EXIT 2020 HERE ➔
FRESH INSIGHTS FOR A DATA-DRIVEN 2021
Resonate COVID-19 and Emerging Trends Report,
Wave 10, December 2020
How are consumers responding to the weight of change as we say goodbye to 2020 and look towards the hope of 2021?

An election has been decided and we have a new President-Elect. Millions more lives have been impacted by the coronavirus crisis and, still, Americans are hopeful. The first doses of the COVID-19 vaccine have been distributed. We’ve waited anxiously to hear from friends and family on the front lines as they line up for their shot and move us one step closer to a return to normalcy. And we’ve all had the collective experience of seeing a holiday ad from 2019 slip through and thinking, “where are their masks?!”

As a marketer, you’re facing tough decisions. How do you message consumers without appearing tone deaf? Are the strategies you developed last month still relevant?

While mourning the loss of planning time may feel about right, right now, we contend that now is the time to commit to stronger, more meaningful, human connections with your customers, fostered by fresh, hyper-relevant consumer data.

With Resonate’s proprietary consumer intelligence, you can actively track the behaviors, values, and preferences driving your customers’ decisions now — not where they were last month. These are the insights you need to inform marketing, CX, product development, and more, particularly during a time when every decision could be the difference between sink or swim.

That’s why Resonate coronavirus and current events data is released continuously, with new reports, like this one, coming out every few weeks. This latest Recent Events Connected Flash Study was fielded between November 23 to December 14, 2020 and scaled to 200 million U.S. consumers.*
Thinking about the coronavirus situation, how soon do you believe that your life will largely return to “normal”?
Overall, to what extent are you concerned about the health-related consequences of the coronavirus situation?

- 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
- To an extremely large extent
### GENERAL

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

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Which of the following best describes your work situation?

- I am currently employed full time/part time
- I was previously employed but became unemployed / furloughed since March 1
- I have been unemployed/retired since before March 1
Which of the following best describes your work situation?

- **My job has always been "work from home"**
- **The nature of my work does not allow me to stay at home**
- **My company has required employees to work from home**
- **My company has required employees to return to work in the company's office**
- **My company has offered employees a voluntary option to work from home, and I plan to work in the company's office on all or most days**
- **My company has offered employees a voluntary option to work from home on all or most days**

The data is presented for different time periods:
- **Sept 15-21**
- **Oct 5-13**
- **Nov 23-Dec 14**
Which of the following statements best describes the current status of coronavirus restrictions in your state?

- No or very few restrictions (i.e., our state is “open”)
- Some restrictions
- Many restrictions (i.e., our state has a “shelter in place” or “stay home” requirement in force)
Which of the following statements most closely describes the people with whom you anticipate celebrating the upcoming holidays during the remainder of this year (e.g., Christmas/Hanukkah/Kwanzaa)?

- Immediate family only
- Immediate family and extended family
- Immediate family, extended family, and friends
- Immediate family, extended family, friends, and neighbors
- Immediate family, extended family, friends, neighbors, and other individuals from the community

July 22-28: 61.9%
August 11-18: 57.5%
Sept 15-21: 60.5%
Oct 5-13: 59.5%
Nov 23-Dec 14: 74.0%
When do you anticipate that a vaccine for the coronavirus will become available to the general public?

- October to December, 2020: 9.5%
- January to March, 2021: 37.7%
- April to June, 2021: 34.2%
- July to September, 2021: 11.1%
- October, 2021 or later: 7.5%
How likely are you to take the coronavirus vaccine once it becomes available?

- Not at all likely: 20.3%
- Slightly likely: 14.5%
- Moderately likely: 19.7%
- Very likely: 19.0%
- Completely likely: 26.5%
How soon after the vaccine for the coronavirus becomes available will you want to take it?

- Within one week of its availability: 16.6%
- Within one month of its availability: 15.7%
- Within three months of its availability: 20.9%
- Within six months of its availability: 15.5%
- Within one year of its availability or later: 9.9%
- Never: 1.1%
When do you believe the United States economy will return to "normal," as it was before the coronavirus situation began?

- Winter (November - February), 2020/2021: 3.5%
- Spring (March - May), 2021: 13.3%
- Summer (June - August), 2021: 26.8%
- Fall (September - October), 2021 or later: 56.5%
What is the current quality of the United States economy?
As a result of the coronavirus situation, how have you changed your financial habit of saving?
FINANCIAL

As a result of the coronavirus situation, how have you changed your financial habit of spending?

- Decrease to a large extent
- Decrease to a moderate extent
- Decrease to a small extent
- Remain about the same
- Increase to a small extent
- Increase to a moderate extent
- Increase to a large extent
As a result of the coronavirus situation, how have you changed your financial habit of budgeting and monitoring expenses?

- Decrease to a large extent
- Decrease to a moderate extent
- Decrease to a small extent
- Remain about the same
- Increase to a small extent
- Increase to a moderate extent
- Increase to a large extent
As a result of the coronavirus situation, how have you changed your financial habit of investing for retirement?

- Decrease to a large extent
- Decrease to a moderate extent
- Decrease to a small extent
- Remain about the same
- Increase to a small extent
- Increase to a moderate extent
- Increase to a large extent
How likely are you to apply for a new credit card, because of the coronavirus situation?

July 22-28: 71.9%
August 11-18: 69.9%
Sept 15-21: 68.7%
Oct 5-13: 69.4%
Nov 23-Dec 14: 70.5%

Not at all likely: July 22-28: 3.1%, August 11-18: 4.4%, Sept 15-21: 3.4%, Oct 5-13: 3.1%, Nov 23-Dec 14: 2.7%
Slightly likely: July 22-28: 10.0%, August 11-18: 10.6%, Sept 15-21: 13.2%, Oct 5-13: 11.4%, Nov 23-Dec 14: 11.8%
Moderately likely: July 22-28: 2.7%, August 11-18: 9.7%, Sept 15-21: 11.6%, Oct 5-13: 11.5%, Nov 23-Dec 14: 10.8%
Completely likely: July 22-28: 2.7%
How likely are you to now use contactless payments (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases, because of the coronavirus situation?

- July 22-28: Not at all likely 14.8%, Slightly likely 14.9%, Moderately likely 13.9%, Very likely 15.1%, Completely likely 11.8%
- August 11-18: Not at all likely 14.4%, Slightly likely 15.7%, Moderately likely 16.4%, Very likely 17.2%, Completely likely 18.3%
- Sept 15-21: Not at all likely 14.4%, Slightly likely 17.9%, Moderately likely 16.4%, Very likely 22.4%, Completely likely 22.4%
- Oct 5-13: Not at all likely 22.8%, Slightly likely 22.9%, Moderately likely 29.0%, Very likely 27.0%, Completely likely 28.7%
- Nov 23-Dec 14: Not at all likely 17.4%, Slightly likely 19.1%, Moderately likely 17.4%, Very likely 23.0%, Completely likely 23.0%
Which of the following statements best describes your own personal financial situation?

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

August 11-18: 21.0%
Sept 15-21: 22.9%
Oct 5-13: 22.7%
Nov 23-Dec 14: 23.8%
FINANCIAL

To what extent are you worried about your own household's financial situation?

August 11-18
- Not at all worried: 11.2%
- Slightly worried: 12.8%
- Moderately worried: 18.9%
- Very worried: 12.6%
- Extremely worried: 11.2%

Sept 15-21
- Not at all worried: 12.6%
- Slightly worried: 12.3%
- Moderately worried: 18.1%
- Very worried: 11.6%
- Extremely worried: 12.4%

Oct 5-13
- Not at all worried: 11.6%
- Slightly worried: 11.8%
- Moderately worried: 18.1%
- Very worried: 12.9%
- Extremely worried: 12.4%

Nov 23-Dec 14
- Not at all worried: 12.9%
- Slightly worried: 12.3%
- Moderately worried: 18.9%
- Very worried: 12.6%
- Extremely worried: 12.4%
To what extent does Facebook have a responsibility to identify and suppress false news and information from its services?

- 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

**Graph**

- July 22-28
- August 11-18
- Sept 15-21
- Oct 5-13
- Nov 23-Dec 14

- 0%
- 5%
- 10%
- 15%
- 20%
- 25%
- 30%
As a result of the coronavirus situation, to what extent has your likelihood to order groceries online changed?

- Decreased to a large extent
- Decreased to a moderate extent
- Decreased to a small extent
- Stayed the same
- Increased to a small extent
- Increased to a moderate extent
- Increased to a large extent
As a result of the coronavirus situation, to what extent has your likelihood to do the following changed? Purchase a “luxury” product (e.g., fine jewelry, designer clothing)

- Decreased to a large extent
- Decreased to a moderate extent
- Decreased to a small extent
- Stayed the same
- Increased to a small extent
- Increased to a moderate extent
- Increased to a large extent
As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed? Make a major purchase (e.g., an automobile)

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As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed? Order food or takeout for delivery

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Once shops open, which of these types of shopping do you believe you will go back to doing at physical stores, rather than online?

- Restaurants
- Grocers
- General merchandise (e.g., Walmart, Target, Costco)
- Electronics
- Clothing
- Hardware/building supplies
- None of the above
- Bank

![Diagram showing percentage of respondents' preferences for shopping types]

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Which of the following would be required in order for you to return to shopping from stores once shops open?

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Reduce occupancy of shops</th>
<th>Forced social distancing</th>
<th>All staff wearing masks/gloves</th>
<th>All customers wearing masks/gloves</th>
<th>Knowledge of nightly disinfecting of stores</th>
<th>Ability to pay without contact</th>
<th>Curbside pick-up</th>
<th>Vaccines having become widely available</th>
<th>None of the above</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 11-18</td>
<td>27.1%</td>
<td>13.2%</td>
<td>11.8%</td>
<td>16.5%</td>
<td>23.1%</td>
<td>30.8%</td>
<td>26.5%</td>
<td>41.8%</td>
<td>24.0%</td>
</tr>
<tr>
<td>June 8-14</td>
<td>30.8%</td>
<td>16.5%</td>
<td>23.1%</td>
<td>26.5%</td>
<td>26.7%</td>
<td>25.4%</td>
<td>25.0%</td>
<td>42.5%</td>
<td>24.0%</td>
</tr>
<tr>
<td>June 29-July 6</td>
<td>26.5%</td>
<td>23.1%</td>
<td>26.7%</td>
<td>25.4%</td>
<td>25.0%</td>
<td>27.9%</td>
<td>26.9%</td>
<td>42.6%</td>
<td>24.0%</td>
</tr>
<tr>
<td>July 22-28</td>
<td>28.7%</td>
<td>16.5%</td>
<td>23.1%</td>
<td>26.7%</td>
<td>27.9%</td>
<td>26.9%</td>
<td>25.0%</td>
<td>42.6%</td>
<td>24.0%</td>
</tr>
<tr>
<td>August 11-18</td>
<td>32.3%</td>
<td>11.8%</td>
<td>16.5%</td>
<td>23.1%</td>
<td>27.9%</td>
<td>26.9%</td>
<td>27.9%</td>
<td>42.6%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Sept 15-21</td>
<td>25.4%</td>
<td>13.7%</td>
<td>16.0%</td>
<td>23.1%</td>
<td>26.9%</td>
<td>21.7%</td>
<td>25.8%</td>
<td>40.4%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Oct 5-13</td>
<td>25.4%</td>
<td>16.0%</td>
<td>16.0%</td>
<td>23.1%</td>
<td>25.8%</td>
<td>25.4%</td>
<td>25.4%</td>
<td>39.9%</td>
<td>24.0%</td>
</tr>
<tr>
<td>Nov 23-Dec 14</td>
<td>26.3%</td>
<td>21.7%</td>
<td>16.0%</td>
<td>23.1%</td>
<td>25.4%</td>
<td>26.3%</td>
<td>26.3%</td>
<td>37.5%</td>
<td>24.0%</td>
</tr>
</tbody>
</table>

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How frequently are you now going to crowded activities (e.g., movie theaters, concerts, sporting events)?

- More than once a week
- Once a week
- Once a month
- Once a quarter
- Once a year
- Less than once a year
- Not going to crowded activities at all, until the coronavirus situation is under control
- Not applicable: I do not go to crowded activities anyway

August 11-18: 0.7%
- September 15-21: 2.0%
- October 5-13: 1.9%
- November 23-Dec 14: 1.4%
How frequently are you now dining in at restaurants?

- More than once a week
- Once a week
- Once a month
- Once a year
- Never
- Not dining in at restaurants at all, until the coronavirus situation is under control
- Not applicable: I do not dine in at restaurants anyway
Which of the following must occur, in order for you to once again feel comfortable doing activities involving crowds (e.g., going to a bank, shopping, attending a concert or sporting event, or dining in at a restaurant)?

<table>
<thead>
<tr>
<th>Scenario</th>
<th>August 11-18</th>
<th>Sept 15-21</th>
<th>Oct 5-13</th>
<th>Nov 23-Dec 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once I see/hear about others going</td>
<td>8.4%</td>
<td>10.3%</td>
<td>2.8%</td>
<td>9.7%</td>
</tr>
<tr>
<td>When a vaccine becomes widely available</td>
<td>13.6%</td>
<td>14.6%</td>
<td>9.9%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Forced social distancing</td>
<td>2.2%</td>
<td>2.8%</td>
<td>2.2%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Everyone wearing masks/gloves</td>
<td>45.7%</td>
<td>45.6%</td>
<td>45.3%</td>
<td>47.3%</td>
</tr>
<tr>
<td>Never</td>
<td>53.0%</td>
<td>53.1%</td>
<td>52.3%</td>
<td>53.4%</td>
</tr>
<tr>
<td>Don't know or not sure</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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Which of the following shopping preferences are now important to you?

- Curbside pick up
- Same-day delivery
- Browsing and buying in a physical store
- None of the above

August 11-18:
- Curbside pick up: 39.8%
- Same-day delivery: 38.7%
- Browsing and buying in a physical store: 33.0%
- None of the above: 16.9%

Sept 15-21:
- Curbside pick up: 41.0%
- Same-day delivery: 34.5%
- Browsing and buying in a physical store: 33.0%
- None of the above: 16.3%

Oct 5-13:
- Curbside pick up: 50.8%
- Same-day delivery: 35.6%
- Browsing and buying in a physical store: 35.6%
- None of the above: 14.2%

Nov 23-Dec 14:
- Curbside pick up: 48.1%
- Same-day delivery: 37.8%
- Browsing and buying in a physical store: 32.8%
- None of the above: 17.1%
To what extent does the cost of shipping or delivery influence your decision to shop in a physical store rather than online?

August 11-18
- Not at all influential: 16.8%
- Slightly influential: 20.4%
- Moderately influential: 16.8%
- Very influential: 19.3%
- Extremely influential: 13.0%

Sept 15-21
- Not at all influential: 20.3%
- Slightly influential: 20.3%
- Moderately influential: 16.4%
- Very influential: 16.4%
- Extremely influential: 12.7%

Oct 5-13
- Not at all influential: 28.3%
- Slightly influential: 28.6%
- Moderately influential: 18.7%
- Very influential: 17.7%
- Extremely influential: 14.7%

Nov 23-Dec 14
- Not at all influential: 28.0%
- Slightly influential: 21.8%
- Moderately influential: 18.4%
- Very influential: 17.1%
- Extremely influential: 14.7%
Which of the following are necessary to take place for your travel (both leisure and business) to return to normal?
TRAVEL & TRANSPORTATION

How frequently will you visit a theme park (e.g., Universal Studios, Disney World, Six Flags, etc.), when all the restrictions in your state related to the coronavirus situation were/are removed?

![Graph showing frequency of theme park visits]

- More than once a week
- Once a week
- Once a month
- Once a quarter
- Once a year
- Less than once a year
- Never

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TRAVEL & TRANSPORTATION

How frequently are you now traveling on an airplane or train?

- More than once a week
- Once a week
- Once a month
- Once a year
- Less than once a year
- Once a quarter
- Never
- Not traveling at all, until the coronavirus situation is under control
- Not applicable: I do not travel on airplanes or trains anyway
TRAVEL & TRANSPORTATION

How frequently are you now staying at a large hotel chain?

August 11-18

- More than once a week: 42.6%
- Once a week: 16.9%
- Once a month: 9.5%
- Once a quarter: 8.7%
- Once a year: 3.0%
- Less than once a year: 1.1%
- Never: 0.7%

Sept 15-21

- More than once a week: 33.7%
- Once a week: 17.7%
- Once a month: 9.5%
- Once a quarter: 4.3%
- Once a year: 1.3%
- Less than once a year: 1.0%
- Never: 0.0%

Oct 5-13

- More than once a week: 31.5%
- Once a week: 10.8%
- Once a month: 11.6%
- Once a quarter: 3.3%
- Once a year: 1.0%
- Less than once a year: 0.0%
- Never: 0.0%

Nov 23-Dec 14

- More than once a week: 37.7%
- Once a week: 15.8%
- Once a month: 12.4%
- Once a quarter: 12.5%
- Once a year: 11.8%
- Less than once a year: 9.8%
- Never: 9.6%

- Not staying at a large hotel chain at all, until the coronavirus situation is under control: 3.5%
- Not applicable: I do not stay at large hotel chains anyway: 1.2%
- Less than once a year: 0.8%
TRAVEL & TRANSPORTATION

How frequently are you now traveling within your state?

- More than once a week
- Once a week
- Once a month
- Once a quarter
- Once a year
- Less than once a year
- Never
- Not traveling within my state at all, until the coronavirus situation is under control
- Not applicable: I do not travel within my state anyway
TRAVEL & TRANSPORTATION

How frequently are you now traveling to a different state?

August 11-18
- More than once a week: 11.1%
- Once a week: 8.9%
- Once a month: 8.8%
- Once a quarter: 7.2%
- Once a year: 2.2%
- Less than once a year: 1.4%
- Never: 40.5%

Sept 15-21
- More than once a week: 12.8%
- Once a week: 11.8%
- Once a month: 9.6%
- Once a quarter: 9.1%
- Once a year: 6.3%
- Less than once a year: 2.6%
- Never: 32.2%

Oct 5-13
- More than once a week: 13.8%
- Once a week: 12.7%
- Once a month: 11.3%
- Once a quarter: 11.3%
- Once a year: 11.3%
- Less than once a year: 7.1%
- Never: 29.5%

Nov 23-Dec 14
- More than once a week: 15.3%
- Once a week: 13.0%
- Once a month: 8.5%
- Once a quarter: 11.6%
- Once a year: 10.5%
- Less than once a year: 10.1%
- Never: 36.5%

Not traveling to a nearby state at all, until the coronavirus situation is under control: 8.9%
Not applicable: I do not travel to nearby states anyway: 10.1%
How frequently are you now traveling internationally?
TRAVEL & TRANSPORTATION

Thinking about the coronavirus situation, how soon do you expect your leisure travel activities will largely return to "normal"?

- Winter (November - February), 2020: 4.5%
- Spring (March - May), 2021: 20.0%
- Summer (June - August), 2021: 35.8%
- Fall (September - October), 2021 or later: 39.6%
TRAVEL & TRANSPORTATION

Thinking about the coronavirus situation, how soon do you expect your business travel activities will largely return to "normal"?

- Winter (November - February), 2020: 5.7%
- Spring (March - May), 2021: 18.6%
- Summer (June - August), 2021: 30.7%
- Fall (September - October), 2021 or later: 45.0%
Thinking about the coronavirus situation, how strongly do you agree or disagree that the Federal Government can be trusted?

<table>
<thead>
<tr>
<th>Date</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Mildly disagree</th>
<th>Neither agree nor disagree</th>
<th>Mildly agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 22-29</td>
<td>18.7%</td>
<td>20.9%</td>
<td>25.0%</td>
<td>25.0%</td>
<td>3.9%</td>
<td>4.3%</td>
<td>3.7%</td>
</tr>
<tr>
<td>April 20-26</td>
<td>17.9%</td>
<td>17.0%</td>
<td>25.0%</td>
<td>17.2%</td>
<td>13.5%</td>
<td>10.2%</td>
<td>11.4%</td>
</tr>
<tr>
<td>May 11-18</td>
<td>16.0%</td>
<td>15.4%</td>
<td>13.9%</td>
<td>15.8%</td>
<td>12.7%</td>
<td>10.6%</td>
<td>14.0%</td>
</tr>
<tr>
<td>June 8-14</td>
<td>17.1%</td>
<td>17.2%</td>
<td>19.3%</td>
<td>17.2%</td>
<td>13.9%</td>
<td>10.6%</td>
<td>12.3%</td>
</tr>
<tr>
<td>June 29-July 6</td>
<td>29.1%</td>
<td>27.3%</td>
<td>28.7%</td>
<td>26.8%</td>
<td>11.4%</td>
<td>8.0%</td>
<td>6.7%</td>
</tr>
<tr>
<td>July 22-28</td>
<td>17.7%</td>
<td>16.0%</td>
<td>19.0%</td>
<td>15.1%</td>
<td>12.7%</td>
<td>4.6%</td>
<td>2.9%</td>
</tr>
<tr>
<td>August 11-18</td>
<td>16.5%</td>
<td>13.5%</td>
<td>13.3%</td>
<td>12.8%</td>
<td>10.9%</td>
<td>4.6%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Sept 15-21</td>
<td>17.9%</td>
<td>19.0%</td>
<td>19.0%</td>
<td>17.9%</td>
<td>11.7%</td>
<td>8.2%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Oct 5-13</td>
<td>18.6%</td>
<td>16.5%</td>
<td>13.5%</td>
<td>13.6%</td>
<td>12.2%</td>
<td>4.8%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Nov 23-Dec 14</td>
<td>17.0%</td>
<td>16.5%</td>
<td>11.5%</td>
<td>11.6%</td>
<td>11.5%</td>
<td>8.7%</td>
<td>2.9%</td>
</tr>
</tbody>
</table>
Thinking about the coronavirus situation, how strongly do you agree or disagree that the Federal Government is effective in addressing a crisis?
Thinking about the coronavirus situation, how strongly do you agree or disagree that state and local government can be trusted?

![Graph showing percentage of responses over time from March 22-29 to Nov 23-Dec 14.](https://resonate.com)
Thinking about the coronavirus situation, how strongly do you agree or disagree that state and local government is effective in addressing a crisis?

- Strongly disagree
- Disagree
- Mildly disagree
- Neither agree nor disagree
- Mildly agree
- Agree
- Strongly agree

March 22-29: 27.0%
April 20-26: 25.5%
May 11-18: 25.7%
June 8-14: 23.3%
June 29-July 6: 22.8%
July 22-28: 22.5%
August 11-18: 22.6%
Sept 15-21: 21.3%
Oct 5-13: 21.6%
Nov 23-Dec 14: 21.1%

- March 22-29: 14.3%
- April 20-26: 15.1%
- May 11-18: 15.2%
- June 8-14: 17.8%
- June 29-July 6: 18.4%
- July 22-28: 16.8%
- August 11-18: 17.4%
- Sept 15-21: 16.5%
- Oct 5-13: 18.5%
- Nov 23-Dec 14: 18.5%

- March 22-29: 11.2%
- April 20-26: 10.6%
- May 11-18: 12.0%
- June 8-14: 9.7%
- June 29-July 6: 9.7%
- July 22-28: 10.5%
- August 11-18: 11.6%
- Sept 15-21: 12.8%
- Oct 5-13: 12.9%
- Nov 23-Dec 14: 12.2%

- March 22-29: 8.7%
- April 20-26: 7.4%
- May 11-18: 9.2%
- June 8-14: 8.7%
- June 29-July 6: 9.1%
- July 22-28: 8.8%
- August 11-18: 7.4%
- Sept 15-21: 8.6%
- Oct 5-13: 6.2%
- Nov 23-Dec 14: 5.8%

- March 22-29: 7.3%
- April 20-26: 6.8%
- May 11-18: 6.3%
- June 8-14: 9.2%
- June 29-July 6: 8.7%
- July 22-28: 8.6%
- August 11-18: 8.0%
- Sept 15-21: 8.0%
- Oct 5-13: 6.7%
- Nov 23-Dec 14: 5.8%
POLITICS

As a result of the coronavirus situation, to what extent has your opinion of President Trump become better or worse?

![Graph showing changes in opinion over time]

- Much worse
- Worse
- Mildly worse
- Stayed the same
- Mildly better
- Better
- Much better

Survey dates:
- March 22-29
- April 20-26
- May 11-18
- June 8-14
- June 29-July 6
- July 22-28
- August 11-18
- Sept 15-21
- Oct 5-13
- Nov 23-Dec 14

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As a result of the coronavirus situation, to what extent has your opinion of President-Elect Joe Biden become better or worse?

POLITICS

March 22-29: 53.1%
April 20-26: 44.6%
May 11-18: 44.3%
June 8-14: 37.0%
June 29-July 6: 38.3%
July 22-28: 32.7%
August 11-18: 35.7%
Sept 15-21: 30.1%
Oct 5-13: 31.4%
Nov 23-Dec 14: 26.9%

Much worse: 7.0%
Worse: 14.4%
Mildly worse: 16.2%
Stayed the same: 17.0%
Mildly better: 15.8%
Better: 17.4%
Much better: 37.0%
As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward the following public policies changed? Expanding existing social “safety net” program (e.g., food vouchers, rent subsidies)
As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward the following public policies changed? Enhancing unemployment coverage.
SOCIAL JUSTICE

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

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Mildly disagree</th>
<th>Neither agree nor disagree</th>
<th>Mildly agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 29-July 6</td>
<td>29.7%</td>
<td>27.8%</td>
<td>28.0%</td>
<td>25.3%</td>
<td>18.9%</td>
<td>19.1%</td>
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<tr>
<td>July 22-28</td>
<td>20.9%</td>
<td>20.8%</td>
<td>28.0%</td>
<td>19.0%</td>
<td>16.3%</td>
<td>16.7%</td>
<td>14.7%</td>
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<tr>
<td>August 11-18</td>
<td>16.3%</td>
<td>20.9%</td>
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<td>14.5%</td>
<td>14.3%</td>
<td>14.3%</td>
<td>16.3%</td>
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<tr>
<td>Sept 15-21</td>
<td>14.3%</td>
<td>19.0%</td>
<td>20.8%</td>
<td>14.5%</td>
<td>12.5%</td>
<td>14.5%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Oct 5-13</td>
<td>12.5%</td>
<td>20.8%</td>
<td>14.3%</td>
<td>7.5%</td>
<td>13.2%</td>
<td>12.2%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Nov 23-Dec 14</td>
<td>4.2%</td>
<td>7.0%</td>
<td>8.9%</td>
<td>9.7%</td>
<td>7.5%</td>
<td>10.0%</td>
<td>10.2%</td>
</tr>
</tbody>
</table>
SOCIAL JUSTICE

Thinking about the recent civic unrest associated with Black Lives Matter in this country, how strongly do you agree or disagree that state and local government can be trusted?
SOCIAL JUSTICE

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?

<table>
<thead>
<tr>
<th>June 29-July 6</th>
<th>July 22-28</th>
<th>August 11-18</th>
<th>Sept 15-21</th>
<th>Oct 5-13</th>
<th>Nov 23-Dec 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mildly disagree</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td></td>
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</tr>
<tr>
<td>Agree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly agree</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

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SOCIAL JUSTICE

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

[Graph showing percentages of responses across different time periods for the questions.]
SOCIAL JUSTICE

Thinking about the recent civic unrest associated with Black Lives Matter in this country, how strongly do you agree or disagree that the Federal Government is effective in addressing the civil unrest?

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Mildly agree
- Agree

June 29-July 6
- Strongly disagree: 31.4%
- Disagree: 19.5%
- Neither agree nor disagree: 12.2%
- Mildly agree: 7.1%
- Agree: 3.5%

July 22-28
- Strongly disagree: 30.0%
- Disagree: 19.4%
- Neither agree nor disagree: 12.3%
- Mildly agree: 10.5%
- Agree: 6.8%

August 11-18
- Strongly disagree: 30.9%
- Disagree: 20.6%
- Neither agree nor disagree: 11.2%
- Mildly agree: 8.4%
- Agree: 5.4%

Sept 15-21
- Strongly disagree: 27.6%
- Disagree: 20.0%
- Neither agree nor disagree: 11.3%
- Mildly agree: 9.1%
- Agree: 7.4%

Oct 5-13
- Strongly disagree: 28.6%
- Disagree: 19.1%
- Neither agree nor disagree: 12.0%
- Mildly agree: 11.2%
- Agree: 8.8%

Nov 23-Dec 14
- Strongly disagree: 27.6%
- Disagree: 17.8%
- Neither agree nor disagree: 12.7%
- Mildly agree: 9.0%
- Agree: 7.1%
SOCIAL JUSTICE

Thinking about the recent civic unrest associated with Black Lives Matter in this country, how strongly do you agree or disagree that state and local government is effective in addressing the civil unrest?

[Graph showing percentage distribution of responses across different time periods from June 29-July 6 to Nov 23-Dec 14.]

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As a result of the recent civic unrest associated with Black Lives Matter, to what extent has your opinion of President Trump become better or worse?
SOCIAL JUSTICE

As a result of the recent civic unrest associated with Black Lives Matter, to what extent has your opinion of President-Elect Joe Biden become better or worse?

- Much worse
- Worse
- Mildly worse
- Stayed the same
- Mildly better
- Better
- Much better

June 29-July 6: Much worse - 16.6%, Worse - 8.8%, Mildly worse - 9.8%, Stayed the same - 11.5%, Mildly better - 7.9%, Better - 7.0%, Much better - 6.2%
July 22-28: Much worse - 20.5%, Worse - 8.9%, Mildly worse - 9.3%, Stayed the same - 9.7%, Mildly better - 7.8%, Better - 8.2%, Much better - 7.0%
August 11-18: Much worse - 19.2%, Worse - 7.8%, Mildly worse - 8.2%, Stayed the same - 9.4%, Mildly better - 9.0%, Better - 5.7%, Much better - 5.8%
Sept 15-21: Much worse - 21.5%, Worse - 9.4%, Mildly worse - 9.4%, Stayed the same - 5.0%, Mildly better - 6.8%, Better - 5.7%, Much better - 6.3%
Oct 5-13: Much worse - 19.3%, Worse - 9.4%, Mildly worse - 9.0%, Stayed the same - 10.0%, Mildly better - 6.3%, Better - 5.8%, Much better - 6.3%
Nov 23-Dec 14: Much worse - 30.4%, Worse - 15.7%, Mildly worse - 12.0%, Stayed the same - 10.3%, Mildly better - 10.3%, Better - 5.3%, Much better - 6.0%
SOCIAL JUSTICE

As a result of all you have learned and experienced related to the recent civic unrest associated with Black Lives Matter in this country, how has your opinion toward the following public policies changed? Defunding the police

June 29-July 6: 30.1%
July 22-28: 34.6%
August 11-18: 31.0%
Sept 15-21: 36.4%
Oct 5-13: 34.6%
Nov 23-Dec 14: 36.2%

Much more opposed:
- June 29-July 6: 11.6%
- July 22-28: 10.1%
- August 11-18: 11.3%
- Sept 15-21: 11.8%
- Oct 5-13: 10.2%
- Nov 23-Dec 14: 8.9%

Moderately more opposed:
- June 29-July 6: 23.3%
- July 22-28: 23.8%
- August 11-18: 23.5%
- Sept 15-21: 23.3%
- Oct 5-13: 24.3%
- Nov 23-Dec 14: 24.9%

Mildly more opposed:
- June 29-July 6: 6.7%
- July 22-28: 7.5%
- August 11-18: 6.9%
- Sept 15-21: 7.1%
- Oct 5-13: 6.2%
- Nov 23-Dec 14: 5.9%

Stayed the same:
- June 29-July 6: 12.1%
- July 22-28: 10.4%
- August 11-18: 10.8%
- Sept 15-21: 9.8%
- Oct 5-13: 5.5%
- Nov 23-Dec 14: 7.5%

Mildly more supportive:
- June 29-July 6: 8.8%
- July 22-28: 8.3%
- August 11-18: 7.6%
- Sept 15-21: 7.1%
- Oct 5-13: 7.8%
- Nov 23-Dec 14: 7.9%

Moderately more supportive:
- June 29-July 6: 7.5%
- July 22-28: 6.3%
- August 11-18: 5.5%
- Sept 15-21: 6.8%
- Oct 5-13: 7.4%
- Nov 23-Dec 14: 5.9%

Much more supportive:
- June 29-July 6: 0%
- July 22-28: 5%
- August 11-18: 10%
- Sept 15-21: 15%
- Oct 5-13: 20%
- Nov 23-Dec 14: 25%
SOCIAL JUSTICE

As a result of all you have learned and experienced related to the recent civic unrest associated with Black Lives Matter in this country, how has your opinion toward the following public policies changed? Removing statues/symbols honoring people or topics from the past that offend others.
SOCIAL JUSTICE

How are you likely to react when you see a consumer brand showing support for the group Black Lives Matter or other protesters in the country?

- Much less likely to purchase from that brand
- Moderately less likely to purchase from that brand
- Slightly less likely to purchase from that brand
- Unchanged in likelihood to purchase from that brand
- Slightly more likely to purchase from that brand
- Moderately more likely to purchase from that brand
- Much more likely to purchase from that brand

June 29-July 6: 41.6% Much less likely
July 22-28: 41.6% Much less likely
August 11-18: 38.5% Unchanged
Sept 15-21: 20.8% Slightly more likely
Oct 5-13: 20.5% Unchanged
Nov 23-Dec 14: 39.1% Much less likely
INSIGHTS FOR TODAY & TOMORROW

Communicating with consumers in crisis requires staying up-to-date on constantly shifting sentiment. Resonate provides continuously updated insights on shifting consumer sentiment so that you can better engage your customers and prospects. Stay tuned for more groundbreaking analysis, reports, blogs and webinars to help you thrive.

THE ONLY INTELLIGENCE SOLUTION YOU’LL NEED

Our platform is driven by the belief that better understanding leads to better relationships between brands and consumers. We combine the National Consumer Study™ with direct, online behavioral observations of 10 billion daily events to reveal the deepest, proprietary understanding of the U.S. consumer at scale. Our A.I.-powered platform dynamically updates more than 13,000 attributes scaled to 200 million individual consumer profiles to reveal the who, what, when, where and why that drives their decisions. Extend this comprehensive understanding to your own customers and leverage across your marketing ecosystem with the Resonate Ignite Platform.

ABOUT RESONATE

Resonate is a pioneer in A.I.-driven consumer data & analytics. Marketing leaders use the Resonate Ignite Platform™ to easily enrich their first party data with the deep, proprietary Resonate Elements data and then deploy new insights into action through seamless integration into their marketing ecosystem. Resonate research delivers more than 13,000 data points, 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.

Want to dig deeper? Contact your Customer Success Manager or, if you’re not yet a Resonate customer, request a demo today.