



RIDING A WAVE OF OPTIMISM

AMERICANS FEELING MORE CONFIDENT NORMAL COULD BE NEAR

Resonate COVID-19 and Emerging Trends Consumer Flash Study,
Wave 13, March 2021





INTRODUCTION

Springtime. It's just around the corner and American consumers are itching to get outside after a year spent riding the waves of pandemic optimism, pessimism, and now, excitement. As of publishing, 107 million doses of the vaccine have been administered and the eagerness to get back to normal is palpable in the air.

Families who've spent a year apart are being reunited. Americans are booking plane tickets for summer vacations. And even baseball is set to have fans in stands on opening day.

Overall, consumers are feeling good. They're returning to restaurants and feeling positive about a return to life as we knew it. But we're still seeing caution in their actions. Those who are decreasing spending as a result of the pandemic increased slightly from February to March, as did those who are worried to a large extent about the economic consequences of the pandemic.

So, how do you respond to these shifting tides as a marketer? How do you connect with a consumer who, while optimistic about the future, is also managing a roller coaster of hybrid learning for children, while doing their best to sign up an elderly parent for a vaccine?

The reality is, access to the freshest, most relevant data has never been more critical. You need to adjust your messaging in real time in order to form stronger, more meaningful, human connections with your customers.

With Resonate's proprietary consumer intelligence, you can actively track the behaviors, values, and preferences driving your customers' decisions now — not where they were last month.

These are the insights you need to inform marketing, CX, product development, and more, particularly during a time when every decision could be the difference between sink or swim.

That's why Resonate coronavirus and current events data is released continuously, with new reports like this one coming out every few weeks. **This latest Recent Events Connected Flash Study was fielded between February 22 and March 10, 2021 and scaled to 200 million U.S. consumers.**



See it in Action



KEY TAKEAWAYS

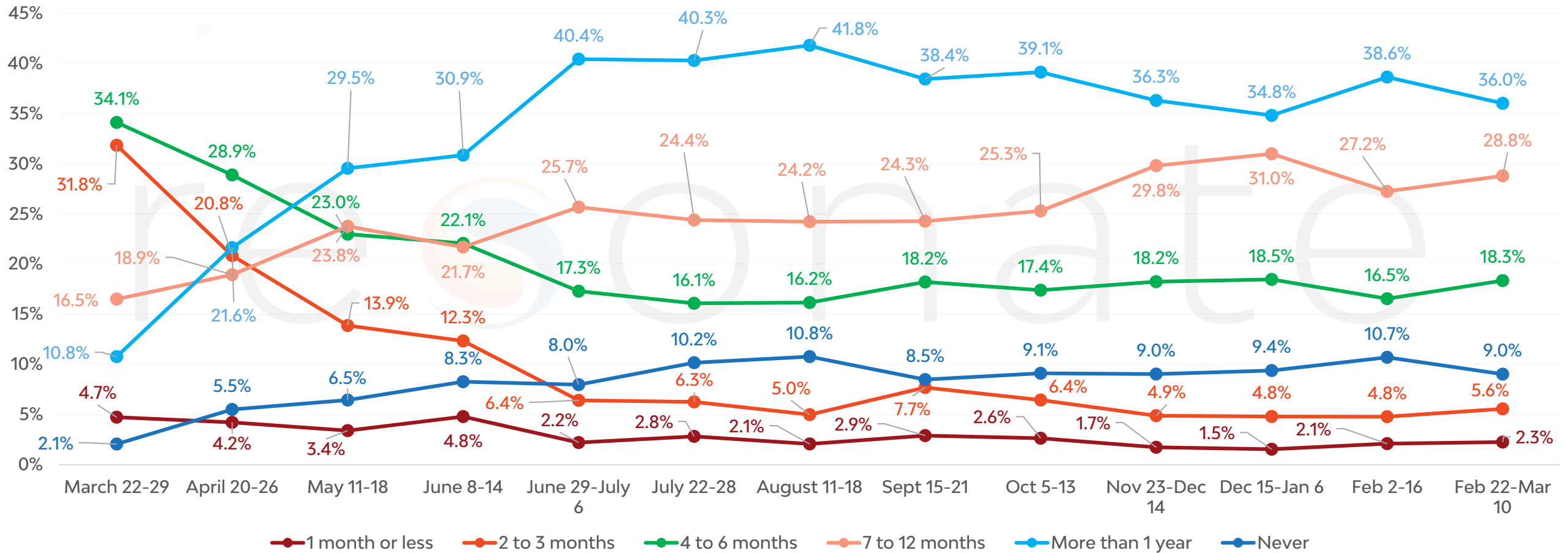
WHAT'S CHANGED IN JUST A MONTH...

- Optimism is increasing as we head into spring. Those who believe life will either never return to normal or return to normal in over a year **decreased by 4.3 percentage points** in March. *Slide 4*
- Americans are worrying less about their health. The number of people who responded they were worried about the health consequences of the pandemic to an extremely large extent **dropped by 2.7 percentage points** in March. *Slide 5*
- In vaccines we trust. Those completely likely to get the vaccine **has increased 19.2 percentage points since November** and **increased 3.1 percentage points since March**. *Slide 12*
- Getting OUT! Americans who said they would not travel until the pandemic is under control has **dropped 4.6 points for in-state travel** and **4 points for travel to nearby states**. *Slides 19-20*
- Contactless is catching on. Consumers very or completely likely to use contactless payments as a results of the coronavirus pandemic has **increased 2.8 percentage points from February to March**. *Slide 29*
- Financially stabilizing? Americans who rate the current state of the U.S. economy as “fair” rose **by 8 percentage points** since the beginning of the year. *Slide 8*
- Consumers are still feeling cautious. Those who have increased their saving to a large extent **increased by 1.7 percentage points** from February to March. *Slide 24*
- Good news ahead. Consumers who describe themselves as living comfortably financial has **increased by 2.1 percentage points** from February to March. *Slide 31*
- Convenience reigns? Despite optimism to get back to normal, consumers are **increasing their likelihood to order groceries online by 3.5 percentage points** from February to March. *Slide 33*
- Treat yourself to dinner out. Consumers who are dining in at restaurants at least once a month has **increased 4.4 percentage points** from February to March. *Slide 40*
- Retail trends here to stay! After a slight dip in February, curbside pick-up as an important shopping factor for consumers **increased by 4.4 percentage points in March**. *Slide 42*

GENERAL

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

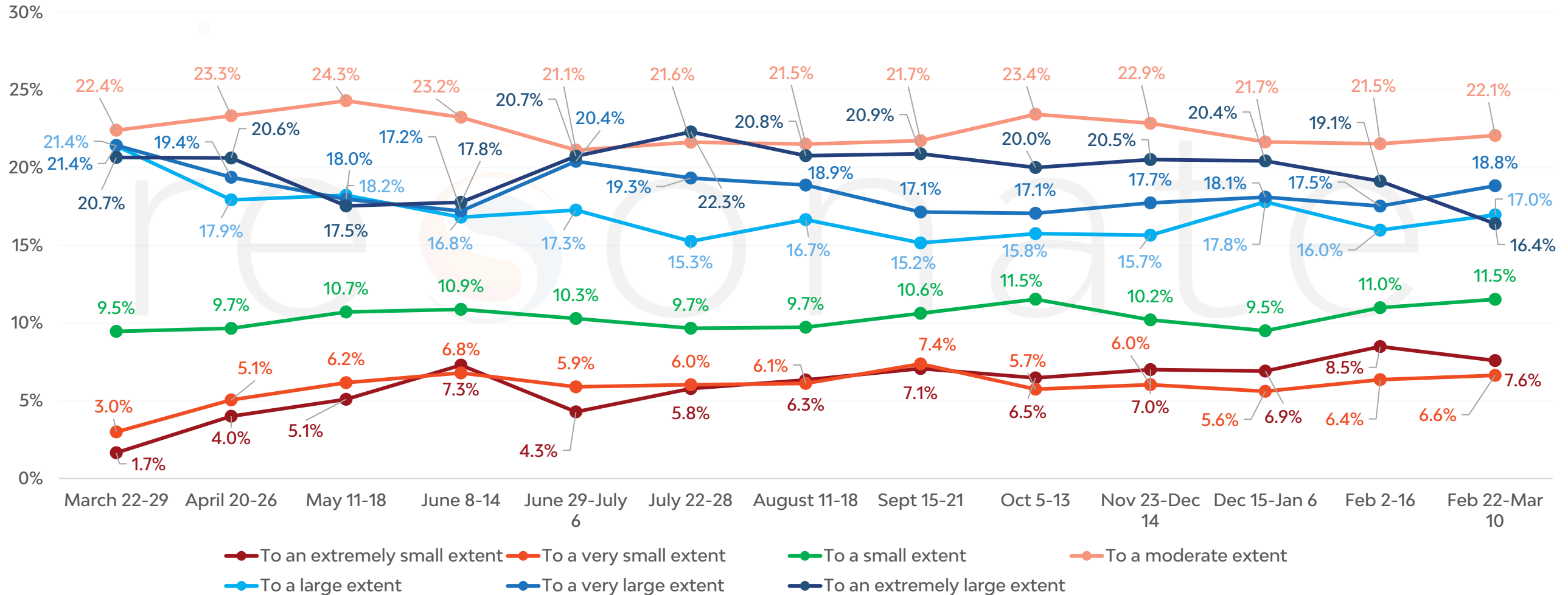
+2.8pts life will largely return to normal < 6 months



GENERAL

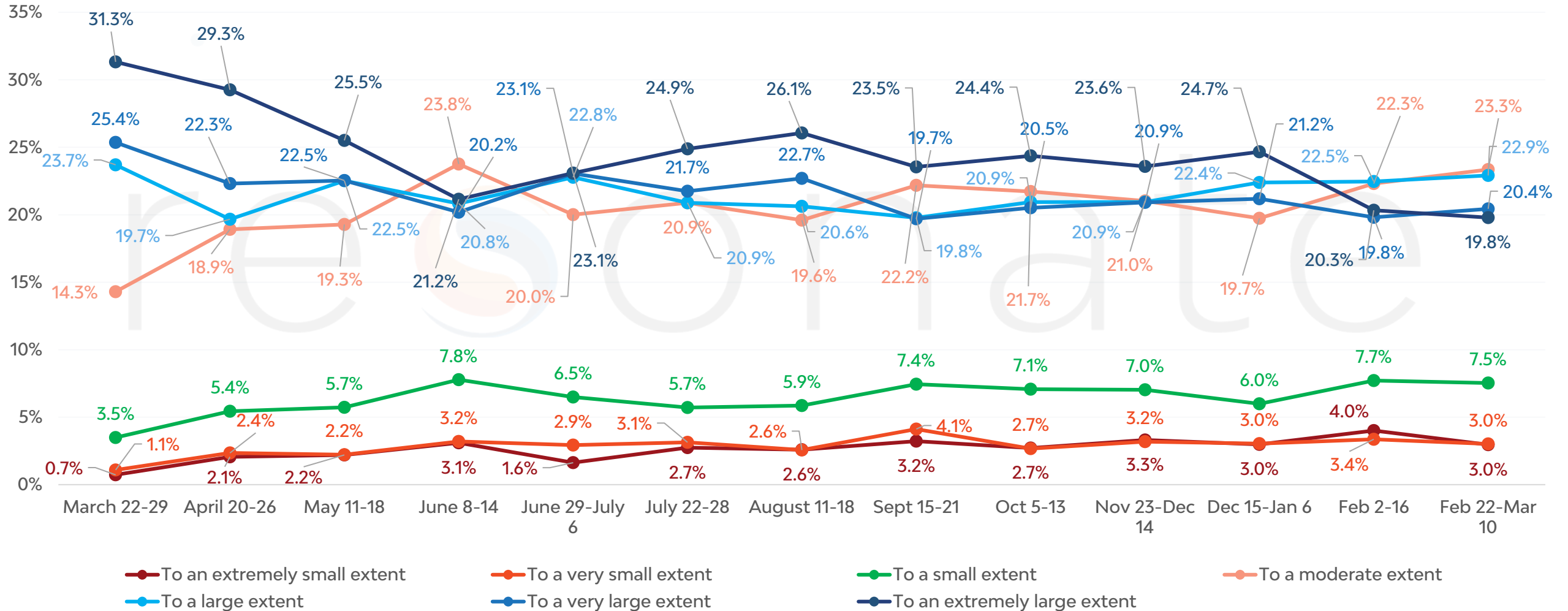
Overall, to what extent are you concerned about the **health-related consequences** of the coronavirus situation?

-2.7 pts concerned about the health consequences to an extremely large extent



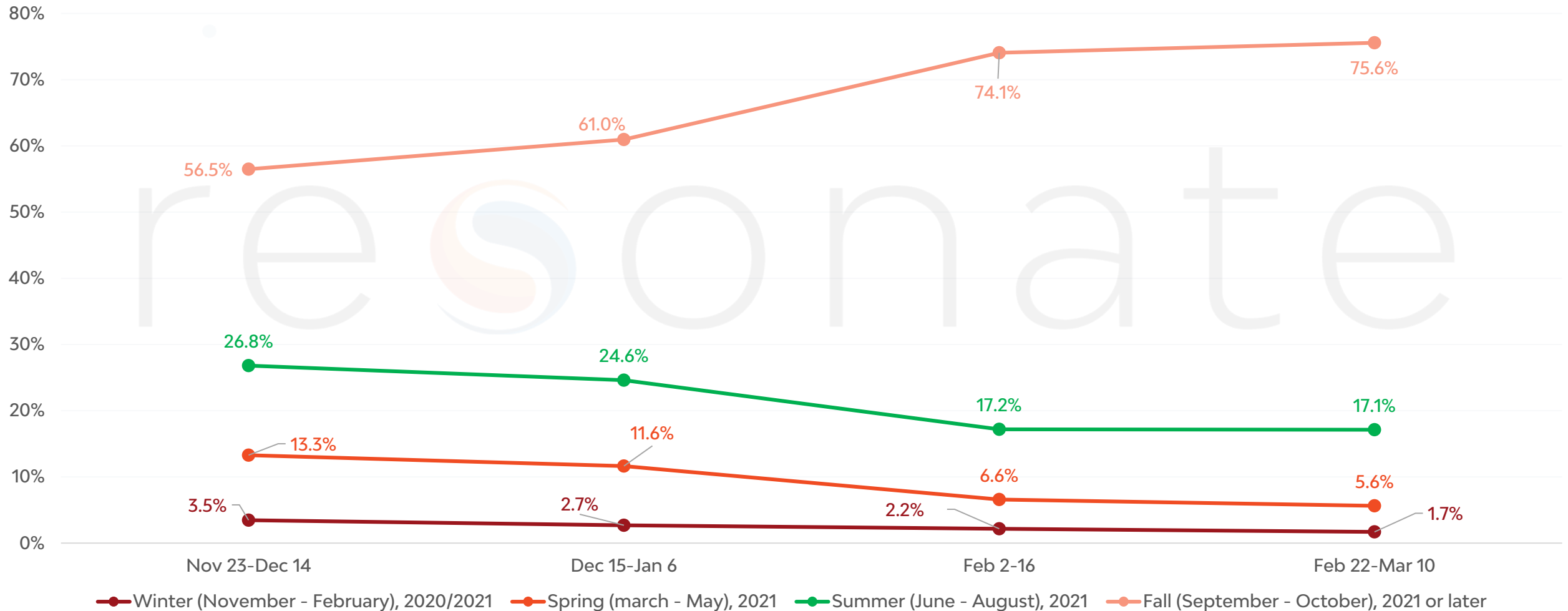
GENERAL

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



GENERAL

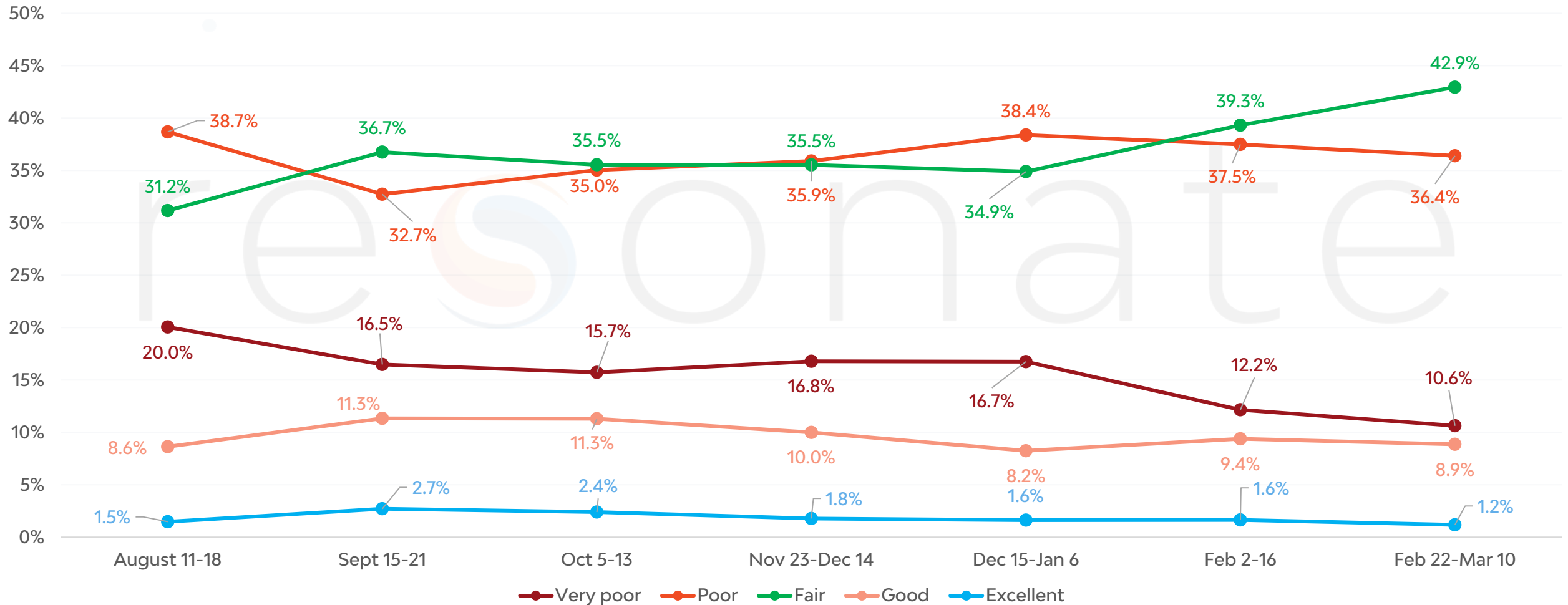
When do you believe the **United States economy will return to "normal**, as it was before the coronavirus situation began?



GENERAL

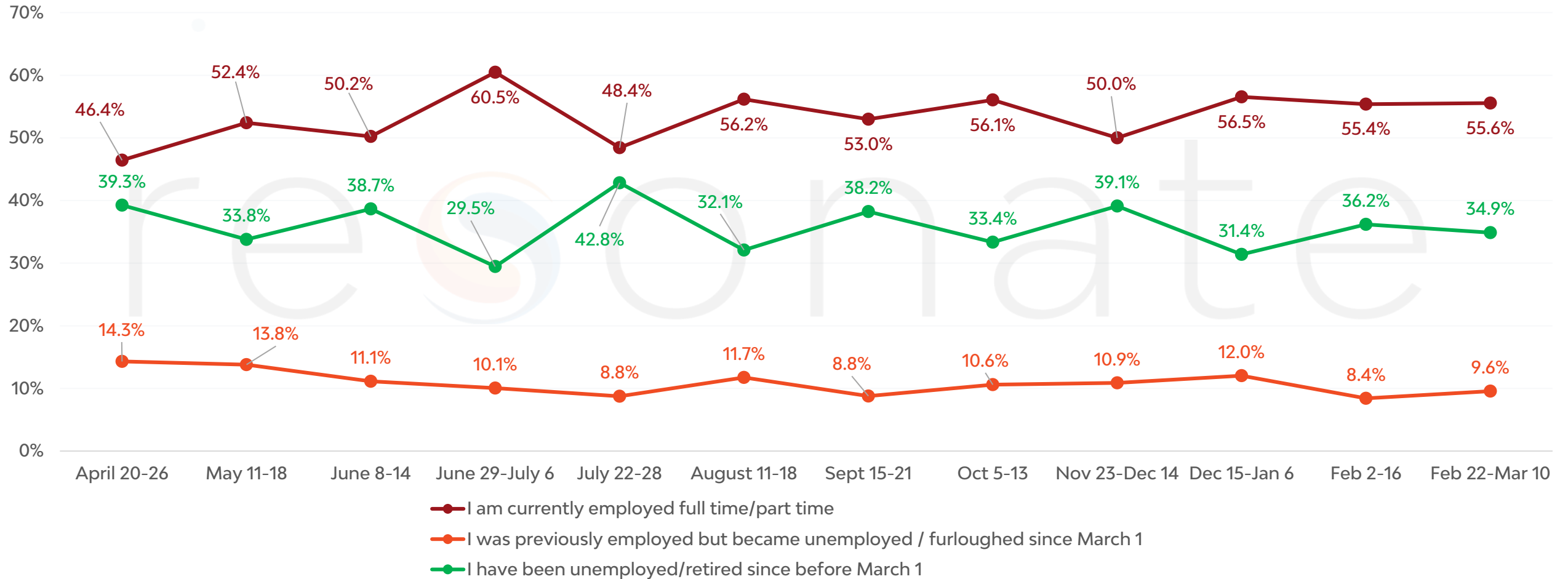
What is the current quality of the **United States economy**?

-5.7 pts from Dec. to March, consumers who believe economy is poor



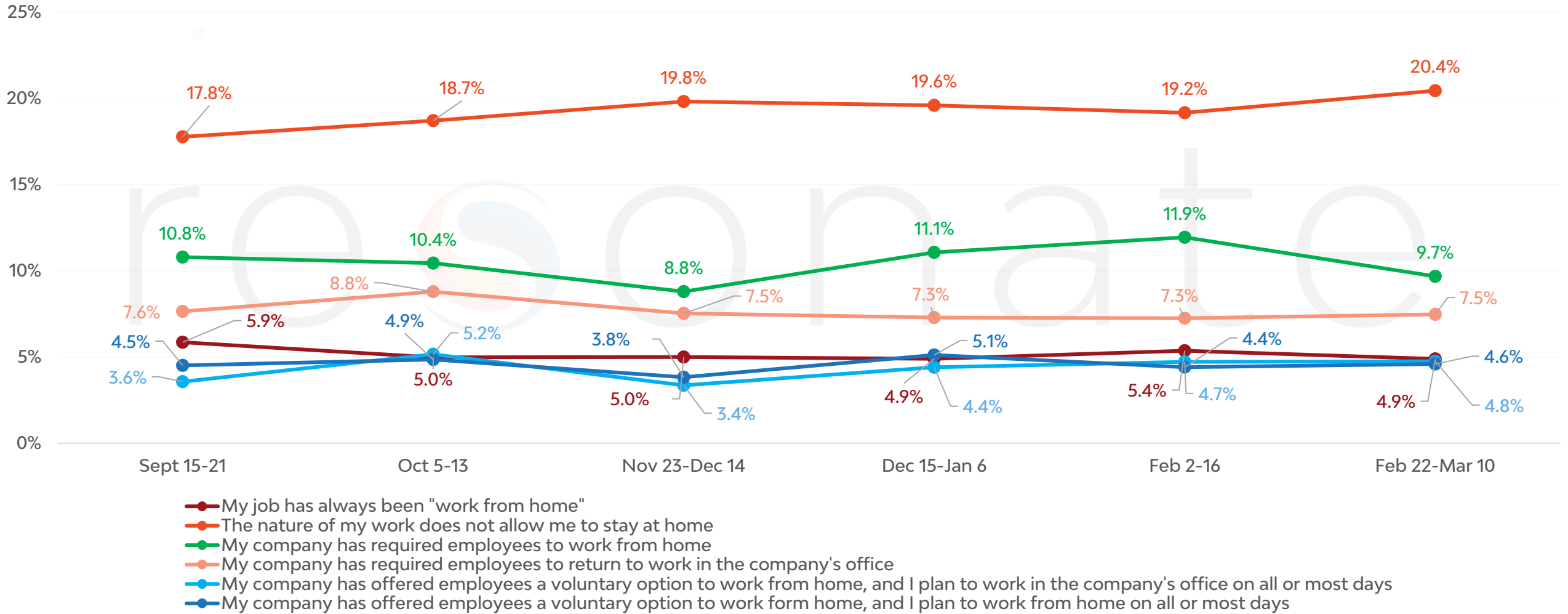
GENERAL

Which of the following best describes **your employment status**?



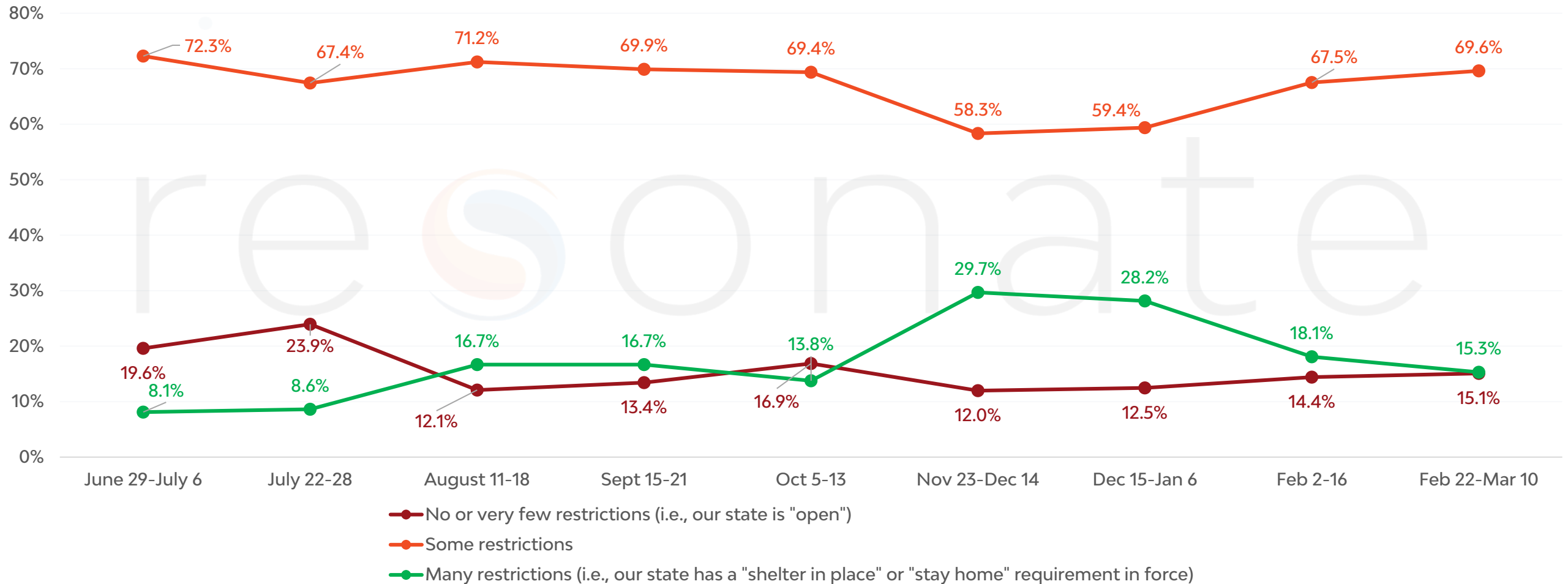
GENERAL

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



GENERAL

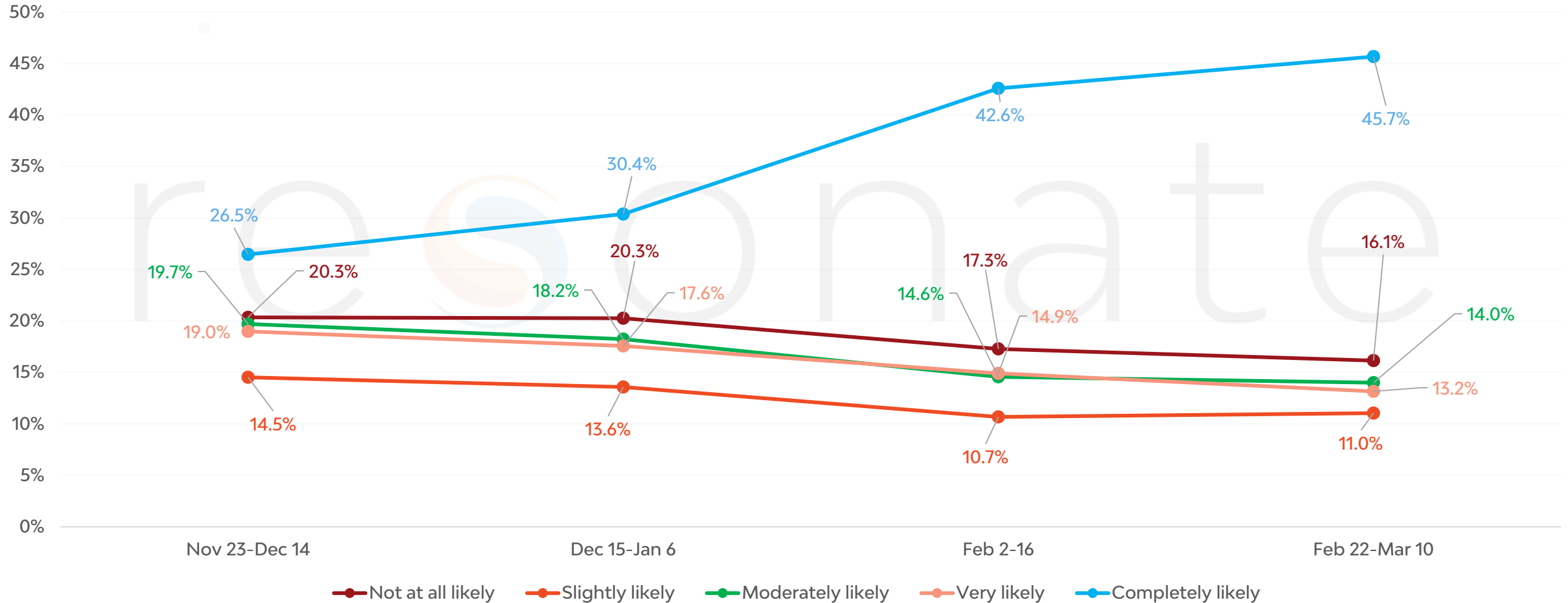
Which of the following statements best describes **the current status of coronavirus restrictions** in your state?



VACCINE

How likely are you to take the coronavirus vaccine, after it becomes available?

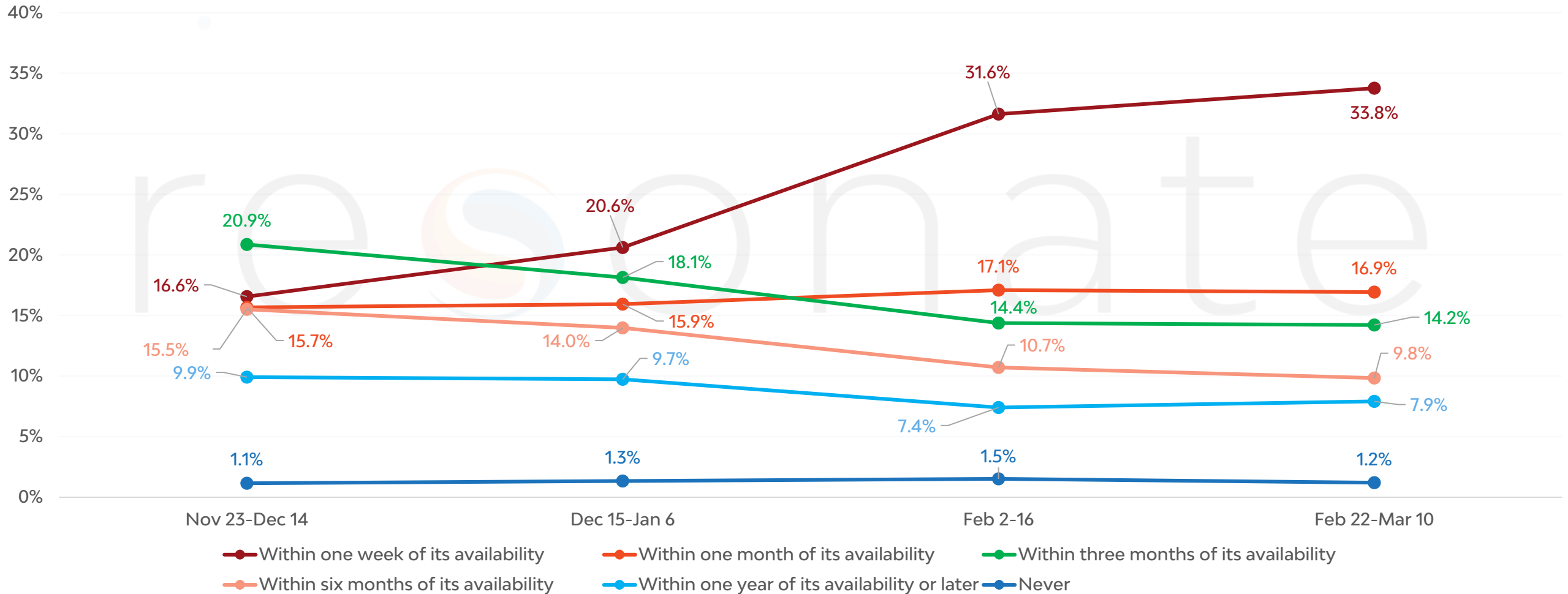
+3.1pts completely likely to get the vaccine



VACCINE

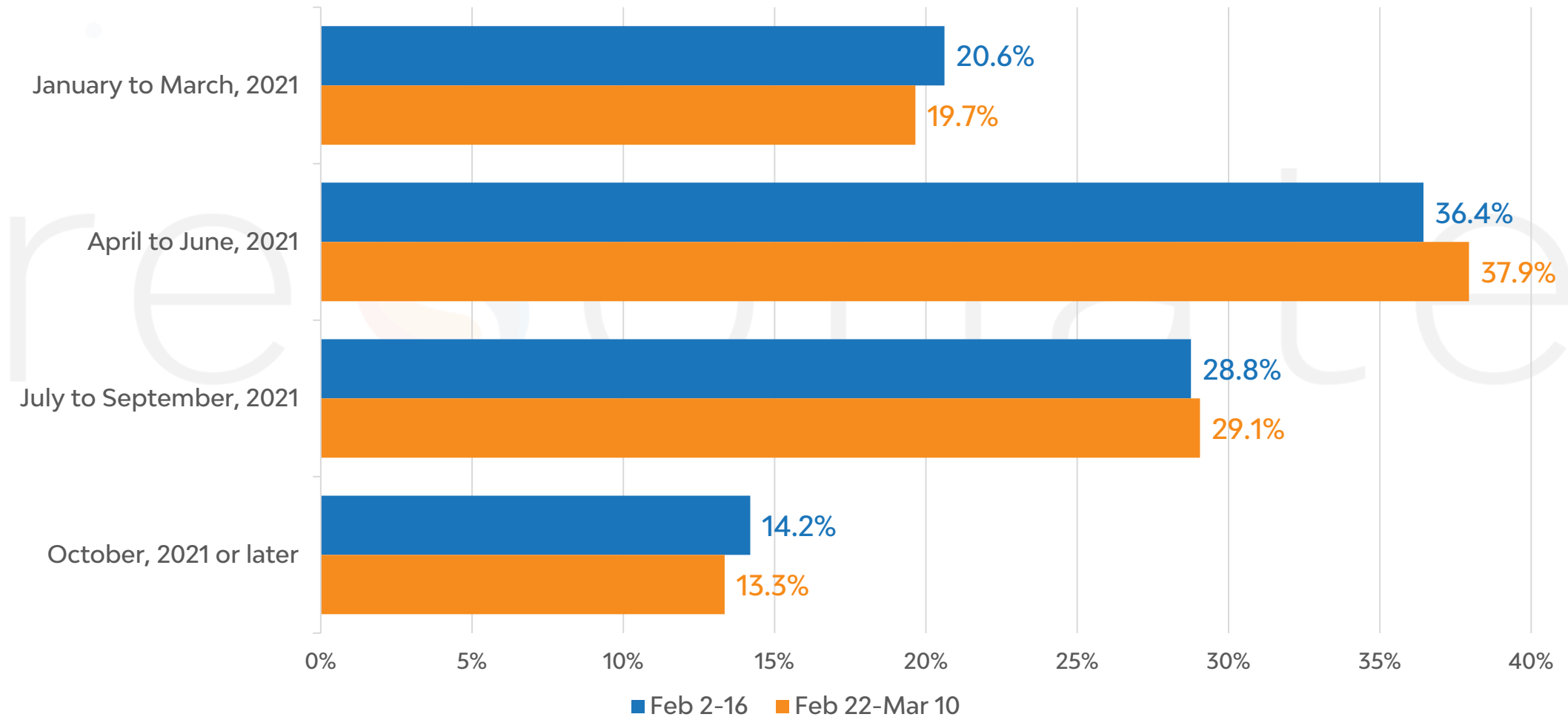
How soon after the vaccine for the coronavirus becomes available will you want to take it?

+2.2pts will get the vaccine within one week of availability



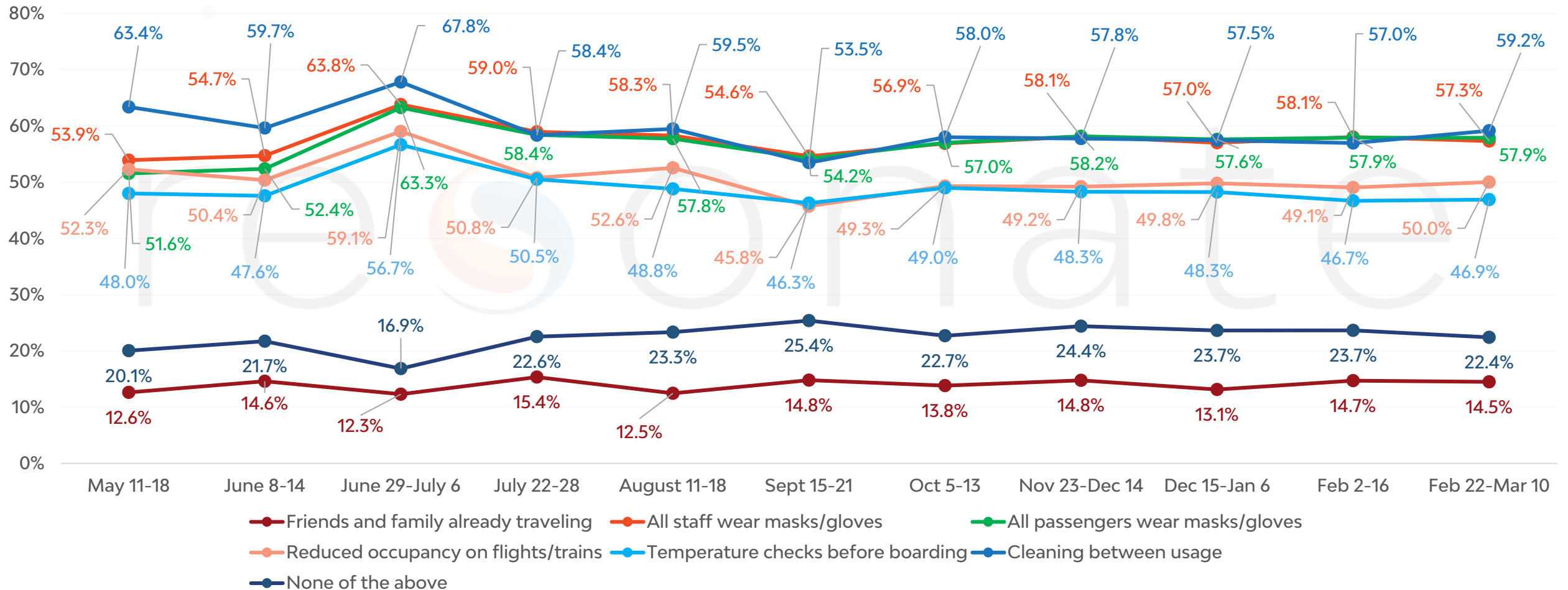
VACCINE

When do you anticipate that a **vaccine for the coronavirus** will become available to **the general public**?



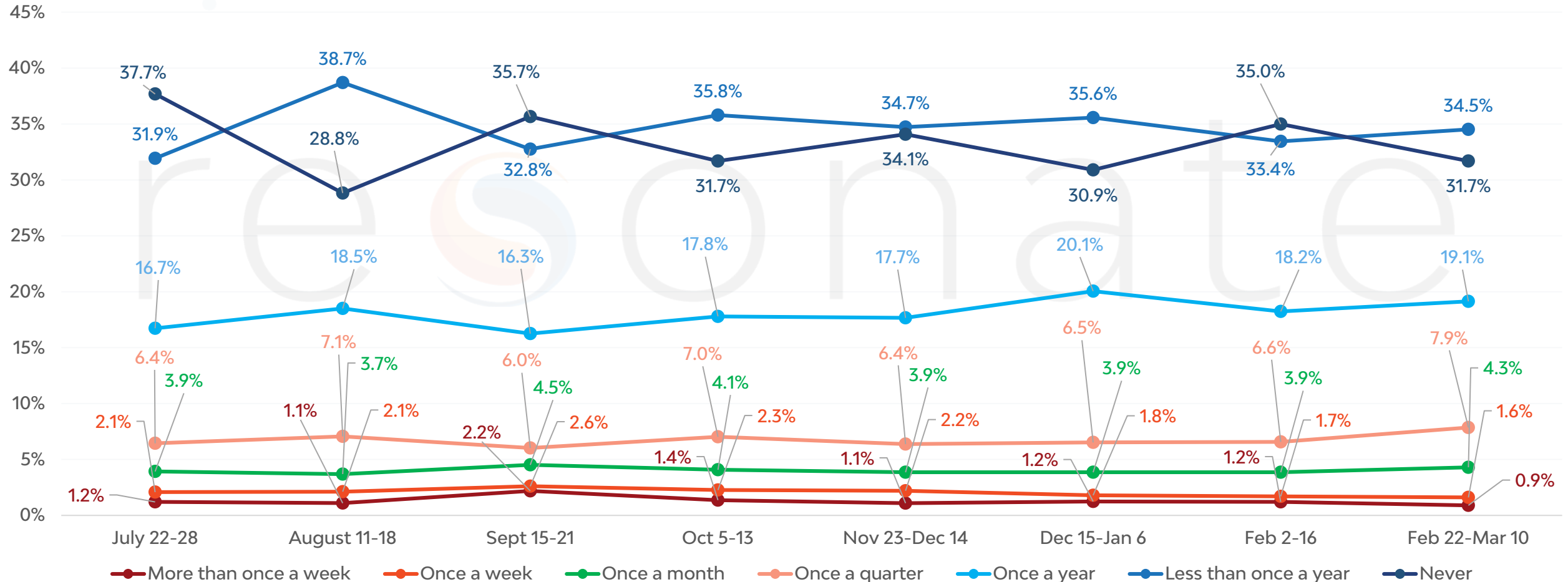
TRAVEL & TRANSPORTATION

Which of the following are necessary to take place for your travel (both leisure and business) to return to normal?



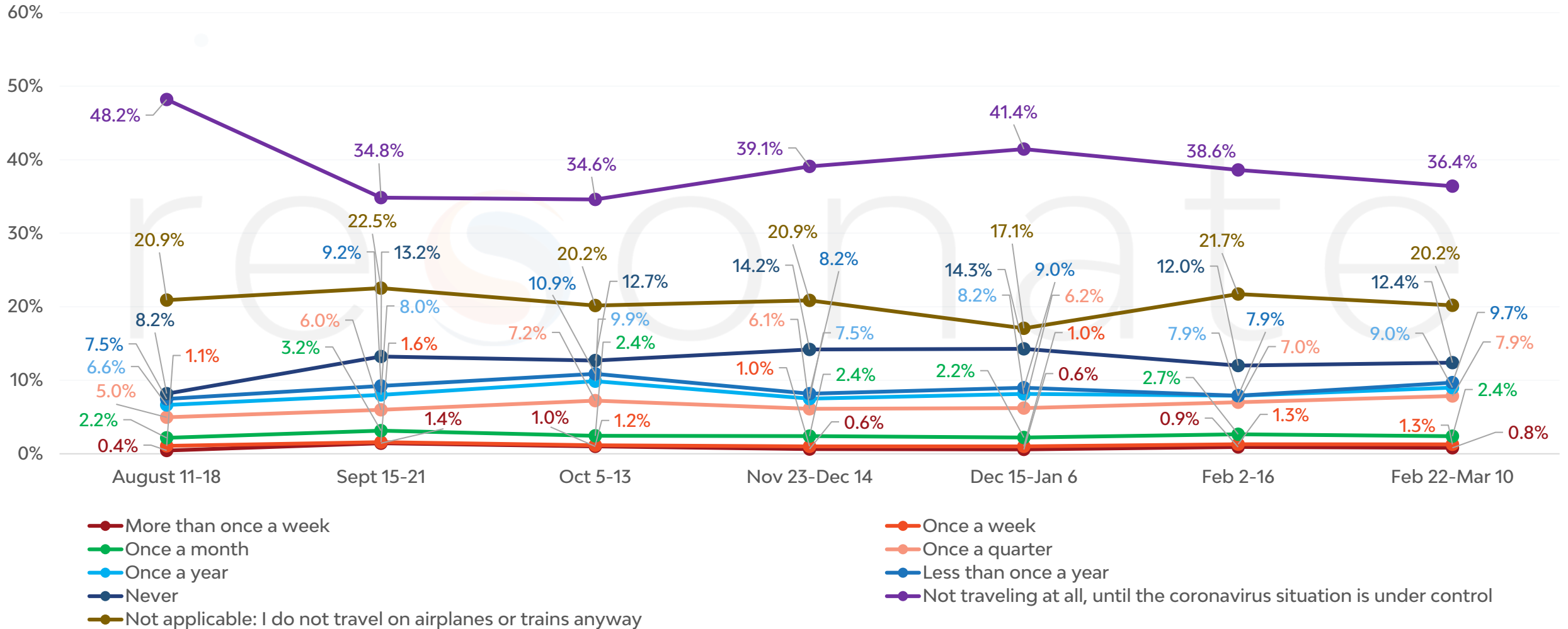
TRAVEL & TRANSPORTATION

How frequently will you **visit a theme park** (e.g., Universal Studios, Disney World, Six Flags, etc.), when all the restrictions in your state related to the coronavirus situation were/are removed?



TRAVEL & TRANSPORTATION

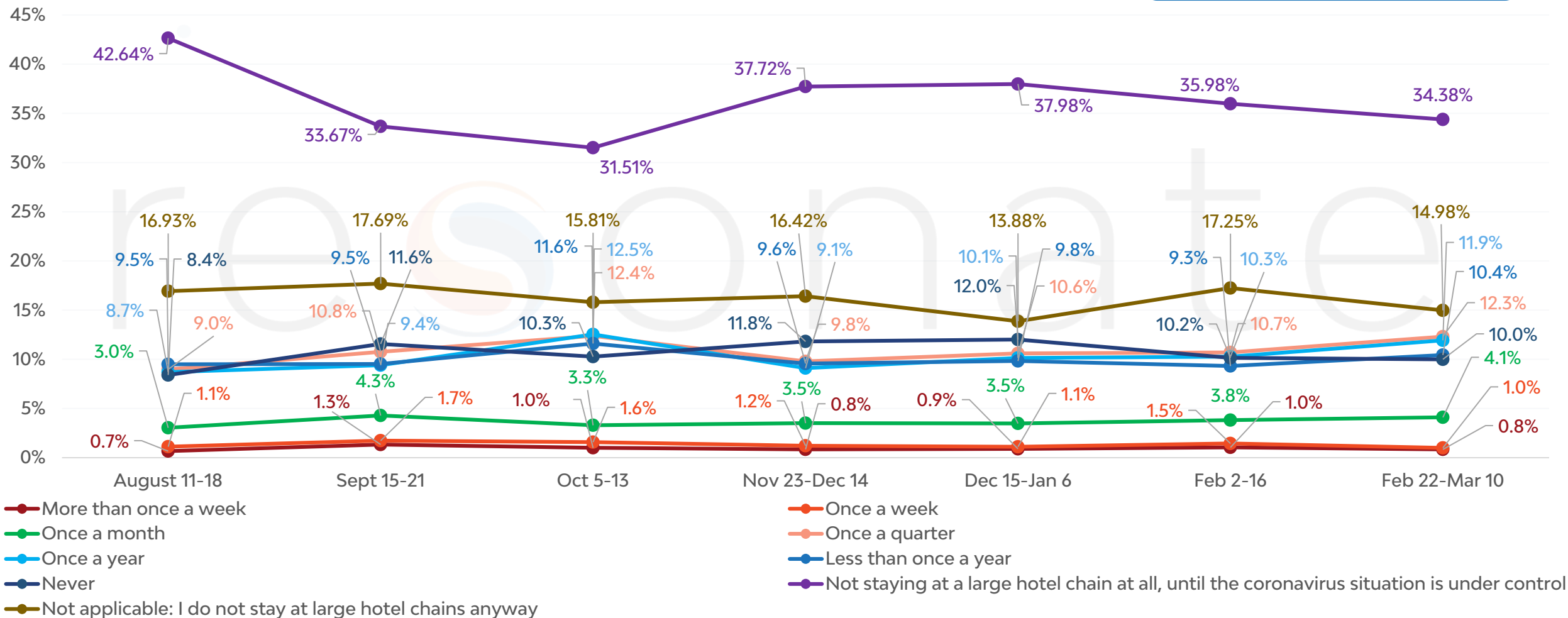
How frequently are you now **traveling on an airplane or train**?



TRAVEL & TRANSPORTATION

How frequently are you now **staying at a large hotel chain?**

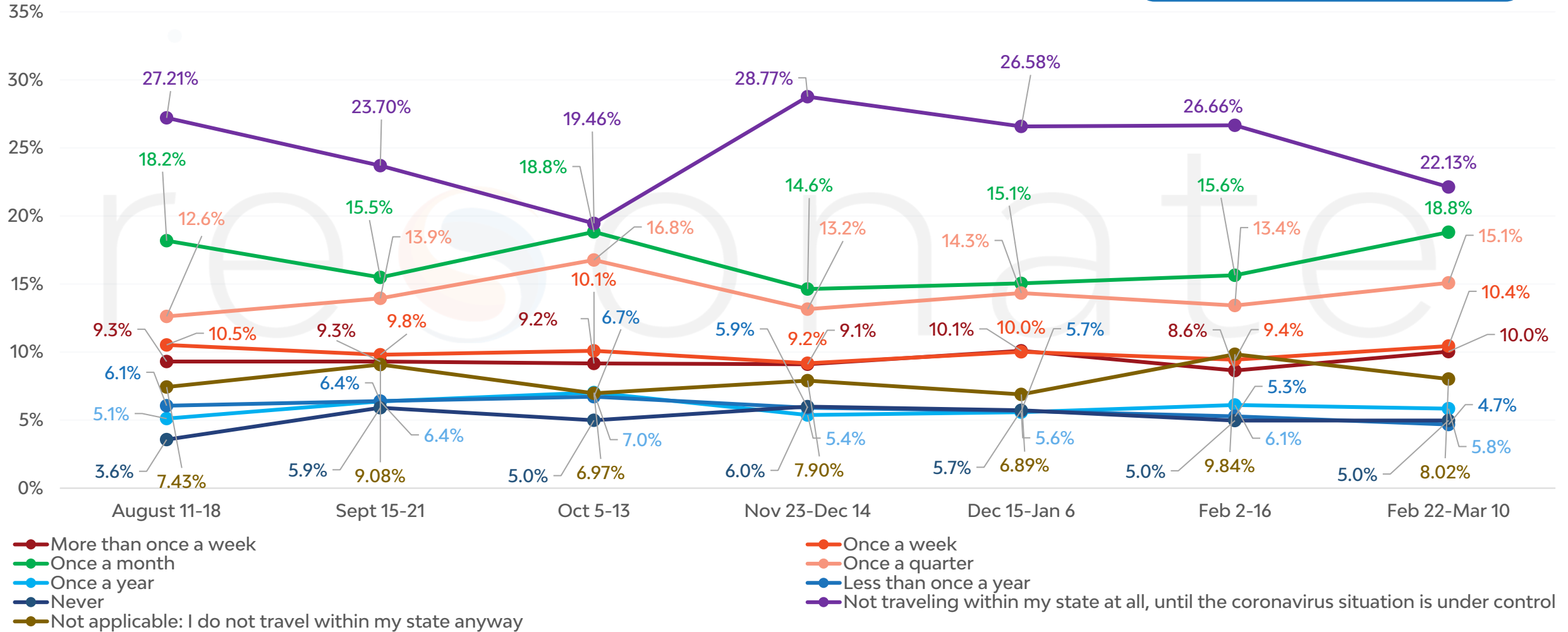
-1.6pts not staying at a large hotel chain



TRAVEL & TRANSPORTATION

How frequently are you now **traveling within your state**?

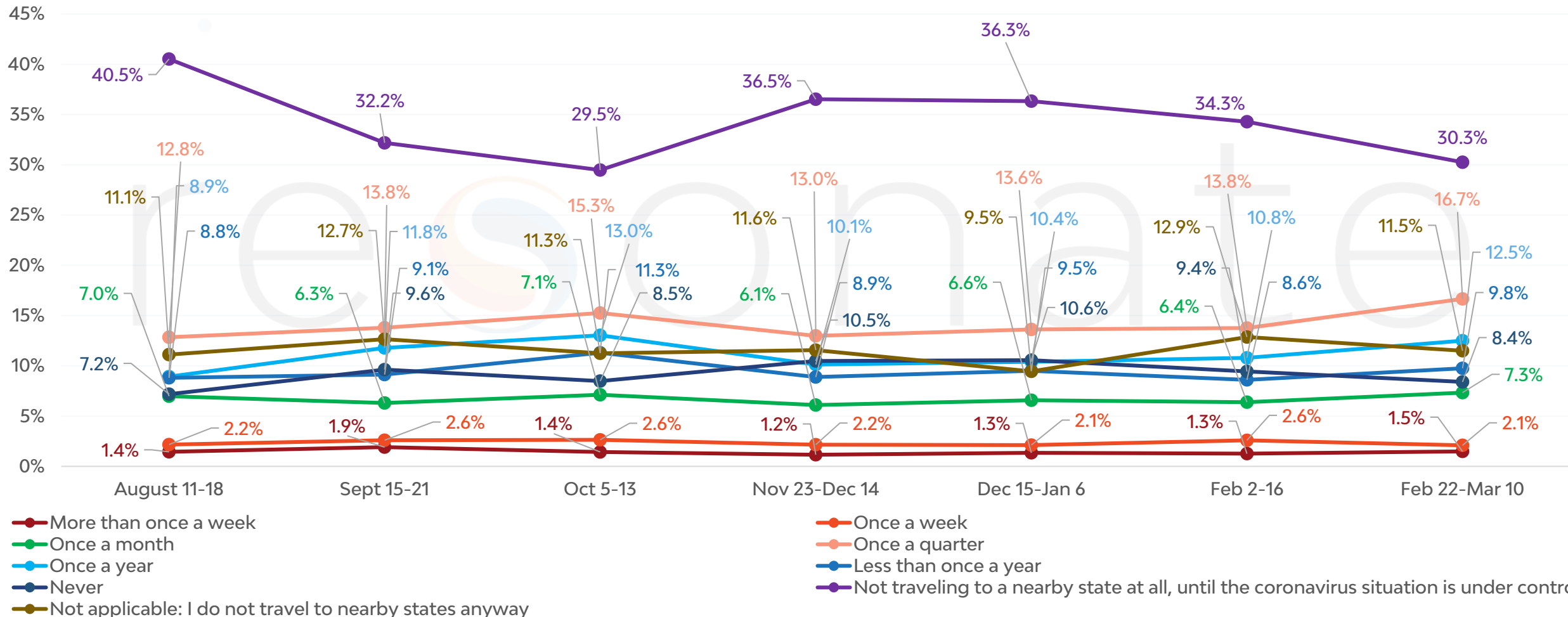
-4.6pts not traveling in-state



TRAVEL & TRANSPORTATION

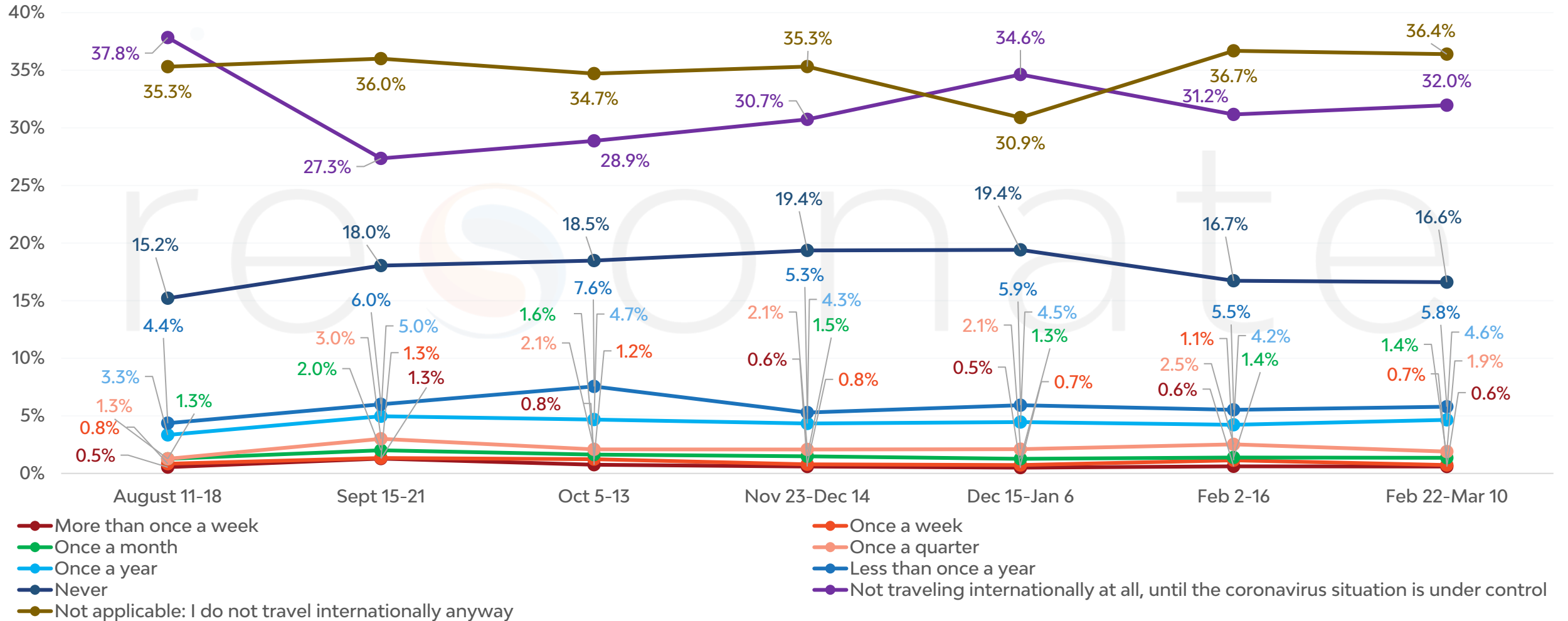
How frequently are you now **traveling to a different state?**

-4pts not traveling to nearby states



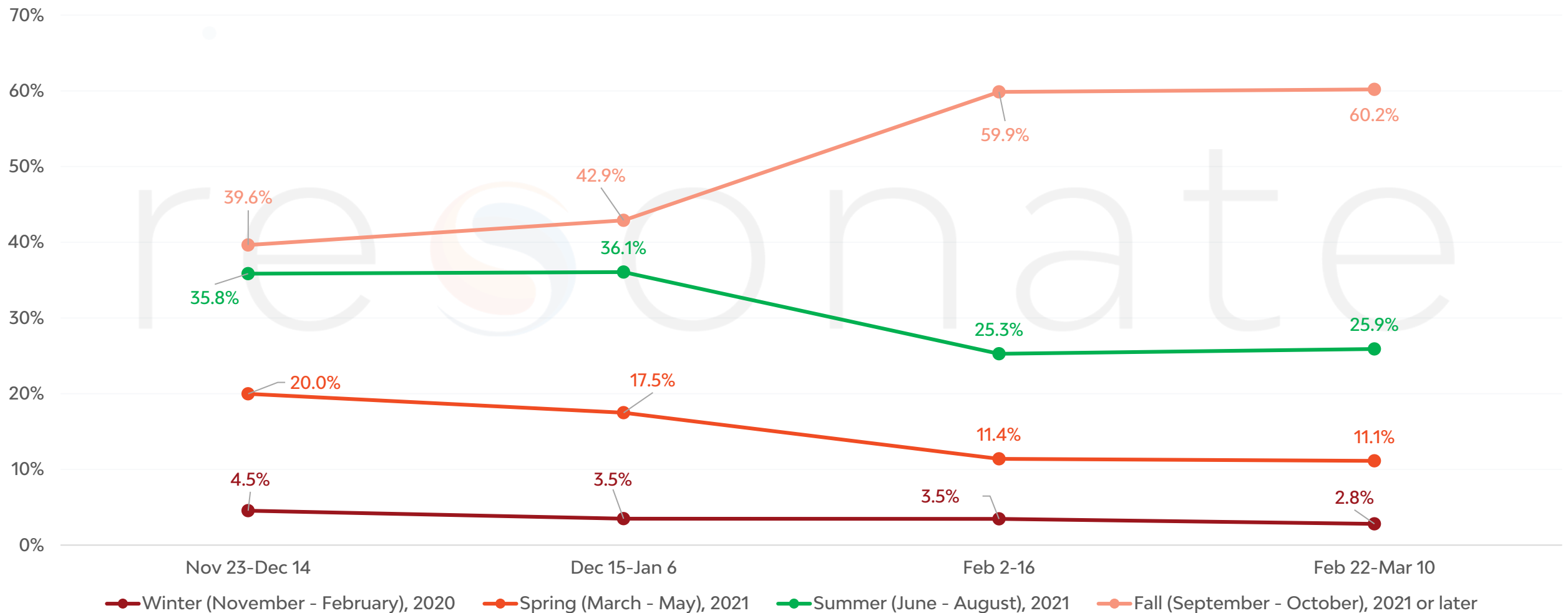
TRAVEL & TRANSPORTATION

How frequently are you now **traveling internationally**?



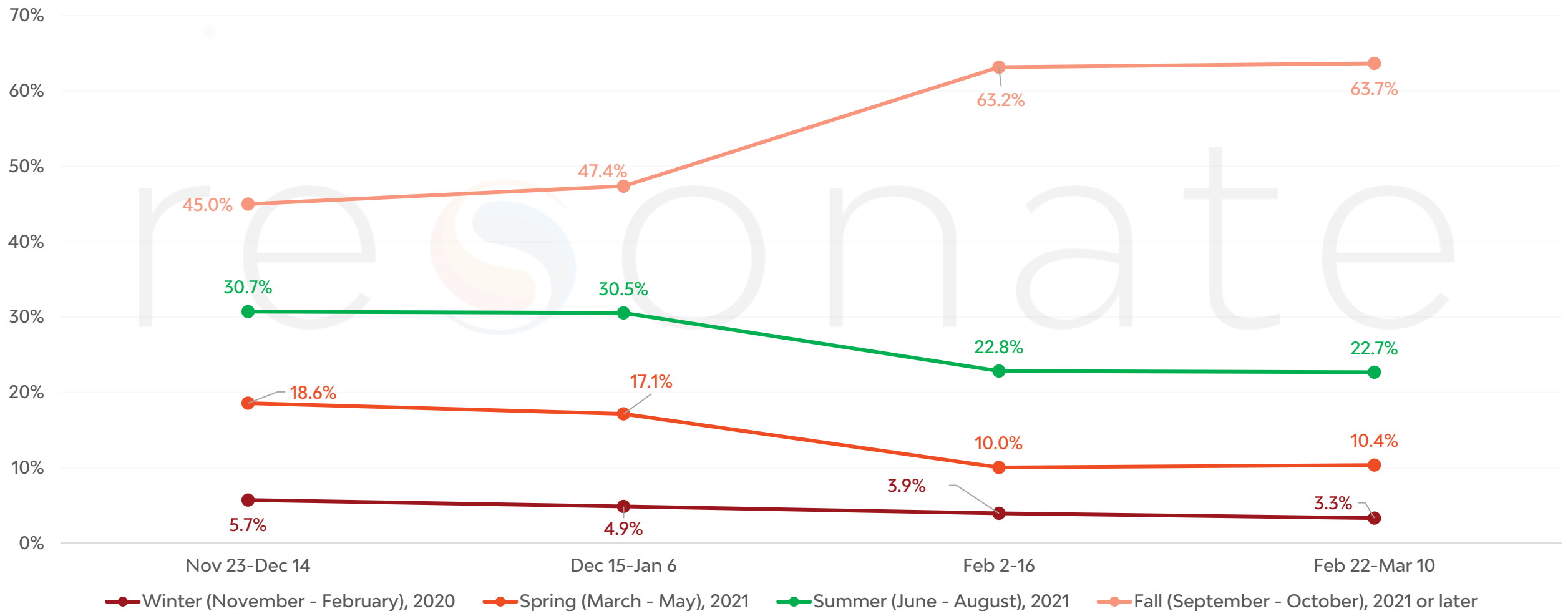
TRAVEL & TRANSPORTATION

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



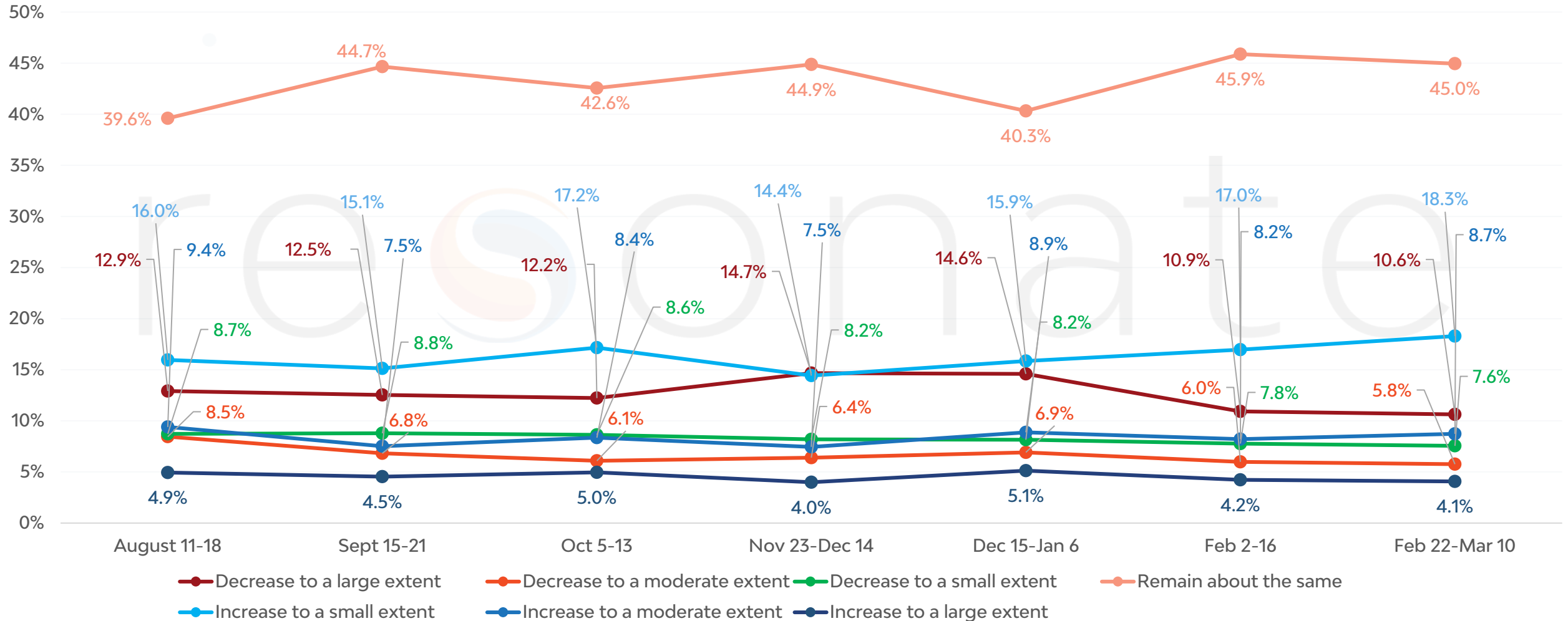
TRAVEL & TRANSPORTATION

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



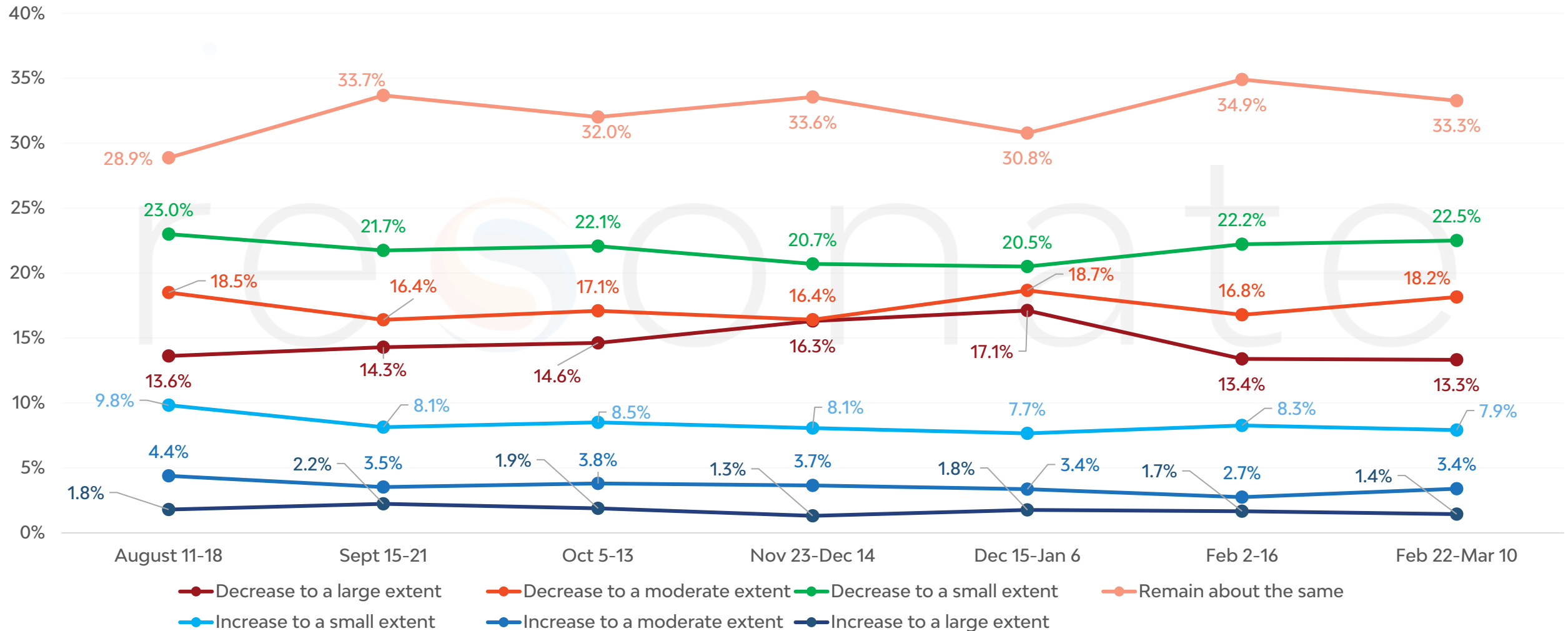
FINANCIAL

As a result of the coronavirus situation, how have you changed your financial habit of: **saving**



FINANCIAL

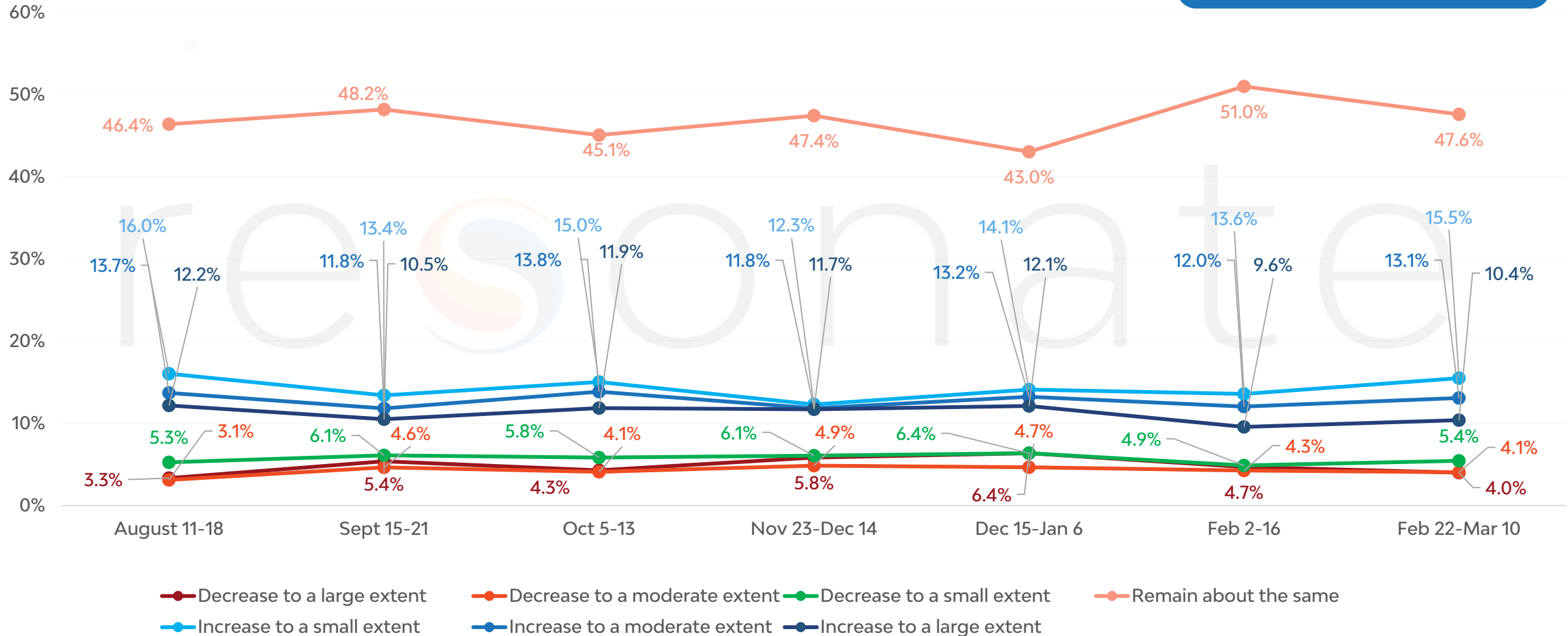
As a result of the coronavirus situation, how have you changed your financial habit of: **spending**



FINANCIAL

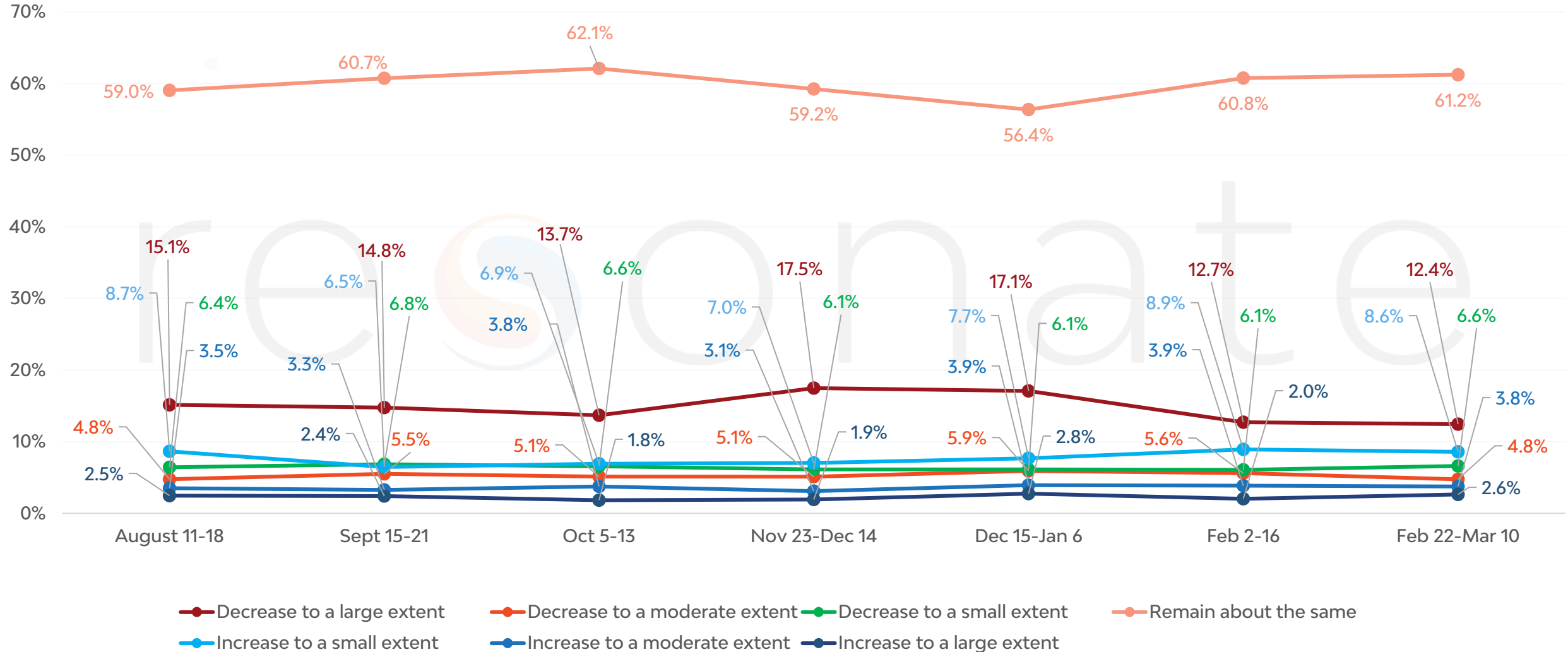
As a result of the coronavirus situation, how have you changed your financial habit of: **budgeting and monitoring expenses**

+3.8 pts increasing budgeting to a large extent



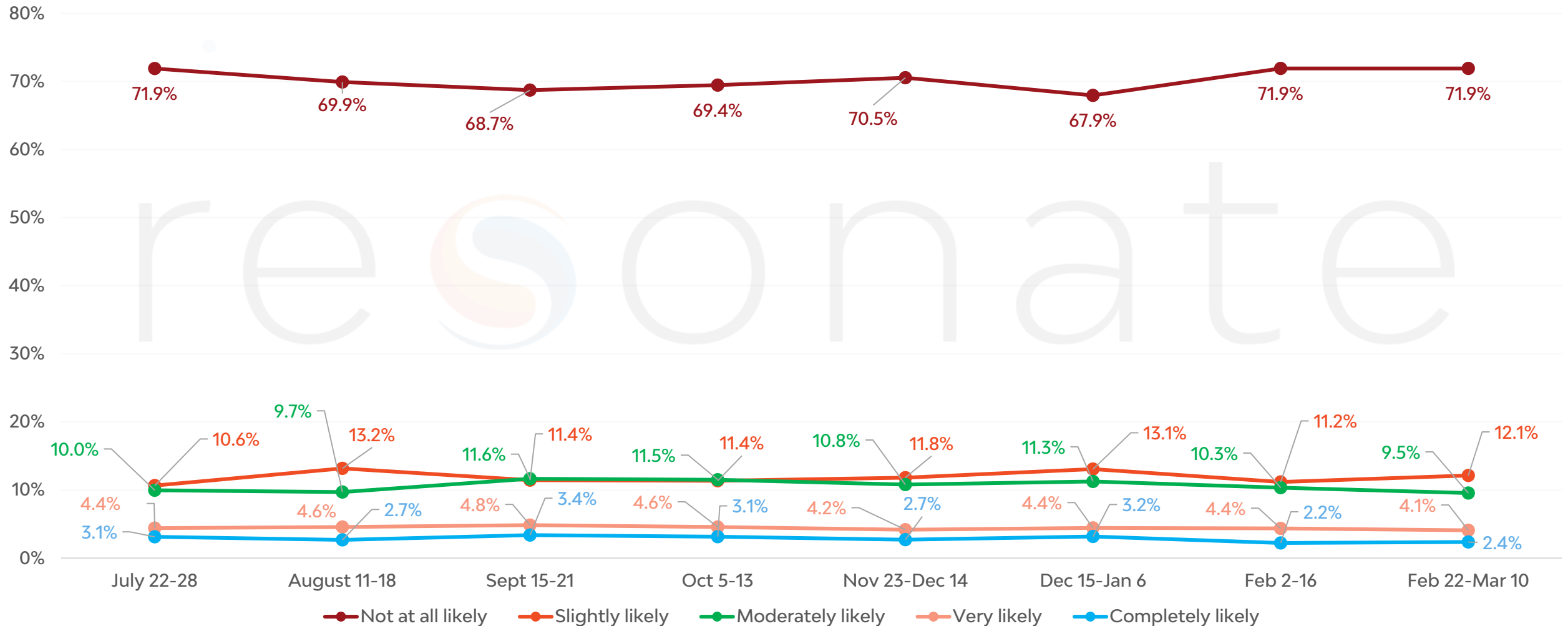
FINANCIAL

As a result of the coronavirus situation, how have you changed your financial habit of: **investing for retirement**



FINANCIAL

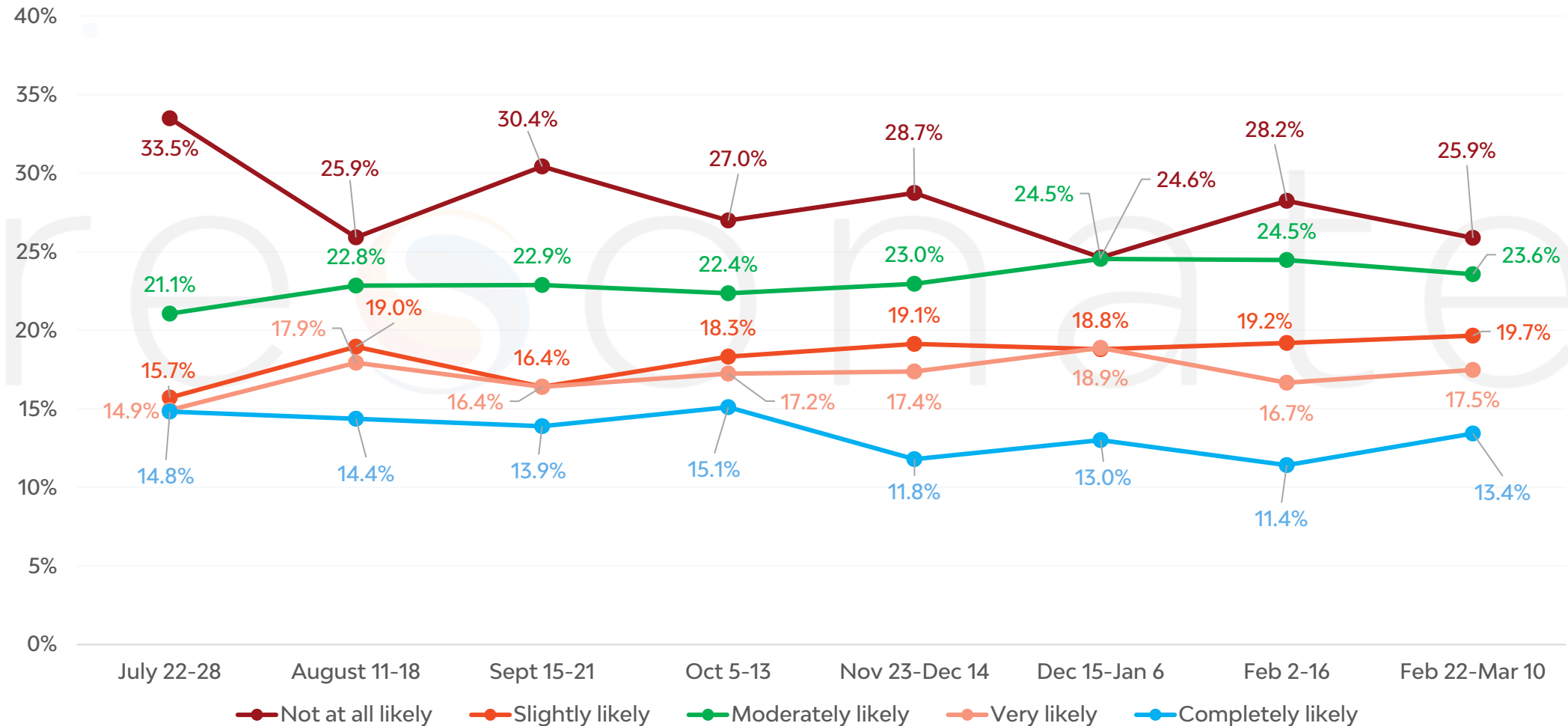
How likely are you to **apply for a new credit card**, because of the coronavirus situation?



FINANCIAL

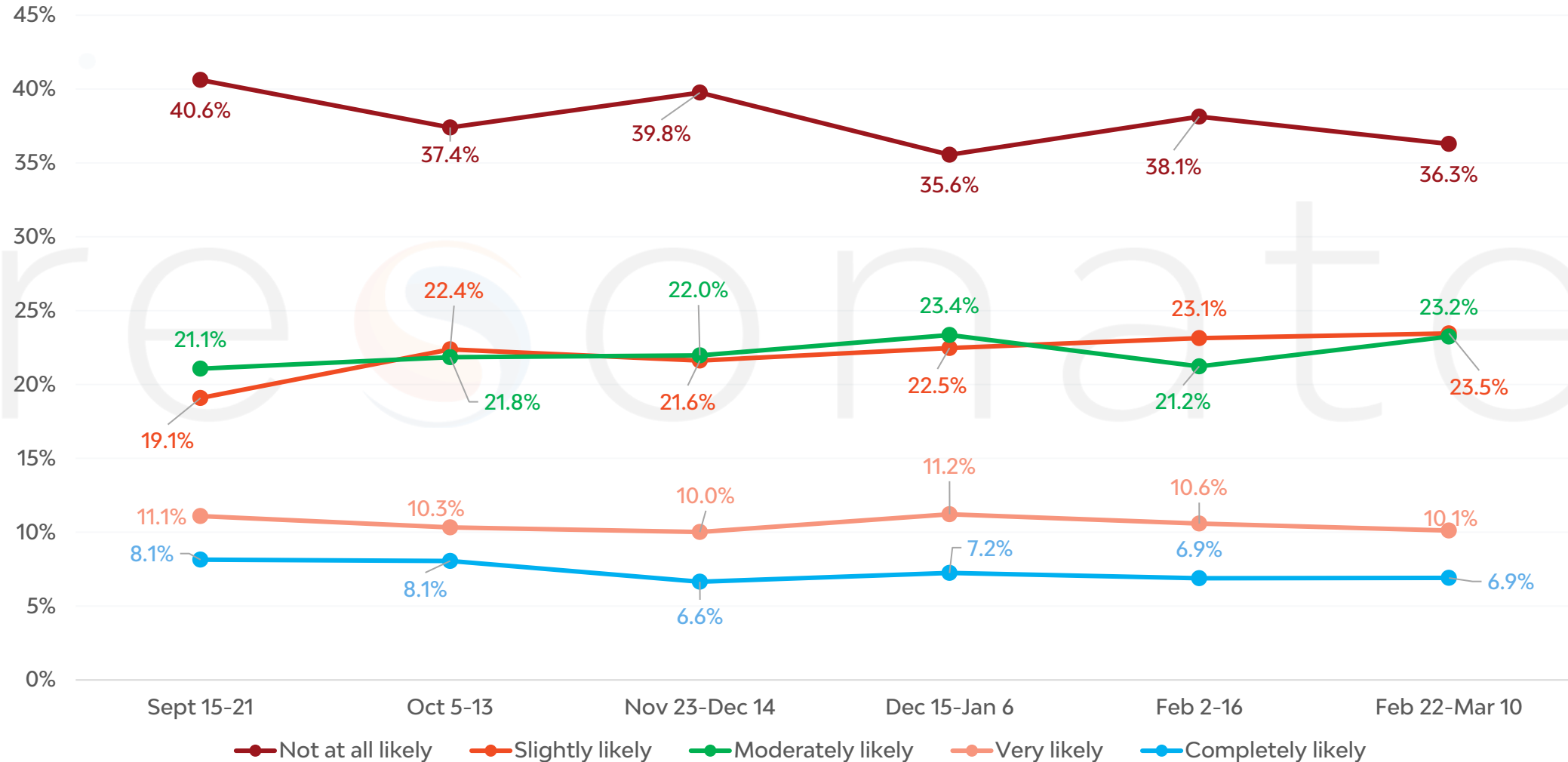
How likely are you now to **use contactless payments** (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases, because of the coronavirus situation?

+2pts completely likely to use contactless payments



FINANCIAL

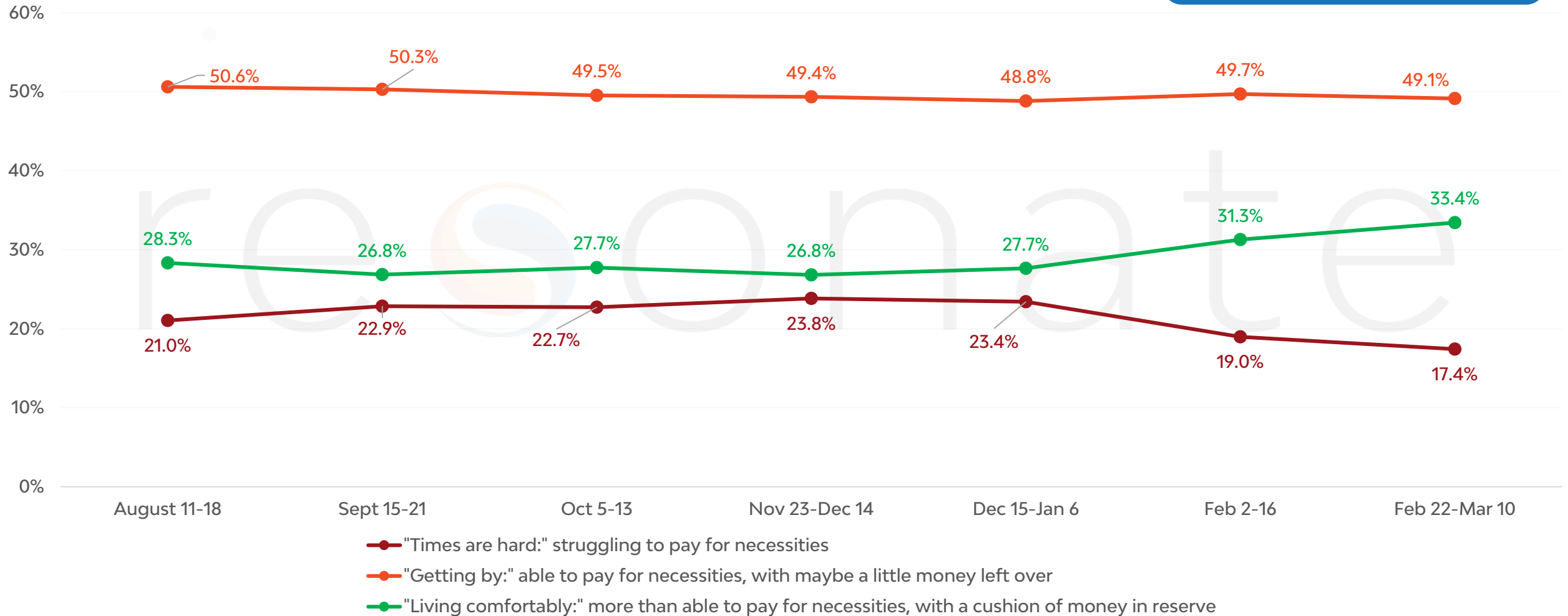
How likely were you to **use contactless payments** (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases, **before the onset of the coronavirus situation?**



FINANCIAL

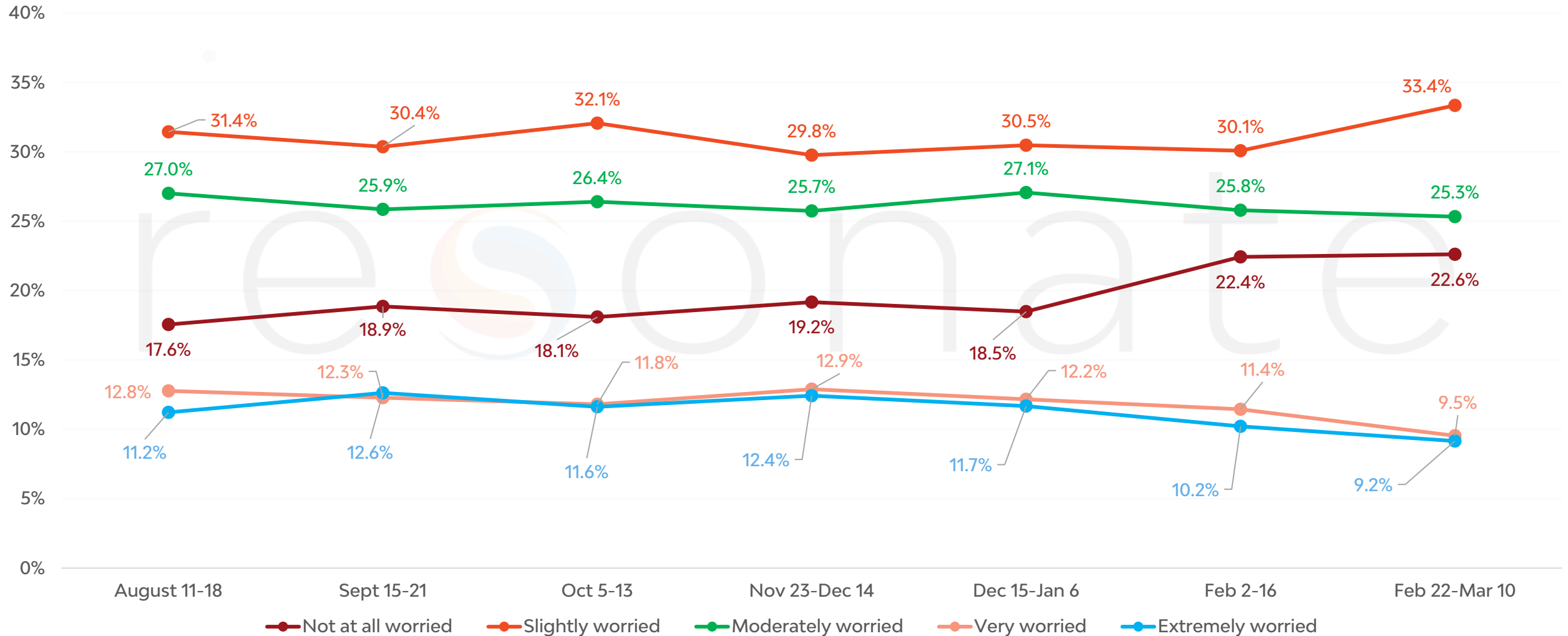
Which of the following statements best describes your own **personal financial situation**?

-1.6pts personal financial situation described as "times are hard"



FINANCIAL

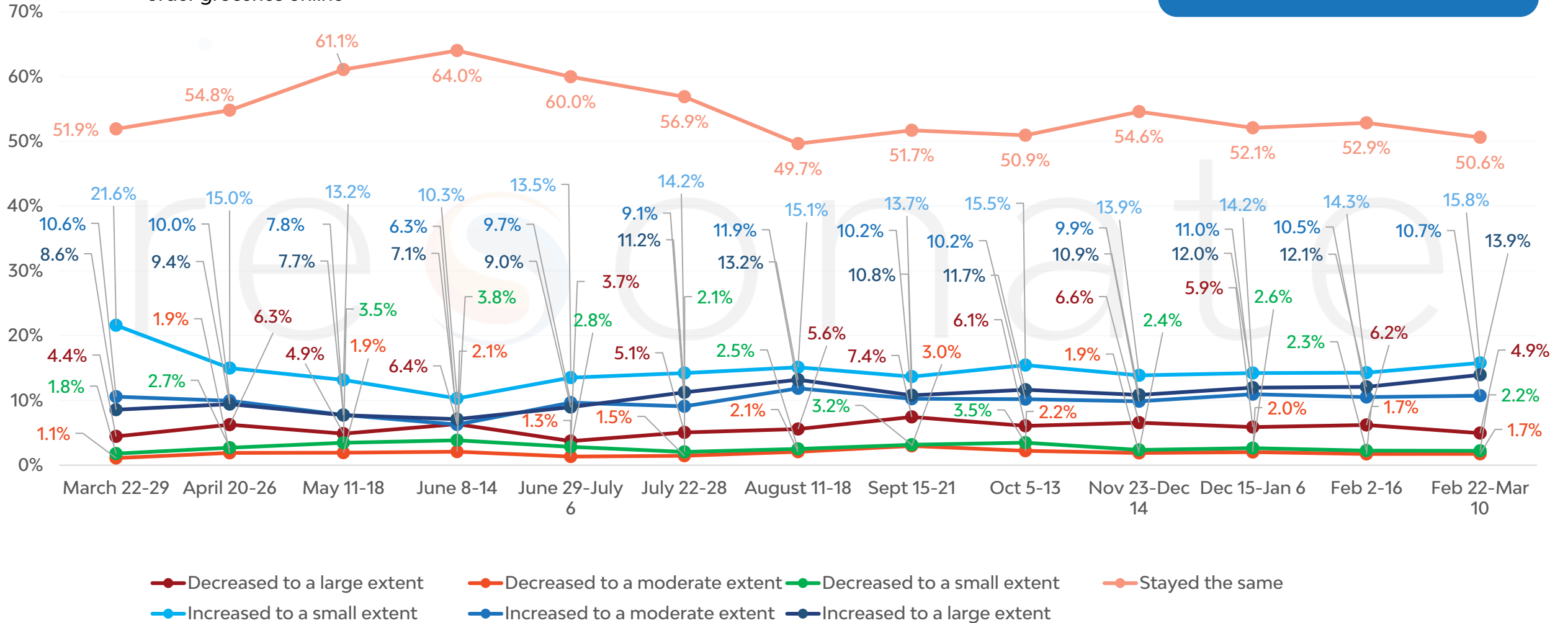
To what extent are you worried about your own household's financial situation?



RETAIL

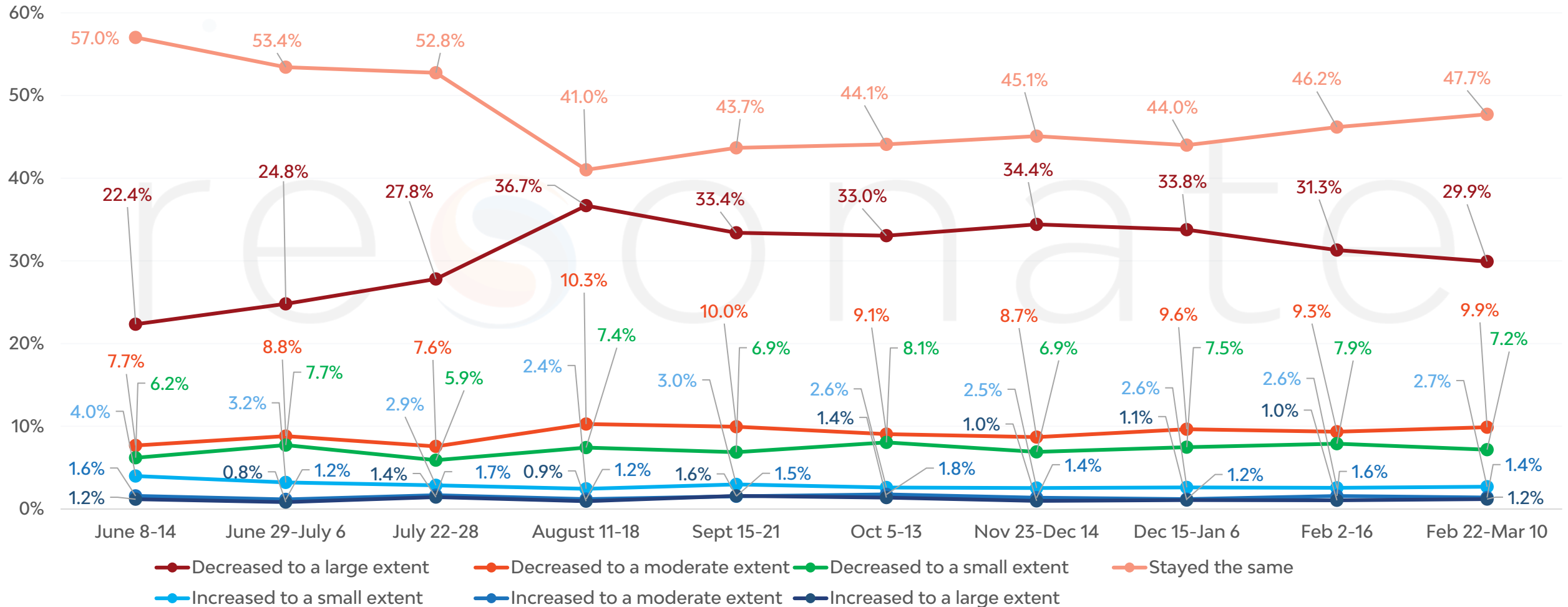
As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed:
order groceries online

+3.5 pts likelihood to order groceries online



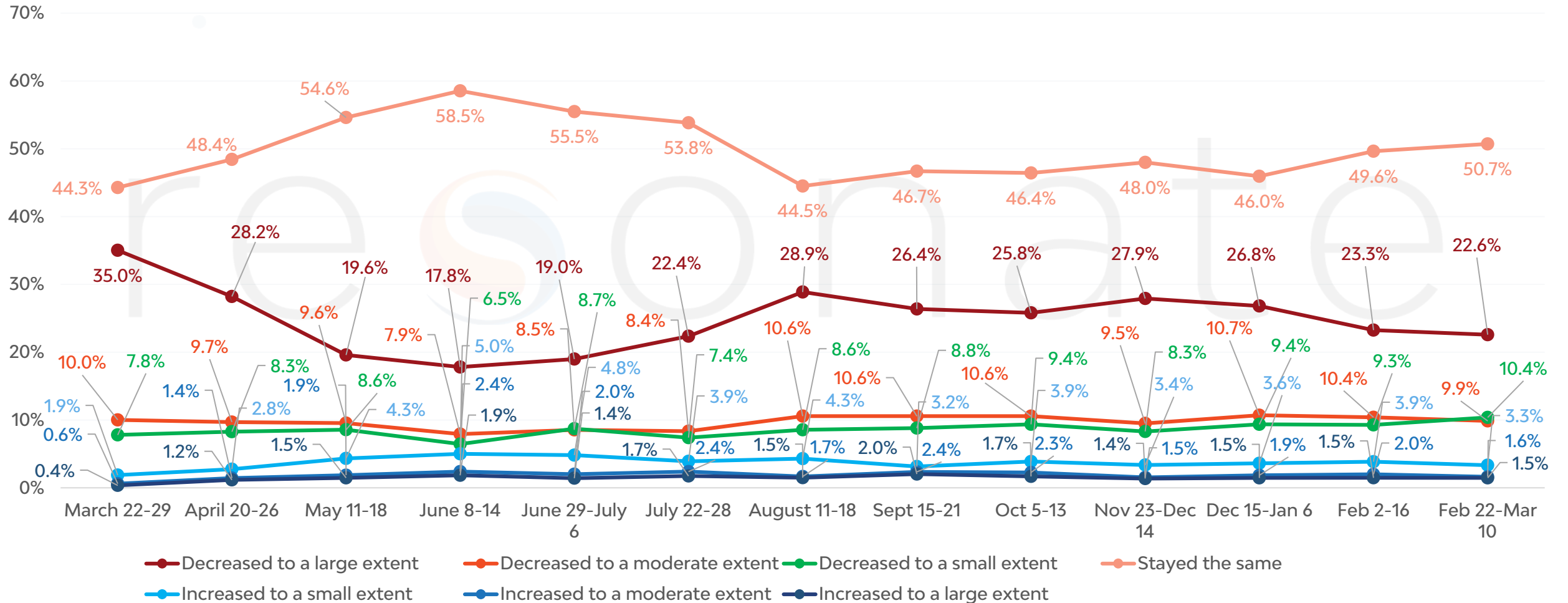
RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed:
purchase a "luxury" product (e.g., fine jewelry, designer clothing)



RETAIL

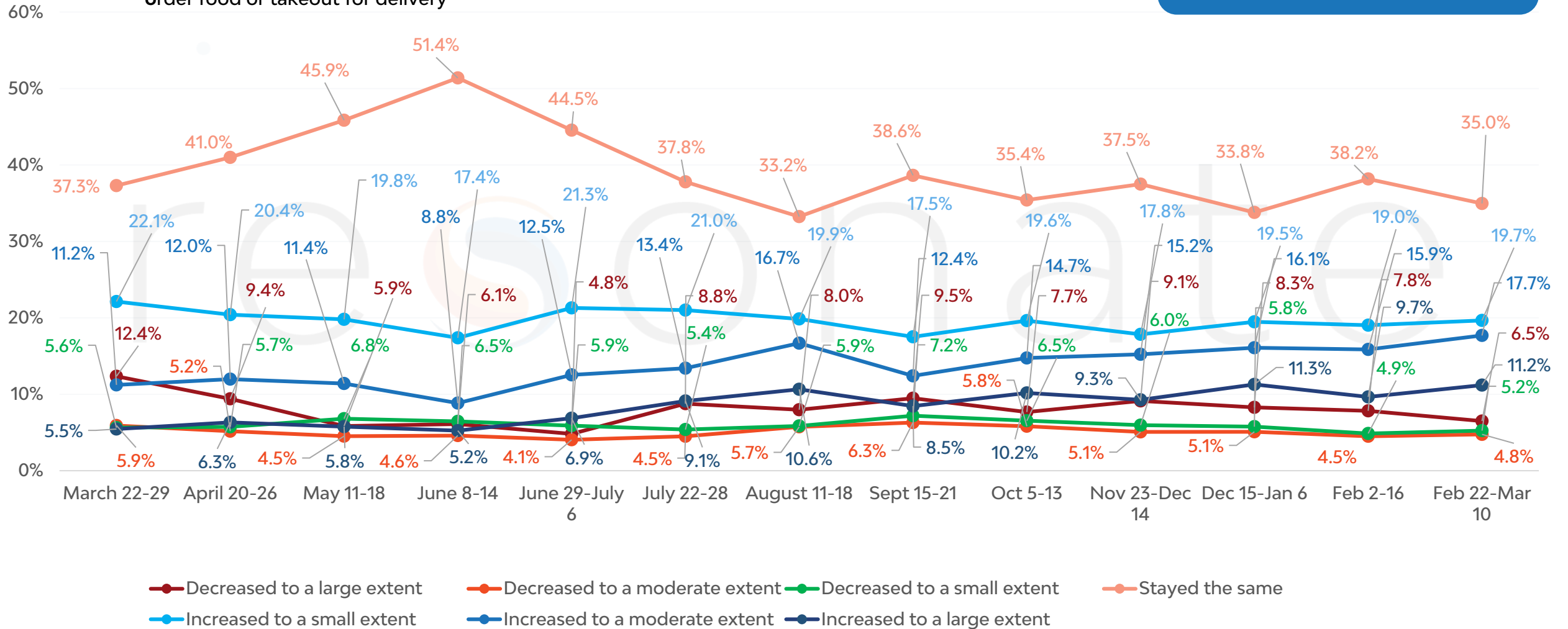
As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed:
make a major purchase (e.g., an automobile)



RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to do each of the following changed:
order food or takeout for delivery

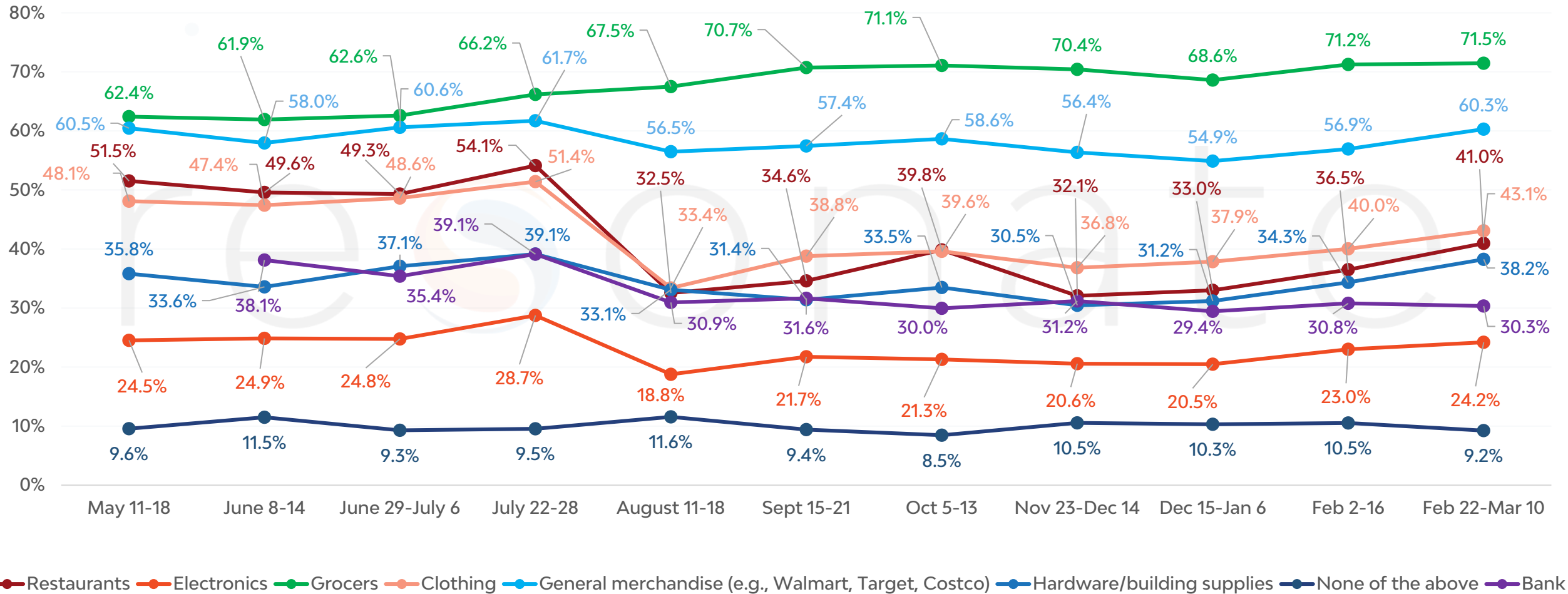
+4pts likelihood to order food or takeout for delivery



RETAIL

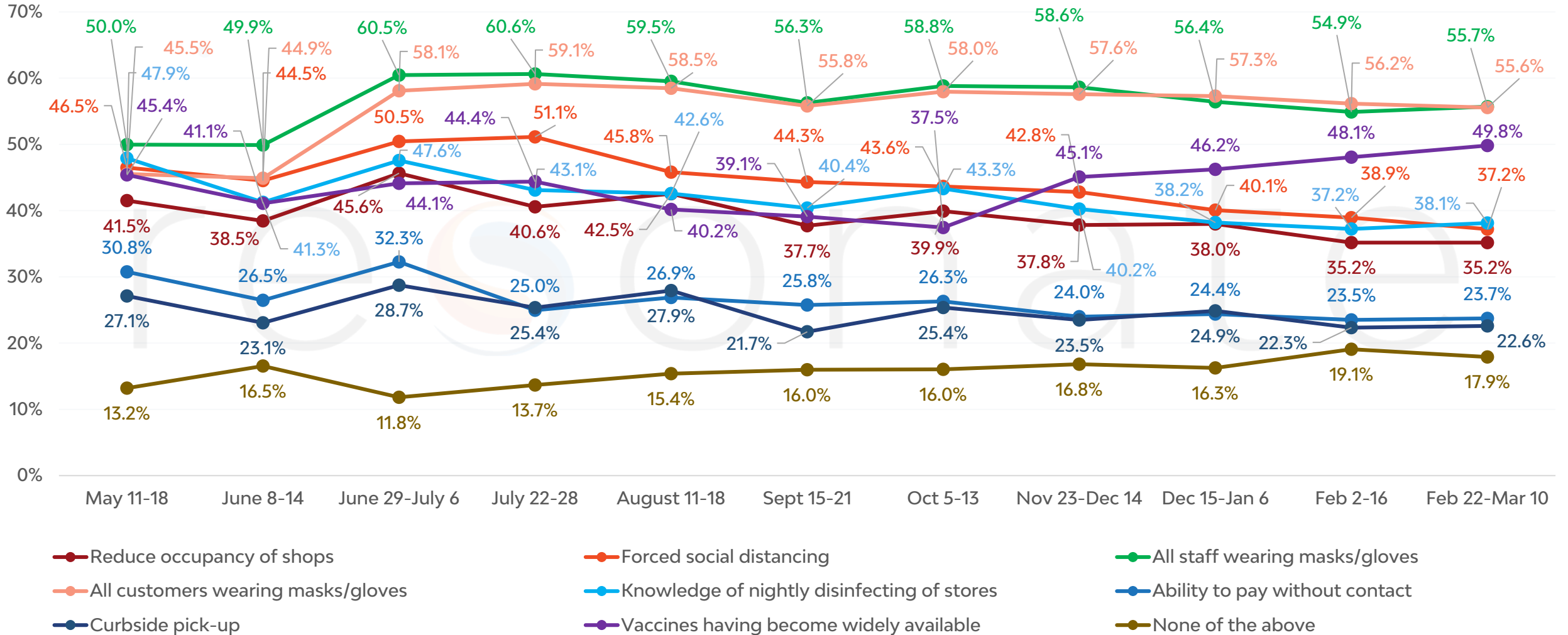
+3.4pts shopping in-person at general merchandise stores

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.



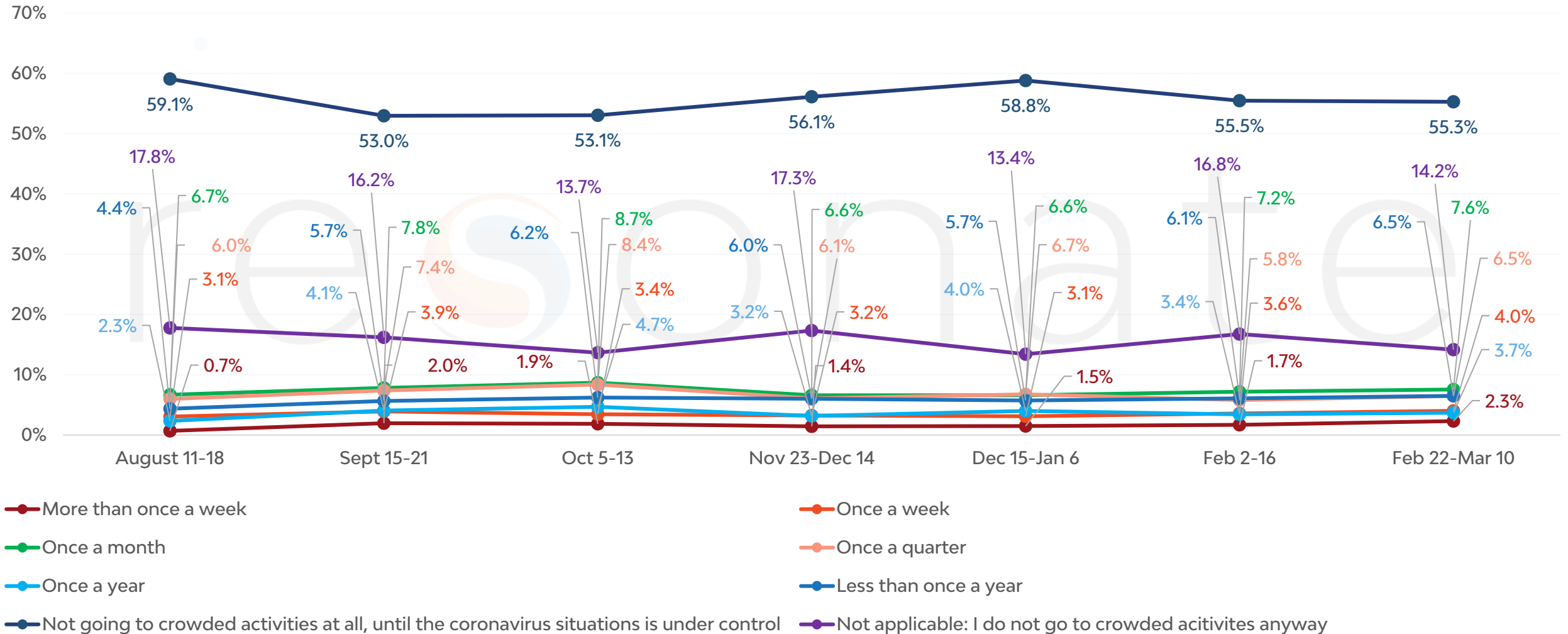
RETAIL

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



RETAIL

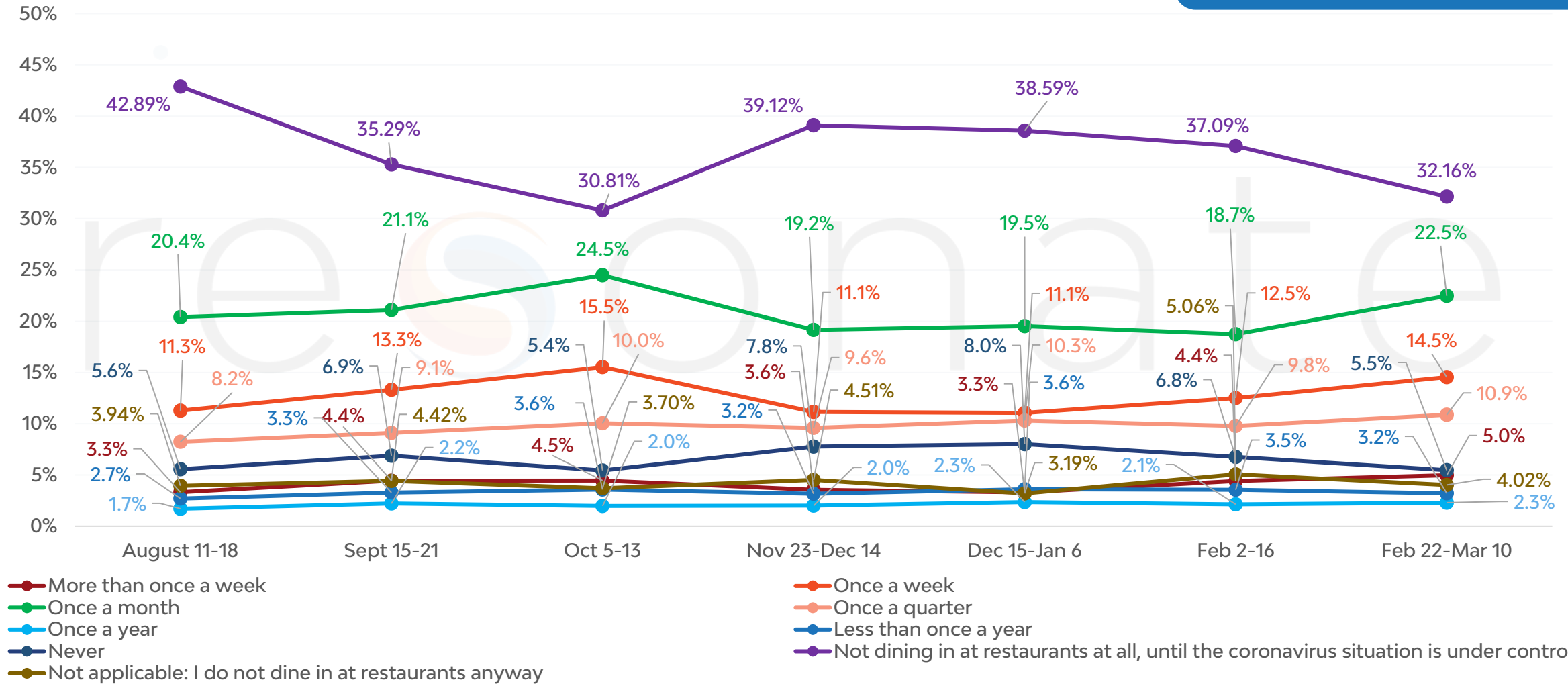
How frequently are you now going to **crowded activities** (e.g., movie theaters, concerts, sporting events)?



RETAIL

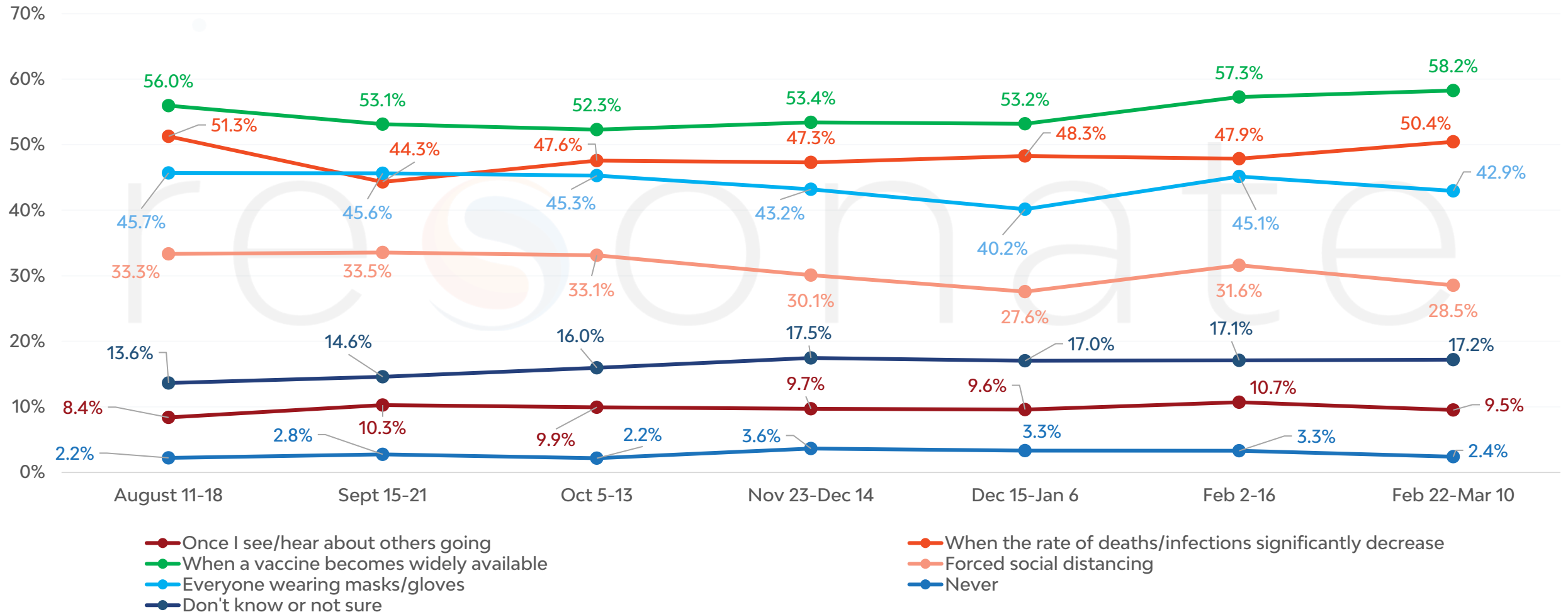
+4.4pts dining in at restaurants at least once a month

How frequently are you now dining in at restaurants?



RETAIL

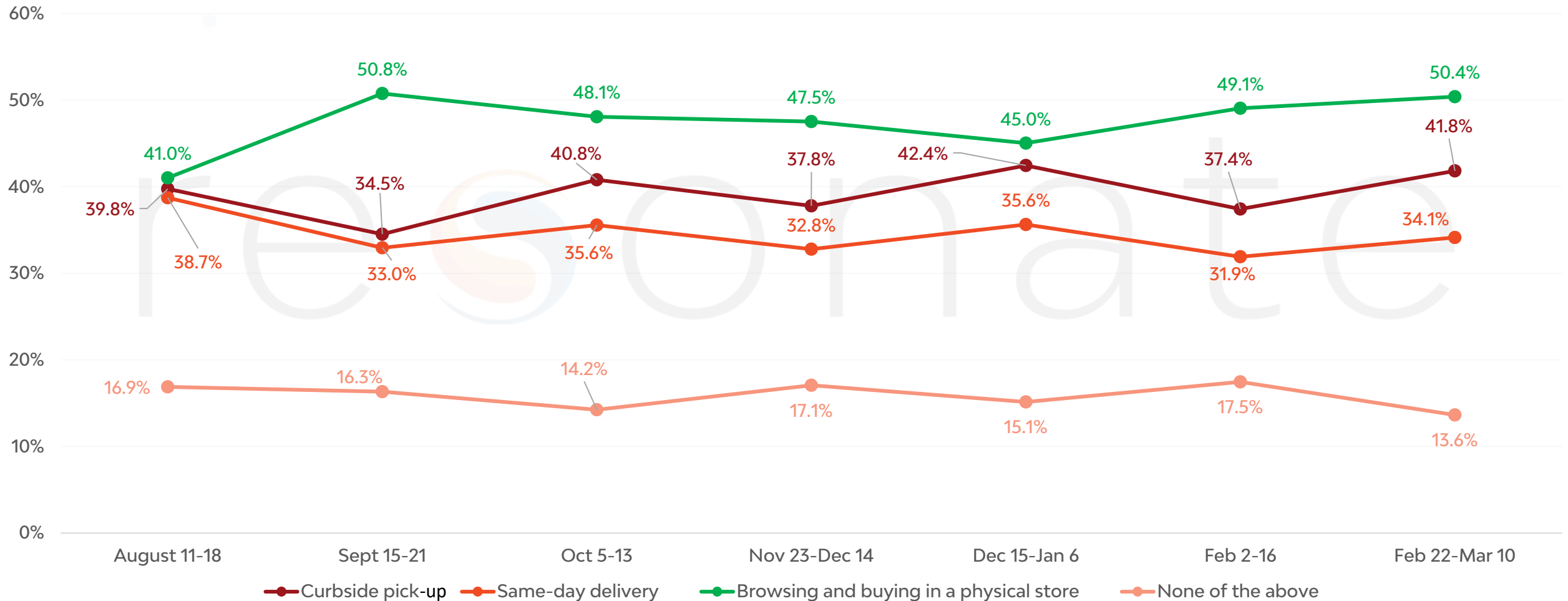
Which of the following must occur, in order for you to once again feel comfortable doing **activities involving crowds** (e.g., going to a bank, shopping, attending a concert or sporting event, or dining in at a restaurant)? Please select all that apply.



RETAIL

Which of the following **shopping preferences** are now important to you?

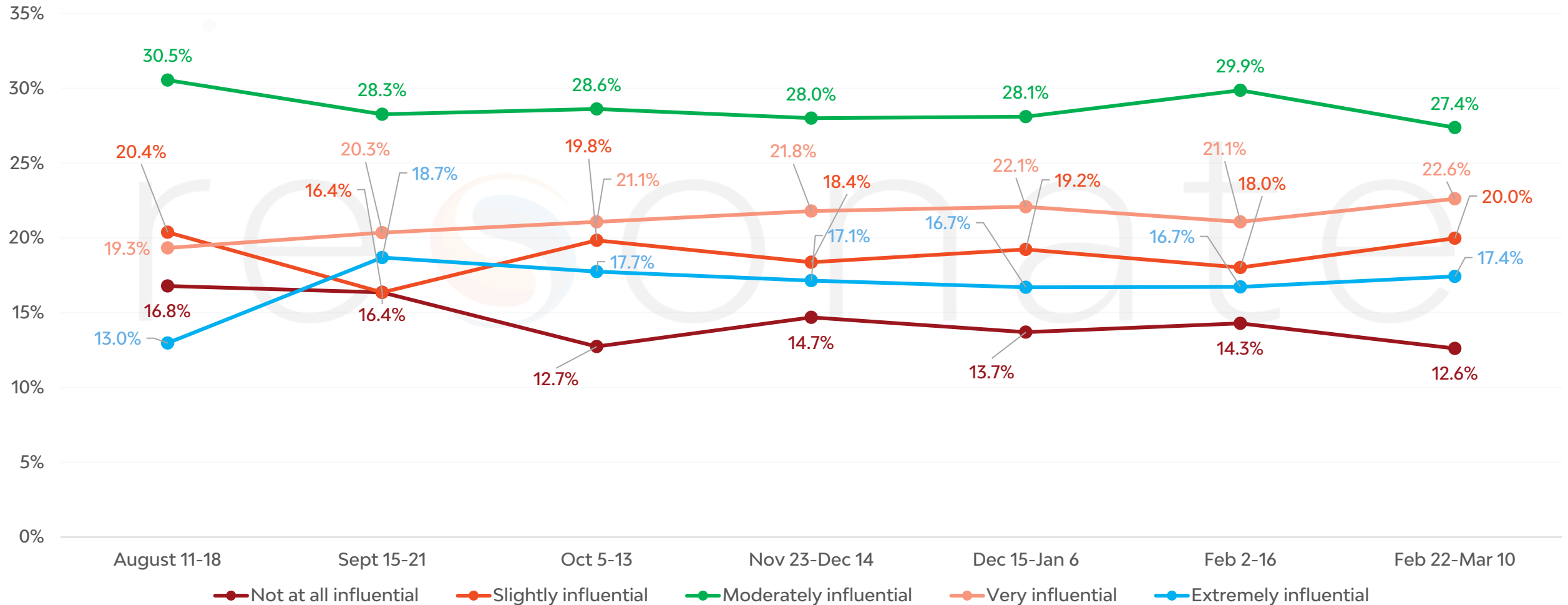
+4.4pts curbside pick-up is important



RETAIL

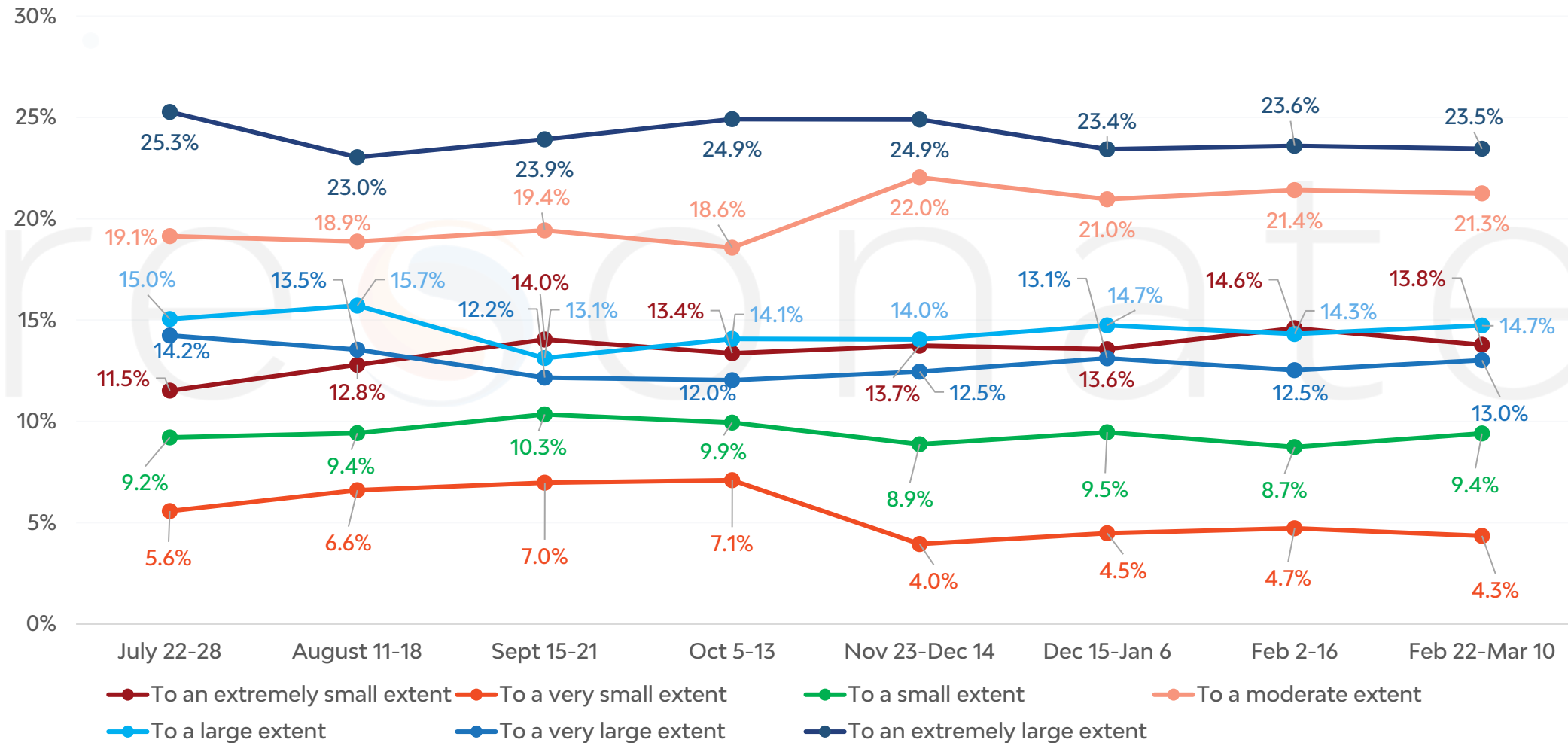
To what extent does **the cost of shipping or delivery influence your decision** to shop in a physical store rather than online?

+2.2pts cost of shipping is very or extremely influential



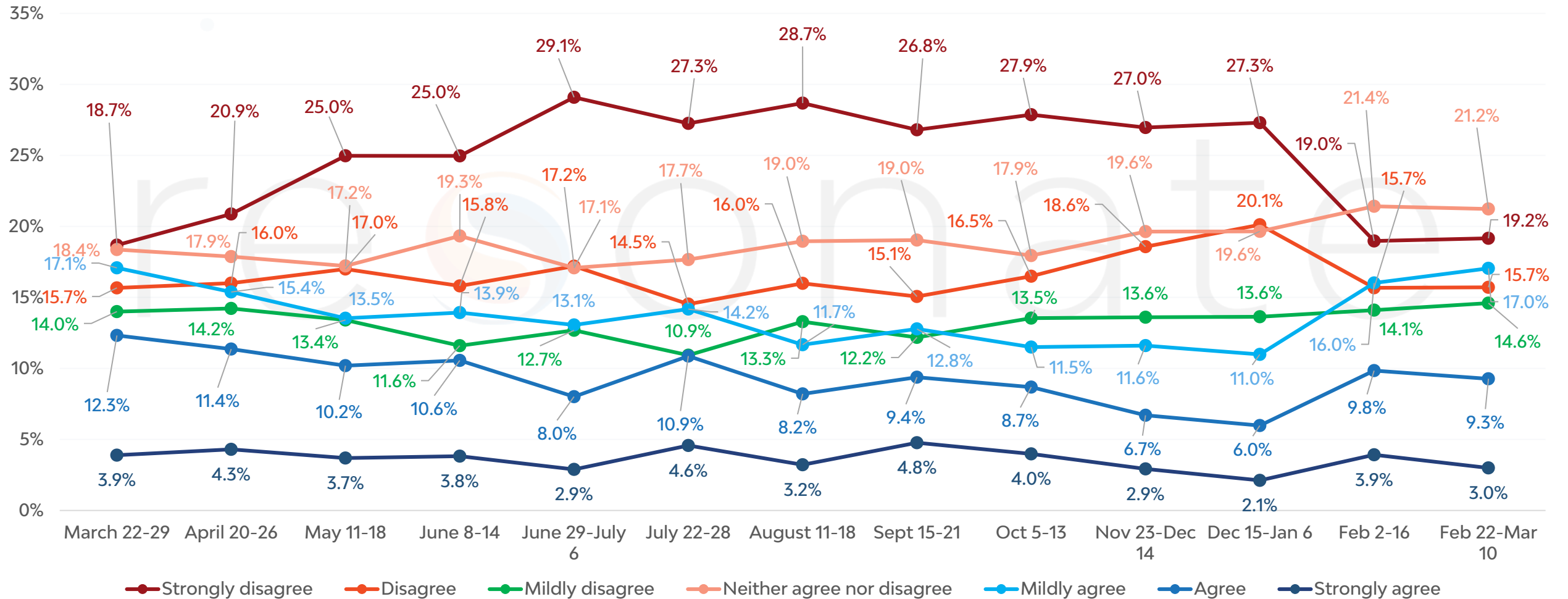
POLITICS

To what extent does **Facebook** have a responsibility to identify and **suppress false news and information from its services?**



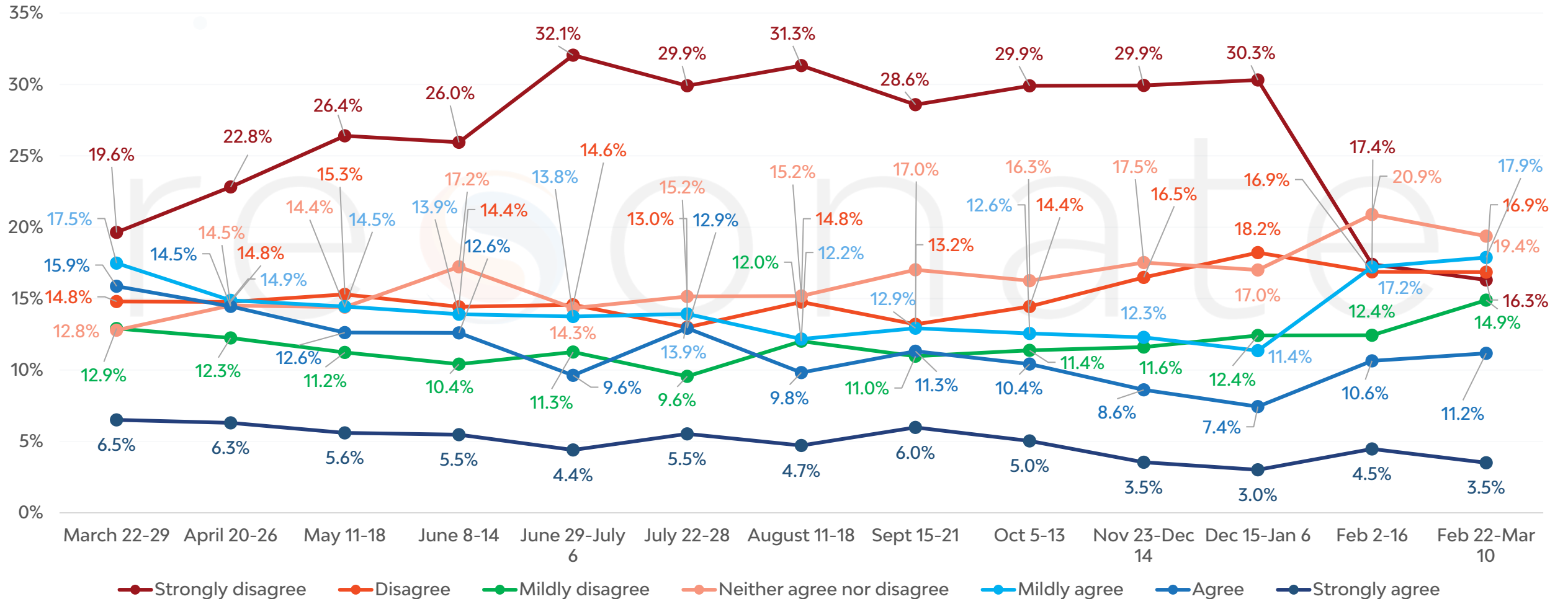
POLITICS

Thinking about the coronavirus situation, how strongly do you agree or disagree that the: **federal government can be trusted**



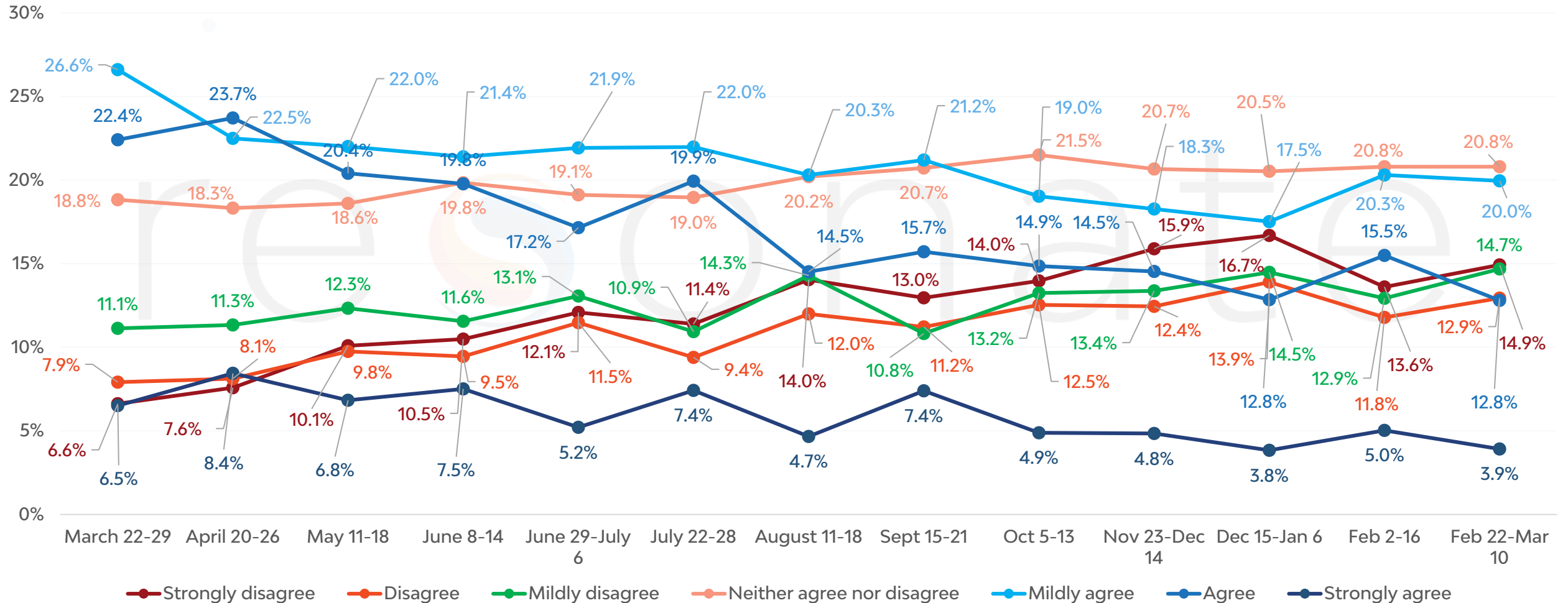
POLITICS

Thinking about the coronavirus situation, how strongly do you agree or disagree that the: **Federal government is effective in addressing a crisis**



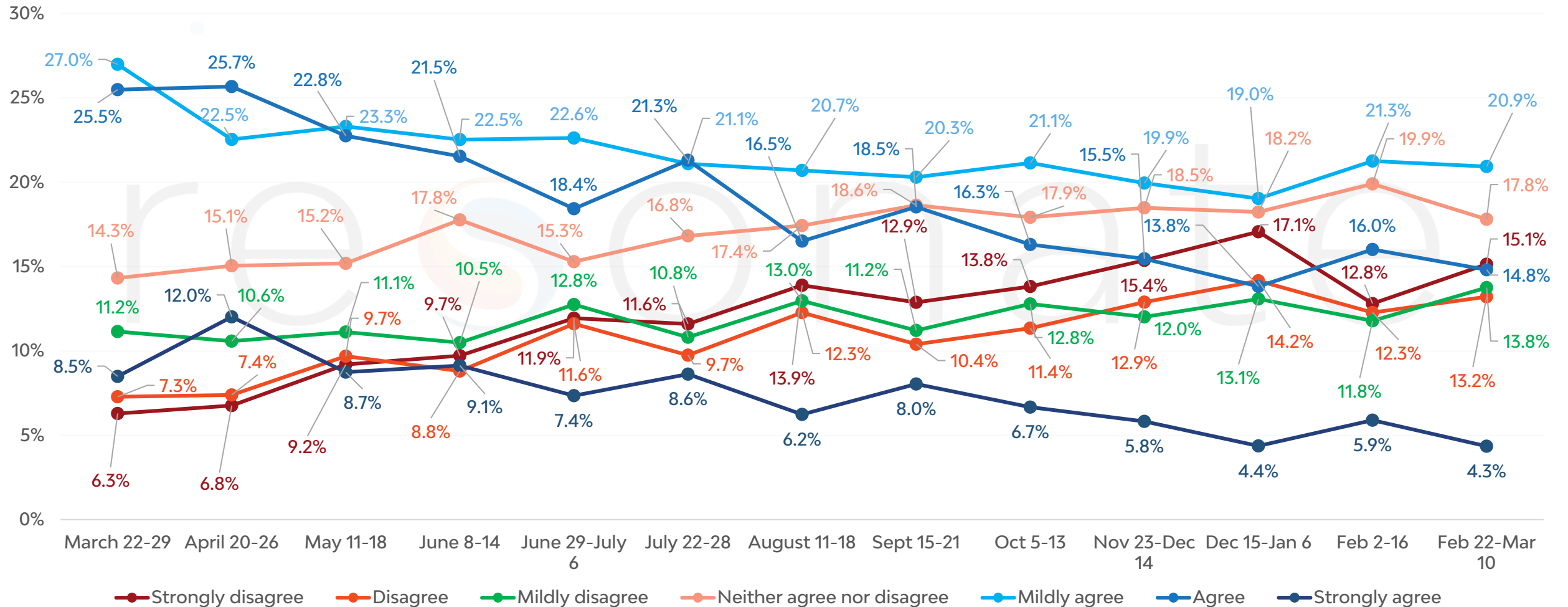
POLITICS

Thinking about the coronavirus situation, how strongly do you agree or disagree that the: **state and local government can be trusted**



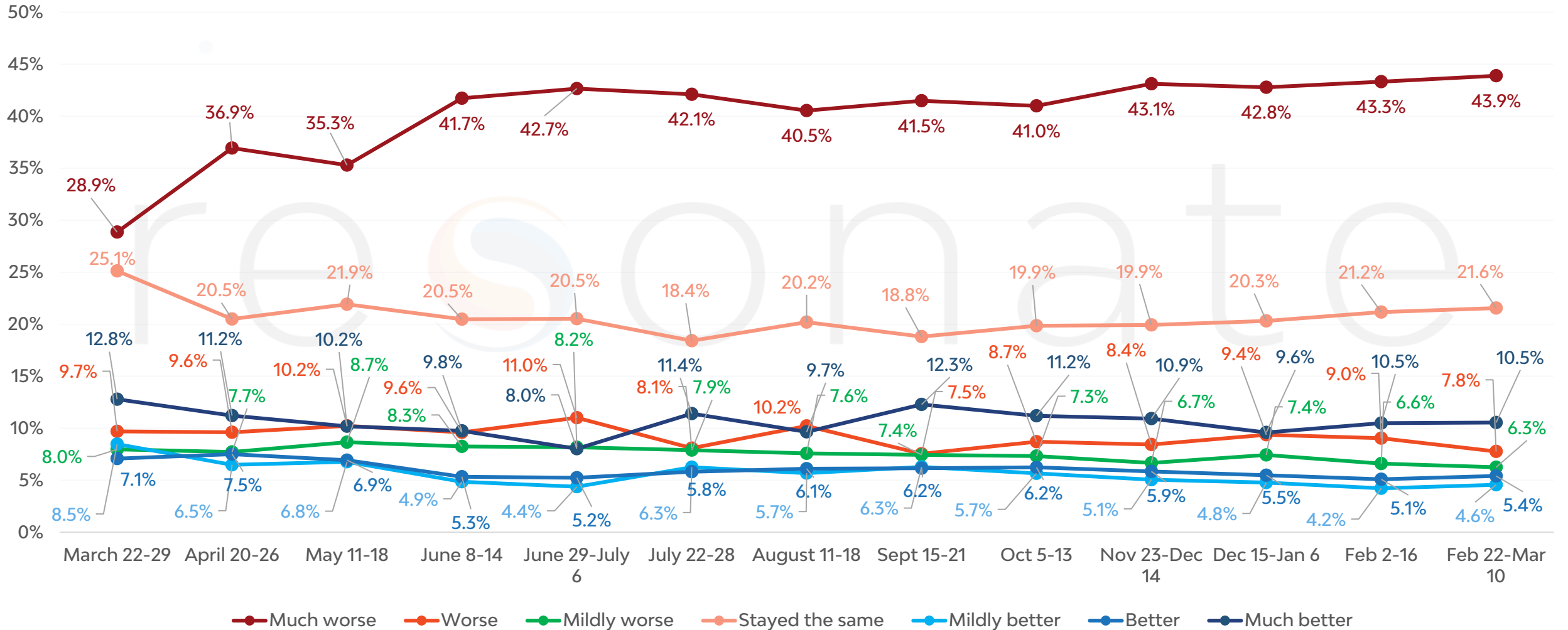
POLITICS

Thinking about the coronavirus situation, how strongly do you agree or disagree that the: **state and local government is effective in addressing a crisis**



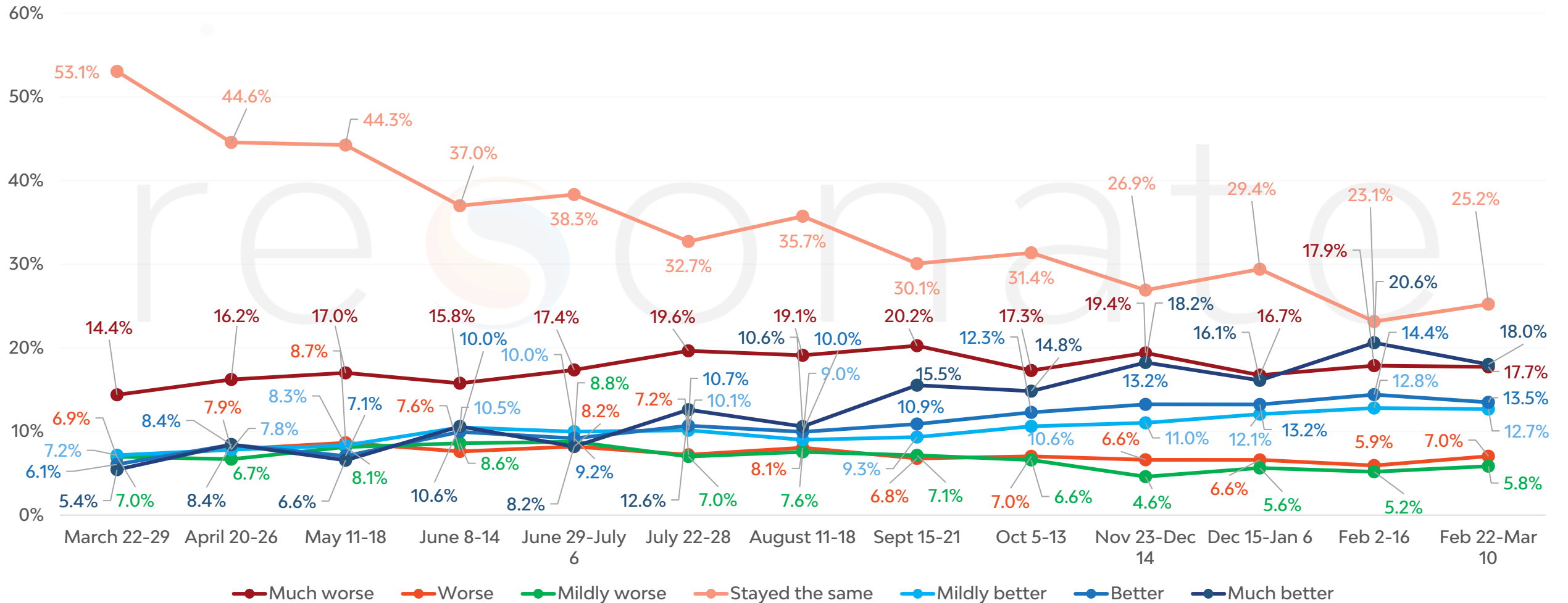
POLITICS

As a result of the coronavirus situation, to what extent has your **opinion of the following individuals** become better or worse: **Former President Trump**



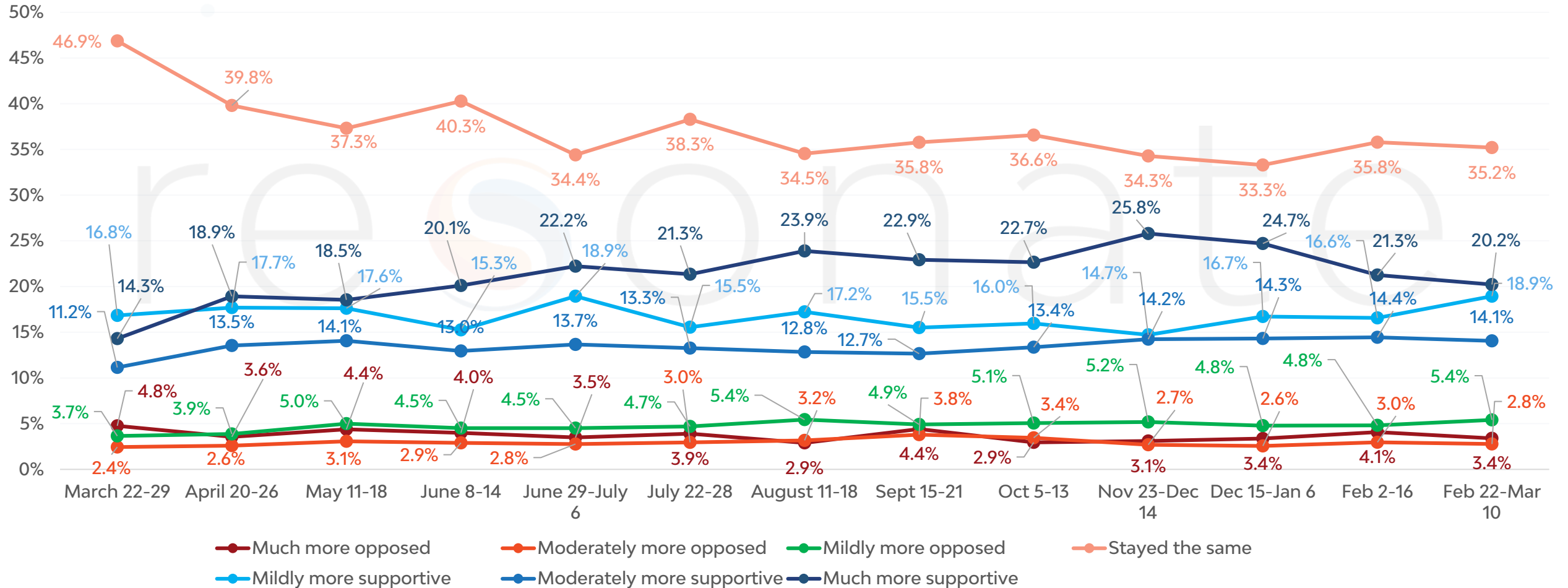
POLITICS

As a result of the coronavirus situation, to what extent has your **opinion of the following individuals** become better or worse: **President Joe Biden**



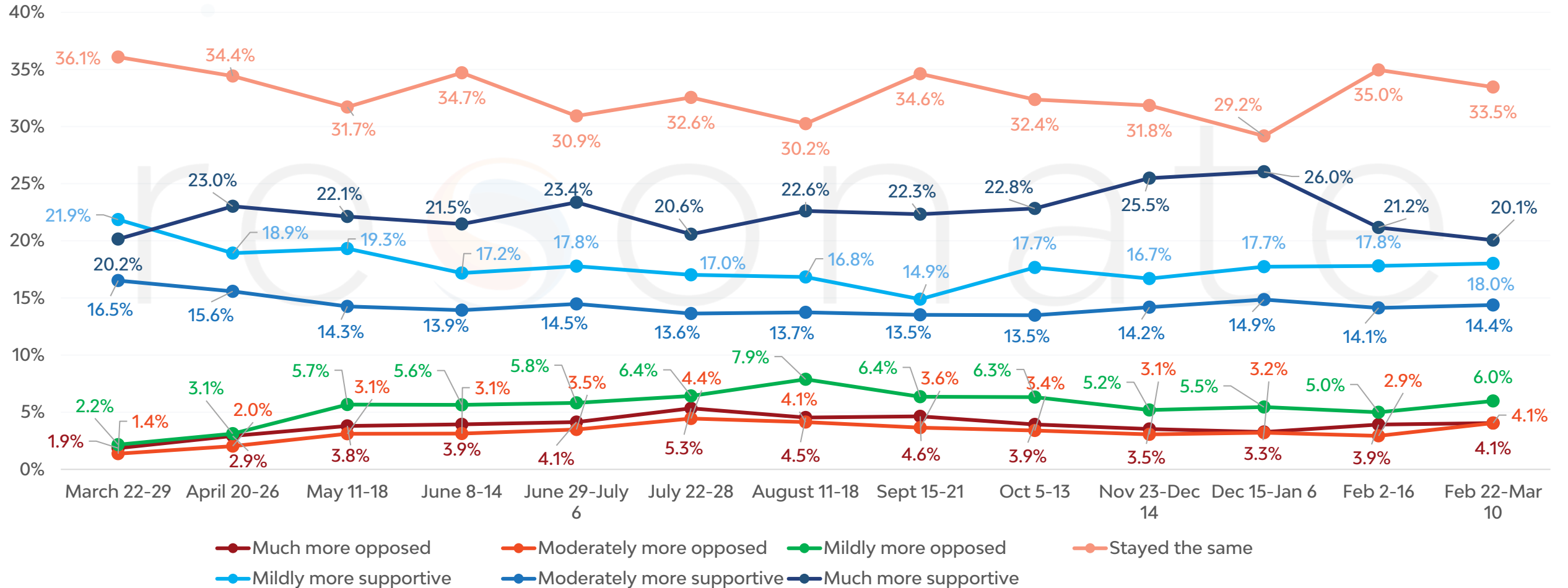
POLITICS

As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward the following public policies changed: **expanding existing social "safety net" program (e.g., food vouchers, rent subsidies)**



POLITICS

As a result of all you have learned and experienced related to the coronavirus in this country, how has your opinion toward the following public policies changed: **enhancing unemployment coverage**





INSIGHTS FOR TODAY & TOMORROW

Driving revenue and growth requires engaging new and existing customers as they navigate massive changes in their ecosystem. Leverage fresh, AI-driven data and continuously updated insights to drive better decisions based on shifting consumer sentiment. Experience the power of the [platform](#)

THE ONLY INTELLIGENCE SOLUTION YOU'LL NEED

Our [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 13,000 attributes scaled to 200 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 across your marketing ecosystem with the Resonate Ignite Platform.

ABOUT RESONATE

Resonate is a pioneer in A.I.-driven consumer data & analytics. Marketing leaders use the Resonate Ignite Platform™ to easily enrich their first party data with the deep, proprietary Resonate Elements data and then deploy new insights into action through seamless integration into their marketing ecosystem. Resonate research delivers more than 13,000 data points, including the Human Element that describes why consumers choose, buy or support certain brands, products or causes. Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.

Want to dig deeper? Contact your Customer Success Manager or, if you're not yet a Resonate customer, request a demo today.



See it in Action