

Understand & Act with Pulse-of-the-Consumer Research

Resonate Recent Events Consumer Flash Study, Wave 29
July 2022



UNDERSTAND & ACT

A great man once said, “Knowing is half the battle.” The other half is acting. Wave 29 of the Resonate Recent Events series is here (and also in the user-friendly Resonate Ignite platform for Resonate clients). This ‘pulse-of-the-consumer’ market research empowers you to know AND act, revealing critical insights on consumer behavior, sentiment, and intent and making it easy for you to take the next right action to acquire, upsell or retain customers.

This latest Resonate Recent Events Flash Study was fielded in late June. Data from the survey is processed through the Resonate AI-driven data engine, connected to the Resonate core dataset, and scaled to 230 million U.S. consumers (or to your customer database if you choose). This report is a summary of key findings, but the real power comes when you log in to the Resonate Ignite platform to research, analyze and activate your audience and achieve your goals.

Understanding and acting, that’s the goal of Resonate. We deliver rich, relevant, up-to-date, privacy-safe data that empowers your data-driven marketing.

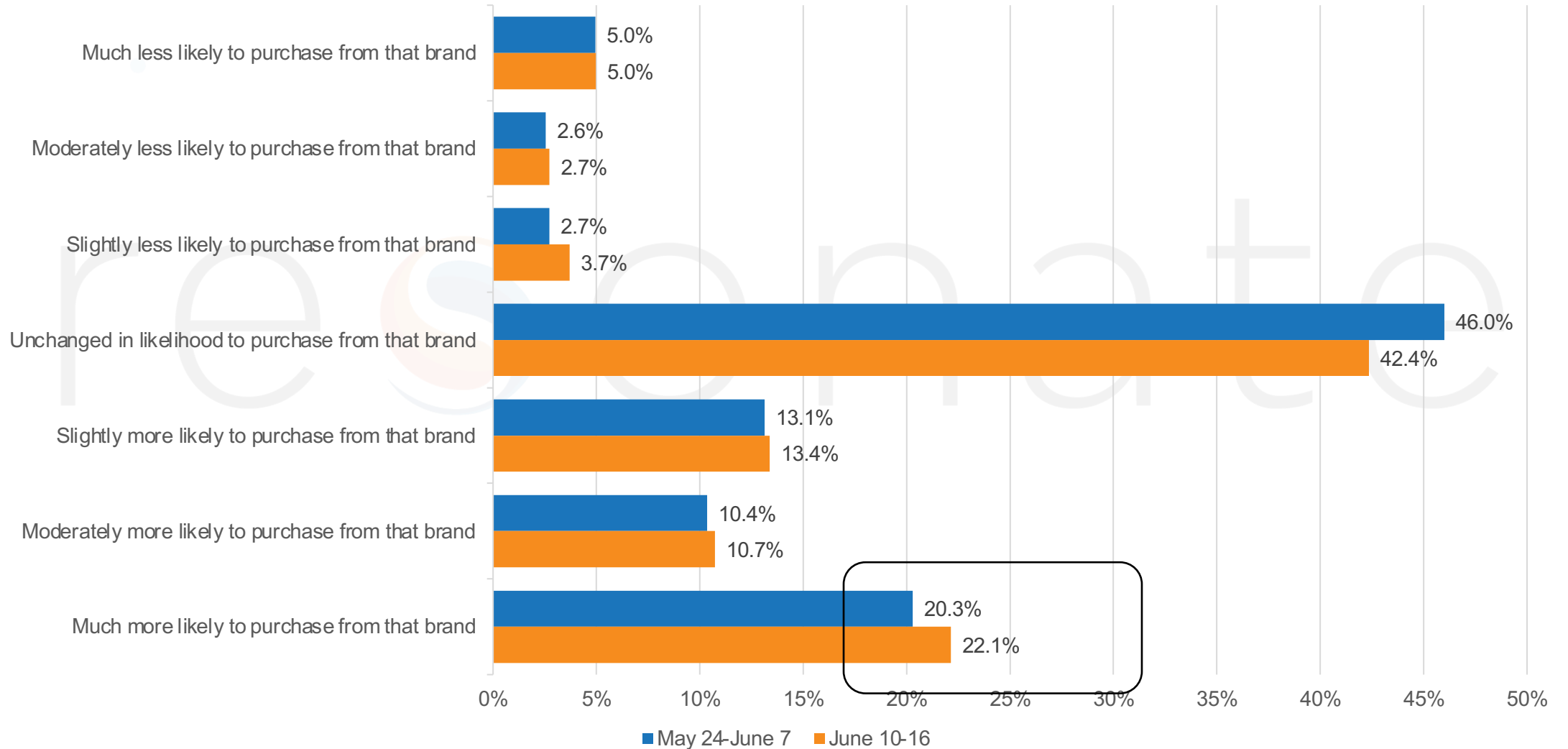


See It In Action

BRAND & CONSUMER VALUE ALIGNMENT

CONSUMERS WHO VALUE BRANDS THAT SUPPORT UKRAINE INCREASES

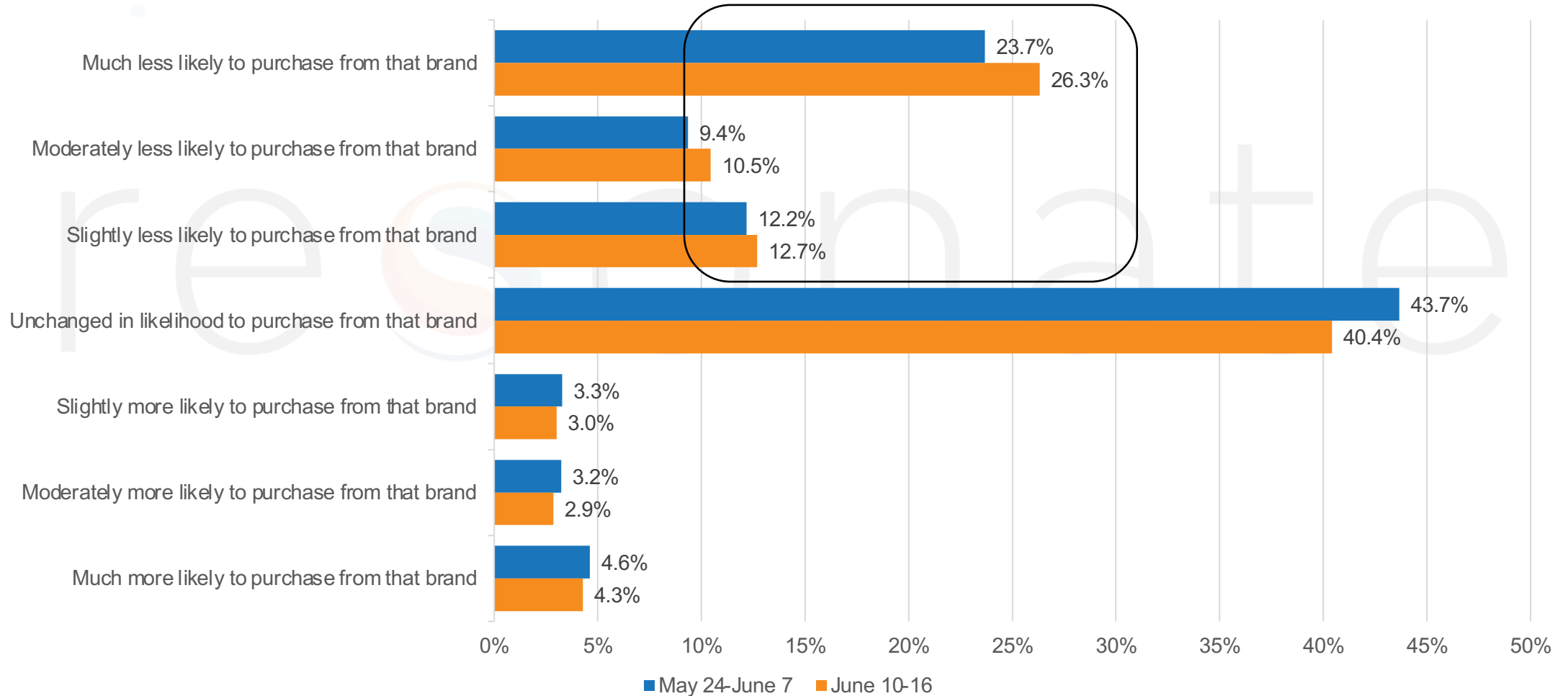
How are you likely to react when you see a Consumer Brand show support for each of the following groups/causes? **Brand that shows support for Ukraine**



CONSUMERS' DISDAIN FOR BRANDS WHO REMAINED OPEN IN RUSSIA POST-INVASION INCREASES

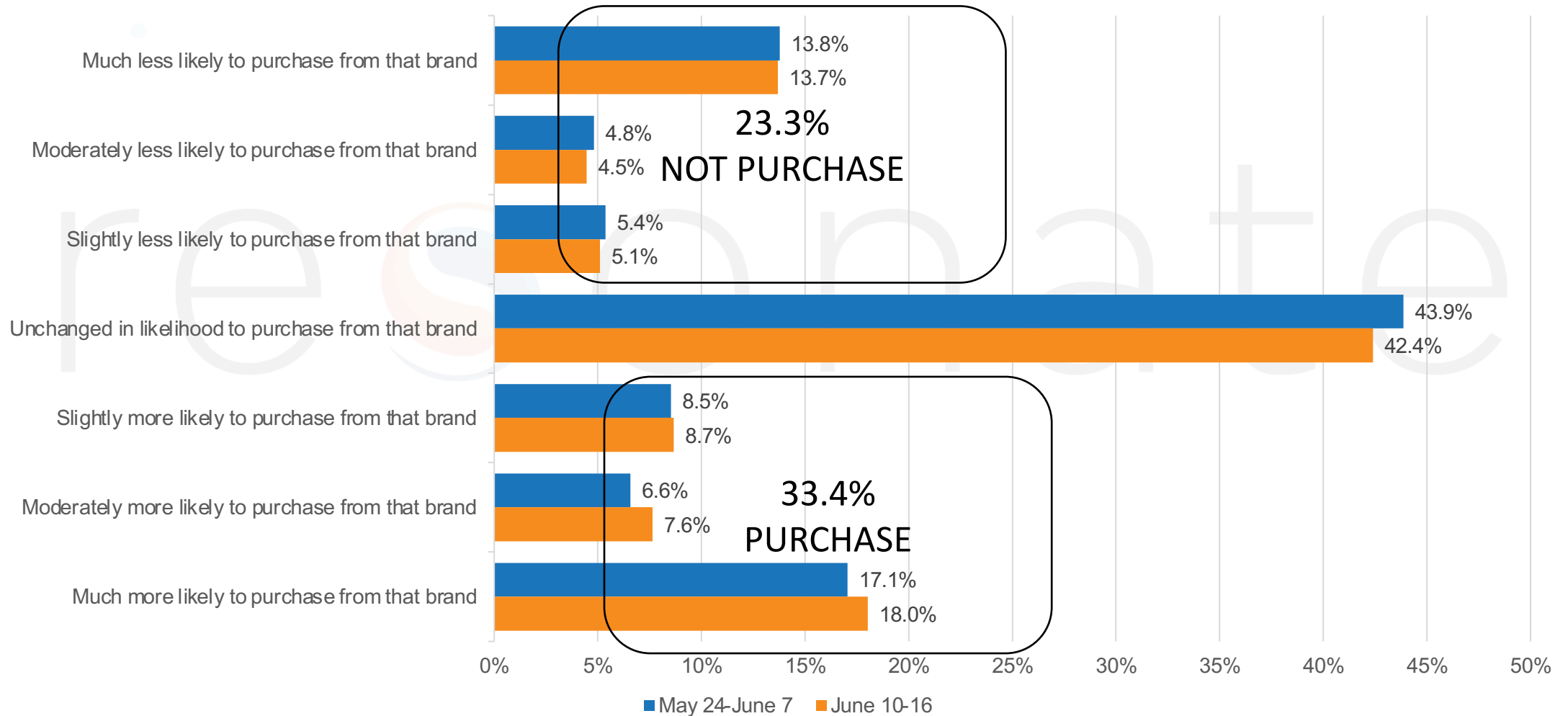
In response to Russia invading Ukraine, some businesses have closed all their locations across Russia.

To what extent would you be more or less likely to buy a **product from a company that did NOT close their locations in Russia after Russia invaded Ukraine?**



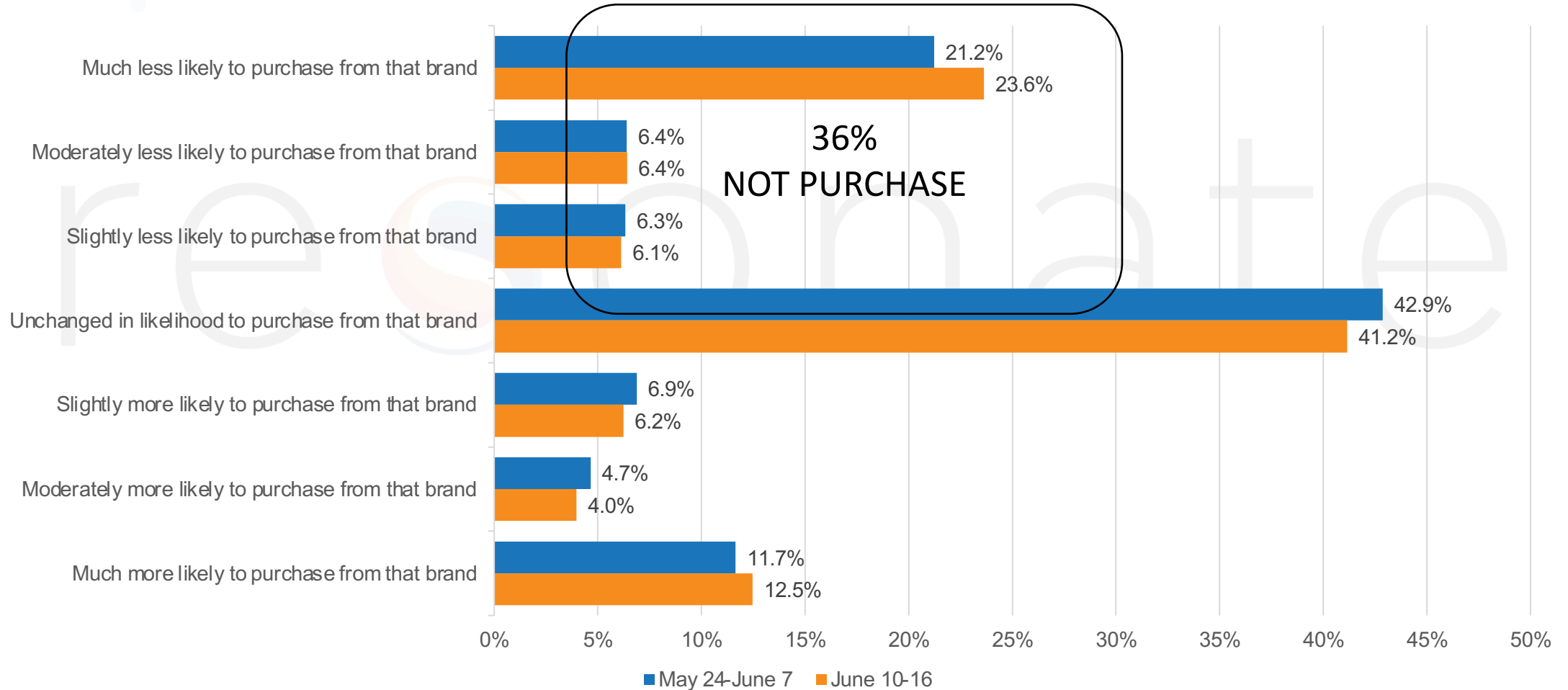
SPENDING WITH PRO-CHOICE SUPPORTING BRANDS INCREASES ~4%

How are you likely to react when you see a Consumer Brand show support for each of the following groups/causes? **Brand that shows support for pro-choice groups or other groups supporting legal abortion**



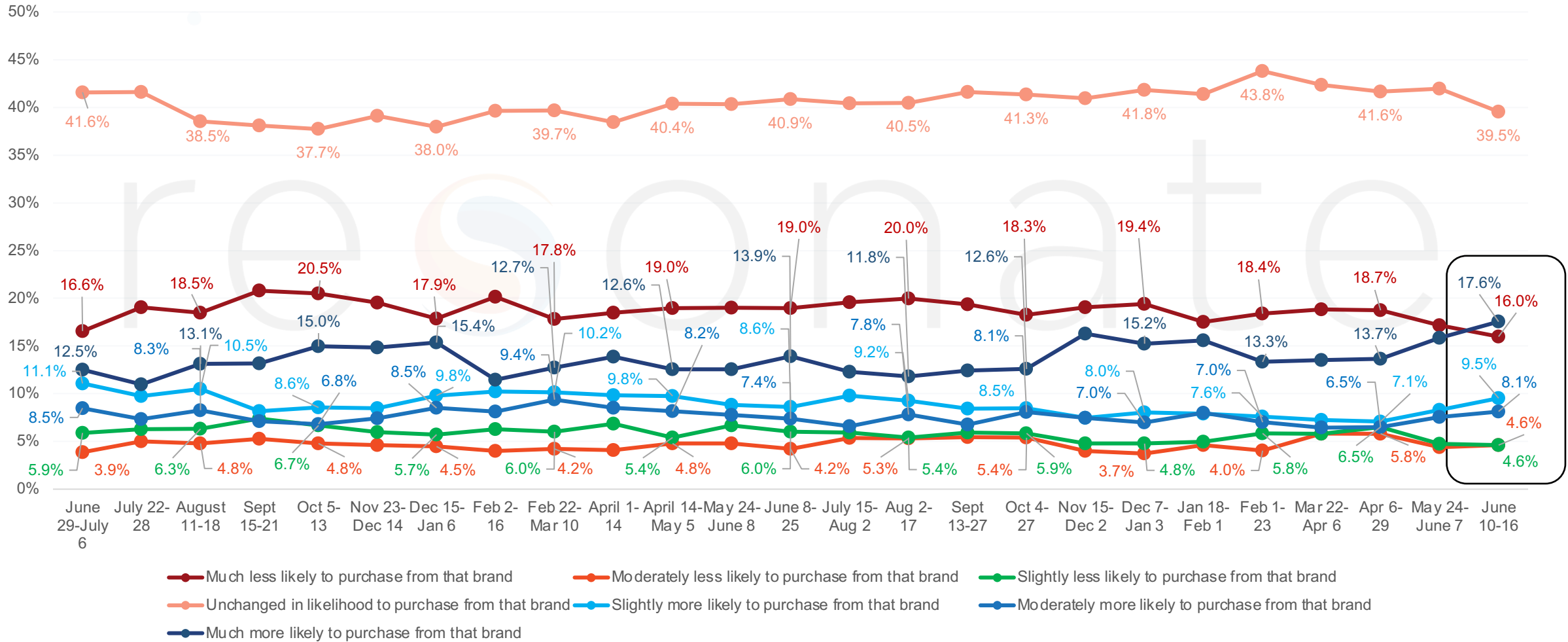
36% ARE LESS LIKELY TO PURCHASE FROM PRO-LIFE SUPPORTING BRANDS, UP ~6%

How are you likely to react when you see a Consumer Brand show support for each of the following groups/causes? **Brand that shows support for pro-life groups or other groups opposed to legal abortion**



CONSUMERS ARE ROUGHLY EVEN WHEN CONSIDERING THE IMPORTANCE OF BLM, WITH SUPPORT FOR BRANDS INCREASING IN THE LAST 30 DAYS

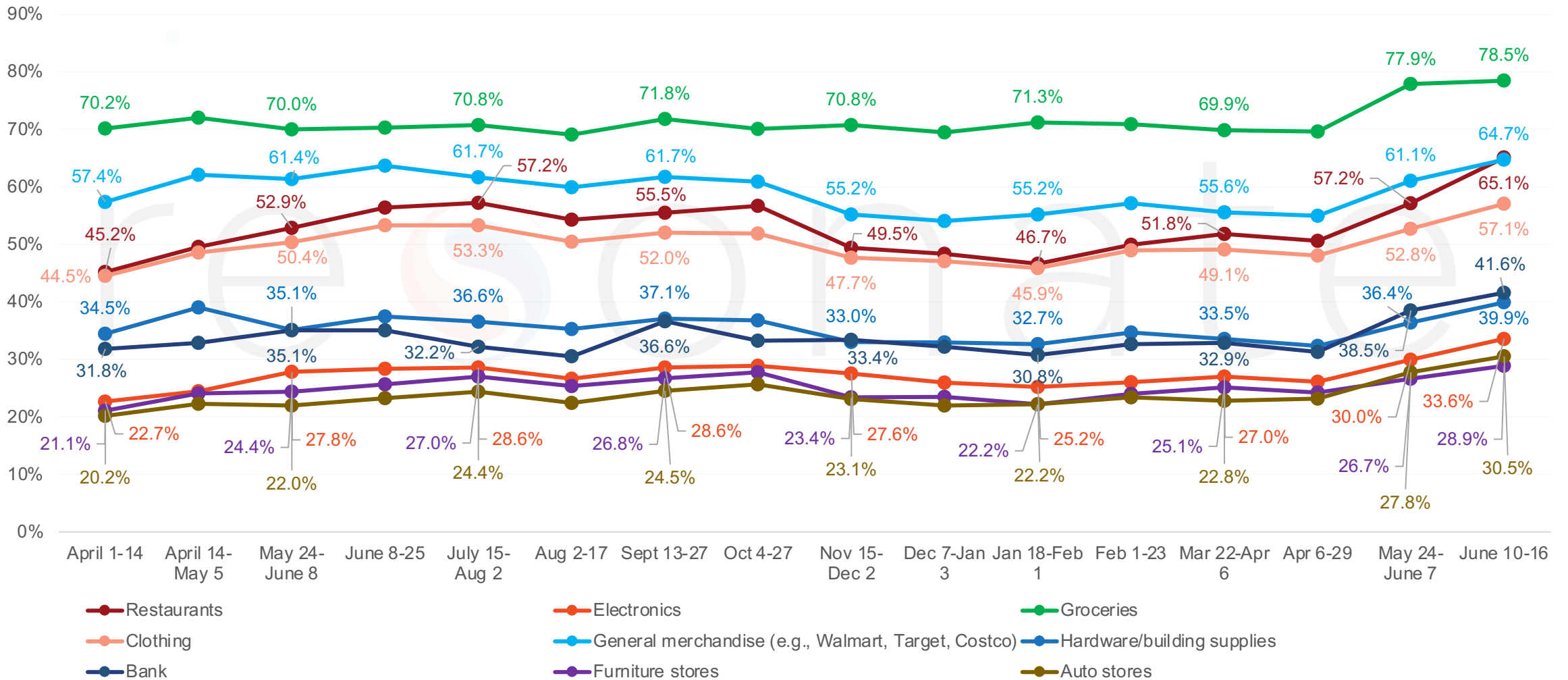
How are you likely to react when you see a Consumer Brand showing support for the group **Black Lives Matter** or other racial justice protesters in the country?



RETAIL BEHAVIOR & SENTIMENT

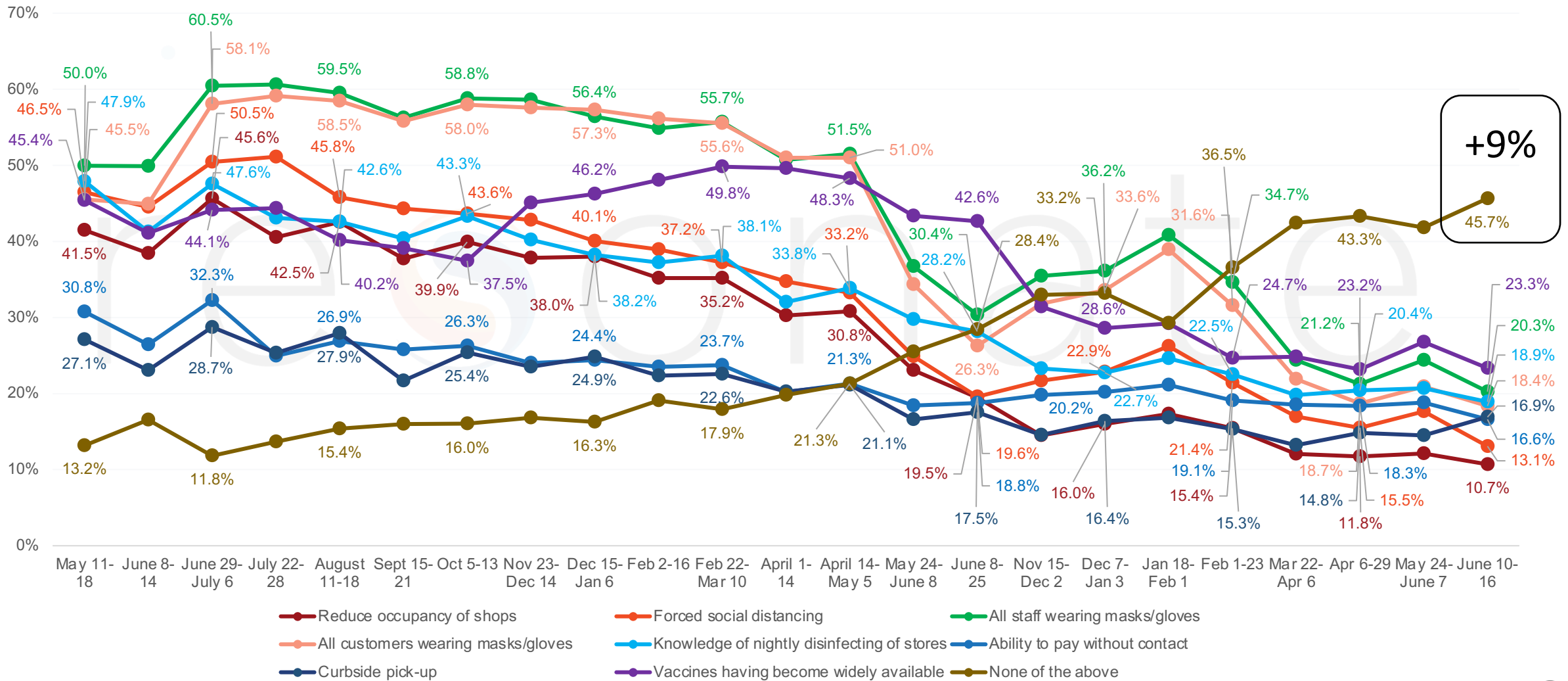
CONSUMERS CONTINUE TO RETURN TO IN-PERSON RETAIL & DINING

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.



DEMAND FOR COVID PROTECTIONS DECLINES 9%

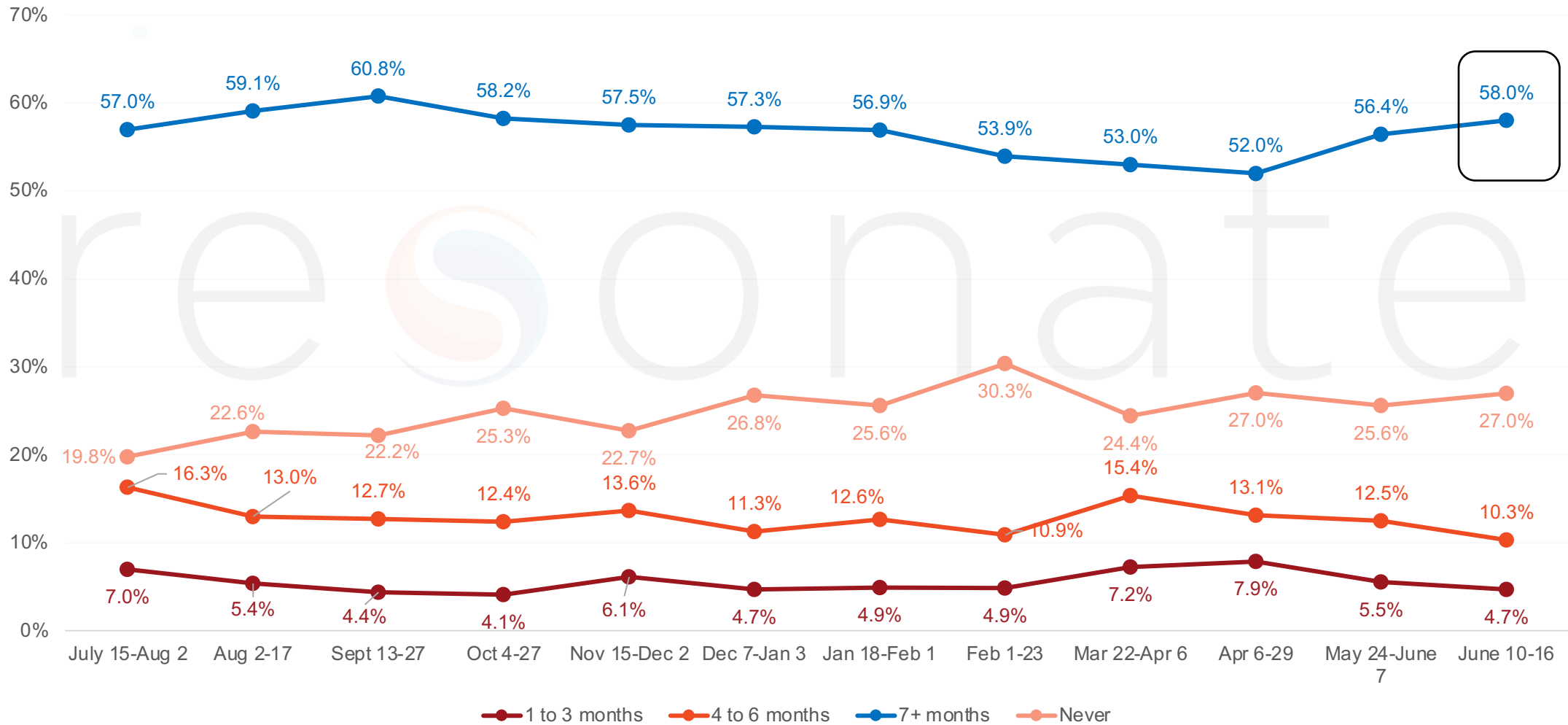
Which of the following would be required in order for you to return to shopping in-store?



OVERALL CONSUMER SENTIMENT

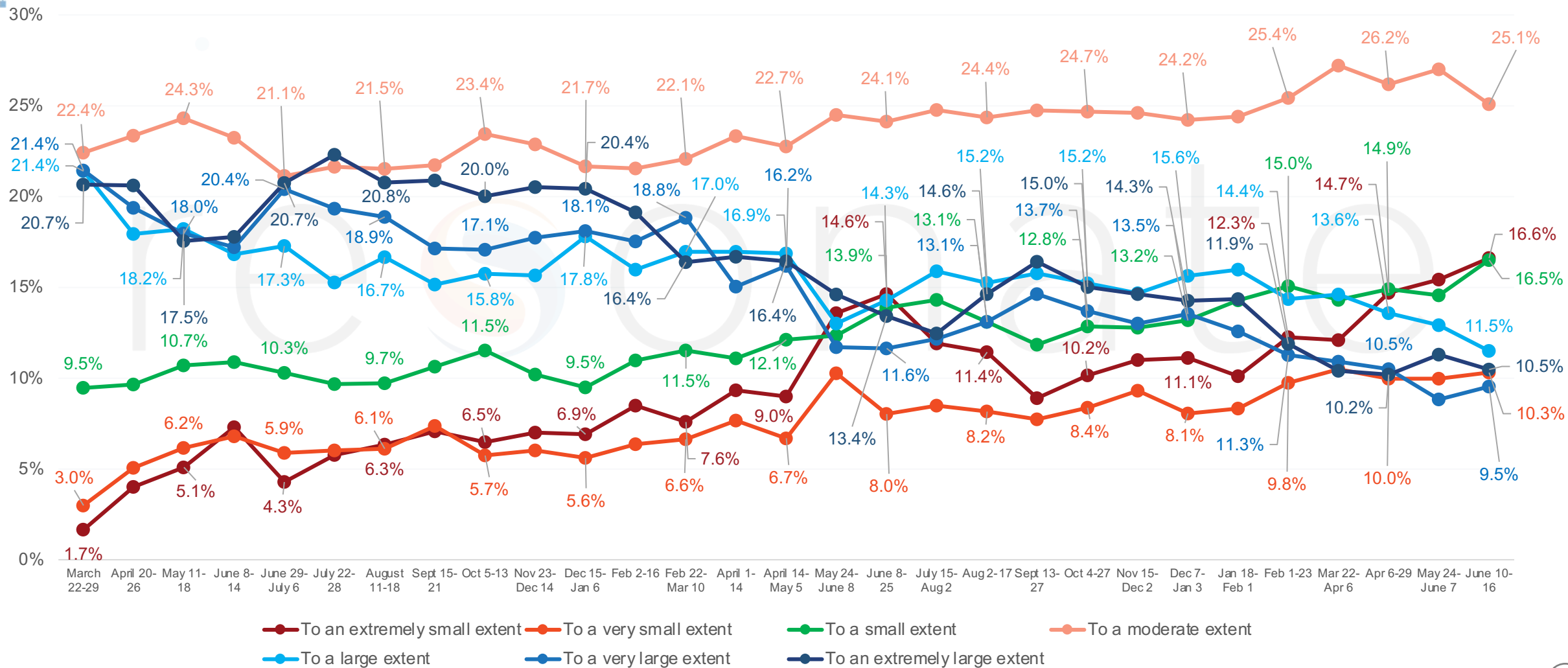
ECONOMIC DISMAY INCREASES 11% SINCE SPRING

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



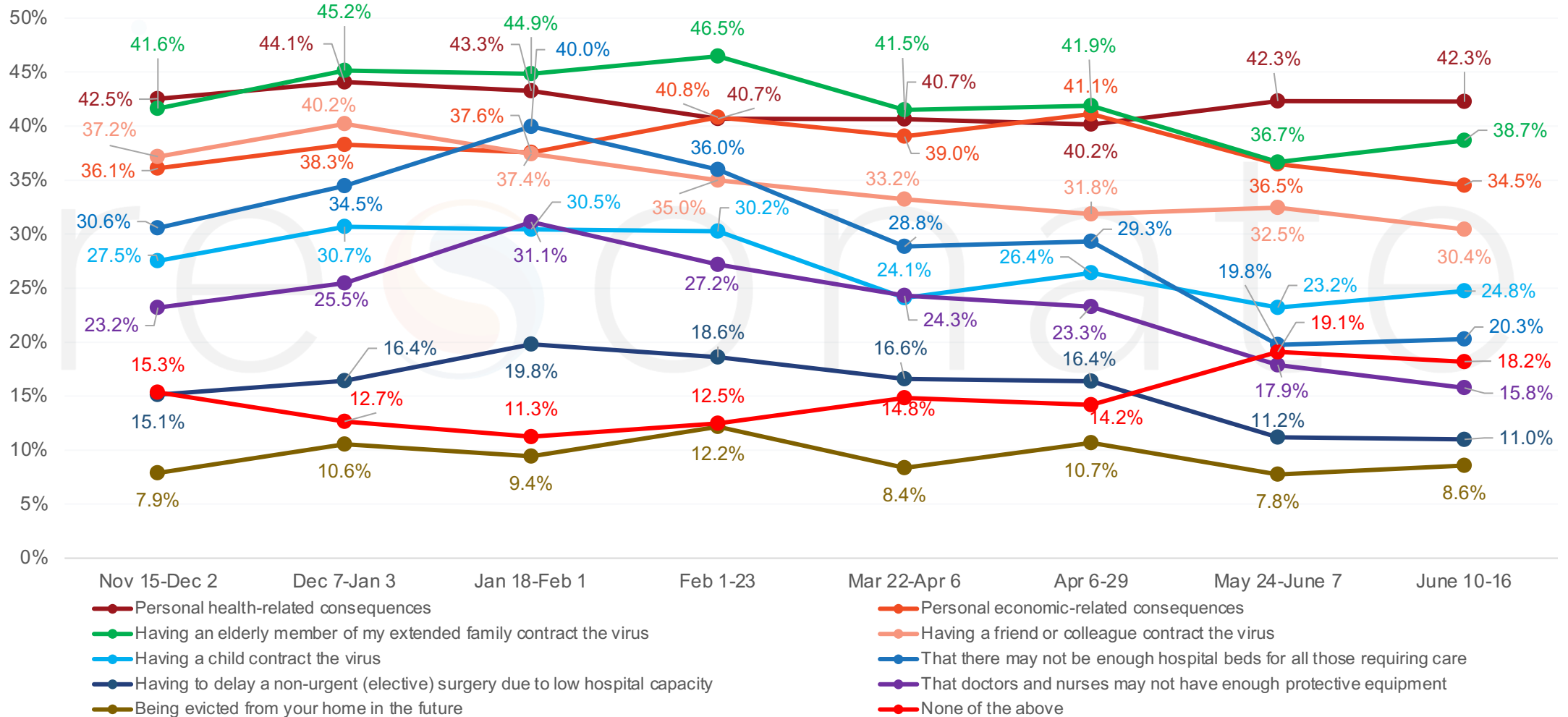
HEALTH-RELATED ANXIETY REGARDING COVID-19 EASES

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



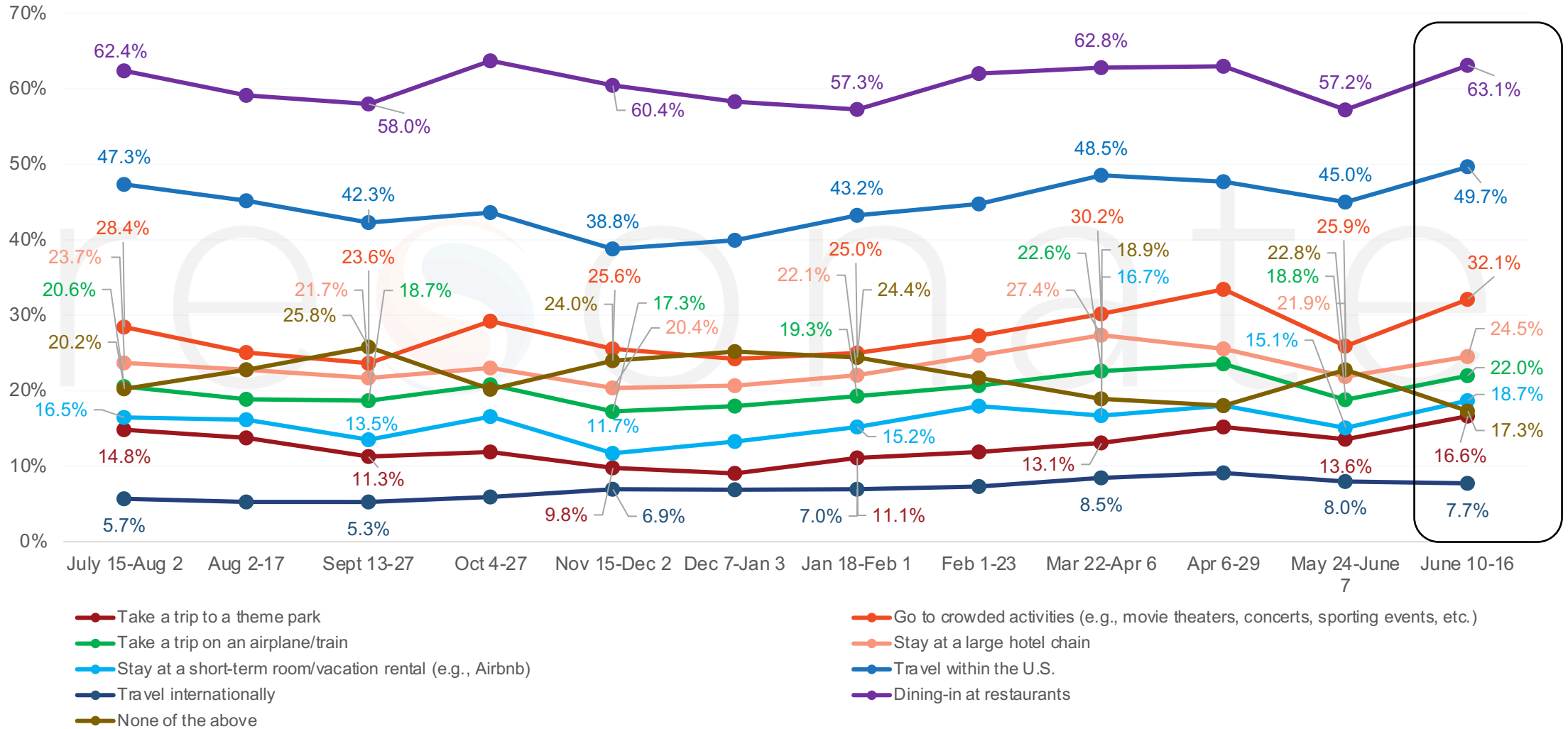
SLIGHT INCREASES IN CONCERN FOR THE HEALTH OF FAMILY MEMBERS

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



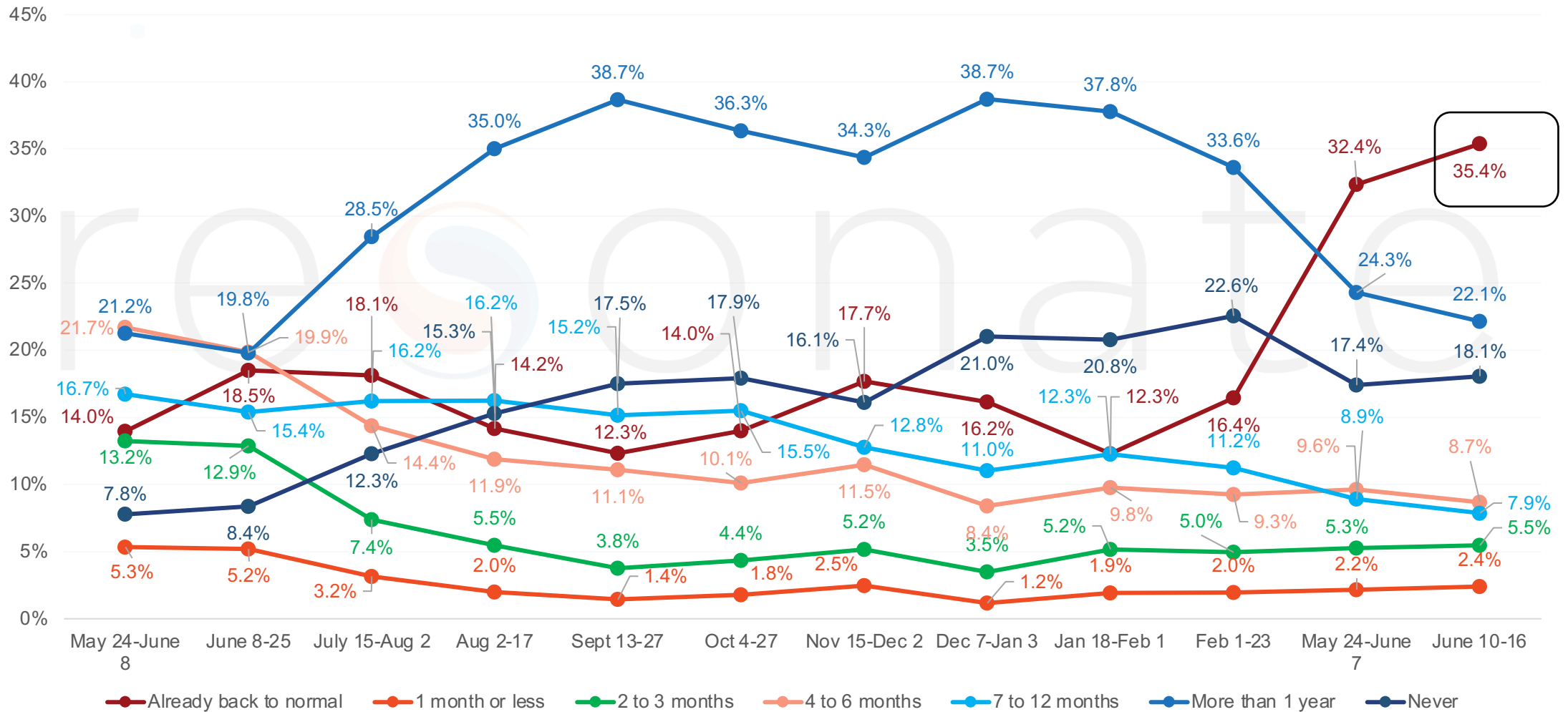
BIG GAINS IN RETURN TO CROWDED ACTIVITIES & TRAVEL

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



WHAT NORMAL LOOKS LIKE TODAY

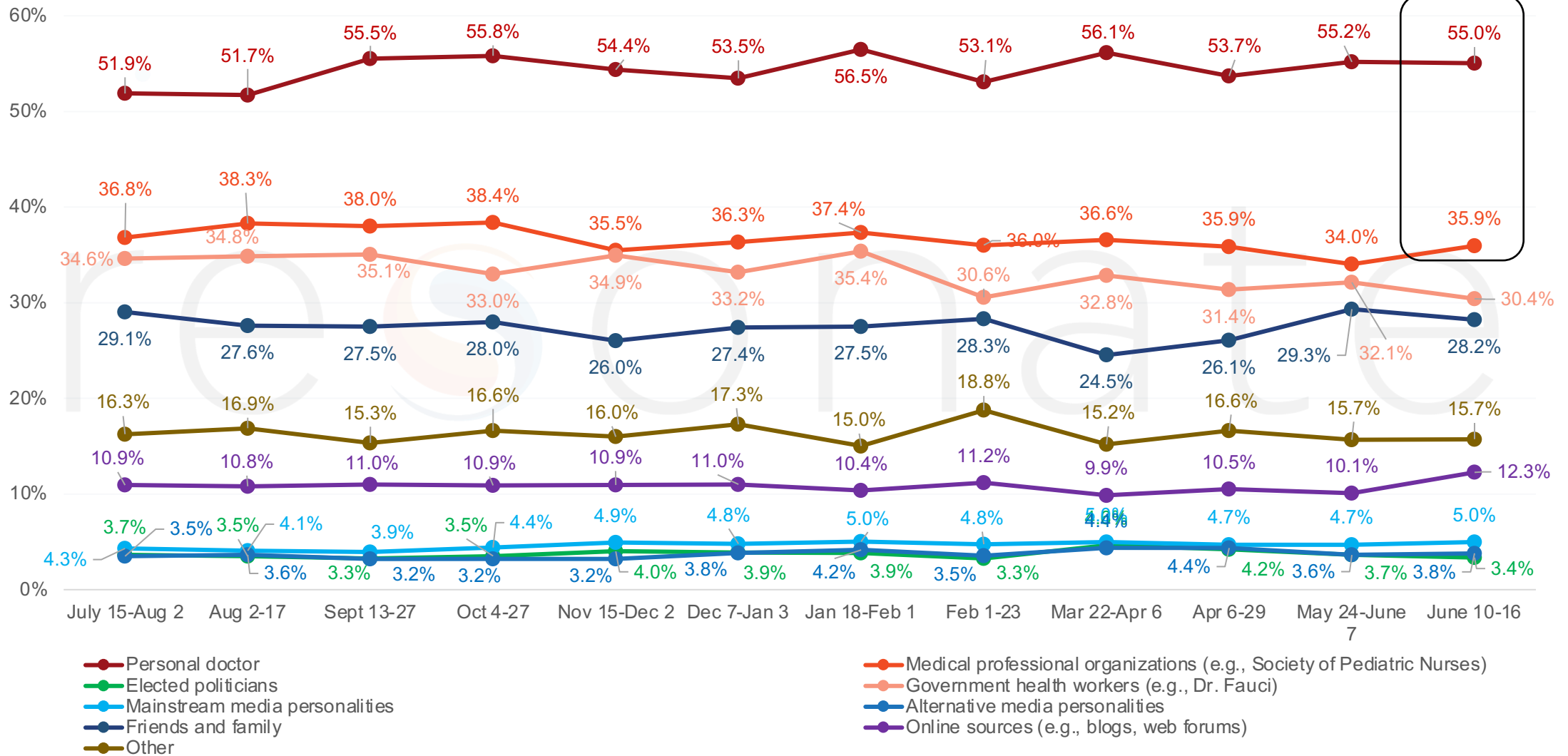
Thinking about the coronavirus situation, how soon do you believe that **your life will largely return to normal**?



VACCINE BEHAVIOR & SENTIMENT

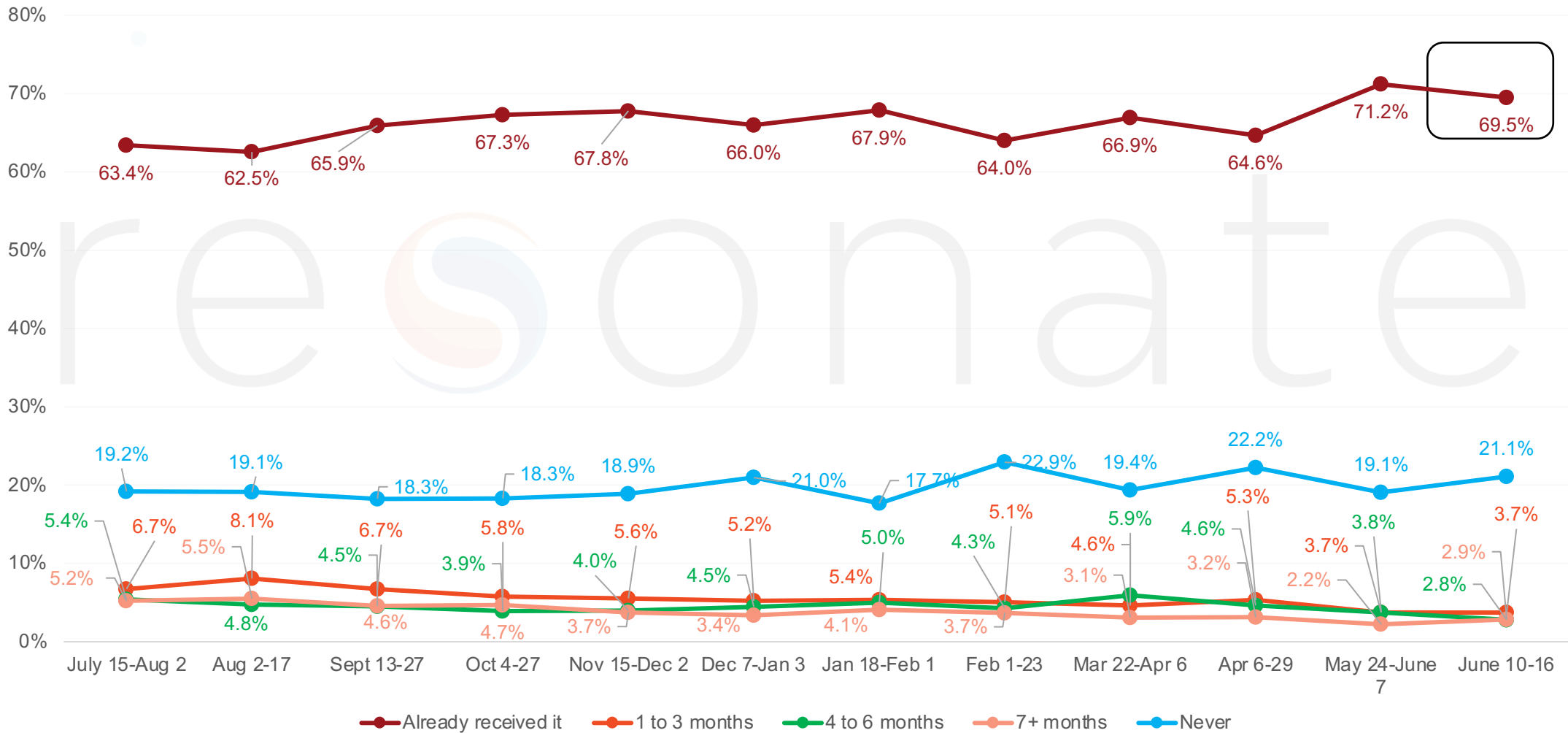
MEDICAL PROFESSIONALS ARE MOST TRUSTED FOR VACCINE ADVICE

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



~70% OF AMERICANS REPORT BEING VACCINATED

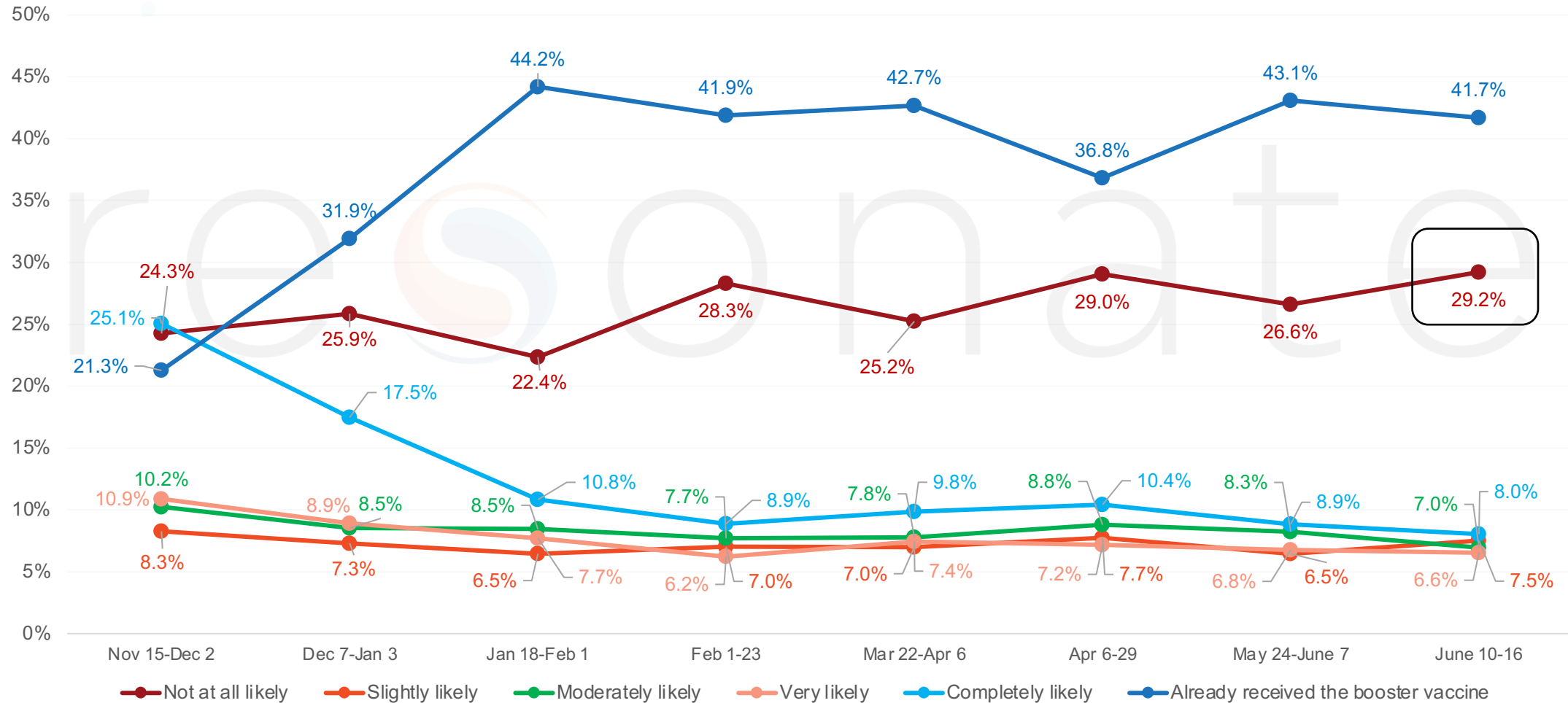
When do you think you would be most likely to be fully vaccinated against the coronavirus?



SLIGHTLY LESS AMERICANS REPORT GETTING BOOSTED

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

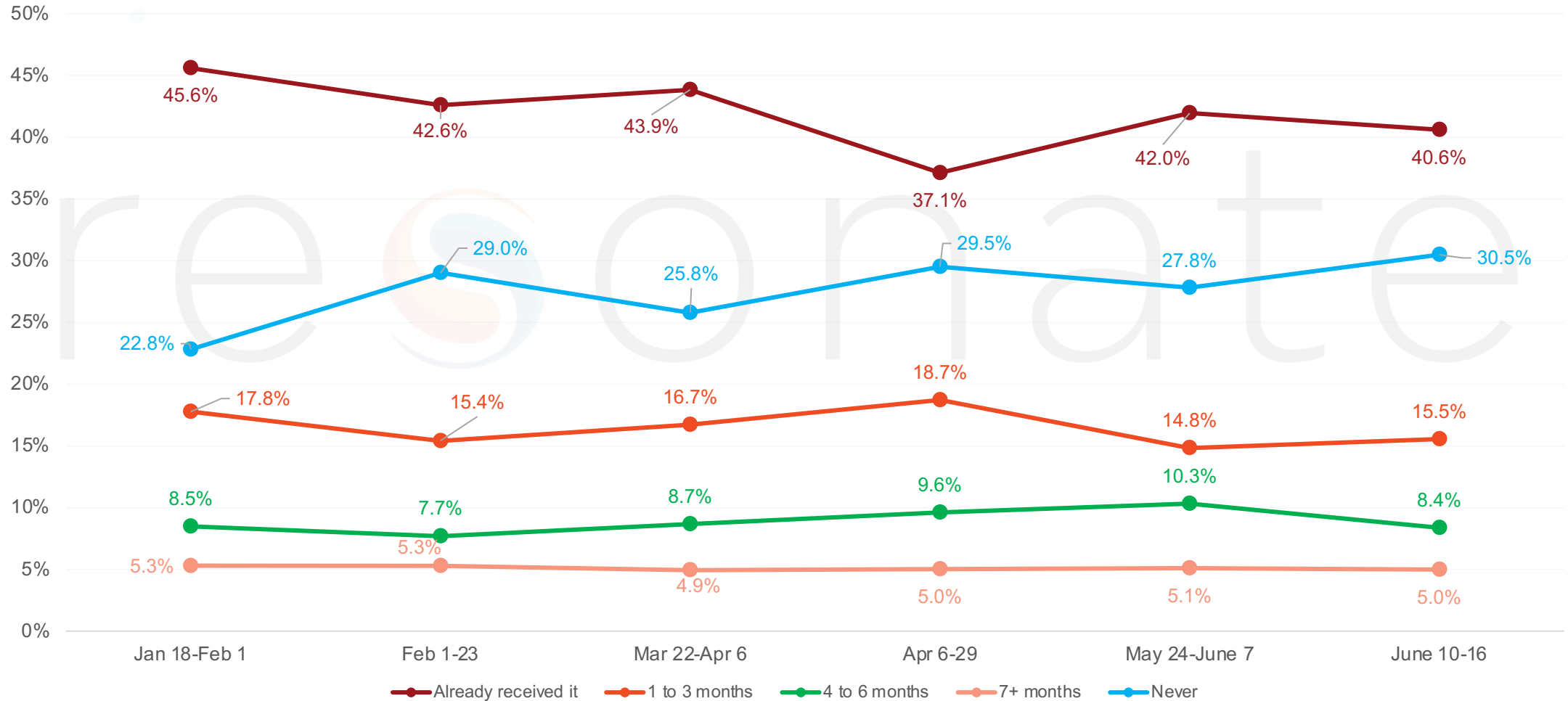
How likely are you to take the coronavirus booster vaccine now that it has become available to you?



6% DECREASE IN 'NEVER GETTING A BOOSTER' SEGMENT

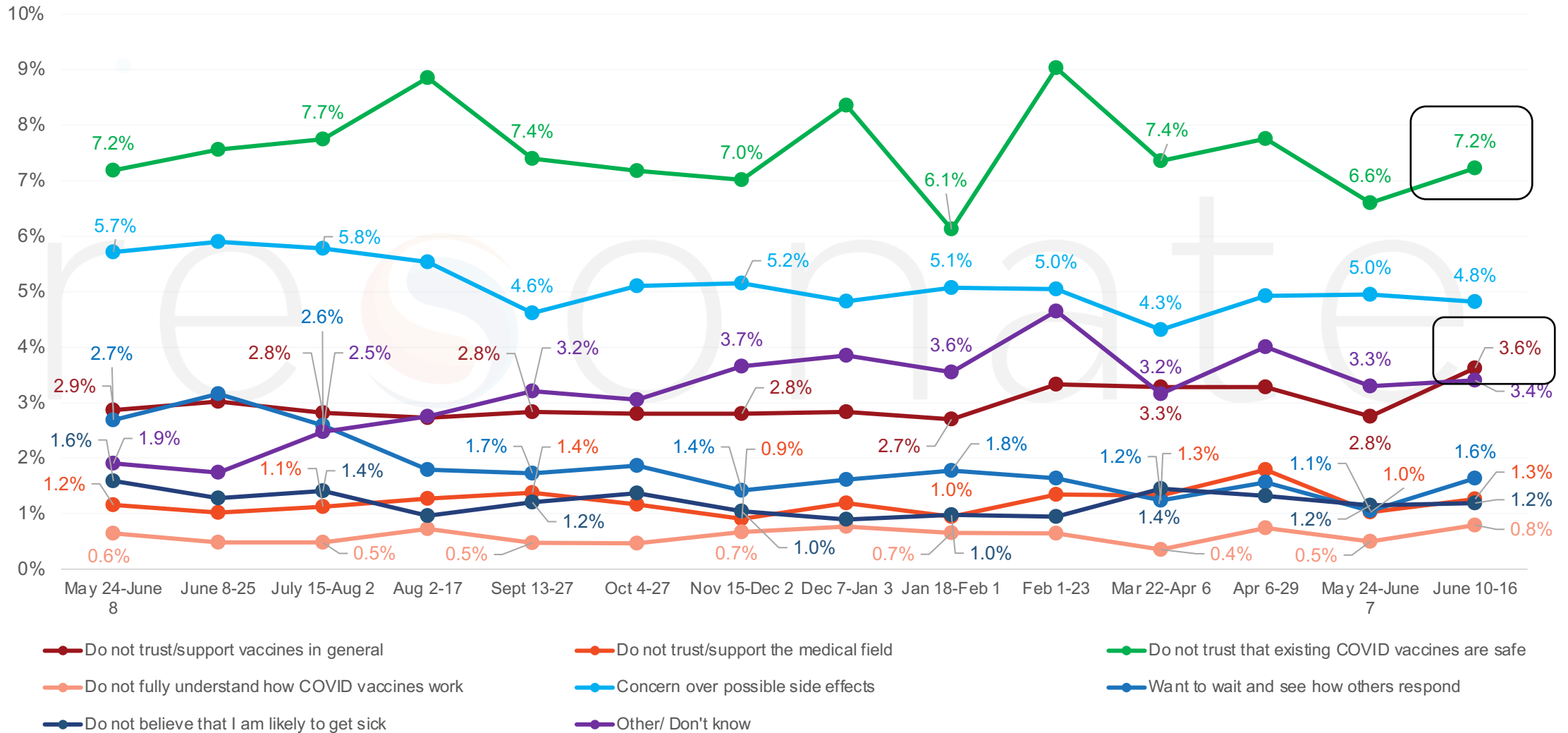
Recently, the FDA gave emergency approval and recommended that all adults over 18 vaccinated with either Moderna or Pfizer to receive a 3rd coronavirus booster vaccine shot, as well as a 2nd shot for all adults over 18 vaccinated with Johnson & Johnson.

When do you think you would be most likely to receive your booster vaccine against the coronavirus?



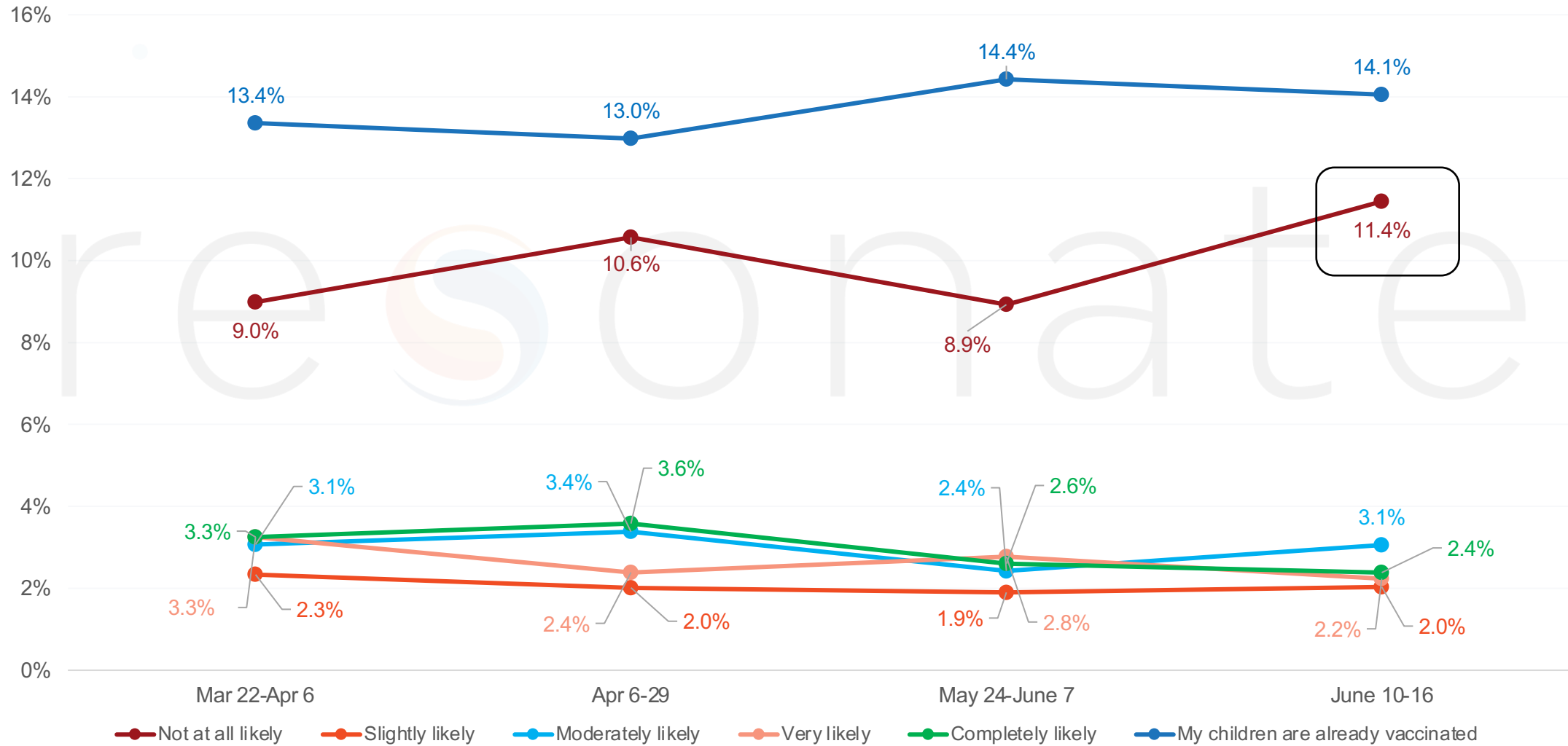
VACCINE SAFETY CONCERNS & GENERAL DISTRUST OF VACCINES RISE

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.



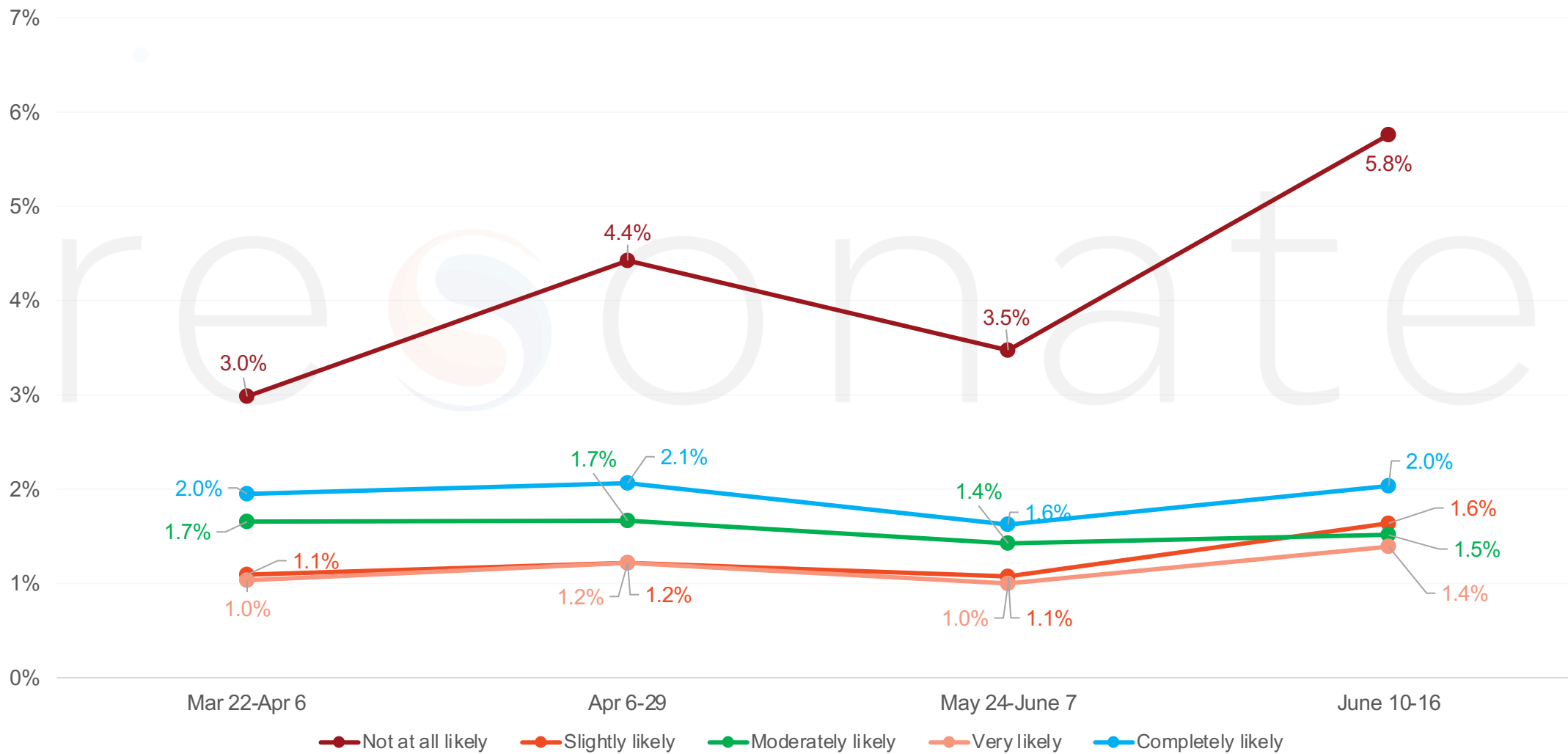
28% DECREASE IN PARENTS VACCINATING CHILDREN OVER AGE 5

Now that the FDA has authorized the COVID vaccine for **everyone over the age of 5**, how likely are you to vaccinate your child?



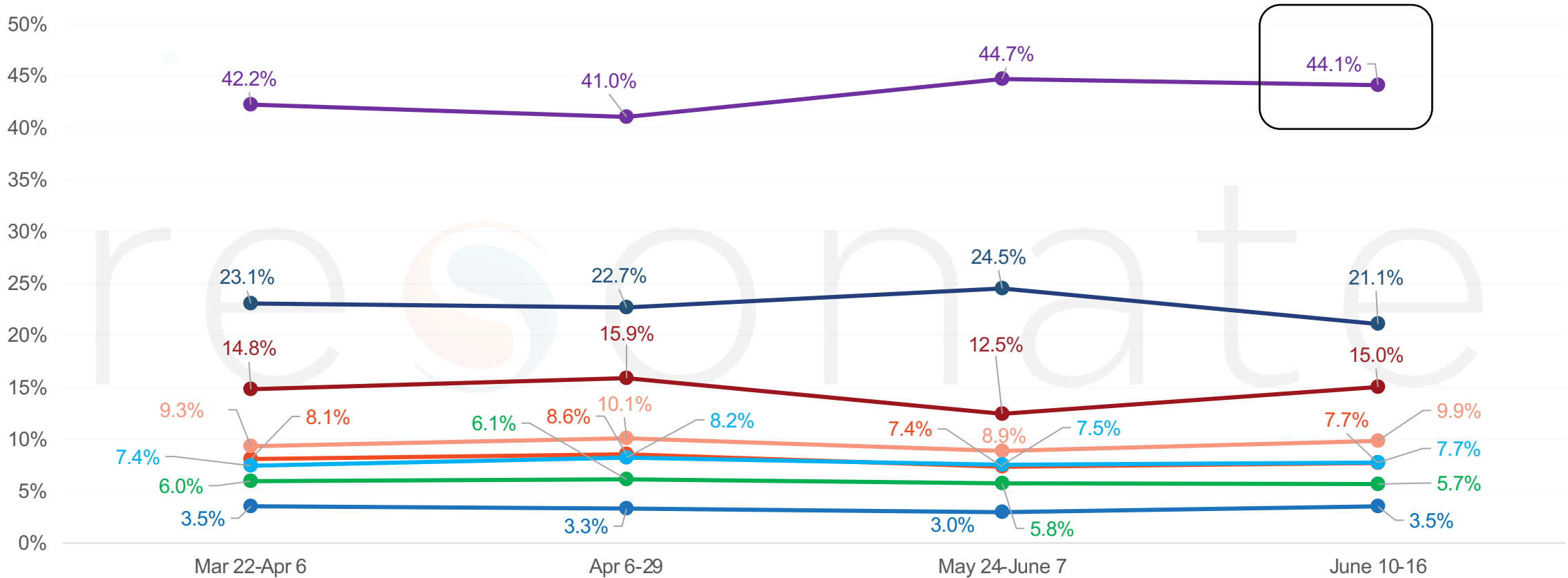
66% OF PARENTS ARE UNLIKELY TO VACCINATE THEIR CHILDREN UNDER 5

If the COVID-19 vaccine is authorized for children under the age of 5, how likely are you to vaccinate your child?



ACCESS TO AT-HOME COVID TESTS CONSISTENT

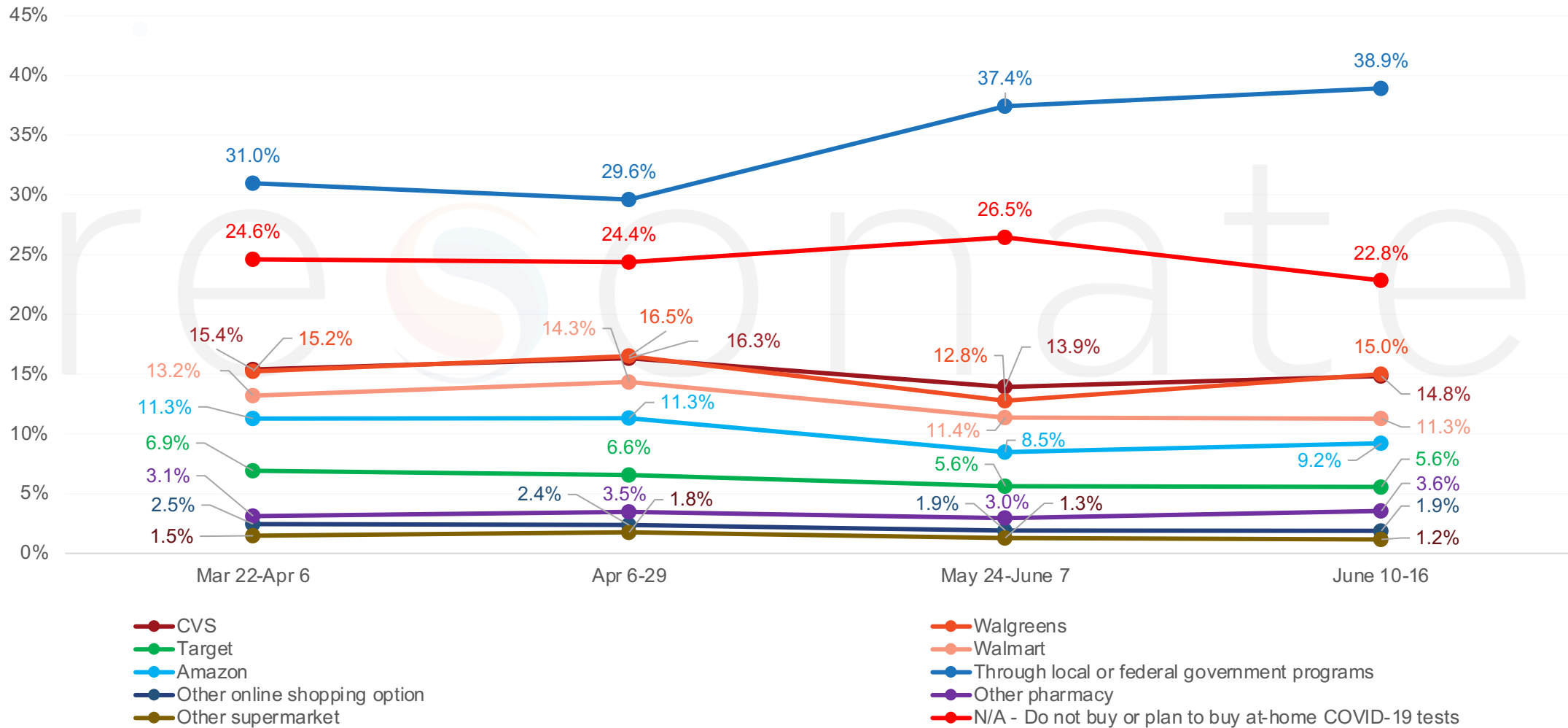
When it comes to **challenges with buying at-home tests**, which of the following have you experienced?



- When I went to the store to buy an at-home test, they were all sold out
- I did not know where to get at-home tests
- When I needed to show proof of a negative test before attending an event, at-home tests were not accepted
- Online delivery of at-home tests was not fast enough to meet my needs
- Limits on the number of tests you could purchase at one time was too low for everyone in my household to get tested
- Other
- N/A - Have not bought at-home COVID-19 tests
- Have not had any challenges buying at-home COVID-19 tests

CONTINUED INCREASE IN ACQUISITION OF GOVERNMENT AT-HOME COVID TESTS

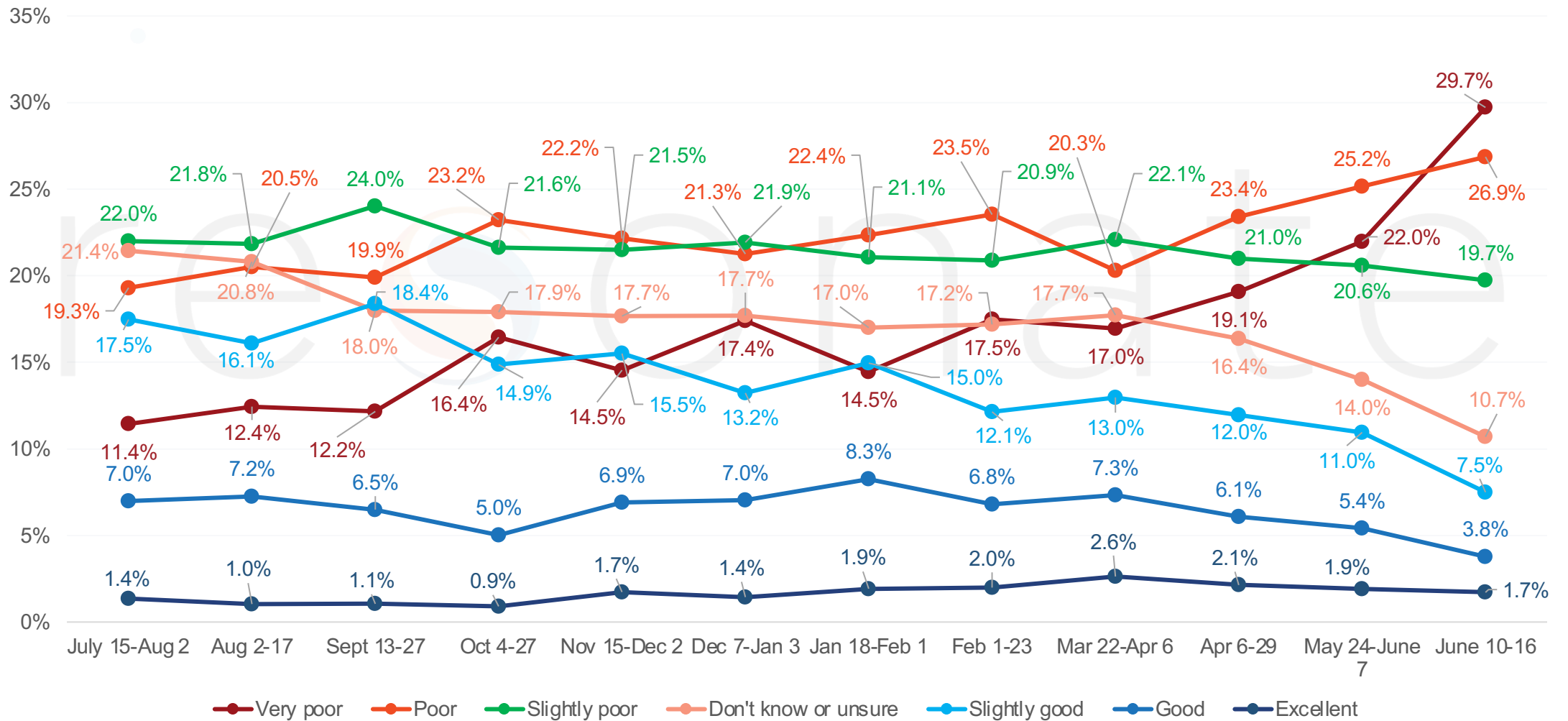
Where do you currently receive for **free**, **buy**, or **plan to buy** at-home COVID tests?



FINANCIAL BEHAVIOR & SENTIMENT

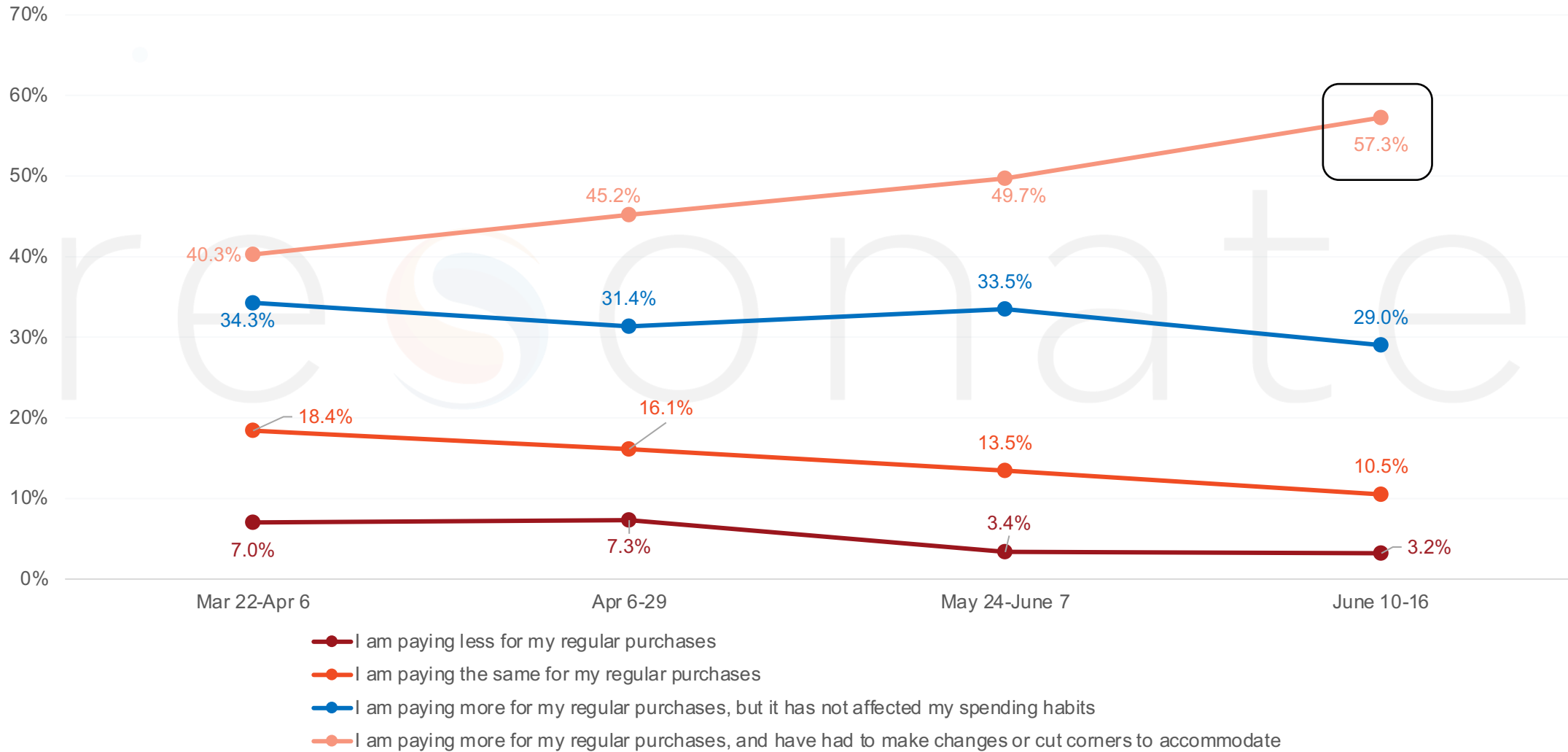
35% INCREASE IN THOSE WHO RATE THE U.S. ECONOMY AS VERY POOR

What is the current quality of the United States economy?



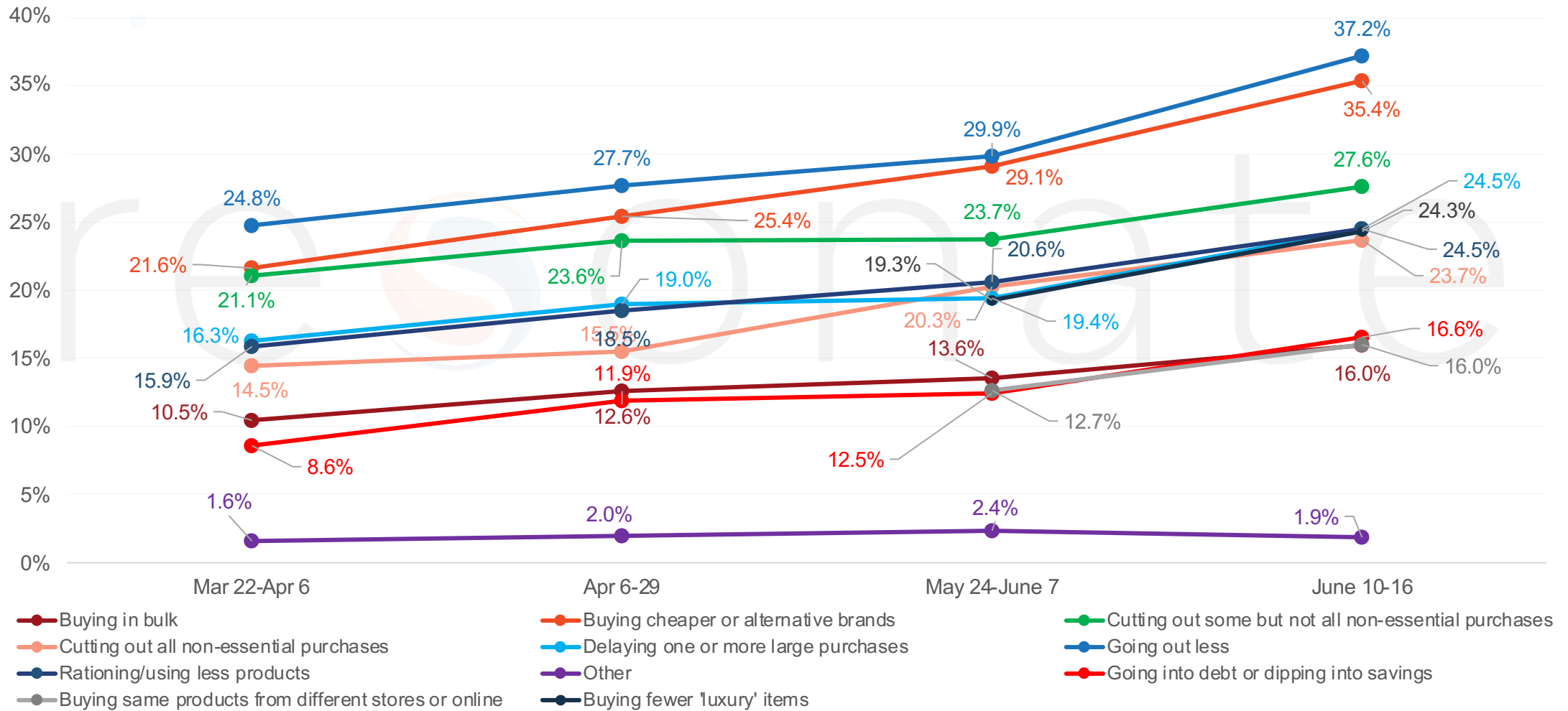
CONSUMERS CONTINUE TO FEEL THE PAIN OF PRICE INCREASES . . .

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.



AND THEIR BEHAVIOR IS CHANGING ACCORDINGLY

What changes, if any, have you made to **accommodate higher prices** for your regular purchases?

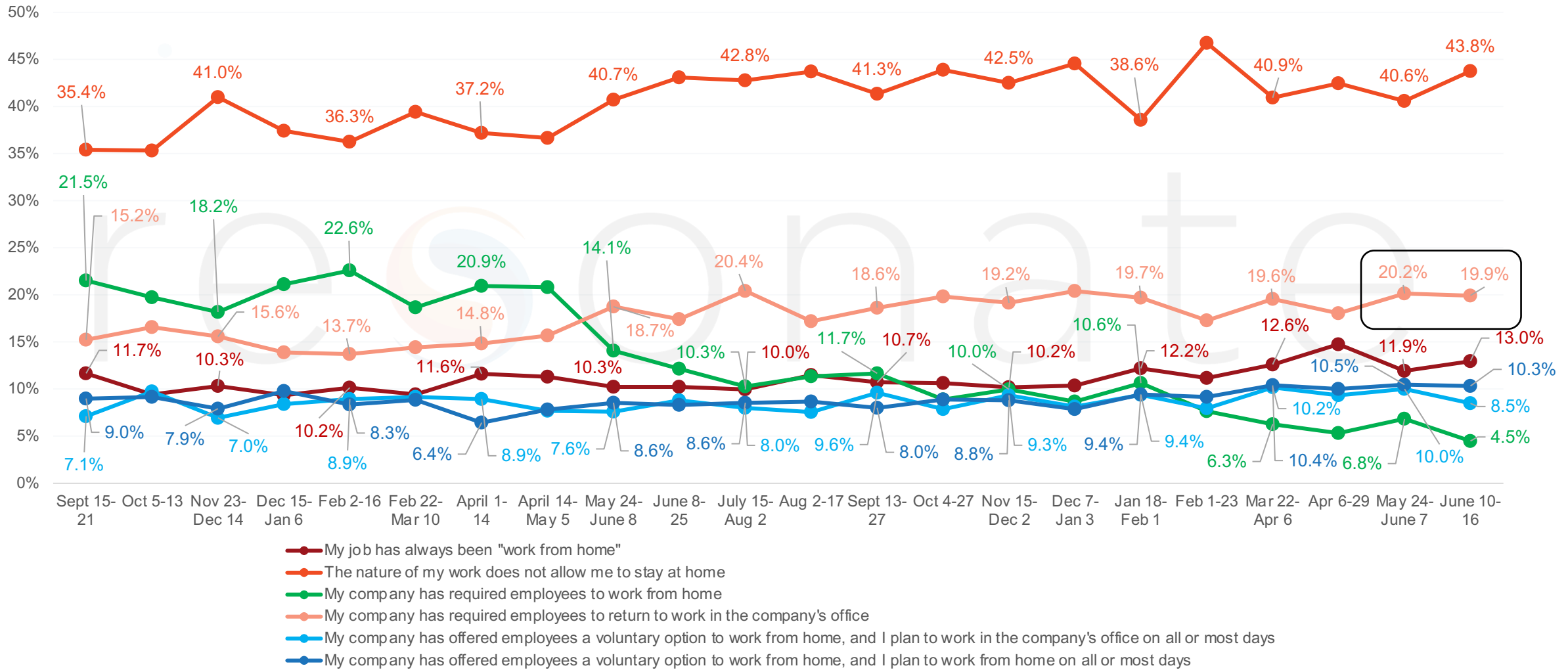




WORK LIFE

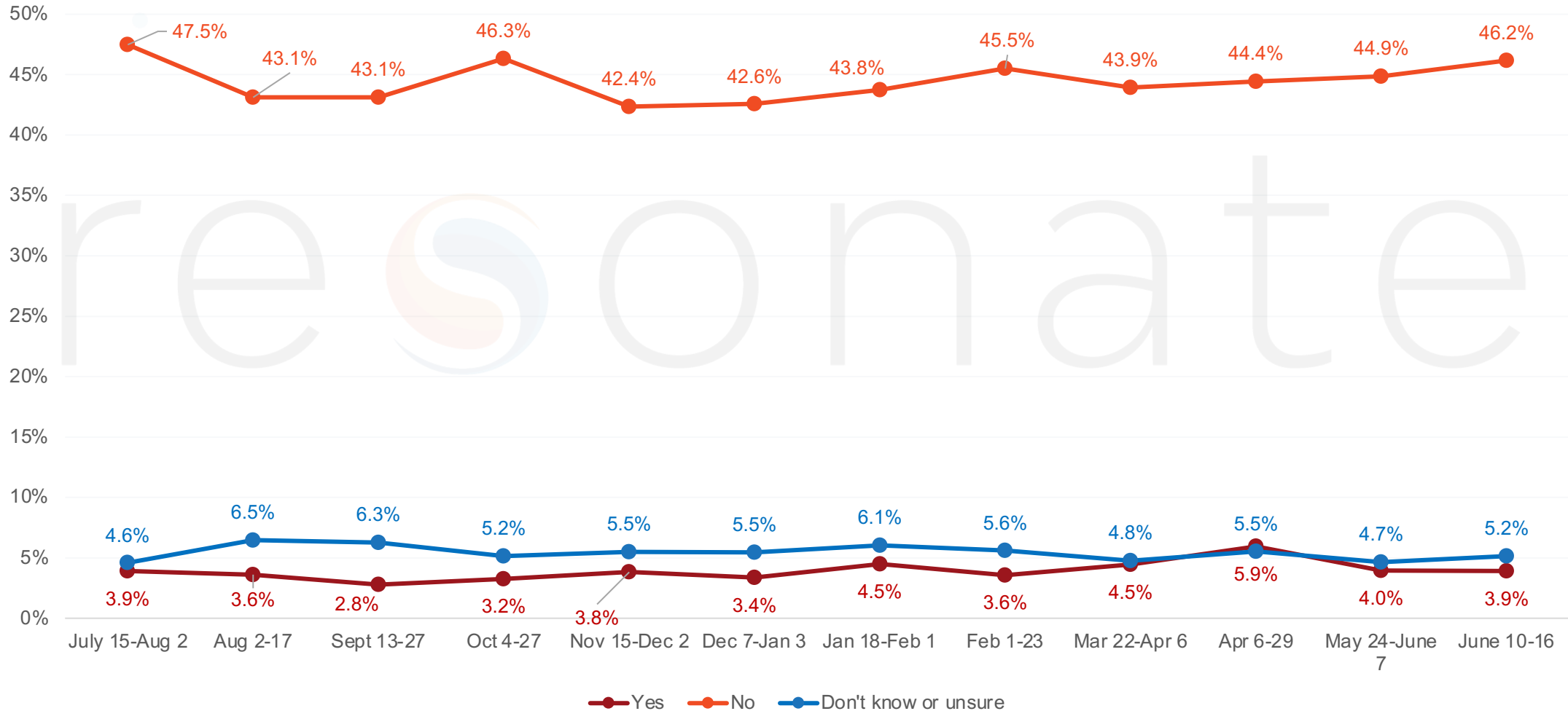
20% REPORT BEING REQUIRED TO WORK IN THE OFFICE

Which of the following best describes your work situation?



DESPITE STRONG LABOR MARKET, 46% OF EMPLOYEES PLAN TO STAY

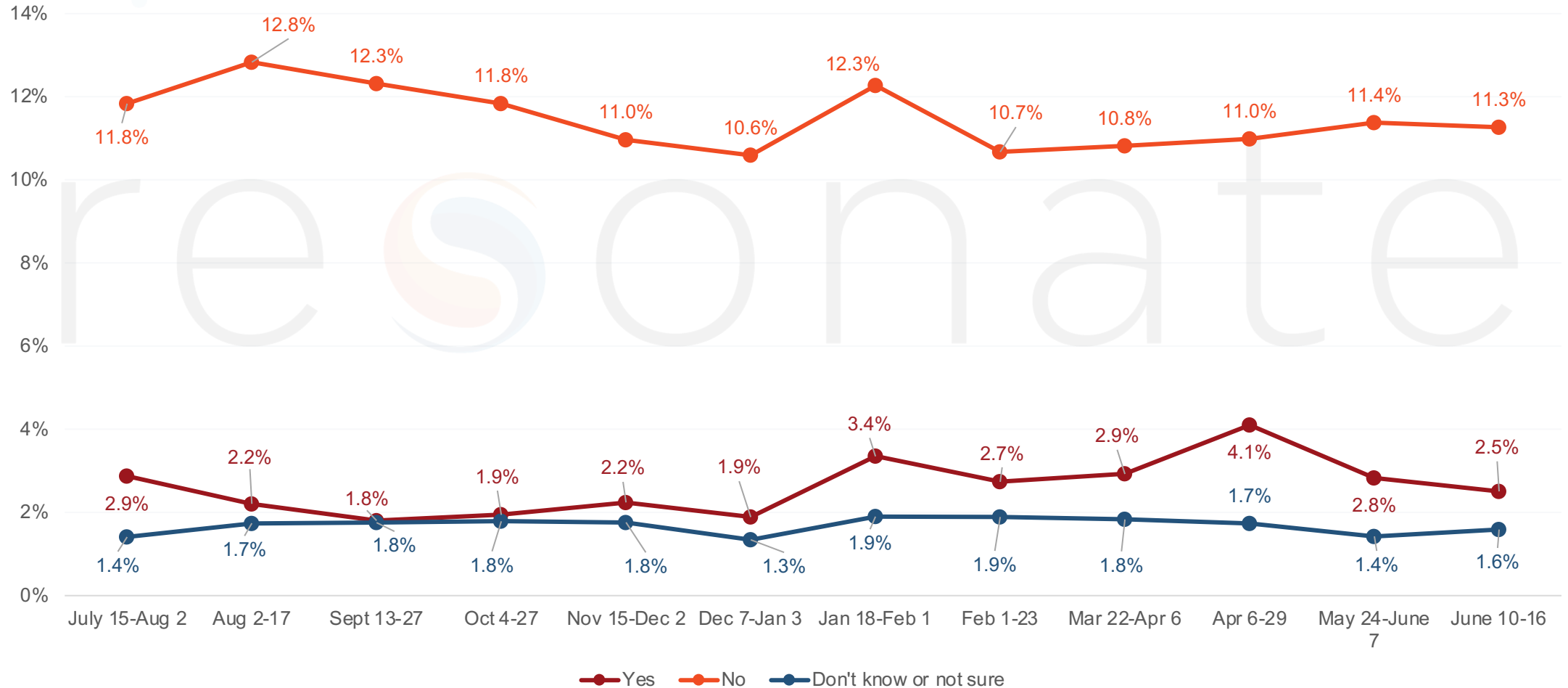
Are you planning on leaving your current job based on the work situation post-COVID-19?



RELOCATION POPULARITY DECREASES

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.



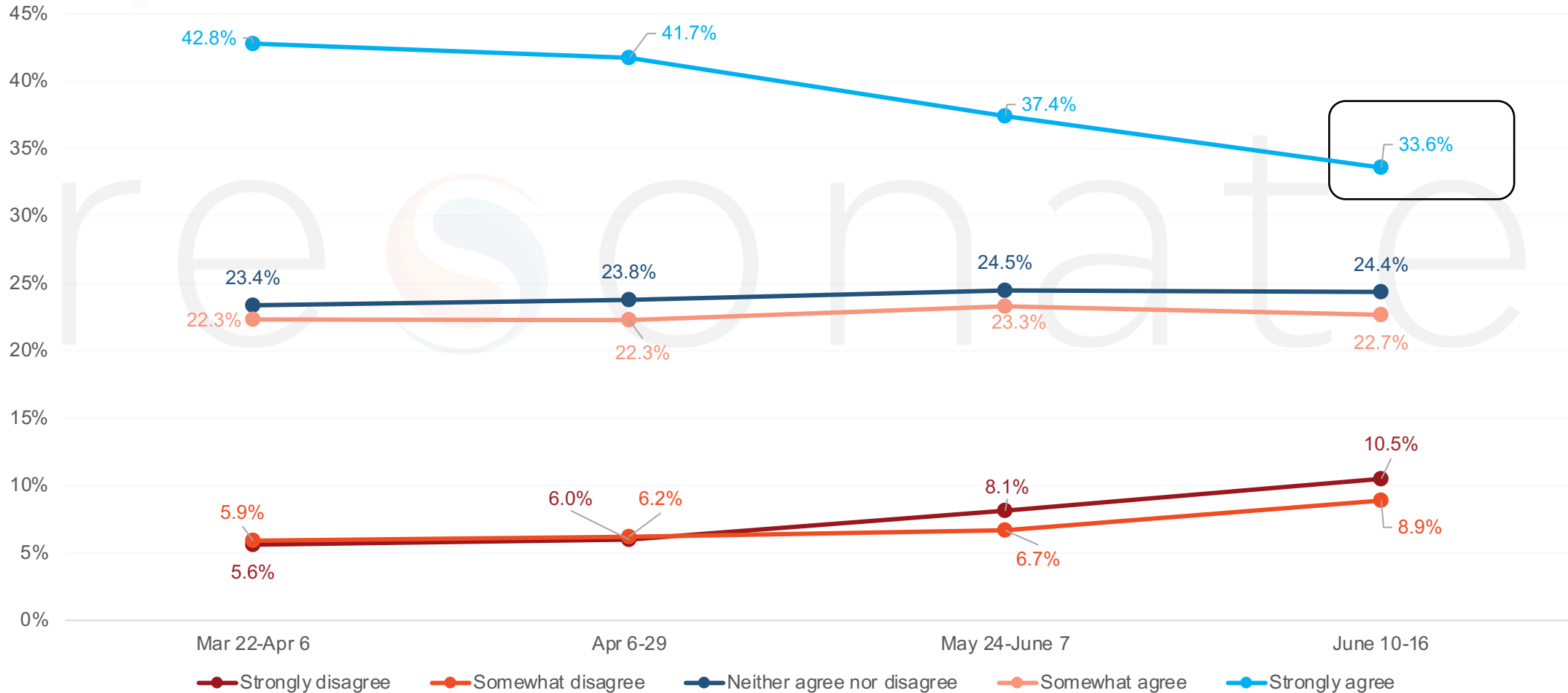
The background is a solid blue color with a pattern of overlapping, semi-transparent circular brushstrokes in a slightly darker shade of blue. The strokes are centered around the text and create a sense of movement and depth.

POLITICS

PAIN AT THE PUMPS PROMPTS A DECLINE FOR SUPPORT FOR BAN ON RUSSIAN OIL

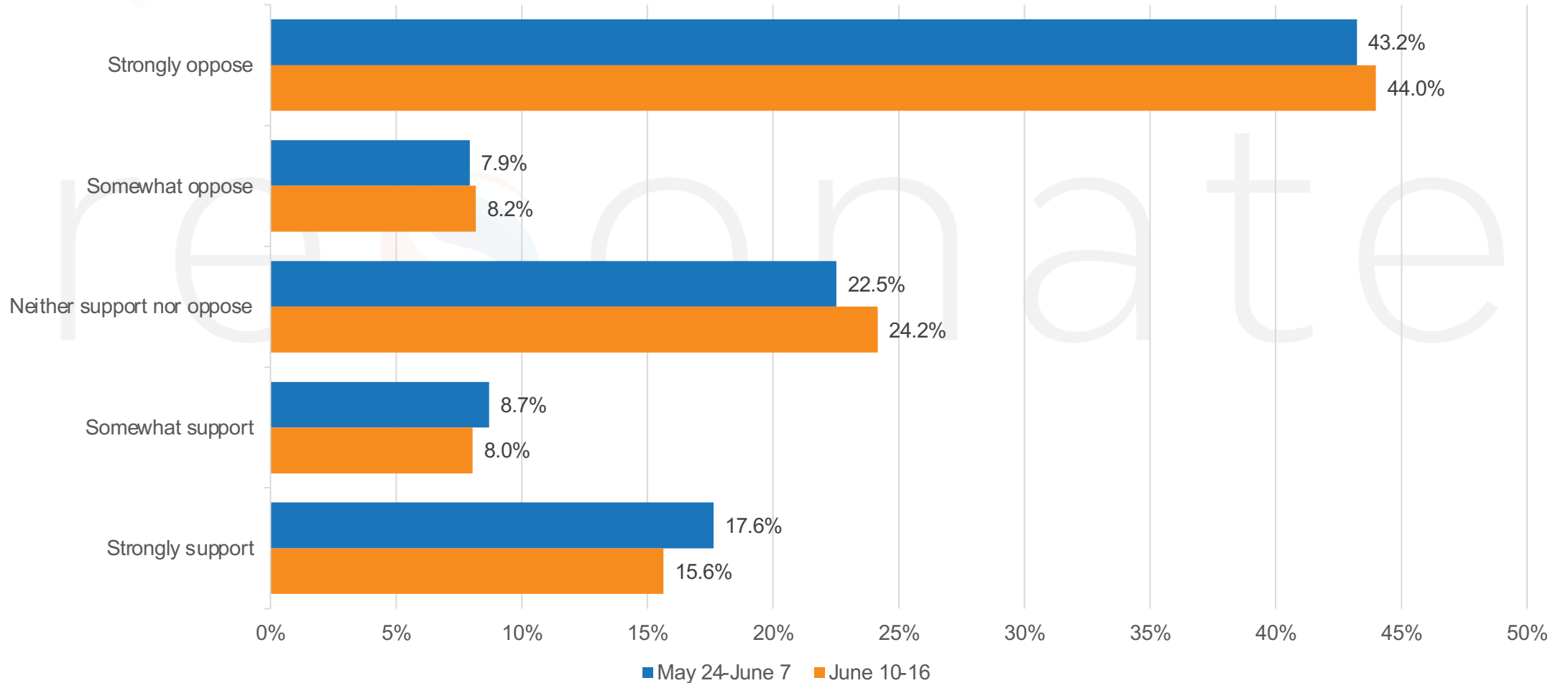
Recently, in response to Russia invading Ukraine, President Biden banned the importing of gas and oil from Russia in order to put more strain on their economy and pressure the Russian government to pull out of their war in Ukraine. To what extent do you agree or disagree with the following statement:

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.



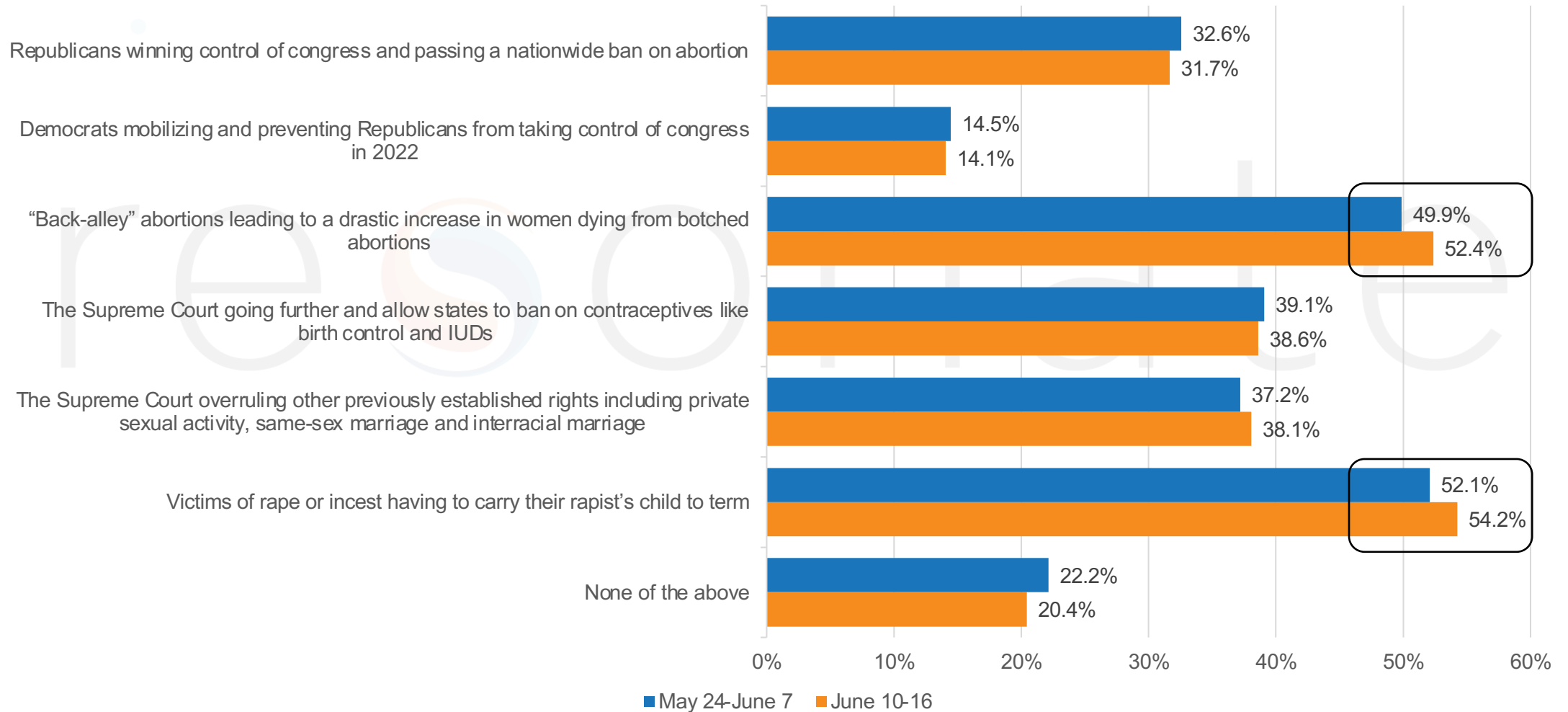
52.2% OF AMERICANS OPPOSE OVERTURNING ROE V WADE

On May 2nd, a draft of a Supreme Court decision, scheduled to be released in June, was leaked and showed that the Supreme Court was planning on overturning Roe v Wade, which in 1973 established a woman's right to get an abortion. If Roe v Wade is overturned, then abortion would become illegal in certain states and legal in others based on the decisions of their state's legislatures. **To what extent do you support or oppose the Supreme Court overturning Roe v Wade?**



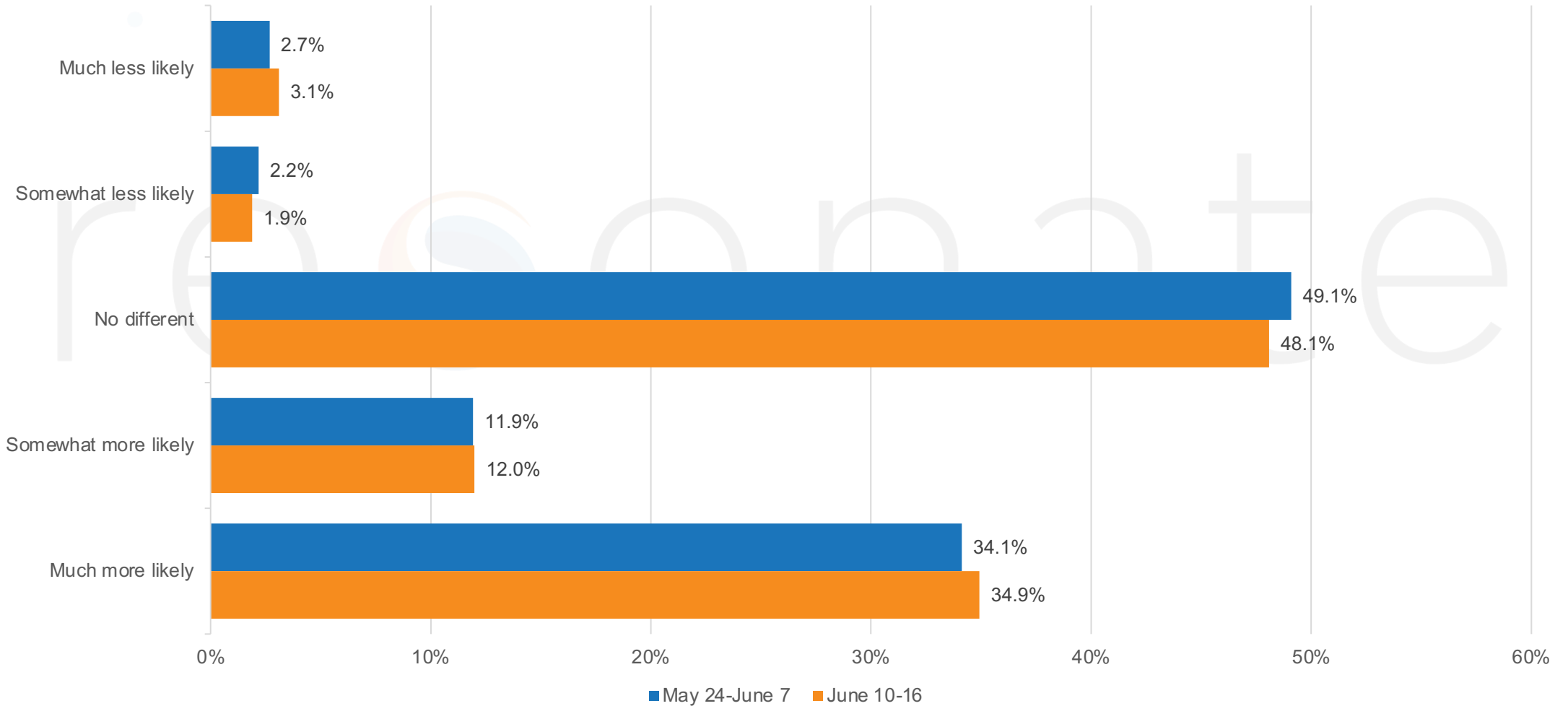
+50% ARE VERY CONCERNED THAT OVERTURNING ROE V WADE WILL NEGATIVELY IMPACT WOMENS' HEALTH & WELLBEING

If the Supreme Court **overturned Roe v Wade**, which of the following would you be **very concerned about happening**?



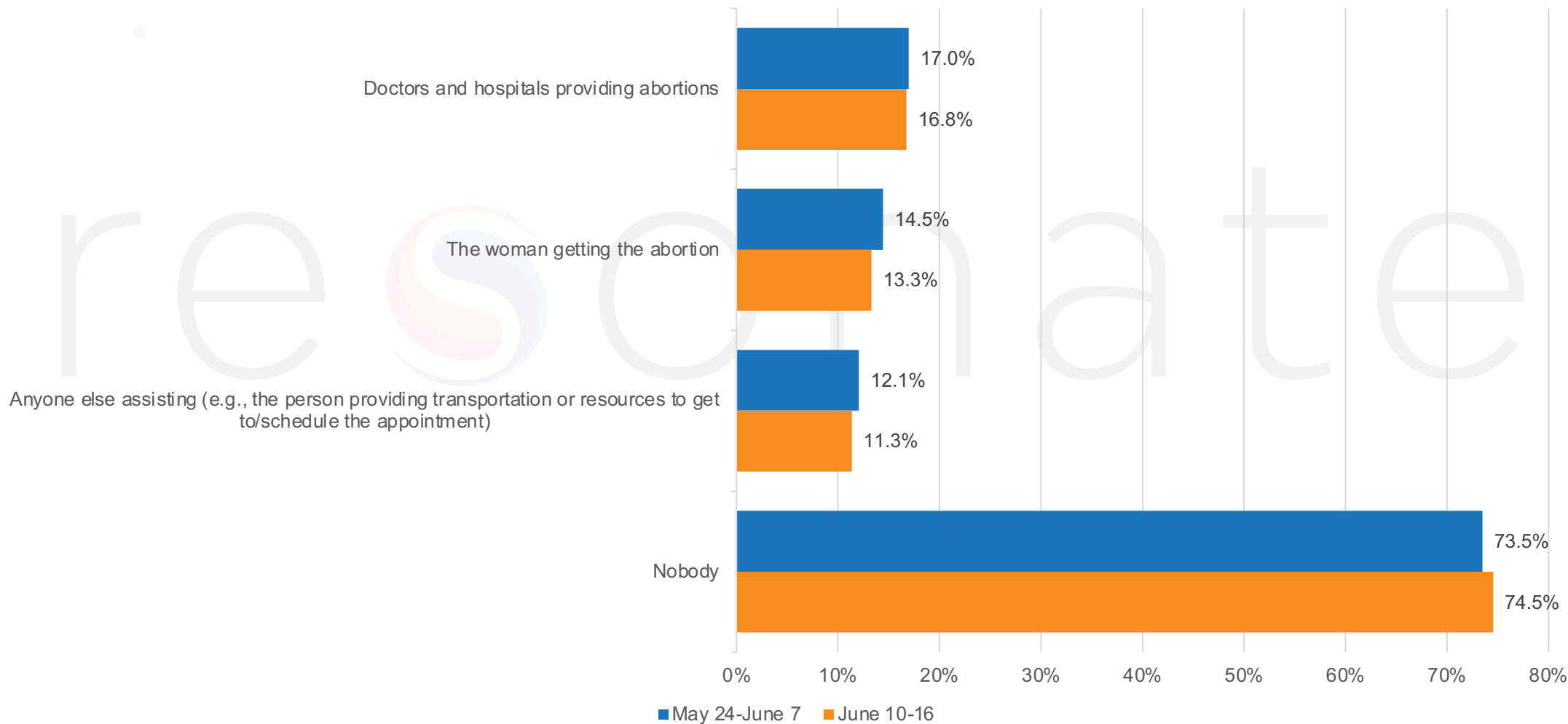
47% ARE MORE LIKELY TO VOTE IF ROE VS WADE IS OVERTURNED

If the Supreme Court **overturned Roe v Wade**, and the right to have an abortion was left up to the states to decide, to what extent would you be **more or less likely to vote in the 2022 midterm elections**?



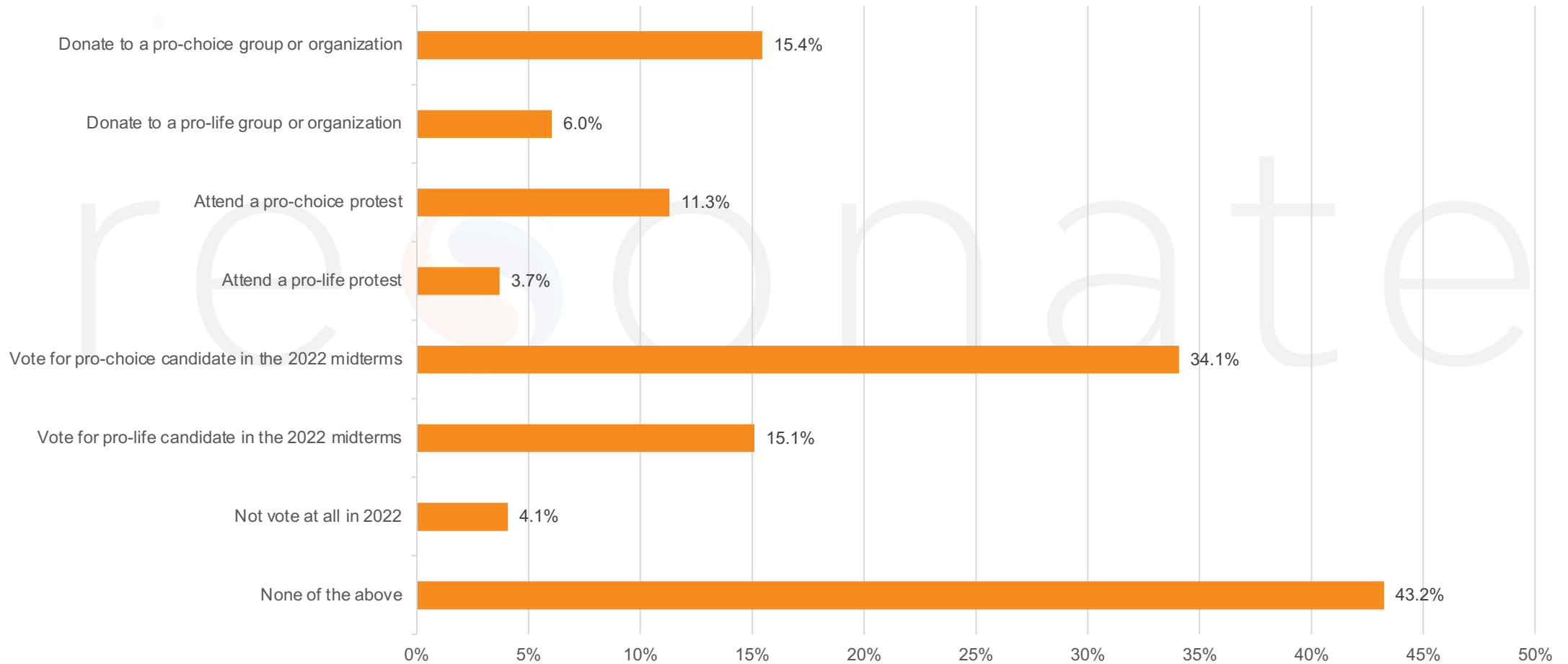
17% SAY MEDICAL PROVIDERS SHOULD BE PUNISHED FOR PERFORMING AN ABORTION

If a woman were to get an **abortion**, who do you think **should be punished**?



34% REPORT THEY WILL VOTE FOR PRO-CHOICE CANDIDATES IN THE MIDTERMS AS A RESULT OF THE OVERTURNING OF ROE V WADE

If Roe v Wade is overturned, which of the following actions will you take?





UNDERSTAND & ACT WITH CONTINUOUSLY UPDATED, AI-DRIVEN DATA

PRIVACY-SAFE INTELLIGENCE THAT DRIVES CUSTOMER LIFETIME VALUE

Better understanding and taking the right action at the right time. These are the keys 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 e-commerce application.

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

Request a demo or contact your Customer Success Manager today.



REQUEST A DEMO