

resonate

# DATA TO CREATE OPPORTUNITY OUT OF UNCERTAINTY

Resonate Recent Events Consumer Flash Study, Wave 28  
June 2022



# INTRODUCTION

If anything is certain, it is that *everything* is uncertain. Just when consumers began to see the light at the end of the proverbial 'pandemic tunnel,' new variants emerged, aggressively moving through school graduations and summer vacations, changing travel requirements. But COVID-19 is not all that's burdening today's consumers. Roe vs. Wade changes, Inflation, the war in Ukraine and threats elsewhere, elections in the U.S. and other allied countries, stock market volatility, continued supply chain woes, and more, weigh heavily on the hearts and minds of consumers everywhere.

Just when you were beginning to feel disempowered, Resonate released Wave 28 of our 'pulse-of-the-consumer' market research, revealing critical insights on consumer behavior, sentiment, and intent. This latest Resonate Recent Events Flash Study was fielded May 24 - June 7, 2022. Data from the survey is processed through the Resonate AI-driven data engine. This results in powerful, proprietary current event data that is connected to the Resonate core dataset of more than 14,000 attributes, and scaled to 230 million U.S. consumers, making it directly actionable for insights, analytics, and omnichannel activation.

When uncertainty abounds, you can trust Resonate to deliver rich, relevant, up-to-date, privacy-safe data that empowers you to make better data-driven decisions.

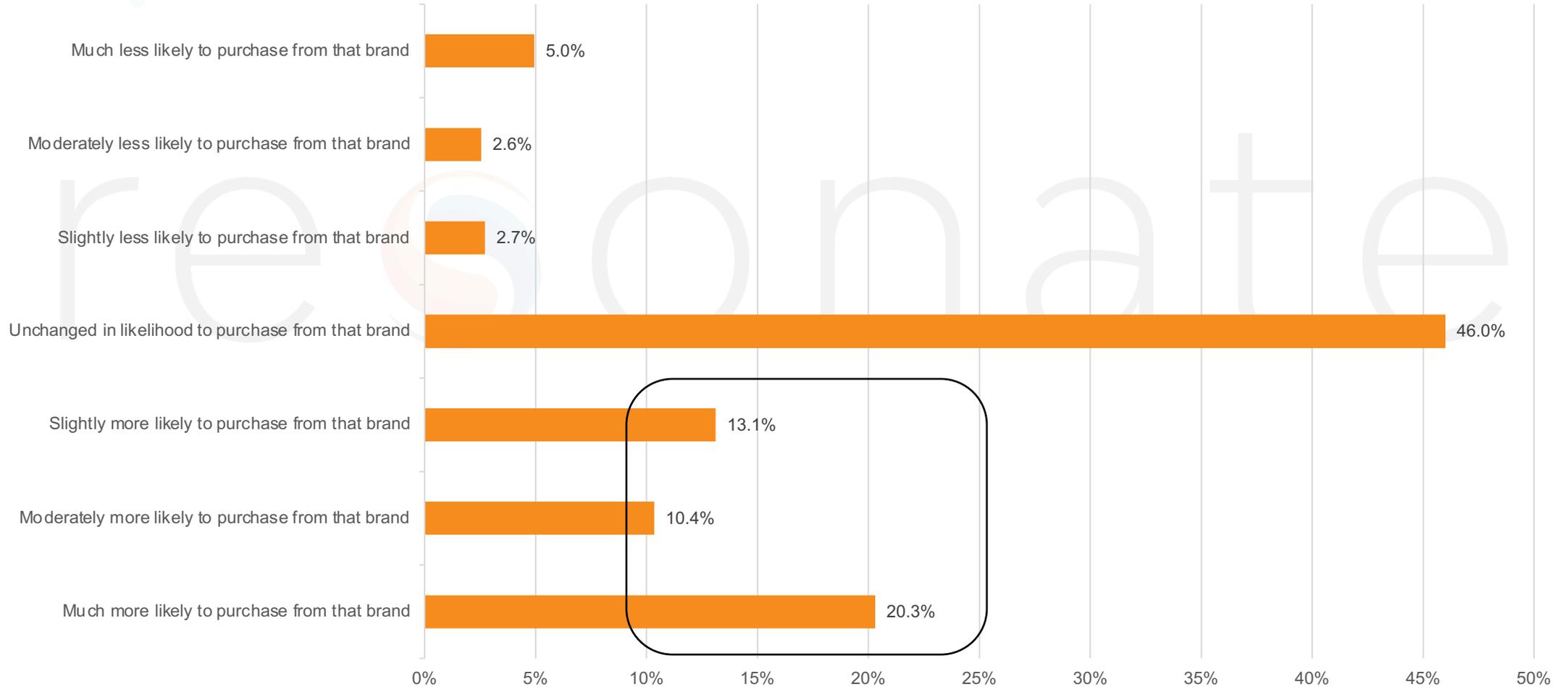


See It In Action

# BRAND & CONSUMER VALUE ALIGNMENT

# 44% ARE MORE LIKELY TO PURCHASE BRANDS THAT SUPPORT UKRAINE

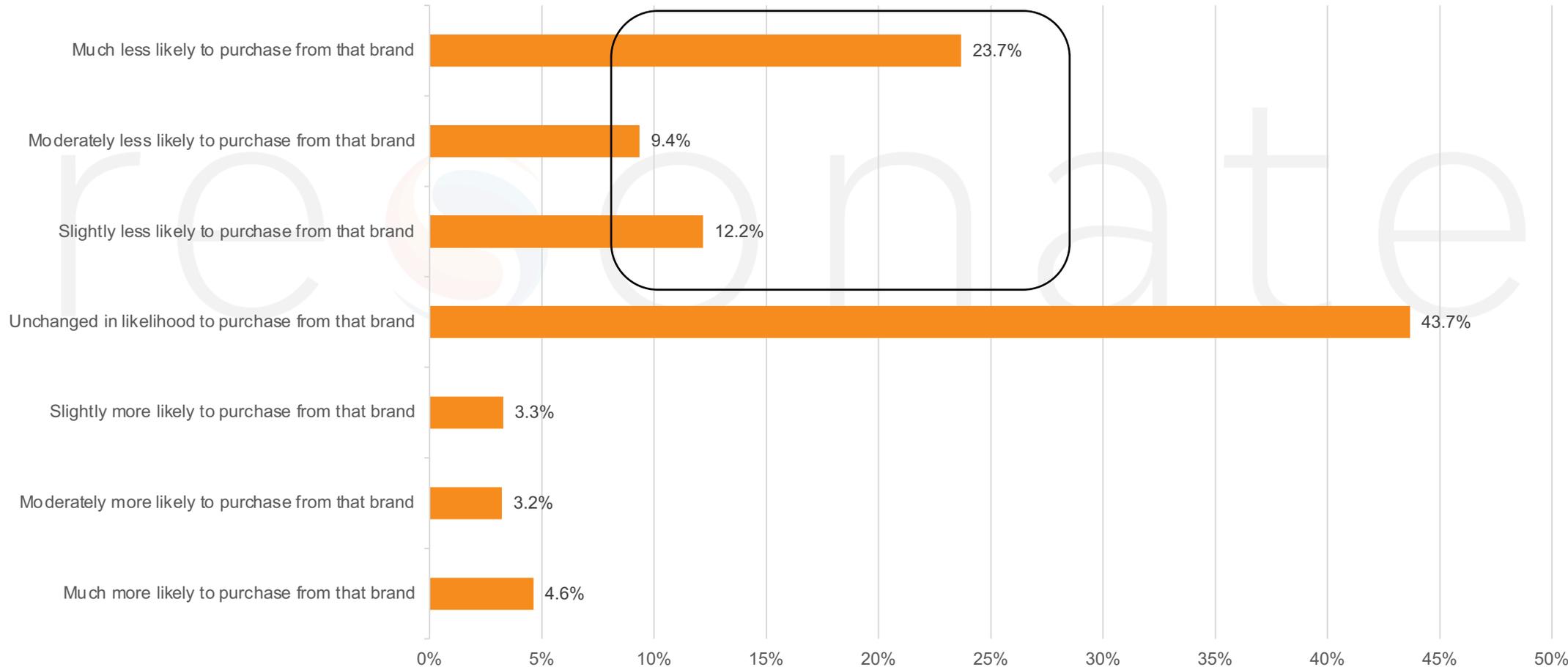
How are you likely to react when you see a Consumer Brand show support for each of the following groups/causes? **Brand that shows support for Ukraine**



# 45% ARE LESS LIKELY TO PURCHASE FROM A BRAND THAT REMAINED OPEN IN RUSSIA AFTER THE RUSSIAN INVASION

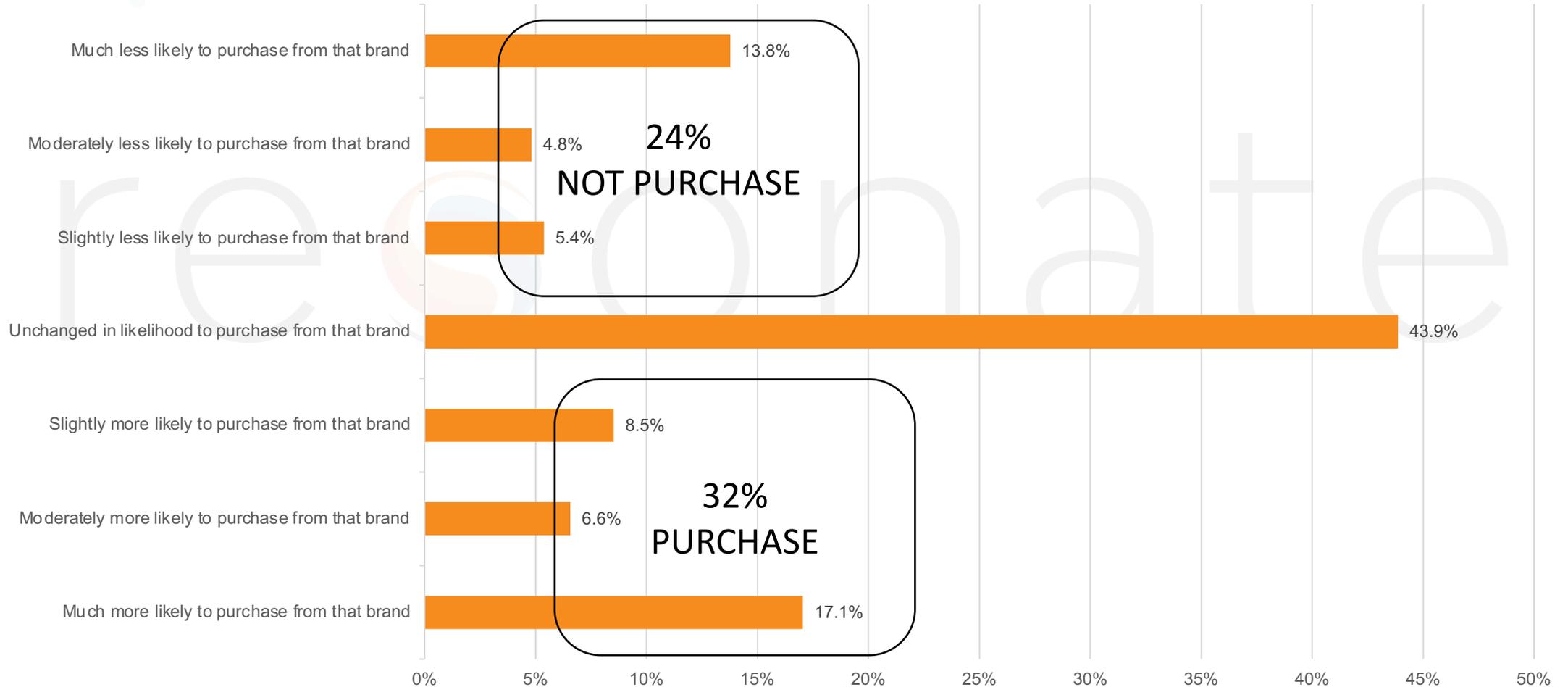
In response to Russia invading Ukraine, some businesses have closed all their locations across Russia.

To what extent would you be more or less likely to buy a **product from a company that did NOT close their locations in Russia after Russia invaded Ukraine?**



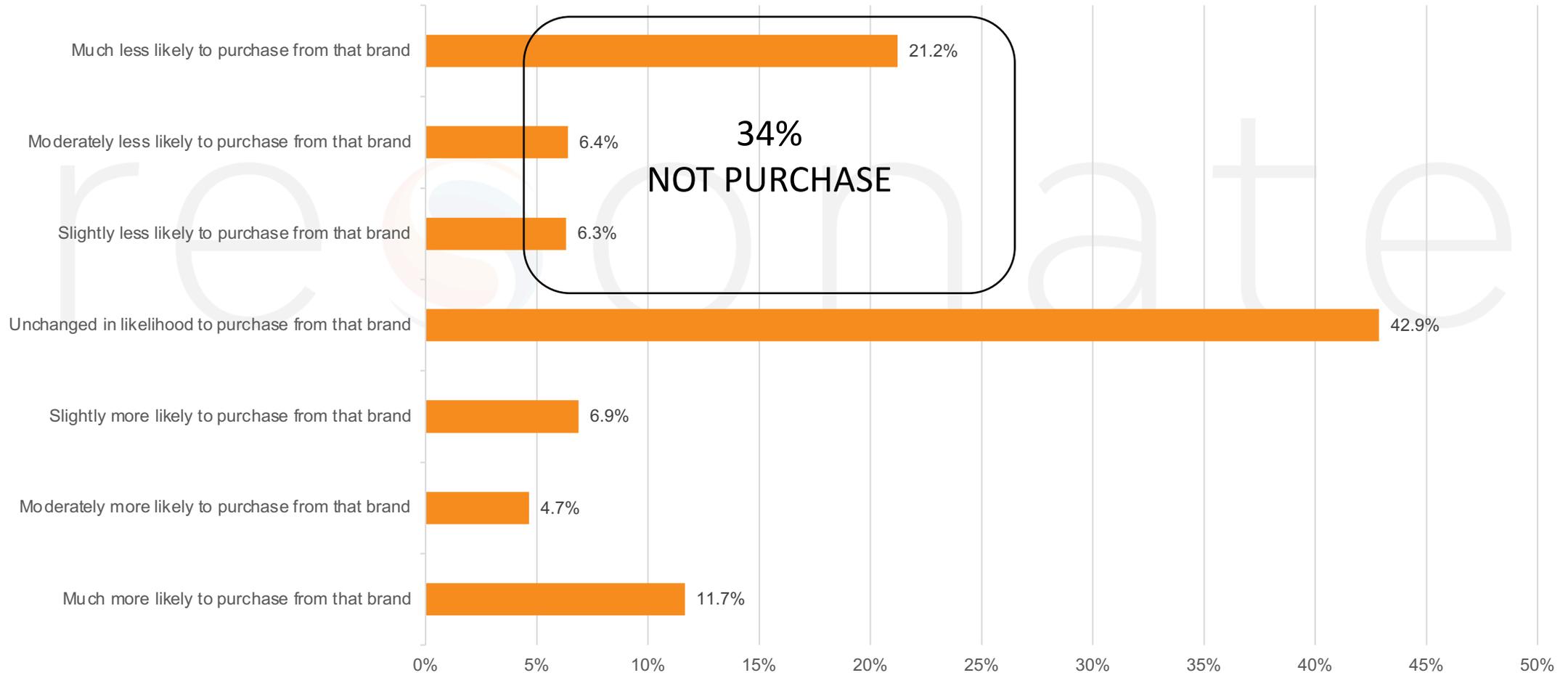
# 32% ARE MORE LIKELY TO PURCHASE FROM PRO-CHOICE SUPPORTING BRANDS

How are you likely to react when you see a Consumer Brand show support for each of the following groups/causes? **Brand that shows support for pro-choice groups or other groups supporting legal abortion**



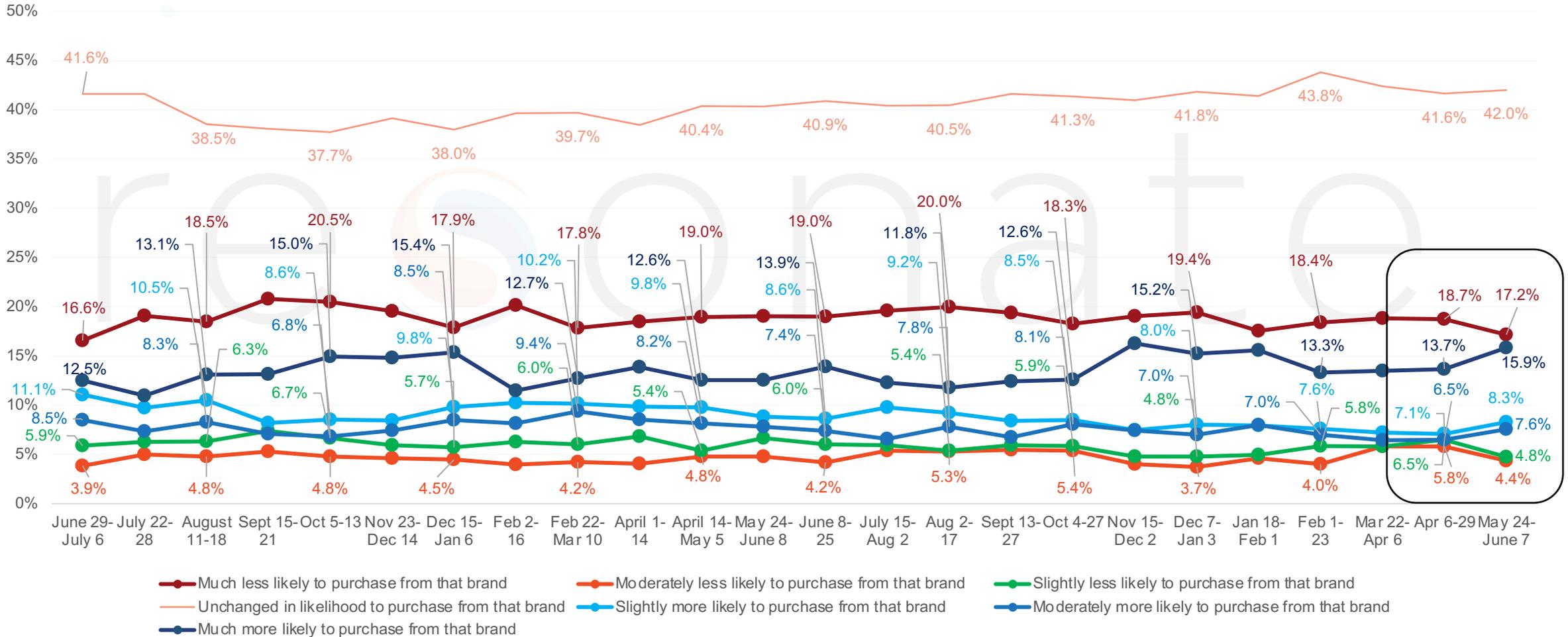
# 34% ARE LESS LIKELY TO PURCHASE FROM PRO-LIFE SUPPORTING BRANDS

How are you likely to react when you see a Consumer Brand show support for each of the following groups/causes? **Brand that shows support for pro-life groups or other groups opposed to legal abortion**



# CONSUMERS ARE ROUGHLY EVEN WHEN CONSIDERING THE IMPORTANCE OF BLM, WITH SUPPORT FOR BRANDS INCREASING IN THE LAST 30 DAYS

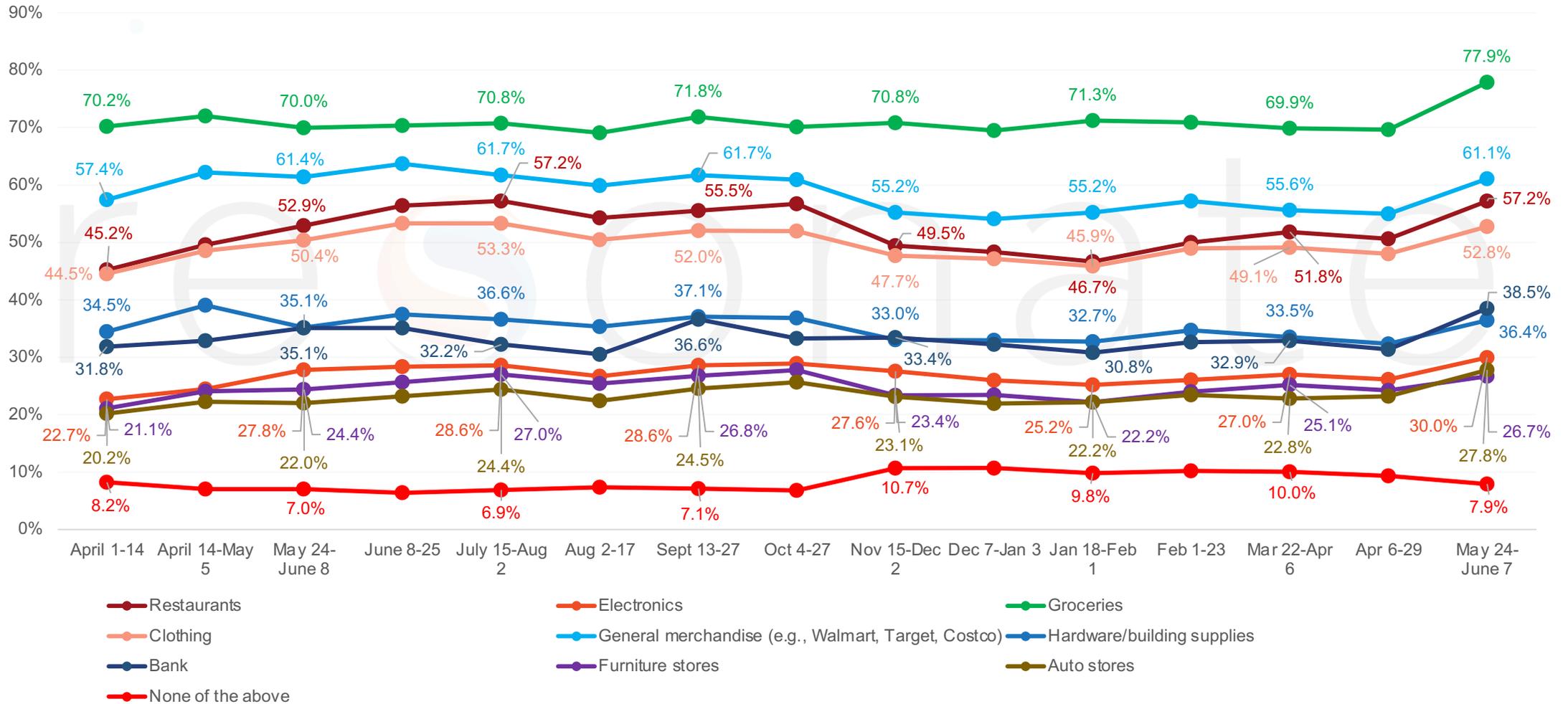
How are you likely to react when you see a Consumer Brand showing support for the group **Black Lives Matter** or other racial justice protesters in the country?



# RETAIL BEHAVIOR & SENTIMENT

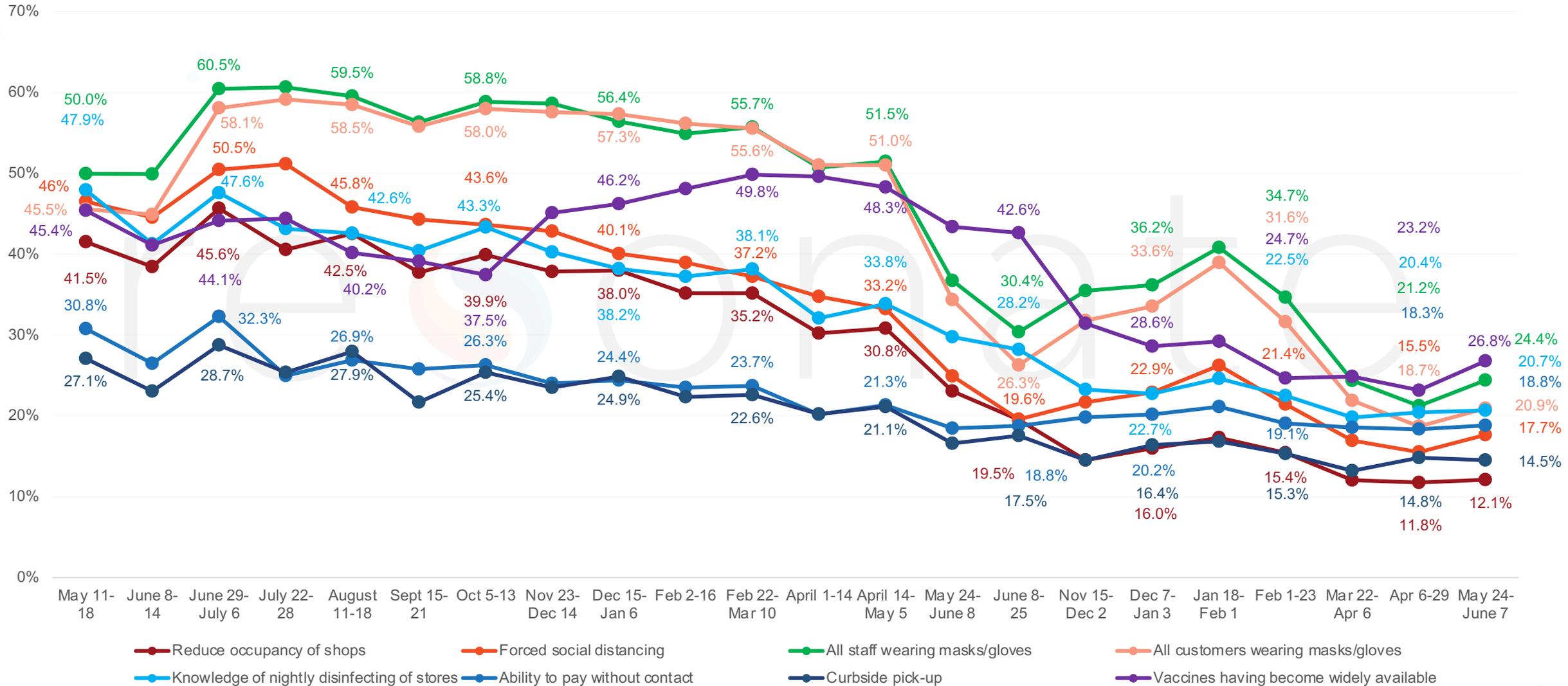
# CONSUMERS CONTINUE TO RETURN TO SHOPPING IN-STORE ...

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.



# BUT WITH A RENEWED DESIRE FOR COVID PROTECTIONS

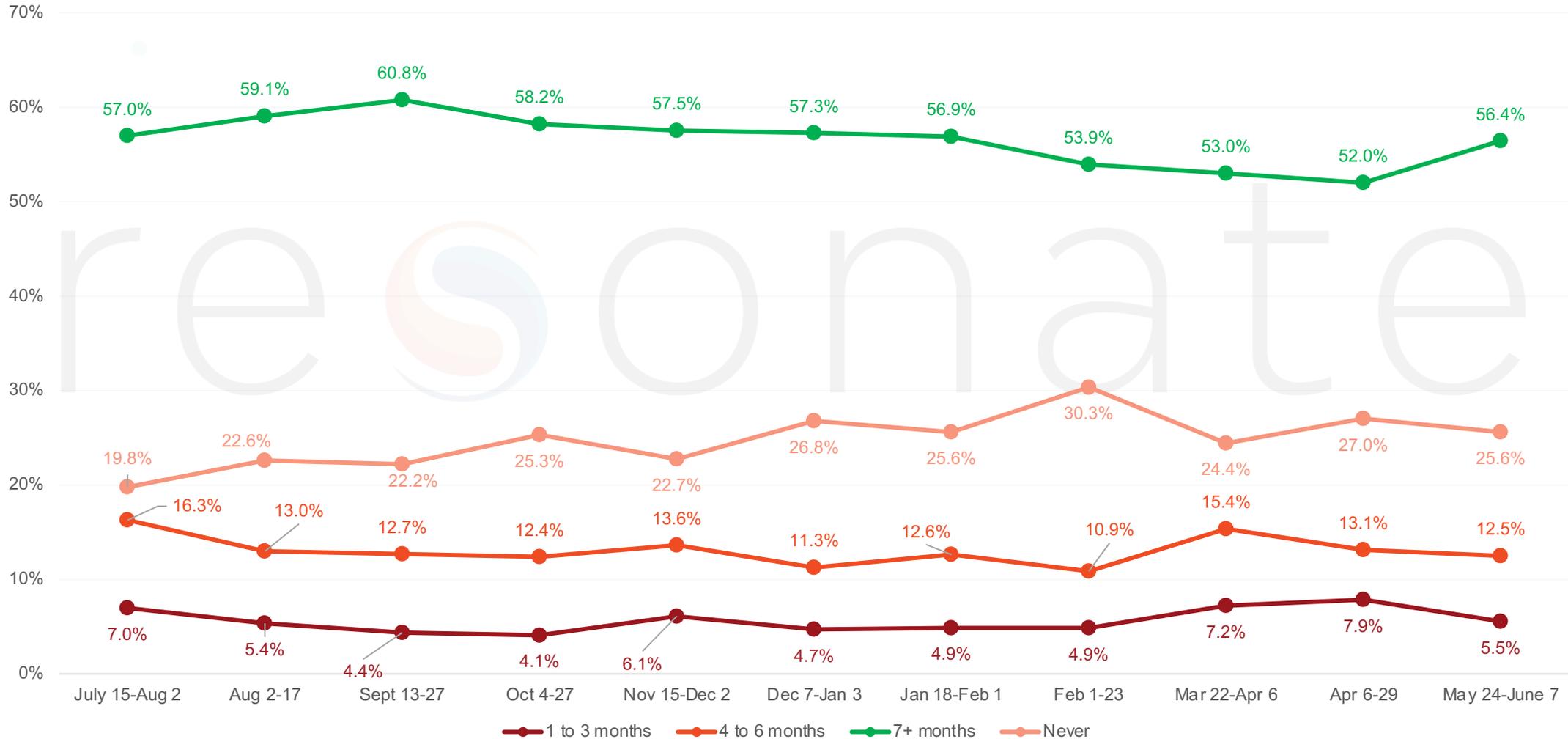
Which of the following would be required in order for you to return to shopping in-store?



# OVERALL CONSUMER SENTIMENT

# ECONOMIC DISMAY INCREASES 8.5%

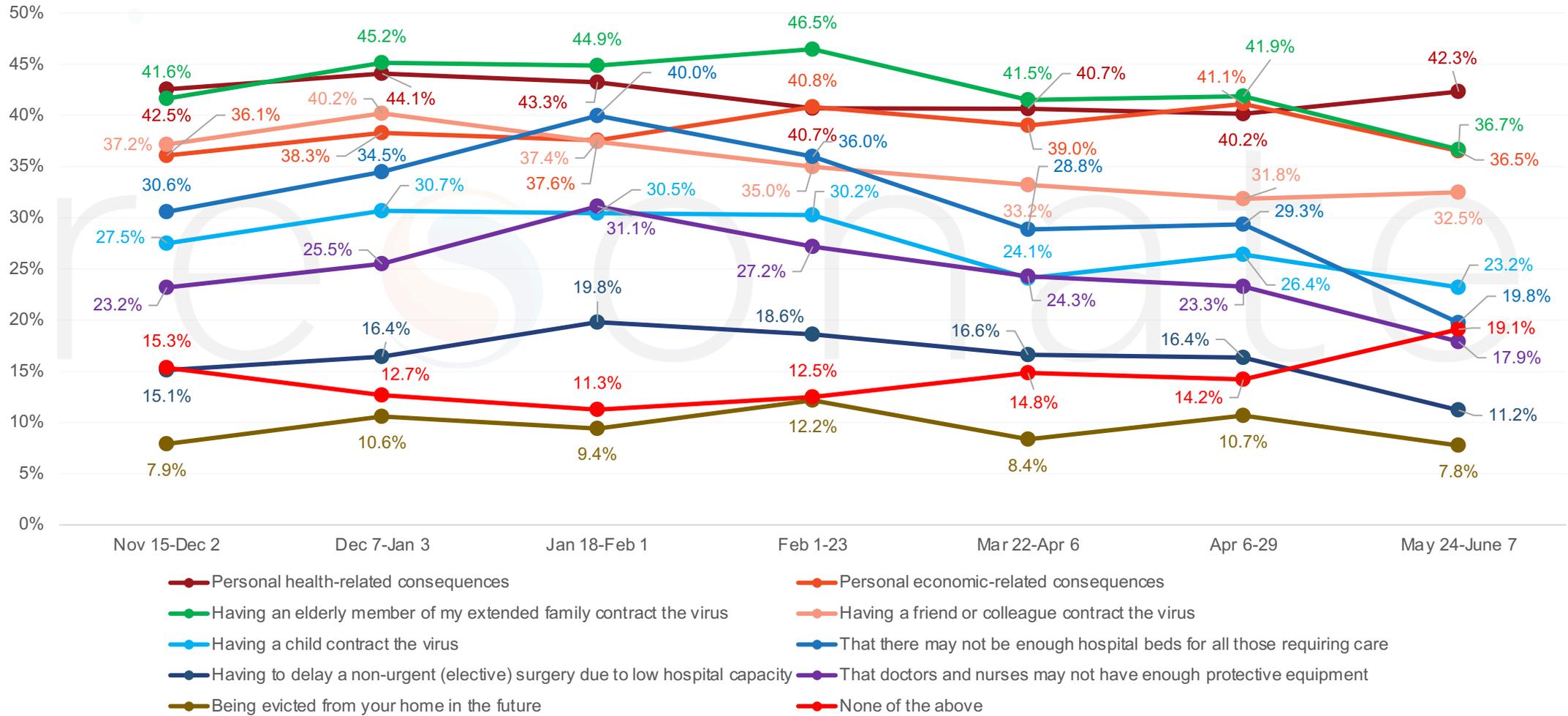
When do you believe the United States' economy will return to "normal," as it was before the coronavirus situation began?





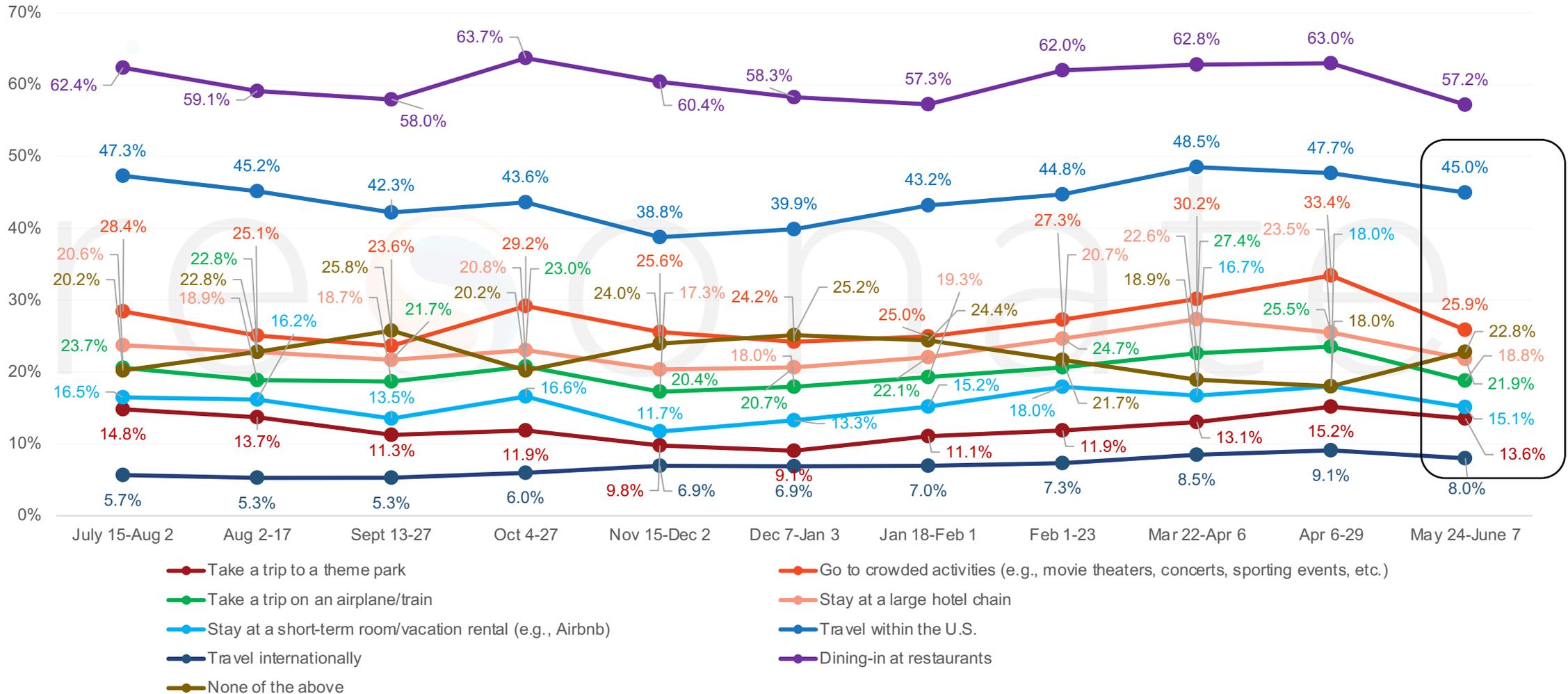
# WITH SO MUCH TO WORRY ABOUT, CONSUMERS' COVID CONCERNS DIP

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



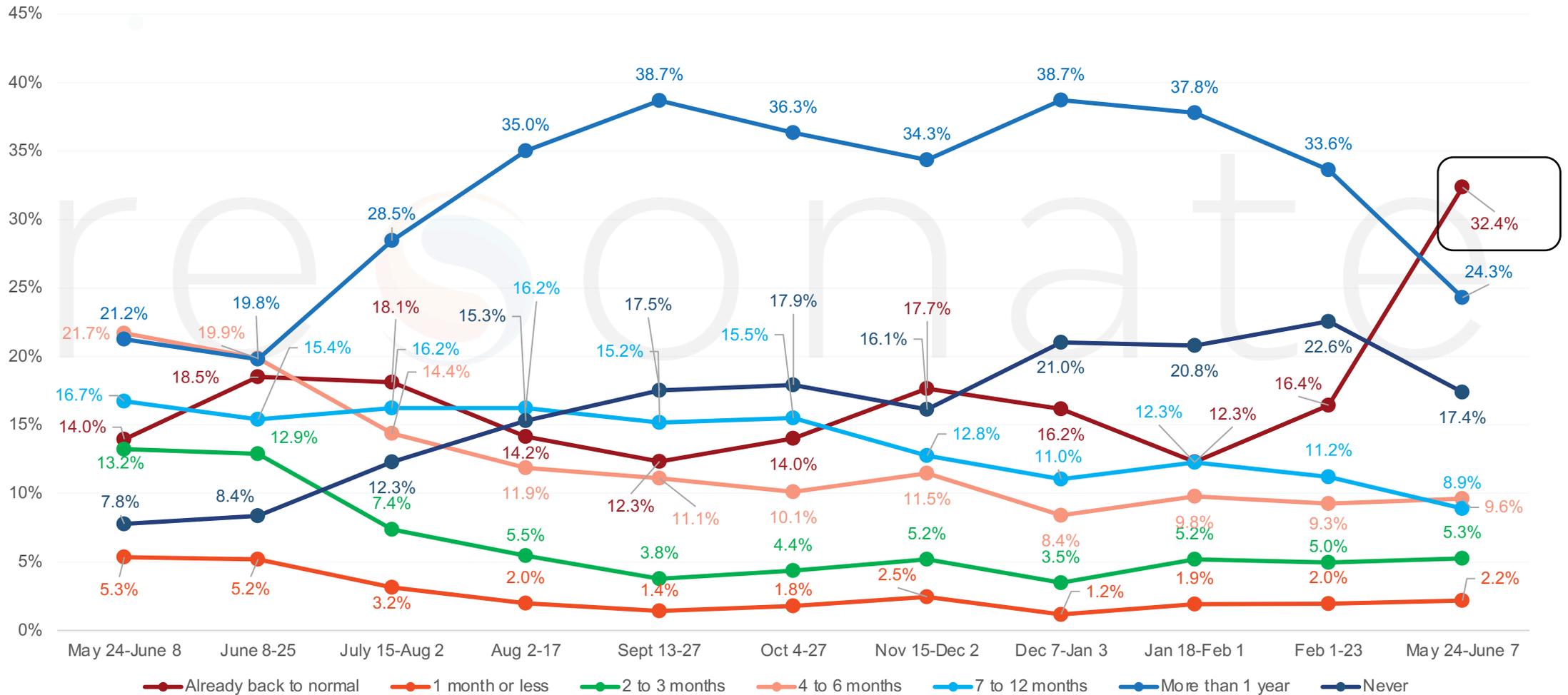
# WHAT REBOUND? STRONG DECLINES IN CROWDED ACTIVITIES AND TRAVEL

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



# NORMAL HAS BEEN PERMANENTLY REDFINED

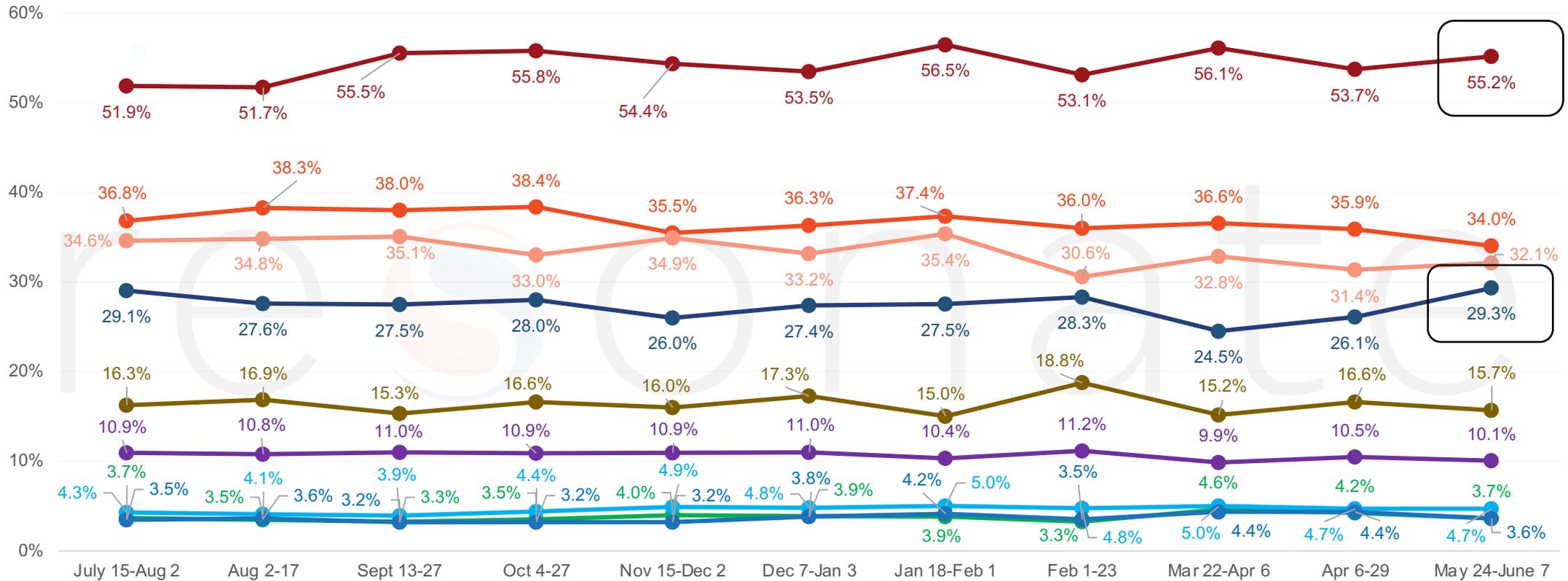
Thinking about the coronavirus situation, how soon do you believe that your life will largely return to normal?



# VACCINE BEHAVIOR & SENTIMENT

# FAMILY & FRIENDS, PERSONAL DOCTORS ARE MOST TRUSTED FOR VACCINE ADVICE

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

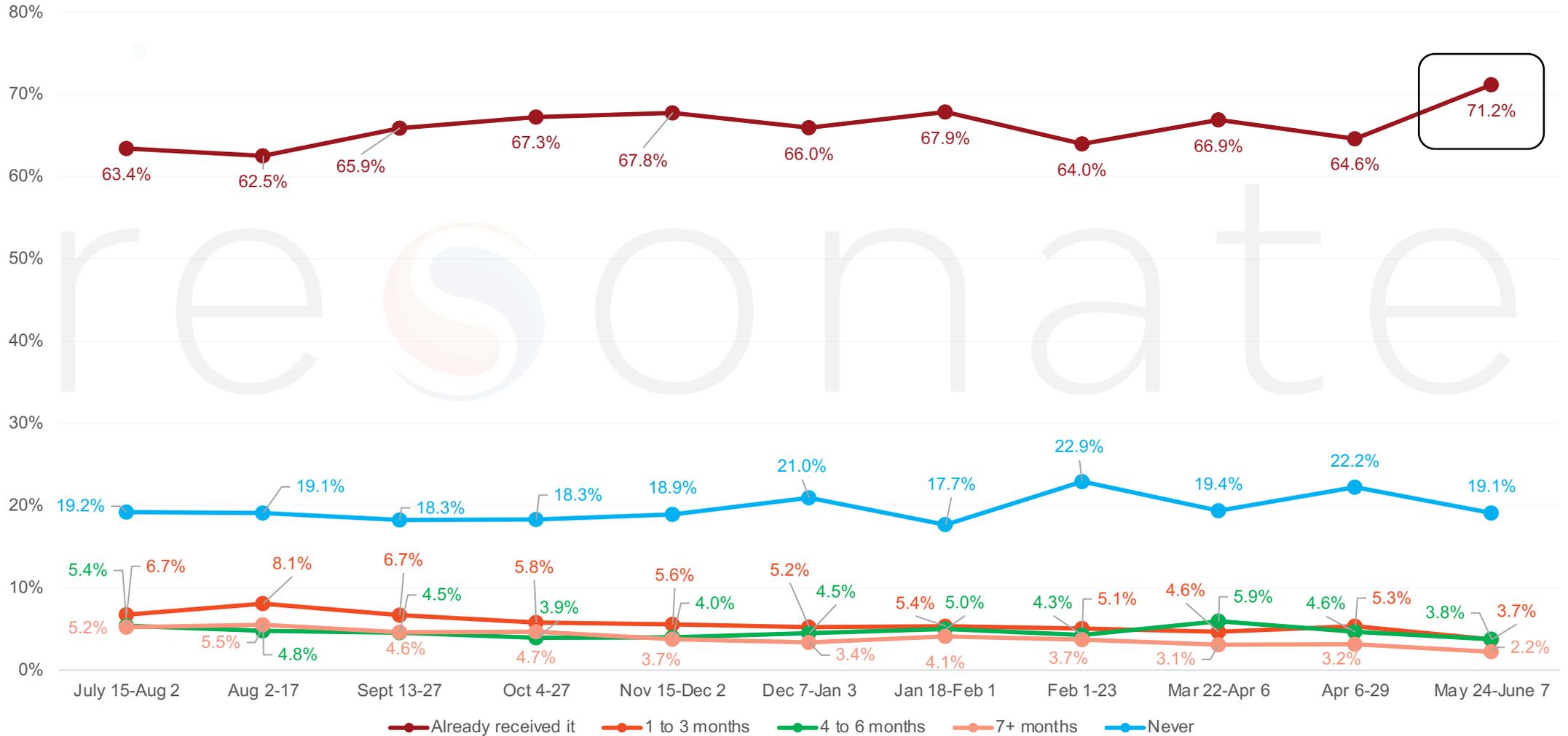


- Personal doctor
- Elected politicians
- Mainstream media personalities
- Friends and family
- Other

- Medical professional organizations (e.g., Society of Pediatric Nurses)
- Government health workers (e.g., Dr. Fauci)
- Alternative media personalities
- Online sources (e.g., blogs, web forums)

# 10% INCREASE IN AMERICANS WHO ARE VACCINATED

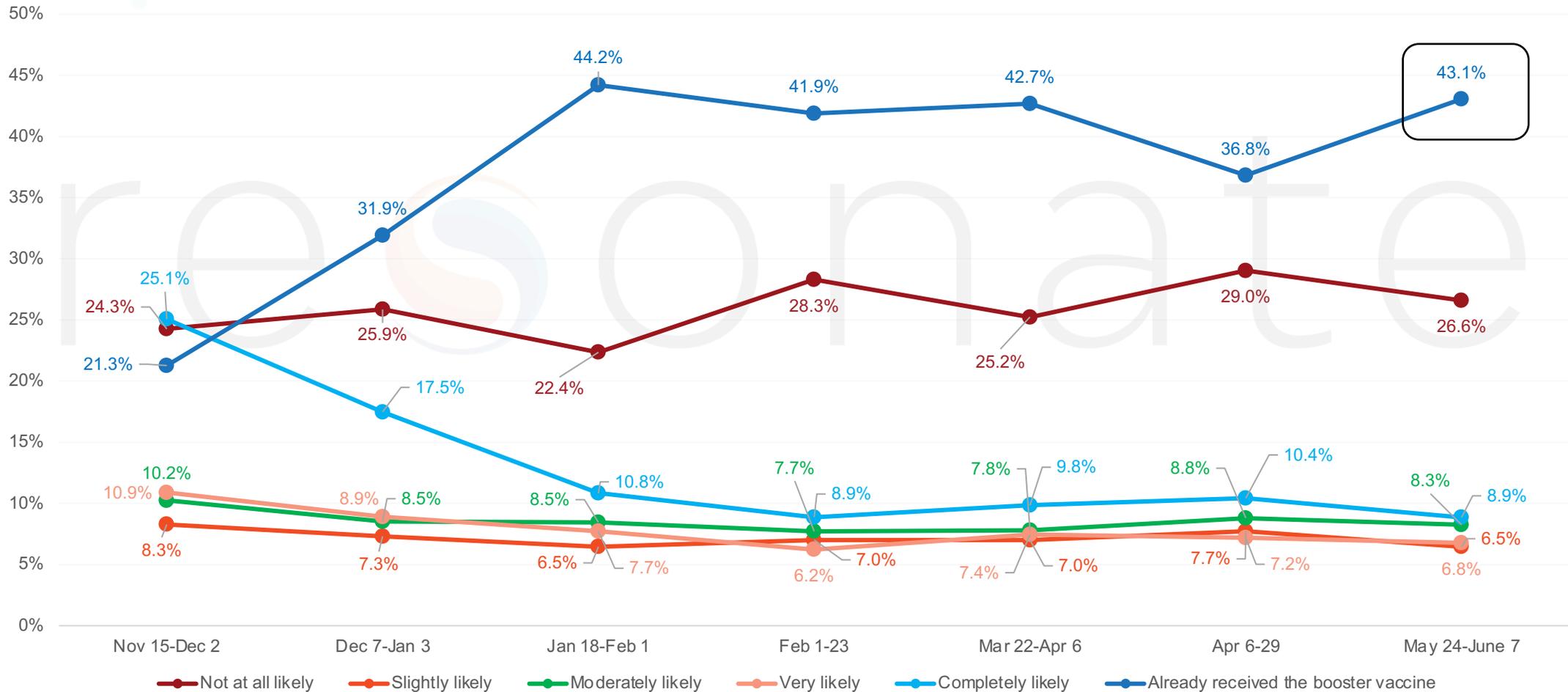
When do you think you would be most likely to be fully vaccinated against the coronavirus?



# 17% INCREASE IN THOSE REPORTING THEY'VE RECEIVED THEIR BOOSTER

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

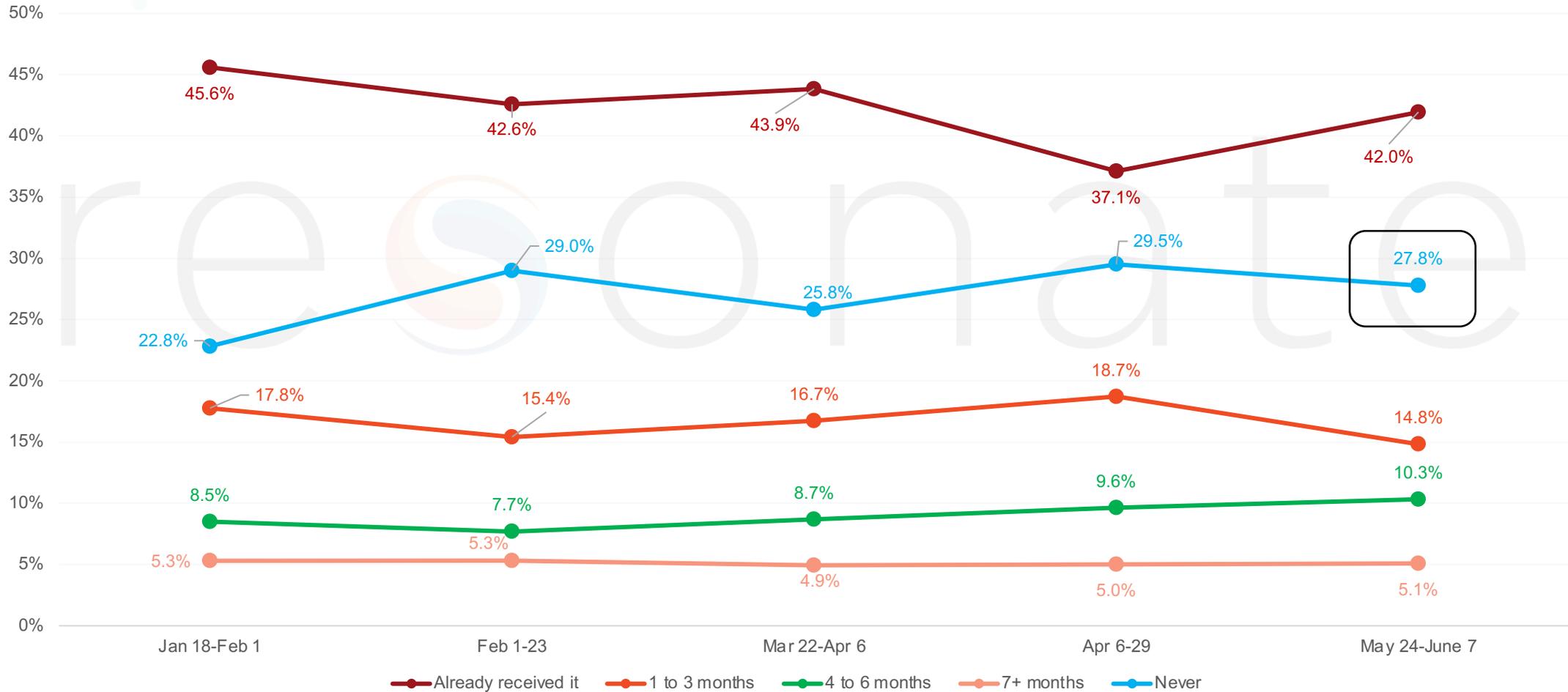
How likely are you to take the coronavirus booster vaccine now that it has become available to you?



# 6% DECREASE IN 'NEVER GETTING A BOOSTER' SEGMENT

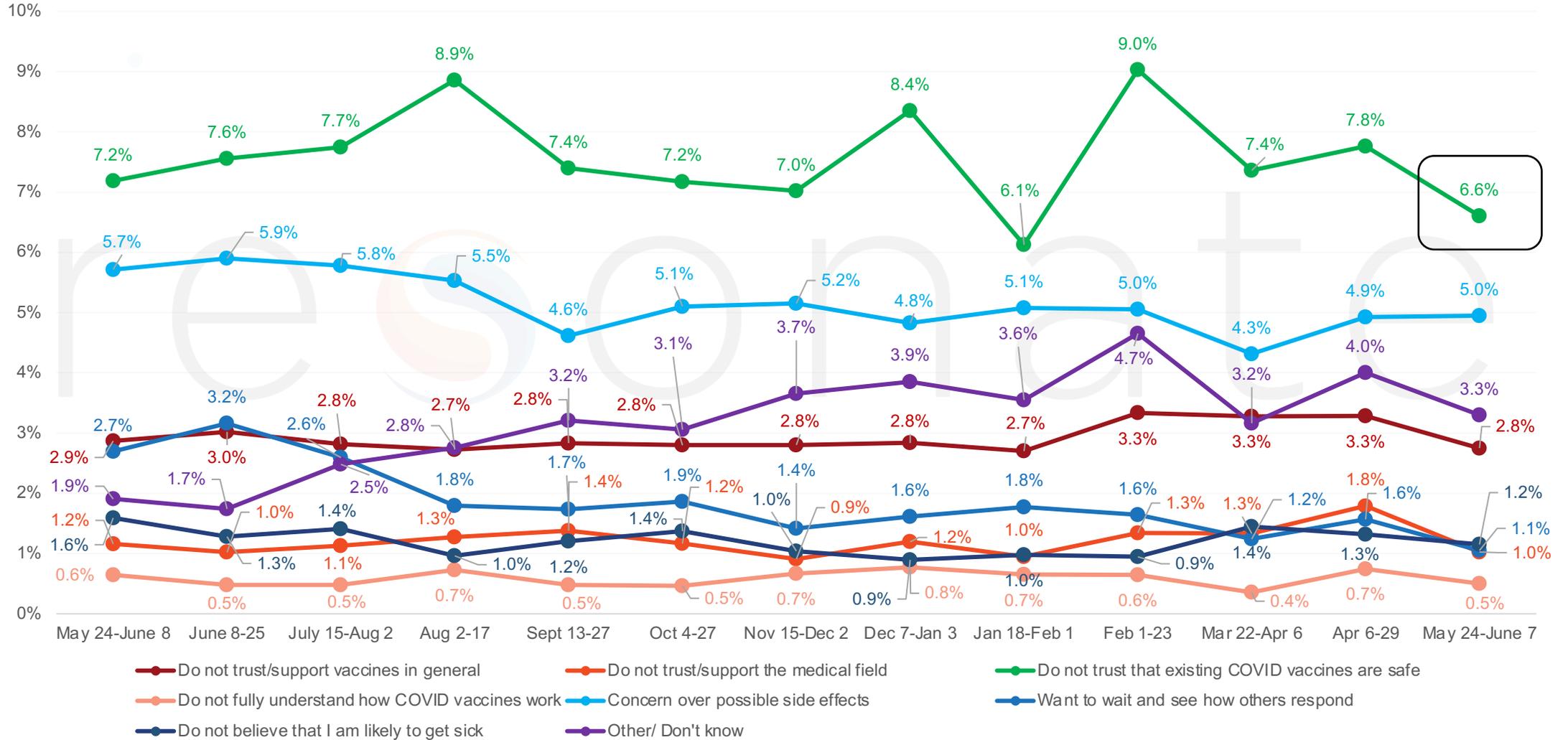
Recently, the FDA gave emergency approval and recommended that all adults over 18 vaccinated with either Moderna or Pfizer to receive a 3rd coronavirus booster vaccine shot, as well as a 2nd shot for all adults over 18 vaccinated with Johnson & Johnson.

When do you think you would be most likely to receive your booster vaccine against the coronavirus?



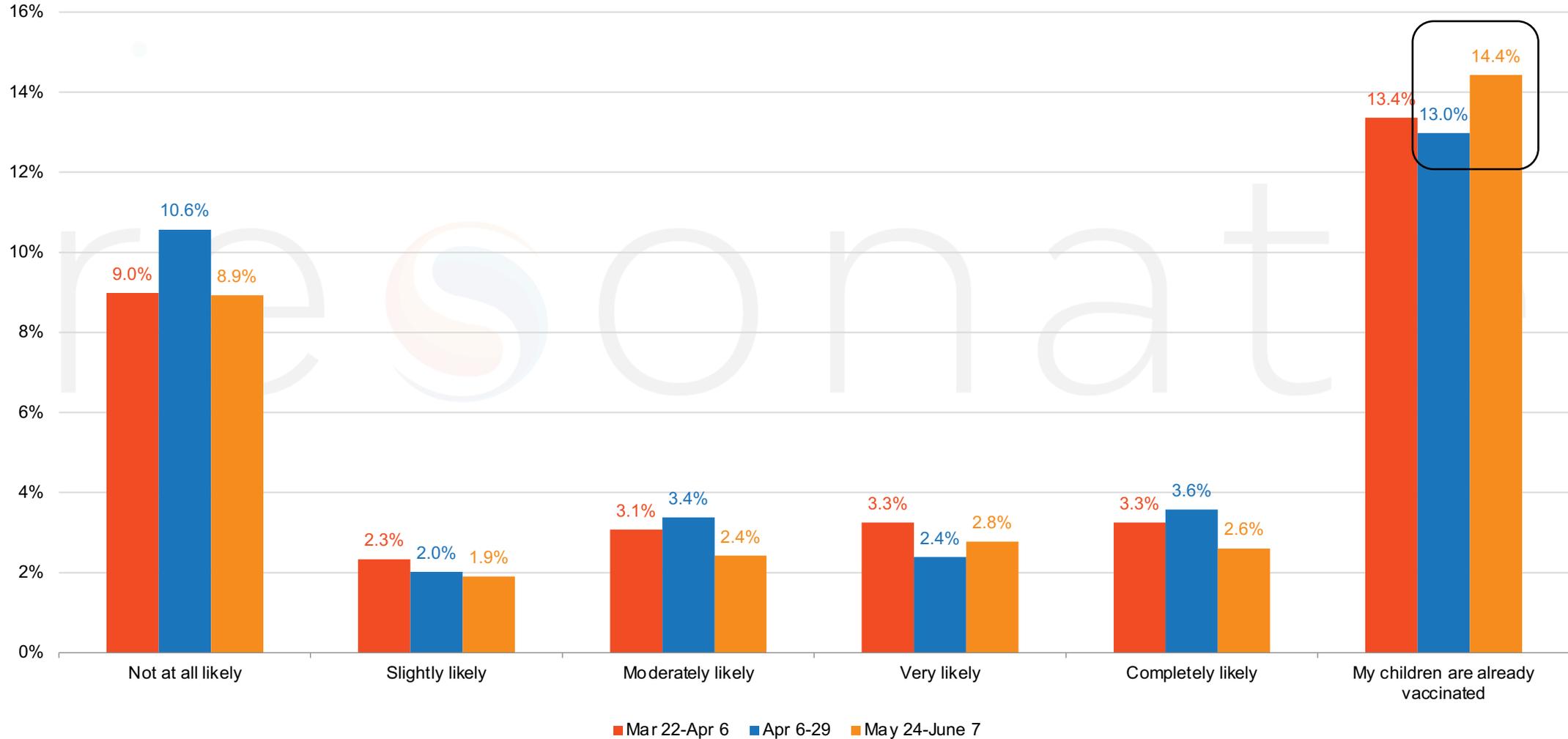
# AFTER 3 MONTHS OF INCREASES, VACCINE SAFETY CONCERNS DECLINE

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.



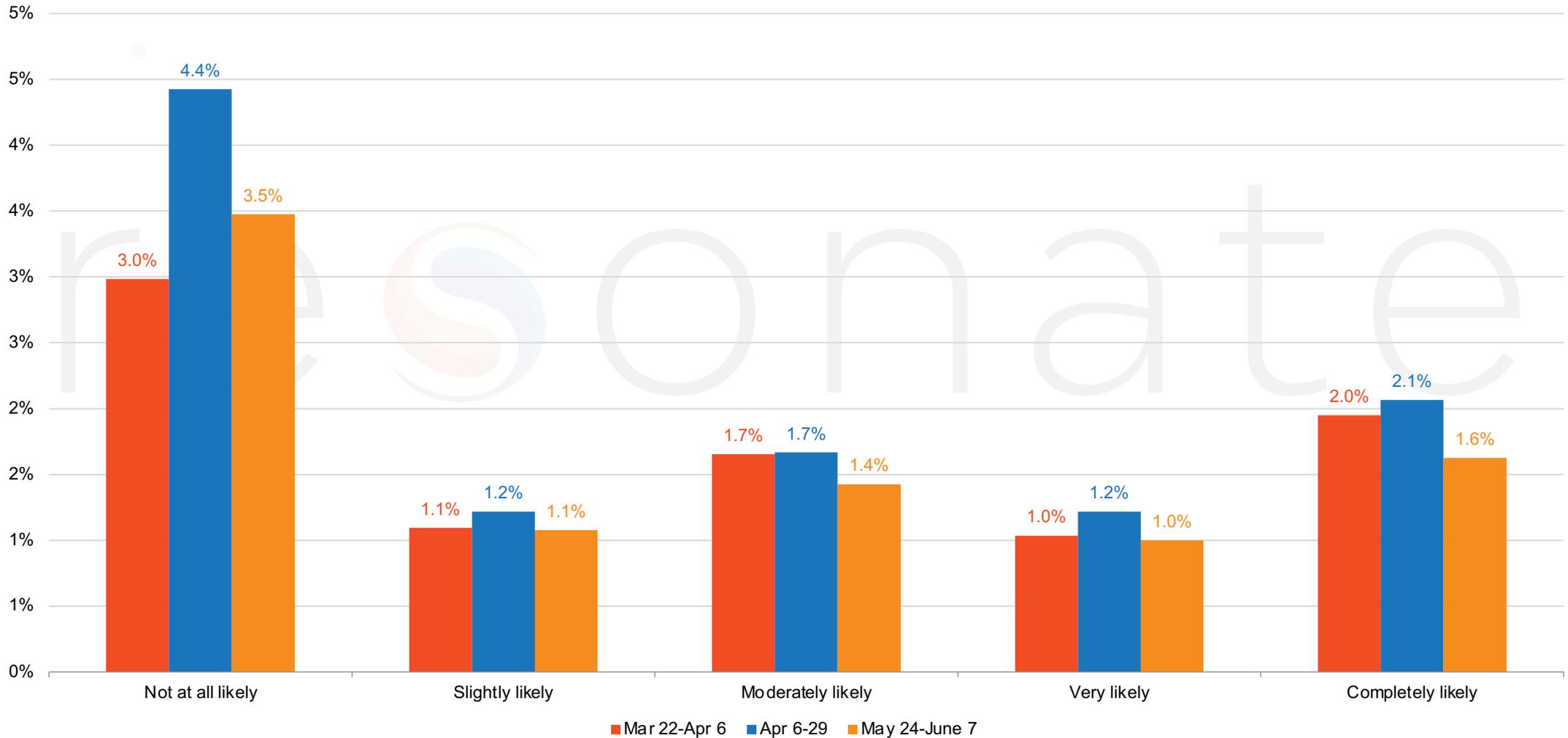
# 10% INCREASE IN PARENTS VACCINATING CHILDREN OVER AGE 5

Now that the FDA has authorized the COVID vaccine for **everyone over the age of 5**, how likely are you to vaccinate your child?



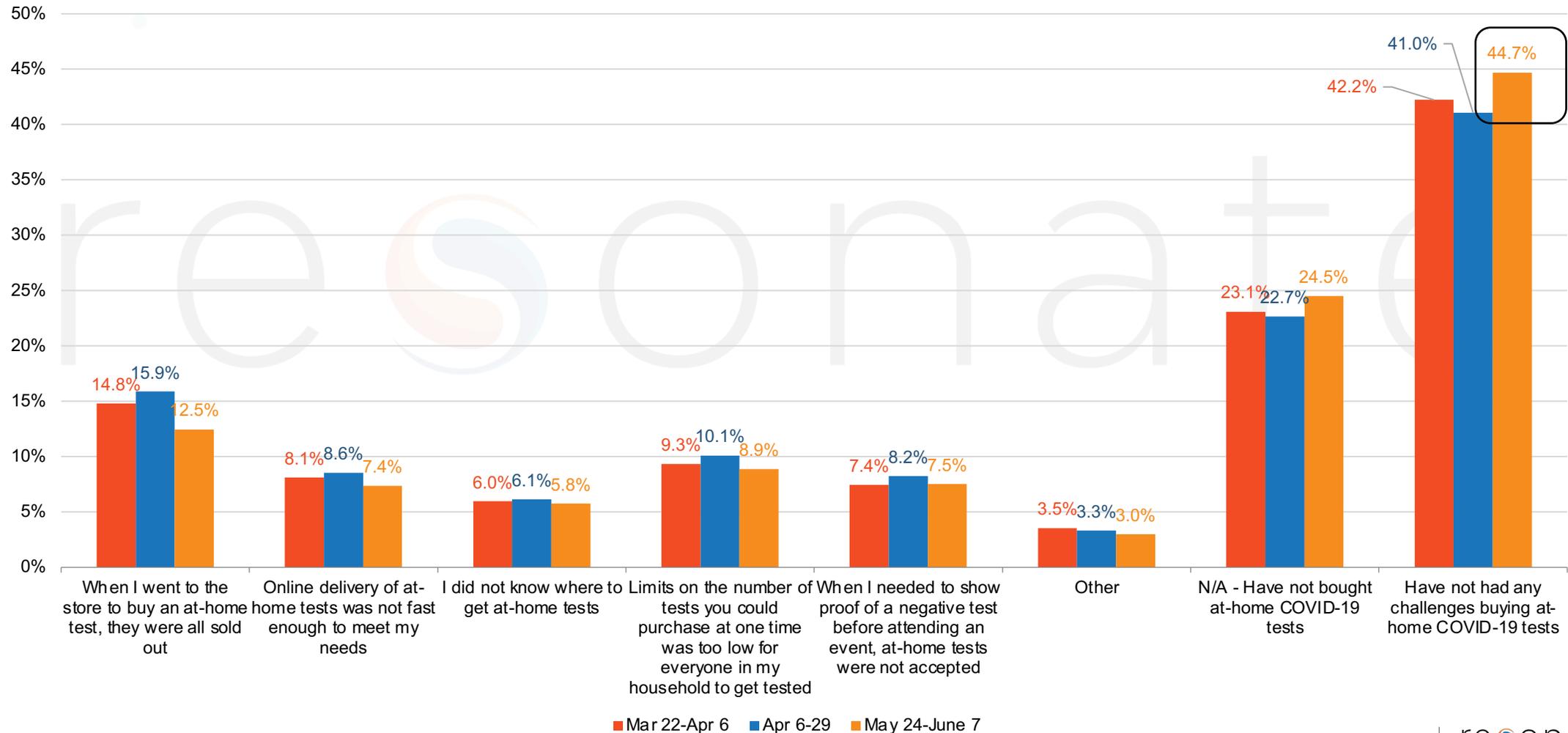
# PARENTS REMAIN UNSURE OF VACCINATING CHILDREN UNDER 5

If the COVID-19 vaccine is authorized for children under the age of 5, how likely are you to vaccinate your child?



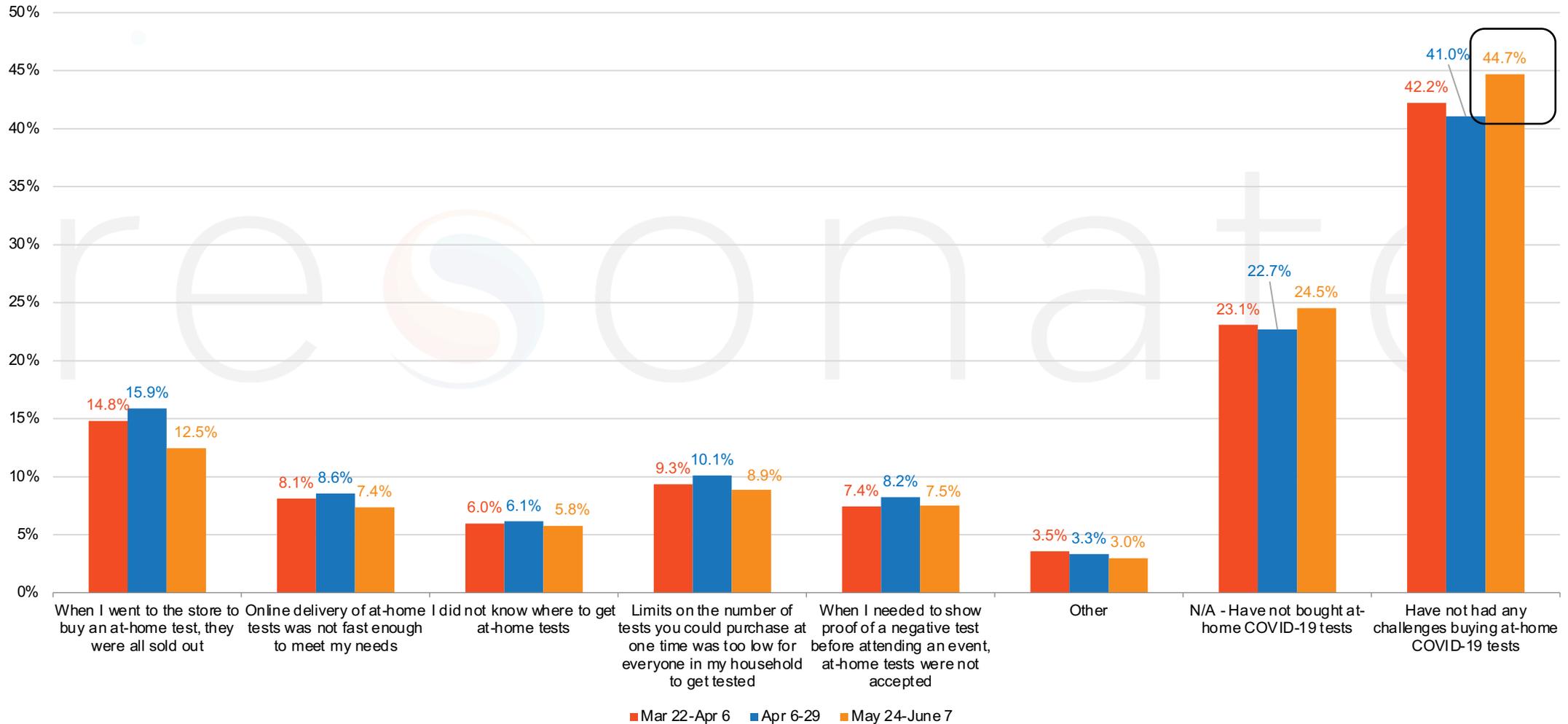
# 45% REPORT NO CHALLENGES WITH ACCESS TO AT-HOME COVID TESTS

When it comes to **challenges with buying at-home tests**, which of the following have you experienced?



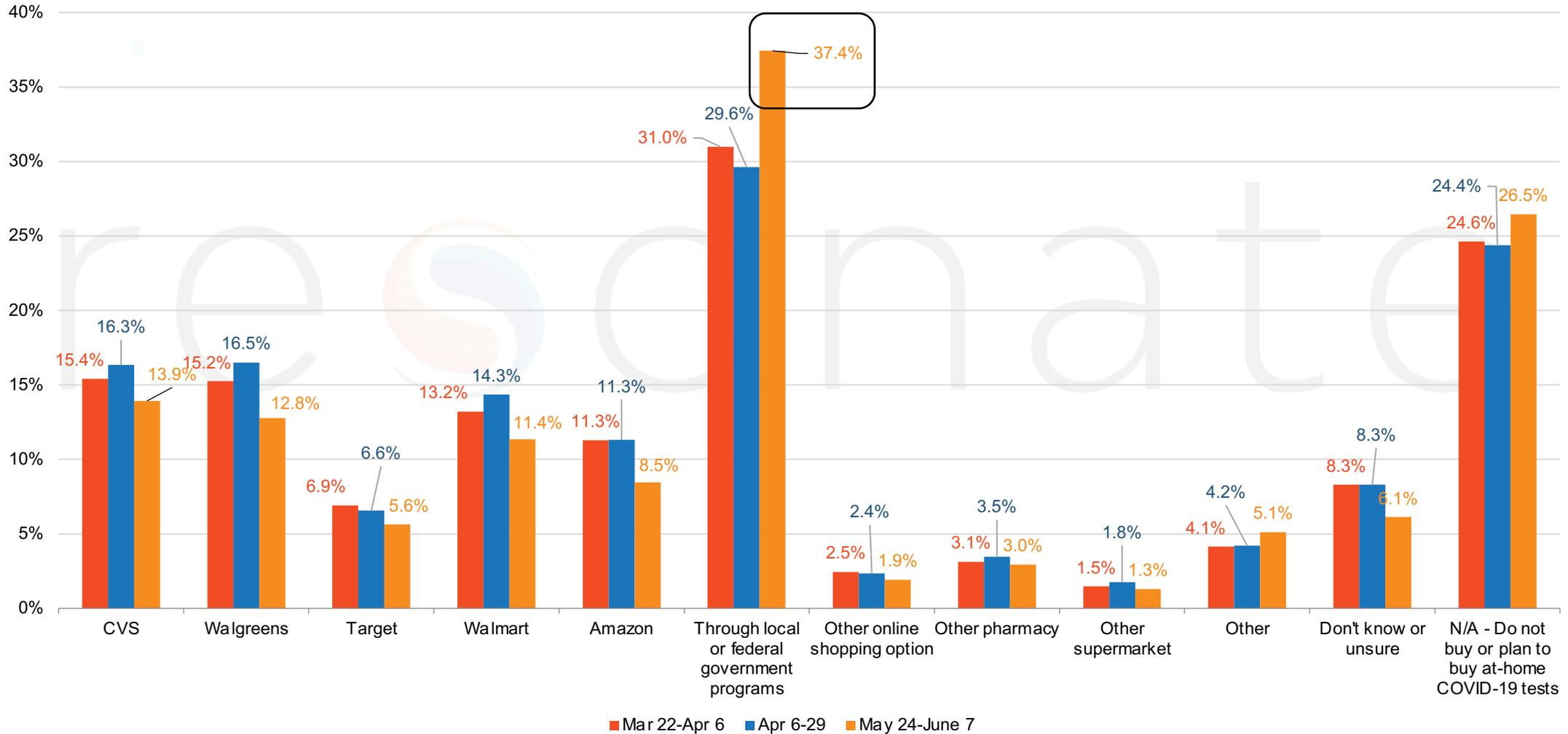
# ACCESS TO AT-HOME COVID TESTS HAS IMPROVED 9%

When it comes to challenges with buying at-home tests, which of the following have you experienced?



# 26% SURGE IN ACQUISITION OF GOVERNMENT AT-HOME COVID TESTS

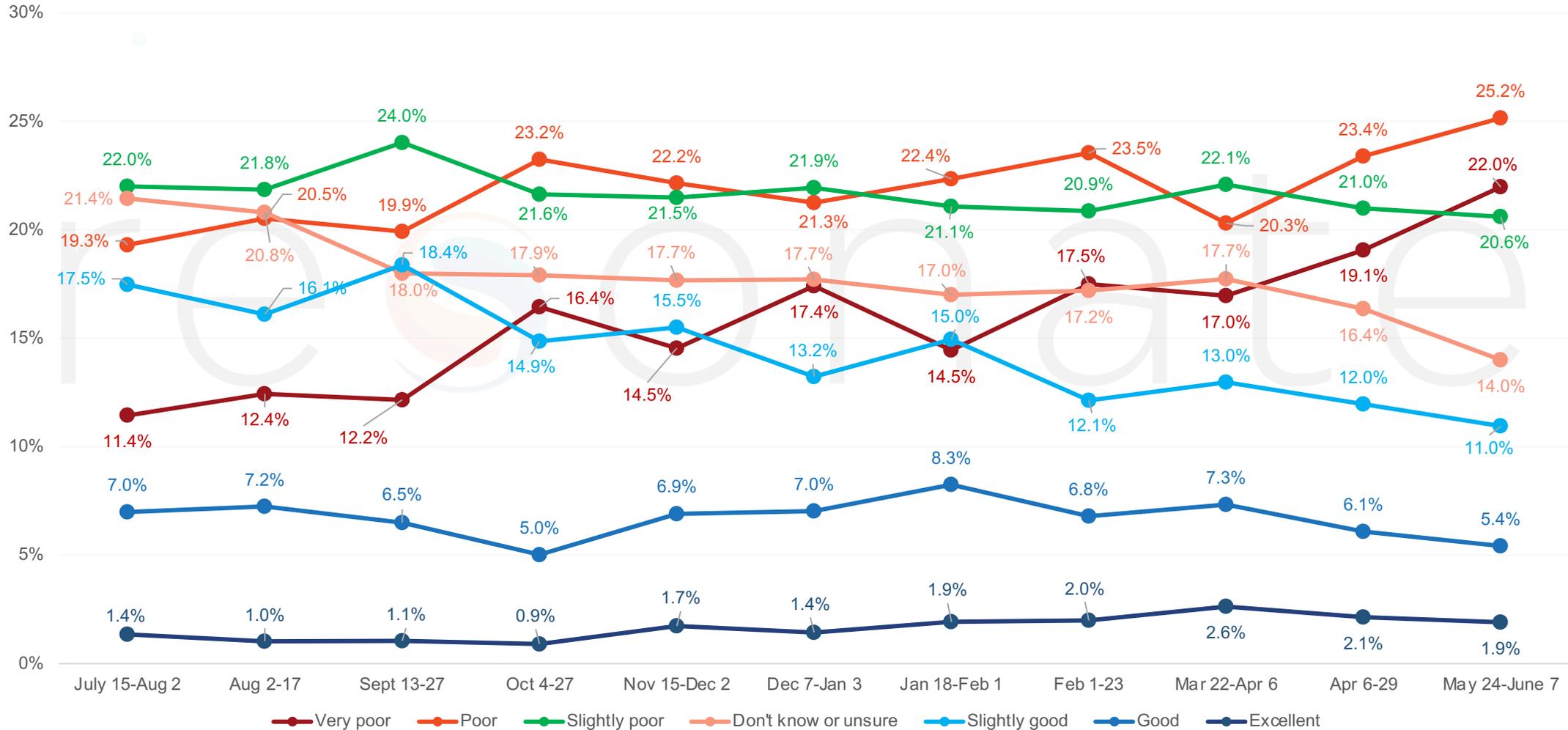
Where do you currently receive for **free**, **buy**, or **plan to buy** at-home COVID tests?



# FINANCIAL BEHAVIOR & SENTIMENT

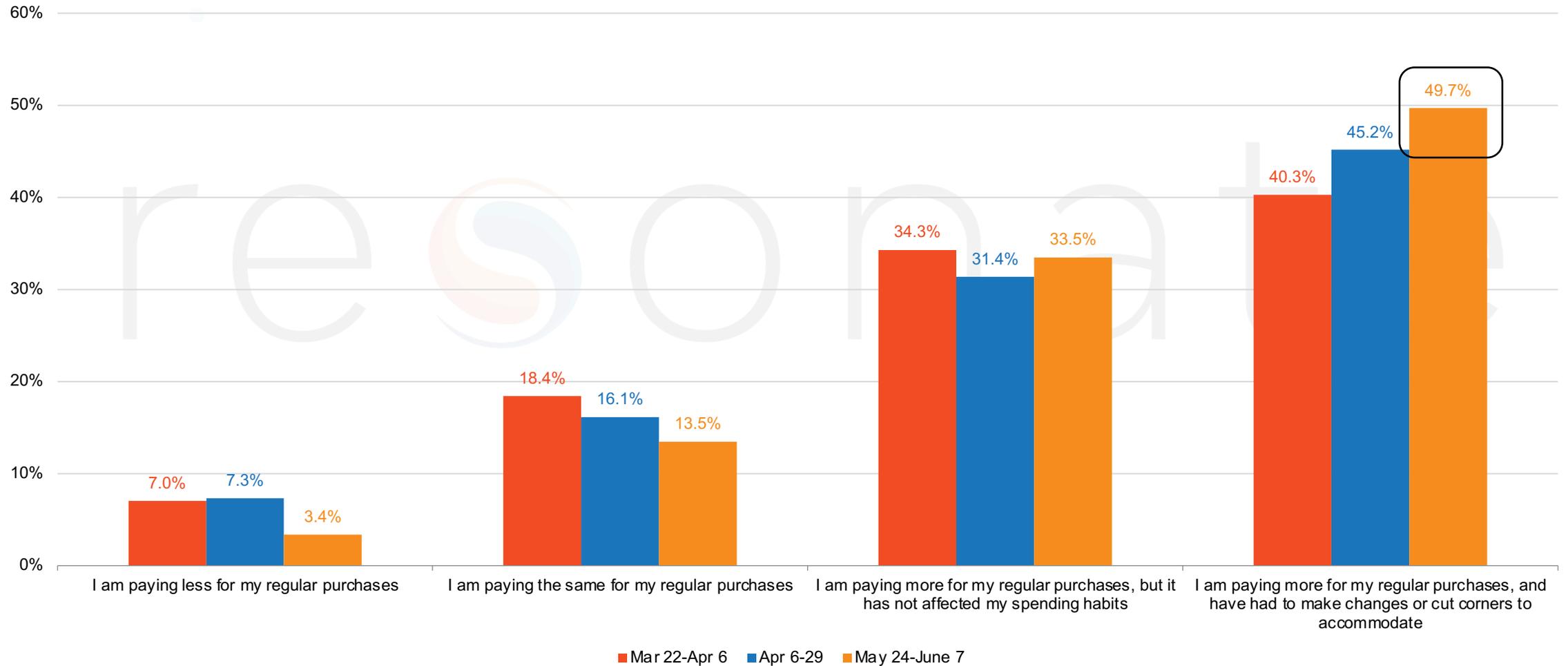
# SUBSTANTIAL INCREASE IN THOSE WHO RATE THE U.S. ECONOMY AS POOR OR VERY POOR

What is the current quality of the United States economy?



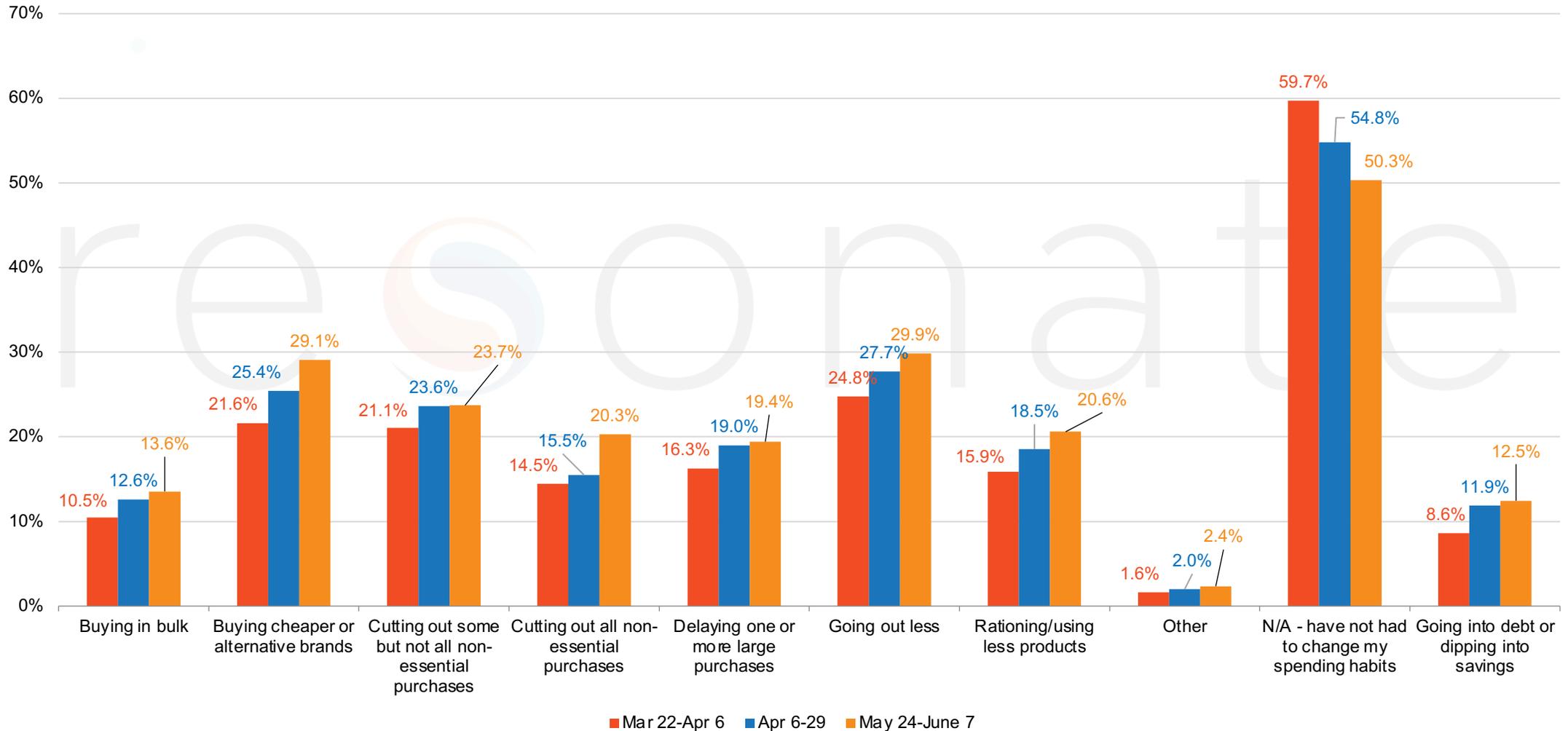
# CONSUMERS CONTINUE TO FEEL THE PAIN OF PRICE INCREASES . . .

Thinking about the prices you pay for items you purchase regularly (at least once a month), to what extent have you noticed that they have changed in the last 3 months? Include bills such as rent and utility bills.



# AND THEY ARE ACCOMODATING PRICE INCREASES IN A MULTITUDE OF WAYS

What changes, if any, have you made to **accommodate higher prices** for your regular purchases?

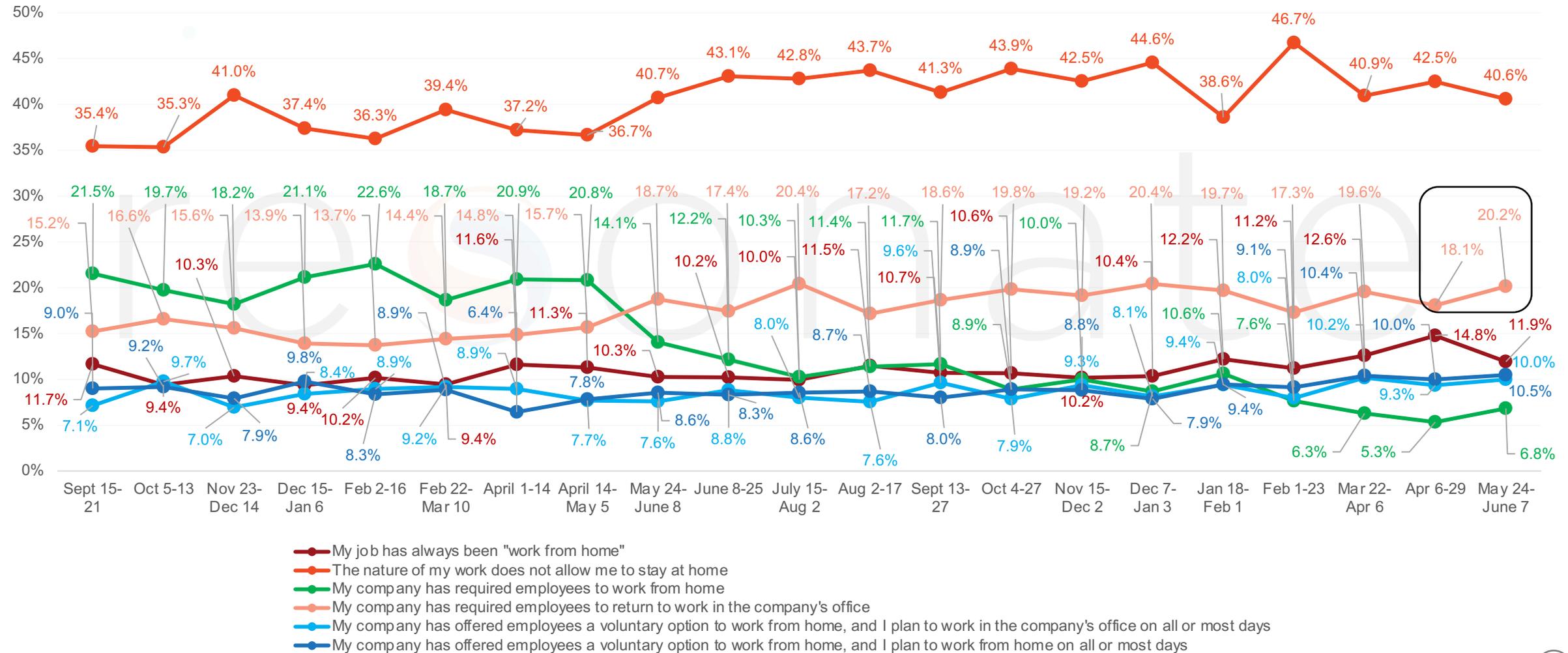


The image features a solid blue background with a large, faint, stylized graphic of two interlocking loops or swirls. The text "WORK LIFE" is centered in the middle of the image in a white, bold, sans-serif font.

**WORK LIFE**

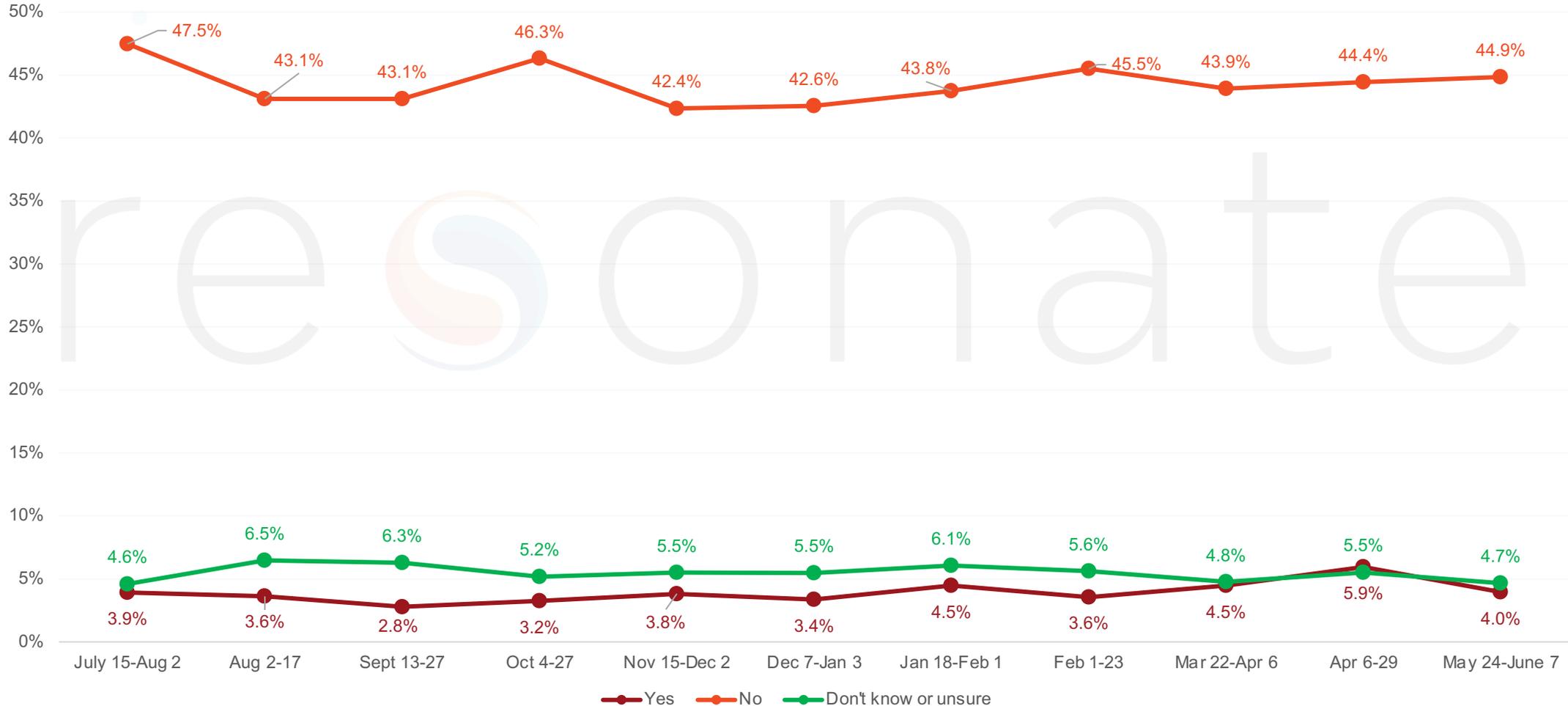
# 11% INCREASE IN THOSE REQUIRED TO WORK IN THE OFFICE

Which of the following best describes your work situation?



# DESPITE STRONG LABOR MARKET, 45% OF EMPLOYEES PLAN TO STAY

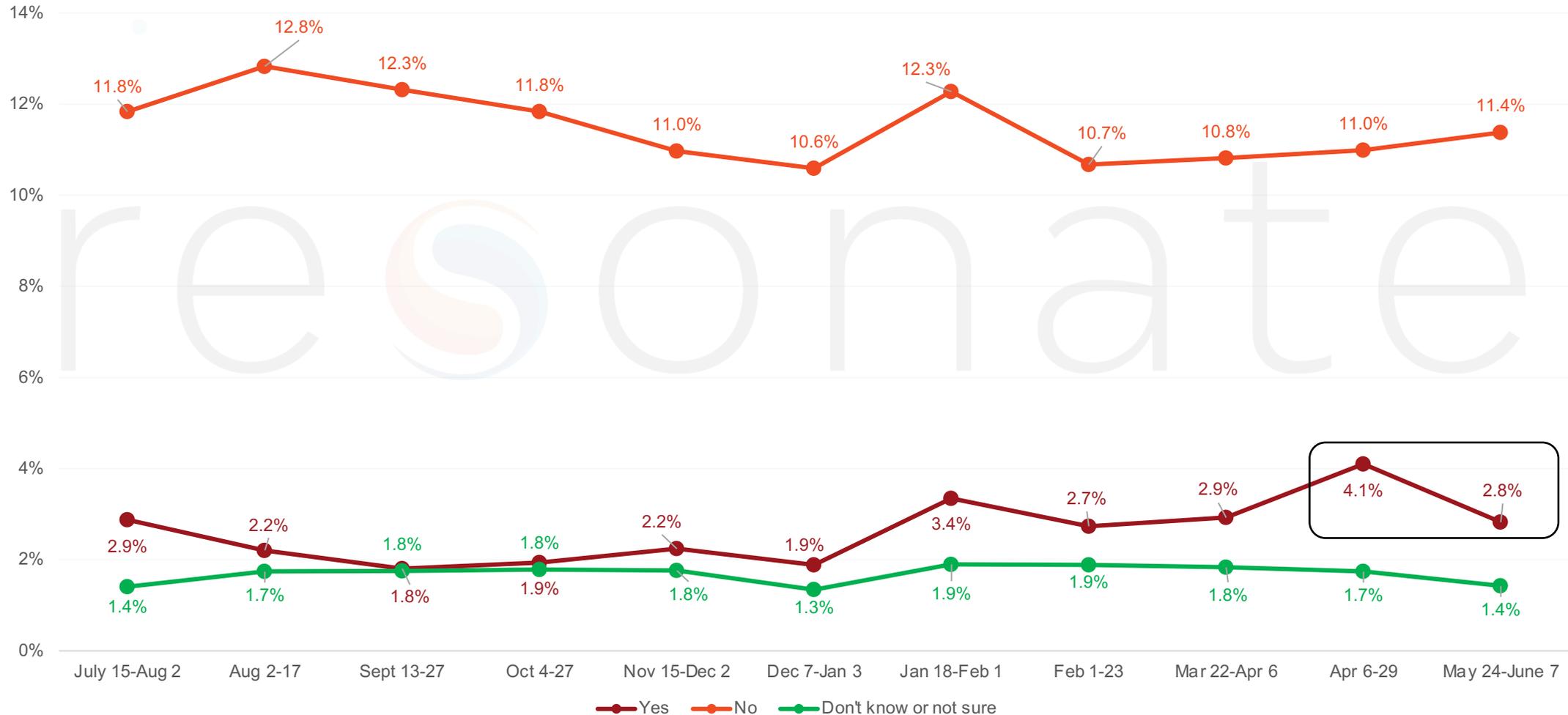
Are you planning on leaving your current job based on the work situation post-COVID-19?



# 32% DECREASE IN WORKERS PLANNING TO RELOCATE

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.



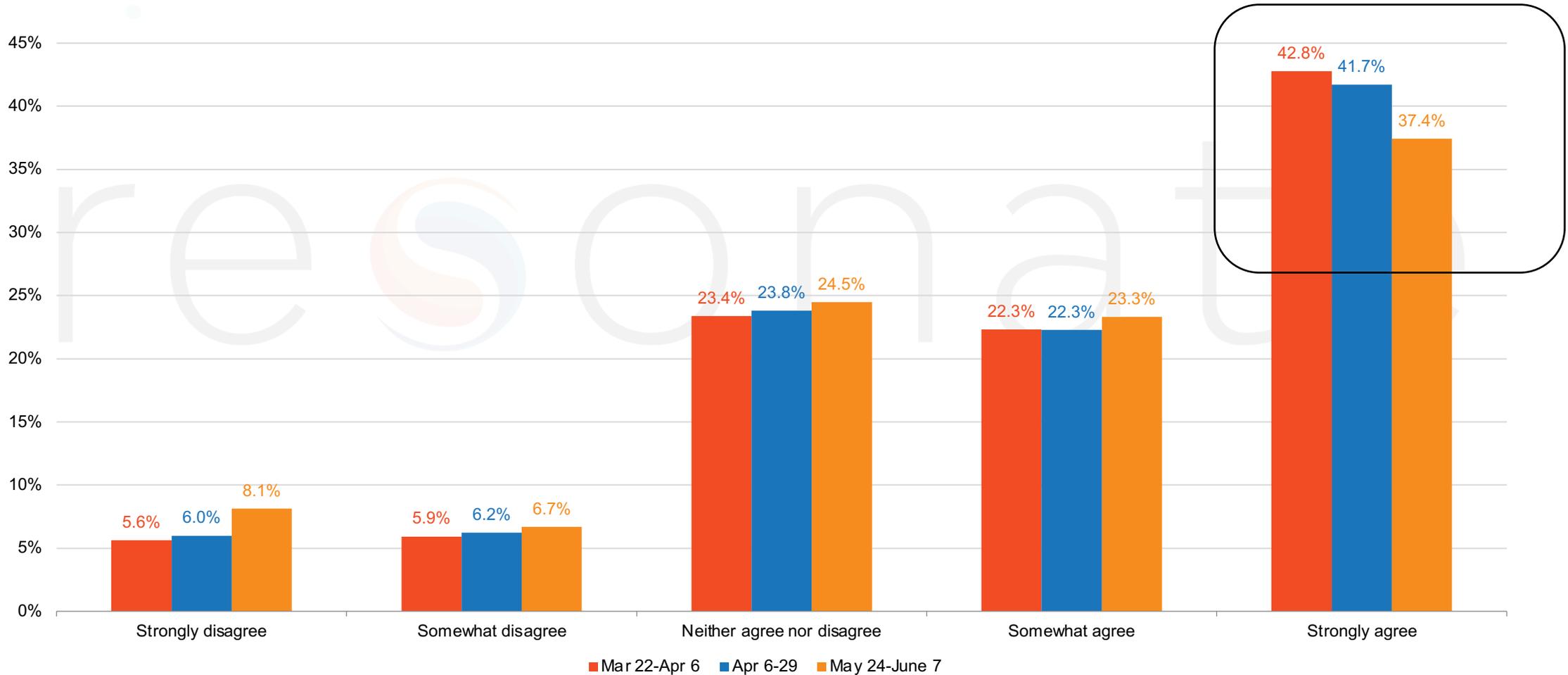


POLITICS

# PAIN AT THE PUMPS PROMPTS A 10% DECREASE IN STRONG SUPPORT FOR BAN ON RUSSIAN OIL

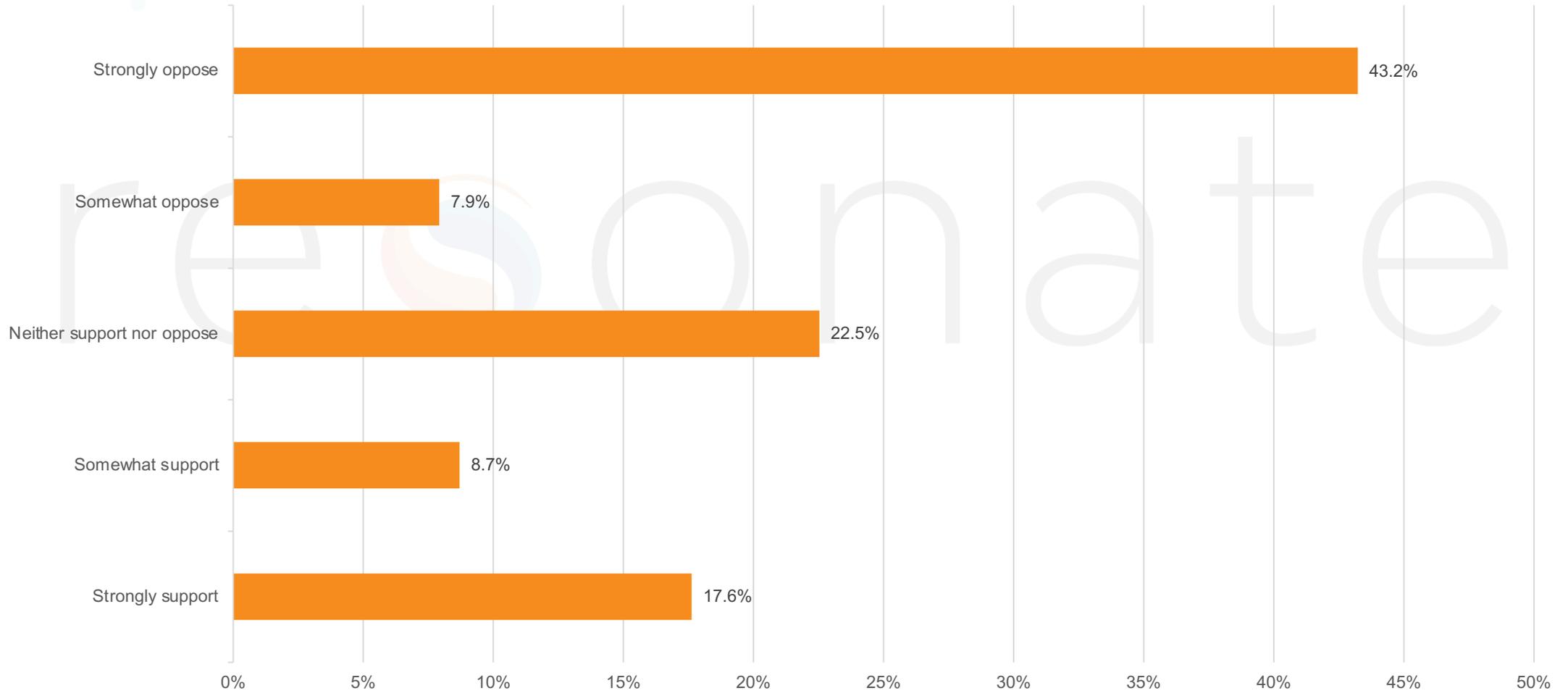
Recently, in response to Russia invading Ukraine, President Biden banned the importing of gas and oil from Russia in order to put more strain on their economy and pressure the Russian government to pull out of their war in Ukraine. To what extent do you agree or disagree with the following statement:

**America should continue to ban the importing of Russian gas and oil in response to Russia's invasion of Ukraine, even if it means higher gas prices for Americans.**



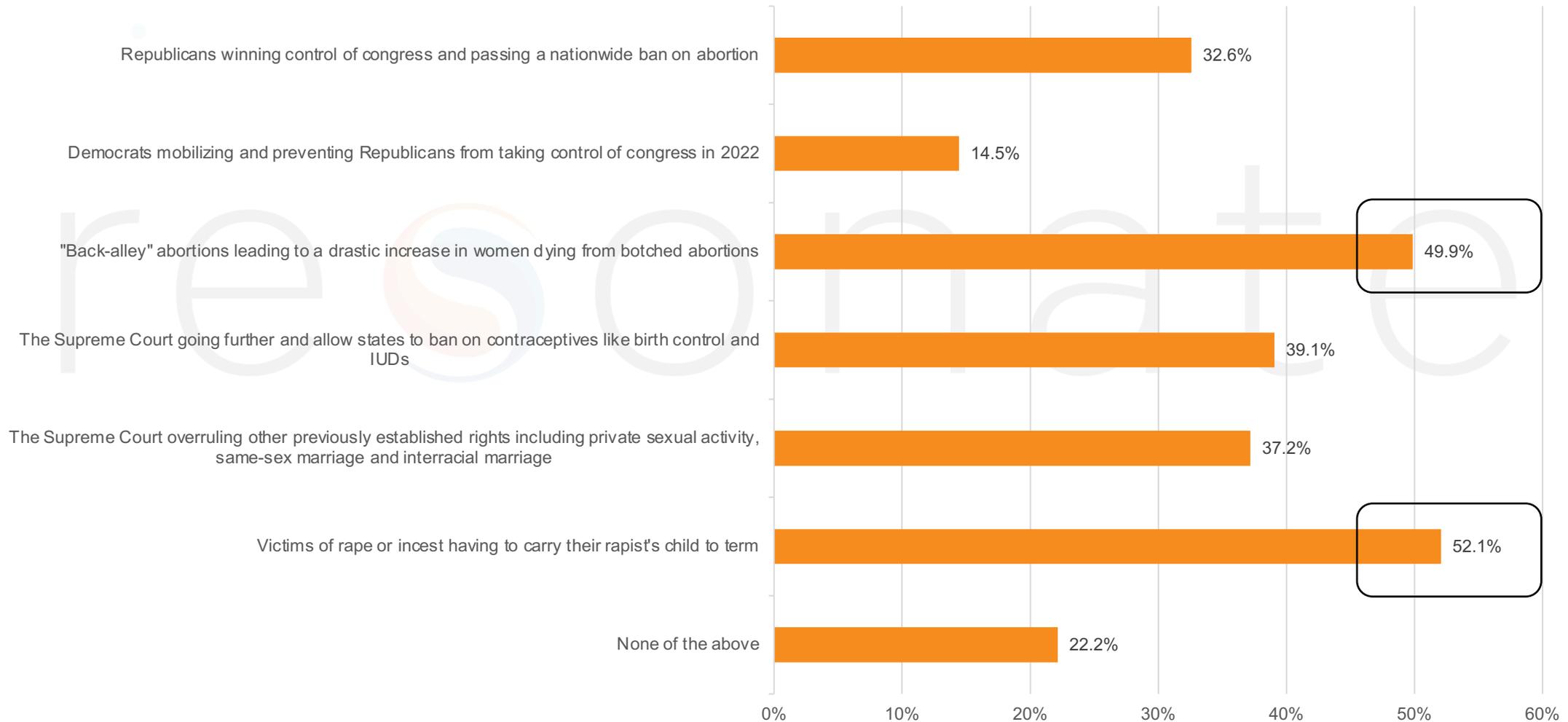
# 51% OF AMERICANS OPPOSE OVERTURNING ROE V WADE

On May 2nd, a draft of a Supreme Court decision, scheduled to be released in June, was leaked and showed that the Supreme Court was planning on overturning Roe v Wade, which in 1973 established a woman's right to get an abortion. If Roe v Wade is overturned, then abortion would become illegal in certain states and legal in others based on the decisions of their state's legislatures. **To what extent do you support or oppose the Supreme Court overturning Roe v Wade?**



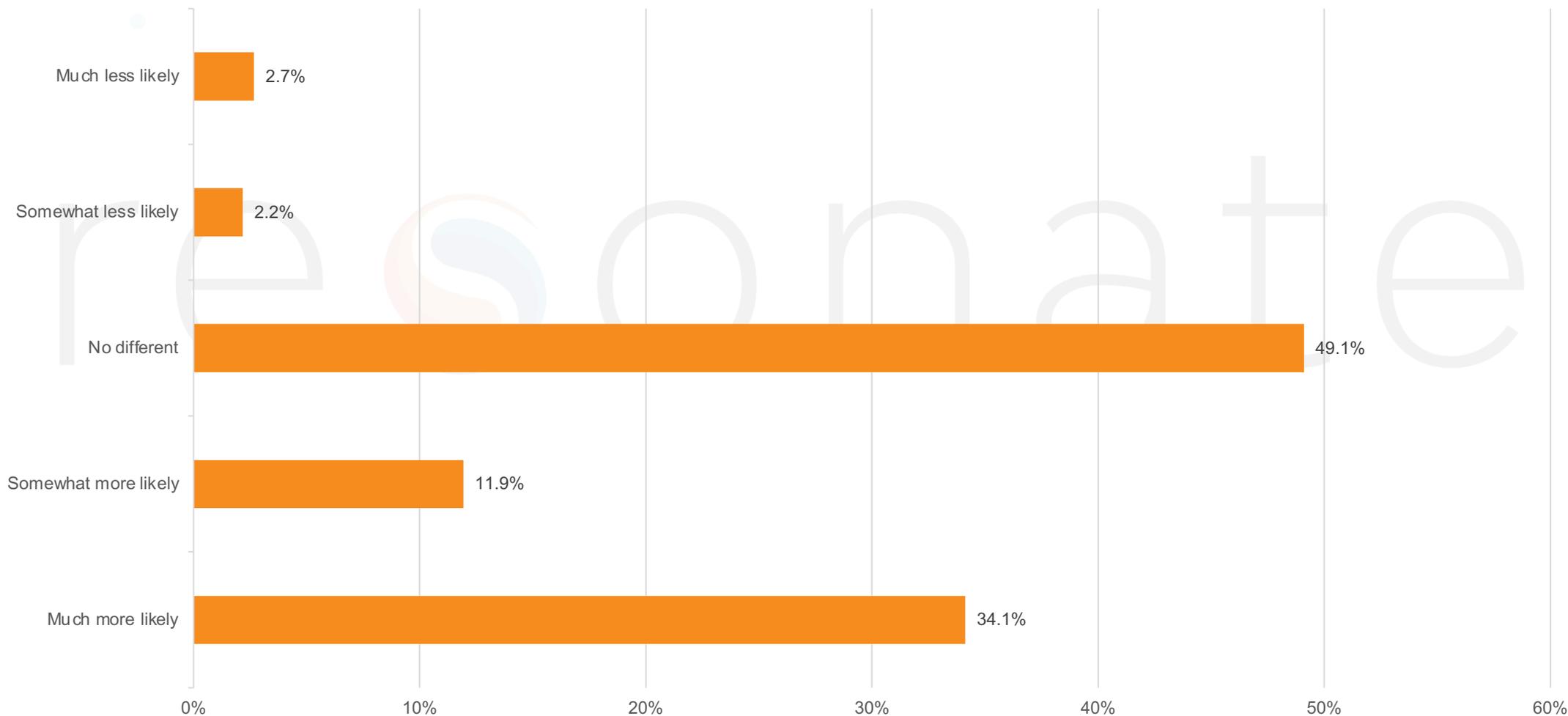
# +50% ARE VERY CONCERNED THAT OVERTURNING ROE V WADE WILL NEGATIVELY IMPACT WOMENS' HEALTH & WELLBEING

If the Supreme Court **overturned Roe v Wade**, which of the following would you be **very concerned about happening**?



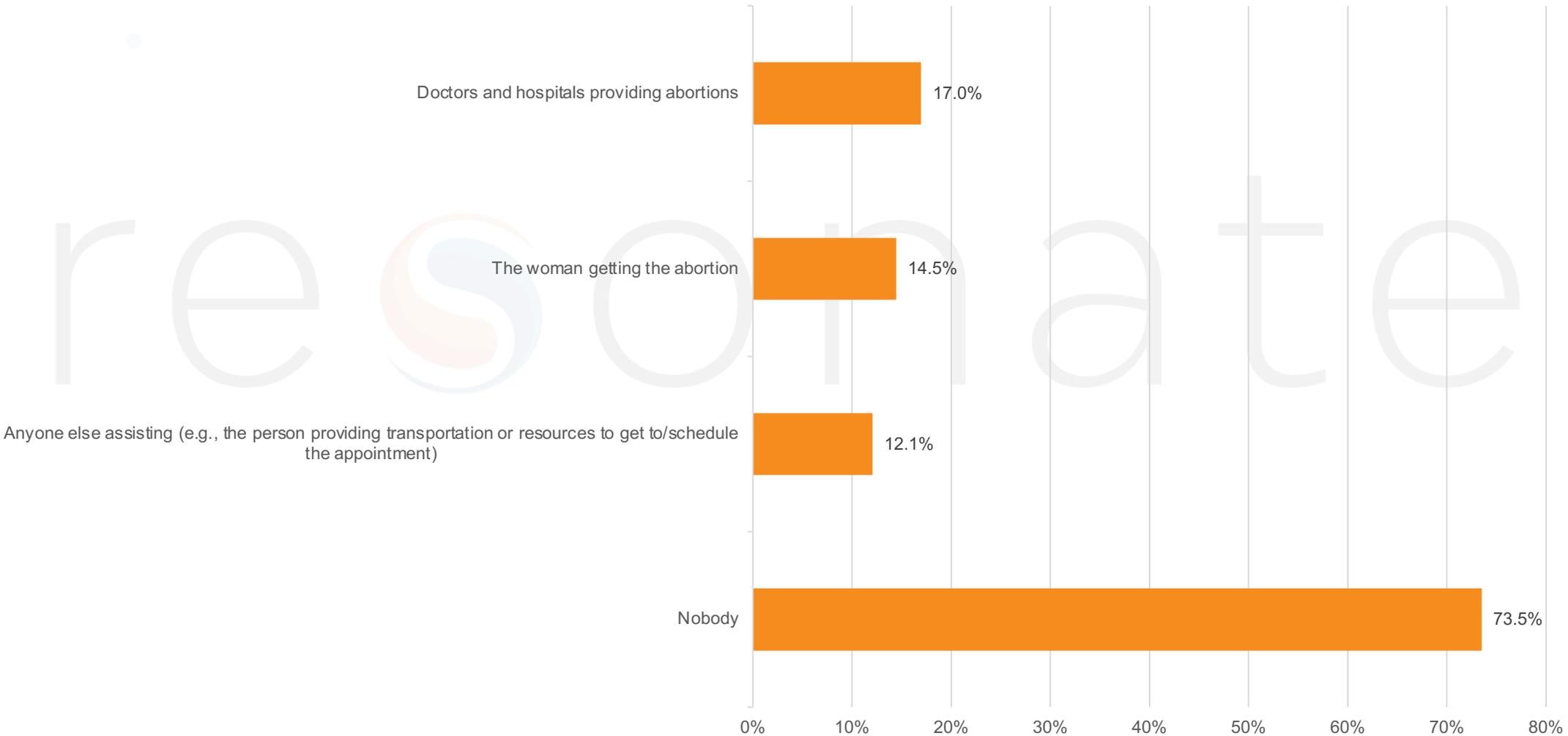
# 46% ARE MORE LIKELY TO VOTE IF ROE VS WADE IS OVERTURNED

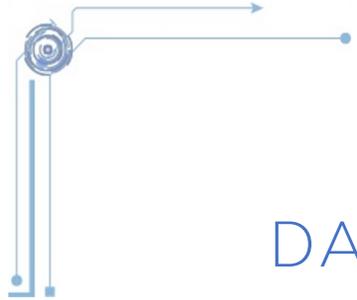
If the Supreme Court **overturned Roe v Wade**, and the right to have an abortion was left up to the states to decide, to what extent would you be **more or less likely to vote in the 2022 midterm elections?**



# 17% SAY MEDICAL PROVIDERS SHOULD BE PUNISHED FOR PERFORMING AN ABORTION

If a woman were to get an **abortion**, who do you think **should be punished**?





# DATA THAT KEEPS PACE WITH CHANGE

Leverage continuously updated, AI-driven data to drive better decisions.

## PRIVACY-SAFE INTELLIGENCE THAT DRIVES CUSTOMER LIFETIME VALUE

Better understanding is key to growth in today's ever-changing consumer landscape. Resonate provides the most updated, comprehensive consumer understanding. Our A.I.-data engine creates 14,000+ attributes scaled to 230 million individual profiles, easily accessed in our marketer-friendly Resonate Ignite Platform. This allows you to build, model, size, and analyze any audience in minutes for use in persona development, segmentation, targeting, and more. When you are ready to engage these newly discovered audiences, simply activate directly to target across the programmatic ecosystem - CTV, video, display or deploy to your CRM, website, or e-commerce application.

## WANT TO SEE HOW RESONATE CAN HELP YOU DRIVE CUSTOMER LIFETIME VALUE AT ALL STAGES?

Request a demo or contact your Customer Success Manager today.



REQUEST A DEMO