CONSUMER PULSE

i360's longitudinal survey of the US Population, that provides you with unique and statistically valid insights into consumer trends and future opportunities.

OVERVIEW

i360's Consumer Pulse is a longitudinal survey of the US Population that gives customers unique and statistically valid insights into consumer trends and future opportunities. i360's proprietary online panel is used to conduct daily, large format surveys that track changes in consumer sentiment over time. This tracking includes hundreds of questions covering economic trends, societal change, purchase preferences and likelihood of future consumer behavior.

A key differentiator in our approach is matching all response data to i360's US Database of all 270MM adults. This enables us to verify the respondent's actual identity, location and demographics ensuring top data quality. In addition, the survey responses are statistically weighted to be fully representative of the US population or any sub-population based on i360's constantly updated individual database, rather than census data or other outdated sources.

WHAT MAKES IT DIFFERENT

The most robust and statistically sound time series tracking of consumer preference & sentiment amongst any segment of the US Adult population.
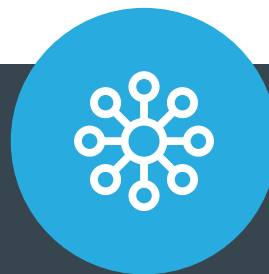
THE DATABASE

- 270+ million consumers, 700+ data points
- Census, ACS, NOAA, BLS, geo-spatial data,
- Purchase, lifestyle and behavioral data
- Survey response data updated daily
- Membership, donor, customers & affinity organizations
- Individual sentiment on products, services and issues

IDENTITY-VERIFIED RESPONDENTS

REPRESENTATIVE OF THE FULL US ADULT POPULATION

COVERS A VARIETY OF ECONOMIC, PURCHASE, & LIFESTYLE TOPICS

UPDATED DAILY

SURVEY RESEARCH CAPABILITY

TRADITIONAL MARKET RESEARCH, PRODUCT DEVELOPMENT & INDUSTRY ANALYSIS

Product claims testing, pricing studies, naming and branding studies, attribute importance studies, customer segmentation research

PUBLIC OPINION POLLING

Issue polls, message testing, creative / ad testing

EMPLOYEE ENGAGEMENT

Onboarding / exit surveys, HR engagement surveys, corporate event / initiative feedback research

INVESTMENT / PARTNERSHIP DILIGENCE

Private equity / venture capital diligence research, corporate partnership / mergers & acquisitions research

LONGITUDINAL RESEARCH

Consumer trends surveys, macroeconomic tracking

ABOUT i360

2009

Founded and became an industry leader in the political & issue advocacy space, building a comprehensive dataset on US voters and consumers, as well as software and analytical tools - setting the standard in the industry.

2017

Acquired by Koch Industries and expanded data & data science capabilities to cover supply chain, logistics, market forecasting and operations.

100+ Employees, serving both the consumer marketing and commercial data science industries, i360 integrates a multitude of historic and real-time data sources, within investment, corporate finance, and consumer credit space, providing clients with a true competitive advantage.

HOW WE DO IT

ROBUST VERIFICATION
i360 requires panelists to submit their full name, address and date of birth which is matched to our database of 270MM adult consumers. This enables us to verify the identity of each panelist and analyze their responses based on any i360 datapoint (demographic, behavioral, etc.) rather than relying solely on respondent provided information.

CONSTANT QUALITY VIGILENCE & FRAUD PREVENTION
Online panels are plagued with fraud as people try to game the system to make more money. In addition to Identity Verification, we deploy a variety of quality measures – including IP address validation, device fingerprinting, and fraud detection questions.

A BETTER INCENTIVE STRUCTURE
Why would most people take an online survey for pennies a minute? They wouldn't. Our panel has no points, banking, minimums, fees, or gimmicks. i360 pays panelists instantly, at a rate 900% more than industry average, ensuring a better quality of respondents.

DIRECT SAMPLING OF PANELISTS
i360 does not rely on third party routing software to fulfill our surveys. All panelists are identity verified on i360 web and mobile software against our database and all questions they answer are done directly on our interfaces.

MAKING SURE THE SAMPLE REPRESENTS THE ACTUAL PUBLIC

At i360 we ensure we don't deliver biased results that are over representative of an easy-to-reach population. By utilizing a statistical analytics technique of algorithmic process called *raking*, otherwise known as reweighting, i360 "weight" samples to a target population through a series of weighting schemes.

WHY IS THIS IMPORTANT?

We may observe differences in demographics between our survey sample and the population we intended to survey. As shown by the previous graphic, ranking/reweighting the sample based on dozens of variables can help us correct these differences and to ensure our survey data is reflective of the population, yielding more accurate results, particularly when tracking over time.

WHY IS THIS UNIQUE?

Most survey research groups "weight" their respondents to different aggregate demographics of the population like the census or ACS which is outdated as soon as it's published and is aggregated to geographic areas, not individuals and households. At i360, we weight the responses to our database of the population which is updated frequently with new information on who people are, where they live and what they do.

150+ QUESTIONS

1000 RESPONSES PER DAY

ANALYZE RESPONSES BY AGE, GENDER, LOCATION, INCOME, RACE, ETC.

FULLY REPRESENTATIVE OF ALL STATES & ALL DEMOGRAPHICS

THE DATA

Based on this unique panel technology and methodology, i360 has been collecting data for over three years covering key areas of the economy, society, product preference, employment, and COVID outlook.

Generally speaking, how would you describe your overall financial situation?

— I do not make enough to pay my living expenses
— I make enough to pay my living expenses, but I am not saving anything
— I make enough to pay my living expenses, and I am saving a little
— I make enough to pay my living expenses, and I am saving a lot
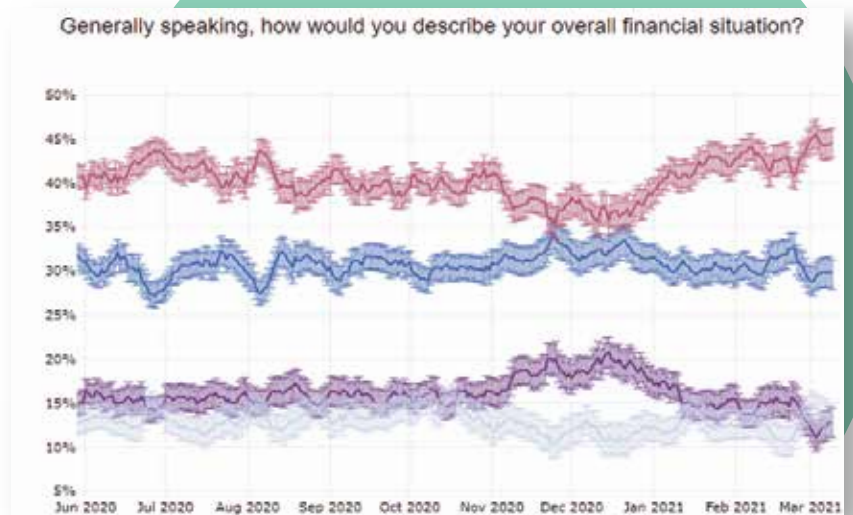
DETAILED REPORTING

Responses can be analyzed over time and viewed at the full population level or at any subset of the population.

Highlights

- Tickerized by question/answer pair
- Cross-tabbed to 10 Demographic categories
- Weighted to match i360 Population Database
- Consumption Options
    - Aggregated Data Feed
    - API
    - Visual Explorer Application

Answer	Total	Age			
		18-29	30-44	45-64	65+
Apple iPhone	45.2%	63.7%	49.8%	39.1%	36.8%
Samsung	28.9%	17.1%	31.2%	34.7%	26.5%
HTC	0.3%	0.4%	0.5%	0.3%	0.2%
Huawei	1.0%	1.2%	2.1%	0.8%	0.1%
Google Pixel	1.9%	3.3%	1.8%	1.6%	1.6%
LG	7.9%	5.9%	5.9%	9.9%	8.7%
Sony	0.8%	2.1%	1.1%	0.6%	
Motorola	5.4%	2.7%	4.0%	6.7%	7.5%
Other	2.9%	1.7%	2.7%	2.5%	4.5%
I do not own a smartphone	5.8%	1.9%	1.1%	4.5%	14.5%

30%-100% 20%-30% 5%-20% 0%-5%

AGE | GENDER | GEO | INCOME | CENSUS | POLITICAL | EDUCATION | CUSTOM SUBSET

QUESTION CATEGORIES

i360 uses over **150 survey questions** of various subjects based on today's trends. We also track **113 Brands** and **148 Publicly Traded Companies**.

ECONOMY & PERSONAL FINANCE

HOME & REAL ESTATE

LIFESTYLE

SHOPPING PREFERENCES

AUTOMOTIVE & TRANSPORTATION

SOCIETAL OUTLOOK, EMPLOYMENT & ENVIRONMENT

MEDIA, SMARTPHONES & HOME ELECTRONICS

POLITICAL OPINION
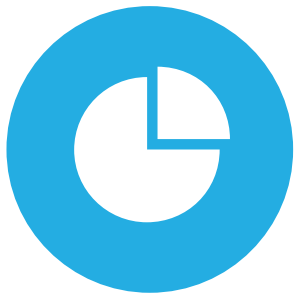
DEMOGRAPHICS
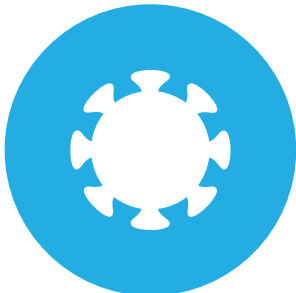
CORONAVIRUS

QUESTION EXAMPLES

- In a year from now, do you think you and your family will be better off financially, worse off financially, or about the same as you are now?
- In the next 12 months, do you anticipate making any renovations or improvements to your house?
- Has your employment status been affected by the coronavirus outbreak?

CONSUMER PULSE TREND REPORT

This small investment can have a major impact on your P&L. Get topline daily trends and key alerts regarding changes in this data directly at your fingertips. Consumer Pulse Trend Report allows you to quickly and intuitively browse the data and view it historically.

Easily flag changing trends in key topic areas for a real-time intelligence on consumer sentiment.

Harness i360 Pulse data to make more informed investment decisions, find solid entry points, and improve your data-driven investment process.

3 years of data and over 150 public companies.
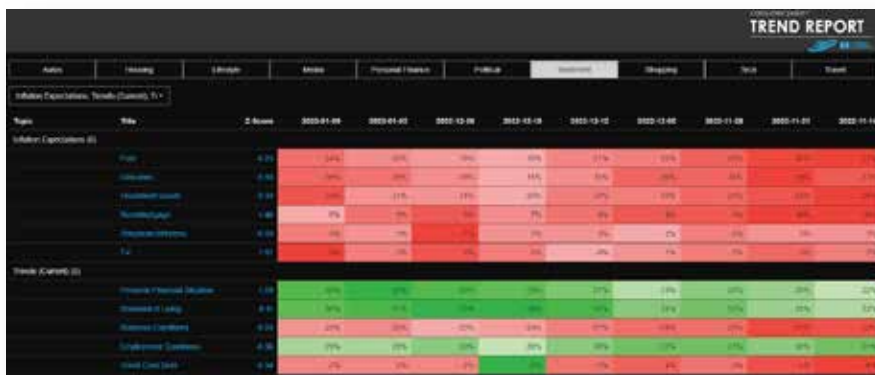
SMALL INVESTMENT. BIG IMPACT.

CONSUMER PULSE DATA EXPLORER

Explore all the data available in the Consumer Pulse Survey in a visual application for a user-friendly experience and to better understand the data.

Drill down into the data to view across multiple demographics

Create your own custom time series with combined question answers

Intuitive search to find what you need faster
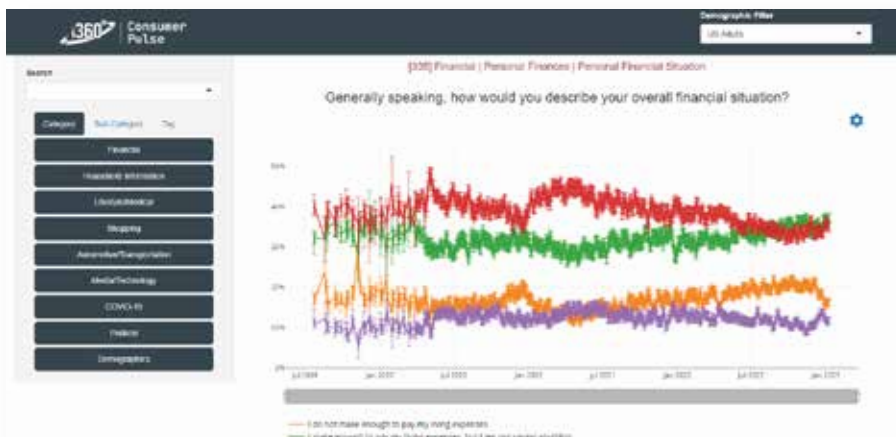
1 | **PREDICTING CONSUMER CONFIDENCE**

By asking panelists questions around life & the economy, i360 can accurately predict the Consumer Sentiment Index, days before it is officially published. When compared to other firms that publish Consumer Confidence predictions on Bloomberg, i360 consistently had the lowest error.
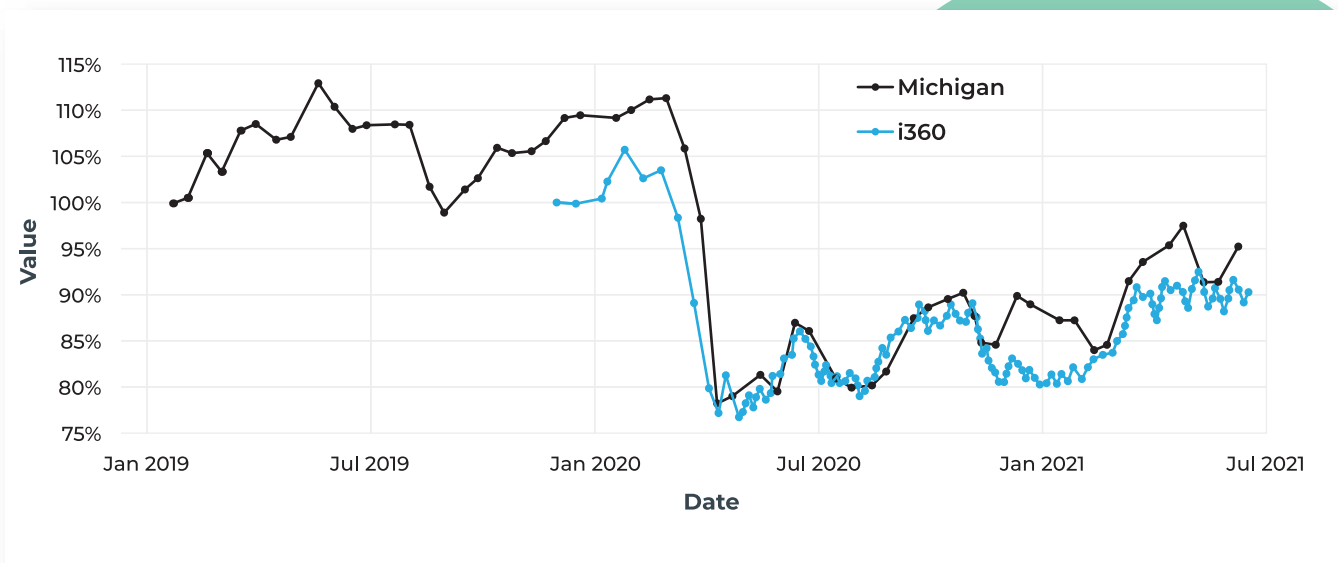
2 | **HOUSING SENTIMENT**

According to our surveys, consumers are very depressed about the overall economic outlook but relatively optimistic regarding their own home values. Those who no longer expect to see their home appreciate over the next year, for the most part, anticipate seeing the value of their home remain the same and not decline.

% of US Homeowners who Expect House Value Increase/Decrease in 12m vs Sentiment Questions

Source: i360 LLC | Copyright 2022
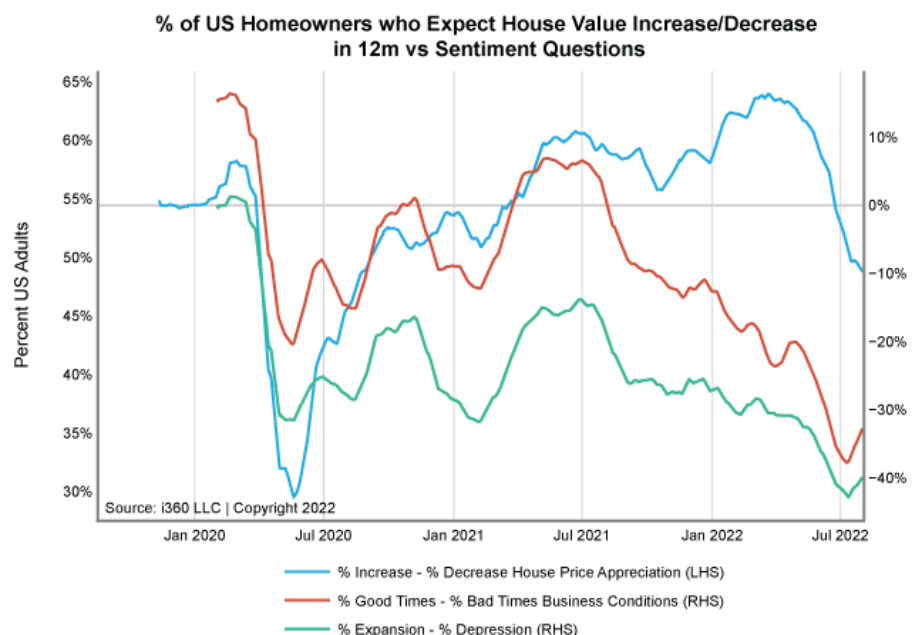
— % Increase - % Decrease House Price Appreciation (LHS)
— % Good Times - % Bad Times Business Conditions (RHS)
— % Expansion - % Depression (RHS)

3 | ELECTRIC VEHICLE DEMAND

i360's team of in-house analysts examined the relationship between interest in electric vehicles ("EV") and gasoline prices to understand the influence of fuel prices on EV demand. After analyzing the relationship between interest and fuel cost, we considered consumer preference – which brands are consumers most interested in when considering an EV.

Consumer Pulse findings show that gasoline prices don't influence the purchase intent of EVs. Instead, we found steady growth in the percentage of US residents who are "Very Likely" or "Somewhat Likely" to purchase an EV. The question is only asked to those who expect to buy a car in the next 12 months.

% of US Likely to Purchase an EV

- % US Adults Very or Somewhat Likely to purchase an EV (LHS)
- % Rural US Adults Very or Somewhat Likely to purchase an EV (LHS)
- % Dense Urban US Adults Very or Somewhat Likely to purchase an EV (LHS)
- Average US National Regular Gasoline Prices (RHS)

68% Good for Environment

65% Costs too Much

66% Saves Money

27% Lack of Charging
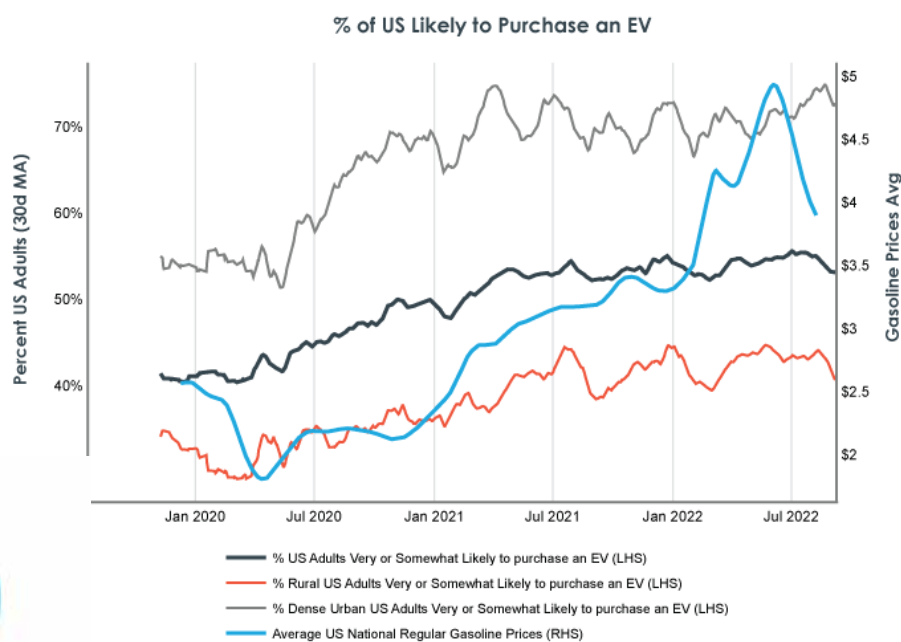
Looking at the response data by urbanicity, a measure of the density of the respondent's neighborhood, our analysts found that urban dwellers are almost twice as likely to consider purchasing an EV compared to rural dwellers. One plausible explanation for this is the increased availability of charging infrastructure around cities compared to rural areas.

4 | INVESTMENT DILIGENCE

A top investment firm was interested in making a substantial investment in a consumer facing ecommerce company (Unicorn). Unicorn claimed it had tens of millions of app downloads and several million active, recurring users. Since the space was relatively new to the firm and traditional data sources could only anecdotally confirm Unicorn's own data, the 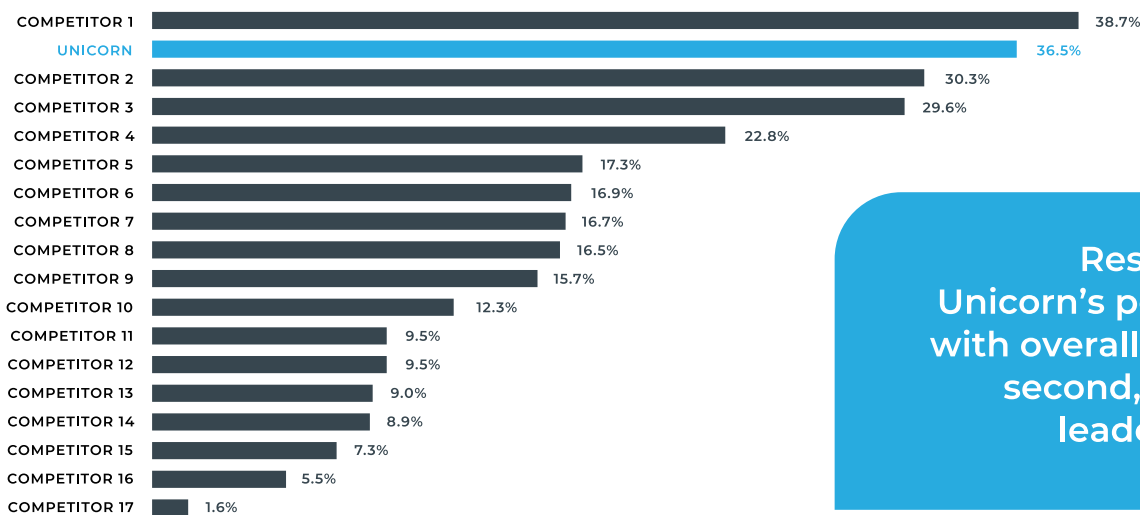investment firm sought a way to verify and quantify their claims and understand the brand's reach, staying power and growth potential in various target markets.

As they saw it, they needed to answer four fundamental questions:

1 What was the true current market share of Unicorn's product?

2 What did the current user base look like?

3 Was there potential for increased market share for Unicorn's product?

4 How strong was the Unicorn brand? I.e. how many people, whether they had used the product or not, had heard of the brand and had a positive exception of it.

> **The firm engaged i360 for a rapid analysis of the space and quick answers to these questions that would determine their investment strategy.**

To answer the first question, the firm sought to evaluate Unicorn's position amongst competitors as well as market share amongst consumers. Using its proprietary, identity-verified, online panel, i360 conducted a nationwide online survey targeted at ranking Unicorn against 15 direct competitors, as well as against larger ecommerce companies in the space for indexing purposes. With question topics ranging from ease of use to anticipated future use to enjoyableness of the application, the survey covered all the bases.

COMPETITOR 1	38.7%
UNICORN	36.5%
COMPETITOR 2	30.3%
COMPETITOR 3	29.6%
COMPETITOR 4	22.8%
COMPETITOR 5	17.3%
COMPETITOR 6	16.9%
COMPETITOR 7	16.7%
COMPETITOR 8	16.5%
COMPETITOR 9	15.7%
COMPETITOR 10	12.3%
COMPETITOR 11	9.5%
COMPETITOR 12	9.5%
COMPETITOR 13	9.0%
COMPETITOR 14	8.9%
COMPETITOR 15	7.3%
COMPETITOR 16	5.5%
COMPETITOR 17	1.6%

> **Results supported Unicorn's popularity claim with overall usage ranking second, just below the leader in the space.**

Thanks to their vast database of consumers containing a wealth of information about each individual including demographics like gender and race to household income and area type, i360 was able to quickly answer question number 2 ("What did the current user base look like?"), providing a profile of Unicorn users and helping the investment firm understand the audience. It was later determined (after the investment) that the information i360 provided on Unicorn's users, went beyond the information even Unicorn itself had about its userbase.

		NON-USERS INTERESTED IN UNICORN	CURRENT FREQUENT UNICORN USERS	ALL CURRENT UNICORN USERS
AGE	18-29	24.6%	12.2%	18.6%
	30-44	34.1%	41.5%	43.3%
	45-64	33.0%	41.5%	28.9%
	65+	8.3%	4.9%	9.3%
GENDER	Female	59.4%	78.0%	73.2%
	Male	40.6%	22.0%	26.8%
HH INCOME	50-100k	29.9%	38.5%	37.4%
	100-150k	19.5%	23.1%	19.8%
	150k+	15.8%	10.3%	13.2%
	<50k	34.9%	28.2%	29.7%
RACE	Asian	2.7%		
	Black	17.1%	17.9%	12.9%
	Hispanic	10.5%	2.6%	8.6%
	Other	0.8%		2.2%
	White	68.9%	79.5%	76.3%
URBAN DENSITY	Rural	16.8%	25.6%	20.8%
	Suburban	10.1%	9.3%	9.9%
	Urban	73.2%	65.1%	69.3%
CENSUS DIVISION	East North Central	17.8%	16.3%	15.8%
	East South Central	5.4%	9.3%	5.9%
	Middle Atlantic	17.1%	18.6%	14.9%
	Mountain	7.0%	4.7%	6.9%
	New England	4.0%	2.3%	5.9%
	Pacific	12.4%	7.0%	5.9%
	South Atlantic	21.1%	25.6%	24.8%
	West North Central	6.0%	7.0%	6.9%
	West South Central	9.1%	9.3%	12.9%
CENSUS REGION	Midwest	23.8%	23.3%	22.8%
	Northeast	21.1%	20.9%	20.8%
	South	35.6%	44.2%	43.6%
	West	19.5%	11.6%	12.9%
RETAIL CREDIT CARD IN HH	Yes	17.4%	35.9%	25.3%
	No	82.6%	64.1%	74.7%
CREDIT CARD HH COUNT	1	40.0%	45.5%	39.1%
	2	30.0%	9.1%	13.0%
	3	8.3%		8.7%
	4	6.7%	9.1%	4.3%
	5+	15.0%	36.4%	34.8%
CHILDREN PRESENT IN HH	Yes	53.9%	59.0%	48.4%
	No	46.1%	41.0%	51.6%
MARITAL STATUS	Married	35.6%	51.2%	47.5%
	Single	22.5%	18.6%	20.8%
	Unknown	41.9%	30.2%	31.7%