

INSIGHTS TO INFORM 2022 STRATEGY

Resonate COVID-19 and Emerging Trends
Consumer Flash Study

December 2021, Wave 22



INTRODUCTION

Here we are. Another holiday season, another wave of the pandemic. On one hand, many Americans are lining up to get their booster, which is now available to all adults who wish to get it. On the other, another variant is stirring and, despite early news reports that indicate it may be milder, consumers are stressed.

How will this impact their year-end and holiday plans? And how will that impact your marketing?

The answer: you need the freshest data that's easily actionable to strategize based on the granular and sweeping shifts happening from day-to-day. 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 highlights on latest research brands and agencies need to inform marketing, CX, product development, creative, messaging, and more. To access the full insights released in December 2021, [contact us](#) and we'll set you up with a data specialist who can explain the report within the Ignite Platform™ and how it applies to your own audience.



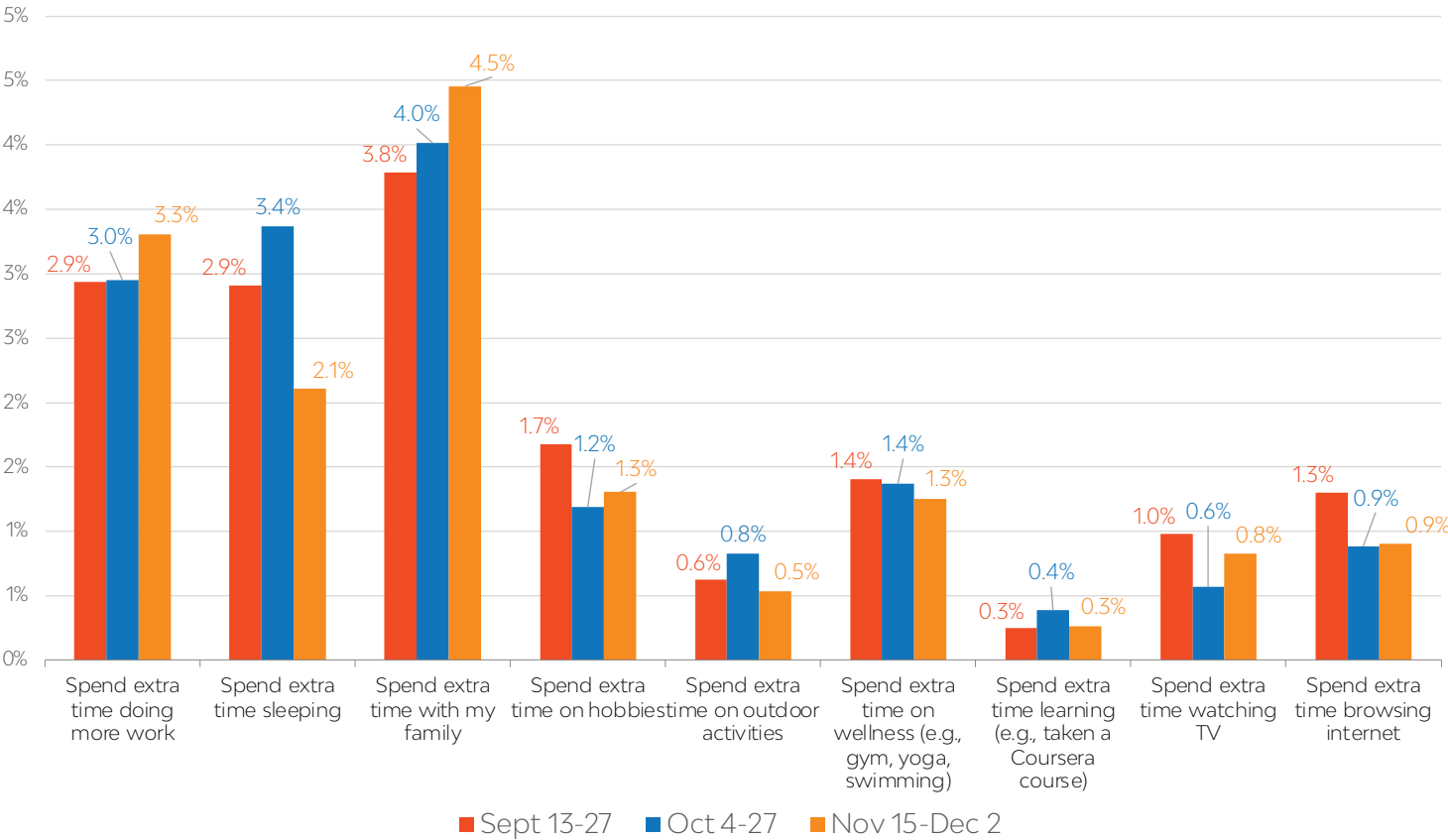
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ABOUT OUR DATA

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 November 15 and December 2, 2021, and is scaled to 230 million U.S. consumers.

WORK LIFE

Given that you are currently working from home, how do you primarily spend time saved from not commuting to work?



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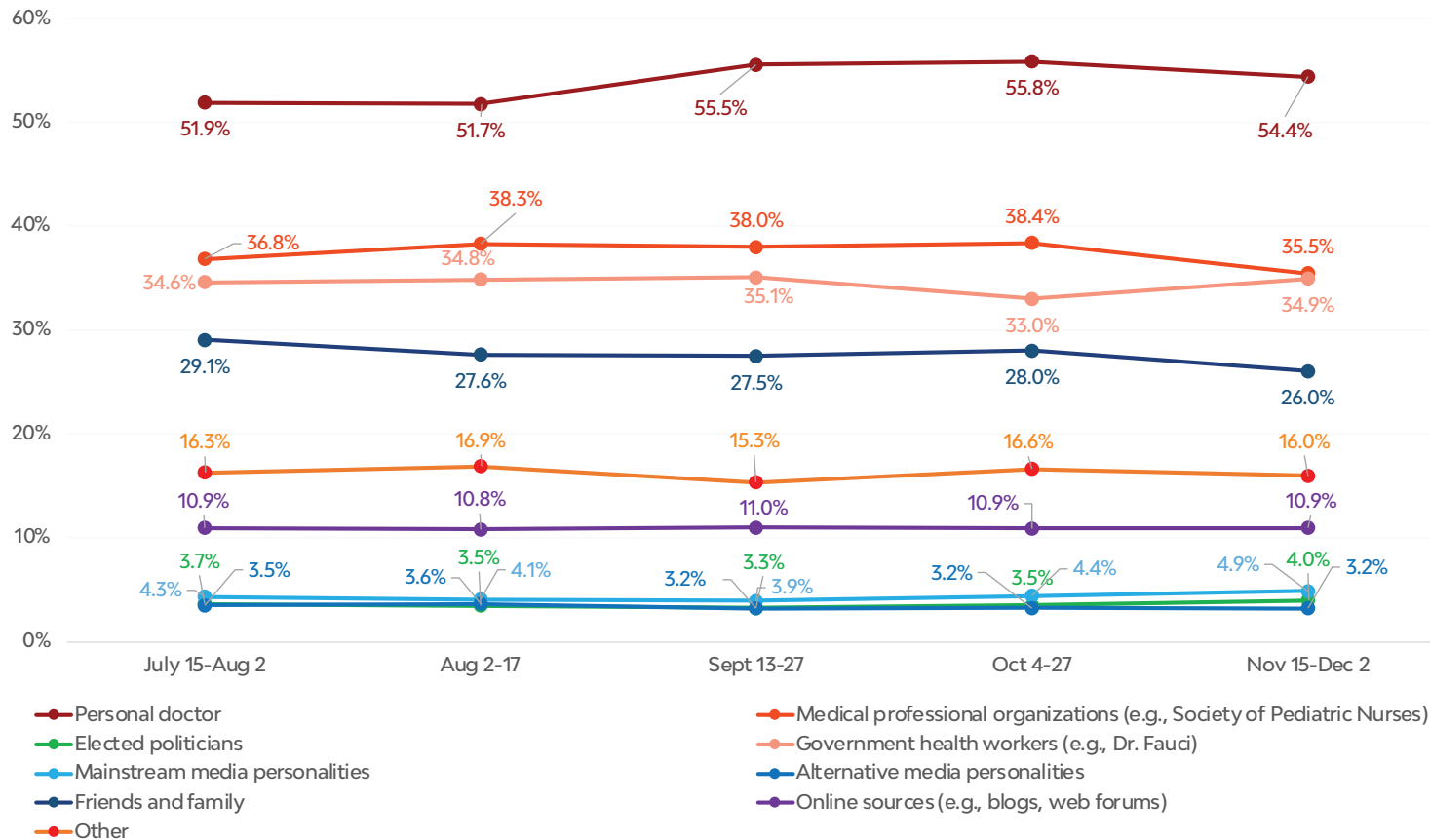
Want to learn whether the Great Resignation is really happening? And if American workers plan on adopting the digital nomad lifestyle?

We have this data and more, just released out of field, available in the easy-to-use [Ignite Platform™](#). Contact us today and we'll put you in touch with a data specialist to walk through the full report live in the platform.

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VACCINATION

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



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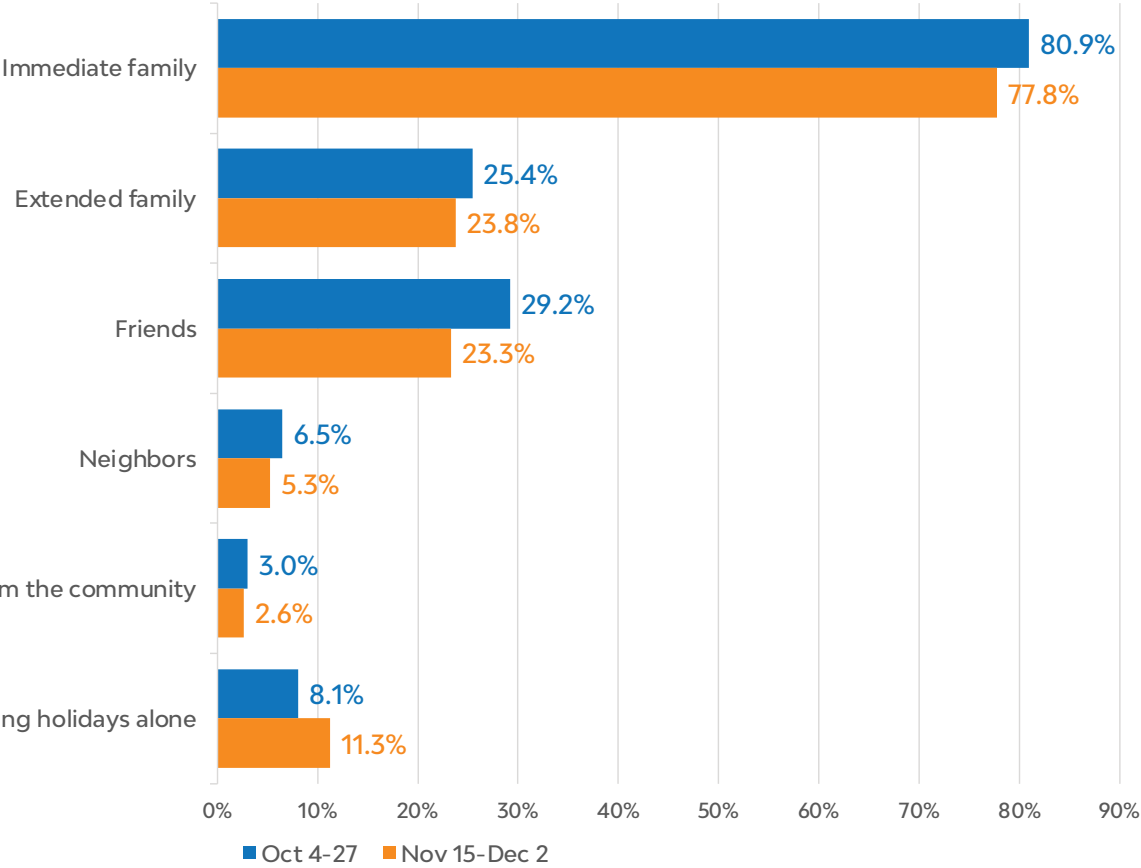
More than half of Americans trust medical doctors' opinions on the COVID vaccine, but the latest data in our platform also tells you whether they believe the vaccine should be mandated, who plans on getting the booster, and if they're happy to flash their vaccine card.

Contact a data specialist today for a firsthand look at these just released insights.

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GATHERING

With whom do you anticipate celebrating the upcoming holidays during the remainder of this year (e.g., Thanksgiving, Christmas/Hanukkah/Kwanzaa)?



LEARN MORE

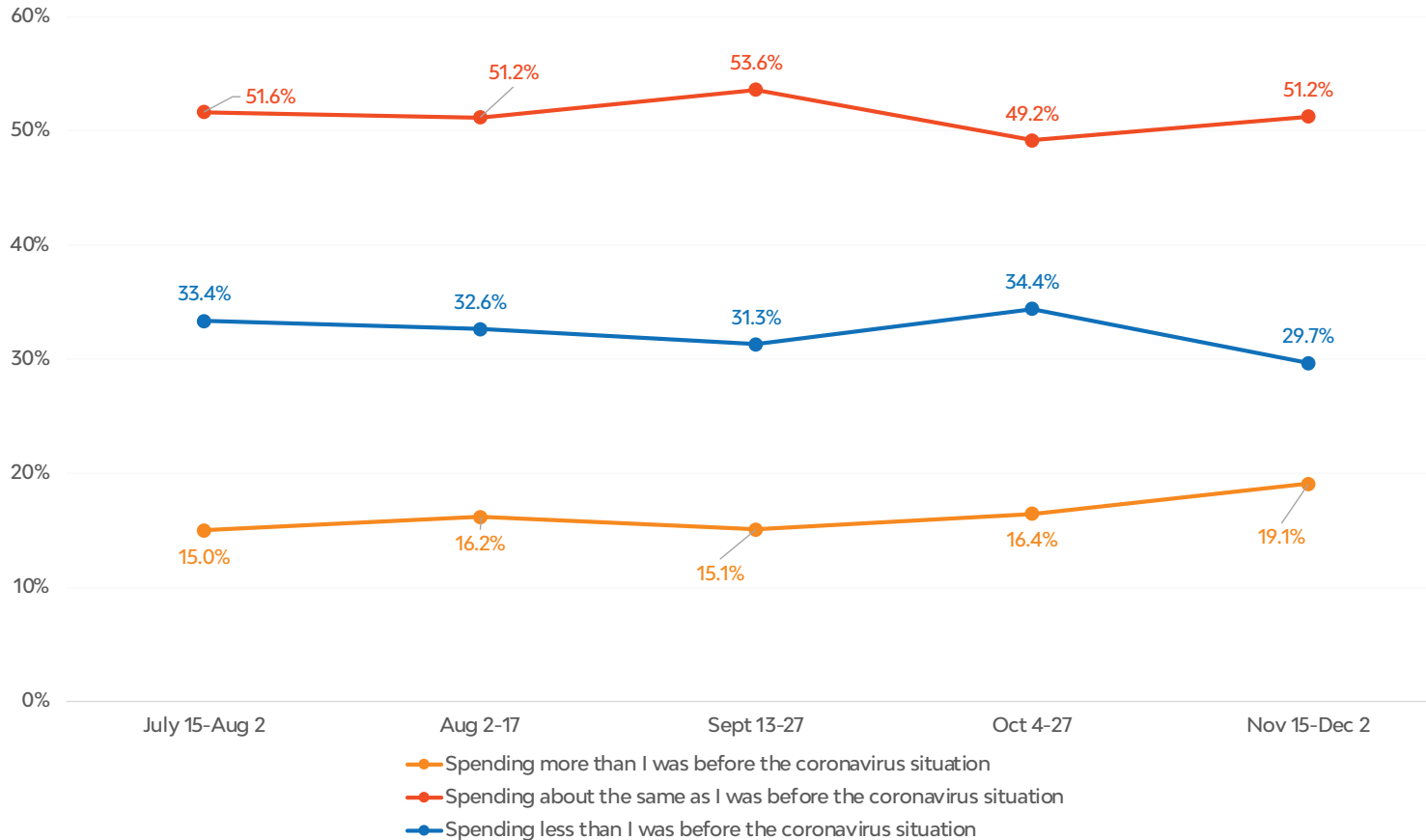
The latest variant could be driving a slight increase in those who only plan on gathering with immediate family this holiday season.

But how has it affected their day-to-day interactions? One of our expert data specialists can show you.

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PERSONAL FINANCE

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



LEARN MORE

One in 5 Americans is now spending more than they were pre-pandemic. Great news, right? Possibly, but you'll also want to take a look at the data points on saving, personal financial outlook, and financial habits.

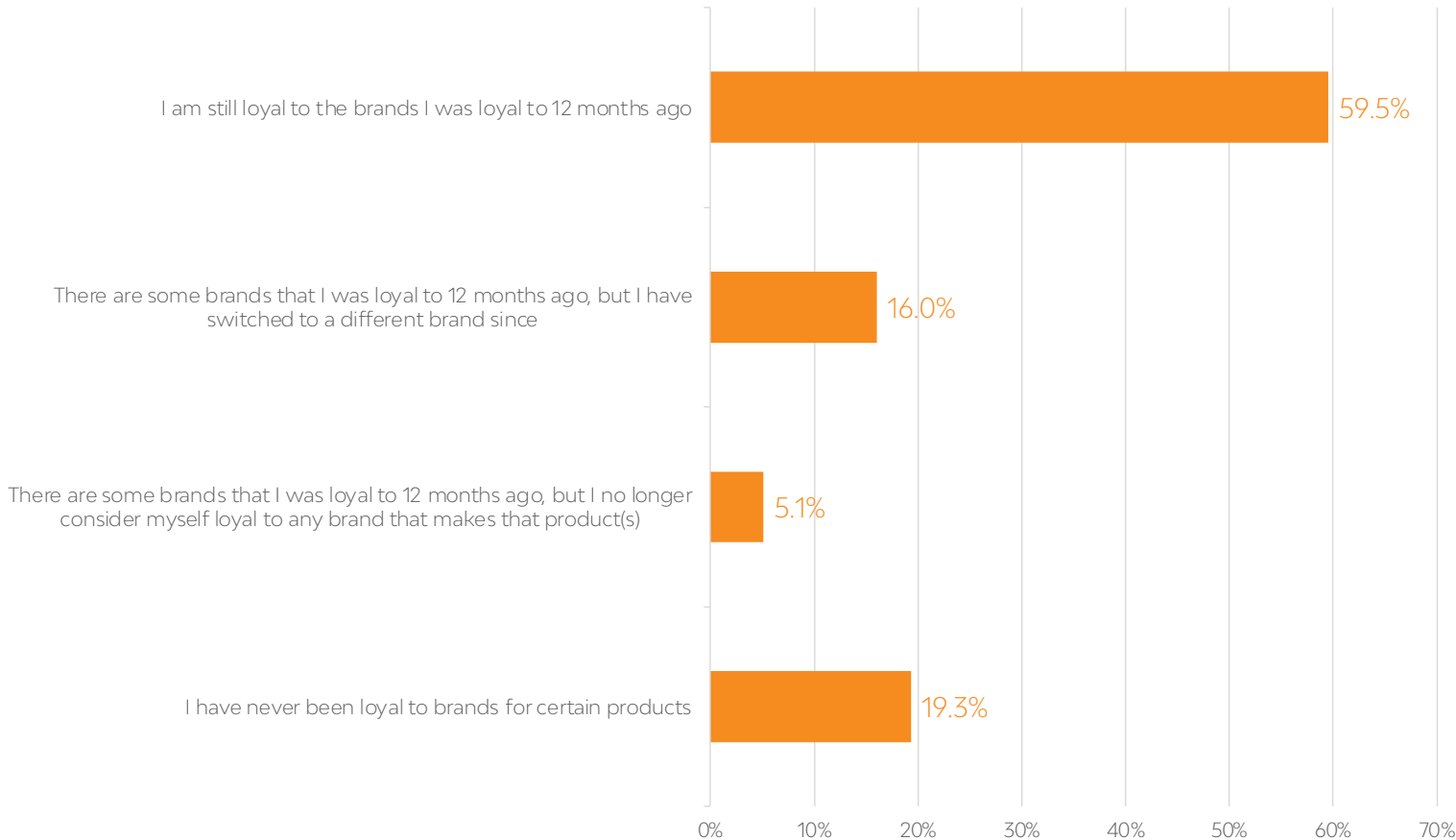
A Resonate data specialist can walk you through the latest insights available within the platform and show you how this data compares to your audience.



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RETAIL

Compared to 12 months ago, how has your loyalty towards your preferred brands changed?



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More than one in 5 Americans has shifted their brand loyalty over the past 12 months. Did the pandemic give them an opportunity to branch out? Will this change as consumers re-adopt old habits?

Talk to a Resonate data specialist to see firsthand how these shifts and predictions could play out according to our latest data.



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INSIGHTS FOR TOMORROW AND TODAY

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.



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