DATA FOR EVERY SEASON

Consumers are increasingly experiencing the effects of inflation, and geo- and socio-political challenges remain. As the first signs of a decrease in consumer spending emerge, how do you adjust? How do you continue to acquire, expand, upsell and retain in this pressure-filled market? The best decision-making requires the best data. As always, Resonate delivers the freshest data on today’s consumer in real time. Our insights help you make the right decisions, at the right time, for all stages - acquisition, growth, or retention.

Our Wave 31 report highlights the consumer data collected through September 5 as part of our Resonate Recent Events research. Resonate clients will find these attributes in the user-friendly Resonate Ignite platform, ready for both analysis and activation. This ‘pulse-of-the-consumer’ market research, combined with the full Resonate Elements data set, reveals critical insights on consumer behavior, sentiment, and intent to help your team make the best data-driven decisions, regardless of the season.

Better decisions that power better data-driven marketing. That’s the goal of Resonate.
CONSUMERS ARE STARTING TO FEEL THE BURDEN OF INFLATION

Which of the following statements best describes your 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

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Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave Wave 31 - 2204B, August 2022
CONSUMER SAVING PINCHED AS PRICE INCREASES CONTINUE

There are many ways an individual can save, such as putting money aside in a deposit account, a pension account, an investment fund, or as cash. Compared to this time 6 months ago, how have your saving habits changed?

- Saving less than I was 6 months ago: 35.4%
- Saving about the same amount as 6 months ago: 51.3%
- Saving more than I was 6 months ago: 13.3%

Comparison:
- July 28-Aug 15: 37.3% (up 5.4%)
- Aug 15-Sept 5: 48.9%
CONSUMER SPEND DECREASES SLIGHTLY

There are many products and services an individual spends money on, such as rent/mortgage, gas, food, and healthcare. That spending can go up or down based on the price of products/services or the frequency those products/services are purchased. Compared to 6 months ago, how have your spending habits changed?

Spending less than I was 6 months ago:
- July 28-Aug 15: 32.4%
- Aug 15-Sept 5: 33.8%

Spending about the same amount as 6 months ago:
- July 28-Aug 15: 41.2%
- Aug 15-Sept 5: 39.9%

Spending more than I was 6 months ago:
- July 28-Aug 15: 26.4%
- Aug 15-Sept 5: 26.3%

Spending over the past 6 months has remained relatively stable with a slight decrease, suggesting that consumers are being mindful of their spending habits amidst current economic conditions.
Which of the following actions has your household taken in the last 6 months due to changes in the price of goods/services? Please select all that apply.

- Postponed/cancelled a planned vacation
- Postponed/cancelled a planned major household purchase
- Postponed/cancelled buying a new/used vehicle
- Postponed/cancelled buying a new house, condo, or townhouse
- Postponed/cancelled moving to a new residence
- Postponed/cancelled home improvements
- Taken out a loan from a bank to help with expenses
- Other
- Have not experienced higher prices

BIG-TICKET SPENDING CONTINUES TO DECLINE IN EVERY CATEGORY

July 28-Aug 15 | Aug 15-Sept 5

- Postponed/cancelled a planned vacation: 24.6% | 27.0%
- Postponed/cancelled a planned major household purchase: 16.5% | 17.4%
- Postponed/cancelled buying a new/used vehicle: 17.7% | 17.7%
- Postponed/cancelled buying a new house, condo, or townhouse: 7.2% | 7.8%
- Postponed/cancelled moving to a new residence: 8.9% | 9.6%
- Postponed/cancelled home improvements: 22.0% | 24.3%
- Taken out a loan from a bank to help with expenses: 8.7% | 9.4%
- Other: 22.0% | 22.6%
- Have not experienced higher prices: 17.9% | 20.2%
CONSUMER BEHAVIOR IS SHIFTING DUE TO ECONOMIC PRESSURE

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

- Buying in bulk: 19.9% (July 28-Aug 15), 20.1% (Aug 15-Sept 5)
- Buying cheaper/store or alternative brands: 38.6% (July 28-Aug 15), 41.8% (Aug 15-Sept 5)
- Buying same products from different stores or online: 17.4% (July 28-Aug 15), 17.3% (Aug 15-Sept 5)
- Cutting out some but not all non-essential purchases: 32.9% (July 28-Aug 15), 35.3% (Aug 15-Sept 5)
- Cutting out all non-essential purchases: 25.1% (July 28-Aug 15), 25.3% (Aug 15-Sept 5)
- Delaying one or more large purchases: 22.9% (July 28-Aug 15), 26.4% (Aug 15-Sept 5)
- Going out less: 48.2% (July 28-Aug 15), 50.0% (Aug 15-Sept 5)
- Rationing/using less products: 22.2% (July 28-Aug 15), 24.5% (Aug 15-Sept 5)
- Buying fewer 'luxury' items: 28.3% (July 28-Aug 15), 32.1% (Aug 15-Sept 5)
- Dipping into savings: 20.6% (July 28-Aug 15), 21.8% (Aug 15-Sept 5)
- Going into debt: 13.3% (July 28-Aug 15), 15.5% (Aug 15-Sept 5)
- Using coupons more: 29.4% (July 28-Aug 15), 30.0% (Aug 15-Sept 5)
- Other: 3.0% (July 28-Aug 15), 3.2% (Aug 15-Sept 5)
- Have made no changes to accommodate higher prices: 7.4% (July 28-Aug 15), 7.2% (Aug 15-Sept 5)
- Have not experienced higher prices: 3.2% (July 28-Aug 15), 2.9% (Aug 15-Sept 5)
### DESPITE BEHAVIOR CHANGES, SENTIMENT REMAINS CONSISTENT

In the next 6 months, do you expect to be financially better or worse off than you are today?

<table>
<thead>
<tr>
<th>Scenario</th>
<th>July 28-Aug 15</th>
<th>Aug 15-Sept 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significantly worse off</td>
<td>7.2%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Somewhat worse off</td>
<td>14.7%</td>
<td>12.7%</td>
</tr>
<tr>
<td>About the same</td>
<td>45.8%</td>
<td>44.9%</td>
</tr>
<tr>
<td>Somewhat better off</td>
<td>23.0%</td>
<td>26.8%</td>
</tr>
<tr>
<td>Significantly better off</td>
<td>9.3%</td>
<td>9.7%</td>
</tr>
</tbody>
</table>

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NEARLY 40% ARE MORE LIKELY TO VOTE IN THIS YEAR’S MIDTERMS

To what extent are you more or less likely to vote in the 2022 midterm elections?

<table>
<thead>
<tr>
<th>Response</th>
<th>July 28-Aug 15</th>
<th>Aug 15-Sept 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much less likely</td>
<td>4.2%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Somewhat less likely</td>
<td>3.3%</td>
<td>4.1%</td>
</tr>
<tr>
<td>No different</td>
<td>39.8%</td>
<td>39.7%</td>
</tr>
<tr>
<td>Somewhat more likely</td>
<td>13.4%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Much more likely</td>
<td>39.3%</td>
<td>37.4%</td>
</tr>
</tbody>
</table>
CONSUMER SUPPORT FOR BAN ON RUSSIAN OIL BEGINS TO WANE

Recently, in response to Russia invading Ukraine, President Biden banned the importing of gas and oil from Russia 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.

Down 9%
46% OPPOSE THE OVERTURNING OF ROE v. WADE
To what extent do you support or oppose the Supreme Court overturning Roe v. Wade?

- Strongly oppose: 45.9%
- Somewhat oppose: 8.5%
- Neither support nor oppose: 19.1%
- Somewhat support: 9.1%
- Strongly support: 17.4%

July 28-Aug 15
Aug 15-Sept 5
Following the Supreme Court overturning Roe v. Wade, which of the following are you very concerned about happening as a result? Please select all that apply.

- Congress passing a nationwide ban on abortion (36.2% vs. 35.9%)
- Democrats’ mobilization efforts preventing Republicans from taking control of congress in 2022 (19.0% vs. 17.5%)
- "Back-alley" abortions leading to a drastic increase in women having botched abortions (49.3% vs. 49.5%)
- The Supreme Court goes further and allows states to ban on contraceptives like birth control and IUDs (41.8% vs. 42.3%)
- The Supreme Court overruling other previously established rights including private sexual activity, same-sex marriage, and interracial marriage (42.2% vs. 42.1%)
- Victims of rape or incest having to carry their rapist’s child to term (54.6% vs. 56.2%)
- None of the above (20.0% vs. 19.4%)

July 28-Aug 15 vs. Aug 15-Sept 5
EMPLOYERS REMAIN FLEXIBLE ON RETURN-TO-OFFICE MANDATES

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
WORKPLACE DEPARTURES LEVEL OFF

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

<table>
<thead>
<tr>
<th>Month</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>2.8%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Aug 2-17</td>
<td>6.5%</td>
<td>3.8%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Sept 13-27</td>
<td>6.3%</td>
<td>3.4%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Oct 4-27</td>
<td>5.2%</td>
<td>3.8%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Nov 15-Dec 2</td>
<td>5.5%</td>
<td>3.6%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Dec 7-Jan 3</td>
<td>6.1%</td>
<td>4.5%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Jan 18-Feb 1</td>
<td>5.6%</td>
<td>4.5%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Feb 1-23</td>
<td>4.8%</td>
<td>5.9%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Mar 22-Apr 6</td>
<td>5.5%</td>
<td>4.0%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Apr 6-29</td>
<td>5.2%</td>
<td>3.9%</td>
<td>3.3%</td>
</tr>
<tr>
<td>May 24-June 7</td>
<td>4.7%</td>
<td>4.4%</td>
<td>3.3%</td>
</tr>
<tr>
<td>June 10-16</td>
<td>5.2%</td>
<td>3.9%</td>
<td>3.3%</td>
</tr>
<tr>
<td>July 28-Aug 15</td>
<td>4.4%</td>
<td>4.8%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

Up 4.8%
AS THE ECONOMY SLOWS, SO DOES THE GREAT ESCAPE

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?

[Graph showing percentage of responses over time, with options for Yes, No, and Don't know or not sure]
MAKE THE RIGHT DECISION WITH AI-DRIVEN DATA

Better understanding leads to better decisions and, ultimately, 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. Build, model, size, and analyze any audience in minutes. Then, engage these newly discovered audiences, then, in one click, activate to target across the programmatic ecosystem - CTV, video, display or deploy to your CRM, website, or e-commerce application.

SEE HOW RESONATE HELPS YOU DRIVE CUSTOMER LIFETIME VALUE

Request a demo or contact your Customer Success Manager today.

REQUEST A DEMO