



## Finance Topics

Geo: U.S.

Time Frame: June - December 2021

# Americans are feeling empowered to advocate for changes that will improve their lives.



Consumers want more universal and more accessible healthcare, as government-sponsored healthcare options like Medicare and the ACA-mandated Marketplace had at least twice as much positive sentiment as employer-based plans.



Engagement with the phrase “Tax The Rich” rose 23% after Rep. Alexandra Ocasio-Cortes wore the phrase written in red on a pure white dress to the Met Gala. This phrase grows in popularity as wages remain stagnant while the wealth gap grows.



Strike and union engagement rose 77% year-over-year, as many American workers went on strike for better pay and conditions during October 2021, later coined “Striketober”.

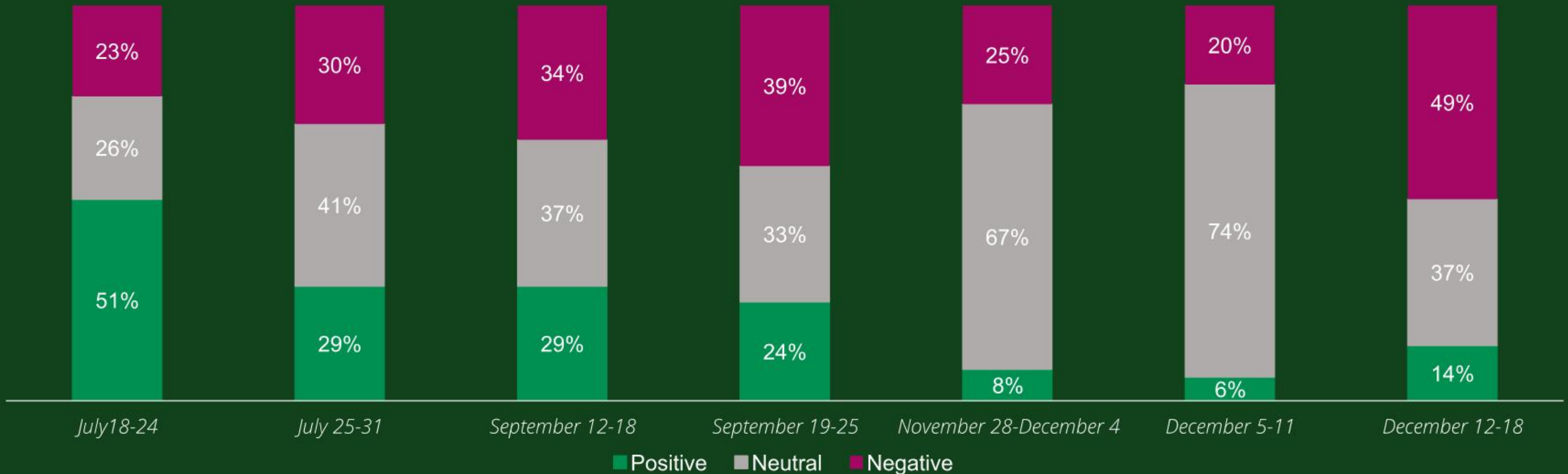
*People are demanding financial changes from the government and their workplaces to benefit their own health and futures, while doing what they can with their homes, employers, and businesses individually, in such an unprecedented time.*



# Student Loans May Be The Key To Approval for President Biden

Online Engagement by a US Student Loan Audience

## Sentiment for President Joe Biden (%):



*Pres. Biden has forgiven over \$500 million in student debt at this point.*

*Discussion of whether Pres. Biden has the authority to cancel student loans; Biden does not say he does.*

*Pres. Biden forgives loans for borrowers who were misled by educational institutions; advocates push for a more fair income based repayment.*

*Senator Elizabeth Warren states that Pres. Biden has the authority to cancel student loan debt.*

*White House announces that student loan repayments will begin on Feb. 1, 2022.*

*Pres. Biden doubles down on restarting the repayments as announced.*

*Articles and social media posts begin to surface stating that voters feel betrayed by Biden's handling of student loans*

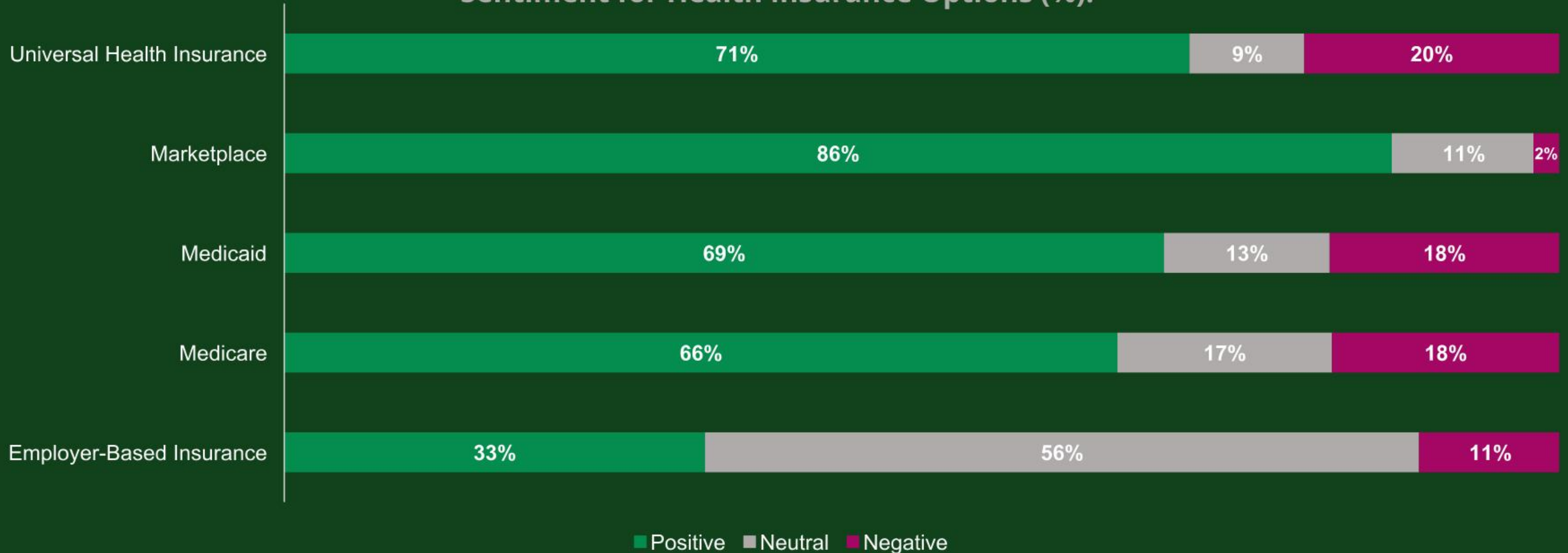
Online engagement is measured by searches, clicks, & shares | Geo: U.S. | Time Frame: July, Sept, and Dec 2021



# Government-Sponsored Health Insurance Methods Are More Popular Than Employment-Based Insurance

Online Engagement by a US Health Insurance Audience

## Sentiment for Health Insurance Options (%):



**^ 77% Increase Year-Over-Year in Marketplace Engagement**

Online engagement is measured by searches, clicks, & shares | Geo: U.S. | Time Frame: Nov - Dec 2021



# “Tax the Rich” Continues To Resonate As A Basis For Policy Desires

Online Engagement by a US Tax the Rich Audience

^ **23%**

Engagement increase week-over-week after the Met Gala where Rep. Alexandria Ocasio-Cortez wore a dress with “Tax The Rich” written on it in red

## Most Searched Keywords:

**Billionaire Wealth Tax Proposal**

Billionaire Tax Legal **Tax Billionaires Pandemic Profits**

**Taxes of the Ultrarich** Help Billionaires Dodge Taxes

**Billionaire Tax** New Billionaire Tax

Tax Billionaires **Billionaires Income Tax**

**Billionaire Tax Rate** **Details Of The Billionaire Tax Proposal**

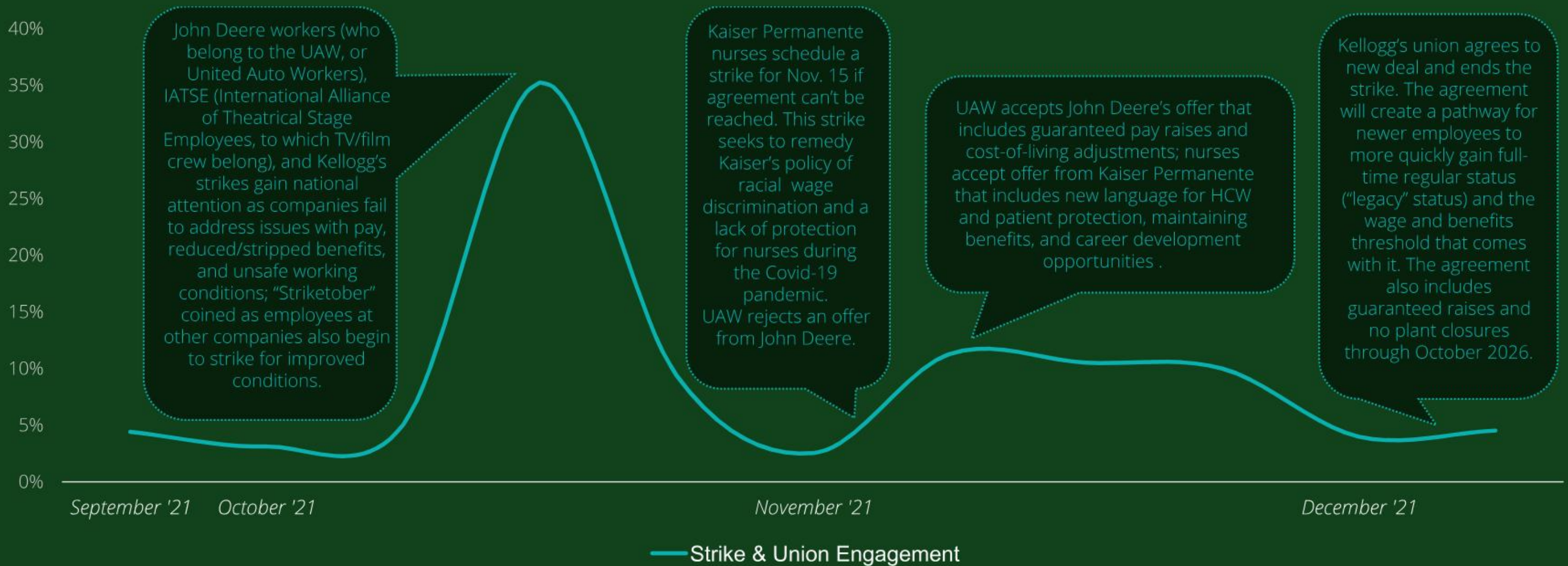
Tax Havens Of The Rich



# Striketober's Impact Continues to Fuel Strike & Union Interest

Online Engagement by a US Audience

## Strike & Union Engagement in a US Audience (%):



**^ 77% Increase Year-Over-Year in Strike & Union Engagement**

Online engagement is measured by searches, clicks, & shares | Geo: U.S. | Time Frame: Sept - Dec 2021



# Renters' Insurance Interest Is Rising in the Era of Covid

Online Engagement by US Renters' Insurance and Homeowners' Insurance Audiences

Recent Change in Online Engagement with Renters' Insurance and Homeowners' Insurance (%):

	Renters' Insurance	Homeowners' Insurance
Year-Over-Year	^ 323%	∨ 64%
Year-over-Year for July <i>(highest engagement month)</i>	^ 777%	∨ 28%

*Renters' insurance has seen a huge boom in engagement, revealing that housing needs may be shifting towards renting and away from homeownership. For these renters, renters' insurance is of high interest – perhaps in response to the unpredictability of living during the Covid-19 pandemic. Climate change may also contribute to increased home costs (burst pipes, etc.), leading to the choice to rent versus own.*



# Recession Engagement By Small Businesses Reveals Their Concern For The Future

Online Engagement by US Overall and Small Business Audiences

Increased Engagement Week-Over-Week  
With Recession Keywords:

^20%

US Small Business Audience

vs.

^3%

Overall US Audience

Increased Engagement Week-Over-Week  
With Small Business Loans & Financing:

^52%

US Small Business Audience

*Recession keyword engagement is markedly higher for a US small business audience than a general US audience, revealing concern from this audience about the future. This concern may be amplified by the toll of two years of pandemic hardship for small businesses, many of whom have needed loans/financing to survive this year, combined with talks of another round of lockdown due to increasingly infectious Covid-19 variants.*





# Audiences to Activate

Tap into ShareThis audiences to create a well-rounded and holistic campaign. Consider the following segments in your activation strategy:

## Relevant Categories

- Finance > Grants, Scholarships, & Financial Aid > Government Grants
- Finance > Grants, Scholarships, & Financial Aid > Study Grants & Scholarships
- Finance > Insurance > Renter Insurance
- Finance > Insurance > Home Insurance
- Finance > Insurance > Health Insurance
- Law & Government > Government > Public Policy
- Law & Government > Legal > Labor & Employment Law
- Business & Industrial > Business Finance > Commercial Lending
- Business & Industrial > Manufacturing
- Business & Industrial > Small Business
- News > Business News > Economy

## Custom

- Finance > Grants, Scholarships, and Financial Aid > Student Loans
- Business & Industrial > Unions
- Business & Industrial > Labor Strikes
- Business & Industrial > Recession

**Thank You**

