DATA TO CREATE OPPORTUNITY OUT OF UNCERTAINTY

Resonate Recent Events Consumer Flash Study, Wave 28
June 2022
INTRODUCTION

If anything is certain, it is that everything is uncertain. Just when consumers began to see the light at the end of the proverbial ‘pandemic tunnel,’ new variants emerged, aggressively moving through school graduations and summer vacations, changing travel requirements. But COVID-19 is not all that’s burdening today’s consumers. Roe vs. Wade changes, Inflation, the war in Ukraine and threats elsewhere, elections in the U.S. and other allied countries, stock market volatility, continued supply chain woes, and more, weigh heavily on the hearts and minds of consumers everywhere.

Just when you were beginning to feel disempowered, Resonate released Wave 28 of our ‘pulse-of-the-consumer’ market research, revealing critical insights on consumer behavior, sentiment, and intent. This latest Resonate Recent Events Flash Study was fielded May 24 - June 7, 2022. Data from the survey is processed through the Resonate AI-driven data engine. This results in powerful, proprietary current event data that is connected to the Resonate core dataset of more than 14,000 attributes, and scaled to 230 million U.S. consumers, making it directly actionable for insights, analytics, and omnichannel activation.

When uncertainty abounds, you can trust Resonate to deliver rich, relevant, up-to-date, privacy-safe data that empowers you to make better data-driven decisions.
BRAND & CONSUMER VALUE ALIGNMENT
44% ARE MORE LIKELY TO PURCHASE BRANDS THAT SUPPORT UKRAINE

How are you likely to react when you see a Consumer Brand show support for each of the following groups/causes?

- **Brand that shows support for Ukraine**

  - Much less likely to purchase from that brand: 5.0%
  - Moderately less likely to purchase from that brand: 2.6%
  - Slightly less likely to purchase from that brand: 2.7%
  - Unchanged in likelihood to purchase from that brand: 46.0%
  - Slightly more likely to purchase from that brand: 13.1%
  - Moderately more likely to purchase from that brand: 10.4%
  - Much more likely to purchase from that brand: 20.3%
In response to Russia invading Ukraine, some businesses have closed all their locations across Russia. To what extent would you be more or less likely to buy a product from a company that did NOT close their locations in Russia after Russia invaded Ukraine?

- Much less likely to purchase from that brand: 23.7%
- Moderately less likely to purchase from that brand: 9.4%
- Slightly less likely to purchase from that brand: 12.2%
- Unchanged in likelihood to purchase from that brand: 43.7%
- Slightly more likely to purchase from that brand: 3.3%
- Moderately more likely to purchase from that brand: 3.2%
- Much more likely to purchase from that brand: 4.6%
How are you likely to react when you see a Consumer Brand show support for each of the following groups/causes?

**Brand that shows support for pro-choice groups or other groups supporting legal abortion**

- Much less likely to purchase from that brand: 13.8%
- Moderately less likely to purchase from that brand: 4.8%
- Slightly less likely to purchase from that brand: 5.4%
- Unchanged in likelihood to purchase from that brand: 43.9%
- Slightly more likely to purchase from that brand: 8.5%
- Moderately more likely to purchase from that brand: 6.6%
- Much more likely to purchase from that brand: 17.1%

32% are more likely to purchase from pro-choice supporting brands.

24% are not likely to purchase from that brand.
34% ARE LESS LIKELY TO PURCHASE FROM PRO-LIFE SUPPORTING BRANDS

How are you likely to react when you see a Consumer Brand show support for each of the following groups/causes? **Brand that shows support for pro-life groups or other groups opposed to legal abortion**

- **Much less likely to purchase from that brand**
  - 21.2%
- **Moderately less likely to purchase from that brand**
  - 6.4%
- **Slightly less likely to purchase from that brand**
  - 6.3%
- **Unchanged in likelihood to purchase from that brand**
  - 42.9%
- **Slightly more likely to purchase from that brand**
  - 6.9%
- **Moderately more likely to purchase from that brand**
  - 4.7%
- **Much more likely to purchase from that brand**
  - 11.7%

**34% NOT PURCHASE**
CONSUMERS ARE ROUGHLY EVEN WHEN CONSIDERING THE IMPORTANCE OF BLM, WITH SUPPORT FOR BRANDS INCREASING IN THE LAST 30 DAYS

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
Much more likely to purchase from that brand
RETAIL BEHAVIOR & SENTIMENT
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.

- Restaurants
- Electronics
- Groceries
- Clothing
- General merchandise (e.g., Walmart, Target, Costco)
- Hardware/building supplies
- Furniture stores
- Bank
- Auto stores
- None of the above

CONSUMERS CONTINUE TO RETURN TO SHOPPING IN-STORE . . .
BUT WITH A RENEWED DESIRE FOR COVID PROTECTIONS

Which of the following would be required in order for you to return to shopping in-store?

- Reduce occupancy of shops
- Forced social distancing
- All staff wearing masks/gloves
- Knowledge of nightly disinfecting of stores
- Ability to pay without contact
- Curbside pick-up
- All customers wearing masks/gloves
- Vaccines having become widely available
OVERALL CONSUMER SENTIMENT
When do you believe the United States’ economy will return to “normal,” as it was before the coronavirus situation began?

ECONOMIC DISMAY INCREASES 8.5%

- 1 to 3 months
- 4 to 6 months
- 7+ months
- Never

July 15-Aug 2: 7.0%
Aug 2-17: 4.4%
Sept 13-27: 5.4%
Oct 4-27: 4.1%
Nov 15-Dec 2: 6.1%
Dec 7-Jan 3: 4.7%
Jan 18-Feb 1: 4.9%
Feb 1-23: 4.9%
Mar 22-Apr 6: 7.2%
Apr 6-29: 7.9%
May 24-June 7: 5.5%
HEALTH-RELATED ANXIETY BACK ON THE RISE

Overall, to what extent are you concerned about the health-related consequences 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

With so much to worry about, consumers' COVID concerns dip.

Which of the following are you concerned about because of the coronavirus situation?

- Personal health-related consequences
- Personal economic-related consequences
- Having an elderly member of my extended family contract the virus
- Having a friend or colleague contract the virus
- Having a child contract the virus
- That there may not be enough hospital beds for all those requiring care
- Having to delay a non-urgent (elective) surgery due to low hospital capacity
- That doctors and nurses may not have enough protective equipment
- Being evicted from your home in the future
- None of the above
WHAT REBOUND? STRONG DECLINES IN CROWDED ACTIVITIES AND TRAVEL

Which of the following do you plan to **do in the next 3 months**?

<table>
<thead>
<tr>
<th>Activity</th>
<th>July 15-Aug 2</th>
<th>Aug 2-17</th>
<th>Sept 13-27</th>
<th>Oct 4-27</th>
<th>Nov 15-Dec 2</th>
<th>Dec 7-Jan 3</th>
<th>Jan 18-Feb 1</th>
<th>Feb 1-23</th>
<th>Mar 22-Apr 6</th>
<th>Apr 6-29</th>
<th>May 24-June 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take a trip to a theme park</td>
<td>14.8%</td>
<td>13.7%</td>
<td>11.3%</td>
<td>11.9%</td>
<td>9.8%</td>
<td>6.9%</td>
<td>9.1%</td>
<td>7.0%</td>
<td>7.3%</td>
<td>8.5%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Go to crowded activities (e.g., movie theaters, concerts, sporting events, etc.)</td>
<td>5.7%</td>
<td>5.3%</td>
<td>5.3%</td>
<td>6.0%</td>
<td>6.9%</td>
<td>9.1%</td>
<td>7.3%</td>
<td>8.5%</td>
<td>9.1%</td>
<td>10.0%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Take a trip on an airplane/train</td>
<td>20.2%</td>
<td>22.8%</td>
<td>18.9%</td>
<td>20.2%</td>
<td>23.0%</td>
<td>17.3%</td>
<td>20.7%</td>
<td>21.7%</td>
<td>25.0%</td>
<td>21.7%</td>
<td>27.4%</td>
</tr>
<tr>
<td>Stay at a large hotel chain</td>
<td>20.5%</td>
<td>22.8%</td>
<td>25.8%</td>
<td>20.8%</td>
<td>23.0%</td>
<td>25.6%</td>
<td>25.0%</td>
<td>27.3%</td>
<td>23.5%</td>
<td>18.0%</td>
<td>22.8%</td>
</tr>
<tr>
<td>Stay at a short-term room/vacation rental (e.g., Airbnb)</td>
<td>21.7%</td>
<td>16.2%</td>
<td>13.6%</td>
<td>16.6%</td>
<td>22.1%</td>
<td>15.2%</td>
<td>24.7%</td>
<td>25.5%</td>
<td>19.3%</td>
<td>25.5%</td>
<td>18.4%</td>
</tr>
<tr>
<td>Travel internationally</td>
<td>20.2%</td>
<td>22.8%</td>
<td>25.8%</td>
<td>20.2%</td>
<td>23.0%</td>
<td>17.3%</td>
<td>20.7%</td>
<td>21.7%</td>
<td>25.0%</td>
<td>21.7%</td>
<td>27.4%</td>
</tr>
<tr>
<td>Dining-in at restaurants</td>
<td>18.8%</td>
<td>16.2%</td>
<td>13.6%</td>
<td>16.6%</td>
<td>22.1%</td>
<td>15.2%</td>
<td>24.7%</td>
<td>25.5%</td>
<td>19.3%</td>
<td>25.5%</td>
<td>18.4%</td>
</tr>
<tr>
<td>None of the above</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Take a trip to a theme park
Take a trip on an airplane/train
Stay at a short-term room/vacation rental (e.g., Airbnb)
Travel internationally
None of the above

Go to crowded activities (e.g., movie theaters, concerts, sporting events, etc.)
Stay at a large hotel chain
Travel within the U.S.
Dining-in at restaurants

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NORMAL HAS BEEN PERMANENTLY REDEFINED

Thinking about the coronavirus situation, how soon do you believe that your life will largely return to normal?
VACCINE BEHAVIOR & SENTIMENT
Whose medical opinions do/did you trust in regard to whether or not you would be willing to get the COVID-19 vaccine?

### FAMILY & FRIENDS, PERSONAL DOCTORS ARE MOST TRUSTED FOR VACCINE ADVICE

<table>
<thead>
<tr>
<th>Month</th>
<th>Personal doctor</th>
<th>Medical professional organizations</th>
<th>Elected politicians</th>
<th>Mainstream media personalities</th>
<th>Friends and family</th>
<th>Online sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 15-Aug 2</td>
<td>51.9%</td>
<td>36.8%</td>
<td>29.1%</td>
<td>10.9%</td>
<td>3.7%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Aug 2-17</td>
<td>51.7%</td>
<td>38.3%</td>
<td>27.6%</td>
<td>10.8%</td>
<td>3.5%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Sept 13-27</td>
<td>55.5%</td>
<td>38.0%</td>
<td>27.5%</td>
<td>11.0%</td>
<td>3.6%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Oct 4-27</td>
<td>55.8%</td>
<td>38.4%</td>
<td>28.0%</td>
<td>10.9%</td>
<td>3.2%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Nov 15-Dec 2</td>
<td>54.4%</td>
<td>35.5%</td>
<td>26.0%</td>
<td>10.9%</td>
<td>3.5%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Dec 7-Jan 3</td>
<td>53.5%</td>
<td>36.3%</td>
<td>27.4%</td>
<td>11.0%</td>
<td>4.0%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Jan 18-Feb 1</td>
<td>56.5%</td>
<td>37.4%</td>
<td>27.5%</td>
<td>10.4%</td>
<td>3.8%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Feb 1-23</td>
<td>53.1%</td>
<td>36.0%</td>
<td>28.3%</td>
<td>11.2%</td>
<td>4.2%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Mar 22-Apr 6</td>
<td>56.1%</td>
<td>36.6%</td>
<td>24.5%</td>
<td>9.9%</td>
<td>3.3%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Apr 6-29</td>
<td>53.7%</td>
<td>35.9%</td>
<td>26.1%</td>
<td>10.5%</td>
<td>4.6%</td>
<td>4.8%</td>
</tr>
<tr>
<td>May 24-June 7</td>
<td>55.2%</td>
<td>34.0%</td>
<td>29.3%</td>
<td>10.1%</td>
<td>4.2%</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

- **Medical professional organizations** (e.g., Society of Pediatric Nurses)
- **Government health workers** (e.g., Dr. Fauci)
- **Alternative media personalities**
- **Online sources** (e.g., blogs, web forums)
10% INCREASE IN AMERICANS WHO ARE VACCINATED

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

[Graph showing percentage of vaccinated Americans by month]

- Already received it
- 1 to 3 months
- 4 to 6 months
- 7+ months
- Never

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
Mar 22-Apr 6
Apr 6-29
May 24-June 7

- 19.2%
- 6.7%
- 19.1%
- 18.3%
- 18.3%
- 18.9%
- 21.0%
- 21.7%
- 22.9%
- 19.4%
- 22.2%
- 19.1%

- 10%
- 9.5%
- 6.7%
- 4.5%
- 4.5%
- 5.2%
- 5.4%
- 5.4%
- 4.6%
- 5.9%
- 5.3%
- 3.7%
- 3.8%

- 0%
- 6.7%
- 3.9%
- 4.7%
- 3.5%
- 4.1%
- 3.7%
- 3.7%
- 3.2%
- 2.2%
- 2.2%

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Recently, the FDA gave emergency approval and recommended that all adults over 18 vaccinated with either Moderna or Pfizer 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?

**17% INCREASE IN THOSE REPORTING THEY’VE RECEIVED THEIR BOOSTER**
Recently, 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.

When do you think you would be most likely to receive your booster vaccine against the coronavirus?
AFTER 3 MONTHS OF INCREASES, VACCINE SAFETY CONCERNS DECLINE

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 trust that existing COVID vaccines are safe
- Want to wait and see how others respond
- Do not believe that I am likely to get sick
- Other/Don’t know
- Concern over possible side effects
- Do not fully understand how COVID vaccines work

May 24-June 8: 7.2%
June 8-25: 7.6%
July 15-Aug 2: 7.7%
Aug 2-17: 7.7%
Aug 13-27: 7.4%
Sept 4-27: 7.2%
Sept 13-Dec 2: 7.0%
Dec 7-Jan 3: 8.4%
Jan 18-Feb 1: 6.1%
Feb 1-23: 7.4%
Mar 22-Apr 6: 7.8%
Apr 6-29: 6.6%
May 24-June 7: 5.0%
Now that the FDA has authorized the COVID vaccine for everyone over the age of 5, how likely are you to vaccinate your child?

- Not at all likely
- Slightly likely
- Moderately likely
- Very likely
- Completely likely
- My children are already vaccinated

**10% increase in parents vaccinating children over age 5**
If the COVID-19 vaccine is authorized for children under the age of 5, how likely are you to vaccinate your child?

- Not at all likely: 3.0% (Mar 22-Apr 6), 1.1% (Apr 6-29), 1.7% (May 24-June 7)
- Slightly likely: 4.4% (Mar 22-Apr 6), 1.2% (Apr 6-29), 1.7% (May 24-June 7)
- Moderately likely: 3.5% (Mar 22-Apr 6), 1.1% (Apr 6-29), 1.4% (May 24-June 7)
- Very likely: 0% (Mar 22-Apr 6), 1.0% (Apr 6-29), 1.2% (May 24-June 7)
- Completely likely: 1% (Mar 22-Apr 6), 2% (Apr 6-29), 2.1% (May 24-June 7)
45% REPORT NO CHALLENGES WITH ACCESS TO AT-HOME COVID TESTS

When it comes to challenges with buying at-home tests, which of the following have you experienced?

- 14.8% When I went to the store to buy an at-home test, they were all sold out
- 8.1% Online delivery of at-home tests was not fast enough to meet my needs
- 6.0% I did not know where to get at-home tests
- 9.3% Limits on the number of tests you could purchase at one time was too low for everyone in my household to get tested
- 7.4% When I needed to show proof of a negative test before attending an event, at-home tests were not accepted
- 3.5% Other
- 23.1% N/A - Have not bought at-home COVID-19 tests
- 24.5% Have not had any challenges buying at-home COVID-19 tests

Mar 22-Apr 6, Apr 6-29, May 24-June 7
When it comes to challenges with buying at-home tests, which of the following have you experienced?

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Mar 22-Apr 6</th>
<th>Apr 6-29</th>
<th>May 24-June 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>When I went to the store to buy an at-home test, they were all sold out</td>
<td>14.8%</td>
<td>12.5%</td>
<td>15.9%</td>
</tr>
<tr>
<td>Online delivery of at-home tests was not fast enough to meet my needs</td>
<td>6.1%</td>
<td>6.1%</td>
<td>8.6%</td>
</tr>
<tr>
<td>I did not know where to get at-home tests</td>
<td>6.0%</td>
<td>5.8%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Limits on the number of tests you could purchase at one time was too low for everyone in my household to get tested</td>
<td>9.3%</td>
<td>10.1%</td>
<td>8.9%</td>
</tr>
<tr>
<td>Limits on the number of tests you could purchase at one time was too low for everyone in my household to get tested</td>
<td>7.4%</td>
<td>8.2%</td>
<td>7.5%</td>
</tr>
<tr>
<td>When I needed to show proof of a negative test before attending an event, at-home tests were not accepted</td>
<td>3.5%</td>
<td>3.3%</td>
<td>3.0%</td>
</tr>
<tr>
<td>N/A - Have not bought at-home COVID-19 tests</td>
<td>23.1%</td>
<td>22.7%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Other</td>
<td>41.0%</td>
<td>44.7%</td>
<td>42.2%</td>
</tr>
<tr>
<td>Have not had any challenges buying at-home COVID-19 tests</td>
<td>0%</td>
<td>5%</td>
<td>10%</td>
</tr>
</tbody>
</table>
26% Surge in Acquisition of Government at-Home COVID Tests

Where do you currently receive for free, buy, or plan to buy at-home COVID tests?

- 37.4% through local or federal government programs
- 31.0% through other online shopping options
- 29.6% through other pharmacy
- 26.5% through other supermarket
- 24.4% do not know or unsure
- 24.6% other
- 22.2% Amazon
- 18.5% through Walgreens
- 16.3% CVS
- 15.4% Target
- 12.8% Walmart
- 6.9% other
- 5.6% don’t know or unsure

Survey dates:
- Mar 22-Apr 6
- Apr 6-29
- May 24-June 7
FINANCIAL BEHAVIOR & SENTIMENT
What is the current quality of the United States economy?

- **Very poor**
- **Poor**
- **Slightly poor**
- **Don't know or unsure**
- **Slightly good**
- **Good**
- **Excellent**

### SUBSTANTIAL INCREASE IN THOSE WHO RATE THE U.S. ECONOMY AS POOR OR VERY POOR

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Very poor</th>
<th>Poor</th>
<th>Slightly poor</th>
<th>Don't know or unsure</th>
<th>Slightly good</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 15-Aug 2</td>
<td>7.0%</td>
<td>7.2%</td>
<td>6.5%</td>
<td>5.0%</td>
<td>6.9%</td>
<td>7.0%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Aug 2-17</td>
<td>1.4%</td>
<td>1.0%</td>
<td>1.1%</td>
<td>0.9%</td>
<td>1.7%</td>
<td>1.4%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Sept 13-27</td>
<td>1.1%</td>
<td>1.7%</td>
<td>1.4%</td>
<td>2.0%</td>
<td>2.6%</td>
<td>2.1%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Oct 4-27</td>
<td>5.0%</td>
<td>6.9%</td>
<td>7.0%</td>
<td>6.8%</td>
<td>7.3%</td>
<td>6.1%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Nov 15-Dec 2</td>
<td>1.4%</td>
<td>1.0%</td>
<td>1.1%</td>
<td>2.0%</td>
<td>2.6%</td>
<td>2.1%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Dec 7-Jan 3</td>
<td>1.7%</td>
<td>1.4%</td>
<td>1.9%</td>
<td>2.0%</td>
<td>2.6%</td>
<td>2.1%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Jan 18-Feb 1</td>
<td>1.9%</td>
<td>2.0%</td>
<td>2.6%</td>
<td>2.1%</td>
<td>2.1%</td>
<td>2.1%</td>
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<td>Feb 1-23</td>
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<tr>
<td>Mar 22-Apr 6</td>
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<tr>
<td>Apr 6-29</td>
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<tr>
<td>May 24-June 7</td>
<td>2.1%</td>
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</table>
CONSUMERS CONTINUE TO FEEL THE PAIN OF PRICE INCREASES . . .

Thinking about the prices you pay for items you purchase regularly (at least once a month), to what extent have you noticed that they have changed in the last 3 months? Include bills such as rent and utility bills.

- 7.0%: I am paying less for my regular purchases
- 18.4%: I am paying the same for my regular purchases
- 43.3%: I am paying more for my regular purchases, but it has not affected my spending habits
- 49.7%: I am paying more for my regular purchases, and have had to make changes or cut corners to accommodate

Mar 22-Apr 6: 7.0%, 16.1%, 34.3%, 40.3%
Apr 6-29: 7.3%, 13.5%, 31.4%, 45.2%
May 24-June 7: 3.4%, 33.5%, 33.5%, 49.7%
AND THEY ARE ACCOMMODATING PRICE INCREASES IN A MULTITUDE OF WAYS

What changes, if any, have you made to accommodate higher prices for your regular purchases?

<table>
<thead>
<tr>
<th>Buying in bulk</th>
<th>Buying cheaper or alternative brands</th>
<th>Cutting out some but not all non-essential purchases</th>
<th>Cutting out all non-essential purchases</th>
<th>Delaying one or more large purchases</th>
<th>Going out less</th>
<th>Rationing/using less products</th>
<th>Other</th>
<th>N/A - have not had to change my spending habits</th>
<th>Going into debt or dipping into savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.5%</td>
<td>12.6%</td>
<td>13.6%</td>
<td>15.5%</td>
<td>16.3%</td>
<td>27.7%</td>
<td>18.5%</td>
<td>1.6%</td>
<td>59.7%</td>
<td>8.6%</td>
</tr>
<tr>
<td>20%</td>
<td>25.4%</td>
<td>22.6%</td>
<td>23.7%</td>
<td>19.0%</td>
<td>29.9%</td>
<td>20.6%</td>
<td>2.0%</td>
<td>54.8%</td>
<td>11.9%</td>
</tr>
<tr>
<td>30%</td>
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<td>21.1%</td>
<td>20.3%</td>
<td>19.4%</td>
<td>15.9%</td>
<td>18.5%</td>
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<td>50.3%</td>
<td>8.6%</td>
</tr>
<tr>
<td>40%</td>
<td>14.5%</td>
<td>15.5%</td>
<td>19.0%</td>
<td>24.8%</td>
<td>20.6%</td>
<td>20.6%</td>
<td>2.4%</td>
<td>54.8%</td>
<td>12.5%</td>
</tr>
<tr>
<td>50%</td>
<td>23.6%</td>
<td>20.3%</td>
<td>24.8%</td>
<td>27.7%</td>
<td>29.9%</td>
<td>20.6%</td>
<td>1.6%</td>
<td>54.8%</td>
<td>12.5%</td>
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<tr>
<td>60%</td>
<td>23.7%</td>
<td>23.7%</td>
<td>27.7%</td>
<td>29.9%</td>
<td>29.9%</td>
<td>29.9%</td>
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<td>12.5%</td>
</tr>
<tr>
<td>70%</td>
<td>14.5%</td>
<td>23.7%</td>
<td>27.7%</td>
<td>29.9%</td>
<td>29.9%</td>
<td>29.9%</td>
<td>2.0%</td>
<td>54.8%</td>
<td>12.5%</td>
</tr>
</tbody>
</table>
WORK LIFE
11% INCREASE IN THOSE REQUIRED TO WORK IN THE OFFICE

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

[Graph showing the percentage of employees required to work in the office over time]
Are you planning on leaving your current job based on the work situation post-COVID-19?

**DESPITE STRONG LABOR MARKET, 45% OF EMPLOYEES PLAN TO STAY**

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Yes</th>
<th>No</th>
<th>Don't know or unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 15-Aug 2</td>
<td>4.6%</td>
<td>3.9%</td>
<td></td>
</tr>
<tr>
<td>Aug 2-17</td>
<td>6.5%</td>
<td>3.6%</td>
<td></td>
</tr>
<tr>
<td>Sept 13-27</td>
<td>6.3%</td>
<td>2.8%</td>
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</tr>
<tr>
<td>Oct 4-27</td>
<td>5.2%</td>
<td>3.2%</td>
<td></td>
</tr>
<tr>
<td>Nov 15-Dec 2</td>
<td>5.5%</td>
<td>3.8%</td>
<td></td>
</tr>
<tr>
<td>Dec 7-Jan 3</td>
<td>5.5%</td>
<td>3.4%</td>
<td></td>
</tr>
<tr>
<td>Jan 18-Feb 1</td>
<td>6.1%</td>
<td>4.5%</td>
<td></td>
</tr>
<tr>
<td>Feb 1-23</td>
<td>5.6%</td>
<td>3.6%</td>
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<td>May 24-June 7</td>
<td>4.7%</td>
<td>4.0%</td>
<td></td>
</tr>
</tbody>
</table>
32% DECREASE IN WORKERS PLANNING TO RELOCATE

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.
POLITICS
Recently, in response to Russia invading Ukraine, President Biden banned the importing of gas and oil from Russia in order to put more strain on their economy and pressure the Russian government to pull out of their war in Ukraine. To what extent do you agree or disagree with the following statement:

America should continue to ban the importing of Russian gas and oil in response to Russia's invasion of Ukraine, even if it means higher gas prices for Americans.

**PAIN AT THE PUMPS PROMPTS A 10% DECREASE IN STRONG SUPPORT FOR BAN ON RUSSIAN OIL**
On May 2nd, a draft of a Supreme Court decision, scheduled to be released in June, was leaked and showed that the Supreme Court was planning on overturning Roe v Wade, which in 1973 established a woman's right to get an abortion. If Roe v Wade is overturned, then abortion would become illegal in certain states and legal in others based on the decisions of their state's legislatures. **To what extent do you support or oppose the Supreme Court overturning Roe v Wade?**

- **Strongly oppose**: 43.2%
- **Somewhat oppose**: 7.9%
- **Neither support nor oppose**: 22.5%
- **Somewhat support**: 8.7%
- **Strongly support**: 17.6%
If the Supreme Court overturned Roe v Wade, which of the following would you be very concerned about happening?

- Republicans winning control of congress and passing a nationwide ban on abortion: 32.6%
- Democrats mobilizing and preventing Republicans from taking control of congress in 2022: 14.5%
- "Back-alley" abortions leading to a drastic increase in women dying from botched abortions: 49.9%
- The Supreme Court going further and allow states to ban on contraceptives like birth control and IUDs: 39.1%
- The Supreme Court overruling other previously established rights including private sexual activity, same-sex marriage and interracial marriage: 37.2%
- Victims of rape or incest having to carry their rapist's child to term: 52.1%
- None of the above: 22.2%
46% are more likely to vote if Roe v Wade is overturned.

If the Supreme Court overturned Roe v Wade, and the right to have an abortion was left up to the states to decide, to what extent would you be more or less likely to vote in the 2022 midterm elections?

- Much less likely: 2.7%
- Somewhat less likely: 2.2%
- No different: 49.1%
- Somewhat more likely: 11.9%
- Much more likely: 34.1%
17% SAY MEDICAL PROVIDERS SHOULD BE PUNISHED FOR PERFORMING AN ABORTION

If a woman were to get an abortion, who do you think should be punished?

- Doctors and hospitals providing abortions: 17.0%
- The woman getting the abortion: 14.5%
- Anyone else assisting (e.g., the person providing transportation or resources to get to/schedule the appointment): 12.1%
- Nobody: 73.5%
DATA THAT KEEPS PACE WITH CHANGE

Leverage continuously updated, AI-driven data to drive better decisions.

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Better understanding is key to growth in today’s ever-changing consumer landscape. Resonate provides the most updated, comprehensive consumer understanding. Our AI-data engine creates 14,000+ attributes scaled to 230 million individual profiles, easily accessed in our marketer-friendly Resonate Ignite Platform. This allows you to build, model, size, and analyze any audience in minutes for use in persona development, segmentation, targeting, and more. When you are ready to engage these newly discovered audiences, simply activate directly to target across the programmatic ecosystem - CTV, video, display or deploy to your CRM, website, or e-commerce application.

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