

CONNECT WITH THE VAXXED & VACATION-READY

OPTIMISM ABOUT POST-PANDEMIC LIFE REACHES ALL-TIME HIGH

Resonate COVID-19 and Emerging Trends Consumer Flash Study,
Wave 16, June 2021





INTRODUCTION

Nearly 45% of Americans are fully vaccinated as of publishing and, with each passing month of data, consumers seem to take larger and larger steps towards pre-2020 life.

Consumers are breathing a bit easier about the health and economic consequences of the pandemic, as concern to a large extent in both areas decreased by over 15% month-over-month. U.S. consumer confidence in the economy is on the rise and 1 in 4 Americans believe the economy will fully rebound to normal by August.

Additionally, more and more consumers are ready to hit the road. Those who are delaying travel and in-person events until the pandemic is under control are at the lowest levels we've seen since we began tracking data in March 2020.

For the past several months, we've been closely and excitedly watching this optimistic upswing and this month seems to represent the largest turnaround yet. And that's exactly why you need access to the freshest, most relevant consumer data - to connect, convert and capitalize on in the moment growth potential. Resonate helps you understand and engage segments of consumers who ready to book trips, shop in-person, and return to concerts, theme parks, and more.

With Resonate's proprietary consumer insights, you can actively track the behaviors, values, and preferences driving your customers' decisions now, not where they were back in April, when vaccines were still tough to come by and the future remained unknown.

This report contains the freshest research needed to inform marketing, CX, product development, and more. Get the insight you need to speak to customers where they are today, as mask mandates are dropped, families reunite, and schoolchildren look towards a fall that could involve a return to the classroom.

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 May 24 and June 8, 2021, and scaled to 200 million U.S. consumers.**

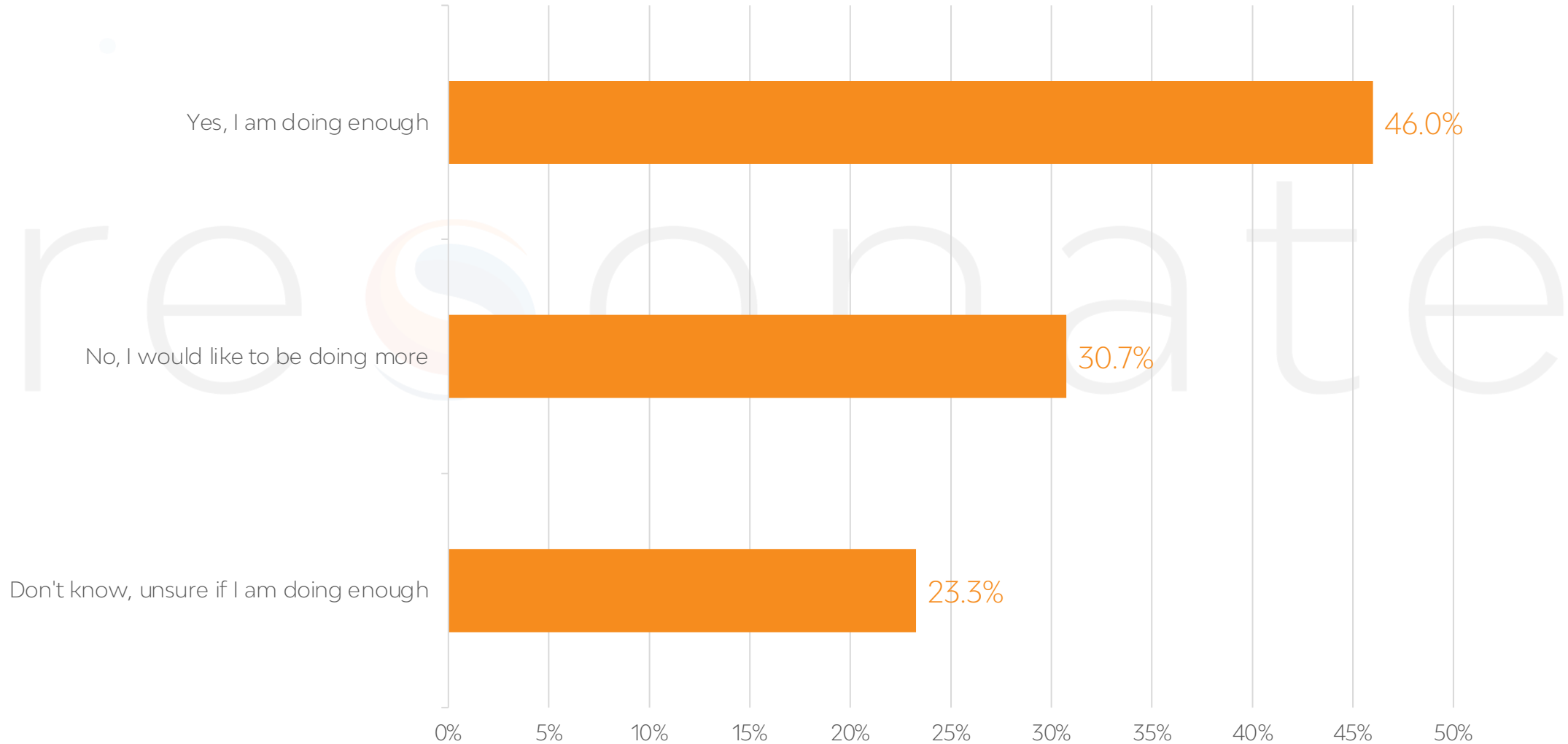


See it in Action

DIGITAL PRIVACY

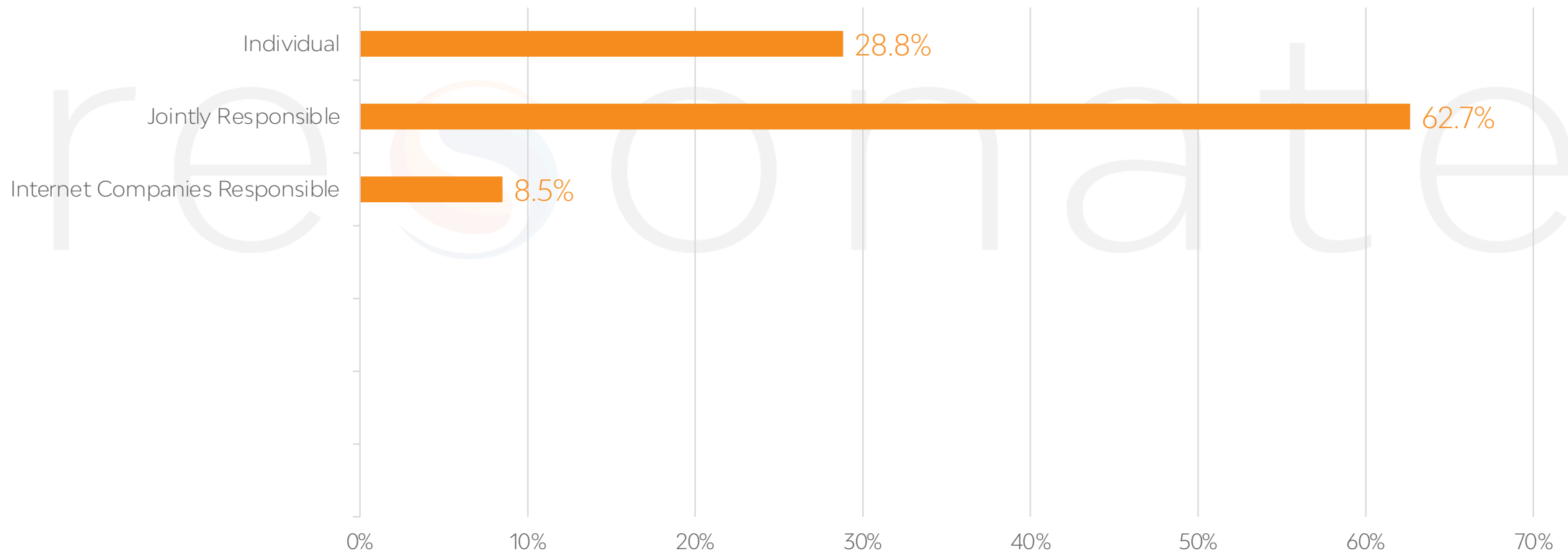
46% SAY THEY ARE PROTECTING THEIR OWN PRIVACY

There are many ways in which a person can use the internet, for example visiting websites, downloading apps on a computer or mobile device, or having internet connected devices within the home. **Do you believe that you are doing enough to protect your privacy?**



MOST AMERICANS BELIEVE ONLINE PRIVACY IS A SHARED RESPONSIBILITY

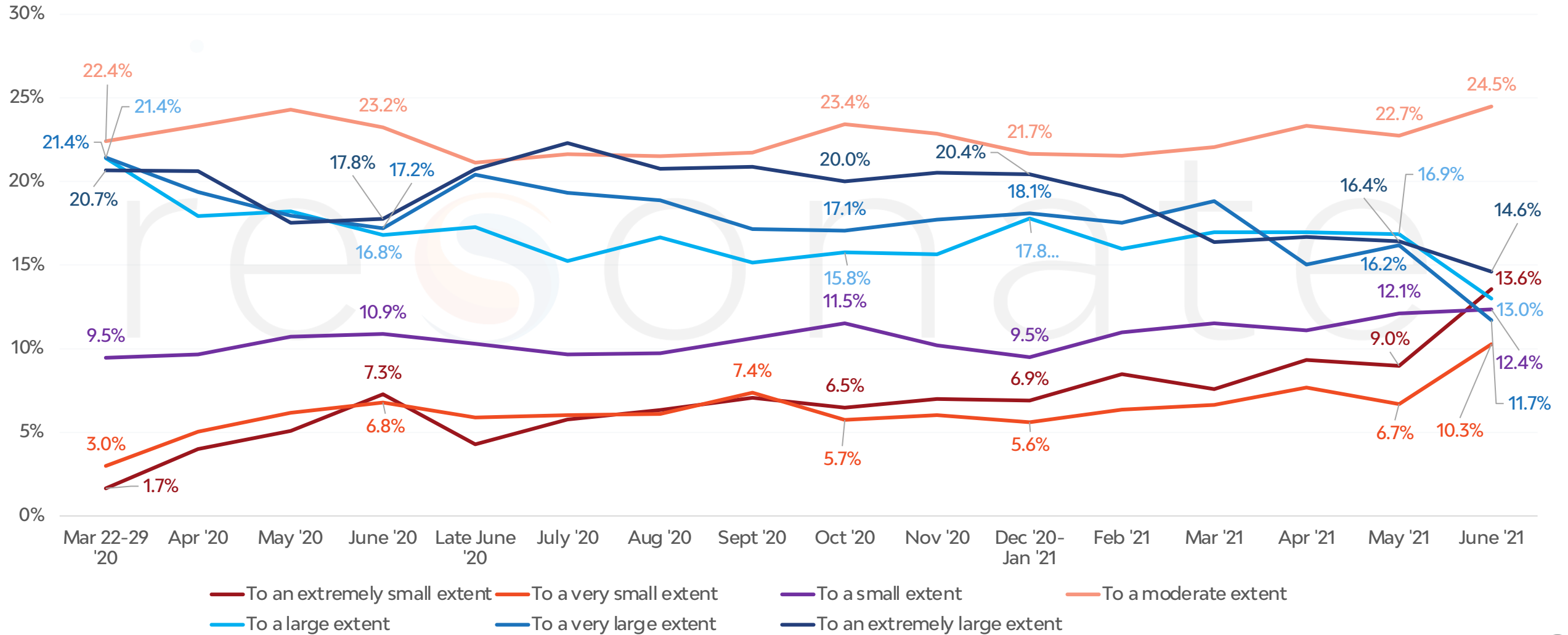
There are some people who believe that internet privacy should be the responsibility of the individual (limiting the information that they provide online and being mindful of what they download), whereas others believe that online privacy is the responsibility of large technology companies (for example Apple, Facebook, or Google) being selective of the information that they take in, how they secure that information, and who they provide that information to. **Who do you believe should be ultimately responsible for protecting the online privacy of you and your friends and family?**



CONSUMER SENTIMENT

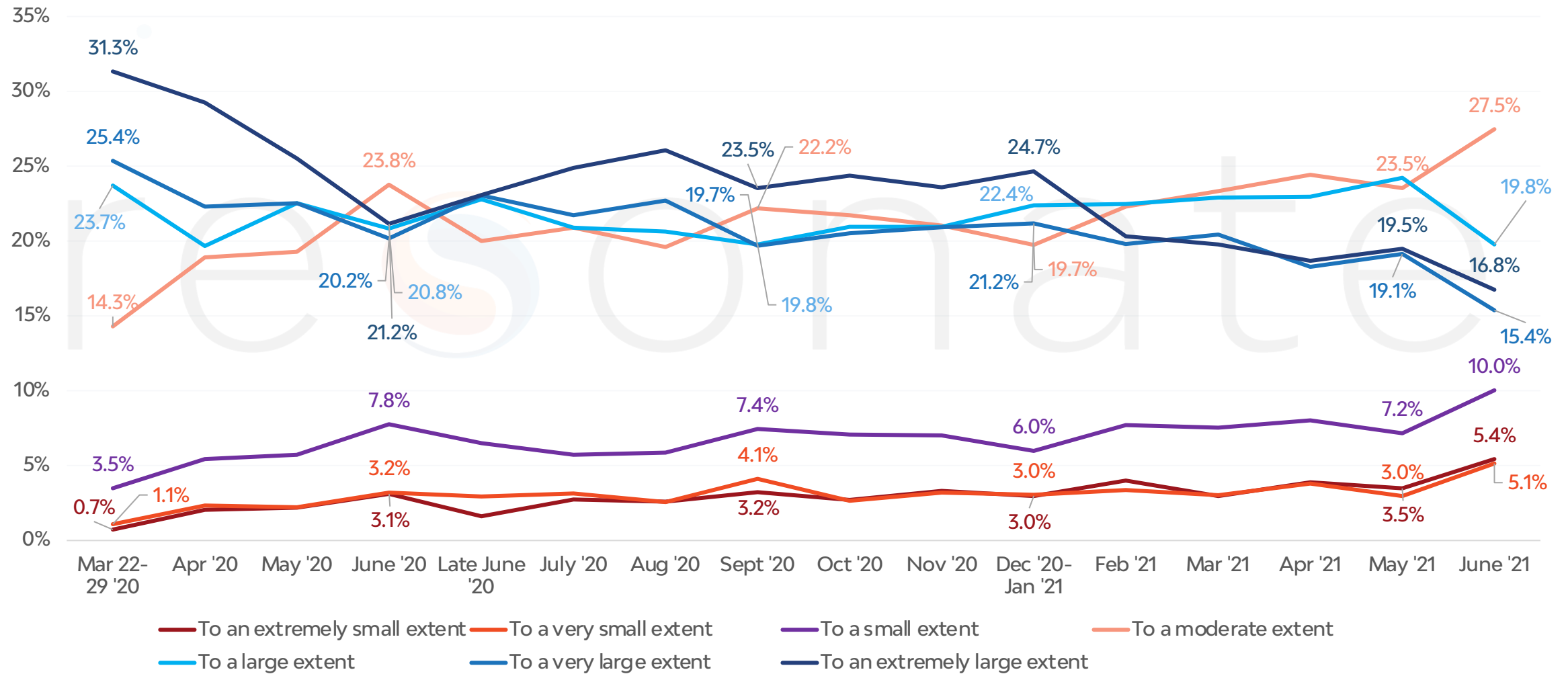
CONCERN OVER HEALTH TO A LARGE EXTENT DOWN 18% SINCE MAY

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



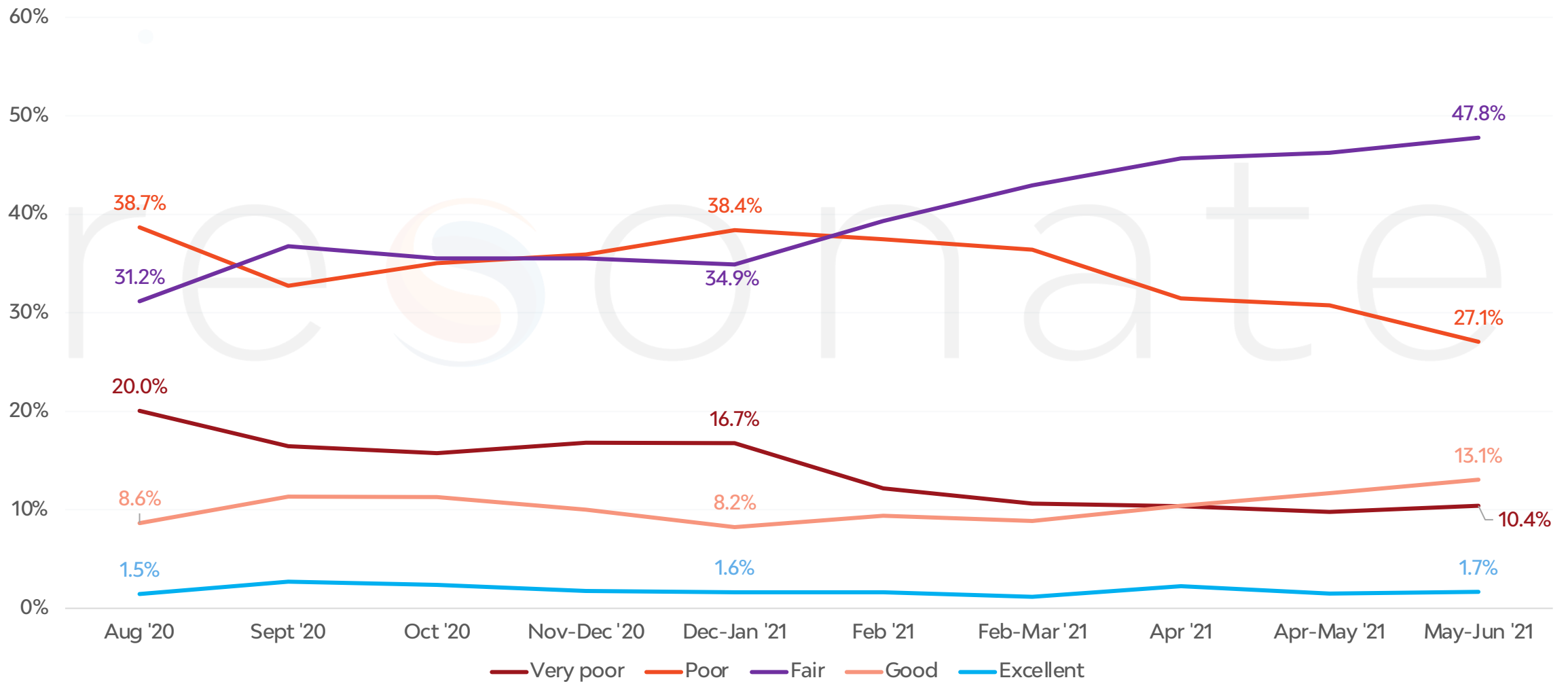
CONCERN OVER ECONOMY TO A LARGE EXTENT DOWN 16% SINCE MAY

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



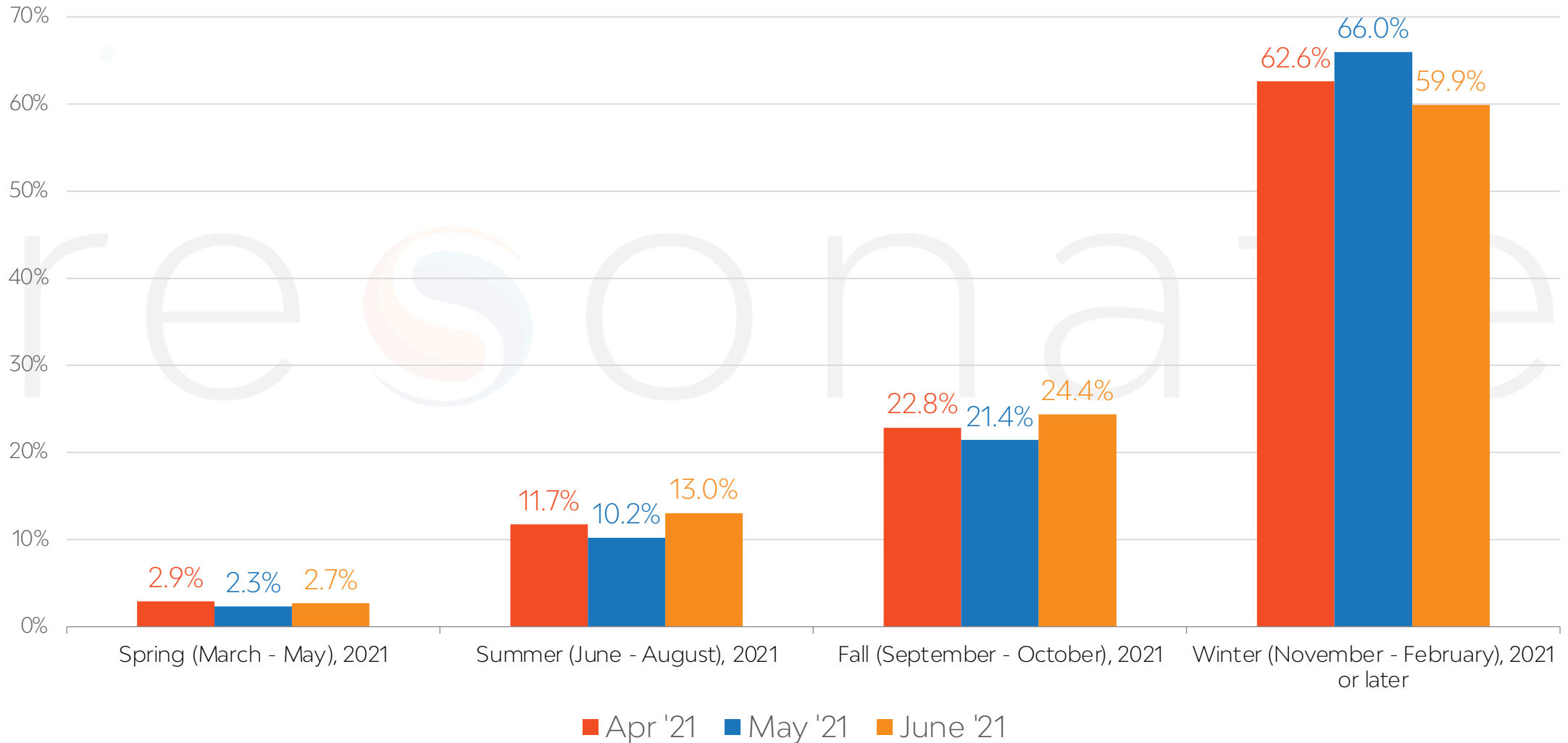
CONFIDENCE IN THE U.S. ECONOMY ON THE RISE

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



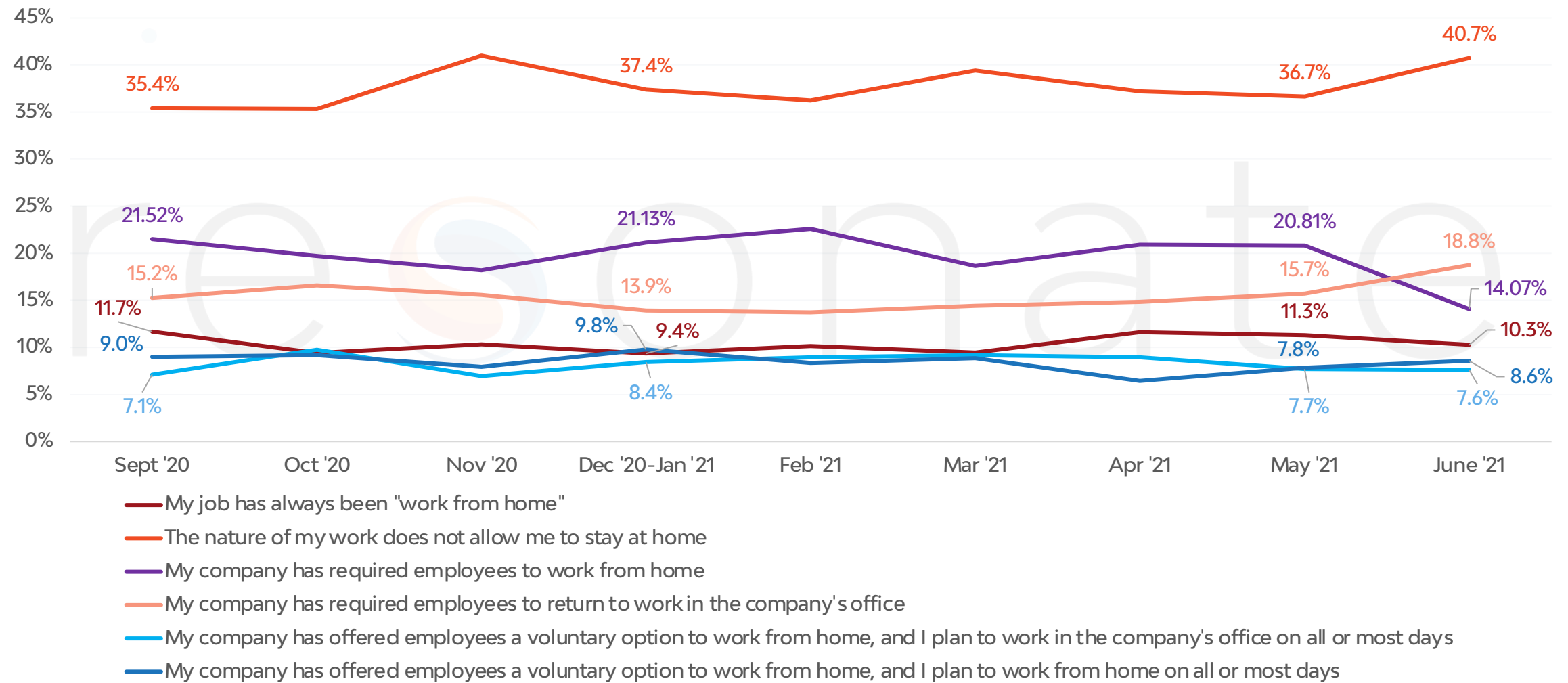
26% INCREASE SINCE MAY: RETURN TO NORMAL ECONOMY BY AUGUST

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



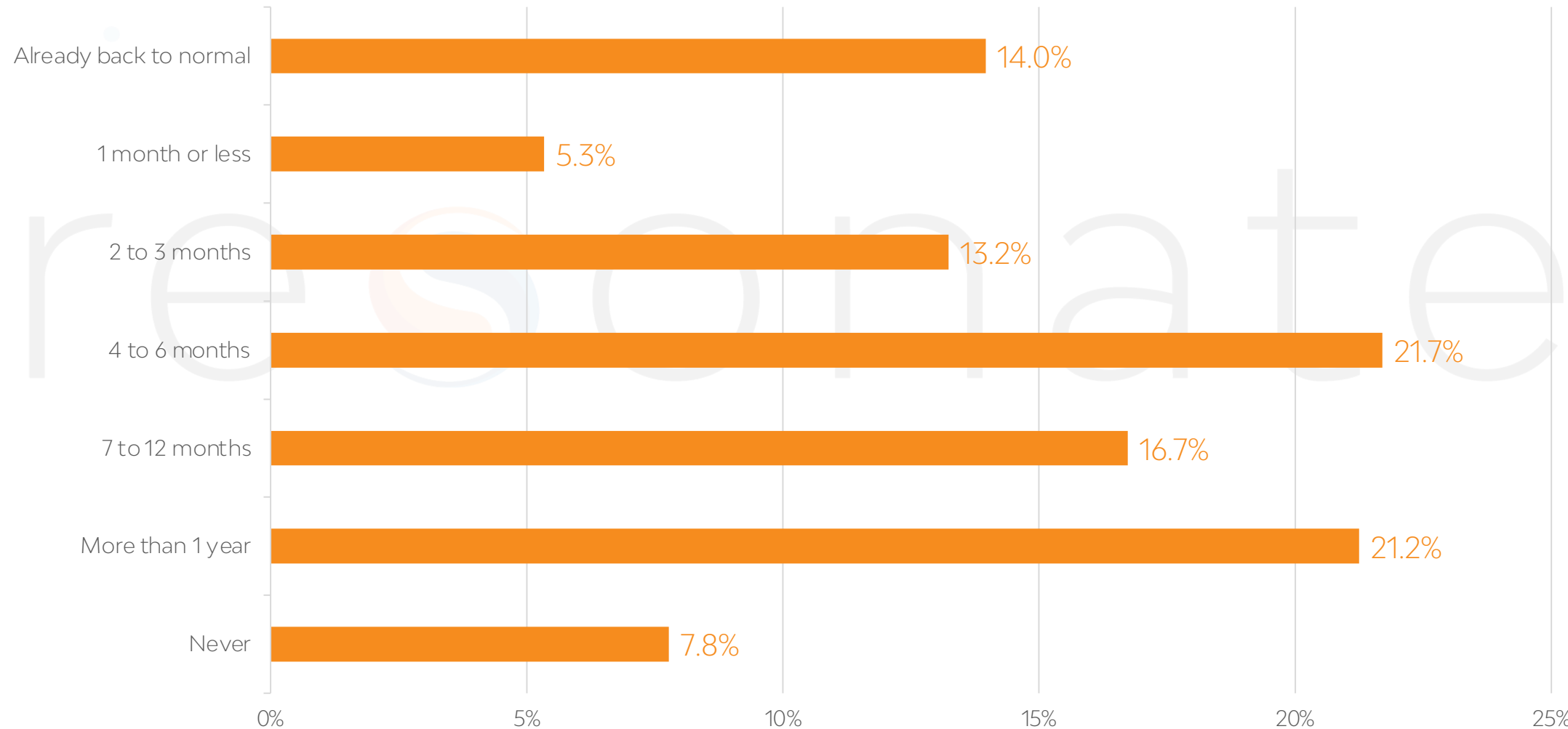
MORE EMPLOYEES REQUIRED TO RETURN TO OFFICE

Which of the following best describes your work situation?



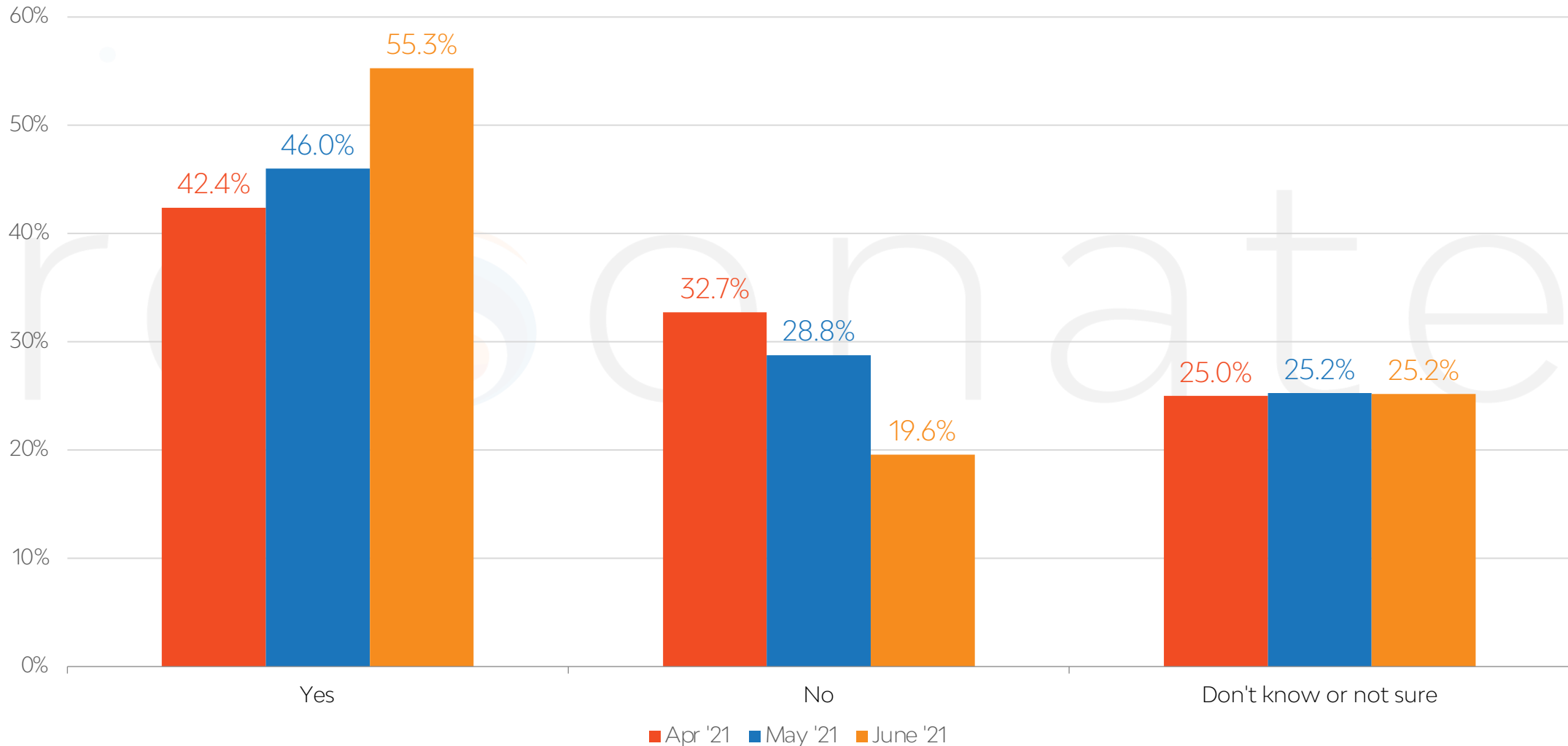
OVER 50% BELIEVE LIFE WILL RETURN TO NORMAL < 6 MONTHS

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



AMERICANS READY FOR KIDS TO RETURN TO THE CLASSROOM

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?

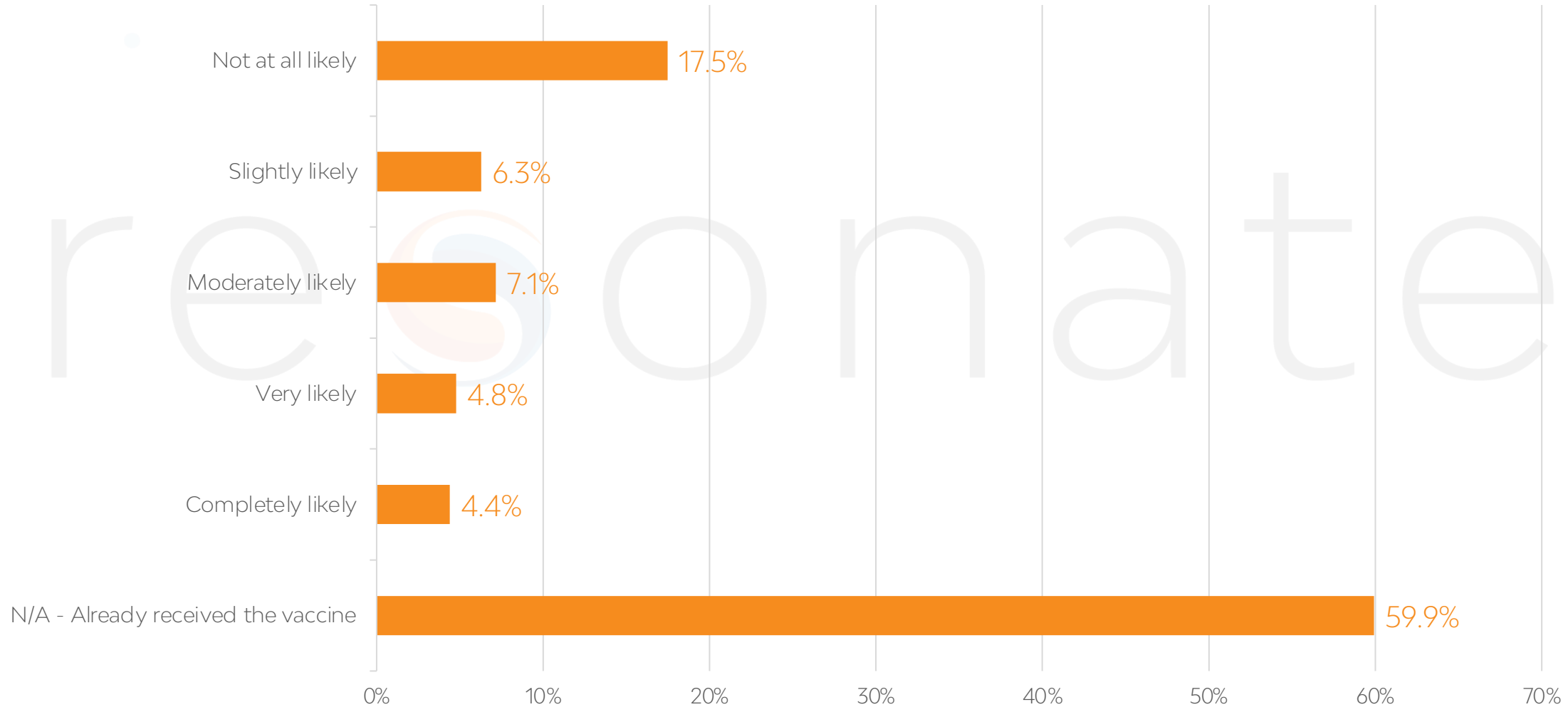


The image features a solid blue background with a decorative pattern of overlapping, wavy, light blue lines that create a sense of movement and depth. In the center of the image, the word "VACCINE" is written in a clean, white, uppercase, sans-serif font.

VACCINE

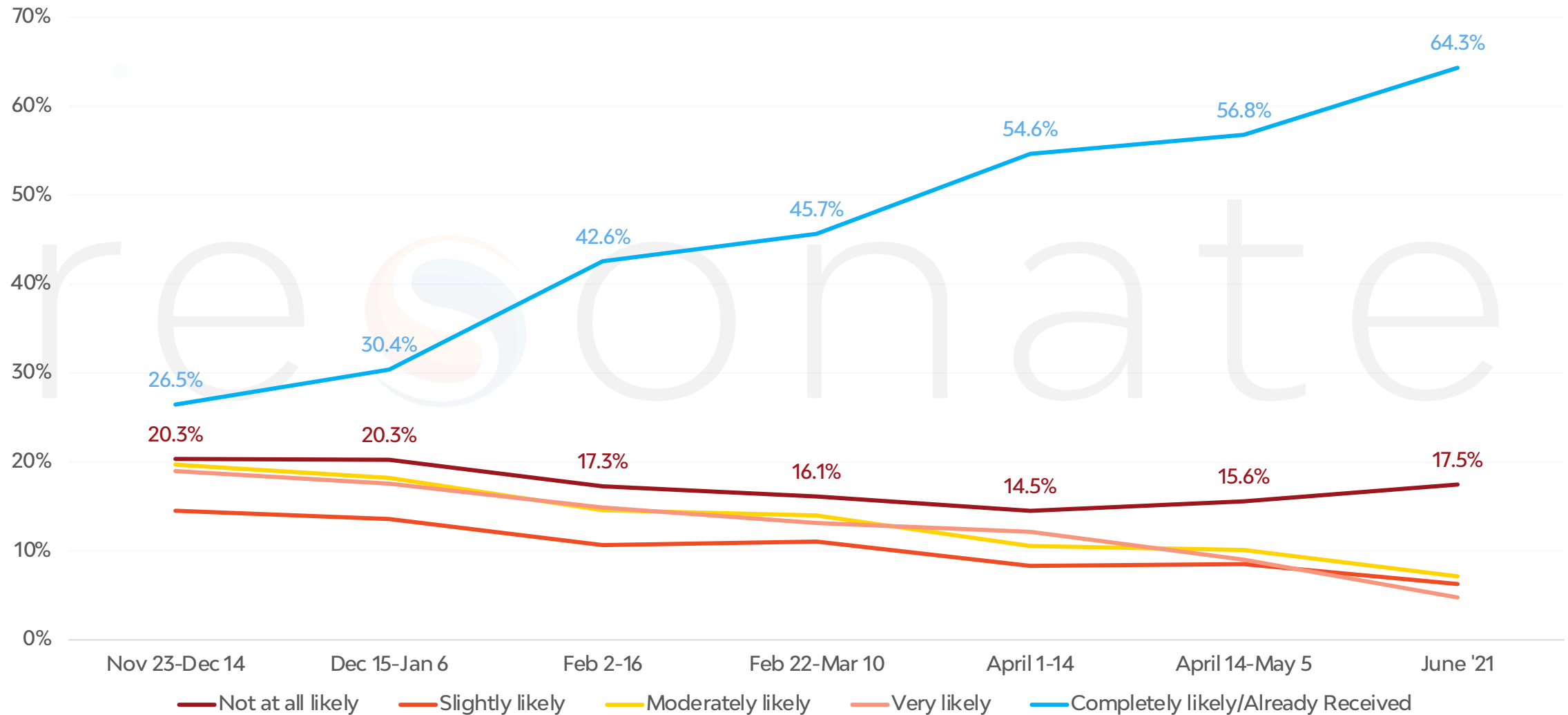
WHERE VACCINE LIKELIHOOD STANDS TODAY

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



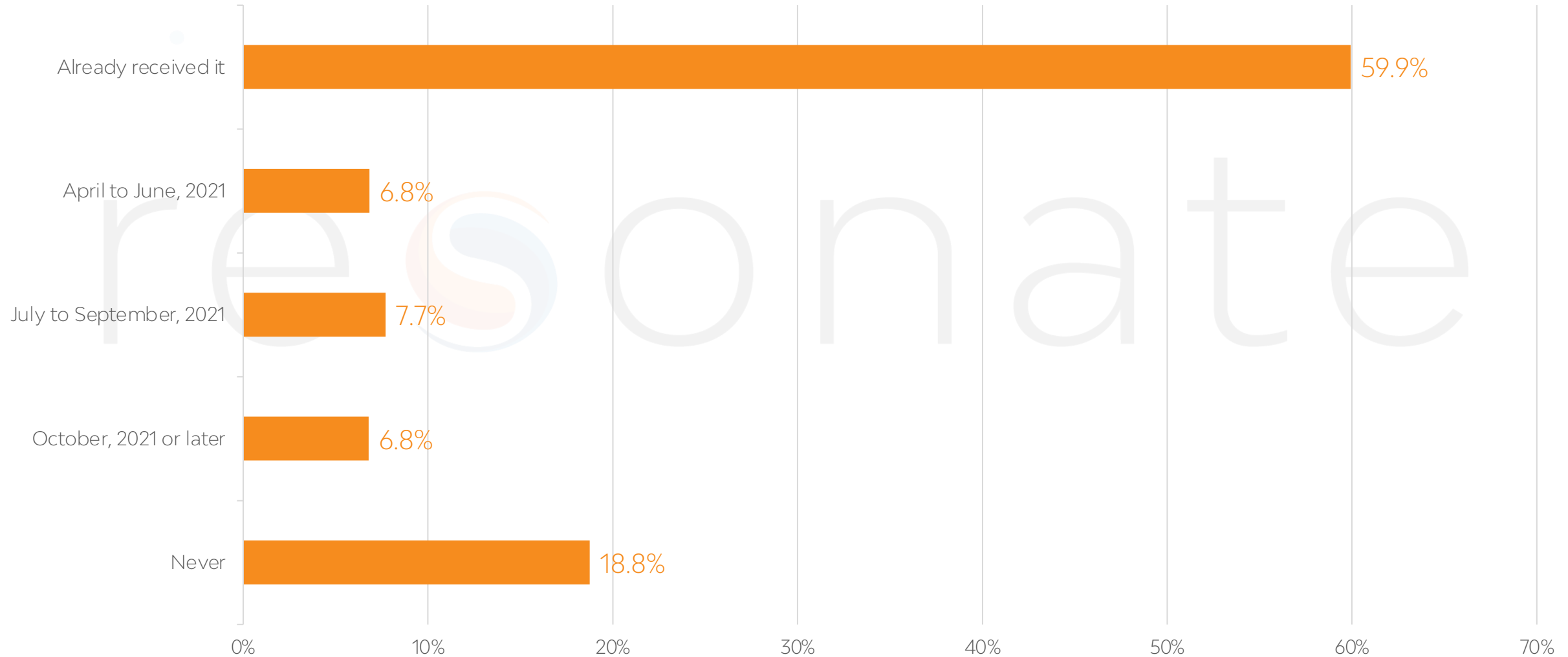
VACCINE HESITANCY GIVING WAY TO CONCRETE 'YES' OR 'NO'

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



8 IN 10 AMERICANS PLAN TO GET VACCINATED, IF HAVEN'T YET

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

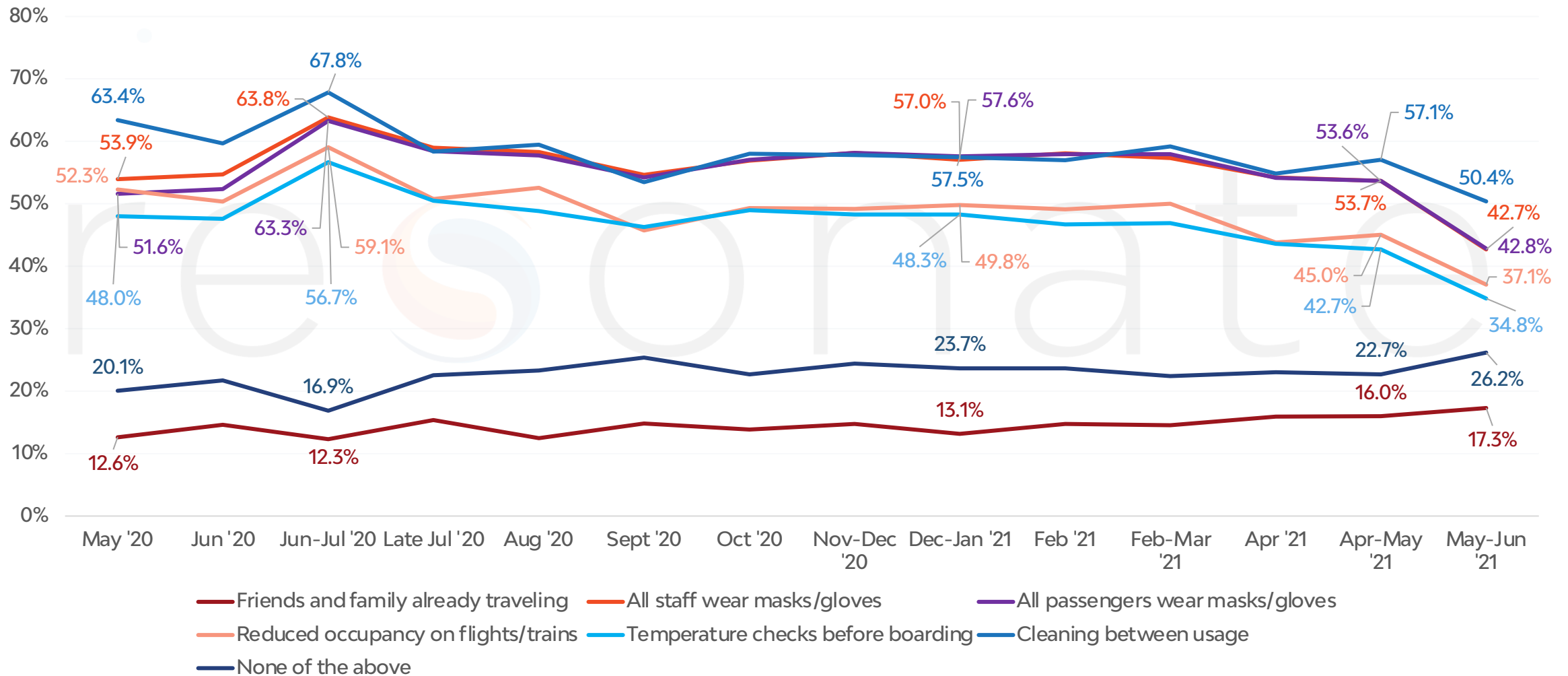


The image features a solid blue background with a large, faint, white graphic element consisting of two overlapping, stylized circular or wave-like shapes that intersect in the center. The word "TRAVEL" is written in a clean, white, sans-serif font, centered horizontally and vertically within the intersection of the graphic.

TRAVEL

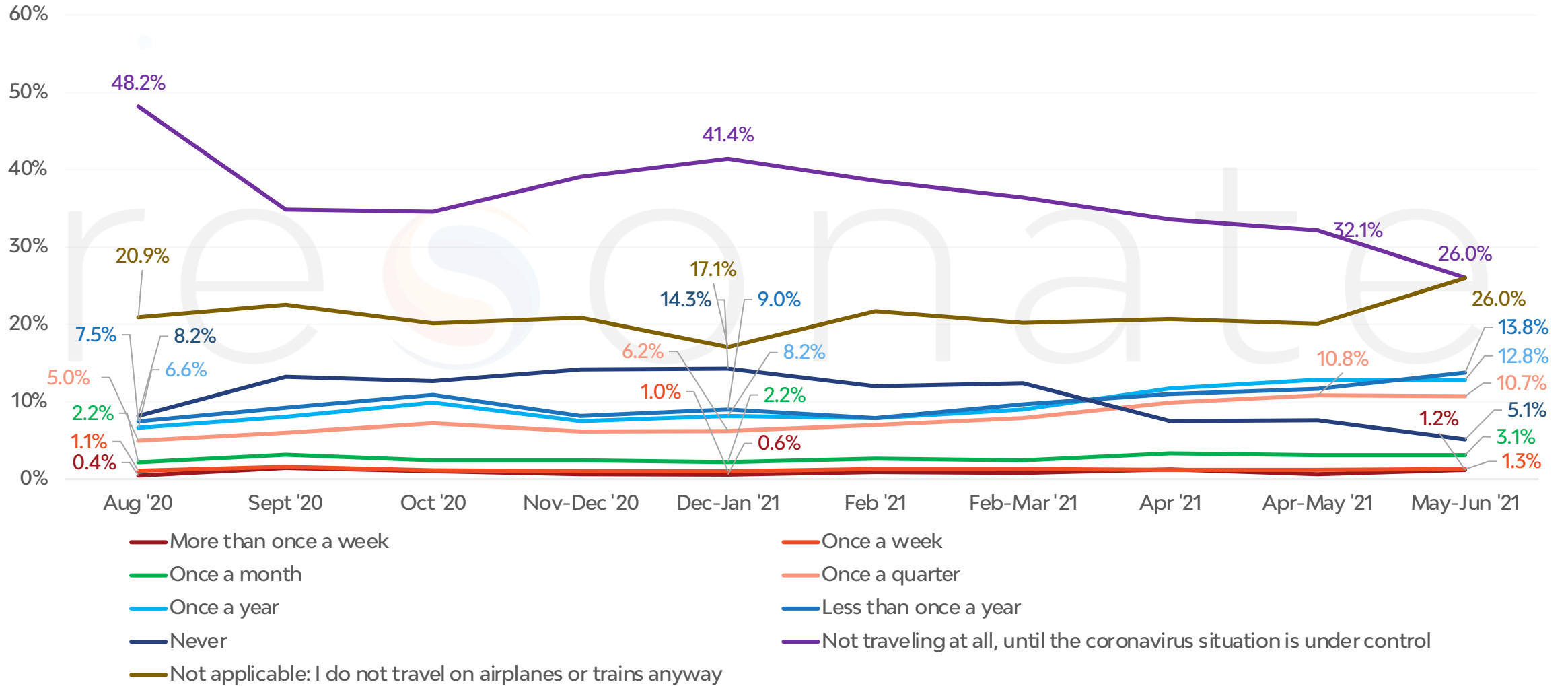
TRAVELERS COULD BE READY TO SEE PRECAUTIONS EASED

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



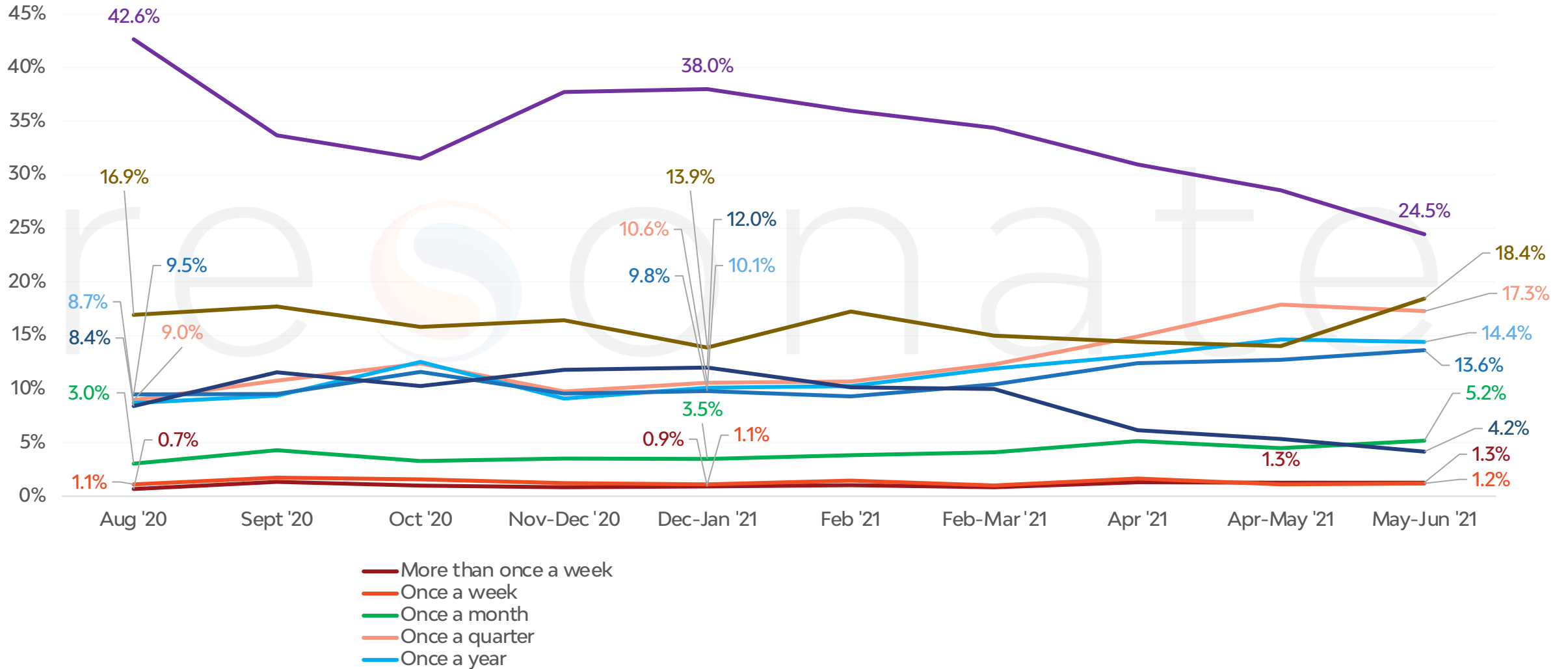
THOSE NOT FLYING DUE TO PANDEMIC DOWN 19% SINCE MAY

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



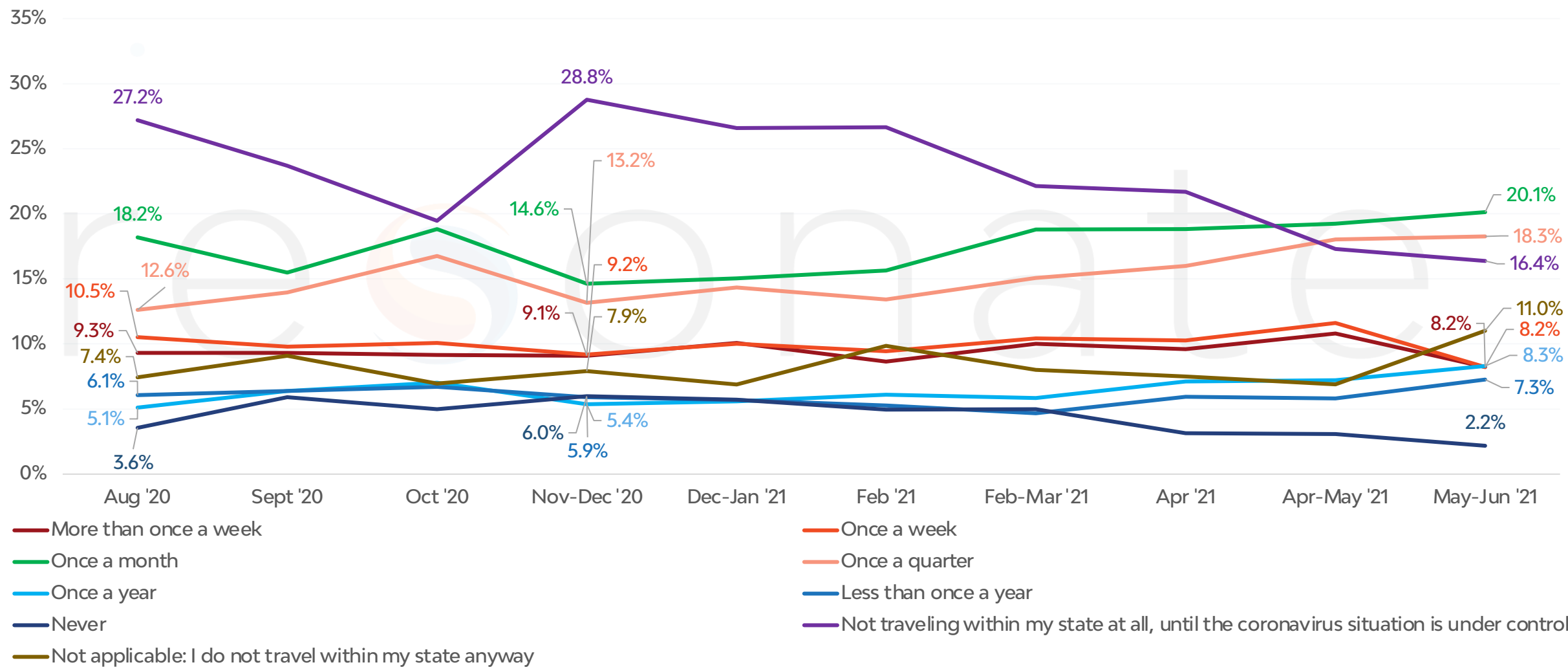
MORE TRAVELERS NOW WILLING TO STAY AT LARGE HOTELS

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



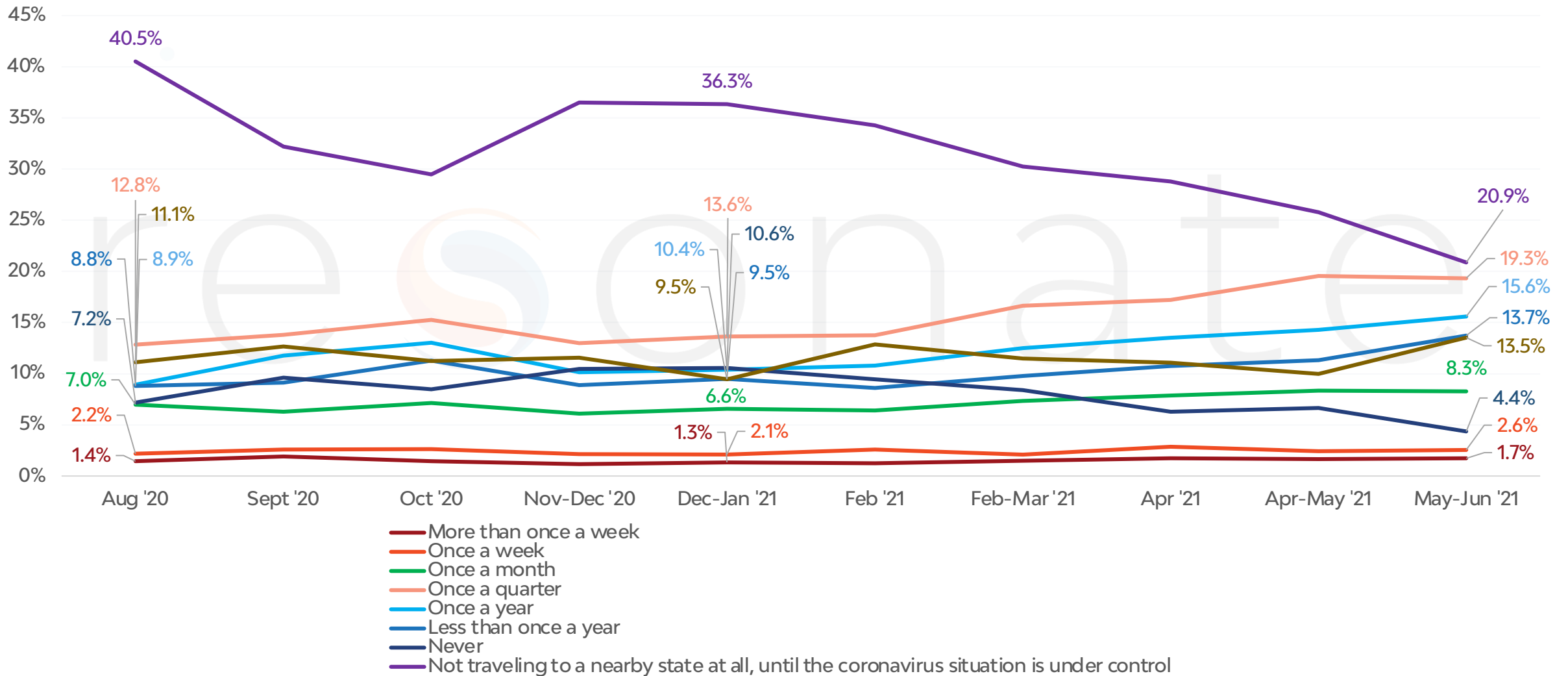
28% NOW TRAVELING WITHIN THEIR STATE ONCE A MONTH OR MORE

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



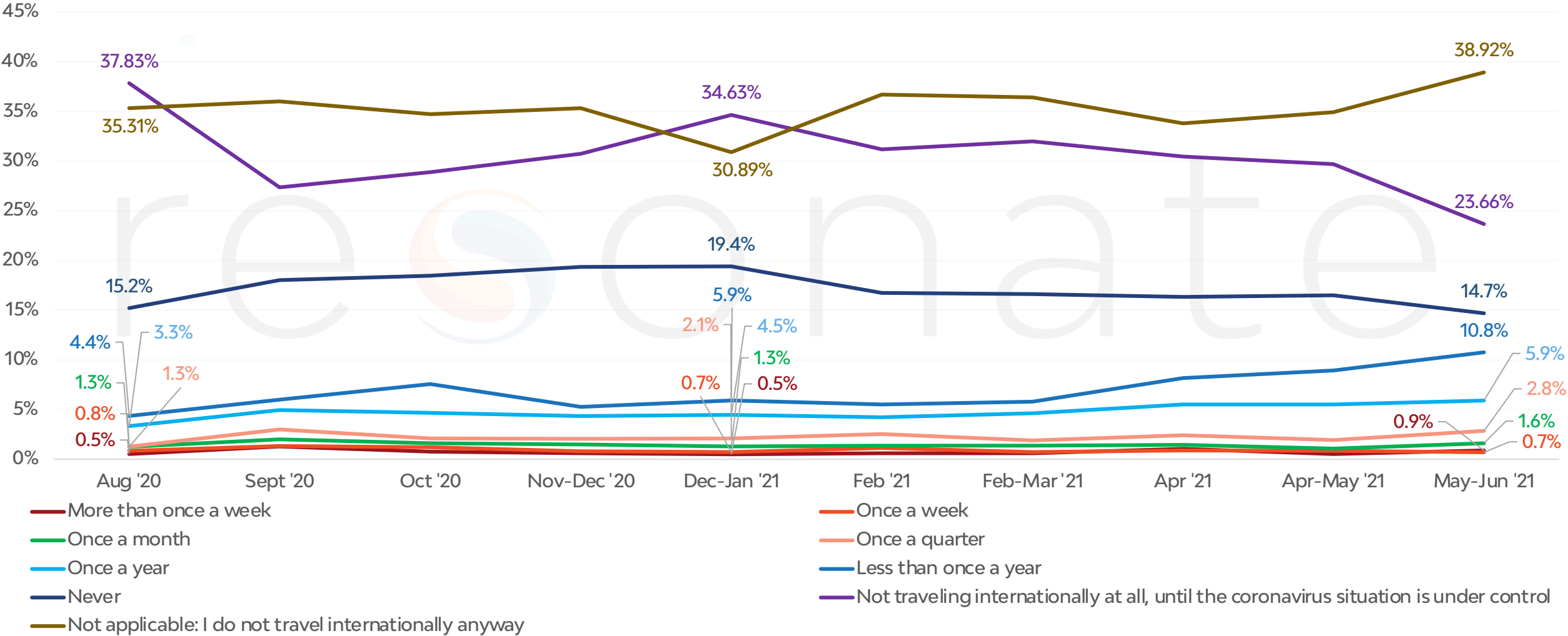
THOSE NOT TRAVELING TO OTHER STATES DUE TO PANDEMIC DOWN TO 21%

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



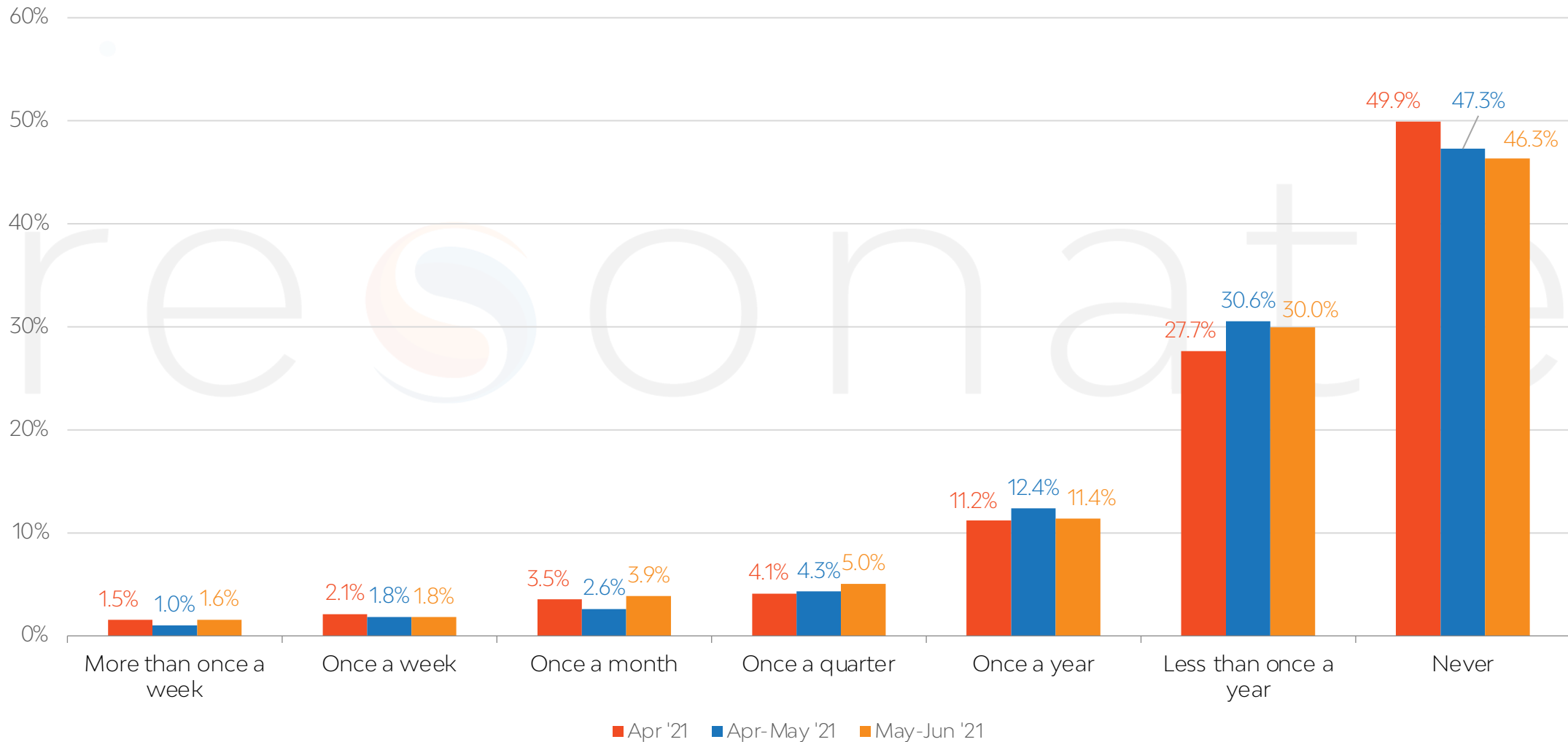
SLIGHT UPTICK IN TRAVELERS VENTURING ABROAD

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



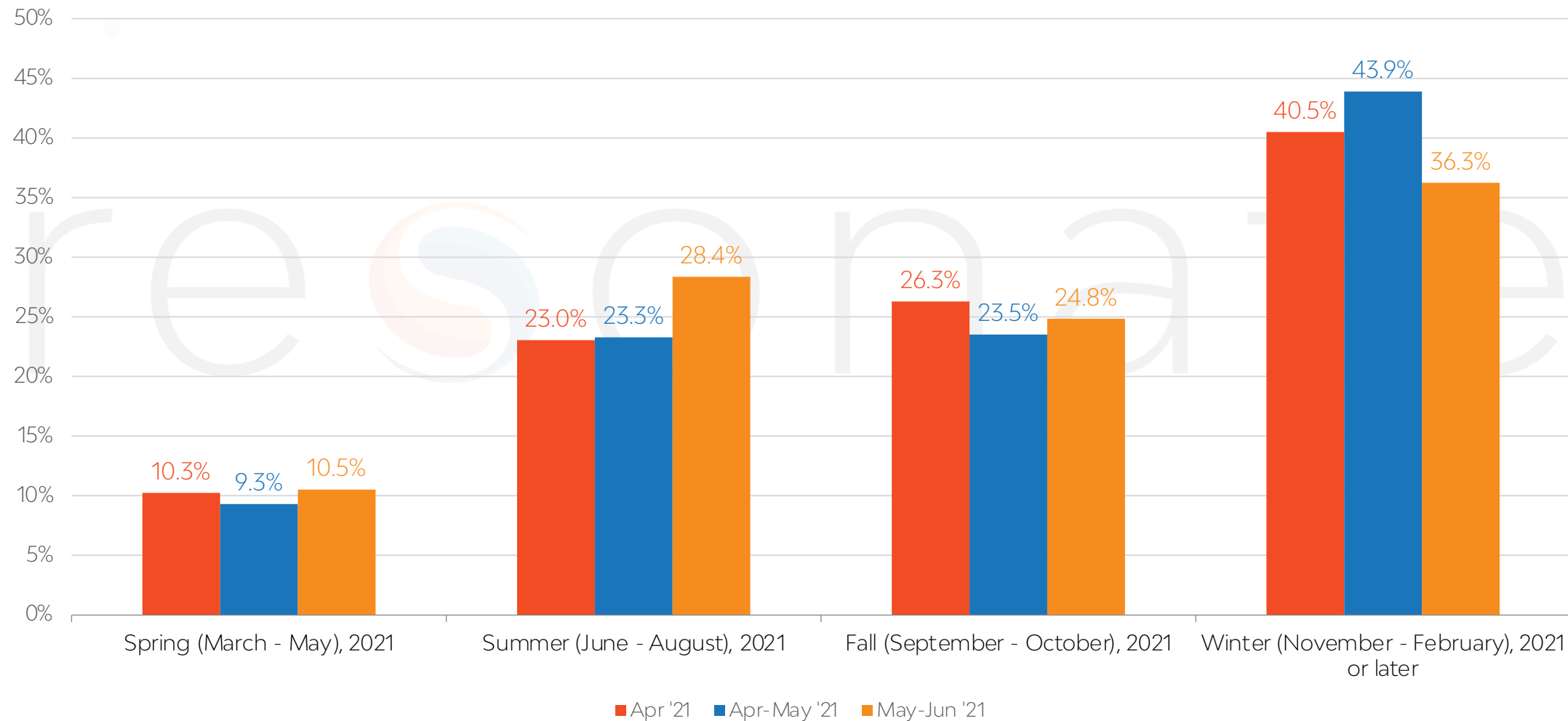
THEME PARK "FREQUENT FLYERS" VISITS TRENDING UPWARDS

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



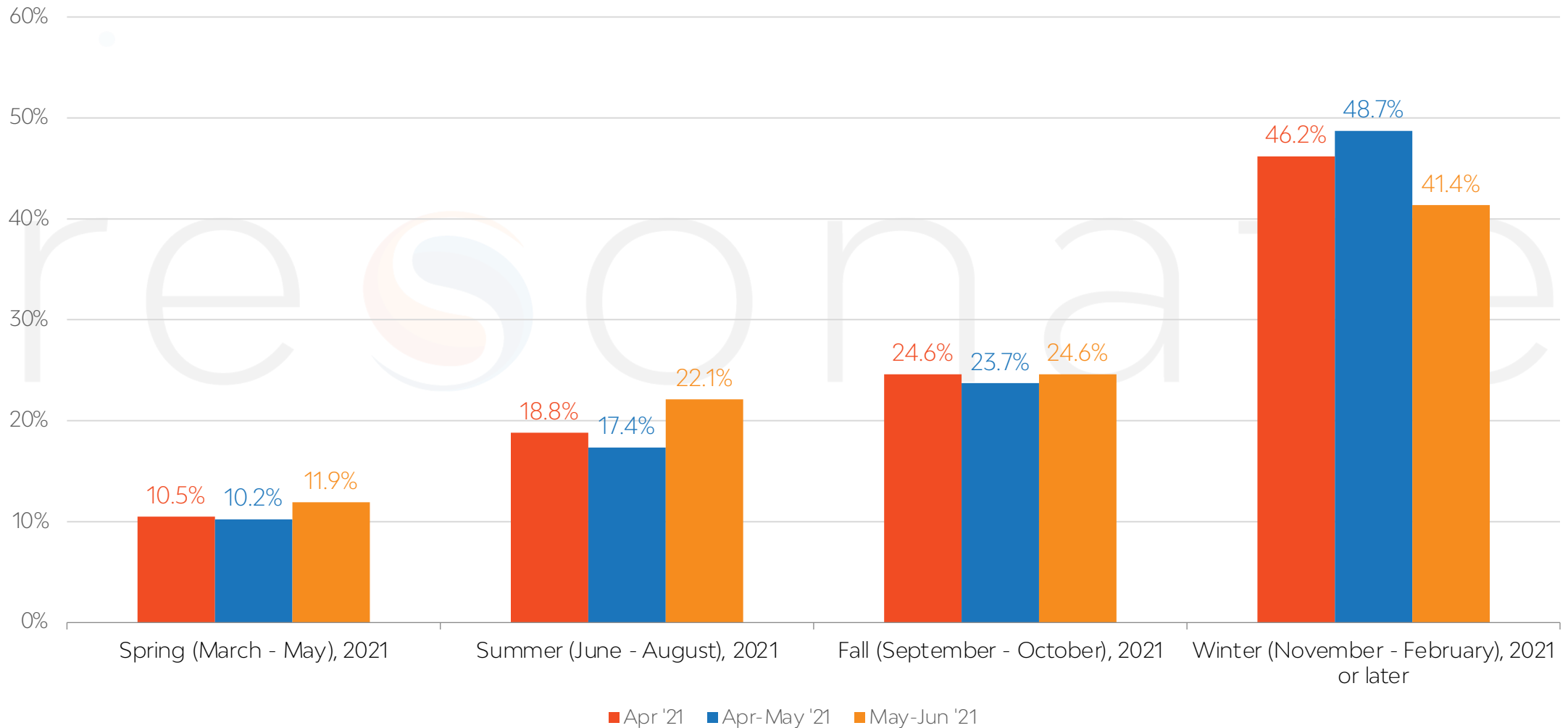
14% INCREASE SINCE MAY: LEISURE TRAVEL TO RETURN BY FALL

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



14% INCREASE SINCE MAY: BUSINESS TRAVEL TO RETURN BY FALL

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

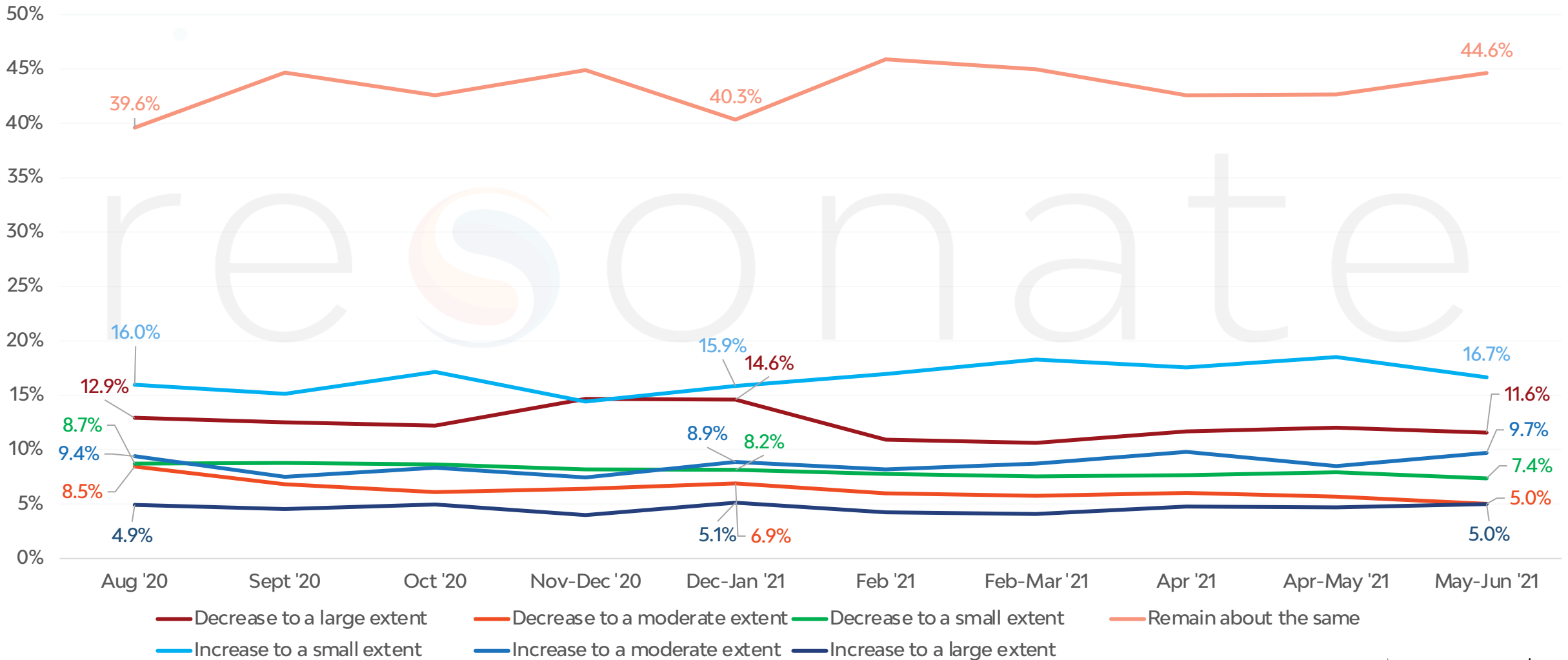


The background is a solid blue color with a large, faint, abstract graphic element. This element consists of several overlapping, curved lines that form a complex, circular pattern, resembling a stylized infinity symbol or a series of interlocking loops. The lines are a lighter shade of blue than the background, creating a subtle, textured effect.

FINANCIAL

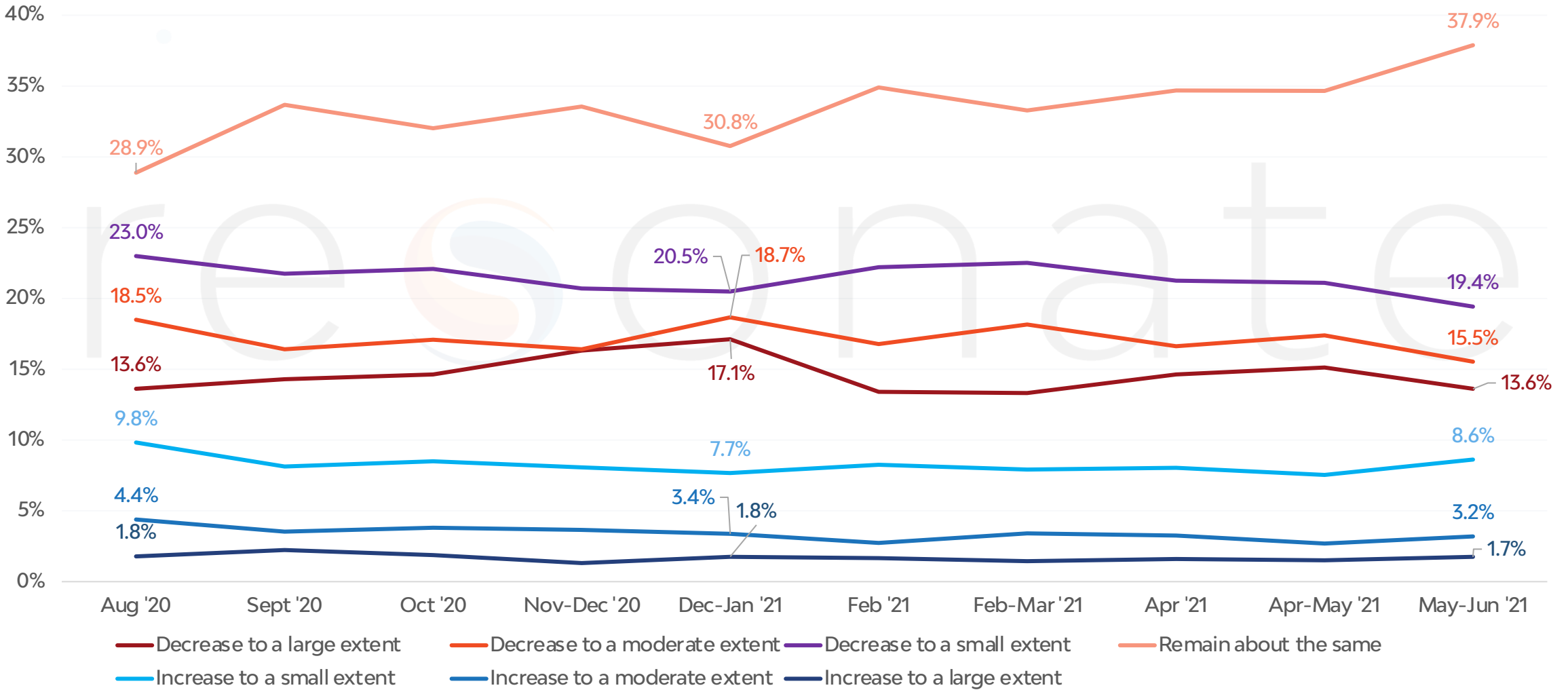
SMALL INCREASE IN SAVER BEHAVIOR

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



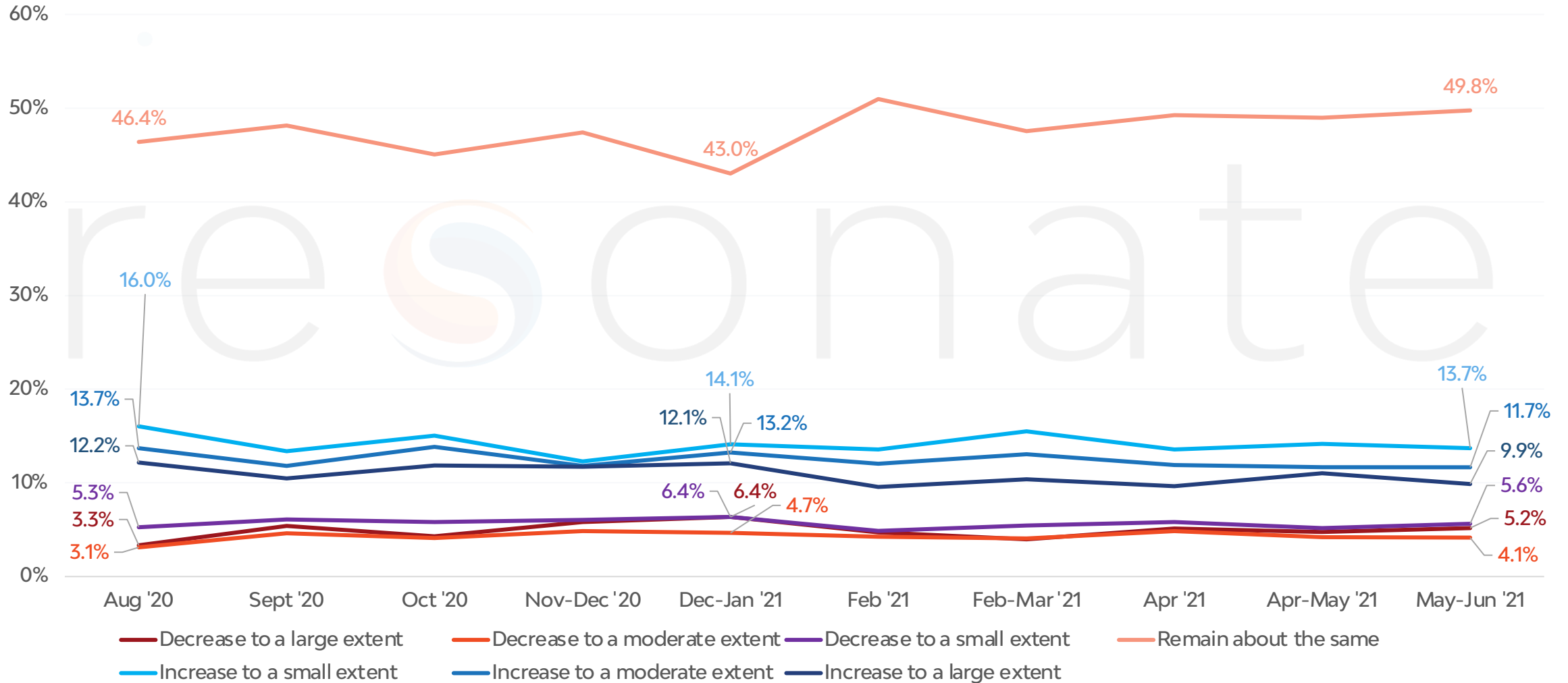
FLIP SIDE OF THE COIN: SMALL INCREASE IN THOSE UPPING THEIR SPENDING

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



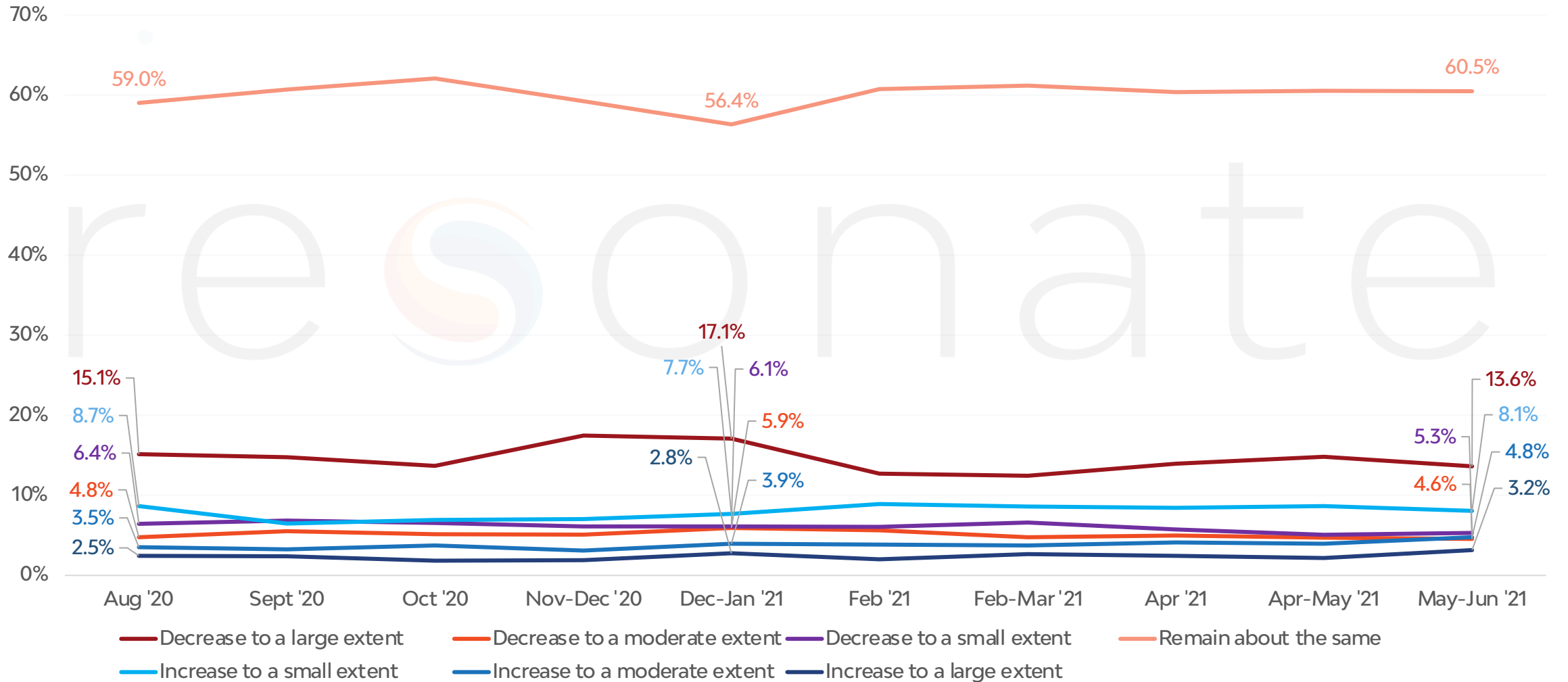
CONSUMER BUDGETING DECREASES SLIGHTLY FROM APRIL TO MAY

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



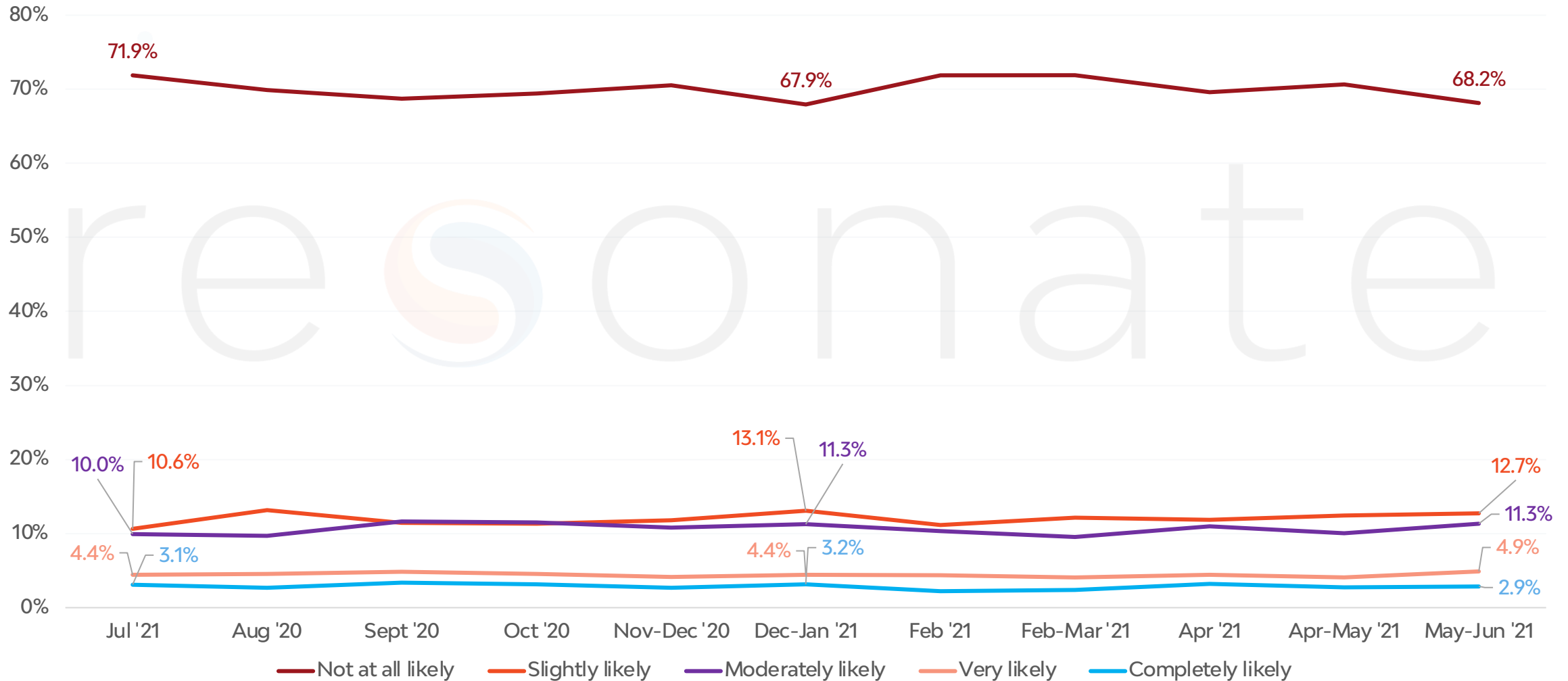
16% OF CONSUMERS INCREASING INVESTING FOR RETIREMENT

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



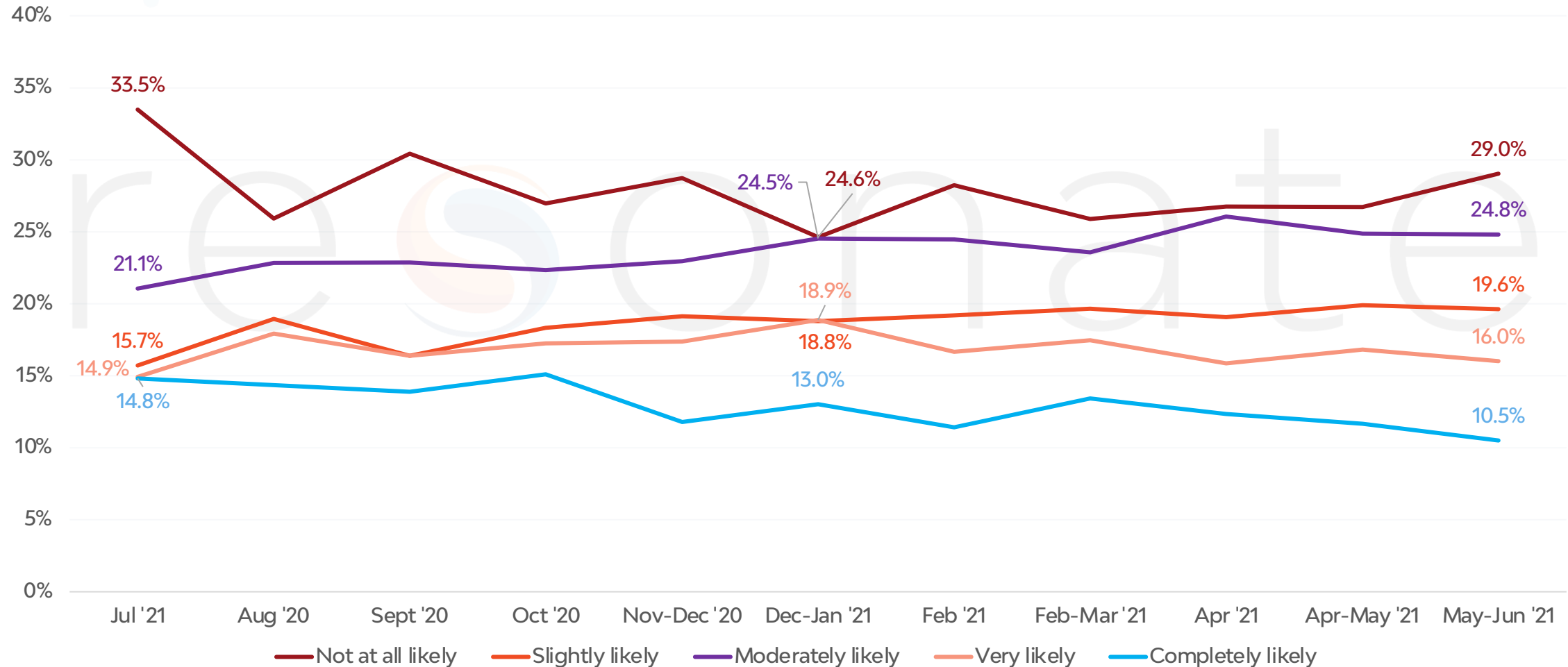
CONSUMERS APPLYING FOR CREDIT CARDS REMAINS CONSISTENT

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



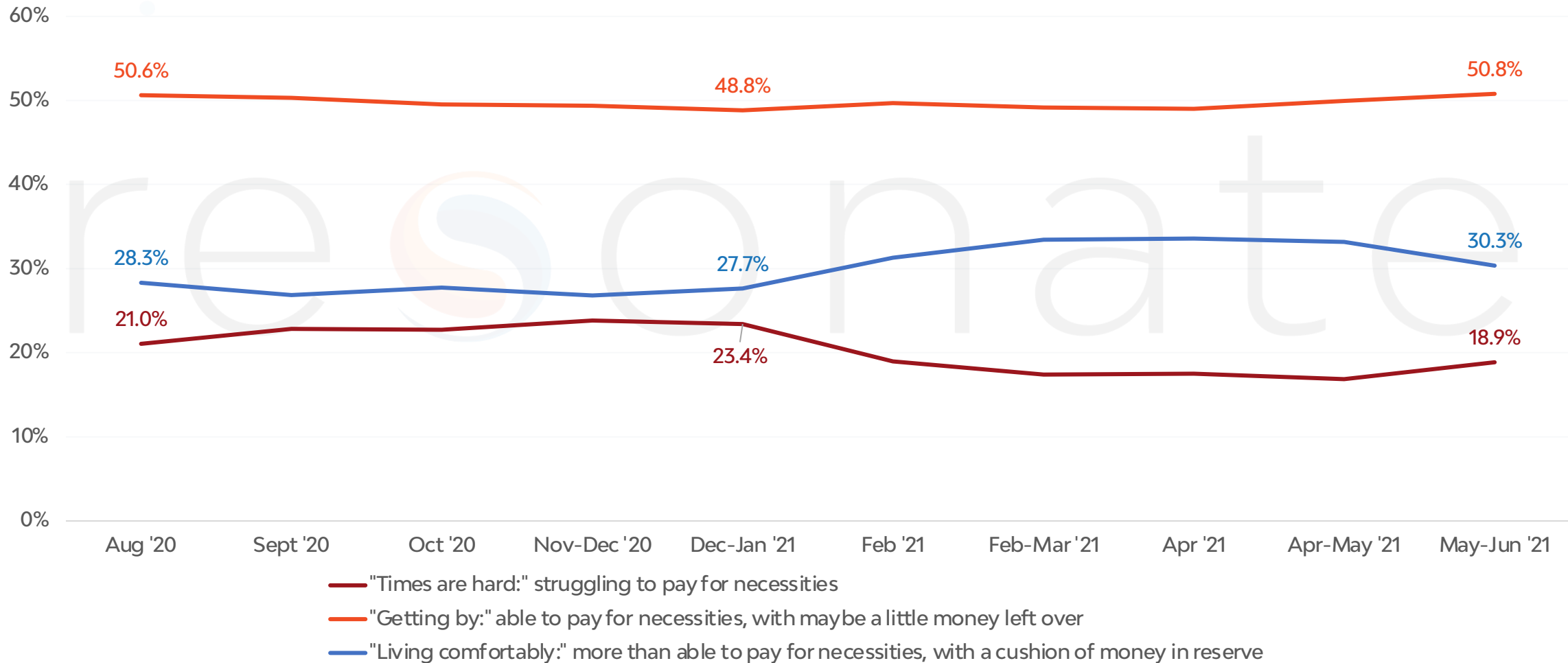
ONLY 1 IN 10 CONSUMERS EAGER TO USE CONTACTLESS PAYMENTS; LOWEST NUMBER SINCE SUMMER '20

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?



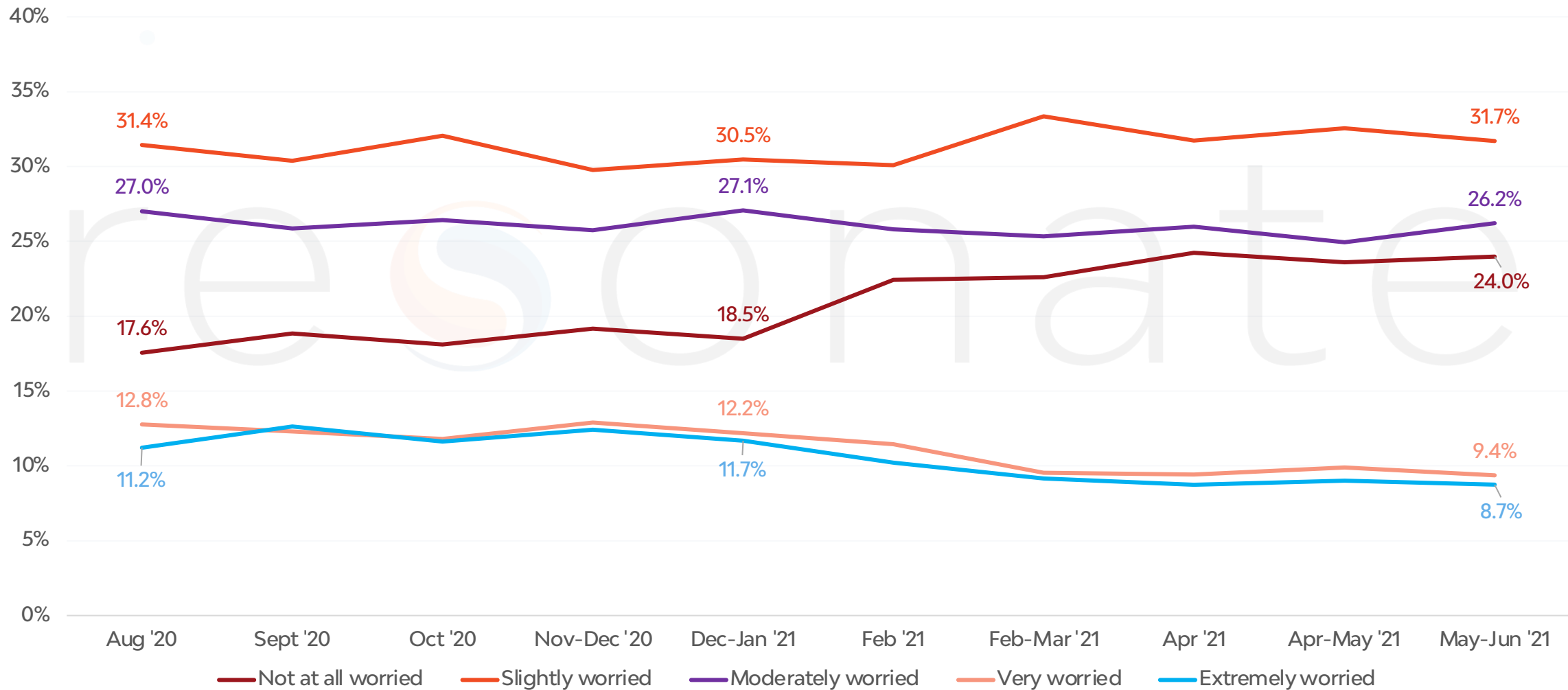
NEARLY 1 IN 5 STRUGGLING FINANCIALLY

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



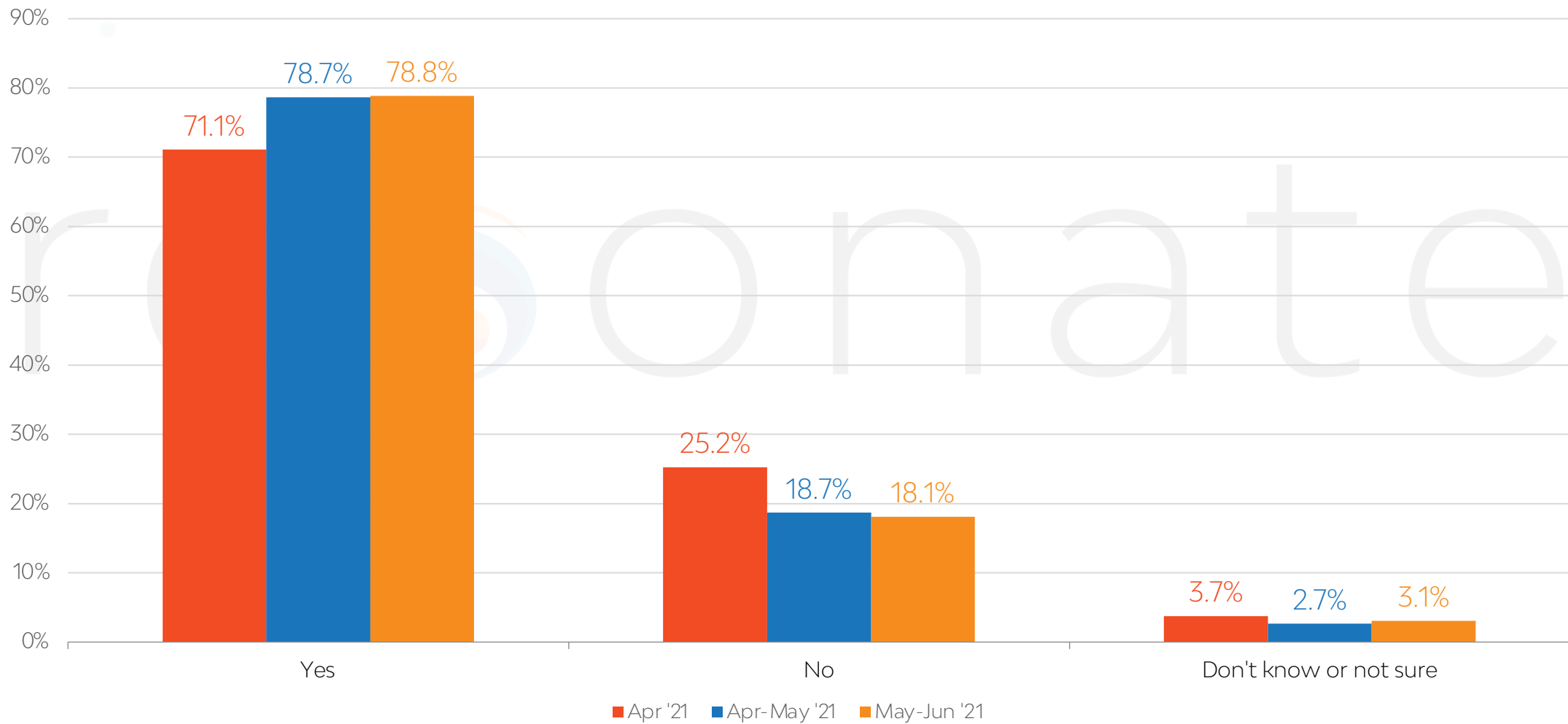
3 IN 4 AMERICANS REMAIN WORRIED ABOUT FINANCES, DESPITE DECLINE

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



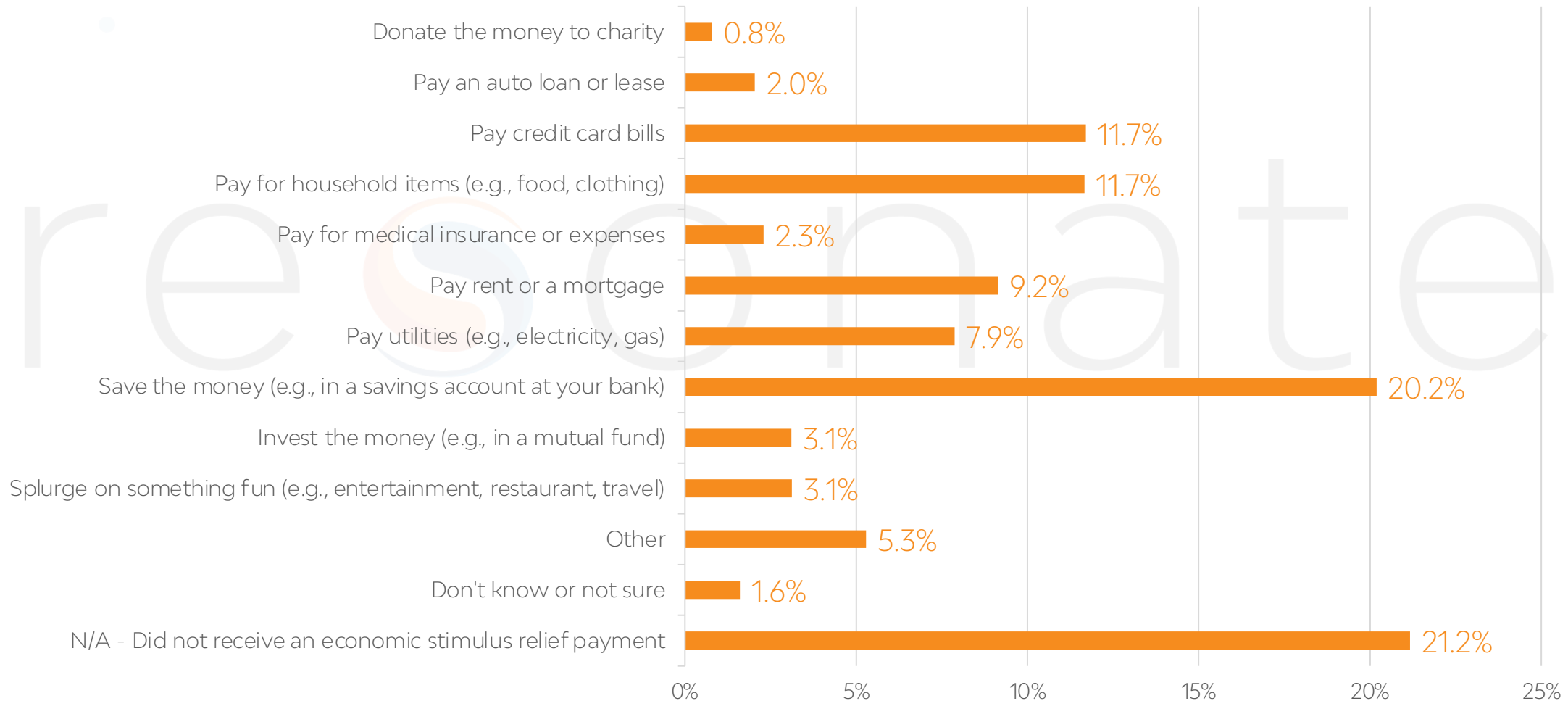
RECEIVAL OF STIMULUS CHECK

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



20% OF CONSUMERS PUT STIMULUS CHECK IN SAVINGS

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

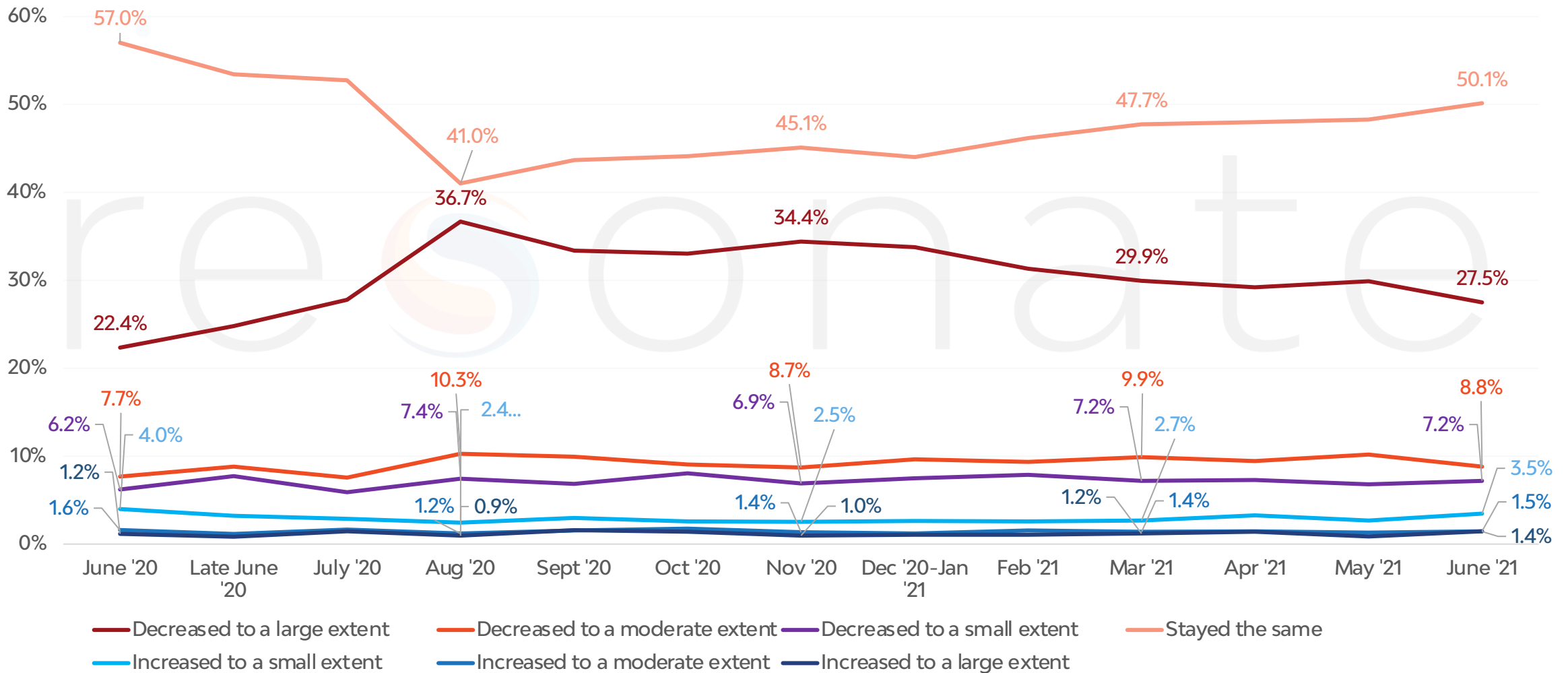


The background is a solid blue color with a complex, abstract pattern of overlapping, curved lines in various shades of blue. These lines form a series of interlocking, circular shapes that create a sense of depth and movement. The word "RETAIL" is centered in the middle of the image in a white, bold, sans-serif font.

RETAIL

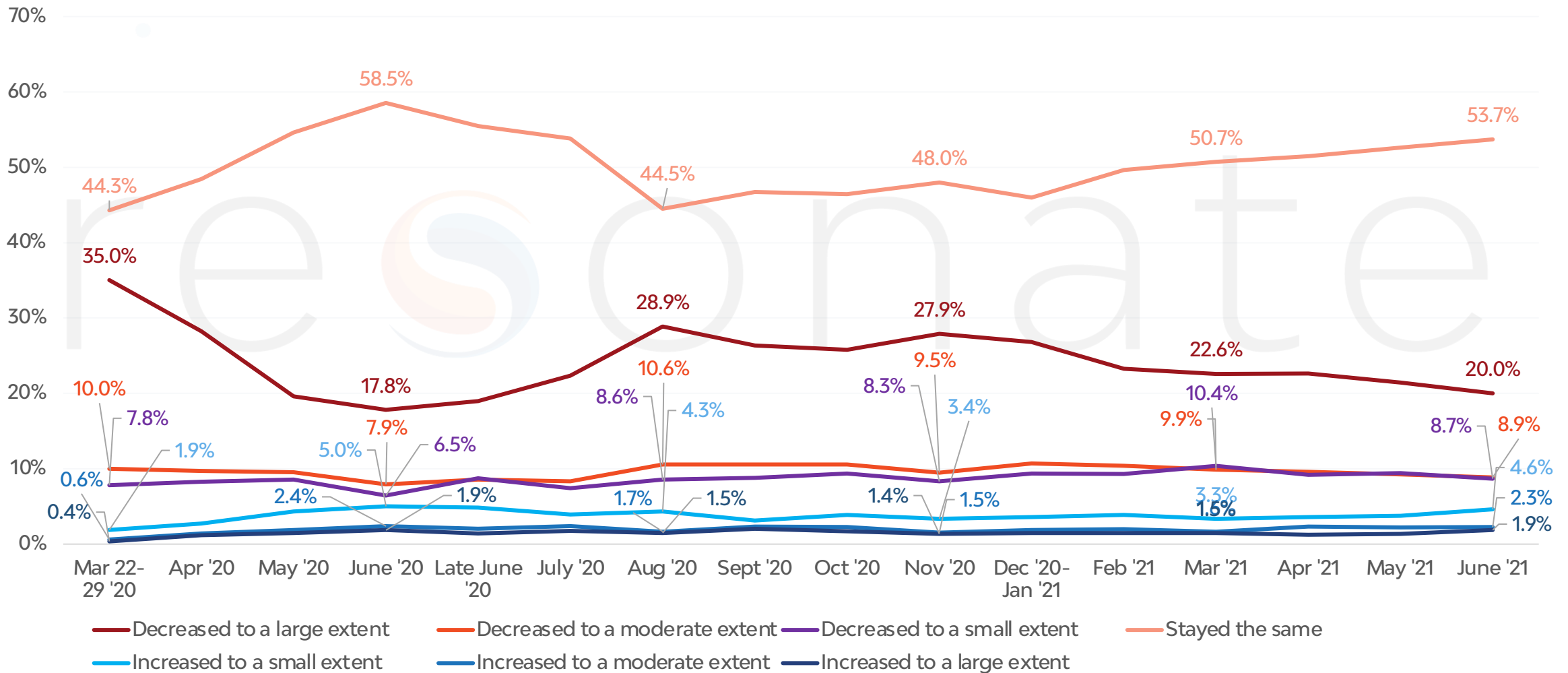
LIKELIHOOD TO MAKE A LUXURY PURCHASE INCREASES

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)**



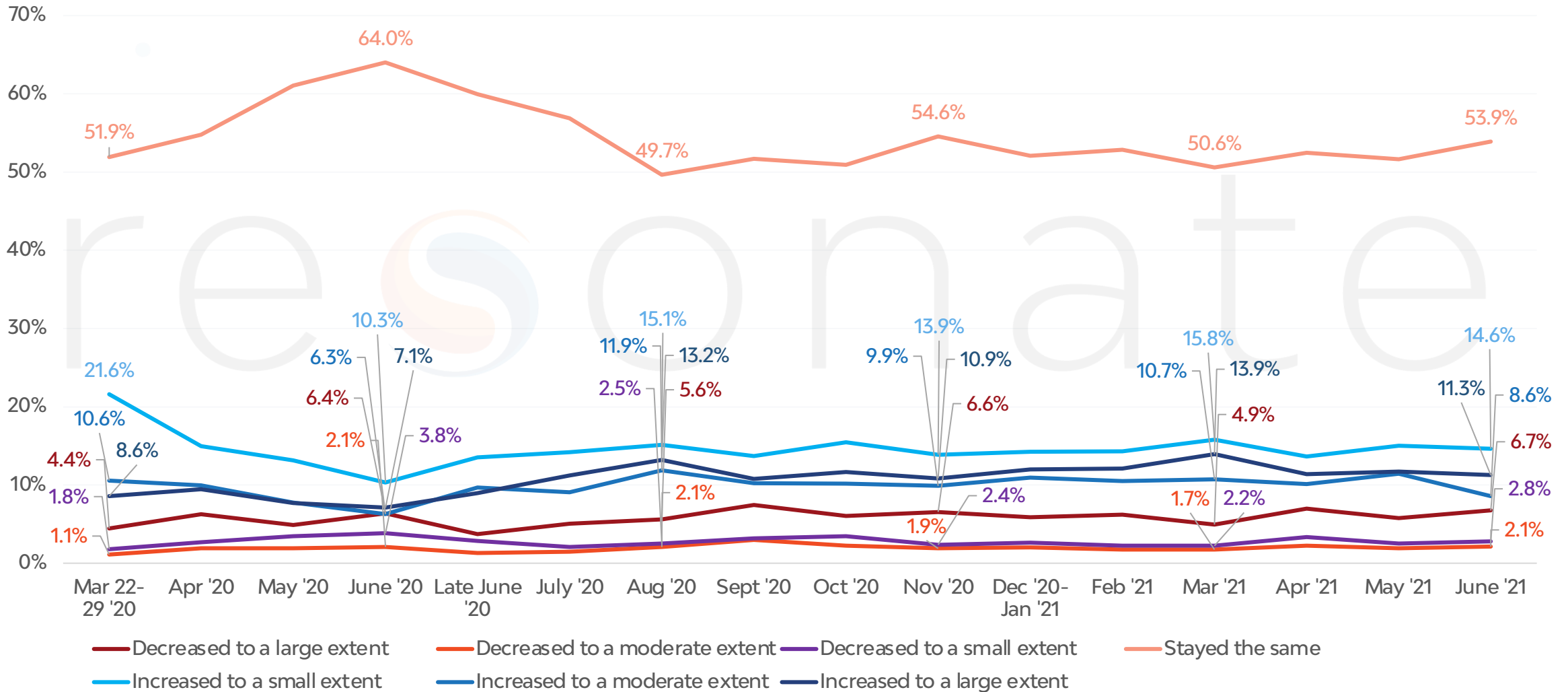
LIKELIHOOD TO MAKE A MAJOR PURCHASE INCREASES

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)**



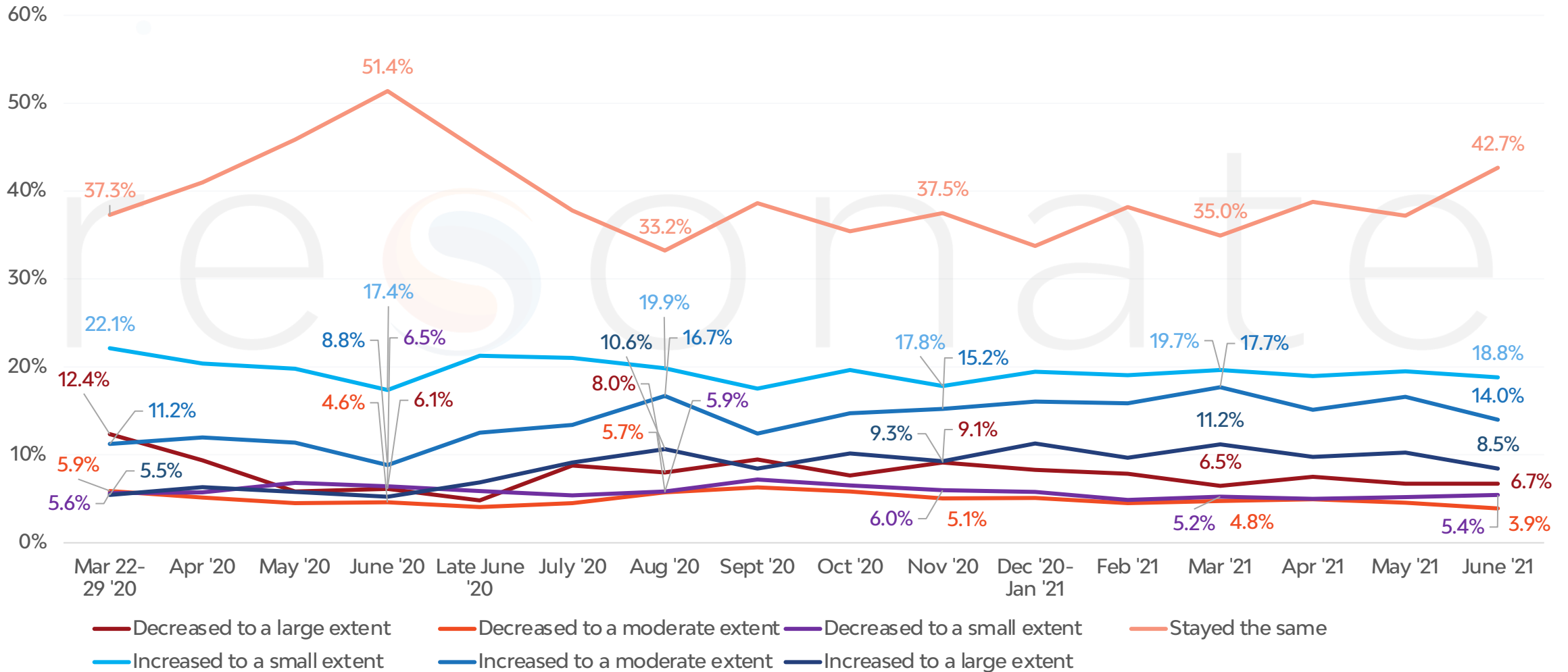
LIKELIHOOD TO ORDER GROCERIES ONLINE RELATIVELY FLAT

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



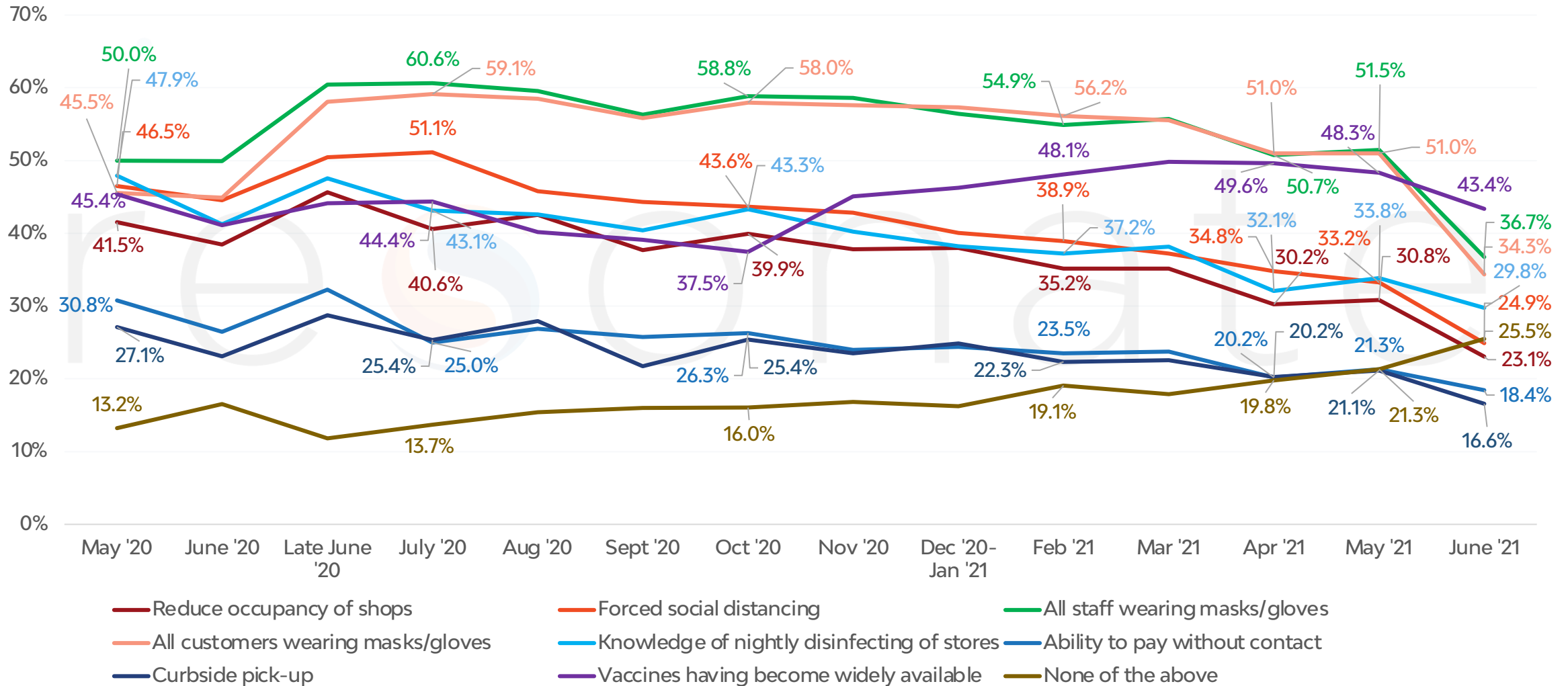
LIKELIHOOD TO ORDER FOOD FOR DELIVERY STAYS STEADY

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**



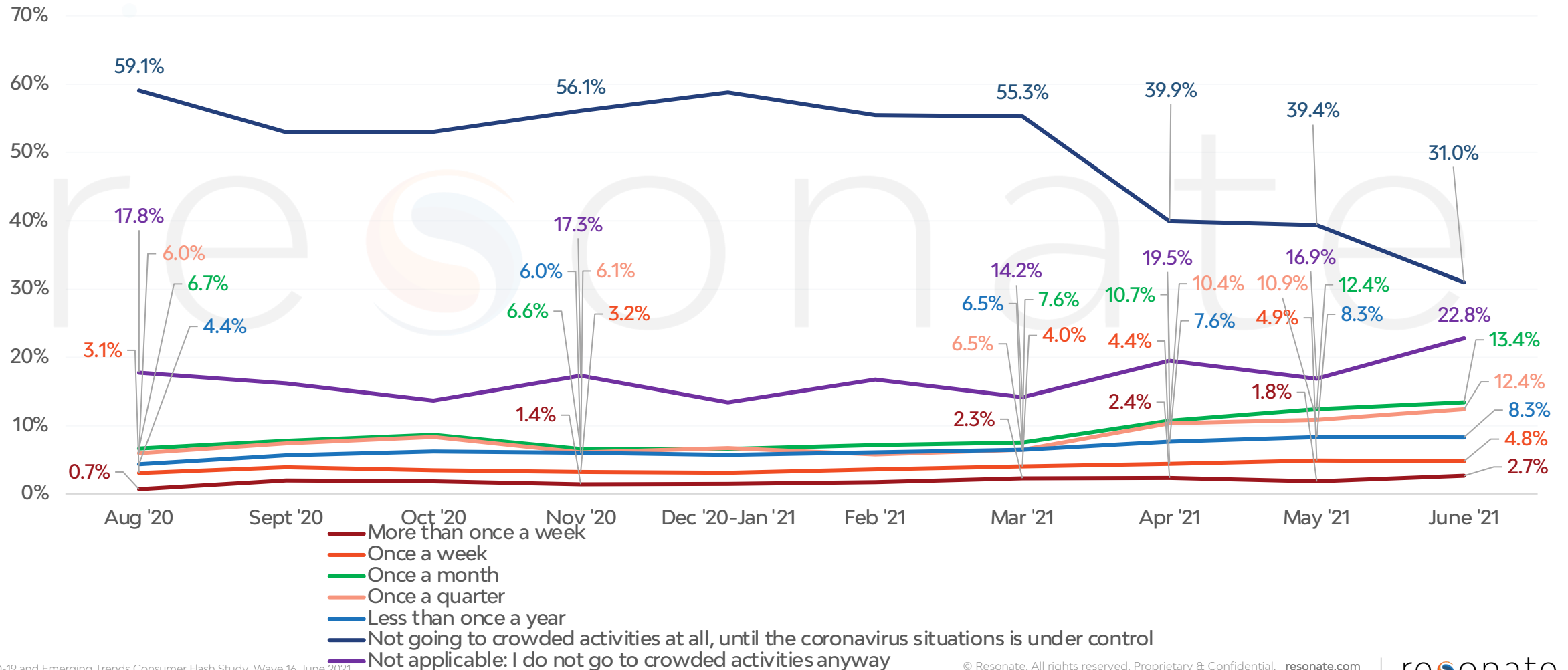
IMPORTANCE OF MASK USAGE IN STORES DROPS 29% SINCE MAY

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



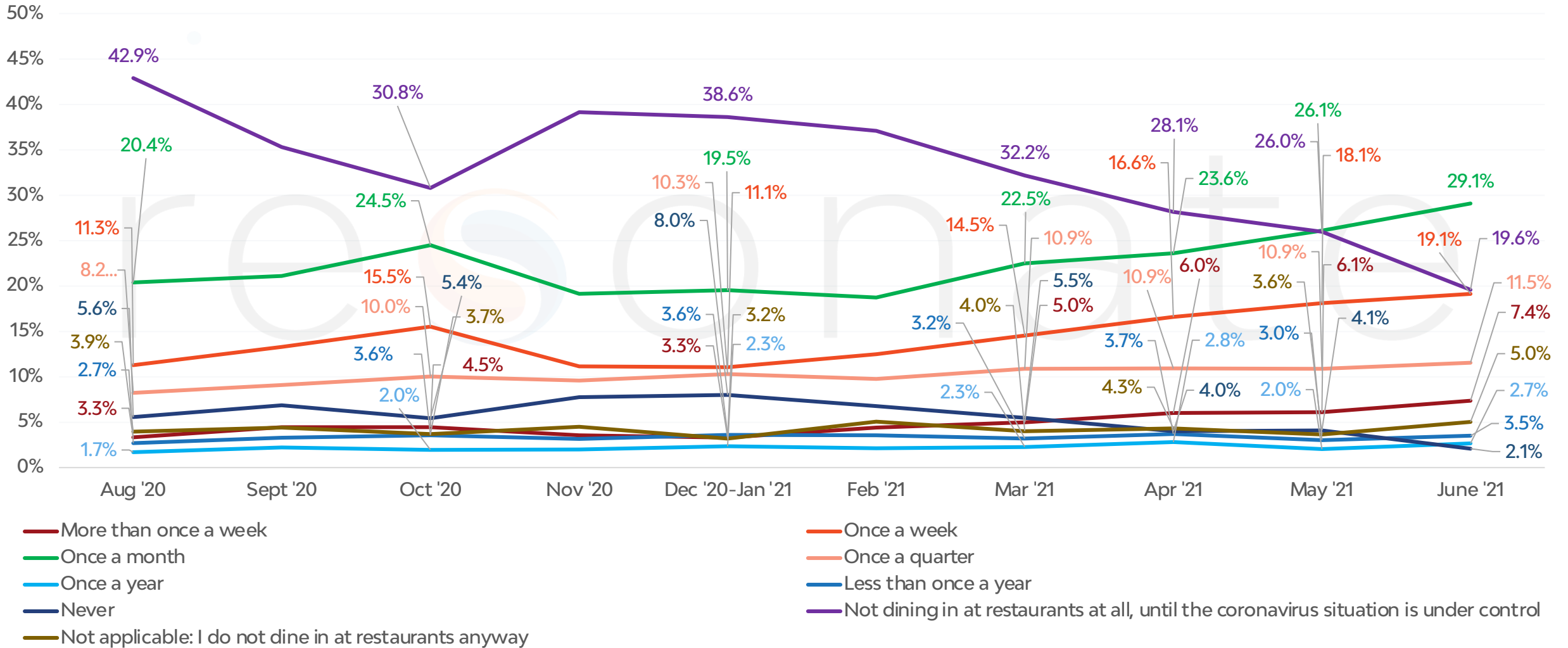
ONLY 31% SKIPPING CROWDED ACTIVITIES DUE TO THE PANDEMIC; DOWN FROM 39% IN MAY

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



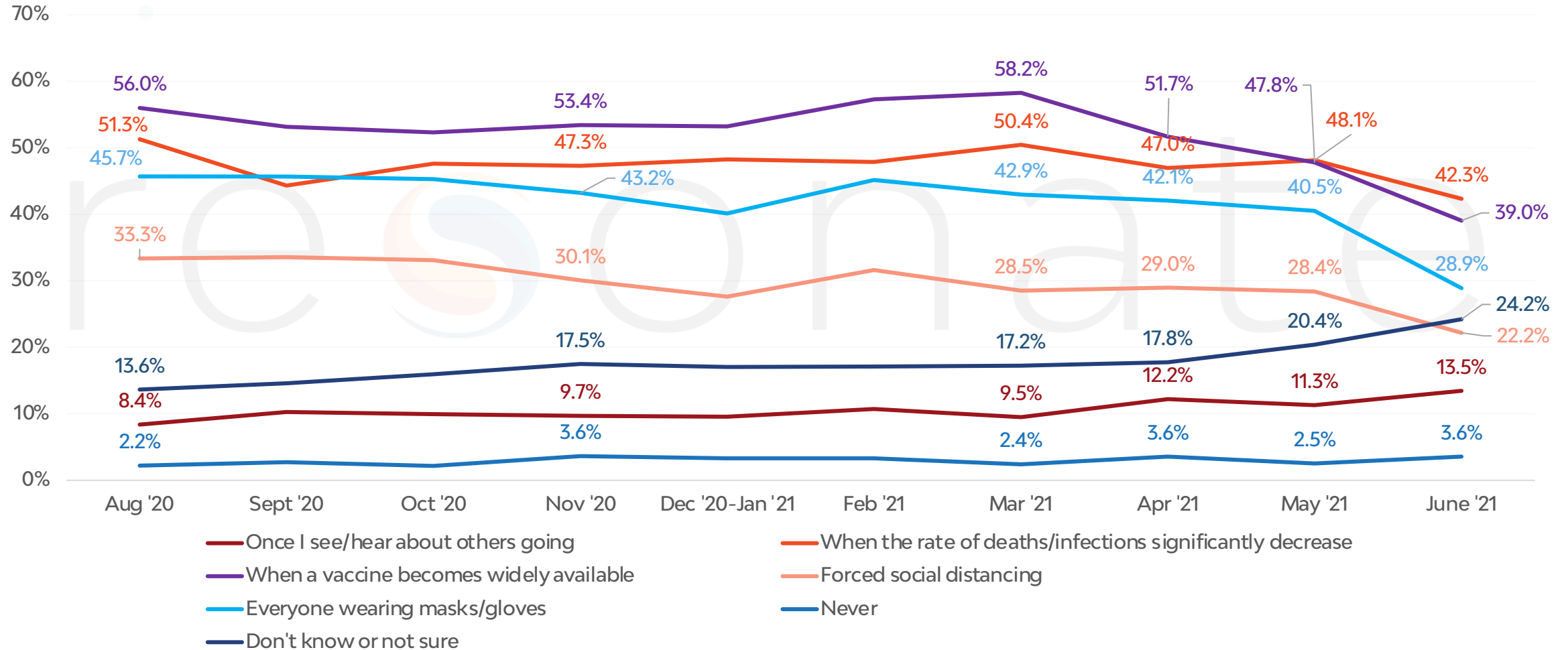
DINING-IN 1X/MONTH OR MORE +10% SINCE MAY, +18% SINCE APRIL

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



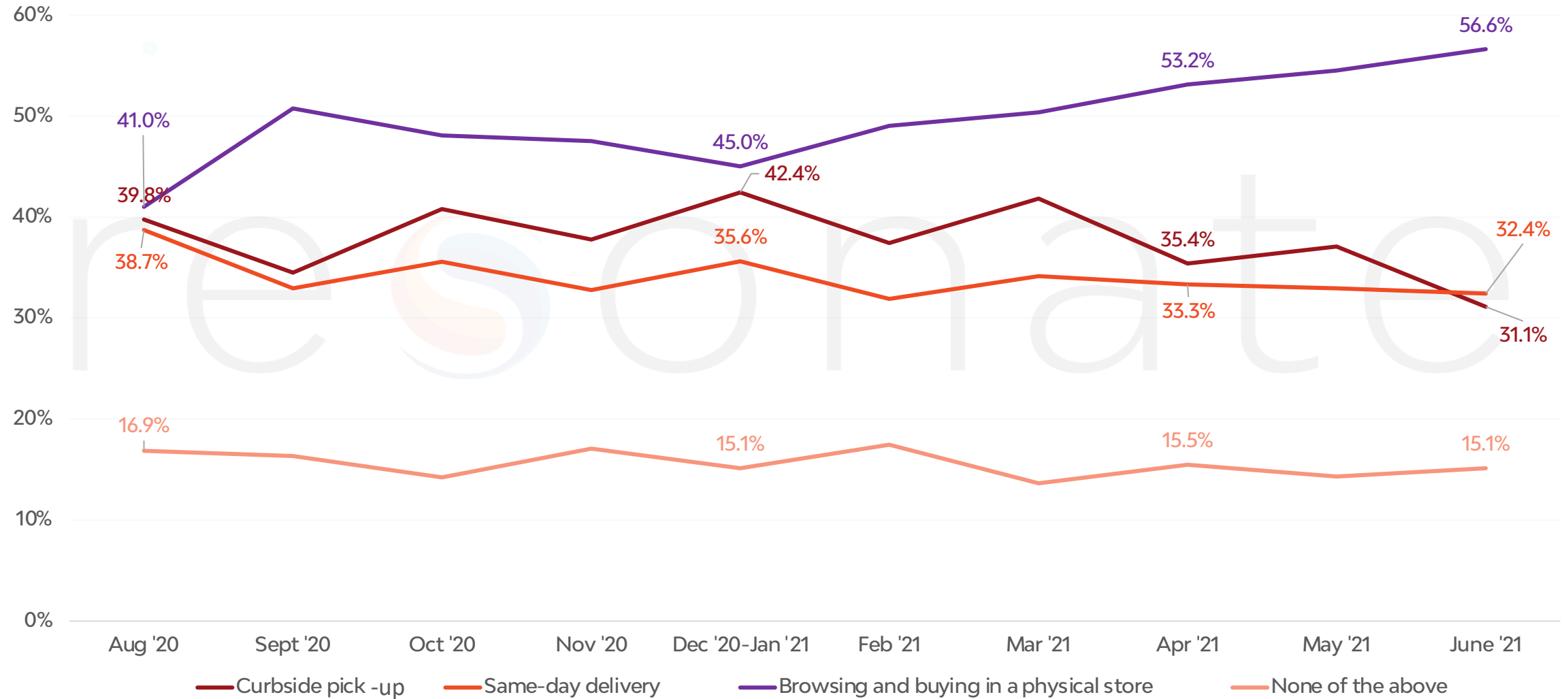
IMPORTANCE OF MASK USAGE IN CROWDS DROPS 29% SINCE MAY

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.



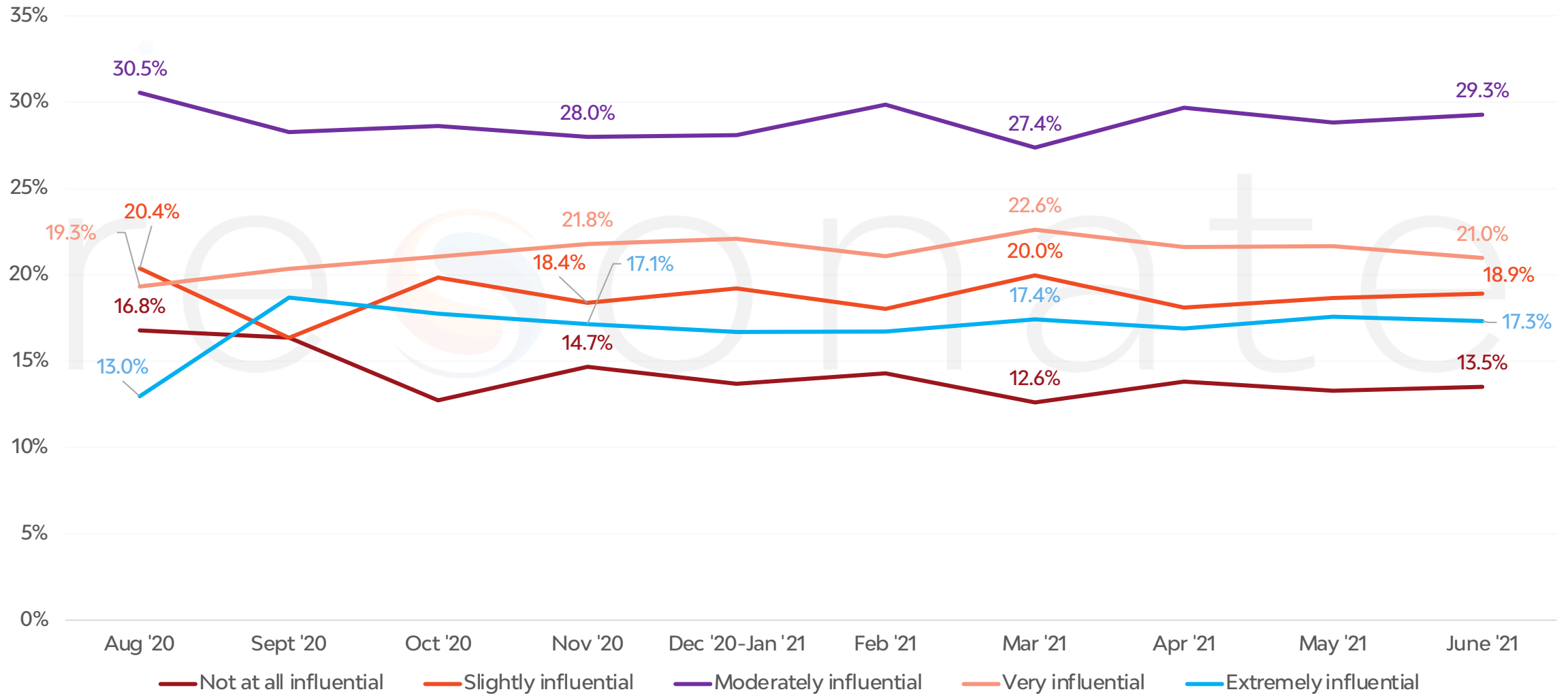
IN-STORE SHOPPING UP 25%, CURBSIDE PICK-UP DOWN 26% SINCE JANUARY

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



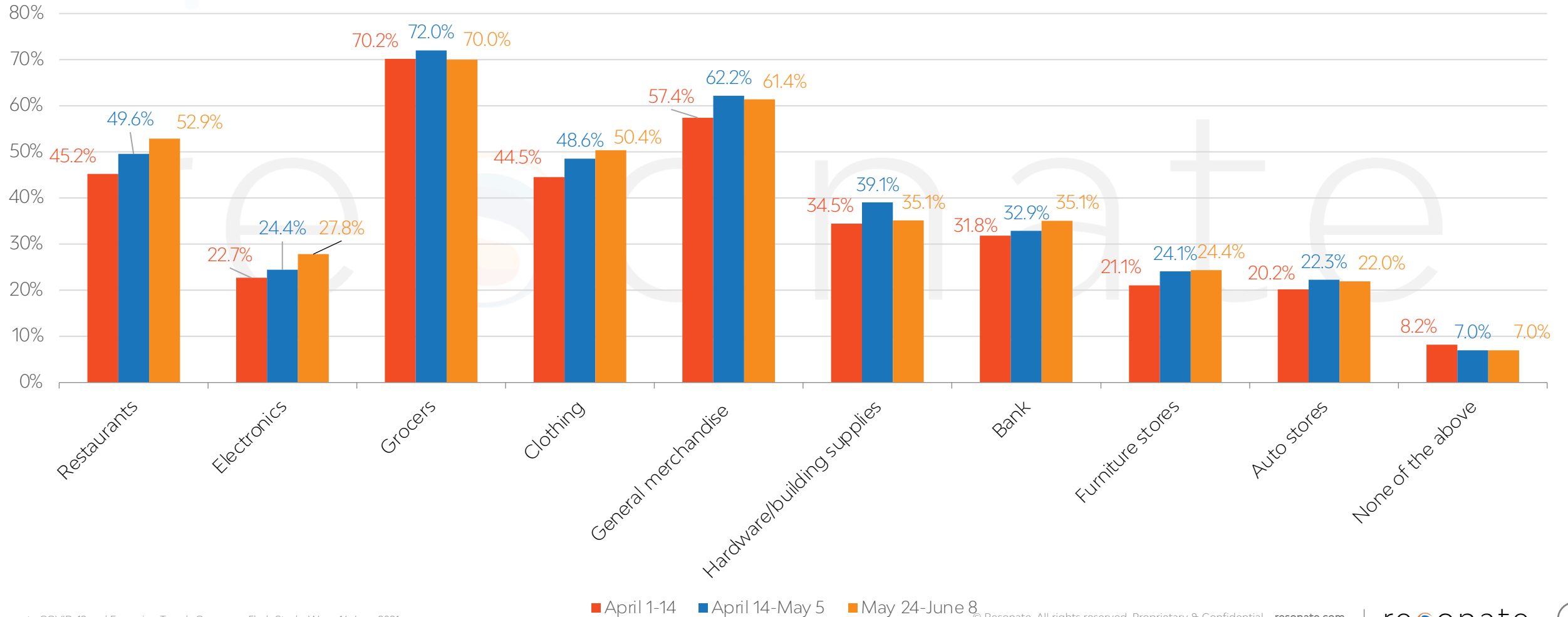
39% WOULD SHOP IN-STORE TO AVOID SHIPPING COSTS

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



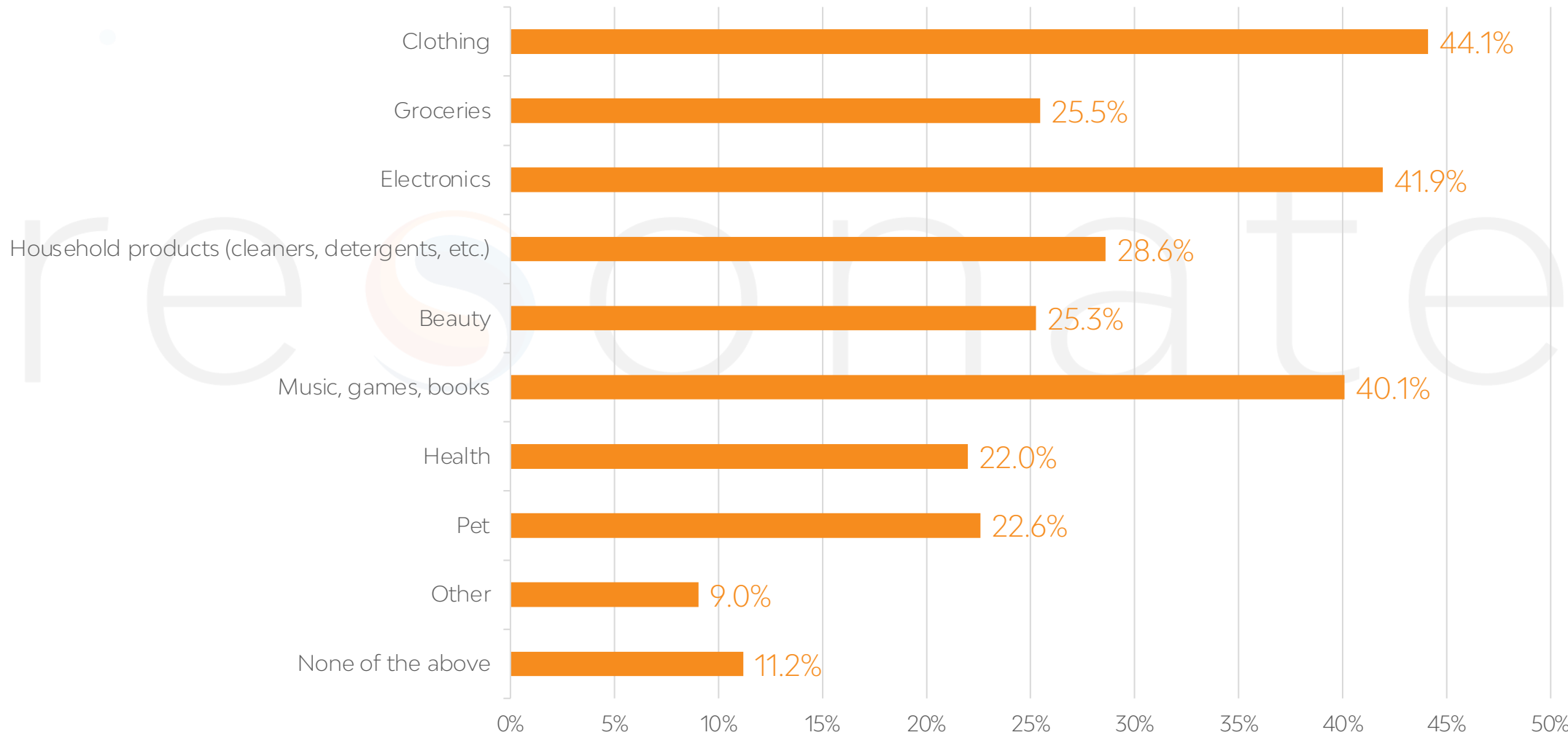
BIGGEST MOVERS FOR RETURNING TO IN-PERSON: DINING, CLOTHING & ELECTRONICS SHOPPING, BANKING

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.



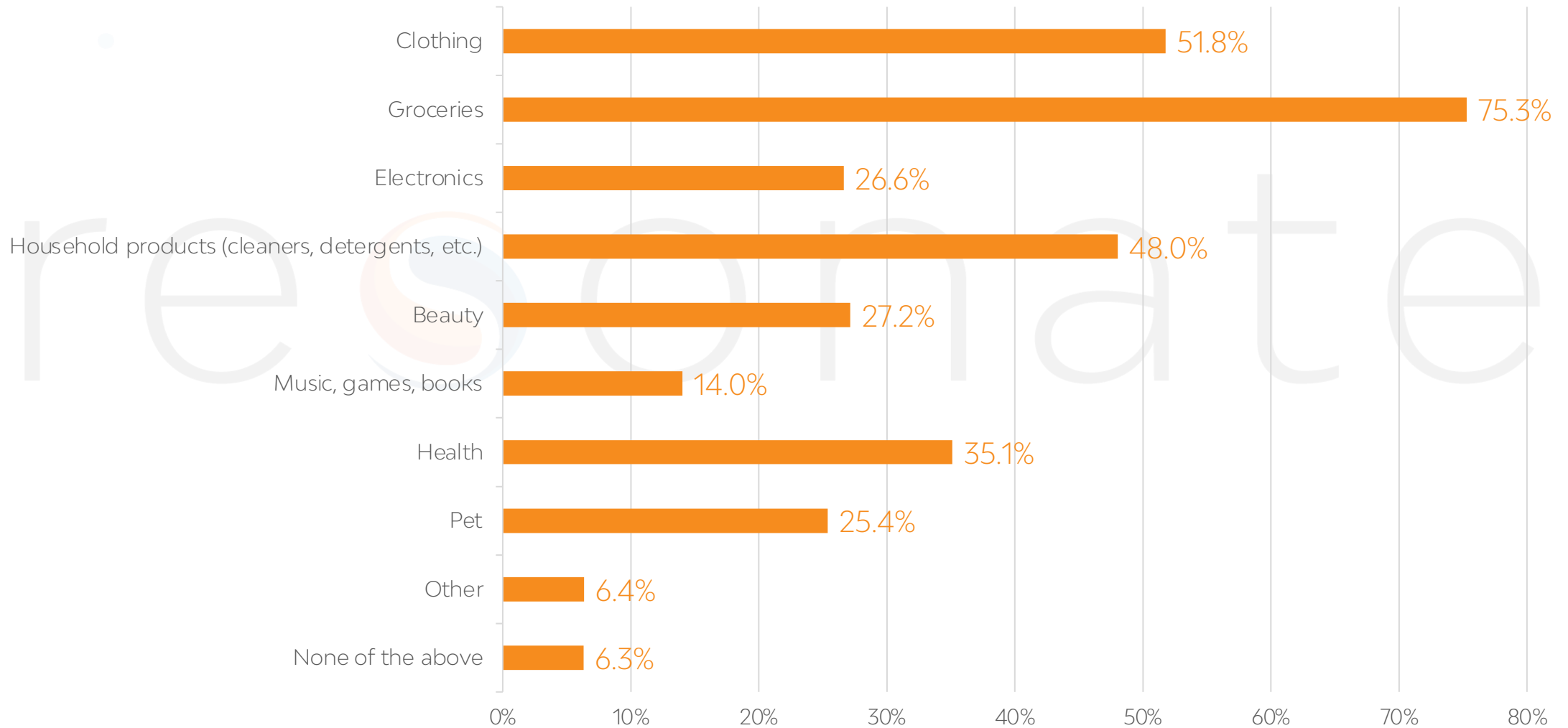
NEARLY HALF PRIMARILY SHOP FOR CLOTHING ONLINE

Which of the following categories would you shop for mostly online?



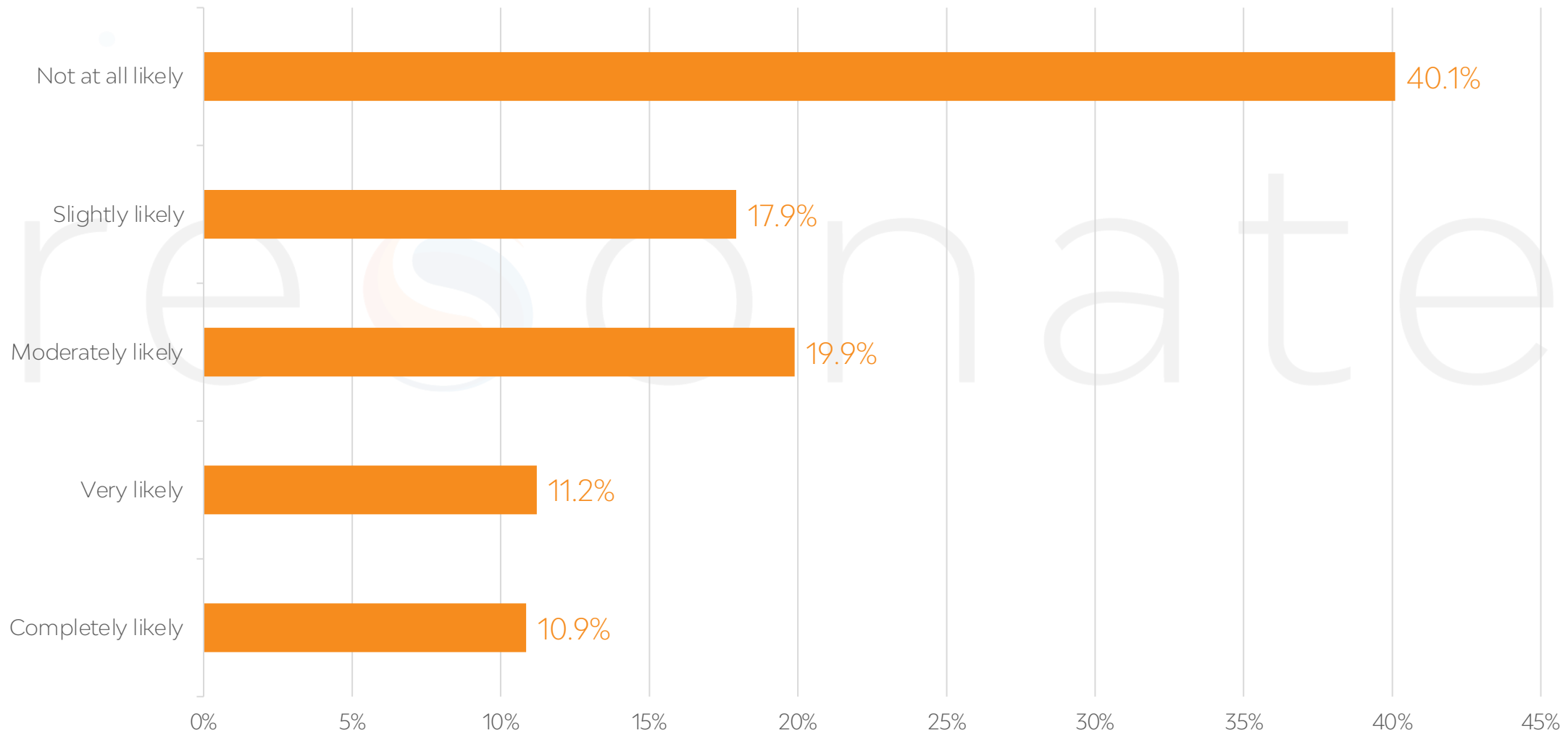
3 IN 4 GROCERY SHOPPING IN-STORE; HALF FOR CLOTHING, HOME

Which of the following categories would you shop for mostly in-person?



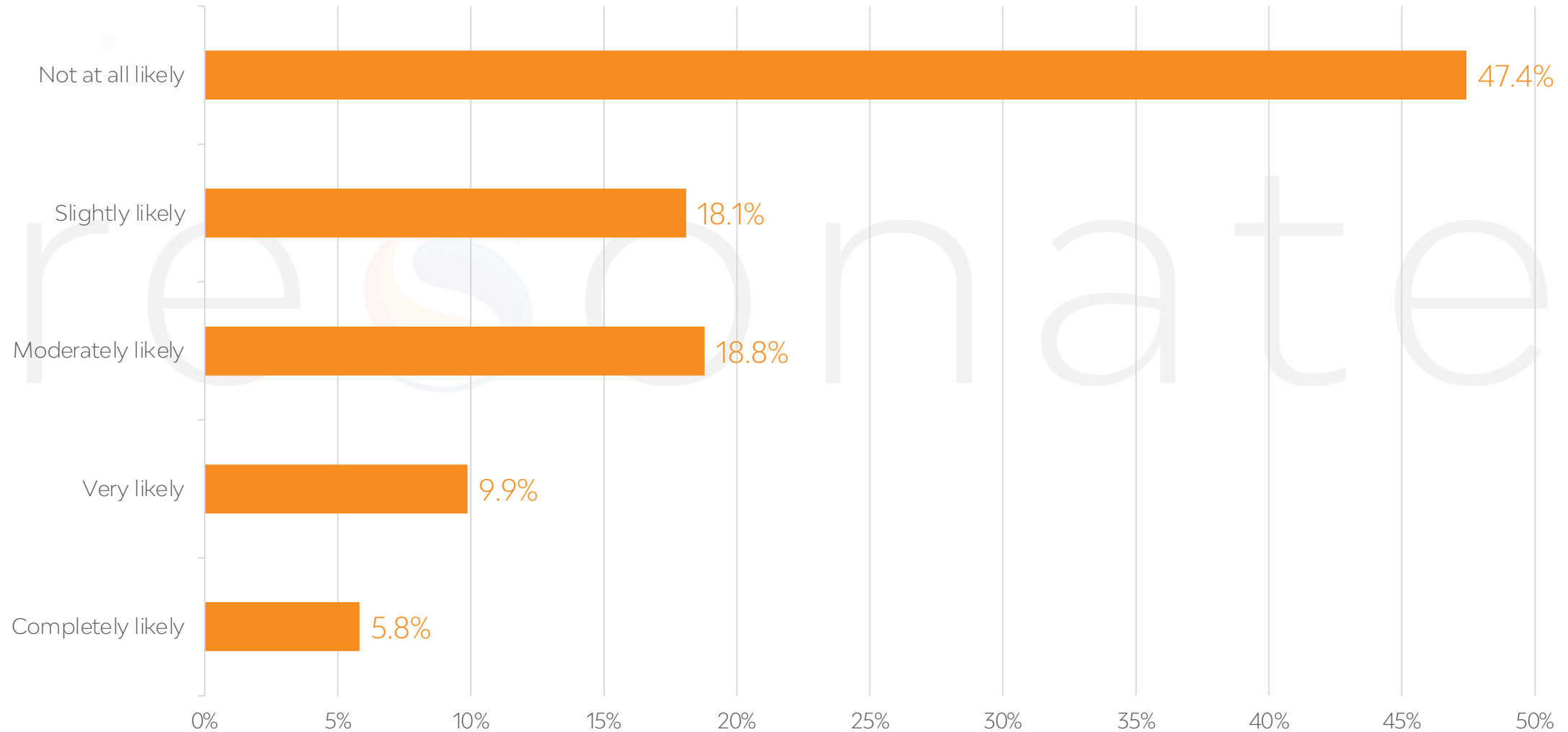
LIKELIHOOD TO USE ONLINE GROCERY WHEN IN-STORE AVAILABLE

How likely are you to use a traditional grocery store delivery service from a store you can visit in-person (e.g., Instacart, Peapod, Shipt, Walmart+, etc.)?



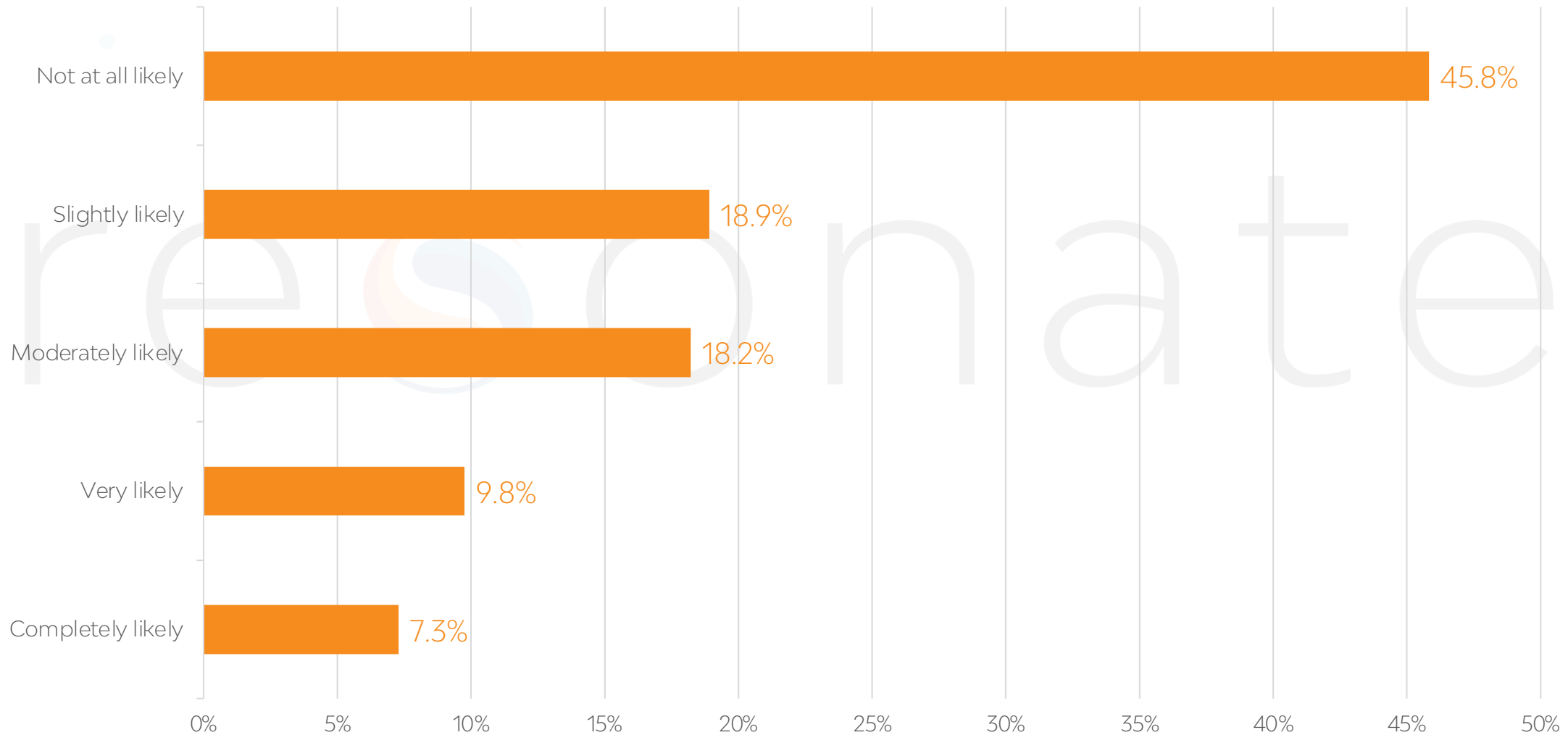
ALMOST HALF OF CONSUMERS NOT LIKELY TO USE ONLINE GROCERY DELIVERY

How likely are you to use an online-only grocery delivery service, where there is no store for you to visit in-person (e.g., Fresh Direct, Imperfect Foods, Misfits Market, etc.)?



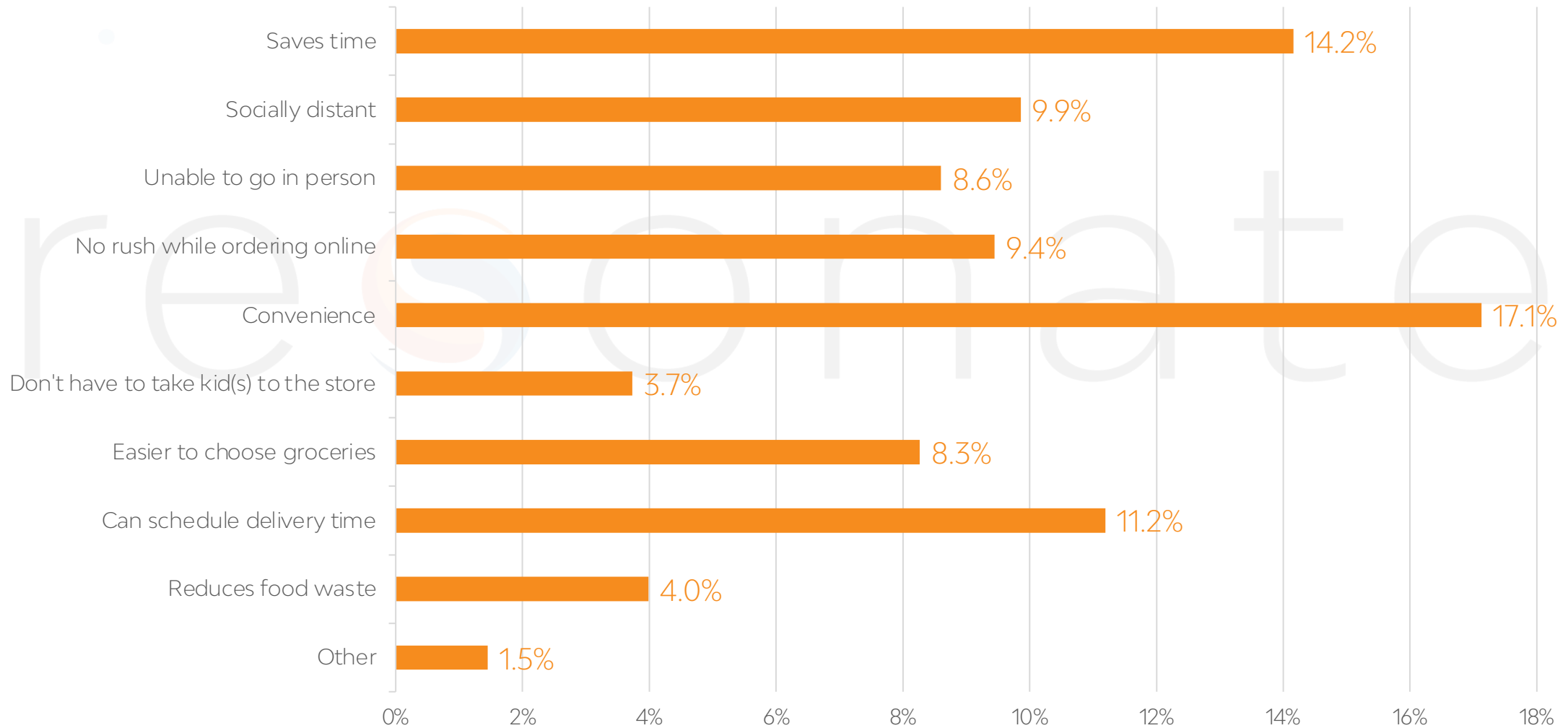
HOWEVER, OVER HALF ARE LIKELY TO ORDER GROCERIES ONLINE POST-COVID

After the coronavirus situation is over and restrictions are lifted, how likely are you to order groceries online for delivery?



CONVENIENCE AND TIME TOP REASONS TO ORDER GROCERIES ONLINE

What are some reasons you would order groceries online for delivery?

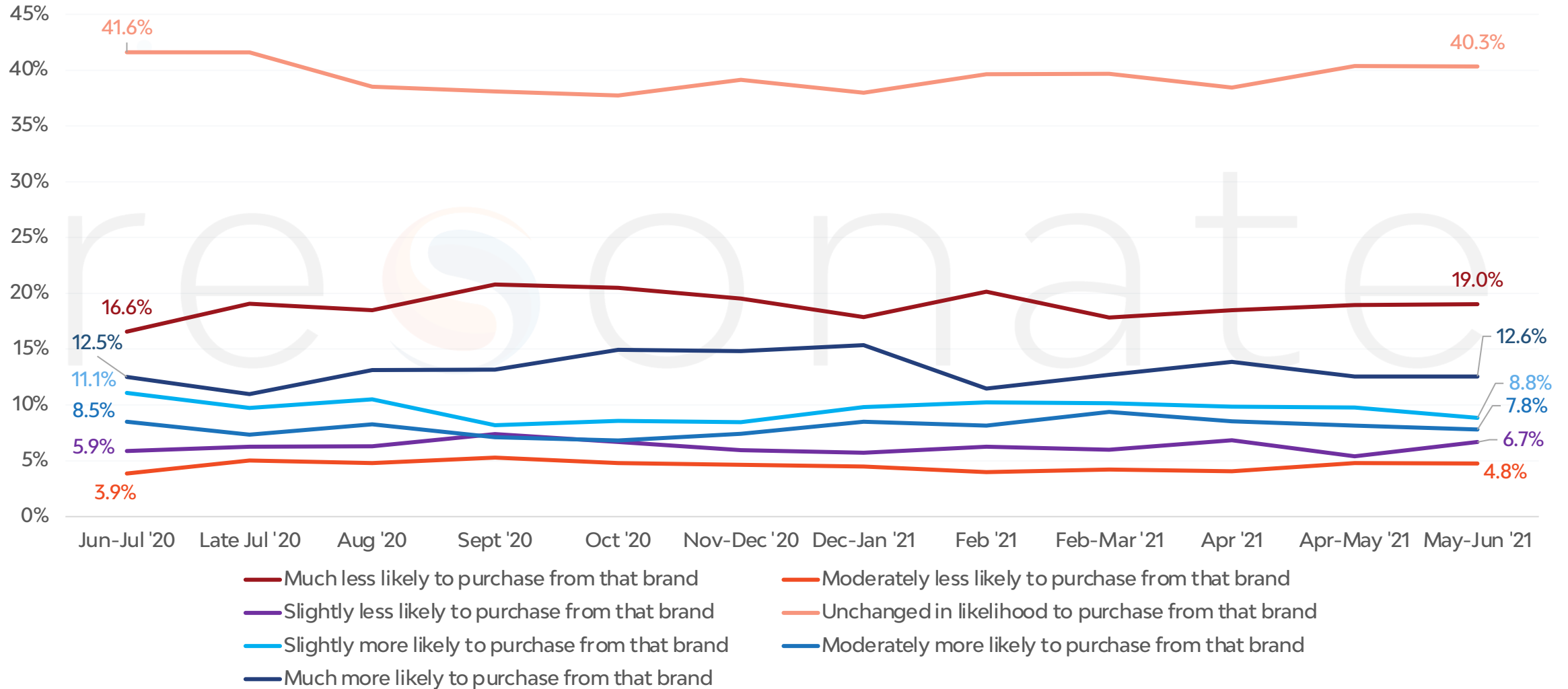


The image features a solid blue background with a large, faint, white graphic of two interlocking circles. The text "SOCIAL JUSTICE" is centered in a white, bold, sans-serif font.

SOCIAL JUSTICE

1 IN 3 AMERICANS MORE LIKELY TO PURCHASE FROM A BRAND SHOWING SUPPORT FOR BLM MOVEMENT

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?

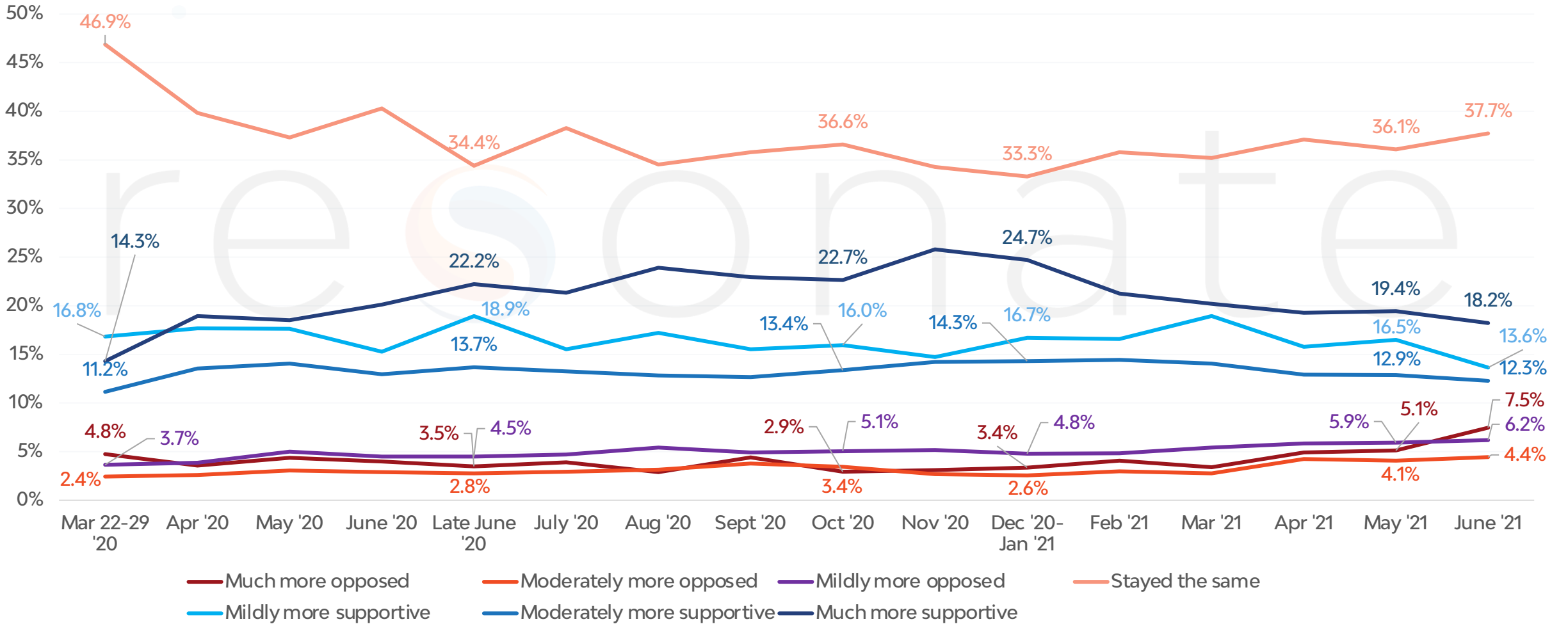


The background is a solid blue color with a large, abstract graphic element. This element consists of several overlapping, circular brushstrokes in a slightly lighter shade of blue, creating a sense of movement and depth. The strokes are centered around the word 'POLITICS'.

POLITICS

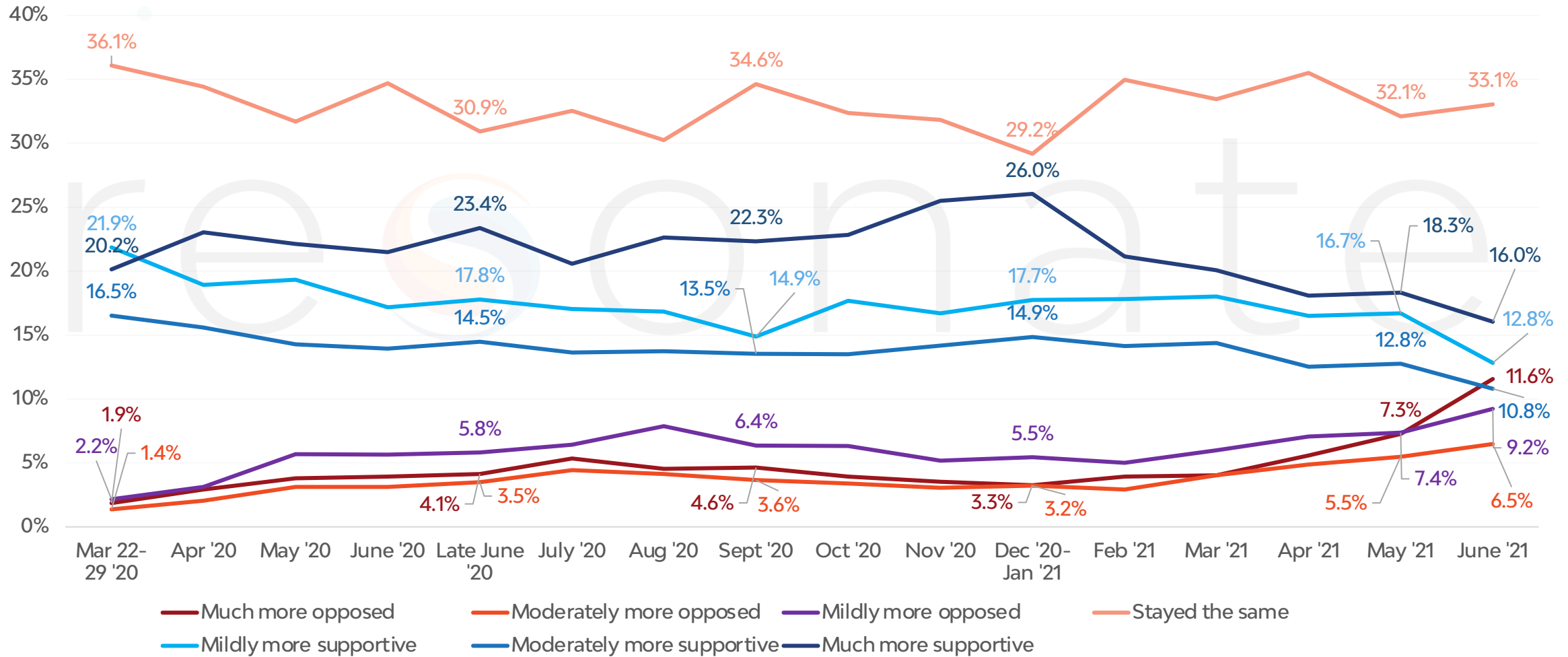
SUPPORT FOR EXPANDING SOCIAL SAFETY NET SEES SLIGHT DECREASE

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)**



OPPOSED TO ENHANCING UNEMPLOYMENT SEES 35% INCREASE MAY TO JUNE

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**





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