

2025



GULF SOUTH INDEX 2025 EXECUTIVE SUMMARY

***"Consumers are really just
pissed off about the world."***

— *Claudi Sahm,*
former economist at the U.S. Federal Reserve.



THE THRILL IS GONE.

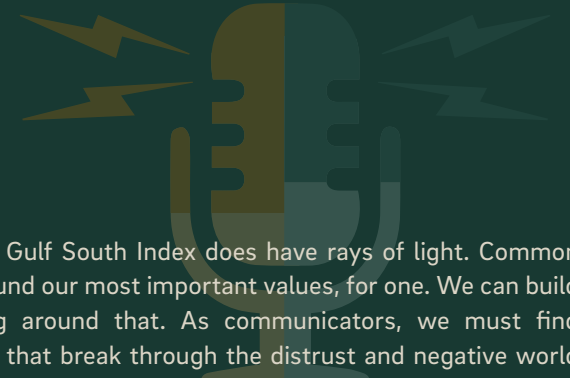
We've used this quote quite a bit in the last couple of years to describe the mood of the general public. Partly because it gets people's attention. Primarily because it's true.

We've tried to temper the public's "pissed off" attitude with a vision that if we take a collective breath, we can find common ground as consumers and as citizens. Our idea of backyard optimism – the phenomenon that the closer you get to your own backyard, the better you feel about how your life is going – buoyed our spirits and showed itself repeatedly in the Gulf South Index numbers.

Taking license from B.B. King, that thrill is gone.

In year six of the Gulf South Index, we find that some things – trust in local news and an outlook that this year will be better than last year – remain true. However, the shrinking plurality of people who believe this, especially among younger generations, can't be ignored. It just isn't good.

How did we get here? Based on the numbers, the continued decreasing trust in the long-standing sources of information contributes to the public attitude. Combine that with steadily increasing distrust around information overall and even among our own family and friends.



The 2025 Gulf South Index does have rays of light. Common views around our most important values, for one. We can build messaging around that. As communicators, we must find strategies that break through the distrust and negative world outlooks. To do that, we must begin with the harsh facts.

"You must never confuse faith that you will prevail in the end...with the discipline to confront the most brutal facts of your current reality." - Admiral James Stockdale

2025 HIGHLIGHTS:

- **Too Much Noise, Not Enough Trust:**
Gulf South Consumers Are Tuning Out—and Inward.
We've all heard the phrase: "Trust but verify." In 2025, the verifying part has gotten a lot harder. People in the Gulf South, like the rest of the country, are navigating a firehose of information—headlines, hashtags, talking heads, trending TikToks—all while trying to make smart, personal decisions for themselves and their families. And in that noise, trust is taking a hit.

This year, 56% of respondents are more concerned about spread of false information on social media than they are about government censorship. But at the same time, trust in almost every source of information continues to fall—except for one: local TV news, which remains the most trusted source

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at 40% nationally and 35% in the Gulf South. That local connection matters. And it reinforces something we've seen again and again: people still want the truth, but they're increasingly skeptical about where to find it.

- **Optimism Drops Again: The Gulf South Still Feels the Chill from 2024.**

The optimism we saw peeking through in early 2024 has dimmed. Nationally, just 3% of Americans rate the economy as "excellent." And 70% say they're dissatisfied with the direction of the country. Yet here's the curveball: 79% still say they're proud to be American. In the Gulf South, that number rises to 83%. That tension—between worry about the future and pride in who we are—is where we live now.

- **Scroll, Click, Share, Believe: The Media You Use Shapes the Choices You Make.**

In 2025, your media diet shapes your mental state—and your behavior. Gen Z, for example, logs over two hours a day on social media, with 93% of them in the Gulf South hitting that threshold. They're also the most pessimistic generation: only 39% of Gen Z Americans feel optimistic about the year ahead. That figure jumps to 58% in the Gulf South, but the contrast still highlights a larger trend: the more media people consume, especially via unfiltered digital channels, the less confident they feel.

What's more, the emotional pull of misinformation is real. According to the American Psychological Association, misinformation that stirs outrage or fear is more likely to be believed and shared. That's not just a media problem—it's a human behavior problem. And it's why communicators, leaders and brands need to think carefully about not just what they say, but how and where they say it.

- **Family. Hard Work. Money. Core Values Reassert Their Power.**

In times of uncertainty, people tend to retreat to what feels solid. And in the Gulf South, that foundation is clearer than ever. Family, hard work and money were all ranked as "very important" by more than 90% of respondents. Since February, we've seen a rise in nearly every core value—except one: having children, which declined from 57% to 48%. That tells us something about the pressure young families feel and the changing definition of success.

At the same time, patriotism, religion and community are on the rise as personal priorities. In a world of swirling uncertainty and limited trust, values act like anchors. They help people decide who to listen to, what to share and even what to buy. And for those of us trying to reach them—through news, campaigns or business strategies—understanding those values is key.

So, What Did We Learn?

1. People are tired, but not giving up. They're skeptical, but not completely hopeless. The downward trend of losing faith can't be ignored now. The headlines may be getting louder, but most folks are trying to tune into something quieter: their families, their communities and their own sense of what's right.
2. As we head into the rest of 2025, the biggest opportunity for leaders, marketers and communicators is to listen more, simplify more and connect more deeply with the values that matter most. Because in a world where trust is scarce, clarity and common experience are currency.
3. And as always, the Gulf South reminds us: local voices still carry weight. Familiar stories still have power. And belief doesn't come from volume—it comes from connection.

SIX YEARS OF THE GSI, RAYS OF LIGHT!



THE AMERICAN DREAM HAS GOTTEN SMALLER—MORE LOCAL, MORE PERSONAL.

Back in 2020, 60% of Gulf South residents believed the American Dream was achievable. By 2025, that number had slipped to 45%, with Gen Z coming in even lower at just 35%. The decline isn't about apathy—it's about realism. High costs, uncertain job markets and shifting cultural expectations have changed the markers of success.

Still, a core insight from six years of data is this: Gulf South residents continue to believe in their communities more than the country at large. They're proud to be American, but they're even more committed to making life better where they live. The dream has gotten smaller—more local, more personal.

1. Pessimism Has Roots, But So Does Resilience.

Across the Gulf South, economic confidence has taken hit after hit. Year after year, between 45% and 56% of respondents rated the U.S. economy 1 or 2 stars. Yet in that same period, the number of people in the Gulf South who say they're in "good financial shape" jumped from 18% in 2021 to 27% in 2025.

People may not trust the national economy, but they're finding ways to make things work at home. Boomers consistently report stronger financial footing. Millennials and Gen Z show bursts of optimism before retreating again. There's no one mood—just a slow, grinding search for stability.

2. Trust in Media May Fade, But the Need for Information Doesn't.

Trust in cable news and online news websites has eroded over six years. Local news still leads in trust, but it too has slipped from 47% in 2020 to 35% in 2025. Social media, especially for Gen Z and Millennials, has filled that gap—not because it's trusted, but because it's ever-present.

In 2025, 56% of respondents said they were more worried about misinformation than government censorship. That concern has grown every year.

People feel misled, but they can't stop scrolling. We're not just in an information age—we're in a story age. And the stories that win are the ones that connect with values, not just facts.



SIX YEARS OF THE GSI, RAYS OF LIGHT!



3. Spending is Cautious, But Not Gone.

In 2022 and 2023, spending spiked as people traveled, bought appliances and planned vacations. By 2025, that momentum slowed. Intentions to buy homes and cars dropped. Long-distance travel plans dipped. But the decline isn't a collapse—it's a recalibration.

High-income earners are still spending. Millennials, who were early adopters of subscriptions and tech services, are now the steadiest users. Gen Z is slowing down on big-ticket items but still over-indexes on optimism compared to national peers.

People will buy, but only if it feels worth it.

4. Values Aren't Changing. They're Reasserting Themselves.

Through every wave of uncertainty, one signal has stayed strong: family, hard work and community matter more than anything. In 2025, over 90% of Gulf South respondents ranked these values as "important."

What's changed is how our value system informs decisions. People trust sources that align with their values. They believe stories that reflect their lived experience.

Final Thought: What Endures?

Six years of data shows us that the Gulf South isn't immune to national mood swings, economic setbacks or media mistrust. But it is different. People here hold tightly to what they know, lean hard on those they trust and respond best to those who speak their language.

If you want to reach the Gulf South, you don't need to be louder. You need to be clearer. More human. More grounded in what matters.

After six years, we've learned that in a world that changes constantly, connection still wins.

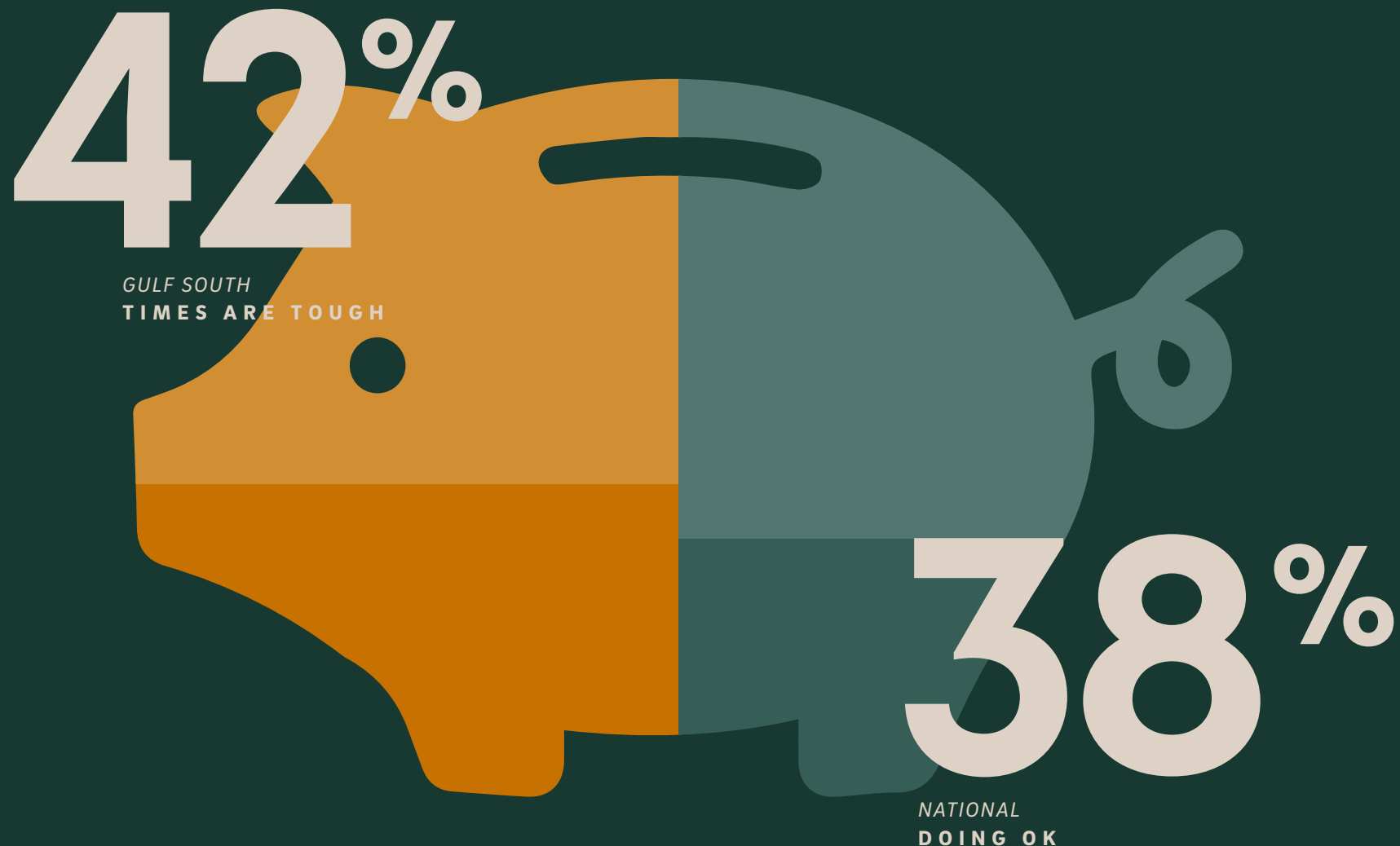




FINANCE: **WHEN CONFIDENCE LAGS, CAN CASH STILL MOVE?**

In our current financial climate, consumers across the Gulf South and nationally are feeling the heat and making decisions that align with their individual financial situations.

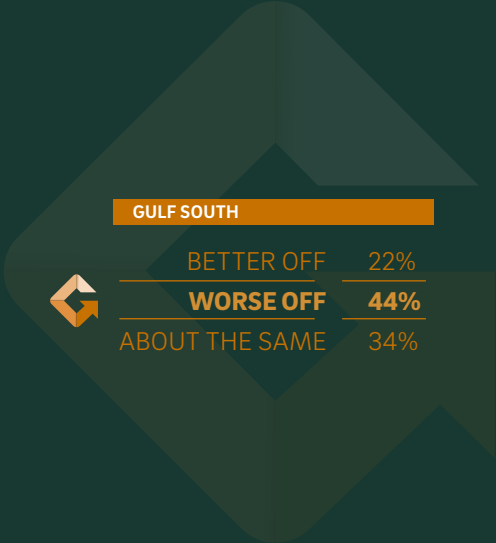
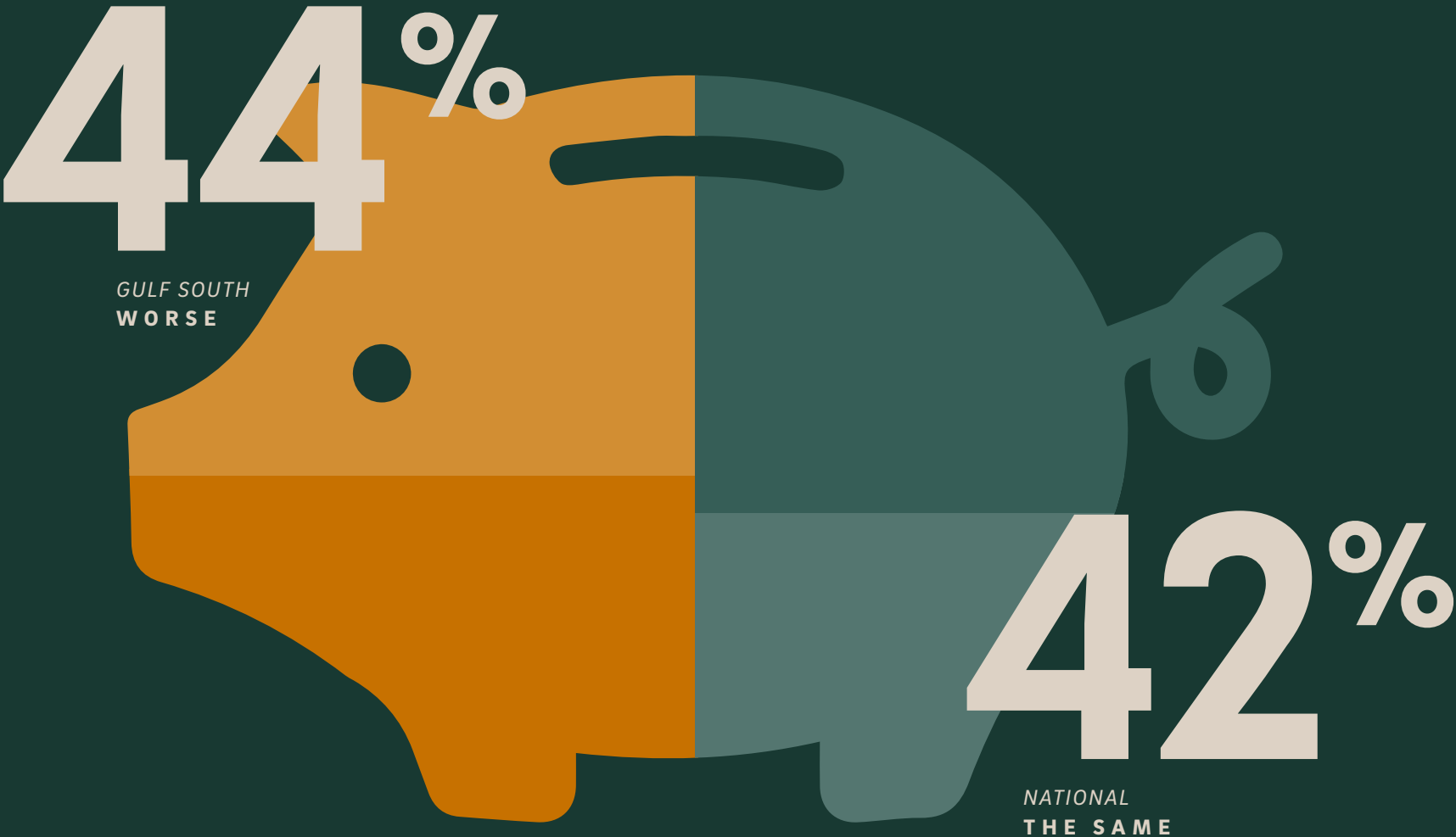
Which statement describes your current personal financial situation?



GULF SOUTH		
	TIMES ARE TOUGH. WE ARE TRYING TO PAY OUR BILLS.	42%
	DOING OK. WE CAN PAY OUR BILLS WITH SOME MONEY LEFT OVER.	41%
	IN GOOD SHAPE. WE CAN PAY FOR OUR NECESSITIES AND HAVE MONEY IN THE BANK.	17%
NATIONAL		
	TIMES ARE TOUGH. WE ARE TRYING TO PAY OUR BILLS.	33%
	DOING OK. WE CAN PAY OUR BILLS WITH SOME MONEY LEFT OVER.	38%
	IN GOOD SHAPE. WE CAN PAY FOR OUR NECESSITIES AND HAVE MONEY IN THE BANK.	29%

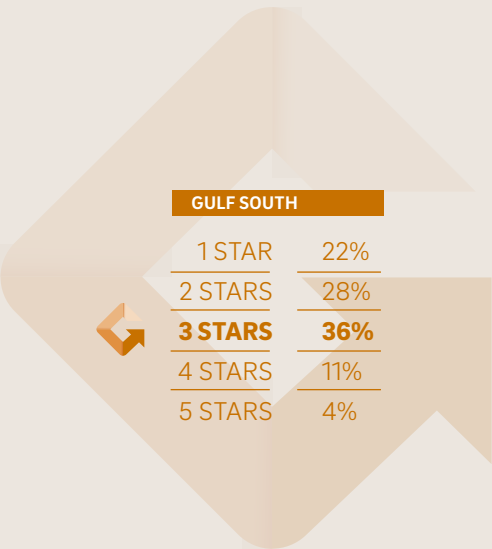
7 Those of us in the Gulf South are more likely to say we're currently in a tough financial situation than our National peers.

Are you better or worse off financially than you were two years ago?



How would you rate the economic situation in the U.S. today?

5 stars is the best, and 1 star is the worst.



NATIONAL	
1 STAR	14%
2 STARS	24%
3 STARS	43%
4 STARS	15%
5 STARS	3%

GULF SOUTH
3 STARS

36%

NATIONAL
3 STARS

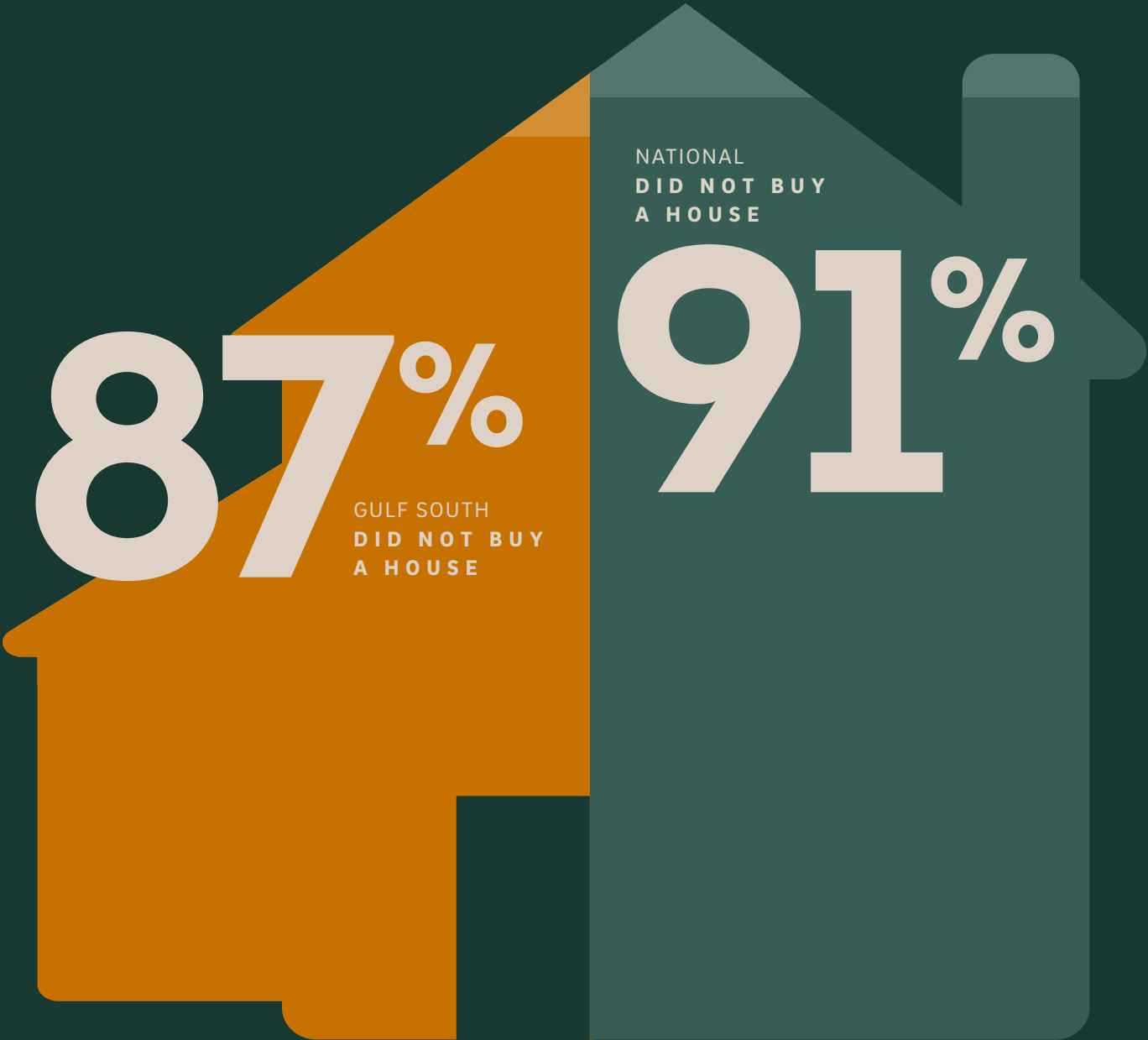
43%

Did you make any of the following major purchases in 2024?



GULF SOUTH	YES	NO
HOUSE	13%	87%
CAR	27%	73%
MAJOR APPLIANCE	44%	56%
LONG DISTANCE VACATION	24%	76%

NATIONAL	YES	NO
HOUSE	9%	91%
CAR	21%	79%
MAJOR APPLIANCE	39%	61%
LONG DISTANCE VACATION	30%	70%

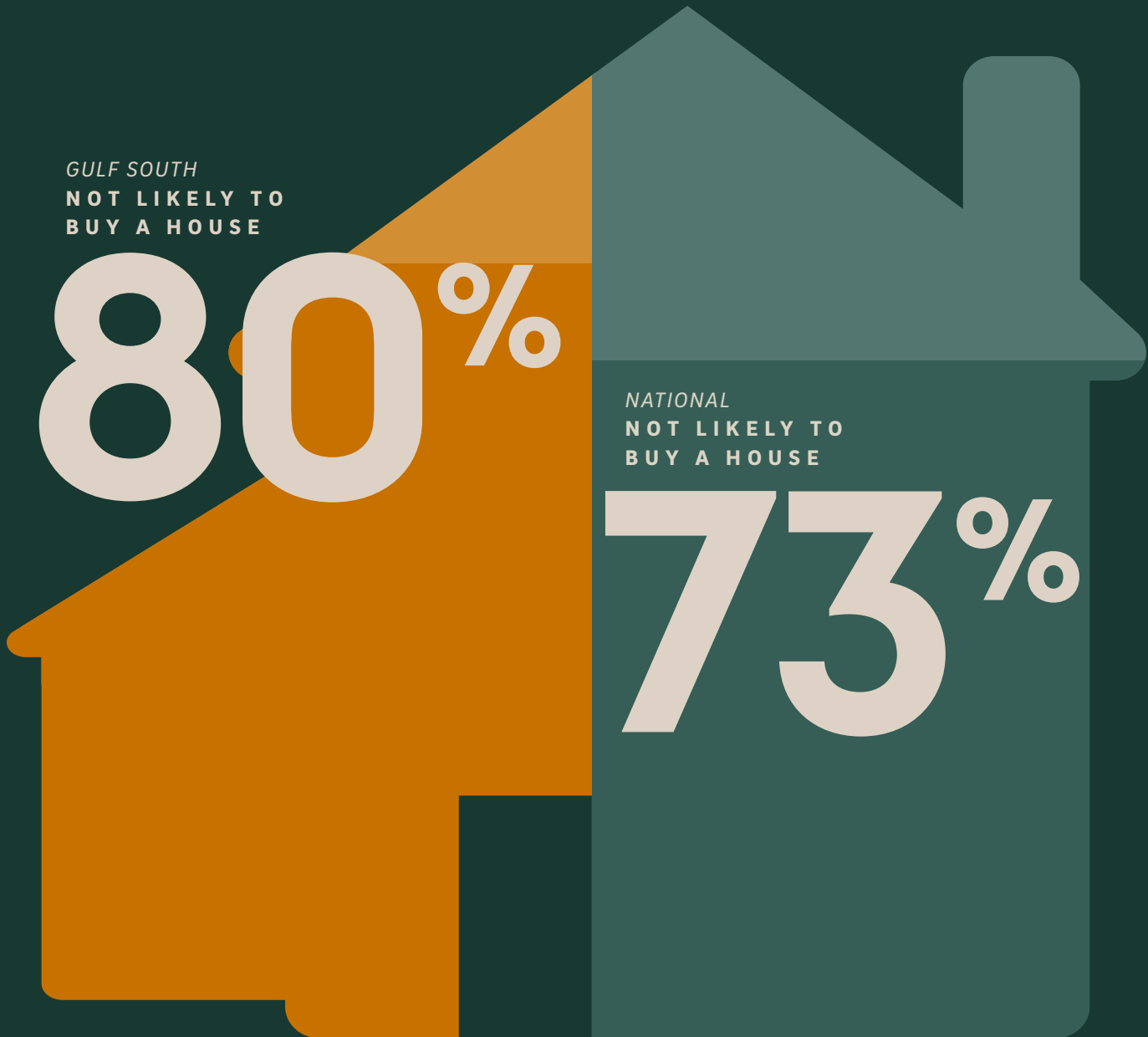


How likely are you to make any of the following purchases over the next six months?



GULF SOUTH	EXTREMELY	VERY	SOMEWHAT	NOT AT ALL
HOUSE	5%	8%	15%	73%
CAR	11%	12%	26%	51%
MAJOR APPLIANCE	9%	16%	33%	42%
LONG DISTANCE VACATION	9%	10%	24%	57%

NATIONAL	EXTREMELY	VERY	SOMEWHAT	NOT AT ALL
HOUSE	3%	4%	12%	80%
CAR	9%	11%	23%	57%
MAJOR APPLIANCE	8%	13%	33 %	46%
LONG DISTANCE VACATION	12%	12%	21 %	56%

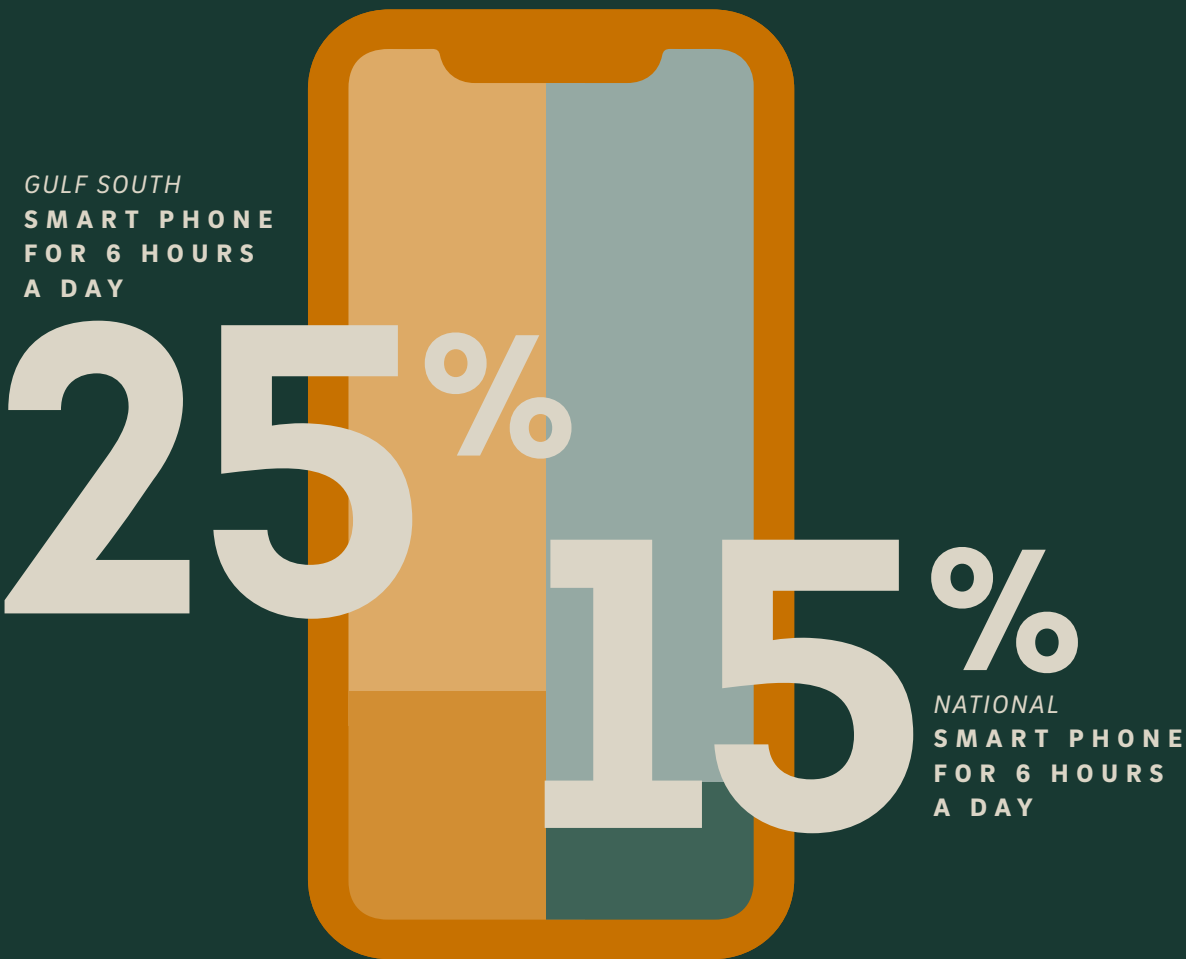




MEDIA: **THE INFORMATION FATIGUE CRISIS.**

Spending so much time on our devices might be catching up to us,
but that doesn't mean we're slowing down.

Approximately how much time do you spend using the following devices during a typical day?



GULF SOUTH	DON'T USE	<1 HR	2 HRS	3 HRS	4 HRS	5 HRS	6 HRS
SMART/CELL PHONE	2%	17%	17%	16%	12%	11%	25%
TELEVISION	7%	14%	20%	18%	14%	9%	18%
TABLET	49%	26%	12%	6%	4%	2%	2%
TV-CONNECTED DEVICES (E.G., STREAMING DEVICES, VIDEO GAME CONSOLES)	24%	18%	20%	14%	8%	6%	10%
LAPTOP/DESKTOP COMPUTER	26%	23%	18%	11%	7%	4%	11%

NATIONAL	DON'T USE	<1 HR	2 HRS	3 HRS	4 HRS	5 HRS	6 HRS
SMART/CELL PHONE	3%	29%	21%	15%	10%	7%	15%
TELEVISION	6%	14%	20%	17%	14%	9%	19%
TABLET	46%	27%	13%	6%	3%	2%	3%
TV-CONNECTED DEVICES (E.G., STREAMING DEVICES, VIDEO GAME CONSOLES)	31%	19%	19%	11%	7%	4%	9%
LAPTOP/DESKTOP COMPUTER	15%	21%	20%	12%	8%	7%	17%

How much time do you spend on social media on a typical day?



Are you an active participant in any of the following online communities?

GULF SOUTH	
REDDIT	15%
ONLINE COLLEGE SPORTS MESSAGE BOARD	2%
FACEBOOK	79%
TWITTER/X	22%
INSTAGRAM	47%
LINKEDIN	16%
TIKTOK	42%
SNAPCHAT	28%
PINTEREST	30%
YOUTUBE	60%
NONE OF THE ABOVE	6%
OTHER	1%

NATIONAL	
REDDIT	14%
ONLINE COLLEGE SPORTS MESSAGE BOARD	1%
FACEBOOK	73%
TWITTER/X	21%
INSTAGRAM	37%
LINKEDIN	20%
TIKTOK	23%
SNAPCHAT	16%
PINTEREST	23%
YOUTUBE	52%
NONE OF THE ABOVE	11%
OTHER	2%

GULF SOUTH
FACEBOOK

79%

NATIONAL
FACEBOOK

73%



Thinking about video streaming services (e.g. Netflix, Hulu, etc.), which of the following best describes your intentions over the next year for your streaming service subscriptions?

GULF SOUTH
KEEPING
SUBSCRIPTIONS
THE SAME

39%

NATIONAL
KEEPING
SUBSCRIPTIONS
THE SAME

44%

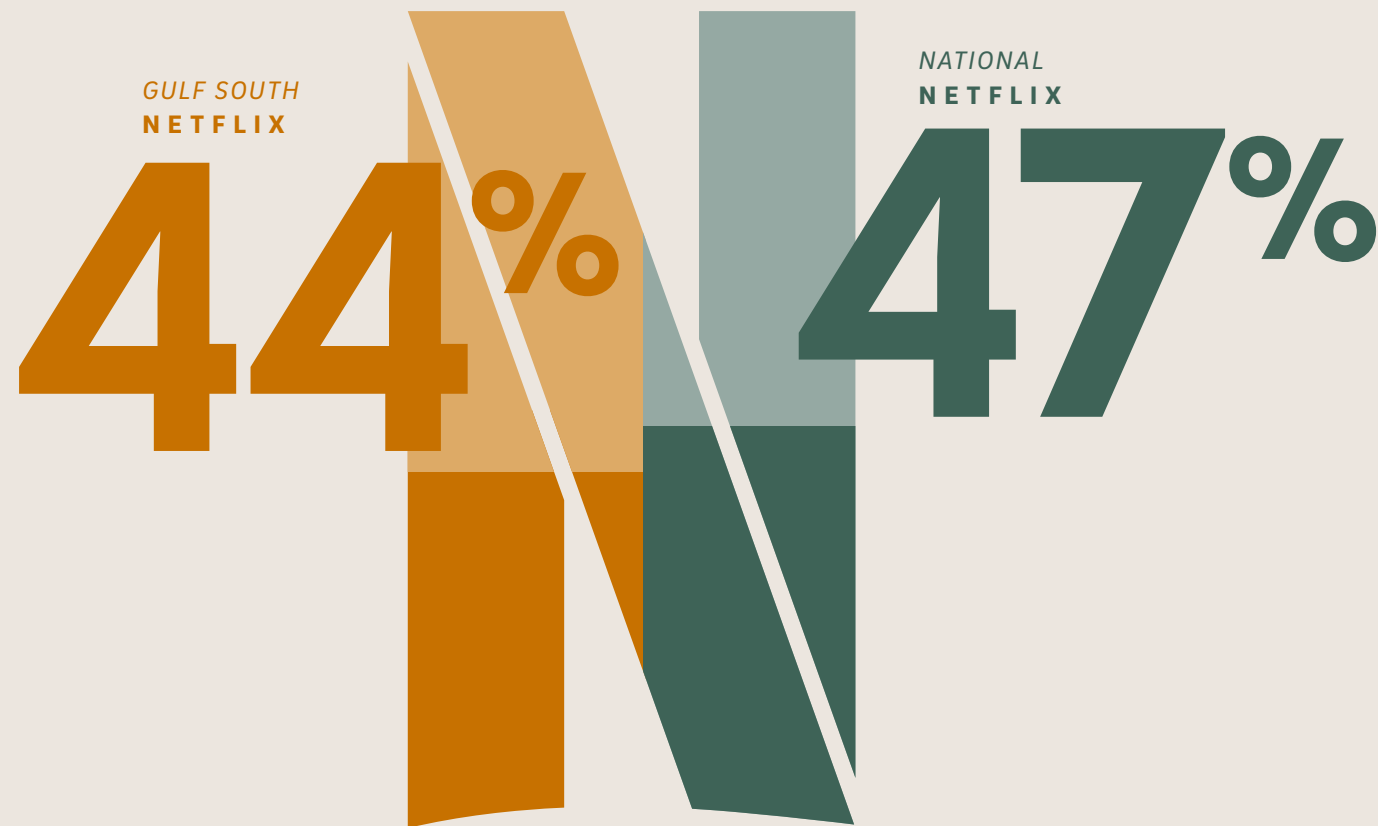
GULF SOUTH

I PLAN ON INCREASING THE NUMBER OF STREAMING SERVICE SUBSCRIPTIONS	9%
I PLAN ON DECREASING MY NUMBER OF STREAMING SERVICE SUBSCRIPTIONS	12%
I PLAN ON KEEPING MY NUMBER OF STREAMING SERVICE SUBSCRIPTIONS THE SAME BUT SWITCHING SOME SERVICES	22%
I PLAN ON KEEPING MY NUMBER OF STREAMING SERVICE SUBSCRIPTIONS ABOUT THE SAME AND DO NOT PLAN ON SWITCHING ANY SERVICES	39%
I DO NOT SUBSCRIBE TO STREAMING SERVICES	17%

NATIONAL

I PLAN ON INCREASING THE NUMBER OF STREAMING SERVICE SUBSCRIPTIONS	7%
I PLAN ON DECREASING MY NUMBER OF STREAMING SERVICE SUBSCRIPTIONS	11%
I PLAN ON KEEPING MY NUMBER OF STREAMING SERVICE SUBSCRIPTIONS THE SAME BUT SWITCHING SOME SERVICES	20%
I PLAN ON KEEPING MY NUMBER OF STREAMING SERVICE SUBSCRIPTIONS ABOUT THE SAME AND DO NOT PLAN ON SWITCHING ANY SERVICES	44%
I DO NOT SUBSCRIBE TO STREAMING SERVICES	19%

What is your current status with each of the following video streaming platforms?



GULF SOUTH	PERSONALLY SUBSCRIBE	SHARE A SUBSCRIPTION	RECEIVE FOR FREE	DON'T SUBSCRIBE, BUT HAVE	NEVER SUBSCRIBED
NETFLIX	44%	11%	3%	22%	19%
HULU	37%	10%	5%	19%	29%
AMAZON PRIME	43%	10%	5%	16%	26%
MAX	19%	7%	5%	22%	47%
PARAMOUNT+	26%	7%	7%	19%	40%
DISNEY+	29%	10%	4%	19%	38%
DISCOVERY+	8%	3%	4%	19%	67%
APPLE TV+	10%	4%	4%	18%	65%
YOUTUBE TV	17%	5%	10%	13%	54%
PEACOCK	24%	8%	8%	20%	40%
PHILO	5%	2%	4%	13%	75%
SLING	5%	3%	5%	17%	70%
FUBO	4%	2%	5%	13%	76%

NATIONAL	PERSONALLY SUBSCRIBE	SHARE A SUBSCRIPTION	RECEIVE FOR FREE	DON'T SUBSCRIBE, BUT HAVE	NEVER SUBSCRIBED
NETFLIX	47%	9%	3%	18%	23%
HULU	33%	8%	4%	16%	39%
AMAZON PRIME	47%	9%	4%	12%	27%
MAX	21%	6%	5%	16%	53%
PARAMOUNT+	26%	6%	5%	14%	50%
DISNEY+	26%	9%	4%	16%	46%
DISCOVERY+	8%	3%	2%	13%	74%
APPLE TV+	10%	4%	3%	14%	69%
YOUTUBE TV	13%	4%	9%	10%	65%
PEACOCK	25%	5%	8%	14%	47%
PHILO	3%	1%	3%	7%	85%
SLING	3%	2%	3%	13%	79%
FUBO	2%	1%	5%	9%	82%

Do you prefer TV shows where all the episodes are released all at once or TV shows where episodes are released once a week?

GULF SOUTH
PREFER ALL
EPISODES
RELEASED
AT ONCE

52%



48%

NATIONAL
PREFER ALL
EPISODES
RELEASED
AT ONCE

GULF SOUTH



PREFER SHOWS WHERE ALL EPISODES ARE RELEASED AT ONCE	52%
PREFER SHOWS WHERE EPISODES ARE RELEASED WEEKLY	41%
DO NOT WATCH TV SHOWS	7%

NATIONAL

PREFER SHOWS WHERE ALL EPISODES ARE RELEASED AT ONCE	48%
PREFER SHOWS WHERE EPISODES ARE RELEASED WEEKLY	46%
DO NOT WATCH TV SHOWS	6%

Do you pay attention to ads on the following platforms and places?



GULF SOUTH	YES	NO
SOCIAL MEDIA (E.G., FACEBOOK, TWITTER/X)	55%	45%
WEB BROWSER (E.G., ON GOOGLE OR OTHER WEBSITES YOU VISIT)	55%	45%
TRADITIONAL TELEVISION (E.G., BROADCAST TV OR CABLE CHANNELS)	58%	42%
STREAMING TELEVISION (E.G., HULU, SLING)	51%	49%
TRADITIONAL RADIO (E.G., IN YOUR CAR)	48%	52%
STREAMING RADIO (E.G., RADIO.COM, SPOTIFY, AUDACY)	33%	67%
AT A BAR	16%	84%
AT A RESTAURANT	33%	67%

NATIONAL	YES	NO
SOCIAL MEDIA (E.G., FACEBOOK, TWITTER/X)	47%	53%
WEB BROWSER (E.G., ON GOOGLE OR OTHER WEBSITES YOU VISIT)	50%	50%
TRADITIONAL TELEVISION (E.G., BROADCAST TV OR CABLE CHANNELS)	62%	38%
STREAMING TELEVISION (E.G., HULU, SLING)	45%	55%
TRADITIONAL RADIO (E.G., IN YOUR CAR)	47%	53%
STREAMING RADIO (E.G., RADIO.COM, SPOTIFY, AUDACY)	28%	72%
AT A BAR	14%	86%
AT A RESTAURANT	25%	75%

GULF SOUTH
TRADITIONAL
TELEVISION

58%

NATIONAL
TRADITIONAL
TELEVISION

62%

Have you used any of the following AI services within the last month?



GULF SOUTH	YES	NO
CHATGPT	28%	72%
AI ART	16%	84%
VOICE ASSISTANTS LIKE ALEXA OR SIRI	59%	41%
AI CUSTOMER SERVICES LIKE CHATBOTS OR AUTOMATED VOICE	38%	62%
SMART HOME TOOLS (SMART THERMOSTATS, SMART SECURITY CAMERAS, ETC.)	39%	61%

NATIONAL	YES	NO
CHATGPT	29%	71%
AI ART	12%	88%
VOICE ASSISTANTS LIKE ALEXA OR SIRI	51%	49%
AI CUSTOMER SERVICES LIKE CHATBOTS OR AUTOMATED VOICE	36%	64%
SMART HOME TOOLS (SMART THERMOSTATS, SMART SECURITY CAMERAS, ETC.)	37%	63%

GULF SOUTH
CHAT GPT

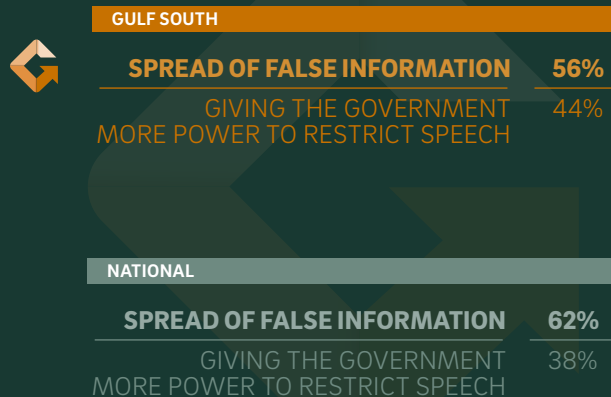
28%

NATIONAL
CHAT GPT

29%



What concerns you more? Spreading false or misleading information on social media platforms like Facebook and Twitter/X, or giving the government the power to restrict what people are allowed to say or share on social media?



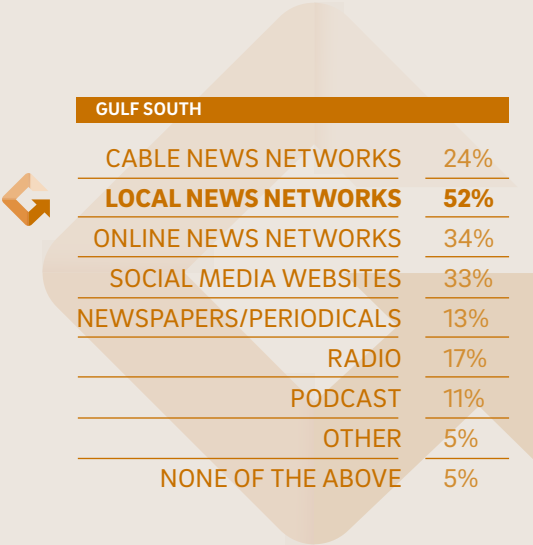
GULF SOUTH
SPREAD OF FALSE
INFORMATION

56%

NATIONAL
SPREAD OF FALSE
INFORMATION

62%

Which of the following is your primary source for news?



NATIONAL	
CABLE NEWS NETWORKS	29%
LOCAL NEWS NETWORKS	51%
ONLINE NEWS NETWORKS	35%
SOCIAL MEDIA WEBSITES	22%
NEWSPAPERS/PERIODICALS	17%
RADIO	16%
PODCAST	11%
OTHER	4%
NONE OF THE ABOVE	5%

GULF SOUTH
LOCAL NEWS
NETWORKS

52%

NATIONAL
LOCAL NEWS
NETWORKS

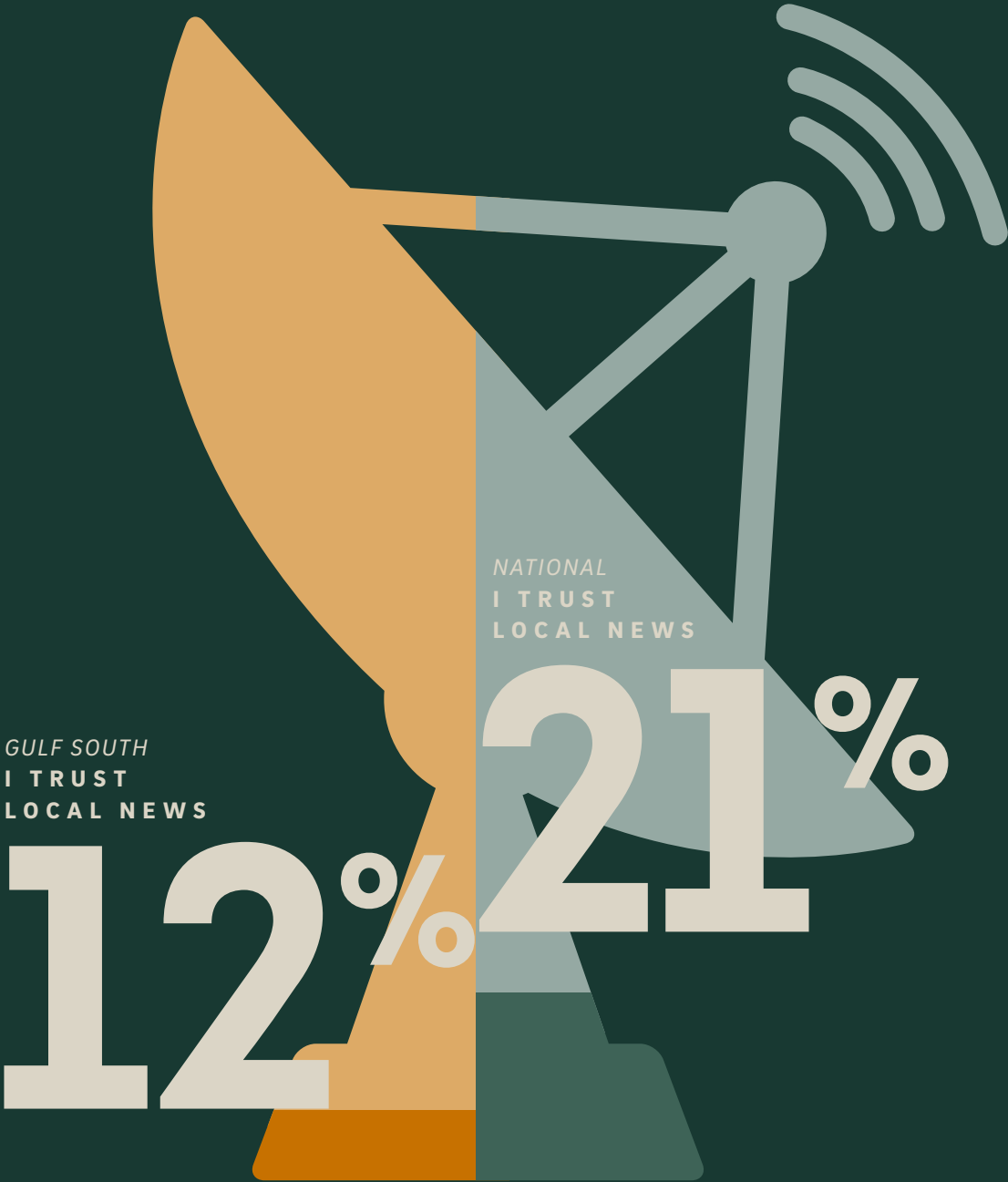
51%

How much, if at all, do you trust the information that comes from each of the following sources?

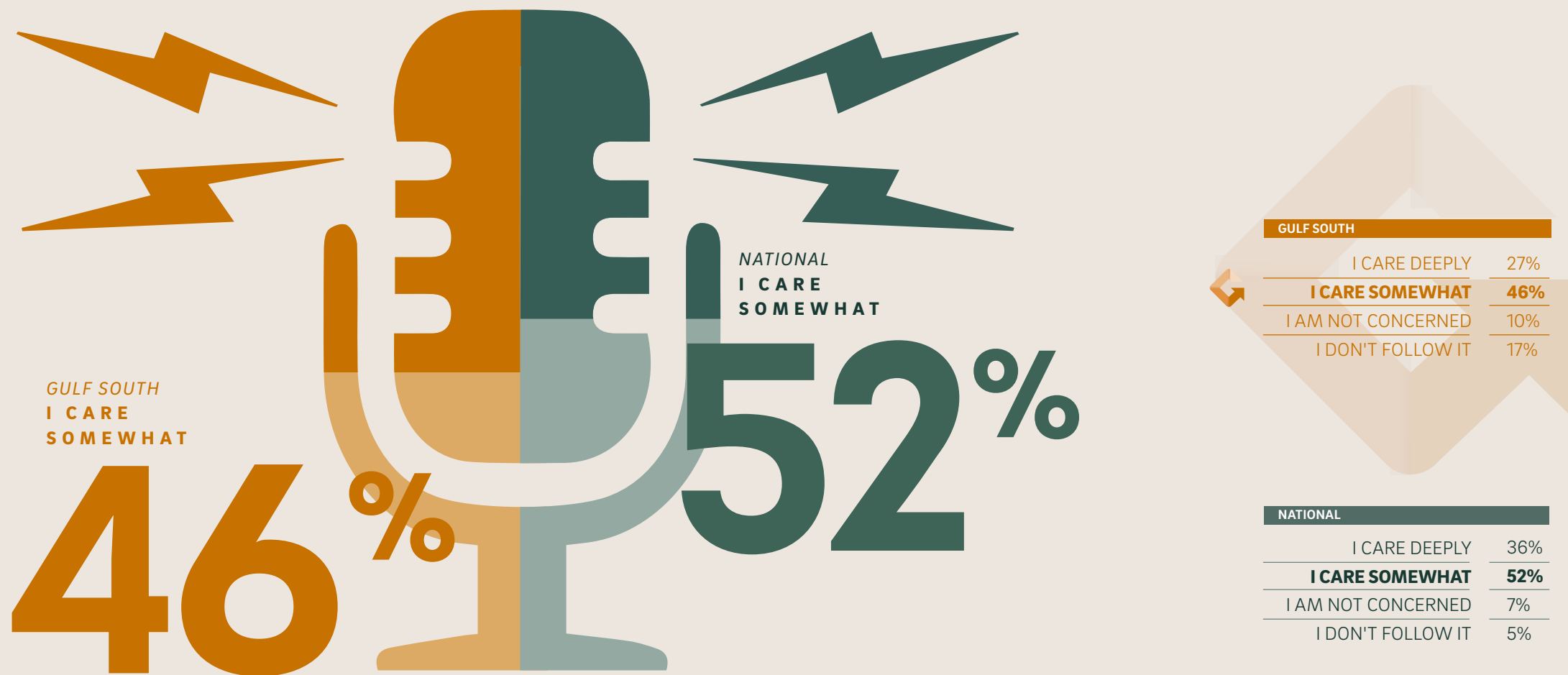


GULF SOUTH	A GREAT DEAL	QUITE A LOT	SOMEWHAT	NOT TOO MUCH	NOT AT ALL
CABLE NEWS NETWORKS	7%	12%	41%	23%	18%
LOCAL NEWS NETWORKS	12%	23%	43%	15%	8%
ONLINE NEWS WEBSITES	6%	14%	42%	27%	11%
SOCIAL MEDIA WEBSITES	7%	10%	28%	35%	20%
NEWSPAPERS/PERIODICALS	7%	16%	44%	21%	13%
RADIO	7%	14%	49%	21%	10%
PODCASTS	4%	11%	41%	24%	19%
FRIENDS/NEIGHBORS	10%	21%	48%	15%	6%

NATIONAL	A GREAT DEAL	QUITE A LOT	SOMEWHAT	NOT TOO MUCH	NOT AT ALL
CABLE NEWS NETWORKS	13%	13%	36%	24%	15%
LOCAL NEWS NETWORKS	21%	19%	38%	16%	6%
ONLINE NEWS WEBSITES	11%	13%	43%	24%	11%
SOCIAL MEDIA WEBSITES	8%	7%	25%	36%	25%
NEWSPAPERS/PERIODICALS	14%	12%	38%	21%	14%
RADIO	12%	13%	45%	19%	11%
PODCASTS	9%	9%	32%	27%	23%
FRIENDS/NEIGHBORS	10%	21%	48%	15%	6%



Do you care about news happening in areas outside your immediate area?

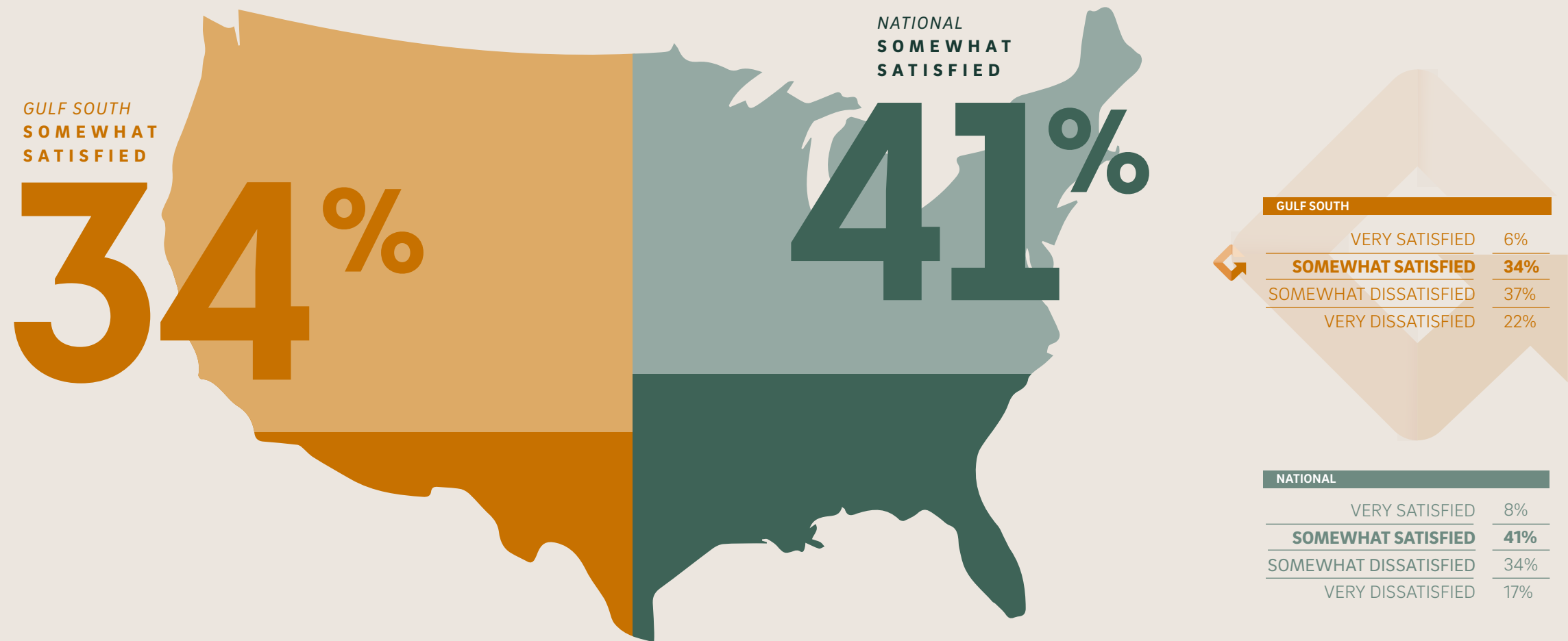


HOW ARE WE FEELING: **HOLDING ON TO OUR HOPE.**

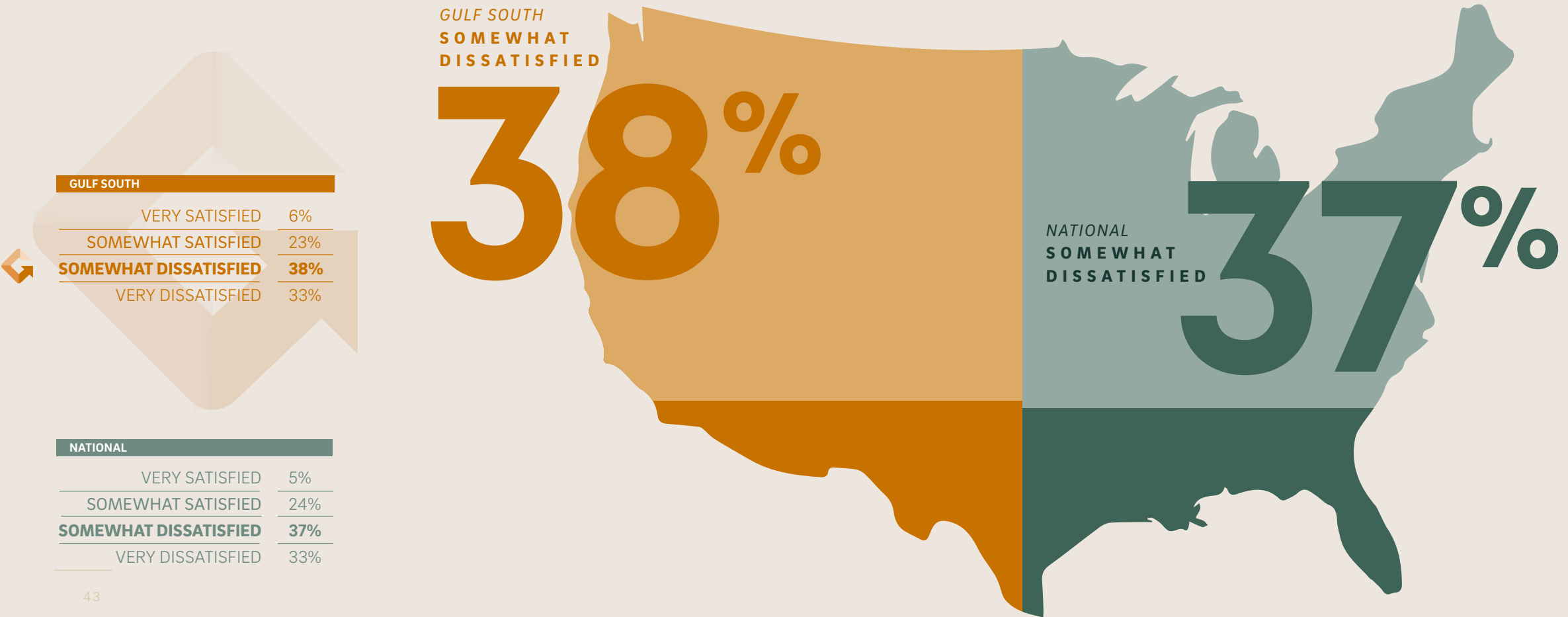
In the face of constant change and uncertainty, we still find ways to move forward with enthusiasm.



In general, are you satisfied or dissatisfied with the way things are going in your state at this time?



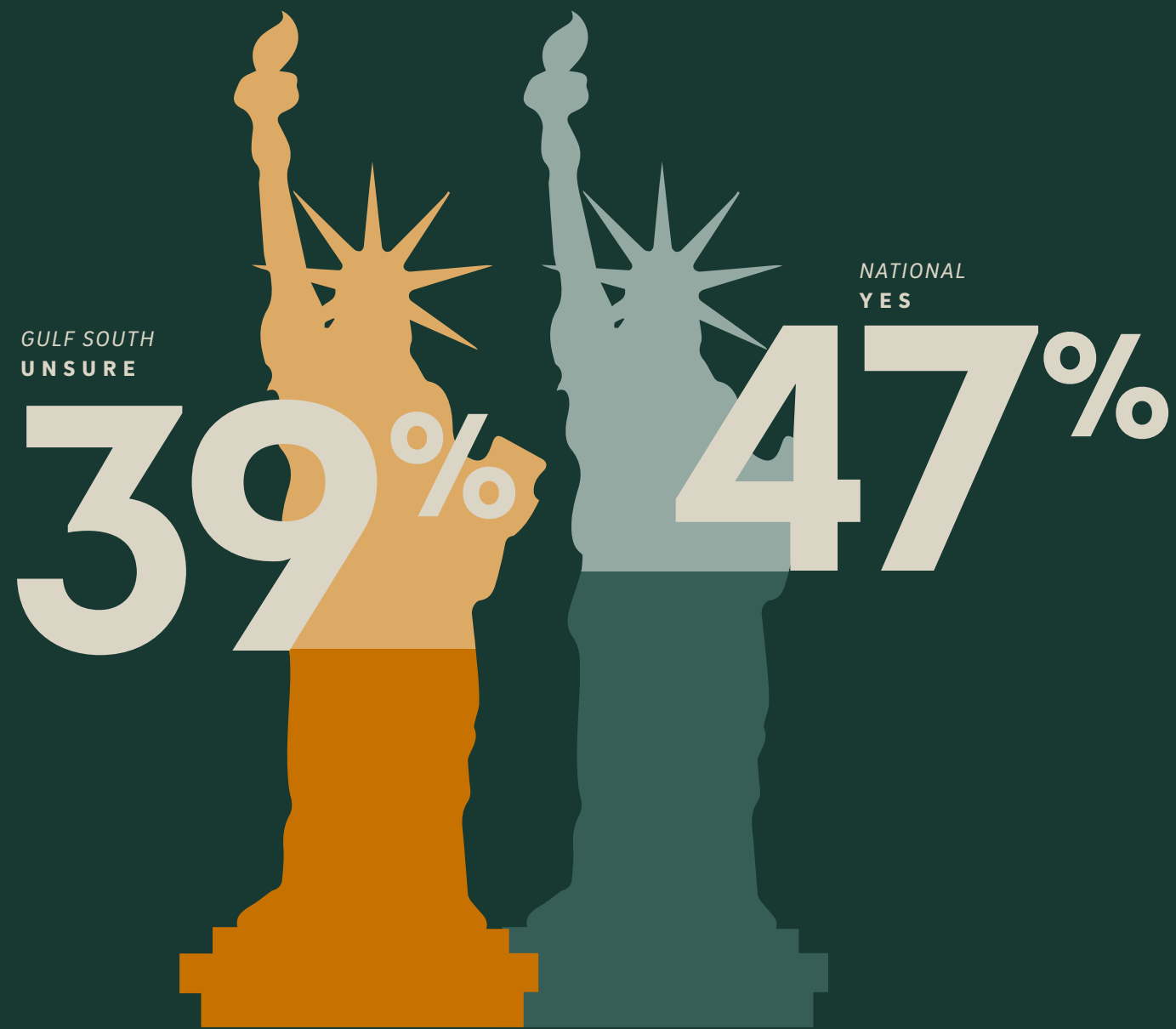
In general, are you satisfied or dissatisfied with the way things are going in the United States at this time?



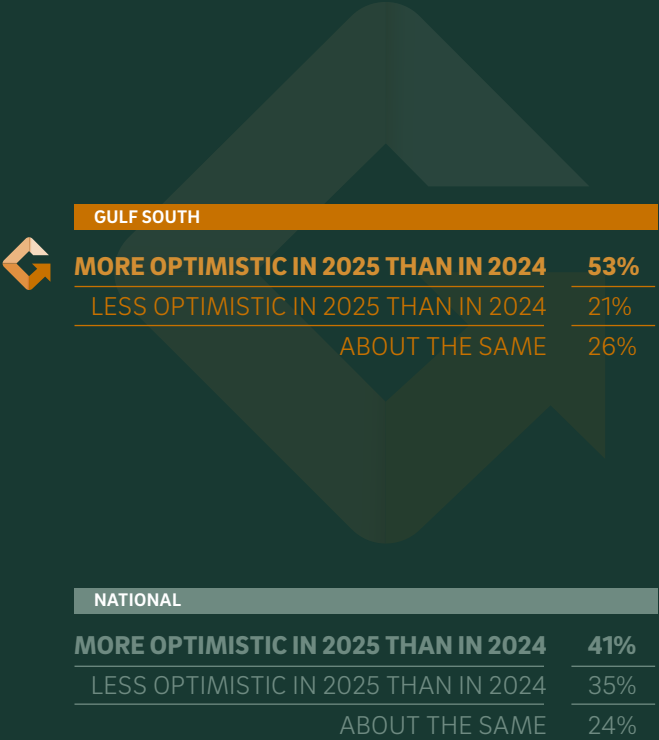
Do you think you can achieve the American Dream in your area of the United States?

	GULF SOUTH		
	YES	NO	UNSURE
THE AMERICAN DREAM IS ACHIEVABLE	37%	23%	39%

NATIONAL		
YES	NO	UNSURE
47%	27%	27%



Are you more optimistic in 2025 than you were in 2024, less optimistic, or about the same?



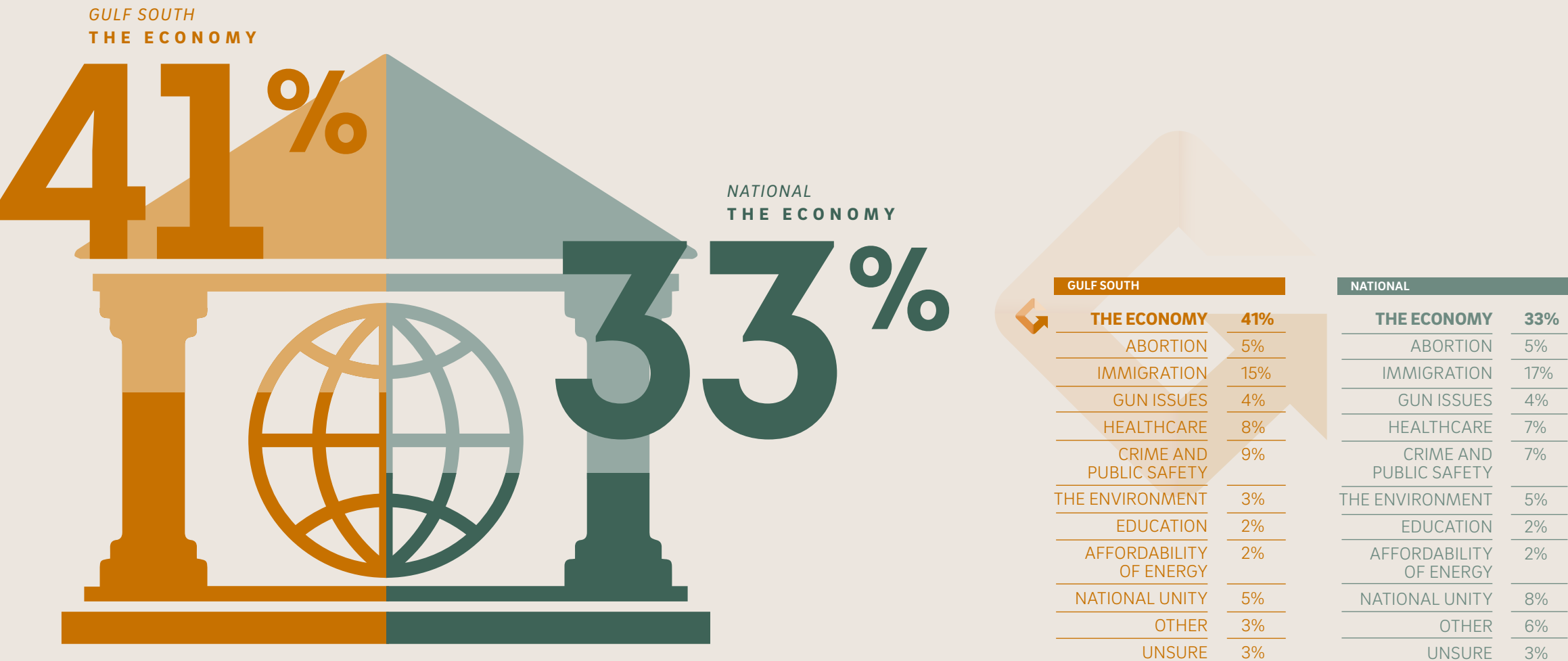
GULF SOUTH
MORE OPTIMISTIC
IN 2025

53%

NATIONAL
MORE OPTIMISTIC
IN 2025

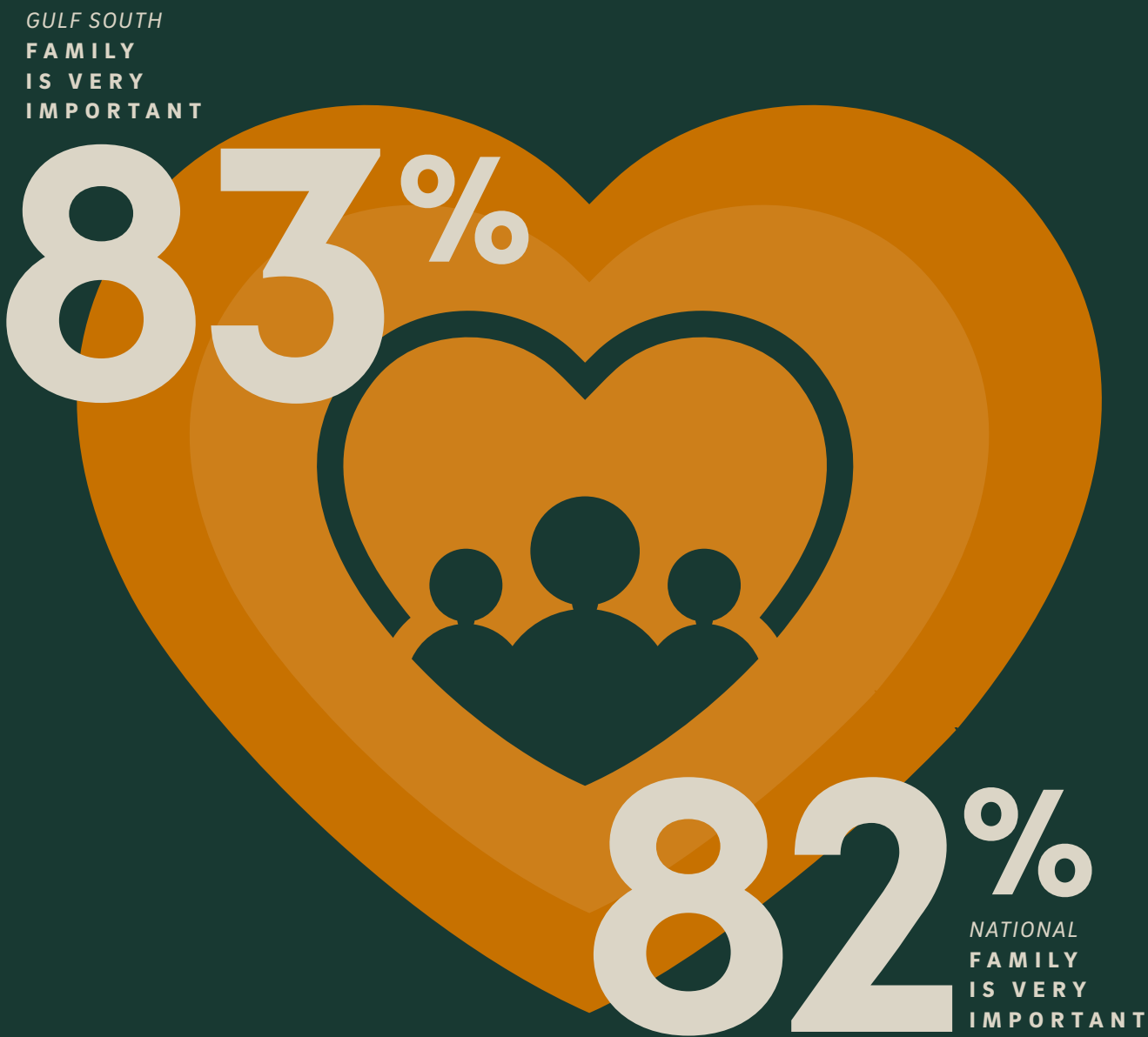
41%

What do you think is the most important issue facing the U.S. today?

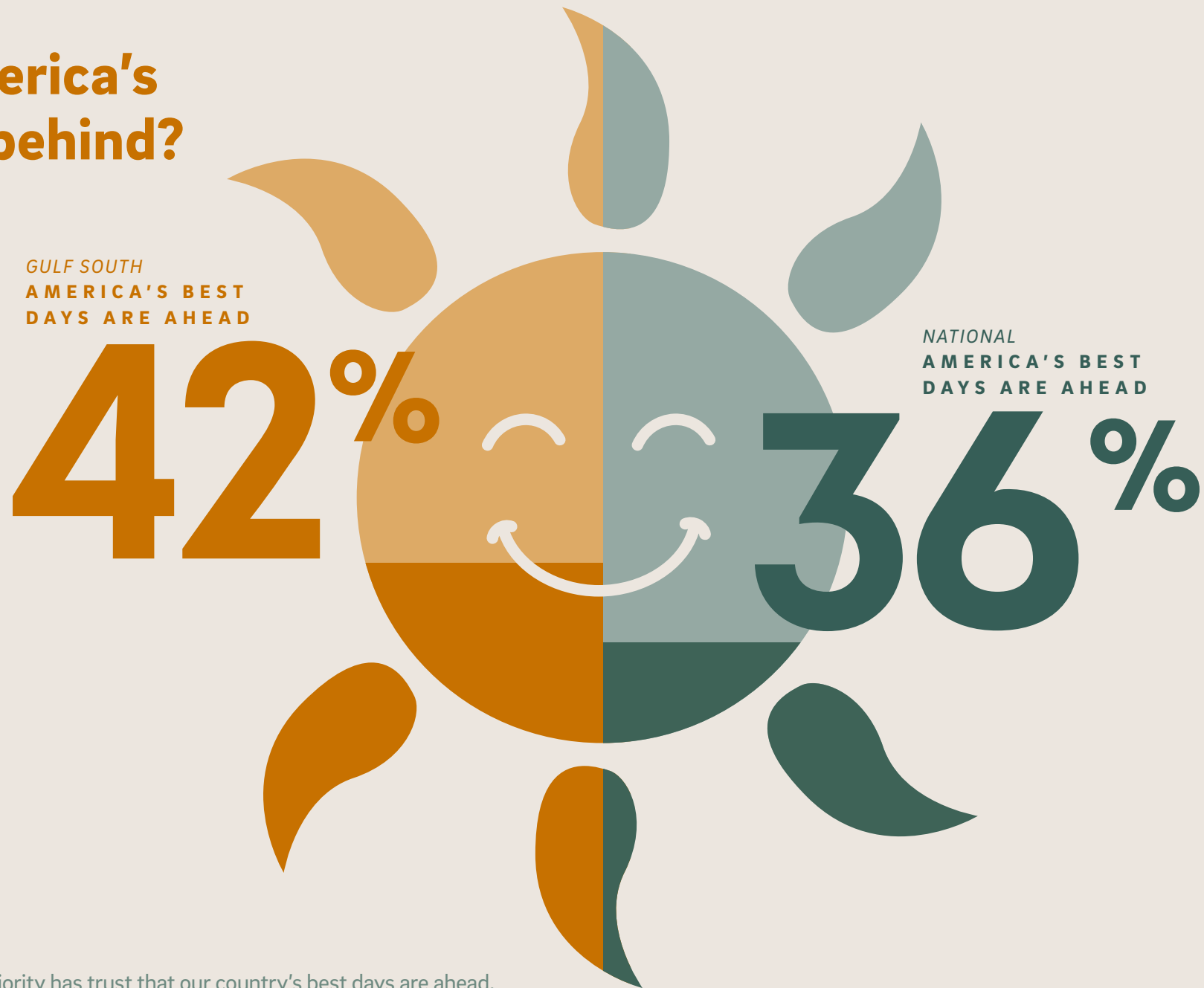
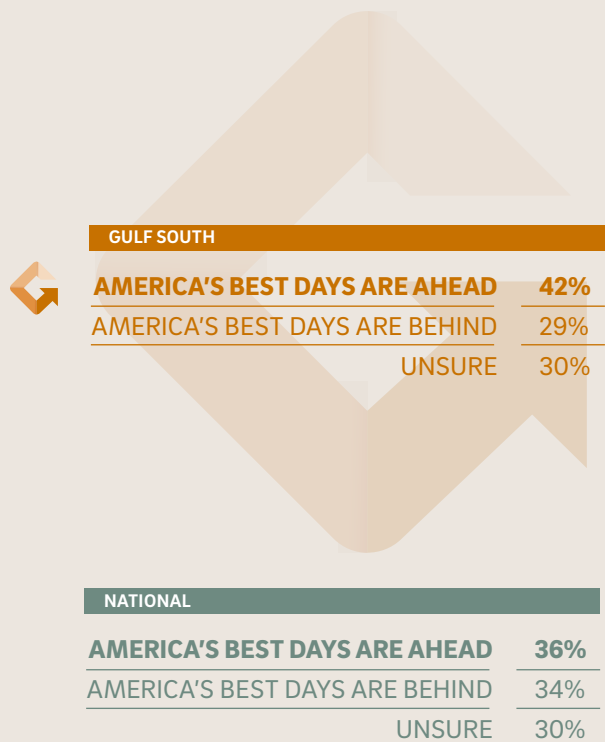


How important is each of the following in your personal life?

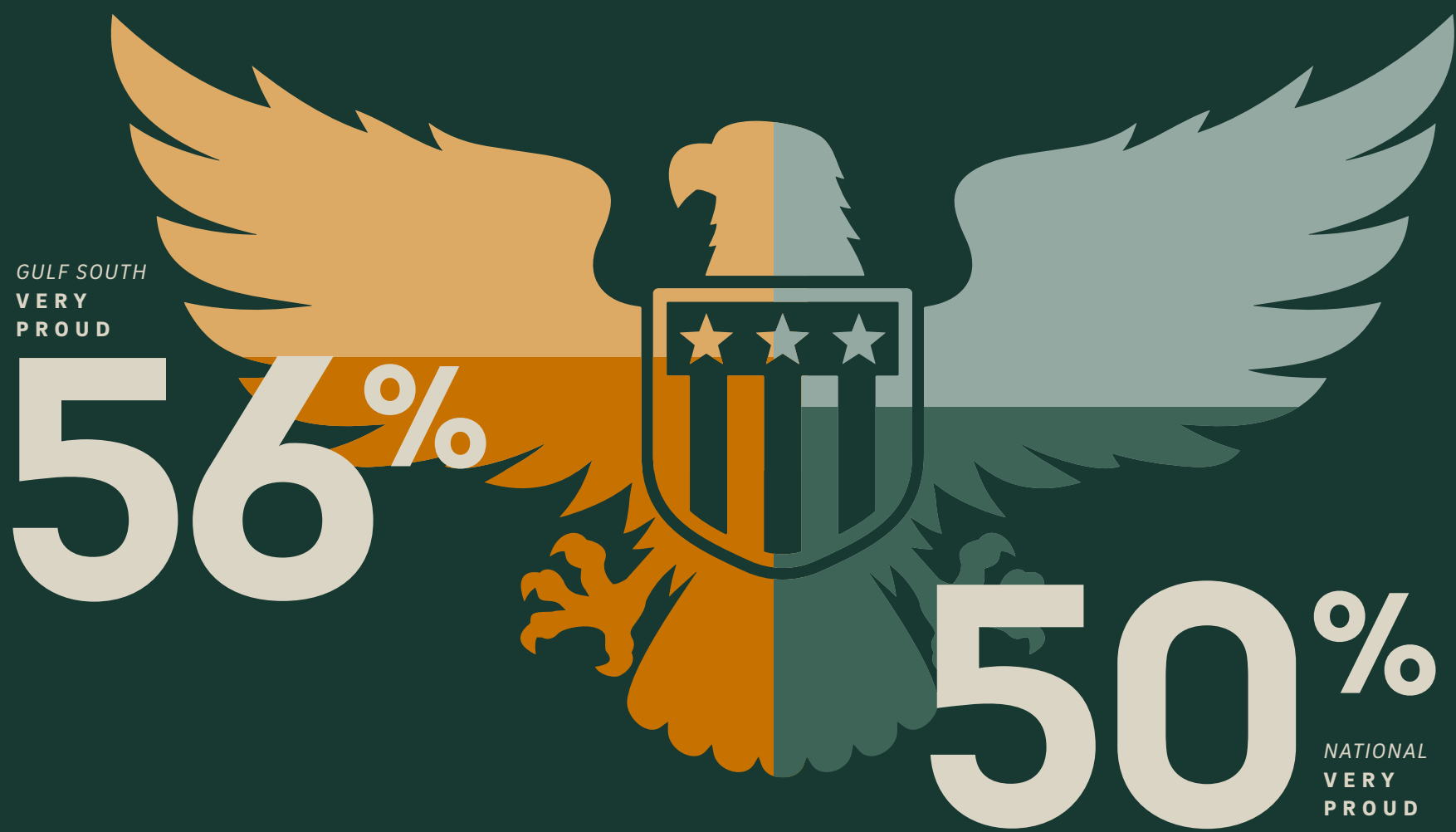
	GULF SOUTH	VERY	SOMEWHAT	NOT VERY	NOT AT ALL	UNSURE
	HARD WORK	68%	24%	4%	2%	2%
	TOLERANCE FOR OTHERS	46%	39%	9%	3%	3%
	FAMILY	83%	12%	2%	1%	1%
	COMMUNITY	41%	46%	8%	3%	2%
	PATRIOTISM	38%	32%	14%	9%	7%
	RELIGION	55%	22%	10%	11%	2%
	HAVING CHILDREN	37%	18%	13%	27%	5%
	MONEY	60%	32%	5%	1%	1%
	NATIONAL	VERY	SOMEWHAT	NOT VERY	NOT AT ALL	UNSURE
	HARD WORK	66%	26%	4%	2%	2%
	TOLERANCE FOR OTHERS	48%	41%	7%	3%	1%
	FAMILY	82%	15%	2%	2%	0%
	COMMUNITY	36%	50%	9%	3%	2%
	PATRIOTISM	39%	35%	13%	9%	4%
	RELIGION	38%	27%	12%	21%	2%
	HAVING CHILDREN	31%	17%	12%	35%	5%
	MONEY	53%	41%	5%	1%	0%



Do you believe that America's best days are ahead or behind?



Are you proud to be an American?



GULF SOUTH	
VERY PROUD	56%
SOMEWHAT PROUD	27%
NOT VERY PROUD	9%
NOT PROUD AT ALL	5%
UNSURE	4%

NATIONAL	
VERY PROUD	50%
SOMEWHAT PROUD	29%
NOT VERY PROUD	12%
NOT PROUD AT ALL	5%
UNSURE	4%



HOW DO WE KNOW ALL OF THIS?

THE GULF SOUTH INDEX DELVES INTO hundreds of thousands of data points to shed light on what people in both the Gulf South region of the U.S. and around the country are thinking and how they are living their lives. What emerges is a picture showing how and why we make purchasing decisions, what we are buying, how we get our news and where we are spending our money.

The Index is a cooperative project between The Ehrhardt Group, a public relations, content, issues and crisis firm, and Causeway Solutions, a nationally recognized research and data analysis company. Both companies are based in the Gulf South and have years of experience conducting major research projects like this one. Causeway Solutions and The Ehrhardt Group conducted a series of online surveys, garnering 1,500 responses from adults throughout the Gulf South and country with a margin of error of 2.5%. Some survey questions allowed for respondents to select more than one response. Surveys were conducted between December 2-4, 2024.

For more information please contact us.

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