

# BACK TO...NOT SO FAST

**How the Delta Turning Point is Affecting American Sentiment and Behavior**

Resonate COVID-19 and Emerging Trends Consumer Flash Study  
Late July/Early August 2021 - Wave 18,





# INTRODUCTION

While 18% of Americans feel that life is already back to normal, 29% now believe it will take over a year, a 44% increase since June. What's more, 12% say it will never be back to normal.

The Delta variant is putting a halt to many consumer plans and bringing a return to the rise in concern over health and economic consequences of the pandemic. But this time, there's a clear divide between those who are resuming caution and those who are resuming business as usual.

47% still plan to travel domestically in the next 90 days, and 68% prefer to shop in store, an 18% increase since June.

We may not be out of the pandemic woods yet, but this resurgence is different. What does that mean for your brand or organization? It means you need access to the freshest data to connect with consumers where they are today, not last month.

The Resonate Ignite platform allows you to actively track the behaviors, values, and preferences driving your customers' decisions. Use platform to unify and enrich your first-party data, with Resonate privacy-safe data and start driving better decisions that capitalize on the evolving market dynamics.

This report contains the latest research brands & agencies need to inform marketing, CX, product development, creative, messaging and more. Create marketing that engages 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 proprietary coronavirus and current events data is released monthly, and connected to our core data set with thousands of critical consumer data points. This latest Recent Events Connected Flash Study was fielded between July 14 and August 2, 2021, and scaled to 230 million U.S. consumers.



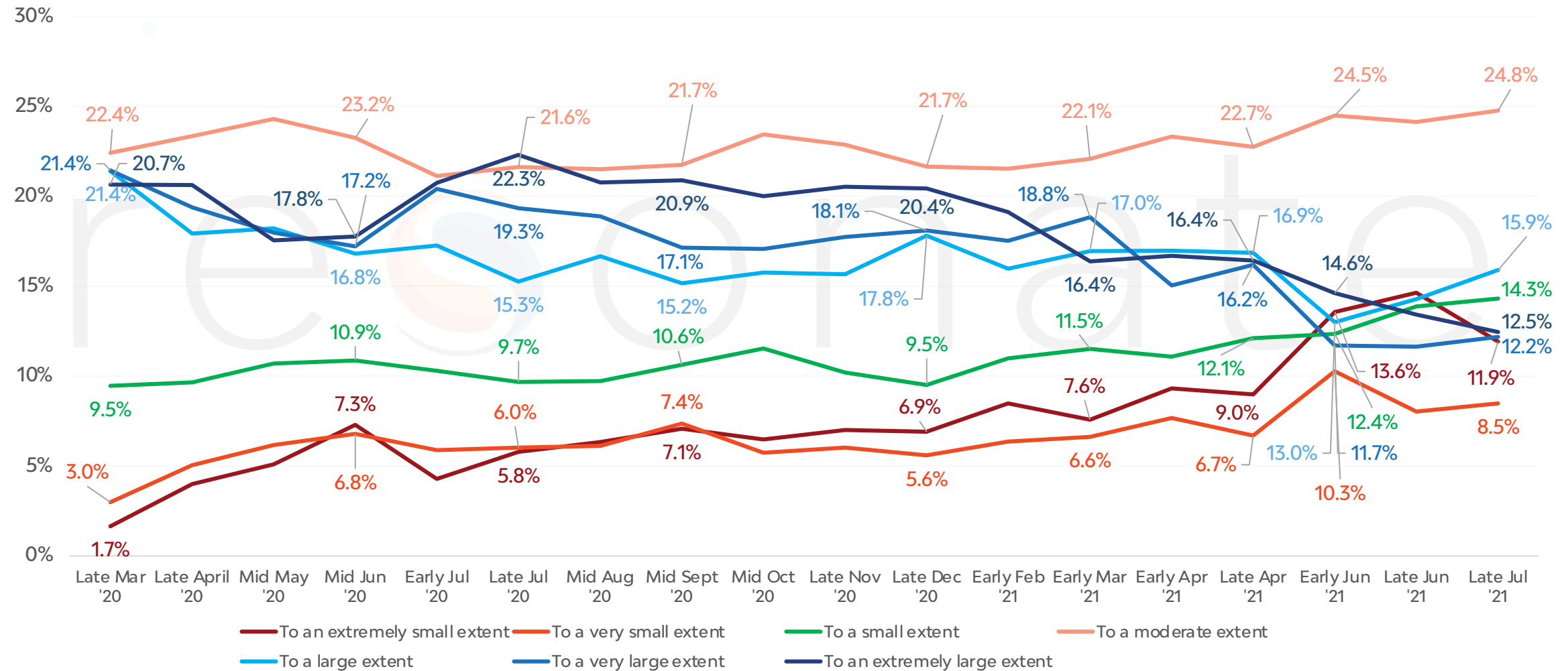
See it in Action

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

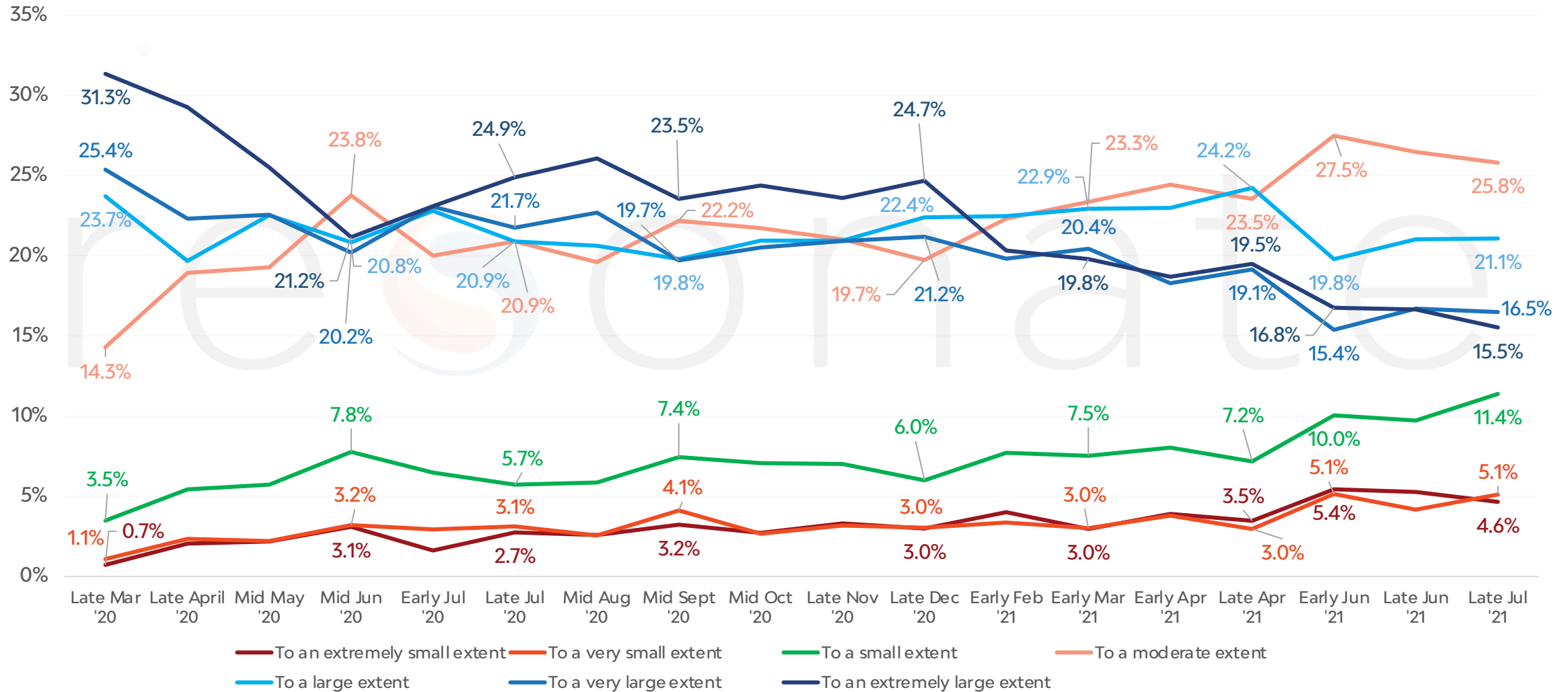
# THOSE CONCERNED ABOUT COVID HEALTH CONSEQUENCES TRENDS UPWARD

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



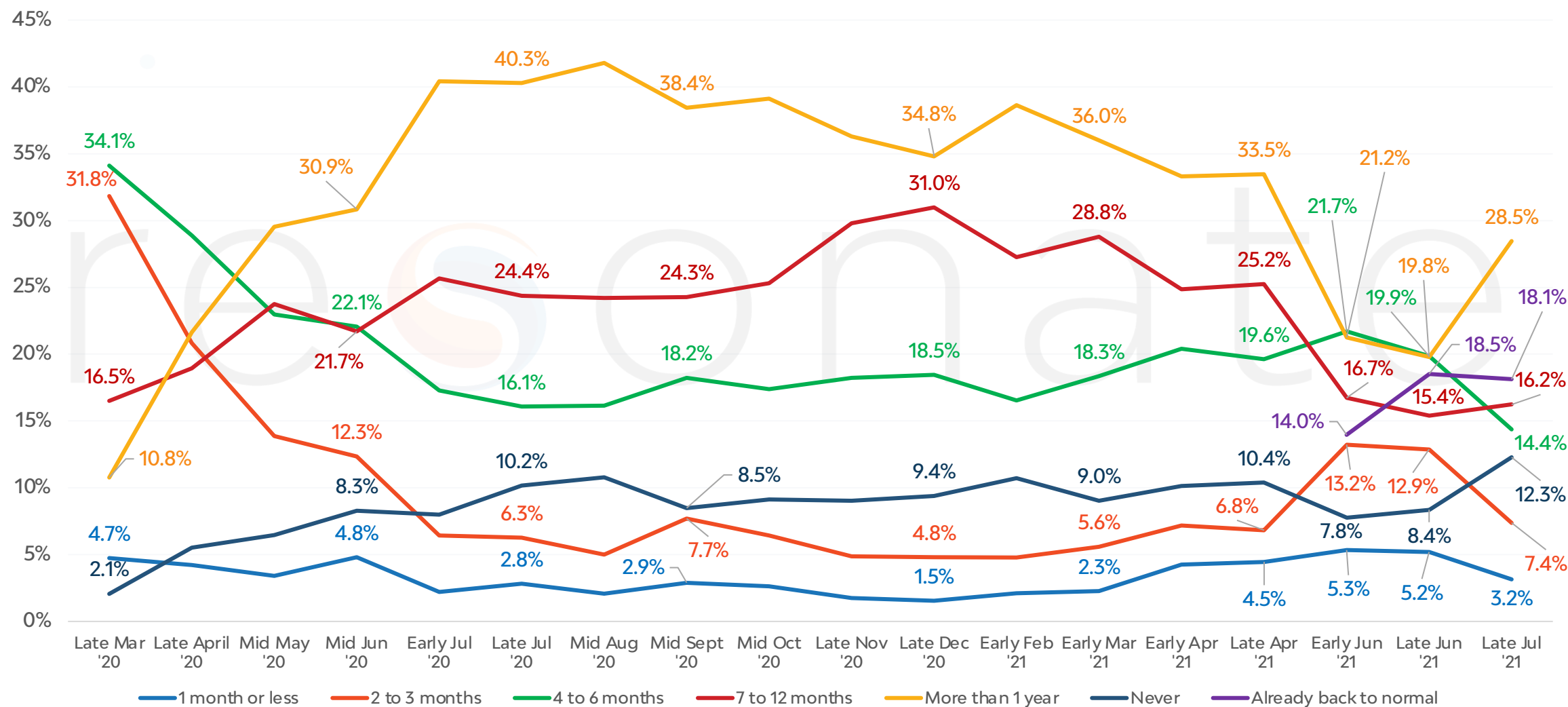
# SLIGHT UPTICK IN CONCERN ABOUT ECONOMIC CONSEQUENCES OF COVID

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



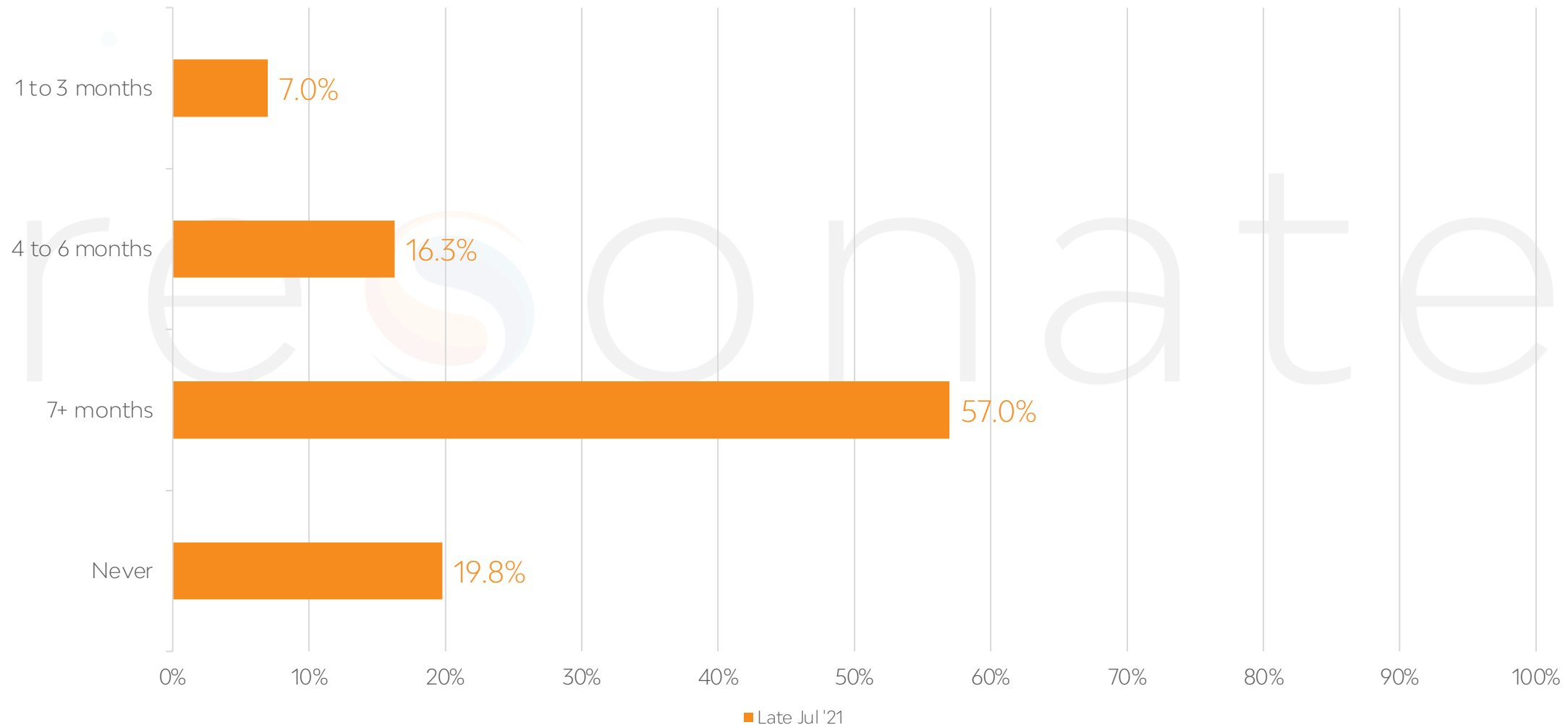
# 44% INCREASE IN THOSE WHO BELIEVE LIFE WON'T NORMALIZE FOR 1 YEAR+

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



# OVER HALF OF CONSUMERS DON'T SEE A NORMAL ECONOMY UNTIL SPRING 2022 OR LATER

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



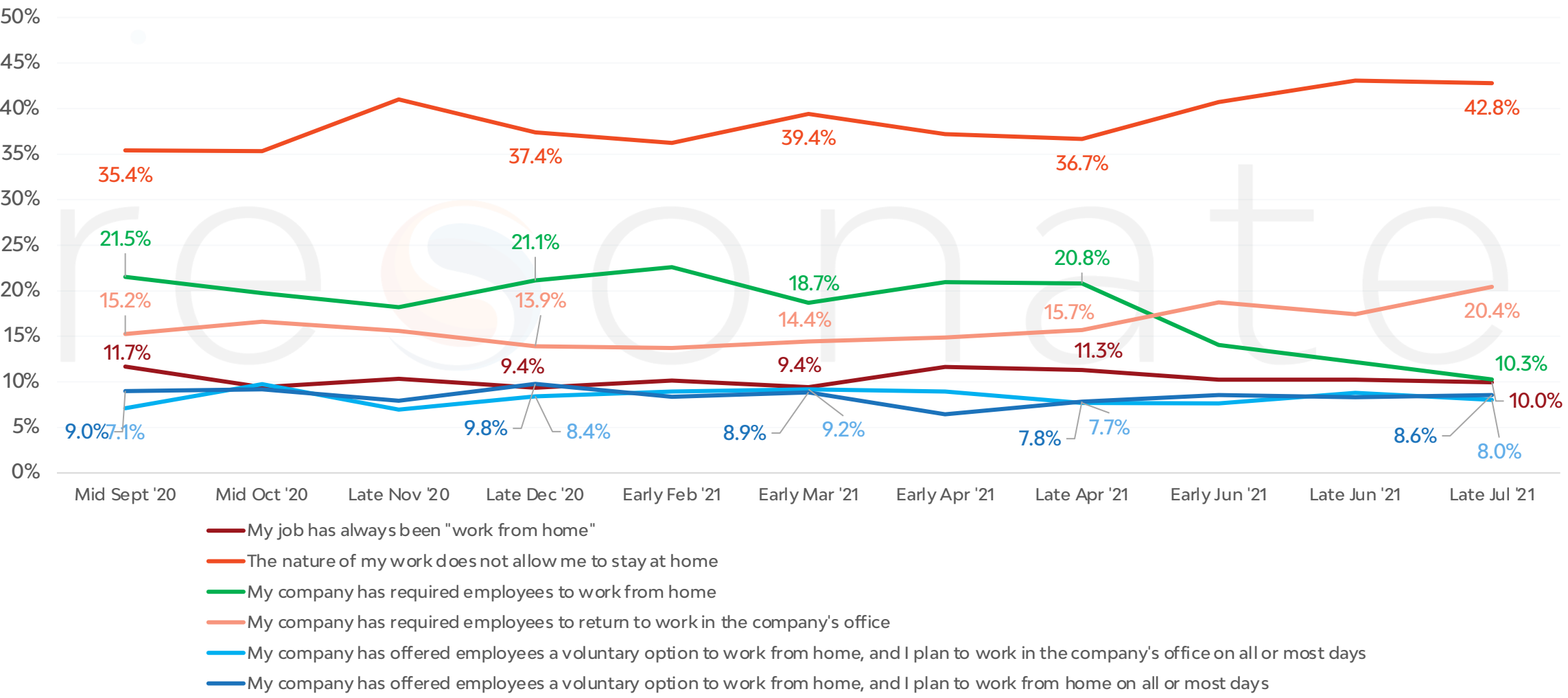
The background is a solid blue color. Overlaid on this are several light blue, wavy lines that create a sense of movement and depth. In the center of the image is a large, white infinity symbol (∞).

WORK LIFE



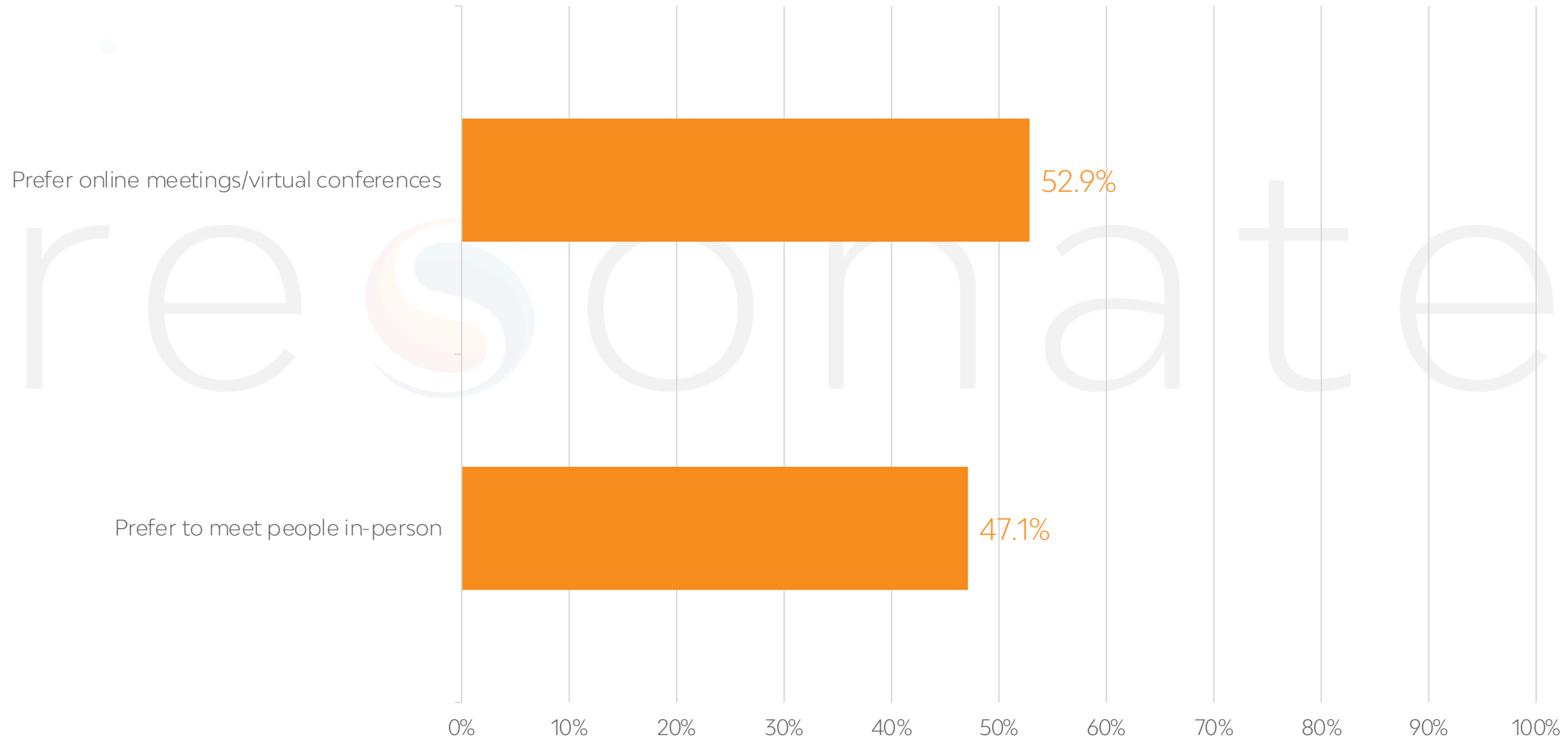
# A 50% DECREASE WFH DUE TO THE PANDEMIC SINCE LATE APRIL

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



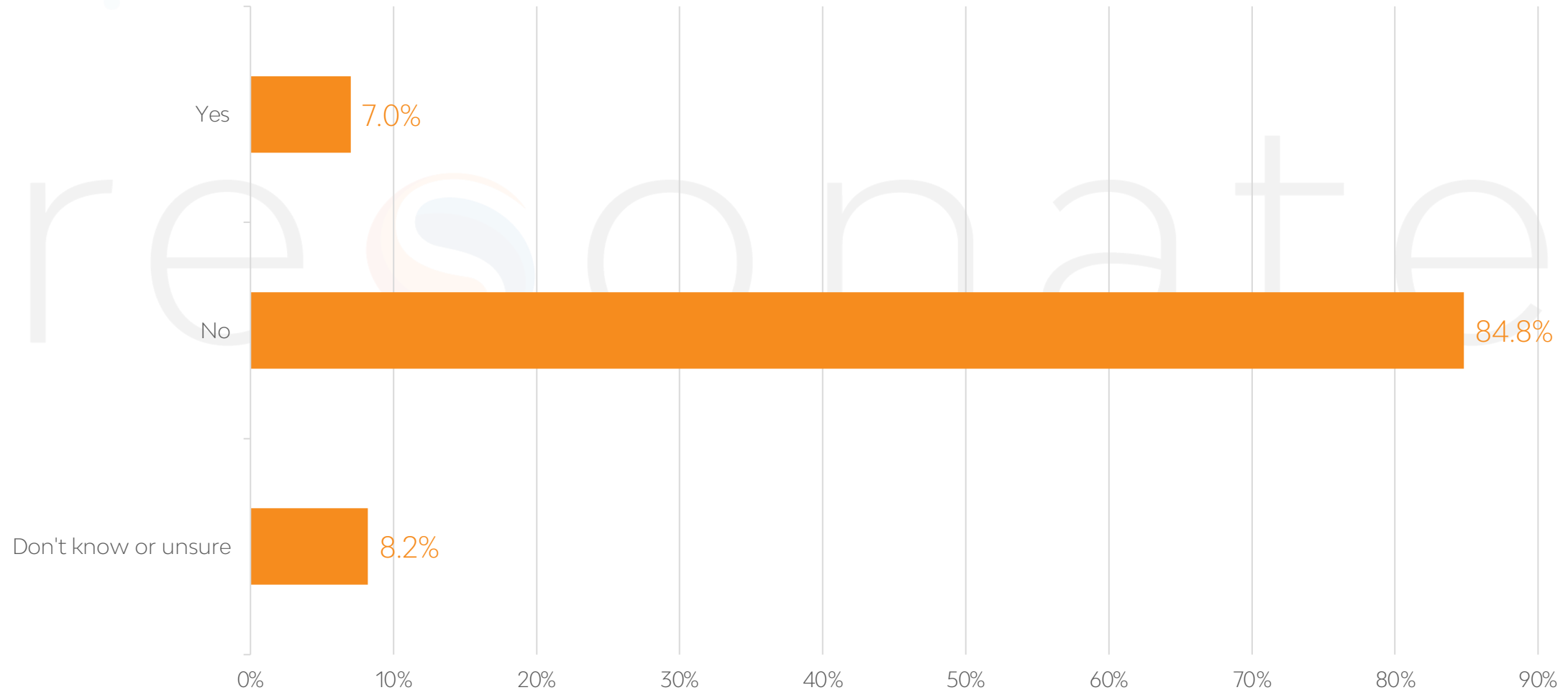
# EVENT PREFERENCE SPLIT BETWEEN IN-PERSON VS VIRTUAL

If you were required to attend a work event, what form would you prefer that event be in?



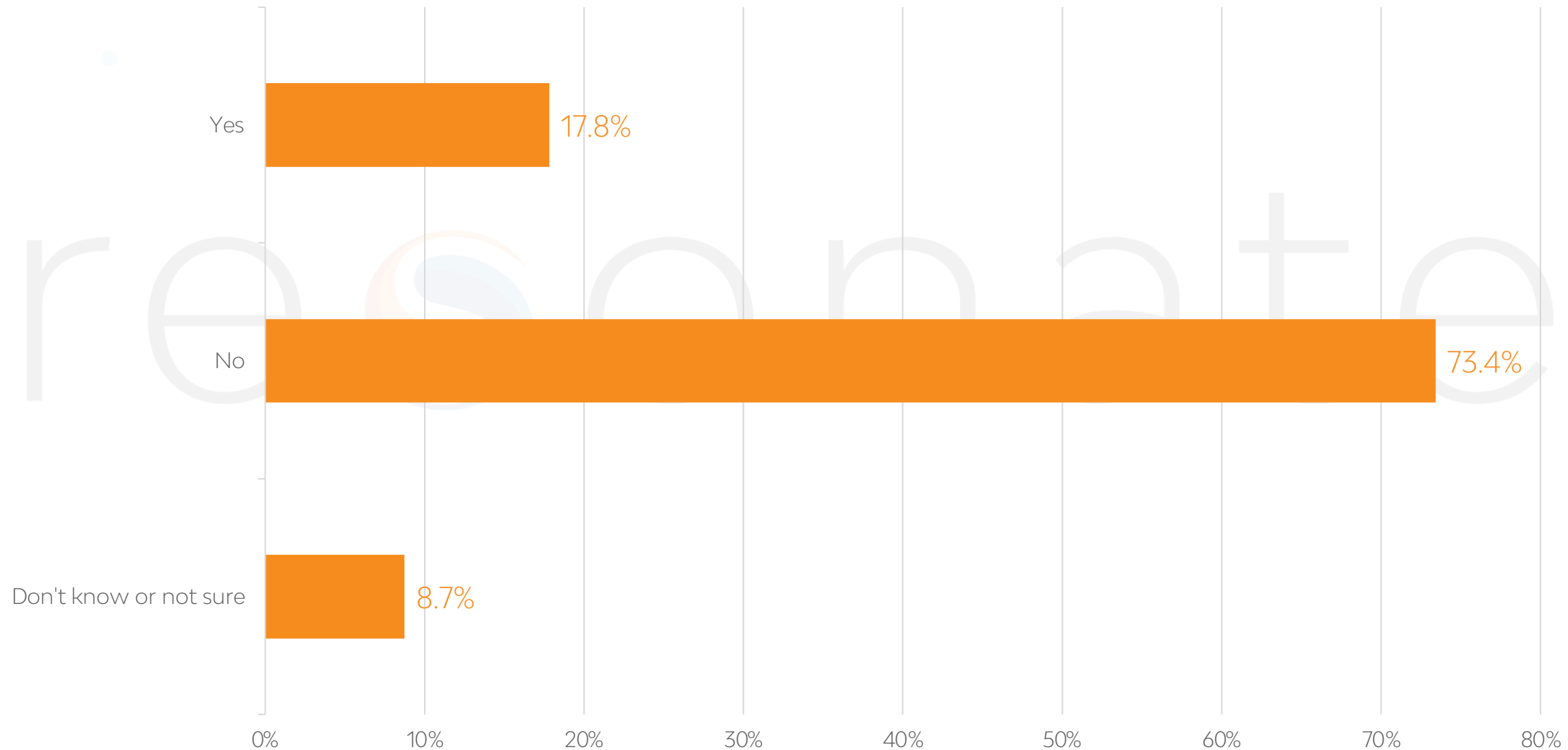
## 7% OF WORKERS PLANNING TO LEAVE JOB DUE TO WORK SITUATION

Are you planning on leaving your current job based on the **work situation post-COVID-19**? Note: this question was only asked of those employed full-time.



## 18% OF REMOTE WORKERS PLAN TO RELOCATE

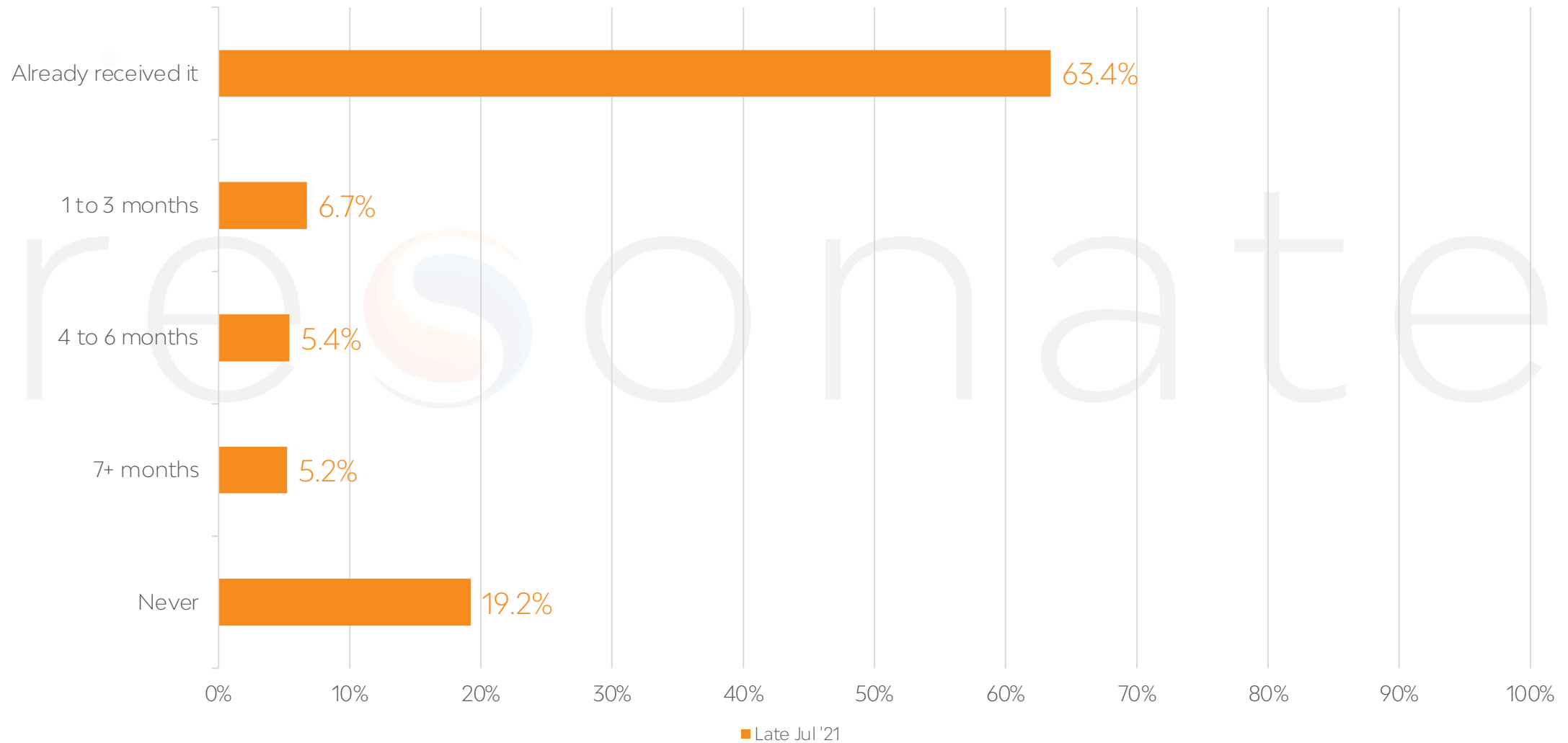
Are you planning to relocate in the next 6 months but maintain your current job? Note: this question was only asked of respondents whose work situation allows them to work remotely.



# VACCINE SENTIMENT

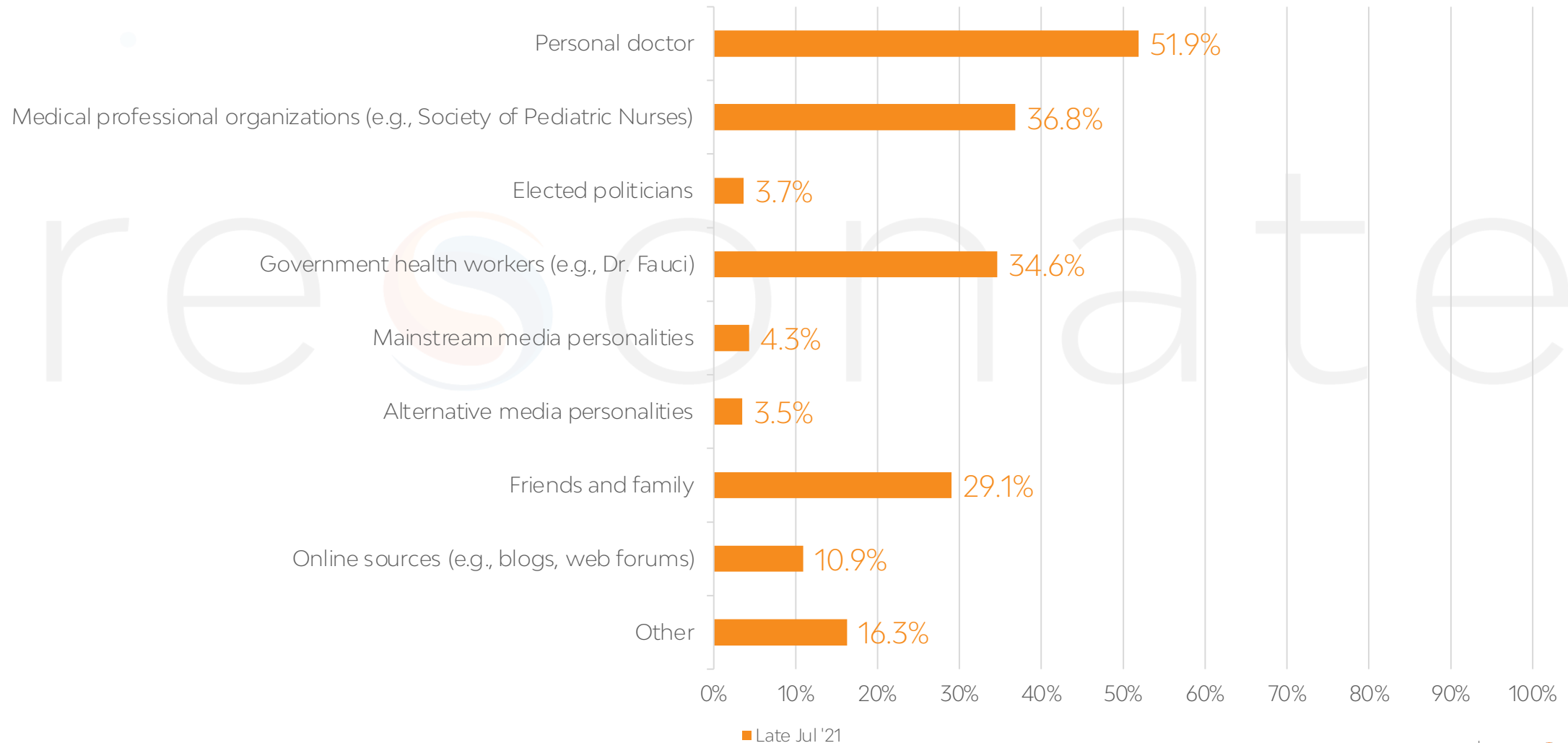
# 17% OF ONLINE AMERICAN ADULTS STILL PLAN TO GET VACCINATED

When do you think you would be most likely to be fully vaccinated against the coronavirus?



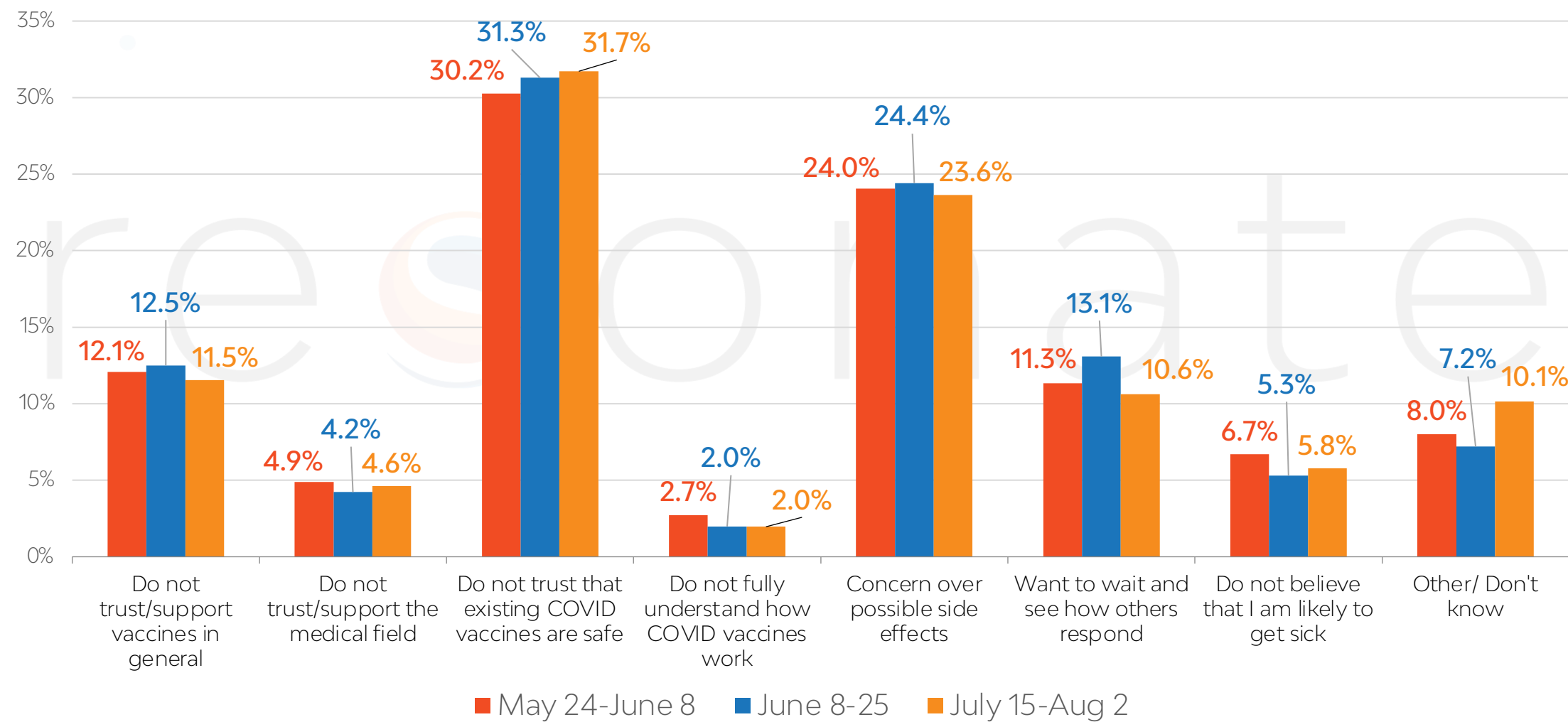
# ELECTED POLITICIANS AMONG LEAST TRUSTED FOR ENCOURAGING VACCINATION

Whose medical opinions do/did you trust regarding whether or not you would be willing to get the COVID-19 vaccine?



# SAFETY AND SIDE EFFECTS ARE THE TOP HESITATIONS OF THE UNVACCINATED

What is the main reason for your delay/unwillingness to take the vaccine? Note: this was only asked of those who have not taken the vaccine.



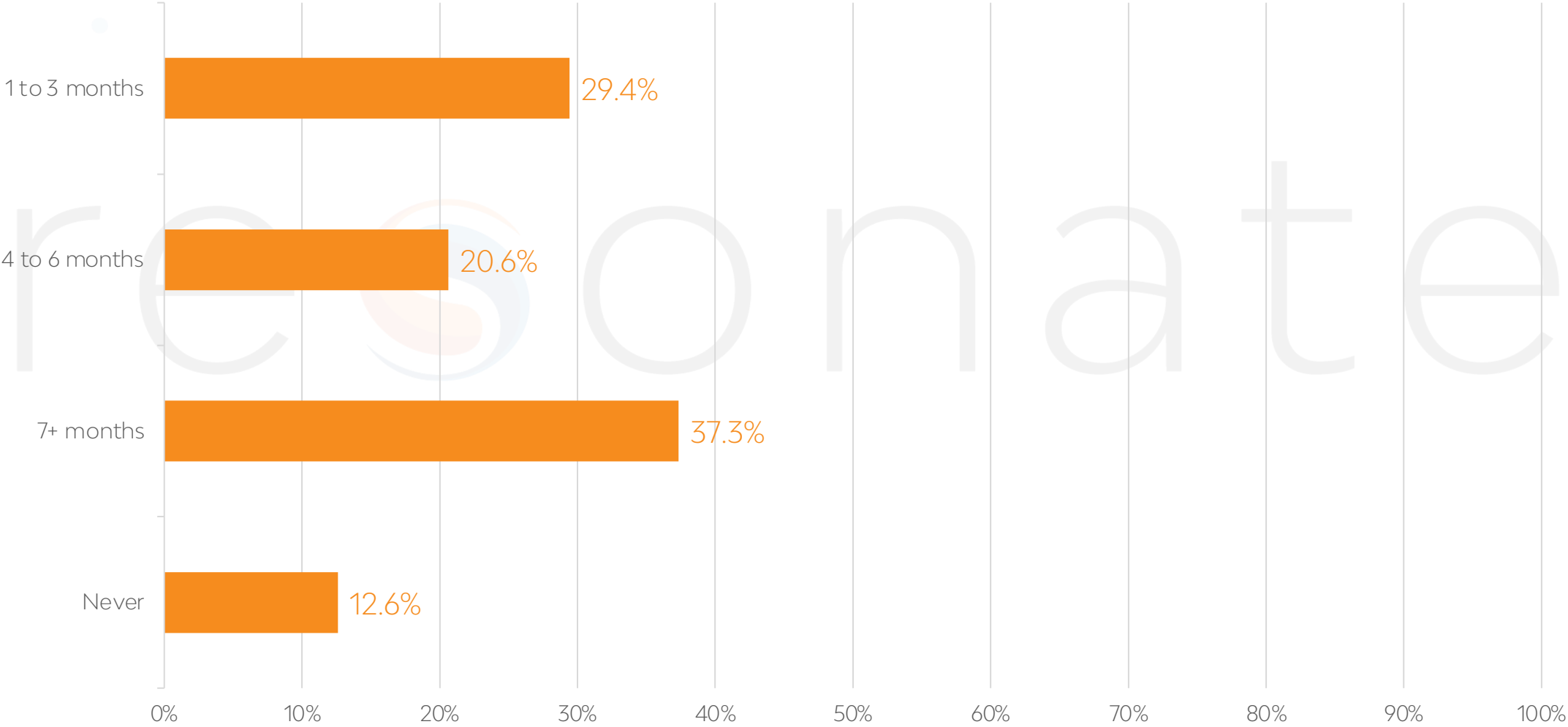


The image features a solid blue background. In the center, the word "TRAVEL" is written in a white, bold, sans-serif font. Behind the text, there are several overlapping, light blue, wavy lines that create a sense of motion and depth, resembling stylized waves or a dynamic pattern.

TRAVEL

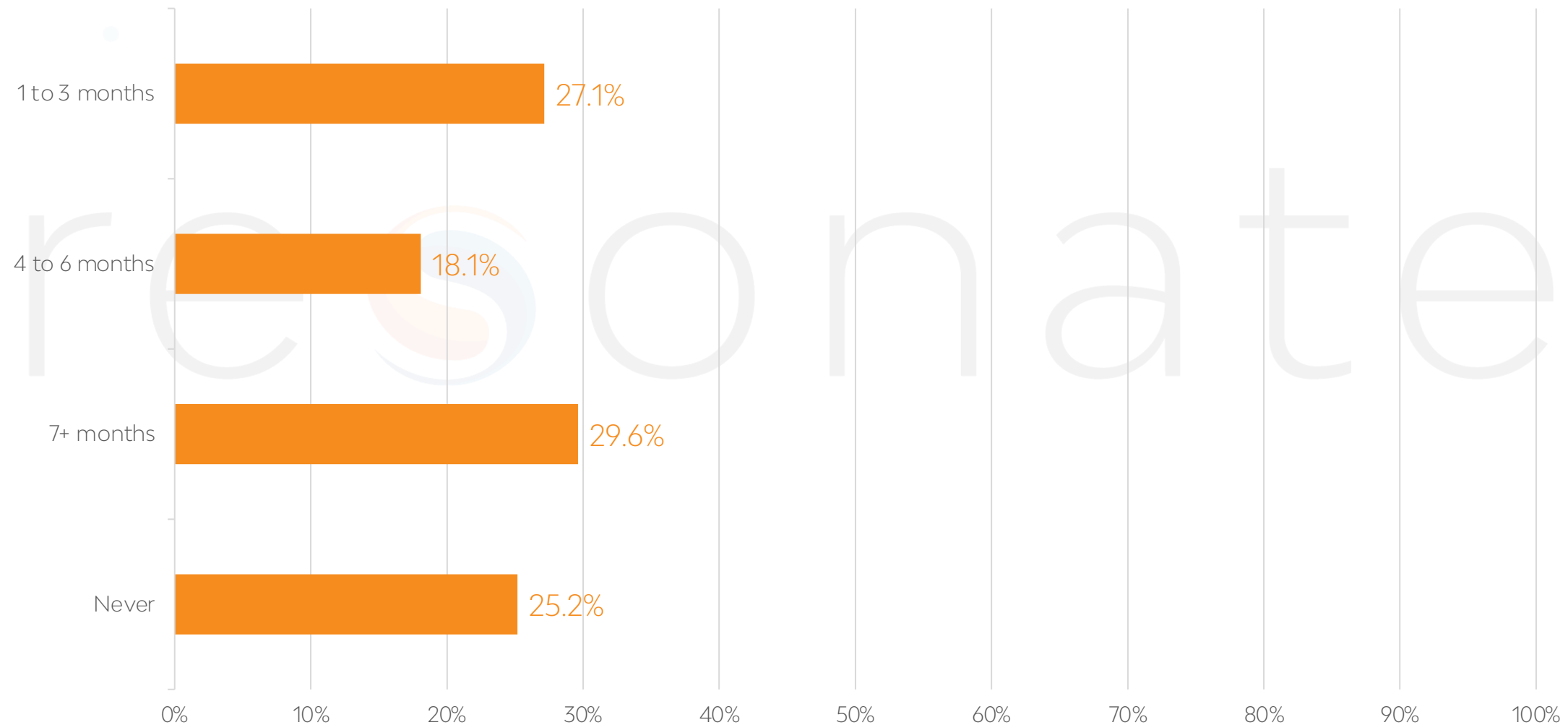
# 60% EXPECT LEISURE TRAVEL TO RETURN TO NORMAL IN NEXT 6 MONTHS

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



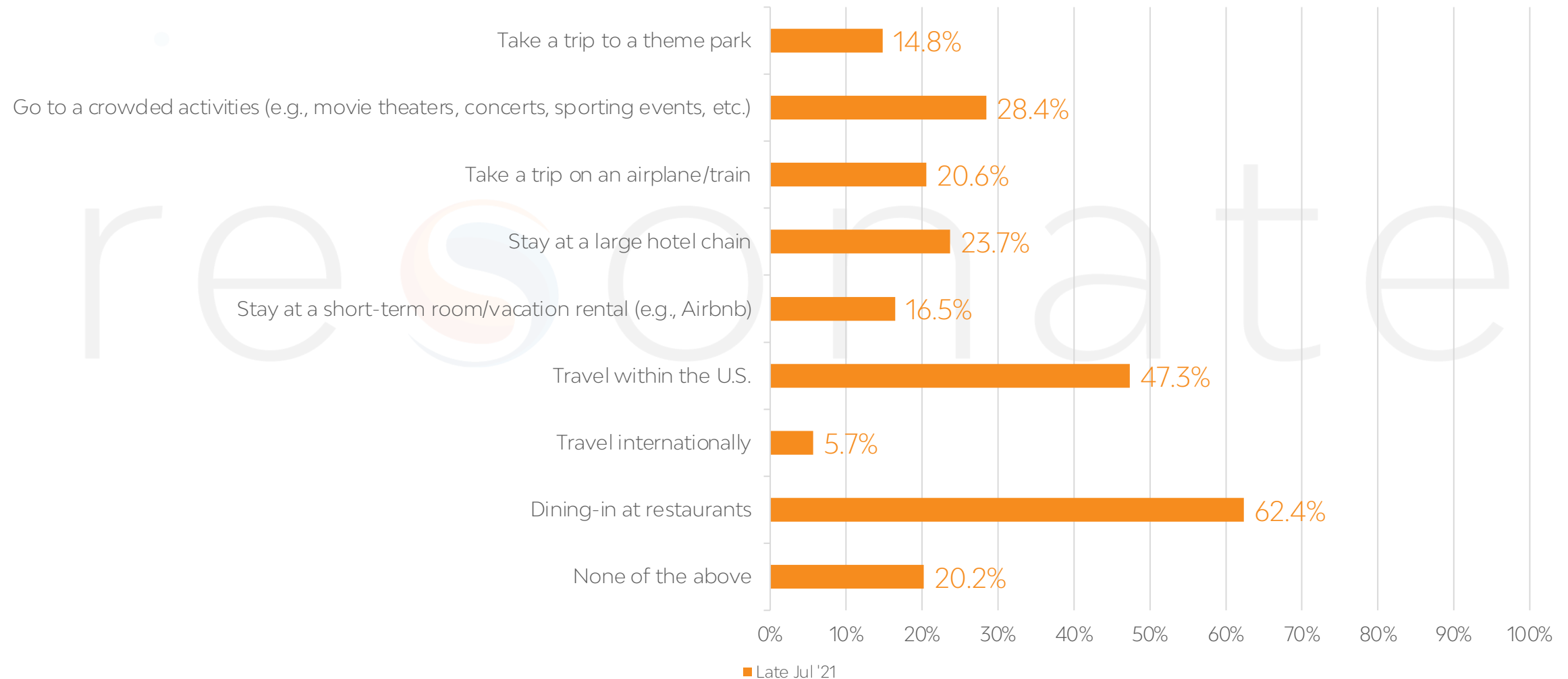
# 1 IN 4 BELIEVE BUSINESS TRAVEL WILL NEVER RETURN TO NORMAL

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



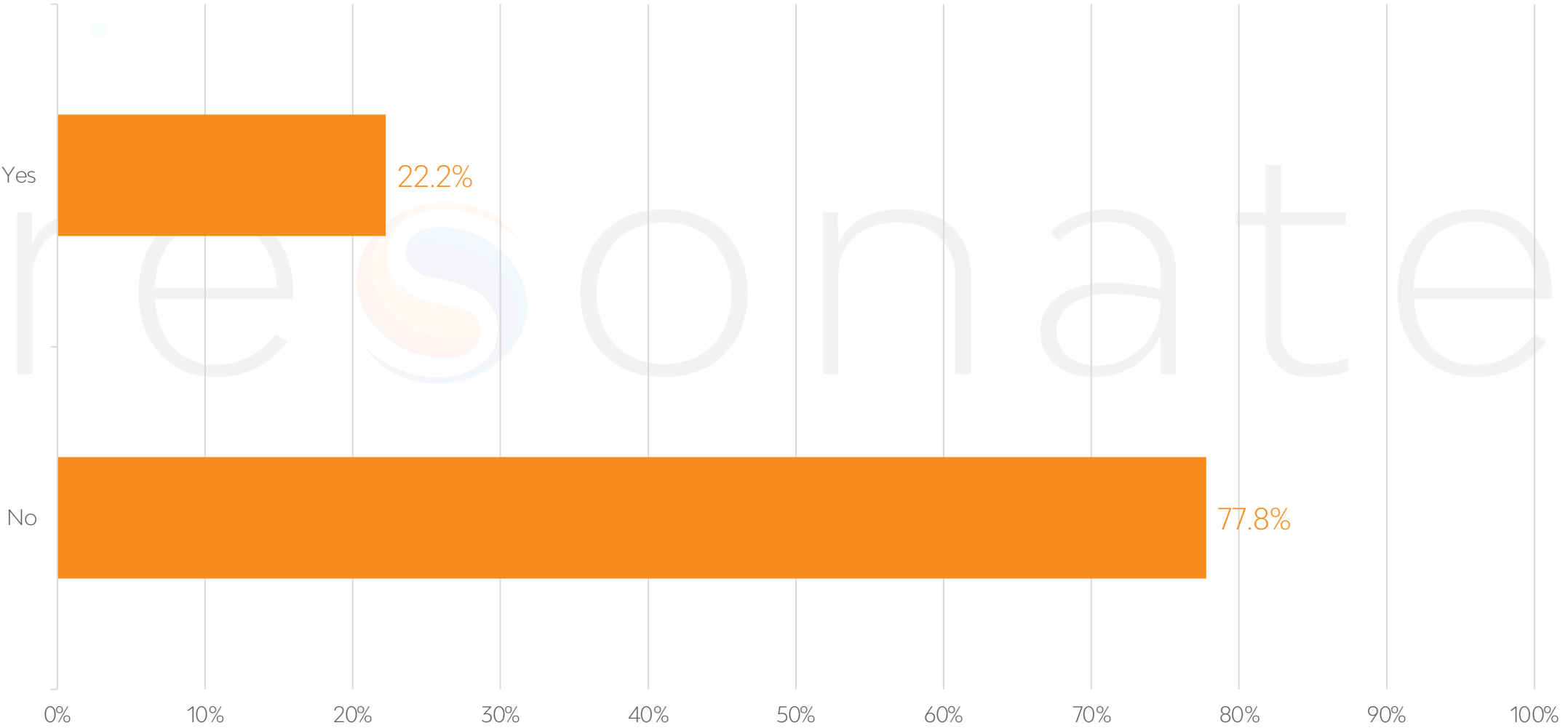
# 47% PLAN TO TRAVEL DOMESTICALLY IN NEXT 90 DAYS

Which of the following do you **plan to do in the next 3 months**?



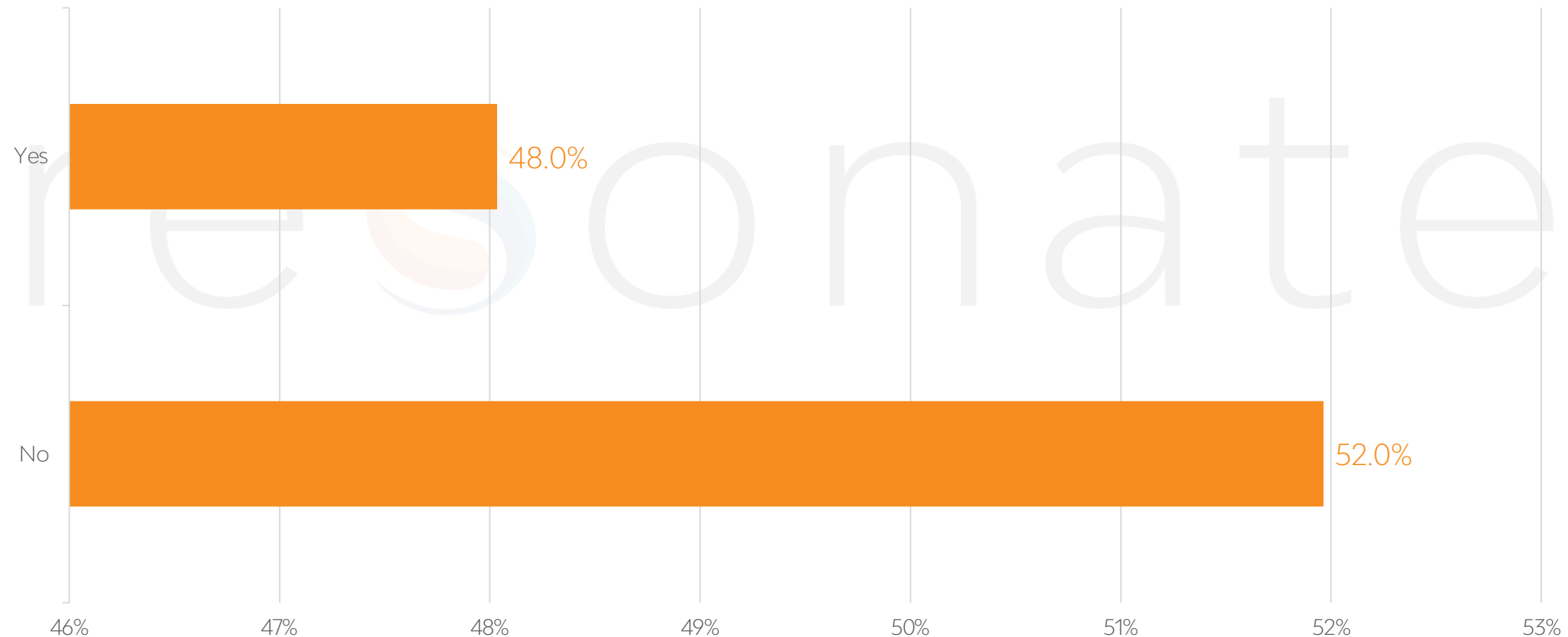
# MOST AMERICANS PLAN TO KEEP THOSE TRAVEL PLANS

As a result of the coronavirus situation, have you initiated the cancellation of an existing airline or hotel reservation?



# 1 IN 10 OF COVID-CANCELED TRAVEL PLANS HAVE BEEN REBOOKED

For those airline or hotel reservation(s) that you cancelled, **have you booked some or all of them again for a later date?** Note: this was only asked of those who cancelled reservations due to the pandemic.

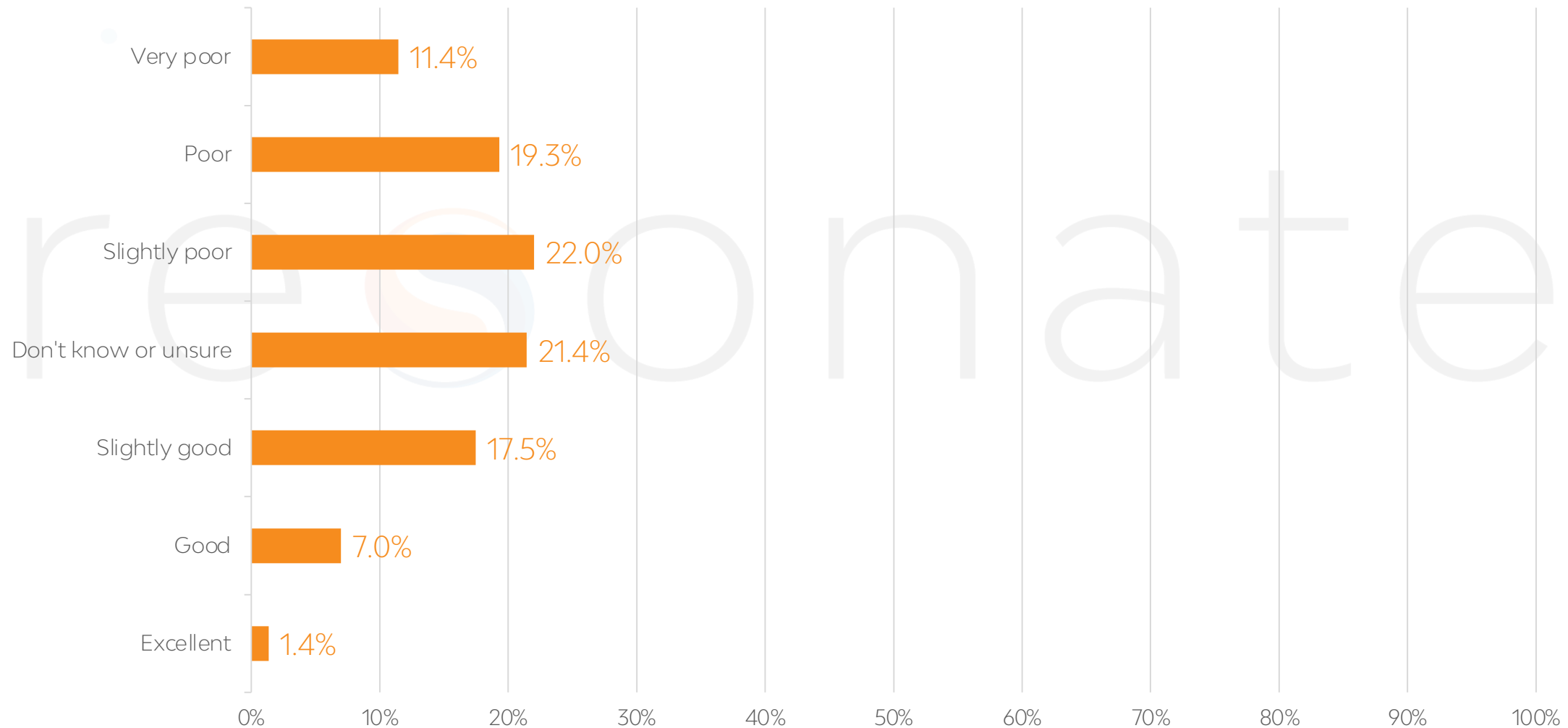


The background is a solid blue color with a subtle, abstract pattern of swirling, concentric lines in a slightly lighter shade of blue, creating a sense of motion and depth.

FINANCIAL

# OVER HALF OF AMERICANS RATE QUALITY OF U.S. ECONOMY AS POOR

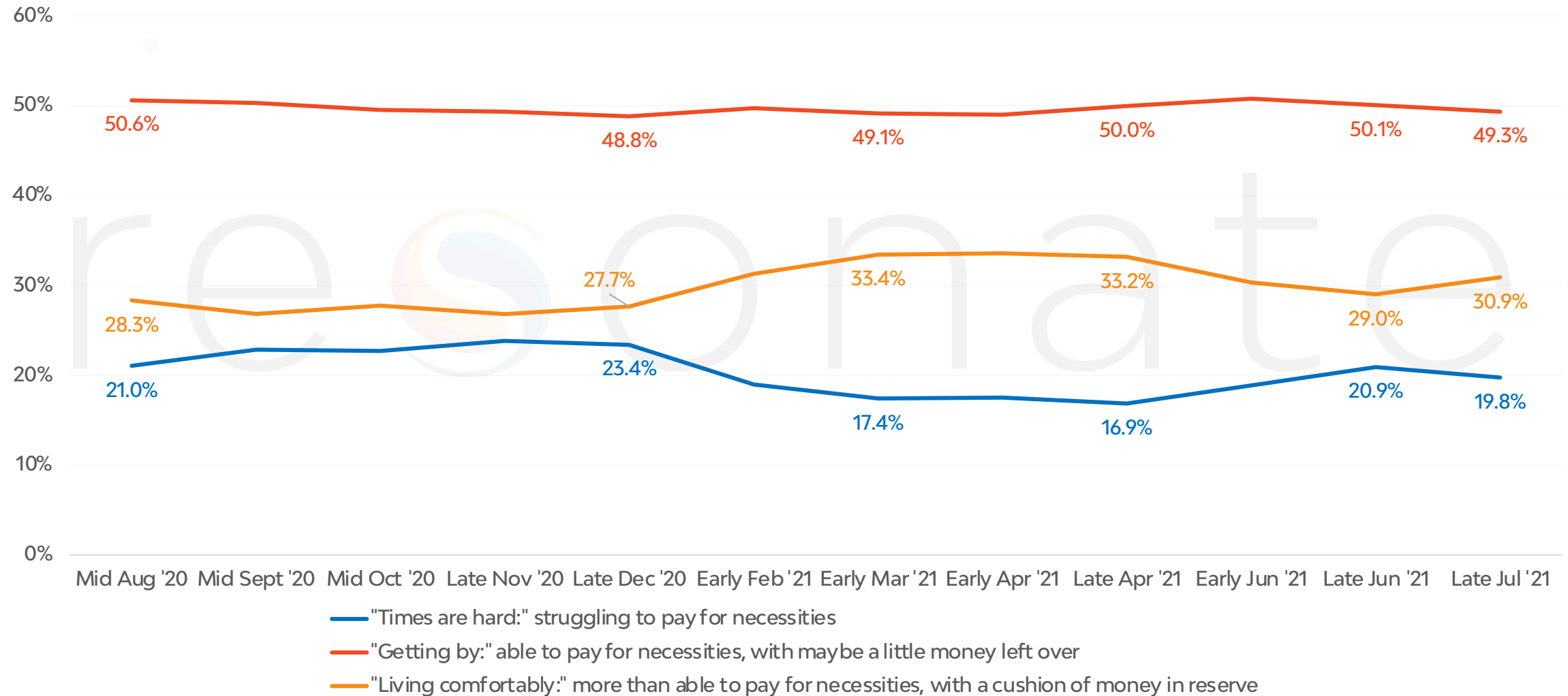
What is the current quality of the United States economy?





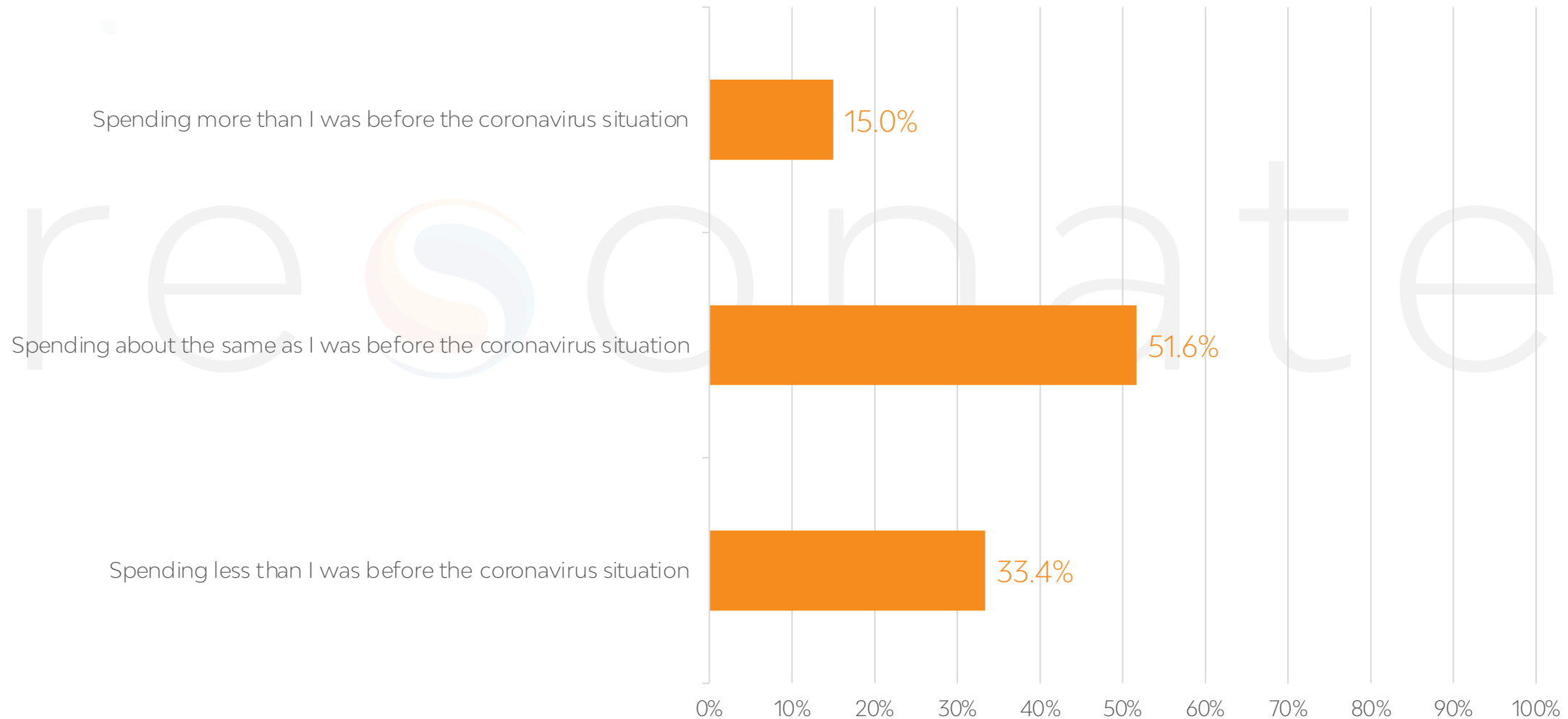
# NEARLY 1 IN 5 STRUGGLE TO PAY FOR NECESSITIES

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



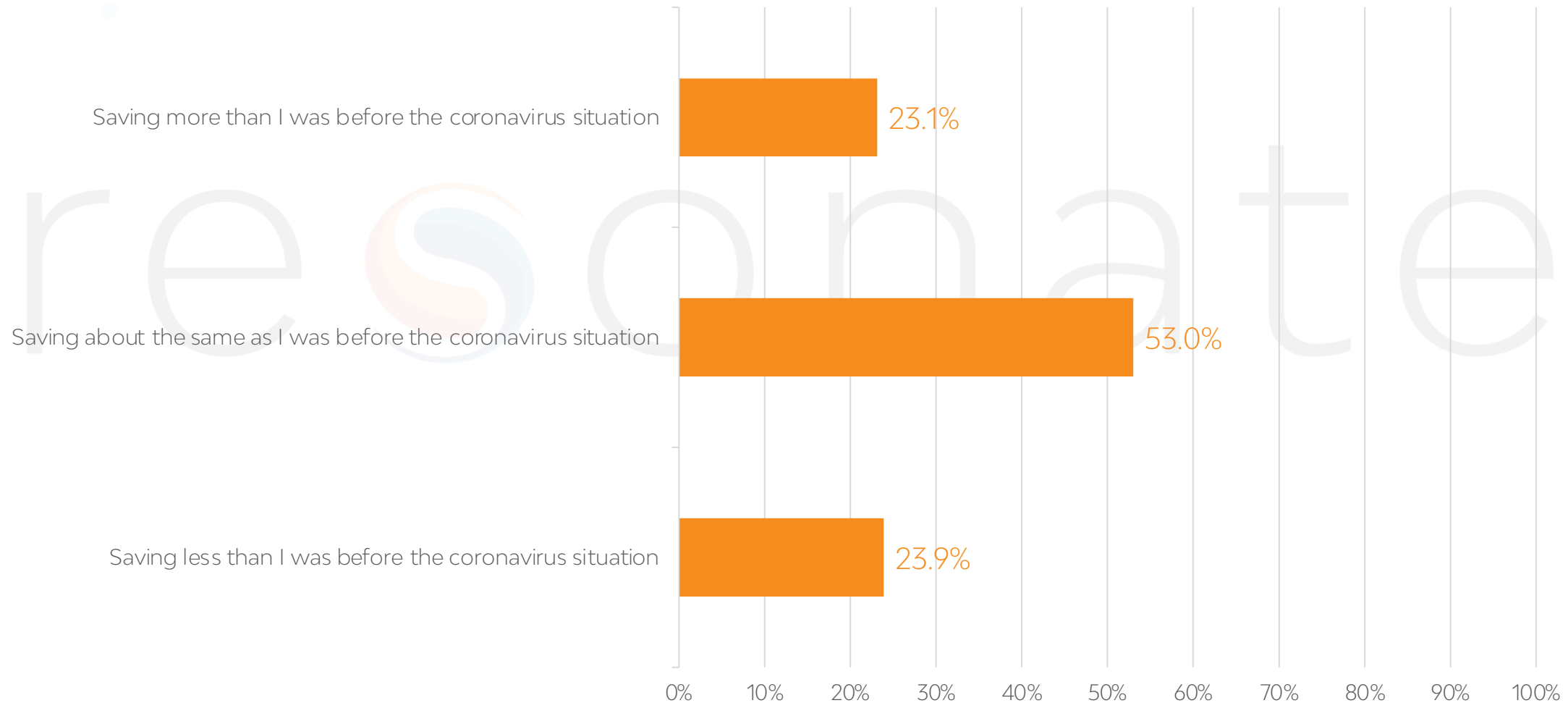
# 1 IN 3 SPENDING LESS COMPARED TO PRE-COVID

Compared to what you were doing before the coronavirus situation, **how would you say your spending habits have changed?**



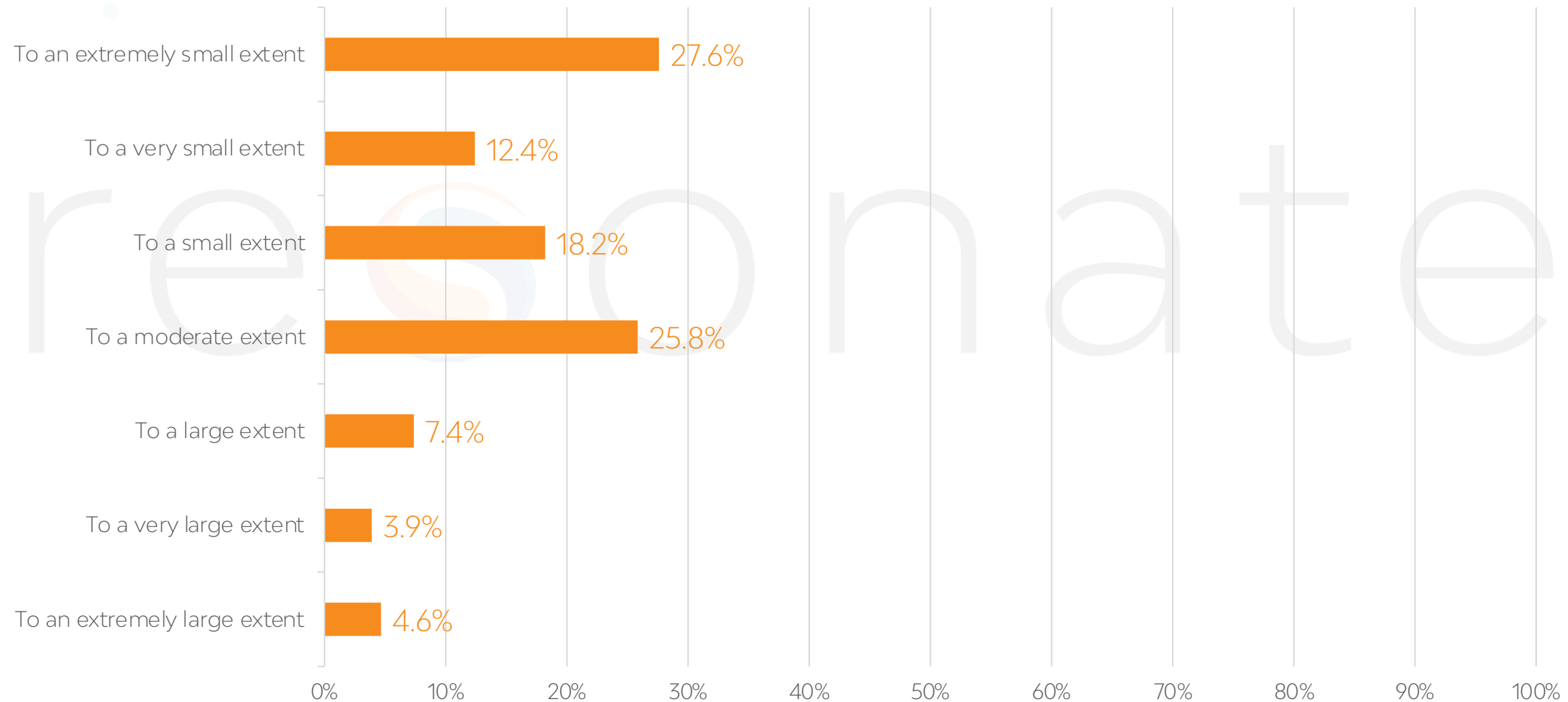
## 23% SAVING MORE MONEY COMPARED TO PRE-COVID

Compared to what you were doing before the coronavirus situation, how would you say your saving habits have changed?



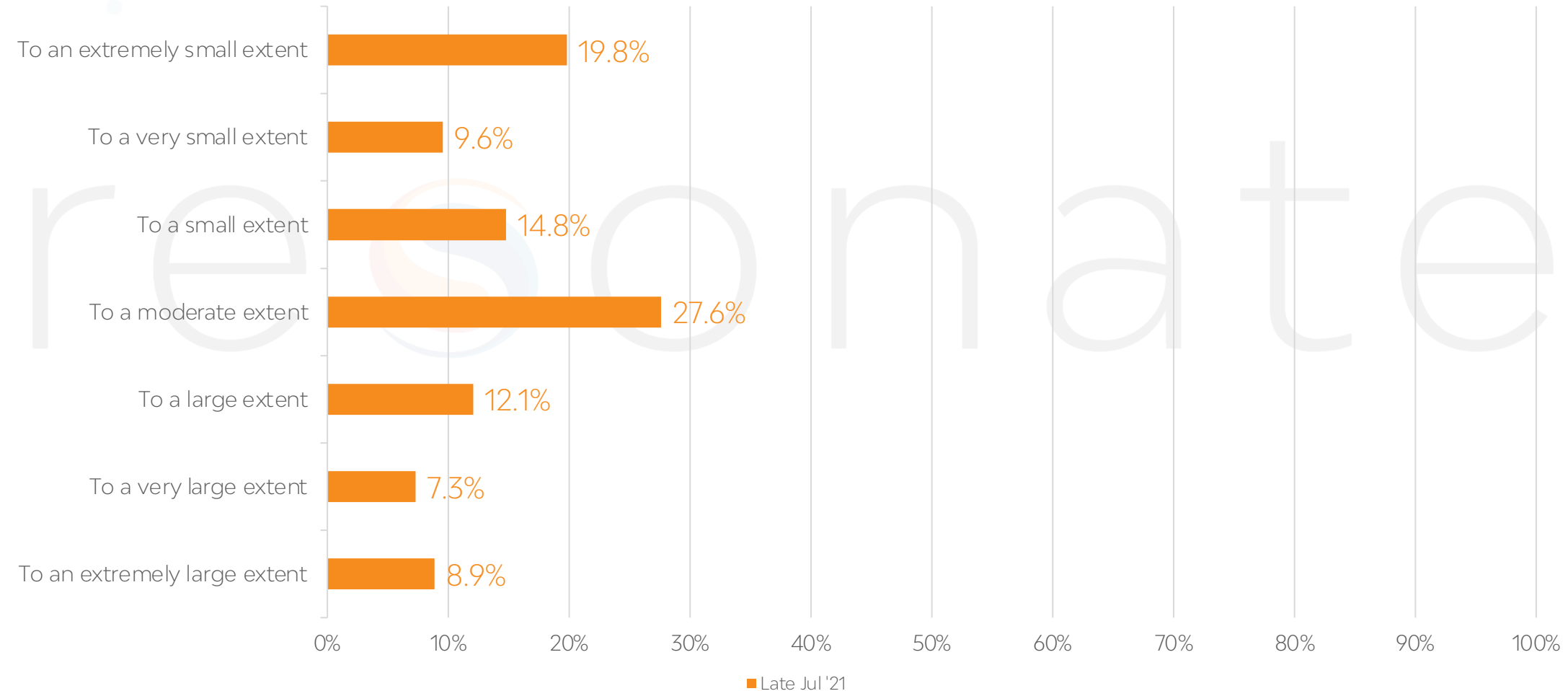
## 42% USED CONTACTLESS PAYMENT PRE-COVID

To what extent were you likely to use contactless payments (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases, before the onset of the coronavirus situation?



# OVER HALF ARE ACTIVELY USING CONTACTLESS PAYMENT NOW

To what extent **are you now likely to use contactless payments** (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases, because of the coronavirus situation?

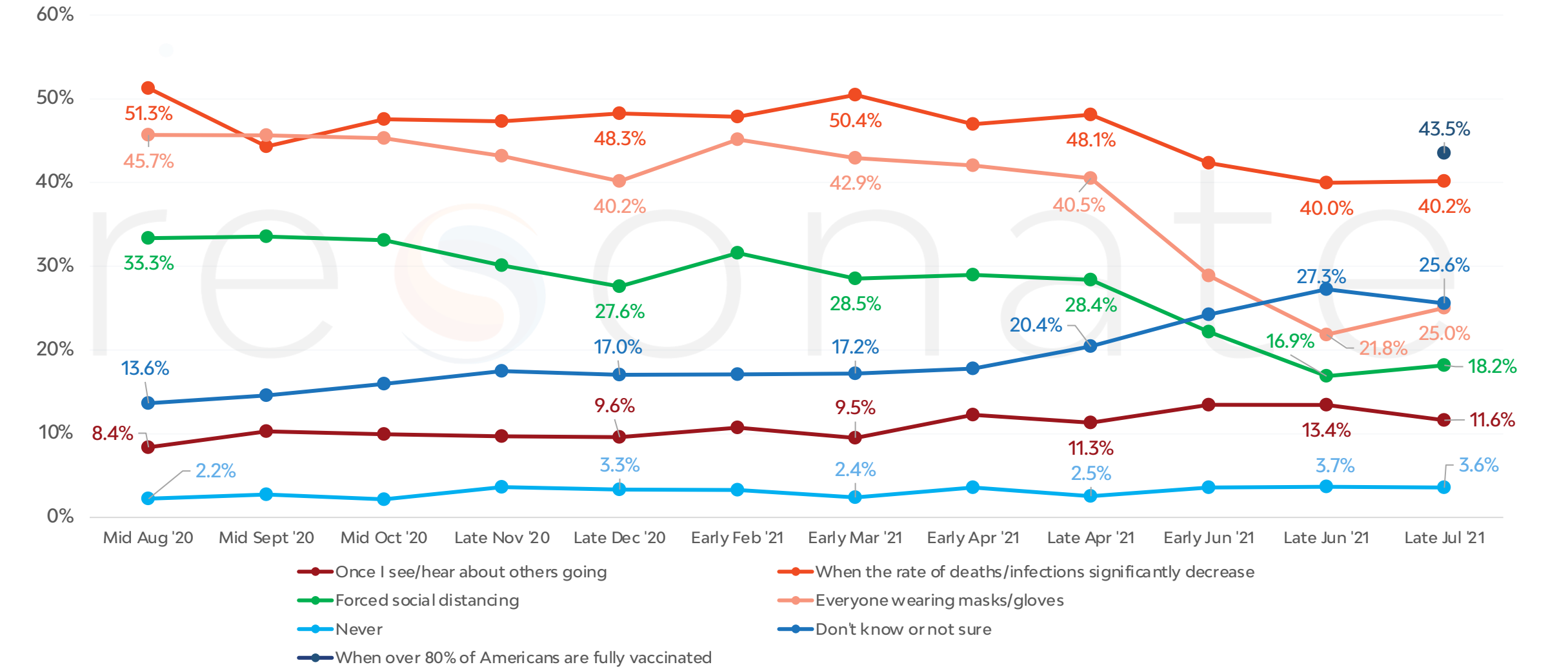


The image features a solid blue background. Overlaid on this are several white, wavy, brushstroke-like lines that form a large, abstract, circular pattern. In the center of this pattern, the word "RETAIL" is written in a clean, white, sans-serif, uppercase font.

RETAIL

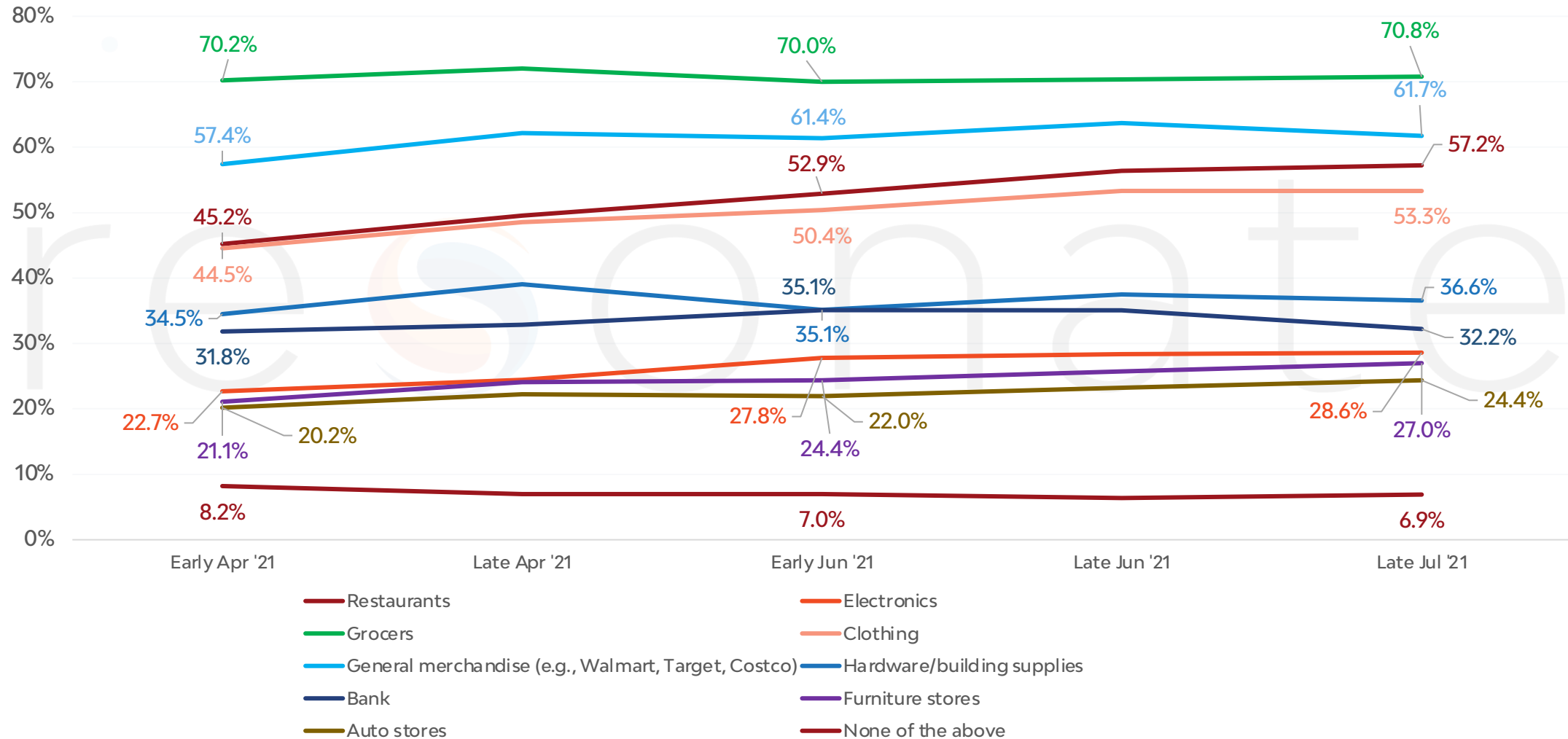
# 14% INCREASE IN PRO MASK SENTIMENT SINCE LATE JUNE, AFTER 46% DROP

Which of the following must occur, in order for you to once again feel comfortable doing activities involving crowds (e.g., going to a bank, shopping, attending a concert or sporting event, or dining in at a restaurant)? Please select all that apply.



# IN-STORE CLOTHING SHOPPING INCREASES 20% SINCE EARLY APRIL

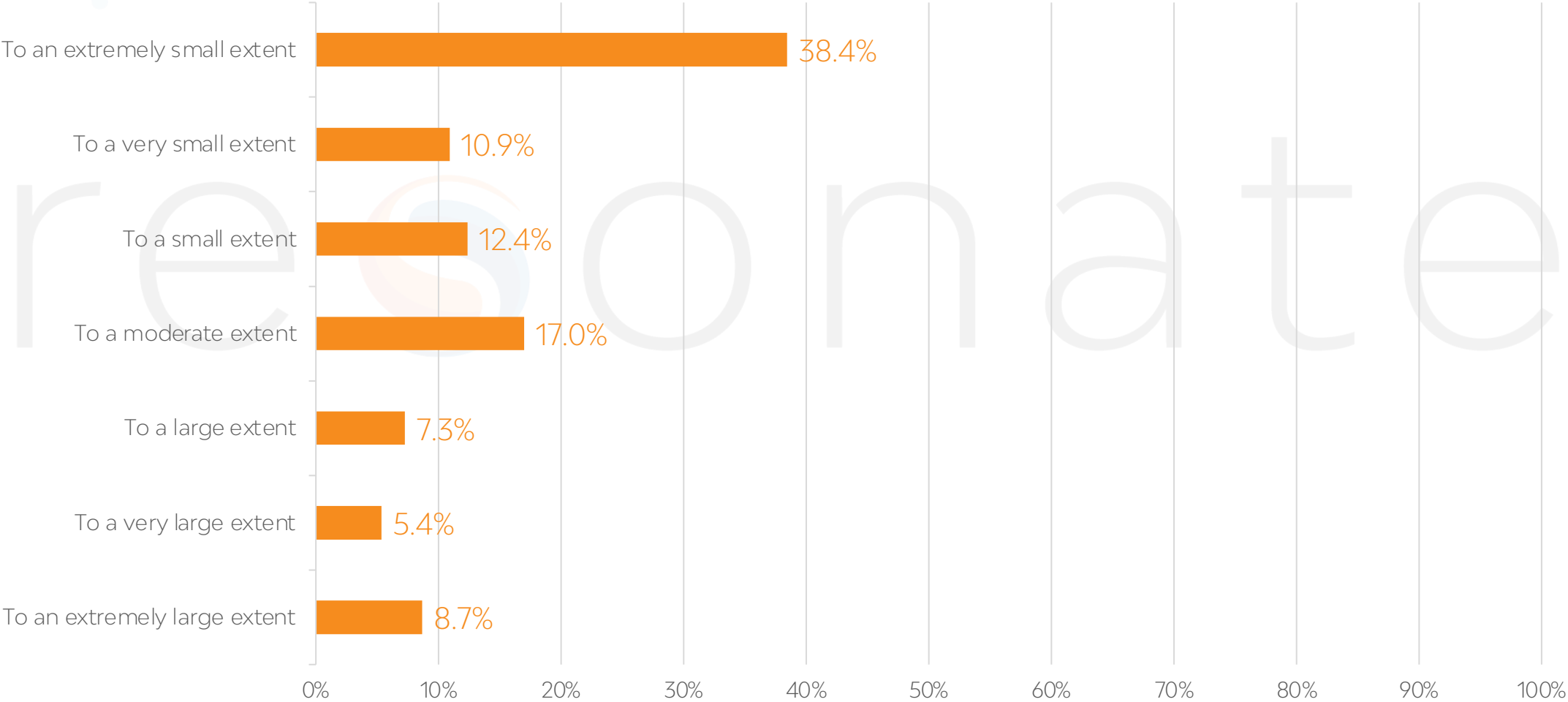
Now that stores and locations are open, which of the following types of activities or shopping will you now primarily do in a physical location, rather than online? Please select all that apply.





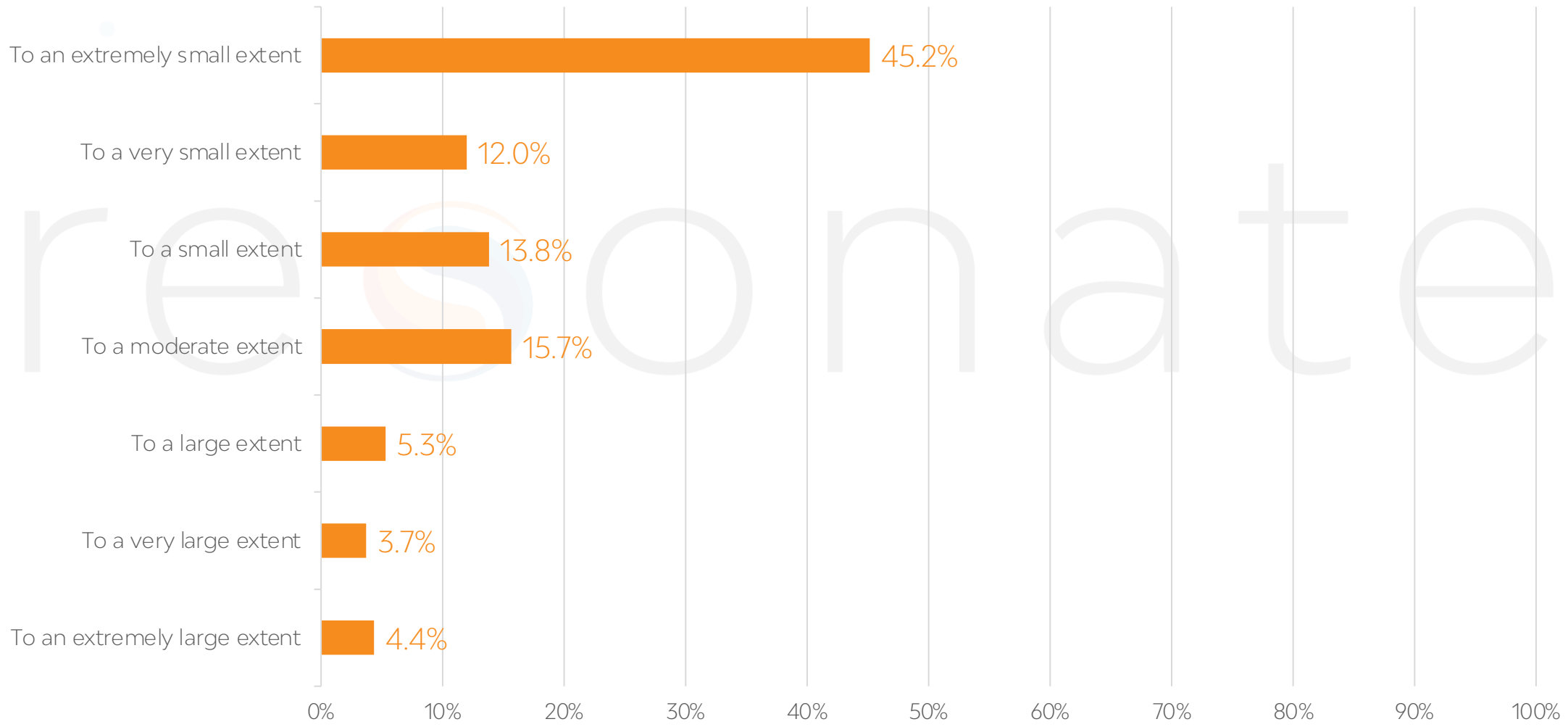
# 38% ARE LIKELY TO USE GROCERY DELIVERY RATHER THAN SHOP IN-STORE

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



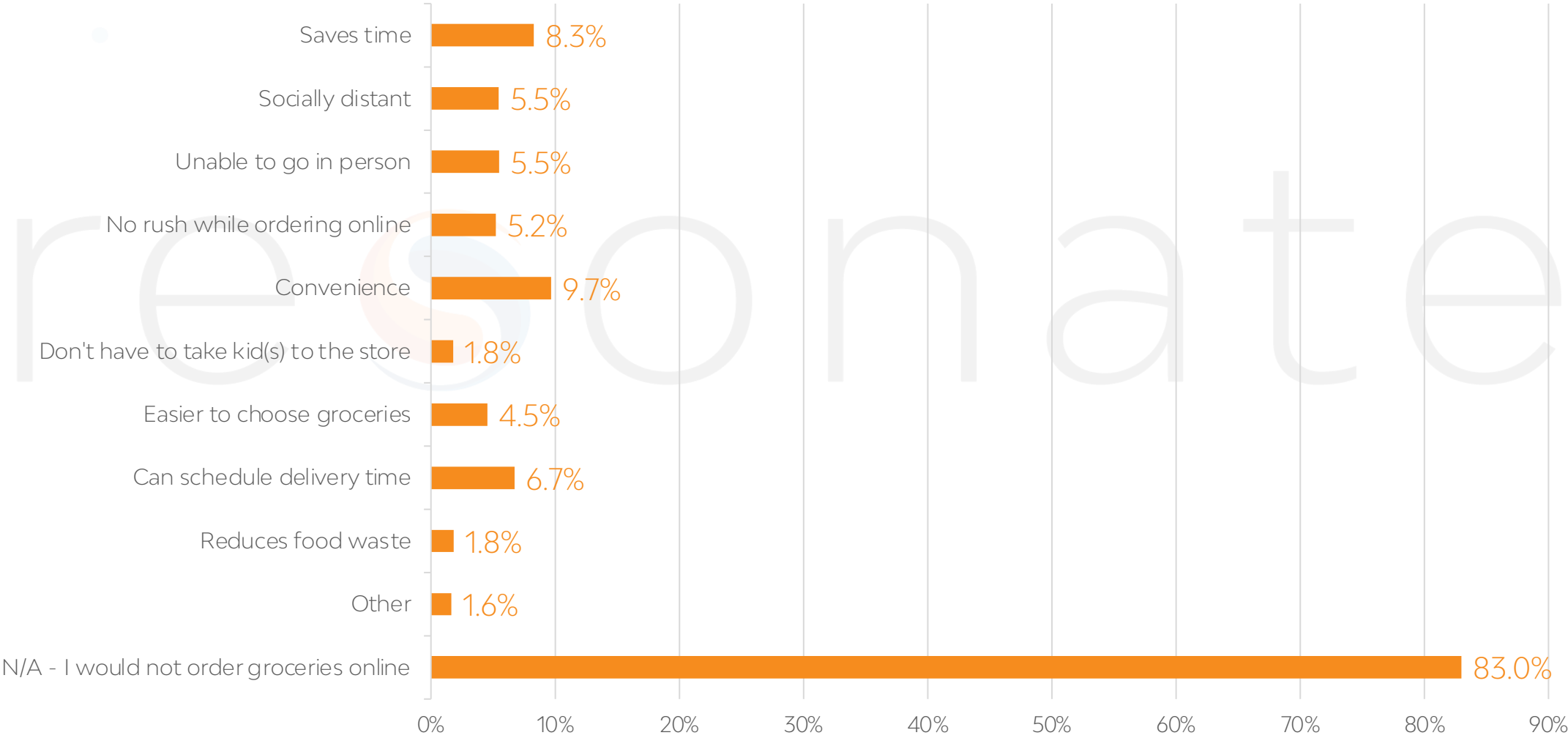
# 29% ARE LIKELY TO USE ONLINE-ONLY GROCERY DELIVERY

To what extent are you likely 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.)?



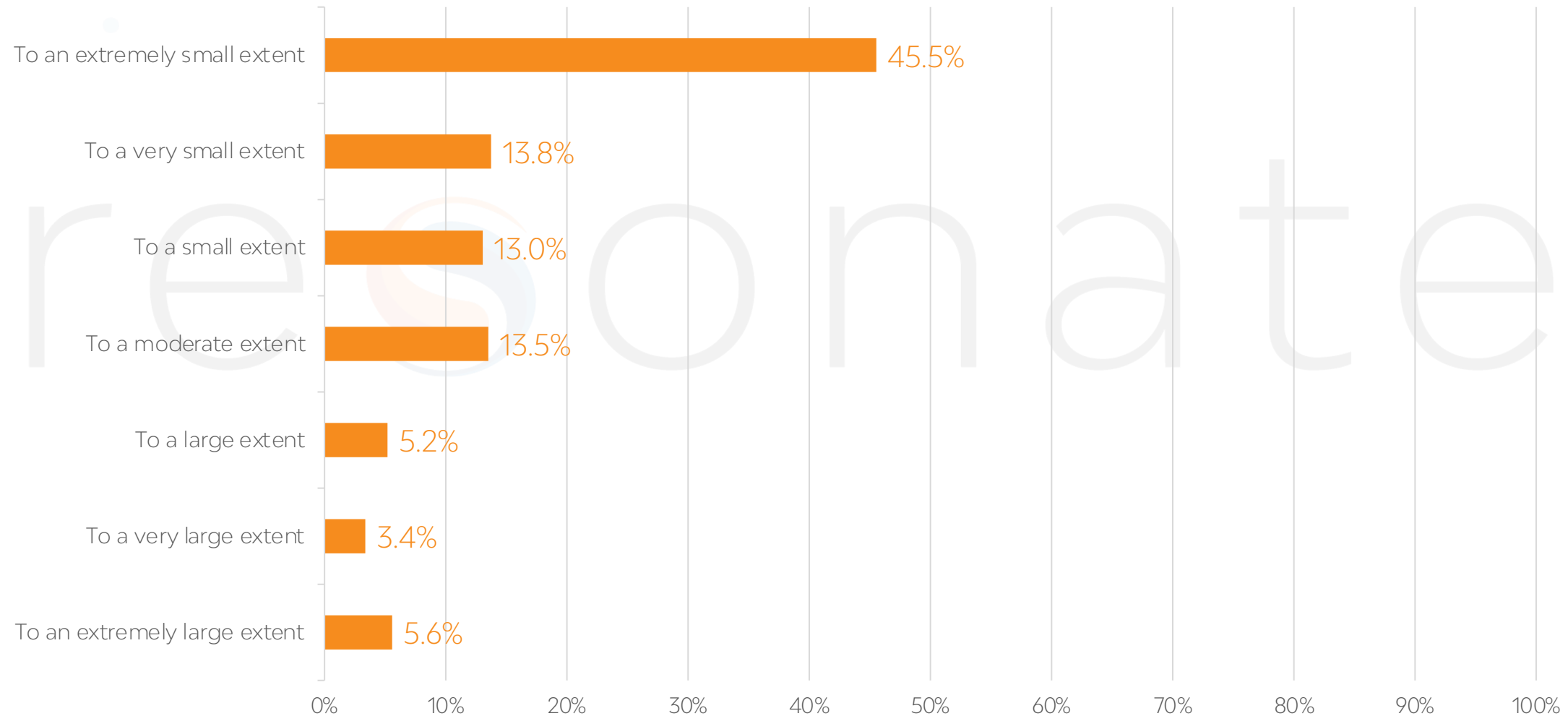
# CONVENIENCE DRIVES ONLINE GROCERY DELIVERY PREFERENCE

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



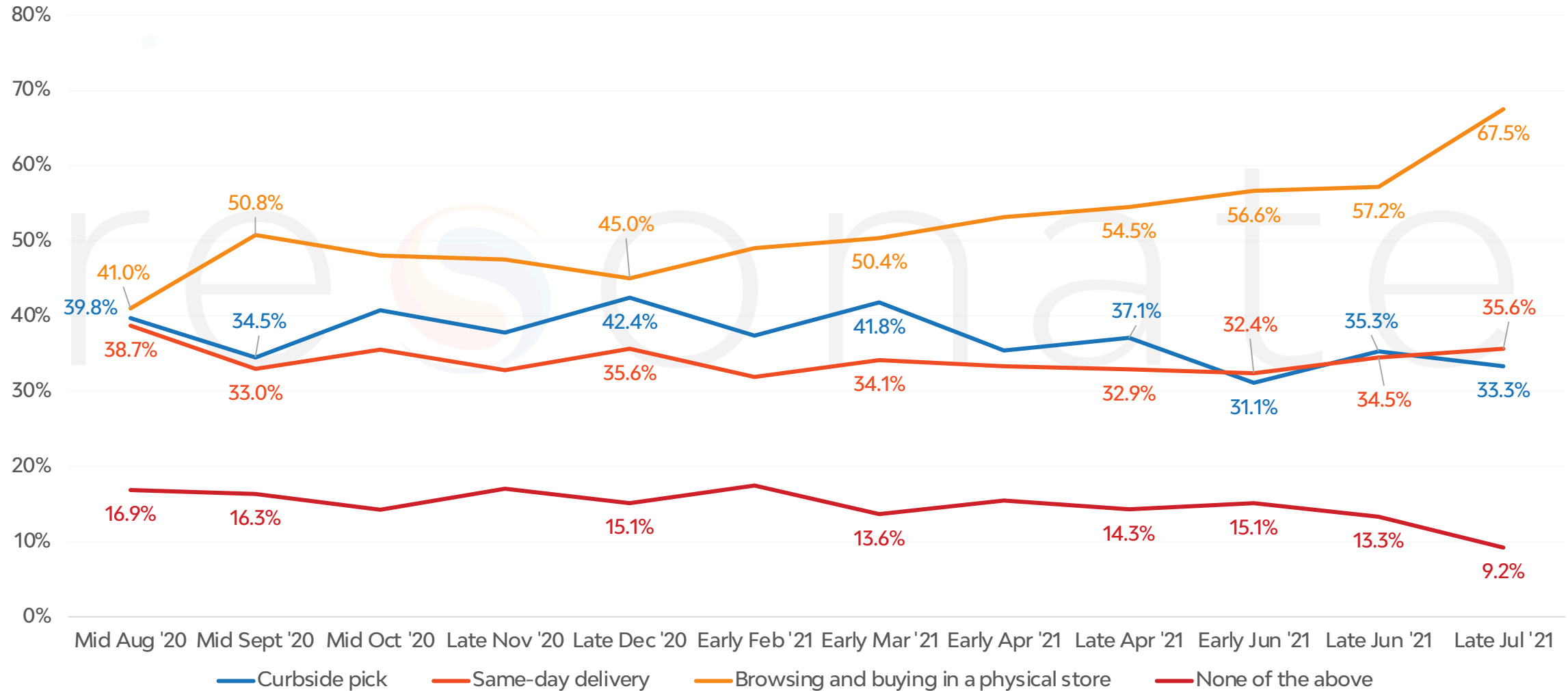
# OVER HALF ARE LIKELY TO ORDER GROCERIES ONLINE POST-PANDEMIC

After the coronavirus situation is over, to what extent are you likely to order groceries online for delivery?



# IN STORE SHOPPING PREFERENCE INCREASES 18% SINCE JUNE

Which of the following shopping preferences are still important to you?

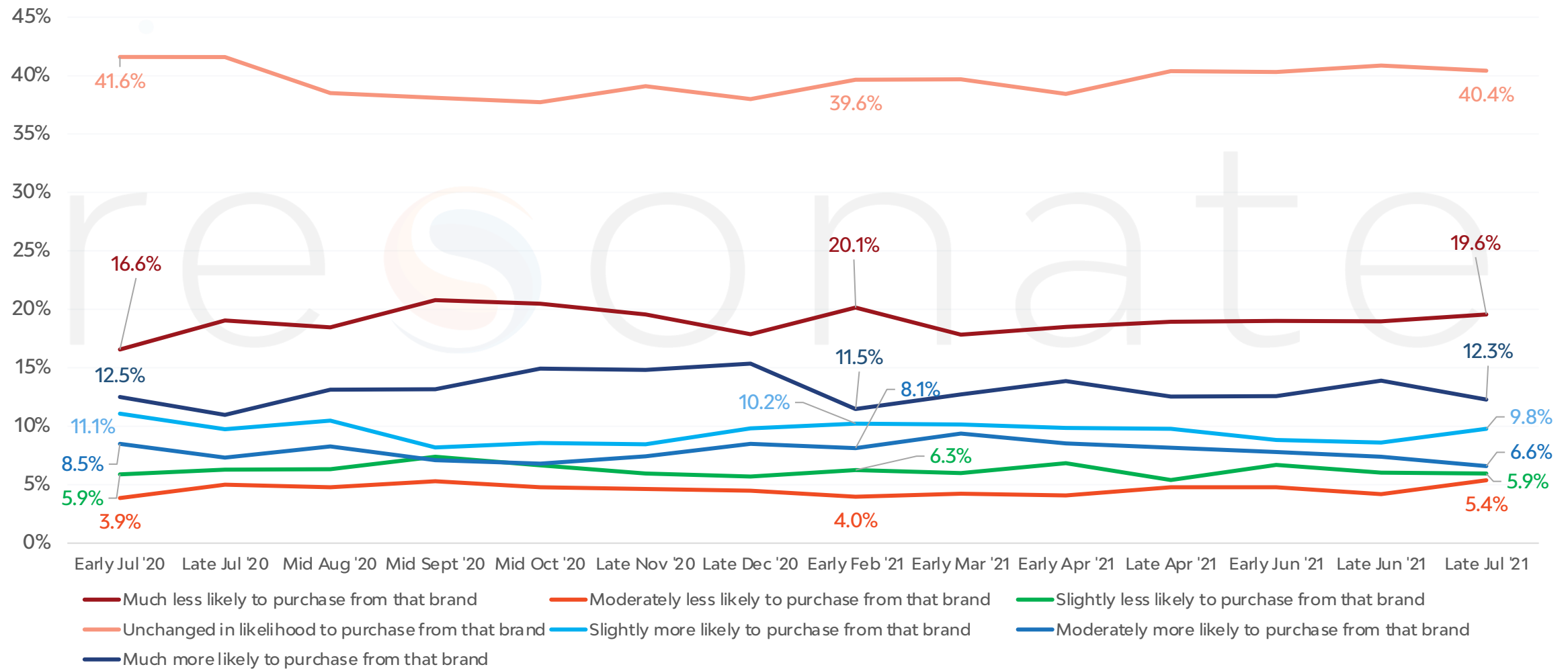


The background is a solid blue color with a subtle, abstract pattern of swirling, concentric lines in a slightly lighter shade of blue, creating a sense of movement and depth.

SOCIAL JUSTICE

# CONSUMERS ARE SPLIT ON BRANDS' BLM SUPPORT

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?

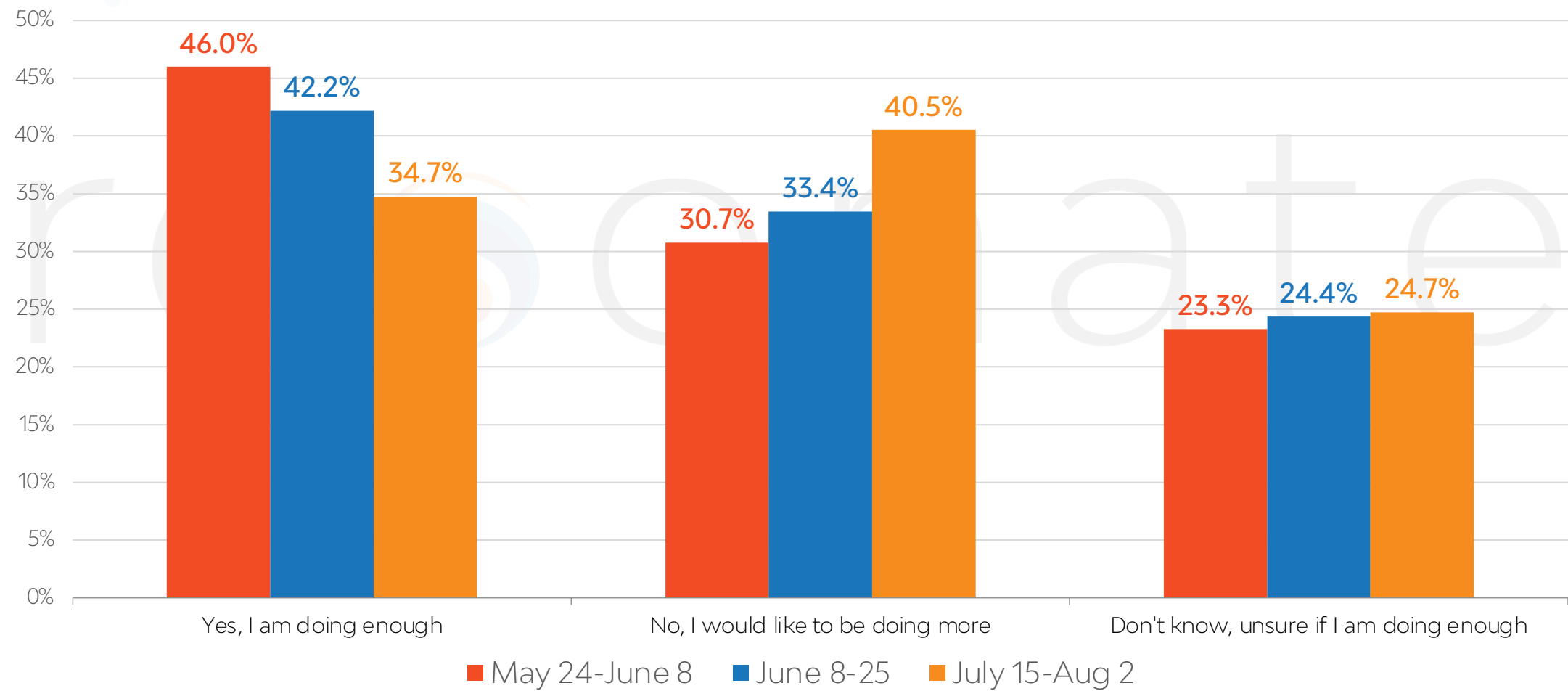


# ONLINE PRIVACY



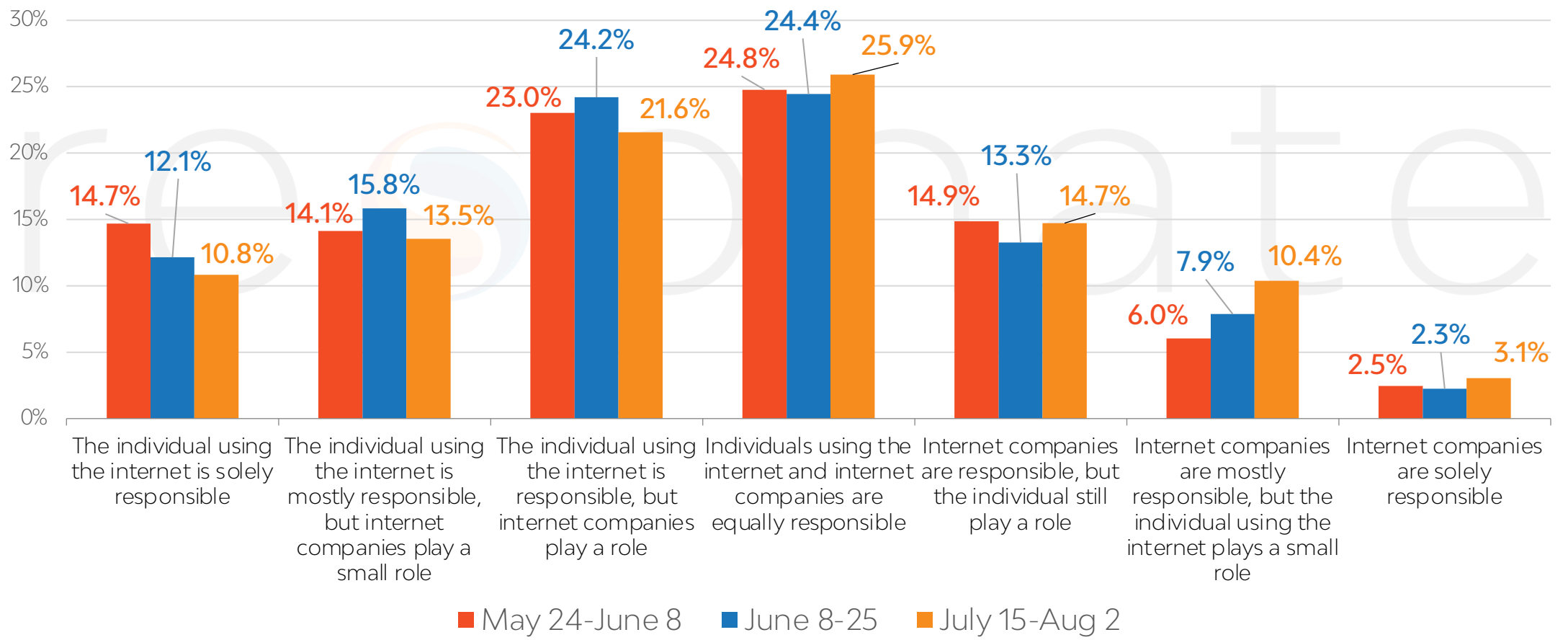
# AMERICANS QUESTION THEIR PERSONAL ONLINE PRIVACY PROTECTION

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 PRIVACY PROTECTION IS A SHARED RESPONSIBILITY

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

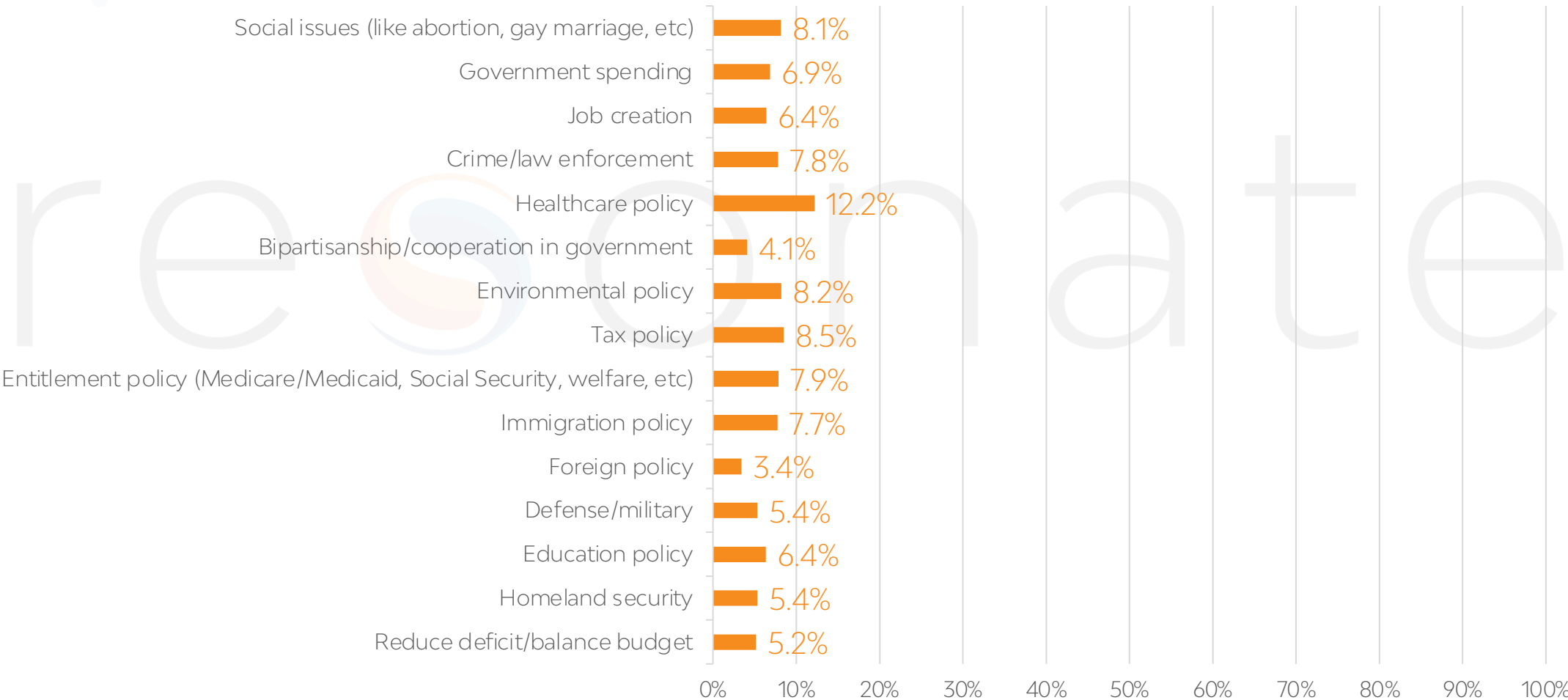


The image features a solid blue background. Overlaid on this are several white, wavy, brushstroke-like lines that form a large, abstract, circular pattern. In the center of this pattern, the word "POLITICS" is written in a clean, white, sans-serif, uppercase font.

POLITICS

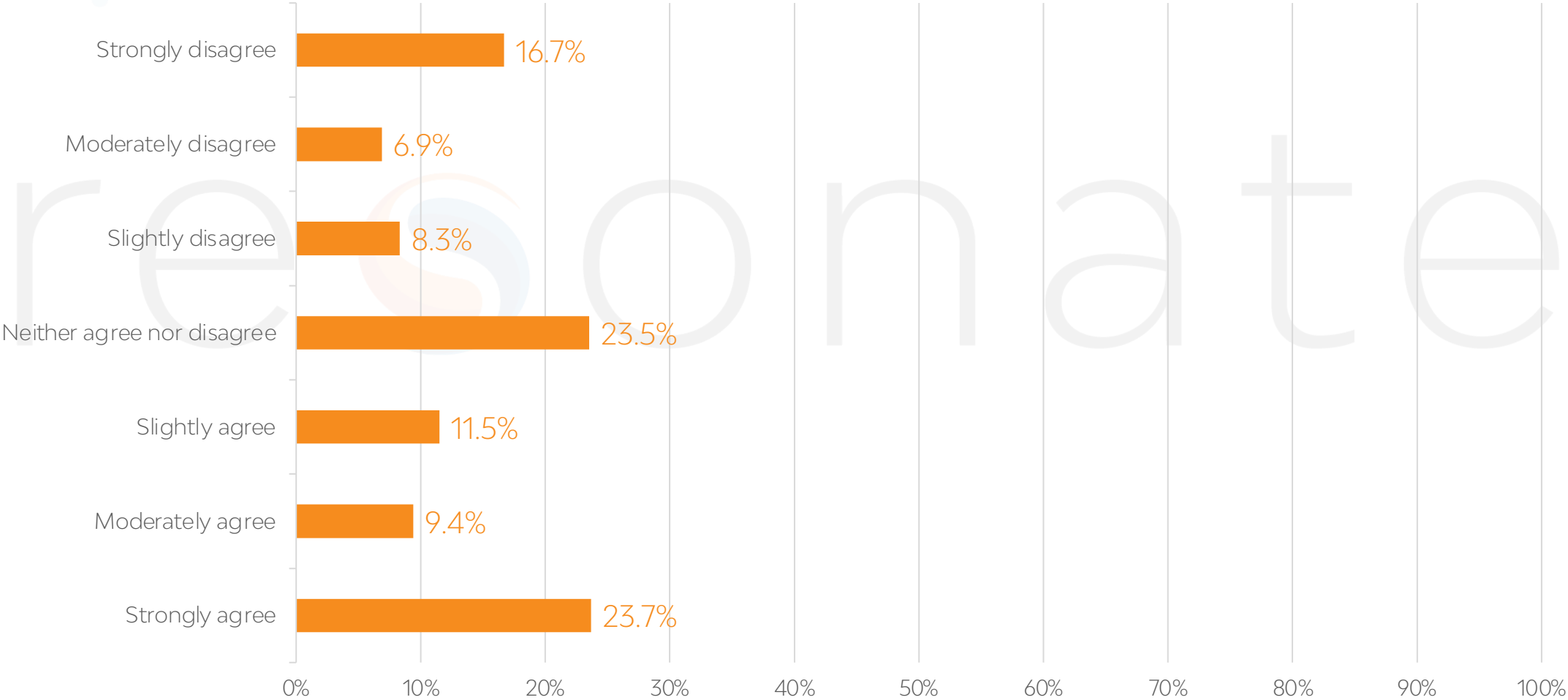
# AMERICANS BASE THEIR VOTE ON HEALTHCARE, TAXES, SOCIAL ISSUES

A platform is a list of policies that a candidate wants to pursue if elected. Think about the platforms you consider when you decide whether you will support a candidate for public office. **Please indicate up to five platforms that are MOST important to you when considering who to support.**



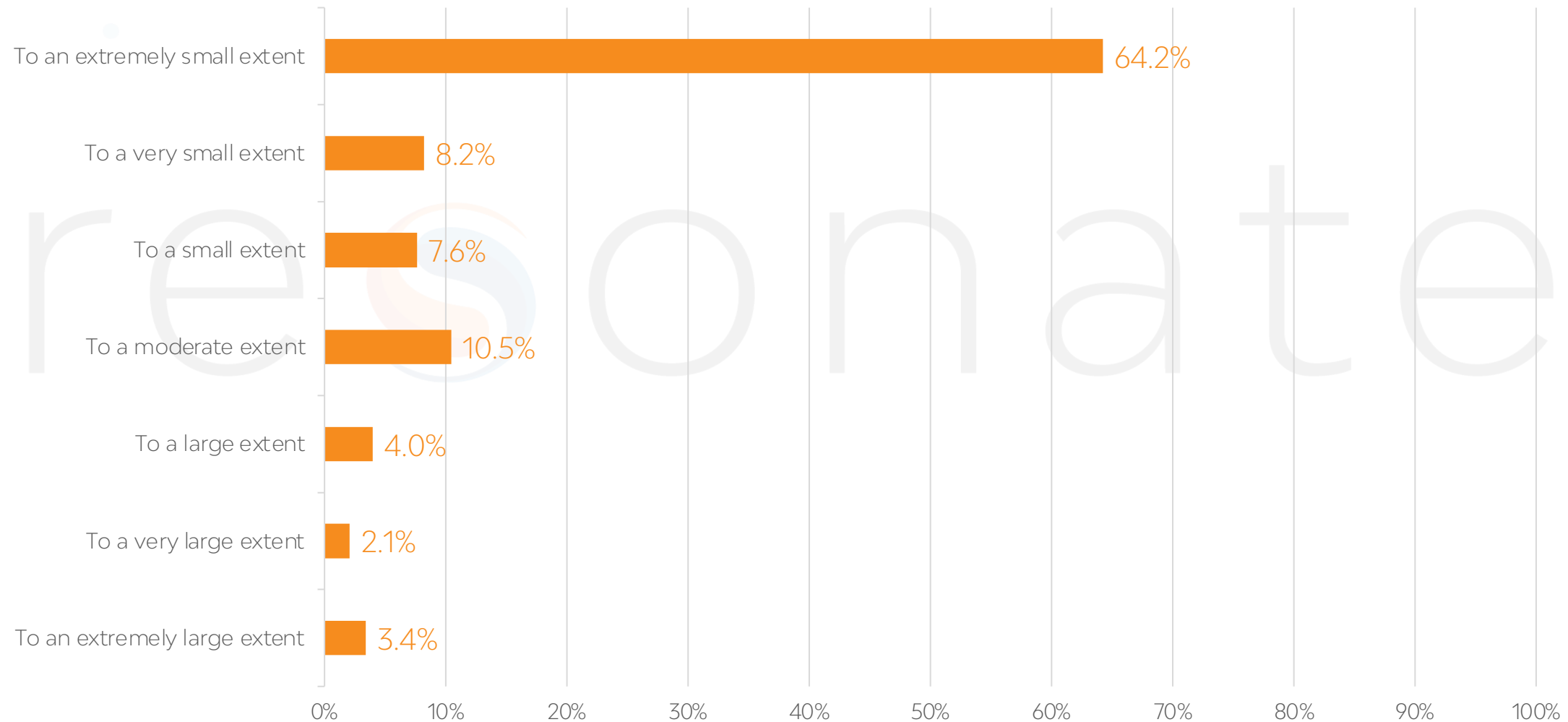
# 45% BELIEVE UNEMPLOYMENT BENEFITS SHOULD BE REDUCED TO ENCOURAGE JOB-SEEKING

To what extent **do you agree or disagree** that unemployment benefits / stimulus benefits should be reduced or removed in order to increase job applications to businesses which are struggling to find employees?



## 10% WORRIED ABOUT EVICTION TO MODERATE OR LARGE EXTENT

With the moratorium for home evictions ending in many states, how concerned are you about being evicted from your home?





# INSIGHTS FOR TODAY & TOMORROW

Driving revenue and growth requires engaging new and existing customers as they navigate massive changes in their ecosystem — and that requires 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.

## 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.



REQUEST A DEMO