Consumers are Embracing the Wave of Normalcy

Now’s the Time to Drive Engagement with Consumers as Optimism Reaches 16-Month High

Resonate COVID-19 and Emerging Trends Consumer Flash Study
Wave 17, July 2021
Nearly 30% of Americans no longer expect basic pandemic precautions in order to feel comfortable returning to travel or joining crowded activities. Seems timed perfectly for summer, right?

And, while it seems consumer worry over the economy could be ticking upward slightly — a trend we’ll continue to watch in the coming months — we’re optimistic that they are ready to hit the road, shop in-store, gather with friends, and enjoy the taste of summer freedom.

These fresh insights are why you need access to the most relevant consumer data — to connect, convert, and capitalize on in the moment growth potential.

Imagine if you based your messaging on May data — you would be talking to a customer who might not be vaccinated, was still missing family and friends, and was wearing a mask each time they stepped foot in a grocery store. Life likely looks completely different today. Resonate helps you understand and engage real-time segments of consumers who are ready to book trips, browse in-store, 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. Plus, you can trust that this first-party data is accurate and privacy safe — something that’s never been more critical.

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 June 8 and June 25, 2021, and scaled to 230 million U.S. consumers.
Overall, to what extent are you concerned about the health-related consequences of the coronavirus situation?

THOSE CONCERNED ABOUT COVID HEALTH CONSEQUENCES TO LARGE EXTENT DOWN 20% SINCE MAY

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?

THOSE CONCERNED ABOUT COVID ECONOMIC CONSEQUENCES TO LARGE EXTENT DOWN 13% SINCE MAY

Overall, to what extent are you concerned about the economic-related consequences of the coronavirus situation?
NEARLY 1 IN 5 AMERICANS CONSIDER LIFE ALREADY BACK TO NORMAL

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

- Early Jun '21: 14.0% Already back to normal, 5.3% 1 month or less, 13.2% 2 to 3 months, 12.9% 4 to 6 months, 15.4% 7 to 12 months, 16.7% More than 1 year, 7.8% Never
- Late Jun '21: 18.5% Already back to normal, 5.2% 1 month or less, 12.9% 2 to 3 months, 12.9% 4 to 6 months, 15.4% 7 to 12 months, 19.8% More than 1 year, 8.4% Never

NEARLY 1 IN 5 AMERICANS CONSIDER LIFE ALREADY BACK TO NORMAL
NUMBER OF PEOPLE REQUIRED BY THEIR COMPANIES TO WORK FROM HOME DOWN 42% SINCE MAY

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

![Graph showing percentage changes over time]
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?

AMERICANS WHO WANT SCHOOLING IN PERSON UP 27% SINCE MAY

- Yes: 42.4% (Early Apr '21), 46.0% (May '21), 55.3% (Early Jun '21), 58.7% (Late Jun '21)
- No: 32.7% (Early Apr '21), 28.8% (May '21), 25.2% (Early Jun '21), 23.9% (Late Jun '21)
- Don’t know or not sure: 25.0% (Early Apr '21), 25.2% (May '21), 25.2% (Early Jun '21), 23.9% (Late Jun '21)
VACCINE
What is the **main reason for your lower likelihood of taking the vaccine** even after it becomes available to you?

- Do not trust/support vaccines in general: 2.9% (Early Jun '21) vs. 3.0% (Late Jun '21)
- Do not trust/support the medical field: 1.2% (Early Jun '21) vs. 1.0% (Late Jun '21)
- Do not trust that existing COVID vaccines are safe: 7.2% (Early Jun '21) vs. 7.6% (Late Jun '21)
- Do not fully understand how COVID vaccines work: 0.6% (Early Jun '21) vs. 0.5% (Late Jun '21)
- Concern over possible side effects: 5.7% (Early Jun '21) vs. 5.9% (Late Jun '21)
- Want to wait and see how others respond: 2.7% (Early Jun '21) vs. 3.2% (Late Jun '21)
- Do not believe that I am likely to get sick: 1.6% (Early Jun '21) vs. 1.3% (Late Jun '21)
- Other/ Don't know: 1.9% (Early Jun '21) vs. 1.7% (Late Jun '21)
- N/A - I plan on taking/have already gotten the vaccine: 76.2% (Early Jun '21) vs. 75.8% (Late Jun '21)
NEARLY 1 IN 7 AMERICANS STILL PLAN TO GET VACCINATED

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

- **Already received it**: 59.9% (Early Jun '21: 62.4%, Late Jun '21: 57.9%)
- **April to June, 2021**: 6.8% (Early Jun '21: 7.5%, Late Jun '21: 6.2%)
- **July to September, 2021**: 7.7% (Early Jun '21: 8.2%, Late Jun '21: 7.2%)
- **October, 2021 or later**: 6.8% (Early Jun '21: 7.6%, Late Jun '21: 6.1%)
- **Never**: 18.8% (Early Jun '21: 19.2%, Late Jun '21: 18.5%)
VACCINE HESITANCY GIVING WAY TO CONCRETE ‘YES’ OR ‘NO’

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

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

**November 23-December 14:** 20.3%

**December 15-January 6:** 30.4%

**February 2-16:** 42.6%

**February 22-March 10:** 45.7%

**April 1-14:** 54.6%

**April 14-May 5:** 56.8%

**June ‘21:** 64.3%
NEARLY 30% OF TRAVELERS NO LONGER EXPECT COVID PRECAUTIONS

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

<table>
<thead>
<tr>
<th>必要措施</th>
<th>May '20</th>
<th>June '20</th>
<th>Early July '20</th>
<th>Late July '20</th>
<th>Aug '20</th>
<th>Sept '20</th>
<th>Oct '20</th>
<th>Late Nov '20</th>
<th>Late Dec '20</th>
<th>Early Jan '21</th>
<th>Late Jan '21</th>
<th>Early Feb '21</th>
<th>Late Feb '21</th>
<th>Early Mar '21</th>
<th>Late Mar '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>朋友和家人已经在旅行</td>
<td>12.6%</td>
<td>12.3%</td>
<td>12.5%</td>
<td>13.1%</td>
<td>23.7%</td>
<td>23%</td>
<td>23.0%</td>
<td>15.9%</td>
<td>17.3%</td>
<td>17.2%</td>
<td>34.5%</td>
<td>34.8%</td>
<td>43.8%</td>
<td>49.8%</td>
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</tr>
<tr>
<td>所有员工戴口罩/手套</td>
<td>51.6%</td>
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<tr>
<td>所有乘客戴口罩/手套</td>
<td>63.4%</td>
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<td>58.3%</td>
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<tr>
<td>减少航班/火车上的占用率</td>
<td>48.0%</td>
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<tr>
<td>温度检查登机前</td>
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<td>清洁使用之间</td>
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<tr>
<td>None of the above</td>
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</table>
Thinking about the coronavirus situation, how soon do you expect your business travel activities will largely return to “normal”?

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

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Spring (March - May), 2021</th>
<th>Summer (June - August), 2021</th>
<th>Fall (September - October), 2021</th>
<th>Winter (November - February), 2021 or later</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1-14</td>
<td>10.5%</td>
<td>10.2%</td>
<td>11.9%</td>
<td>10.7%</td>
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<tr>
<td>April 14-May 5</td>
<td>18.8%</td>
<td>17.4%</td>
<td>22.1%</td>
<td>22.5%</td>
</tr>
<tr>
<td>May 24-June 8</td>
<td>46.2%</td>
<td>48.7%</td>
<td>41.4%</td>
<td>41.2%</td>
</tr>
<tr>
<td>June 8-25</td>
<td>24.6%</td>
<td>23.7%</td>
<td>24.6%</td>
<td>25.6%</td>
</tr>
</tbody>
</table>

Resonate COVID-19 and Emerging Trends Consumer Flash Study: Wave 17, July 2021

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

THOSE NOT FLYING DUE TO PANDEMIC DOWN 19% SINCE MAY
How frequently are you now staying at a large hotel chain?

More travelers now willing to stay at large hotels

- More than once a week
- Once a week
- Once a month
- Once a quarter
- Once a year
- Less than once a year
- Never
- Not staying at a large hotel chain at all, until the coronavirus situation is under control

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How frequently are you now traveling within your state?

- 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 within my state anyway
### How frequently are you now traveling to a different state?

<table>
<thead>
<tr>
<th>Time</th>
<th>Never</th>
<th>Less than once a year</th>
<th>Once a year</th>
<th>Once a quarter</th>
<th>Once a month</th>
<th>More than once a week</th>
<th>Not applicable: I do not travel to nearby states anyway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug '20</td>
<td>11.1%</td>
<td>8.9%</td>
<td>9.5%</td>
<td>9.5%</td>
<td>10.4%</td>
<td>10.6%</td>
<td>40.5%</td>
</tr>
<tr>
<td>Sept '20</td>
<td>12.8%</td>
<td>8.8%</td>
<td>7.0%</td>
<td>6.6%</td>
<td>13.6%</td>
<td>11.1%</td>
<td>17.2%</td>
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<tr>
<td>Oct '20</td>
<td>8.9%</td>
<td>8.8%</td>
<td>7.2%</td>
<td>2.1%</td>
<td>11.1%</td>
<td>10.6%</td>
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<tr>
<td>Late Nov '20</td>
<td>11.1%</td>
<td>8.9%</td>
<td>9.5%</td>
<td>2.1%</td>
<td>11.1%</td>
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<td>Late Dec '20</td>
<td>7.2%</td>
<td>7.0%</td>
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<td>1.3%</td>
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<td>Early Feb '21</td>
<td>2.2%</td>
<td>1.3%</td>
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<td>2.1%</td>
<td>10.6%</td>
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<tr>
<td>Late Feb '21</td>
<td>1.3%</td>
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<td>1.3%</td>
<td>2.1%</td>
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<td>Early Apr '21</td>
<td>1.3%</td>
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<td>1.3%</td>
<td>2.1%</td>
<td>10.6%</td>
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<tr>
<td>May '21</td>
<td>1.3%</td>
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<td>1.3%</td>
<td>2.1%</td>
<td>10.6%</td>
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<tr>
<td>Early Jun '21</td>
<td>1.3%</td>
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<td>1.3%</td>
<td>2.1%</td>
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<tr>
<td>Late Jun '21</td>
<td>1.3%</td>
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<td>2.1%</td>
<td>10.6%</td>
<td>13.6%</td>
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</tbody>
</table>

**Analysis:**

- **Not traveling to a nearby state at all, until the coronavirus situation is under control:**
  - Aug '20: 11.1%
  - Sept '20: 12.8%
  - Oct '20: 8.9%
  - Late Nov '20: 11.1%
  - Late Dec '20: 7.2%
  - Early Feb '21: 2.2%
  - Late Feb '21: 1.3%
  - Early Apr '21: 1.3%
  - May '21: 1.3%
  - Early Jun '21: 1.3%
  - Late Jun '21: 1.3%

- **Never:**
  - Aug '20: 8.9%
  - Sept '20: 8.8%
  - Oct '20: 7.0%
  - Late Nov '20: 6.6%
  - Late Dec '20: 2.1%
  - Early Feb '21: 1.3%
  - Late Feb '21: 1.3%
  - Early Apr '21: 1.3%
  - May '21: 1.3%
  - Early Jun '21: 1.3%
  - Late Jun '21: 1.3%

- **Less than once a year:**
  - Aug '20: 15%
  - Sept '20: 14.2%
  - Oct '20: 12.4%
  - Late Nov '20: 9.2%
  - Late Dec '20: 5.0%
  - Early Feb '21: 4.4%
  - Late Feb '21: 2.6%
  - Early Apr '21: 2.4%
  - May '21: 2.4%
  - Early Jun '21: 2.4%
  - Late Jun '21: 2.4%

- **Once a year:**
  - Aug '20: 11.1%
  - Sept '20: 11.1%
  - Oct '20: 11.1%
  - Late Nov '20: 10.8%
  - Late Dec '20: 10.8%
  - Early Feb '21: 10.8%
  - Late Feb '21: 10.8%
  - Early Apr '21: 10.8%
  - May '21: 10.8%
  - Early Jun '21: 10.8%
  - Late Jun '21: 10.8%

- **Once a quarter:**
  - Aug '20: 7.9%
  - Sept '20: 7.9%
  - Oct '20: 7.9%
  - Late Nov '20: 7.9%
  - Late Dec '20: 7.9%
  - Early Feb '21: 7.9%
  - Late Feb '21: 7.9%
  - Early Apr '21: 7.9%
  - May '21: 7.9%
  - Early Jun '21: 7.9%
  - Late Jun '21: 7.9%

- **Once a month:**
  - Aug '20: 6.3%
  - Sept '20: 6.3%
  - Oct '20: 6.3%
  - Late Nov '20: 6.3%
  - Late Dec '20: 6.3%
  - Early Feb '21: 6.3%
  - Late Feb '21: 6.3%
  - Early Apr '21: 6.3%
  - May '21: 6.3%
  - Early Jun '21: 6.3%
  - Late Jun '21: 6.3%

- **Once a week:**
  - Aug '20: 2.9%
  - Sept '20: 2.9%
  - Oct '20: 2.9%
  - Late Nov '20: 2.9%
  - Late Dec '20: 2.9%
  - Early Feb '21: 2.9%
  - Late Feb '21: 2.9%
  - Early Apr '21: 2.9%
  - May '21: 2.9%
  - Early Jun '21: 2.9%
  - Late Jun '21: 2.9%

- **More than once a week:**
  - Aug '20: 1.7%
  - Sept '20: 1.7%
  - Oct '20: 1.7%
  - Late Nov '20: 1.7%
  - Late Dec '20: 1.7%
  - Early Feb '21: 1.7%
  - Late Feb '21: 1.7%
  - Early Apr '21: 1.7%
  - May '21: 1.7%
  - Early Jun '21: 1.7%
  - Late Jun '21: 1.7%

- **Not applicable: I do not travel to nearby states anyway:**
  - Aug '20: 15%
  - Sept '20: 15%
  - Oct '20: 15%
  - Late Nov '20: 15%
  - Late Dec '20: 15%
  - Early Feb '21: 15%
  - Late Feb '21: 15%
  - Early Apr '21: 15%
  - May '21: 15%
  - Early Jun '21: 15%
  - Late Jun '21: 15%
**SLIGHT UPTICK IN TRAVELERS VENTURING ABROAD**

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

<table>
<thead>
<tr>
<th>Month</th>
<th>More than once a week</th>
<th>Once a week</th>
<th>Once a month</th>
<th>Once a quarter</th>
<th>Once a year</th>
<th>Less than once a year</th>
<th>Never</th>
<th>Not applicable: I do not travel internationally anyway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug '20</td>
<td>0.5%</td>
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<td>Sept '20</td>
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<td>Oct '20</td>
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<td>Late Nov '20</td>
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<td>Late Dec '20</td>
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<td>Early Feb '21</td>
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<td>Early Apr '21</td>
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<td>May '21</td>
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<td>Early Jun '21</td>
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<td>19.4%</td>
<td>15.2%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Late Jun '21</td>
<td>1.3%</td>
<td>4.5%</td>
<td>5.9%</td>
<td>4.5%</td>
<td>19.4%</td>
<td>15.2%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

**THEME PARK “FREQUENT FLYERS” VISITS TRENDING UPWARDS**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>More than once a week</th>
<th>Once a week</th>
<th>Once a month</th>
<th>Once a quarter</th>
<th>Once a year</th>
<th>Less than once a year</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Apr ’21</td>
<td>4.1%</td>
<td>11.2%</td>
<td>2.1%</td>
<td>1.5%</td>
<td>3.5%</td>
<td>1.8%</td>
<td>0.9%</td>
</tr>
<tr>
<td>May ’21</td>
<td>4.3%</td>
<td>12.4%</td>
<td>2.6%</td>
<td>1.8%</td>
<td>4.3%</td>
<td>1.6%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Early Jun ’21</td>
<td>5.0%</td>
<td>12.4%</td>
<td>4.3%</td>
<td>3.9%</td>
<td>3.2%</td>
<td>3.2%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Late Jun ’21</td>
<td>5.0%</td>
<td>11.4%</td>
<td>4.9%</td>
<td>3.9%</td>
<td>3.2%</td>
<td>3.2%</td>
<td>1.6%</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**

- April 1-14: 10.3%
- April 14-May 5: 9.3%
- May 24-June 8: 10.5%
- June 8-25: 10.0%

**Spring (March - May), 2021**
- April 1-14: 10.3%
- April 14-May 5: 9.3%
- May 24-June 8: 10.5%
- June 8-25: 10.0%

**Summer (June - August), 2021**
- April 1-14: 23.5%
- April 14-May 5: 23.3%
- May 24-June 8: 28.4%
- June 8-25: 27.8%

**Fall (September - October), 2021**
- April 1-14: 26.3%
- April 14-May 5: 23.5%
- May 24-June 8: 24.8%
- June 8-25: 26.3%
FINANCIAL
1 IN 4 CONSUMERS SAVING LESS MONEY

As a result of the coronavirus situation, how have you changed your financial habit of saving?
CONSUMER SPENDING LEVELING OUT AFTER SPRING SPIKE

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

Aug '20  Sept '20  Oct '20  Late Nov '20  Late Dec '20  Early Feb '21  Late Feb '21  Early Apr '21  May '21  Early Jun '21  Late Jun '21

- 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
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?

- 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>Period</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>3.1%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>12.2%</td>
<td>4.1%</td>
<td>49.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Sept '20</td>
<td>3.3%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>12.2%</td>
<td>4.1%</td>
<td>49.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Oct '20</td>
<td>3.3%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>12.2%</td>
<td>4.1%</td>
<td>49.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Nov-Dec '20</td>
<td>3.3%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>12.2%</td>
<td>4.1%</td>
<td>49.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Dec-Jan '21</td>
<td>3.1%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>12.1%</td>
<td>4.1%</td>
<td>49.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Feb '21</td>
<td>3.1%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>12.1%</td>
<td>4.1%</td>
<td>49.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Feb-Mar '21</td>
<td>3.1%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>12.1%</td>
<td>4.1%</td>
<td>49.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Apr '21</td>
<td>3.1%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>12.1%</td>
<td>4.1%</td>
<td>49.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Apr-May '21</td>
<td>3.1%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>12.1%</td>
<td>4.1%</td>
<td>49.8%</td>
<td>13.7%</td>
</tr>
<tr>
<td>May-Jun '21</td>
<td>3.1%</td>
<td>6.4%</td>
<td>4.7%</td>
<td>12.1%</td>
<td>4.1%</td>
<td>49.8%</td>
<td>13.7%</td>
</tr>
</tbody>
</table>
TRENDS TO WATCH: LESS $$ GOING INTO RETIREMENT ACCOUNTS AS SOCIAL EXPENSES RETURN?

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

70%
1 IN 4 CONSUMERS DON'T FEEL THE NEED TO USE CONTACTLESS PAYMENT TO AVOID COVID

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?

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

Survey data shows a trend over time from July 2020 to Late June 2021.
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
TRENDS TO WATCH: FINANCIAL WORRIES RETURNING FOLLOWING OPTIMISTIC TREND

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

<table>
<thead>
<tr>
<th>Month</th>
<th>Not at all worried</th>
<th>Slightly worried</th>
<th>Moderately worried</th>
<th>Very worried</th>
<th>Extremely worried</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug '20</td>
<td>11.2%</td>
<td>12.8%</td>
<td>11.8%</td>
<td>9.2%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Sept '20</td>
<td>11.6%</td>
<td>11.8%</td>
<td>11.7%</td>
<td>9.2%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Oct '20</td>
<td>11.7%</td>
<td>12.2%</td>
<td>12.2%</td>
<td>9.2%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Late Nov '20</td>
<td>11.7%</td>
<td>12.0%</td>
<td>12.0%</td>
<td>9.3%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Late Dec '20</td>
<td>11.7%</td>
<td>12.0%</td>
<td>12.0%</td>
<td>9.3%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Early Feb '21</td>
<td>11.7%</td>
<td>12.0%</td>
<td>12.0%</td>
<td>9.3%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Late Feb '21</td>
<td>11.7%</td>
<td>12.0%</td>
<td>12.0%</td>
<td>9.3%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Early Apr '21</td>
<td>11.7%</td>
<td>12.0%</td>
<td>12.0%</td>
<td>9.3%</td>
<td>9.4%</td>
</tr>
<tr>
<td>May '21</td>
<td>11.7%</td>
<td>12.0%</td>
<td>12.0%</td>
<td>9.3%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Early Jun '21</td>
<td>11.7%</td>
<td>12.0%</td>
<td>12.0%</td>
<td>9.3%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Late Jun '21</td>
<td>11.7%</td>
<td>12.0%</td>
<td>12.0%</td>
<td>9.3%</td>
<td>9.4%</td>
</tr>
</tbody>
</table>
TRENDS TO WATCH: CONCERN ABOUT THE STATE OF THE ECONOMY CREEPING BACK IN

What is the current quality of the United States economy?

<table>
<thead>
<tr>
<th>Date</th>
<th>Very poor</th>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug '20</td>
<td>1.5%</td>
<td>1.8%</td>
<td>1.6%</td>
<td>9.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Sept '20</td>
<td>1.5%</td>
<td>2.0%</td>
<td>8.6%</td>
<td>9.4%</td>
<td>13.1%</td>
</tr>
<tr>
<td>Oct '20</td>
<td>1.5%</td>
<td>1.8%</td>
<td>1.6%</td>
<td>9.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Late Nov '20</td>
<td>1.5%</td>
<td>1.8%</td>
<td>1.6%</td>
<td>9.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Late Dec '20</td>
<td>1.5%</td>
<td>1.8%</td>
<td>1.6%</td>
<td>9.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Early Feb '21</td>
<td>1.5%</td>
<td>1.8%</td>
<td>1.6%</td>
<td>9.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Late Feb '21</td>
<td>1.5%</td>
<td>1.8%</td>
<td>1.6%</td>
<td>9.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Early Apr '21</td>
<td>1.5%</td>
<td>1.8%</td>
<td>1.6%</td>
<td>9.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>May '21</td>
<td>1.5%</td>
<td>1.8%</td>
<td>1.6%</td>
<td>9.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Early Jun '21</td>
<td>1.5%</td>
<td>1.8%</td>
<td>1.6%</td>
<td>9.4%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Late Jun '21</td>
<td>1.5%</td>
<td>1.8%</td>
<td>1.6%</td>
<td>9.4%</td>
<td>12.2%</td>
</tr>
</tbody>
</table>
What did (or will you) primarily do with that economic stimulus relief payment?

- Donate the money to charity: 0.8% (Early Jun '21), 0.8% (Late Jun '21)
- Pay an auto loan or lease: 2.0% (Early Jun '21), 2.0% (Late Jun '21)
- Pay credit card bills: 11.7% (Early Jun '21), 11.3% (Late Jun '21)
- Pay for household items (e.g., food, clothing): 11.7% (Early Jun '21), 11.9% (Late Jun '21)
- Pay for medical insurance or expenses: 2.3% (Early Jun '21), 2.3% (Late Jun '21)
- Pay rent or a mortgage: 9.2% (Early Jun '21), 10.7% (Late Jun '21)
- Pay utilities (e.g., electricity, gas): 7.9% (Early Jun '21), 8.1% (Late Jun '21)
- Save the money (e.g., in a savings account at your bank): 20.2% (Early Jun '21)
- Invest the money (e.g., in a mutual fund): 3.4% (Early Jun '21), 3.1% (Late Jun '21)
- Splurge on something fun (e.g., entertainment, restaurant, travel): 3.1% (Early Jun '21), 3.0% (Late Jun '21)
- Other: 5.3% (Early Jun '21), 5.2% (Late Jun '21)
- Don't know or not sure: 1.6% (Early Jun '21), 1.9% (Late Jun '21)
- N/A - Did not receive an economic stimulus relief payment: 21.2% (Early Jun '21), 21.7% (Late Jun '21)
RETAIL
LIKELIHOOD TO ORDER GROCERIES ONLINE STAYS CONSISTENT

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 '20: 10.6%
Apr '20: 8.6%
May '20: 4.4%
June '20: 3.8%
Early July '20: 2.5%
Late July '20: 2.1%
Aug '20: 15.1%
Sept '20: 11.9%
Oct '20: 12.0%
Late Nov '20: 14.2%
Late Dec '20: 14.6%
Early Feb '21: 11.3%
Late Feb '21: 14.8%
Early Mar '21: 11.4%
Late Mar '21: 6.8%
Early Apr '21: 2.6%
Late Apr '21: 2.1%
Early May '21: 6.7%
Late May '21: 9.9%
Early Jun '21: 3.3%
Late Jun '21: 2.6%
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)

- 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

June ’20: 57.0%
Early July ’20: 41.0%
Late July ’20: 36.7%
Aug ’20: 33.8%
Sept ’20: 27.5%
Oct ’20: 10.3%
Nov ’20: 7.7%
Dec ’20: 10.3%
Jan ’21: 3.5%
Feb ’21: 3.1%
Mar ’21: 4.0%
April ’21: 1.6%
May ’21: 2.4%
June ’21: 6.2%
July ’21: 0.9%
August ’21: 1.2%
September ’21: 1.2%
October ’21: 1.2%
November ’21: 0.9%
CONSUMERS INCREASING MAJOR PURCHASES TICKS UP SLIGHTLY THIS SUMMER

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)
TAKEOUT ORDERS AND DELIVERY ARE UP: POSSIBLY RELATED TO PICNICS AND POOLSIDE DINING

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

<table>
<thead>
<tr>
<th></th>
<th>Decreased to a large extent</th>
<th>Decreased to a moderate extent</th>
<th>Decreased to a small extent</th>
<th>Stayed the same</th>
<th>Increased to a small extent</th>
<th>Increased to a moderate extent</th>
<th>Increased to a large extent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order food or takeout for delivery</td>
<td>51.4%</td>
<td>33.2%</td>
<td>6.5%</td>
<td>5.9%</td>
<td>8.8%</td>
<td>4.6%</td>
<td>12.4%</td>
</tr>
</tbody>
</table>

Mar '20 | Apr '20 | May '20 | June '20 | Early July | Late July | Aug '20 | Sept '20 | Oct '20 | Late Nov | Late Dec | Early Feb | Late Feb | Early Apr | May '21 | Early Jun | Late Jun

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
NEARLY A THIRD OF CONSUMERS NO LONGER EXPECT IN-STORE PRECAUTIONS

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 customers wearing masks/gloves
- Knowledge of nightly disinfecting of stores
- All staff wearing masks/gloves
- Ability to pay without contact
- Curbside pick-up
- Vaccines having become widely available
- None of the above
CONSUMER WILLINGNESS TO GATHER AT CROWDED ACTIVITIES CONTINUES TO CLIMB

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

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

Aug '20 Sept '20 Oct '20 Late Nov '20 Late Dec '20 Early Feb '21 Late Feb '21 Early Apr '21 May '21 Early Jun '21 Late Jun '21

- 59.1% 17.8% 6.7% 4.4% 1.5% 1.5% 1.5% 1.5% 1.5% 1.5% 1.5%
- 58.8% 13.4% 6.7% 6.6% 3.1% 3.1% 3.1% 3.1% 3.1% 3.1% 3.1%
- 20.3% 14.6% 7.8% 5.7% 3.1% 3.1% 3.1% 3.1% 3.1% 3.1% 3.1%
- 27.9% 15.6% 10.7% 7.6% 4.6% 4.6% 4.6% 4.6% 4.6% 4.6% 4.6%
- 20.3% 14.6% 7.8% 5.7% 3.1% 3.1% 3.1% 3.1% 3.1% 3.1% 3.1%
ONLY 16% OF CONSUMERS ARE STILL AVOIDING RESTAURANTS DUE TO COVID

How frequently are you now dining in at restaurants?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Aug '20</th>
<th>Aug '20</th>
<th>Late Oct '20</th>
<th>Late Nov '20</th>
<th>Late Dec '20</th>
<th>Early Jan '21</th>
<th>Late Feb '21</th>
<th>Early Mar '21</th>
<th>Late Mar '21</th>
<th>Early Apr '21</th>
<th>Late Apr '21</th>
<th>May '21</th>
<th>Early Jun '21</th>
<th>Late Jun '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than once a week</td>
<td>42.9%</td>
<td>38.6%</td>
<td>11.1%</td>
<td>19.5%</td>
<td>11.1%</td>
<td>10.3%</td>
<td>16.6%</td>
<td>23.6%</td>
<td>28.1%</td>
<td>29.1%</td>
<td>19.6%</td>
<td>19.1%</td>
<td>22.6%</td>
<td></td>
</tr>
<tr>
<td>Once a week</td>
<td>20.4%</td>
<td>8.2%</td>
<td>3.3%</td>
<td>3.6%</td>
<td>10.9%</td>
<td>6.0%</td>
<td>4.3%</td>
<td>4.0%</td>
<td>5.0%</td>
<td>7.4%</td>
<td>5.0%</td>
<td>3.5%</td>
<td>3.5%</td>
<td></td>
</tr>
<tr>
<td>Once a month</td>
<td>11.3%</td>
<td>5.6%</td>
<td>3.3%</td>
<td>3.6%</td>
<td>10.9%</td>
<td>6.0%</td>
<td>4.3%</td>
<td>4.0%</td>
<td>5.0%</td>
<td>7.4%</td>
<td>5.0%</td>
<td>3.5%</td>
<td>3.5%</td>
<td></td>
</tr>
<tr>
<td>Less than once a year</td>
<td>3.3%</td>
<td>2.7%</td>
<td>3.2%</td>
<td>3.6%</td>
<td>10.9%</td>
<td>6.0%</td>
<td>4.3%</td>
<td>4.0%</td>
<td>5.0%</td>
<td>7.4%</td>
<td>5.0%</td>
<td>3.5%</td>
<td>3.5%</td>
<td></td>
</tr>
<tr>
<td>Less than once a year</td>
<td>3.3%</td>
<td>2.7%</td>
<td>3.2%</td>
<td>3.6%</td>
<td>10.9%</td>
<td>6.0%</td>
<td>4.3%</td>
<td>4.0%</td>
<td>5.0%</td>
<td>7.4%</td>
<td>5.0%</td>
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<td>Less than once a year</td>
<td>3.3%</td>
<td>2.7%</td>
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<td>10.9%</td>
<td>6.0%</td>
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Resonate COVID-19 and Emerging Trends Consumer Flash Study: Wave 17, July 2021
SHARP DROP IN AMERICANS WHO NEED PRECAUTIONS TO FEEL COMFORTABLE IN CROWDS

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 the rate of deaths/infections significantly decrease
- When a vaccine becomes widely available
- Forced social distancing
- Everyone wearing masks/gloves
- Never
- Don’t know or not sure
27% INCREASE SINCE WINTER OF CONSUMERS BROWSING IN STORE

Which of the following shopping preferences are now important to you?
38% 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

August '20: 13.0%
September '20: 16.8%
October '20: 16.4%
Late November '20: 13.7%
Late December '20: 16.7%
Early February '21: 13.8%
Late February '21: 16.9%
Early April '21: 13.5%
May '21: 13.7%
Early June '21: 16.2%
Late June '21: 13.7%
70% OF CONSUMERS ARE HAPPY TO PICK OUT THEIR PRODUCE IN PERSON AGAIN (NO MORE ACCIDENTAL ORDERS OF 25 BANANAS!)

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.
ELECTRONICS AND CLOTHING REMAIN POPULAR ITEMS TO SHOP FOR ONLINE

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

- Clothing
- Groceries
- Electronics
- Household products (cleaners, detergents, etc.)
- Beauty
- Music, games, books
- Health
- Pet
- Other
- None of the above

Percentage of responses:

- Early Jun '21: 25.5% Clothing, 24.1% Groceries, 25.3% Electronics, 28.6% Household products, 26.0% Beauty, 22.0% Music, games, books, 22.4% Health, 22.6% Pet, 11.2% Other, 10.1% None of the above
- Late Jun '21: 44.1% Clothing, 41.9% Electronics, 30.4% Household products, 26.0% Beauty, 22.4% Music, games, books, 22.4% Health, 22.6% Pet, 10.4% Other, 10.1% None of the above
MORE THAN 3 IN 4 GROCERY SHOPPING IN-STORE

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

- Clothing: 51.8% (Early Jun '21), 53.3% (Late Jun '21)
- Groceries: 75.3% (Early Jun '21), 76.1% (Late Jun '21)
- Electronics: 26.6% (Early Jun '21), 26.1% (Late Jun '21)
- Household products (cleaners, detergents, etc.): 48.0% (Early Jun '21), 47.4% (Late Jun '21)
- Beauty: 27.2% (Early Jun '21), 27.7% (Late Jun '21)
- Music, games, books: 14.0% (Early Jun '21), 13.6% (Late Jun '21)
- Health: 35.1% (Early Jun '21), 33.2% (Late Jun '21)
- Pet: 6.4% (Early Jun '21), 6.3% (Late Jun '21)
- Other: 6.3% (Early Jun '21), 5.8% (Late Jun '21)
- None of the above: 6.3% (Early Jun '21), 6.3% (Late Jun '21)
ONLINE GROCERY DELIVERY LOSING GROUND AS CUSTOMERS HEAD BACK TO STORES

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.)?

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Early Jun '21</th>
<th>Late Jun '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all likely</td>
<td>40.1%</td>
<td>38.4%</td>
</tr>
<tr>
<td>Slightly likely</td>
<td>17.9%</td>
<td>20.4%</td>
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<tr>
<td>Moderately likely</td>
<td>19.9%</td>
<td>20.9%</td>
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<tr>
<td>Very likely</td>
<td>11.2%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Completely likely</td>
<td>10.9%</td>
<td>10.1%</td>
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</table>
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.)?

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Early Jun '21</th>
<th>Late Jun '21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all likely</td>
<td>47.4%</td>
<td>45.9%</td>
</tr>
<tr>
<td>Slightly likely</td>
<td>18.1%</td>
<td>20.8%</td>
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<tr>
<td>Moderately likely</td>
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<td>19.4%</td>
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<tr>
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<tr>
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</table>
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?

- Not at all likely: 45.8% (Early Jun '21), 45.5% (Late Jun '21)
- Slightly likely: 18.9% (Early Jun '21), 20.3% (Late Jun '21)
- Moderately likely: 18.2% (Early Jun '21), 19.0% (Late Jun '21)
- Very likely: 9.8% (Early Jun '21), 8.3% (Late Jun '21)
- Completely likely: 7.3% (Early Jun '21), 6.8% (Late Jun '21)
CONVENIENCE TOPS LIST OF REASONS TO ORDER GROCERIES ONLINE

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

- Saves time: 14.2% Early Jun '21, 13.2% Late Jun '21
- Socially distant: 7.7% Early Jun '21, 9.9% Late Jun '21
- Unable to go in person: 8.6% Early Jun '21, 8.5% Late Jun '21
- No rush while ordering online: 9.4% Early Jun '21, 9.3% Late Jun '21
- Convenience: 17.1% Early Jun '21, 15.8% Late Jun '21
- Don’t have to take kid(s) to the store: 3.7% Early Jun '21, 4.0% Late Jun '21
- Easier to choose groceries: 8.3% Early Jun '21, 7.9% Late Jun '21
- Can schedule delivery time: 11.2% Early Jun '21, 10.5% Late Jun '21
- Reduces food waste: 4.0% Early Jun '21, 3.5% Late Jun '21
- Other: 1.5% Early Jun '21, 1.5% Late Jun '21

Saves time
Socially distant
Unable to go in person
No rush while ordering online
Convenience
Don’t have to take kid(s) to the store
Easier to choose groceries
Can schedule delivery time
Reduces food waste
Other

Early Jun '21
Late Jun '21
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 less likely to purchase from that brand
- Moderately less likely to purchase from that brand
- Slightly less likely to purchase from that brand
- Unchanged in likelihood to purchase from that brand
- Slightly more likely to purchase from that brand
- Moderately more likely to purchase from that brand
- Much more likely to purchase from that brand
ONLINE PRIVACY
AMERICANS STARTING TO WONDER IF THEY SHOULD DO MORE TO PROTECT 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% (Early Jun '21) vs. 42.2% (Late Jun '21)
- No, I would like to be doing more: 30.7% (Early Jun '21) vs. 33.4% (Late Jun '21)
- Don't know, unsure if I am doing enough: 23.3% (Early Jun '21) vs. 24.4% (Late Jun '21)
MOST AMERICANS BELIEVE IT'S ON THEM TO PROTECT THEIR INFORMATION ONLINE

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?
TRENDS TO WATCH: UPTICK IN SUPPORT FOR SOCIAL SAFETY NET FOLLOWING TAPERING?

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)
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 — and it requires doing so in a way that utilizes proprietary, privacy-safe first-party data. 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 PRIVACY-SAFE 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 AI-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 AI-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