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
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.
DIGITAL 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?

- Yes, I am doing enough: 46.0%
- No, I would like to be doing more: 30.7%
- Don't know, unsure if I am doing enough: 23.3%
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?

Most Americans believe online privacy is a shared responsibility.
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?

To an extremely small extent
To a very small extent
To a small extent
To a moderate extent
To a large extent
To a very large extent
To an extremely large extent
Overall, to what extent are you concerned about the economic-related consequences of the coronavirus situation?

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

Graph showing the percentage of concern over the economic-related consequences of the coronavirus situation from March 22-29, 2020 to June 21, 2021.
CONFIDENCE IN THE U.S. ECONOMY ON THE RISE

What is the current quality of the United States economy?

![Graph showing the percentage of people's confidence in the US economy from August 2020 to May-June 2021. The graph includes categories like Very poor, Poor, Fair, Good, and Excellent. The percentage ranges from 0% to 60%. The data indicates an increase in confidence over time.]
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?

- Spring (March - May), 2021: 2.9% Apr ’21, 2.3% May ’21, 2.7% June ’21
- Summer (June - August), 2021: 11.7% Apr ’21, 10.2% May ’21, 13.0% June ’21
- Fall (September - October), 2021: 22.8% Apr ’21, 21.4% May ’21, 24.4% June ’21
- Winter (November - February), 2021 or later: 62.6% Apr ’21, 66.0% May ’21, 59.9% June ’21
Which of the following best describes your work situation?

- **My job has always been "work from home"**
- **The nature of my work does not allow me to stay at home**
- **My company has required employees to work from home**
- **My company has required employees to return to work in the company’s office**
- **My company has offered employees a voluntary option to work from home, and I plan to work in the company’s office on all or most days**
- **My company has offered employees a voluntary option to work from home, and I plan to work from home on all or most days**
Thinking about the coronavirus situation, how soon do you believe that your life will largely return to normal?

- Already back to normal: 14.0%
- 1 month or less: 5.3%
- 2 to 3 months: 13.2%
- 4 to 6 months: 21.7%
- 7 to 12 months: 16.7%
- More than 1 year: 21.2%
- Never: 7.8%
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?
VACCINE
How likely are you to take the coronavirus vaccine after it becomes available to you?

- Not at all likely: 17.5%
- Slightly likely: 6.3%
- Moderately likely: 7.1%
- Very likely: 4.8%
- Completely likely: 4.4%
- N/A - Already received the vaccine: 59.9%
How likely are you to take the coronavirus vaccine after it becomes available to you?

VACCINE HESITANCY GIVING WAY TO CONCRETE \textquoteleft YES\textquoteleft OR \textquoteleft NO\textquoteleft

- Not at all likely
- Slightly likely
- Moderately likely
- Very likely
- Completely likely/Already Received
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?

- Already received it: 59.9%
- April to June, 2021: 6.8%
- July to September, 2021: 7.7%
- October, 2021 or later: 6.8%
- Never: 18.8%
Which of the following are necessary to take place for your travel (both leisure and business) to return to normal?

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</tr>
</thead>
<tbody>
<tr>
<td>Friends and family already traveling</td>
<td>12.6%</td>
<td>12.3%</td>
<td>12.6%</td>
<td>12.3%</td>
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<td>13.1%</td>
<td>16.0%</td>
<td></td>
<td>17.3%</td>
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</tr>
<tr>
<td>All staff wear masks/gloves</td>
<td>53.9%</td>
<td>51.6%</td>
<td>56.7%</td>
<td>63.3%</td>
<td>59.1%</td>
<td>57.5%</td>
<td>52.3%</td>
<td>57.0%</td>
<td>57.6%</td>
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<td>57.1%</td>
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</tr>
<tr>
<td>All passengers wear masks/gloves</td>
<td>63.4%</td>
<td>63.8%</td>
<td>67.8%</td>
<td>57.0%</td>
<td>57.0%</td>
<td>57.5%</td>
<td>53.9%</td>
<td>57.0%</td>
<td>57.6%</td>
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<td>57.1%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Reduced occupancy on flights/trains</td>
<td>20.1%</td>
<td>16.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>23.7%</td>
<td>48.3%</td>
<td>49.8%</td>
<td>42.7%</td>
<td>37.1%</td>
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<tr>
<td>Temperature checks before boarding</td>
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<tr>
<td>Cleaning between usage</td>
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<tr>
<td>None of the above</td>
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</tr>
</tbody>
</table>
How frequently are you now traveling on an airplane or train?

THOSE NOT FLYING DUE TO PANDEMIC DOWN 19% SINCE MAY

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

Aug '20 Sept '20 Oct '20 Nov-Dec '20 Dec-Jan '21 Feb '21 Feb-Mar '21 Apr '21 Apr-May '21 May-Jun '21

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

0% 10% 20% 30% 40% 50% 60%
MORE TRAVELERS NOW WILLING TO STAY AT LARGE HOTELS

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

- More than once a week
- Once a week
- Once a month
- Once a quarter
- Once a year

Aug '20: 16.9%
Sept '20: 9.5%
Oct '20: 9.0%
Nov-Dec '20: 8.7%
Dec-Jan '21: 16.9%
Feb '21: 10.6%
Feb-Mar '21: 10.1%
Mar '21: 13.9%
Apr '21: 12.0%
Apr-May '21: 24.5%
May-Jun '21: 18.4%

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

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

- **27.2%** in Aug '20
- **18.2%** in Sept '20
- **10.5%** in Oct '20
- **6.0%** in Nov-Dec '20
- **9.1%** in Dec-Jan '21
- **9.2%** in Feb '21
- **13.2%** in Feb-Mar '21
- **14.6%** in Mar-Apr '21
- **19.4%** in Apr-May '21
- **20.1%** in May-Jun '21

- **3.6%** in Aug '20
- **12.6%** in Sept '20
- **14.6%** in Oct '20
- **5.4%** in Nov-Dec '20
- **5.9%** in Dec-Jan '21
- **5.4%** in Feb '21
- **7.9%** in Feb-Mar '21
- **9.9%** in Mar-Apr '21
- **8.2%** in Apr-May '21
- **10%** in May-Jun '21

**More than once a week**

**Once a week**

**Once a month**

**Once a year**

**Less than once a year**

**Never**

**Not travelling within my state at all, until the coronavirus situation is under control**

**Not applicable: I do not travel within my state anyway**
THOSE NOT TRAVELING TO OTHER STATES DUE TO PANDEMIC DOWN TO 21%

How frequently are you now traveling to a different state?

More than once a week | Once a week | Once a month | Once a quarter | Once a year | Less than once a year | Never | Not traveling to a nearby state at all, until the coronavirus situation is under control
SLIGHT UPTICK IN TRAVELERS VENTURING ABROAD

How frequently are you now traveling internationally?

- More than once a week
- Once a week
- Once a month
- Once a year
- Less than once a year
- Never
- Not traveling internationally at all, until the coronavirus situation is under control
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.)?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Apr ’21</th>
<th>Apr-May ’21</th>
<th>May-Jun ’21</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than once a week</td>
<td>15%</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>Once a week</td>
<td>21%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Once a month</td>
<td>35%</td>
<td>26%</td>
<td>39%</td>
</tr>
<tr>
<td>Once a quarter</td>
<td>41%</td>
<td>43%</td>
<td>50%</td>
</tr>
<tr>
<td>Once a year</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Less than once a year</td>
<td>30%</td>
<td>31%</td>
<td>30%</td>
</tr>
<tr>
<td>Never</td>
<td>49%</td>
<td>47%</td>
<td>46%</td>
</tr>
</tbody>
</table>
Thinking about the coronavirus situation, how soon do you expect your leisure travel activities will largely return to "normal"?

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

- Spring (March - May), 2021: 10.3% Apr '21, 9.3% Apr-May '21, 10.5% May-Jun '21
- Summer (June - August), 2021: 23.0% Apr '21, 23.3% Apr-May '21, 28.4% May-Jun '21
- Fall (September - October), 2021: 26.3% Apr '21, 23.5% Apr-May '21, 24.8% May-Jun '21
- Winter (November - February), 2021: 40.5% Apr '21, 43.9% Apr-May '21, 36.3% May-Jun '21
**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”?

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Apr '21</th>
<th>Apr-May '21</th>
<th>May-Jun '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring (March - May), 2021</td>
<td>10.5%</td>
<td>10.2%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Summer (June - August), 2021</td>
<td>18.8%</td>
<td>17.4%</td>
<td>22.1%</td>
</tr>
<tr>
<td>Fall (September - October), 2021</td>
<td>24.6%</td>
<td>23.7%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Winter (November - February), 2021</td>
<td>46.2%</td>
<td>48.7%</td>
<td>41.4%</td>
</tr>
</tbody>
</table>

14% increase since May: Business travel to return by fall.
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?

- 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

<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>Remain about the same</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 '20</td>
<td>9.8%</td>
<td>4.4%</td>
<td>13.6%</td>
<td>17.1%</td>
<td>15.5%</td>
<td>7.7%</td>
<td>6.4%</td>
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<tr>
<td>Sept '20</td>
<td>1.8%</td>
<td>1.6%</td>
<td>16.2%</td>
<td>17.1%</td>
<td>15.5%</td>
<td>7.7%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Oct '20</td>
<td>9.8%</td>
<td>4.4%</td>
<td>13.6%</td>
<td>17.1%</td>
<td>15.5%</td>
<td>7.7%</td>
<td>6.4%</td>
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<tr>
<td>Nov-Dec '20</td>
<td>1.8%</td>
<td>1.6%</td>
<td>16.2%</td>
<td>17.1%</td>
<td>15.5%</td>
<td>7.7%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Dec-Jan '21</td>
<td>1.8%</td>
<td>1.6%</td>
<td>16.2%</td>
<td>17.1%</td>
<td>15.5%</td>
<td>7.7%</td>
<td>6.4%</td>
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<tr>
<td>Feb '21</td>
<td>1.8%</td>
<td>1.6%</td>
<td>16.2%</td>
<td>17.1%</td>
<td>15.5%</td>
<td>7.7%</td>
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<td>Feb-Mar '21</td>
<td>1.8%</td>
<td>1.6%</td>
<td>16.2%</td>
<td>17.1%</td>
<td>15.5%</td>
<td>7.7%</td>
<td>6.4%</td>
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<tr>
<td>Apr '21</td>
<td>1.8%</td>
<td>1.6%</td>
<td>16.2%</td>
<td>17.1%</td>
<td>15.5%</td>
<td>7.7%</td>
<td>6.4%</td>
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<td>Apr-May '21</td>
<td>1.8%</td>
<td>1.6%</td>
<td>16.2%</td>
<td>17.1%</td>
<td>15.5%</td>
<td>7.7%</td>
<td>6.4%</td>
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<tr>
<td>May-Jun '21</td>
<td>1.8%</td>
<td>1.6%</td>
<td>16.2%</td>
<td>17.1%</td>
<td>15.5%</td>
<td>7.7%</td>
<td>6.4%</td>
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</table>
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?

<table>
<thead>
<tr>
<th>Month</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 '20</td>
<td>16.0%</td>
<td>13.7%</td>
<td>12.2%</td>
<td>5.3%</td>
<td>3.3%</td>
<td>3.1%</td>
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<tr>
<td>Sept '20</td>
<td>13.7%</td>
<td>11.7%</td>
<td>12.2%</td>
<td>5.3%</td>
<td>3.3%</td>
<td>3.1%</td>
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<td>Oct '20</td>
<td>12.2%</td>
<td>12.1%</td>
<td>6.4%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>3.1%</td>
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<tr>
<td>Nov-Dec '20</td>
<td>14.1%</td>
<td>13.2%</td>
<td>6.4%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>3.1%</td>
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<tr>
<td>Dec-Jan '21</td>
<td>14.1%</td>
<td>13.2%</td>
<td>6.4%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>3.1%</td>
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<td>Feb '21</td>
<td>14.1%</td>
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<td>6.4%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>3.1%</td>
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<td>Feb-Mar '21</td>
<td>12.1%</td>
<td>6.4%</td>
<td>3.3%</td>
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<td>Mar '21</td>
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<td>Apr '21</td>
<td>12.2%</td>
<td>6.4%</td>
<td>3.3%</td>
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<td>Apr-May '21</td>
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<td>6.4%</td>
<td>3.3%</td>
<td>3.1%</td>
<td>4.7%</td>
<td>3.1%</td>
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<tr>
<td>May-Jun '21</td>
<td>13.7%</td>
<td>4.1%</td>
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<td>3.1%</td>
<td>4.7%</td>
<td>3.1%</td>
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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?

- Completely likely: 71.9%
- Very likely: 68.2%
- Moderately likely: 67.9%
- Slightly likely: 10.6%
- Not at all likely: 10.0%

Month-by-month breakdown from Jan '21 to May-Jun '21:
- Jul '21: Not at all likely (4.4%), Slightly likely (3.1%), Moderately likely (4.4%), Very likely (11.3%), Completely likely (10.0%)
- Aug '20: Not at all likely (4.9%), Slightly likely (3.2%), Moderately likely (4.4%), Very likely (11.3%), Completely likely (12.7%)
- Sep '20: Not at all likely (3.1%), Slightly likely (4.4%), Moderately likely (3.2%), Very likely (11.3%), Completely likely (12.7%)
- Oct '20: Not at all likely (3.1%), Slightly likely (4.4%), Moderately likely (3.2%), Very likely (11.3%), Completely likely (12.7%)
- Nov-Dec '20: Not at all likely (3.1%), Slightly likely (4.4%), Moderately likely (3.2%), Very likely (11.3%), Completely likely (11.3%)
- Dec-Jan '21: Not at all likely (3.1%), Slightly likely (4.4%), Moderately likely (3.2%), Very likely (11.3%), Completely likely (11.3%)
- Feb '21: Not at all likely (3.1%), Slightly likely (4.4%), Moderately likely (3.2%), Very likely (11.3%), Completely likely (11.3%)
- Feb-Mar '21: Not at all likely (3.1%), Slightly likely (4.4%), Moderately likely (3.2%), Very likely (11.3%), Completely likely (11.3%)
- Mar '21: Not at all likely (3.1%), Slightly likely (4.4%), Moderately likely (3.2%), Very likely (11.3%), Completely likely (11.3%)
- Apr '21: Not at all likely (3.1%), Slightly likely (4.4%), Moderately likely (3.2%), Very likely (11.3%), Completely likely (11.3%)
- Apr-May '21: Not at all likely (3.1%), Slightly likely (4.4%), Moderately likely (3.2%), Very likely (11.3%), Completely likely (11.3%)
- May-Jun '21: Not at all likely (3.1%), Slightly likely (4.4%), Moderately likely (3.2%), Very likely (11.3%), Completely likely (11.3%)
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?

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<tr>
<th>Month</th>
<th>Not at all likely</th>
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<td>Jul ’21</td>
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<td>May-Jun ’21</td>
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<td>24.8%</td>
<td>29.0%</td>
<td>19.6%</td>
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</table>
NEARLY 1 IN 5 STRUGGLING FINANCIALLY

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
3 IN 4 AMERICANS REMAIN WORRIED ABOUT FINANCES, DESPITE DECLINE

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

Aug '20 | Sept '20 | Oct '20 | Nov-Dec '20 | Dec-Jan '21 | Feb '21 | Feb-Mar '21 | Apr '21 | Apr-May '21 | May-Jun '21
---|---|---|---|---|---|---|---|---|---
11.2% | 11.2% | 11.7% | 11.2% | 12.8% | 18.5% | 27.0% | 24.0% | 26.2% | 31.4%
11.7% | 11.7% | 12.2% | 12.2% | 17.6% | 30.5% | 31.7% | 30.5% | 31.4% | 31.7%
12.2% | 12.2% | 12.2% | 12.2% | 18.5% | 30.5% | 31.7% | 30.5% | 31.4% | 31.7%
12.8% | 12.8% | 12.8% | 12.8% | 17.6% | 30.5% | 31.7% | 30.5% | 31.4% | 31.7%
11.2% | 11.2% | 11.7% | 11.7% | 17.6% | 30.5% | 31.7% | 30.5% | 31.4% | 31.7%
12.8% | 12.8% | 12.8% | 12.8% | 17.6% | 30.5% | 31.7% | 30.5% | 31.4% | 31.7%
12.2% | 12.2% | 12.2% | 12.2% | 17.6% | 30.5% | 31.7% | 30.5% | 31.4% | 31.7%
11.7% | 11.7% | 12.2% | 12.2% | 17.6% | 30.5% | 31.7% | 30.5% | 31.4% | 31.7%
12.2% | 12.2% | 12.2% | 12.2% | 17.6% | 30.5% | 31.7% | 30.5% | 31.4% | 31.7%
12.8% | 12.8% | 12.8% | 12.8% | 17.6% | 30.5% | 31.7% | 30.5% | 31.4% | 31.7%
RECEIVAL OF STIMULUS CHECK

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

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

- April 2021: 78.7%
- April to May 2021: 78.8%
- May to June 2021: 18.1%
20% OF CONSUMERS PUT STIMULUS CHECK IN SAVINGS

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

- Donate the money to charity: 0.8%
- Pay an auto loan or lease: 2.0%
- Pay credit card bills: 11.7%
- Pay for household items (e.g., food, clothing): 11.7%
- Pay for medical insurance or expenses: 2.3%
- Pay rent or a mortgage: 9.2%
- Pay utilities (e.g., electricity, gas): 7.9%
- Save the money (e.g., in a savings account at your bank): 20.2%
- Invest the money (e.g., in a mutual fund): 3.1%
- Splurge on something fun (e.g., entertainment, restaurant, travel): 3.1%
- Other: 5.3%
- Don’t know or not sure: 1.6%
- N/A - Did not receive an economic stimulus relief payment: 21.2%
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)

**Chart and Data**

- **June '20**
  - Decreased to a large extent: 6.2%
  - Decreased to a moderate extent: 4.0%
  - Decreased to a small extent: 1.6%
  - Stayed the same: 1.2%
  - Increased to a small extent: 7.7%
  - Increased to a moderate extent: 1.2%
  - Increased to a large extent: 0.9%

- **Late June '20**
  - Decreased to a large extent: 10.3%
  - Decreased to a moderate extent: 7.4%
  - Decreased to a small extent: 1.2%
  - Stayed the same: 0.9%
  - Increased to a small extent: 6.2%
  - Increased to a moderate extent: 2.4%

- **July '20**
  - Decreased to a large extent: 6.9%
  - Decreased to a moderate extent: 2.5%
  - Decreased to a small extent: 1.4%
  - Stayed the same: 1.0%
  - Increased to a small extent: 1.0%
  - Increased to a moderate extent: 1.4%

- **Aug '20**
  - Decreased to a large extent: 9.9%
  - Decreased to a moderate extent: 7.2%
  - Decreased to a small extent: 1.2%
  - Stayed the same: 1.4%
  - Increased to a small extent: 1.4%
  - Increased to a moderate extent: 2.7%

- **Sept '20**
  - Decreased to a large extent: 1.5%
  - Decreased to a moderate extent: 7.2%
  - Decreased to a small extent: 1.2%
  - Stayed the same: 1.4%
  - Increased to a small extent: 1.6%
  - Increased to a moderate extent: 3.5%

- **Oct '20**
  - Decreased to a large extent: 8.8%
  - Decreased to a moderate extent: 7.2%
  - Decreased to a small extent: 1.2%
  - Stayed the same: 1.4%
  - Increased to a small extent: 1.6%
  - Increased to a moderate extent: 3.5%
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)

- 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

Mar 22-29 '20  April '20  May '20  June '20  Late June '20  July '20  Aug '20  Sept '20  Oct '20  Nov '20  Dec '20-Jan '21  Feb '21  Mar '21  Apr '21  May '21  June '21
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

- 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

Mar 22-29 '20 | Apr '20 | May '20 | June '20 | Late June '20 | July '20 | Aug '20 | Sept '20 | Oct '20 | Nov '20 | Dec '20-Jan '21 | Feb '21 | Mar '21 | Apr '21 | May '21 | June '21
---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---
0% | 1.1% | 1.8% | 2.1% | 3.8% | 2.5% | 5.6% | 13.2% | 11.9% | 7.1% | 6.3% | 10.3% | 6.4% | 21.6% | 4.4% | 8.6% | 10.6%
10% | 2.8% | 7.1% | 4.4% | 4.4% | 6.4% | 10.3% | 15.1% | 21.6% | 6.3% | 6.3% | 11.3% | 11.3% | 14.6% | 11.3% | 11.3% | 11.3%
20% | 2.8% | 7.1% | 4.4% | 4.4% | 6.4% | 10.3% | 15.1% | 21.6% | 6.3% | 6.3% | 11.3% | 11.3% | 14.6% | 11.3% | 11.3% | 11.3%
30% | 2.8% | 7.1% | 4.4% | 4.4% | 6.4% | 10.3% | 15.1% | 21.6% | 6.3% | 6.3% | 11.3% | 11.3% | 14.6% | 11.3% | 11.3% | 11.3%
40% | 2.8% | 7.1% | 4.4% | 4.4% | 6.4% | 10.3% | 15.1% | 21.6% | 6.3% | 6.3% | 11.3% | 11.3% | 14.6% | 11.3% | 11.3% | 11.3%
50% | 2.8% | 7.1% | 4.4% | 4.4% | 6.4% | 10.3% | 15.1% | 21.6% | 6.3% | 6.3% | 11.3% | 11.3% | 14.6% | 11.3% | 11.3% | 11.3%
60% | 2.8% | 7.1% | 4.4% | 4.4% | 6.4% | 10.3% | 15.1% | 21.6% | 6.3% | 6.3% | 11.3% | 11.3% | 14.6% | 11.3% | 11.3% | 11.3%
70% | 2.8% | 7.1% | 4.4% | 4.4% | 6.4% | 10.3% | 15.1% | 21.6% | 6.3% | 6.3% | 11.3% | 11.3% | 14.6% | 11.3% | 11.3% | 11.3%
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?

- Reduce occupancy of shops
- Forced social distancing
- All staff wearing masks/gloves
- Knowledge of nightly disinfecting of stores
- Ability to pay without contact
- Curbside pick-up
- Vaccines having become widely available
- None of the above

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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)?

- More than once a week: 59.1%
- Once a week: 56.1%
- Once a month: 55.3%
- Once a quarter: 39.9%
- Less than once a year: 39.4%
- Not going to crowded activities at all, until the coronavirus situation is under control: 31.0%
- Not applicable: I do not go to crowded activities anyway: 12.4%

Aug '20: 4.4%
Sept '20: 3.1%
Oct '20: 1.4%
Nov '20: 6.0%
Dec '20-Jan '21: 6.1%
Feb '21: 2.3%
Mar '21: 1.8%
Apr '21: 1.8%
May '21: 4.8%
June '21: 2.7%
**DINING-IN 1X/MONTH OR MORE +10% SINCE MAY, +18% SINCE APRIL**

How frequently are you now dining in at restaurants?

- **More than once a week**
  - Aug '20: 8.2%
  - Sept '20: 11.3%
  - Oct '20: 15.5%
  - Nov '20: 24.5%
  - Dec '20-Jan '21: 30.8%
  - Feb '21: 32.2%
  - Mar '21: 22.5%
  - Apr '21: 16.6%
  - May '21: 28.1%
  - June '21: 26.1%

- **Once a week**
  - Aug '20: 10.0%
  - Sept '20: 5.4%
  - Oct '20: 3.7%
  - Nov '20: 3.2%
  - Dec '20-Jan '21: 2.3%
  - Feb '21: 3.2%
  - Mar '21: 4.0%
  - Apr '21: 5.0%
  - May '21: 10.9%
  - June '21: 7.4%

- **Once a month**
  - Aug '20: 4.5%
  - Sept '20: 3.6%
  - Oct '20: 3.6%
  - Nov '20: 3.3%
  - Dec '20-Jan '21: 2.0%
  - Feb '21: 2.3%
  - Mar '21: 4.3%
  - Apr '21: 4.0%
  - May '21: 3.7%
  - June '21: 3.5%

- **Once a quarter**
  - Aug '20: 3.3%
  - Sept '20: 2.7%
  - Oct '20: 2.7%
  - Nov '20: 3.6%
  - Dec '20-Jan '21: 5.6%
  - Feb '21: 3.2%
  - Mar '21: 3.7%
  - Apr '21: 3.0%
  - May '21: 4.3%
  - June '21: 4.1%

- **Once a year**
  - Aug '20: 3.3%
  - Sept '20: 3.9%
  - Oct '20: 3.7%
  - Nov '20: 3.2%
  - Dec '20-Jan '21: 4.0%
  - Feb '21: 4.3%
  - Mar '21: 4.3%
  - Apr '21: 4.0%
  - May '21: 3.7%
  - June '21: 3.5%

- **Less than once a year**
  - Aug '20: 1.7%
  - Sept '20: 3.3%
  - Oct '20: 3.3%
  - Nov '20: 3.3%
  - Dec '20-Jan '21: 3.6%
  - Feb '21: 3.7%
  - Mar '21: 3.2%
  - Apr '21: 4.0%
  - May '21: 4.3%
  - June '21: 4.3%

- **Never**
  - Aug '20: 5%
  - Sept '20: 10%
  - Oct '20: 15%
  - Nov '20: 20%
  - Dec '20-Jan '21: 25%
  - Feb '21: 30%
  - Mar '21: 35%
  - Apr '21: 40%
  - May '21: 45%
  - June '21: 50%

- **Not applicable: I do not dine in at restaurants anyway**
  - Aug '20: 0%
  - Sept '20: 0%
  - Oct '20: 0%
  - Nov '20: 0%
  - Dec '20-Jan '21: 0%
  - Feb '21: 0%
  - Mar '21: 0%
  - Apr '21: 0%
  - May '21: 0%
  - June '21: 0%
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.

- Once I see/hear about others going
- When a vaccine becomes widely available
- Everyone wearing masks/gloves
- Don’t know or not sure
- When the rate of deaths/infections significantly decrease
- Forced social distancing
- Never
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?

- Not at all influential
- Slightly influential
- Moderately influential
- Very influential
- Extremely influential

Graph showing the percentage of respondents indicating the extent to which shipping costs influence their shopping decisions from August 2020 to June 2021.
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?

- Clothing: 44.1%
- Groceries: 25.5%
- Electronics: 41.9%
- Household products (cleaners, detergents, etc.): 28.6%
- Beauty: 25.3%
- Music, games, books: 40.1%
- Health: 22.0%
- Pet: 22.6%
- Other: 9.0%
- None of the above: 11.2%
Which of the following categories would you shop for mostly in-person?

- Clothing: 51.8%
- Groceries: 75.3%
- Electronics: 26.6%
- Household products (cleaners, detergents, etc.): 48.0%
- Beauty: 27.2%
- Music, games, books: 14.0%
- Health: 35.1%
- Pet: 25.4%
- Other: 6.4%
- None of the above: 6.3%
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.)?

- Not at all likely: 40.1%
- Slightly likely: 17.9%
- Moderately likely: 19.9%
- Very likely: 11.2%
- Completely likely: 10.9%
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.)?

- **Not at all likely**: 47.4%
- **Slightly likely**: 18.1%
- **Moderately likely**: 18.8%
- **Very likely**: 9.9%
- **Completely likely**: 5.8%
Howver, 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?

- Not at all likely: 45.8%
- Slightly likely: 18.9%
- Moderately likely: 18.2%
- Very likely: 9.8%
- Completely likely: 7.3%
CONVENIENCE AND TIME TOP REASONS TO ORDER GROCERIES ONLINE

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

- Saves time: 14.2%
- Socially distant: 9.9%
- Unable to go in person: 8.6%
- No rush while ordering online: 9.4%
- Convenience: 17.1%
- Don’t have to take kid(s) to the store: 3.7%
- Easier to choose groceries: 8.3%
- Can schedule delivery time: 11.2%
- Reduces food waste: 4.0%
- Other: 1.5%
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?

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

0% 5% 10% 15% 20% 25% 30% 35% 40% 45%


16.6% 12.5% 11.1% 8.5% 5.9% 3.9% 19.0% 12.6% 8.8% 7.8% 6.7% 4.8%

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Much more opposed</th>
<th>Moderately more opposed</th>
<th>Mildly more opposed</th>
<th>Stayed the same</th>
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<td>16.5%</td>
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<td>12.3%</td>
<td>36.1%</td>
</tr>
<tr>
<td>June '21</td>
<td>36.1%</td>
<td>37.7%</td>
<td>12.3%</td>
<td>36.9%</td>
</tr>
</tbody>
</table>
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

- Much more opposed
- Moderately more opposed
- Mildly more opposed
- Stayed the same
- Mildly more supportive
- Moderately more supportive
- Much more supportive
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