

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.**

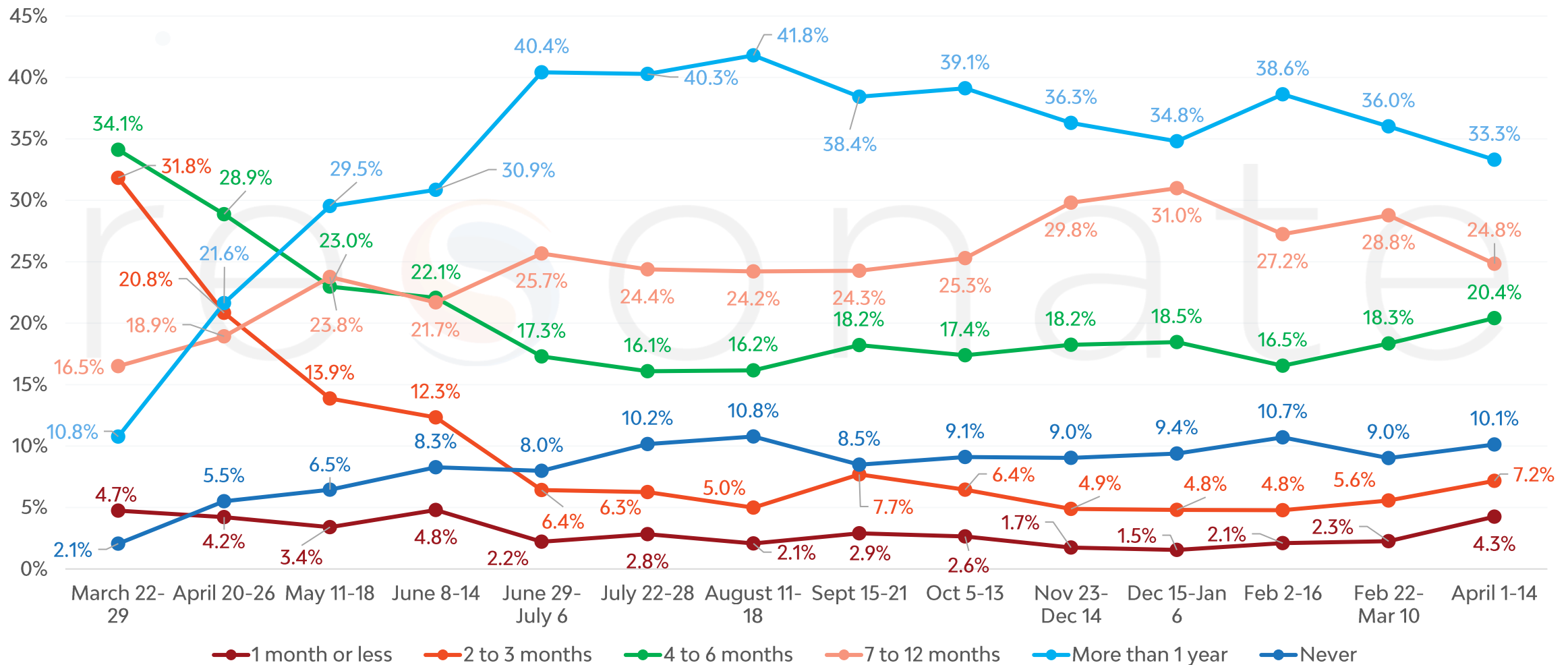


See it in Action

GENERAL

+87% believe life will return to normal within 1 month

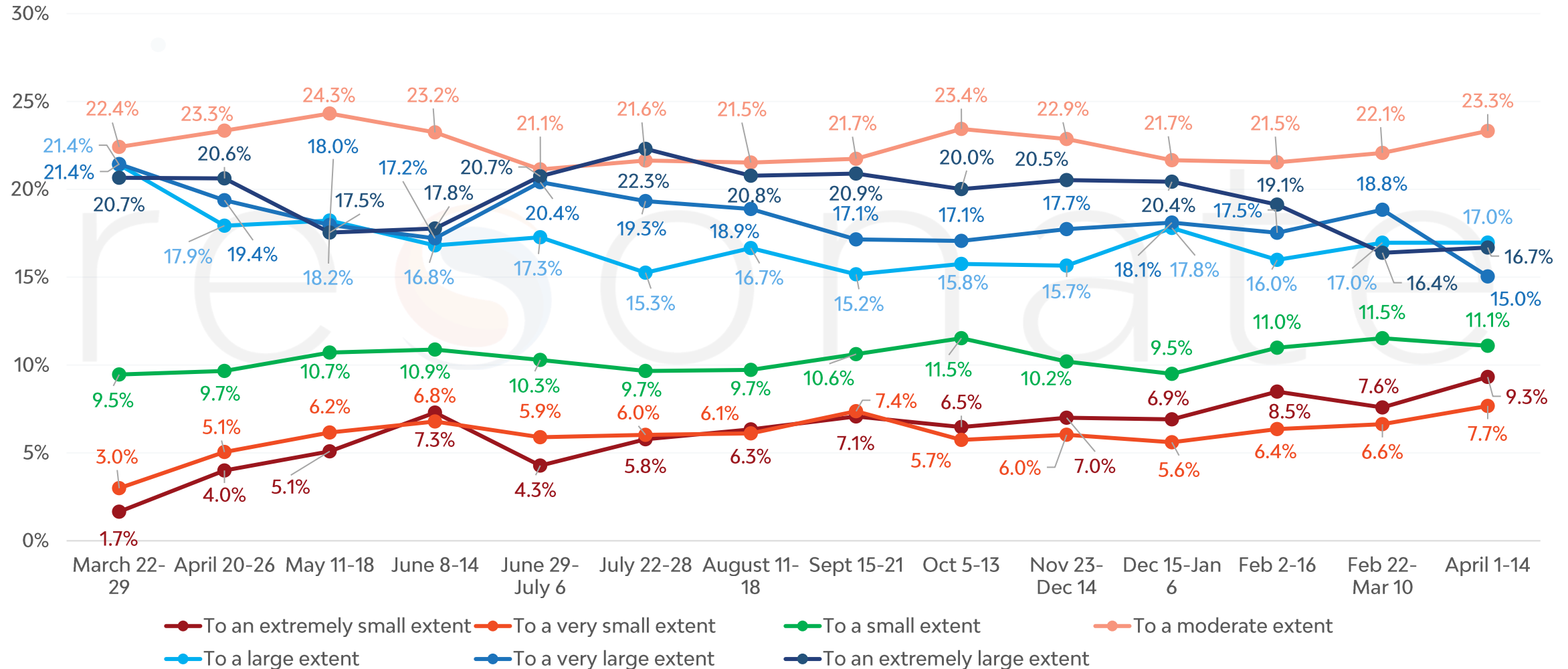
Thinking about the coronavirus situation, how soon do you believe that your **life will largely return to normal**?



GENERAL

-12% from Feb-Apr in those extremely concerned about health consequences

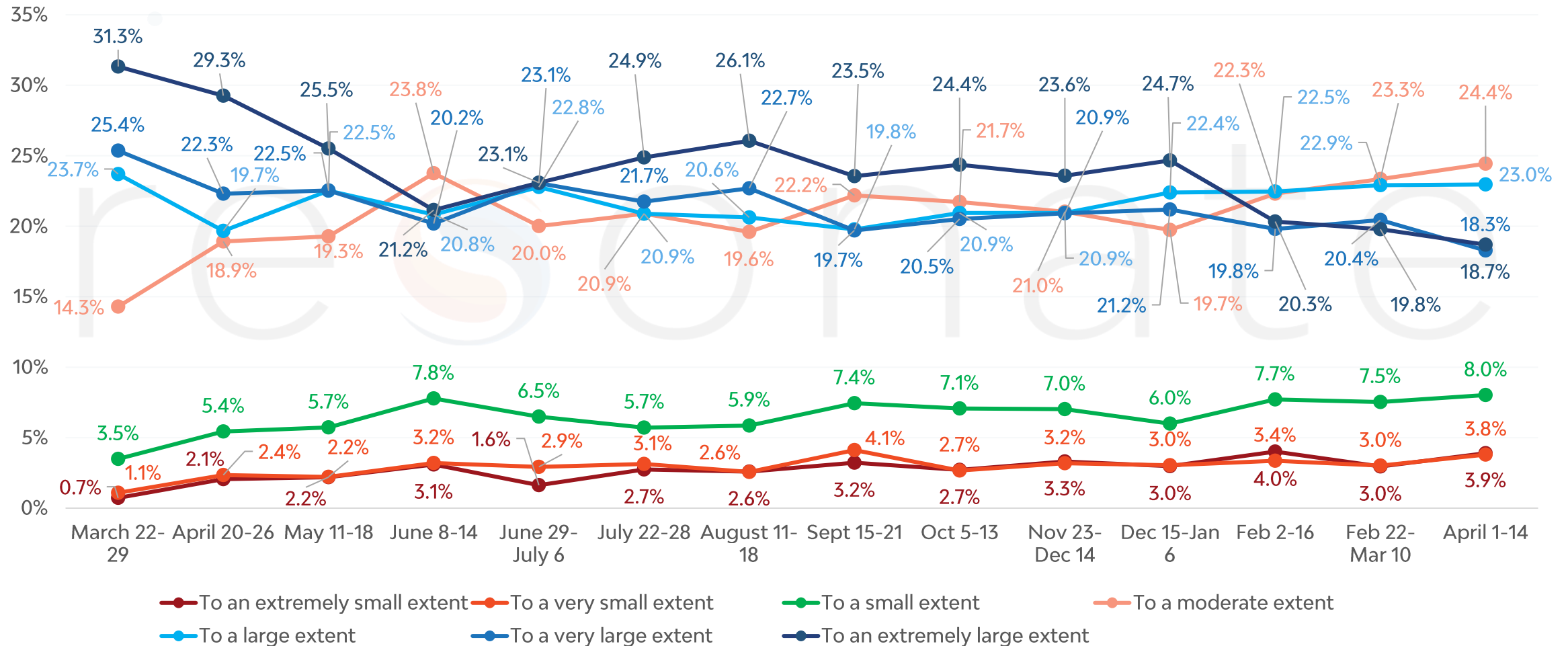
Overall, to what extent are you concerned about the **health-related consequences** of the coronavirus situation?



GENERAL

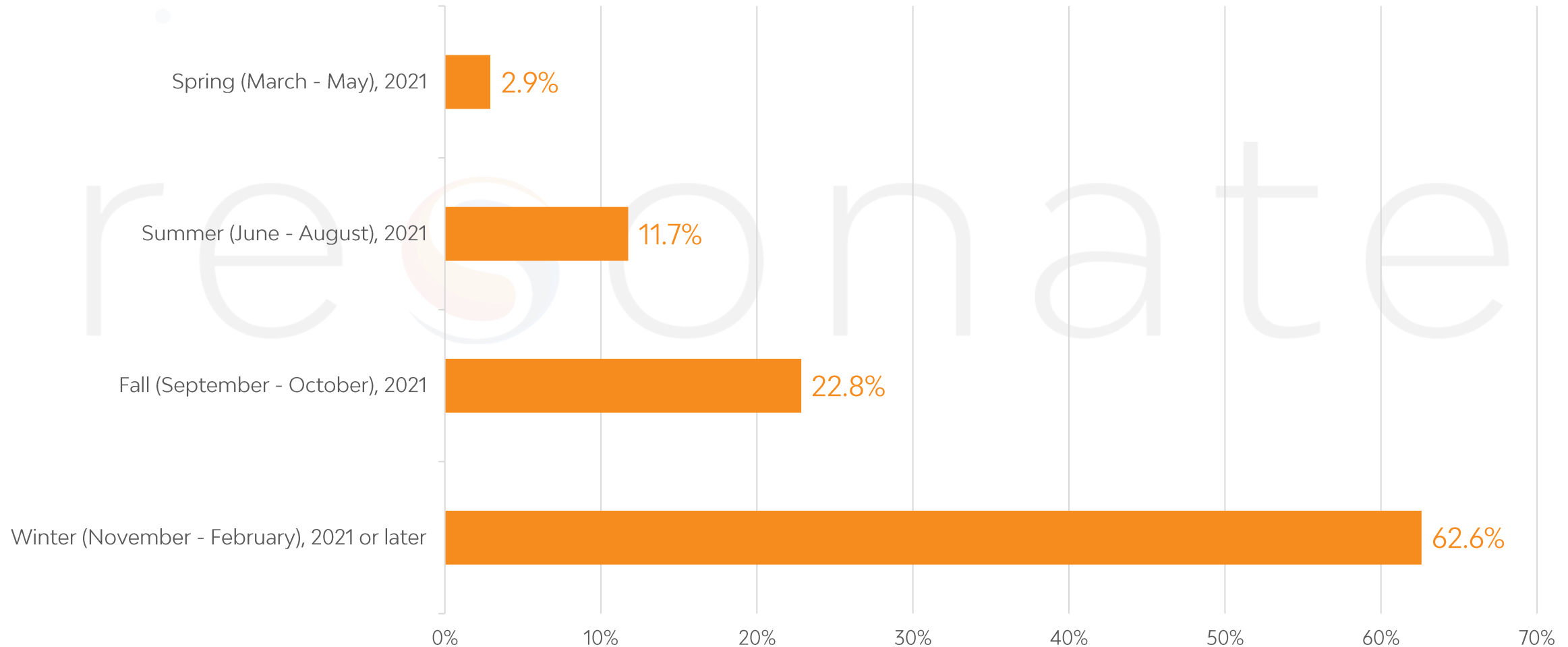
-24% who are extremely concerned about the economy since January 2021

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



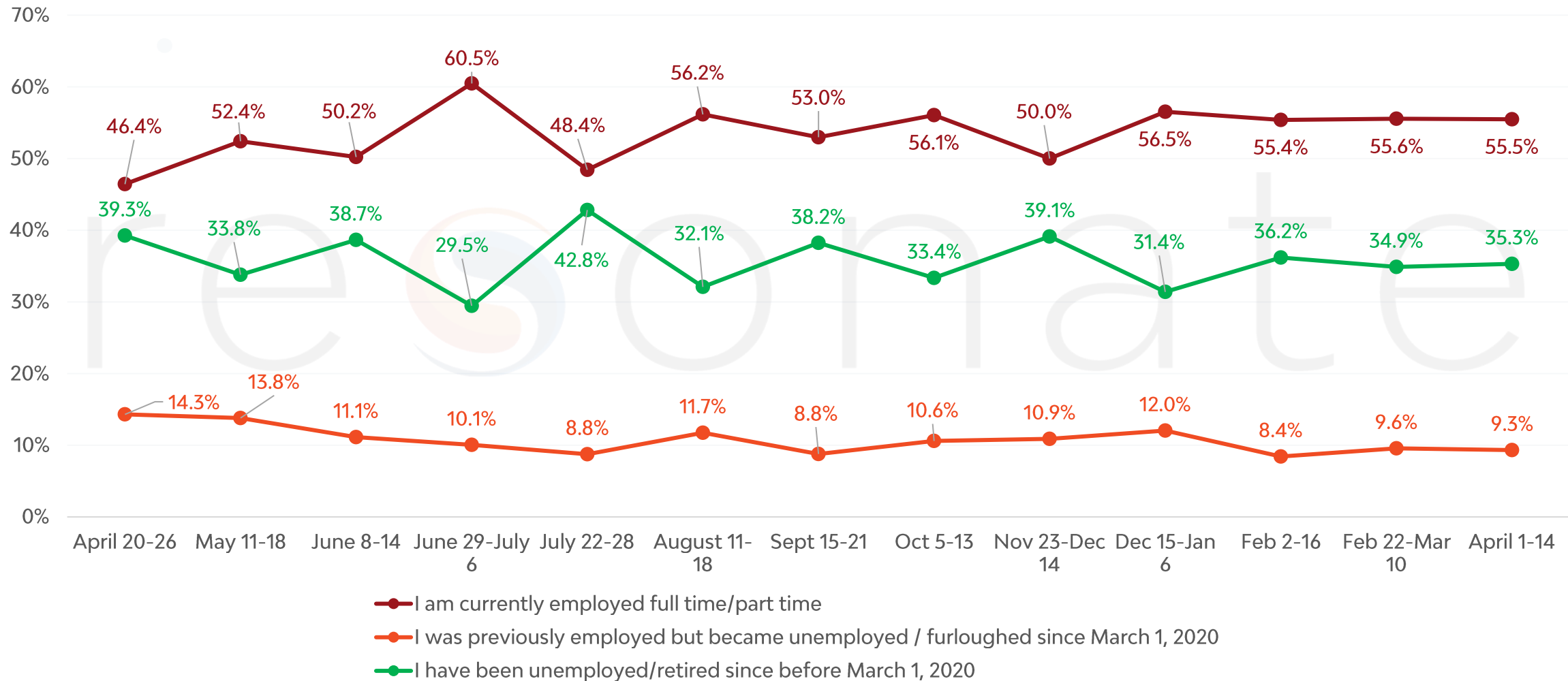
37.5% believe the economy could be back to normal by October

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



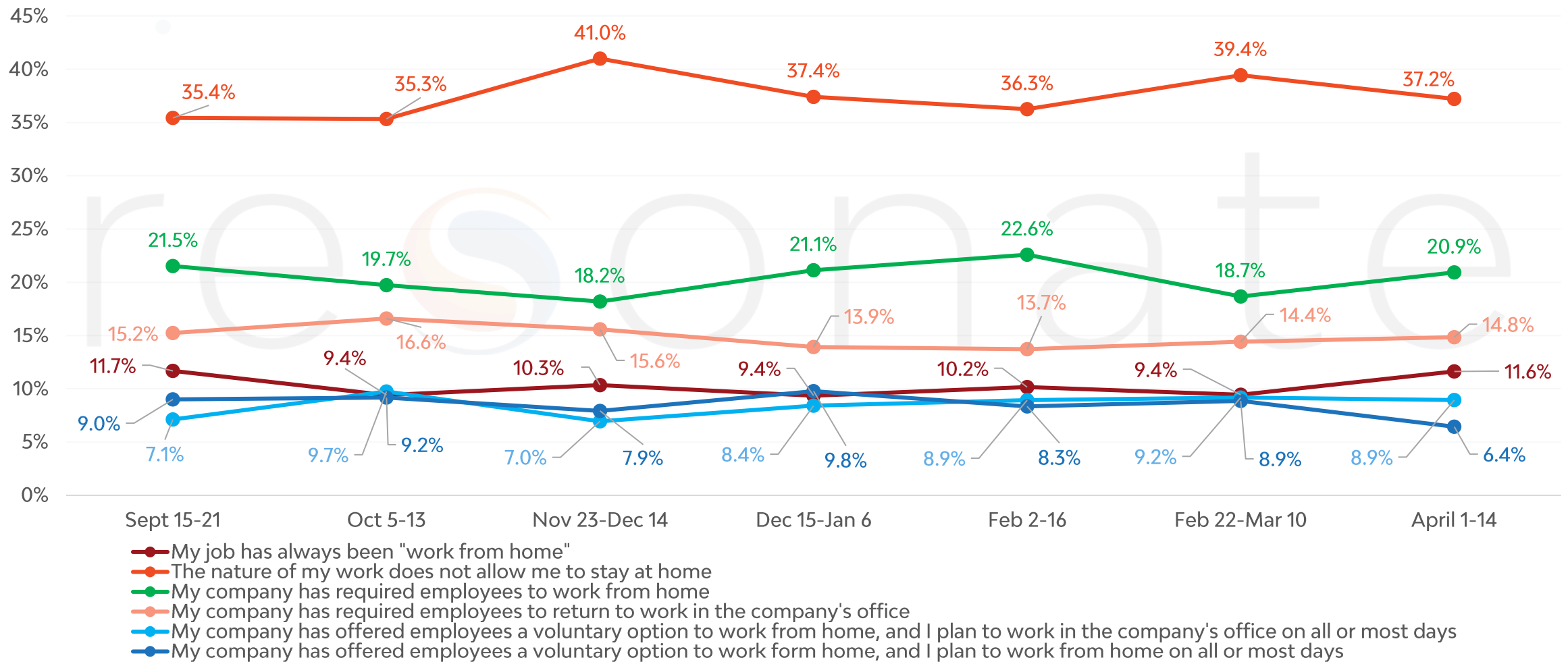
GENERAL

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



GENERAL

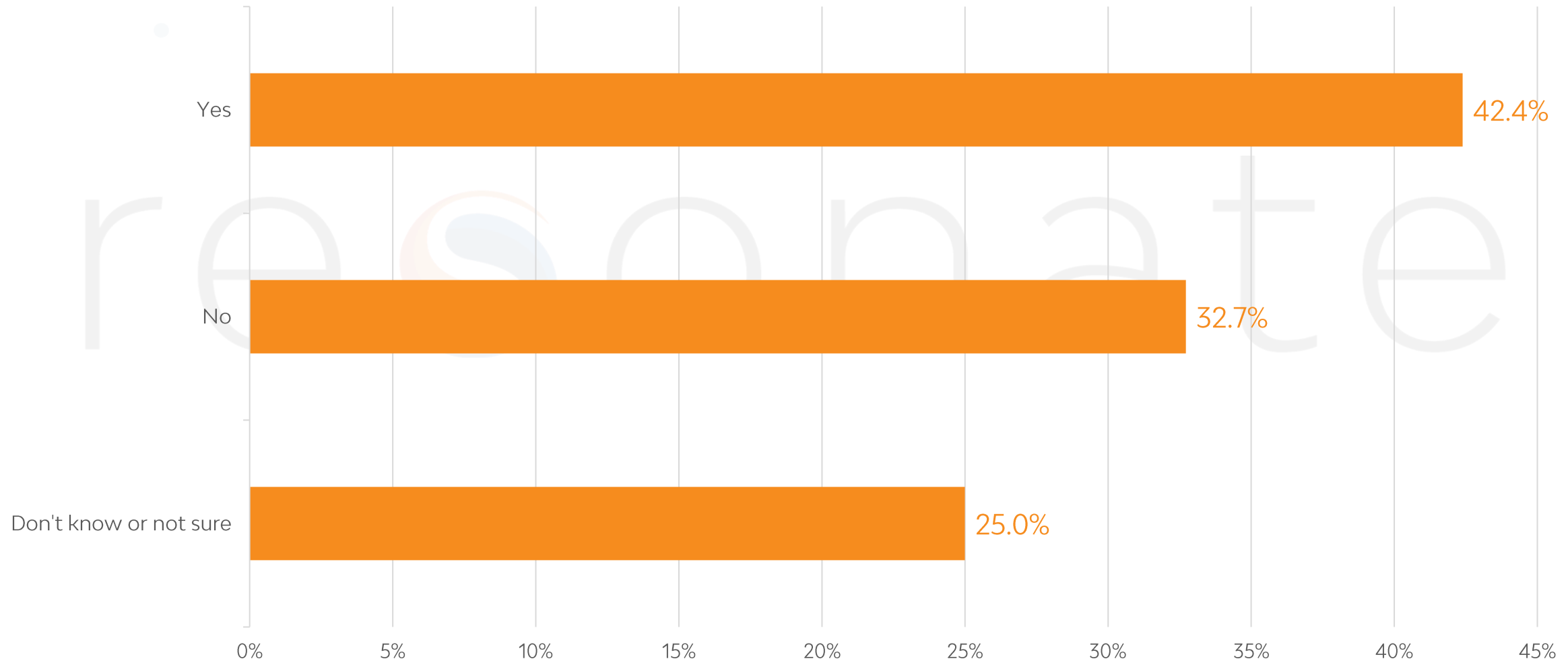
Which of the following best describes your **on-site or remote work situation**?



GENERAL

42.4% believe public schools should be open for students

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?

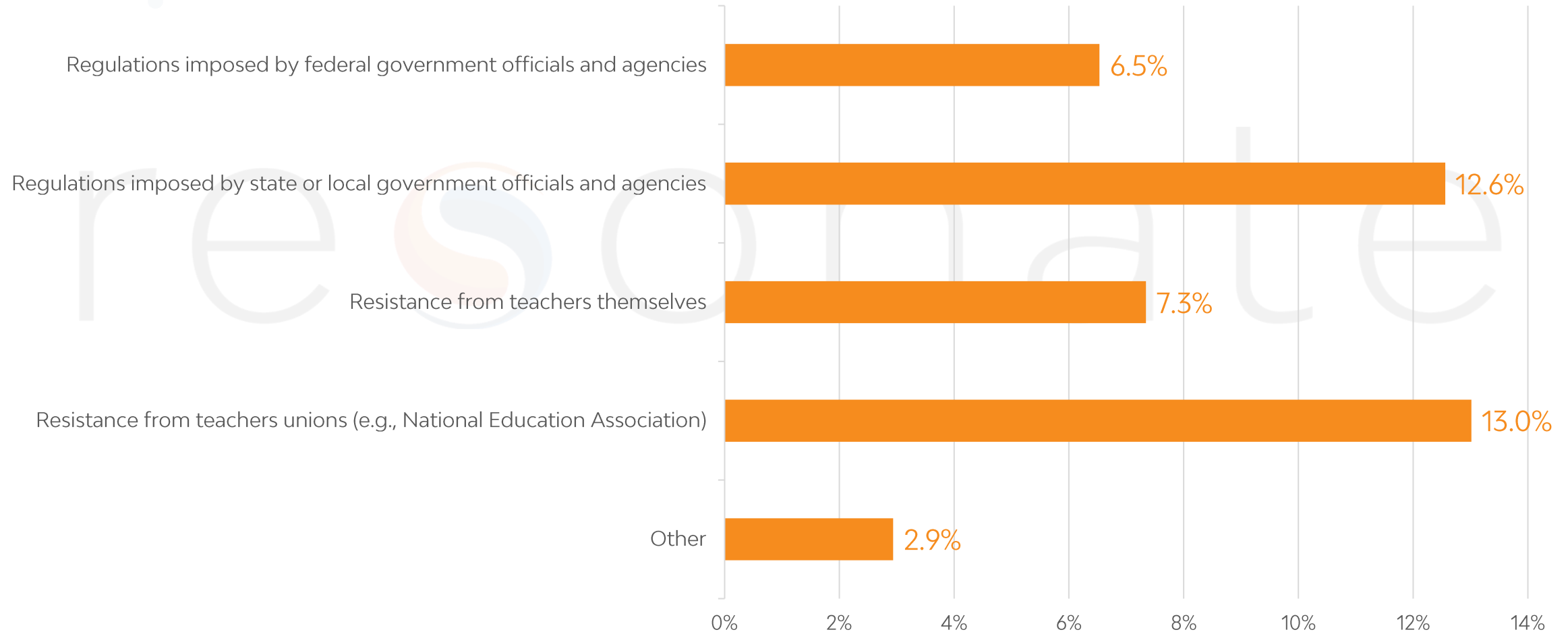


GENERAL

19.1%

believe regulations are keeping public schools closed

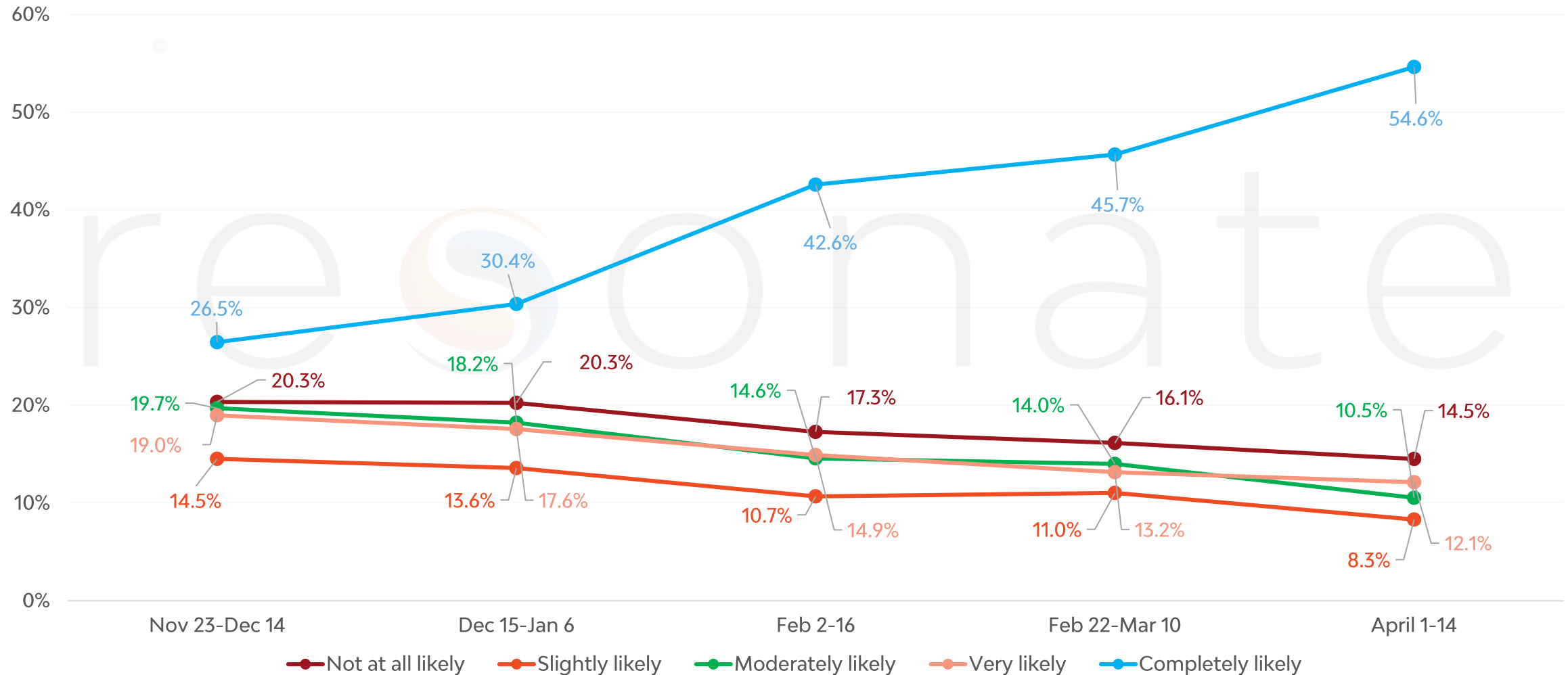
What do you believe is the primary reason why all public schools are not now open?



VACCINE

+106% completely likely to get the vaccine

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

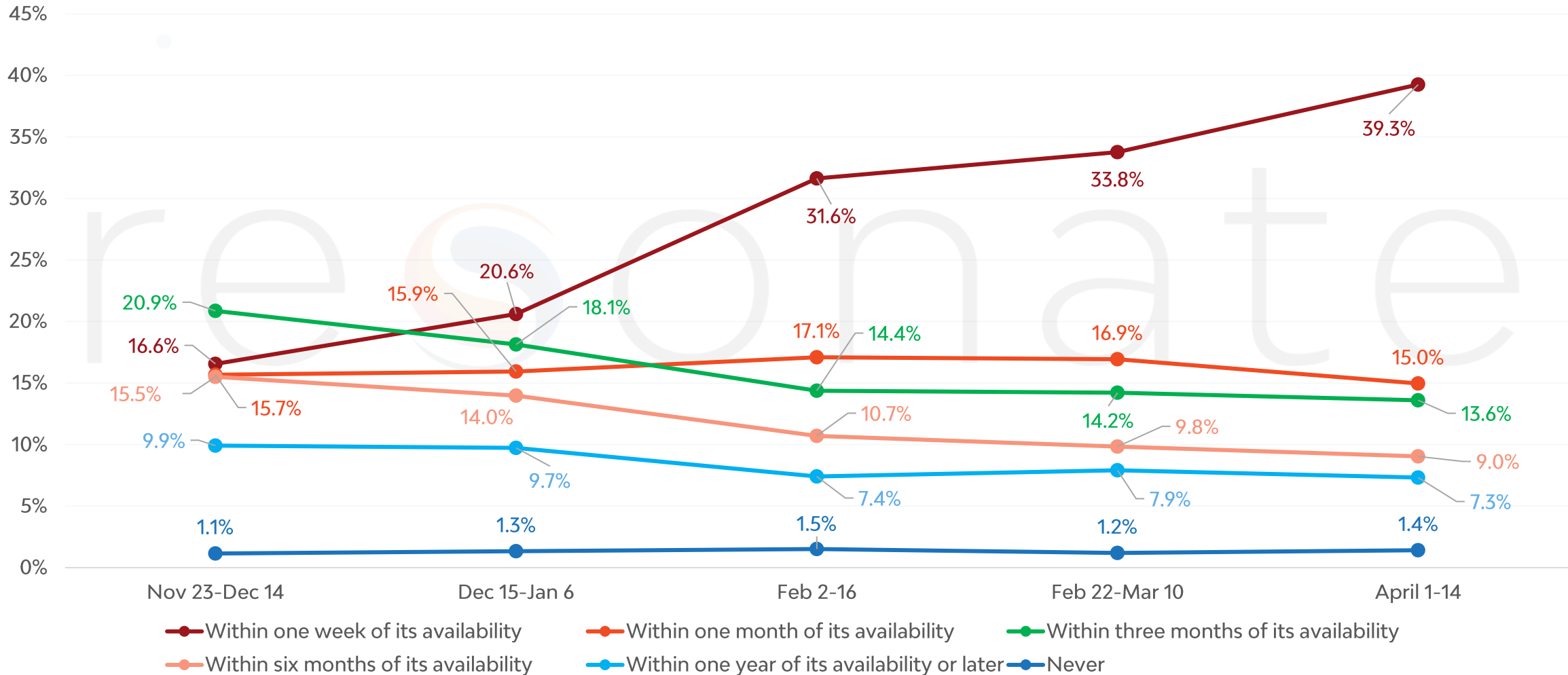


VACCINE

+137%

in willingness to be vaccinated within one week of availability Dec-April

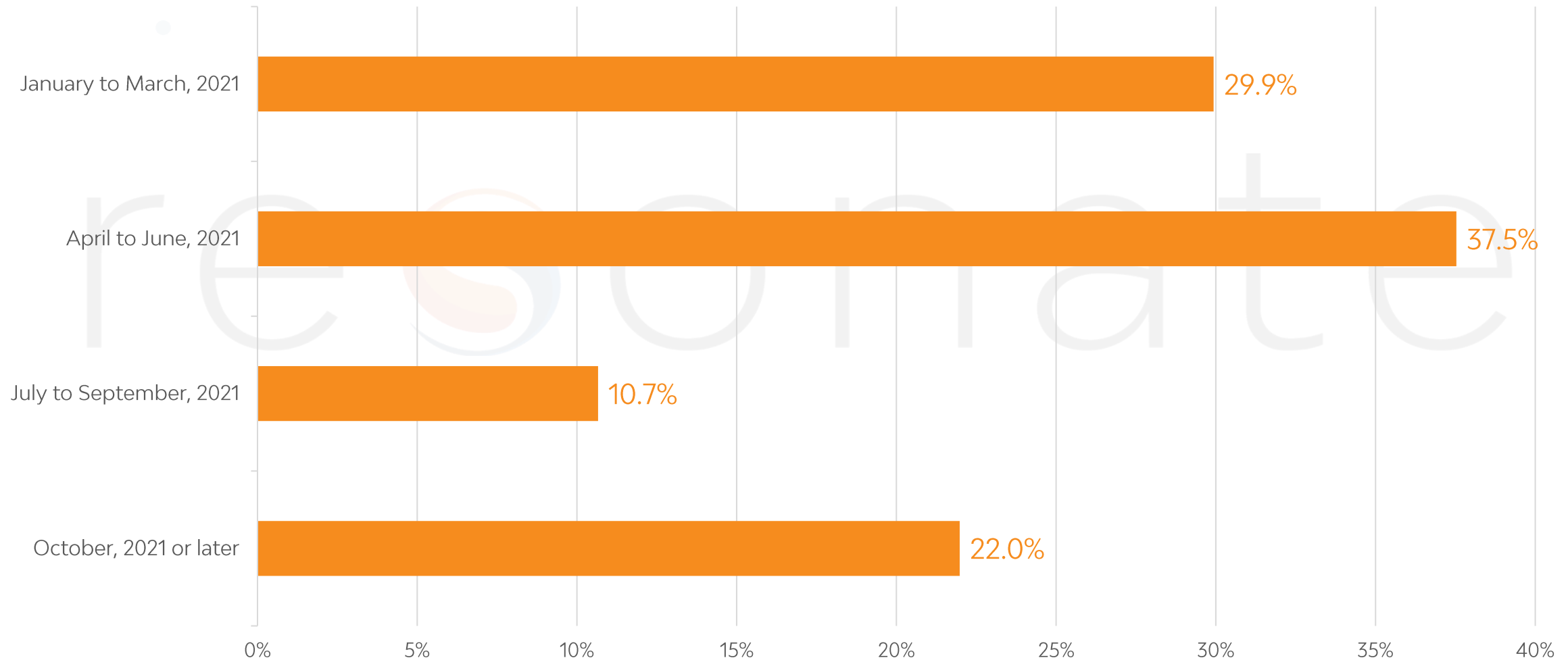
How soon after the vaccine for the coronavirus becomes available to you will you want to take it?



VACCINE

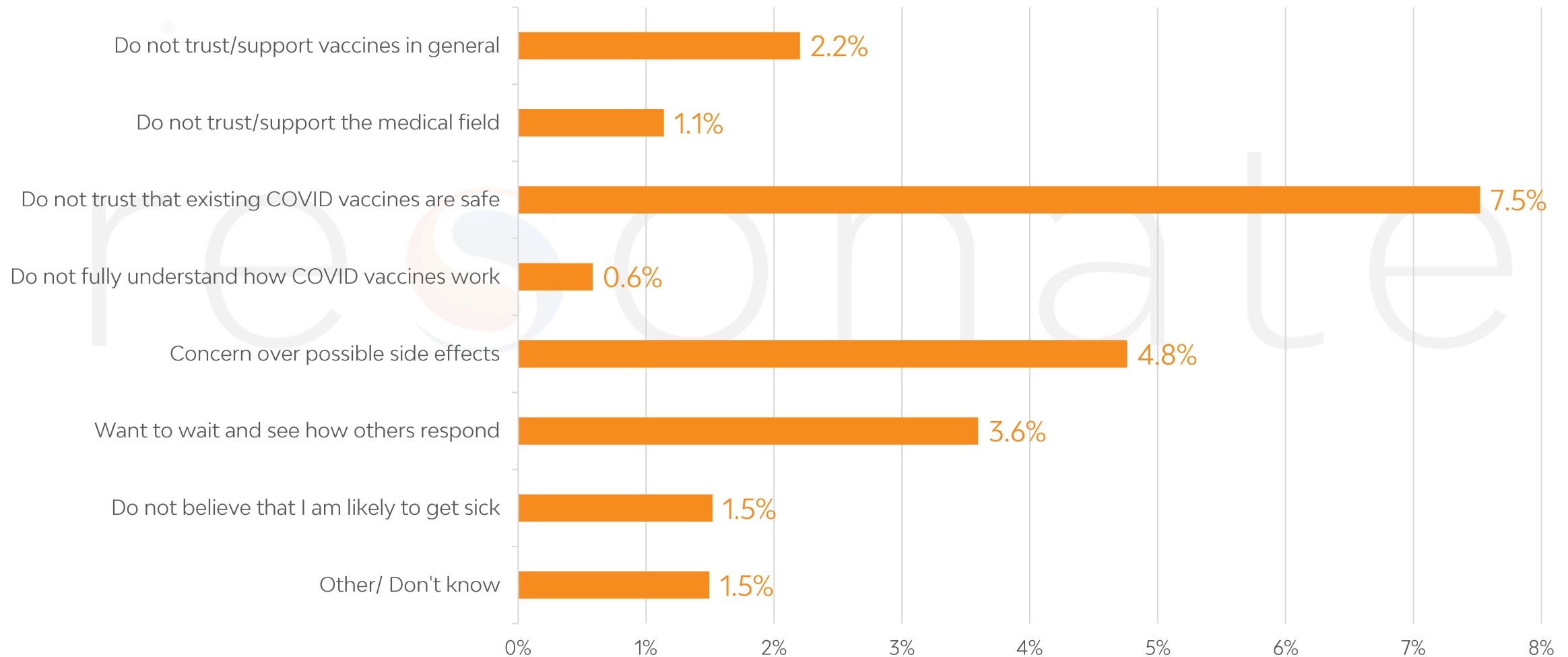
67.4% believe they will be vaccinated by June 2021

When do you think you would be most likely to get the coronavirus vaccine?



VACCINE

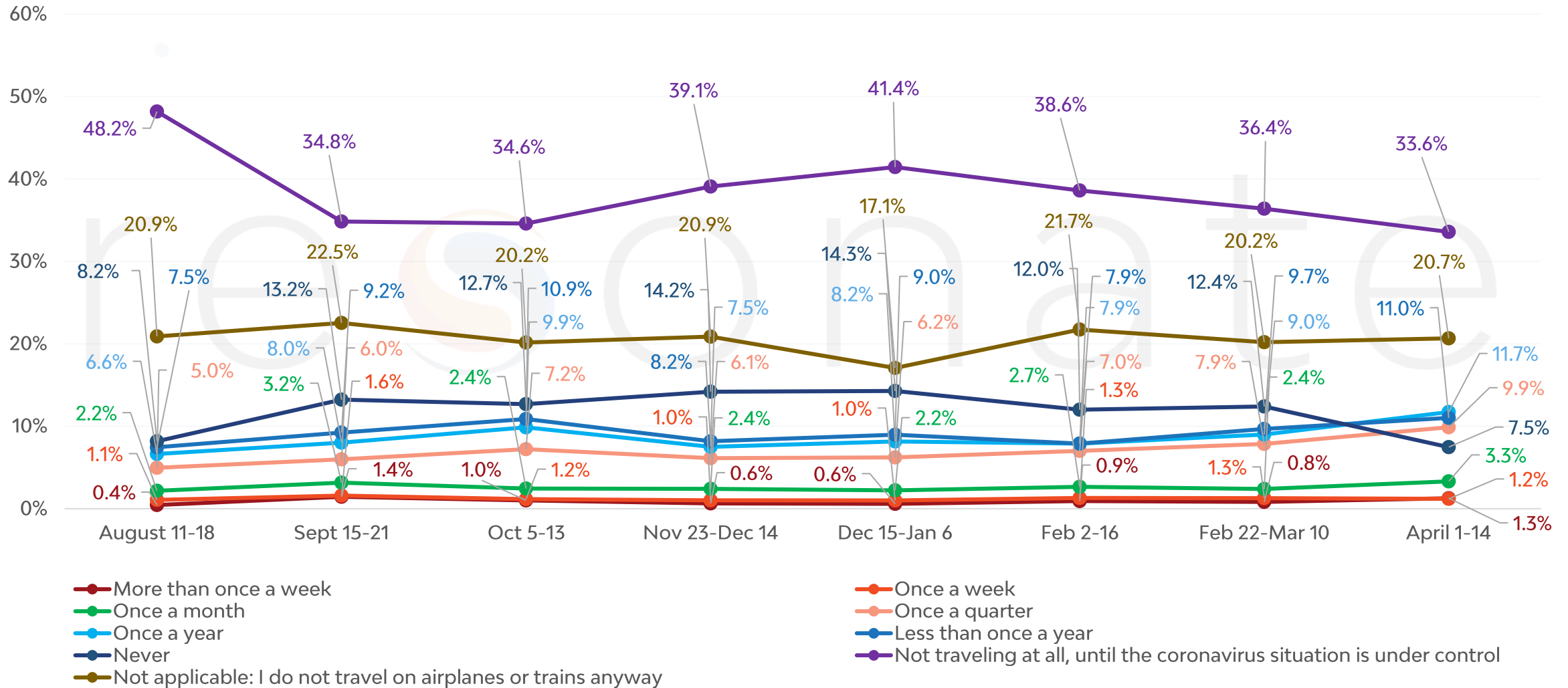
What is **the main reason for your lower likelihood of taking the vaccine** even after it becomes available to you? *Note: this question was asked of all respondents, regardless of their vaccine likelihood.*



TRAVEL & TRANSPORTATION

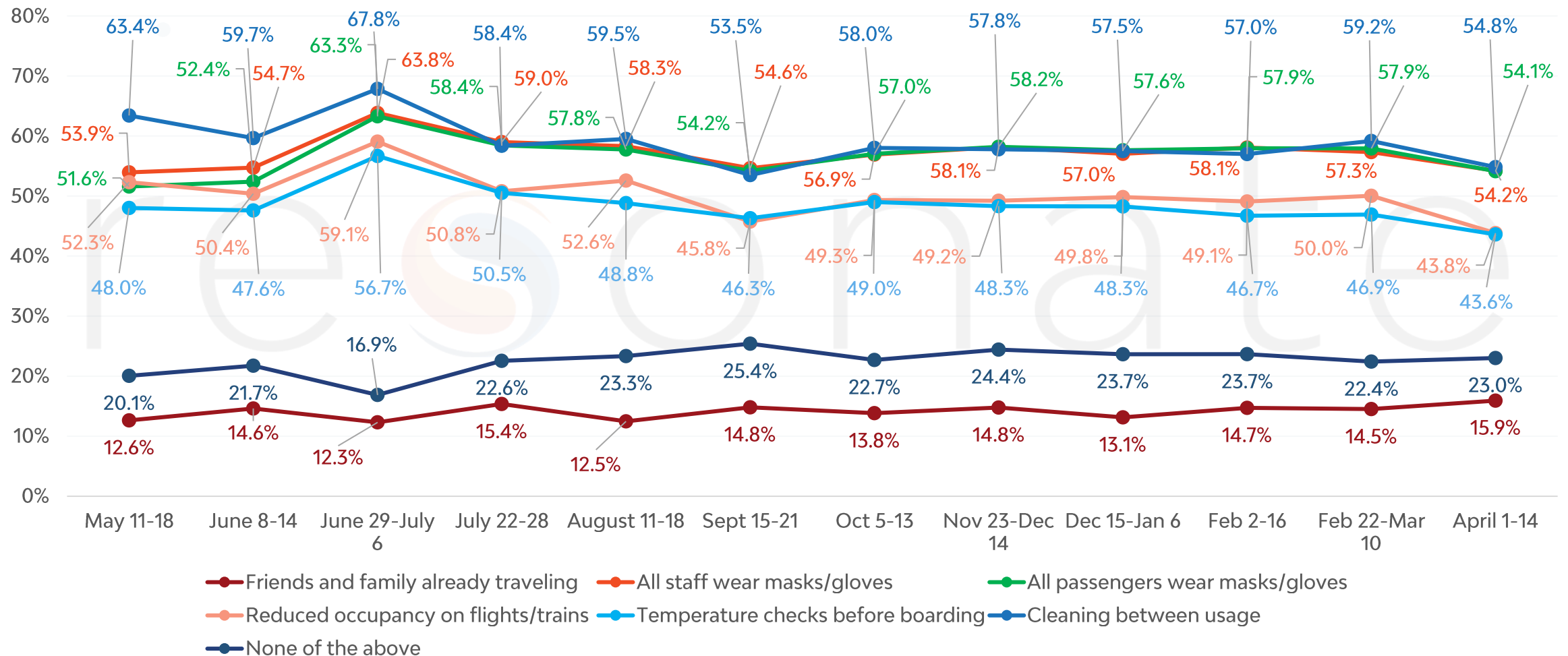
+37% increase in people traveling quarterly, +25% increase monthly

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



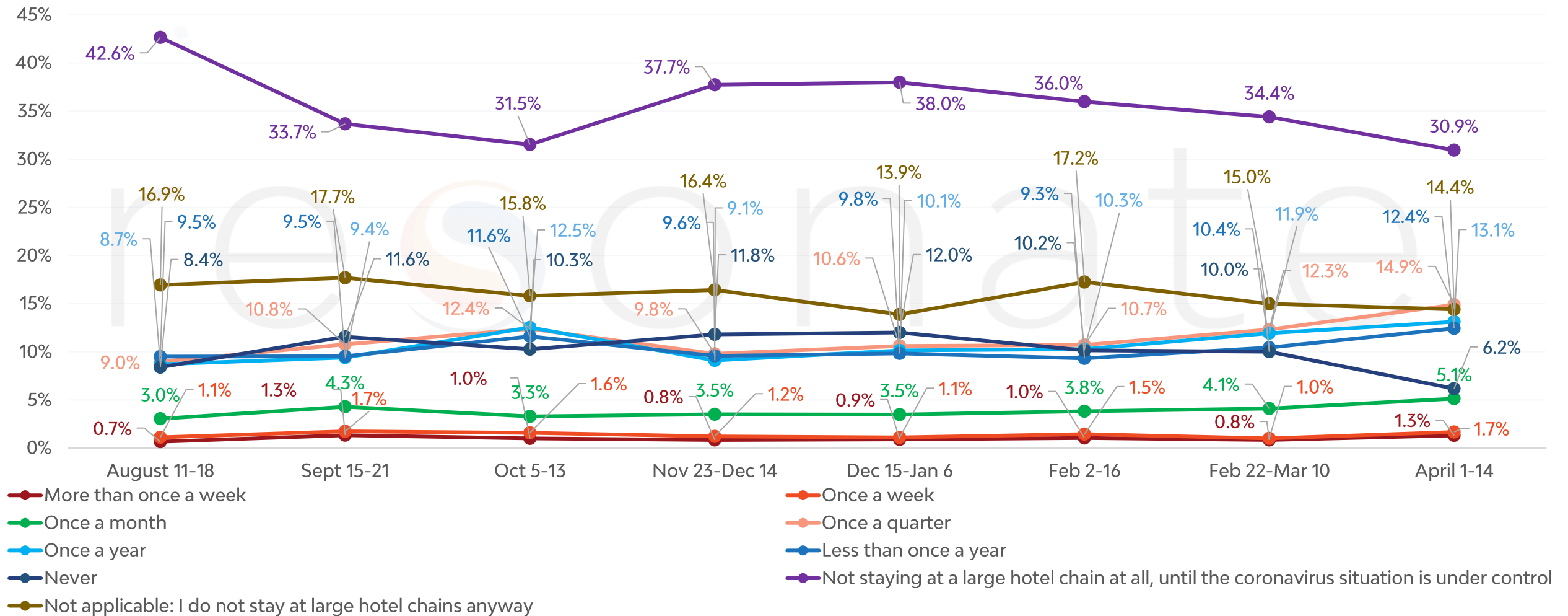
TRAVEL & TRANSPORTATION

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



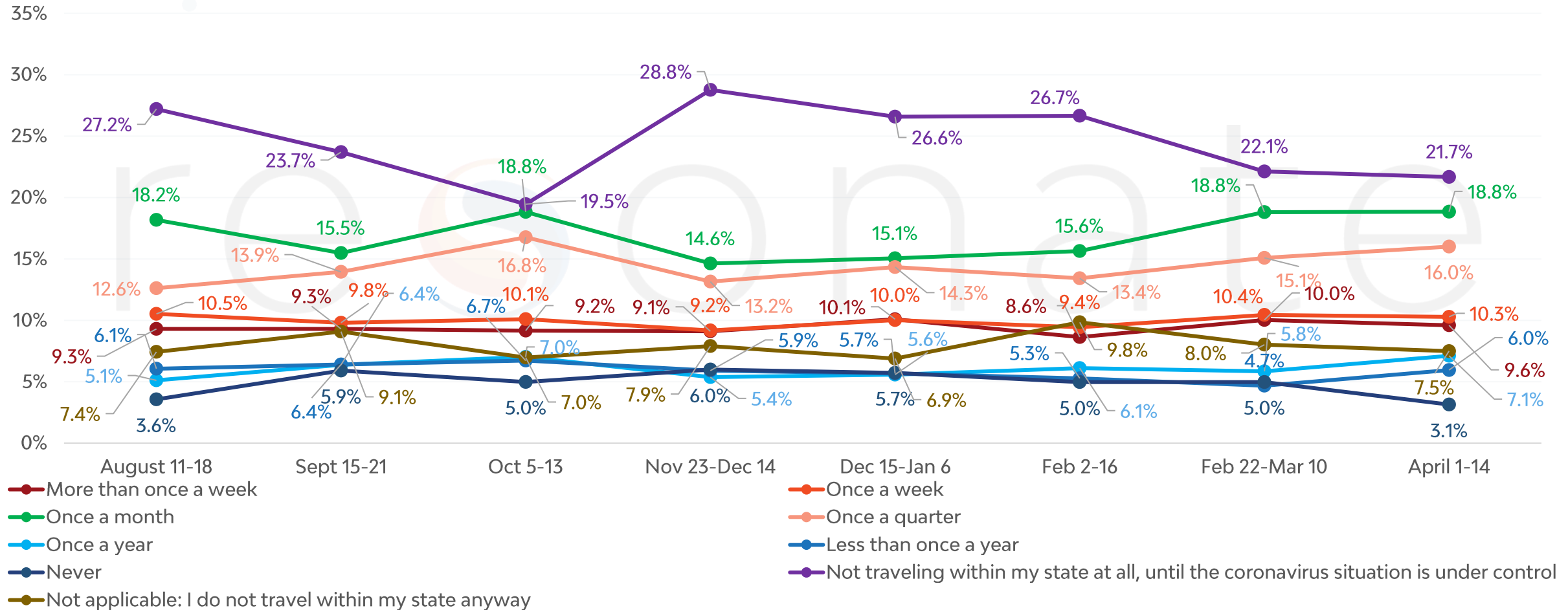
TRAVEL & TRANSPORTATION

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



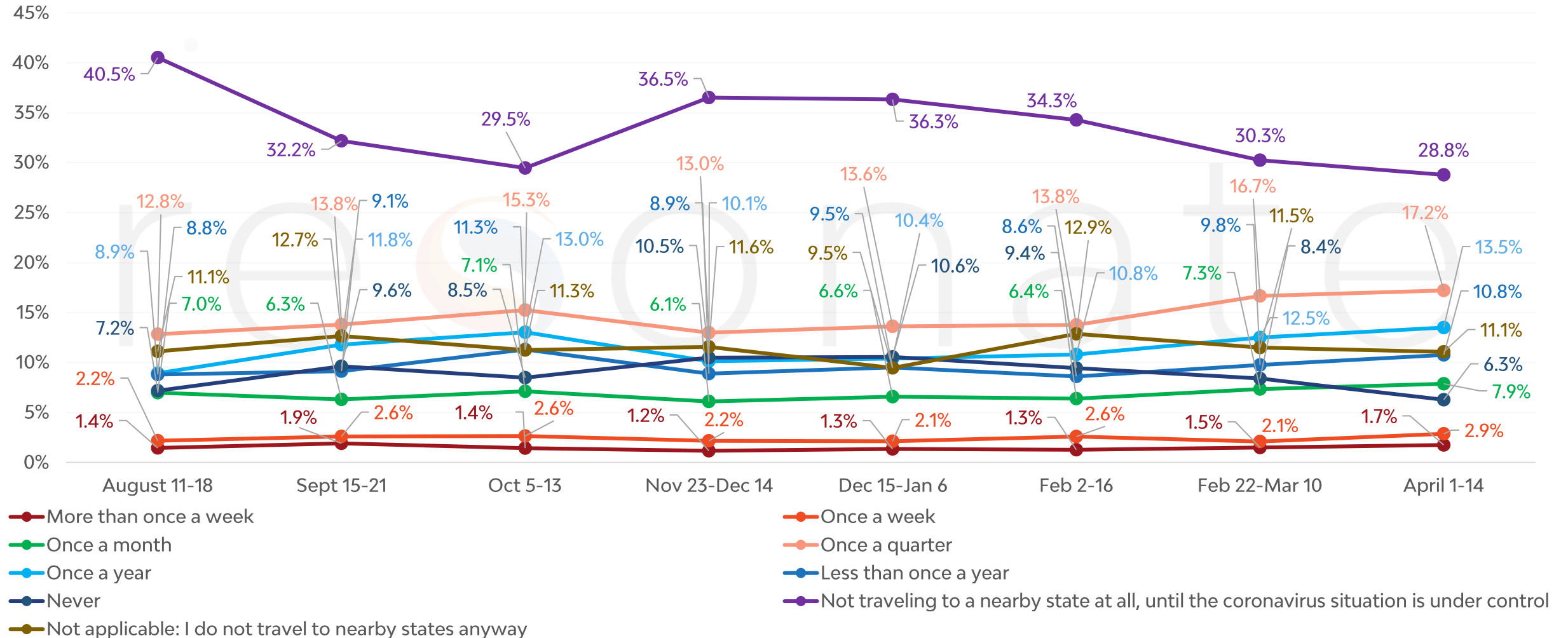
TRAVEL & TRANSPORTATION

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



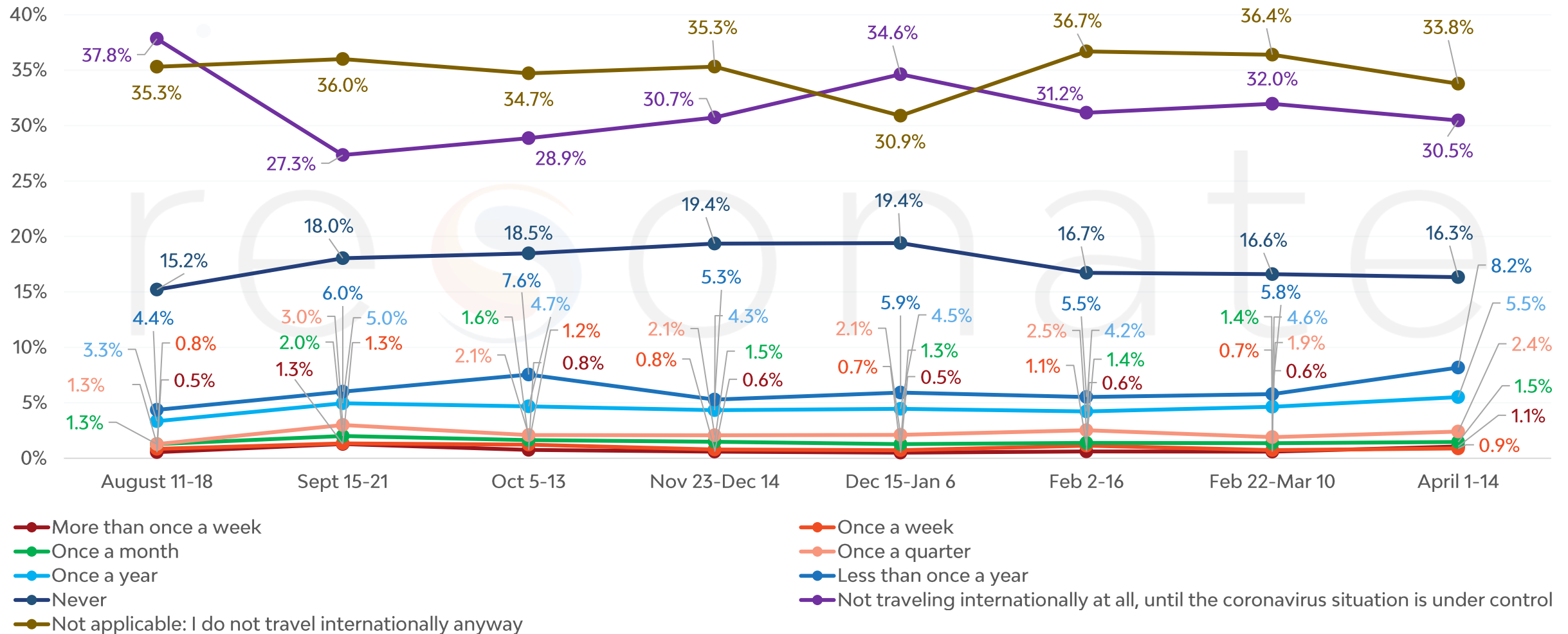
TRAVEL & TRANSPORTATION

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



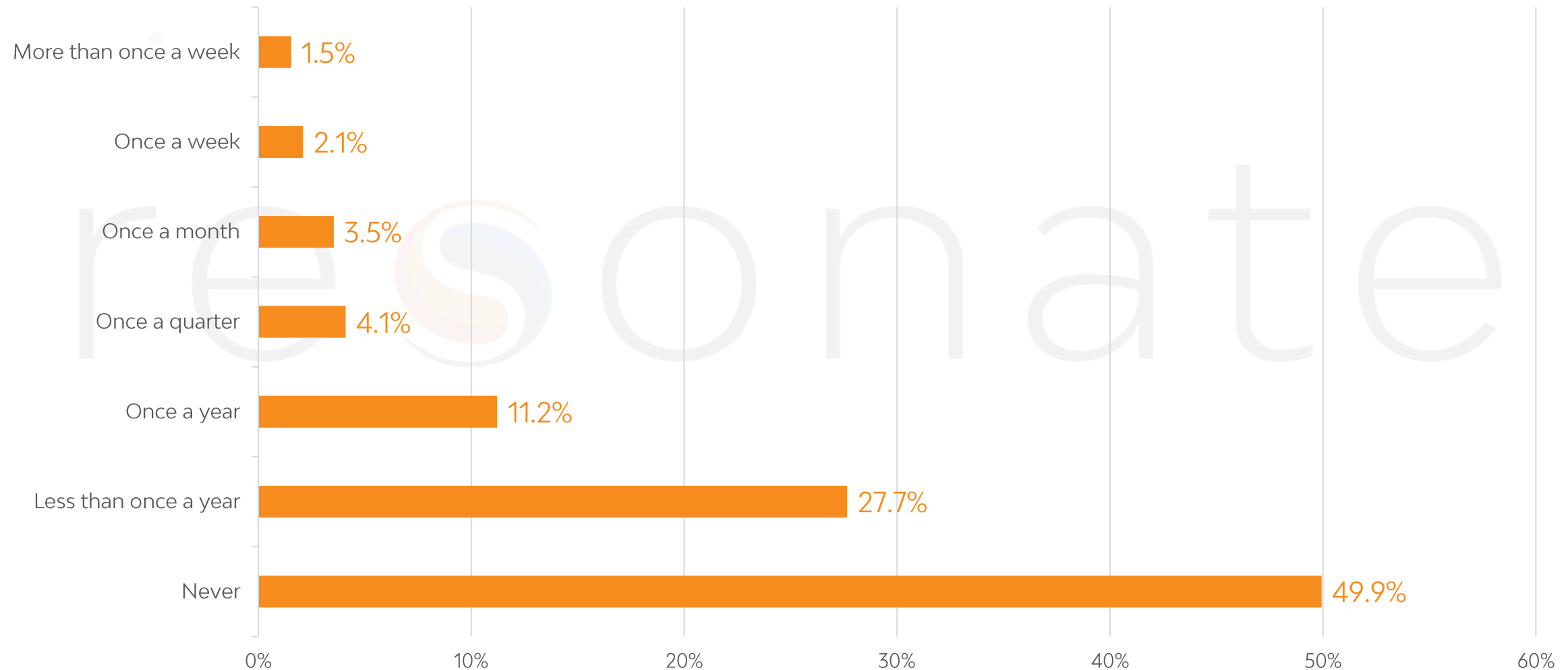
TRAVEL & TRANSPORTATION

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



TRAVEL & TRANSPORTATION

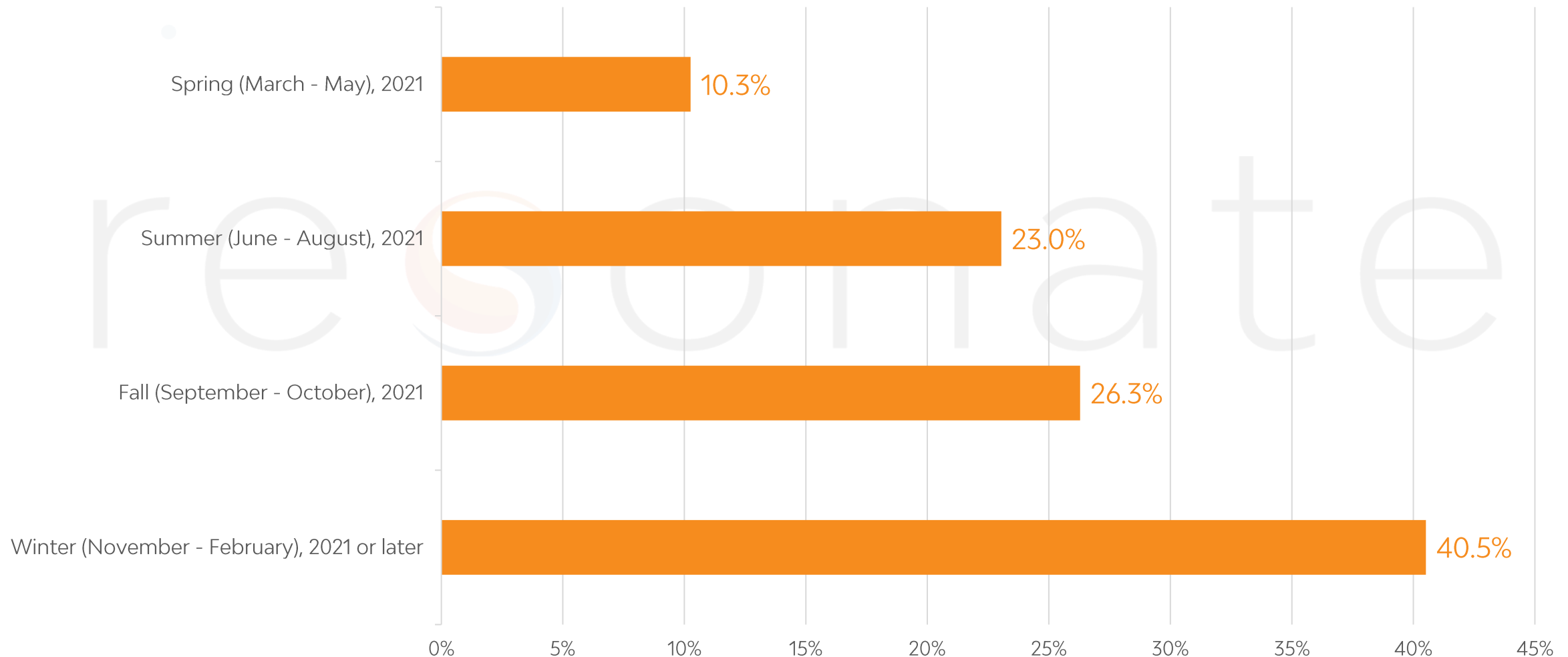
How frequently are you now going to a theme park (e.g., Universal Studios, Disney World, Six Flags, etc.)?



TRAVEL & TRANSPORTATION

33.3% believe leisure travel activities will resume by August 2021

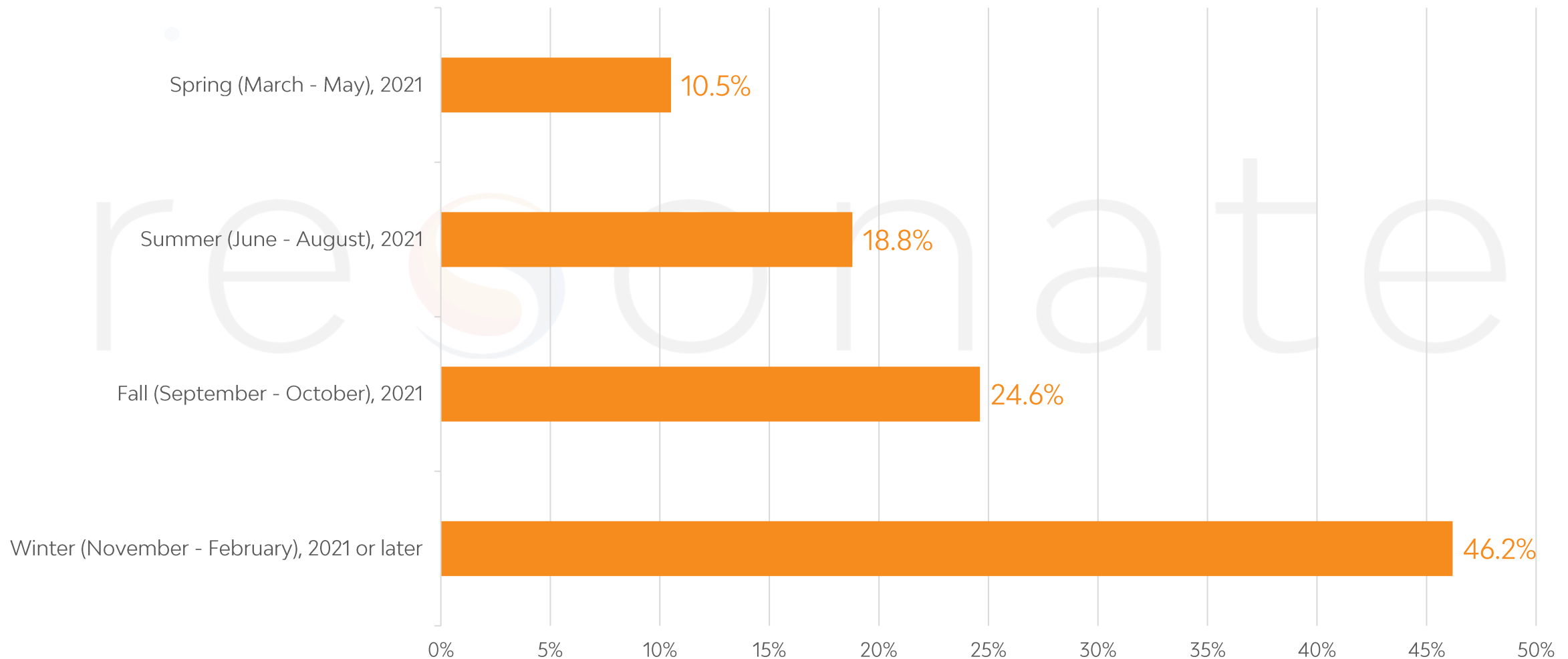
Thinking about the coronavirus situation, how soon do you expect **your leisure travel activities** will largely return to "normal"?



TRAVEL & TRANSPORTATION

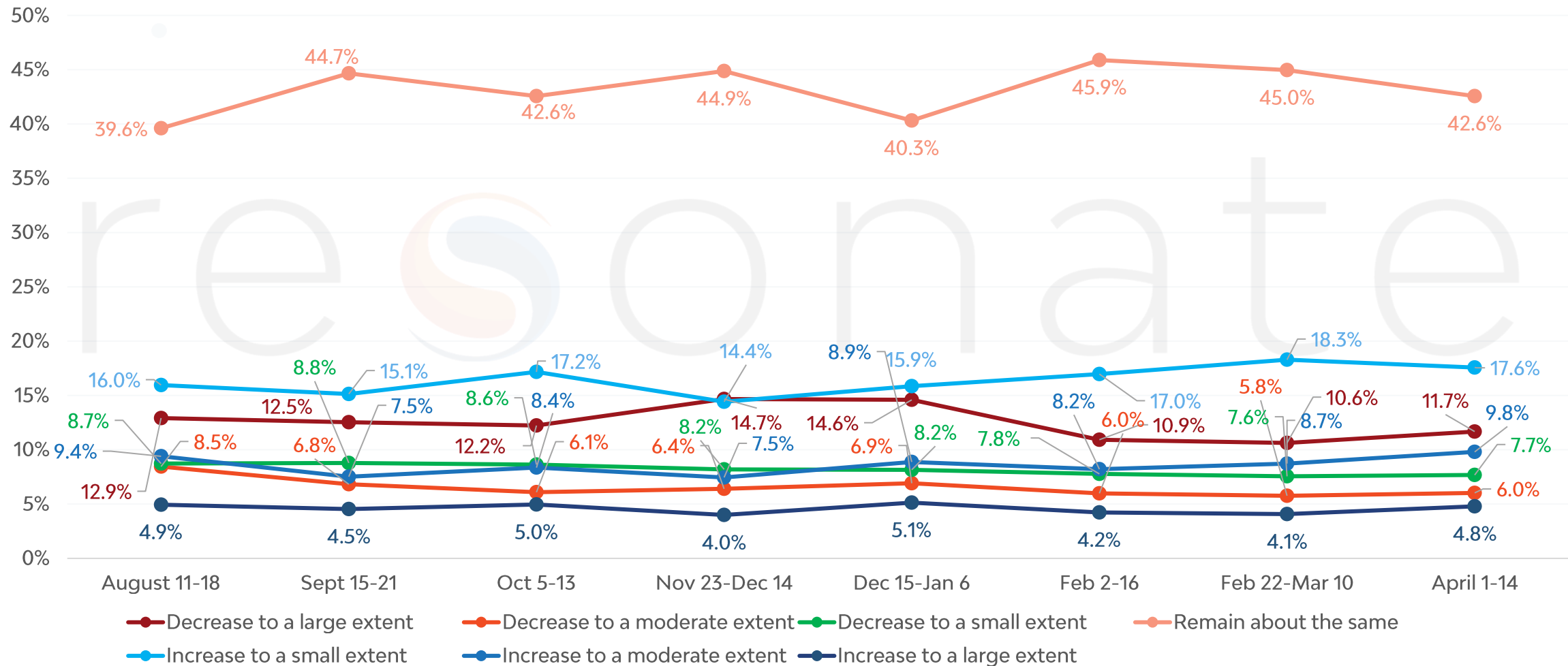
46.2% believe business travel activities will not resume until Winter 2021 or later

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



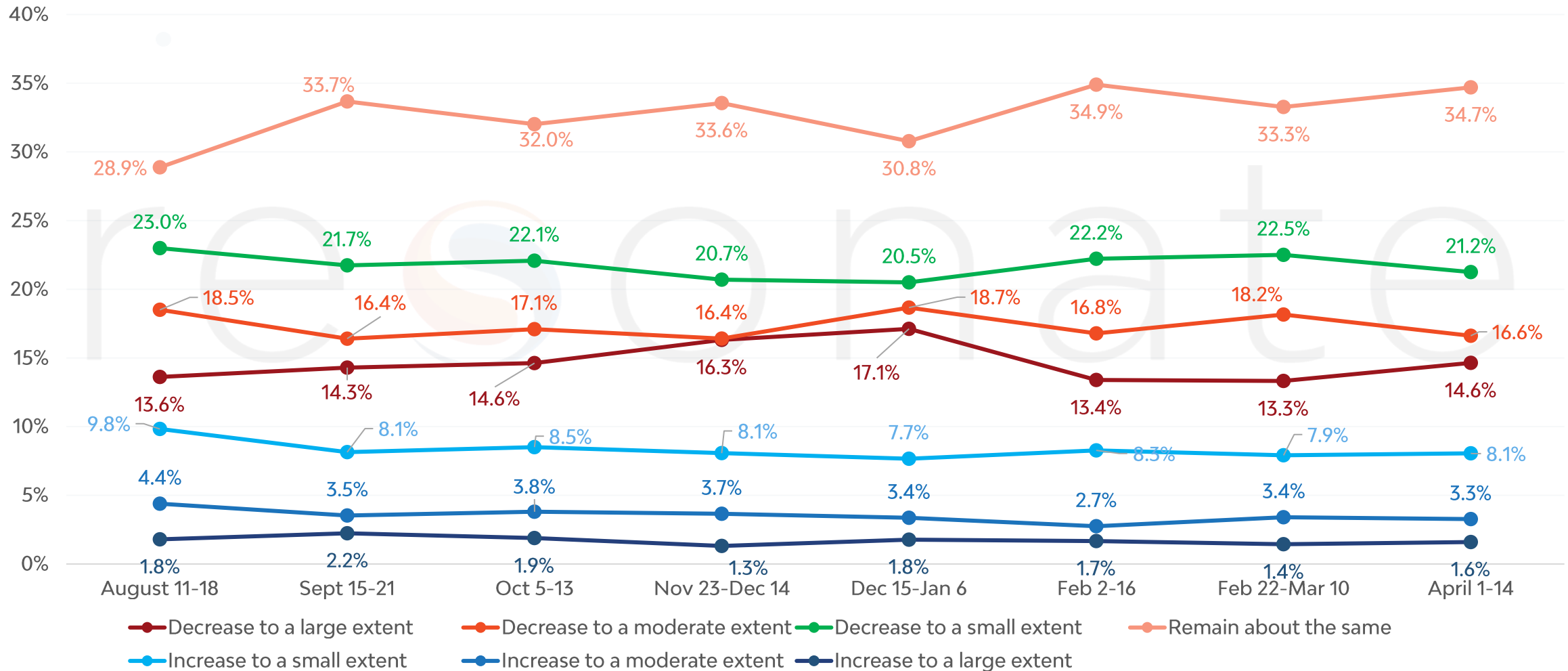
FINANCIAL

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



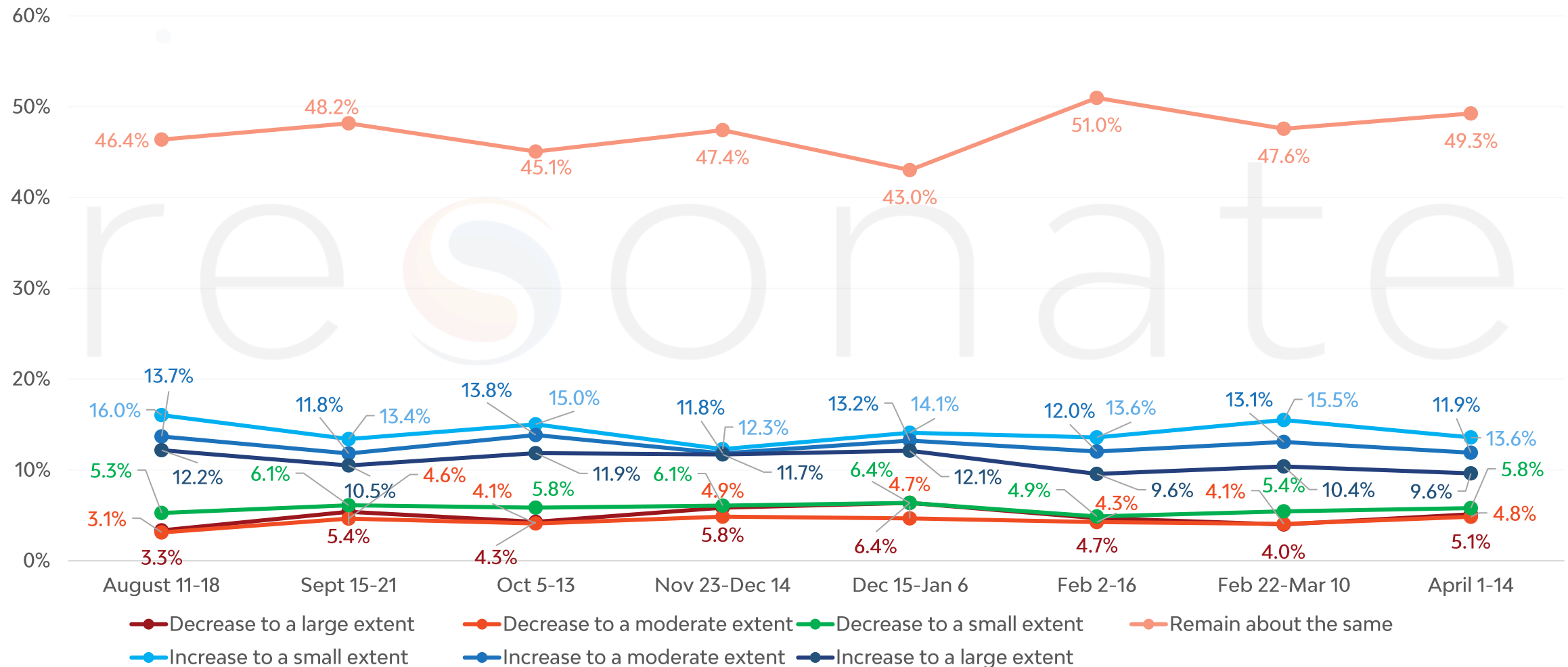
FINANCIAL

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



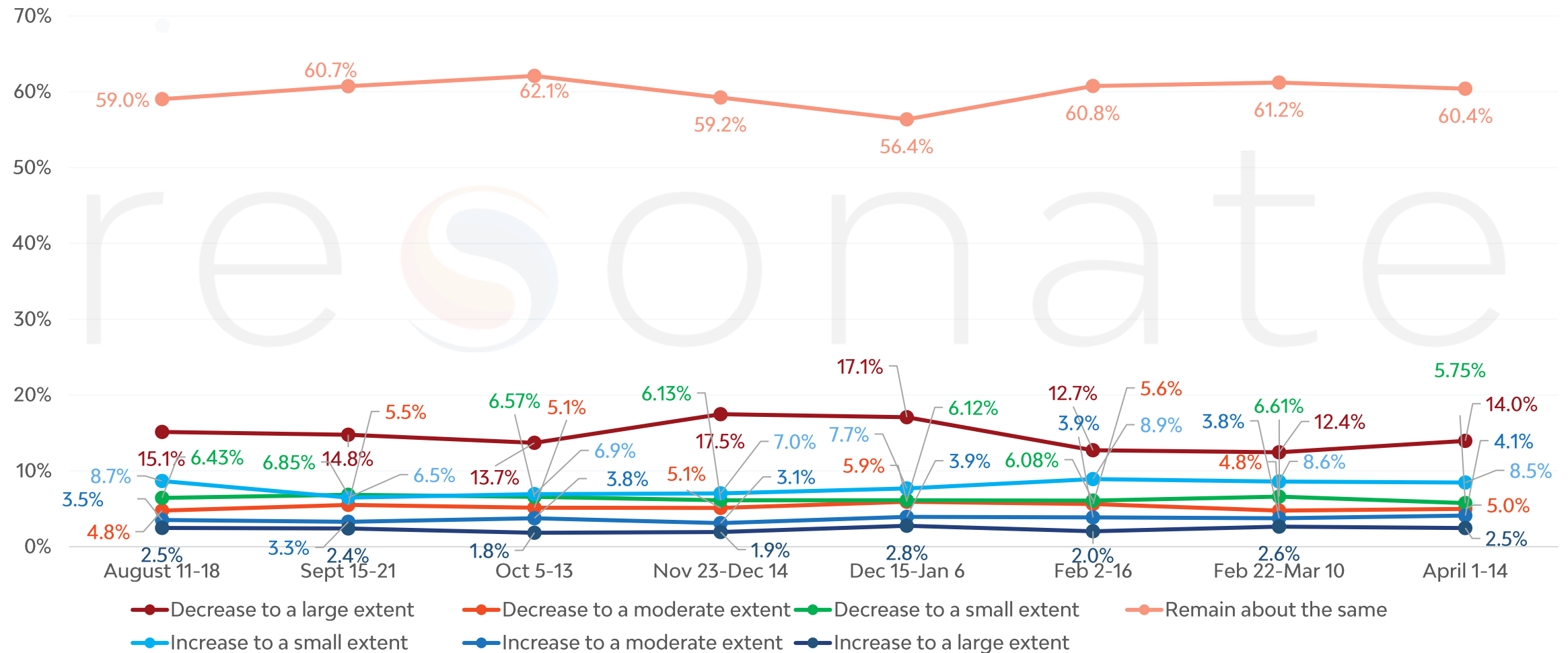
FINANCIAL

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



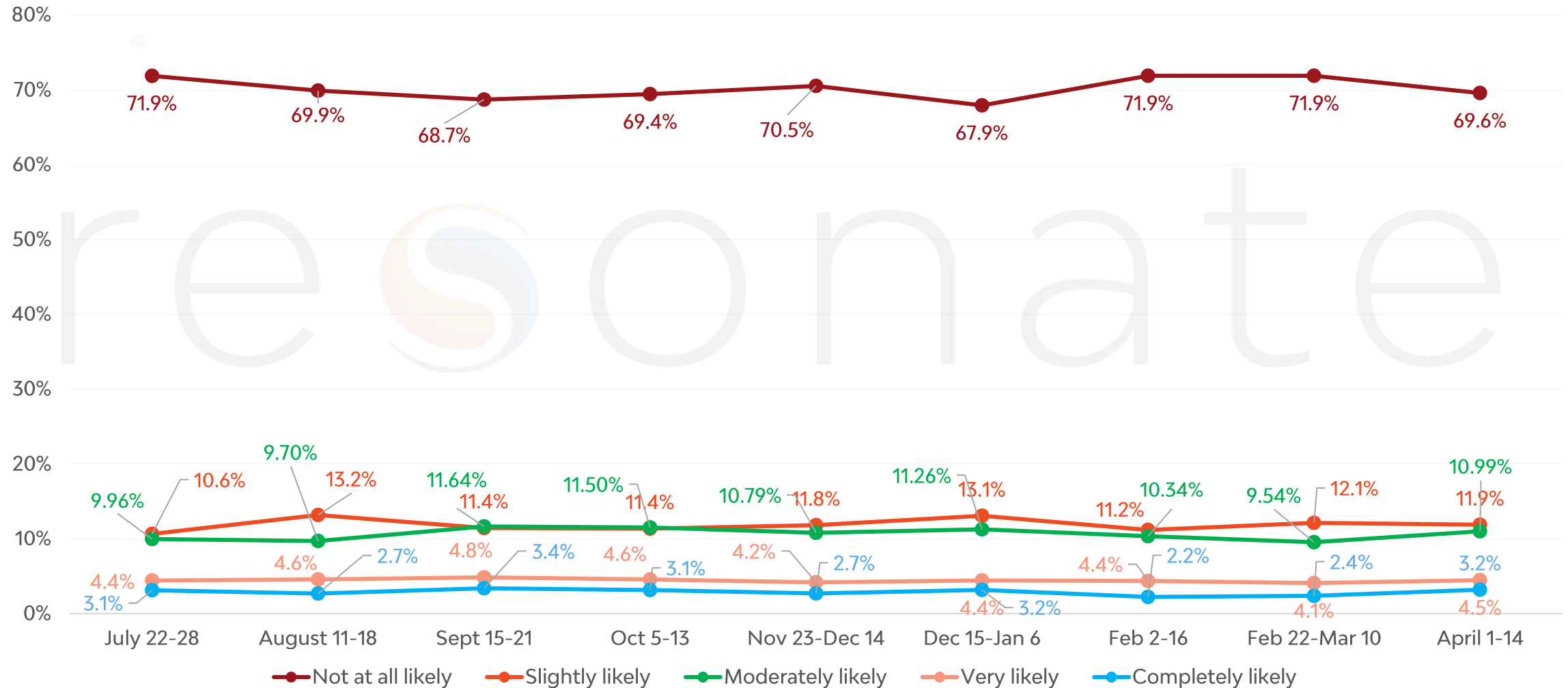
FINANCIAL

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



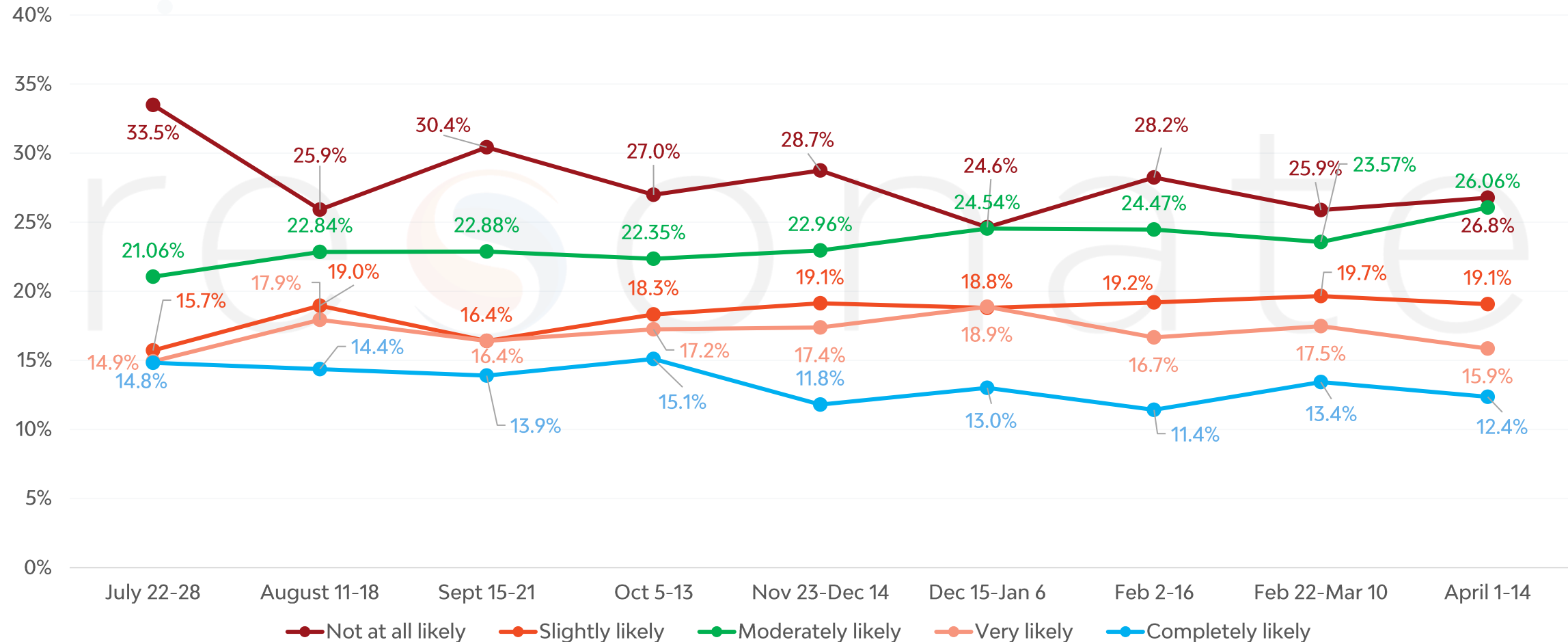
FINANCIAL

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



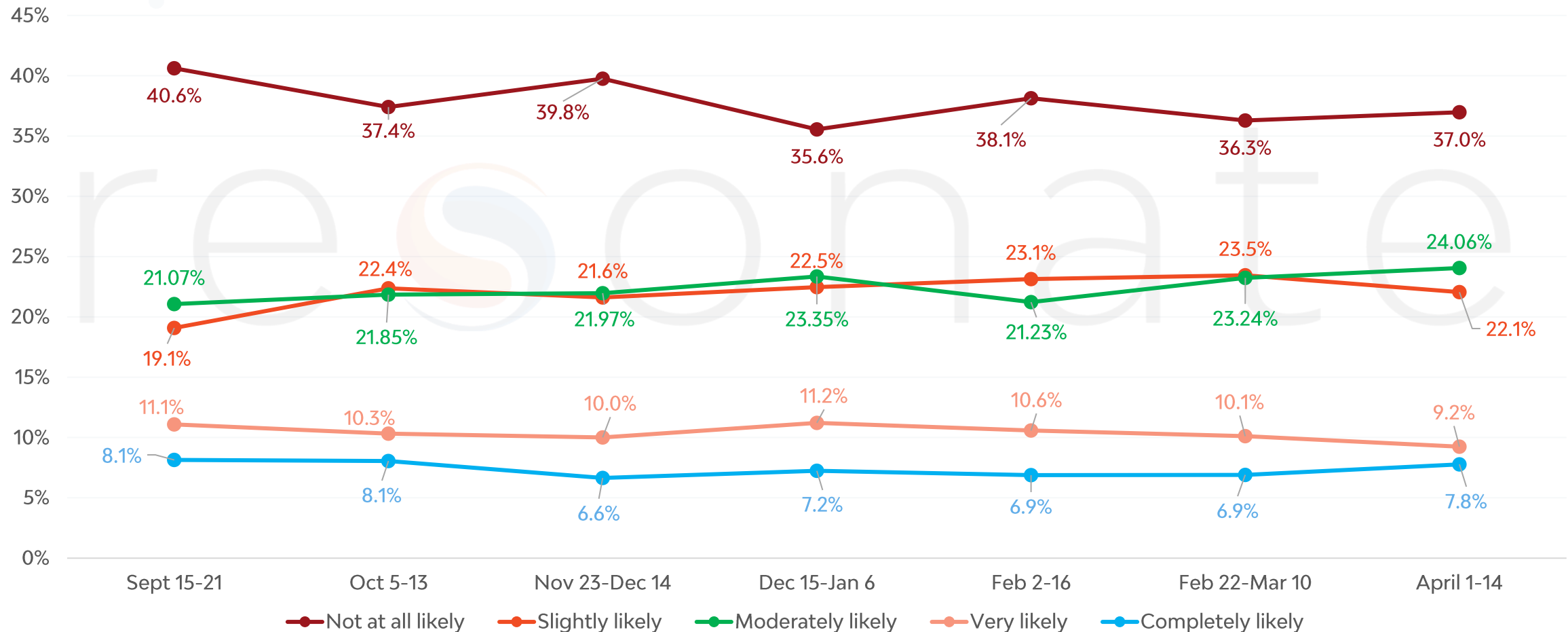
FINANCIAL

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



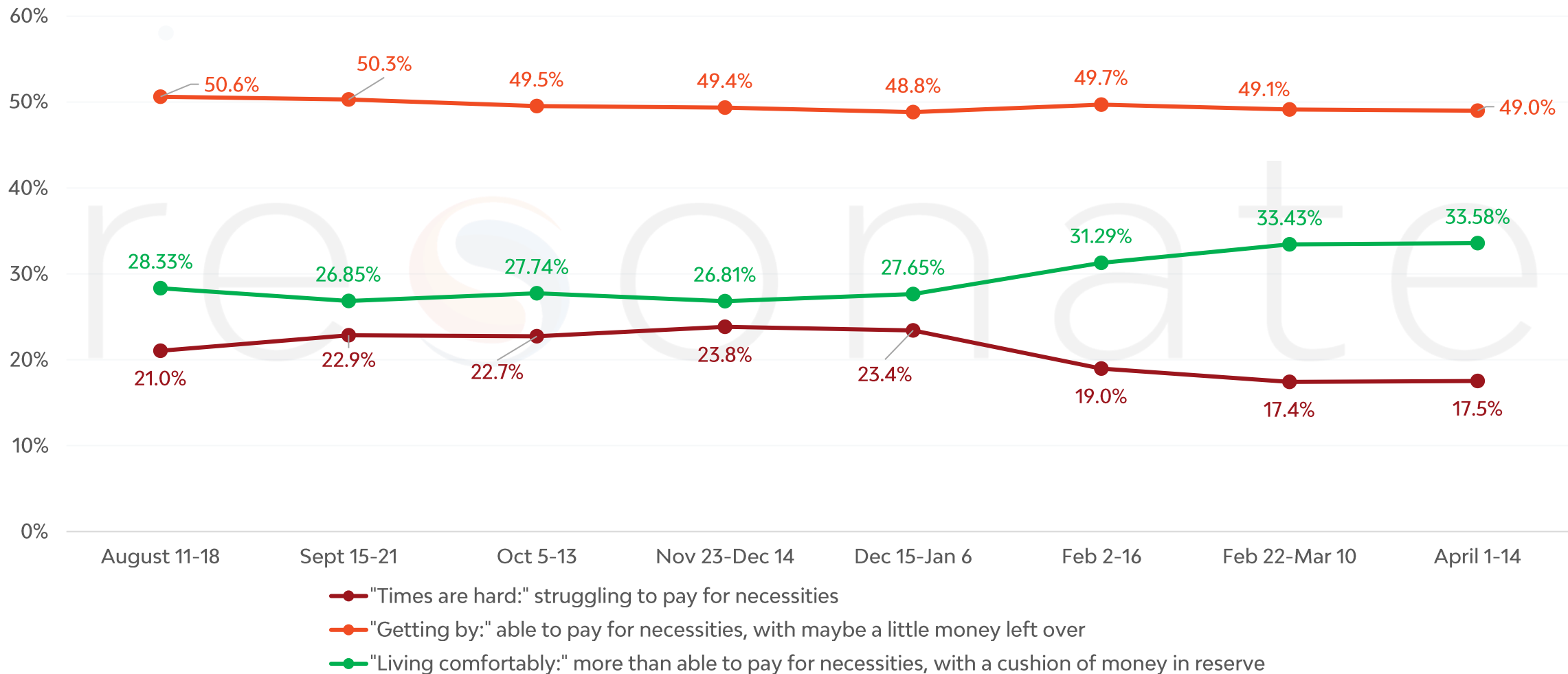
FINANCIAL

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?



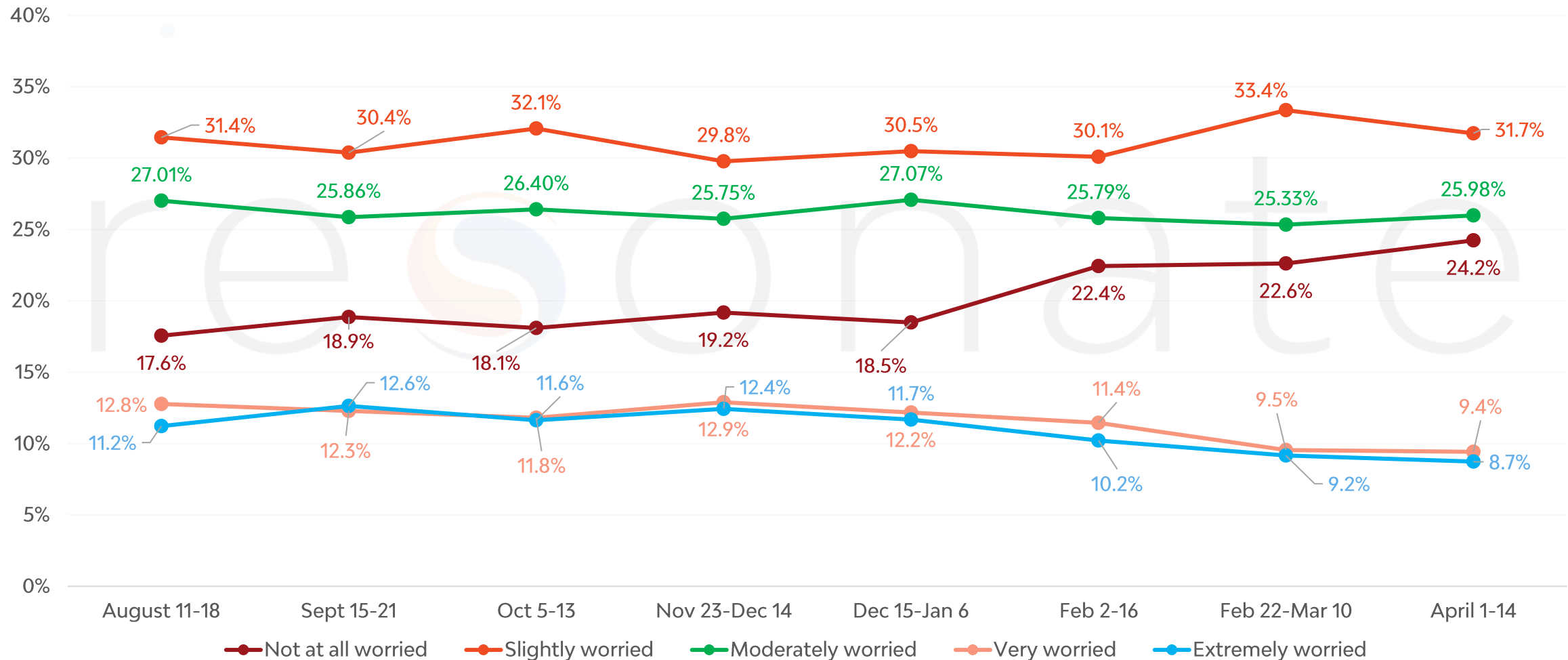
FINANCIAL

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



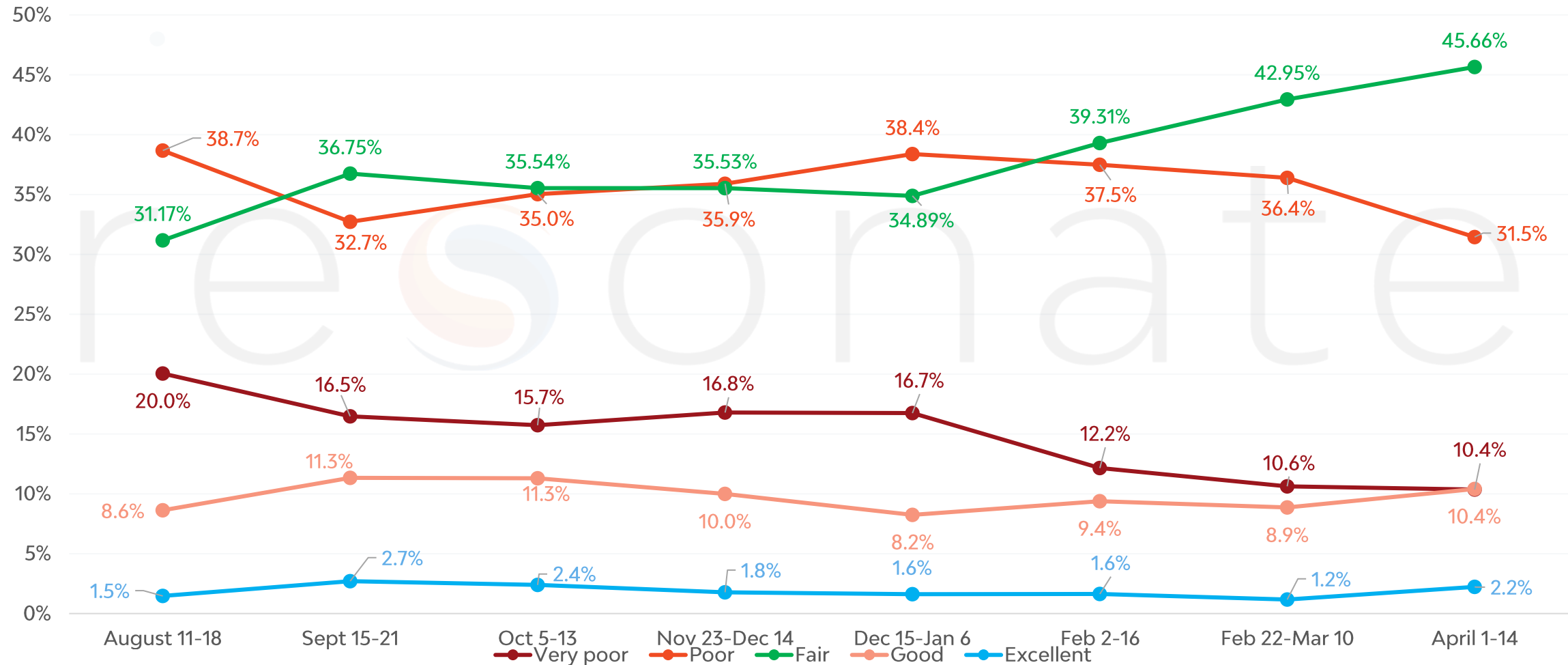
FINANCIAL

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



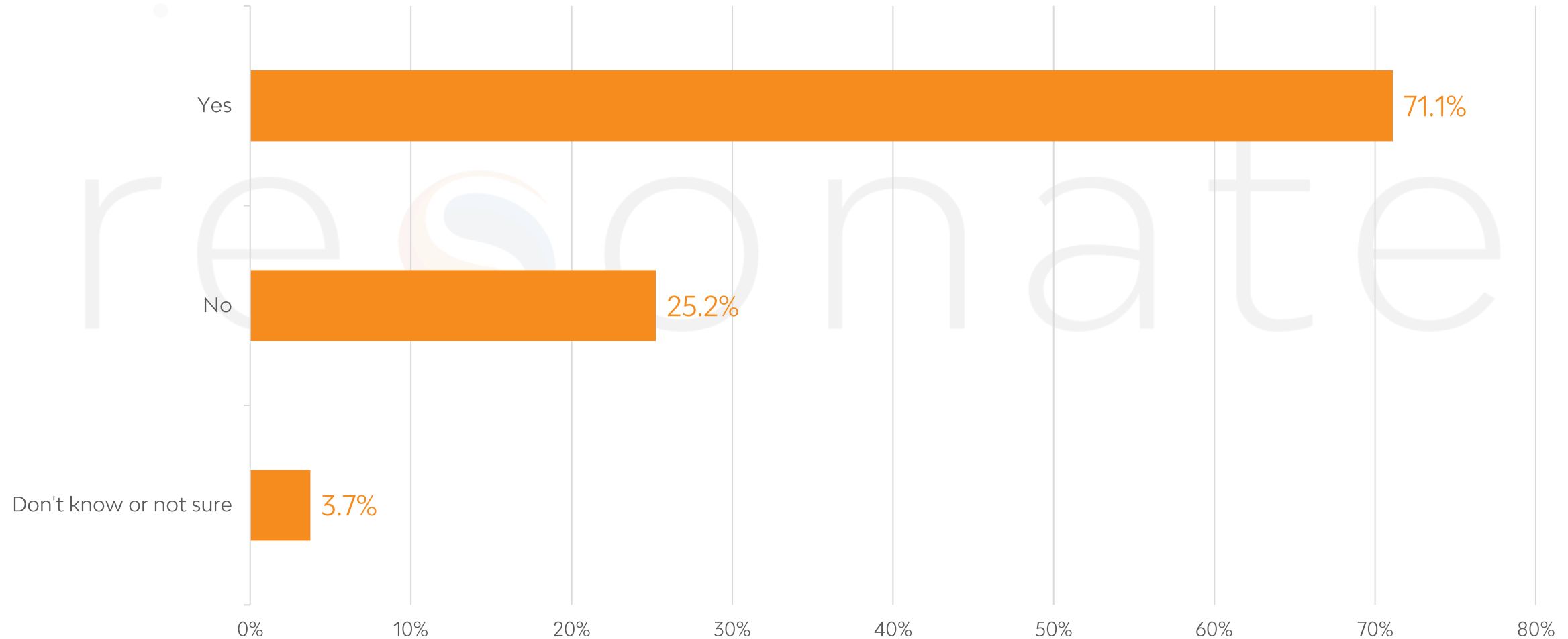
FINANCIAL

What is the current quality of the United States economy?



FINANCIAL

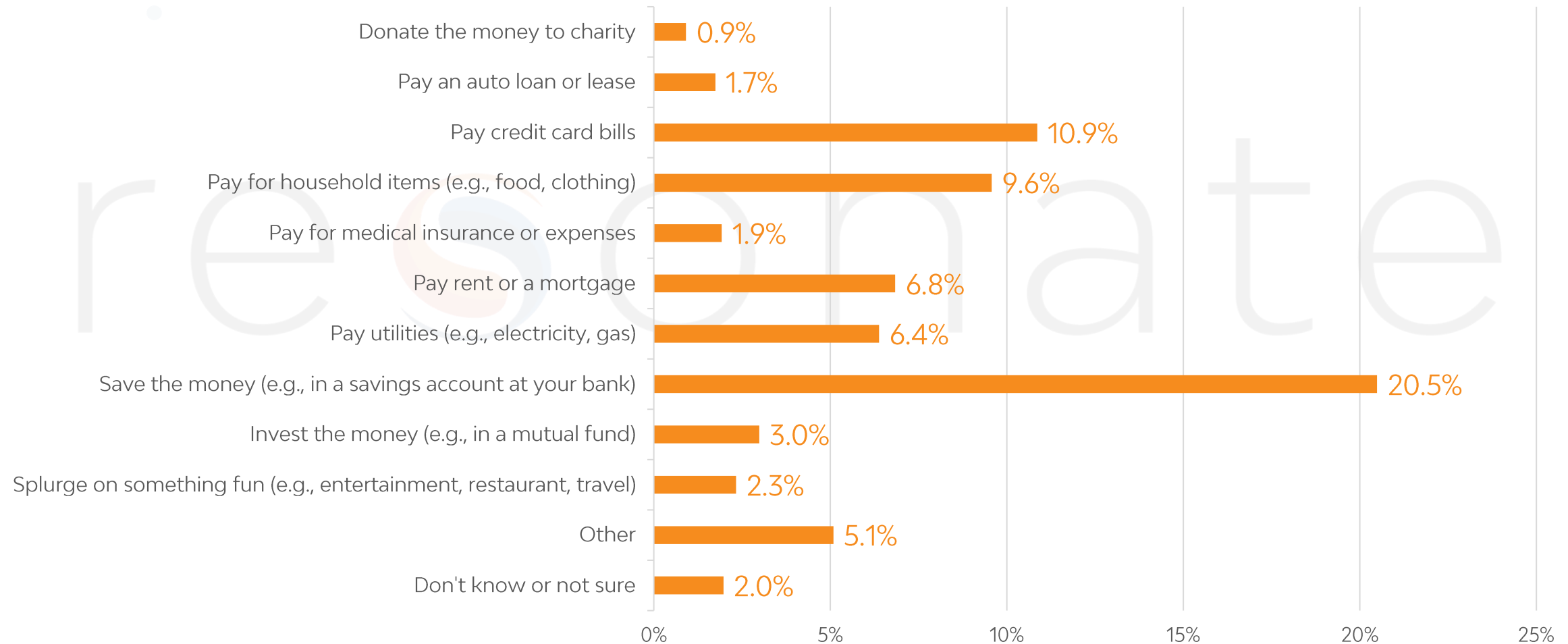
Did you receive an **economic stimulus relief payment** from the IRS in 2021?



FINANCIAL

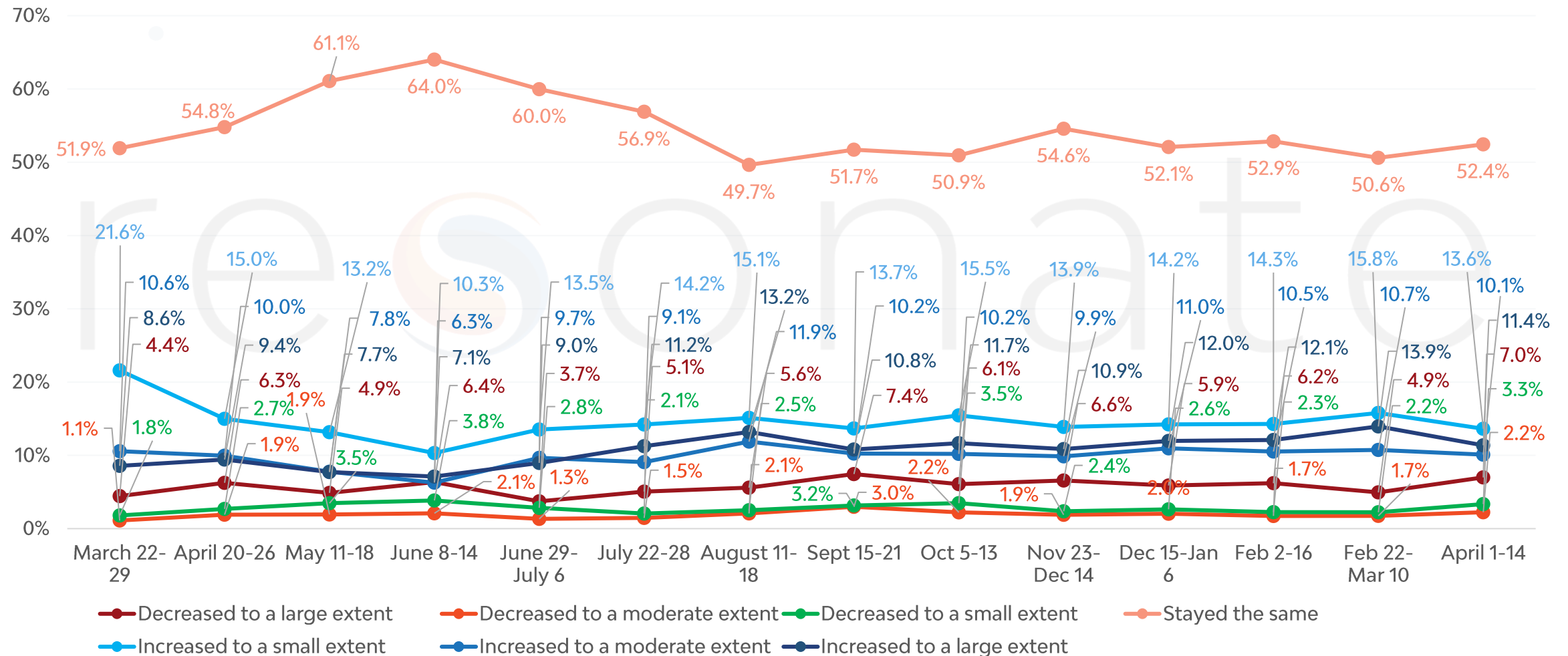
23.5% saved or invested their economic stimulus relief payment

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



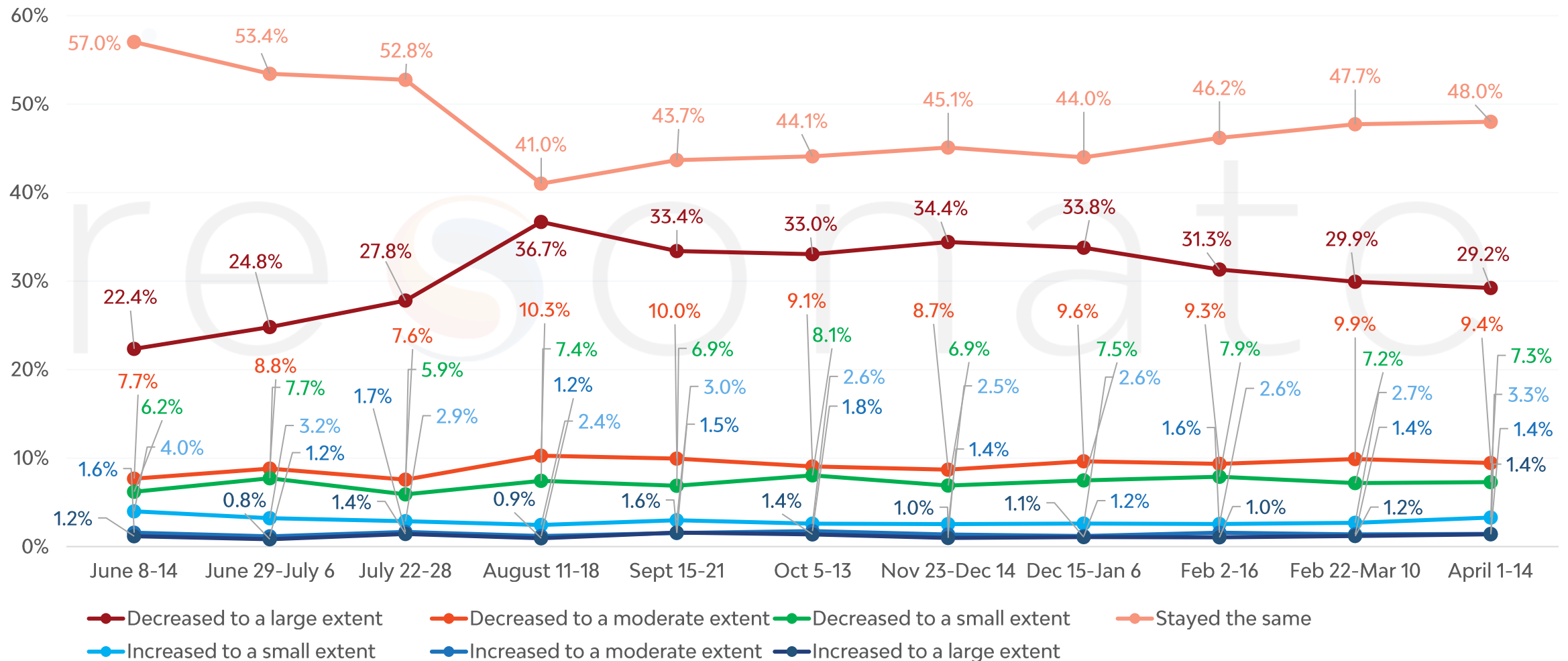
RETAIL

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



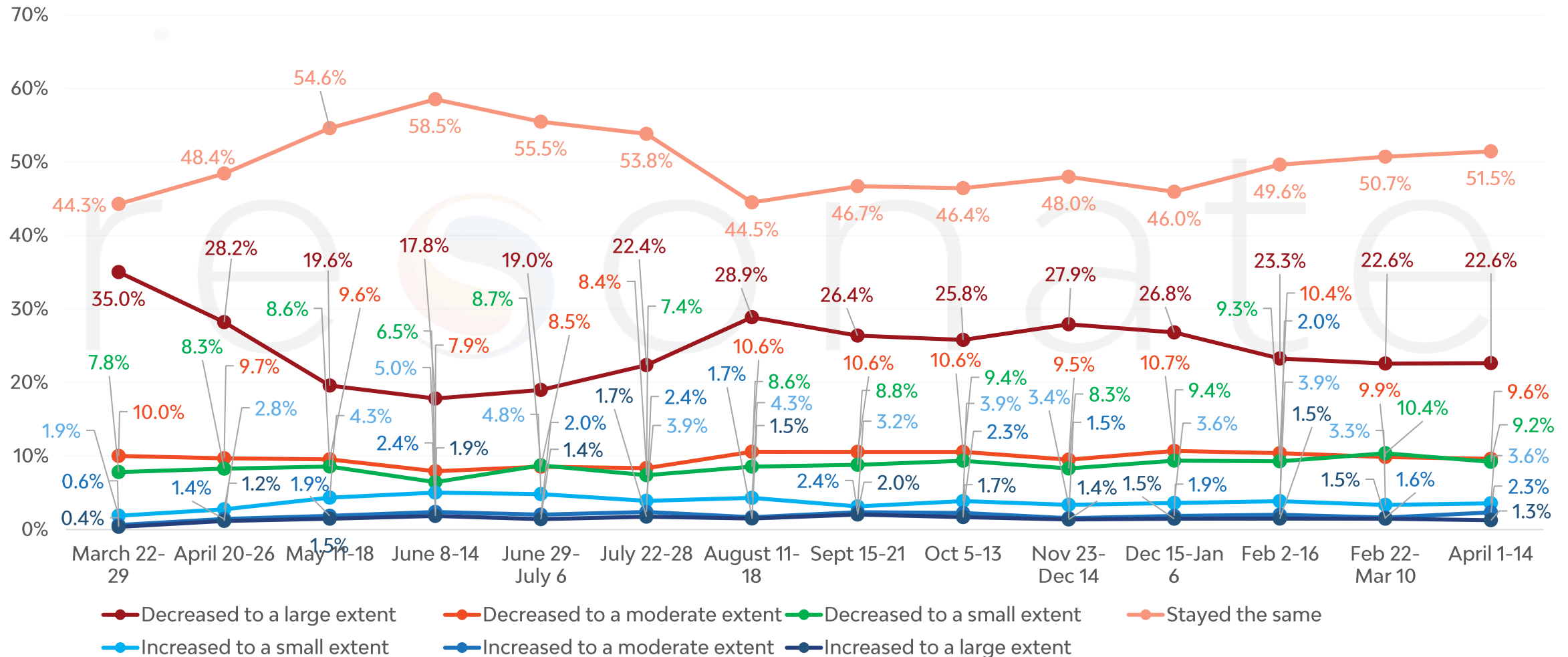
RETAIL

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)



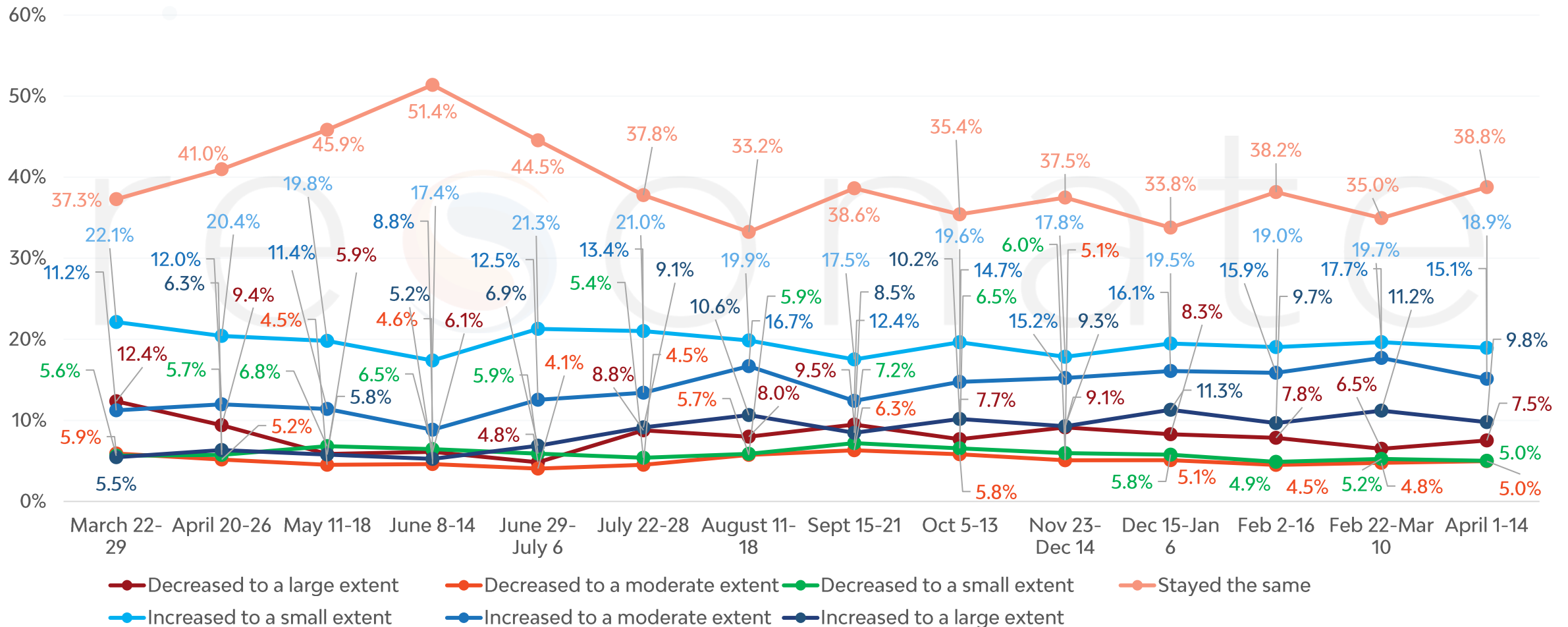
RETAIL

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



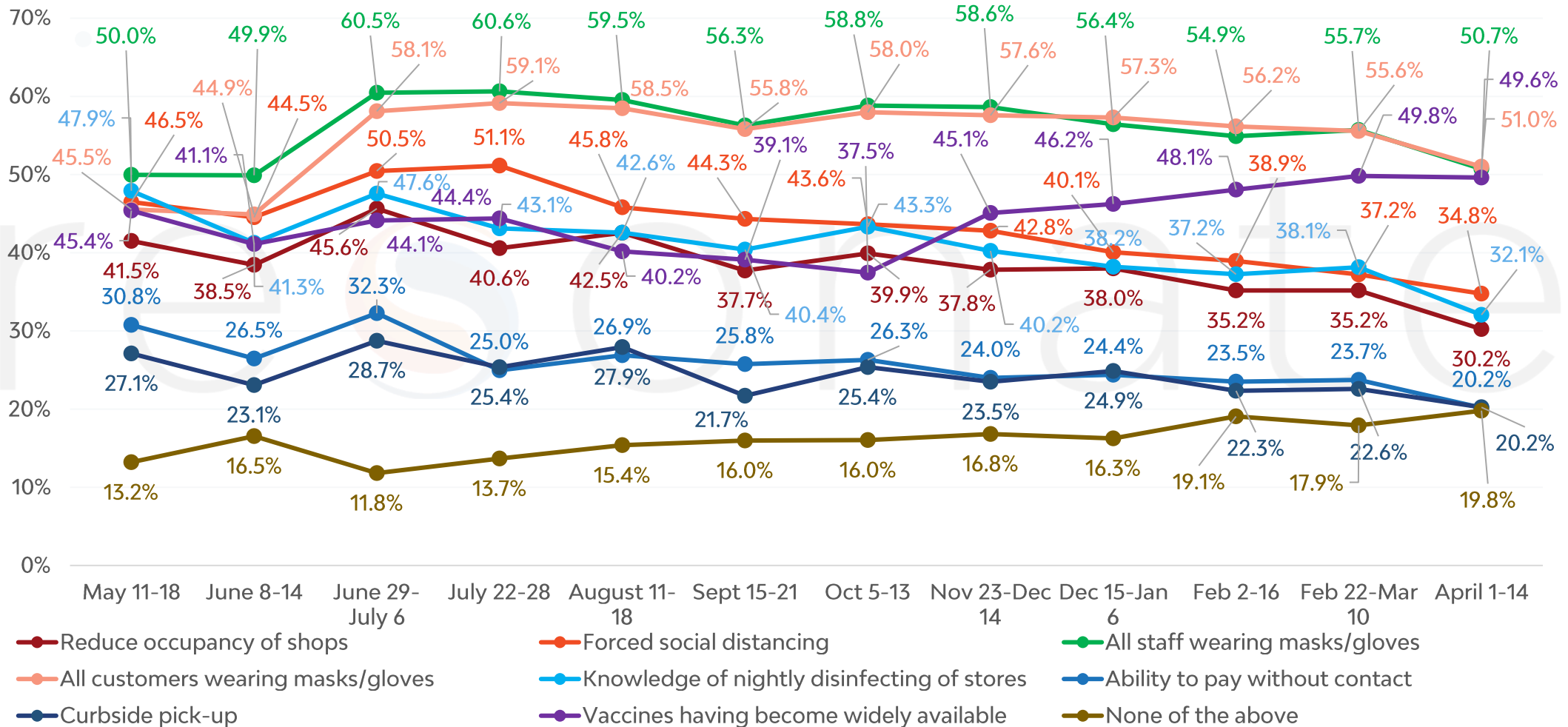
RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed:
order food or takeout for delivery



RETAIL

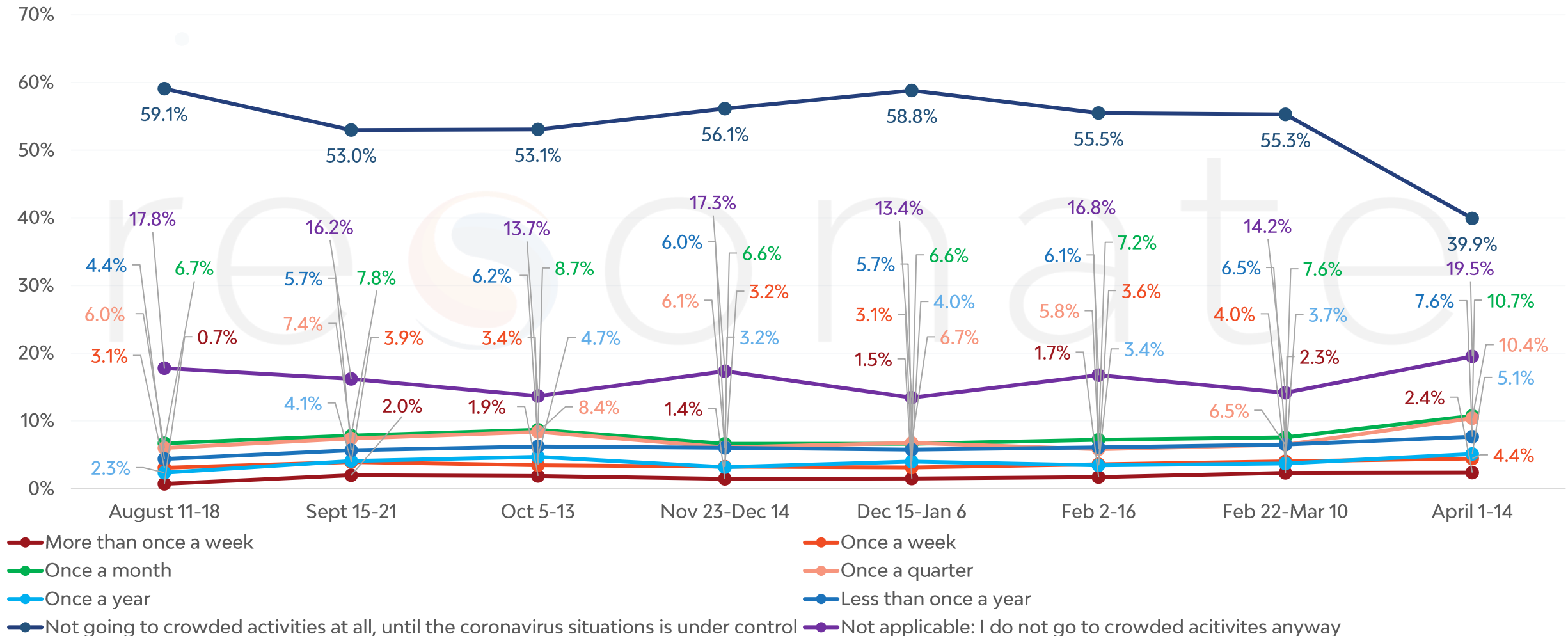
Which of the following would be **required** in order for you to return to shopping from stores once shops open?



RETAIL

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

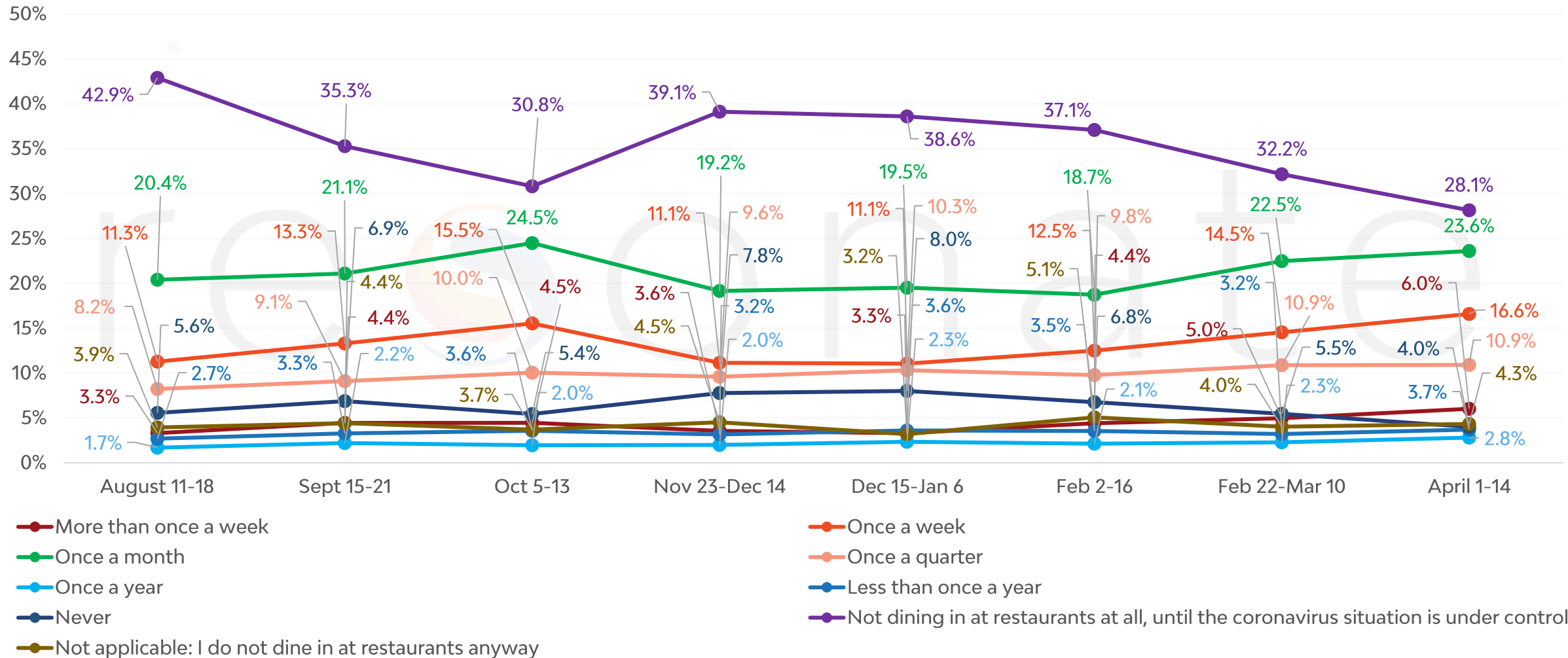
How frequently are you **now** going to crowded activities (e.g., movie theaters, concerts, sporting events)?



RETAIL

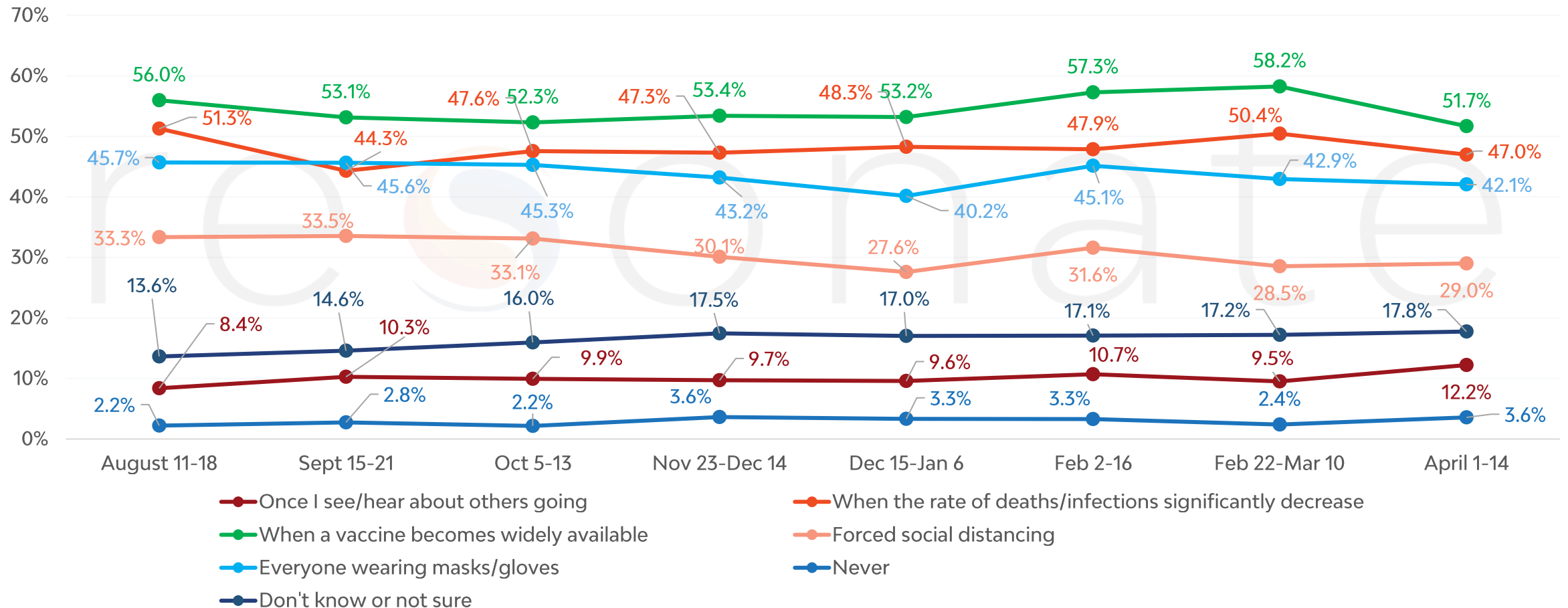
+20% in people who are eating out more than once a week

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



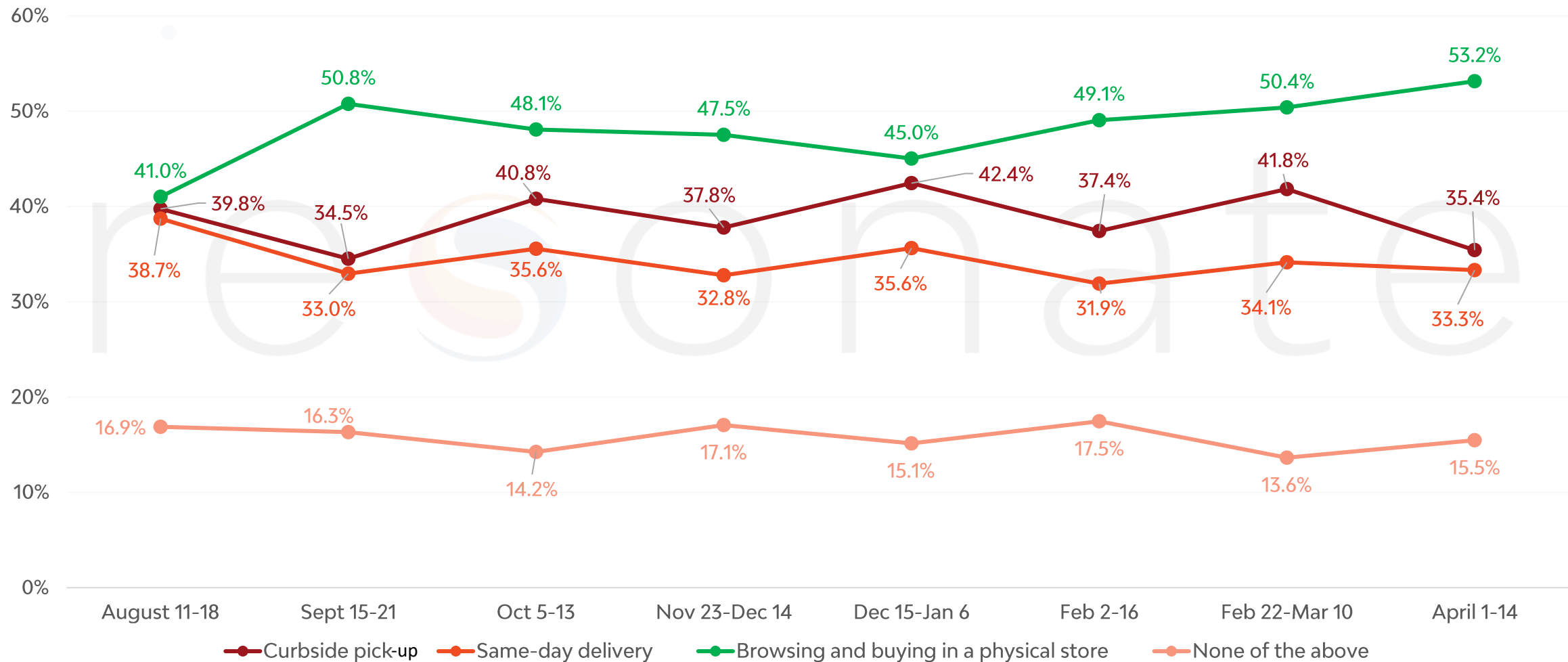
RETAIL

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)? Please select all that apply.



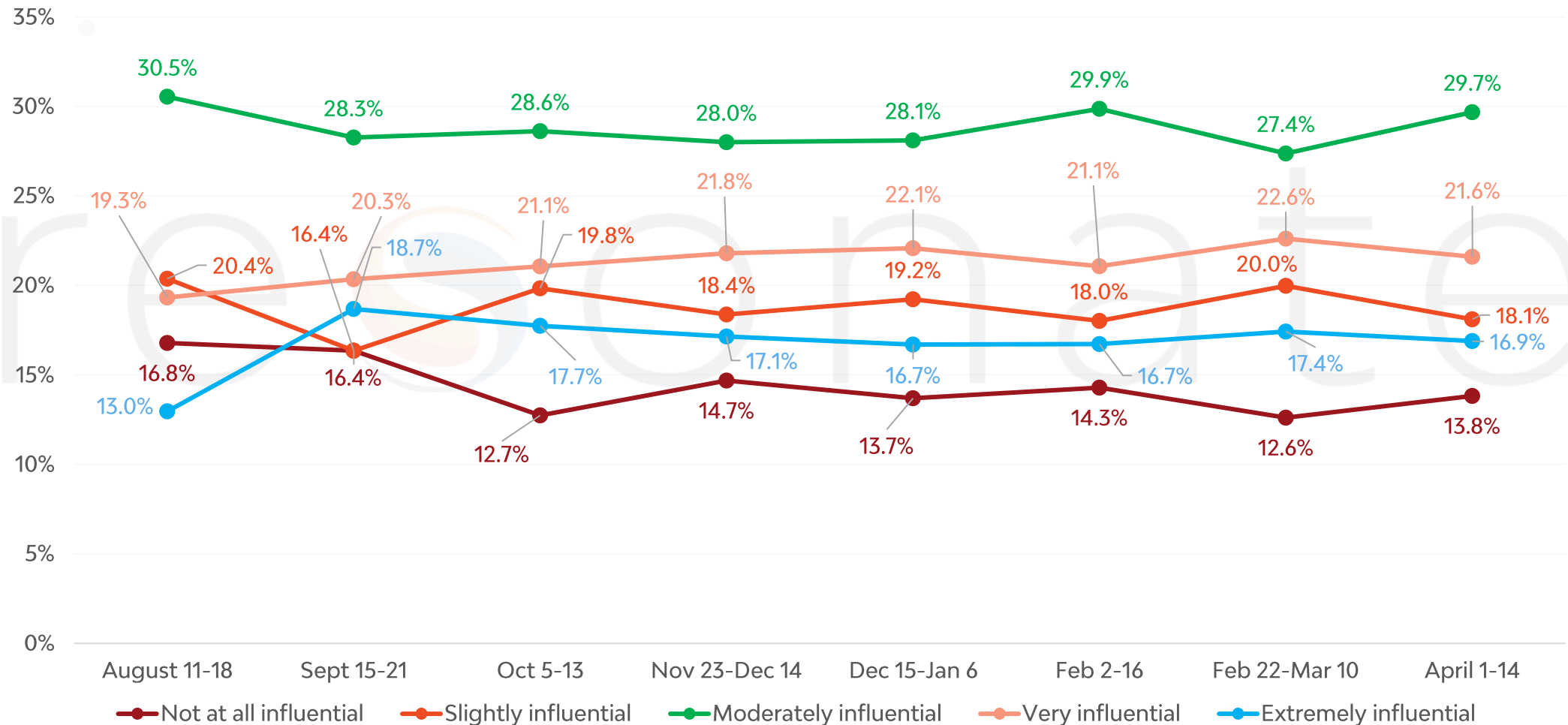
RETAIL

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



RETAIL

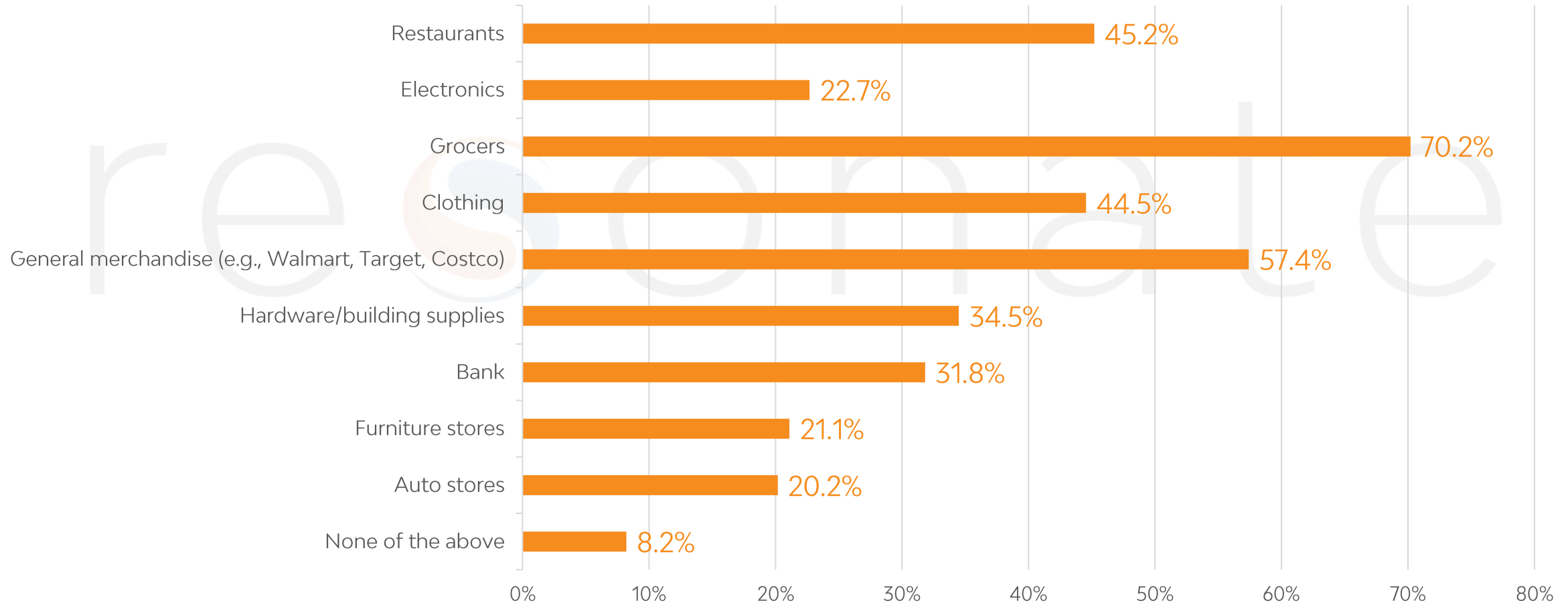
To what extent does the **cost of shipping or delivery** influence your decision to shop in a physical store rather than online?



RETAIL

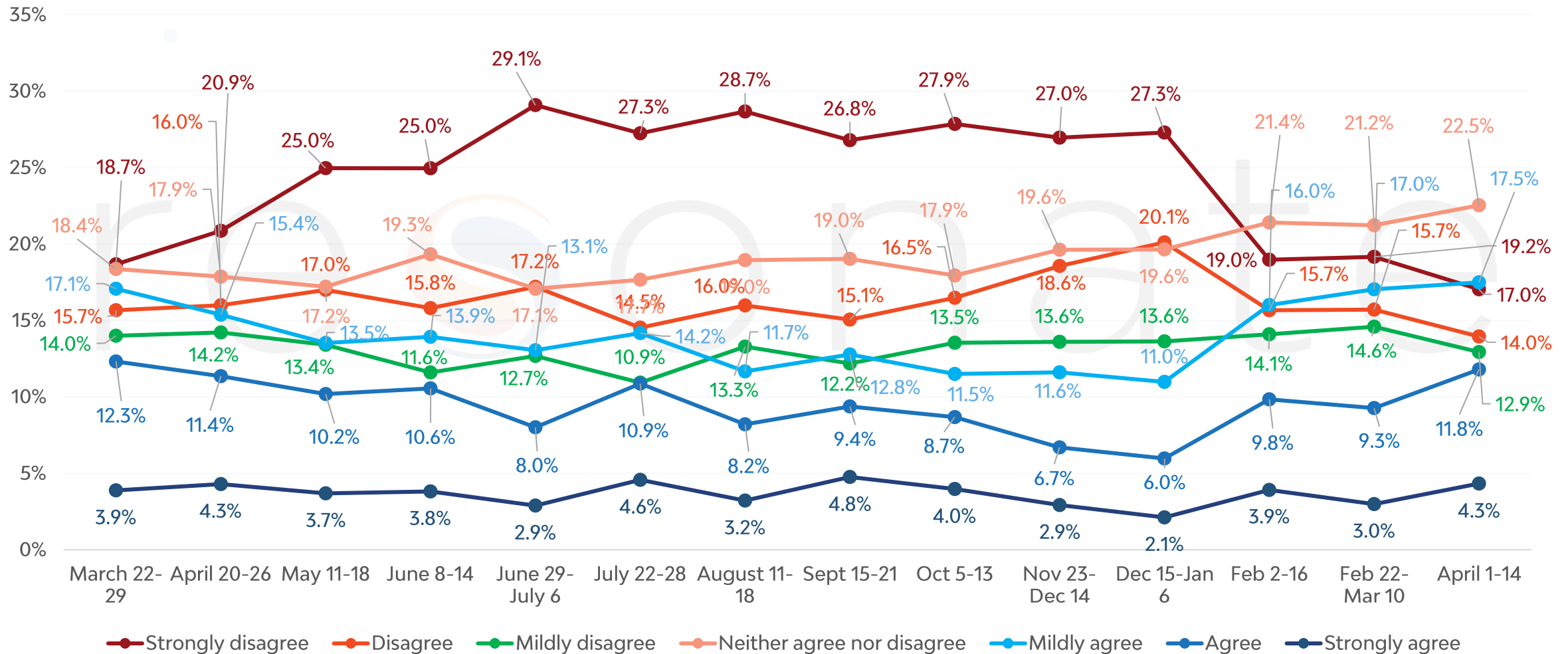
44.5% are shopping in-store for clothing

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.*



POLITICS

Thinking about the coronavirus situation, how strongly do you agree or disagree that the **federal government can be trusted?**

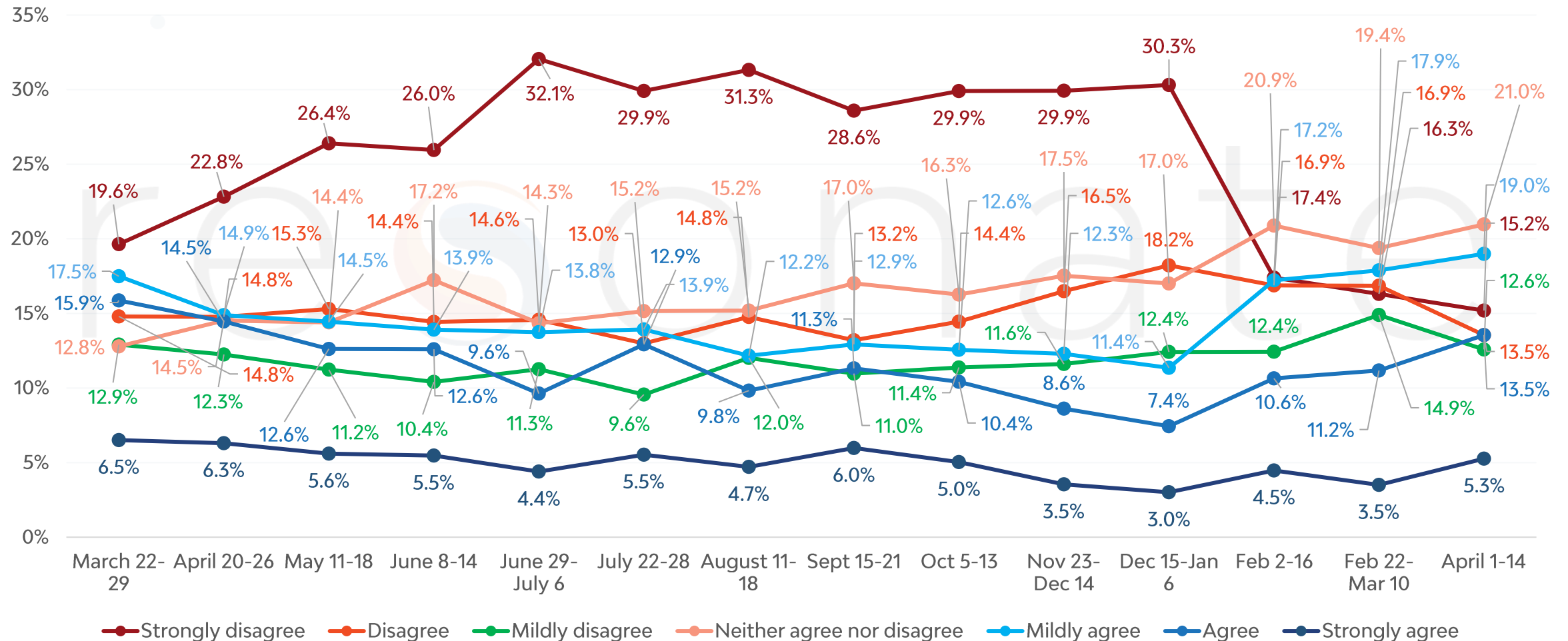


POLITICS

+5.2pts

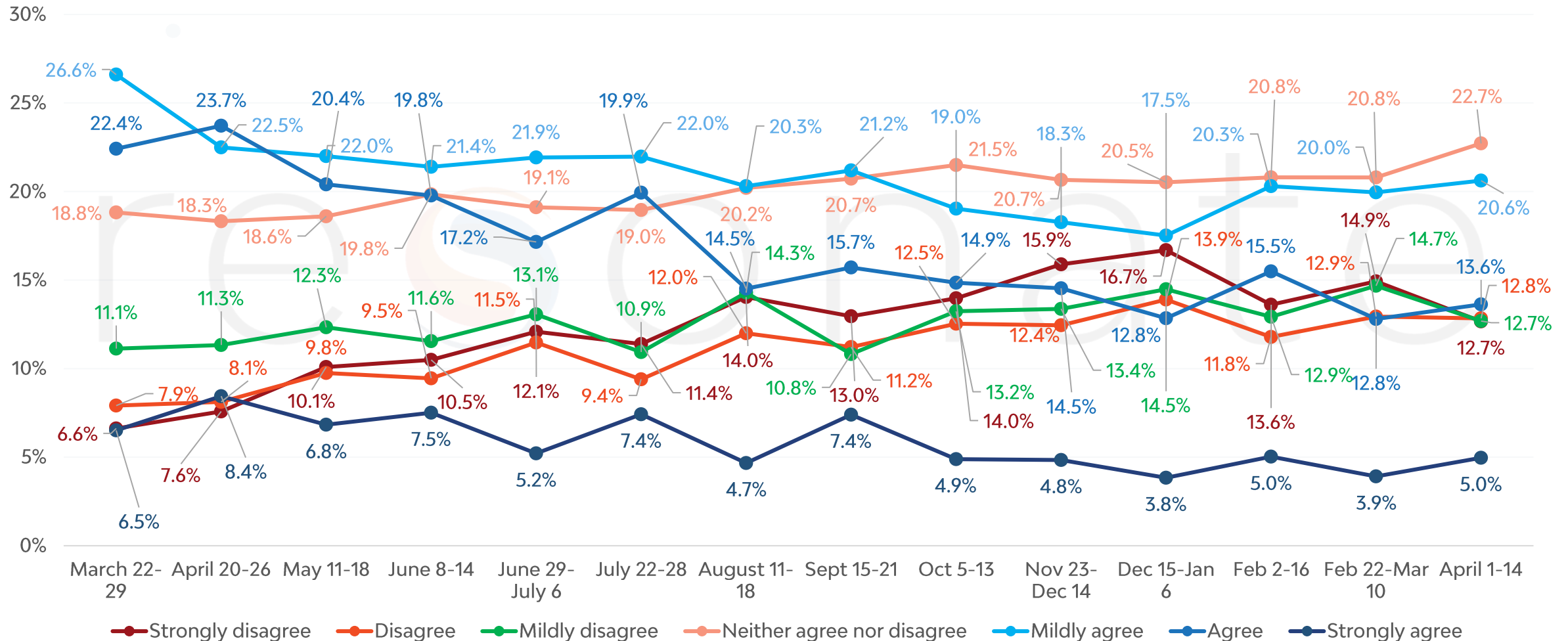
agree that the federal government is effective in handling a crisis

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



POLITICS

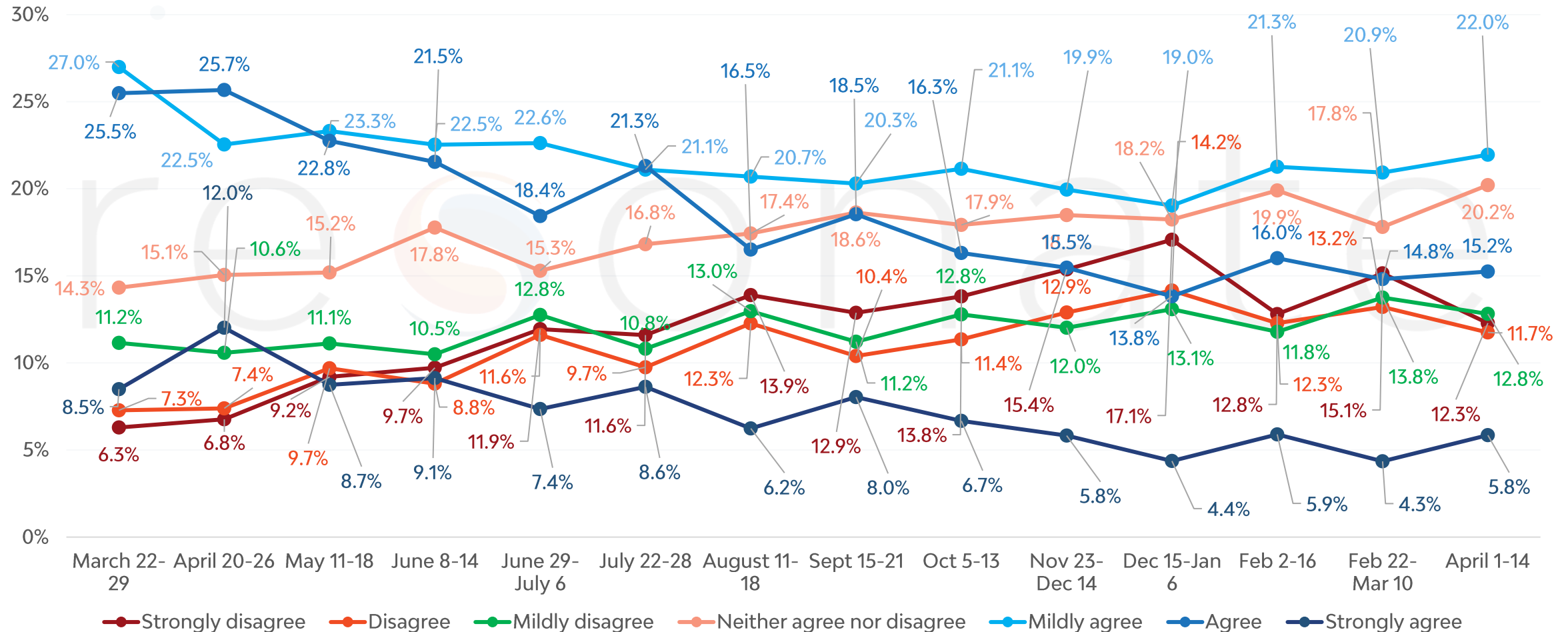
Thinking about the coronavirus situation, how strongly do you agree or disagree that the **state and local government can be trusted?**



POLITICS

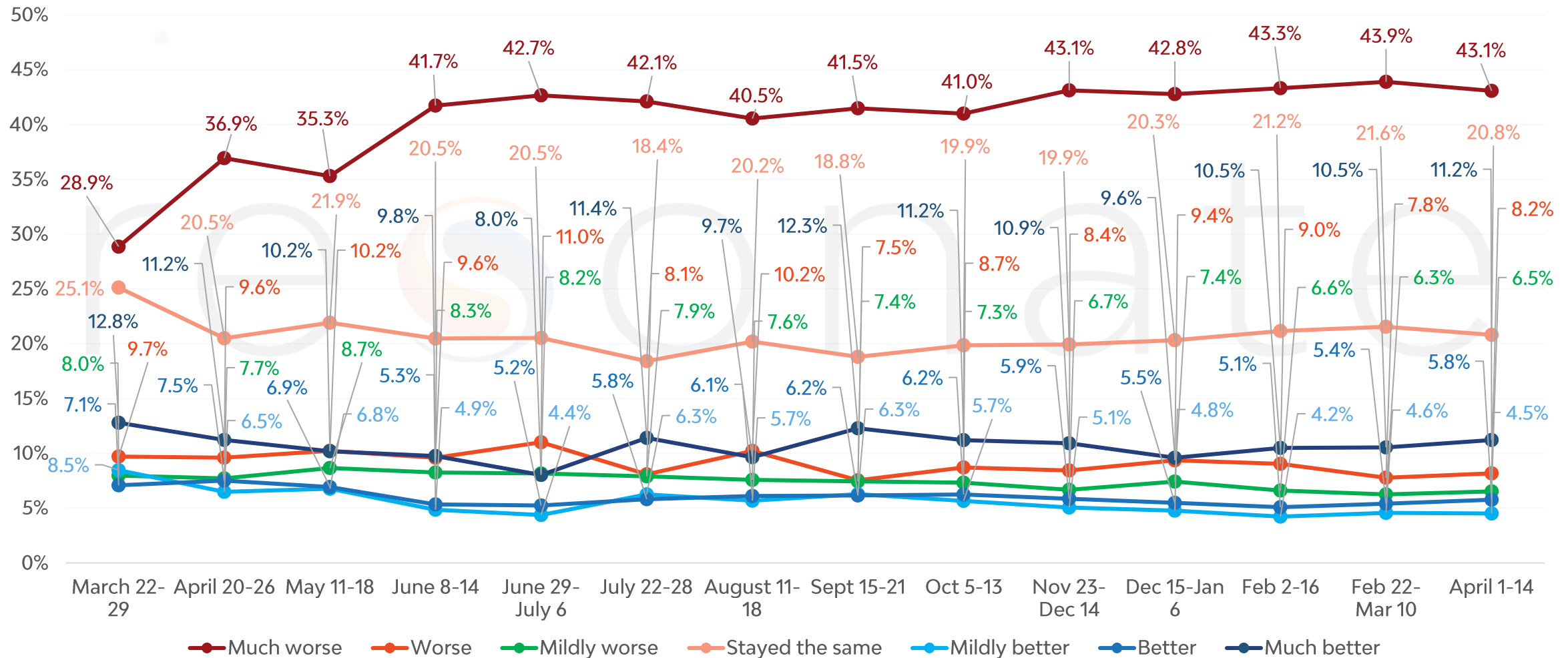
+3.0pts agree that the state and local government is effective in handling a crisis

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



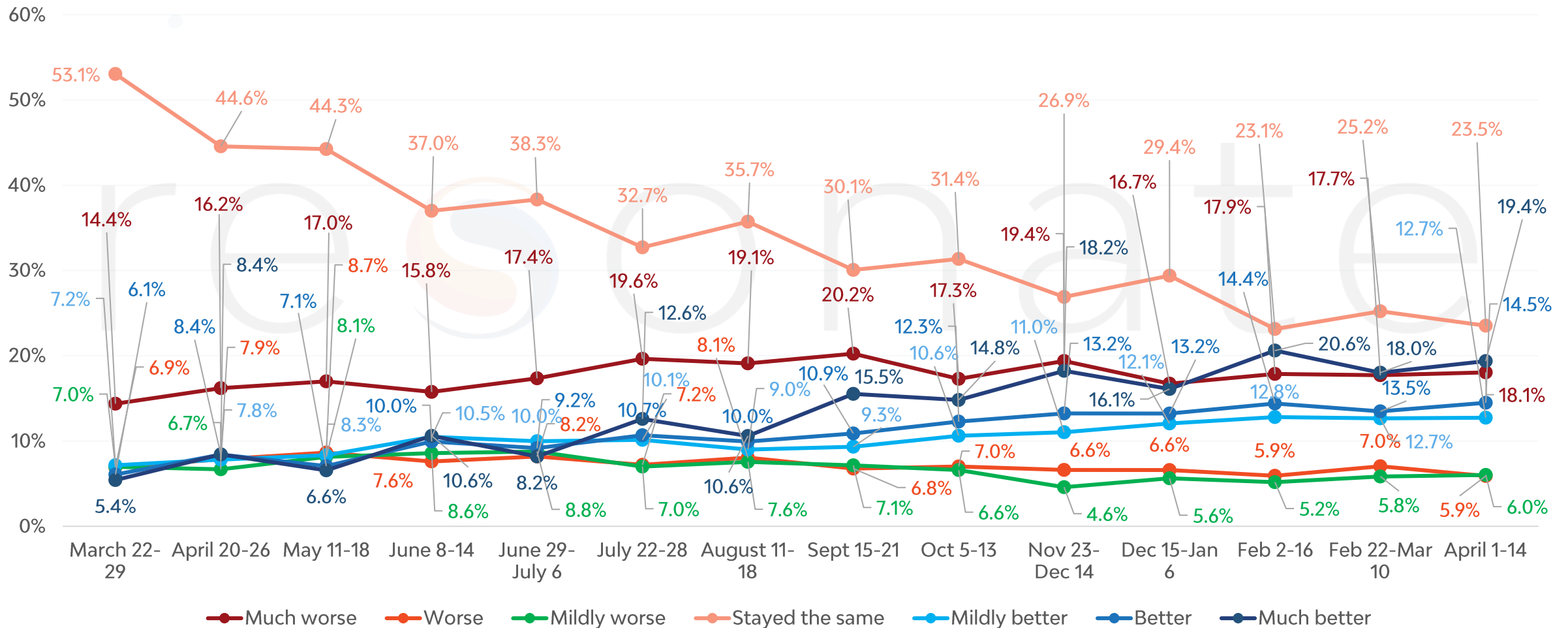
POLITICS

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



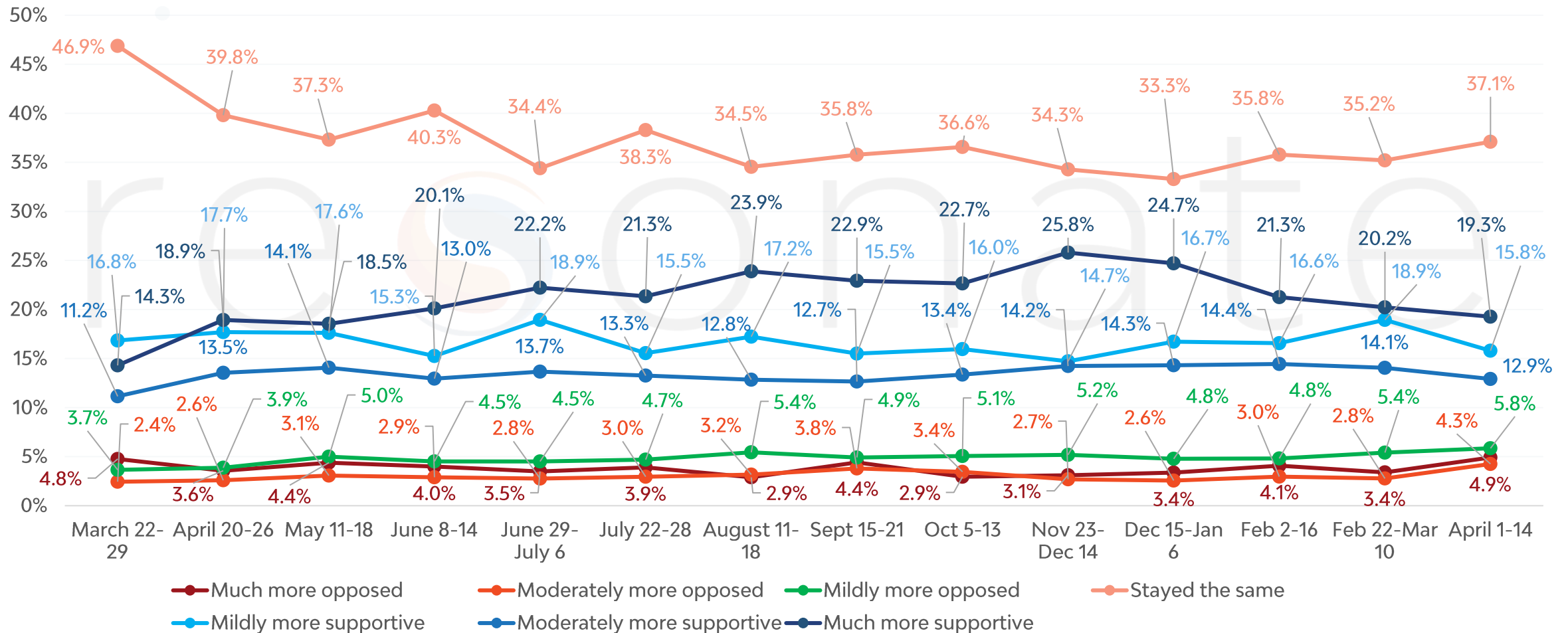
POLITICS

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



POLITICS

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

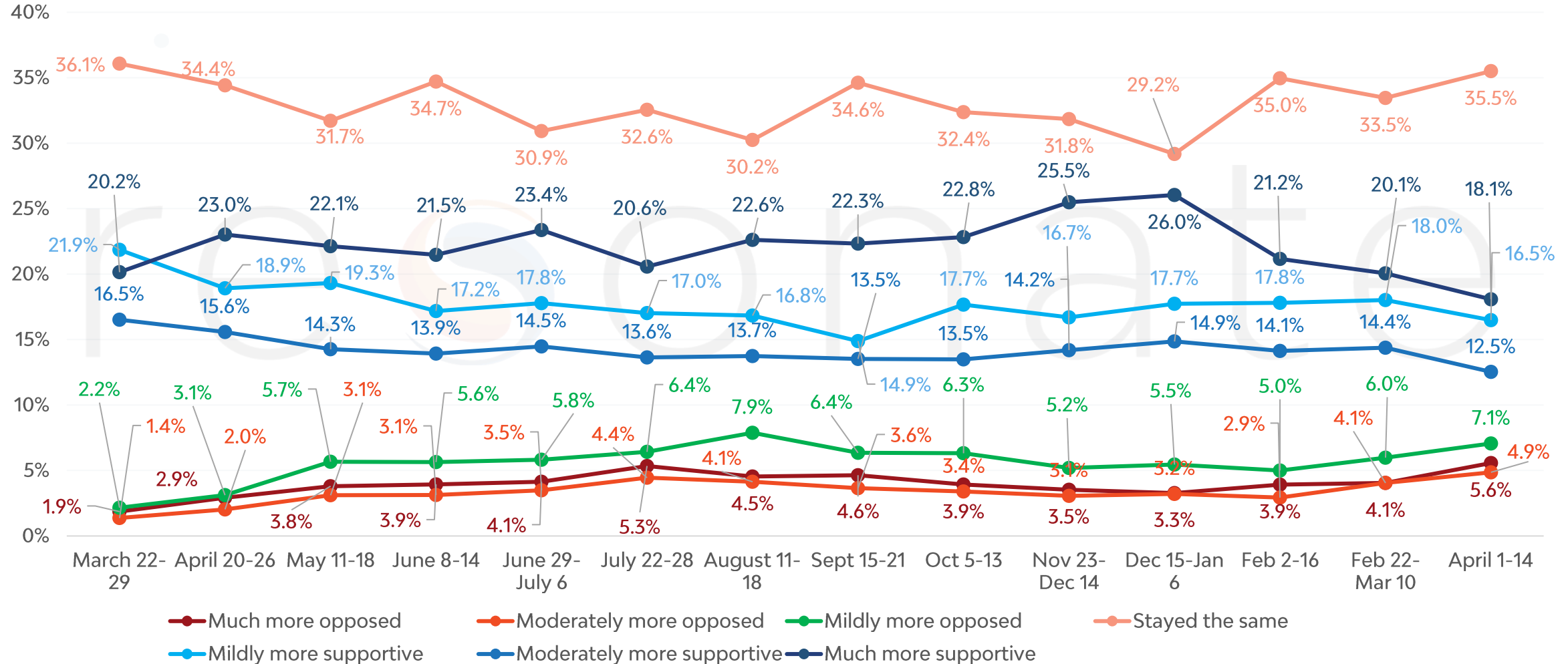


POLITICS

5.4pts

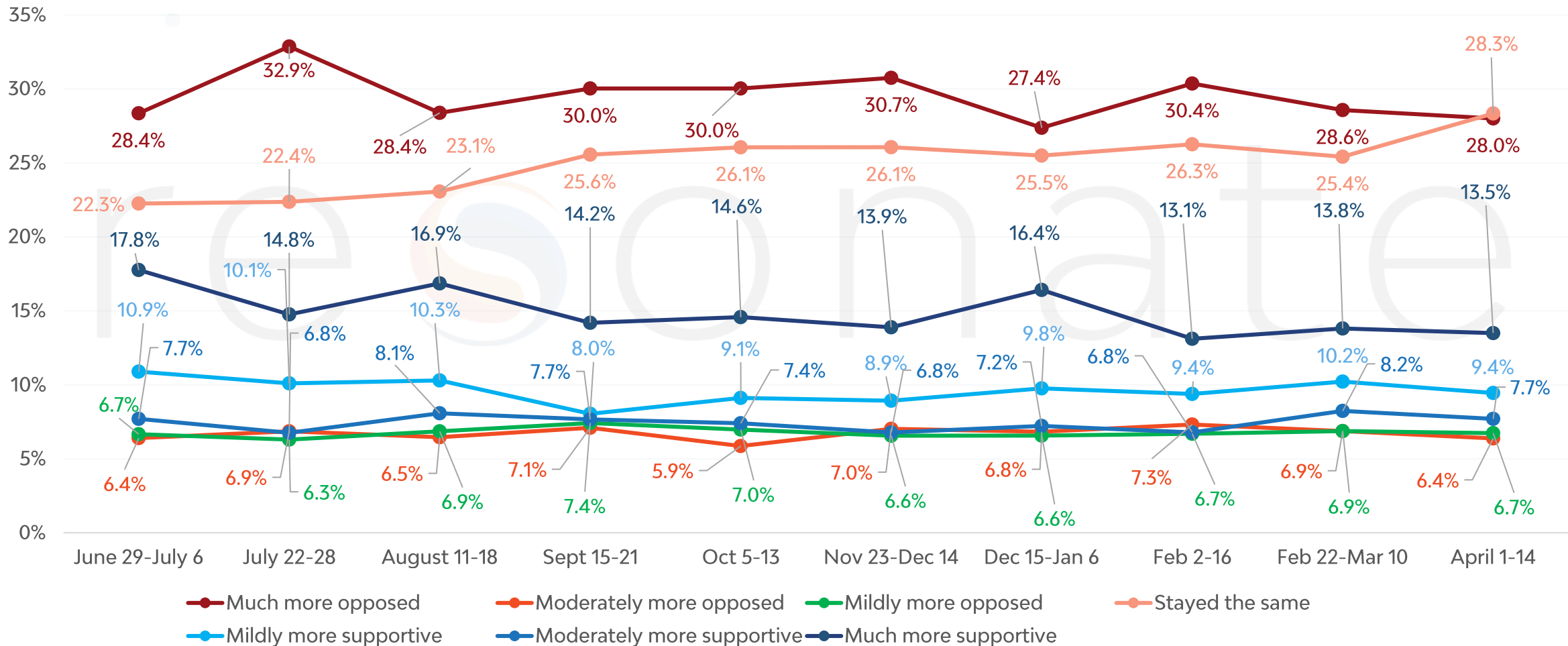
decline in support for enhancing unemployment coverage as a result of COVID

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**



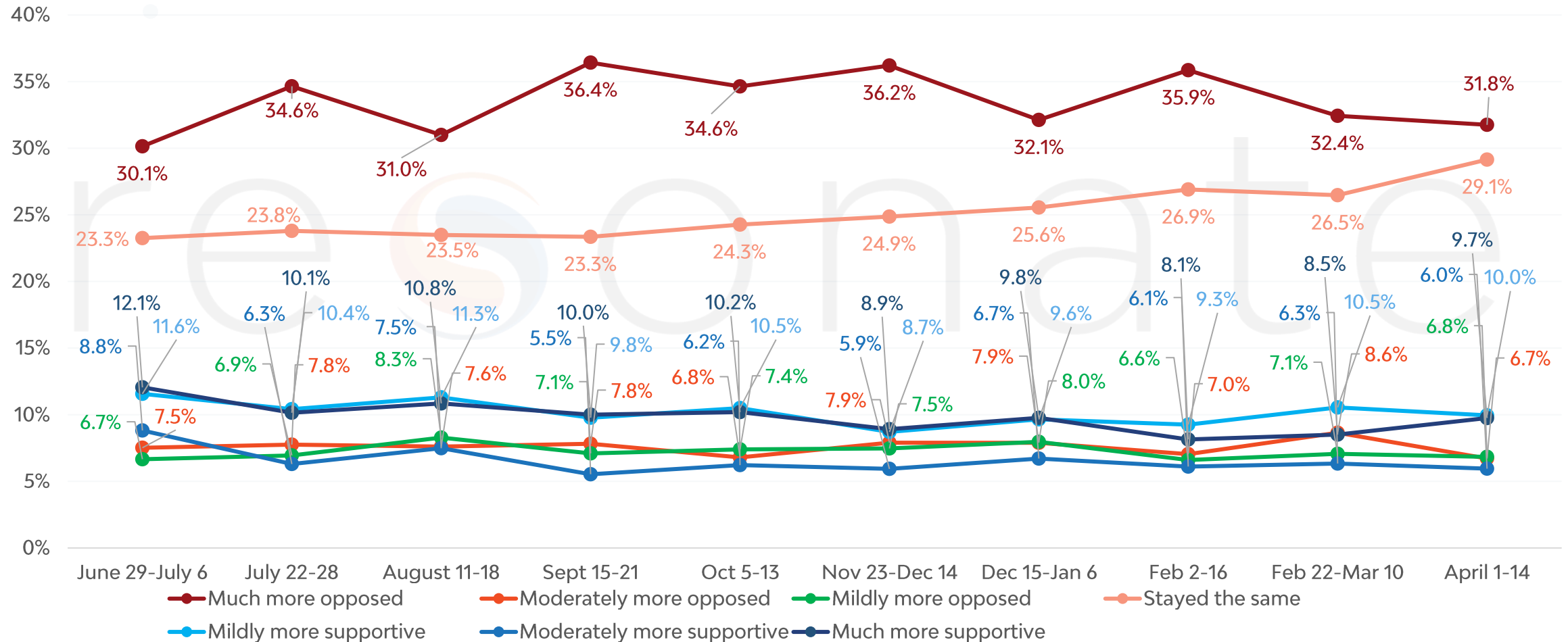
SOCIAL JUSTICE

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**



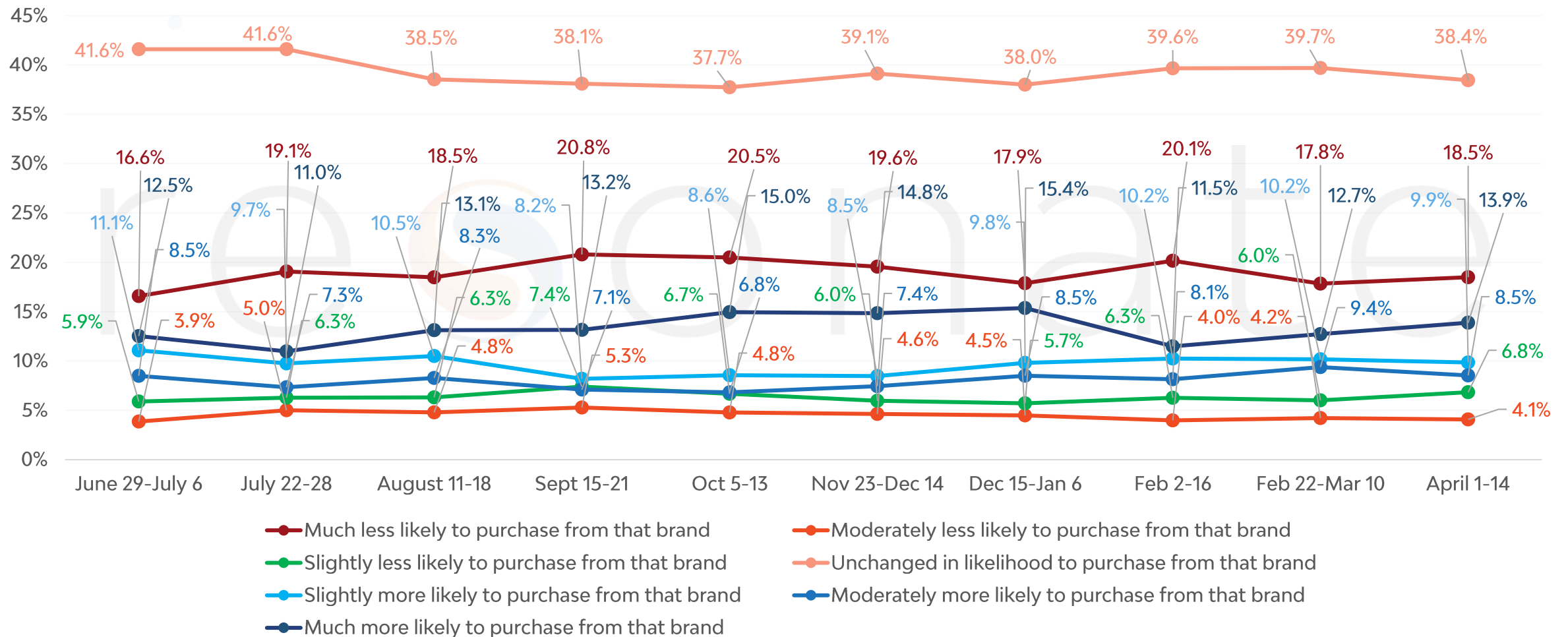
SOCIAL JUSTICE

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**



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**





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 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.



See it in Action