Understand & Act with Pulse-of-the-Consumer Research

Resonate Recent Events Consumer Flash Study, Wave 29
July 2022
A great man once said, “Knowing is half the battle.” The other half is acting. Wave 29 of the Resonate Recent Events series is here (and also in the user-friendly Resonate Ignite platform for Resonate clients). This ‘pulse-of-the-consumer’ market research empowers you to know AND act, revealing critical insights on consumer behavior, sentiment, and intent and making it easy for you to take the next right action to acquire, upsell or retain customers.

This latest Resonate Recent Events Flash Study was fielded in late June. Data from the survey is processed through the Resonate AI-driven data engine, connected to the Resonate core dataset, and scaled to 230 million U.S. consumers (or to your customer database if you choose). This report is a summary of key findings, but the real power comes when you log in to the Resonate Ignite platform to research, analyze and activate your audience and achieve your goals.

Understanding and acting, that’s the goal of Resonate. We deliver rich, relevant, up-to-date, privacy-safe data that empowers your data-driven marketing.
BRAND & CONSUMER VALUE ALIGNMENT
CONSUMERS WHO VALUE BRANDS THAT SUPPORT UKRAINE INCREASES

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% (May 24-June 7), 5.0% (June 10-16)
- Moderately less likely to purchase from that brand: 2.6% (May 24-June 7), 2.7% (June 10-16)
- Slightly less likely to purchase from that brand: 2.7% (May 24-June 7), 3.7% (June 10-16)
- Unchanged in likelihood to purchase from that brand: 46.0% (May 24-June 7), 42.4% (June 10-16)
- Slightly more likely to purchase from that brand: 13.1% (May 24-June 7), 13.4% (June 10-16)
- Moderately more likely to purchase from that brand: 10.4% (May 24-June 7), 10.7% (June 10-16)
- Much more likely to purchase from that brand: 20.3% (May 24-June 7), 22.1% (June 10-16)
CONSUMERS' DISDAIN FOR BRANDS WHO REMAINED OPEN IN RUSSIA POST-INVASION INCREASES

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?

May 24-June 7 | June 10-16

- Much less likely to purchase from that brand: 26.3% | 23.7%
- Moderately less likely to purchase from that brand: 10.5% | 9.4%
- Slightly less likely to purchase from that brand: 12.7% | 12.2%
- Unchanged in likelihood to purchase from that brand: 43.7% | 40.4%
- Slightly more likely to purchase from that brand: 3.0% | 3.3%
- Moderately more likely to purchase from that brand: 2.9% | 3.2%
- Much more likely to purchase from that brand: 4.3% | 4.6%
SPENDING WITH PRO-CHOICE SUPPORTING BRANDS INCREASES ~4%

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: 23.3%
- 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%

May 24-June 7: 13.8% NOT PURCHASE
June 10-16: 13.7% NOT PURCHASE
36% ARE LESS LIKELY TO PURCHASE FROM PRO-LIFE SUPPORTING BRANDS, UP ~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-life groups or other groups opposed to legal abortion**

- Much less likely to purchase from that brand: 36% in May 24-June 7, 23.6% in June 10-16 (36% NOT PURCHASE)
- Moderately less likely to purchase from that brand: 6.4% in May 24-June 7, 6.9% in June 10-16
- Slightly less likely to purchase from that brand: 6.3% in May 24-June 7, 6.1% in June 10-16
- Unchanged in likelihood to purchase from that brand: 42.9% in May 24-June 7, 41.2% in June 10-16
- Slightly more likely to purchase from that brand: 6.2% in May 24-June 7, 4.7% in June 10-16
- Moderately more likely to purchase from that brand: 4.0% in May 24-June 7, 4.0% in June 10-16
- Much more likely to purchase from that brand: 11.7% in May 24-June 7, 12.5% in June 10-16
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?

<table>
<thead>
<tr>
<th>Month</th>
<th>Much more likely to purchase from that brand</th>
<th>Much less likely to purchase from that brand</th>
<th>Slightly more likely to purchase from that brand</th>
<th>Slightly less likely to purchase from that brand</th>
<th>Moderately more likely to purchase from that brand</th>
<th>Moderately less likely to purchase from that brand</th>
<th>Unchanged in likelihood to purchase from that brand</th>
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<tbody>
<tr>
<td>June 29-July 6</td>
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<td>July 22-28</td>
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<td>August 11-18</td>
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<td>Aug 13-Sep 27</td>
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<td>Sept 3-Oct 14</td>
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<td>Nov 16-Dec 7</td>
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<td>Dec 8-Jan 3</td>
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<td>Jan 4-Feb 1</td>
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<td>Feb 2-Mar 18</td>
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<td>Mar 19-Apr 6</td>
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<td>Apr 7-May 24</td>
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<td>May 25-June 10</td>
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</tbody>
</table>

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
RETAIL BEHAVIOR & SENTIMENT
CONSUMERS CONTINUE TO RETURN TO IN-PERSON RETAIL & DINING

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.

<table>
<thead>
<tr>
<th>April 1-14</th>
<th>April 14- May 5</th>
<th>May 24- June 8</th>
<th>June 8-25</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>
<th>June 10-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>Electronics</td>
<td>Groceries</td>
<td>General merchandise (e.g., Walmart, Target, Costco)</td>
<td>Hardware/building supplies</td>
<td>Furniture stores</td>
<td>Bank</td>
<td>Restaurants</td>
<td>Electronics</td>
<td>Groceries</td>
<td>General merchandise (e.g., Walmart, Target, Costco)</td>
<td>Hardware/building supplies</td>
<td>Furniture stores</td>
<td>Bank</td>
<td></td>
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<tr>
<td>70.2%</td>
<td>70.0%</td>
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<td>70.8%</td>
<td>71.3%</td>
<td>69.9%</td>
<td>77.9%</td>
<td>78.5%</td>
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<td>70.0%</td>
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<td>71.8%</td>
<td>70.8%</td>
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<td>69.9%</td>
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<td>45.2%</td>
<td>52.9%</td>
<td>61.7%</td>
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<td>36.6%</td>
<td>37.1%</td>
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<td>52.8%</td>
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<td>31.8%</td>
<td>22.7%</td>
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<tr>
<td>21.1%</td>
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<td>22.0%</td>
<td>24.4%</td>
<td>24.5%</td>
<td>23.4%</td>
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<td>50%</td>
<td>60%</td>
<td>70%</td>
<td>80%</td>
<td>90%</td>
<td>100%</td>
<td>110%</td>
<td>120%</td>
<td>130%</td>
<td>140%</td>
</tr>
</tbody>
</table>

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DEMAND FOR COVID PROTECTIONS DECLINES 9%

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 customers wearing masks/gloves
- Knowledge of nightly disinfecting of stores
- Curbside pick-up
- All staff wearing masks/gloves
- Ability to pay without contact
- Vaccines having become widely available
- None of the above

+9%
OVERALL CONSUMER SENTIMENT
ECONOMIC DISMAY INCREASES 11% SINCE SPRING

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

<table>
<thead>
<tr>
<th>Date</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>19.8%</td>
<td>16.3%</td>
<td>13.0%</td>
<td>22.6%</td>
</tr>
<tr>
<td>Aug 2-17</td>
<td>22.2%</td>
<td>25.3%</td>
<td>22.7%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Sept 13-27</td>
<td>12.7%</td>
<td>12.4%</td>
<td>13.6%</td>
<td>22.2%</td>
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<tr>
<td>Oct 4-27</td>
<td>6.1%</td>
<td>11.3%</td>
<td>12.6%</td>
<td>26.7%</td>
</tr>
<tr>
<td>Nov 15-Dec 2</td>
<td>4.7%</td>
<td>4.9%</td>
<td>10.9%</td>
<td>30.3%</td>
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<tr>
<td>Dec 7-Jan 3</td>
<td>4.9%</td>
<td>7.2%</td>
<td>7.9%</td>
<td>24.4%</td>
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<tr>
<td>Jan 18-Feb 1</td>
<td>4.9%</td>
<td>7.9%</td>
<td>7.9%</td>
<td>27.0%</td>
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<tr>
<td>Feb 1-23</td>
<td>5.5%</td>
<td>5.5%</td>
<td>12.5%</td>
<td>25.6%</td>
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<tr>
<td>Mar 22-Apr 6</td>
<td>4.7%</td>
<td>4.7%</td>
<td>10.3%</td>
<td>27.0%</td>
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<tr>
<td>Apr 6-29</td>
<td>5.5%</td>
<td>5.5%</td>
<td>12.5%</td>
<td>25.6%</td>
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<tr>
<td>May 24-June 7</td>
<td>4.7%</td>
<td>4.7%</td>
<td>10.3%</td>
<td>27.0%</td>
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<tr>
<td>June 10-16</td>
<td>4.7%</td>
<td>4.7%</td>
<td>10.3%</td>
<td>27.0%</td>
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</tbody>
</table>
HEALTH-RELATED ANXIETY REGARDING COVID-19 EASES

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
SLIGHT INCREASES IN CONCERN FOR THE HEALTH OF FAMILY MEMBERS

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

- Slight increases in concern for the health of family members
- 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
BIG GAINS IN RETURN TO CROWDED ACTIVITIES & TRAVEL

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

- 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)
- Stay at a large hotel chain
- Travel within the U.S.
- Travel internationally
- Dining-in at restaurants
- None of the above

July 15-Aug 2: 62.4%
Aug 2-17: 58.0%
Sept 13-27: 60.4%
Oct 4-27: 57.3%
Nov 15-Dec 2: 62.8%
Dec 7-Jan 3: 57.2%
Jan 18-Feb 1: 63.1%
Feb 1-23: 57.6%
Mar 22-Apr 6: 55.8%
Apr 6-29: 57.2%
May 24-June 7: 57.2%
June 10-16: 57.2%
Thinking about the coronavirus situation, how soon do you believe that your life will largely return to normal?
MEDICAL PROFESSIONALS ARE MOST TRUSTED FOR VACCINE ADVICE

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

[Graph showing the percentage of trust for different sources over time]
~70% OF AMERICANS REPORT BEING VACCINATED

When do you think you would be most likely to be fully vaccinated against the coronavirus?
SLIGHTLY LESS AMERICANS REPORT GETTING BOOSTED

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?
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?

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Already received it</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>Jan 18-Feb 1</td>
<td>45.6%</td>
<td>17.8%</td>
<td>8.5%</td>
<td>5.3%</td>
<td>30.5%</td>
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<tr>
<td>Feb 1-23</td>
<td>42.6%</td>
<td>15.4%</td>
<td>7.7%</td>
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<td>33.3%</td>
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<td>Mar 22-Apr 6</td>
<td>29.0%</td>
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<td>Apr 6-29</td>
<td>29.5%</td>
<td>18.7%</td>
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<td>May 24-June 7</td>
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<td>14.8%</td>
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<td>June 10-16</td>
<td>40.6%</td>
<td>15.5%</td>
<td>8.4%</td>
<td>5.0%</td>
<td>22.8%</td>
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6% DECREASE IN ‘NEVER GETTING A BOOSTER’ SEGMENT
### VACCINE SAFETY CONCERNS & GENERAL DISTRUST OF VACCINES RISE

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.

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Do not trust/support vaccines in general</th>
<th>Do not trust/support the medical field</th>
<th>Do not trust that existing COVID vaccines are safe</th>
<th>Concern over possible side effects</th>
<th>Want to wait and see how others respond</th>
<th>Do not believe that I am likely to get sick</th>
<th>Other/ Don’t know</th>
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</thead>
<tbody>
<tr>
<td>May 24-June 8</td>
<td>0.6%</td>
<td>1.6%</td>
<td>0.6%</td>
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<td>June 8-25</td>
<td>1.4%</td>
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<td>1.4%</td>
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<tr>
<td>July 15-Aug 2</td>
<td>1.1%</td>
<td>2.5%</td>
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<td>May 24-June 7</td>
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<td>June 10-16</td>
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</tbody>
</table>
Now that the FDA has authorized the COVID vaccine for everyone over the age of 5, how likely are you to vaccinate your child?

28% DECREASE IN PARENTS VACCINATING CHILDREN OVER AGE 5

- Mar 22-Apr 6: 13.4%
- Apr 6-29: 13.0%
- May 24-June 7: 14.4%
- June 10-16: 14.1%

- Not at all likely
- Slightly likely
- Moderately likely
- Very likely
- Completely likely
- My children are already vaccinated
66% OF PARENTS ARE UNLIKELY TO VACCINATE THEIR CHILDREN UNDER 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
- Slightly likely
- Moderately likely
- Very likely
- Completely likely

Mar 22-Apr 6
- Not at all likely: 3.0%
- Slightly likely: 1.0%
- Moderately likely: 1.7%
- Very likely: 1.2%
- Completely likely: 1.1%

Apr 6-29
- Not at all likely: 4.4%
- Slightly likely: 2.1%
- Moderately likely: 1.2%
- Very likely: 1.2%
- Completely likely: 1.1%

May 24-June 7
- Not at all likely: 3.5%
- Slightly likely: 1.4%
- Moderately likely: 1.6%
- Very likely: 1.1%
- Completely likely: 1.6%

June 10-16
- Not at all likely: 5.8%
- Slightly likely: 2.0%
- Moderately likely: 1.6%
- Very likely: 1.5%
- Completely likely: 1.4%
When it comes to challenges with buying at-home tests, which of the following have you experienced?

- N/A - Have not bought at-home COVID-19 tests
- Online delivery of at-home tests was not fast enough to meet my needs
- Limits on the number of tests you could purchase at one time was too low for everyone in my household to get tested
- Other
- Have not had any challenges buying at-home COVID-19 tests

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

ACCESS TO AT-HOME COVID TESTS CONSISTENT

Mar 22-Apr 6
- When I went to the store to buy an at-home test, they were all sold out: 23.1%
- Online delivery of at-home tests was not fast enough to meet my needs: 14.8%
- 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: 6.0%
- When I needed to show proof of a negative test before attending an event, at-home tests were not accepted: 7.4%

Apr 6-29
- When I went to the store to buy an at-home test, they were all sold out: 22.7%
- Online delivery of at-home tests was not fast enough to meet my needs: 15.9%
- I did not know where to get at-home tests: 8.1%
- Limits on the number of tests you could purchase at one time was too low for everyone in my household to get tested: 6.1%
- When I needed to show proof of a negative test before attending an event, at-home tests were not accepted: 8.2%

May 24-June 7
- When I went to the store to buy an at-home test, they were all sold out: 24.5%
- Online delivery of at-home tests was not fast enough to meet my needs: 12.5%
- I did not know where to get at-home tests: 10.1%
- 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: 8.9%

June 10-16
- When I went to the store to buy an at-home test, they were all sold out: 21.1%
- Online delivery of at-home tests was not fast enough to meet my needs: 15.0%
- I did not know where to get at-home tests: 7.7%
- Limits on the number of tests you could purchase at one time was too low for everyone in my household to get tested: 7.5%
- When I needed to show proof of a negative test before attending an event, at-home tests were not accepted: 9.9%
CONTINUED INCREASE IN ACQUISITION OF GOVERNMENT AT-HOME COVID TESTS

Where do you currently receive for free, buy, or plan to buy at-home COVID tests?
FINANCIAL BEHAVIOR & SENTIMENT
**35% Increase in Those Who Rate the U.S. Economy as Very Poor**

What is the current quality of the United States economy?

<table>
<thead>
<tr>
<th>Month</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>
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<tbody>
<tr>
<td>July 15-Aug 2</td>
<td>14.1%</td>
<td>1.4%</td>
<td>1.4%</td>
<td>0.9%</td>
<td>0.7%</td>
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<td>Aug 2-17</td>
<td>15.1%</td>
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<td>0.9%</td>
<td>0.7%</td>
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<td>Sept 13-27</td>
<td>16.4%</td>
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<tr>
<td>Oct 4-27</td>
<td>17.4%</td>
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<td>Nov 15-Dec 2</td>
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<tr>
<td>Dec 7-Jan 3</td>
<td>19.3%</td>
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<td>0.9%</td>
<td>0.7%</td>
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<tr>
<td>Jan 18-Feb 1</td>
<td>20.5%</td>
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<td>0.9%</td>
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<tr>
<td>Feb 1-23</td>
<td>21.6%</td>
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<tr>
<td>Mar 22-Apr 6</td>
<td>22.2%</td>
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<tr>
<td>Apr 6-29</td>
<td>23.5%</td>
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<tr>
<td>May 24-June 7</td>
<td>24.0%</td>
<td>1.4%</td>
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<td>0.9%</td>
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<tr>
<td>June 10-16</td>
<td>25.2%</td>
<td>1.4%</td>
<td>1.4%</td>
<td>0.9%</td>
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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.

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.

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.
AND THEIR BEHAVIOR IS CHANGING ACCORDINGLY

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

- Buying in bulk
- Cutting out all non-essential purchases
- Buying cheaper or alternative brands
- Cutting out some but not all non-essential purchases
- Cutting out all non-essential purchases
- Delaying one or more large purchases
- Rationing/using less products
- Going out less
- Buying same products from different stores or online
- Going into debt or dipping into savings
- Buying fewer 'luxury' items
- Other
WORK LIFE
20% REPORT BEING 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


45%
40%
35%
30%
25%
20%
15%
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5%
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15%
20%
25%
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35%
40%
45%
50%
DESPITE STRONG LABOR MARKET, 46% OF EMPLOYEES PLAN TO STAY

Are you planning on leaving your current job based on the work situation post-COVID-19?

Yes  No  Don’t know or unsure

<table>
<thead>
<tr>
<th>Period</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know or unsure</th>
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<td>47.5%</td>
<td>3.9%</td>
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<td>Aug 2-17</td>
<td>44.1%</td>
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<td>Oct 4-27</td>
<td>43.1%</td>
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<td>Nov 15-Dec 2</td>
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<td>Dec 7-Jan 3</td>
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<td>Jan 18-Feb 1</td>
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<td>Feb 1-23</td>
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<td>Mar 22-Apr 6</td>
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<td>Apr 6-29</td>
<td>44.4%</td>
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<td>May 24-June 7</td>
<td>44.9%</td>
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<td>June 10-16</td>
<td>46.2%</td>
<td>4.6%</td>
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Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 29, July 2022
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.

RELOCATION POPULARITY DECREASES
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.
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% (May 24-June 7) vs. 44.0% (June 10-16)
- **Somewhat oppose**: 7.9% vs. 8.2%
- **Neither support nor oppose**: 22.5% vs. 24.2%
- **Somewhat support**: 8.7% vs. 8.0%
- **Strongly support**: 17.6% vs. 15.6%

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+50% ARE VERY CONCERNED THAT OVERTURNING ROE V WADE WILL NEGATIVELY IMPACT WOMENS’ HEALTH & WELLBEING

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
  - May 24-June 7: 32.6%
  - June 10-16: 31.7%

- Democrats mobilizing and preventing Republicans from taking control of congress in 2022
  - May 24-June 7: 14.5%
  - June 10-16: 14.1%

- “Back-alley” abortions leading to a drastic increase in women dying from botched abortions
  - May 24-June 7: 49.9%
  - June 10-16: 52.4%

- The Supreme Court going further and allow states to ban on contraceptives like birth control and IUDs
  - May 24-June 7: 39.1%
  - June 10-16: 38.6%

- The Supreme Court overruling other previously established rights including private sexual activity, same-sex marriage and interracial marriage
  - May 24-June 7: 37.2%
  - June 10-16: 38.1%

- Victims of rape or incest having to carry their rapist’s child to term
  - May 24-June 7: 52.1%
  - June 10-16: 54.2%

- None of the above
  - May 24-June 7: 22.2%
  - June 10-16: 20.4%
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?

- **47% ARE MORE LIKELY TO VOTE IF ROE VS WADE IS OVERTURNED**

- **2.7% MORE LIKELY**
  - 2.7% Much more likely
  - 3.1% Much less likely

- **2.2% MORE LIKELY**
  - 2.2% Somewhat more likely
  - 1.9% Somewhat less likely

- **No different**
  - 49.1% No different

- **34.1% MORE LIKELY**
  - 34.1% Somewhat more likely
  - 34.9% Much more likely

- **11.9% MORE LIKELY**
  - 11.9% Somewhat more likely
  - 12.0% Much more likely

Survey conducted in May 24-June 7 and June 10-16.
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
  - May 24-June 7: 17.0%
  - June 10-16: 16.8%

- The woman getting the abortion
  - May 24-June 7: 14.5%
  - June 10-16: 13.3%

- Anyone else assisting (e.g., the person providing transportation or resources to get to/schedule the appointment)
  - May 24-June 7: 12.1%
  - June 10-16: 11.3%

- Nobody
  - May 24-June 7: 73.5%
  - June 10-16: 74.5%
34% report they will vote for pro-choice candidates in the midterms as a result of the overturning of Roe v Wade.

If Roe v Wade is overturned, which of the following actions will you take?

- Donate to a pro-choice group or organization: 15.4%
- Donate to a pro-life group or organization: 6.0%
- Attend a pro-choice protest: 11.3%
- Attend a pro-life protest: 3.7%
- Vote for pro-choice candidate in the 2022 midterms: 34.1%
- Vote for pro-life candidate in the 2022 midterms: 15.1%
- Not vote at all in 2022: 4.1%
- None of the above: 43.2%
UNDERSTAND & ACT WITH CONTINUOUSLY UPDATED, AI-DRIVEN DATA

PRIVACY-SAFE INTELLIGENCE THAT DRIVES CUSTOMER LIFETIME VALUE

Better understanding and taking the right action at the right time. These are the keys to growth in today’s ever-changing consumer landscape. Resonate provides the most updated, comprehensive consumer understanding. Our A.I.-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.

WANT TO SEE HOW RESONATE CAN HELP YOU DRIVE CUSTOMER LIFETIME VALUE AT ALL STAGES OF THE CUSTOMER LIFECYCLE?

Request a demo or contact your Customer Success Manager today.

REQUEST A DEMO