

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





INTRODUCTION

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.

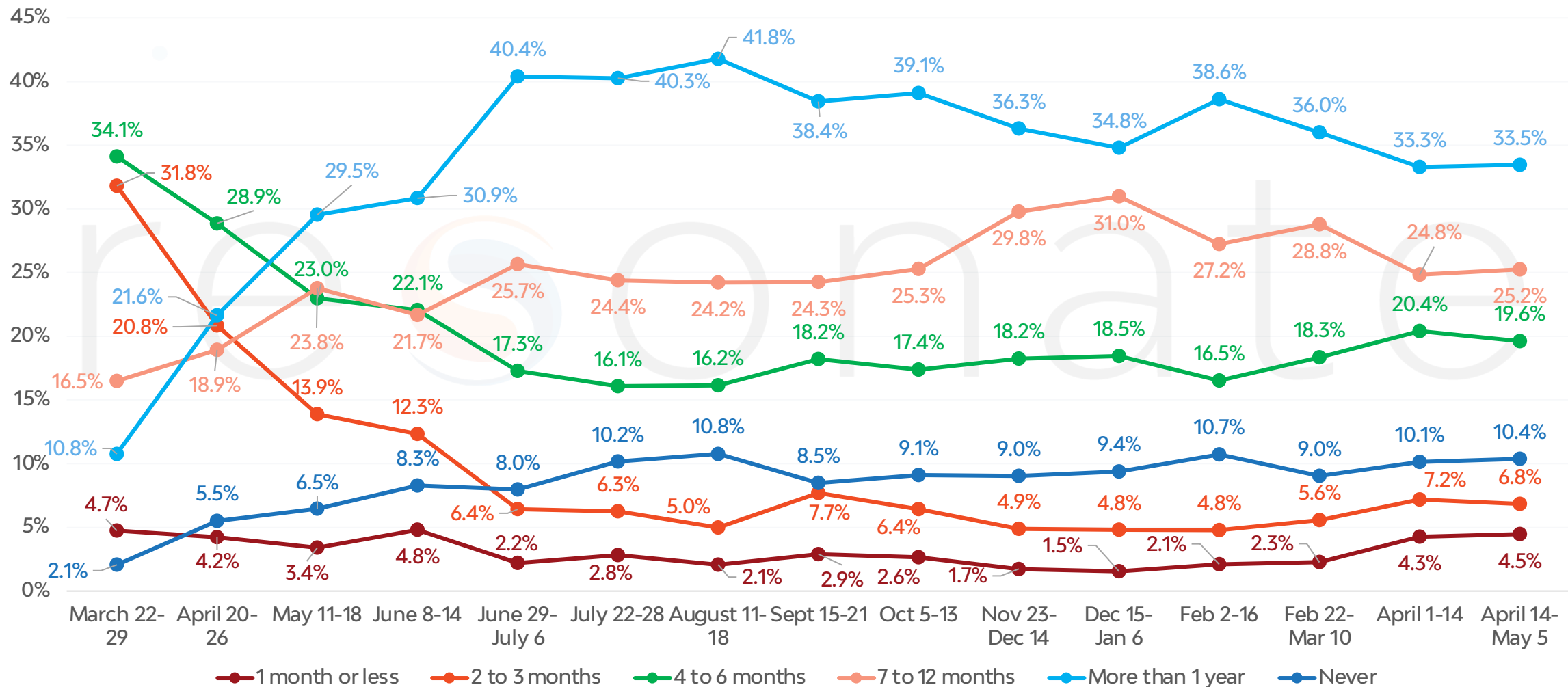
That's why Resonate's coronavirus and current events data is released continuously, with new reports like this one coming out every few weeks. **This latest Recent Events Connected Flash Study was fielded between April 14 and May 5, 2021 and scaled to 200 million U.S. consumers.**



See it in Action

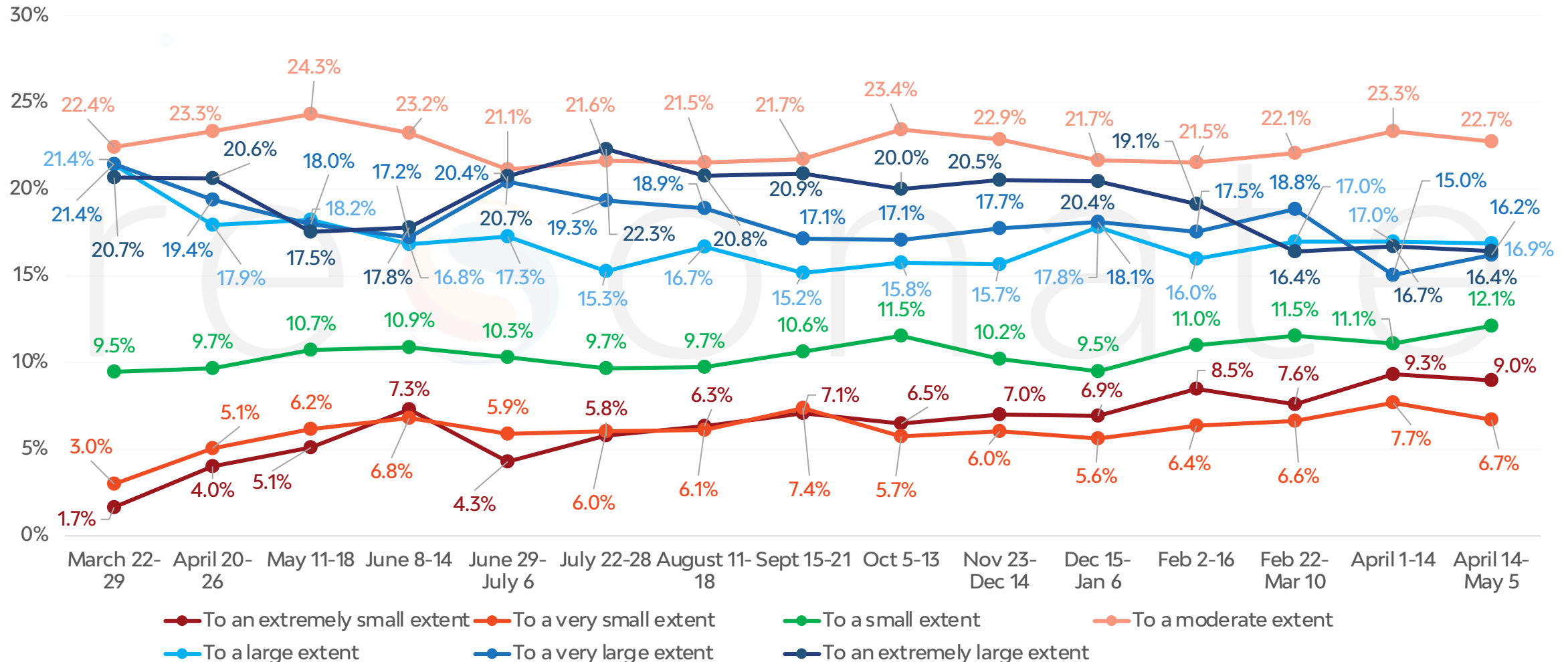
GENERAL

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



GENERAL

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



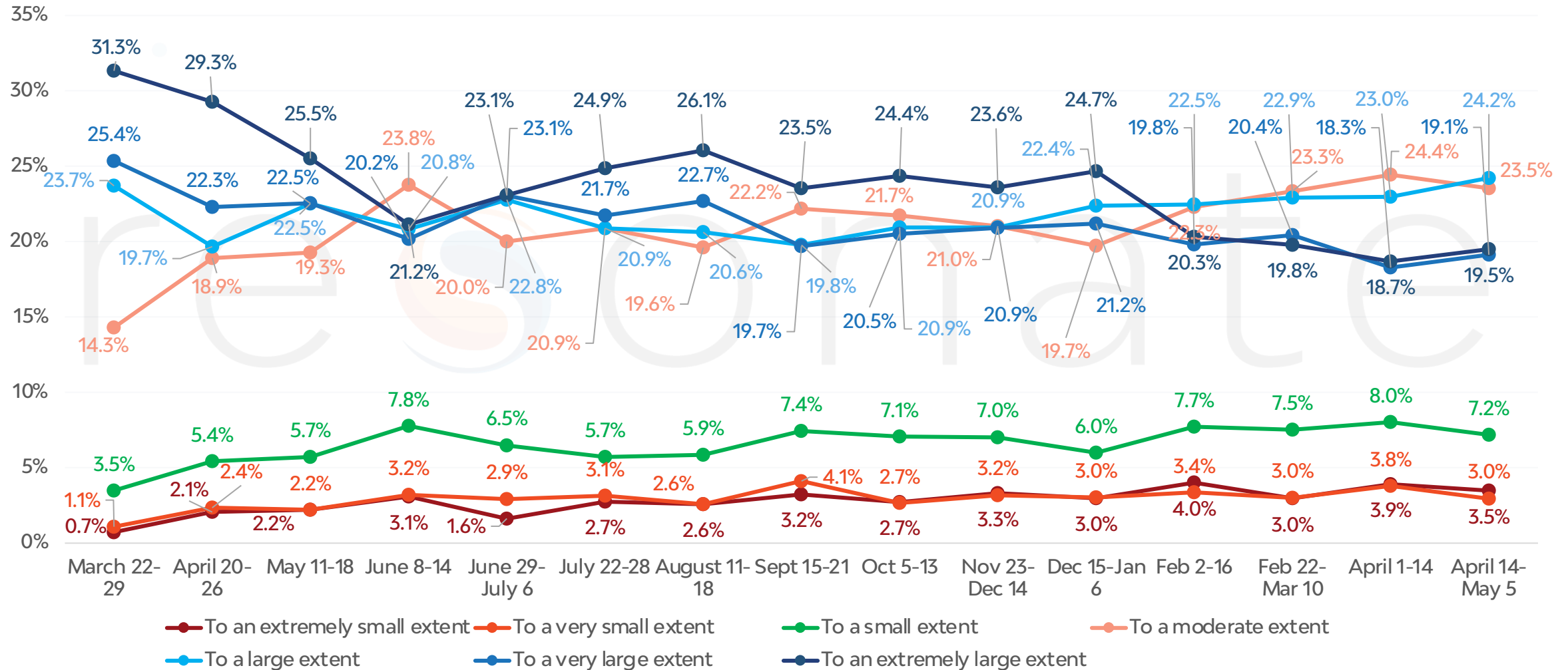
GENERAL

+5%

month-over-month increase

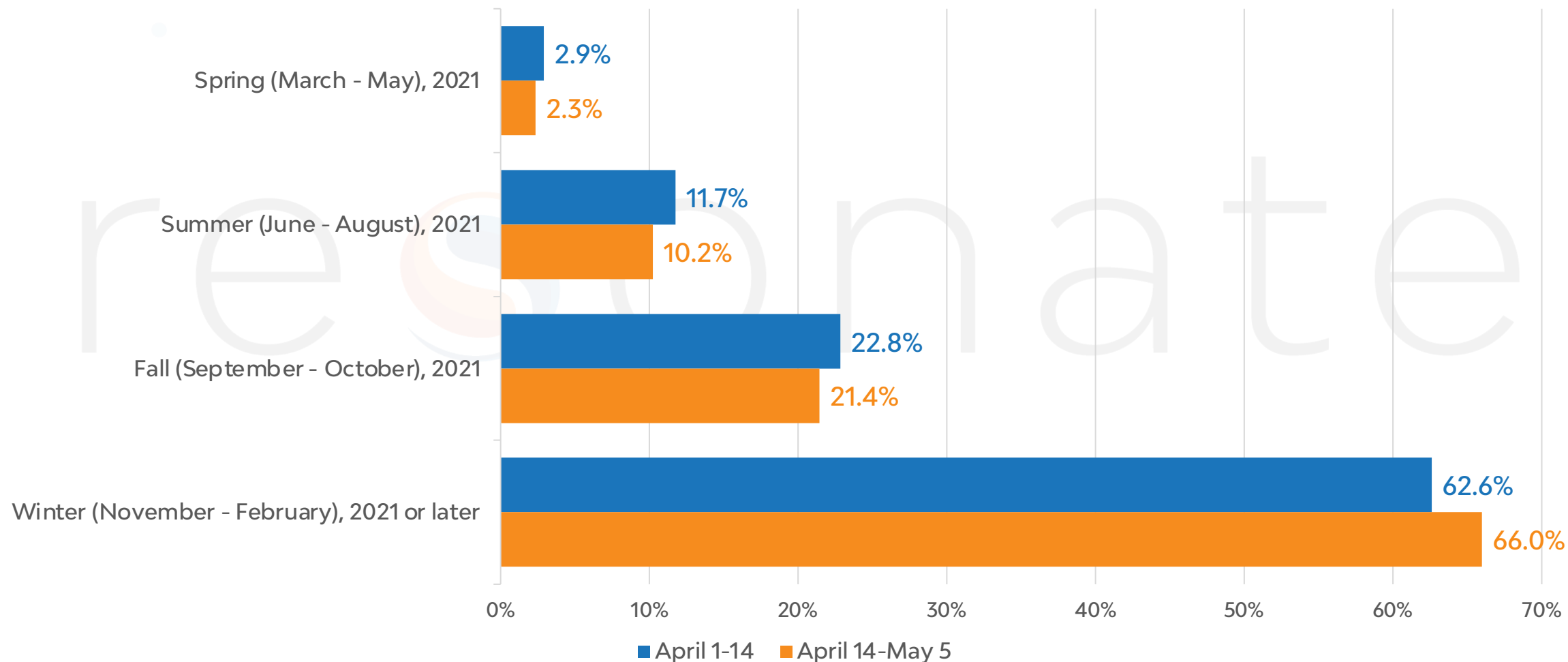
concerned about the economic consequences to a large-extremely large extent

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



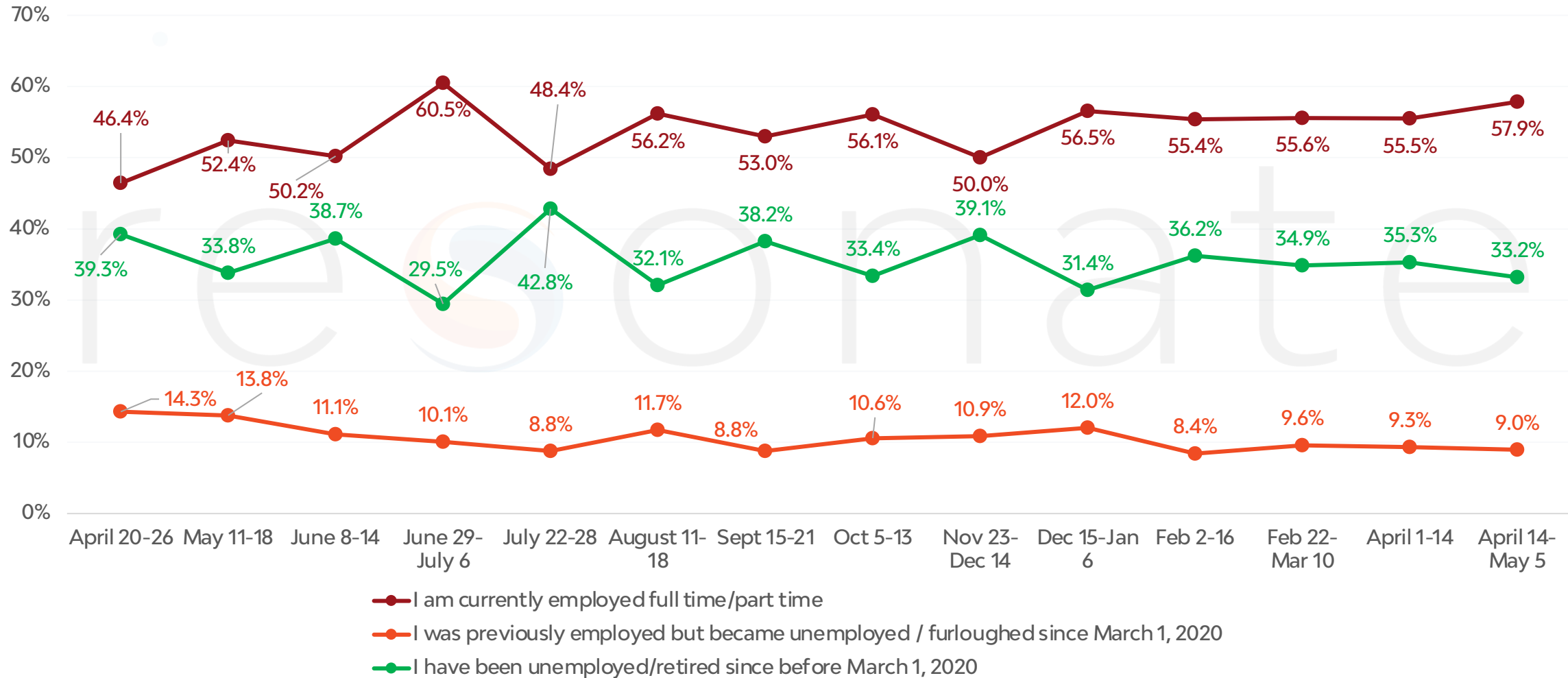
GENERAL

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 employment situation**?

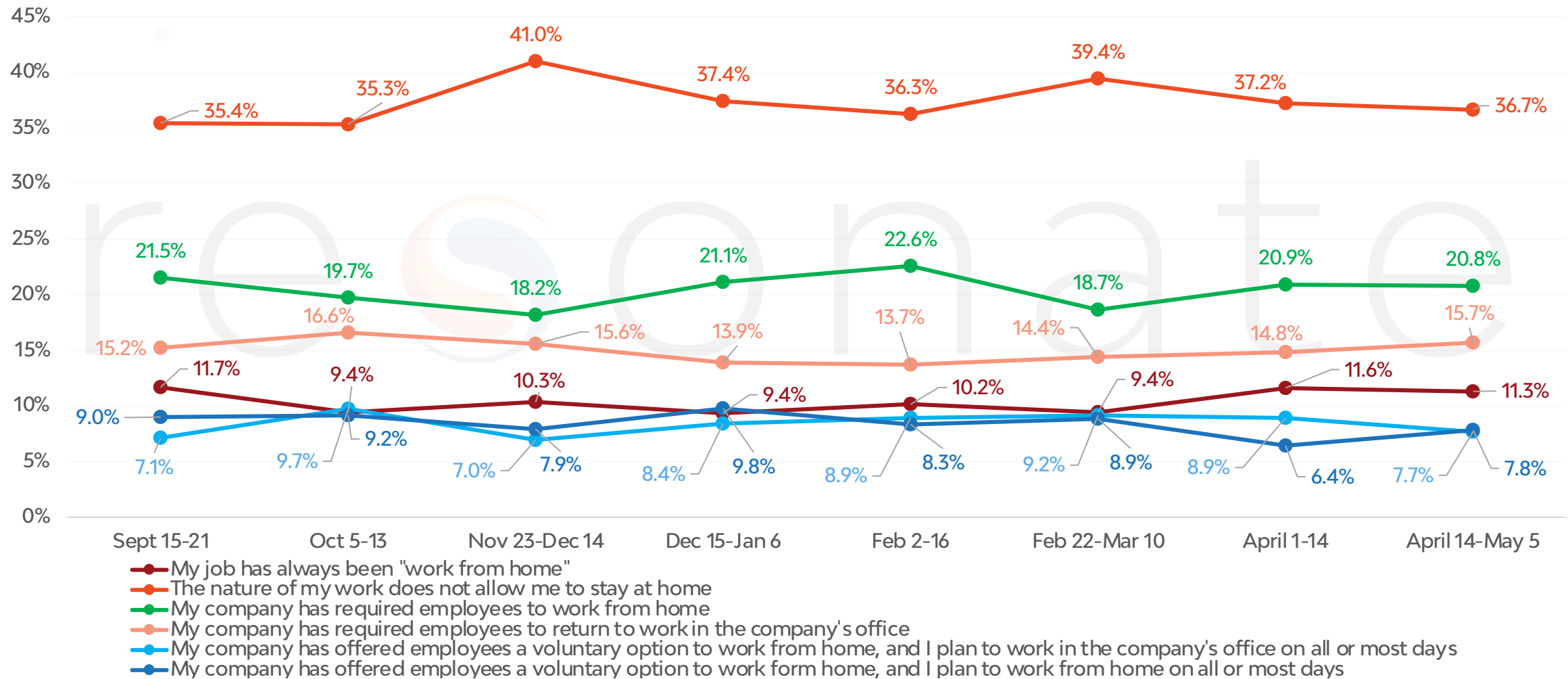


GENERAL

23%

employees who were WFH have returned to the office either voluntarily or required by their employer

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



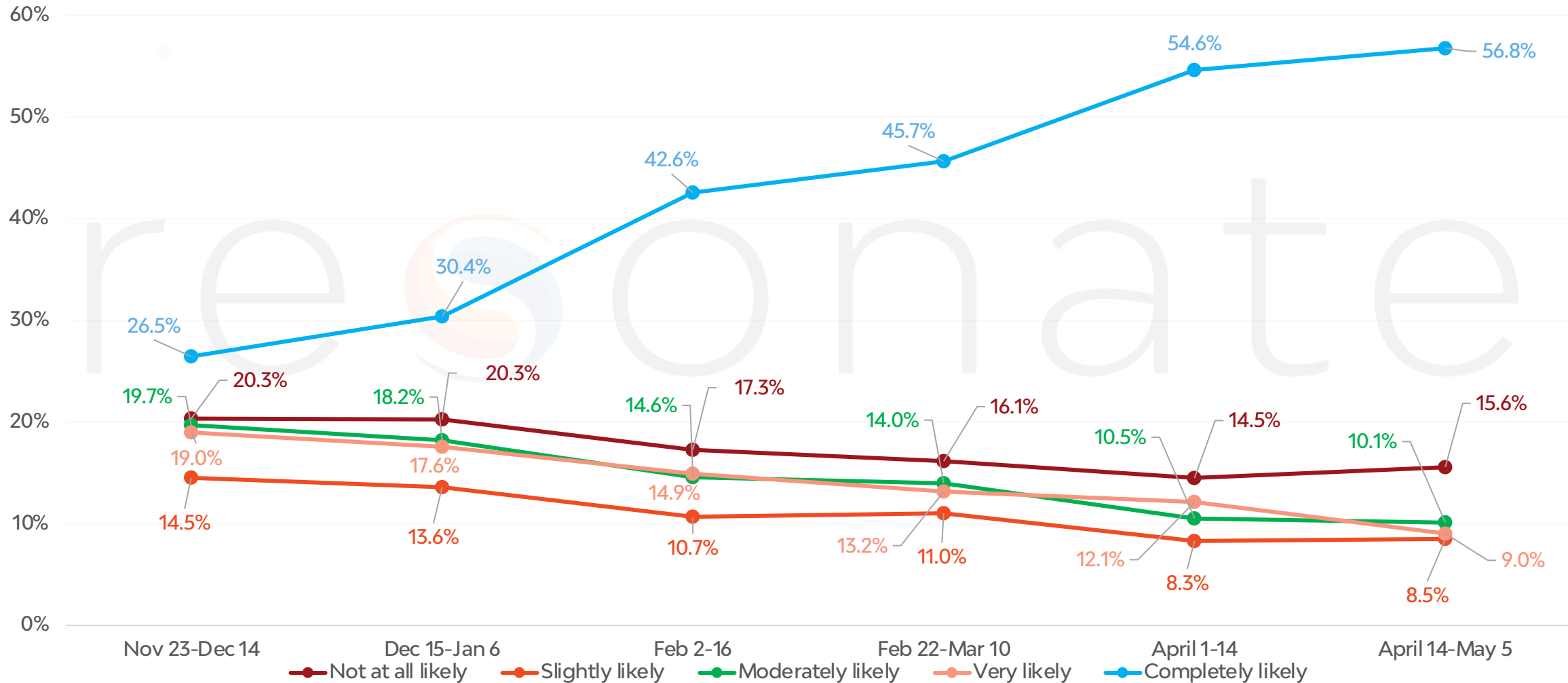
VACCINE

+4%

month-over-month increase

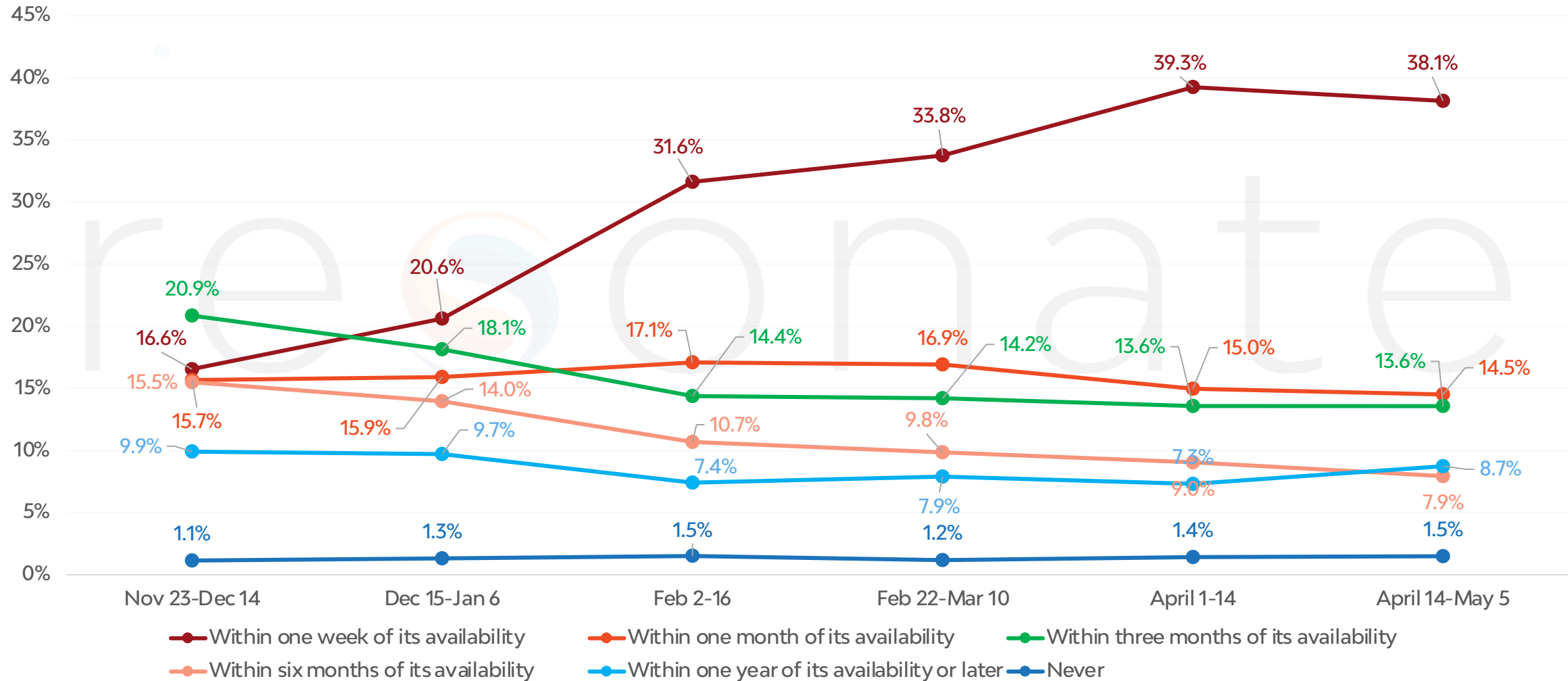
those who are completely likely to get the coronavirus vaccine after it becomes available

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



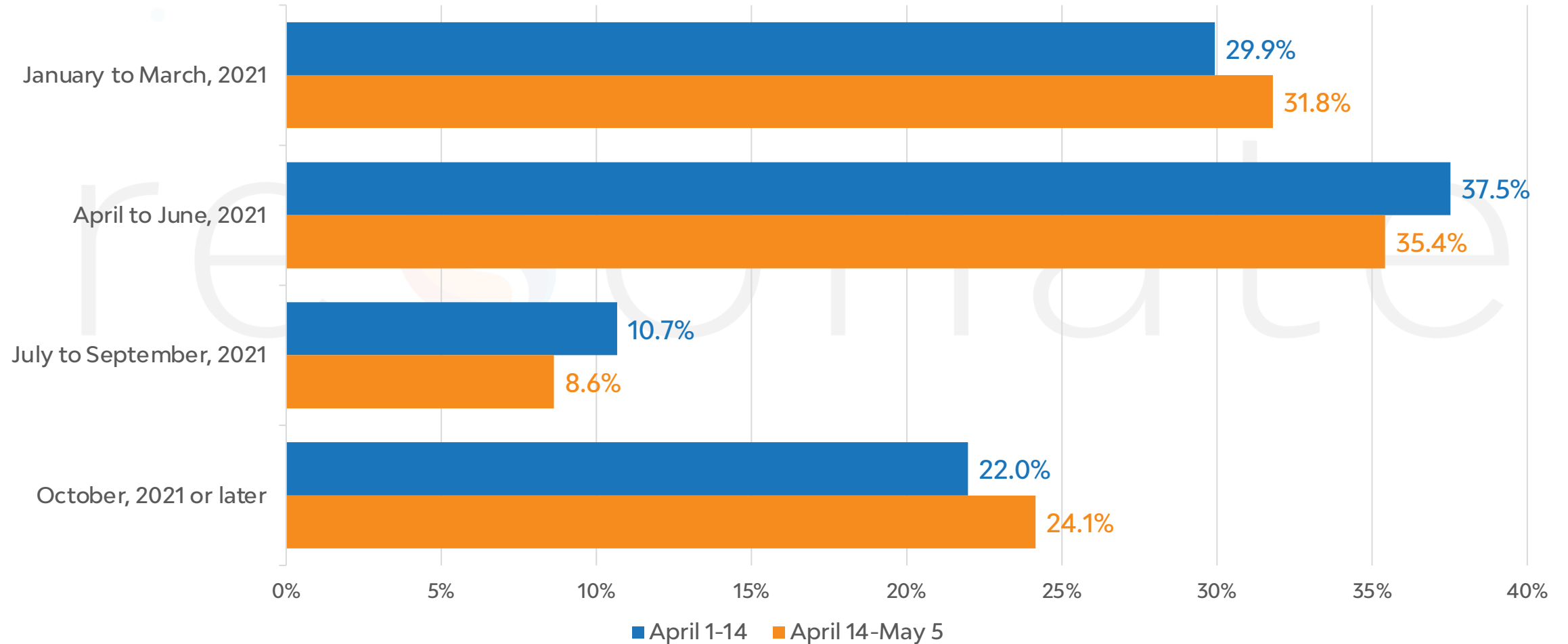
VACCINE

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



VACCINE

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



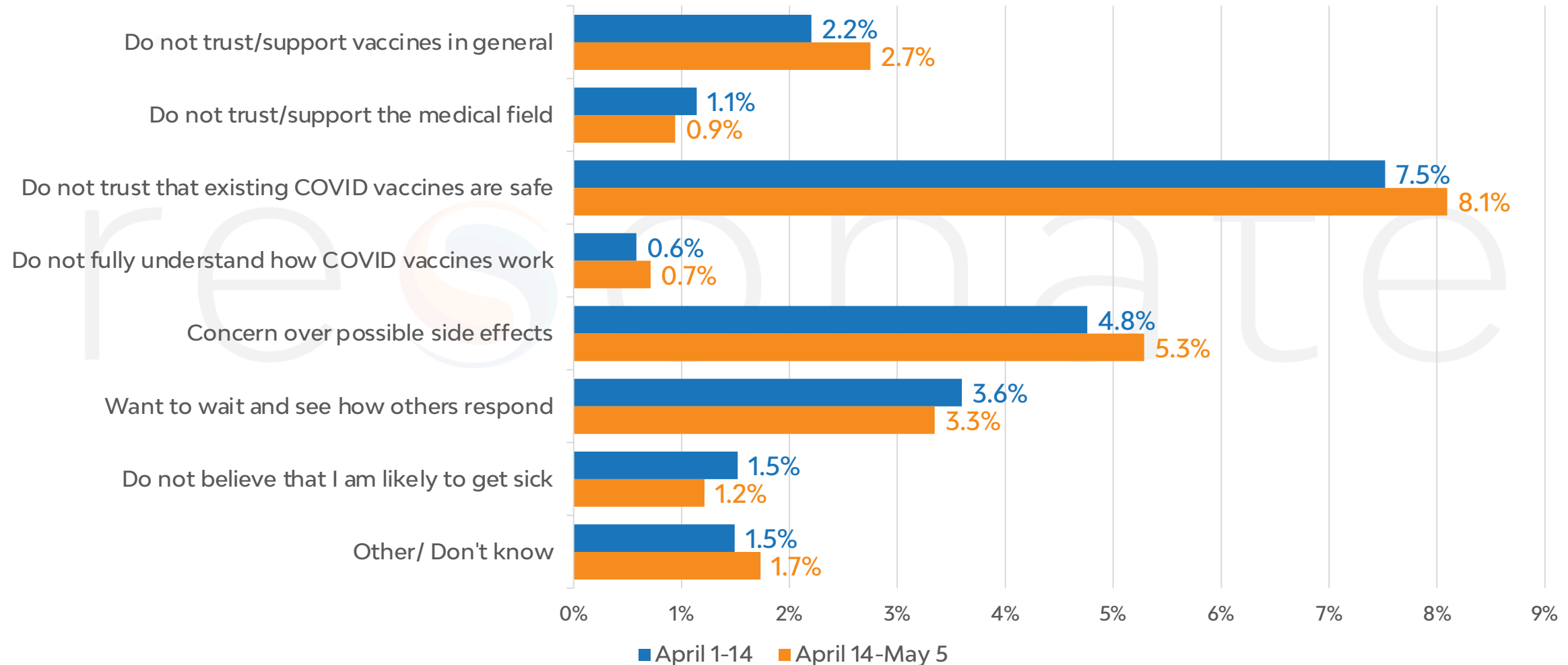
VACCINE

+8%

month-over-month increase

of those who won't get the vaccine cite they do not trust that existing COVID vaccines are safe

What is the main reason for your **lower likelihood of taking the vaccine** even after it becomes available to you?



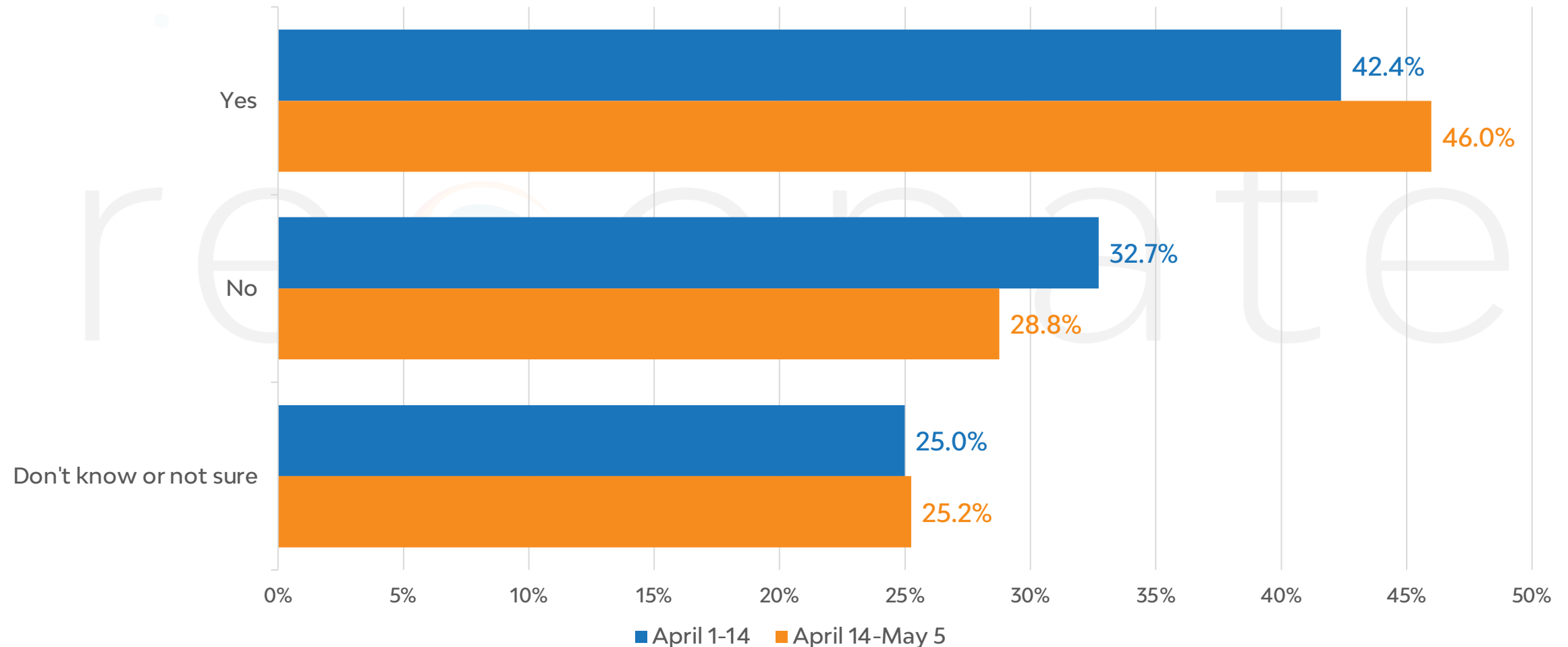
GENERAL

+8%

month-over-month increase

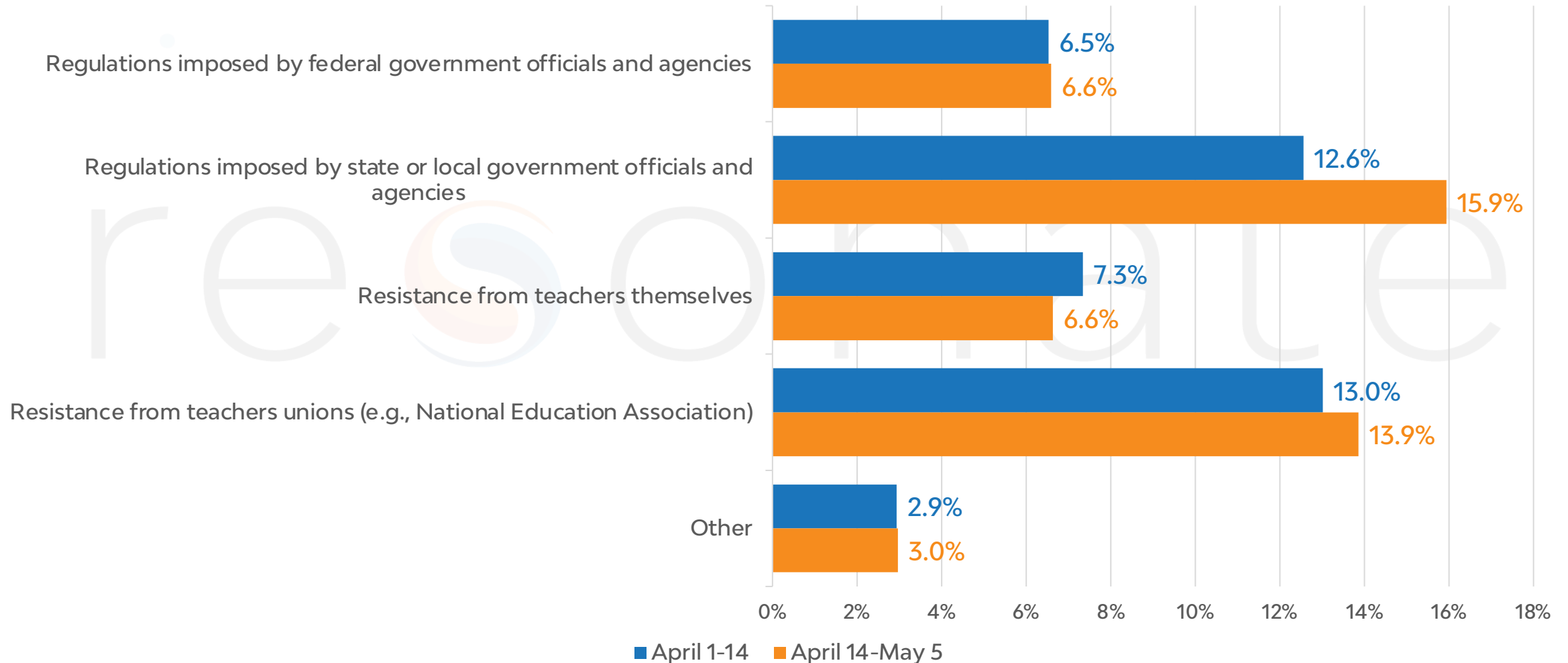
those who believe public schools should now be open across the country

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?



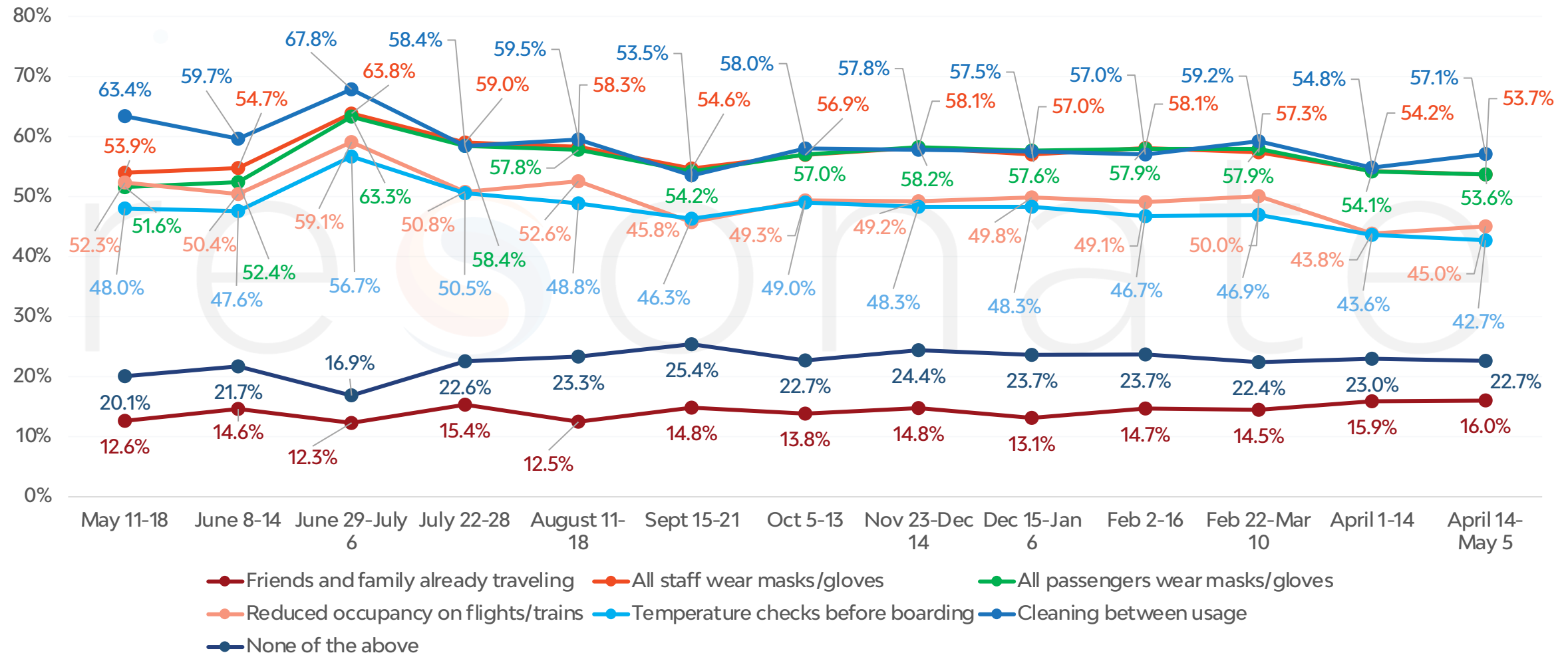
GENERAL

What is the **primary reason** why all public schools are not now open?



TRAVEL & TRANSPORTATION

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



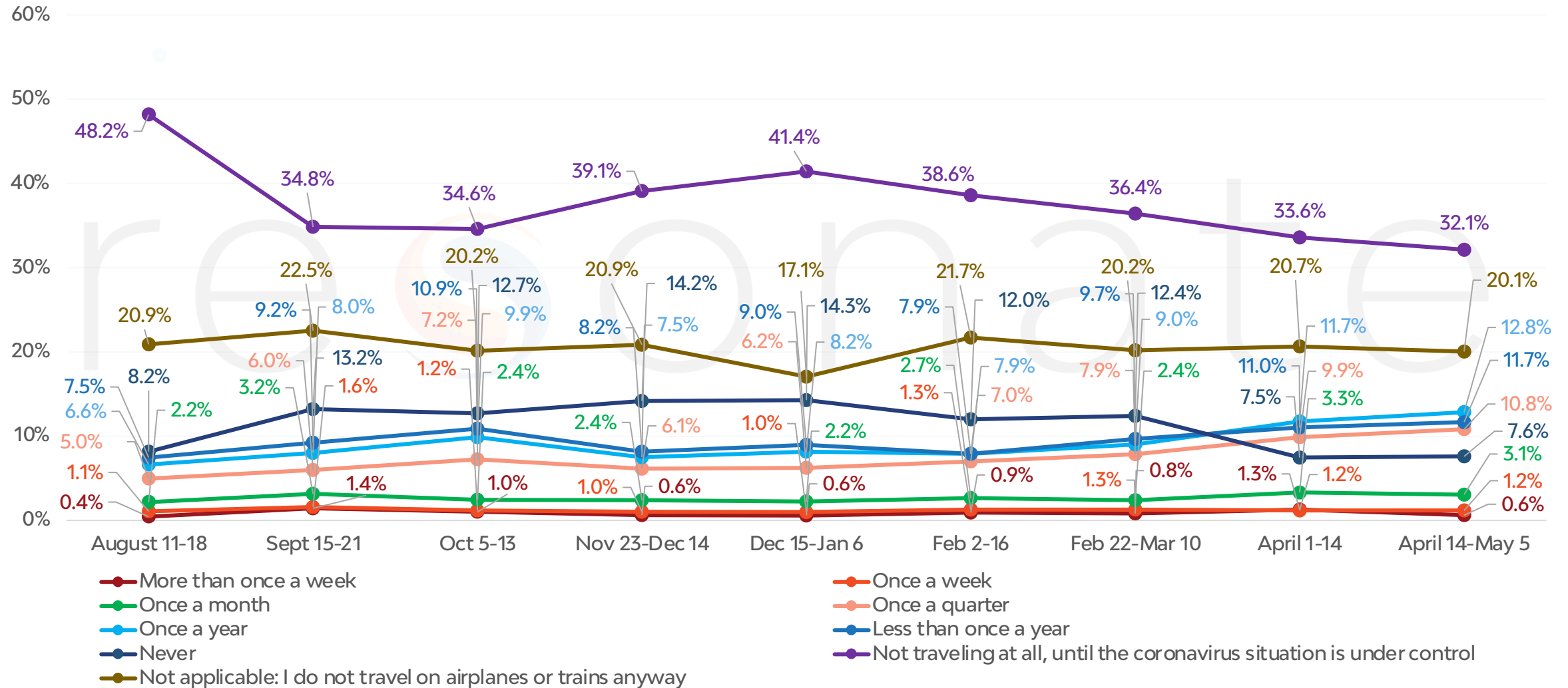
TRAVEL & TRANSPORTATION

-4%

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

month-over-month decrease

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



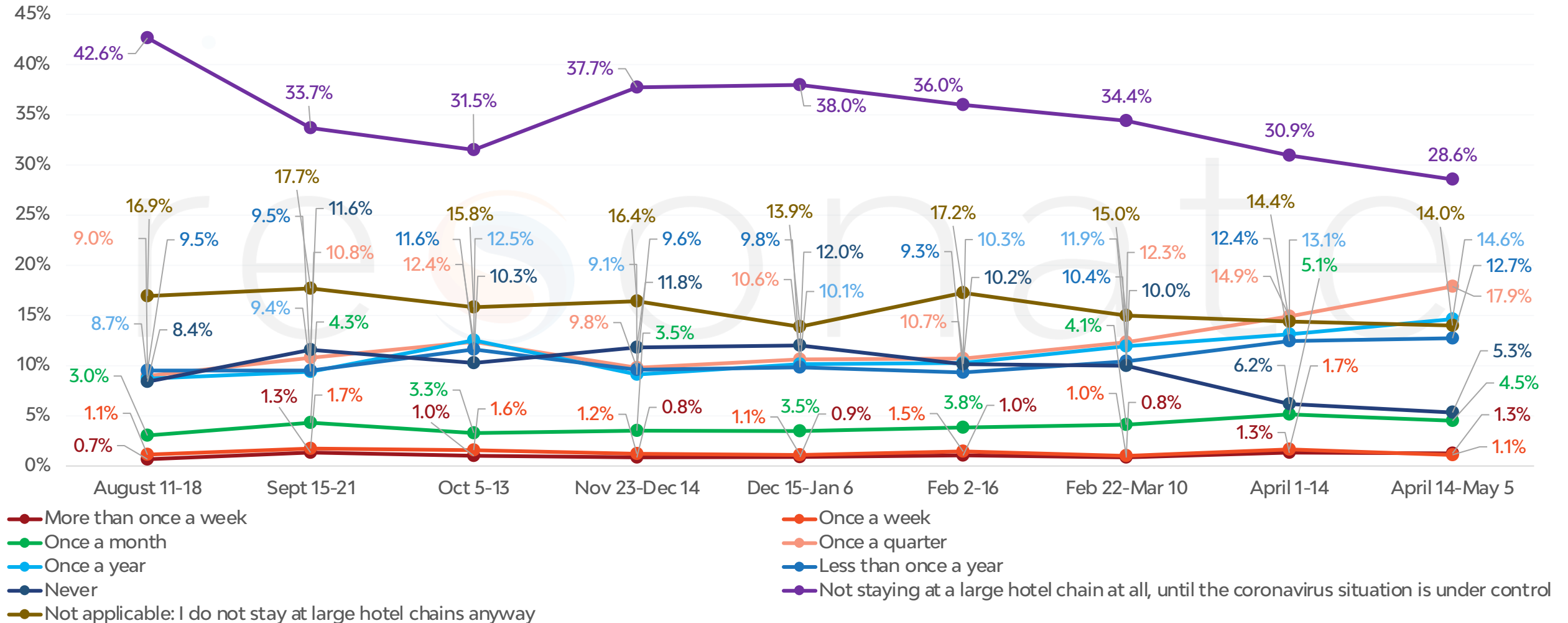
TRAVEL & TRANSPORTATION

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

-7%

month-over-month decrease

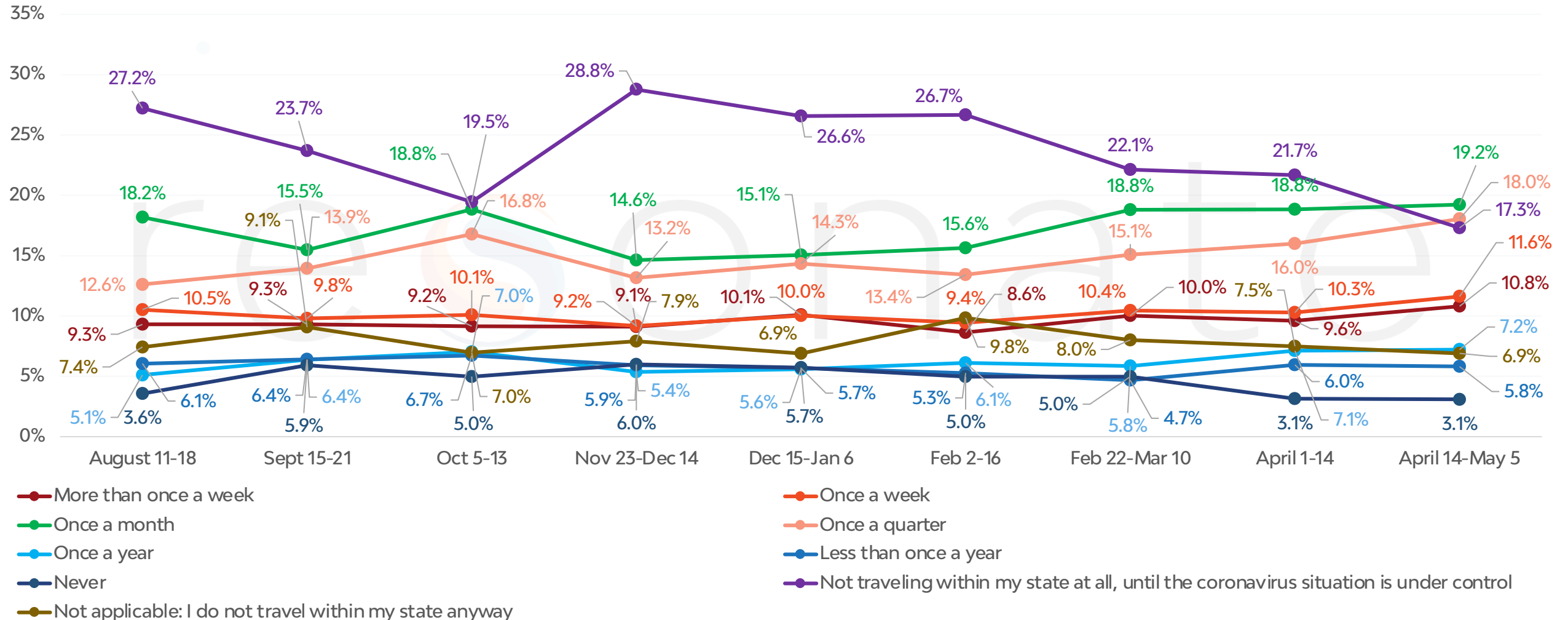
those who are **not** staying at large hotel chains due to the pandemic



TRAVEL & TRANSPORTATION

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

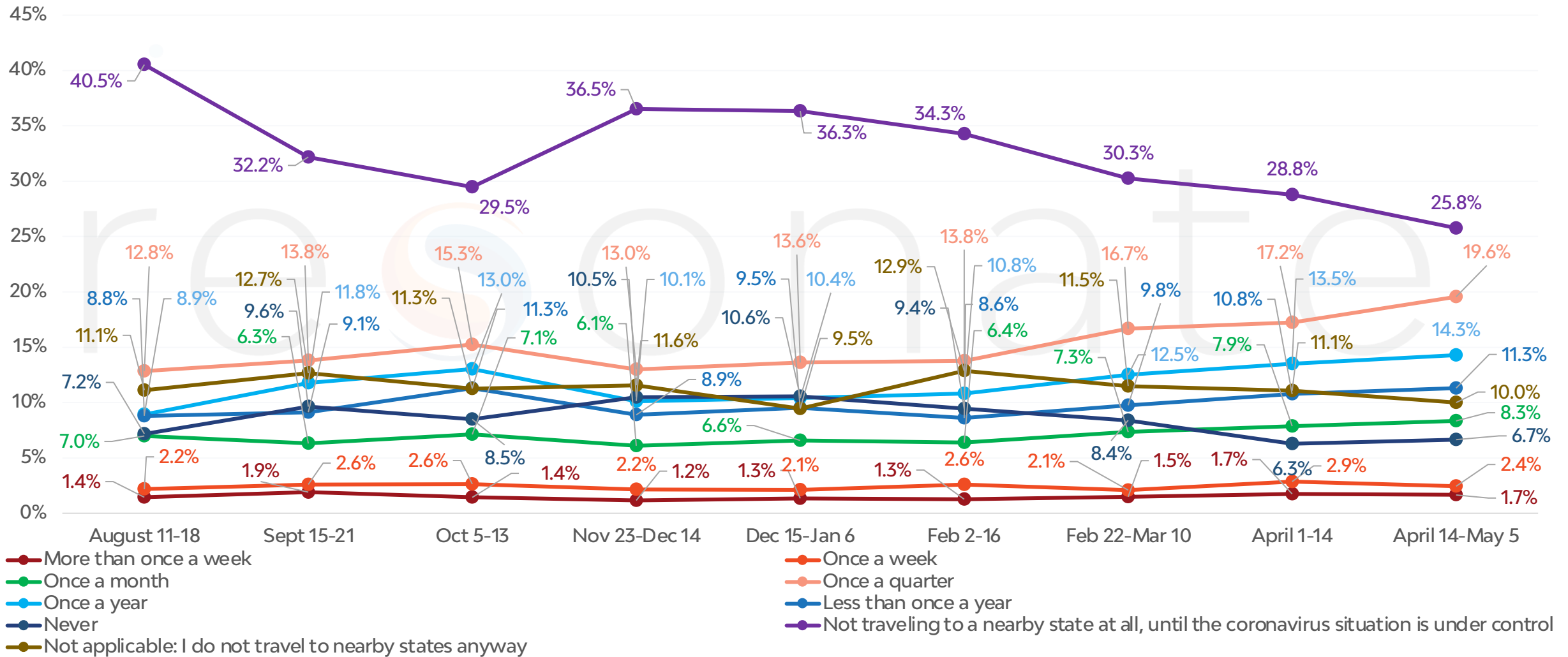
-20% those who are **not** traveling within their state due to the pandemic
month-over-month decrease



TRAVEL & TRANSPORTATION

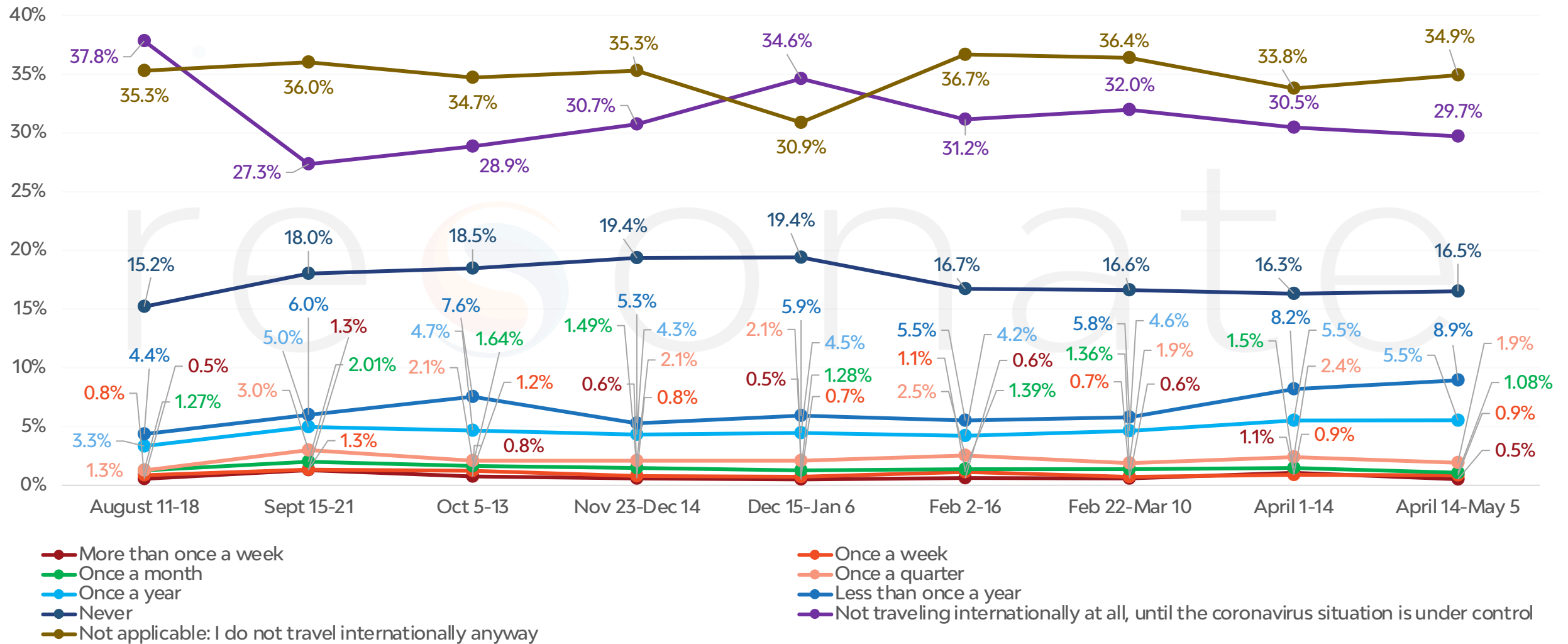
-10% those who are **not** traveling to other states due to the pandemic
month-over-month decrease

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



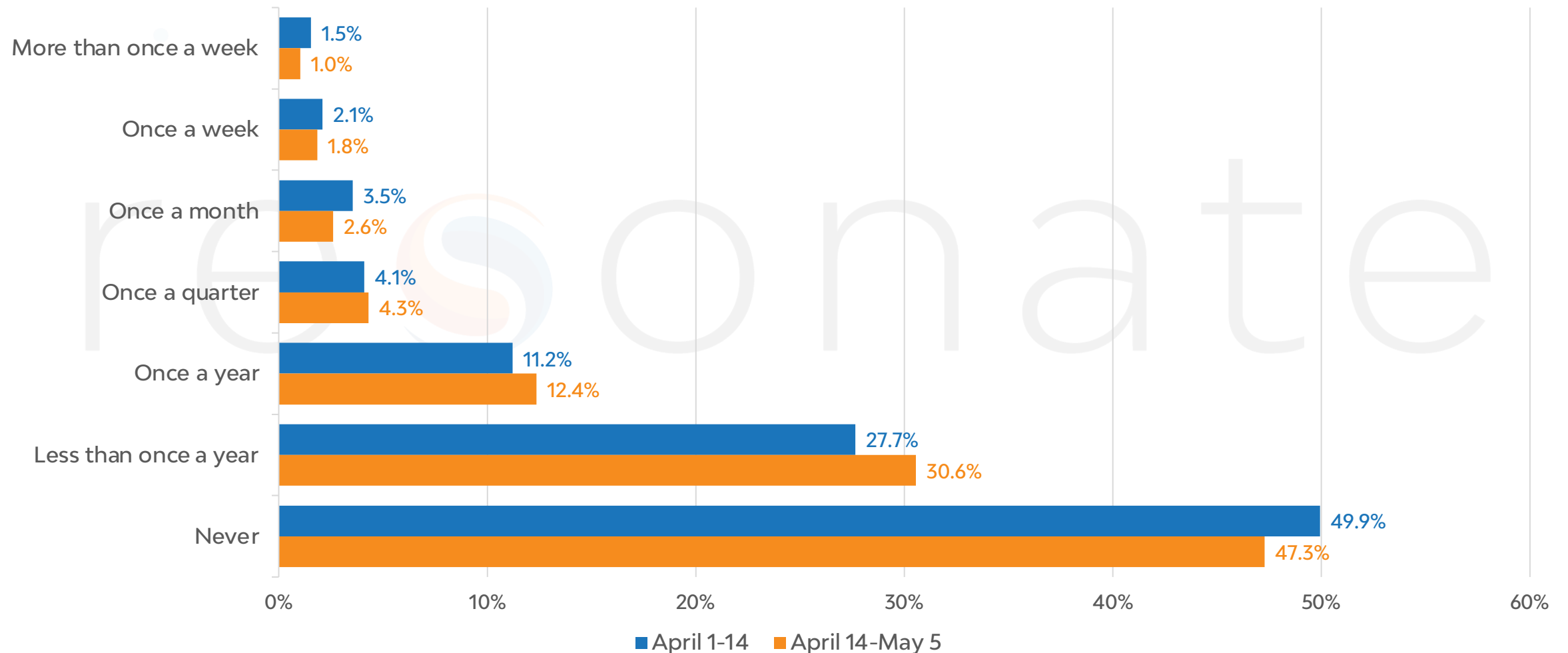
TRAVEL & TRANSPORTATION

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



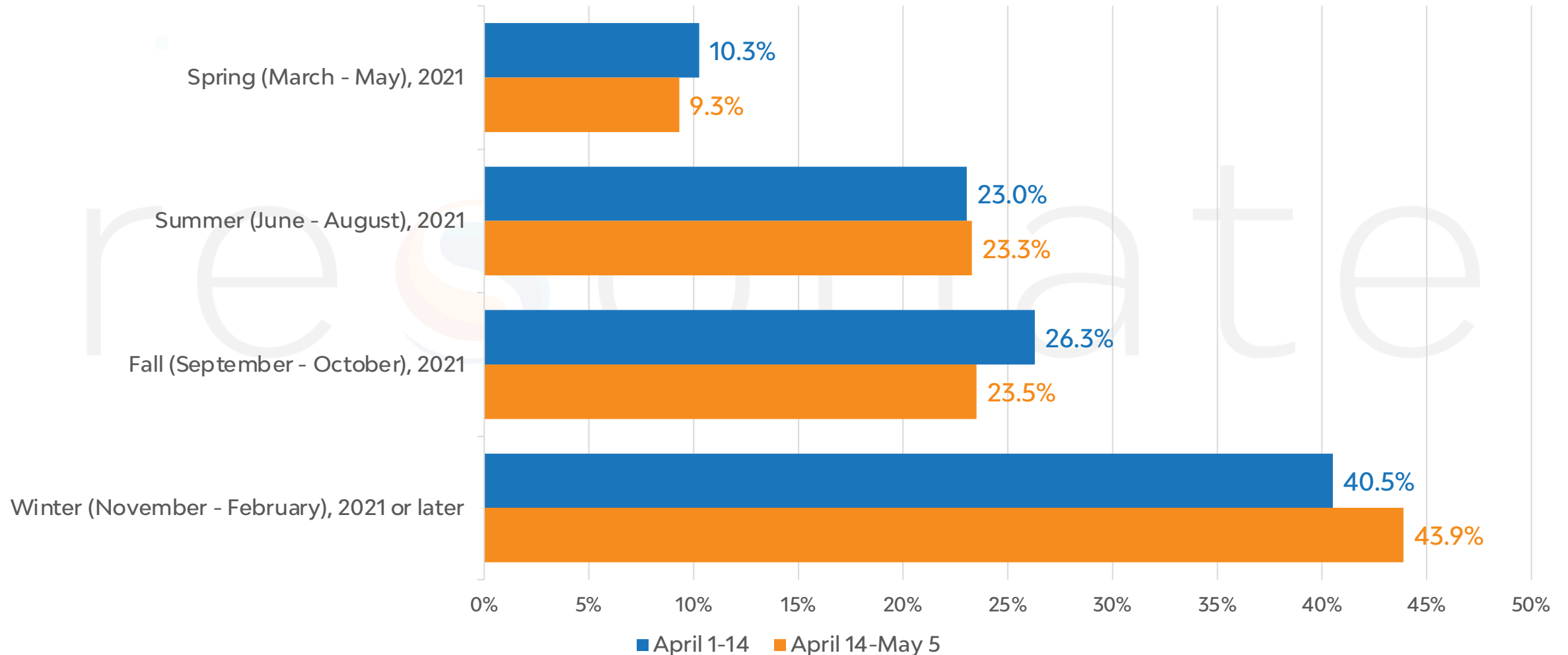
TRAVEL & TRANSPORTATION

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



TRAVEL & TRANSPORTATION

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



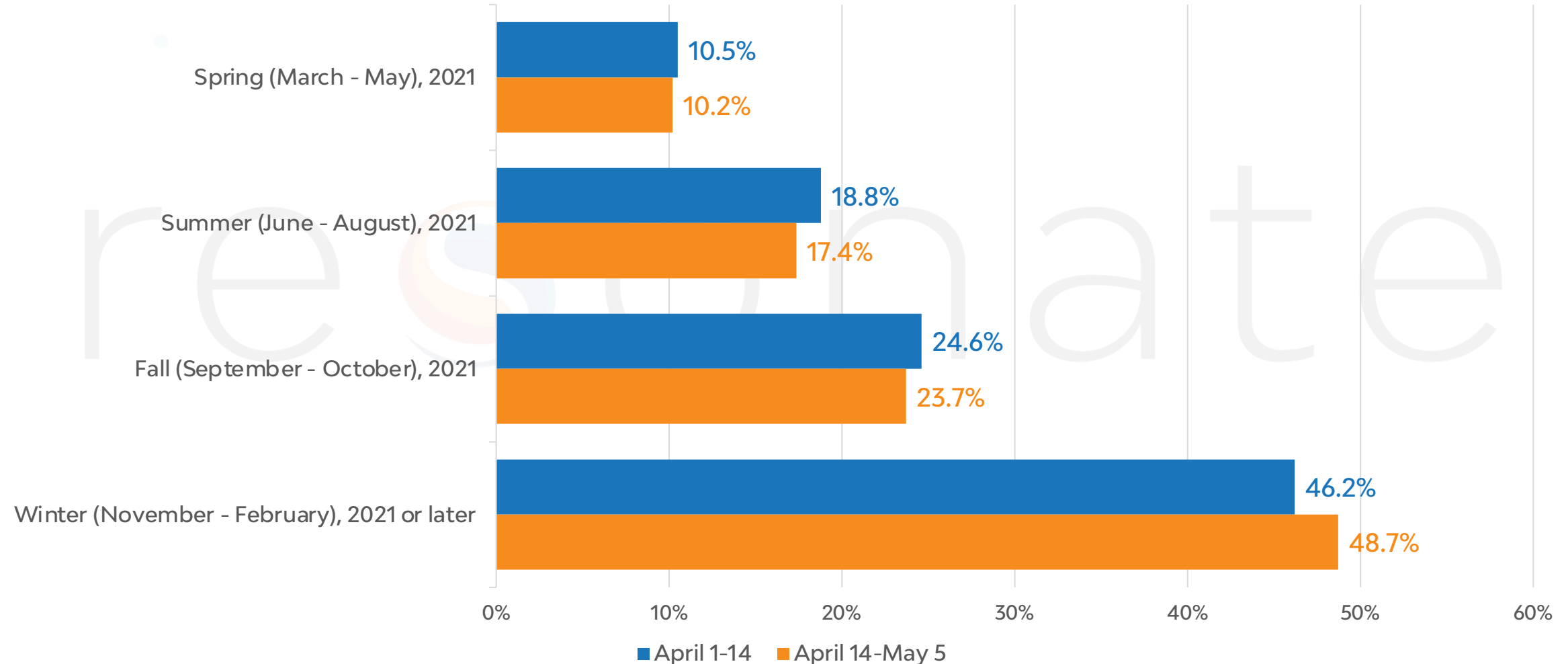
TRAVEL & TRANSPORTATION

-5%

month-over-month decrease

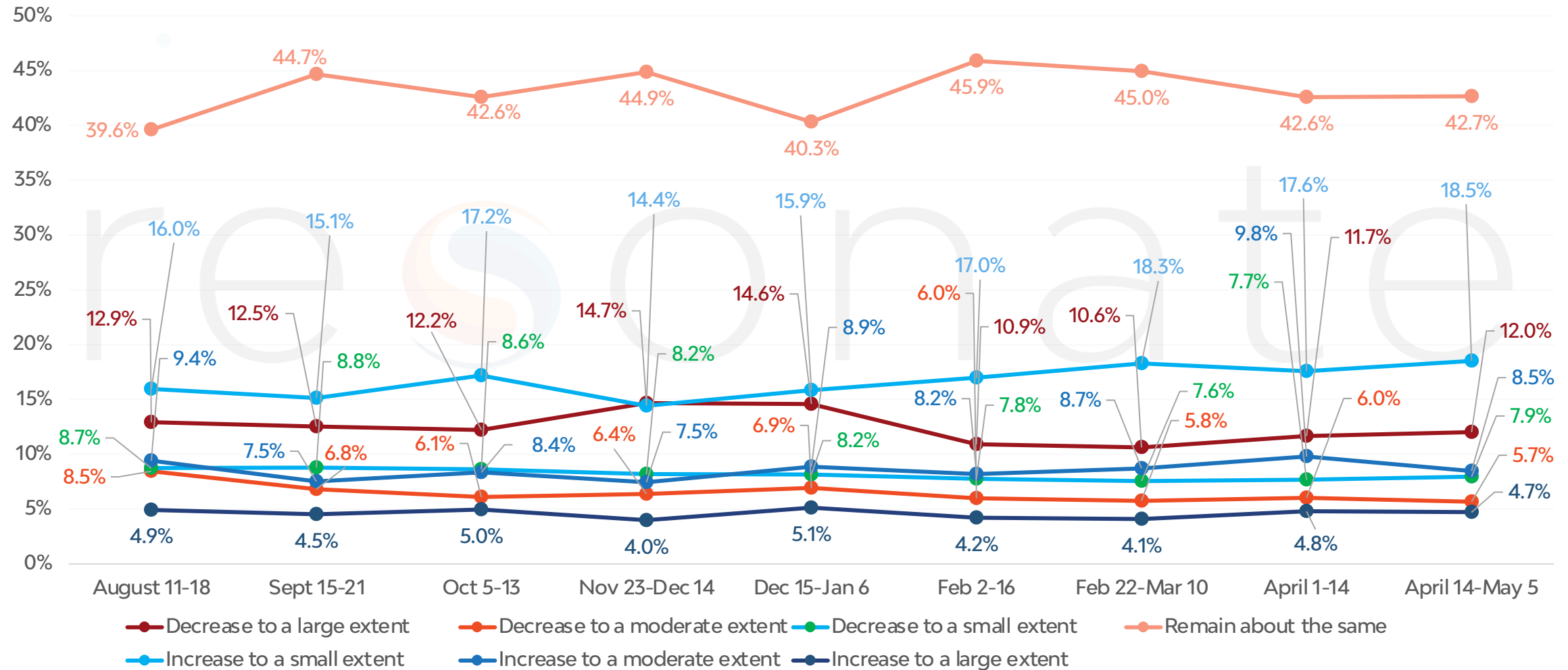
those who believe their business travel activities will be back to normal by October

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



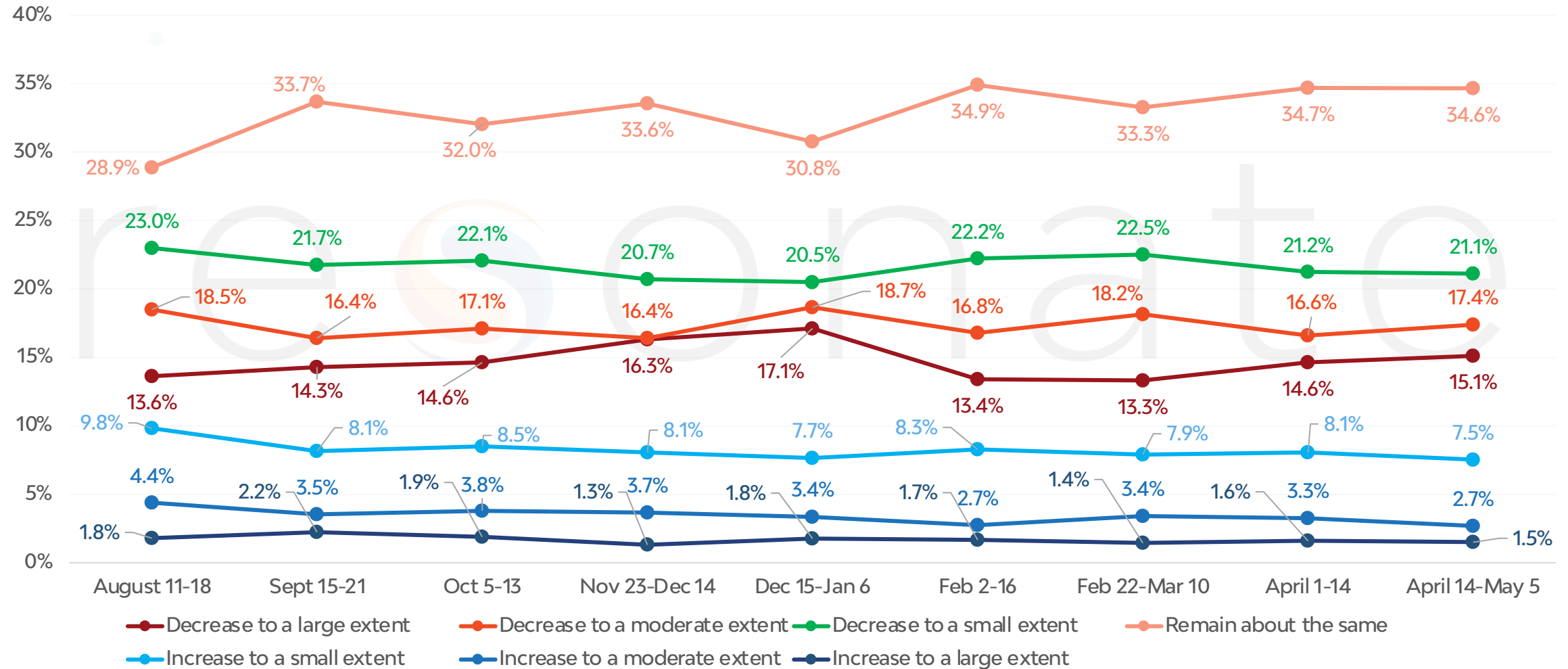
FINANCIAL

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



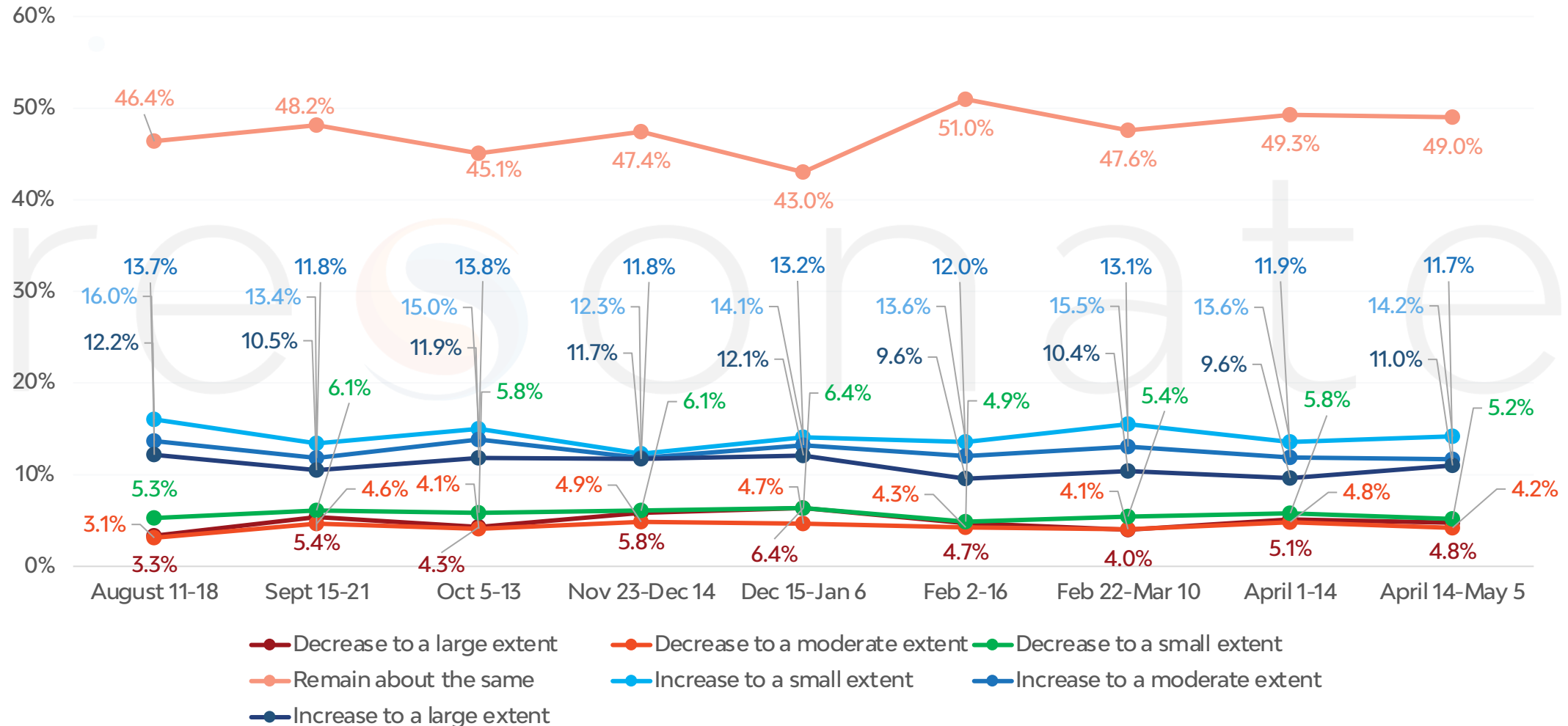
FINANCIAL

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



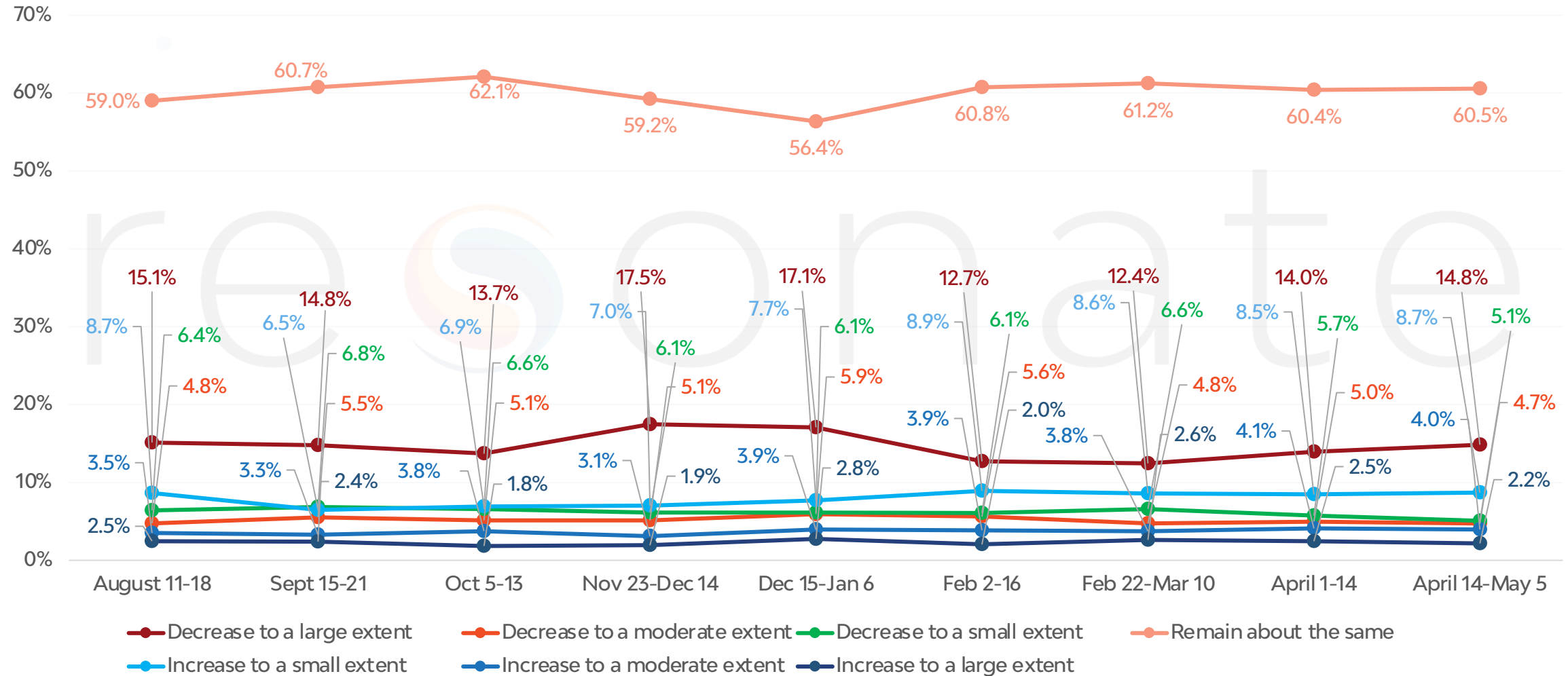
FINANCIAL

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



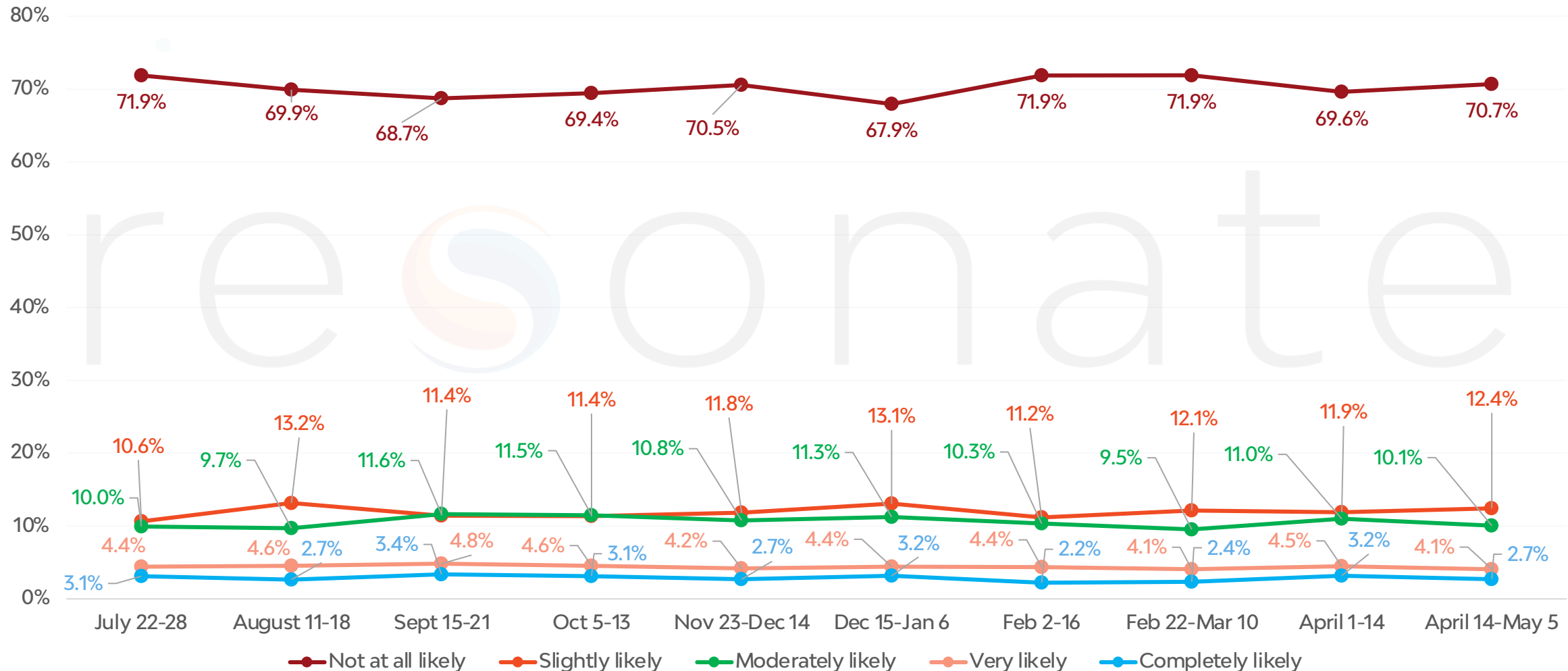
FINANCIAL

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



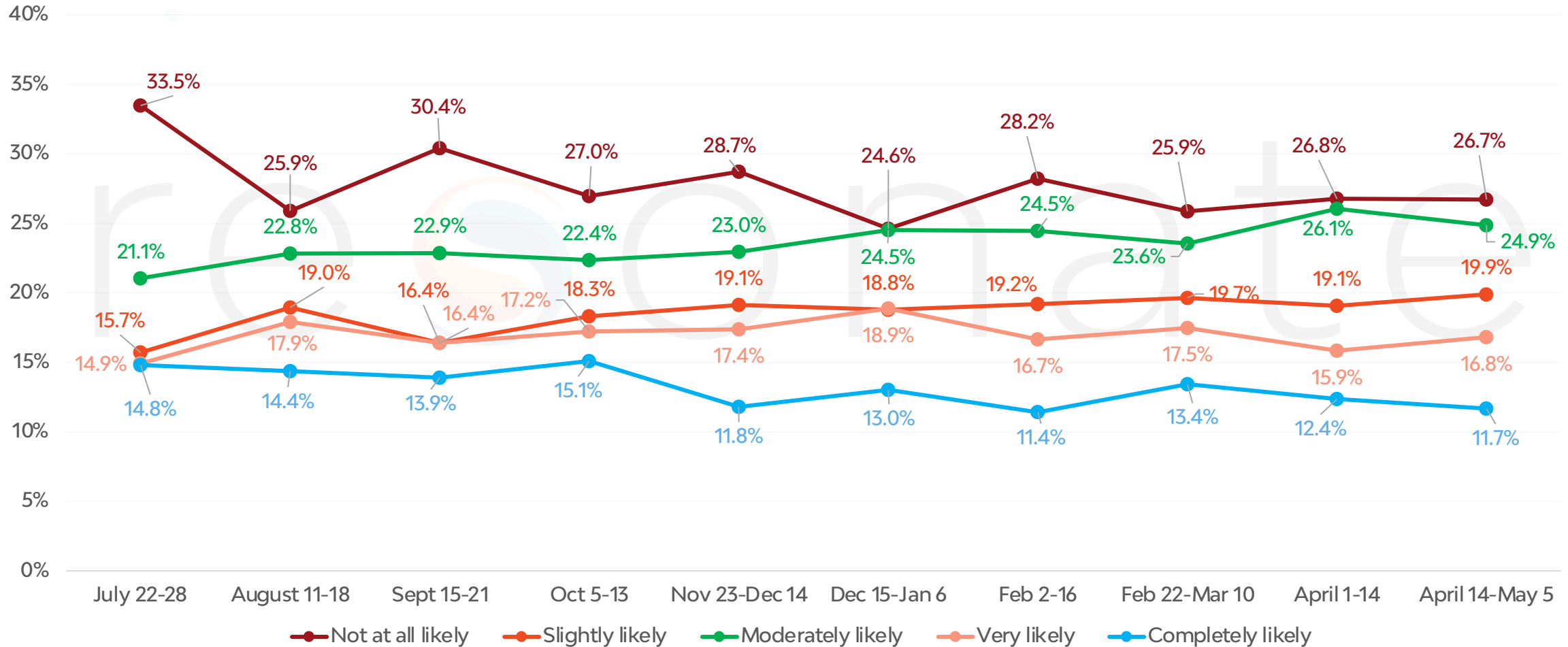
FINANCIAL

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



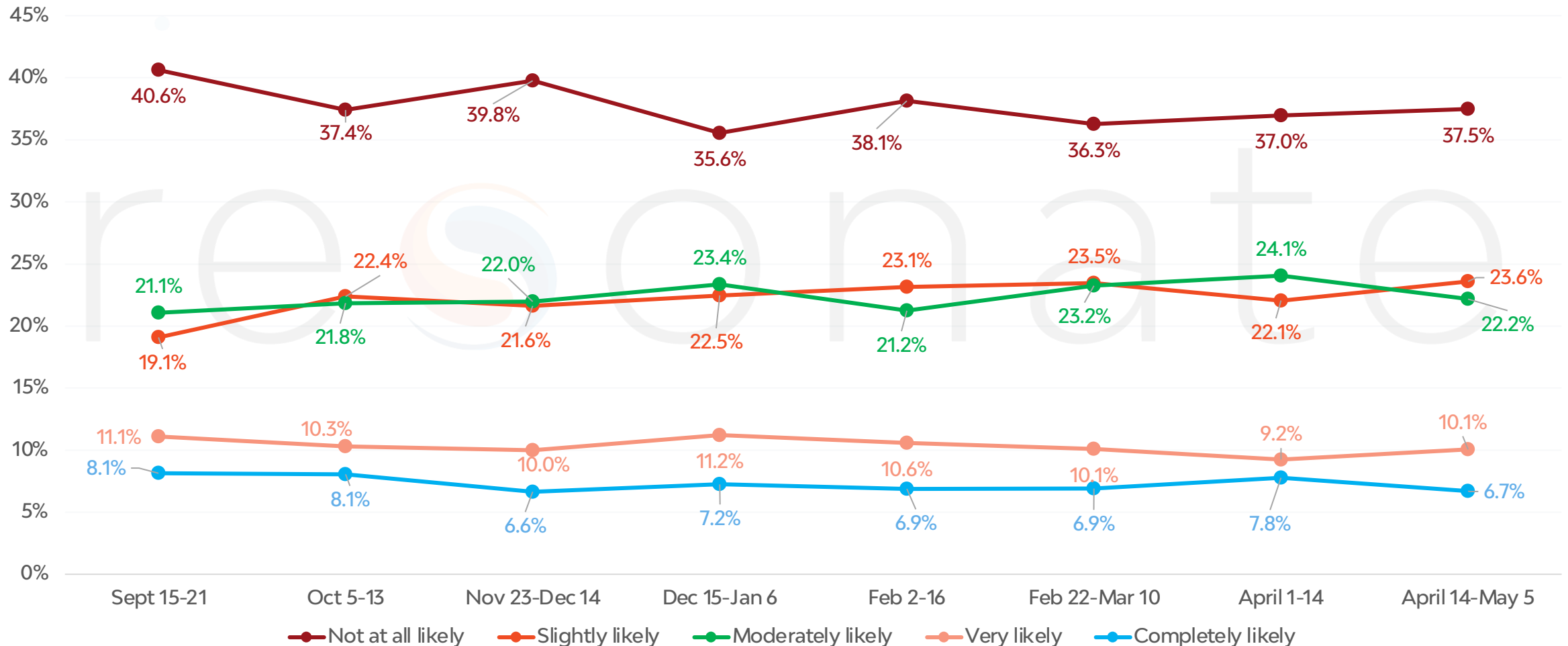
FINANCIAL

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?



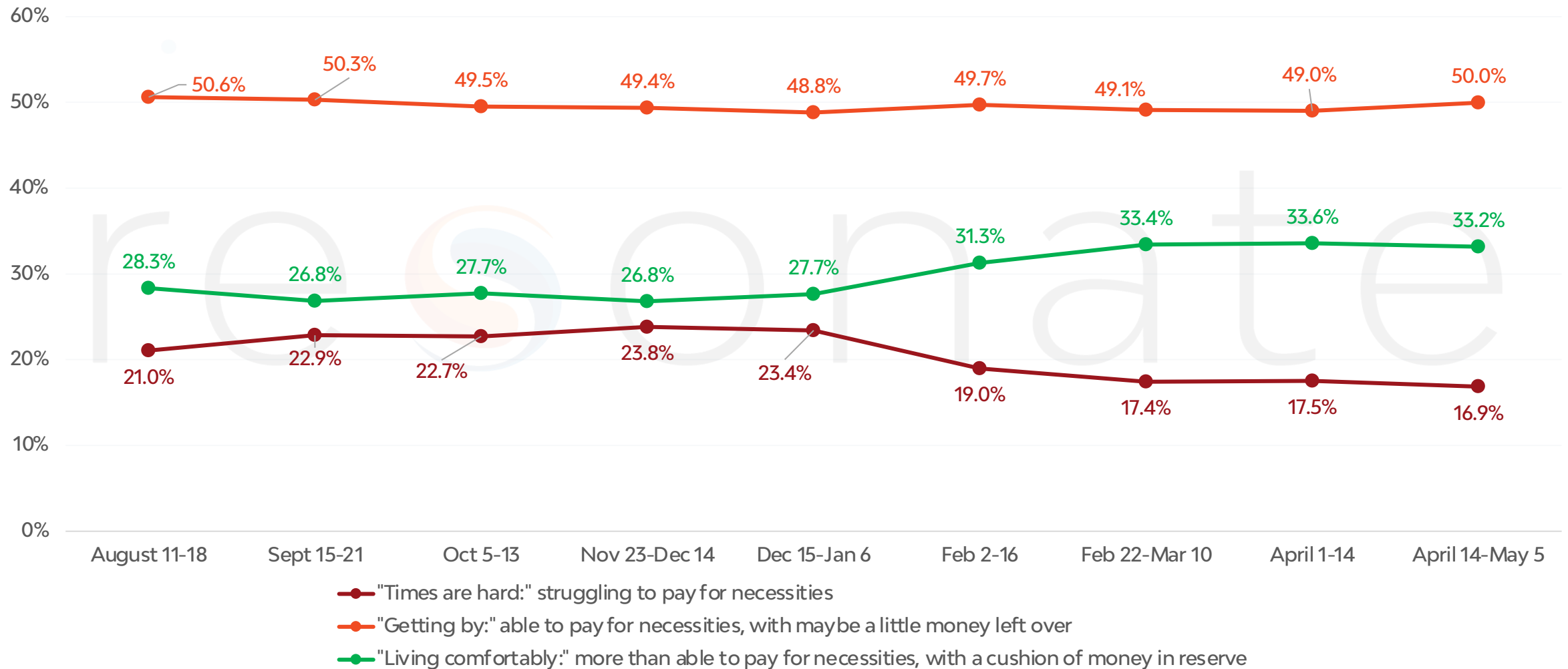
FINANCIAL

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?**



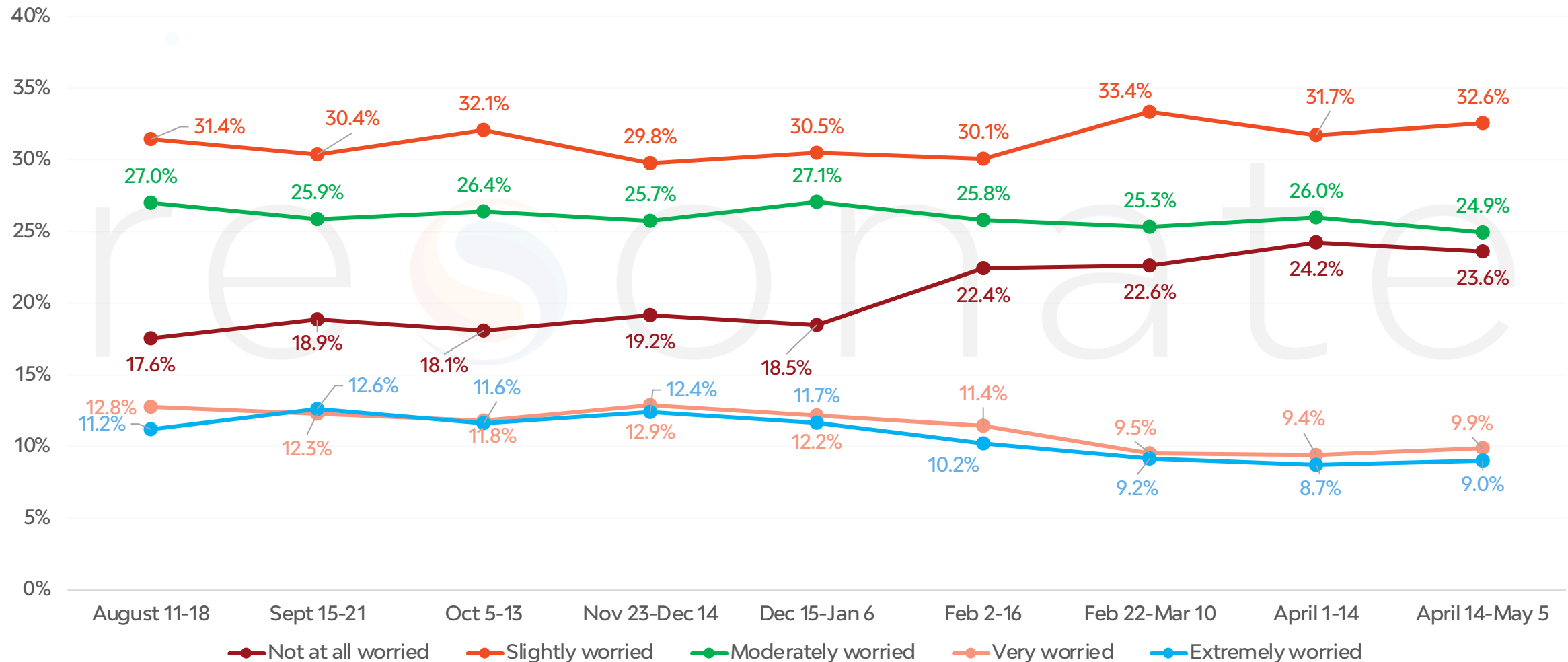
FINANCIAL

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?



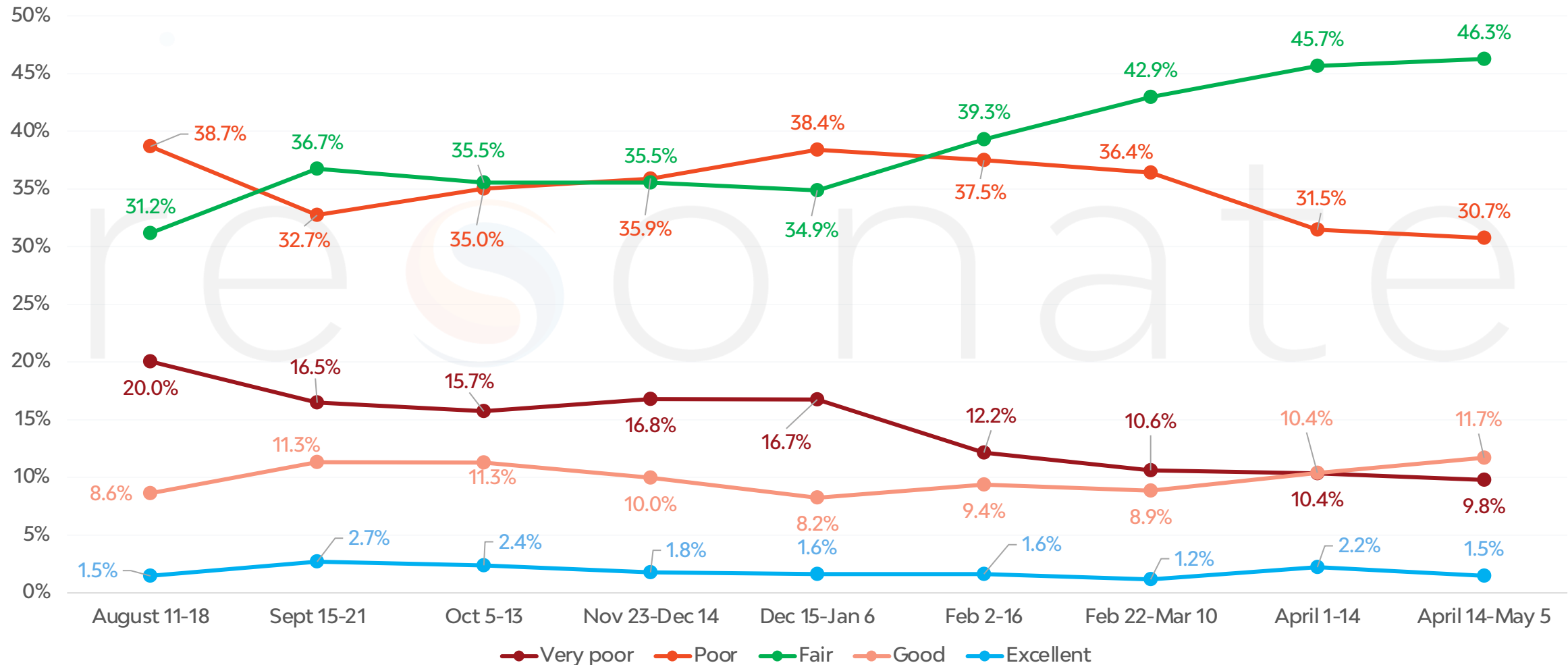
FINANCIAL

What is the **current** quality of the United States economy?

+3%

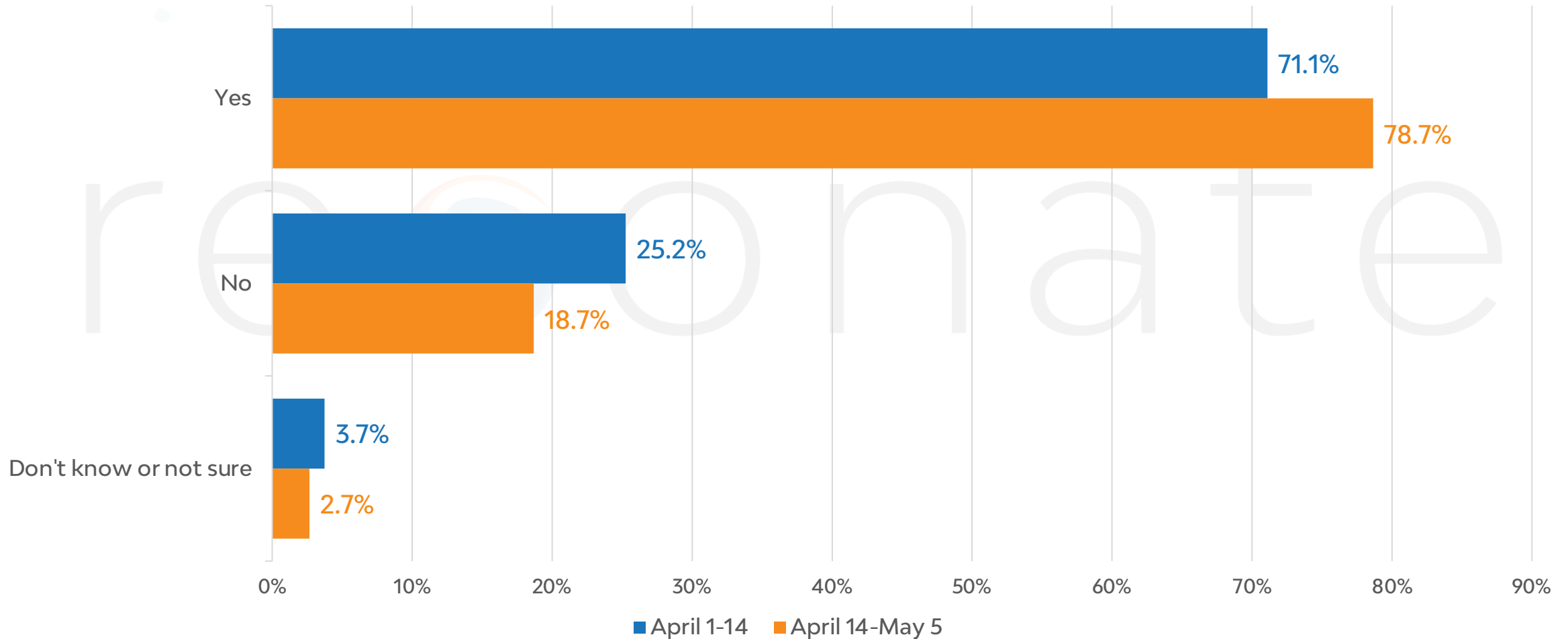
month-over-month increase

Americans who believe the quality of the US economy is good or fair



FINANCIAL

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



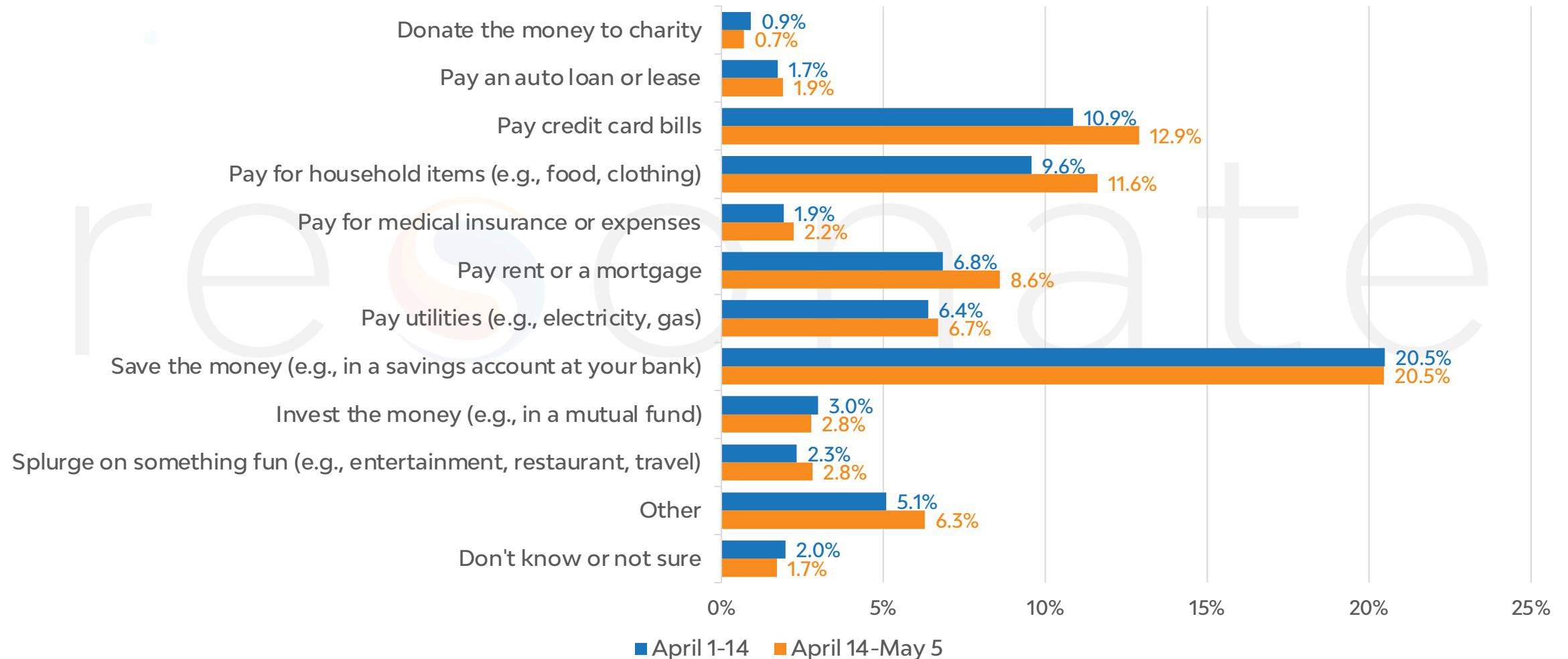
FINANCIAL

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

+18%

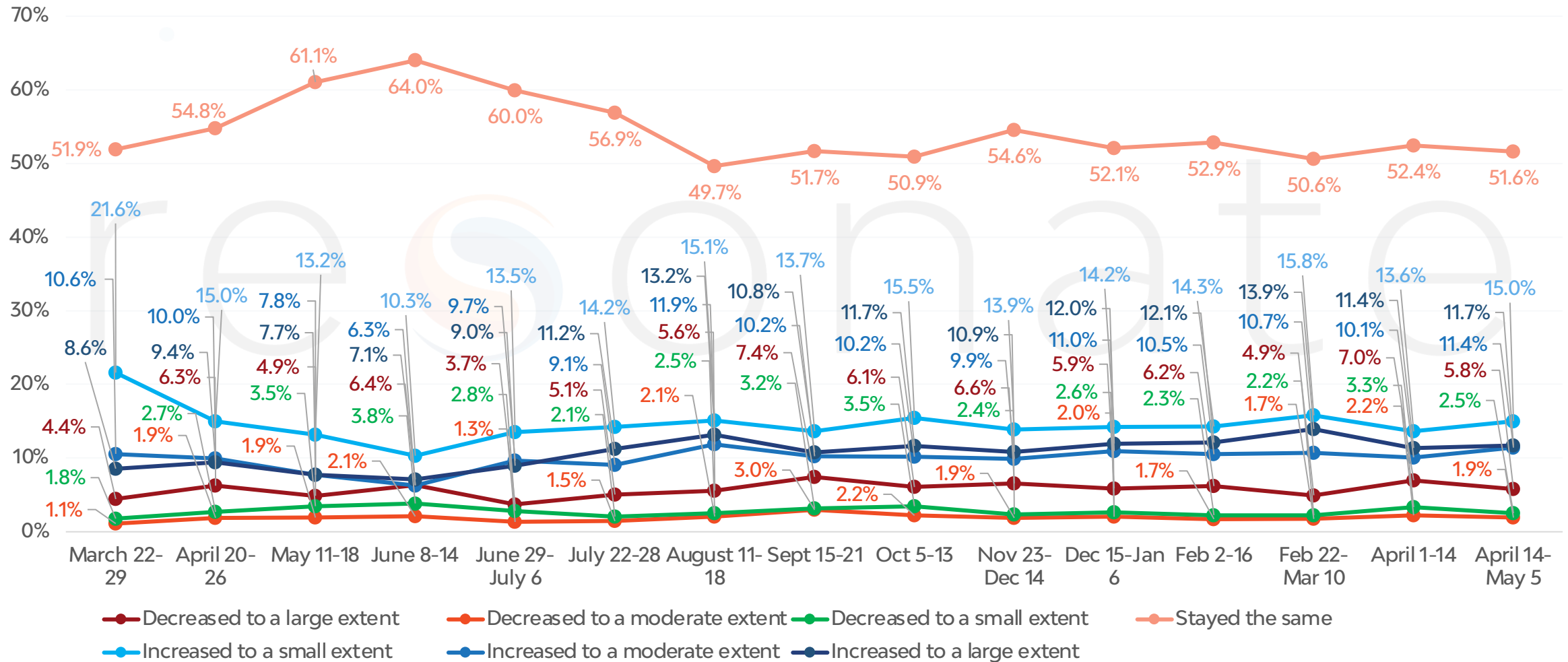
consumers who used their stimulus payment to pay credit card bills

month-over-month increase



RETAIL

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



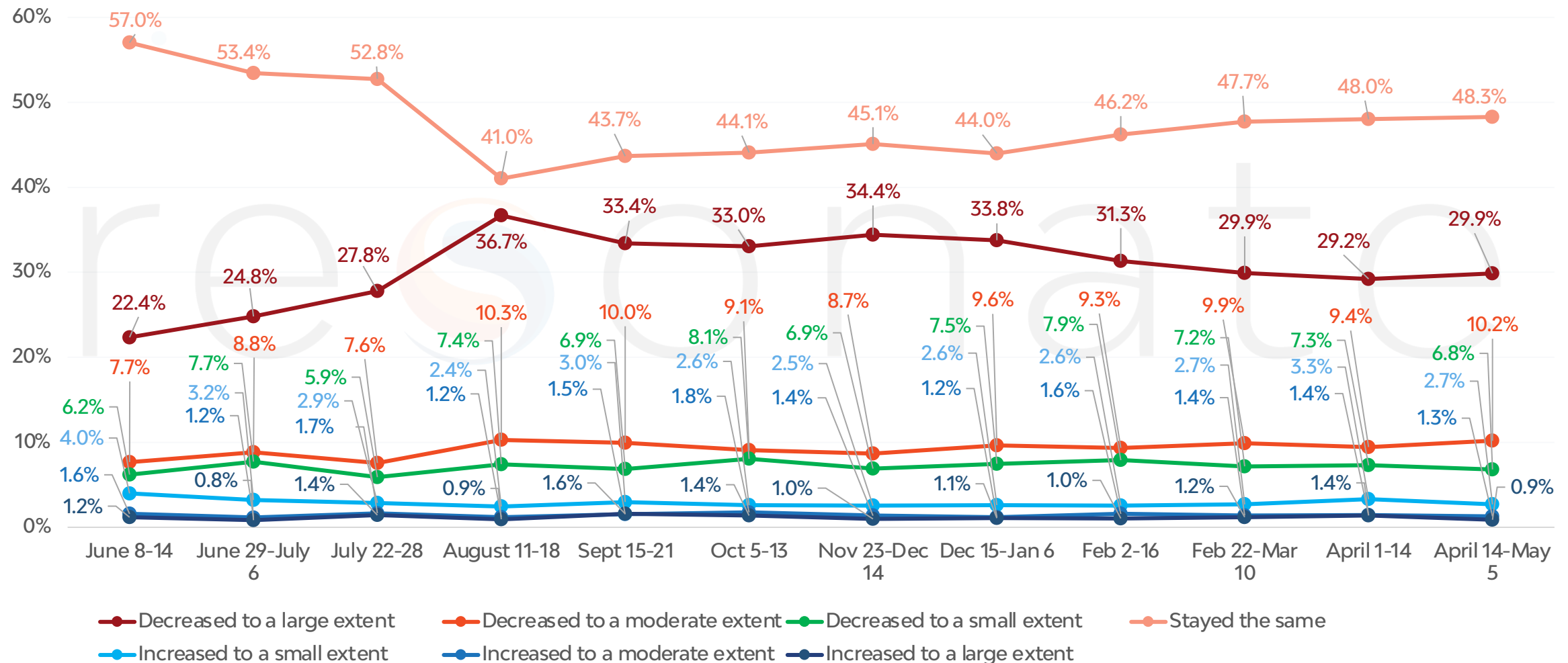
RETAIL

-8%

consumers who have decreased their likelihood to purchase luxury products

Jan-May decrease

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)**



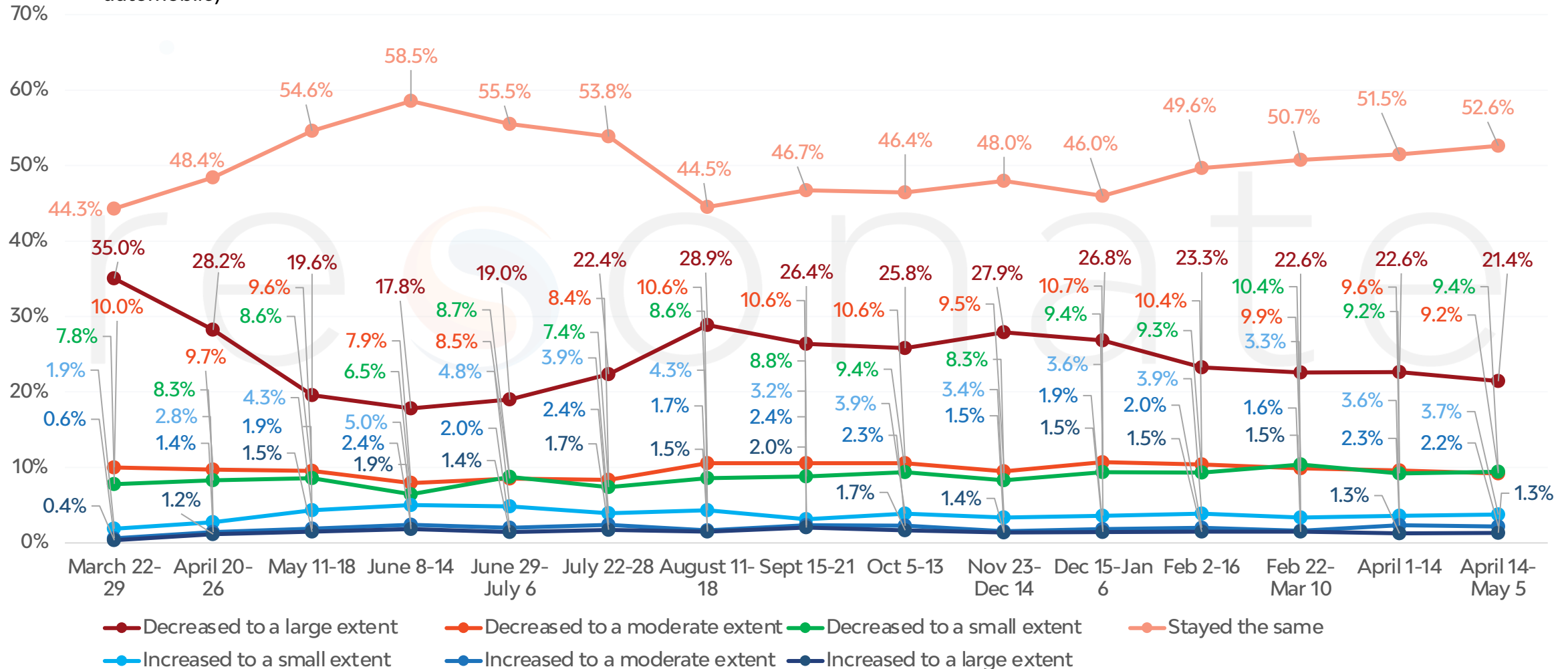
RETAIL

-17%

consumers who have decreased their likelihood to make major purchases

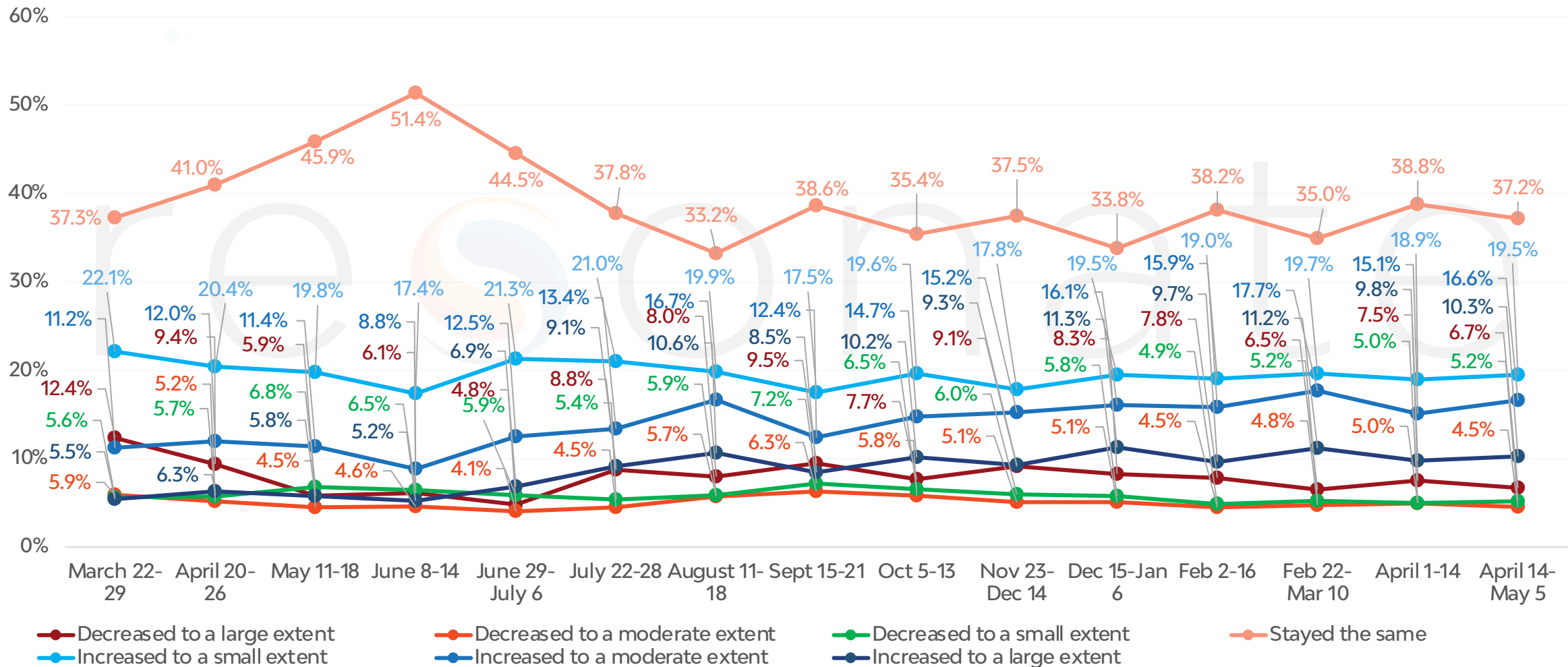
Jan-May decrease

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**



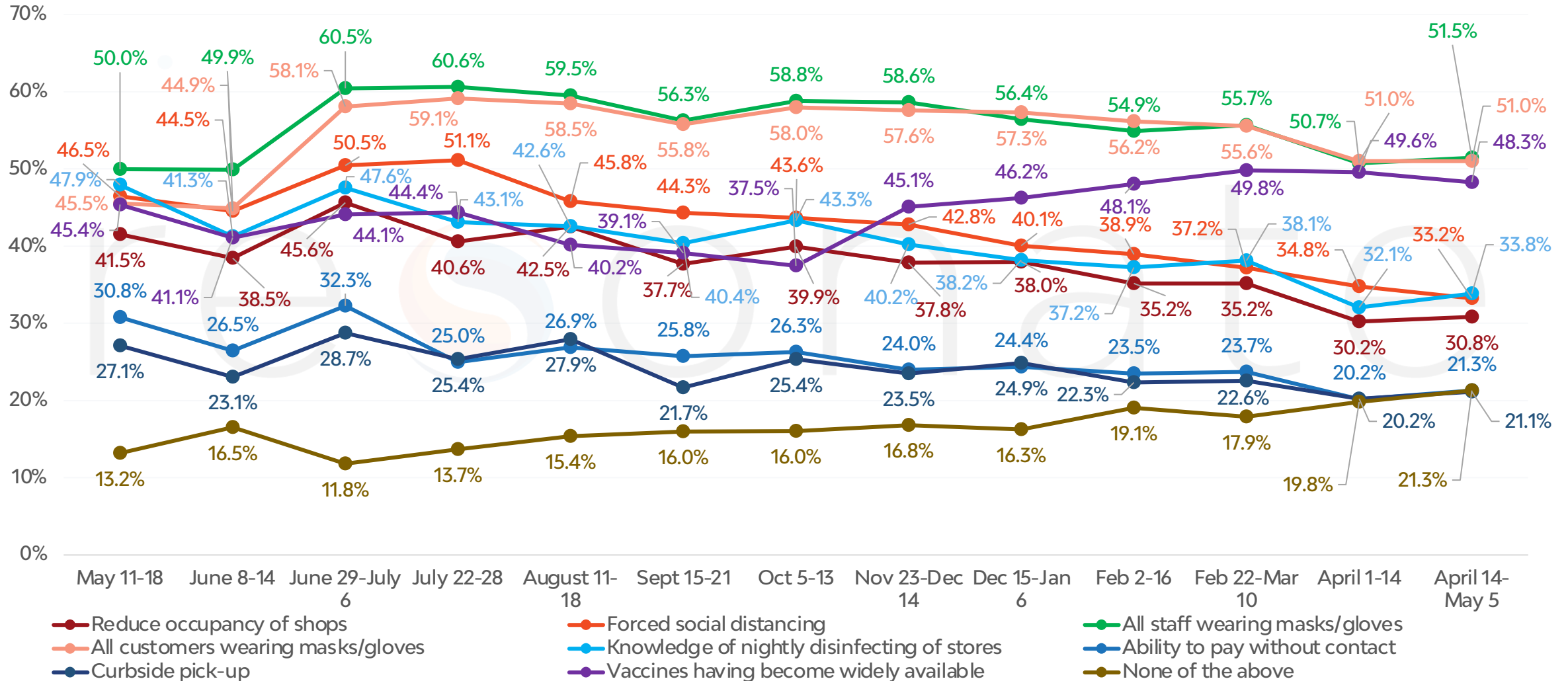
RETAIL

+17%

consumers who do not require any precautions to return to shopping in-store

March-May increase

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



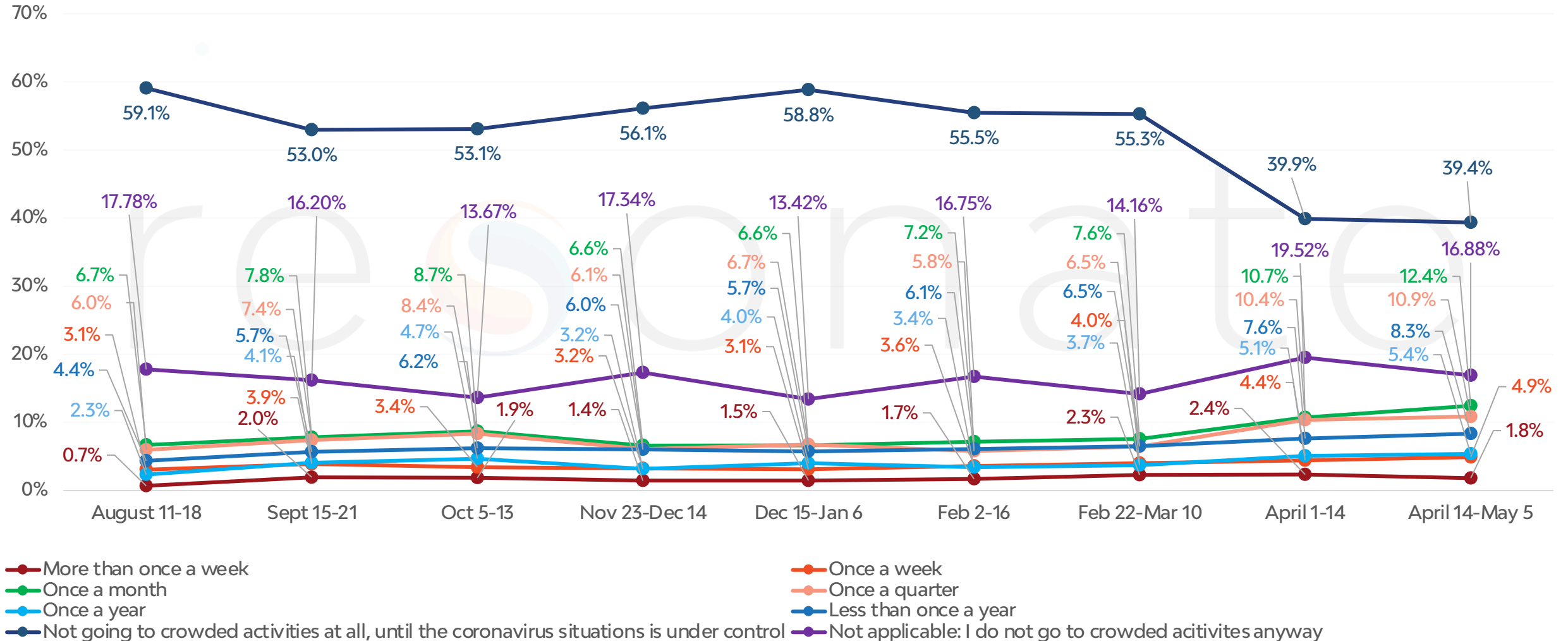
RETAIL

-40%

March-May decrease

consumers who are **not** going to crowded activities until coronavirus is under control

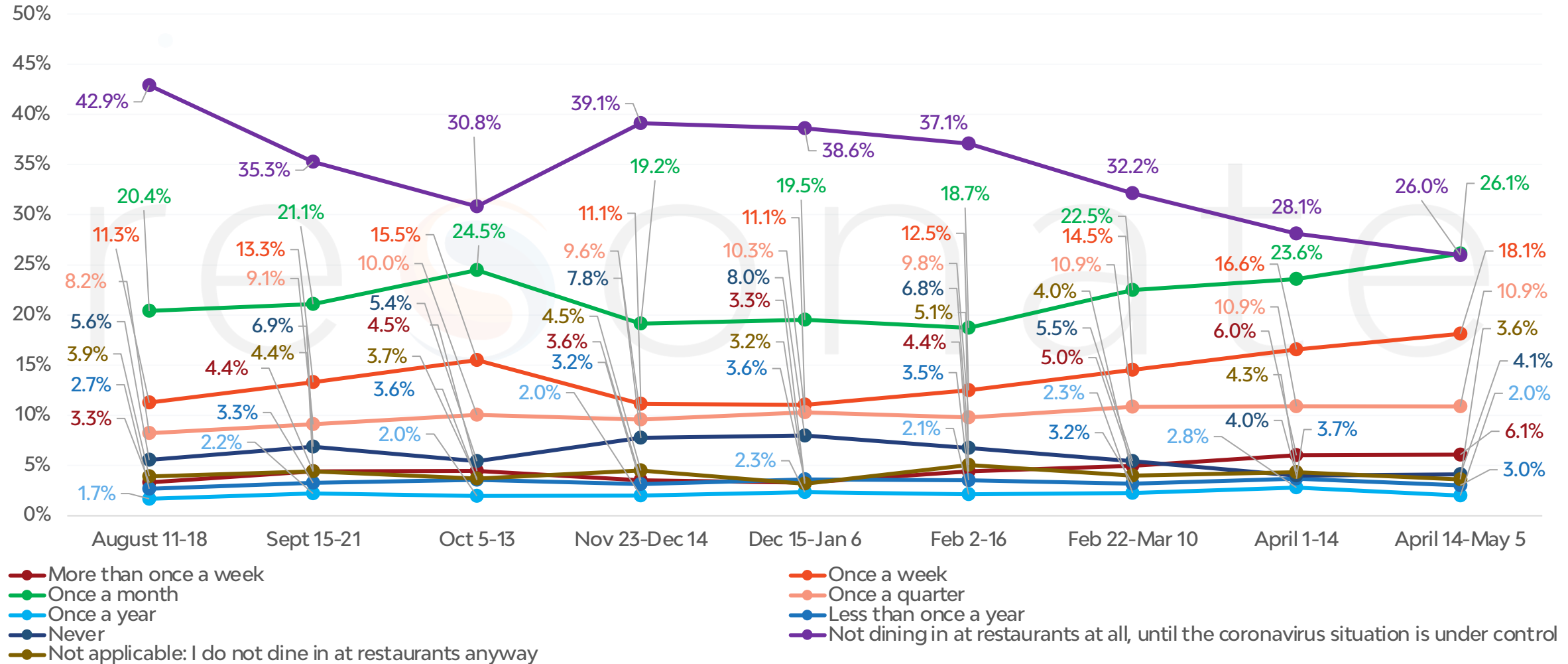
How frequently are **you now** going to crowded activities (e.g., movie theaters, concerts, sporting events)?



RETAIL

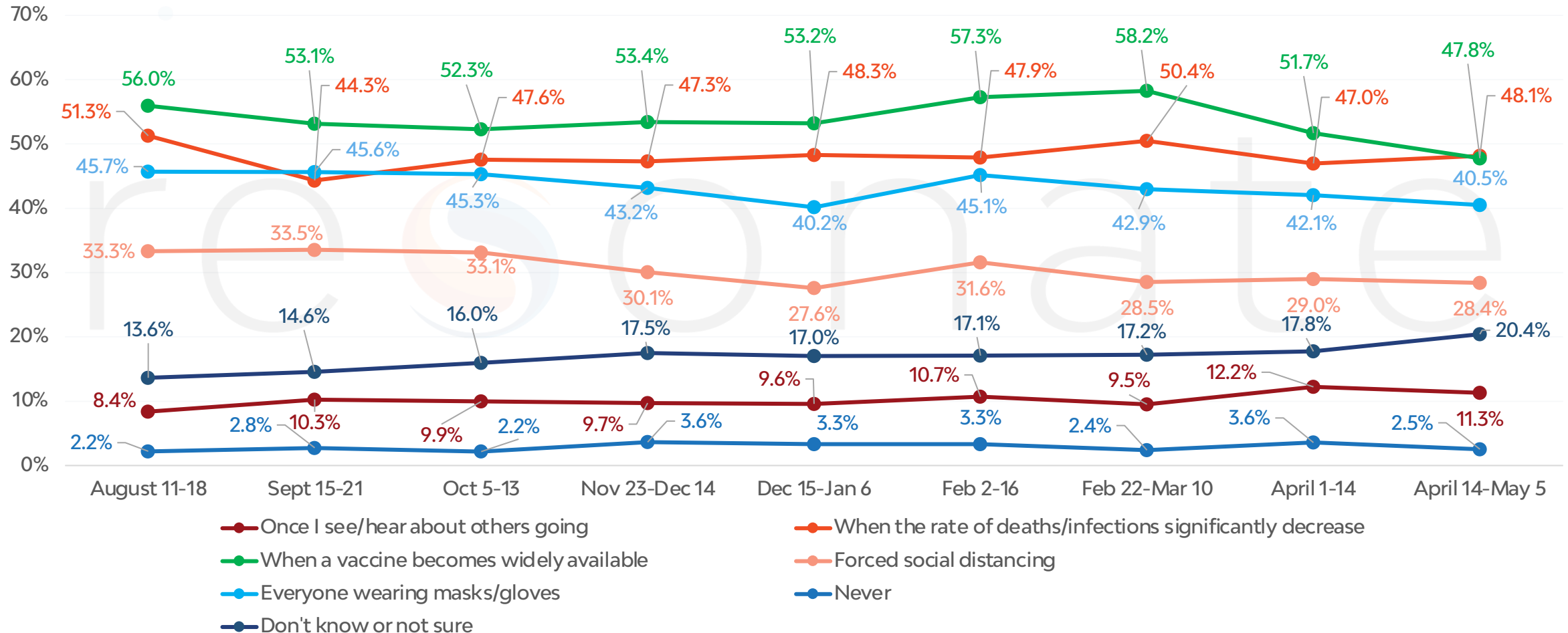
+20% those who are now dining in restaurants once a month or more
month-over-month increase

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.



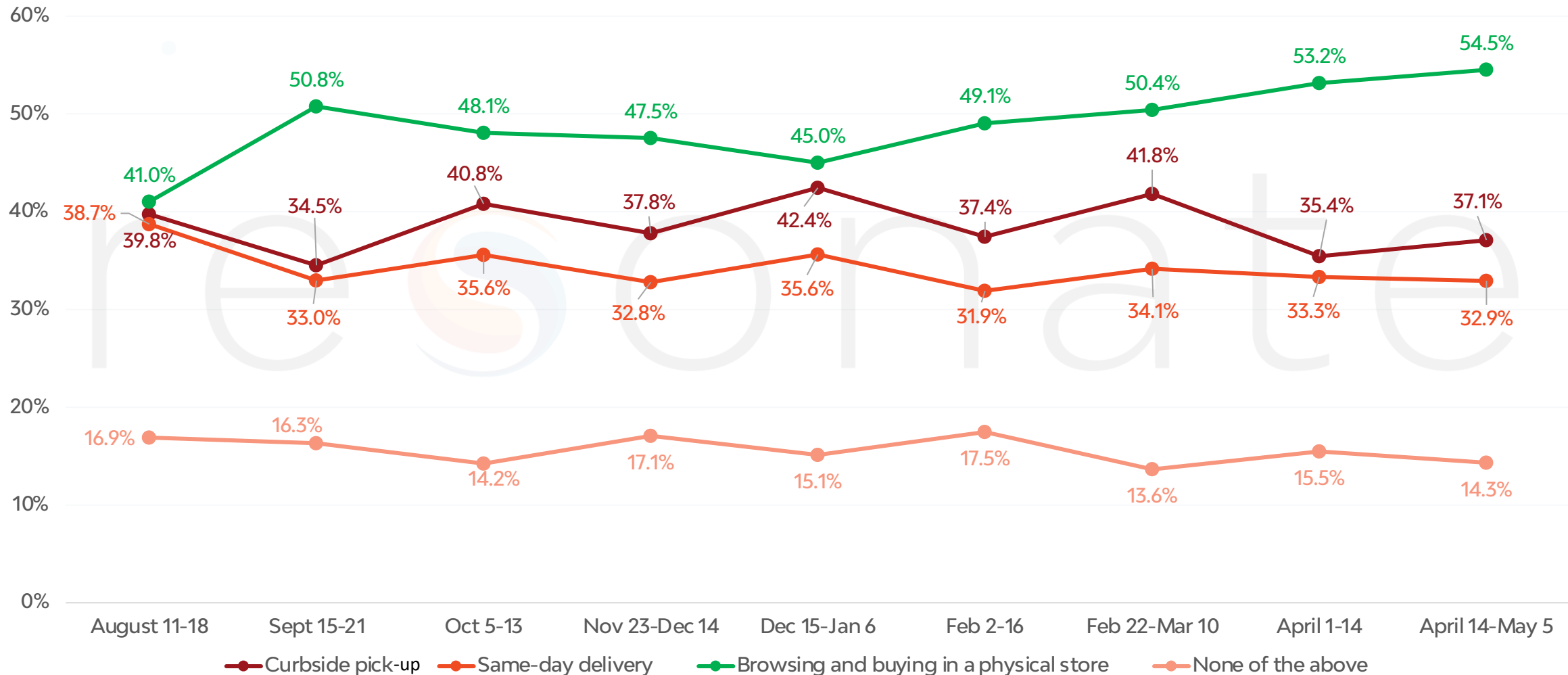
RETAIL

+8%

Jan-May increase

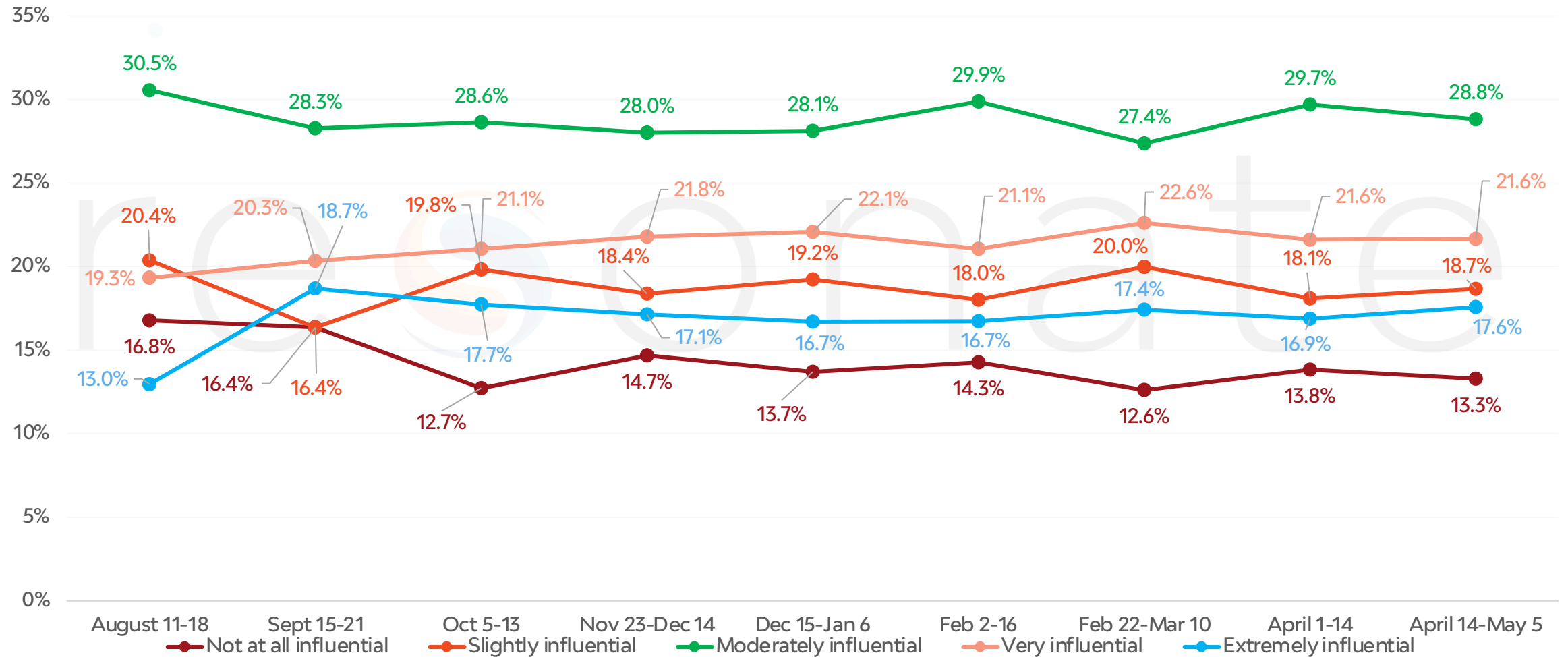
indicate browsing and buying in a physical store is an important shopping factor

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?



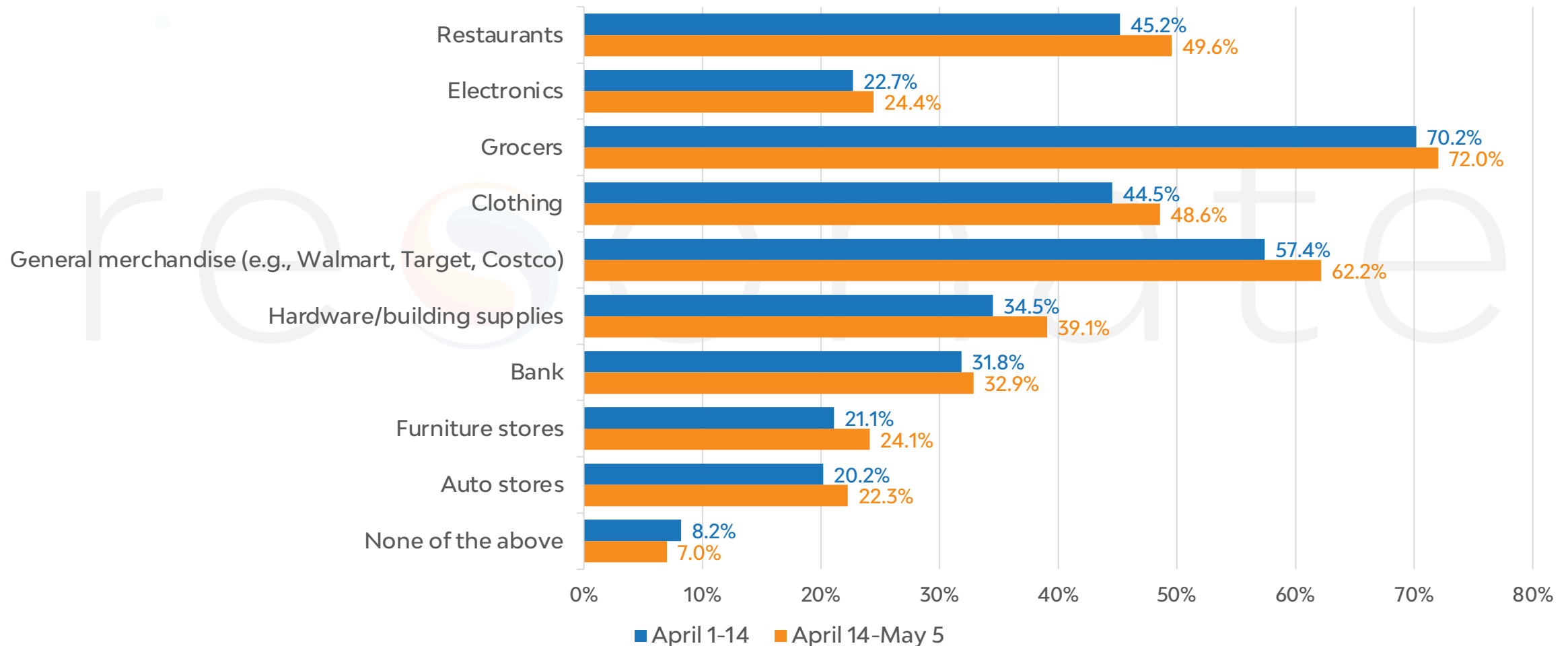
RETAIL

+8%

are now shopping in person
at general merchandise
stores

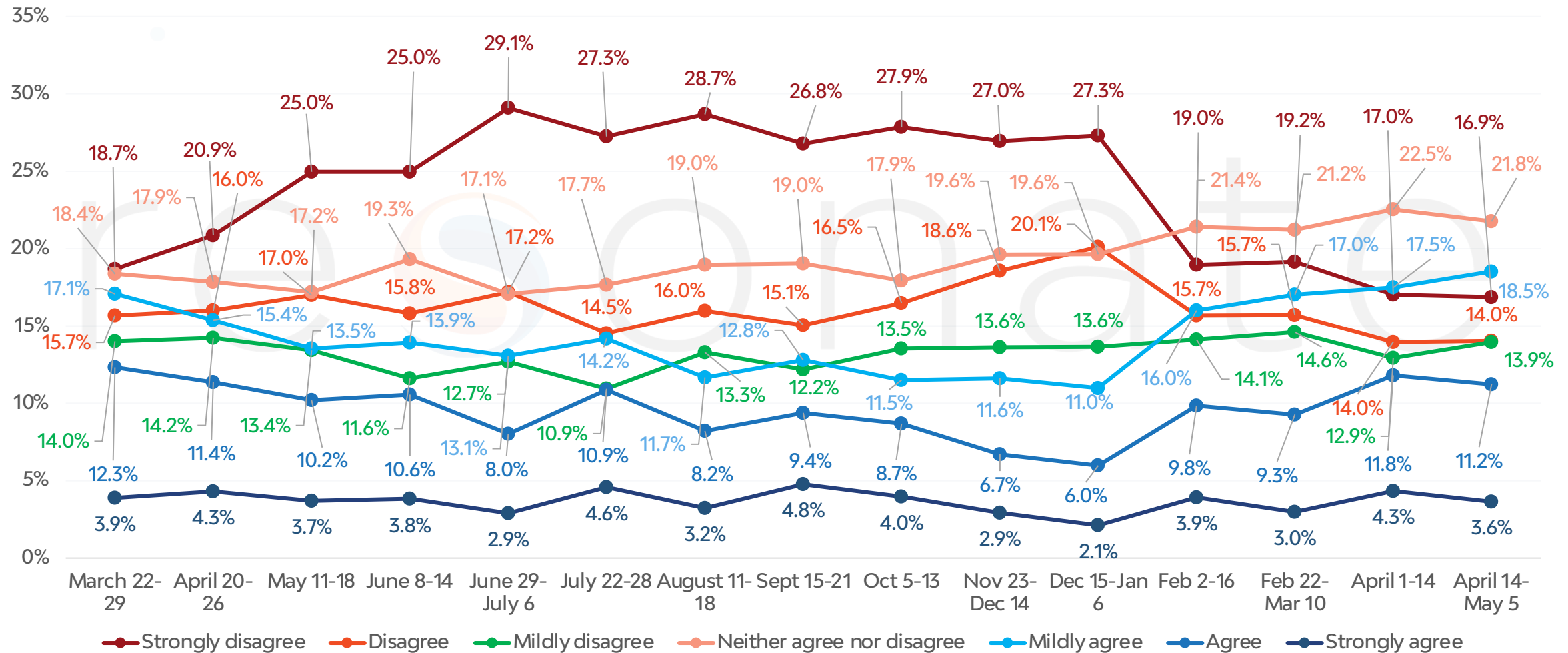
month-over-month increase

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?**



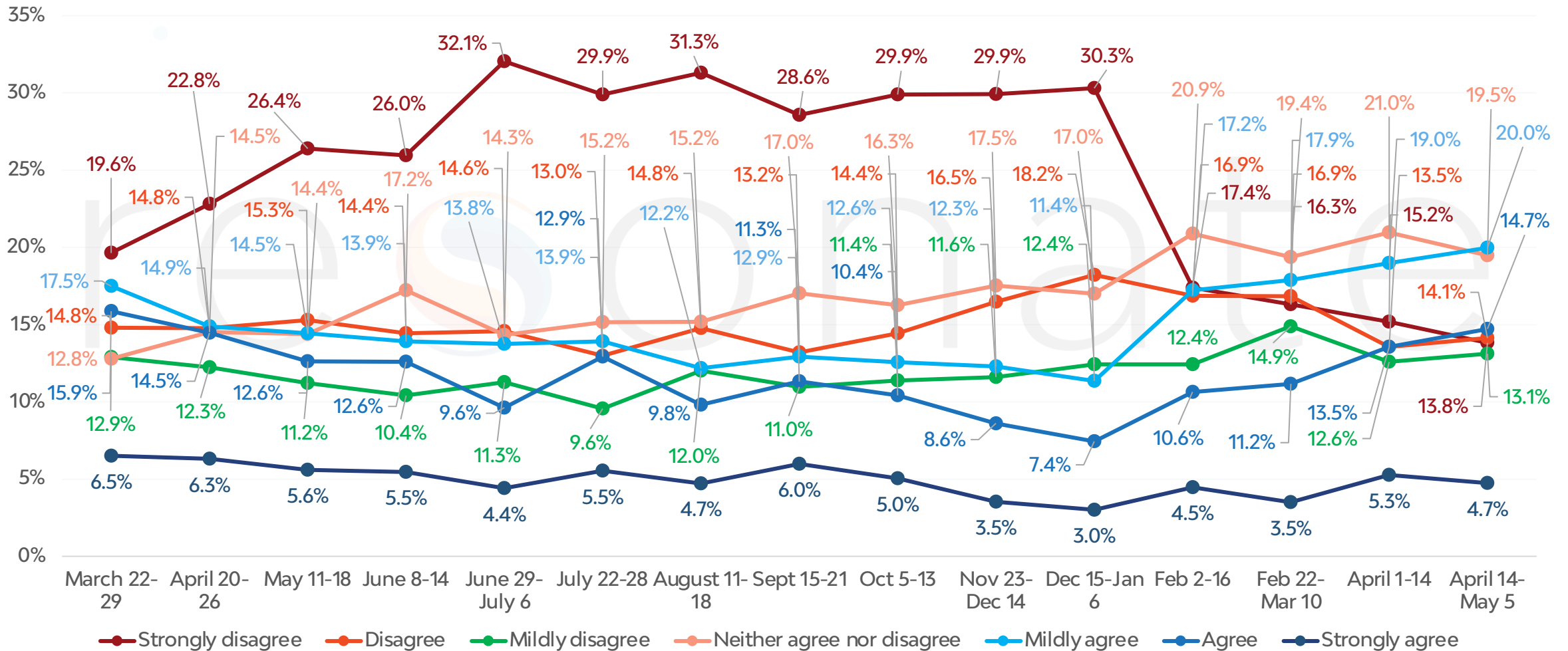
POLITICS

-62%

Jan-May decrease

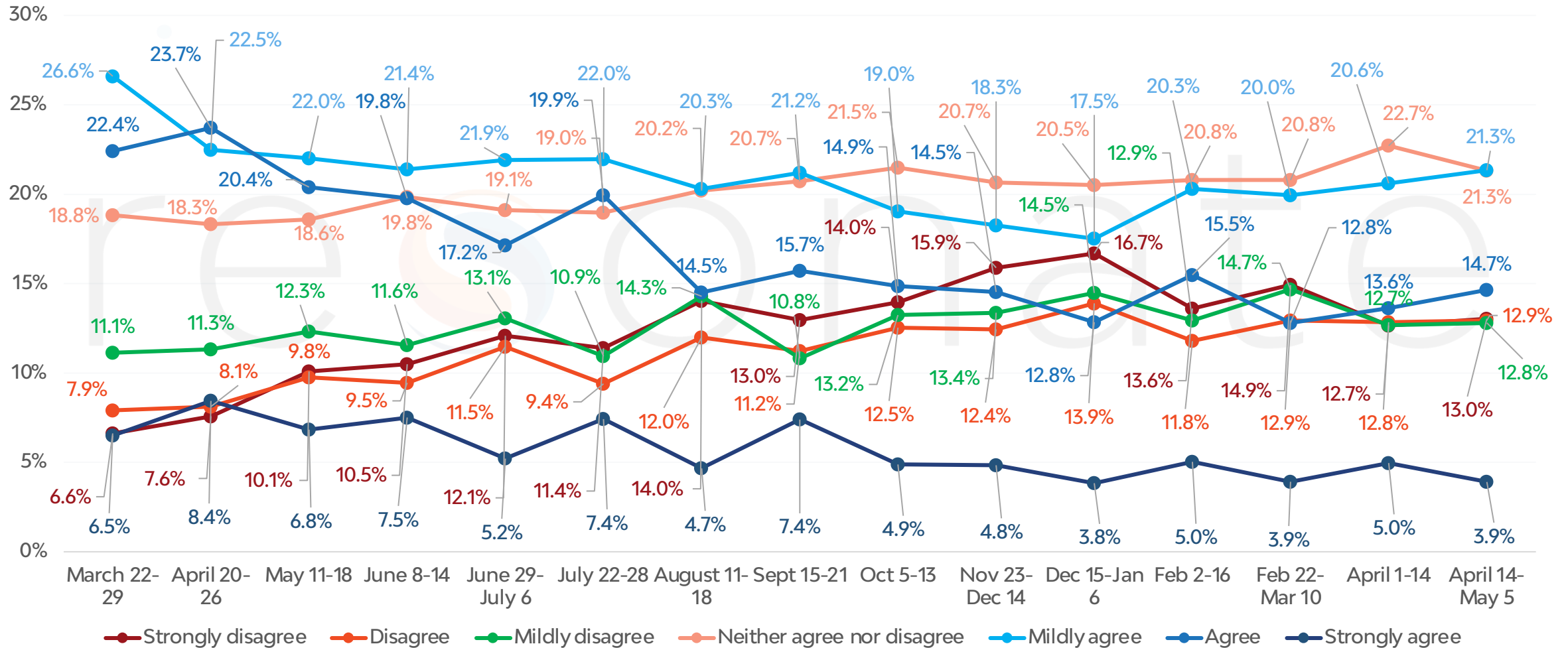
those who believe the federal government is ineffective in addressing a crisis

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



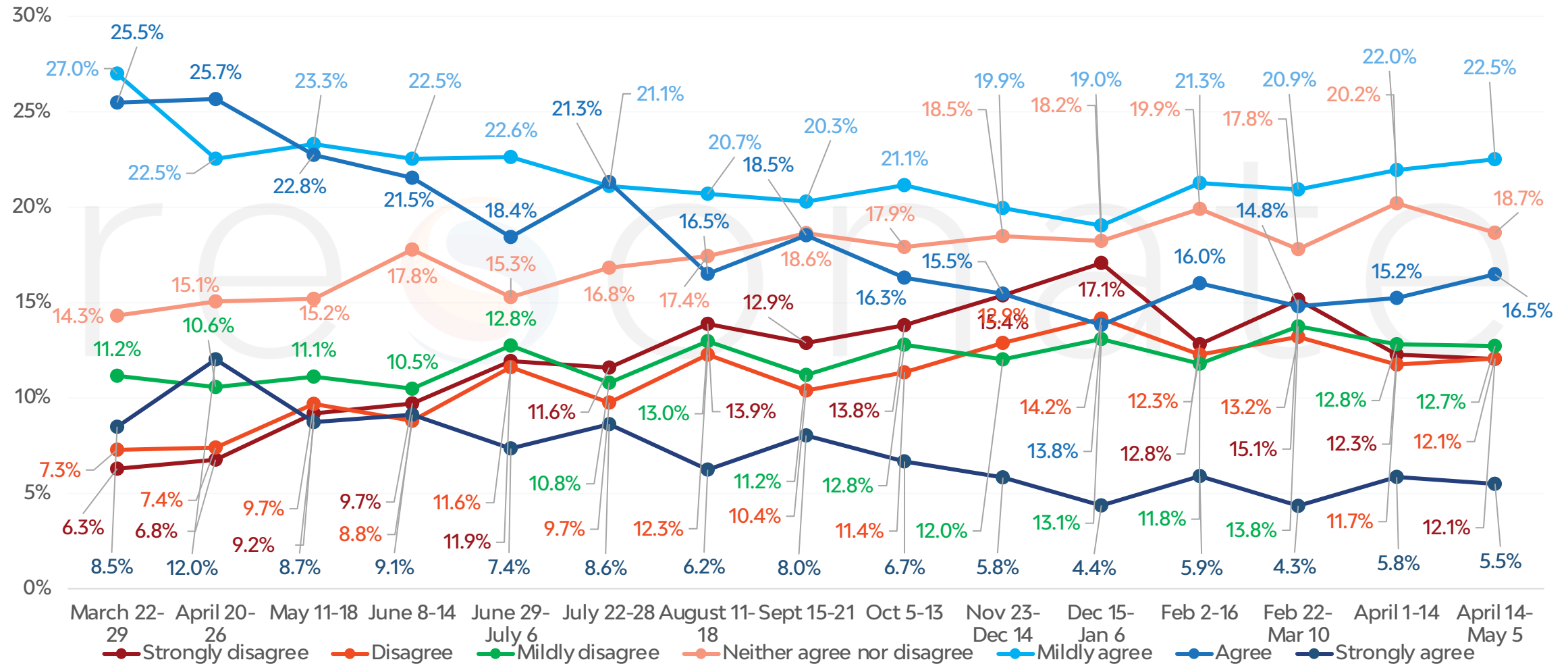
POLITICS

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



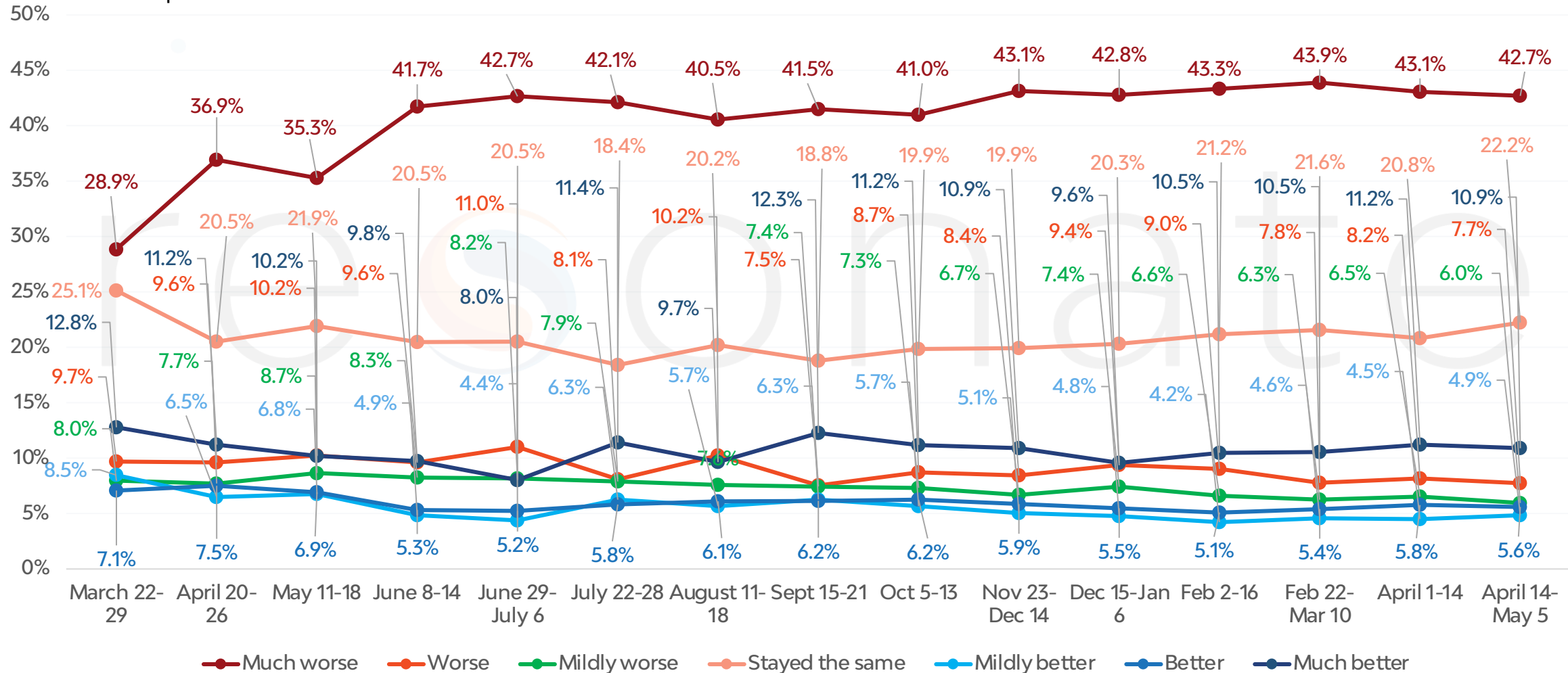
POLITICS

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



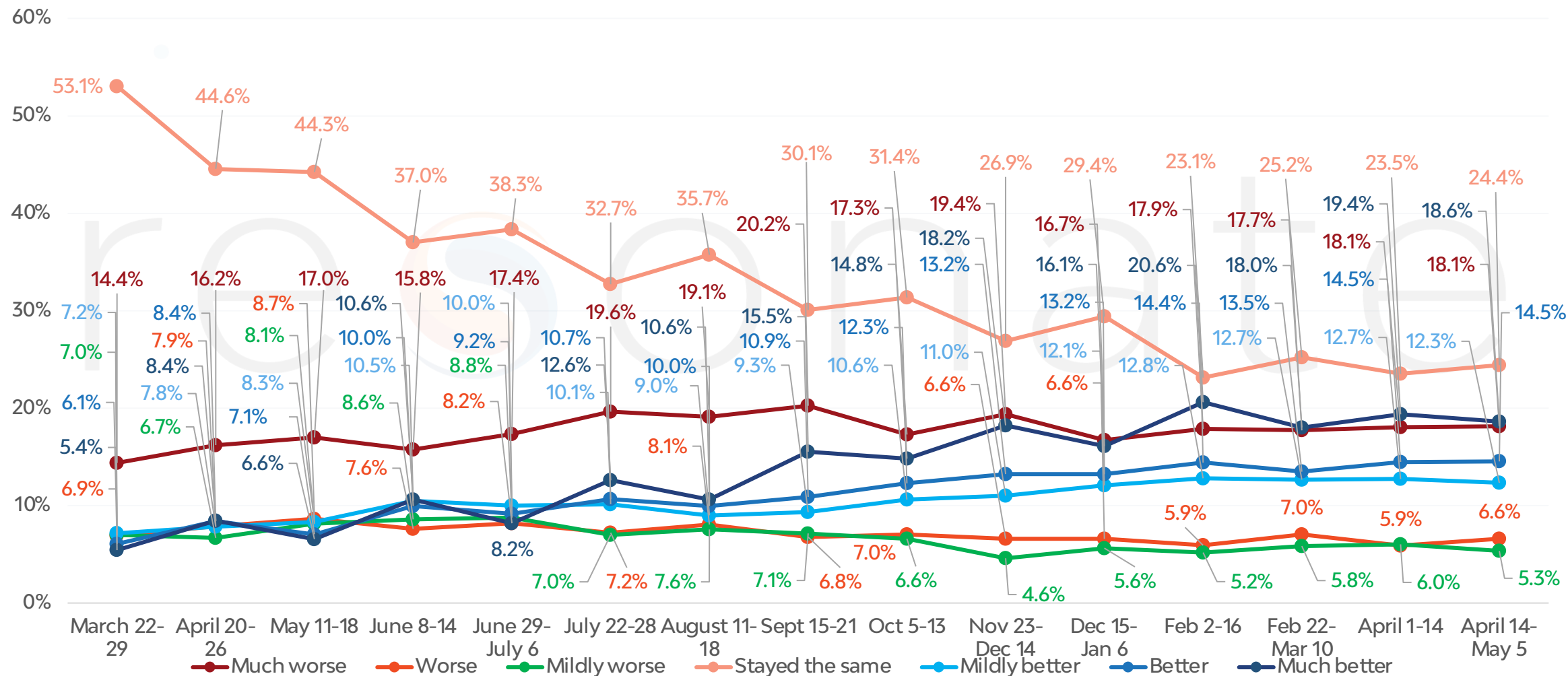
POLITICS

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



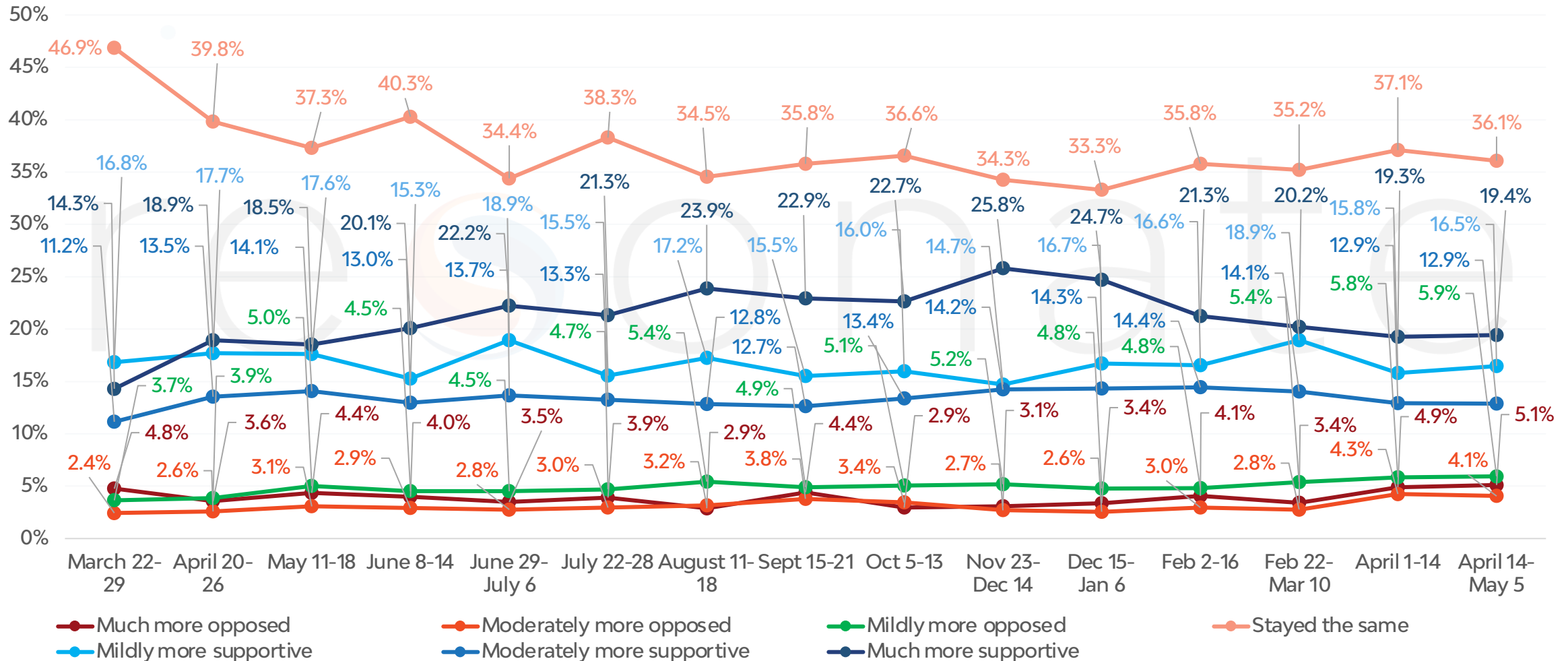
POLITICS

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



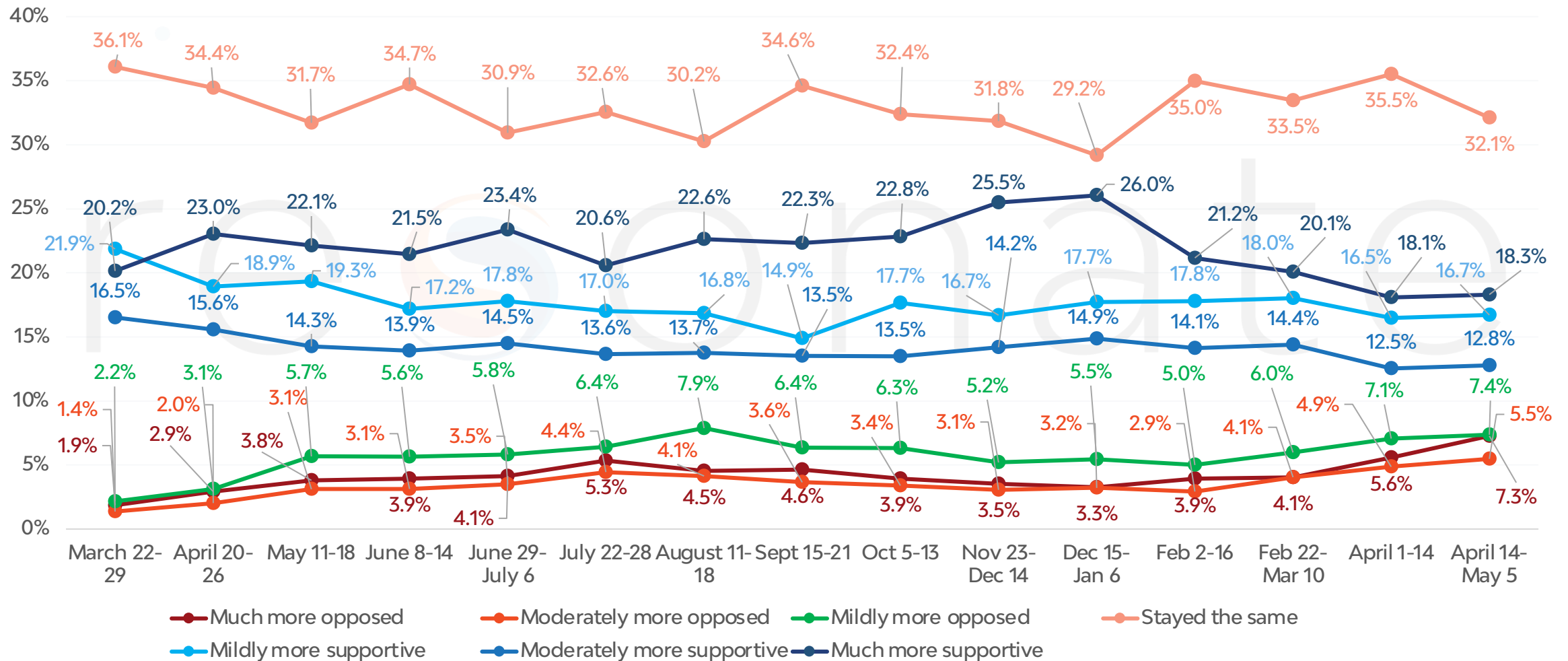
POLITICS

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)**



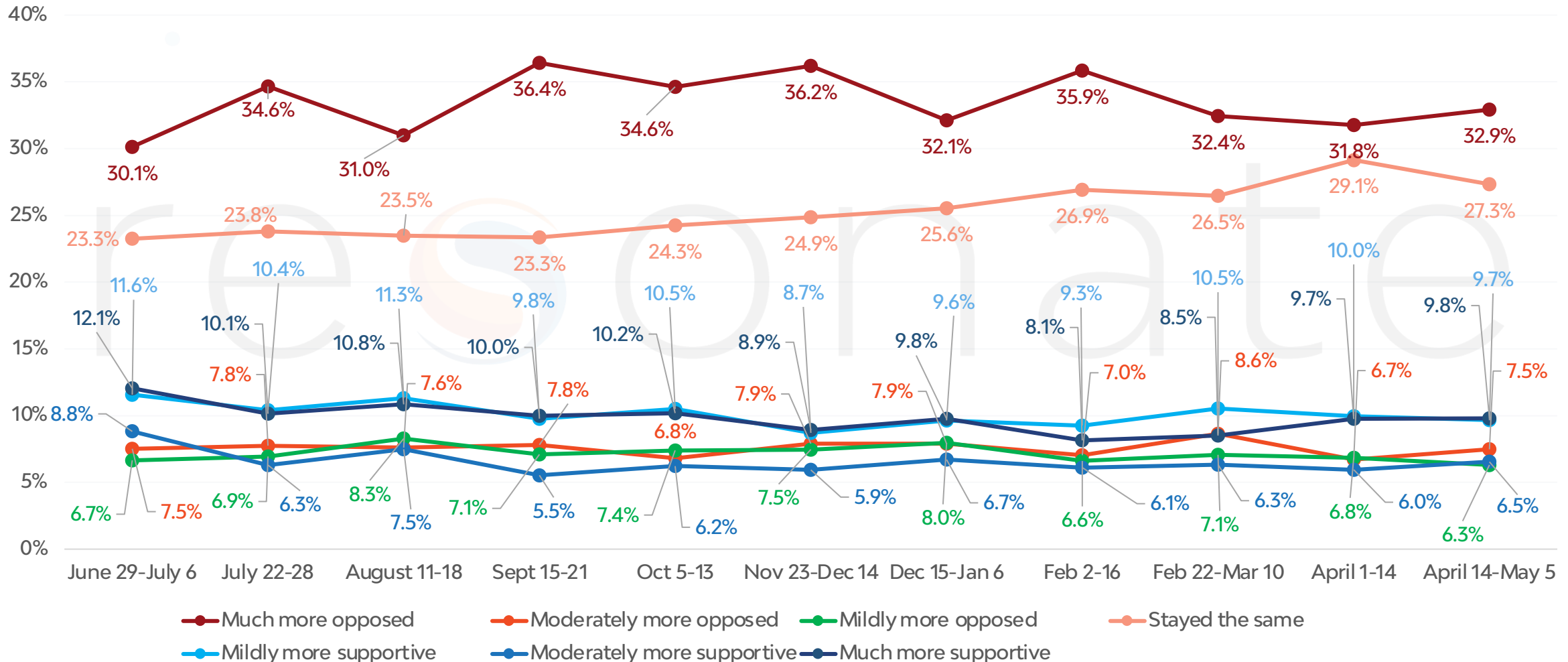
POLITICS

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**



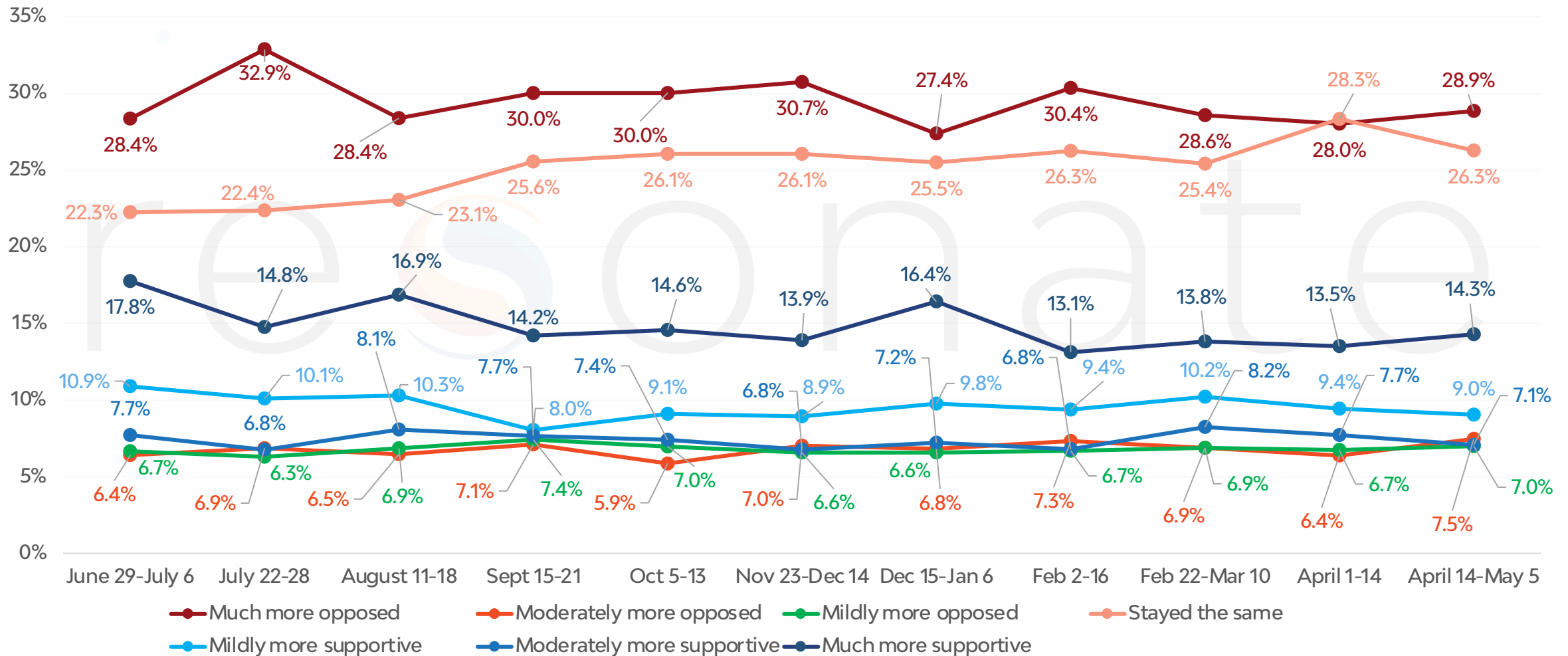
SOCIAL JUSTICE

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: **defunding the police**



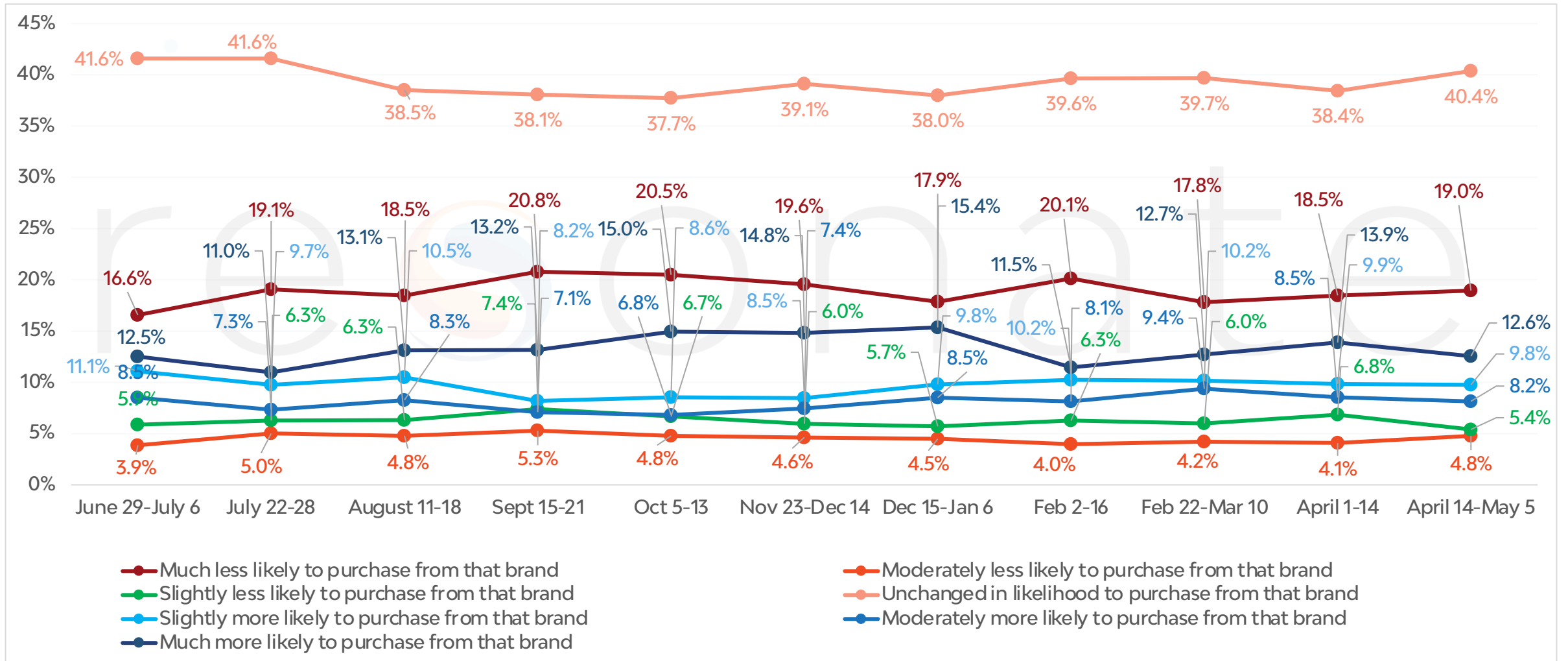
SOCIAL JUSTICE

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?





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.

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