resonate

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.

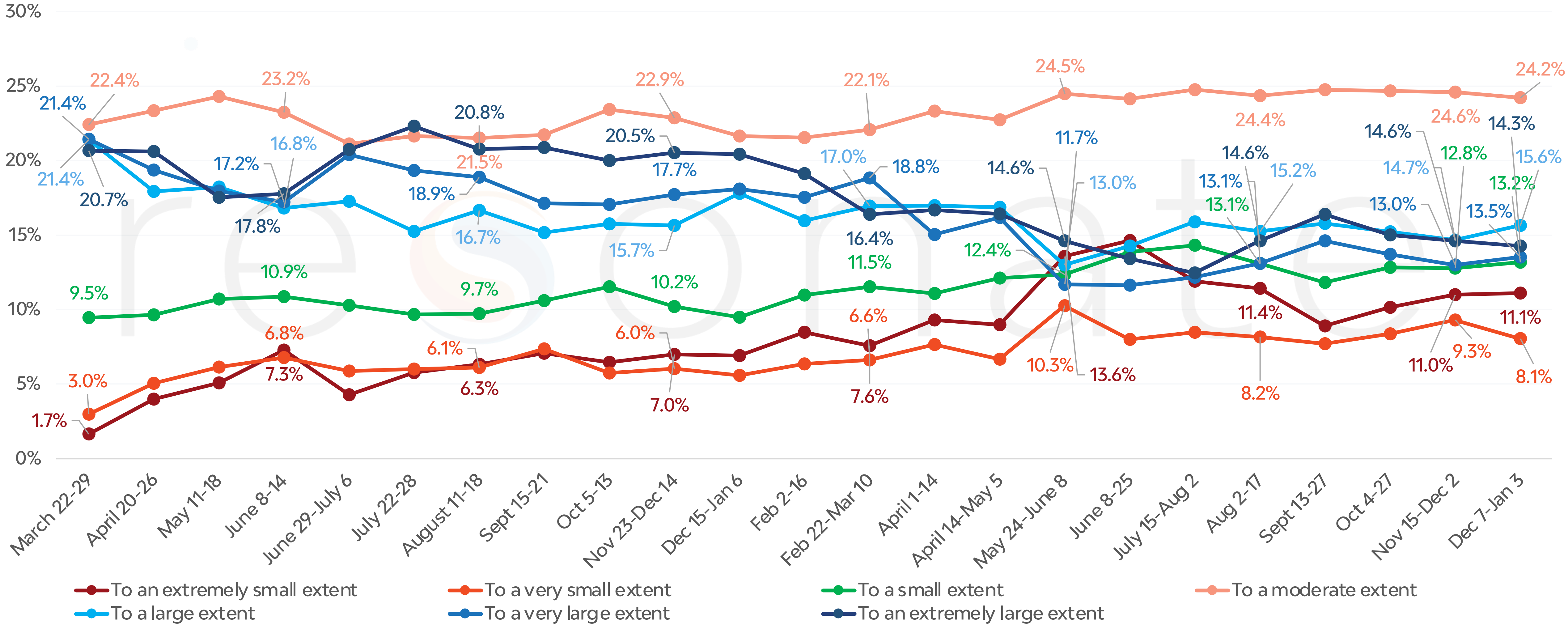
This report contains the latest research brands and agencies need to inform marketing, CX, product development, creative, messaging, and more. Resonate's proprietary coronavirus and current events data is released monthly and connected to our core data set with thousands of critical consumer data points. 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

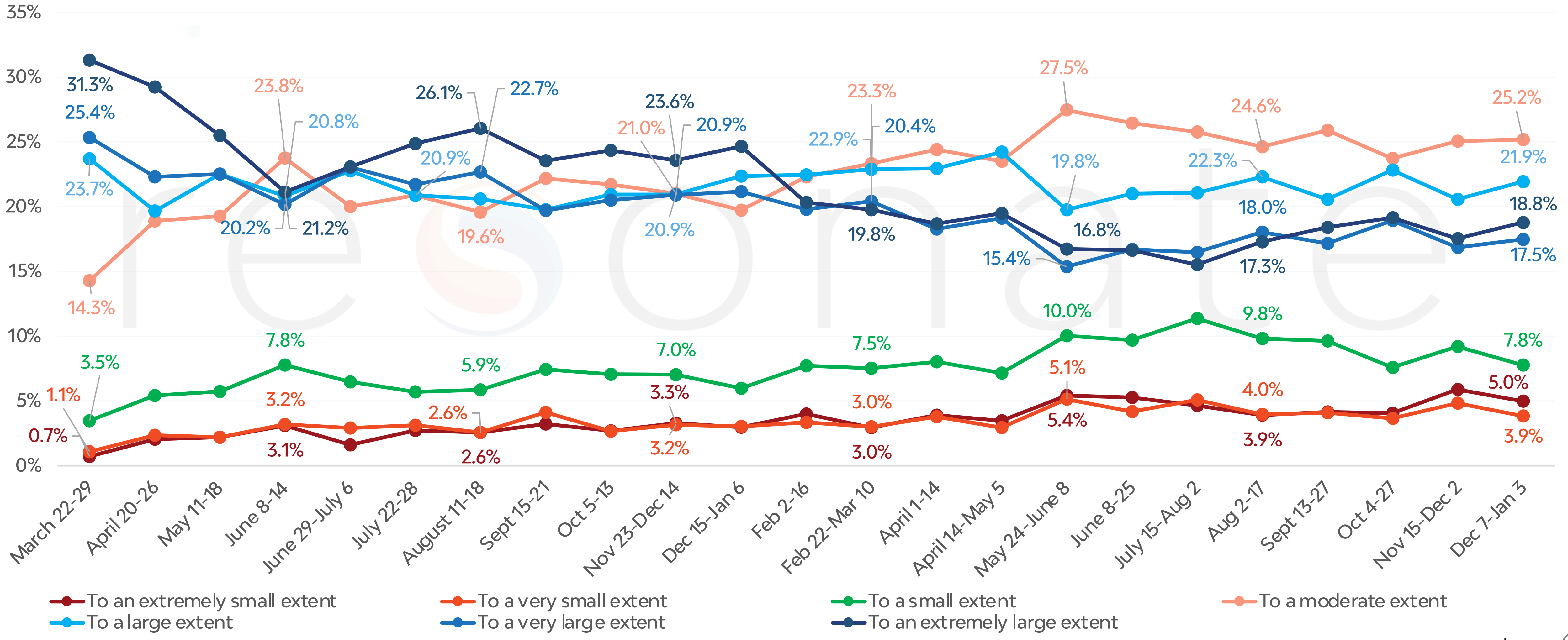
OMICRON VARIANT DRIVES UPTICK IN HEALTH CONCERNS

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



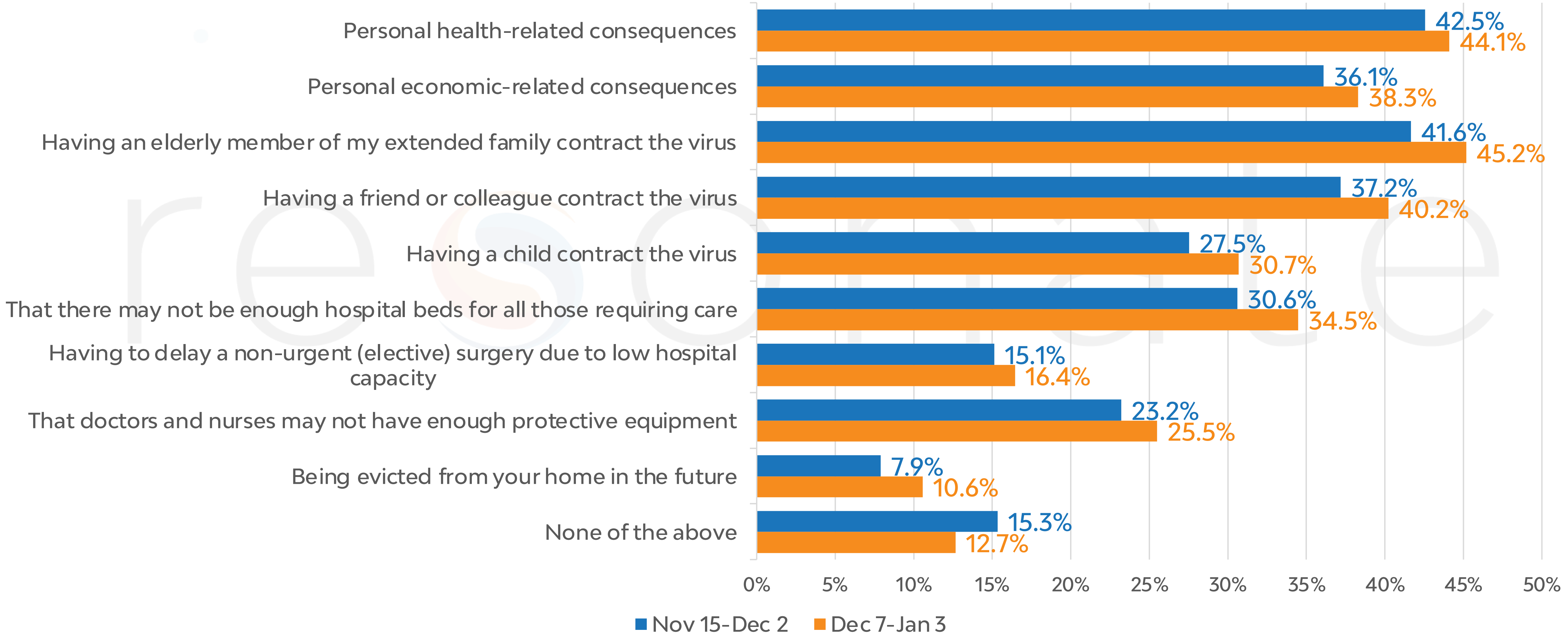
INFLATION WOES DRIVE INCREASE IN ECONOMIC CONCERN

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



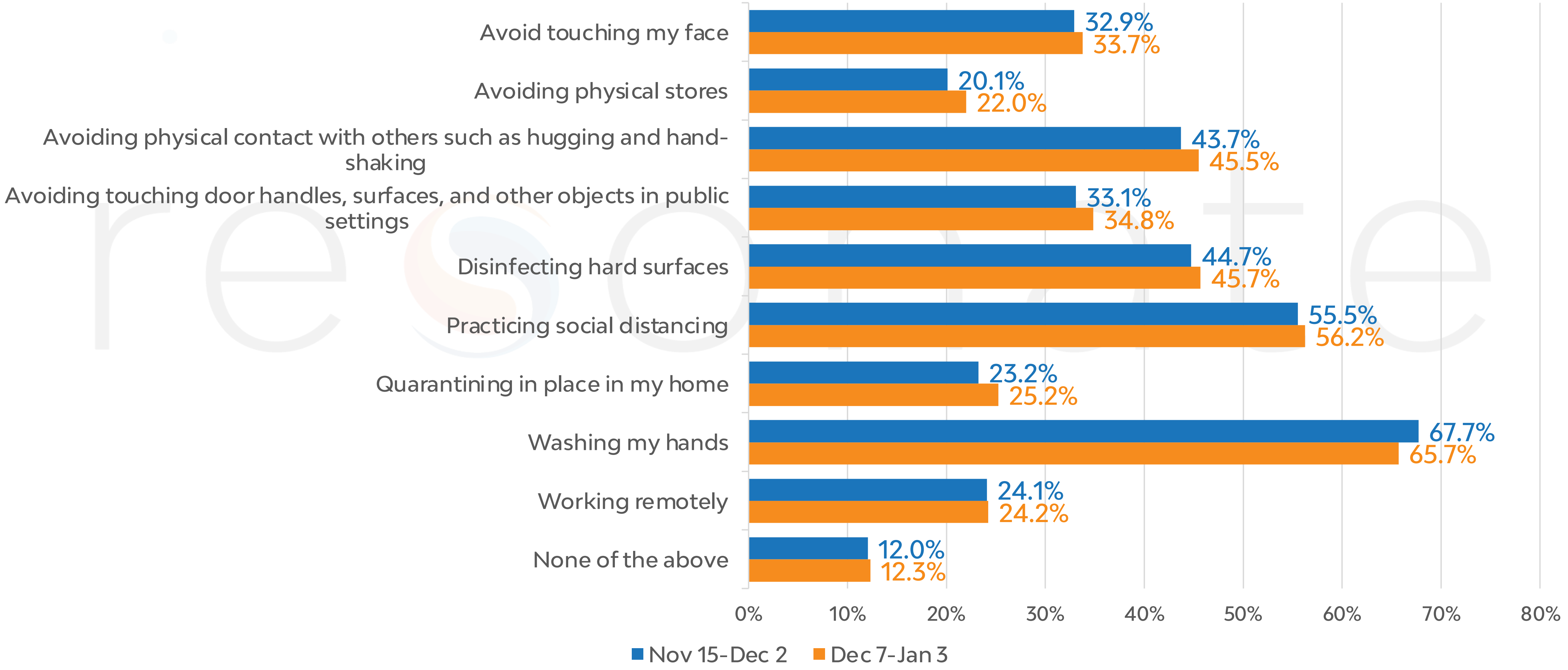
12% INCREASE IN CONCERN OVER CHILDREN CONTRACTING VIRUS

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



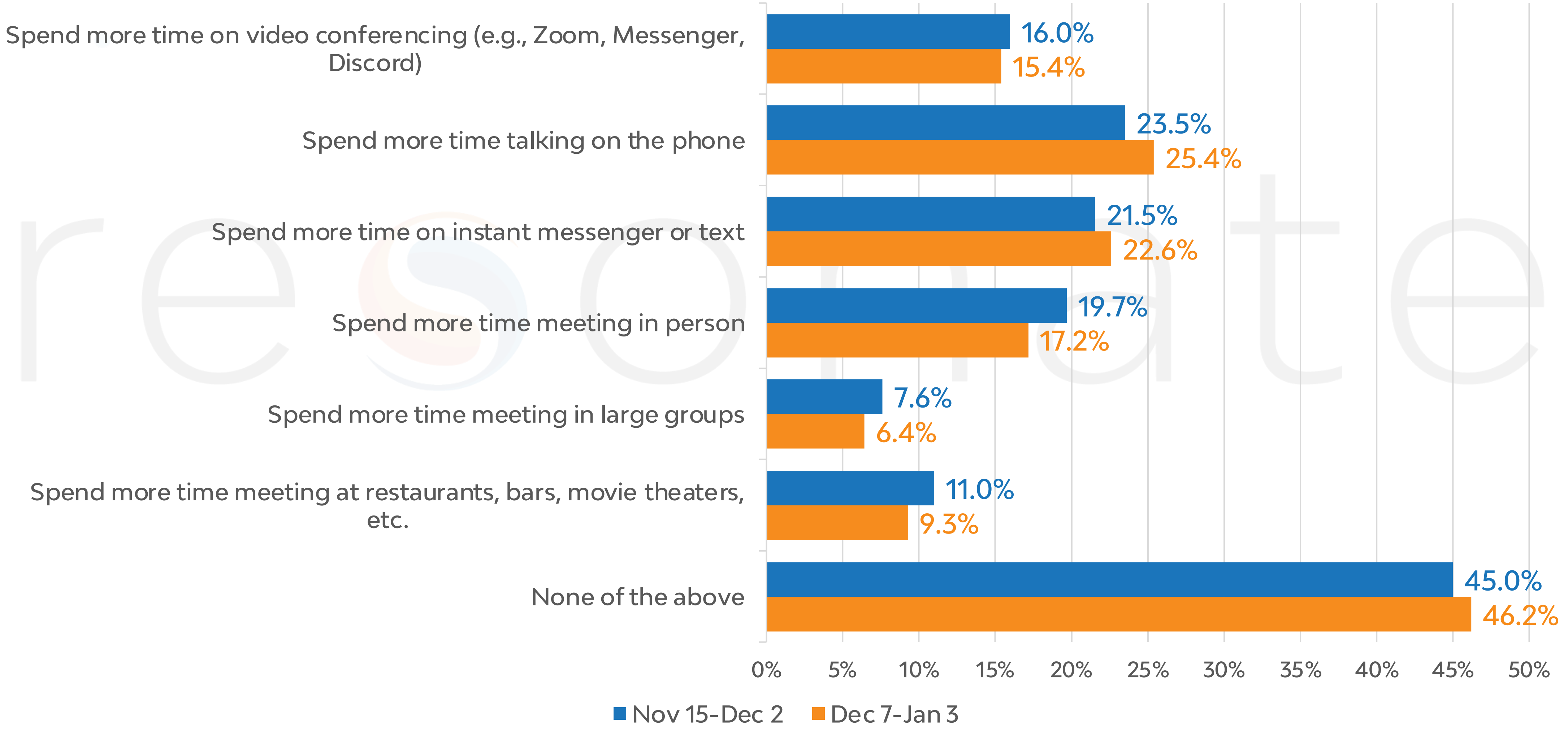
SLIGHT UPTICK IN DAY-TO-DAY PRECAUTIONS SINCE NOV 2021

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



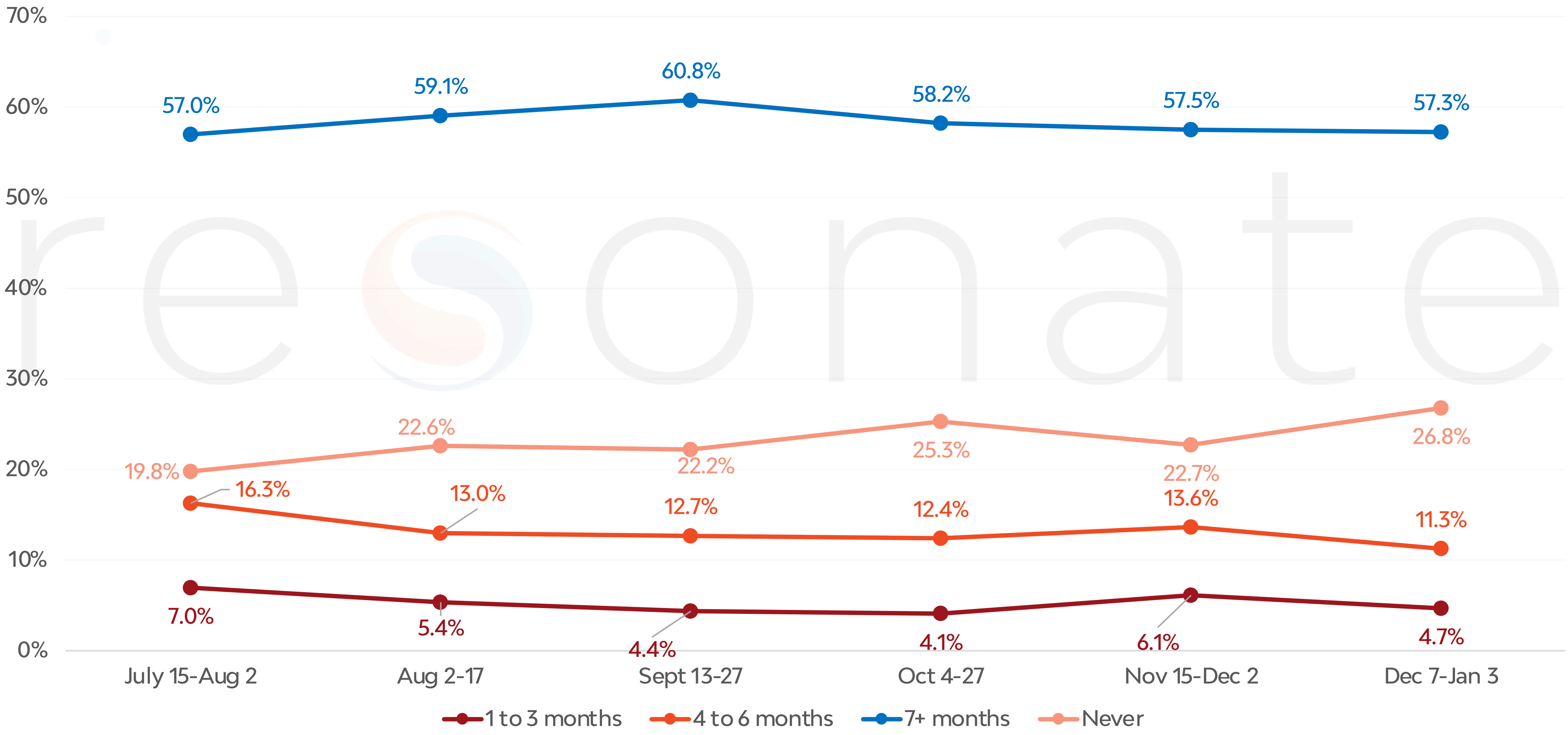
TREND TO WATCH: UPTICK IN ANXIETY OVER IN-PERSON INTERACTIONS

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



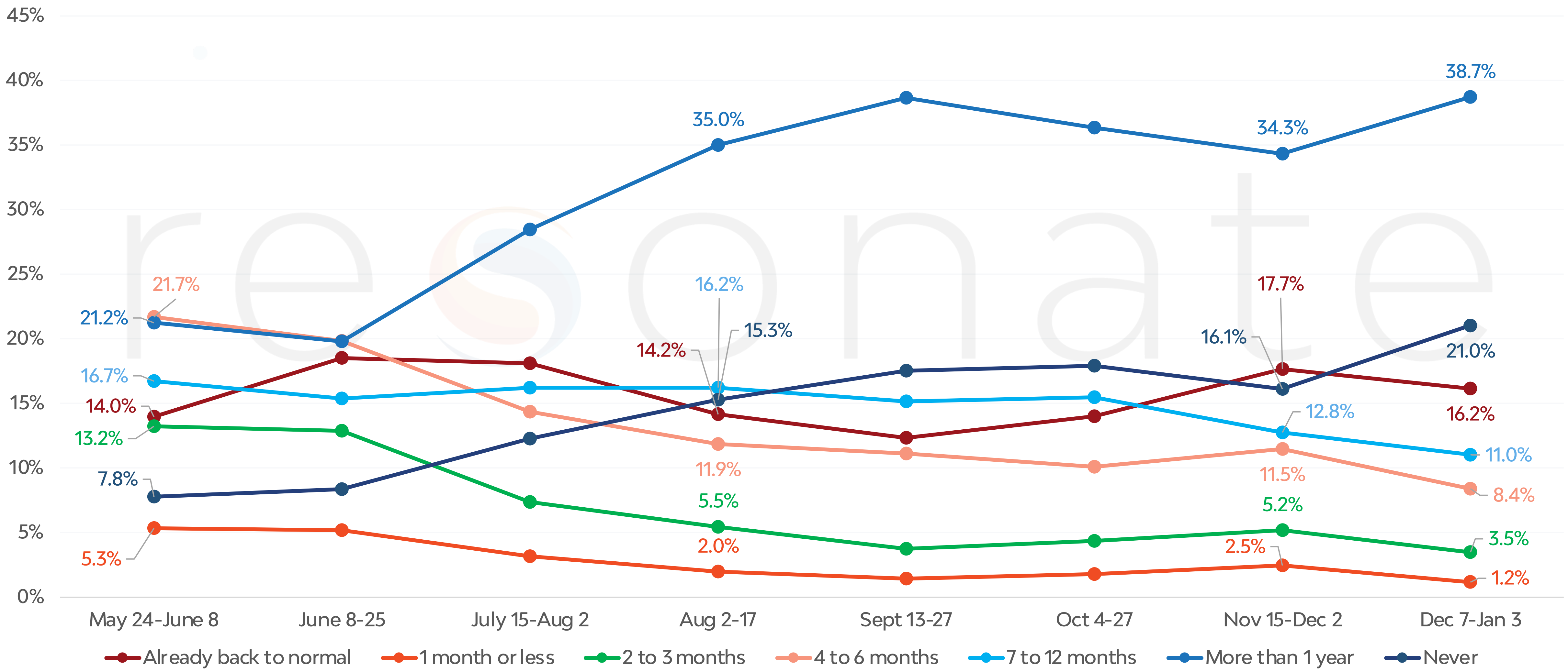
BELIEF ECONOMY WILL NEVER RETURN TO NORMAL REACHES ALL-TIME HIGH

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



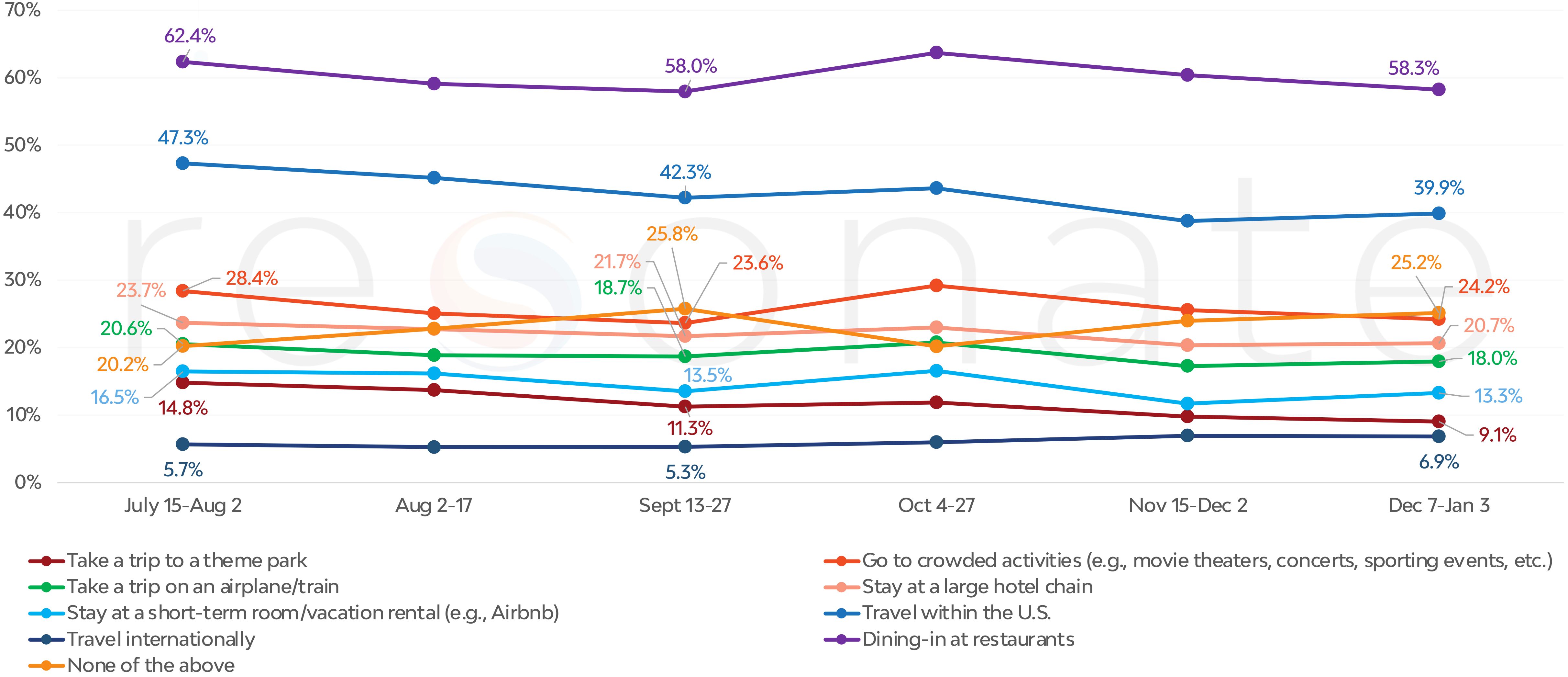
18% INCREASE: MORE THAN A YEAR OR NEVER BEFORE LIFE IS NORMAL

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



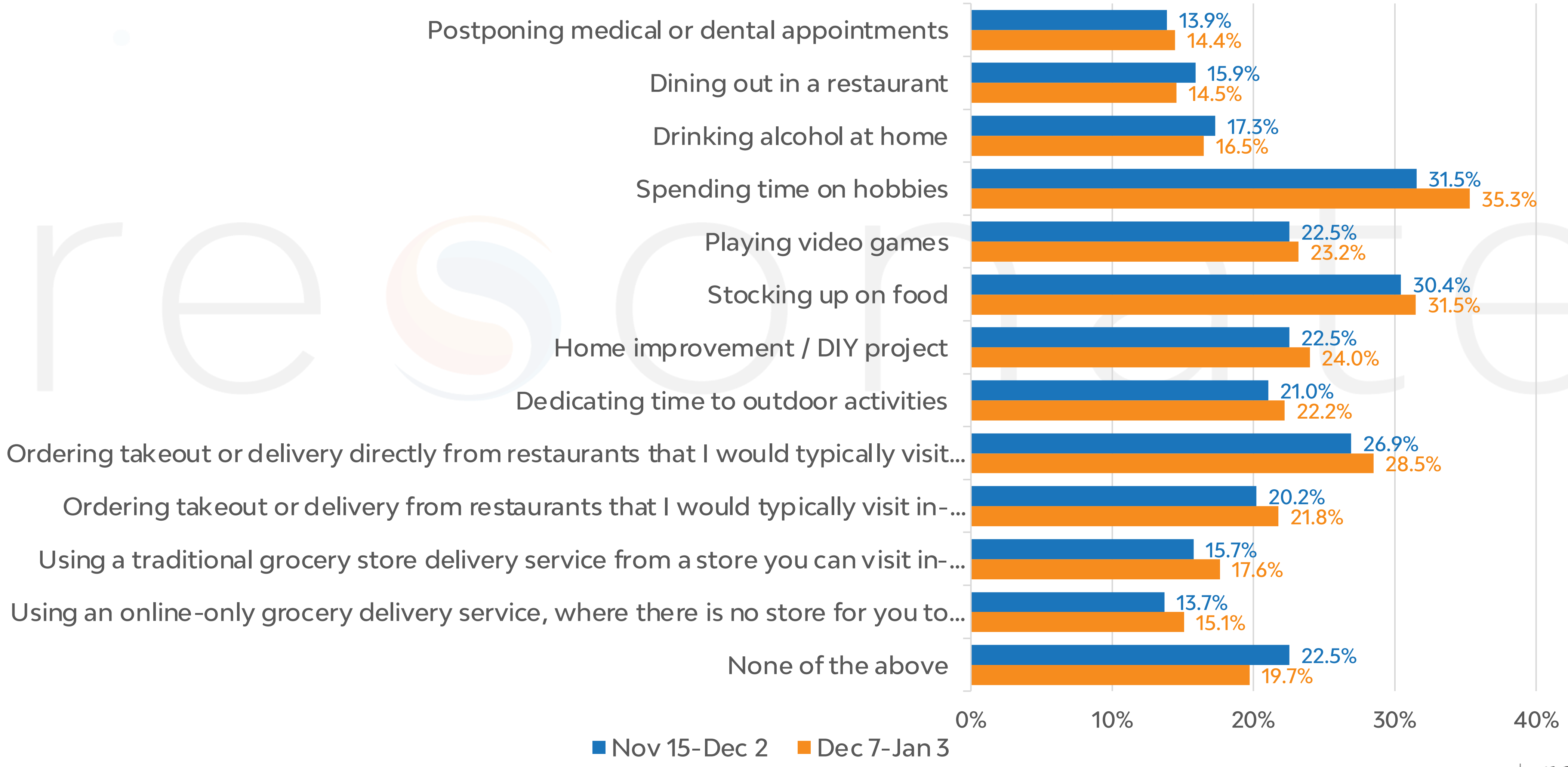
7% DECREASE IN CONSUMERS DINING IN FROM SEPT TO JAN

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



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

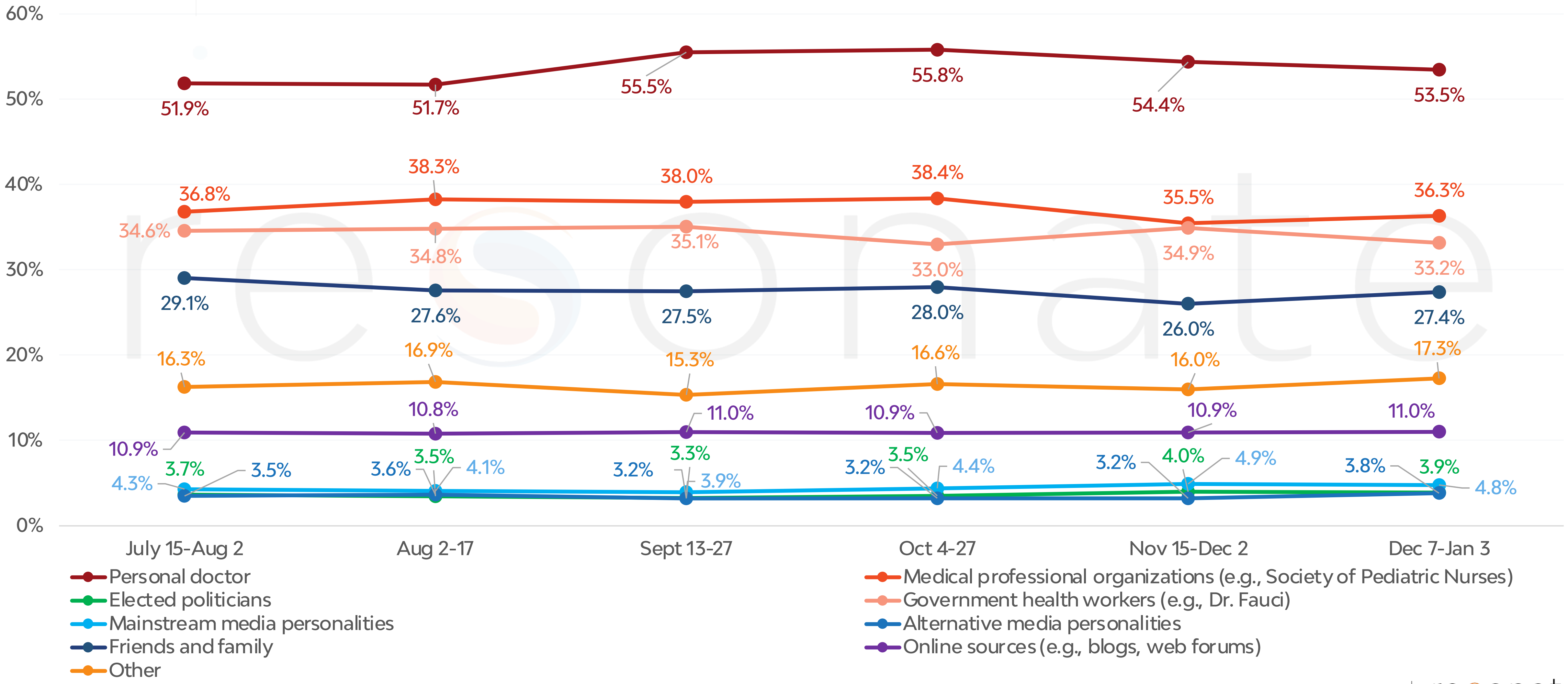
Which of the following lifestyle changes are you likely to adopt since the onset of the coronavirus situation?



VACCINE SENTIMENT

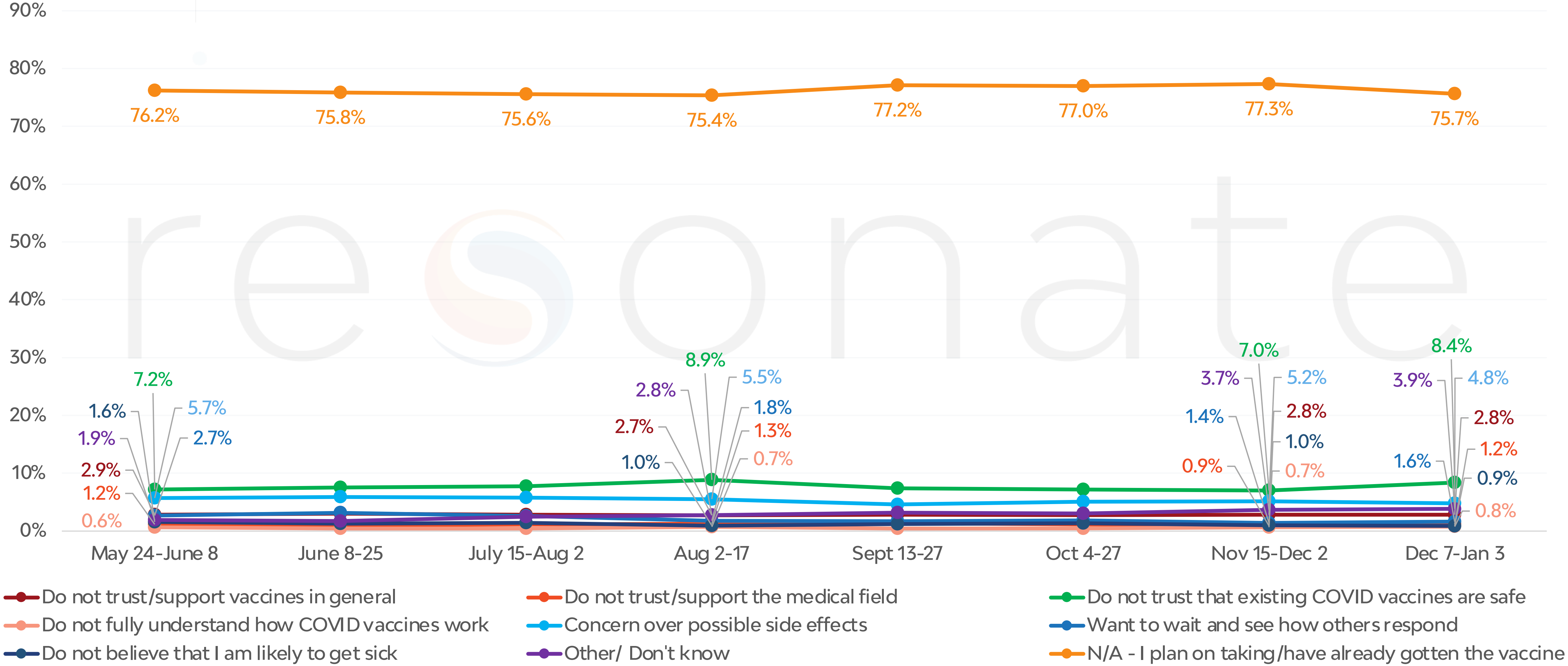
5% INCREASE IN AMERICANS WHO WILL LISTEN TO FRIENDS/FAMILY ON VAX

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



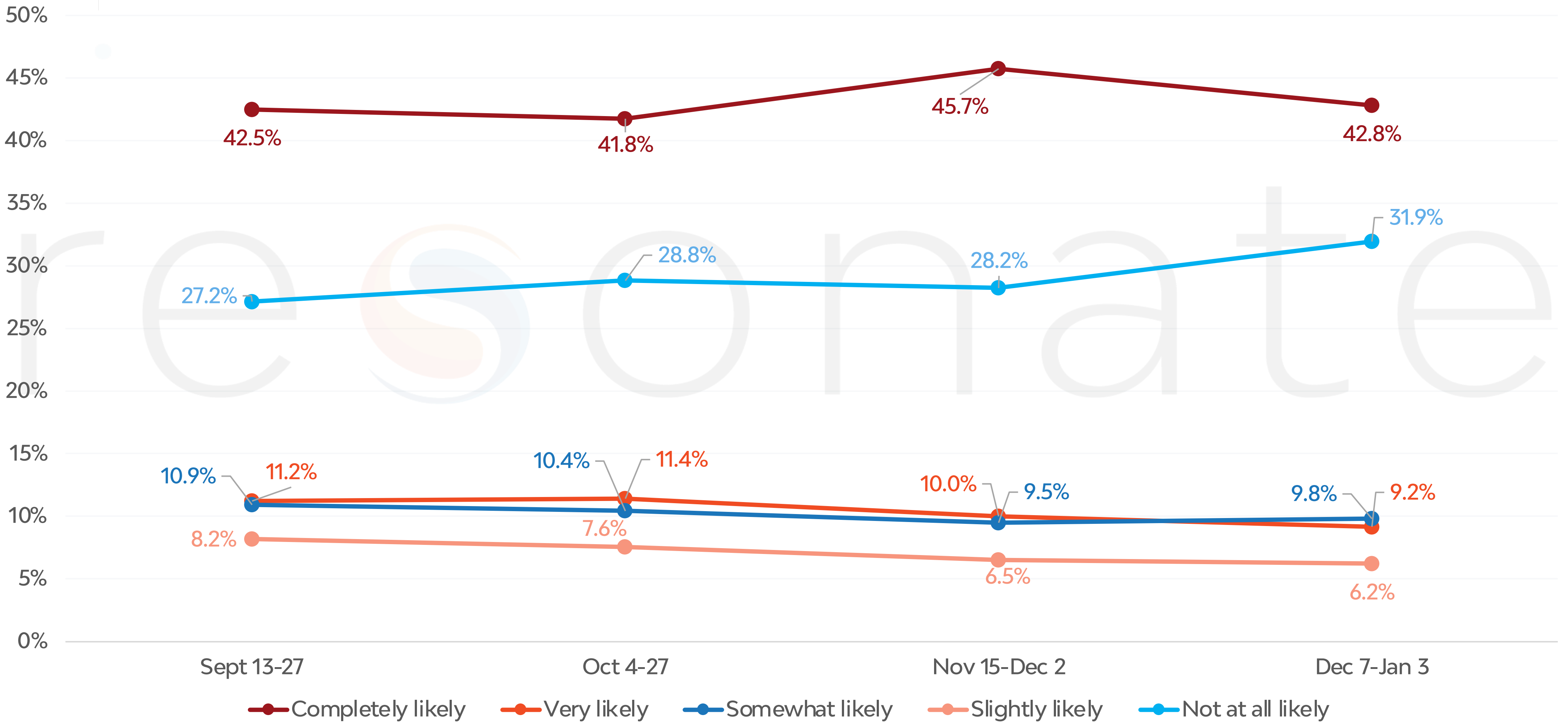
20% INCREASE IN THOSE WHO DON'T TRUST VACCINE IS SAFE

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.



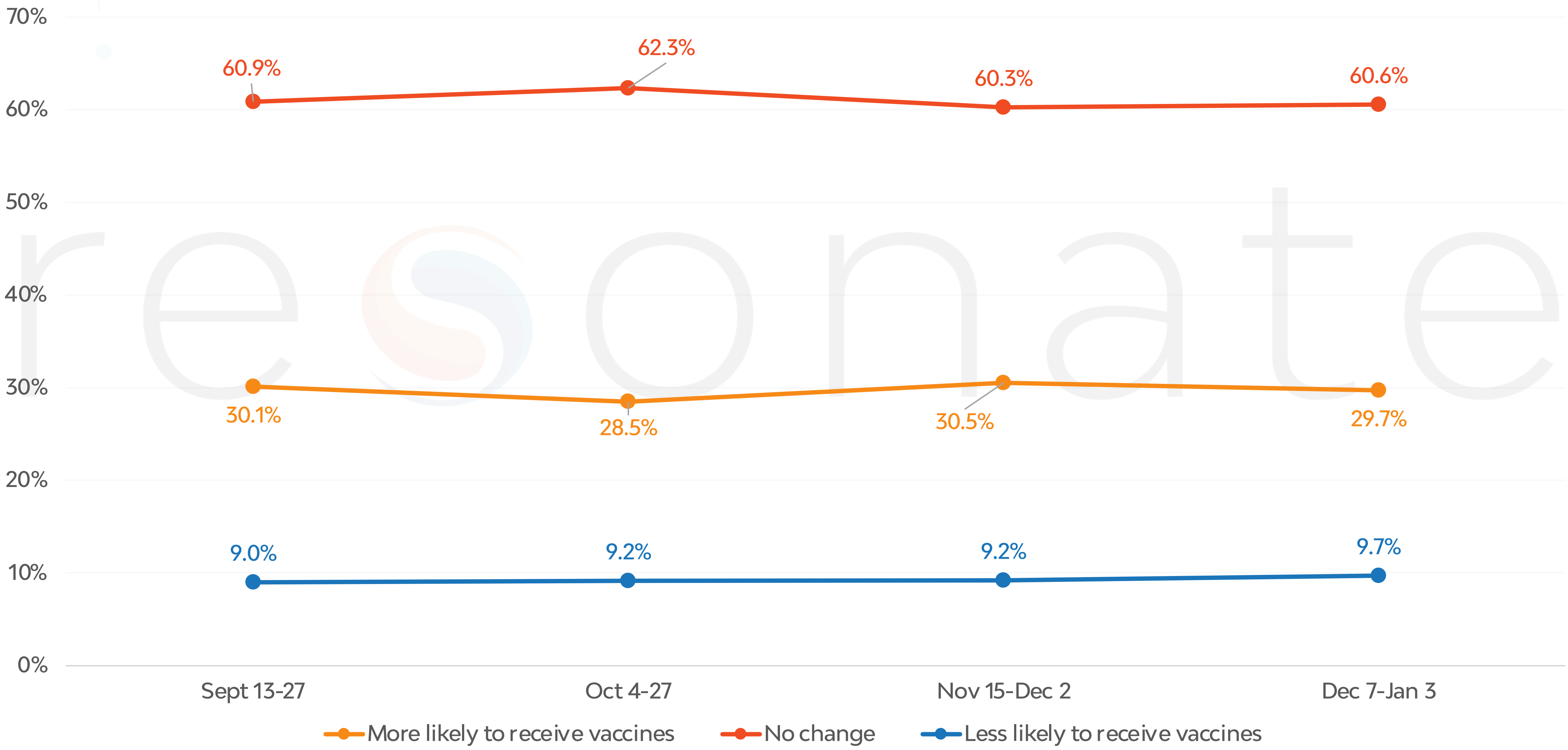
17% INCREASE IN 'NOT AT ALL LIKELY' TO GET FLU SHOT THIS YEAR

How likely are you to **receive the seasonal flu vaccine this fall-winter?**



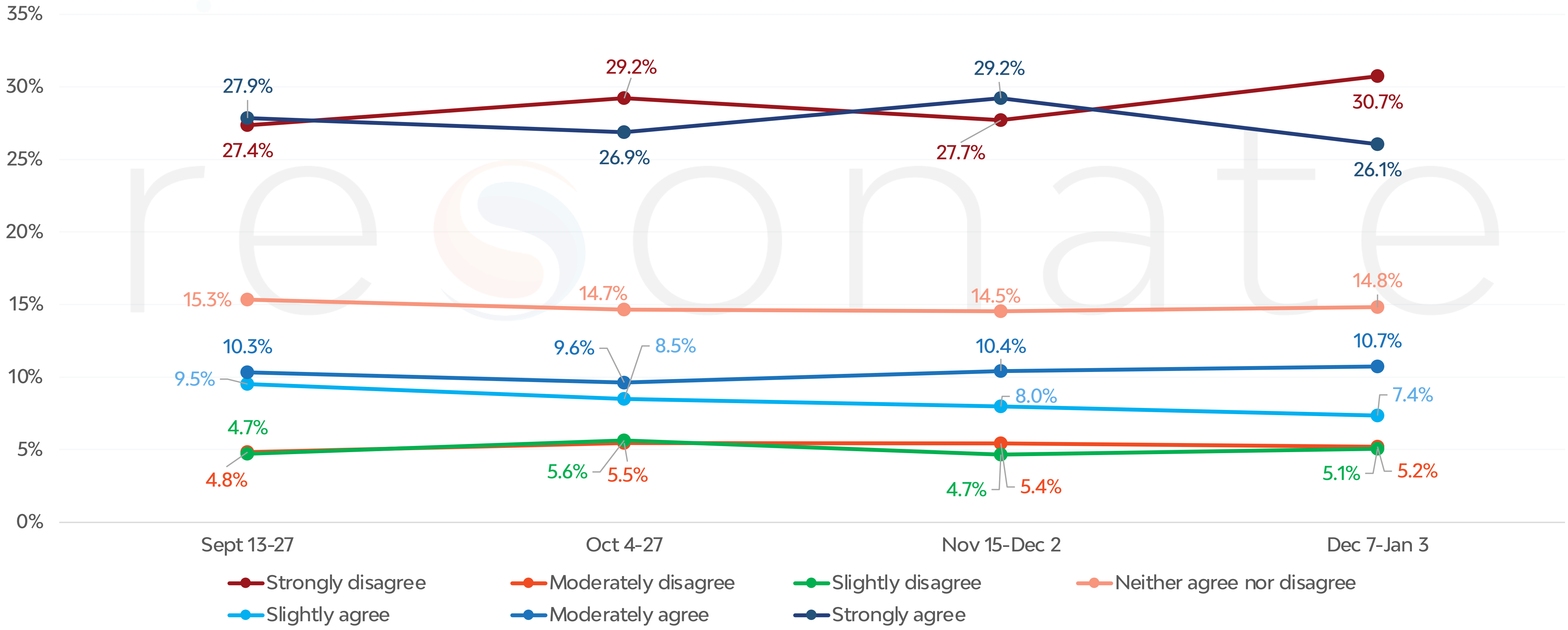
SLIGHT INCREASE IN THOSE LESS LIKELY TO RECEIVE ANY VACCINE

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



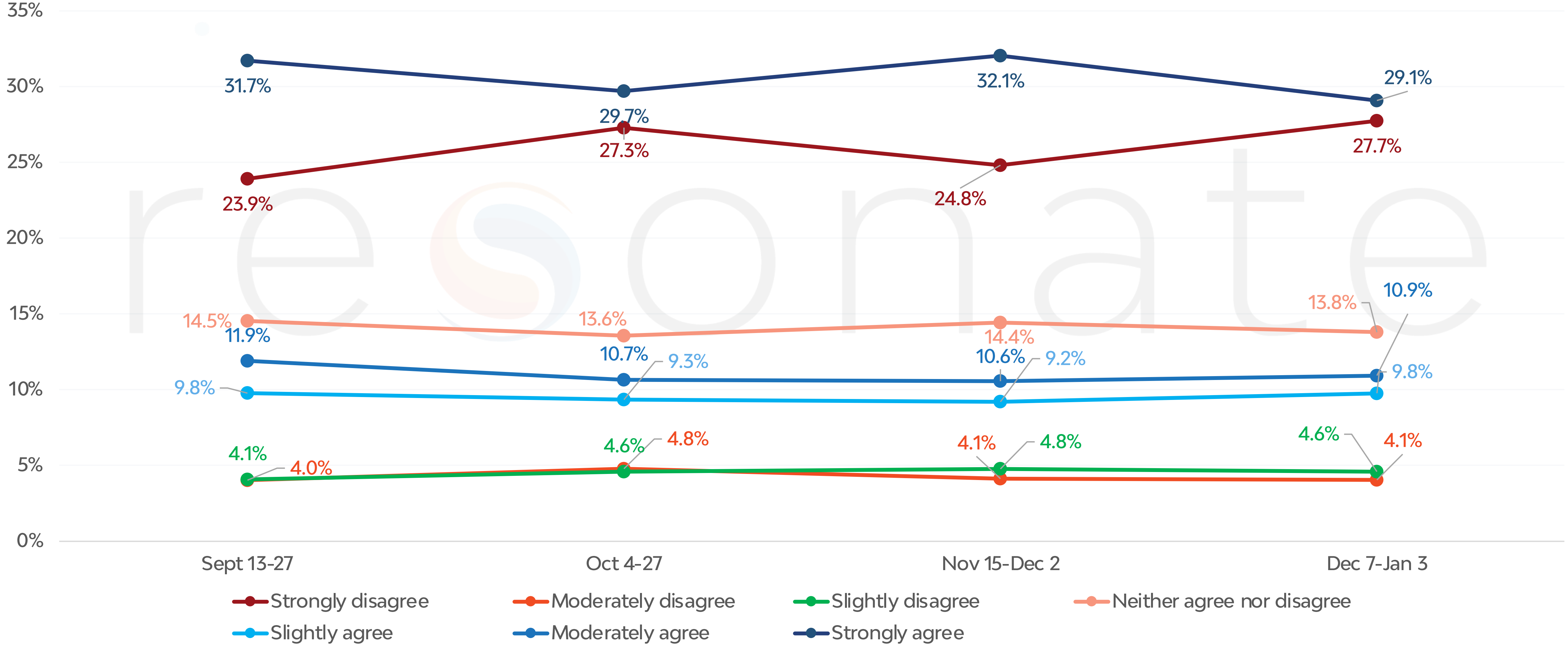
11% DECREASE IN 'STRONGLY AGREE' SUPPORT OF VACCINE MANDATE

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)?



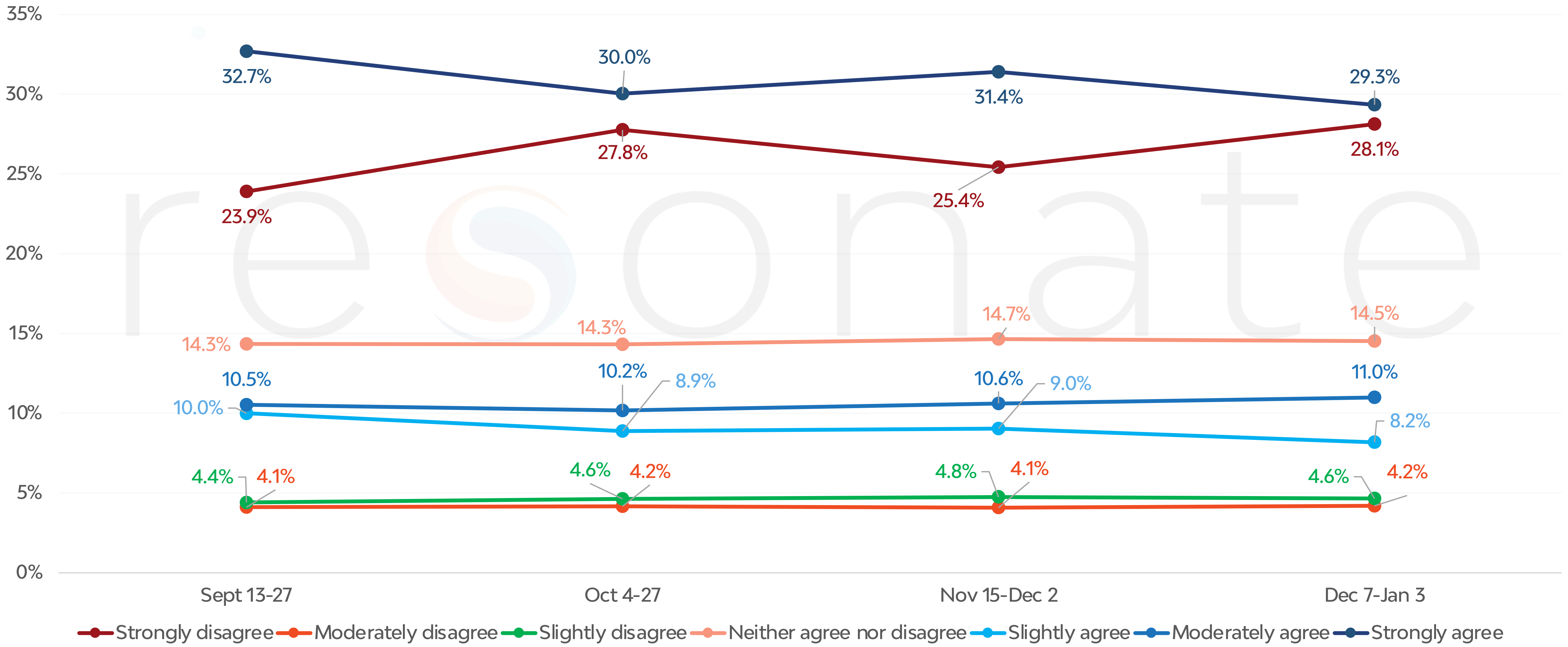
14% UPTICK IN STRONGLY AGAINST VACCINE MANDATES FOR WORKPLACES

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

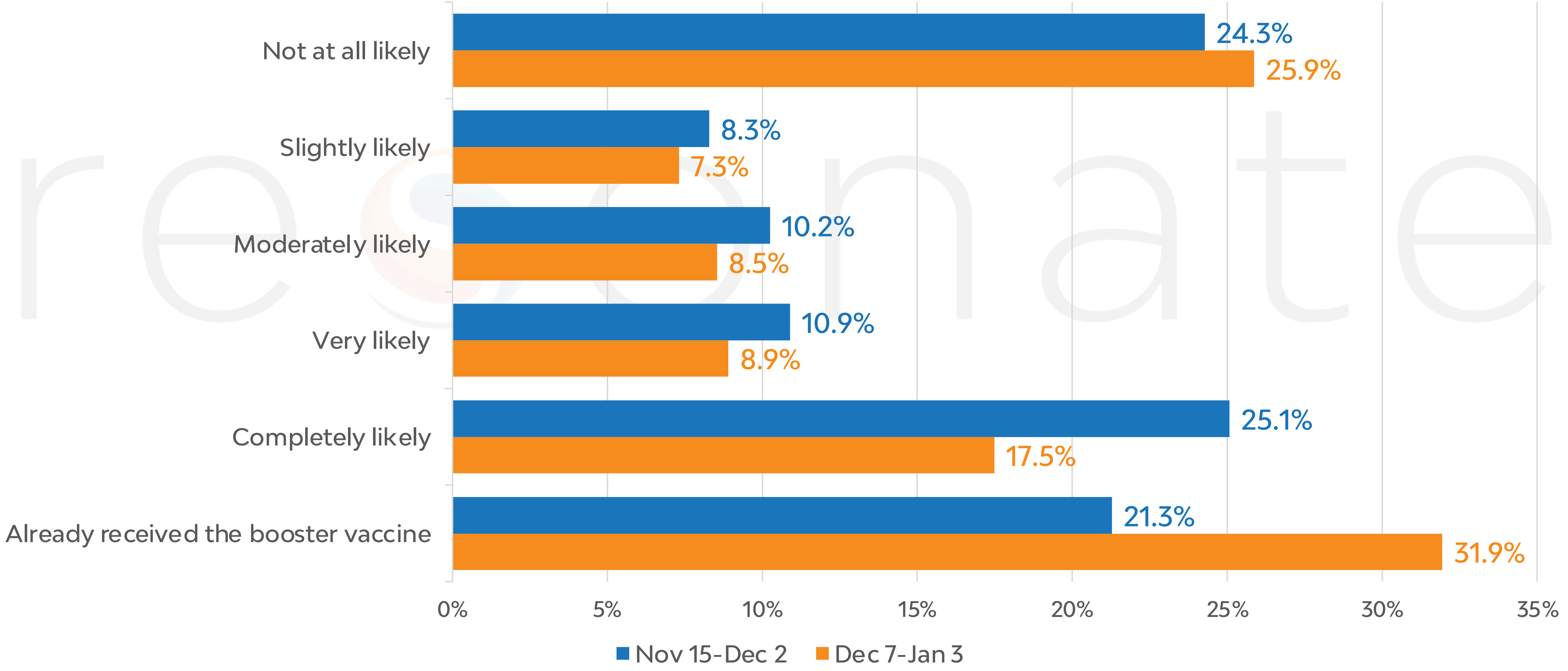
To what extent do you agree or disagree that schools should be able to **mandate or require students show proof of vaccination in order to return to in-classroom learning**?



THOSE WHO WILL NOT GET VACCINE CLIMBS SLIGHTLY NOV TO JAN

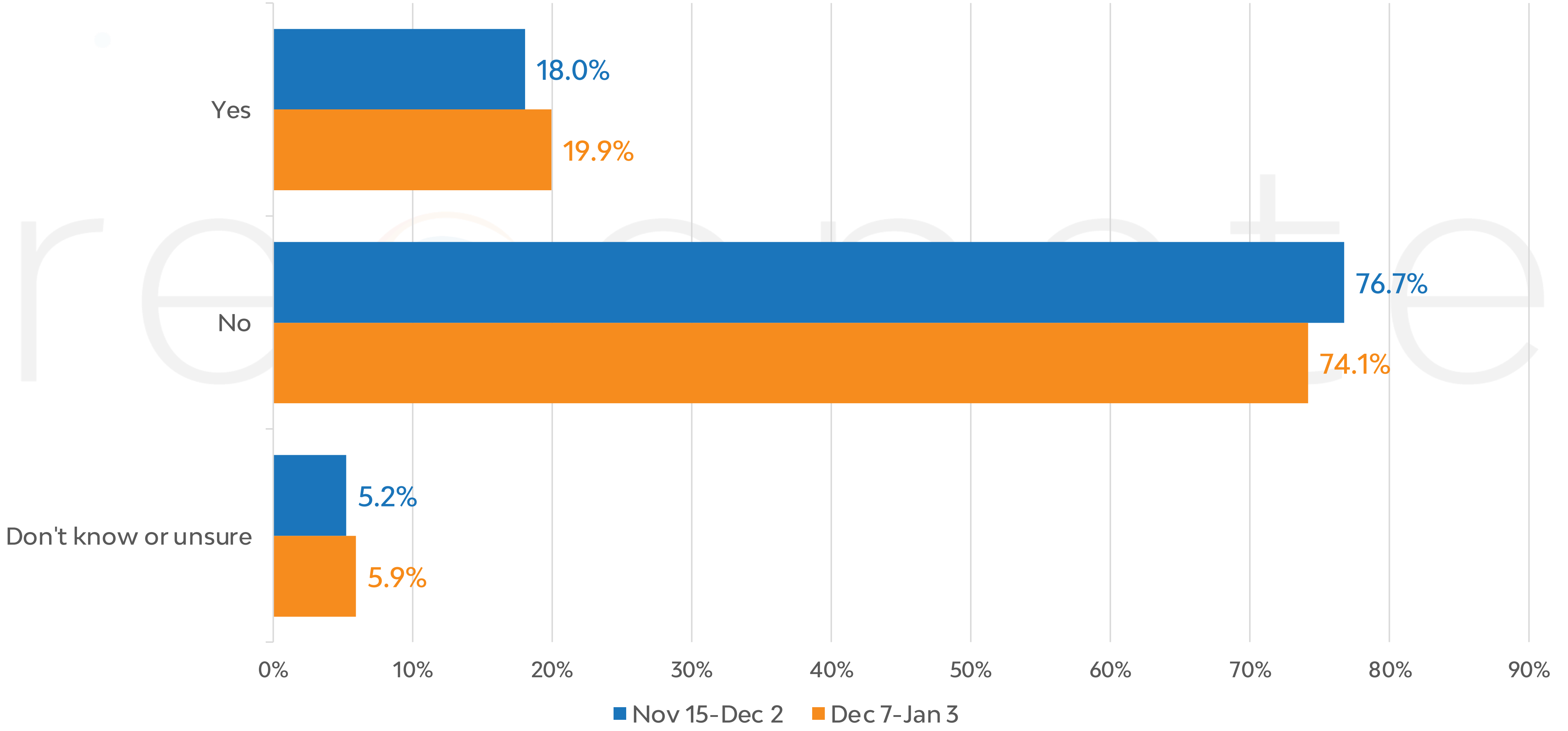
The FDA gave emergency approval and recommended that all adults over 18 vaccinated with either Moderna or Pfizer receive a 3rd coronavirus booster vaccine shot, as well as a 2nd shot for all adults over 18 vaccinated with Johnson & Johnson.

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



1 IN 5 AMERICANS HAS CONTRACTED COVID

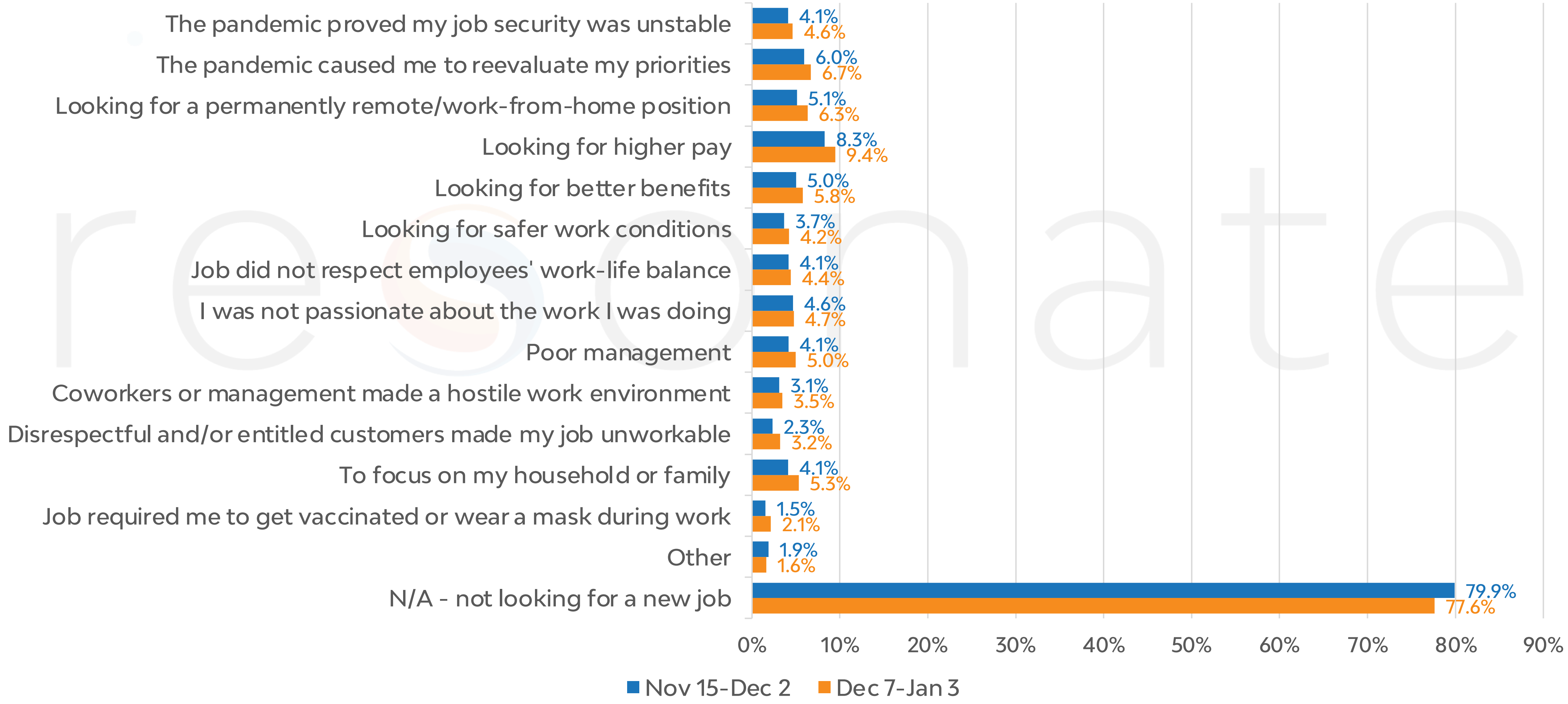
Regardless of whether you were vaccinated, have you **contracted the coronavirus personally since the pandemic began in December 2019**?



WORK LIFE

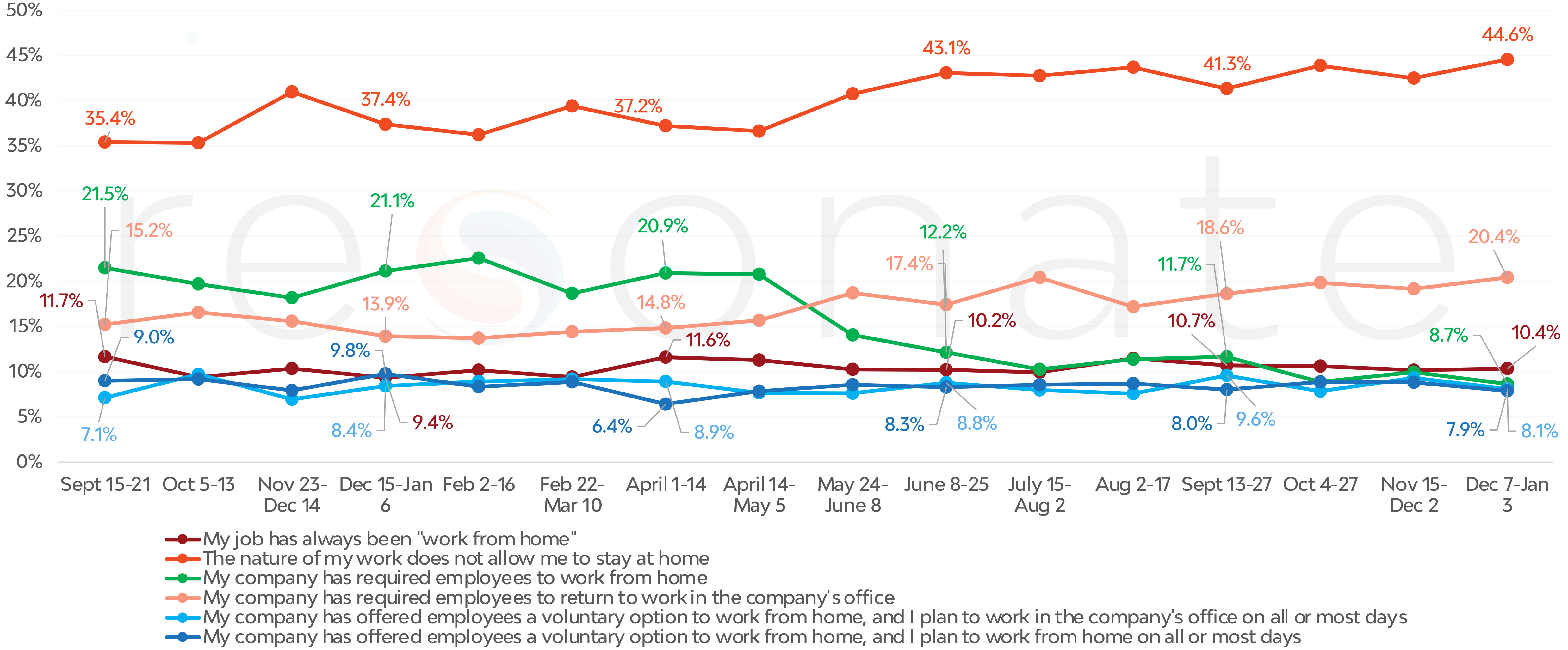
MORE WORKERS CHANGING JOBS FOR HIGHER PAY

What are the main reasons you changed jobs, are looking for a new job, or are leaving the workforce?



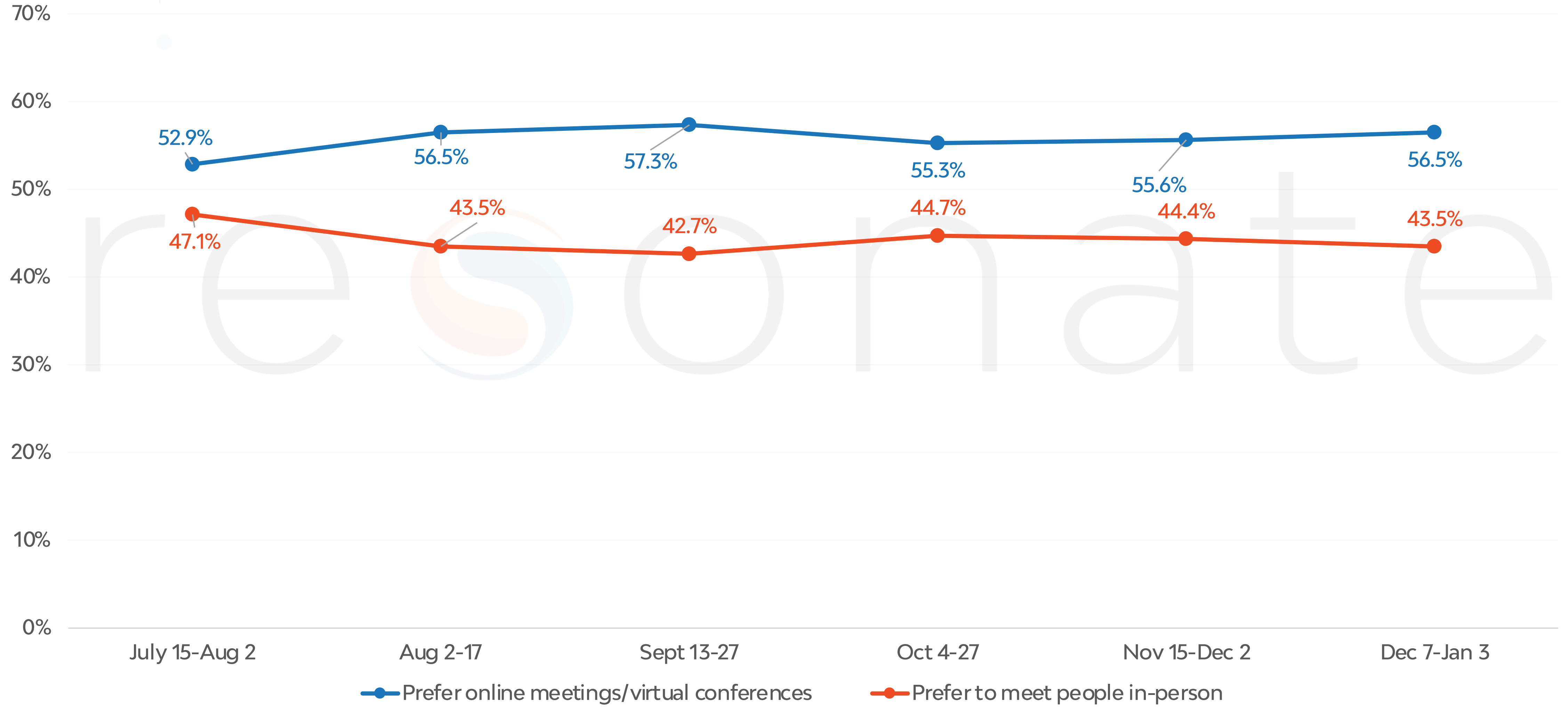
1 IN 5 AMERICANS REQUIRED TO RETURN TO OFFICE

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



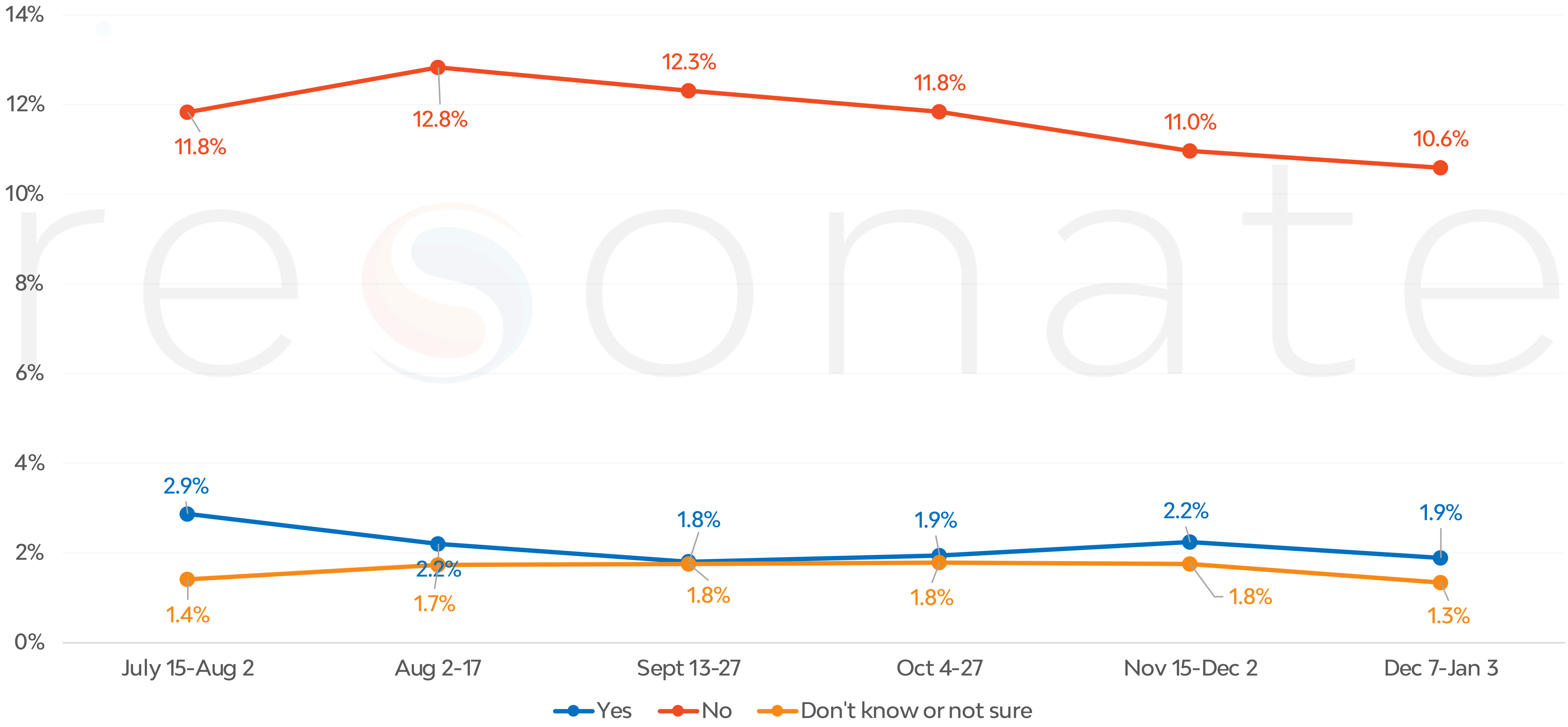
7% UPTICK IN PREFERENCE FOR ONLINE MEETINGS/CONFERENCES

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



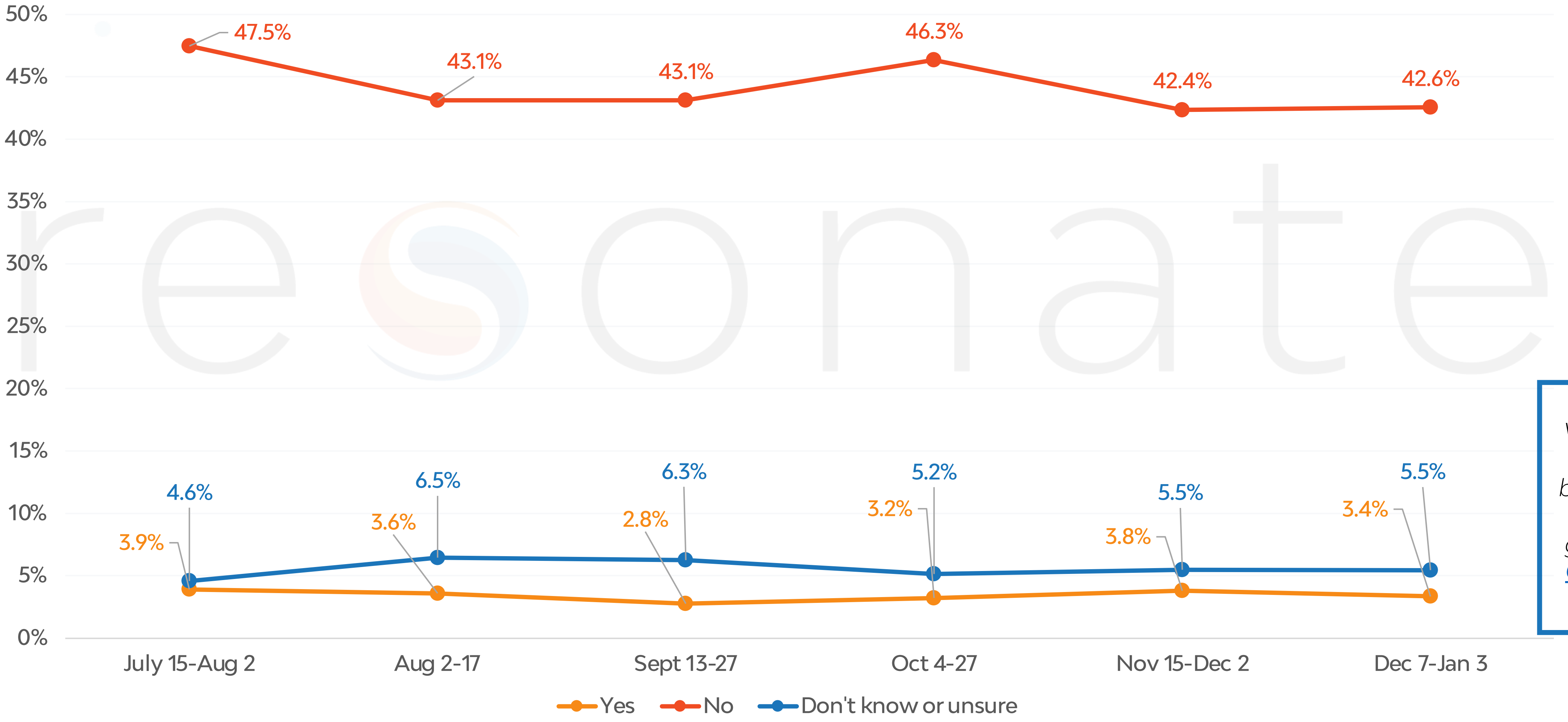
EXCITEMENT OVER REMOTE-WORK DRIVEN RELOCATION SLIDES DOWNWARD

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.



MORE INTEREST IN LEAVING CURRENT JOB POST-PANDEMIC

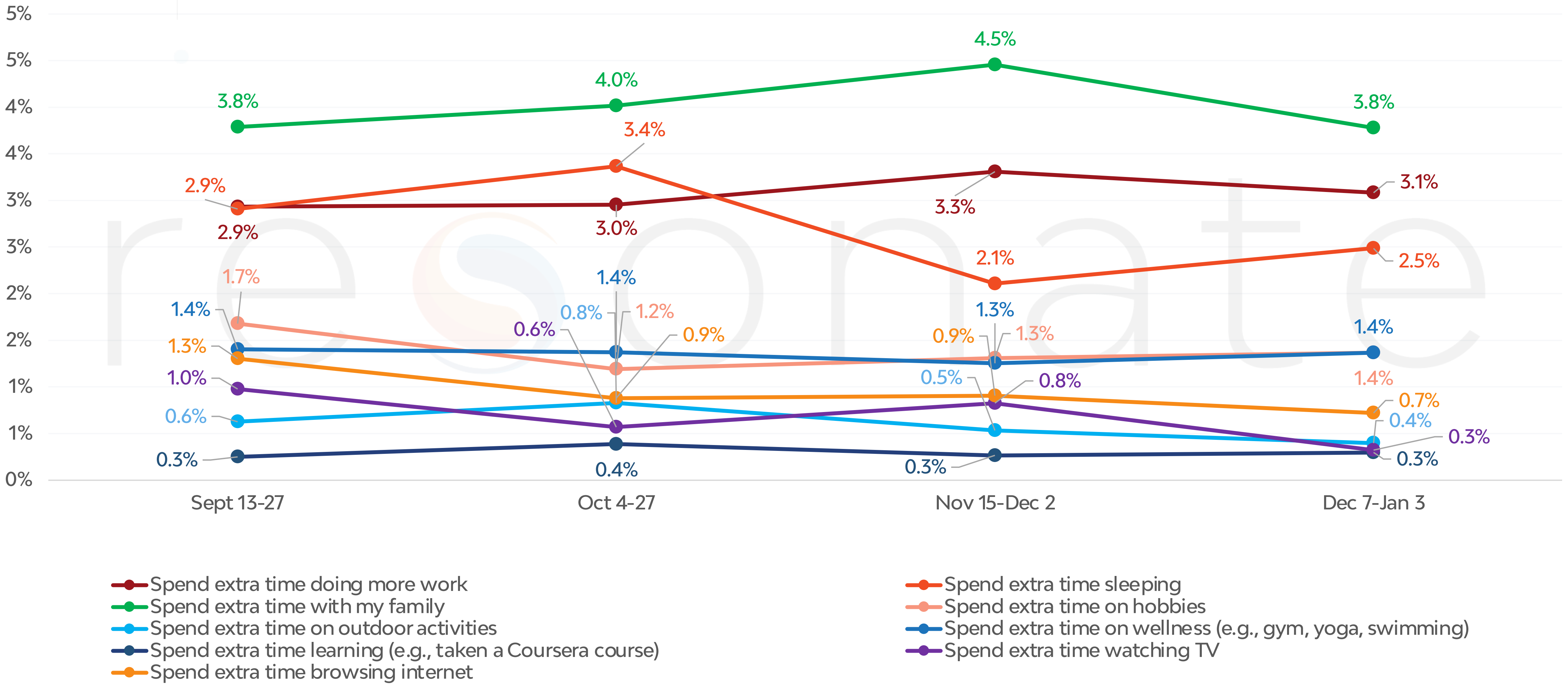
Are you **planning on leaving your current job based on the work situation post-COVID-19?** Note: This question only applies to those who also answered they are employed full-time.



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

EXTRA TIME WITH FAMILY RETURNS TO EARLY FALL LEVEL

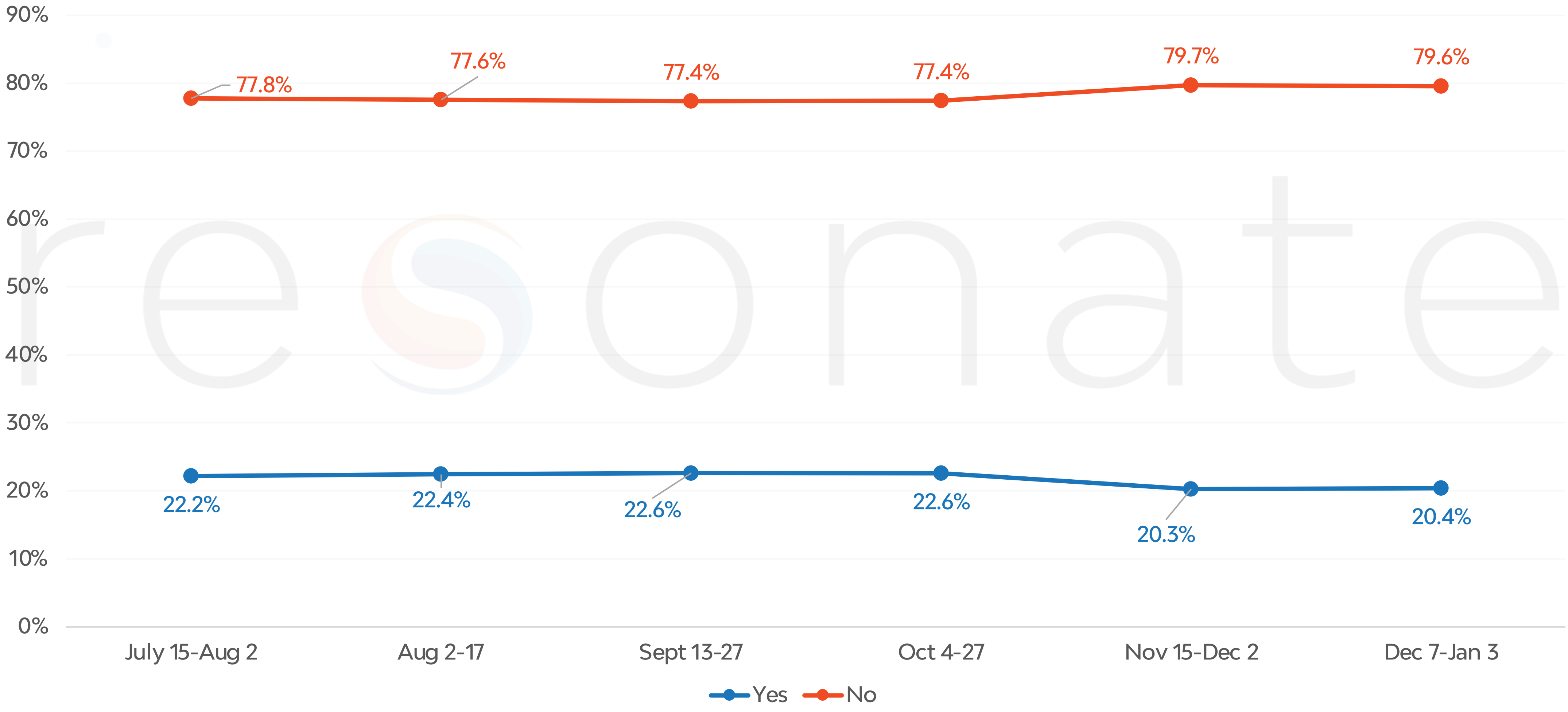
Given that you are currently working from home, how do you primarily spend time saved from not commuting to work?



TRAVEL

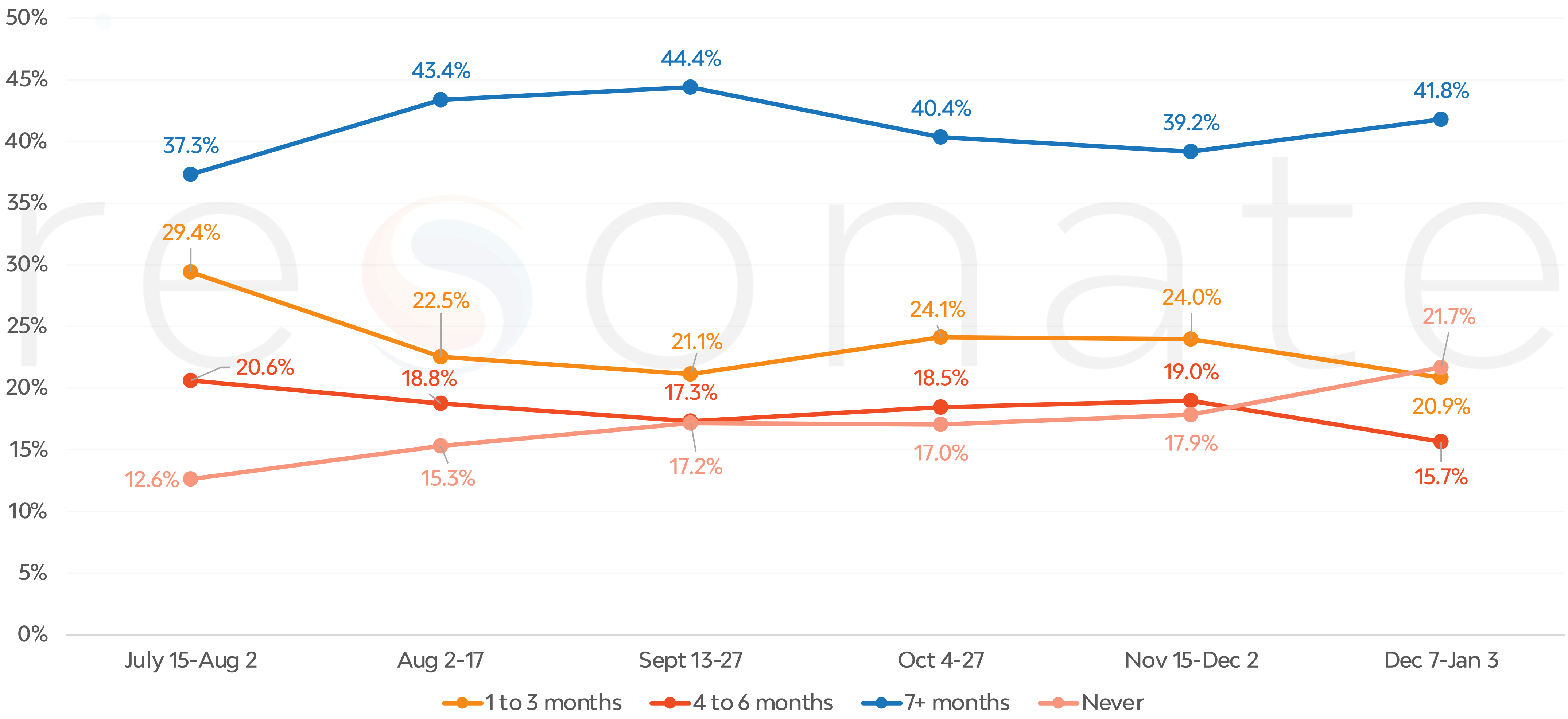
1 IN 5 CONSUMERS HAS CANCELLED A TRAVEL/AIRLINE RESERVATION

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



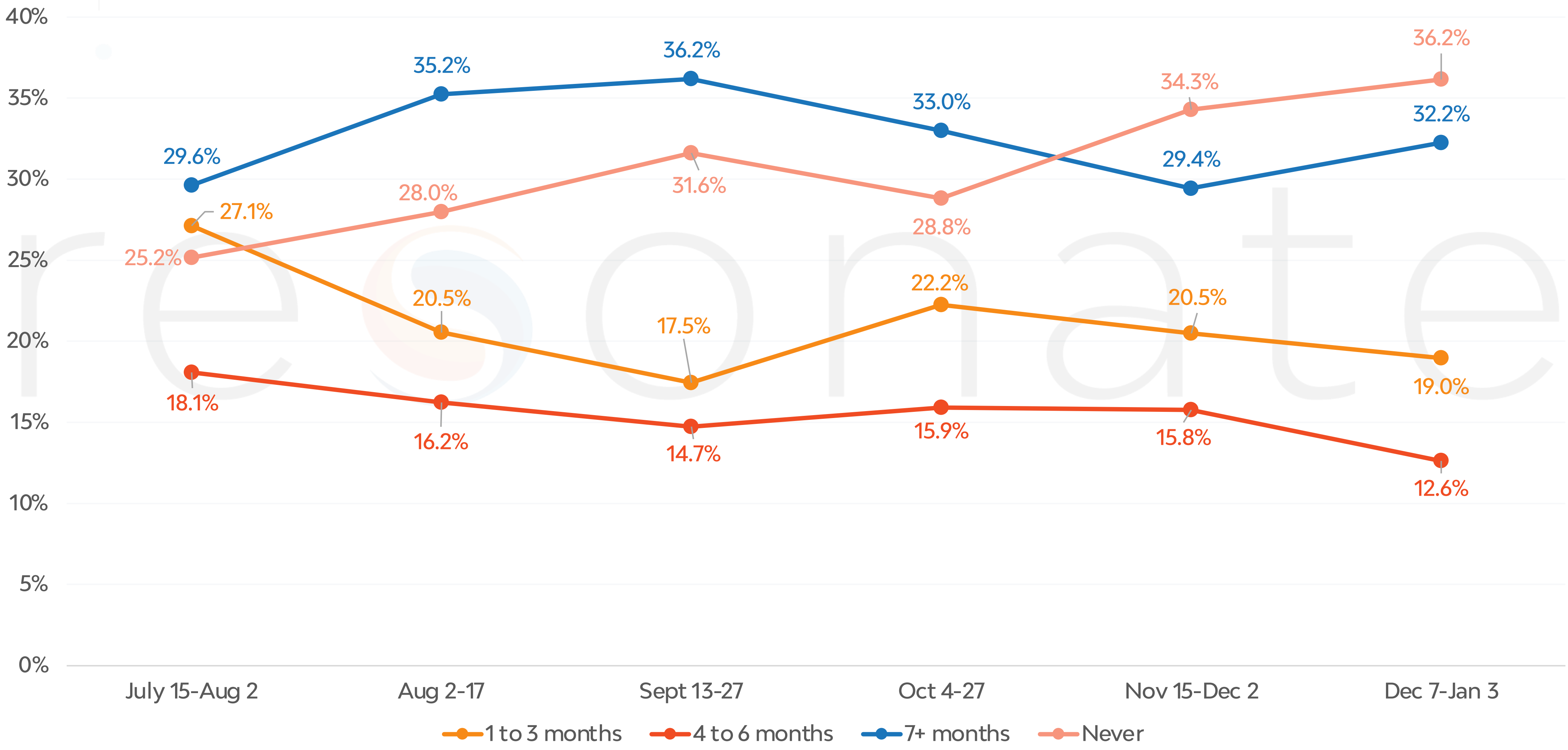
26% DECREASE IN OPTIMISM OVER NEAR FUTURE TRAVEL SINCE SEPT

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



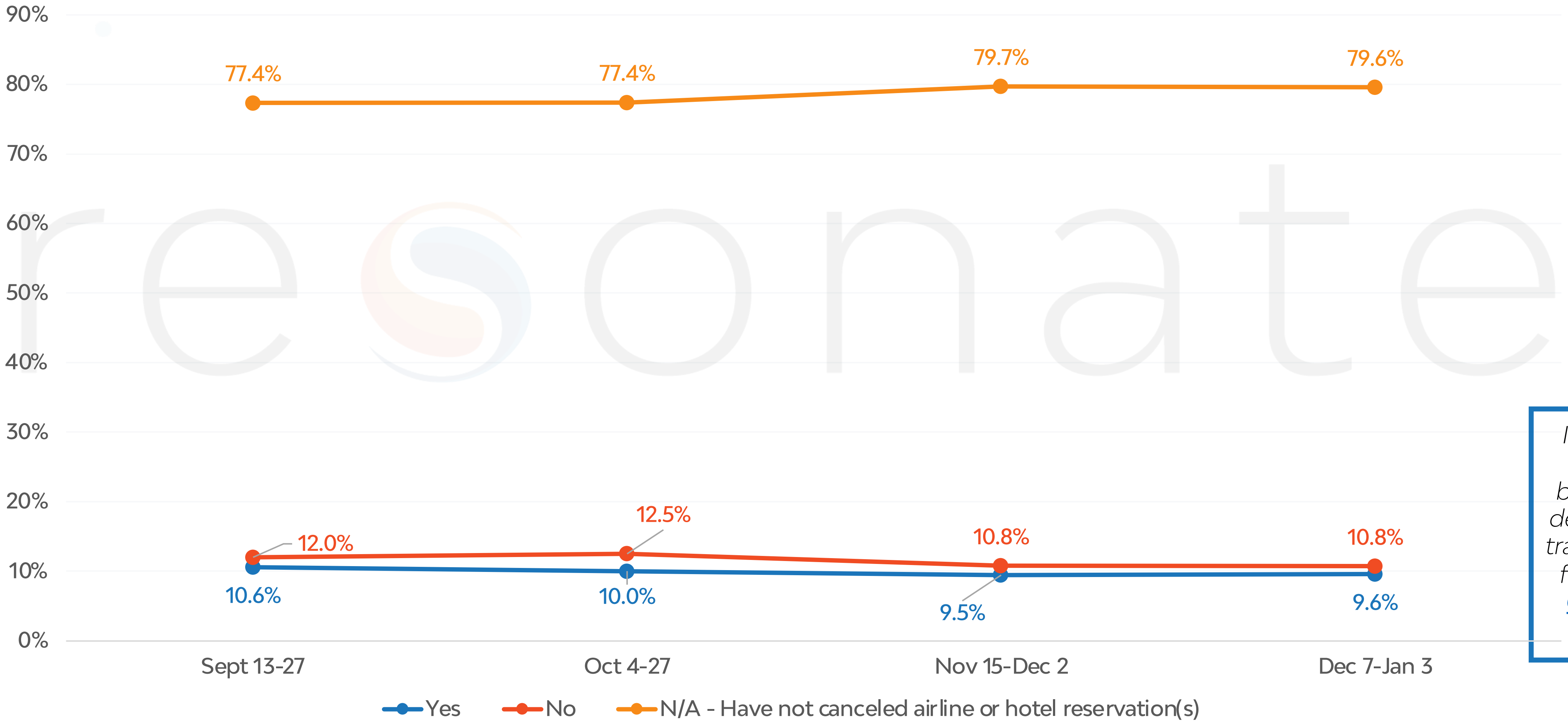
44% INCREASE: BUSINESS TRAVEL WILL NEVER RETURN TO NORMAL

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



1 IN 10 CANCELLED TRAVEL PLANS IS 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.

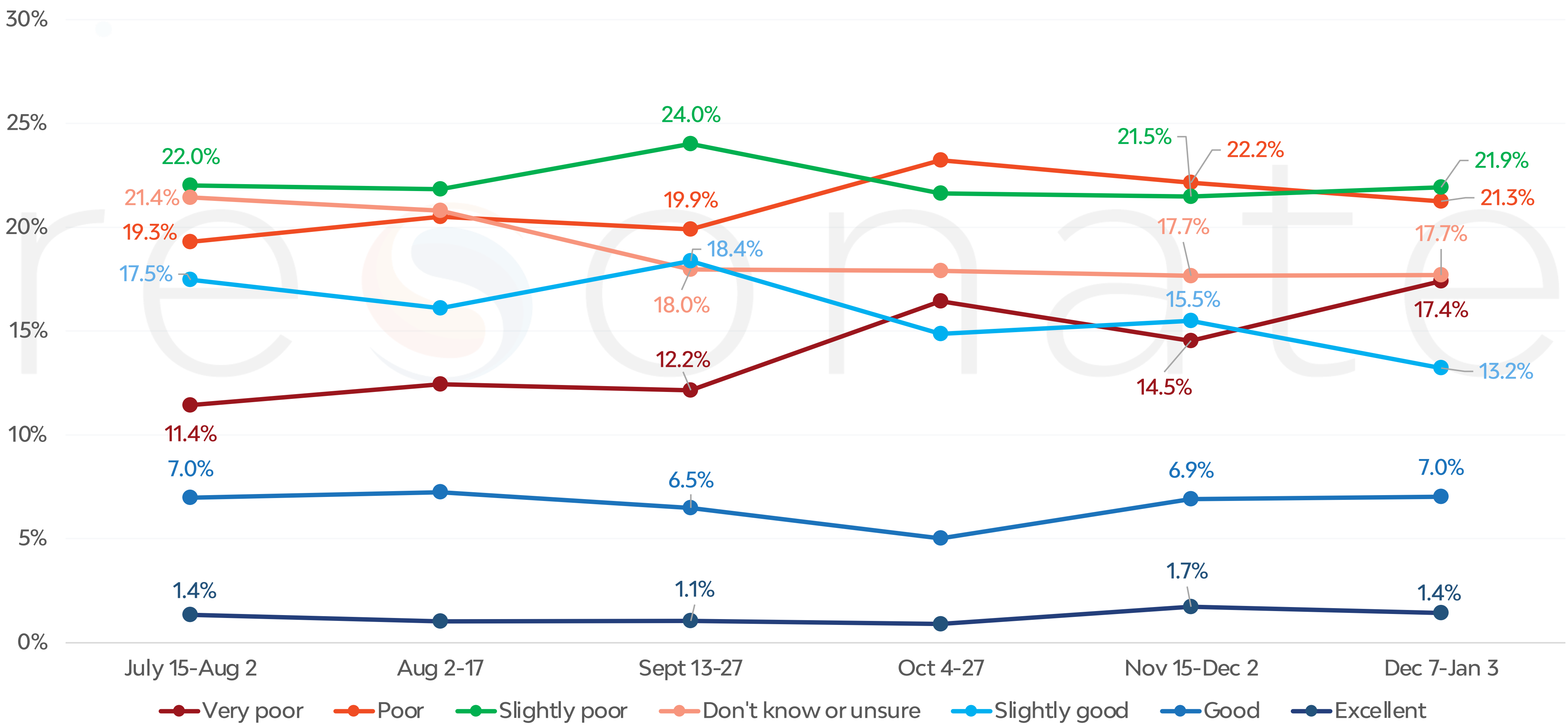


Interested in how this breaks out by demographics, travel style, and future plans? Get a demo

FINANCIAL

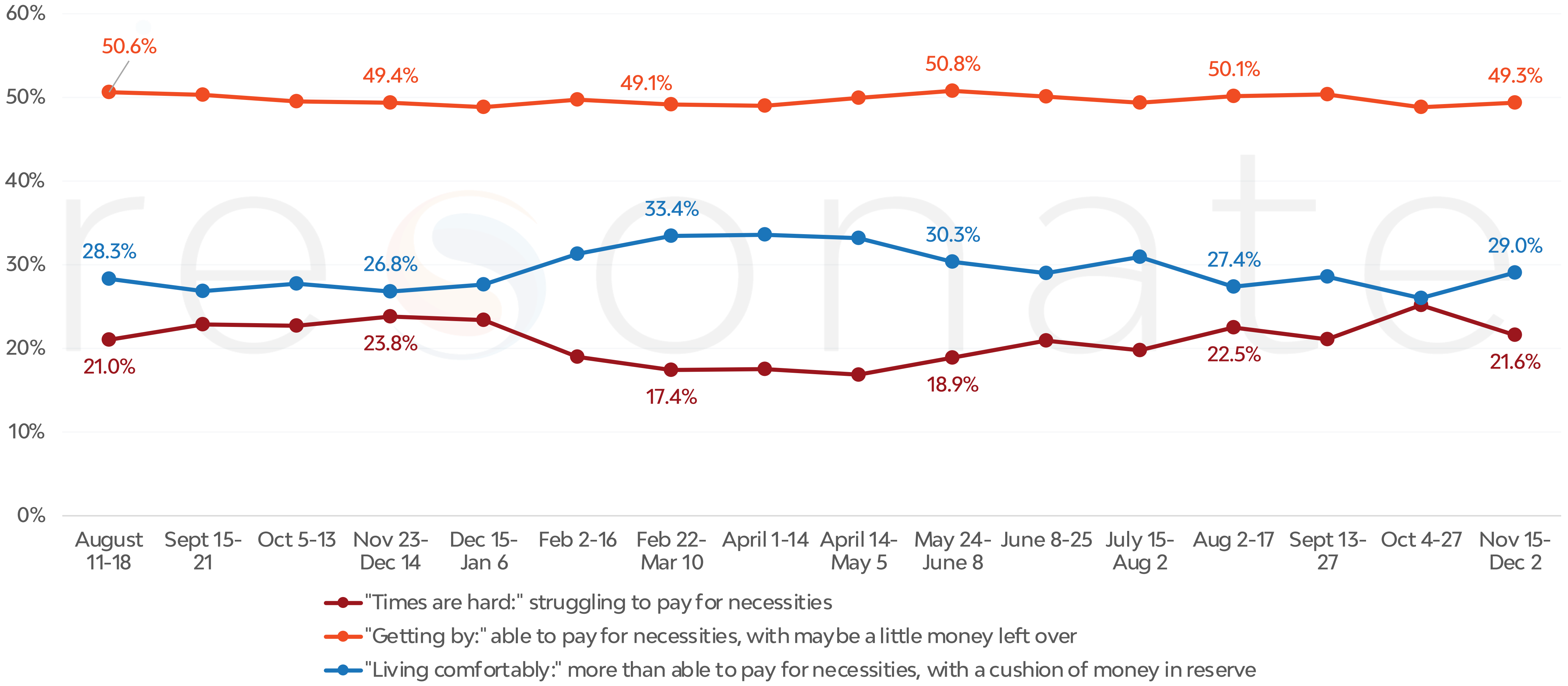
JUST UNDER 40% OF AMERICANS SAY ECONOMY IS VERY POOR OR POOR

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



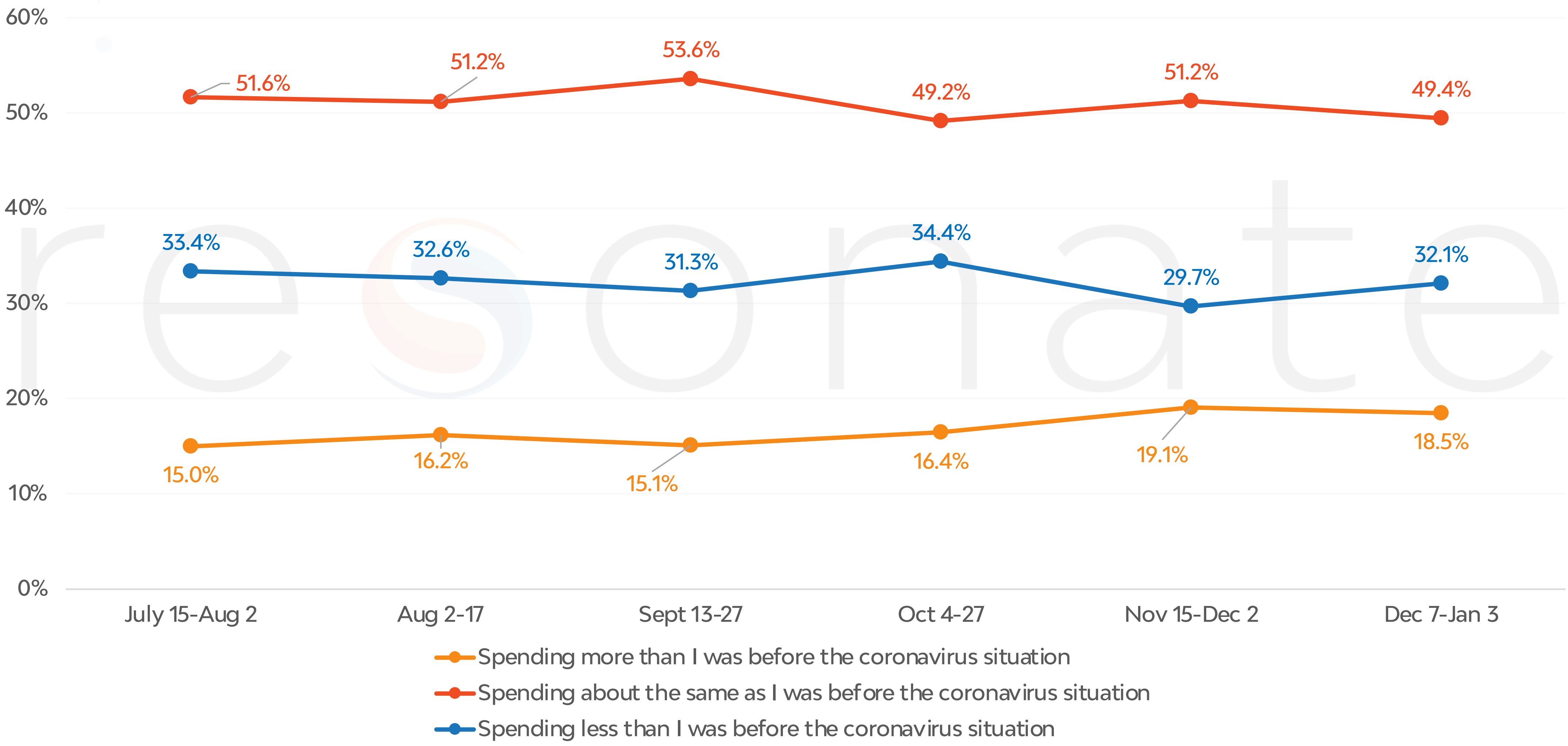
ROUGHLY HALF OF AMERICANS STILL 'GETTING BY'; EXTREMES ON EITHER END TREND IN POSITIVE DIRECTION

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



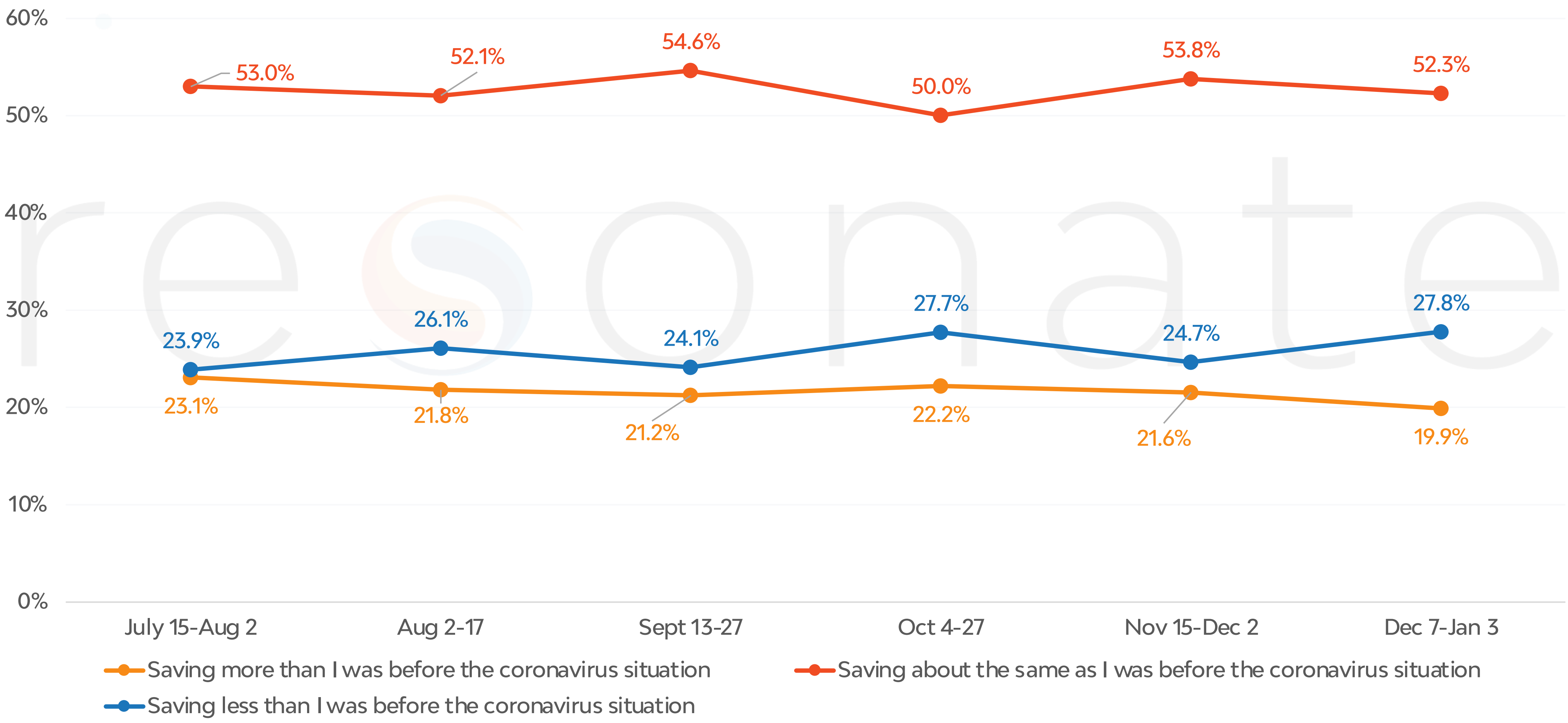
CONSUMERS SPENT MORE IN NOV; SLIDES IN DEC-JAN

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



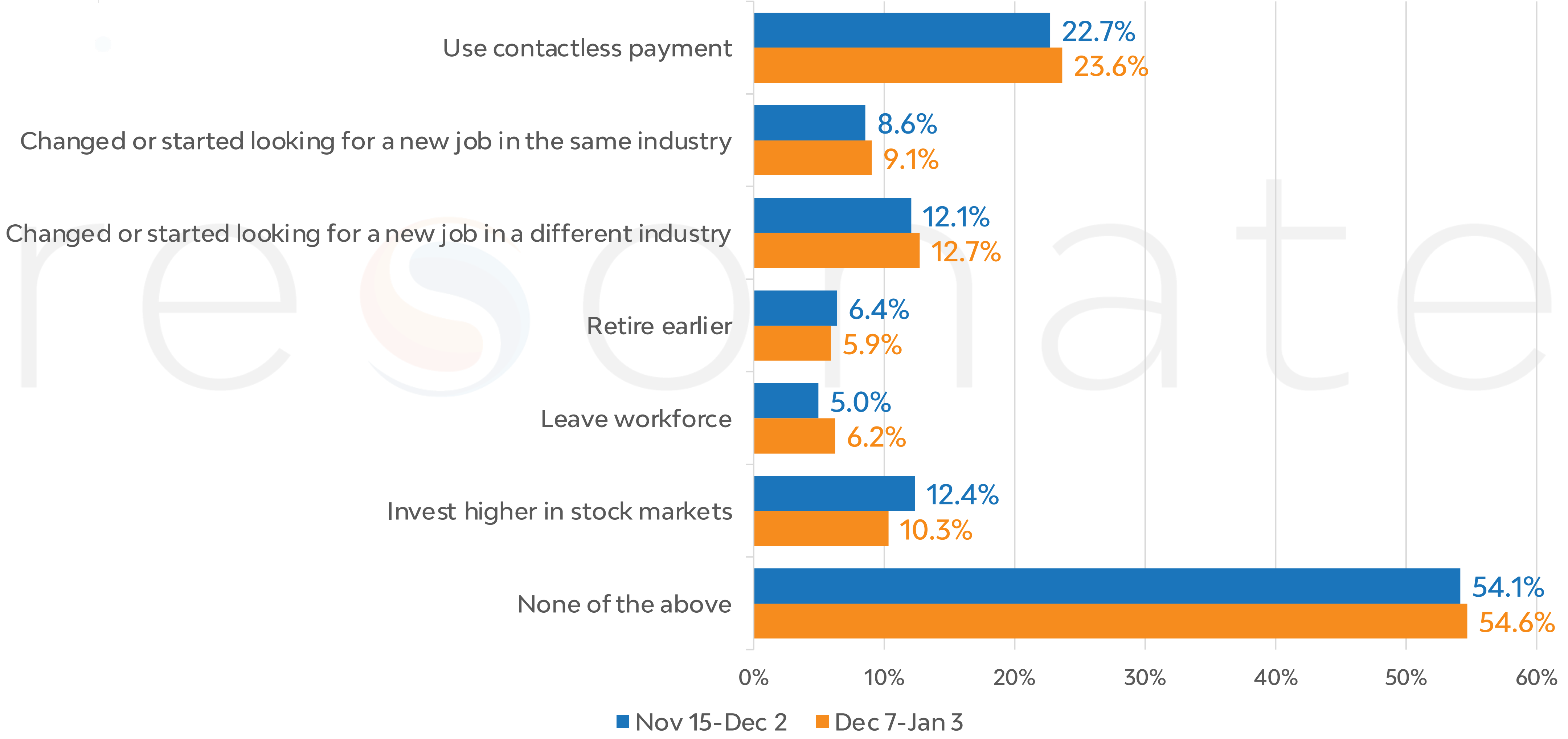
16% INCREASE IN THOSE SAVING LESS FROM JULY TO JAN

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



NOV TO JAN: FEWER CONSUMERS INVESTING IN STOCK MARKET

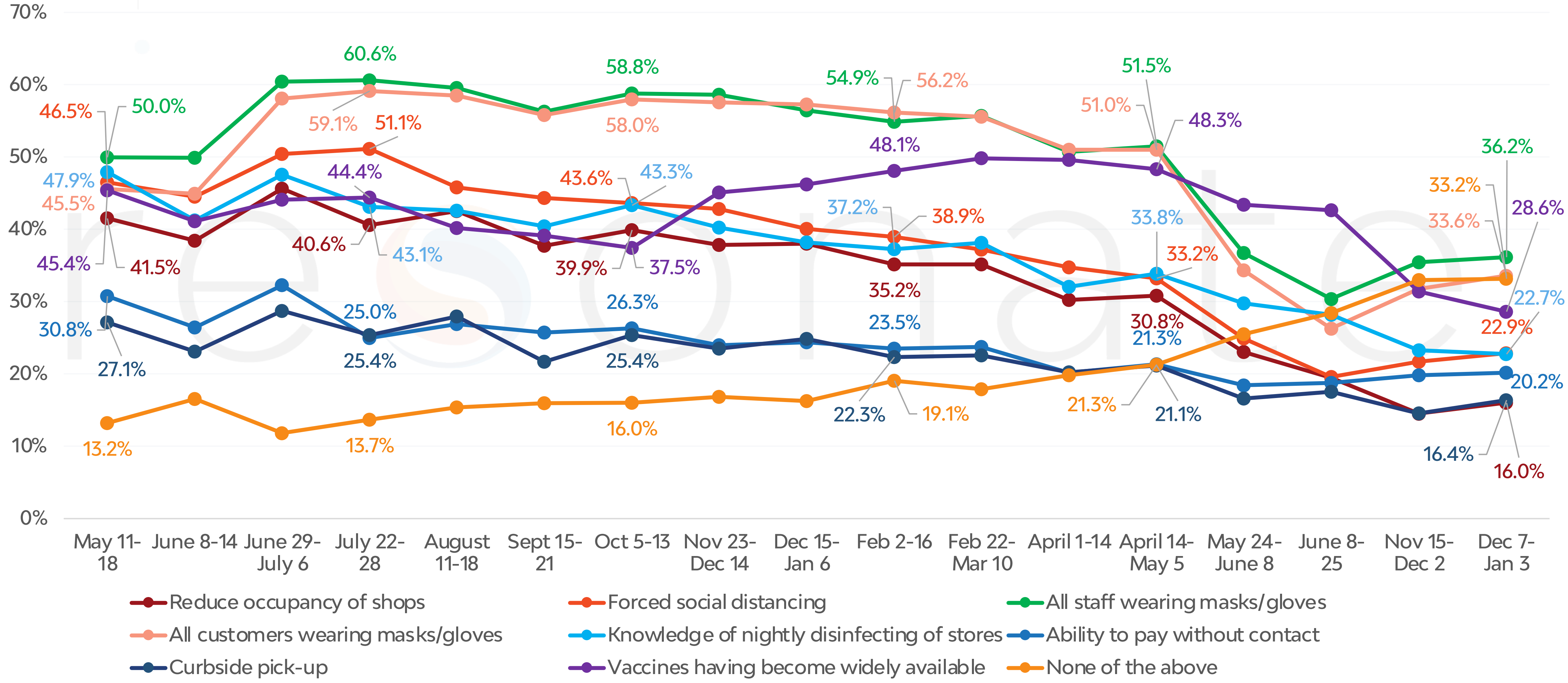
Which of the following **financial changes are you adopting** because of the onset of the coronavirus situation?



RETAIL

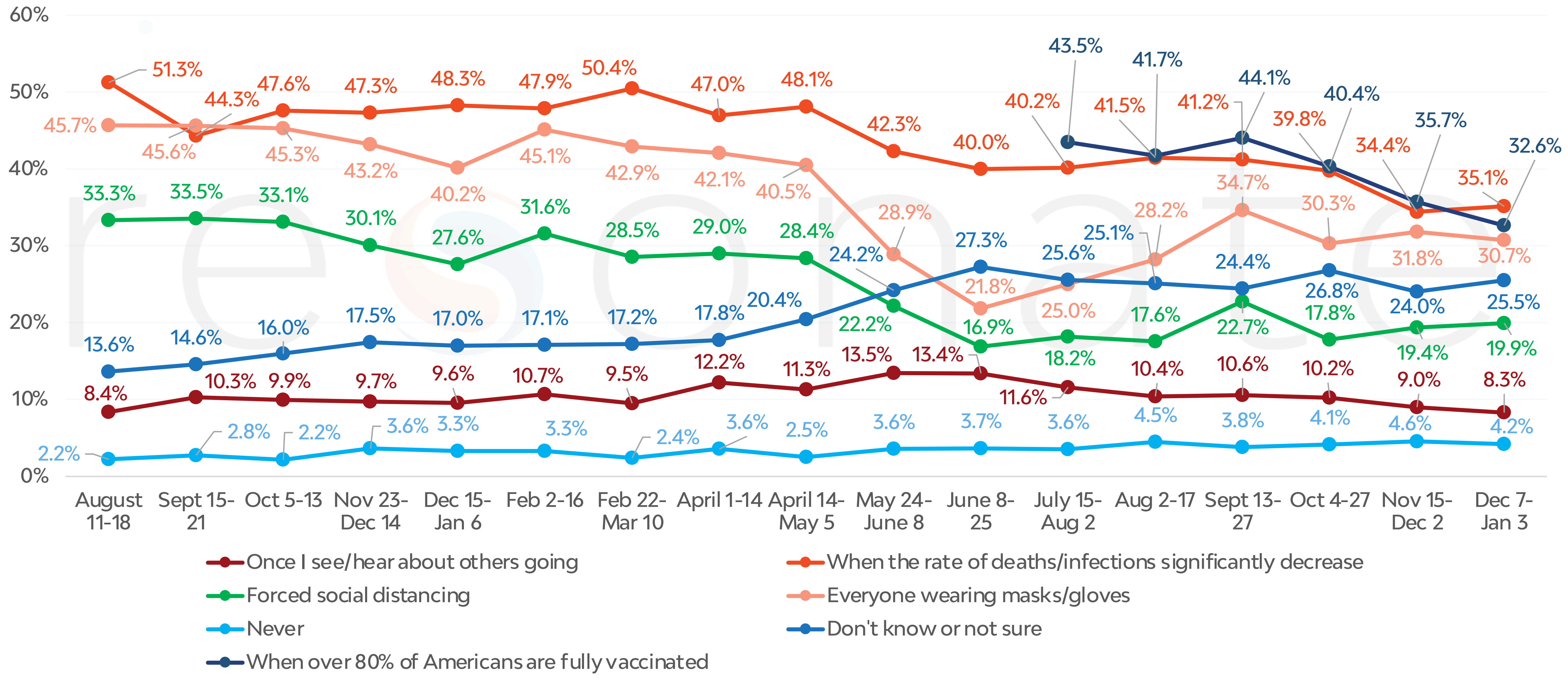
ONLY 16% CARE ABOUT REDUCED OCCUPANCY; COMPARE TO HIGH OF 42% IN MAY 2020

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



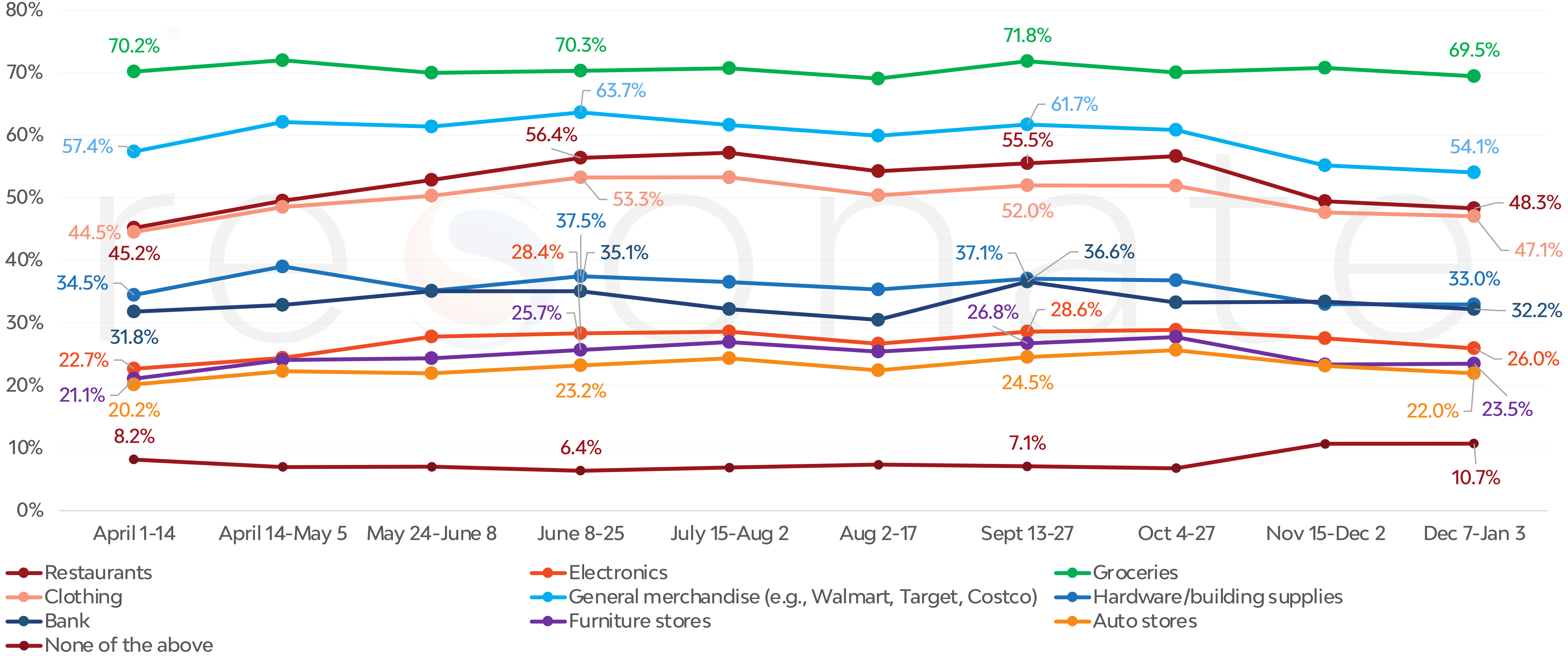
33% WANT HIGH VACCINATION RATES TO RESUME CROWDED ACTIVITIES

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.



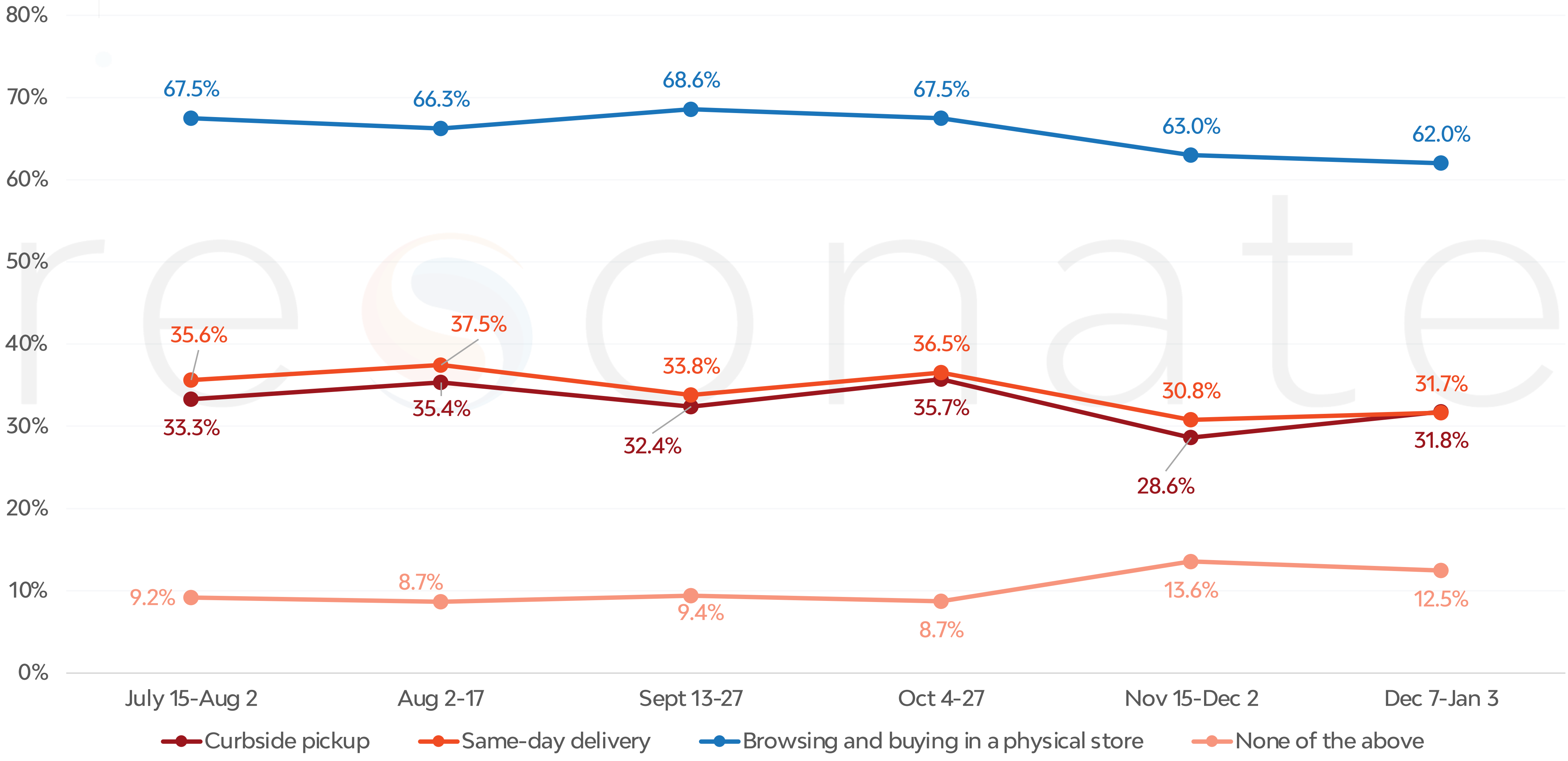
11% OF CONSUMERS NOT SHOPPING IN-PERSON ANYWHERE

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.



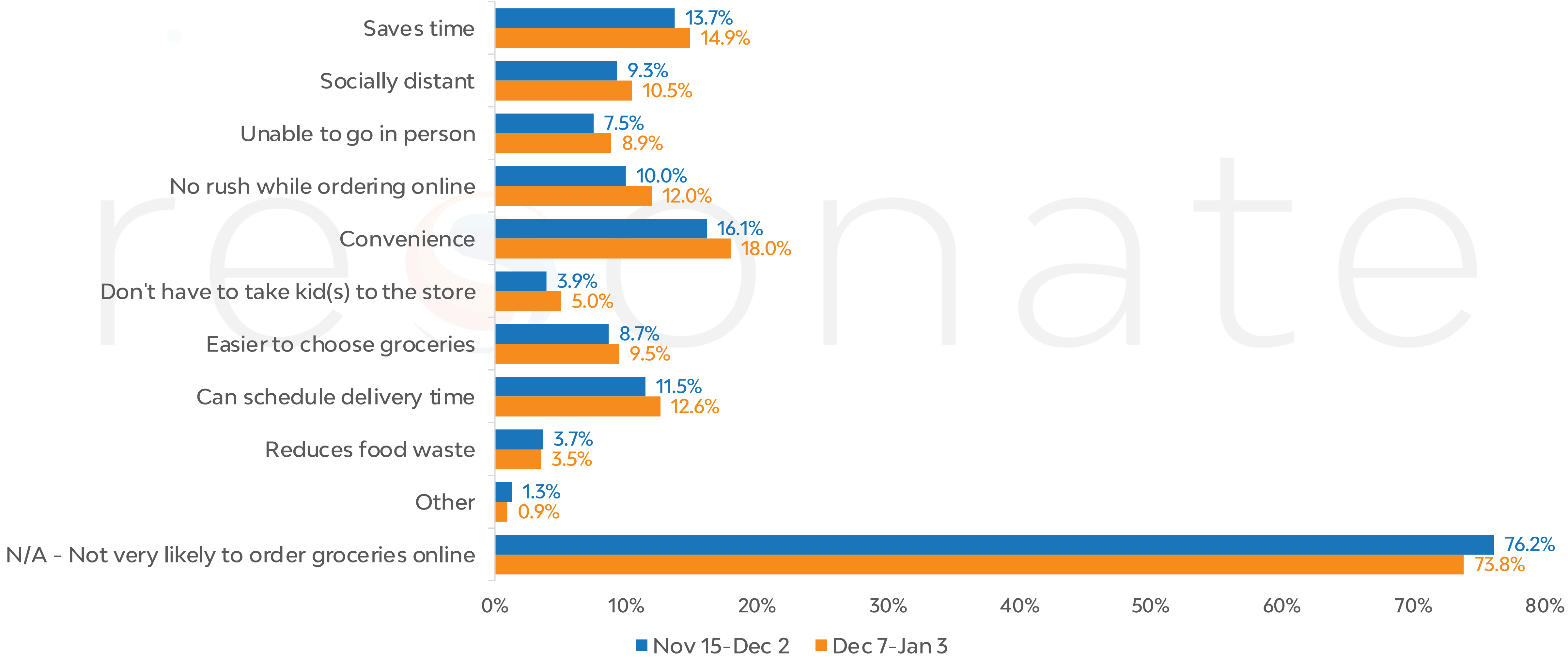
32% OF CONSUMERS STILL PRIORITIZE CURBSIDE PICKUP

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



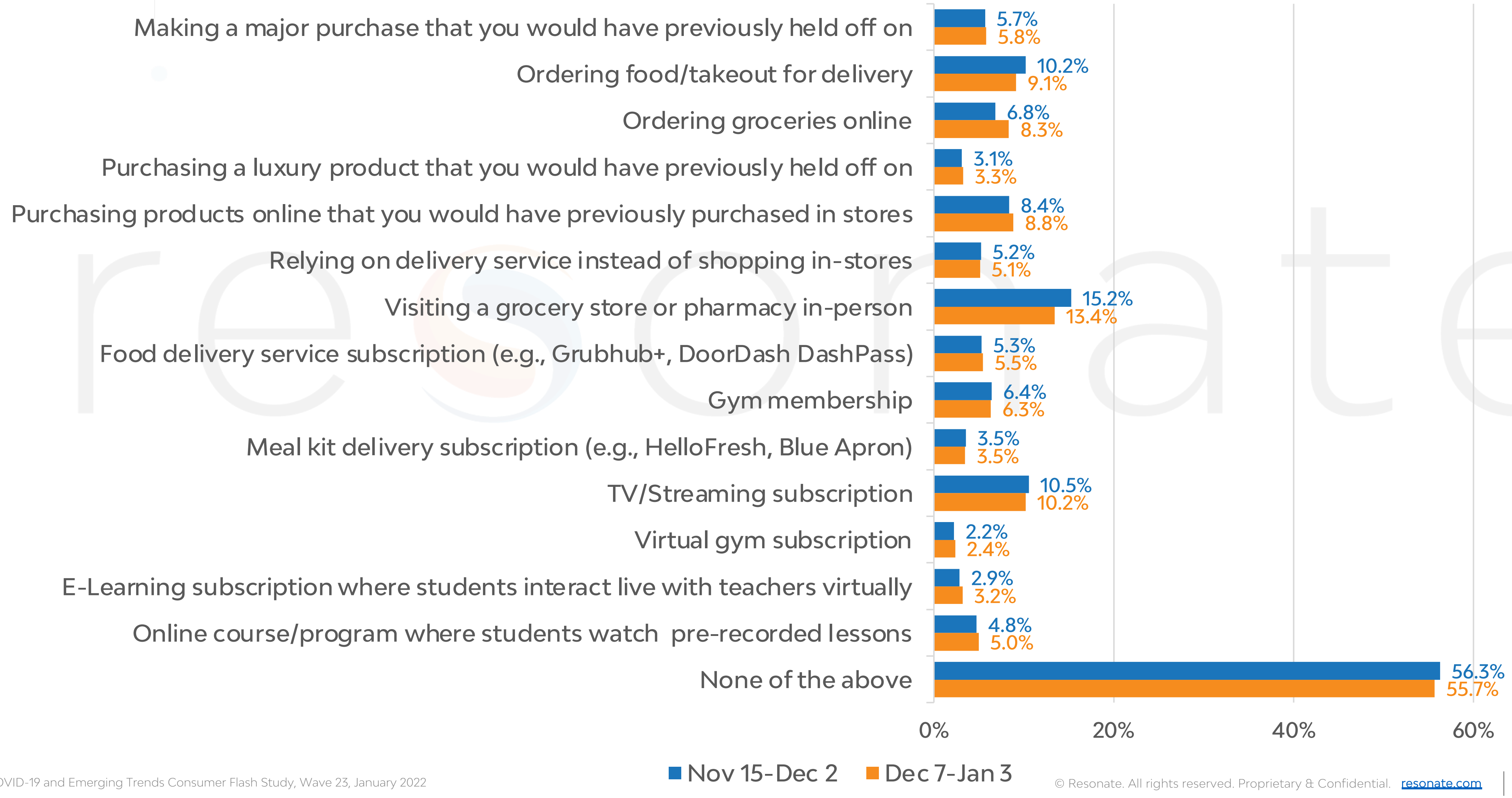
MOST CONSUMERS ORDER GROCERIES ONLINE FOR CONVENIENCE

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



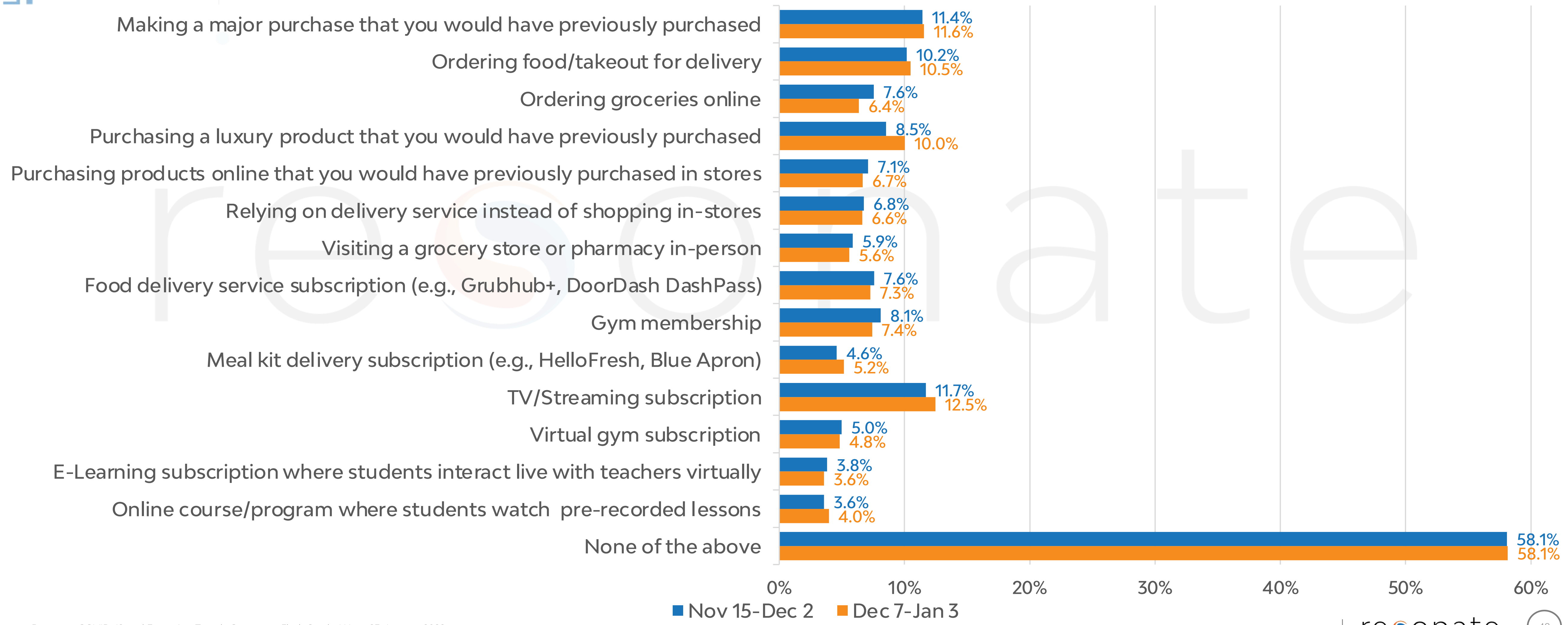
22% INCREASE: LIKELY TO START ORDERING GROCERIES ONLINE

Which of the following are you **most likely to start** in the next 90 days?



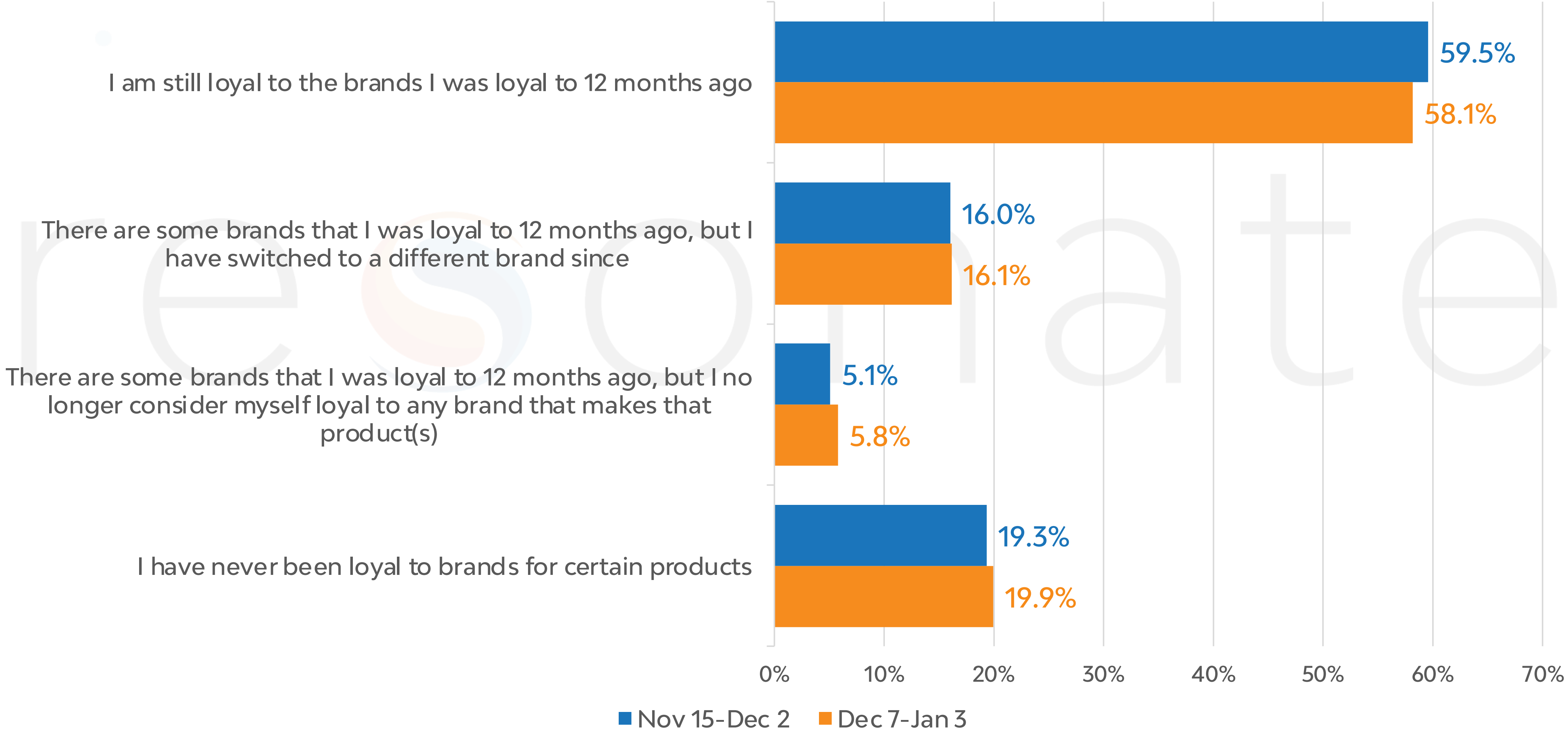
12.5% LOOKING TO CANCEL A TV/STREAMING SUBSCRIPTION

Which of the following are you **most likely to stop/cancel** in the next 90 days?



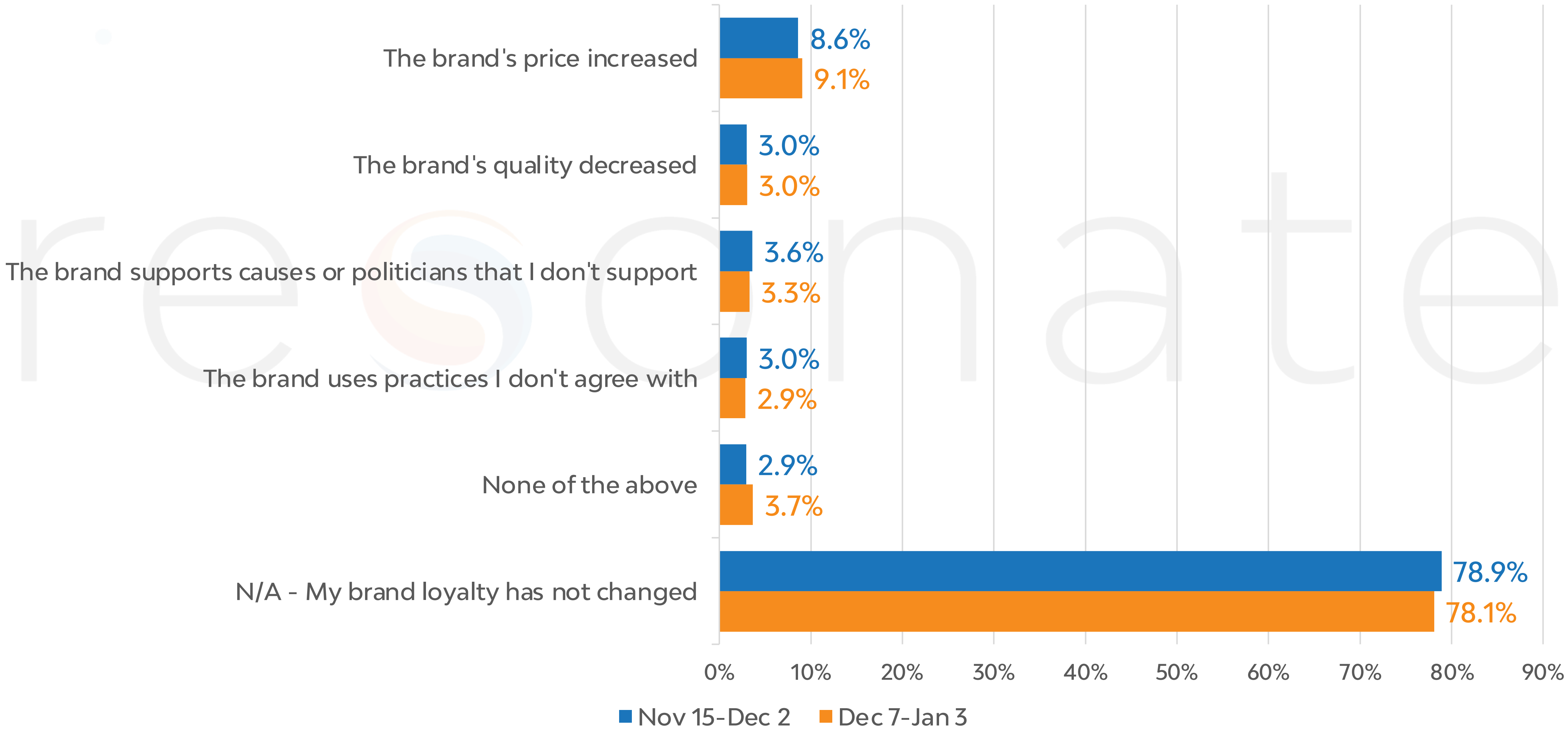
22% OF PREVIOUSLY BRAND LOYAL CONSUMERS NO LONGER ARE

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



1 IN 10 CITE INCREASED PRICES FOR DECLINING BRAND LOYALTY

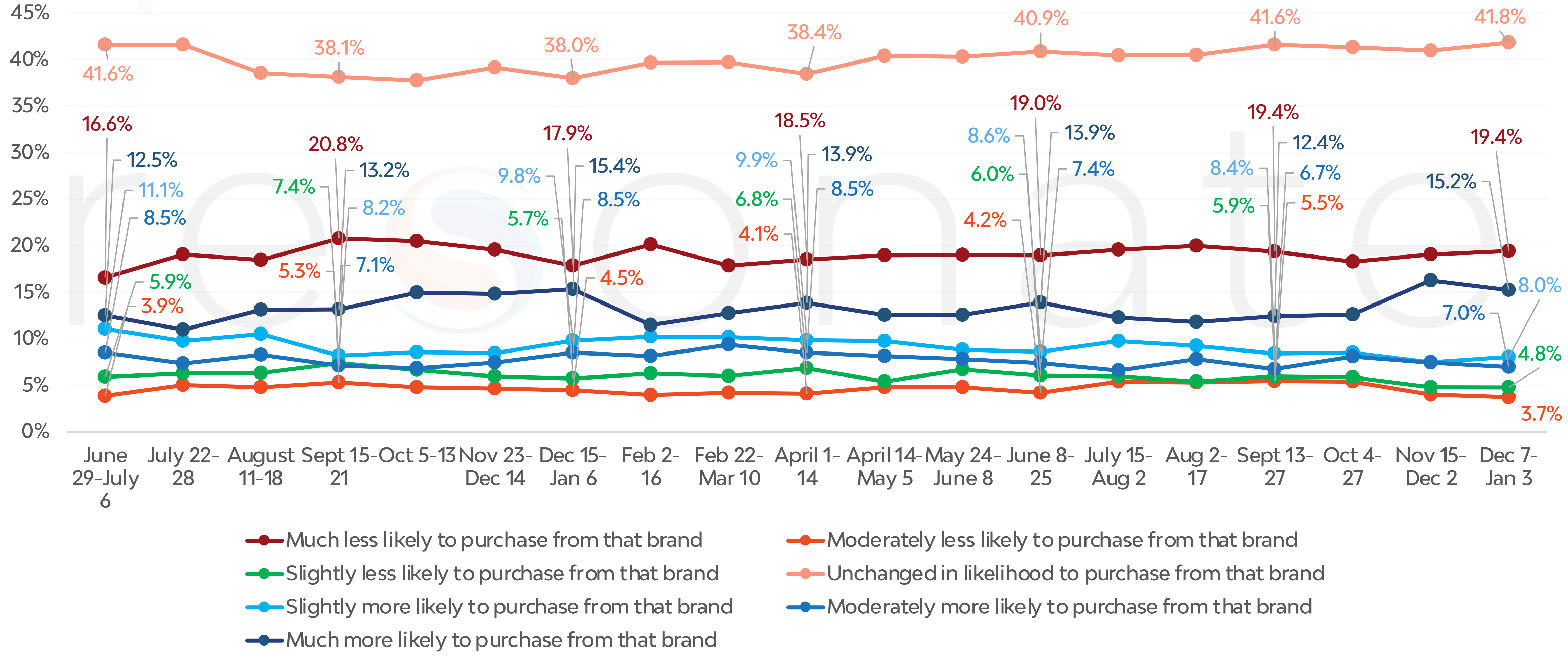
What is the main reason you are **no longer loyal to brands**?



SOCIAL JUSTICE

NEARLY 1 IN 3 AMERICANS ARE MORE LIKELY TO BUY FROM BRANDS SUPPORTING BLM AND OTHER SOCIAL JUSTICE MOVEMENTS

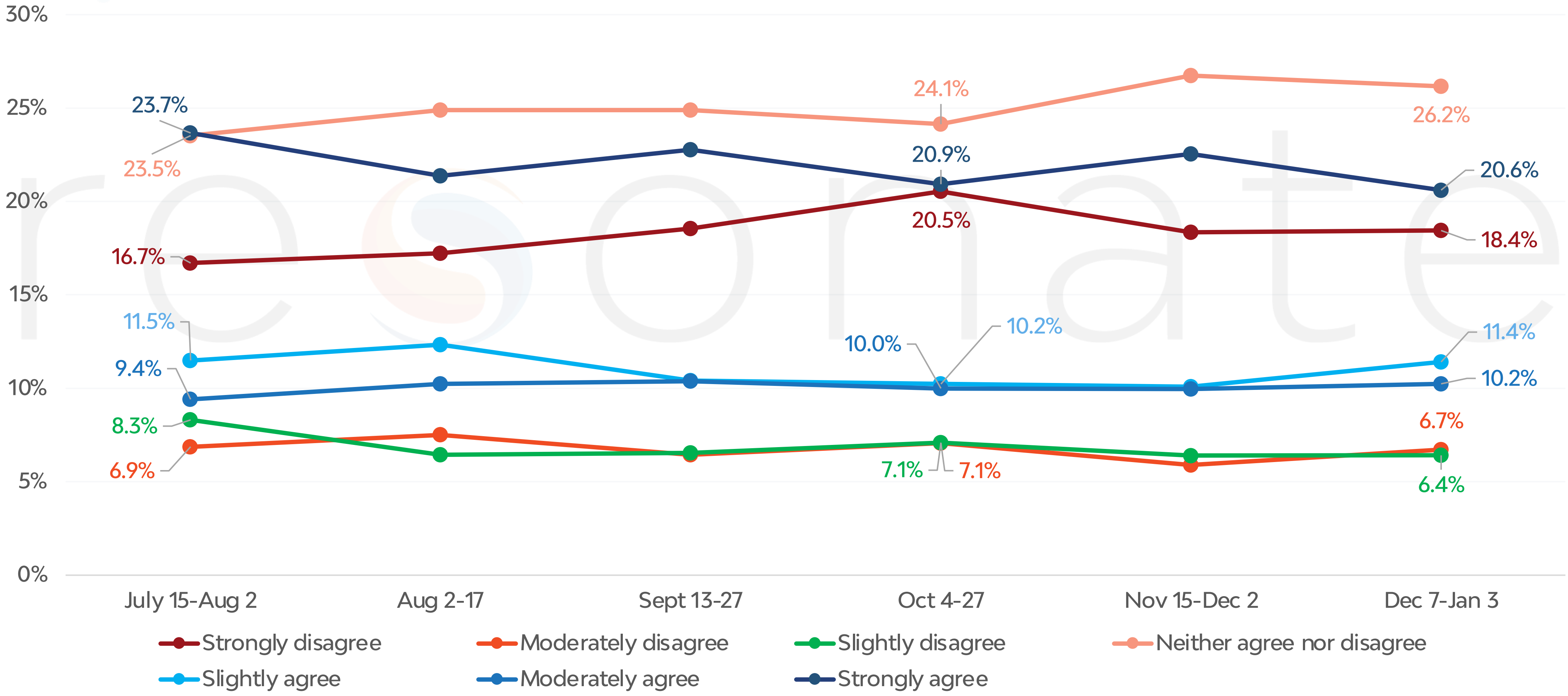
How are you likely to react when you see a **consumer brand showing support for the group Black Lives Matter or other social justice movements** in the country?



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?



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 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.

REQUEST A DEMO