



SEIZE THE OPPORTUNITY: EXHAUSTED CONSUMERS EAGER TO THROW CAUTION TO THE WIND

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.



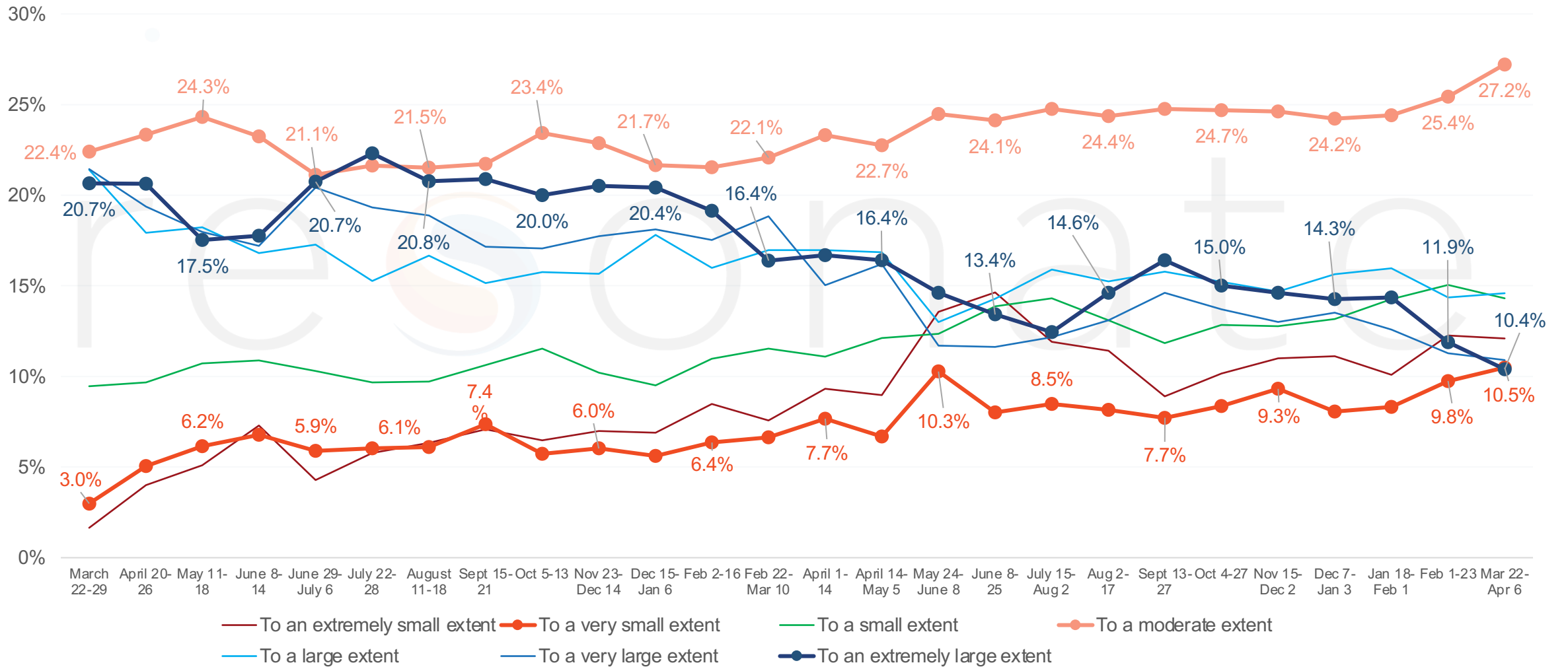
[See it in Action](#)



GENERAL

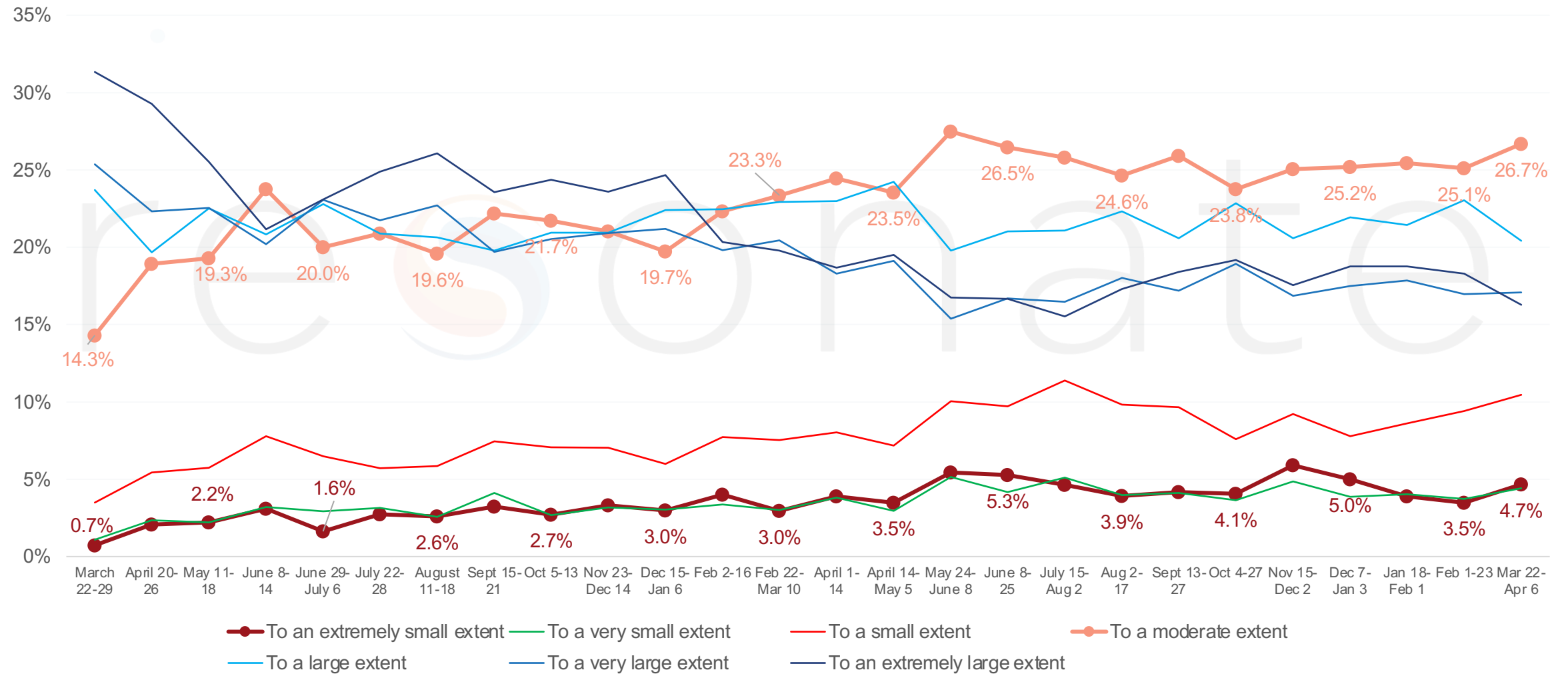
DECREASE IN OVERALL HEALTH CONCERNS TO A LARGE EXTENT

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



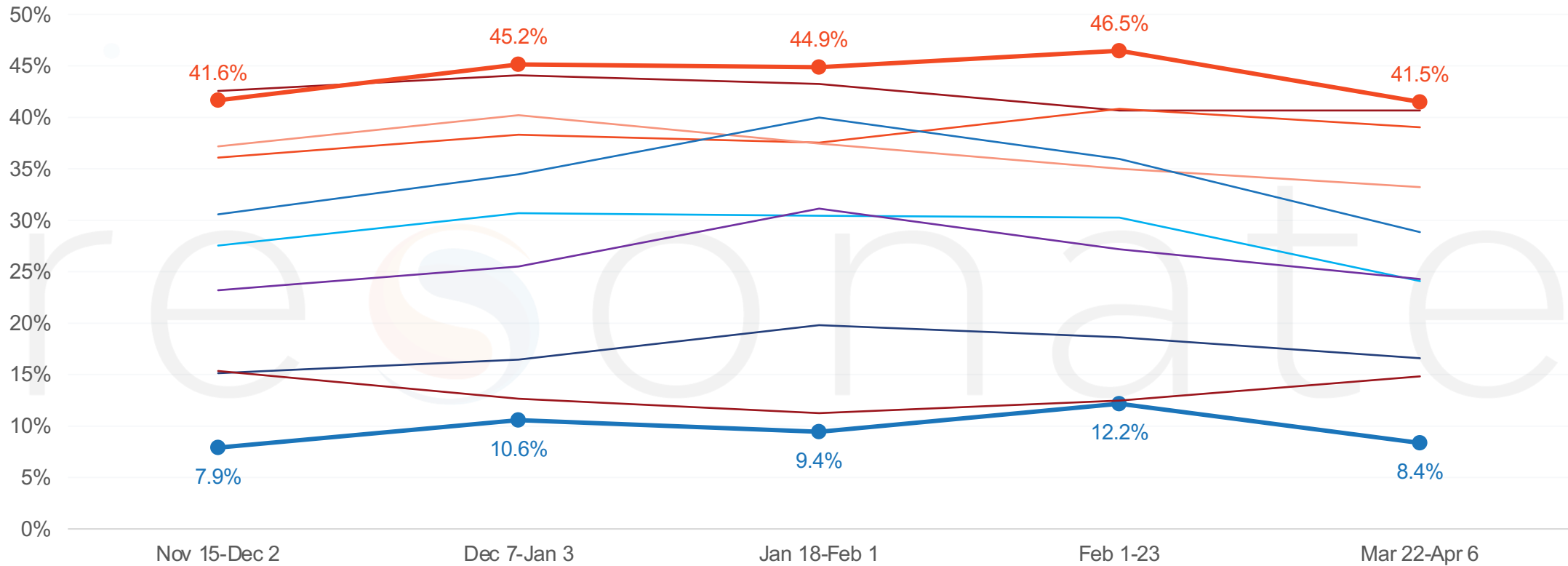
MOST AMERICANS ONLY MODERATELY CONCERNED OVER THE ECONOMY

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



20% FEWER AMERICANS CONCERNED ABOUT CHILDREN GETTING COVID

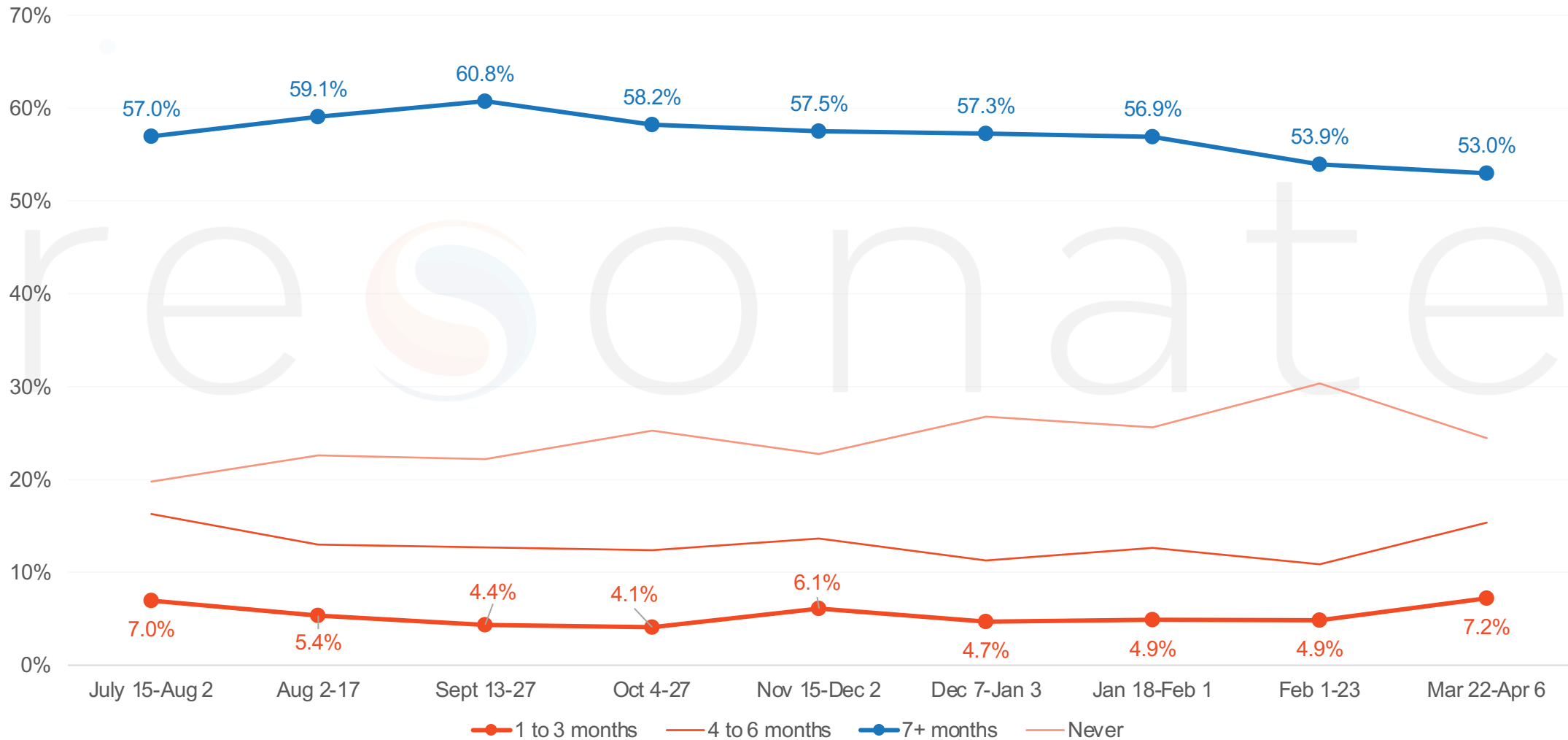
Which of the following are you concerned about because of the coronavirus situation?



- Personal health-related consequences
- 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

MORE BELIEVE ECONOMY WILL BE BACK TO NORMAL IN 6 MONTHS OR LESS

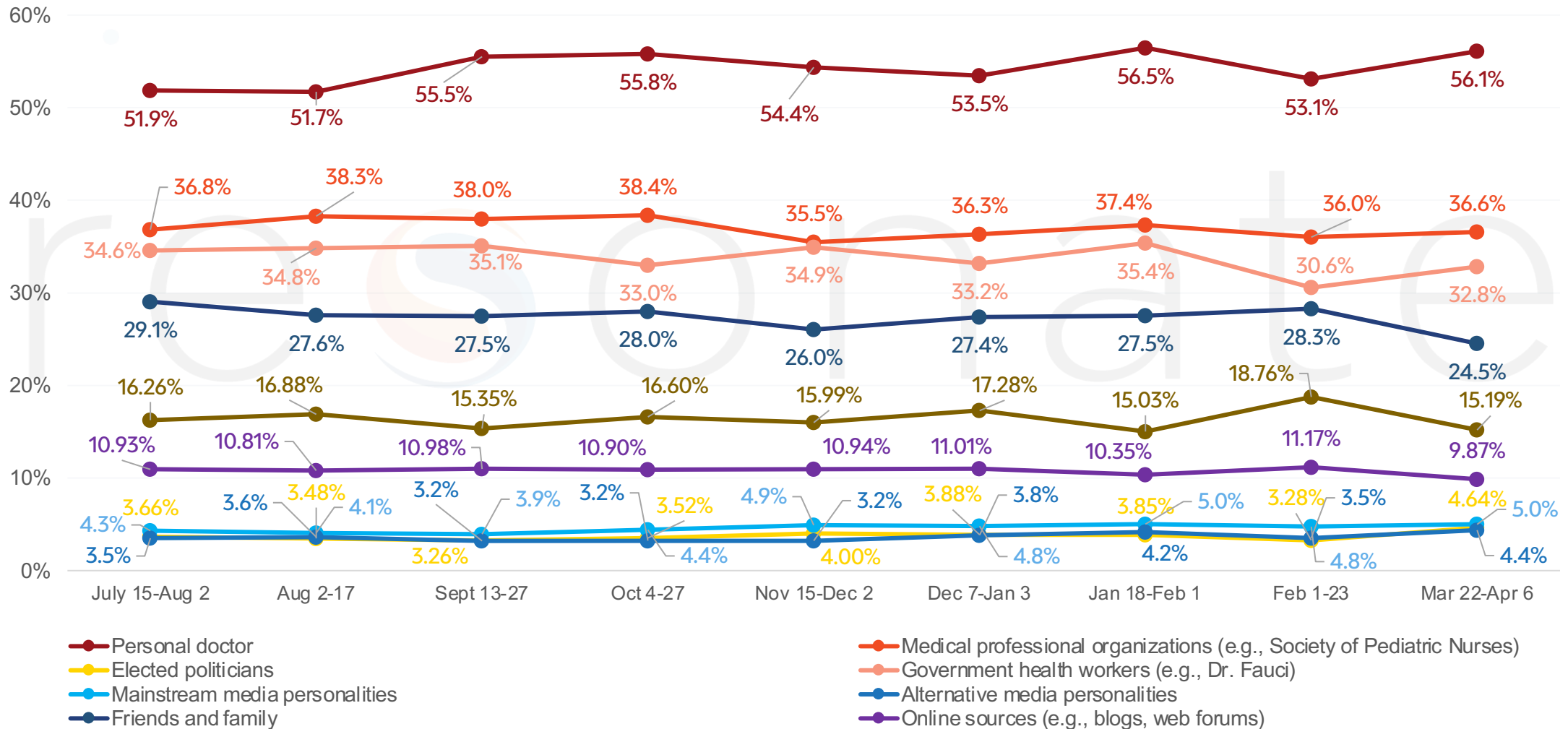
When do you believe the United States economy will return to "normal," as it was before the coronavirus situation began?



VACCINE SENTIMENT

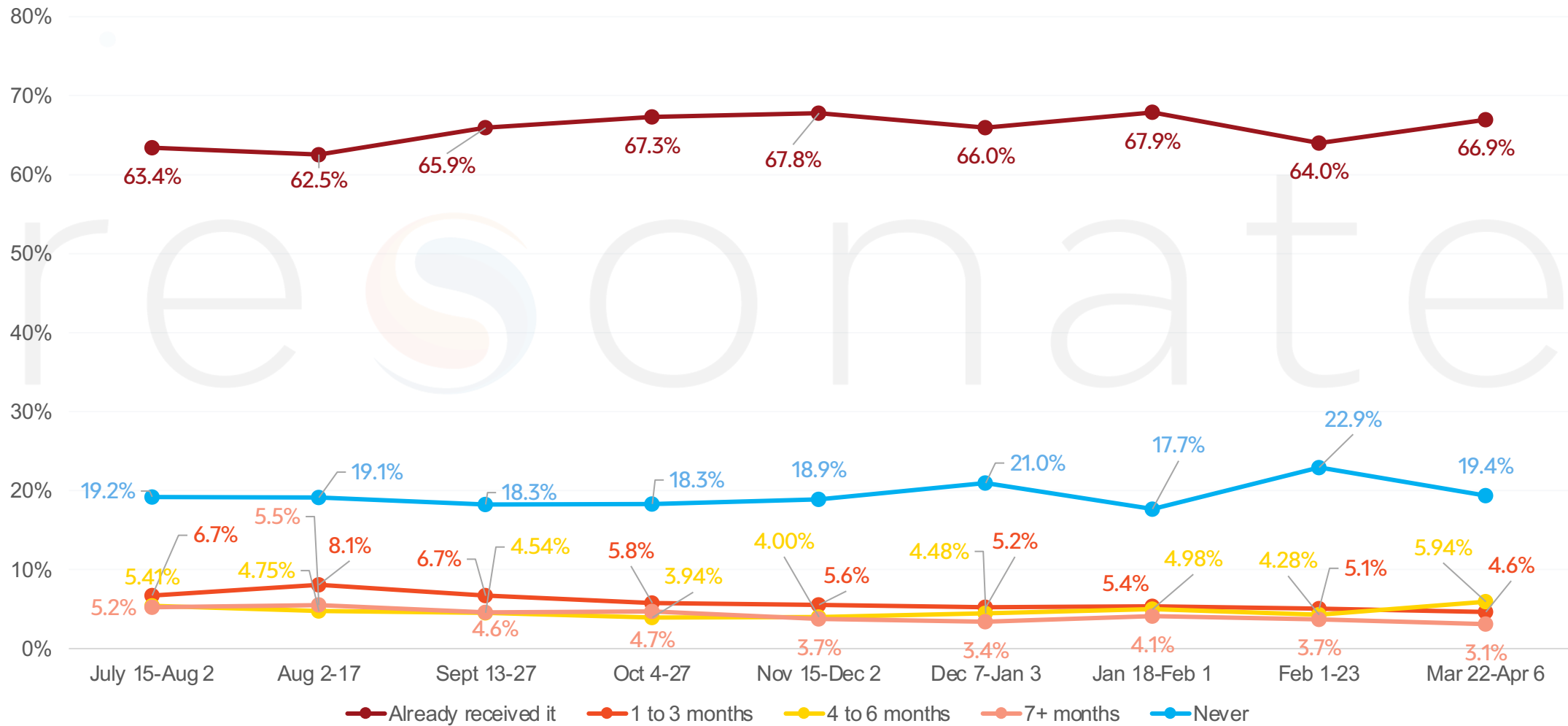
13% FEWER TRUST FRIENDS AND FAMILY FOR VACCINE INFO

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



NEARLY 20% OF AMERICANS SAY THEY WILL NEVER BE FULLY VACCINATED

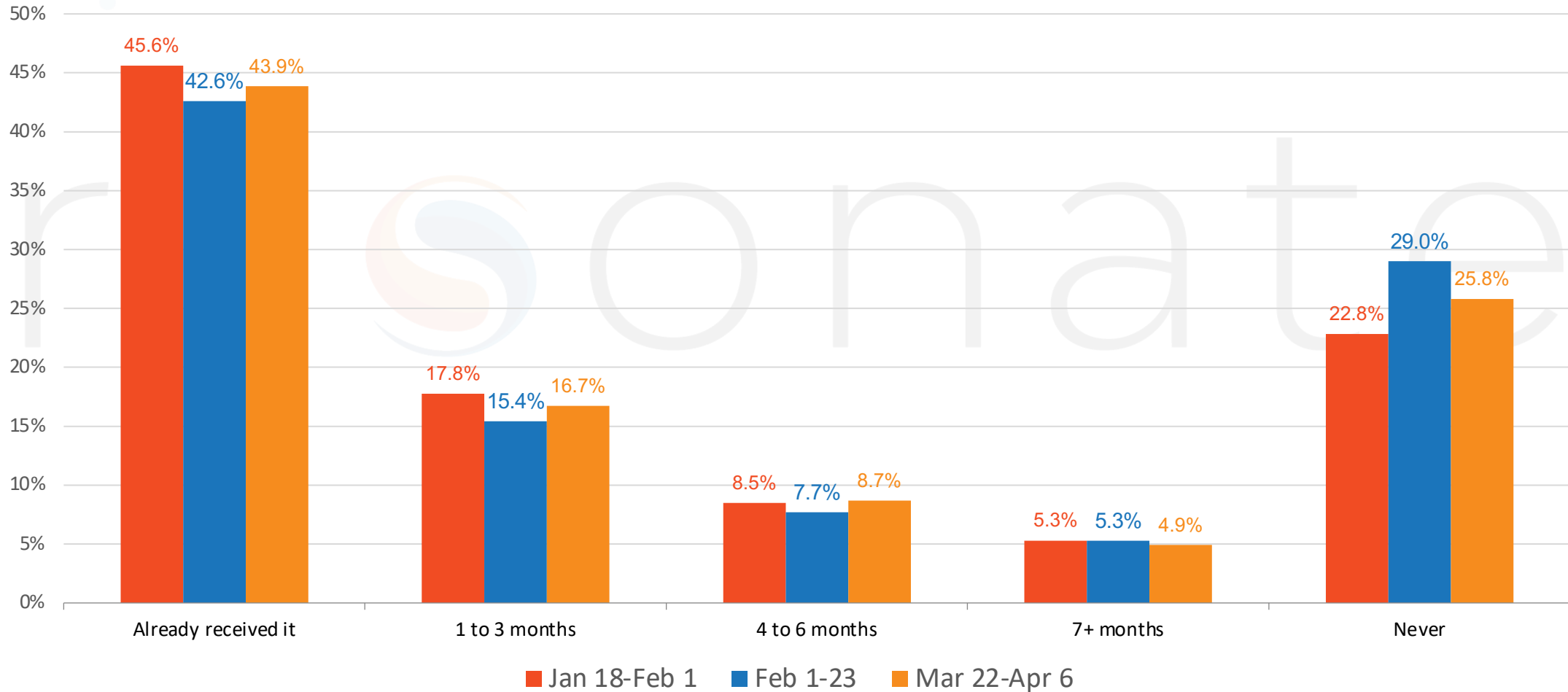
When do you think you would be most likely to be fully vaccinated against the coronavirus?



11% FEWER AMERICANS SAY THEY WILL NEVER GET BOOSTER VACCINE

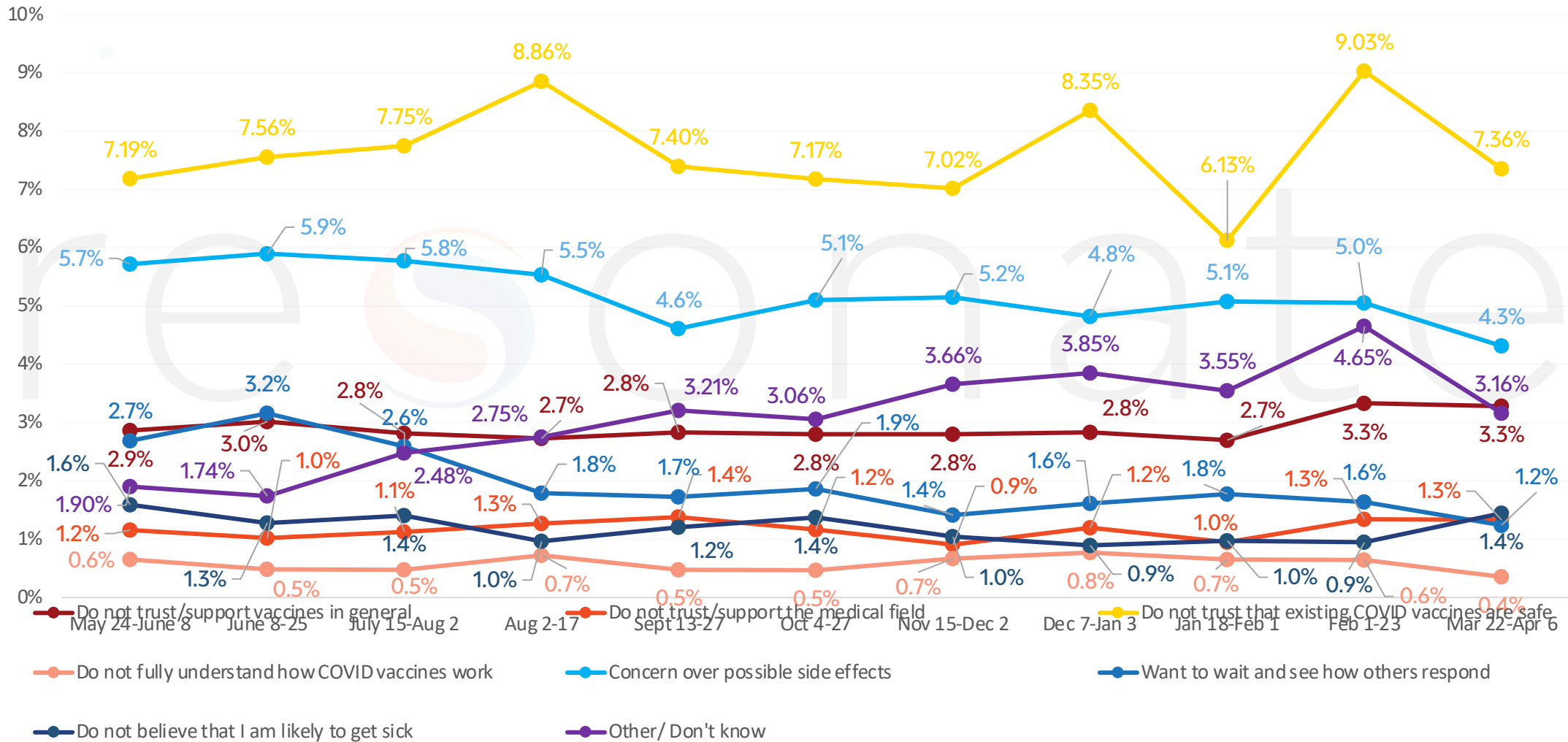
The FDA gave emergency approval and recommended that all adults over 18 vaccinated with either Moderna or Pfizer to receive a 3rd coronavirus booster vaccine shot, as well as a 2nd shot for all adults over 18 vaccinated with Johnson & Johnson.

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



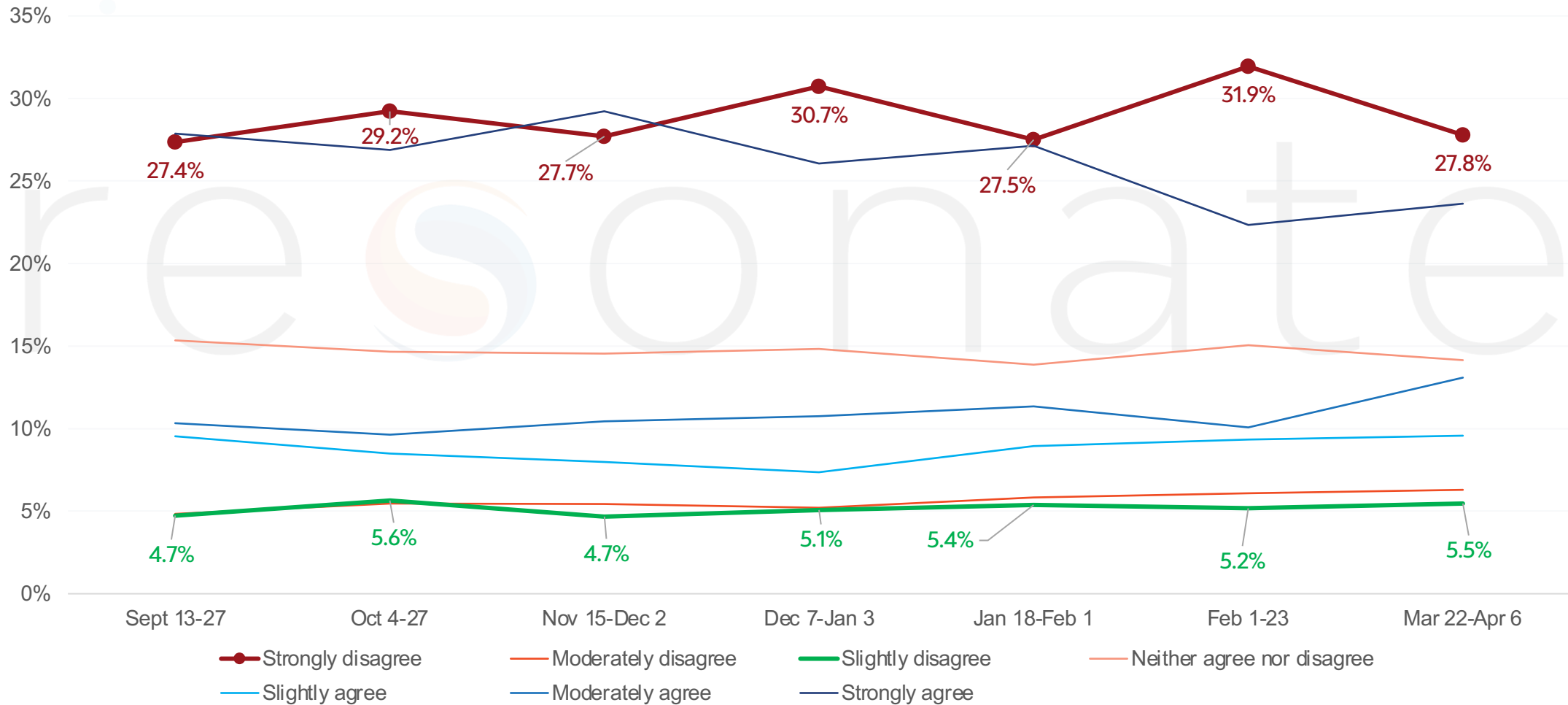
DECREASE IN THOSE WHO DO NOT TRUST VACCINES ARE SAFE

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.



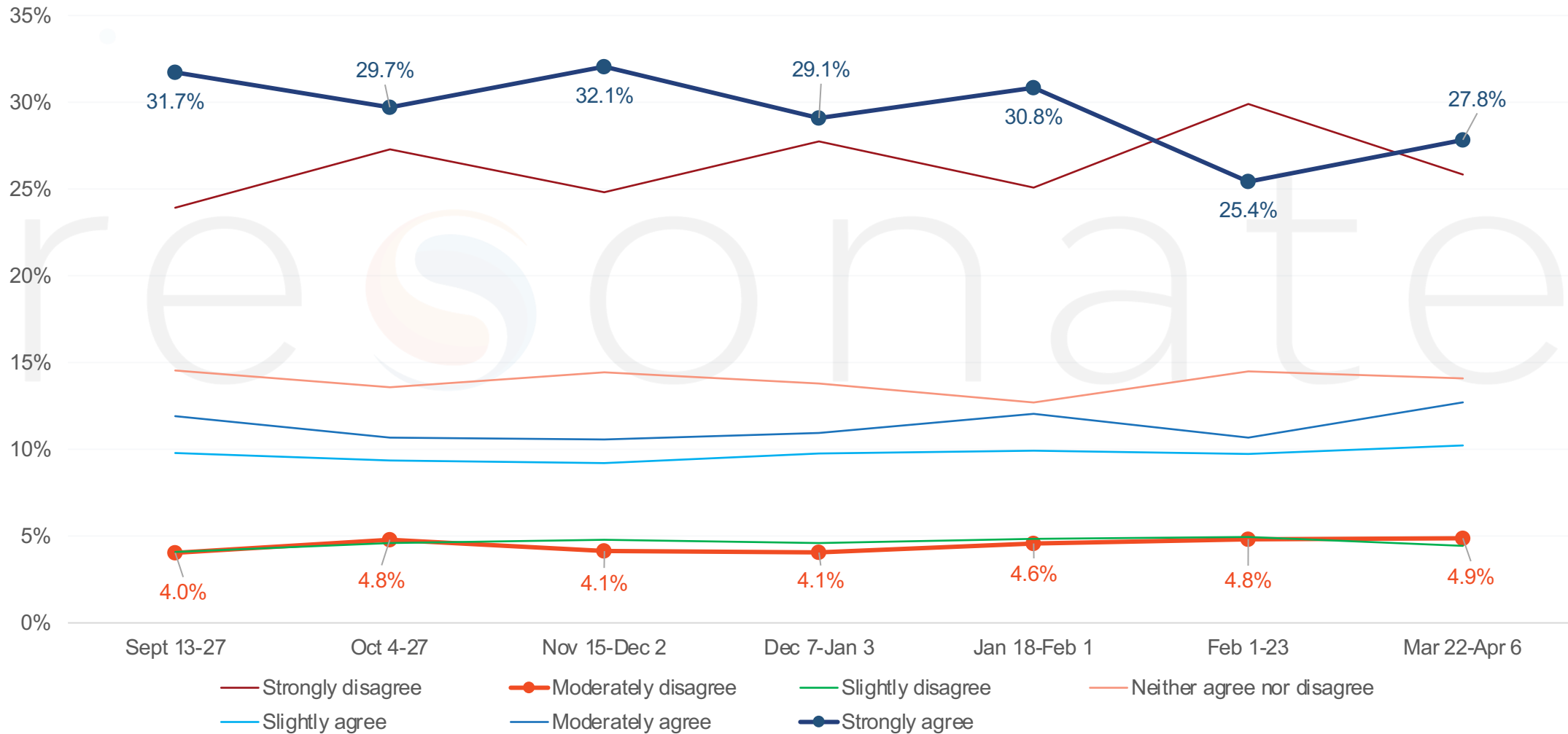
28% STRONGLY DISAGREE WITH PROOF OF VACCINATION MANDATE

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)?



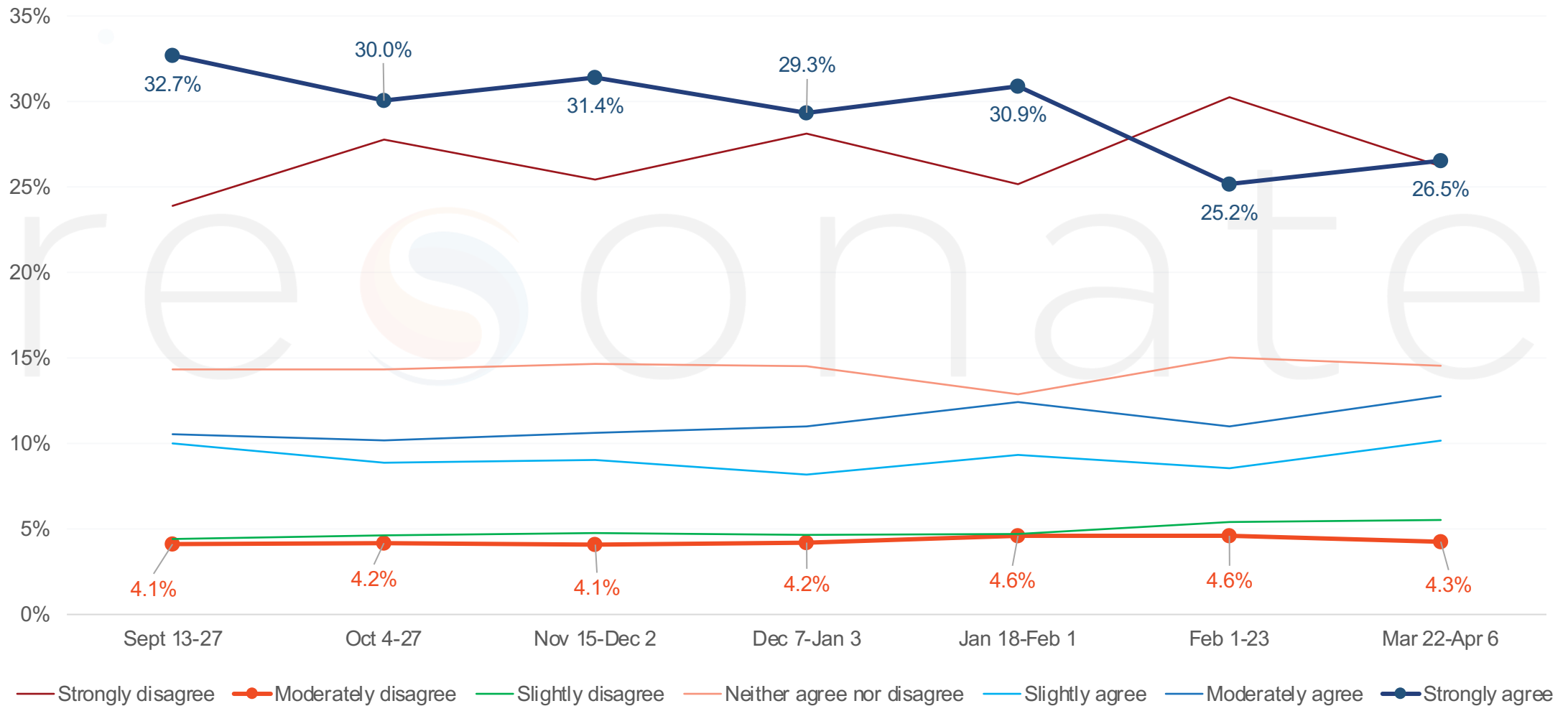
MOST STRONGLY AGREE ON EMPLOYEE PROOF OF VACCINATION REQUIREMENT

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**?



27% STRONGLY AGREE SCHOOLS SHOULD REQUIRE PROOF OF VACCINATION

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?

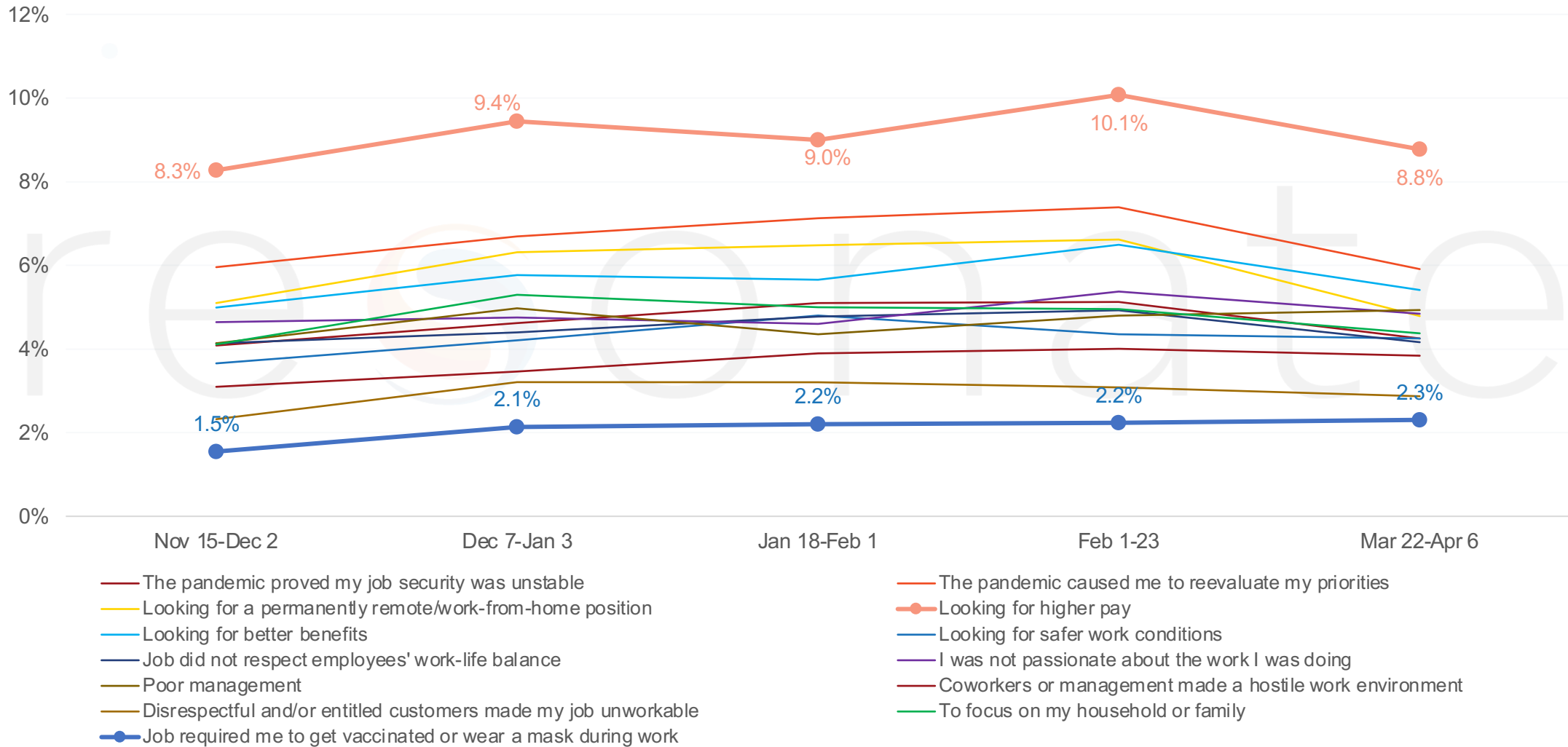


The background is a solid blue color with a large, faint, abstract graphic in the center. This graphic consists of several overlapping, curved lines that form a complex, circular pattern, resembling a stylized infinity symbol or a series of interlocking loops. The lines are a slightly lighter shade of blue than the background, creating a subtle, textured effect.

WORK LIFE

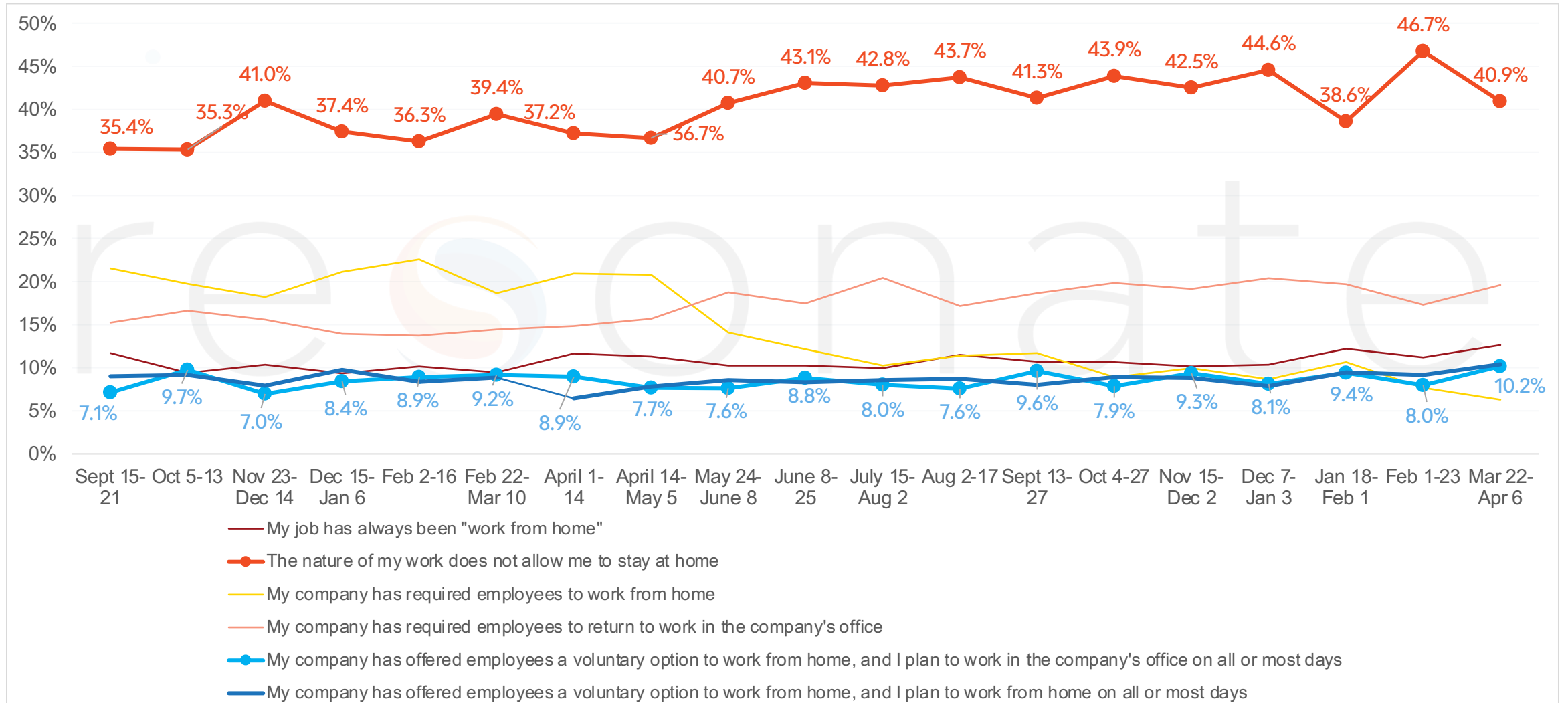
HIGHER PAY IS #1 REASON AMERICANS SWITCH JOBS/LEAVE WORKFORCE

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



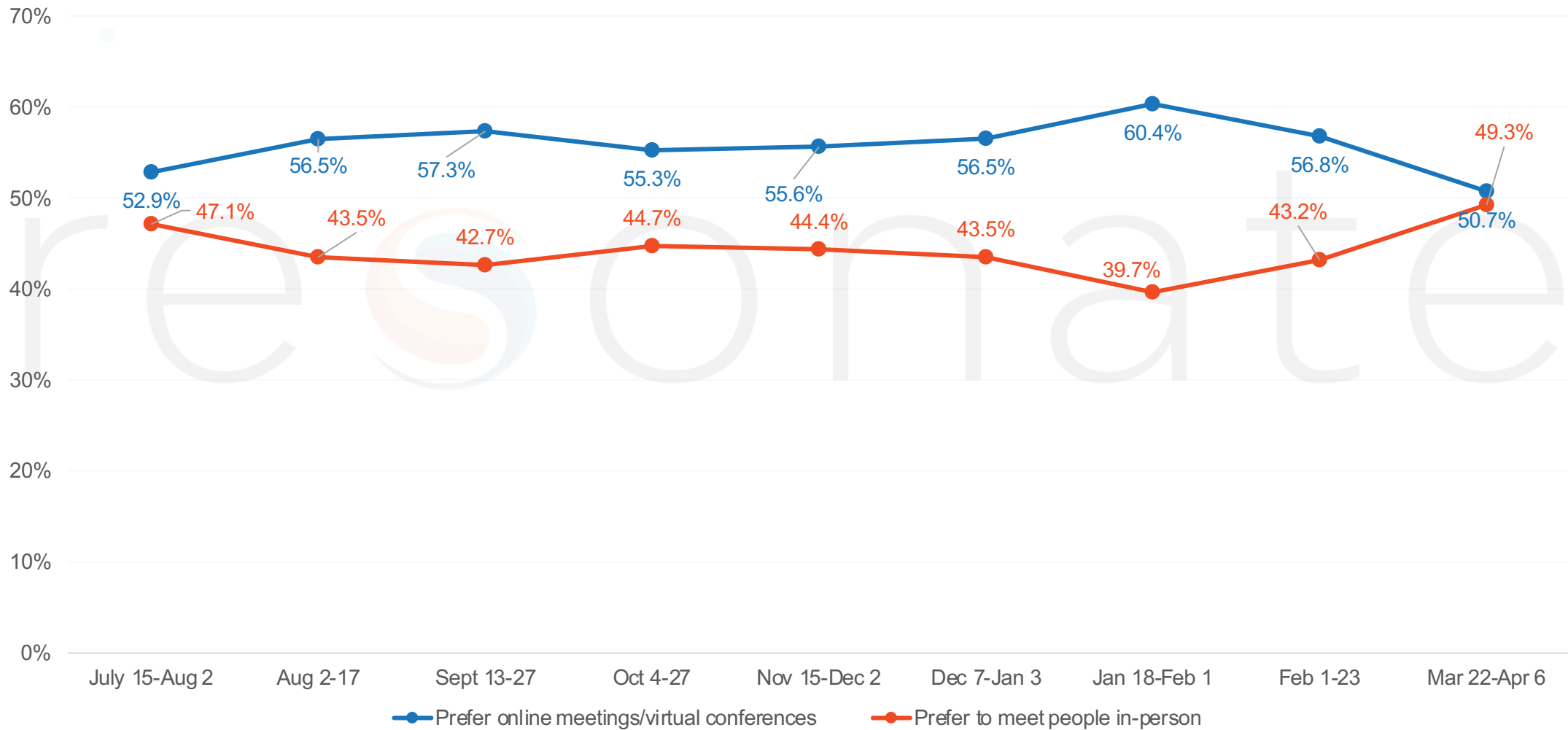
10% WILL WORK IN OFFICE DESPITE ABILITY TO WORK FROM HOME

Which of the following best describes your work situation?



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

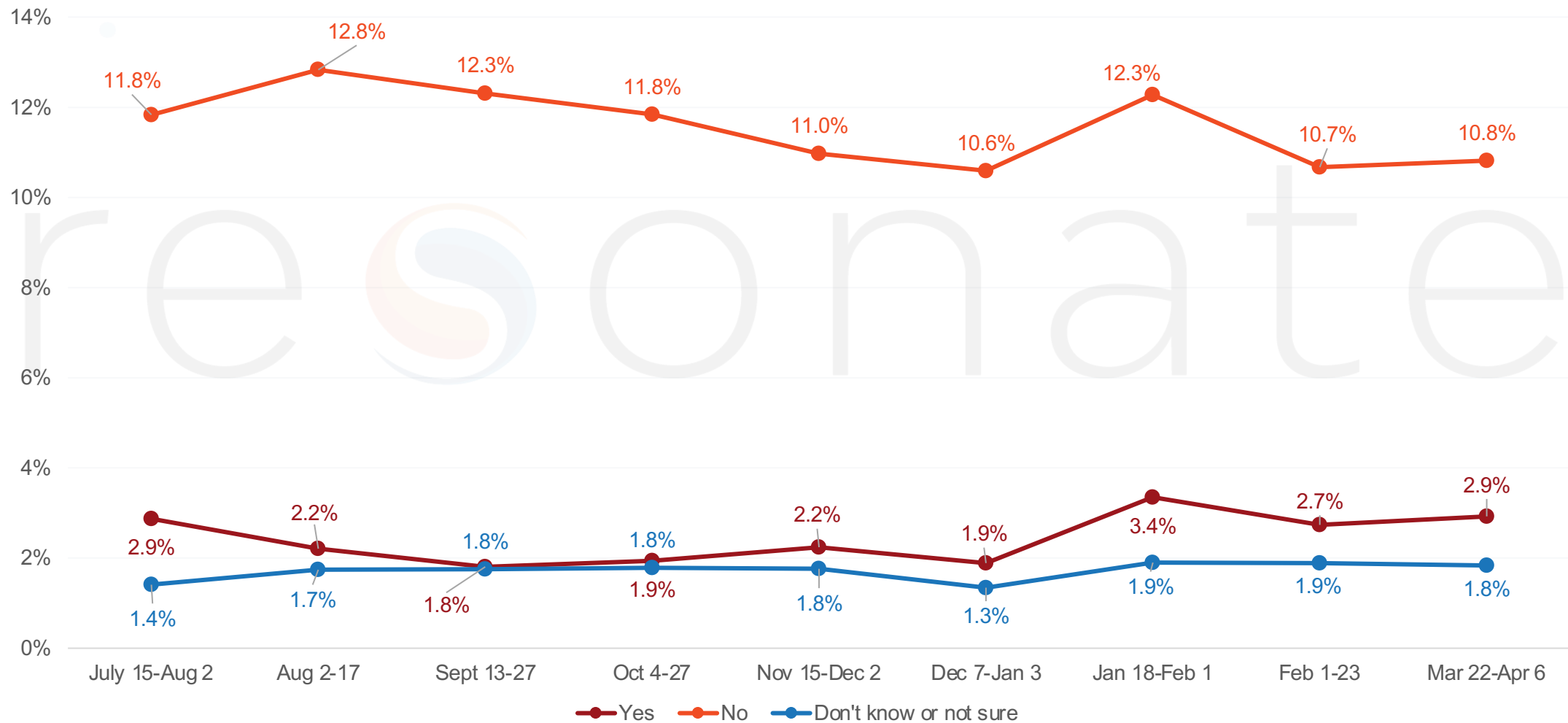
If you were required to attend a work event, what form would you prefer that event be in?



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.

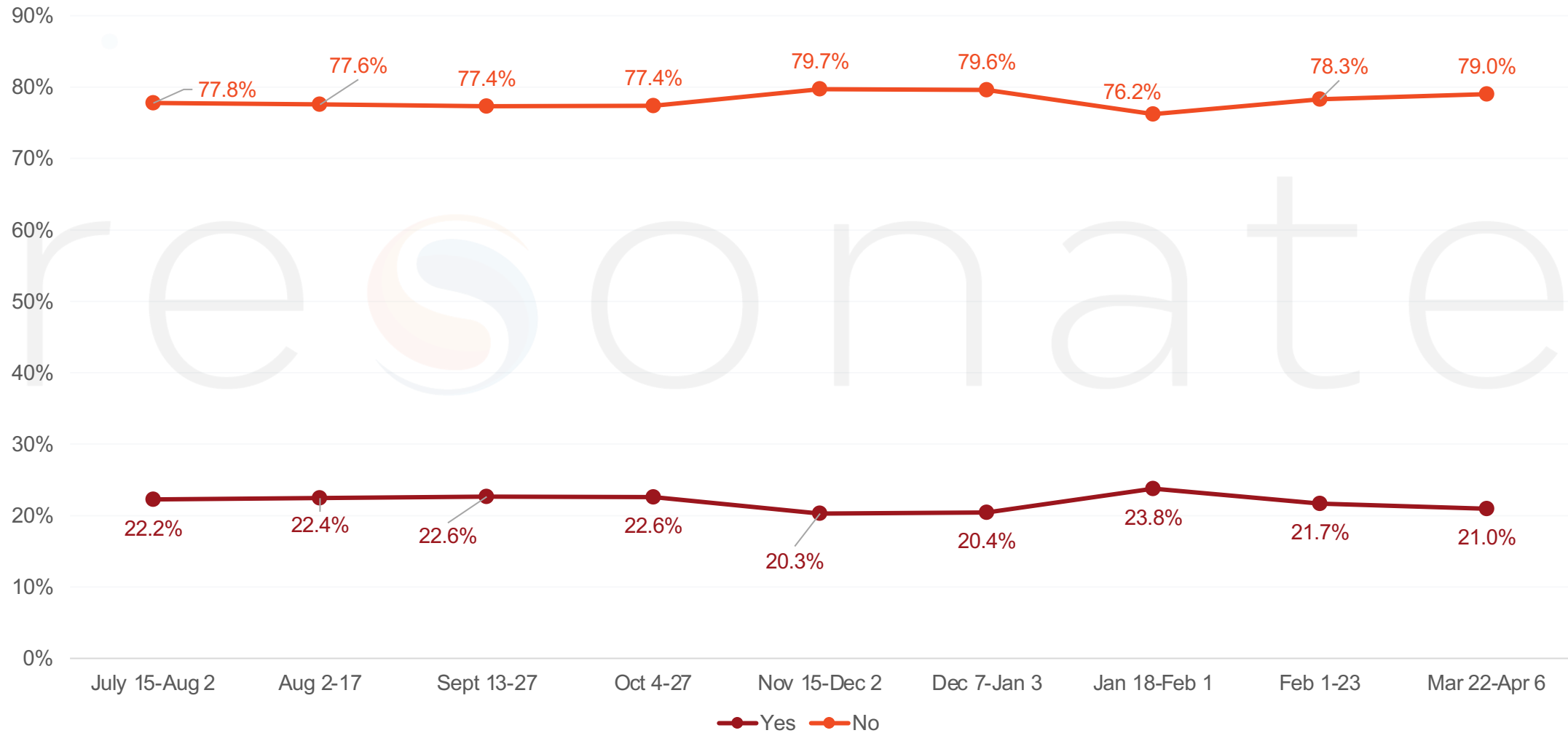


The image features a solid blue background with a large, faint, abstract graphic in the center. This graphic consists of multiple overlapping, curved lines that form a complex, circular, and somewhat knot-like structure. The lines are a lighter shade of blue than the background, creating a subtle, textured effect. Centered over this graphic is the word "TRAVEL" in a clean, white, sans-serif font.

TRAVEL

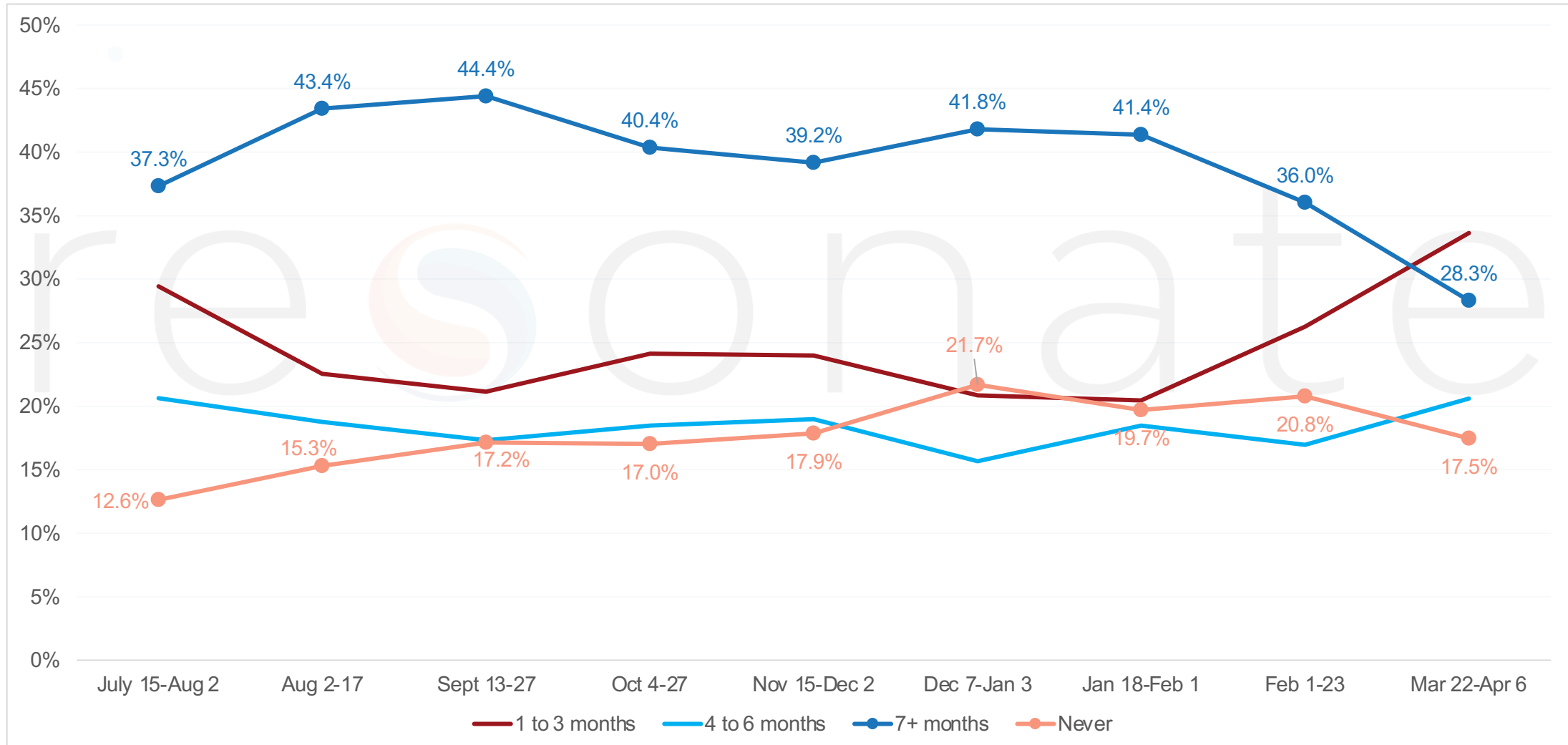
1 IN 5 TRAVEL PLANS HAVE CHANGED DUE TO THE PANDEMIC

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



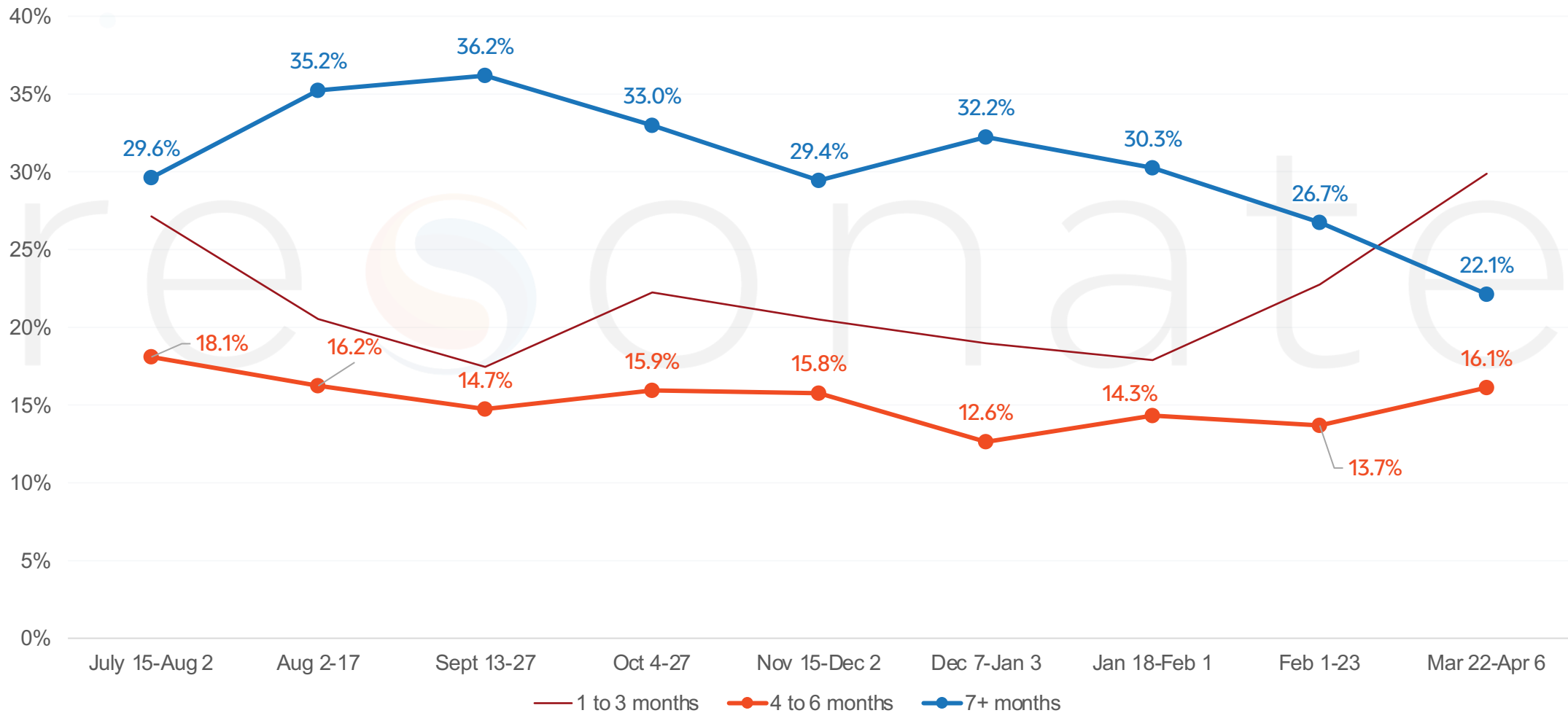
OVER 30% SAY LEISURE TRAVEL WILL RETURN TO NORMAL IN 1-3 MONTHS

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



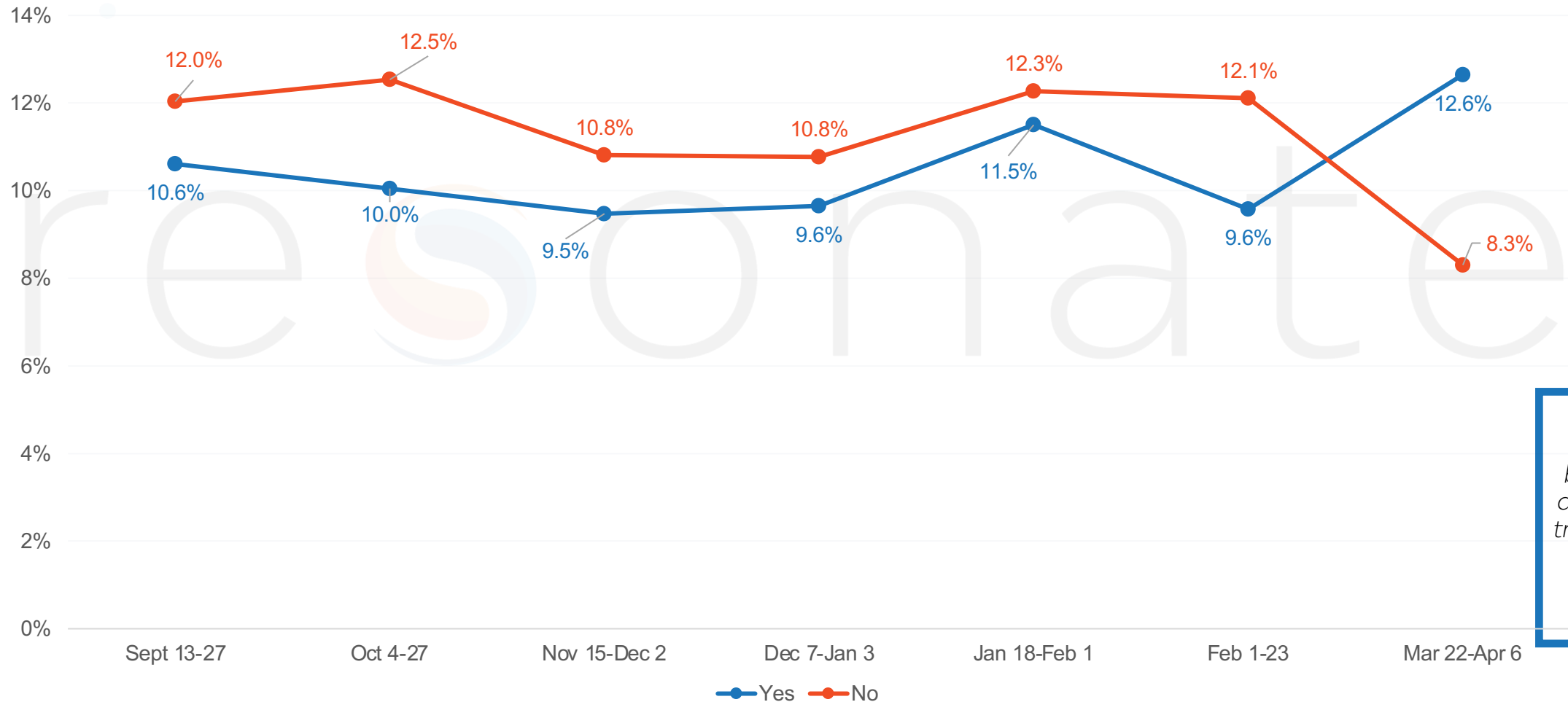
22% THINK BUSINESS TRAVEL WILL RETURN TO NORMAL IN 7+ MONTHS

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



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.



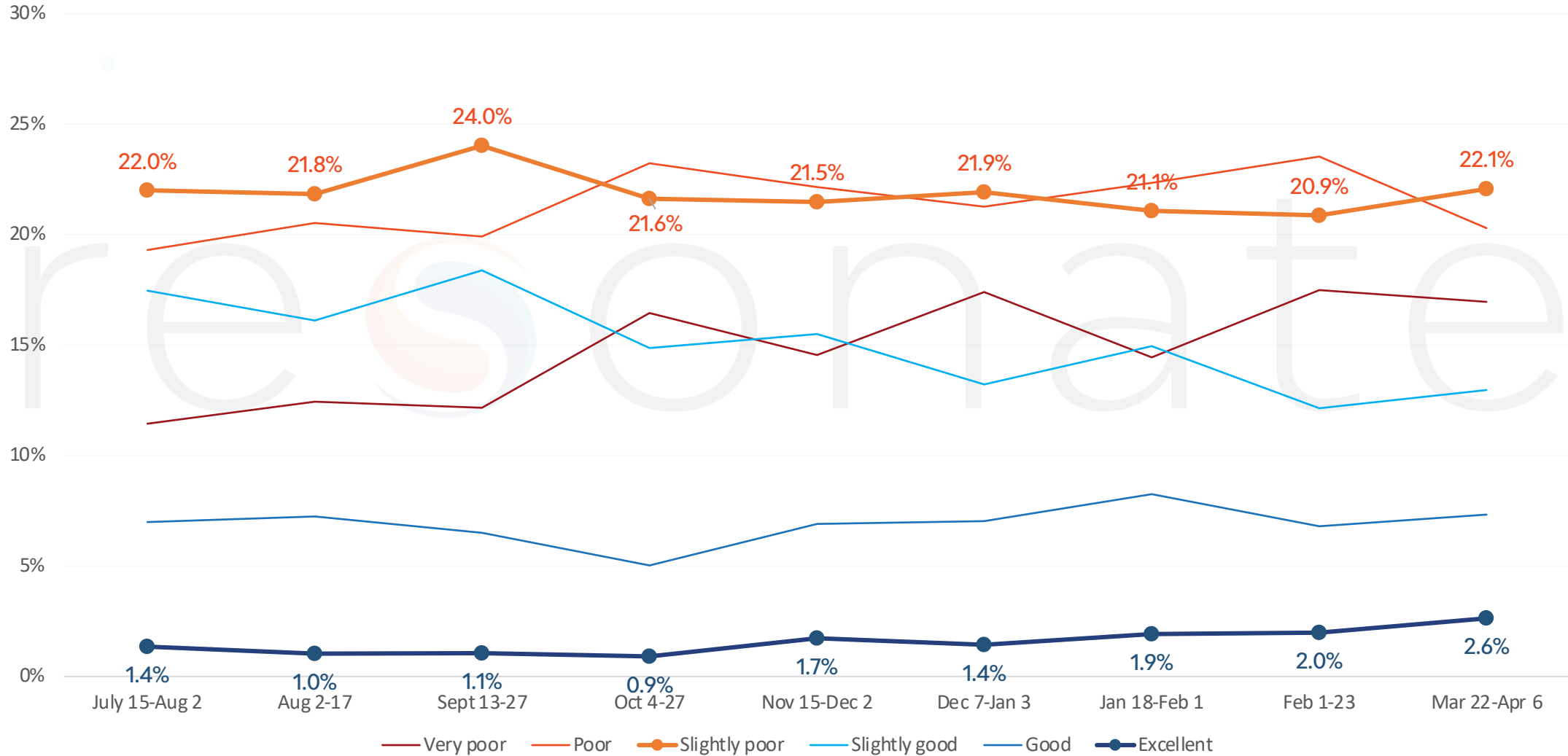
Interested in how this breaks out by demographics, travel style, and future plans? [Get a demo](#)

The background is a solid blue color with a large, faint, abstract graphic element. This element consists of several overlapping, curved lines that form a complex, circular pattern, resembling a stylized infinity symbol or a series of interlocking loops. The lines are a slightly lighter shade of blue than the background, creating a subtle, textured effect.

FINANCIAL

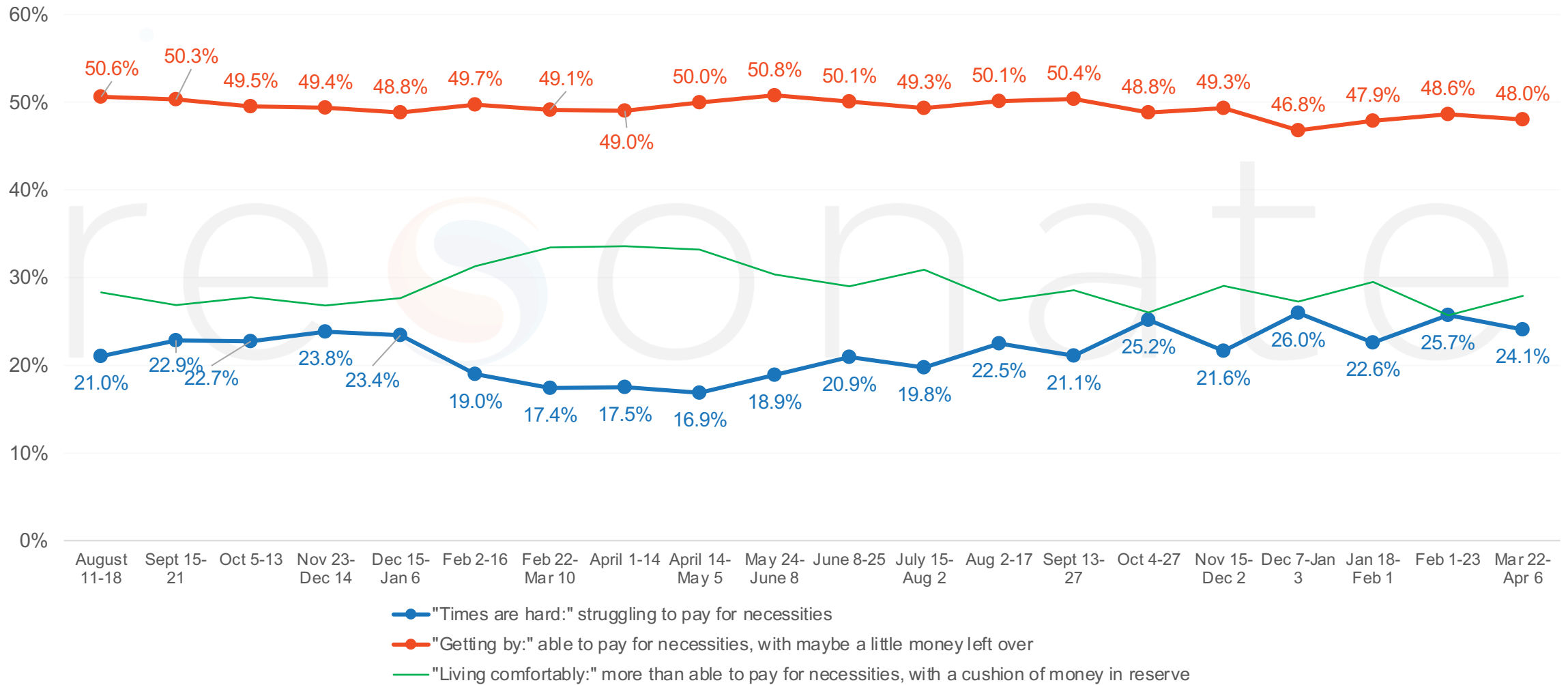
ONLY 3% RATE THE U.S. ECONOMY AS EXCELLENT

What is the current quality of the United States economy?



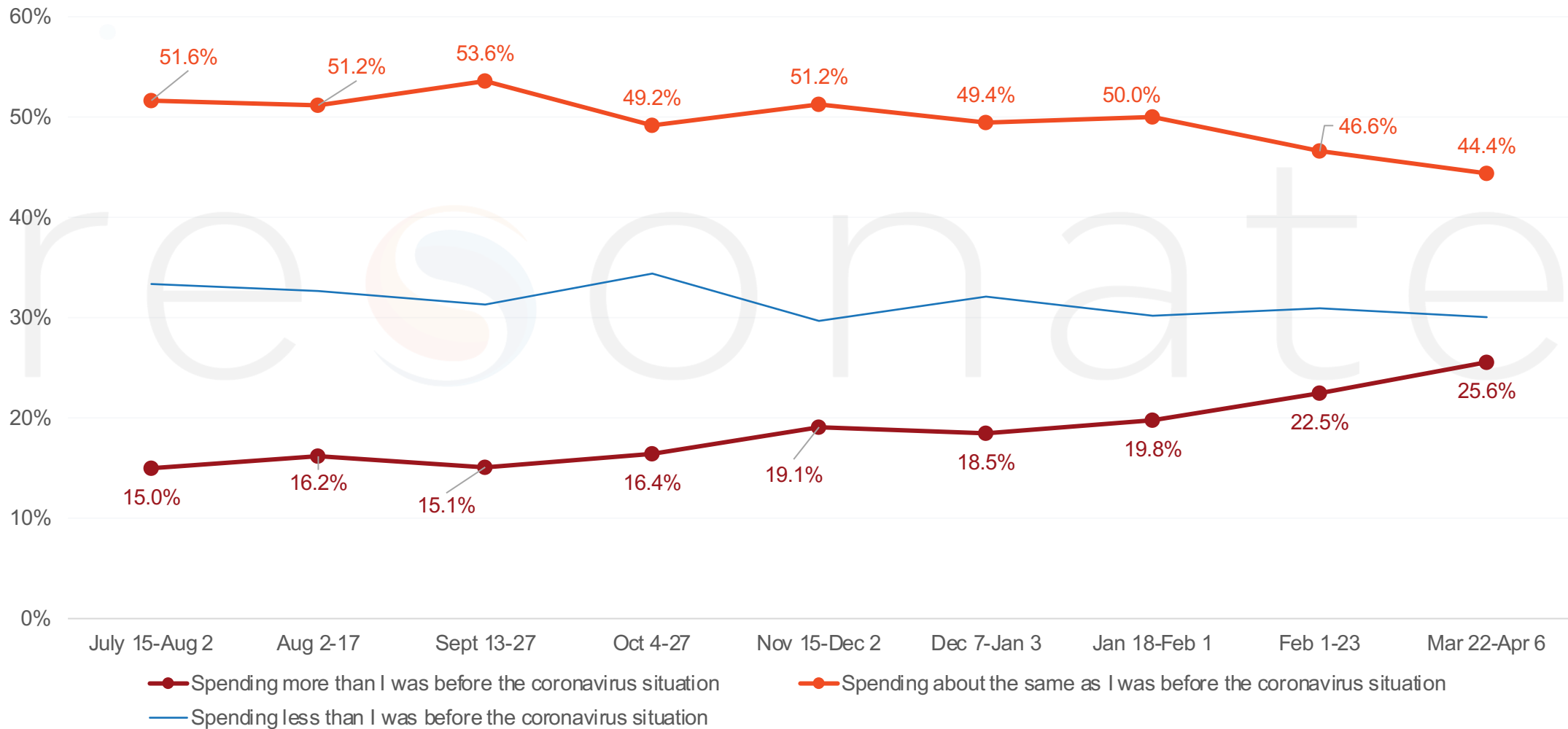
1 IN 5 AMERICANS ARE STRUGGLING TO PAY FOR NECESSITIES

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



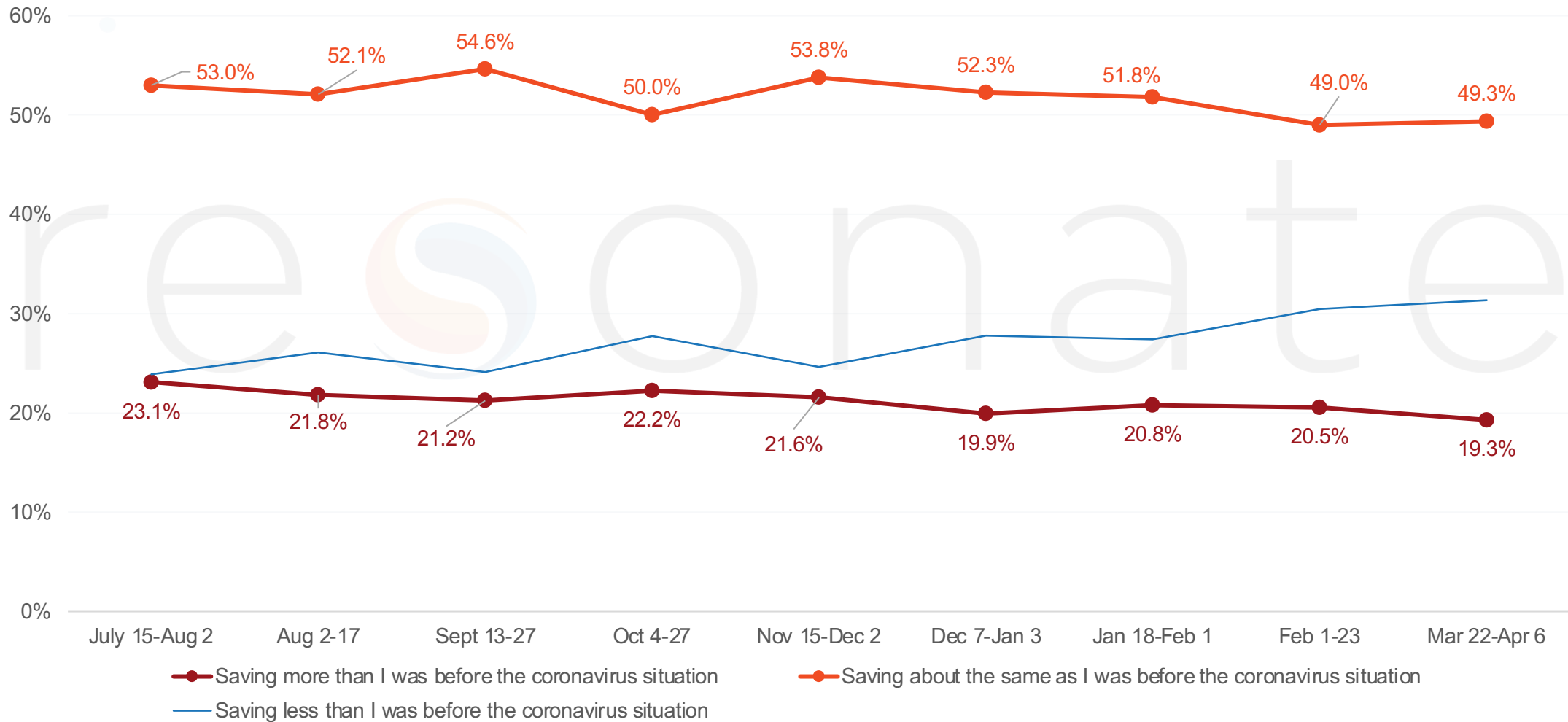
1 IN 4 AMERICANS IS SPENDING MORE THAN BEFORE THE PANDEMIC

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



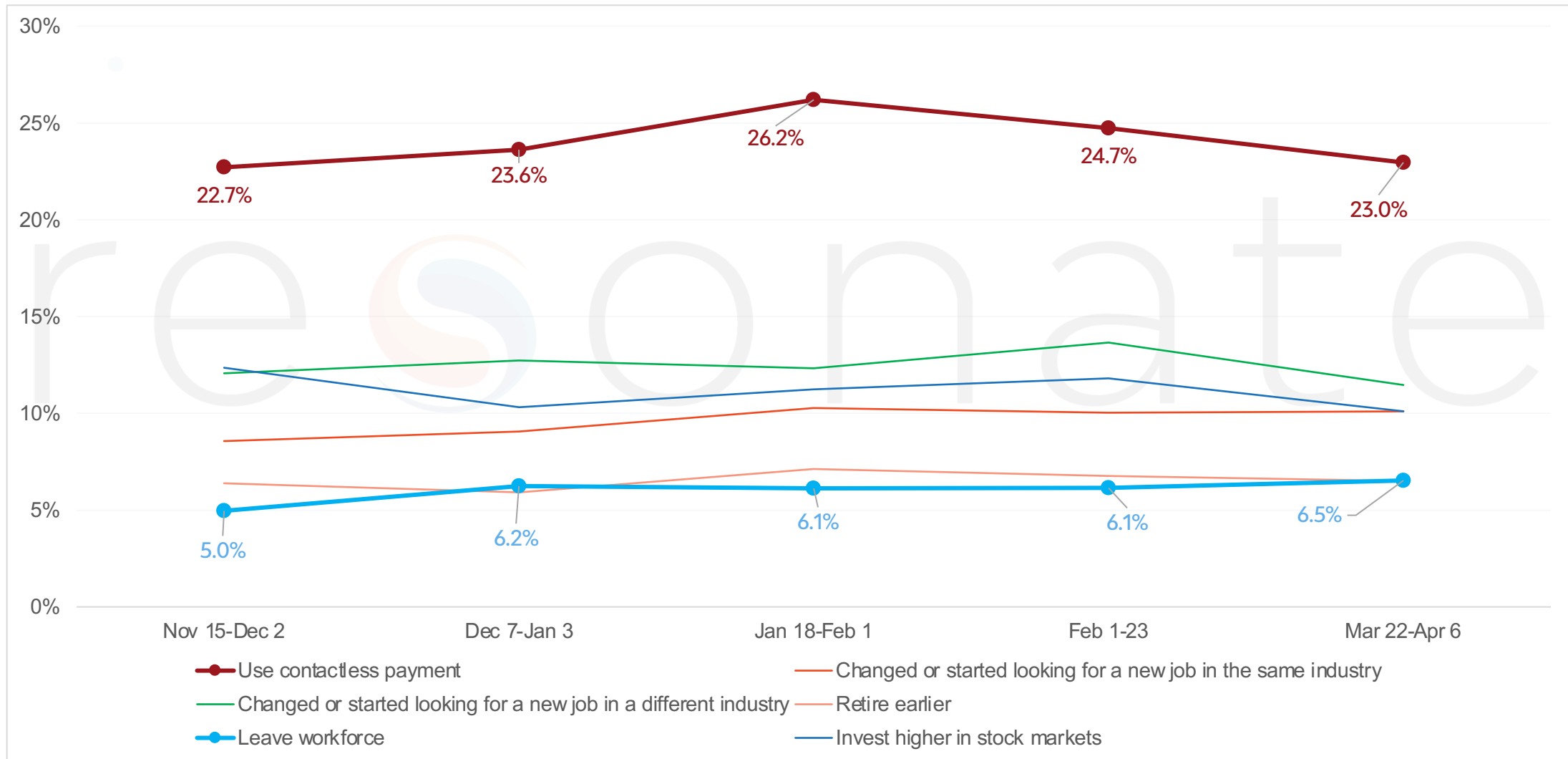
1 IN 5 AMERICANS IS SAVING MORE THAN BEFORE THE PANDEMIC

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



7% ARE LEAVING THE WORKFORCE DUE TO THE PANDEMIC

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

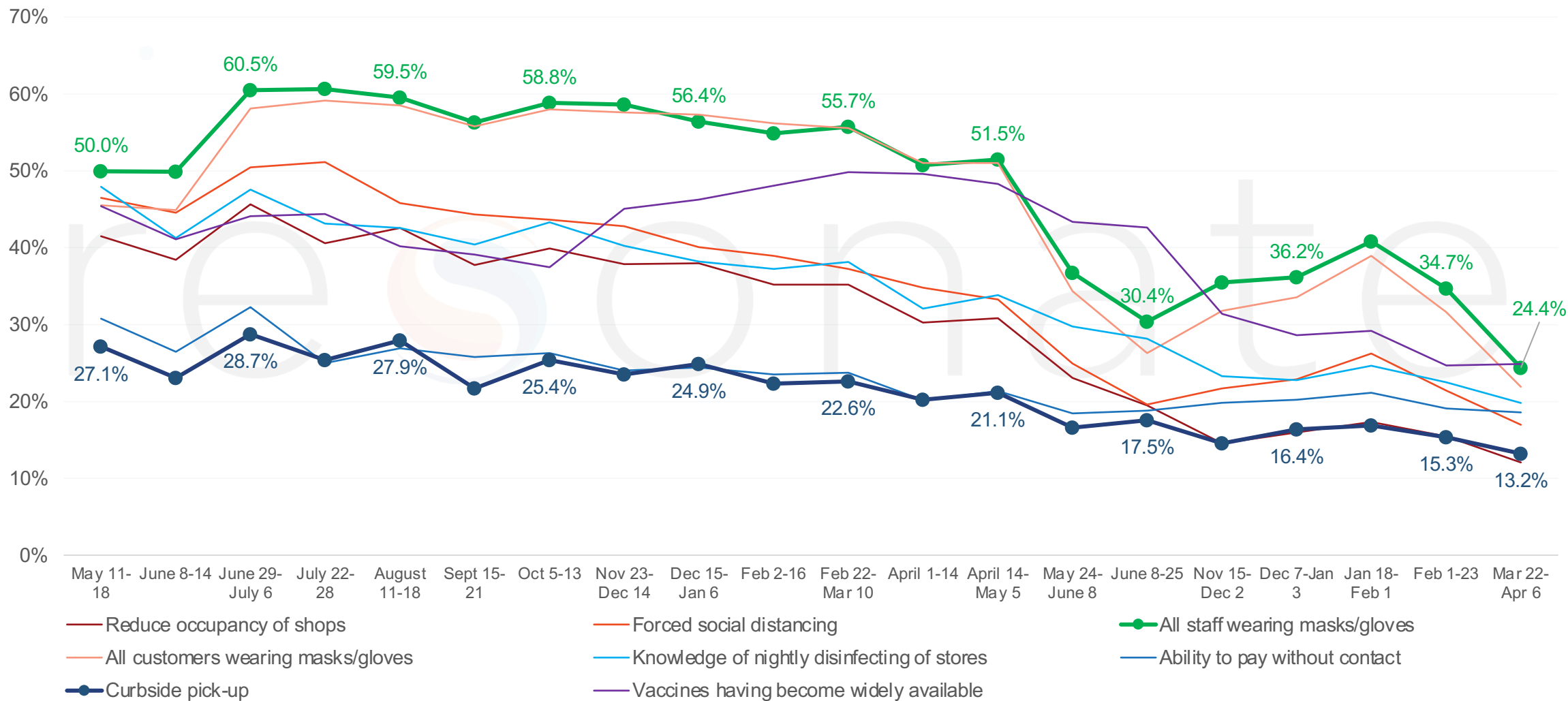




RETAIL

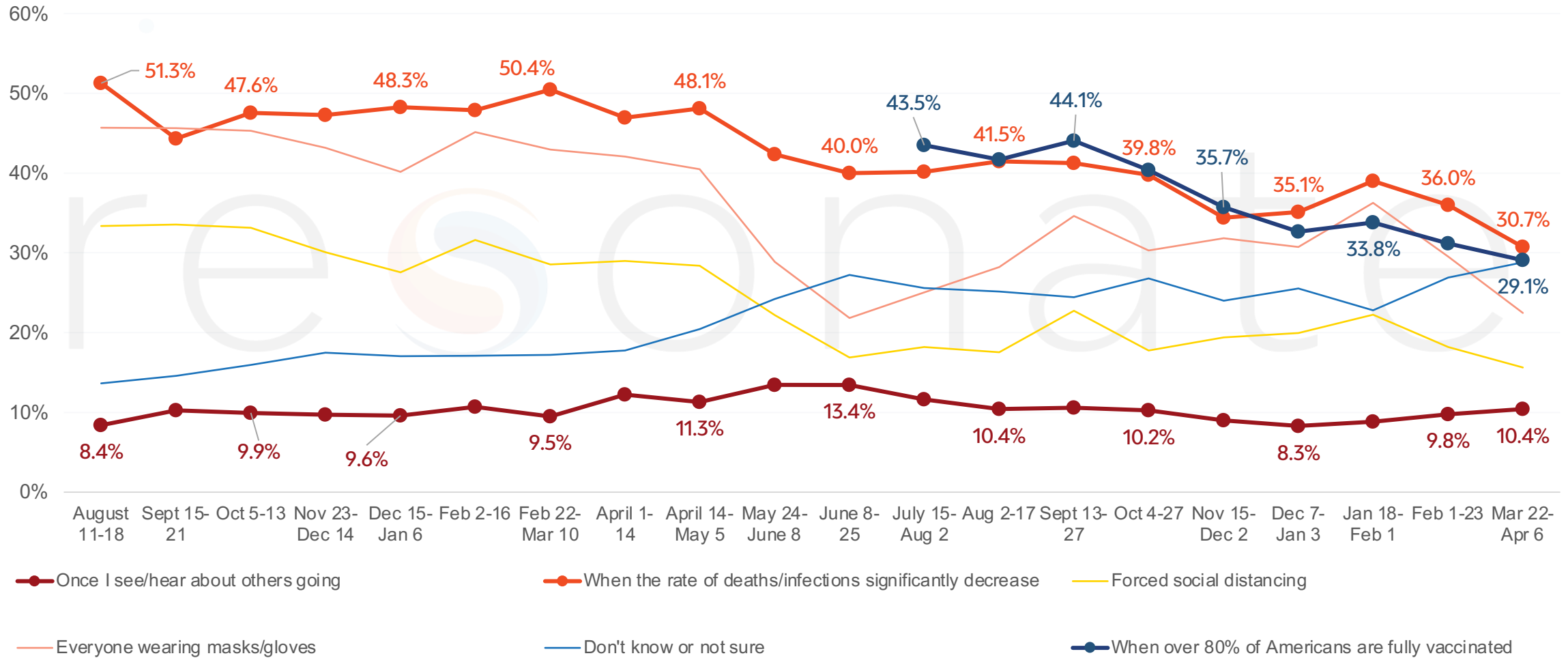
30% FEWER CONSUMERS NEED STAFF TO WEAR MASKS/GLOVES IN-STORE

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



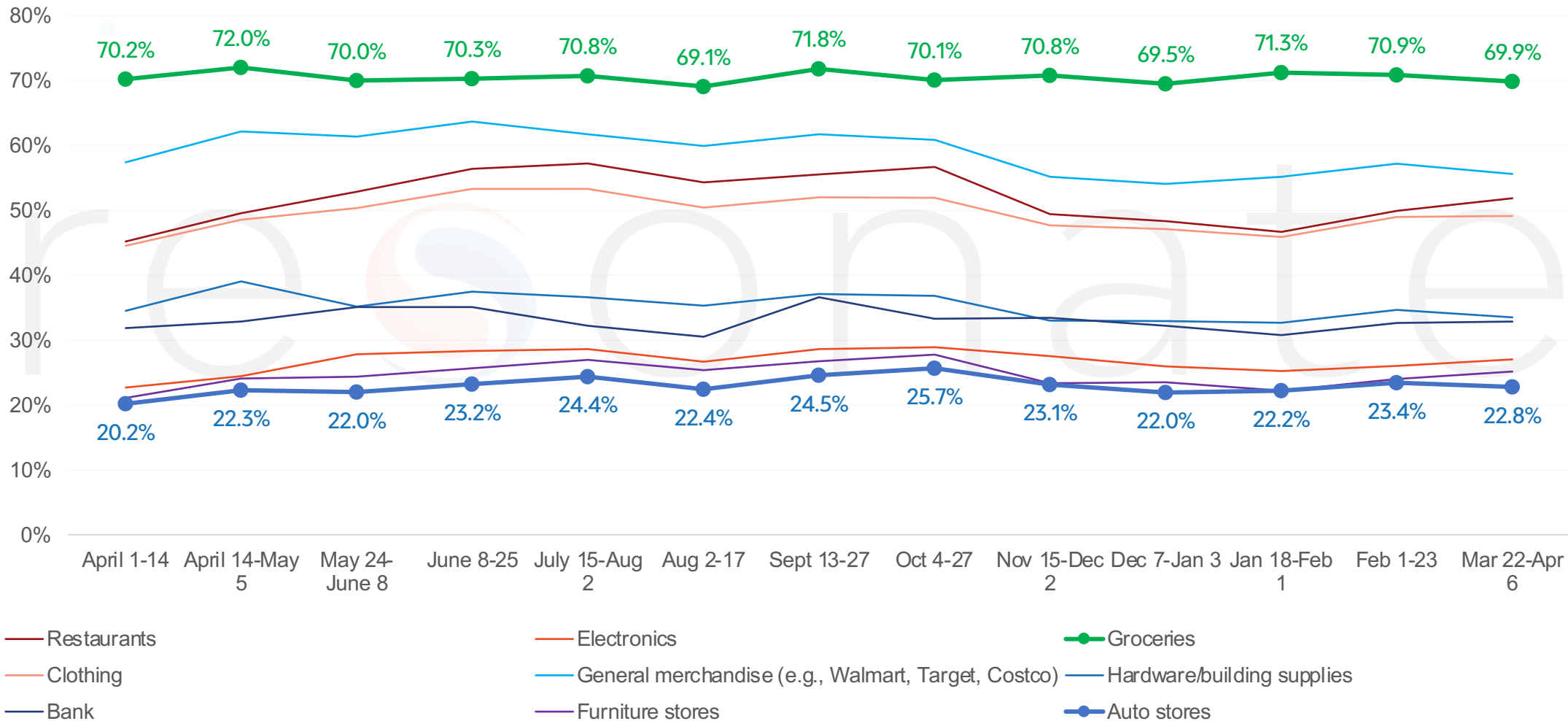
3 IN 10 WILL JOIN CROWDS WHEN MORE PEOPLE ARE VACCINATED

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.



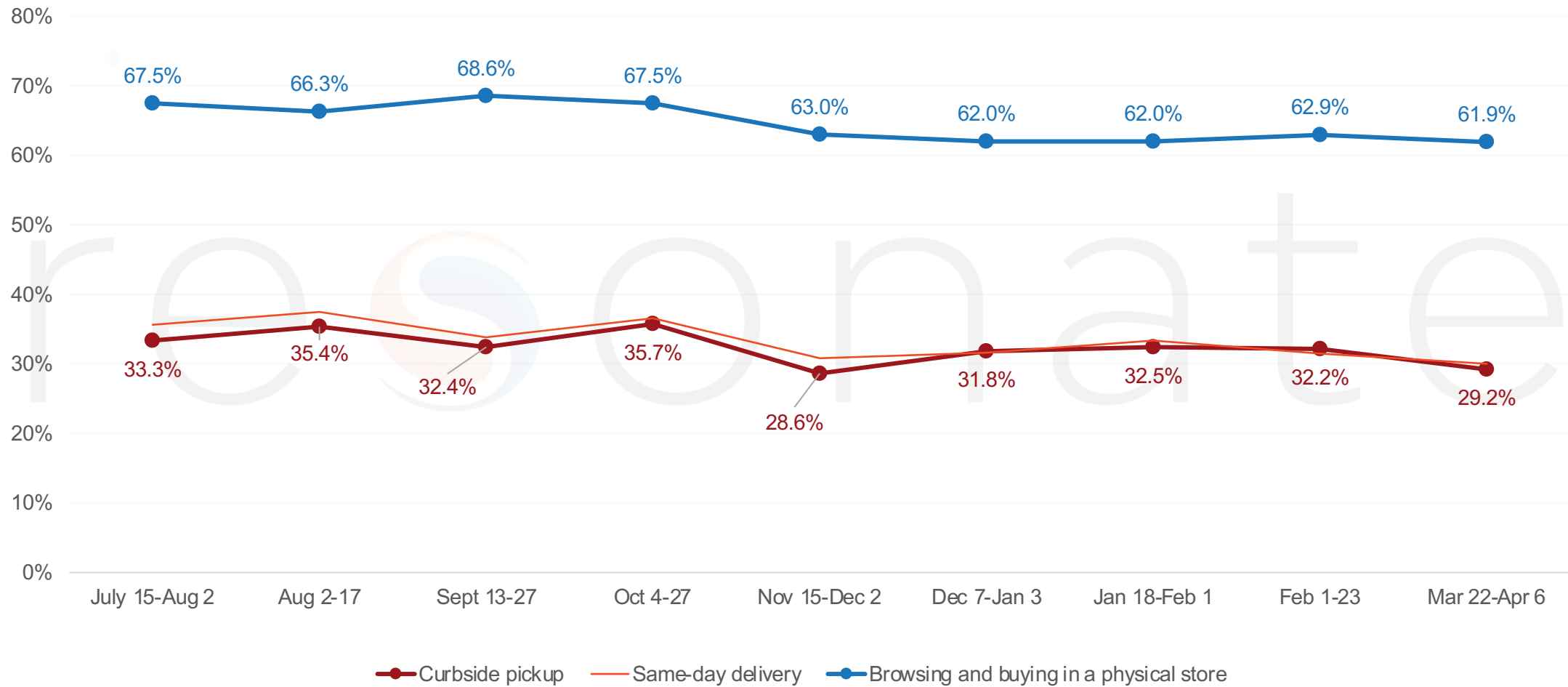
70% WILL BUY GROCERIES AT PHYSICAL LOCATION RATHER THAN ONLINE

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.



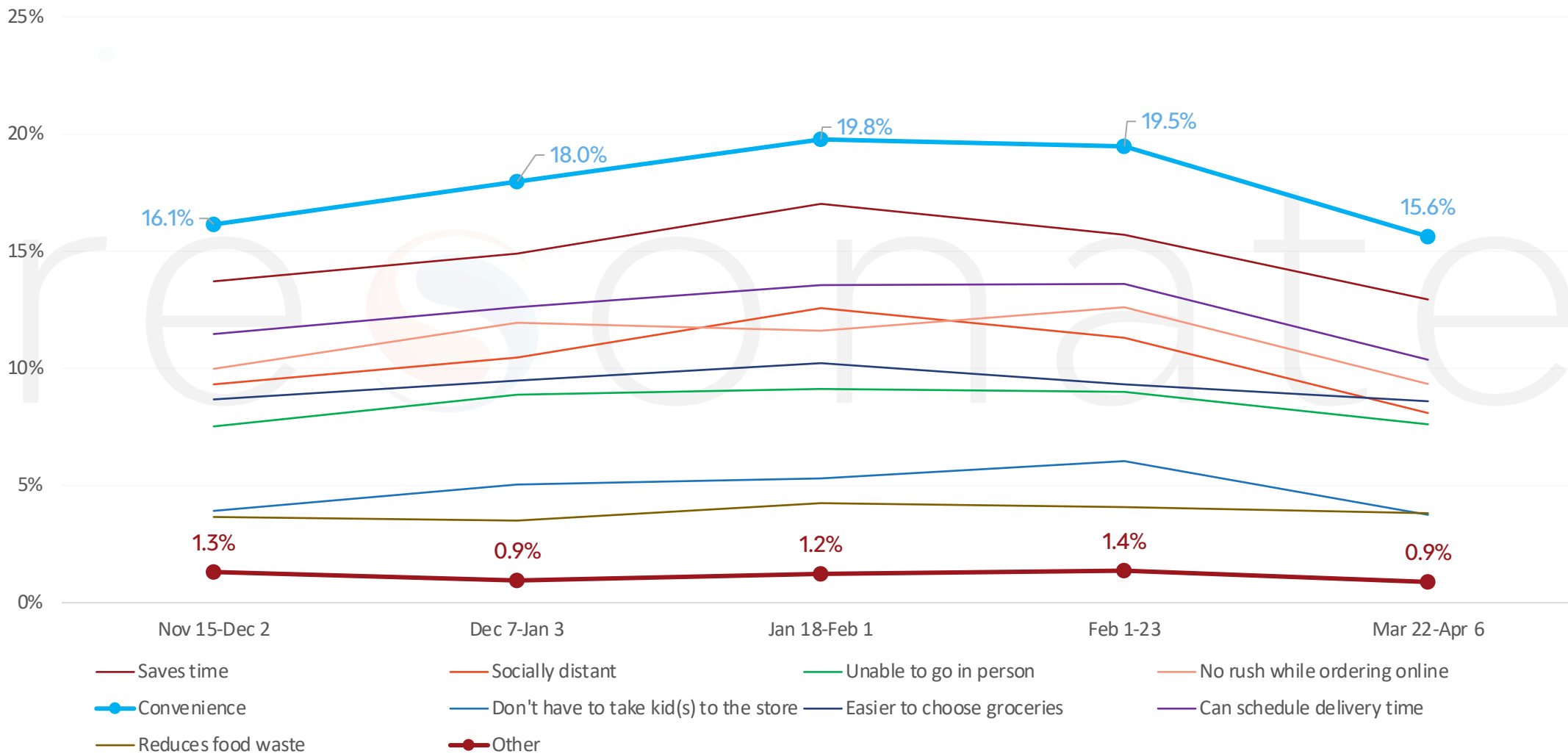
29% STILL CONSIDER SAME-DAY DELIVERY AN IMPORTANT OPTION

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



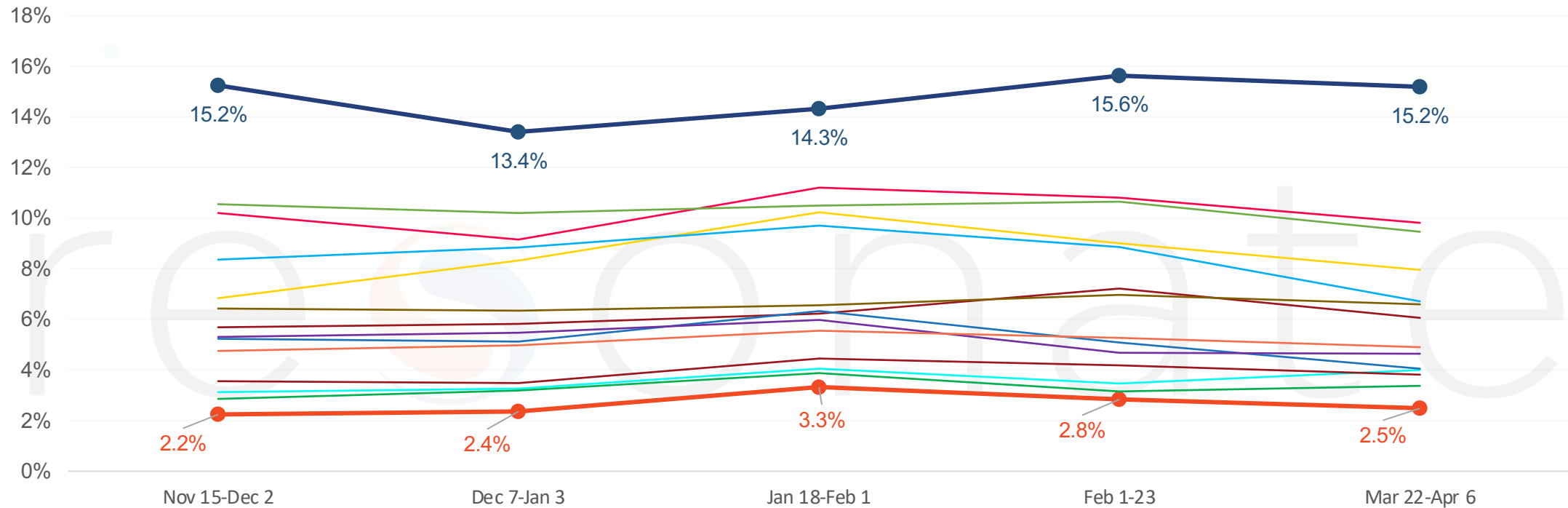
CONVENIENCE STILL THE TOP REASON PEOPLE ORDER GROCERIES ONLINE

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



ONLY 3% WILL START A VIRTUAL GYM SUBSCRIPTION IN NEXT 90 DAYS

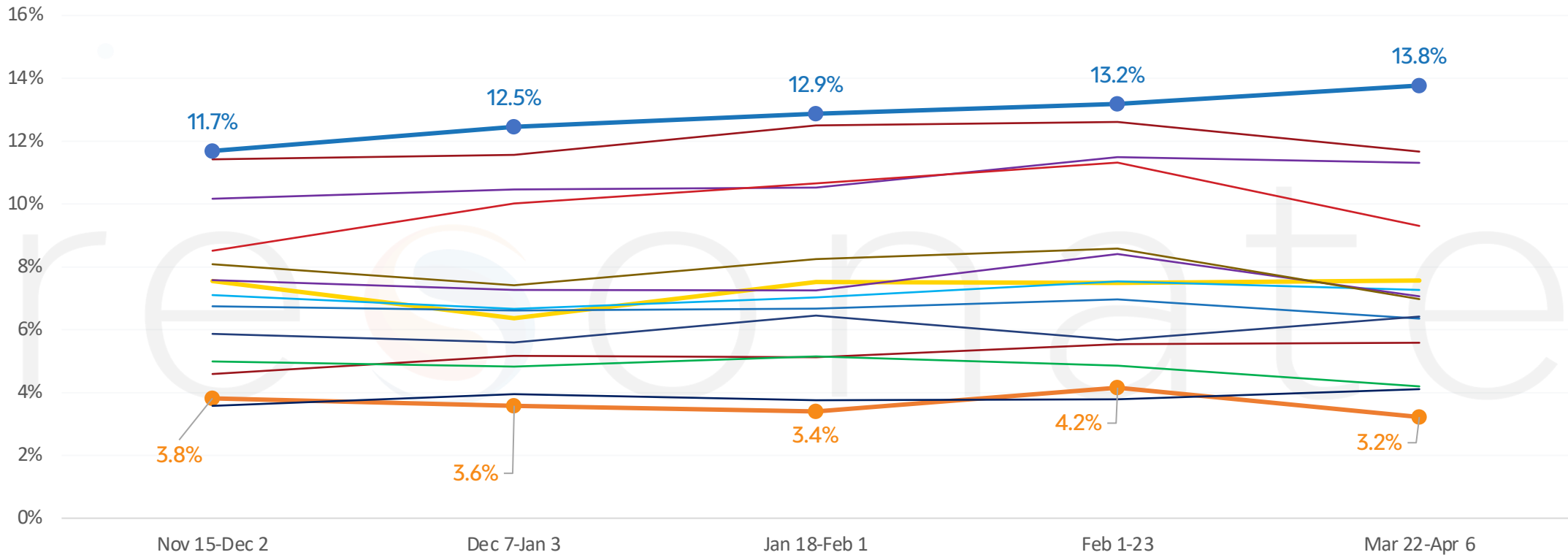
Which of the following are you **most likely to start** in the next 90 days?



- 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

14% WILL LIKELY CANCEL STREAMING SUBSCRIPTION IN NEXT 90 DAYS

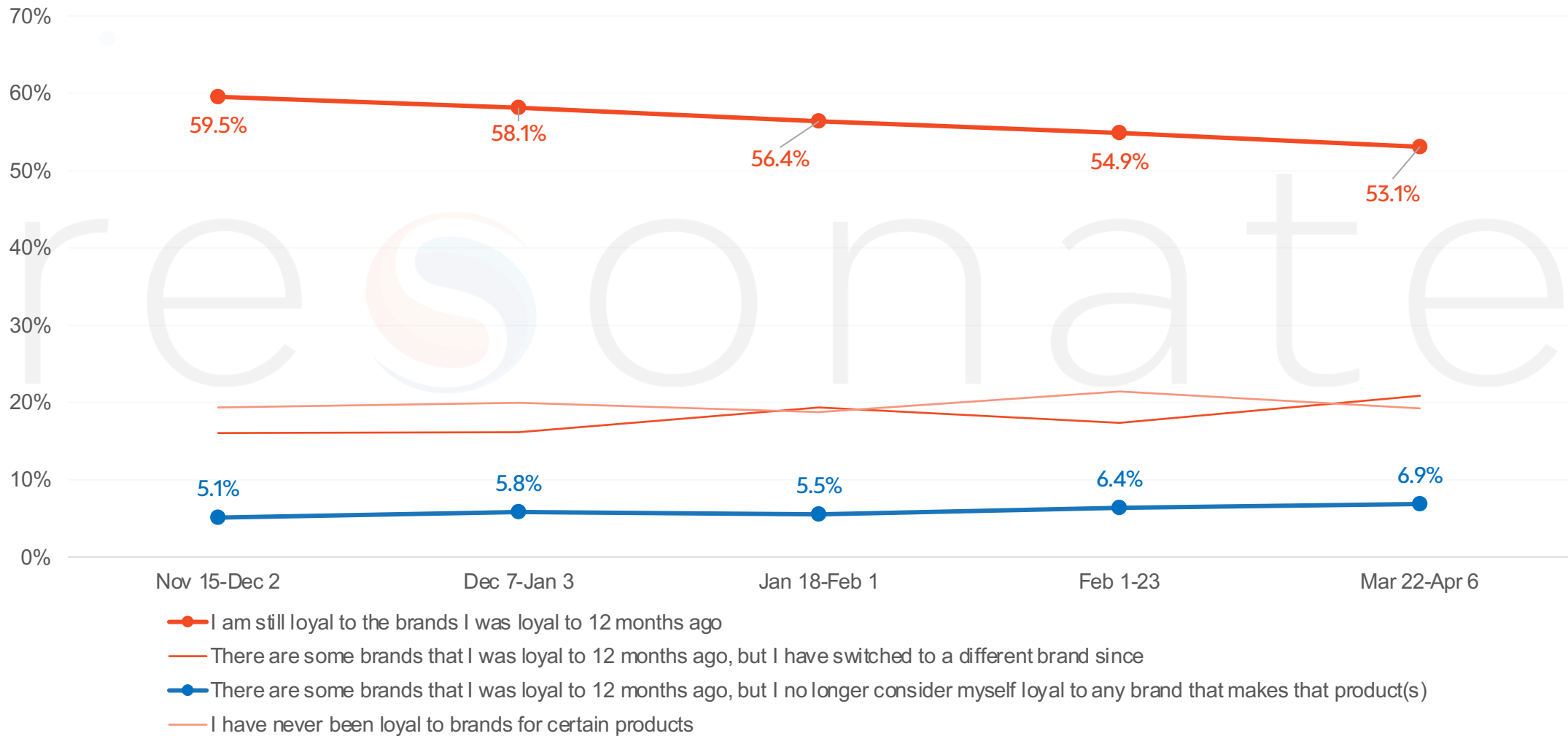
Which of the following are you most likely to stop/cancel in the next 90 days?



- Making a major purchase that you would have previously purchased
- Ordering 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 purchased
- Relying on delivery service instead of shopping in-stores
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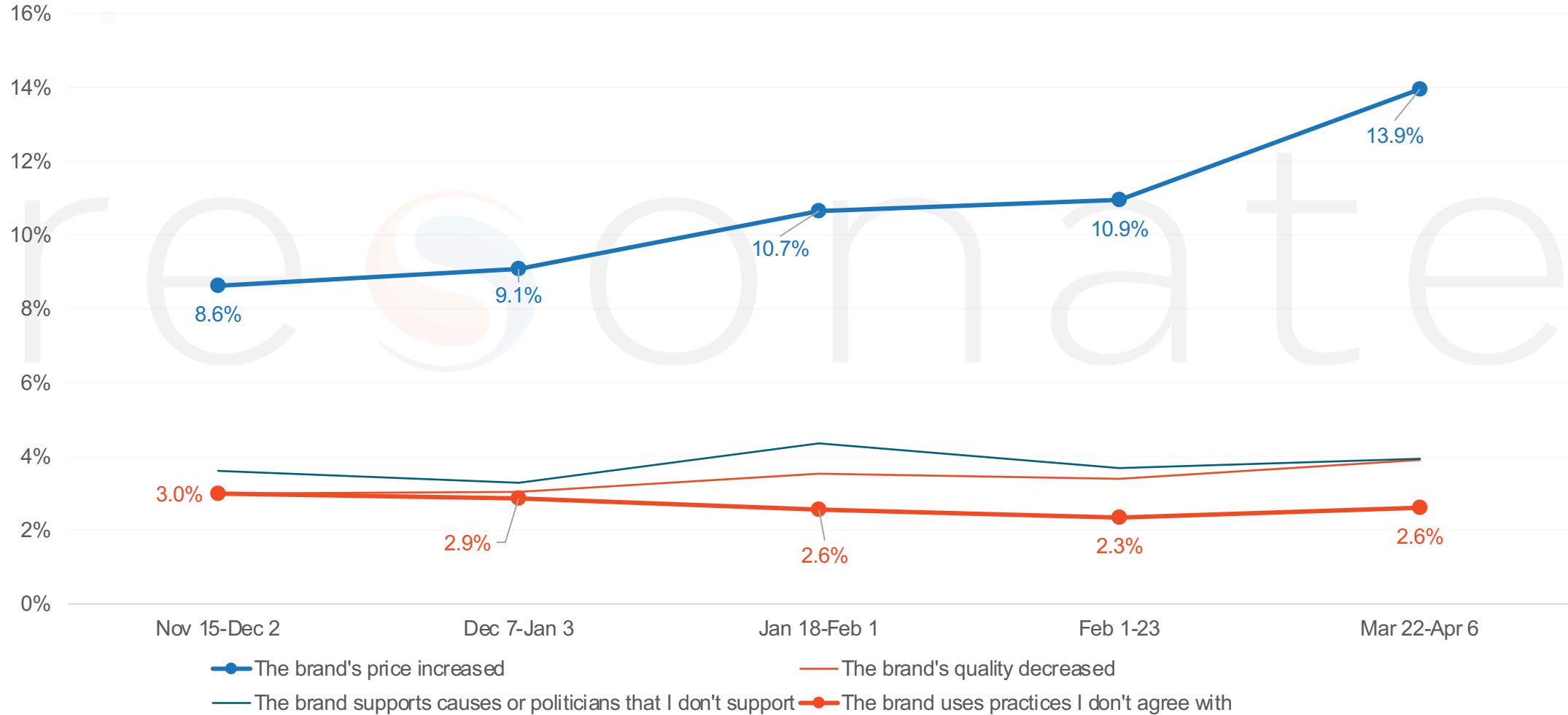
SLIGHT DECREASE IN LOYALTY TO SAME BRANDS AFTER 12 MONTHS

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



28% UPTICK IN THOSE WHO ABANDON BRANDS DUE TO HIGHER PRICE

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

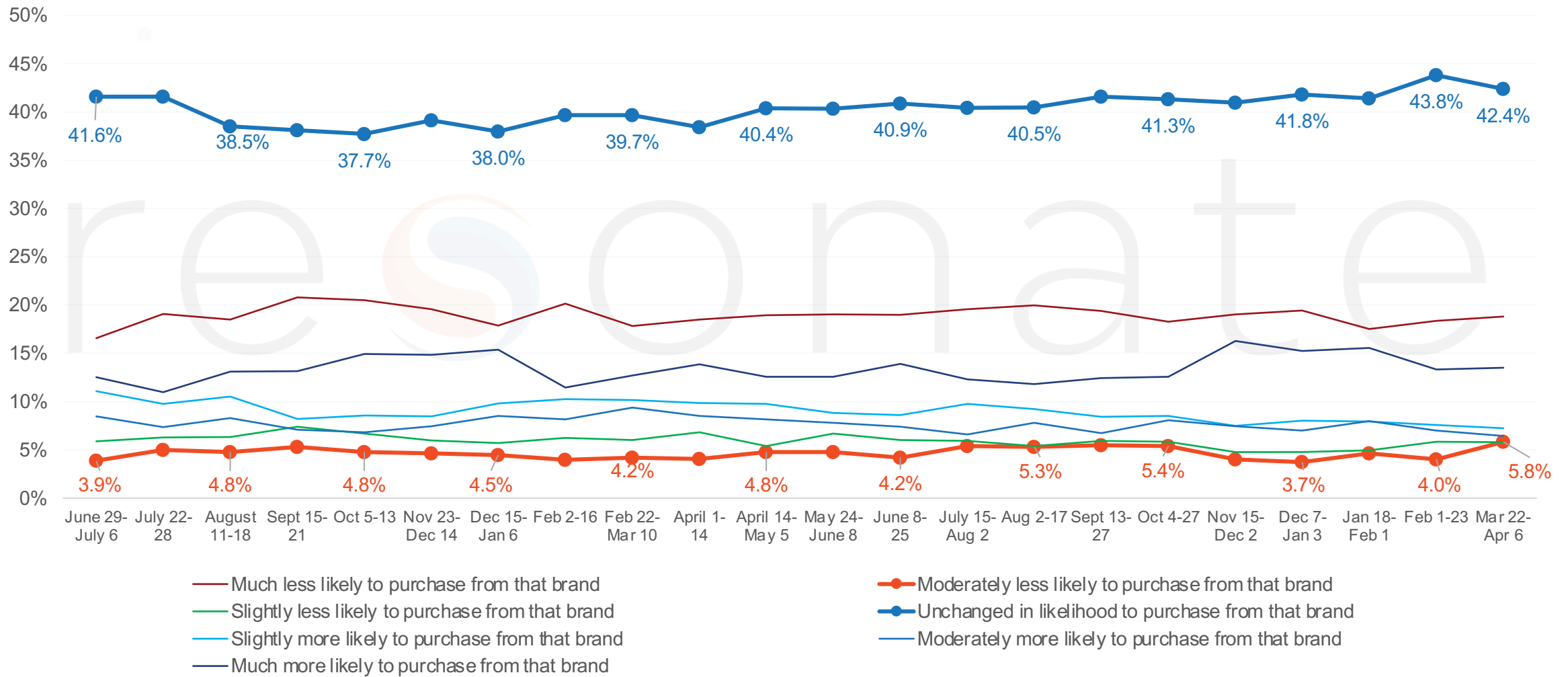


The image features a solid blue background with a large, faint, white graphic of two interlocking circles. The text "SOCIAL JUSTICE" is centered in a white, bold, sans-serif font.

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?





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 230 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, 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.



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