THIS IS THE BREAKING DATA YOU NEED. THIS IS THE DATA NO ONE ELSE HAS.

Resonate COVID-19 and Emerging Trends
Consumer Flash Study
April 2022, Wave 26
INTRODUCTION

We may be getting our first signs of a rebound in U.S. consumer sentiment. However, while Americans seem increasingly ready to lead normal lives despite world happenings, there’s still a sense of unease about the economy hanging in the air. As consumers continue to adjust their expectations and adapt to new personal and global uncertainties, they’ll look to you to create unique, uplifting experiences and messaging that resonate with them. We’ll provide the data.

Resonate empowers brands and the agencies that help them with real-time, robust, privacy-safe audience data that expands their understanding of the audiences they are working to motivate for better, faster, more personalized activation.

Almost two years into the pandemic, Resonate is continuing to track sentiment of the U.S. population and their experiences with the pandemic and their dynamic positions on everything from vaccine sentiment to mask and vaccine mandates; from overall health concerns to the quality of the economy, all of which will have impact on their day-to-day decisions. This industry-specific data provides a lens to the value of real-time understanding.

Across the advertising spectrum, success will hinge on adjusting efforts that evolve with your audience; using Resonate’s real-time insights to inform your messaging and segmentation strategies gives you the power to meet them where they are in that moment.

Resonate’s proprietary coronavirus and current events data is released monthly and connected to our core data set with thousands of critical data points. This latest Recent Events Connected Flash Study was fielded between March 22 and April 6, 2022, and is scaled to 230 million U.S. consumers.
GENERAL
Overall, to what extent are you concerned about the health-related consequences of the coronavirus situation?

DECREASE IN OVERALL HEALTH CONCERNS TO A LARGE EXTENT

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
MOST AMERICANS ONLY MODERATELY CONCERNED OVER THE ECONOMY

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

[Chart showing percentage of concern over time, with data points for each month from March 22-29 to April 1-14, April 14-25, May 24-31, June 8-25, July 15-Aug 2, Aug 2-17, Sept 13-Oct 4, Oct 5-13, Nov 23-Dec 14, Dec 15-Jan 6, Jan 7-Feb 2, Feb 22-Mar 10, Mar 22-Apr 6. The chart shows a general trend of concern increasing and decreasing over time, with some months showing higher percentages of concern than others.]
20% FEWER AMERICANS CONCERNED ABOUT CHILDREN GETTING COVID

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

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

Nov 15-Dec 2
- 41.6%
Dec 7-Jan 3
- 45.2%
Jan 18-Feb 1
- 44.9%
Feb 1-23
- 46.5%
Mar 22-Apr 6
- 41.5%
MORE BELIEVE ECONOMY WILL BE BACK TO NORMAL IN 6 MONTHS OR LESS

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

- **More believe economy will be back to normal in 6 months or less**
  - July 15-Aug 2: 57.0%
  - Aug 2-17: 59.1%
  - Sept 13-27: 60.8%
  - Oct 4-27: 58.2%
  - Nov 15-Dec 2: 57.5%
  - Dec 7-Jan 3: 57.3%
  - Jan 18-Feb 1: 56.9%
  - Feb 1-23: 53.9%
  - Mar 22-Apr 6: 53.0%

- **57.0%**

- **59.1%**

- **60.8%**

- **58.2%**

- **57.5%**

- **57.3%**

- **56.9%**

- **53.9%**

- **53.0%**

- **7.0%**

- **5.4%**

- **4.4%**

- **4.1%**

- **6.1%**

- **4.7%**

- **4.9%**

- **4.9%**

- **7.2%**
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?

13% FEWER TRUST FRIENDS AND FAMILY FOR VACCINE INFO
NEARLY 20% OF AMERICANS SAY THEY WILL NEVER BE FULLY VACCINATED

When do you think you would be most likely to be fully vaccinated against the coronavirus?
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?

11% FEWER AMERICANS SAY THEY WILL NEVER GET BOOSTER VACCINE
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.

DECREASE IN THOSE WHO DO NOT TRUST VACCINES ARE SAFE

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

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
Jan 18-Feb 1
Feb 1-23
Mar 22-Apr 6
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)?

28% STRONGLY DISAGREE WITH PROOF OF VACCINATION MANDATE

![Graph showing percentage of respondents agreeing or disagreeing with proof of vaccination mandate over time.](image-url)
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?

### MOST STRONGLY AGREE ON EMPLOYEE PROOF OF VACCINATION REQUIREMENT

- Sept 13-27: 31.7%
- Oct 4-27: 29.7%
- Nov 15-Dec 2: 32.1%
- Dec 7-Jan 3: 29.1%
- Jan 18-Feb 1: 30.8%
- Feb 1-23: 25.4%
- Mar 22-Apr 6: 27.8%
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?

27% STRONGLY AGREE SCHOOLS SHOULD REQUIRE PROOF OF VACCINATION

Strongly disagree  | Moderately disagree  | Slightly disagree  | Neither agree nor disagree  | Slightly agree  | Moderately agree  | Strongly agree

Sept 13-27  | Oct 4-27  | Nov 15-Dec 2  | Dec 7-Jan 3  | Jan 18-Feb 1  | Feb 1-23  | Mar 22-Apr 6

4.1%  | 4.2%  | 4.1%  | 4.2%  | 4.6%  | 4.6%  | 4.3%
WORK LIFE
What are the main reasons you changed jobs, are looking for a new job, or are leaving the workforce?

**HIGHER PAY IS #1 REASON AMERICANS SWITCH JOBS/LEAVE WORKFORCE**

- The pandemic proved my job security was unstable
- Looking for a permanently remote/work-from-home position
- Looking for better benefits
- Job did not respect employees' work-life balance
- Poor management
- Disrespectful and/or entitled customers made my job unworkable
- Job required me to get vaccinated or wear a mask during work
- The pandemic caused me to reevaluate my priorities
- Looking for higher pay
- Looking for safer work conditions
- I was not passionate about the work I was doing
- Coworkers or management made a hostile work environment
- To focus on my household or family
**Which of the following best describes your work situation?**

- **10% WILL WORK IN OFFICE DESPITE ABILITY TO WORK FROM HOME**
- **35.4%**
- **35.3%**
- **37.4%**
- **36.3%**
- **39.4%**
- **37.2%**
- **40.7%**
- **43.1%**
- **42.8%**
- **43.7%**
- **41.3%**
- **43.9%**
- **42.5%**
- **44.6%**
- **38.6%**
- **46.7%**

- **7.1%**
- **9.7%**
- **7.0%**
- **8.4%**
- **8.9%**
- **9.2%**
- **8.9%**
- **7.7%**
- **7.6%**
- **8.0%**
- **7.5%**
- **8.0%**
- **7.5%**
- **8.8%**
- **8.2%**

- **0%**
- **5%**
- **10%**
- **15%**
- **20%**
- **25%**
- **30%**
- **35%**
- **40%**
- **45%**
- **50%**

**Graph showing percentage changes from Sept 15-Oct 21 to Mar 22-Apr 6:**
- **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**

Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 26, April 2022

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14% INCREASE IN AMERICANS WHO PREFER IN-PERSON WORK EVENTS

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

Graph showing the percentage of Americans preferring in-person events over time from July 15-Aug 2 to Mar 22-Apr 6.
11% OF WORKERS ARE PLANNING TO RELOCATE IN 6 MONTHS

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 from home.
TRAVEL
1 IN 5 TRAVEL PLANS HAVE CHANGED DUE TO THE PANDEMIC

As a result of the coronavirus situation, have you initiated the cancellation of an existing airline or hotel reservation?
Over 30% say leisure travel will return to normal in 1-3 months

Thinking about the coronavirus situation, how soon do you expect your leisure travel activities will largely return to "normal"?
22% THINK BUSINESS TRAVEL WILL RETURN TO NORMAL IN 7+ MONTHS

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

- 29.6% - 7+ months
- 26.7% - 2023
- 22.1% - 2024+
SPIKE IN REBOOKED TRAVEL PLANS AFTER COVID-RELATED 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.
What is the current quality of the United States economy?

ONLY 3% RATE THE U.S. ECONOMY AS EXCELLENT
1 IN 5 AMERICANS ARE STRUGGLING TO PAY FOR NECESSITIES

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
1 IN 4 AMERICANS IS SPENDING MORE THAN BEFORE THE PANDEMIC

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

July 15-Aug 2: 15.0%
Aug 2-17: 16.2%
Sept 13-27: 15.1%
Oct 4-27: 16.4%
Nov 15-Dec 2: 19.1%
Dec 7-Jan 3: 18.5%
Jan 18-Feb 1: 19.8%
Feb 1-23: 22.5%
Mar 22-Apr 6: 25.6%
1 IN 5 AMERICANS IS SAVING MORE THAN BEFORE THE PANDEMIC

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

![Graph showing the percentage of Americans saving more than before the pandemic across different months.]

- 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

Data from Resonate COVID-19 and Emerging Trends Consumer Flash Study, Wave 26, April 2022.
Which of the following financial changes are you adopting because of the onset of the coronavirus situation?

- Use contactless payment
- Changed or started looking for a new job in the same industry
- Changed or started looking for a new job in a different industry
- Retire earlier
- Leave workforce
- Invest higher in stock markets

7% ARE LEAVING THE WORKFORCE DUE TO THE PANDEMIC
RETAIL
30% FEWER CONSUMERS NEED STAFF TO WEAR MASKS/GLOVES IN-STORE

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 customers wearing masks/gloves
- Knowledge of nightly disinfecting of stores
- All staff wearing masks/gloves
- Ability to pay without contact
- Curbside pick-up
- Vaccines having become widely available
3 IN 10 WILL JOIN CROWDS WHEN MORE PEOPLE ARE VACCINATED

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
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>Type of Activity</th>
<th>April 1-14</th>
<th>April 14-May 5</th>
<th>May 24-June 8</th>
<th>June 8-25</th>
<th>July</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>
<th>Feb 1-23</th>
<th>Mar 22-Apr 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>20.2%</td>
<td>22.3%</td>
<td>22.0%</td>
<td>23.2%</td>
<td>24.4%</td>
<td>22.4%</td>
<td>24.5%</td>
<td>25.7%</td>
<td>23.1%</td>
<td>22.0%</td>
<td>22.2%</td>
<td>23.4%</td>
<td>22.8%</td>
</tr>
<tr>
<td>Clothing</td>
<td>70.2%</td>
<td>72.0%</td>
<td>70.0%</td>
<td>70.3%</td>
<td>70.8%</td>
<td>69.1%</td>
<td>71.8%</td>
<td>70.1%</td>
<td>70.8%</td>
<td>69.5%</td>
<td>71.3%</td>
<td>70.9%</td>
<td>69.9%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>70.2%</td>
<td>72.0%</td>
<td>70.0%</td>
<td>70.3%</td>
<td>70.8%</td>
<td>69.1%</td>
<td>71.8%</td>
<td>70.1%</td>
<td>70.8%</td>
<td>69.5%</td>
<td>71.3%</td>
<td>70.9%</td>
<td>69.9%</td>
</tr>
<tr>
<td>Electronics</td>
<td>70.2%</td>
<td>72.0%</td>
<td>70.0%</td>
<td>70.3%</td>
<td>70.8%</td>
<td>69.1%</td>
<td>71.8%</td>
<td>70.1%</td>
<td>70.8%</td>
<td>69.5%</td>
<td>71.3%</td>
<td>70.9%</td>
<td>69.9%</td>
</tr>
<tr>
<td>General merchandise (e.g., Walmart, Target, Costco)</td>
<td>20.2%</td>
<td>22.3%</td>
<td>22.0%</td>
<td>23.2%</td>
<td>24.4%</td>
<td>22.4%</td>
<td>24.5%</td>
<td>25.7%</td>
<td>23.1%</td>
<td>22.0%</td>
<td>22.2%</td>
<td>23.4%</td>
<td>22.8%</td>
</tr>
<tr>
<td>Hardware building supplies</td>
<td>70.2%</td>
<td>72.0%</td>
<td>70.0%</td>
<td>70.3%</td>
<td>70.8%</td>
<td>69.1%</td>
<td>71.8%</td>
<td>70.1%</td>
<td>70.8%</td>
<td>69.5%</td>
<td>71.3%</td>
<td>70.9%</td>
<td>69.9%</td>
</tr>
<tr>
<td>Furniture stores</td>
<td>70.2%</td>
<td>72.0%</td>
<td>70.0%</td>
<td>70.3%</td>
<td>70.8%</td>
<td>69.1%</td>
<td>71.8%</td>
<td>70.1%</td>
<td>70.8%</td>
<td>69.5%</td>
<td>71.3%</td>
<td>70.9%</td>
<td>69.9%</td>
</tr>
</tbody>
</table>
Which of the following shopping preferences are still important to you?

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

29% still consider same-day delivery an important option.
What are some reasons you would order groceries online for delivery?

**CONVENIENCE STILL THE TOP REASON PEOPLE ORDER GROCERIES ONLINE**

<table>
<thead>
<tr>
<th>November 15-December 2</th>
<th>December 7- January 3</th>
<th>January 18-February 1</th>
<th>February 1-23</th>
<th>March 22-April 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saves time</td>
<td>Socially distant</td>
<td>Unable to go in person</td>
<td>No rush while ordering online</td>
<td>Reduces food waste</td>
</tr>
<tr>
<td>Convenience</td>
<td>Don’t have to take kid(s) to the store</td>
<td>Easier to choose groceries</td>
<td>Can schedule delivery time</td>
<td>Other</td>
</tr>
</tbody>
</table>

- **Saves time**: 16.1%, 18.0%, 19.8%, 19.5%, 15.6%
- **Socially distant**: 1.3%, 0.9%, 1.2%, 1.4%, 0.9%
- **Unable to go in person**: 10%
- **Don’t have to take kid(s) to the store**: 10%
- **Easier to choose groceries**: 15%
- **Can schedule delivery time**: 20%
- **Other**: 20%

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ONLY 3% WILL START A VIRTUAL GYM SUBSCRIPTION 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 groceries online
- Purchasing products online that you would have previously purchased in stores
- Visiting a grocery store or pharmacy in-person
- Gym membership
- TV/Streaming subscription
- E-Learning subscription where students interact live with teachers virtually
- Ordering food/takeout for delivery
- Purchasing a luxury product that you would have previously held off on
- Relying on delivery service instead of shopping in-stores
- Food delivery service subscription (e.g., Grubhub+, DoorDash DashPass)
- Meal kit delivery subscription (e.g., HelloFresh, Blue Apron)
- Virtual gym subscription
- Online course/program where students watch pre-recorded lessons
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**: 11.7%
- **Ordering food/takeout for delivery**: 3.6%
- **Ordering groceries online**: 3.4%
- **Purchasing a luxury product that you would have previously purchased**: 4.2%
- **Purchasing products online that you would have previously purchased in stores**: 3.2%
- **Relying on delivery service instead of shopping in-stores**: 4.3%
- **Visiting a grocery store or pharmacy in-person**: 3.3%
- **Food delivery service subscription (e.g., Grubhub+, DoorDash DashPass)**: 3.2%
- **Purchasing a streaming subscription**: 13.8%
- **Meals kit delivery subscription (e.g., HelloFresh, Blue Apron)**: 13.8%
- **Gym membership**: 13.8%
- **Virtual gym subscription**: 13.8%
- **TV/Streaming subscription**: 13.8%
- **E-Learning subscription where students interact live with teachers virtually**: 13.8%
- **Online course/program where students watch pre-recorded lessons**: 13.8%
SLIGHT DECREASE IN LOYALTY TO SAME BRANDS AFTER 12 MONTHS

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

- **59.5%**
- **58.1%**
- **56.4%**
- **54.9%**
- **53.1%**

**0%**

**10%**

**20%**

**30%**

**40%**

**50%**

**60%**

**70%**

**Nov 15-Dec 2**

**Dec 7-Jan 3**

**Jan 18-Feb 1**

**Feb 1-23**

**Mar 22-Apr 6**

- **I am still loyal to the brands I was loyal to 12 months ago**
- **There are some brands that I was loyal to 12 months ago, but I have switched to a different brand since**
- **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)**
- **I have never been loyal to brands for certain products**
What is the main reason you are no longer loyal to brands?

- 28% uptick in those who abandon brands due to higher price
- The brand's price increased
- The brand's quality decreased
- The brand supports causes or politicians that I don't support
- The brand uses practices I don't agree with
SOCIAL JUSTICE
6% ARE MODERATELY MORE LIKELY TO BUY FROM BLM-SUPPORTING BRANDS

How are you likely to react when you see a Consumer Brand showing support for the group Black Lives Matter or other racial justice protesters 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
- Much more likely to purchase from that brand

June 29-July 6
July 7-22
July 23-28
Aug 1-10
Aug 11-20
Aug 21-30
Sept 1-10
Sept 11-20
Sept 21-30
Oct 1-10
Oct 11-20
Oct 21-31
Nov 1-10
Nov 11-20
Nov 21-30
Dec 1-10
Dec 11-20
Dec 21-31
Jan 1-10
Jan 11-20
Jan 21-31
Feb 1-10
Feb 11-20
Feb 21-31
Mar 1-10
Mar 11-20
Mar 21-Apr 6

41.6% 38.5% 37.7% 38.0% 39.7% 40.4% 40.9% 40.5% 41.3% 41.8% 43.8% 42.4%
INSIGHTS FOR TODAY & TOMORROW

Leverage fresh, AI-driven data and continuously updated insights to drive better decisions based on shifting population sentiment.

YOUR ONE-STOP SOLUTION FOR PRIVACY-SAFE INTELLIGENCE TO ACTIVATION

We believe that better understanding leads to better relationships that can drive actions. Resonate combines massive surveys with online behavioral observations of 10 billion daily events to reveal the deepest, proprietary understanding of the U.S. electorate. Our A.I.-powered methodology dynamically updates more than 14,000+ attributes scaled to 250 million individual profiles that enable us to build, model, size and analyze any audience you can think up in a matter of minutes. Any audience built can then be targeted across the entirety of the programmatic ecosystem - CTV, video, display - across all screens.

ABOUT RESONATE

Resonate is a pioneer in A.I.-driven data and intelligence, delivering deep, dynamic insights and activation. The Resonate proprietary, privacy-safe data set includes more than 14,000+ data points that describe over 200 million people. Hundreds of campaigns and organizations use Resonate to drive better strategy and execution fueled by a more comprehensive understanding of their constituents extending far beyond traditional demographics, psychographics, and behavioral data. Empowered with unparalleled technology to drive insight into action, Resonate helps identify, analyze and engage new and critical audiences to help win the battle for hearts and minds.

Headquartered in Reston, Virginia, Resonate is privately held and backed by Argentum Capital Partners, Revolution Growth, Greyycroft 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.