WALK THE LINE BETWEEN CONSUMER ANXIETY AND EAGERNESS

Fresh insights to optimize your Q4 strategy

Resonate COVID-19 and Emerging Trends Consumer Flash Study
November 2021, Wave 21
INTRODUCTION

Just over 40% of Americans are now worried about their health to a large extent, while 60% are worried about the economy to a large extent — a number that’s at its highest since Spring 2021.

Additionally, consumers spending more than they were pre-pandemic has increased 9%. Going into the holiday season, how do you navigate this balancing act of anxiety and eagerness to resume a normal life?

The answer: you need the freshest data that’s easily actionable to find and strategize based on the granular line that differentiates sentiment in one vertical v. another. You need industry-specific data and real-time data on shifting consumer perceptions.

Your success hinges on adjusting your marketing efforts to evolve with your customers and using real-time data to draw insights that inform your acquisition, upsell, and retention strategies — meeting consumers where they are right now.

The Resonate Ignite Platform™ provides immediate access to the latest data on the behaviors, values, and preferences driving your customers’ decisions. Use Resonate’s platform to unify and enrich your first-party data with Resonate’s privacy-safe data to drive better decisions that capitalize on the evolving market dynamics.

This report contains the latest research brands and agencies need to inform marketing, CX, product development, creative, messaging, and more. Resonate’s proprietary coronavirus and current events data is released monthly and connected to our core data set with thousands of critical consumer data points. This latest Recent Events Connected Flash Study was fielded between October 4 and October 27, 2021, and is scaled to 230 million U.S. consumers.
GENERAL
Overall, to what extent are you concerned about the health-related consequences of the coronavirus situation?

**CONCERN OVER HEALTH SLOWLY SUBSIDING FROM LATE SUMMER TO FALL**

Overall, concern over health has been gradually subsiding from late summer to fall. The chart illustrates the percentage of respondents indicating different levels of concern from late March to late October 2021. The levels of concern range from 'To an extremely small extent' to 'To an extremely large extent.'

- **Late Mar '20** to **Late Nov '20**:
  - 'To an extremely small extent': 1.7% to 2.4%
  - 'To a very small extent': 5% to 9%
  - 'To a small extent': 10% to 15%
  - 'To a moderate extent': 16% to 20%
  - 'To a very large extent': 21% to 25%
  - 'To an extremely large extent': 26% to 30%

By **Late Nov '20**, concern appears to have peaked and started subsiding, with a slight increase noted in late December and early January 2021. The data suggests a gradual reduction in the overall concern level over time.
EXTREME ECONOMIC ANXIETY UP 22% FROM LATE SUMMER TO FALL

Overall, to what extent are you concerned about the economic-related consequences of the coronavirus situation?

<table>
<thead>
<tr>
<th>Time Period</th>
<th>0%</th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
<th>20%</th>
<th>25%</th>
<th>30%</th>
<th>35%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late Mar '20</td>
<td>0.7%</td>
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<td>Late Apr '20</td>
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<tr>
<td>Mid May '20</td>
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<tr>
<td>Mid Jun '20</td>
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<tr>
<td>Late Jul '20</td>
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<tr>
<td>Mid Aug '20</td>
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<tr>
<td>Mid Sept '20</td>
<td>0.7%</td>
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<tr>
<td>Late Oct '20</td>
<td>0.7%</td>
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<tr>
<td>Late Nov '20</td>
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<td>3.2%</td>
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<td>Late Dec '20</td>
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<tr>
<td>Mid Jan '21</td>
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<tr>
<td>Early Feb '21</td>
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<td>2.7%</td>
<td>3.2%</td>
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<td>3.9%</td>
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<tr>
<td>Early Mar '21</td>
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<td>3.2%</td>
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<td>3.9%</td>
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<tr>
<td>Early Apr '21</td>
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<tr>
<td>Late Apr '21</td>
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<tr>
<td>Early Jun '21</td>
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<td>3.2%</td>
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<tr>
<td>Late Jun '21</td>
<td>0.7%</td>
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<td>3.9%</td>
</tr>
<tr>
<td>Late Jul '21</td>
<td>0.7%</td>
<td>1.1%</td>
<td>3.1%</td>
<td>2.7%</td>
<td>3.2%</td>
<td>3.1%</td>
<td>4.1%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Late Aug '21</td>
<td>0.7%</td>
<td>1.1%</td>
<td>3.1%</td>
<td>2.7%</td>
<td>3.2%</td>
<td>3.1%</td>
<td>4.1%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Late Sep '21</td>
<td>0.7%</td>
<td>1.1%</td>
<td>3.1%</td>
<td>2.7%</td>
<td>3.2%</td>
<td>3.1%</td>
<td>4.1%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Late Oct '21</td>
<td>0.7%</td>
<td>1.1%</td>
<td>3.1%</td>
<td>2.7%</td>
<td>3.2%</td>
<td>3.1%</td>
<td>4.1%</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

Legend:
- Red: To an extremely small extent
- Pink: To a very small extent
- Orange: To a small extent
- Blue: To a moderate extent
- Green: To a large extent
- Brown: To a very large extent
- Black: To an extremely large extent
VACCINE SENTIMENT
DOCTORS REMAIN MOST TRUSTED GROUP FOR VACCINATION INFO

Whose medical opinions do/did you trust in regard to whether or not you would be willing to get the COVID-19 vaccine?

<table>
<thead>
<tr>
<th>Group</th>
<th>Late Jul ’21</th>
<th>Aug ’21</th>
<th>Sep ’21</th>
<th>Oct ’21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal doctor</td>
<td>51.9%</td>
<td>51.7%</td>
<td>55.5%</td>
<td>55.8%</td>
</tr>
<tr>
<td>Medical professional organizations</td>
<td>36.8%</td>
<td>38.3%</td>
<td>38.0%</td>
<td>38.4%</td>
</tr>
<tr>
<td>Elected politicians</td>
<td>34.6%</td>
<td>34.8%</td>
<td>35.1%</td>
<td>33.0%</td>
</tr>
<tr>
<td>Government health workers</td>
<td>29.1%</td>
<td>27.6%</td>
<td>27.5%</td>
<td>28.0%</td>
</tr>
<tr>
<td>Mainstream media personalities</td>
<td>16.3%</td>
<td>16.9%</td>
<td>15.3%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Alternative media personalities</td>
<td>10.9%</td>
<td>10.8%</td>
<td>11.0%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Friends and family</td>
<td>4.3%</td>
<td>3.5%</td>
<td>4.1%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Online sources (e.g., blogs, web forums)</td>
<td>3.5%</td>
<td>3.2%</td>
<td>3.3%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>10%</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>Other</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
</tbody>
</table>
SAFETY AND SIDE EFFECT CONCERN DROPS SLIGHTLY AMONG UNVACCINATED

What is the main reason for your delay/unwillingness to take the vaccine? Note: this was only asked of those who have not taken the vaccine.
As a result of the coronavirus situation, have you initiated the cancellation of an existing airline or hotel reservation?

- **Yes**: 77.8%, 77.6%, 77.4%, 77.4%
- **No**: 22.2%, 22.4%, 22.6%, 22.6%

Over 1 in 5 Americans changed their travel plans due to the pandemic.
14% INCREASE IN THOSE WHO THINK LEISURE TRAVEL WILL RETURN TO NORMAL SOON

Thinking about the coronavirus situation, **how soon do you expect your leisure travel activities will largely return to "normal"?**

- 43.4% in Aug '21
- 44.4% in Sep '21
- 40.4% in Oct '21

Graph showing the distribution of responses from Late Jul '21 to Oct '21:
- **Red line**: 1 to 3 months
- **Orange line**: 4 to 6 months
- **Blue line**: 7+ months
- **Pink line**: Never

Resonate COVID-19 and Emerging Trends Consumer Flash Study: Wave 21, Late November 2021
Thinking about the coronavirus situation, how soon do you expect your business travel activities will largely return to "normal"?

- 27.1% expect business travel to largely return to normal within 1 to 3 months.
- 28.0% expect it within 4 to 6 months.
- 31.6% expect it within 7+ months.
- 22.2% do not expect business travel to return to normal at all.

Survey conducted on: Late Jul '21, Aug '21, Sep '21, Oct '21.
1 IN 10 OF COVID-CANCELLED TRAVEL PLANS HAVE BEEN REBOOKED

For those airline or hotel reservation(s) that you cancelled, have you booked some or all of them again for a later date? Note: This question only applies to those who cancelled reservations due to the pandemic.

N/A - Have not canceled airline or hotel reservation(s)

Interested in how this breaks out by demographics, travel style, and future plans? Get a demo
FINANCIAL
What is the current quality of the United States economy?

POOR SENTIMENT ABOUT THE QUALITY OF THE ECONOMY IS UP NEARLY 17%
Compared to what you were doing before the coronavirus situation, how would you say your spending habits have changed?

- Spending more than I was before the coronavirus situation
- Spending about the same as I was before the coronavirus situation
- Spending less than I was before the coronavirus situation

THOSE SPENDING ABOVE PRE-PANDEMIC LEVELS UP 9% FROM SEPTEMBER

<table>
<thead>
<tr>
<th></th>
<th>Late Jul '21</th>
<th>Aug '21</th>
<th>Sep '21</th>
<th>Oct '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spending more than I was before the coronavirus situation</td>
<td>15.0%</td>
<td>16.2%</td>
<td>15.1%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Spending about the same as I was before the coronavirus situation</td>
<td>33.4%</td>
<td>32.6%</td>
<td>31.3%</td>
<td>34.4%</td>
</tr>
<tr>
<td>Spending less than I was before the coronavirus situation</td>
<td>51.6%</td>
<td>51.2%</td>
<td>53.6%</td>
<td>49.2%</td>
</tr>
</tbody>
</table>
THOSE SAVING AT PRE-PANDEMIC LEVELS DOWN 5% FROM LATE SUMMER

Compared to what you were doing before the coronavirus situation, how would you say your saving habits have changed?

- Saving more than I was before the coronavirus situation
- Saving about the same as I was before the coronavirus situation
- Saving less than I was before the coronavirus situation

[Graph showing changes in saving habits from Late Jul '21 to Oct '21]
14% INCREASE IN THOSE USING CONTACTLESS PAYMENTS TO A VERY LARGE EXTENT

To what extent are you now likely to use contactless payments (e.g., “tap-and-go” credit cards, Apple Pay, Google Wallet) for purchases because of the coronavirus situation?

To an extremely small extent | To a very small extent | To a small extent | To a moderate extent | To a large extent | To a very large extent | To an extremely large extent
---|---|---|---|---|---|---
Late Jul ’21 | Aug ’21 | Sep ’21 | Oct ’21
8.9% | 7.3% | 8.8% | 7.6% | 8.6% | 7.6% | 9.3% | 8.7%
9.6% | 10.2% | 12.7% | 10.7% | 9.4% | 11.4% | 9.0% | 11.4%
12.1% | 14.8% | 14.8% | 16.8% | 16.4% | 17.9% | 16.4% | 17.9%
19.8% | 19.6% | 19.2% | 17.9% | 17.9% | 17.9% | 17.9% | 17.9%
27.6% | 26.4% | 27.7% | 27.2% | 27.2% | 27.2% | 27.2% | 27.2%

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RETAIL
PRO-MASK SENTIMENT DIPS 13% FROM PREVIOUS MONTH

Which of the following must occur in order for you to once again feel comfortable doing activities involving crowds (e.g., going to a bank, shopping, attending a concert or sporting event, or dining in at a restaurant)? Please select all that apply.
GROCERY, GENERAL MERCHANDISE, RESTAURANTS REMAIN THE MOST POPULAR FOR IN-PERSON PURCHASING

Now that stores and locations are open, which of the following types of activities or shopping will you now primarily do in a physical location, rather than online? Please select all that apply.
**NEARLY 40% ARE MODERATELY OR VERY LIKELY TO USE GROCERY DELIVERY FROM AN IN-STORE RETAILER**

To what extent are you likely to use a traditional grocery store delivery service from a store you can visit in-person (e.g., Instacart, Peapod, Shipt, Walmart+, etc.)?

<table>
<thead>
<tr>
<th>Time</th>
<th>To an extremely small extent</th>
<th>To a very small extent</th>
<th>To a small extent</th>
<th>To a moderate extent</th>
<th>To a large extent</th>
<th>To a very large extent</th>
<th>To an extremely large extent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late Jul '21</td>
<td>17.0%</td>
<td>12.4%</td>
<td>17.0%</td>
<td>12.4%</td>
<td>17.0%</td>
<td>12.4%</td>
<td>17.0%</td>
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<tr>
<td>Aug '21</td>
<td>19.6%</td>
<td>12.2%</td>
<td>10.8%</td>
<td>12.2%</td>
<td>19.6%</td>
<td>12.2%</td>
<td>19.6%</td>
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<tr>
<td>Sep '21</td>
<td>18.5%</td>
<td>12.0%</td>
<td>7.0%</td>
<td>12.0%</td>
<td>18.5%</td>
<td>12.0%</td>
<td>18.5%</td>
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<tr>
<td>Oct '21</td>
<td>17.5%</td>
<td>12.8%</td>
<td>7.5%</td>
<td>12.8%</td>
<td>17.5%</td>
<td>12.8%</td>
<td>17.5%</td>
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</tbody>
</table>
After the coronavirus situation is over, to what extent are you likely to order groceries online for delivery? Where there is no store for you to visit in-person (e.g., Fresh Direct, Imperfect Foods, Misfits Market, etc.)?
ONLY 15% PLAN ON CONTINUING ONLINE GROCERY DELIVERY POST-PANDEMIC

After the coronavirus situation is over, to what extent are you likely to order groceries online for delivery?

- To an extremely small extent
- To a very small extent
- To a small extent
- To a moderate extent
- To a large extent
- To a very large extent
- To an extremely large extent

**Late Jul ’21**
- To an extremely small extent: 5.2%
- To a very small extent: 5.6%
- To a small extent: 5.1%
- To a moderate extent: 3.4%
- To a large extent: 3.8%
- To a very large extent: 5.5%
- To an extremely large extent: 5.2%

**Aug ’21**
- To an extremely small extent: 45.5%
- To a very small extent: 44.9%
- To a small extent: 44.4%
- To a moderate extent: 42.0%
- To a large extent: 13.0%
- To a very large extent: 13.8%
- To an extremely large extent: 13.5%

**Sep ’21**
- To an extremely small extent: 13.8%
- To a very small extent: 14.9%
- To a small extent: 12.4%
- To a moderate extent: 15.9%
- To a large extent: 12.2%
- To a very large extent: 13.1%
- To an extremely large extent: 13.4%

**Oct ’21**
- To an extremely small extent: 13.4%
- To a very small extent: 15.8%
- To a small extent: 13.9%
- To a moderate extent: 12.9%
- To a large extent: 15.6%
- To a very large extent: 6.0%
- To an extremely large extent: 5.6%
10% INCREASE IN THOSE WHO INDICATE CURBSIDE PICKUP IS IMPORTANT FROM SEPTEMBER

Which of the following **shopping preferences are still important to you?**

- Curbside pickup
- Same-day delivery
- Browsing and buying in a physical store
- None of the above
WORK LIFE
8% INCREASE IN FULL-TIME EMPLOYMENT STATUS FROM SUMMER MONTHS

What is your primary employment status?

<table>
<thead>
<tr>
<th></th>
<th>Early Jun '21</th>
<th>Late Jun '21</th>
<th>Late Jul '21</th>
<th>Aug '21</th>
<th>Sep '21</th>
<th>Oct '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed full-time</td>
<td>20.5%</td>
<td>19.2%</td>
<td>16.3%</td>
<td>17.6%</td>
<td>21.3%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Employed part-time</td>
<td>6.8%</td>
<td>6.5%</td>
<td>6.7%</td>
<td>6.9%</td>
<td>7.3%</td>
<td>6.8%</td>
</tr>
<tr>
<td>Retired / Permanently Disabled</td>
<td>9.1%</td>
<td>9.9%</td>
<td>9.3%</td>
<td>10.5%</td>
<td>9.4%</td>
<td>9.1%</td>
</tr>
<tr>
<td>A student</td>
<td>5.3%</td>
<td>5.5%</td>
<td>4.8%</td>
<td>5.5%</td>
<td>3.4%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>6.2%</td>
<td>6.9%</td>
<td>6.9%</td>
<td>7.2%</td>
<td>6.7%</td>
<td>6.7%</td>
</tr>
<tr>
<td>A homemaker</td>
<td>6.8%</td>
<td>6.5%</td>
<td>4.8%</td>
<td>7.2%</td>
<td>3.4%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Self-employed</td>
<td>5.3%</td>
<td>5.5%</td>
<td>5.5%</td>
<td>5.5%</td>
<td>6.8%</td>
<td>9.1%</td>
</tr>
<tr>
<td>unemployed</td>
<td>6.8%</td>
<td>6.5%</td>
<td>6.9%</td>
<td>7.2%</td>
<td>6.7%</td>
<td>7.3%</td>
</tr>
</tbody>
</table>
11% INCREASE IN EMPLOYEES WHO CAN RETURN TO THE OFFICE BUT CHOOSE TO STAY HOME

Which of the following best describes your work situation?

- My job has always been "work from home"
- The nature of my work does not allow me to stay at home
- My company has required employees to work from home
- My company has required employees to return to work in the company’s office
- My company has offered employees a voluntary option to work from home, and I plan to work in the company's office on all or most days
- My company has offered employees a voluntary option to work from home, and I plan to work from home on all or most days
SLIGHT INCREASE IN WILLINGNESS TO MEET IN PERSON SINCE EARLY FALL

If you were required to attend a work event, what form would you prefer that event be in?

![Graph showing the change in preference from online meetings/virtual conferences to meeting people in-person from late July to October 2021.](#)
THE MYTH OF THE REMOTE WORKER ON THE MOVE CONTINUES
SLIGHT DOWNWARD TREND

Are you planning to relocate in the next 6 months but maintain your current job? Note: This question only applies to respondents whose work situation allows them to work remotely.

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know or not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late Jul ’21</td>
<td>2.9%</td>
<td>11.8%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Aug ’21</td>
<td>2.2%</td>
<td>12.8%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Sep ’21</td>
<td>1.8%</td>
<td>12.3%</td>
<td>1.8%</td>
</tr>
</tbody>
</table>
MOST EMPLOYEES PLAN TO STAY PUT AT CURRENT JOB

Are you planning on leaving your current job based on the work situation post-COVID-19? Note: This question only applies to those who also answered they are employed full-time.

Want to see how this breaks down by generation? Get a demo

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**Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 21, Late November 2021**

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SOCIAL JUSTICE
CONSUMERS CONTINUE TO BE SPLIT ON BRANDS’ SOCIAL JUSTICE STANDS

How are you likely to react when you see a consumer brand showing support for the group Black Lives Matter or other social justice movements in the country?

Much less likely to purchase from that brand
Slightly less likely to purchase from that brand
Unchanged in likelihood to purchase from that brand
Moderately more likely to purchase from that brand
Much more likely to purchase from that brand
POLITICS
FEWER BELIEVE ENDING STIMULUS BENEFITS COULD INCREASE JOB APPLICATIONS

The COVID stimulus package passed in March 2021 increased unemployment benefits by $300 per month through August 31, 2021. To what extent do you agree or disagree that unemployment benefits/stimulus benefits should have been reduced or removed in order to increase job applications to businesses which were struggling to find employees?

<table>
<thead>
<tr>
<th>Month</th>
<th>Strongly disagree</th>
<th>Moderately disagree</th>
<th>Slightly disagree</th>
<th>Neither agree nor disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late Jul '21</td>
<td>23.5%</td>
<td>24.9%</td>
<td>21.4%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Aug '21</td>
<td>24.9%</td>
<td>22.8%</td>
<td>18.6%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Sep '21</td>
<td>24.1%</td>
<td>20.5%</td>
<td>18.6%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Oct '21</td>
<td>20.9%</td>
<td>20.5%</td>
<td>18.6%</td>
<td>16.4%</td>
</tr>
</tbody>
</table>
11% WORRIED ABOUT EVICTION TO A LARGE EXTENT

With the moratorium for home evictions ending in many states, how concerned are you about being evicted from your home?

<table>
<thead>
<tr>
<th></th>
<th>Late Jul '21</th>
<th>Aug '21</th>
<th>Sep '21</th>
<th>Oct '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>To an extremely small extent</td>
<td>2.1%</td>
<td>2.8%</td>
<td>3.0%</td>
<td>2.9%</td>
</tr>
<tr>
<td>To a very small extent</td>
<td>3.4%</td>
<td>3.4%</td>
<td>3.7%</td>
<td>4.8%</td>
</tr>
<tr>
<td>To a small extent</td>
<td>7.6%</td>
<td>7.3%</td>
<td>7.6%</td>
<td>8.4%</td>
</tr>
<tr>
<td>To a moderate extent</td>
<td>10.5%</td>
<td>11.0%</td>
<td>12.4%</td>
<td>11.4%</td>
</tr>
<tr>
<td>To a large extent</td>
<td>64.2%</td>
<td>63.5%</td>
<td>60.9%</td>
<td>61.2%</td>
</tr>
<tr>
<td>To an extremely large extent</td>
<td>8.2%</td>
<td>4.6%</td>
<td>8.5%</td>
<td>7.9%</td>
</tr>
</tbody>
</table>
INSIGHTS FOR TODAY & TOMORROW

Driving revenue and growth requires engaging new and existing customers as they navigate massive changes in their ecosystem — and that requires proprietary, privacy-safe first-party data. Leverage fresh, AI-driven data and continuously updated insights to drive better decisions based on shifting consumer sentiment. Experience the power of the Resonate Ignite Platform™.

THE ONLY PRIVACY-SAFE INTELLIGENCE SOLUTION YOU’LL NEED

Our Ignite Platform is driven by the belief that better understanding leads to better relationships between brands and consumers. We combine the National Consumer Study™ with direct, online behavioral observations of 10 billion daily events to reveal the deepest, proprietary understanding of the U.S. consumer at scale. Our A.I.-powered platform dynamically updates more than 14,000+ attributes scaled to 230 million individual consumer profiles to reveal the who, what, when, where, and why that drives their decisions. Extend this comprehensive understanding to your own customers and leverage it across your marketing ecosystem.

ABOUT REZONATE

Resonate is a pioneer in A.I.-driven consumer data and intelligence, delivering deep, dynamic insights, activation, and analysis in an easy-to-use SaaS platform. The Resonate proprietary, privacy-safe data set includes more than 14,000+ fresh, relevant data points that describe more than 200 million individual U.S. consumers. Hundreds of companies use Resonate to drive better marketing strategy and execution fueled by a better, more comprehensive understanding of their customers and prospects that extends beyond traditional demographics, psychographics, and behavioral data to uncover why consumers choose, buy, or support certain brands, products, or causes. Empowered with unparalleled technology to drive insight into action, leading brands, agencies, and organizations use Resonate to identify, engage, and analyze these audiences, driving growth and increasing customer lifetime value.

Headquartered in Reston, Virginia, Resonate is privately held and backed by Argentum Capital Partners, Revolution Growth, Grey croft Partners, and iNovia Capital. For more information, please visit www.resonate.com.

Want to dig deeper? Contact your Customer Success Manager or, if you’re not yet a Resonate customer, request a demo today.