THE RACE TO KEEP UP WITH A NEW REALITY

WILL LIFE REBOUND WITH VACCINES AROUND?

Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 12 February 2021
As of publishing, 65,000,000 doses of the coronavirus vaccine have now been administered. So, consumers are ready to rush right back into stores and hop on a plane, right?

Not so fast. The number of American adult consumers who now indicate they believe it could be more than a year before life goes back to normal increased by five percentage points from January to February.

What does that look like in terms of numbers? Nearly 39% now believe it could be a year or longer and nearly 11% believe life will never return to normal.

This doesn’t mean we’re stuck at home forever. In February, the number of consumers who are under strict stay-at-home orders plummeted by 10 percentage points. It does mean, however, that we’re sticking closer to home. 60% of consumers now believe travel won’t resume until September 2021 at the earliest. Compare that to only 43% last month.

So, how do you respond to these wildly shifting tides as a marketer? How do you speak to a consumer who, last month, may have been planning a summer vacation, and now, is wondering whether they’ll spend another holiday season alone?

The reality is, access to the freshest, most relevant data has never been more critical. You need to adjust your messaging in real time in order to form stronger, more meaningful, human connections with your customers.

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 COVID-19 and recent 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 February 2 and February 16, 2021 and scaled to 200 million U.S. consumers.
1. Some are losing confidence in when we’ll return to “normal”
   - 38.6% of Americans believe it will be more than a year, +3.8
   - 10.7% believe it will never happen, +1.3
2. Consumer perception of pandemic restrictions is loosening across the U.S.
   - 18.1% of Americans report “many restrictions” in their state, -10
3. Likelihood to get a vaccine is spiking
   - Those who are “completely likely” to get a vaccine +12.2
   - Those who are “not at all likely” -3
4. Americans will line up for the vaccine sooner
   - Of those likely to get a vaccine, 31.6% will within 1 week of availability, +11
5. Financial situations are improving
   - 19% are struggling to pay for necessities, -4.4
   - 31.3% are living comfortably, +3.6
   - 22.4% are “not at all worried” about their finances, +3.9
6. Vaccines are the main precaution consumers want in place to feel comfortable with in-store shopping, but they still require social distancing and masks for crowded activities
7. Consumers are itching to shop in-store
   - 49% state in-store browsing/buying as their top shopping preference, +4
   - Curb-side pick-up and same-day delivery are -5 and -3.7, respectively
8. A changing administration brought with it a sharp rise in trust of Federal Government, as well as its ability to address crisis
9. Opinion of President Joe Biden’s handling of the pandemic, has improved
10. Those who believe Facebook has a responsibility to identify and suppress false news to a large extent has decreased slightly; perhaps representing a post-campaign season slide
### CORONAVIRUS SITUATION

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

<table>
<thead>
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<th>Time Period</th>
<th>1 month or less</th>
<th>2 to 3 months</th>
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<th>7 to 12 months</th>
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<td>Sept 15-21</td>
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<td>Oct 5-13</td>
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<tr>
<td>Feb 2-16</td>
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<td>10.7%</td>
<td>10.5%</td>
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</tbody>
</table>

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
CORONAVIRUS SITUATION

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

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
CORONAVIRUS SITUATION

Overall, to what extent are you concerned about the economic-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

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
CORONAVIRUS SITUATION

[Of those who are employed part- or full-time] Which of the following best describes your remote 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, and I plan to work from home on all or most days

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
CORONAVIRUS SITUATION

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)

June 29-July 6: 72.3% No restrictions, 19.6% Some restrictions, 8.1% Many restrictions
July 22-28: 67.4% No restrictions, 23.9% Some restrictions, 8.6% Many restrictions
August 11-18: 71.2% No restrictions, 16.7% Some restrictions, 12.1% Many restrictions
Sept 15-21: 69.9% No restrictions, 16.7% Some restrictions, 13.4% Many restrictions
Oct 5-13: 69.4% No restrictions, 16.9% Some restrictions, 13.8% Many restrictions
Nov 23-Dec 14: 58.3% No restrictions, 29.7% Some restrictions, 12.0% Many restrictions
Dec 15-Jan 6: 59.4% No restrictions, 28.2% Some restrictions, 12.5% Many restrictions
Feb 2-16: 67.5% No restrictions, 18.1% Some restrictions, 14.4% Many restrictions
When do you anticipate that a vaccine for the coronavirus will become available to the general public?

- January to March, 2021: 20.6%
- April to June, 2021: 36.4%
- July to September, 2021: 28.8%
- October, 2021 or later: 14.2%
How likely are you to take the coronavirus vaccine after it becomes available?

- Not at all likely: 20.3% (Nov 23-Dec 14), 17.3% (Dec 15-Jan 6), 10.7% (Feb 2-16)
- Slightly likely: 14.5% (Nov 23-Dec 14), 13.6% (Dec 15-Jan 6), 10.7% (Feb 2-16)
- Moderately likely: 19.7% (Nov 23-Dec 14), 18.2% (Dec 15-Jan 6), 14.6% (Feb 2-16)
- Very likely: 19.0% (Nov 23-Dec 14), 17.6% (Dec 15-Jan 6), 14.9% (Feb 2-16)
- Completely likely: 26.5% (Nov 23-Dec 14), 30.4% (Dec 15-Jan 6), 42.6% (Feb 2-16)

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
Of those willing to take the vaccine, how soon after the vaccine for the coronavirus becomes available will you want to take it?

- Within one week of its availability: 31.6%
- Within one month of its availability: 20.6%
- Within three months of its availability: 18.1%
- Within six months of its availability: 14.4%
- Within one year of its availability or later: 10.7%
- Never: 1.3%

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
When do you believe the U.S. economy will return to "normal" as it was before the coronavirus situation began?

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021

- Winter (November - February) 2020/2021: 3.5% Nov 23-Dec 14, 2.7% Dec 15-Jan 6, 2.2% Feb 2-16
- Spring (March - May) 2021: 13.3% Nov 23-Dec 14, 11.6% Dec 15-Jan 6, 6.6% Feb 2-16
- Summer (June - August) 2021: 26.9% Nov 23-Dec 14, 24.6% Dec 15-Jan 6, 17.2% Feb 2-16
- Fall (September - October) 2021 or later: 56.5% Nov 23-Dec 14, 61.0% Dec 15-Jan 6, 74.1% Feb 2-16
As a result of the coronavirus situation, how have you changed your financial habit of saving?

- **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**

**Graph:**
- August 11-18
- Sept 15-21
- Oct 5-13
- Nov 23-Dec 14
- Dec 15-Jan 6
- Feb 2-16

**Data:**
- August 11-18: 39.6%
- Sept 15-21: 44.7%
- Oct 5-13: 42.6%
- Nov 23-Dec 14: 44.9%
- Dec 15-Jan 6: 40.3%
- Feb 2-16: 45.9%

**Percentages:**
- Decrease to a large extent: 4.9%
- Decrease to a moderate extent: 4.5%
- Decrease to a small extent: 5.0%
- Remain about the same: 4.0%
- Increase to a small extent: 5.1%
- Increase to a moderate extent: 4.2%
- Increase to a large extent: 0%

**Percentage Breakdowns:**
- Increase to a small extent: 8.5%
- Increase to a moderate extent: 8.7%
- Increase to a large extent: 12.9%
- Decrease to a large extent: 9.4%
- Decrease to a moderate extent: 12.5%
- Decrease to a small extent: 15.1%
- Remain about the same: 16.0%

**Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021**
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

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
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

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
FINANCIAL

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

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
How likely are you to **apply for a new credit card** because of the coronavirus situation?

![Graph showing the likelihood of applying for a new credit card over time.](image-url)
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**?

<table>
<thead>
<tr>
<th>Date</th>
<th>Not at all likely</th>
<th>Slightly likely</th>
<th>Moderately likely</th>
<th>Very likely</th>
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<tr>
<td>July 22-28</td>
<td>33.5%</td>
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<td>15.7%</td>
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<td>Aug 11-18</td>
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<td>Dec 15-Jan 6</td>
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<tr>
<td>Feb 2-16</td>
<td>28.2%</td>
<td>19.2%</td>
<td>24.5%</td>
<td>16.7%</td>
<td>11.4%</td>
</tr>
</tbody>
</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

**Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021**
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 = 12.6%
- Very worried = 11.2%
- Extremely worried = 10.2%

Sept 15-21: Not at all worried = 18.9%
- Slightly worried = 12.3%
- Moderately worried = 12.3%
- Very worried = 11.6%
- Extremely worried = 10.2%

Oct 5-13: Not at all worried = 18.1%
- Slightly worried = 12.6%
- Moderately worried = 11.8%
- Very worried = 11.8%
- Extremely worried = 10.2%

Nov 23-Dec 14: Not at all worried = 19.2%
- Slightly worried = 12.9%
- Moderately worried = 12.4%
- Very worried = 12.4%
- Extremely worried = 10.2%

Dec 15-Jan 6: Not at all worried = 18.5%
- Slightly worried = 12.2%
- Moderately worried = 11.7%
- Very worried = 11.7%
- Extremely worried = 10.2%

Feb 2-16: Not at all worried = 22.4%
- Slightly worried = 11.4%
- Moderately worried = 10.2%
- Very worried = 10.2%
- Extremely worried = 10.2%
What is the current quality of the United States economy?

![Graph showing the current quality of the United States economy from August 11-18 to Feb 2-16. The graph uses colors to represent Very poor, Poor, Fair, Good, and Excellent.]

- Very poor: Red
- Poor: Green
- Fair: Orange
- Good: Blue
- Excellent: Pink

The percentages for each category vary over time, with some notable points:

- August 11-18: Very poor = 8.6%, Poor = 16.5%
- Sept 15-21: Very poor = 11.3%
- Oct 5-13: Very poor = 11.3%, Poor = 15.7%
- Nov 23-Dec 14: Very poor = 10.0%
- Dec 15-Jan 6: Very poor = 8.2%
- Feb 2-16: Very poor = 1.5%
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?

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
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

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
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?
As a result of the coronavirus situation, to what extent has your likelihood to do **make a major purchase (e.g., an automobile)** changed?
Once shops open, which of these types of shopping do you believe you will go back to doing at physical stores, rather than online? Please select all that apply.

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

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
Which of the following would be required in order for you to return to shopping from stores once shops open? Select all that apply.
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 a vaccine becomes widely available
- Everyone wearing masks/gloves
- Don’t know or not sure
- When the rate of deaths/infections significantly decrease
- Forced social distancing
- Never

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
How frequently are you now **going to crowded activities** (e.g., movie theaters, concerts, sporting events)?
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 applicable: I do not dine in at restaurants anyway

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
To what extent does the **cost of shipping or delivery influence your decision** to shop in a physical store rather than online?
Which of the following **shopping preferences** are important to you?

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

August 11-18: Curbside pick 39.8%, Same-day delivery 16.9%, Browsing and buying in a physical store 33.0%, None of the above 0%

Sept 15-21: Curbside pick 41.0%, Same-day delivery 16.3%, Browsing and buying in a physical store 34.5%, None of the above 0%

Oct 5-13: Curbside pick 50.8%, Same-day delivery 14.2%, Browsing and buying in a physical store 35.6%, None of the above 0%

Nov 23-Dec 14: Curbside pick 48.1%, Same-day delivery 17.1%, Browsing and buying in a physical store 32.8%, None of the above 0%

Dec 15-Jan 6: Curbside pick 47.5%, Same-day delivery 15.1%, Browsing and buying in a physical store 35.6%, None of the above 0%

Feb 2-16: Curbside pick 49.1%, Same-day delivery 17.5%, Browsing and buying in a physical store 31.9%, None of the above 0%
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
- Reduced occupancy on flights/trains
- Temperature checks before boarding
- All passengers wear masks/gloves
- Cleaning between usage
- None of the above
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?

<table>
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<th>Date Range</th>
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<th>Once a year</th>
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<th>Once a week</th>
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Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
TRAVEL & TRANSPORTATION

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

- More than once a week
- Once a month
- Once a year
- Never
- Not applicable: I do not travel on airplanes or trains anyway

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
How frequently are you now staying at a large hotel chain?

- **August 11-18**
  - More than once a week: 42.6%
  - Once a week: 33.7%
  - Once a month: 31.5%
  - Once a year: 37.7%
  - Less than once a year: 0.7%
  - Never: 10.2%

- **Sept 15-21**
  - More than once a week: 16.9%
  - Once a week: 9.5%
  - Once a month: 10.8%
  - Once a year: 17.7%
  - Less than once a year: 1.1%
  - Never: 10.3%

- **Oct 5-13**
  - More than once a week: 15.8%
  - Once a week: 9.4%
  - Once a month: 11.6%
  - Once a year: 15.8%
  - Less than once a year: 1.7%
  - Never: 9.3%

- **Nov 23-Dec 14**
  - More than once a week: 16.4%
  - Once a week: 9.8%
  - Once a month: 12.5%
  - Once a year: 16.4%
  - Less than once a year: 3.5%
  - Never: 9.6%

- **Dec 15-Jan 6**
  - More than once a week: 13.9%
  - Once a week: 10.6%
  - Once a month: 10.1%
  - Once a year: 9.8%
  - Less than once a year: 1.0%
  - Never: 12.0%

- **Feb 2-16**
  - More than once a week: 17.2%
  - Once a week: 10.7%
  - Once a month: 10.2%
  - Once a year: 10.2%
  - Less than once a year: 3.8%
  - Never: 3.5%

---

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
How frequently are you now traveling within your state?

- More than once a week
- Once a week
- Once a month
- Once a year
- Never
- 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 year
- Less than once a year
- Once a quarter
- Never
- Not applicable: I do not travel to nearby states anyway

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
How frequently are you now traveling internationally?

- **More than once a week**: 1.3%
- **Once a week**: 3.3%
- **Once a month**: 0.8%
- **Once a quarter**: 1.3%
- **Once a year**: 3.0%
- **Never**: 5.0%
- **Not applicable: I do not travel internationally anyway**: 1.3%

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
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%, 3.5%, 3.5%
- Spring (March - May), 2021: 20.0%, 17.5%, 11.4%
- Summer (June - August), 2021: 35.8%, 36.1%, 25.3%
- Fall (September - October), 2021 or later: 39.6%, 42.9%, 59.9%

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
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
- 3.9% Feb 2-16

Spring (March - May), 2021
- 18.6% Nov 23-Dec 14
- 17.1% Dec 15-Jan 6
- 10.0% Feb 2-16

Summer (June - August), 2021
- 30.7% Nov 23-Dec 14
- 30.5% Dec 15-Jan 6
- 22.8% Feb 2-16

Fall (September - October), 2021 or later
- 45.0% Nov 23-Dec 14
- 47.4% Dec 15-Jan 6
- 63.2% Feb 2-16

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
Thinking about the coronavirus situation, how strongly do you agree or disagree that the federal government can be trusted?

![Graph showing the percentage of respondents agreeing or disagreeing with the trust in the federal government from March 22-29 to Feb 2-16.](image-url)
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?
Thinking about the coronavirus situation, how strongly do you agree or disagree that state and local government is effective in addressing a crisis?

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
As a result of the coronavirus situation, to what extent has your opinion of former President Trump become better or worse?
POLITICS

As a result of the coronavirus situation, to what extent has your opinion of President 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 public policies that expand existing social "safety net" program (e.g., food vouchers, rent subsidies) changed?

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Much more opposed</th>
<th>Moderately more opposed</th>
<th>Mildly more opposed</th>
<th>Stayed the same</th>
<th>Much more supportive</th>
<th>Moderately more supportive</th>
<th>Mildly more supportive</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 22-29</td>
<td>2.4%</td>
<td>3.6%</td>
<td>4.4%</td>
<td>4.8%</td>
<td>4.8%</td>
<td>3.7%</td>
<td>3.9%</td>
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<tr>
<td>April 20-26</td>
<td>3.1%</td>
<td>3.9%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.1%</td>
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<tr>
<td>May 11-18</td>
<td>3.1%</td>
<td>3.9%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.1%</td>
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<tr>
<td>June 8-14</td>
<td>2.9%</td>
<td>3.9%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.1%</td>
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<tr>
<td>June 29-July 6</td>
<td>3.1%</td>
<td>3.9%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.1%</td>
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<tr>
<td>July 22-28</td>
<td>2.9%</td>
<td>3.9%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.1%</td>
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<tr>
<td>August 11-18</td>
<td>2.9%</td>
<td>3.9%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.1%</td>
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<tr>
<td>Sept 15-21</td>
<td>2.9%</td>
<td>3.9%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.1%</td>
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<tr>
<td>Oct 5-13</td>
<td>2.9%</td>
<td>3.9%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.1%</td>
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<tr>
<td>Nov 23-Dec 14</td>
<td>2.9%</td>
<td>3.9%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Dec 15-Jan 6</td>
<td>2.9%</td>
<td>3.9%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.1%</td>
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<tr>
<td>Feb 2-16</td>
<td>2.9%</td>
<td>3.9%</td>
<td>4.5%</td>
<td>2.9%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward public policies that enhance unemployment coverage changed?
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?

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021
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?

Resonate COVID-19 and Emerging Trends Report, Wave 12, February 2021

June 29-July 6 31.4% 30.0% 30.9%
July 22-28 31.4% 30.0% 30.9%
August 11-18 20.6% 20.0% 28.6%
Sept 15-21 27.6% 28.6% 27.6%
Oct 5-13 27.6% 28.6% 27.6%
Nov 23-Dec 14 28.2% 28.6% 27.6%
Dec 15-Jan 6 24.6% 21.8% 28.2%
Feb 2-16 21.8% 28.6% 27.6%

Strongly disagree 31.4% 30.0% 30.9%
Disagree 19.5% 19.4% 20.6%
Mildly disagree 12.2% 10.2% 16.0%
Neither agree nor disagree 12.3% 14.4% 10.5%
Mildly agree 10.3% 11.3% 12.3%
Agree 7.1% 8.4% 9.1%
Strongly agree 3.5% 6.8% 5.4%
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 public policies on removing statues/symbols honoring people or topics from the past that offend others changed?
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.

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