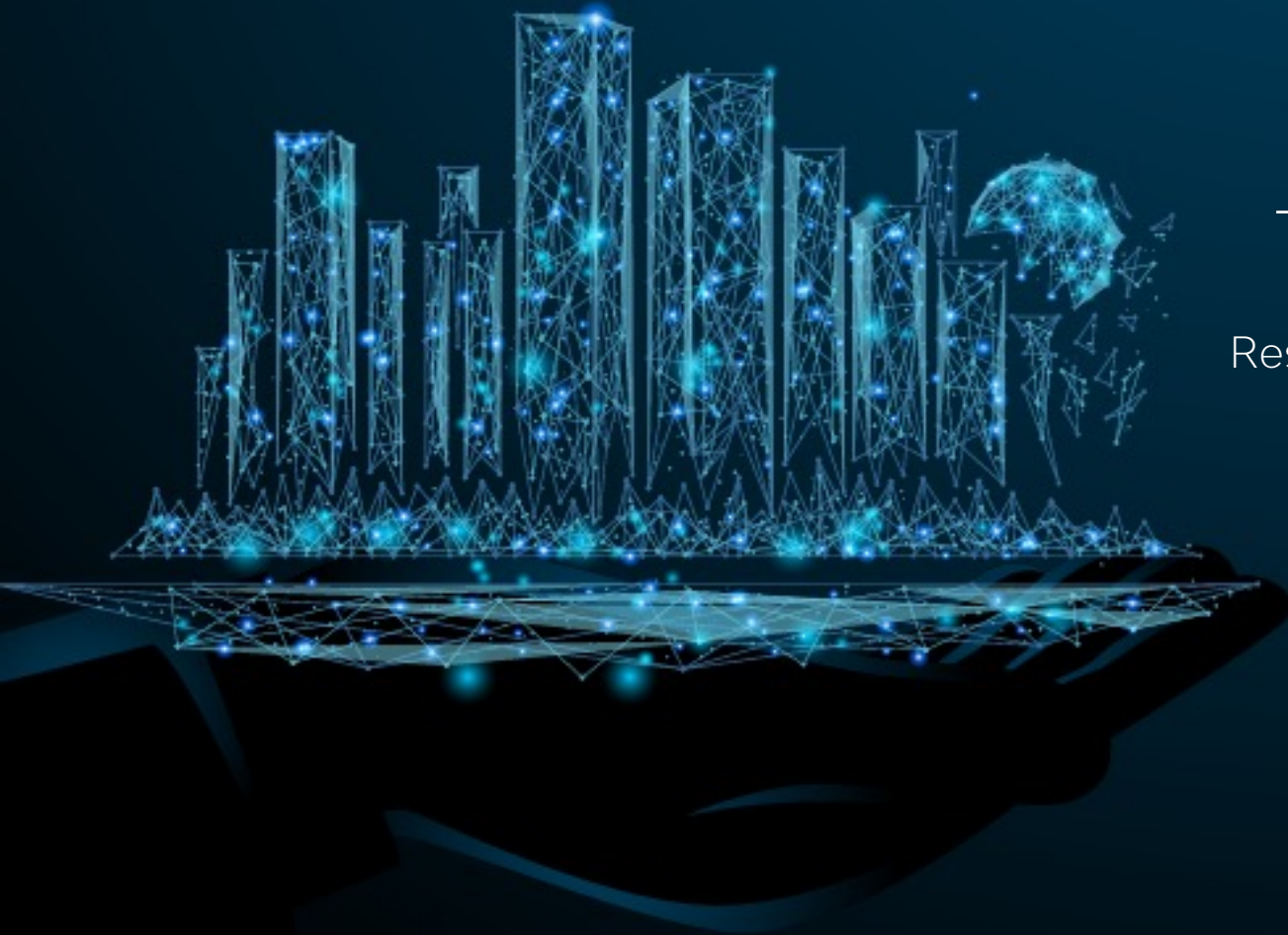
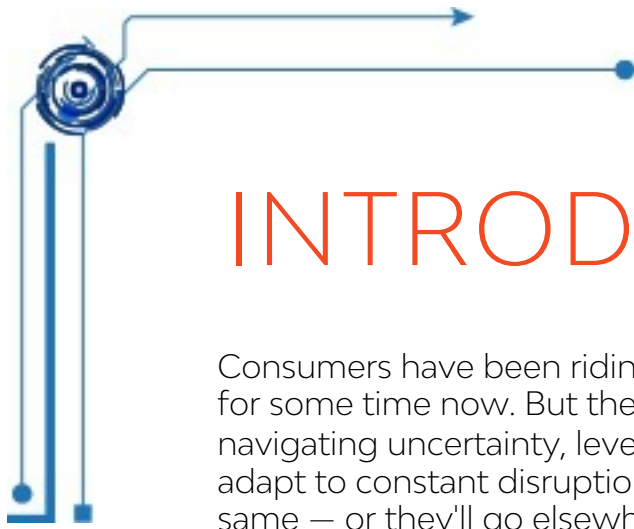


# GO FROM ADAPTING TO THE NEXT NORMAL TO REDEFINING IT

Resonate COVID-19 and Emerging Trends Consumer Flash Study  
February 2022, Wave 24





# INTRODUCTION

Consumers have been riding the pandemic-driven struggle bus for some time now. But they've proven to be resilient while navigating uncertainty, leveraging everything at their disposal to adapt to constant disruption. And they expect brands to do the same — or they'll go elsewhere.

Resonate empowers brands — and the agencies that help them — with easy access to fresh, robust, privacy-safe consumer data that expands their understanding of customers and prospects, and powers better, faster, more personalized brand activation.

This report is critical to your marketing in Q1 and beyond. We're continuing to track consumer sentiment to inform your strategy and action through actionable data on both the granular and sweeping shifts happening from day-to-day and month-to-month. This is industry-specific data that provides a lens for your marketing based on real-time consumer perception.

Your success hinges on adjusting your marketing efforts to evolve with your customers and using real-time data to draw insights that inform your acquisition, upsell, and retention strategies — meeting consumers where they are right now.



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's 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. 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 January 18 and February 1, 2022, and is scaled to 230 million U.S. consumers.



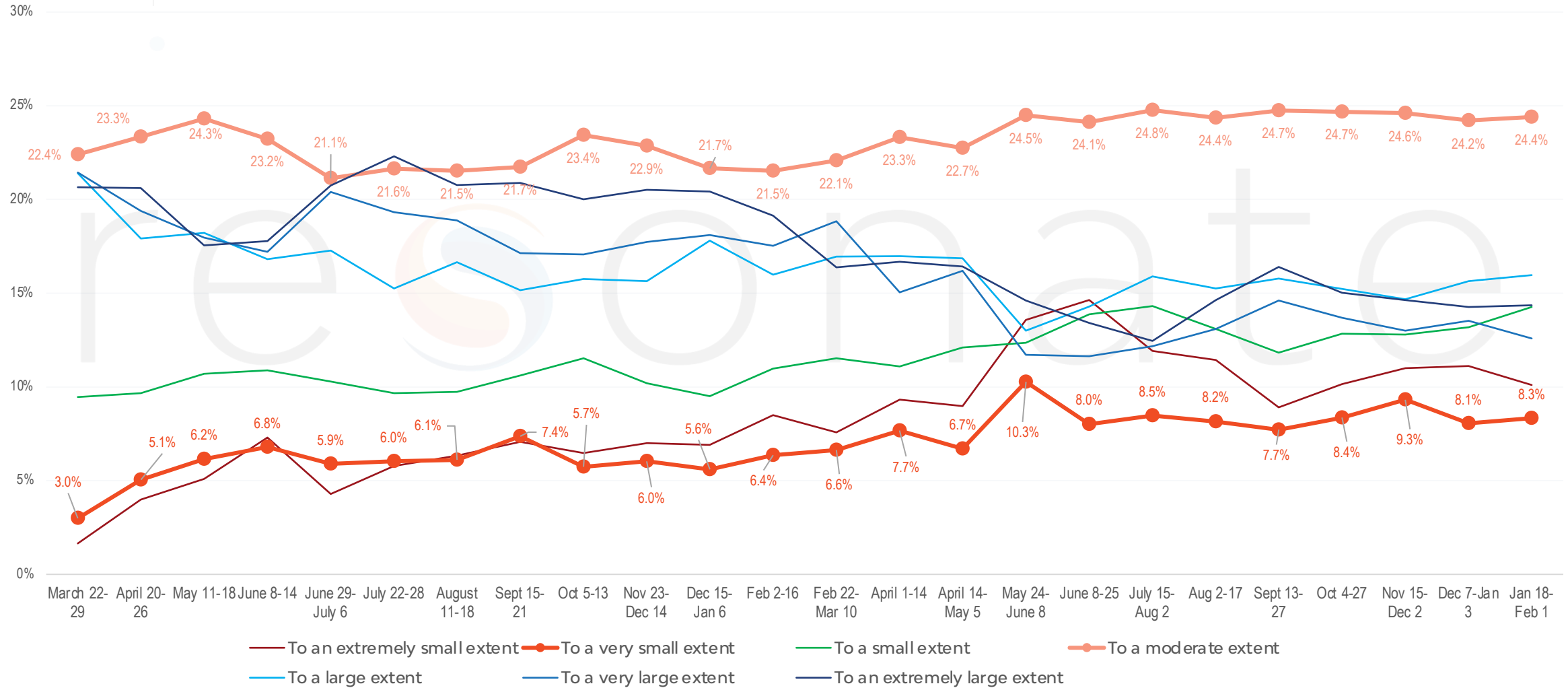
See it in Action



GENERAL

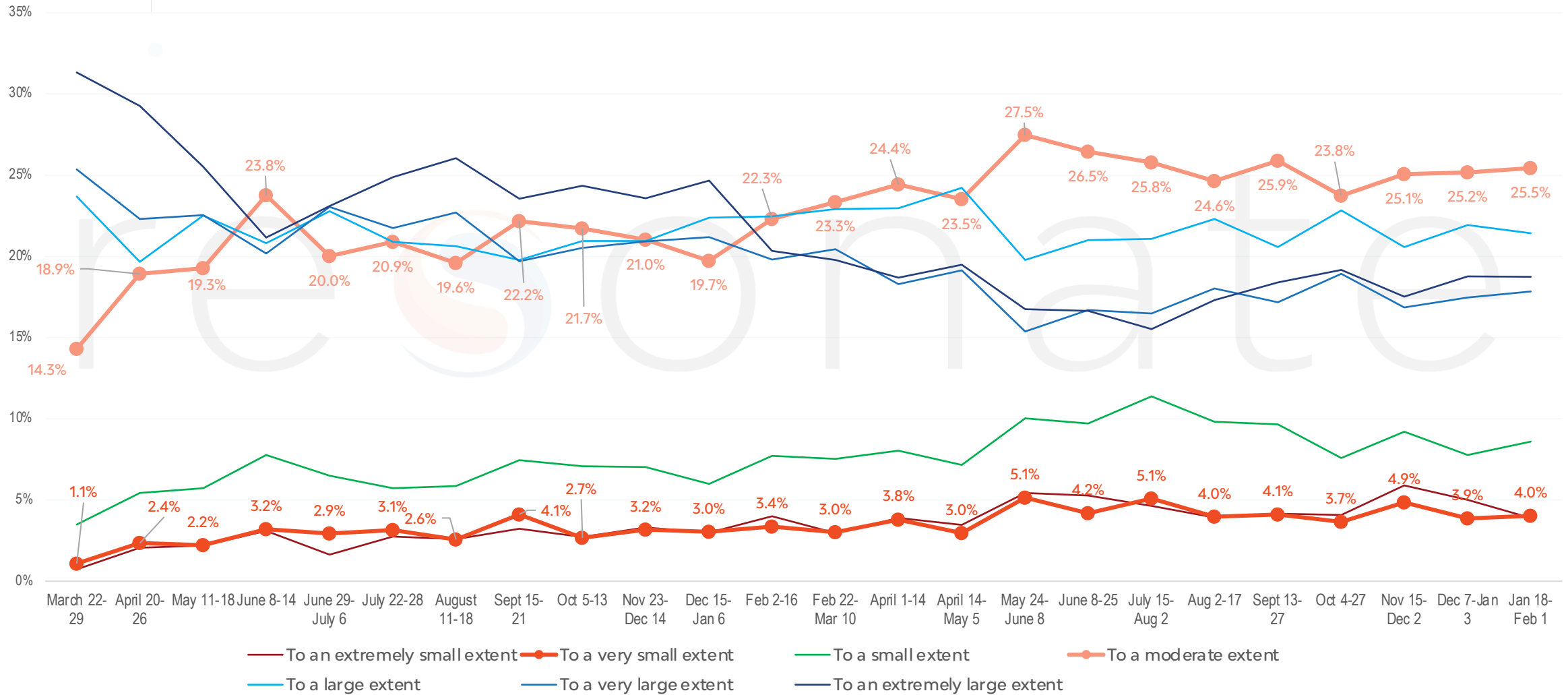
# INCREASE IN HEALTH CONCERNS CONTINUES CLIMB UPWARD

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



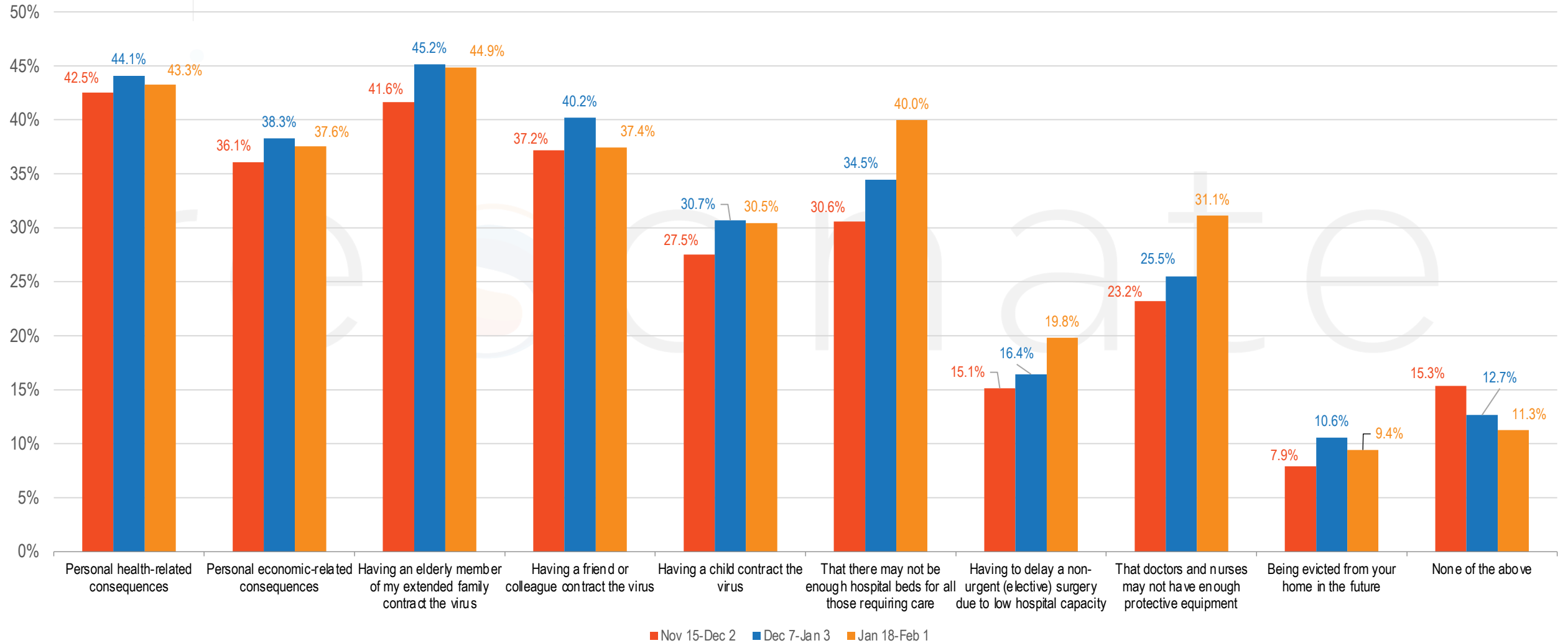
# SLIGHT UPTICK IN EXTREMELY LARGE CONCERNS OVER THE ECONOMY

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



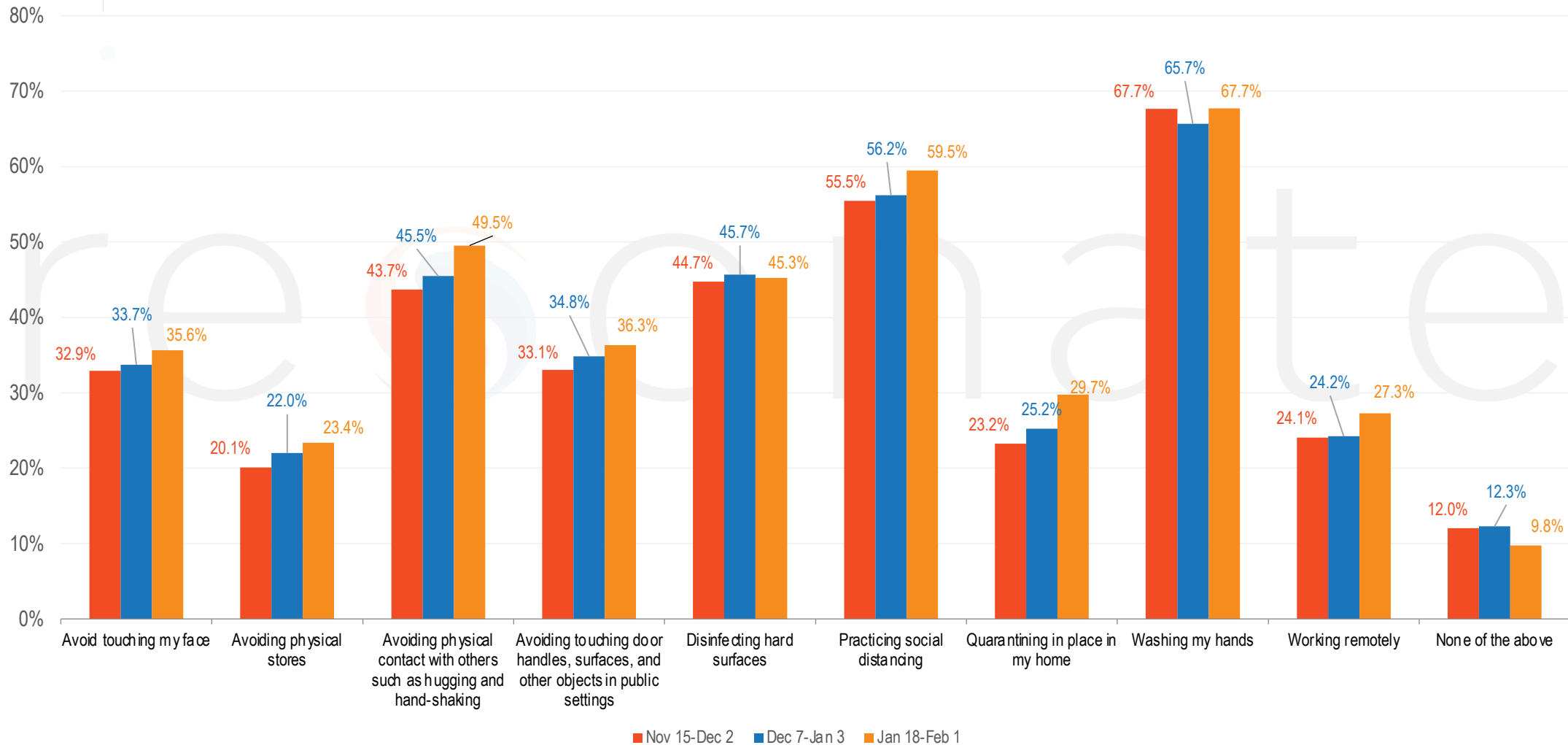
# RISK OF HAVING ELDERLY FAMILY MEMBER GET COVID STILL #1 CONCERN

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



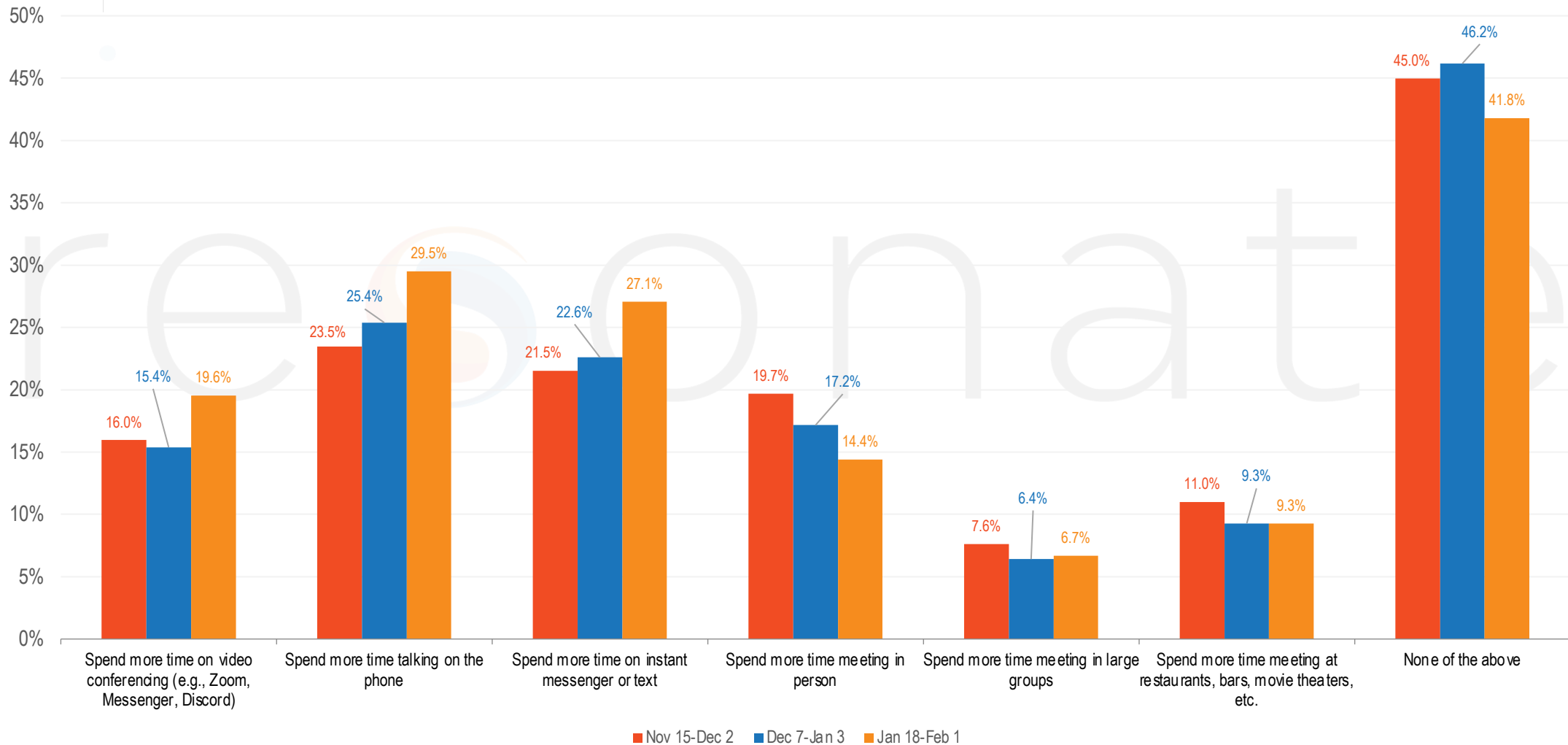
# 3 IN 10 AMERICANS NOW LIKELY TO QUARANTINE AT HOME

Which of the following are you more likely to do since the onset of coronavirus?



# 27% MORE VIDEO CONFERENCING WITH FRIENDS & FAMILY IN LAST 30 DAYS

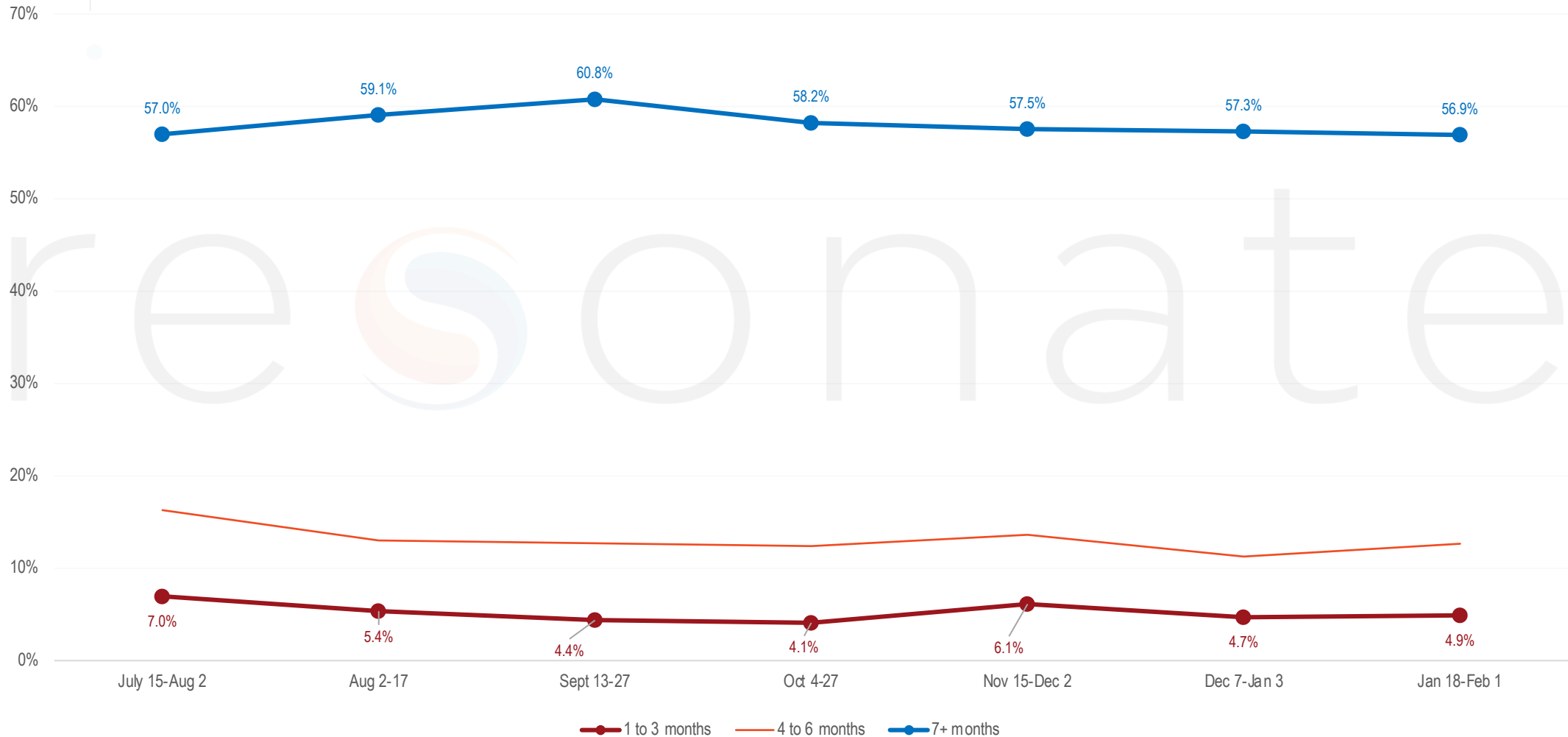
Compared to 30 days ago, how have your social interactions with friends and family changed?





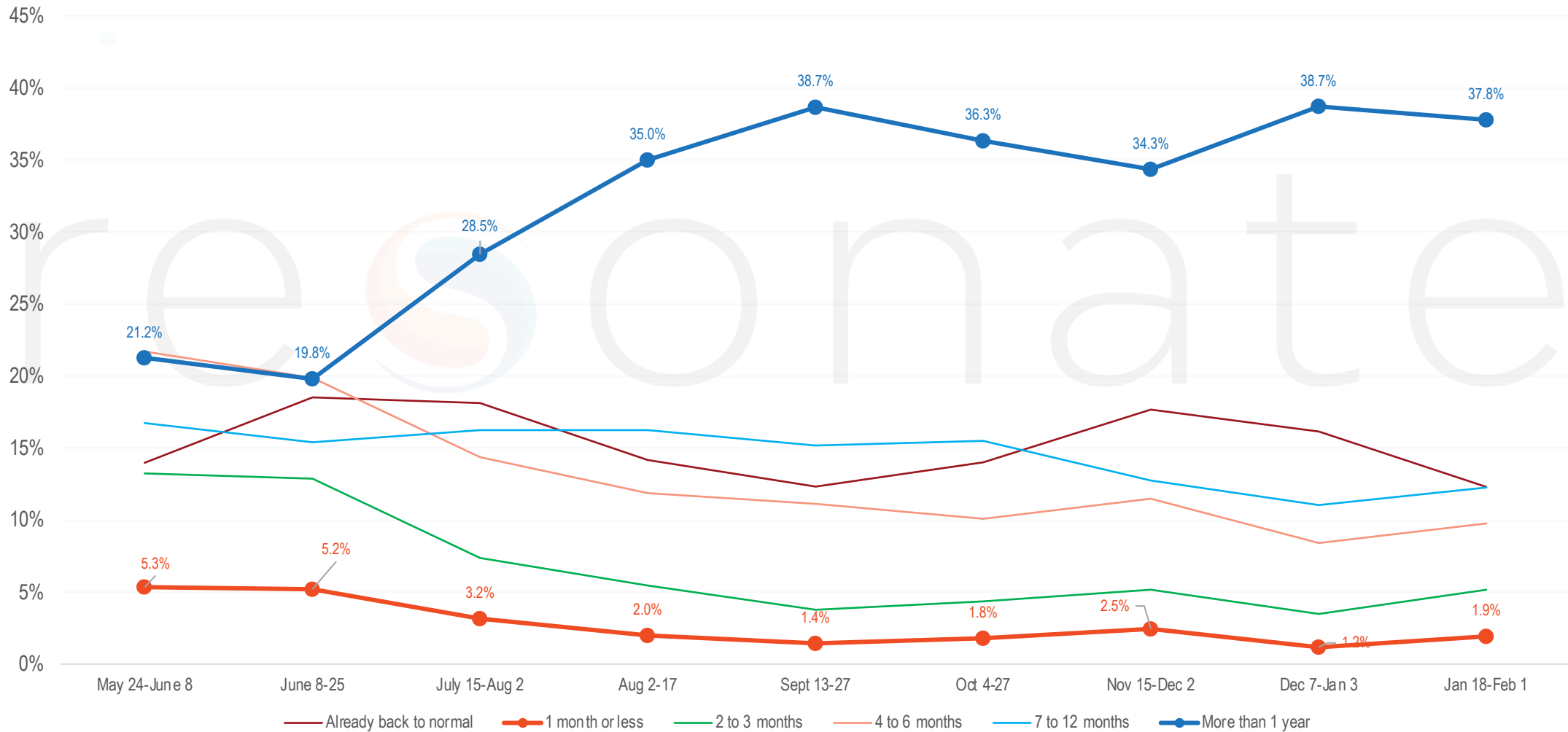
# 57% BELIEVE THE ECONOMY WILL BE BACK TO NORMAL IN 7+ MONTHS

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



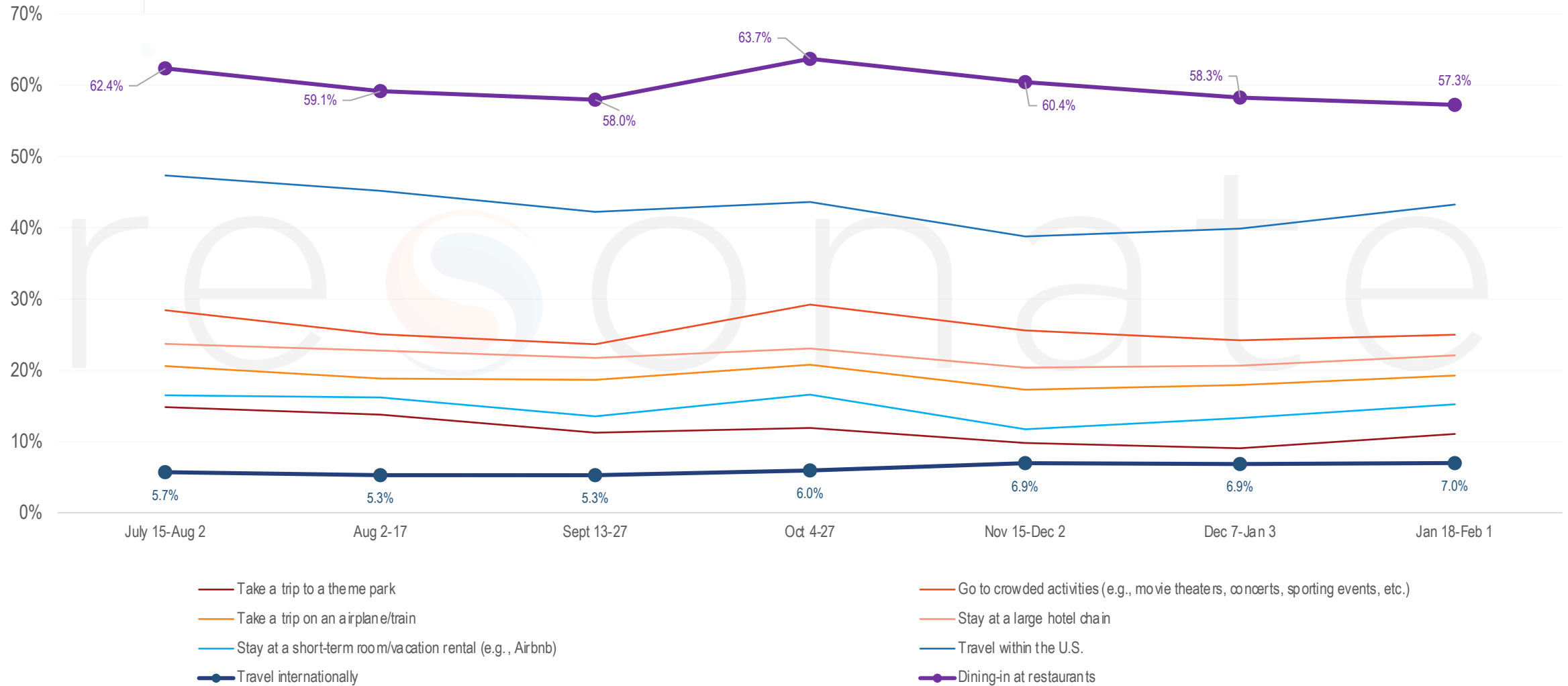
# 38% THINK LIFE WILL RETURN TO NORMAL IN OVER A YEAR

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



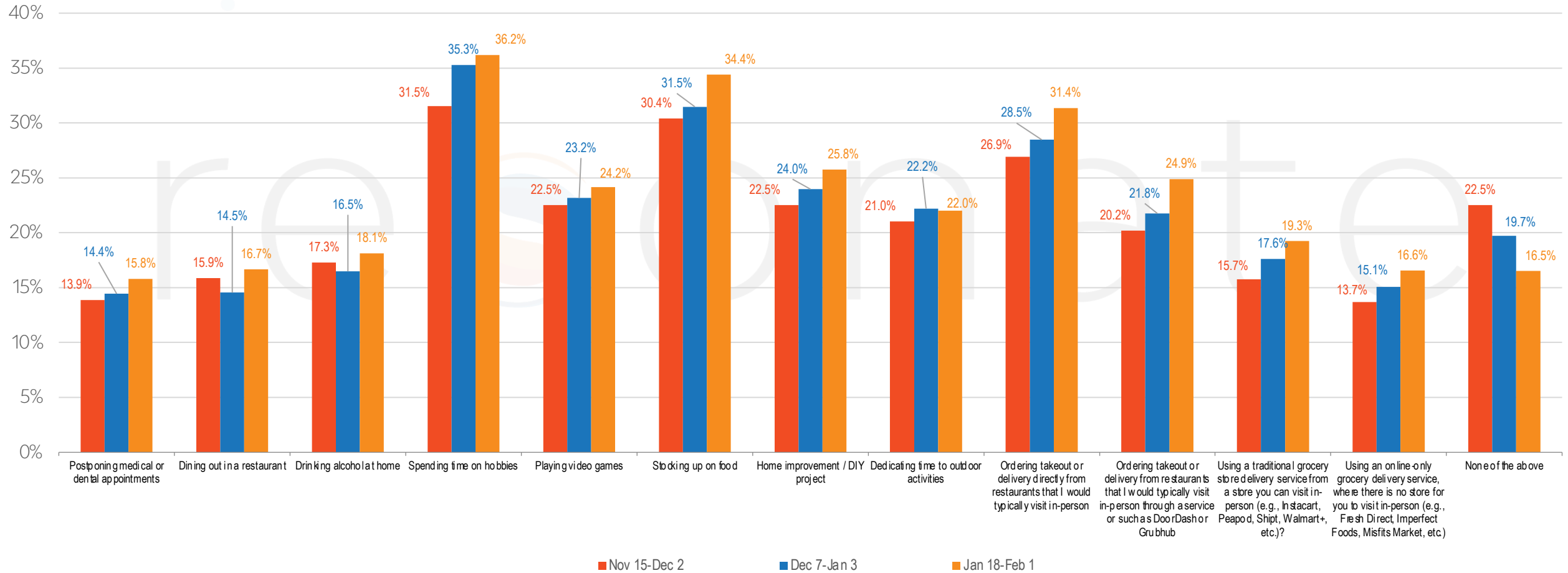
# SLIGHT DIP IN THOSE WHO PLAN TO DINE IN AT RESTAURANTS

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



# 10% INCREASE IN THOSE MORE LIKELY TO ORDER TAKEOUT OR DELIVERY

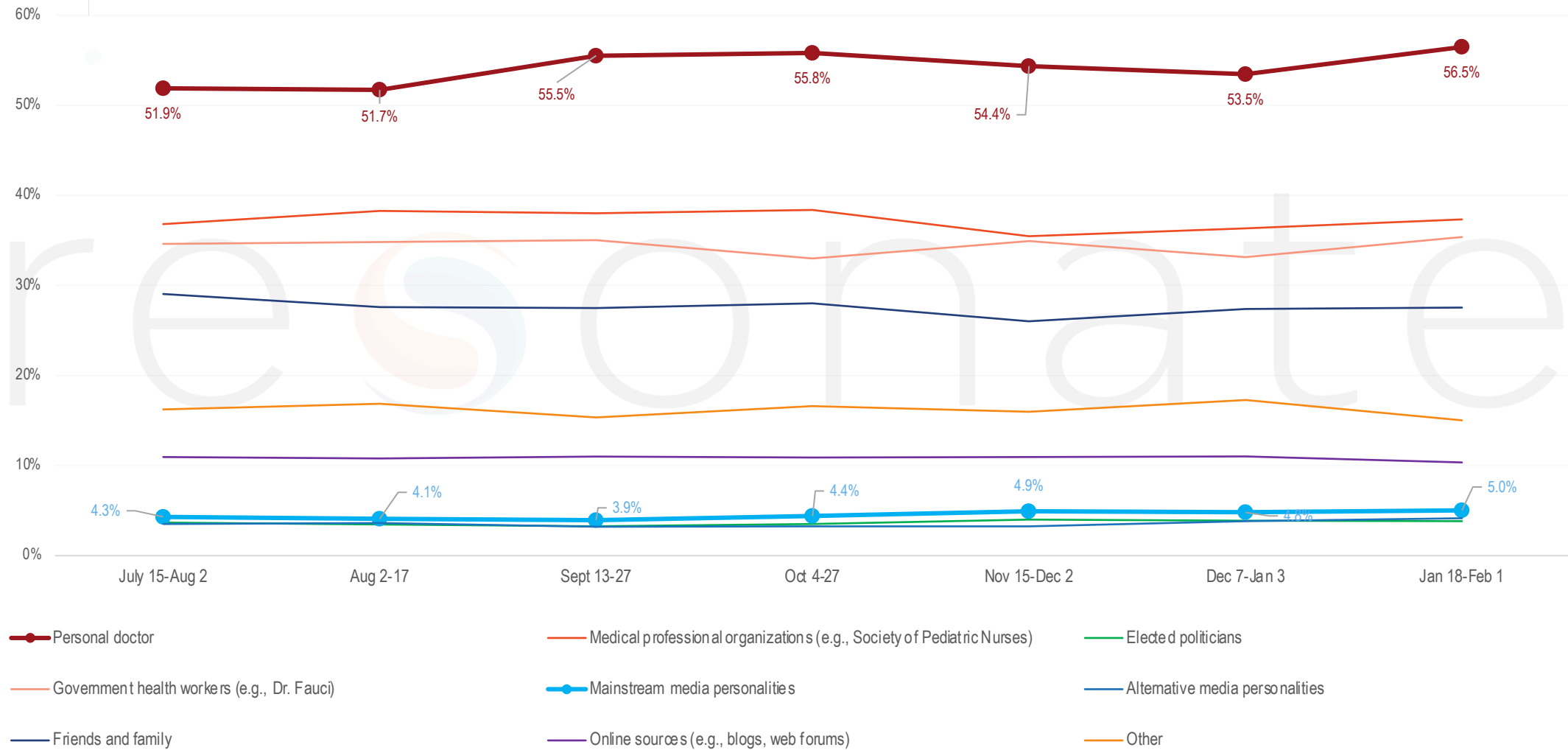
Which of the following lifestyle changes are you likely to adopt since the onset of the coronavirus situation?



# VACCINE SENTIMENT

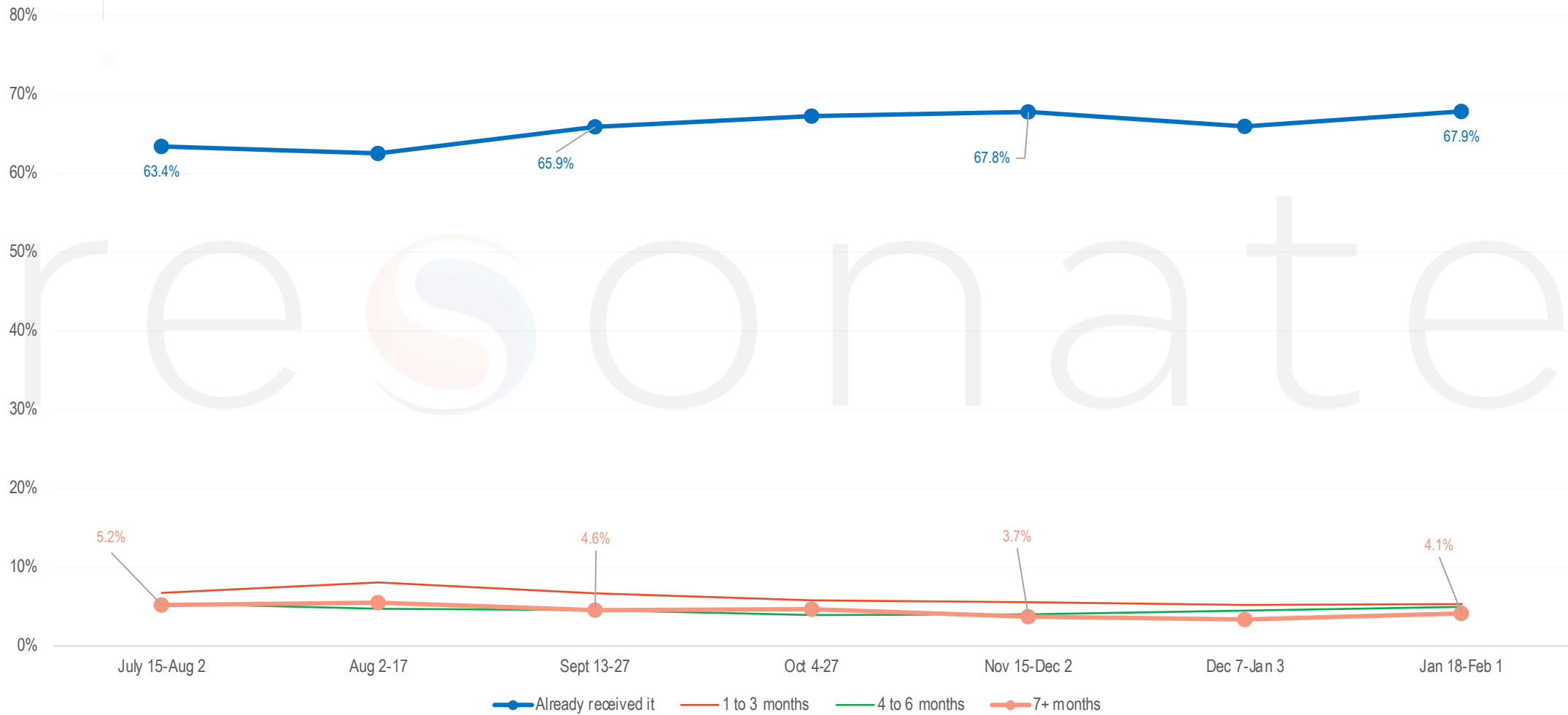
# DOCTORS & MEDICAL ORGANIZATIONS REMAIN TRUSTED VACCINE RESOURCES

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



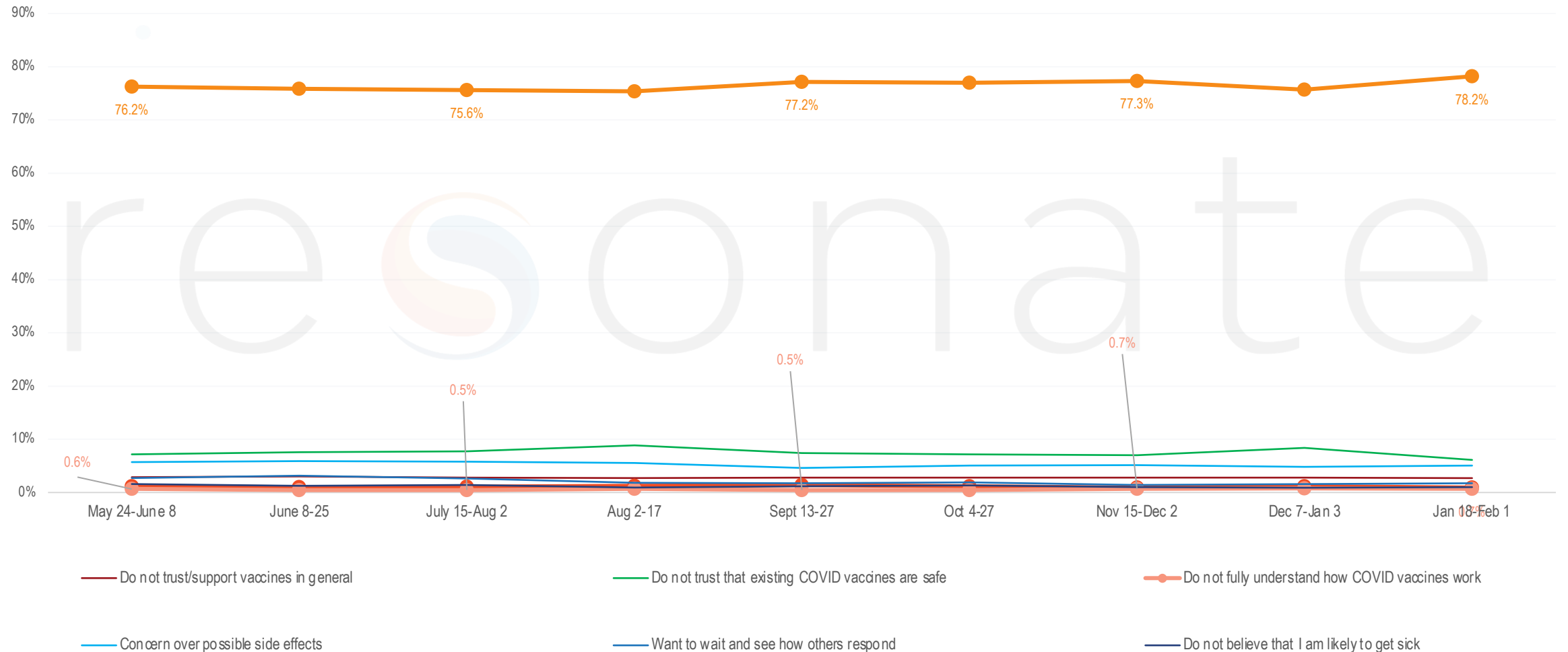
# NEARLY 7 IN 10 AMERICANS SAY THEY ARE FULLY VACCINATED

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



# NOT UNDERSTANDING HOW VACCINES WORK IS #1 CONCERN

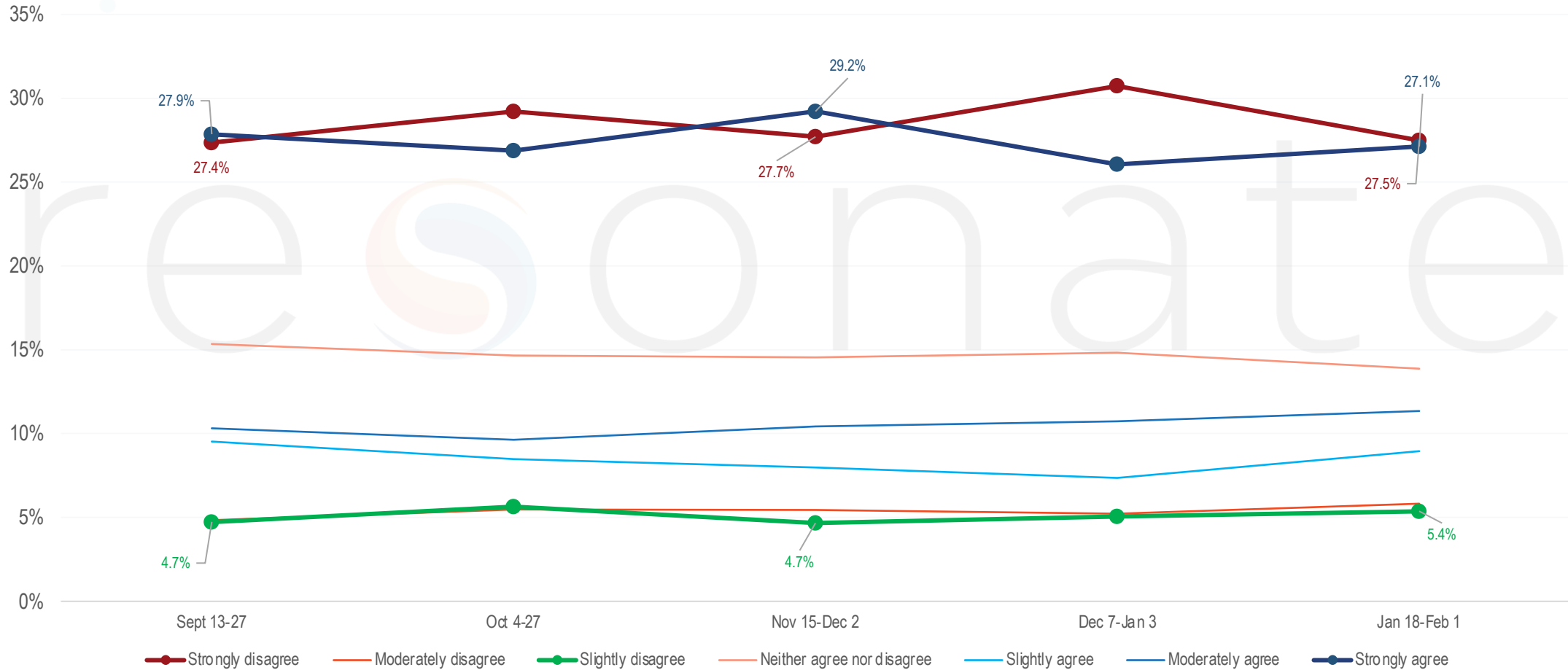
What is the main reason for your delay/unwillingness to take the vaccine? Note: this was only asked of those who have not taken the vaccine.





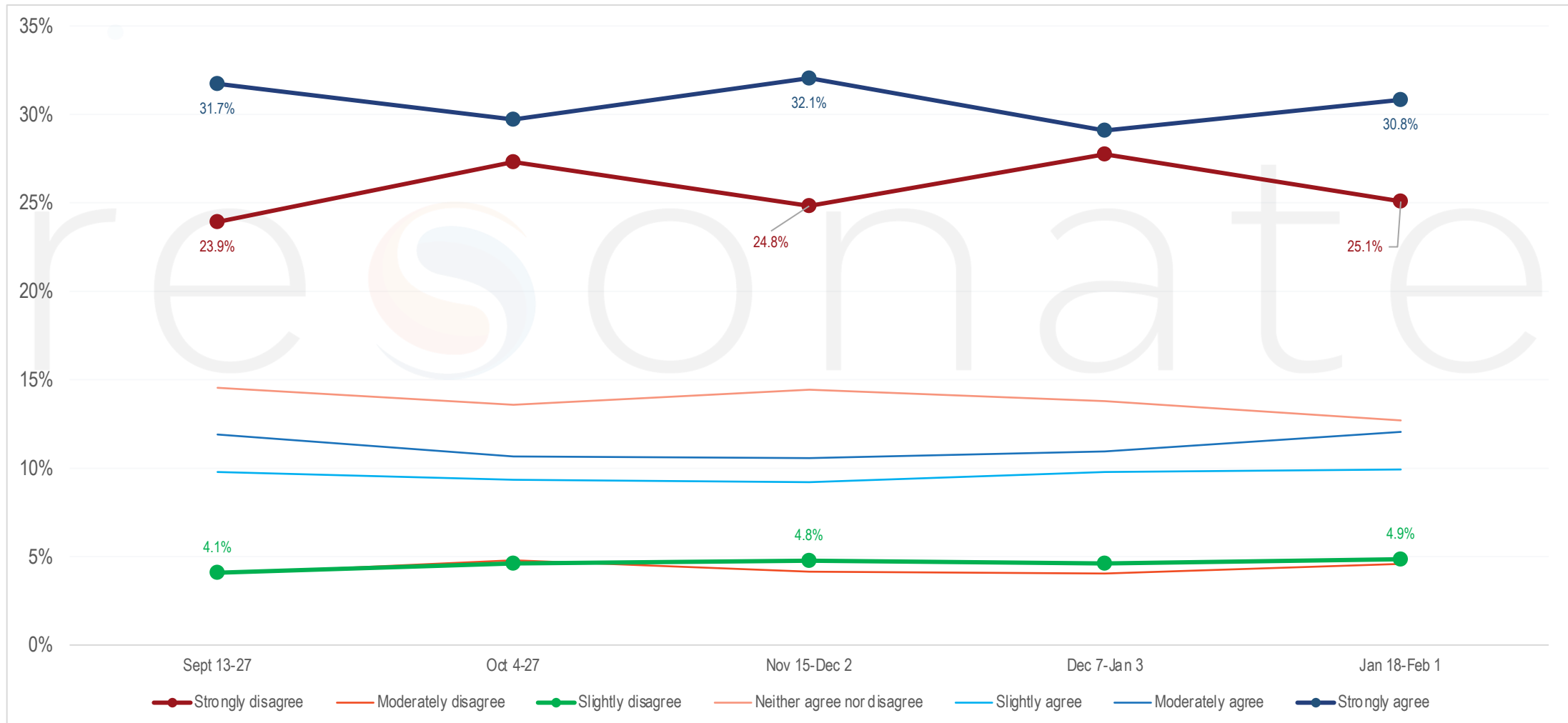
# 10% FEWER STRONGLY DISAGREE W/PROOF OF VACCINATION MANDATE

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)?



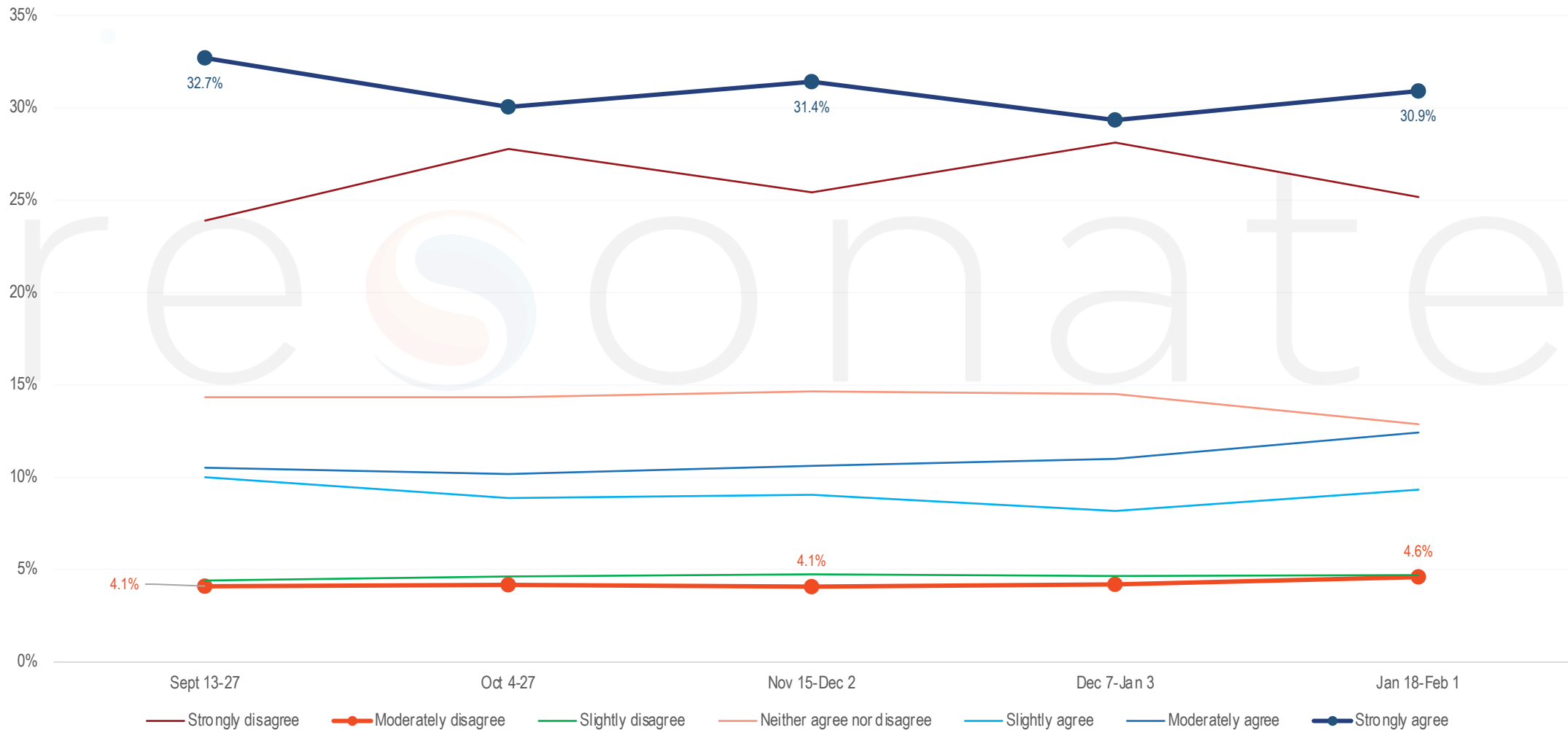
# 3 IN 10 STRONGLY AGREE EMPLOYEE PROOF OF VACCINATION SHOULD BE REQUIRED

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?



# 1 IN 4 STRONGLY DISAGREE SCHOOLS SHOULD REQUIRE PROOF OF VACCINATION

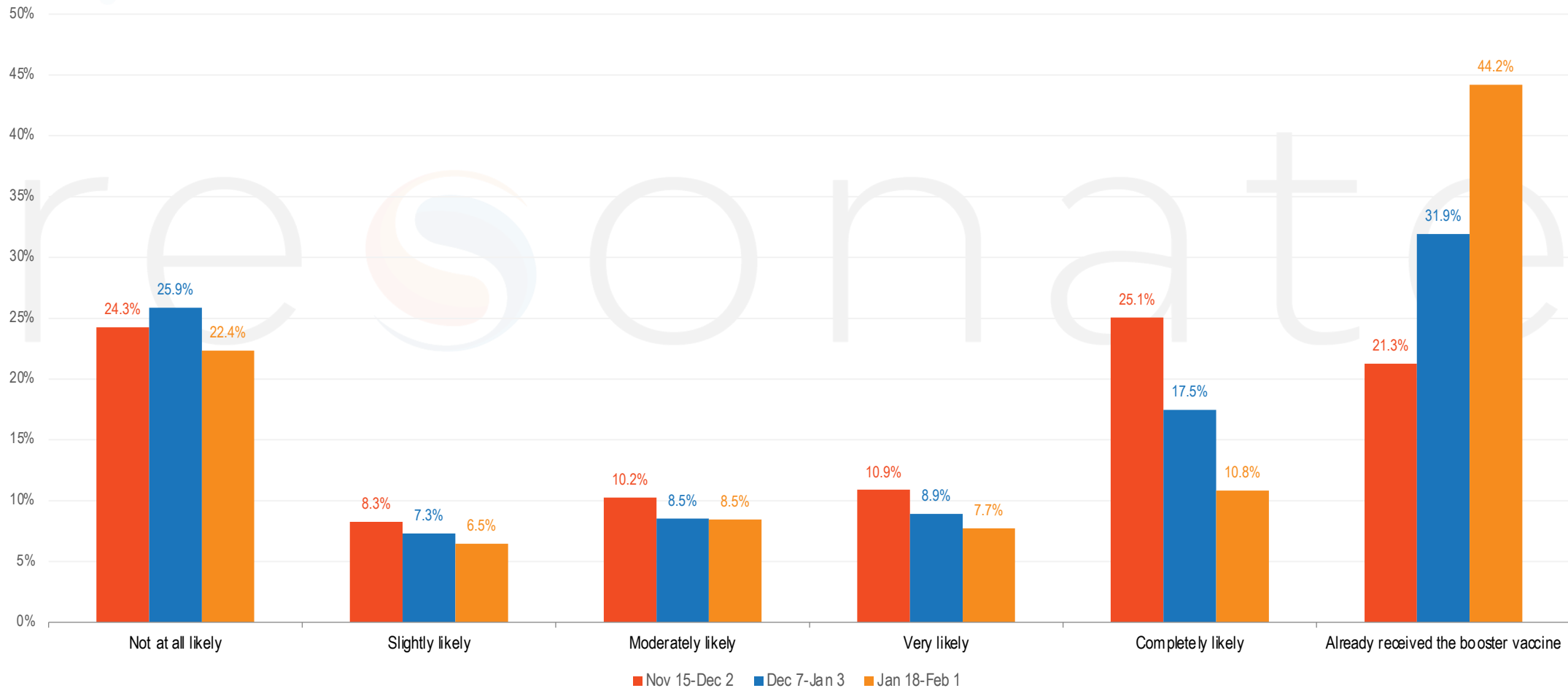
To what extent do you agree or disagree that schools should be able to mandate or require students show proof of vaccination in order to return to in classroom learning?



# 44.2% AMERICANS SAY THEY HAVE ALREADY RECEIVED BOOSTER VACCINE

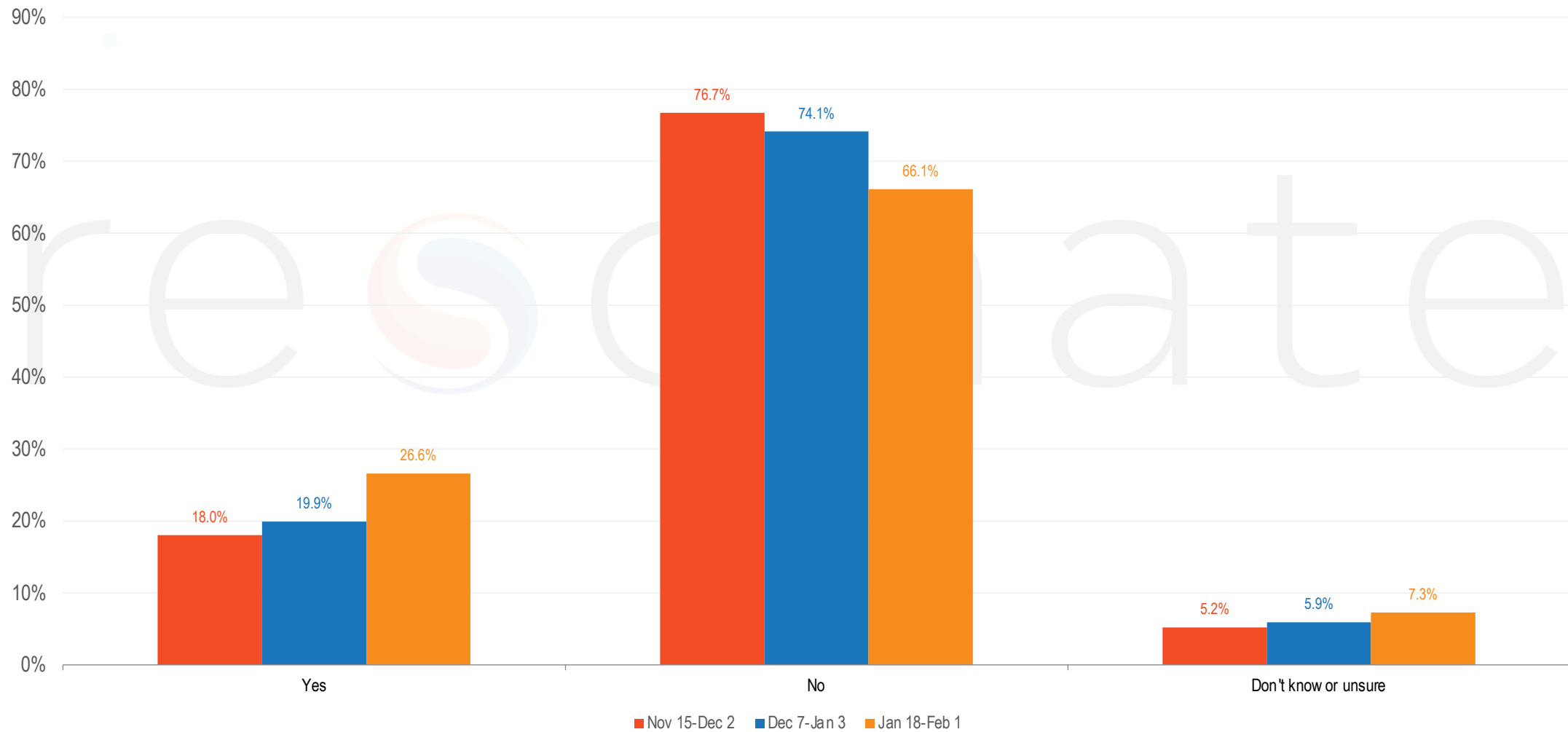
The FDA gave emergency approval and recommended that all adults over 18 vaccinated with either Moderna or Pfizer to receive a 3rd coronavirus booster vaccine shot, as well as a 2nd shot for all adults over 18 vaccinated with Johnson & Johnson.

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



# 1 IN 4 SAYS THEY'VE CONTRACTED COVID SINCE THE PANDEMIC STARTED

Regardless of whether you were vaccinated, have you contracted the coronavirus personally since the pandemic began in December 2019?

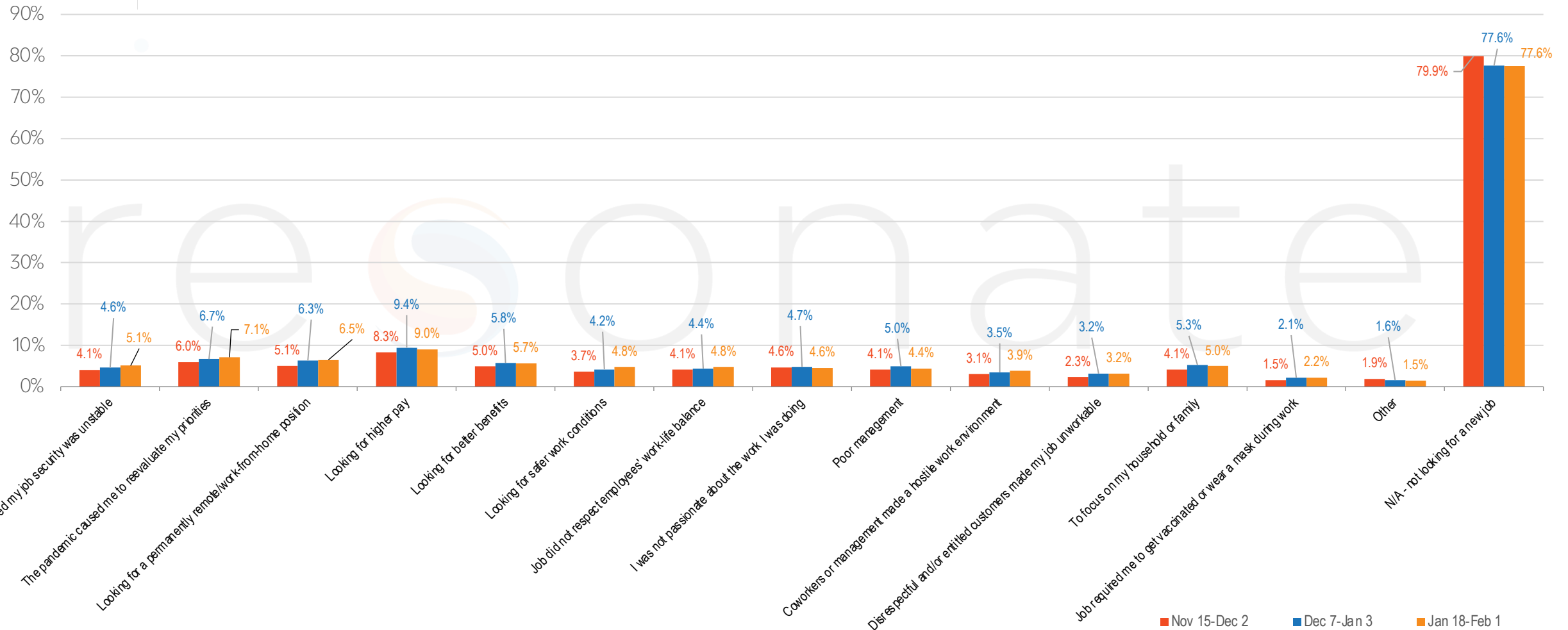


The image features a solid blue background with a large, faint, stylized graphic of two interlocking loops or swirls. The text "WORK LIFE" is centered in a white, bold, sans-serif font.

**WORK LIFE**

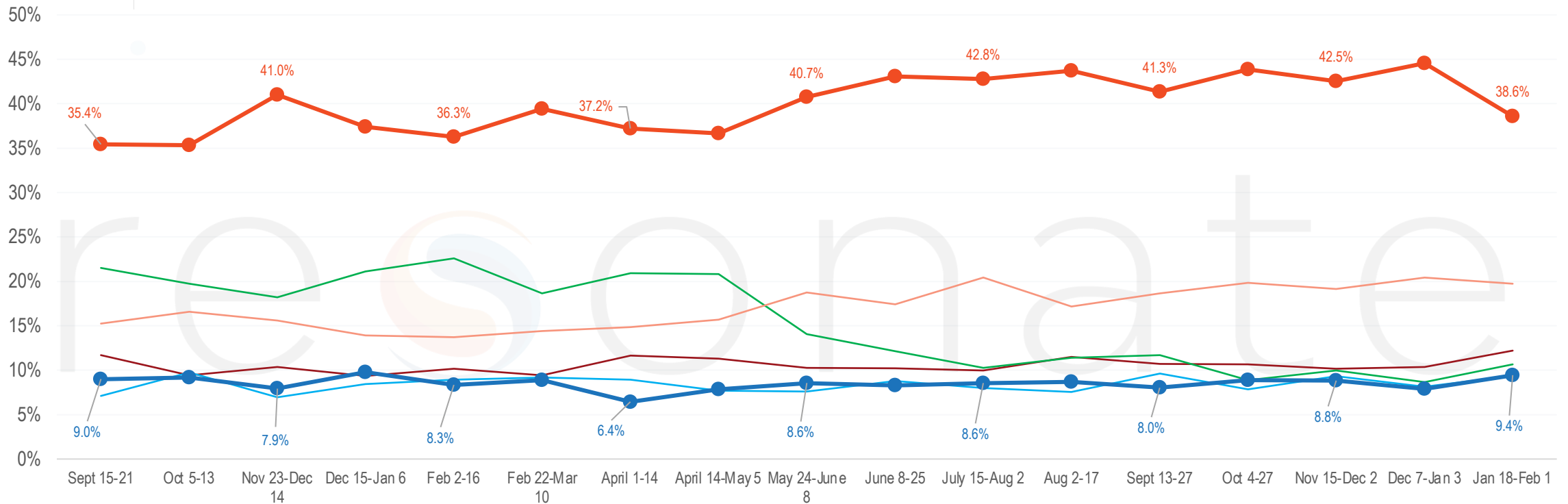
# HIGHER PAY REMAINS TOP REASON AMERICANS ARE JOB HUNTING

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



# 13% FEWER SAY THEIR WORK DOESN'T ALLOW THEM TO WORK FROM HOME

Which of the following best describes your work situation?

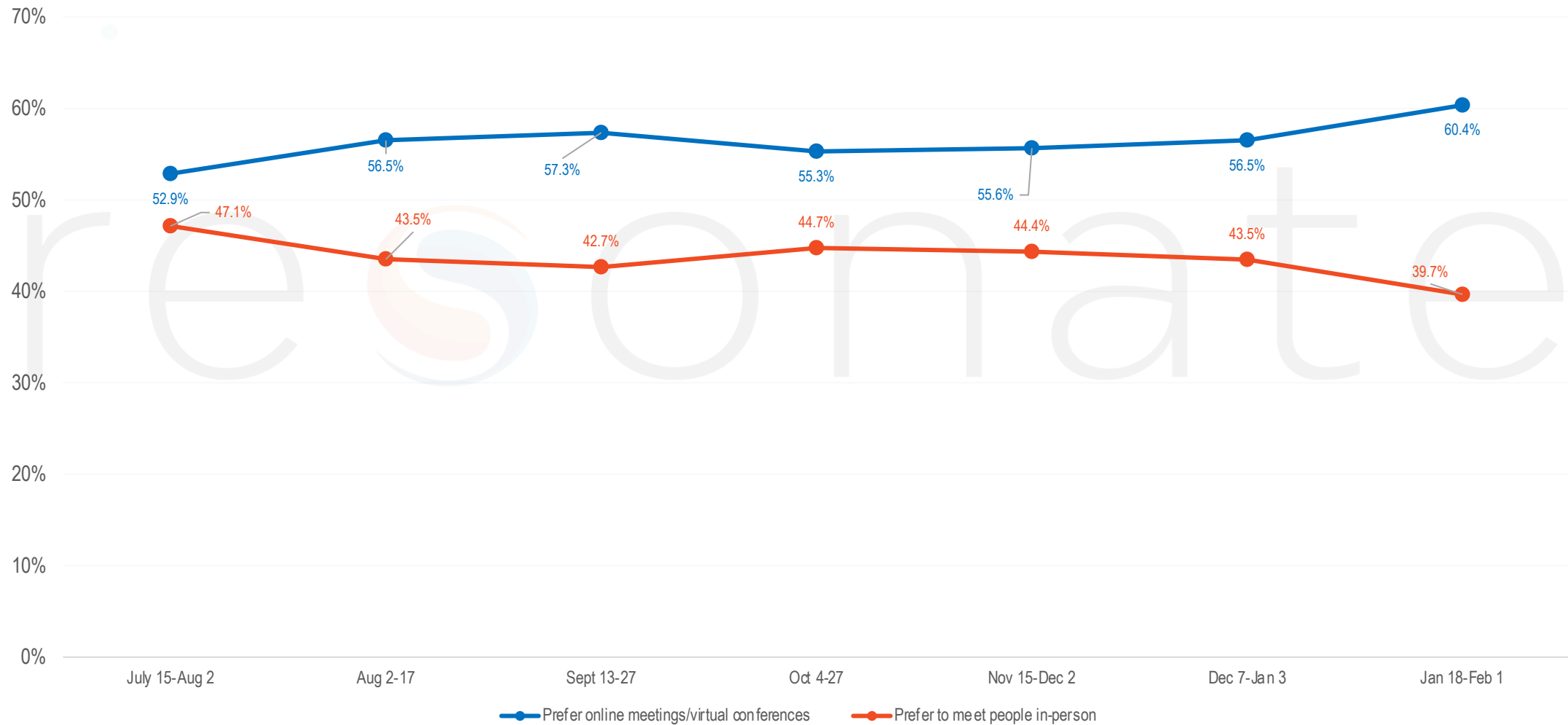


- My job has always been "work from home"
- The nature of my work does not allow me to stay at home
- My company has required employees to work from home
- My company has required employees to return to work in the company's office
- My company has offered employees a voluntary option to work from home, and I plan to work in the company's office on all or most days
- My company has offered employees a voluntary option to work from home, and I plan to work from home on all or most days



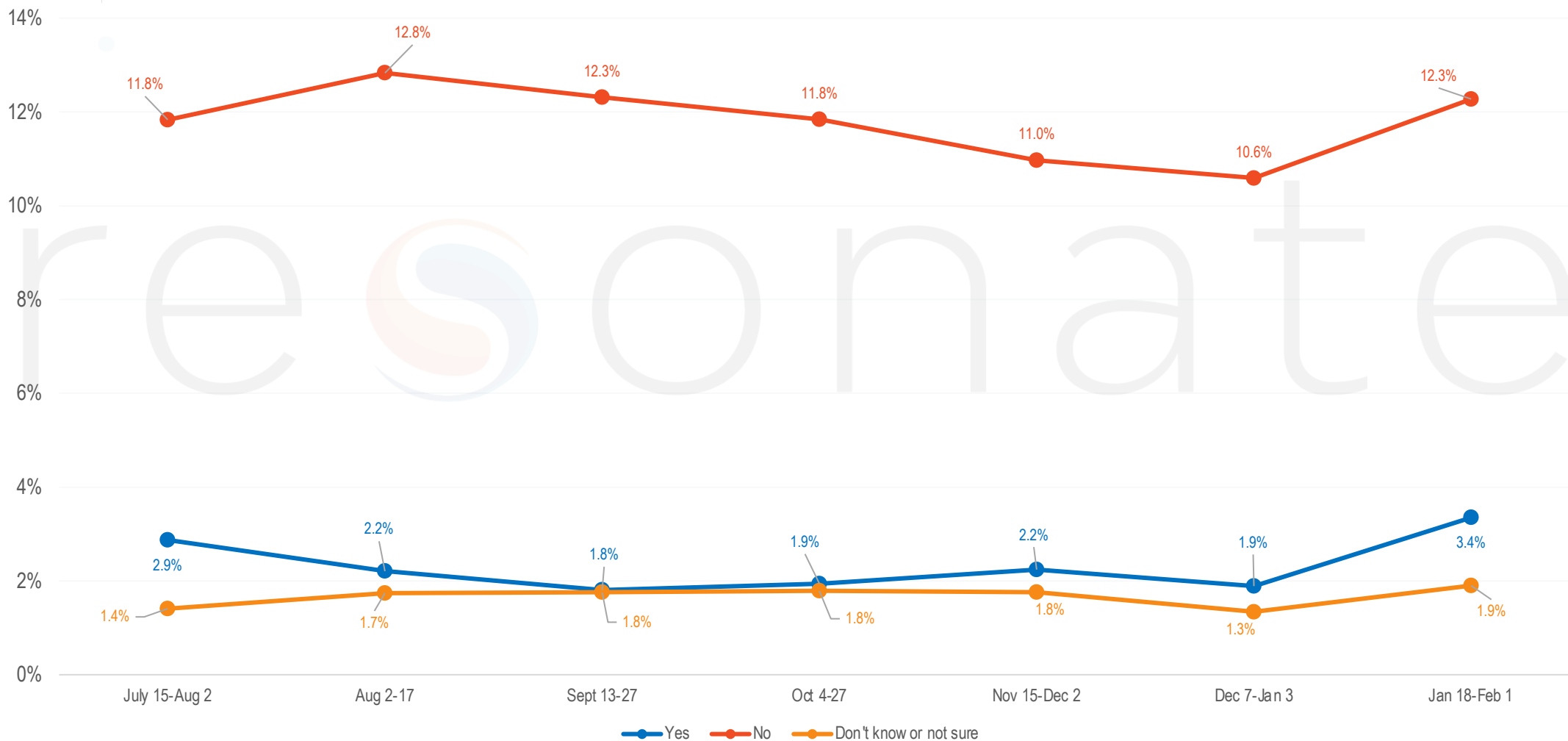
# 3 IN 5 AMERICANS PREFER VIRTUAL WORK EVENTS OVER IN-PERSON

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



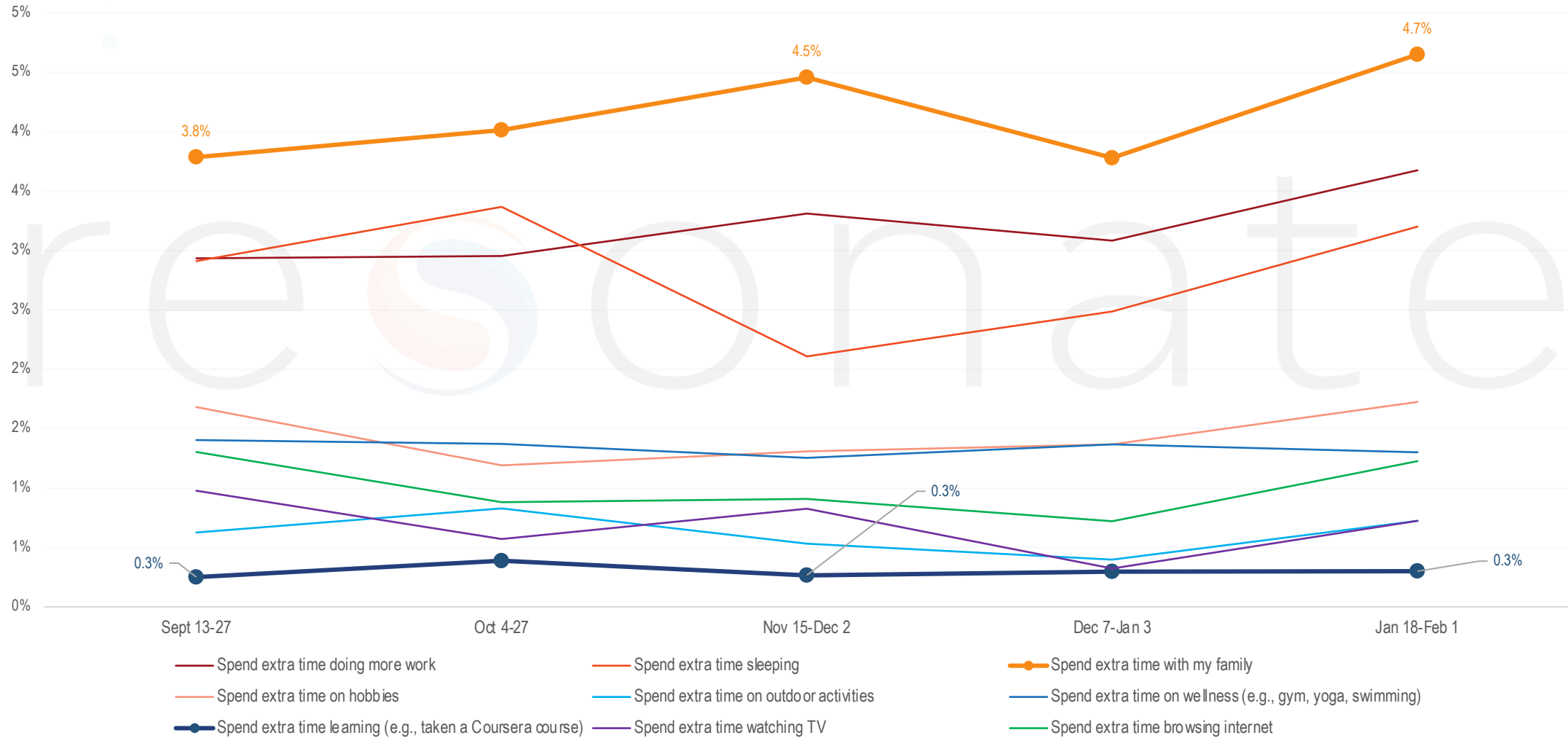
# SLIGHT INCREASE IN WORKERS PLANNING TO RELOCATE IN 6 MONTHS

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?



# FOR MOST, TIME SAVED NOT COMMUTING TO WORK IS SPENT WITH FAMILY

Given that you are currently working from home, how do you primarily spend time saved from not commuting to work?

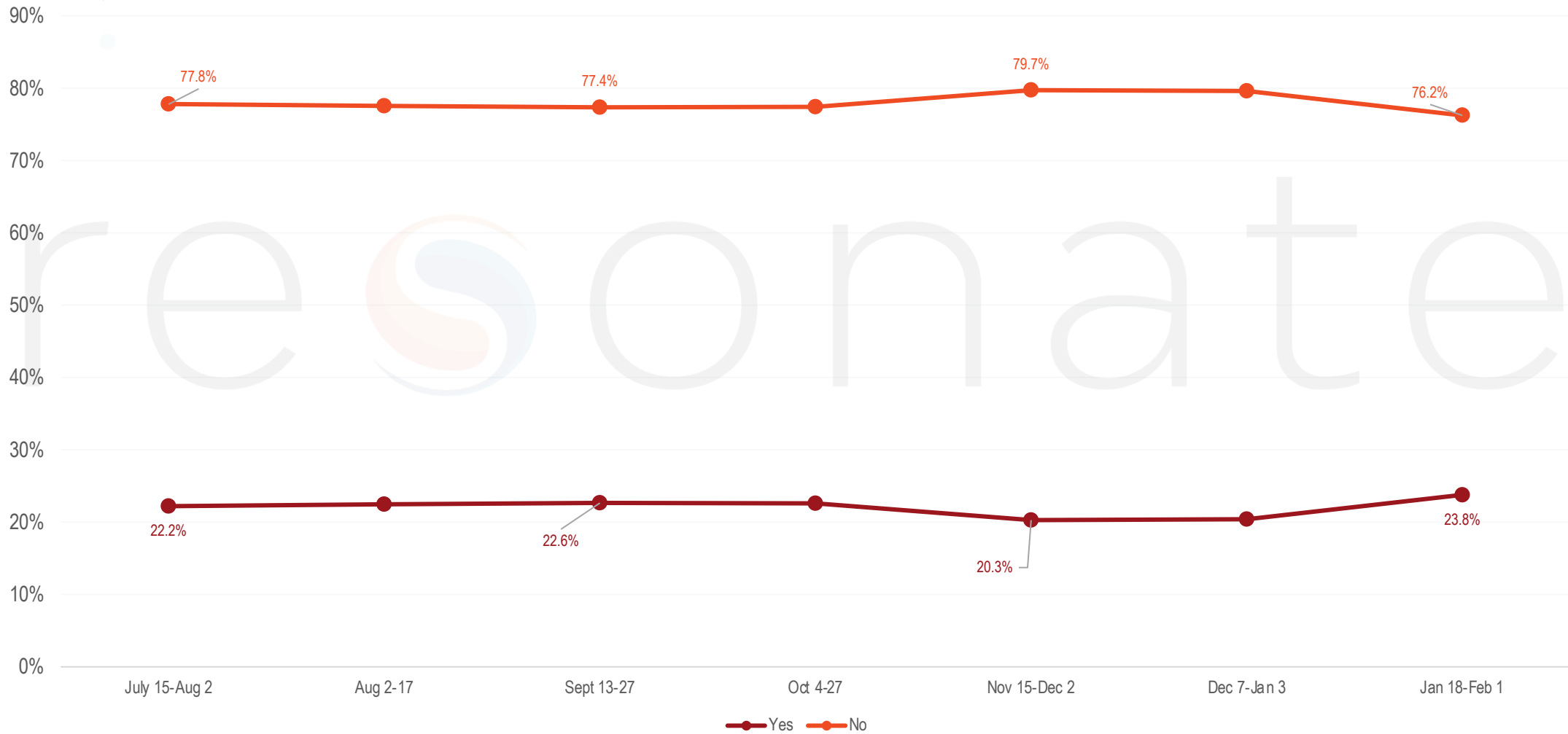


The image features a solid blue background with a large, abstract graphic composed of multiple overlapping, white, wavy lines that create a sense of motion and depth. The word "TRAVEL" is centered in the middle of the image in a clean, white, sans-serif, all-caps font.

TRAVEL

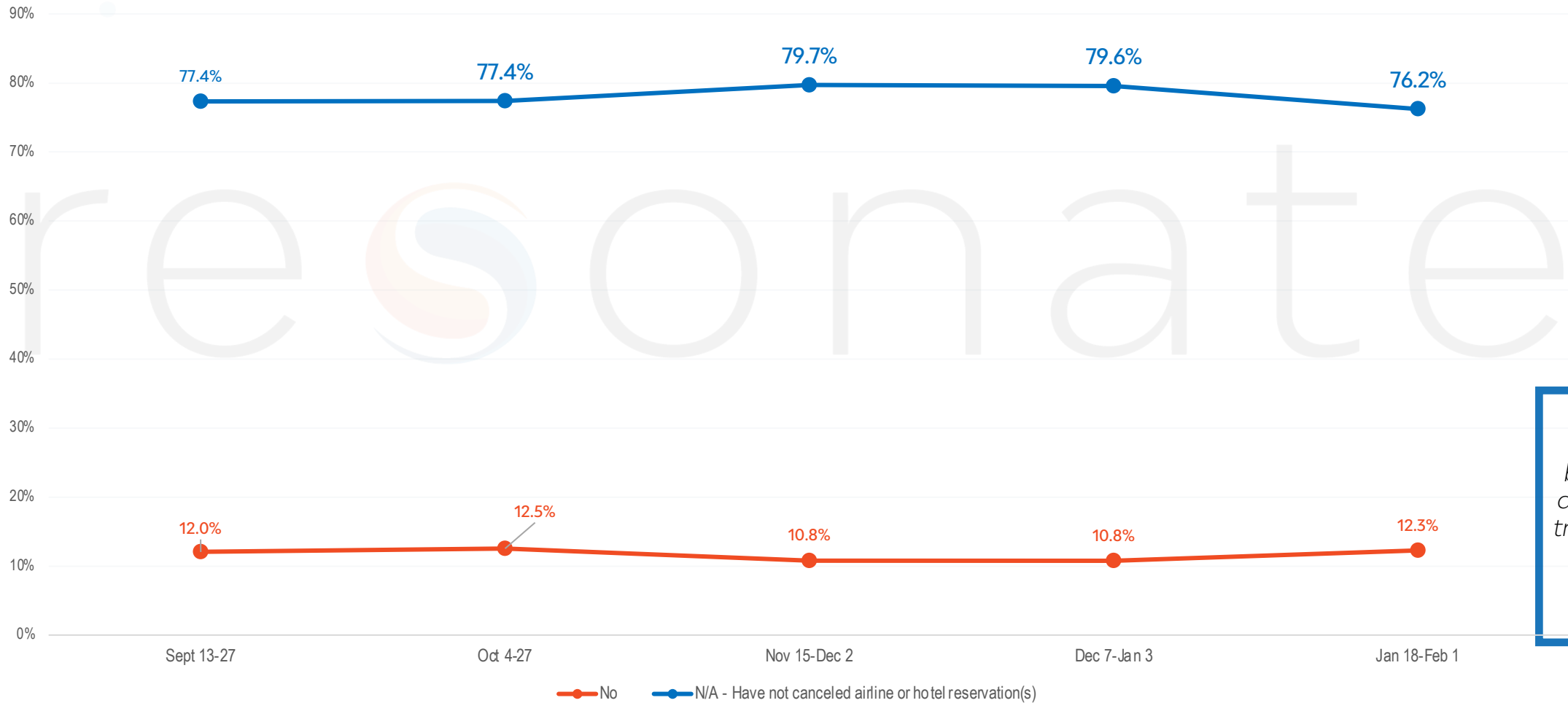
# 1 IN 5 AMERICANS HAS CANCELLED TRAVEL PLANS DUE TO THE PANDEMIC

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



# 12% HAVE REBOOKED TRAVEL PLANS AFTER COVID CANCELLATION

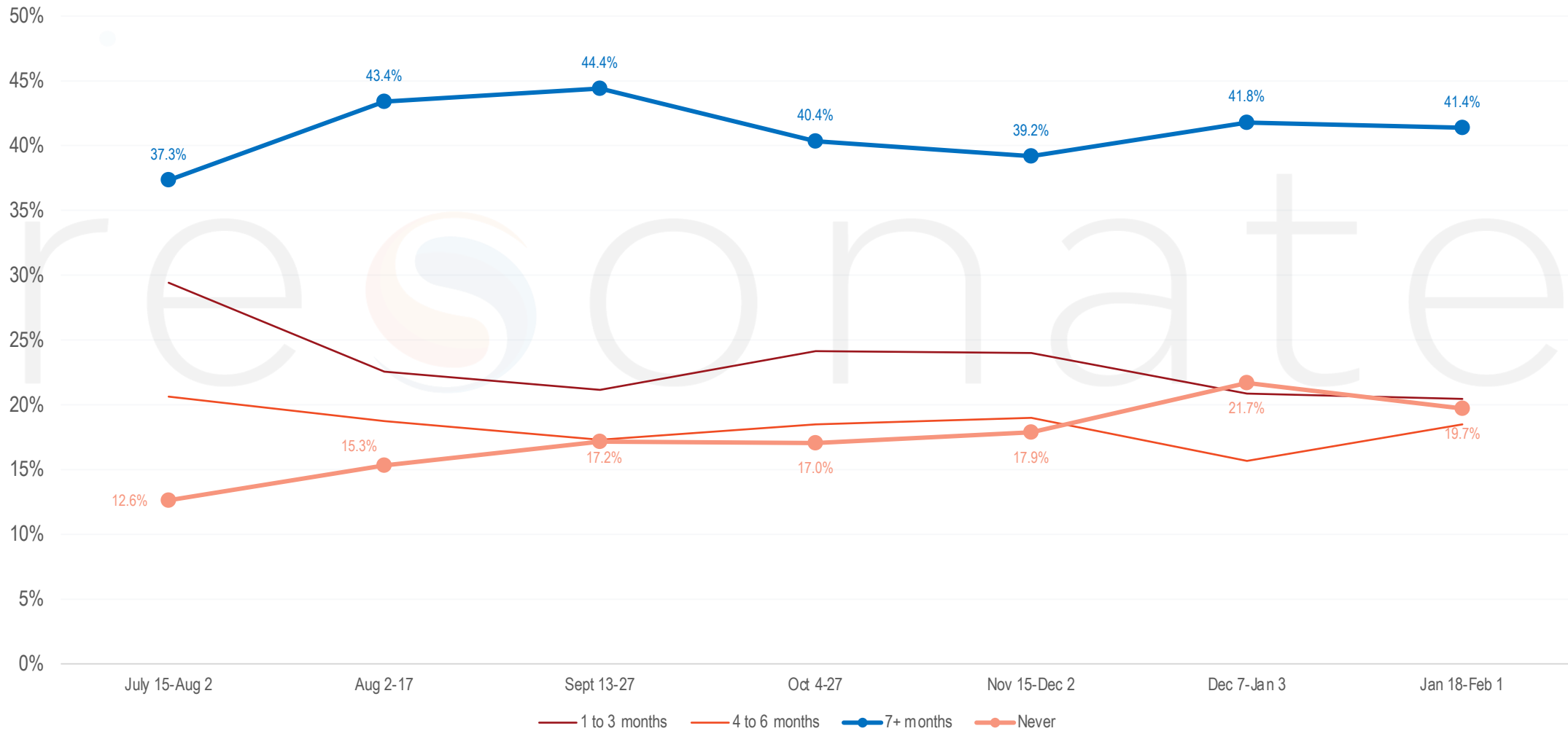
For those airline or hotel reservation(s) that you cancelled, **have you booked some or all of them again for a later date?** Note: This question only applies to those who cancelled reservations due to the pandemic.



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

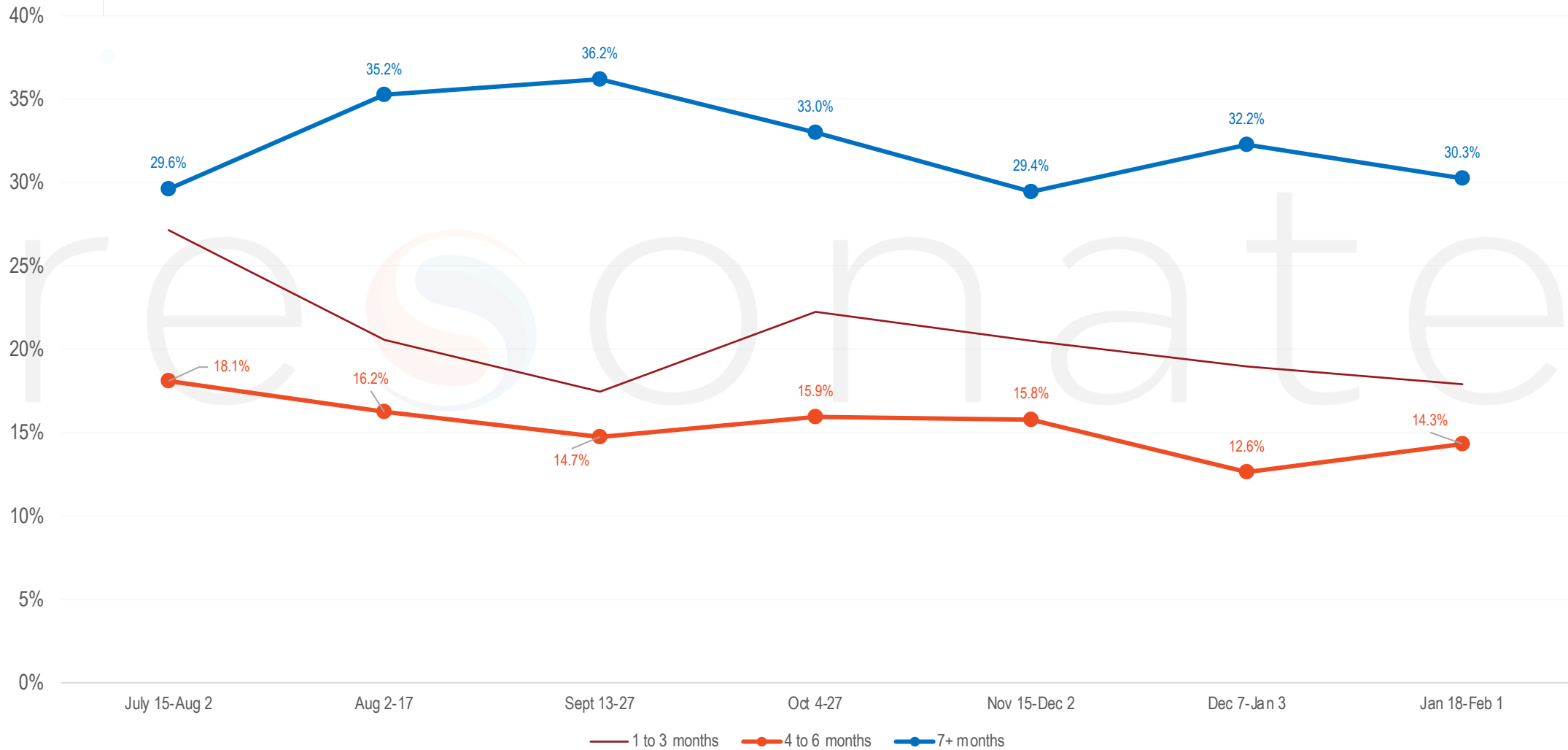
# 21% MORE CONSUMERS THINK LEISURE TRAVEL WILL NEVER RETURN TO NORMAL

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



# 1 IN 3 THINKS BUSINESS TRAVEL WILL BE BACK TO NORMAL IN 7+ MONTHS

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



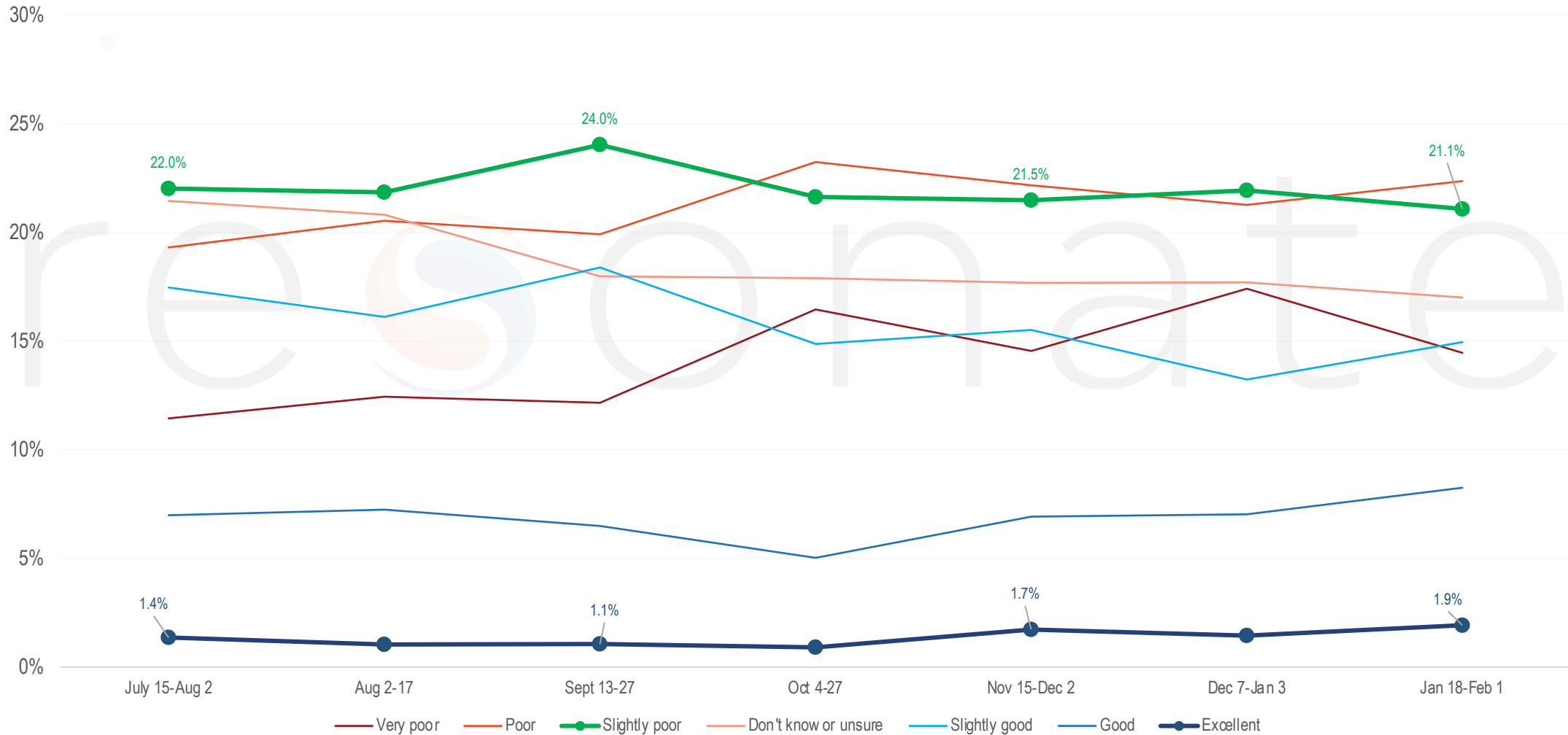




FINANCIAL

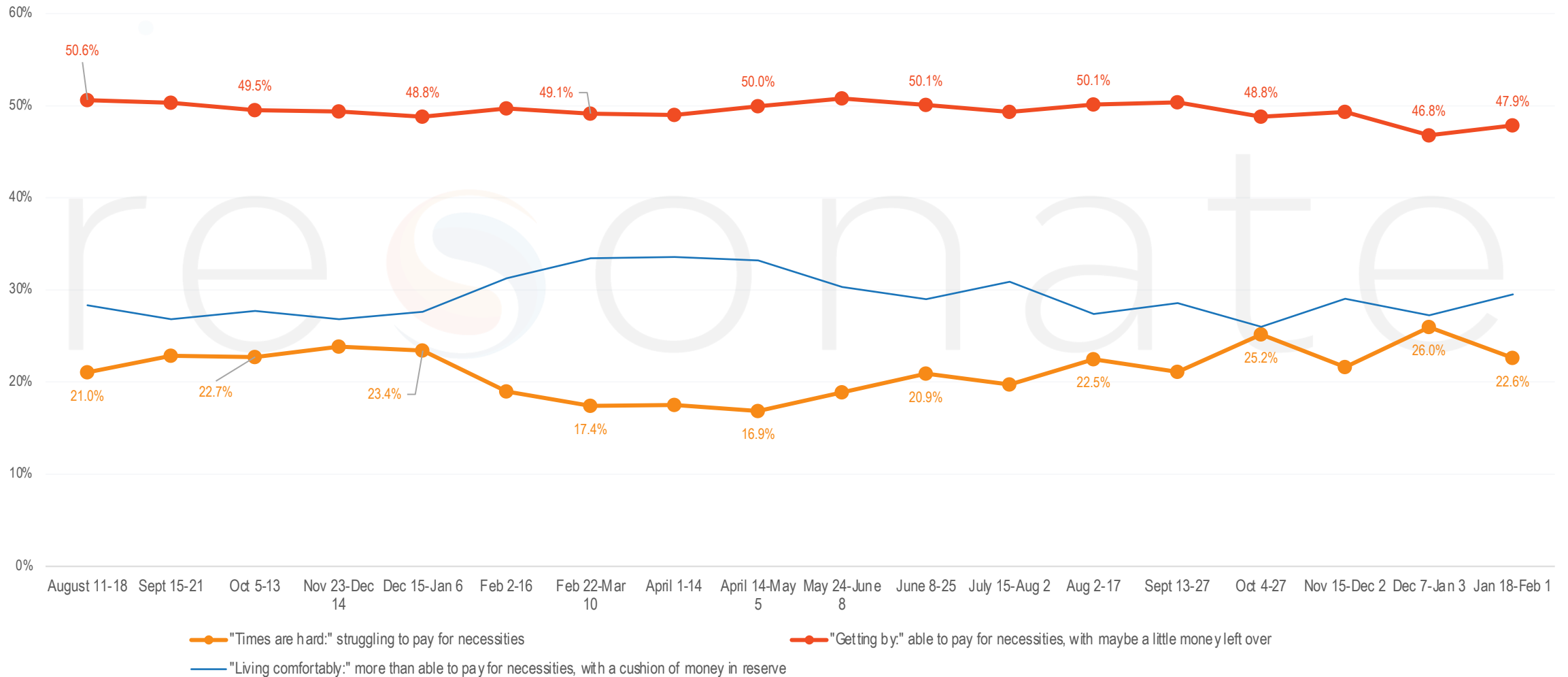
# DESPITE UPTICK IN POSITIVE SENTIMENT, MOST RATE U.S. ECONOMY AS POOR

What is the current quality of the United States economy?



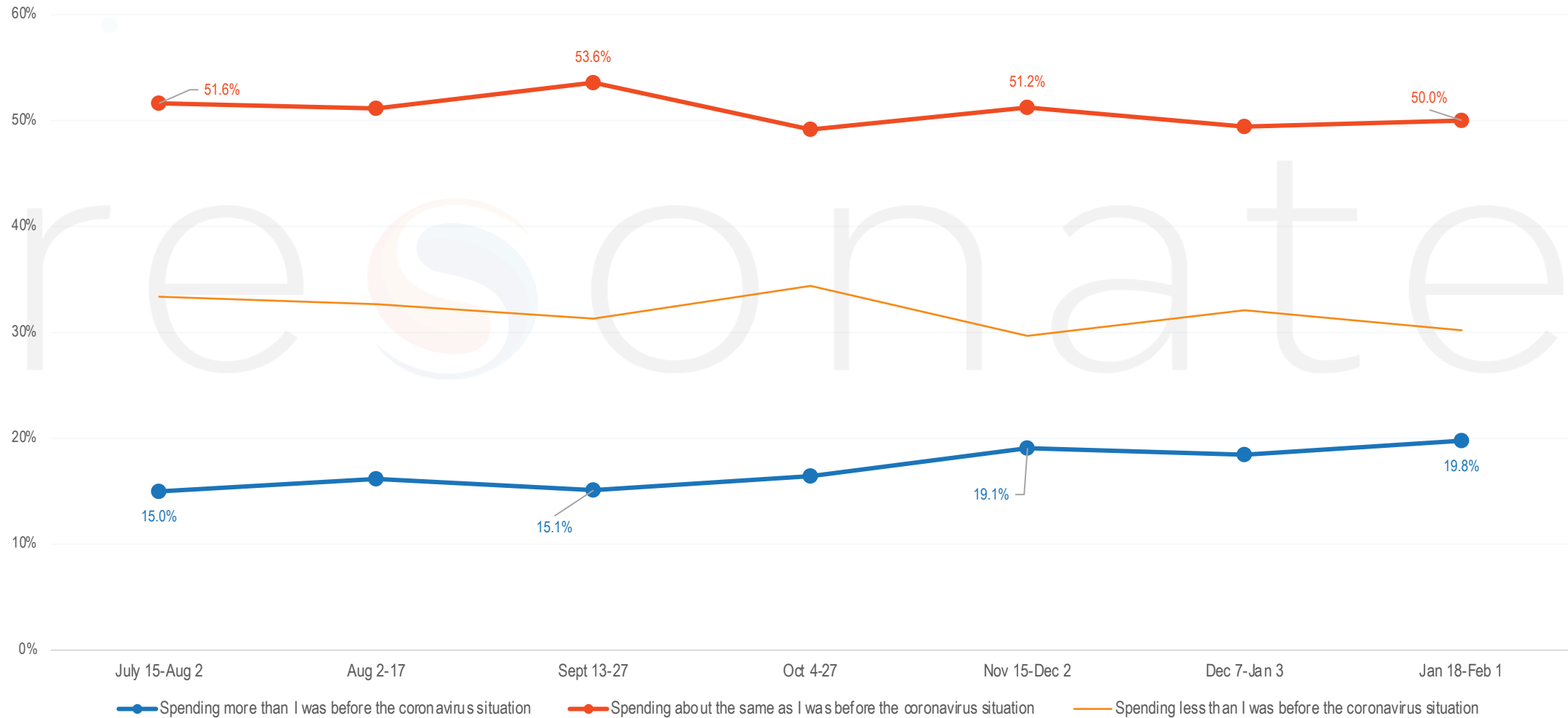
# 13% FEWER AMERICANS BELIEVE "TIMES ARE HARD" FINANCIALLY

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



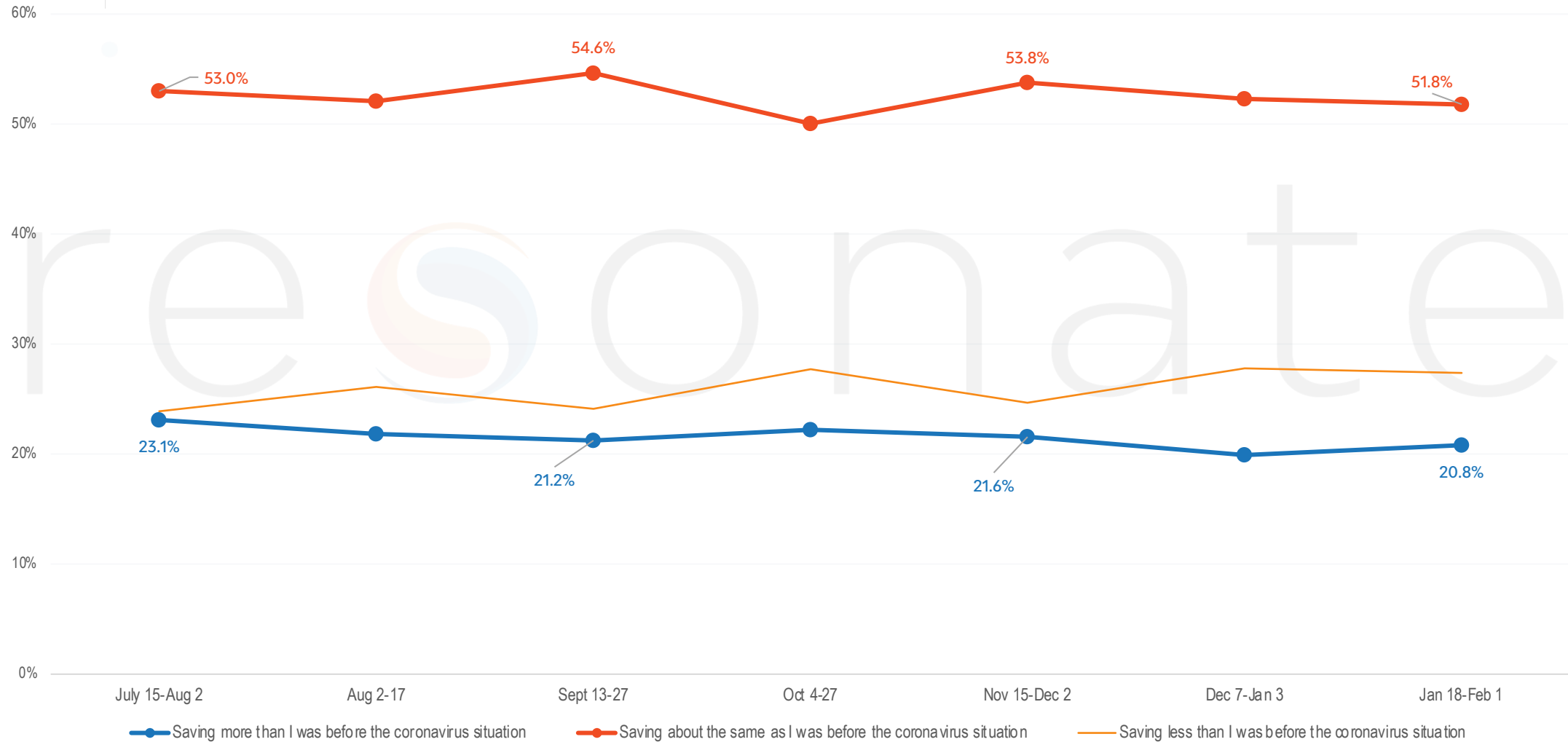
# 2 IN 5 AMERICANS ARE SPENDING MORE THAN THEY WERE BEFORE PANDEMIC

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



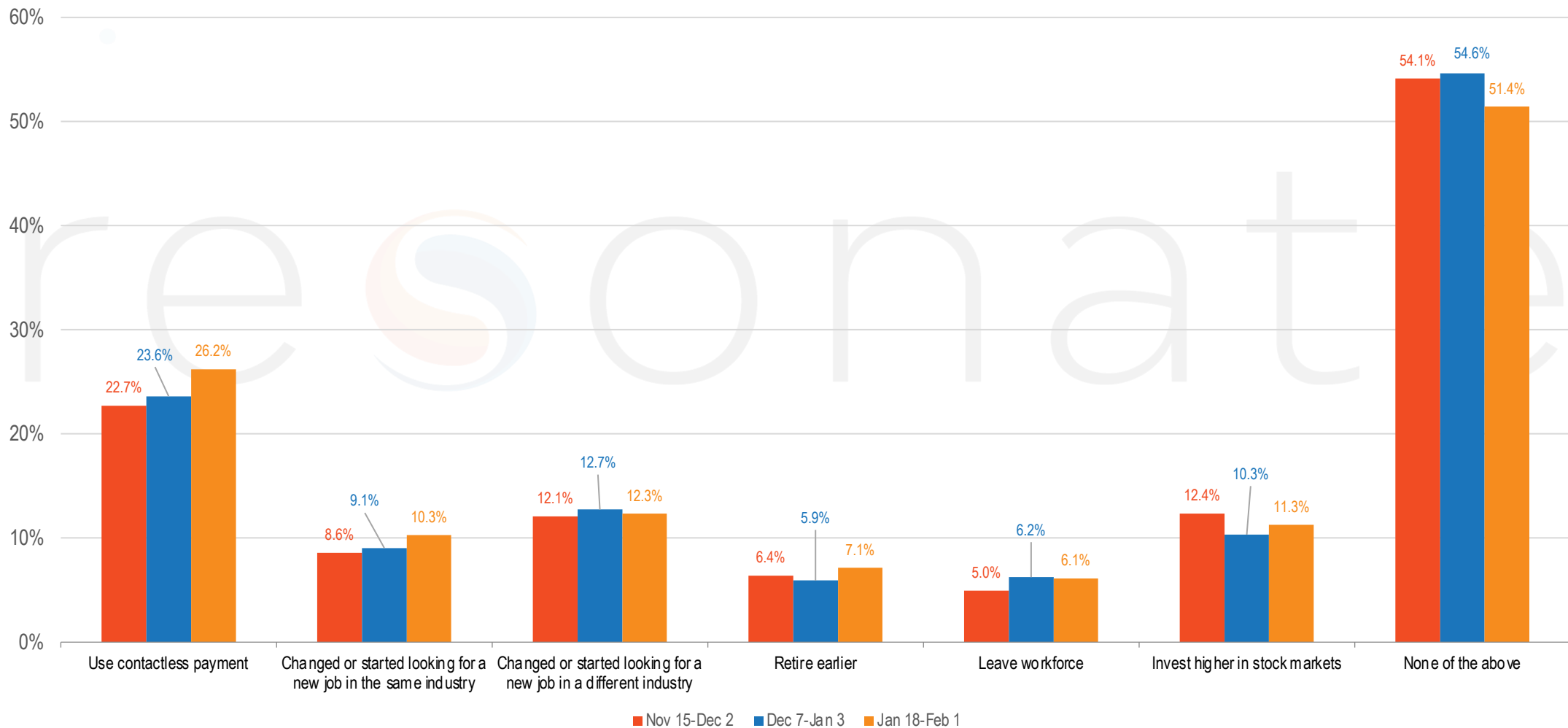
# 20.8% SAY THEY ARE SAVING MORE MONEY THAN BEFORE THE PANDEMIC

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



# 1 IN 4 AMERICANS ARE ADOPTING CONTACTLESS PAYMENTS DUE TO COVID

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

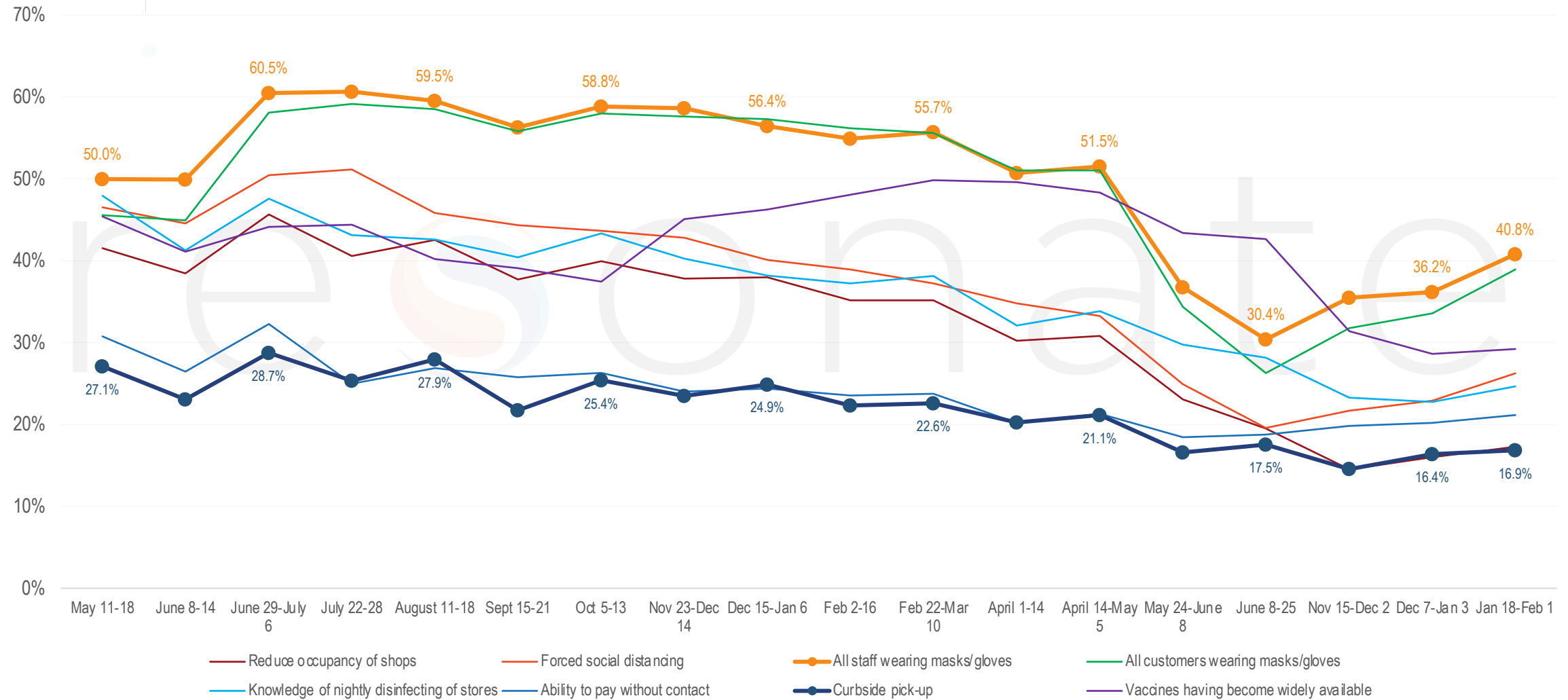




RETAIL

# 41% WANT STAFF TO WEAR MASKS & GLOVES FOR IN-STORE SHOPPING

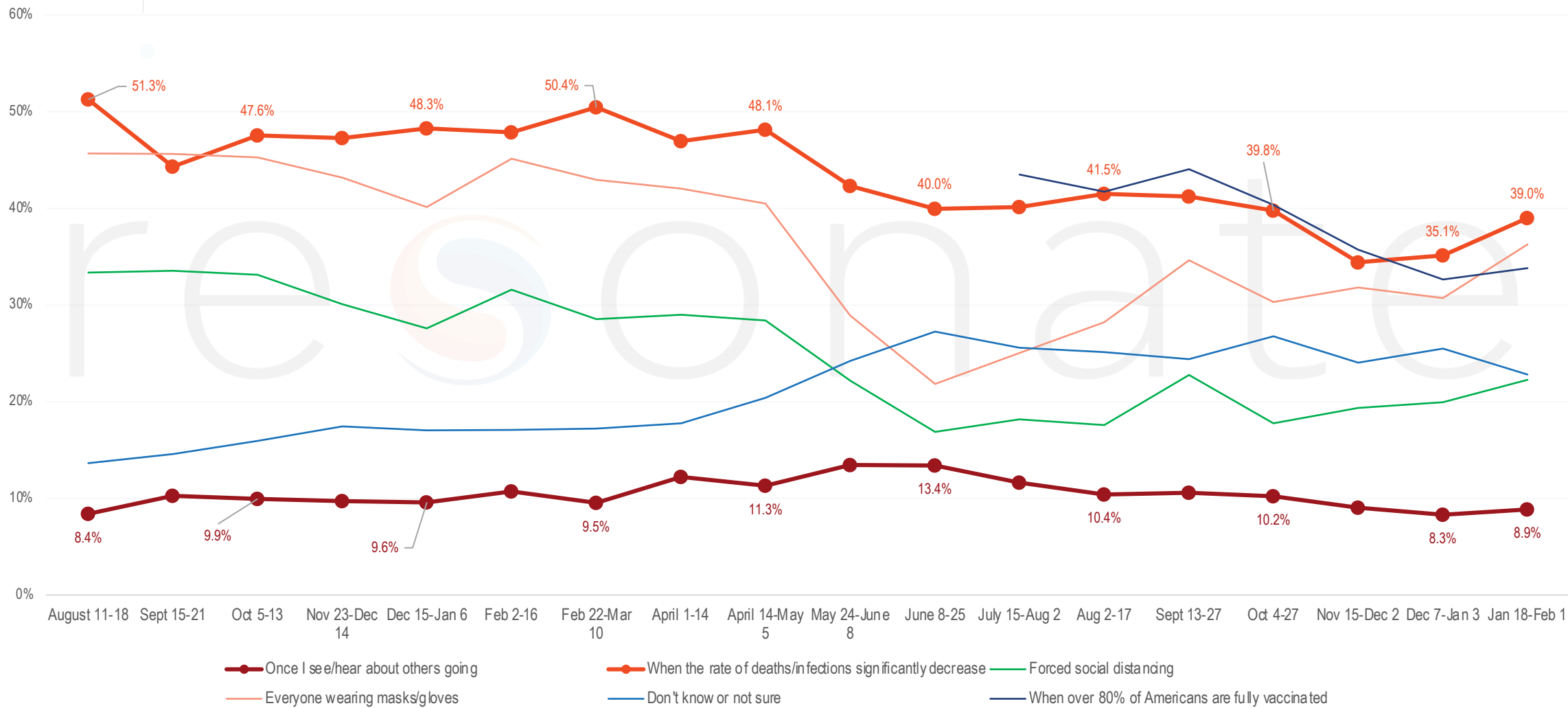
Which of the following would be required in order for you to return to shopping from stores once shops open?





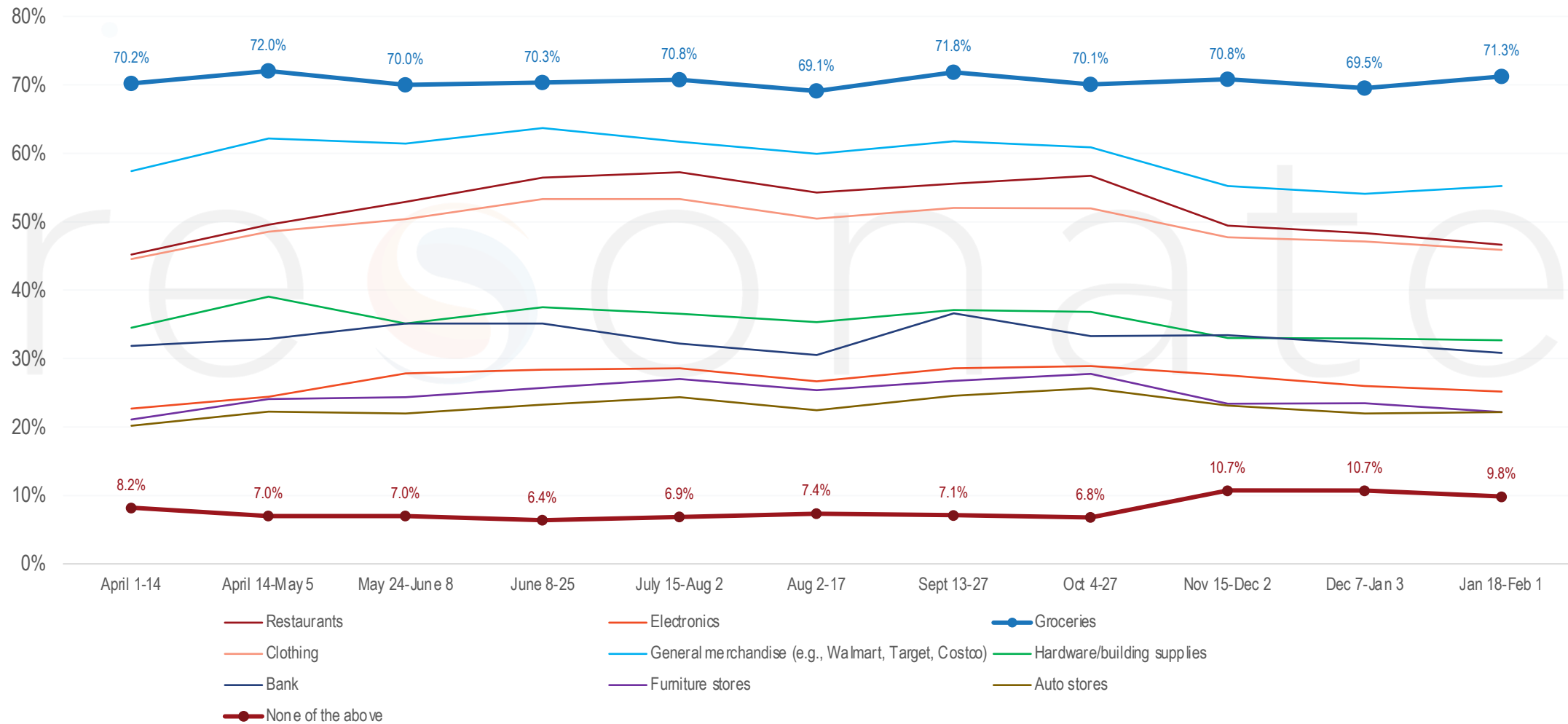
# 2 IN 5 WILL AVOID CROWDS UNTIL RATE OF INFECTIONS PLUMMET

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.



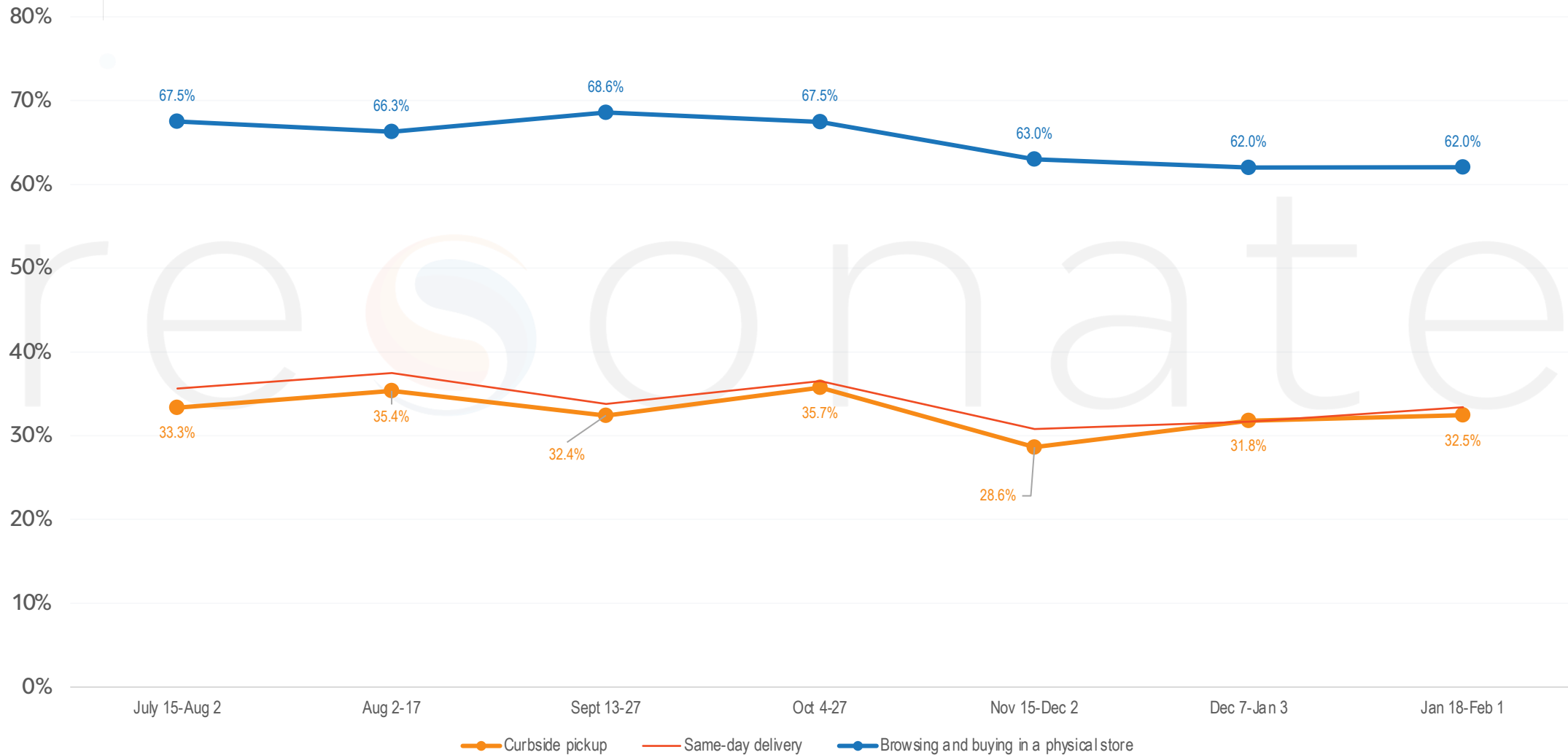
# NEARLY 10% ARE NOT DINING AT RESTAURANTS OR SHOPPING IN-STORE

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.



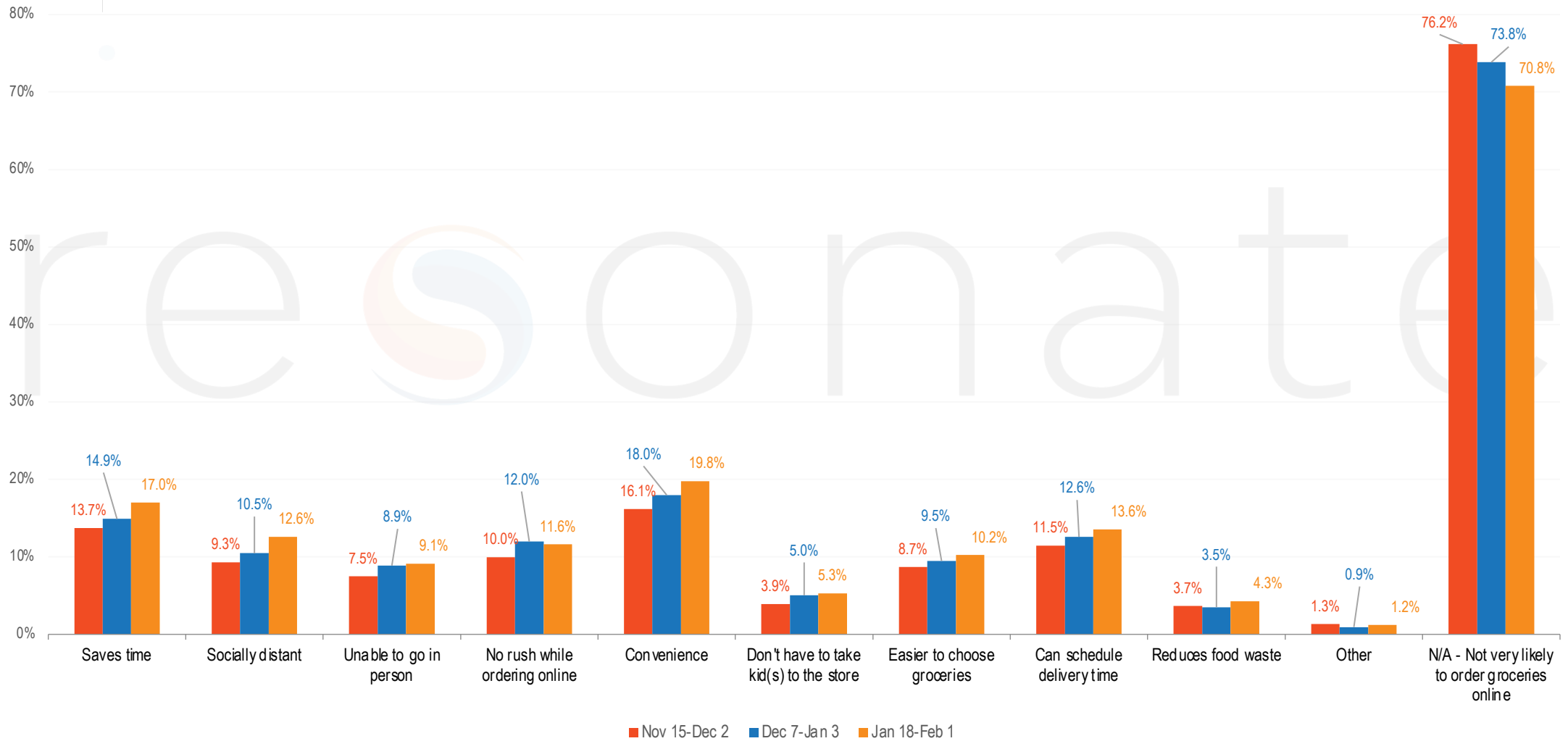
# FOR 33% AMERICANS, CURBSIDE PICKUP IS AN IMPORTANT OPTION

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



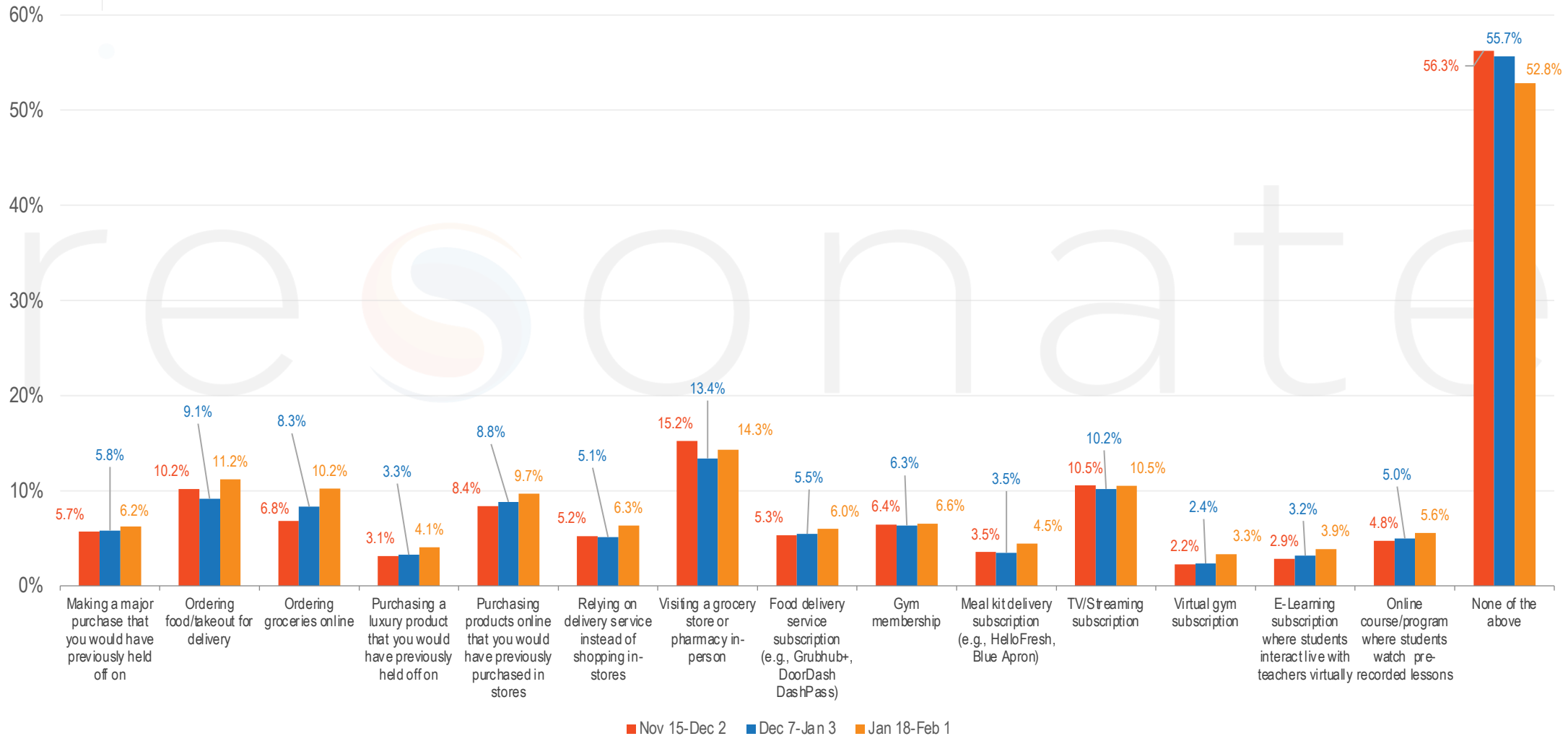
# TRENDING UP, CONVENIENCE STILL #1 REASON FOR ONLINE GROCERY ORDERS

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



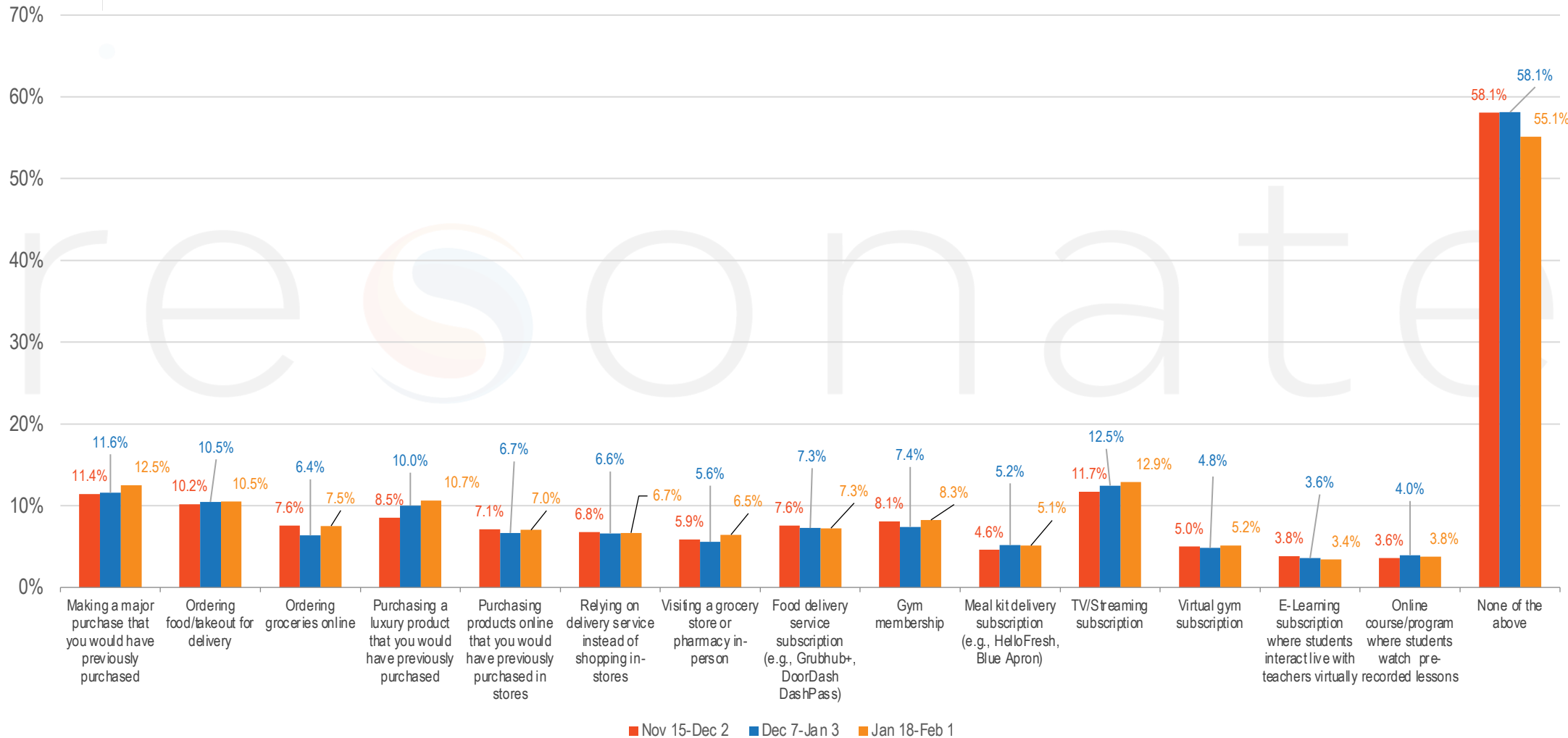
# 23% INCREASE IN THOSE STARTING TO ORDER TAKEOUT IN NEXT 90 DAYS

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



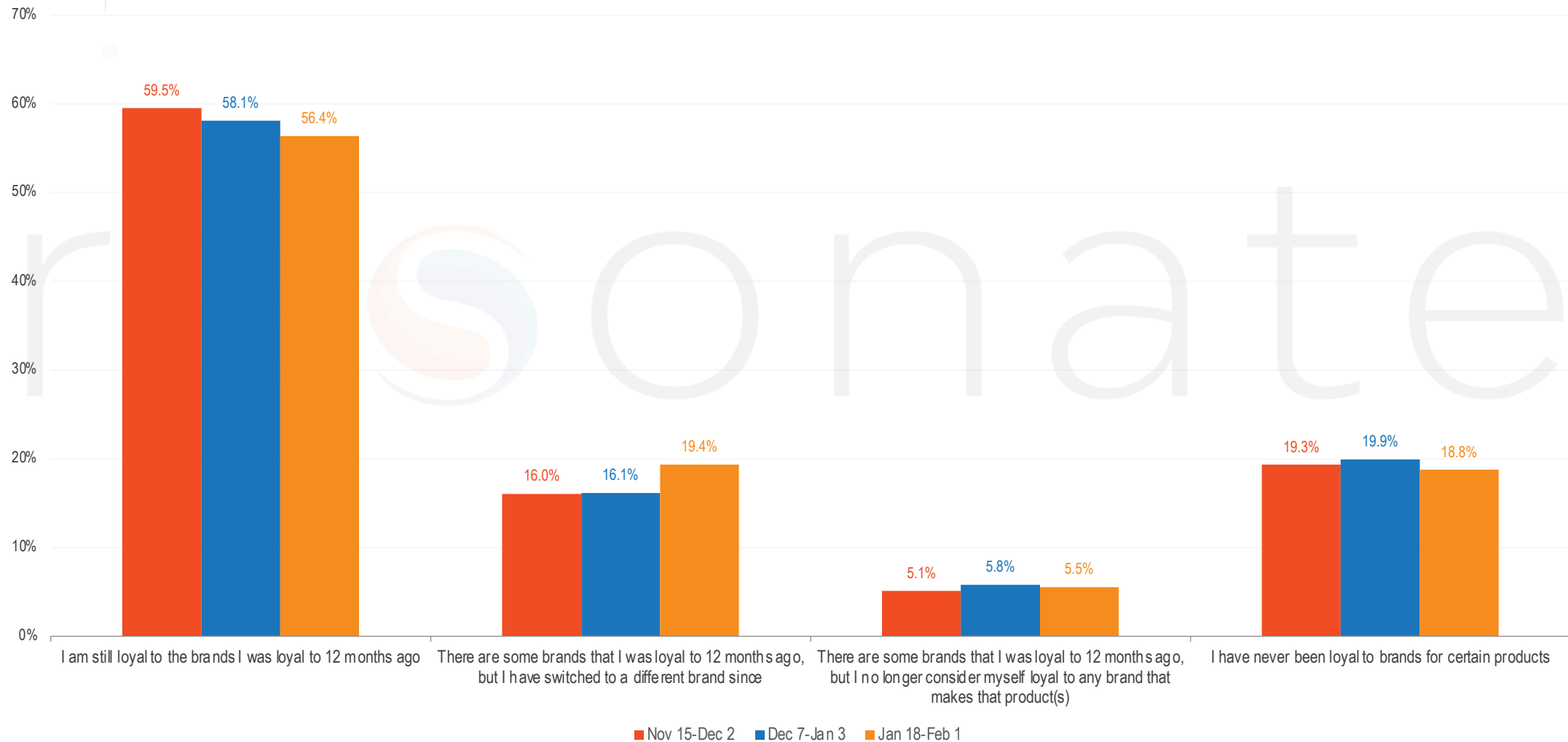
# 13% WILL CANCEL TV/STREAMING SUBSCRIPTION IN NEXT 90 DAYS

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



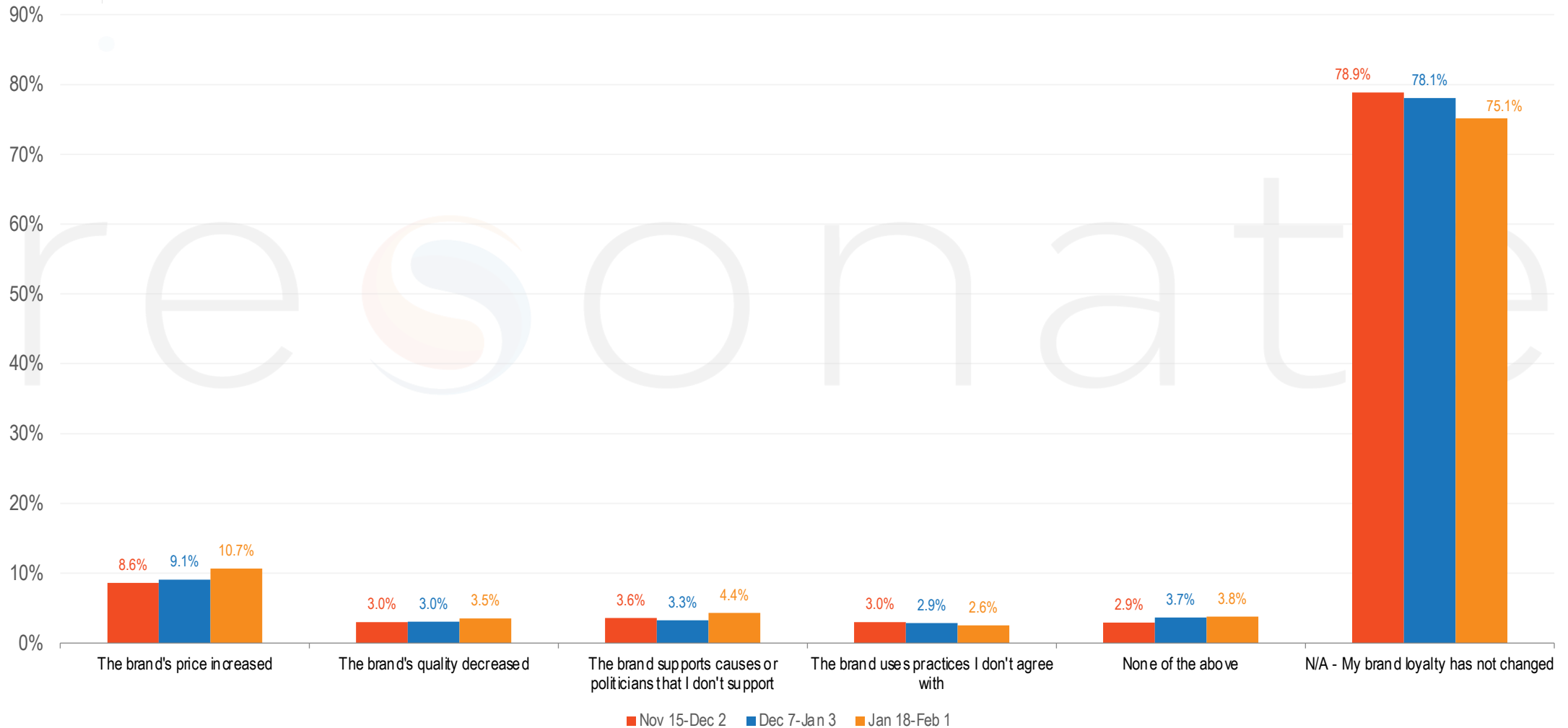
# 20% SPIKE IN AMERICANS SWITCHING BRANDS, LOYALTY ON DECLINE

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



# PRICE INCREASE REMAINS #1 REASON CONSUMERS SWITCH BRANDS

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



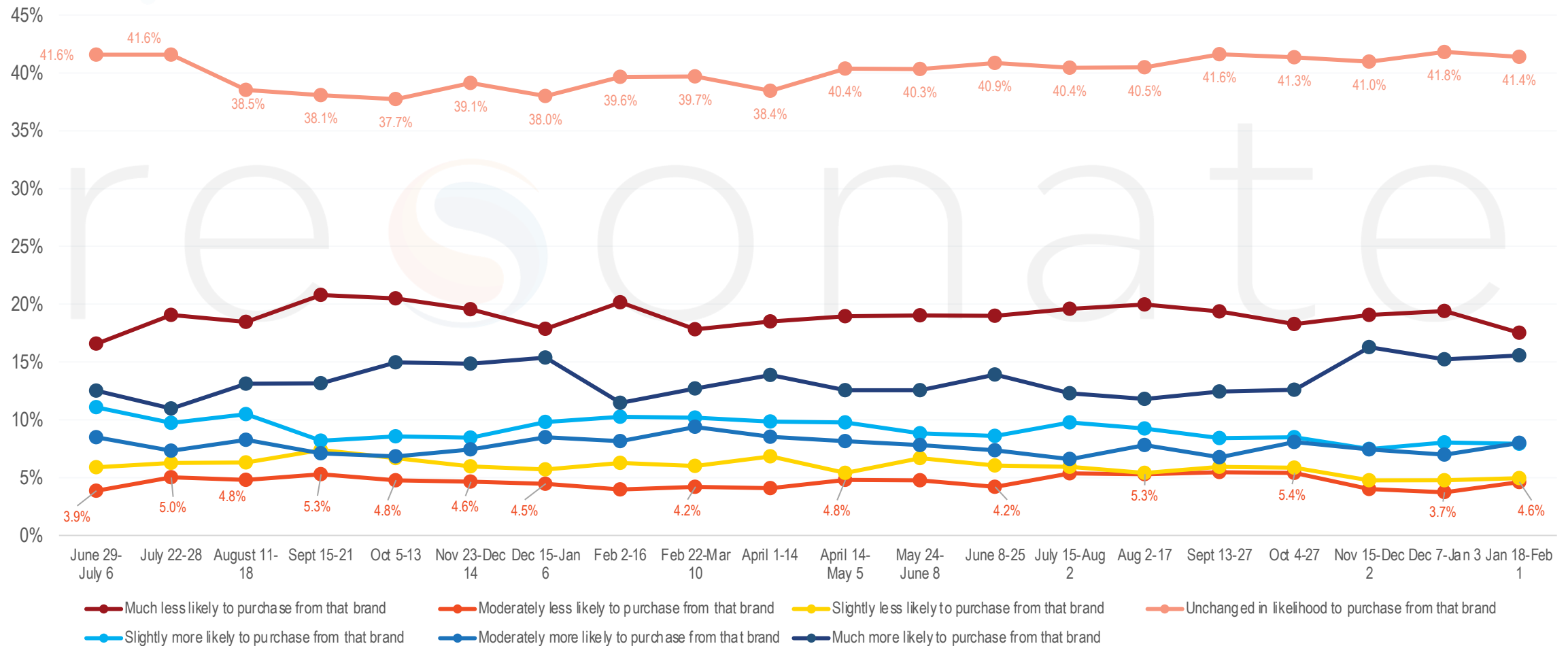


The image features a solid blue background with a large, faint, white graphic of two interlocking circles. The text "SOCIAL JUSTICE" is centered in a white, bold, sans-serif font.

**SOCIAL JUSTICE**

# 1 IN 4 LESS LIKELY TO BUY FROM BRANDS THAT SUPPORT SOCIAL JUSTICE

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?

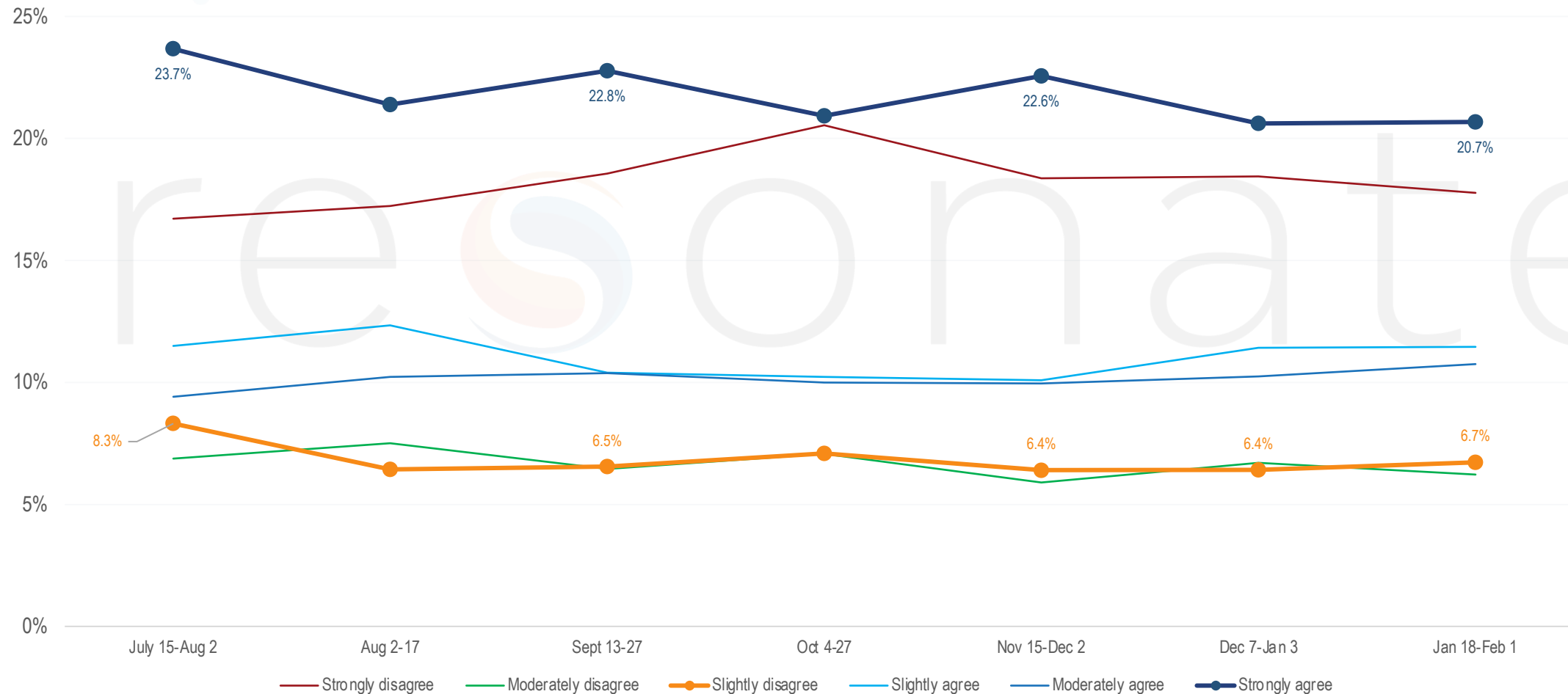


The image features a solid blue background with a large, faint, white graphic element consisting of two interlocking loops or swirls. The word "POLITICS" is centered in a white, bold, sans-serif font.

POLITICS

# 1 IN 5 STRONGLY AGREE FEWER UNEMPLOYMENT BENEFITS WILL BOOST WORKFORCE

The COVID stimulus package passed in March 2021 increased unemployment benefits by \$300 per month through August 31, 2021. To what extent do you agree or disagree that unemployment benefits/stimulus benefits should have been reduced or removed in order to increase job applications to businesses which were struggling to find employees?





# 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 14,000+ attributes scaled to 230 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 it across your marketing ecosystem.

## ABOUT RESONATE

Resonate is a pioneer in A.I.-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 14,000+ 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.



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