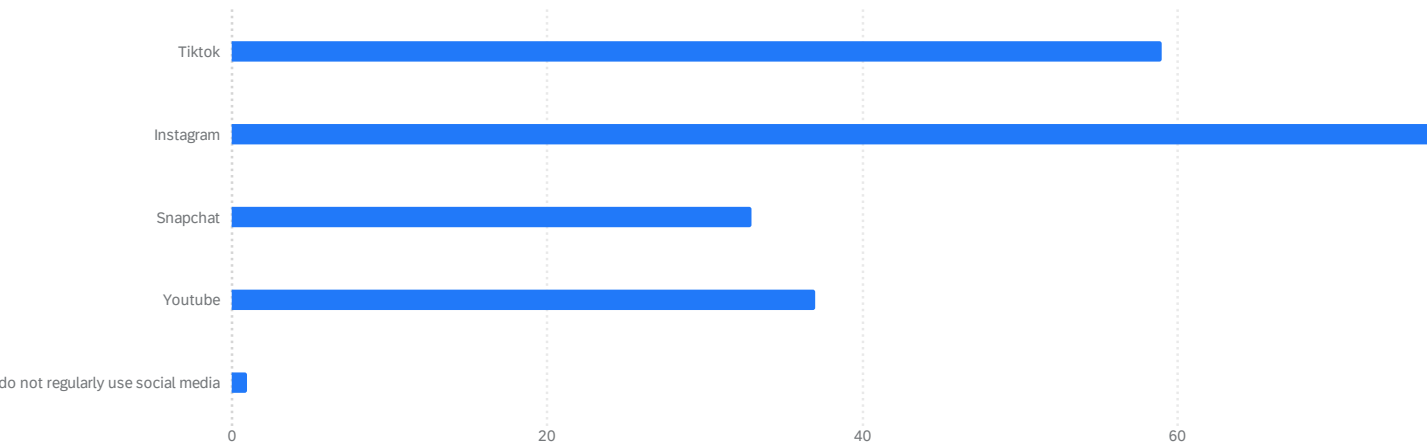


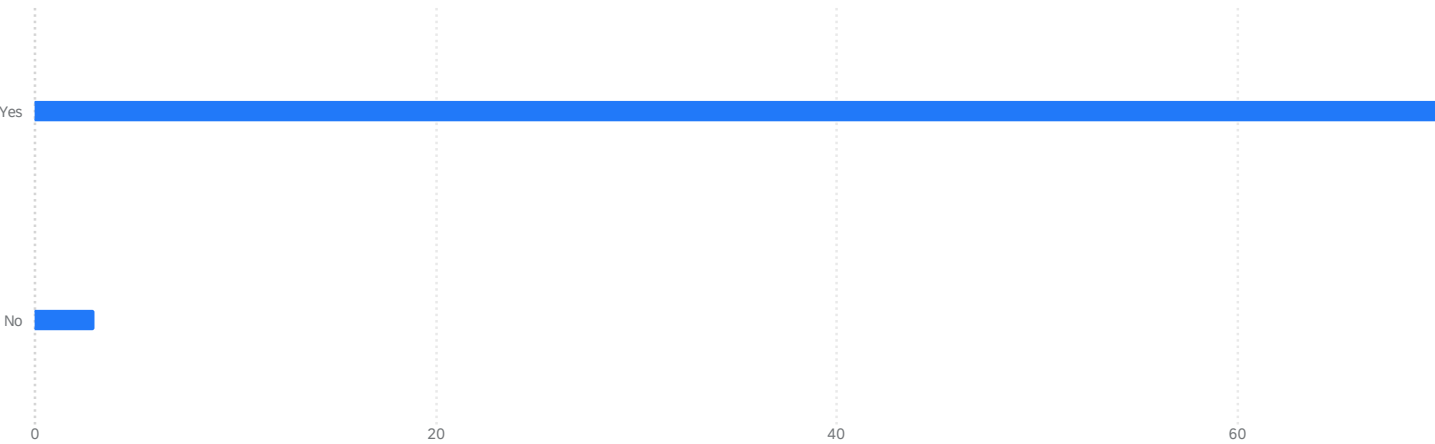
Social Media Usage: Which of the following social media platforms do you regularly use? (choose all that apply) 79 ⓘ



Social Media Usage: Which of the following social media platforms do you regularly use? (choose all that apply) 79 ⓘ

| Social Media Usage - Which of the following social media platforms do you regularly use? (choose all that apply) | Count | Count |
|------------------------------------------------------------------------------------------------------------------|-------|-------|
| Tiktok                                                                                                           | 75%   | 59    |
| Instagram                                                                                                        | 96%   | 76    |
| Snapchat                                                                                                         | 42%   | 33    |
| Youtube                                                                                                          | 47%   | 37    |
| I do not regularly use social media                                                                              | 1%    | 1     |

InfluencerViewership: Have you seen influencer-sponsored content related to beauty or skincare brands in the past six months? 73 ⓘ



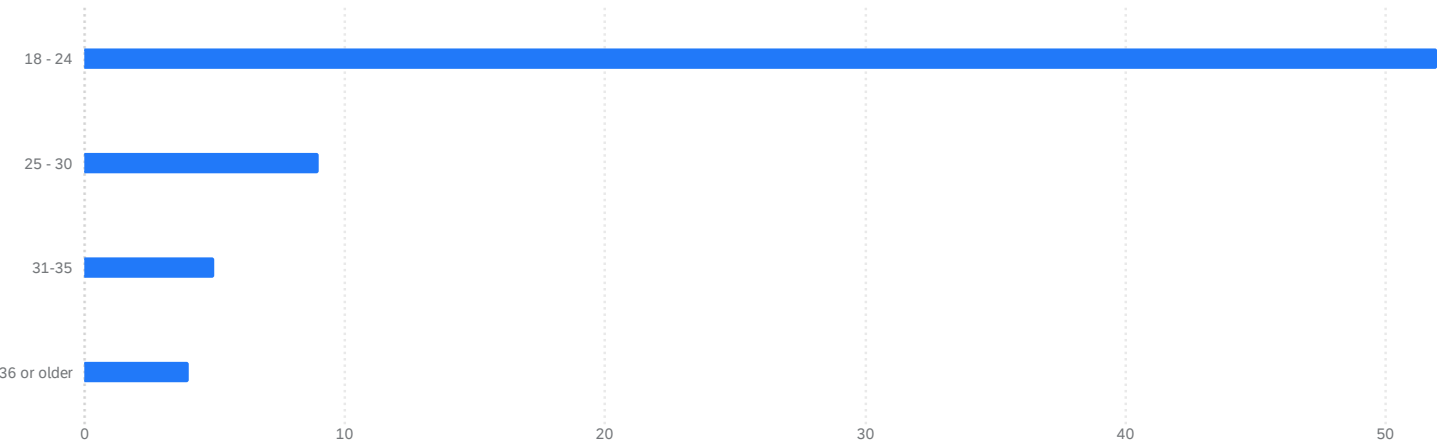
InfluencerViewership: Have you seen influencer-sponsored content related to beauty or skincare brands in the past six months? 73 ⓘ

| InfluencerViewership - Have you seen influencer-sponsored content related to beauty or skincare brands in the past six months? | Count | Count |
|--------------------------------------------------------------------------------------------------------------------------------|-------|-------|
| Yes                                                                                                                            | 96%   | 70    |
| No                                                                                                                             | 4%    | 3     |

InfluencerViewership: Have you seen influencer-sponsored content related to beauty or skincare brands in the past six months? 95 ⓘ

|                                                                                                                                                     |      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|------|
| Average (InfluencerViewership - Have you seen influencer-sponsored content related to beauty or skincare brands in the past six months?)            | 1.04 |
| Minimum (InfluencerViewership - Have you seen influencer-sponsored content related to beauty or skincare brands in the past six months?)            | 1.00 |
| Maximum (InfluencerViewership - Have you seen influencer-sponsored content related to beauty or skincare brands in the past six months?)            | 2.00 |
| Standard Deviation (InfluencerViewership - Have you seen influencer-sponsored content related to beauty or skincare brands in the past six months?) | 0.20 |
| Variance (InfluencerViewership - Have you seen influencer-sponsored content related to beauty or skincare brands in the past six months?)           | 0.04 |
| Count                                                                                                                                               | 95   |

Age: How old are you? 70 ⓘ



Age: How old are you? 70 ⓘ

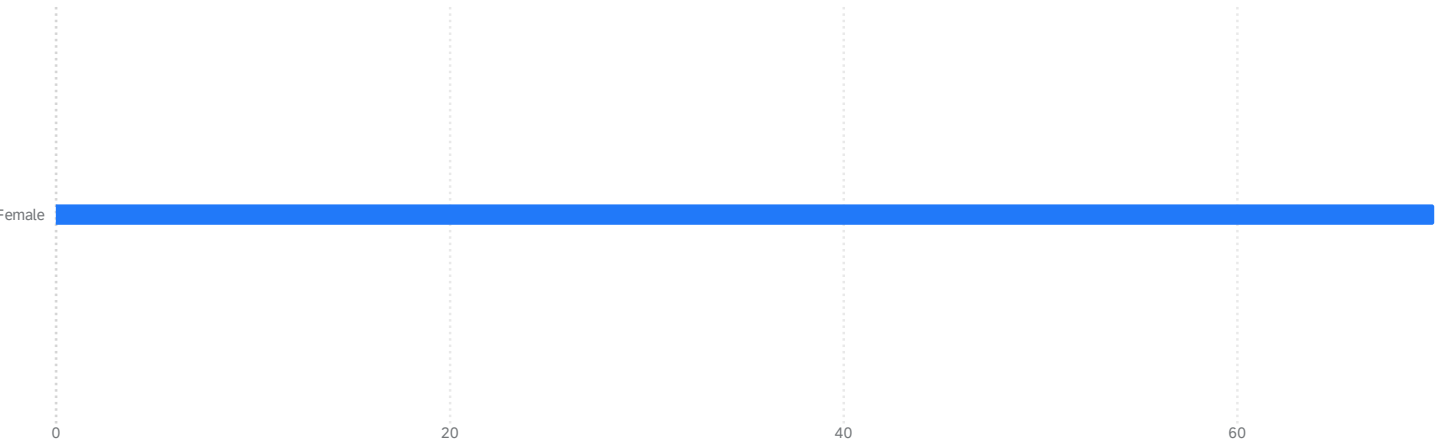
| Age - How old are you? | Count | Count |
|------------------------|-------|-------|
| 18 - 24                | 74%   | 52    |
| 25 - 30                | 13%   | 9     |
| 31-35                  | 7%    | 5     |

| Age - How old are you? | Count | Count |
|------------------------|-------|-------|
| 36 or older            | 6%    | 4     |

Age: How old are you? 95 ⓘ

|                                             |      |
|---------------------------------------------|------|
| Average (Age - How old are you?)            | 2.44 |
| Minimum (Age - How old are you?)            | 2.00 |
| Maximum (Age - How old are you?)            | 5.00 |
| Standard Deviation (Age - How old are you?) | 0.86 |
| Variance (Age - How old are you?)           | 0.73 |
| Count                                       | 95   |

Gender: How would you describe yourself 70 ⓘ



Gender: How would you describe yourself 70 ⓘ

| Gender - How would you describe yourself - Selected Choice | Count | Count |
|------------------------------------------------------------|-------|-------|
| Female                                                     | 100%  | 70    |

Gender: How would you describe yourself 95 ⓘ

|                                                                      |      |
|----------------------------------------------------------------------|------|
| Average (Gender - How would you describe yourself - Selected Choice) | 1.00 |
| Minimum (Gender - How would you describe yourself - Selected Choice) | 1.00 |
| Maximum (Gender - How would you describe yourself - Selected Choice) | 1.00 |







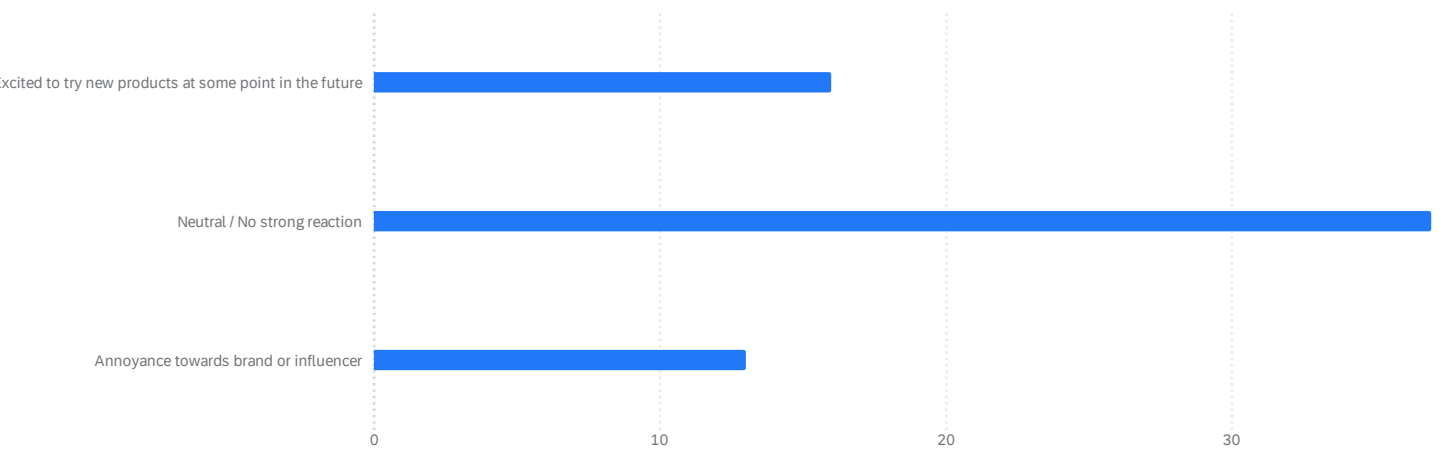
| Likelihood          | Percentage |
|---------------------|------------|
| Very Likely         | ~3%        |
| Somewhat Likely     | ~40%       |
| Not at all Impacted | ~9%        |
| Somewhat Unlikely   | ~11%       |
| Very Unlikely       | ~5%        |

| Likely to Purchase - How likely are you to consider purchasing a product after seeing influencer content? | Count | Count |
|-----------------------------------------------------------------------------------------------------------|-------|-------|
| Very Unlikely                                                                                             | 6%    | 4     |
| Somewhat Unlikely                                                                                         | 17%   | 11    |
| Not at all Impacted                                                                                       | 14%   | 9     |
| Somewhat Likely                                                                                           | 61%   | 40    |
| Very Likely                                                                                               | 3%    | 2     |

Likely to Purchase: How likely are you to consider purchasing a product after seeing influencer content? 95 ⓘ

|                                                                                                                                |      |
|--------------------------------------------------------------------------------------------------------------------------------|------|
| Average (Likely to Purchase - How likely are you to consider purchasing a product after seeing influencer content?)            | 4.79 |
| Minimum (Likely to Purchase - How likely are you to consider purchasing a product after seeing influencer content?)            | 1.00 |
| Maximum (Likely to Purchase - How likely are you to consider purchasing a product after seeing influencer content?)            | 7.00 |
| Standard Deviation (Likely to Purchase - How likely are you to consider purchasing a product after seeing influencer content?) | 1.81 |
| Variance (Likely to Purchase - How likely are you to consider purchasing a product after seeing influencer content?)           | 3.29 |
| Count                                                                                                                          | 95   |

TripReaction: When you see content from an influencer trip, which of the following best describes your reaction? 66 ⓘ



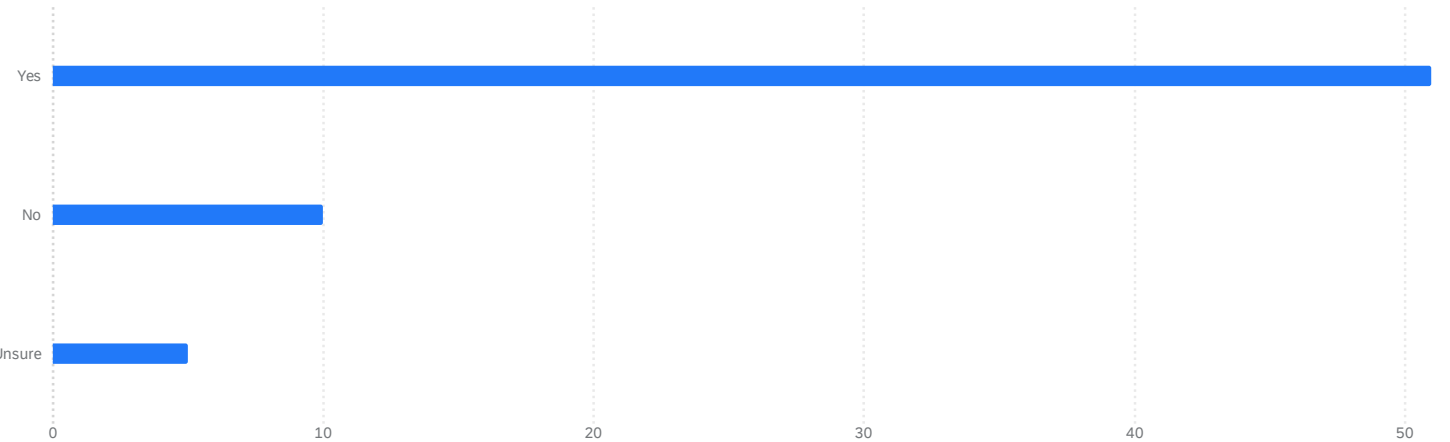
TripReaction: When you see content from an influencer trip, which of the following best describes your reaction? 66 ⓘ

| TripReaction - When you see content from an influencer trip, which of the following best describes your reaction? | Count | Count |
|-------------------------------------------------------------------------------------------------------------------|-------|-------|
| Excited to try new products at some point in the future                                                           | 24%   | 16    |
| Neutral / No strong reaction                                                                                      | 56%   | 37    |
| Annoyance towards brand or influencer                                                                             | 20%   | 13    |

TripReaction: When you see content from an influencer trip, which of the following best describes your reaction? 95 ⓘ

|                                                                                                                                        |      |
|----------------------------------------------------------------------------------------------------------------------------------------|------|
| Average (TripReaction - When you see content from an influencer trip, which of the following best describes your reaction?)            | 3.15 |
| Minimum (TripReaction - When you see content from an influencer trip, which of the following best describes your reaction?)            | 2.00 |
| Maximum (TripReaction - When you see content from an influencer trip, which of the following best describes your reaction?)            | 5.00 |
| Standard Deviation (TripReaction - When you see content from an influencer trip, which of the following best describes your reaction?) | 1.00 |
| Variance (TripReaction - When you see content from an influencer trip, which of the following best describes your reaction?)           | 1.01 |
| Count                                                                                                                                  | 95   |

ViewTarteContent: Have you ever seen content from a Tarte influencer trip (ex. #TrippinWithTarte) 66 ⓘ

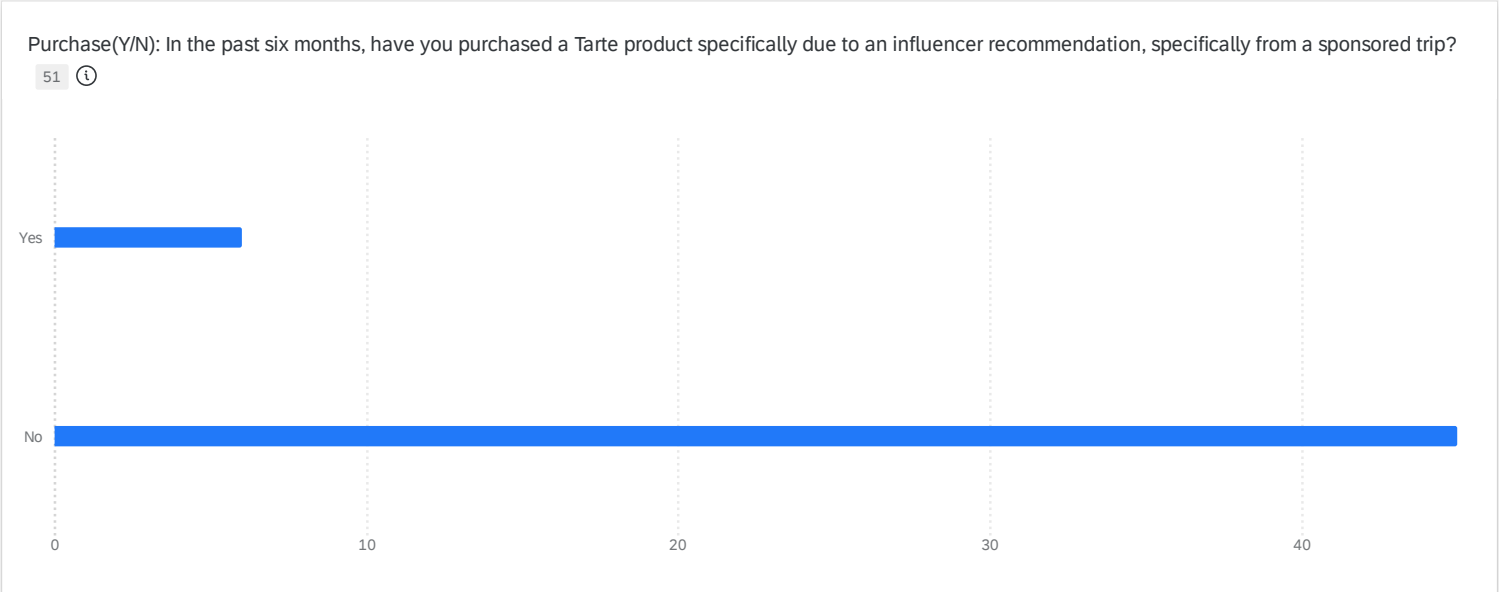


ViewTarteContent: Have you ever seen content from a Tarte influencer trip (ex. #TrippinWithTarte) 66 ⓘ

| ViewTarteContent - Have you ever seen content from a Tarte influencer trip (ex. #TrippinWithTarte) | Count | Count |
|----------------------------------------------------------------------------------------------------|-------|-------|
| Yes                                                                                                | 77%   | 51    |
| No                                                                                                 | 15%   | 10    |

| ViewTarteContent - Have you ever seen content from a Tarte influencer trip (ex. #TrippinWithTarte) | Count | Count |
|----------------------------------------------------------------------------------------------------|-------|-------|
| Unsure                                                                                             | 8%    | 5     |

|                                                                                                                         |  |      |
|-------------------------------------------------------------------------------------------------------------------------|--|------|
| ViewTarteContent: Have you ever seen content from a Tarte influencer trip (ex. #TrippinWithTarte) 95 ⓘ                  |  |      |
| Average (ViewTarteContent - Have you ever seen content from a Tarte influencer trip (ex. #TrippinWithTarte))            |  | 1.30 |
| Minimum (ViewTarteContent - Have you ever seen content from a Tarte influencer trip (ex. #TrippinWithTarte))            |  | 1.00 |
| Maximum (ViewTarteContent - Have you ever seen content from a Tarte influencer trip (ex. #TrippinWithTarte))            |  | 3.00 |
| Standard Deviation (ViewTarteContent - Have you ever seen content from a Tarte influencer trip (ex. #TrippinWithTarte)) |  | 0.60 |
| Variance (ViewTarteContent - Have you ever seen content from a Tarte influencer trip (ex. #TrippinWithTarte))           |  | 0.36 |
| Count                                                                                                                   |  | 95   |



| Purchase(Y/N): In the past six months, have you purchased a Tarte product specifically due to an influencer recommendation, specifically from a sponsored trip?  |       |       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-------|
| 51 ⓘ                                                                                                                                                             |       |       |
| Purchase(Y/N) - In the past six months, have you purchased a Tarte product specifically due to an influencer recommendation, specifically from a sponsored trip? | Count | Count |
| Yes                                                                                                                                                              | 12%   | 6     |
| No                                                                                                                                                               | 88%   | 45    |

|                                                                                                                                                                            |  |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------|
| Purchase(Y/N): In the past six months, have you purchased a Tarte product specifically due to an influencer recommendation, specifically from a sponsored trip?            |  |      |
| 95 ⓘ                                                                                                                                                                       |  |      |
| Average (Purchase(Y/N) - In the past six months, have you purchased a Tarte product specifically due to an influencer recommendation, specifically from a sponsored trip?) |  | 1.88 |

|                                                                                                                                                                                       |      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| Minimum (Purchase(Y/N) - In the past six months, have you purchased a Tarte product specifically due to an influencer recommendation, specifically from a sponsored trip?)            | 1.00 |
| Maximum (Purchase(Y/N) - In the past six months, have you purchased a Tarte product specifically due to an influencer recommendation, specifically from a sponsored trip?)            | 2.00 |
| Standard Deviation (Purchase(Y/N) - In the past six months, have you purchased a Tarte product specifically due to an influencer recommendation, specifically from a sponsored trip?) | 0.32 |
| Variance (Purchase(Y/N) - In the past six months, have you purchased a Tarte product specifically due to an influencer recommendation, specifically from a sponsored trip?)           | 0.10 |
| Count                                                                                                                                                                                 | 95   |



Purchase (No): Which of the following best explains why you did not purchase? 44 ⓘ

| Purchase (No) - Which of the following best explains why you did not purchase? - Selected Choice | Count | Count |
|--------------------------------------------------------------------------------------------------|-------|-------|
| Content creators do not influence my purchases                                                   | 16%   | 7     |
| The trips make the brand feel excessive or wasteful                                              | 20%   | 9     |
| I prefer recommendations from non-sponsored creators                                             | 20%   | 9     |
| I am not interested in Tarte products                                                            | 16%   | 7     |
| I was not currently in need of new makeup                                                        | 25%   | 11    |
| Other:                                                                                           | 2%    | 1     |

Purchase (No): Which of the following best explains why you did not purchase? 95 ⓘ

|                                                                                                            |      |
|------------------------------------------------------------------------------------------------------------|------|
| Average (Purchase (No) - Which of the following best explains why you did not purchase? - Selected Choice) | 5.11 |
| Minimum (Purchase (No) - Which of the following best explains why you did not purchase? - Selected Choice) | 1.00 |



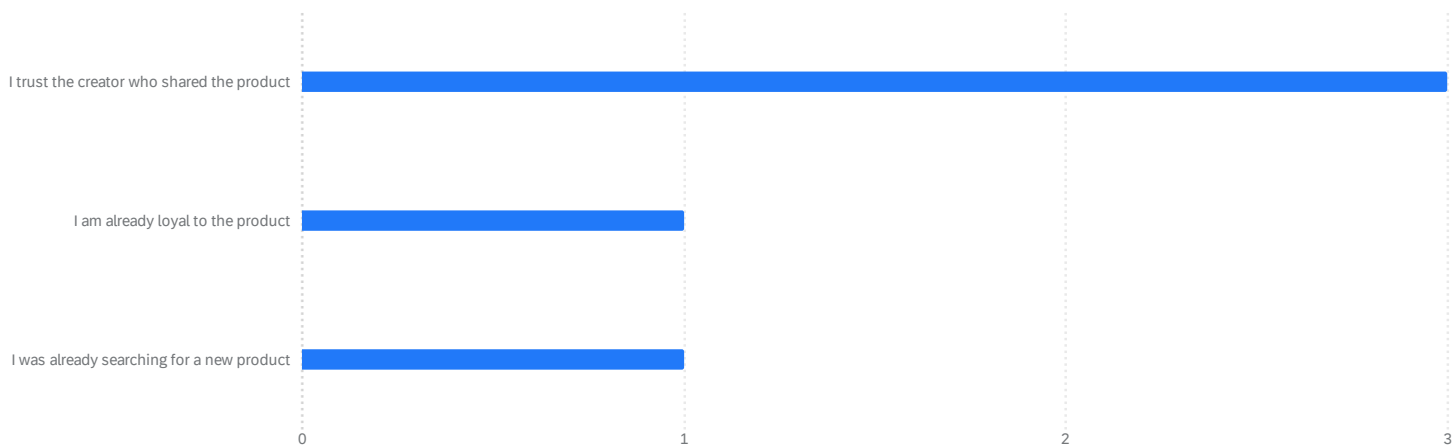
Other:

I did purchase

Other:

Other:

Q28: Which of the following best explains why you did purchase? 5 ⓘ



Q28: Which of the following best explains why you did purchase? 5 ⓘ

| Q28 - Which of the following best explains why you did purchase? - Selected Choice | Count | Count |
|------------------------------------------------------------------------------------|-------|-------|
| I trust the creator who shared the product                                         | 60%   | 3     |
| I am already loyal to the product                                                  | 20%   | 1     |
| I was already searching for a new product                                          | 20%   | 1     |

Q28: Which of the following best explains why you did purchase? 95 ⓘ

|                                                                                                         |       |
|---------------------------------------------------------------------------------------------------------|-------|
| Average (Q28 - Which of the following best explains why you did purchase? - Selected Choice)            | 4.00  |
| Minimum (Q28 - Which of the following best explains why you did purchase? - Selected Choice)            | 1.00  |
| Maximum (Q28 - Which of the following best explains why you did purchase? - Selected Choice)            | 9.00  |
| Standard Deviation (Q28 - Which of the following best explains why you did purchase? - Selected Choice) | 3.69  |
| Variance (Q28 - Which of the following best explains why you did purchase? - Selected Choice)           | 13.60 |
| Count                                                                                                   | 95    |

Q28: Which of the following best explains why you did purchase?: Other: - Text 95 ⓘ

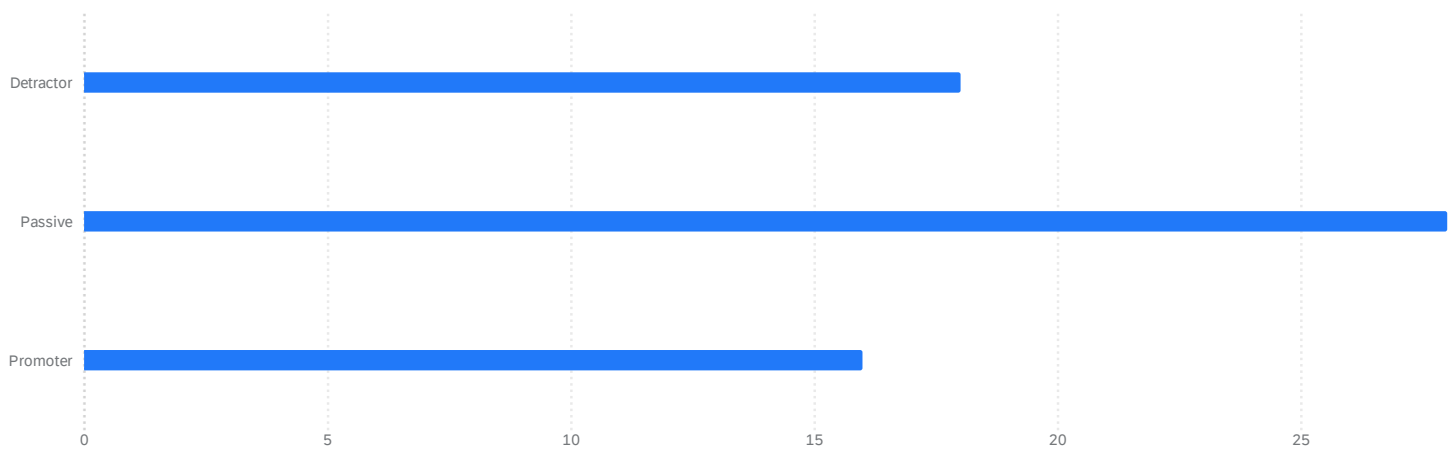
Other:

Other:

Other:

Other:

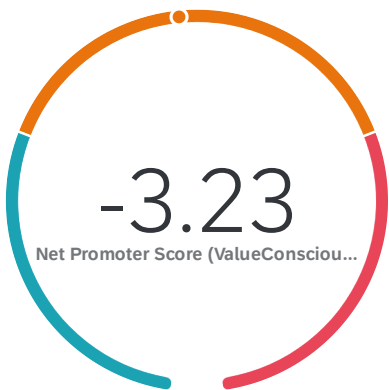
ValueConscious: I consider myself a value-conscious shopper when purchasing beauty products... 62 ⓘ



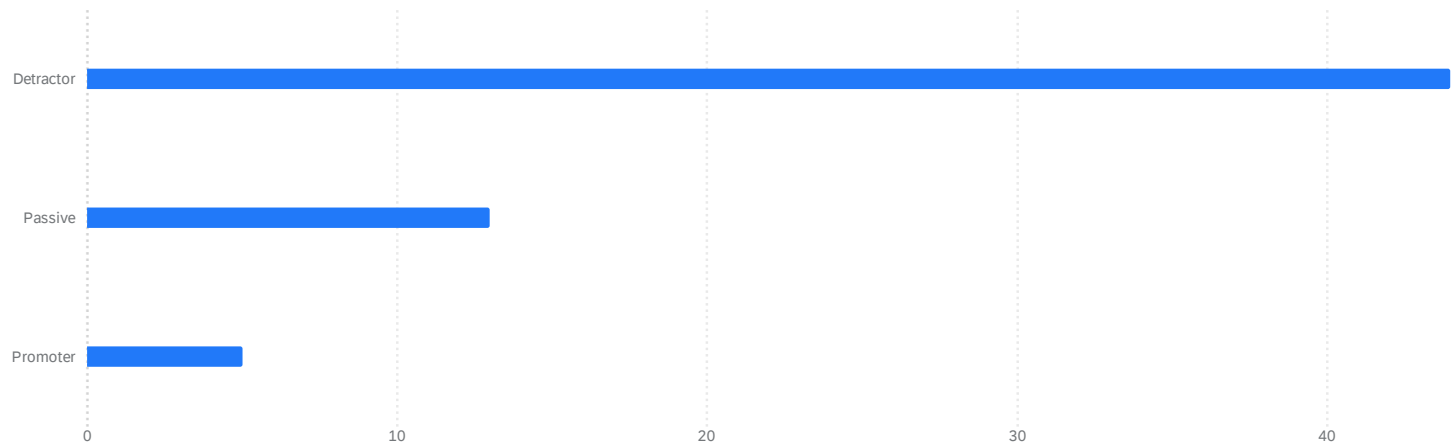
ValueConscious: I consider myself a value-conscious shopper when purchasing beauty products... 62 ⓘ

| ValueConscious_NPS_GROUP - I consider myself a value-conscious shopper when purchasing beauty products. - Group | Count | Count |
|-----------------------------------------------------------------------------------------------------------------|-------|-------|
| Detractor                                                                                                       | 29%   | 18    |
| Passive                                                                                                         | 45%   | 28    |
| Promoter                                                                                                        | 26%   | 16    |

ValueConscious: I consider myself a value-conscious shopper when purchasing beauty products... 62 ⓘ



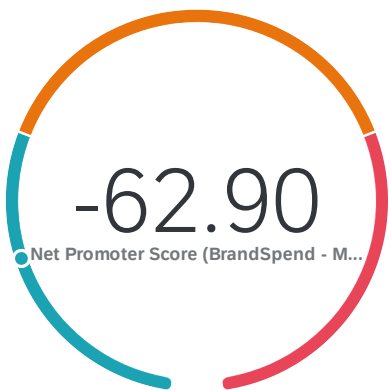
BrandSpend: My decision to purchase is impacted by social media marketing. 62 ⓘ



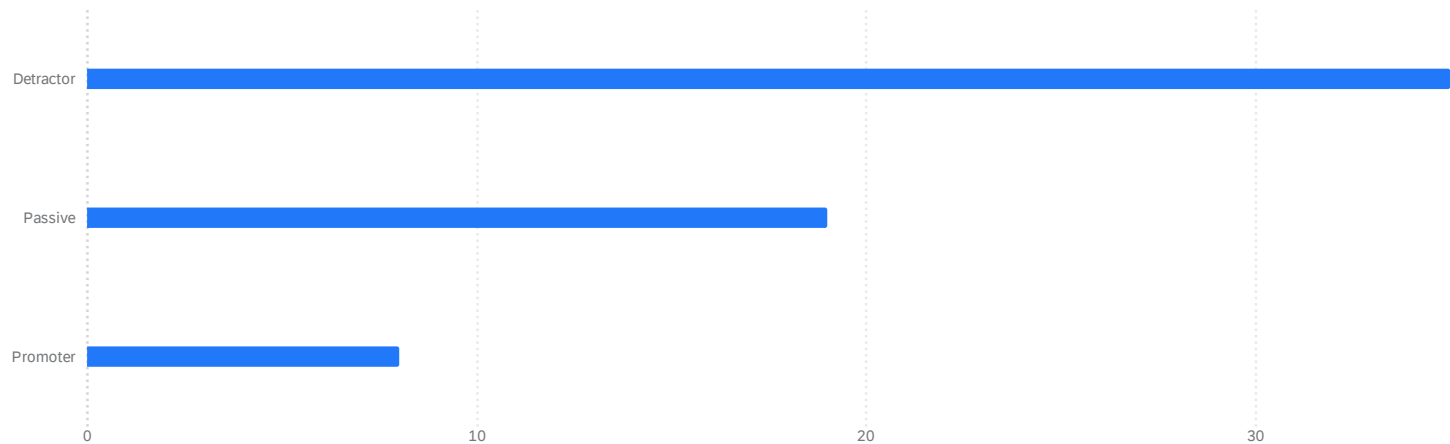
BrandSpend: My decision to purchase is impacted by social media marketing. 62 ⓘ

| BrandSpend_NPS_GROUP - My decision to purchase is impacted by social media marketing. - Group | Count | Count |
|-----------------------------------------------------------------------------------------------|-------|-------|
| Detractor                                                                                     | 71%   | 44    |
| Passive                                                                                       | 21%   | 13    |
| Promoter                                                                                      | 8%    | 5     |

BrandSpend: My decision to purchase is impacted by social media marketing. 62 ⓘ



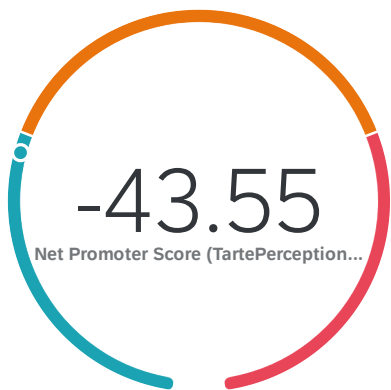
TartePerception: Overall, I have a positive perception of Tarte Cosmetics. 62 ⓘ



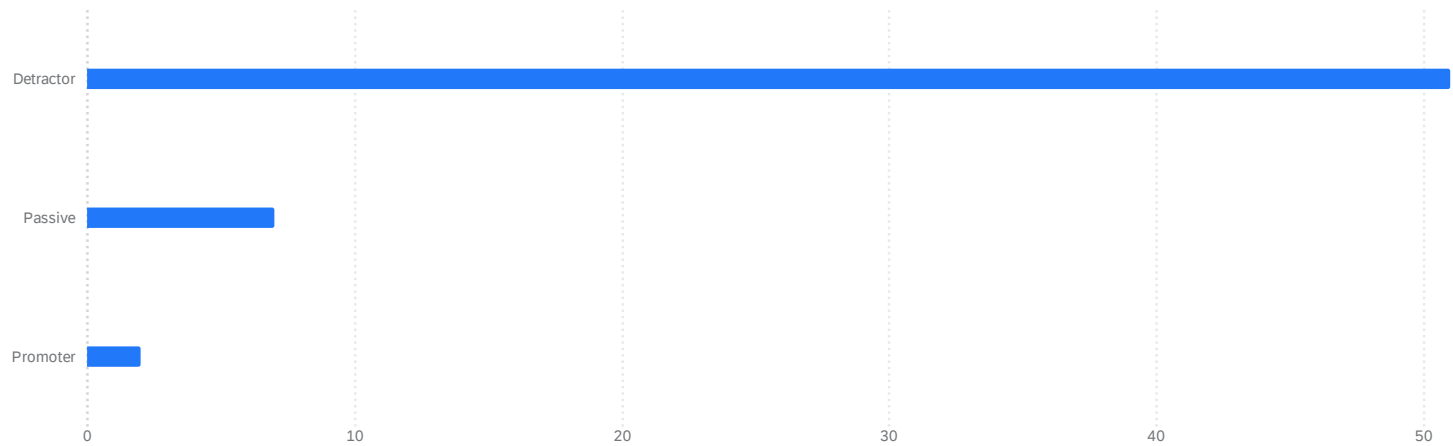
TartePerception: Overall, I have a positive perception of Tarte Cosmetics. 62 ⓘ

| TartePerception_NPS_GROUP - Overall, I have a positive perception of Tarte Cosmetics. - Group | Count | Count |
|-----------------------------------------------------------------------------------------------|-------|-------|
| Detractor                                                                                     | 56%   | 35    |
| Passive                                                                                       | 31%   | 19    |
| Promoter                                                                                      | 13%   | 8     |

TartePerception: Overall, I have a positive perception of Tarte Cosmetics. 62 ⓘ



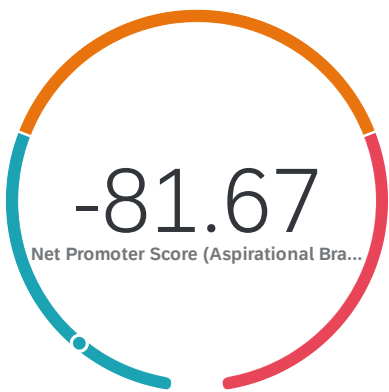
Aspirational Brand: Tarte's influencer trips make the brand feel aspirational and desirable. 60 ⓘ



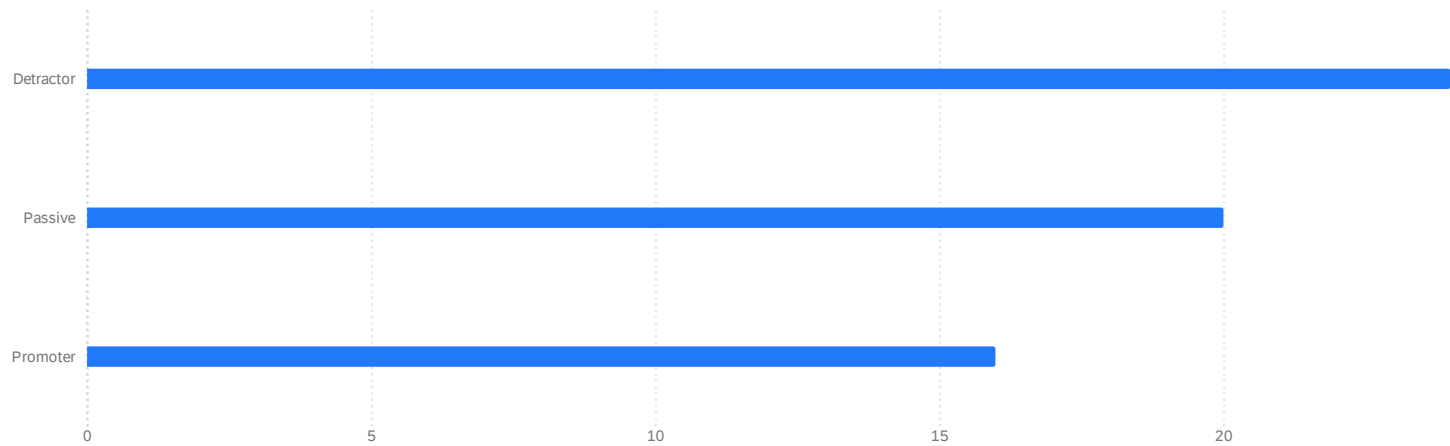
Aspirational Brand: Tarte's influencer trips make the brand feel aspirational and desirable. 60 ⓘ

| Aspirational Brand_NPS_GROUP - Tarte's influencer trips make the brand feel aspirational and desirable. - Group | Count | Count |
|-----------------------------------------------------------------------------------------------------------------|-------|-------|
| Detractor                                                                                                       | 85%   | 51    |
| Passive                                                                                                         | 12%   | 7     |
| Promoter                                                                                                        | 3%    | 2     |

Aspirational Brand: Tarte's influencer trips make the brand feel aspirational and desirable. 60 ⓘ



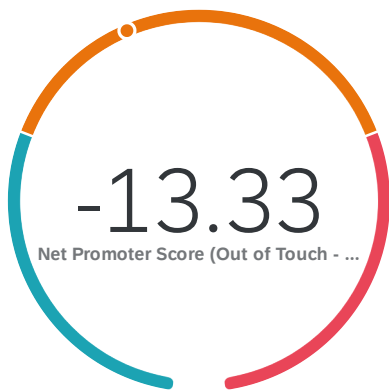
Out of Touch: Tarte's influencer trips make the brand feel out-of-touch with everyday con... 60 ⓘ



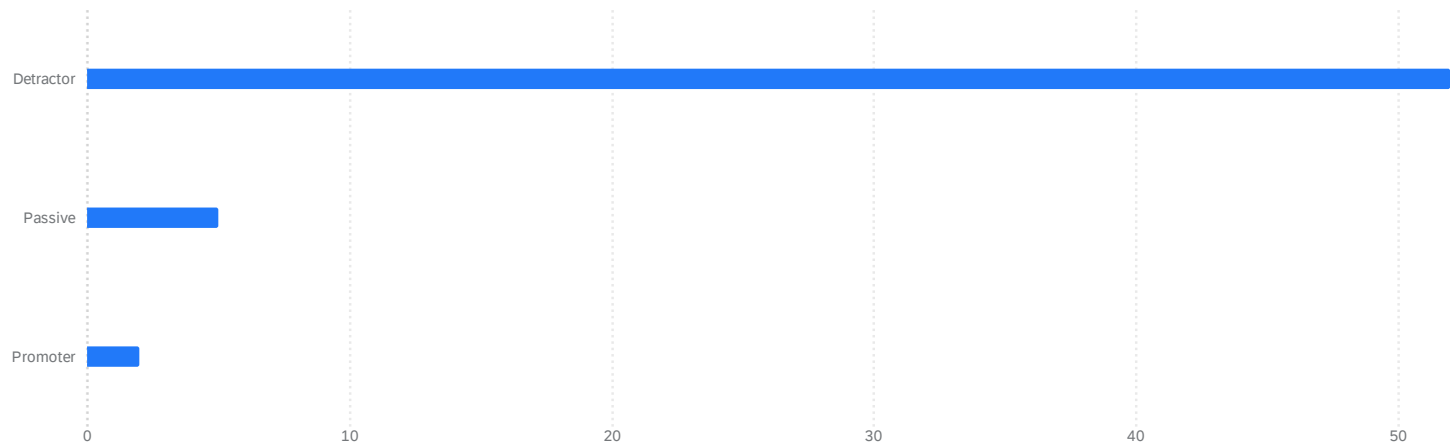
Out of Touch: Tarte's influencer trips make the brand feel out-of-touch with everyday con... 60 ⓘ

| Out of Touch_NPS_GROUP - Tarte's influencer trips make the brand feel out-of-touch with everyday consumers. - Group | Count | Count |
|---------------------------------------------------------------------------------------------------------------------|-------|-------|
| Detractor                                                                                                           | 40%   | 24    |
| Passive                                                                                                             | 33%   | 20    |
| Promoter                                                                                                            | 27%   | 16    |

Out of Touch: Tarte's influencer trips make the brand feel out-of-touch with everyday con... 60 ⓘ



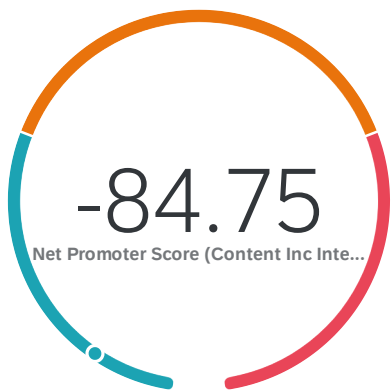
Content Inc Interest: Seeing influencer trip content increases my interest in Tarte products. 59 ⓘ



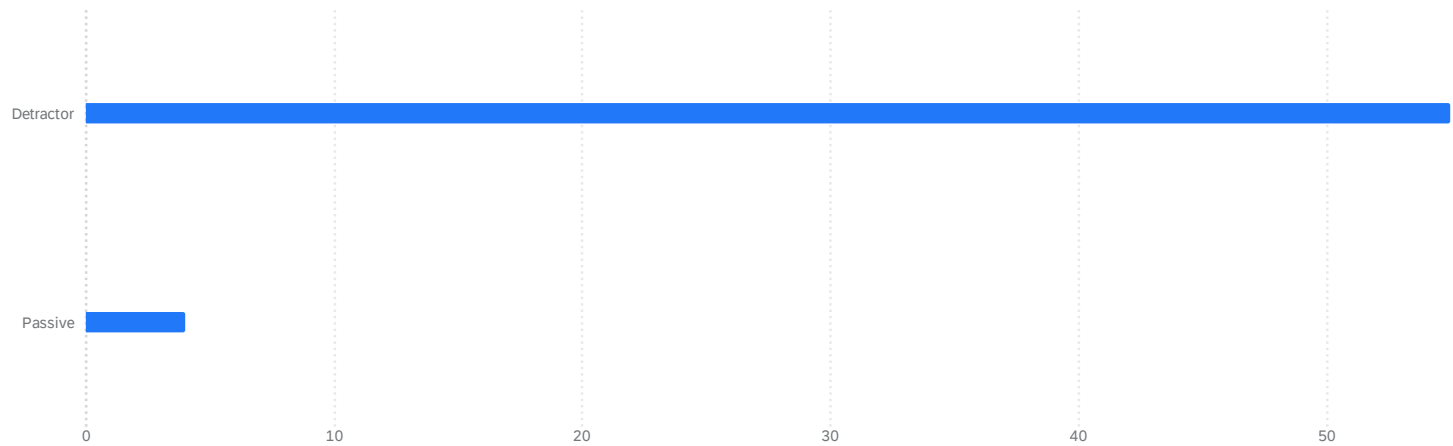
Content Inc Interest: Seeing influencer trip content increases my interest in Tarte products. 59 ⓘ

| Content Inc Interest_NPS_GROUP - Seeing influencer trip content increases my interest in Tarte products. - Group | Count | Count |
|------------------------------------------------------------------------------------------------------------------|-------|-------|
| Detractor                                                                                                        | 88%   | 52    |
| Passive                                                                                                          | 8%    | 5     |
| Promoter                                                                                                         | 3%    | 2     |

Content Inc Interest: Seeing influencer trip content increases my interest in Tarte products. 59 ⓘ



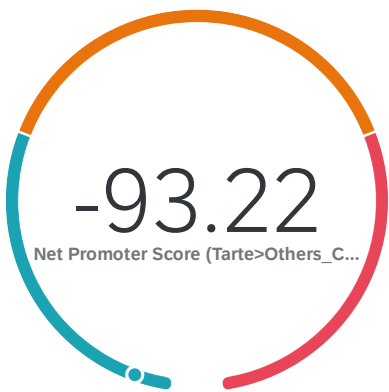
Tarte>Others\_Content: I am more likely to engage in Tarte content than content created by other b... 59 ⓘ



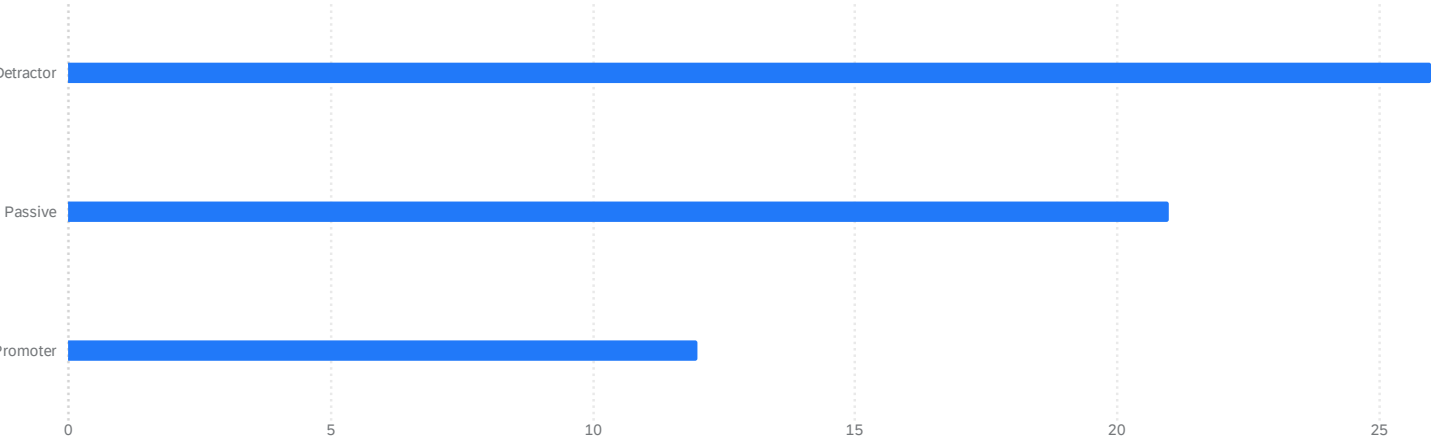
Tarte>Others\_Content: I am more likely to engage in Tarte content than content created by other b... 59 ⓘ

| Tarte>Others_Content_NPS_GROUP - I am more likely to engage in Tarte content than content created by other brands. - Group | Count | Count |
|----------------------------------------------------------------------------------------------------------------------------|-------|-------|
| Detractor                                                                                                                  | 93%   | 55    |
| Passive                                                                                                                    | 7%    | 4     |

Tarte>Others\_Content: I am more likely to engage in Tarte content than content created by other b... 59 ⓘ



Q29: I am more likely to be influenced by a content creator than by a brand acco... 59 ⓘ



Q29: I am more likely to be influenced by a content creator than by a brand acco... 59 ⓘ

| Q29_NPS_GROUP - I am more likely to be influenced by a content creator than by a brand account - Group | Count | Count |
|--------------------------------------------------------------------------------------------------------|-------|-------|
| Detractor                                                                                              | 44%   | 26    |
| Passive                                                                                                | 36%   | 21    |
| Promoter                                                                                               | 20%   | 12    |

Q29: I am more likely to be influenced by a content creator than by a brand acco... 59 ⓘ

