Hot Summer Trend:
Consumers Pull Out their Wallets

RESONATE RECENT EVENTS REPORT
WAVE 38 – 2302
DESPITE ECONOMIC CONCERNS, AMERICANS ARE READY TO SPEND THIS SUMMER

After a rough start to 2023, consumer sentiment over the economy is on the upswing, likely due to the resolution of the debt ceiling crisis and a decline in inflation expectations. Still, most Americans remain concerned that their salaries aren’t keeping up with inflation and other issues.

So, while they are using more coupons, they aren’t as concerned about how global issues, such as war or a pandemic, will affect the economy. They also are spending on everything from homes and both new and used cars to luxury items.

Read on to learn more about where consumer sentiment lies across finances, health and the political climate through June 27, as part of Resonate’s ongoing research about how consumers are reacting to recent market events. You can find these attributes through our Resonate Append and implement them into your own CRM or data lake anywhere, anytime. Our clients also can tap into our user-friendly Resonate Ignite Platform, which is ready for analysis and activation. Our market research, combined with the broader Resonate data set, reveals critical insights into consumer behavior, sentiment and intent to help your team make the best data-driven decisions.

If you’re not currently a Resonate client, we have data on emerging trends, along with thousands of additional data points that provide you with a comprehensive understanding of the consumer.

Better data. Better decisions. Marketing that resonates. That’s our goal.
CURRENT CONSUMER SENTIMENT RELATED TO GLOBAL MACRO-ECONOMIC ISSUES
FEWER AMERICANS WORRIED ABOUT IMPACT OF GLOBAL CHALLENGES

Overall, to what extent are you concerned about the consequences of the macro-economic environment, a pandemic, war, climate change, etc.?

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

June 2021:
- 17.8% to an extremely small extent
- 17.2% to a very small extent
- 16.8% to a small extent
- 23.2% to a moderate extent
- 10.9% to a large extent
- 7.3% to a very large extent

June 2022:
- 13.4% to an extremely small extent
- 11.6% to a very small extent
- 14.3% to a small extent
- 24.1% to a moderate extent
- 13.9% to a large extent
- 14.6% to a very large extent

June 2023:
- 10.5% to an extremely small extent
- 9.5% to a very small extent
- 11.5% to a small extent
- 25.1% to a moderate extent
- 16.5% to a large extent
- 16.6% to a very large extent
COST OF LIVING, FUEL PRICES & CRIME REMAIN TOP CONCERNS

There are many issues facing Americans today, but not all of them may be a concern to you personally. Which of the following are you personally very concerned about happening in the next 6 months?

Please select all that apply

<table>
<thead>
<tr>
<th>ECONOMY</th>
<th>Jun-23</th>
<th>Feb-23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of living not keeping up with wage increases</td>
<td>53.8%</td>
<td>50.3%</td>
</tr>
<tr>
<td>Rising fuel/oil/energy prices</td>
<td>53.2%</td>
<td></td>
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<tr>
<td>US economic slowdown or recession</td>
<td>52.0%</td>
<td></td>
</tr>
<tr>
<td>Stock market crash</td>
<td>47.0%</td>
<td>20.8%</td>
</tr>
<tr>
<td>Taxes increasing</td>
<td>35.7%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Not being able to afford housing</td>
<td>34.9%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Losing a job (yourself/household)</td>
<td>52.8%</td>
<td>15.2%</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>HEALTH &amp; SAFETY</th>
<th>Jun-23</th>
<th>Feb-23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crime, violence, or mass shootings</td>
<td>42.0%</td>
<td>42.8%</td>
</tr>
<tr>
<td>Healthcare costs or debt</td>
<td>36.2%</td>
<td>22.2%</td>
</tr>
<tr>
<td>Coronavirus or other diseases</td>
<td>21.7%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Drug addiction (yourself/loved one)</td>
<td>8.9%</td>
<td>8.3%</td>
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<table>
<thead>
<tr>
<th>RIGHTS</th>
<th>Jun-23</th>
<th>Feb-23</th>
</tr>
</thead>
<tbody>
<tr>
<td>An unfair criminal justice system</td>
<td>22.0%</td>
<td>24.3%</td>
</tr>
<tr>
<td>Loss of abortion rights</td>
<td>23.3%</td>
<td>22.1%</td>
</tr>
<tr>
<td>Loss of online privacy</td>
<td>16.9%</td>
<td>16.9%</td>
</tr>
<tr>
<td>Being discriminated against</td>
<td>16.0%</td>
<td>20.4%</td>
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<thead>
<tr>
<th>LEADERSHIP</th>
<th>Jun-23</th>
<th>Feb-23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor leadership in the US government</td>
<td>44.9%</td>
<td>38.9%</td>
</tr>
<tr>
<td>Environment/climate change</td>
<td>35.2%</td>
<td>27.3%</td>
</tr>
<tr>
<td>Geopolitical concerns</td>
<td>30.2%</td>
<td>23.8%</td>
</tr>
<tr>
<td>Illegal immigration</td>
<td>23.7%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Worsening education for grades K-12</td>
<td>19.9%</td>
<td>22.4%</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>OTHER</th>
<th>Jun-23</th>
<th>Feb-23</th>
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</thead>
<tbody>
<tr>
<td>Something else</td>
<td>4.0%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Do not have worries in the next 6 months</td>
<td>3.0%</td>
<td>6.4%</td>
</tr>
</tbody>
</table>
CURRENT FINANCIAL OUTLOOK
NEARLY 30% FEWER AMERICANS REPORT "TIMES ARE HARD"

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

- "Living comfortably:" more than able to pay for necessities, with a cushion of money in reserve
- "Getting by:" able to pay for necessities, with maybe a little money left over
- "Times are hard:" struggling to pay for necessities

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UPTICK IN CONSUMERS SPENDING MORE THAN THEY WERE 6 MONTHS AGO

There are many products and services that an individual spends money on such as rent/mortgage, gas, food, and healthcare. In addition, spending can go up or down based on the price of products/services or the frequency that those products/services are purchased. Compared to this time 6 months ago, how have your spending habits changed?
CONSUMERS NO LONGER WAITING TO BUY HOMES OR MAKE HOME IMPROVEMENTS

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 household purchase
- Postponed/cancelled home improvements
- Postponed/cancelled buying a new house or condo
- Postponed/cancelled moving to a new residence

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Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 37 - 23018, March 2023
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.
30% FEWER CONSUMERS ARE AVOIDING LUXURY PURCHASES

What changes, if any, have you made to accommodate higher prices for your regular purchases? Please select all that apply.

- Cutting out all non-essential purchases
- Delaying one or more large purchases
- Going out less
- Going into debt
- Buying fewer 'luxury' items
- Dipping into savings

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CONSUMERS SPENDING ON HEALTHCARE, PRESCRIPTION MEDICINE

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 appointments with doctors
- Stopped taking or lowered dosage of prescriptions
AT THE SAME TIME, MORE REPORT BEING 'WORSE OFF' FINANCIALLY

Compared to how you were 6 months ago, how do you feel about your personal finances?

In the next 6 months, do you expect to be financially better or worse off than you are today?
AMERICANS CONTINUE TO SAVE MONEY AS THEIR BUDGETS ALLOW

There are many ways that an individual can save – in a traditional savings account, a pension account, investment fund or a CD. Compared to this time 6 months ago, how have your saving habits changed?

- Saving less than I was 6 months ago
- Saving about the same amount as 6 months ago
- Saving more than I was 6 months ago

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35% of consumers are using more coupons than prior months

What changes, if any, have you made to accommodate higher prices for your regular purchases? Please select all that apply.

- Buying same products from different stores or online
- Buying in bulk
- Using coupons more
- Buying cheaper/store or alternative brands
59% OF AMERICANS ARE UNCONCERNED ABOUT THEIR PERSONAL BANK CRASHING

How concerned are you about your personal bank crashing, or losing money or access to your money deposited at a bank?

- Not at all concerned: 26.1%
- Not that concerned: 33.0%
- Somewhat concerned: 26.0%
- Very concerned: 9.2%
- Extremely concerned: 5.7%
ONLY 1 IN 5 CONCERNED TO A GREAT EXTENT ABOUT A BANKING COLLAPSE

How concerned are you about the banking system at large crashing and leading to recession or economic downturn?

- Not at all concerned: 13.9%
- Not that concerned: 26.9%
- Somewhat concerned: 37.0%
- Very concerned: 13.6%
- Extremely concerned: 8.6%
POLITICAL OUTLOOK
64% OF AMERICANS BELIEVE TRUMP IS GUILTY OF CRIMES

How likely do you think it is that Trump committed crimes, either before, during, or after his presidency?
1 YEAR AFTER OVERTURNING ROE V. WADE, AMERICANS STILL DIVIDED

To what extent do you support or oppose the Supreme Court overturning Roe v. Wade?

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1 IN 3 AMERICANS IS EXTREMELY CONCERNED ABOUT GUN VIOLENCE

How concerned are you about gun violence in America right now?

- Not at all concerned
- Not that concerned
- Somewhat concerned
- Very concerned
- Extremely concerned

Jan 25-Feb 6
Feb 6-Feb 26
May 15-Jun 27
UNDERSTANDING THE HUMAN BEHIND DATA IS THE KEY TO SUCCESS

Aligning with how Americans feel about their ability to spend or save today is imperative to creating campaigns that speak to them. To understand the whole consumer, you need insight into their sentiment, motivations and intent that you can't get from traditional data companies or your 1st-party demographics.

Resonate provides the most updated, comprehensive consumer intelligence available today: 14,000+ attributes scaled to 230 million individual profiles, easily accessed in our marketer-friendly Resonate Elements data sets. Every month, we ask consumers to find out how they feel about recent events to create this report. You can tap into Resonate to build, model, size and analyze any audience in minutes.

Want to better understand the customers you already know? Enrich any data set by direct onboard or append. Either way, your data is smarter, and your decisions are better. Every day. No matter what comes your way.

DRIVE CUSTOMER LIFETIME VALUE WITH UNPARALLELED DATA

Request a demo or contact your Customer Success Manager today.