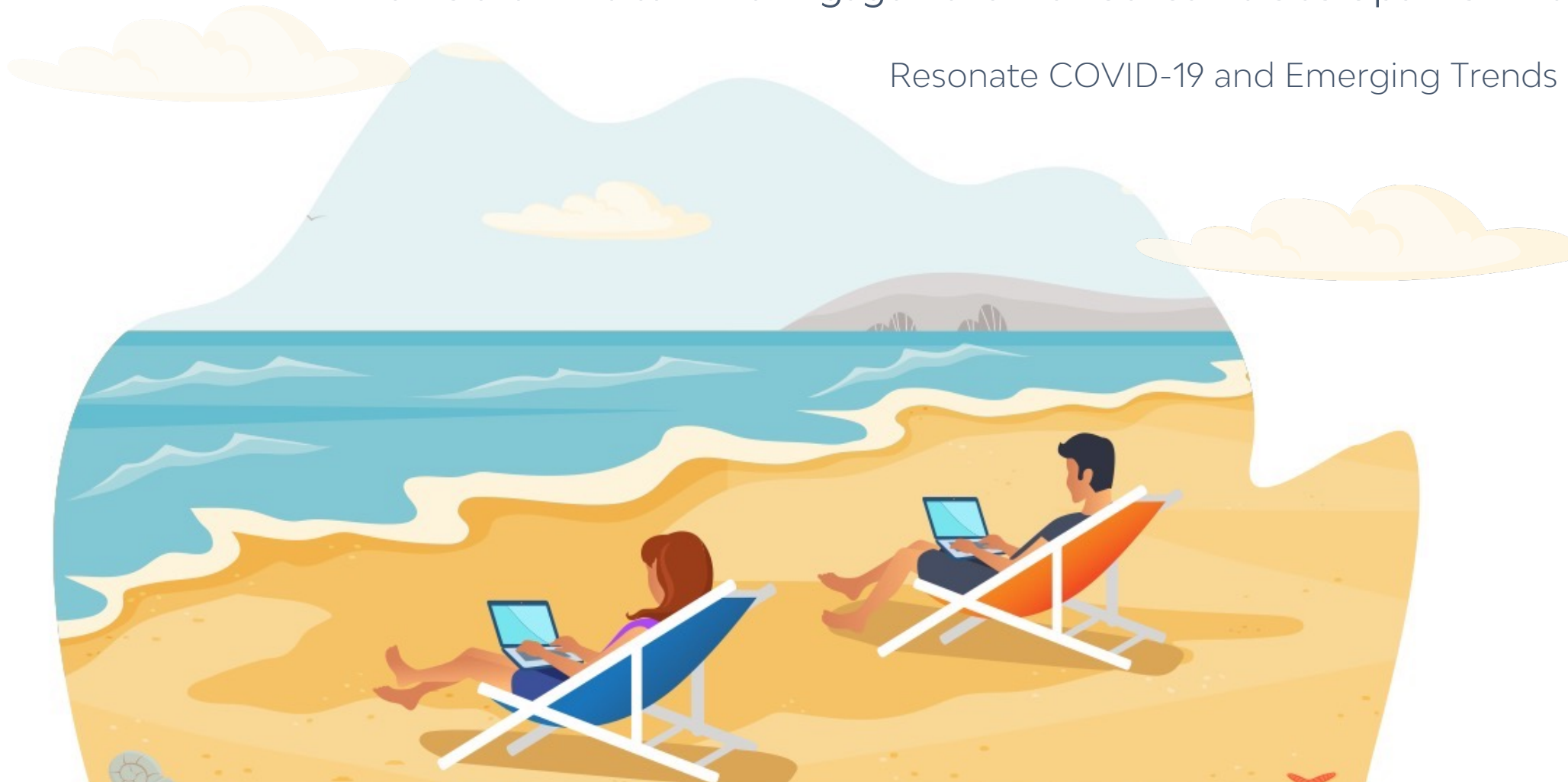


# Consumers are Embracing the Wave of Normalcy

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





# INTRODUCTION

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.**



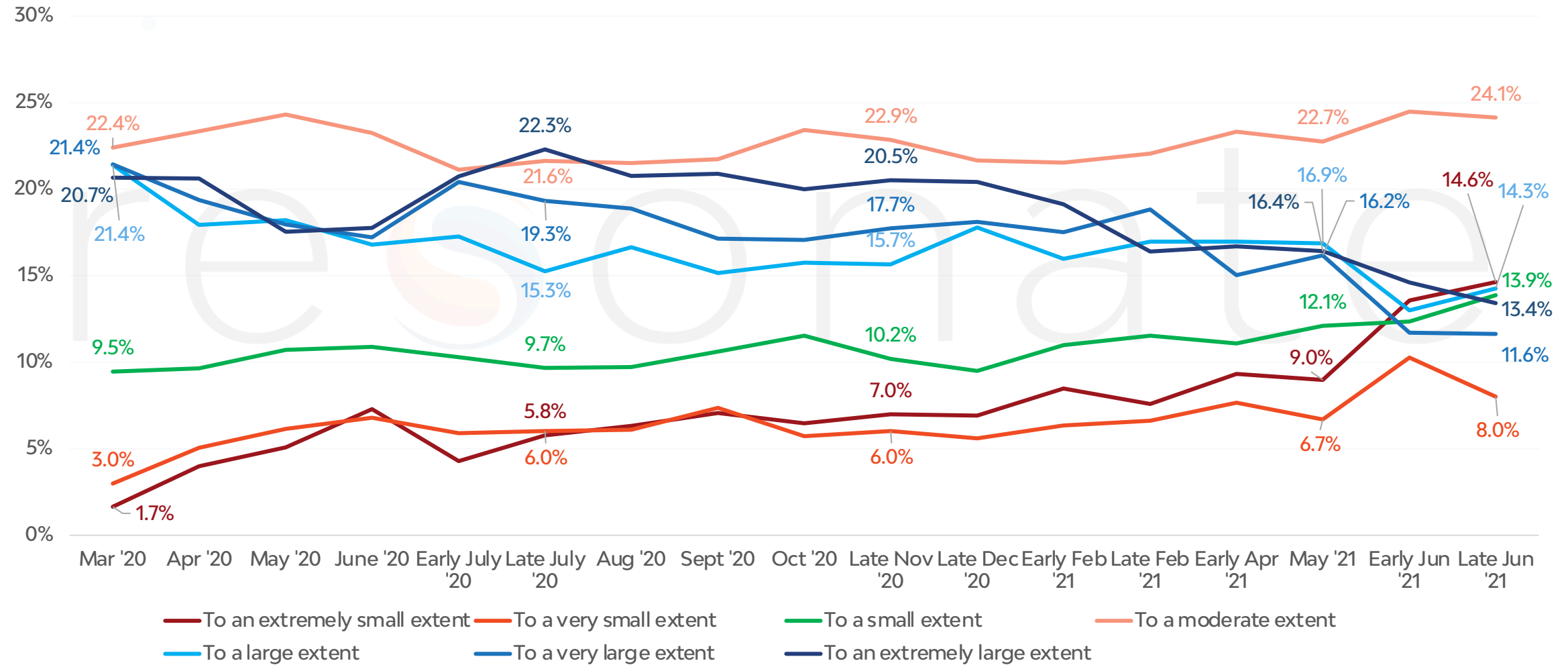
See it in Action

The background is a solid blue color with a subtle, abstract pattern of swirling, concentric lines in a slightly lighter shade of blue, creating a sense of motion and depth.

# GENERAL

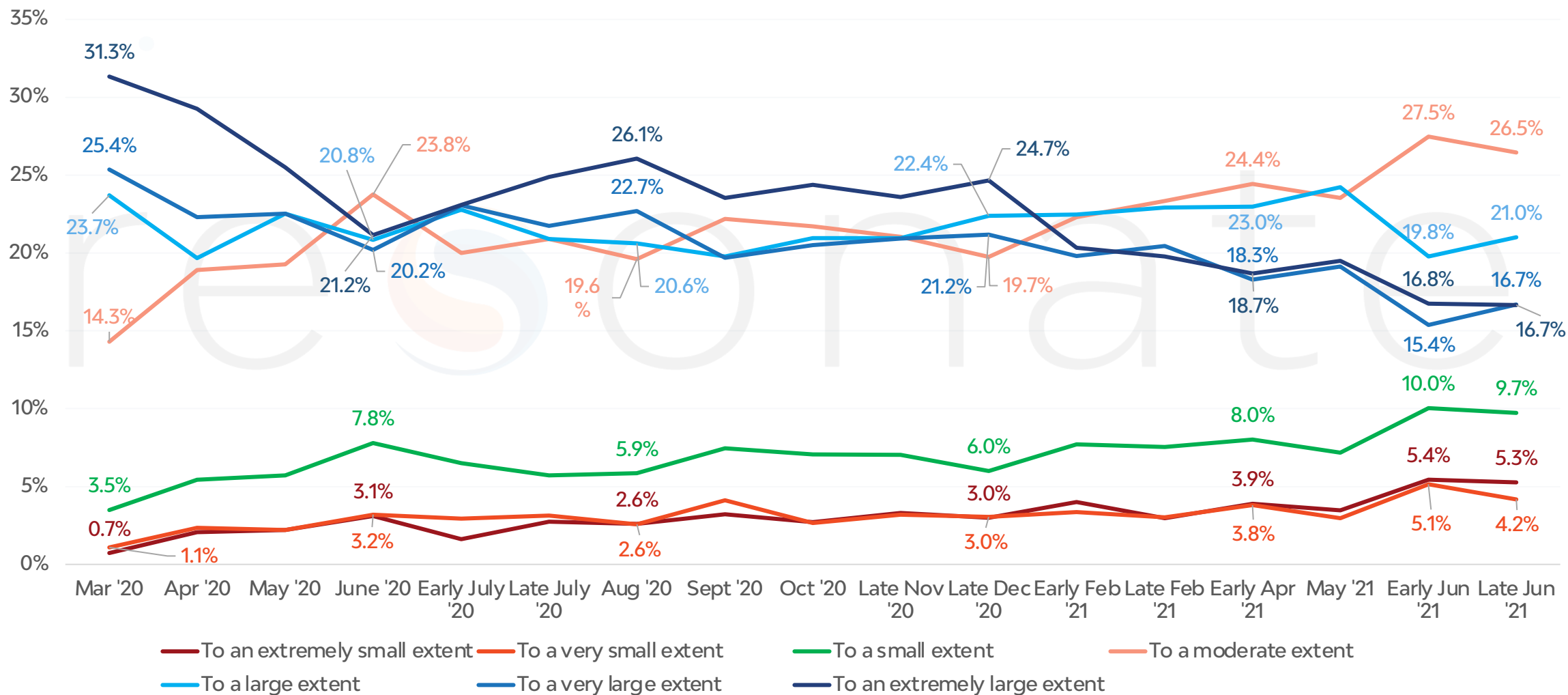
## THOSE CONCERNED ABOUT COVID HEALTH CONSEQUENCES TO LARGE EXTENT DOWN 20% SINCE MAY

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



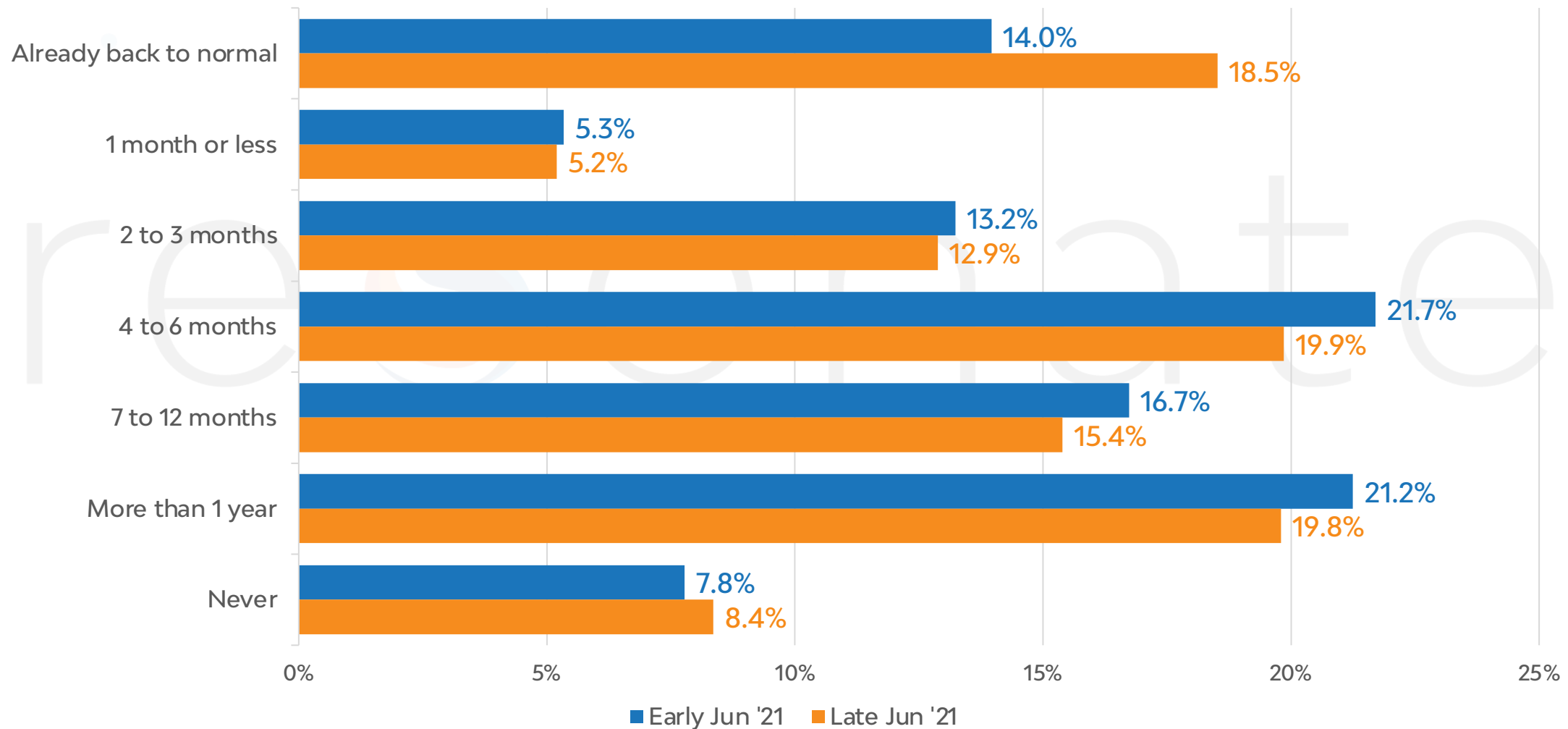
# THOSE CONCERNED ABOUT COVID ECONOMIC CONSEQUENCES TO LARGE EXTENT DOWN 13% SINCE MAY

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



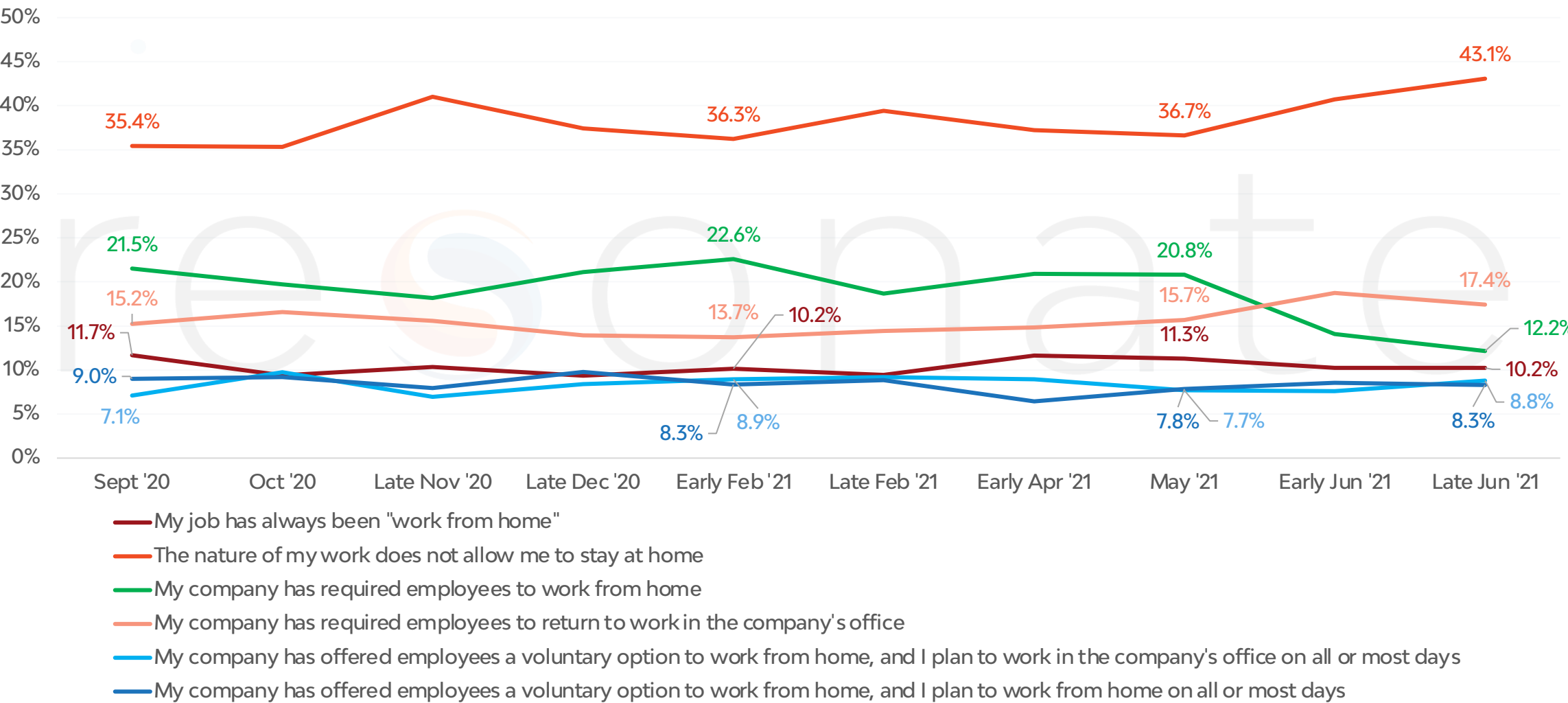
# NEARLY 1 IN 5 AMERICANS CONSIDER LIFE ALREADY BACK TO NORMAL

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



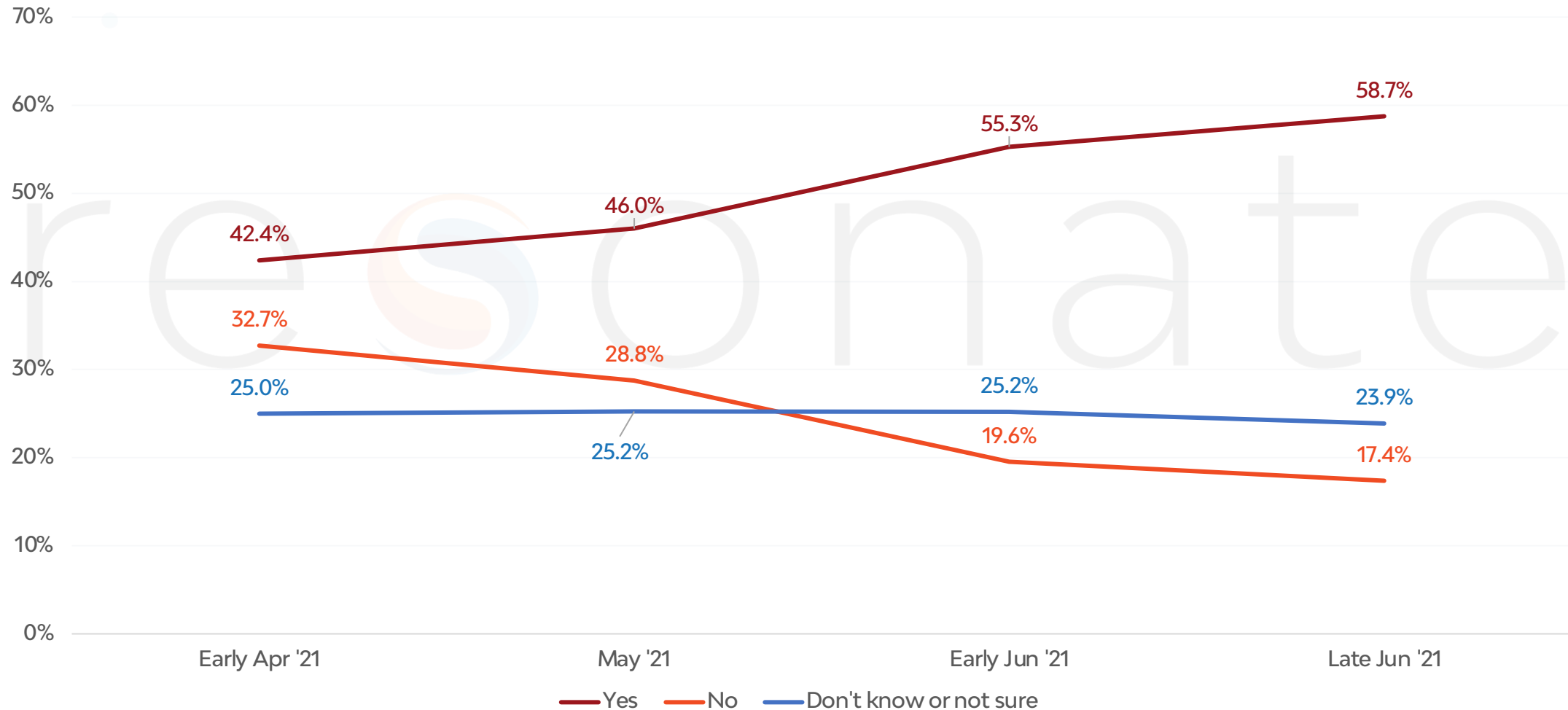
# NUMBER OF PEOPLE REQUIRED BY THEIR COMPANIES TO WORK FROM HOME DOWN 42% SINCE MAY

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



# AMERICANS WHO WANT SCHOOLING IN PERSON UP 27% SINCE MAY

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?



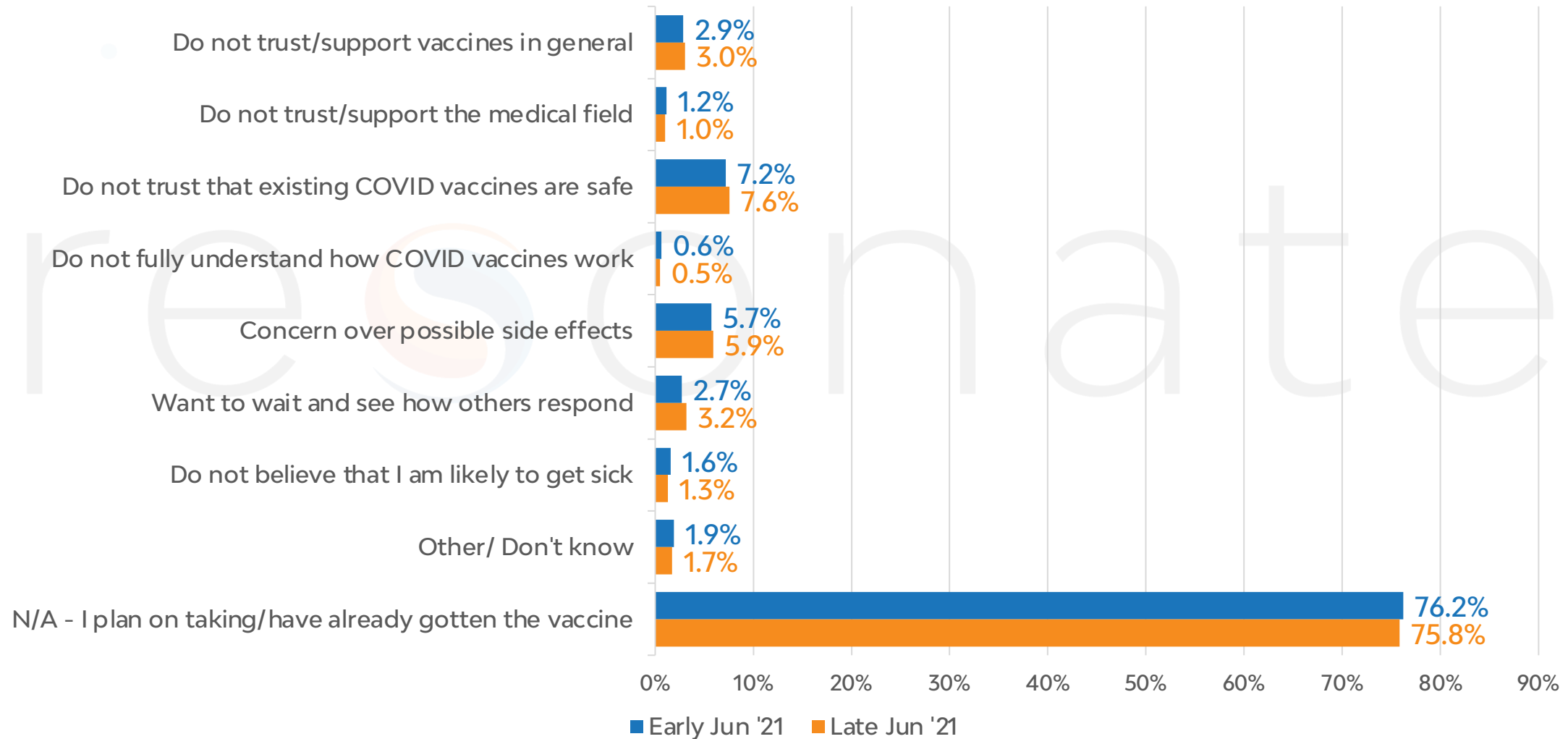


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VACCINE

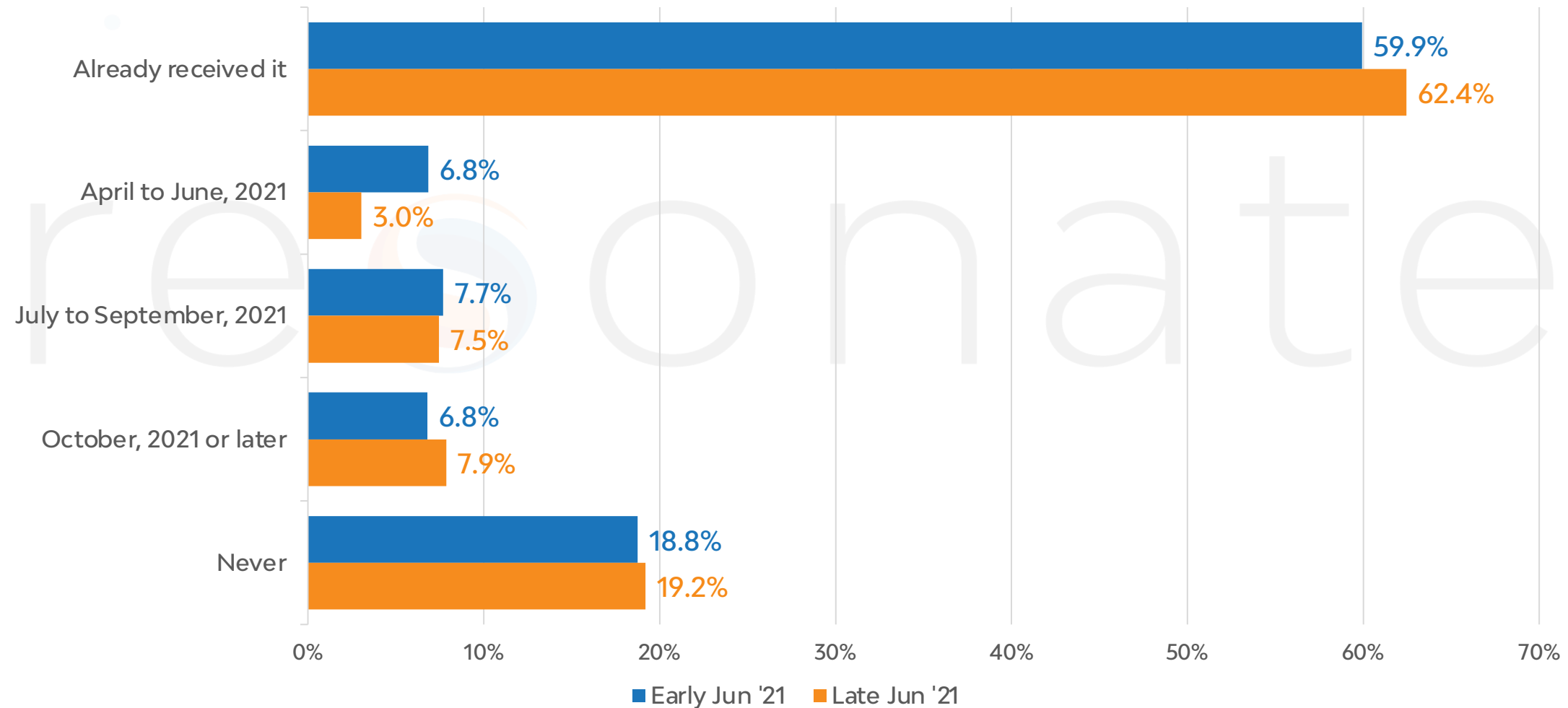
# SIDE EFFECTS AND LACK OF TRUST TOP REASONS FOR VACCINE HESITANCY

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



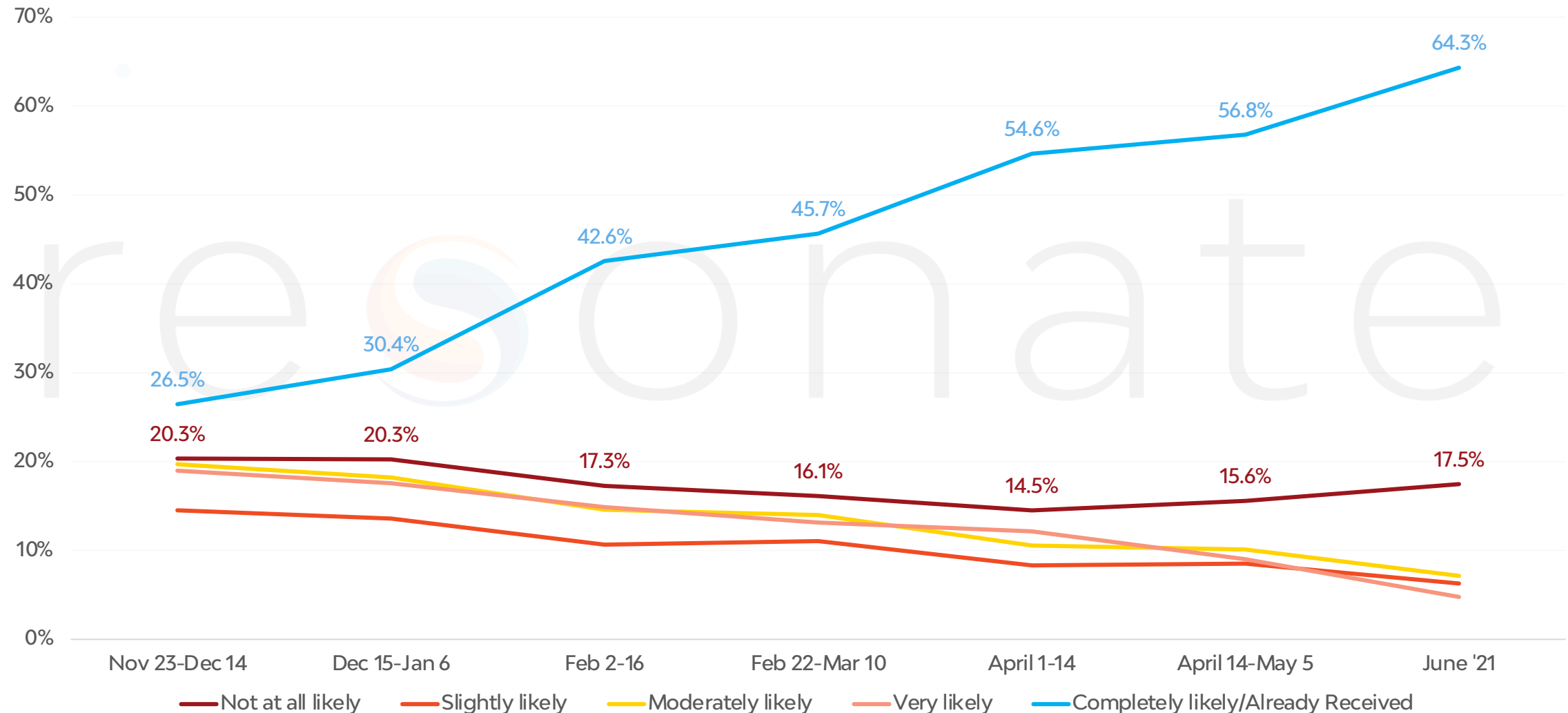
# NEARLY 1 IN 7 AMERICANS STILL PLAN TO GET VACCINATED

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



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

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

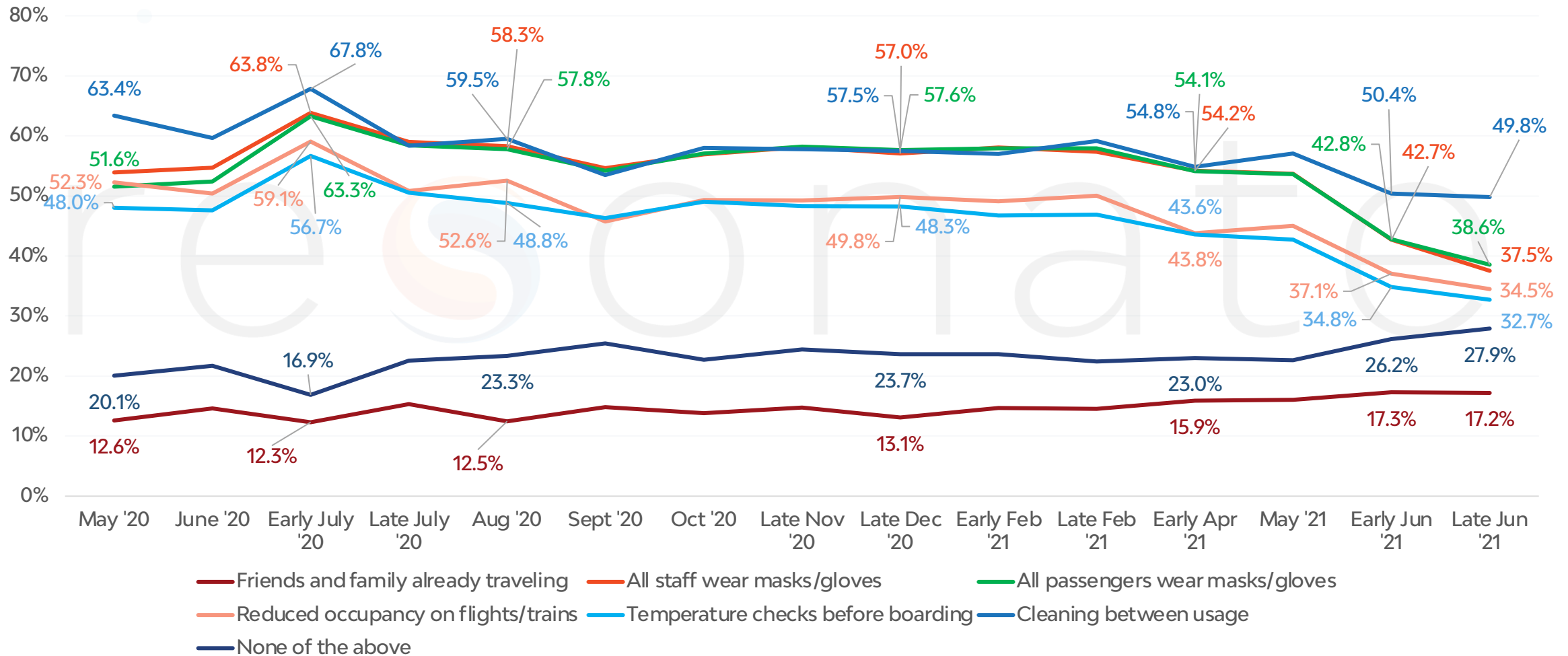


The image features a solid blue background. In the center, the word "TRAVEL" is written in a white, bold, sans-serif font. Behind the text, there are several overlapping, light blue, wavy lines that create a sense of motion and depth, resembling stylized waves or a dynamic pattern.

TRAVEL

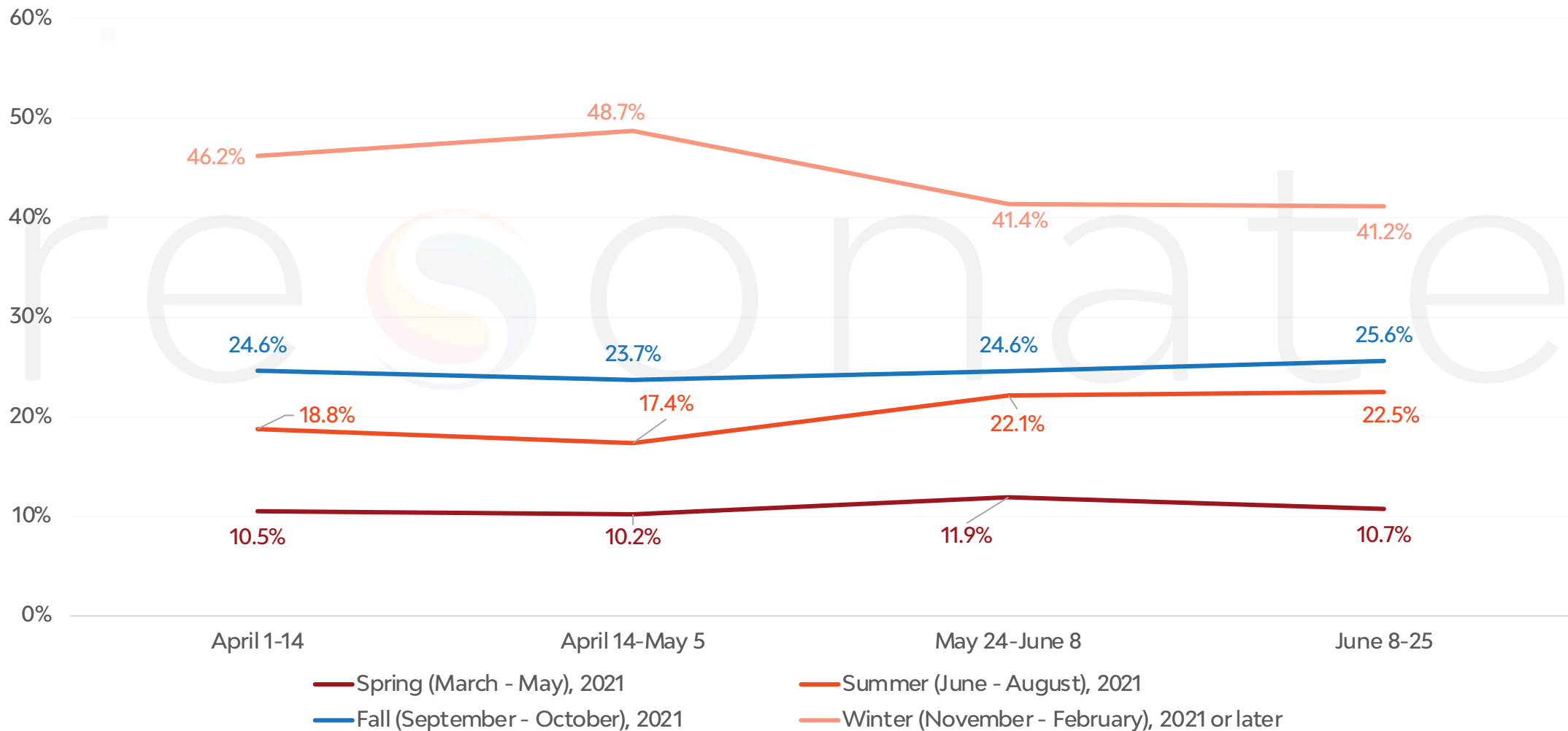
# NEARLY 30% OF TRAVELERS NO LONGER EXPECT COVID PRECAUTIONS

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



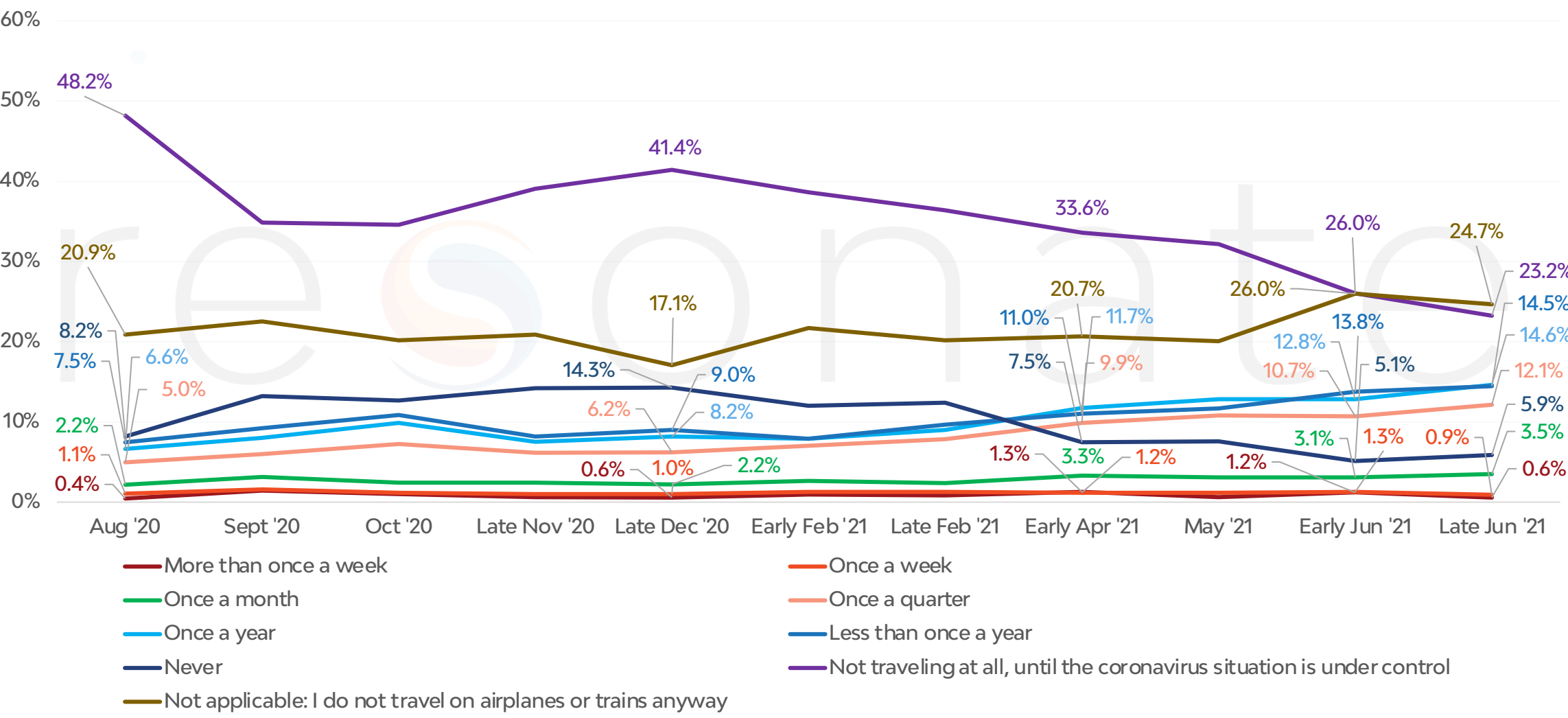
# 14% INCREASE SINCE MAY: BUSINESS TRAVEL TO RETURN BY FALL

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



# THOSE NOT FLYING DUE TO PANDEMIC DOWN 19% SINCE MAY

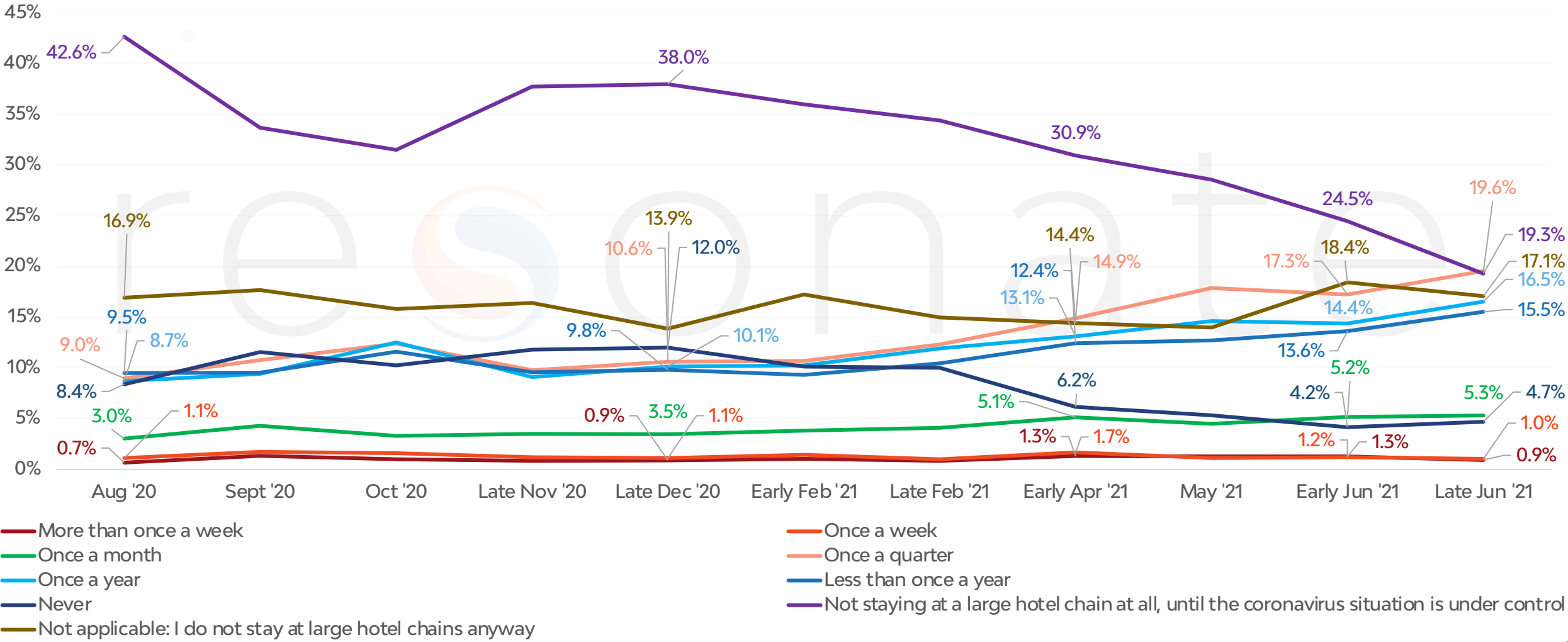
How frequently are you **now** traveling on an airplane or train?





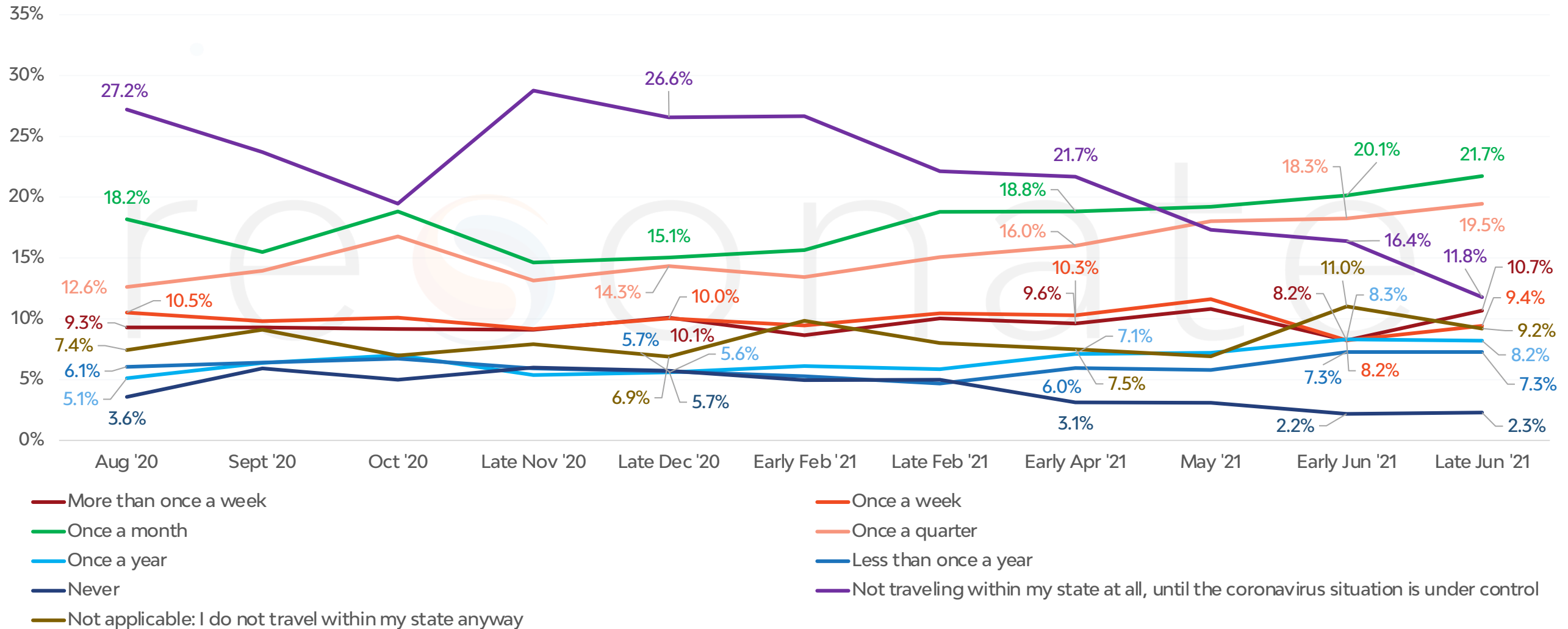
# MORE TRAVELERS NOW WILLING TO STAY AT LARGE HOTELS

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



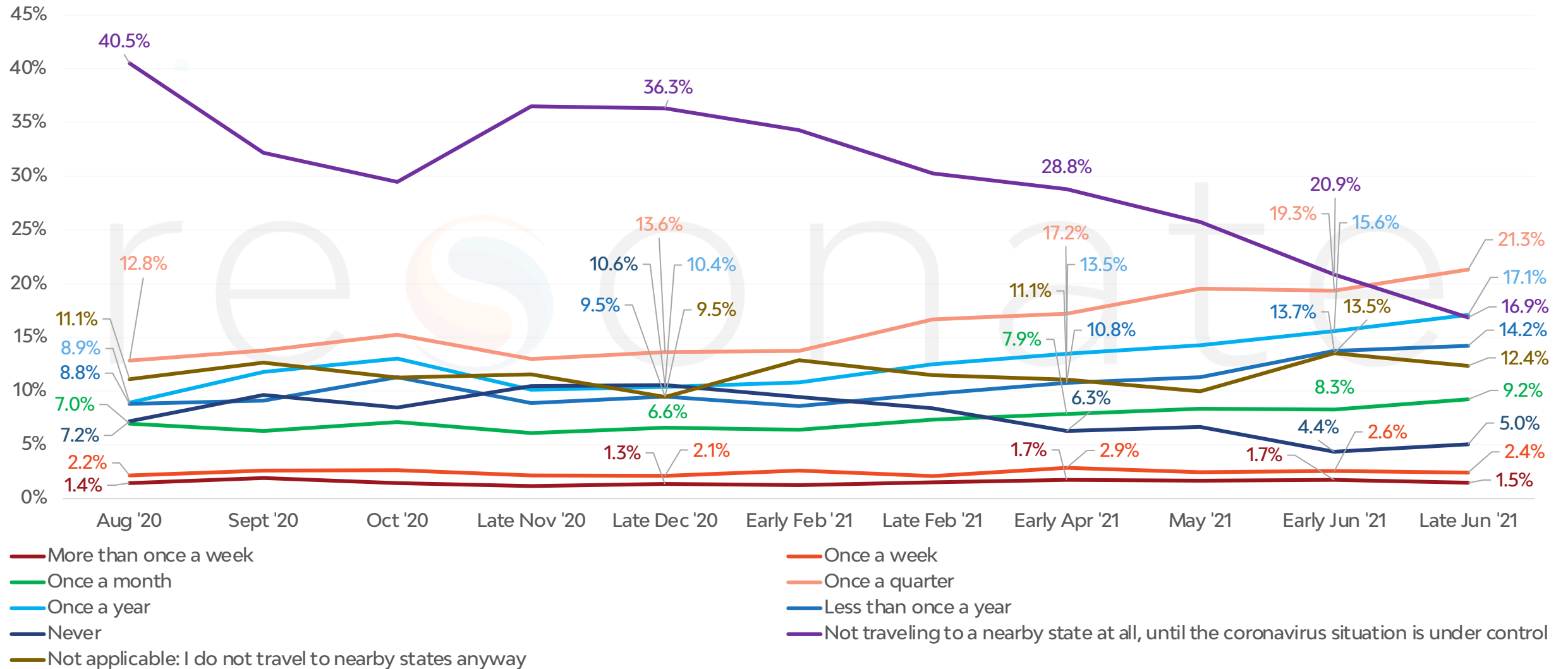
# 28% NOW TRAVELING WITHIN THEIR STATE 1x/MONTH OR MORE

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



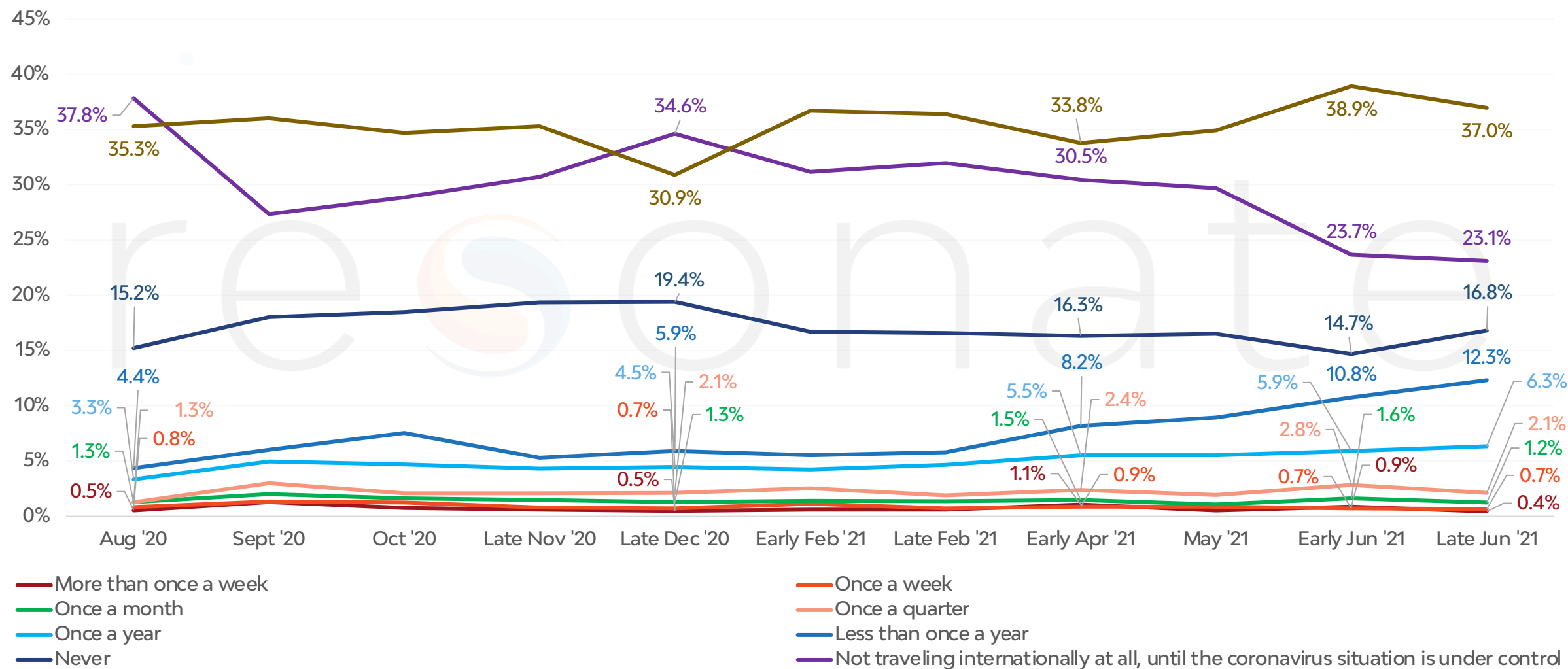
# THOSE NOT TRAVELING TO OTHER STATES DUE TO PANDEMIC DOWN TO 17%

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



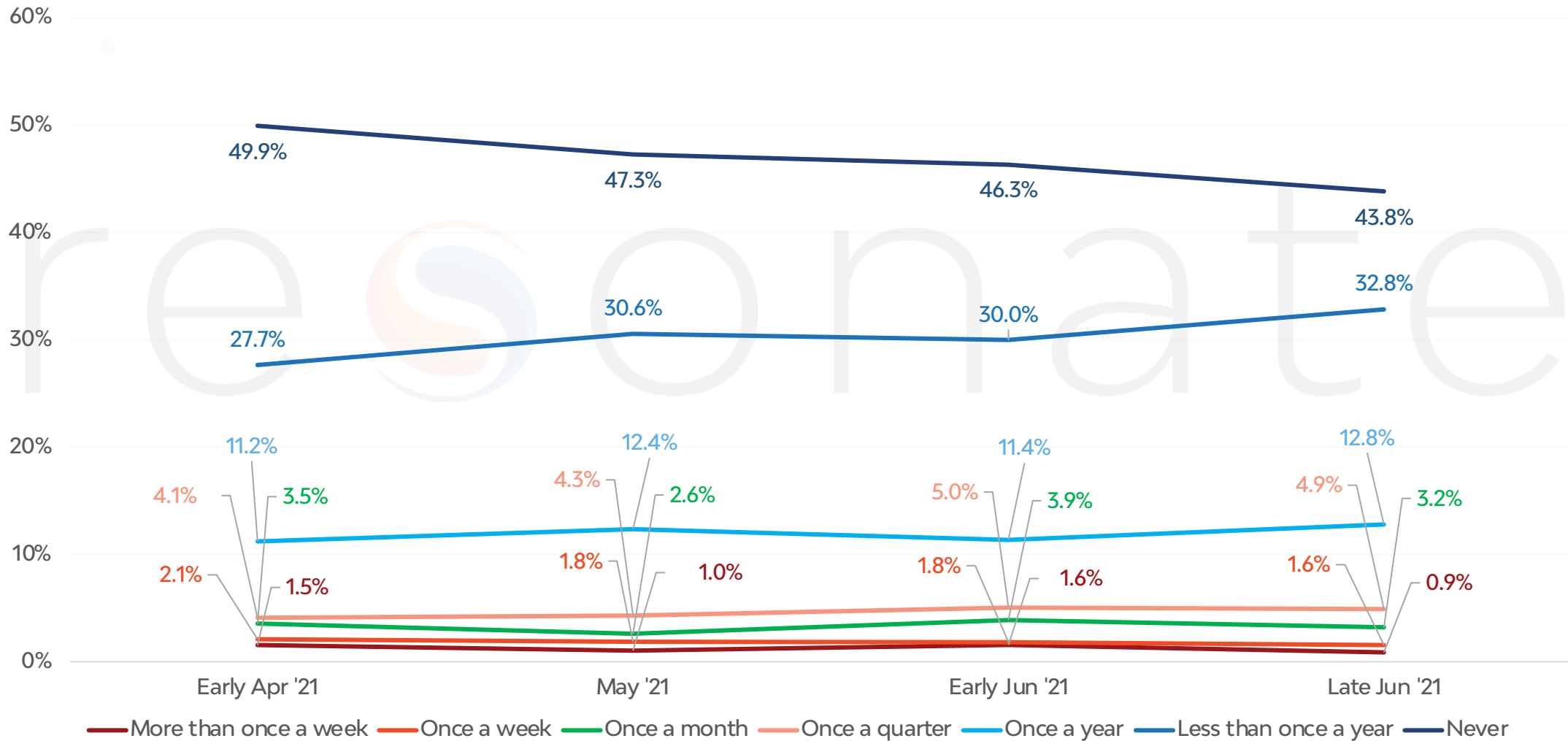
# SLIGHT UPTICK IN TRAVELERS VENTURING ABROAD

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



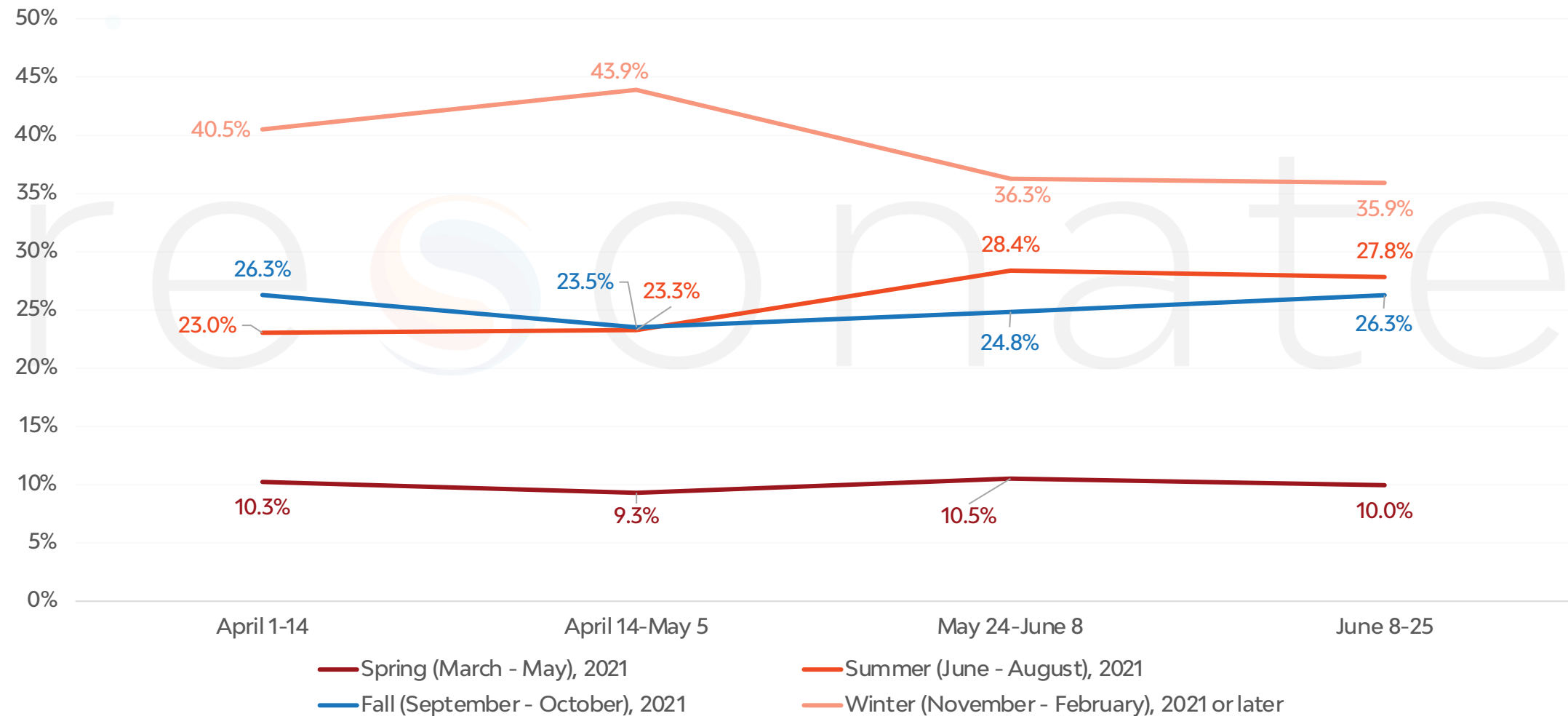
# THEME PARK “FREQUENT FLYERS” VISITS TRENDING UPWARDS

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"?**

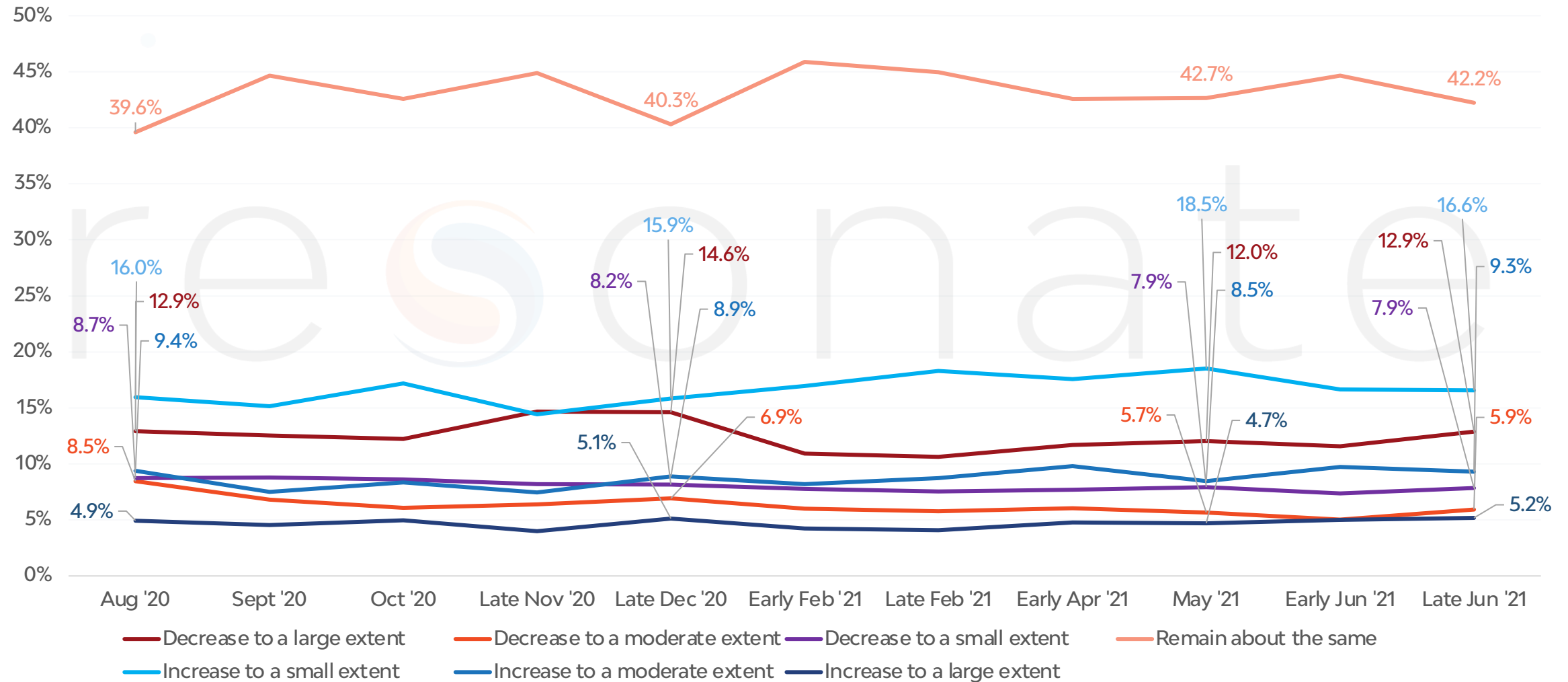


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FINANCIAL

# 1 IN 4 CONSUMERS SAVING LESS MONEY

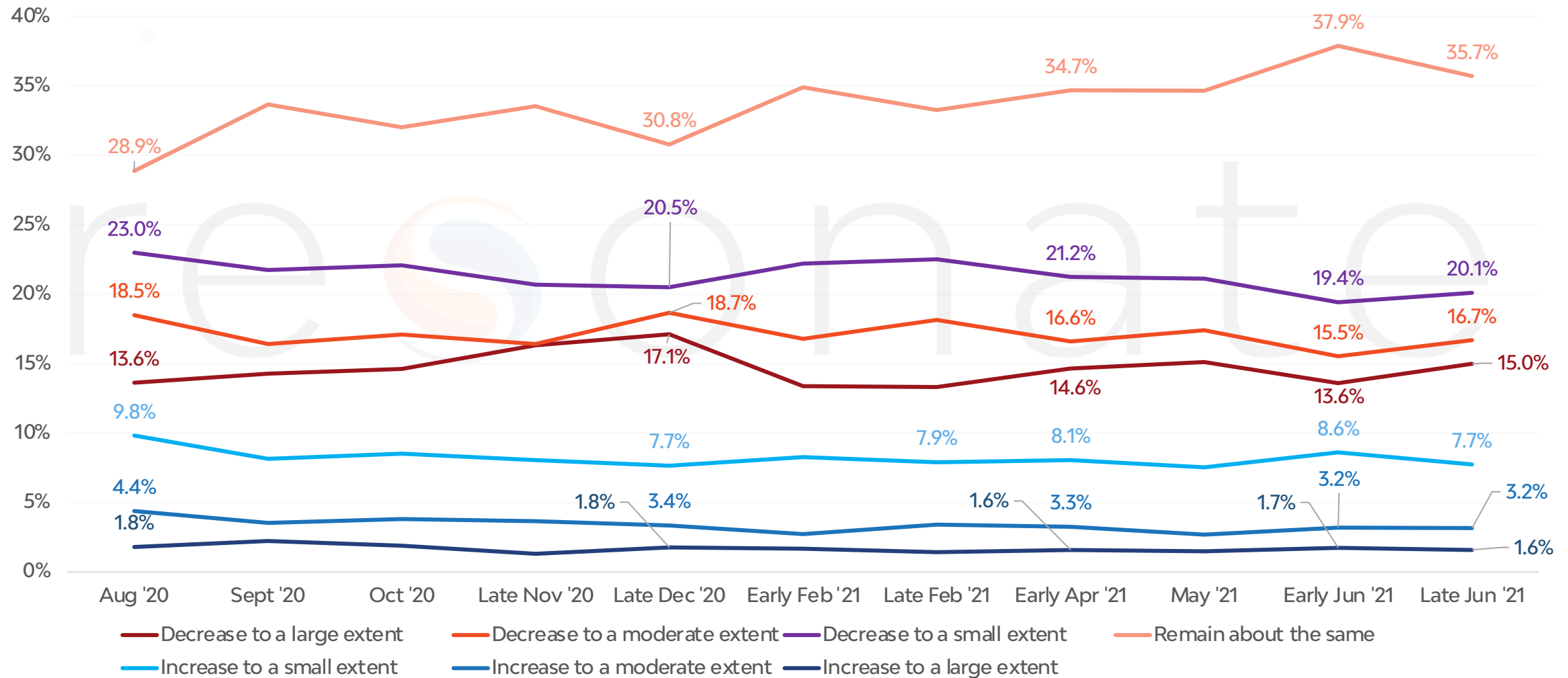
As a result of the coronavirus situation, how have you changed your **financial habit of saving**?





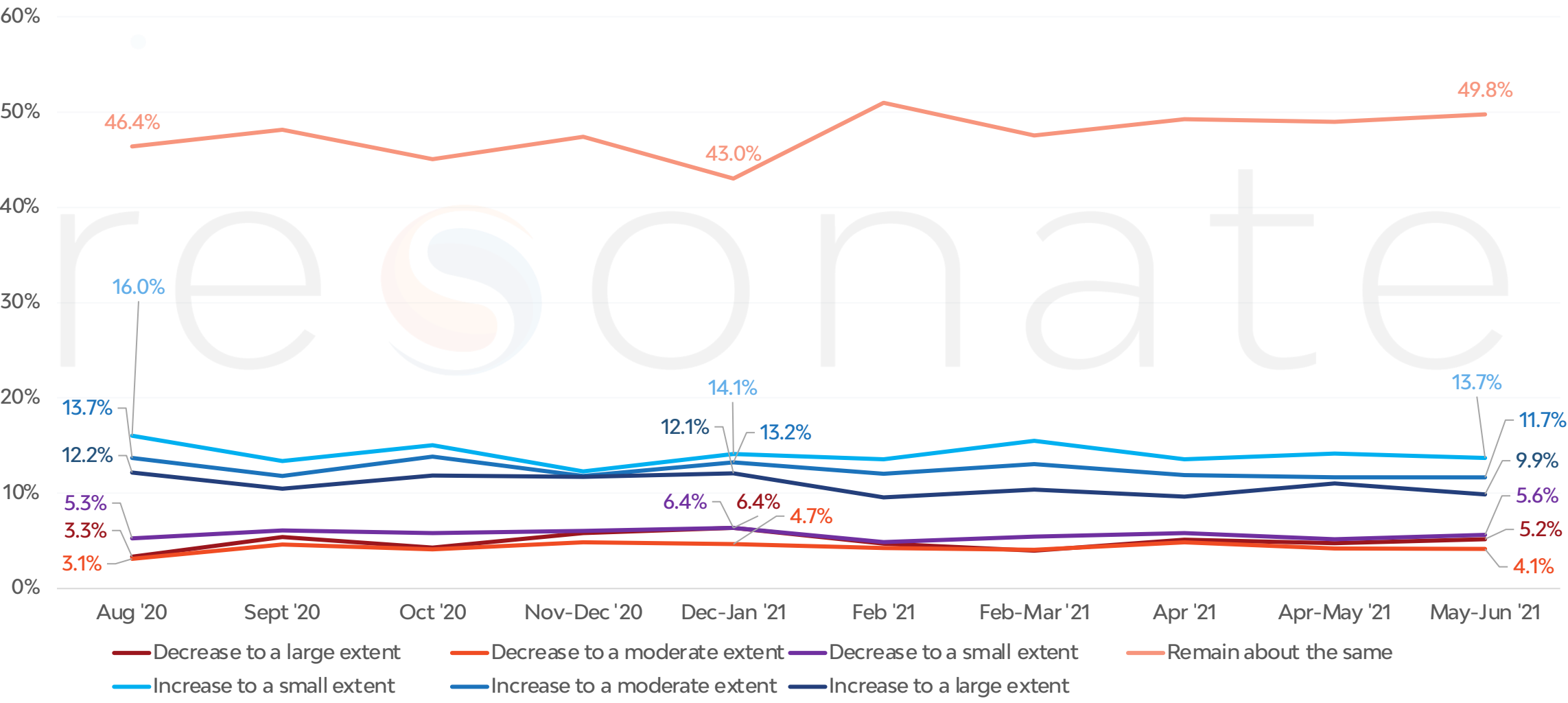
# CONSUMER SPENDING LEVELING OUT AFTER SPRING SPIKE

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



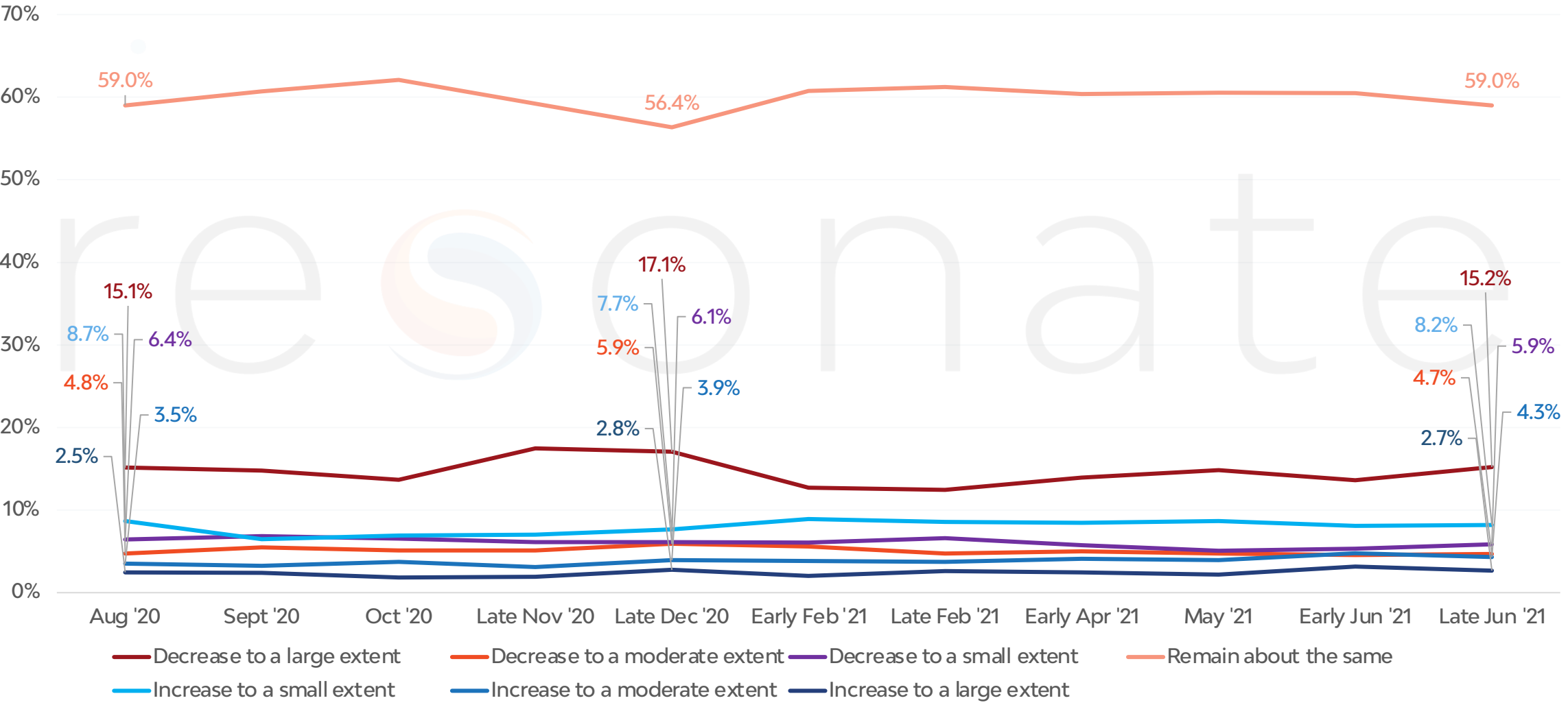
# CONSUMER BUDGETING DECREASES SLIGHTLY FROM APRIL TO MAY

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



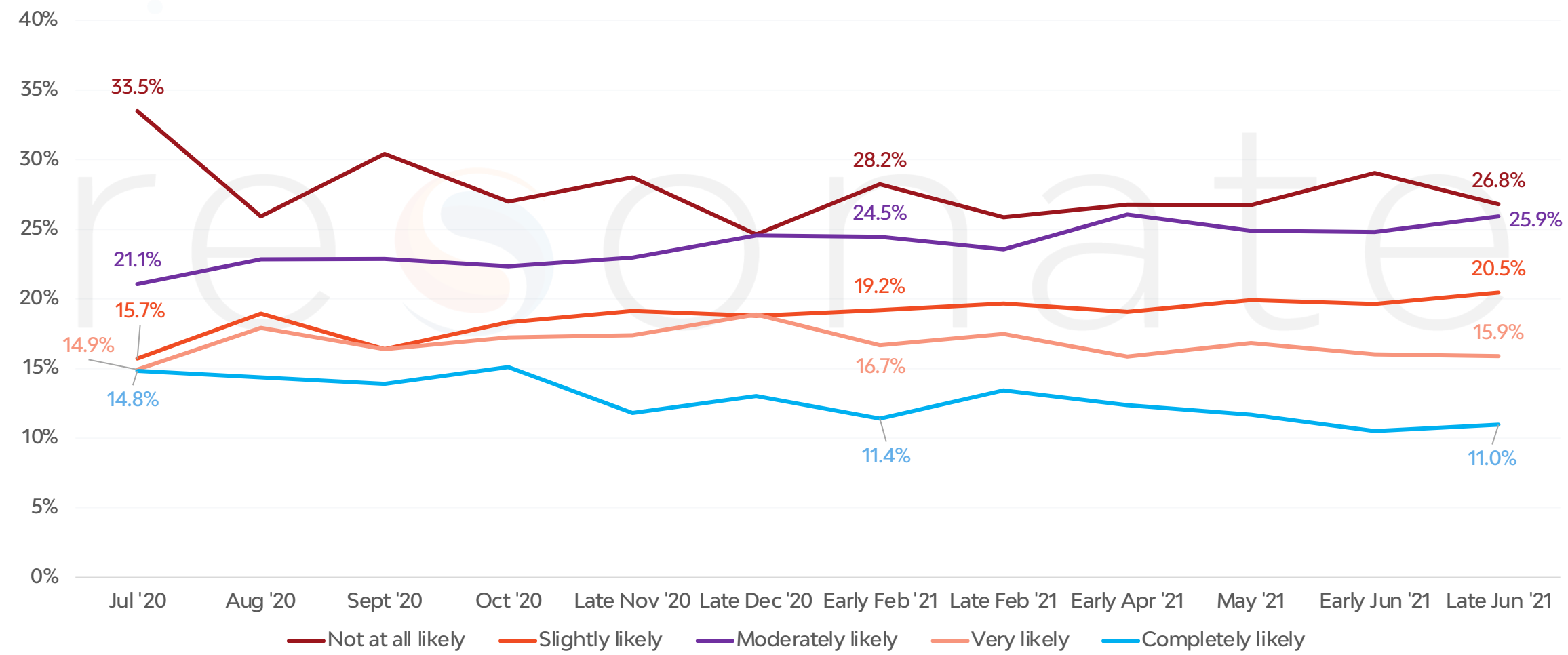
# TRENDS TO WATCH: LESS \$\$ GOING INTO RETIREMENT ACCOUNTS AS SOCIAL EXPENSES RETURN?

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



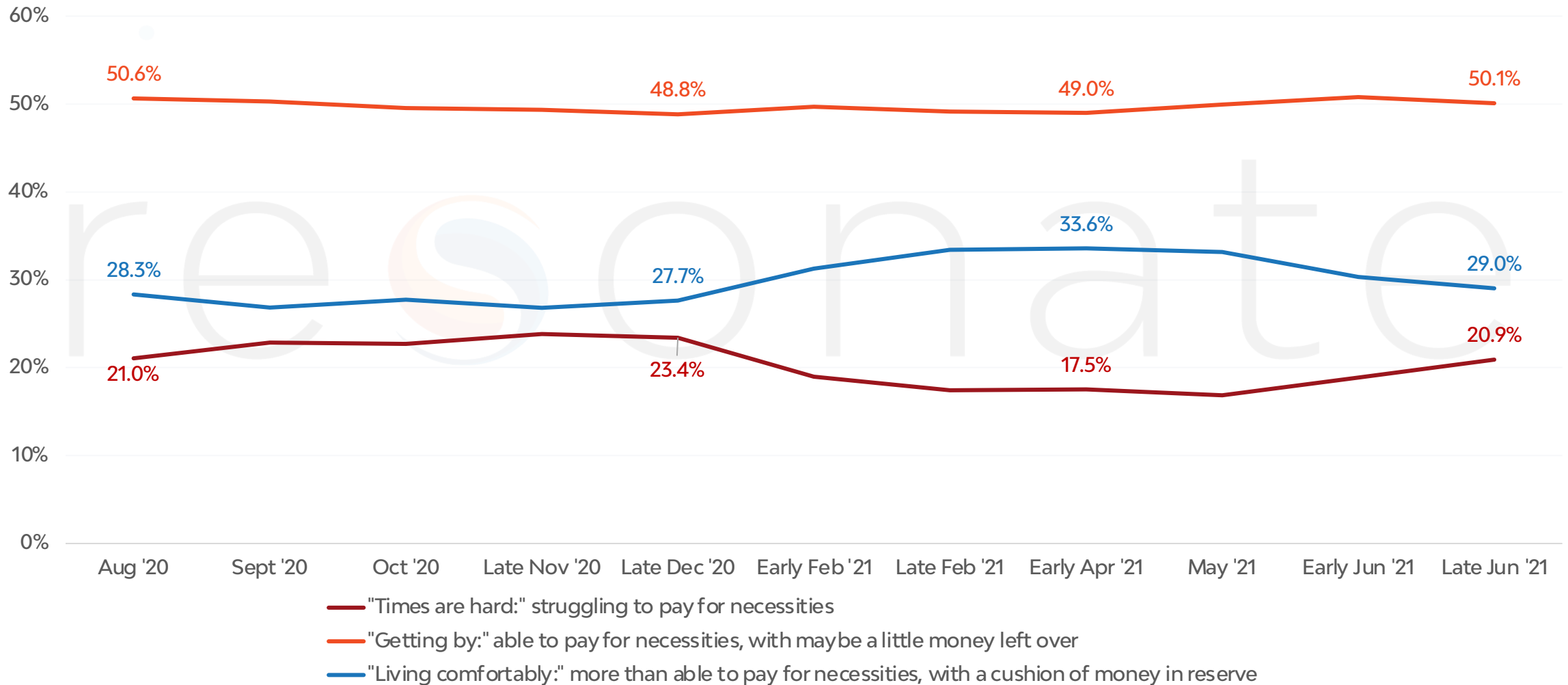
# 1 IN 4 CONSUMERS DON'T FEEL THE NEED TO USE CONTACTLESS PAYMENT TO AVOID COVID

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?



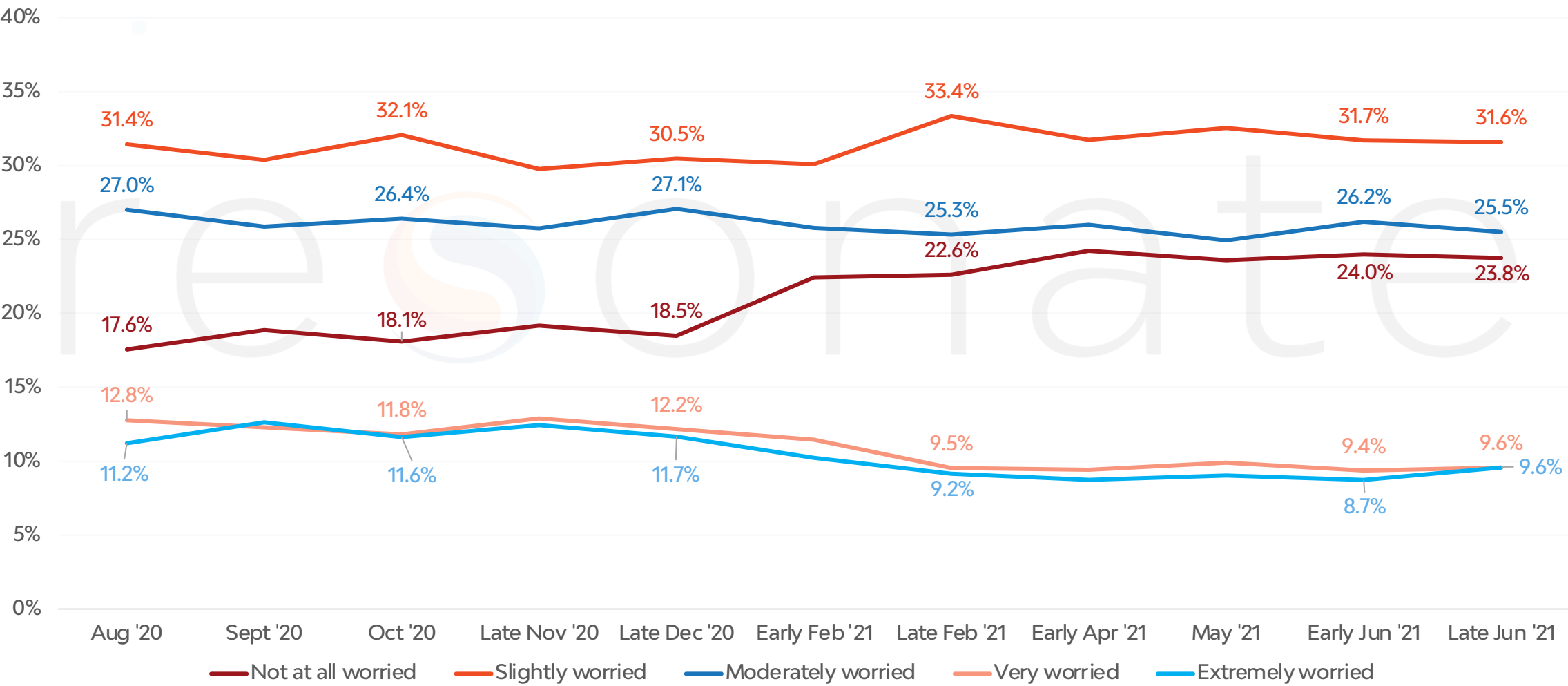
## NEARLY 1 IN 5 STRUGGLING FINANCIALLY

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



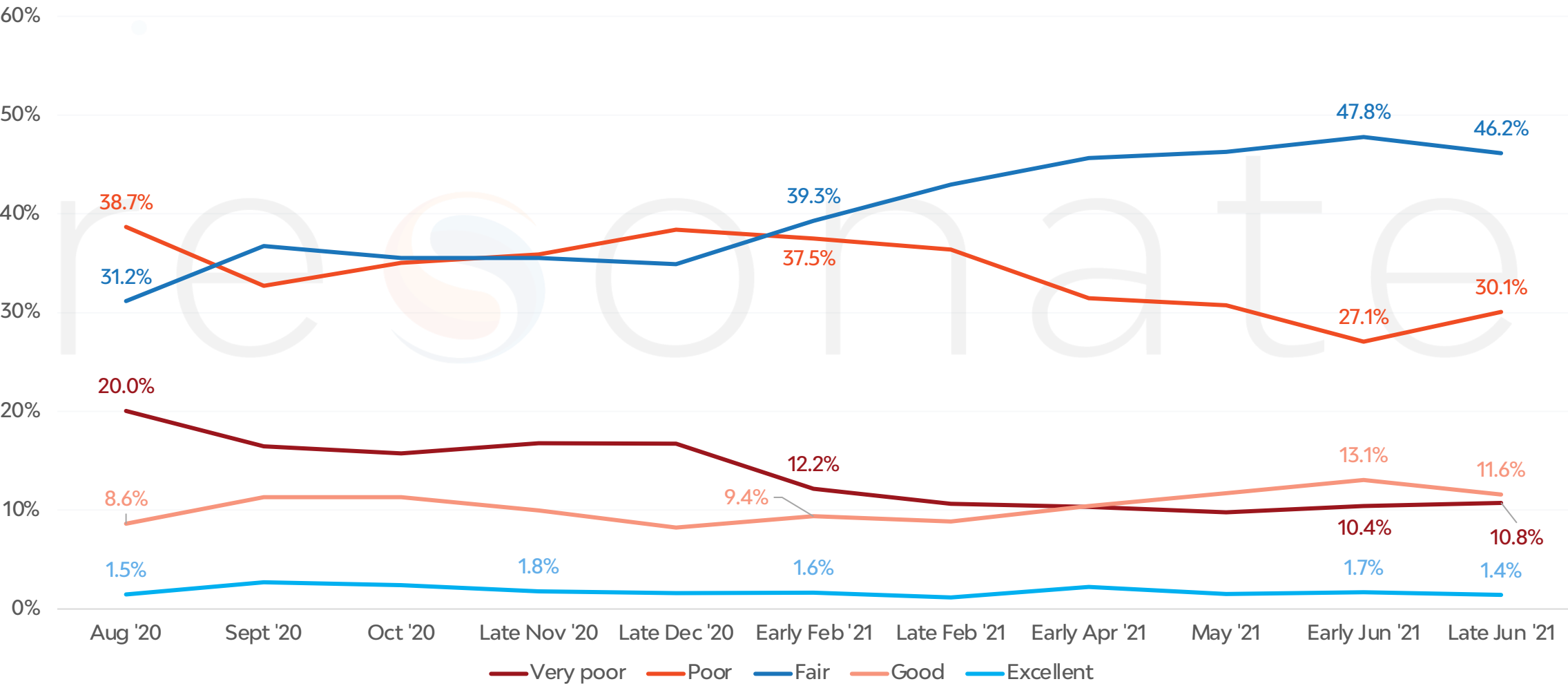
# TRENDS TO WATCH: FINANCIAL WORRIES RETURNING FOLLOWING OPTIMISTIC TREND

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



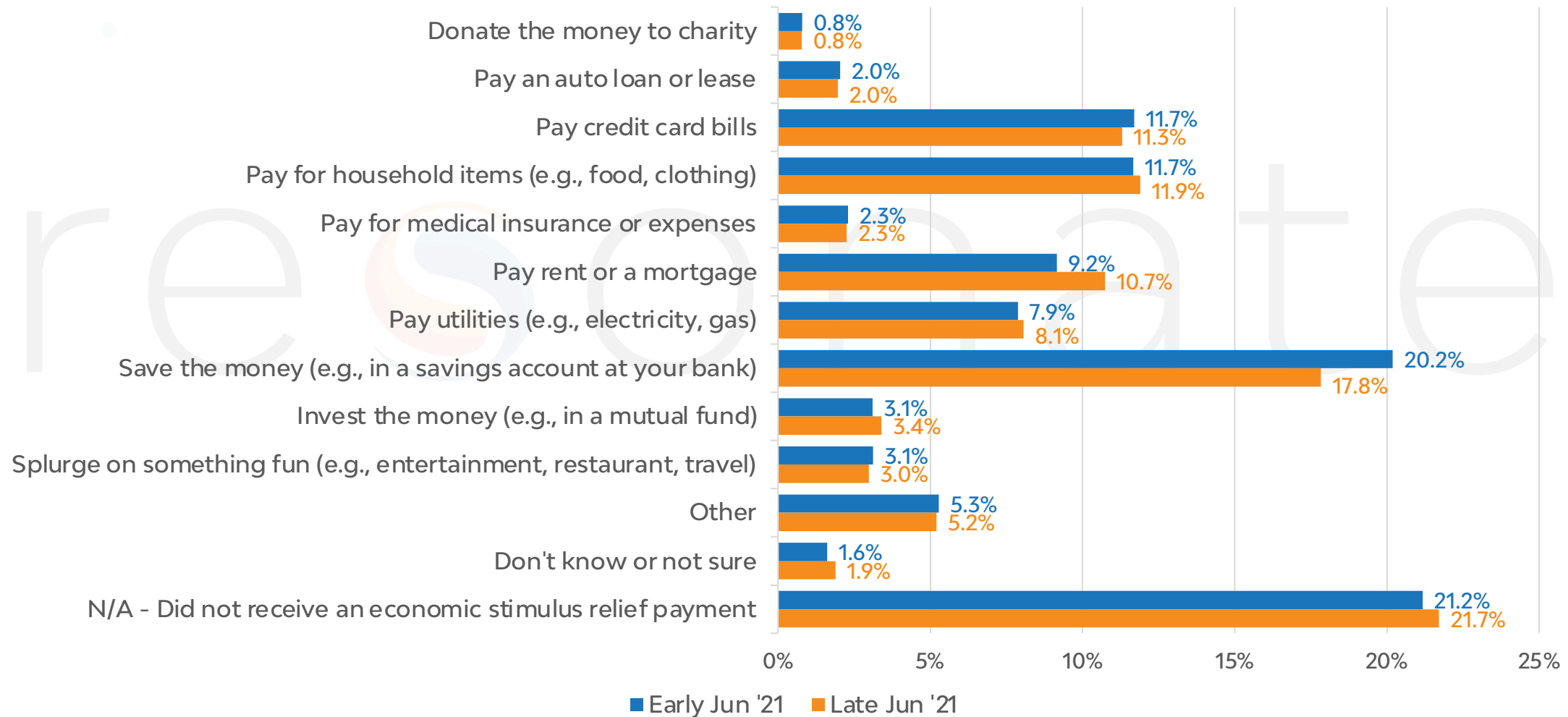
# TRENDS TO WATCH: CONCERN ABOUT THE STATE OF THE ECONOMY CREEPING BACK IN

What is the current quality of the United States economy?



# STIMULUS CHECKS WENT MOSTLY INTO SAVINGS AND ESSENTIALS

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



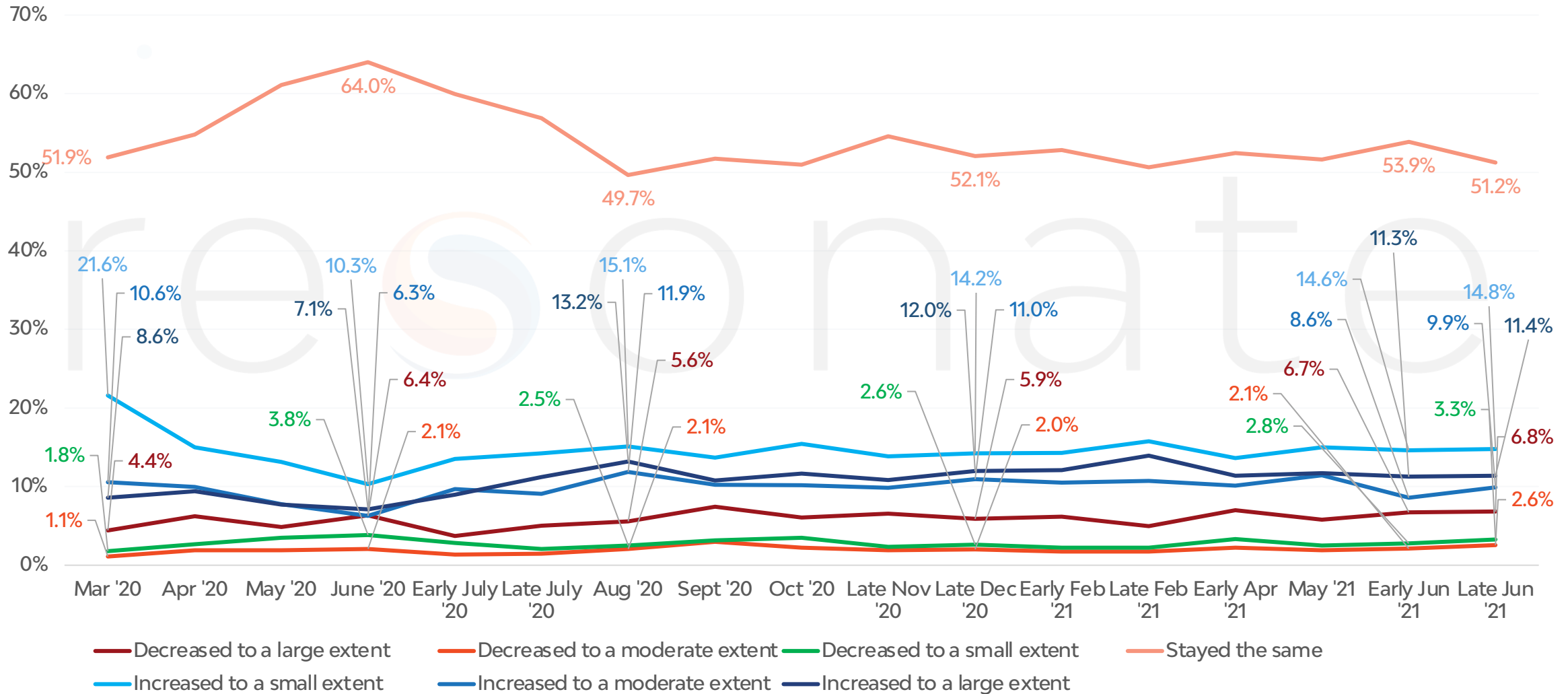


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RETAIL

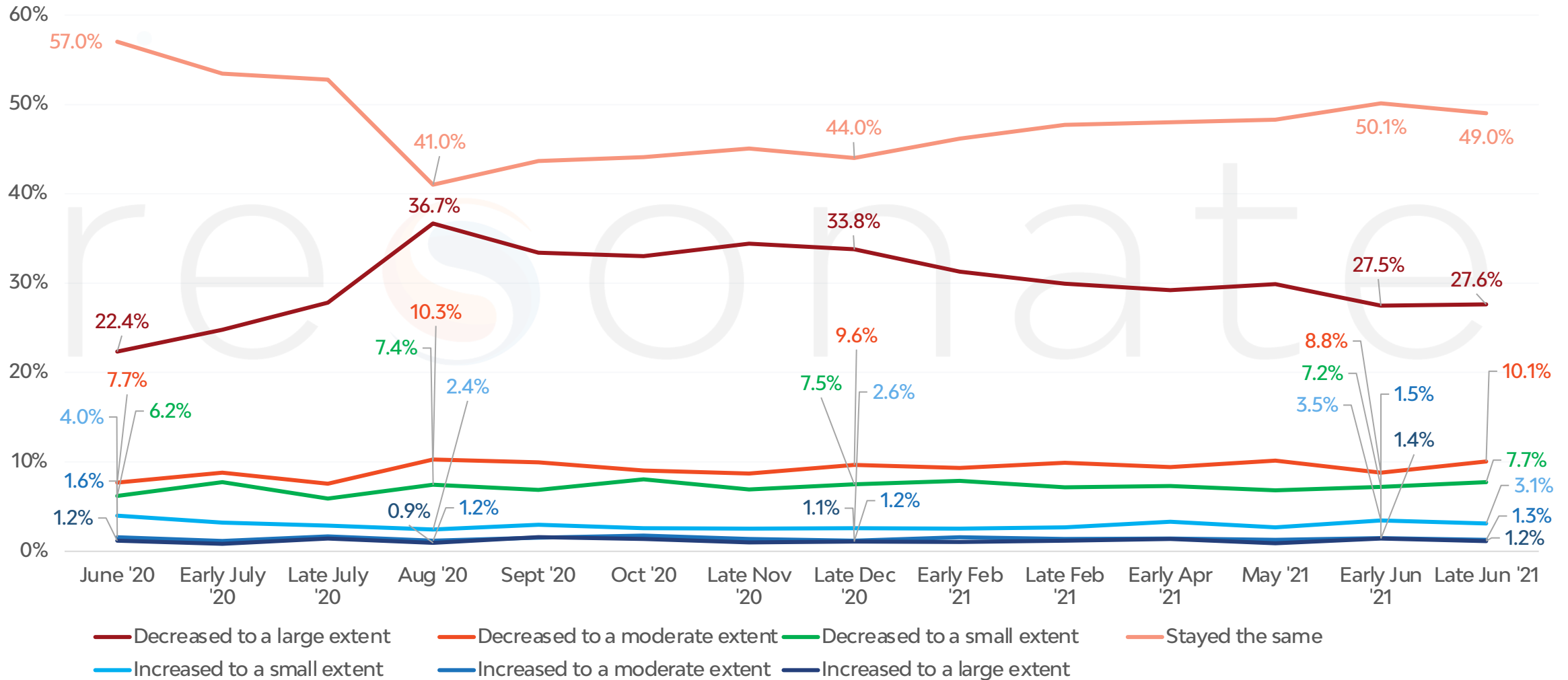
# LIKELIHOOD TO ORDER GROCERIES ONLINE STAYS CONSISTENT

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



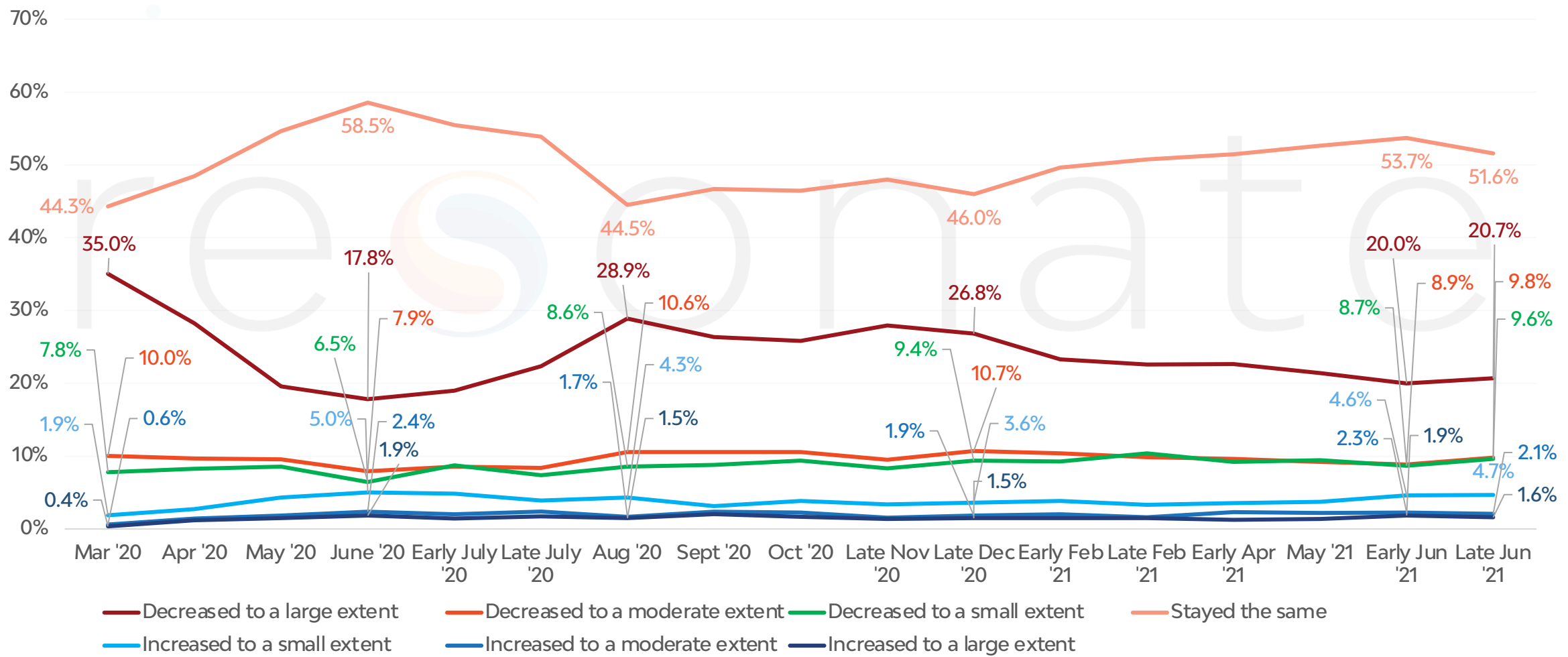
# LIKELIHOOD TO MAKE A LUXURY PURCHASE INCREASES

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)**



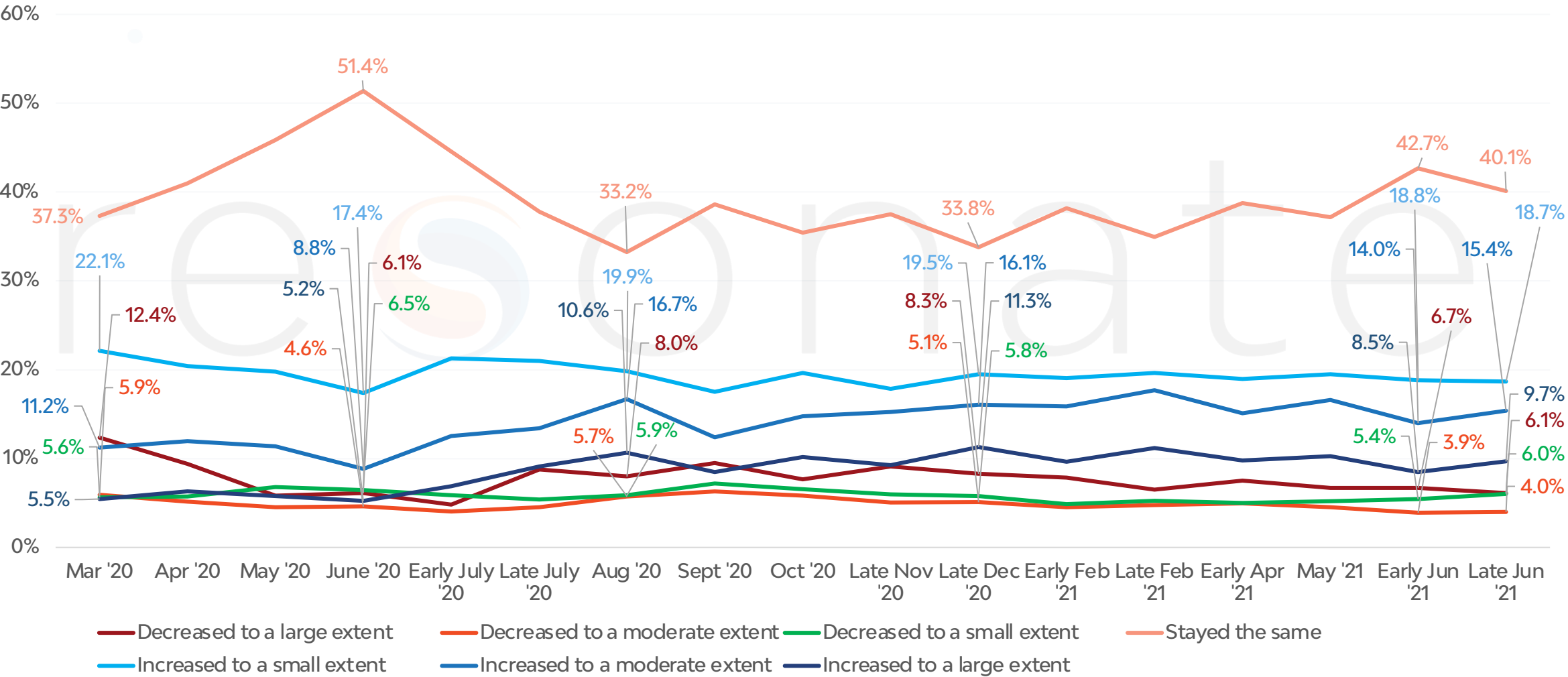
# CONSUMERS INCREASING MAJOR PURCHASES TICKS UP SLIGHTLY THIS SUMMER

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)**



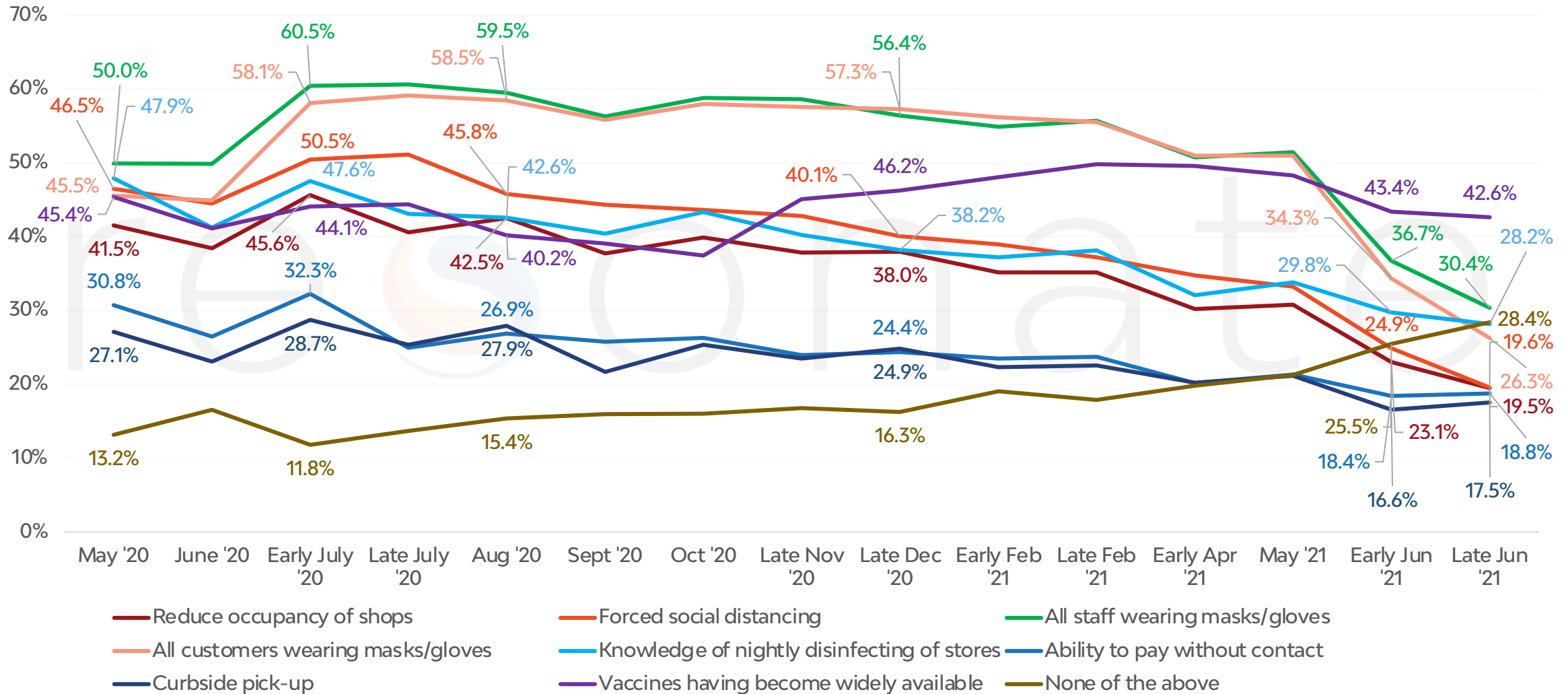
# TAKEOUT ORDERS AND DELIVERY ARE UP: POSSIBLY RELATED TO PICNICS AND POOLSIDE DINING

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**



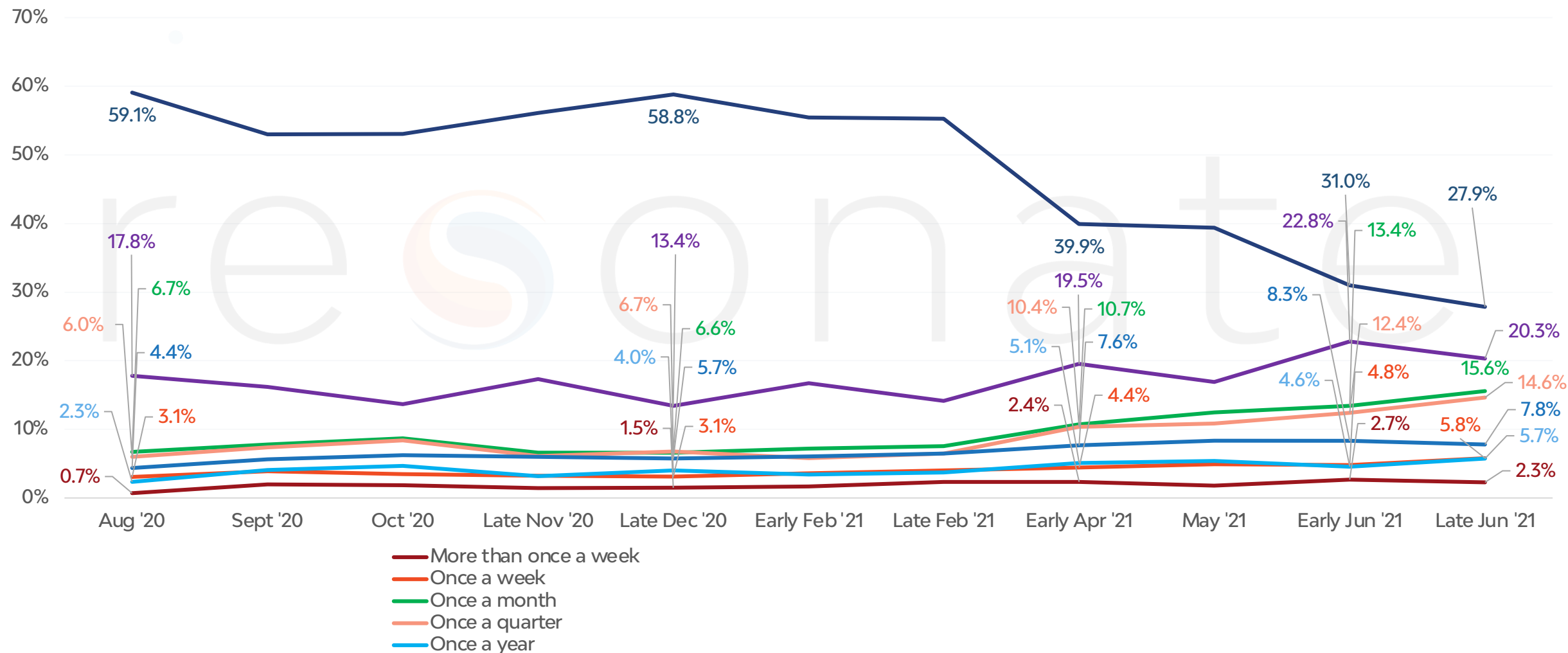
# NEARLY A THIRD OF CONSUMERS NO LONGER EXPECT IN-STORE PRECAUTIONS

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



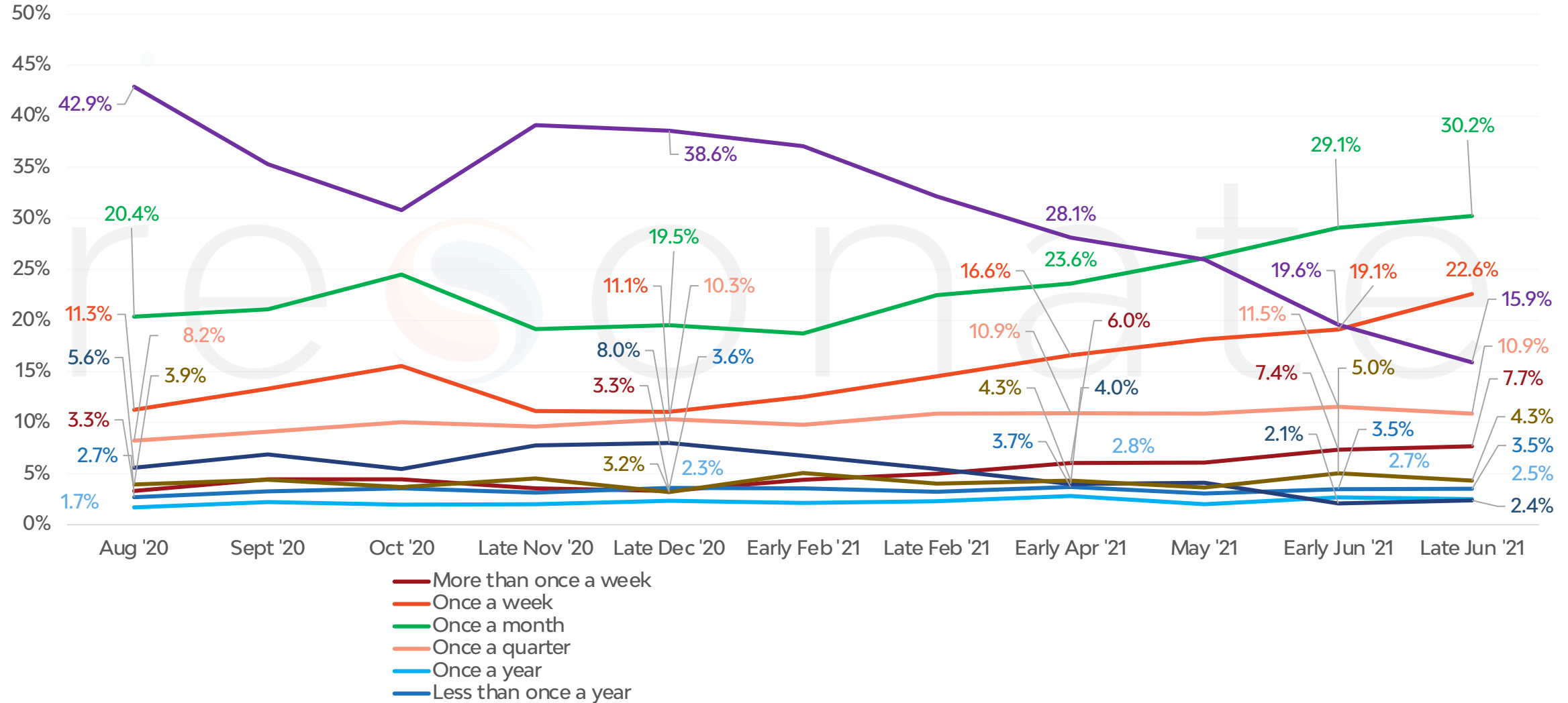
# CONSUMER WILLINGNESS TO GATHER AT CROWDED ACTIVITIES CONTINUES TO CLIMB

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



# ONLY 16% OF CONSUMERS ARE STILL AVOIDING RESTAURANTS DUE TO COVID

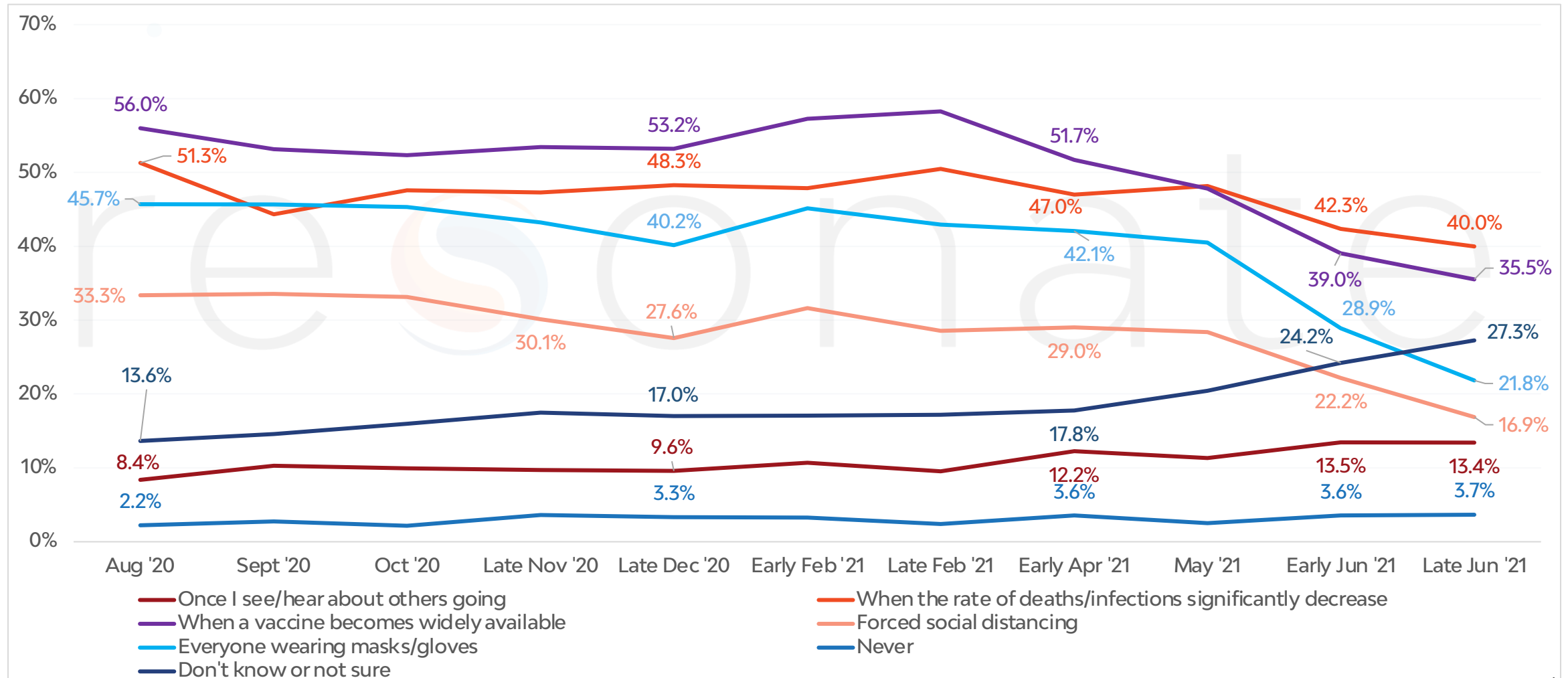
How frequently are you **now** dining in at restaurants?





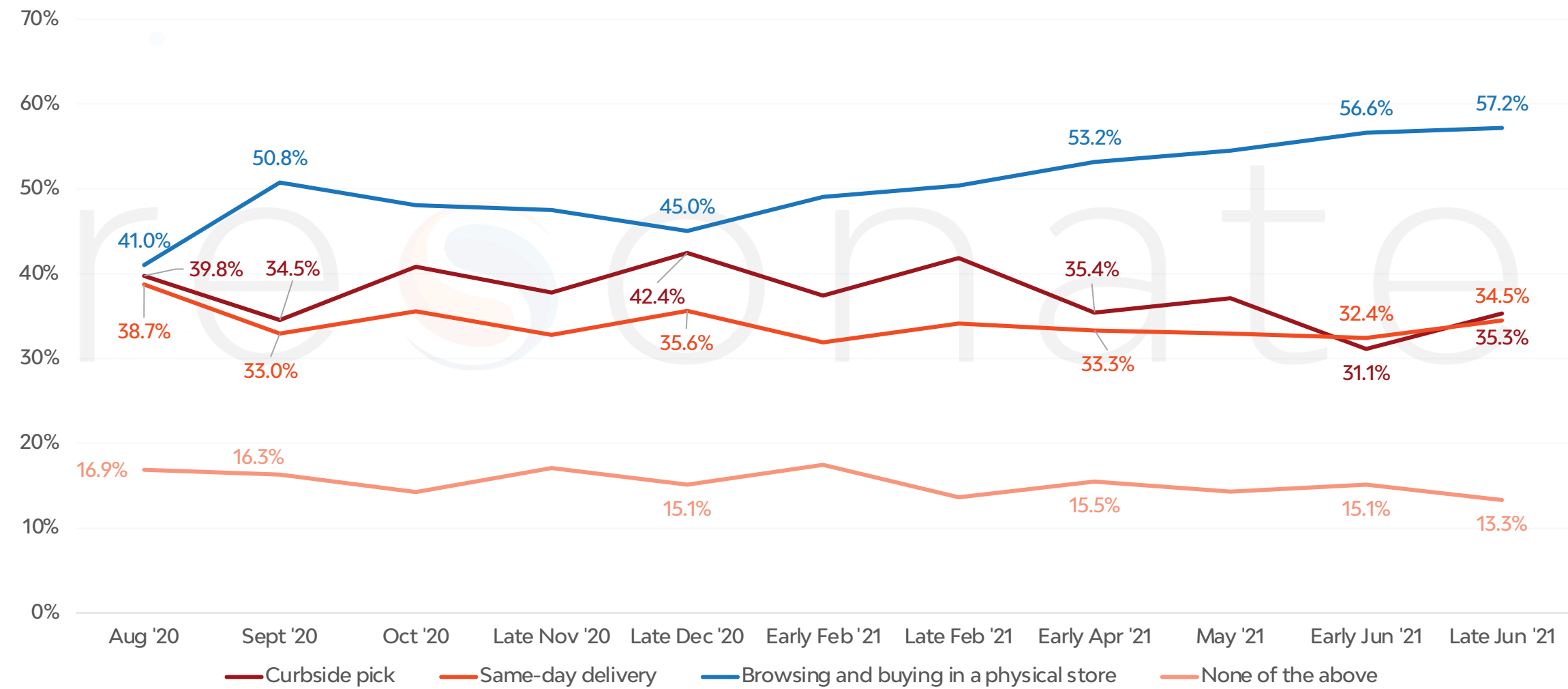
# SHARP DROP IN AMERICANS WHO NEED PRECAUTIONS TO FEEL COMFORTABLE IN CROWDS

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.



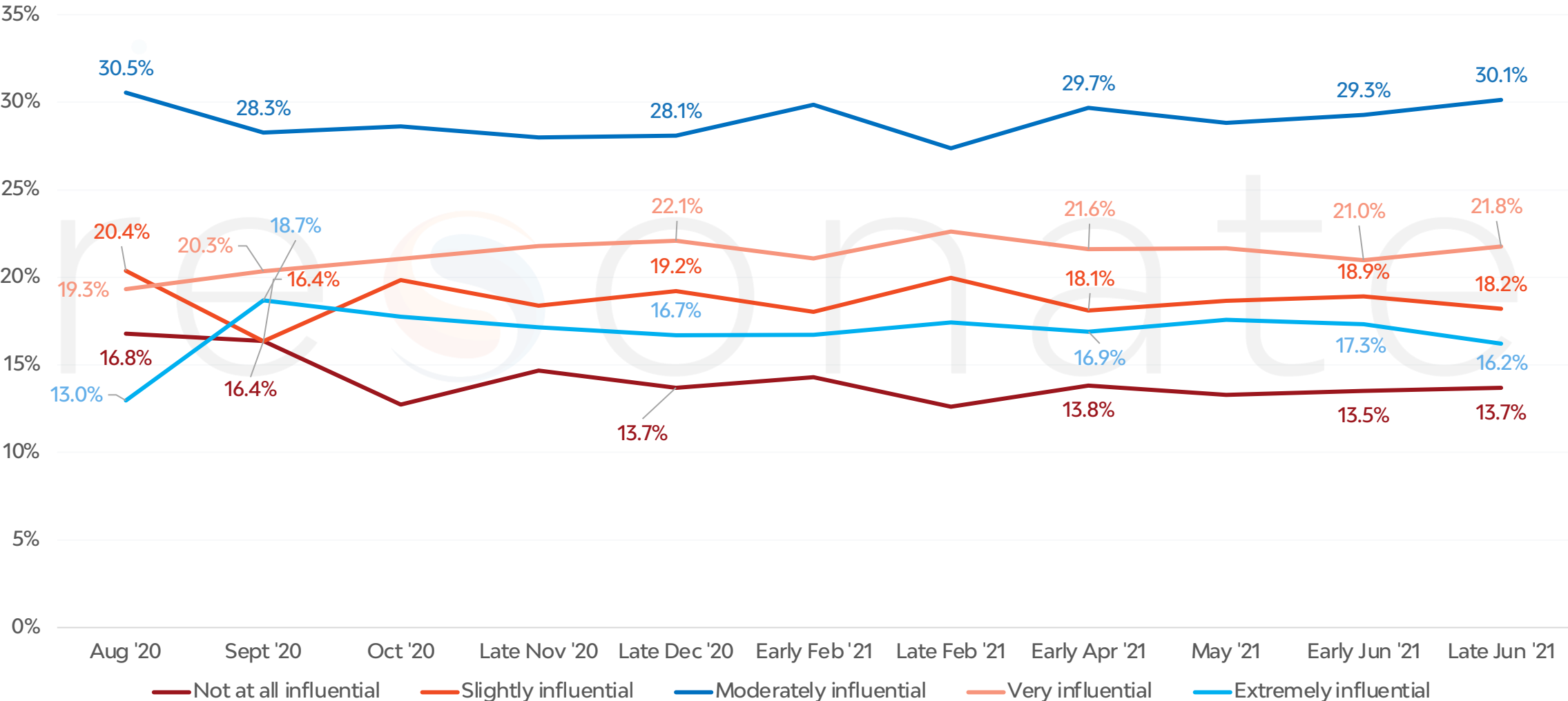
# 27% INCREASE SINCE WINTER OF CONSUMERS BROWSING IN STORE

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



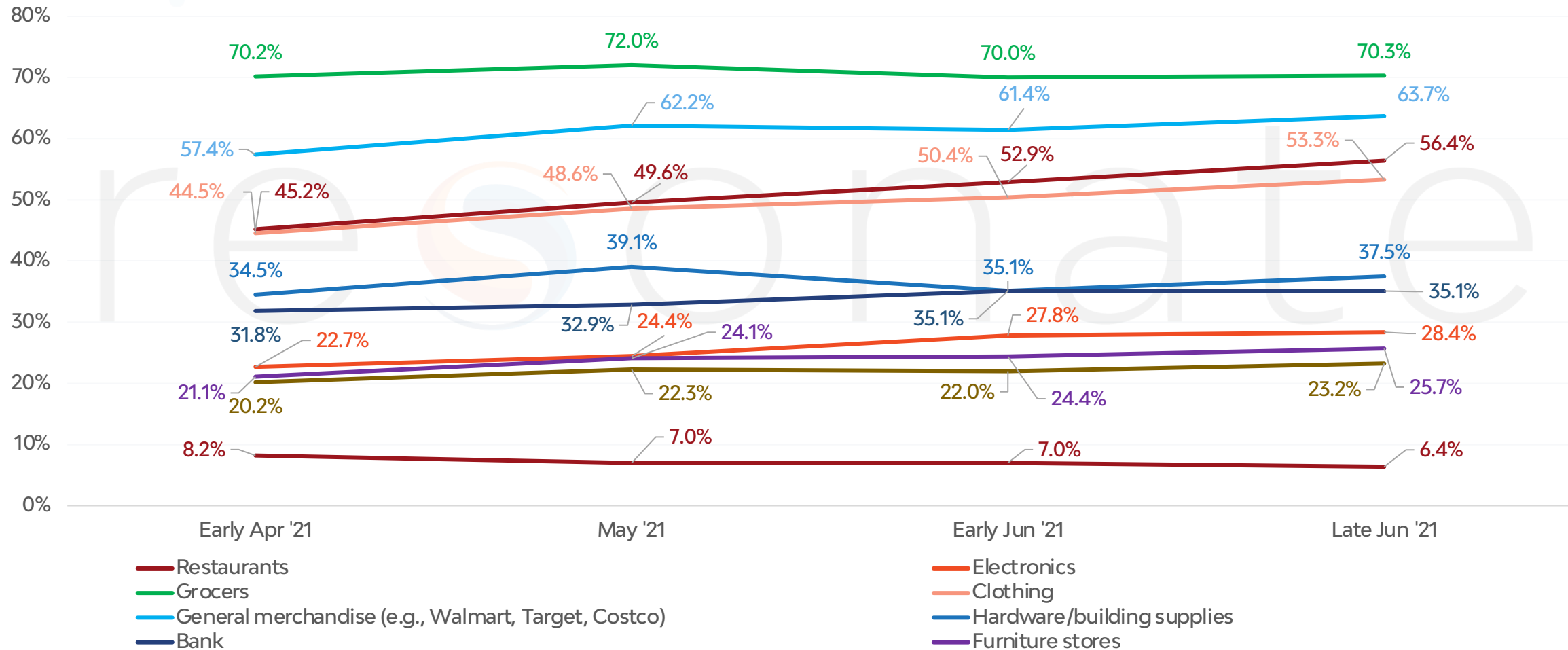
# 38% WOULD SHOP IN-STORE TO AVOID SHIPPING COSTS

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



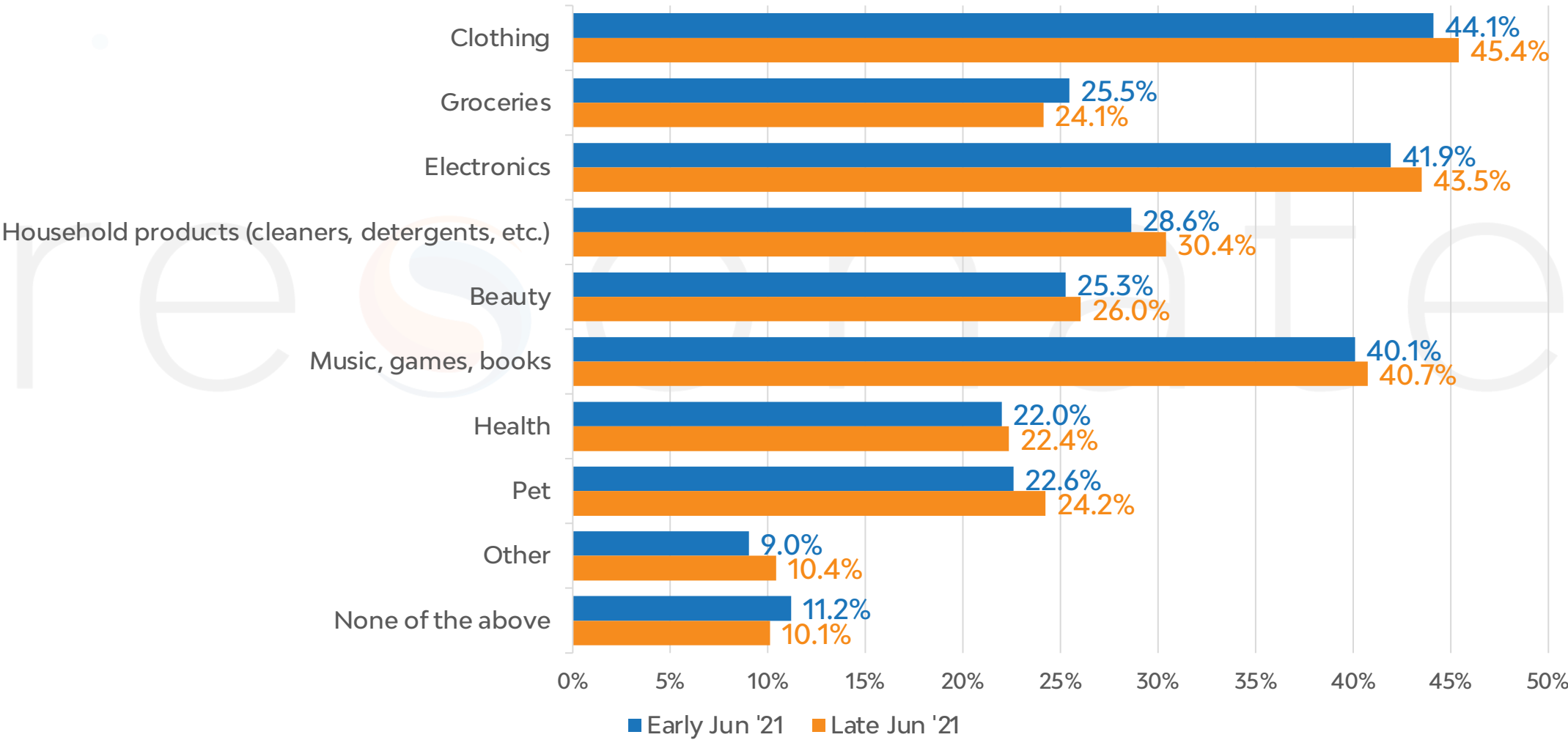
# 70% OF CONSUMERS ARE HAPPY TO PICK OUT THEIR PRODUCE IN PERSON AGAIN (NO MORE ACCIDENTAL ORDERS OF 25 BANANAS!)

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.



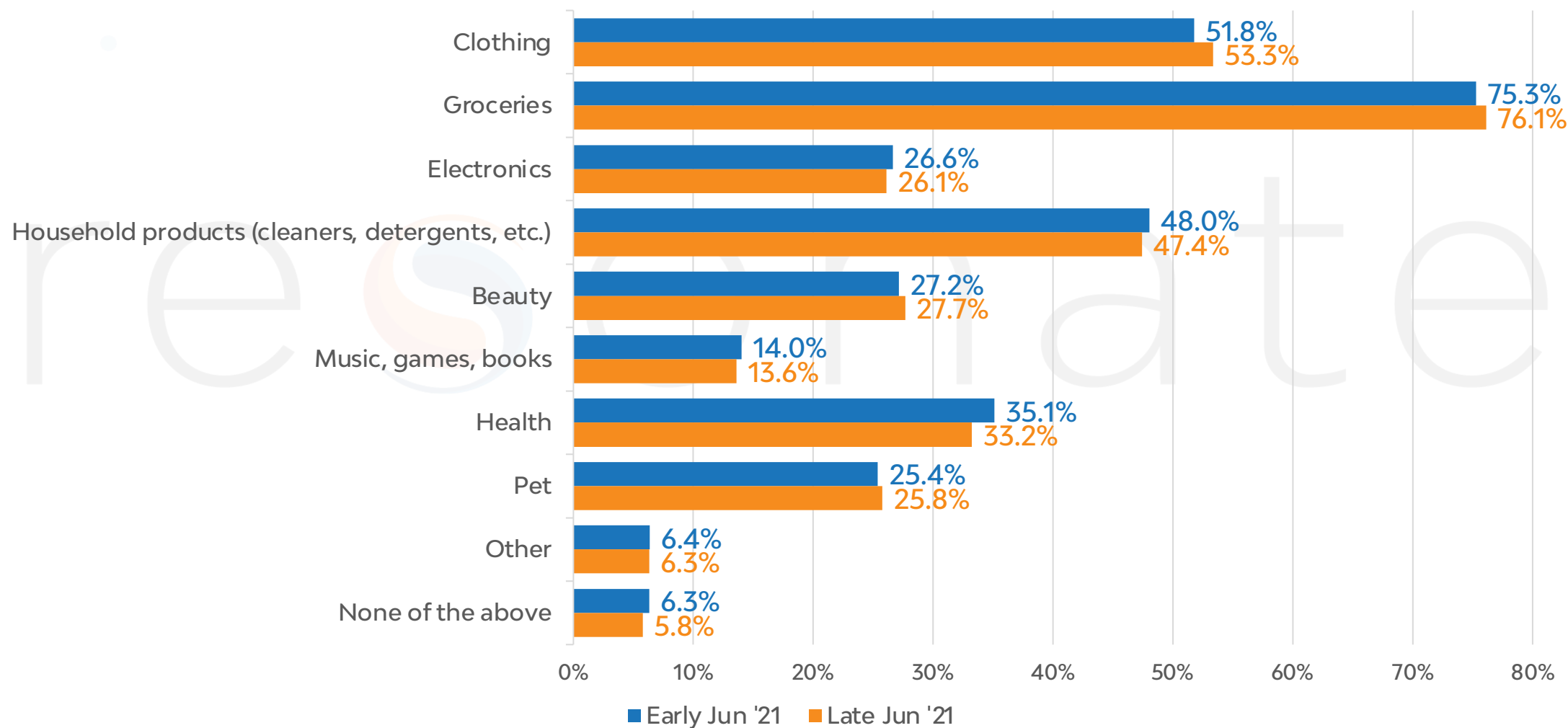
# ELECTRONICS AND CLOTHING REMAIN POPULAR ITEMS TO SHOP FOR ONLINE

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



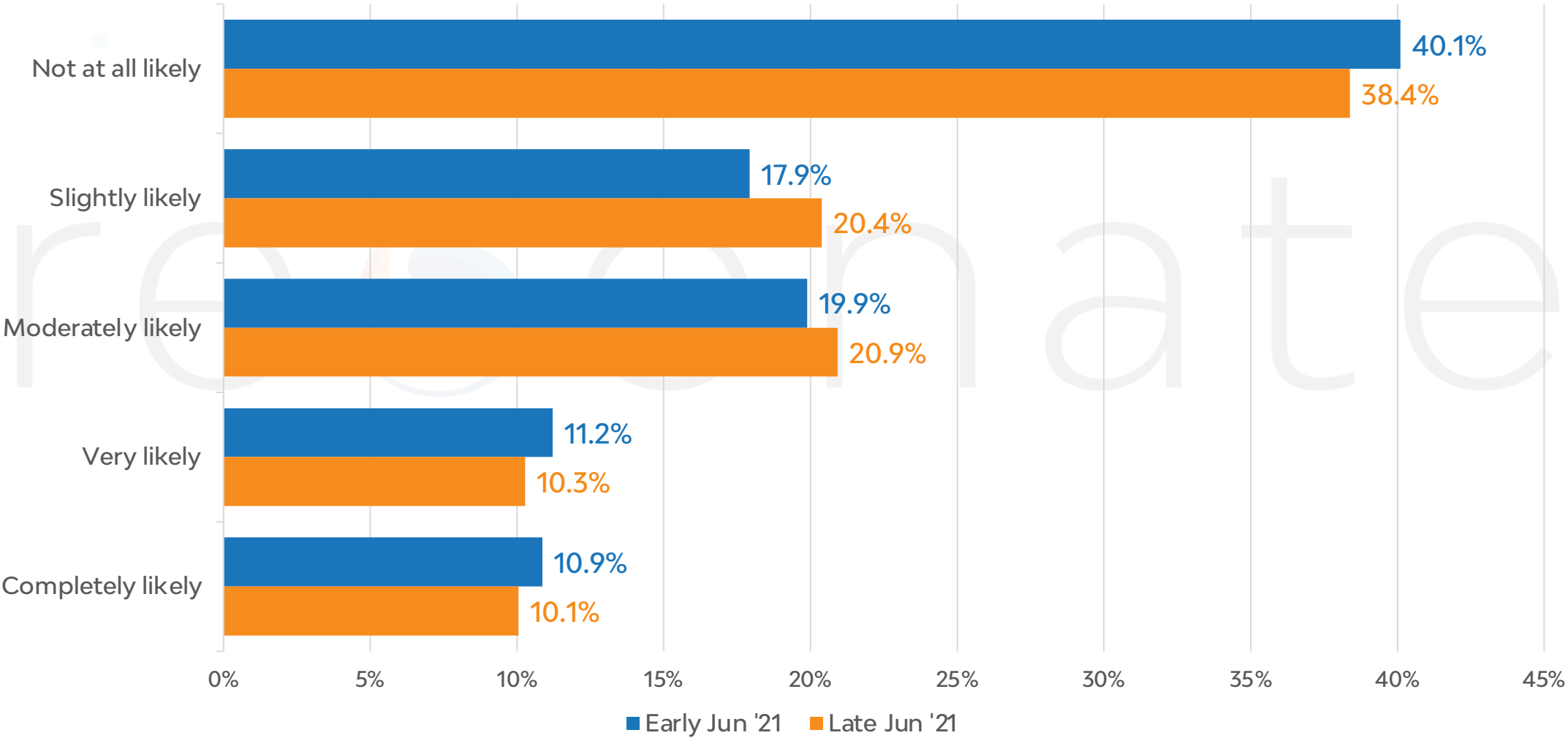
# MORE THAN 3 IN 4 GROCERY SHOPPING IN-STORE

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



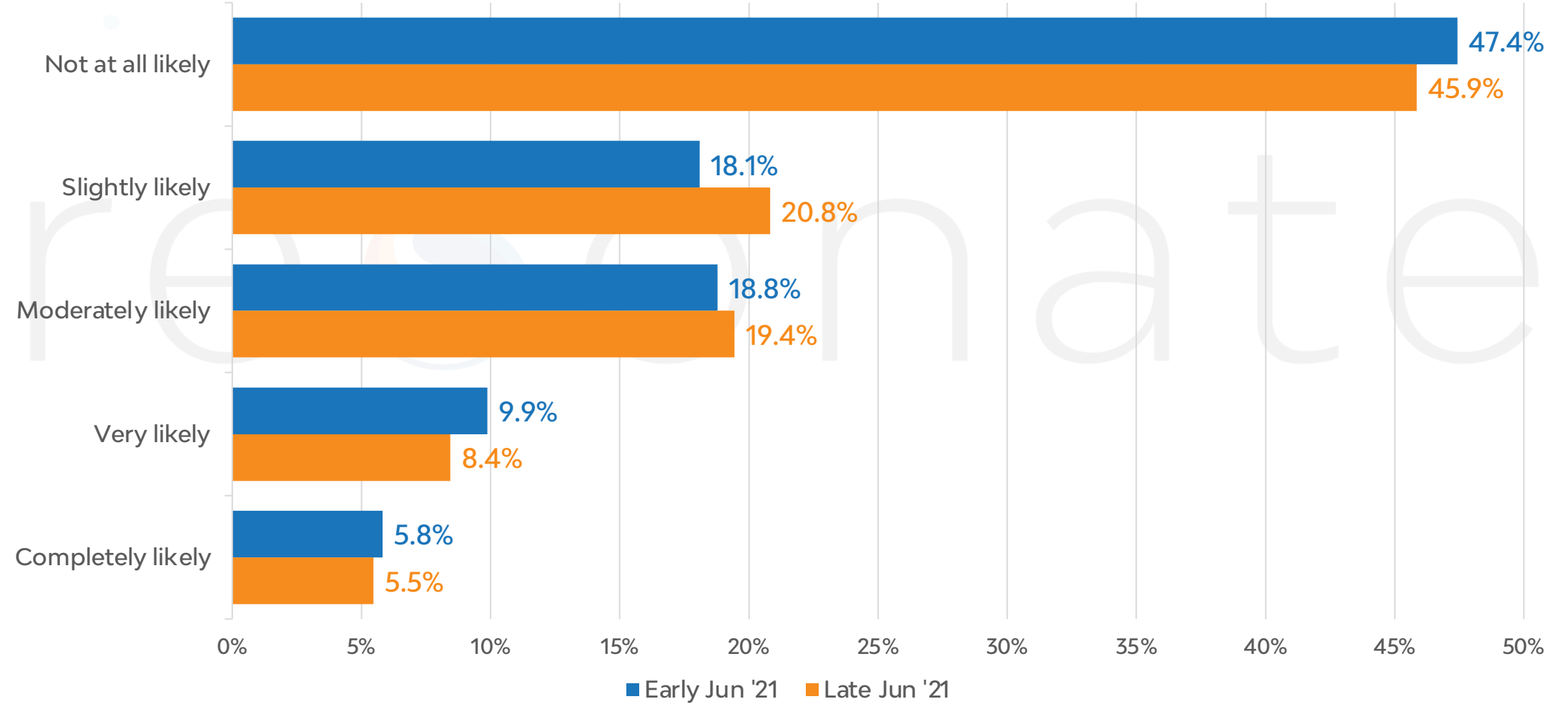
# ONLINE GROCERY DELIVERY LOSING GROUND AS CUSTOMERS HEAD BACK TO STORES

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.)?



# WITH NO STORE AVAILABLE, HALF OF CUSTOMERS STILL WON'T ORDER ONLINE

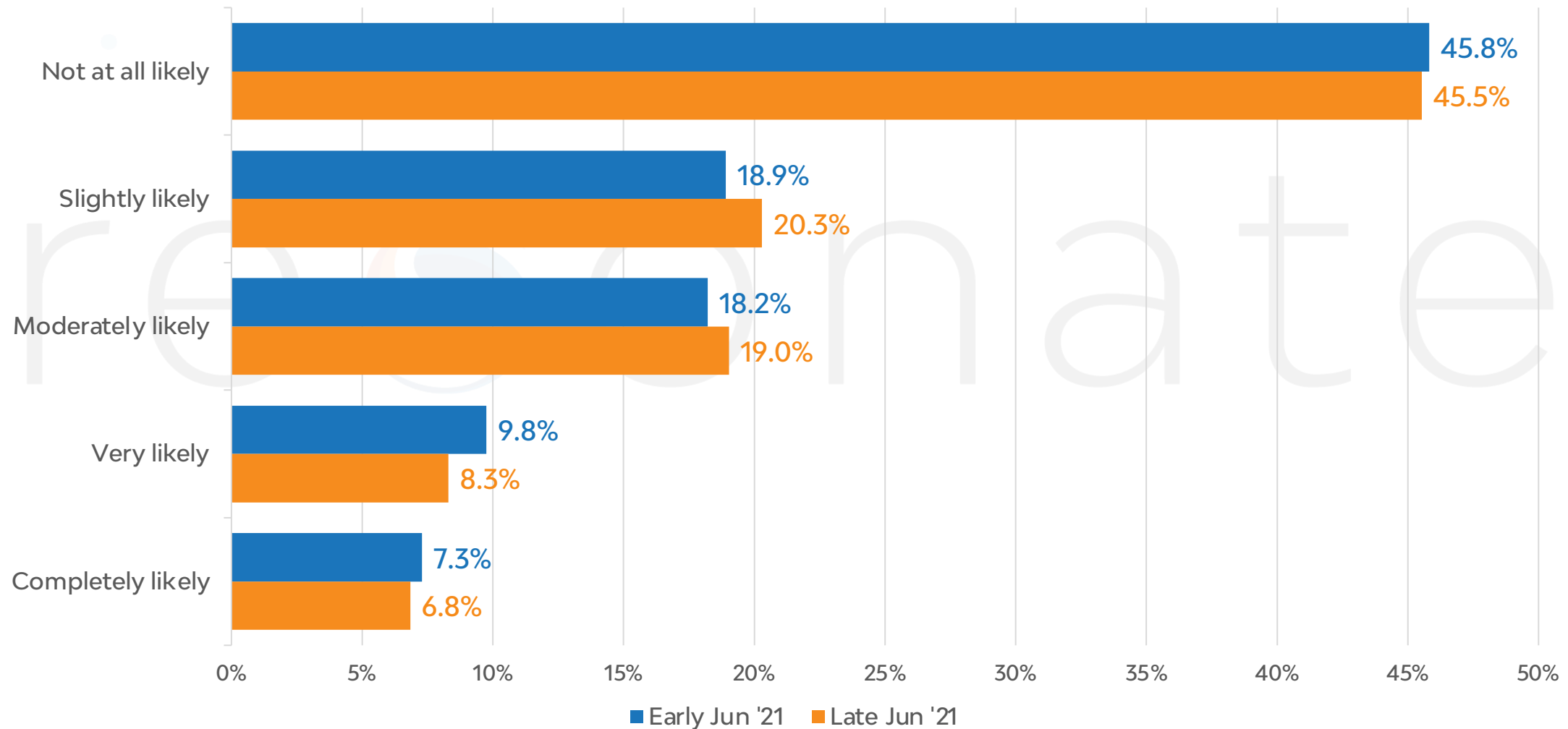
How likely are you to use an online-only grocery delivery service, where there is no store for you to visit in-person (e.g., Fresh Direct, Imperfect Foods, Misfits Market, etc.)?





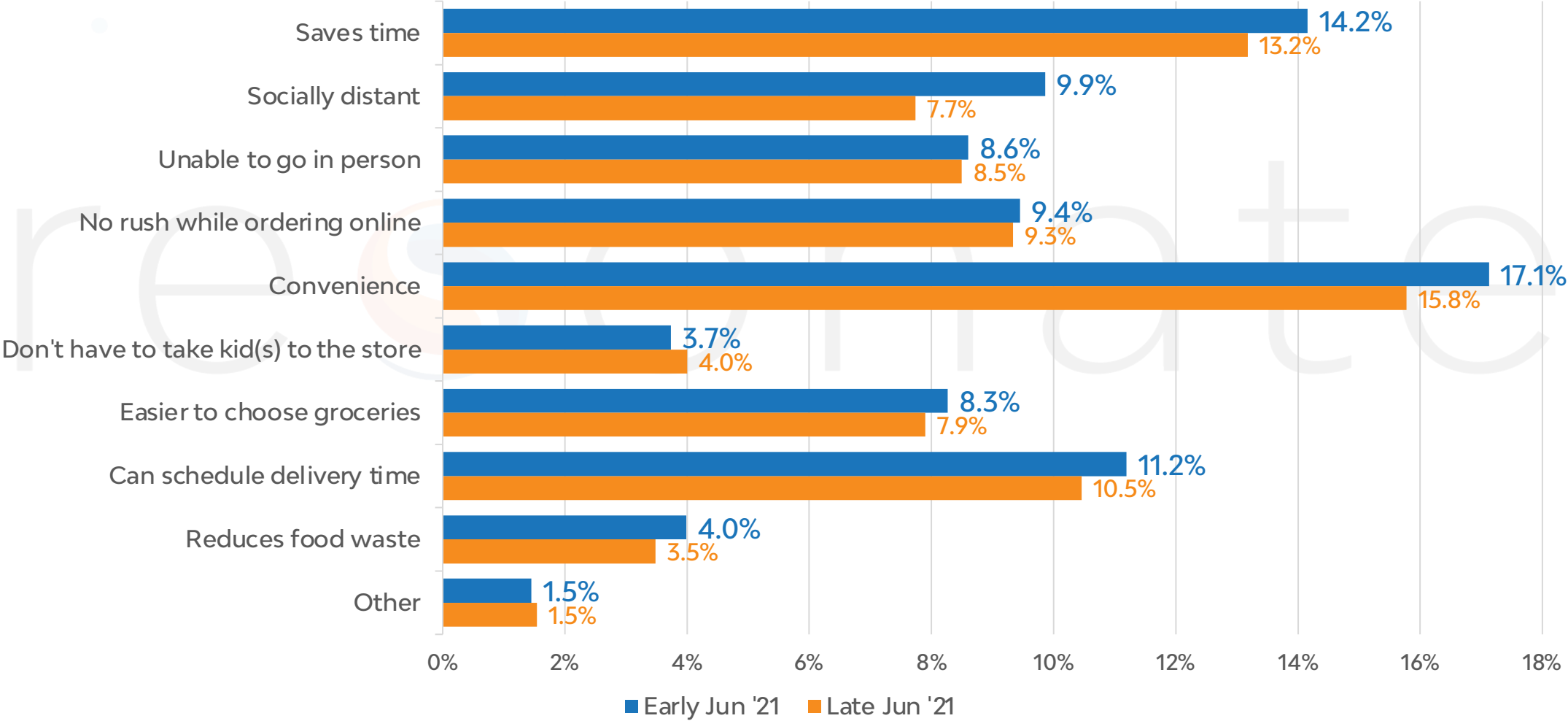
# HOWEVER, OVER HALF ARE LIKELY TO ORDER GROCERIES ONLINE POST-COVID

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



# CONVENIENCE TOPS LIST OF REASONS TO ORDER GROCERIES ONLINE

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

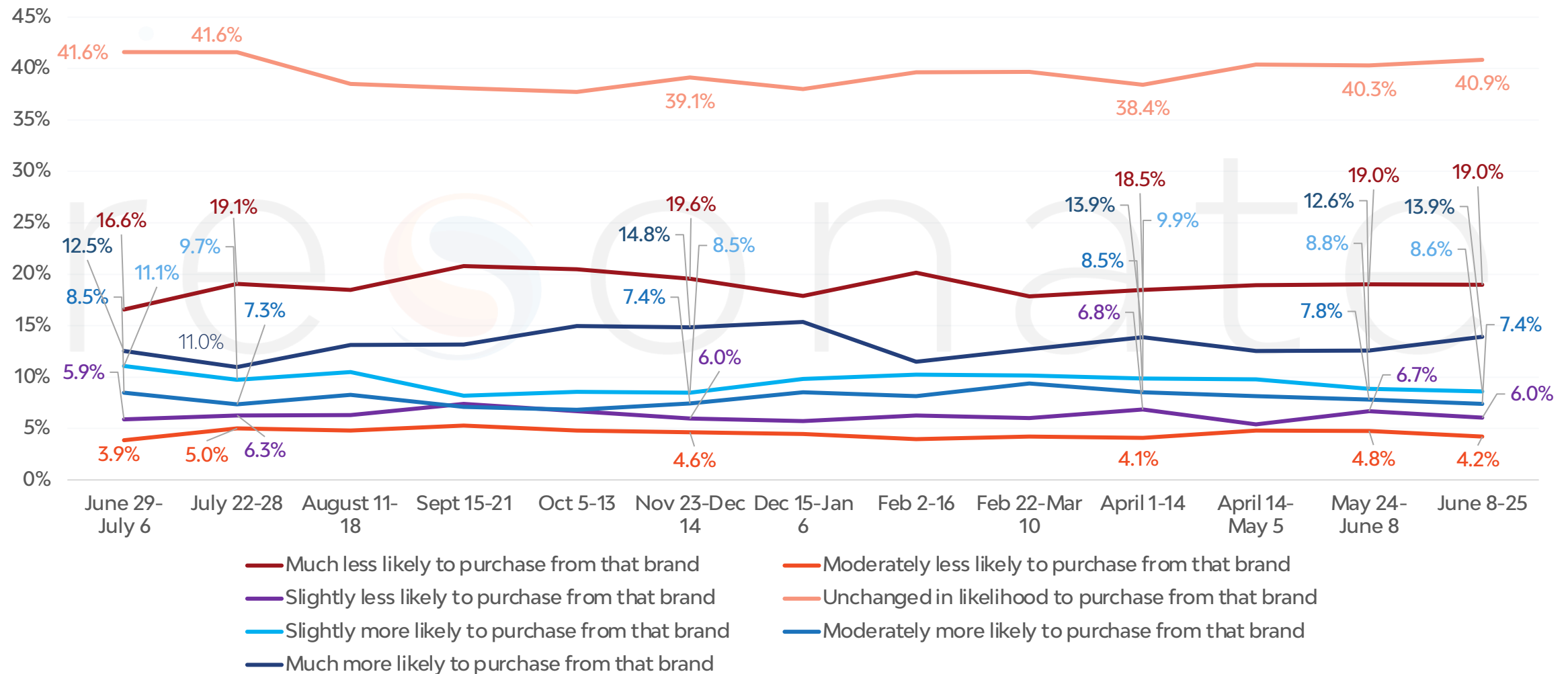


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SOCIAL JUSTICE

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

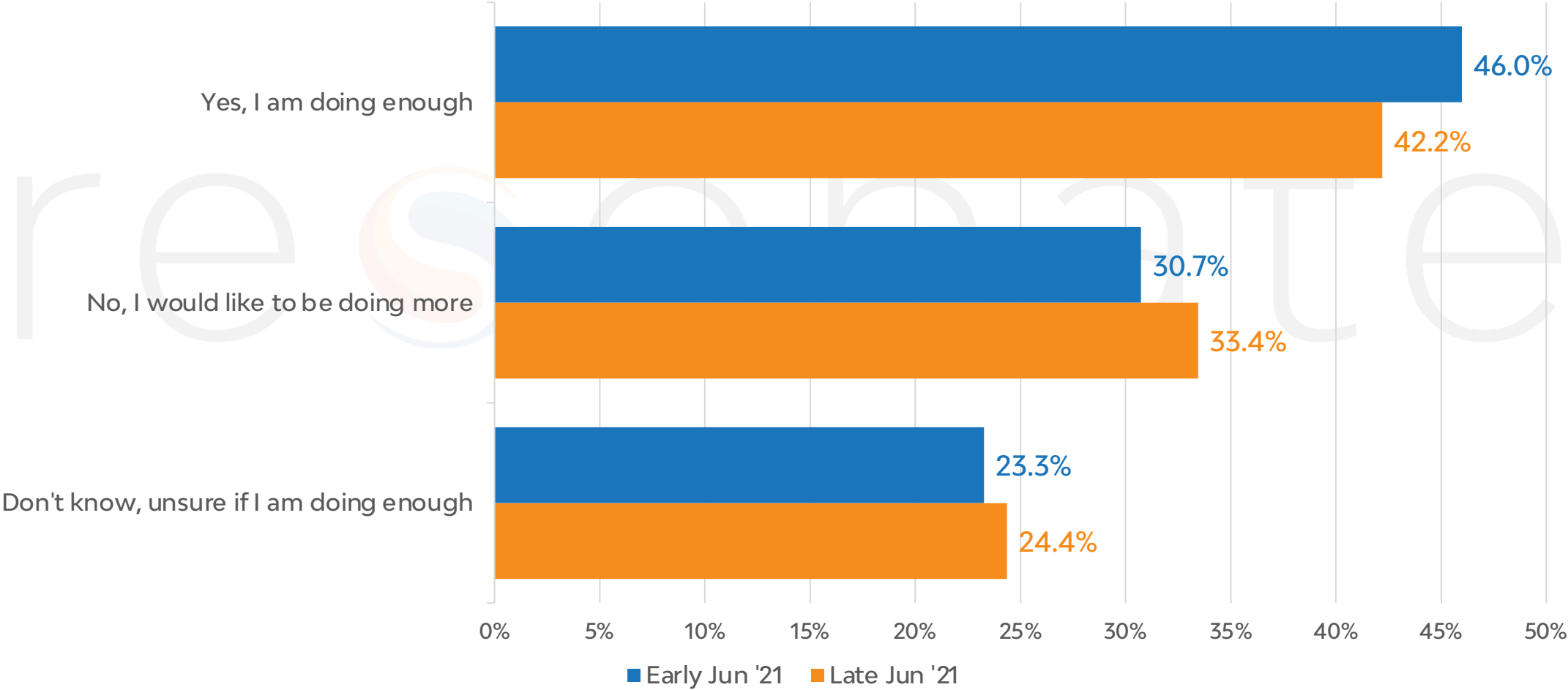
How are you likely to react when you see a **Consumer Brand** showing support for the group **Black Lives Matter** or other protesters in the country?



# ONLINE PRIVACY

# AMERICANS STARTING TO WONDER IF THEY SHOULD DO MORE TO PROTECT PRIVACY

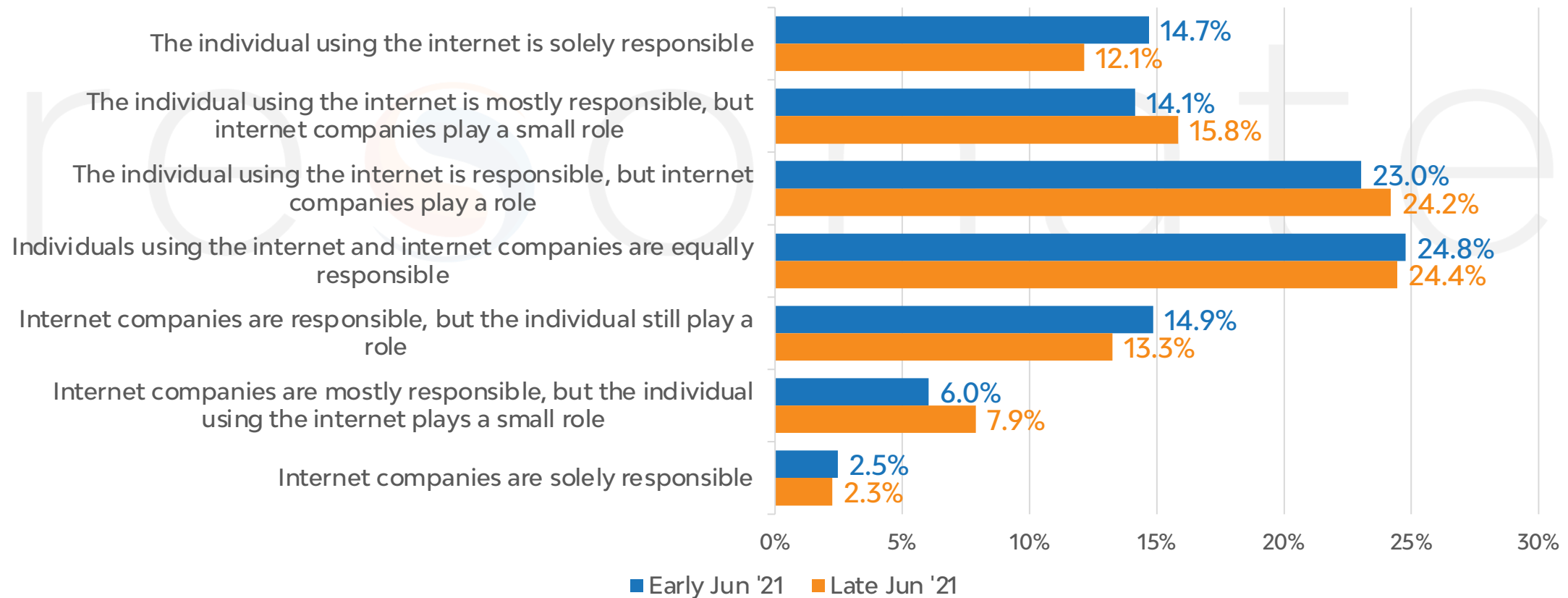
There are many ways in which a person can use the internet, for example visiting websites, downloading apps on a computer or mobile device, or having internet connected devices within the home. **Do you believe that you are doing enough to protect your privacy?**



# 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?



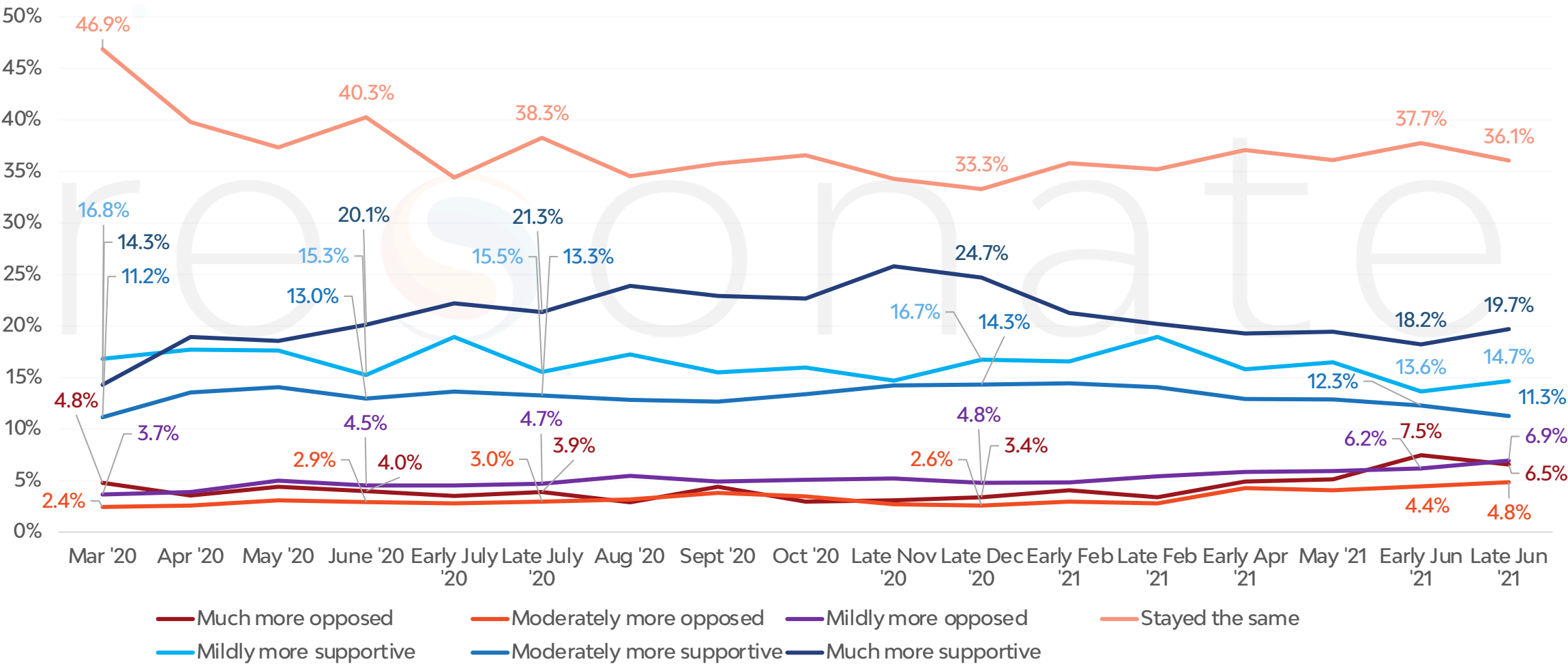
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POLITICS



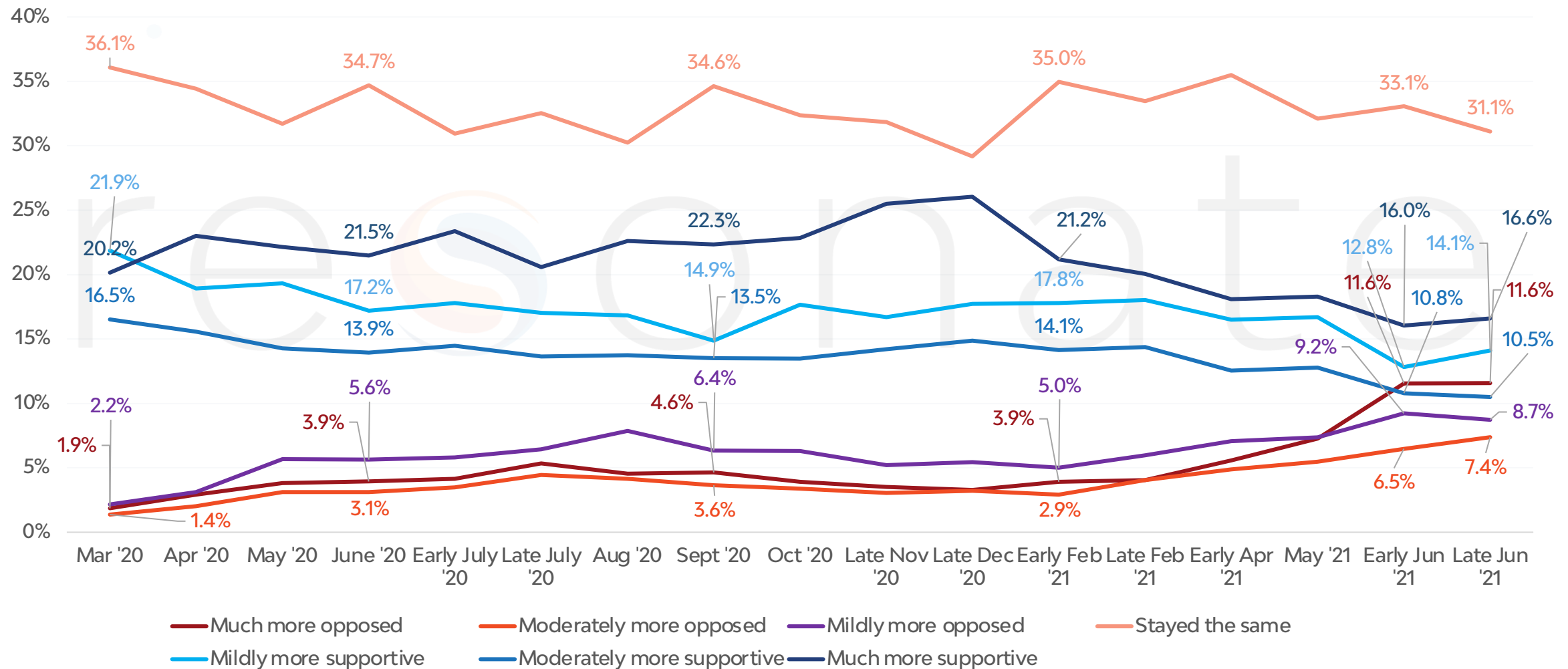
# TRENDS TO WATCH: UPTICK IN SUPPORT FOR SOCIAL SAFETY NET FOLLOWING TAPERING?

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)**



# OPPOSITION TO UNEMPLOYMENT BENEFITS SPIKES 135% SINCE FEBRUARY

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 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](http://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.

