Summer is fast approaching, and consumers are riding the waves of change as best they can amid even more economic and political uncertainty. As consumers continue to adapt to new changes and challenges, they'll look to you to create unique, uplifting experiences and messaging that resonate with them. We'll provide the data.

Resonate empowers brands 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.

Two years into the pandemic, Resonate is continuing to track the sentiment of the U.S. population, 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, we are keeping a pulse on what will impact their day-to-day decisions. 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 April 6th and April 29th, 2022, and is scaled to 230 million U.S. consumers.

See it in Action
GENERAL
OVERALL, CONSUMERS’ HEALTH CONCERNS DECREASED SLIGHTLY

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

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

![Graph showing the decrease in health concerns from March 2020 to April 2022. The percentages are shown for each week, with a notable decline in concern over time.][1]

CONCERNS OVER THE ECONOMY BEGIN TO EMERGE

Overall, to what extent are you concerned about the economic-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

MONTH-WEEKLY INCREASE

March 22-29: 31.3%
April 20-26: 25.5%
May 1-7: 23.1%
May 8-14: 24.4%
May 15-21: 22.8%
May 22-28: 18.9%
June 1-7: 26.1%
June 8-14: 24.7%
June 15-21: 21.0%
June 22-28: 22.4%
July 1-7: 16.7%
July 8-14: 19.8%
July 15-21: 17.3%
July 22-28: 19.2%
August 1-7: 5.3%
August 8-14: 4.1%
August 15-21: 5.0%
August 22-28: 3.9%
September 1-7: 5.4%
September 8-14: 4.1%
September 15-21: 5.0%
September 22-28: 5.3%
October 1-7: 3.9%
October 8-14: 5.0%
October 15-21: 4.1%
October 22-28: 5.3%
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November 8-14: 5.0%
November 15-21: 4.1%
November 22-28: 3.9%
December 1-7: 3.5%
December 8-14: 5.0%
December 15-21: 4.1%
December 22-28: 4.1%
January 1-7: 5.4%
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February 8-14: 5.0%
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May 22-28: 5.0%
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June 15-21: 4.1%
June 22-28: 5.0%
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October 15-21: 4.1%
October 22-28: 5.0%
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November 8-14: 5.0%
November 15-21: 4.1%
November 22-28: 5.0%
December 1-7: 3.9%
December 8-14: 5.0%
December 15-21: 4.1%
December 22-28: 5.0%
CONCERNS ABOUT CHILDREN CONTRACTING COVID ARE INCREASING, ALONG WITH ECONOMIC CONCERNS

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

- **CONCERNS ABOUT CHILDREN CONTRACTING COVID ARE INCREASING, ALONG WITH ECONOMIC CONCERNS**
  - 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

**Nov 15-Dec 2**
- Personal health-related consequences: 42.5%
- Personal economic-related consequences: 37.2%
- Having an elderly member of my extended family contract the virus: 30.6%
- Having a child contract the virus: 27.5%
- Having a friend or colleague contract the virus: 15.1%
- That there may not be enough hospital beds for all those requiring care: 7.9%
- Having to delay a non-urgent (elective) surgery due to low hospital capacity: 10.6%
- That doctors and nurses may not have enough protective equipment: 9.4%
- Being evicted from your home in the future: 5%

**Dec 7-Jan 3**
- Personal health-related consequences: 40.2%
- Personal economic-related consequences: 34.5%
- Having an elderly member of my extended family contract the virus: 30.7%
- Having a child contract the virus: 25.5%
- Having a friend or colleague contract the virus: 16.4%
- That there may not be enough hospital beds for all those requiring care: 10.6%
- Having to delay a non-urgent (elective) surgery due to low hospital capacity: 9.4%
- That doctors and nurses may not have enough protective equipment: 7.9%
- Being evicted from your home in the future: 5%

**Jan 18-Feb 1**
- Personal health-related consequences: 45.2%
- Personal economic-related consequences: 37.4%
- Having an elderly member of my extended family contract the virus: 30.5%
- Having a child contract the virus: 19.8%
- Having a friend or colleague contract the virus: 12.2%
- That there may not be enough hospital beds for all those requiring care: 8.4%
- Having to delay a non-urgent (elective) surgery due to low hospital capacity: 3.8%
- That doctors and nurses may not have enough protective equipment: 6.3%
- Being evicted from your home in the future: 5%

**Feb 1-23**
- Personal health-related consequences: 43.3%
- Personal economic-related consequences: 35.0%
- Having an elderly member of my extended family contract the virus: 30.2%
- Having a child contract the virus: 18.6%
- Having a friend or colleague contract the virus: 8.4%
- That there may not be enough hospital beds for all those requiring care: 3.8%
- Having to delay a non-urgent (elective) surgery due to low hospital capacity: 3.8%
- That doctors and nurses may not have enough protective equipment: 6.3%
- Being evicted from your home in the future: 5%

**Mar 22-Apr 6**
- Personal health-related consequences: 44.9%
- Personal economic-related consequences: 36.0%
- Having an elderly member of my extended family contract the virus: 33.2%
- Having a child contract the virus: 24.3%
- Having a friend or colleague contract the virus: 24.3%
- That there may not be enough hospital beds for all those requiring care: 23.3%
- Having to delay a non-urgent (elective) surgery due to low hospital capacity: 23.3%
- That doctors and nurses may not have enough protective equipment: 23.3%
- Being evicted from your home in the future: 5%

**Apr 6-29**
- Personal health-related consequences: 40.8%
- Personal economic-related consequences: 40.7%
- Having an elderly member of my extended family contract the virus: 28.8%
- Having a child contract the virus: 24.1%
- Having a friend or colleague contract the virus: 19.8%
- That there may not be enough hospital beds for all those requiring care: 16.6%
- Having to delay a non-urgent (elective) surgery due to low hospital capacity: 16.6%
- That doctors and nurses may not have enough protective equipment: 16.6%
- Being evicted from your home in the future: 5%

Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 27, May 2022
When do you believe the United States economy will return to "normal," as it was before the coronavirus situation began?

27% BELIEVE U.S. ECONOMY WILL NEVER BE BACK TO NORMAL

- 7.0% Believe 1 to 3 months
- 10.9% Believe 4 to 6 months
- 15.4% Believe 7+ months
- 27.0% Believe Never
VACCINE SENTIMENT
CONSUMERS AREN’T SURE WHO TO TRUST WHEN IT COMES TO VACCINES

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

CONSUMERS AREN’T SURE WHO TO TRUST WHEN IT COMES TO VACCINES

Whose medical opinions do/did you trust in regard to whether or not you would be willing to get the COVID-19 vaccine?
SLIGHTLY MORE AMERICANS SAY THEY WILL NEVER BE FULLY VACCINATED

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

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Mar 22-Apr 6</th>
<th>Apr 6-29</th>
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</thead>
<tbody>
<tr>
<td>Not at all likely</td>
<td>9.0%</td>
<td>10.6%</td>
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<tr>
<td>Slightly likely</td>
<td>2.3%</td>
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<tr>
<td>Moderately likely</td>
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<td>Very likely</td>
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<tr>
<td>Completely likely</td>
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<tr>
<td>My children are already vaccinated</td>
<td>13.0%</td>
<td>13.4%</td>
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CONFIDENCE IN COVID-19 VACCINES IS WAVERING

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
**30% STRONGLY DISAGREE WITH PROOF OF VACCINATION MANDATE**

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)?

<table>
<thead>
<tr>
<th>Month</th>
<th>Strongly disagree</th>
<th>Moderately disagree</th>
<th>Slightly disagree</th>
<th>Neither agree nor disagree</th>
<th>Slightly agree</th>
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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?

Split Views on Employee Proof of Vaccination Requirement

- Strongly disagree
- Moderately disagree
- Slightly disagree
- Neither agree nor disagree
- Slightly agree
- Moderately agree
- Strongly agree

[Graph showing changes in percentages over time]
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?

**Disagreement with Schools’ Proof of Vaccination Requirement Increases**

**Timeframes:**
- 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

**Likelihood of Disagreement:**
- Strongly disagree
- Moderately disagree
- Slightly disagree
- Neither agree nor disagree
- Slightly agree
- Moderately agree
- Strongly agree

**Numbers:**
- 0%
- 5%
- 10%
- 15%
- 20%
- 25%
- 30%
- 35%

**Graph Values:**
- Sept 13-27: 4.1%
- Oct 4-27: 4.1%
- Nov 15-Dec 2: 4.6%
- Dec 7-Jan 3: 4.2%
- Jan 18-Feb 1: 4.7%
- Feb 1-23: 4.6%
- Mar 22-Apr 6: 4.3%
- Apr 6-29: 4.4%

**Analysis:**
- The likelihood of disagreement has increased over time.
- September to October showed a slight increase, with 4.1% disagreement.
- December to January showed a significant increase, with 4.7% disagreement.
- March to April showed a slight decrease, with 4.3% disagreement.

**Conclusion:**
- The trend indicates a growing resistance to schools mandating proof of vaccination.
WORK LIFE
MARKET SHIFTS AWAY FROM WORK FROM 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
If you were required to attend a work event, what form would you prefer that event be in?

14% increase in Americans who prefer in-person work events.
WORKERS PLANNING TO RELOCATE UP 41%

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.
What are the main reasons you changed jobs, are looking for a new job, or are leaving the workforce?

HIGHER PAY IS #1 REASON AMERICANS SWITCH JOBS/LEAVE WORKFORCE

- 8.3% The pandemic proved my job security was unstable
- 6.0% The pandemic caused me to reevaluate my priorities
- 5.1% Looking for a permanently remote/work-from-home position
- 6.0% Looking for higher pay
- 5.0% Looking for better benefits
- 4.6% Looking for safer work conditions
- 4.1% Job did not respect employees' work-life balance
- 4.1% I was not passionate about the work I was doing
- 3.7% Poor management
- 2.2% Job required me to get vaccinated or wear a mask during work
- 1.5% Poor management
TRAVEL
1 IN 5 TRAVEL PLANS HAVE CHANGED DUE TO THE PANDEMIC

As a result of the coronavirus situation, have you initiated the cancellation of an existing airline or hotel reservation?

[Graph showing percentage changes over time]
OVER 35% SAY LEISURE TRAVEL WILL RETURN TO NORMAL IN 1-3 MONTHS

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

32% THINK BUSINESS TRAVEL WILL RETURN TO NORMAL IN 7+ MONTHS

- 29.6% think business travel will return to normal in 7+ months
- 35.2% think it will return in 4-6 months
- 36.2% think it will return in 1-3 months
- 33.0% think it will never return

BOOM IN TRAVEL REBOOKINGS SINCE FEBRUARY

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.

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?

ONLY 2% RATE THE U.S. ECONOMY AS EXCELLENT

Resonate COVID-19 and Emerging Trends Consumer Flash Study: Wave 27, May 2022

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NEARLY 30% SAY THEY’RE STRUGGLING TO PAY FOR NECESSITIES

Which of the following statements best describes your own personal financial situation?

- **Times are hard:** struggling to pay for necessities
- **Getting by:** able to pay for necessities, with maybe a little money left over
- **Living comfortably:** more than able to pay for necessities, with a cushion of money in reserve
SPENDING CONTINUES TO RISE DESPITE MARKET CONDITIONS

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

[Graph showing spending trends from July 15-Aug 2 to Apr 6-29]
CONSUMER SAVINGS ARE IN DECLINE

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

<table>
<thead>
<tr>
<th>Period</th>
<th>Saving more than I was before</th>
<th>Saving about the same as</th>
<th>Saving less than I was before</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 15-Aug 2</td>
<td>23.1%</td>
<td>21.8%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Aug 2-17</td>
<td>26.1%</td>
<td>24.1%</td>
<td>22.2%</td>
</tr>
<tr>
<td>Sept 13-27</td>
<td>24.1%</td>
<td>22.2%</td>
<td>21.6%</td>
</tr>
<tr>
<td>Oct 4-27</td>
<td>27.7%</td>
<td>24.7%</td>
<td>21.6%</td>
</tr>
<tr>
<td>Nov 15-Dec 2</td>
<td>27.8%</td>
<td>27.4%</td>
<td>20.8%</td>
</tr>
<tr>
<td>Dec 7-Jan 3</td>
<td>30.4%</td>
<td>31.4%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Jan 18-Feb 1</td>
<td>34.9%</td>
<td>34.9%</td>
<td>19.3%</td>
</tr>
<tr>
<td>Feb 1-23</td>
<td>34.9%</td>
<td>34.9%</td>
<td>20.9%</td>
</tr>
<tr>
<td>Mar 22-Apr 6</td>
<td>34.9%</td>
<td>34.9%</td>
<td>20.9%</td>
</tr>
<tr>
<td>Apr 6-29</td>
<td>34.9%</td>
<td>34.9%</td>
<td>20.9%</td>
</tr>
</tbody>
</table>
Which of the following financial changes are you adopting because of the onset of the coronavirus situation?

- Use contactless payment
- Changed or started looking for a new job in the same industry
- Retire earlier
- Leave workforce
- Invest higher in stock markets
- Changed or started looking for a new job in a different industry

PANDEMIC-RELATED FINANCIAL CHANGES CONTINUE

Nov 15-Dec 2
- Use contactless payment: 6.4%
- Changed or started looking for a new job in the same industry: 5.0%
- Retire earlier: 5.9%
- Leave workforce: 6.2%
- Invest higher in stock markets: 7.1%
- Changed or started looking for a new job in a different industry: 6.1%

Dec 7-Jan 3
- Use contactless payment: 6.6%
- Changed or started looking for a new job in the same industry: 5.9%
- Retire earlier: 9.1%
- Leave workforce: 6.2%
- Invest higher in stock markets: 7.1%
- Changed or started looking for a new job in a different industry: 6.1%

Jan 18-Feb 1
- Use contactless payment: 8.6%
- Changed or started looking for a new job in the same industry: 6.1%
- Retire earlier: 10.3%
- Leave workforce: 7.1%
- Invest higher in stock markets: 6.1%
- Changed or started looking for a new job in a different industry: 6.8%

Feb 1-23
- Use contactless payment: 12.7%
- Changed or started looking for a new job in the same industry: 12.3%
- Retire earlier: 13.7%
- Leave workforce: 10.0%
- Invest higher in stock markets: 6.5%
- Changed or started looking for a new job in a different industry: 11.3%

Mar 22-Apr 6
- Use contactless payment: 12.4%
- Changed or started looking for a new job in the same industry: 13.7%
- Retire earlier: 11.5%
- Leave workforce: 10.1%
- Invest higher in stock markets: 6.5%
- Changed or started looking for a new job in a different industry: 10.1%

Apr 6-29
- Use contactless payment: 13.6%
- Changed or started looking for a new job in the same industry: 10.7%
- Retire earlier: 9.9%
- Leave workforce: 6.6%
- Invest higher in stock markets: 6.0%
- Changed or started looking for a new job in a different industry: 6.5%
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.

45% HAD TO CHANGE BEHAVIOR AS A RESULT OF PRICE INCREASES

- I am paying less for my regular purchases: 7.0%
- I am paying the same for my regular purchases: 16.1%
- I am paying more for my regular purchases, but it has not affected my spending habits: 34.3%
- I am paying more for my regular purchases, and have had to make changes or cut corners to accommodate: 45.2%
Recently there has been reporting about supply chain shortages causing products to be low in stock, unavailable, or delayed during shipping. About how often are you unable to get a product you regularly buy on time, whether it be from unavailability or shipping delays?

**OVER 80% CANNOT GET A PRODUCT ON TIME**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Mar 22-Apr 6</th>
<th>Apr 6-29</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>24.1%</td>
<td>21.6%</td>
</tr>
<tr>
<td>1 to 2 times a month</td>
<td>47.6%</td>
<td>47.7%</td>
</tr>
<tr>
<td>3 to 6 times a month</td>
<td>21.9%</td>
<td>23.8%</td>
</tr>
<tr>
<td>7 to 10 times a month</td>
<td>4.0%</td>
<td>4.9%</td>
</tr>
<tr>
<td>More than 10 times a month</td>
<td>2.4%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>
What changes have you made to your purchasing habits due to these shortages?

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Mar 22-Apr 6</th>
<th>Apr 6-29</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying products earlier than I need them</td>
<td>25.9%</td>
<td>27.3%</td>
</tr>
<tr>
<td>Buying products when I see them available as opposed to when I need them</td>
<td>35.0%</td>
<td>35.8%</td>
</tr>
<tr>
<td>Making extra trips to the stores for items that weren't in stock</td>
<td>19.6%</td>
<td>21.0%</td>
</tr>
<tr>
<td>Going to multiple locations/stores to find the product I need</td>
<td>27.2%</td>
<td>29.8%</td>
</tr>
<tr>
<td>Buying different brands of the same product</td>
<td>27.2%</td>
<td>29.8%</td>
</tr>
<tr>
<td>Other</td>
<td>2.5%</td>
<td>2.8%</td>
</tr>
<tr>
<td>I have not made any changes</td>
<td>7.5%</td>
<td>7.5%</td>
</tr>
<tr>
<td>N/A - Have not noticed any supply shortages</td>
<td>24.1%</td>
<td>21.6%</td>
</tr>
</tbody>
</table>
75% HAVE SEEN PRICE INCREASES, MOST SIGNIFICANTLY IN GAS & FOOD

Over the last 3 months, for which of the following products have you seen prices go up? Please select all that apply.

Utilities
Rent
Gas
Meat, poultry, fish
Produce (fresh fruit and vegetables)
Eggs, milk, cheese, and other dairy
Prepared food (restaurants, fast food, etc.)
Tobacco or alcohol
Health care and prescription drugs
Other grocery items
Clothing and shoes
Household items
Other
N/A - Have not seen prices going up

Mar 22-Apr 6
Apr 6-29
RETAIL
Which of the following would be required in order for you to return to shopping in stores?

- Reduce occupancy of shops
- Forced social distancing
- All customers wearing masks/gloves
- Curbside pick-up
- Knowledge of nightly disinfecting of stores
- Ability to pay without contact
- All staff wearing masks/gloves
- Vaccines having become widely available

May 11-18: 45.5%
June 29-July 6: 47.9%
August 22-28: 50.0%
October 5-13: 45.4%
December 15-Jan 6: 41.5%
February 2-16: 30.8%
May 24-June 8: 27.1%
November 23-Dec 14: 16.9%
January 18-Feb 1: 19.1%
March 22-April 6: 21.9%
April 1-14: 18.7%
April 14-May 5: 20.4%
May 24-June 8: 23.2%
June 8-25: 20.4%
November 15-Dec 2: 18.6%
December 7-Jan 3: 18.3%
February 2-23: 18.6%
March 22-April 6: 18.3%
April 1-14: 14.8%
April 14-May 5: 14.8%
CONSUMERS EXPECT FEWER PANDEMIC PRECAUTIONS

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.

- Once I see/hear about others going
- When the rate of deaths/infections significantly decrease
- Everyone wearing masks/gloves
- When over 80% of Americans are fully vaccinated
- Forced social distancing
- Never
- Don’t know or not sure

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-July 14
July 15-Aug 2
Aug 2-July 14

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

IN-STORE BROWSING CONTINUES TO DECLINE SLIGHTLY

Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 27, May 2022

Curbside pickup
Same-day delivery
Browsing and buying in a physical store
None of the above


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<thead>
<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Browsing and buying in a physical store</td>
<td>67.5%</td>
<td>66.3%</td>
<td>68.6%</td>
<td>67.5%</td>
<td>63.0%</td>
<td>62.0%</td>
<td>62.0%</td>
<td>62.9%</td>
<td>61.9%</td>
<td>60.5%</td>
</tr>
<tr>
<td>Same-day delivery</td>
<td>35.6%</td>
<td>37.5%</td>
<td>33.8%</td>
<td>36.5%</td>
<td>30.8%</td>
<td>31.7%</td>
<td>33.4%</td>
<td>31.5%</td>
<td>30.0%</td>
<td>31.9%</td>
</tr>
<tr>
<td>Curbside pickup</td>
<td>33.3%</td>
<td>35.4%</td>
<td>32.4%</td>
<td>35.7%</td>
<td>28.6%</td>
<td>31.8%</td>
<td>32.5%</td>
<td>32.2%</td>
<td>29.2%</td>
<td>31.0%</td>
</tr>
<tr>
<td>None of the above</td>
<td>9.2%</td>
<td>8.7%</td>
<td>9.4%</td>
<td>8.7%</td>
<td>13.6%</td>
<td>12.5%</td>
<td>11.2%</td>
<td>11.9%</td>
<td>13.1%</td>
<td>13.7%</td>
</tr>
</tbody>
</table>
CONVENIENCE STILL THE TOP REASON PEOPLE ORDER GROCERIES ONLINE

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

- Saves time
- Don’t have to take kid(s) to the store
- Easier to choose groceries
- Unable to go in person
- Can schedule delivery time
- No rush while ordering online
- Convenience
- Reduces food waste
- Other

Saves time: 16.1% to 7.6%
Don't have to take kid(s) to the store: 11.5% to 4.6%
Easier to choose groceries: 10.2% to 3.4%
Unable to go in person: 7.5% to 0.9%
Can schedule delivery time: 10.5% to 1.1%
No rush while ordering online: 8.1% to 1.3%
Convenience: 14.9% to 5.0%
Reduces food waste: 9.3% to 0.9%
Other: 1.3% to 0.9%
15% WILL CANCEL STREAMING SUBSCRIPTION IN NEXT 90 DAYS

Which of the following are you most likely to stop/cancel in the next 90 days?
Compared to 12 months ago, how has your loyalty towards your preferred brands changed?

- **SLIGHT DECREASE IN LOYALTY TO SAME BRANDS AFTER 12 MONTHS**

- **59.5%**
- **58.1%**
- **56.4%**
- **54.9%**
- **53.1%**
- **51.6%**

- **19.3%**
- **19.9%**
- **19.4%**
- **21.4%**
- **20.9%**
- **20.8%**

- **5.10%**
- **5.79%**
- **5.53%**
- **6.37%**
- **6.86%**
- **7.66%**

- 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
What is the main reason you are no longer loyal to a brand?

- 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

BRAND ABANDONMENT INCREASES AS A RESULT OF HIGHER PRICES

The brand's price increased
SOCIAL JUSTICE
BLM SUPPORT DOES NOT DRIVE PURCHASE BEHAVIOR FOR 18% OF CONSUMERS

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?
18% UNEMPLOYMENT BENEFITS SHOULD BE REDUCED

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?
AMERICANS GENERALLY SUPPORT THE POLICE

Which of the following police reforms do you support?

- Completely defund police departments and implement a new civilian oversight organization: 6.9% (Mar 22-Apr 6) 6.5% (Apr 6-29)
- Increase funding to police departments: 37.7% (Mar 22-Apr 6) 37.3% (Apr 6-29)
- Decrease funding to police departments and/or reallocate funding to provide more diverse and tactical training: 17.6% (Mar 22-Apr 6) 18.0% (Apr 6-29)
- Demilitarize the police: 16.1% (Mar 22-Apr 6) 16.5% (Apr 6-29)
- Decriminalize/de-prioritize the policing of minor, non-violent offenses: 23.3% (Mar 22-Apr 6) 25.0% (Apr 6-29)
- Implement an oversight structure(s) to investigate police misconduct: 37.4% (Mar 22-Apr 6) 37.9% (Apr 6-29)
- End for-profit policing (end department quotas for tickets/arrests, etc.): 37.4% (Mar 22-Apr 6) 38.5% (Apr 6-29)
- End qualified immunity which prohibits victims from bringing civil suits against the police except in the most egregious circumstances: 23.8% (Mar 22-Apr 6) 23.4% (Apr 6-29)
- Reduce or eliminate federal funding for police departments that don’t follow national guidelines: 18.3% (Mar 22-Apr 6) 19.4% (Apr 6-29)
- No police reform is necessary: 16.4% (Mar 22-Apr 6) 16.0% (Apr 6-29)
58% OF AMERICANS SUPPORT THE US REMAINING IN NATO

The North Atlantic Treaty Organization (NATO) is a military pact between the US, Canada and 28 European countries, which was founded after World War 2 in response to the Soviet Union creating their own military pact. To what extent do you support or oppose the US remaining in NATO?

- Strongly oppose: 4.2% (Mar 22-Apr 6), 4.6% (Apr 6-29)
- Somewhat oppose: 5.5% (Mar 22-Apr 6), 5.8% (Apr 6-29)
- Neither support nor oppose: 30.3% (Mar 22-Apr 6), 31.8% (Apr 6-29)
- Somewhat support: 25.1% (Mar 22-Apr 6), 24.6% (Apr 6-29)
- Strongly support: 34.9% (Mar 22-Apr 6), 33.2% (Apr 6-29)
OVER HALF OF AMERICANS SUPPORT OTHERS’ FIGHT FOR DEMOCRACY

Looking at the possible approaches to American foreign policy, which ideology most closely describes your position:

Promoting democracy is in the US’ best interest and sending troops to countries to force regime change is necessary at times to protect against future attacks

If local citizens and military are justified and willing to fight for their democracy, the US should provide intelligence, supplies, equipment, and aid, but America should only send troops in response to a direct attack on America

The US should only send money, troops and equipment in response to a direct attack on America and let other countries handle their foreign affairs even if they ask for the US’ involvement

Mar 22-Apr 6

Apr 6-29
64% OF AMERICANS SUPPORT THE BAN ON RUSSIAN OIL

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.

- Strongly disagree: 5.6% (5.9%)
- Somewhat disagree: 5.9% (6.2%)
- Neither agree nor disagree: 23.4% (23.8%)
- Somewhat agree: 22.3% (22.3%)
- Strongly agree: 42.8% (41.7%)

Research dates:
Mar 22-Apr 6
Apr 6-29
42% AGREE THAT NUCLEAR POWER IS LESS RISKY THAN IMPORTED OIL

To what extent do you agree or disagree with the following statement:

There are fewer risks involved with getting energy from nuclear energy powerplants than there are with getting energy from gas and oil imported from places like Russia, Saudi Arabia, or Venezuela.

<table>
<thead>
<tr>
<th>Agreement Level</th>
<th>Mar 22-Apr 6</th>
<th>Apr 6-29</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>5.6%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>7.9%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>43.9%</td>
<td>43.9%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>23.0%</td>
<td>23.4%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>19.5%</td>
<td>18.2%</td>
</tr>
</tbody>
</table>
INSIGHTS FOR TODAY & TOMORROW

PRIVACY-SAFE INTELLIGENCE THAT DRIVES CUSTOMER LIFETIME VALUE

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 ecommerce application.

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