

# EMBRACE THE NEW CONSUMER NORM

## FRESH CONSUMER INSIGHTS TO GUIDE DATA-DRIVEN MARKETING STRATEGY

Resonate COVID-19 and Emerging Trends Report, Wave 11, January 2021



# INTRODUCTION

**The number of consumers who say a vaccine would be necessary for them to return to in-person shopping is up 9 percentage points .**

We're now entering the new normal of consumer consumption. With 10 months of not wearing jeans under their belt (pun intended), consumers are now setting forth new expectations for brands, agencies, and retailers.

From December 2020 to January 2021 alone, the number of consumers who expect curbside pickup on their orders is up 5 percentage points. Those who demand same-day delivery is up 3 percentage points over the same time period. E-commerce is simply commerce as we enter 2021.

As a marketer, how do you adapt? And what do you do if you're a brick-and-mortar retailer? Or a brand pivoting to offerings for the long-haul work-from-home life? And when and where do you lean in on activism?

With Resonate's proprietary consumer data & analytics, you can actively track the evolving 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.

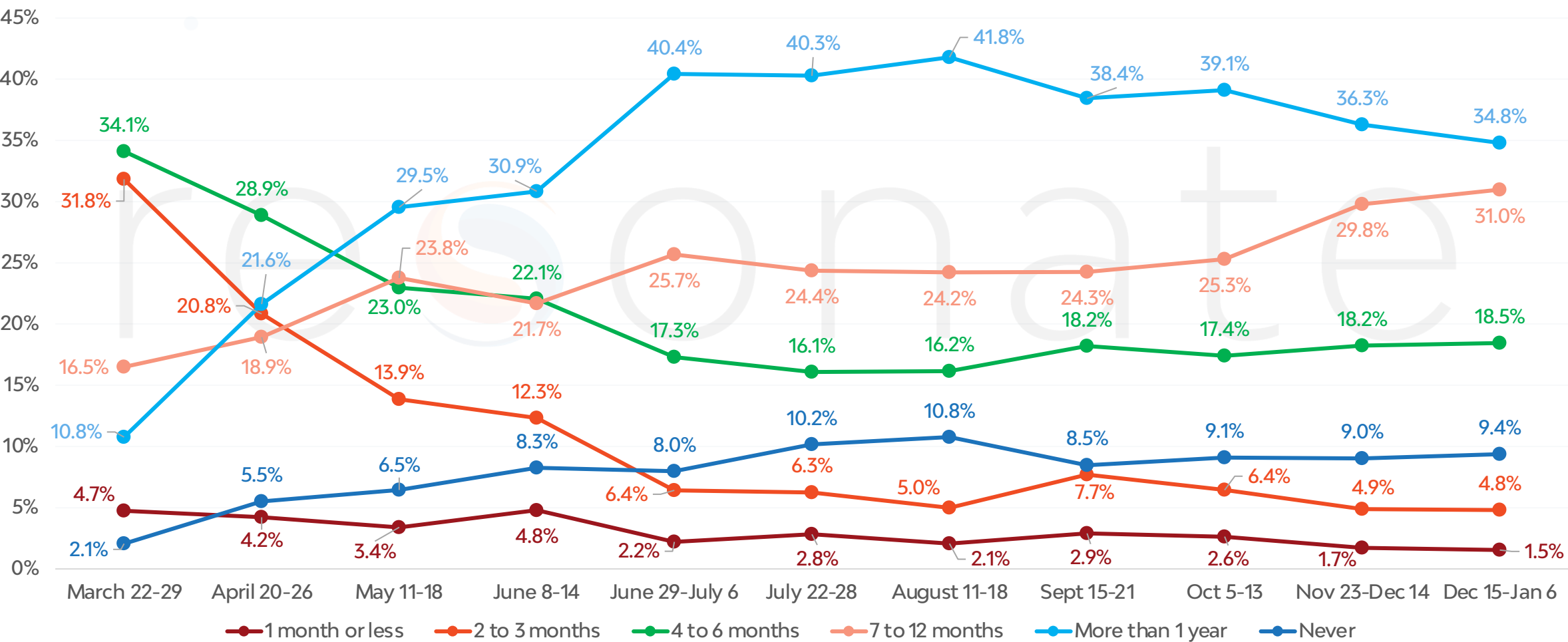
That's why Resonate coronavirus and current events data is released continuously, with new reports, like this one, coming out every few weeks. **This latest Recent Events Connected Flash Study was fielded between December 15, 2020 to January 6, 2021 and scaled to 200 million U.S. consumers.**



See it in Action

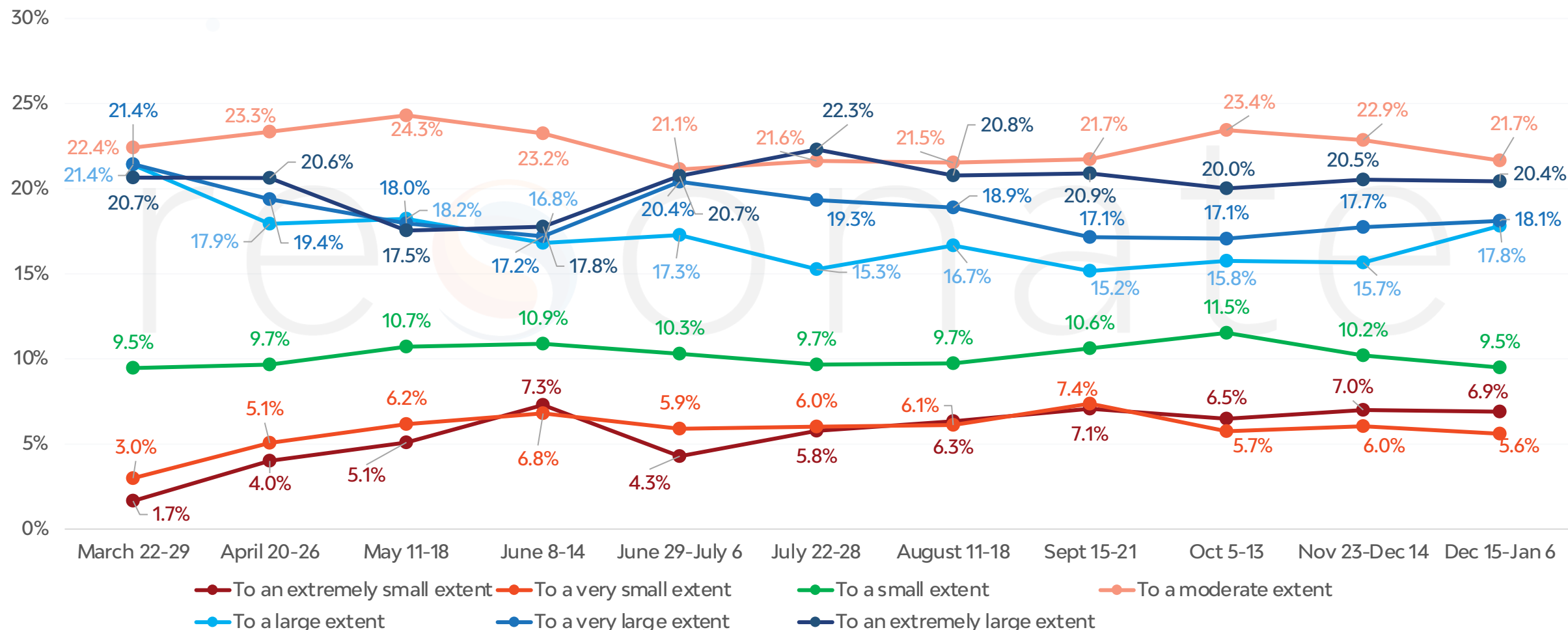
# GENERAL

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



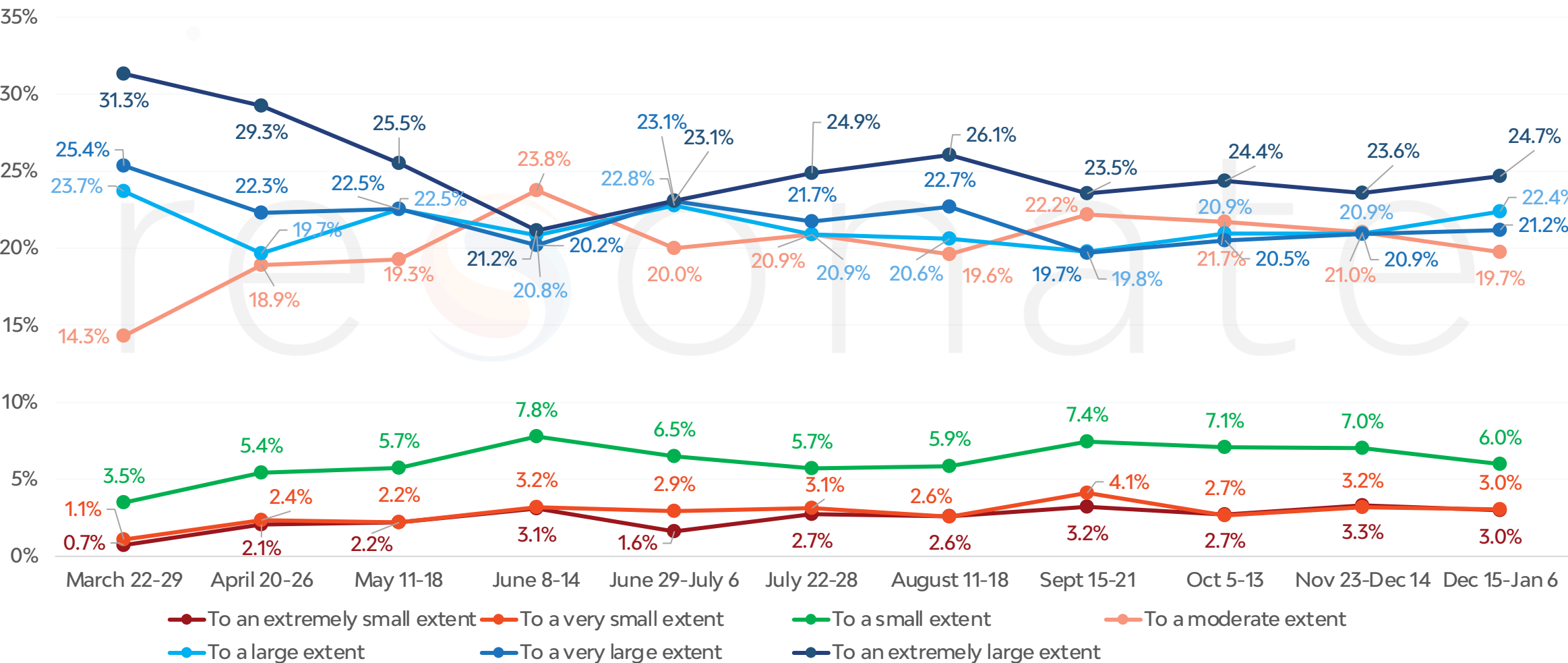
# GENERAL

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



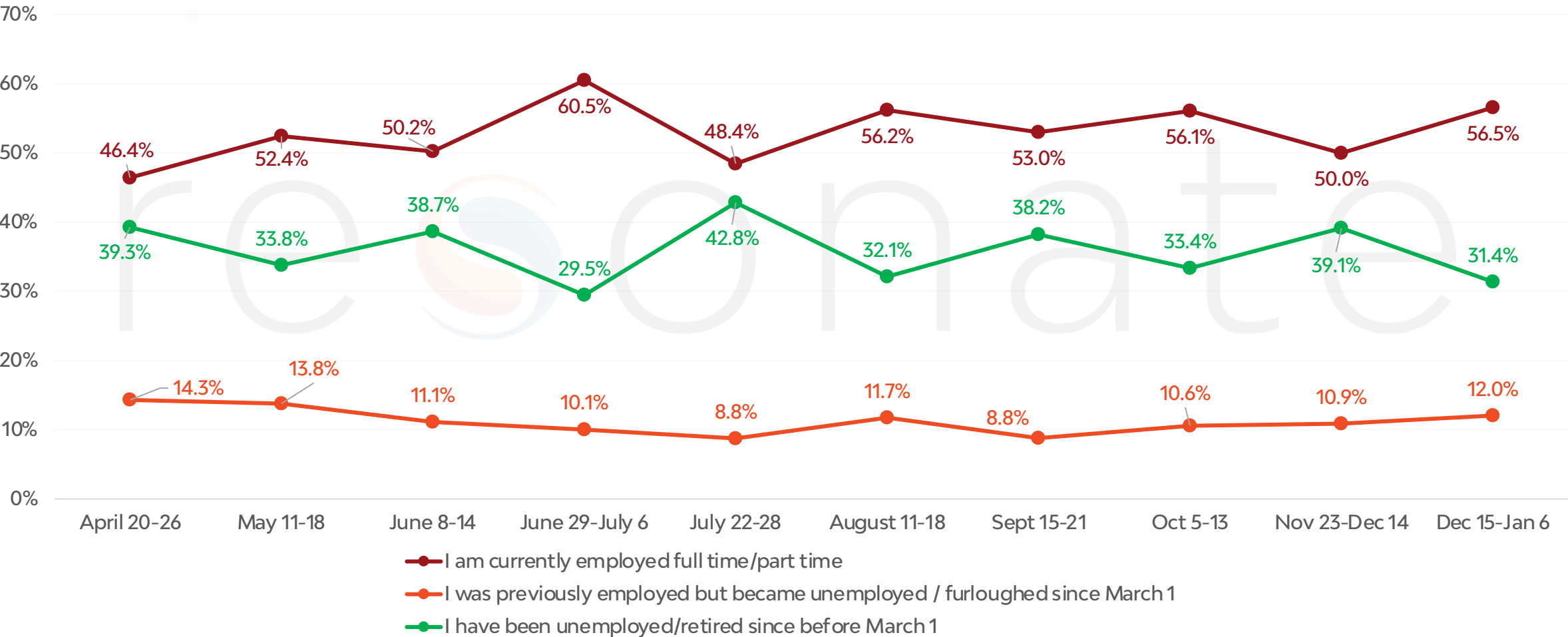
# GENERAL

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



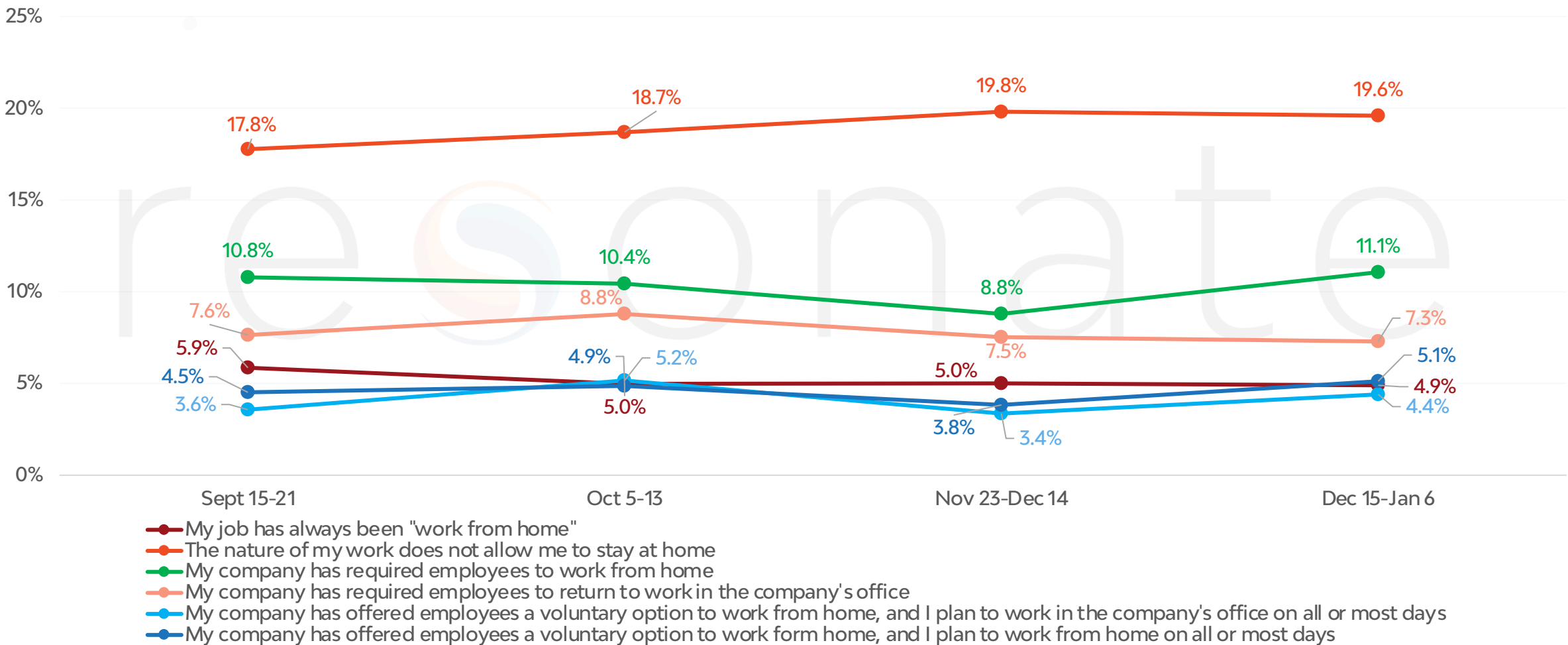
# GENERAL

Which of the following best describes your **work situation**?



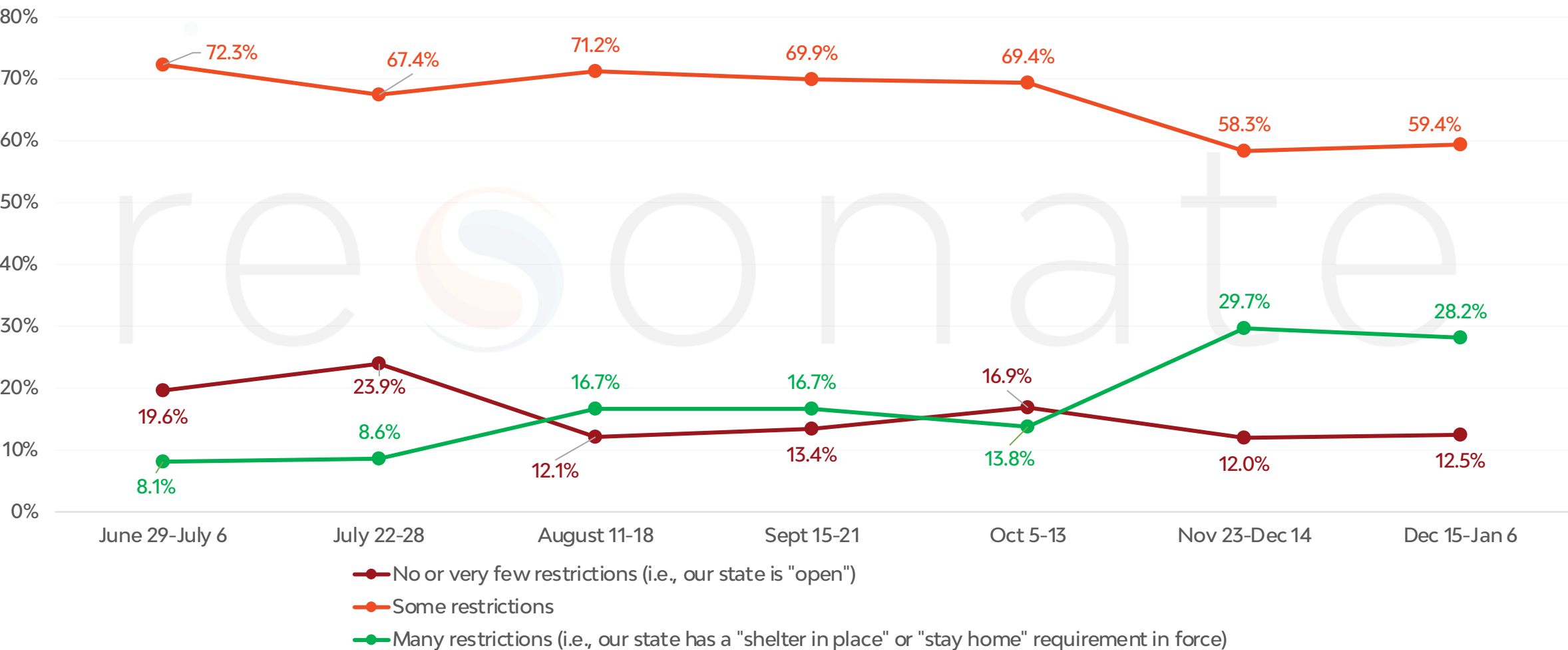
# GENERAL

Which of the following best describes your **workplace situation**?



# GENERAL

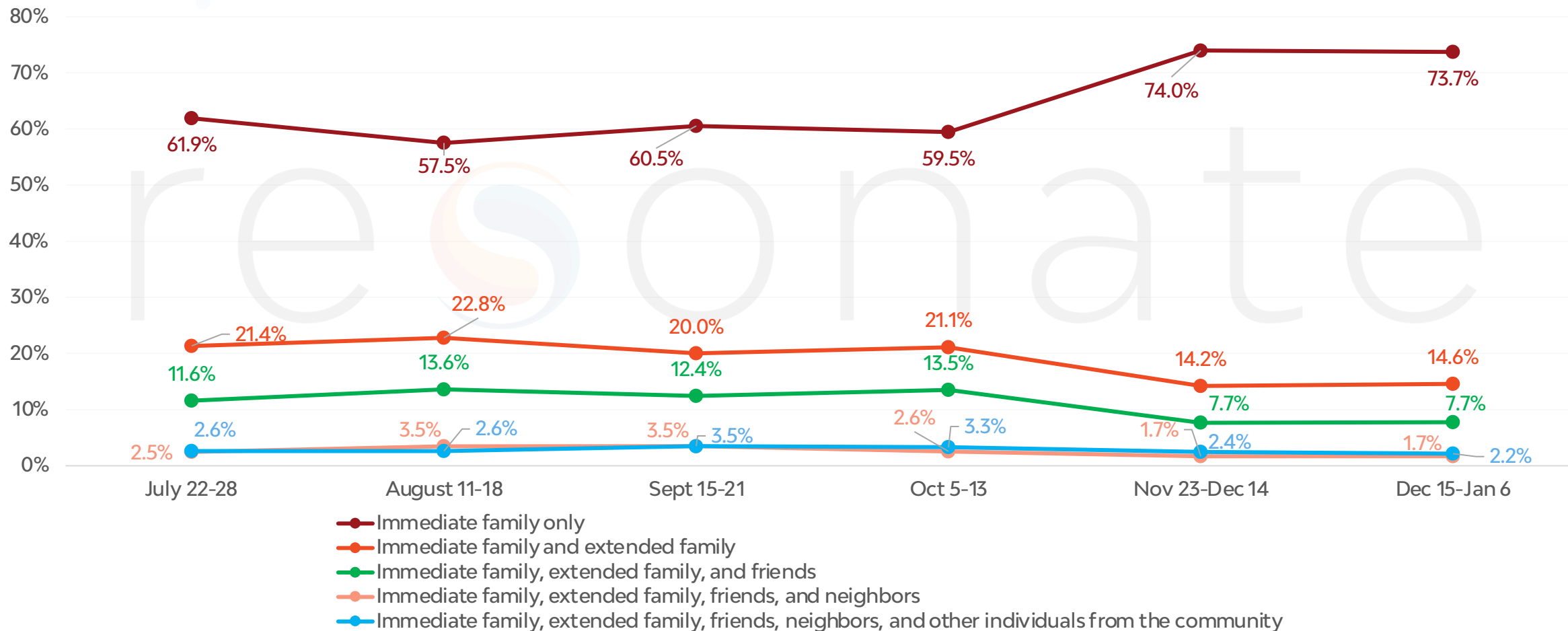
Which of the following statements best describes the current status of **coronavirus restrictions in your state**?





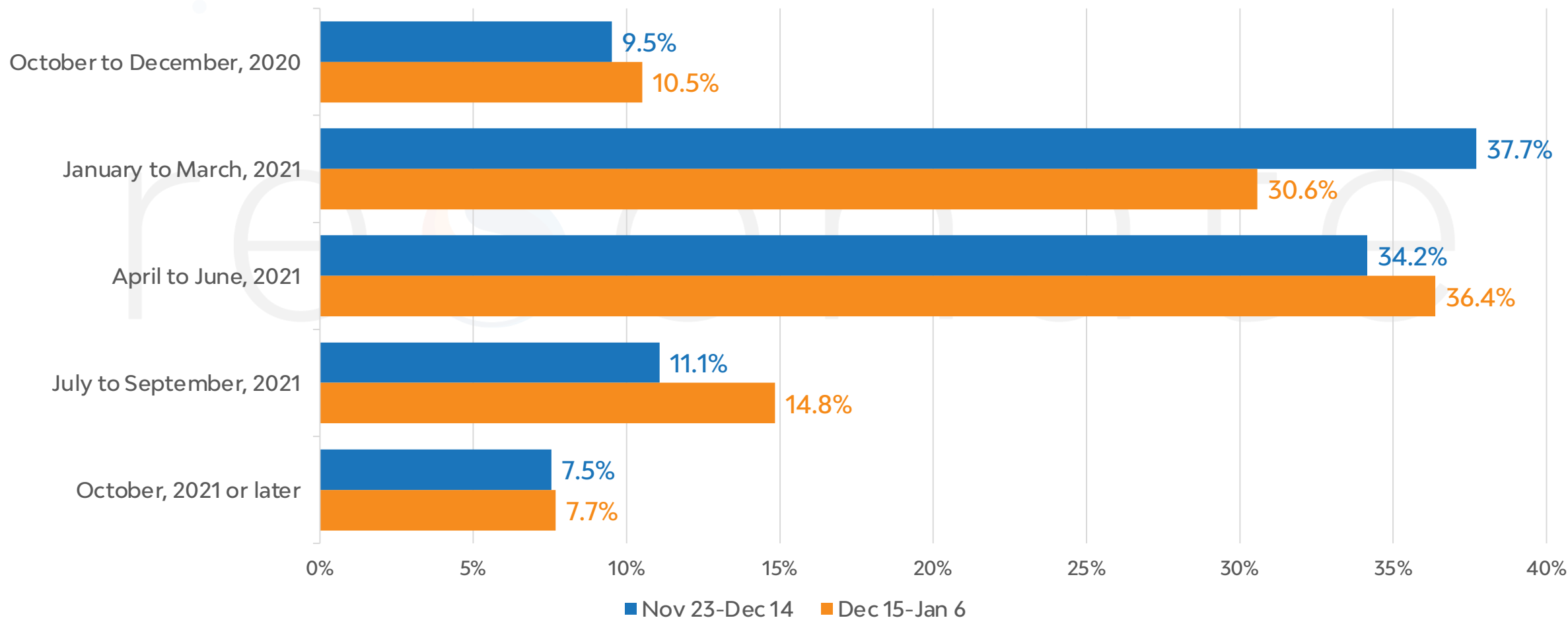
# GENERAL

Which of the following statements most closely describes the people with whom you anticipated **celebrating the upcoming holidays** during the remainder of 2020 (e.g., Christmas/Hanukkah/Kwanzaa/New Year's)?



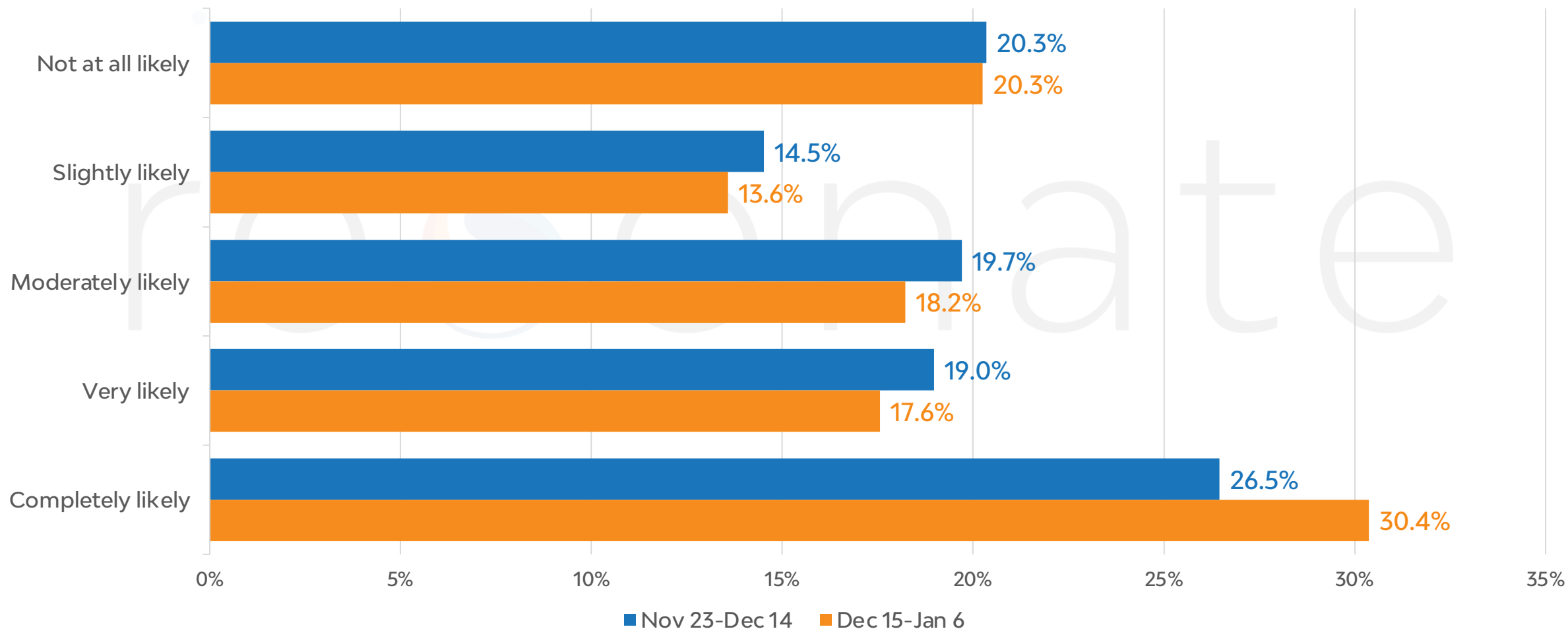
# VACCINE

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



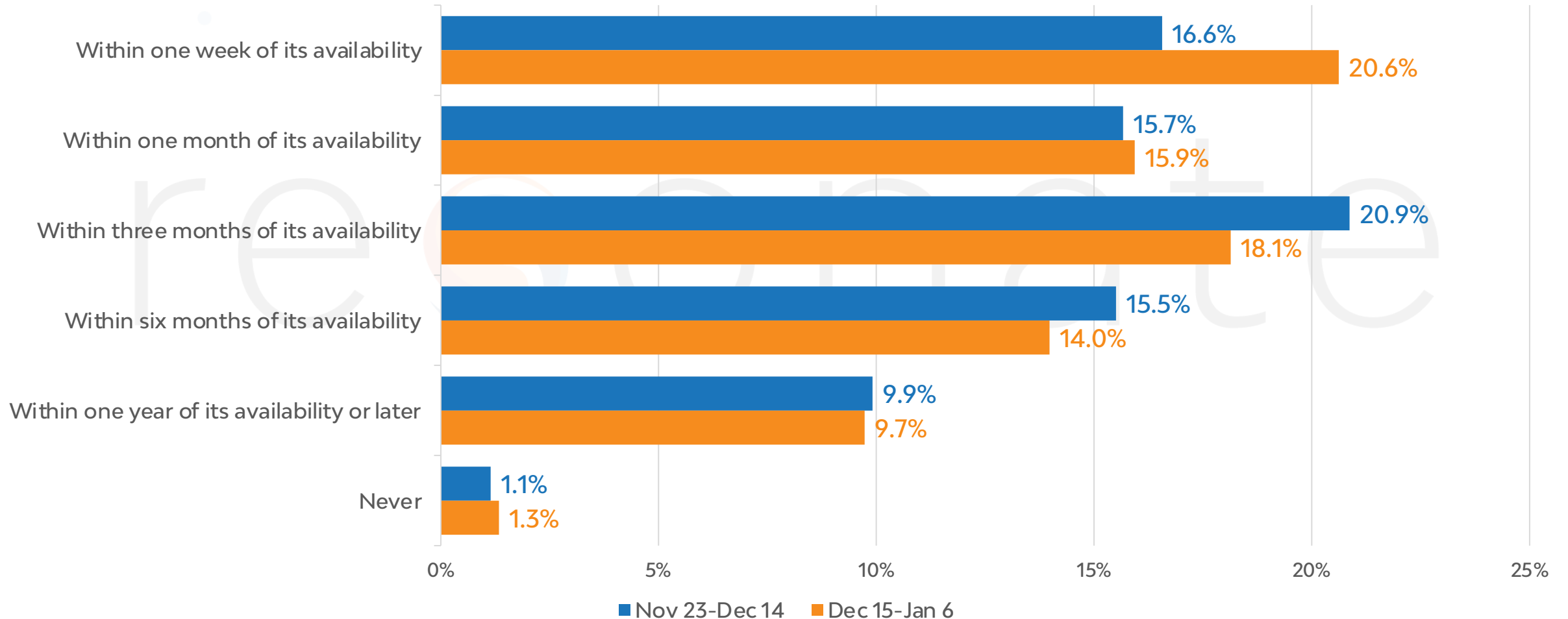
# VACCINE

How likely are you to **take a coronavirus vaccine** after it becomes available?



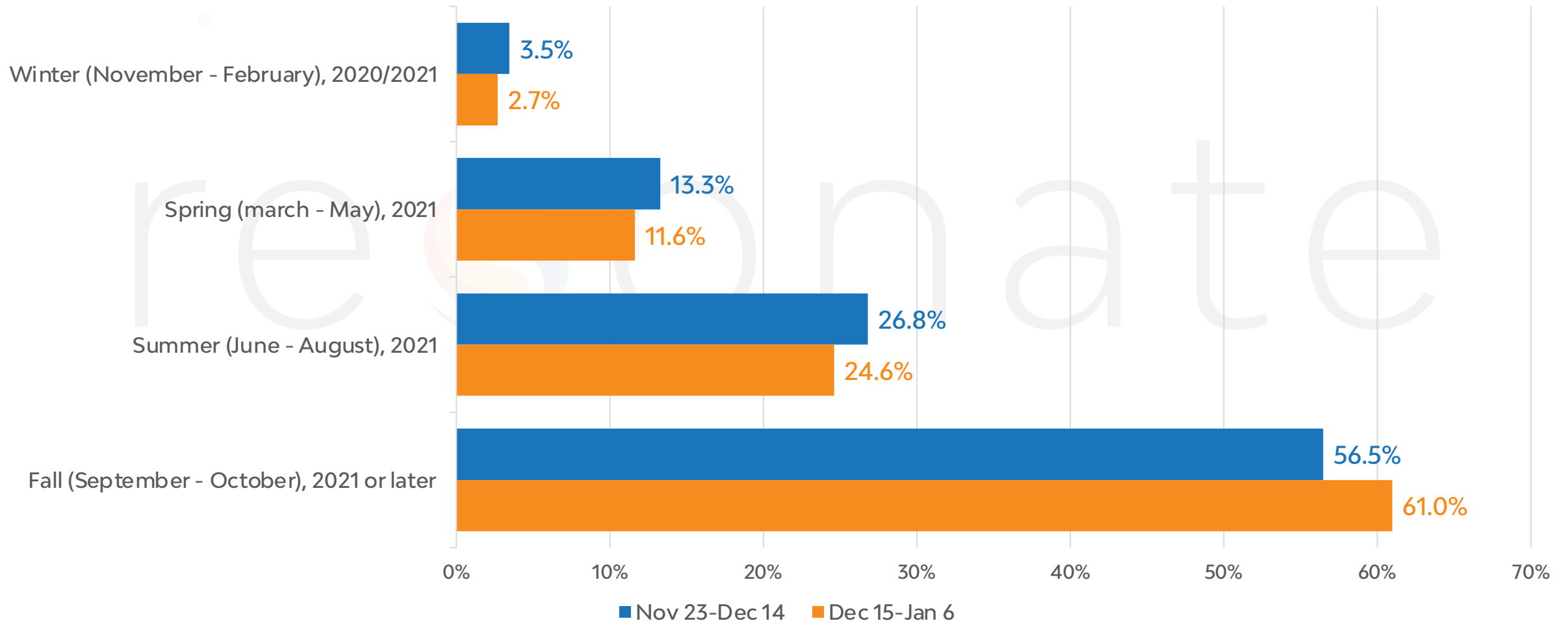
# VACCINE

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



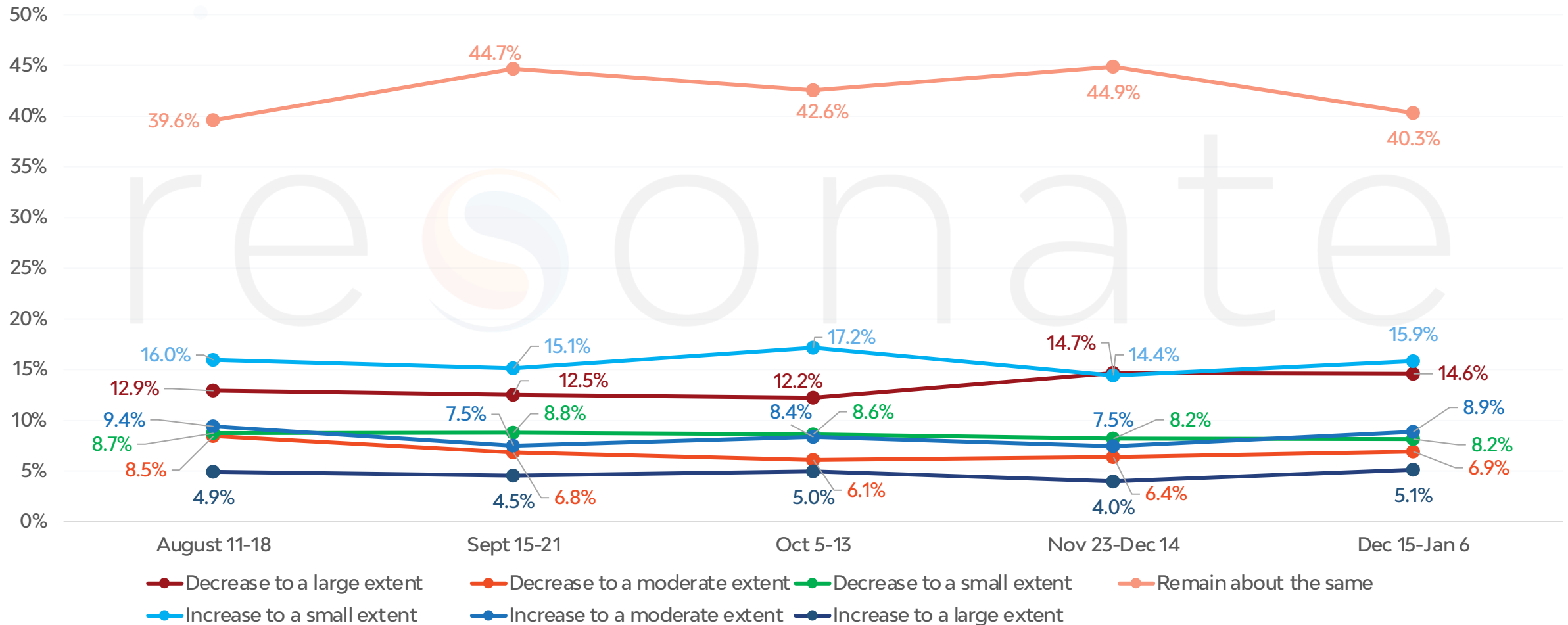
# FINANCIAL

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



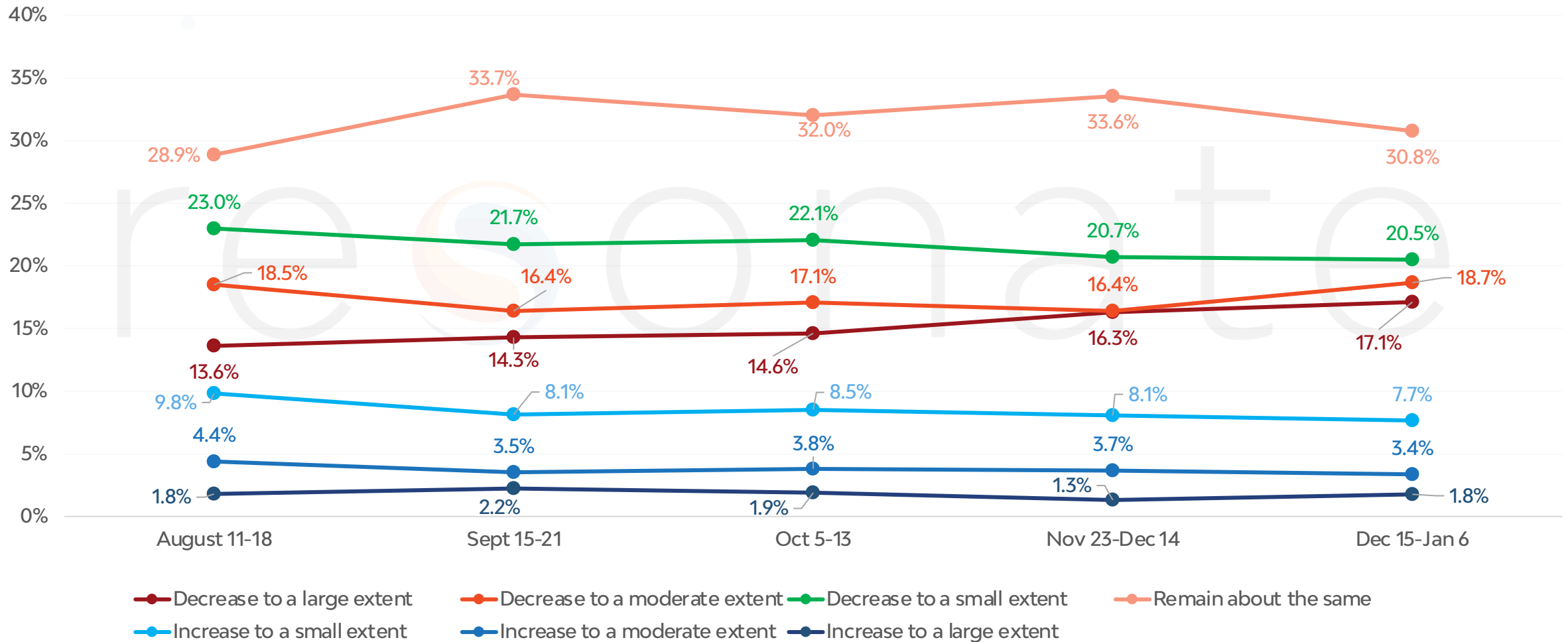
# FINANCIAL

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



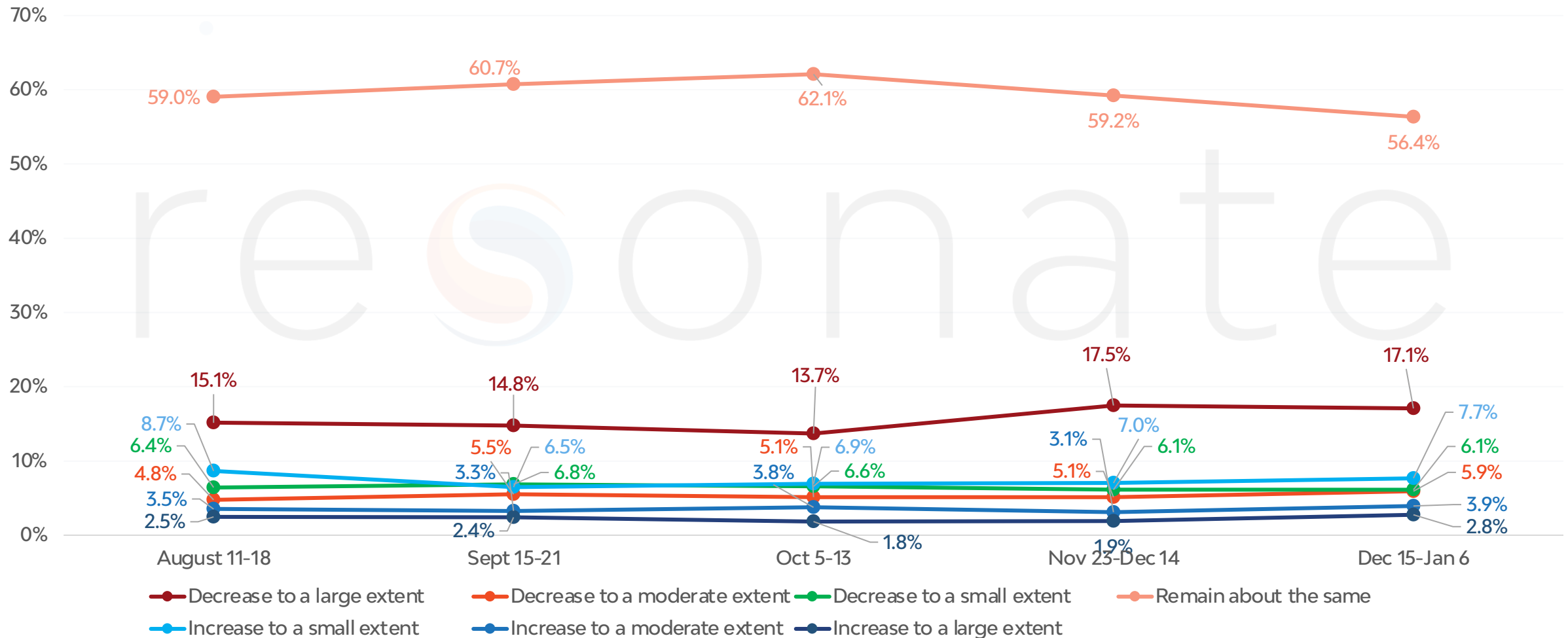
# FINANCIAL

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



# FINANCIAL

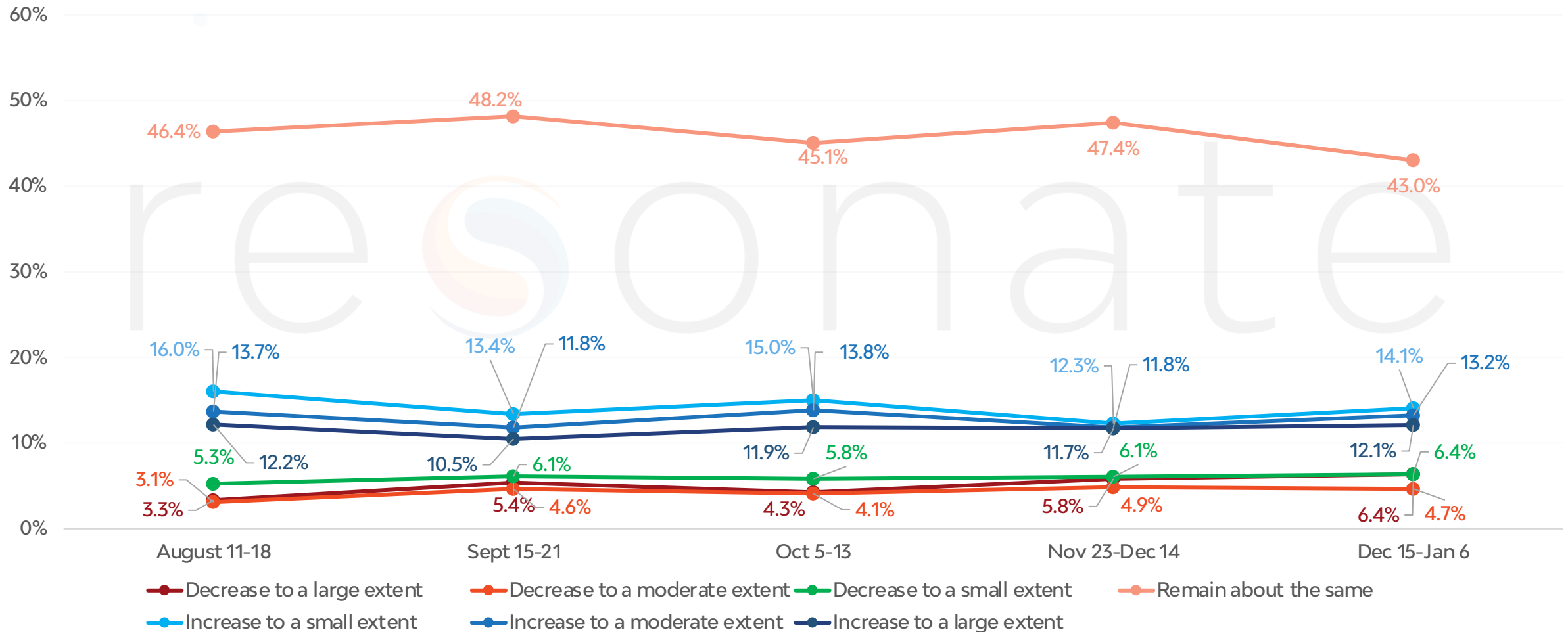
As a result of the coronavirus situation, how have you changed your financial habit of **investing for retirement**?





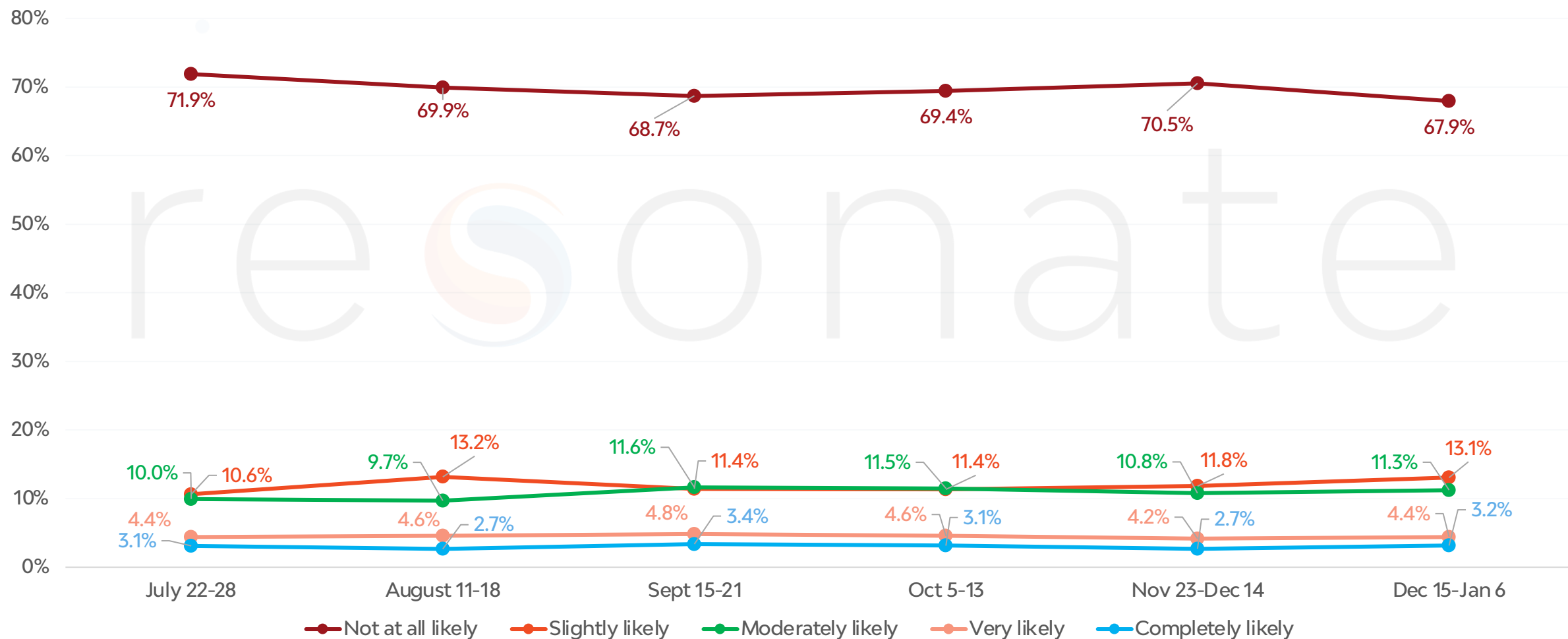
# FINANCIAL

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



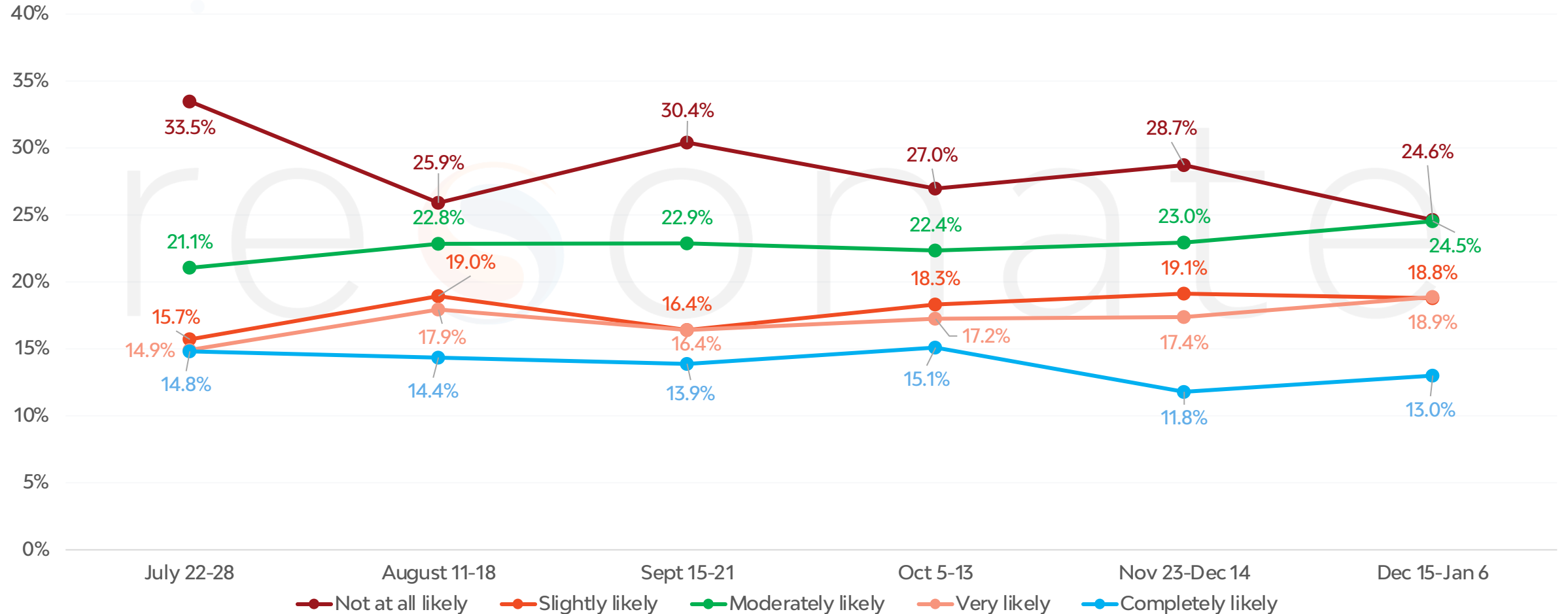
# FINANCIAL

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



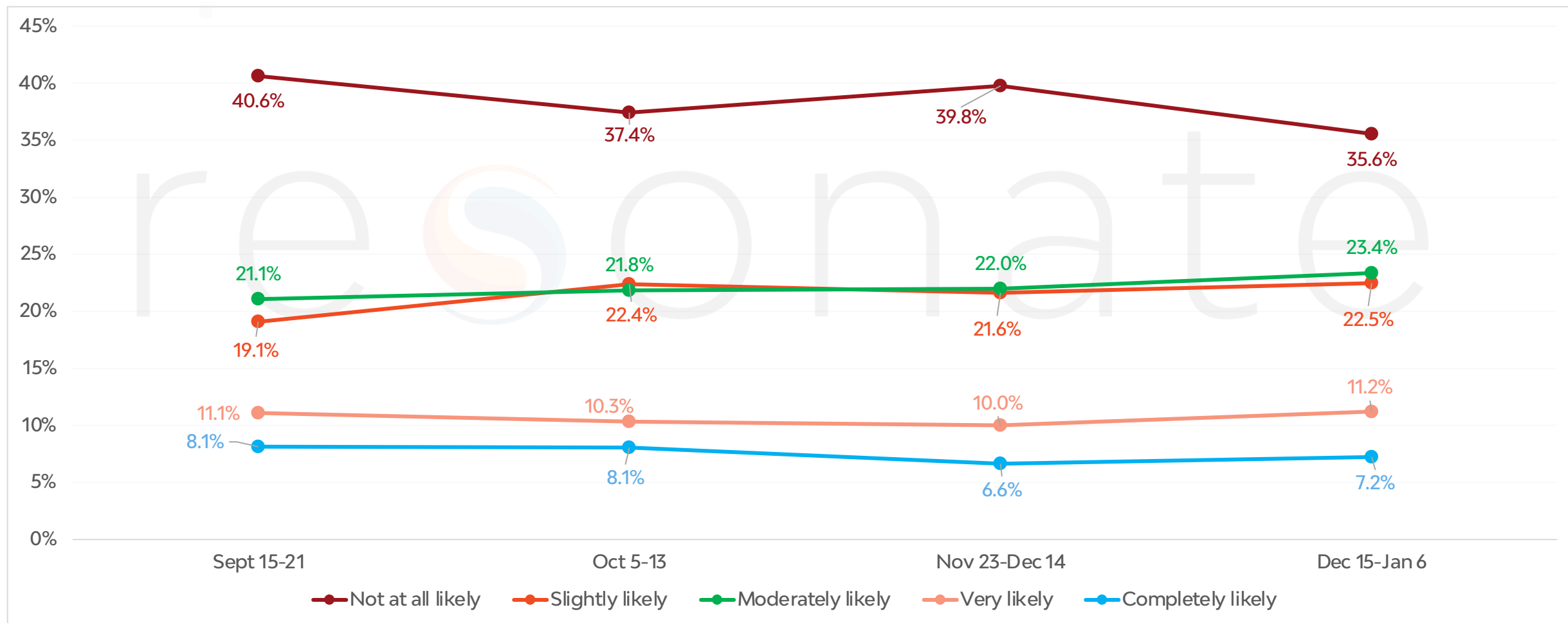
# FINANCIAL

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?



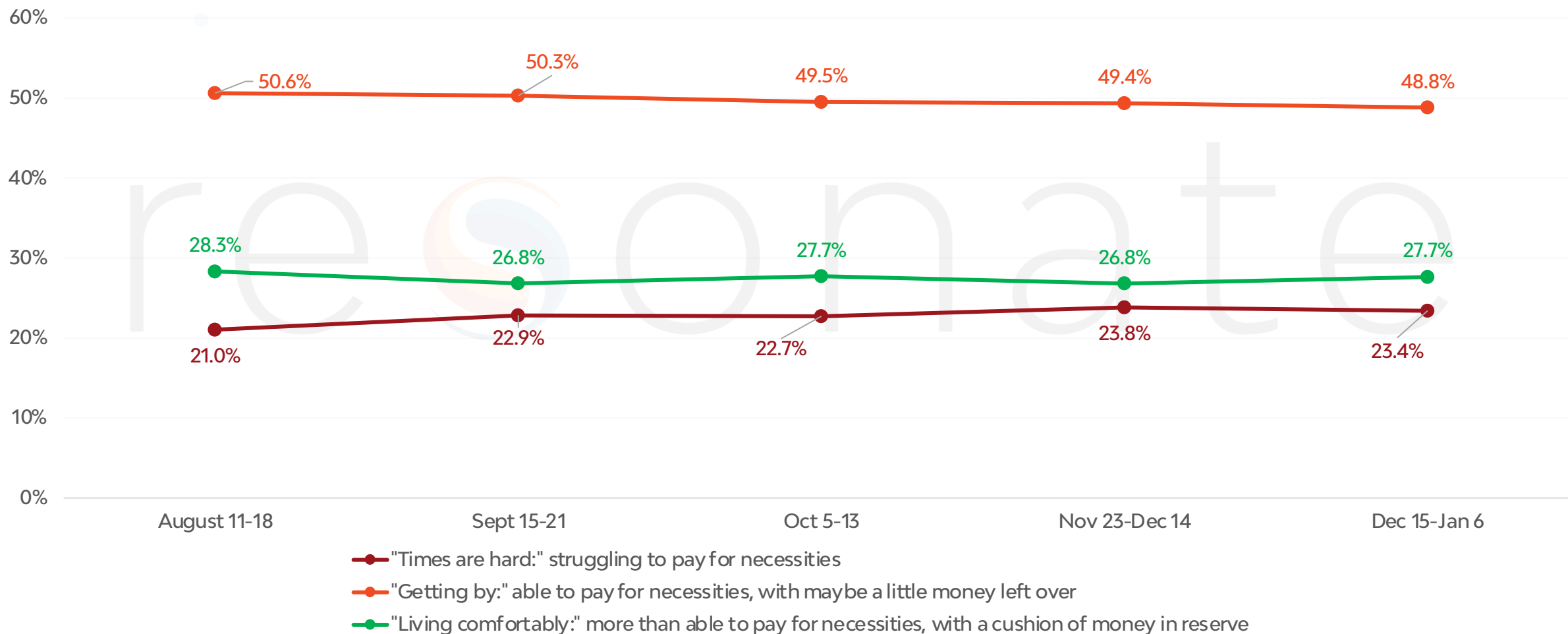
# FINANCIAL

How likely were you to **use contactless payments** (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases **before the onset of the coronavirus situation**?



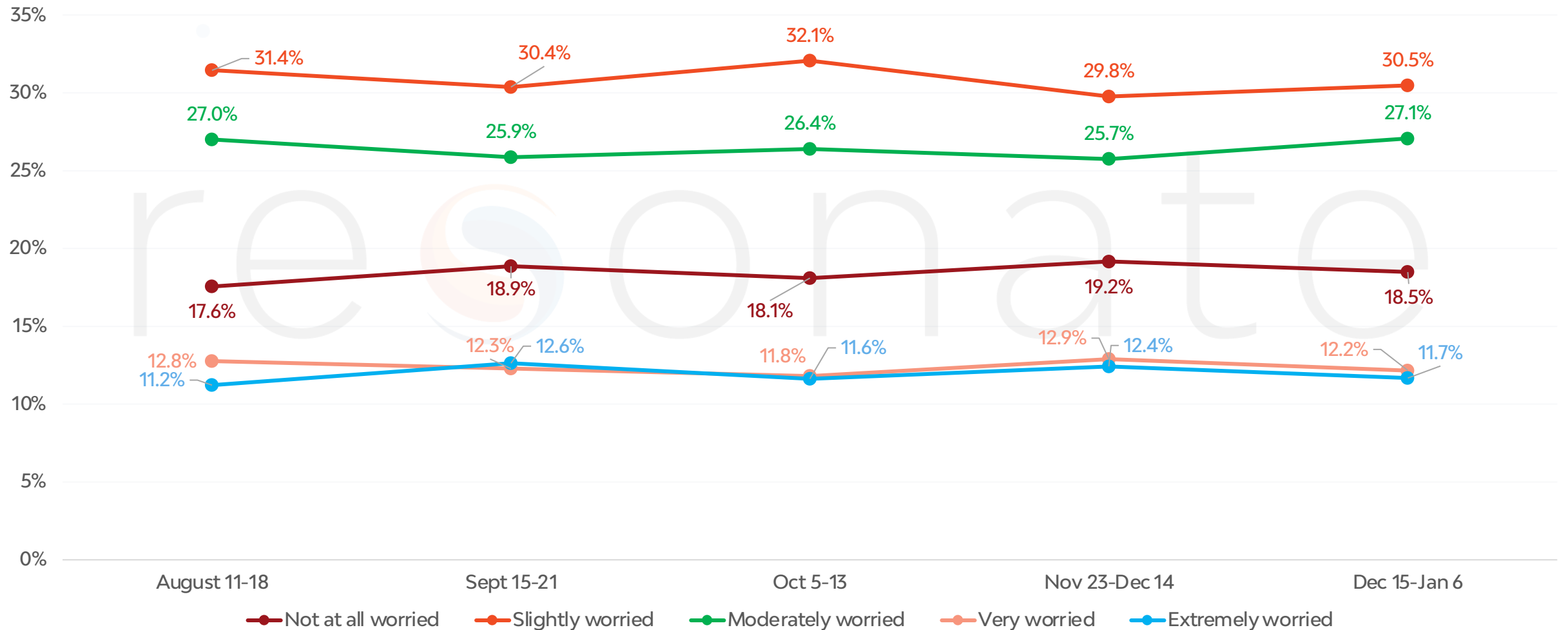
# FINANCIAL

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



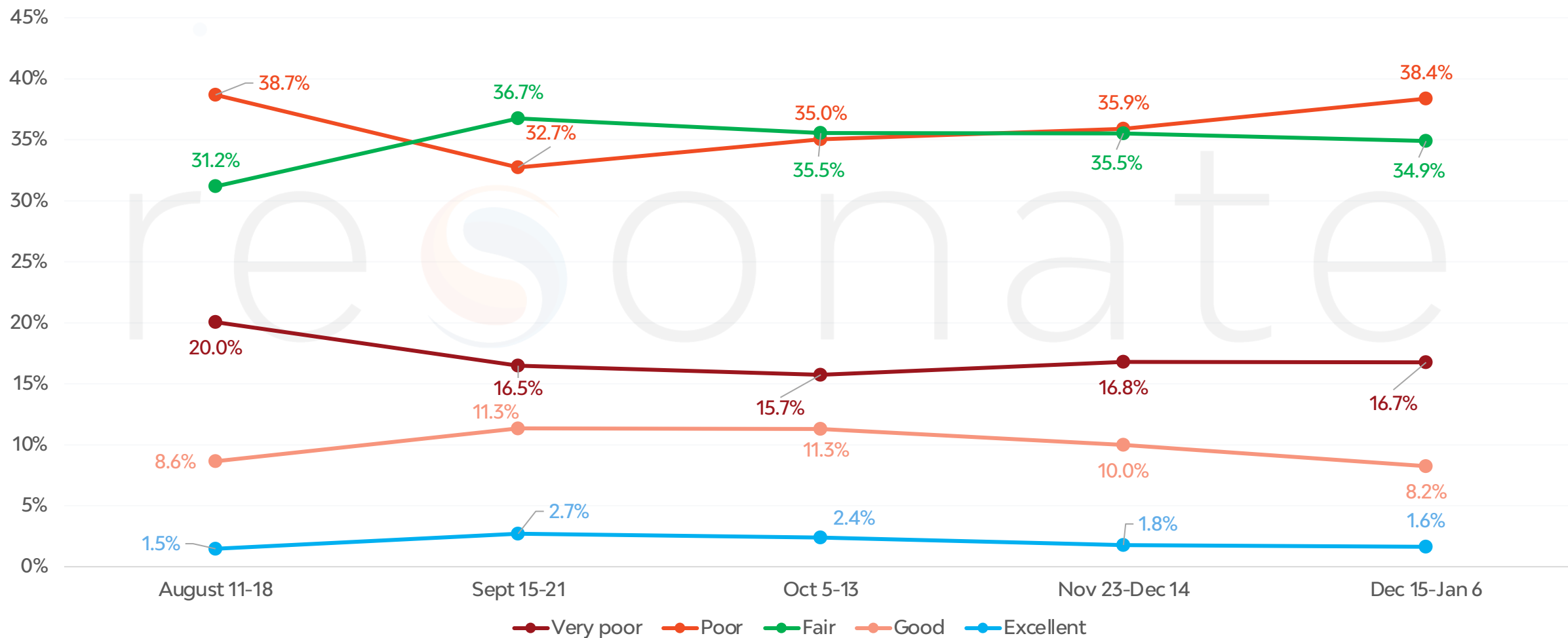
# FINANCIAL

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



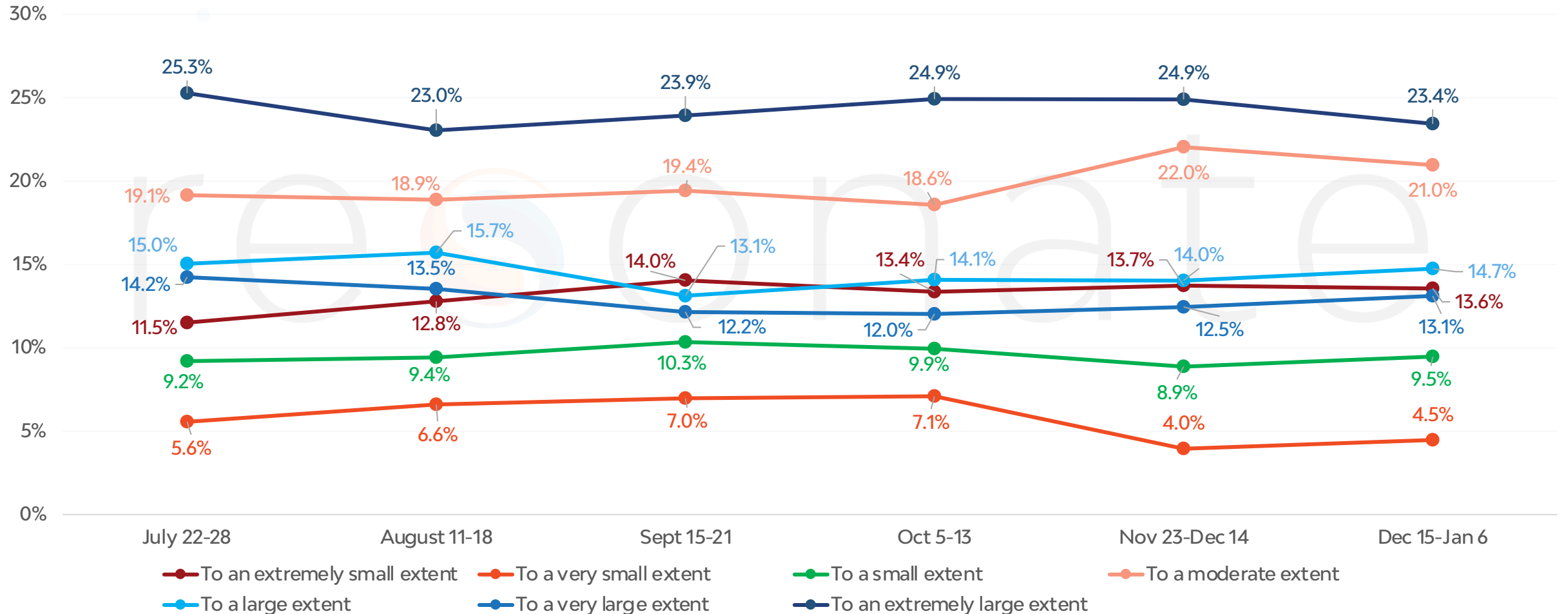
# FINANCIAL

What is the **current** quality of the United States economy?



# MEDIA

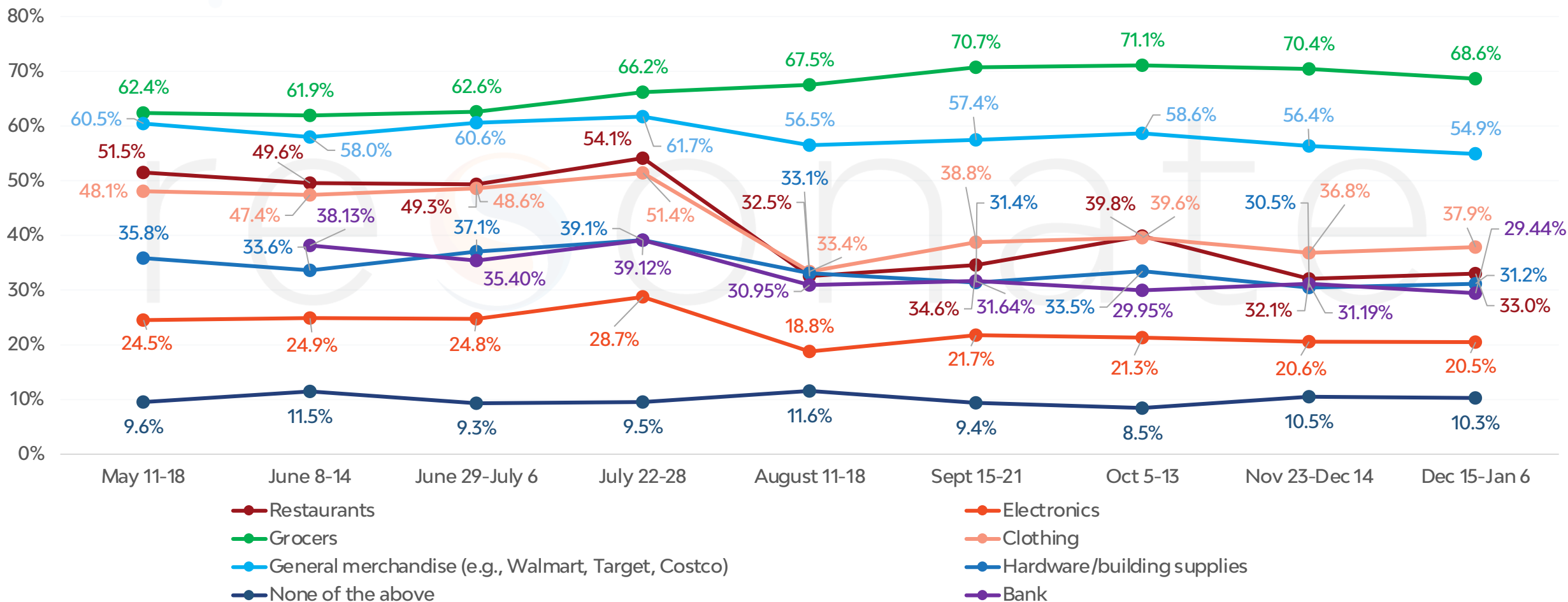
To what extent does **Facebook** have a responsibility to identify and **suppress false news and information** from its services?





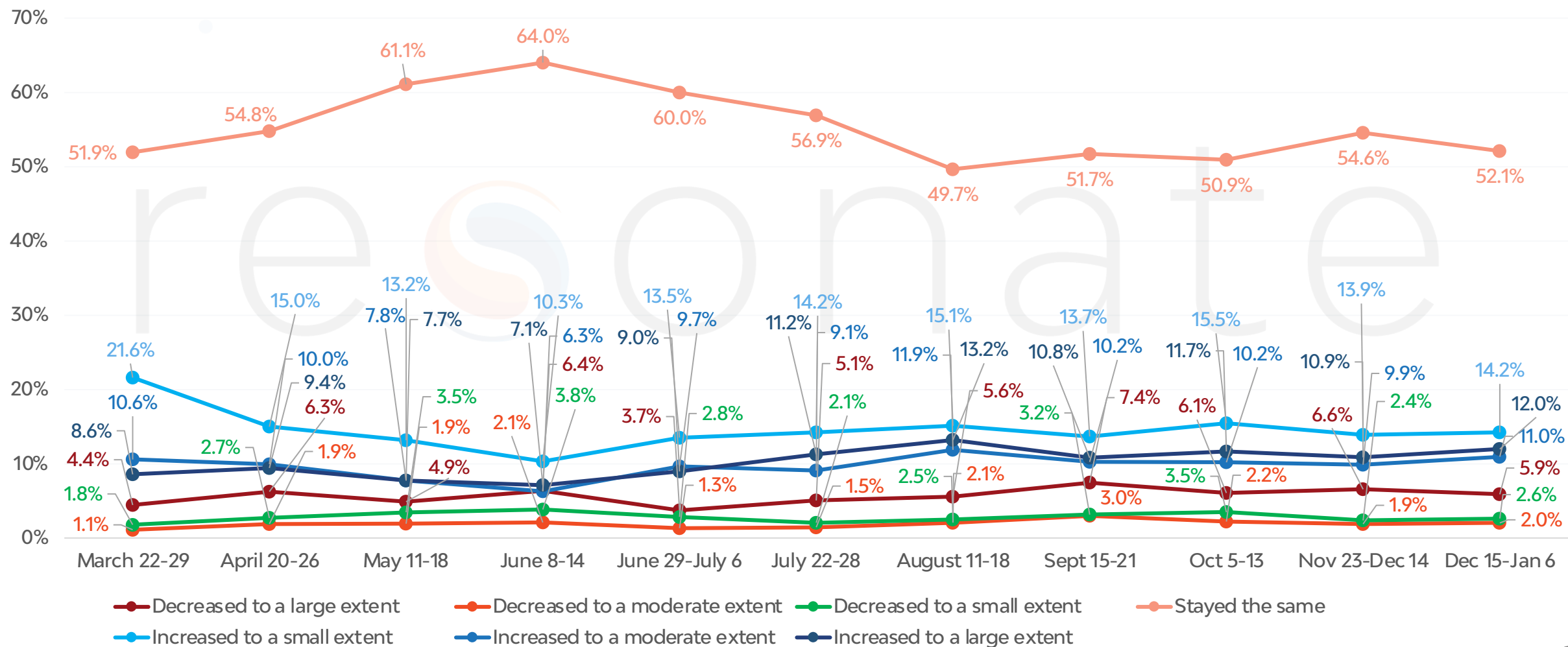
# RETAIL

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



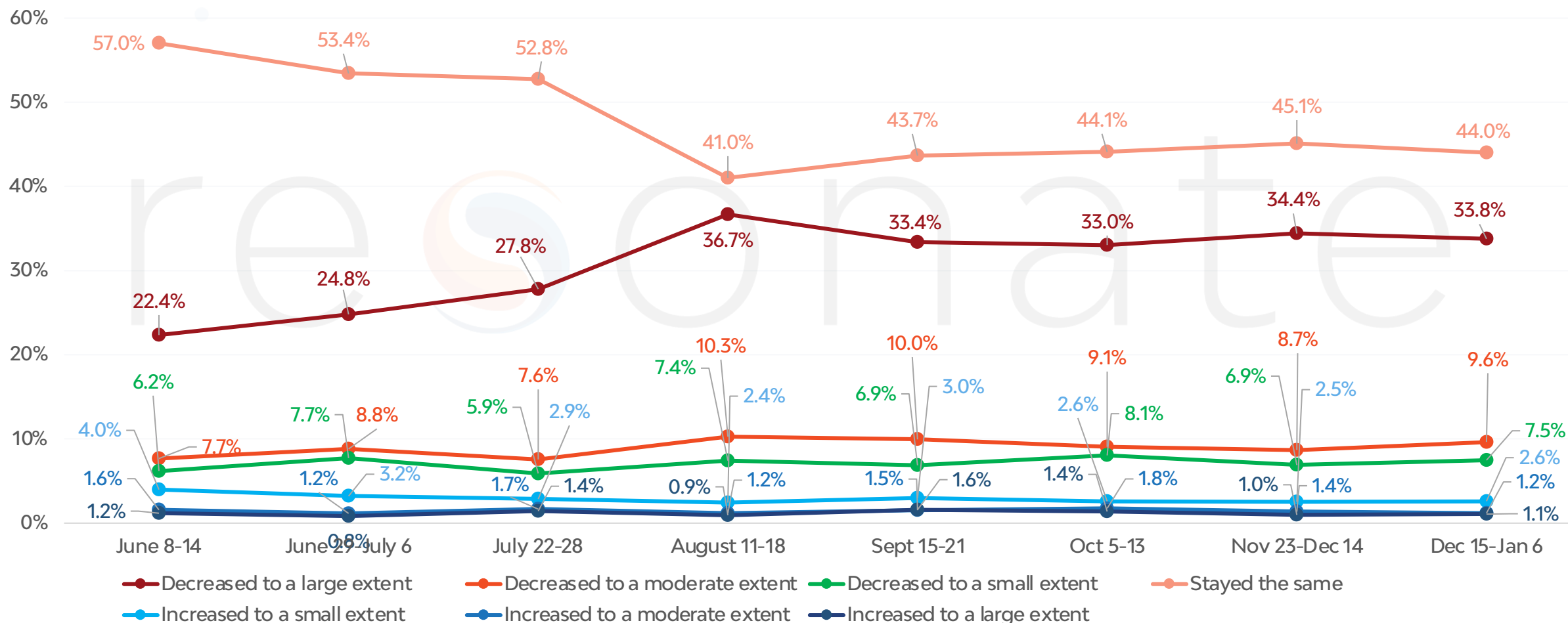
# RETAIL

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



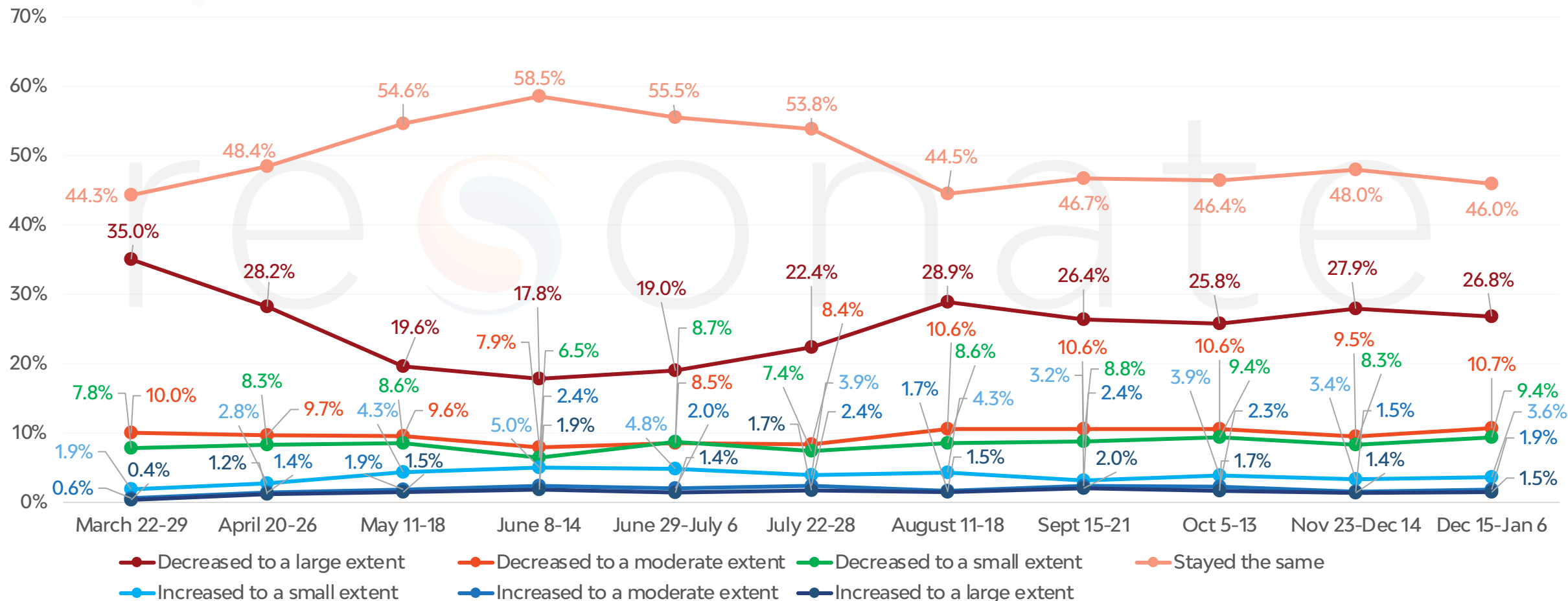
# RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to **purchase a "luxury" product** (e.g., fine jewelry, designer clothing) changed?



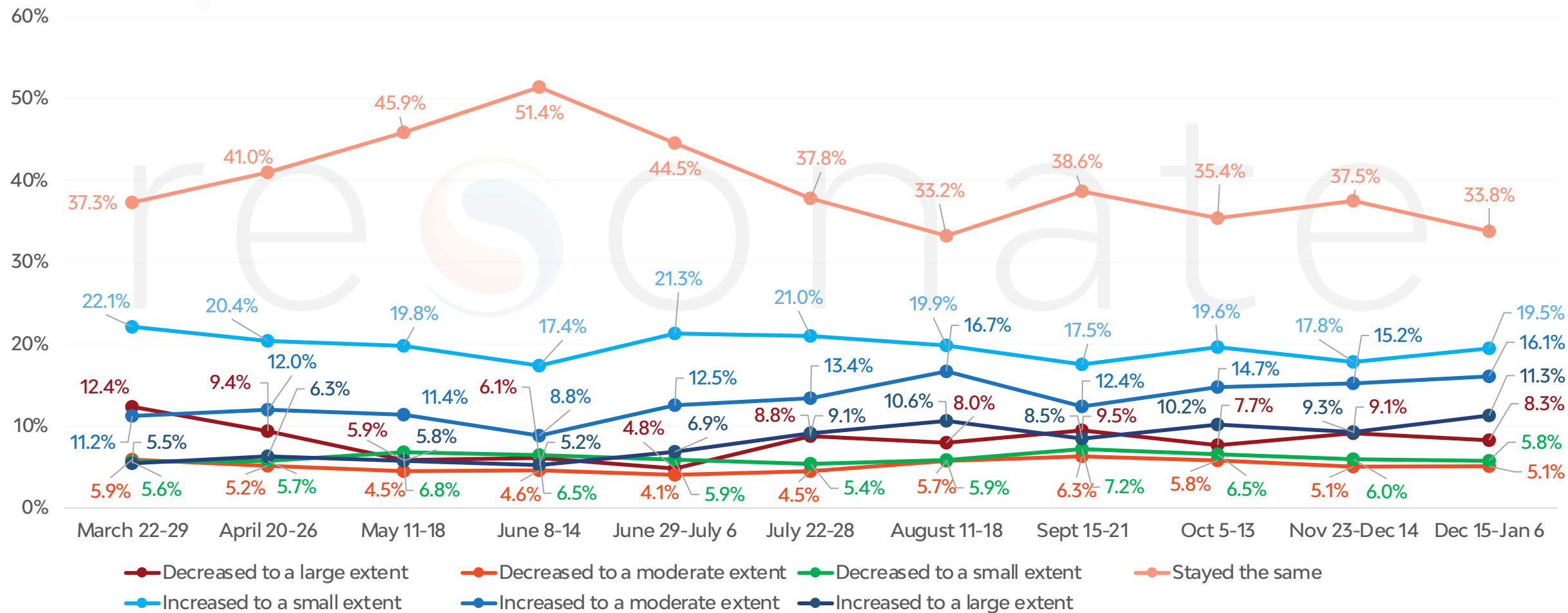
# RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to **make a major purchase** (e.g., an automobile) changed?



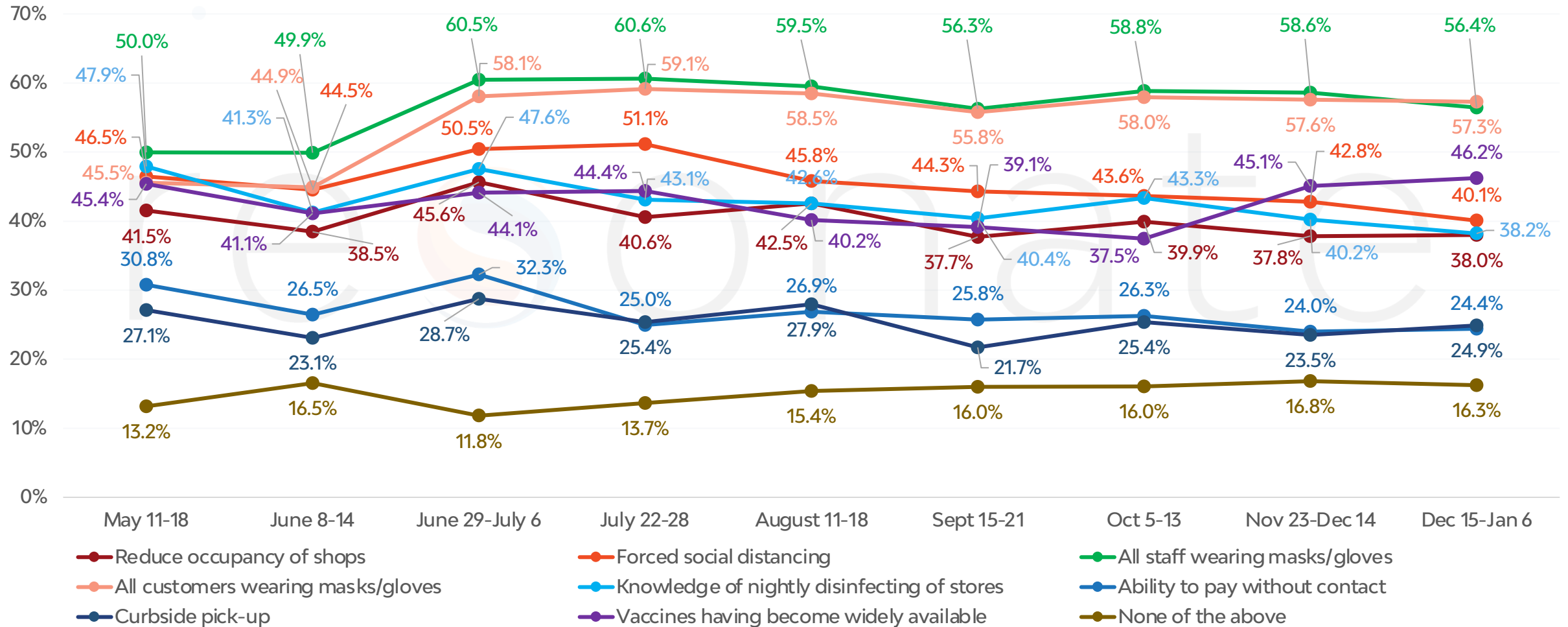
# RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to **order food or takeout for delivery** changed?



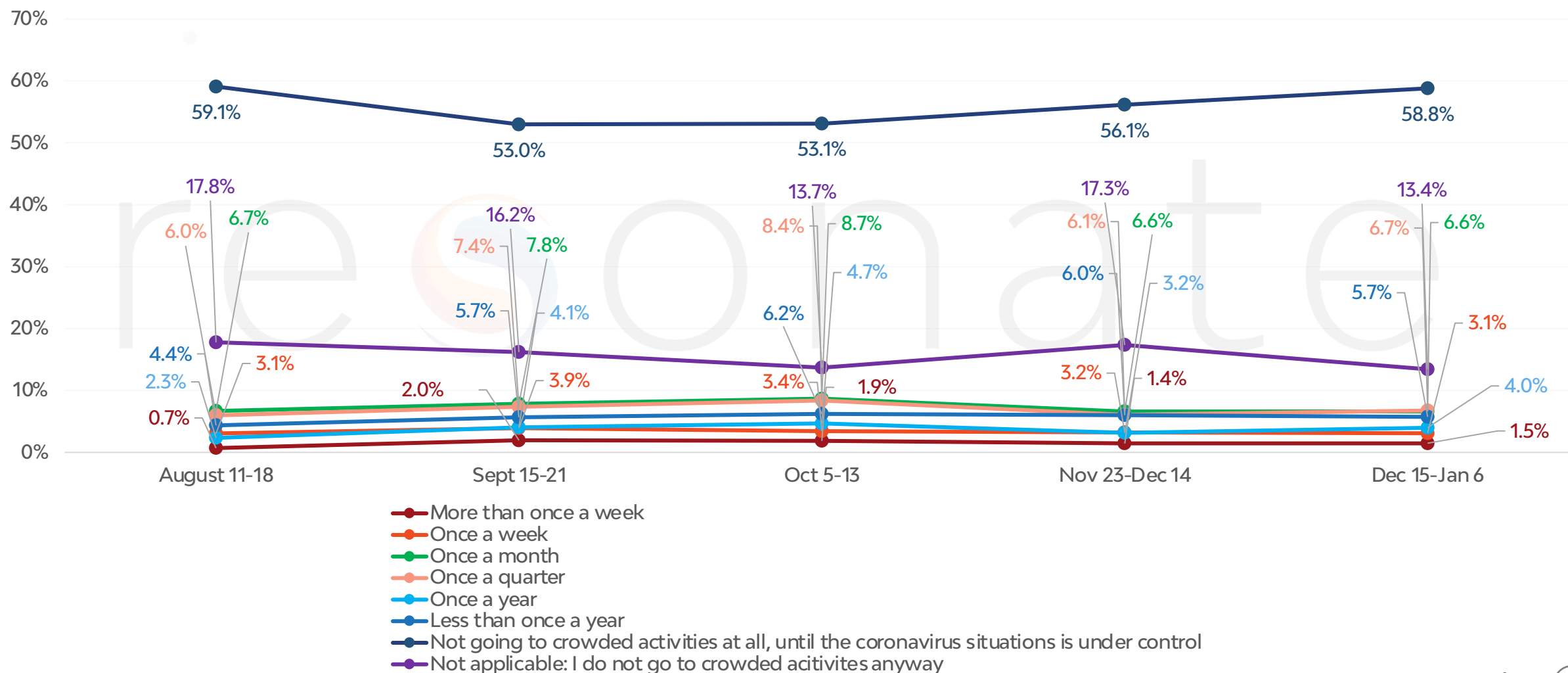
# RETAIL

Which of the following would be **required** in order for you to return to shopping from stores once shops open? Select all that apply.



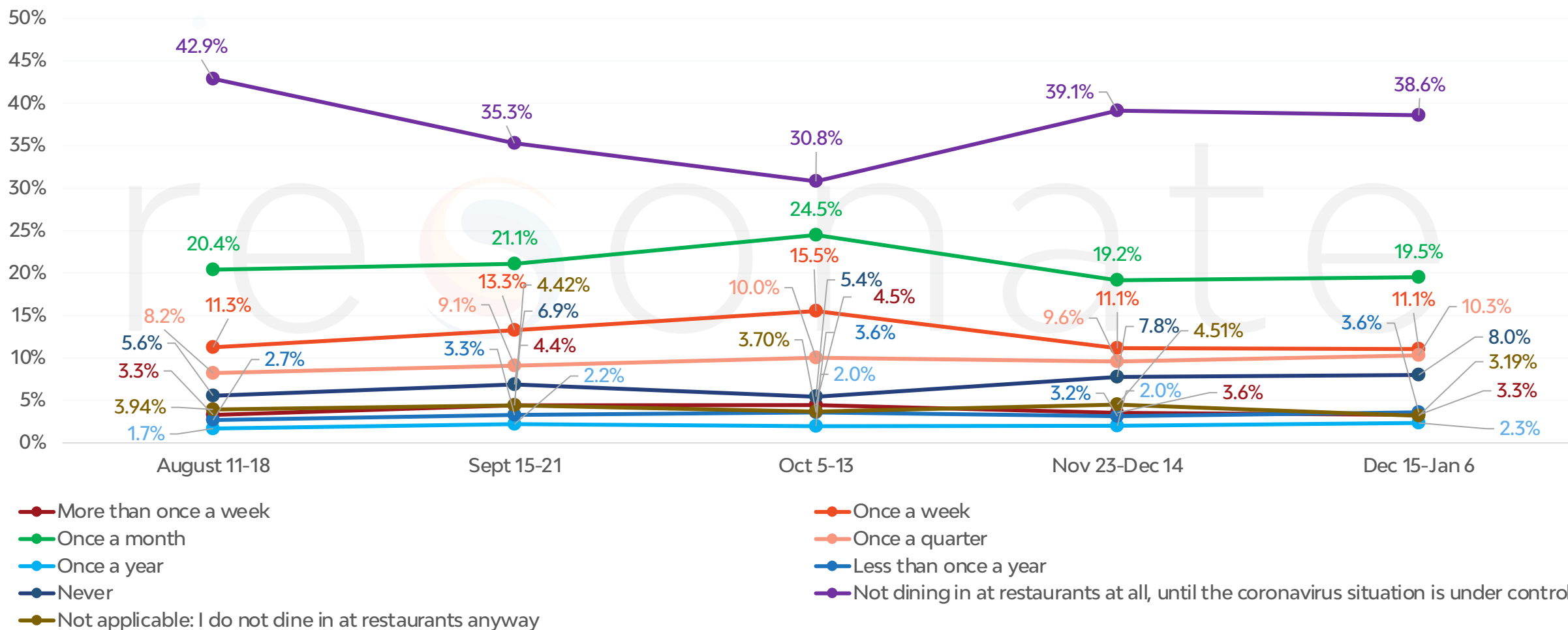
# RETAIL

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



# RETAIL

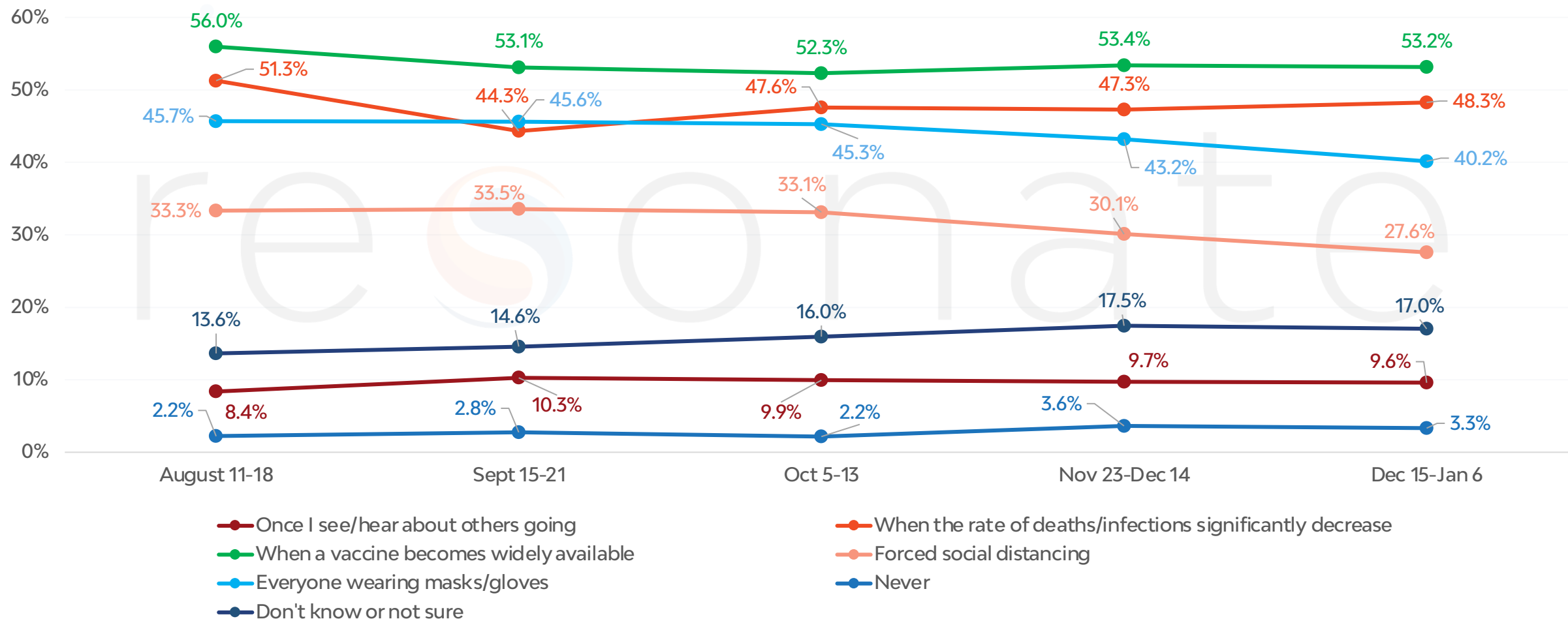
How frequently are you now **dining in at restaurants**?





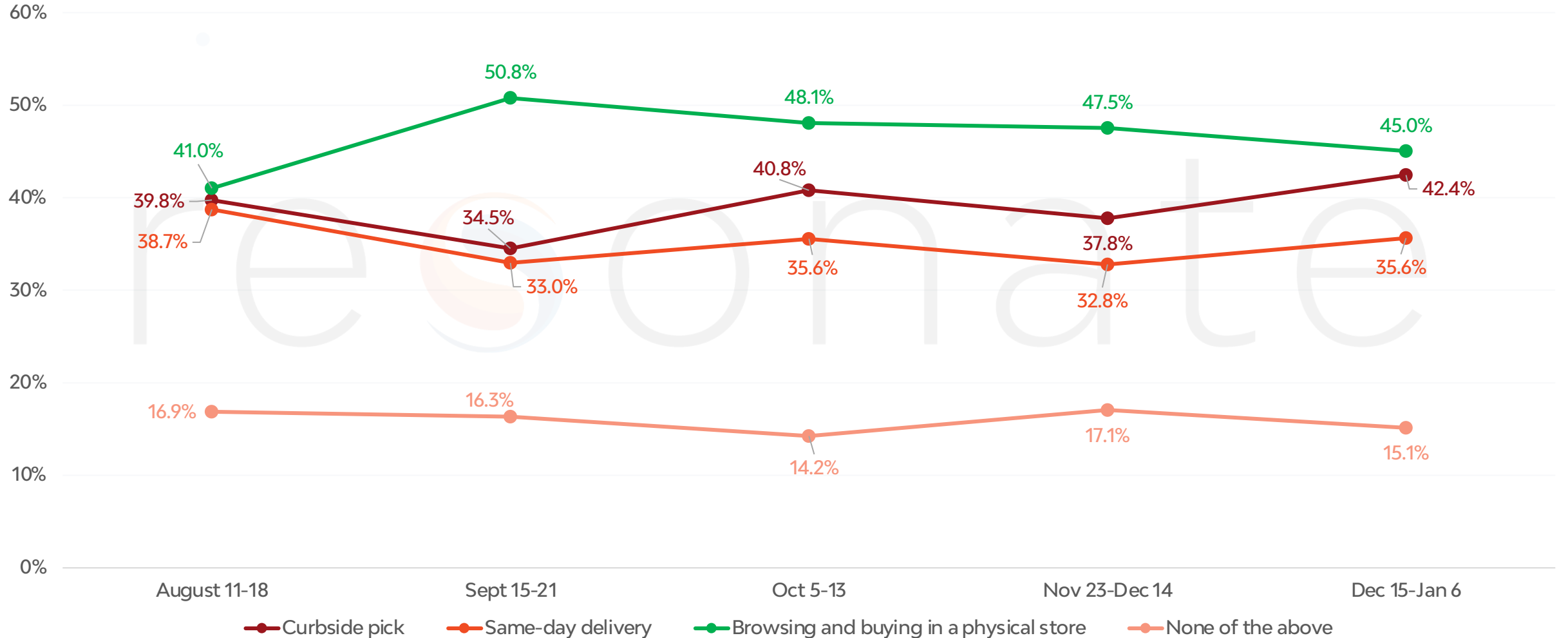
# RETAIL

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)? Select all that apply.



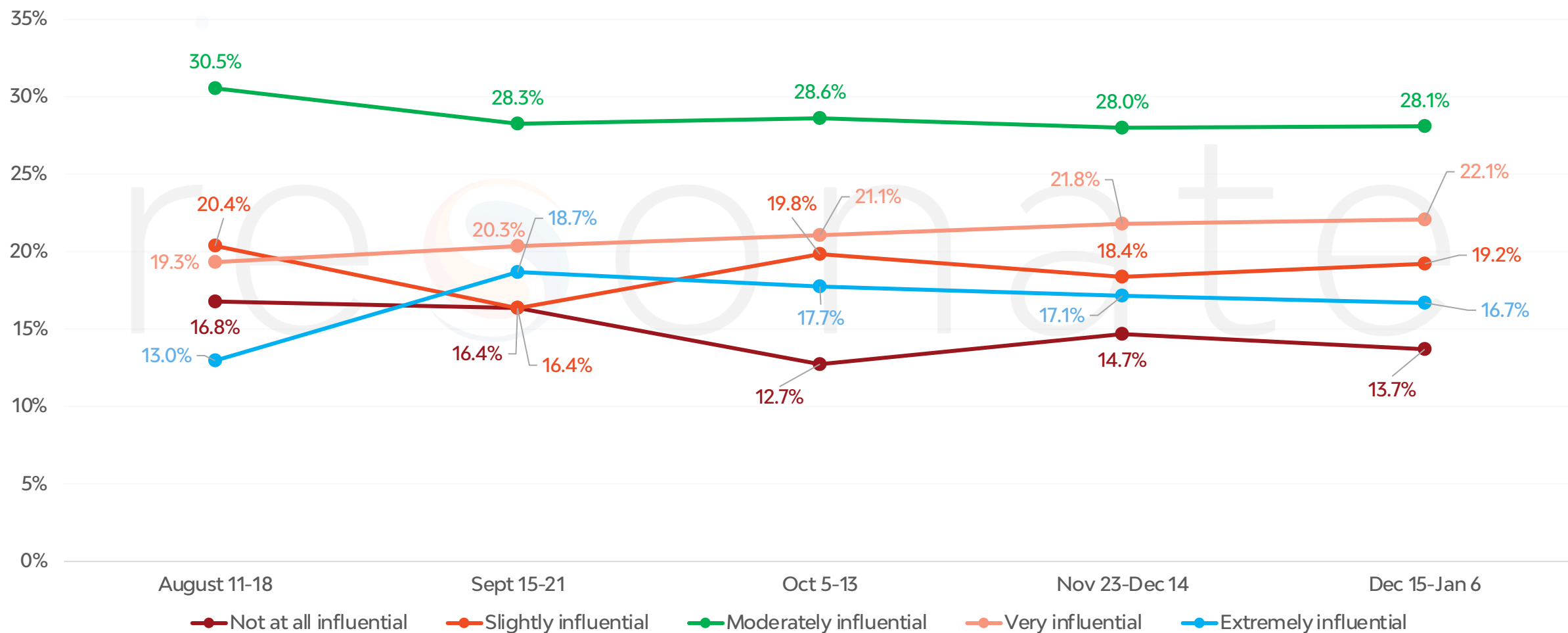
# RETAIL

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



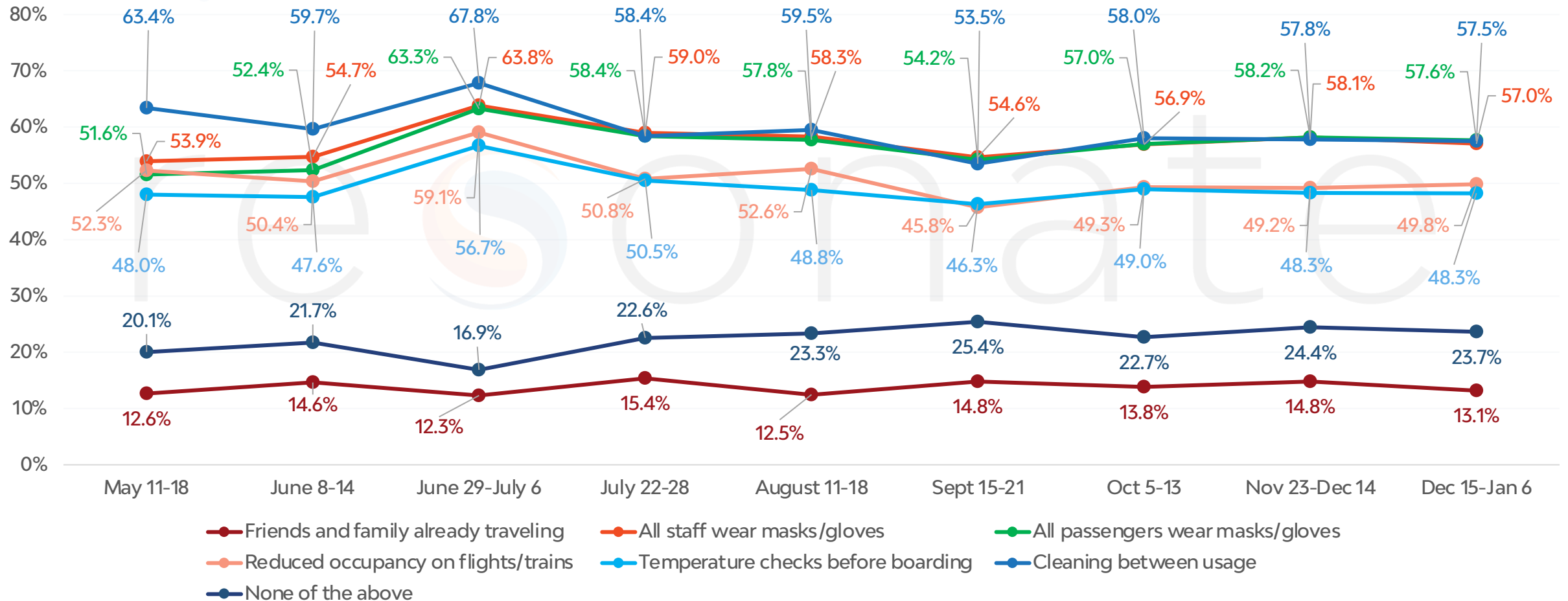
# RETAIL

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



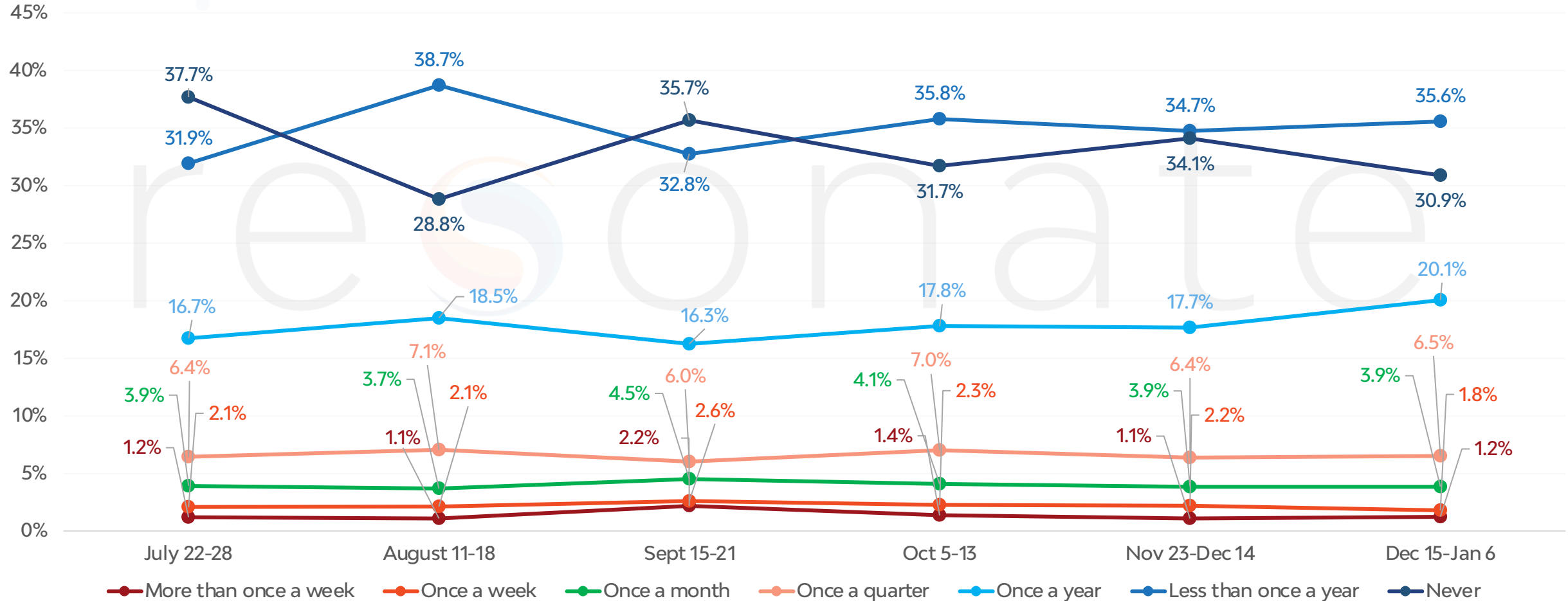
# TRAVEL & TRANSPORTATION

Which of the following are **necessary** to take place for your travel (both leisure and business) to return to normal? Select all that apply.



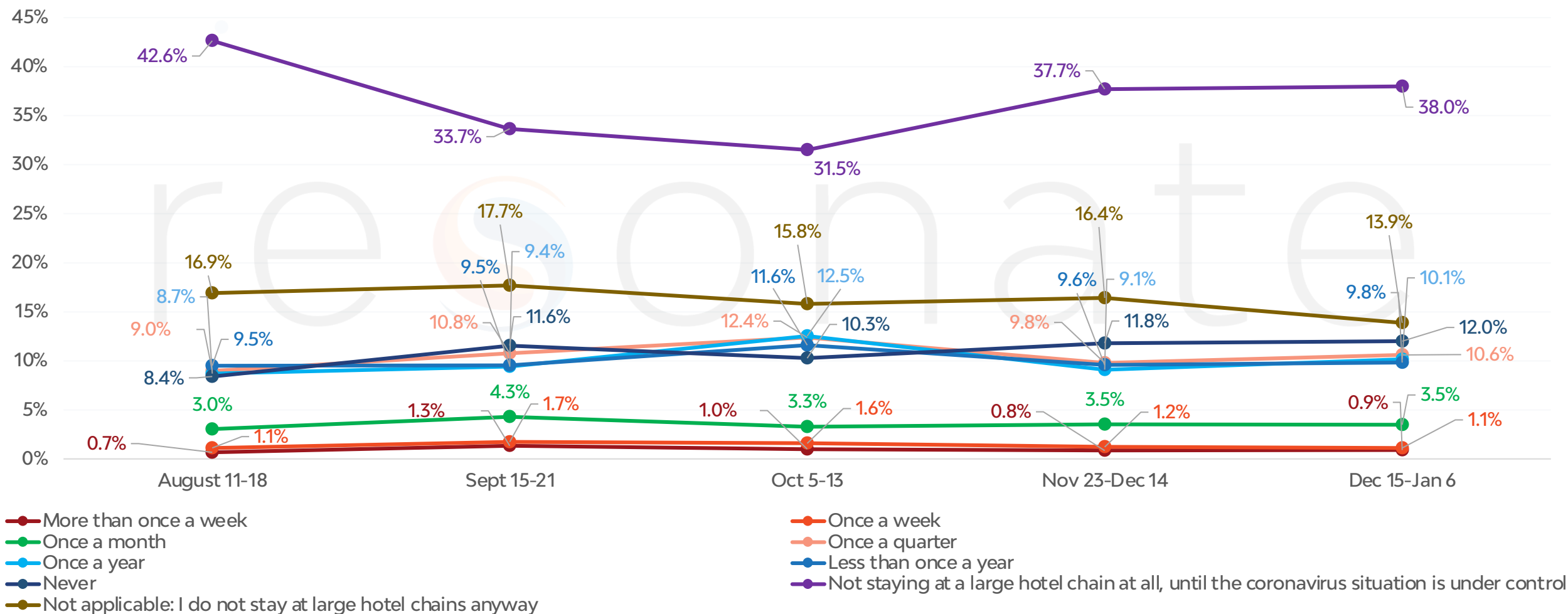
# TRAVEL & TRANSPORTATION

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?



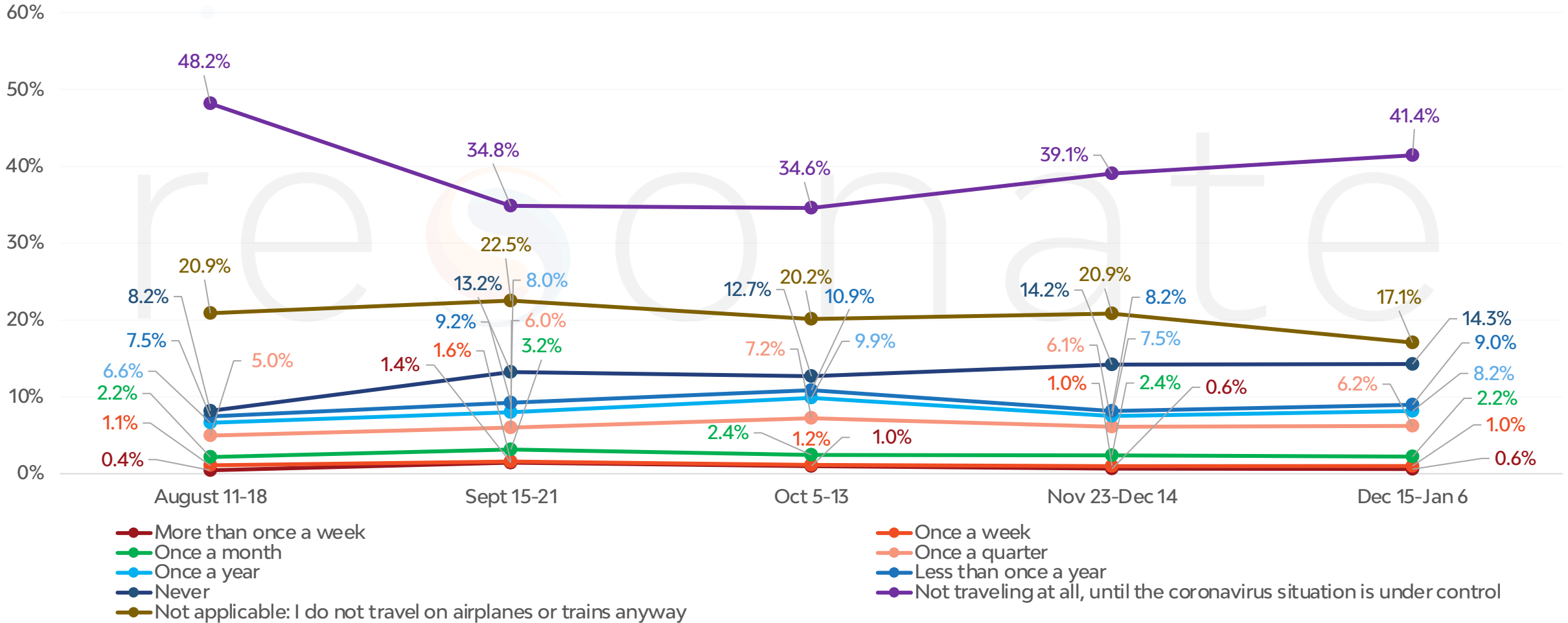
# TRAVEL & TRANSPORTATION

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



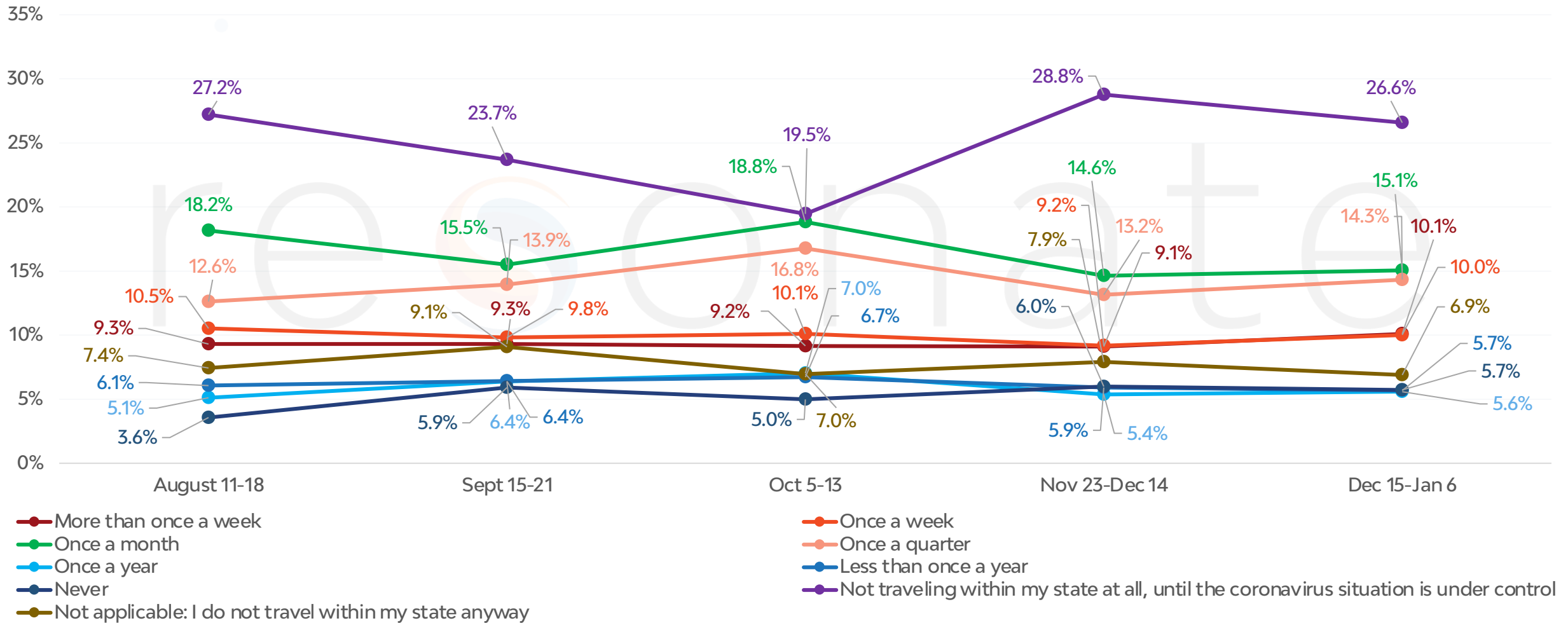
# TRAVEL & TRANSPORTATION

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



# TRAVEL & TRANSPORTATION

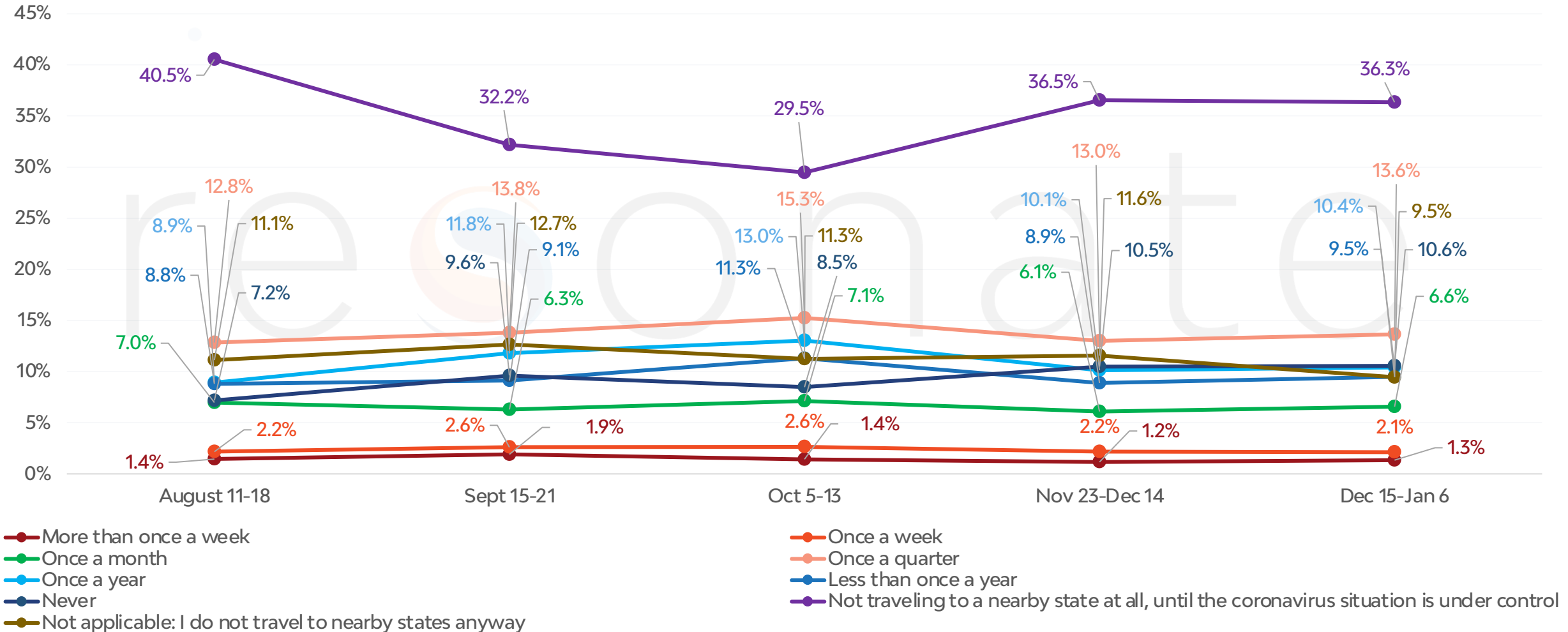
How frequently are you now **traveling within your state**?





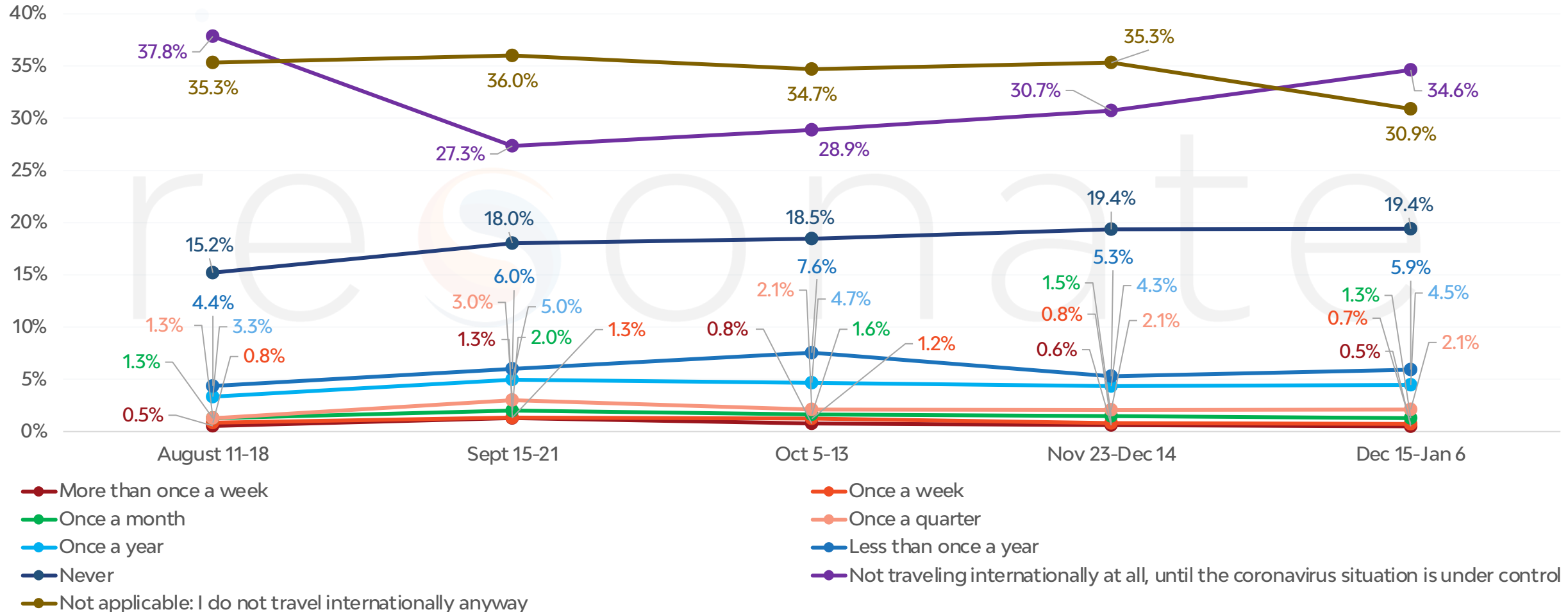
# TRAVEL & TRANSPORTATION

How frequently are you now **traveling to a different state?**



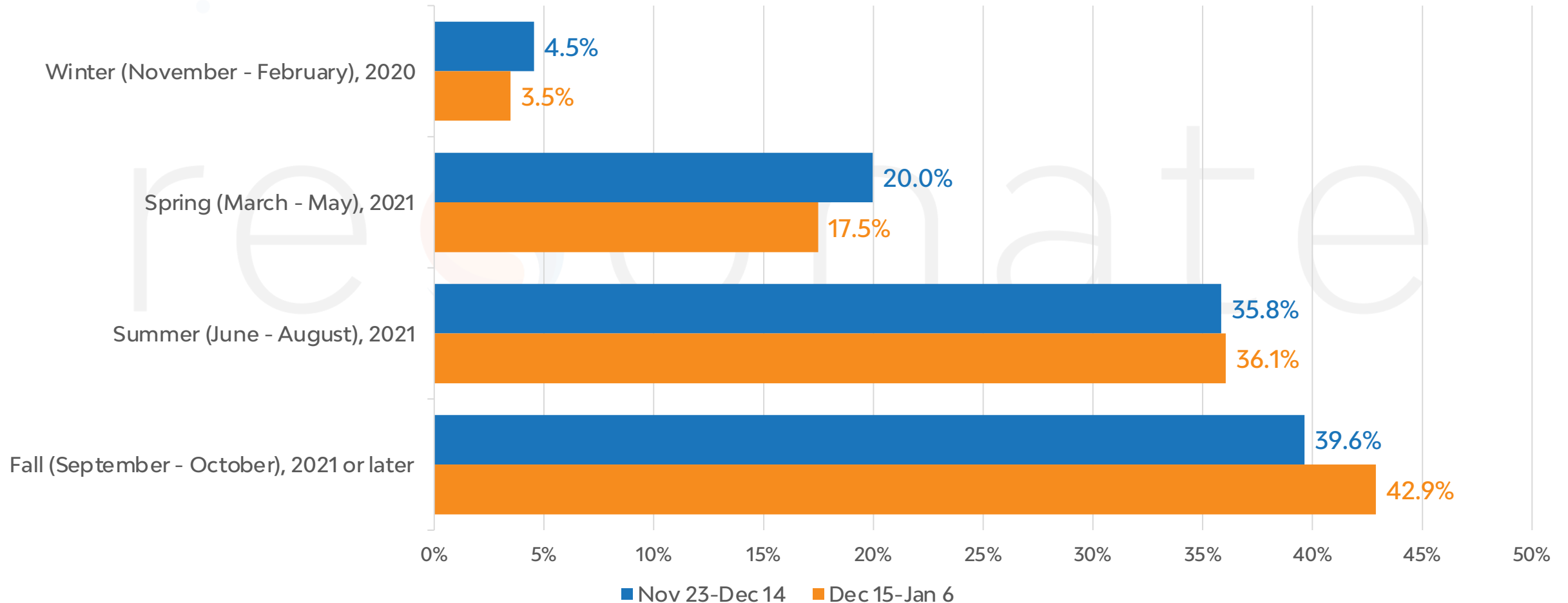
# TRAVEL & TRANSPORTATION

How frequently are you now **traveling internationally**?



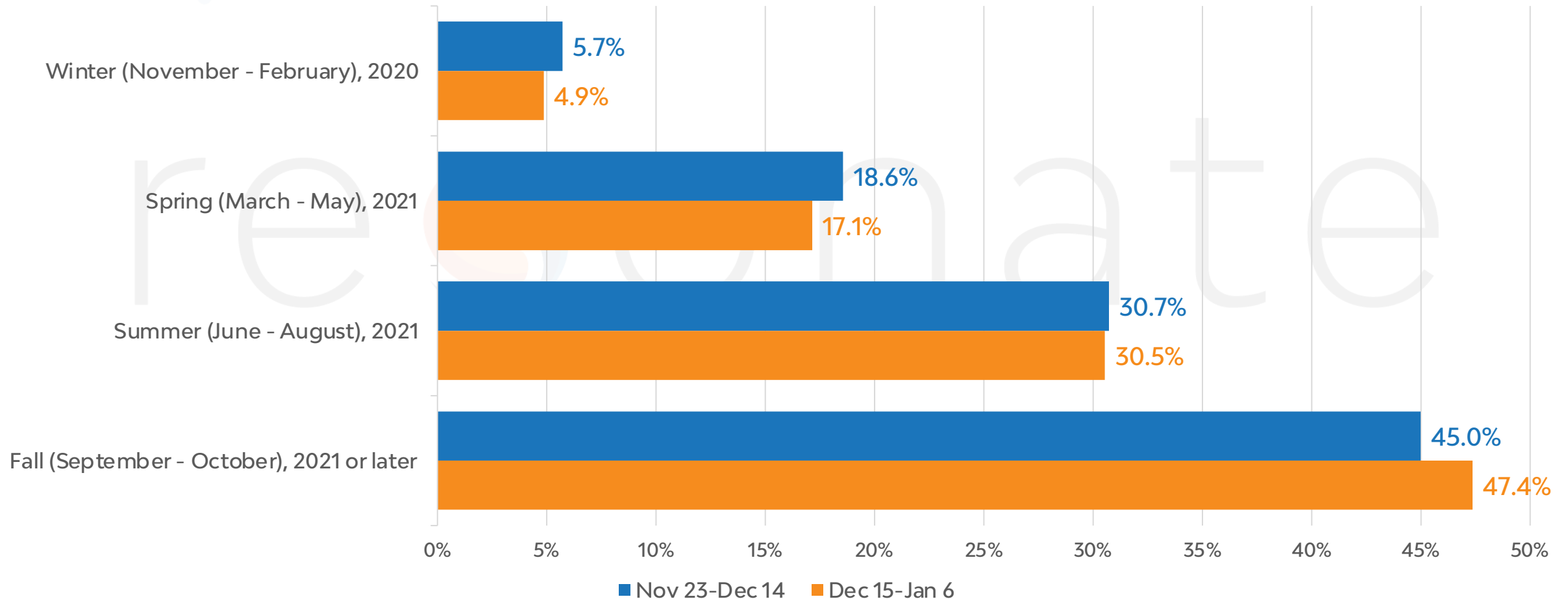
# TRAVEL & TRANSPORTATION

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



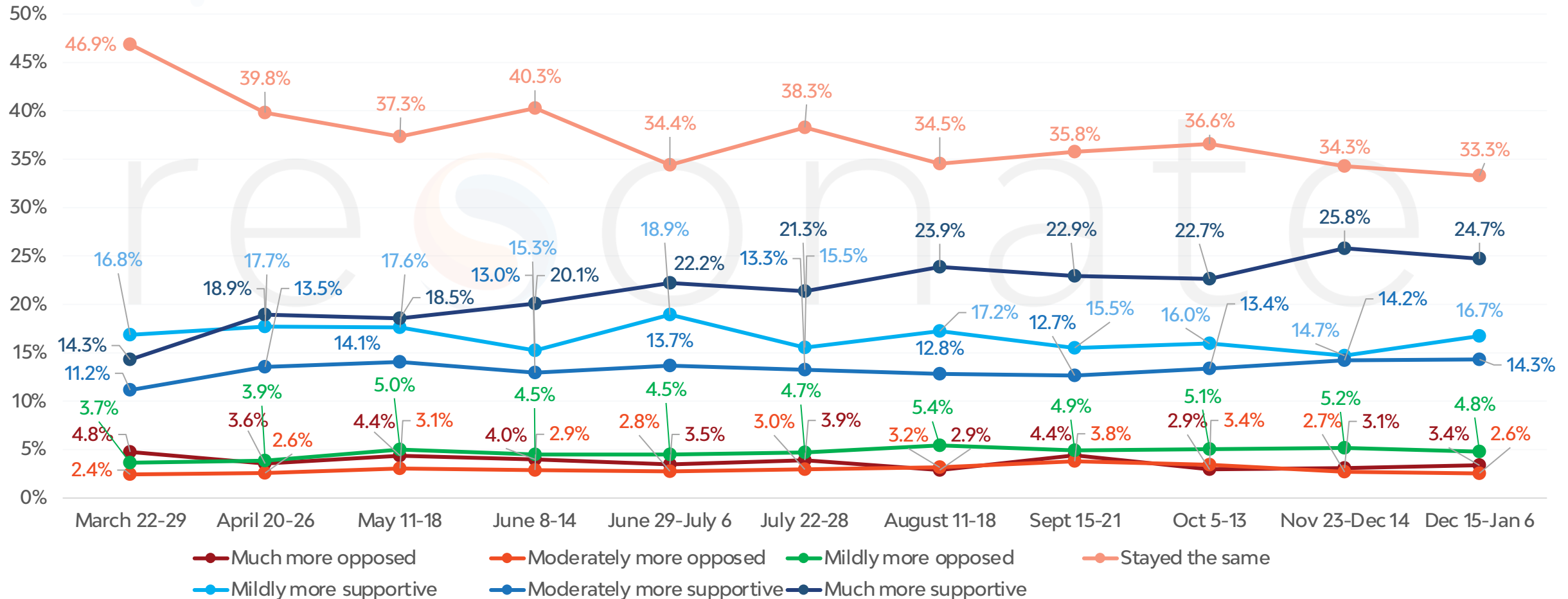
# TRAVEL & TRANSPORTATION

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



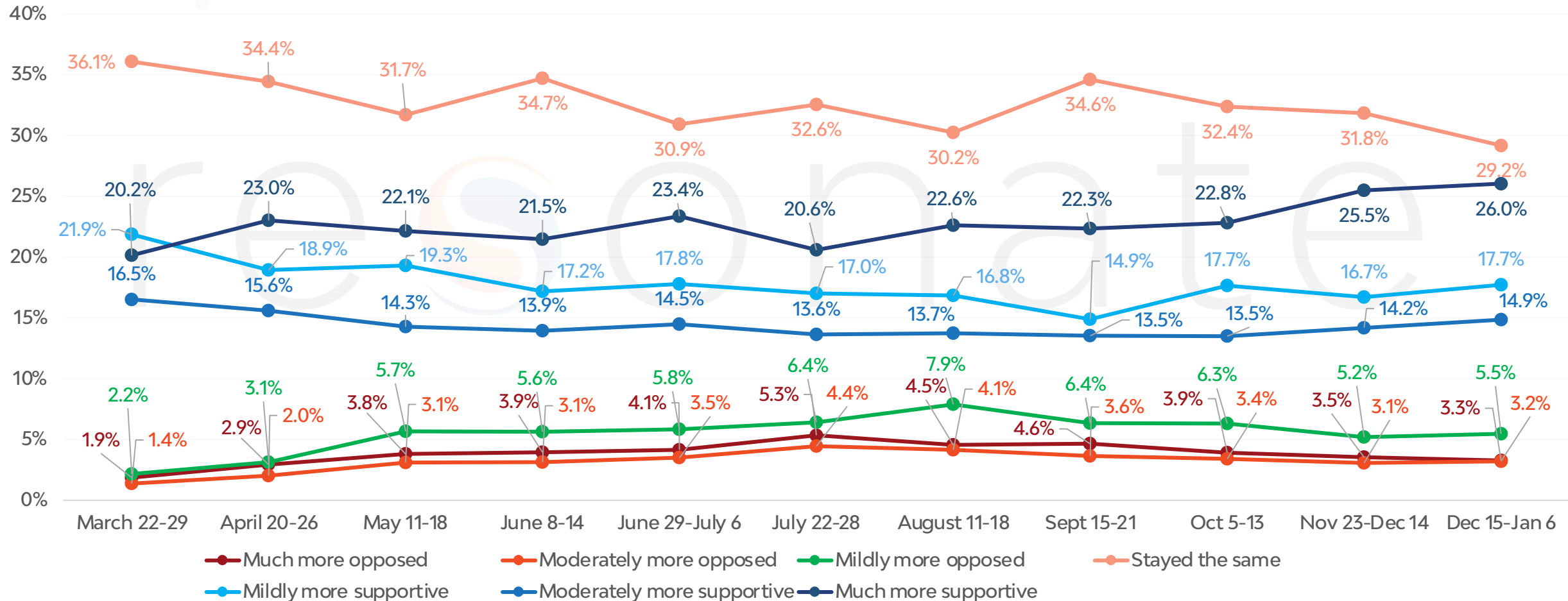
# POLITICS

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" programs** (e.g., food vouchers, rent subsidies)



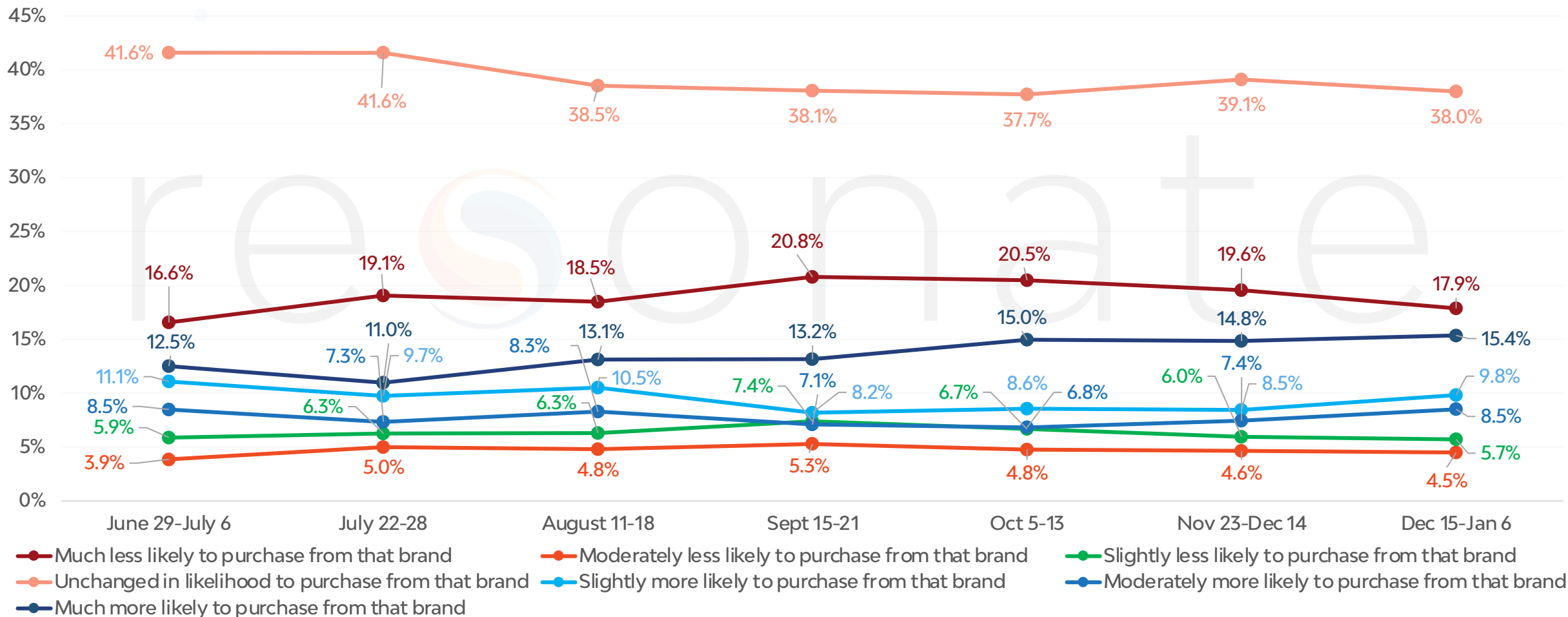
# POLITICS

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

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.