A faint, light blue map of the United States is overlaid with a network of white dots and connecting lines, suggesting a digital or data network. The map is centered in the background.

TRACKING
THE PULSE OF
+ TODAY'S
CONSUMER



TRACKING THE PULSE OF TODAY'S CONSUMER



September told a story of cautious optimism among U.S. consumers. Perhaps it's the wishful promise of a vaccine in the coming months or maybe it's simply acceptance as we enter month seven of this new normal. Either way, consumers who believe life could return to normal sooner rather than later — specifically, within two to six months — went up five percentage points from August to September. Additionally, those who believe it could take seven months or longer decreased six percentage points.

Now, as a marketer, you have the opportunity to understand your consumers on a granular, human-level. With Resonate's proprietary consumer intelligence, you can actively track the behaviors, motivations, values and anxieties driving your customer's decisions now — not where they were six months ago. These are the insights you need to inform marketing, sales, product development and more, particularly during a time when every decision could be the difference between sink or swim.

New Resonate data on the impact of coronavirus and current events is released continuously, with reports, like this one, coming out every three to four weeks. This latest Recent Events Connected Flash Study was fielded between September 14 to September 20, 2020 and scaled to 200 million U.S. consumers. All Resonate research is fielded to U.S. respondents, as our interest is in an in-depth understanding of the U.S. consumer.

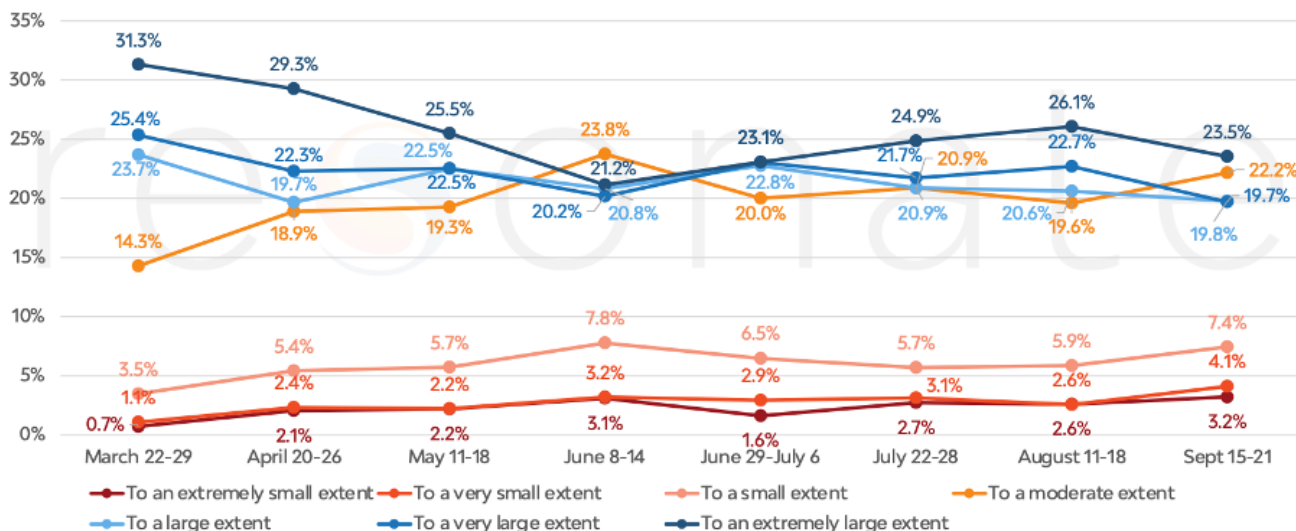
This Resonate research was conducted as part of the larger Resonate National Consumer Study® that went into field mid-September, 2020. Fielding this research as a part of our ongoing study allows us to connect responses specific to recent events to the thousands of other proprietary data points collected and refreshed nightly in our Ignite Platform.

Over the next few pages, we'll look at the numbers that stood out to us in our most recent exclusive report, available only to Resonate customers.

CONSUMER OUTLOOK IN A NEW NORMAL

We asked consumers...

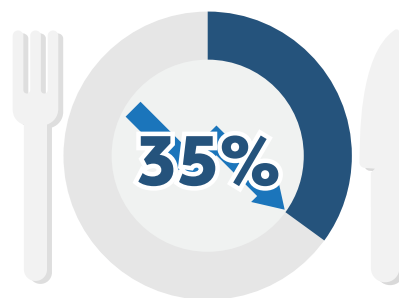
Overall, to what extent are you concerned about the economic-related consequences of the coronavirus situation?



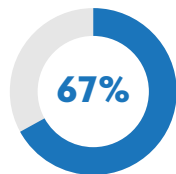
Yes, American consumers are still worried about the economic consequences of the pandemic but, compared to March, consumers worried to a large extent have dropped by 17 percentage points. That worry dropped by 6 percentage points just looking at August to September. Additionally, those who cited the current quality of the United States' economy as poor dropped 10 percentage points from August to September.

FOOD FOR THOUGHT...

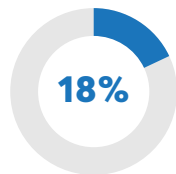
35% of consumers would now go into a restaurant in-person rather than ordering online. That's down from 51% in July. Coincidentally, the CDC released a study stating that adults who tested positive for COVID-19 were twice as likely to have dined in a restaurant in the two weeks before becoming ill.



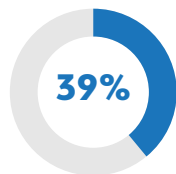
ADDITIONALLY, THE DATA TELLS US...



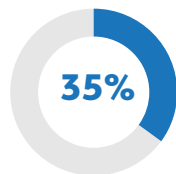
67% of consumers cite shipping costs as moderately to very influential in the decision to shop online vs. in-person



18% of consumers are dining in restaurants once a week or more (despite the high number of consumers who are not currently dining at restaurants!)



39% of consumers plan on spending their holidays with family and friends beyond immediate family



35% of consumers are traveling within their state once a month or more

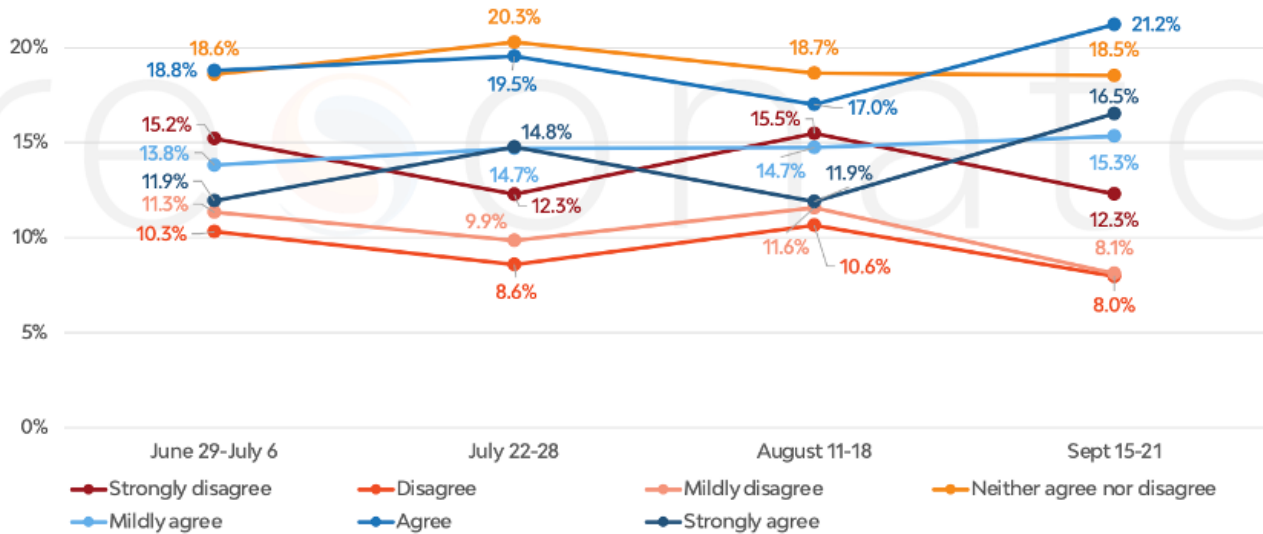
DRIVE MARKETING DECISIONS WITH ACTIONABLE INSIGHTS

Real-time, actionable insights are your key to driving successful marketing, messaging and product strategy, particularly during a time when every decision is critical. Resonate's AI-driven data tracks the pulse of your consumers' sentiment, motivations and purchasing drivers so you can adapt quickly and efficiently to their needs in this very moment.

VOTER SENTIMENT IN LIGHT OF COVID AND CURRENT EVENTS

We asked voters...

Thinking about the recent civic unrest associated with Black Lives Matter in this country, how strongly do you agree or disagree that the police can be trusted?

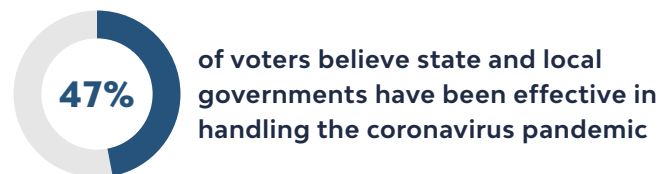
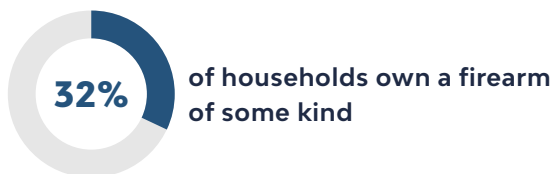
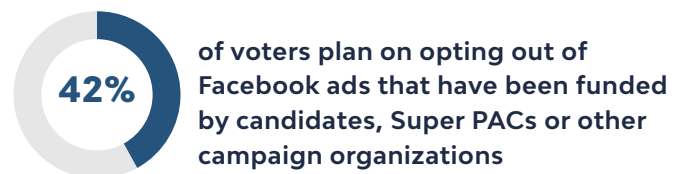


From the pandemic to the fight for social justice, the current climate is tense. What does that mean for voters? 28% of them strongly disagree the federal government has been effective in addressing civil unrest. 53% say their opinion of President Trump has worsened as a result of the Black Lives Matter movement; while 56% say their opinion has worsened due to the pandemic. Looking at the other side of the ticket: 34% say their opinion of former Vice President Joe Biden has worsened due to the BLM movement; additionally, 34% say it has worsened due to the pandemic.

Overall, 29% of voters indicate the pandemic has impacted their vote in November. That's steadily risen 16 percentage points since March.



ADDITIONALLY, THE DATA TELLS US...



LESS THAN 2 MONTHS UNTIL ELECTION DAY

You have just weeks left to capture persuadable voters, cement your place with party devotees and lock in a win on November 3. Resonate's real-time voter intelligence data gives you exclusive access to the rapid shifts in voter values, motivations and drivers to help you meet voters where they stand today.



YOU CAN'T AFFORD TO MISS OUT ON REAL-TIME DATA

Communicating with consumers during times of uncertainty and crisis requires staying up-to-date on constantly shifting sentiment. That's why Resonate provides continuously updated, AI-driven insights that empower you to better engage and connect with your customers and prospects.

Want full access to the entire Wave 8 report and to learn how you can drive insights into action today? Request a demo or call 855-855-4320 to see how Resonate can change the game for your brand, campaign or company in 2020.

ABOUT RESONATE

Resonate is a pioneer in AI-driven consumer data & intelligence. The Resonate Ignite Platform seamlessly enriches any data with the deepest understanding of the U.S. consumer and then integrates into the marketing ecosystem to drive insights into action. Resonate Elements, our proprietary consumer data set, has more than 13,000 attributes, including the Human Element that describes why consumers choose, buy or support certain brands, products or causes. Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.

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