THE RETURN TO HUMAN CONNECTION
Learn Where Consumers Stand Now on Retail, Travel, Personal Finance, and More
Resonate COVID-19 and Emerging Trends Consumer Flash Study
Wave 15, May 2021
As of publishing, the CDC had just announced that vaccinated Americans can safely participate in indoor and outdoor activities — without a mask.

How will that impact consumers who were already indicating they are less likely to put travel on hold because of the coronavirus pandemic? Will it put consumers more or less at ease, particularly those who now say they do not need precautions in place to return to in-person shopping? Is this a shifting tide in the return to human-to-human connection?

With this newfound freedom in mind, it’s critical to connect with where your customer is today. That means you need access to the freshest, most relevant data. You need 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 14 and May 5, 2021 and scaled to 200 million U.S. consumers.
Thinking about the coronavirus situation, how soon do you believe that your life will largely return to normal?

**GENERAL**

<table>
<thead>
<tr>
<th>Date Range</th>
<th>1 month or less</th>
<th>2 to 3 months</th>
<th>4 to 6 months</th>
<th>7 to 12 months</th>
<th>More than 1 year</th>
<th>Never</th>
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<tbody>
<tr>
<td>March 22-29</td>
<td>4.7%</td>
<td>6.5%</td>
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<td>May 11-18</td>
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<td>June 8-14</td>
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<td>June 29-July 6</td>
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<td>July 22-28</td>
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<td>August 11-18</td>
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<td>Sept 15-21</td>
<td>9.1%</td>
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<td>Oct 5-13</td>
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<td>Nov 23-Dec 14</td>
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<td>7.7%</td>
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<td>Dec 15-Jan 6</td>
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<td>Feb 2-16</td>
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<td>Feb 22-Mar 10</td>
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<td>April 14-May 5</td>
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</table>
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?

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**Diagram Description:**
- The chart illustrates the percentage of people concerned about the economic consequences of the coronavirus situation over time, from March 22-29 to April 14-May 5.
- The x-axis represents the time period, and the y-axis represents the percentage of concern.
- Different colors and labels indicate the extent of concern, ranging from 'To an extremely small extent' to 'To an extremely large extent.'
- The chart shows a decrease in concern over time, with a notable +5% increase month-over-month.
When do you believe the United States economy will return to "normal" as it was before the coronavirus situation began?

<table>
<thead>
<tr>
<th>Season</th>
<th>Year</th>
<th>April 1-14</th>
<th>April 14-May 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring (March - May), 2021</td>
<td>2.9%</td>
<td>2.3%</td>
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<tr>
<td>Summer (June - August), 2021</td>
<td>11.7%</td>
<td>10.2%</td>
<td></td>
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<tr>
<td>Fall (September - October), 2021</td>
<td>22.8%</td>
<td>21.4%</td>
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<tr>
<td>Winter (November - February), 2021 or later</td>
<td>62.6%</td>
<td>66.0%</td>
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</tbody>
</table>
Which of the following best describes your employment situation?

- I am currently employed full time/part time
- I was previously employed but became unemployed / furloughed since March 1, 2020
- I have been unemployed/retired since before March 1, 2020
Which of the following best describes your workplace 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

23% employees who were WFH have returned to the office either voluntarily or required by their employer.
How likely are you to take the coronavirus vaccine after it becomes available to you?

- **Nov 23-Dec 14**: 26.5%
- **Dec 15-Jan 16**: 30.4%
- **Feb 2-16**: 42.6%
- **Feb 22-Mar 10**: 45.7%
- **April 1-14**: 54.6%
- **April 14-May 5**: 56.8%

Those who are completely likely to get the coronavirus vaccine after it becomes available increased by 4% month-over-month.
How soon after the vaccine for the coronavirus becomes available to you will you want to take it?

- Within one week of its availability: 9.9%, 16.6%, 15.5%, 17.1%, 14.0%, 9.7%, 7.4%, 7.9%, 7.3%, 7.6%, 7.9%, 8.7%, 1.1%, 1.3%, 1.5%, 1.2%, 1.4%, 1.5%, 0%
- Within one month of its availability: 20.9%, 20.6%, 18.1%, 14.4%, 10.7%, 9.8%, 7.4%, 7.9%, 7.3%, 7.6%, 7.9%, 14.5%, 1.3%, 1.5%, 1.2%, 1.4%, 1.5%, 1.3%
- Within three months of its availability: 15.7%, 15.9%, 14.0%, 16.9%, 14.2%, 13.6%, 15.0%, 13.6%, 13.6%, 13.6%, 9.0%, 9.7%, 7.4%, 7.9%, 7.9%, 7.9%, 7.3%, 8.7%
- Within six months of its availability: 20.9%, 20.6%, 18.1%, 14.4%, 10.7%, 9.8%, 7.4%, 7.9%, 7.3%, 7.6%, 7.9%, 14.5%, 1.3%, 1.5%, 1.2%, 1.4%, 1.5%, 1.3%
- Within one year of its availability or later: 15.7%, 15.9%, 14.0%, 16.9%, 14.2%, 13.6%, 15.0%, 13.6%, 13.6%, 13.6%, 9.0%, 9.7%, 7.4%, 7.9%, 7.9%, 7.9%, 7.3%, 8.7%
- Never: 1.1%, 1.3%, 1.5%, 1.2%, 1.4%, 1.5%, 1.3%, 1.5%, 1.3%, 1.5%, 1.3%, 1.5%, 1.3%, 1.5%, 1.3%, 1.5%, 1.3%, 1.5%
When do you think you would be most likely to get the coronavirus vaccine?

- January to March, 2021: 29.9% (April 1-14), 31.8% (April 14-May 5)
- April to June, 2021: 10.7% (January to March), 37.5% (April 1-14), 35.4% (April 14-May 5)
- July to September, 2021: 22.0% (April 1-14), 24.1% (April 14-May 5)
- October, 2021 or later: 8.6% (January to March), 10% (April to June), 15% (July to September), 20% (October), 25% (November), 30% (December), 35% (January 2022), 40% (February 2022)
What is the main reason for your lower likelihood of taking the vaccine even after it becomes available to you?

- Do not trust/support vaccines in general: 2.2% (April 1-14), 2.7% (April 14-May 5)
- Do not trust/support the medical field: 1.1% (April 1-14), 0.9% (April 14-May 5)
- Do not trust that existing COVID vaccines are safe: 7.5% (April 1-14), 8.1% (April 14-May 5)
- Do not fully understand how COVID vaccines work: 0.6% (April 1-14), 0.7% (April 14-May 5)
- Concern over possible side effects: 4.8% (April 1-14), 5.3% (April 14-May 5)
- Want to wait and see how others respond: 3.6% (April 1-14), 3.3% (April 14-May 5)
- Do not believe that I am likely to get sick: 1.5% (April 1-14), 1.2% (April 14-May 5)
- Other/ Don't know: 1.5% (April 1-14), 1.7% (April 14-May 5)

+8% month-over-month increase of those who won't get the vaccine cite they do not trust that existing COVID vaccines are safe.
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>Opinion</th>
<th>April 1-14</th>
<th>April 14-May 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>42.4%</td>
<td>46.0%</td>
</tr>
<tr>
<td>No</td>
<td>32.7%</td>
<td>28.8%</td>
</tr>
<tr>
<td>Don’t know or not sure</td>
<td>25.0%</td>
<td>25.2%</td>
</tr>
</tbody>
</table>

Those who believe public schools should now be open across the country: +8% month over month increase.
What is the primary reason why all public schools are not now open?

- Regulations imposed by federal government officials and agencies: 6.5% in April 1-14, 6.6% in April 14-May 5
- Regulations imposed by state or local government officials and agencies: 12.6% in April 1-14, 15.9% in April 14-May 5
- Resistance from teachers themselves: 7.3% in April 1-14, 6.6% in April 14-May 5
- Resistance from teachers unions (e.g., National Education Association): 13.0% in April 1-14, 13.9% in April 14-May 5
- Other: 2.9% in April 1-14, 3.0% in April 14-May 5
Which of the following are necessary to take place for your travel (both leisure and business) to return to normal?

- 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
TRAVEL & TRANSPORTATION

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

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

-4% month-over-month decrease

those who are not traveling on airplanes or trains at all due to the pandemic

August 11-18: 48.2%
September 15-21: 34.8%
October 5-13: 34.6%
November 23-December 14: 39.1%
December 15-January 6: 41.4%
February 2-16: 38.6%
February 22-March 10: 36.4%
April 1-14: 33.6%
April 14-May 5: 32.1%

4% month-over-month decrease

those who are not traveling on airplanes or trains at all due to the pandemic

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

August 11-18: 48.2%
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December 15-January 6: 41.4%
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February 22-March 10: 36.4%
April 1-14: 33.6%
April 14-May 5: 32.1%

4% month-over-month decrease

those who are not traveling on airplanes or trains at all due to the pandemic

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

August 11-18: 48.2%
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April 1-14: 33.6%
April 14-May 5: 32.1%
TRAVEL & TRANSPORTATION

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

- **Not staying at a large hotel chain at all, until the coronavirus situation is under control**
- **Not applicable: I do not stay at large hotel chains anyway**
- **More than once a week**
- **Once a week**
- **Once a month**
- **Once a quarter**
- **Once a year**
- **Less than once a year**
- **Never**

-7% month-over-month decrease

-7% those who are **not** staying at large hotel chains due to the pandemic
How frequently are you now traveling within your state?

- More than once a week
- Once a week
- Once a month
- Once a quarter
- Less than once a year
- Never
- Not traveling within my state at all, until the coronavirus situation is under control

Note: The graph shows a month-over-month decrease of 20% for those who are not traveling within their state due to the pandemic.
How frequently are you now traveling to a different state?

Month-over-month decrease -10% for those who are not traveling to other states due to the pandemic.
TRAVEL & TRANSPORTATION

How frequently are you now traveling internationally?

- More than once a week
- Once a month
- Once a year
- Less than once a year
- Never
- Not applicable: I do not travel internationally anyway
- Not traveling internationally at all, until the coronavirus situation is under control
TRAVEL & TRANSPORTATION

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% (April 1-14), 1.0% (April 14-May 5)
- Once a week: 2.1% (April 1-14), 1.8% (April 14-May 5)
- Once a month: 3.5% (April 1-14), 2.6% (April 14-May 5)
- Once a quarter: 4.1% (April 1-14), 4.3% (April 14-May 5)
- Once a year: 11.2% (April 1-14), 12.4% (April 14-May 5)
- Less than once a year: 27.7% (April 1-14), 30.6% (April 14-May 5)
- Never: 49.9% (April 1-14), 47.3% (April 14-May 5)
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% expect return by April 1-14 and 9.3% by April 14-May 5
- Summer (June - August), 2021: 23.0% expect return by April 1-14 and 23.3% by April 14-May 5
- Fall (September - October), 2021: 26.3% expect return by April 1-14 and 23.5% by April 14-May 5
- Winter (November - February), 2021 or later: 40.5% expect return by April 1-14 and 43.9% by April 14-May 5
Thinking about the coronavirus situation, how soon do you expect your business travel activities will largely return to “normal”?

- Spring (March - May), 2021:
  - April 1-14: 10.5%
  - April 14-May 5: 10.2%

- Summer (June - August), 2021:
  - April 1-14: 18.8%
  - April 14-May 5: 17.4%

- Fall (September - October), 2021:
  - April 1-14: 24.6%
  - April 14-May 5: 23.7%

- Winter (November - February), 2021 or later:
  - April 1-14: 46.2%
  - April 14-May 5: 48.7%

Those who believe their business travel activities will be back to normal by October saw a month-over-month decrease of -5%.
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
As a result of the coronavirus situation, how have you changed your financial habit of spending?

<table>
<thead>
<tr>
<th>Time</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>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 11-18</td>
<td>23.0%</td>
<td>18.5%</td>
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<td>Sept 15-21</td>
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<td>Oct 5-13</td>
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As a result of the coronavirus situation, how have you changed your financial habit of budgeting and monitoring expenses?

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<td>Decrease to a large extent</td>
<td>3.3%</td>
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<td>5.8%</td>
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<td>4.7%</td>
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<tr>
<td>Decrease to a moderate extent</td>
<td>3.1%</td>
<td>4.6%</td>
<td>4.9%</td>
<td>5.8%</td>
<td>6.1%</td>
<td>4.3%</td>
<td>4.1%</td>
<td>4.8%</td>
<td>4.2%</td>
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<tr>
<td>Decrease to a small extent</td>
<td>12.2%</td>
<td>13.4%</td>
<td>16.0%</td>
<td>11.9%</td>
<td>11.7%</td>
<td>9.6%</td>
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<td>9.6%</td>
<td>11.0%</td>
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<tr>
<td>Remain about the same</td>
<td>4.6%</td>
<td>5.8%</td>
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<td>6.1%</td>
<td>9.6%</td>
<td>6.4%</td>
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<tr>
<td>Increase to a small extent</td>
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<td>11.9%</td>
<td>11.7%</td>
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<tr>
<td>Increase to a moderate extent</td>
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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?

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

Survey results from various dates:
- July 22-28: 3.1%
- August 11-18: 4.4%
- Sept 15-21: 2.7%
- Oct 5-13: 4.8%
- Nov 23-Dec 14: 3.1%
- Dec 15-Jan 6: 4.2%
- Feb 2-16: 2.7%
- Feb 22-Mar 10: 4.4%
- April 1-14: 3.2%
- April 14-May 5: 2.7%

Survey dates:
- 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-Mar 10
- April 1-14
- April 14-May 5
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
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: 17.6%
September 15-21: 18.9%
October 5-13: 18.1%
November 23-December 14: 19.2%
December 15-January 6: 18.5%
February 2-16: 18.2%
February 22-March 10: 18.2%
April 1-14: 17.0%
April 14-May 5: 17.0%

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

Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 15, May 2021

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What is the current quality of the United States economy?

- Very poor
- Poor
- Fair
- Good
- Excellent

Americans who believe the quality of the US economy is good or fair has increased by +3% month-over-month increase.
Did you receive an economic stimulus relief payment from the IRS in 2021?

- Yes: 71.1% (April 1-14), 78.7% (April 14-May 5)
- No: 25.2% (April 1-14), 18.7% (April 14-May 5)
- Don't know or not sure: 3.7% (April 1-14), 2.7% (April 14-May 5)
What did (or will you) primarily do with that economic stimulus relief payment?

- Donate the money to charity: 0.9% (April 1-14), 0.7% (April 14-May 5)
- Pay an auto loan or lease: 1.7% (April 1-14), 1.9% (April 14-May 5)
- Pay credit card bills: 10.9% (April 1-14), 12.9% (April 14-May 5)
- Pay for household items (e.g., food, clothing): 9.6% (April 1-14), 11.6% (April 14-May 5)
- Pay for medical insurance or expenses: 1.9% (April 1-14), 2.2% (April 14-May 5)
- Pay rent or a mortgage: 6.8% (April 1-14), 8.6% (April 14-May 5)
- Pay utilities (e.g., electricity, gas): 6.4% (April 1-14), 6.7% (April 14-May 5)
- Save the money (e.g., in a savings account at your bank): 20.5% (April 1-14), 20.5% (April 14-May 5)
- Invest the money (e.g., in a mutual fund): 3.0% (April 1-14), 2.8% (April 14-May 5)
- Splurge on something fun (e.g., entertainment, restaurant, travel): 2.3% (April 1-14), 2.8% (April 14-May 5)
- Other: 5.1% (April 1-14), 6.3% (April 14-May 5)
- Don’t know or not sure: 2.0% (April 1-14), 1.7% (April 14-May 5)

+18% consumers who used their stimulus payment to pay credit card bills.
As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed: order groceries online

- 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
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)

- 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

Jan-May decrease: -8% consumers who have decreased their likelihood to purchase luxury products
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
- All staff wearing masks/gloves
- Ability to pay without contact
- Vaccines having become widely available
- None of the above

+17% consumers who do not require any precautions to return to shopping in-store
How frequently are **you now going to crowded activities** (e.g., movie theaters, concerts, sporting events)?

- **0%**
- **1%**
- **2%**
- **3%**
- **4%**
- **5%**
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- **66%**
- **67%**
- **68%**
- **69%**
- **70%**

**March-May decrease**

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How frequently are you now dining in at restaurants?

August 11-18: 11.3% once a week, 20.4% more than once a week, 42.9% once a month or more

September 15-21: 9.1% once a year, 6.9% once a quarter, 35.3% once a month or more

October 5-13: 2.0% less than once a year, 5.4% once a year, 30.8% once a month or more

November 23-Dec 14: 2.0% less than once a year, 3.7% once a quarter, 39.1% once a month or more

December 15-Jan 6: 1.7% less than once a year, 3.3% once a quarter, 19.2% once a month or more

February 2-16: 2.3% less than once a year, 3.5% once a quarter, 19.5% once a month or more

February 22-March 10: 2.1% less than once a year, 3.2% once a quarter, 18.7% once a month or more

April 1-14: 2.8% less than once a year, 4.0% once a quarter, 22.5% once a month or more

April 14-May 5: 3.2% less than once a year, 4.3% once a quarter, 26.1% once a month or more

+20% those who are now dining in restaurants once a month or more month-over-month increase

More than once a week
Once a month
Once a year
Less than once a year
Never
Not applicable: I do not dine in at restaurants anyway

Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 15, May 2021
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?

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

+8% indicate browsing and buying in a physical store is an important shopping factor.
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
- Electronics
- Grocers
- Clothing
- General merchandise (e.g., Walmart, Target, Costco)
- Hardware/building supplies
- Bank
- Furniture stores
- Auto stores
- None of the above

April 1-14 vs. April 14-May 5

+8% month-over-month increase at general merchandise stores
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?
Thinking about the coronavirus situation, how strongly do you agree or disagree that the state and local government is effective in addressing a crisis?
As a result of the coronavirus situation, to what extent has your opinion of the following individuals become better or worse: former President Trump

- Much worse
- Worse
- Mildly worse
- Stayed the same
- Mildly better
- Better
- Much better

**POLITICS**

March 22-29: 7.1%
April 20-26: 7.5%
May 11-18: 6.9%
June 8-14: 5.3%
June 29-July 6: 5.2%
July 22-28: 5.8%
August 11-18: 6.1%
Sept 15-21: 6.2%
Oct 5-13: 6.2%
Nov 23-Dec 14: 5.9%
Dec 15-Jan 6: 5.4%
Feb 2-16: 5.1%
Feb 22-March 10: 4.6%
April 1-14: 4.2%
April 14-May 5: 4.5%

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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
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)?

[Diagram showing changes in opinion from March 22-29 to April 14-May 5]
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

![POLITICS Graph](chart.png)
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

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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

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?

- 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
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 Resonate 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 and intelligence, delivering deep, dynamic insights, activation, and analysis in an easy-to-use SaaS platform. The Resonate proprietary, privacy-safe data set includes more than 13,000 fresh, relevant data points that describe more than 200 million individual U.S. consumers. Hundreds of companies use Resonate to drive better marketing strategy and execution fueled by a better, more comprehensive understanding of their customers and prospects that extends beyond traditional demographics, psychographics, and behavioral data to uncover why consumers choose, buy, or support certain brands, products, or causes. Empowered with unparalleled technology to drive insight into action, leading brands, agencies, and organizations use Resonate to identify, engage, and analyze these audiences, driving growth and increasing customer lifetime value.

Headquartered in Reston, Virginia, Resonate is privately held and backed by Argentum Capital Partners, Revolution Growth, GreyCroft Partners and iNovia Capital. For more information, please visit www.resonate.com.

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See it in Action