DRIVE YEAR-END REVENUE WITH REAL-TIME INSIGHTS

Connect with Consumers Wavering Between Anxiety and Normalcy

Resonate COVID-19 and Emerging Trends Consumer Flash Study

October 2021, Wave 20

INTRODUCTION

There's been a 19% increase in anxiety over the economy to an extremely large extent since late summer. We've also seen a 15% increase in worry over health to an extremely large extent. However, vaccination rates are rising, and worry over side effects is slipping.

Consumer spending seems to have returned to pre-pandemic levels. That's great news. Yet only 1 in 10 consumers has rebooked their cancelled 2020 travel plans.

Where is the demarcation between a desire for normalcy and overwhelming anxiety? How do you navigate it as a marketer? You need to find the granular line that differentiates sentiment in one vertical v. another. You need industry-specific data and real-time data on shifting consumer perceptions.

Your success hinges on adjusting your marketing efforts to evolve with your customers and using real-time data to draw insights that inform your acquisition, upsell, and retention strategies — meeting consumers where they are **right now**.

The Resonate Ignite Platform™ provides immediate access to the latest data on the behaviors, values, and preferences driving your customers' decisions. Use Resonate's platform to unify and enrich your first-party data with Resonate's privacy-safe data to drive better decisions that capitalize on the evolving market dynamics.

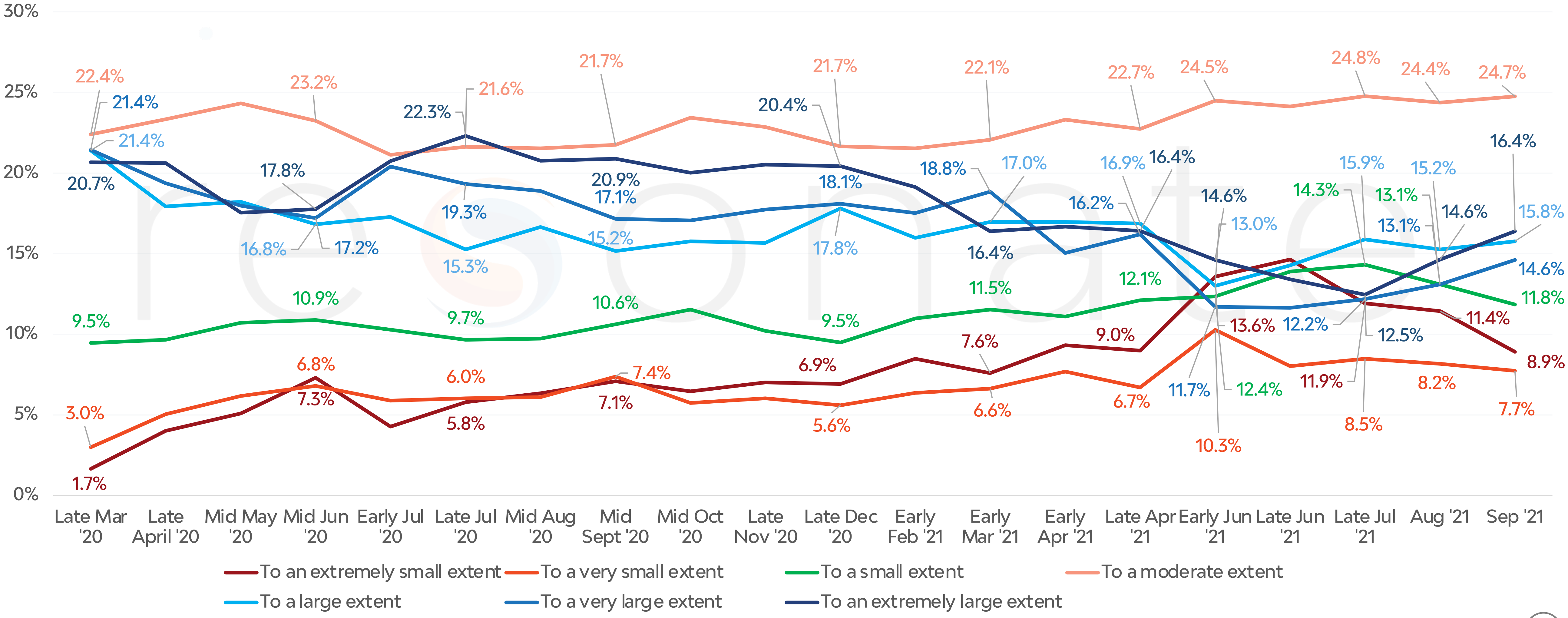
This report contains the latest research brands and agencies need to inform marketing, CX, product development, creative, messaging, and more. Resonate's proprietary coronavirus and current events data is released monthly and connected to our core data set with thousands of critical consumer data points. This latest Recent Events Connected Flash Study was fielded between September 13 and September 27, 2021, and is scaled to 230 million U.S. consumers.

See it in Action

GENERAL

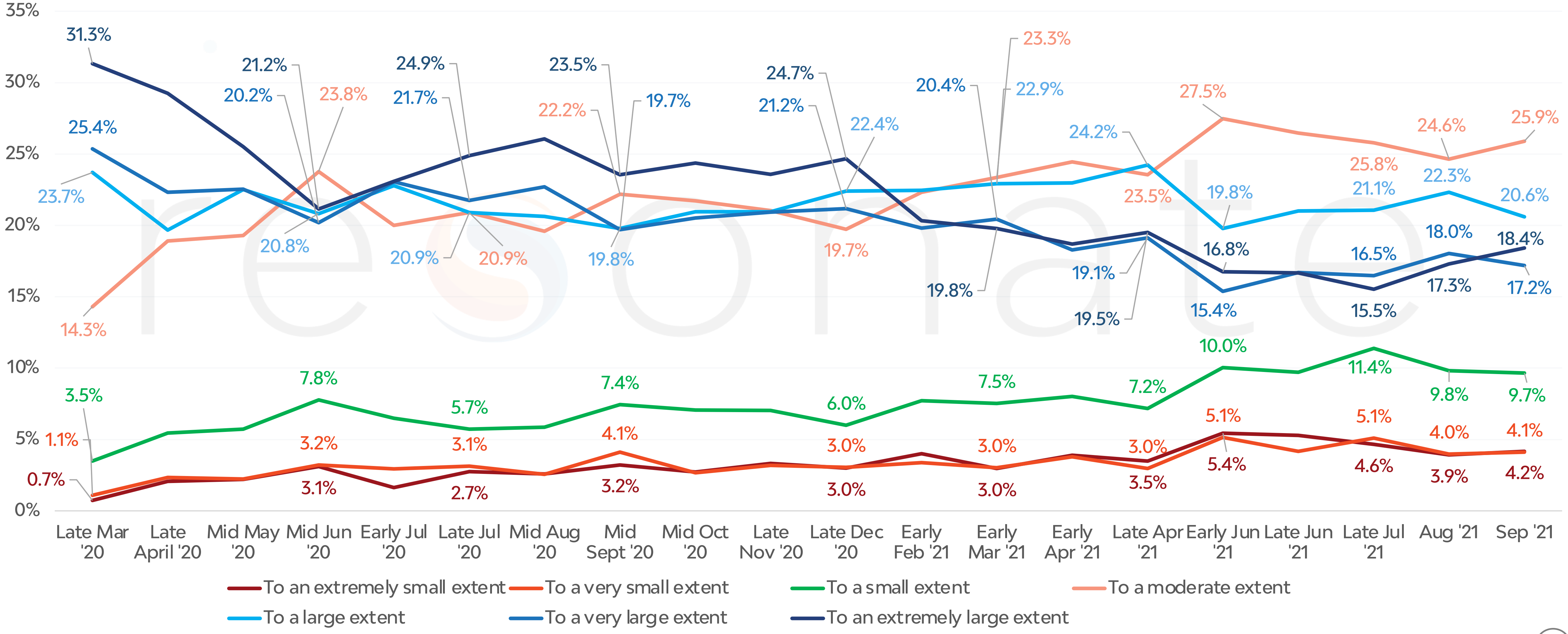
CONCERN OVER HEALTH TICKS UP 15% FROM LATE SUMMER TO FALL

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



ANXIETY TO EXTREMELY LARGE EXTENT UP 19% FROM LATE SUMMER TO FALL

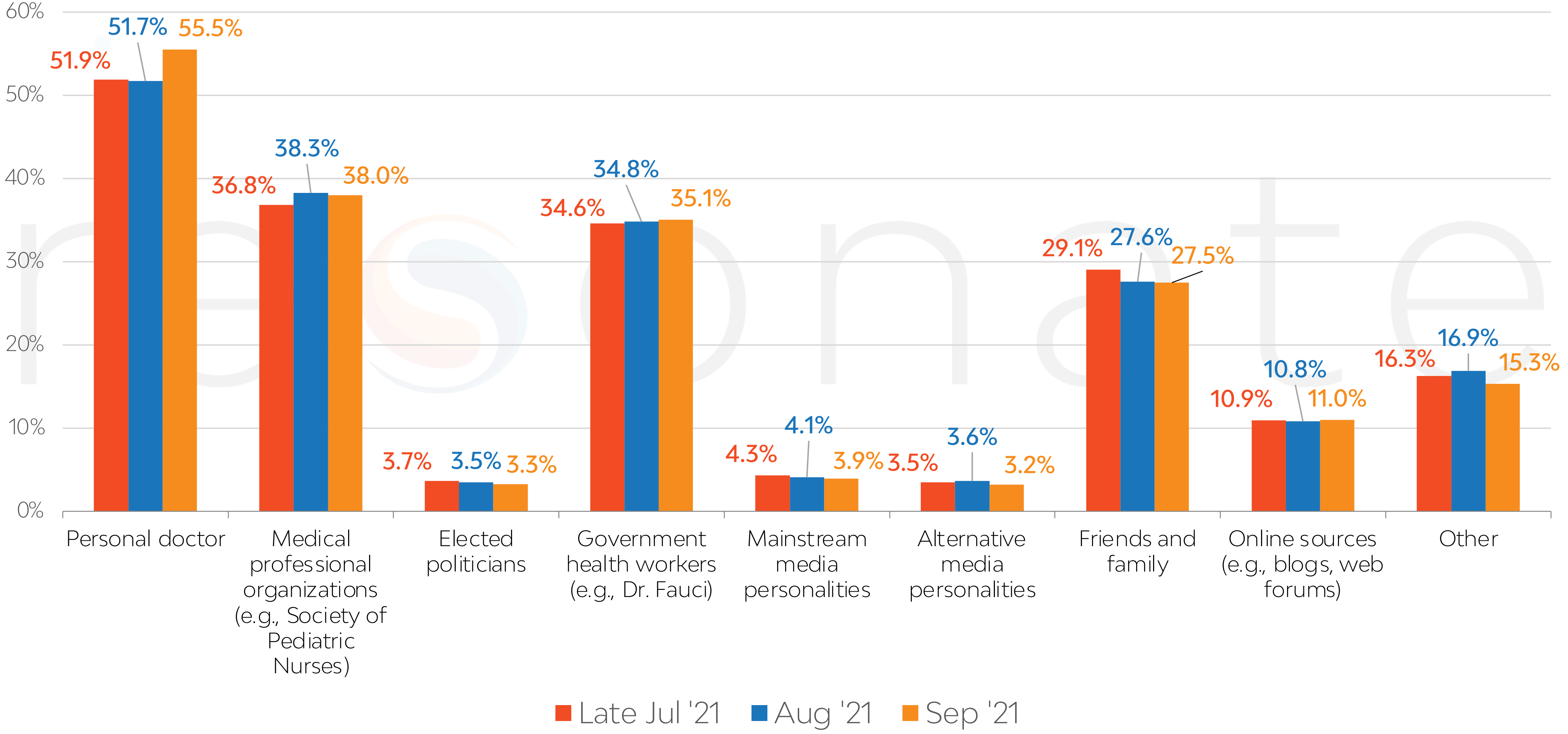
Overall, to what extent are you concerned about the **economic-related consequences of the coronavirus situation**?



VACCINE SENTIMENT

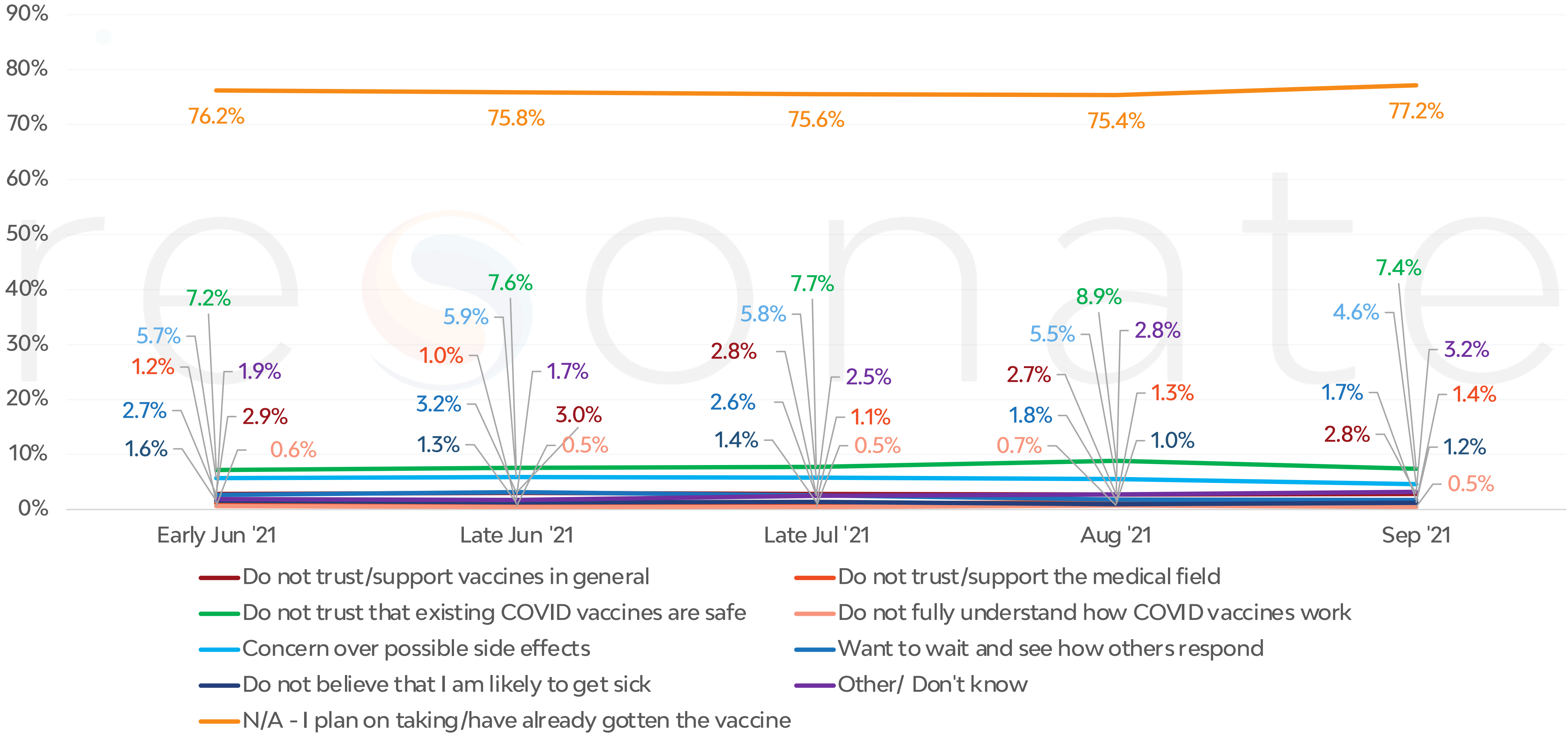
DOCTORS REMAIN MOST TRUSTED GROUP FOR VACCINATION INFO

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



SAFETY AND SIDE EFFECT CONCERN DROPS SLIGHTLY AMONG UNVACCINATED

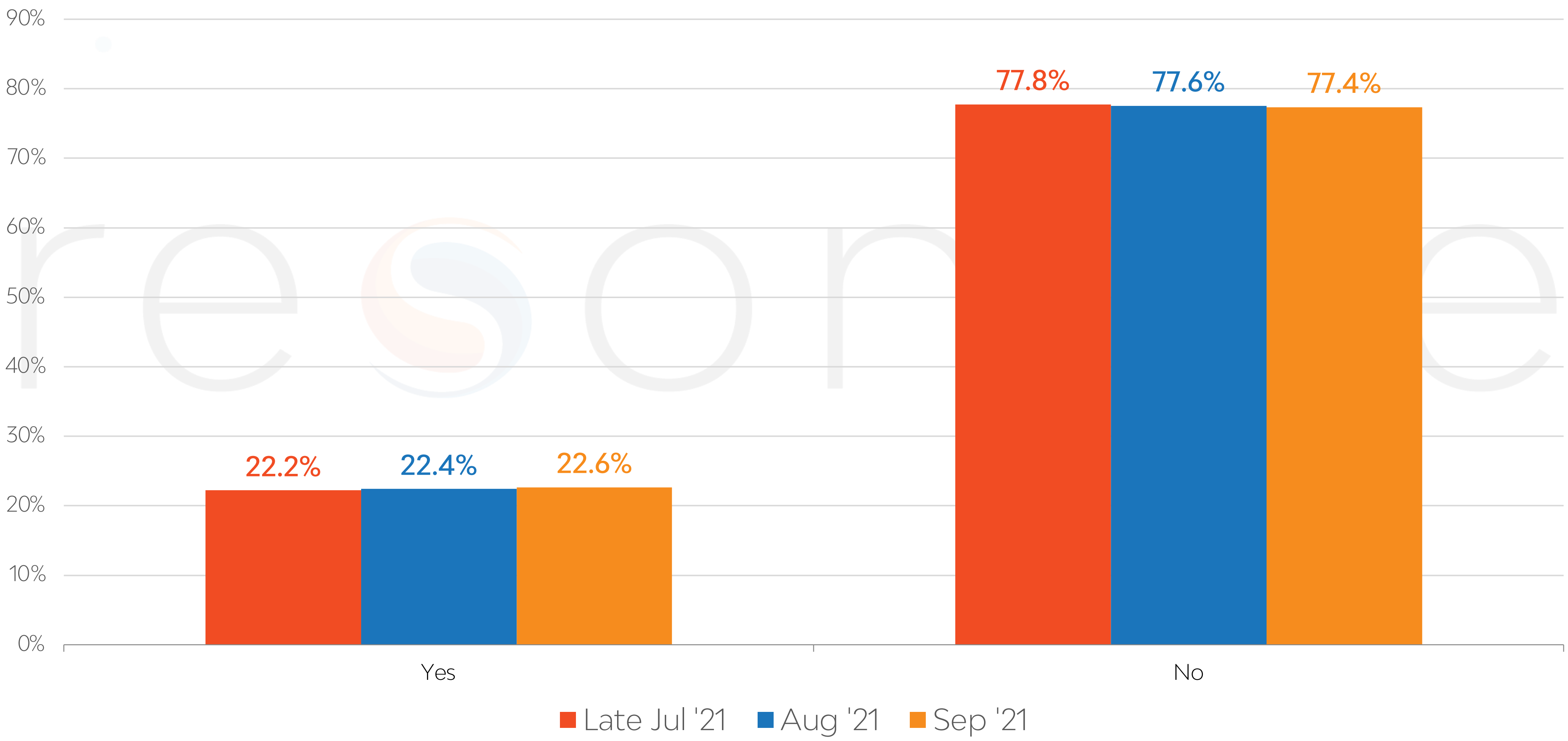
What is the main reason for your delay/unwillingness to take the vaccine? Note: this was only asked of those who have not taken the vaccine.



TRAVEL

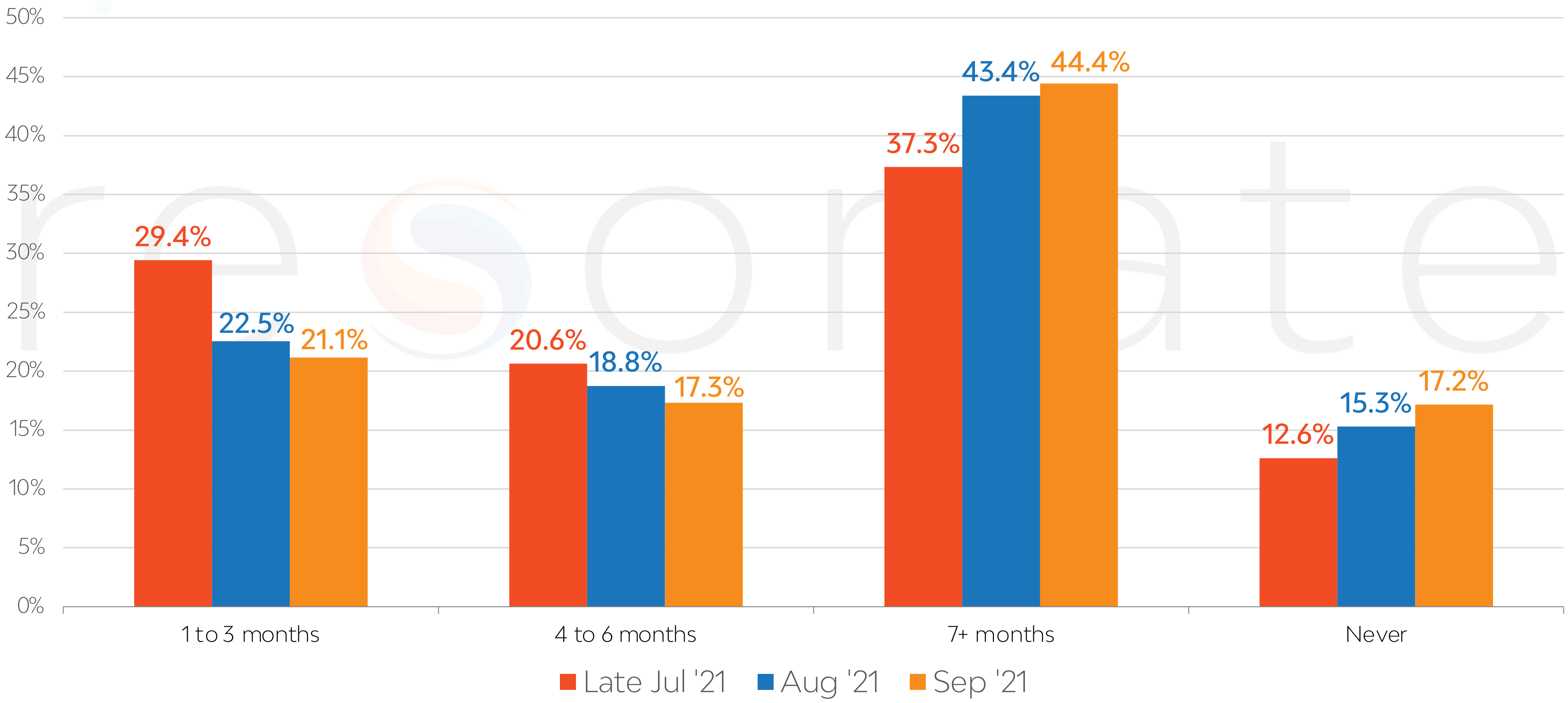
OVER 3 IN 4 AMERICANS STILL PLAN ON HITTING THE ROAD OR SKIES

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



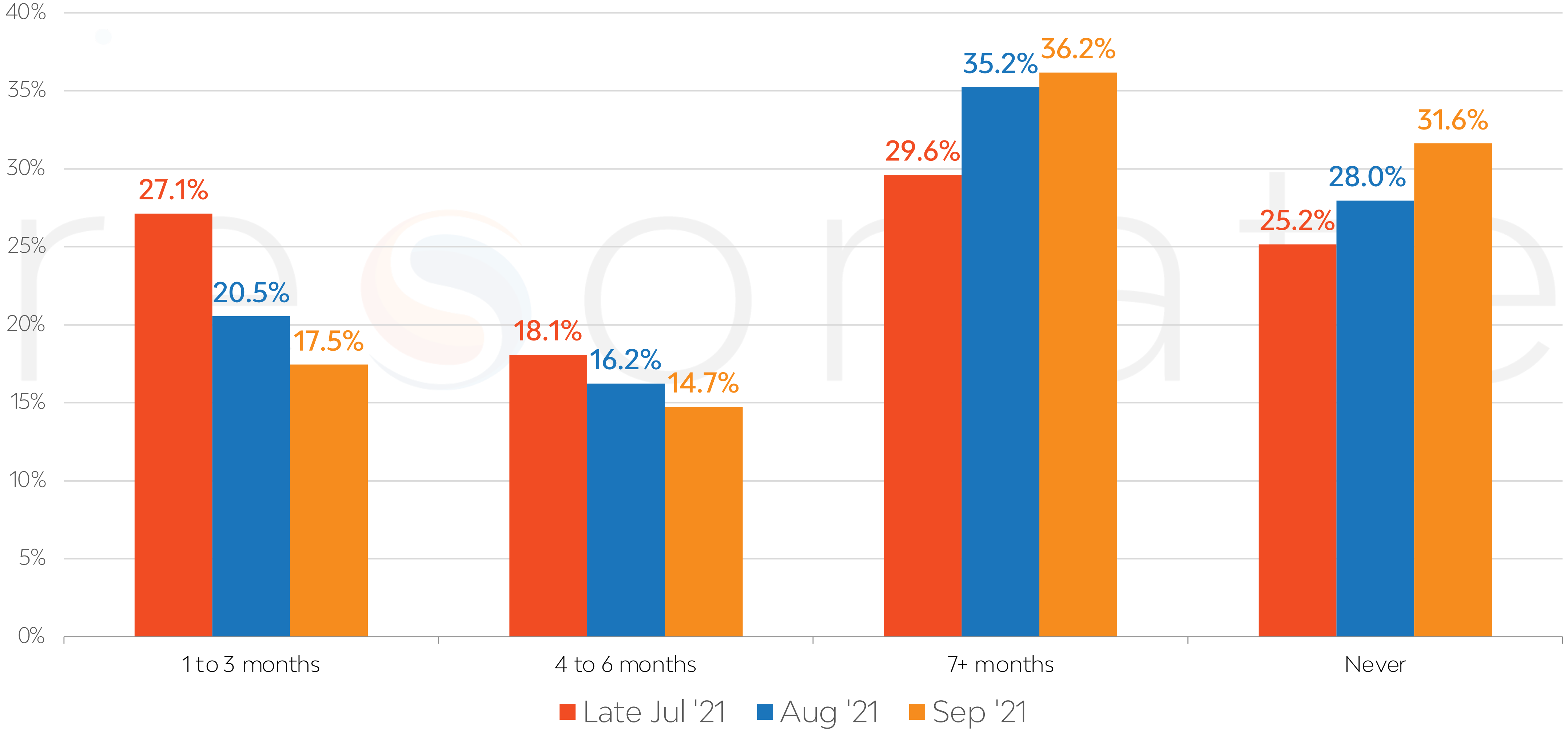
12% INCREASE IN THOSE WHO THINK LEISURE TRAVEL WILL NEVER RETURN TO NORMAL

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



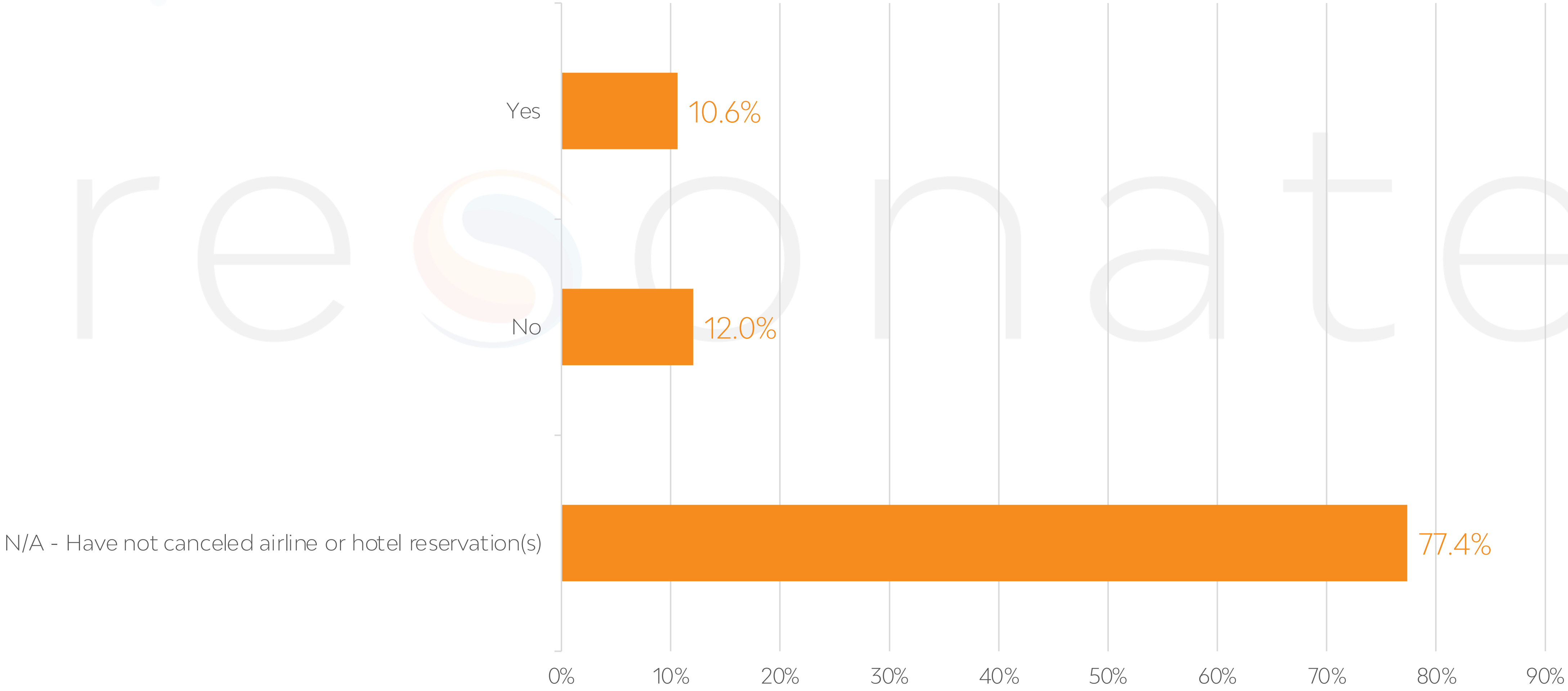
13% INCREASE IN THOSE WHO THINK BUSINESS TRAVEL WILL NEVER RETURN TO NORMAL

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



1 IN 10 OF COVID-CANCELLED 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 question only applies to those who cancelled reservations due to the pandemic.

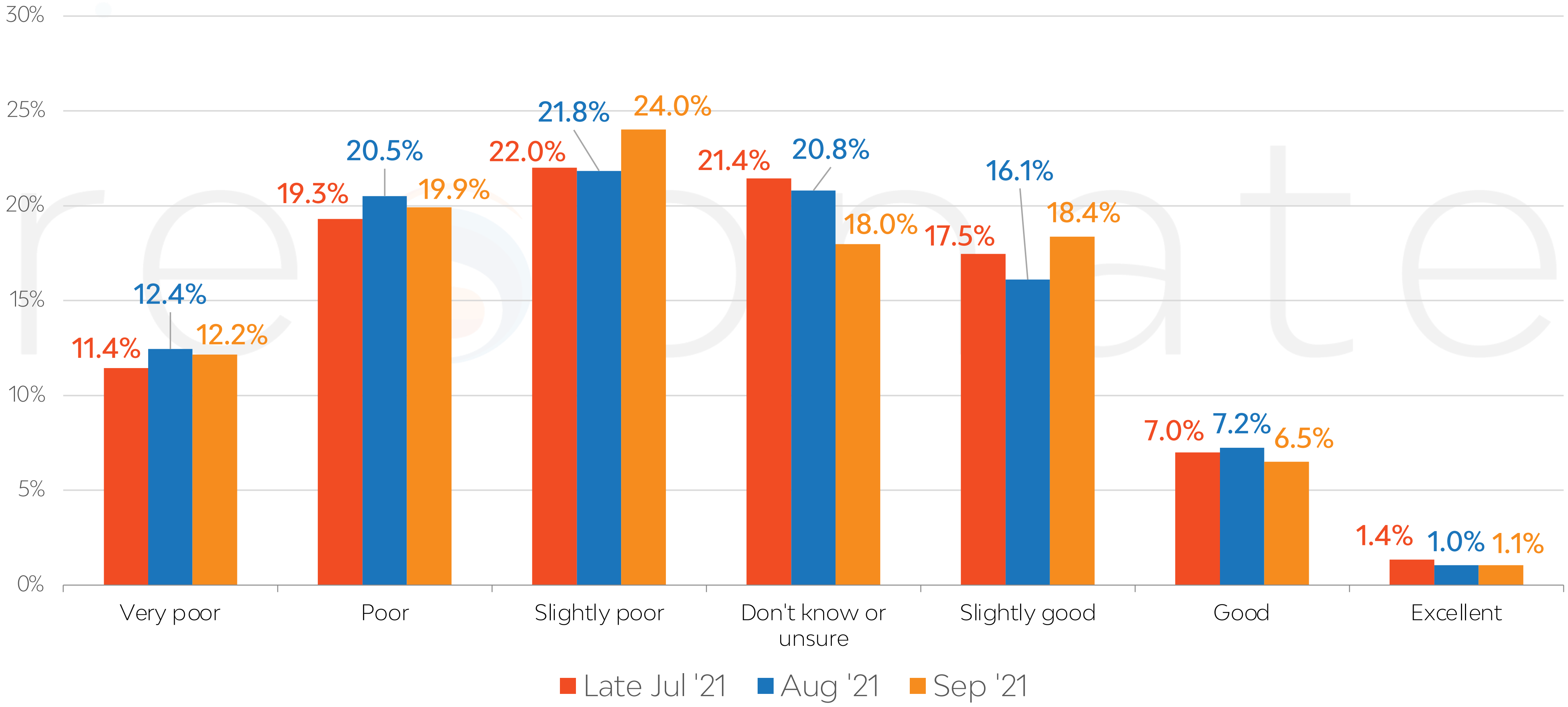


Interested in how this breaks out by demographics, travel style, and future plans? [Get a demo](#)

FINANCIAL

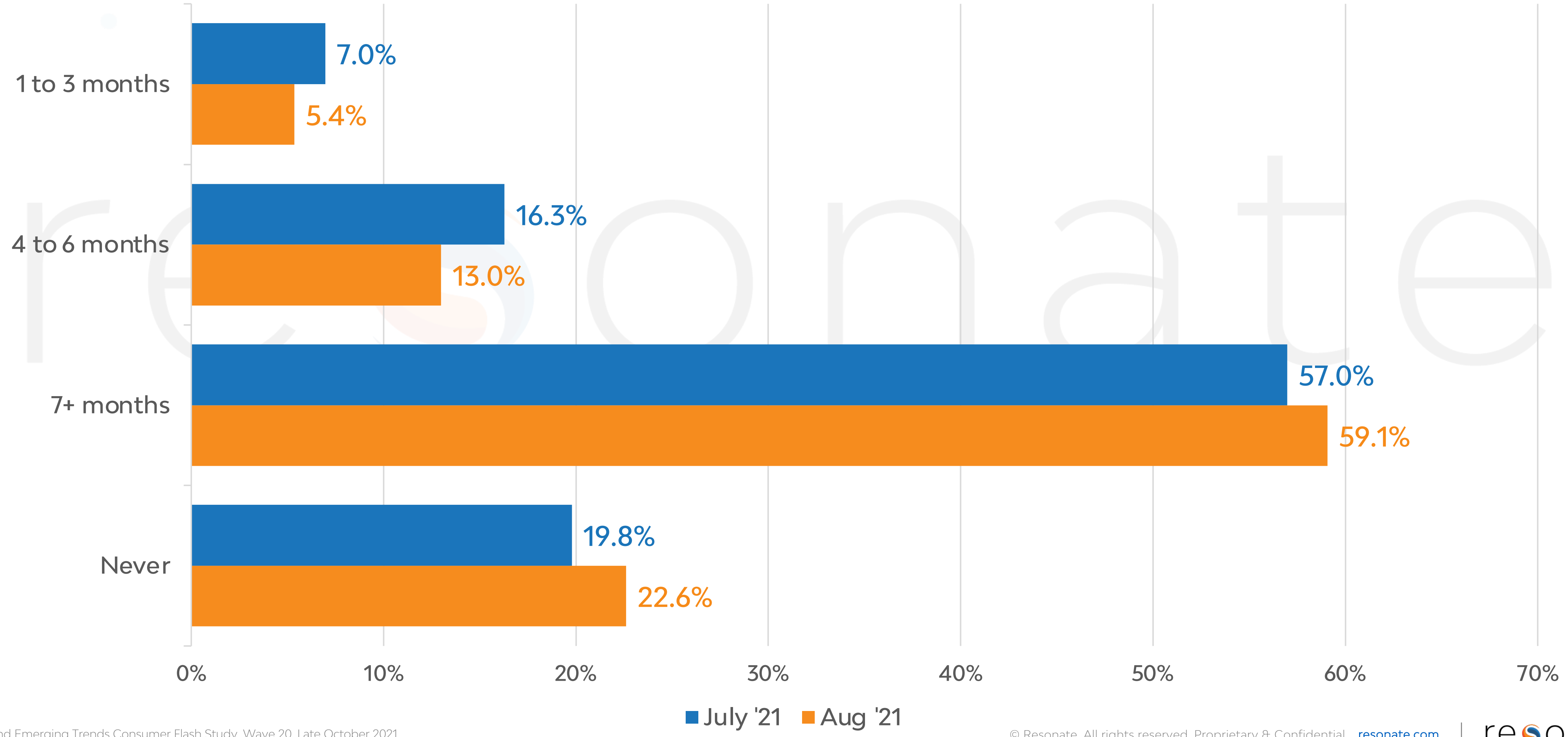
POSITIVE SENTIMENT ABOUT THE QUALITY OF THE ECONOMY IS UP 7%

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



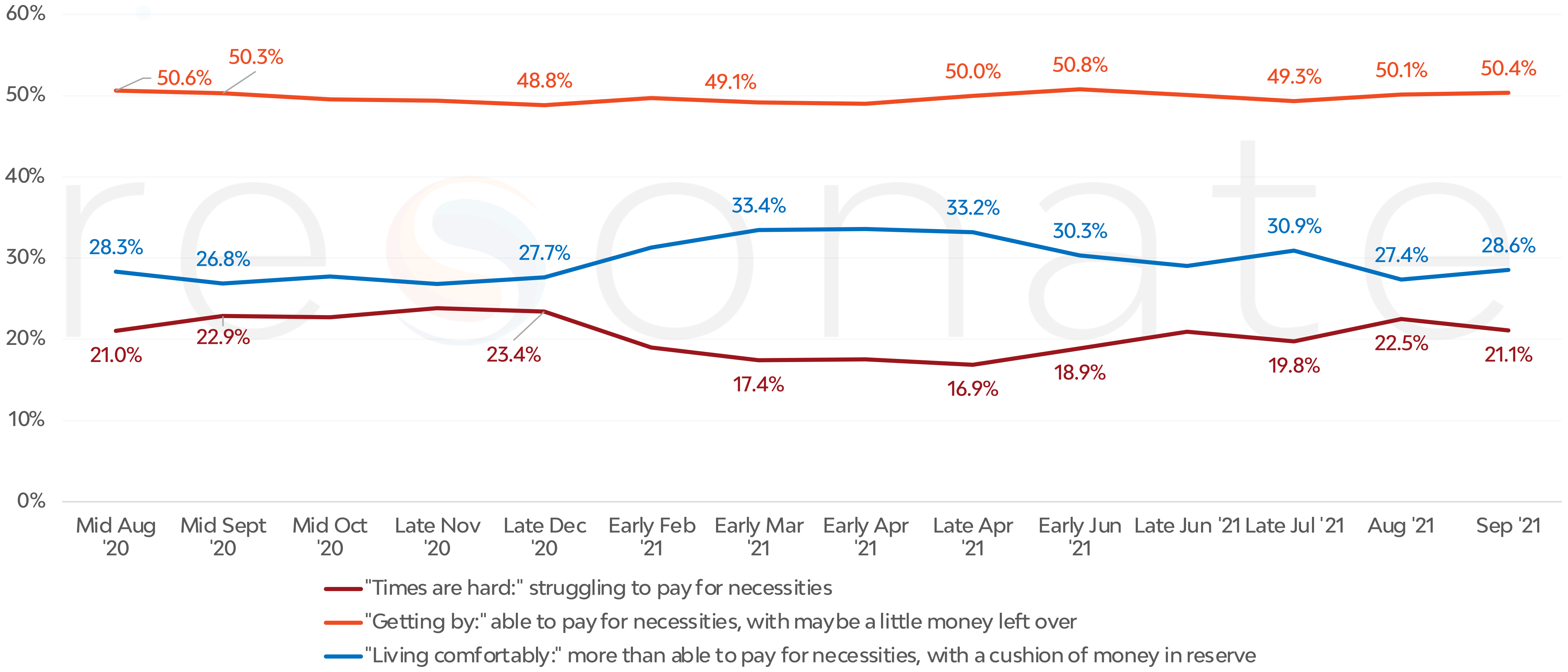
82% EXPECT THE ECONOMY WILL RETURN TO NORMAL IN 7+ MONTHS

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



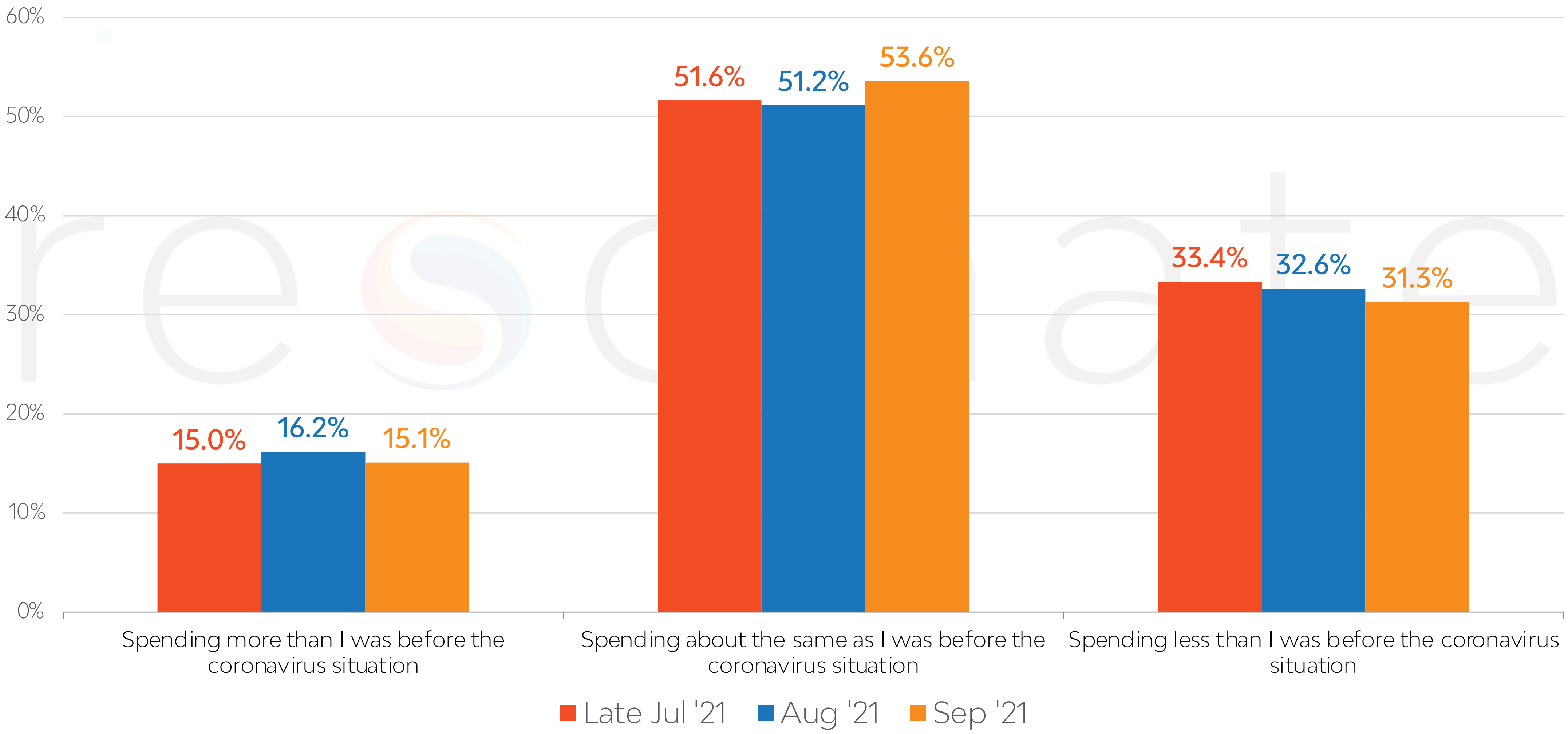
HALF OF AMERICANS ARE 'GETTING BY' FINANCIALLY

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



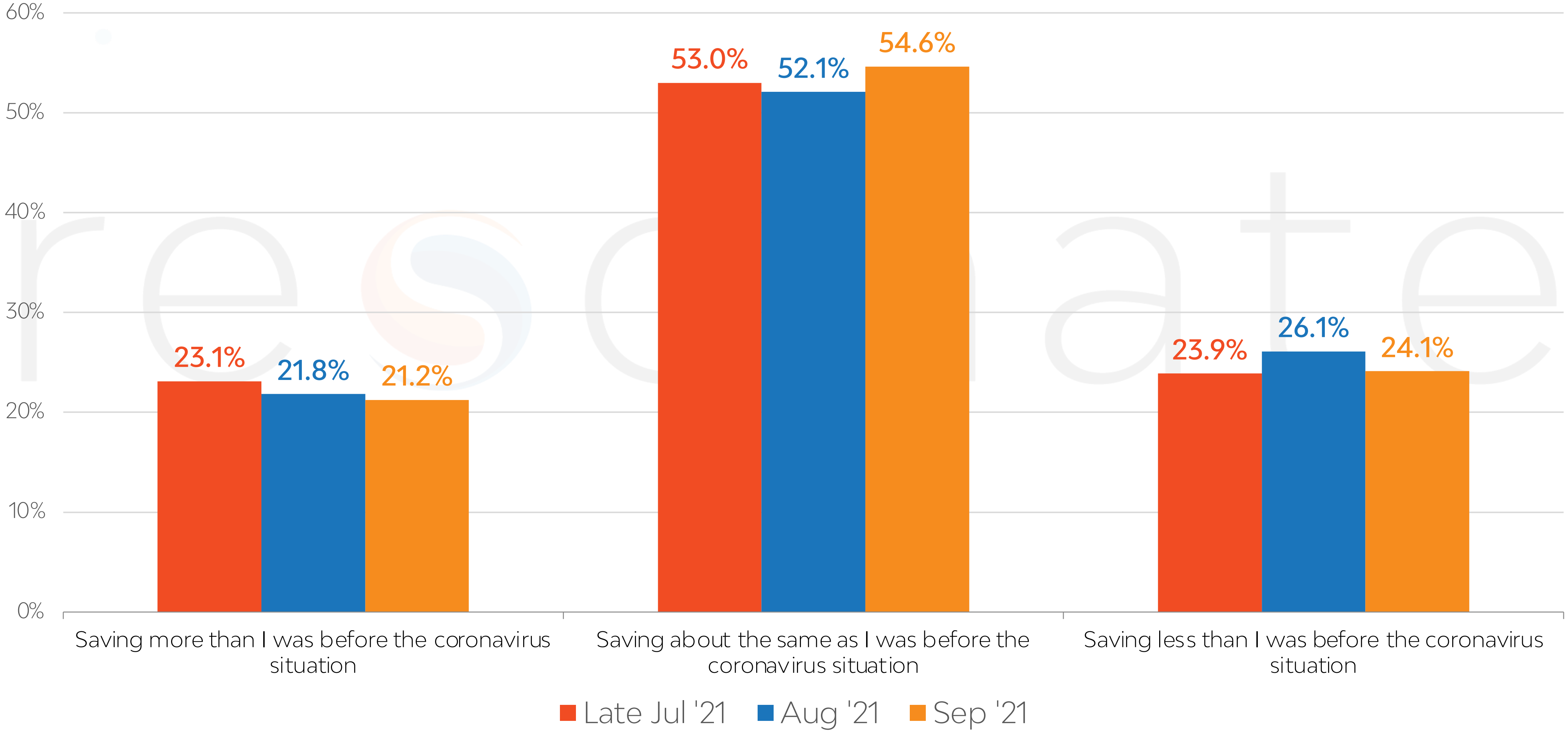
THOSE SPENDING AT PRE-PANDEMIC LEVELS UP 5%

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



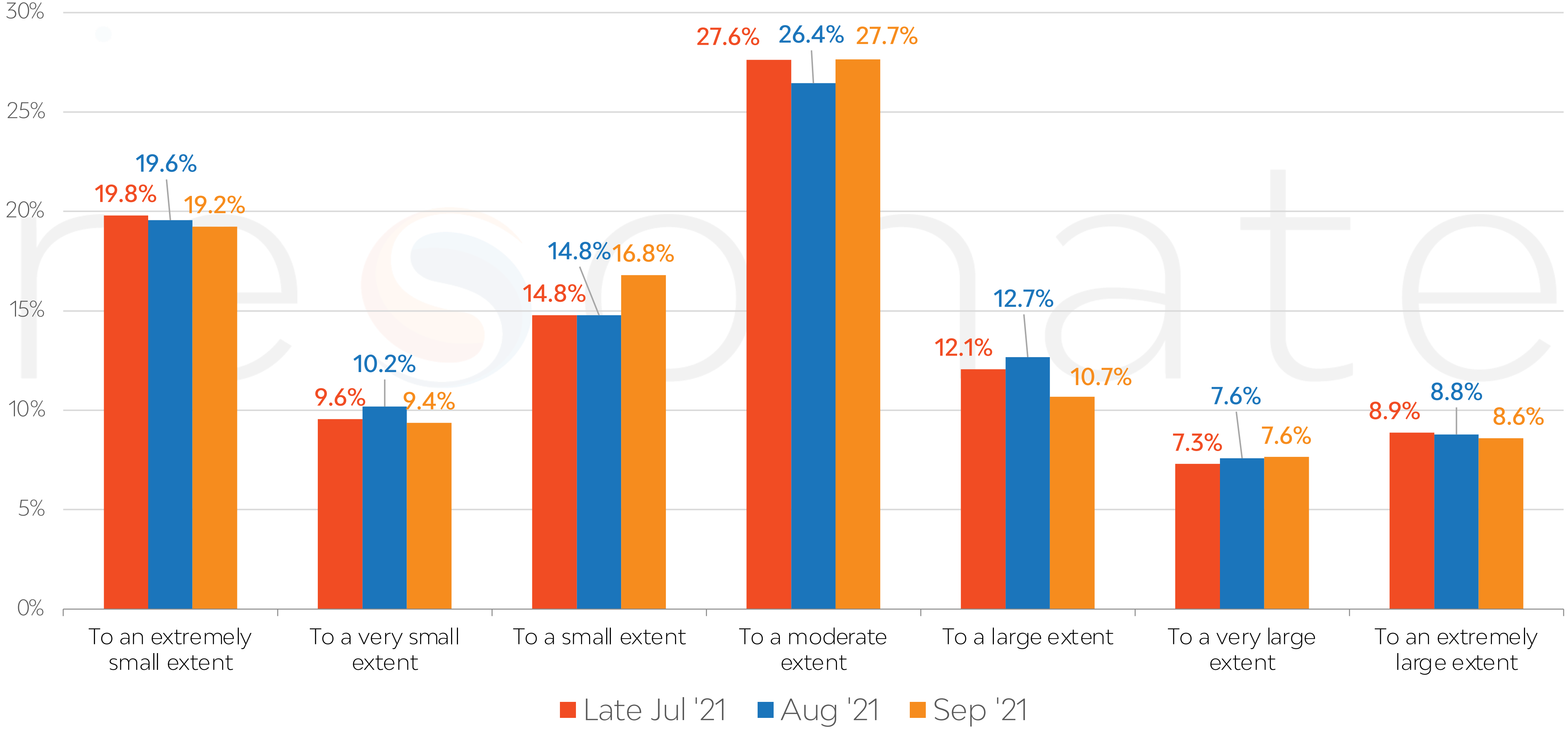
THOSE SAVING AT PRE-PANDEMIC LEVELS UP 5%

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



8% DECREASE IN THOSE USING CONTACTLESS PAYMENTS TO A LARGE EXTENT

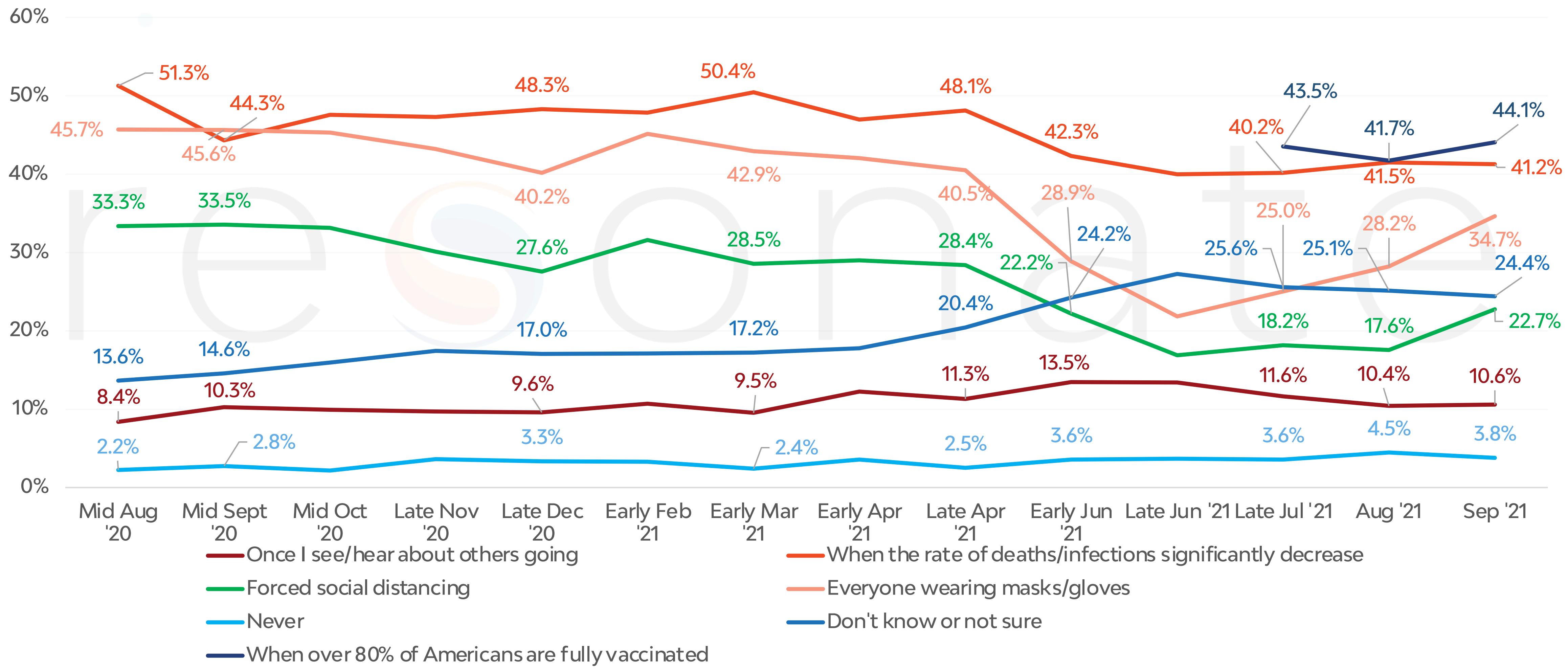
To what extent **are you now likely to use contactless payments** (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases because of the coronavirus situation?



RETAIL

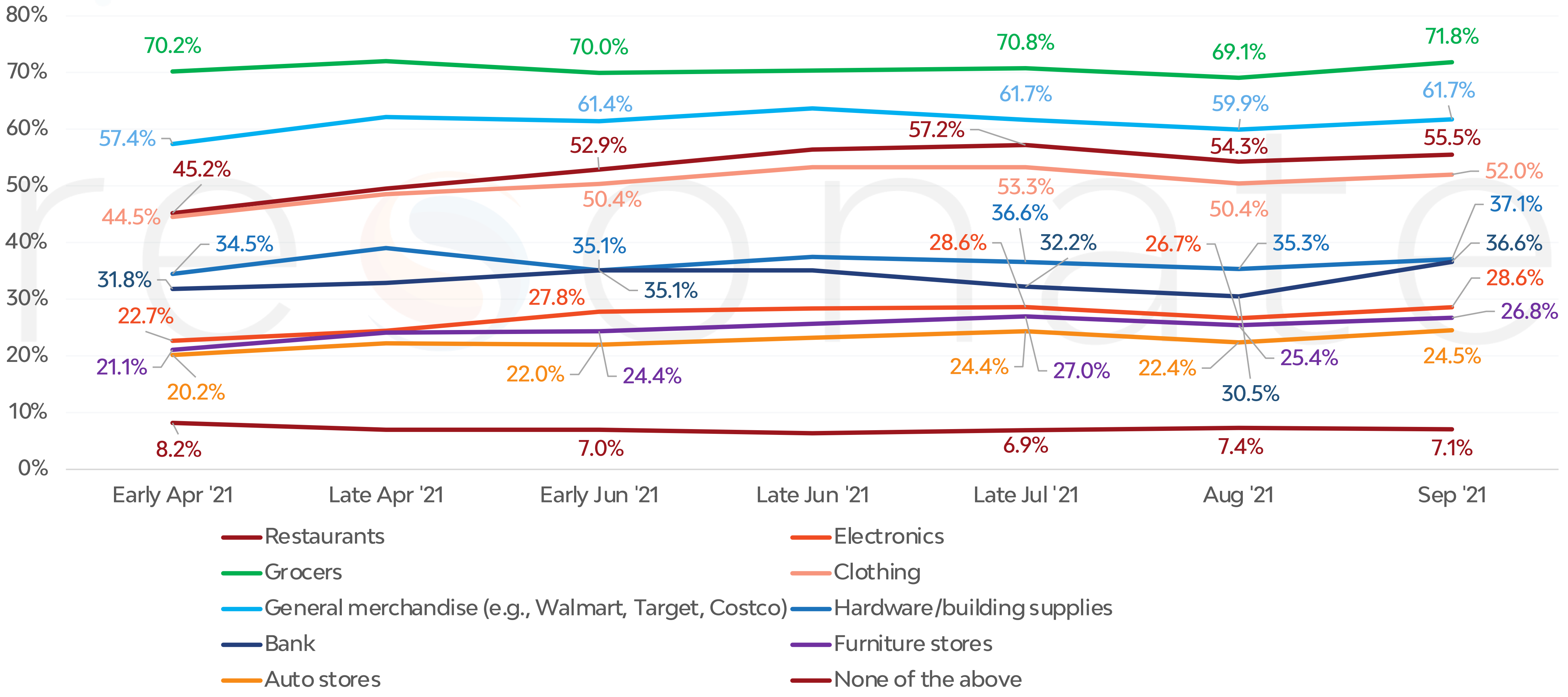
PRO-MASK SENTIMENT RISES 23% FROM LATE SUMMER TO EARLY FALL

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.



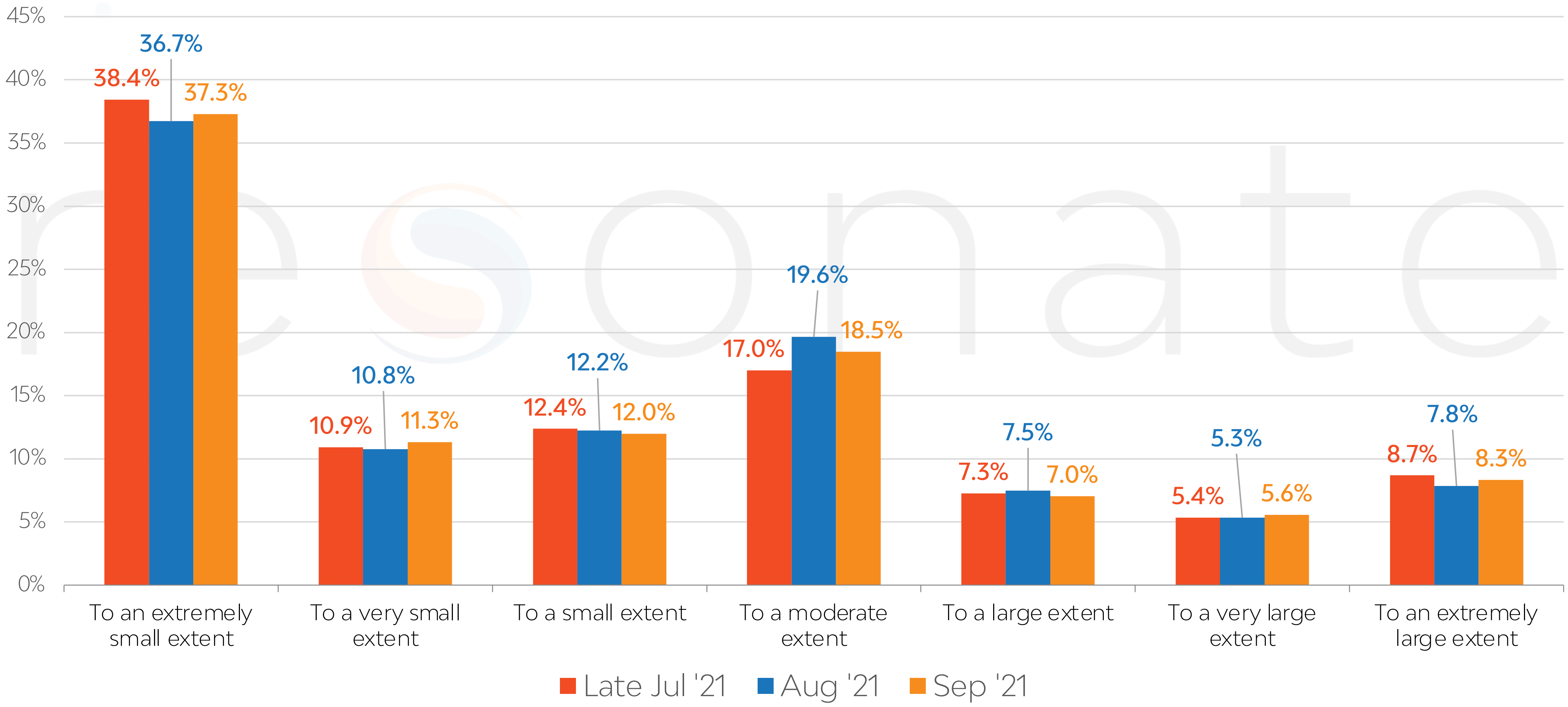
GROCERY, GENERAL MERCHANDISE, RESTAURANTS REMAIN THE MOST POPULAR FOR IN-PERSON PURCHASING

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.



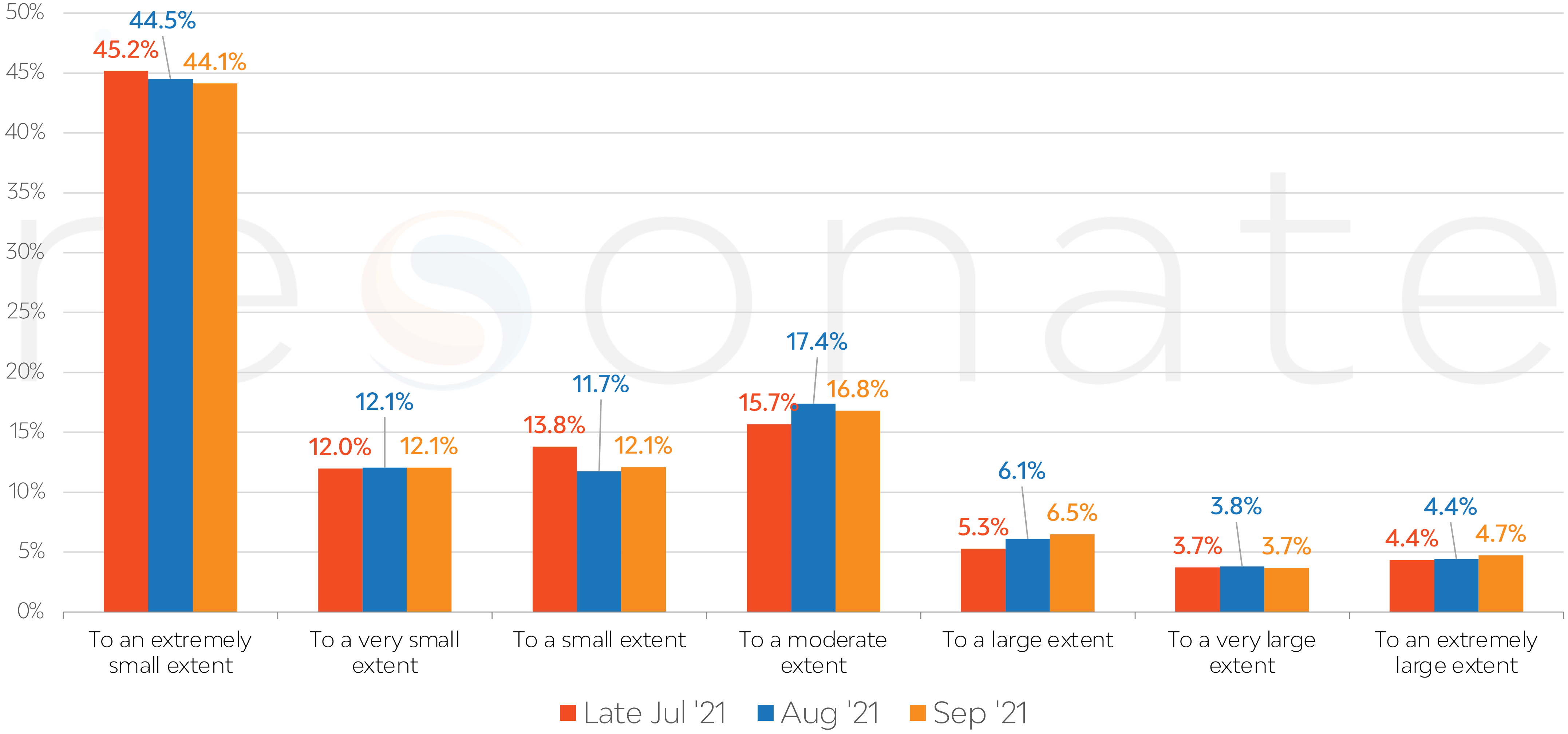
NEARLY 40% ARE LIKELY TO USE TRADITIONAL GROCERY DELIVERY

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.)?



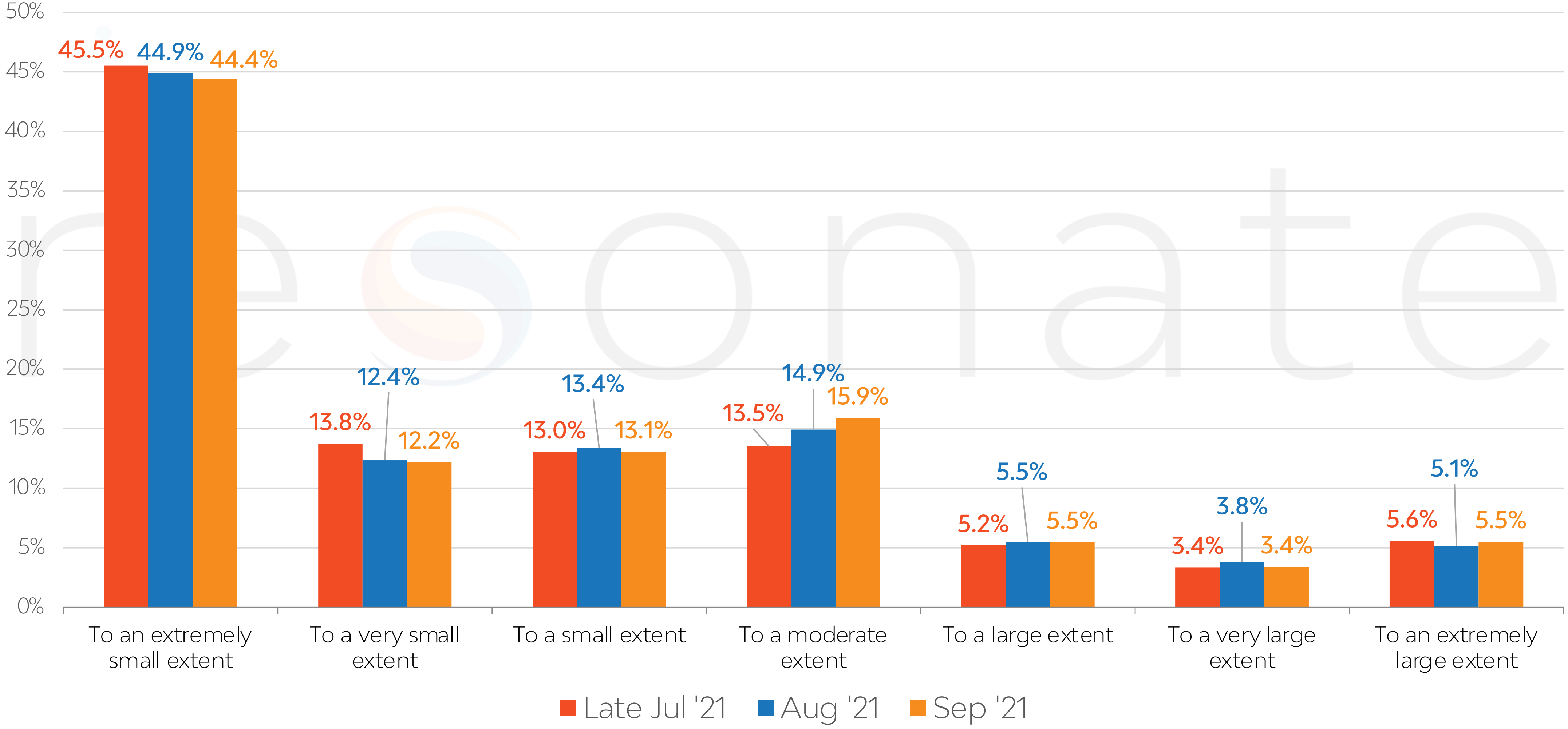
DTC ONLINE GROCERY DELIVERY REMAINS STEADY MONTH-OVER-MONTH

After the coronavirus situation is over, to **what extent are you likely to order groceries online for delivery?** Where there is no store for you to visit in-person (e.g., Fresh Direct, Imperfect Foods, Misfits Market, etc.)?



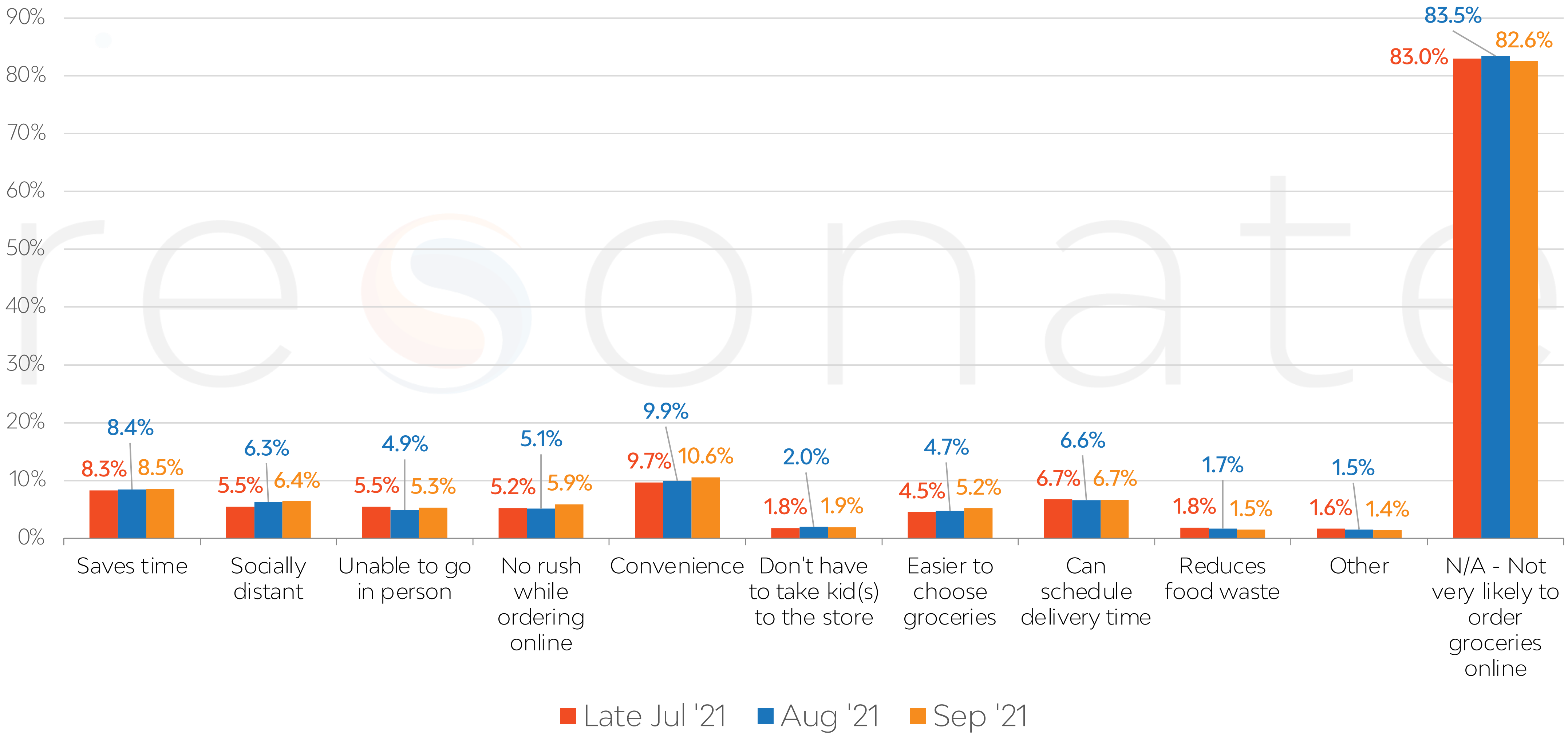
LIKELIHOOD TO ORDER GROCERIES ONLINE POST-PANDEMIC CONTINUES DOWNWARD TREND

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



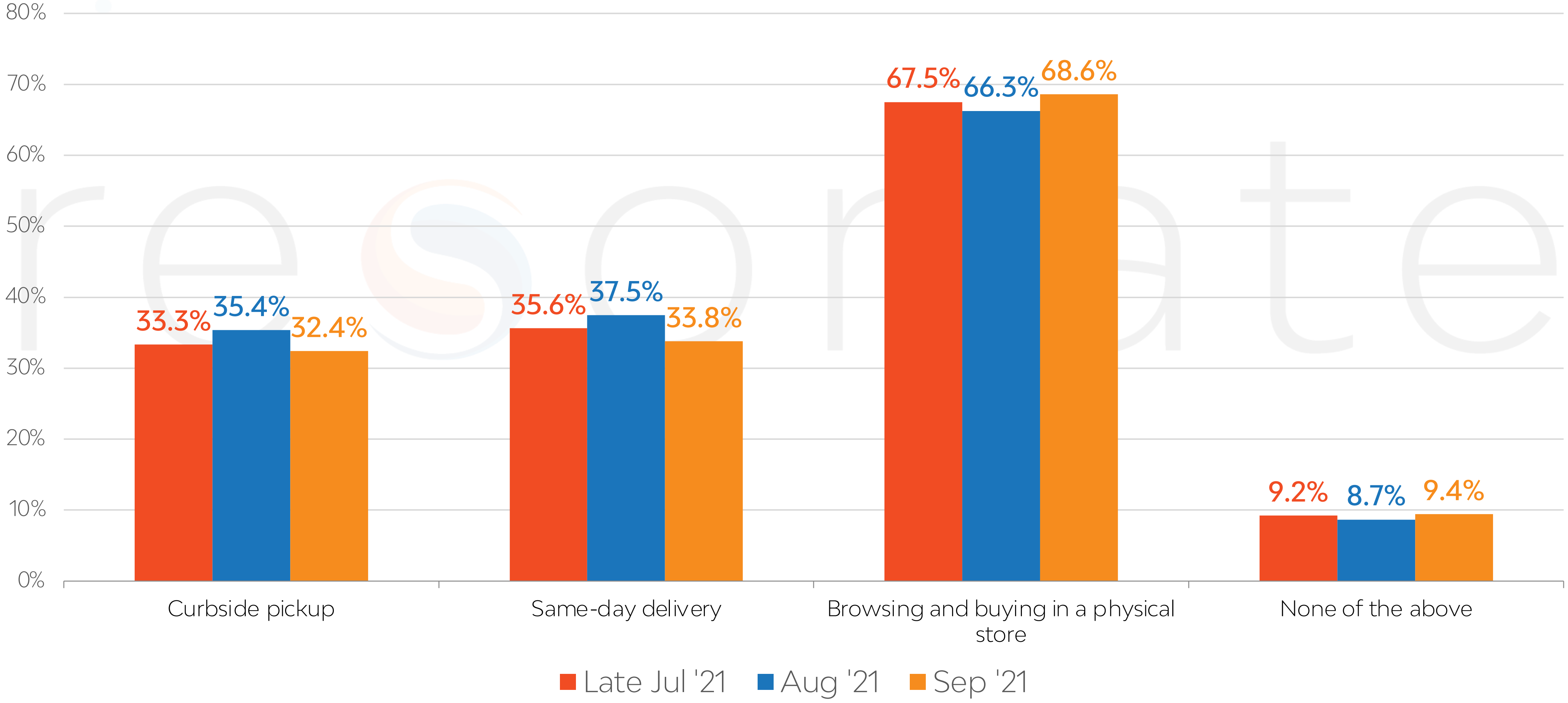
17% OF ONLINE GROCERY ORDERS ARE DUE TO CONVENIENCE OR AVOIDING RUSH

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



8% DECREASE IN THOSE WHO INDICATE CURBSIDE PICKUP IS AN IMPORTANT SHOPPING FACTOR

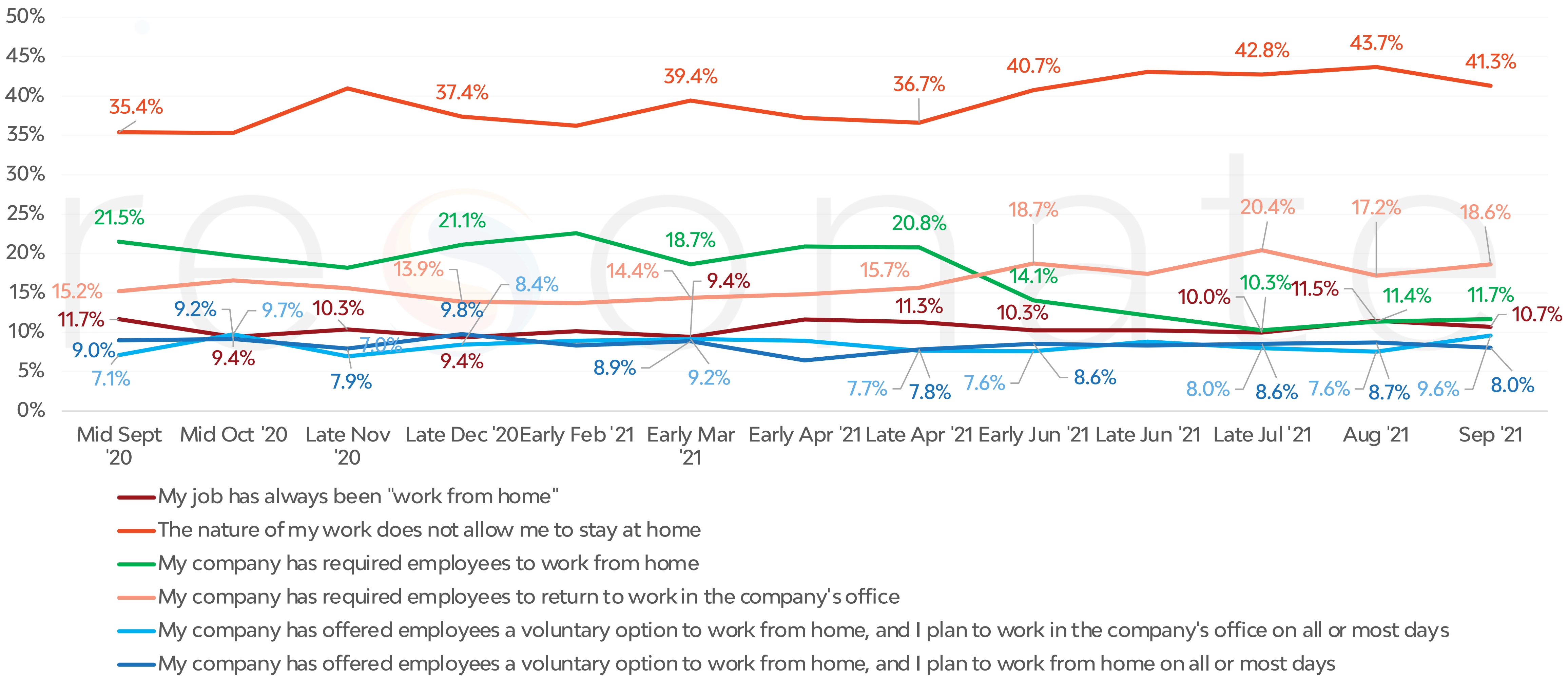
Which of the following **shopping preferences are still important to you**?



WORK LIFE

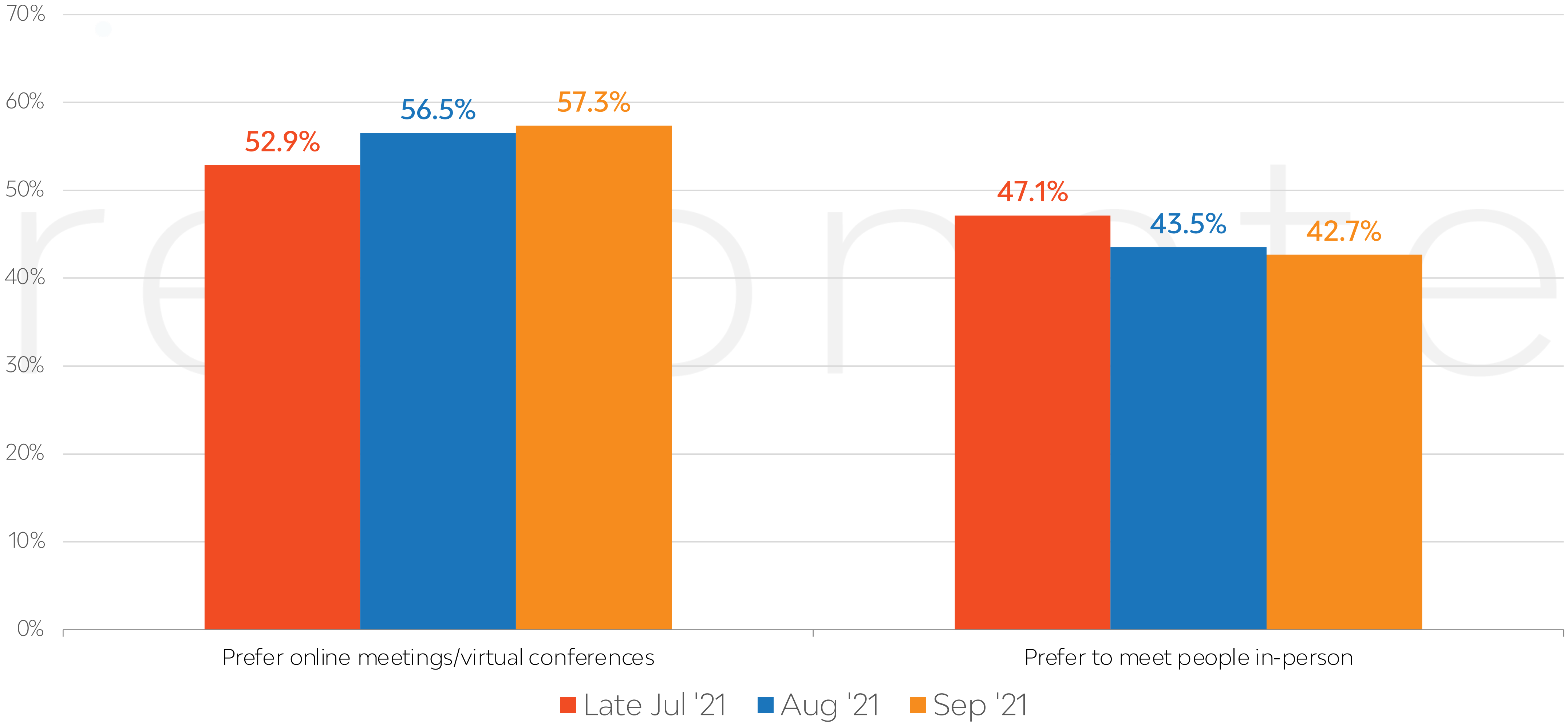
8% MONTH-OVER-MONTH INCREASE IN EMPLOYEES REQUIRED TO RETURN TO 'IN-OFFICE'

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



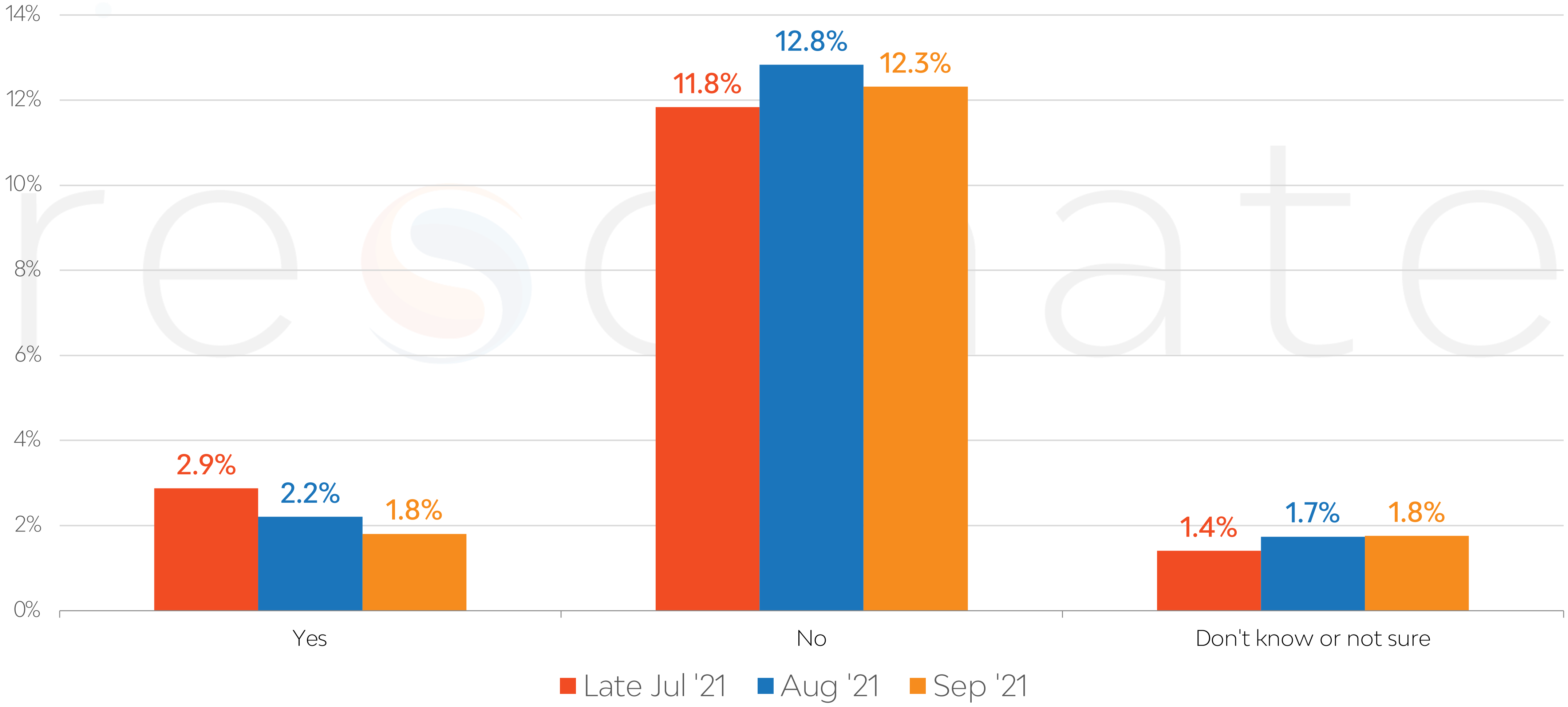
TRENDS DOWNWARD IN WILLINGNESS TO MEET IN PERSON FOR THIRD MONTH

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



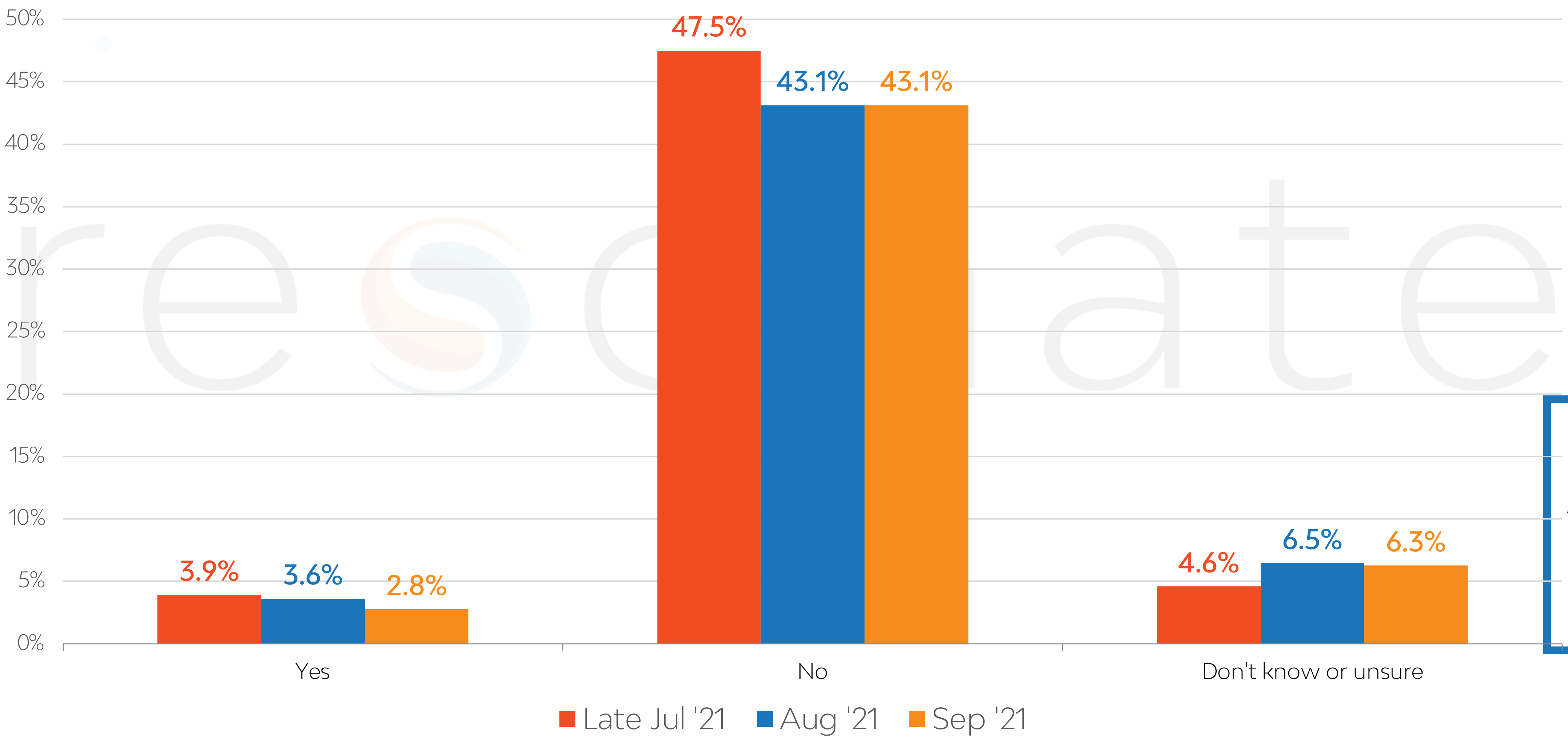
THE MYTH OF THE REMOTE WORKER ON THE MOVE CONTINUES SLIGHT DOWNWARD TREND

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



MOST EMPLOYEES PLAN TO STAY PUT AT CURRENT JOB

Are you **planning on leaving your current job based on the work situation post-COVID-19?** Note: This question only applies to those who also answered they are employed full-time.

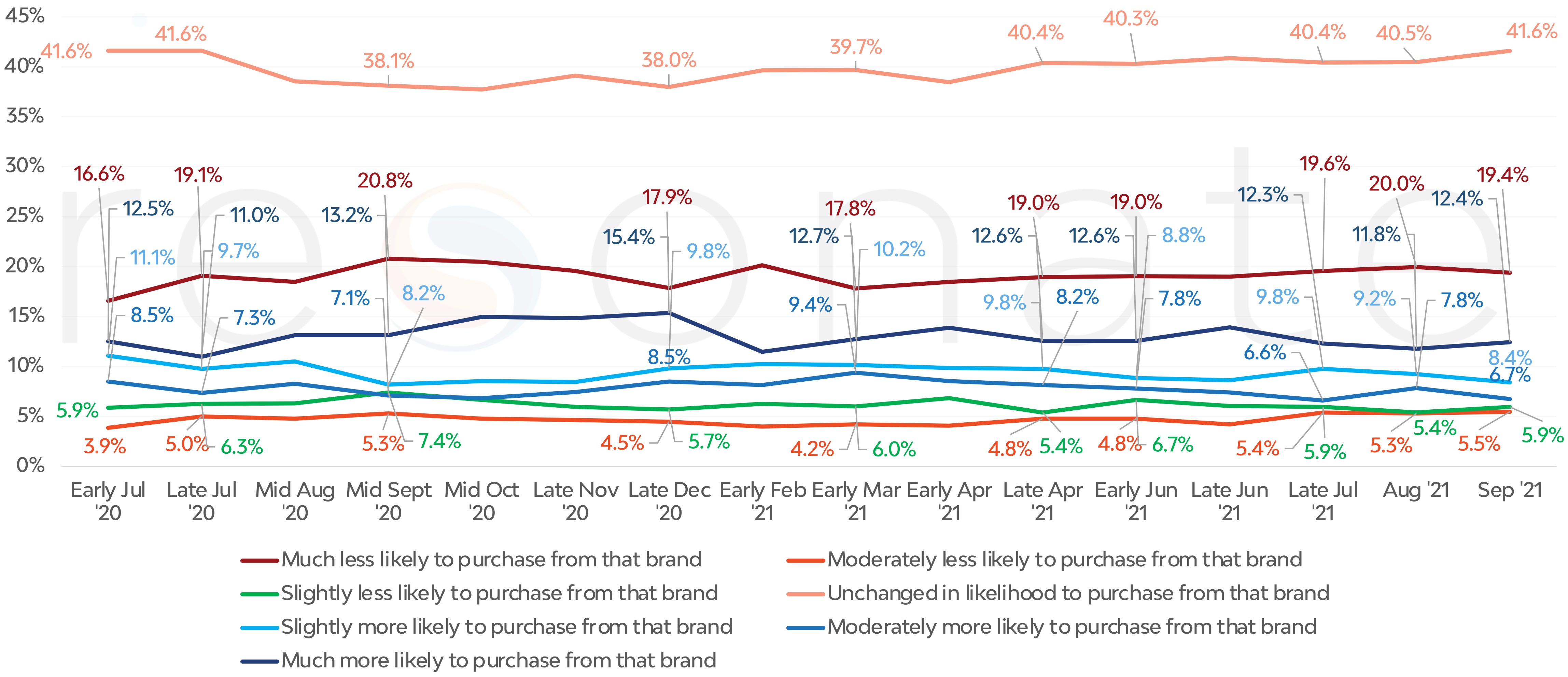


Want to see how this breaks down by generation? [Get a demo](resonate.com)

SOCIAL JUSTICE

CONSUMERS CONTINUE TO BE SPLIT ON BRANDS' SOCIAL JUSTICE STANDS

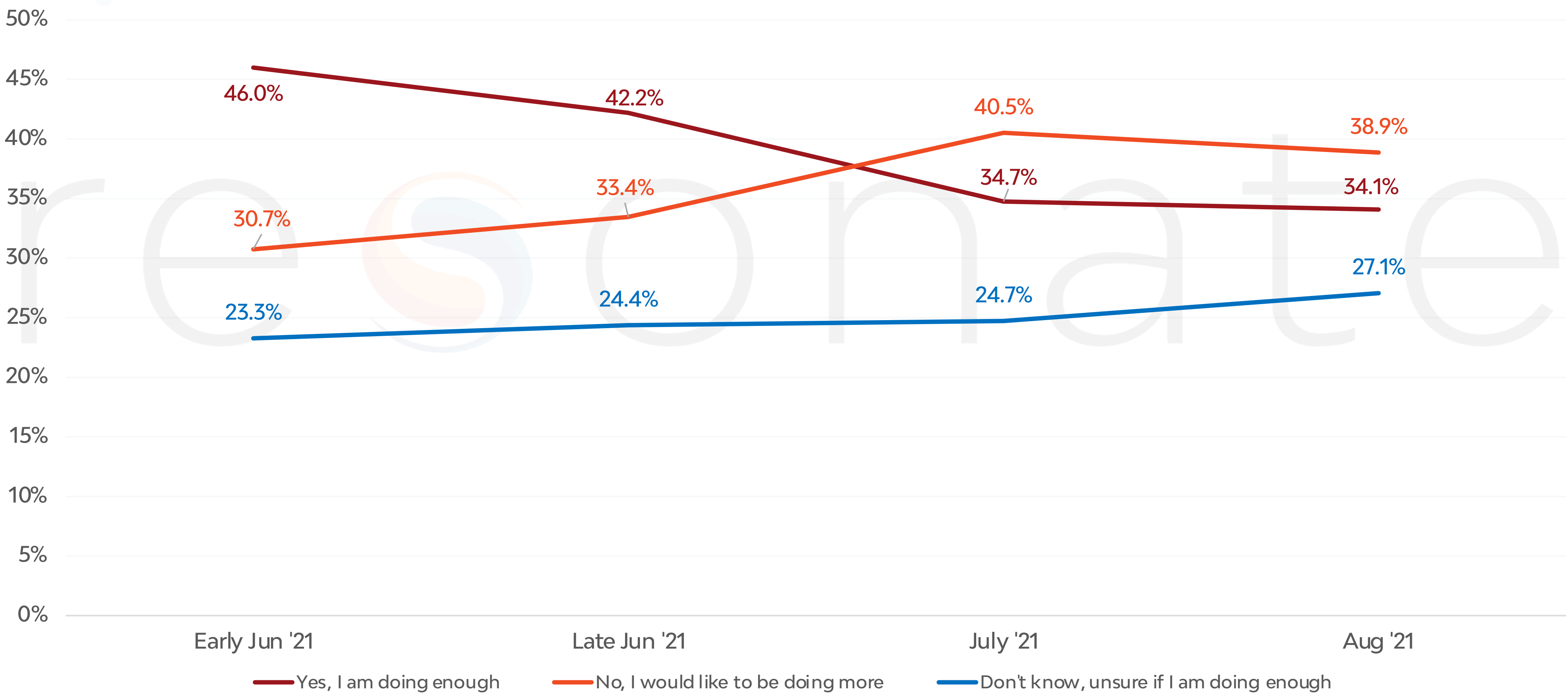
How are you likely to react when you see a **consumer brand showing support for the group Black Lives Matter or other social justice movements** in the country?



ONLINE PRIVACY

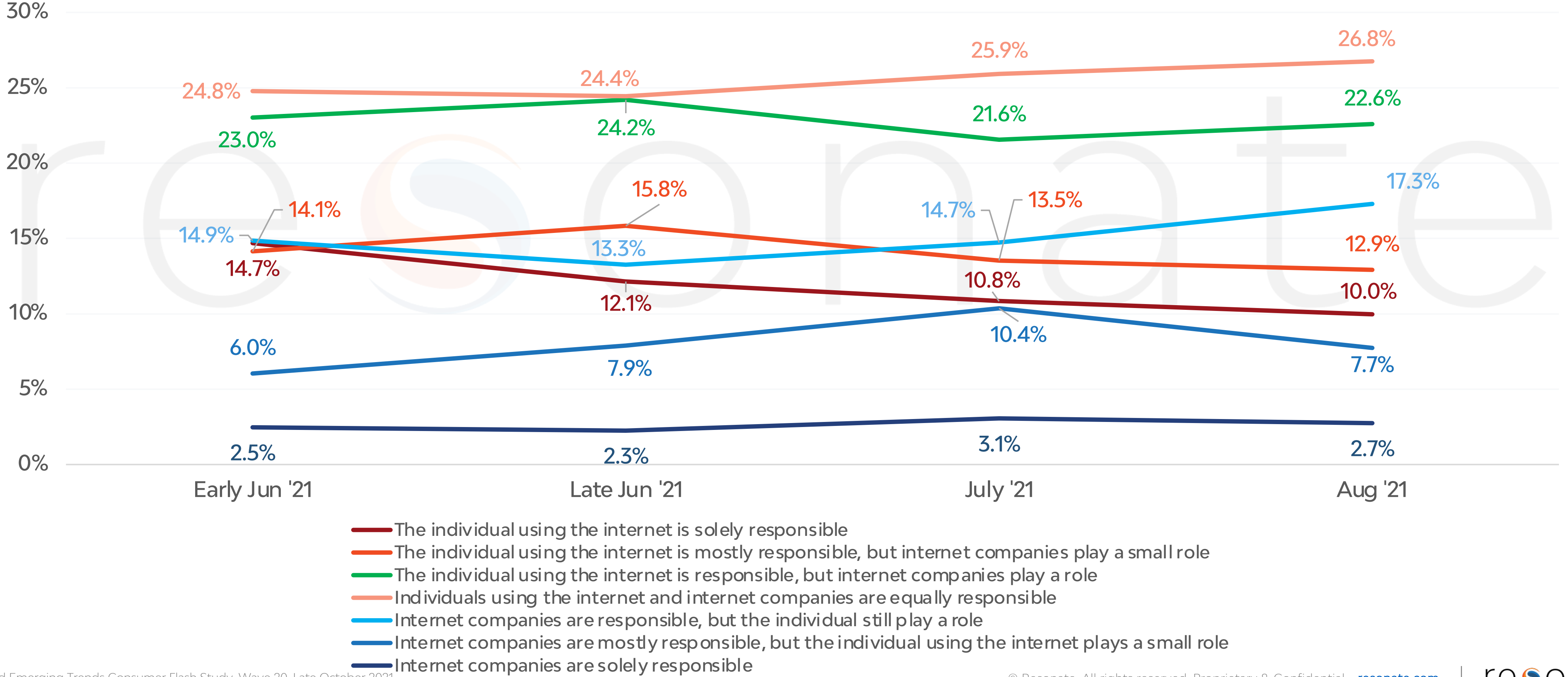
CONSUMERS QUESTIONING THEIR ABILITY TO PROTECT THEIR PRIVACY CONTINUES TO CLIMB

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?**



1 IN 4 CONSUMERS BELIEVE ONLINE PRIVACY IS AN EQUAL JOINT EFFORT BETWEEN INTERNET COMPANIES AND INDIVIDUALS

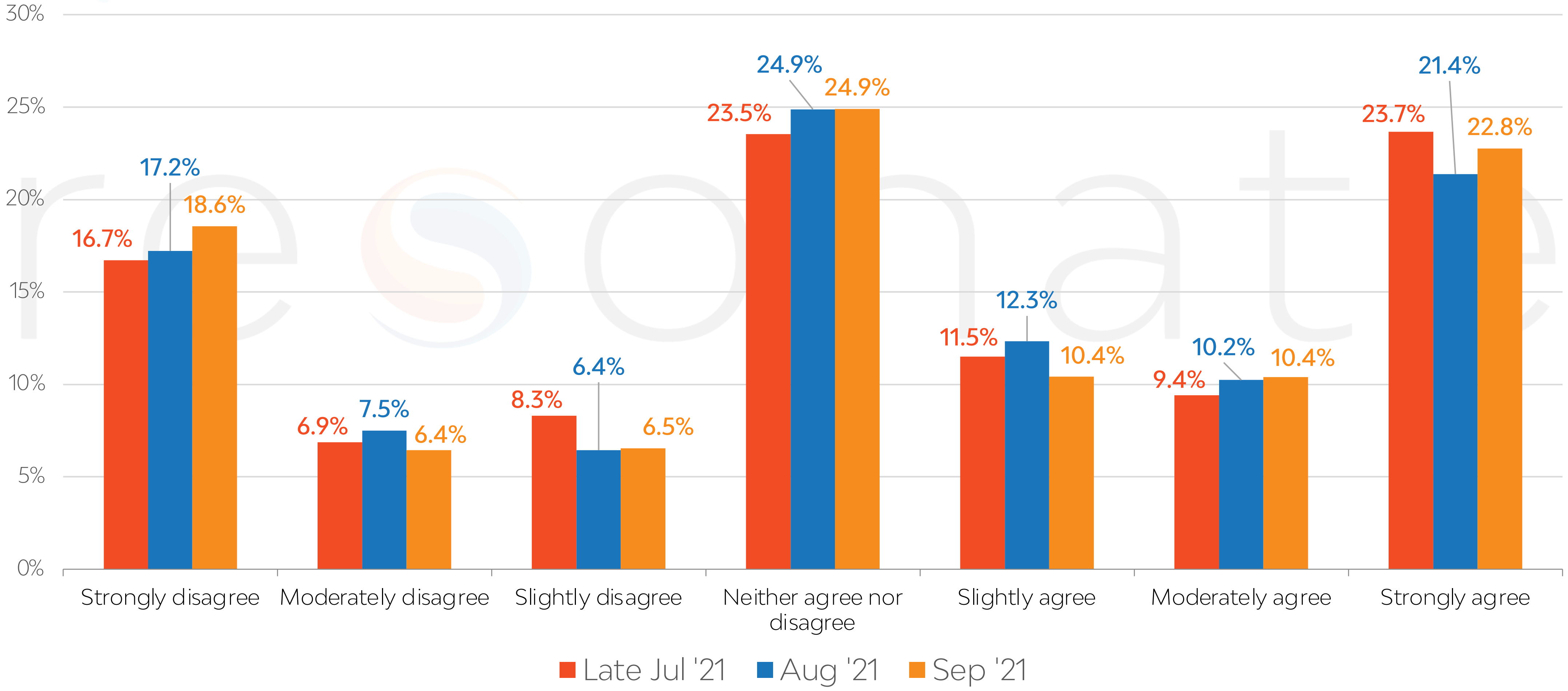
There are some people who believe that internet privacy should be the responsibility of the individual (limiting the information they provide online and being mindful of what they download). In contrast, others believe that online privacy is the responsibility of large technology companies (e.g., Apple, Facebook, or Google) being selective of the information 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?**



POLITICS

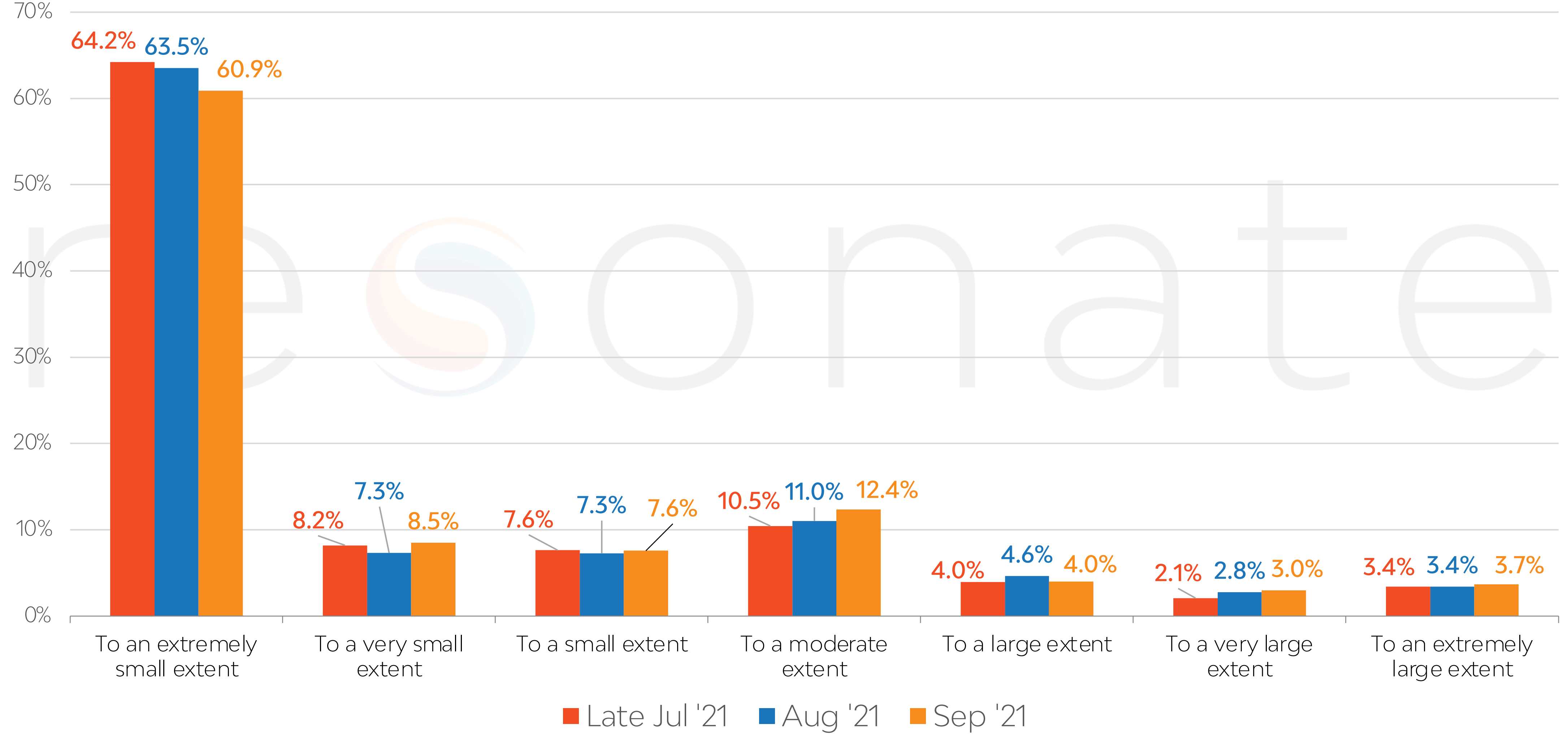
43.6% BELIEVE ENDING STIMULUS BENEFITS COULD INCREASE JOB APPLICATIONS

The COVID stimulus package passed in March 2021 increased unemployment benefits by $300 per month through August 31, 2021. **To what extent do you agree or disagree that unemployment benefits/stimulus benefits should have been reduced or removed in order to increase job applications** to businesses which were struggling to find employees?



11% WORRIED ABOUT EVICTION TO A 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 14,000+ attributes scaled to 230 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 it 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 14,000+ 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.

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