

**EXIT 2020 HERE →**

**FRESH INSIGHTS FOR  
A DATA-DRIVEN 2021**

Resonate COVID-19 and Emerging Trends Report,  
Wave 10, December 2020





# INTRODUCTION

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.

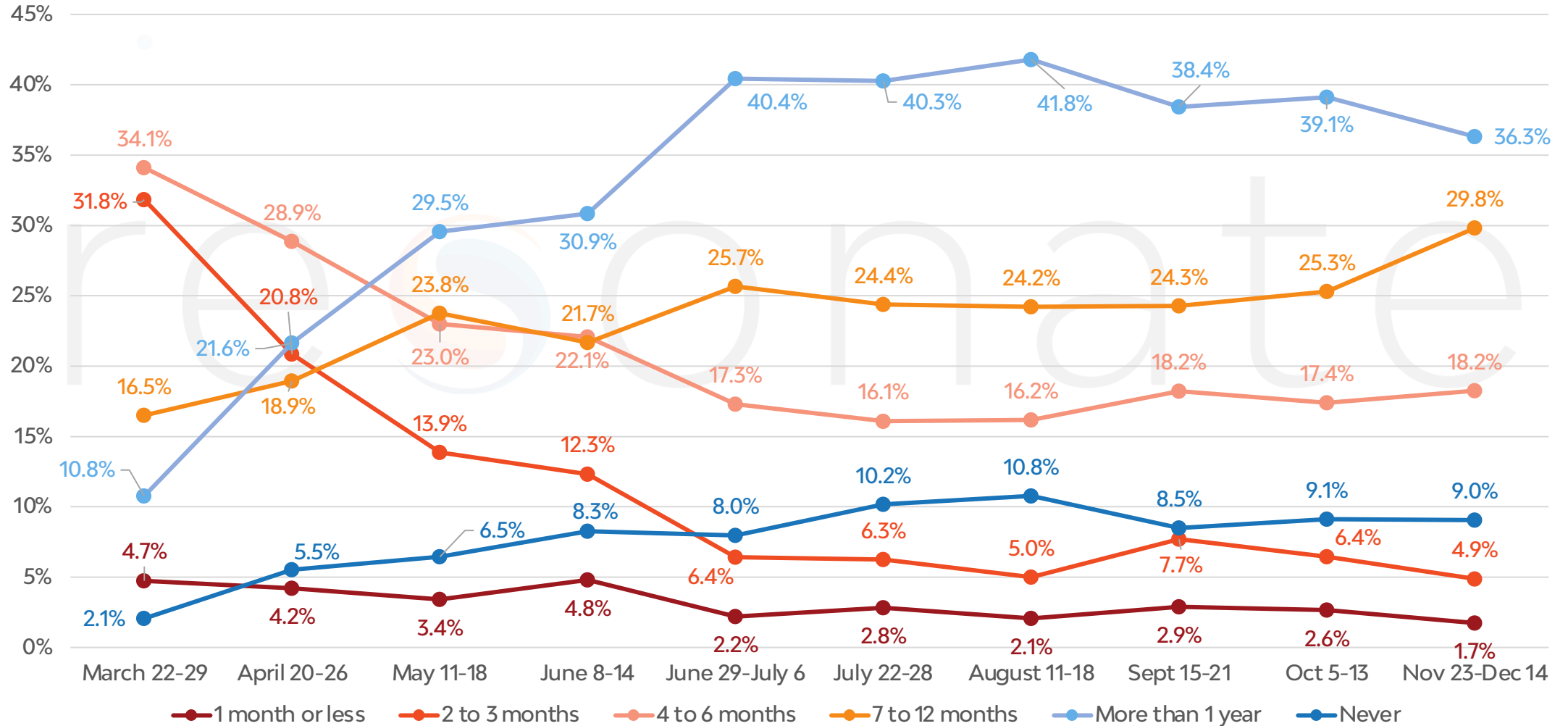
That's why Resonate coronavirus and current events data is released continuously, with new reports, like this one, coming out every few weeks. **This latest Recent Events Connected Flash Study was fielded between November 23 to December 14, 2020 and scaled to 200 million U.S. consumers.\***



See it in Action

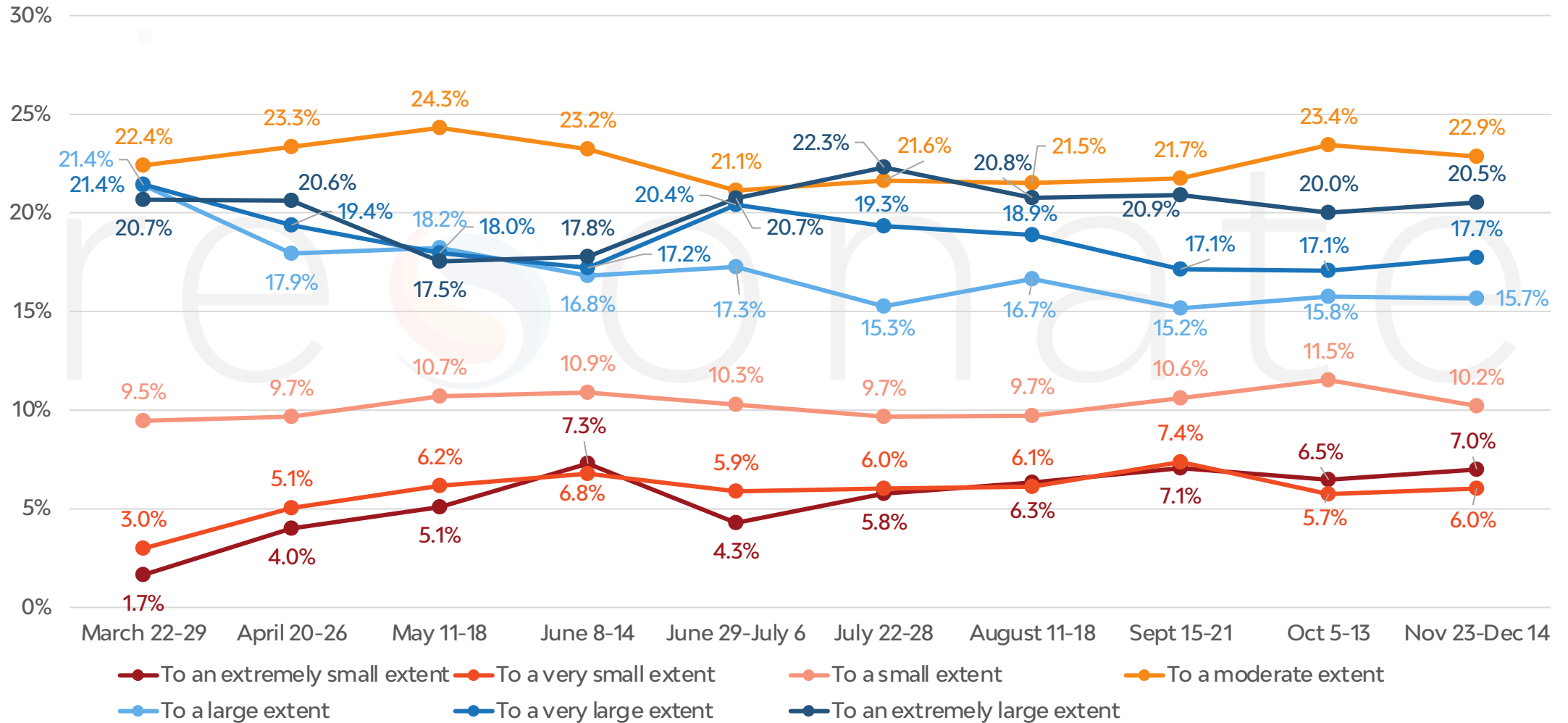
# GENERAL

Thinking about the coronavirus situation, how soon do you believe that your life will largely return to "normal"?



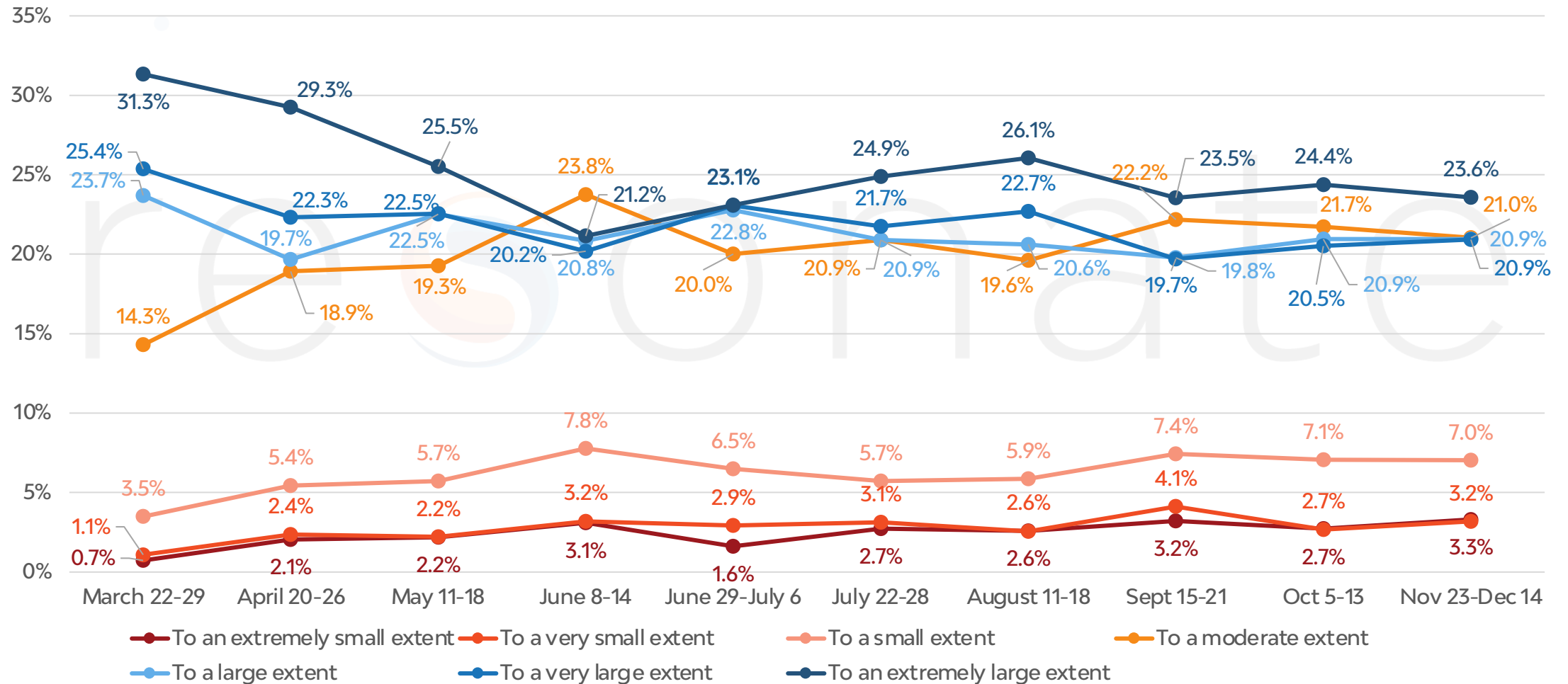
# GENERAL

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



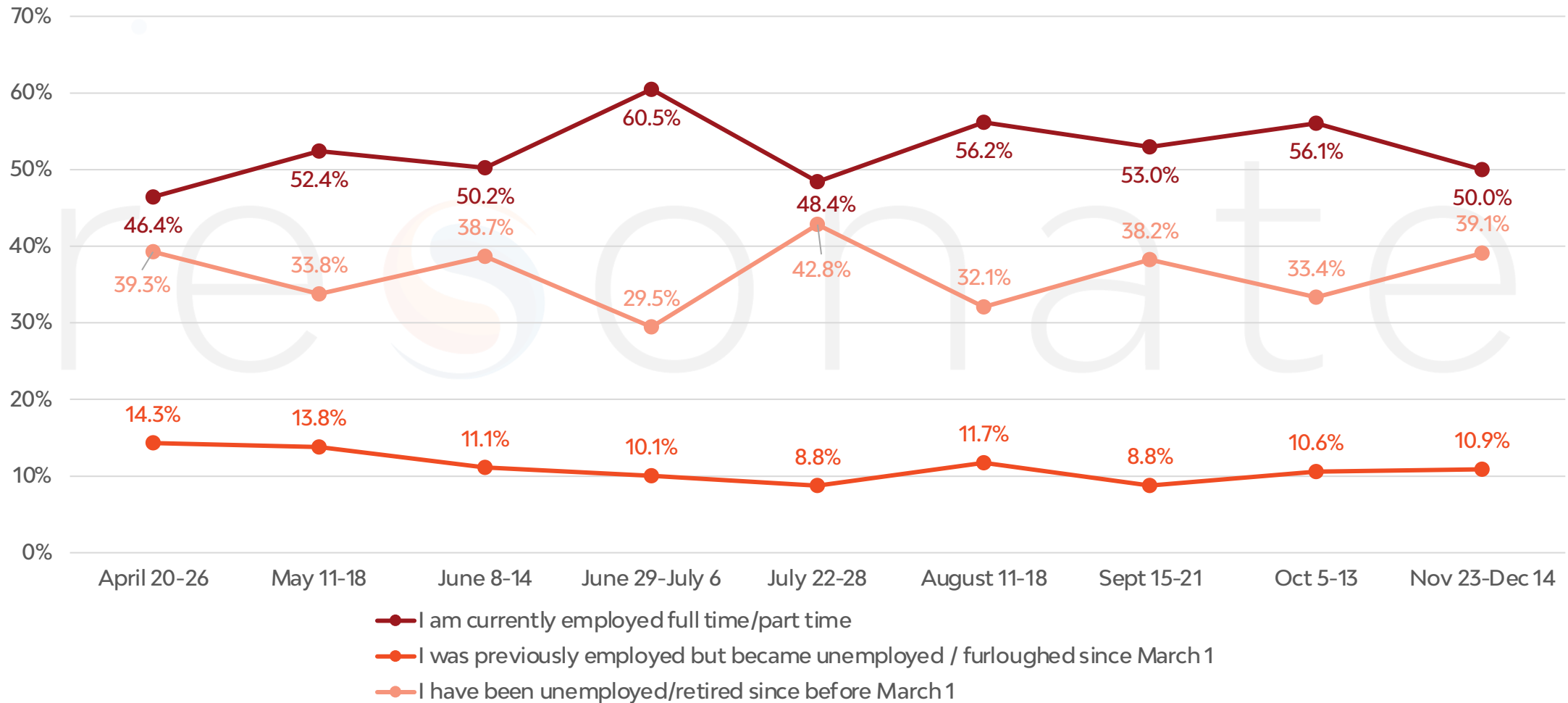
# GENERAL

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



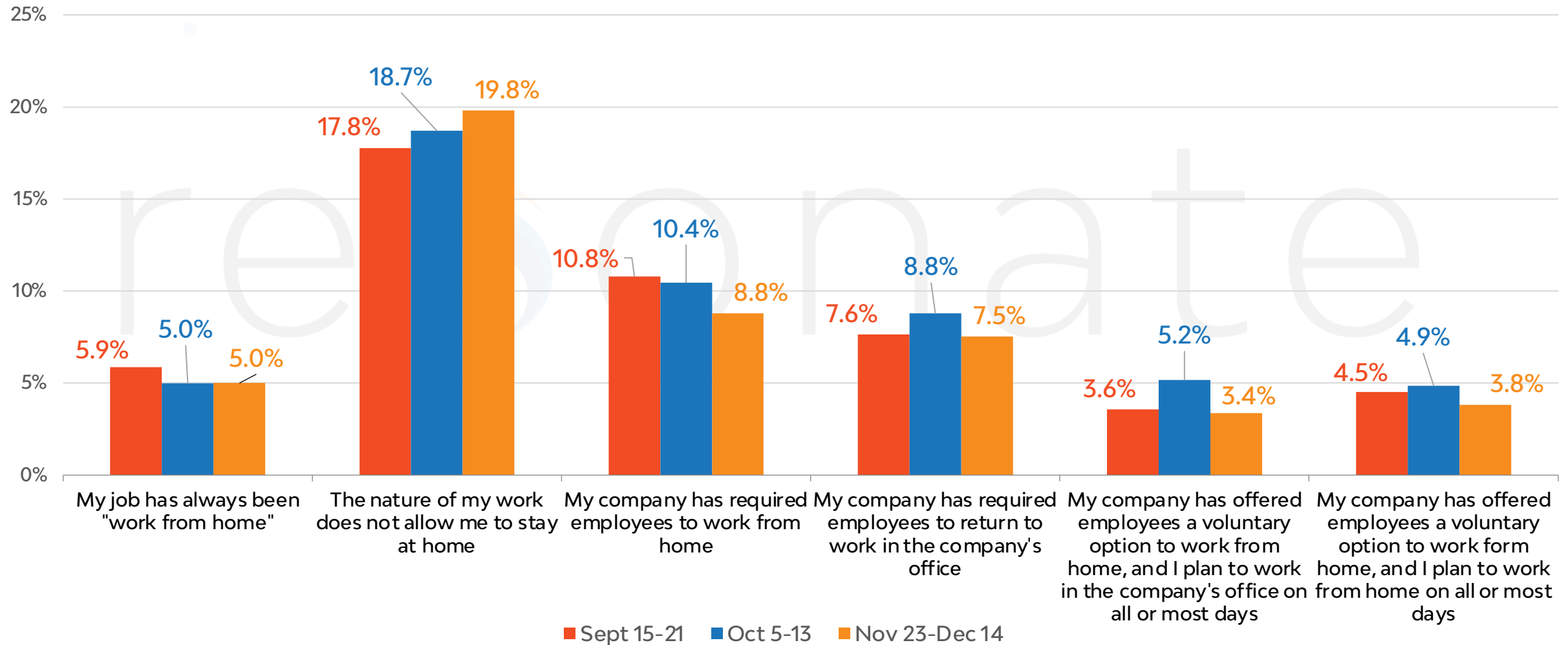
# GENERAL

Which of the following best describes your work situation?



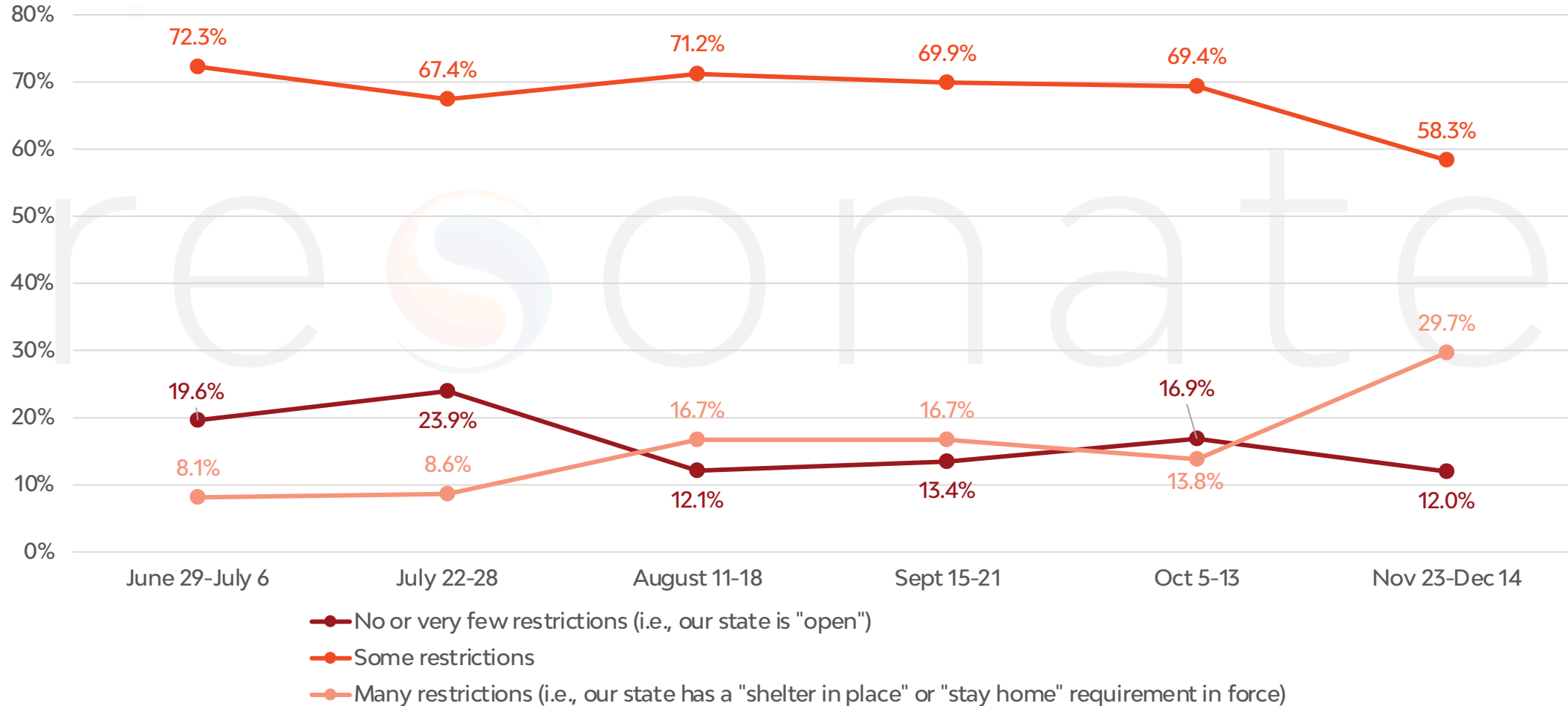
# GENERAL

Which of the following best describes your work situation?



# GENERAL

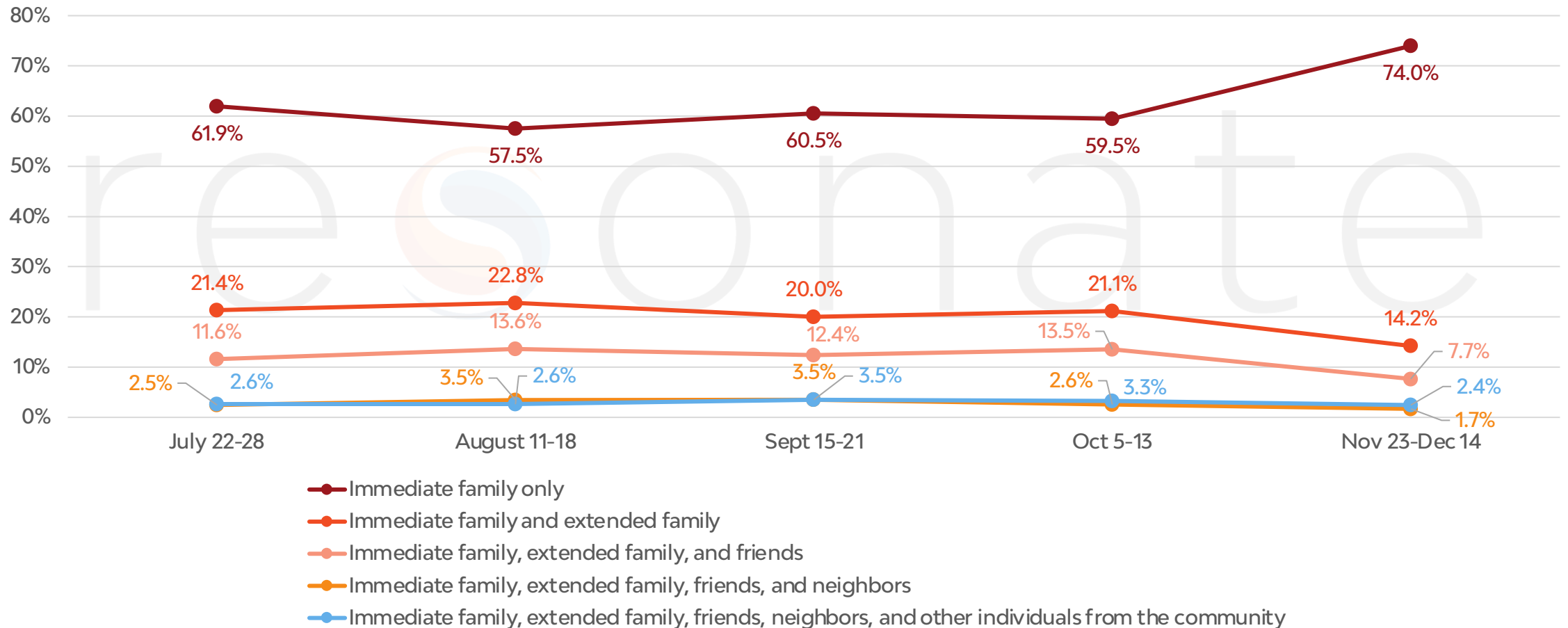
Which of the following statements best describes the current status of coronavirus restrictions in your state?





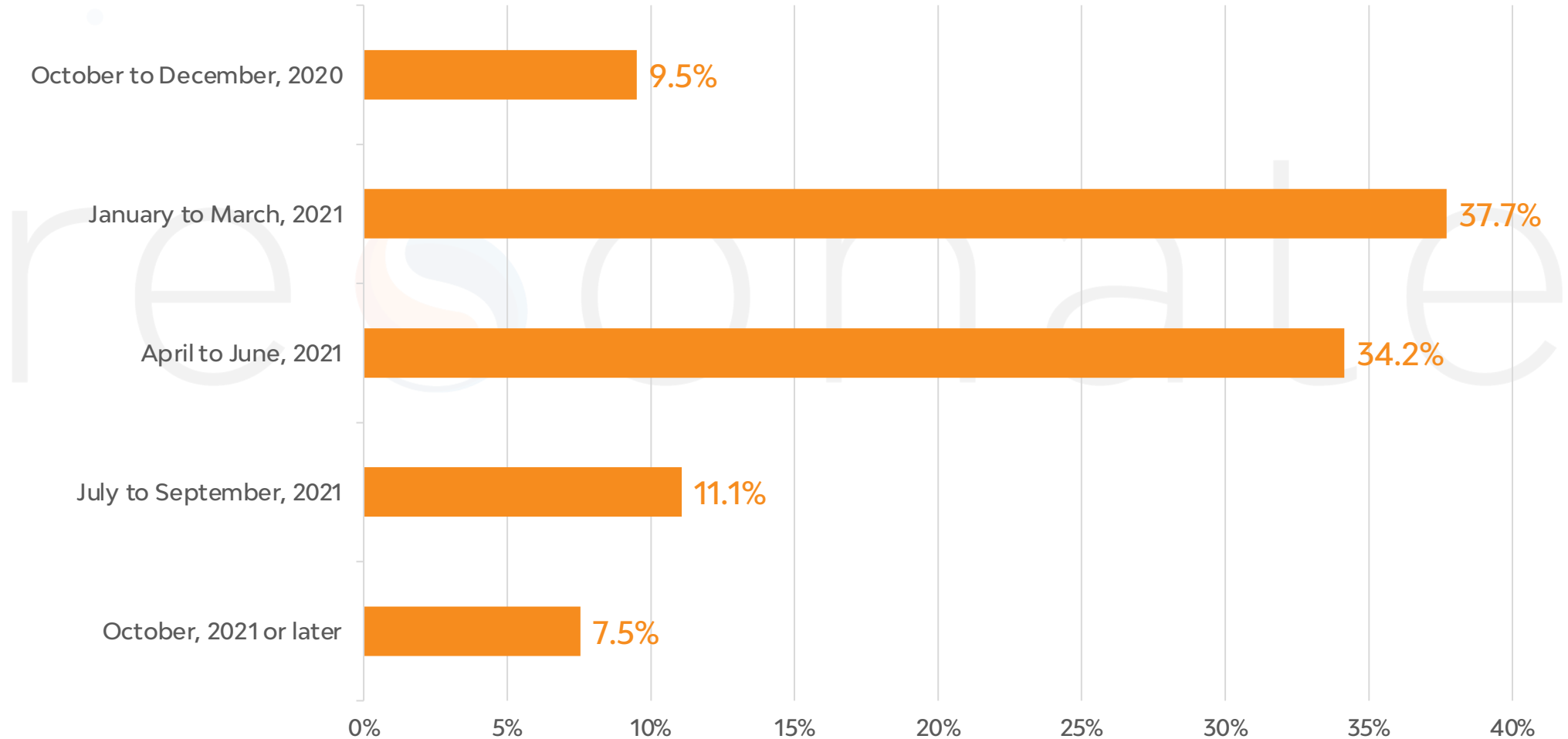
# GENERAL

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)?



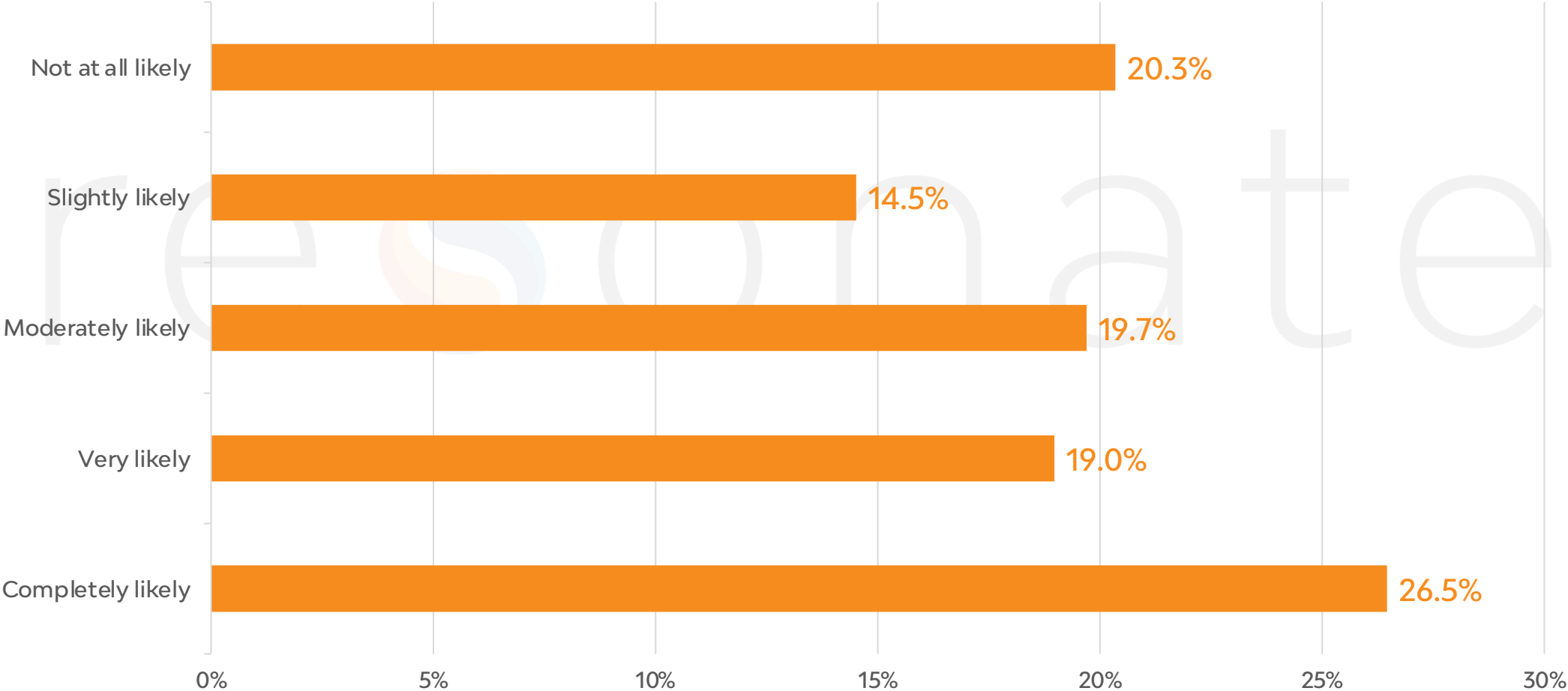
# GENERAL

When do you anticipate that a vaccine for the coronavirus will become available to the general public?



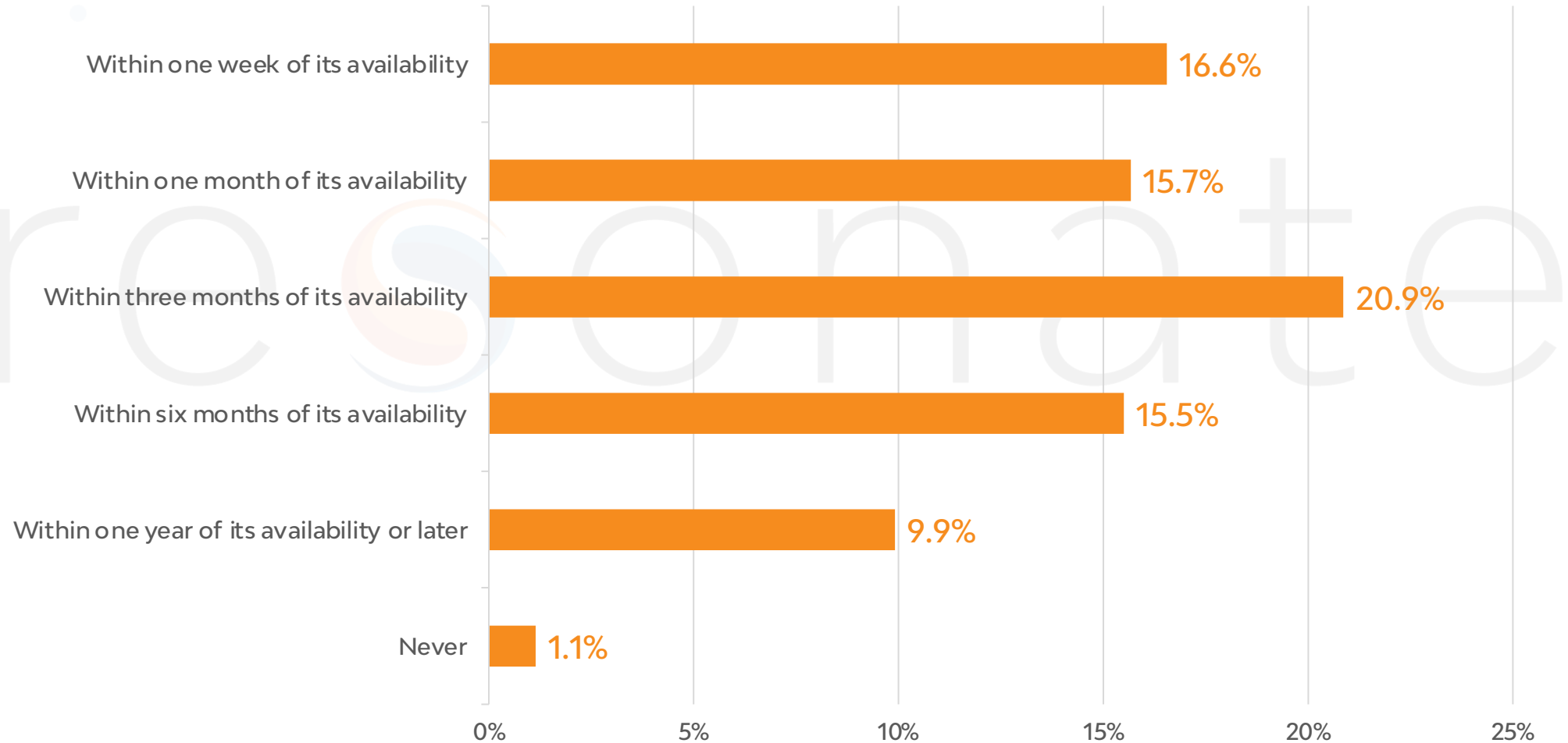
# GENERAL

How likely are you to take the coronavirus vaccine once it becomes available?



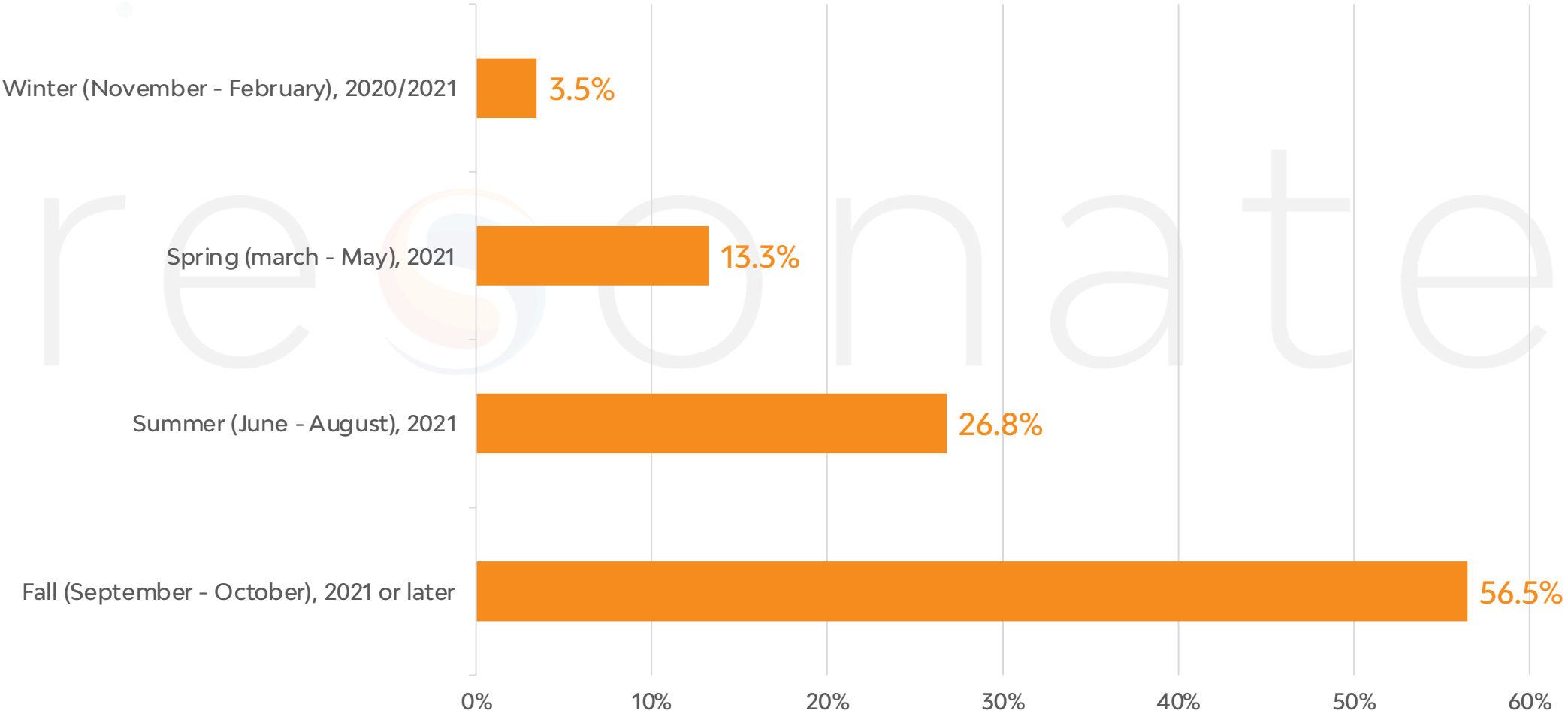
# GENERAL

How soon after the vaccine for the coronavirus becomes available will you want to take it?



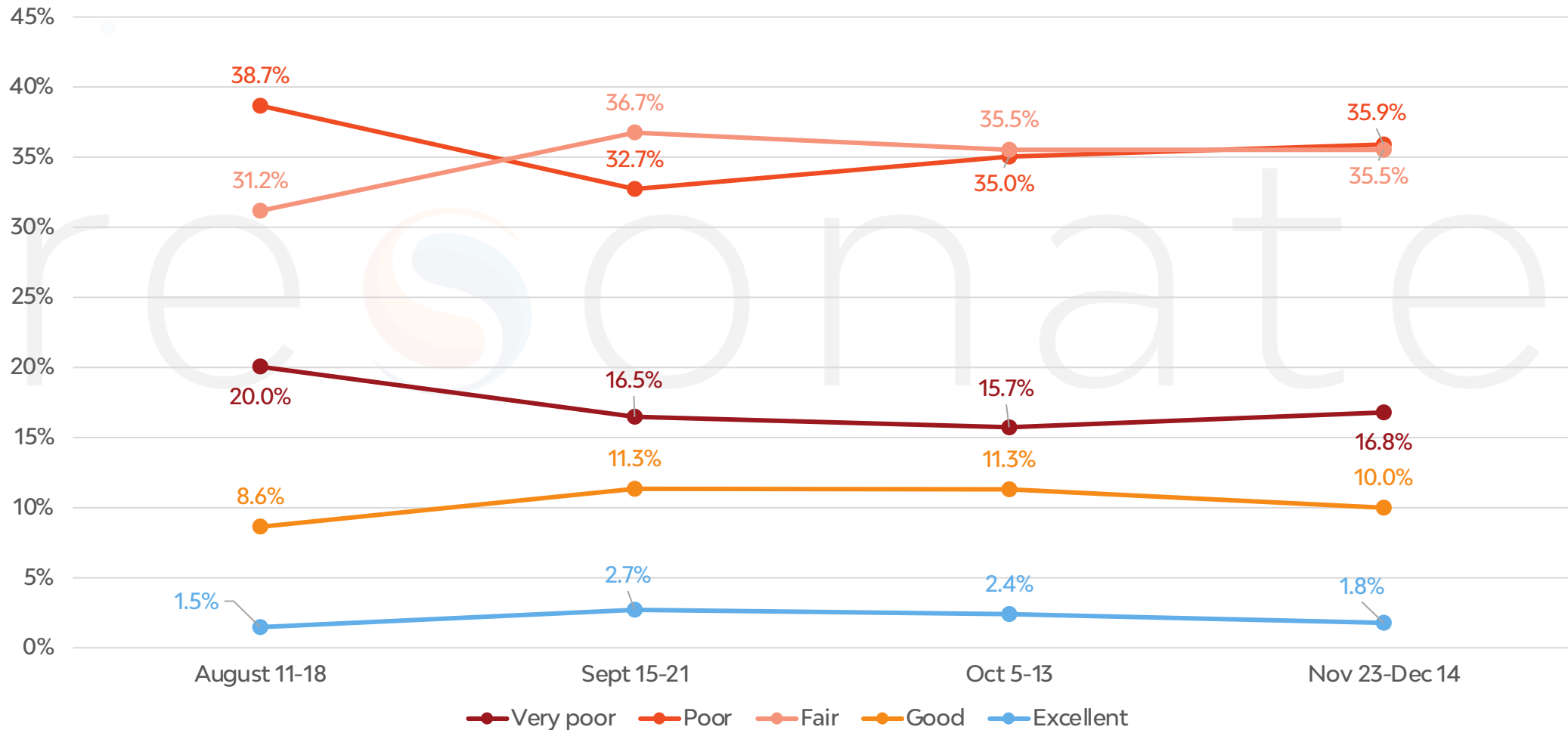
# GENERAL

When do you believe the United States economy will return to "normal," as it was before the coronavirus situation began?



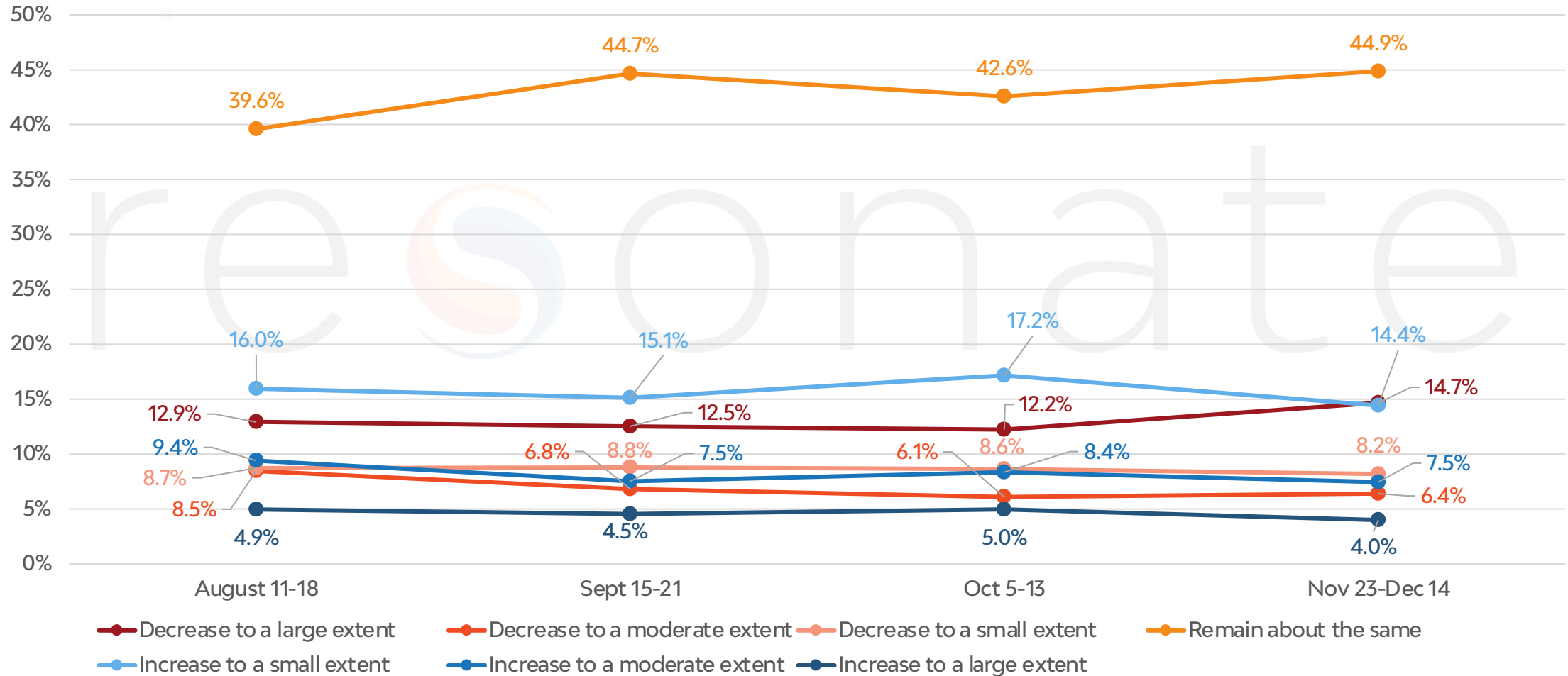
# FINANCIAL

What is the current quality of the United States economy?



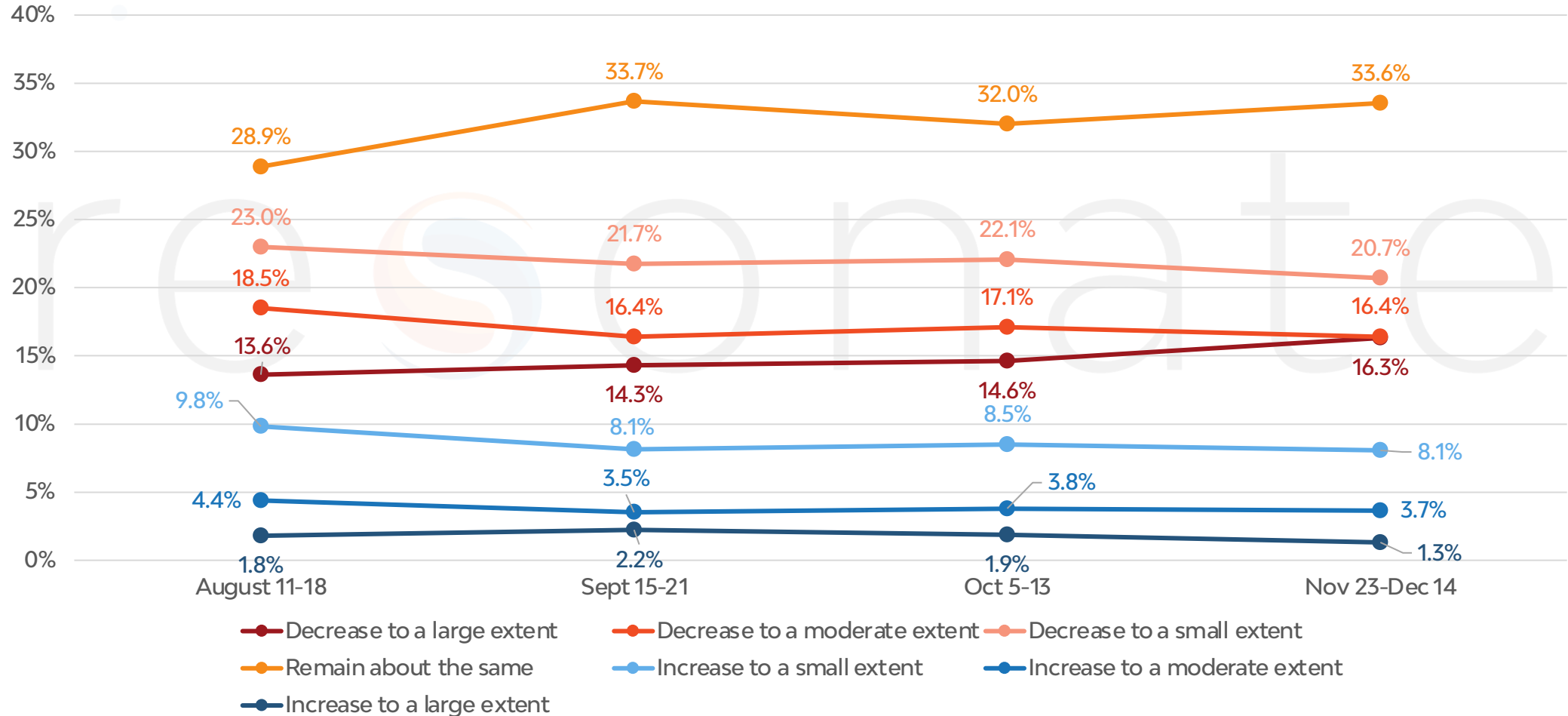
# FINANCIAL

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



# FINANCIAL

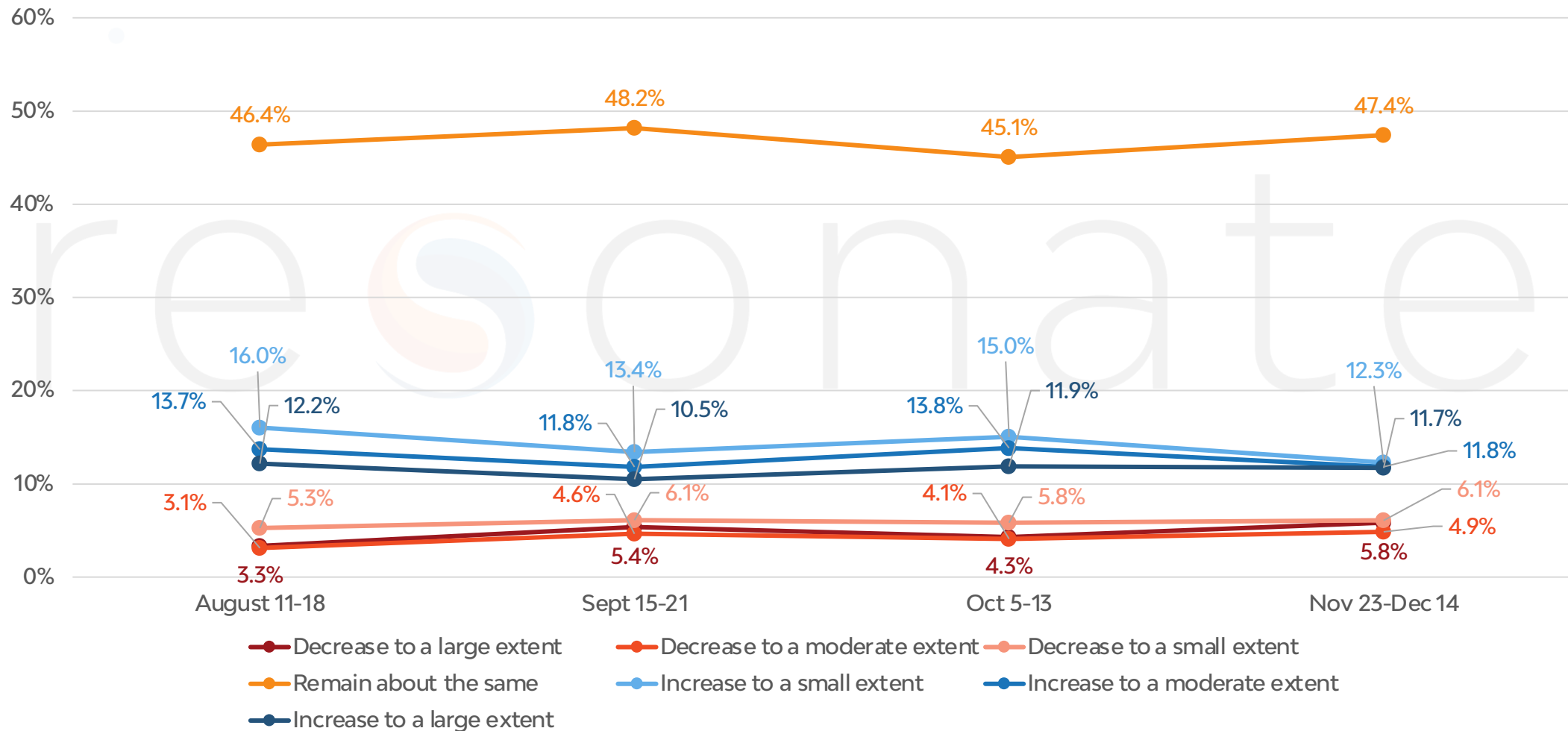
As a result of the coronavirus situation, how have you changed your financial habit of spending?





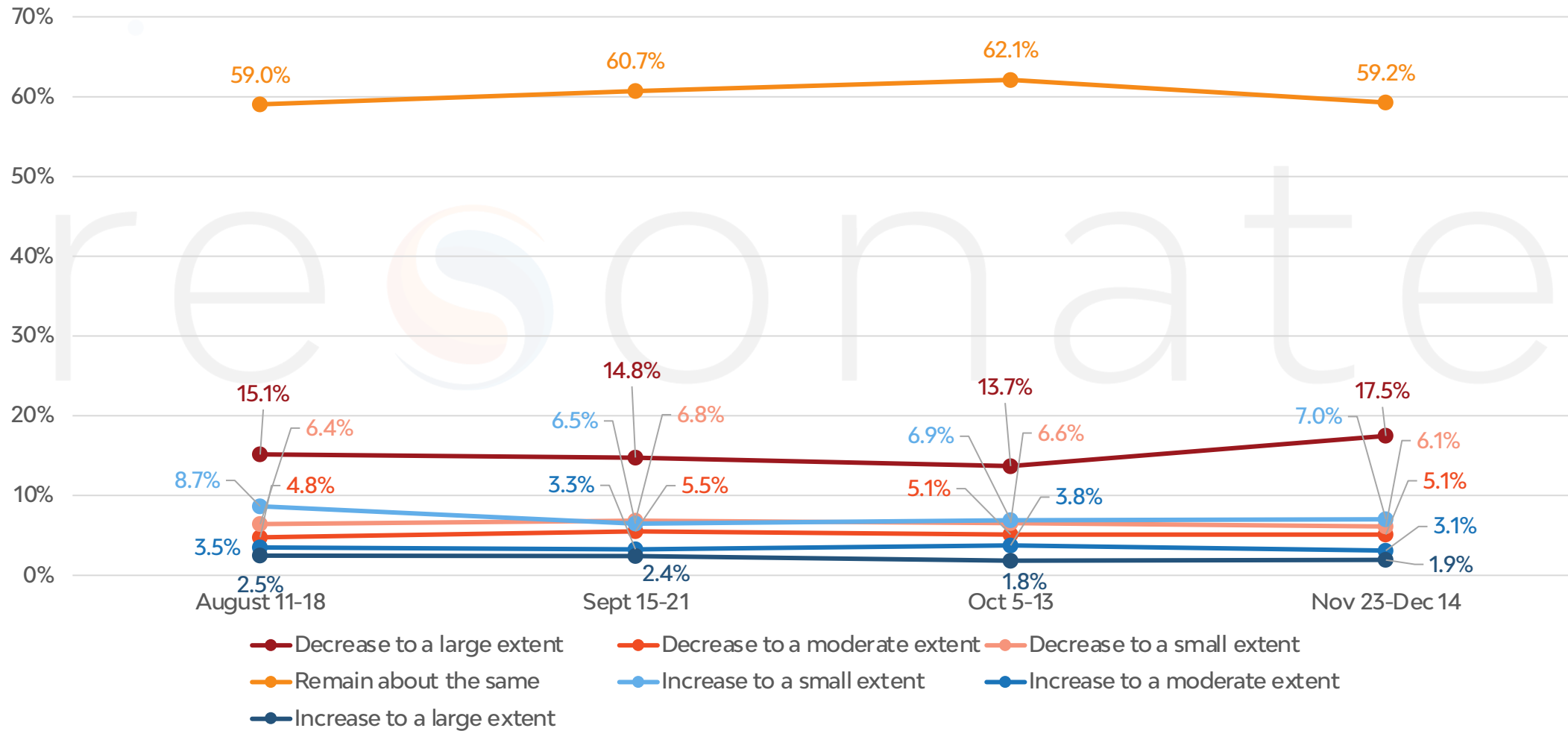
# FINANCIAL

As a result of the coronavirus situation, how have you changed your financial habit of budgeting and monitoring expenses?



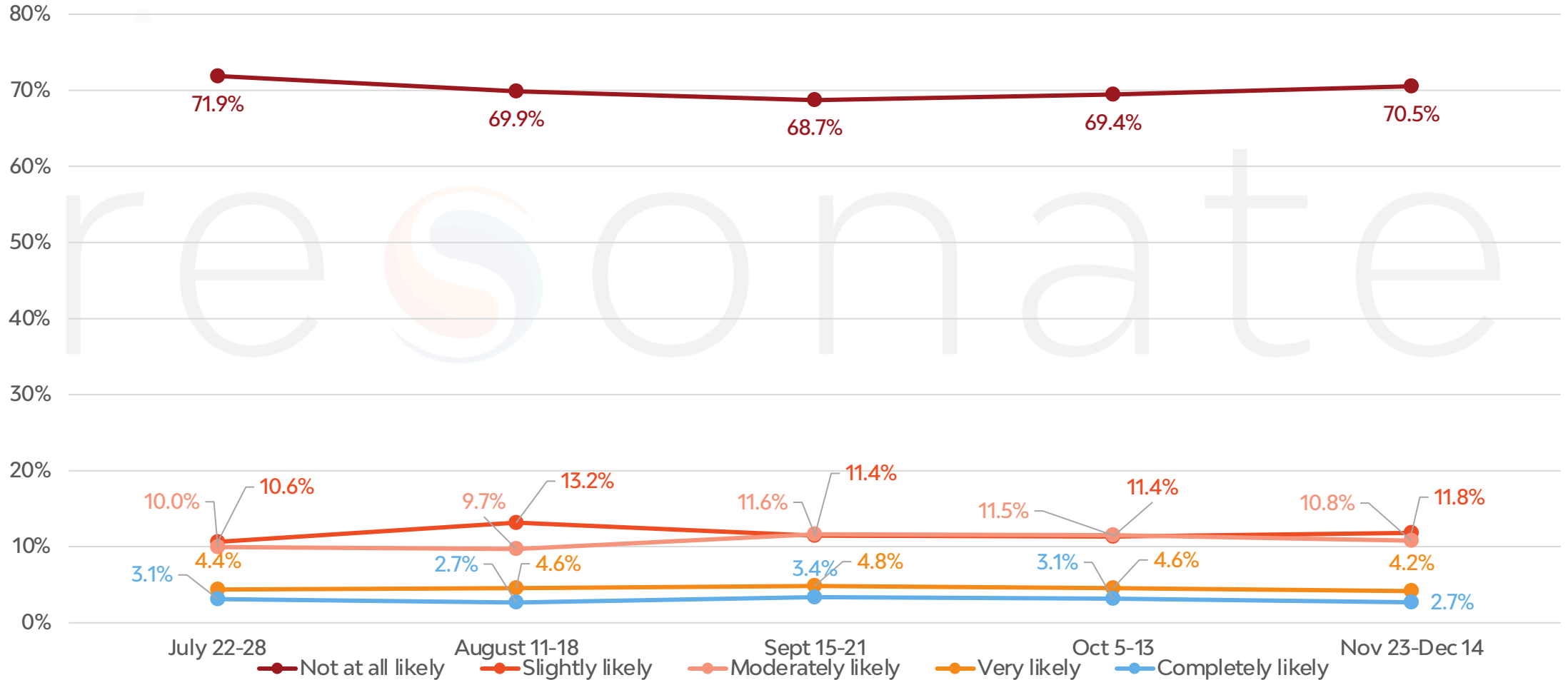
# FINANCIAL

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



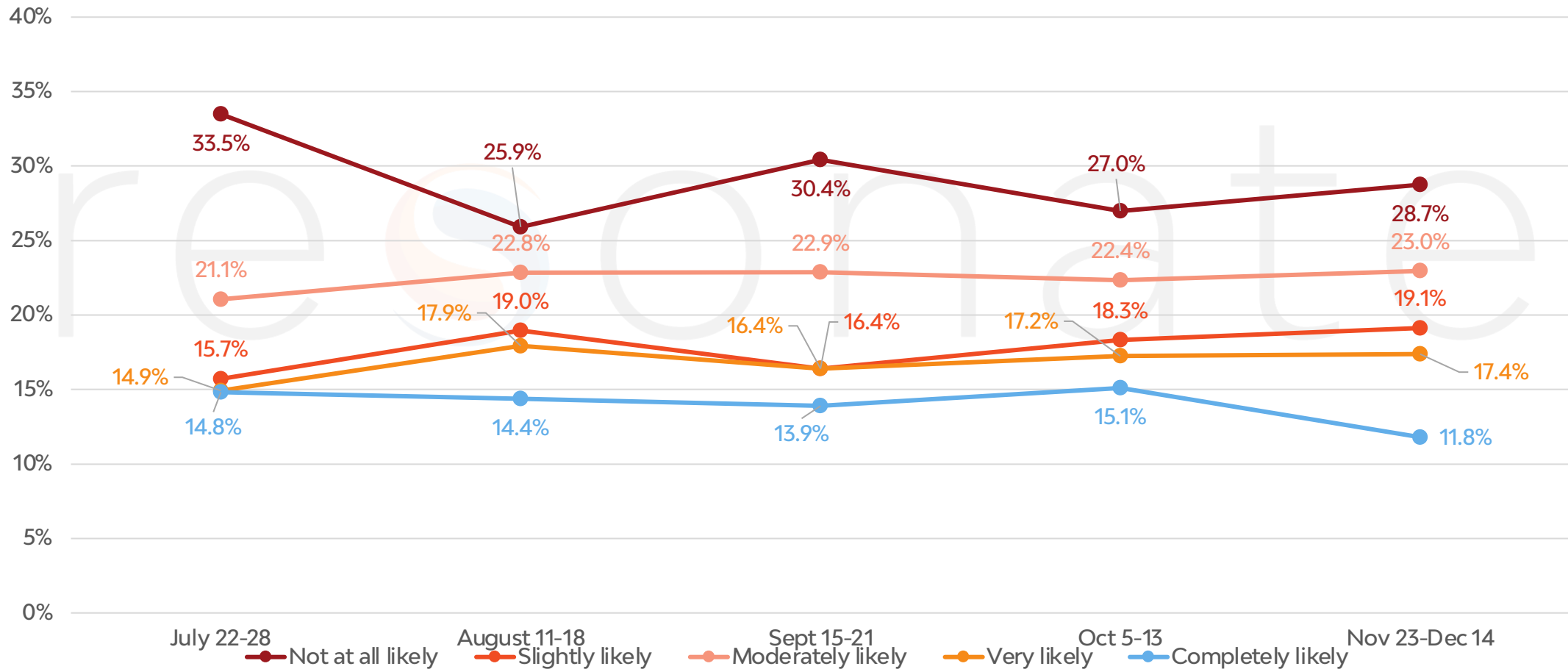
# FINANCIAL

How likely are you to apply for a new credit card, because of the coronavirus situation?



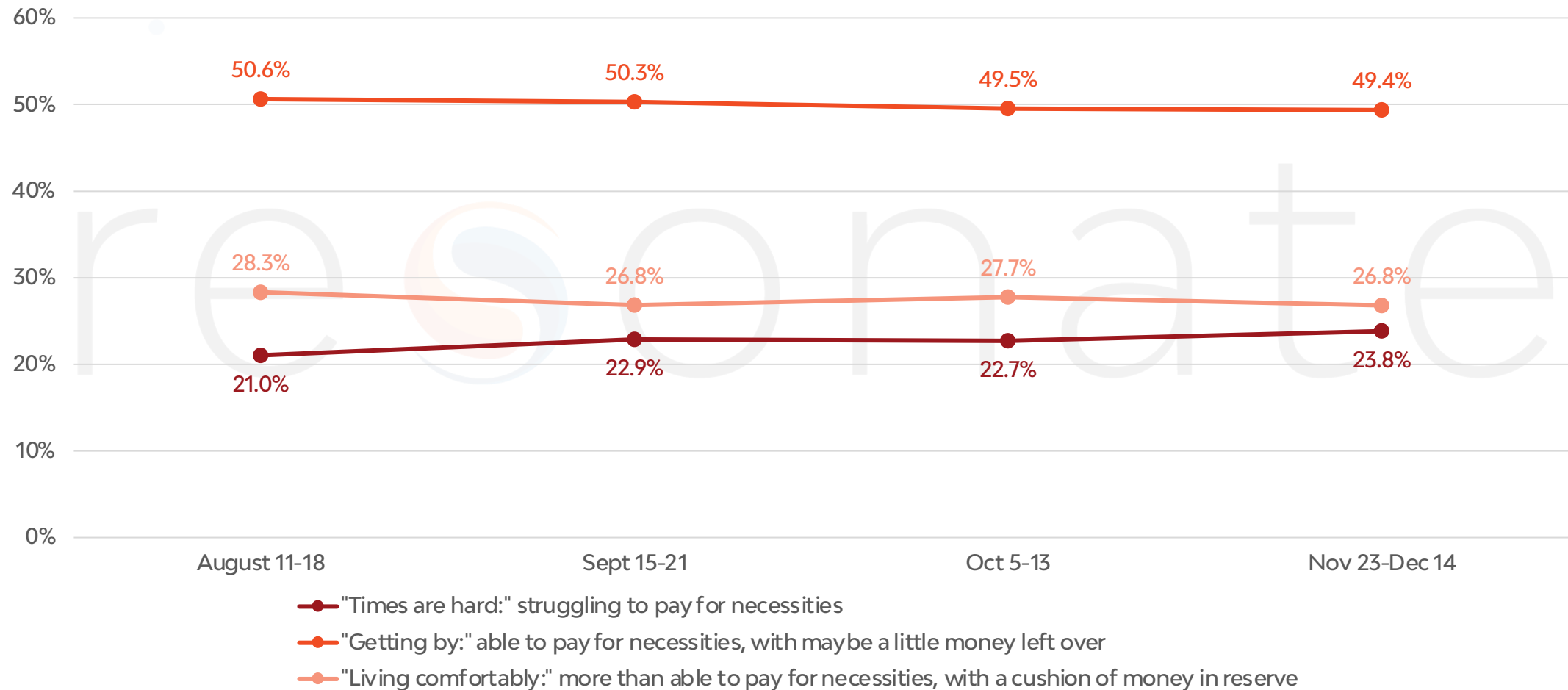
# FINANCIAL

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?



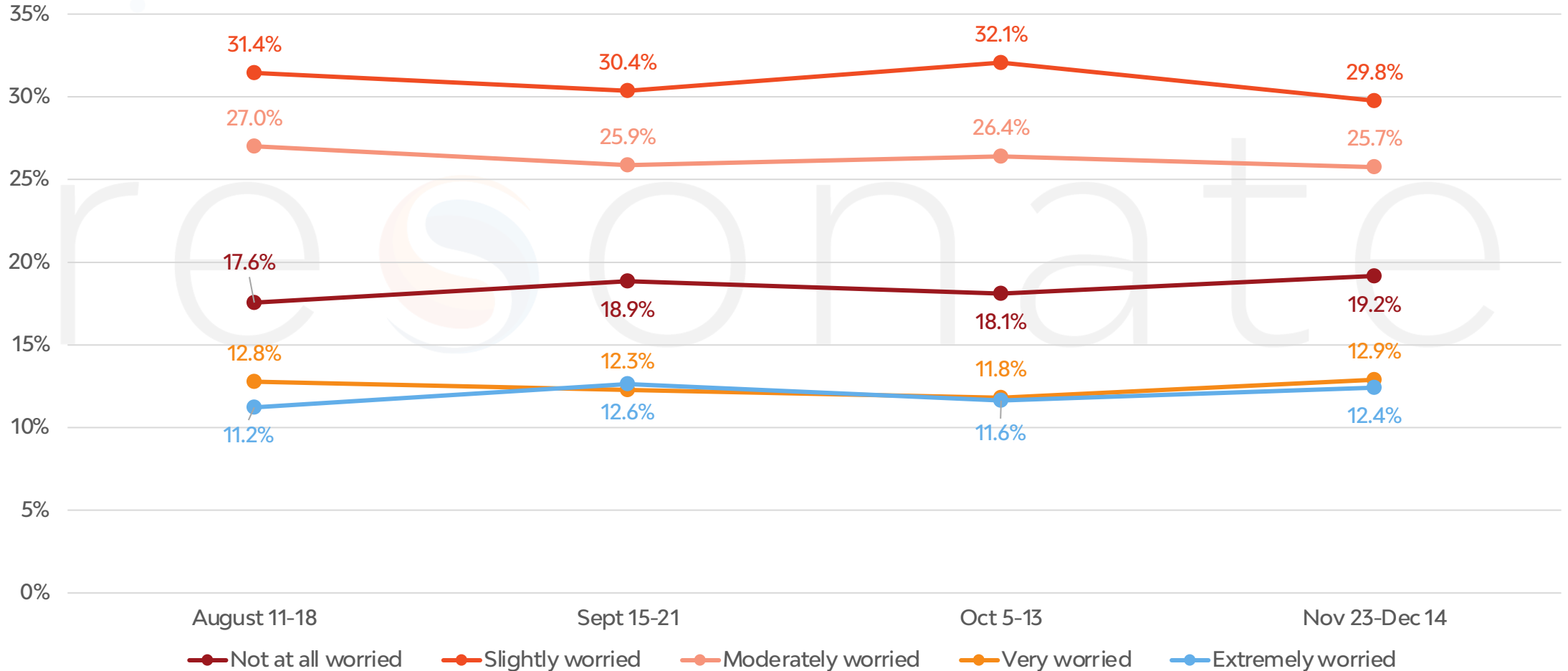
# FINANCIAL

Which of the following statements best describes your own personal financial situation?



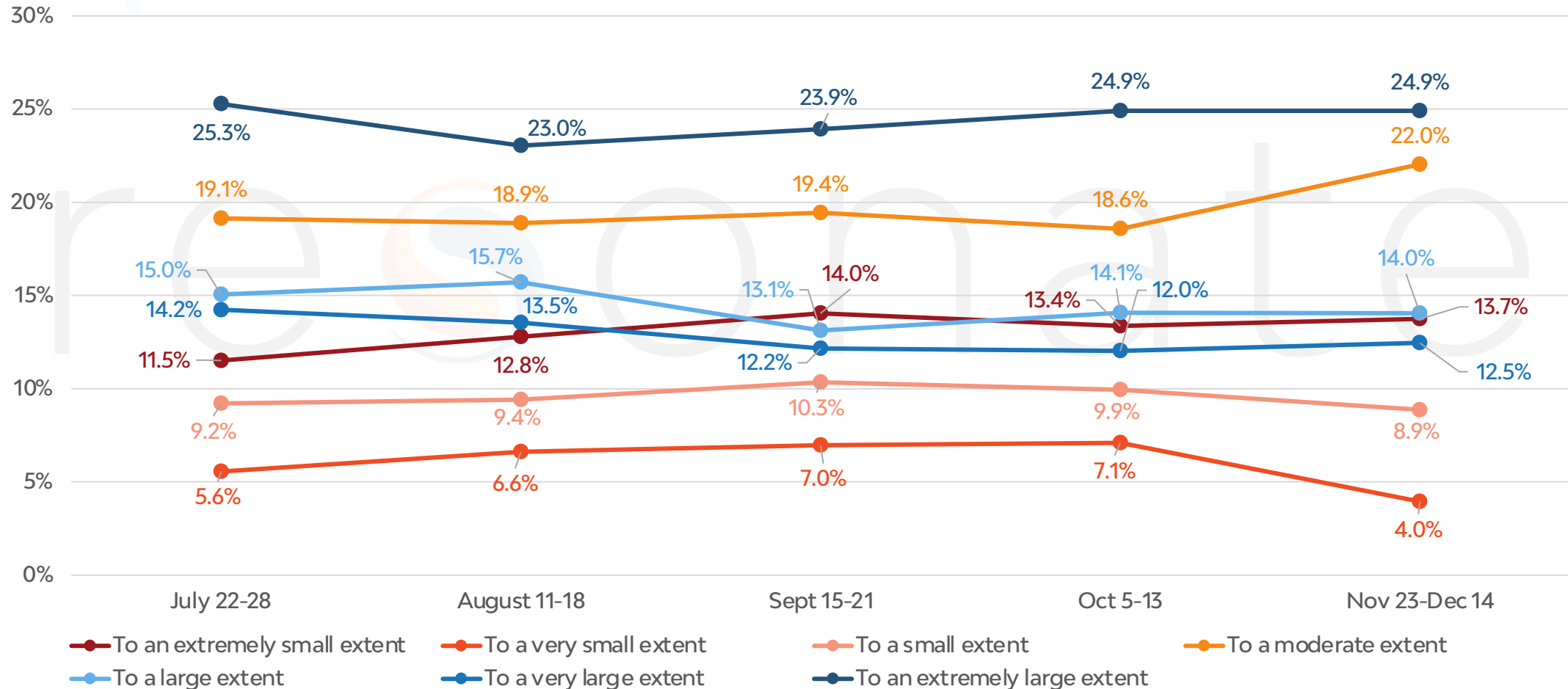
# FINANCIAL

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



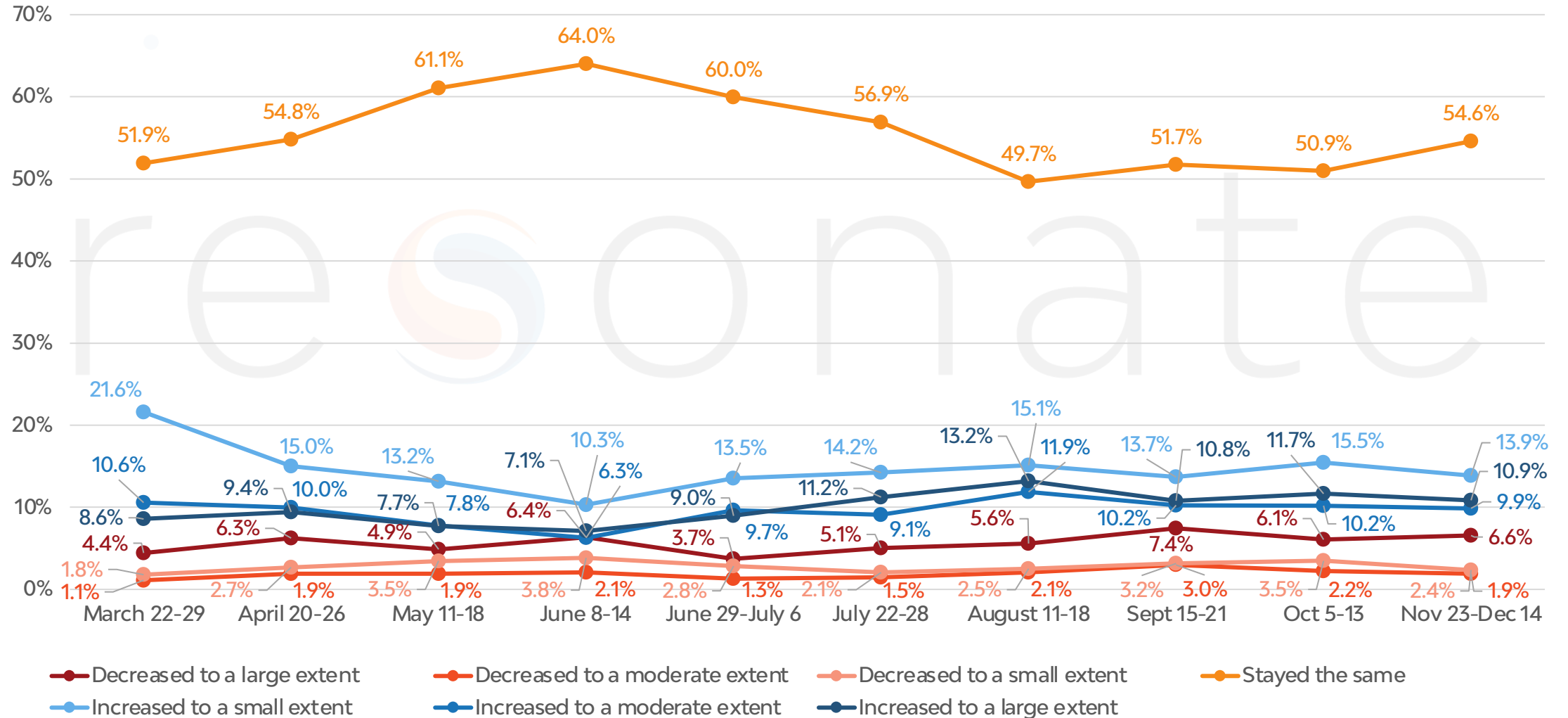
# MEDIA

To what extent does Facebook have a responsibility to identify and suppress false news and information from its services?



# RETAIL

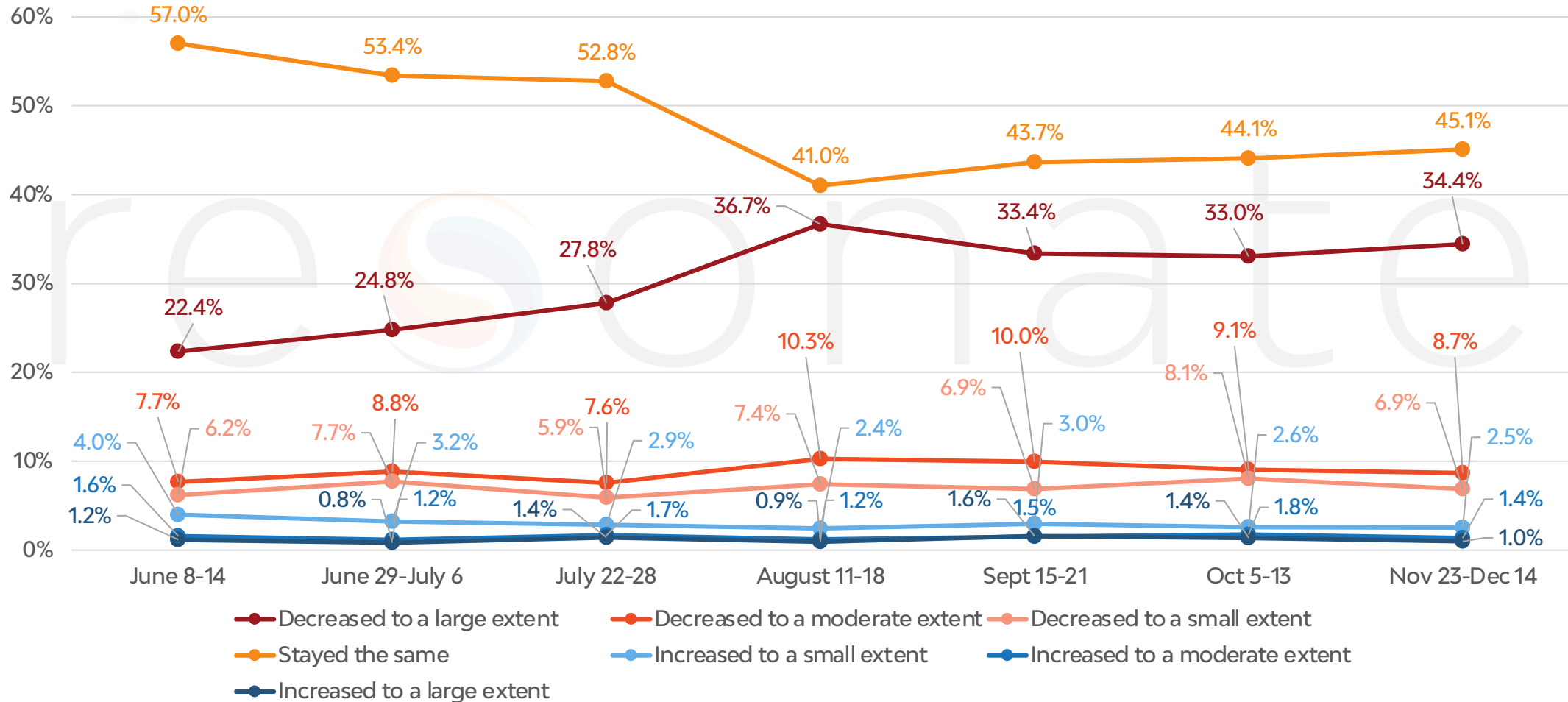
As a result of the coronavirus situation, to what extent has your likelihood to order groceries online changed?





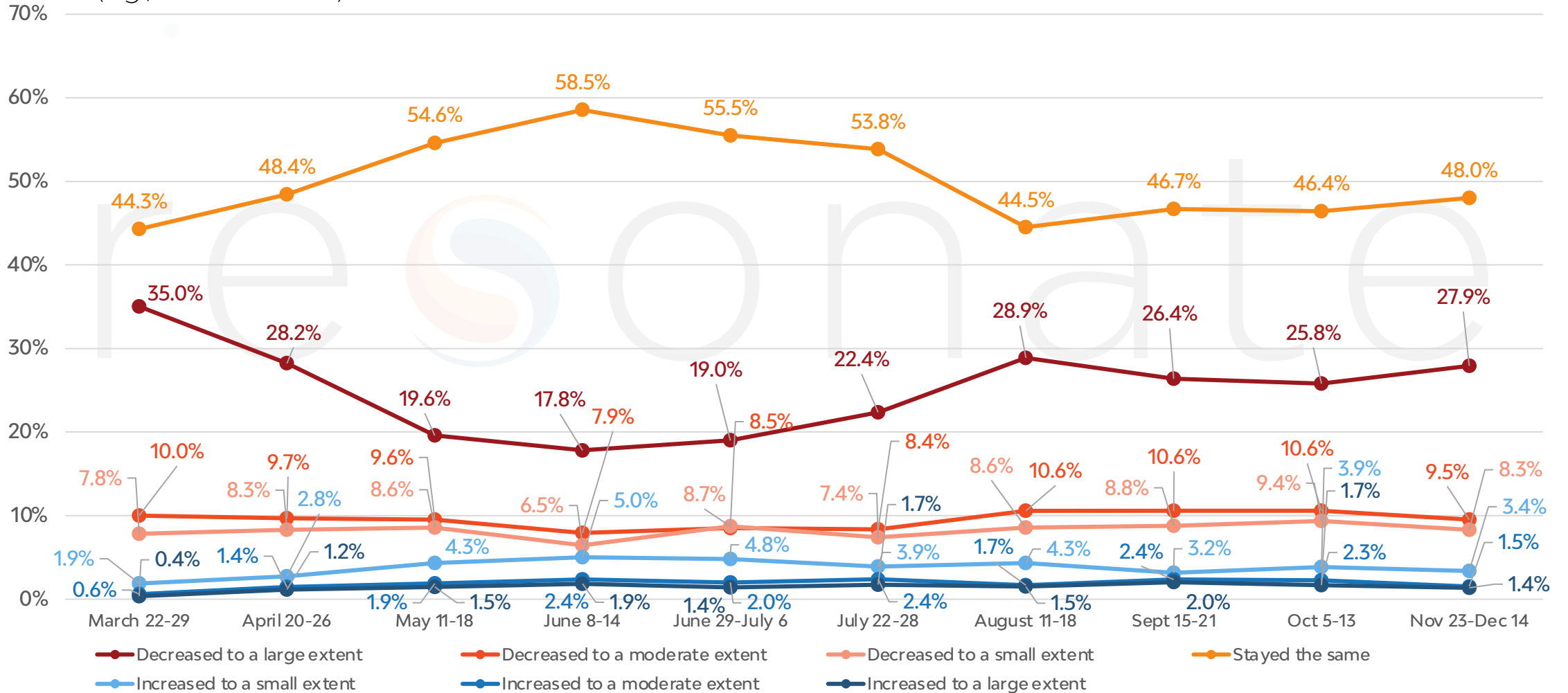
# RETAIL

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)



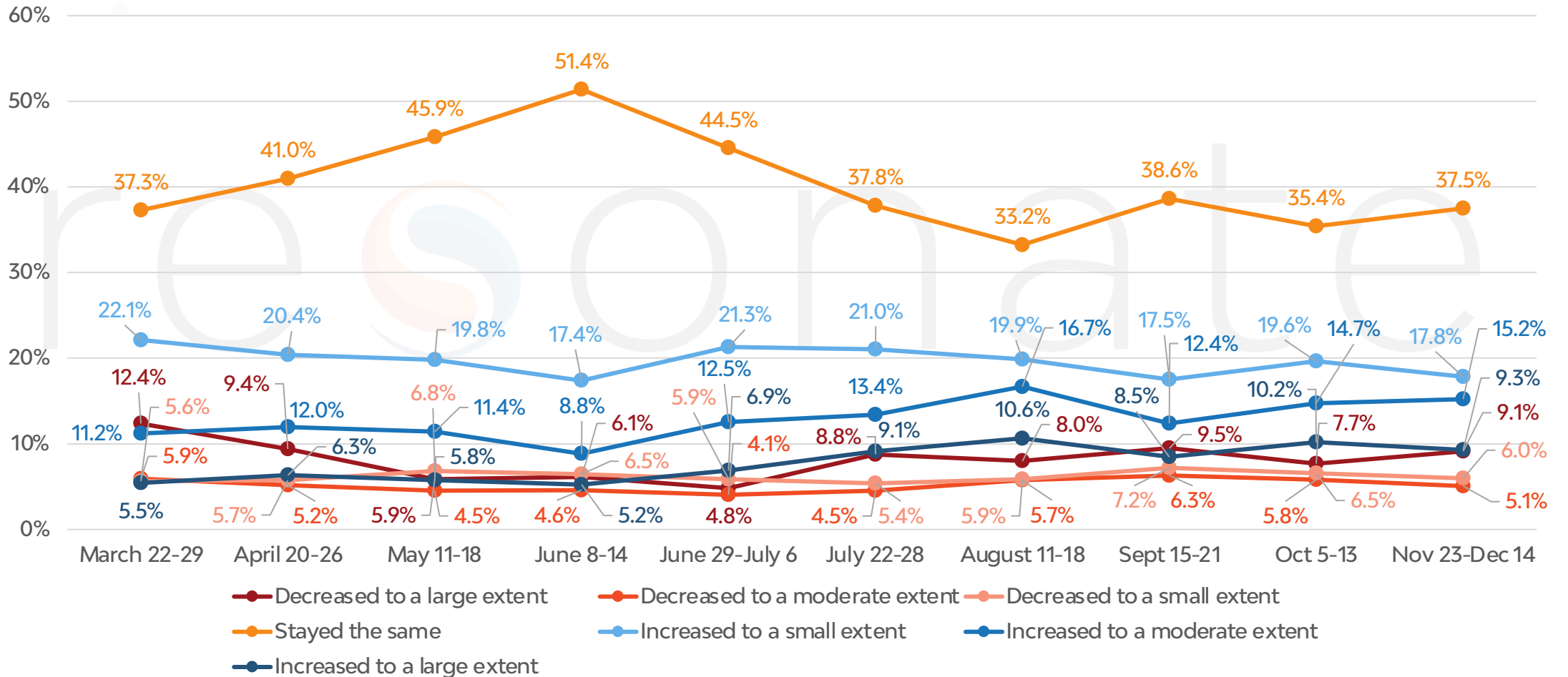
# RETAIL

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)



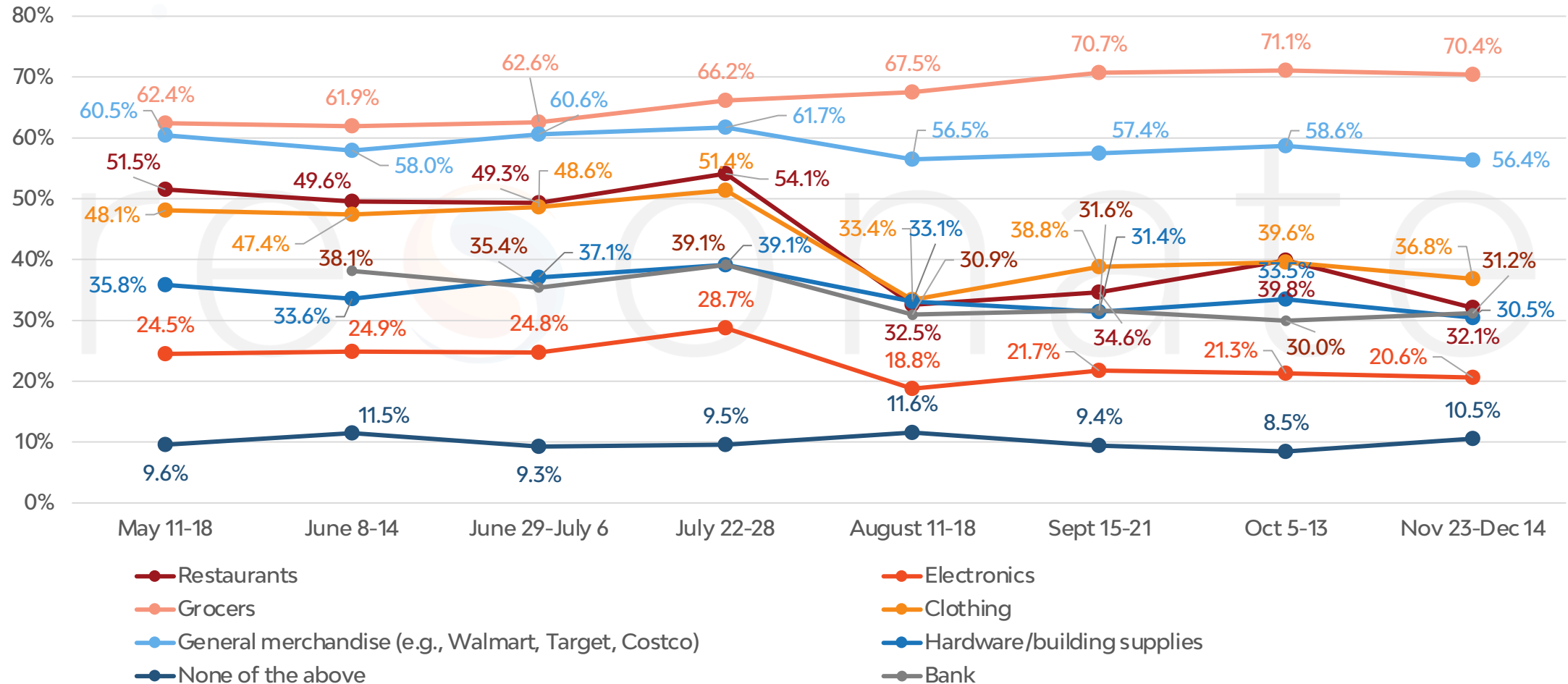
# RETAIL

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



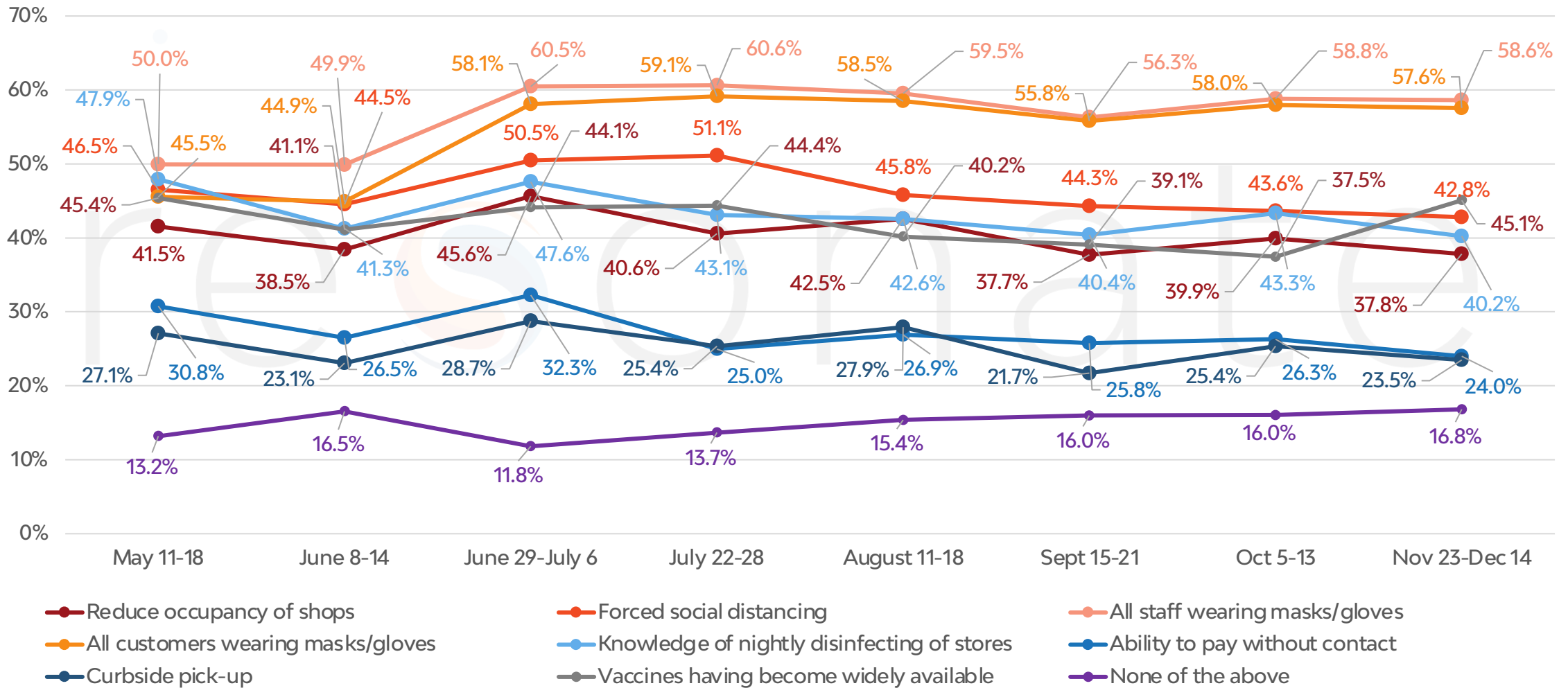
# RETAIL

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



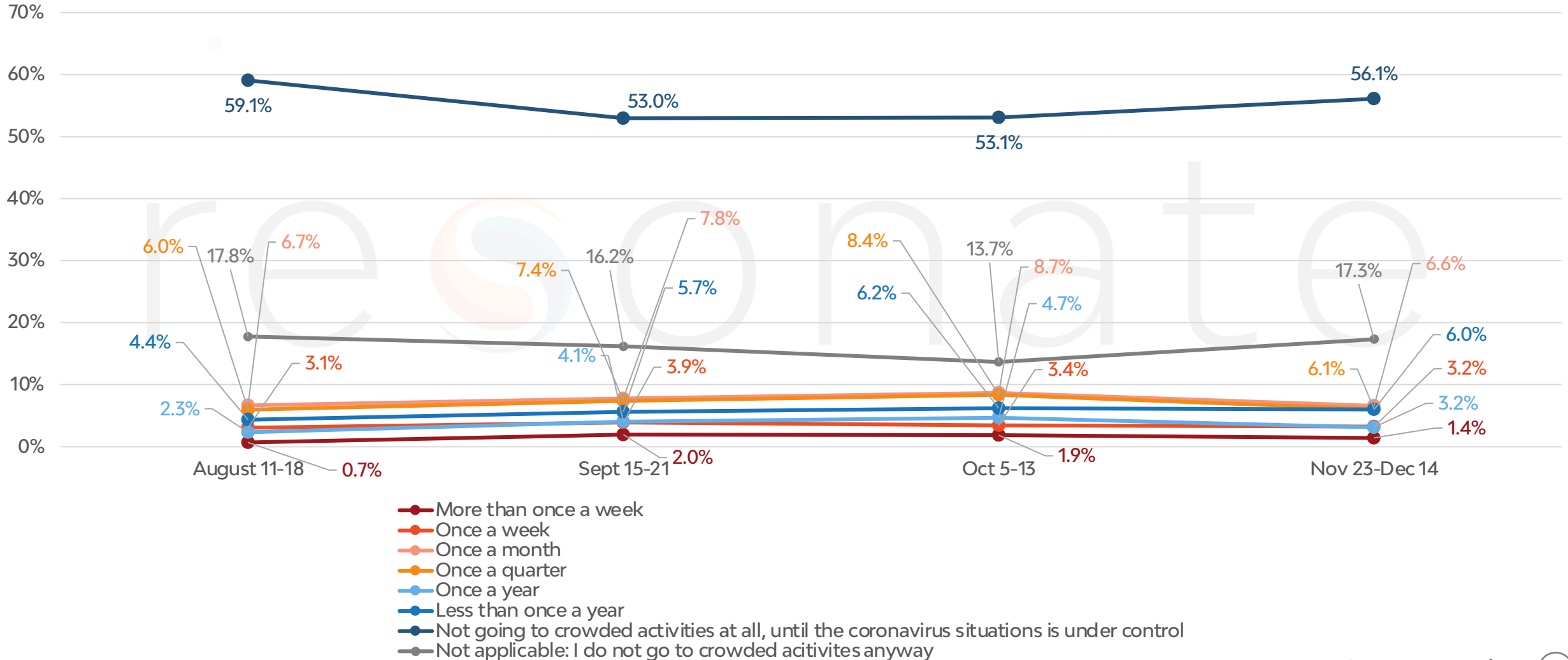
# RETAIL

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



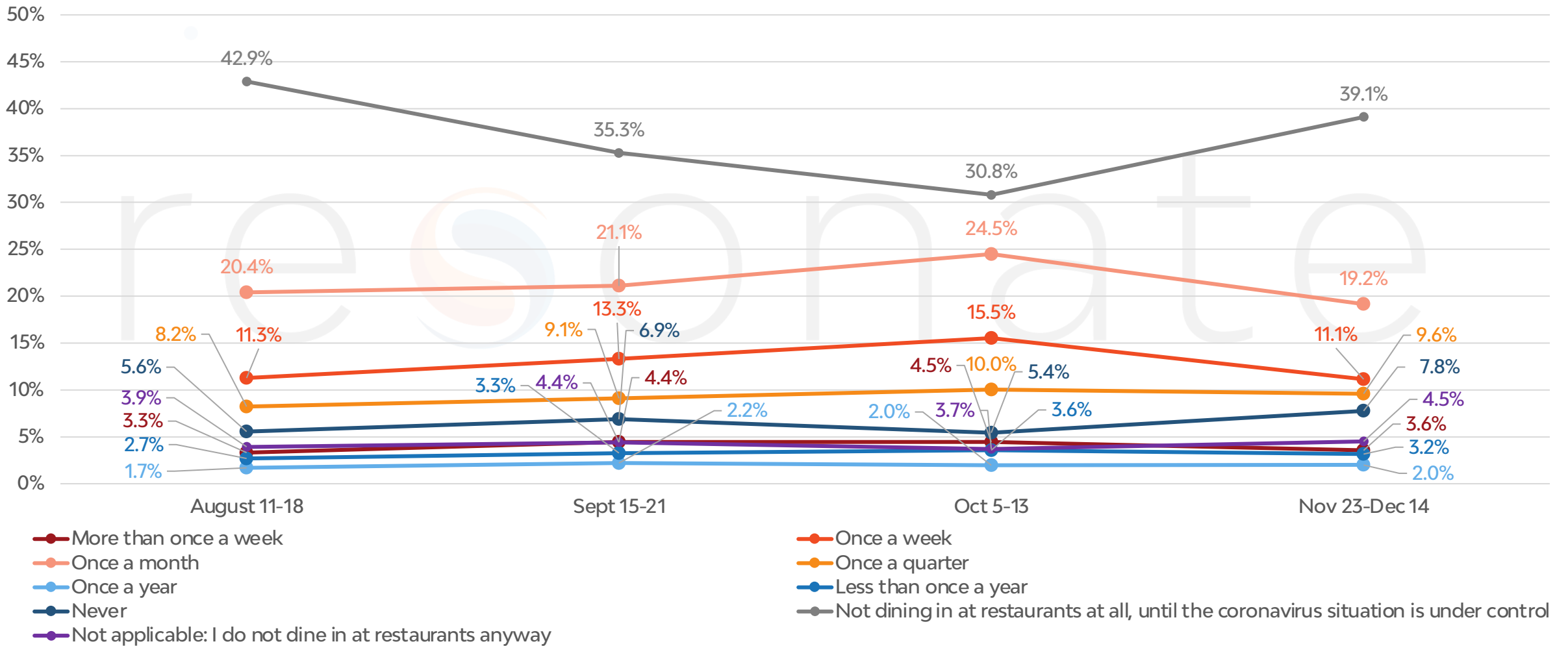
# RETAIL

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



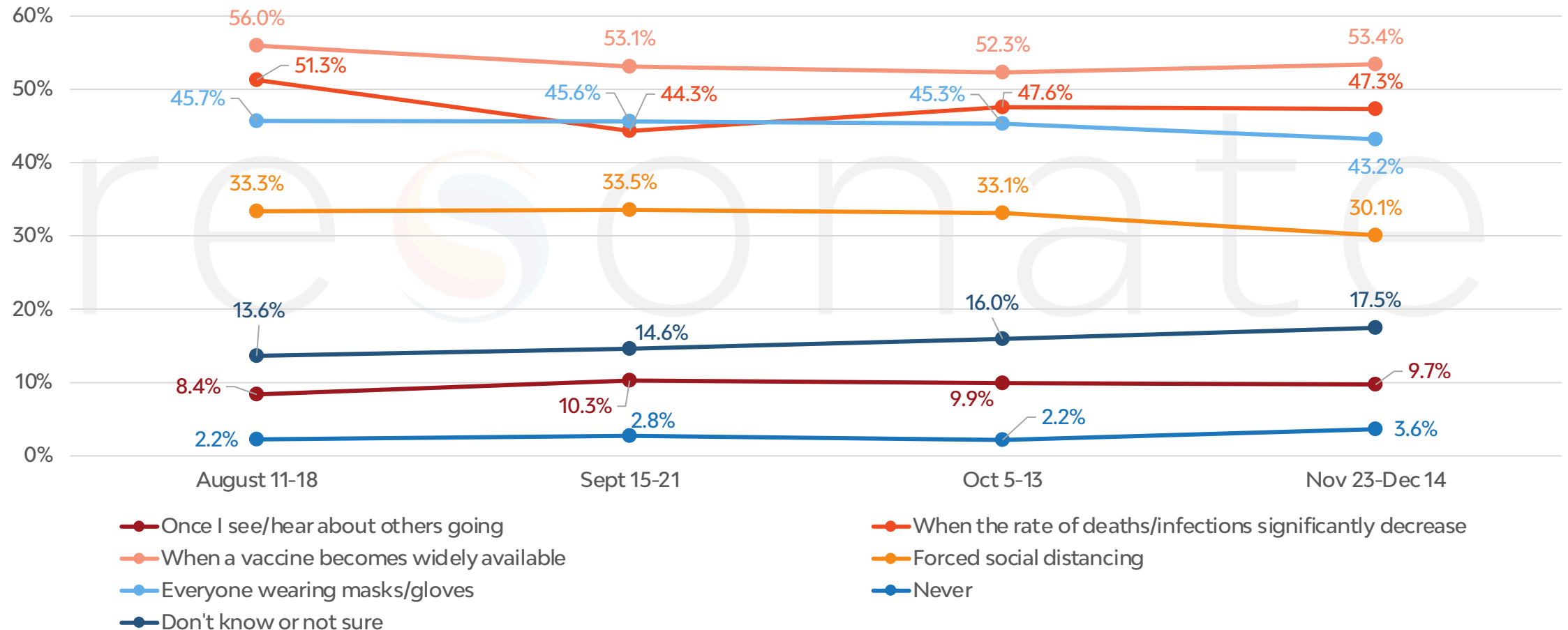
# RETAIL

How frequently are you now dining in at restaurants?



# RETAIL

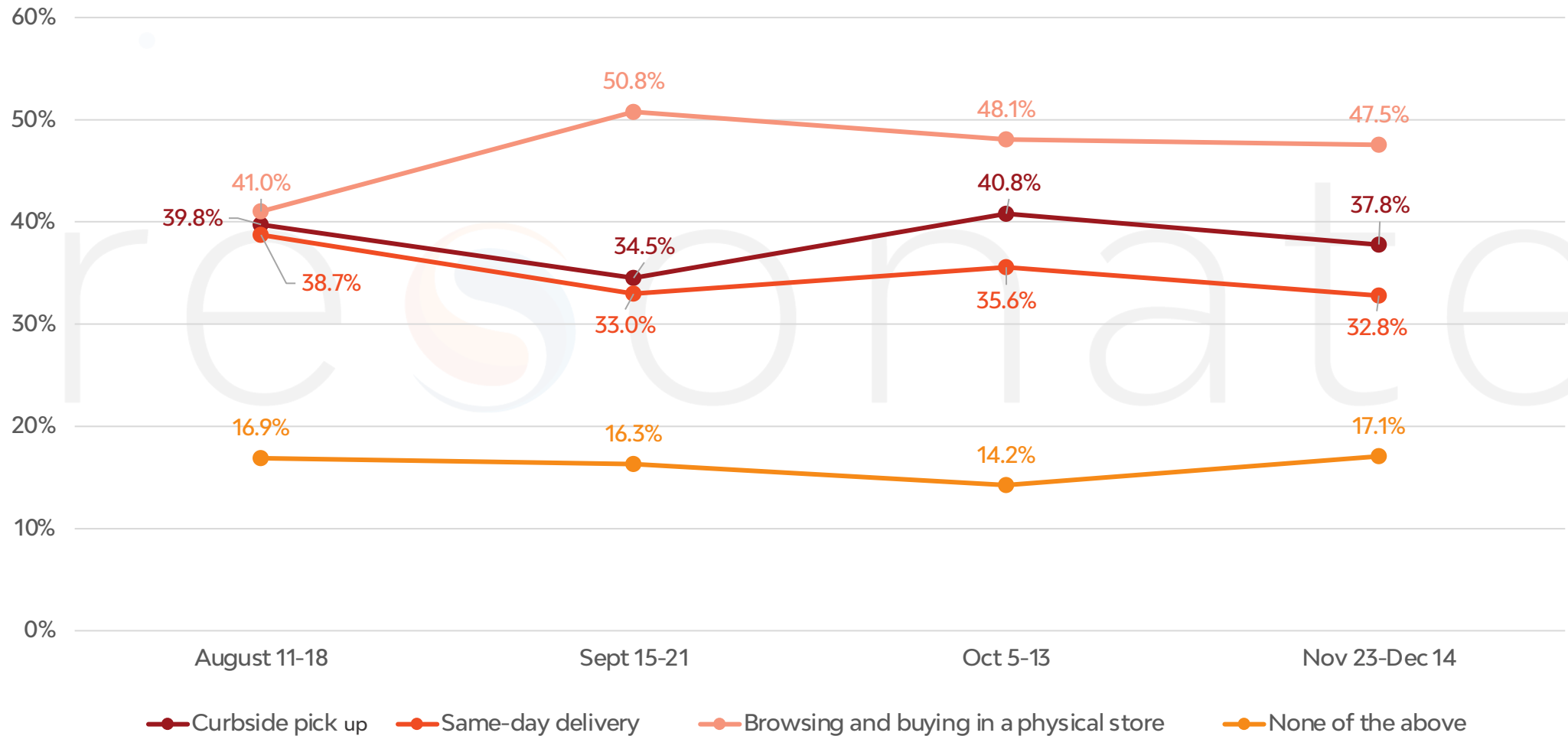
Which of the following must occur, in order for you to once again feel comfortable doing activities involving crowds (e.g., going to a bank, shopping, attending a concert or sporting event, or dining in at a restaurant)?





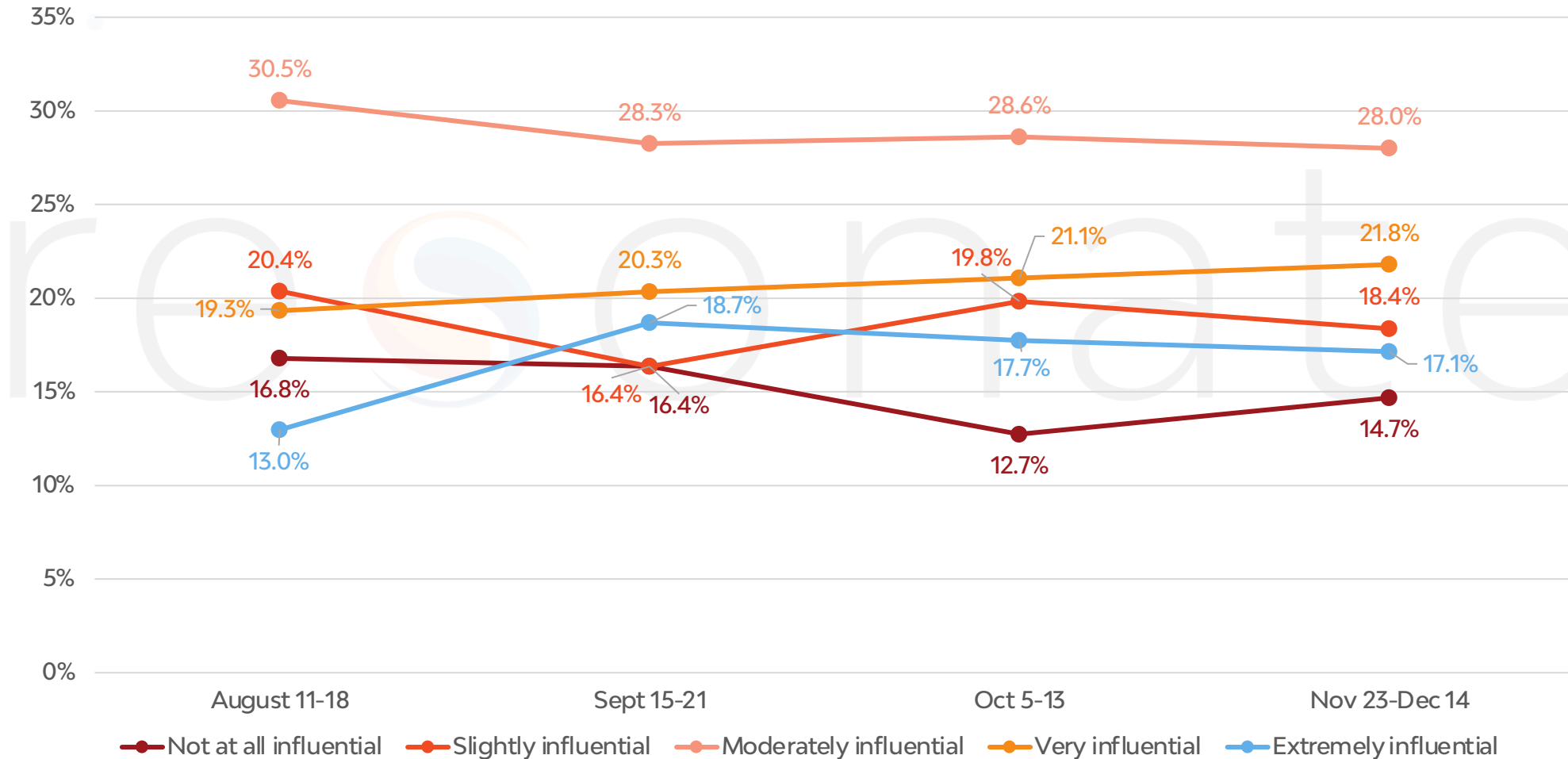
# RETAIL

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



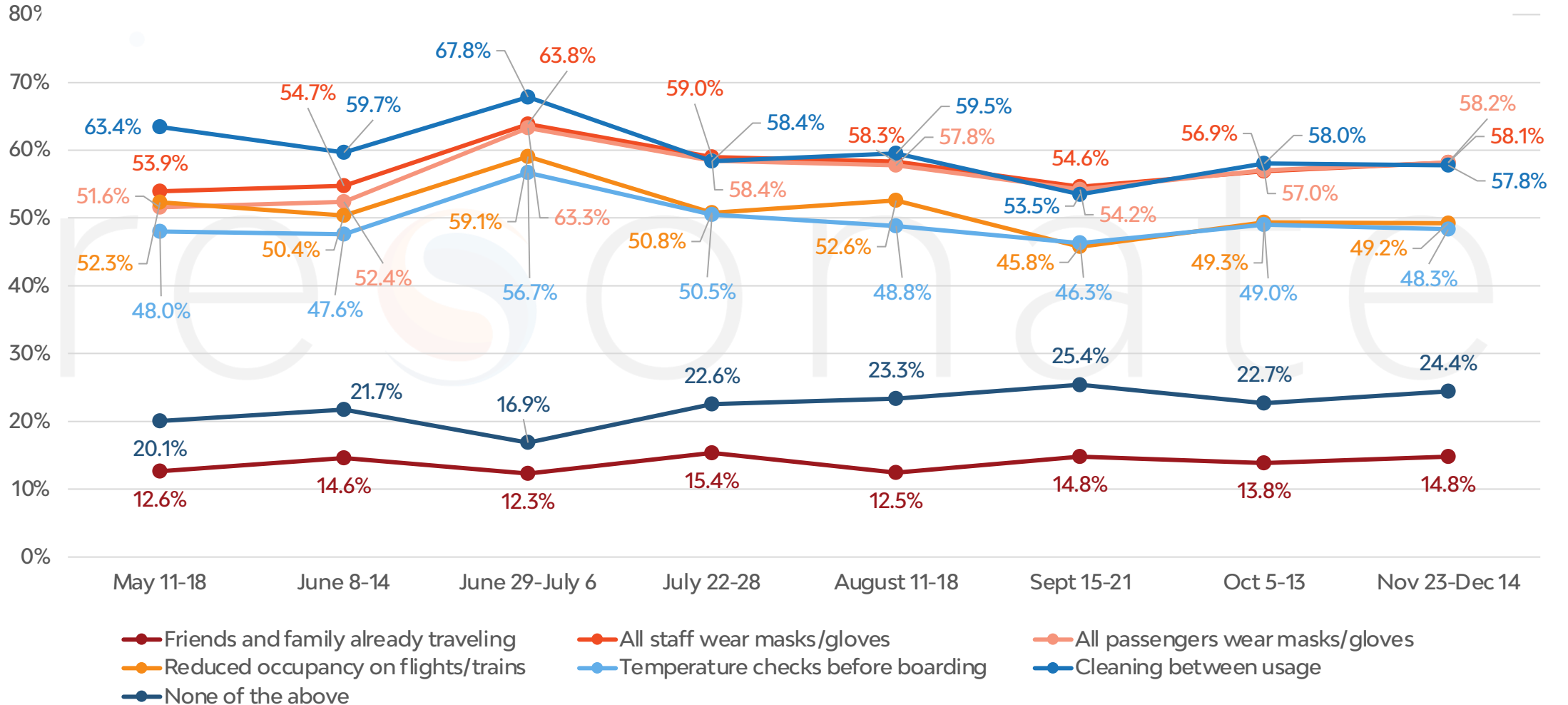
# RETAIL

To what extent does the cost of shipping or delivery influence your decision to shop in a physical store rather than online?



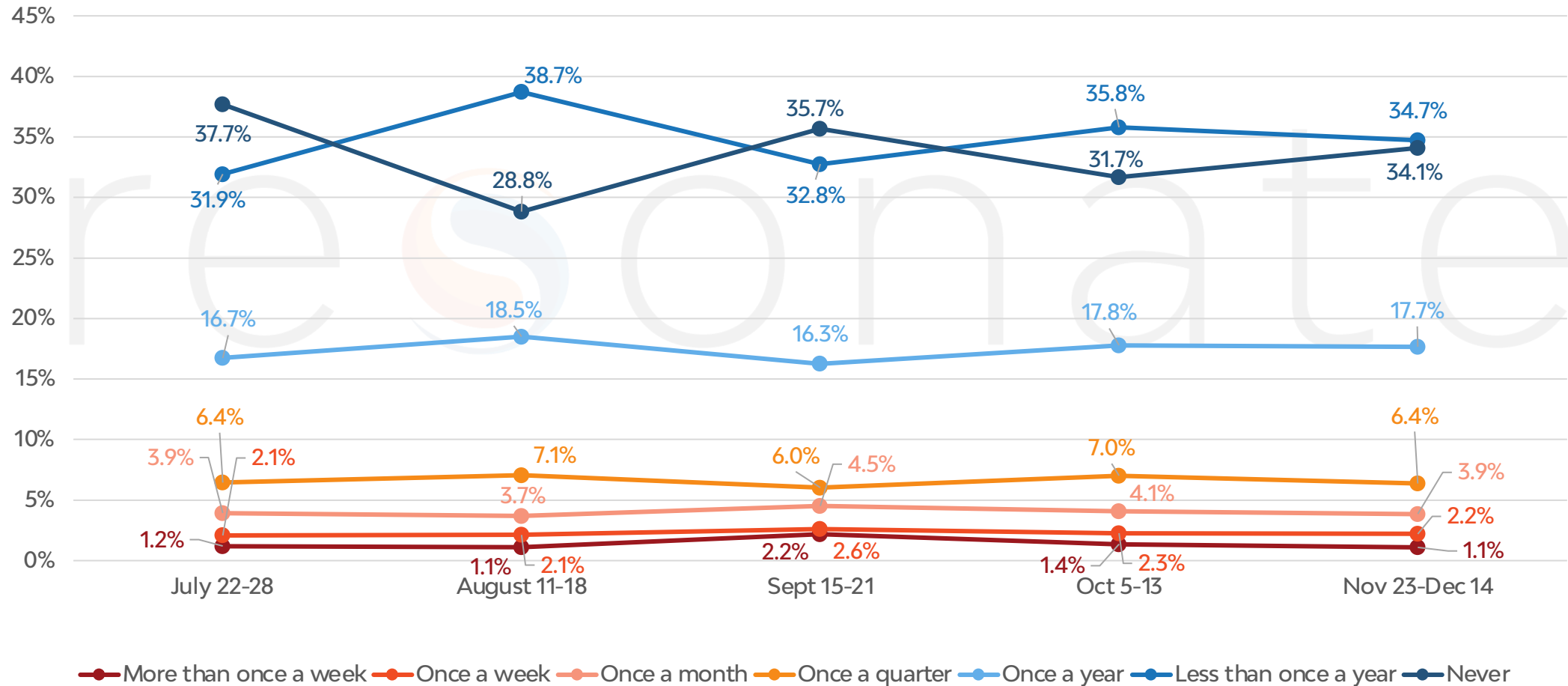
# TRAVEL & TRANSPORTATION

Which of the following are necessary to take place for your travel (both leisure and business) to return to normal?



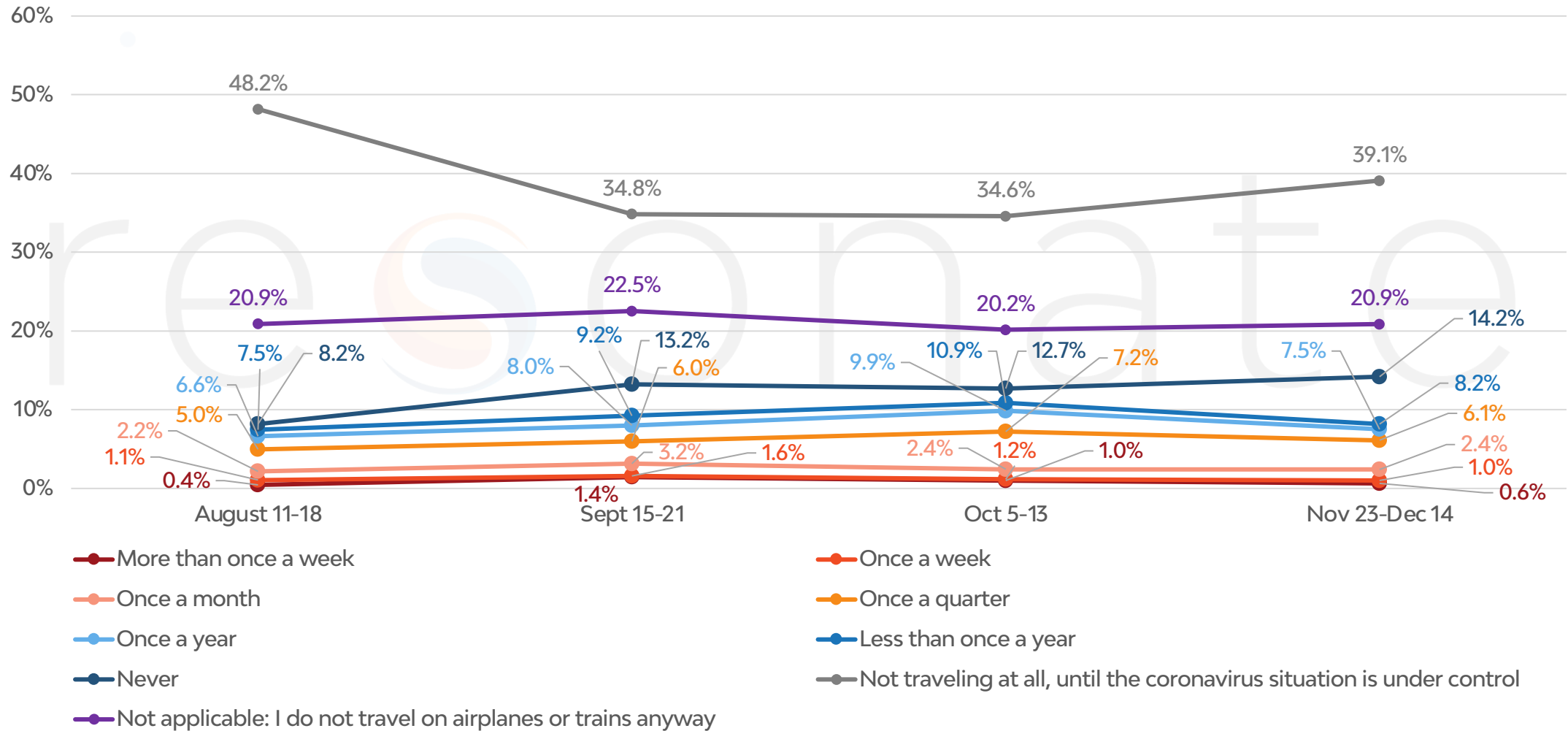
# TRAVEL & TRANSPORTATION

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?



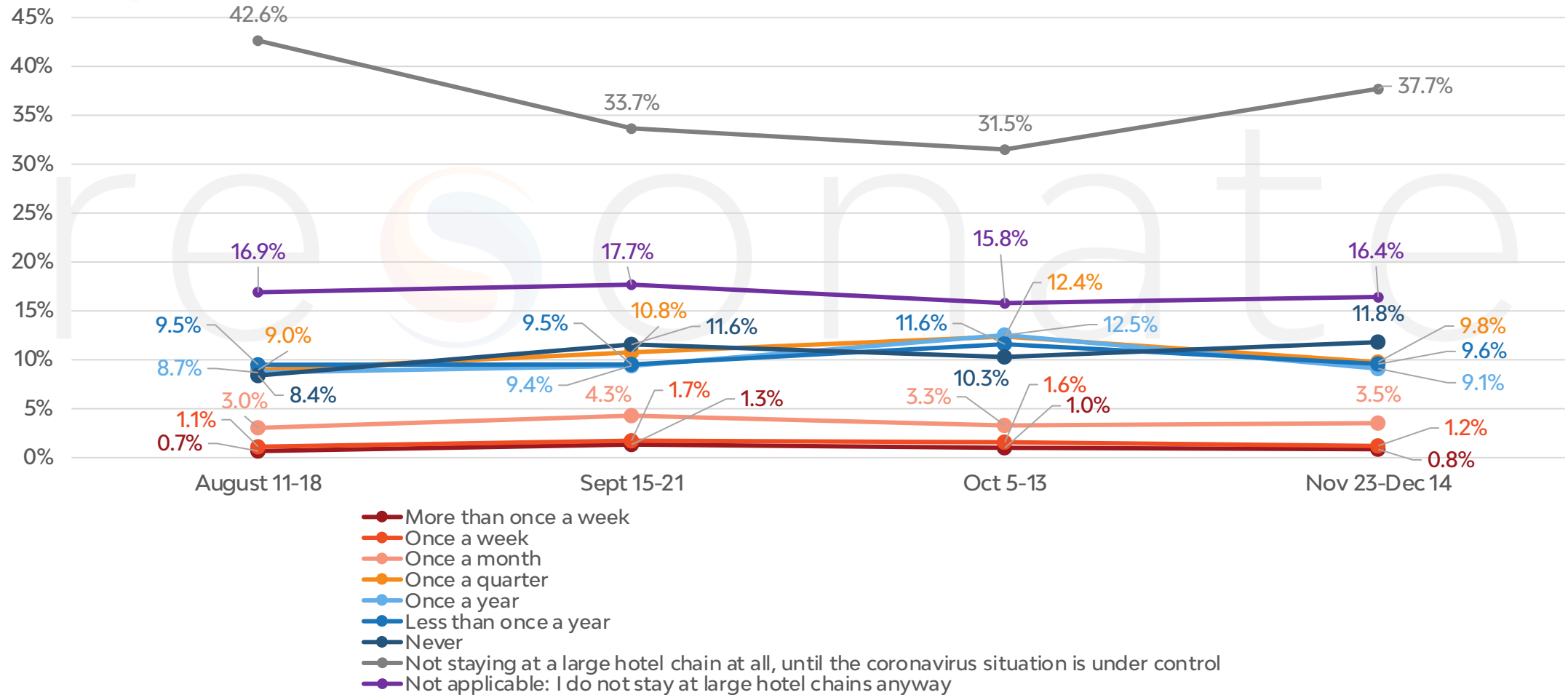
# TRAVEL & TRANSPORTATION

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



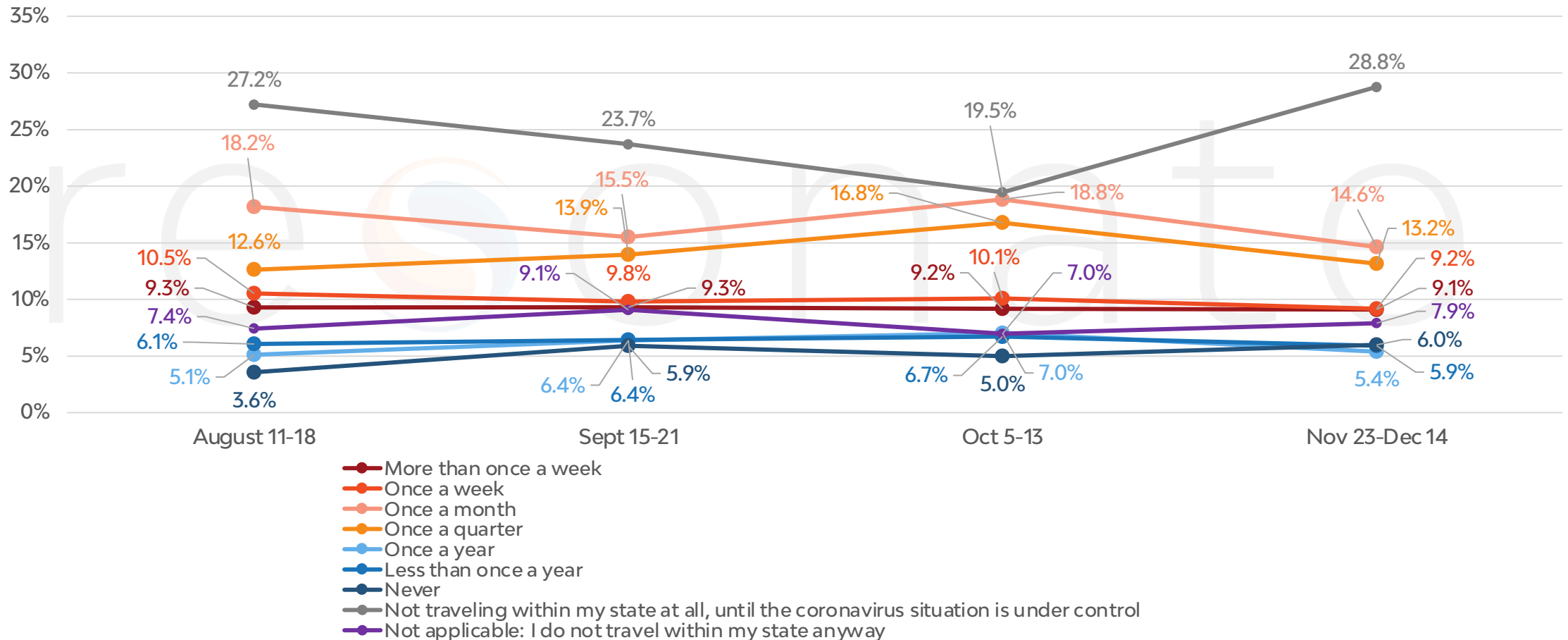
# TRAVEL & TRANSPORTATION

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



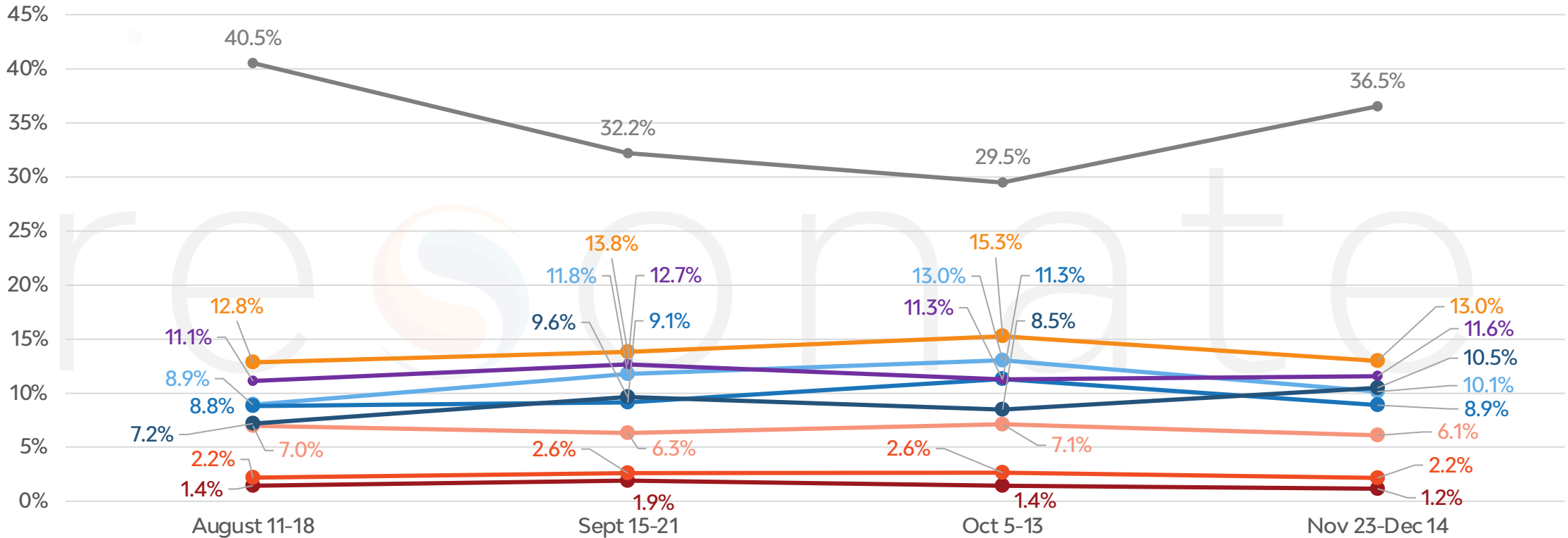
# TRAVEL & TRANSPORTATION

How frequently are you now traveling within your state?



# TRAVEL & TRANSPORTATION

How frequently are you now traveling to a different state?

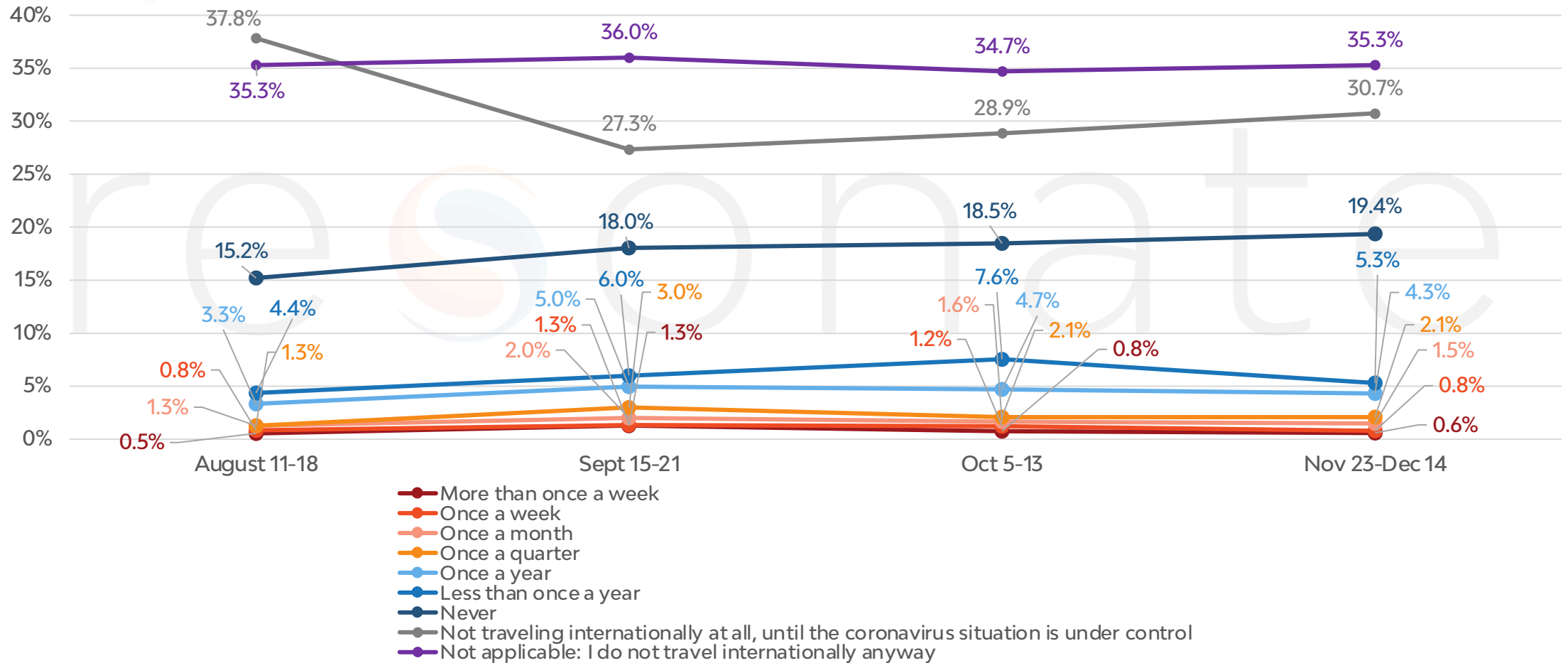


- More than once a week
- Once a week
- Once a month
- Once a quarter
- Once a year
- Less than once a year
- Never
- Not traveling to a nearby state at all, until the coronavirus situation is under control
- Not applicable: I do not travel to nearby states anyway



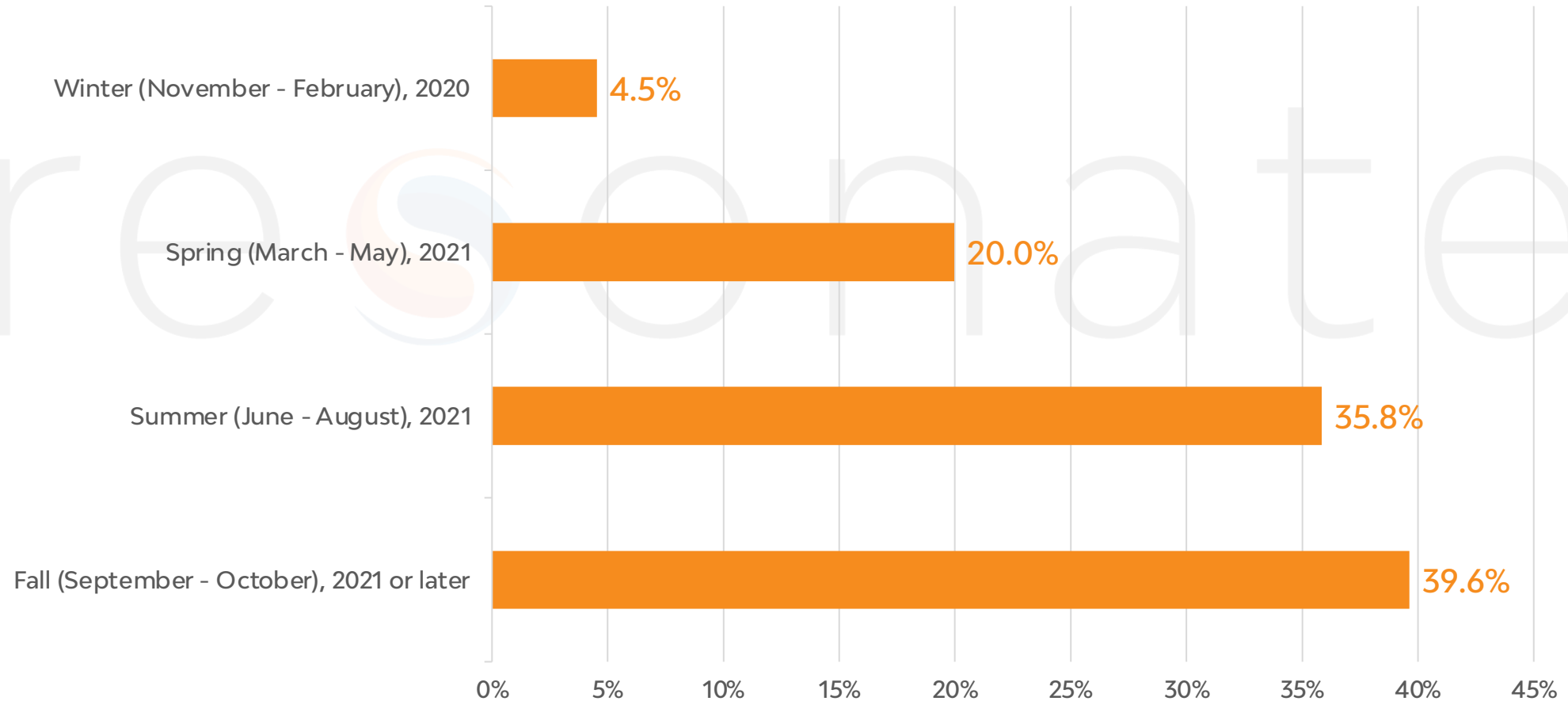
# TRAVEL & TRANSPORTATION

How frequently are you now traveling internationally?



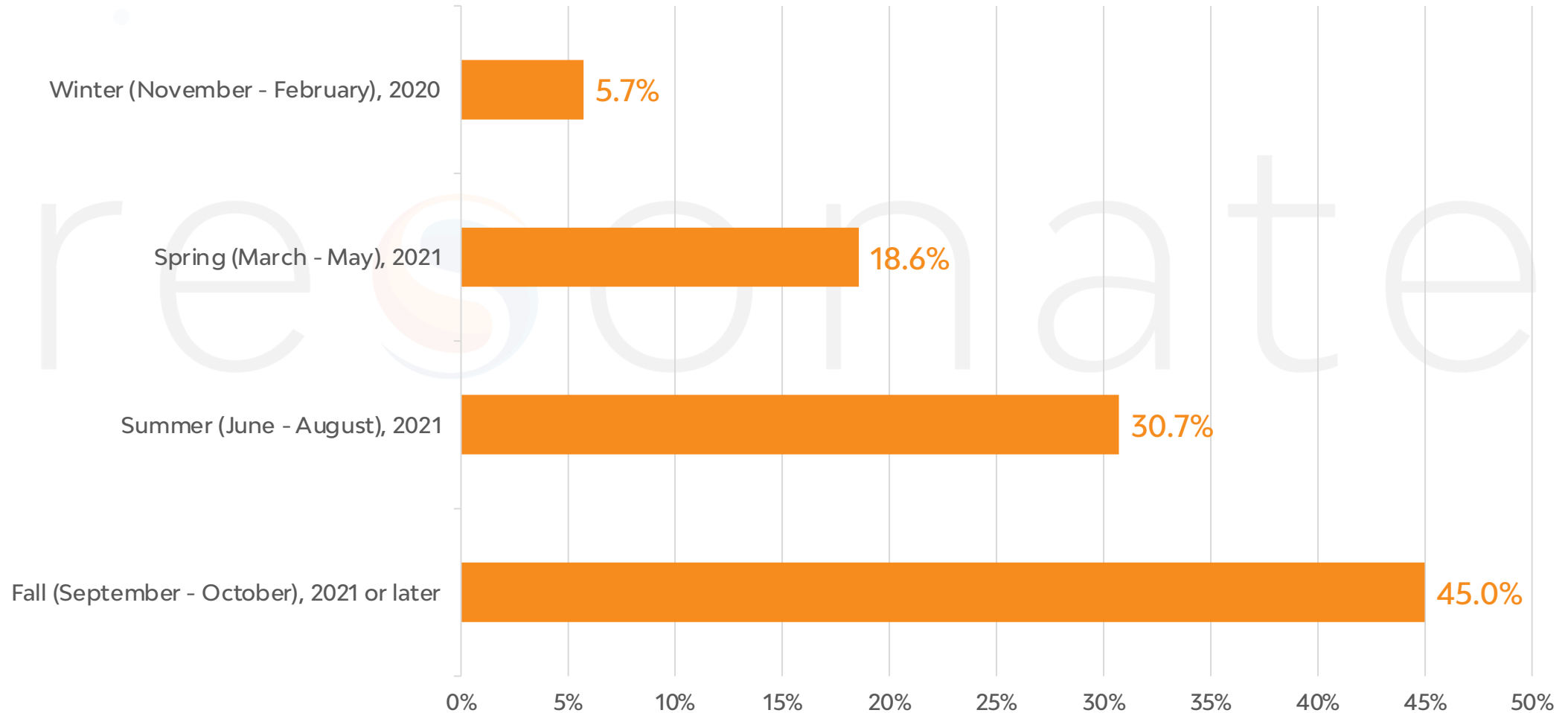
# TRAVEL & TRANSPORTATION

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



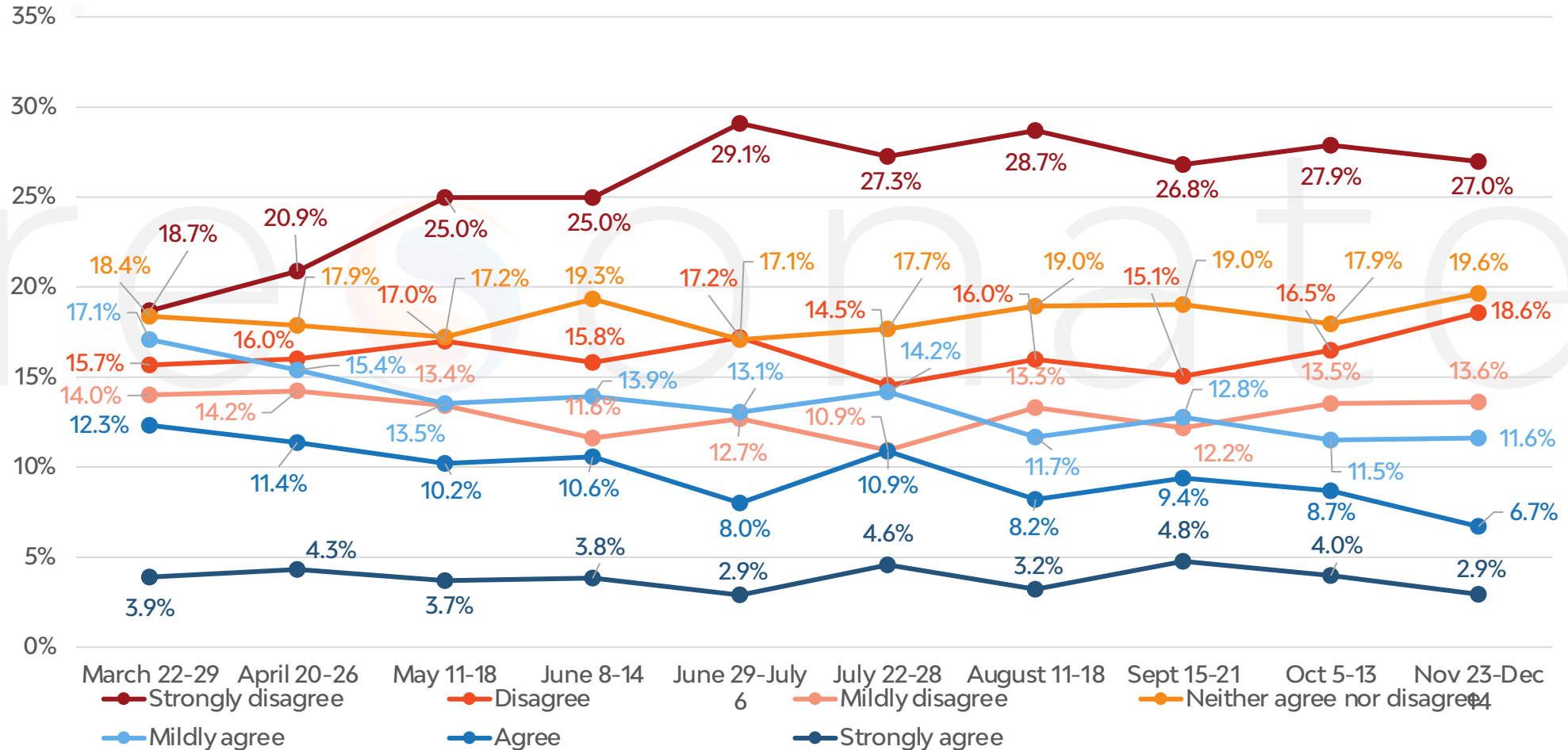
# TRAVEL & TRANSPORTATION

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



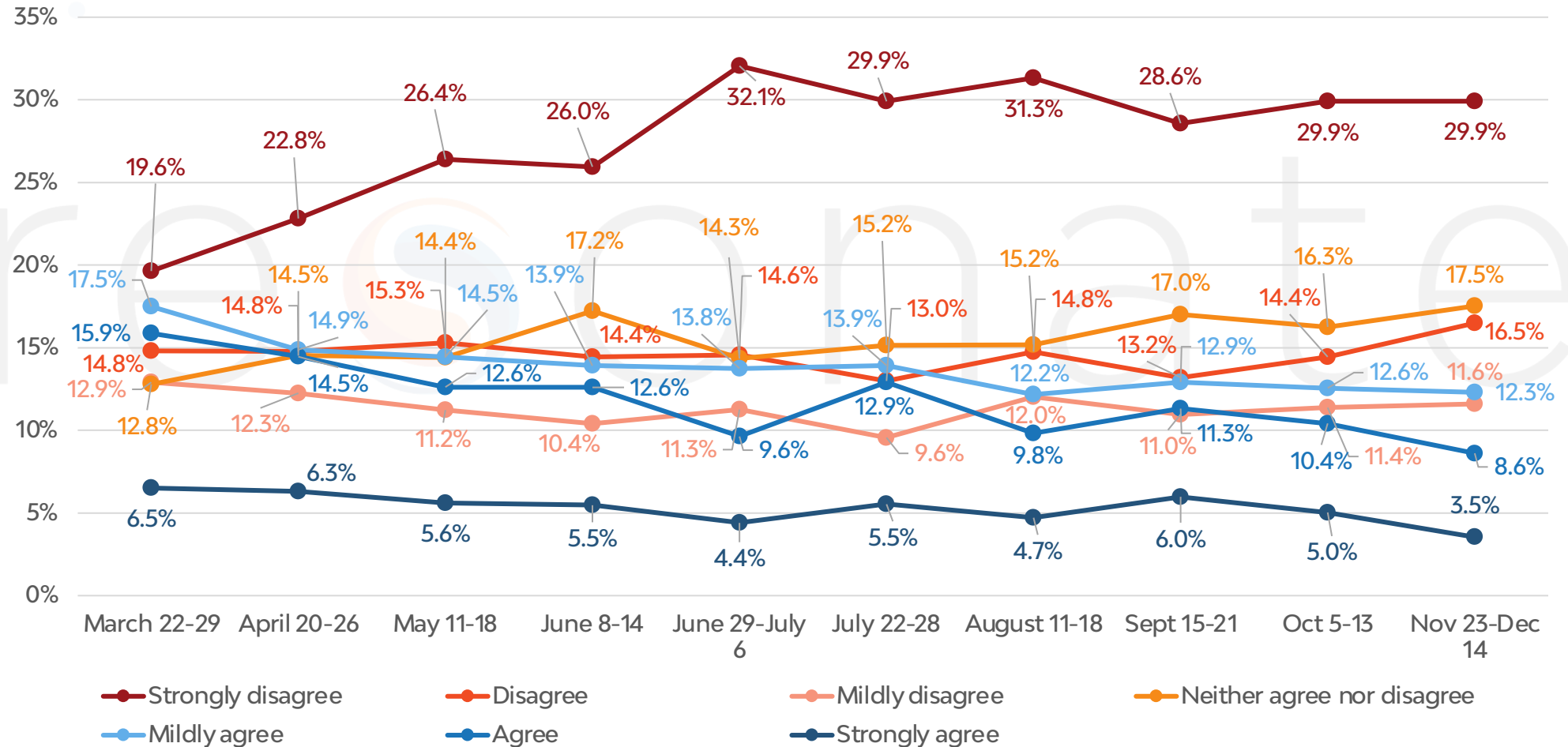
# POLITICS

Thinking about the coronavirus situation, how strongly do you agree or disagree that the Federal Government can be trusted?



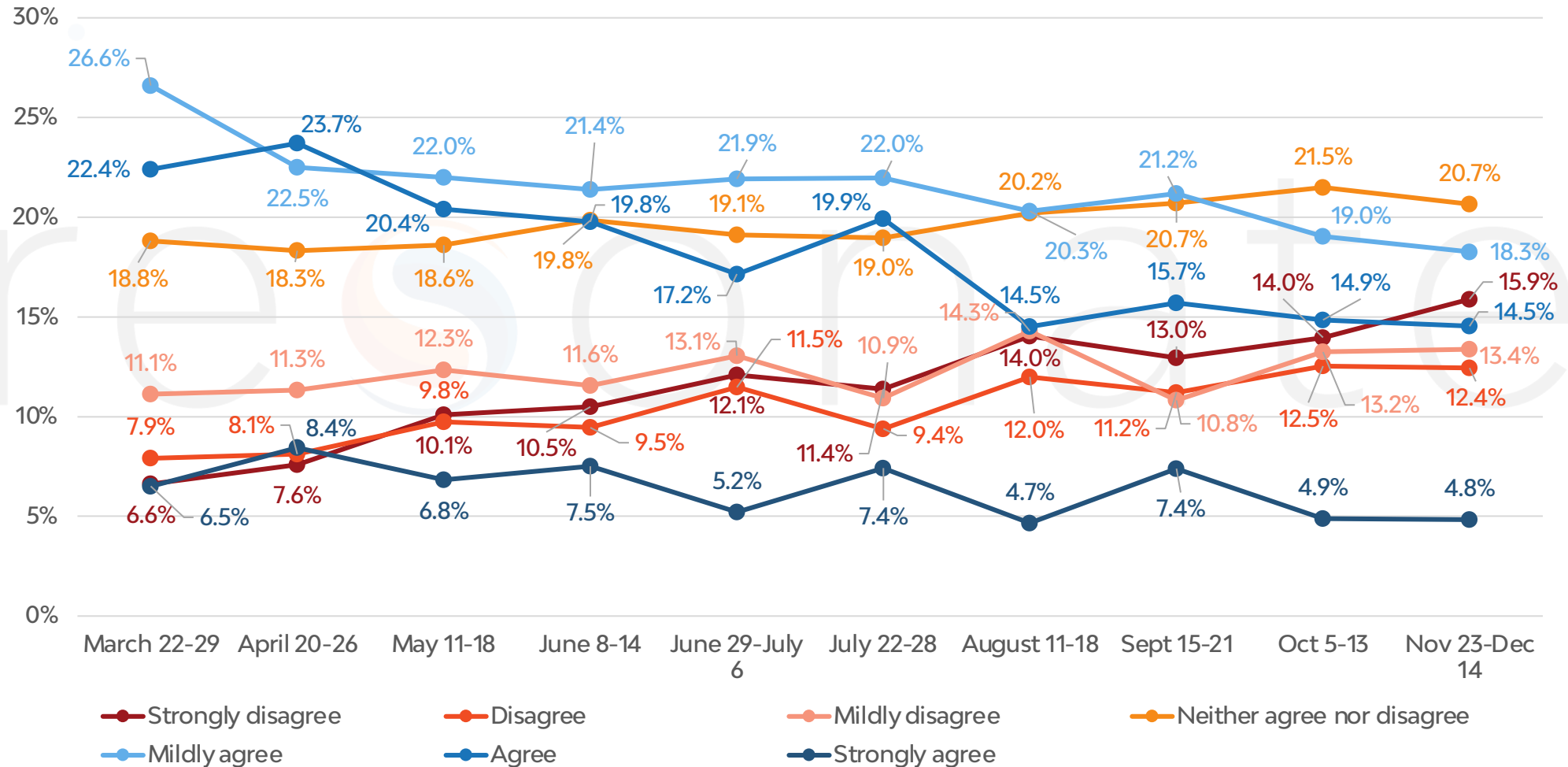
# POLITICS

Thinking about the coronavirus situation, how strongly do you agree or disagree that the Federal Government is effective in addressing a crisis?



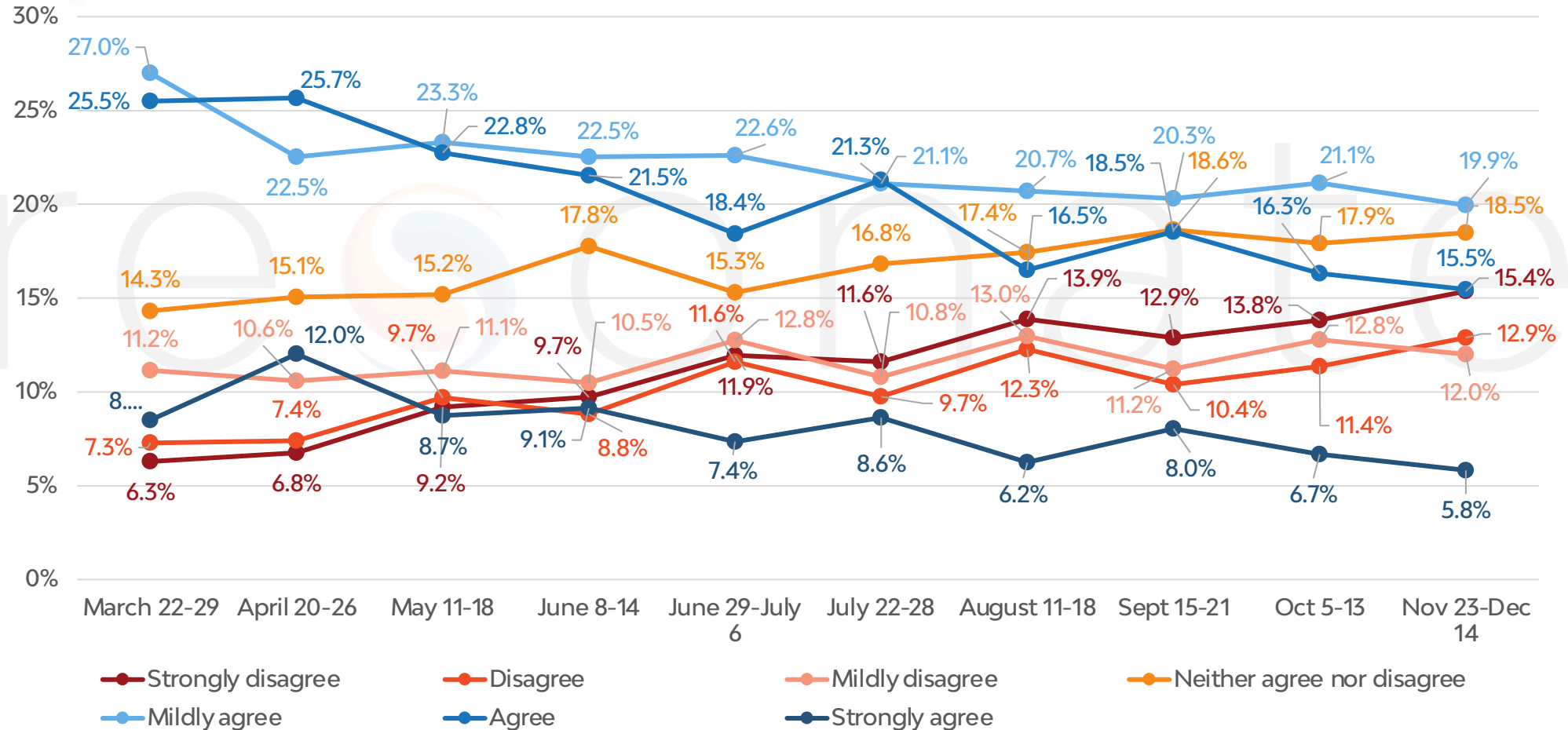
# POLITICS

Thinking about the coronavirus situation, how strongly do you agree or disagree that state and local government can be trusted?



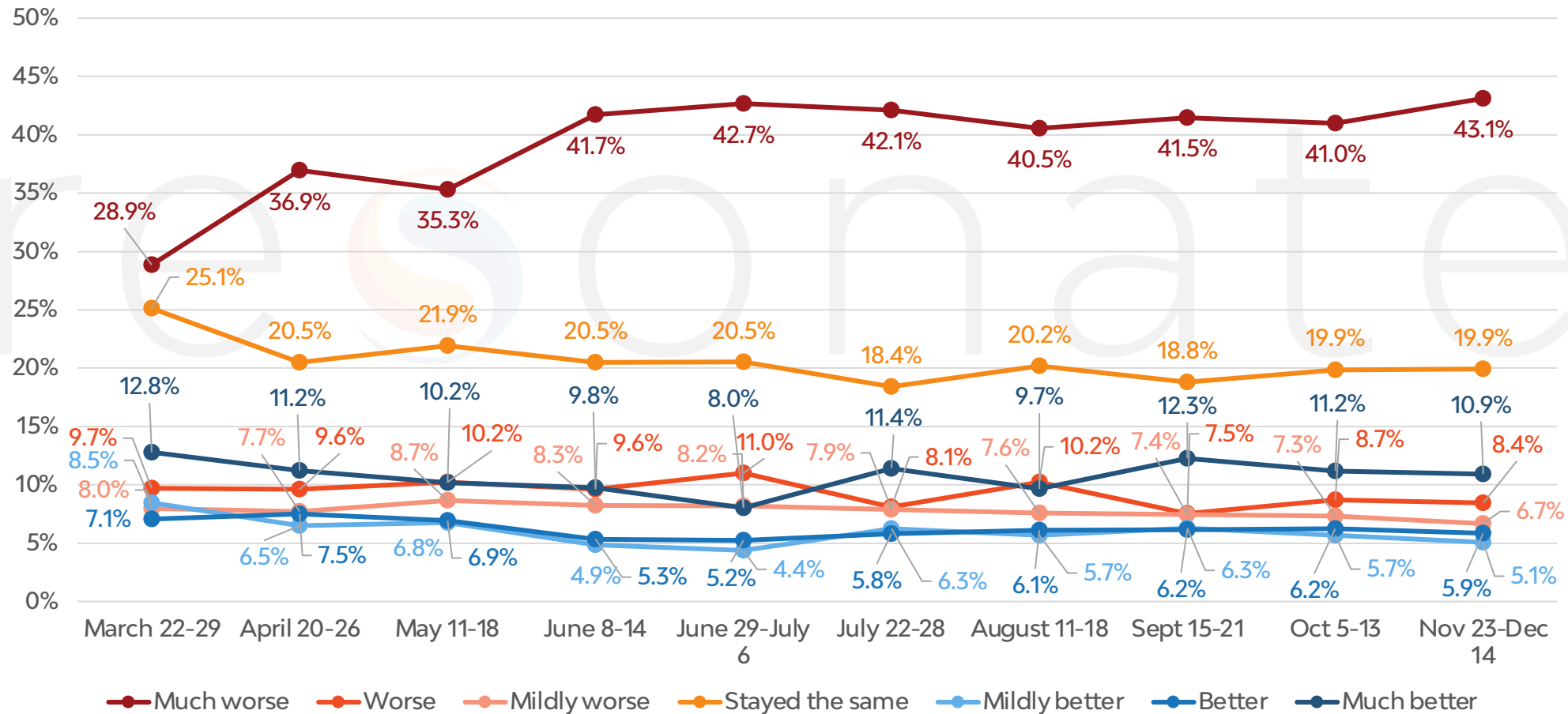
# POLITICS

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# POLITICS

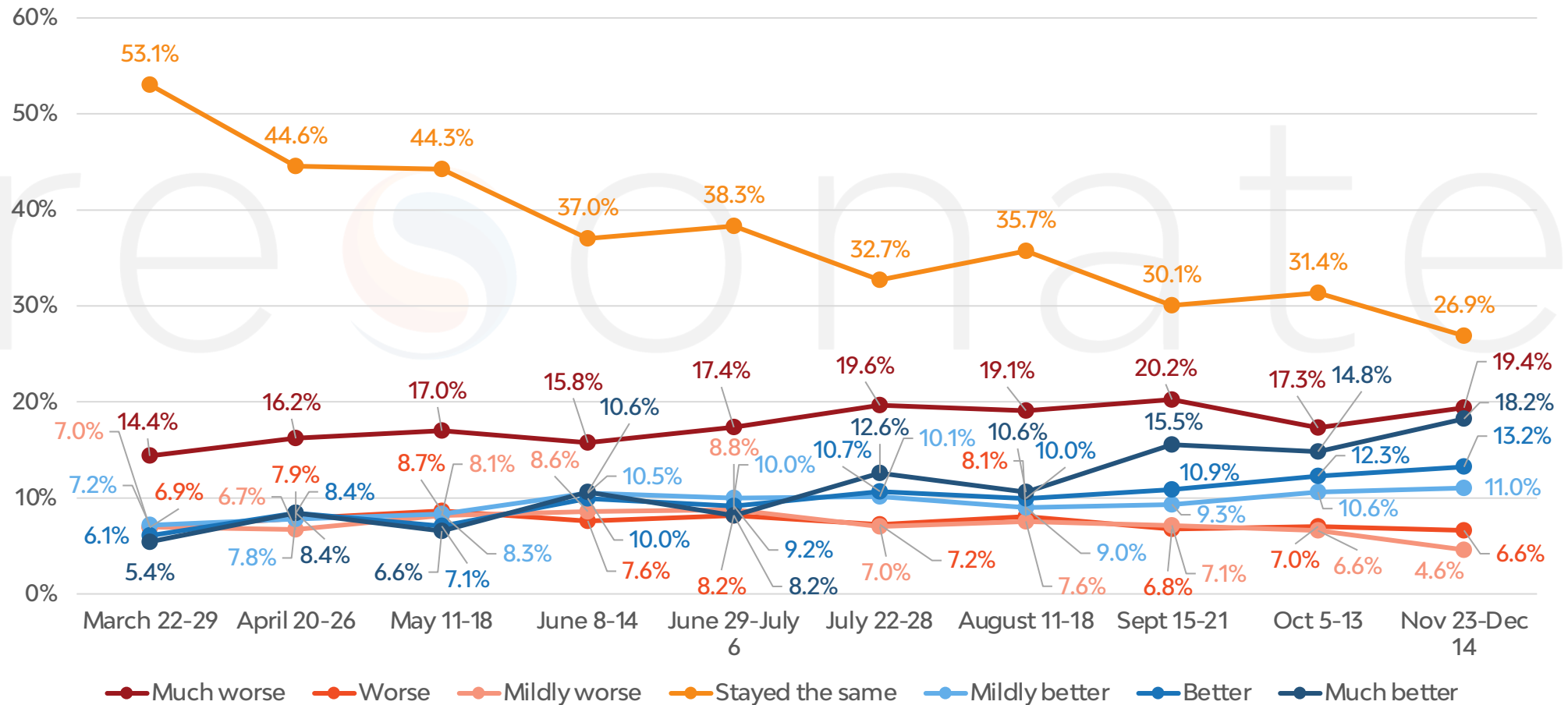
As a result of the coronavirus situation, to what extent has your opinion of President Trump become better or worse?





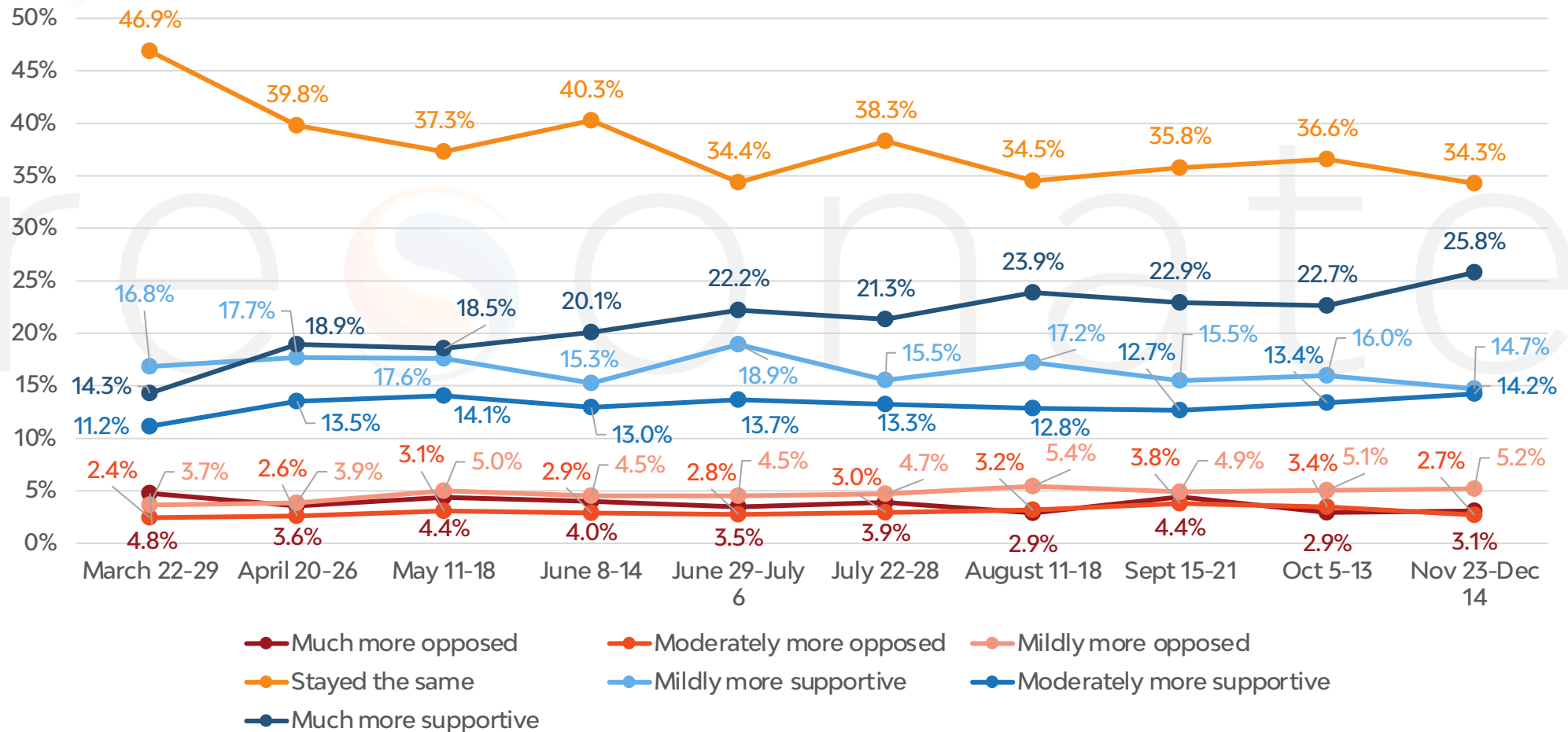
# POLITICS

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



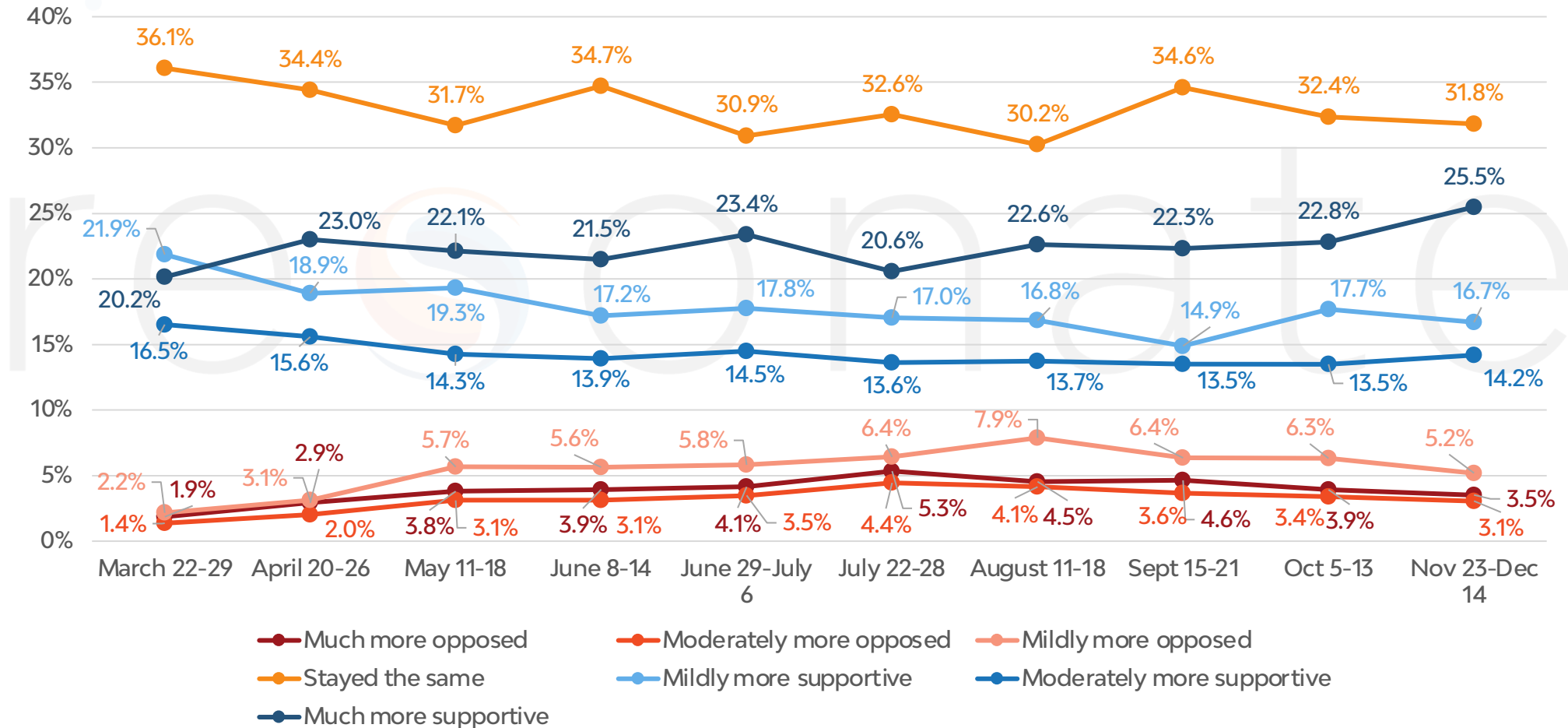
# POLITICS

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)



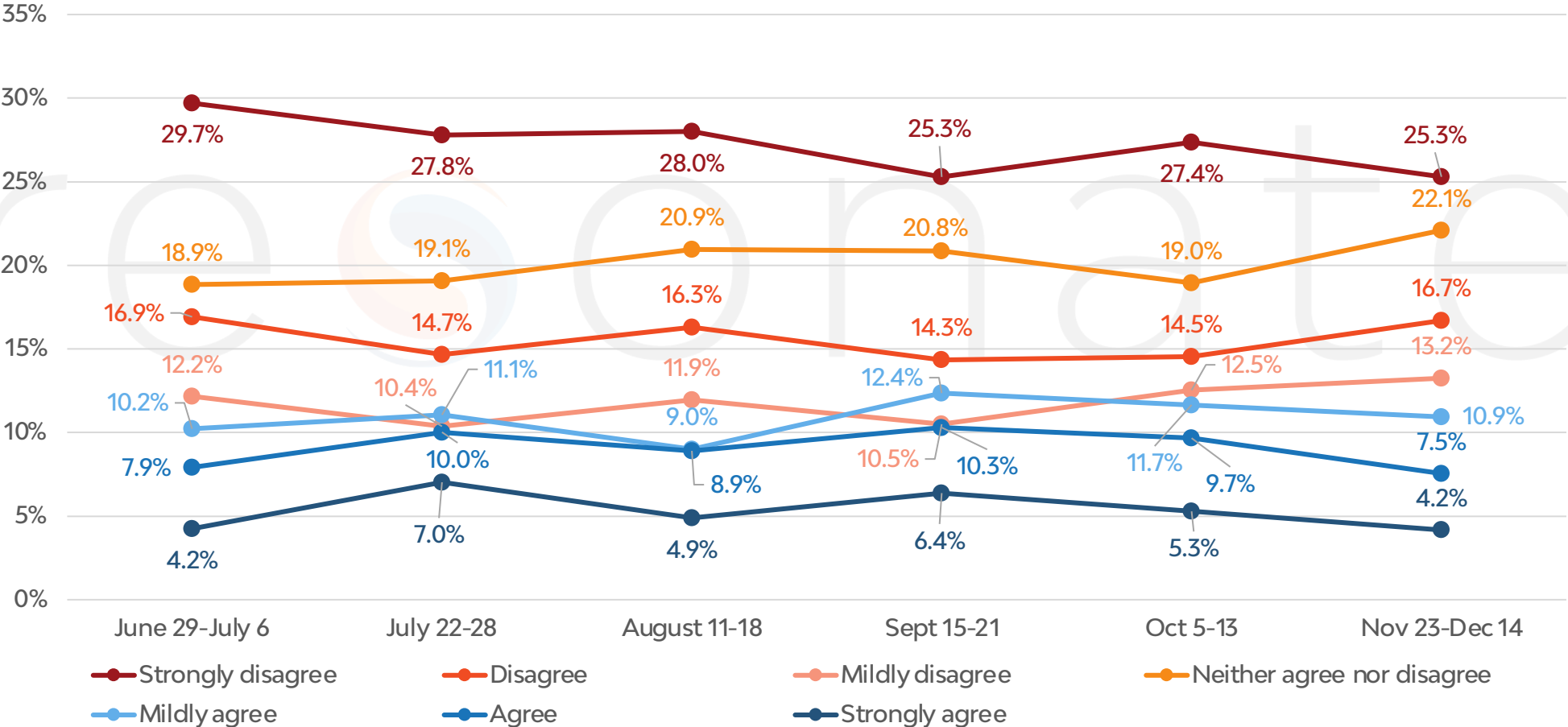
# POLITICS

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



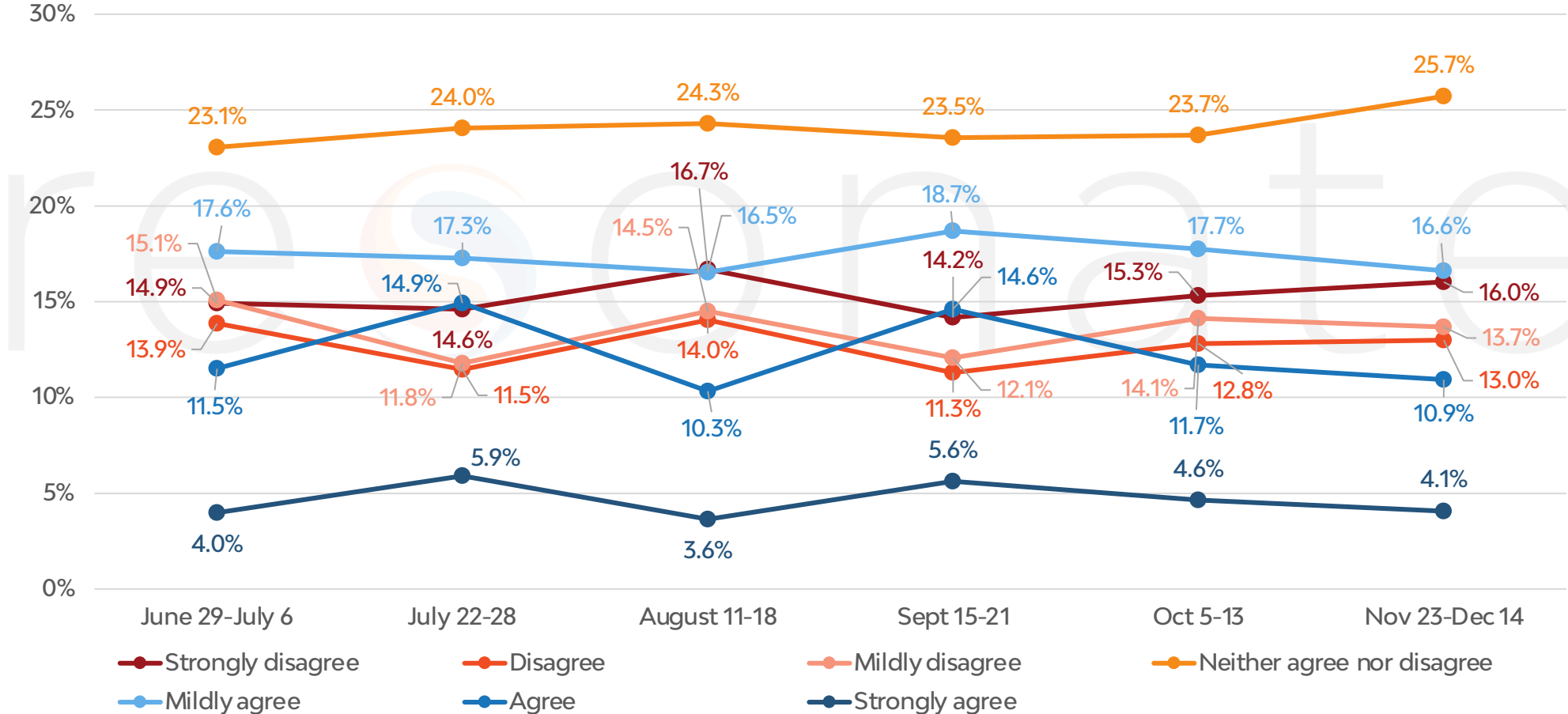
# SOCIAL JUSTICE

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?



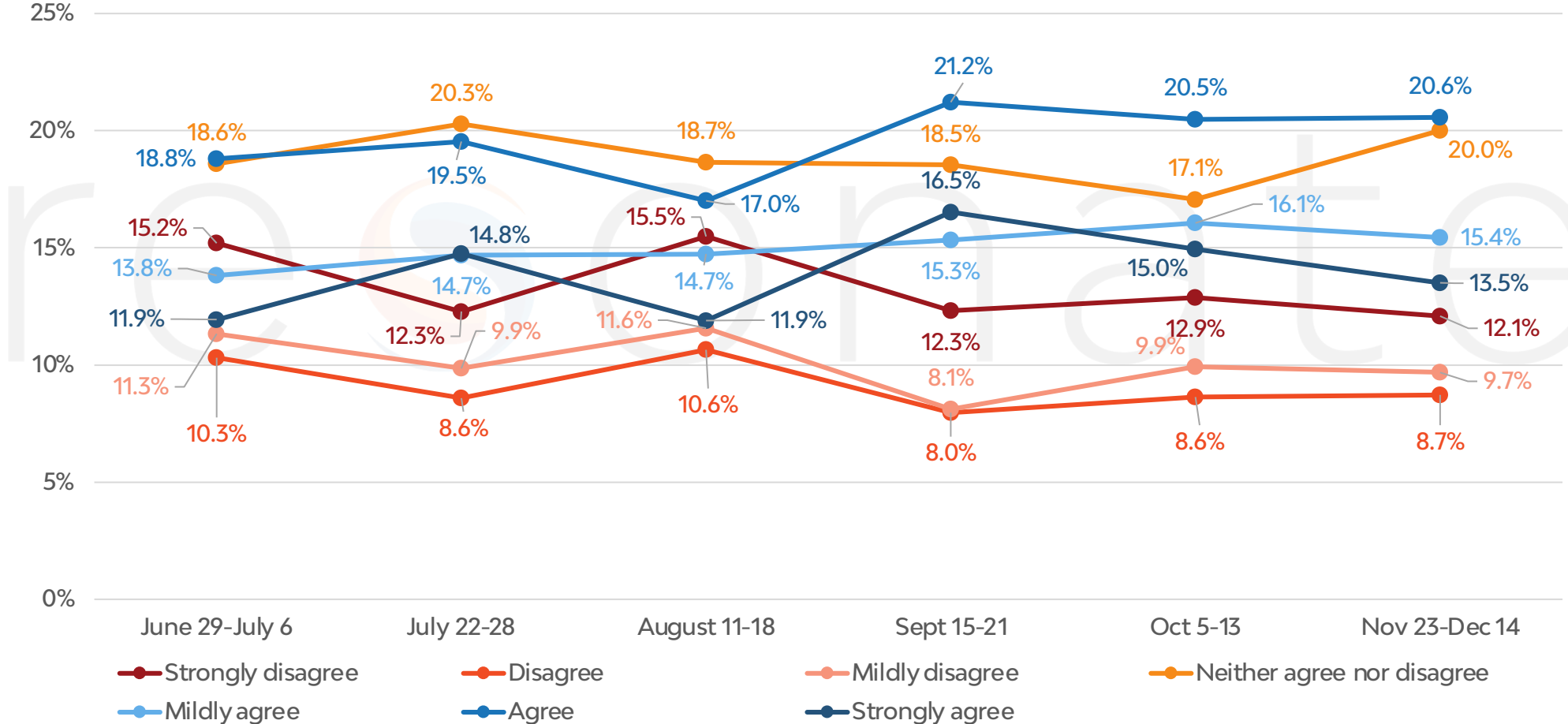
# SOCIAL JUSTICE

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?



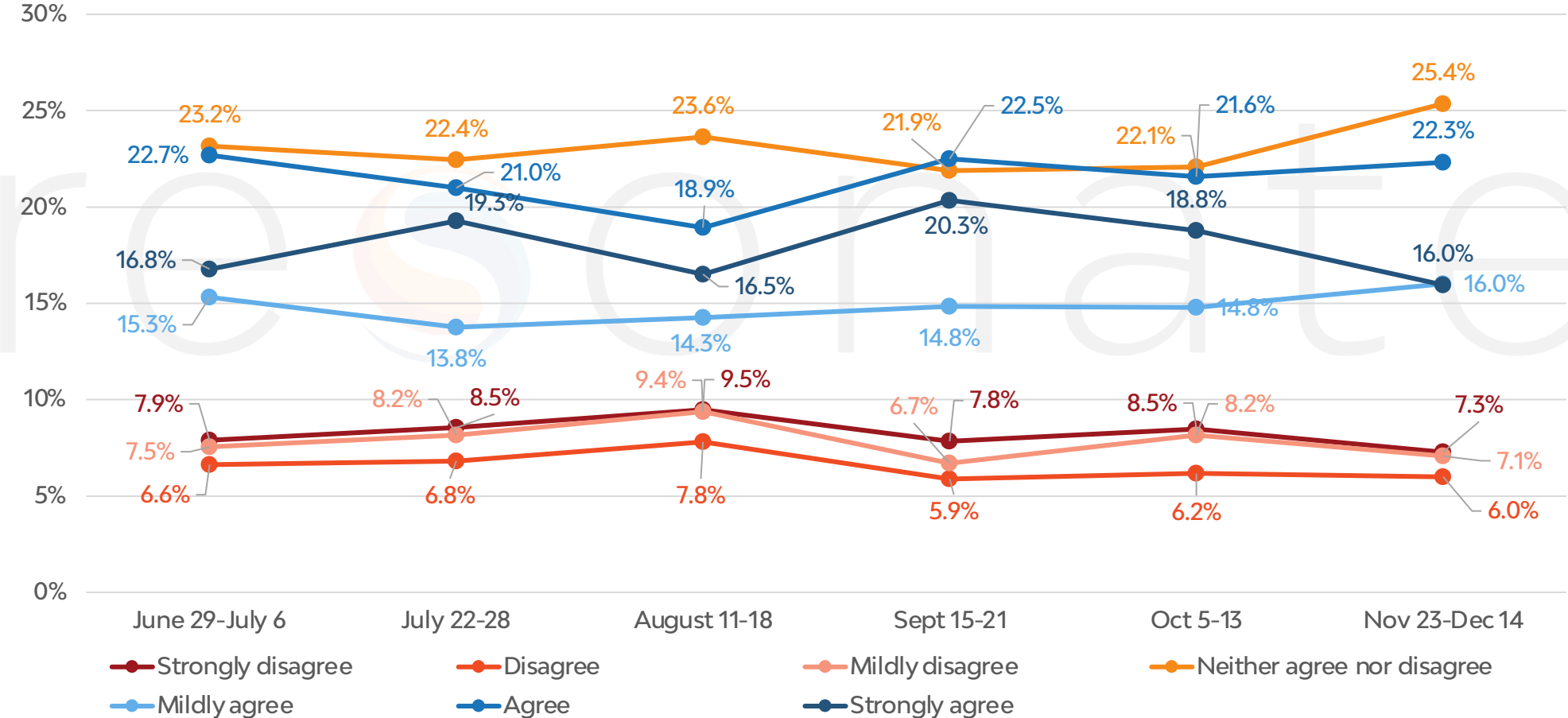
# SOCIAL JUSTICE

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?



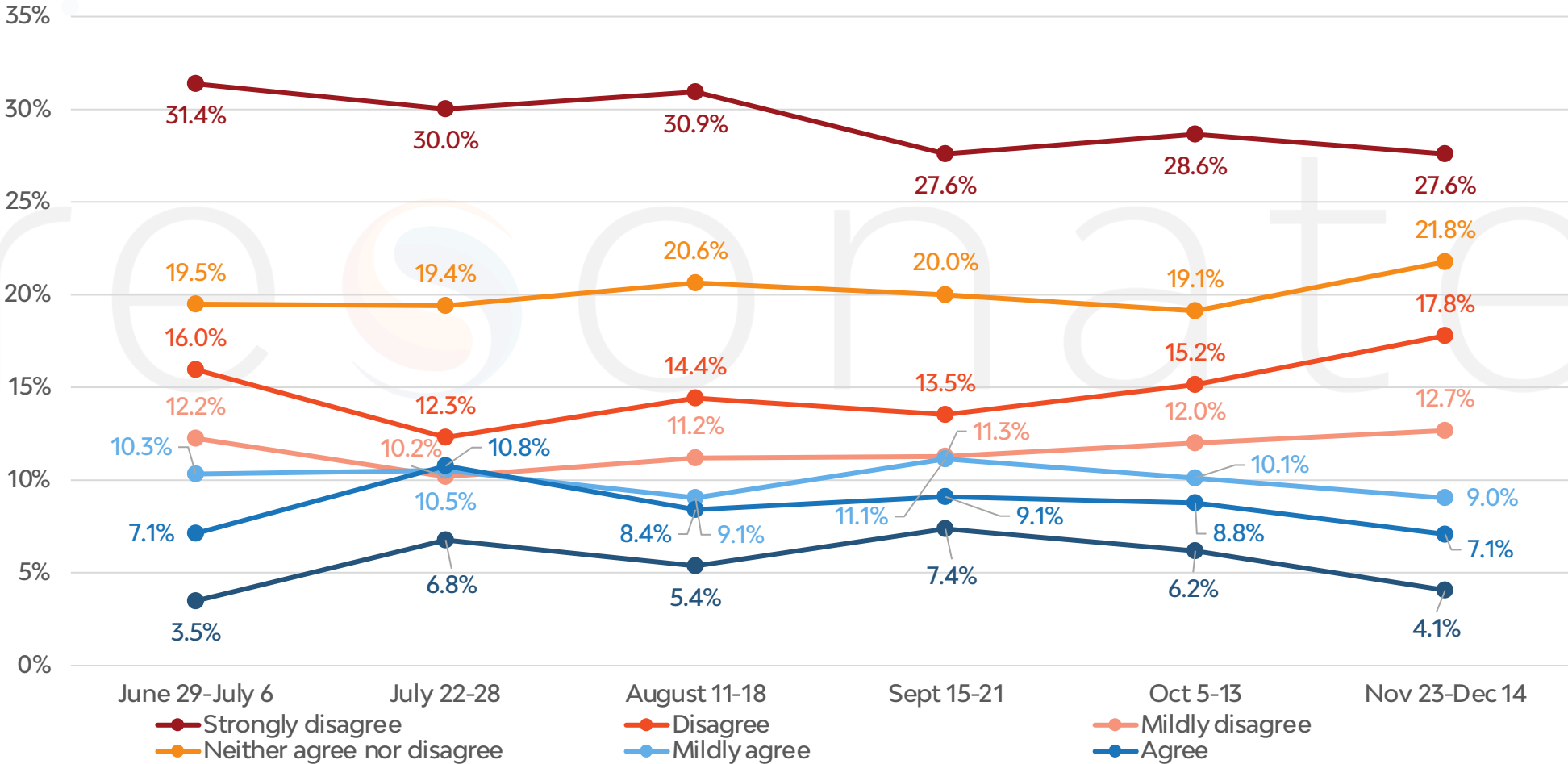
# SOCIAL JUSTICE

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?



# SOCIAL JUSTICE

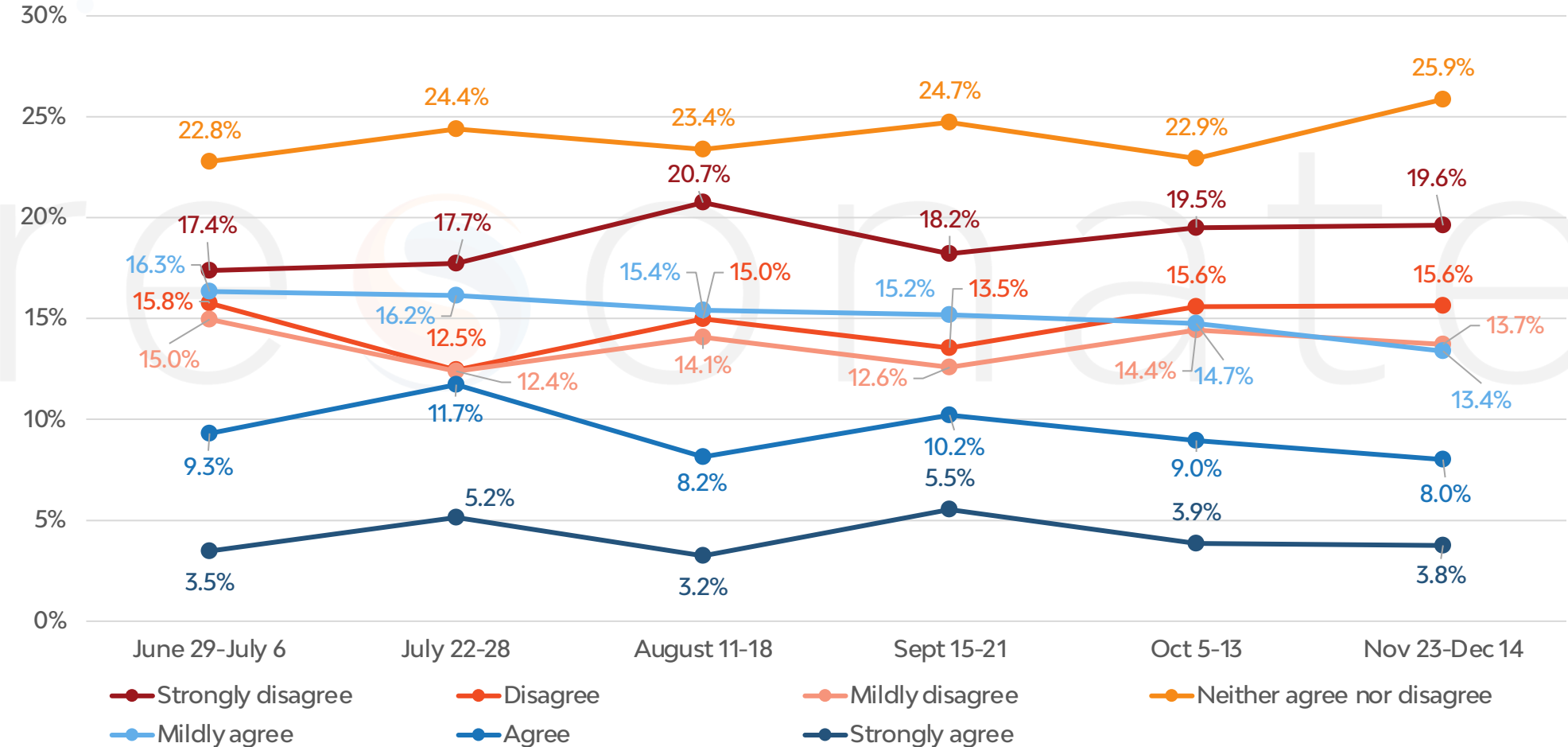
Thinking about the recent civic unrest associated with Black Lives Matter in this country, how strongly do you agree or disagree that the Federal Government is effective in addressing the civil unrest?





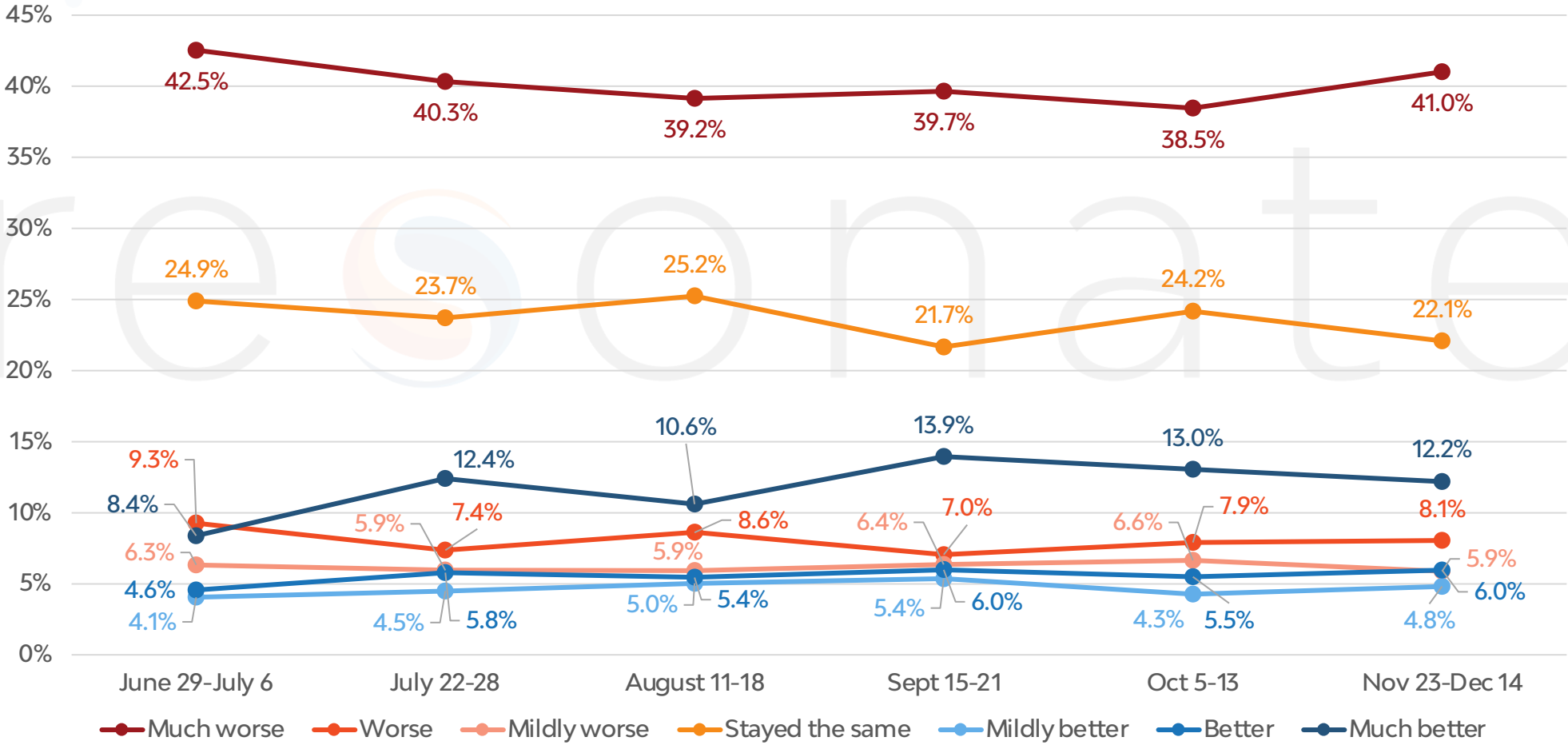
# SOCIAL JUSTICE

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?



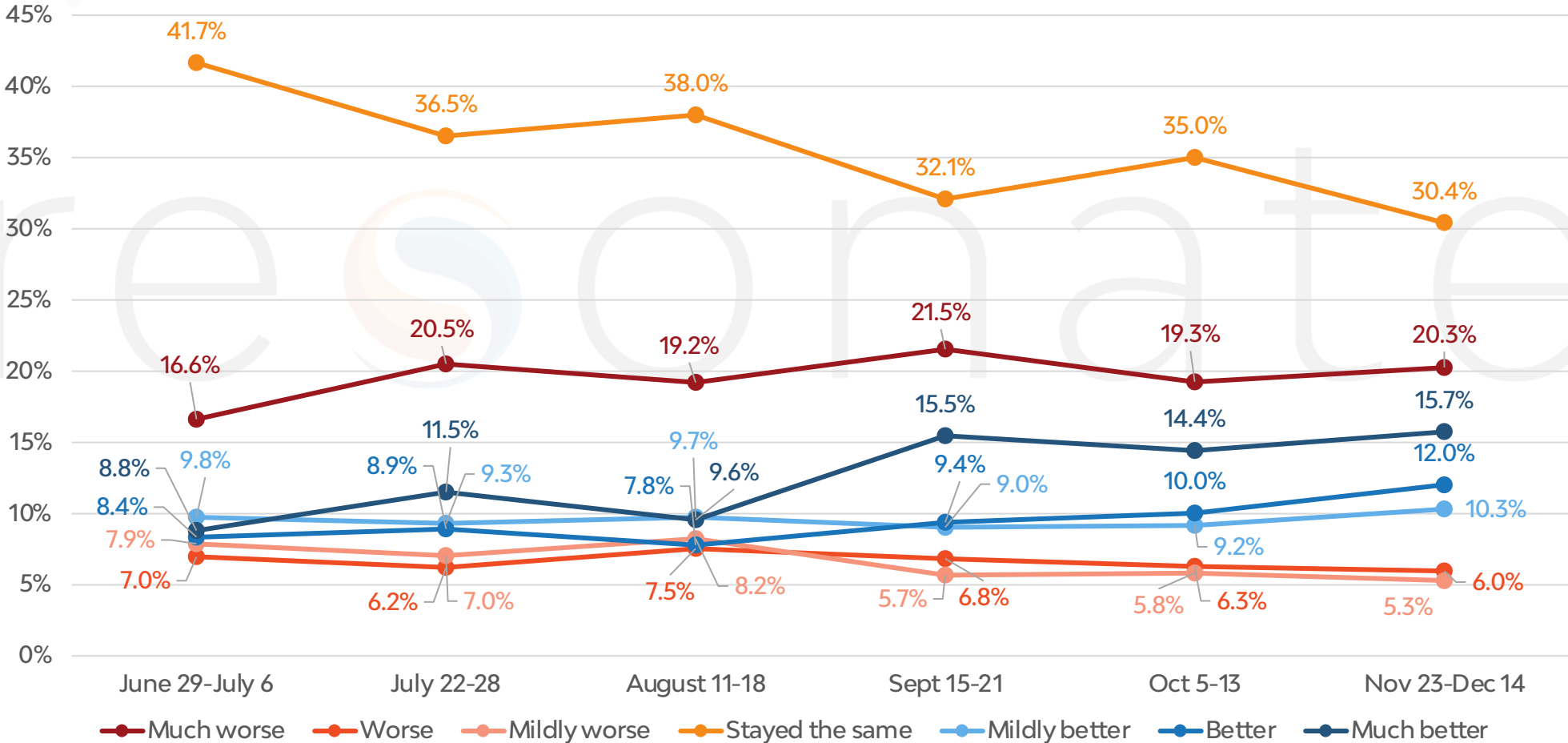
# SOCIAL JUSTICE

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?



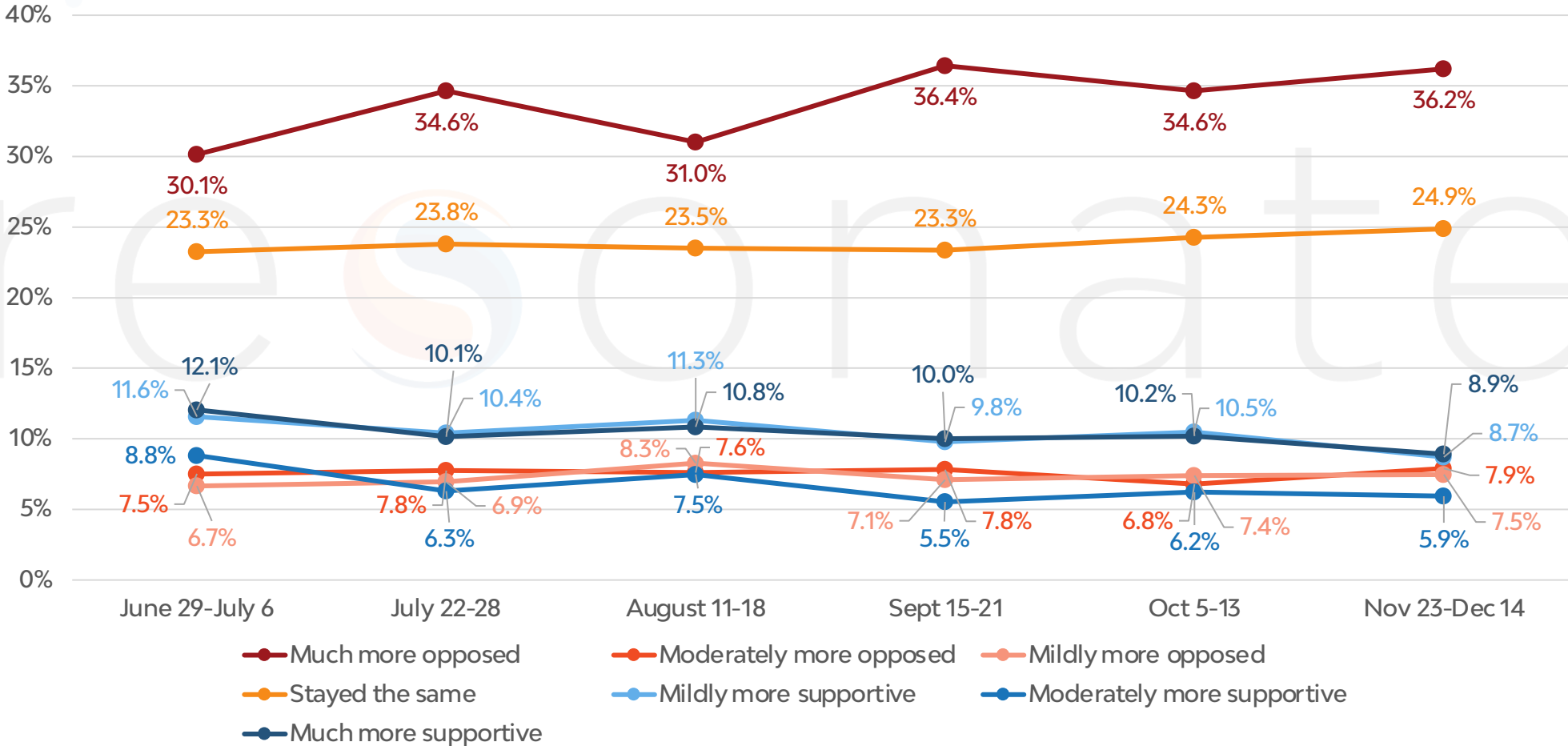
# SOCIAL JUSTICE

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?



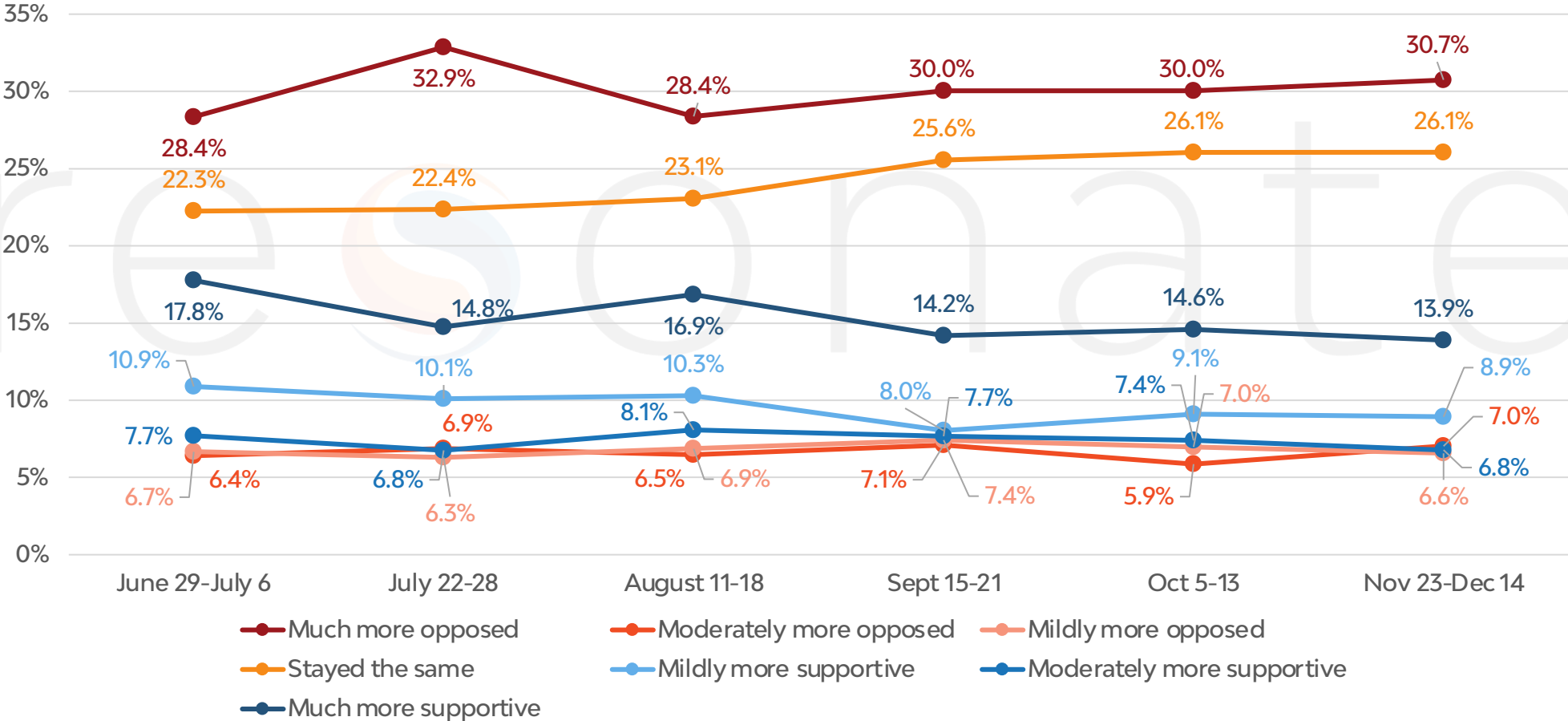
# SOCIAL JUSTICE

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



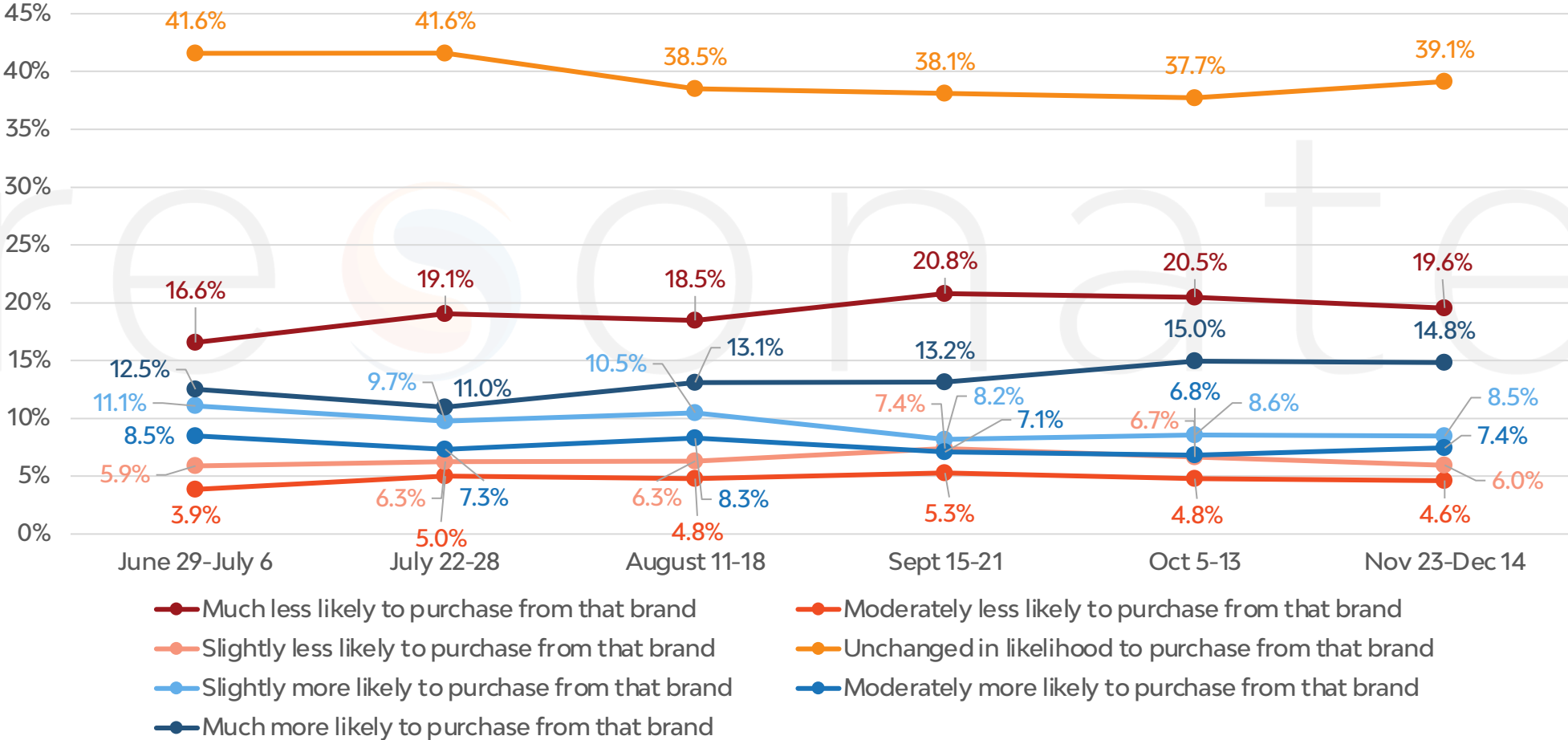
# SOCIAL JUSTICE

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?





# 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.