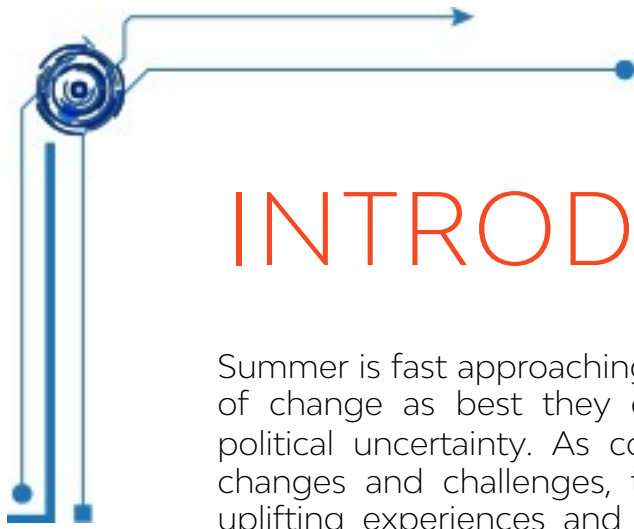


SURFING THE DATA: CONSUMERS LOOK FORWARD TO SUMMER:

Resonate COVID-19 and Emerging Trends
Consumer Flash Study, Wave 27
May 2022





INTRODUCTION

Summer is fast approaching, and consumers are riding the waves of change as best they can amid even more economic and political uncertainty. As consumers continue to adapt to new changes and challenges, they'll look to you to create unique, uplifting experiences and messaging that resonate with them. We'll provide the data.

Resonate empowers brands and the agencies that help them with real-time, robust, privacy-safe audience data that expands their understanding of the audiences they are working to motivate for better, faster, more personalized activation.

Two years into the pandemic, Resonate is continuing to track the sentiment of the U.S. population, their experiences with the pandemic, and their dynamic positions on everything from vaccine sentiment to mask and vaccine mandates. From overall health concerns to the quality of the economy, we are keeping a pulse on what will impact their day-to-day decisions. This industry-specific data provides a lens to the value of real-time understanding.



Across the advertising spectrum, success will hinge on adjusting efforts that evolve with your audience; using Resonate's real-time insights to inform your messaging and segmentation strategies gives you the power to meet them where they are in that moment.

Resonate's proprietary coronavirus and current events data is released monthly and connected to our core data set with thousands of critical data points. This latest Recent Events Connected Flash Study was fielded between April 6th and April 29th, 2022, and is scaled to 230 million U.S. consumers.



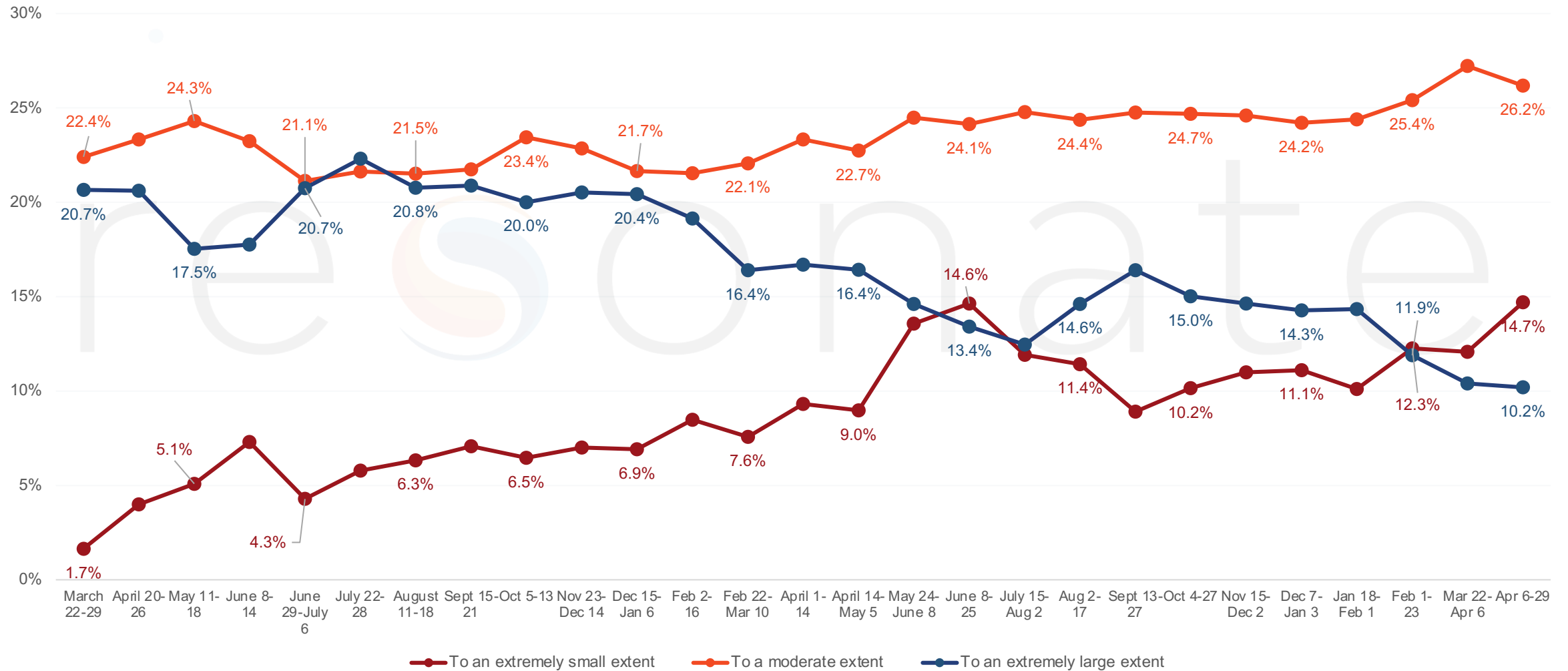
[See it in Action](#)



GENERAL

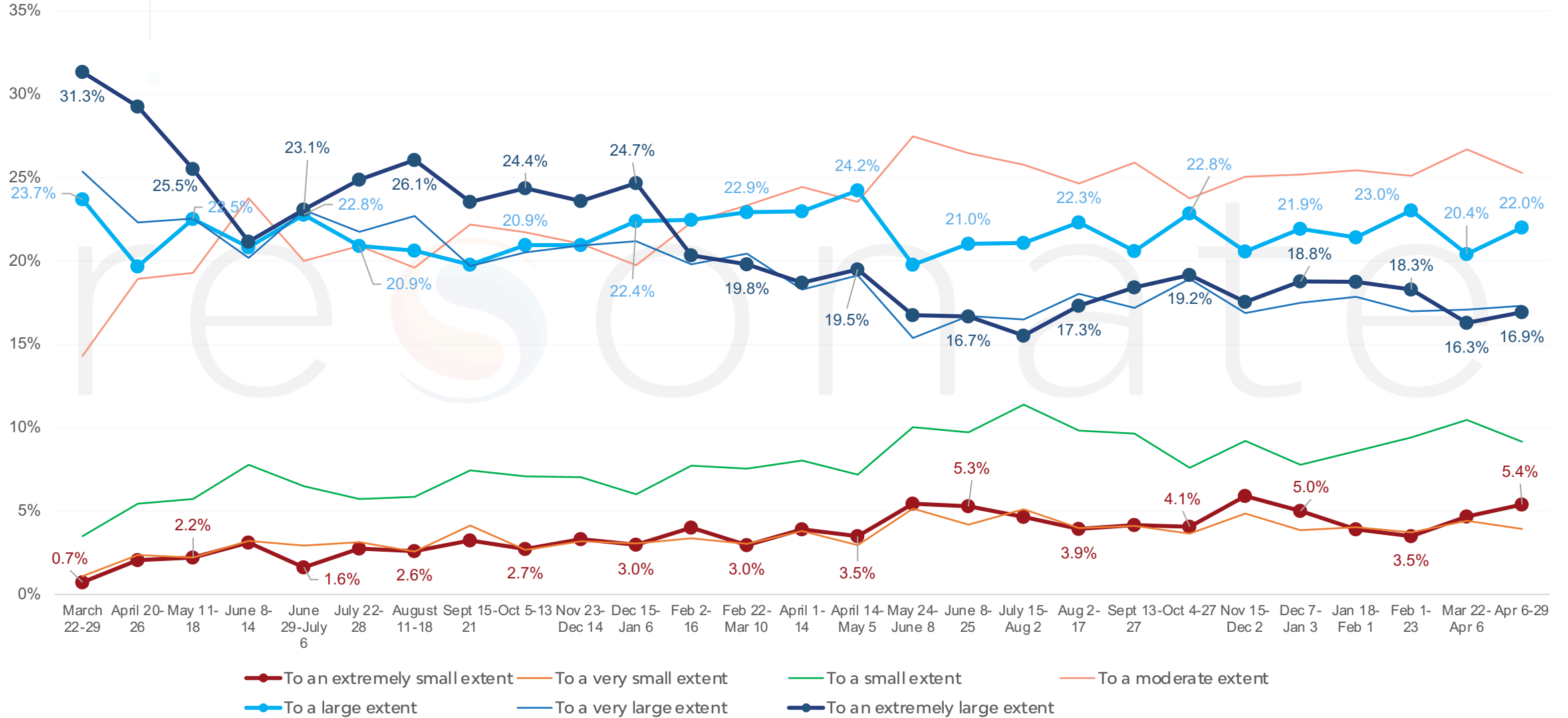
OVERALL, CONSUMERS' HEALTH CONCERNS DECREASED SLIGHTLY

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



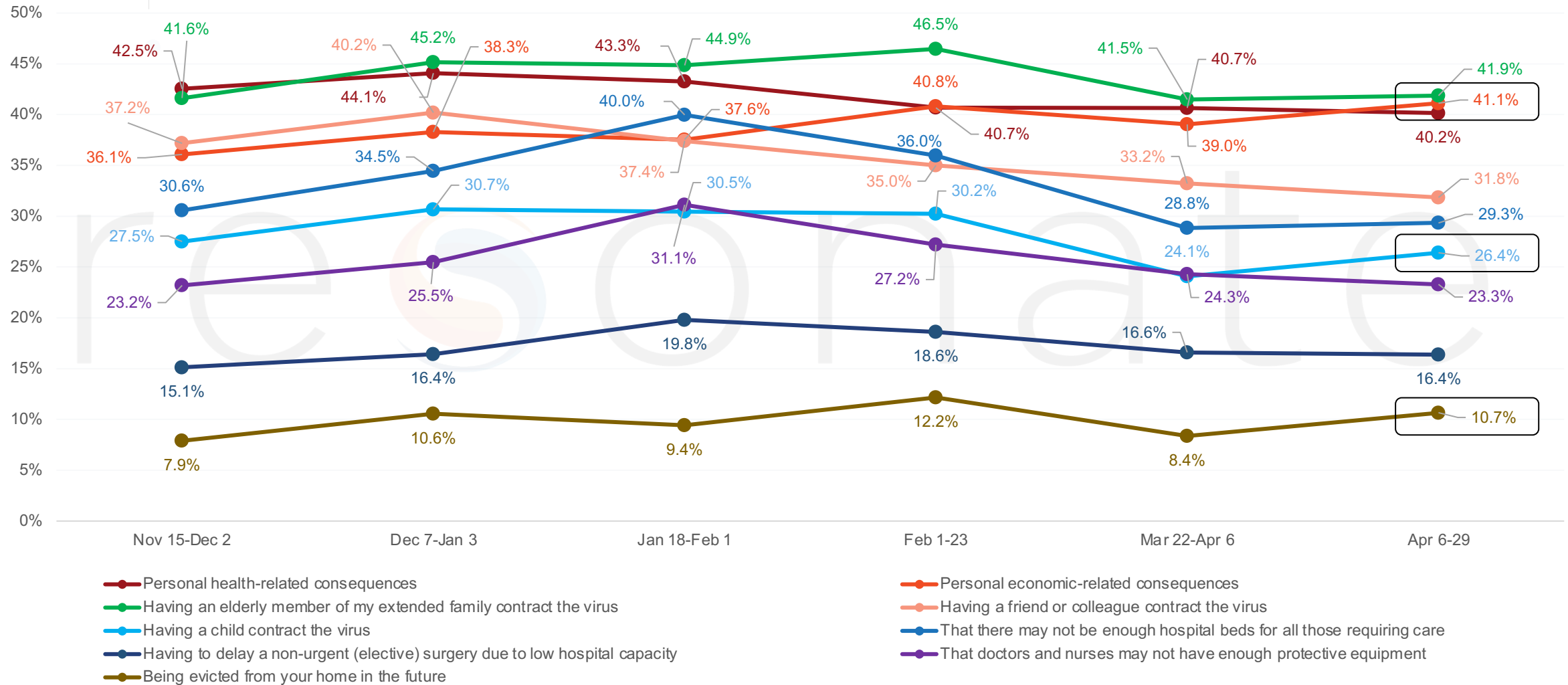
CONCERNS OVER THE ECONOMY BEGIN TO EMERGE

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



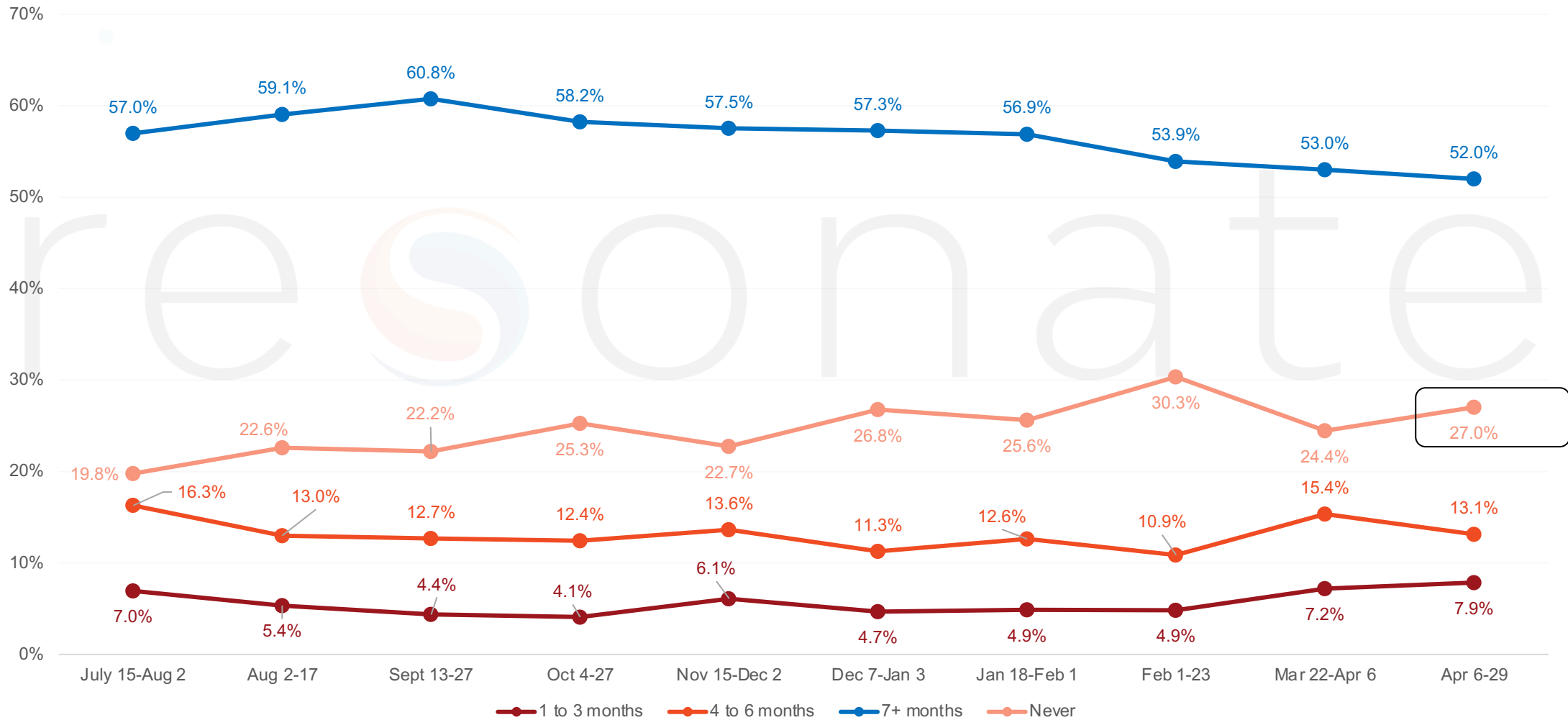
CONCERNS ABOUT CHILDREN CONTRACTING COVID ARE INCREASING, ALONG WITH ECONOMIC CONCERNS

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



27% BELIEVE U.S. ECONOMY WILL NEVER BE BACK TO NORMAL

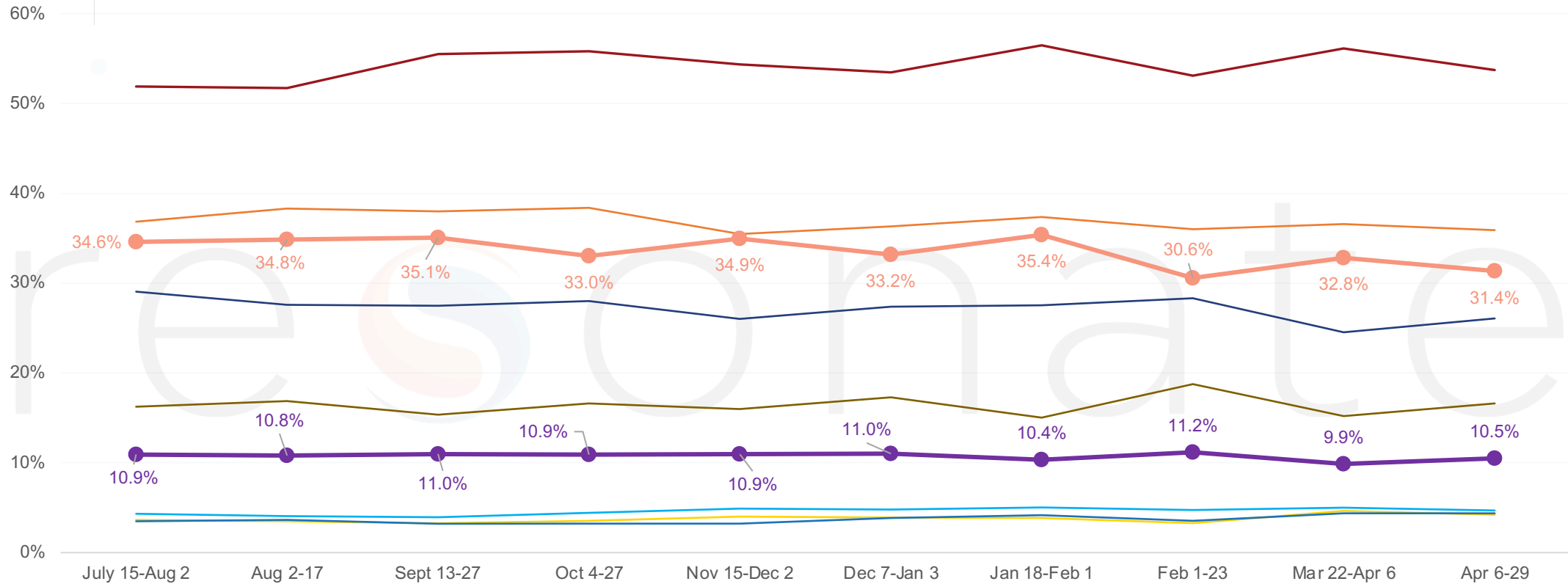
When do you believe the United States economy will return to "normal," as it was before the coronavirus situation began?



VACCINE SENTIMENT

CONSUMERS AREN'T SURE WHO TO TRUST WHEN IT COMES TO VACCINES

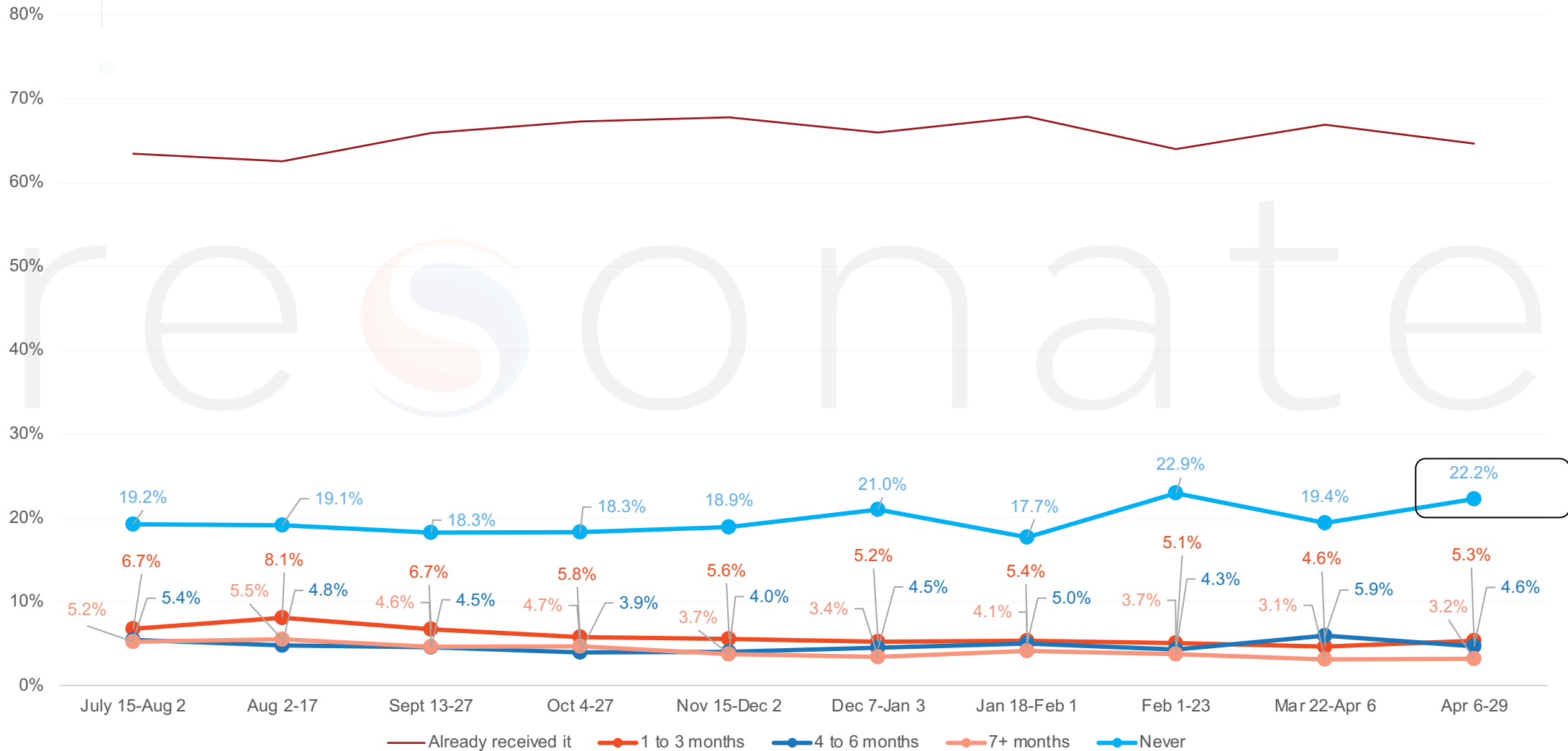
Whose medical opinions do/did you trust in regard to whether or not you would be willing to get the COVID-19 vaccine?



- Personal doctor
- Medical professional organizations (e.g., Society of Pediatric Nurses)
- Government health workers (e.g., Dr. Fauci)
- Elected politicians
- Mainstream media personalities
- Alternative media personalities
- Friends and family
- Online sources (e.g., blogs, web forums)
- Other

SLIGHTLY MORE AMERICANS SAY THEY WILL NEVER BE FULLY VACCINATED

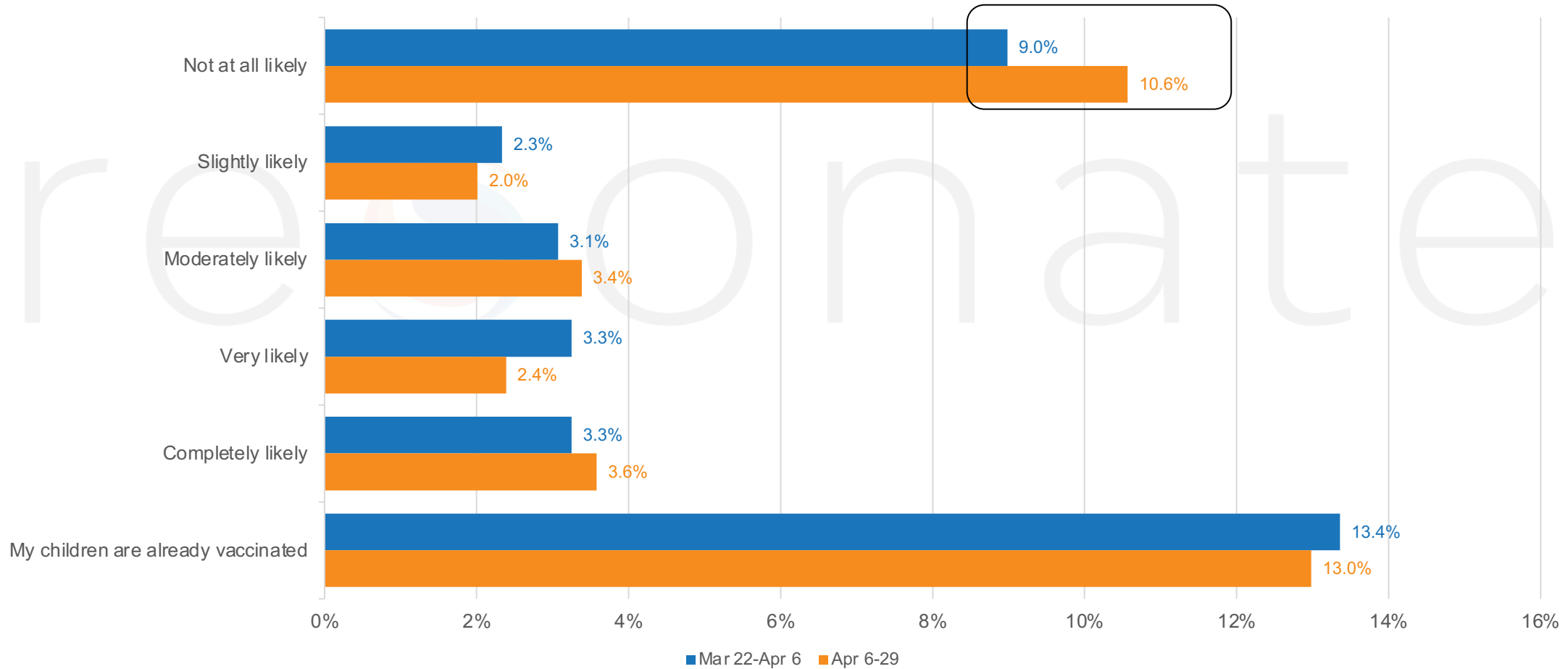
When do you think you would be most likely to be fully vaccinated against the coronavirus?



BOOSTER INTENT IS DECLINING AS SUMMER APPROACHES

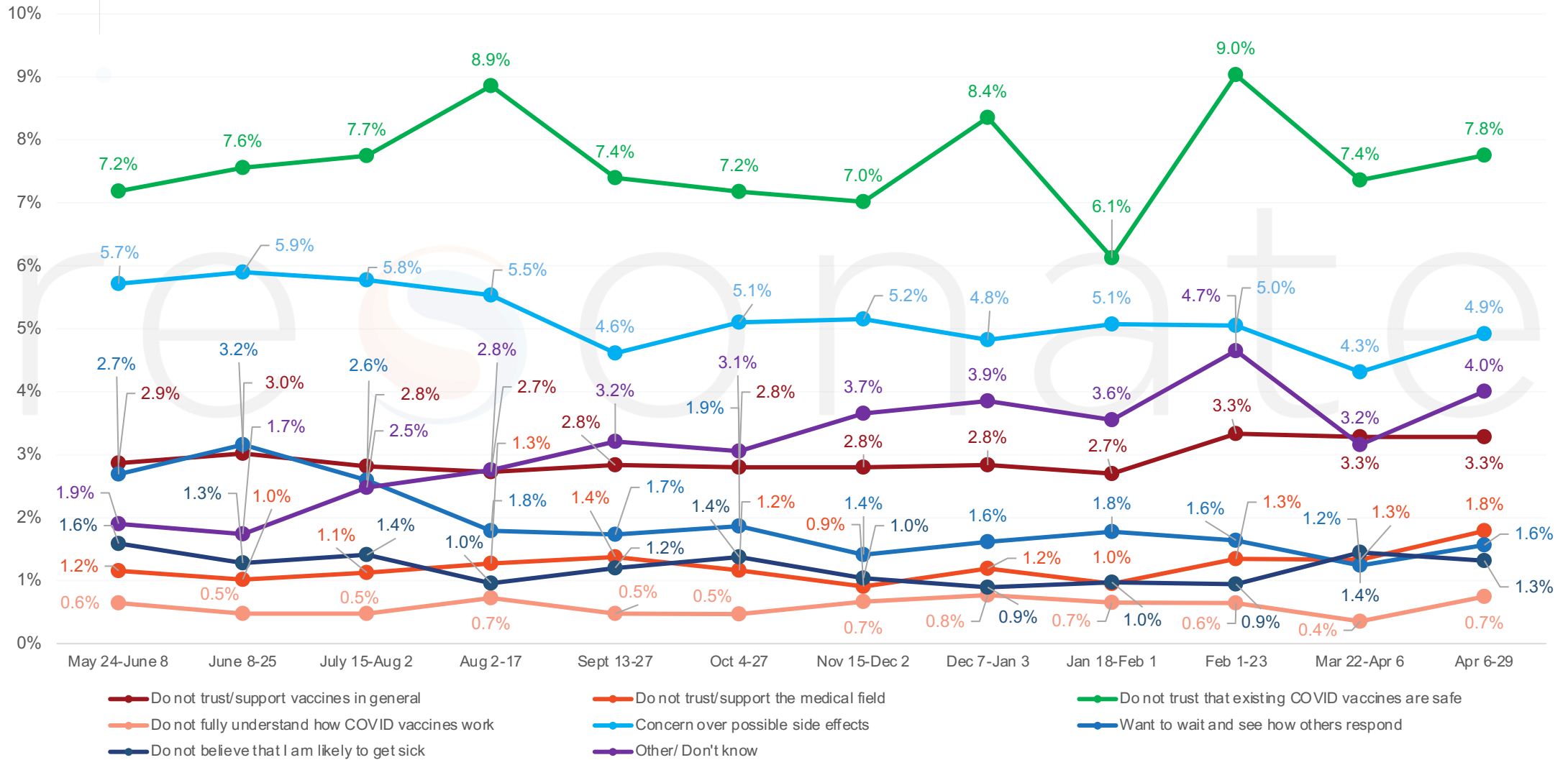
The FDA gave emergency approval and recommended that all adults over 18 vaccinated with either Moderna or Pfizer to receive a 3rd coronavirus booster vaccine shot, as well as a 2nd shot for all adults over 18 vaccinated with Johnson & Johnson.

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



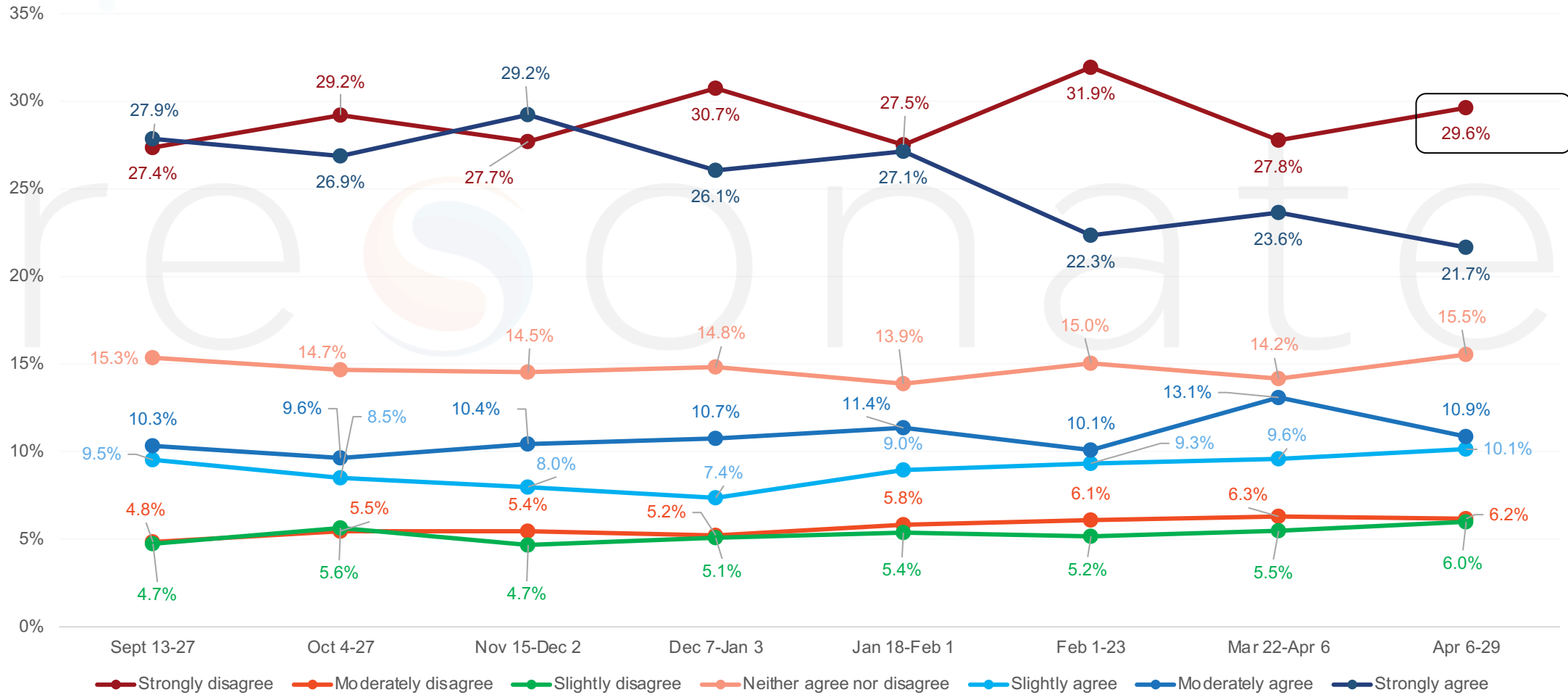
CONFIDENCE IN COVID-19 VACCINES IS WAVERING

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.



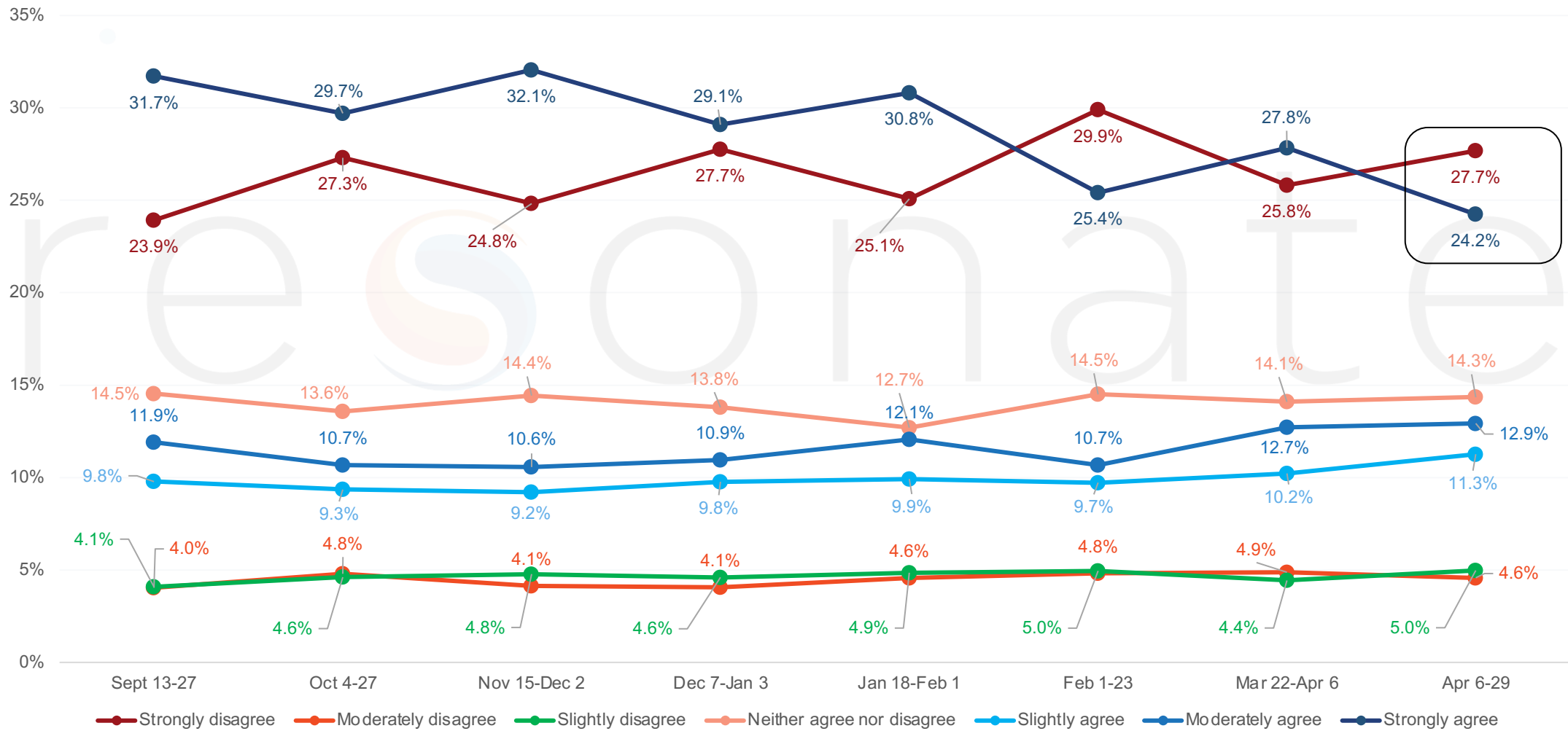
30% STRONGLY DISAGREE WITH PROOF OF VACCINATION MANDATE

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)?



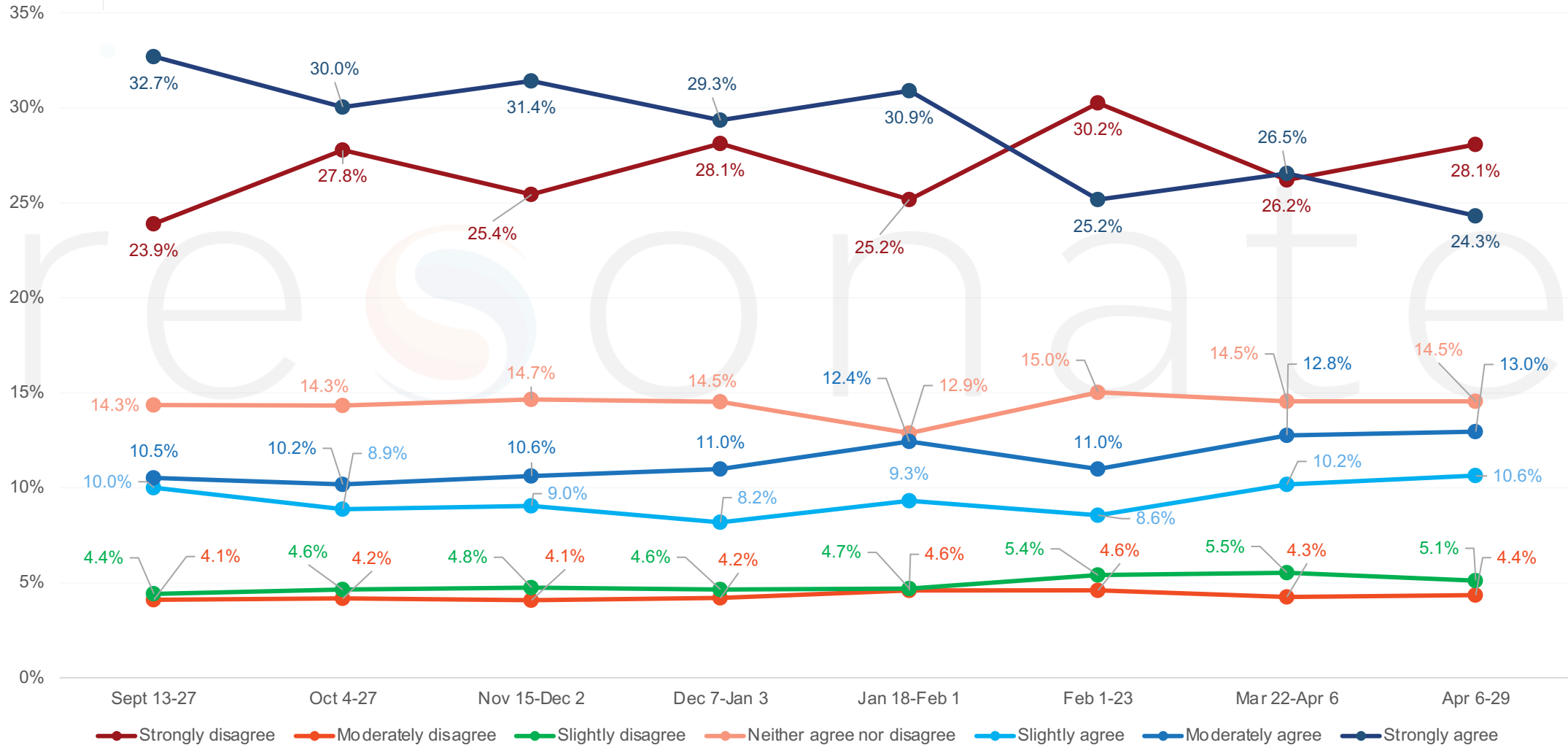
SPLIT VIEWS ON EMPLOYEE PROOF OF VACCINATION REQUIREMENT

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?



DISAGREEMENT WITH SCHOOLS' PROOF OF VACCINATION REQUIREMENT INCREASES

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?

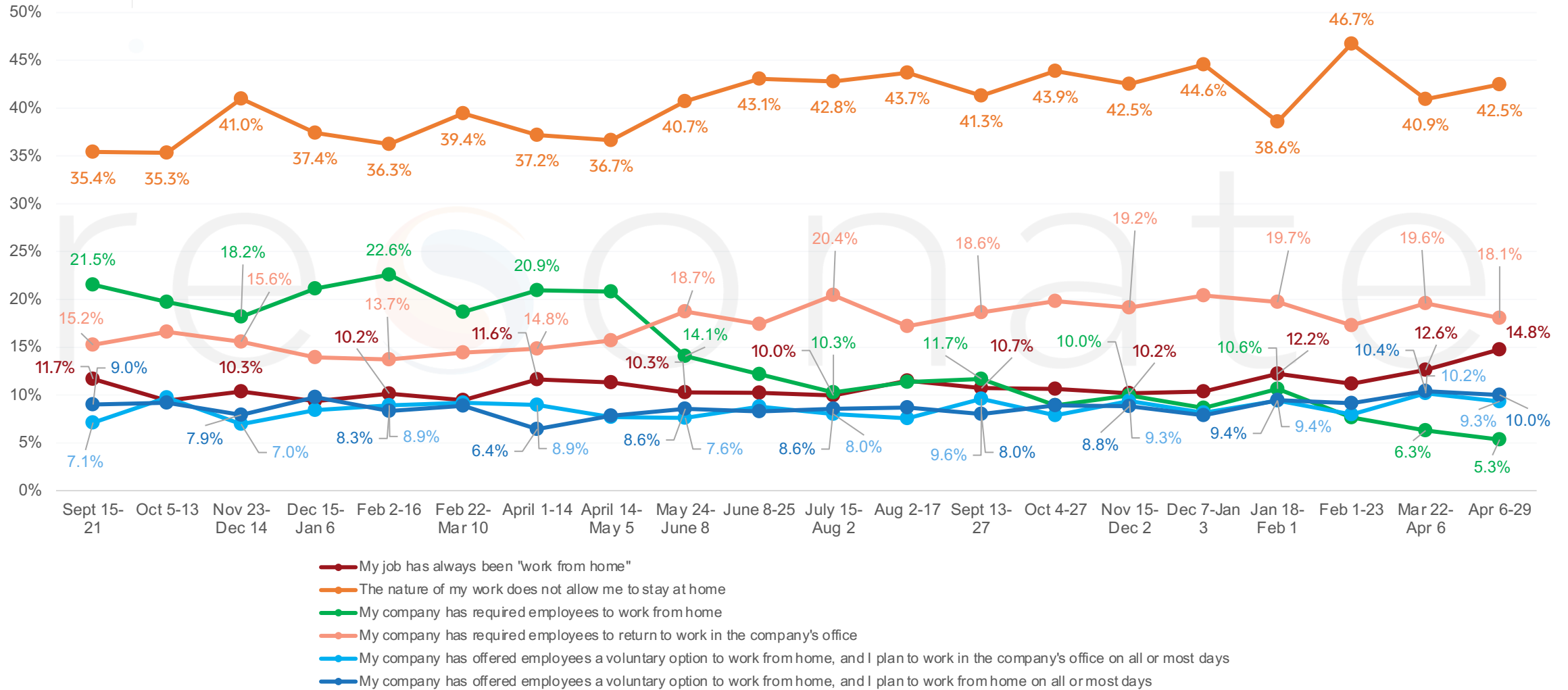




WORK LIFE

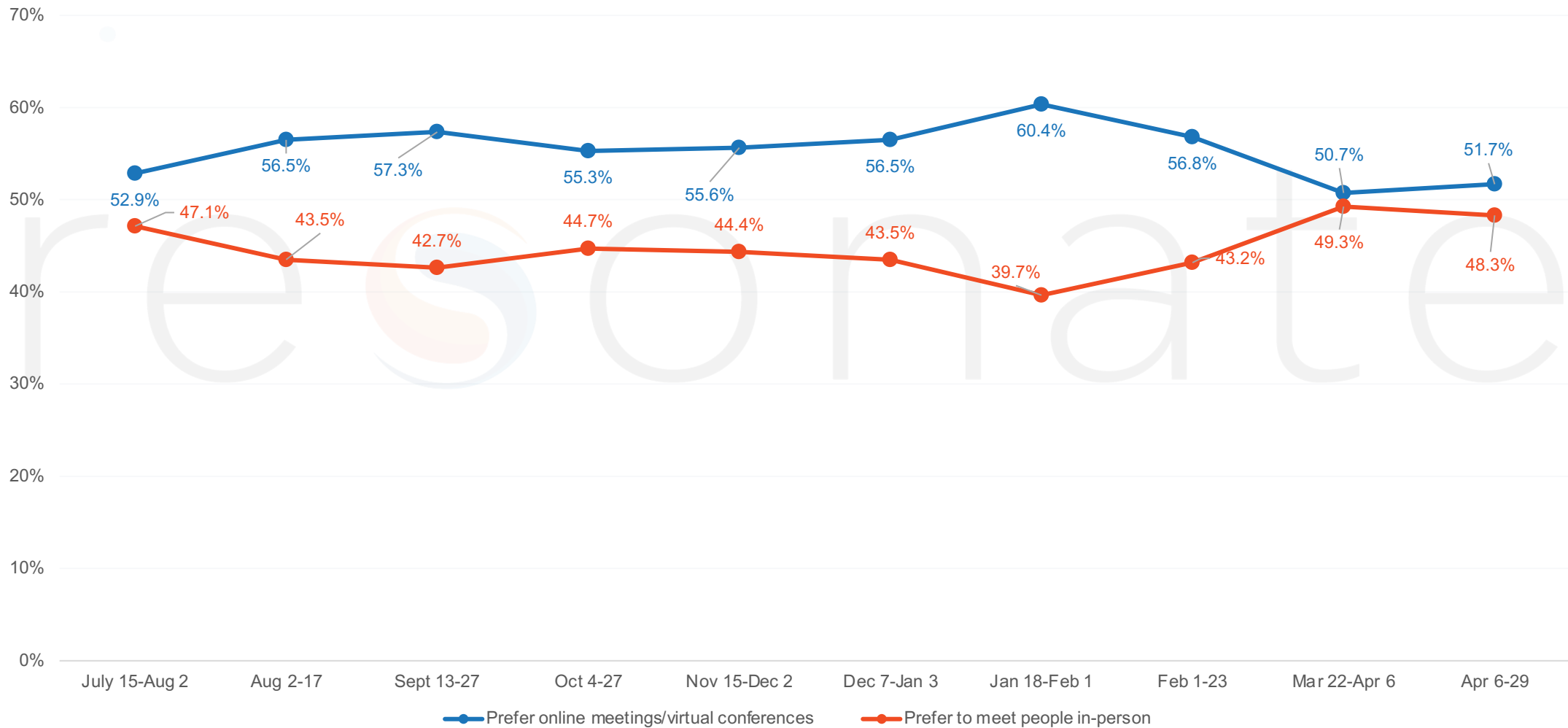
MARKET SHIFTS AWAY FROM WORK FROM HOME

Which of the following best describes your work situation?



14% INCREASE IN AMERICANS WHO PREFER IN-PERSON WORK EVENTS

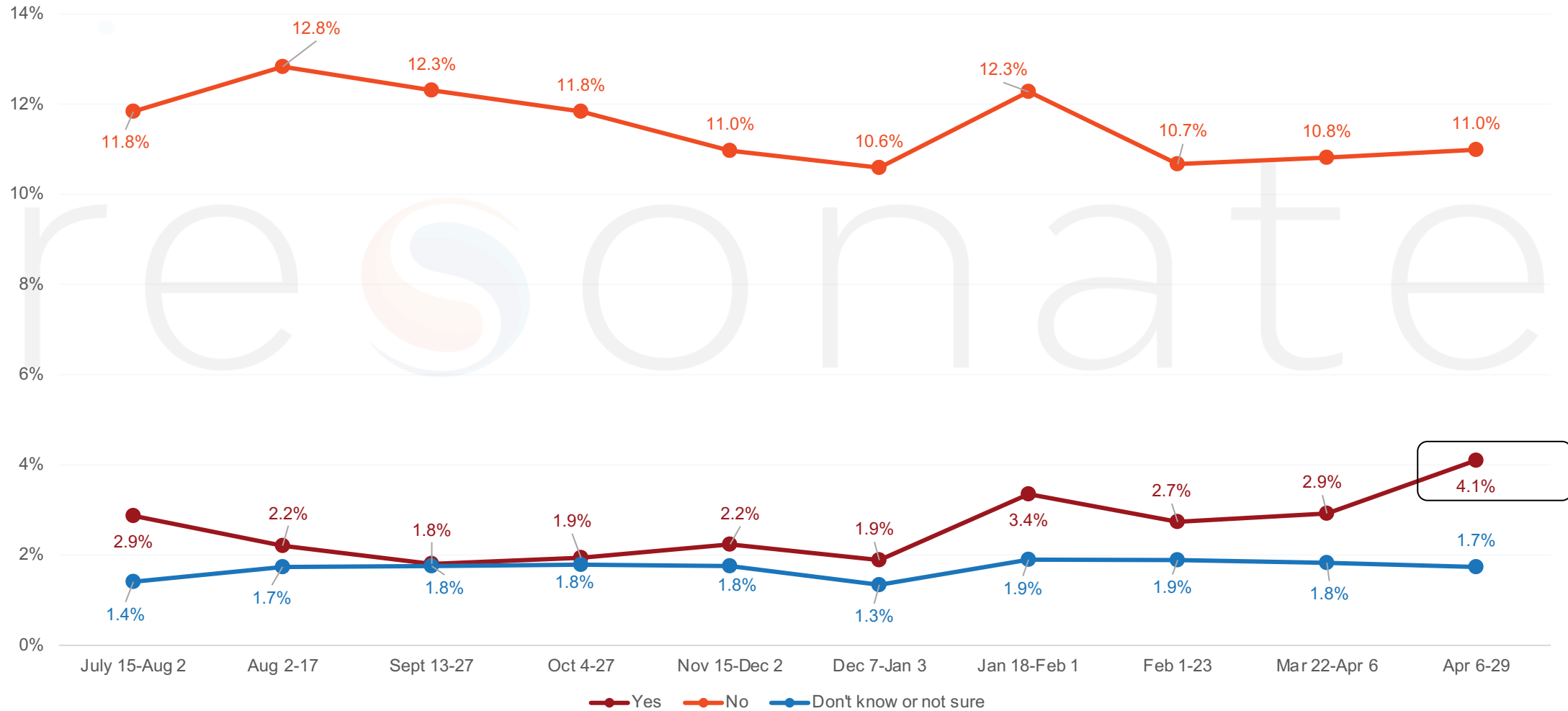
If you were required to attend a work event, what form would you prefer that event be in?



WORKERS PLANNING TO RELOCATE UP 41%

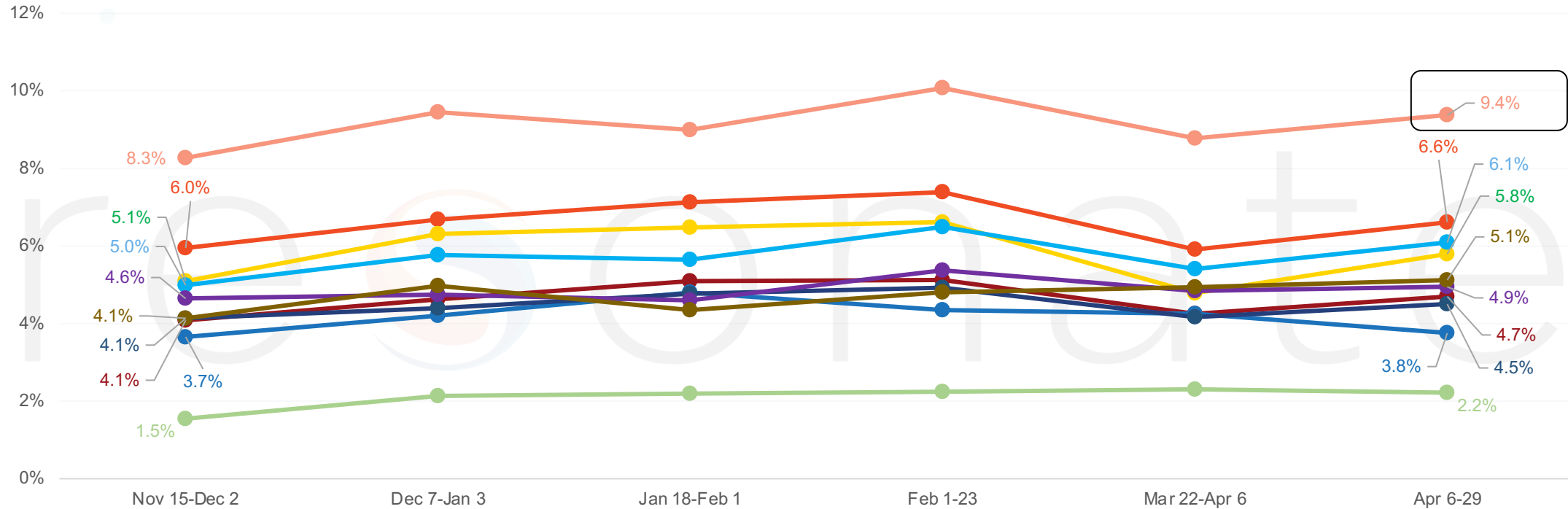
Given that your work situation has enabled you to work from home, are you planning to relocate in the next 6 months but maintain your current job?

Note: This question only applies to those who also answered they work from home.



HIGHER PAY IS #1 REASON AMERICANS SWITCH JOBS/LEAVE WORKFORCE

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



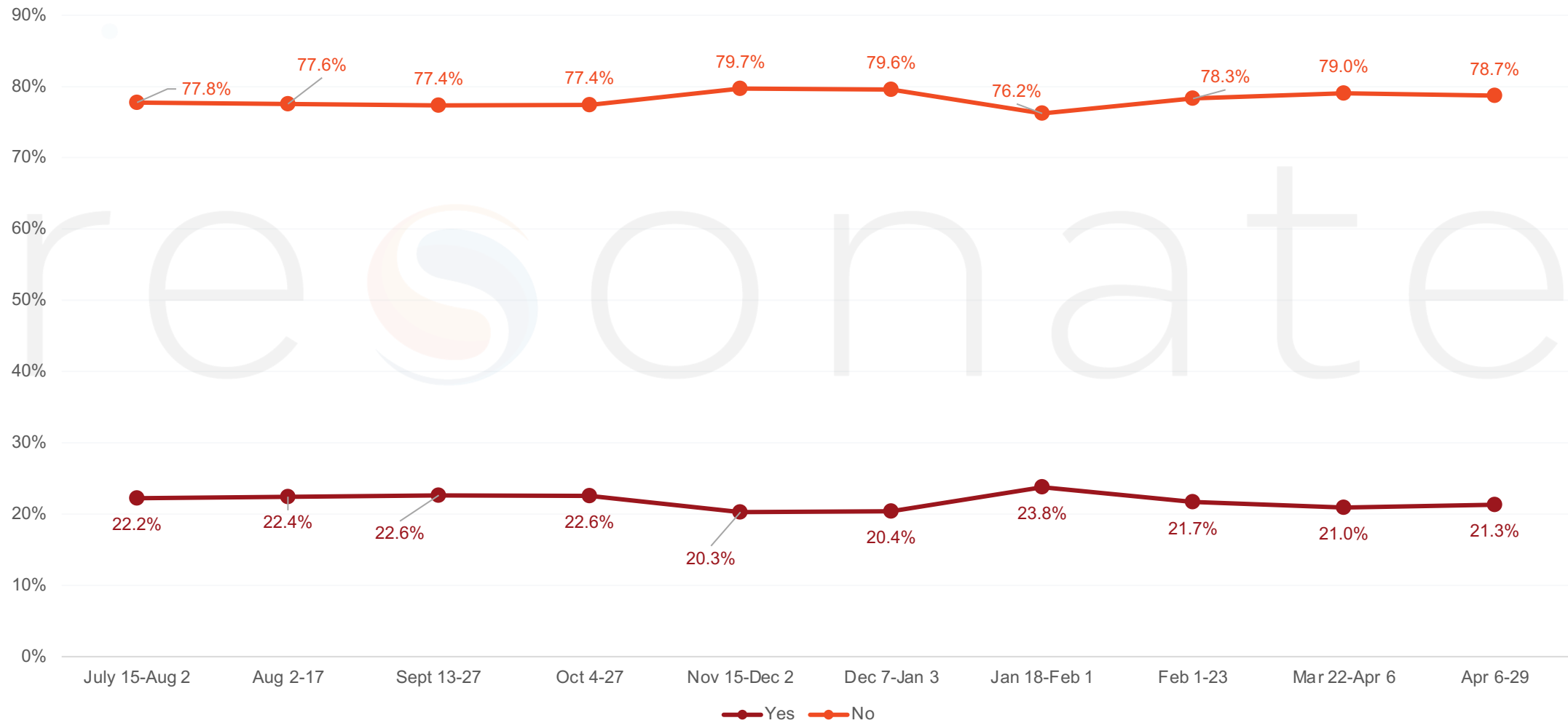
- The pandemic proved my job security was unstable
- The pandemic caused me to reevaluate my priorities
- Looking for a permanently remote/work-from-home position
- Looking for higher pay
- Looking for better benefits
- Looking for safer work conditions
- Job did not respect employees' work-life balance
- I was not passionate about the work I was doing
- Poor management
- Job required me to get vaccinated or wear a mask during work

The background is a solid blue color with a large, abstract graphic element. This element consists of several overlapping, circular brushstrokes in a slightly lighter shade of blue, creating a sense of motion and depth. The strokes are centered around the word 'TRAVEL'.

TRAVEL

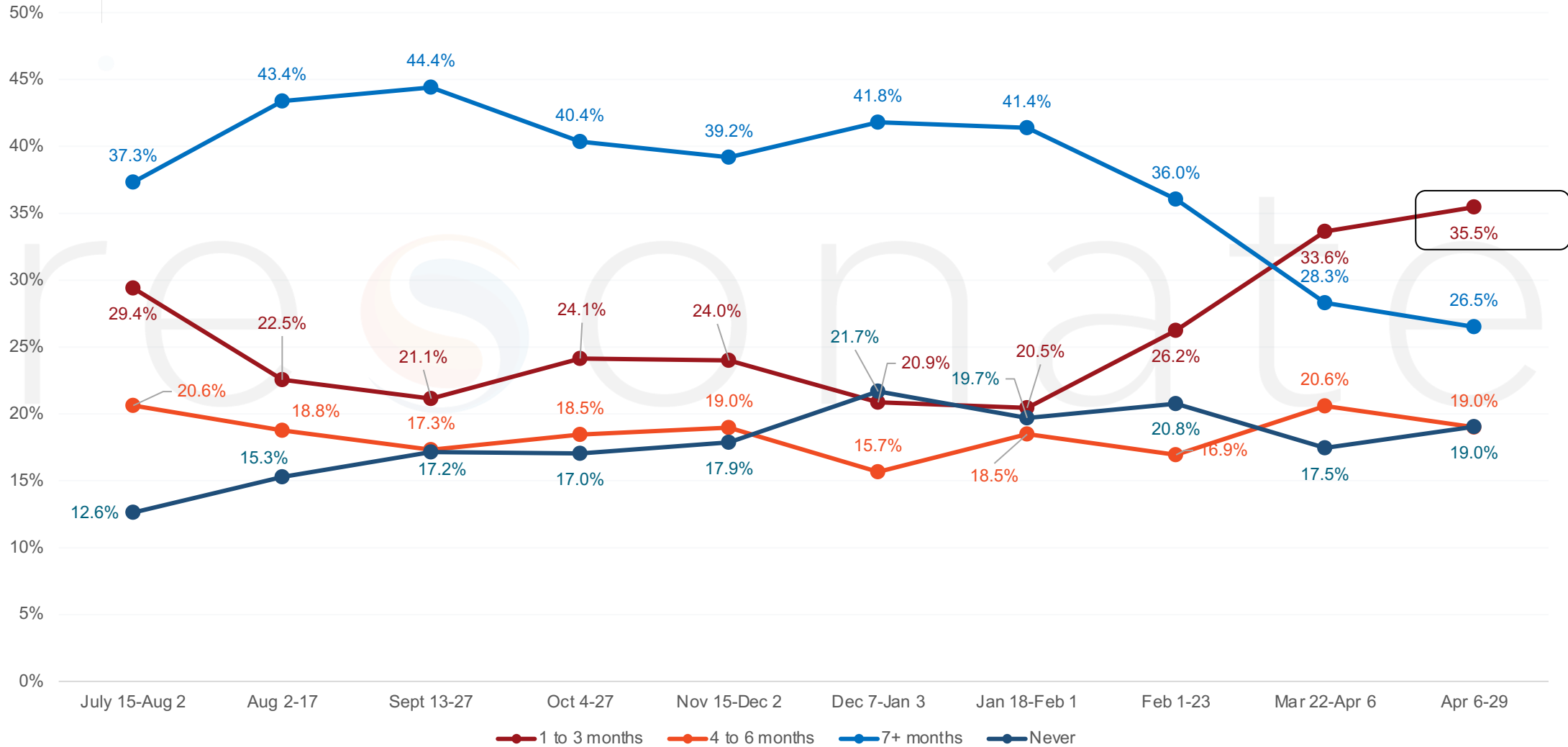
1 IN 5 TRAVEL PLANS HAVE CHANGED DUE TO THE PANDEMIC

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



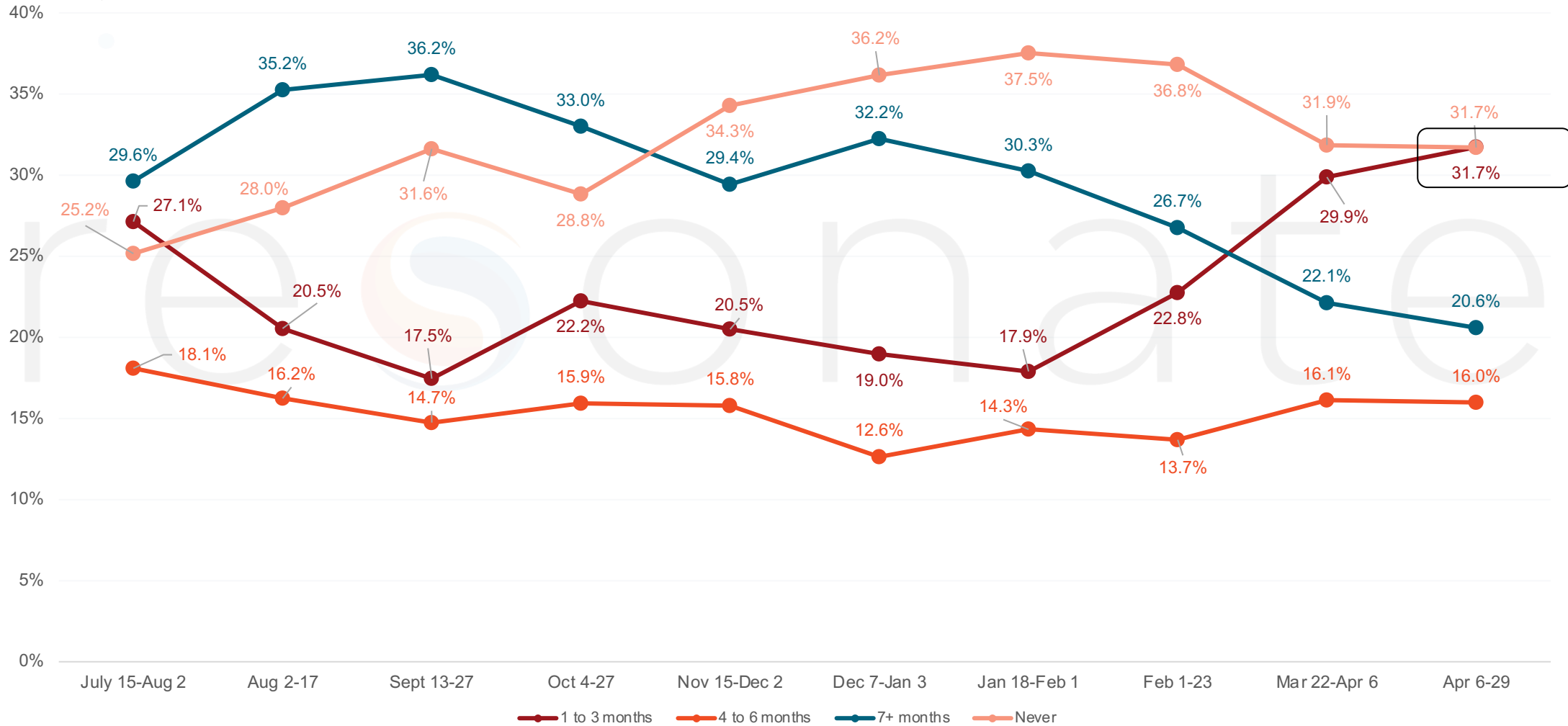
OVER 35% SAY LEISURE TRAVEL WILL RETURN TO NORMAL IN 1-3 MONTHS

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



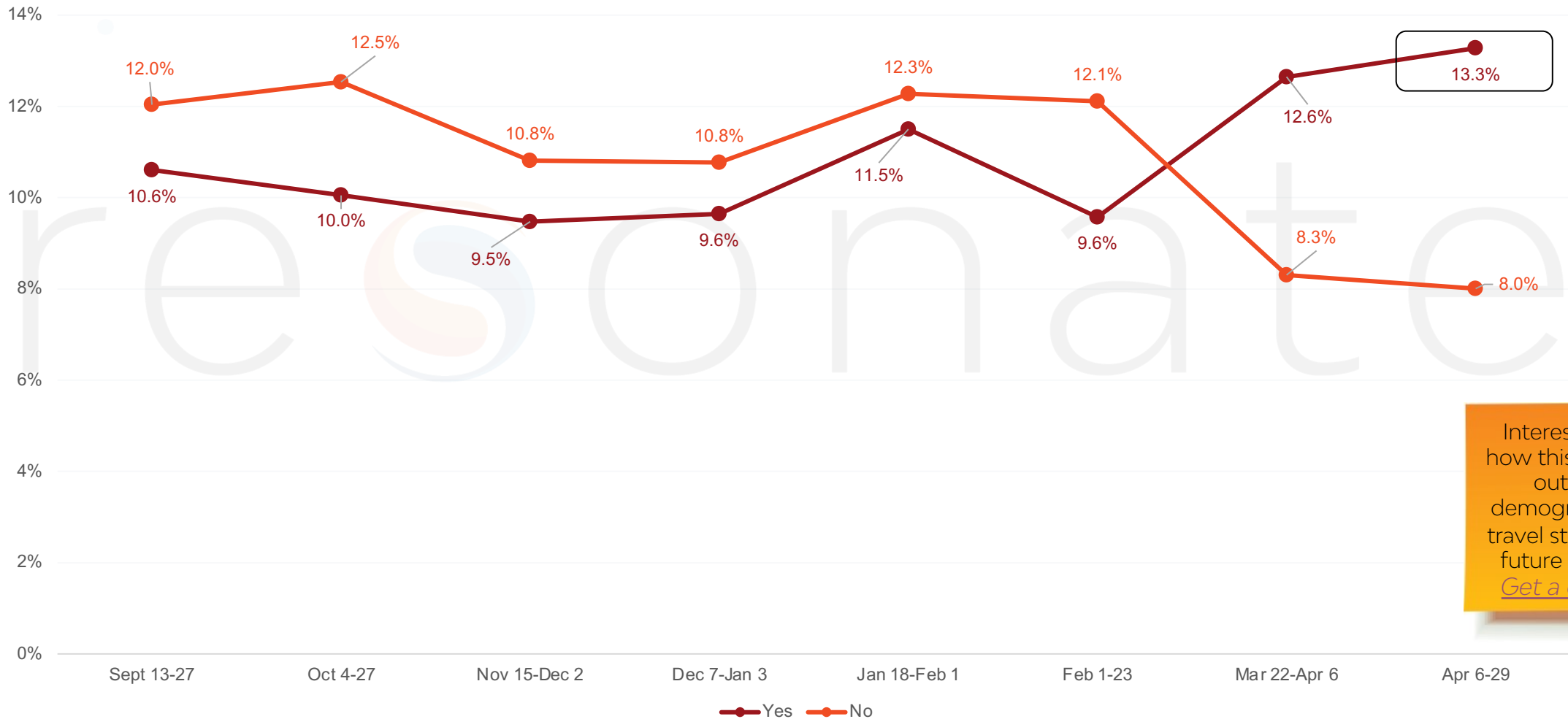
32% THINK BUSINESS TRAVEL WILL RETURN TO NORMAL IN 7+ MONTHS

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



BOOM IN TRAVEL REBOOKINGS SINCE FEBRUARY

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.



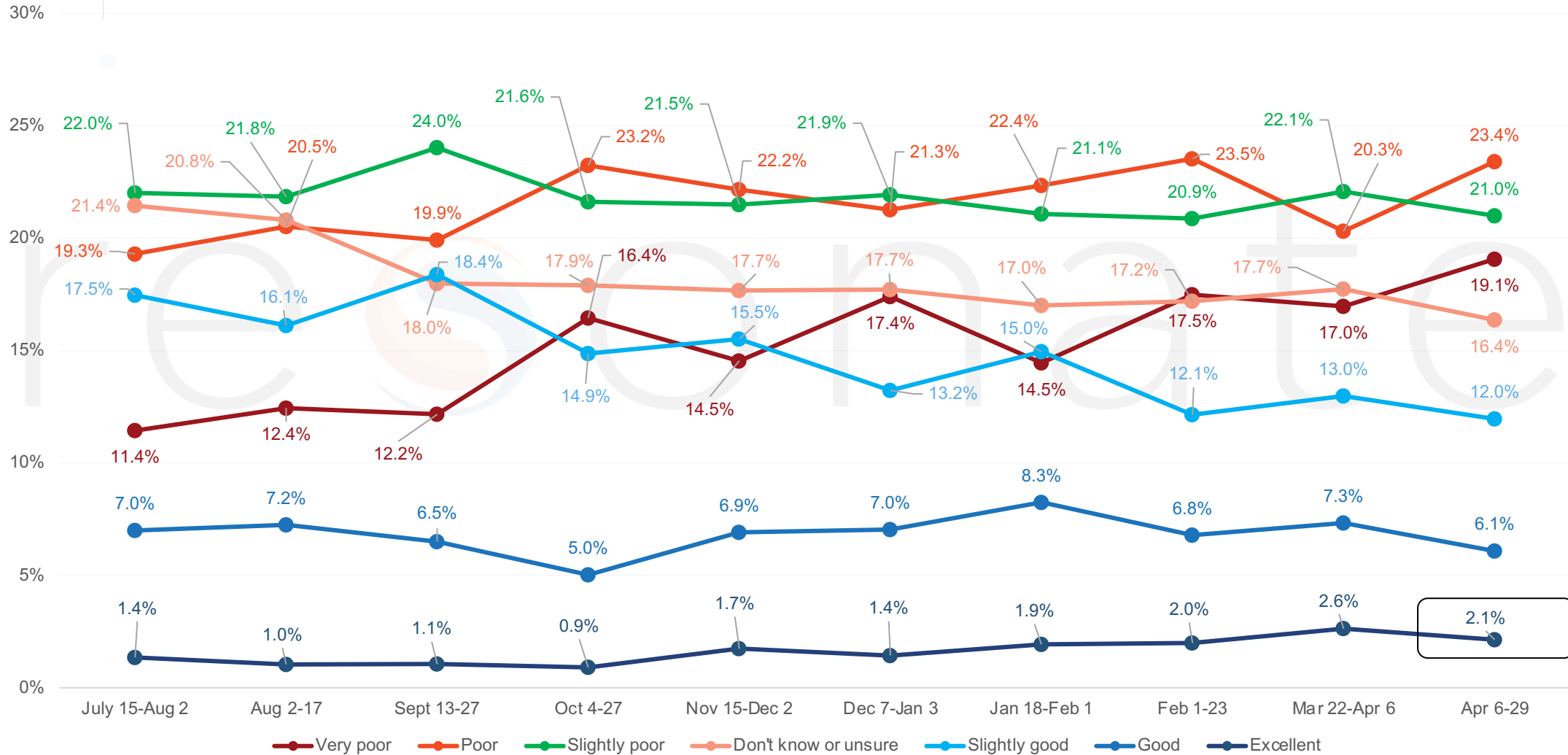
Interested in how this breaks out by demographics, travel style, and future plans?
[Get a demo](#)

The image features a solid blue background with a large, faint, white graphic element consisting of multiple overlapping, curved lines that form a complex, knot-like or infinity-like shape. Centered horizontally and vertically over this graphic is the word "FINANCIAL" in a clean, white, sans-serif, all-caps font.

FINANCIAL

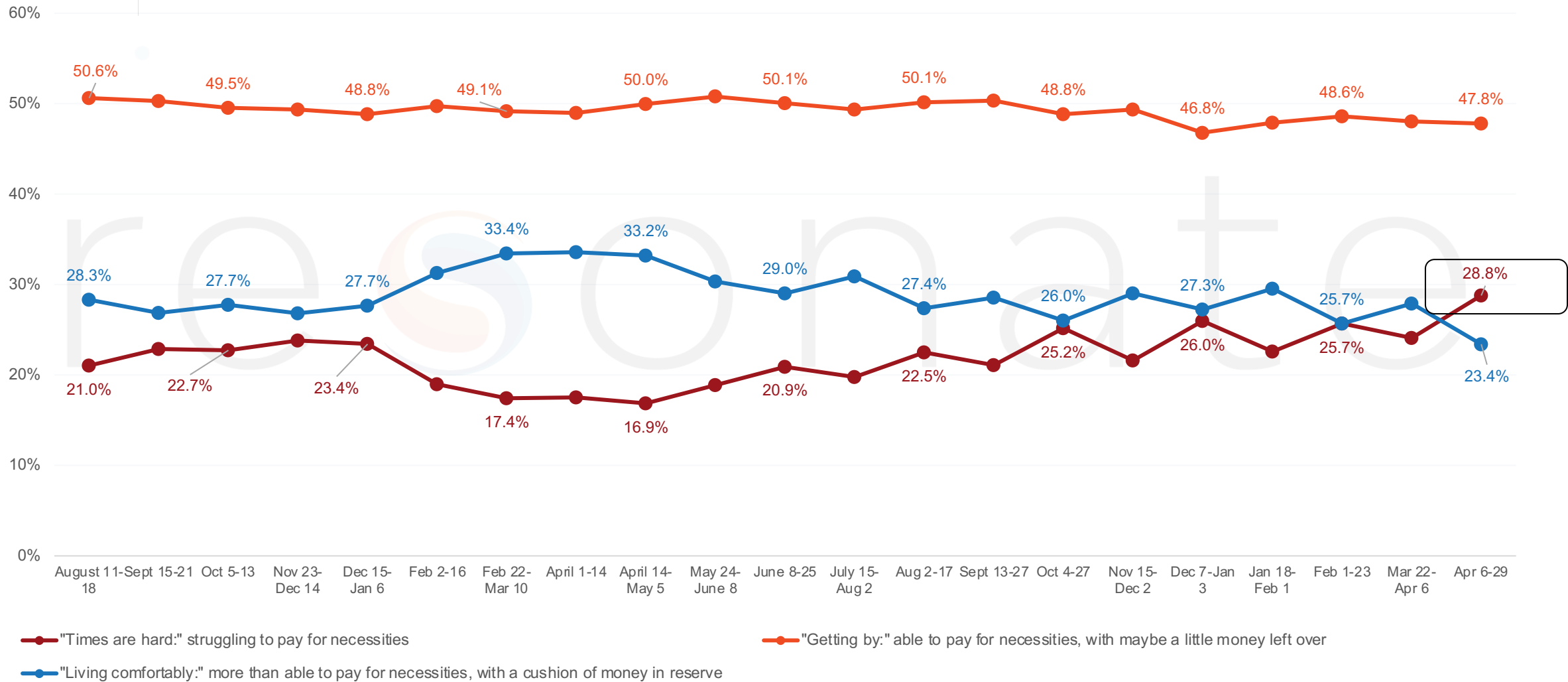
ONLY 2% RATE THE U.S. ECONOMY AS EXCELLENT

What is the current quality of the United States economy?



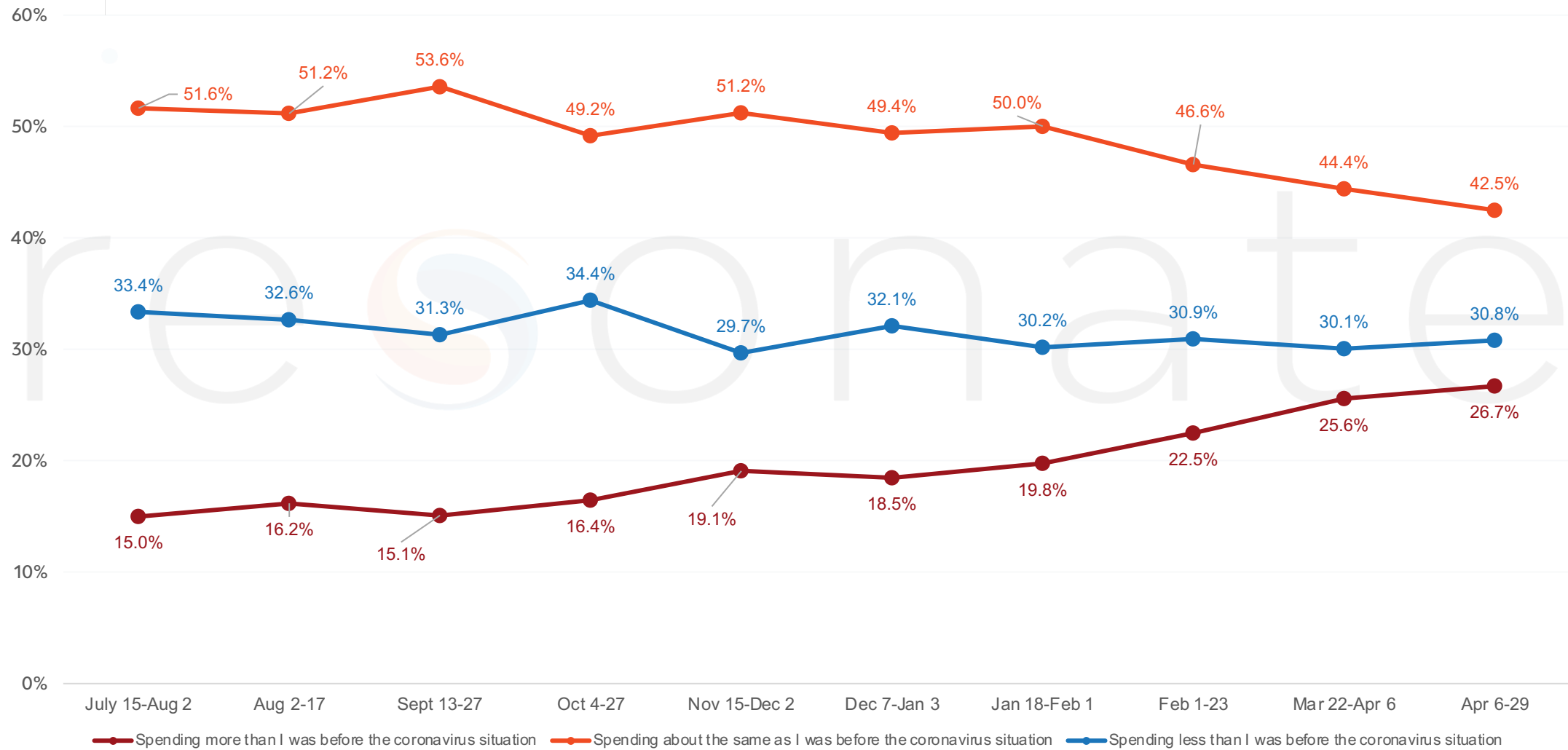
NEARLY 30% SAY THEY'RE STRUGGLING TO PAY FOR NECESSITIES

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



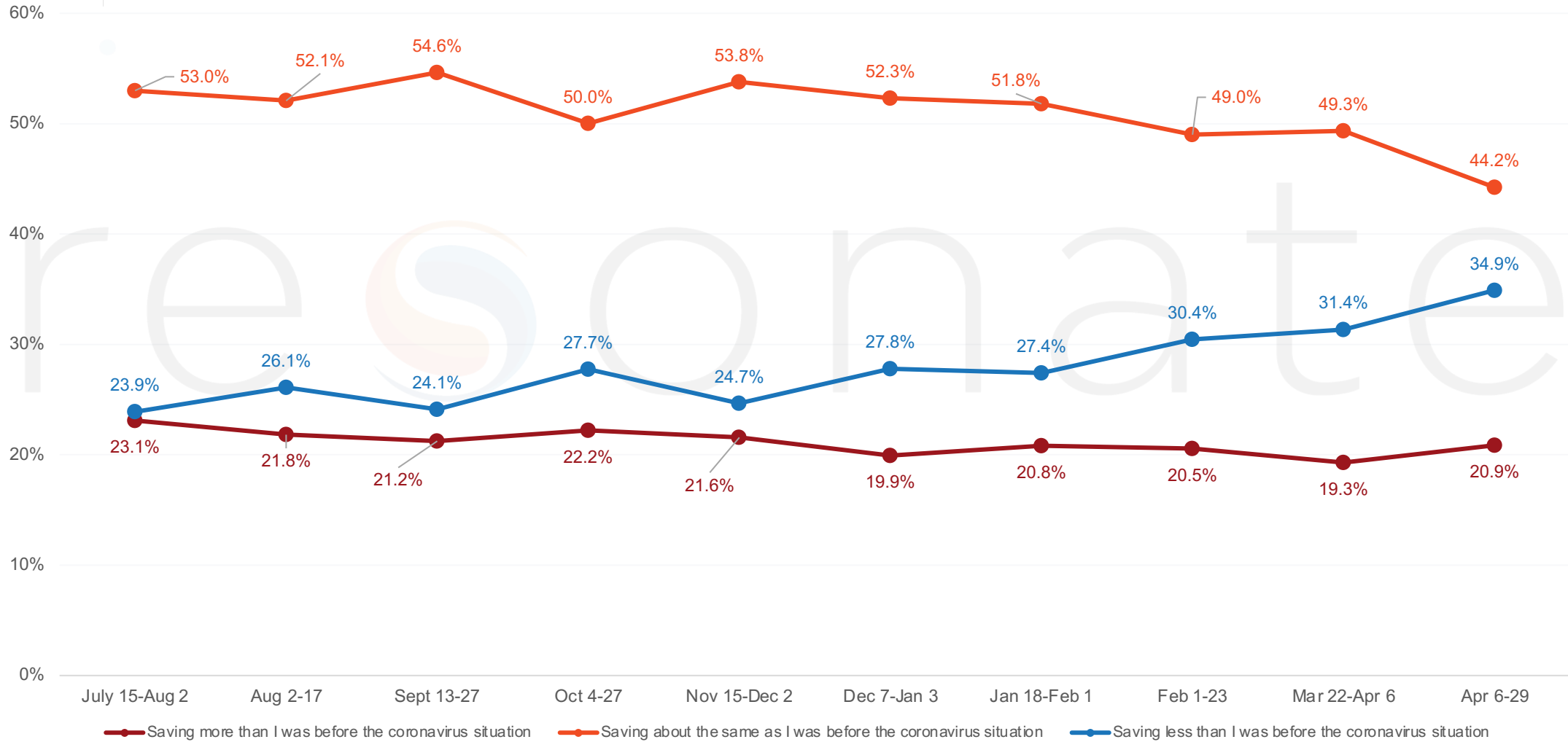
SPENDING CONTINUES TO RISE DESPITE MARKET CONDITIONS

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



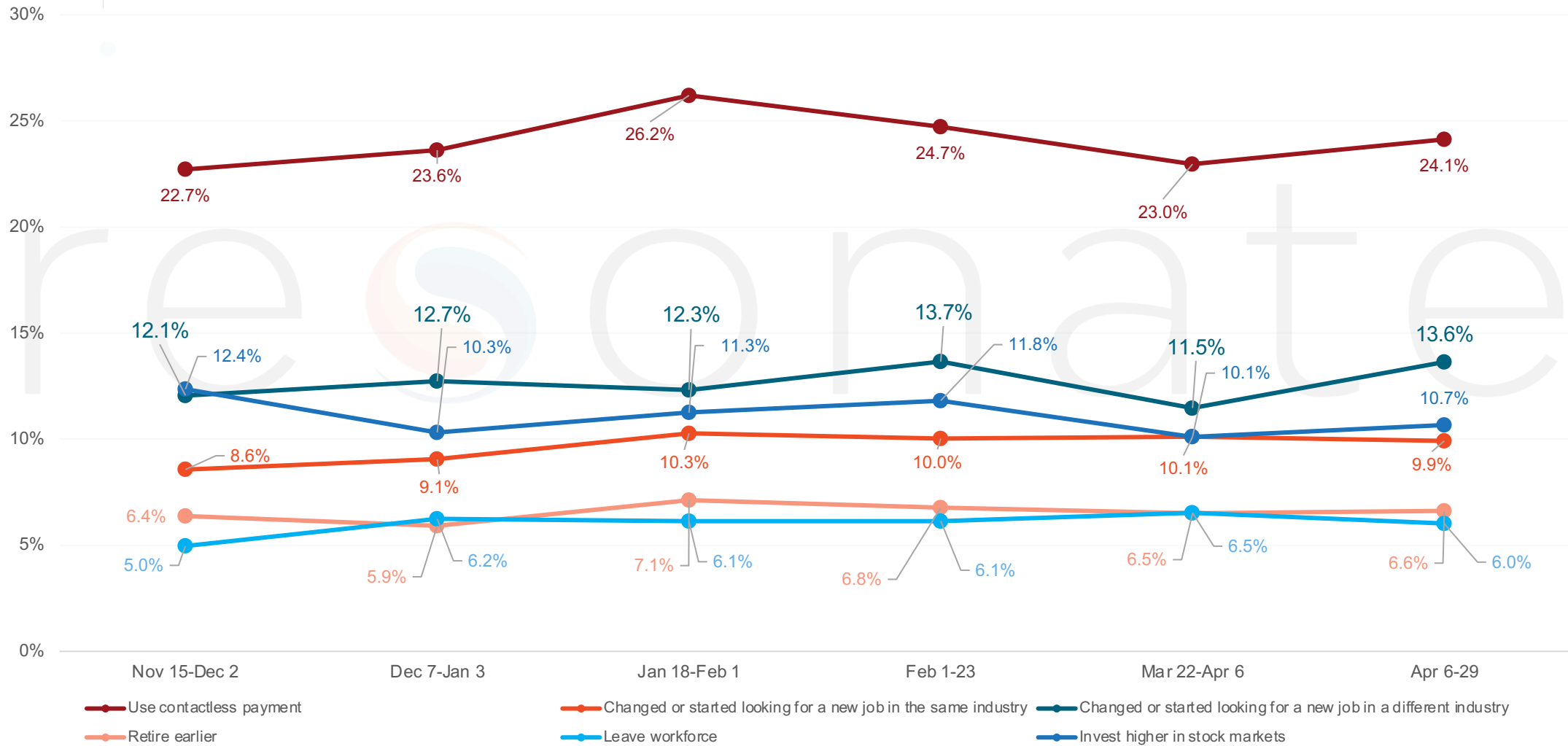
CONSUMER SAVINGS ARE IN DECLINE

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



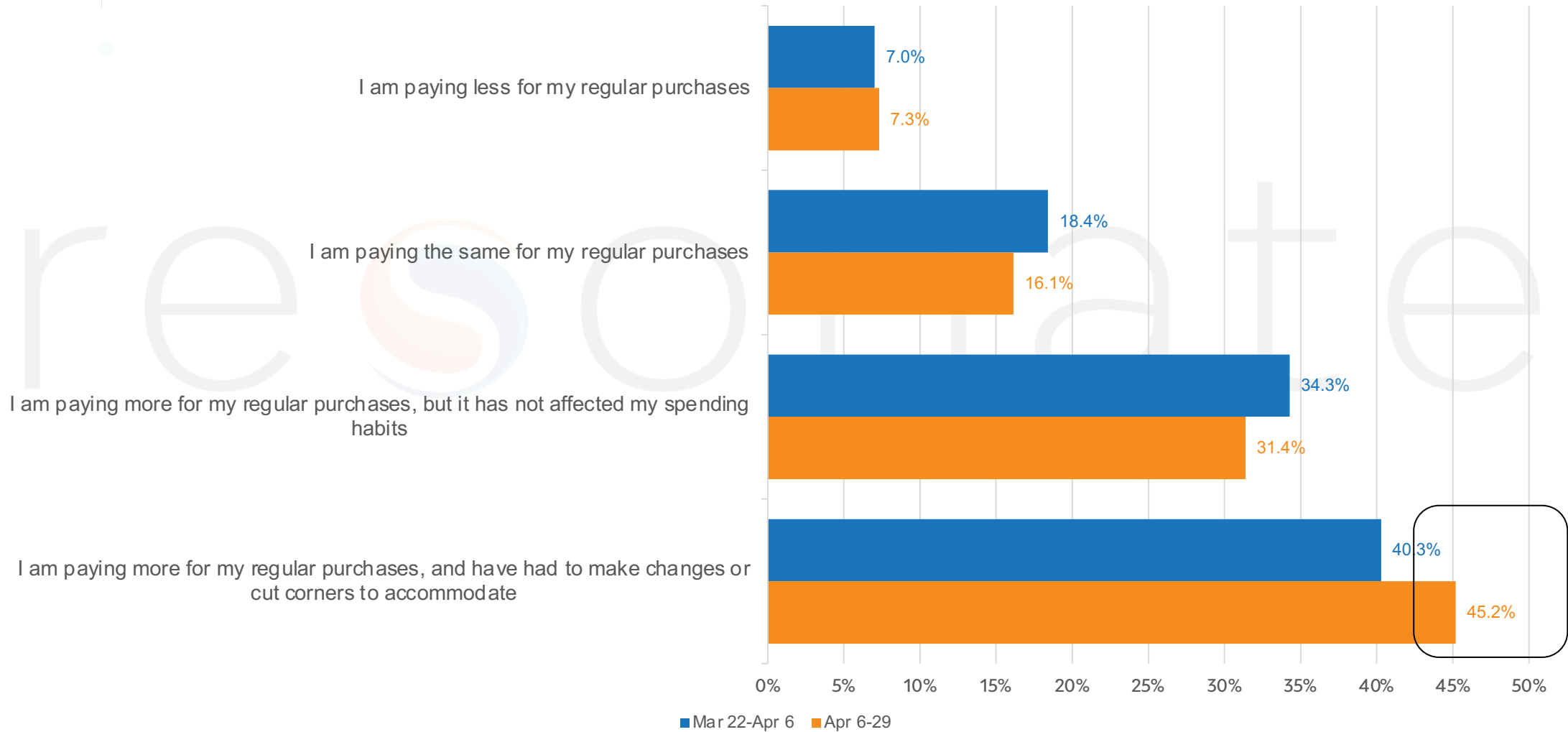
PANDEMIC-RELATED FINANCIAL CHANGES CONTINUE

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



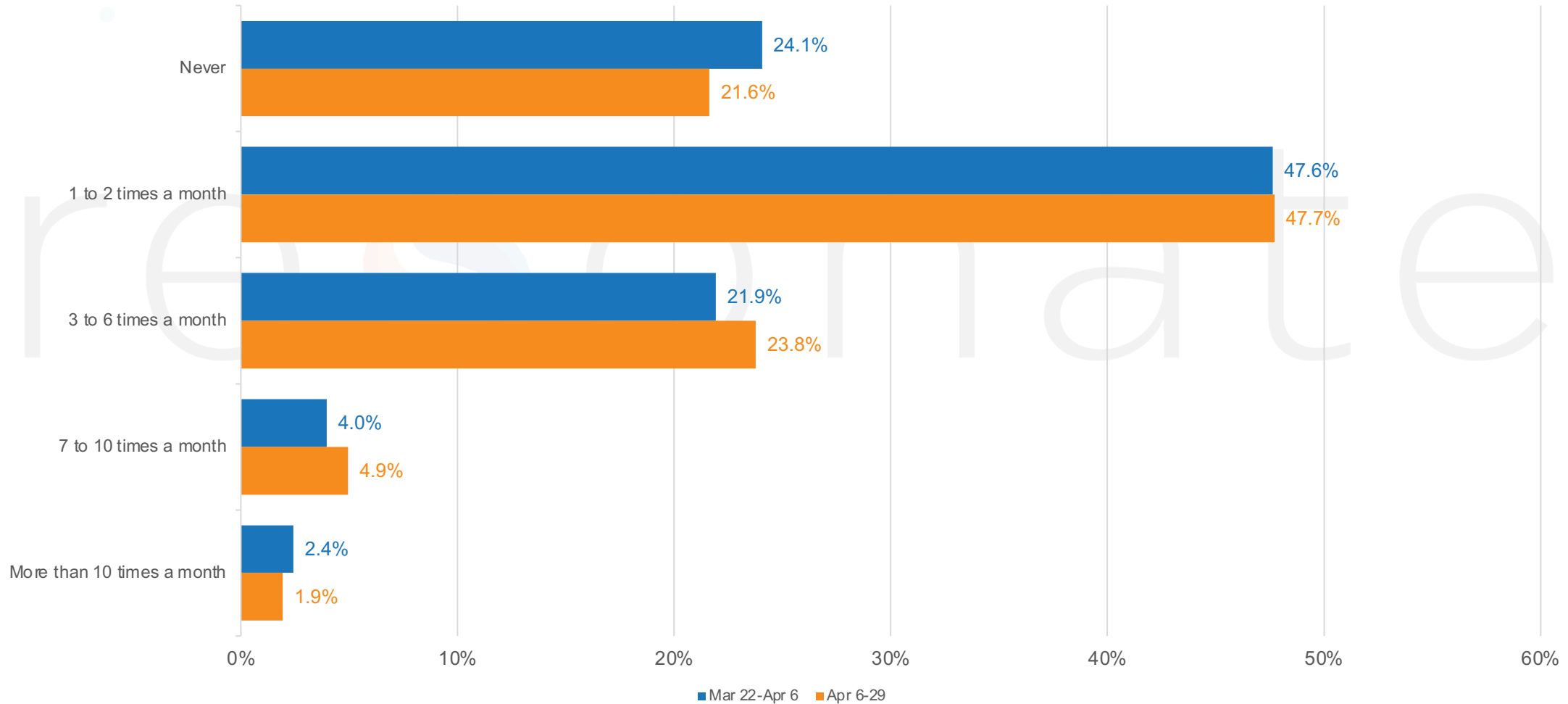
45% HAD TO CHANGE BEHAVIOR AS A RESULT OF PRICE INCREASES

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.



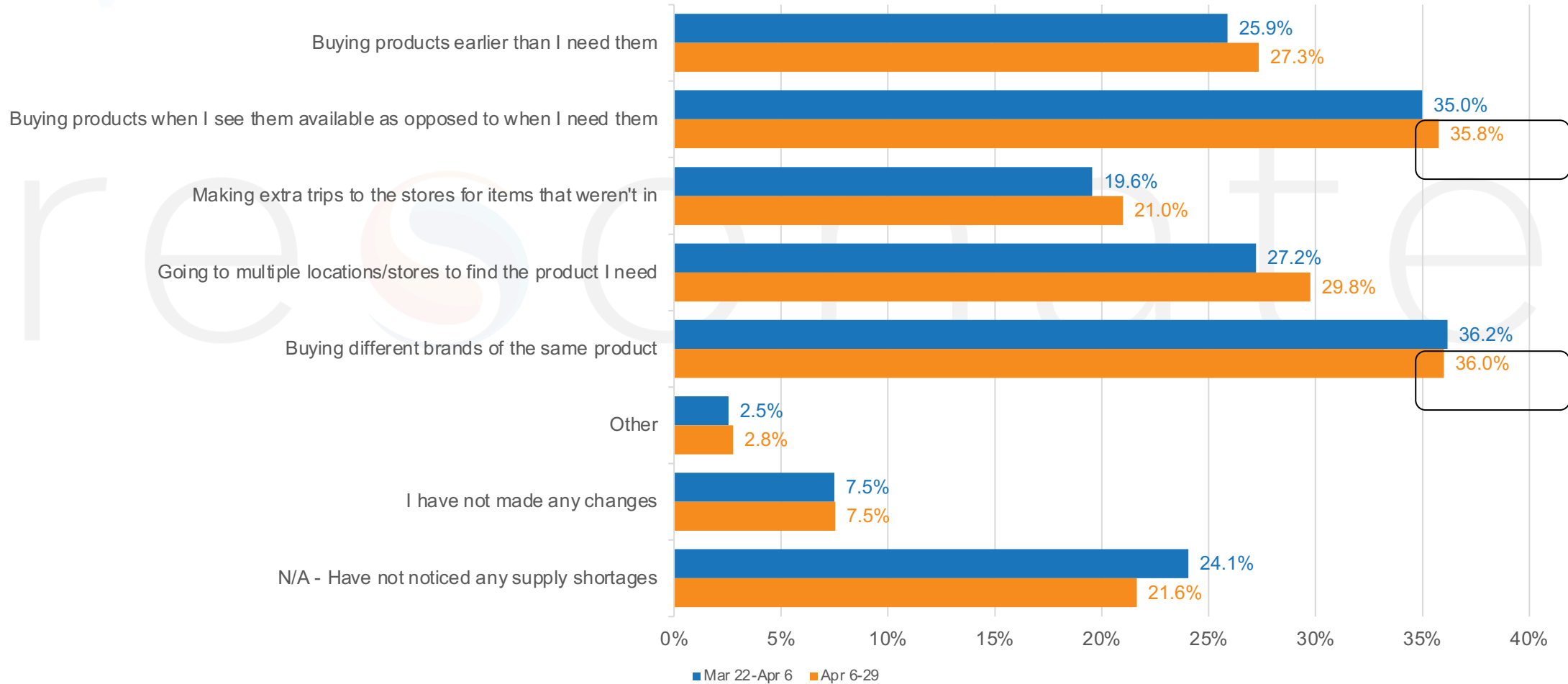
OVER 80% CANNOT GET A PRODUCT ON TIME

Recently there has been reporting about supply chain shortages causing products to be low in stock, unavailable, or delayed during shipping. About how often are you **unable** to get a product you regularly buy on time, whether it be from unavailability or shipping delays?



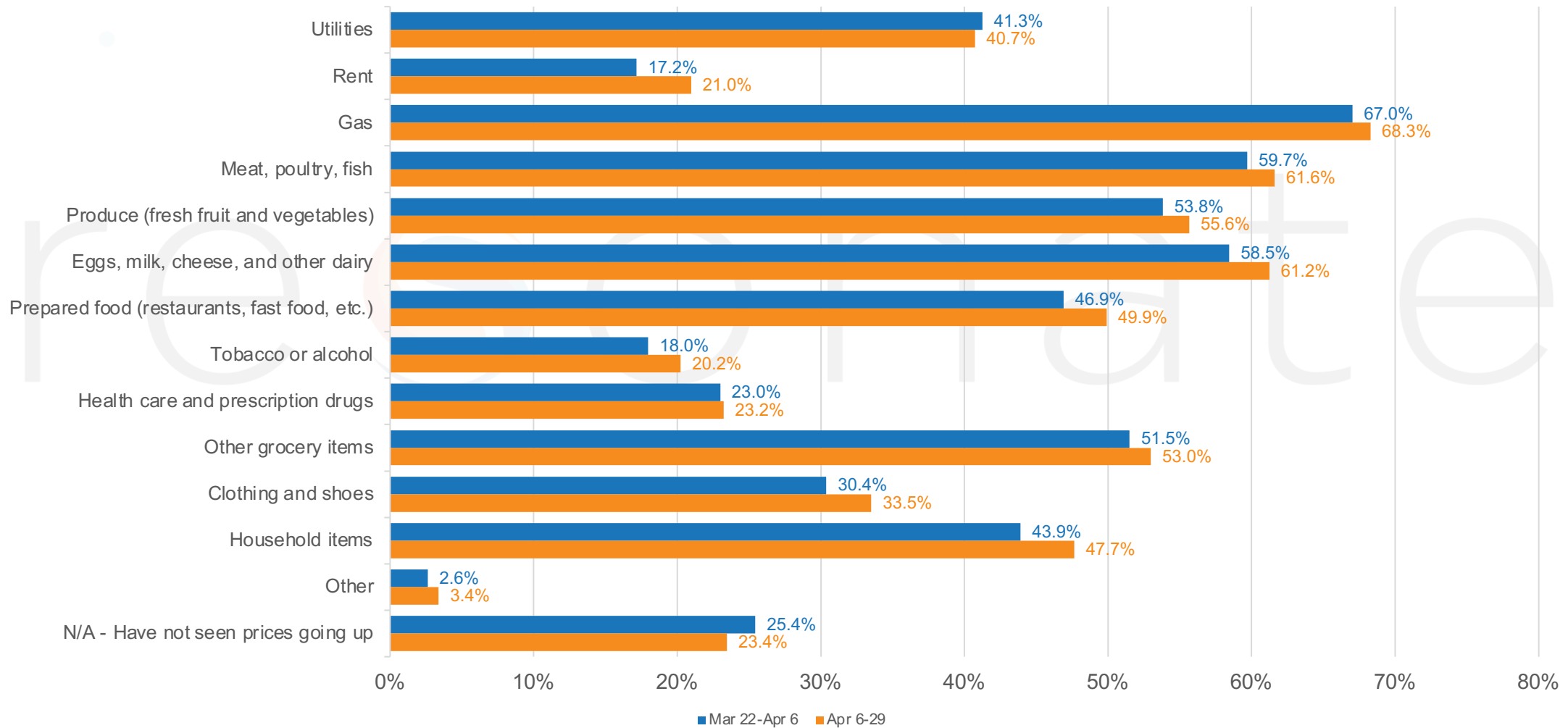
ONGOING AVAILABILITY ISSUES ARE CAUSING NEW BUYING BEHAVIORS

What changes have you made to your purchasing habits due to these shortages?



75% HAVE SEEN PRICE INCREASES, MOST SIGNIFICANTLY IN GAS & FOOD

Over the last 3 months, for which of the following products have you seen prices go up? Please select all that apply

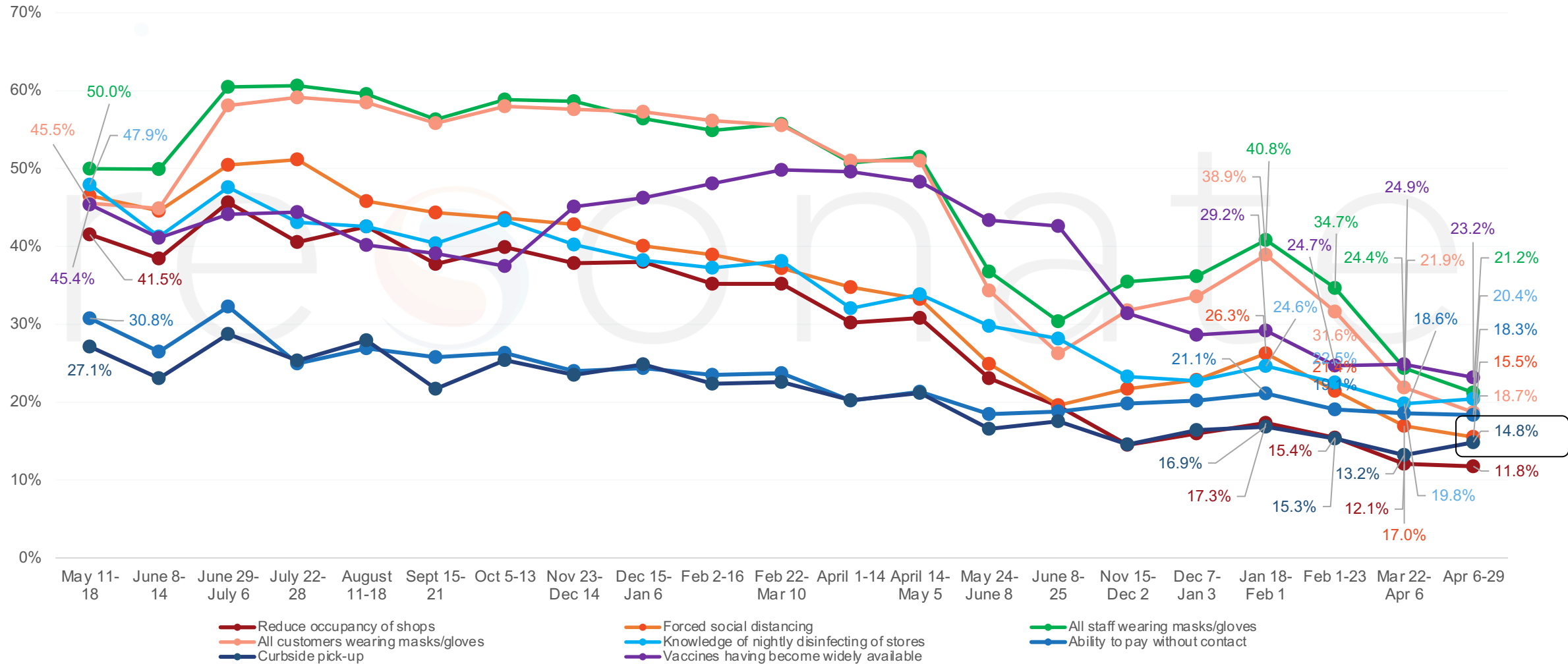


The background is a solid blue color with a large, abstract graphic element. This element consists of several overlapping, circular brushstrokes in a slightly lighter shade of blue, creating a sense of movement and depth. The strokes are centered around the word 'RETAIL'.

RETAIL

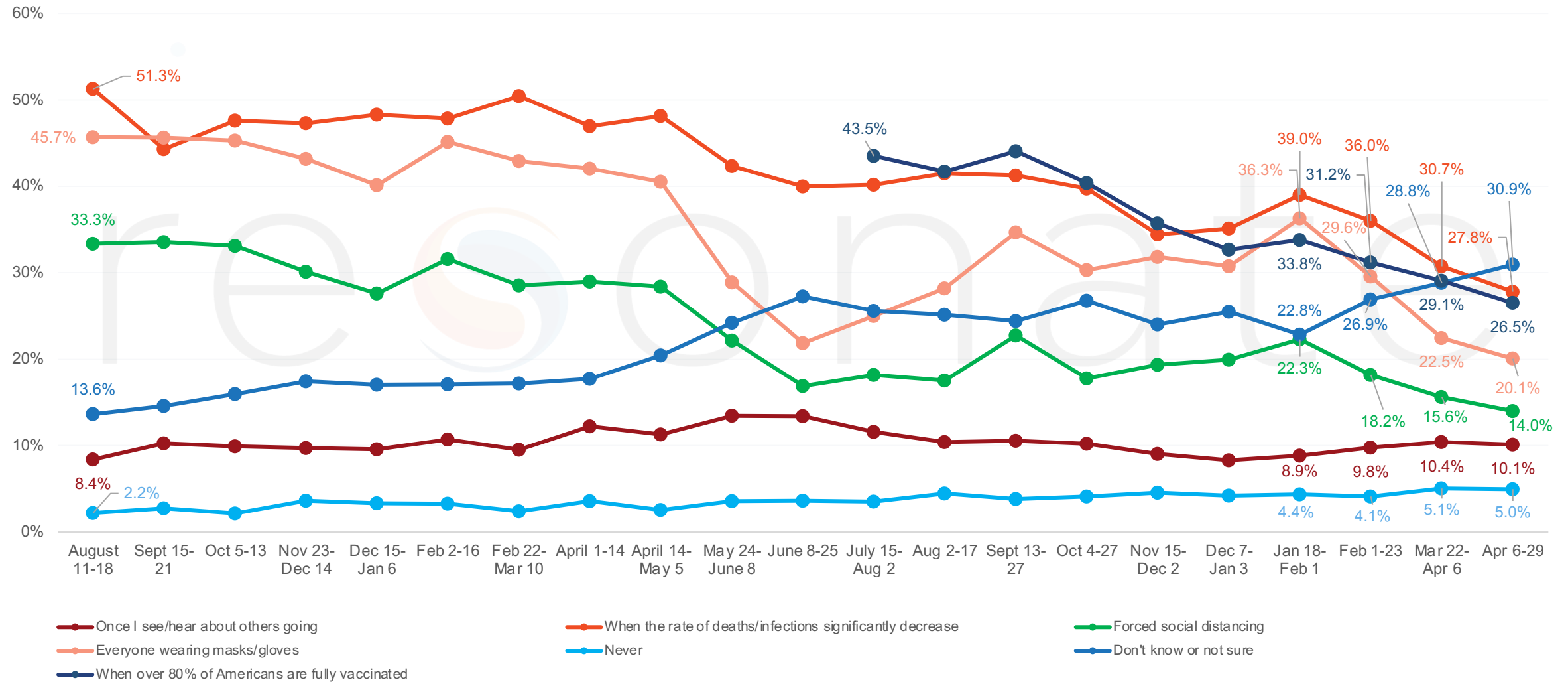
CURBSIDE PICK-UP REMAINS AN IMPORTANT RETAIL SERVICE

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



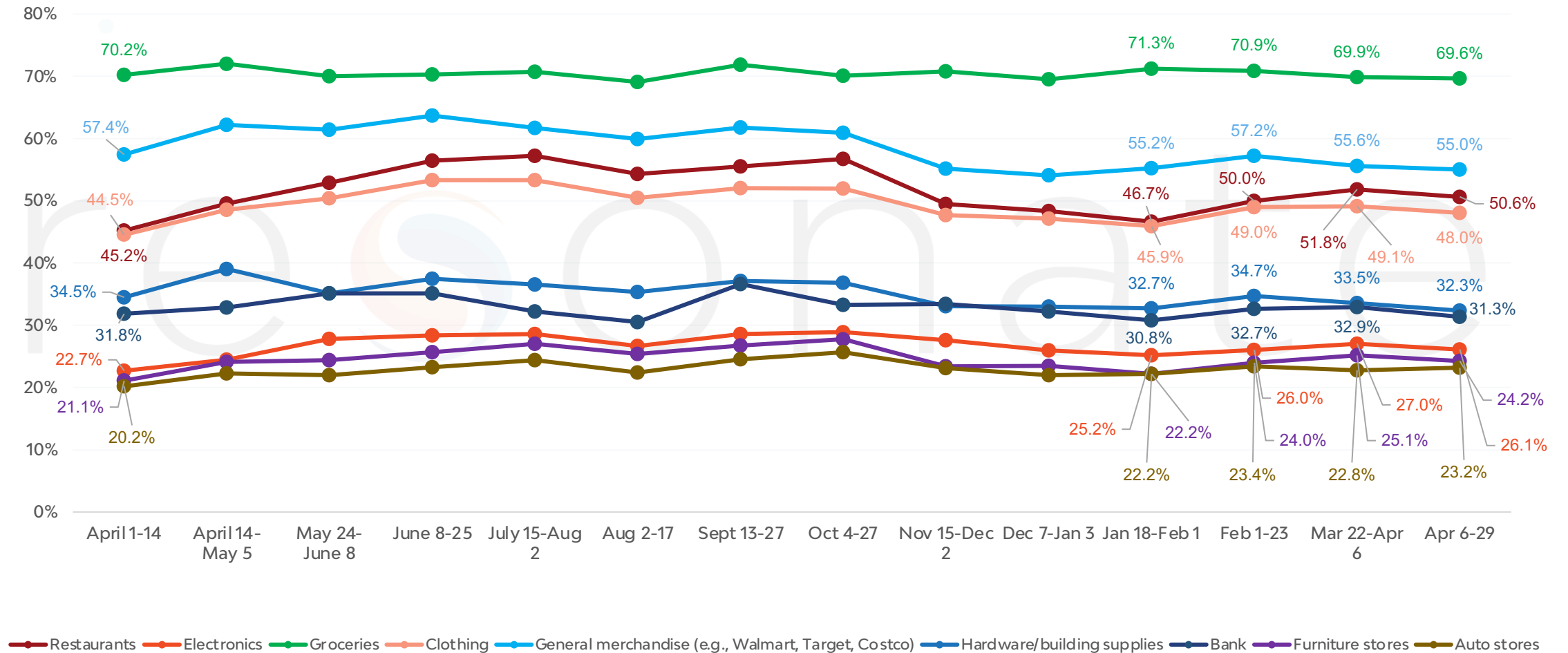
CONSUMERS EXPECT FEWER PANDEMIC PRECAUTIONS

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.



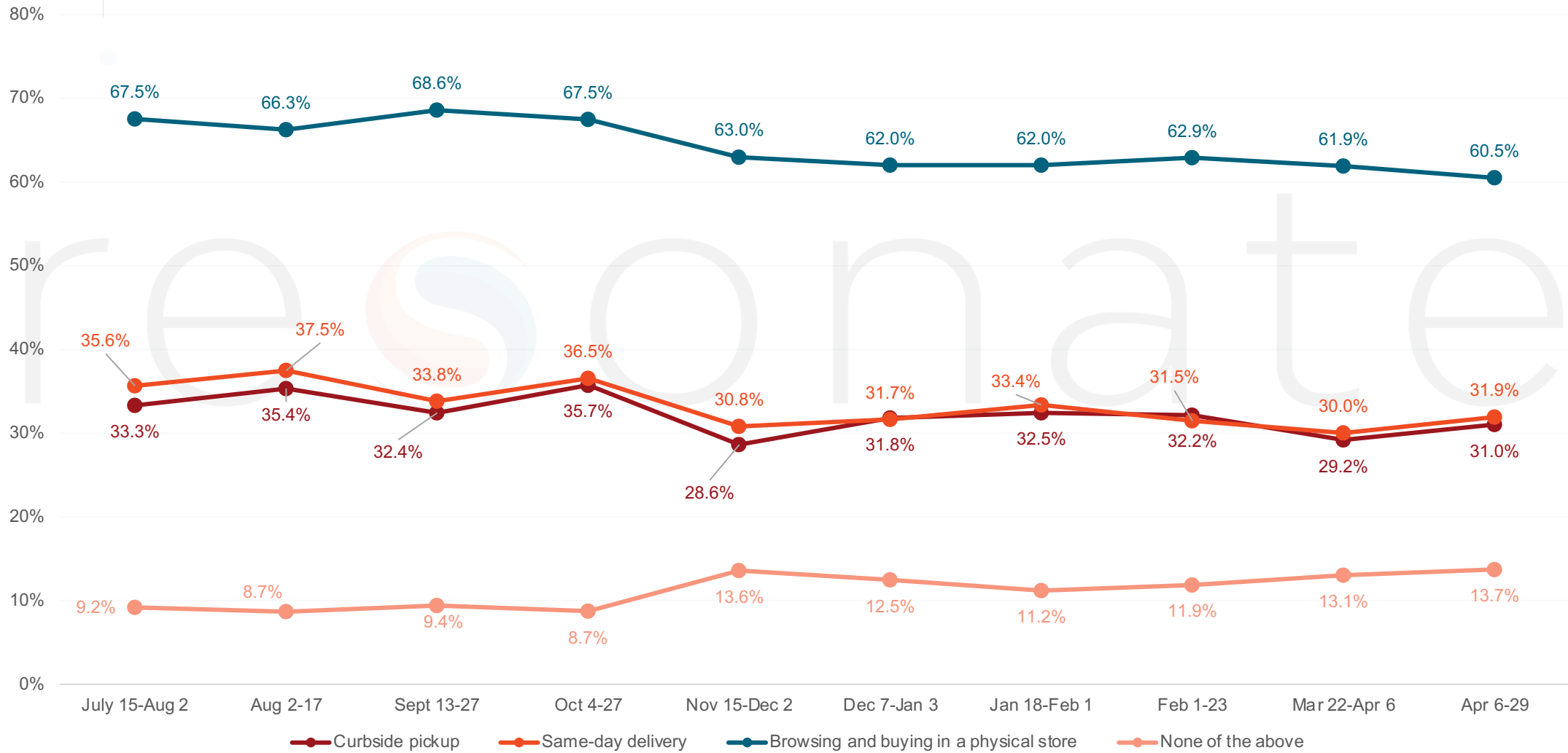
AUTO, FURNITURE, ELECTRONICS SHOPPERS ARE BUYING ONLINE

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.



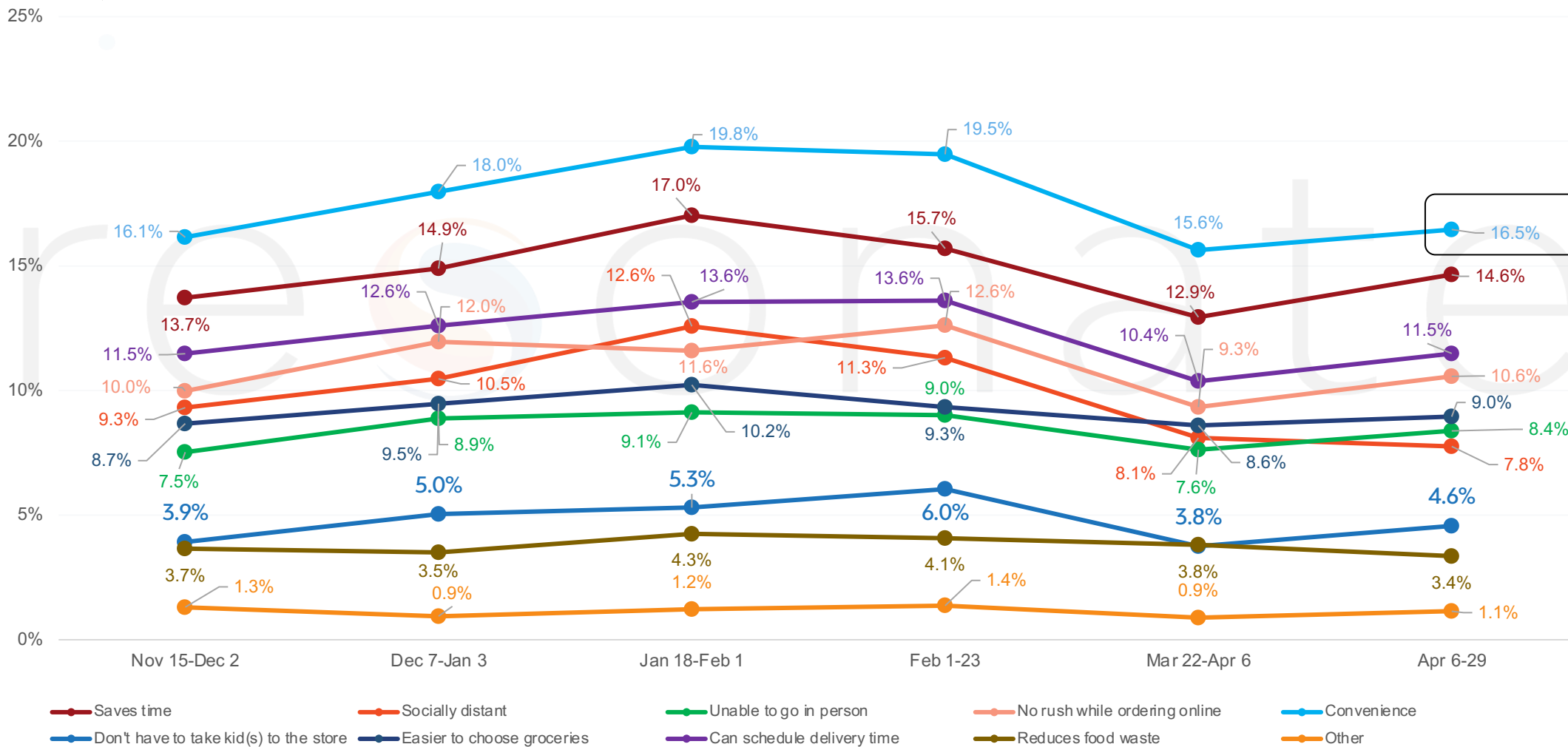
IN-STORE BROWSING CONTINUES TO DECLINE SLIGHTLY

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



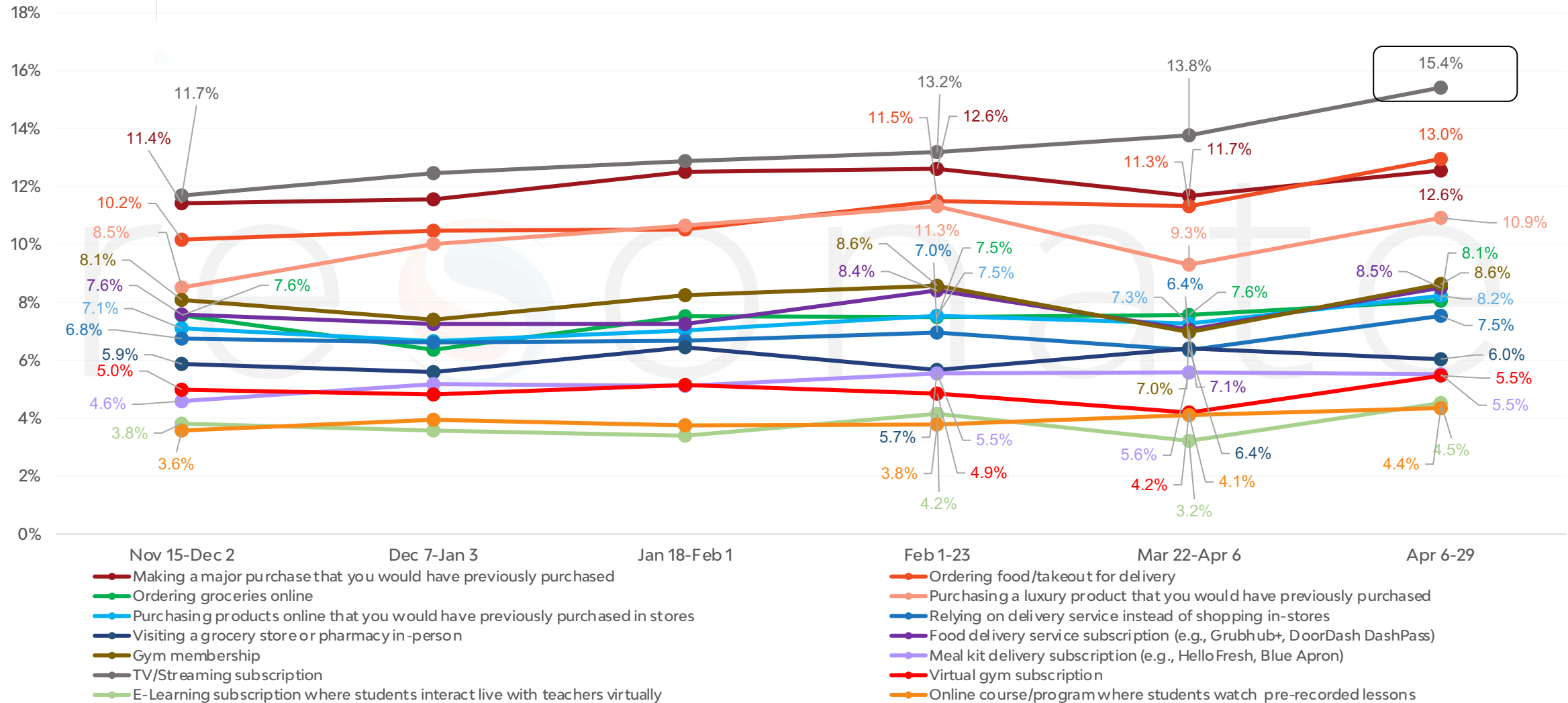
CONVENIENCE STILL THE TOP REASON PEOPLE ORDER GROCERIES ONLINE

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



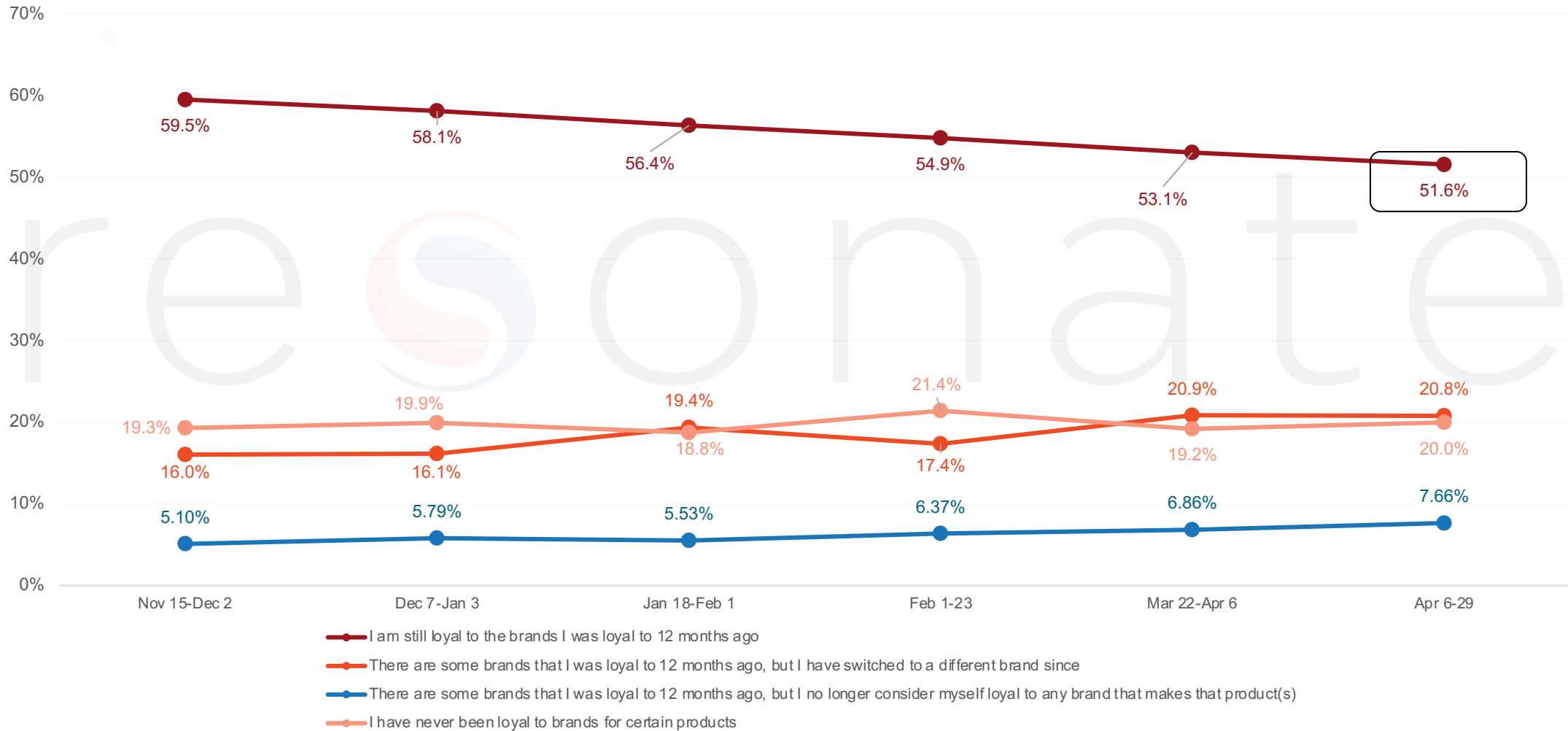
15% WILL CANCEL STREAMING SUBSCRIPTION IN NEXT 90 DAYS

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



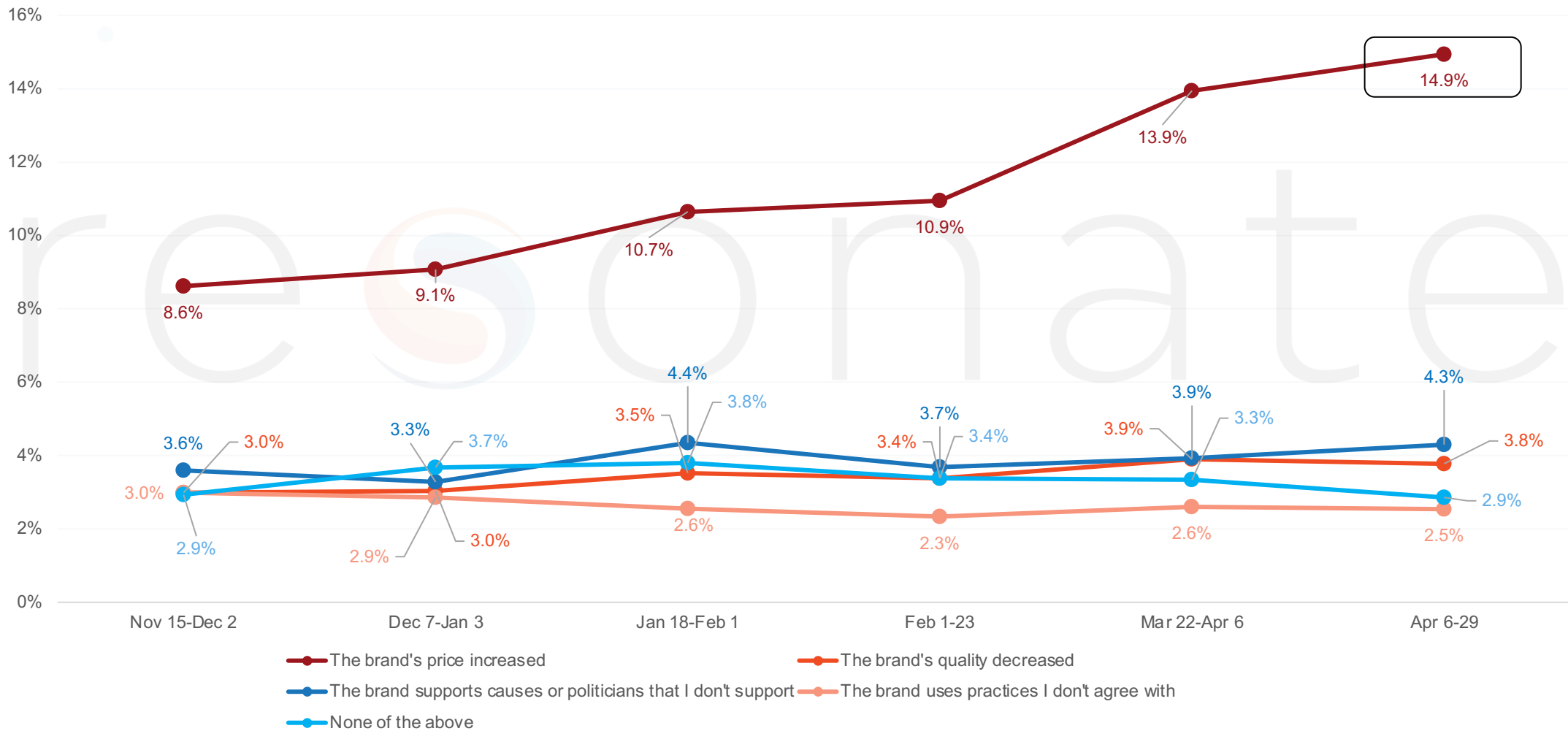
SLIGHT DECREASE IN LOYALTY TO SAME BRANDS AFTER 12 MONTHS

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



BRAND ABANDONMENT INCREASES AS A RESULT OF HIGHER PRICES

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

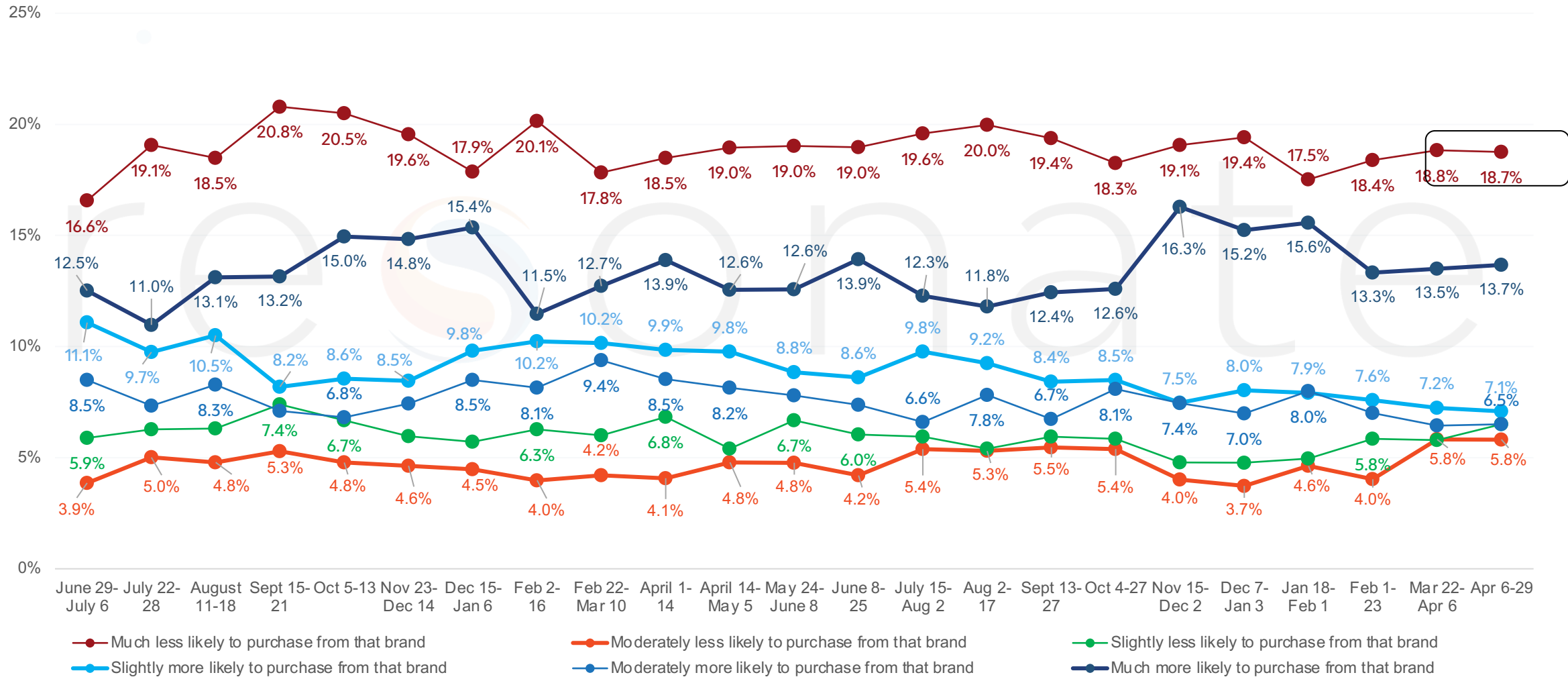


The image features a solid blue background with a large, faint, white graphic of two interlocking circles. The text "SOCIAL JUSTICE" is centered in a white, bold, sans-serif font.

SOCIAL JUSTICE

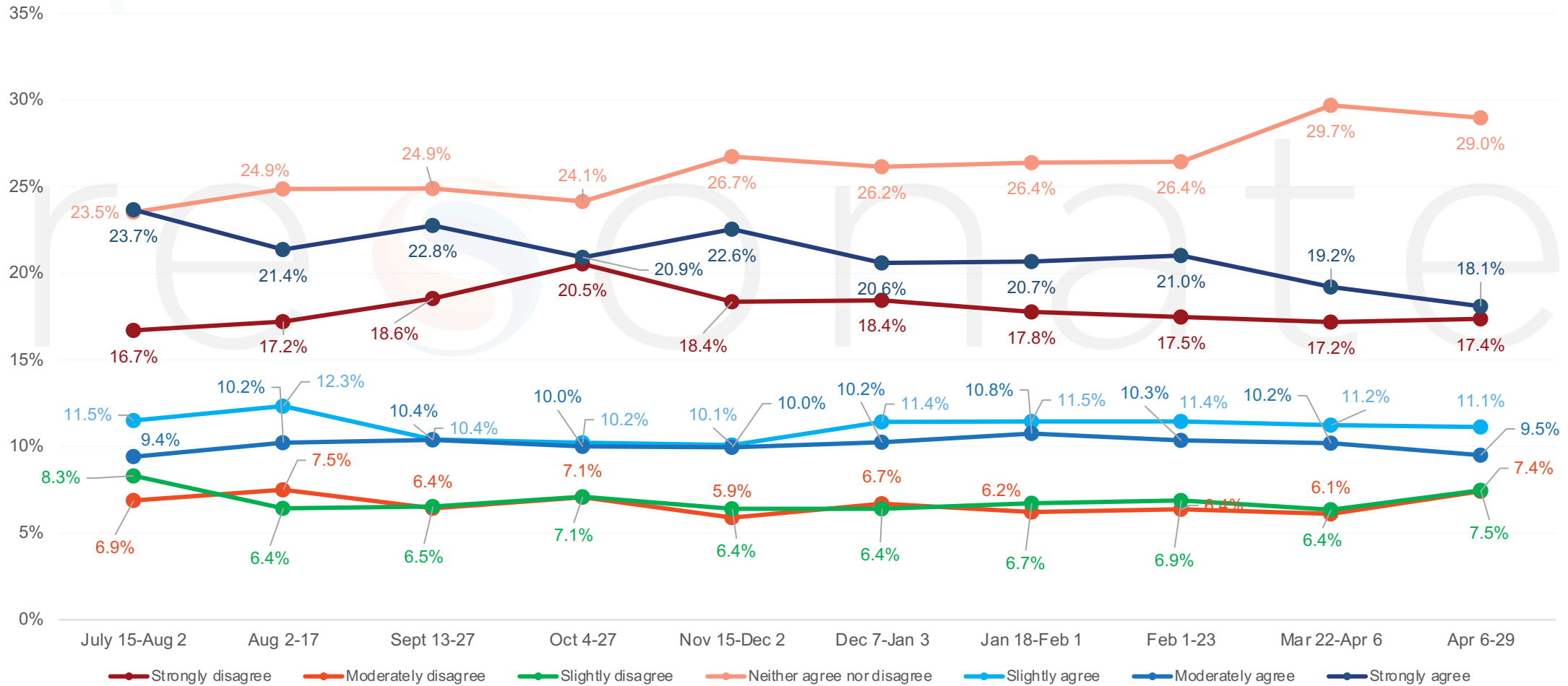
BLM SUPPORT DOES NOT DRIVE PURCHASE BEHAVIOR FOR 18% OF CONSUMERS

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?



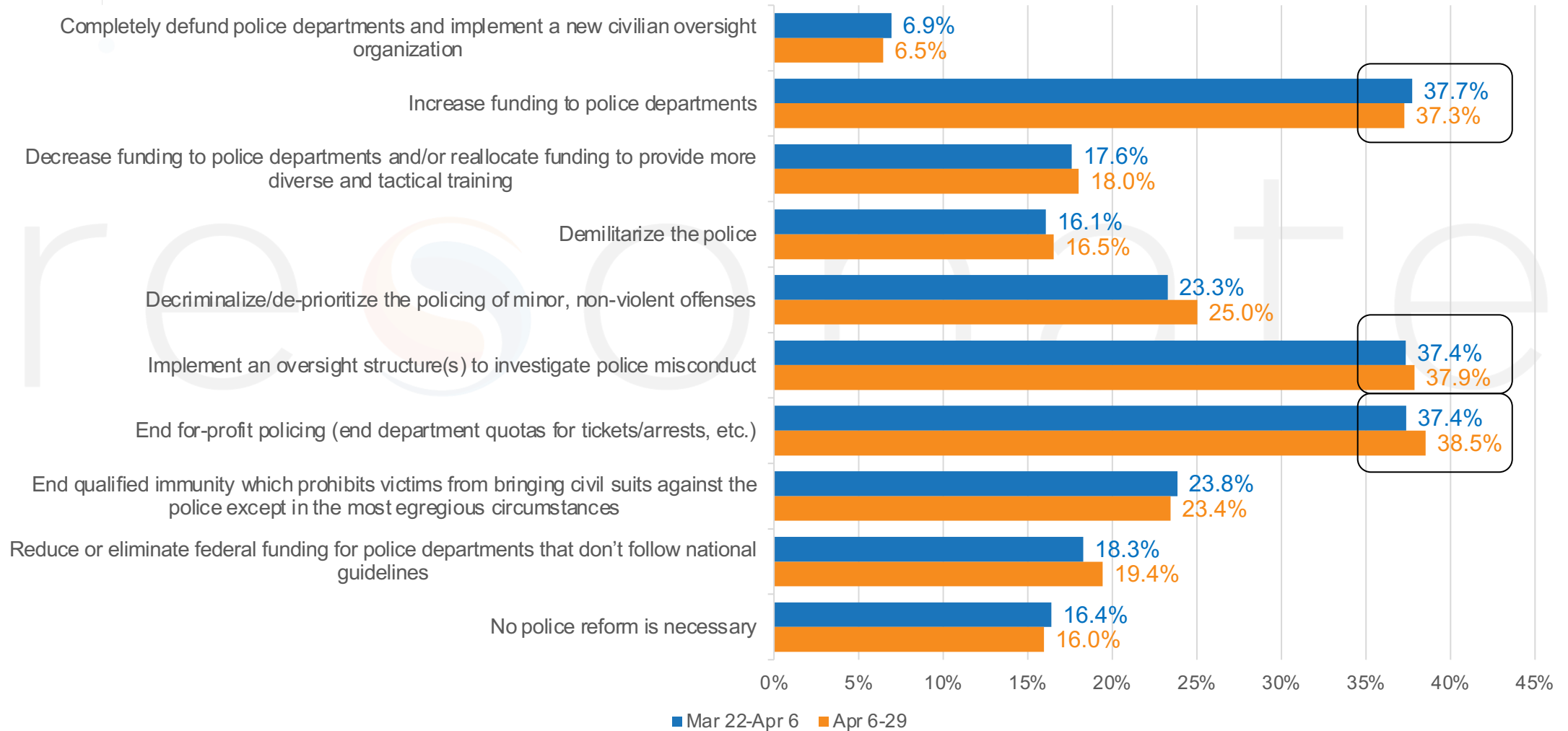
18% UNEMPLOYMENT BENEFITS SHOULD BE REDUCED

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?



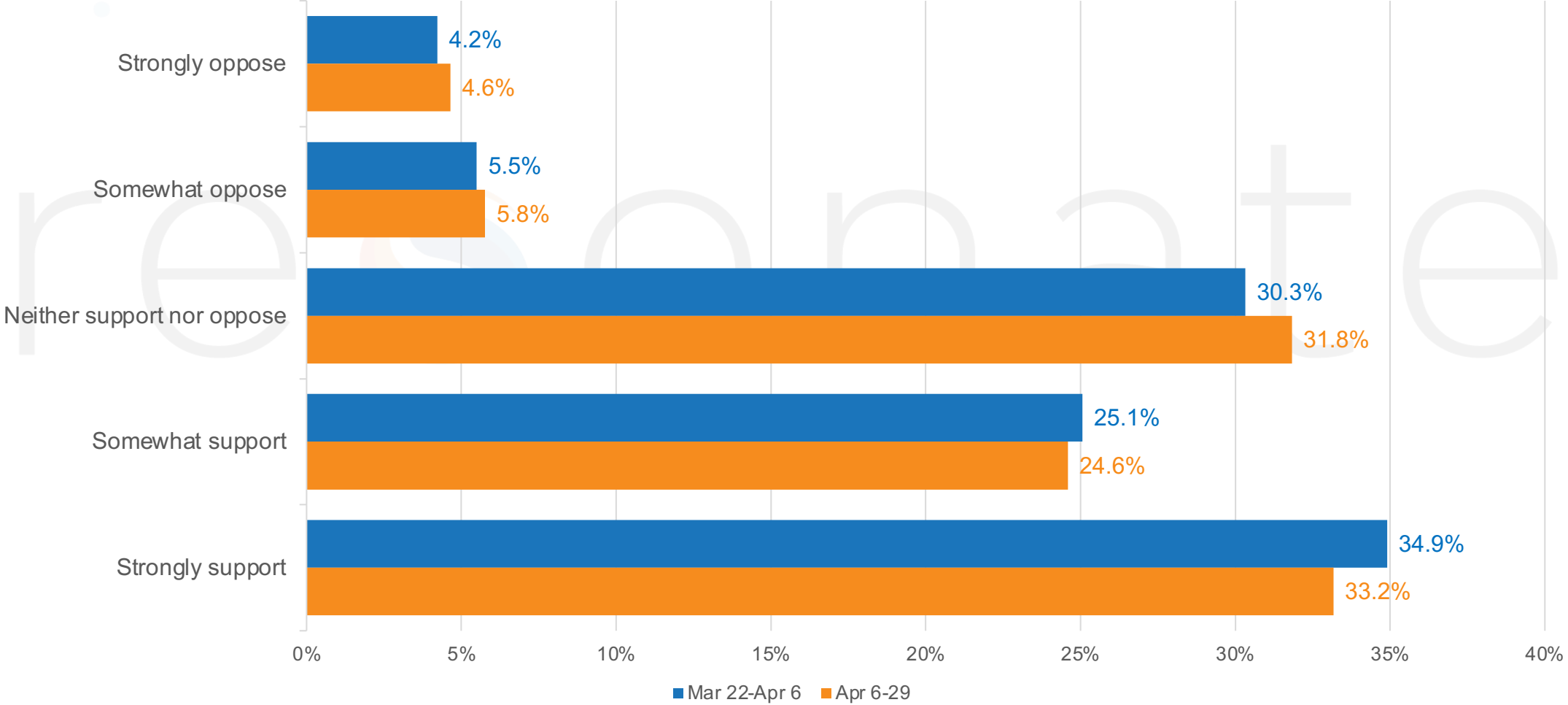
AMERICANS GENERALLY SUPPORT THE POLICE

Which of the following police reforms do you support?



58% OF AMERICANS SUPPORT THE US REMAINING IN NATO

The North Atlantic Treaty Organization (NATO) is a military pact between the US, Canada and 28 European countries, which was founded after World War 2 in response to the Soviet Union creating their own military pact. To what extent do you support or oppose the US remaining in NATO?



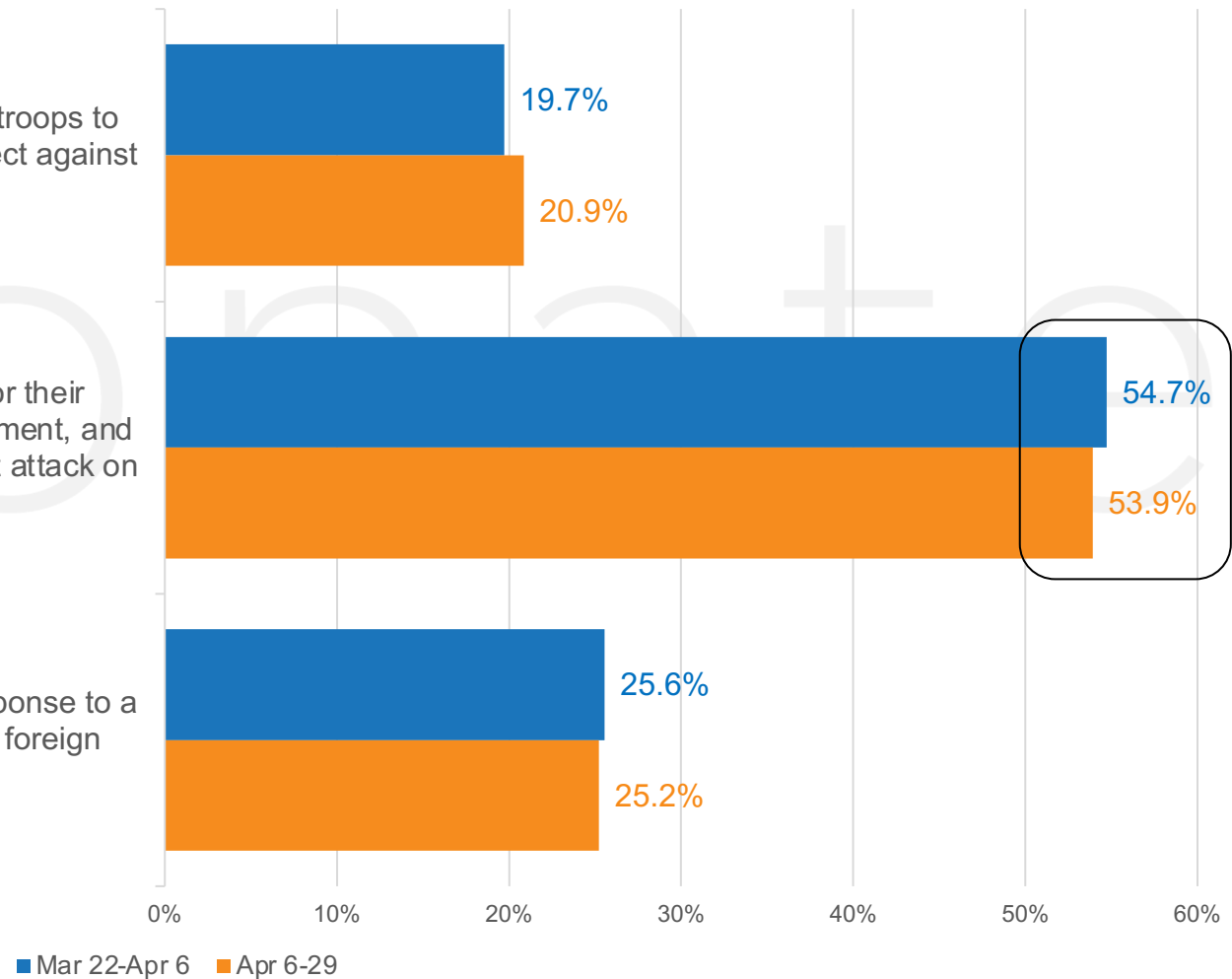
OVER HALF OF AMERICANS SUPPORT OTHERS' FIGHT FOR DEMOCRACY

Looking at the possible approaches to American foreign policy, which ideology most closely describes your position:

Promoting democracy is in the US' best interest and sending troops to countries to force regime change is necessary at times to protect against future attacks

If local citizens and military are justified and willing to fight for their democracy, the US should provide intelligence, supplies, equipment, and aid, but America should only send troops in response to a direct attack on America

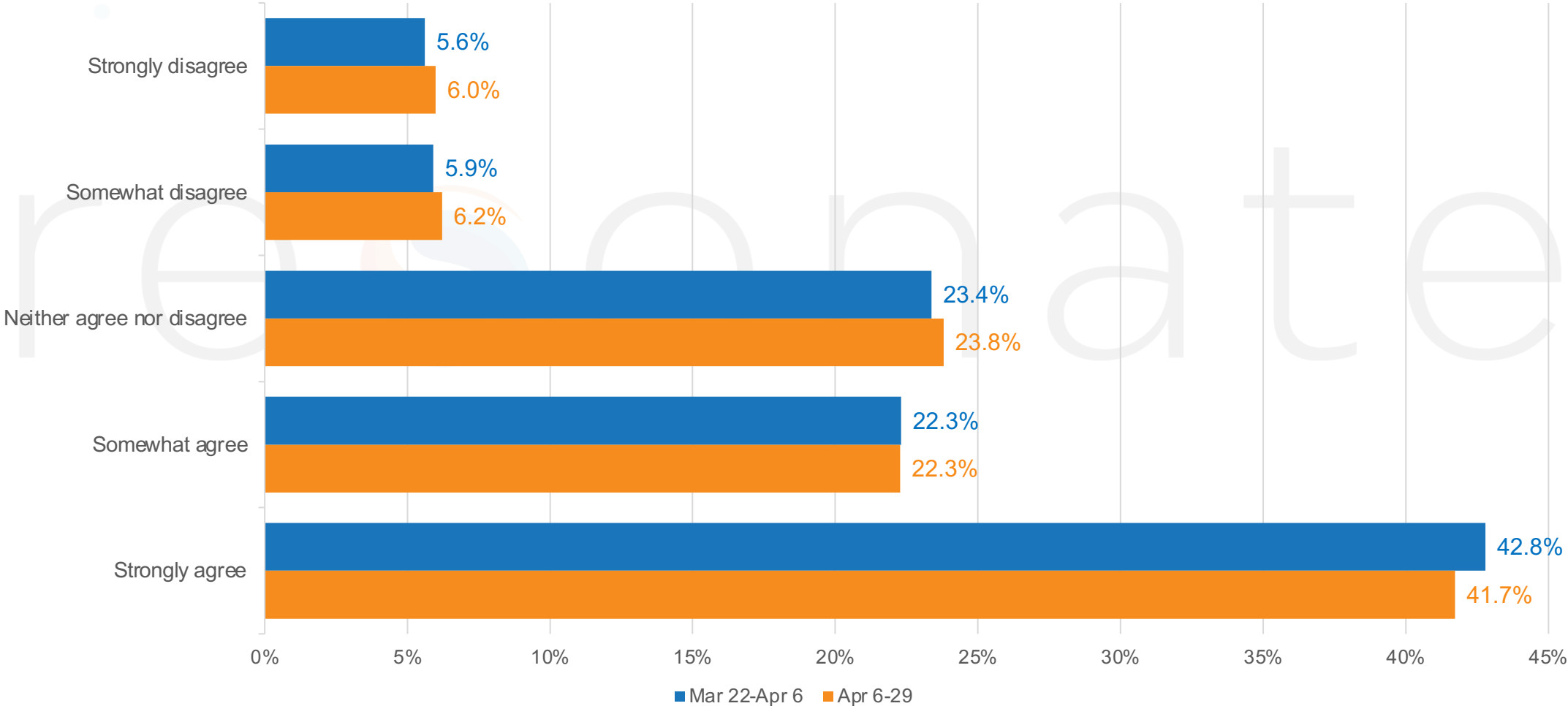
The US should only send money, troops and equipment in response to a direct attack on America and let other countries handle their foreign affairs even if they ask for the US' involvement



64% OF AMERICANS SUPPORT THE BAN ON RUSSIAN OIL

To what extent do you agree or disagree with the following statement:

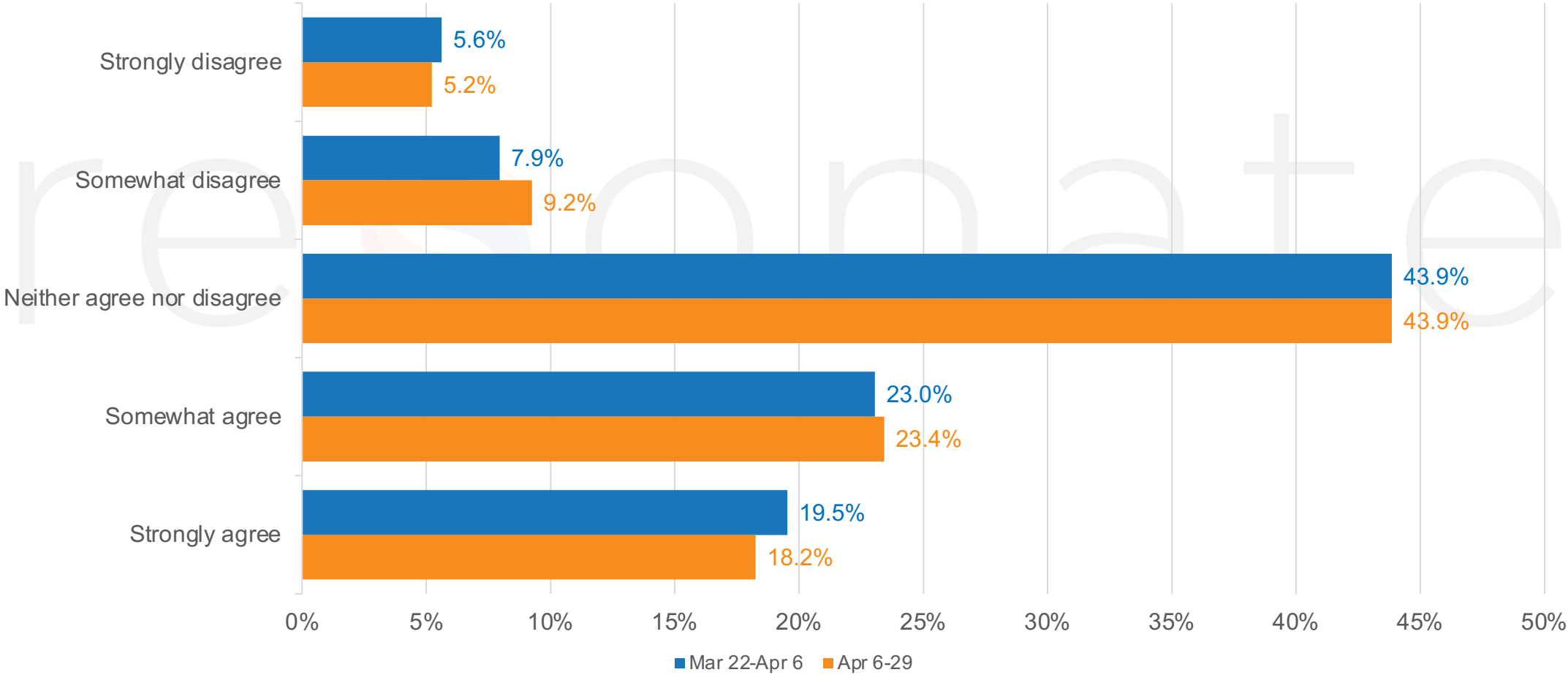
America should **continue to ban the importing of Russian gas and oil** in response to Russia's invasion of Ukraine, even if it means higher gas prices for Americans.



42% AGREE THAT NUCLEAR POWER IS LESS RISKY THAN IMPORTED OIL

To what extent do you agree or disagree with the following statement:

There are fewer risks involved with getting energy from nuclear energy powerplants than there are with getting energy from gas and oil imported from places like Russia, Saudi Arabia, or Venezuela.





INSIGHTS FOR TODAY & TOMORROW

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 ecommerce application.

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

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