GO FROM ADAPTING TO THE NEXT NORMAL TO REDEFINING IT

Resonate COVID-19 and Emerging Trends Consumer Flash Study
February 2022, Wave 24
Consumers have been riding the pandemic-driven struggle bus for some time now. But they’ve proven to be resilient while navigating uncertainty, leveraging everything at their disposal to adapt to constant disruption. And they expect brands to do the same — or they’ll go elsewhere.

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 and beyond. We’re continuing to track consumer sentiment to inform your strategy and action through actionable data on both the granular and sweeping shifts happening from day-to-day and month-to-month. This is industry-specific data that 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 January 18 and February 1, 2022, and is scaled to 230 million U.S. consumers.
Overall, to what extent are you concerned about the health-related consequences of the coronavirus situation?

INCREASE IN HEALTH CONCERNS CONTINUES CLimb UPward
Overall, to what extent are you concerned about the economic-related consequences of the coronavirus situation?

SLIGHT UPTICK IN EXTREMELY LARGE CONCERNS OVER THE ECONOMY

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


1.1%  2.4%  2.2%  2.9%  3.1%  3.6%  4.1%  2.7%  3.2%  3.0%  3.4%  3.0%  3.8%  3.0%  5.1%  4.2%  5.1%  4.0%  4.1%  3.7%  4.7%  5.9%  4.0%
Which of the following are you concerned about because of the coronavirus situation?

- Risk of having elderly family member get COVID still #1 concern
- 42.5%
- 44.1%
- 43.3%
- 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

- Nov 15-Dec 2
- Dec 7-Jan 3
- Jan 18-Feb 1
3 in 10 Americans Now Likely to Quarantine at Home

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

- Avoid touching my face
- Avoiding physical stores
- Avoiding physical contact with others such as hugging and hand-shaking
- Avoiding touching door handles, surfaces, and other objects in public settings
- Disinfecting hard surfaces
- Practicing social distancing
- Quarantining in place in my home
- Washing my hands
- Working remotely
- None of the above

(Results from different time periods: Nov 15-Dec 2, Dec 7-Jan 3, Jan 18-Feb 1)
Compared to 30 days ago, how have your social interactions with friends and family changed?

- 27% MORE VIDEO CONFERENCING WITH FRIENDS & FAMILY IN LAST 30 DAYS

<table>
<thead>
<tr>
<th>Activity</th>
<th>Nov 15-Dec 2</th>
<th>Dec 7-Jan 3</th>
<th>Jan 18-Feb 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spend more time on video conferencing (e.g., Zoom, Messenger, Discord)</td>
<td>16.0%</td>
<td>19.6%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Spend more time talking on the phone</td>
<td>26.4%</td>
<td>29.5%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Spend more time on instant messenger or text</td>
<td>22.6%</td>
<td>27.1%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Spend more time meeting in person</td>
<td>19.7%</td>
<td>17.2%</td>
<td>14.4%</td>
</tr>
<tr>
<td>Spend more time meeting in large groups</td>
<td>7.6%</td>
<td>6.4%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Spend more time meeting at restaurants, bars, movie theaters, etc.</td>
<td>11.0%</td>
<td>9.3%</td>
<td>9.3%</td>
</tr>
<tr>
<td>None of the above</td>
<td>45.0%</td>
<td>46.2%</td>
<td>41.8%</td>
</tr>
</tbody>
</table>
57% BELIEVE THE ECONOMY WILL BE BACK 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?

- 57.0%
- 59.1%
- 60.8%
- 58.2%
- 57.5%
- 57.3%
- 56.9%

1 to 3 months: 7.0%, 5.4%, 4.4%, 4.1%, 6.1%, 4.7%, 4.9%
4 to 6 months: 5.4%, 5.4%, 4.4%, 4.1%, 6.1%, 4.7%, 4.9%
7+ months: 4.4%, 4.4%, 4.4%, 4.4%, 4.4%, 4.4%, 4.4%
38% THINK LIFE WILL RETURN TO NORMAL IN OVER A YEAR

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

- **5.3%** Already back to normal
- **5.2%** 1 month or less
- **3.2%** 2 to 3 months
- **2.0%** 4 to 6 months
- **35.0%** 7 to 12 months
- **38.7%** More than 1 year
Which of the following do you plan to do in the next 3 months?

SLIGHT DIP IN THOSE WHO PLAN TO DINE IN AT RESTAURANTS

<table>
<thead>
<tr>
<th>Month</th>
<th>SLIGHT DIP IN THOSE WHO PLAN TO DINE IN AT RESTAURANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 15-Aug 2</td>
<td>62.4%</td>
</tr>
<tr>
<td>Aug 2-17</td>
<td>59.1%</td>
</tr>
<tr>
<td>Sept 13-27</td>
<td>58.0%</td>
</tr>
<tr>
<td>Oct 4-27</td>
<td>63.7%</td>
</tr>
<tr>
<td>Nov 15-Dec 2</td>
<td>60.4%</td>
</tr>
<tr>
<td>Dec 7-Jan 3</td>
<td>58.3%</td>
</tr>
<tr>
<td>Jan 18-Feb 1</td>
<td>57.3%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Lifestyle Change</th>
<th>Nov 15-Dec 2</th>
<th>Dec 7-Jan 3</th>
<th>Jan 18-Feb 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postponing medical or dental appointments</td>
<td>13.9%</td>
<td>15.6%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Dining out in a restaurant</td>
<td>14.4%</td>
<td>15.9%</td>
<td>16.5%</td>
</tr>
<tr>
<td>Drinking alcohol at home</td>
<td>14.5%</td>
<td>15.9%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Spending time on hobbies</td>
<td>16.7%</td>
<td>17.3%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Playing video games</td>
<td>22.5%</td>
<td>22.5%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Stocking up on food</td>
<td>24.0%</td>
<td>21.0%</td>
<td>20.2%</td>
</tr>
<tr>
<td>Home improvement project / DIY</td>
<td>22.5%</td>
<td>21.8%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Dedicating time to outdoor activities</td>
<td>26.9%</td>
<td>24.9%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Ordering takeout or delivery directly from restaurants that I would typically visit in-person</td>
<td>28.5%</td>
<td>21.5%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Ordering takeout or delivery from restaurants that I would typically visit in-person through an service such as DoorDash or Grubhub</td>
<td>31.4%</td>
<td>22.5%</td>
<td>16.5%</td>
</tr>
<tr>
<td>Using a traditional grocery store delivery service from a store you can visit in-person (e.g., Instacart, Peapod, Shipt, Walmart+, etc.)</td>
<td>22.5%</td>
<td>19.7%</td>
<td>16.5%</td>
</tr>
<tr>
<td>Using an online-only grocery delivery service, where there is no store for you to visit in-person (e.g., Fresh Direct, Imperfect Foods, Meijer Market, etc.)</td>
<td>19.7%</td>
<td>16.5%</td>
<td>16.5%</td>
</tr>
<tr>
<td>None of the above</td>
<td>36.2%</td>
<td>31.5%</td>
<td>28.5%</td>
</tr>
</tbody>
</table>
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?

DOCTORS & MEDICAL ORGANIZATIONS REMAIN TRUSTED VACCINE RESOURCES

- 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

July 15-Aug 2: 4.3%
Aug 2-17: 4.1%
Sept 13-27: 3.9%
Oct 4-27: 4.4%
Nov 15-Dec 2: 4.9%
Dec 7-Jan 3: 5.0%
Jan 18-Feb 1: 5.0%
NEARLY 7 IN 10 AMERICANS SAY THEY ARE FULLY VACCINATED

When do you think you would be most likely to be fully vaccinated against the coronavirus?
NOT UNDERSTANDING HOW VACCINES WORK IS #1 CONCERN

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.
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)?

10% FEWER STRONGLY DISAGREE W/PROOF OF VACCINATION MANDATE

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Strongly disagree</th>
<th>Moderately disagree</th>
<th>Slightly disagree</th>
<th>Neither agree nor disagree</th>
<th>Slightly agree</th>
<th>Moderately agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept 13-27</td>
<td>27.4%</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Oct 4-27</td>
<td>27.9%</td>
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<tr>
<td>Nov 15-Dec 2</td>
<td>27.7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec 7-Jan 3</td>
<td>29.2%</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan 18-Feb 1</td>
<td>27.5%</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>2021</td>
<td></td>
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<tr>
<td>2022</td>
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</tr>
</tbody>
</table>
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?

3 in 10 strongly agree employee proof of vaccination should be required.
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?

1 in 4 strongly disagree schools should require proof of vaccination.
The FDA gave emergency approval and recommended that all adults over 18 vaccinated with either Moderna or Pfizer to 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?

44.2% AMERICANS SAY THEY HAVE ALREADY RECEIVED BOOSTER VACCINE

Not at all likely
- Nov 15-Dec 2: 24.3%
- Dec 7-Jan 3: 25.9%
- Jan 18-Feb 1: 22.4%

Slightly likely
- Nov 15-Dec 2: 8.3%
- Dec 7-Jan 3: 7.3%
- Jan 18-Feb 1: 6.5%

Moderately likely
- Nov 15-Dec 2: 10.2%
- Dec 7-Jan 3: 8.5%
- Jan 18-Feb 1: 8.5%

Very likely
- Nov 15-Dec 2: 10.9%
- Dec 7-Jan 3: 8.9%
- Jan 18-Feb 1: 7.7%

Completely likely
- Nov 15-Dec 2: 25.1%
- Dec 7-Jan 3: 17.5%
- Jan 18-Feb 1: 10.8%

Already received the booster vaccine
- Nov 15-Dec 2: 31.9%
- Dec 7-Jan 3: 21.3%
- Jan 18-Feb 1: 44.2%
Regardless of whether you were vaccinated, have you contracted the coronavirus personally since the pandemic began in December 2019?
WORK LIFE
What are the main reasons you changed jobs, are looking for a new job, or are leaving the workforce?

- Higher pay remains top reason Americans are job hunting

- The pandemic proved my job security was unstable
- The pandemic caused me to reevaluate my priorities
- Looking for a permanently remote/work-from-home position
- Looking for higher pay
- Looking for better benefits
- Looking for safer work conditions
- Job did not respect employees’ work-life balance
- I wasn’t passionate about the work I was doing
- Poor management
- Coworkers or managers made a hostile work environment
- Customers or patients made my job unbearable
- Disapproved of a decision made by management
- To focus on my household or family
- Job required me to get vaccinated or wear a mask during work
- Other

- N/A - not looking for a new job

- Nov 15-Dec 2
- Dec 7-Jan 3
- Jan 18-Feb 1
13% FEWER SAY THEIR WORK DOESN’T ALLOW THEM TO WORK FROM HOME

Which of the following best describes your work situation?
If you were required to attend a work event, what form would you prefer that event be in?

- Prefer online meetings/virtual conferences
- Prefer to meet people in-person

3 in 5 Americans prefer virtual work events over in-person.
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?

SLIGHT INCREASE IN WORKERS PLANNING TO RELOCATE IN 6 MONTHS

- July 15-Aug 2: 1.4%
- Aug 2-17: 1.7%
- Sept 13-27: 1.8%
- Oct 4-27: 1.8%
- Nov 15-Dec 2: 1.8%
- Dec 7-Jan 3: 1.3%
- Jan 18-Feb 1: 1.9%

- Yes: 1.4% (July 15-Aug 2), 2.2% (Aug 2-17), 1.8% (Sept 13-27), 1.8% (Oct 4-27), 2.2% (Nov 15-Dec 2), 1.3% (Dec 7-Jan 3), 1.9% (Jan 18-Feb 1)
- No: 2.9% (July 15-Aug 2), 2.2% (Aug 2-17), 12.6% (Sept 13-27), 12.3% (Oct 4-27), 11.8% (Nov 15-Dec 2), 10.6% (Dec 7-Jan 3), 12.3% (Jan 18-Feb 1)
- Don’t know or not sure: 11.8% (July 15-Aug 2), 12.8% (Aug 2-17), 12.3% (Sept 13-27), 11.8% (Oct 4-27), 11.0% (Nov 15-Dec 2), 10.6% (Dec 7-Jan 3), 10.6% (Jan 18-Feb 1)
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 sleeping**
- **Spend extra time with my family**
- **Spend extra time on hobbies**
- **Spend extra time on outdoor activities**
- **Spend extra time on wellness (e.g., gym, yoga, swimming)**
- **Spend extra time learning (e.g., taken a Coursera course)**
- **Spend extra time watching TV**
- **Spend extra time browsing internet**

The chart above shows the percentage of respondents who chose each option over time.

**FOR MOST, TIME SAVED NOT COMMUTING TO WORK IS SPENT WITH FAMILY**
TRAVEL
As a result of the coronavirus situation, have you initiated the cancellation of an existing airline or hotel reservation?

1 IN 5 AMERICANS HAS CANCELLED TRAVEL PLANS DUE TO THE PANDEMIC
12% HAVE REBOOKED TRAVEL PLANS AFTER COVID CANCELLATION

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

21% More consumers think leisure 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 3 thinks business travel will be back to normal in 7+ months.
FINANCIAL
What is the current quality of the United States economy?

Despite uptick in positive sentiment, most rate U.S. economy as poor.

- Very poor: 14.4%, 11.1%, 1.7%, 1.9%
- Poor: 22.0%, 24.0%, 21.5%, 21.1%
- Slightly poor: 22.0%, 24.0%, 21.5%, 21.1%
- Don't know or unsure: 1.7%
- Slightly good: 15.5%
- Good: 10.0%
- Excellent: 4.0%
Which of the following statements best describes your own personal financial situation?

13% FEWER AMERICANS BELIEVE "TIMES ARE HARD" FINANCIALLY

0% 10% 20% 30% 40% 50% 60%

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

- 51.6% Spending more than I was before the coronavirus situation
- 53.6% Spending about the same as I was before the coronavirus situation
- 51.2% Spending less than I was before the coronavirus situation
20.8% SAY THEY ARE SAVING MORE MONEY THAN BEFORE THE PANDEMIC

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

- 20.8% SAY THEY ARE SAVING MORE MONEY THAN BEFORE THE PANDEMIC
- 53.0%
- 54.6%
- 53.8%
- 51.8%
- 23.1%
- 21.2%
- 21.6%
- 20.8%

Survey responses over time:
- July 15-Aug 2
- Aug 2-17
- Sept 13-27
- Oct 4-27
- Nov 15-Dec 2
- Dec 7-Jan 3
- Jan 18-Feb 1

- 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
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), 26.2% (Dec 7-Jan 3), 22.7% (Jan 18-Feb 1)
- Changed or started looking for a new job in the same industry: 8.6% (Nov 15-Dec 2), 10.3% (Dec 7-Jan 3), 9.1% (Jan 18-Feb 1)
- Changed or started looking for a new job in a different industry: 12.1% (Nov 15-Dec 2), 12.3% (Dec 7-Jan 3), 12.7% (Jan 18-Feb 1)
- Retire earlier: 6.4% (Nov 15-Dec 2), 6.1% (Dec 7-Jan 3), 5.9% (Jan 18-Feb 1)
- Leave workforce: 6.2% (Nov 15-Dec 2), 6.1% (Dec 7-Jan 3), 5.0% (Jan 18-Feb 1)
- Invest higher in stock markets: 12.4% (Nov 15-Dec 2), 10.3% (Dec 7-Jan 3), 11.3% (Jan 18-Feb 1)
- None of the above: 54.1% (Nov 15-Dec 2), 54.6% (Dec 7-Jan 3), 51.4% (Jan 18-Feb 1)
RETAIL
41% WANT STAFF TO WEAR MASKS & GLOVES FOR IN-STORE SHOPPING

Which of the following would be required in order for **you to return to shopping from stores once shops open**?
2 IN 5 WILL AVOID CROWDS UNTIL RATE OF INFECTIONS PLUMMET

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.

- Once I see/hear about others going
- When the rate of deaths/infections significantly decrease
- Everyone wearing masks/gloves
- Don’t know or not sure
- Forced social distancing
- When over 80% of Americans are fully vaccinated

Graph showing percentages from August 11-18 to January 18-Feb 1.
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.

<table>
<thead>
<tr>
<th>April 1-14</th>
<th>April 14-May 5</th>
<th>May 24-June 8</th>
<th>June 8-25</th>
<th>July 15-Aug 2</th>
<th>Aug 2-17</th>
<th>Sept 13-27</th>
<th>Oct 4-27</th>
<th>Nov 15-Dec 2</th>
<th>Dec 7-Jan 3</th>
<th>Jan 18-Feb 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>8.2%</td>
<td>7.0%</td>
<td>7.0%</td>
<td>6.4%</td>
<td>6.9%</td>
<td>7.4%</td>
<td>7.1%</td>
<td>6.8%</td>
<td>10.7%</td>
<td>10.7%</td>
</tr>
<tr>
<td>Clothing</td>
<td>7.0%</td>
<td>7.0%</td>
<td>6.4%</td>
<td>6.9%</td>
<td>7.4%</td>
<td>7.1%</td>
<td>6.8%</td>
<td>10.7%</td>
<td>10.7%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Bank</td>
<td>7.0%</td>
<td>7.0%</td>
<td>6.4%</td>
<td>6.9%</td>
<td>7.4%</td>
<td>7.1%</td>
<td>6.8%</td>
<td>10.7%</td>
<td>10.7%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Electronics</td>
<td>42.0%</td>
<td>42.0%</td>
<td>42.0%</td>
<td>42.0%</td>
<td>42.0%</td>
<td>42.0%</td>
<td>42.0%</td>
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<td>42.0%</td>
<td>42.0%</td>
</tr>
<tr>
<td>Groceries</td>
<td>20.0%</td>
<td>20.0%</td>
<td>20.0%</td>
<td>20.0%</td>
<td>20.0%</td>
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<td>20.0%</td>
<td>20.0%</td>
<td>20.0%</td>
<td>20.0%</td>
</tr>
<tr>
<td>General merchandise (e.g., Walmart, Target, Costco)</td>
<td>10.0%</td>
<td>10.0%</td>
<td>10.0%</td>
<td>10.0%</td>
<td>10.0%</td>
<td>10.0%</td>
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<tr>
<td>Hardware/building supplies</td>
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<tr>
<td>Furniture stores</td>
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<tr>
<td>Auto stores</td>
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<tr>
<td>None of the above</td>
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</tr>
</tbody>
</table>

NEARLY 10% ARE NOT DINING AT RESTAURANTS OR SHOPPING IN-STORE
FOR 33% AMERICANS, CURBSIDE PICKUP IS AN IMPORTANT OPTION

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

- Curbside pickup
- Same-day delivery
- Browsing and buying in a physical store

<table>
<thead>
<tr>
<th>Period</th>
<th>Curbside pickup</th>
<th>Same-day delivery</th>
<th>Browsing and buying in a physical store</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 15-Aug 2</td>
<td>33.3%</td>
<td>-</td>
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</tr>
<tr>
<td>Aug 2-17</td>
<td>36.6%</td>
<td>-</td>
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</tr>
<tr>
<td>Sept 13-27</td>
<td>32.4%</td>
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<td>-</td>
</tr>
<tr>
<td>Oct 4-27</td>
<td>35.7%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Nov 15-Dec 2</td>
<td>28.6%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Dec 7-Jan 3</td>
<td>31.8%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Jan 18-Feb 1</td>
<td>32.5%</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
What are some reasons you would order groceries online for delivery?

TRENDING UP, CONVENIENCE STILL #1 REASON FOR ONLINE GROCERY ORDERS

Saves time: 14.9% (Nov 15-Dec 2), 17.0% (Dec 7-Jan 3), 13.7% (Jan 18-Feb 1)
Socially distant: 10.5% (Nov 15-Dec 2), 12.6% (Dec 7-Jan 3), 9.3% (Jan 18-Feb 1)
Unable to go in person: 7.5% (Nov 15-Dec 2), 8.9% (Dec 7-Jan 3), 10.5% (Jan 18-Feb 1)
No rush while ordering online: 10.0% (Nov 15-Dec 2), 12.0% (Dec 7-Jan 3), 11.6% (Jan 18-Feb 1)
Convenience: 16.1% (Nov 15-Dec 2), 19.8% (Dec 7-Jan 3), 18.0% (Jan 18-Feb 1)
Don’t have to take kid(s) to the store: 3.9% (Nov 15-Dec 2), 5.0% (Dec 7-Jan 3), 3.9% (Jan 18-Feb 1)
Easier to choose groceries: 5.3% (Nov 15-Dec 2), 8.7% (Dec 7-Jan 3), 9.5% (Jan 18-Feb 1)
Can schedule delivery time: 8.7% (Nov 15-Dec 2), 10.2% (Dec 7-Jan 3), 11.5% (Jan 18-Feb 1)
Reduces food waste: 3.7% (Nov 15-Dec 2), 4.3% (Dec 7-Jan 3), 3.5% (Jan 18-Feb 1)
Other: 1.3% (Nov 15-Dec 2), 1.2% (Dec 7-Jan 3), 0.9% (Jan 18-Feb 1)
N/A - Not very likely to order groceries online: 76.2% (Nov 15-Dec 2), 73.8% (Dec 7-Jan 3), 70.8% (Jan 18-Feb 1)
23% INCREASE IN THOSE STARTING TO ORDER TAKEOUT IN NEXT 90 DAYS

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
- Ordering food/takeout for delivery
- Ordering groceries online
- Purchasing a luxury product that you would have previously held off on
- Purchasing products online that you would have previously purchased in stores
- Relying on delivery service instead of shopping in-person
- Visiting a grocery store or pharmacy in-person
- Food delivery service subscription (e.g., Grubhub+, DoorDash DashPass)
- Gym membership
- Meal kit delivery subscription (e.g., HelloFresh, Blue Apron)
- TV/Streaming subscription
- Virtual gym subscription
- E-learning subscription where students interact live with teachers virtually
- Online course/program where students watch pre-recorded lessons
- None of the above
13% WILL CANCEL TV/STREAMING SUBSCRIPTION IN NEXT 90 DAYS

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

- Making a major purchase that you would have previously purchased
- Ordering food/takeout for delivery
- Ordering groceries online
- Purchasing a luxury product that you would have previously purchased
- Purchasing products online that you would have previously purchased in stores
- Relying on delivery service instead of shopping in stores
- Visiting a grocery store or pharmacy in-person
- Food delivery service subscription (e.g., Grubhub, DoorDash, DashPass)
- Gym membership
- Meal kit delivery subscription (e.g., HelloFresh, Blue Apron)
- TV/Streaming subscription
- Gym membership subscription
- E-Learning subscription where students interact live with teachers virtually
- Online course/program where students watch pre-recorded lessons
- None of the above

- Nov 15-Dec 2
- Dec 7-Jan 3
- Jan 18-Feb 1
Compared to 12 months ago, how has your **loyalty towards your preferred brands** changed?

- **59.5%** said they are still loyal to the brands they were loyal to 12 months ago.
- **58.1%** said there are some brands they were loyal to 12 months ago, but they have switched to a different brand since.
- **56.4%** said there are some brands they were loyal to 12 months ago, but they no longer consider themselves loyal to any brand that makes that product(s).
- **19.3%** said they have never been loyal to brands for certain products.

The data is broken down into time periods:
- **Nov 15-Dec 2**
- **Dec 7-Jan 3**
- **Jan 18-Feb 1**
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), 10.7% (Jan 18-Feb 1)
- The brand's quality decreased: 3.0% (Nov 15-Dec 2), 3.0% (Dec 7-Jan 3), 3.5% (Jan 18-Feb 1)
- The brand supports causes or politicians that I don't support: 3.6% (Nov 15-Dec 2), 3.3% (Dec 7-Jan 3), 4.4% (Jan 18-Feb 1)
- The brand uses practices I don't agree with: 3.0% (Nov 15-Dec 2), 2.9% (Dec 7-Jan 3), 2.6% (Jan 18-Feb 1)
- None of the above: 2.9% (Nov 15-Dec 2), 3.7% (Dec 7-Jan 3), 3.8% (Jan 18-Feb 1)
- N/A - My brand loyalty has not changed: 78.9% (Nov 15-Dec 2), 78.1% (Dec 7-Jan 3), 75.1% (Jan 18-Feb 1)
SOCIAL JUSTICE
1 IN 4 LESS LIKELY TO BUY FROM BRANDS THAT SUPPORT SOCIAL JUSTICE

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 less likely to purchase from that brand
- Moderately less likely to purchase from that brand
- Slightly less likely to purchase from that brand
- Unchanged in likelihood to purchase from that brand
- Slightly more likely to purchase from that brand
- Moderately more likely to purchase from that brand
- Much more likely to purchase from that brand
POLITICS
1 IN 5 STRONGLY AGREE FEWER UNEMPLOYMENT BENEFITS WILL BOOST WORKFORCE

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?

25%
20%
15%
10%
5%
0%

July 15-Aug 2 Aug 2-17 Sept 13-27 Oct 4-27 Nov 15-Dec 2 Dec 7-Jan 3 Jan 18-Feb 1

Strongly disagree Moderately disagree Slightly disagree Slightly agree Moderately agree Strongly agree
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, Grey croft 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