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

- **March 22-29**: 10.8%
- **April 20-26**: 4.7%
- **May 11-18**: 2.1%
- **June 8-14**: 5.5%
- **June 29-July 6**: 3.4%
- **July 22-28**: 4.8%
- **August 11-18**: 2.2%
- **September 15-21**: 6.4%
- **October 5-13**: 8.0%
- **November 23-December 14**: 8.3%
- **December 15-January 6**: 8.0%

**1 month or less:**
- **March 22-29**: 2.1%
- **April 20-26**: 4.2%
- **May 11-18**: 3.4%
- **June 8-14**: 4.8%
- **June 29-July 6**: 2.2%
- **July 22-28**: 2.8%
- **August 11-18**: 2.1%
- **September 15-21**: 2.9%
- **October 5-13**: 2.6%
- **November 23-December 14**: 1.7%
- **December 15-January 6**: 1.5%

**2 to 3 months:**
- **March 22-29**: 5.5%
- **April 20-26**: 6.5%
- **May 11-18**: 6.5%
- **June 8-14**: 8.3%
- **June 29-July 6**: 6.4%
- **July 22-28**: 6.3%
- **August 11-18**: 5.0%
- **September 15-21**: 7.7%
- **October 5-13**: 6.4%
- **November 23-December 14**: 4.9%
- **December 15-January 6**: 4.8%

**4 to 6 months:**
- **March 22-29**: 31.8%
- **April 20-26**: 28.9%
- **May 11-18**: 23.0%
- **June 8-14**: 23.8%
- **June 29-July 6**: 22.1%
- **July 22-28**: 21.7%
- **August 11-18**: 17.3%
- **September 15-21**: 16.1%
- **October 5-13**: 16.2%
- **November 23-December 14**: 17.4%
- **December 15-January 6**: 18.2%

**7 to 12 months:**
- **March 22-29**: 13.9%
- **April 20-26**: 12.3%
- **May 11-18**: 12.3%
- **June 8-14**: 10.2%
- **June 29-July 6**: 10.8%
- **July 22-28**: 10.8%
- **August 11-18**: 8.5%
- **September 15-21**: 9.1%
- **October 5-13**: 9.0%
- **November 23-December 14**: 9.4%
- **December 15-January 6**: 9.4%

**More than 1 year:**
- **March 22-29**: 16.5%
- **April 20-26**: 21.6%
- **May 11-18**: 21.6%
- **June 8-14**: 23.8%
- **June 29-July 6**: 22.1%
- **July 22-28**: 21.7%
- **August 11-18**: 18.2%
- **September 15-21**: 17.4%
- **October 5-13**: 18.2%
- **November 23-December 14**: 18.5%
- **December 15-January 6**: 18.5%

**Never:**
- **March 22-29**: 10.8%
- **April 20-26**: 4.2%
- **May 11-18**: 3.4%
- **June 8-14**: 4.8%
- **June 29-July 6**: 2.2%
- **July 22-28**: 2.8%
- **August 11-18**: 2.1%
- **September 15-21**: 2.9%
- **October 5-13**: 2.6%
- **November 23-December 14**: 1.7%
- **December 15-January 6**: 1.5%
Overall, to what extent are you concerned about the health-related consequences of the coronavirus situation?
Overall, to what extent are you concerned about the economic-related consequences of the coronavirus situation?

[Bar chart showing the percentage of concern for each time period from March 22-29 to Dec 15-Jan 6, with labels for the extent of concern ranging from 'To an extremely small extent' to 'To an extremely large extent'.]
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 workplace situation?

- My job has always been "work from home" (17.8%, 18.7%, 19.8%, 19.6%)
- The nature of my work does not allow me to stay at home (10.8%, 10.4%, 8.8%, 8.8%)
- My company has required employees to work from home (7.6%, 4.9%, 5.0%, 7.5%)
- My company has required employees to return to work in the company's office (5.9%, 5.2%, 5.0%, 3.8%)
- 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 (4.5%, 4.9%, 3.4%, 4.9%)
- My company has offered employees a voluntary option to work from home, and I plan to work from home on all or most days (3.6%, 5.0%, 3.8%, 3.4%)

Dates:
- Sept 15-21
- Oct 5-13
- Nov 23-Dec 14
- Dec 15-Jan 6
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 anticipated celebrating the upcoming holidays during the remainder of 2020 (e.g., Christmas/Hanukkah/Kwanzaa/New Year’s)?

- 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%
Dec 15-Jan 6: 73.7%
When do you anticipate that a vaccine for the coronavirus will become available to the general public?

- **October to December, 2020**: 10.5% (Nov 23-Dec 14), 9.5% (Dec 15-Jan 6)
- **January to March, 2021**: 30.6% (Nov 23-Dec 14), 37.7% (Dec 15-Jan 6)
- **April to June, 2021**: 34.2% (Nov 23-Dec 14), 36.4% (Dec 15-Jan 6)
- **July to September, 2021**: 14.8% (Nov 23-Dec 14), 11.1% (Dec 15-Jan 6)
- **October, 2021 or later**: 7.7% (Nov 23-Dec 14), 7.5% (Dec 15-Jan 6)
VACCINE

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

- Not at all likely: 20.3% (Nov 23-Dec 14), 20.3% (Dec 15-Jan 6)
- Slightly likely: 14.5% (Nov 23-Dec 14), 13.6% (Dec 15-Jan 6)
- Moderately likely: 19.7% (Nov 23-Dec 14), 18.2% (Dec 15-Jan 6)
- Very likely: 19.0% (Nov 23-Dec 14), 17.6% (Dec 15-Jan 6)
- Completely likely: 26.5% (Nov 23-Dec 14), 30.4% (Dec 15-Jan 6)
How soon after a vaccine for the coronavirus becomes available will you want to take it?

- Within one week of its availability: 16.6% (Nov 23-Dec 14), 20.6% (Dec 15-Jan 6)
- Within one month of its availability: 15.7% (Nov 23-Dec 14), 15.9% (Dec 15-Jan 6)
- Within three months of its availability: 18.1% (Nov 23-Dec 14), 20.9% (Dec 15-Jan 6)
- Within six months of its availability: 15.5% (Nov 23-Dec 14), 14.0% (Dec 15-Jan 6)
- Within one year of its availability or later: 9.9% (Nov 23-Dec 14), 9.7% (Dec 15-Jan 6)
- Never: 1.1% (Nov 23-Dec 14), 1.3% (Dec 15-Jan 6)
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% (Nov 23-Dec 14), 2.7% (Dec 15-Jan 6)
- Spring (March - May), 2021: 13.3% (Nov 23-Dec 14), 11.6% (Dec 15-Jan 6)
- Summer (June - August), 2021: 26.8% (Nov 23-Dec 14), 24.6% (Dec 15-Jan 6)
- Fall (September - October), 2021 or later: 56.5% (Nov 23-Dec 14), 61.0% (Dec 15-Jan 6)
As a result of the coronavirus situation, how have you changed your financial habit of saving?

- **August 11-18**: 39.6% Decrease to a large extent, 16.0% Decrease to a moderate extent, 12.9% Decrease to a small extent, 12.5% Remain about the same, 9.4% Increase to a small extent, 8.5% Increase to a moderate extent, 4.9% Increase to a large extent
- **Sept 15-21**: 44.7% Decrease to a large extent, 15.1% Decrease to a moderate extent, 12.5% Decrease to a small extent, 12.2% Remain about the same, 8.8% Increase to a small extent, 8.5% Increase to a moderate extent, 4.5% Increase to a large extent
- **Oct 5-13**: 42.6% Decrease to a large extent, 15.1% Decrease to a moderate extent, 12.2% Decrease to a small extent, 10.7% Remain about the same, 8.8% Increase to a small extent, 8.6% Increase to a moderate extent, 5.0% Increase to a large extent
- **Nov 23-Dec 14**: 44.9% Decrease to a large extent, 14.7% Decrease to a moderate extent, 14.4% Decrease to a small extent, 12.2% Remain about the same, 9.8% Increase to a small extent, 8.6% Increase to a moderate extent, 4.0% Increase to a large extent
- **Dec 15-Jan 6**: 40.3% Decrease to a large extent, 14.6% Decrease to a moderate extent, 14.4% Decrease to a small extent, 14.7% Remain about the same, 8.2% Increase to a small extent, 8.9% Increase to a moderate extent, 5.1% Increase to a large extent
FINANCIAL

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

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Decrease to a large extent</th>
<th>Decrease to a moderate extent</th>
<th>Decrease to a small extent</th>
<th>Increase to a small extent</th>
<th>Increase to a moderate extent</th>
<th>Increase to a large extent</th>
<th>Remain about the same</th>
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<td>August 11-18</td>
<td>23.0%</td>
<td>18.5%</td>
<td>13.6%</td>
<td>9.8%</td>
<td>4.4%</td>
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<td>Sept 15-21</td>
<td>21.7%</td>
<td>16.4%</td>
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<td>14.3%</td>
<td>8.1%</td>
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<td>Oct 5-13</td>
<td>22.1%</td>
<td>17.1%</td>
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<td>Nov 23-Dec 14</td>
<td>20.7%</td>
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<td>Dec 15-Jan 6</td>
<td>20.5%</td>
<td>18.7%</td>
<td>17.1%</td>
<td>17.1%</td>
<td>8.1%</td>
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</tbody>
</table>
As a result of the coronavirus situation, how have you changed your financial habit of **investing for retirement**?

- **August 11-18**: 59.0%
  - Decrease to a large extent: 14.8%
  - Decrease to a moderate extent: 4.8%
  - Decrease to a small extent: 2.5%
  - Increase to a small extent: 3.5%
  - Increase to a moderate extent: 6.4%
  - Increase to a large extent: 8.7%
  - Remain about the same: 6.1%

- **Sept 15-21**: 60.7%
  - Decrease to a large extent: 15.1%
  - Decrease to a moderate extent: 3.3%
  - Decrease to a small extent: 6.8%
  - Increase to a small extent: 5.5%
  - Increase to a moderate extent: 6.5%
  - Increase to a large extent: 6.4%
  - Remain about the same: 3.9%

- **Oct 5-13**: 62.1%
  - Decrease to a large extent: 13.7%
  - Decrease to a moderate extent: 5.1%
  - Decrease to a small extent: 6.6%
  - Increase to a small extent: 3.8%
  - Increase to a moderate extent: 6.9%
  - Increase to a large extent: 6.9%
  - Remain about the same: 2.8%

- **Nov 23-Dec 14**: 59.2%
  - Decrease to a large extent: 17.5%
  - Decrease to a moderate extent: 3.1%
  - Decrease to a small extent: 6.6%
  - Increase to a small extent: 4.9%
  - Increase to a moderate extent: 6.1%
  - Increase to a large extent: 7.0%
  - Remain about the same: 5.9%

- **Dec 15-Jan 6**: 56.4%
  - Decrease to a large extent: 17.1%
  - Decrease to a moderate extent: 7.7%
  - Decrease to a small extent: 5.9%
  - Increase to a small extent: 3.9%
  - Increase to a moderate extent: 6.1%
  - Increase to a large extent: 6.1%
  - Remain about the same: 2.8%
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

August 11-18
- Decrease to a large extent: 16.0%
- Decrease to a moderate extent: 13.7%
- Decrease to a small extent: 10.5%
- Remain about the same: 12.2%
- Increase to a small extent: 3.3%
- Increase to a moderate extent: 5.3%
- Increase to a large extent: 12.2%

Sept 15-21
- Decrease to a large extent: 13.4%
- Decrease to a moderate extent: 11.8%
- Decrease to a small extent: 6.1%
- Remain about the same: 5.4%
- Increase to a small extent: 4.6%
- Increase to a moderate extent: 4.6%
- Increase to a large extent: 4.6%

Oct 5-13
- Decrease to a large extent: 15.0%
- Decrease to a moderate extent: 13.8%
- Decrease to a small extent: 4.3%
- Remain about the same: 4.1%
- Increase to a small extent: 5.8%
- Increase to a moderate extent: 5.8%
- Increase to a large extent: 5.8%

Nov 23-Dec 14
- Decrease to a large extent: 12.3%
- Decrease to a moderate extent: 11.8%
- Decrease to a small extent: 6.1%
- Remain about the same: 5.8%
- Increase to a small extent: 4.9%
- Increase to a moderate extent: 4.9%
- Increase to a large extent: 4.9%

Dec 15-Jan 6
- Decrease to a large extent: 14.1%
- Decrease to a moderate extent: 13.2%
- Decrease to a small extent: 6.4%
- Remain about the same: 6.4%
- Increase to a small extent: 4.7%
- Increase to a moderate extent: 4.7%
- Increase to a large extent: 4.7%
How likely are you to apply for a new credit card because of the coronavirus situation?
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?

- **Not at all likely**
- **Slightly likely**
- **Moderately likely**
- **Very likely**
- **Completely likely**

<table>
<thead>
<tr>
<th>Date</th>
<th>Not at all likely</th>
<th>Slightly likely</th>
<th>Moderately likely</th>
<th>Very likely</th>
<th>Completely likely</th>
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<tbody>
<tr>
<td>July 22-28</td>
<td>14.9%</td>
<td>17.9%</td>
<td>16.4%</td>
<td>15.1%</td>
<td>11.8%</td>
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<td>August 11-18</td>
<td>14.8%</td>
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<td>Sept 15-21</td>
<td>15.7%</td>
<td>19.0%</td>
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<td>Oct 5-13</td>
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<td>Nov 23-Dec 14</td>
<td>28.7%</td>
<td>25.9%</td>
<td>30.4%</td>
<td>27.0%</td>
<td>24.6%</td>
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<td>Dec 15-Jan 6</td>
<td>24.5%</td>
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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?

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<tbody>
<tr>
<td>Not at all likely</td>
<td>Slightly likely</td>
<td>Moderately likely</td>
<td>Very likely</td>
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<tr>
<td>11.1%</td>
<td>10.3%</td>
<td>10.0%</td>
<td>11.2%</td>
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</table>
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
To what extent are you worried about your own household's financial situation?

- Not at all worried
- Slightly worried
- Moderately worried
- Very worried
- Extremely worried

August 11-18:
- Not at all worried: 17.6%
- Slightly worried: 12.8%
- Moderately worried: 12.3%
- Very worried: 11.2%
- Extremely worried: 11.7%

Sept 15-21:
- Not at all worried: 18.9%
- Slightly worried: 12.6%
- Moderately worried: 12.3%
- Very worried: 11.8%
- Extremely worried: 12.4%

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

Nov 23-Dec 14:
- Not at all worried: 19.2%
- Slightly worried: 12.4%
- Moderately worried: 12.9%
- Very worried: 12.2%
- Extremely worried: 11.7%

Dec 15-Jan 6:
- Not at all worried: 30.5%
- Slightly worried: 27.1%
- Moderately worried: 26.4%
- Very worried: 29.8%
- Extremely worried: 32.1%
What is the current quality of the United States economy?
To what extent does Facebook have a responsibility to identify and suppress false news and information from its services?
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.
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

Data from March 22-29 to Dec 15-Jan 6.
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?

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<td>Decreased to a large extent</td>
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<tr>
<td>Decreased to a moderate extent</td>
<td>6.2%</td>
<td>1.2%</td>
<td>2.9%</td>
<td>2.4%</td>
<td>3.0%</td>
<td>1.4%</td>
<td>1.0%</td>
<td>1.2%</td>
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<tr>
<td>Decreased to a small extent</td>
<td>7.7%</td>
<td>3.2%</td>
<td>7.6%</td>
<td>4.9%</td>
<td>3.0%</td>
<td>1.6%</td>
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<tr>
<td>Stayed the same</td>
<td>57.0%</td>
<td>53.4%</td>
<td>52.8%</td>
<td>41.0%</td>
<td>43.7%</td>
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<td>Increased to a small extent</td>
<td>22.4%</td>
<td>24.8%</td>
<td>27.8%</td>
<td>36.7%</td>
<td>33.4%</td>
<td>33.0%</td>
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<td>24.8%</td>
<td>27.8%</td>
<td>36.7%</td>
<td>41.0%</td>
<td>43.7%</td>
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<td>44.0%</td>
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<tr>
<td>Increased to a large extent</td>
<td>7.7%</td>
<td>8.8%</td>
<td>7.6%</td>
<td>10.3%</td>
<td>10.0%</td>
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As a result of the coronavirus situation, to what extent has your likelihood to make a major purchase (e.g., an automobile) changed?

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Decreased to a large extent</th>
<th>Decreased to a moderate extent</th>
<th>Decreased to a small extent</th>
<th>Increased to a small extent</th>
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<th>Increased to a large extent</th>
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<td>44.3%</td>
<td>48.4%</td>
<td>54.6%</td>
<td>58.5%</td>
<td>55.5%</td>
<td>53.8%</td>
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<td>April 20-26</td>
<td>35.0%</td>
<td>28.2%</td>
<td>19.6%</td>
<td>17.8%</td>
<td>7.9%</td>
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<td>May 11-18</td>
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<td>17.8%</td>
<td>9.6%</td>
<td>7.9%</td>
<td>5.0%</td>
<td>1.9%</td>
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<tr>
<td>June 8-14</td>
<td>24%</td>
<td>2.4%</td>
<td>4.8%</td>
<td>2.0%</td>
<td>1.7%</td>
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<tr>
<td>June 29-July 6</td>
<td>8.7%</td>
<td>8.4%</td>
<td>7.4%</td>
<td>2.4%</td>
<td>1.7%</td>
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<tr>
<td>July 22-28</td>
<td>8.4%</td>
<td>7.4%</td>
<td>2.4%</td>
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<td>0.8%</td>
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<tr>
<td>August 11-18</td>
<td>10.6%</td>
<td>8.6%</td>
<td>4.3%</td>
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<td>Sept 15-21</td>
<td>10.6%</td>
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<td>Oct 5-13</td>
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<td>Nov 23-Dec 14</td>
<td>27.9%</td>
<td>25.8%</td>
<td>24.7%</td>
<td>21.8%</td>
<td>18.6%</td>
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<td>Dec 15-Jan 6</td>
<td>26.8%</td>
<td>26.4%</td>
<td>25.8%</td>
<td>24.7%</td>
<td>21.8%</td>
<td>17.4%</td>
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As a result of the coronavirus situation, to what extent has your likelihood to order food or takeout for delivery 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

March 22-29: 22.1% Decreased to a large extent, 11.2% Decreased to a moderate extent, 5.9% Decreased to a small extent, 1.0% Stayed the same, 4.5% Increased to a small extent, 3.6% Increased to a moderate extent, 2.1% Increased to a large extent

April 20-26: 12.4% Decreased to a large extent, 10.0% Decreased to a moderate extent, 7.6% Decreased to a small extent, 1.0% Stayed the same, 4.5% Increased to a small extent, 2.8% Increased to a moderate extent, 0% Increased to a large extent

May 11-18: 9.4% Decreased to a large extent, 5.9% Decreased to a moderate extent, 5.9% Decreased to a small extent, 0% Stayed the same, 4.5% Increased to a small extent, 2.8% Increased to a moderate extent, 0% Increased to a large extent

June 8-14: 6.3% Decreased to a large extent, 5.9% Decreased to a moderate extent, 6.1% Decreased to a small extent, 0% Stayed the same, 4.5% Increased to a small extent, 2.8% Increased to a moderate extent, 0% Increased to a large extent

June 29-July 6: 11.4% Decreased to a large extent, 5.9% Decreased to a moderate extent, 6.8% Decreased to a small extent, 0% Stayed the same, 4.5% Increased to a small extent, 2.8% Increased to a moderate extent, 0% Increased to a large extent

July 22-28: 4.6% Decreased to a large extent, 5.2% Decreased to a moderate extent, 6.5% Decreased to a small extent, 0% Stayed the same, 4.5% Increased to a small extent, 2.8% Increased to a moderate extent, 0% Increased to a large extent

August 11-18: 4.8% Decreased to a large extent, 5.9% Decreased to a moderate extent, 6.9% Decreased to a small extent, 0% Stayed the same, 4.5% Increased to a small extent, 2.8% Increased to a moderate extent, 0% Increased to a large extent

Sept 15-21: 13.4% Decreased to a large extent, 9.1% Decreased to a moderate extent, 10.6% Decreased to a small extent, 0% Stayed the same, 4.5% Increased to a small extent, 2.8% Increased to a moderate extent, 0% Increased to a large extent

Oct 5-13: 13.4% Decreased to a large extent, 9.1% Decreased to a moderate extent, 8.8% Decreased to a small extent, 0% Stayed the same, 4.5% Increased to a small extent, 2.8% Increased to a moderate extent, 0% Increased to a large extent

Nov 23-Dec 14: 13.4% Decreased to a large extent, 9.1% Decreased to a moderate extent, 8.8% Decreased to a small extent, 0% Stayed the same, 4.5% Increased to a small extent, 2.8% Increased to a moderate extent, 0% Increased to a large extent

Dec 15-Jan 6: 13.4% Decreased to a large extent, 9.1% Decreased to a moderate extent, 8.8% Decreased to a small extent, 0% Stayed the same, 4.5% Increased to a small extent, 2.8% Increased to a moderate extent, 0% Increased to a large extent
Which of the following would be required in order for you to return to shopping from stores once shops open? Select all that apply.

- Reduce occupancy of shops
- Forced social distancing
- All staff wearing masks/gloves
- Knowledge of nightly disinfecting of stores
- Ability to pay without contact
- All customers wearing masks/gloves
- Curbside pick-up
- Vaccines having become widely available
- None of the above
How frequently are you now going to crowded activities (e.g., movie theaters, concerts, sporting events)?

- 0%: Not going to crowded activities at all, until the coronavirus situation is under control
- 10%: Not applicable: I do not go to crowded activities anyway
- 20%: Less than once a year
- 30%: Once a year
- 40%: Once a quarter
- 50%: Once a month
- 60%: Once a week
- 70%: More than once a week

Survey dates:
- August 11-18
- Sept 15-21
- Oct 5-13
- Nov 23-Dec 14
- Dec 15-Jan 6
How frequently are you now dining in at restaurants?

- More than once a week
- Once a week
- Once a month
- Once a year
- Less than 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)? Select all that apply.

- Once I see/hear about others going
- When the rate of deaths/infections significantly decrease
- When a vaccine becomes widely available
- Forced social distancing
- Everyone wearing masks/gloves
- Never
- Don’t know or not sure
Which of the following shopping preferences are now important to you?

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

August 11-18:
- Curbside pick: 16.9%
- Same-day delivery: 16.3%
- Browsing and buying in a physical store: 14.2%
- None of the above: 17.1%

Sept 15-21:
- Curbside pick: 16.9%
- Same-day delivery: 16.3%
- Browsing and buying in a physical store: 14.2%
- None of the above: 17.1%

Oct 5-13:
- Curbside pick: 34.5%
- Same-day delivery: 33.0%
- Browsing and buying in a physical store: 35.6%
- None of the above: 32.8%

Nov 23-Dec 14:
- Curbside pick: 40.8%
- Same-day delivery: 40.0%
- Browsing and buying in a physical store: 45.0%
- None of the above: 45.0%

Dec 15-Jan 6:
- Curbside pick: 42.4%
- Same-day delivery: 35.6%
- Browsing and buying in a physical store: 35.6%
- None of the above: 35.6%
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.

- Friends and family already traveling
- All staff wear masks/gloves
- All passengers wear masks/gloves
- Reduced occupancy on flights/trains
- Temperature checks before boarding
- Cleaning between usage
- None of the above

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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?

- More than once a week: 37.7%, 38.7%, 35.7%, 35.8%, 34.7%, 35.6%
- Once a week: 31.9%, 28.8%, 32.8%, 31.7%, 34.1%, 30.9%
- Once a month: 20.1%, 16.7%, 16.3%, 17.8%, 17.7%, 20.1%
- Once a quarter: 15.5%, 7.1%, 2.1%, 4.1%, 6.4%, 3.9%
- Once a year: 10.2%, 4.5%, 6.0%, 7.0%, 6.4%, 6.5%
- Less than once a year: 4.5%, 2.1%, 2.2%, 1.4%, 1.1%, 1.8%
- Never: 0%, 5%, 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%
TRAVEL & TRANSPORTATION

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

More than once a week
- August 11-18: 42.6%
- Sept 15-21: 33.7%
- Oct 5-13: 31.5%
- Nov 23-Dec 14: 37.7%
- Dec 15-Jan 6: 38.0%

Once a week
- August 11-18: 16.9%
- Sept 15-21: 17.7%
- Oct 5-13: 15.8%
- Nov 23-Dec 14: 16.4%
- Dec 15-Jan 6: 13.9%

Once a month
- August 11-18: 8.4%
- Sept 15-21: 9.5%
- Oct 5-13: 11.6%
- Nov 23-Dec 14: 9.6%
- Dec 15-Jan 6: 9.8%

Once a quarter
- August 11-18: 3.0%
- Sept 15-21: 4.3%
- Oct 5-13: 3.3%
- Nov 23-Dec 14: 3.5%
- Dec 15-Jan 6: 3.5%

Once a year
- August 11-18: 1.3%
- Sept 15-21: 1.7%
- Oct 5-13: 1.6%
- Nov 23-Dec 14: 1.2%
- Dec 15-Jan 6: 1.1%

Less than once a year
- August 11-18: 0.7%
- Sept 15-21: 1.1%
- Oct 5-13: 0.8%
- Nov 23-Dec 14: 0.9%
- Dec 15-Jan 6: 0.9%

Never
- August 11-18: 0%
- Sept 15-21: 5%
- Oct 5-13: 10%
- Nov 23-Dec 14: 15%
- Dec 15-Jan 6: 20%

Not applicable: I do not stay at large hotel chains anyway
- August 11-18: 9.0%
- Sept 15-21: 10.8%
- Oct 5-13: 12.4%
- Nov 23-Dec 14: 9.8%
- Dec 15-Jan 6: 10.6%

Not staying at a large hotel chain at all, until the coronavirus situation is under control
- August 11-18: 8.7%
- Sept 15-21: 9.4%
- Oct 5-13: 11.6%
- Nov 23-Dec 14: 9.1%
- Dec 15-Jan 6: 10.1%

More than once a week
- August 11-18: 42.6%
- Sept 15-21: 33.7%
- Oct 5-13: 31.5%
- Nov 23-Dec 14: 37.7%
- Dec 15-Jan 6: 38.0%
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
- Never
- Not applicable: I do not travel on airplanes or trains anyway

August 11-18
- 48.2%
- 20.9%
- 7.5%
- 6.6%
- 2.2%
- 0.4%

Sept 15-21
- 34.8%
- 22.5%
- 9.2%
- 5.0%
- 1.4%
- 0.1%

Oct 5-13
- 22.5%
- 13.2%
- 6.0%
- 3.2%
- 1.6%
- 0.1%

Nov 23-Dec 14
- 12.7%
- 20.2%
- 7.2%
- 2.4%
- 1.0%
- 0.1%

Dec 15-Jan 6
- 8.2%
- 14.2%
- 41.4%
- 17.1%
- 6.2%
- 0.1%

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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
- 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?

- 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

August 11-18
- 1.4%
- 40.5%
- 8.9%
- 12.8%
- 11.1%
- 7.0%

Sept 15-21
- 1.4%
- 2.2%
- 11.8%
- 9.6%
- 6.3%
- 7.2%

Oct 5-13
- 12.7%
- 11.3%
- 13.0%
- 8.5%
- 7.1%

Nov 23-Dec 14
- 29.5%
- 2.6%
- 2.6%
- 2.6%
- 11.3%
- 13.0%

Dec 15-Jan 6
- 36.5%
- 2.1%
- 2.2%
- 1.2%
- 10.4%
- 10.6%

0% 5% 10% 15% 20% 25% 30% 35% 40% 45%

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TRAVEL & TRANSPORTATION

How frequently are you now traveling internationally?

- 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 internationally at all, until the coronavirus situation is under control
- Not applicable: I do not travel internationally anyway
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
- Nov 23-Dec 14: 4.5%
- Dec 15-Jan 6: 3.5%

Spring (March - May), 2021
- Nov 23-Dec 14: 20.0%
- Dec 15-Jan 6: 17.5%

Summer (June - August), 2021
- Nov 23-Dec 14: 35.8%
- Dec 15-Jan 6: 36.1%

Fall (September - October), 2021 or later
- Nov 23-Dec 14: 39.6%
- Dec 15-Jan 6: 42.9%
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% (Nov 23-Dec 14) 4.9% (Dec 15-Jan 6)
- Spring (March - May), 2021: 18.6% (Nov 23-Dec 14) 17.1% (Dec 15-Jan 6)
- Summer (June - August), 2021: 30.7% (Nov 23-Dec 14) 30.5% (Dec 15-Jan 6)
- Fall (September - October), 2021 or later: 45.0% (Nov 23-Dec 14) 47.4% (Dec 15-Jan 6)
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)

![Graph showing changes in opinion over time]
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**

March 22-29
- Much more opposed: 21.9%
- Moderately more opposed: 16.5%
- Mildly more opposed: 18.9%
- Stayed the same: 20.2%
- Much more supportive: 20.2%
- Moderately more supportive: 23.0%
- Mildly more supportive: 25.0%

April 20-26
- Much more opposed: 22.1%
- Moderately more opposed: 19.3%
- Mildly more opposed: 14.3%
- Stayed the same: 21.5%
- Much more supportive: 19.3%
- Moderately more supportive: 23.0%
- Mildly more supportive: 25.0%

May 11-18
- Much more opposed: 21.5%
- Moderately more opposed: 17.2%
- Mildly more opposed: 13.9%
- Stayed the same: 23.4%
- Much more supportive: 13.9%
- Moderately more supportive: 17.2%
- Mildly more supportive: 21.5%

June 8-14
- Much more opposed: 24.4%
- Moderately more opposed: 19.3%
- Mildly more opposed: 14.3%
- Stayed the same: 24.4%
- Much more supportive: 13.9%
- Moderately more supportive: 17.2%
- Mildly more supportive: 21.5%

June 29-July 6
- Much more opposed: 23.4%
- Moderately more opposed: 17.8%
- Mildly more opposed: 14.5%
- Stayed the same: 23.4%
- Much more supportive: 13.9%
- Moderately more supportive: 17.2%
- Mildly more supportive: 21.5%

July 22-28
- Much more opposed: 22.6%
- Moderately more opposed: 17.0%
- Mildly more opposed: 13.6%
- Stayed the same: 22.6%
- Much more supportive: 13.9%
- Moderately more supportive: 17.2%
- Mildly more supportive: 21.5%

August 11-18
- Much more opposed: 22.3%
- Moderately more opposed: 16.8%
- Mildly more opposed: 13.5%
- Stayed the same: 22.3%
- Much more supportive: 13.9%
- Moderately more supportive: 17.2%
- Mildly more supportive: 21.5%

Sept 15-21
- Much more opposed: 22.8%
- Moderately more opposed: 14.9%
- Mildly more opposed: 13.5%
- Stayed the same: 22.8%
- Much more supportive: 13.9%
- Moderately more supportive: 17.2%
- Mildly more supportive: 21.5%

Oct 5-13
- Much more opposed: 22.3%
- Moderately more opposed: 17.7%
- Mildly more opposed: 16.7%
- Stayed the same: 22.3%
- Much more supportive: 13.9%
- Moderately more supportive: 17.2%
- Mildly more supportive: 21.5%

Nov 23-Dec 14
- Much more opposed: 22.3%
- Moderately more opposed: 17.7%
- Mildly more opposed: 16.7%
- Stayed the same: 22.3%
- Much more supportive: 13.9%
- Moderately more supportive: 17.2%
- Mildly more supportive: 21.5%

Dec 15-Jan 6
- Much more opposed: 22.3%
- Moderately more opposed: 17.7%
- Mildly more opposed: 16.7%
- Stayed the same: 22.3%
- Much more supportive: 13.9%
- Moderately more supportive: 17.2%
- Mildly more supportive: 21.5%

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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?

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<table>
<thead>
<tr>
<th>Date</th>
<th>Much less likely to purchase</th>
<th>Moderately less likely</th>
<th>Unchanged in likelihood</th>
<th>Slightly less likely</th>
<th>Moderately more likely</th>
<th>Much more likely</th>
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<tr>
<td>June 29-July 6</td>
<td>3.9%</td>
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<td>17.9%</td>
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<td>15.4%</td>
<td>6.3%</td>
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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.

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