

YOUR GUIDE TO resonate CORONAVIRUS DATA

Coronavirus Data Resource	Data Source/Refresh	How to Use It
<p>Coronavirus Data in National Consumer Study</p> <p>Located in Your Resonate Account in Segmentation Center - Resonate Elements</p>	<p>Data Source: National Consumer Study</p> <p>Data Refresh: Refreshes with each National Consumer Study wave</p>	<p>Recent Events Flash Study data included in the National Consumer Study unlocks the following additional use cases (above what's available via Flash attributes):</p> <ol style="list-style-type: none"> 1. Coronavirus Data as insights against other audiences. 2. Coronavirus Data as insights against digital footprint. 3. Measure with Audience Crosstab in the Platform 4. Data Append
<p>Coronavirus Flash Study Attributes</p> <p>Located in your Resonate Account in Segmentation - Additional Data</p>	<p>Data Source: A subset of Attributes from our Coronavirus Flash Study</p> <p>Data Refresh: New Flash Attributes added every 3 weeks.</p>	<p>We asked U.S. consumers about the impact of Coronavirus on sentiment, trends, and spend propensity in areas like travel, finance, and media and modeled this data to our 200M Connected Profiles for scale. The most recent wave gives you an up-to-date understanding of your consumers, while the prior waves help you understand changes over time.</p> <p>Personalize this data to answer your business questions by using attributes from our Coronavirus Flash Study for insights and activation, combining these attributes with Resonate Elements, other Tag data, and Contextual Studies for a more robust understanding your consumers.</p>
<p>Recent Events Flash Wave 6 Insights PDF: Data to Drive Your Business Forward - Latest Findings from Resonate COVID-19 and Civic Unrest Sentiment Study</p> <p>Available on Knowlege Base</p>	<p>Data Source: All Recent Events Flash Study questions and answers from Wave 1-5</p> <p>Data Refresh: Not applicable</p>	<p>This PDF gives you access to all of the insights from Recent Events Flash Wave 6 fielded July 22-28 with 4,811 respondents. This wave focuses on the frequency with which consumers will re-engage in normal activities as states reopen. It also includes continuing insights on changes in consumer behavior and sentiment around the pandemic and recent social justice issues.</p> <p>This is the freshest, and likely the largest, sample of consumer data available, providing insight into consumer views on evolving recent events, as well as how these events have affected their views on a wide variety of purchase decisions and spending considerations.</p>
<p>Recent Events Flash Wave 5 Insights PDF: Getting Ready for What's Next - Insights to Guide You Through the Next Consumer Evolution</p> <p>Available on Knowlege Base</p>	<p>Data Source: All Recent Events Flash Study questions and answers from Wave 1-5</p> <p>Data Refresh: Not applicable</p>	<p>This PDF gives you access to all of the insights from Recent Events Flash Wave 5 fielded June 29-July 5 with 4,300 respondents. This wave measures the wake of the evolving COVID-19 pandemic, the progression of racial inequality and the downstream impacts of both on the American psyche. You can trend the subset of questions asked in all 5 waves to help you inform your business decisions during this complex time.</p>
<p>Recent Events Flash Wave 4 Insights PDF: Marketing in the New Normal - Tracking Real-time Consumer Sentiment</p> <p>Available on Knowlege Base</p>	<p>Data Source: All Recent Events Flash Study questions and answers from Wave 1-4</p> <p>Data Refresh: Not applicable</p>	<p>This PDF gives you access to all of the insights from Coronavirus Flash Wave 4 fielded June 8-14 with 4,000 respondents. This wave focuses on what it will take for consumers to re-engage as stay-at-home orders are lifted, as well as sentiment around recent social justice protests. You can also trend the subset of questions asked in all 4 waves to keep your finger on the pulse of shifts in consumer morale and behavior.</p>

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<p>Coronavirus Flash Wave 3 Insights PDF: ReOpening America</p> <p>Available on Knowledge Base</p>	<p>Data Source: All Coronavirus Flash Study questions and answers from Wave 1-3</p> <p>Data Refresh: Not applicable</p>	<p>This PDF gives you access to all of the insights from Coronavirus Flash Wave 3 fielded May 11-18 with 5,182 respondents. This wave focuses on what it will take for consumers to re-engage as stay-at-home orders are lifted. You can also trend the subset of questions asked in all 3 waves to keep your finger on the pulse of shifts in consumer morale and behavior.</p>
<p>Coronavirus Flash Wave 2 Insights PDF: Understanding the Evolving U.S. Consumer Sentiment</p> <p>Available on Knowledge Base</p>	<p>Data Source: All Coronavirus Flash Study questions and answers from Wave 1 and Wave 2</p> <p>Data Refresh: Not applicable</p>	<p>This PDF will provide you access to all of the insights from Coronavirus Flash Wave 2 fielded April 20-26 with 6,500 respondents. See a wave-over-wave comparison between the subset of questions asked in wave 1 and wave 2 to understand how consumer sentiment and trends have evolved during this pandemic.</p>
<p>Coronavirus Flash Wave 1 Insights PDF: Early Insights</p> <p>Available on Knowledge Base</p>	<p>Data Source: All Coronavirus Flash Study questions and answers asked in Wave 1</p> <p>Data Refresh: Not Applicable</p>	<p>This PDF will provide you access to all of the early insights from Wave 1 of our Coronavirus Flash study fielded March 22-29 with 5,000 respondents.</p> <p>This data allows you to understand behaviors and attitudes of U.S. consumers at a point in time - during the end of March - as well as across time by comparing attributes that were asked in Coronavirus Flash Study wave 1 and wave 2.</p>
<p>Coronavirus Contextual Studies</p> <p>Located in your Resonate Account in Segmentation Center - Additional Data</p>	<p>Data Source: Observed Behavioral Data</p> <p>Data Refresh: Refreshed nightly</p>	<p>Gain a quick understanding of those impacted by Coronavirus with Contextual Studies that are connected to your existing audiences and digital footprint.</p> <p>We are observing billions of actions consumers are taking online nightly to keep you up to date with the latest Coronavirus developments and their effects on the U.S. consumer.</p> <p>You can analyze and activate audiences that have been impacted by Coronavirus, combine Coronavirus Contextual Studies with Resonate Elements, Tag data, and other Contextual Studies to personalize this data back to your business.</p>
<p>Coronavirus Analysis Library</p> <p>Available on Knowledge Base</p>	<p>Data Source: Coronavirus Data in the NCS and from Flash Study Waves</p> <p>Data Refresh: Not Applicable.</p>	<p>We have a team of research analysts at Resonate mining the Coronavirus data and finding insights that we think are helpful per vertical. These will be published into a Coronavirus Analysis Library and are aimed at providing "food for thought" and sparking an idea for you that we can help you explore further.</p>