CONSUMER ATTITUDES & BEHAVIORS COOL WITH THE SEASON

Achieve end of year goals & start the new year right with the latest consumer data

RESONATE RECENT EVENTS REPORT
WAVE 39 – 2304
Consumer concern cools shopper intent & behavior ahead of the holidays

The largest segment of today’s consumer continues to ride the waves of change in a state of "permacrisis" or "cautious optimism," depending on which angle you take. Earlier this year, Resonate data revealed this concerning trend and how that impacts consumer behavior. Now, as we head into the end of the year, the American consumer remains in this perpetual state of moderate worry, and it’s impacting how they are spending, saving and behaving just before the holidays.

Resonate AI-powered data sets, reveal critical insights into behavior, preferences and intent to help your team make the best data-driven decisions. With the freshest take on consumer behavior in hand, use Resonate data and intelligence optimize your fall media campaigns, adapt creative & messaging, and execute marketing that drives year-end performance. Use this most recent take on the consumer mindset to inform your 2024 plans.

FEATURED INSIGHTS
Consumer activism continues to drive purchase behavior across a spectrum of causes.

Please indicate which of the following causes, if supported by a company or brand, would make you more or less inclined to purchase from them or use their service. Please select all that apply.

**Less Inclined to Purchase**
- Support for veteran and military families: 3%
- Support for mental health awareness resources: 2%
- Commitment to environmental sustainability: 5%
- Advocacy for women’s rights/gender equality: 5%
- Companies that remain neutral on issues: 6%
- Promotion of fair trade and ethical sourcing: 2%
- Support for Pro-Choice / legal abortion: 14%
- None of the Above: 38%
- Support for American Indian Rights: 3%
- Advocacy for LGBT rights: 17%
- Support for Black Lives Matter: 20%
- Solidarity with Ukraine: 5%
- Traditional Christian values: 18%
- Prison reform/criminal justice: 4%
- Transgender/Non-binary Rights: 19%
- Immigration reform: 8%
- Closed locations in Russia: 2%
- Support Pro-Life: 26%

**More Inclined to Purchase**
- Support for veteran and military families: 37%
- Support for mental health awareness resources: 34%
- Commitment to environmental sustainability: 29%
- Advocacy for women’s rights/gender equality: 28%
- Companies that remain neutral on issues: 27%
- Promotion of fair trade and ethical sourcing: 27%
- Support for Pro-Choice / legal abortion: 23%
- None of the Above: 21%
- Support for American Indian Rights: 20%
- Advocacy for LGBT rights: 19%
- Support for Black Lives Matter: 19%
- Solidarity with Ukraine: 17%
- Traditional Christian values: 17%
- Prison reform/criminal justice: 16%
- Transgender/Non-binary Rights: 16%
- Immigration reform: 16%
- Closed locations in Russia: 14%
- Support Pro-Life: 11%
CONSUMER ATTITUDE DATA
Only 4% of consumers say that they are worry-free

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?
Concern about consumers’ health & safety declines overall, but concern about cost increases

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.

**OVERALL**

**HEALTH & SAFETY**

**RIGHTS**

**LEADERSHIP**

**ECONOMY**

- Crime, violence, or mass shootings
  - Jan 25-Feb 6 - 2023: 43%
  - Feb 6-Feb 26 - 2023: 42%
  - May 15-Jun 27 - 2023: 53%
  - July 27 - Sept 8 - 2023: 44%

- Healthcare costs or debt
  - Jan 25-Feb 6 - 2023: 36%
  - Feb 6-Feb 26 - 2023: 36%
  - May 15-Jun 27 - 2023: 41%
  - July 27 - Sept 8 - 2023: 42%

- Coronavirus or other diseases
  - Jan 25-Feb 6 - 2023: 24%
  - Feb 6-Feb 26 - 2023: 22%
  - May 15-Jun 27 - 2023: 21%
  - July 27 - Sept 8 - 2023: 18%

- Drug addiction seriously impacting yourself or a loved one
  - Jan 25-Feb 6 - 2023: 9%
  - Feb 6-Feb 26 - 2023: 6%
  - May 15-Jun 27 - 2023: 7%
  - July 27 - Sept 8 - 2023: 8%
COVID here to stay: 58% say it has become seasonal disease

When thinking about the COVID-19 pandemic, which of the following statements do you agree with the most?

- COVID-19 was never really a pandemic
- COVID-19 was initially a pandemic, but the pandemic has ended
- COVID-19 is still currently a pandemic, and it is still possible that we could take measures to end it
- COVID-19 was a pandemic, but has evolved into a disease more similar to the seasonal flu that we are just going to have to get used to dealing with
More Americans concerned about COVID than flu

How concerned are you about the spread of COVID-19 in America right now?

How concerned are you about the spread of seasonal flu in America right now?

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Resonate Recent Events Consumer Flash Study, Wave 39 – 2304, Fall 2023
With holiday gatherings on the horizon, consumers are comfortable in public spaces

How concerned are you about **being in public spaces** right now?

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

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Not at all concerned</th>
<th>Not that concerned</th>
<th>Somewhat concerned</th>
<th>Very concerned</th>
<th>Extremely concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 25-Feb 6 - 2023</td>
<td>28.1%</td>
<td>27.0%</td>
<td>28.91%</td>
<td>9.6%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Feb 6-Feb 26 - 2023</td>
<td>28.43%</td>
<td>31.6%</td>
<td>27.5%</td>
<td>7.7%</td>
<td>4.8%</td>
</tr>
<tr>
<td>May 15-Jun 27 - 2023</td>
<td>33.4%</td>
<td>29.1%</td>
<td>27.11%</td>
<td>6.9%</td>
<td>3.5%</td>
</tr>
<tr>
<td>July 27 - Sept 8 - 2023</td>
<td>35.0%</td>
<td>30.6%</td>
<td>25.28%</td>
<td>6.0%</td>
<td>3.1%</td>
</tr>
</tbody>
</table>
Concern over gun violence trends slightly downward

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

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Not at all concerned</th>
<th>Not that concerned</th>
<th>Somewhat concerned</th>
<th>Very concerned</th>
<th>Extremely concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 25-Feb 6 - 2023</td>
<td>6.9%</td>
<td>9.5%</td>
<td>23.45%</td>
<td>32.9%</td>
<td>27%</td>
</tr>
<tr>
<td>Feb 6-Feb 26 - 2023</td>
<td>6.9%</td>
<td>7.7%</td>
<td>24.27%</td>
<td>26.1%</td>
<td>27.6%</td>
</tr>
<tr>
<td>May 15-Jun 27 - 2023</td>
<td>7.7%</td>
<td>9.6%</td>
<td>22.96%</td>
<td>29.2%</td>
<td>24.62%</td>
</tr>
<tr>
<td>Jul 27 - Sept 8 - 2023</td>
<td>4.9%</td>
<td>8.2%</td>
<td>24.62%</td>
<td>32.3%</td>
<td>27.6%</td>
</tr>
</tbody>
</table>
Thinking about illegal drug abuse/addiction in the US, which of the following do you **blame most**?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prescription opioids being overprescribed by doctors</td>
<td>46.4%</td>
</tr>
<tr>
<td>The drug users themselves</td>
<td>40.3%</td>
</tr>
<tr>
<td>Poor border security allowing drugs to be trafficked into the US</td>
<td>35.3%</td>
</tr>
<tr>
<td>Lack of affordable rehabilitation facilities</td>
<td>35.3%</td>
</tr>
<tr>
<td>The justice system sending drug users to jail instead of rehab</td>
<td>33.2%</td>
</tr>
<tr>
<td>Not strict enough punishments for drug users</td>
<td>21.1%</td>
</tr>
<tr>
<td>States legalizing marijuana</td>
<td>13.2%</td>
</tr>
<tr>
<td>Someone or something else</td>
<td>7.8%</td>
</tr>
<tr>
<td>Do not blame anyone for illegal drug abuse/addiction</td>
<td>6.3%</td>
</tr>
</tbody>
</table>

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Resonate Recent Events Consumer Flash Study, Wave 39 – 2304, Fall 2023
Concern about personal rights declines slightly

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></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss of abortion rights</td>
<td>20%</td>
<td>22%</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>An unfair criminal justice system</td>
<td>20%</td>
<td>22%</td>
<td>24%</td>
<td>21%</td>
</tr>
<tr>
<td>Loss of online privacy</td>
<td>16%</td>
<td>17%</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>Being discriminated against because of race, religion, age, health</td>
<td>15%</td>
<td>16%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>condition or for reasons related to sex</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(e.g., gender identity, sexual orientation, pregnancy, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Jan 25-Feb 6 - 2023, Feb 6-Feb 26 - 2023, May 15-Jun 27 - 2023, July 27 - Sept 8 - 2023
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>Issue</th>
<th>General</th>
<th>Health &amp; Safety</th>
<th>Rights</th>
<th>Leadership</th>
<th>Economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor leadership in the US government</td>
<td>39%</td>
<td>39%</td>
<td>45%</td>
<td>43%</td>
<td></td>
</tr>
<tr>
<td>Environment/climate change</td>
<td>26%</td>
<td>27%</td>
<td>35%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Geopolitical concerns (e.g., terrorism, Russia/Ukraine conflict, nuclear threats, etc.)</td>
<td>22%</td>
<td>24%</td>
<td>30%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Illegal immigration</td>
<td>22%</td>
<td>18%</td>
<td>24%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Worsening education for grades K-12</td>
<td>18%</td>
<td>20%</td>
<td>22%</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>

Jan 25-Feb 6 - 2023 | Feb 6-Feb 26 - 2023 | May 15-Jun 27 - 2023 | July 27 - Sept 8 - 2023
Consumer overall economic perceptions remain steady, but belies changing financial behaviors

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>Issue</th>
<th>Jan 25-Feb 6 - 2023</th>
<th>Feb 6-Feb 26 - 2023</th>
<th>May 15-Jun 27 - 2023</th>
<th>July 27 - Sept 8 - 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wage increases not keeping up with cost of living</td>
<td>46%</td>
<td>50%</td>
<td>54%</td>
<td>51%</td>
</tr>
<tr>
<td>Rising fuel/oil/energy prices</td>
<td>47%</td>
<td>47%</td>
<td>53%</td>
<td>50%</td>
</tr>
<tr>
<td>US economic slowdown or recession</td>
<td>43%</td>
<td>41%</td>
<td>52%</td>
<td>43%</td>
</tr>
<tr>
<td>Taxes increasing</td>
<td>36%</td>
<td>36%</td>
<td>42%</td>
<td>40%</td>
</tr>
<tr>
<td>Not being able to afford housing, or a housing market crash</td>
<td>21%</td>
<td>25%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Stock market crash</td>
<td>19%</td>
<td>18%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Losing a job (either yourself or someone in your household)</td>
<td>14%</td>
<td>15%</td>
<td>17%</td>
<td>13%</td>
</tr>
</tbody>
</table>
IN-DEPTH FINANCIAL DATA
More stability around personal finances today & in next 6 months

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?
In general, consumer concern about bank crashes has abated

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**: May 15-Jun 27 - 2023: 26.1% | July 27 - Sept 8 - 2023: 17.3%
- **Not that concerned**: May 15-Jun 27 - 2023: 33.0% | July 27 - Sept 8 - 2023: 34.6%
- **Somewhat concerned**: May 15-Jun 27 - 2023: 26.0% | July 27 - Sept 8 - 2023: 28.4%
- **Extremely concerned**: May 15-Jun 27 - 2023: 5.7% | July 27 - Sept 8 - 2023: 7.6%
There are many ways that 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?

**Americans continue to save money**

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Saving less than I was 6 months ago</th>
<th>Saving about the same amount as 6 months ago</th>
<th>Saving more than I was 6 months ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 28-Aug 15 - 2022</td>
<td>13%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Aug 15-Sept 5 - 2022</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Sept 21-Oct 4 - 2022</td>
<td>13%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Oct 6-19 - 2022</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Oct 31-Nov 21 - 2022</td>
<td>13%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Nov 21-Dec 8 - 2021</td>
<td>13%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Jan 25-Feb 6 - 2023</td>
<td>13%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>Feb 6-Feb 26 - 2023</td>
<td>13%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>May 15-Jun 27 - 2023</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>July 27 - Sept 8 - 2023</td>
<td>12%</td>
<td>12%</td>
<td>15%</td>
</tr>
</tbody>
</table>
While they continue to spend less 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?

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

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Resonate Recent Events Consumer Flash Study, Wave 39 – 2304, Fall 2023
Only 6% report being unaffected by higher prices; 37% are cutting back on essentials, 30% cutting big ticket spend

Which of the following actions has your household taken in the last 6 months, as a result of changes in the price of goods/services? Please select all that apply.
Large, home-related purchases & vacations are being postponed at a higher rate

What changes, if any, have you made to accommodate higher prices for your regular (at least once a month) purchases? Please select all that apply.

- Postponed/cancelled home improvements
- Postponed/cancelled a planned vacation
- Postponed/cancelled a planned major household purchase
- Postponed/cancelled buying a new/used vehicle
- Postponed/cancelled moving to a new residence
- Postponed/cancelled buying a new house, condo, or townhouse

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Resonate Recent Events Consumer Flash Study, Wave 39 – 2304, Fall 2023
Brand switching, bulk-shopping continue as consumers feel price pressure

What changes, if any, have you made to accommodate higher prices for your regular (at least once a month) purchases? Please select all that apply.

- Buying in bulk
- Buying cheaper/store or alternative brands
- Buying same products from different stores or online
- Rationing/using less products
- Using coupons more

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Resonate Recent Events Consumer Flash Study, Wave 39 – 2304, Fall 2023
Consumers going into debt, dipping into savings increases

What changes, if any, have you made to accommodate higher prices for your regular (at least once a month) purchases? Please select all that apply.

- Dipping into savings
- Going into debt
- Have made no changes to accommodate higher prices
More than half of those who hold student loans are concerned about paying them

Federal student loans that were previously paused in 2020 will start accruing interest again on Sept. 1 2023, with payments due starting in October 2023.

How would you characterize your ability to start paying student loans?

- I do not have any school loans: 76.9%
- I have major concerns about being able to pay my student loans: 7.9%
- I have some concerns about being able to pay my student loans: 6.7%
- I do not have any concerns about being able to pay my student loans: 5.1%
- I have been paying my student loans despite the pause: 3.4%
Which of the following actions do you anticipate taking in response to student loan payments restarting?

- I am not sure how I am going to be able to pay my student loans and essential bills and purchases: 5.3%
- I will contact my loan servicer to discuss repayment plan options or forbearance: 4.7%
- I will need to cut back on 'non-essential' spending in order to make the payments: 4.4%
- I will struggle to make the payments and may go into debt or need financial assistance: 3.9%
- I will explore options for loan refinancing or renegotiation to manage the payments: 3.8%
- I will not pay the full amount and accrue interest: 2.9%
- I will work extra hours or additional jobs to manage the payments: 2.8%
- None of the above: 1.0%
AI SENTIMENT DATA
Most consumers are familiar with AI but have major concerns

How would you describe your level of awareness regarding Artificial Intelligence (AI)?

- Am familiar with it: 40.1%
- Have little knowledge, but still have major questions: 36.0%
- Heard of it, but am not sure what it means: 9.8%
- Have a deep understanding and am actively staying engaged: 6.9%
- Have a deep understanding and want nothing to do with it: 4.5%
- Never heard of it: 2.7%
Artificial Intelligence (AI) refers to the development of computer systems that can perform tasks typically requiring human intelligence, such as decision-making, visual perception, speech recognition, and language translation. AI is increasingly being integrated into various aspects of daily life and industries such as healthcare, education, finance, and entertainment.

What is your **general sentiment toward Artificial Intelligence**?

- **Extremely concerned**: 18.0%
- **Moderately concerned**: 35.5%
- **Neutral**: 33.0%
- **Moderately excited**: 10.5%
- **Extremely excited**: 3.0%

54% of consumers have moderate to extreme concerns about AI.
Top 3 concerns about AI are overreliance, hacking & job loss

Which of the following concerns, if any, do you have regarding AI?

- Society becoming overly reliant on AI: 50.9%
- AI systems being hacked: 50.6%
- Robots and automation replacing human jobs: 47.4%
- Privacy concerns due to data collection and surveillance: 47.0%
- Reduction of human interactions and relationships: 43.4%
- Government not properly implementing regulatory controls: 39.4%
- AI generating biased results: 37.5%
- The possibility of AI systems malfunctioning or ‘falling apart’: 33.4%
- AI decision-making leading to a lack of transparency and understanding of: 32.6%
- AI systems becoming too powerful and potentially taking over the world: 29.6%
- None of the above: 8.7%
- Other: 3.9%
POLITICAL & ISSUE-BASED DATA
Nearly half of Americans believe Trump committed crimes, up 7%
Achieve end of year goals & start the new year right with the latest consumer data

American sentiment changes quickly, so you need data that reveals how they feel *today* about their ability to spend ... especially as we head into Q4. To really understand the US consumer, you need insight into their sentiment, motivations and intent that you can't get from traditional data companies or 1st-party demographics.

Resonate AI-powered data has 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. On a regular basis, we ask consumers 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.