IGNITE A NEW CONNECTION
Spark Deeper Relationships with Consumers Ready for a New Normal
Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 14, April 2021
INTRODUCTION

The data this month shows consumers getting their joie de vivre back. Maybe it’s the warm spring weather — or maybe it’s that 67.4% of Americans now believe they will be vaccinated against COVID-19 by June 2021.

As consumers see the light at the end of the tunnel, that data shows them returning to stores, restaurants, airplanes, and trains. And, ready or not, 44.5% of consumers indicate they’re eager to shop for clothing in person again...could this mean the end of the work-from-home sweatsuit?

So, with this energy and optimism in mind, how do you keep up with the consumer? How do you continue to target and tailor your strategy and messaging with a customer mindset that can do a 180 in a matter of months?

You need access to the freshest, most relevant data. You need the insights to adjust your approach in real time to form in-the-moment, 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.

These are the insights you need to inform marketing, CX, product development, and more, particularly when the creative you developed just two months ago could seem out of touch today.

That’s why Resonate’s 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 April 1 and April 14, 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?
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?
When do you believe the United States economy will return to "normal," as it was before the coronavirus situation began?

- Spring (March - May), 2021: 2.9%
- Summer (June - August), 2021: 11.7%
- Fall (September - October), 2021: 22.8%
- Winter (November - February), 2021 or later: 62.6%
Which of the following best describes your work situation?
Which of the following best describes your on-site or 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

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Should all public schools now be open across the country, allowing elementary and secondary students to once again attend classes in person as was the practice before the coronavirus situation?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>42.4%</td>
</tr>
<tr>
<td>No</td>
<td>32.7%</td>
</tr>
<tr>
<td>Don't know or not sure</td>
<td>25.0%</td>
</tr>
</tbody>
</table>
What do you believe is the primary reason why all public schools are not now open?

- Regulations imposed by federal government officials and agencies: 6.5%
- Regulations imposed by state or local government officials and agencies: 12.6%
- Resistance from teachers themselves: 7.3%
- Resistance from teachers unions (e.g., National Education Association): 13.0%
- Other: 2.9%
How likely are you to take the coronavirus vaccine after it becomes available to you?

- Nov 23-Dec 14: 26.5%
- Dec 15-Jan 6: 30.4%
- Feb 2-16: 42.6%
- Feb 22-Mar 10: 45.7%
- April 1-14: 54.6%

+106% completely likely to get the vaccine
How soon after the vaccine for the coronavirus becomes available will you want to take it?

- **Within one week of its availability**
  - Nov 23-Dec 14: 9.9%
  - Dec 15-Jan 6: 14.0%
  - Feb 2-16: 10.7%
  - Feb 22-Mar 10: 9.8%
  - April 1-14: 9.0%

- **Within one month of its availability**
  - Nov 23-Dec 14: 16.6%
  - Dec 15-Jan 6: 15.7%
  - Feb 2-16: 14.4%
  - Feb 22-Mar 10: 13.6%
  - April 1-14: 13.6%

- **Within three months of its availability**
  - Nov 23-Dec 14: 20.9%
  - Dec 15-Jan 6: 20.6%
  - Feb 2-16: 31.6%
  - Feb 22-Mar 10: 15.0%
  - April 1-14: 15.0%

- **Within six months of its availability**
  - Nov 23-Dec 14: 15.5%
  - Dec 15-Jan 6: 18.1%
  - Feb 2-16: 17.1%
  - Feb 22-Mar 10: 14.2%
  - April 1-14: 13.6%

- **Within one year of its availability or later**
  - Nov 23-Dec 14: 1.1%
  - Dec 15-Jan 6: 1.3%
  - Feb 2-16: 1.5%
  - Feb 22-Mar 10: 1.2%
  - April 1-14: 1.4%

- **Never**
  - Nov 23-Dec 14: 0.0%
  - Dec 15-Jan 6: 0.0%
  - Feb 2-16: 0.0%
  - Feb 22-Mar 10: 0.0%
  - April 1-14: 0.0%

The graph shows an increase in willingness to be vaccinated within one week of availability, with a peak of 39.3% in April 1-14, representing a +137% increase compared to Dec-April.
When do you think you would be most likely to get the coronavirus vaccine?

- January to March, 2021: 29.9%
- April to June, 2021: 37.5%
- July to September, 2021: 10.7%
- October, 2021 or later: 22.0%
What is the main reason for your lower likelihood of taking the vaccine even after it becomes available to you? Note: this question was asked of all respondents, regardless of their vaccine likelihood.

- Do not trust/support vaccines in general: 2.2%
- Do not trust/support the medical field: 1.1%
- Do not trust that existing COVID vaccines are safe: 7.5%
- Do not fully understand how COVID vaccines work: 0.6%
- Concern over possible side effects: 4.8%
- Want to wait and see how others respond: 3.6%
- Do not believe that I am likely to get sick: 1.5%
- Other/ Don't know: 1.5%
TRAVEL & TRANSPORTATION

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

+37% increase in people traveling quarterly, +25% increase monthly

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

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Friends and family already traveling</th>
<th>All staff wear masks/gloves</th>
<th>All passengers wear masks/gloves</th>
<th>Reduced occupancy on flights/trains</th>
<th>Temperature checks before boarding</th>
<th>Cleaning between usage</th>
<th>None of the above</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 11-18</td>
<td>12.6%</td>
<td>14.6%</td>
<td>20.1%</td>
<td>10.6%</td>
<td>14.8%</td>
<td>15.4%</td>
<td>11.9%</td>
</tr>
<tr>
<td>June 8-14</td>
<td>12.3%</td>
<td>14.6%</td>
<td>21.7%</td>
<td>16.9%</td>
<td>14.8%</td>
<td>15.4%</td>
<td>14.6%</td>
</tr>
<tr>
<td>June 29-July</td>
<td>12.3%</td>
<td>15.4%</td>
<td>23.3%</td>
<td>23.3%</td>
<td>14.8%</td>
<td>14.8%</td>
<td>12.5%</td>
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<td>July 22-28</td>
<td>12.5%</td>
<td>15.4%</td>
<td>25.4%</td>
<td>23.3%</td>
<td>14.8%</td>
<td>14.8%</td>
<td>12.5%</td>
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<tr>
<td>August 11-18</td>
<td>12.5%</td>
<td>15.4%</td>
<td>25.4%</td>
<td>23.3%</td>
<td>14.8%</td>
<td>14.8%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Sept 15-21</td>
<td>13.8%</td>
<td>14.8%</td>
<td>24.4%</td>
<td>23.3%</td>
<td>14.8%</td>
<td>14.8%</td>
<td>13.8%</td>
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<tr>
<td>Oct 5-13</td>
<td>13.8%</td>
<td>14.8%</td>
<td>23.7%</td>
<td>23.7%</td>
<td>14.8%</td>
<td>14.8%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Nov 23-Dec 14</td>
<td>13.1%</td>
<td>14.7%</td>
<td>23.7%</td>
<td>23.7%</td>
<td>14.8%</td>
<td>14.8%</td>
<td>13.1%</td>
</tr>
<tr>
<td>Dec 15-Jan 6</td>
<td>14.5%</td>
<td>14.7%</td>
<td>23.7%</td>
<td>22.4%</td>
<td>14.7%</td>
<td>14.8%</td>
<td>14.5%</td>
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<tr>
<td>Feb 2-16</td>
<td>14.5%</td>
<td>14.7%</td>
<td>23.7%</td>
<td>22.4%</td>
<td>14.7%</td>
<td>14.8%</td>
<td>14.5%</td>
</tr>
<tr>
<td>Feb 22-Mar 10</td>
<td>15.9%</td>
<td>14.7%</td>
<td>23.7%</td>
<td>22.4%</td>
<td>14.7%</td>
<td>14.8%</td>
<td>14.5%</td>
</tr>
<tr>
<td>April 1-14</td>
<td>15.9%</td>
<td>14.7%</td>
<td>23.7%</td>
<td>22.4%</td>
<td>14.7%</td>
<td>14.8%</td>
<td>14.5%</td>
</tr>
</tbody>
</table>
TRAVEL & TRANSPORTATION

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

August 11-18
- More than once a week: 42.6%
- Once a week: 16.9%
- Once a month: 8.7%
- Once a year: 9.5%
- Never: 4.3%
- Not applicable: 0.7%

Sept 15-21
- More than once a week: 33.7%
- Once a week: 17.7%
- Once a month: 9.4%
- Once a year: 11.6%
- Never: 1.3%
- Not applicable: 0.7%

Oct 5-13
- More than once a week: 31.5%
- Once a week: 15.8%
- Once a month: 11.6%
- Once a year: 12.5%
- Never: 4.3%
- Not applicable: 0.7%

Nov 23-Dec 14
- More than once a week: 37.7%
- Once a week: 16.4%
- Once a month: 9.4%
- Once a year: 11.6%
- Never: 1.6%
- Not applicable: 0.8%

Dec 15-Jan 6
- More than once a week: 38.0%
- Once a week: 13.9%
- Once a month: 9.6%
- Once a year: 10.3%
- Never: 1.2%
- Not applicable: 0.9%

Feb 2-16
- More than once a week: 36.0%
- Once a week: 17.2%
- Once a month: 9.8%
- Once a year: 12.0%
- Never: 1.0%
- Not applicable: 0.8%

Feb 22-Mar 10
- More than once a week: 34.4%
- Once a week: 15.0%
- Once a month: 10.1%
- Once a year: 10.3%
- Never: 1.0%
- Not applicable: 0.8%

April 1-14
- More than once a week: 30.9%
- Once a week: 14.4%
- Once a month: 10.4%
- Once a year: 10.0%
- Never: 1.3%
- Not applicable: 1.7%

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How frequently are you now traveling within your state?
TRAVEL & TRANSPORTATION

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

- **More than once a week**
- **Once a month**
- **Once a year**
- **Never**
- **Not applicable: I do not travel internationally anyway**

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How frequently are you now going to a theme park (e.g., Universal Studios, Disney World, Six Flags, etc.)?

- More than once a week: 1.5%
- Once a week: 2.1%
- Once a month: 3.5%
- Once a quarter: 4.1%
- Once a year: 11.2%
- Less than once a year: 27.7%
- Never: 49.9%
TRAVEL & TRANSPORTATION

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

- Spring (March - May), 2021: 10.3%
- Summer (June - August), 2021: 23.0%
- Fall (September - October), 2021: 26.3%
- Winter (November - February), 2021 or later: 40.5%

33.3% believe leisure travel activities will resume by August 2021.
TRAVEL & TRANSPORTATION

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

- Spring (March - May), 2021: 10.5%
- Summer (June - August), 2021: 18.8%
- Fall (September - October), 2021: 24.6%
- Winter (November - February), 2021 or later: 46.2%

46.2% believe business travel activities will not resume until Winter 2021 or later.
As a result of the coronavirus situation, how have you changed your financial habit of saving?
As a result of the coronavirus situation, how have you changed your financial habit of spending?
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?

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

How likely are you now to use contactless payments (e.g., “tap-and-go” credit cards, Apple Pay, Google Wallet) for purchases, because of the coronavirus situation?
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?
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

Graph showing financial situation over time.
To what extent are you worried about your own household’s financial situation?
What is the current quality of the United States economy?
Did you receive an economic stimulus relief payment from the IRS in 2021?

- Yes: 71.1%
- No: 25.2%
- Don’t know or not sure: 3.7%
FINANCIAL

What did (or will) you primarily do with that economic stimulus relief payment?

- Donate the money to charity: 0.9%
- Pay an auto loan or lease: 1.7%
- Pay credit card bills: 10.9%
- Pay for household items (e.g., food, clothing): 9.6%
- Pay for medical insurance or expenses: 1.9%
- Pay rent or a mortgage: 6.8%
- Pay utilities (e.g., electricity, gas): 6.4%
- Save the money (e.g., in a savings account at your bank): 20.5%
- Invest the money (e.g., in a mutual fund): 3.0%
- Splurge on something fun (e.g., entertainment, restaurant, travel): 2.3%
- Other: 5.1%
- Don’t know or not sure: 2.0%
As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed:

order groceries online
As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed:

- purchase a “luxury” product (e.g., fine jewelry, designer clothing)
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)
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
Which of the following would be **required in order for you to return to shopping** from stores once shops open?

- Reduce occupancy of shops
- All customers wearing masks/gloves
- Curbside pick-up
- Forced social distancing
- Knowledge of nightly disinfecting of stores
- Ability to pay without contact
- All staff wearing masks/gloves
- 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)?

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

- **-28%** in people who said they would not go to crowded activities

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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

+20% in people who are eating out more than once a week
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)? Please select all that apply.
Which of the following shopping preferences are now important to you?
To what extent does the cost of shipping or delivery influence your decision to shop in a physical store rather than online?
Now that stores and locations are open, which of the following types of activities or shopping will you now primarily do in a physical location, rather than online? Please select all that apply.

- Restaurants: 45.2%
- Electronics: 22.7%
- Grocers: 70.2%
- Clothing: 44.5%
- General merchandise (e.g., Walmart, Target, Costco): 57.4%
- Hardware/building supplies: 34.5%
- Bank: 31.8%
- Furniture stores: 21.1%
- Auto stores: 20.2%
- None of the above: 8.2%
Thinking about the coronavirus situation, how strongly do you agree or disagree that the federal government can be trusted?
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 the state and local government can be trusted?
POLITICS

Thinking about the coronavirus situation, how strongly do you agree or disagree that the state and local government is effective in addressing a crisis?

[Graph showing data points for different dates, with strong disagreement decreasing and strong agreement increasing over time.]

+3.0 pts
agree that the state and local government is effective in handling a crisis

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

As a result of the coronavirus situation, to what extent has your opinion of the following individuals become better or worse:

President Joe Biden

[Graph showing percentage changes in opinion from March 22 to April 1-14, with categories for much worse, worse, mildly worse, stayed the same, mildly better, better, much better.]

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As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward the following public policies changed: expanding existing social “safety net” program (e.g., food vouchers, rent subsidies)
As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward the following public policies changed: **enhancing unemployment coverage**

5.4 pts decline in support for enhancing unemployment coverage as a result of COVID
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

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

[Graph showing percentage changes over time]
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

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

June 29 - July 6
July 22 - 28
August 11 - 18
Sept 15 - 21
Oct 5 - 13
Nov 23 - Dec 14
Dec 15 - Jan 6
Feb 2 - 16
Feb 22 - March 10
April 1 - 14

41.6% 41.6% 38.5% 38.1% 37.7% 39.1% 38.0% 39.6% 39.7% 38.4%
INSIGHTS FOR TODAY & TOMORROW

Driving revenue and growth requires engaging new and existing customers as they navigate massive changes in their ecosystem. Leverage fresh, AI-driven data and continuously updated insights to drive better decisions based on shifting consumer sentiment. Experience the power of the Ignite Platform.

THE ONLY INTELLIGENCE SOLUTION YOU’LL NEED

Our Ignite 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 AI-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.

See it in Action