CONNECTING THE DATA: WHAT’S DRIVING ANXIOUS CONSUMERS IN UNCERTAIN TIMES

Resonate COVID-19 and Emerging Trends Consumer Flash Study
March 2022, Wave 25
Inflation, the threat of war, and the ongoing pandemic are just a few things on Americans’ minds these days. Consumers seem ready to lead normal lives despite world happenings, but there is still a sense of anxiety hanging in the air. In a more stressed world, consumers will look to you for ease, comfort, and connection. It’s up to you to connect the dots to create experiences and messaging that resonate with consumers. We’ll provide the data.

Resonate empowers campaigns and the agencies that help them with real-time, robust, privacy-safe audience data that expands their understanding of the audiences they are working to motivate for better, faster, more personalized activation.

Almost two years into the pandemic, Resonate is continuing to track sentiment of the U.S. population and their experiences with the pandemic and their dynamic positions on everything from vaccine sentiment to mask and vaccine mandates; from overall health concerns to the quality of the economy, all of which will have impact on their day-to-day decisioning, from today through November’s mid-term elections and beyond. This industry-specific data provides a lens to the value of real-time understanding.

Across the advertising spectrum, success will hinge on adjusting efforts that evolve with your audience; using Resonate’s real-time insights to inform your messaging and segmentation strategies gives you the power to meet them where they are in that moment.

Resonate’s proprietary coronavirus and current events data is released monthly and connected to our core data set with thousands of critical data points. This latest Recent Events Connected Flash Study was fielded between February 1 and February 23, 2022, and is scaled to 250 million U.S. consumers.
GENERAL
DECREASE IN OVERALL HEALTH CONCERNS TO A LARGE EXTENT

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

Overall health concerns decreased, particularly in the early stages of the pandemic.
Overall, to what extent are you concerned about the economic-related consequences of the coronavirus situation?

SLIGHT UPTICK IN EXTREMELY LARGE CONCERNS OVER THE ECONOMY

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

<table>
<thead>
<tr>
<th><strong>November 15-December 2</strong></th>
<th><strong>December 7-January 3</strong></th>
<th><strong>January 18-February 1</strong></th>
<th><strong>February 1-23</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal health-related consequences</td>
<td>Having an elderly member of my extended family contract the virus</td>
<td>Having a child contract the virus</td>
<td>Being evicted from your home in the future</td>
</tr>
<tr>
<td>7.9%</td>
<td>9.4%</td>
<td>12.2%</td>
<td>20%</td>
</tr>
<tr>
<td>Personal economic-related consequences</td>
<td>Having a friend or colleague contract the virus</td>
<td>That there may not be enough hospital beds for all those requiring care</td>
<td>That doctors and nurses may not have enough protective equipment</td>
</tr>
<tr>
<td>41.6%</td>
<td>45.2%</td>
<td>44.9%</td>
<td>46.5%</td>
</tr>
</tbody>
</table>

*30% INCREASE IN AMERICANS CONCERNED ABOUT BEING EVICTED*
30% believe the economy will never be back to normal

When do you believe the United States economy will return to “normal,” as it was before the coronavirus situation began?

- 7.0% believe the economy will never be back to normal.
- 57.0% believe the economy will return within 1 to 3 months.
- 59.1% believe the economy will return within 4 to 6 months.
- 60.8% believe the economy will return within 7+ months.
- 58.2% believe the economy will return within 1 to 3 months.
- 57.5% believe the economy will return within 4 to 6 months.
- 57.3% believe the economy will return within 7+ months.
- 56.9% believe the economy will return within 1 to 3 months.

Survey dates:
- July 15-Aug 2
- Aug 2-17
- Sept 13-27
- Oct 4-27
- Nov 15-Dec 2
- Dec 7-Jan 3
- Jan 18-Feb 1
- Feb 1-23
11% FEWER PEOPLE THINK LIFE WILL RETURN TO NORMAL IN OVER A YEAR

Thinking about the coronavirus situation, how soon do you believe that your life will largely return to normal?

<table>
<thead>
<tr>
<th>Time Period</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 24-June 8</td>
<td>21.2%</td>
</tr>
<tr>
<td>June 8-25</td>
<td>19.8%</td>
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<tr>
<td>July 15-Aug 2</td>
<td>28.5%</td>
</tr>
<tr>
<td>Aug 2-17</td>
<td>35.0%</td>
</tr>
<tr>
<td>Sept 13-27</td>
<td>38.7%</td>
</tr>
<tr>
<td>Oct 4-27</td>
<td>36.3%</td>
</tr>
<tr>
<td>Nov 15-Dec 2</td>
<td>34.3%</td>
</tr>
<tr>
<td>Dec 7-Jan 3</td>
<td>38.7%</td>
</tr>
<tr>
<td>Jan 18-Feb 1</td>
<td>37.8%</td>
</tr>
<tr>
<td>Feb 1-23</td>
<td>33.6%</td>
</tr>
</tbody>
</table>

- 0% to 5% already back to normal
- 6% to 10% 1 month or less
- 11% to 15% 2 to 3 months
- 16% to 20% 4 to 6 months
- 21% to 25% 7 to 12 months
- 26% to 30% More than 1 year

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

- Personal doctor
- Elected politicians
- Medical professional organizations (e.g., Society of Pediatric Nurses)
- Government health workers (e.g., Dr. Fauci)
- Mainstream media personalities
- Alternative media personalities
- Friends and family
- Online sources (e.g., blogs, web forums)
- Other

FEWER TRUST HEALTH WORKERS & PERSONAL DOCTORS FOR VACCINE INFO
23% OF AMERICANS SAY THEY WILL NEVER BE FULLY VACCINATED

When do you think you would be **most likely to be fully vaccinated** against the coronavirus?

<table>
<thead>
<tr>
<th>Month</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
<th>50%</th>
<th>60%</th>
<th>70%</th>
<th>80%</th>
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<tbody>
<tr>
<td>July 15-Aug 2</td>
<td>5.2%</td>
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<td>Aug 2-17</td>
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<td>Sept 13-27</td>
<td>4.6%</td>
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<tr>
<td>Oct 4-27</td>
<td>4.7%</td>
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<tr>
<td>Nov 15-Dec 2</td>
<td>3.7%</td>
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<td>Dec 7-Jan 3</td>
<td>3.4%</td>
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<tr>
<td>Jan 18-Feb 1</td>
<td>4.1%</td>
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<tr>
<td>Feb 1-23</td>
<td>3.7%</td>
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</tbody>
</table>
NEARLY 1 IN 10 AMERICANS DOES NOT TRUST THAT VACCINES ARE SAFE

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.

- Do not trust/support vaccines in general
- Do not trust/support the medical field
- Do not fully understand how COVID vaccines work
- Concern over possible side effects
- Want to wait and see how others respond
- Do not believe that I am likely to get sick
- Other/ Don’t know

Percentages over time:

- May 24-June 8: 4.6%
- June 8-25: 0.5%
- July 15-Aug 2: 2.4%
- Aug 2-17: 0.5%
- Sept 13-27: 0.5%
- Oct 4-27: 1.0%
- Nov 15-Dec 2: 0.7%
- Dec 7-Jan 3: 0.7%
- Jan 18-Feb 1: 0.6%
- Feb 1-23: 0.6%
COVID-19 vaccines are available in all 50 states to all persons over the age of 12 who wish to receive them. To what extent do you agree or disagree that government officials (federal, state, or local) should be able to mandate or require individuals to show proof of vaccination in order to enter certain spaces (e.g., restaurants, bars, gyms)?

31.9% STRONGLY DISAGREE WITH PROOF OF VACCINATION MANDATE

4.7% STRONGLY DISAGREE WITH PROOF OF VACCINATION MANDATE
To what extent do you agree or disagree that employers should be able to mandate or require employees to show proof of vaccination in order to return to work?
To what extent do you agree or disagree that schools should be able to mandate or require students show proof of vaccination in order to return to in classroom learning?

1 IN 3 STRONGLY DISAGREE SCHOOLS SHOULD REQUIRE PROOF OF VACCINATION

- Strongly disagree
- Moderately disagree
- Slightly disagree
- Neither agree nor disagree
- Slightly agree
- Moderately agree
- Strongly agree
27% MORE AMERICANS SAY THEY WILL NEVER GET BOOSTER VACCINE

The FDA gave emergency approval and recommended that all adults over 18 vaccinated with either Moderna or Pfizer to receive a 3rd coronavirus booster vaccine shot, as well as a 2nd shot for all adults over 18 vaccinated with Johnson & Johnson.

How likely are you to take the coronavirus booster vaccine now that it has become available to you?

- Already received it: 45.6%
- 1 to 3 months: 17.8%
- 4 to 6 months: 8.5%
- 7+ months: 5.3%
- Never: 22.8%

**Comparison of likelihoods: Jan 18-Feb 1 vs Feb 1-23**

- Already received: 42.6% vs 45.6%
- 1 to 3 months: 15.4% vs 17.8%
- 4 to 6 months: 7.7% vs 8.5%
- 7+ months: 5.3% vs 5.3%
- Never: 29.0% vs 22.8%
1 in 3 say they’ve contracted COVID since the pandemic started.

Regardless of whether you were vaccinated, have you **contracted the coronavirus personally since the pandemic began in December 2019?**

- Yes: 76.7%, 74.1%, 66.1%, 60.7%
- No: 5.2%, 5.9%, 7.3%, 7.6%
- Don’t know or unsure: 0%, 10%, 20%, 20%
WORK LIFE
What are the main reasons you changed jobs, are looking for a new job, or are leaving the workforce?

- **Higher pay** is the #1 reason Americans switch jobs/leave workforce, with percentages ranging from 8.3% to 10.1%.
- Other reasons include:
  - The pandemic proved my job security was unstable
  - The pandemic caused me to reevaluate my priorities
  - Looking for a permanently remote/work-from-home position
  - Job did not respect employees' work-life balance
  - I was not passionate about the work I was doing
  - Poor management
  - Coworkers or management made a hostile work environment
  - Disrespectful and/or entitled customers made my job unworkable
  - To focus on my household or family
  - Job required me to get vaccinated or wear a mask during work
  - Other reasons

The data shows a slight increase in the percentage of people citing higher pay as a reason for changing jobs or leaving the workforce, with the highest percentage recorded in Feb 1-23.
NEARLY HALF SAY THEIR WORK DOESN’T ALLOW THEM TO WFH

Which of the following best describes your work situation?

- NEARLY HALF SAY THEIR WORK DOESN’T ALLOW THEM TO WFH
  - 35.4%
  - 41.0%
  - 36.3%
  - 39.4%
  - 36.7%
  - 40.7%
  - 42.8%
  - 41.3%
  - 42.5%
  - 38.6%
  - 46.7%

- My job has always been "work from home"
  - 7.1%
  - 7.0%
  - 8.9%
  - 8.9%
  - 7.6%
  - 8.0%
  - 9.6%
  - 9.3%
  - 9.4%
  - 8.0%

- The nature of my work does not allow me to stay at home
  - 7.1%
  - 7.0%
  - 8.9%
  - 8.9%
  - 7.6%
  - 8.0%
  - 9.6%
  - 9.3%
  - 9.4%
  - 8.0%

- My company has required employees to work from home
  - 7.1%
  - 7.0%
  - 8.9%
  - 8.9%
  - 7.6%
  - 8.0%
  - 9.6%
  - 9.3%
  - 9.4%
  - 8.0%

- My company has required employees to return to work in the company's office
  - 7.1%
  - 7.0%
  - 8.9%
  - 8.9%
  - 7.6%
  - 8.0%
  - 9.6%
  - 9.3%
  - 9.4%
  - 8.0%

- 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
  - 7.1%
  - 7.0%
  - 8.9%
  - 8.9%
  - 7.6%
  - 8.0%
  - 9.6%
  - 9.3%
  - 9.4%
  - 8.0%

- My company has offered employees a voluntary option to work from home, and I plan to work from home on all or most days
  - 7.1%
  - 7.0%
  - 8.9%
  - 8.9%
  - 7.6%
  - 8.0%
  - 9.6%
  - 9.3%
  - 9.4%
  - 8.0%
If you were required to attend a work event, *what form would you prefer that event be in?*

SLIGHT UPTICK IN AMERICANS WHO PREFER IN-PERSON WORK EVENTS

<table>
<thead>
<tr>
<th>Period</th>
<th>Prefer online meetings/virtual conferences</th>
<th>Prefer to meet people in-person</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 15-Aug 2</td>
<td>52.9%</td>
<td>47.1%</td>
</tr>
<tr>
<td>Aug 2-17</td>
<td>56.5%</td>
<td>43.5%</td>
</tr>
<tr>
<td>Sept 13-27</td>
<td>57.3%</td>
<td>42.7%</td>
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<tr>
<td>Oct 4-27</td>
<td>55.3%</td>
<td>44.7%</td>
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<tr>
<td>Nov 15-Dec 2</td>
<td>55.6%</td>
<td>44.4%</td>
</tr>
<tr>
<td>Dec 7-Jan 3</td>
<td>56.5%</td>
<td>43.5%</td>
</tr>
<tr>
<td>Jan 18-Feb 1</td>
<td>60.4%</td>
<td>39.7%</td>
</tr>
<tr>
<td>Feb 1-23</td>
<td>56.8%</td>
<td>43.2%</td>
</tr>
</tbody>
</table>
FEWER WORKERS ARE PLANNING TO RELOCATE IN 6 MONTHS

Given that your work situation has enabled you to work from home, are you planning to relocate in the next 6 months but maintain your current job? Note: This question only applies to those who also answered they work from home.

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Yes</th>
<th>No</th>
<th>Don't know or not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 15-Aug 2</td>
<td>11.8%</td>
<td></td>
<td></td>
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<tr>
<td>Aug 2-17</td>
<td>12.8%</td>
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<tr>
<td>Sept 13-27</td>
<td>12.3%</td>
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<tr>
<td>Oct 4-27</td>
<td>11.8%</td>
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<tr>
<td>Nov 15-Dec 2</td>
<td>11.0%</td>
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<tr>
<td>Dec 7-Jan 3</td>
<td>10.6%</td>
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<tr>
<td>Jan 18-Feb 1</td>
<td>12.3%</td>
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<tr>
<td>Feb 1-23</td>
<td>10.7%</td>
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</tbody>
</table>
Given that you are currently working from home, how do you primarily spend time saved from not commuting to work? 

Note: This question only applies to those who also answered they work from home.

FOR MOST, TIME SAVED NOT COMMUTING TO WORK IS SPENT WITH FAMILY

<table>
<thead>
<tr>
<th>Time Interval</th>
<th>Spend extra time doing more work</th>
<th>Spend extra time sleeping</th>
<th>Spend extra time with my family</th>
<th>Spend extra time on outdoor activities</th>
<th>Spend extra time on wellness (e.g., gym, yoga, swimming)</th>
<th>Spend extra time learning (e.g., taken a Coursera course)</th>
<th>Spend extra time watching TV</th>
<th>Spend extra time browsing internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept 13-27</td>
<td>0.3%</td>
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<tr>
<td>Oct 4-27</td>
<td>0.4%</td>
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<td></td>
</tr>
<tr>
<td>Nov 15-Dec 2</td>
<td>0.3%</td>
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<td>Dec 7-Jan 3</td>
<td>0.3%</td>
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<td>Jan 18-Feb 1</td>
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<td>Feb 1-23</td>
<td>0.3%</td>
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</table>
TRAVEL
As a result of the coronavirus situation, have you initiated the cancellation of an existing airline or hotel reservation?

### Percentage of Travel Plans Remaining Unchanged

- **July 15-Aug 2**: 22.2%
- **Aug 2-17**: 22.4%
- **Sept 13-27**: 22.6%
- **Oct 4-27**: 22.6%
- **Nov 15-Dec 2**: 20.3%
- **Dec 7-Jan 3**: 20.4%
- **Jan 18-Feb 1**: 23.8%
- **Feb 1-23**: 21.7%

### Percentage of Cancellations

- **July 15-Aug 2**: 77.8%
- **Aug 2-17**: 77.6%
- **Sept 13-27**: 77.4%
- **Oct 4-27**: 77.4%
- **Nov 15-Dec 2**: 79.7%
- **Dec 7-Jan 3**: 79.6%
- **Jan 18-Feb 1**: 76.2%
- **Feb 1-23**: 78.3%

4 in 5 travel plans remain unchanged due to the pandemic.
Thinking about the coronavirus situation, how soon do you expect your leisure travel activities will largely return to "normal"?

- 28% INCREASE: LEISURE TRAVEL WILL BE BACK TO NORMAL IN 1-3 MONTHS
- 37.3% think it will be back to normal in 1-3 months.
Thinking about the coronavirus situation, how soon do you expect your business travel activities will largely return to "normal"?

<table>
<thead>
<tr>
<th>Time Period</th>
<th>1 to 3 months</th>
<th>4 to 6 months</th>
<th>7+ months</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 15-Aug 2</td>
<td>25.2%</td>
<td>18.1%</td>
<td>14.7%</td>
<td>31.6%</td>
</tr>
<tr>
<td>Aug 2-17</td>
<td>28.0%</td>
<td>16.2%</td>
<td>15.9%</td>
<td>31.6%</td>
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<tr>
<td>Sept 13-27</td>
<td>28.8%</td>
<td>15.8%</td>
<td>15.9%</td>
<td>34.3%</td>
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<tr>
<td>Oct 4-27</td>
<td>31.6%</td>
<td>14.3%</td>
<td>14.7%</td>
<td>36.8%</td>
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<tr>
<td>Nov 15-Dec 2</td>
<td>34.3%</td>
<td>12.6%</td>
<td>12.6%</td>
<td>37.5%</td>
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<tr>
<td>Dec 7-Jan 3</td>
<td>36.2%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>36.2%</td>
</tr>
<tr>
<td>Jan 18-Feb 1</td>
<td>37.5%</td>
<td>14.3%</td>
<td>14.7%</td>
<td>36.8%</td>
</tr>
<tr>
<td>Feb 1-23</td>
<td>36.8%</td>
<td>13.7%</td>
<td>14.3%</td>
<td>37.5%</td>
</tr>
</tbody>
</table>
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.

FEWER REBOOKED TRAVEL PLANS AFTER COVID-RELATED CANCELLATION

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?

- **Very poor**: 19.3% - 23.5%
- **Poor**: 1.4% - 2.0%
- **Slightly poor**: 0.9% - 1.7%
- **Don't know or unsure**: 1.1% - 1.9%
- **Slightly good**: 1.0% - 1.4%
- **Good**: 1.4% - 2.0%
- **Excellent**

Survey dates:
- July 15-Aug 2
- Aug 2-17
- Sept 13-27
- Oct 4-27
- Nov 15-Dec 2
- Dec 7-Jan 3
- Jan 18-Feb 1
- Feb 1-23

20% increase in those who rate U.S. economy as very poor.
Which of the following statements best describes your own personal financial situation?

- NEARLY HALF OF AMERICANS BELIEVE THEY’RE “GETTING BY” FINANCIALLY.
Compared to what you were doing before the coronavirus situation, how would you say your spending habits have changed?

1 IN 5 AMERICANS IS SPENDING MORE THAN BEFORE THE PANDEMIC

- 51.6% spending more than before
- 51.2% spending about the same
- 53.6% spending less than before

July 15-Aug 2: 15.0%
Aug 2-17: 16.2%
Sept 13-27: 15.1%
Oct 4-27: 16.4%
Nov 15-Dec 2: 19.1%
Dec 7-Jan 3: 18.5%
Jan 18-Feb 1: 19.8%
Feb 1-23: 22.5%
Compared to what you were doing before the coronavirus situation, how would you say your savings 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

30% OF AMERICANS ARE SAVING LESS THAN BEFORE THE PANDEMIC

July 15-Aug 2: 23.1%
Aug 2-17: 21.8%
Sept 13-27: 21.2%
Oct 4-27: 22.2%
Nov 15-Dec 2: 21.6%
Dec 7-Jan 3: 19.9%
Jan 18-Feb 1: 20.8%
Feb 1-23: 20.5%
Which of the following financial changes are you adopting because of the onset of the coronavirus situation?

- 54.1% Use contactless payment
- 54.6% Changed or started looking for a new job in the same industry
- 6.2% Changed or started looking for a new job in a different industry
- 6.1% Leave workforce
- 6.1% Retire earlier
- 51.4% Invest higher in stock markets
- 51.5% None of the above

1 in 4 consumers use contactless payments due to COVID.
15% OF SHOPPERS STILL WANT CURBSIDE PICK-UP

Which of the following would be required in order for you to return to shopping from stores once shops open?

- Reduce occupancy of shops
- Forced social distancing
- All customers wearing masks/gloves
- Knowledge of nightly disinfecting of stores
- Ability to pay without contact
- Curbside pick-up
- Vaccines having become widely available
1 IN 10 WILL FEEL COMFORTABLE IN CROWDS KNOWING OTHERS ARE GOING

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.

- 8.4%
- 9.9%
- 9.6%
- 9.5%
- 11.3%
- 13.4%
- 10.4%
- 10.2%
- 8.3%
- 9.8%
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%

0%

August 11-18
Sept 15-21
Oct 5-13
Nov 23-Dec 14
Dec 15-Jan 6
Feb 2-16
Feb 22-Mar 10
April 1-14
April 14-May 5
May 24-June 8
June 8-June 25
July 15-Aug 2
Aug 2-17
Sept 13-Oct 4
Oct 15-Dec 2
Dec 7-Jan 3
Jan 18-Feb 1
Feb 1-23

- Once I see/hear about others going
- Forced social distancing
- Everyone wearing masks/gloves
- Don't know or not sure
- When the rate of deaths/infections significantly decrease
- When over 80% of Americans are fully vaccinated

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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.

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<tbody>
<tr>
<td>Restaurants</td>
<td>20.2%</td>
<td>22.3%</td>
<td>22.0%</td>
<td>23.2%</td>
<td>24.4%</td>
<td>22.4%</td>
<td>24.5%</td>
<td>25.7%</td>
<td>23.1%</td>
<td>22.0%</td>
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<td>Clothing</td>
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<td>80%</td>
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<td>Bank</td>
<td>70.2%</td>
<td>72.0%</td>
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<td>Electronics</td>
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<td>General merchandise (e.g., Walmart, Target, Costco)</td>
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<td>Hardware/building supplies</td>
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<td>Auto stores</td>
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32% STILL CONSIDER SAME-DAY DELIVERY AN IMPORTANT OPTION

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
What are some reasons you would order groceries online for delivery?

**CONVENIENCE STILL THE TOP REASON PEOPLE ORDER GROCERIES ONLINE**

**What are some reasons you would order groceries online for delivery?**

1. **Convenience**
   - Saves time: 1.3%
   - No rush while ordering online: 0.9%
   - Socially distant: 1.4%
   - Unable to go in person: 1.2%
   - Don't have to take kid(s) to the store: 1.4%
   - Easier to choose groceries: 20%
   - Can schedule delivery time: 19.8%
   - Reduces food waste: 19.5%
   - Other: 18.0%

**Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 25, March 2022**
Which of the following are you most likely to start in the next 90 days?

- 13% WILL START A NEW STREAMING SUBSCRIPTION IN NEXT 90 DAYS

11.7% 12.5% 12.9% 13.2%

- Nov 15-Dec 2
- Dec 7-Jan 3
- Jan 18-Feb 1
- Feb 1-23

- Making a major purchase that you would have previously purchased
- Ordering groceries online
- Purchasing products online that you would have previously purchased in stores
- Visiting a grocery store or pharmacy in-person
- Gym membership
- TV/Streaming subscription
- E-Learning subscription where students interact live with teachers virtually
- Ordering food/takeout for delivery
- Purchasing a luxury product that you would have previously purchased
- Relying on delivery service instead of shopping in-stores
- Food delivery service subscription (e.g., Grubhub+, DoorDash DashPass)
- Meal kit delivery subscription (e.g.,HelloFresh, Blue Apron)
- Virtual gym subscription
- Online course/program where students watch pre-recorded lessons

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16% ARE OVER VISITING THE GROCERY STORE / PHARMACY IN-PERSON

Which of the following are you **most likely to stop/cancel** in the next 90 days?

- Making a major purchase that you would have previously held off on
- Ordering groceries online
- Purchasing products online that you would have previously purchased in stores
- Visiting a grocery store or pharmacy in-person
- Gym membership
- TV/Streaming subscription
- Online course/program where students watch pre-recorded lessons
- Ordering food/takeout for delivery
- Purchasing a luxury product that you would have previously held off on
- Relying on delivery service instead of shopping in-stores
- Food delivery service subscription (e.g., Grubhub+, DoorDash DashPass)
- Meal kit delivery subscription (e.g., HelloFresh, Blue Apron)
- Virtual gym subscription
Compared to 12 months ago, how has your **loyalty towards your preferred brands** changed?

- **I am still loyal to the brands I was loyal to 12 months ago**
- **There are some brands that I was loyal to 12 months ago, but I have switched to a different brand since**
- **There are some brands that I was loyal to 12 months ago, but I no longer consider myself loyal to any brand that makes that product(s)**
- **I have never been loyal to brands for certain products**

**OVER HALF OF AMERICANS SAY THEY ARE LOYAL TO SAME BRANDS AFTER 12 MONTHS**

According to a survey by Resonate, 56.4% of Americans say they are loyal to the same brands after 12 months. This figure is based on a wave of the Resonate COVID-19 and Emerging Trends Consumer Flash Study conducted in March 2022.
What is the main reason you are no longer loyal to brands?

1 in 10 Americans abandon brands due to price increases.

- The brand's price increased
- The brand's quality decreased
- The brand supports causes or politicians that I don't support
- The brand uses practices I don't agree with
- None of the above

Nov 15-Dec 2
- The brand's price increased: 8.6%
- The brand supports causes or politicians that I don't support: 3.0%
- None of the above: 0%

Dec 7-Jan 3
- The brand's price increased: 9.1%
- The brand supports causes or politicians that I don't support: 2.9%
- None of the above: 2%

Jan 18-Feb 1
- The brand's price increased: 10.7%
- The brand supports causes or politicians that I don't support: 2.6%
- None of the above: 4%

Feb 1-23
- The brand's price increased: 10.9%
- The brand supports causes or politicians that I don't support: 2.3%
- None of the above: 6%
18% ARE MUCH LESS LIKELY TO BUY FROM BLM SUPPORTING BRANDS

How are you likely to react when you see a Consumer Brand showing support for the group Black Lives Matter or other racial justice protesters in the country?

- Much less likely to purchase from that brand
- Moderately less likely to purchase from that brand
- Slightly less likely to purchase from that brand
- Unchanged in likelihood to purchase from that brand
- Slightly more likely to purchase from that brand
- Moderately more likely to purchase from that brand
- Much more likely to purchase from that brand
POLITICS
18% STRONGLY DISAGREE FEWER UNEMPLOYMENT BENEFITS WILL BOOST WORKFORCE

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?
INSIGHTS FOR TODAY & TOMORROW

Leverage fresh, AI-driven data and continuously updated insights to drive better decisions based on shifting population sentiment.

YOUR ONE-STOP SOLUTION FOR PRIVACY-SAFE INTELLIGENCE TO ACTIVATION

We believe that better understanding leads to better relationships that can drive actions. Resonate combines massive surveys with online behavioral observations of 10 billion daily events to reveal the deepest, proprietary understanding of the U.S. electorate. Our A.I.-powered methodology dynamically updates more than 14,000+ attributes scaled to 230 million individual profiles that enable us to build, model, size and analyze any audience you can think up in a matter of minutes. Any audience built can then be targeted across the entirety of the programmatic ecosystem - CTV, video, display - across all screens.

ABOUT RESONATE

Resonate is a pioneer in A.I.-driven data and intelligence, delivering deep, dynamic insights and activation. The Resonate proprietary, privacy-safe data set includes more than 14,000+ data points that describe over 200 million people. Hundreds of campaigns and organizations use Resonate to drive better strategy and execution fueled by a more comprehensive understanding of their constituents extending far beyond traditional demographics, psychographics, and behavioral data. Empowered with unparalleled technology to drive insight into action, Resonate helps identify, analyze and engage new and critical audiences to help win the battle for hearts and minds.

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

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