CONSUMERS ARE LOOKING TO YOU. YOU NEED THE INSIGHTS TO LEAD.

Resonate COVID-19 and Emerging Trends Consumer Flash Study January 2022, Wave 23
INTRODUCTION

Consumers are looking to brands for accountability in 2022. They want you to understand who they are, what they want, what they need, and how to speak to them. You need to back up targeted messaging with action.

Resonate empowers brands — and the agencies that help them — with easy access to fresh, robust, privacy-safe consumer data that expands their understanding of customers and prospects, and powers better, faster, more personalized brand activation.

This report is critical to your marketing in Q1. We’re continuing to track consumer sentiment that should inform your strategy and action through actionable data on both the granular and sweeping shifts happening day to day and month to month. This industry-specific data provides a lens for your marketing based on real-time consumer perception.

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 December 7 and January 3, 2022, and is scaled to 230 million U.S. consumers.

See it in Action
GENERAL
Overall, to what extent are you concerned about the health-related consequences of the coronavirus situation?

OMICRON VARIANT DRIVES UPTICK IN HEALTH CONCERNS

March 22-29
April 20-26
May 11-18
June 23-July 6
July 22-28
August 11-18
Sept 15-Dec 14
Oct 5-13
Nov 23-Dec 14
Dec 15-Jan 6
Feb 2-16
Feb 22-Mar 10
April 1-14
April 14-May 5
May 24-June 8
June 8-25
July 15-Aug 2
Aug 2-17
Sept 13-27
Oct 4-27
Nov 15-Dec 2
Dec 7-Jan 3

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
INFLATION WOES DRIVE INCREASE IN ECONOMIC CONCERN

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

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
Which of the following are you concerned about because of the coronavirus situation?

- Personal health-related consequences
- Personal economic-related consequences
- Having an elderly member of my extended family contract the virus
- Having a friend or colleague contract the virus
- Having a child contract the virus
- That there may not be enough hospital beds for all those requiring care
- Having to delay a non-urgent (elective) surgery due to low hospital capacity
- That doctors and nurses may not have enough protective equipment
- Being evicted from your home in the future
- None of the above

12% increase in concern over children contracting virus

- 42.5% in Dec 7-Jan 3
- 44.1% in Nov 15-Dec 2
SLIGHT UPTICK IN DAY-TO-DAY PRECAUTIONS SINCE NOV 2021

Which of the following are you more likely to do since the onset of coronavirus?

- Avoid touching my face: 32.9% (Nov 15-Dec 2) / 33.7% (Dec 7-Jan 3)
- Avoiding physical stores: 20.1% (Nov 15-Dec 2) / 22.0% (Dec 7-Jan 3)
- Avoiding physical contact with others such as hugging and handshaking: 43.7% (Nov 15-Dec 2) / 45.5% (Dec 7-Jan 3)
- Avoiding touching door handles, surfaces, and other objects in public settings: 33.1% (Nov 15-Dec 2) / 34.8% (Dec 7-Jan 3)
- Disinfecting hard surfaces: 44.7% (Nov 15-Dec 2) / 45.7% (Dec 7-Jan 3)
- Practicing social distancing: 55.5% (Nov 15-Dec 2) / 56.2% (Dec 7-Jan 3)
- Quarantining in place in my home: 23.2% (Nov 15-Dec 2) / 25.2% (Dec 7-Jan 3)
- Washing my hands: 67.7% (Nov 15-Dec 2) / 65.7% (Dec 7-Jan 3)
- Working remotely: 24.1% (Nov 15-Dec 2) / 24.2% (Dec 7-Jan 3)
- None of the above: 12.0% (Nov 15-Dec 2) / 12.3% (Dec 7-Jan 3)
TREND TO WATCH: UPTICK IN ANXIETY OVER IN-PERSON INTERACTIONS

Compared to 30 days ago, how have your social interactions with friends and family changed?

- Spend more time on video conferencing (e.g., Zoom, Messenger, Discord)
  - Nov 15-Dec 2: 16.0%
  - Dec 7-Jan 3: 15.4%
- Spend more time talking on the phone
  - Nov 15-Dec 2: 23.5%
  - Dec 7-Jan 3: 25.4%
- Spend more time on instant messenger or text
  - Nov 15-Dec 2: 21.5%
  - Dec 7-Jan 3: 22.6%
- Spend more time meeting in person
  - Nov 15-Dec 2: 19.7%
  - Dec 7-Jan 3: 17.2%
- Spend more time meeting in large groups
  - Nov 15-Dec 2: 7.6%
  - Dec 7-Jan 3: 6.4%
- Spend more time meeting at restaurants, bars, movie theaters, etc.
  - Nov 15-Dec 2: 11.0%
  - Dec 7-Jan 3: 9.3%
- None of the above
  - Nov 15-Dec 2: 45.0%
  - Dec 7-Jan 3: 46.2%
When do you believe the United States economy will return to “normal,” as it was before the coronavirus situation began?

BELIEF ECONOMY WILL NEVER RETURN TO NORMAL REACHES ALL-TIME HIGH

July 15-Aug 2: 19.8% 1.3%
Aug 2-17: 22.6% 16.3%
Sept 13-27: 22.2% 13.0%
Oct 4-27: 25.3% 12.7%
Nov 15-Dec 2: 22.7% 12.4%
Dec 7-Jan 3: 26.8% 11.3%

1 to 3 months: 7.0% 5.4%
4 to 6 months: 4.4% 4.1%
7+ months: 4.1% 6.1%
Never: 4.7% 26.8%
Thinking about the coronavirus situation, **how soon do you believe that your life will largely return to normal?**

**18% INCREASE: MORE THAN A YEAR OR NEVER BEFORE LIFE IS NORMAL**

May 24-June 8: 21.7%
June 8-25: 4.3%
July 15-Aug 2: 12.1%
Aug 2-17: 16.2%
Sept 13-27: 15.3%
Oct 4-27: 16.1%
Nov 15-Dec 2: 17.7%
Dec 7-Jan 3: 38.7%

- Already back to normal
- 1 month or less
- 2 to 3 months
- 4 to 6 months
- 7 to 12 months
- More than 1 year
- Never
7% DECREASE IN CONSUMERS DINING IN FROM SEPT TO JAN

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

- Take a trip to a theme park
- Go to crowded activities (e.g., movie theaters, concerts, sporting events, etc.)
- Take a trip on an airplane/train
- Stay at a large hotel chain
- Stay at a short-term room/vacation rental (e.g., Airbnb)
- Travel internationally
- Travel internationally
- Dining-in at restaurants
- None of the above
Which of the following lifestyle changes are you likely to adopt since the onset of the coronavirus situation?

**GOOD NEWS! 12% INCREASE IN TIME FOR HOBBIES SINCE MARCH 2020**

![Bar chart showing percentage increase in various activities since March 2020](chart)

- Postponing medical or dental appointments: 13.9% to 14.4%
- Dining out in a restaurant: 15.9% to 14.5%
- Drinking alcohol at home: 17.3% to 16.5%
- Spending time on hobbies: 31.5% to 35.3%
- Playing video games: 22.5% to 23.2%
- Stocking up on food: 30.4% to 31.5%
- Home improvement / DIY project: 22.5% to 24.0%
- Dedicating time to outdoor activities: 21.0% to 22.2%
- Ordering takeout or delivery directly from restaurants that I would typically visit: 26.9% to 28.5%
- Ordering takeout or delivery from restaurants that I would typically visit in-person: 20.2% to 21.8%
- Using a traditional grocery store delivery service from a store you can visit in-person: 15.7% to 17.6%
- Using an online-only grocery delivery service, where there is no store for you to visit: 13.7% to 15.1%
- None of the above: 22.5% to 19.7%

- **Nov 15-Dec 2**
- **Dec 7-Jan 3**
VACCINE SENTIMENT
Whose medical opinions do/did you trust in regard to whether or not you would be willing to get the COVID-19 vaccine?

- Personal doctor
- Medical professional organizations (e.g., Society of Pediatric Nurses)
- Elected politicians
- Government health workers (e.g., Dr. Fauci)
- Mainstream media personalities
- Alternative media personalities
- Friends and family
- Online sources (e.g., blogs, web forums)
- Other

Month-over-month increase

- 5% increase in Americans who will listen to friends/family on vax
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.

- Do not trust/support vaccines in general
- Do not trust/support the medical field
- Do not fully understand how COVID vaccines work
- Concern over possible side effects
- Do not believe that I am likely to get sick
- Other/ Don’t know
- Do not trust that existing COVID vaccines are safe
- Want to wait and see how others respond
- N/A - I plan on taking/have already gotten the vaccine

20% INCREASE IN THOSE WHO DON’T TRUST VACCINE IS SAFE
How likely are you to receive the seasonal flu vaccine this fall-winter?

17% increase in 'not at all likely' to get flu shot this year.

- Sept 13-27: Completely likely - 27.2%, Very likely - 10.9%, Somewhat likely - 11.2%, Slightly likely - 8.2%, Not at all likely - 9.2%
- Oct 4-27: Completely likely - 28.8%, Very likely - 10.4%, Somewhat likely - 11.4%, Slightly likely - 7.6%, Not at all likely - 6.2%
- Nov 15-Dec 2: Completely likely - 28.2%, Very likely - 10.0%, Somewhat likely - 9.5%, Slightly likely - 6.5%, Not at all likely - 6.2%
- Dec 7-Jan 3: Completely likely - 31.9%, Very likely - 9.8%, Somewhat likely - 9.2%, Slightly likely - 6.5%, Not at all likely - 6.2%
SLIGHT INCREASE IN THOSE LESS LIKELY TO RECEIVE ANY VACCINE

Compared to before the COVID-19 pandemic, have you become more or less likely to receive seasonal flu and other vaccines?

<table>
<thead>
<tr>
<th>Date</th>
<th>More likely to receive vaccines</th>
<th>No change</th>
<th>Less likely to receive vaccines</th>
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</thead>
<tbody>
<tr>
<td>Sept 13-27</td>
<td>30.1%</td>
<td>60.9%</td>
<td>9.0%</td>
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<tr>
<td>Oct 4-27</td>
<td>28.5%</td>
<td>62.3%</td>
<td>9.2%</td>
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<td>Nov 15-Dec 2</td>
<td>30.5%</td>
<td>60.3%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Dec 7-Jan 3</td>
<td>29.7%</td>
<td>60.6%</td>
<td>9.7%</td>
</tr>
</tbody>
</table>
COVID-19 vaccines are available in all 50 states to all persons over the age of 12 who wish to receive them. To what extent do you agree or disagree that government officials (federal, state, or local) should be able to mandate or require individuals to show proof of vaccination in order to enter certain spaces (e.g., restaurants, bars, gyms)?

11% DECREASE IN ‘STRONGLY AGREE’ SUPPORT OF VACCINE MANDATE

<table>
<thead>
<tr>
<th></th>
<th>Sept 13-27</th>
<th>Oct 4-27</th>
<th>Nov 15-Dec 2</th>
<th>Dec 7-Jan 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly disagree</td>
<td>27.9%</td>
<td>29.2%</td>
<td>29.2%</td>
<td>30.7%</td>
</tr>
<tr>
<td>Moderately disagree</td>
<td>15.3%</td>
<td>14.7%</td>
<td>14.5%</td>
<td>14.8%</td>
</tr>
<tr>
<td>Slightly disagree</td>
<td>9.5%</td>
<td>9.6%</td>
<td>8.5%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>4.7%</td>
<td>5.5%</td>
<td>5.4%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Slightly agree</td>
<td>27.7%</td>
<td>26.9%</td>
<td>27.7%</td>
<td>26.1%</td>
</tr>
<tr>
<td>Moderately agree</td>
<td>10.3%</td>
<td>8.5%</td>
<td>8.0%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>4.8%</td>
<td>5.6%</td>
<td>4.7%</td>
<td>5.1%</td>
</tr>
</tbody>
</table>
14% UPTICK IN STRONGLY AGAINST VACCINE MANDATES FOR WORKPLACES

To what extent do you agree or disagree that employers should be able to mandate or require employees to show proof of vaccination in order to return to work?
14% UPTICK IN STRONGLY AGAINST VACCINE MANDATES FOR SCHOOLS

To what extent do you agree or disagree that schools should be able to mandate or require students show proof of vaccination in order to return to in-classroom learning?

[Graph showing percentage distribution of responses from Sept 13-27 to Dec 7-Jan 3, with uptick in strongly against vaccine mandates from 30.0% to 31.4%.]

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The FDA gave emergency approval and recommended that all adults over 18 vaccinated with either Moderna or Pfizer receive a 3rd coronavirus booster vaccine shot, as well as a 2nd shot for all adults over 18 vaccinated with Johnson & Johnson.

How likely are you to take the coronavirus booster vaccine now that it has become available to you?

The graph shows the percentage of people likely to take the booster vaccine, with the following breakdown:

- **Not at all likely**:
  - Nov 15-Dec 2: 24.3%
  - Dec 7-Jan 3: 25.9%
- **Slightly likely**:
  - Nov 15-Dec 2: 8.3%
  - Dec 7-Jan 3: 7.3%
- **Moderately likely**:
  - Nov 15-Dec 2: 10.2%
  - Dec 7-Jan 3: 8.5%
- **Very likely**:
  - Nov 15-Dec 2: 10.9%
  - Dec 7-Jan 3: 10.9%
- **Completely likely**:
  - Nov 15-Dec 2: 21.3%
  - Dec 7-Jan 3: 21.3%
- **Already received the booster vaccine**:
  - Nov 15-Dec 2: 25.1%
  - Dec 7-Jan 3: 31.9%
Regardless of whether you were vaccinated, have you contracted the coronavirus personally since the pandemic began in December 2019?

- Yes: 18.0%
- No: 76.7%
- Don't know or unsure: 5.2%

Comparison:
- Nov 15-Dec 2: 74.1%
- Dec 7-Jan 3: 74.1%
WORK LIFE
What are the main reasons you changed jobs, are looking for a new job, or are leaving the workforce?

- The pandemic proved my job security was unstable: 4.1% (Nov 15-Dec 2), 4.6% (Dec 7-Jan 3)
- The pandemic caused me to reevaluate my priorities: 6.0% (Nov 15-Dec 2), 6.7% (Dec 7-Jan 3)
- Looking for a permanently remote/work-from-home position: 5.1% (Nov 15-Dec 2), 6.3% (Dec 7-Jan 3)
- Looking for higher pay: 8.3% (Nov 15-Dec 2), 9.4% (Dec 7-Jan 3)
- Looking for better benefits: 5.0% (Nov 15-Dec 2), 5.8% (Dec 7-Jan 3)
- Looking for safer work conditions: 3.7% (Nov 15-Dec 2), 4.2% (Dec 7-Jan 3)
- Job did not respect employees’ work-life balance: 4.1% (Nov 15-Dec 2), 4.4% (Dec 7-Jan 3)
- I was not passionate about the work I was doing: 4.6% (Nov 15-Dec 2), 4.7% (Dec 7-Jan 3)
- Poor management: 4.1% (Nov 15-Dec 2), 5.0% (Dec 7-Jan 3)
- Coworkers or management made a hostile work environment: 3.1% (Nov 15-Dec 2), 3.5% (Dec 7-Jan 3)
- Disrespectful and/or entitled customers made my job unworkable: 2.3% (Nov 15-Dec 2), 3.2% (Dec 7-Jan 3)
- To focus on my household or family: 4.1% (Nov 15-Dec 2), 5.3% (Dec 7-Jan 3)
- Job required me to get vaccinated or wear a mask during work: 1.5% (Nov 15-Dec 2), 2.1% (Dec 7-Jan 3)
- Other: 1.9% (Nov 15-Dec 2), 1.6% (Dec 7-Jan 3)
- N/A - not looking for a new job: 79.9% (Nov 15-Dec 2), 77.6% (Dec 7-Jan 3)
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

1 IN 5 AMERICANS REQUIRED TO RETURN TO OFFICE
If you were required to attend a work event, what form would you prefer that event be in?

- Prefer online meetings/virtual conferences: 56.5%, 57.3%, 55.3%, 55.6%, 56.5%
- Prefer to meet people in-person: 47.1%, 43.5%, 42.7%, 44.7%, 44.4%, 43.5%

7% UPTICK IN PREFERENCE FOR ONLINE MEETINGS/CONFERENCES
Given that your work situation has enabled you to work from home, are you planning to relocate in the next 6 months but maintain your current job?

Note: This question only applies to those who also answered they work remotely.

**EXCITEMENT OVER REMOTE-WORK DRIVEN RELOCATION SLIDES DOWNWARD**

Given that your work situation has enabled you to work from home, are you planning to relocate in the next 6 months but maintain your current job?

Note: This question only applies to those who also answered they work remotely.

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### Trends Over Time

**July 15-Aug 2**
- Yes: 1.4%
- No: 2.9%
- Don't know or not sure: 4%

**Aug 2-17**
- Yes: 1.7%
- No: 2.2%
- Don't know or not sure: 8%

**Sept 13-27**
- Yes: 1.8%
- No: 1.8%
- Don't know or not sure: 10%

**Oct 4-27**
- Yes: 1.8%
- No: 1.8%
- Don't know or not sure: 12%

**Nov 15-Dec 2**
- Yes: 1.8%
- No: 1.8%
- Don't know or not sure: 14%

**Dec 7-Jan 3**
- Yes: 1.3%
- No: 1.9%
- Don't know or not sure: 1.9%

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MORE INTEREST IN LEAVING CURRENT JOB POST-PANDEMIC

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.
EXTRA TIME WITH FAMILY RETURNS TO EARLY FALL LEVEL

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

- Spend extra time doing more work
- Spend extra time with my family
- Spend extra time on outdoor activities
- Spend extra time learning (e.g., taken a Coursera course)
- Spend extra time browsing internet

EXTRA TIME WITH FAMILY RETURNS TO EARLY FALL LEVEL

- Sept 13-27
- Oct 4-27
- Nov 15-Dec 2
- Dec 7-Jan 3
1 IN 5 CONSUMERS HAS CANCELLED A TRAVEL/AIRLINE RESERVATION

As a result of the coronavirus situation, have you initiated the cancellation of an existing airline or hotel reservation?
26% DECREASE IN OPTIMISM OVER NEAR FUTURE TRAVEL SINCE SEPT

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

- July 15-Aug 2: 12.6%
- Aug 2-17: 15.3%
- Sept 13-27: 17.2%
- Oct 4-27: 17.0%
- Nov 15-Dec 2: 17.9%
- Dec 7-Jan 3: 15.7%

Survey responses:
- 1 to 3 months: 37.3%, 43.4%, 44.4%, 40.4%, 39.2%, 41.8%
- 4 to 6 months: 29.4%, 22.5%, 21.1%, 24.1%, 24.0%, 21.7%
- 7+ months: 20.6%, 18.8%, 17.3%, 18.5%, 19.0%, 20.9%
- Never: 0%, 5%, 10%, 15%, 20%, 25%, 30%, 35%, 40%, 45%, 50%
Thinking about the coronavirus situation, **how soon do you expect your business travel activities will largely return to "normal"?**

- **44% INCREASE: BUSINESS TRAVEL WILL NEVER RETURN TO NORMAL**
- **36.2%**
- **33.0%**
- **34.3%**
- **36.2%**

Responses by date range:
- **July 15-Aug 2**: 18.1%
- **Aug 2-17**: 29.6%
- **Sept 13-27**: 35.2%
- **Oct 4-27**: 36.2%
- **Nov 15-Dec 2**: 28.8%
- **Dec 7-Jan 3**: 22.2%

**1 to 3 months**
- **July 15-Aug 2**: 25.2%
- **Aug 2-17**: 20.5%
- **Sept 13-27**: 27.1%
- **Oct 4-27**: 17.5%
- **Nov 15-Dec 2**: 15.9%
- **Dec 7-Jan 3**: 12.6%

**4 to 6 months**
- **July 15-Aug 2**: 20.5%
- **Aug 2-17**: 31.6%
- **Sept 13-27**: 35.2%
- **Oct 4-27**: 22.2%
- **Nov 15-Dec 2**: 20.5%
- **Dec 7-Jan 3**: 19.0%

**7+ months**
- **July 15-Aug 2**: 16.2%
- **Aug 2-17**: 17.5%
- **Sept 13-27**: 14.7%
- **Oct 4-27**: 15.9%
- **Nov 15-Dec 2**: 15.8%
- **Dec 7-Jan 3**: 12.6%

**Never**
- **July 15-Aug 2**: 10%
- **Aug 2-17**: 5%
- **Sept 13-27**: 0%
- **Oct 4-27**: 0%
- **Nov 15-Dec 2**: 0%
- **Dec 7-Jan 3**: 0%
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.

### 1 IN 10 CANCELLED TRAVEL PLANS IS REBOOKED

- **Sept 13-27**: 10.6% Yes, 89.4% No, 0% N/A
- **Oct 4-27**: 10.0% Yes, 90.0% No, 0% N/A
- **Nov 15-Dec 2**: 9.5% Yes, 90.5% No, 0% N/A
- **Dec 7-Jan 3**: 9.6% Yes, 90.4% No, 0% N/A

Interested in how this breaks out by demographics, travel style, and future plans? [Get a demo](https://resonate.com).

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

JUST UNDER 40% OF AMERICANS SAY ECONOMY IS VERY POOR OR POOR
ROUNGLY HALF OF AMERICANS STILL ‘GETTING BY’; EXTREMES ON EITHER END TREND IN POSITIVE DIRECTION

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

ROUGHLY HALF OF AMERICANS STILL 'GETTING BY'; EXTREMES ON EITHER END TREND IN POSITIVE DIRECTION
Compared to what you were doing before the coronavirus situation, how would you say your spending habits have changed?

- Spending more than I was before the coronavirus situation
- Spending about the same as I was before the coronavirus situation
- Spending less than I was before the coronavirus situation

CONSUMERS SPENT MORE IN NOV; SLIDES IN DEC-JAN
Compared to what you were doing before the coronavirus situation, how would you say your saving habits have changed?

- Saving more than I was before the coronavirus situation
- Saving about the same as I was before the coronavirus situation
- Saving less than I was before the coronavirus situation

16% INCREASE IN THOSE SAVING LESS FROM JULY TO JAN

July 15-Aug 2: 23.1%
Aug 2-17: 21.8%
Sept 13-27: 21.2%
Oct 4-27: 22.2%
Nov 15-Dec 2: 21.6%
Dec 7-Jan: 19.9%

July 15-Aug 2: 53.0%
Aug 2-17: 52.1%
Sept 13-27: 54.6%
Oct 4-27: 50.0%
Nov 15-Dec 2: 53.8%
Dec 7-Jan: 52.3%

0% 10% 20% 30% 40% 50% 60%
Saving more than I was before the coronavirus situation
Saving about the same as I was before the coronavirus situation
Saving less than I was before the coronavirus situation
NOV TO JAN: FEWER CONSUMERS INVESTING IN STOCK MARKET

Which of the following financial changes are you adopting because of the onset of the coronavirus situation?

- Use contactless payment: 23.6% (Nov 15-Dec 2), 22.7% (Dec 7-Jan 3)
- Changed or started looking for a new job in the same industry: 9.1% (Nov 15-Dec 2), 8.6% (Dec 7-Jan 3)
- Changed or started looking for a new job in a different industry: 12.7% (Nov 15-Dec 2), 12.1% (Dec 7-Jan 3)
- Retire earlier: 6.2% (Nov 15-Dec 2), 5.9% (Dec 7-Jan 3)
- Leave workforce: 6.0% (Nov 15-Dec 2), 5.0% (Dec 7-Jan 3)
- Invest higher in stock markets: 10.3% (Nov 15-Dec 2), 12.4% (Dec 7-Jan 3)
- None of the above: 54.6% (Nov 15-Dec 2), 54.1% (Dec 7-Jan 3)
RETAIL
ONLY 16% CARE ABOUT REDUCED OCCUPANCY; COMPARE TO HIGH OF 42% IN MAY 2020

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 staff wearing masks/gloves
- All customers wearing masks/gloves
- Knowledge of nightly disinfecting of stores
- Ability to pay without contact
- Curbside pick-up
- Vaccines having become widely available
- None of the above


- Reduce occupancy of shops: 13.2% May 11-18, 15.7% June 8-14, 16.0% June 29-July 6, 22.3% July 22-28, 22.3% August 11-18, 19.1% Sept 15-21, 19.1% Oct 5-13, 21.1% Nov 23-Dec 14, 21.1% Dec 15-Jan 6, 21.1% Feb 2-Mar 10, 21.1% Feb 22-March 8, 21.1% April 1-14, 21.1% April 14-May 5, 21.1% May 24-June 8, 21.1% June 8-25, 21.1% Nov 15-Dec 2, 21.1% Dec 7-Jan 3
- Forced social distancing: 51.0% May 11-18, 50.0% June 8-14, 45.0% June 29-July 6, 41.5% July 22-28, 41.5% August 11-18, 37.5% Sept 15-21, 37.5% Oct 5-13, 37.5% Nov 23-Dec 14, 37.5% Dec 15-Jan 6, 37.5% Feb 2-Mar 10, 37.5% Feb 22-March 8, 37.5% April 1-14, 37.5% April 14-May 5, 37.5% May 24-June 8, 37.5% June 8-25, 37.5% Nov 15-Dec 2, 37.5% Dec 7-Jan 3
- All staff wearing masks/gloves: 60.6% May 11-18, 59.1% June 8-14, 51.1% June 29-July 6, 54.9% July 22-28, 54.9% August 11-18, 54.9% Sept 15-21, 54.9% Oct 5-13, 54.9% Nov 23-Dec 14, 54.9% Dec 15-Jan 6, 54.9% Feb 2-Mar 10, 54.9% Feb 22-March 8, 54.9% April 1-14, 54.9% April 14-May 5, 54.9% May 24-June 8, 54.9% June 8-25, 54.9% Nov 15-Dec 2, 54.9% Dec 7-Jan 3
- All customers wearing masks/gloves: 46.5% May 11-18, 45.5% June 8-14, 44.4% June 29-July 6, 43.6% July 22-28, 43.6% August 11-18, 43.6% Sept 15-21, 43.6% Oct 5-13, 43.6% Nov 23-Dec 14, 43.6% Dec 15-Jan 6, 43.6% Feb 2-Mar 10, 43.6% Feb 22-March 8, 43.6% April 1-14, 43.6% April 14-May 5, 43.6% May 24-June 8, 43.6% June 8-25, 43.6% Nov 15-Dec 2, 43.6% Dec 7-Jan 3
- Knowledge of nightly disinfecting of stores: 38.9% May 11-18, 38.9% June 8-14, 38.9% June 29-July 6, 38.9% July 22-28, 38.9% August 11-18, 38.9% Sept 15-21, 38.9% Oct 5-13, 38.9% Nov 23-Dec 14, 38.9% Dec 15-Jan 6, 38.9% Feb 2-Mar 10, 38.9% Feb 22-March 8, 38.9% April 1-14, 38.9% April 14-May 5, 38.9% May 24-June 8, 38.9% June 8-25, 38.9% Nov 15-Dec 2, 38.9% Dec 7-Jan 3
- Ability to pay without contact: 51.5% May 11-18, 51.5% June 8-14, 51.5% June 29-July 6, 51.5% July 22-28, 51.5% August 11-18, 51.5% Sept 15-21, 51.5% Oct 5-13, 51.5% Nov 23-Dec 14, 51.5% Dec 15-Jan 6, 51.5% Feb 2-Mar 10, 51.5% Feb 22-March 8, 51.5% April 1-14, 51.5% April 14-May 5, 51.5% May 24-June 8, 51.5% June 8-25, 51.5% Nov 15-Dec 2, 51.5% Dec 7-Jan 3
- Curbside pick-up: 30.8% May 11-18, 30.8% June 8-14, 30.8% June 29-July 6, 30.8% July 22-28, 30.8% August 11-18, 30.8% Sept 15-21, 30.8% Oct 5-13, 30.8% Nov 23-Dec 14, 30.8% Dec 15-Jan 6, 30.8% Feb 2-Mar 10, 30.8% Feb 22-March 8, 30.8% April 1-14, 30.8% April 14-May 5, 30.8% May 24-June 8, 30.8% June 8-25, 30.8% Nov 15-Dec 2, 30.8% Dec 7-Jan 3
- Vaccines having become widely available: 28.6% May 11-18, 28.6% June 8-14, 28.6% June 29-July 6, 28.6% July 22-28, 28.6% August 11-18, 28.6% Sept 15-21, 28.6% Oct 5-13, 28.6% Nov 23-Dec 14, 28.6% Dec 15-Jan 6, 28.6% Feb 2-Mar 10, 28.6% Feb 22-March 8, 28.6% April 1-14, 28.6% April 14-May 5, 28.6% May 24-June 8, 28.6% June 8-25, 28.6% Nov 15-Dec 2, 28.6% Dec 7-Jan 3
- None of the above: 16.0% May 11-18, 16.0% June 8-14, 16.0% June 29-July 6, 16.0% July 22-28, 16.0% August 11-18, 16.0% Sept 15-21, 16.0% Oct 5-13, 16.0% Nov 23-Dec 14, 16.0% Dec 15-Jan 6, 16.0% Feb 2-Mar 10, 16.0% Feb 22-March 8, 16.0% April 1-14, 16.0% April 14-May 5, 16.0% May 24-June 8, 16.0% June 8-25, 16.0% Nov 15-Dec 2, 16.0% Dec 7-Jan 3
33% WANT HIGH VACCINATION RATES TO RESUME CROWDED ACTIVITIES

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.
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.

- Restaurants
- Electronics
- Groceries
- Clothing
- General merchandise (e.g., Walmart, Target, Costco)
- Hardware/building supplies
- Furniture stores
- Auto stores
- Bank
- None of the above
Which of the following shopping preferences are still important to you?

- Curbside pickup
- Same-day delivery
- Browsing and buying in a physical store
- None of the above

### Results:

- **Curbside pickup**
  - July 15-Aug 2: 67.5%
  - Aug 2-17: 66.3%
  - Sept 13-27: 68.6%
  - Oct 4-27: 67.5%
  - Nov 15-Dec 2: 63.0%
  - Dec 7-Jan 3: 62.0%

- **Same-day delivery**
  - July 15-Aug 2: 35.6%
  - Aug 2-17: 37.5%
  - Sept 13-27: 33.8%
  - Oct 4-27: 36.5%
  - Nov 15-Dec 2: 30.8%
  - Dec 7-Jan 3: 31.7%

- **Browsing and buying in a physical store**
  - July 15-Aug 2: 33.3%
  - Aug 2-17: 35.4%
  - Sept 13-27: 32.4%
  - Oct 4-27: 35.7%
  - Nov 15-Dec 2: 28.6%
  - Dec 7-Jan 3: 31.8%

- **None of the above**
  - July 15-Aug 2: 9.2%
  - Aug 2-17: 8.7%
  - Sept 13-27: 9.4%
  - Oct 4-27: 8.7%
  - Nov 15-Dec 2: 13.6%
  - Dec 7-Jan 3: 12.5%
What are some reasons you would order groceries online for delivery?

- Saves time: 13.7% (Nov 15-Dec 2), 14.9% (Dec 7-Jan 3)
- Socially distant: 9.3% (Nov 15-Dec 2), 10.5% (Dec 7-Jan 3)
- Unable to go in person: 7.5% (Nov 15-Dec 2), 8.9% (Dec 7-Jan 3)
- No rush while ordering online: 10.0% (Nov 15-Dec 2), 12.0% (Dec 7-Jan 3)
- Convenience: 16.1% (Nov 15-Dec 2), 18.0% (Dec 7-Jan 3)
- Don’t have to take kid(s) to the store: 3.9% (Nov 15-Dec 2), 5.0% (Dec 7-Jan 3)
- Easier to choose groceries: 8.7% (Nov 15-Dec 2), 9.5% (Dec 7-Jan 3)
- Can schedule delivery time: 11.5% (Nov 15-Dec 2), 12.6% (Dec 7-Jan 3)
- Reduces food waste: 3.7% (Nov 15-Dec 2), 3.5% (Dec 7-Jan 3)
- Other: 1.3% (Nov 15-Dec 2), 0.9% (Dec 7-Jan 3)
- N/A - Not very likely to order groceries online: 76.2% (Nov 15-Dec 2), 75.8% (Dec 7-Jan 3)
Which of the following are you most likely to start in the next 90 days?

- Making a major purchase that you would have previously held off on: 5.7% to 5.8%
- Ordering food/takeout for delivery: 10.2% to 9.1%
- Ordering groceries online: 6.8% to 8.3%
- Purchasing a luxury product that you would have previously held off on: 3.1% to 3.3%
- Purchasing products online that you would have previously purchased in stores: 8.4% to 8.8%
- Relying on delivery service instead of shopping in-stores: 5.2% to 5.1%
- Visiting a grocery store or pharmacy in-person: 15.2% to 13.4%
- Food delivery service subscription (e.g., Grubhub+, DoorDash DashPass): 5.3% to 5.3%
- Gym membership: 6.4% to 6.3%
- Meal kit delivery subscription (e.g., HelloFresh, Blue Apron): 3.5% to 3.5%
- TV/Streaming subscription: 10.5% to 10.2%
- Virtual gym subscription: 2.2% to 2.4%
- E-Learning subscription where students interact live with teachers virtually: 4.8% to 5.0%
- Online course/program where students watch pre-recorded lessons: 56.3% to 55.7%
- None of the above: 0% to 5.0%

Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 23, January 2022
Which of the following are you most likely to stop/cancel in the next 90 days?

- 12.5% LOOKING TO CANCEL A TV/STREAMING SUBSCRIPTION
- 11.4%
- 11.6%
- 10.3%
- 10.2%
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Compared to 12 months ago, how has your loyalty towards your preferred brands changed?

- **I am still loyal to the brands I was loyal to 12 months ago**
  - Nov 15-Dec 2: 59.5%
  - Dec 7-Jan 3: 58.1%

- **There are some brands that I was loyal to 12 months ago, but I have switched to a different brand since**
  - Nov 15-Dec 2: 16.0%
  - Dec 7-Jan 3: 16.1%

- **There are some brands that I was loyal to 12 months ago, but I no longer consider myself loyal to any brand that makes that product(s)**
  - Nov 15-Dec 2: 5.1%
  - Dec 7-Jan 3: 5.8%

- **I have never been loyal to brands for certain products**
  - Nov 15-Dec 2: 19.3%
  - Dec 7-Jan 3: 19.9%
What is the main reason you are no longer loyal to brands?

- The brand’s price increased: 8.6% (Nov 15-Dec 2), 9.1% (Dec 7-Jan 3)
- The brand’s quality decreased: 3.0% (Nov 15-Dec 2), 3.0% (Dec 7-Jan 3)
- The brand supports causes or politicians that I don’t support: 3.6% (Nov 15-Dec 2), 3.3% (Dec 7-Jan 3)
- The brand uses practices I don’t agree with: 3.0% (Nov 15-Dec 2), 2.9% (Dec 7-Jan 3)
- None of the above: 2.9% (Nov 15-Dec 2), 3.7% (Dec 7-Jan 3)
- N/A - My brand loyalty has not changed: 78.9% (Nov 15-Dec 2), 78.1% (Dec 7-Jan 3)
SOCIAL JUSTICE
NEARLY 1 IN 3 AMERICANS ARE MORE LIKELY TO BUY FROM BRANDS SUPPORTING BLM AND OTHER SOCIAL JUSTICE MOVEMENTS

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?

- Much more likely to purchase from that brand
- Moderately more likely to purchase from that brand
- Slightly more likely to purchase from that brand
- Unchanged in likelihood to purchase from that brand
- Moderately less likely to purchase from that brand
- Slightly less likely to purchase from that brand
- Much less likely to purchase from that brand
POLITICS
OVER 40% OF AMERICANS BELIEVE INCREASED UNEMPLOYMENT BENEFITS NEGATIVELY AFFECTED 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?

<table>
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<th>Date</th>
<th>Strongly disagree</th>
<th>Moderately disagree</th>
<th>Slightly disagree</th>
<th>Moderately agree</th>
<th>Strongly agree</th>
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Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 23, January 2022
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 15 billion daily events to reveal the deepest, proprietary understanding of the U.S. consumer at scale. Our AI-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 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 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.