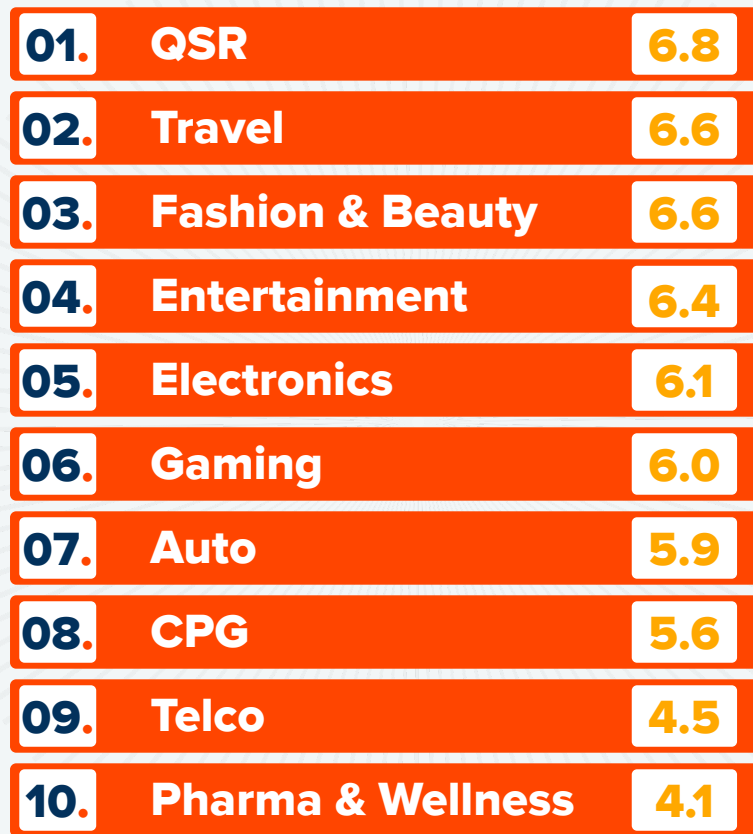
We surveyed redditors to ask which **categories** are most likely to get cut if the economy worsens.

The “**Cut Score**” calculates the **likelihood** redditors would **reduce** their spend in this space.

Brands in these **categories** **must pivot** their strategy to avoid getting cut.

Source: Suzy Reddit Primary Research, July 2022

Max “Cut Score” = 10 (Completely Stop Purchasing)
Minimum “Cut Score” = 0 (No Change to Purchasing Behavior)



“More Likely” to Cut Back On

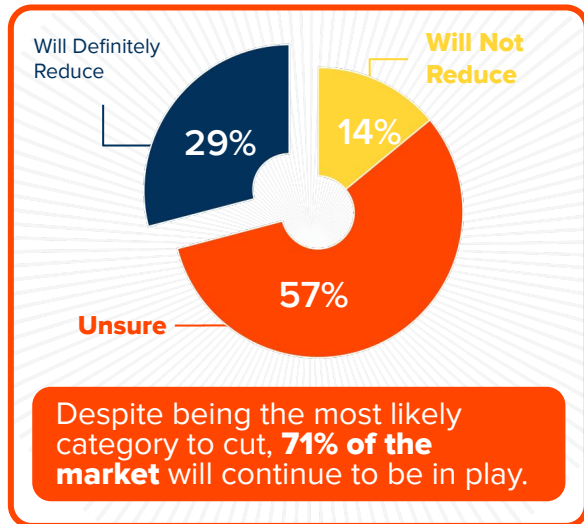


QSR

01.

Category impact if the economy were to worsen...

MARKET OPPORTUNITY



PRICE SENSITIVITY

6.7

Attention Score

How sensitive redditors are to prices in this category (0-10)

Dining is a **visible expense**, and Redditors will be **keenly aware** of any price increases.

Source: Suzy Reddit Primary Research, July 2022

Max "Attention Score" = 10 (All Redditors Very Concerned With Prices)

Minimum "Attention Score" = 0 (Unphased By Prices)

QSR needs to reposition their meals to sway the home chef.

Redditors see cooking at home as an easy way to save money.

Savvy QSR brands need to show them what they're missing out on.

Highlight experiences, dishes or techniques that are unrealistic or impossible to recreate at home.

Half

of redditors plan to cook more and spend the same or more on groceries if the economy was to worsen

2X

increase in views of r/tonightsdinner as redditors swap recipes (last 6 months)

r/EatCheapAndHealthy

Thanks to this sub we're eating better meals!

I'm 36 and found this sub while looking for ways to reduce our grocery bill. I know people on a fixed income are having a particularly tough time right now with rising food costs and inflation. I just want to say, this sub isn't just FOR you, it **NEEDS** you. You, like the people in this sub, are a person interested in making the most with limitations (whether that be cooking skills, or budget, or dietary restrictions). This sub loves new ideas and ways to execute them. Thank you for your contribution!



IDEA #1

Position meals out as more than food. It's a chance for the family to reconnect and spend time together. It's a family treat to reward yourself for your financial discipline.

IDEA #2

Promote complex or combo dishes so everyone in the family gets exactly what they want. Focus on the time savings from shopping, prepping and cooking, which can be more valuable than any dollar amount.

Category Fitness Strategy:

Measuring "Macros"



Eliminating "Excess"



Motivating "Group Fitness"



Seeking "Global Recovery"



Earning "Cheat Days"



Travel

02.

Category impact if the economy were to worsen...

MARKET OPPORTUNITY



PRICE SENSITIVITY

6.1

Attention Score

How sensitive redditors are to prices in this category (0-10)

Travel prices are **less apparent to Redditors**, as they don't have as accurate a gauge on increases.

Source: Suzy Reddit Primary Research, July 2022

Max "Attention Score" = 10 (All Redditors Very Concerned With Prices)

Minimum "Attention Score" = 0 (Unphased By Prices)

Frivolous travel is easy to cut, but repositioning as self-care makes it feel essential.

Redditors take self-care very seriously, and many see travel as a form of education and rejuvenation.

Solo travel creates a unique opportunity to reframe travel for the impact it has on your psyche.

-13%

redditors are less likely than the general public to cut out travel plans

+133%

increase in views of r/solotravel over in the last 6mo

r/solotravel



A month of solo travel has cured my depression

The things I have done and experienced and the people I have met on this trip have made me feel alive again. Solo traveling, especially being a solo female traveler, has made me feel so empowered again. I am very happy, positive, and hopeful for the first time in a long time and it is a great feeling.

Hope you all are well and thriving and enjoying your solo trips. That is all.



1.2k upvotes, 109 comments

IDEA #1

Focus messaging on the emotional and mental value of traveling, equating travel to an investment in yourself—and the person you could become as a result.

IDEA #2

Create megathreads of the ultimate and “complete” solo travel plans balancing frugality and abundance. Imagine different megathreads at different price points.

Category Fitness Strategy:

Measuring “Macros”



Eliminating “Excess”



Motivating “Group Fitness”



Seeking “Global Recovery”



Earning “Cheat Days”

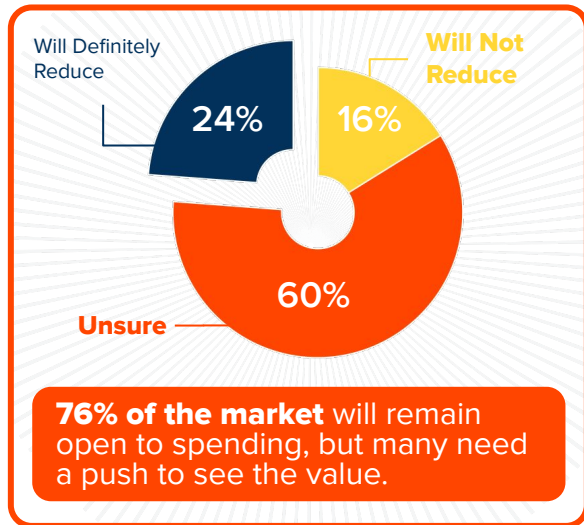


Fashion & Beauty

03.

Category impact if the economy were to worsen...

MARKET OPPORTUNITY



PRICE SENSITIVITY

6.2

Attention Score

How sensitive redditors are to prices in this category (0-10)

Fashion & Beauty are **somewhat visible expenses**, and Redditors may notice any price increases.

Source: Suzy Reddit Primary Research, July 2022

Max "Attention Score" = 10 (All Redditors Very Concerned With Prices)

Minimum "Attention Score" = 0 (Unphased By Prices)

More than ever, redditors want longevity and quality.

Redditors are relishing the feeling of using every drop of their beauty products. Now that attitude is moving to clothing, with the desire to know an item will last for years.

Long-lasting products are both sustainable and more valuable—making each purchase feel like a better deal.

+40%

increase in views to
r/buyitforlife, with over
62M in last 12 mos.

+240%

increase in subscribers to
r/panporn, a subreddit
dedicated to completely
finishing your beauty
product

r/PanPorn

This was my first ever purchase with my first ever big girl pay cheque almost 5 years ago. I'm so proud of my commitment to finish this.



1.1k upvotes, #3 post this year

IDEA #1

Pivot from marketing fast fashion and en vogue to timeless styles and staples—reframing your brand as valuable over time.

IDEA #2

Emphasize longevity by creating a campaign the celebrates the heavily used item. Instead of perfect makeup, show the nearly empty, “panned” makeup case. Or clothes at the end of the night, not when they’re perfectly pressed.

Category Fitness Strategy:

Measuring “Macros”



Eliminating “Excess”



Motivating “Group Fitness”



Seeking “Global Recovery”



Earning “Cheat Days”

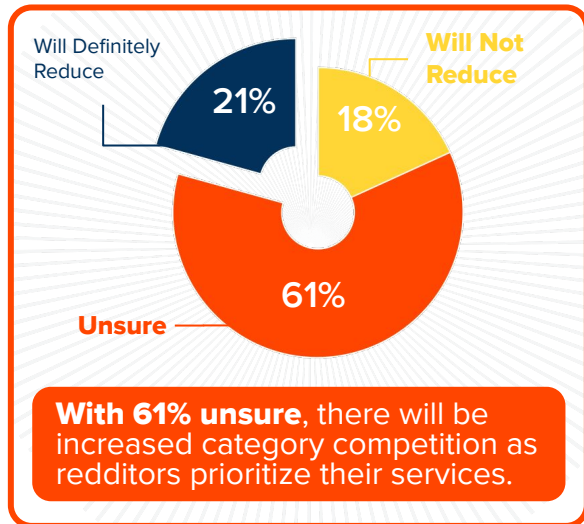


Streaming & Entertainment

04.

Category impact if the economy were to worsen...

MARKET OPPORTUNITY



PRICE SENSITIVITY

6.4

Attention Score

How sensitive redditors are to prices in this category (0-10)

Entertainment expenses are among the most visible. Redditors **will notice any price increases.**

Source: Suzy Reddit Primary Research, July 2022

Max "Attention Score" = 10 (All Redditors Very Concerned With Prices)

Minimum "Attention Score" = 0 (Unphased By Prices)

Expect redditors to choose among entertainment options.

Everyone needs a little escape, but not all escapes are created equal. They'll be asking: "What shows or movies do I really have to see? What can I wait on?"

Now is the time to build the cultural cachet of your IP so the FOMO of not being in the know makes you indispensable. You must *market the conversation*, not just the property.

28%

of redditors plan on spending less on home entertainment considering the economy

+20%

increase in mentions of "which" across streaming platform conversation over the last 3mo

r/Letterboxd



The Best Streaming Service

617 Netflix

191 Amazon

86 Disney+

471 Criterion

3 AMC+

715 HBO Max



2.1k poll votes, 118 comments

IDEA #1

Consider AMAs and megathreads with behind the scenes and insider content to keep the IP in the cultural consciousness and engage your superfans.

IDEA #2

Position titles as cultural hot buttons, leaning heavily into discussion and debate on threads. Reward top conversation starters with gold or other awards.

Category Fitness Strategy:

Measuring “Macros”



Eliminating “Excess”



Motivating “Group Fitness”



Seeking “Global Recovery”



Earning “Cheat Days”

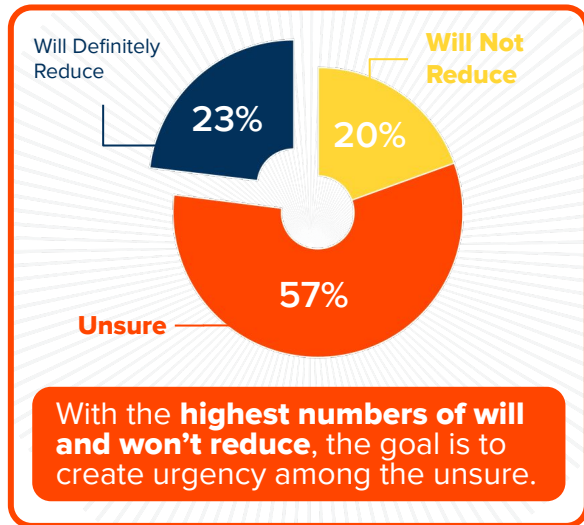


Electronics

05.

Category impact if the economy were to worsen...

MARKET OPPORTUNITY



PRICE SENSITIVITY

6.4

Attention Score

How sensitive redditors are to prices in this category (0-10)

Electronics expenses are among the most visible. Redditors **will notice any price increases**.

Source: Suzy Reddit Primary Research, July 2022

Max "Attention Score" = 10 (All Redditors Very Concerned With Prices)

Minimum "Attention Score" = 0 (Unphased By Prices)

As finances tighten, research and the wisdom of the crowd will be paramount.

Redditors will turn to each other to determine whether a product is worth the upgrade. Expect early adopters to join the early majority.

Reassurance will be key. You need to create meaningful product differentiation and value.

42%

of redditors buy new products as soon as they're available

+110%

increase in mentions of "good time to buy" over the last 6mo

r/buildapc



Should I buy a 3080 now, or wait?

I have been waiting a long time to buy 3080 until prices stabilize, however I have heard that prices might increase from a norwegian article...

Thoughts on this? Buy now or continue to wait?



u/redditor

Buy now if you can afford it. Play and have fun! Other option is to wait possibly months for the price to go down.



809 upvotes, 383 comments

IDEA #1

Advertise earlier than normal to give consumers time to research and budget for the purchase. Build that research time into your marketing calendar.

IDEA #2

Redditors love depth, and in hard times, research is more important. Use megathreads to go as deep as you can into your products highlighting the tangible benefits that differentiate from prior generations and competitors.

Category Fitness Strategy:

Measuring “Macros”



Eliminating “Excess”



Motivating “Group Fitness”



Seeking “Global Recovery”



Earning “Cheat Days”

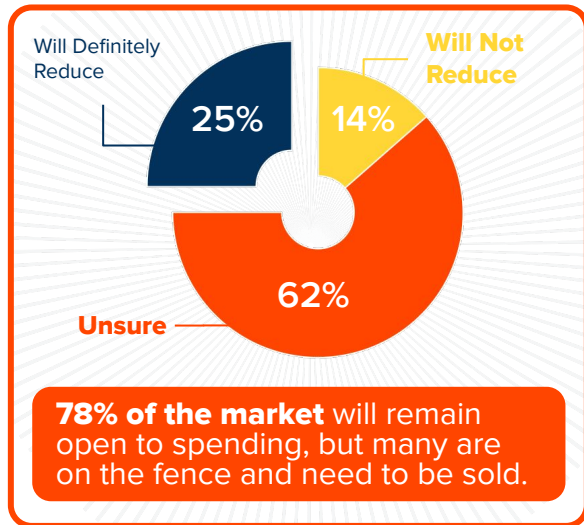


Category impact if the economy were to worsen...

06.

Gaming

MARKET OPPORTUNITY



PRICE SENSITIVITY

5.0

Attention Score

How sensitive redditors are to prices in this category (0-10)

Gaming expenses are among the least visible. Redditors **may not notice slight price increases.**

Source: Suzy Reddit Primary Research, July 2022

Max "Attention Score" = 10 (All Redditors Very Concerned With Prices)

Minimum "Attention Score" = 0 (Unphased By Prices)

Reddit gamers may be slow to buy new titles, instead revisiting the titles they already love.

Free-to-play and games they already own will seem more financially responsible. Community encouragement will be the key to driving sales of new titles.

Micro-transactions in older titles can feel like a small treat, while messaging to the community is key to drive new title sales.

+43%

increase in views of
r/shouldibuythisgame
in the past
3 months

+27%

increase in mentions of
“free-to-play” across
gaming subreddits MoM

r/gaming



Is Stardew Valley worth it in 2022?

So, anyone who still plays Stardew Valley nowadays, please let me know if it is still as good as the old reviews say it is.



u/redditor

Yes



u/redditor

stardew valley is gonna be worth it in 2042 as well



809 upvotes, 383 comments

IDEA #1

Emphasize the longevity of new titles where “replayability” can feel like a good value. Lean into easter eggs and non-traditional gameplay challenges.

IDEA #2

Now is the time to reinvest in older properties and find new revenue streams from the games they already own. Target Reddit gamers who are replaying old classics and give them new surprises—or a bundled discount.

Category Fitness Strategy:

Measuring “Macros”



Eliminating “Excess”



Motivating “Group Fitness”



Seeking “Global Recovery”



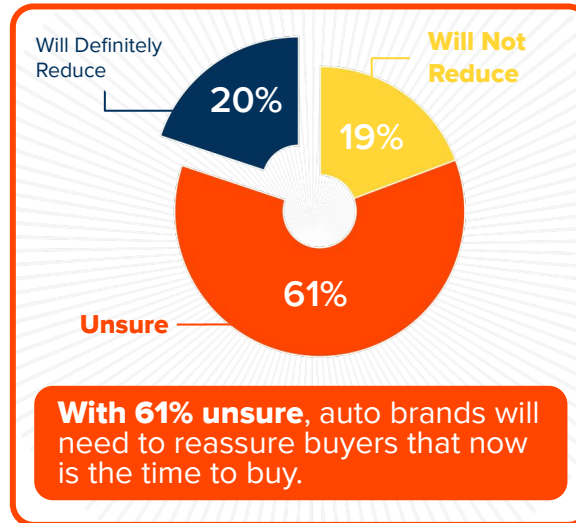
Earning “Cheat Days”



07. Auto

Category impact if the economy were to worsen...

MARKET OPPORTUNITY



PRICE SENSITIVITY

5.0

Attention Score

How sensitive redditors are to prices in this category (0-10)

Auto expenses are among the least visible. Redditors **may not notice slight price increases.**

Source: Suzy Reddit Primary Research, July 2022

Max "Attention Score" = 10 (All Redditors Very Concerned With Prices)

Minimum "Attention Score" = 0 (Unphased By Prices)

High gas prices and climate concerns spur interest in EVs.

Redditors are more open to exploring than ever before, but many questions remain about convenience, total cost, and range.

Now is the time to insert your EV into the discussion or risk being seen as behind the times.

+161%

mentions of “gas or fuel prices” across auto subreddits as redditors debate efficiency (last 6mo)

+238%

mentions of “recession” across auto subreddits as redditors consider purchase timing (last 6mo)

r/electricvehicles

Amazing marketing on Volta chargers



4k upvotes, 168 comments

IDEA #1

Think of your EV advertising as a brand halo around innovation. The goal isn't just to sell EVs, but to help redditors see your brand as embracing the future.

IDEA #2

Redditors can be very rational, so do the math for them. Play out the full economics of EV vs. gas car ownership and show them why it's a better buy. And remember, this logic applies to *how* they'll refuel as well. In-depth explainers on charging stations and locations will ease their concerns.

Category Fitness Strategy:

Measuring "Macros"



Eliminating "Excess"



Motivating "Group Fitness"



Seeking "Global Recovery"



Earning "Cheat Days"

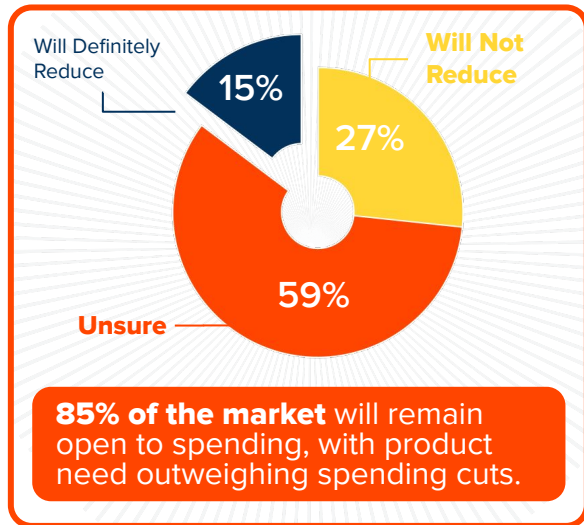


08.

CPG

Category impact if the economy were to worsen...

MARKET OPPORTUNITY



PRICE SENSITIVITY

5.0

Attention Score

How sensitive redditors are to prices in this category (0-10)

CPG expenses are among the least visible. Redditors **may not notice slight price increases.**

Source: Suzy Reddit Primary Research, July 2022

Max "Attention Score" = 10 (All Redditors Very Concerned With Prices)

Minimum "Attention Score" = 0 (Unphased By Prices)

Economic pressure will make generics look very appealing.

Now is the time to highlight the true cost of generics vs. the benefits of your brand. What ingredients matter? What's the full impact across the value chain?

Frame cost in terms of value per use. Is an extra few cents worth the negative impact of the generic? Wouldn't you spend a tiny bit more for a better smile?

53%

of redditors research products before buying them, more than any other platform

+46%

redditors are more likely than the internet average to pay attention to how products are packaged

r/coolguides



This Toothpaste describes what each of its ingredient is and its purpose



u/redditor

This is cool - I think more products should do this, it will probably be easier for them to just add small QR codes which link to webpages



21.4k poll votes, 460 comments

IDEA #1

Lean in to the total value to the planet. Cutting costs means cutting corners. Who is getting helped by the scale and quality you provide?

IDEA #2

Go beyond the active ingredients to show the purpose and power of your proprietary formulation. Or if it isn't your ingredients, how are you rewarding loyalty and repeat purchase?

Category Fitness Strategy:

Measuring "Macros"



Eliminating "Excess"



Motivating "Group Fitness"



Seeking "Global Recovery"



Earning "Cheat Days"

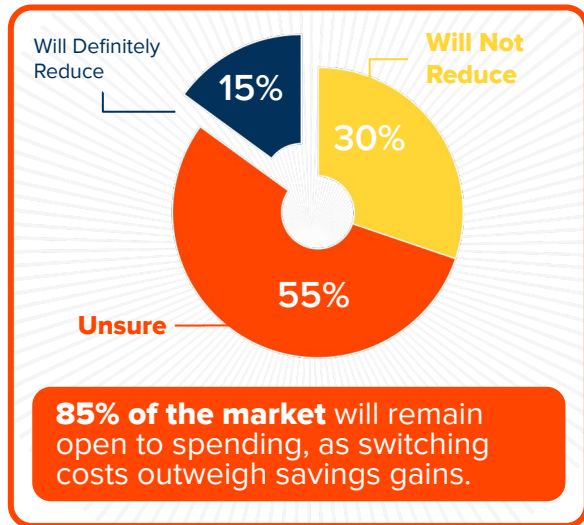


09.

Telco

Category impact if the economy were to worsen...

MARKET OPPORTUNITY



PRICE SENSITIVITY

6.3

Attention Score

How sensitive redditors are to prices in this category (0-10)

Telco expenses are among the most visible. Redditors **will notice price increases.**

Source: Suzy Reddit Primary Research, July 2022

Max "Attention Score" = 10 (All Redditors Very Concerned With Prices)

Minimum "Attention Score" = 0 (Unphased By Prices)

With financial pressure, redditors customer service issues could exacerbate switching.

Cost savings will likely not drive a switch, but for someone thinking of switching, perceptions of customer service could be the final straw.

Advertise service. Make sure you're committed to making things right and solving minor annoyances before they become sustained problems.

68%

Of redditors say that their mobile phone is their most important device, 72% more than PC/laptops

+29%

increase in mentions of "mobile data plans" across r/frugal YoY

r/frugal

Can you get by with just a 5g mobile phone plan?

Want to see if anyone is getting by with just a 5g unlimited data plan for their streaming and internet needs at home. I use Verizon and Samsung devices. I can screen mirror YouTube and Spotify to my TV so I don't burn up all my mobile hotspot data. Trying to get away from having to get cable and internet service. Anyone doing this successfully?



55 upvotes, 27 comments

IDEA #1

Capitalize on your competitors' mistakes by capturing would-be switchers with aggressive bundling offers that apply to *both* new and existing customers.

IDEA #2

Stay vigilant with customer service issues, and advertise your customer service bona fides. Remember: hassle costs more than the few dollars you'd save by switching. An engagement prompt post is a great way to show transparency and empathy.

Category Fitness Strategy:

Measuring "Macros"



Eliminating "Excess"



Motivating "Group Fitness"



Seeking "Global Recovery"



Earning "Cheat Days"

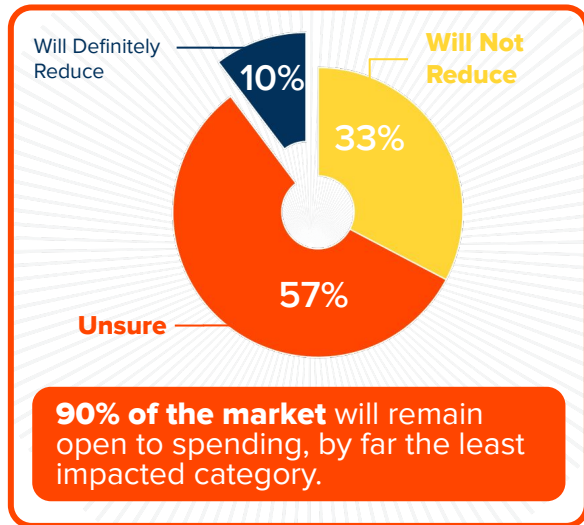


Pharma & Wellness

10.

Category impact if the economy were to worsen...

MARKET OPPORTUNITY



PRICE SENSITIVITY

6.2

Attention Score

How sensitive redditors are to prices in this category (0-10)

Pharma and wellness expenses are moderately visible. Redditors **will likely notice price increases.**

Source: Suzy Reddit Primary Research, July 2022

Max "Attention Score" = 10 (All Redditors Very Concerned With Prices)

Minimum "Attention Score" = 0 (Unphased By Prices)

Expect Redditors to explore DTC/generic solutions to cut cost.

Prescriptions and wellness expenses are largely seen as fixed, costs. So, redditors will be looking to non-traditional providers to fill these needs at a discount.

This is the time to message trust and convenience. What good is saving money if the experience costs me more in the end?

29%

of redditors purchase medicine/drugs with brand-specific coupons or rebates or drug plans

+34%

increase in mentions of "drug rebates or plans" across health conversation over the last 3mo

r/LifeProTips



A couple of tips to save money on medications from a 15 year ER veteran.

There are loads of ways to do some homework and save a couple (or a lot of) bucks and my goal is to spread some education on the resources available to you. Do this homework before you go to the pharmacy. Have your coupons ready to scan and easily accessible.

1. Always always ALWAYS check every single prescription you have on GoodRx. Just visit GoodRx and follow the prompts.



728 poll votes, 236 comments

IDEA #1

Explore discounting on bulk purchases or auto-ship to add convenience.

IDEA #2

For DTC brands, capitalize on this opportunity by guaranteeing the quality and authenticity of your products throughout the supply chain. Now is the ideal time for free trial offers.

Category Fitness Strategy:

Measuring “Macros”



Eliminating “Excess”



Motivating “Group Fitness”



Seeking “Global Recovery”



Earning “Cheat Days”



