

# FRESH INSIGHTS TO INFORM YOUR Q4 MARKETING

Consumer sentiment is shifting (again). Month-old data won't cut it.

**Resonate COVID-19 and Emerging Trends Consumer Flash Study**

August 2021, Wave 19





# INTRODUCTION

Looking at our data on consumer concern over the health and economic consequences of the pandemic, you'll see a roller coaster of data points. Since last March, it's been up, down, and all around depending on news stories, hospitalization rates, and vaccination efficacy.

What does that mean for you as a marketer? If you aren't adjusting your marketing efforts to evolve with your customers, you're at risk of missing out on growth, or worse, suffering disintermediation. Your future marketing success relies on using real-time data to draw insights that inform your acquisition, upsell, and retention strategies — meeting consumers where they are **right now**.

How many of the 82% of American consumers who now believe it will be more than 7 months before the economy is back to normal are your customers? Consumers under that duress will make different purchasing, travel, financial, and political decisions than those who are optimistic they see light at the end of the tunnel.

Your brand may be contemplating a vaccination campaign, like many of your peers. It's critical to know whether your consumer would be receptive and, if so, how do you craft the right values-driven messaging to put into action? Download our report, [Moving the Needle](#), for 5 key tactics to connect.

The [Resonate Ignite Platform™](#) provides immediate access to the latest data on the behaviors, values, and preferences driving your customers' decisions. Use Resonate's platform to unify and enrich your first-party data with Resonate privacy-safe data to drive better decisions that capitalize on the evolving market dynamics.

This report contains the latest research brands and agencies need to inform marketing, CX, product development, creative, messaging, and more. Create marketing that engages customers where they are today, as mask mandates are dropped and reinstated, families assess what's safe as Delta surges, and schoolchildren head back to classrooms with varied precautions in place.

Resonate's proprietary coronavirus and current events data is released monthly and connected to our core data set with thousands of critical consumer data points. This latest Recent Events Connected Flash Study was fielded between August 3 and August 17, 2021, and is scaled to 230 million U.S. consumers.



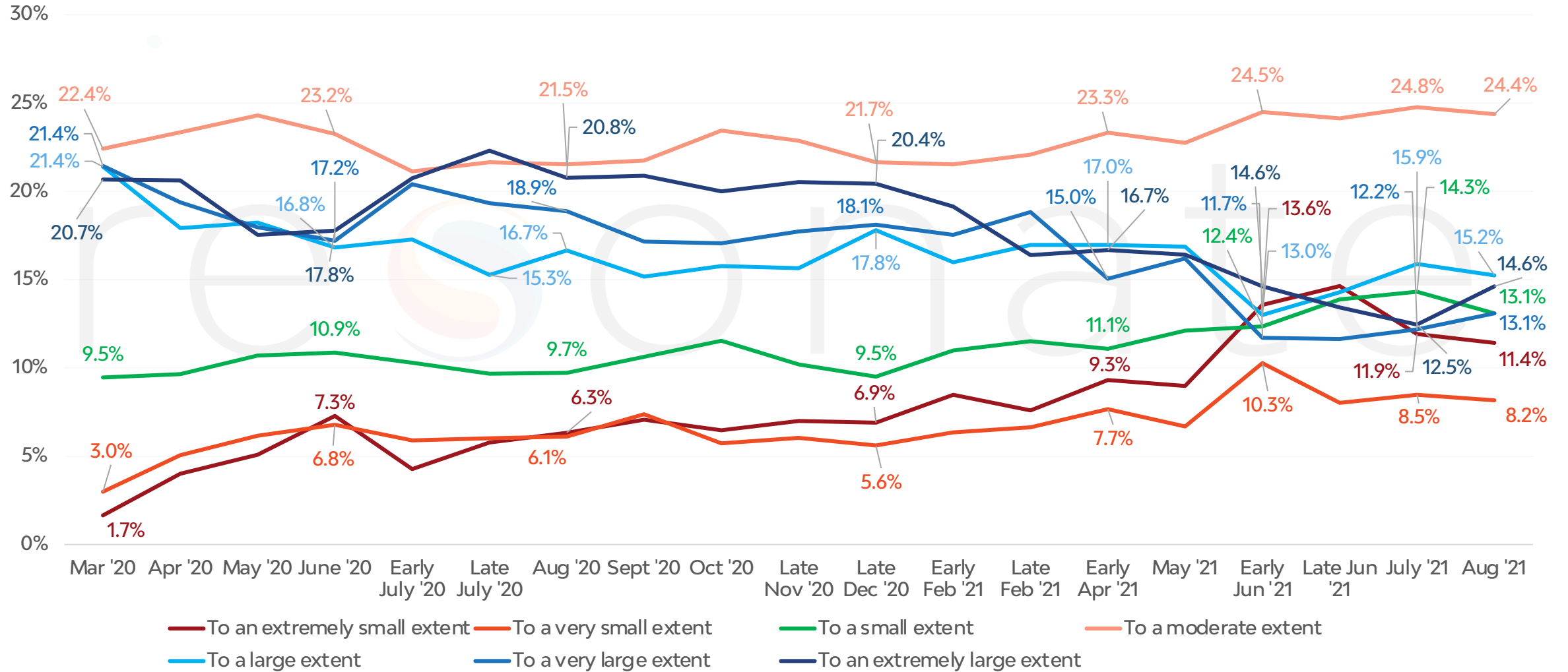
See it in Action



GENERAL

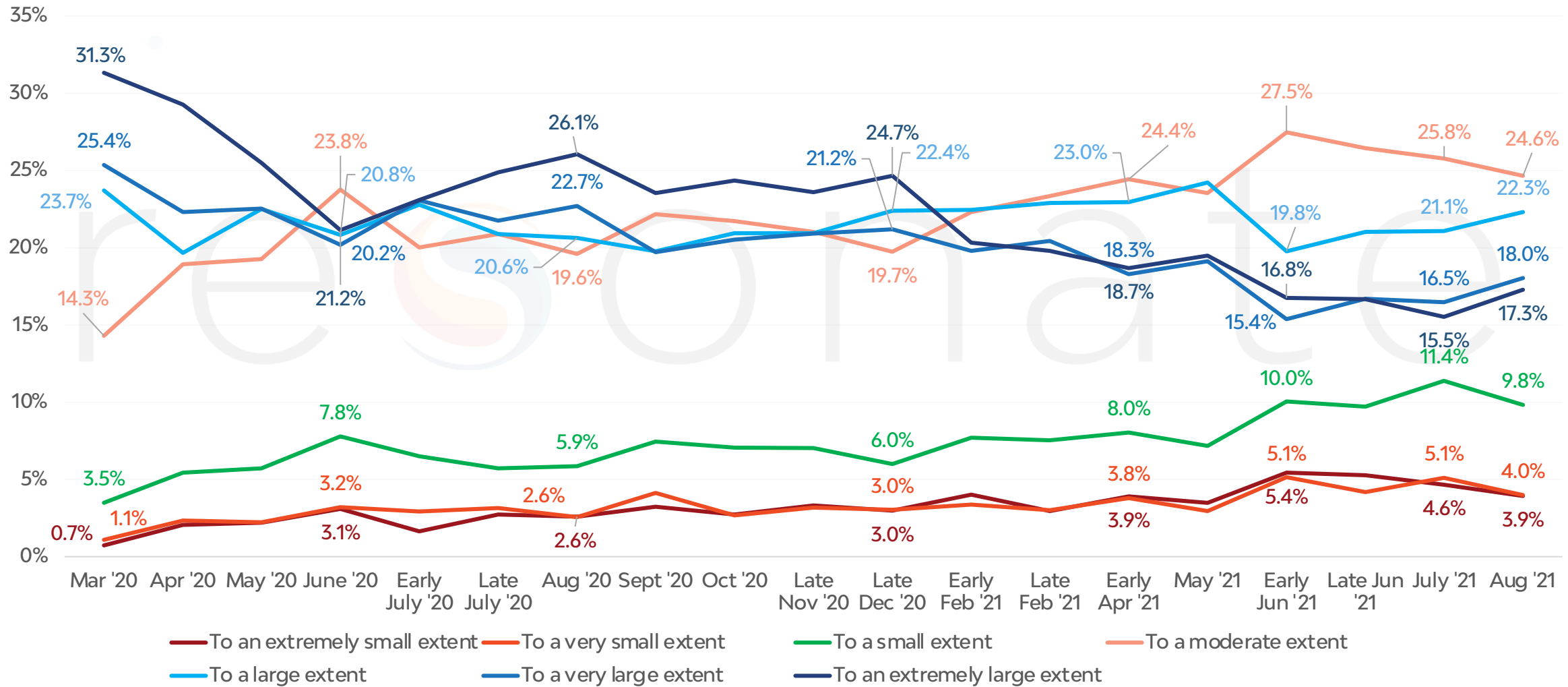
# CONCERN OVER HEALTH TICKS UP AS DELTA SPREADS

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



# ANXIETY OVER THE ECONOMY CONTINUES TO RISE

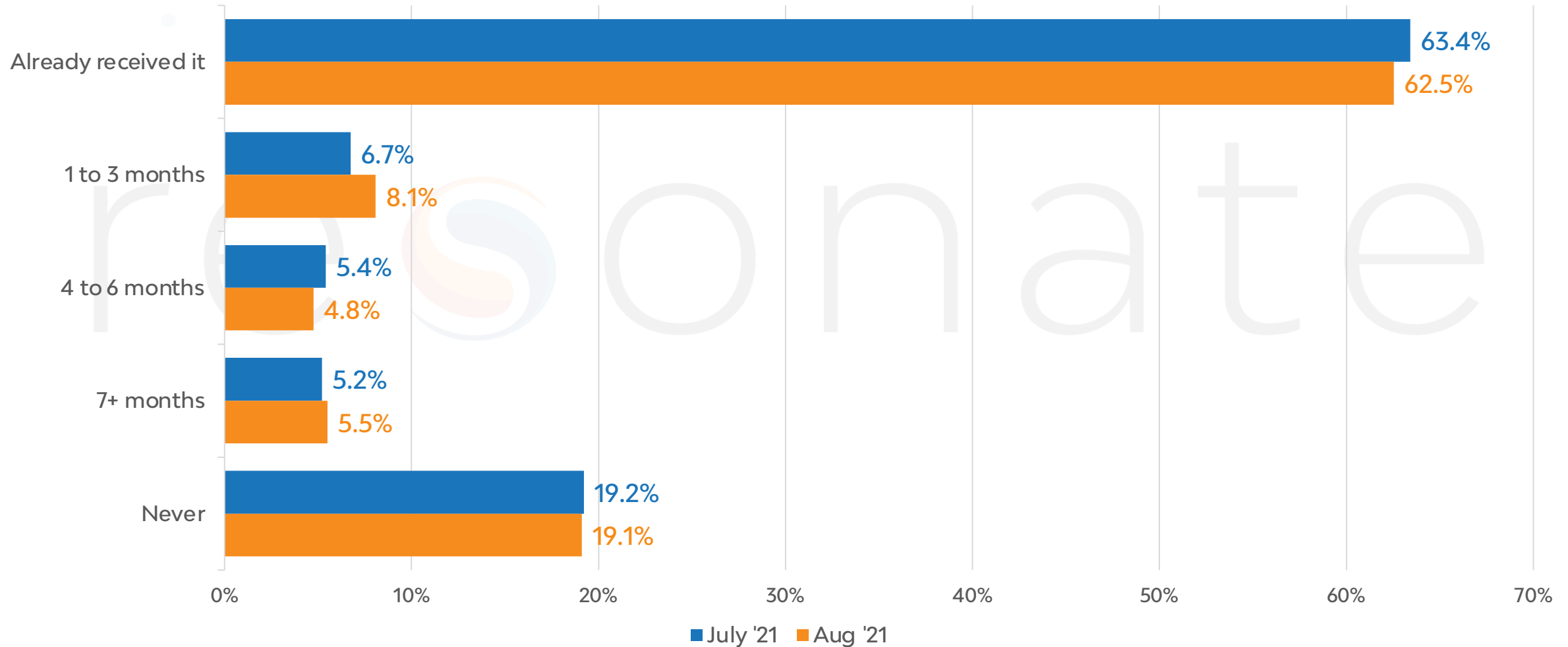
Overall, to what extent are you concerned about the economic-related consequences of the coronavirus situation?



# VACCINE SENTIMENT

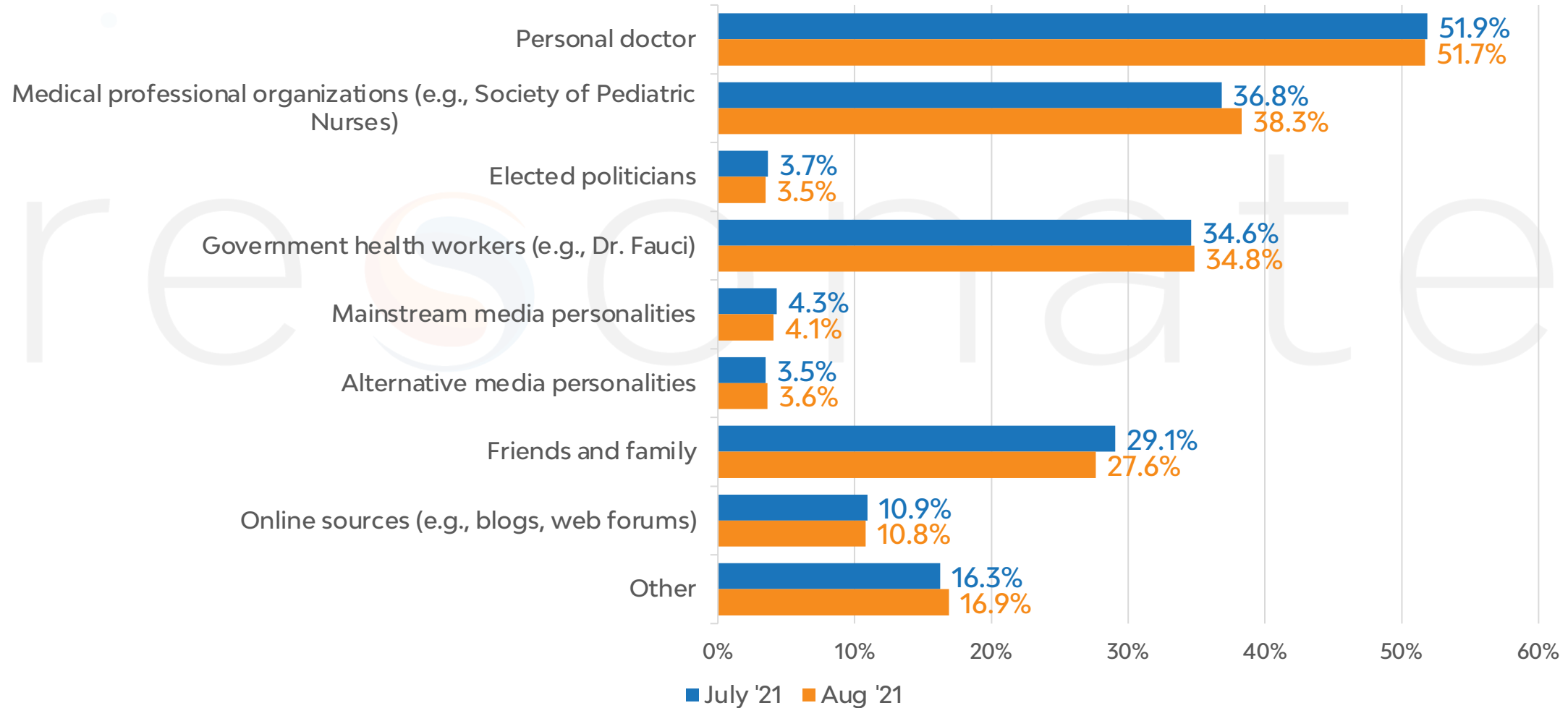
# VACCINATION READINESS REMAINS LEVEL DESPITE EFFORTS

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



# DOCTORS ARE MOST TRUSTED GROUP FOR VACCINATION INFO

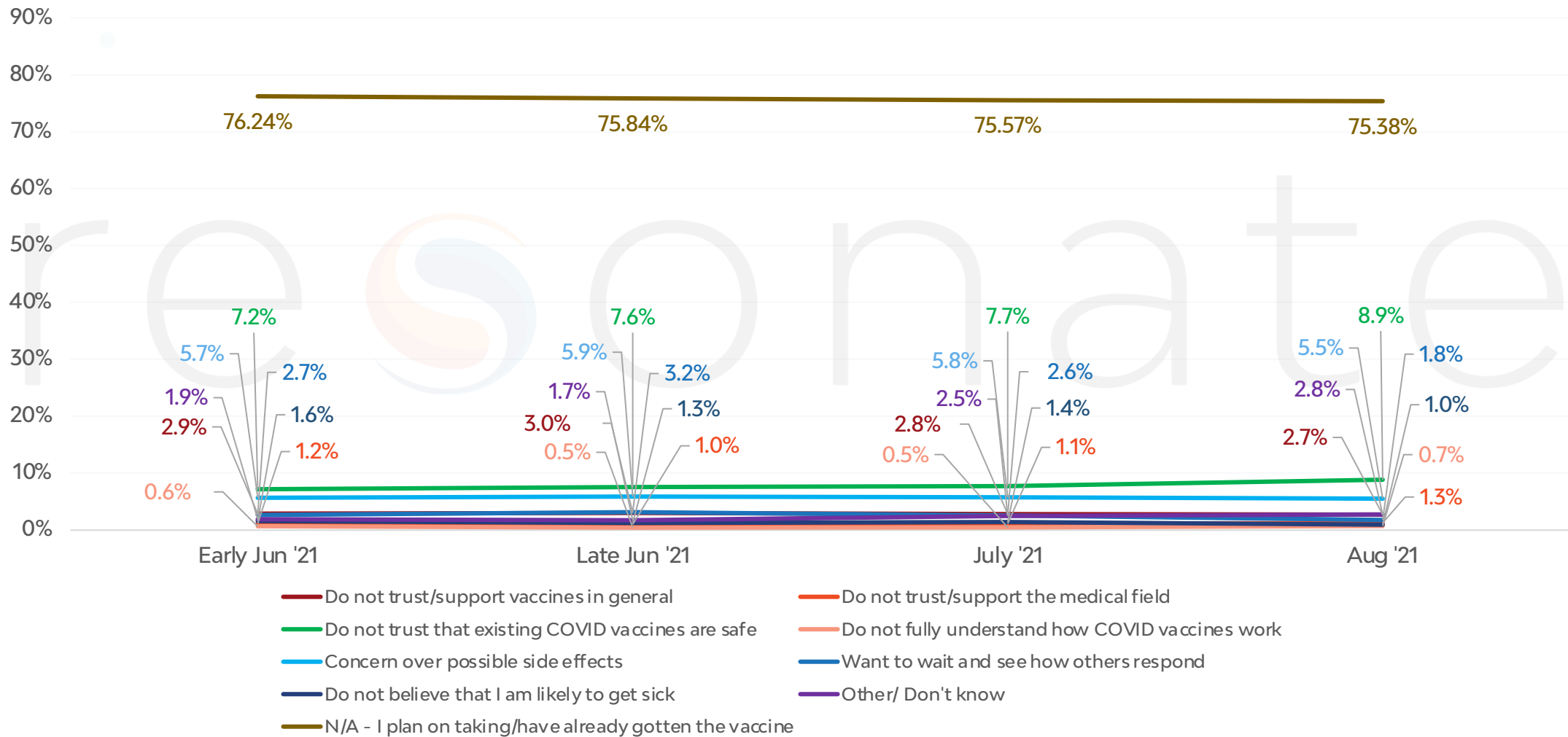
Whose medical opinions do/did you trust in regard to whether or not you would be willing to get the COVID-19 vaccine?





# SAFETY AND SIDE EFFECTS REMAIN TOP HESITATIONS OF THE UNVACCINATED

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.

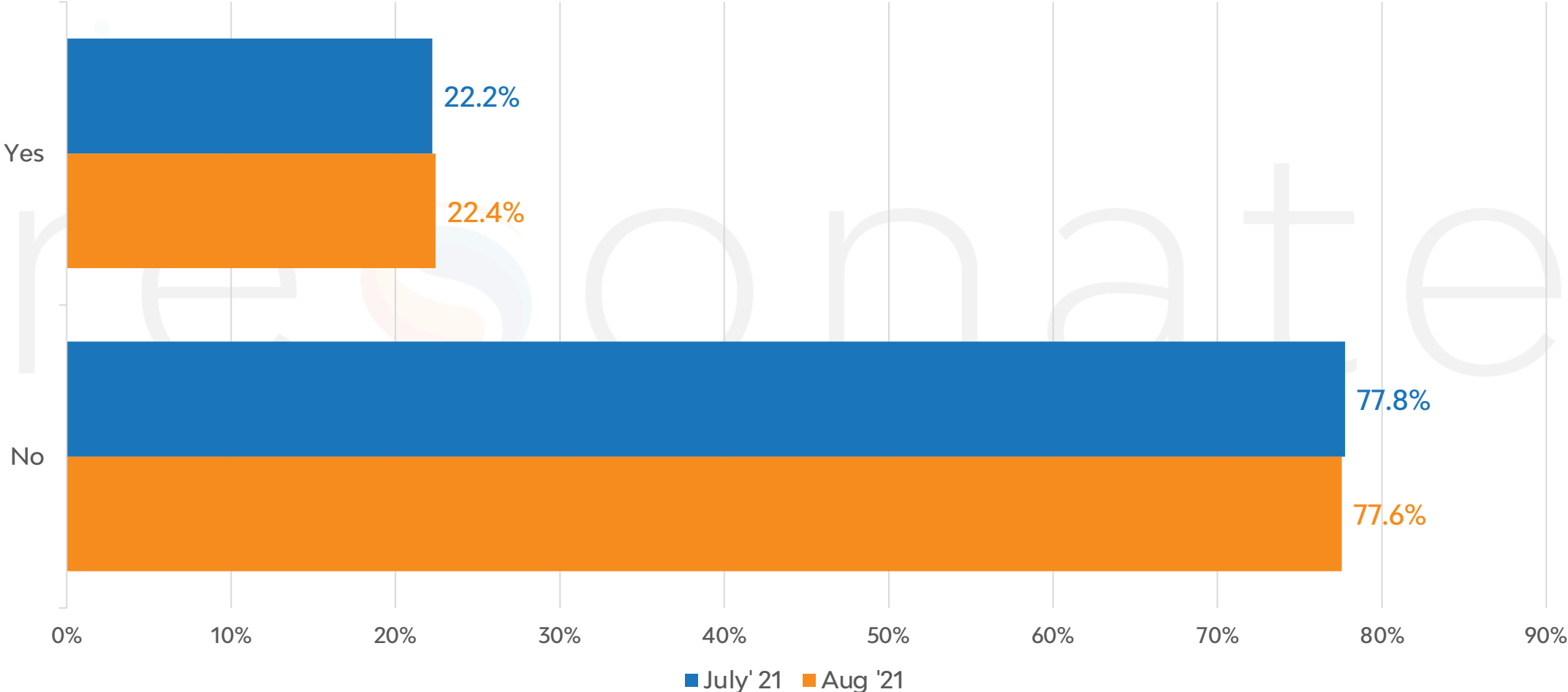




TRAVEL

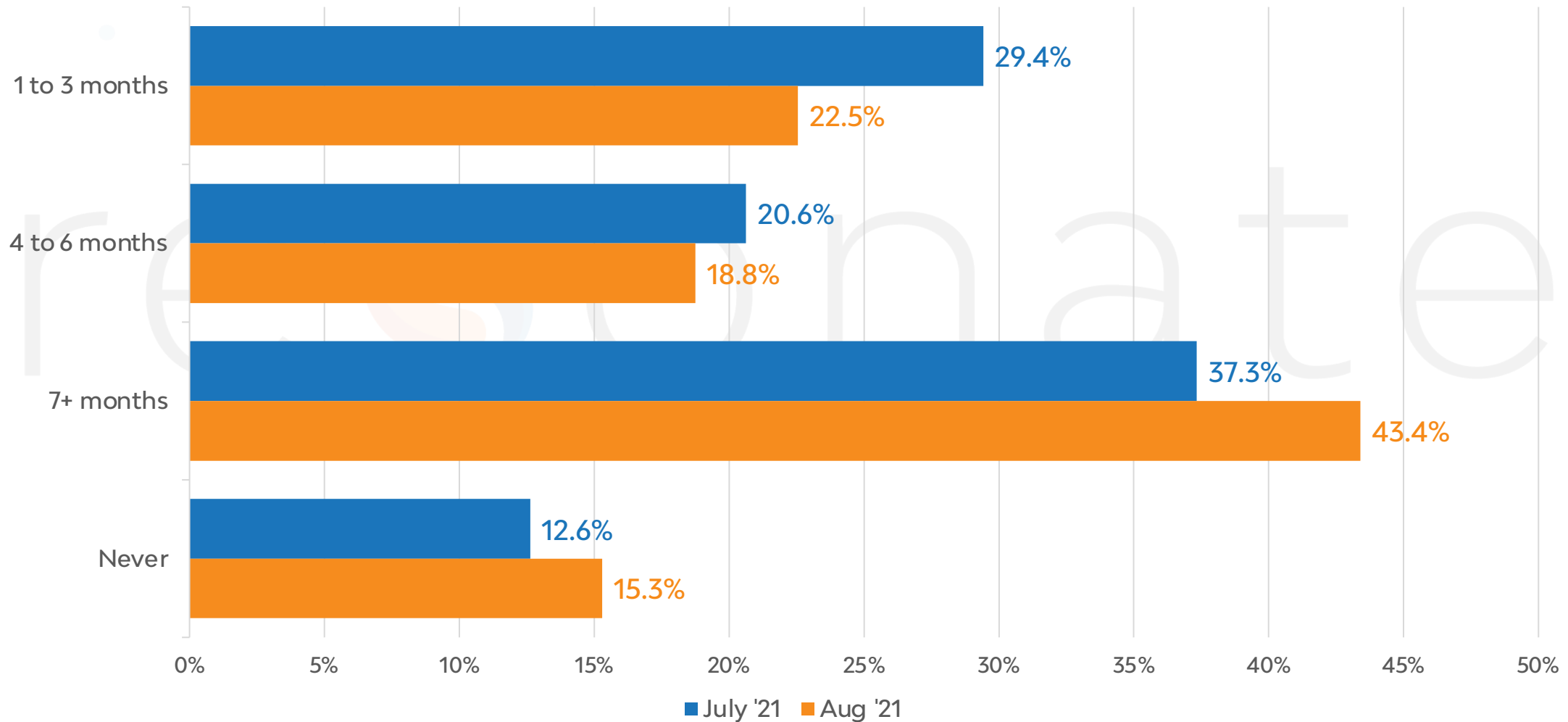
# MANY AMERICANS ARE KEEPING CURRENT TRAVEL PLANS DESPITE RISING CONCERNS

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



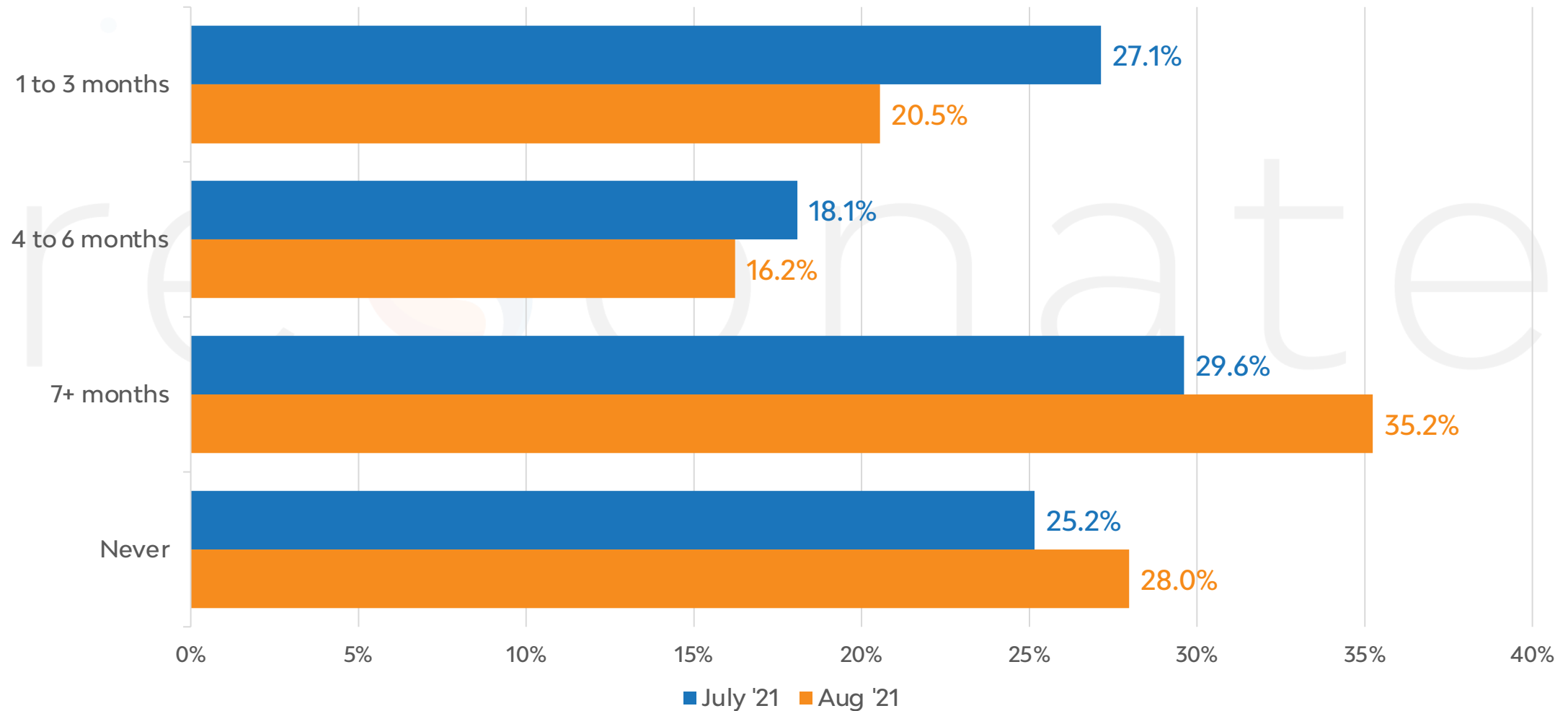
# 18% INCREASE IN THOSE WHO THINK NORMAL LEISURE TRAVEL IS +7 MONTHS AWAY

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



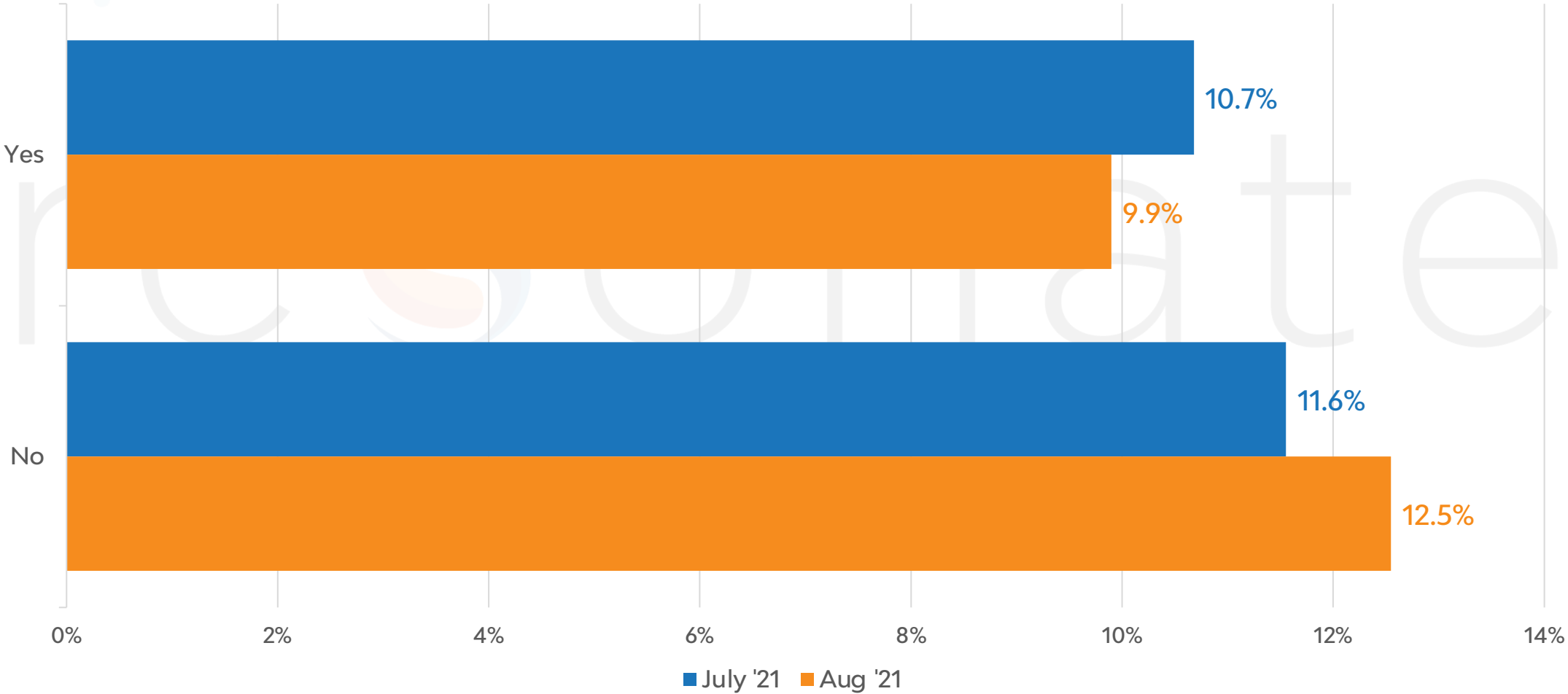
# MORE THAN 1 IN 4 SAY BUSINESS TRAVEL WILL NEVER RETURN TO NORMAL

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



# 1 IN 10 OF COVID-CANCELED TRAVEL PLANS HAVE BEEN REBOOKED

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.

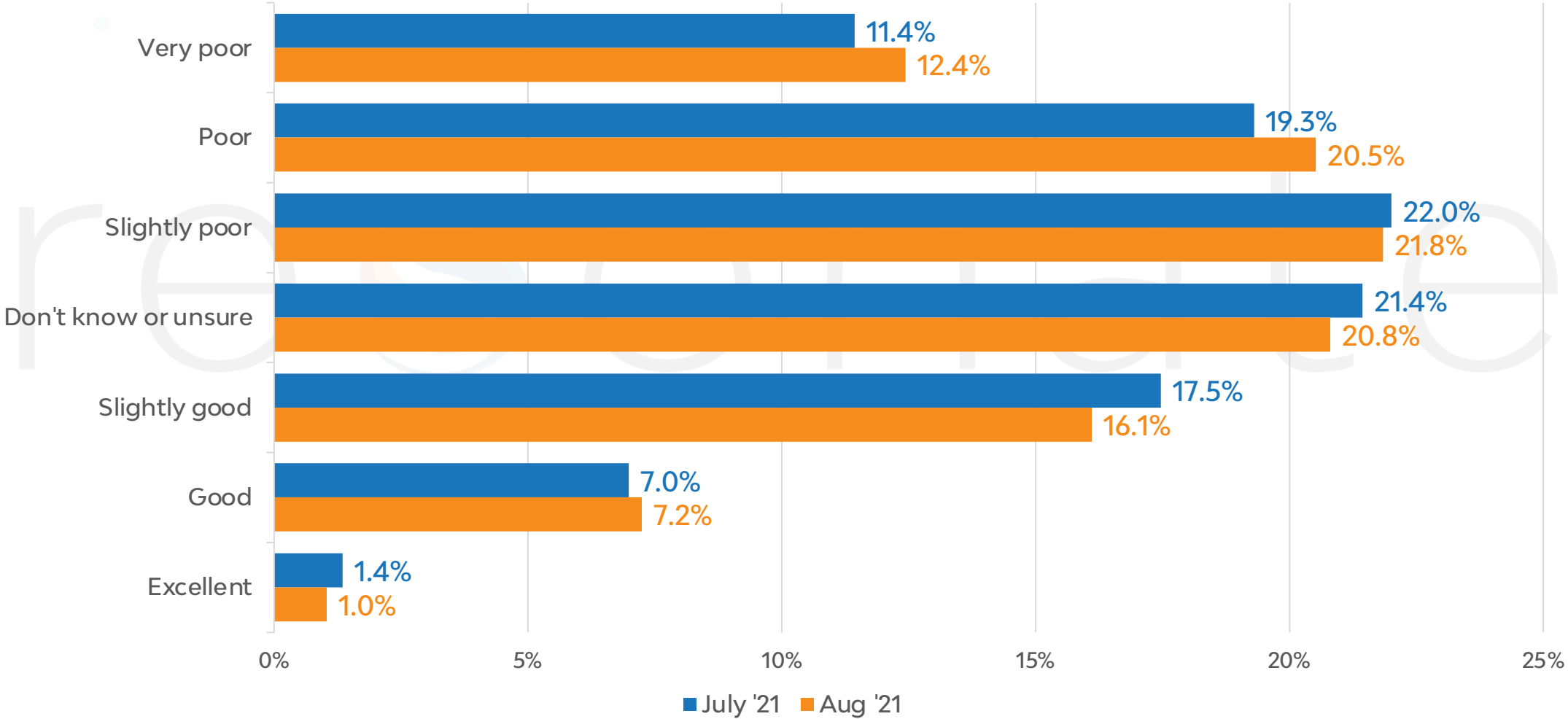


The background is a solid blue color with a large, faint, abstract graphic element. This element consists of several overlapping, curved lines that form a complex, circular pattern, resembling a stylized infinity symbol or a series of interlocking loops. The lines are a slightly lighter shade of blue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

FINANCIAL

# ONLY 1 IN 4 AMERICANS RATE ECONOMY AS GOOD OR EXCELLENT

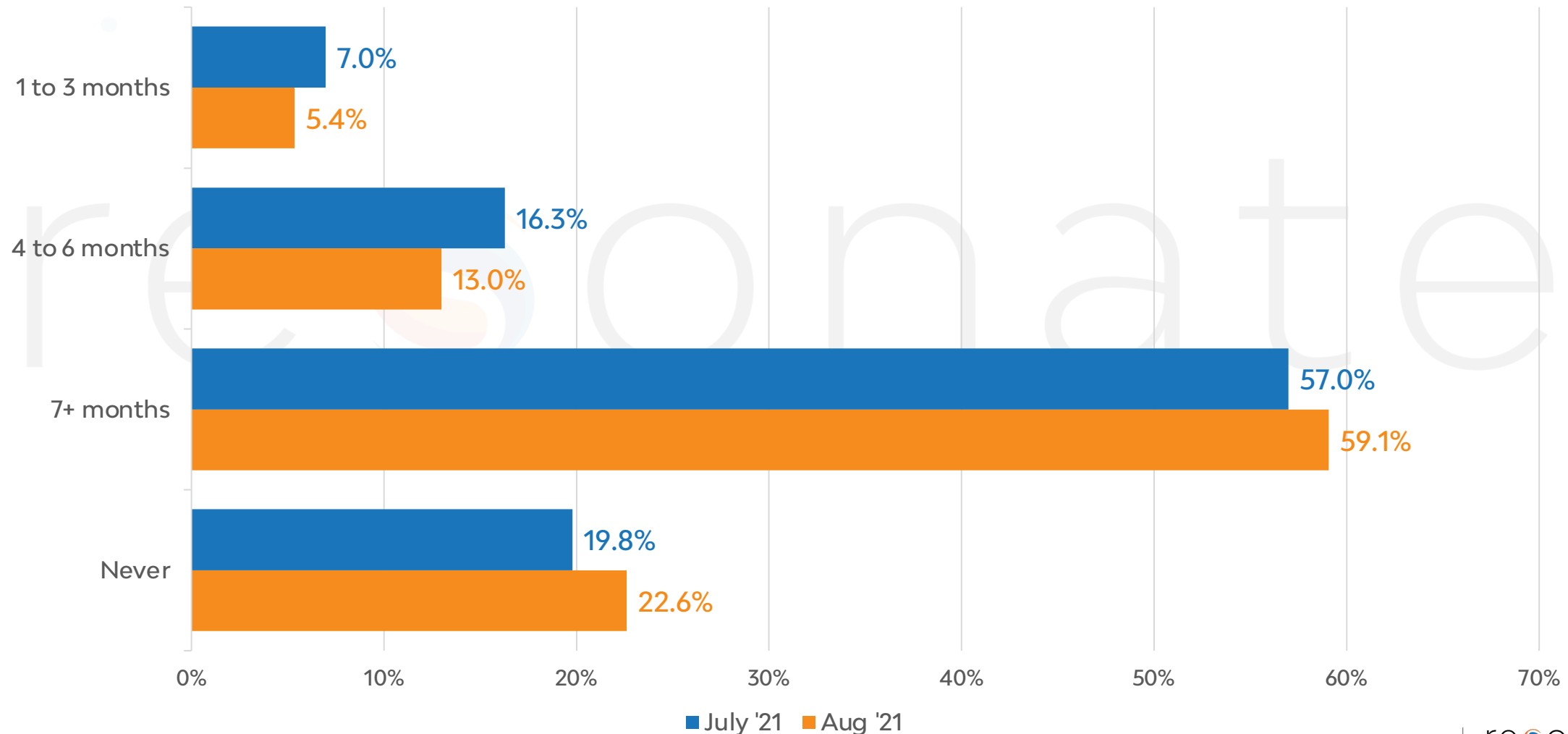
What is the current quality of the United States economy?





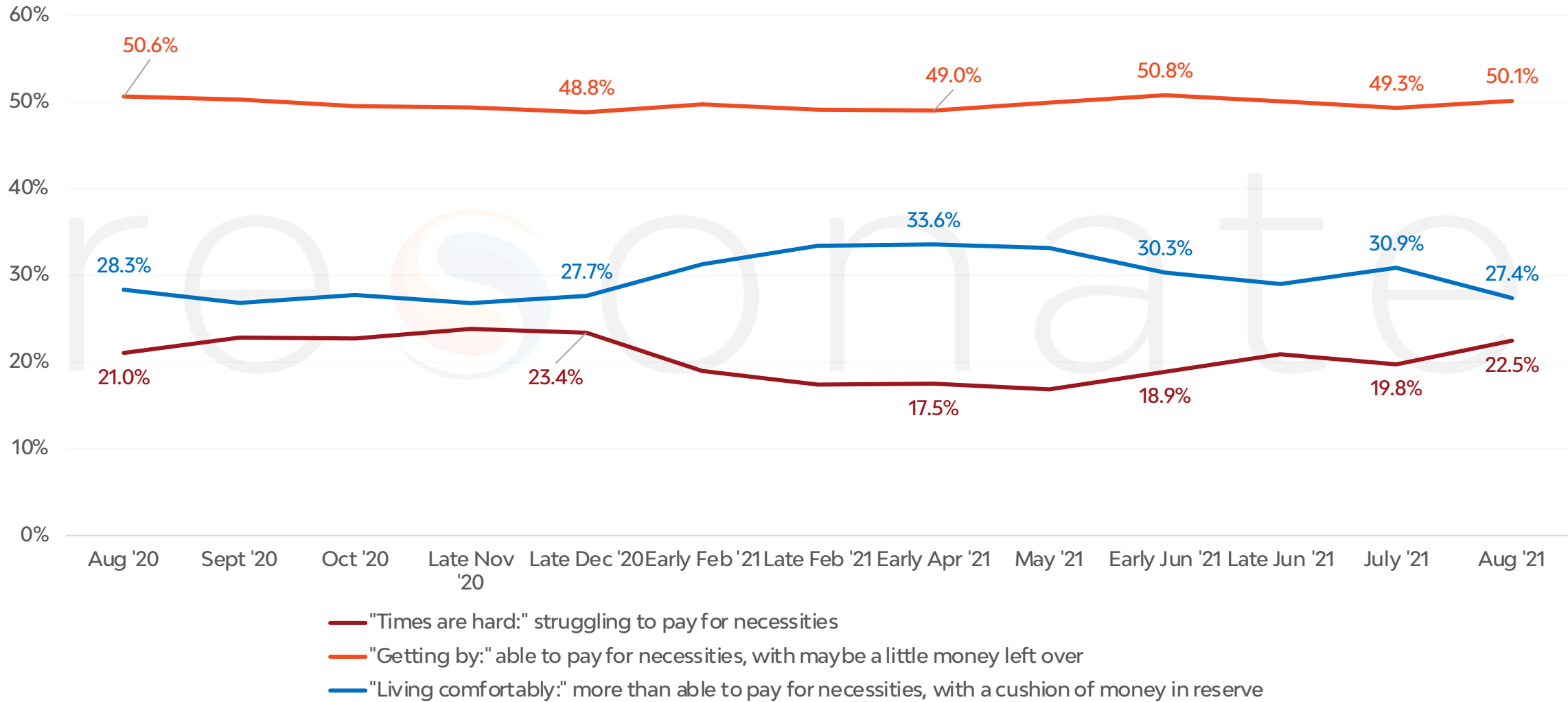
# CONFIDENCE IN A 'RETURN TO NORMAL' IS DECLINING

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



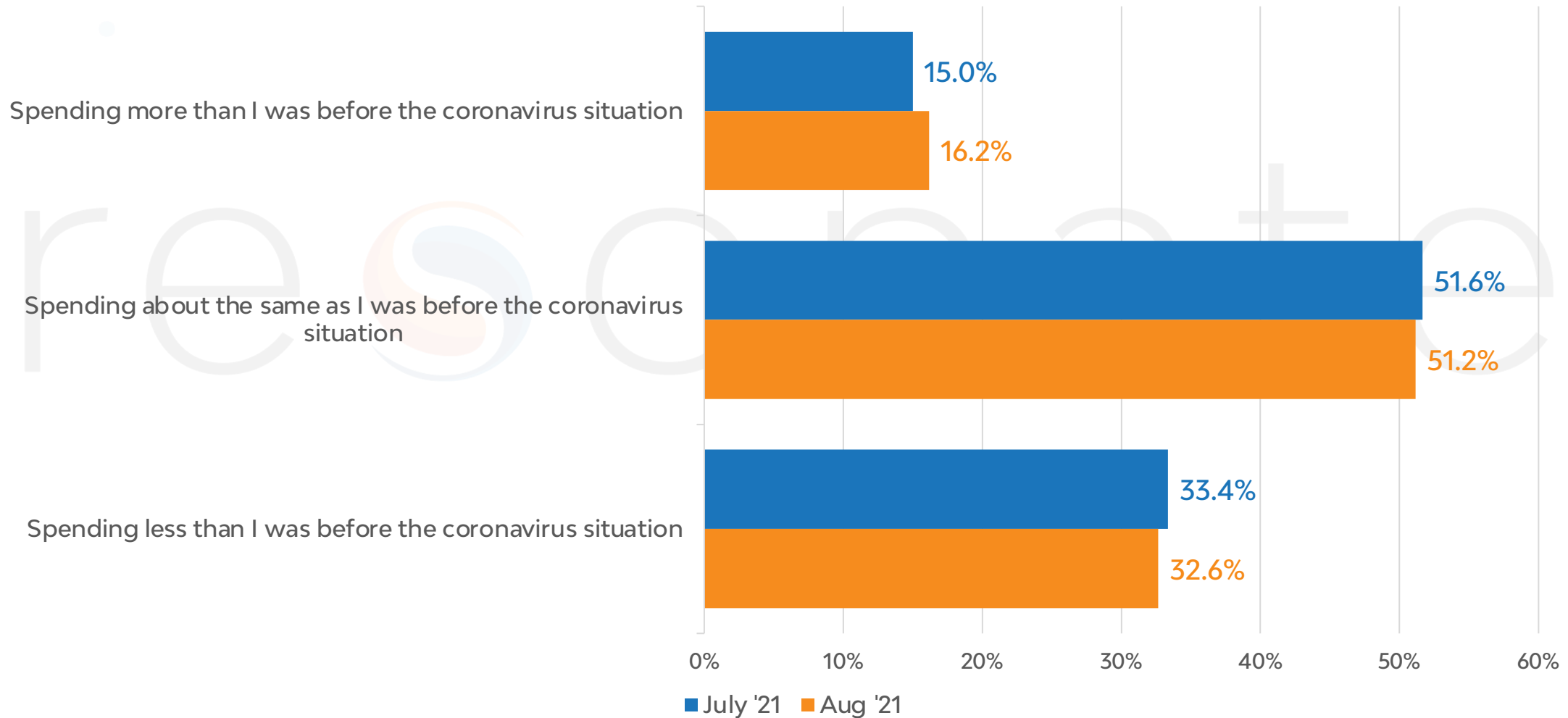
# HALF OF AMERICANS ARE 'GETTING BY' FINANCIALLY

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



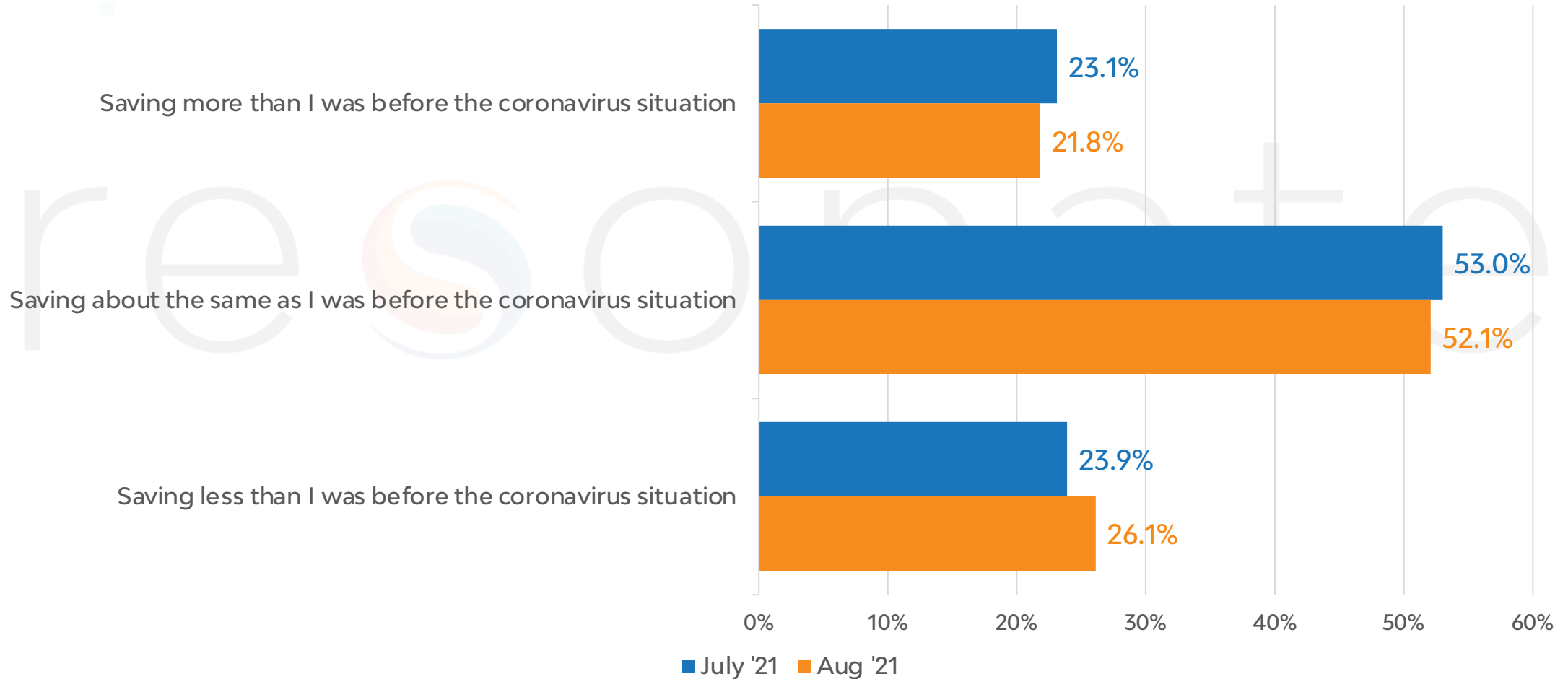
# 1 IN 3 ARE SPENDING LESS COMPARED TO PRE-COVID

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



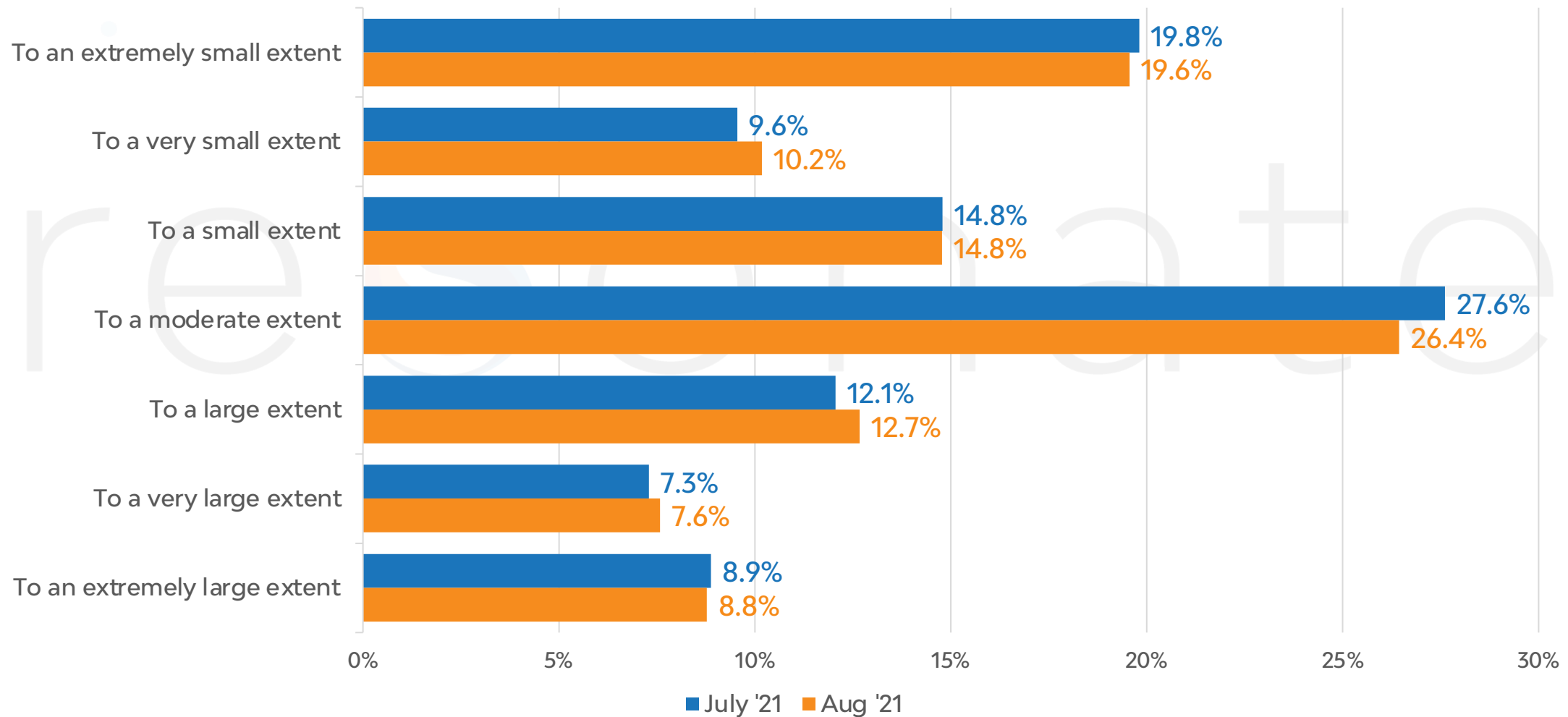
# AMERICAN SAVING BEHAVIORS REMAIN CONSISTENT

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



## SLIGHT UPTICK IN THOSE USING CONTACTLESS PAYMENT NOW

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

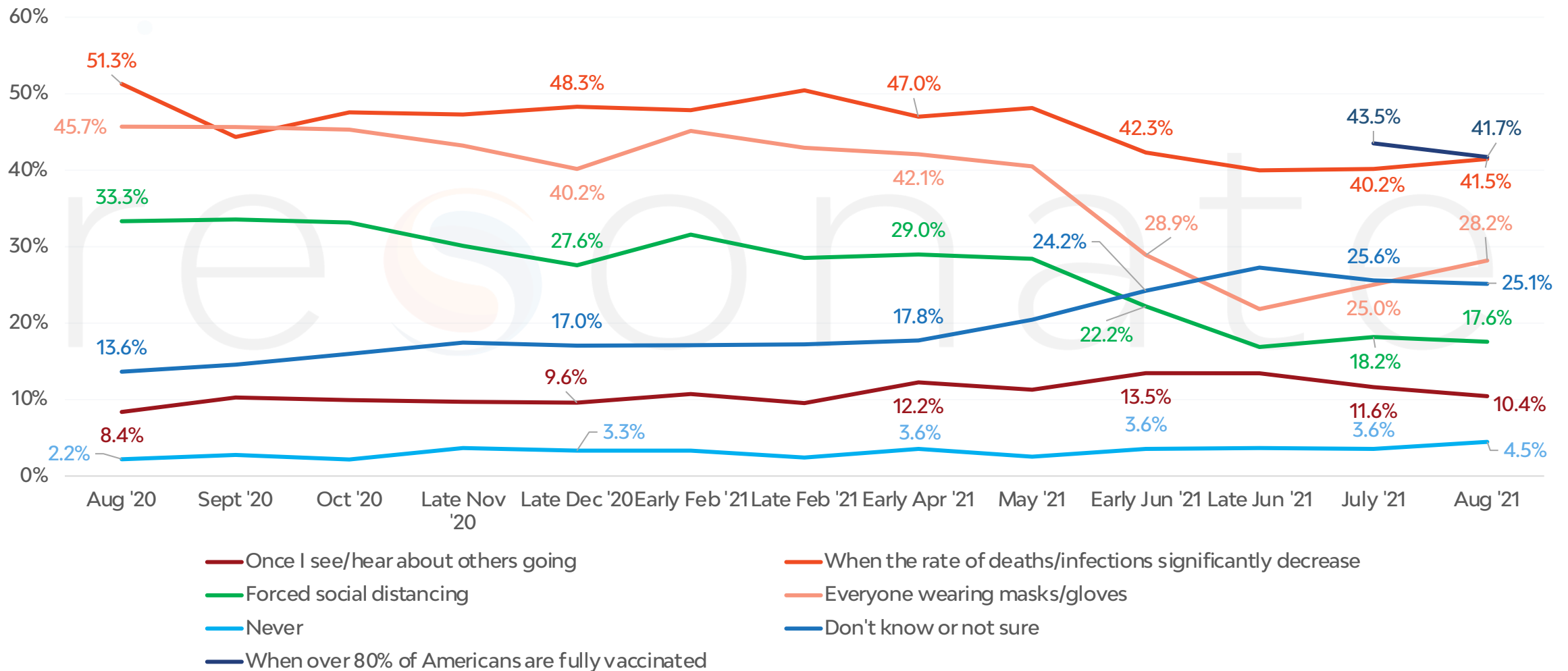




RETAIL

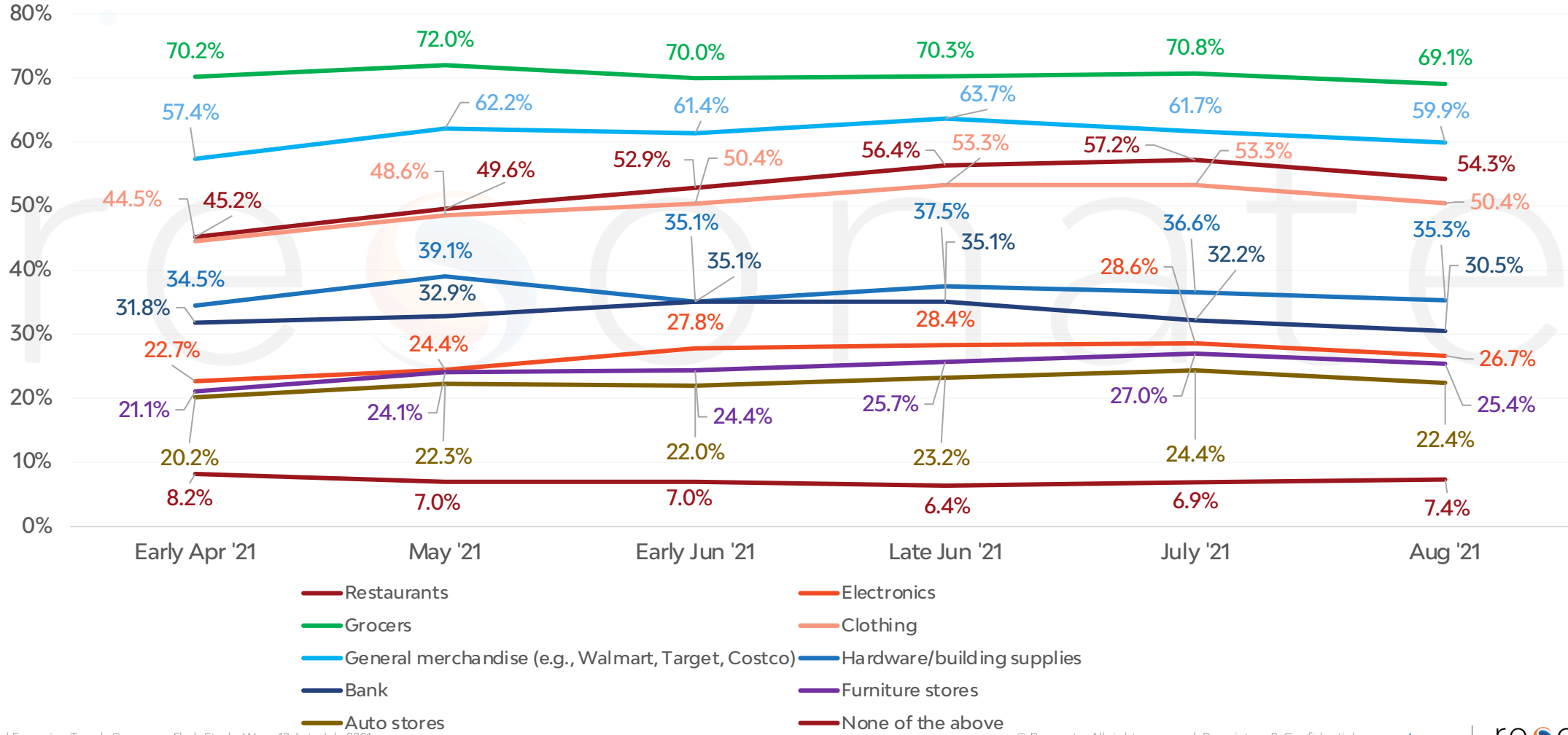
# PRO-MASK SENTIMENT CONTINUES UPTICK; NOW AT 28%

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.



# GROCERY, GENERAL MERCHANDISE REMAIN THE MOST POPULAR FOR IN-PERSON SHOPPING

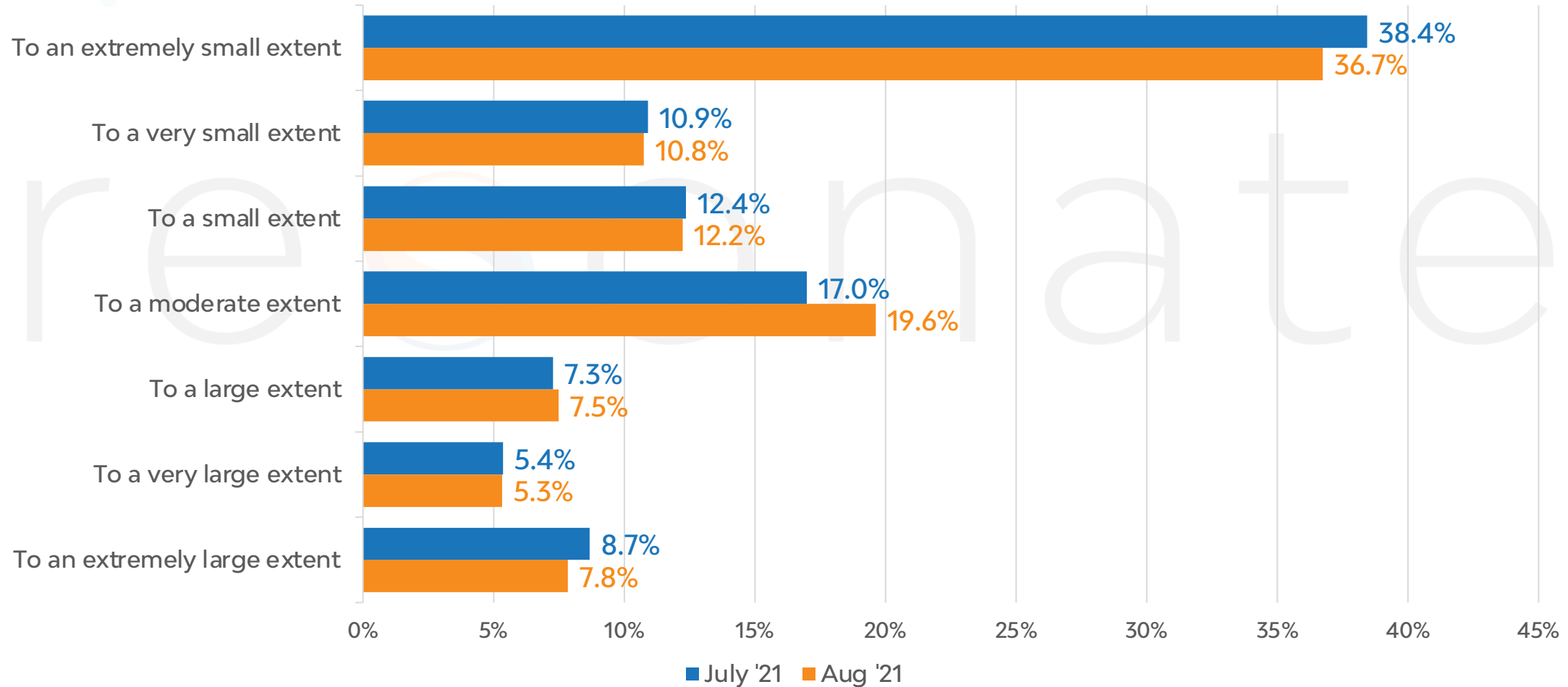
Now that stores and locations are open, which of the following types of activities or shopping will you now primarily do in a physical location, rather than online? Please select all that apply.





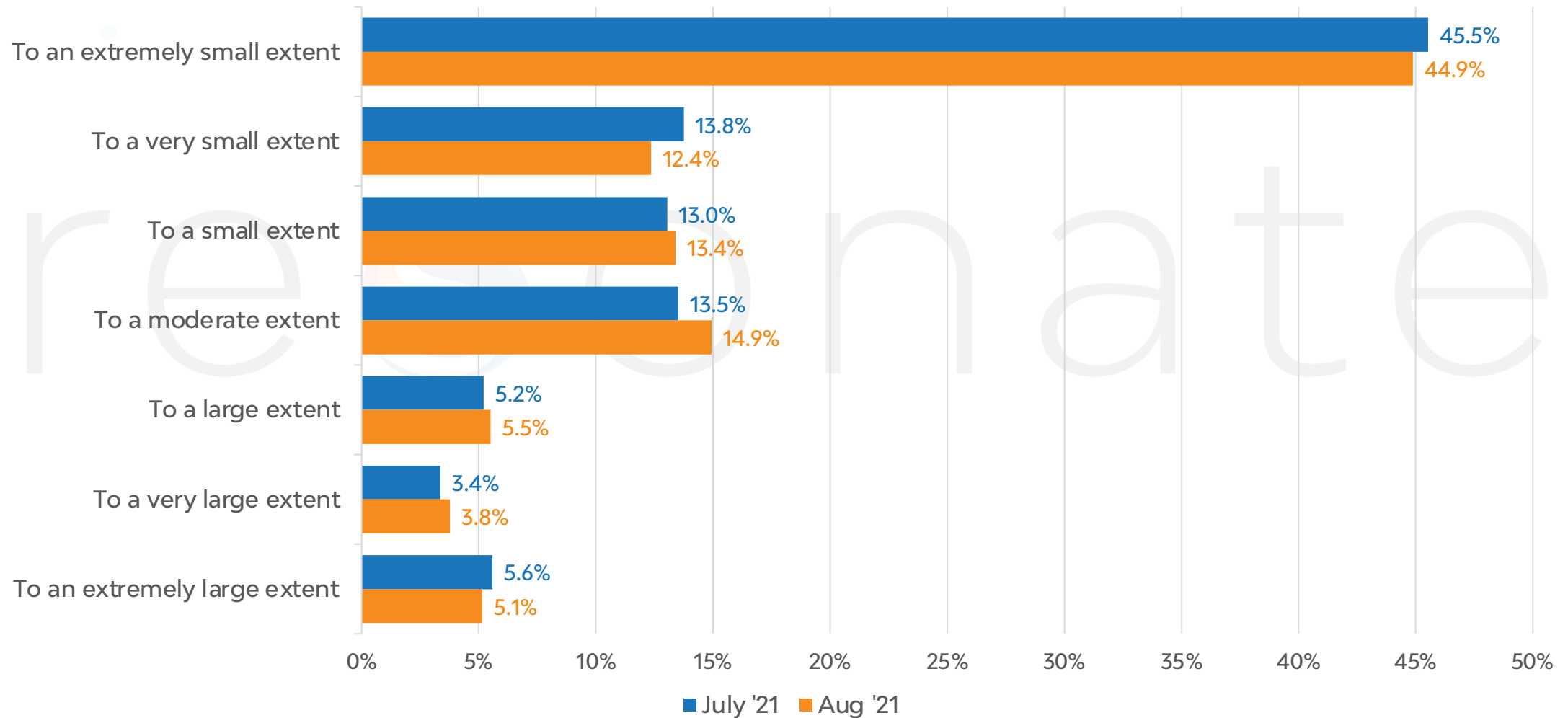
# MOST WILL GO-IN STORE TO GROCERY SHOP IF GIVEN OPTION

To what extent are you likely to use a traditional grocery store delivery service from a store you can visit in-person (e.g., Instacart, Peapod, Shipt, Walmart+, etc.)?



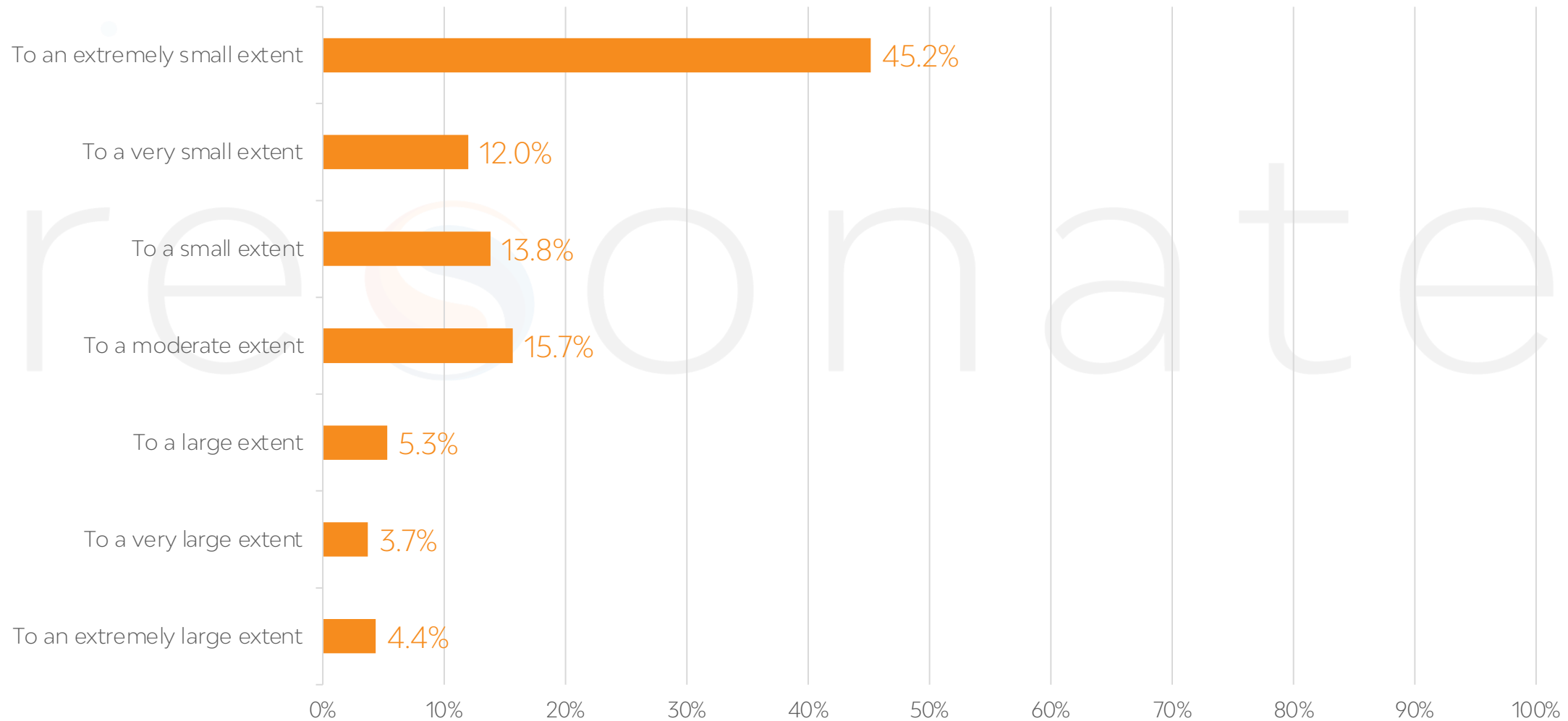
# GROCERY DELIVERY REMAINS STEADY MONTH-OVER-MONTH

After the coronavirus situation is over, to what extent are you likely to order groceries online for delivery?



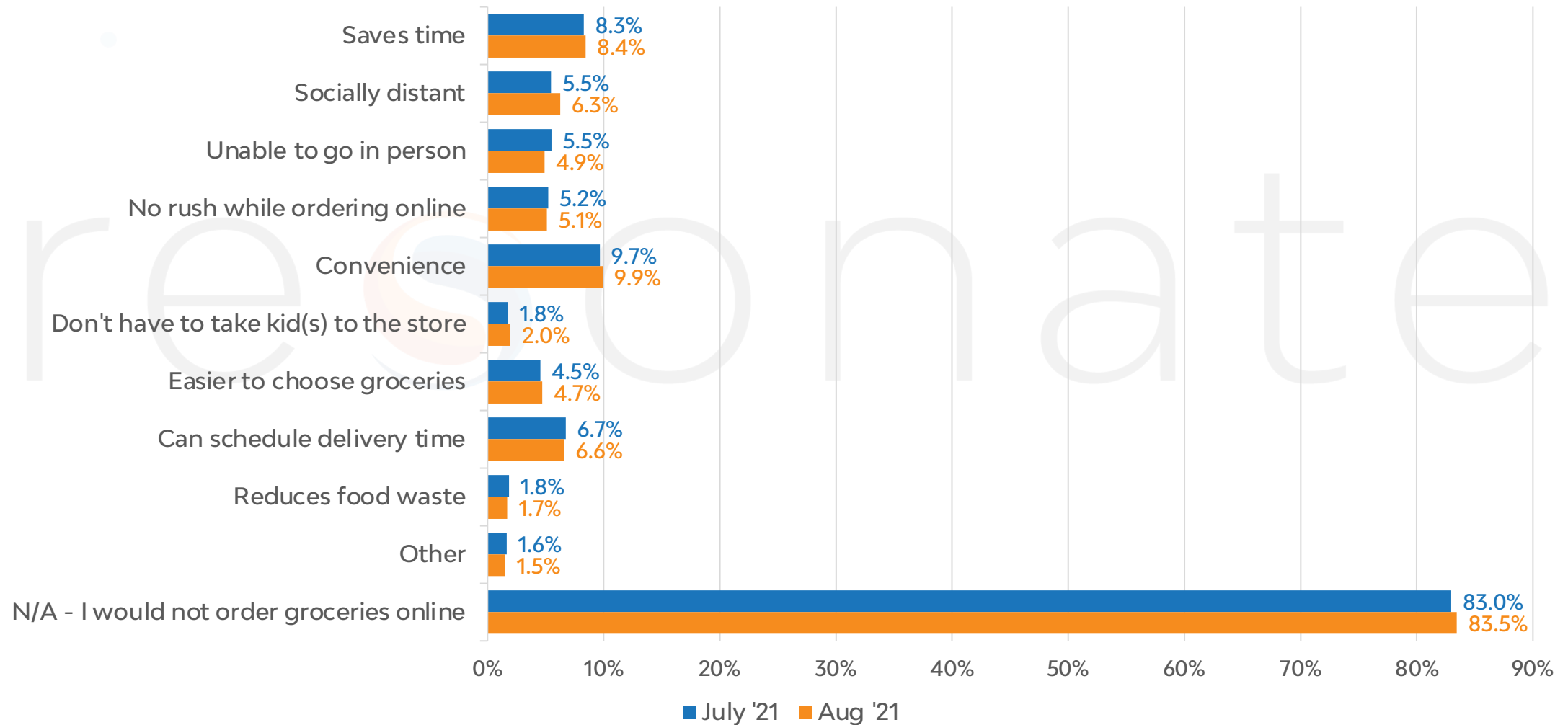
## 29% ARE LIKELY TO USE ONLINE-ONLY GROCERY DELIVERY

To what extent are you likely to use an online-only grocery delivery service, where there is no store for you to visit in-person (e.g., Fresh Direct, Imperfect Foods, Misfits Market, etc.)?



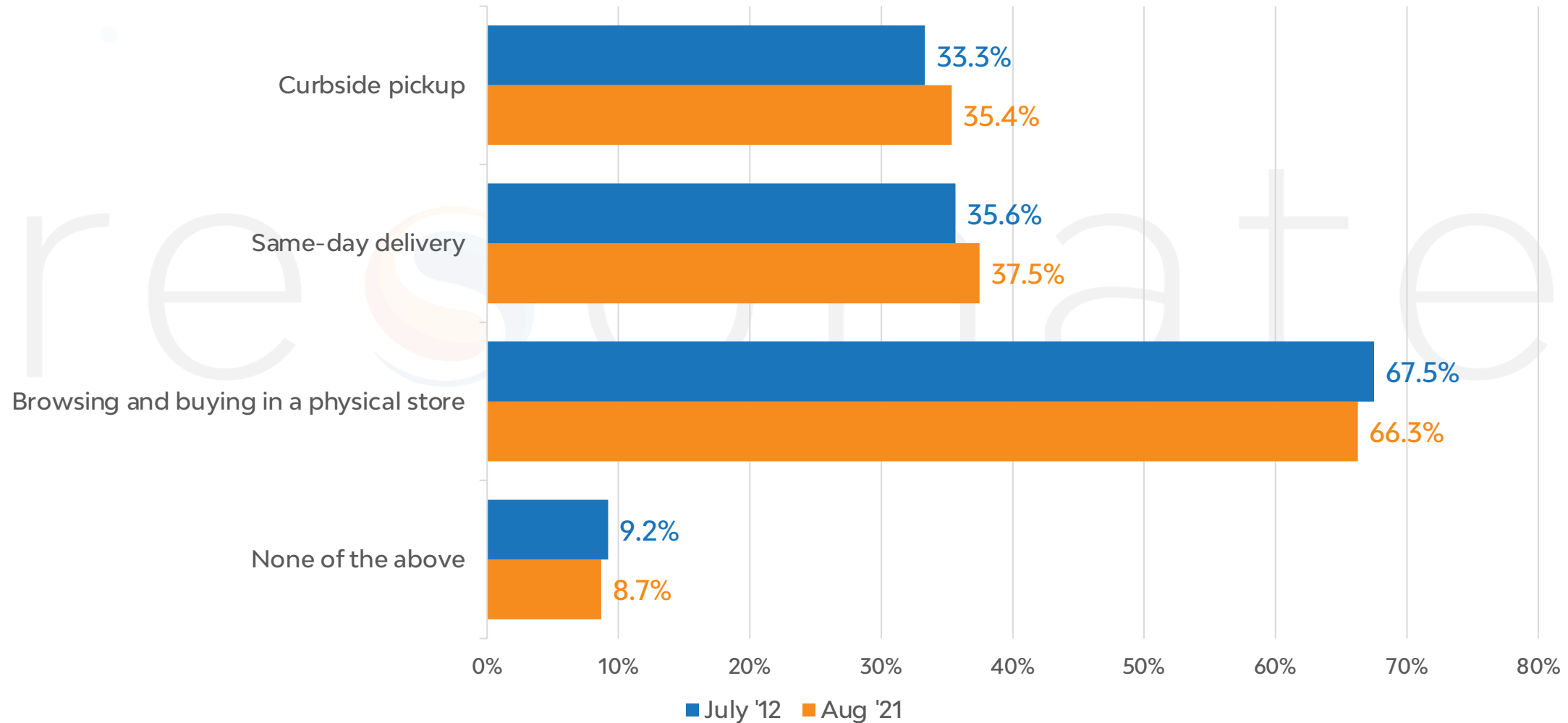
# CONVENIENCE AND EFFICIENCY DRIVE ONLINE GROCERY ORDERS

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



# TREND TO WATCH: SLIGHT INCREASE IN CURBSIDE PICKUP; SLIGHT DECREASE IN BUYING/BROWSING IN STORE

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

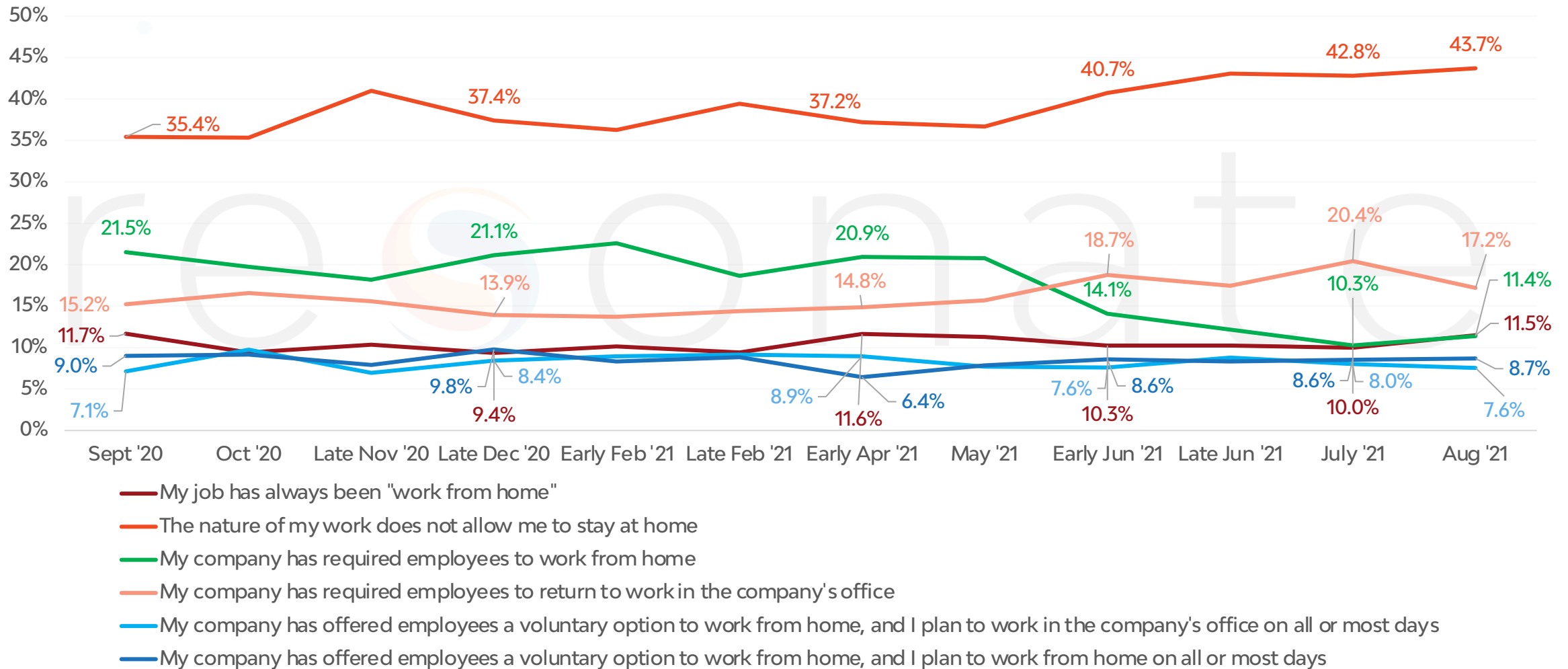


The background is a solid blue color. In the center, there is a large, faint, abstract graphic composed of multiple overlapping, curved lines that form a shape resembling a stylized infinity symbol or a complex knot. The lines are in various shades of blue, creating a sense of depth and movement.

WORK LIFE

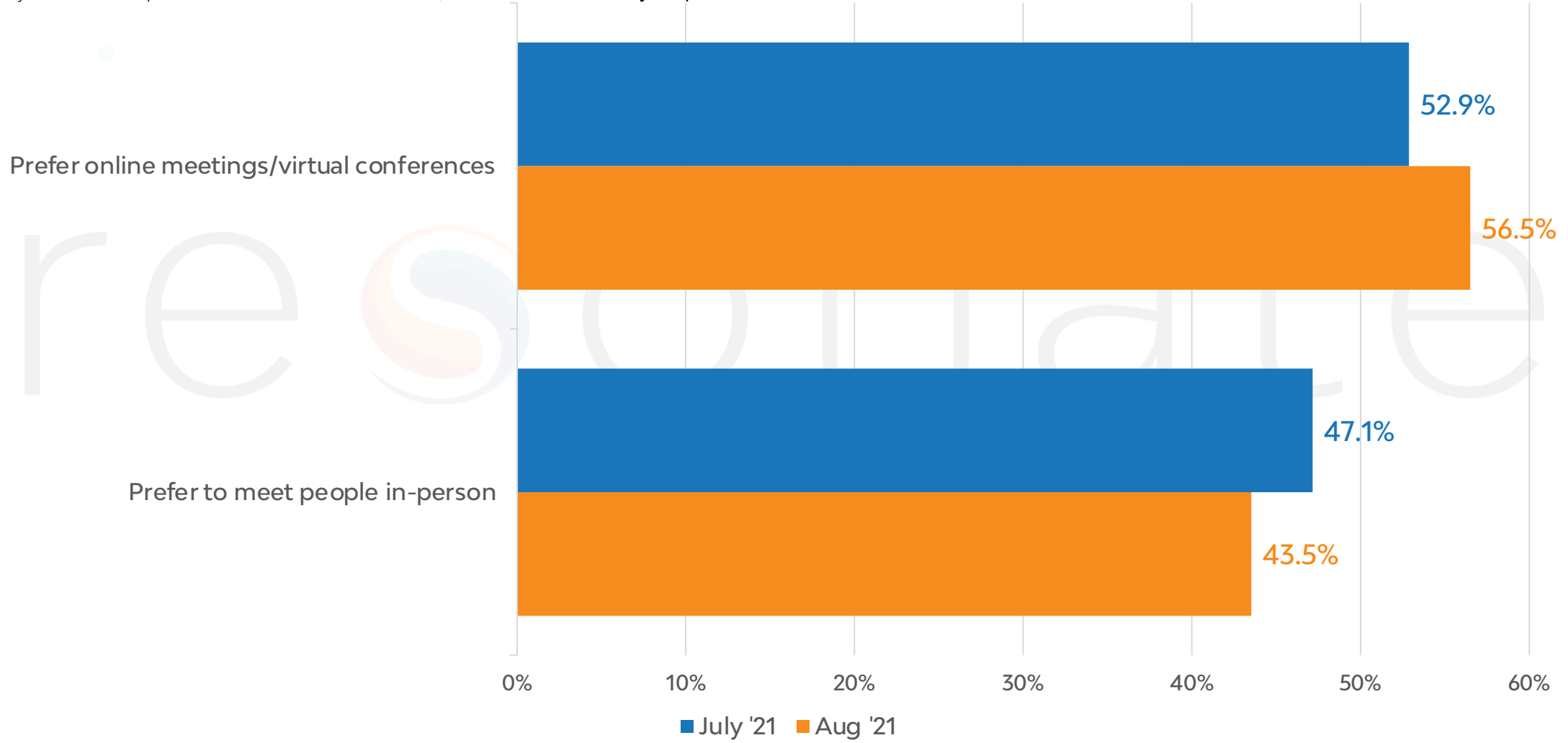
# 16% MONTH-OVER-MONTH DECREASE IN EMPLOYEES REQUIRED 'IN OFFICE'

Which of the following best describes your work situation?



# IN ONE MONTH, WILLINGNESS TO ATTEND IN-PERSON WORK MEETINGS SLIDES 8%

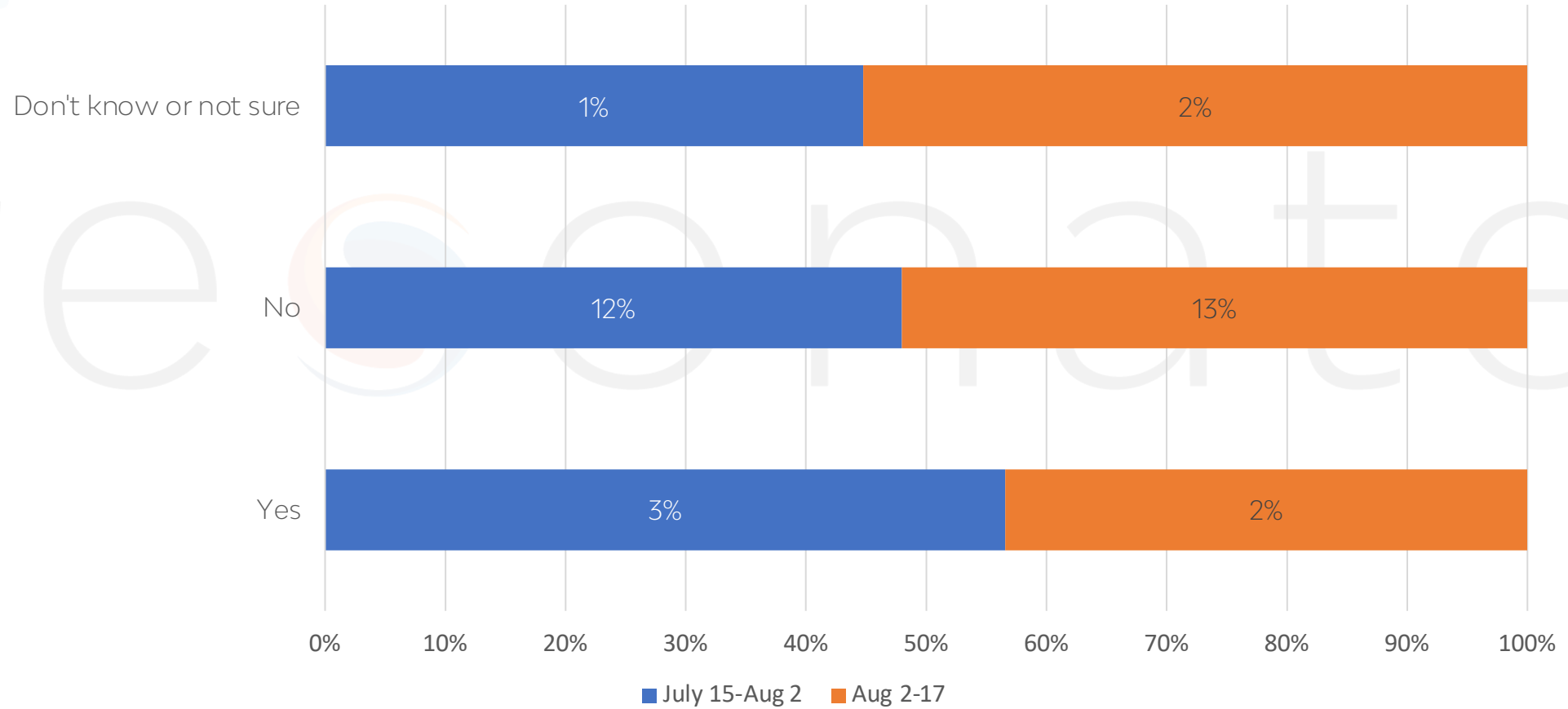
If you were required to attend a work event, what form would you prefer that event be in?





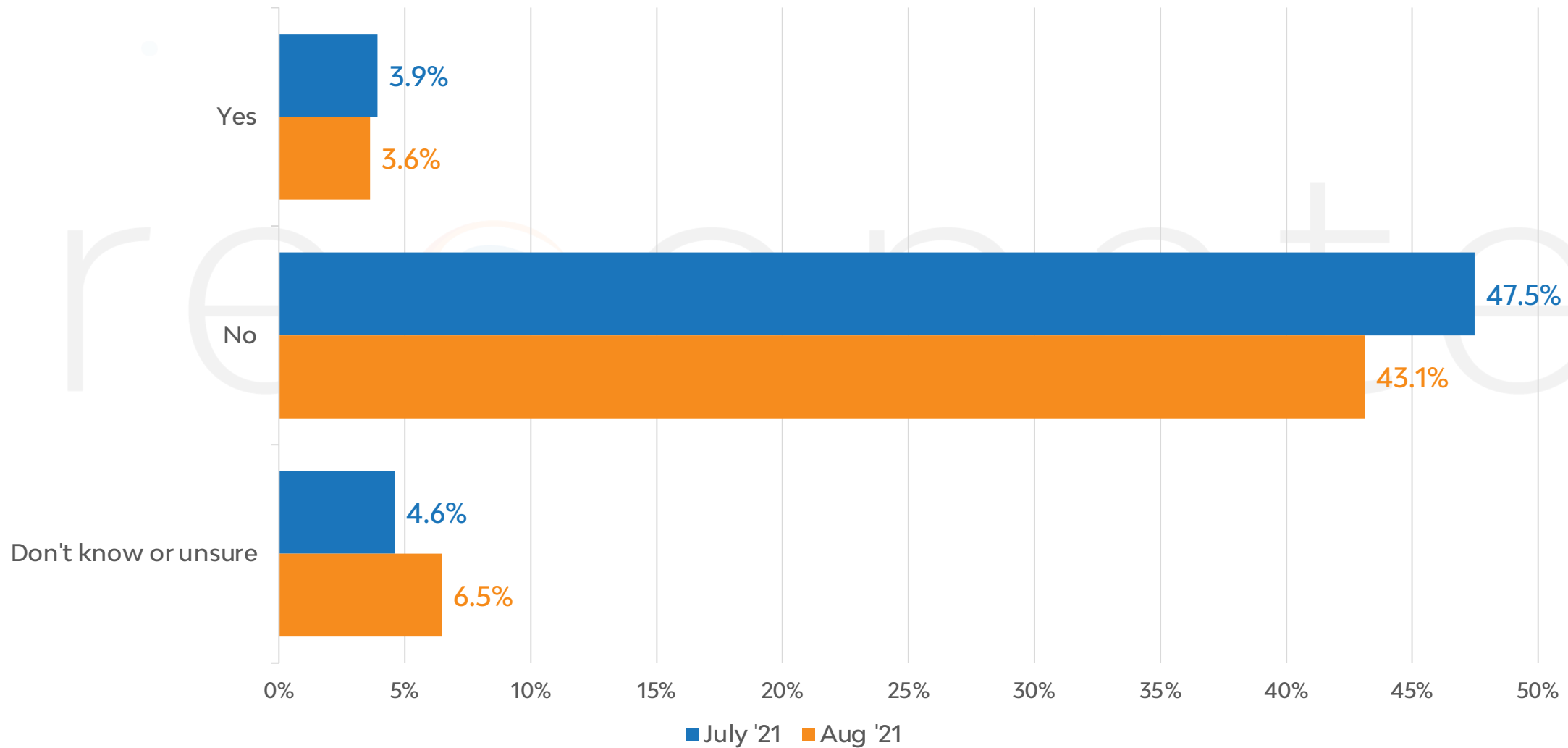
# REMOTE WORKERS ARE STAYING IN PLACE

Are you planning to relocate in the next 6 months but maintain your current job? Note: this question only applies to respondents whose work situation allows them to work remotely.



# MORE EMPLOYEES CONTEMPLATE 'THE GREAT RESIGNATION'

Are you **planning** on leaving your current job based on the work situation post-COVID-19? Note: this only applies to those who also answered they are employed full-time.



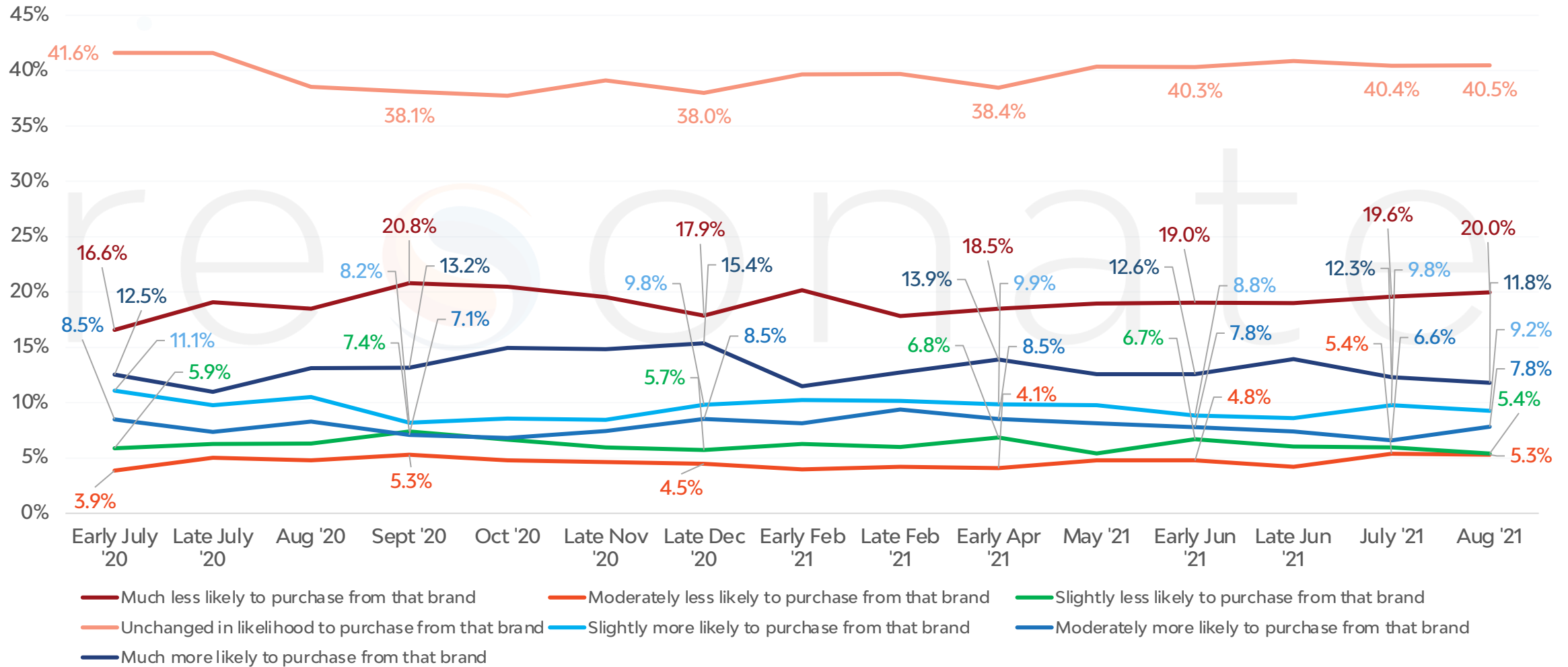
Want to see how this breaks down by generation? [Get a demo](#)

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**

# CONSUMERS ARE SPLIT ON BRANDS' SOCIAL JUSTICE STANDS

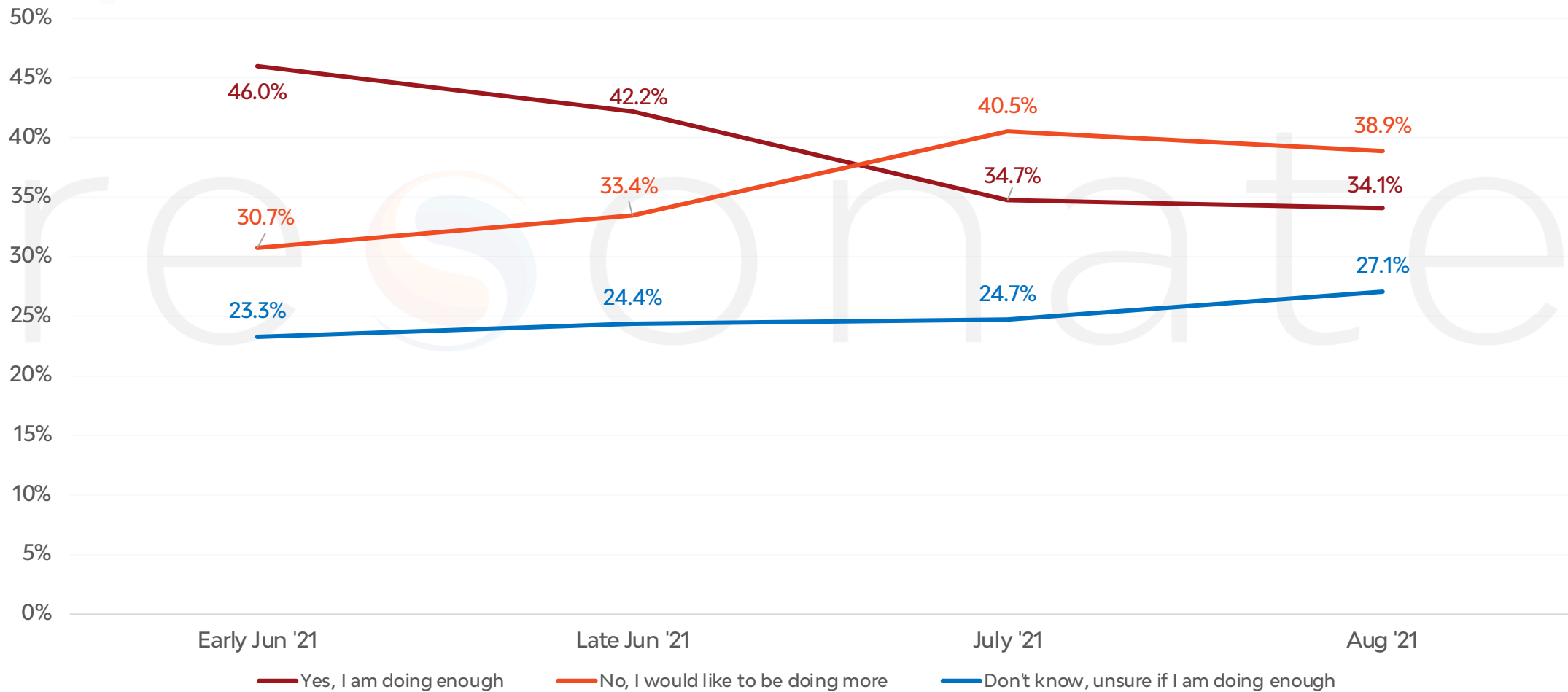
How are you likely to react when you see a **consumer brand showing support for the group Black Lives Matter or other social justice movements** in the country?



# ONLINE PRIVACY

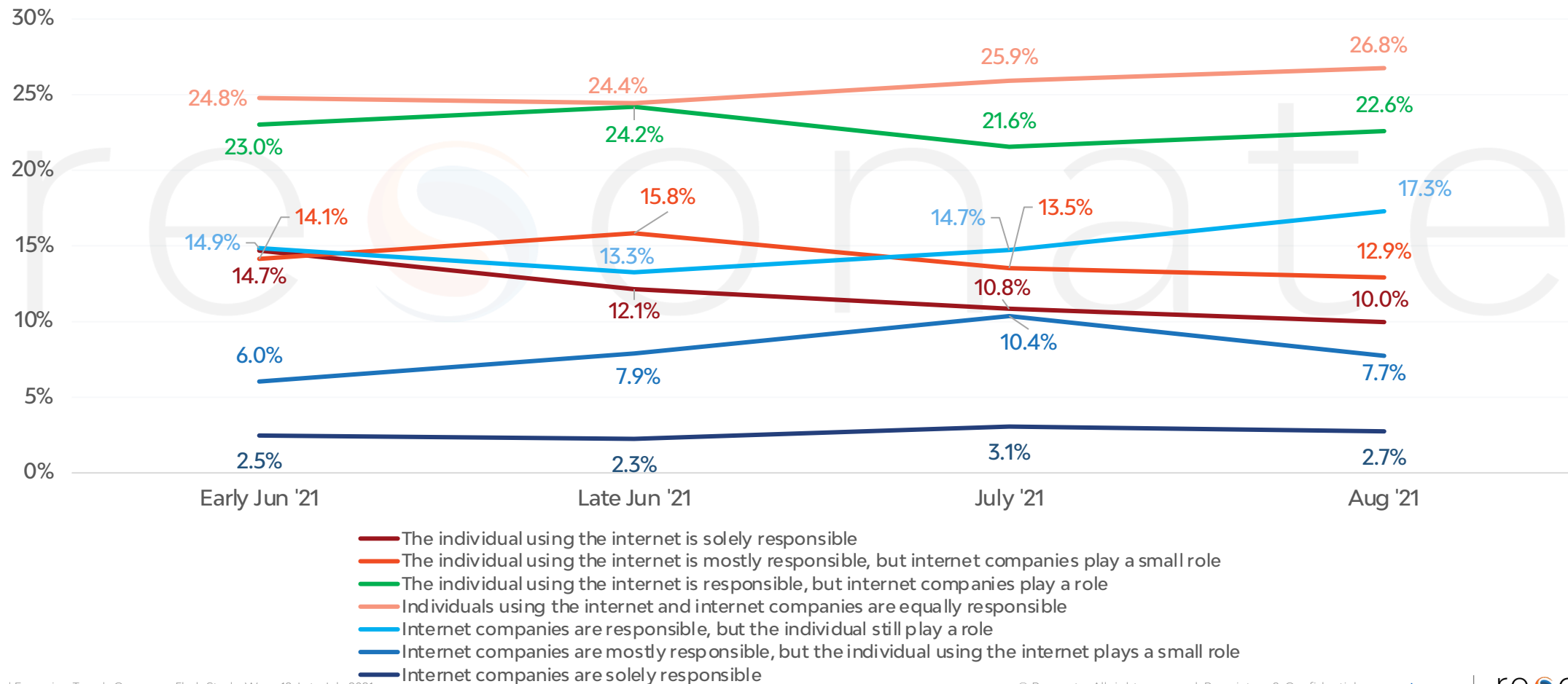
# CONSUMERS QUESTIONING THEIR ABILITY TO PROTECT THEIR PRIVACY UP 10%

There are many ways in which a person can use the internet, for example visiting websites, downloading apps on a computer or mobile device, or having internet connected devices within the home. **Do you believe that you are doing enough to protect your privacy?**



## 23% DECLINE IN THOSE WHO SAY INTERNET COMPANIES ARE RESPONSIBLE FOR INDIVIDUAL PRIVACY

There are some people who believe that internet privacy should be the responsibility of the individual (limiting the information that they provide online and being mindful of what they download), whereas others believe that online privacy is the responsibility of large technology companies (for example Apple, Facebook, or Google) being selective of the information that they take in, how they secure that information, and who they provide that information to. **Who do you believe should be ultimately responsible for protecting the online privacy of you and your friends and family?**



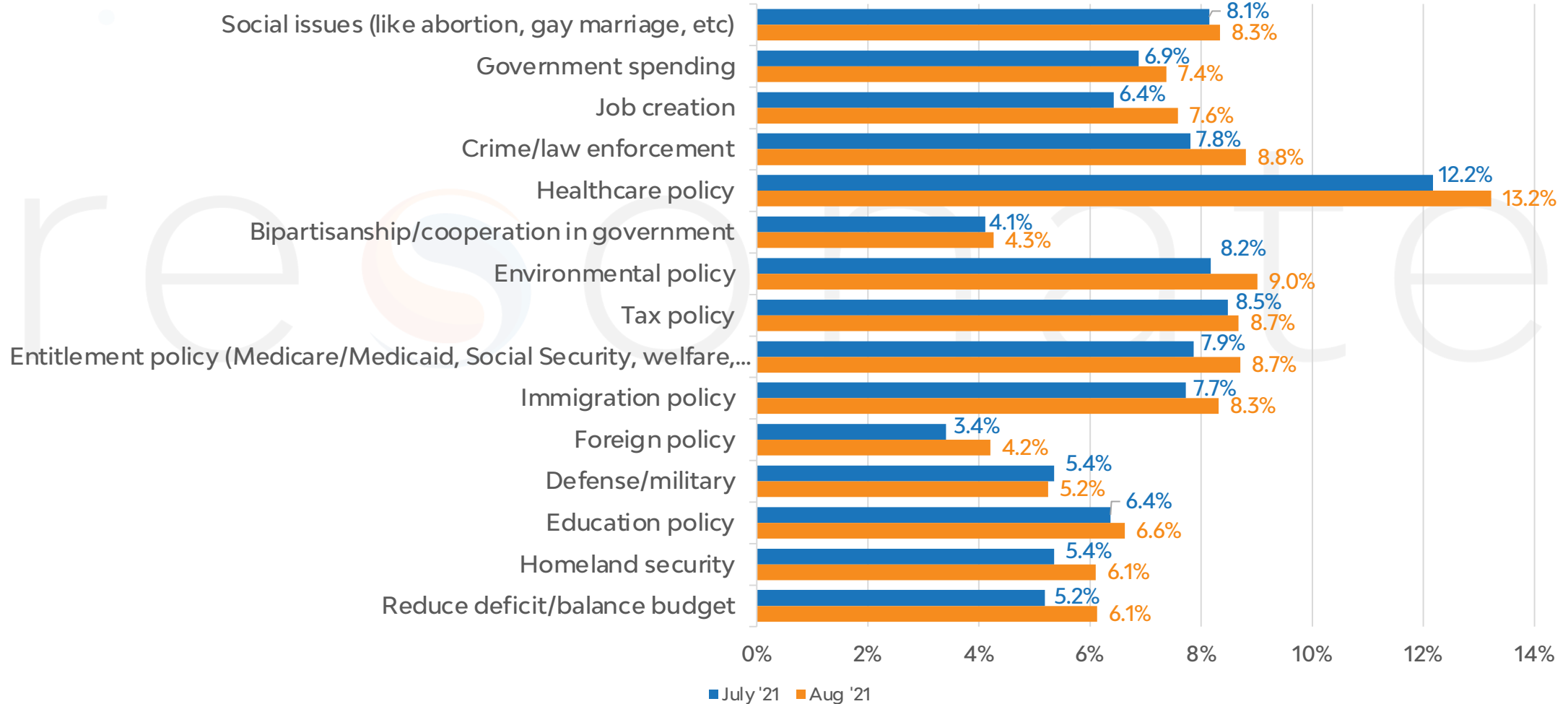


POLITICS



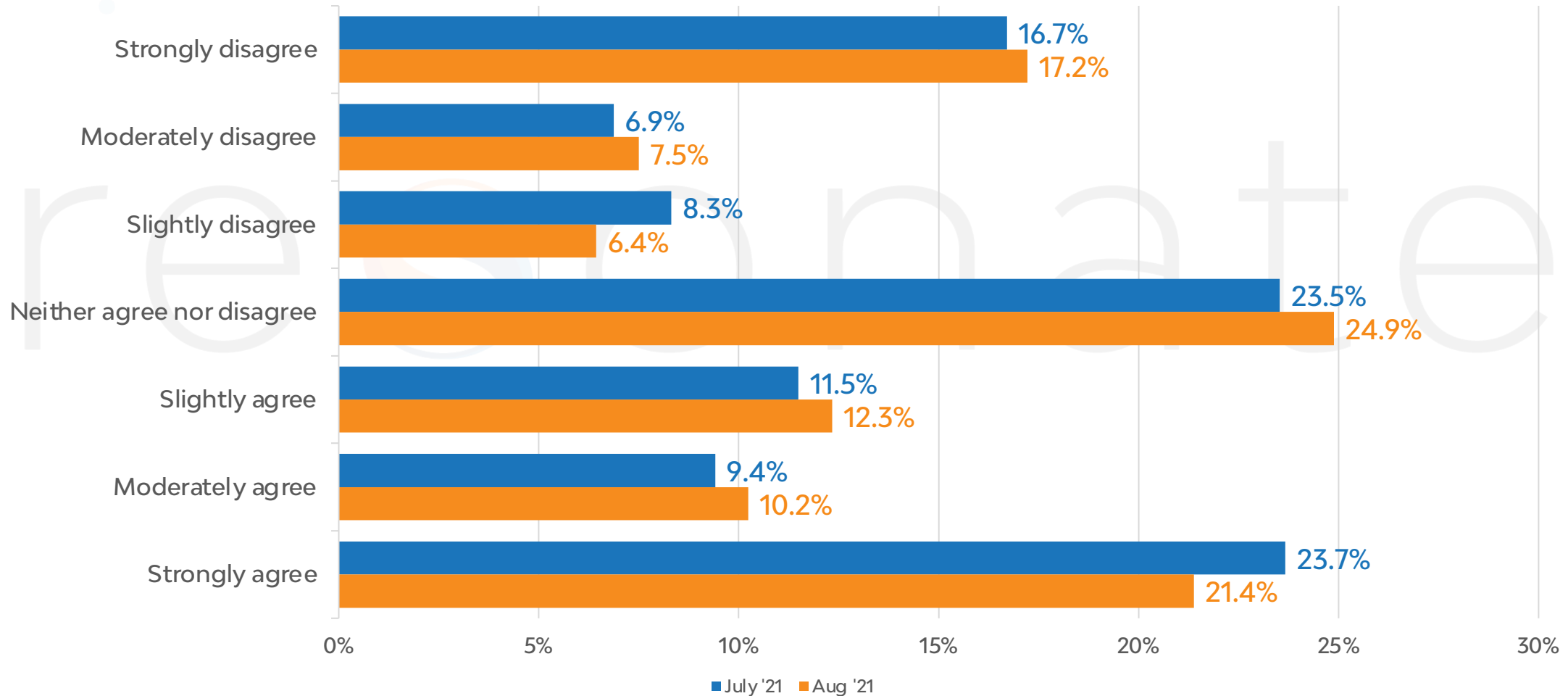
# HEALTHCARE IS AN INCREASINGLY IMPORTANT VOTER ISSUE

A platform is a list of policies that a candidate wants to pursue if elected. Think about the platforms you consider when you decide whether you will support a candidate for public office. Please indicate up to five platforms that are MOST important to you when considering who to support.



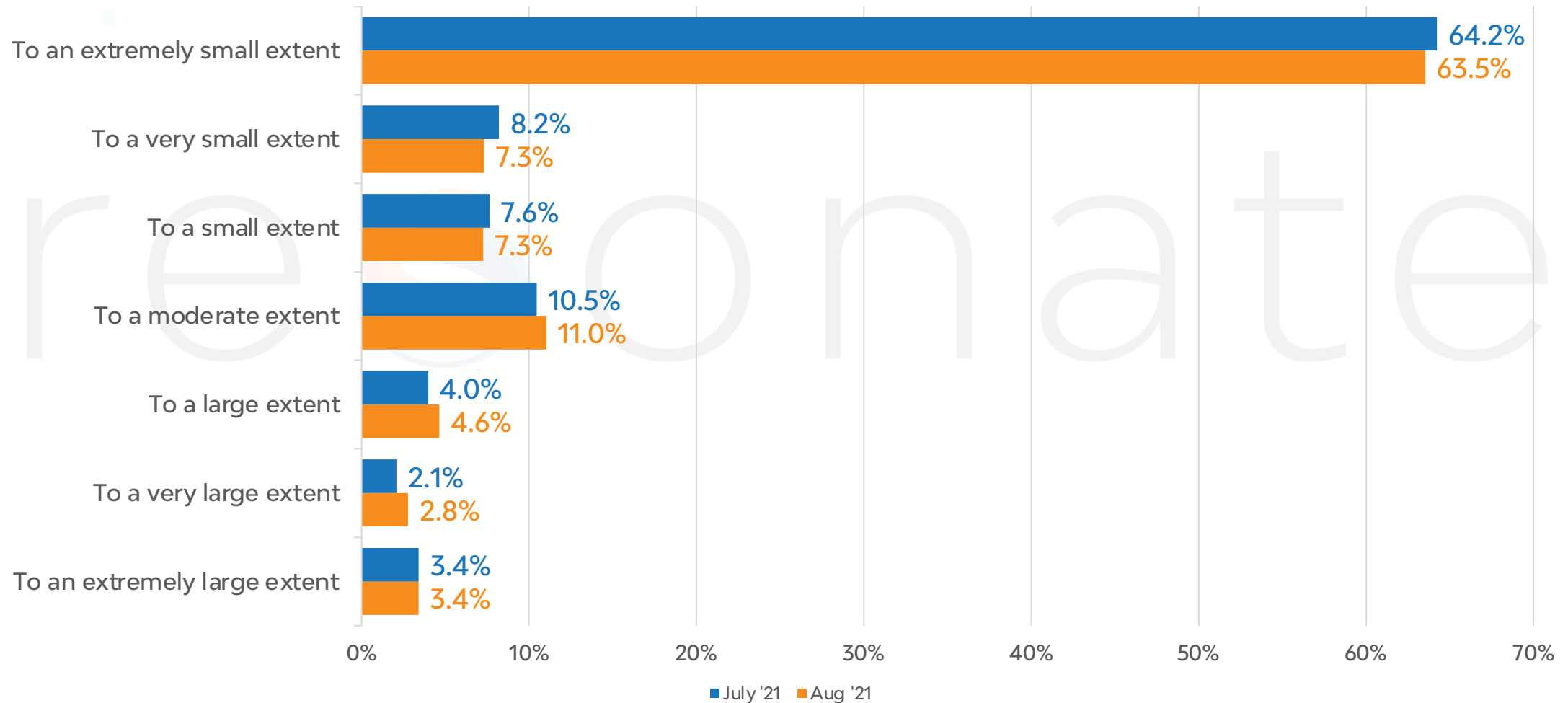
# MORE AMERICANS UNUSURE WHETHER INCREASED UNEMPLOYMENT BENEFITS ARE DETERRING JOB SEEKERS

To what extent do you agree or disagree that unemployment benefits / stimulus benefits should be reduced or removed in order to increase job applications to businesses which are struggling to find employees?



# 22% WORRIED ABOUT EVICTION TO MODERATE OR LARGE EXTENT

With the moratorium for home evictions ending in many states, how concerned are you about being evicted from your home?



# INSIGHTS FOR TODAY & TOMORROW

Driving revenue and growth requires engaging new and existing customers as they navigate massive changes in their ecosystem — and that requires proprietary, privacy-safe first-party data. Leverage fresh, AI-driven data and continuously updated insights to drive better decisions based on shifting consumer sentiment. Experience the power of the [Resonate Ignite Platform™](#).

## THE ONLY PRIVACY-SAFE INTELLIGENCE SOLUTION YOU'LL NEED

Our [Ignite 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.

## ABOUT RESONATE

Resonate is a pioneer in AI-driven consumer data and intelligence, delivering deep, dynamic insights, activation, and analysis in an easy-to-use SaaS platform. The Resonate proprietary, privacy-safe data set includes more than 13,000 fresh, relevant data points that describe more than 200 million individual U.S. consumers. Hundreds of companies use Resonate to drive better marketing strategy and execution fueled by a better, more comprehensive understanding of their customers and prospects that extends beyond traditional demographics, psychographics, and behavioral data to uncover why consumers choose, buy, or support certain brands, products, or causes. Empowered with unparalleled technology to drive insight into action, leading brands, agencies, and organizations use Resonate to identify, engage, and analyze these audiences, driving growth and increasing customer lifetime value.

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](http://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.

