

THE RACE TO KEEP UP WITH A NEW REALITY

WILL LIFE REBOUND WITH
VACCINES AROUND?

Resonate COVID-19 and Emerging Trends Consumer Flash Study,
Wave 12, February 2021





INTRODUCTION

As of publishing, 65,000,000 doses of the coronavirus vaccine have now been administered. So, consumers are ready to rush right back into stores and hop on a plane, right?

Not so fast. The number of American adult consumers who now indicate they believe it could be more than a year before life goes back to normal increased by five percentage points from January to February.

What does that look like in terms of numbers? Nearly 39% now believe it could be a year or longer and nearly 11% believe life will never return to normal.

This doesn't mean we're stuck at home forever. In February, the number of consumers who are under strict stay-at-home orders plummeted by 10 percentage points. It does mean, however, that we're sticking closer to home. 60% of consumers now believe travel won't resume until September 2021 at the earliest. Compare that to only 43% last month.

So, how do you respond to these wildly shifting tides as a marketer? How do you speak to a consumer who, last month, may have been planning a summer vacation, and now, is wondering whether they'll spend another holiday season alone?

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 COVID-19 and recent 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 2 and February 16, 2021 and scaled to 200 million U.S. consumers.



See it in Action



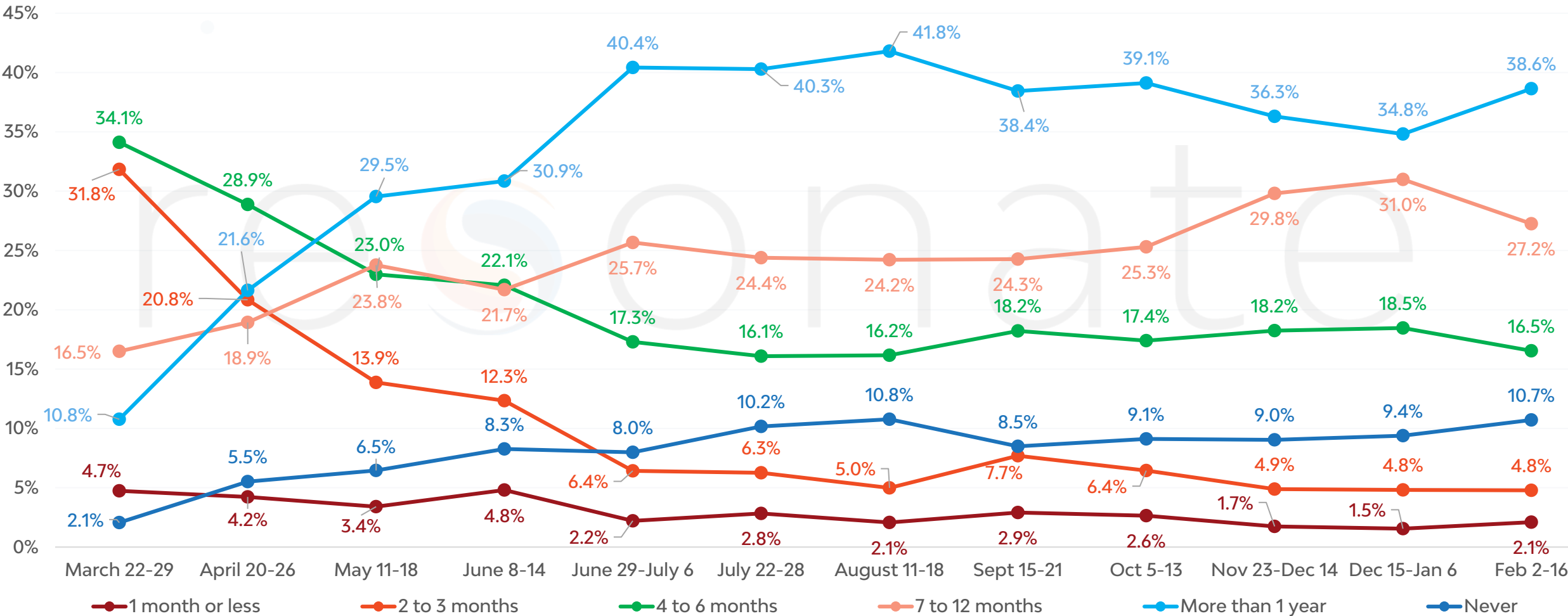
TOP 10 TAKEAWAYS FROM WAVE 12

What's changed for Americans since early January?

1. Some are losing confidence in when we'll return to "normal"
 - 38.6% of Americans believe it will be more than a year, +3.8
 - 10.7% believe it will never happen, +1.3
2. Consumer perception of pandemic restrictions is loosening across the U.S.
 - 18.1% of Americans report "many restrictions" in their state, -10
3. Likelihood to get a vaccine is spiking
 - Those who are "completely likely" to get a vaccine +12.2
 - Those who are "not at all likely" -3
4. Americans will line up for the vaccine sooner
 - Of those likely to get a vaccine, 31.6% will within 1 week of availability, +11
5. Financial situations are improving
 - 19% are struggling to pay for necessities, -4.4
 - 31.3% are living comfortably, +3.6
 - 22.4% are "not at all worried" about their finances, +3.9
6. Vaccines are the main precaution consumers want in place to feel comfortable with in-store shopping, but they still require social distancing and masks for crowded activities
7. Consumers are itching to shop in-store
 - 49% state in-store browsing/buying as their top shopping preference, +4
 - Curb-side pick-up and same-day delivery are -5 and -3.7, respectively
8. A changing administration brought with it a sharp rise in trust of Federal Government, as well as its ability to address crisis
9. Opinion of President Joe Biden's handling of the pandemic has improved
10. Those who believe Facebook has a responsibility to identify and suppress false news to a large extent has decreased slightly; perhaps representing a post-campaign season slide

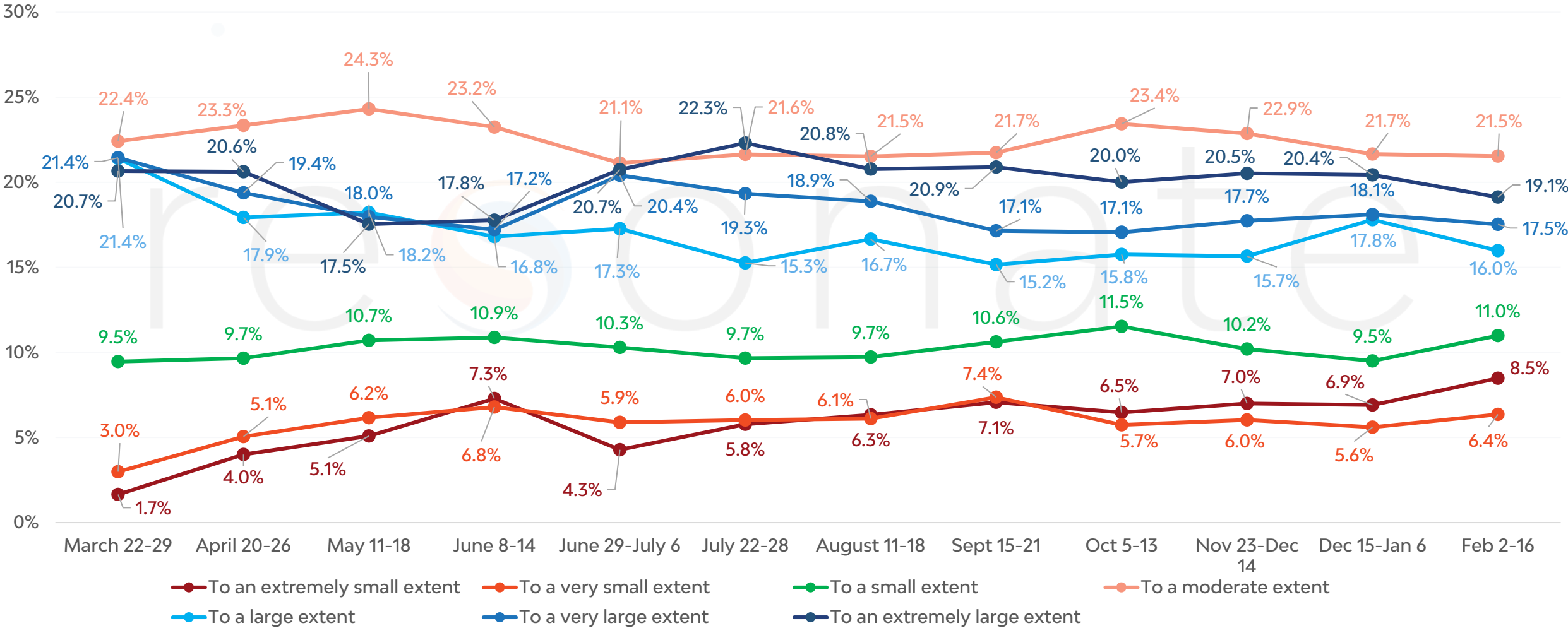
CORONAVIRUS SITUATION

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



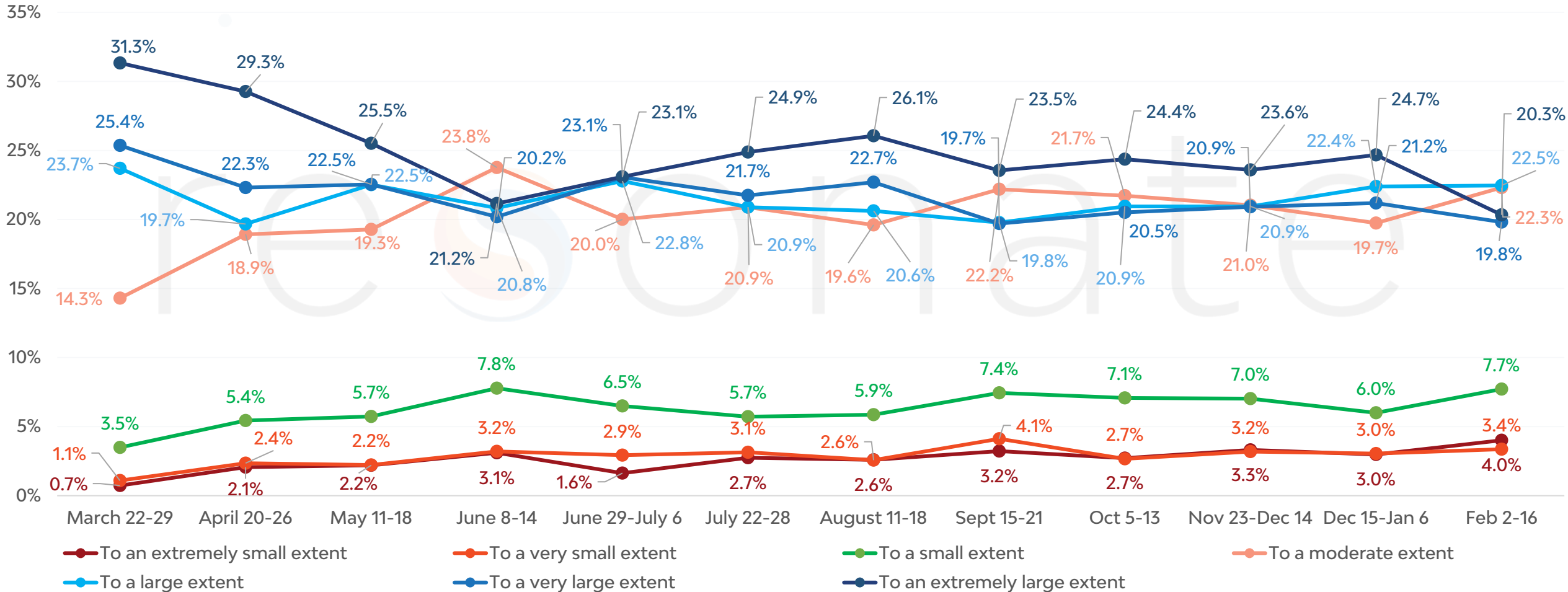
CORONAVIRUS SITUATION

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



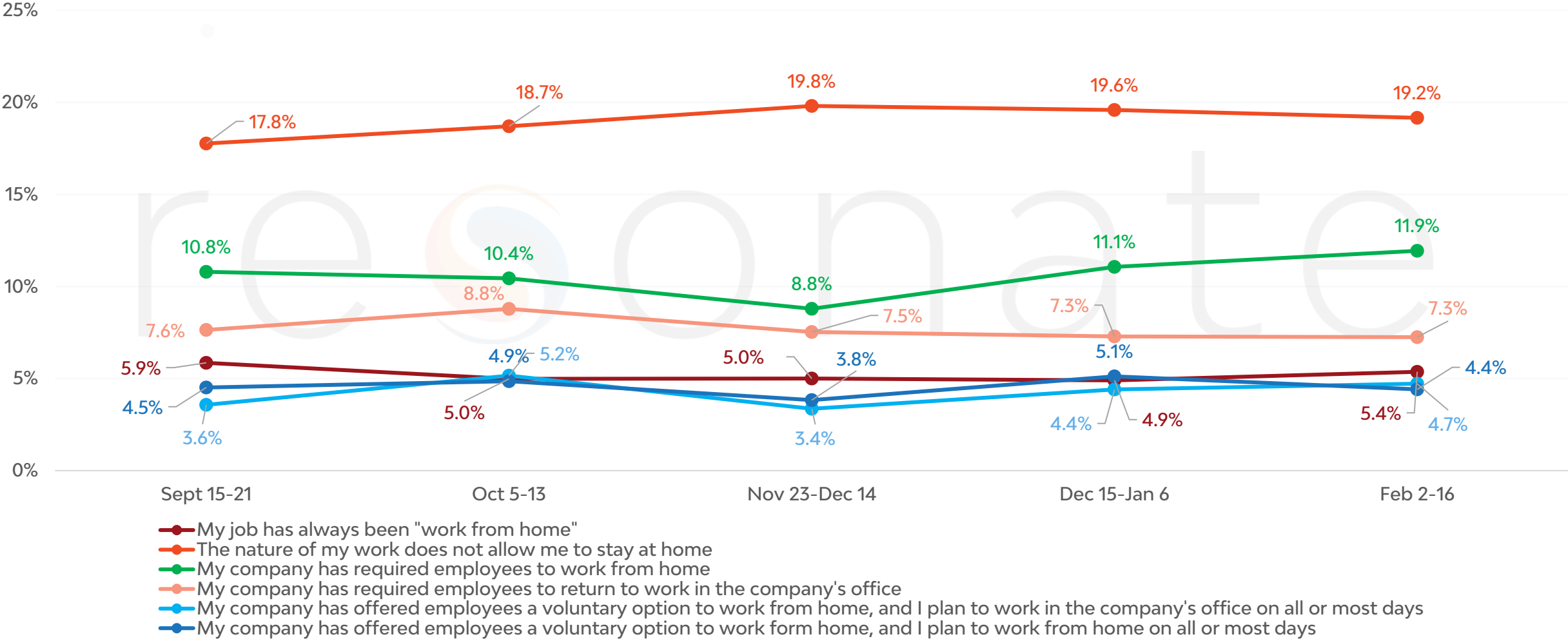
CORONAVIRUS SITUATION

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



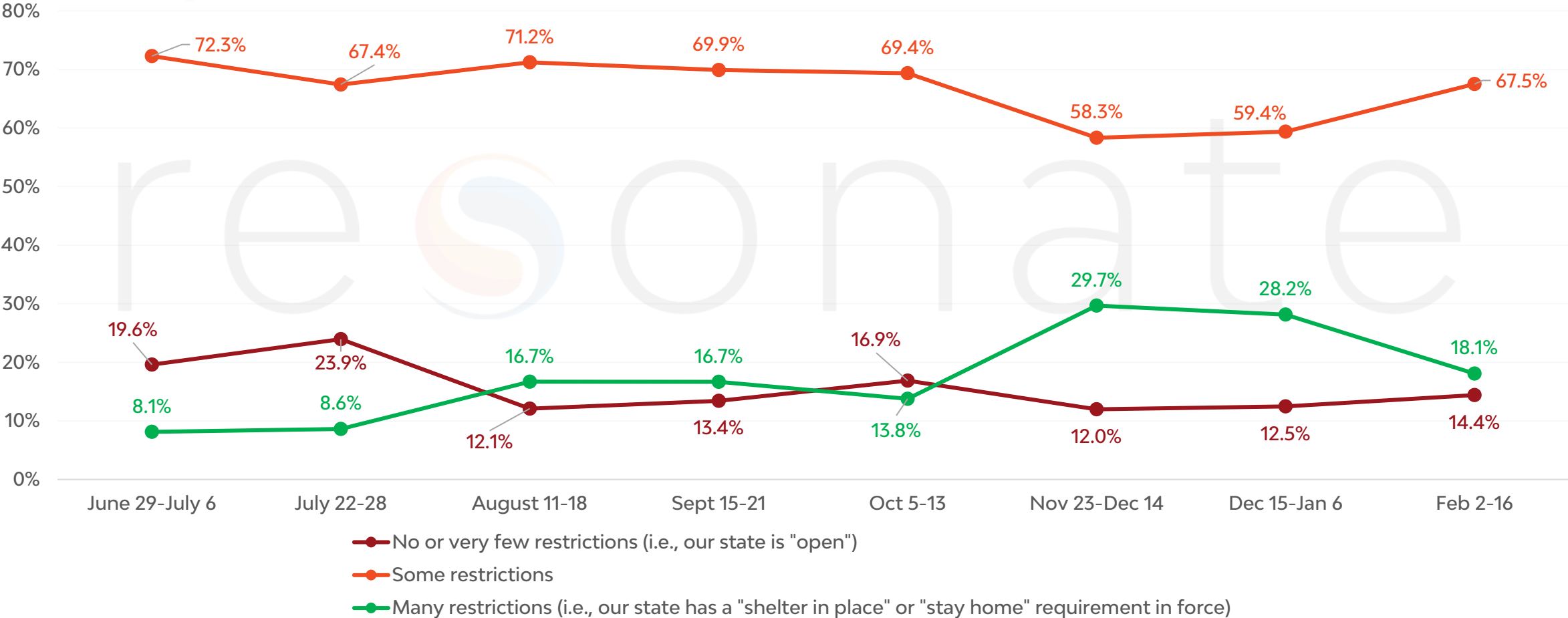
CORONAVIRUS SITUATION

[Of those who are employed part- or full-time] Which of the following best describes **your remote work situation**?



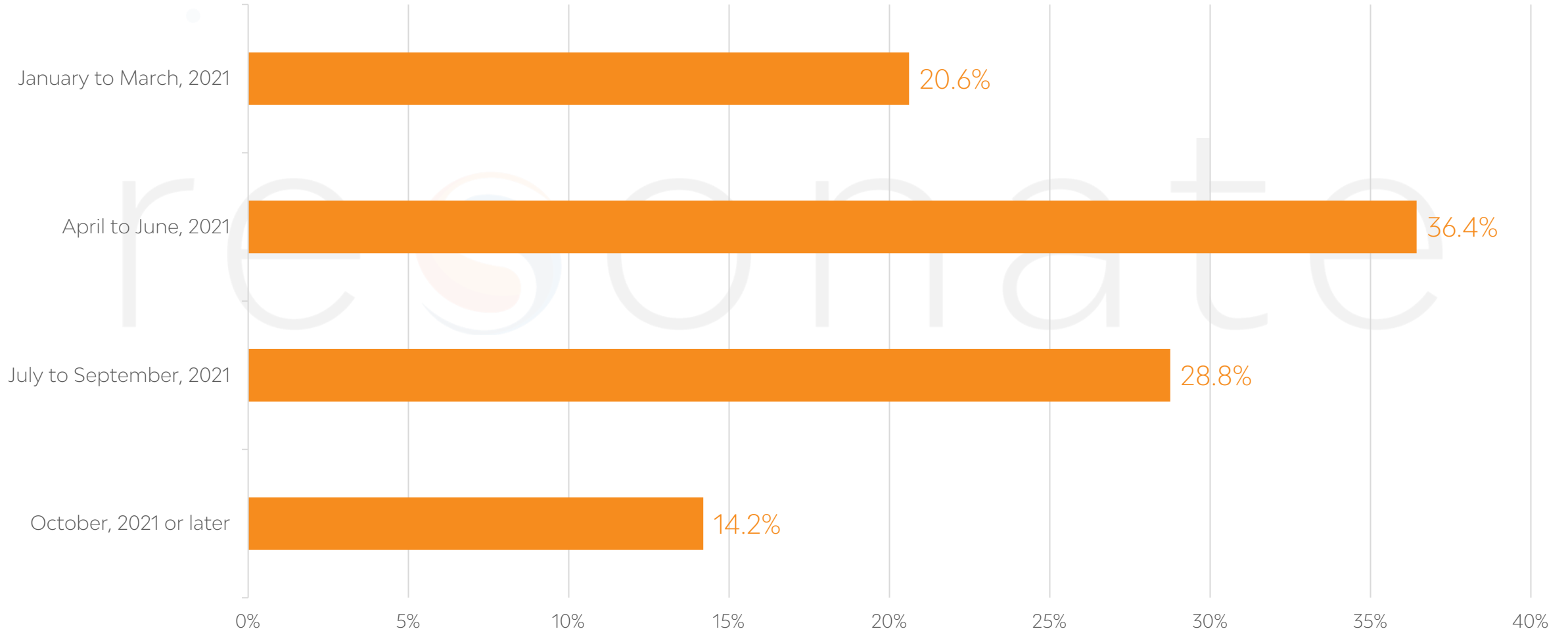
CORONAVIRUS SITUATION

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



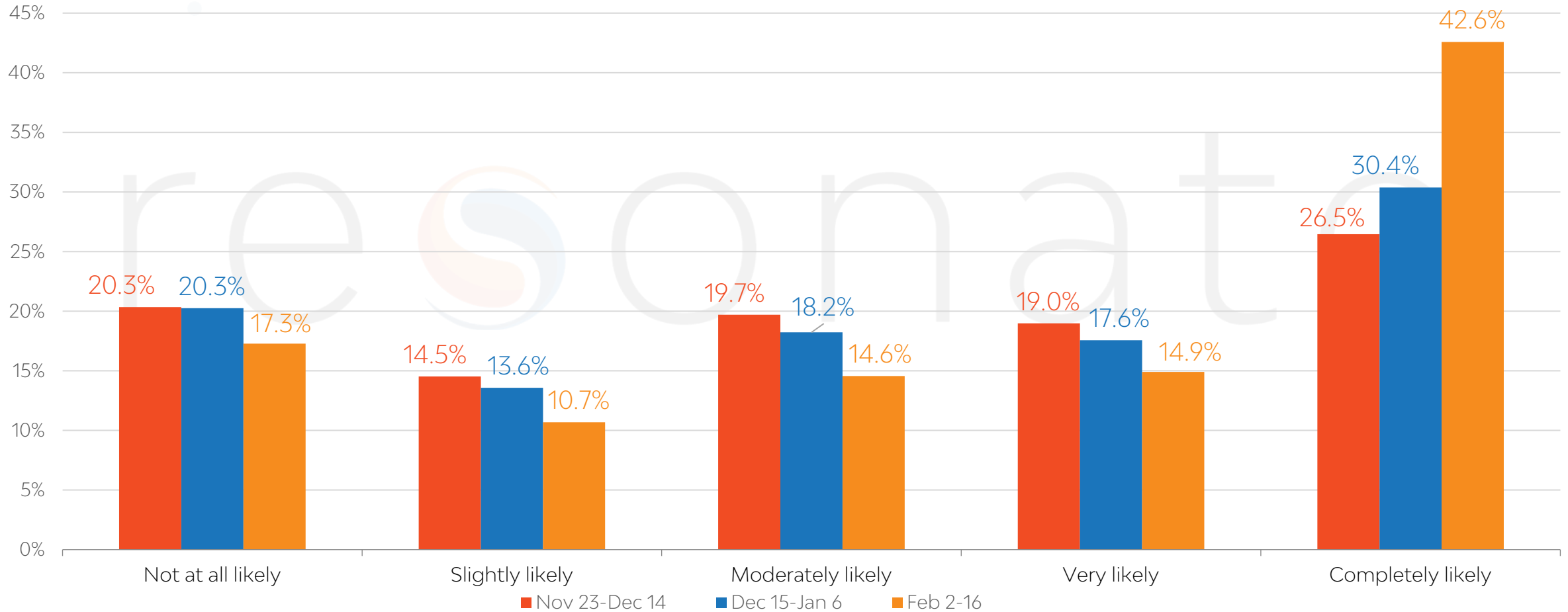
VACCINE

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



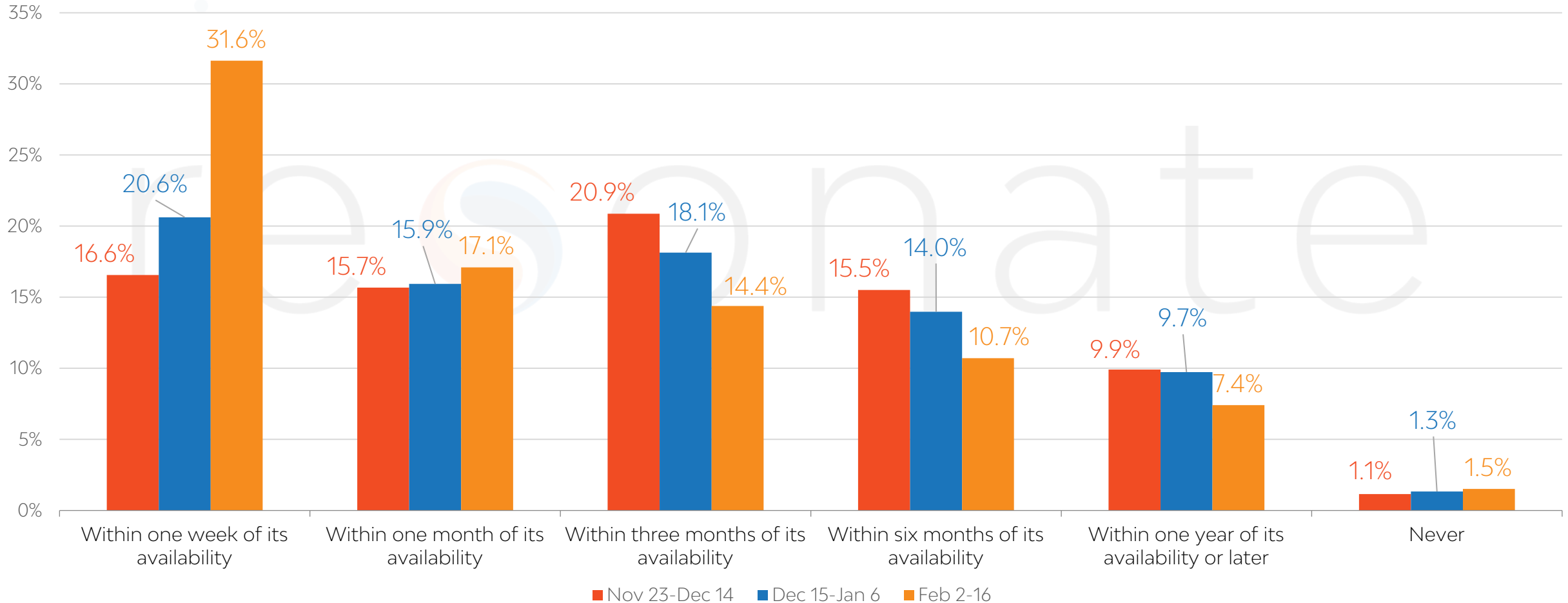
VACCINE

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



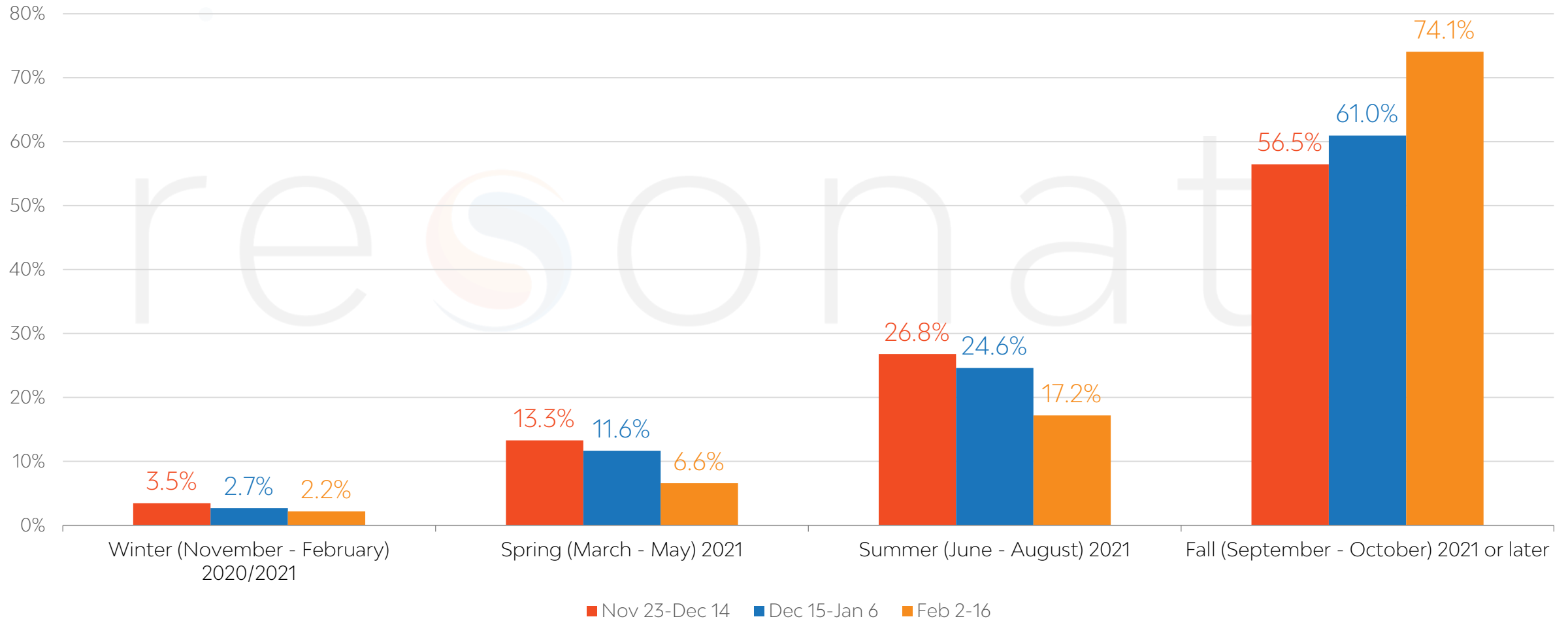
VACCINE

[Of those willing to take the vaccine] How soon after the **vaccine for the coronavirus** becomes available **will you want to take it?**



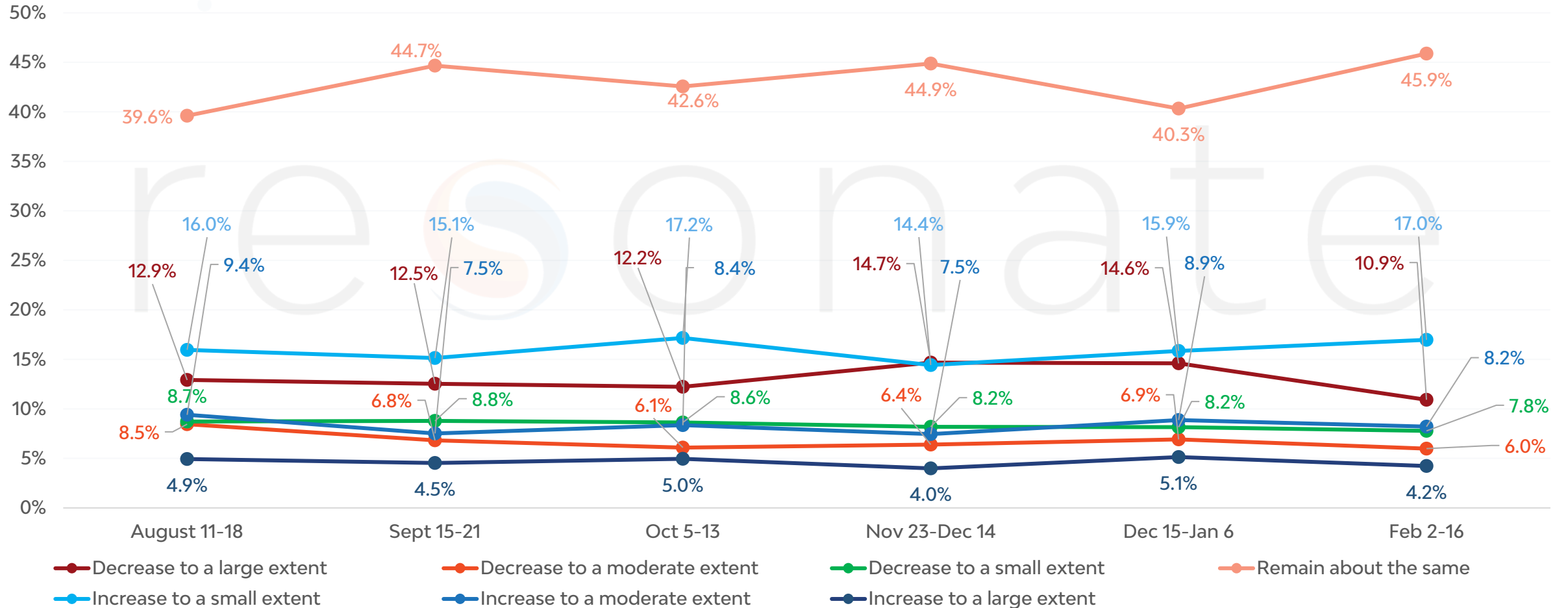
ECONOMY

When do you believe the U.S. **economy will return to "normal"** as it was before the coronavirus situation began?



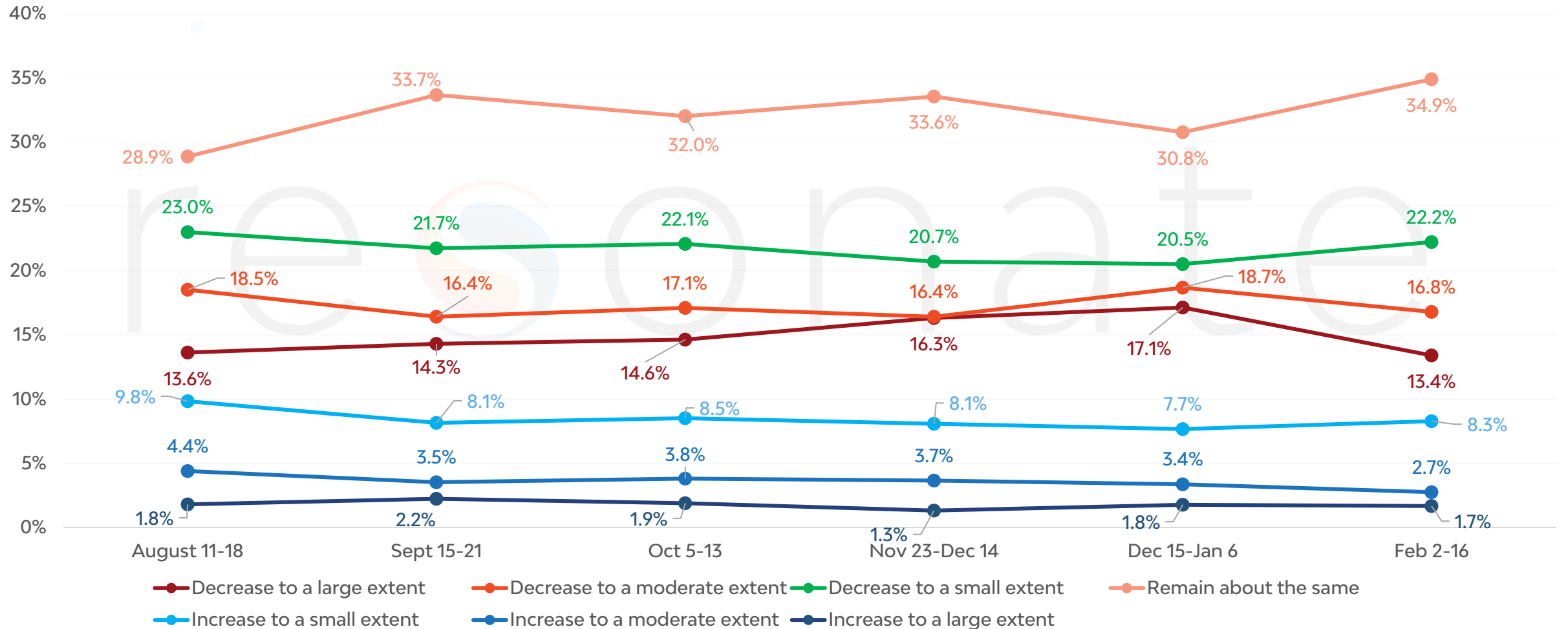
FINANCIAL

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



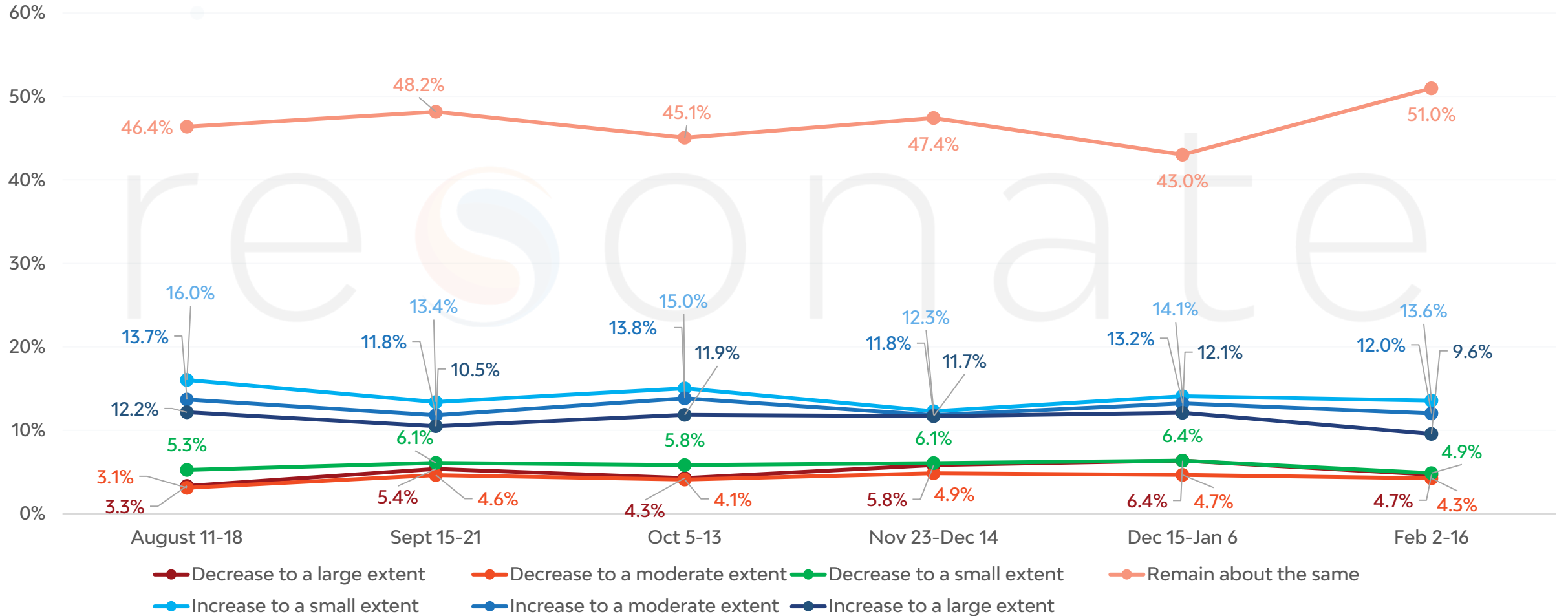
FINANCIAL

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



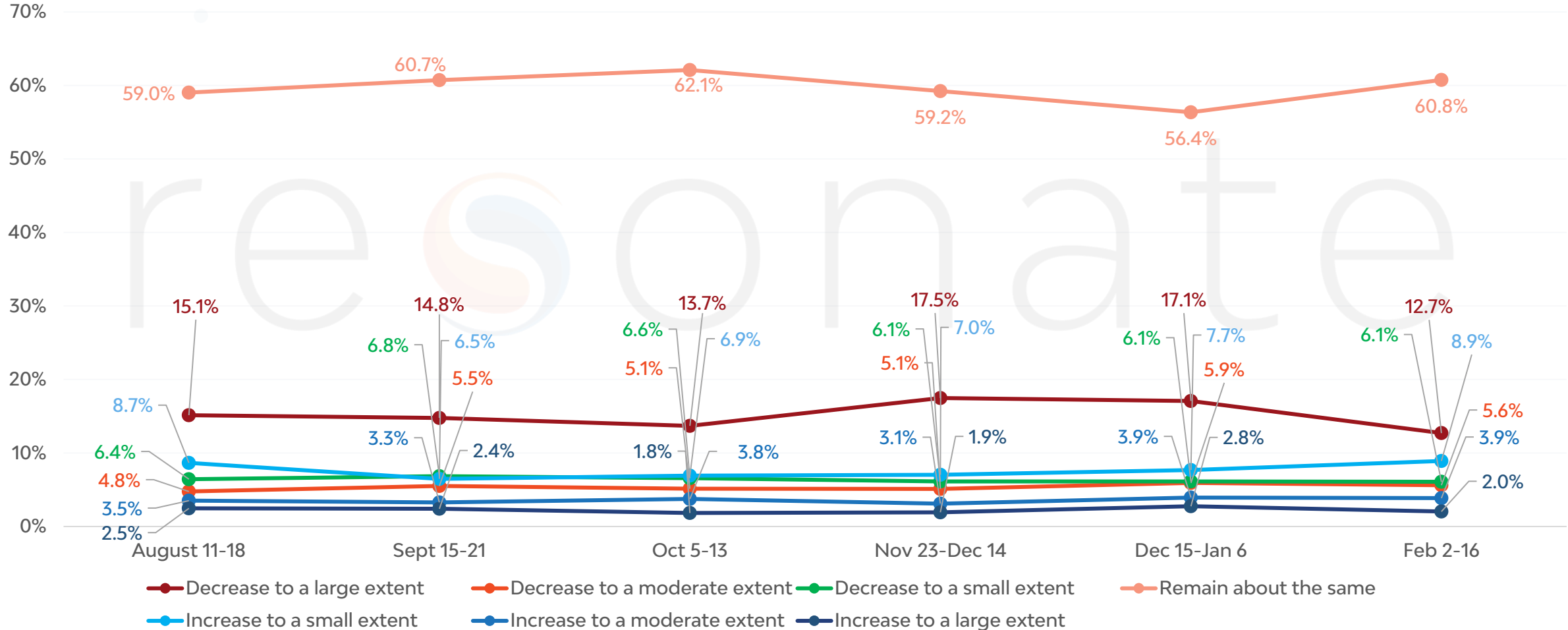
FINANCIAL

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



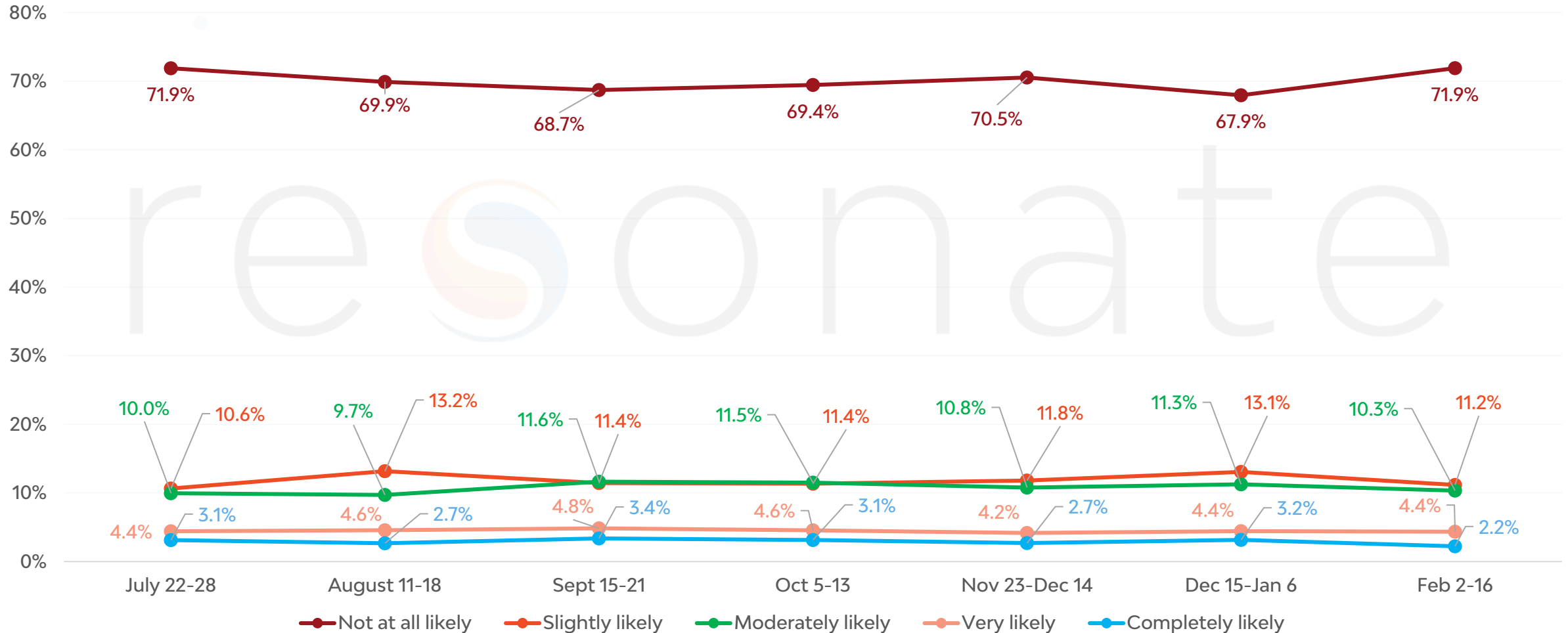
FINANCIAL

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



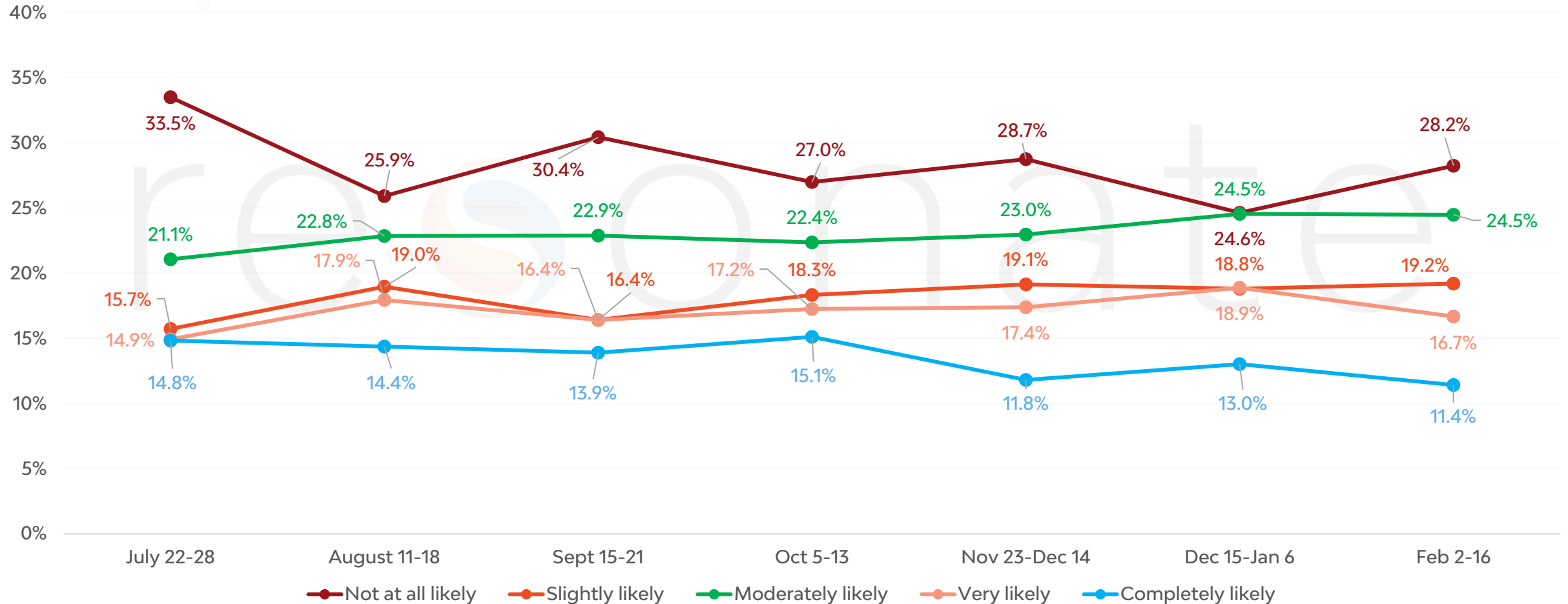
FINANCIAL

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



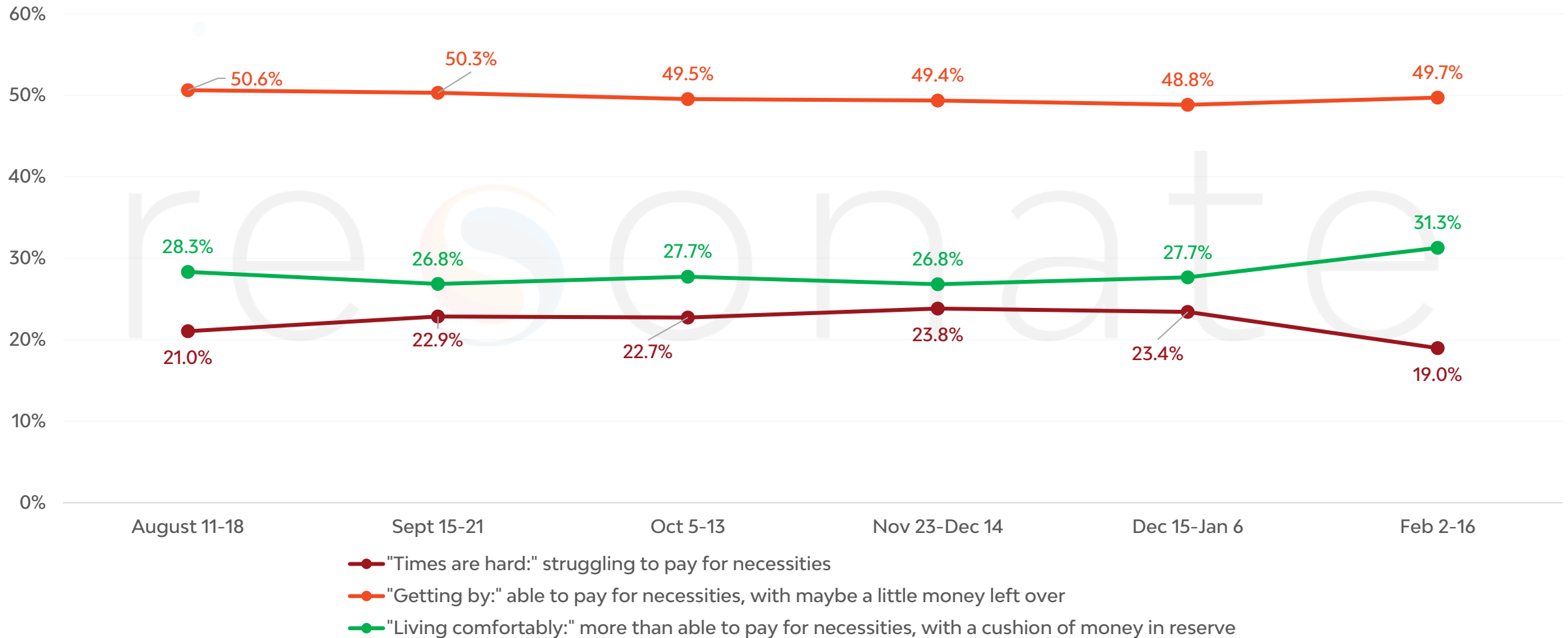
FINANCIAL

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



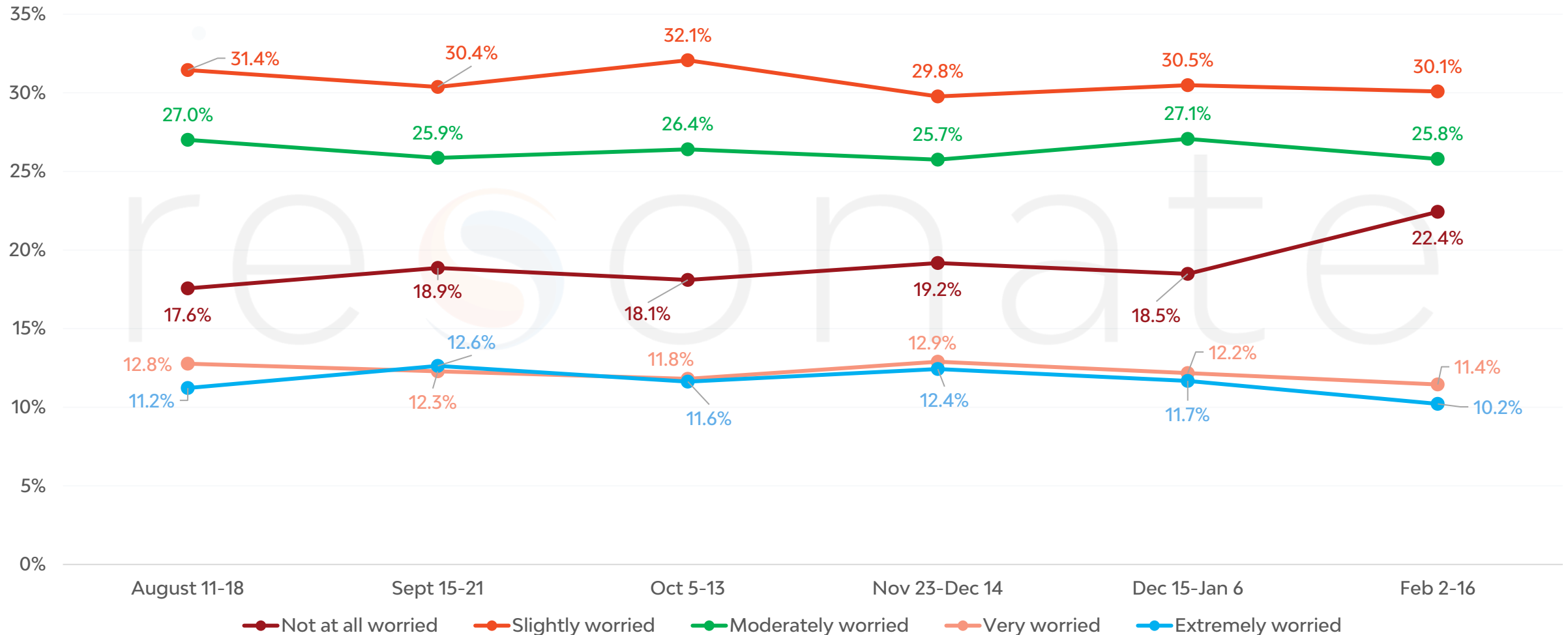
FINANCIAL

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



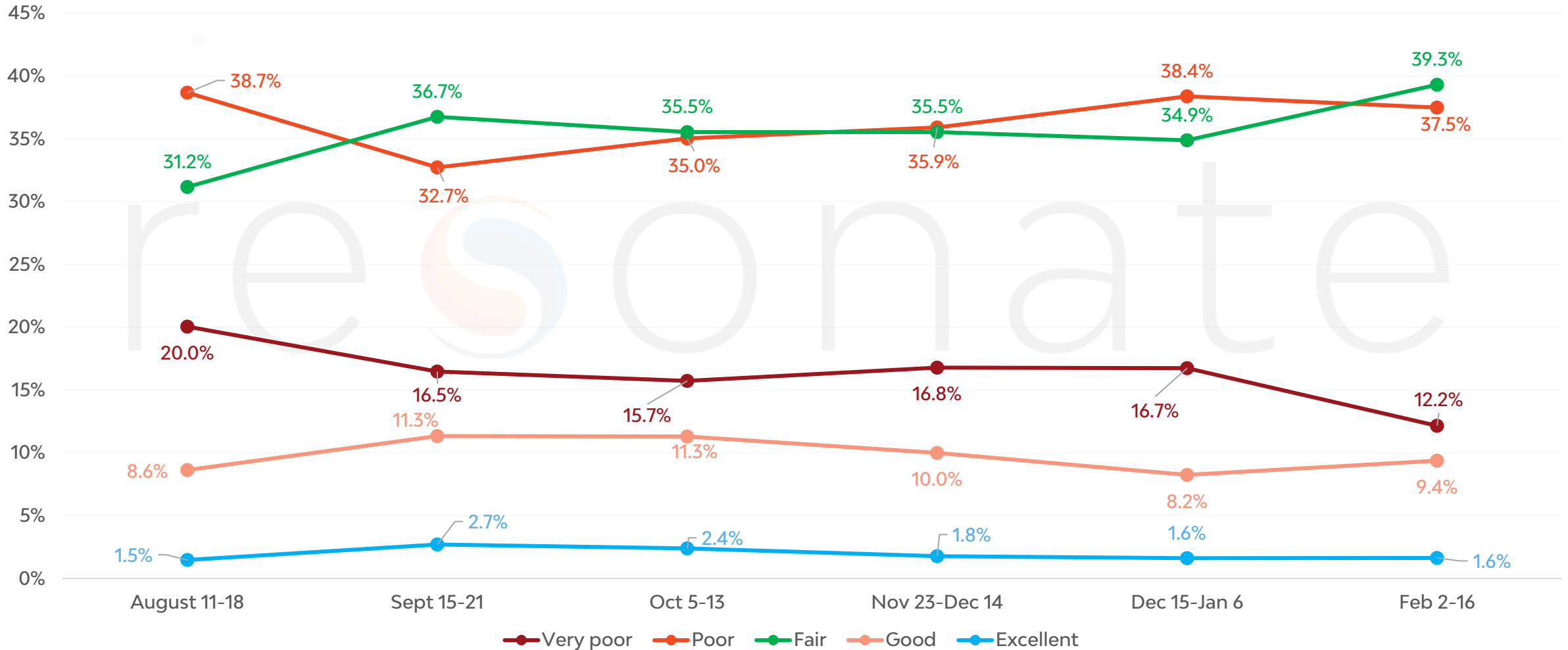
FINANCIAL

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



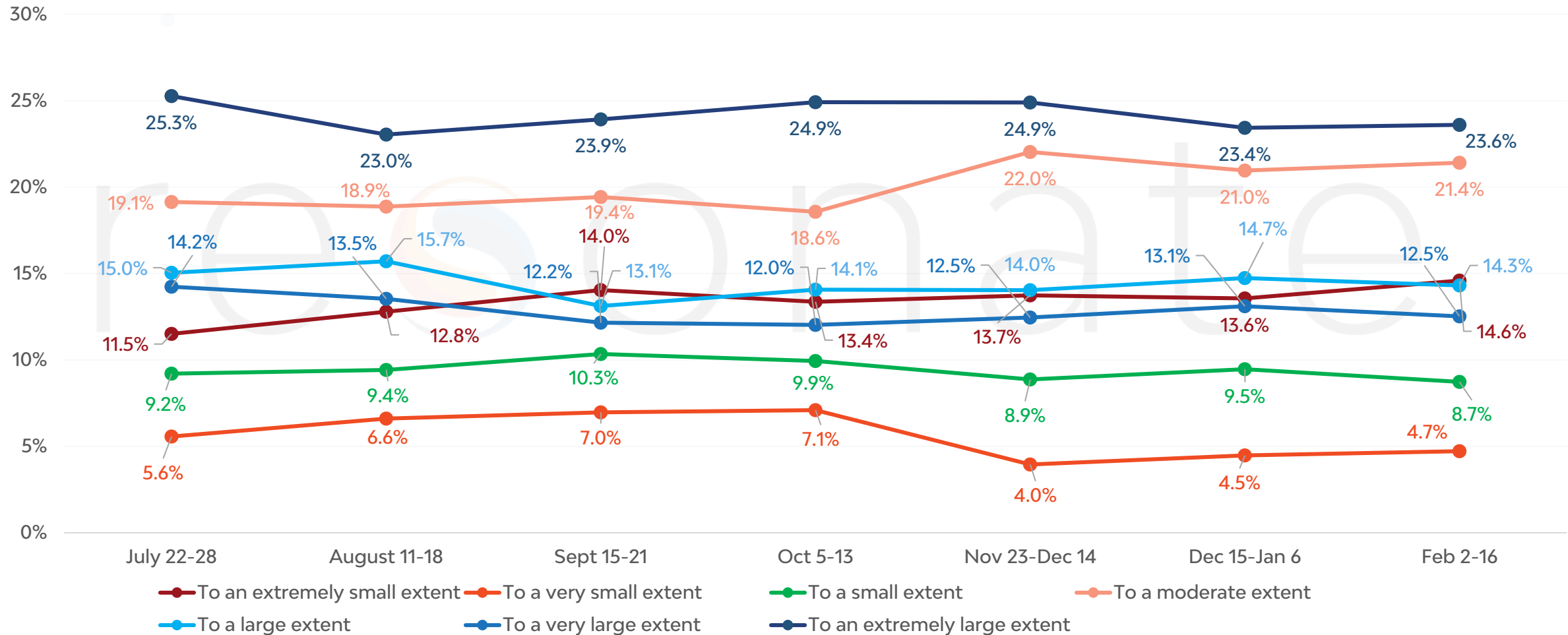
FINANCIAL

What is the current quality of the United States economy?



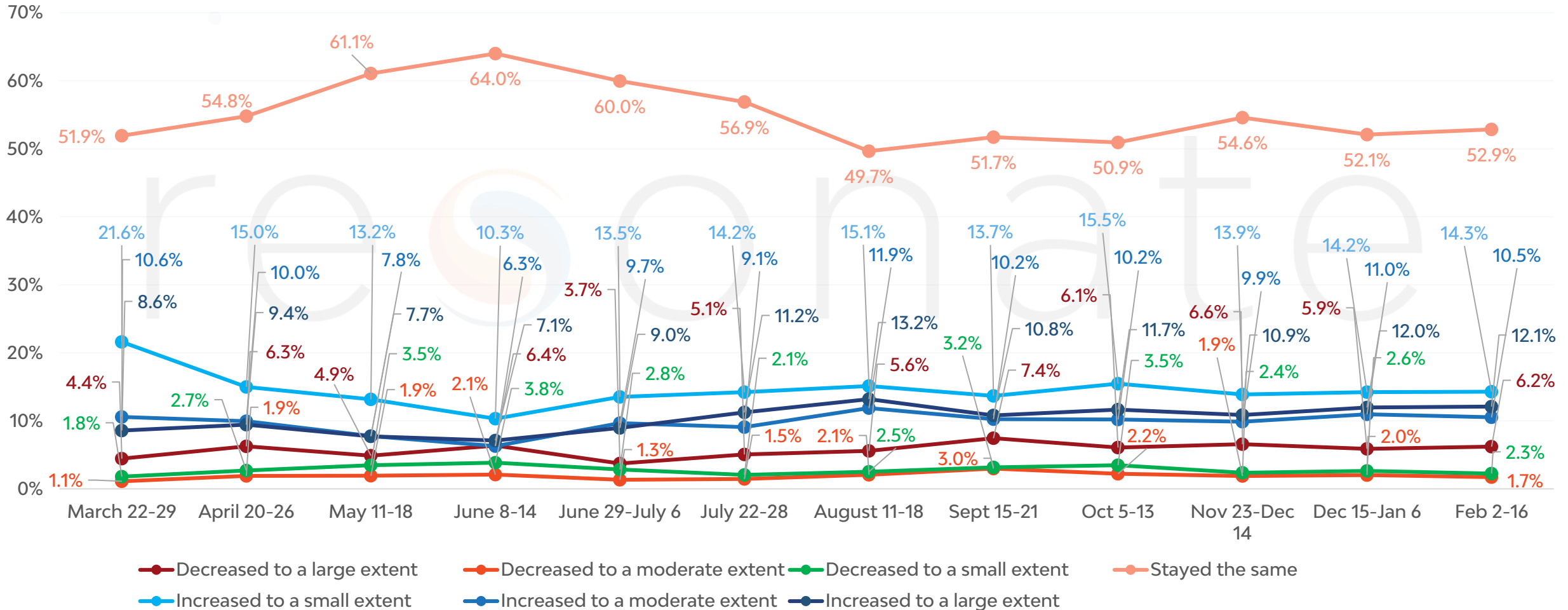
MEDIA

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



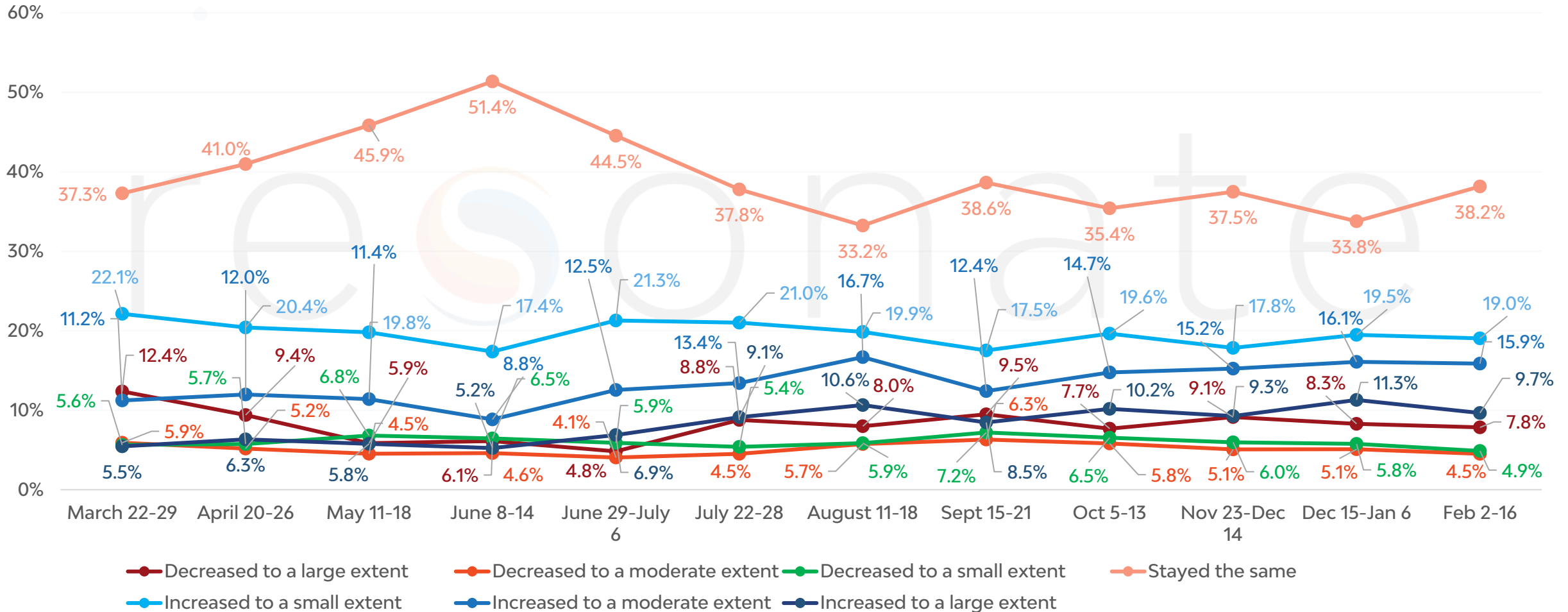
RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to **order groceries online** changed?



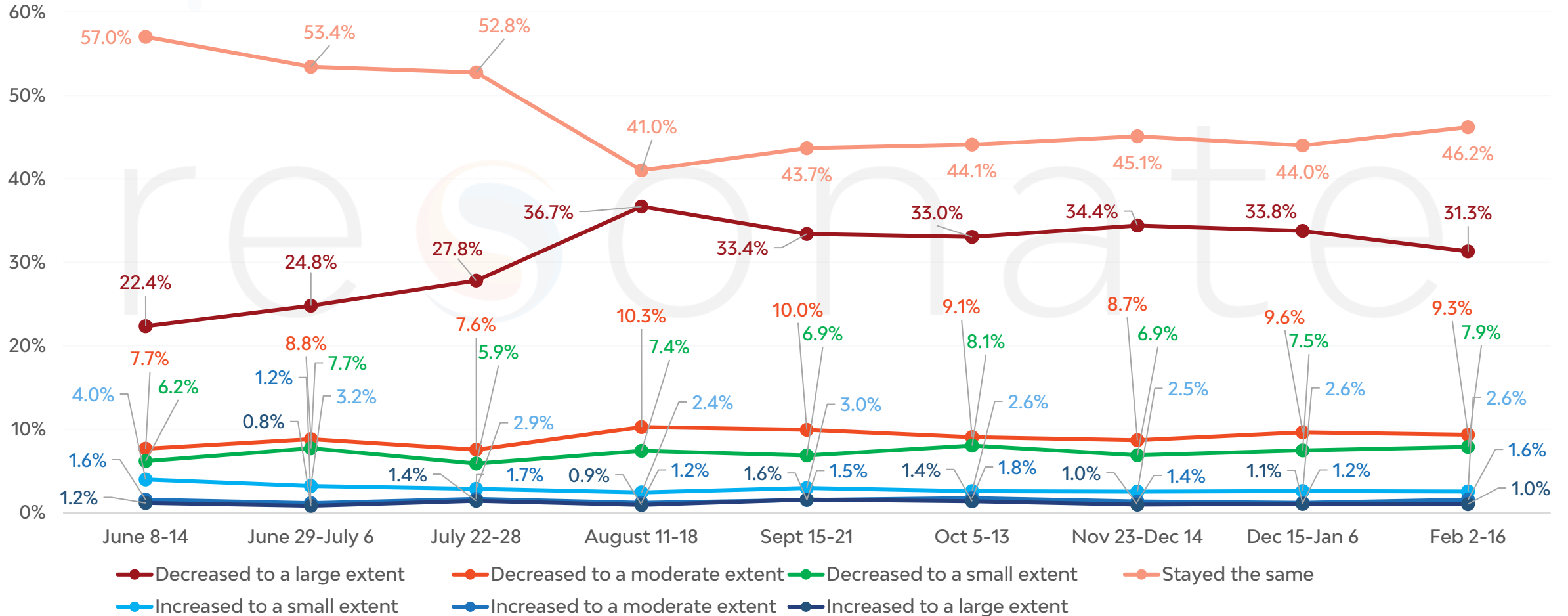
RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to **order food or takeout for delivery** changed?



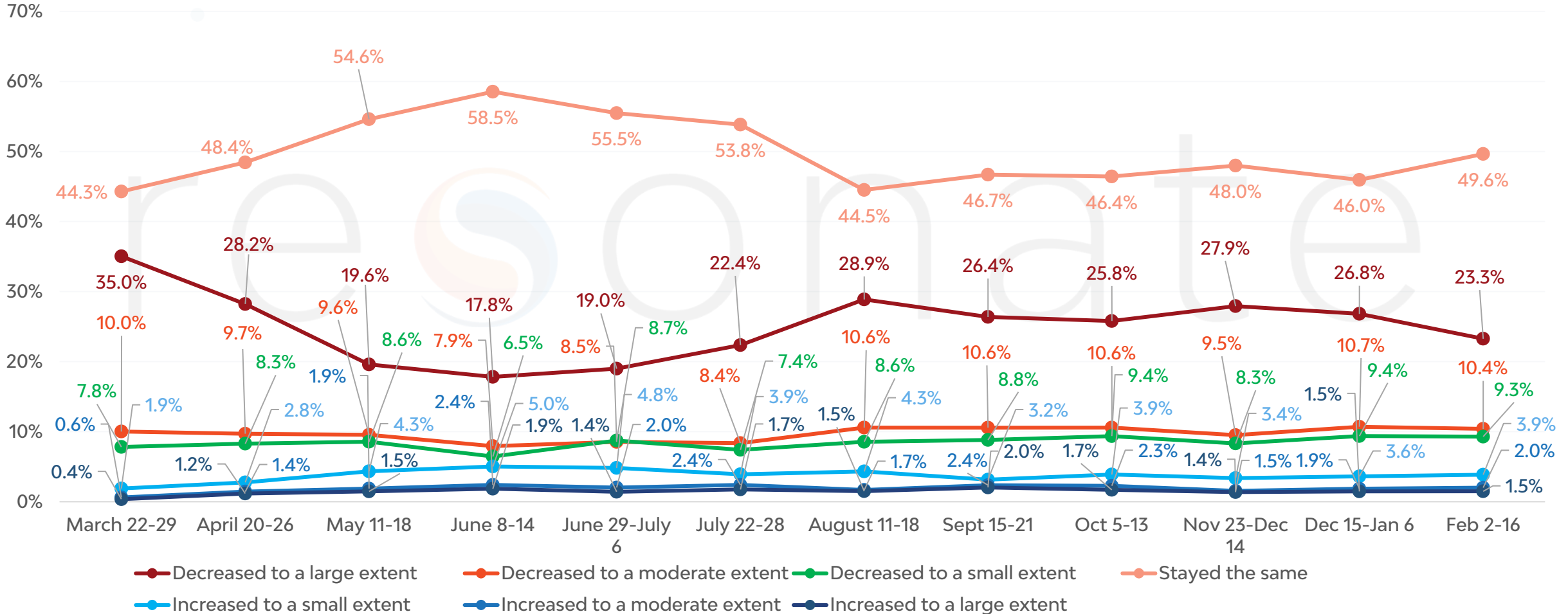
RETAIL

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



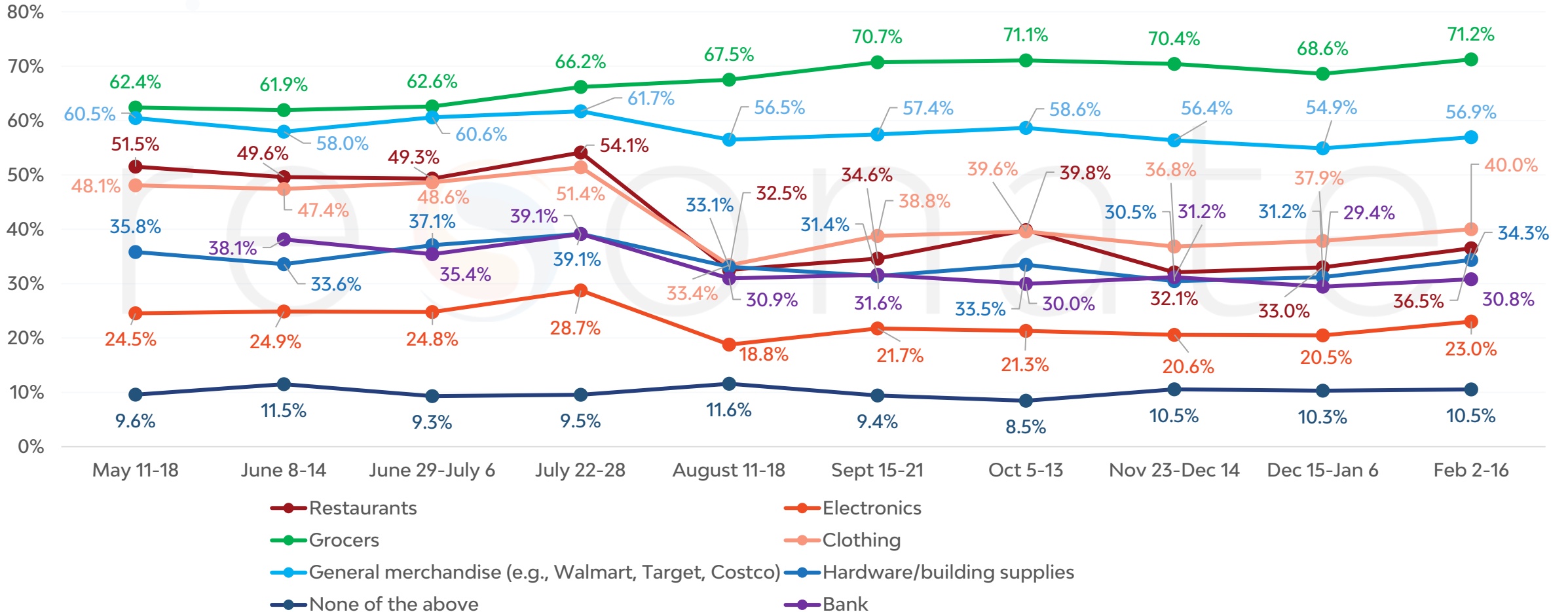
RETAIL

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



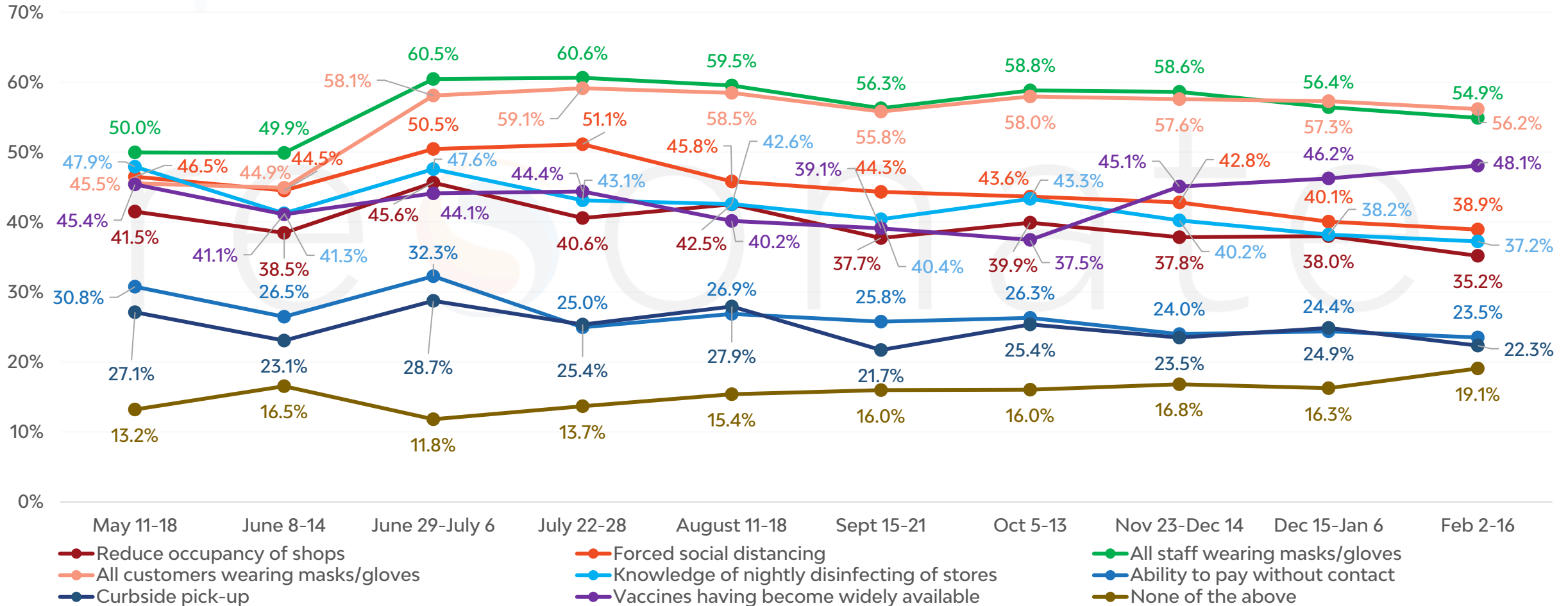
RETAIL

Once shops open, which of these types of shopping do you believe you will go back to doing at physical stores, rather than online? Please select all that apply.



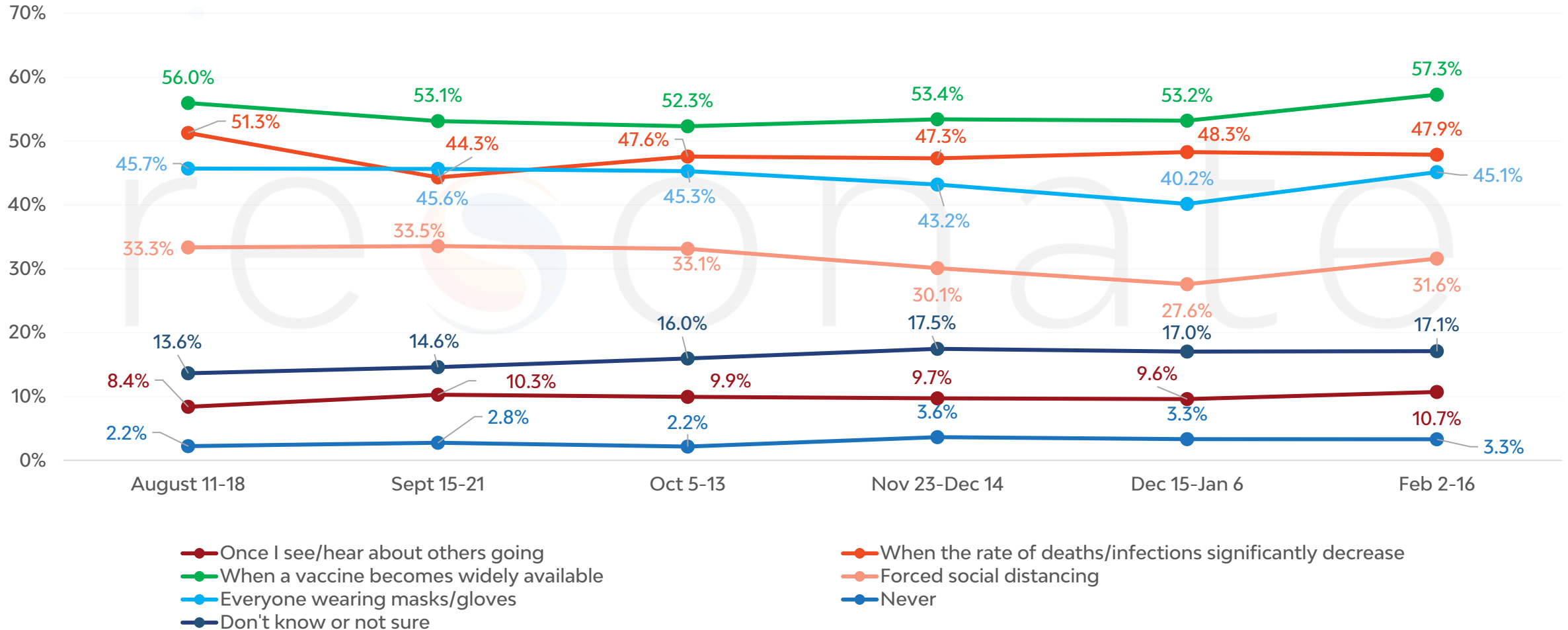
RETAIL

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



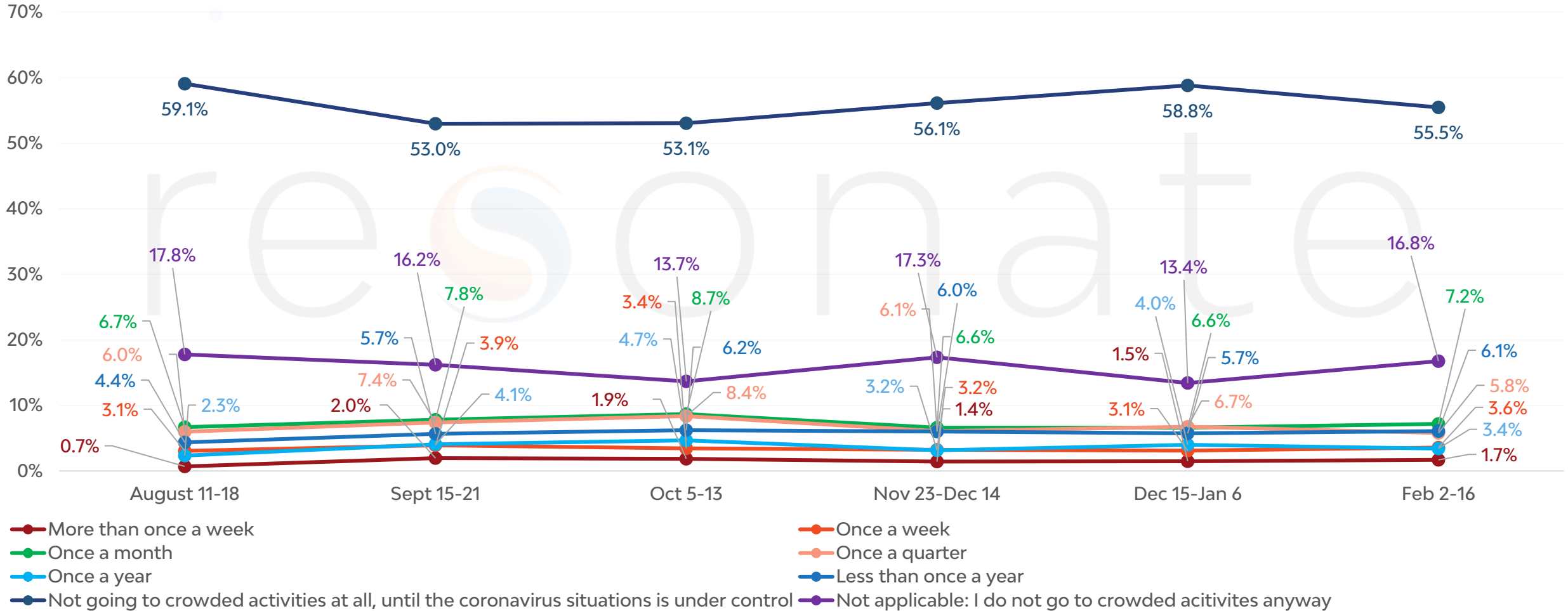
RETAIL

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)? Select all that apply.



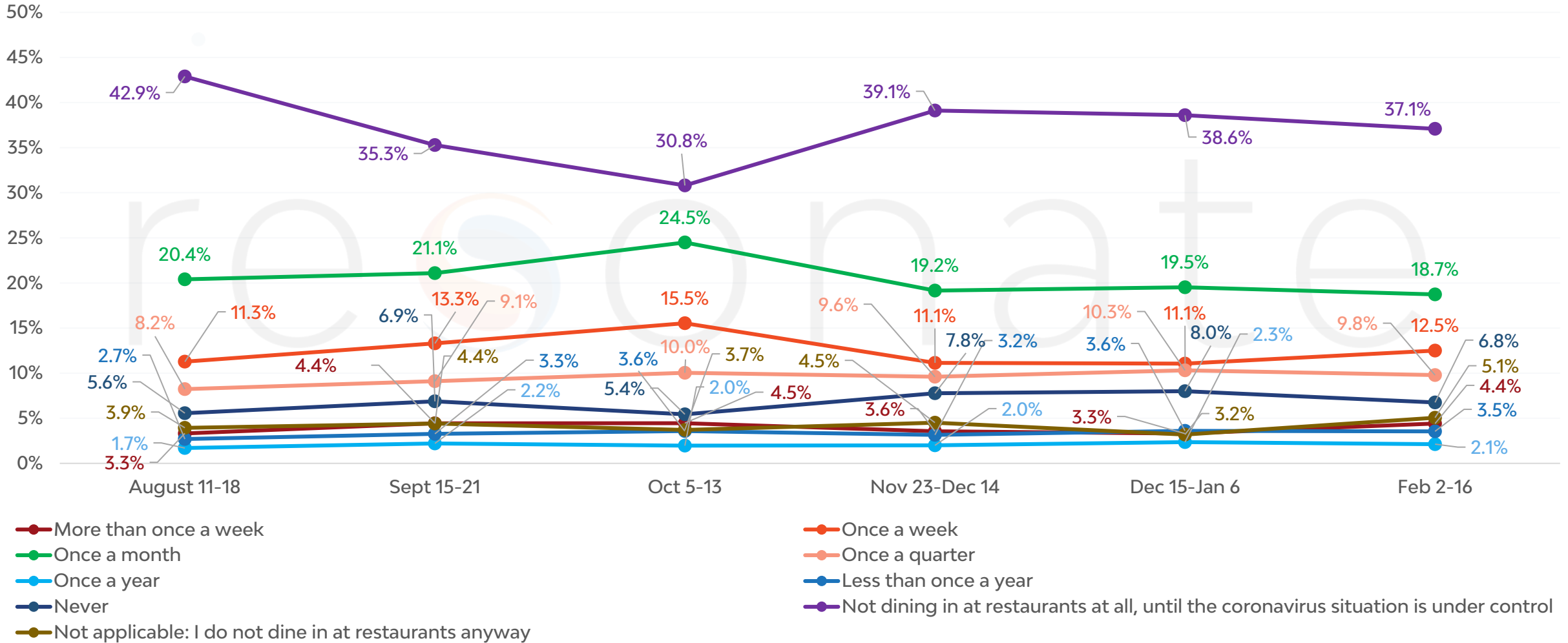
RETAIL

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



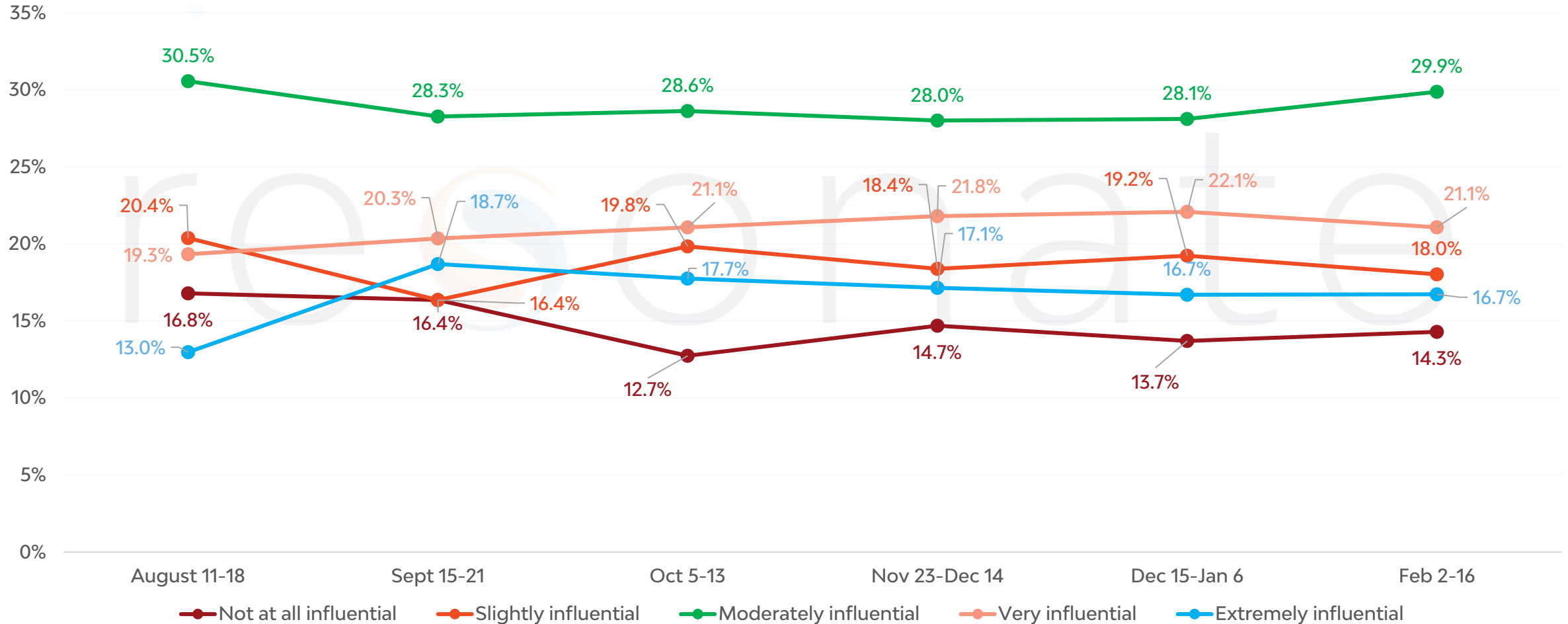
RETAIL

How frequently are you now dining in at restaurants?



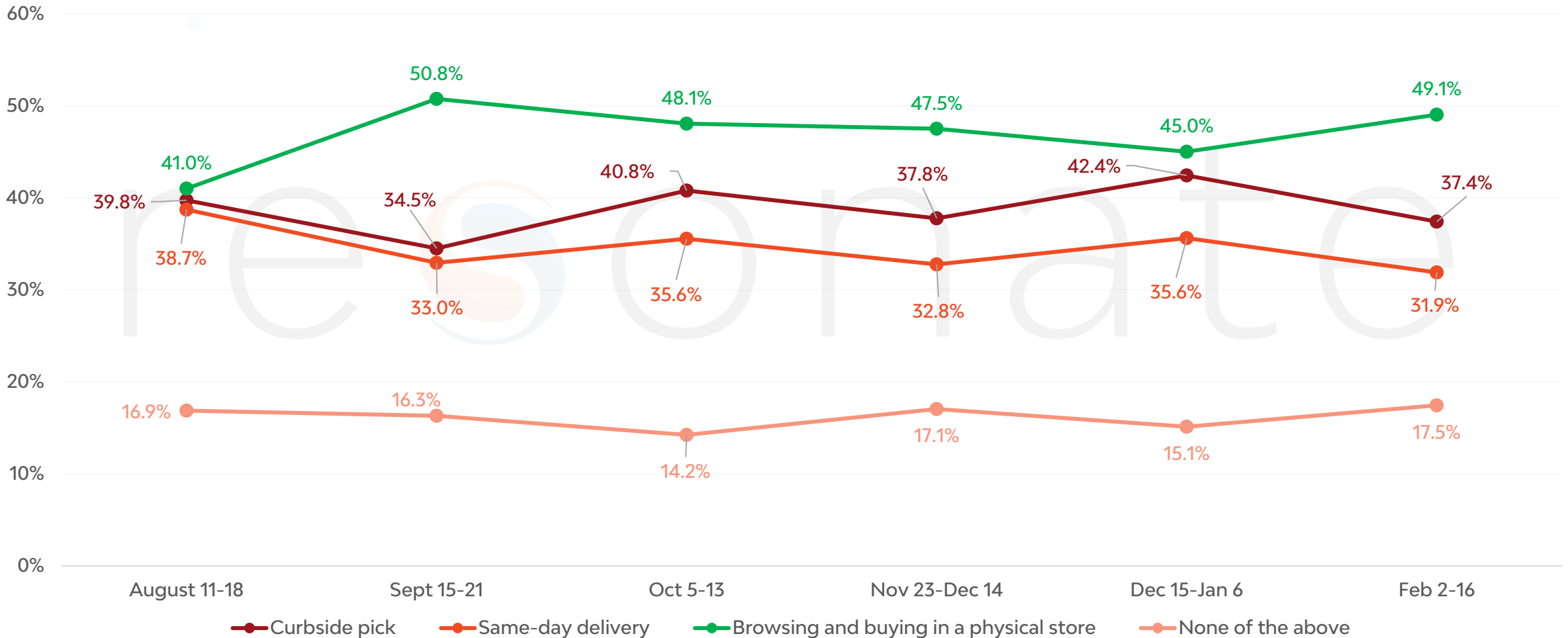
RETAIL

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



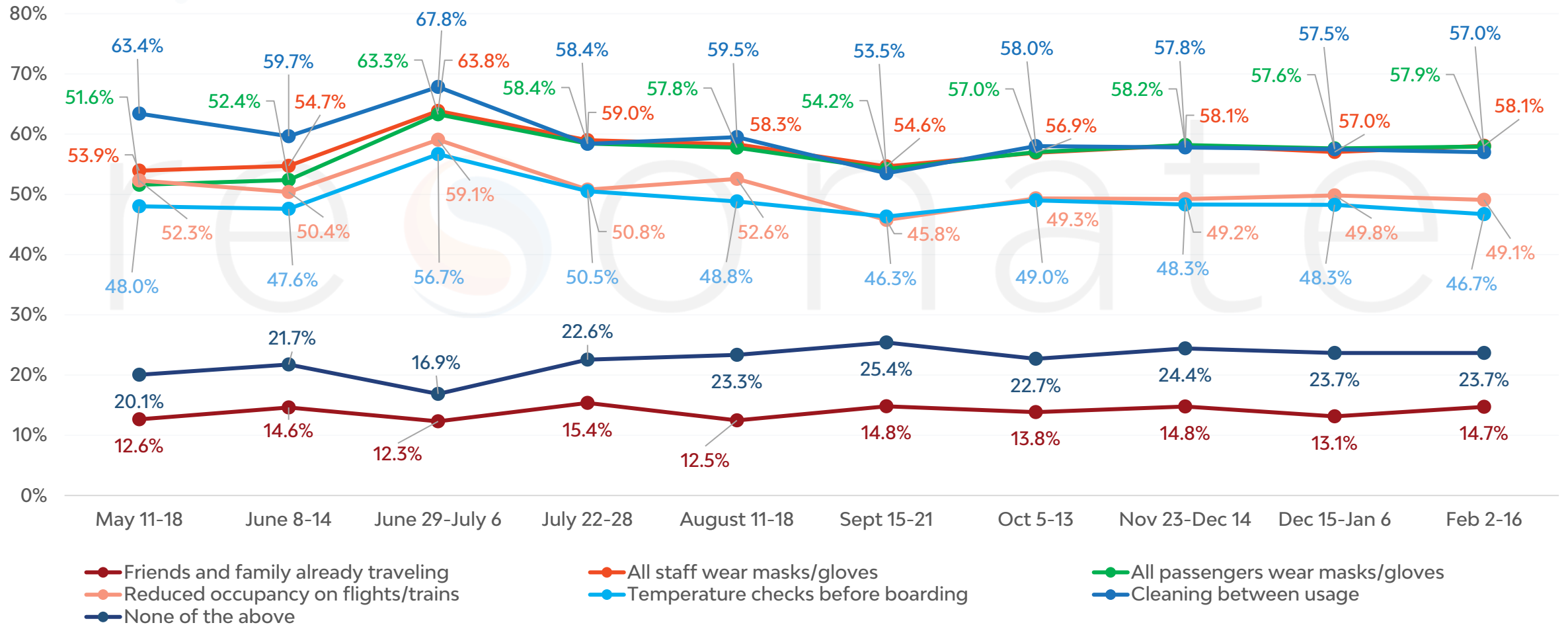
RETAIL

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



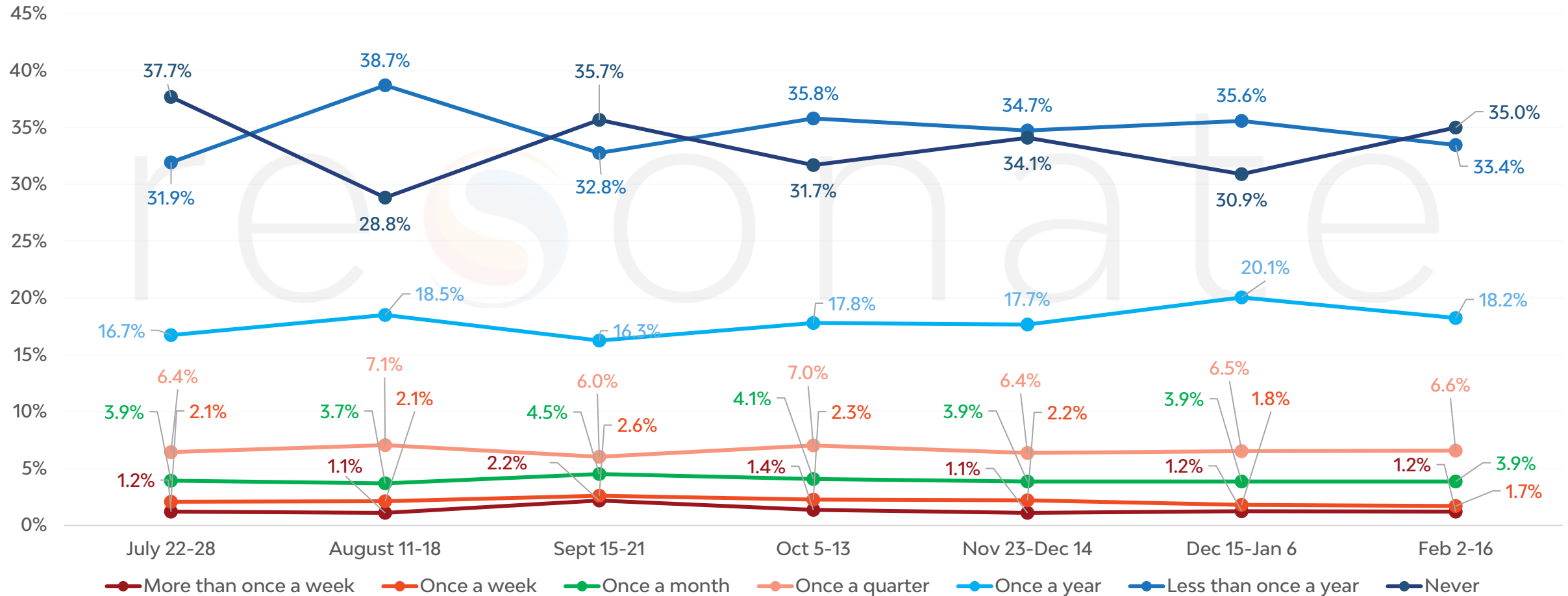
TRAVEL & TRANSPORTATION

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



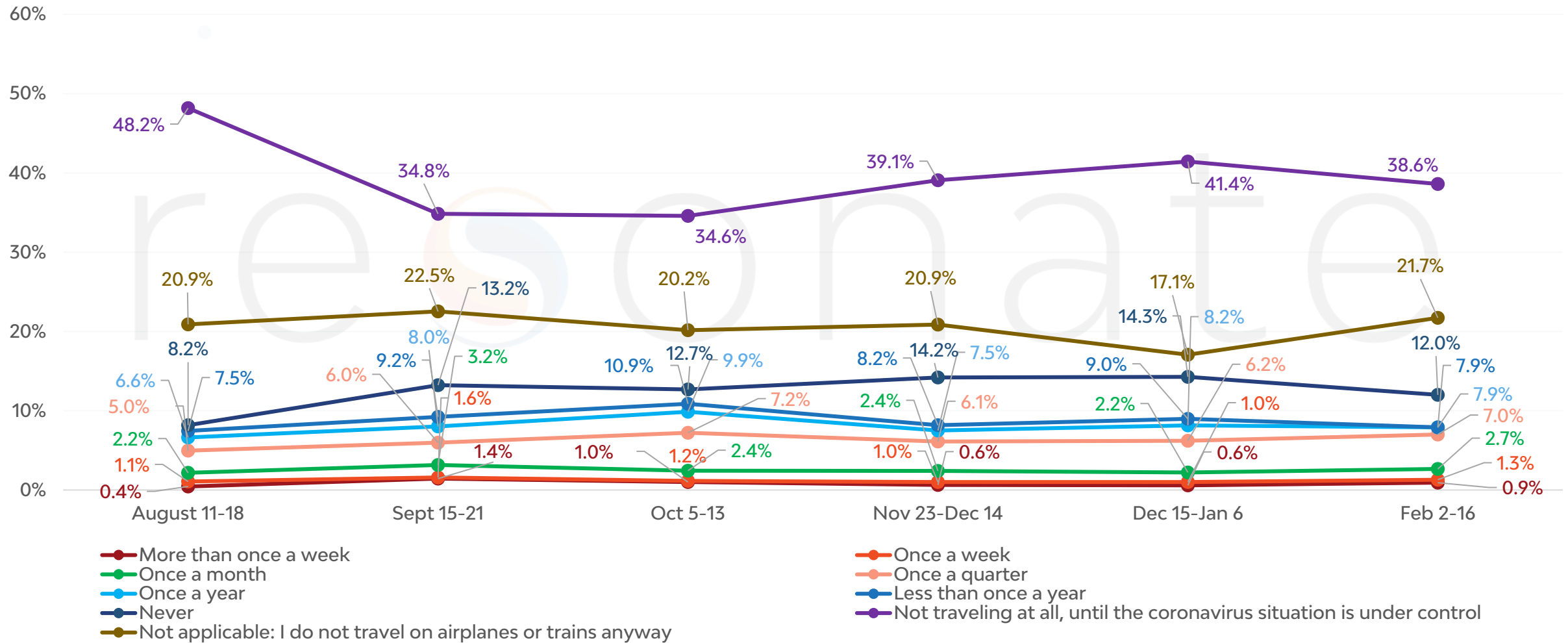
TRAVEL & TRANSPORTATION

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?



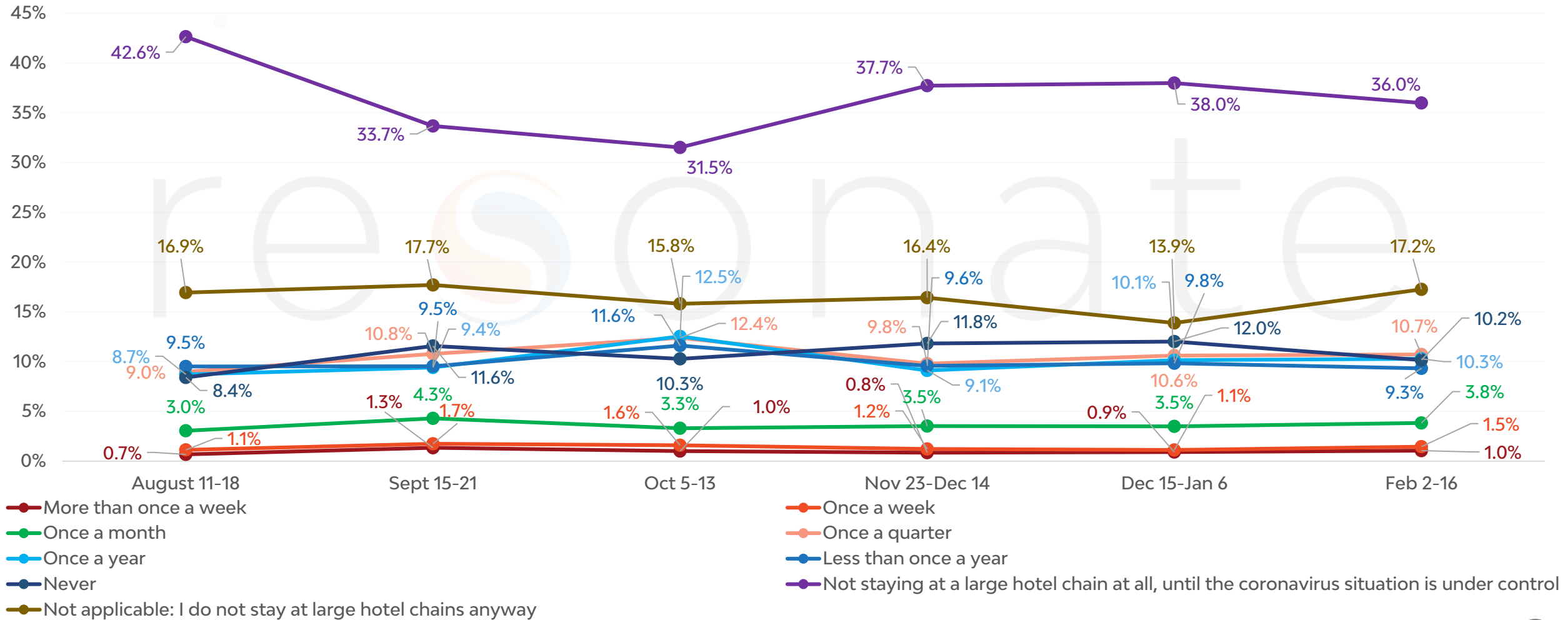
TRAVEL & TRANSPORTATION

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



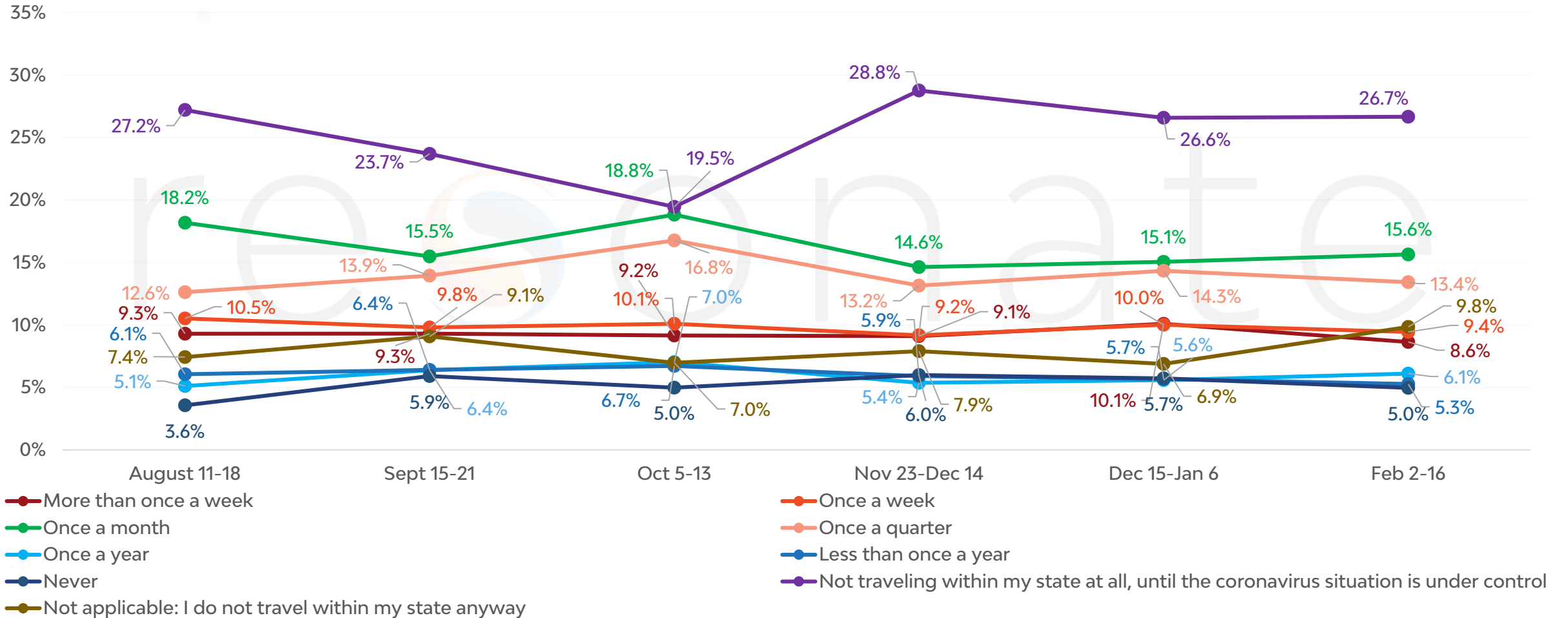
TRAVEL & TRANSPORTATION

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



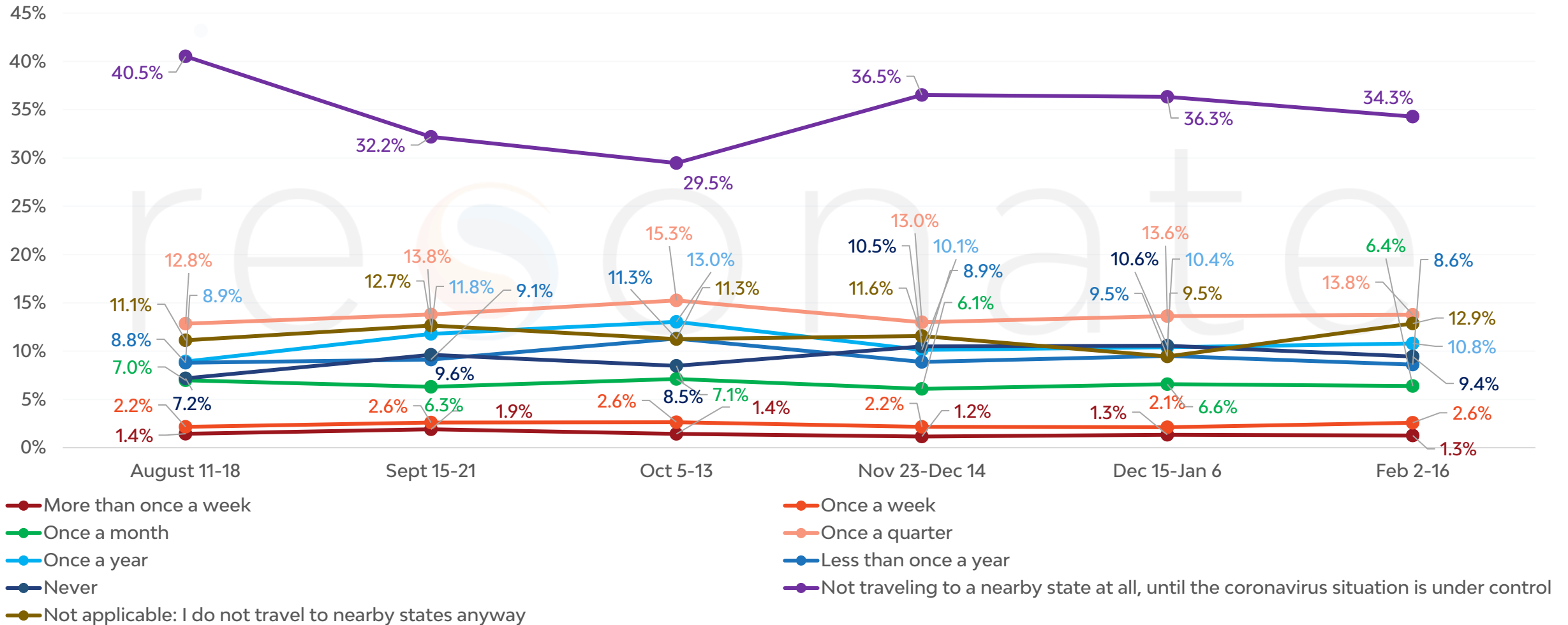
TRAVEL & TRANSPORTATION

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



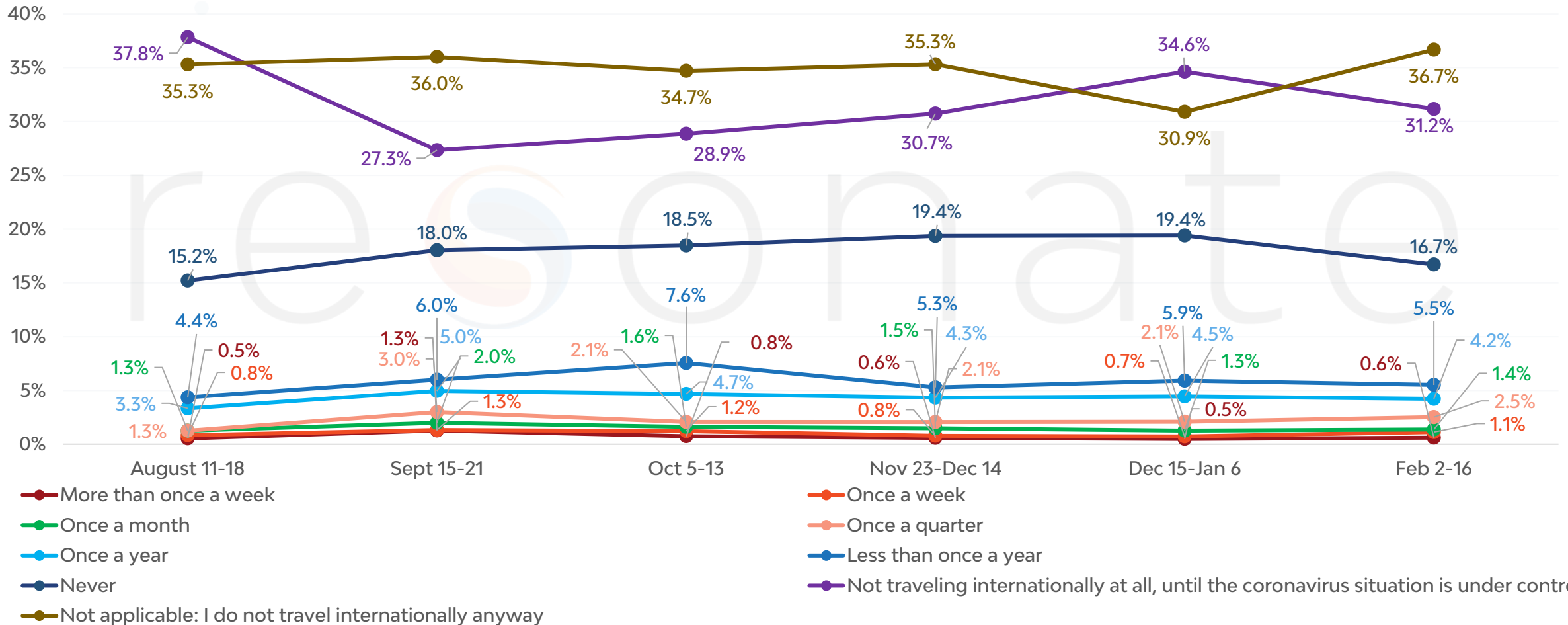
TRAVEL & TRANSPORTATION

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



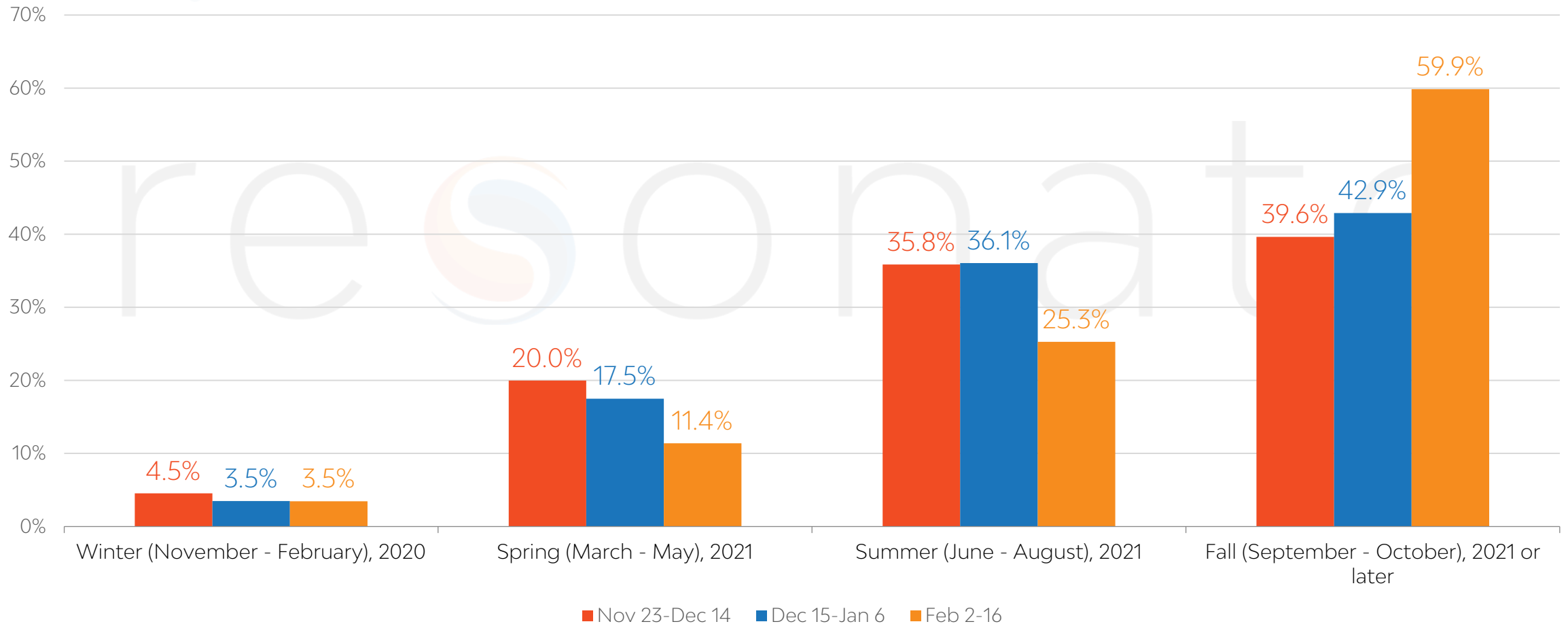
TRAVEL & TRANSPORTATION

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



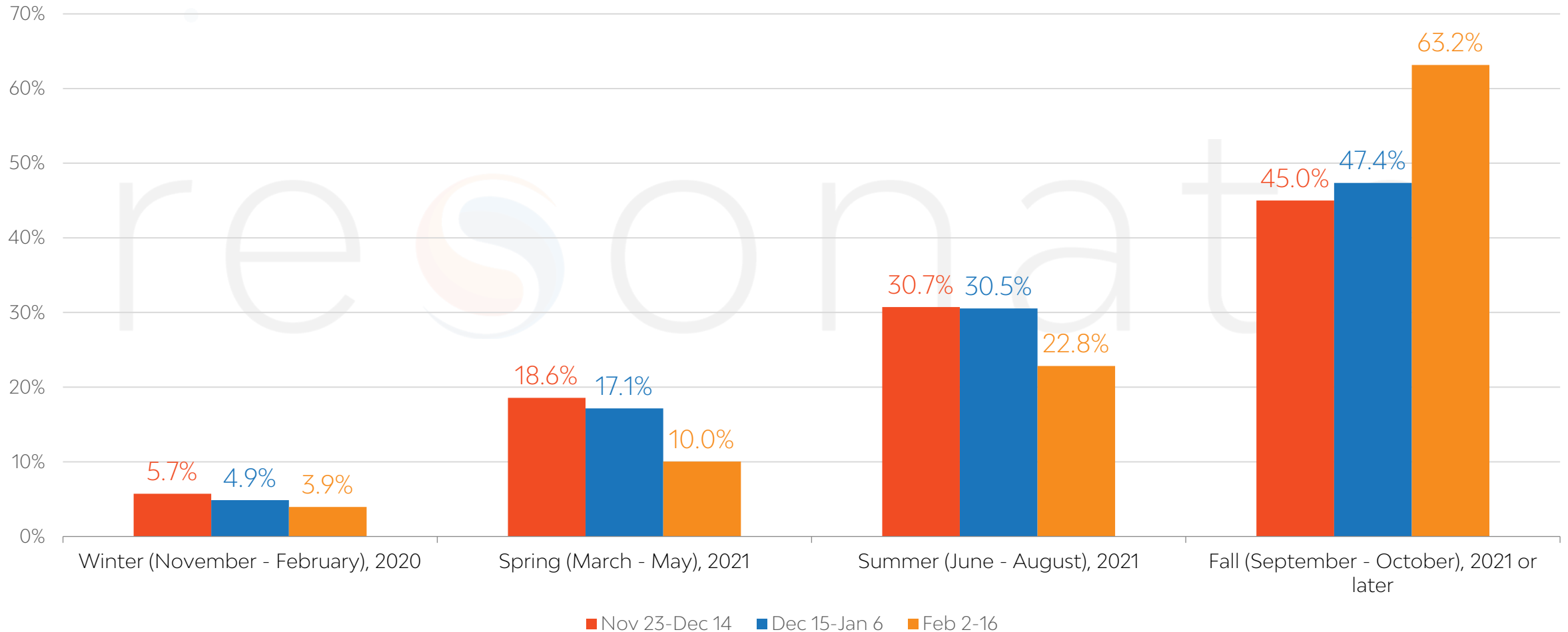
TRAVEL & TRANSPORTATION

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



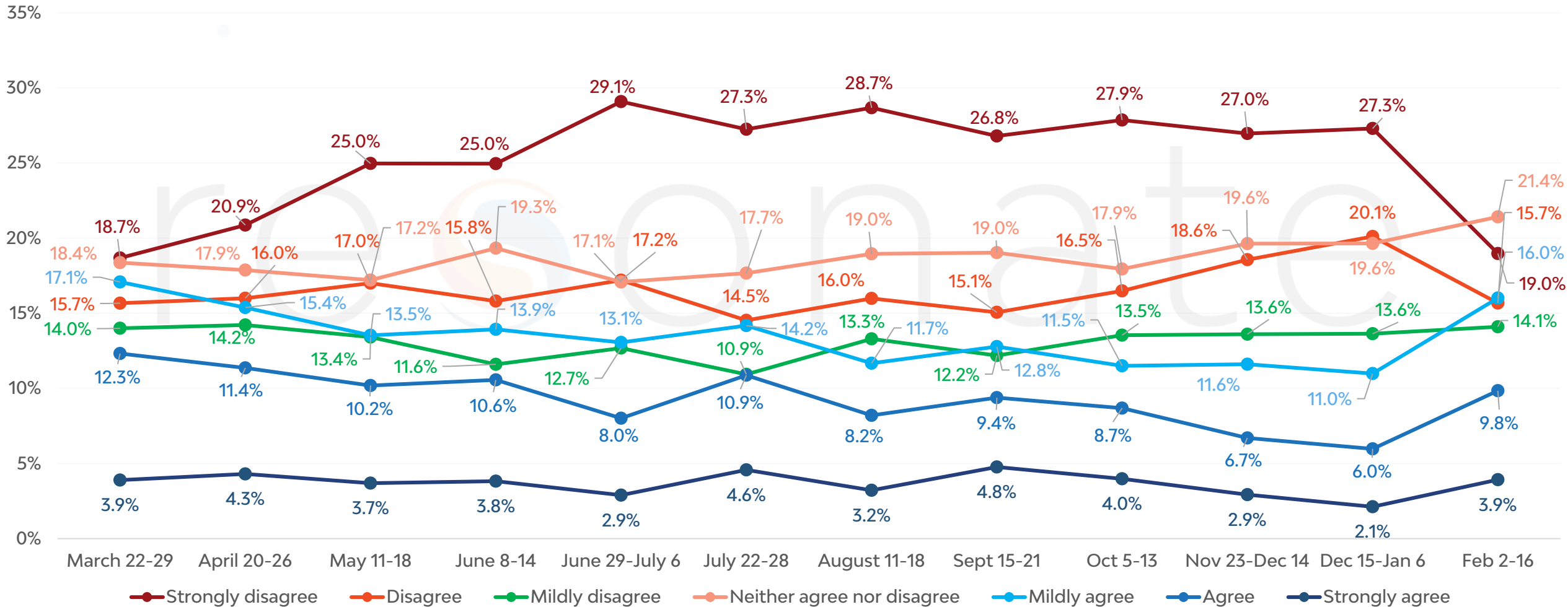
TRAVEL & TRANSPORTATION

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



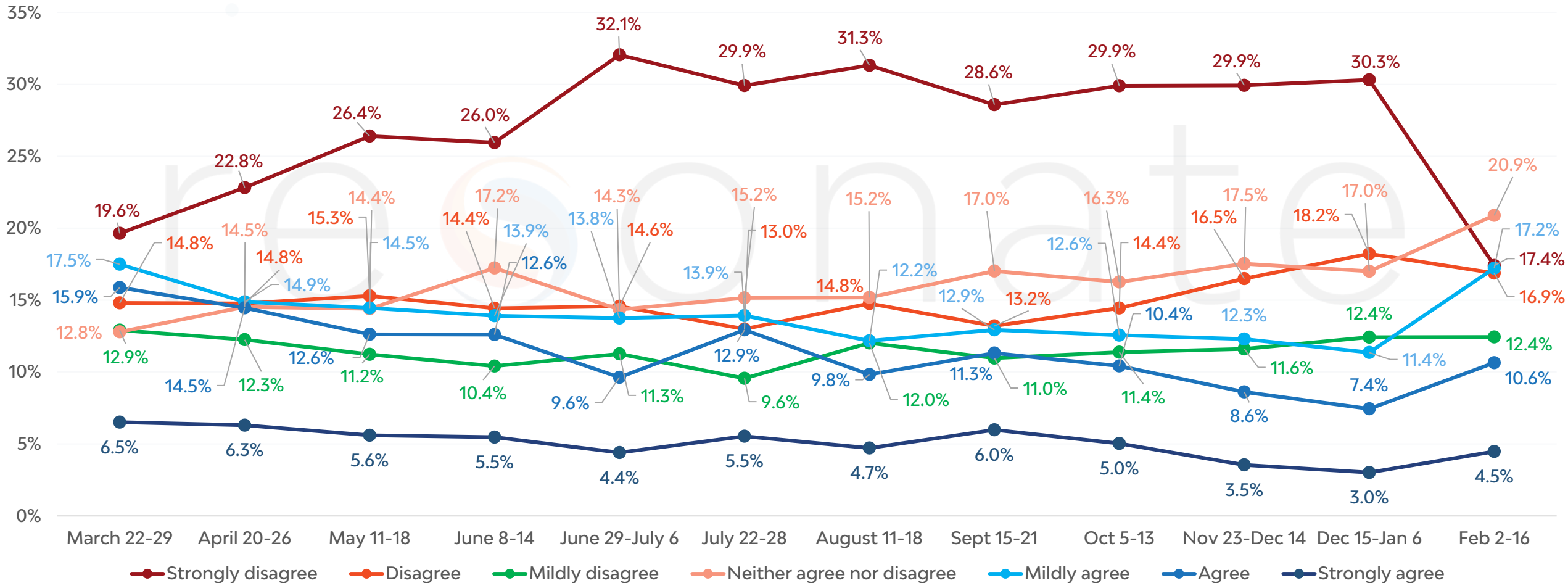
POLITICS

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



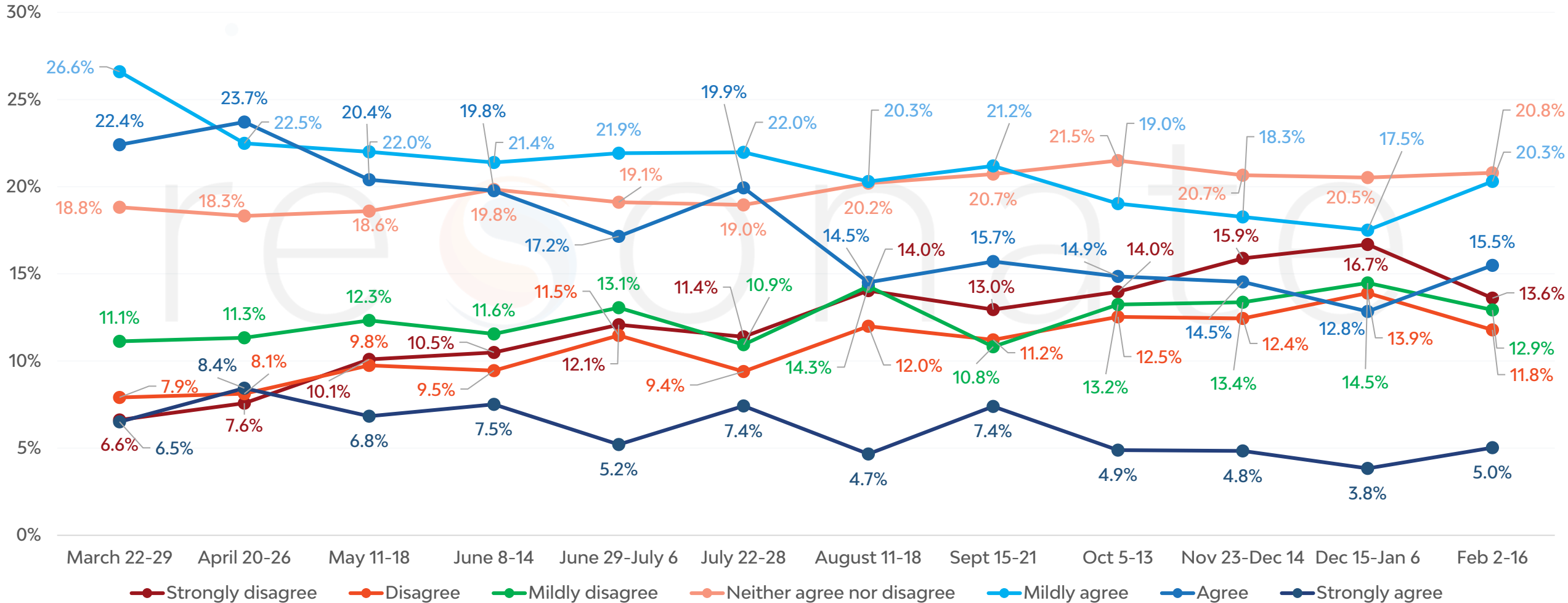
POLITICS

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



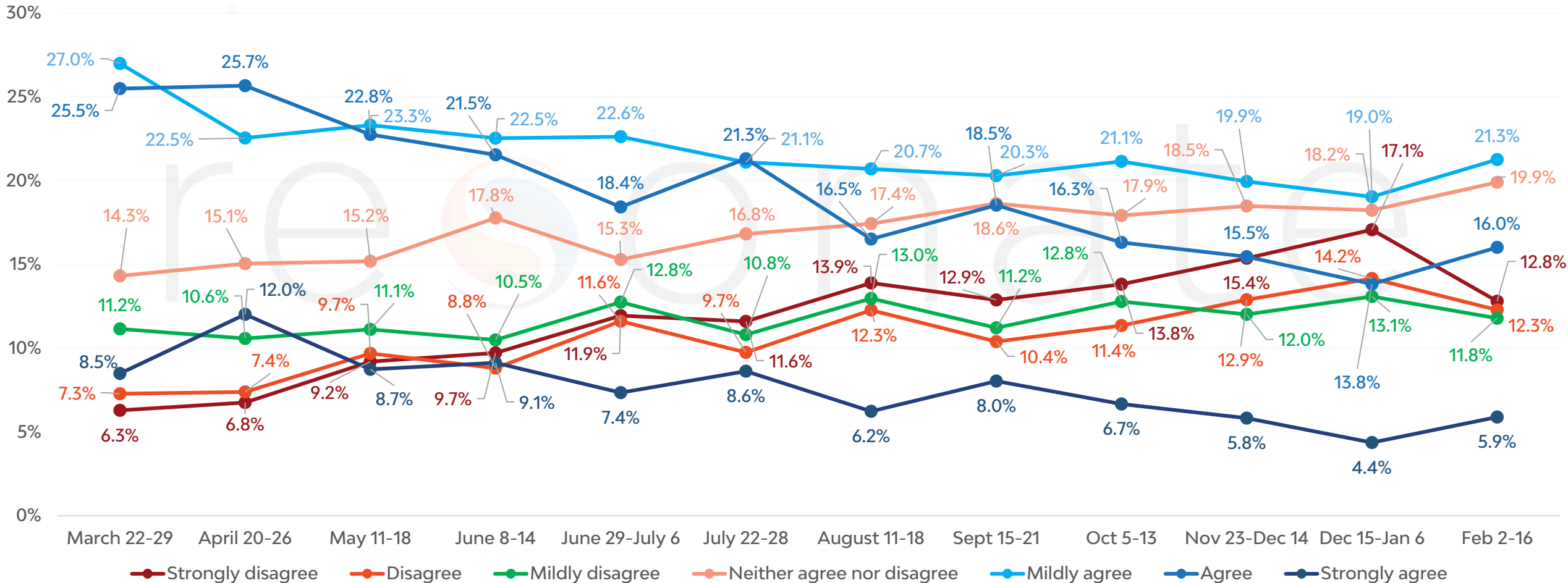
POLITICS

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



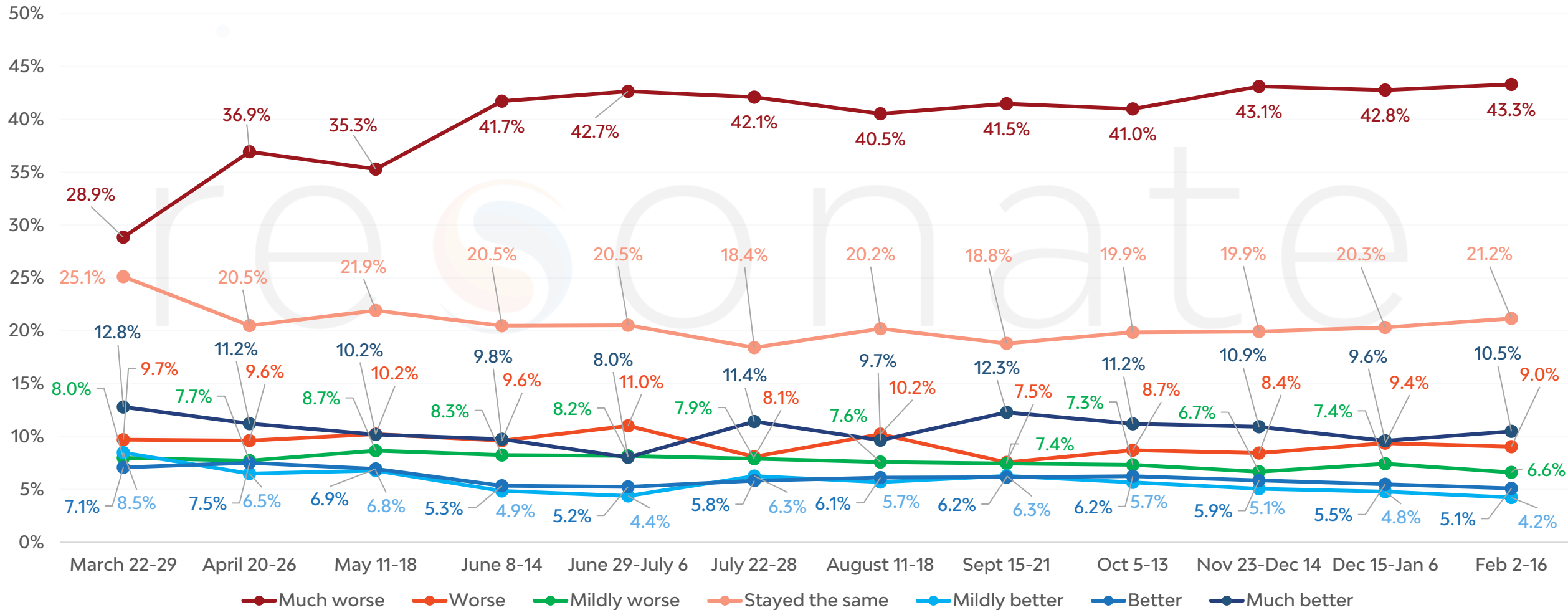
POLITICS

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



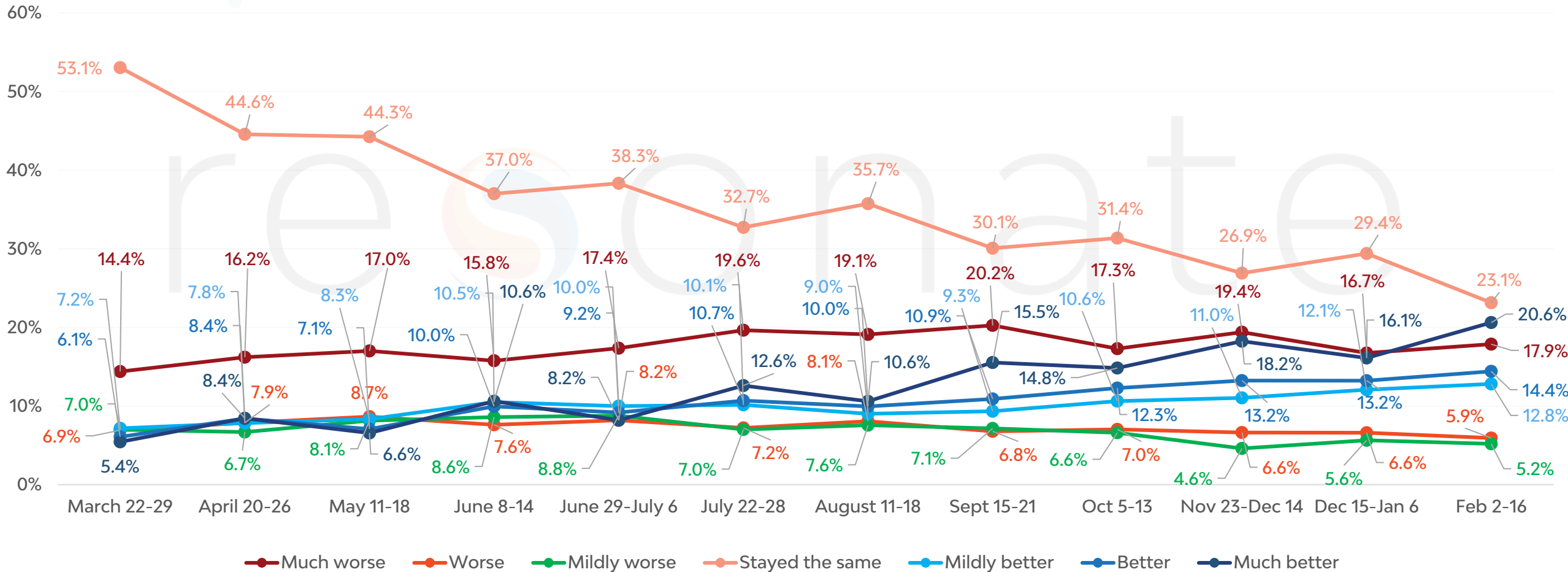
POLITICS

As a result of the coronavirus situation, to what extent has your opinion of former President Trump become better or worse?



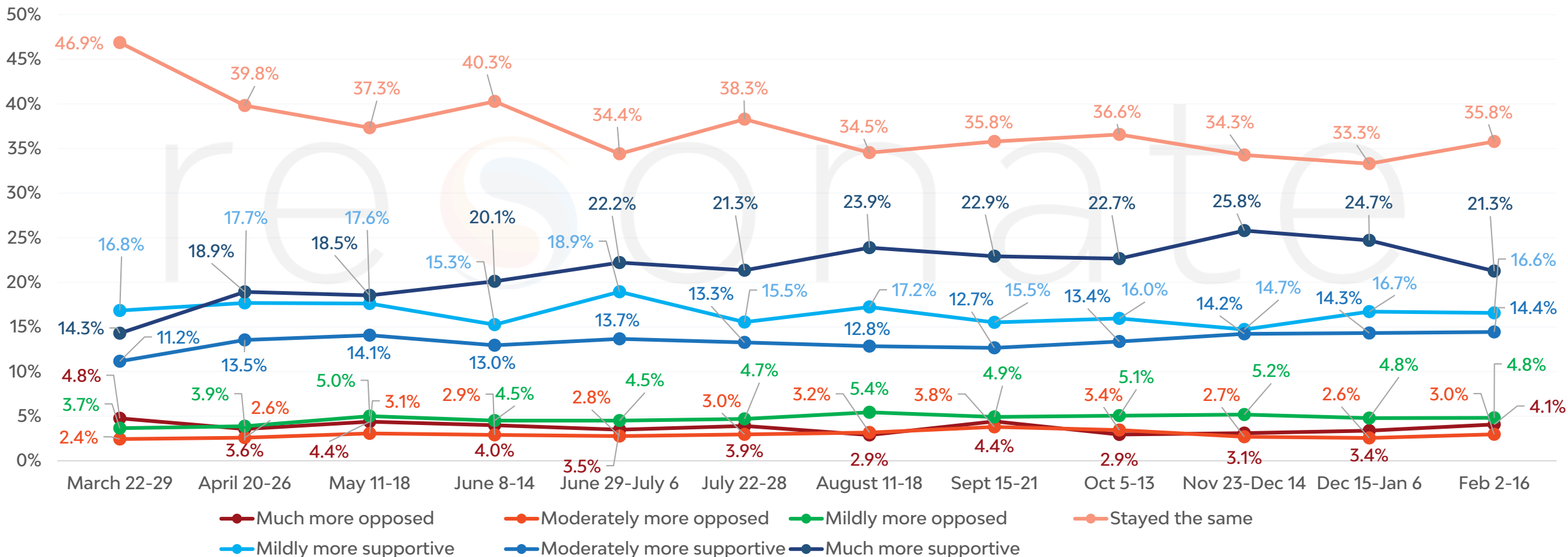
POLITICS

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



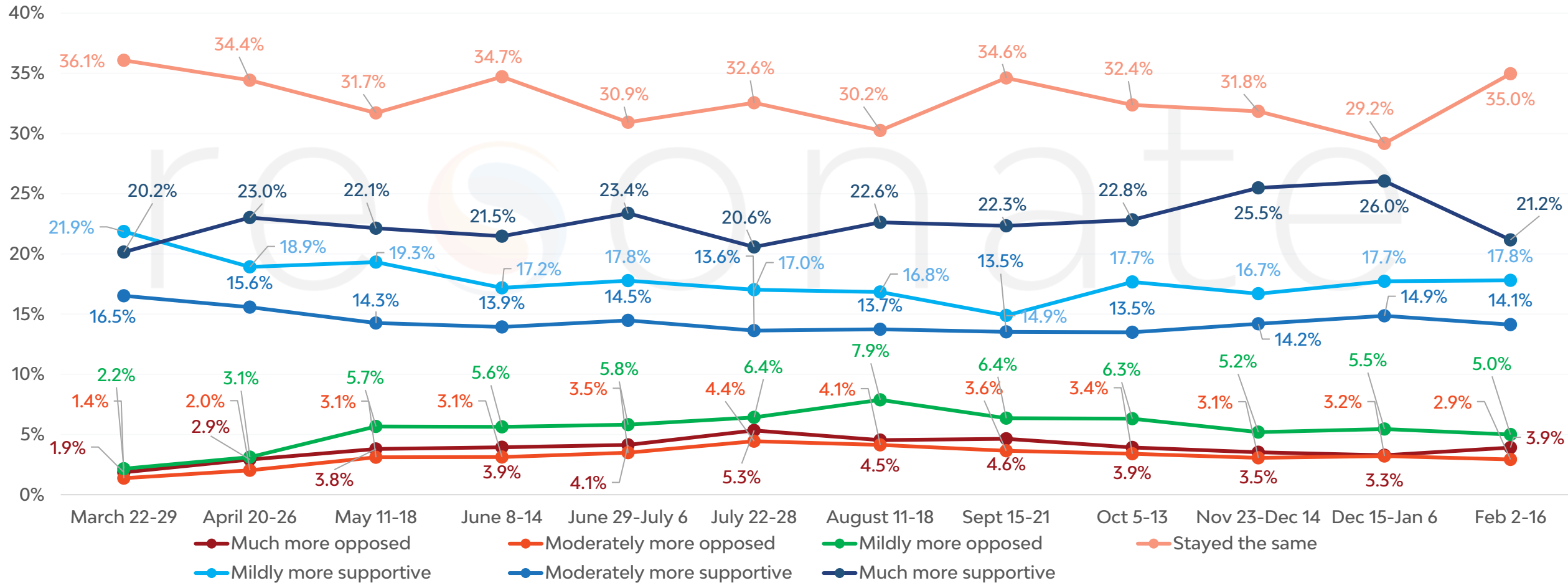
POLITICS

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



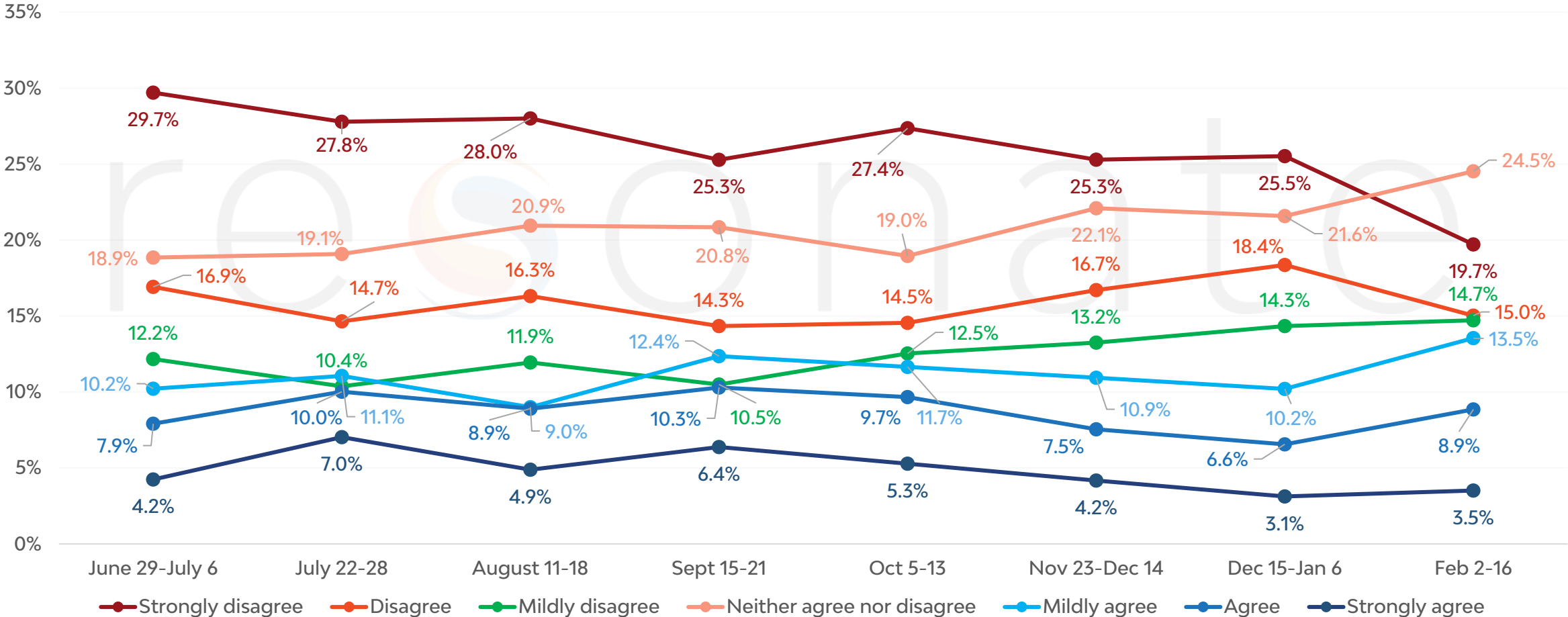
POLITICS

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



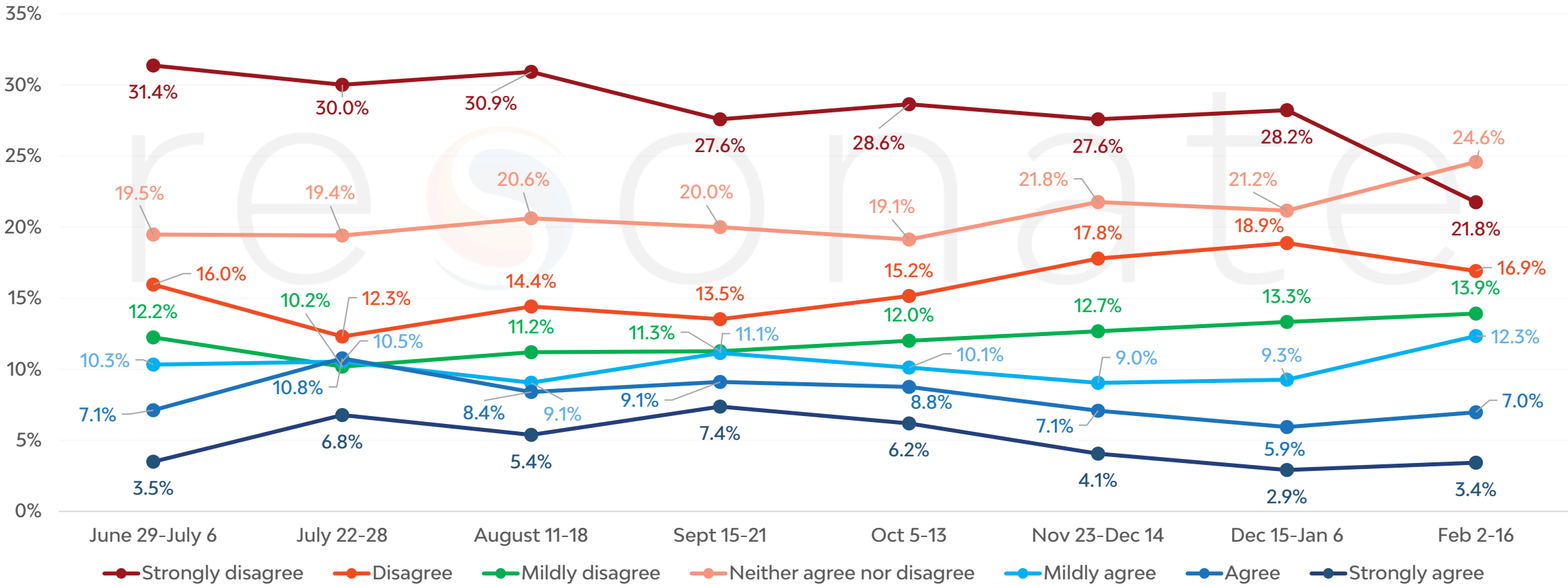
SOCIAL JUSTICE

Thinking about the recent civic unrest associated with Black Lives Matter in this country, how strongly do you agree or disagree that the **federal government can be trusted**?



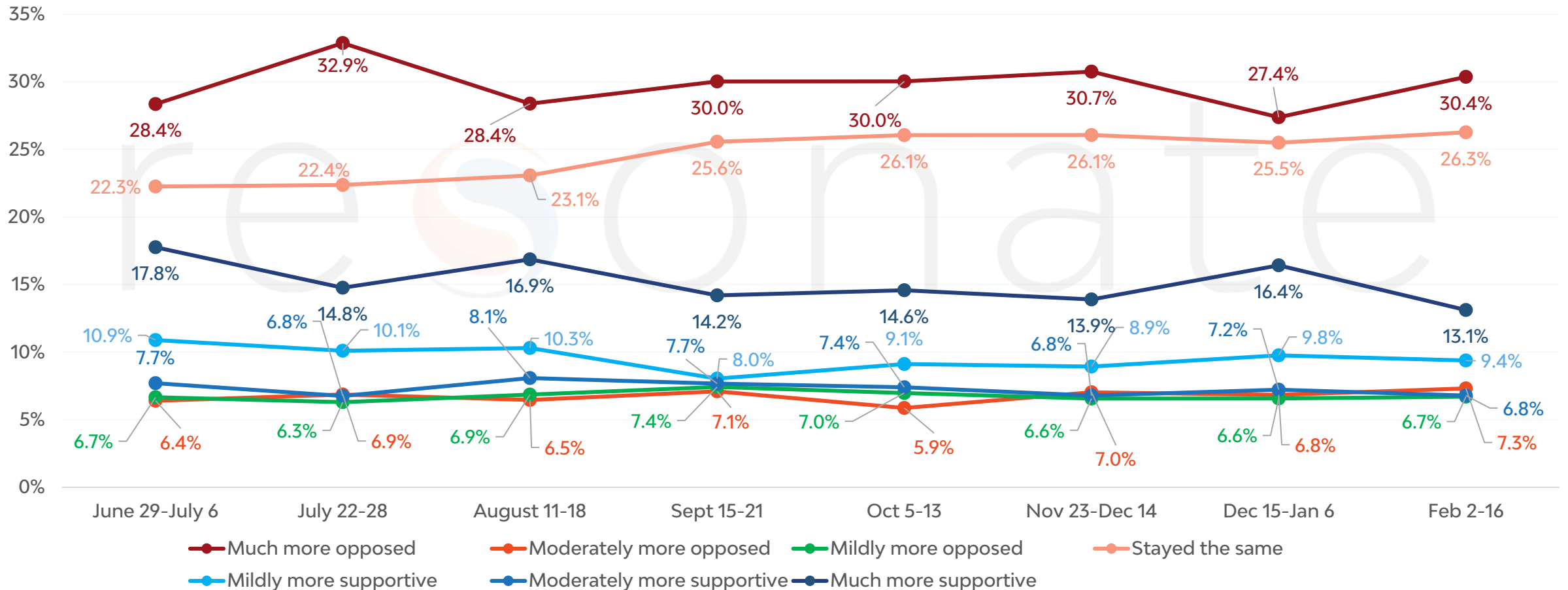
SOCIAL JUSTICE

Thinking about the recent civic unrest associated with Black Lives Matter in this country, how strongly do you agree or disagree that the **federal government is effective in addressing the civil unrest?**



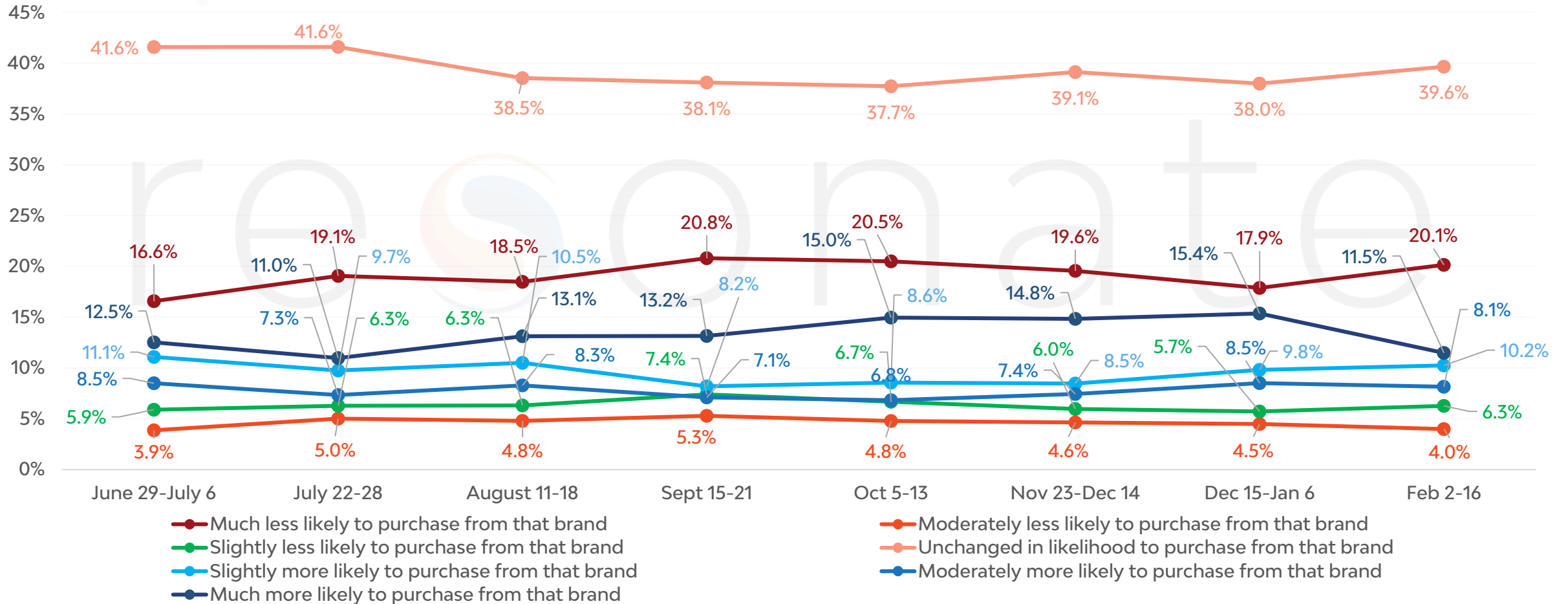
SOCIAL JUSTICE

As a result of all you have learned and experienced related to the recent civic unrest associated with Black Lives Matter in this country, how has your opinion toward public policies on **removing statues/symbols honoring people or topics from the past that offend others** changed?



SOCIAL JUSTICE

How are you likely to react when you see a consumer brand showing support for the group Black Lives Matter or other protesters in the country?





INSIGHTS FOR TODAY & TOMORROW

Communicating with consumers in crisis requires staying up-to-date on constantly shifting sentiment. Resonate provides continuously updated insights on shifting consumer sentiment so that you can better engage your customers and prospects. [Stay tuned](#) for more groundbreaking analysis, reports, blogs and webinars to help you thrive.

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](#).