

re<sup>s</sup>onate



# THE PULSE OF TODAY'S CONSUMER

Resonate COVID-19 & Recent Events

Wave 8 Report – September 2020



# INTRODUCTION & METHODOLOGY

September told a story of cautious optimism among U.S. consumers. Perhaps it's the wishful promise of a vaccine in the coming months or maybe it's simply acceptance as we enter month seven of this new normal. Either way, consumers who believe life could return to normal sooner rather than later — specifically, within two to six months — went up five percentage points from August to September. And the number of consumers most concerned about the economic-related impacts of the pandemic, consumers who expressed concern to large extent or greater, is finally in decline after 3 months of steady increases.

Now, as a marketer, you have the opportunity to understand your consumers on a granular, human-level. With Resonate's proprietary consumer intelligence, you can actively track the behaviors, motivations, values and anxieties driving your customer's decisions now — not where they were six months ago. These are the insights you need to inform marketing, sales, product development and more, particularly during a time when every decision could be the difference between sink or swim.

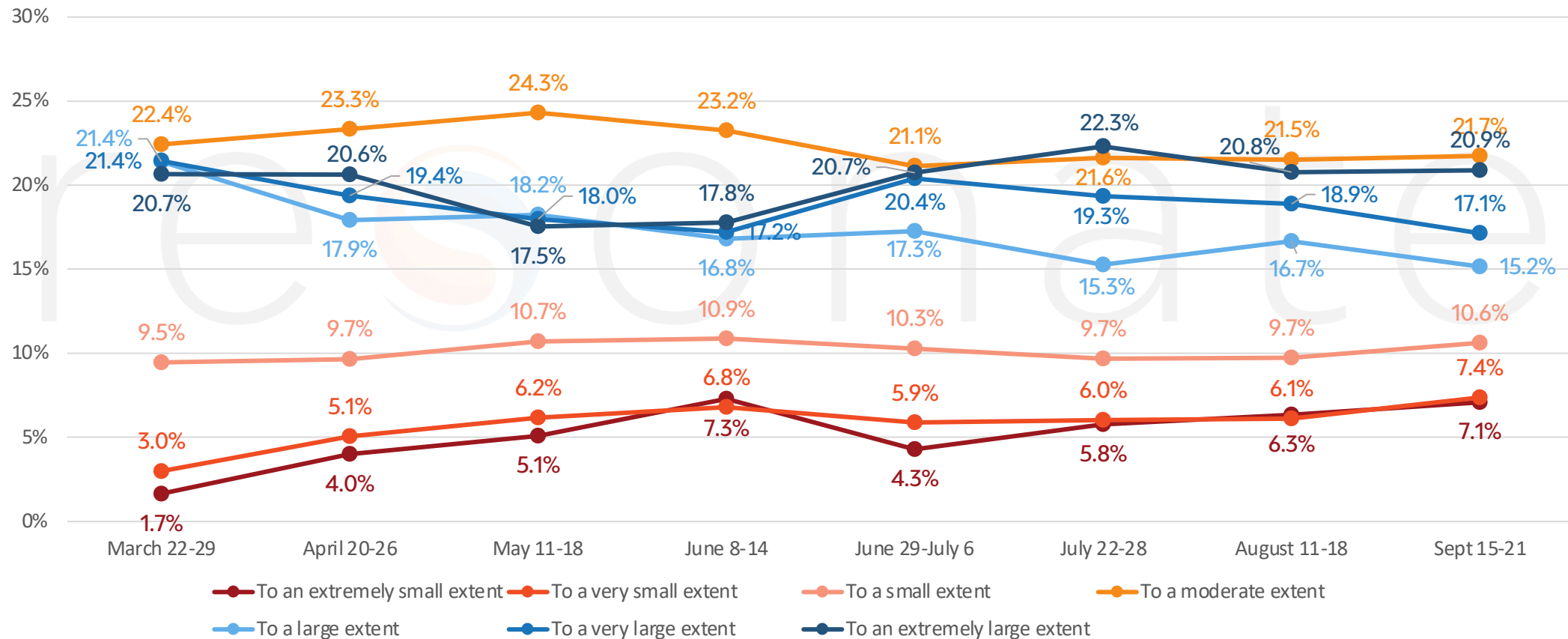
New Resonate data on the impact of coronavirus and current events is released continuously, with new reports, like this one, coming out every few weeks. This latest Recent Events Connected Flash Study was fielded between September 14 to September 20, 2020 and scaled to 200 million U.S. consumers. All Resonate research was fielded to U.S. respondents, as our interest is in an in-depth understanding of the U.S. consumer.

This Resonate research was conducted as part of the larger Resonate National Consumer Study® that went into field mid-September, 2020. Fielding this research as a part of our ongoing study allows us to connect responses specific to recent events to the thousands of other proprietary data points collected and refreshed nightly in our Ignite Platform.

[LEARN MORE >](#)

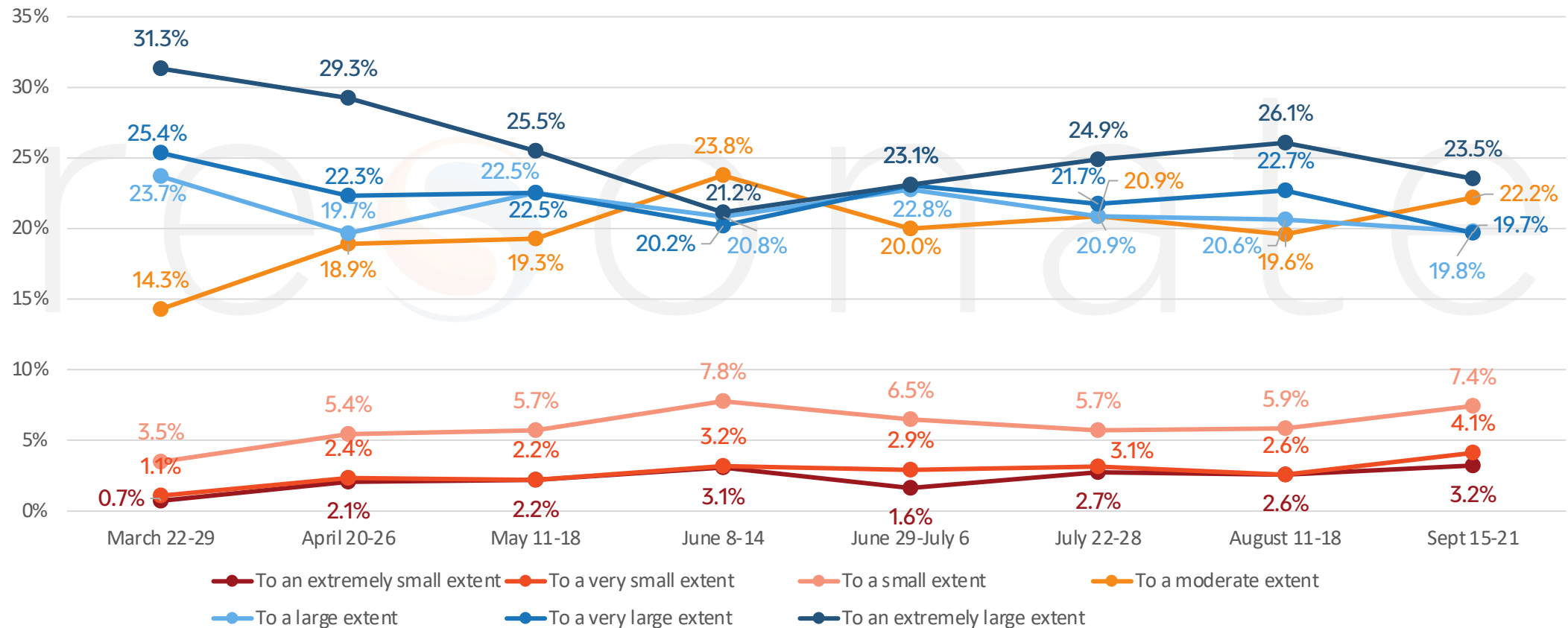
# CONSUMER SENTIMENT

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



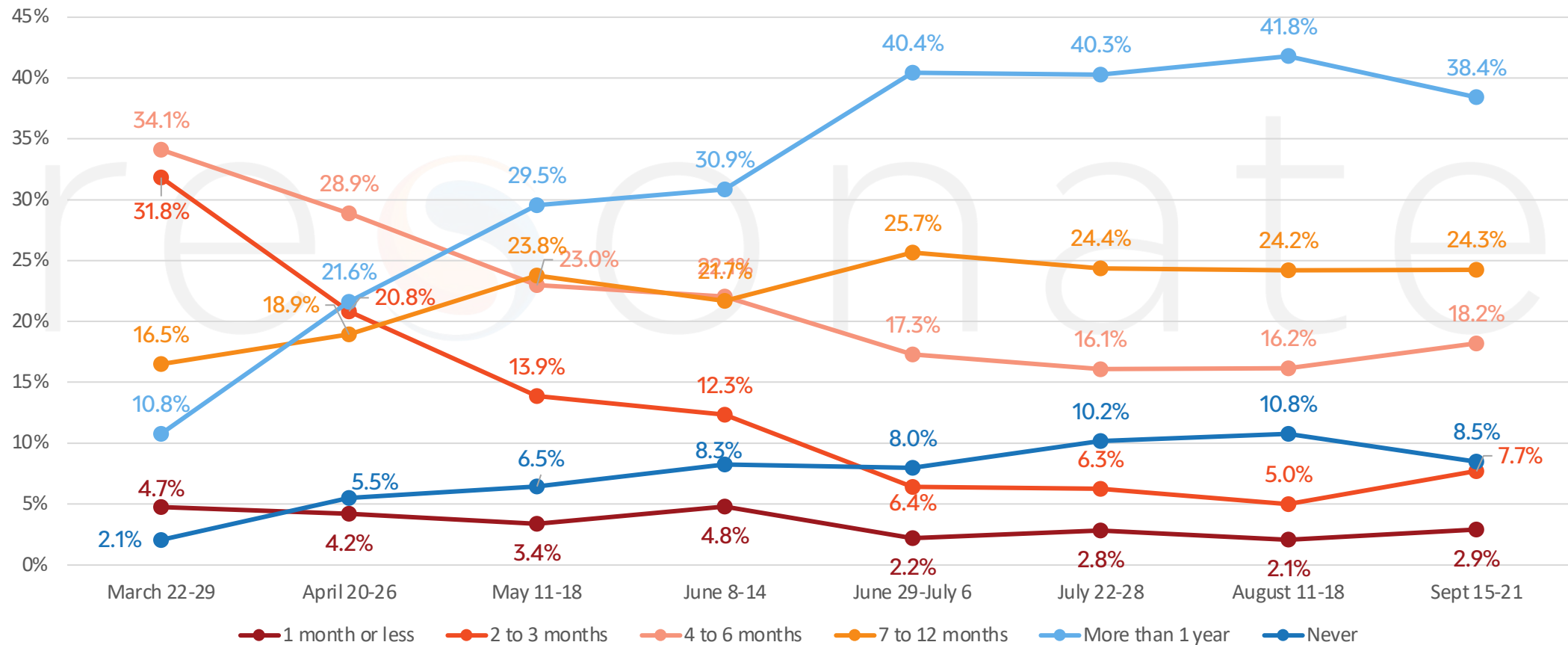
# CONSUMER SENTIMENT

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



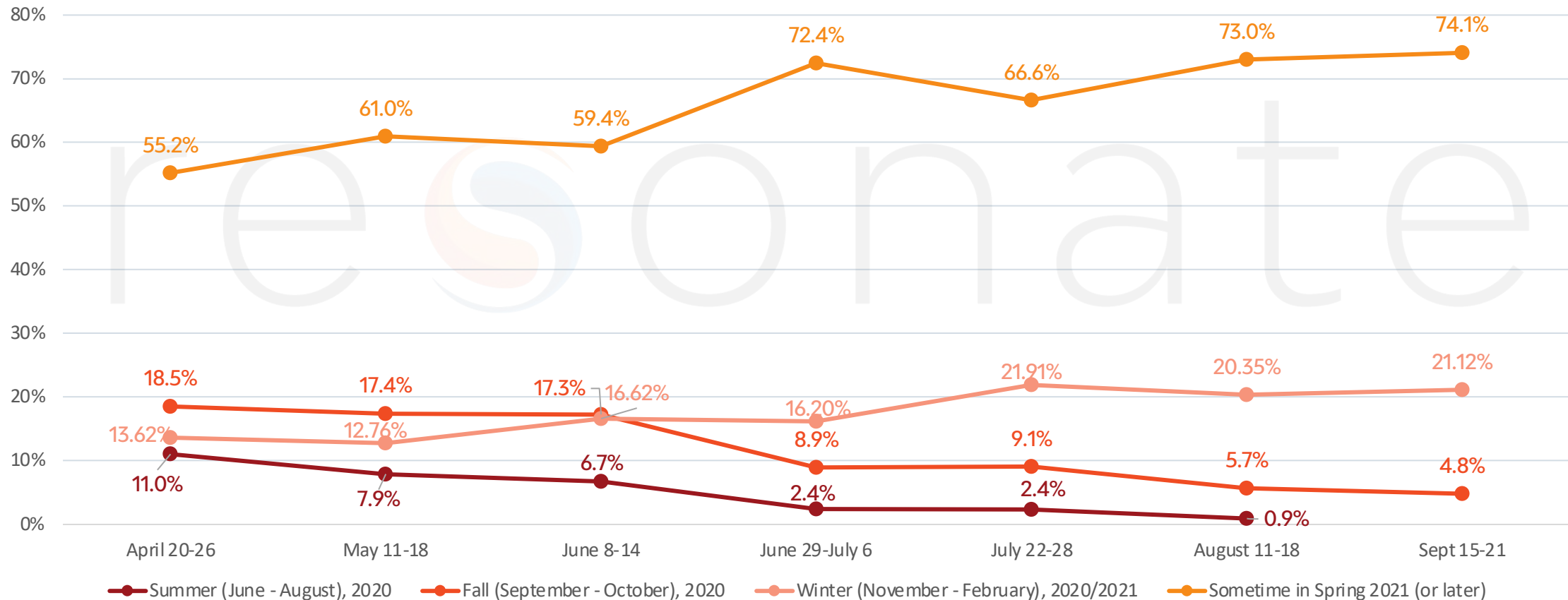
# CONSUMER SENTIMENT

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



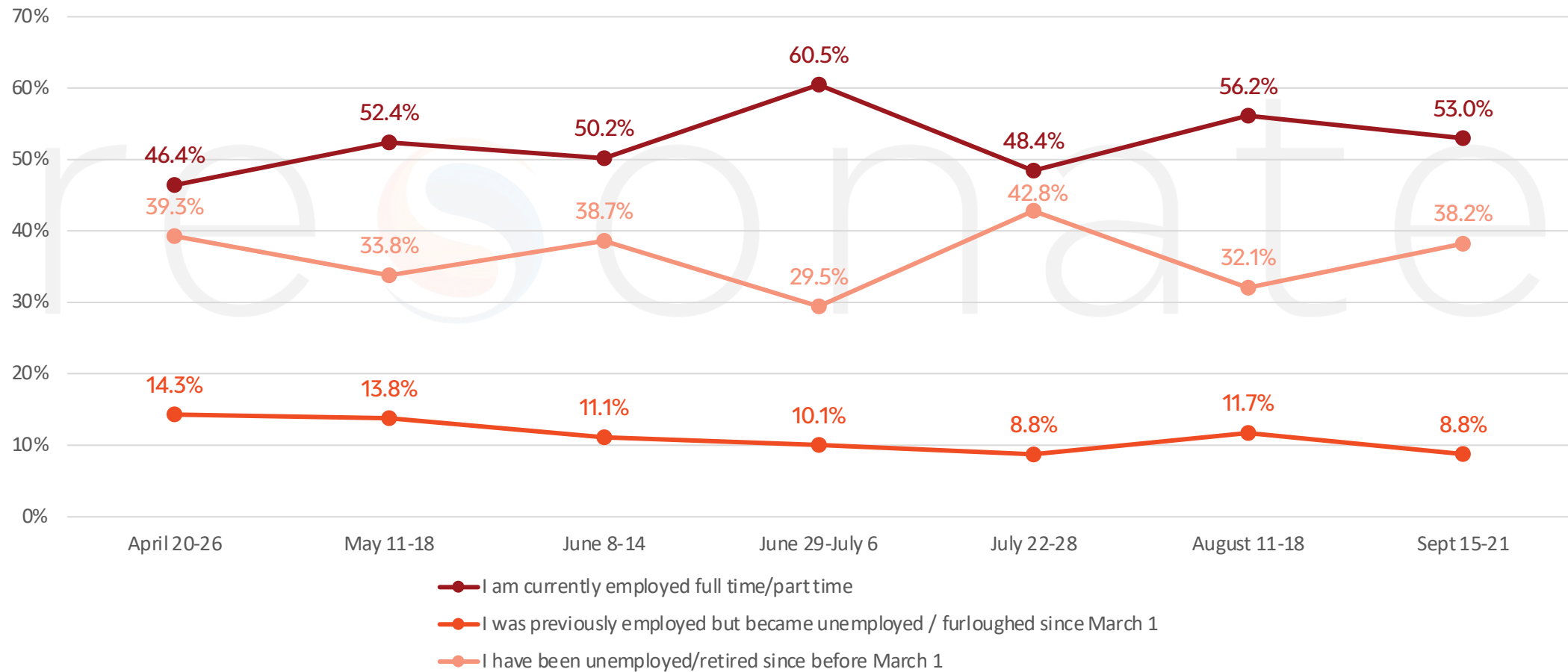
# CONSUMER SENTIMENT

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



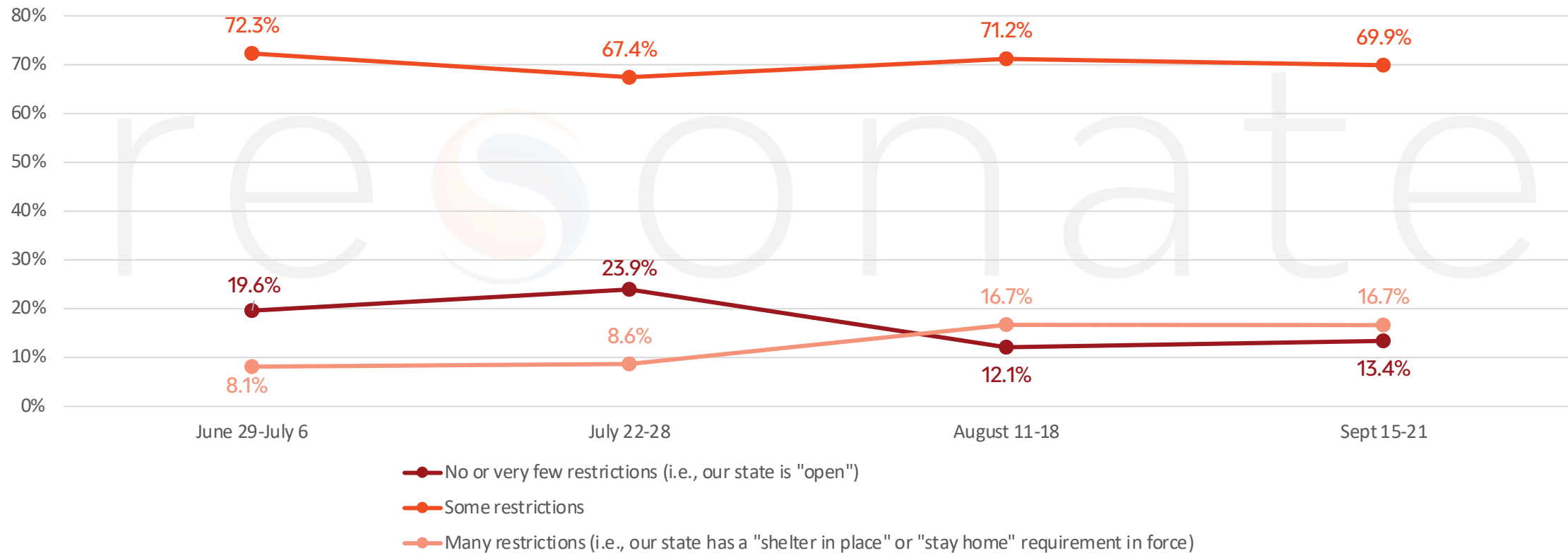
# CURRENT STATE

Which of the following best describes your work situation?



# CURRENT STATE

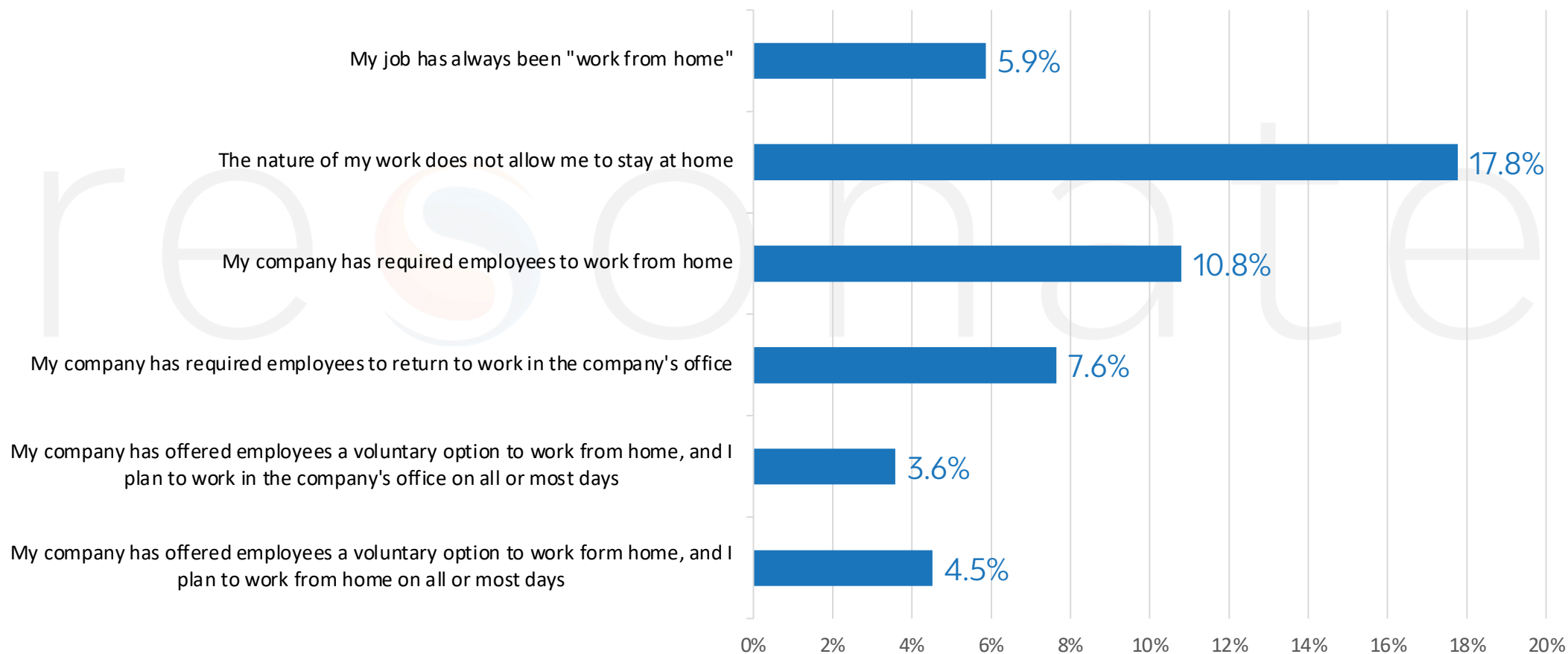
Which of the following statements best describes the current status of coronavirus restrictions in your state?





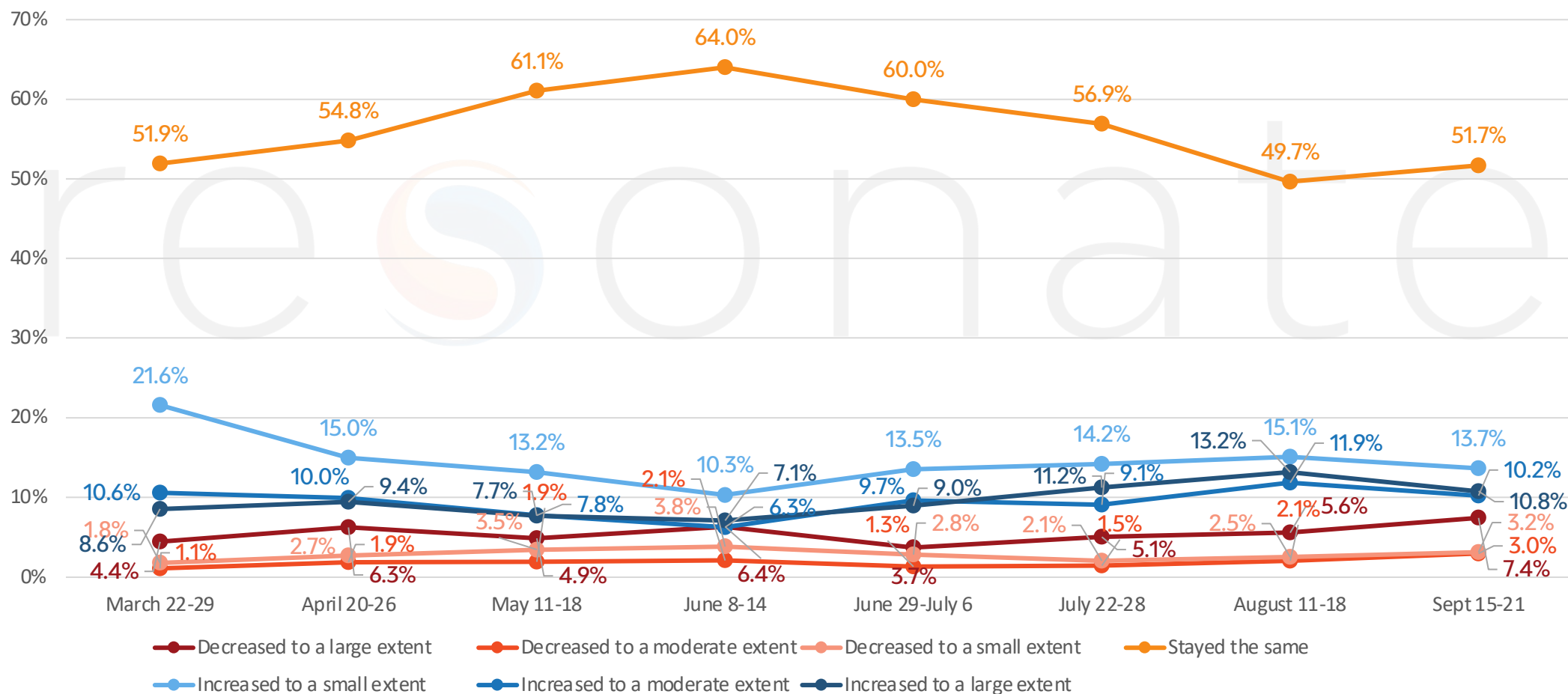
# CURRENT STATE

Which of the following best describes your work situation?



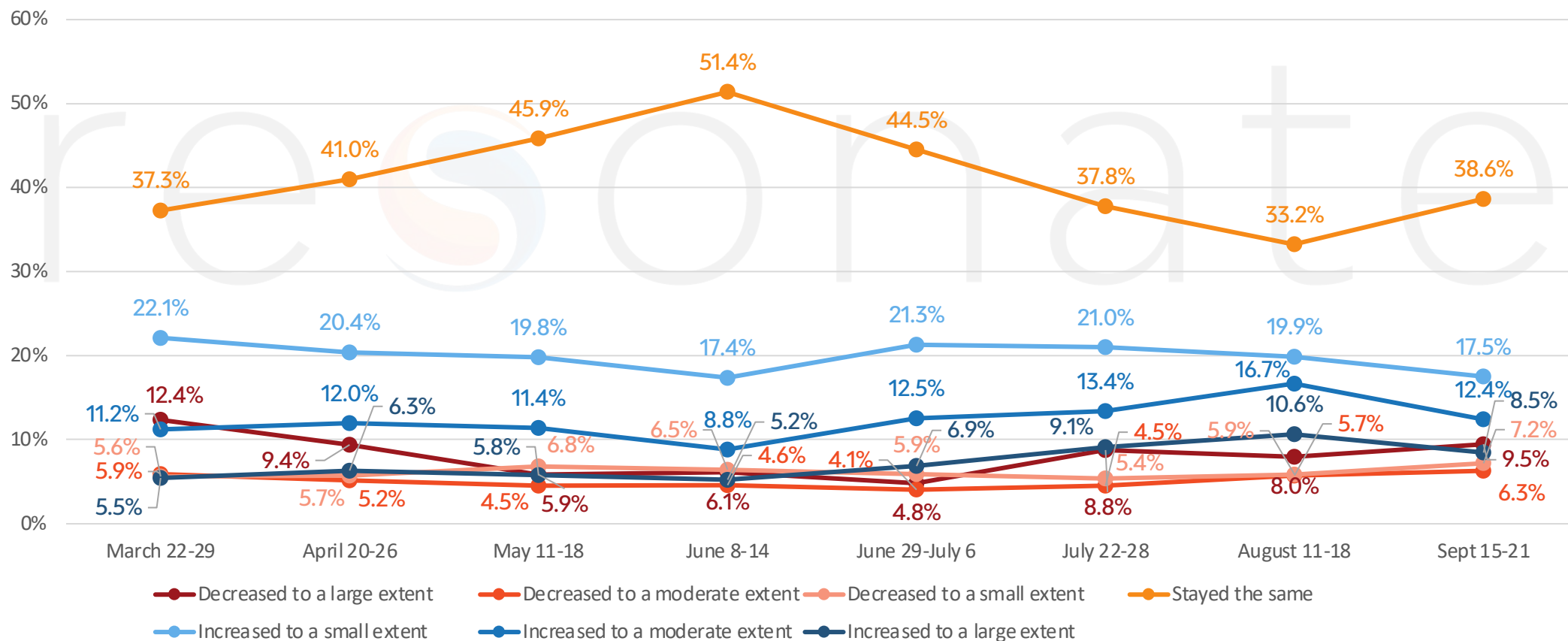
# RETAIL

As a result of the coronavirus situation, how will the likelihood that you will do the following in the next 90 days change: **Order groceries online**



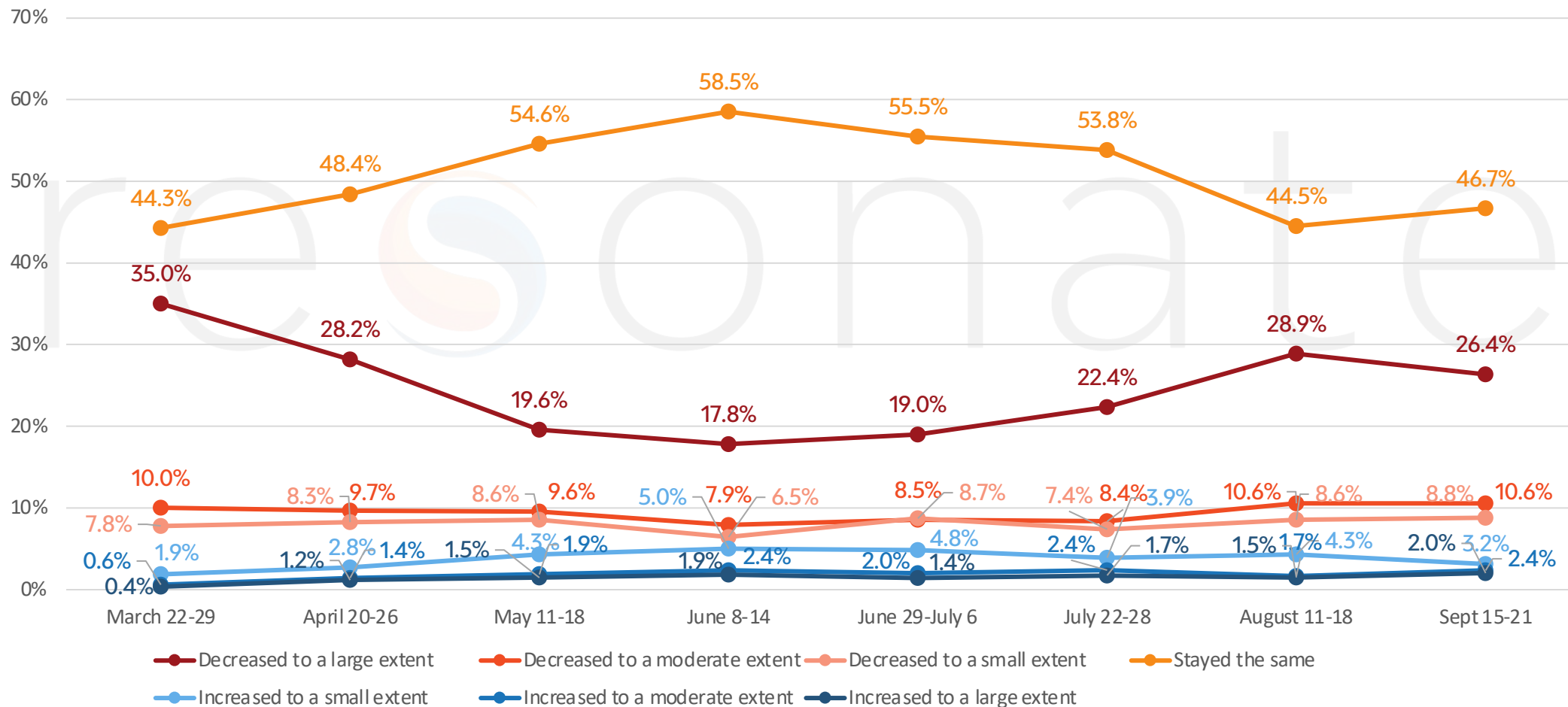
# RETAIL

As a result of the coronavirus situation, how will the likelihood that you will do the following in the next 90 days change: **Order food or takeout for delivery**



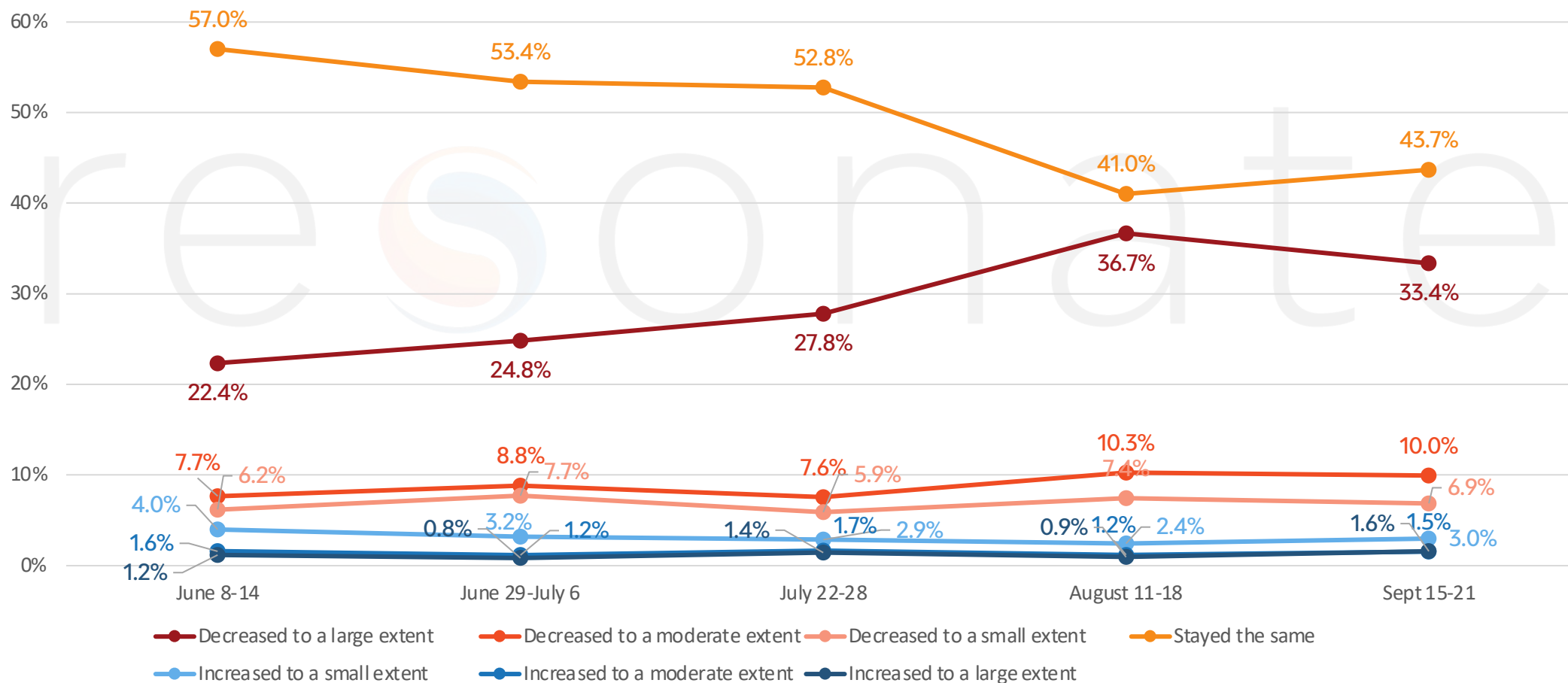
# RETAIL

As a result of the coronavirus situation, how will the likelihood that you will do the following in the next 90 days change: **Make a major purchase (e.g., an automobile)**



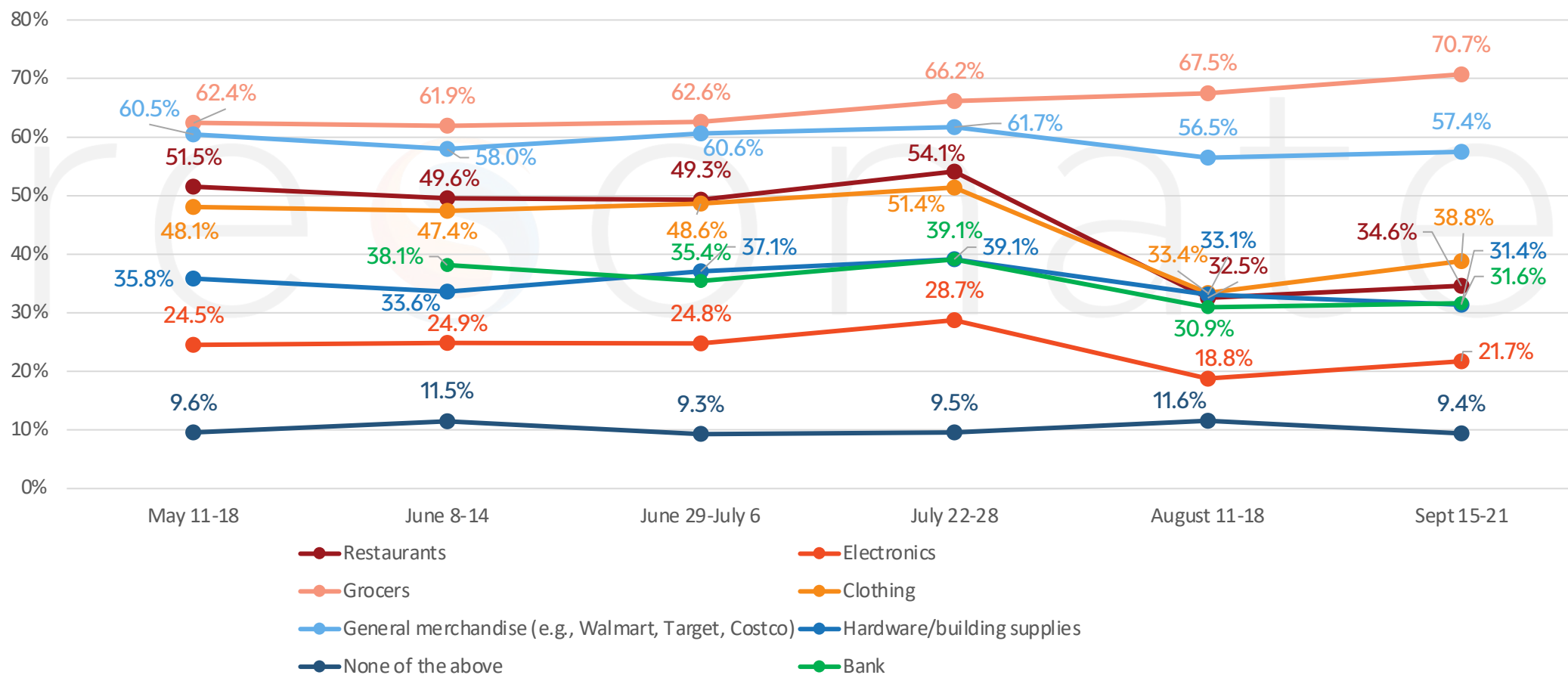
# RETAIL

As a result of the coronavirus situation, how will the likelihood that you will do the following in the next 90 days change: **Purchase a "luxury" product (e.g., fine jewelry, designer clothing)**



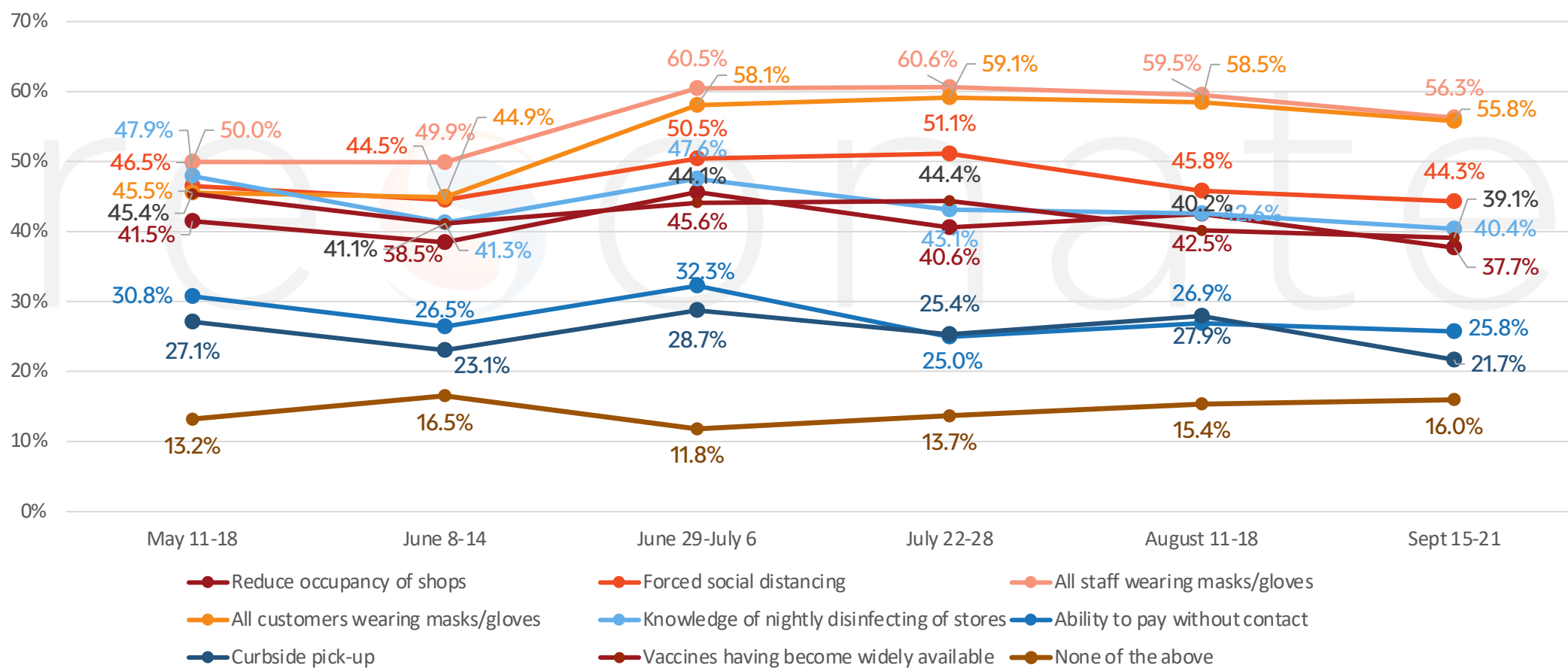
# RETAIL

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.



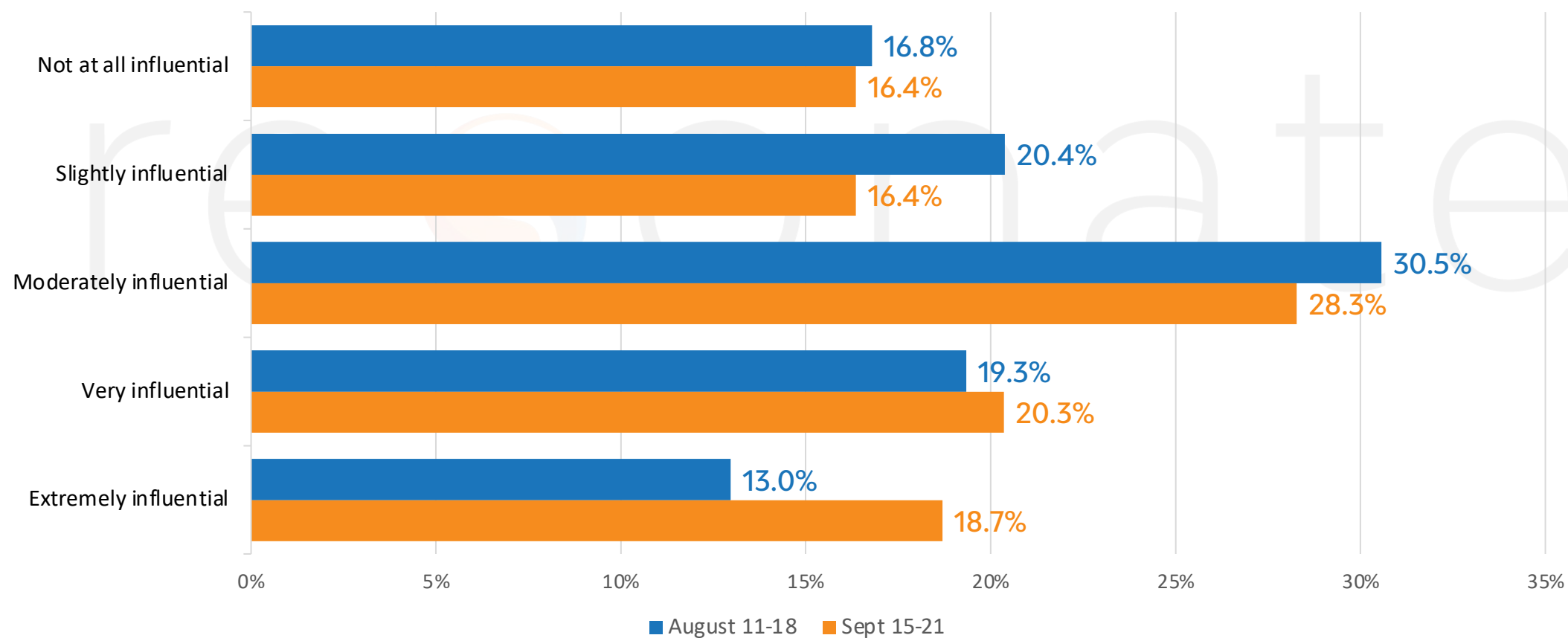
# RETAIL

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



# RETAIL

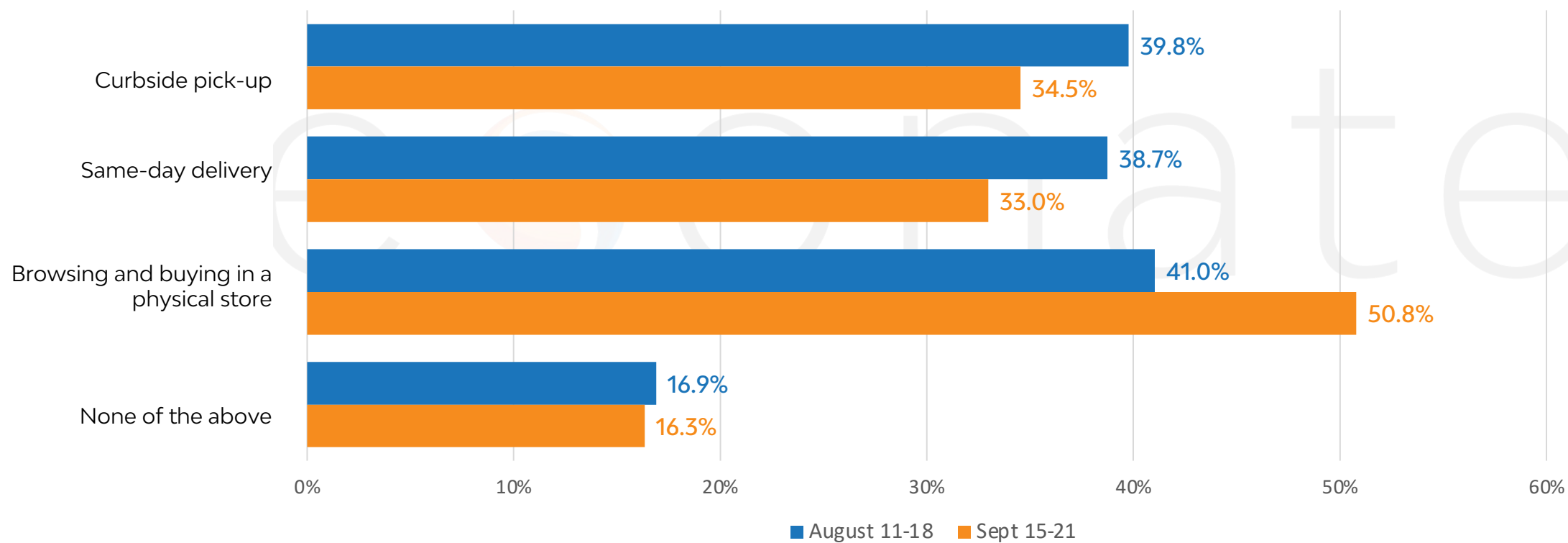
To what extent does the cost of shipping or delivery influence your decision to shop in a physical store rather than online?





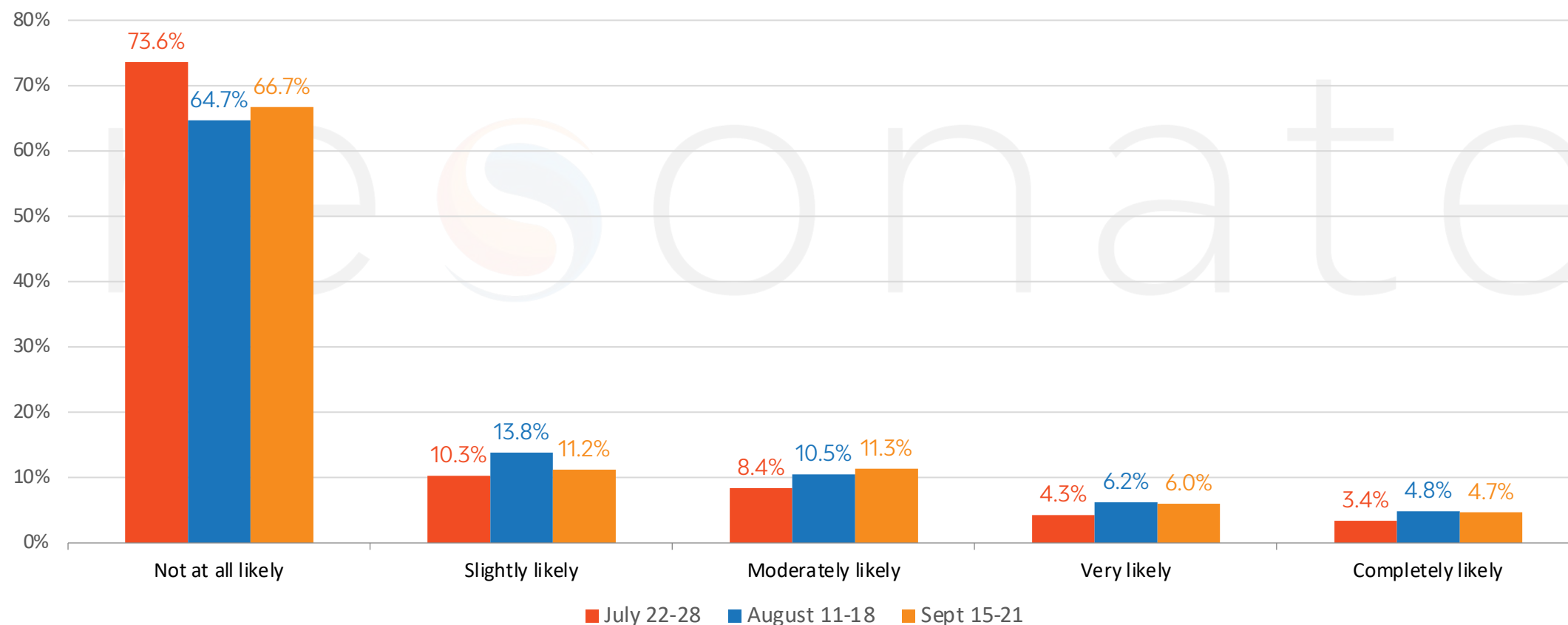
# RETAIL

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



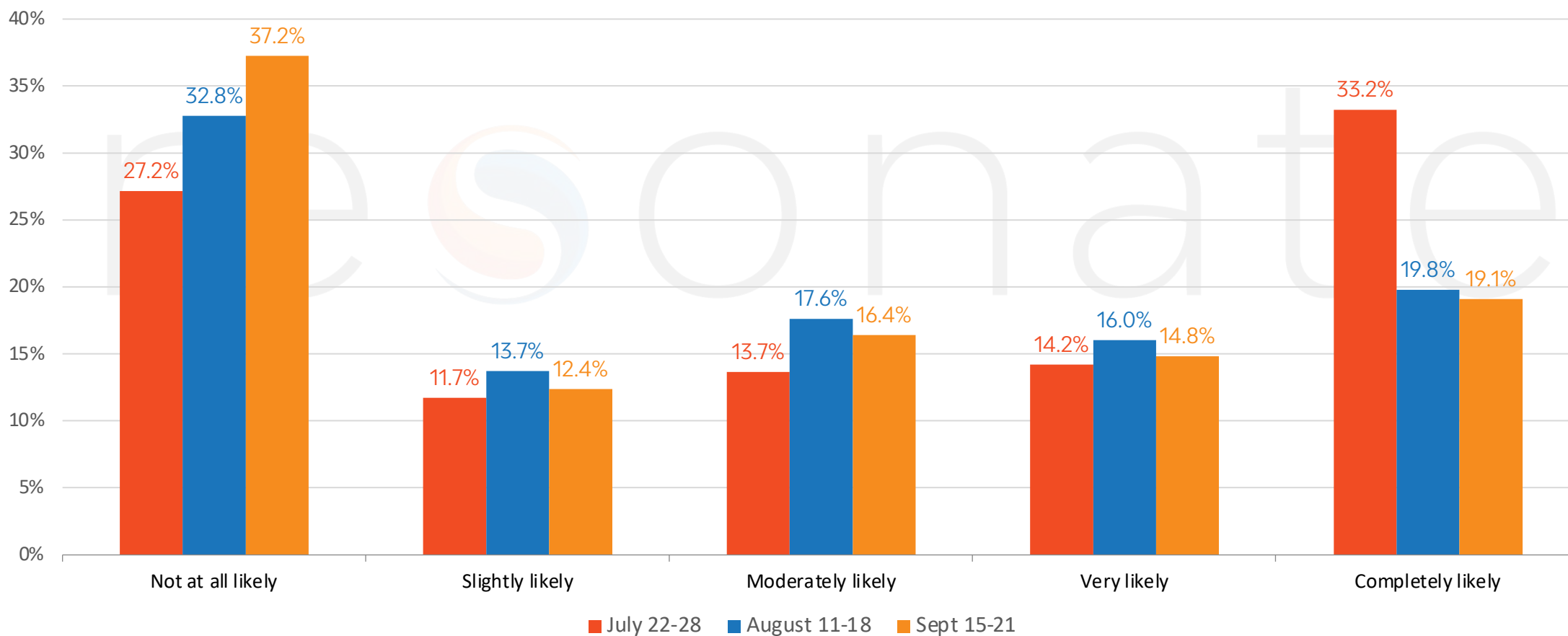
# PERSONAL FINANCE

How likely are you to request a payment deferral on any of your current credit cards, because of the coronavirus situation?



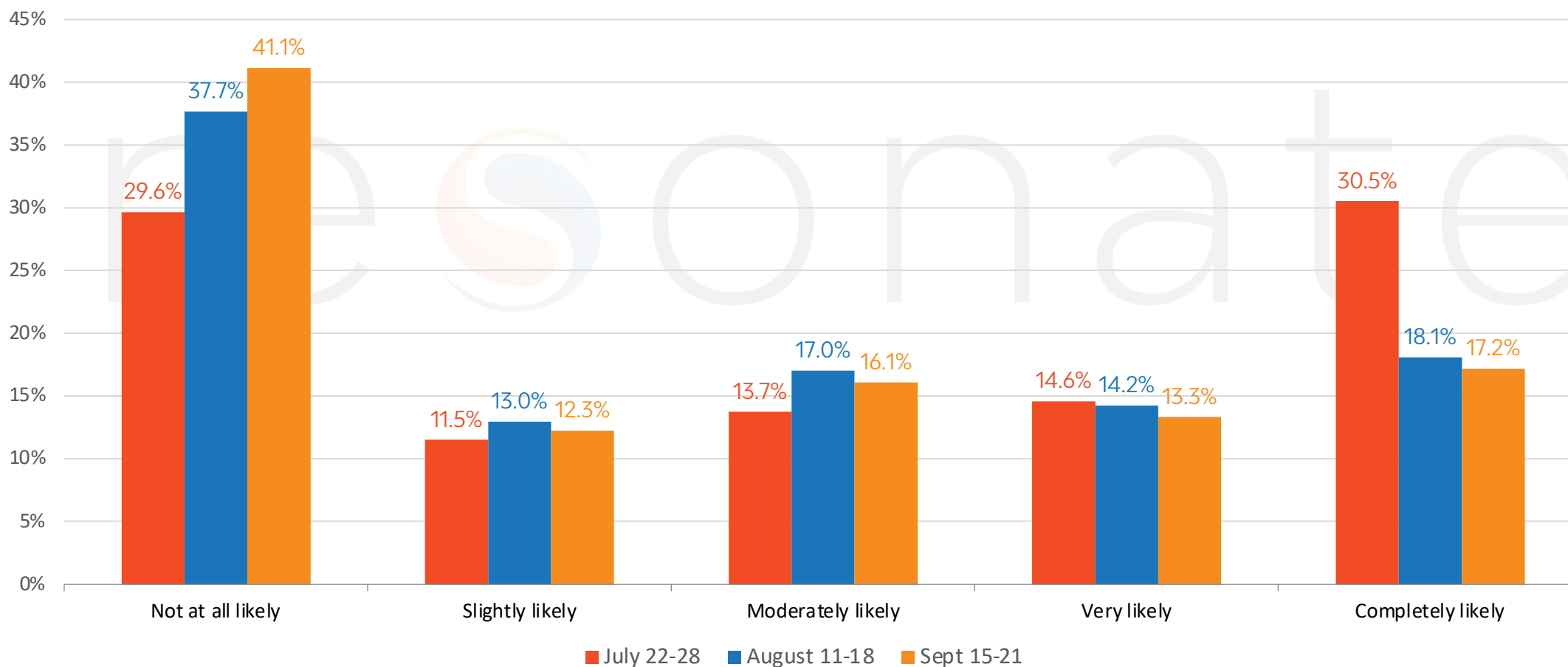
# PERSONAL FINANCE

How likely are you to use a credit card to pay for purchases from a grocery store, because of the coronavirus situation?



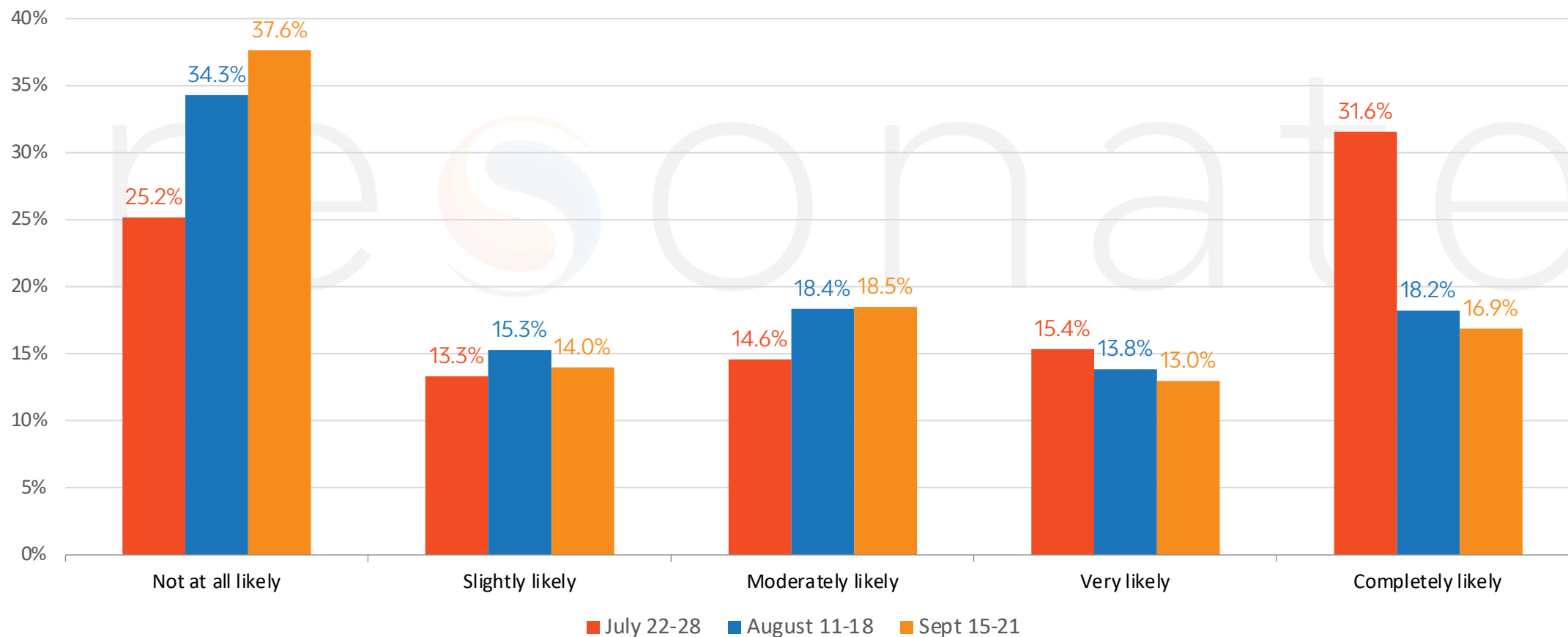
# PERSONAL FINANCE

How likely are you to use a credit card to pay for purchases for restaurant meals, because of the coronavirus situation?



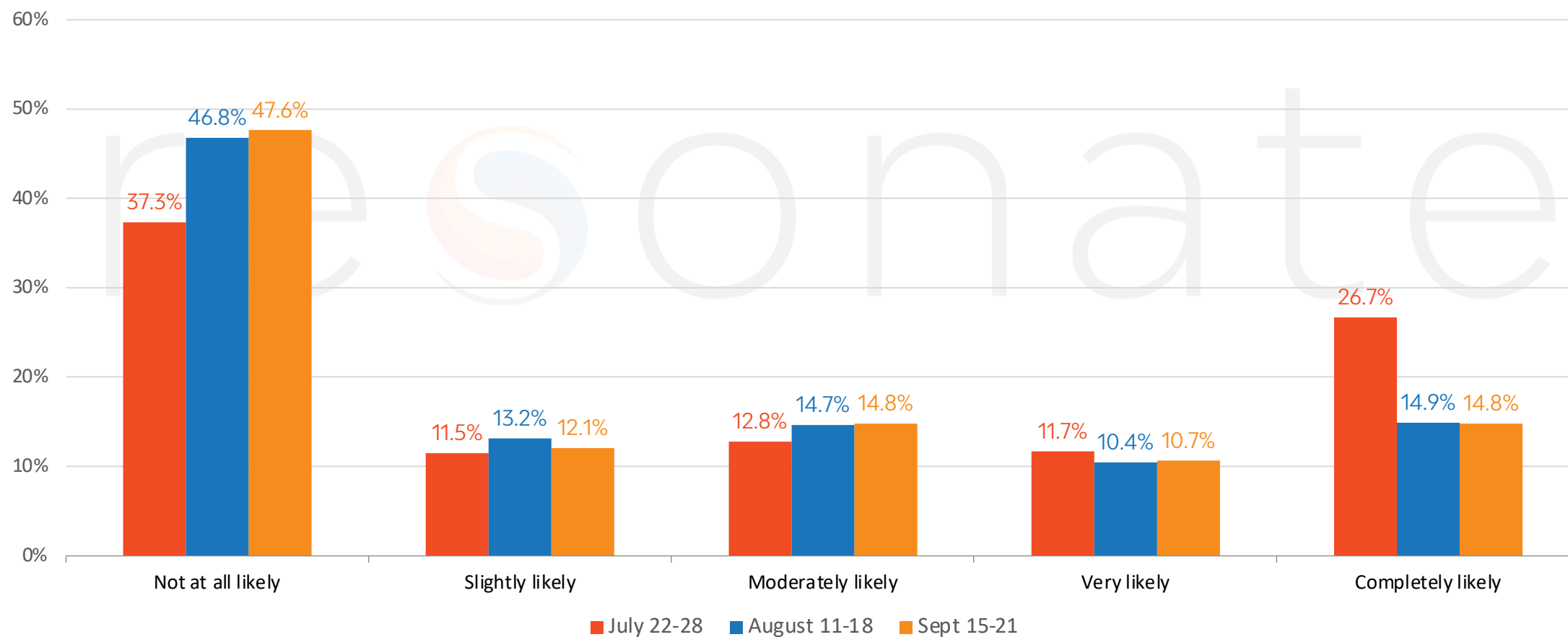
# PERSONAL FINANCE

How likely are you to use a credit card to pay for purchases from a home goods/improvement store, because of the coronavirus situation?



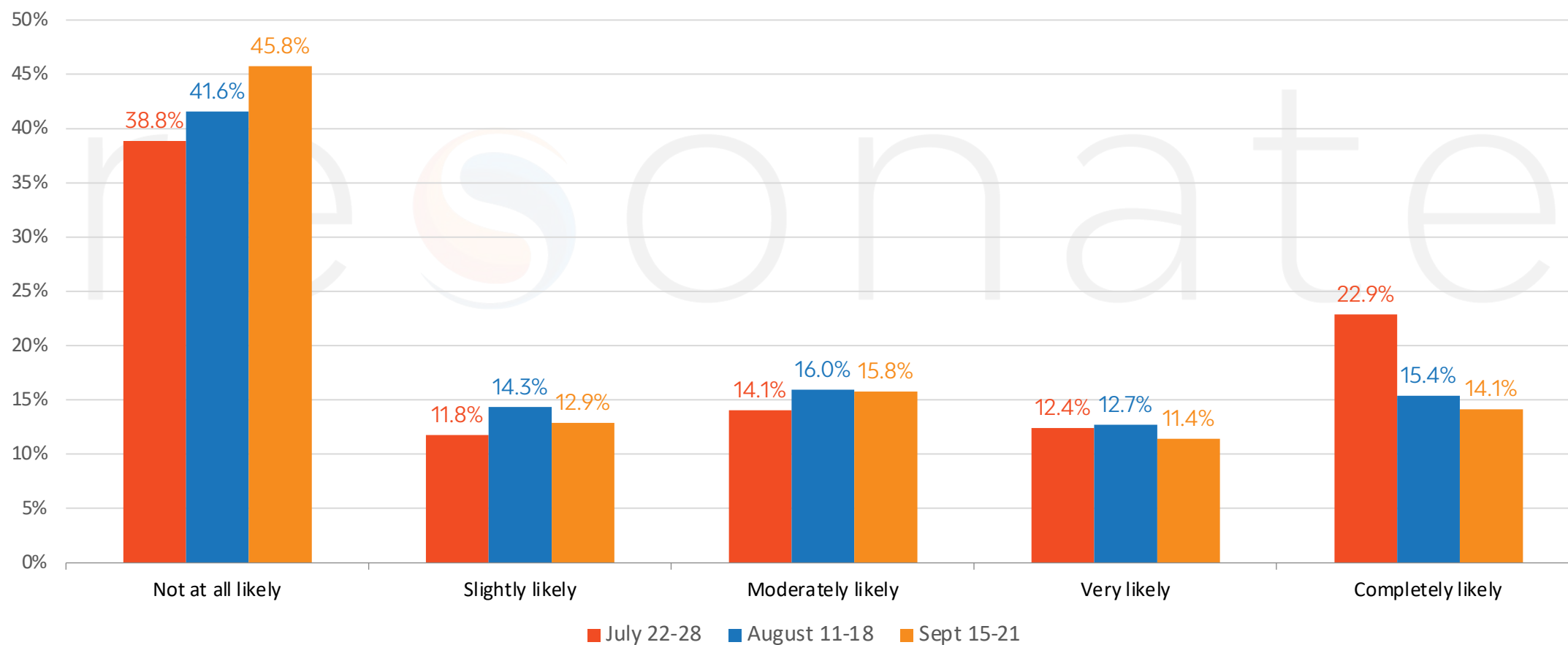
# PERSONAL FINANCE

How likely are you to use a credit card to pay for purchases for entertainment expenses (e.g., movies, sports), because of the coronavirus situation?



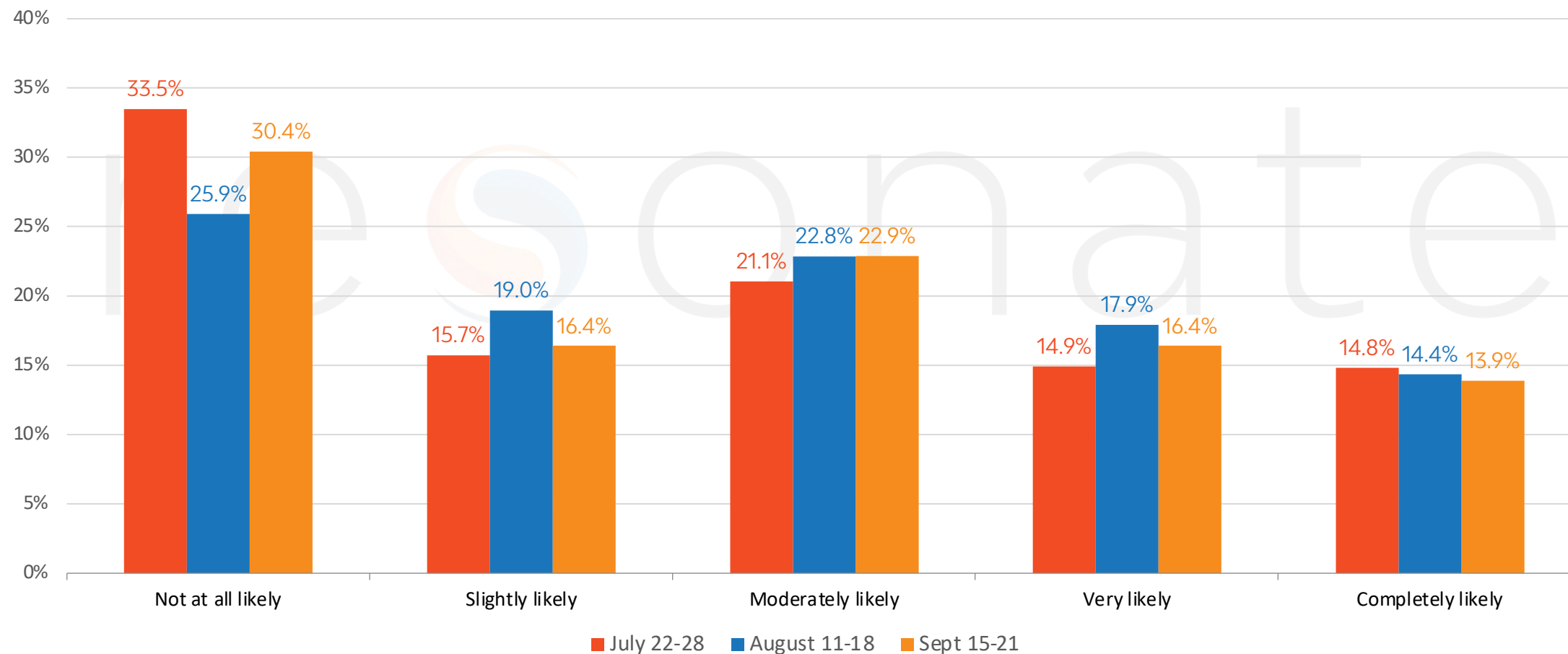
# PERSONAL FINANCE

How likely are you to use a credit card to pay for purchases for bills (e.g., utilities, insurance), because of the coronavirus situation?



# PERSONAL FINANCE

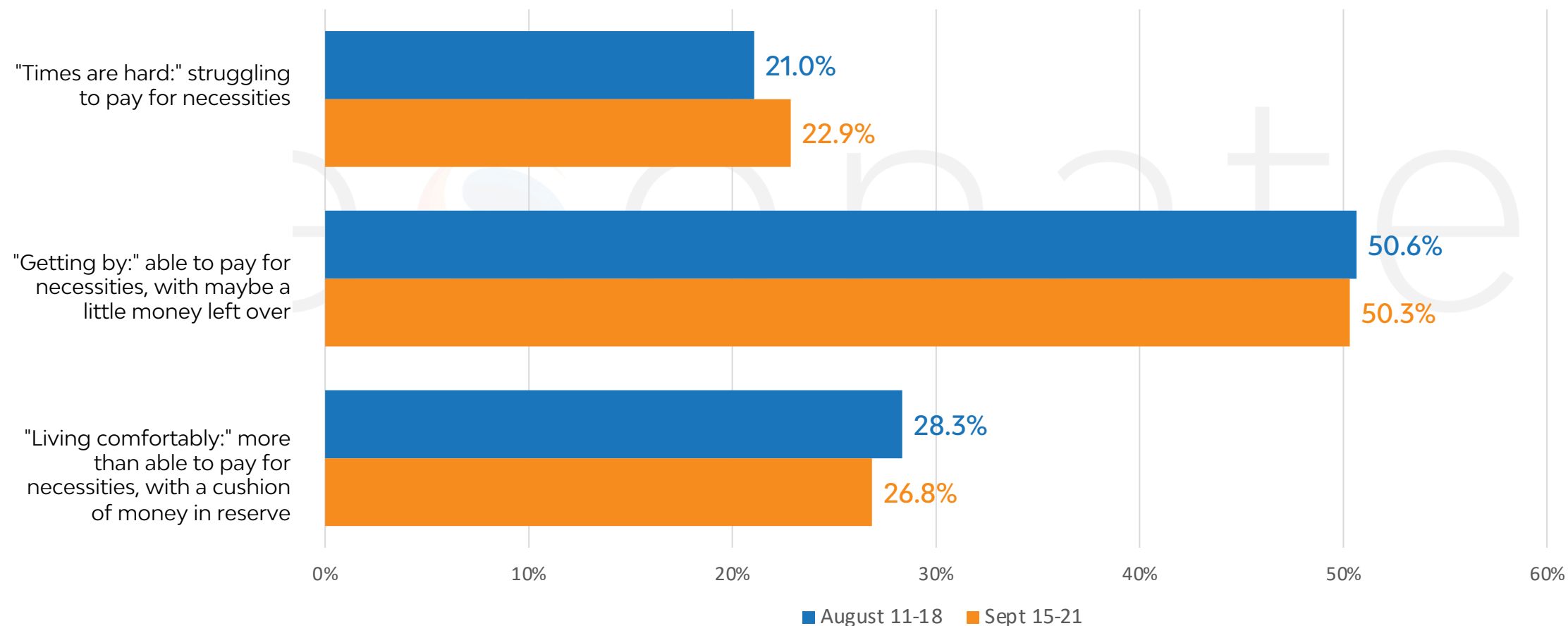
How likely are you to now use contactless payments (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases, because of the coronavirus situation?





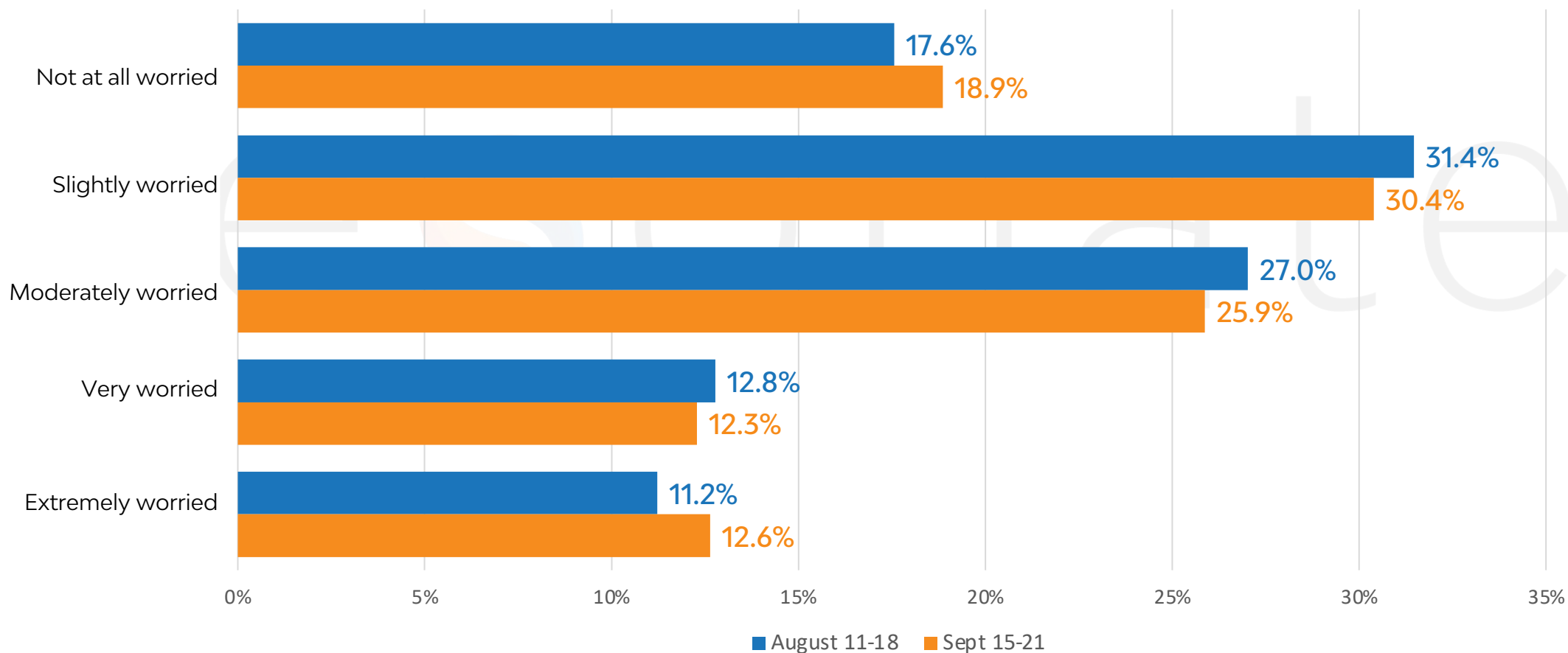
# PERSONAL FINANCE

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



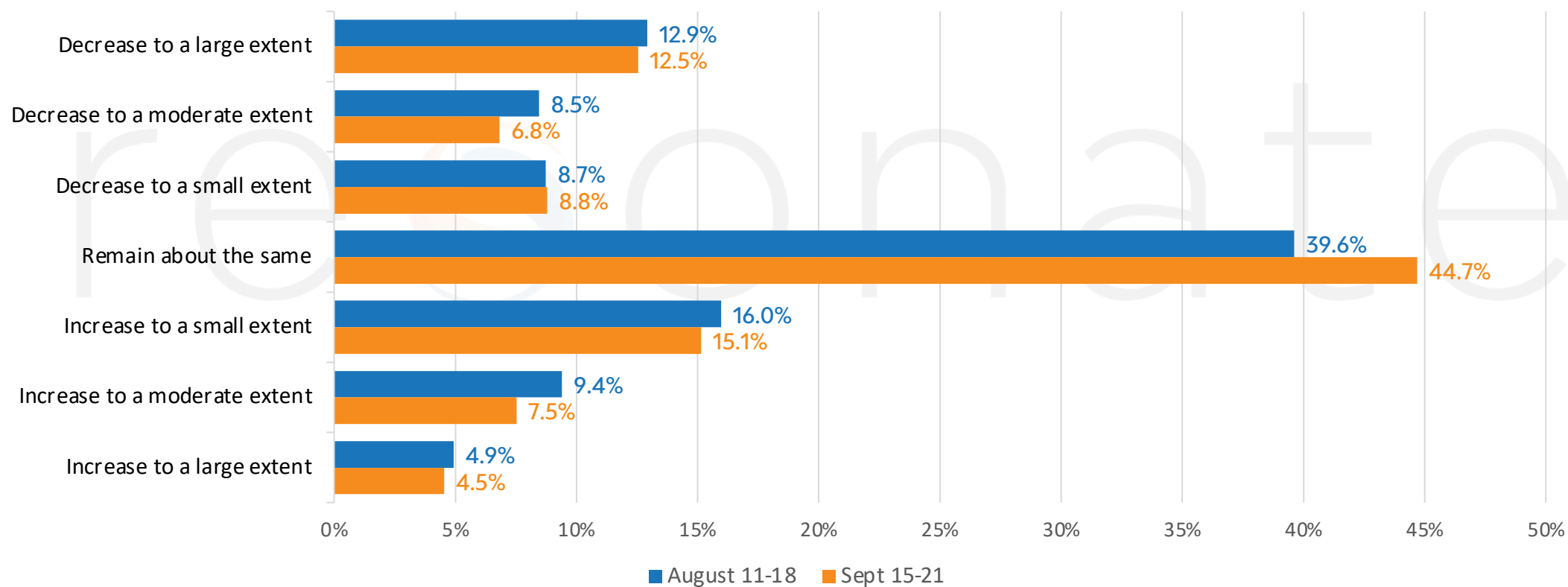
# PERSONAL FINANCE

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



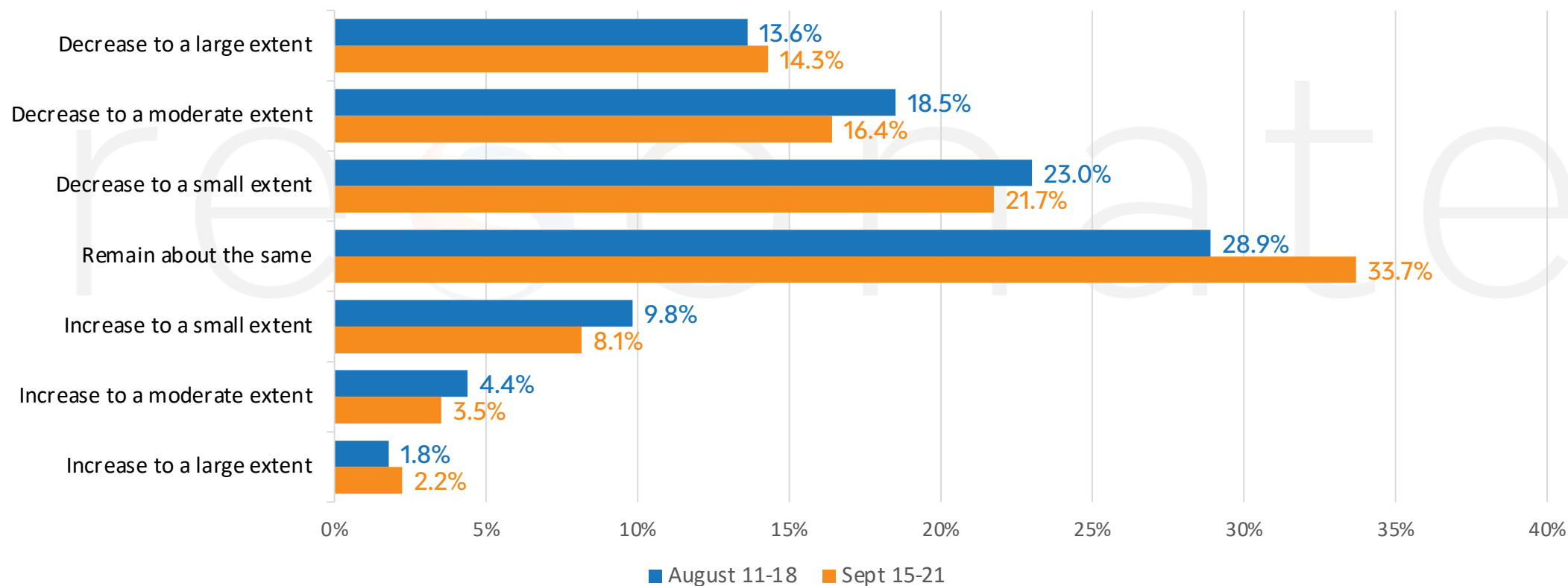
# PERSONAL FINANCE

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



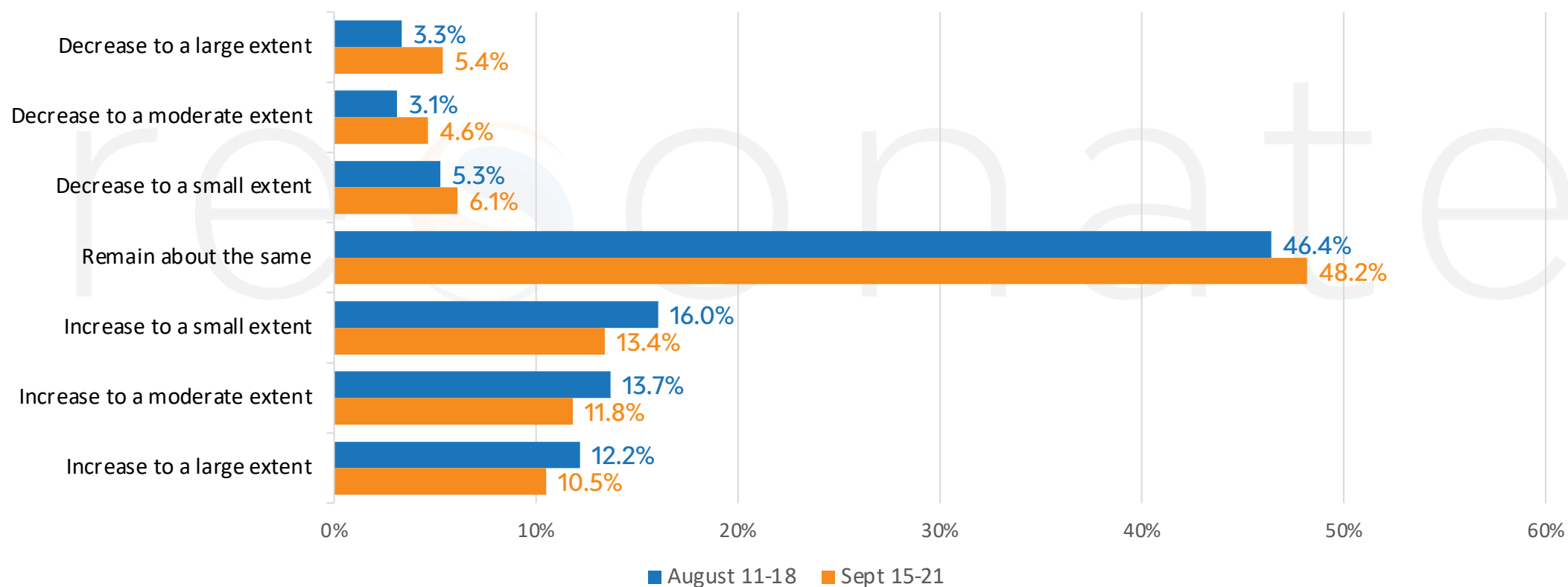
# PERSONAL FINANCE

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



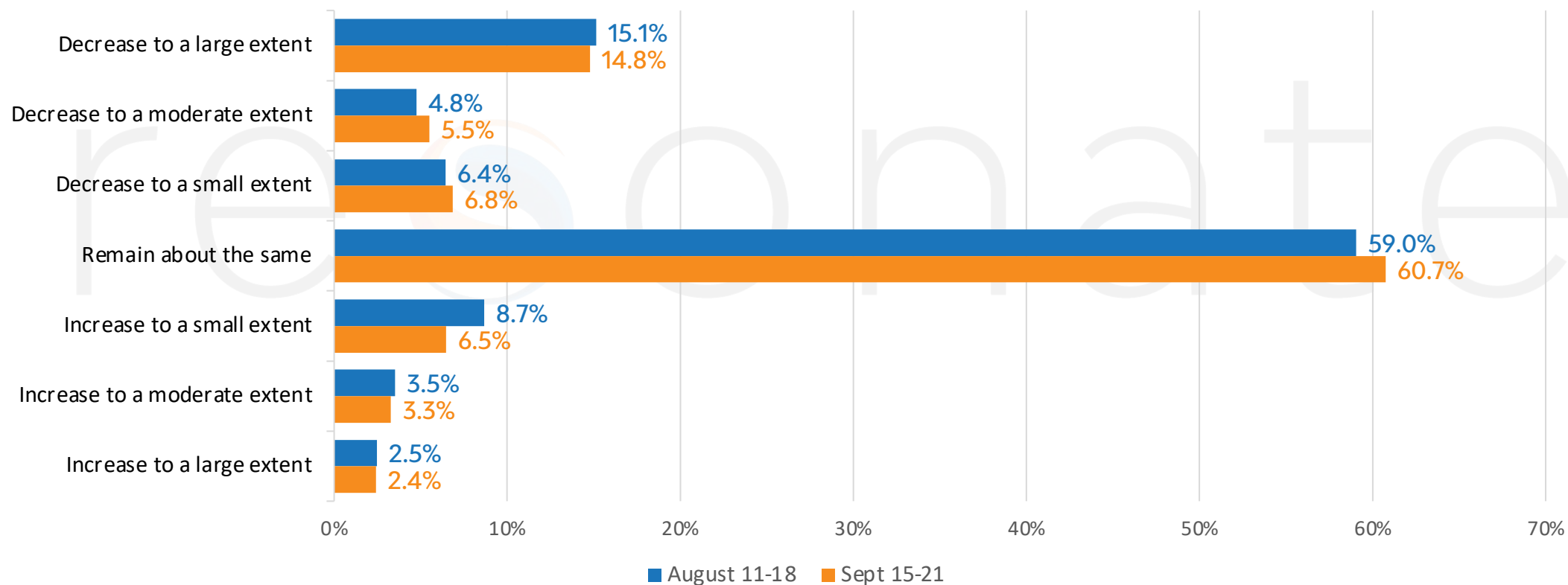
# PERSONAL FINANCE

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



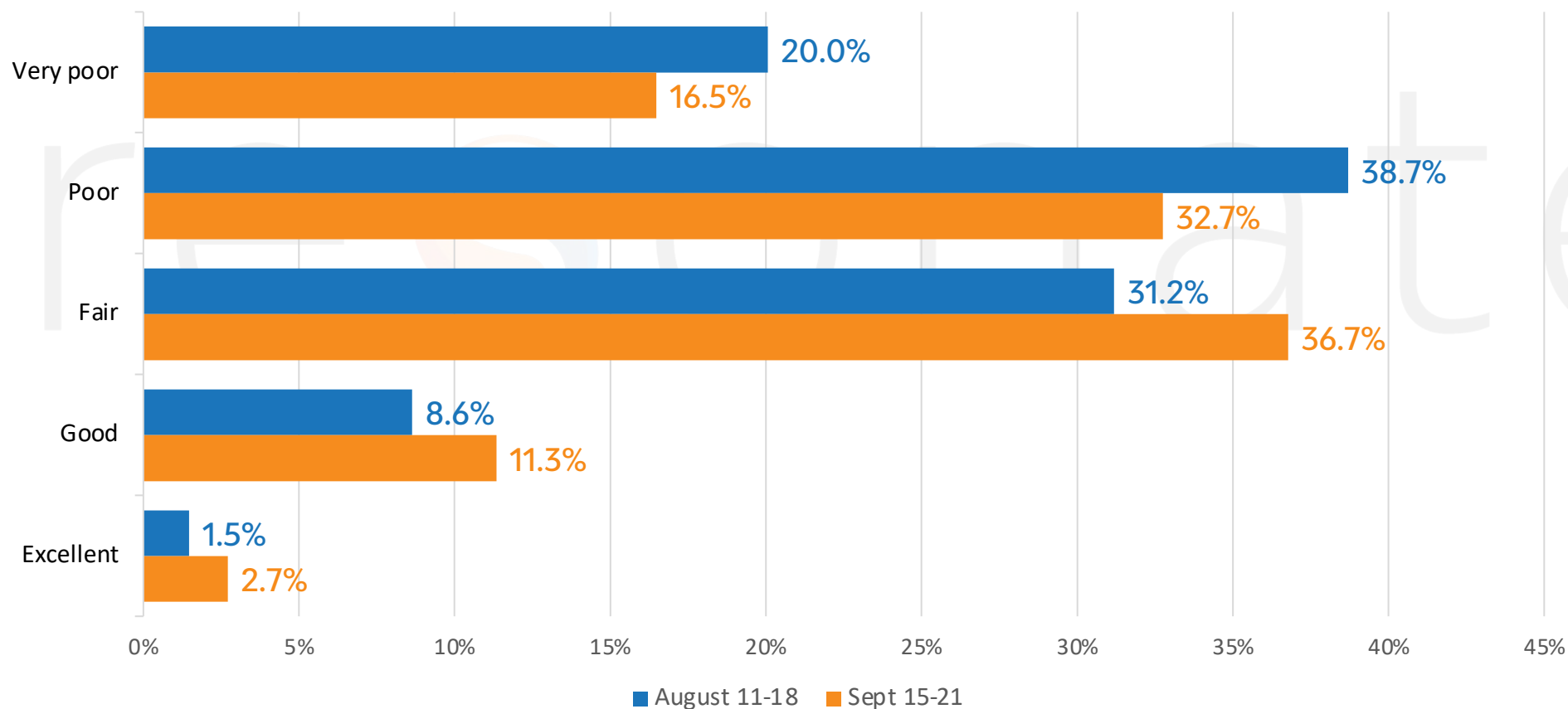
# PERSONAL FINANCE

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



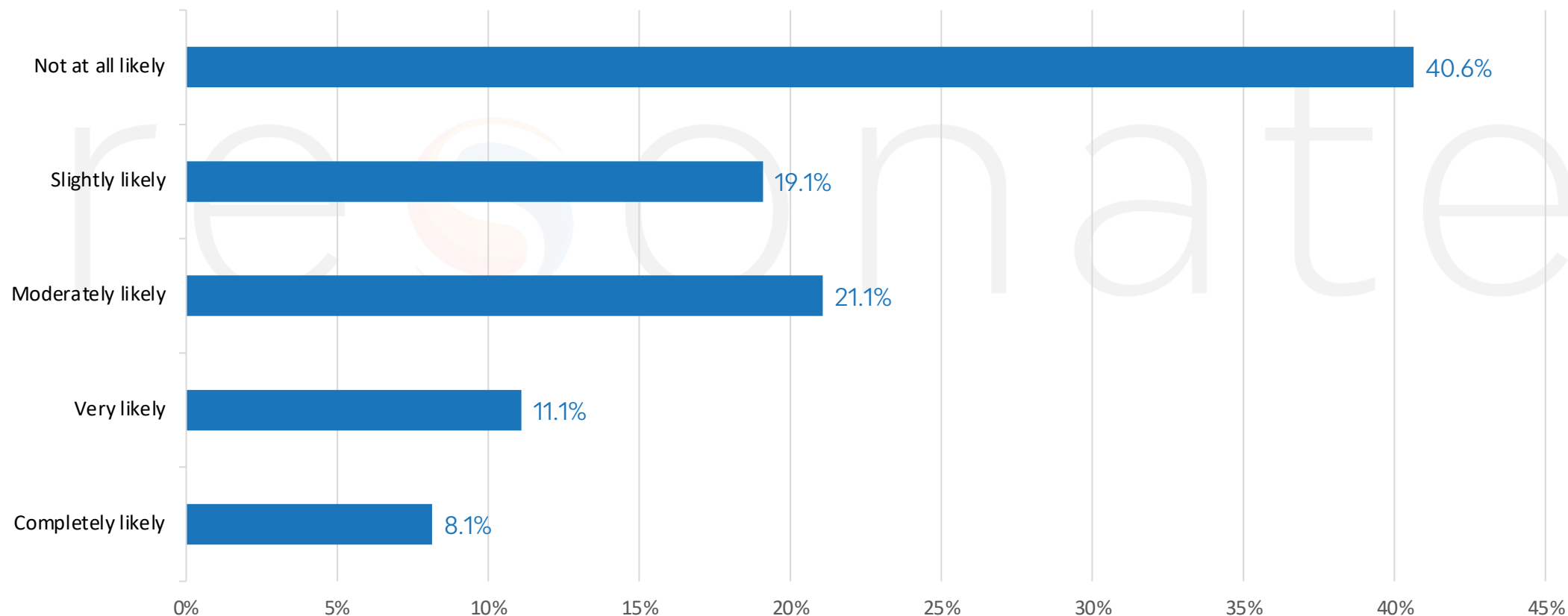
# PERSONAL FINANCE

What is the current quality of the United State's economy?



# PERSONAL FINANCE

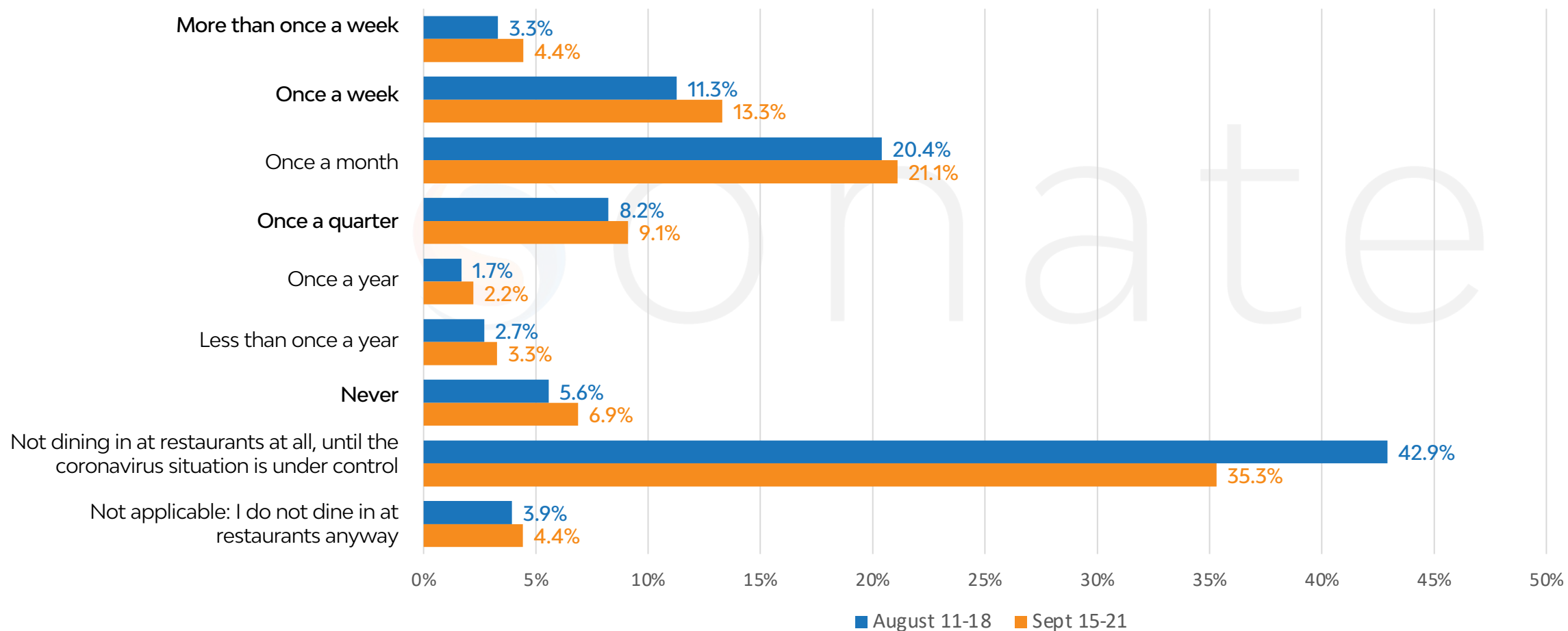
How likely were you to use contactless payments (e.g., "tap-and-go" credit cards, Apple Pay, Google Wallet) for purchases, before the onset of the coronavirus situation?





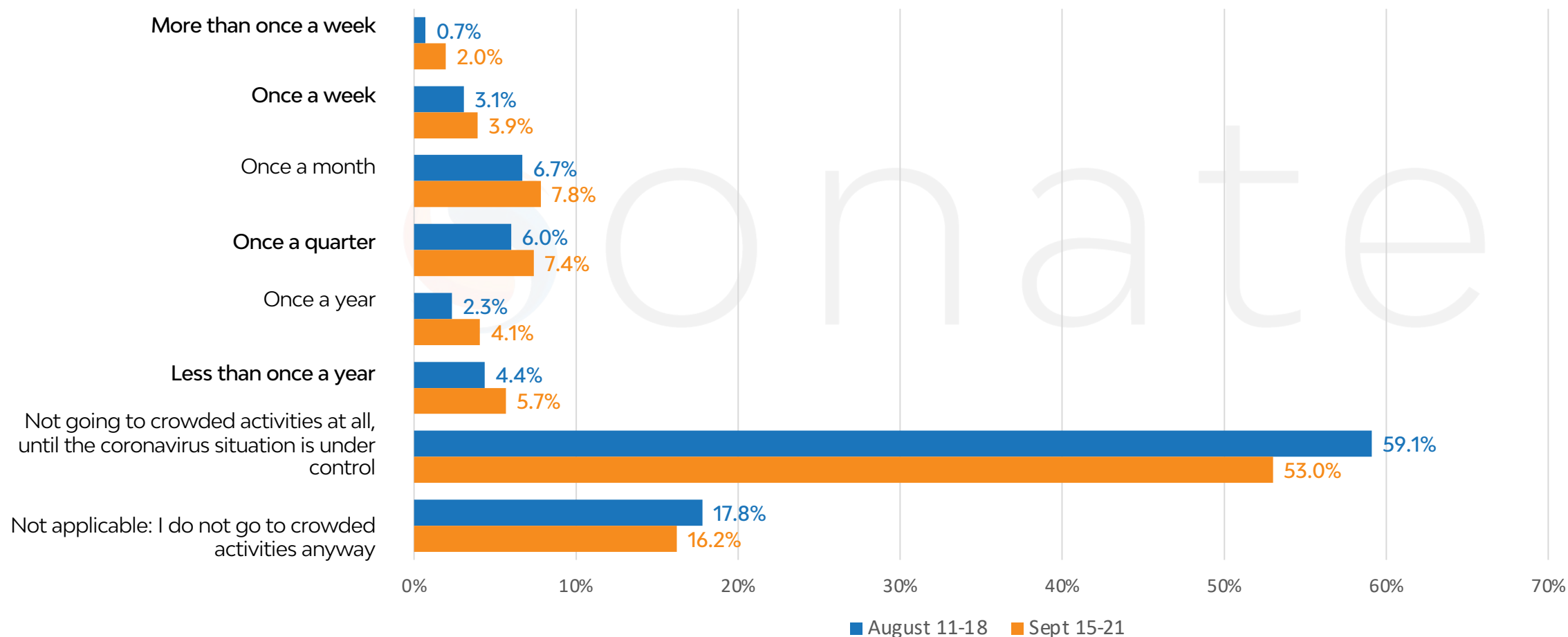
# GATHERING

How frequently are you now dining in at restaurants?



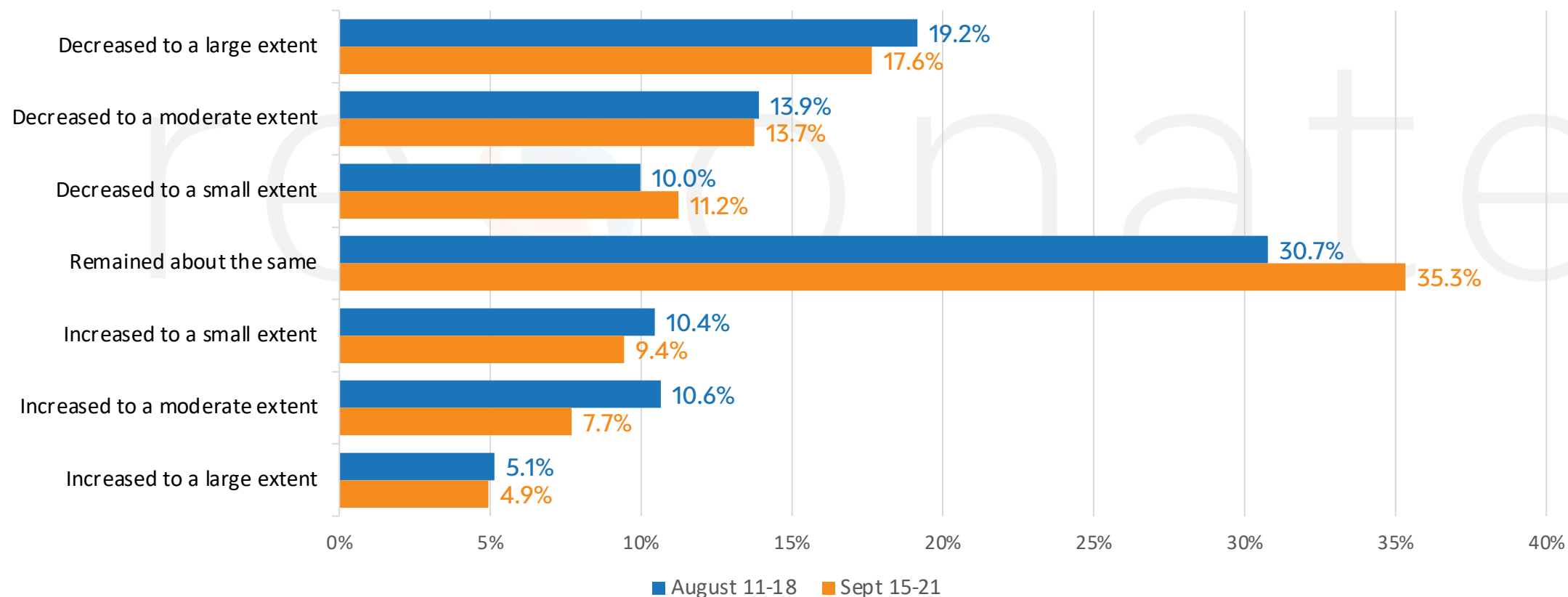
# GATHERING

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



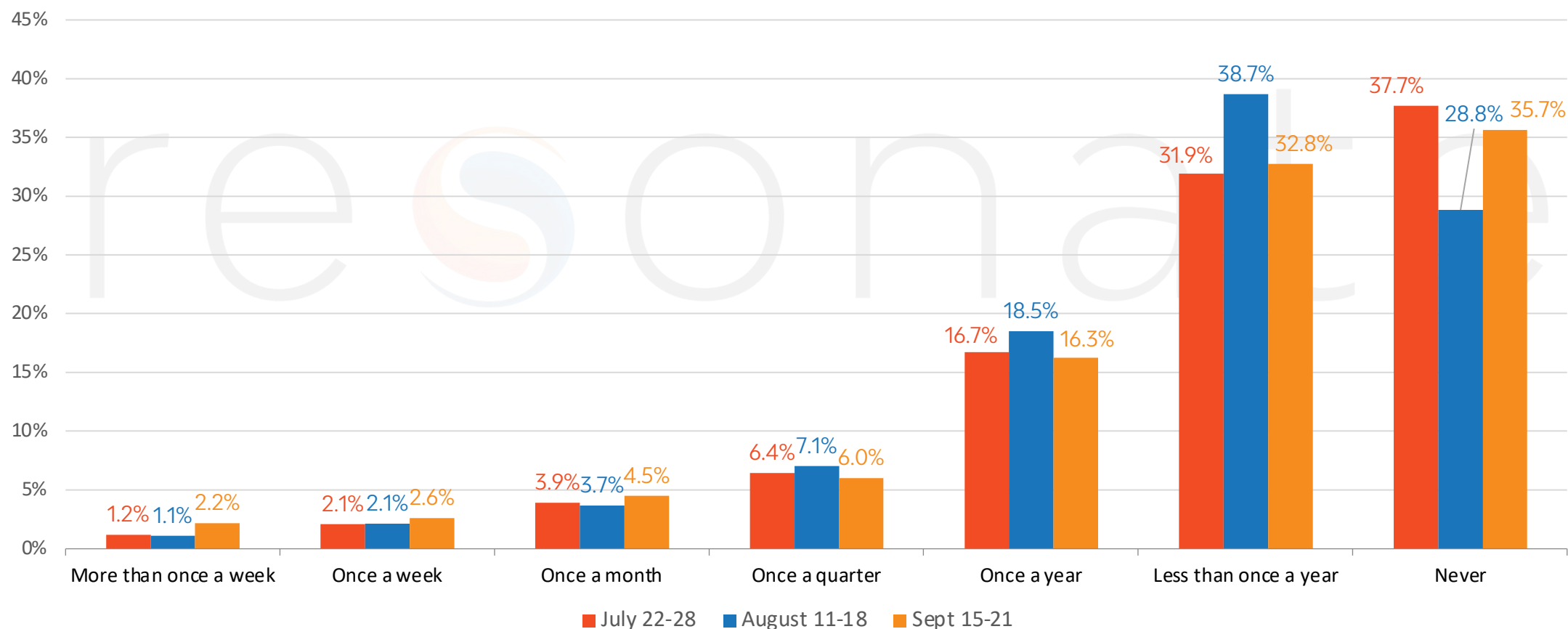
# GATHERING

As a result of the coronavirus situation, how has your outdoor leisure activities time changed?



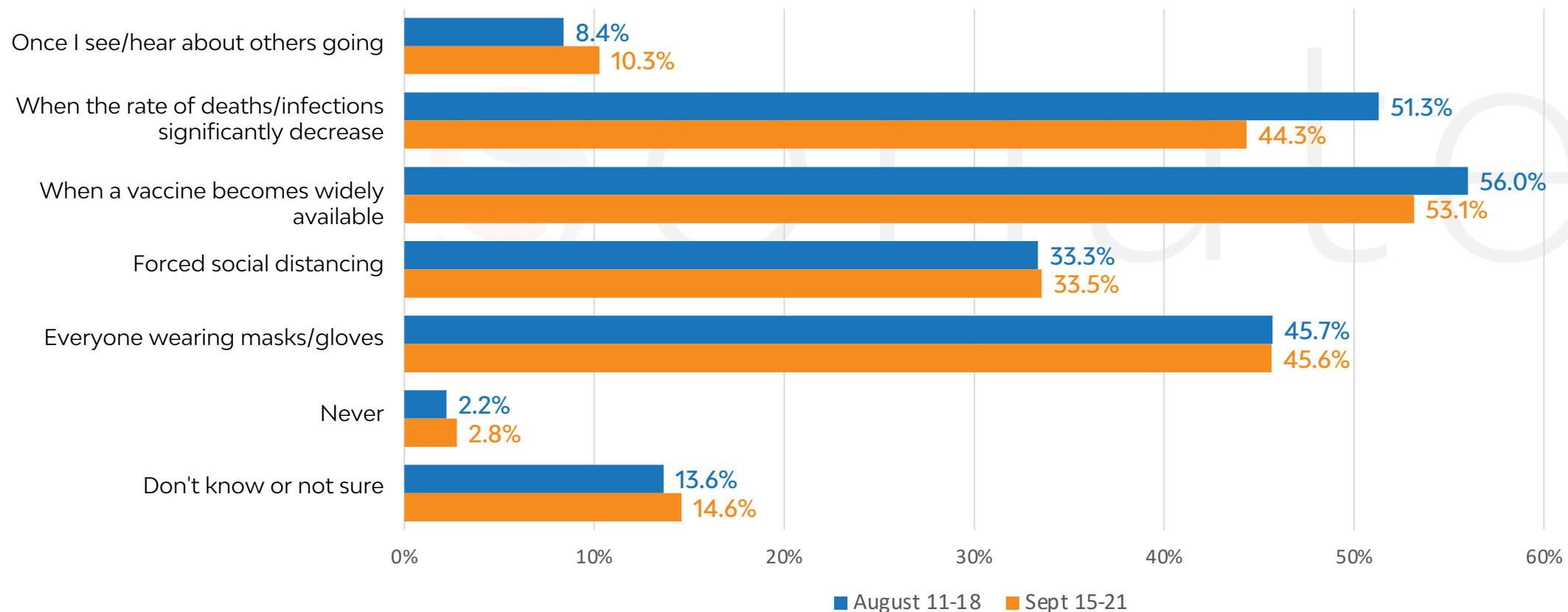
# GATHERING

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?



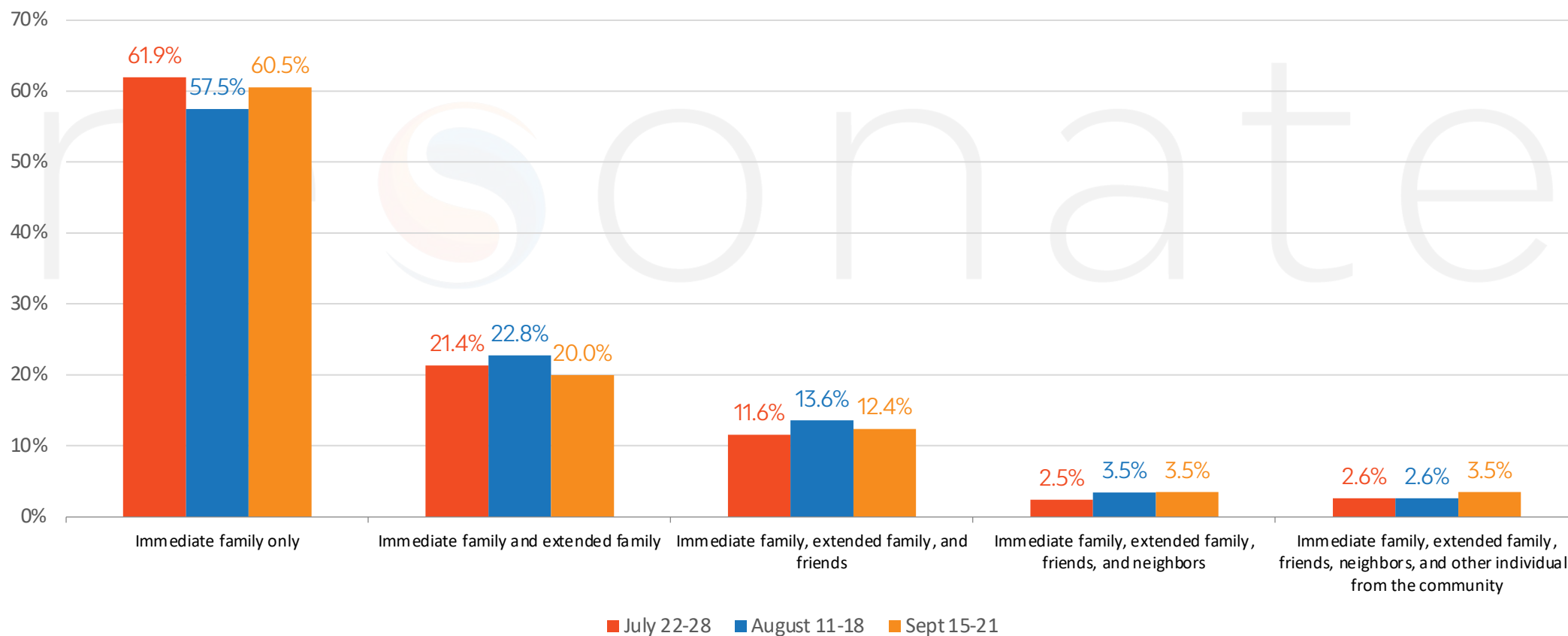
# GATHERING

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.



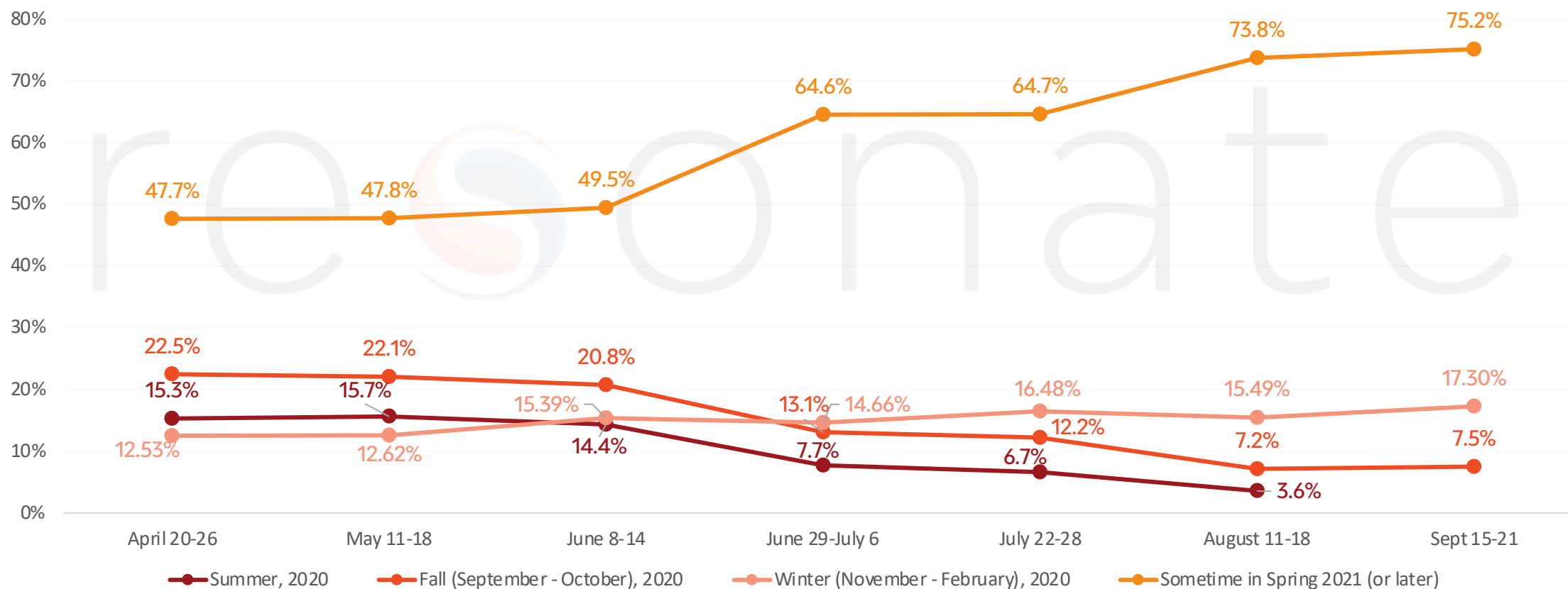
# HOLIDAYS

Which of the following statements most closely describes the people with whom you anticipate celebrating the upcoming holidays during the remainder of this year (e.g., Labor Day, Thanksgiving, Christmas/Hanukkah/Kwanzaa)?



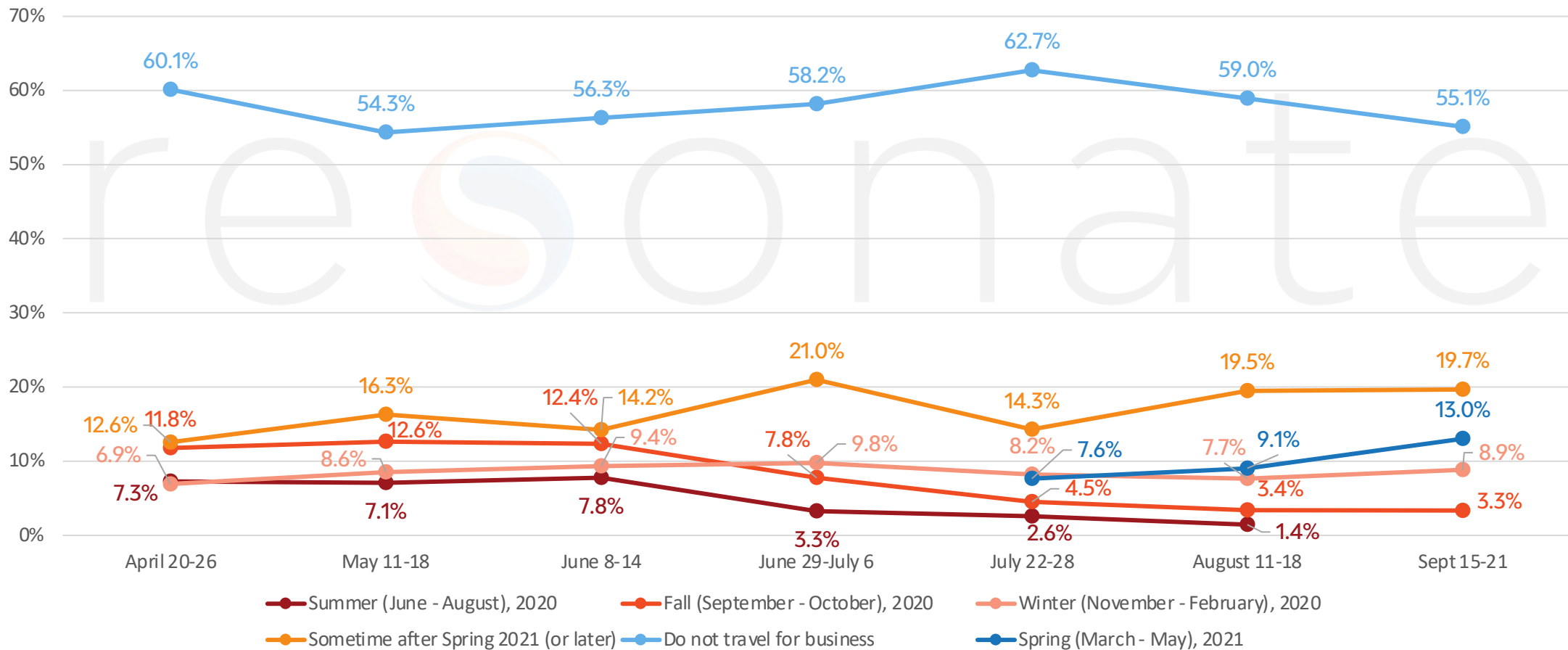
# TRAVEL & TRANSPORTATION

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



# TRAVEL & TRANSPORTATION

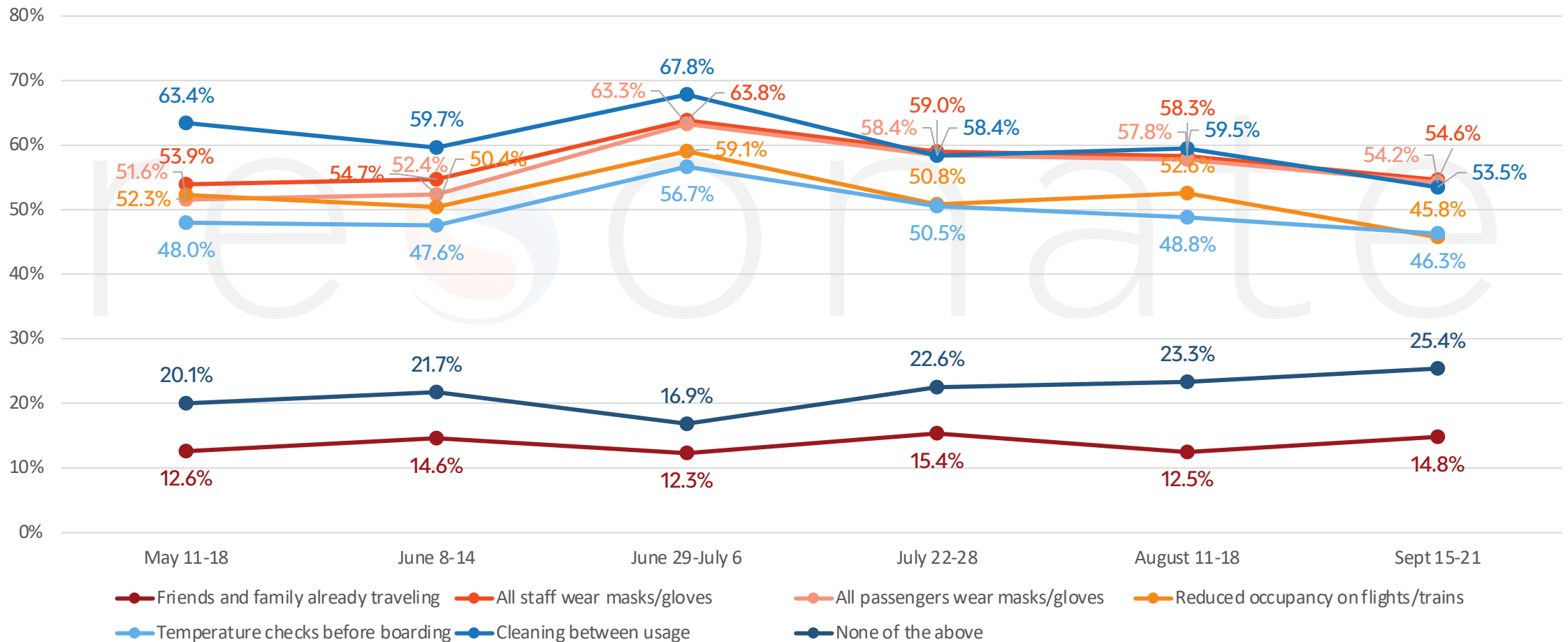
Thinking about the coronavirus situation, how soon do you expect your **business travel** activities will largely return to "normal"?





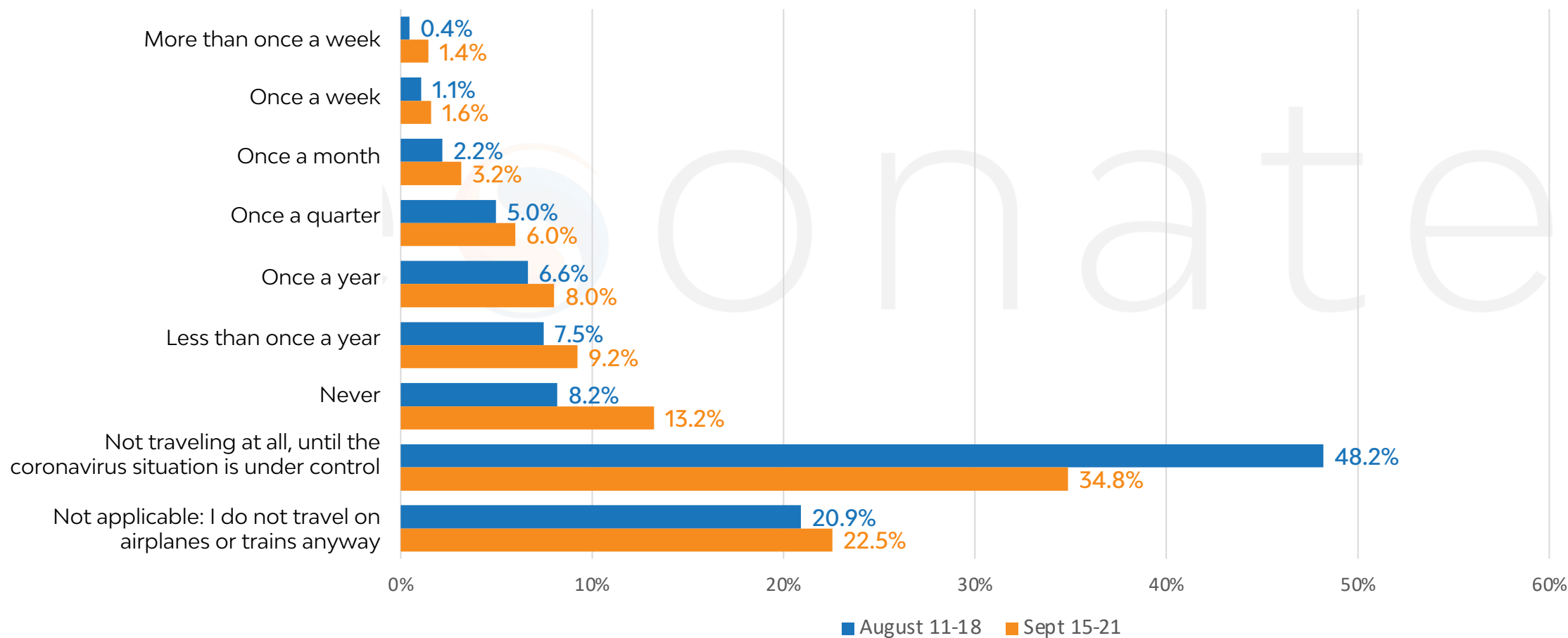
# TRAVEL & TRANSPORTATION

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



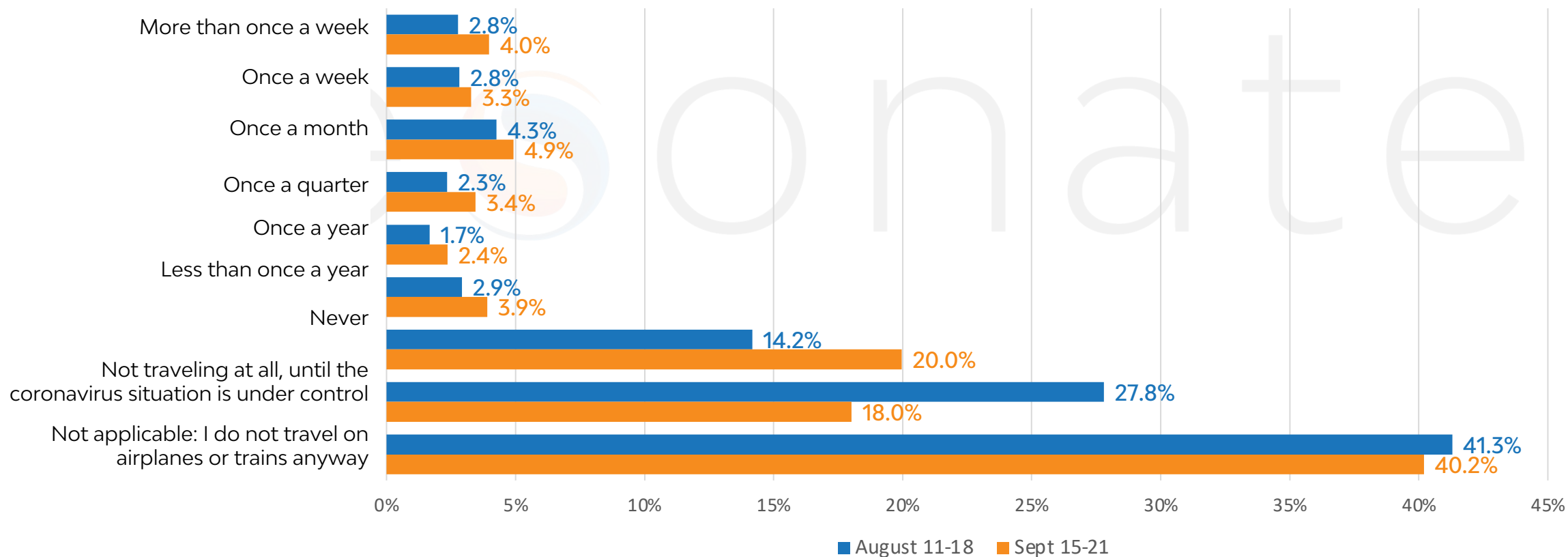
# TRAVEL & TRANSPORTATION

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



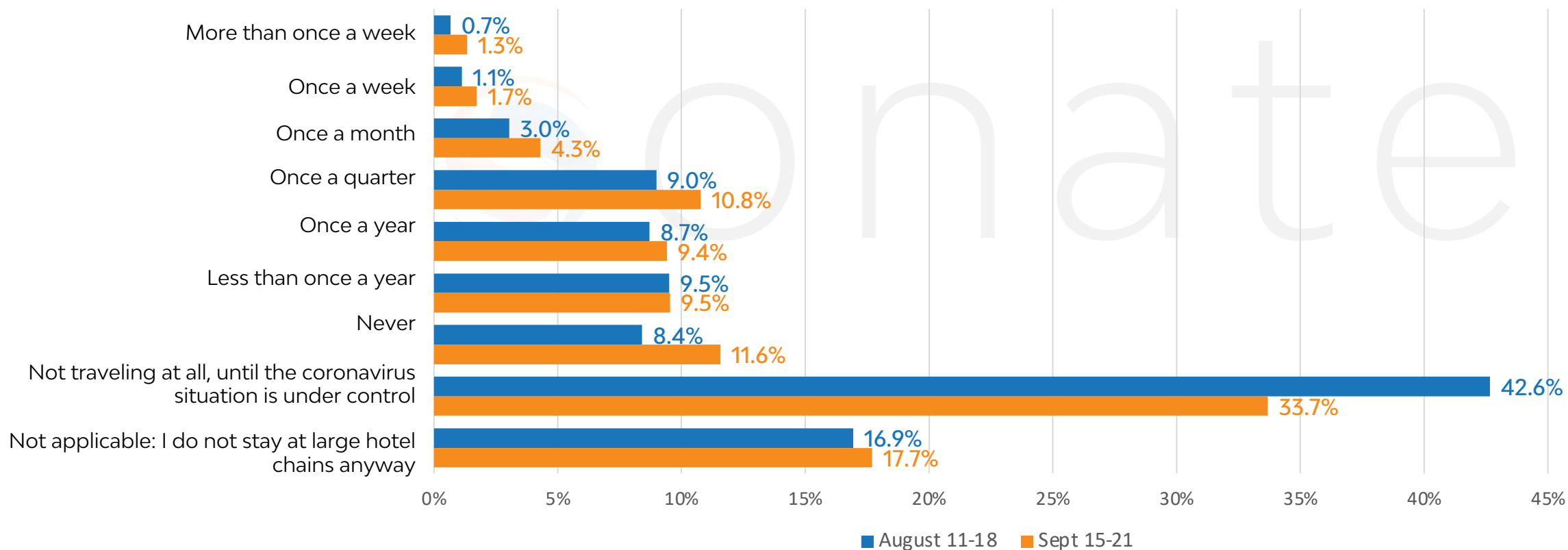
# TRAVEL & TRANSPORTATION

How frequently are you now riding mass transit (e.g., bus, subway)?



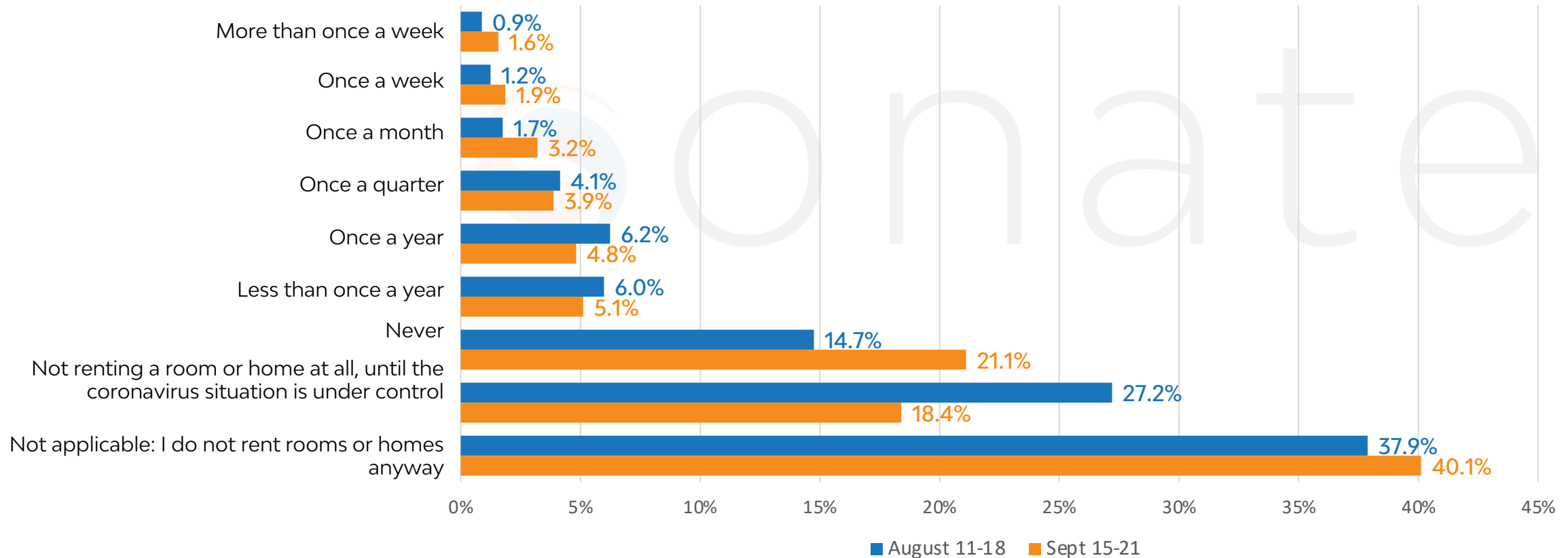
# TRAVEL & TRANSPORTATION

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



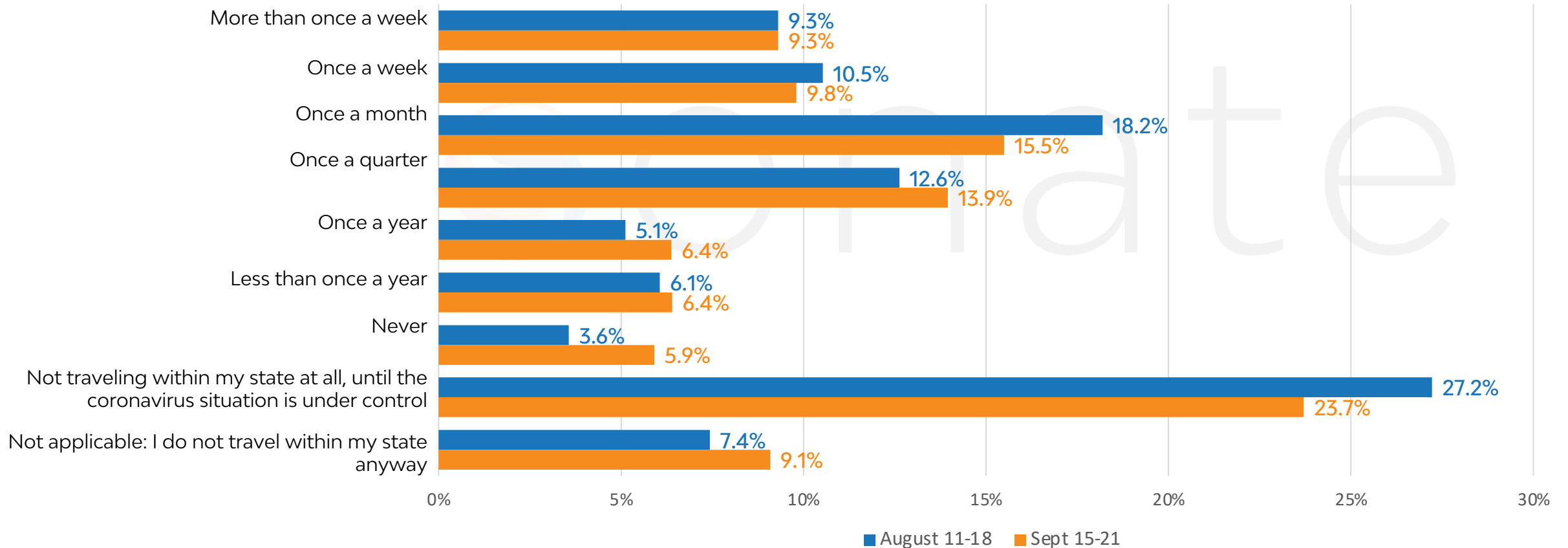
# TRAVEL & TRANSPORTATION

How frequently are you now renting a short-term room or home (e.g., Airbnb)?



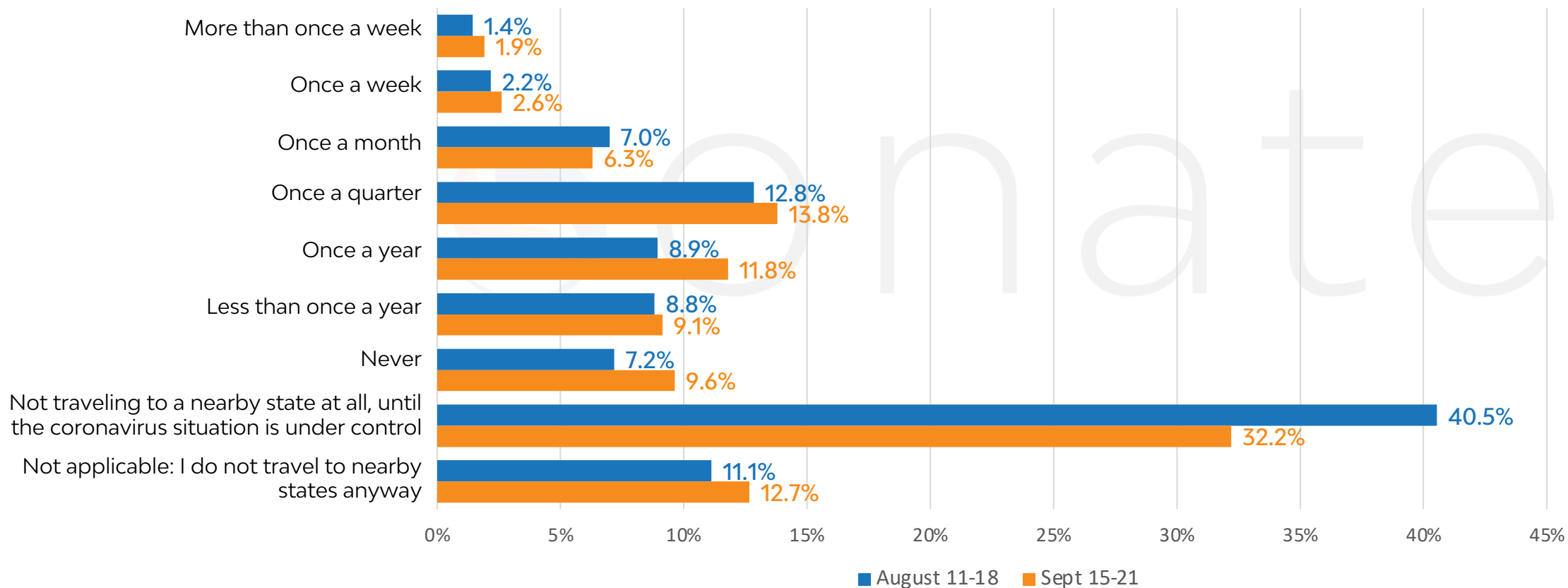
# TRAVEL & TRANSPORTATION

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



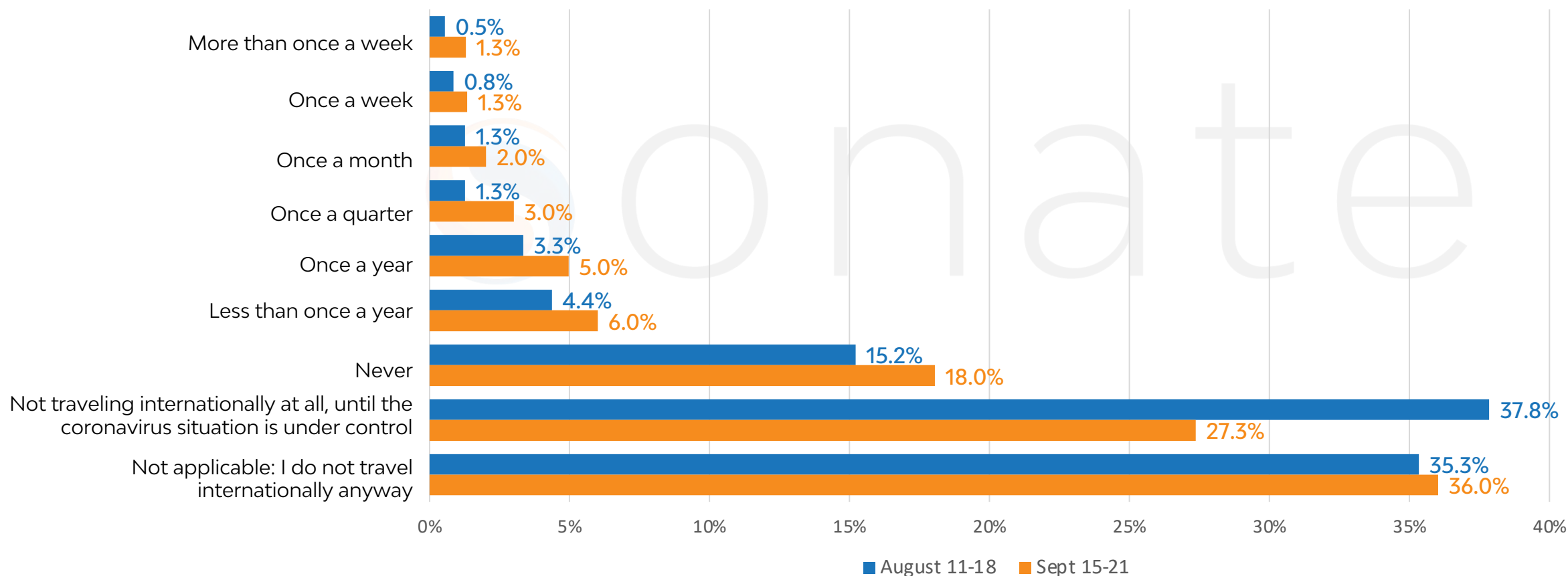
# TRAVEL & TRANSPORTATION

How frequently are you now traveling to a different state?



# TRAVEL & TRANSPORTATION

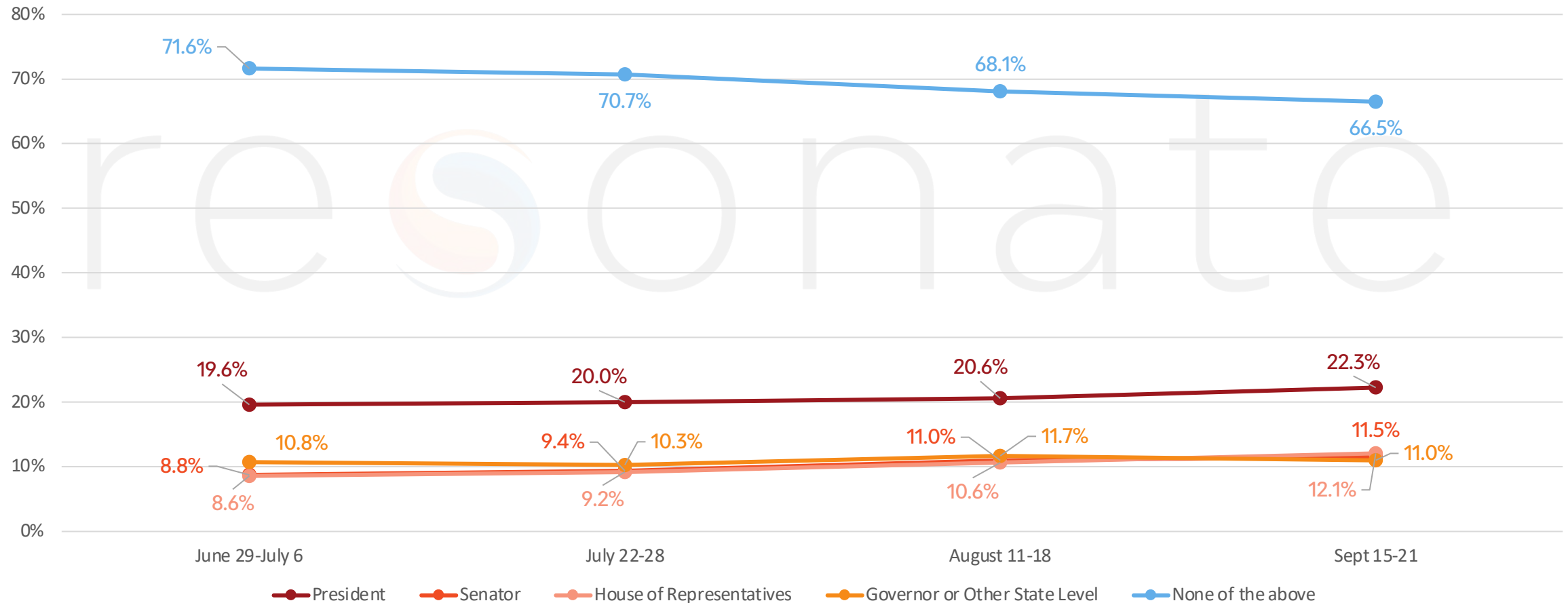
How frequently are you now traveling internationally?





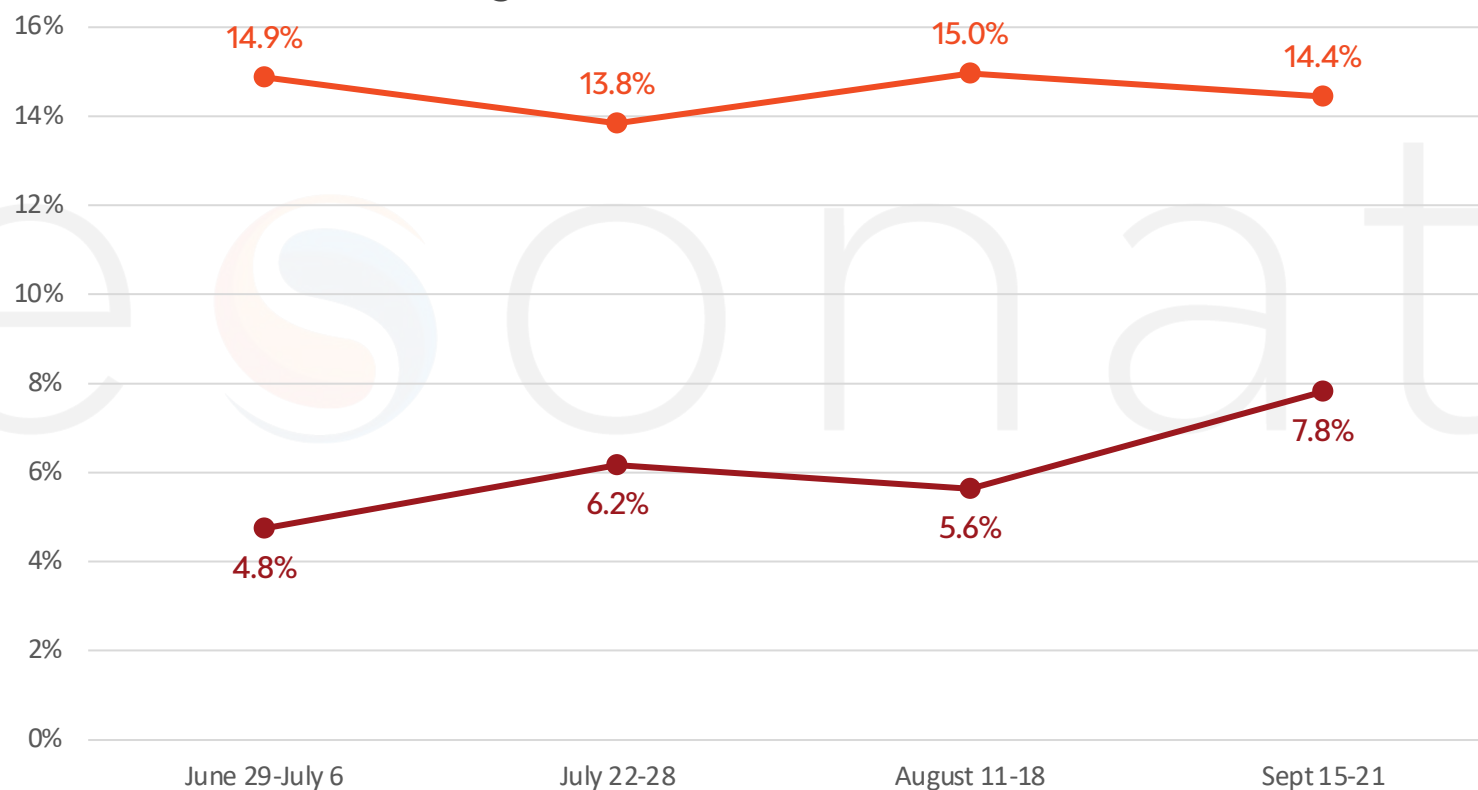
# CURRENT EVENTS

As a result of all you have learned and experience related to the recent civic unrest associated with Black Lives Matter in this country, for which of the following political positions have changed the person for whom you intend to vote?



# CURRENT EVENTS

As a result of all you have learned and experience related to the recent civic unrest associated with Black Lives Matter in this country, you mentioned that you have changed the person for whom you intend to vote for President, in which direction has that changed?

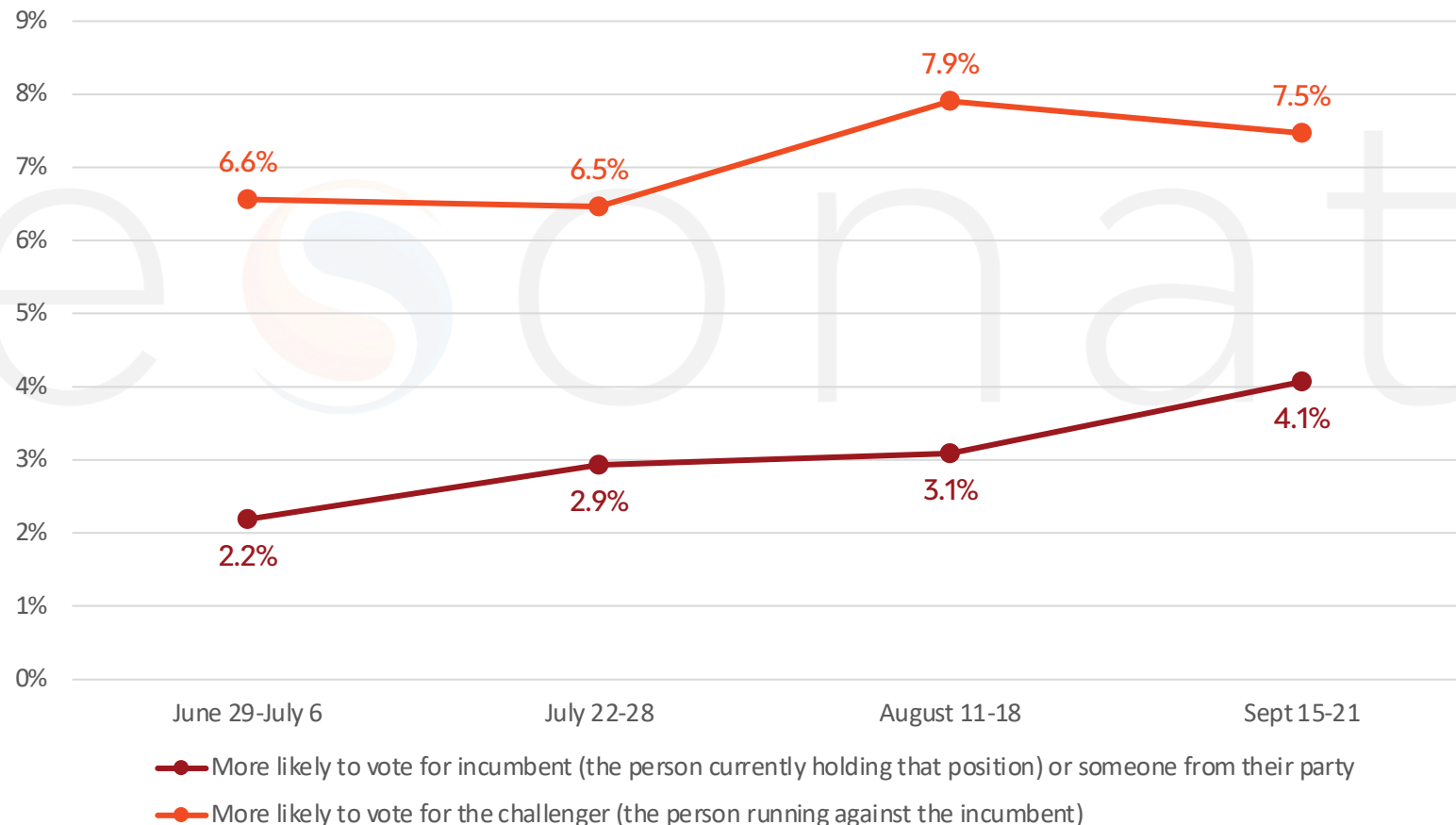


— More likely to vote for incumbent (the person currently holding that position) or someone from their party

— More likely to vote for the challenger (the person running against the incumbent)

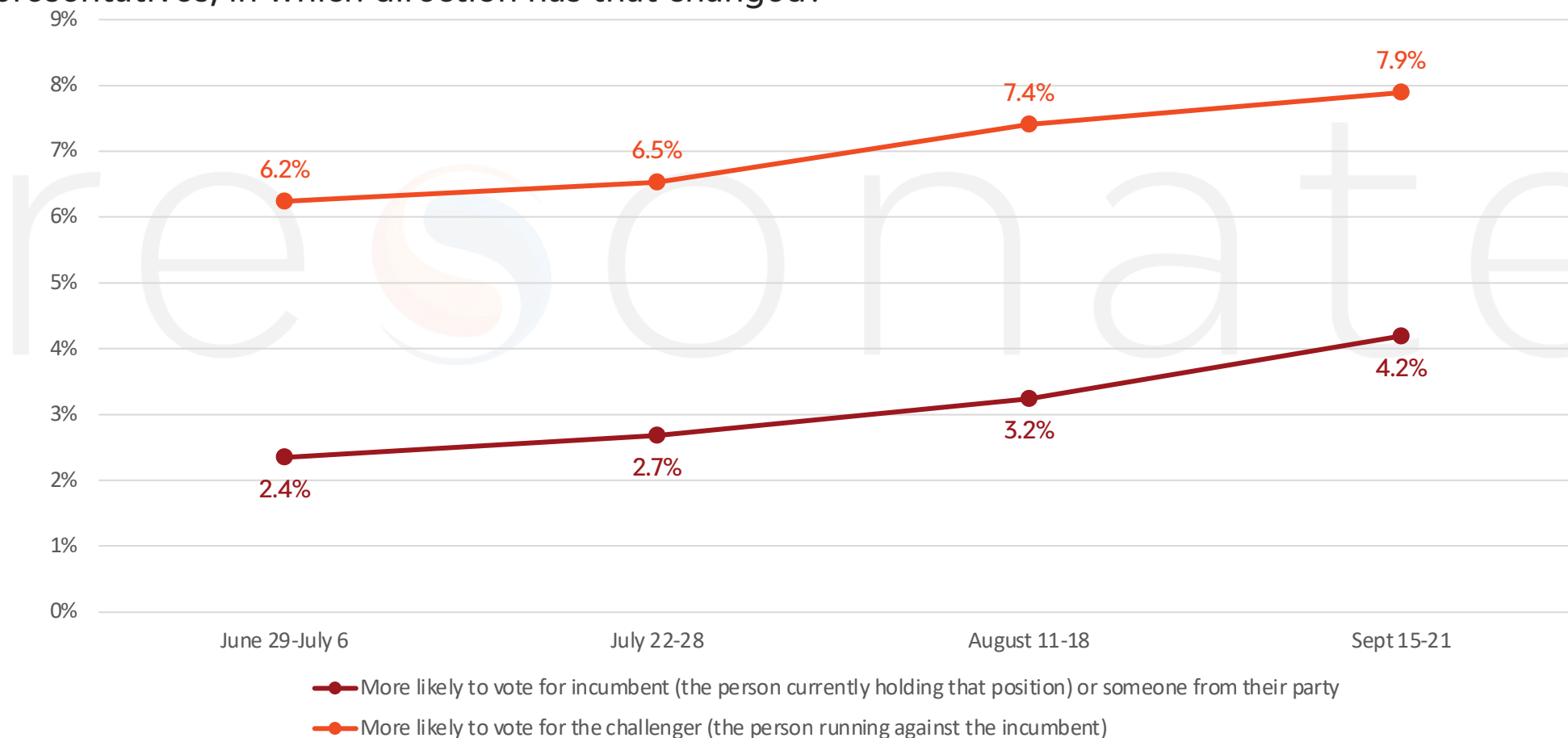
# CURRENT EVENTS

As a result of all you have learned and experience related to the recent civic unrest associated with Black Lives Matter in this country, you mentioned that you have changed the person for whom you intend to vote for Senator, in which direction has that changed?



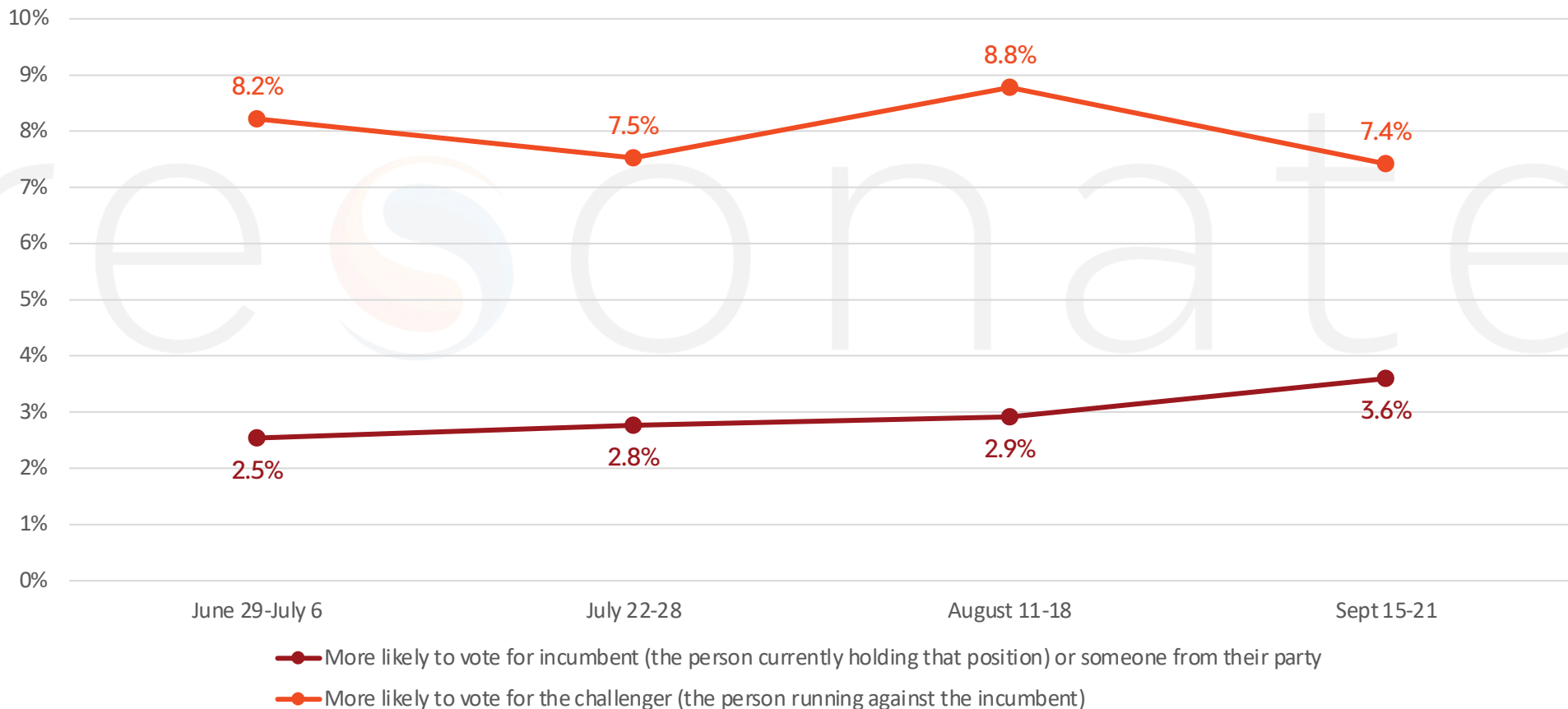
# CURRENT EVENTS

As a result of all you have learned and experience related to the recent civic unrest associated with Black Lives Matter in this country, you mentioned that you have changed the person for whom you intend to vote for House of Representatives, in which direction has that changed?



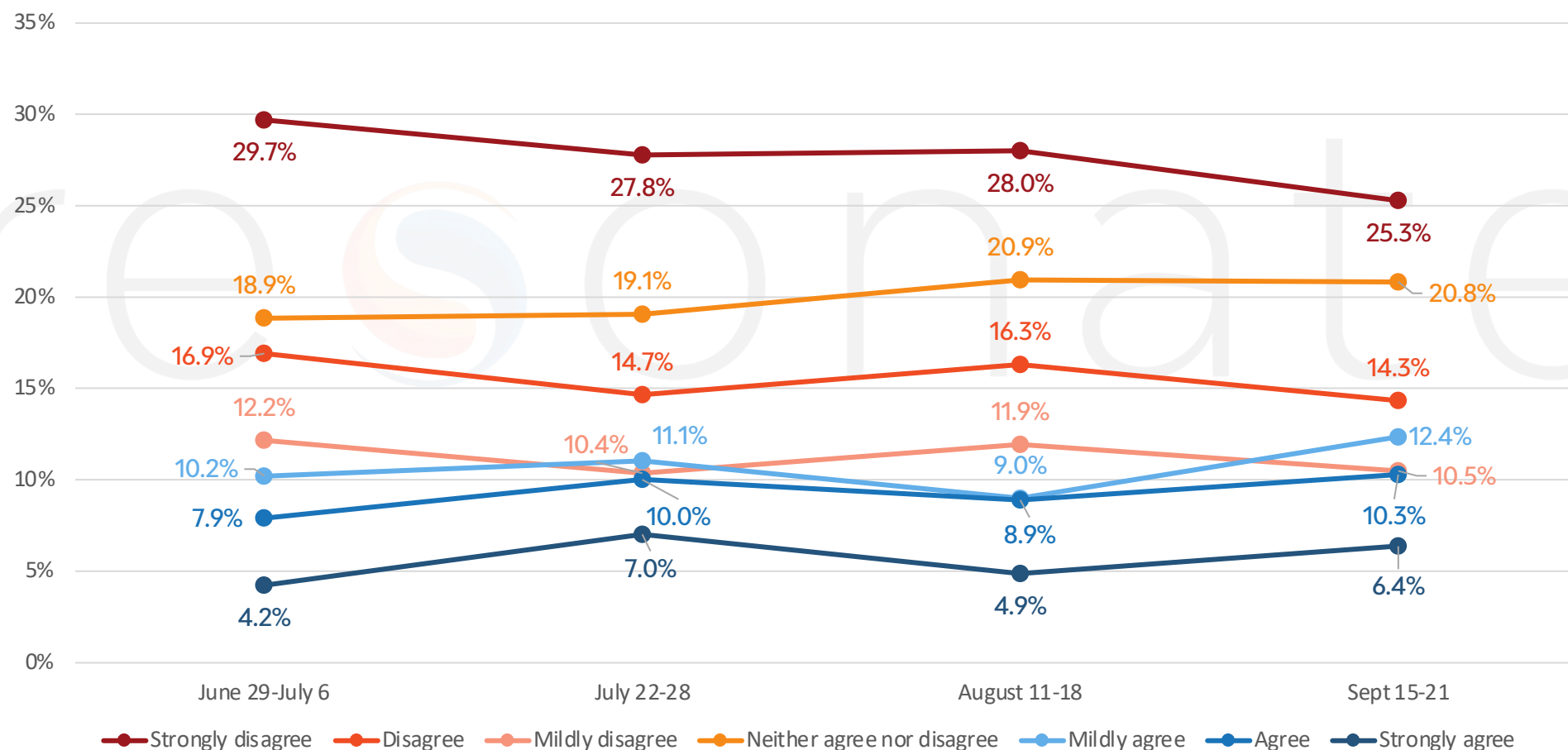
# CURRENT EVENTS

As a result of all you have learned and experience related to the recent civic unrest associated with Black Lives Matter in this country, you mentioned that you have changed the person for whom you intend to vote for Governor or other state level, in which direction has that changed?



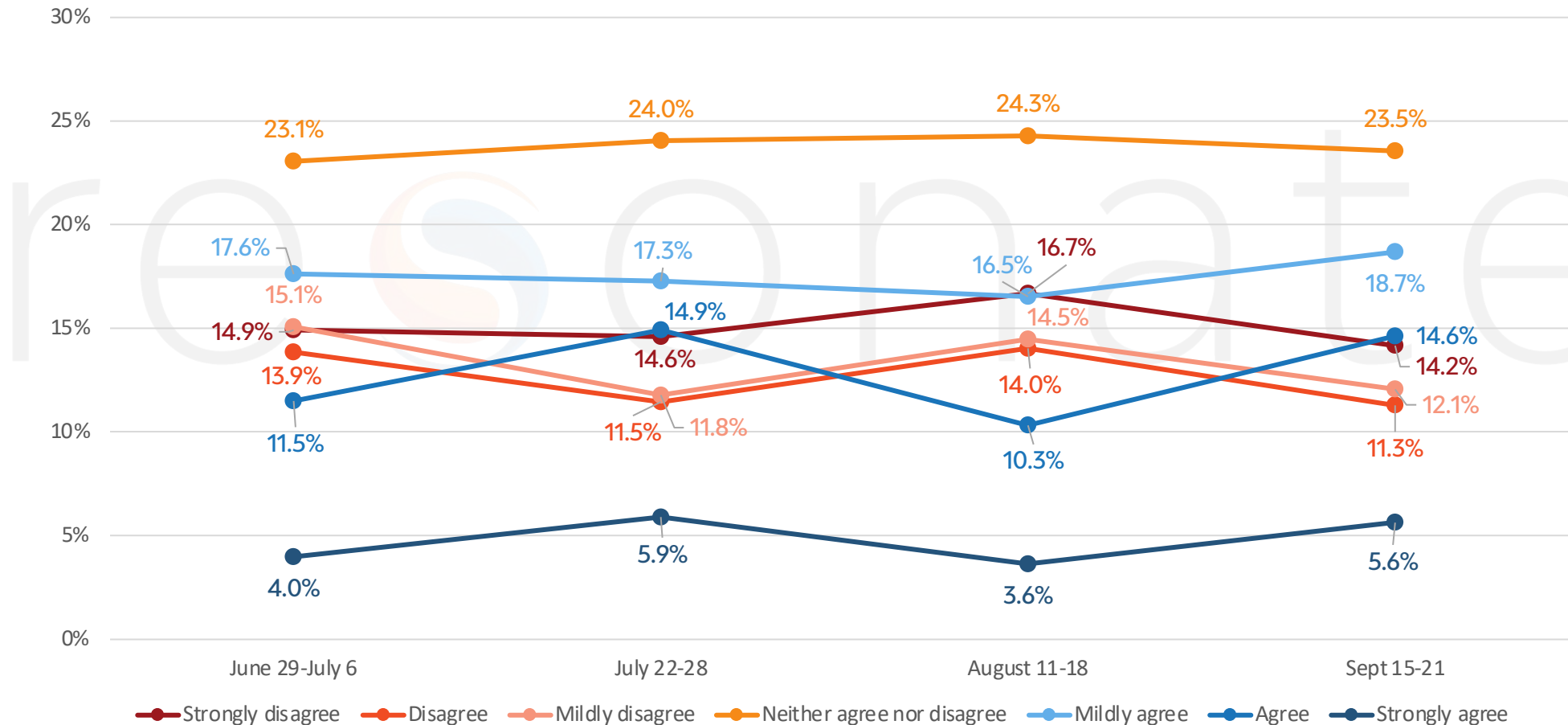
# CURRENT EVENTS

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



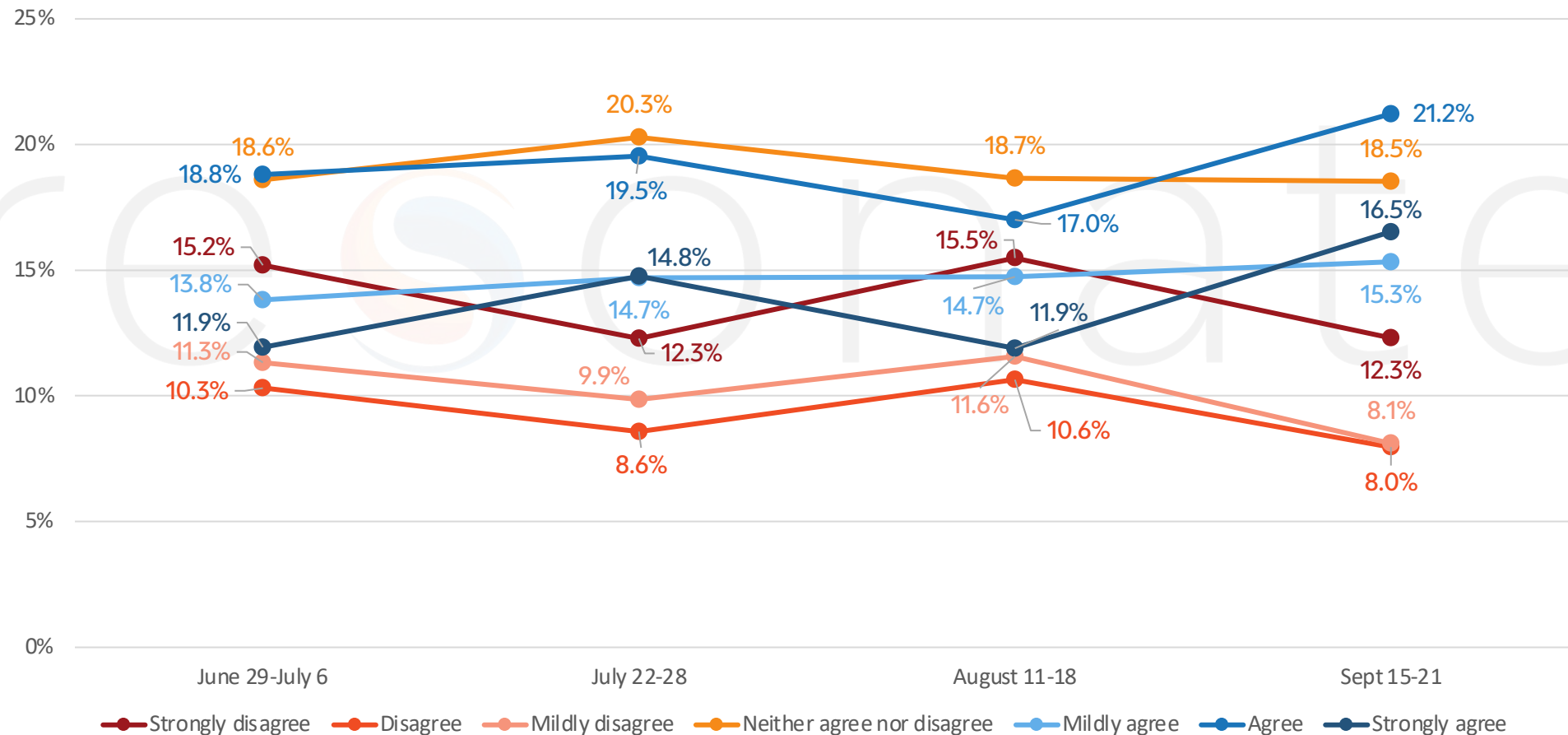
# CURRENT EVENTS

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



# CURRENT EVENTS

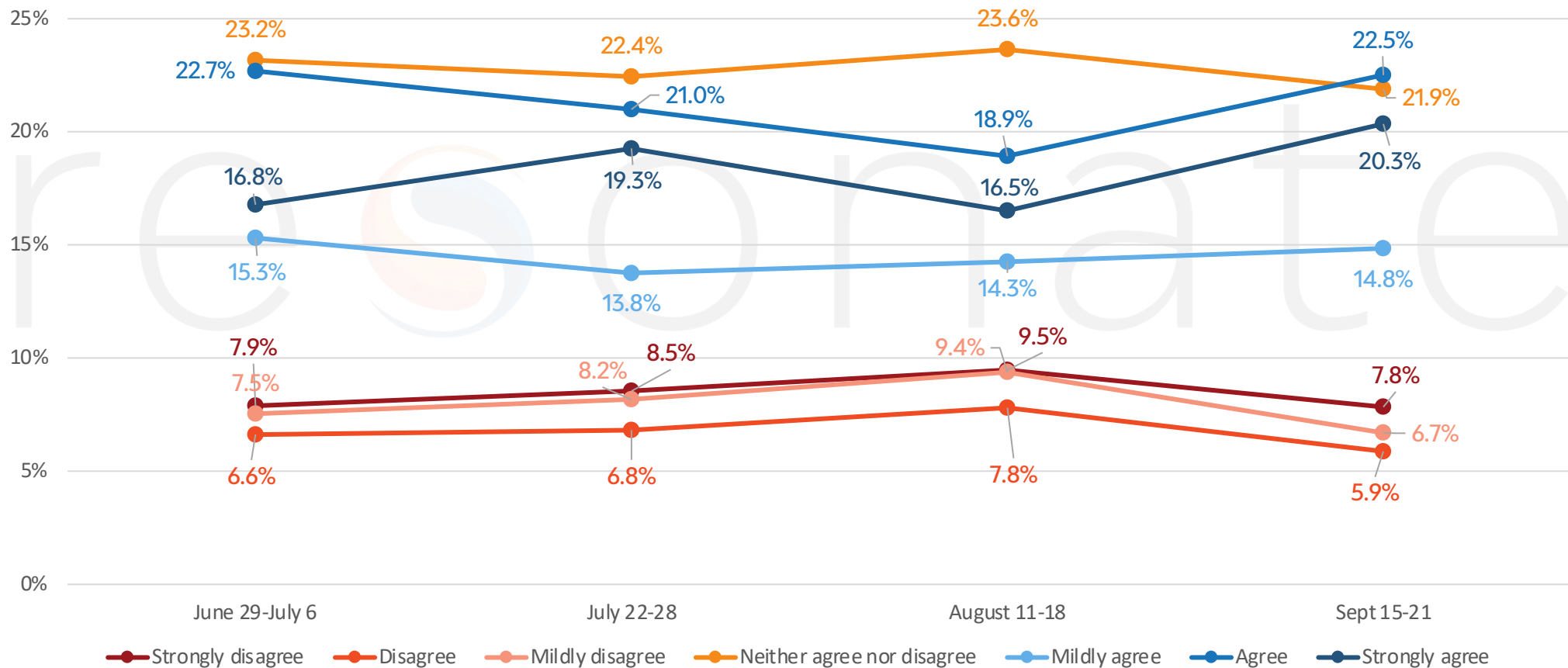
Thinking about the recent civic unrest associated with Black Lives Matter in this country, how strongly do you agree or disagree that the...? Police can be trusted





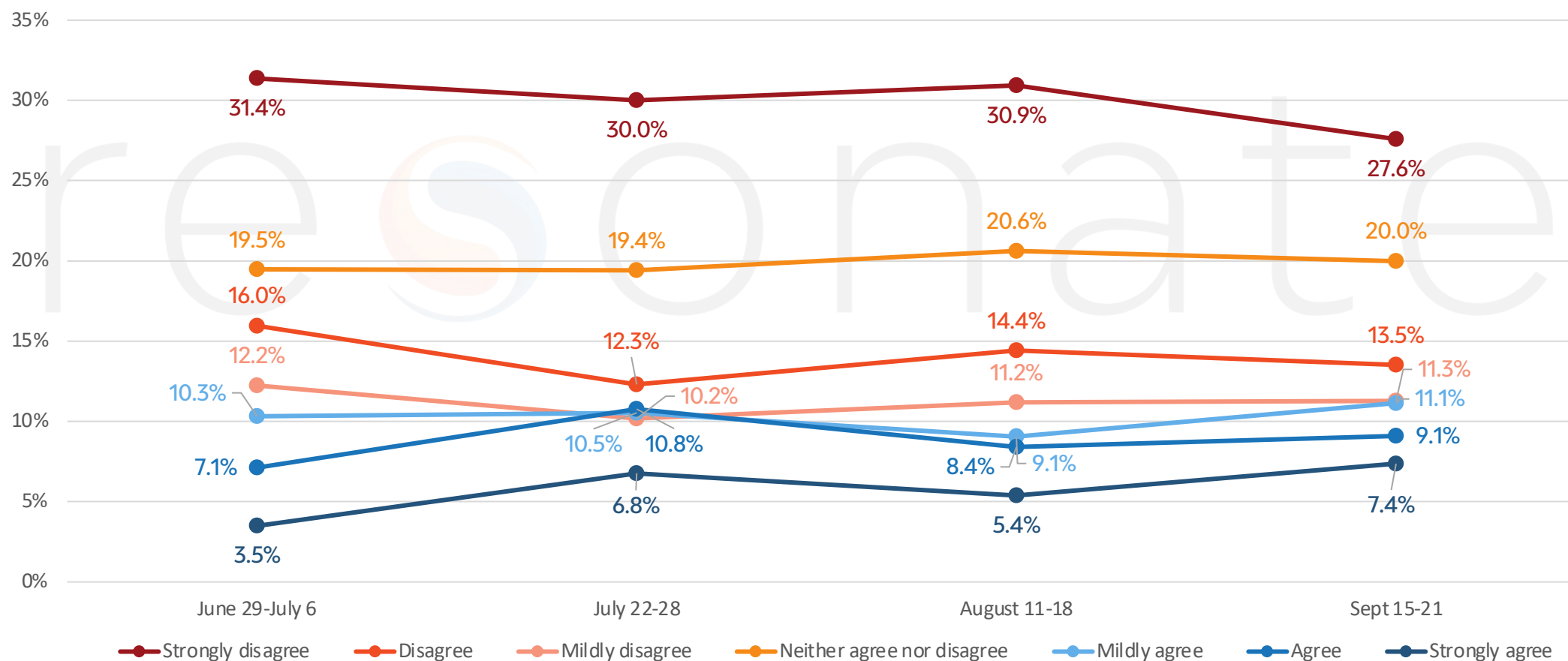
# CURRENT EVENTS

Thinking about the recent civic unrest associated with Black Lives Matter in this country, how strongly do you agree or disagree that the...? The military / National Guard can be trusted



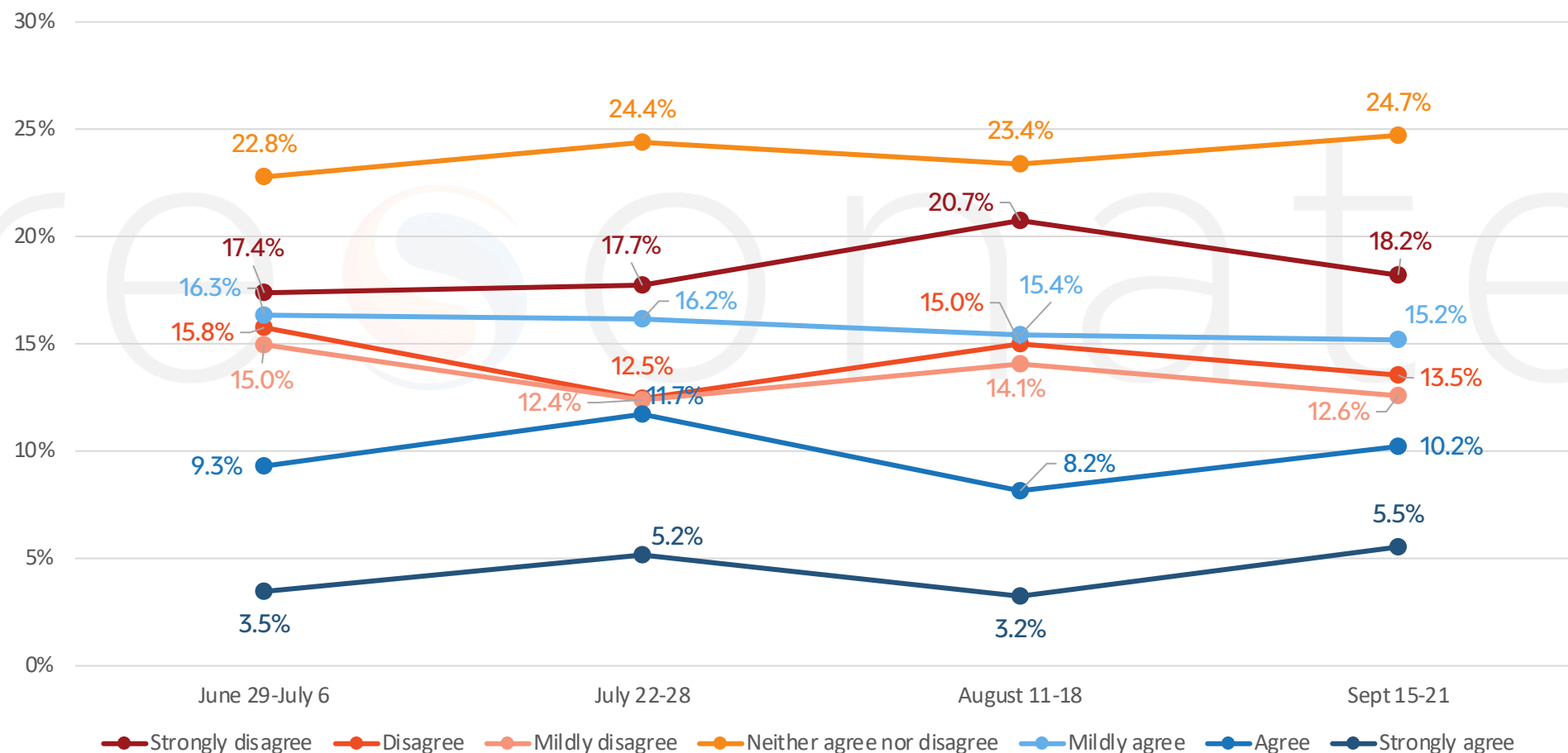
# CURRENT EVENTS

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



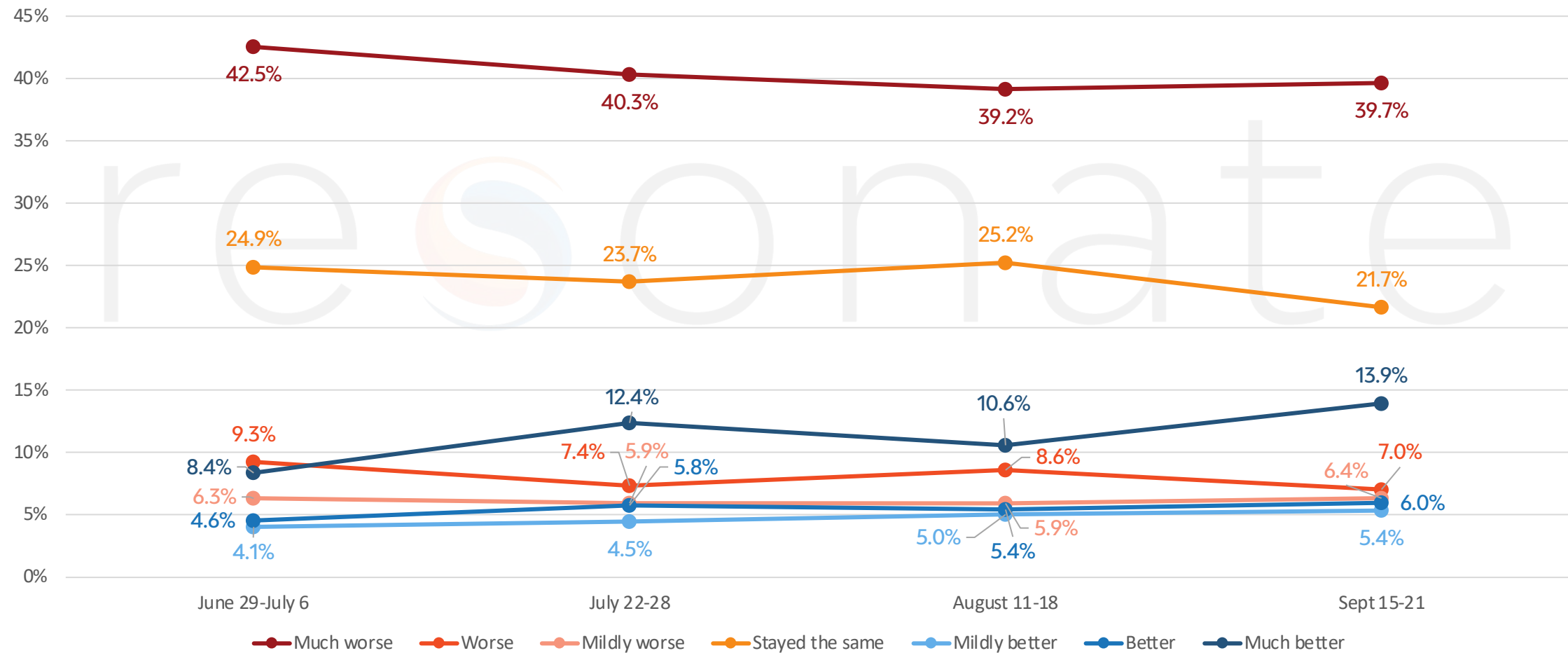
# CURRENT EVENTS

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



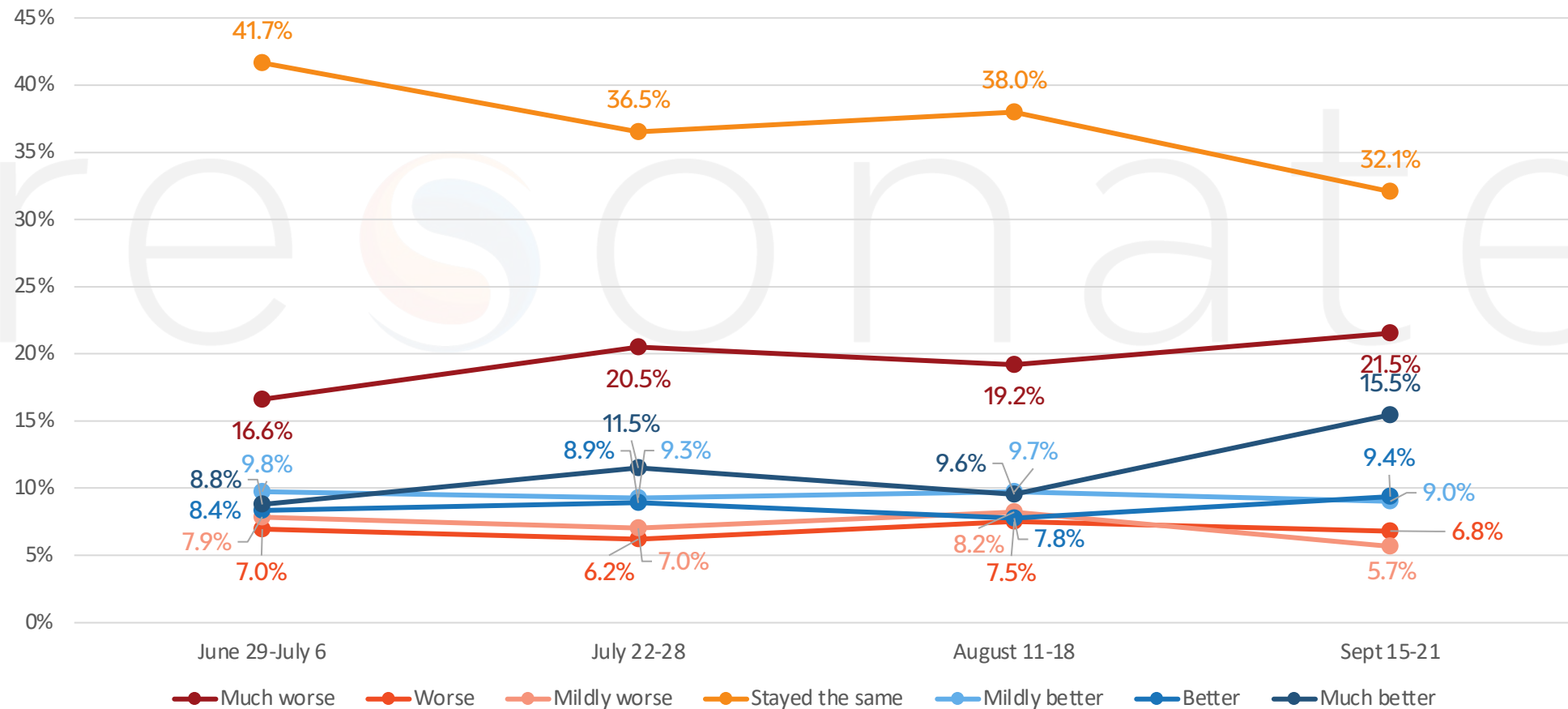
# CURRENT EVENTS

As a result of the recent civic unrest associated with Black Lives Matter, to what extent has your opinion of the following individuals become better or worse...? President Trump



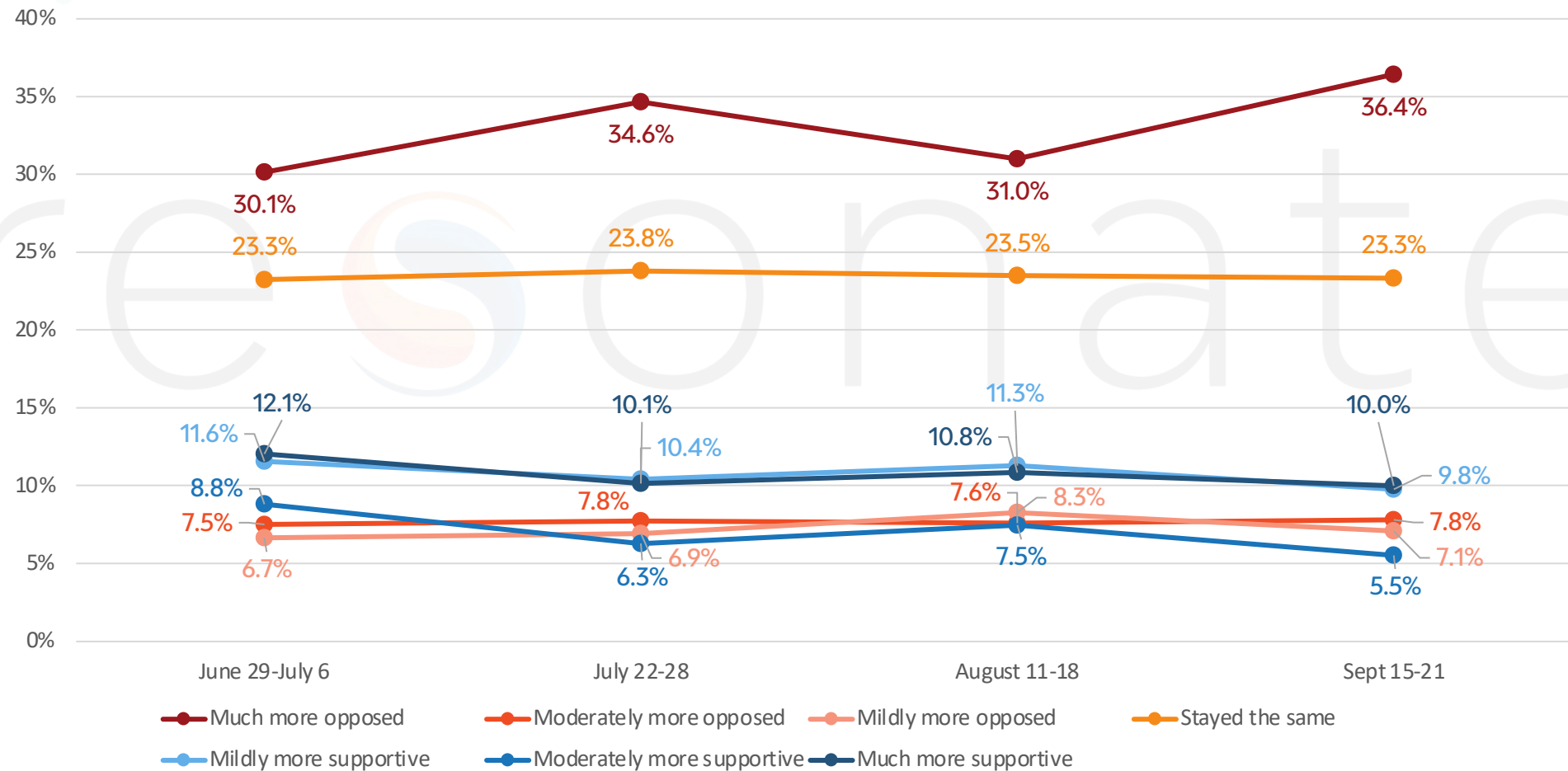
# CURRENT EVENTS

As a result of the recent civic unrest associated with Black Lives Matter, to what extent has your opinion of the following individuals become better or worse...? Former Vice President Joe Biden



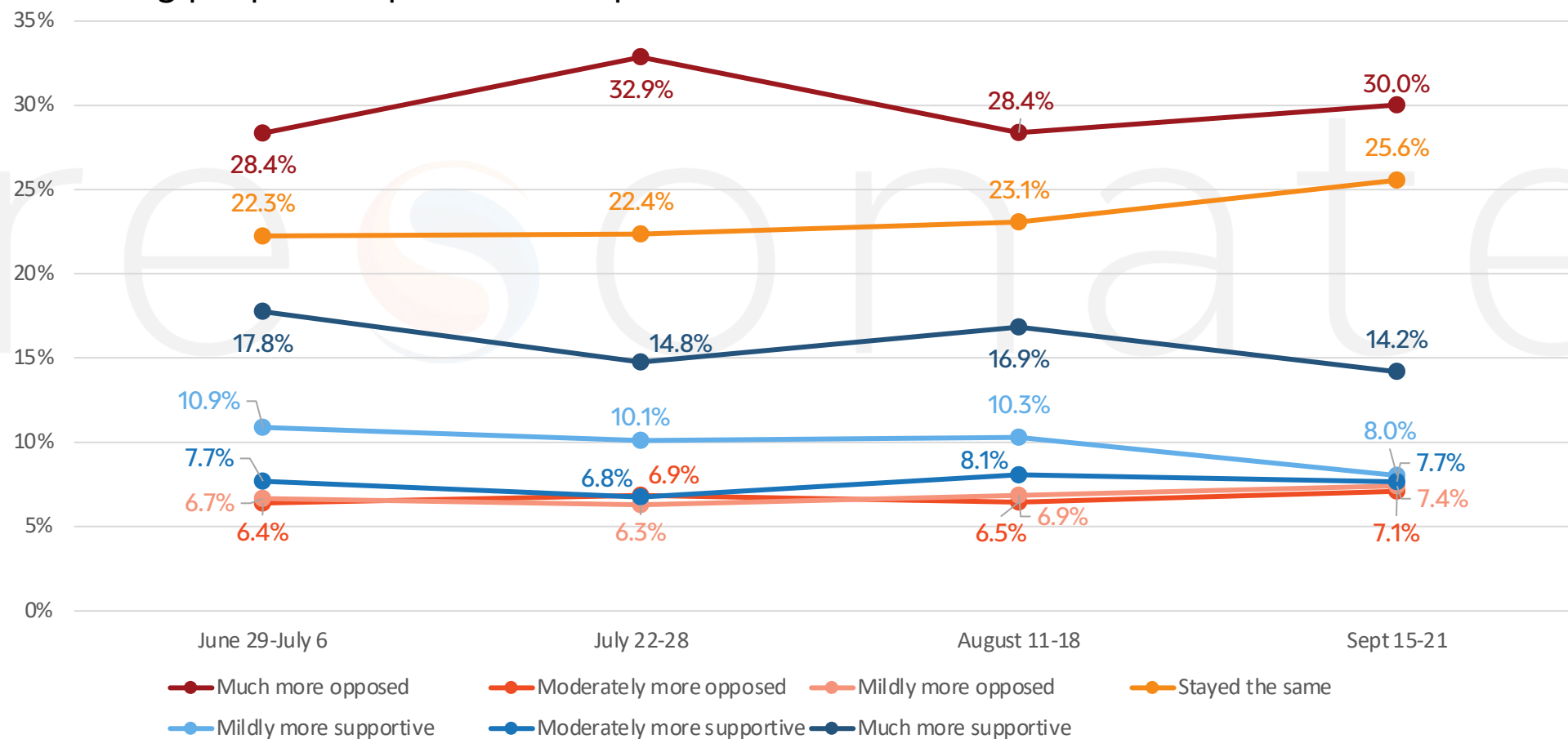
# CURRENT EVENTS

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 the following public policies changed...? Defunding the police



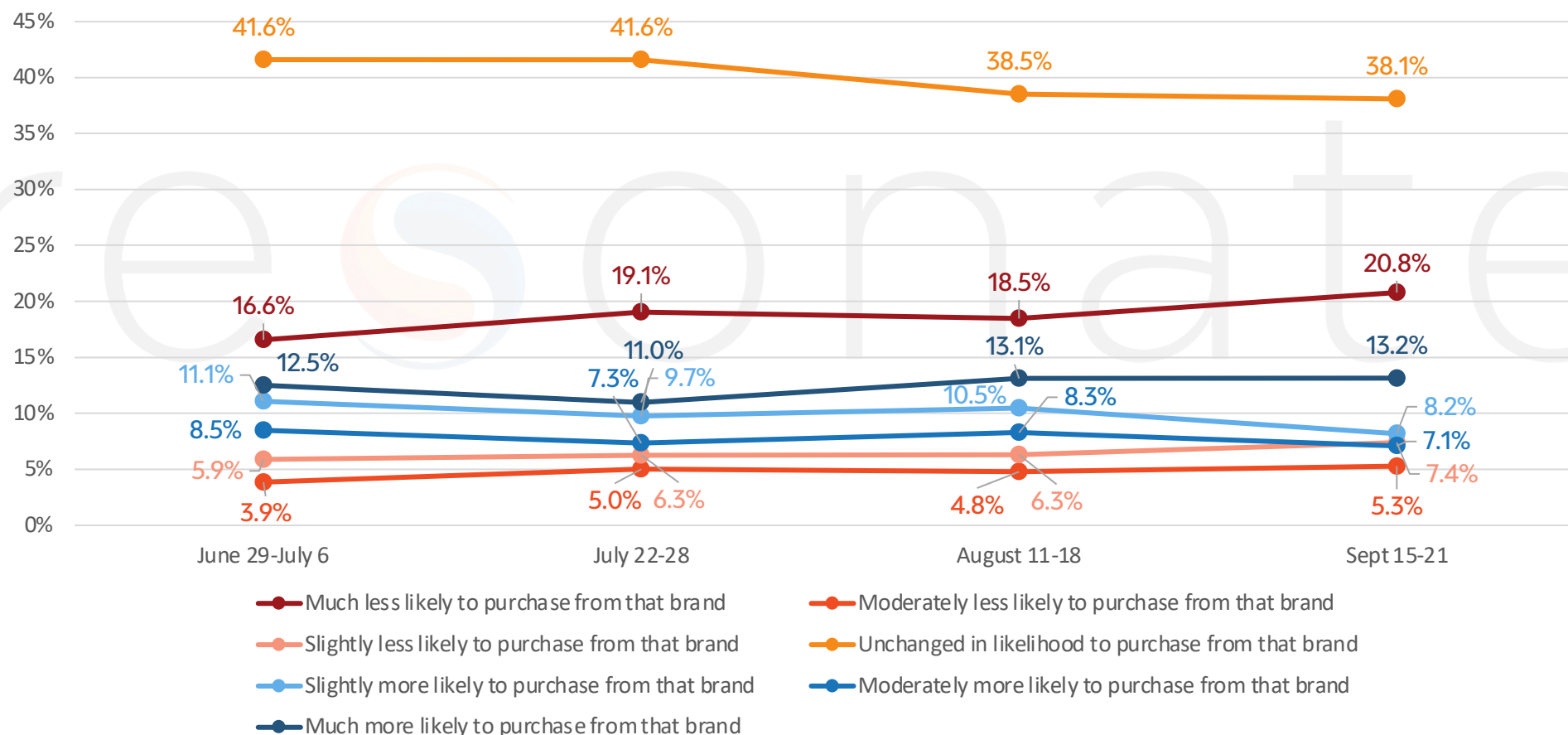
# CURRENT EVENTS

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 the following public policies changed...? Removing statues / symbols honoring people or topics from the past that offend others



# CURRENT EVENTS

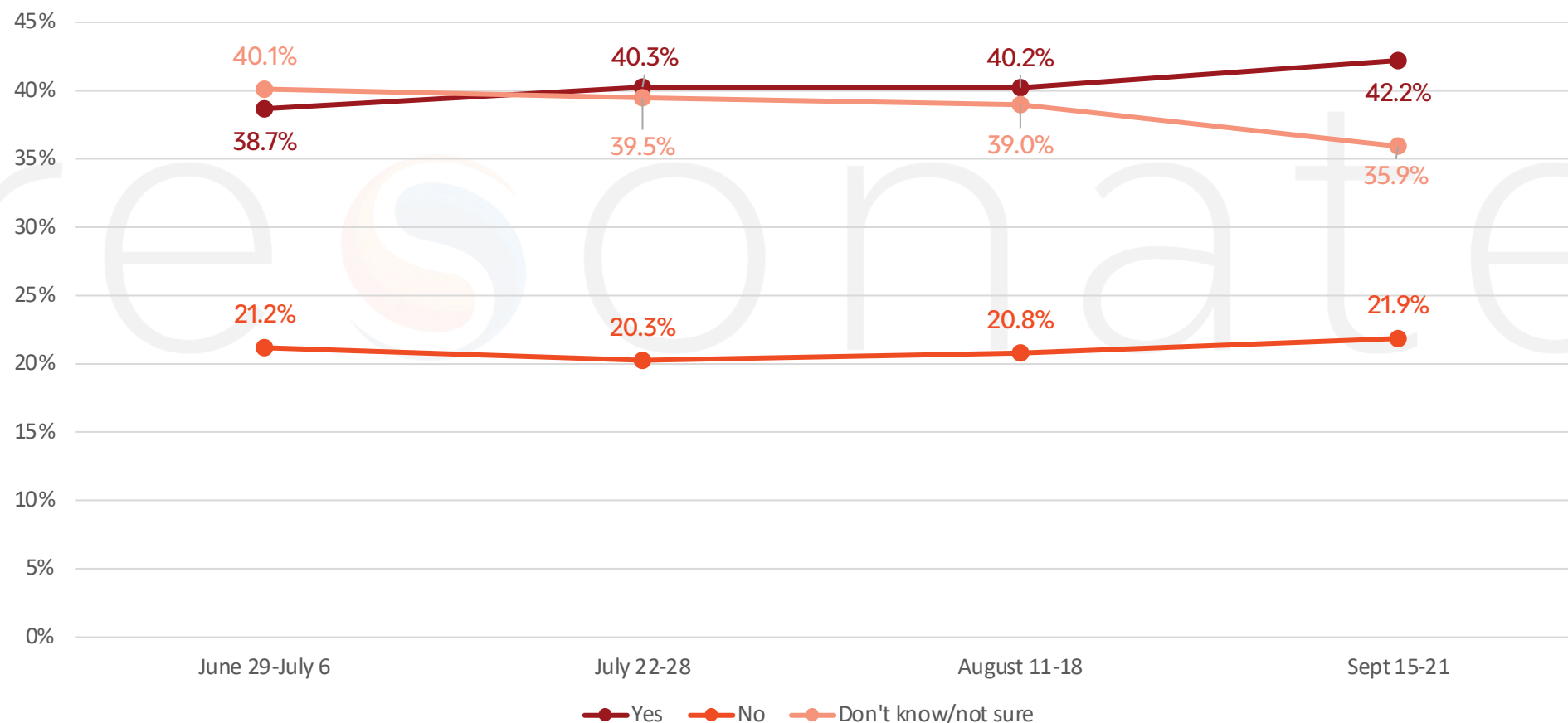
How are you likely to react when you see a Consumer Brand showing support for the group Black Lives Matter or other protesters in the country?





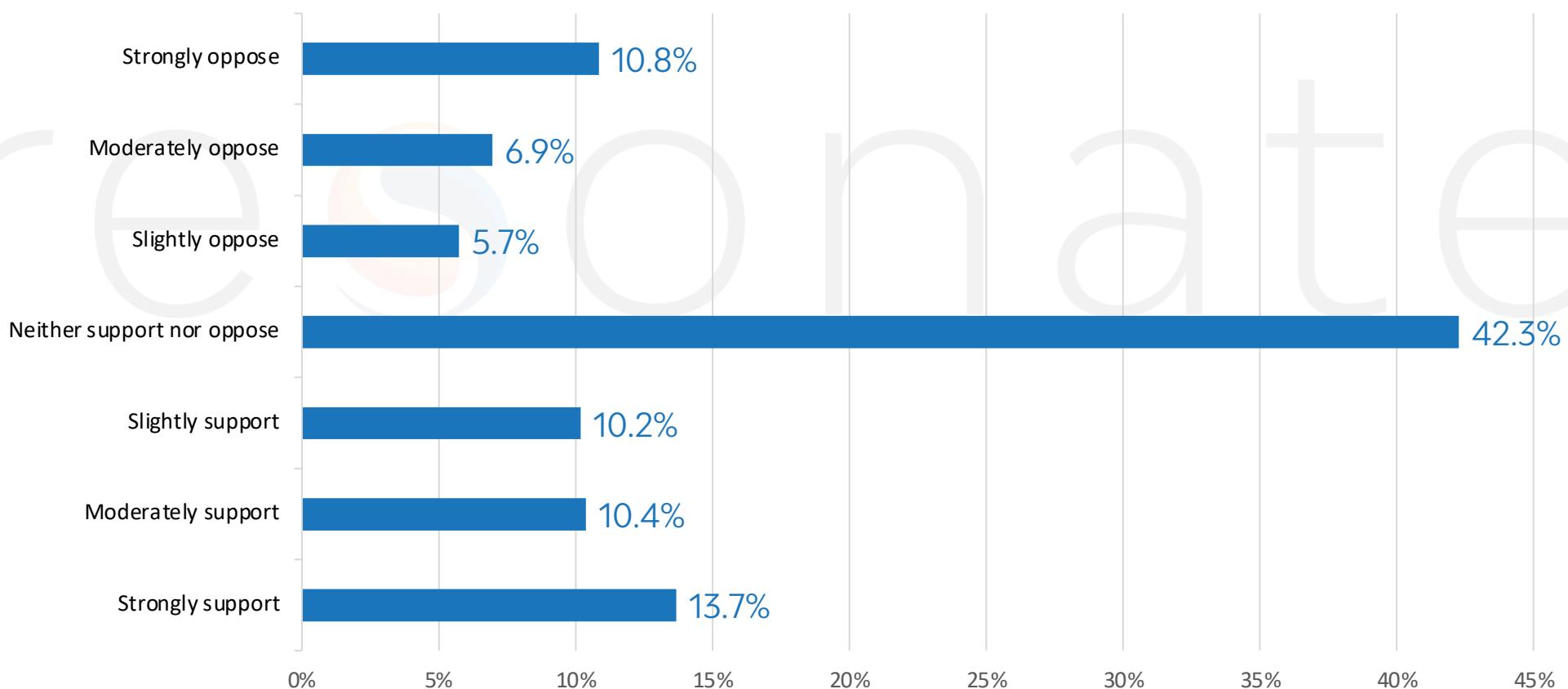
# CURRENT EVENTS

Facebook recently announced that it will allow users to opt out of seeing ads from all social issues, electoral or political ads from candidates, Super PACs or other organizations that have the 'Paid for by' political disclaimer on them. Do you intend to use opt out from these types of ads?



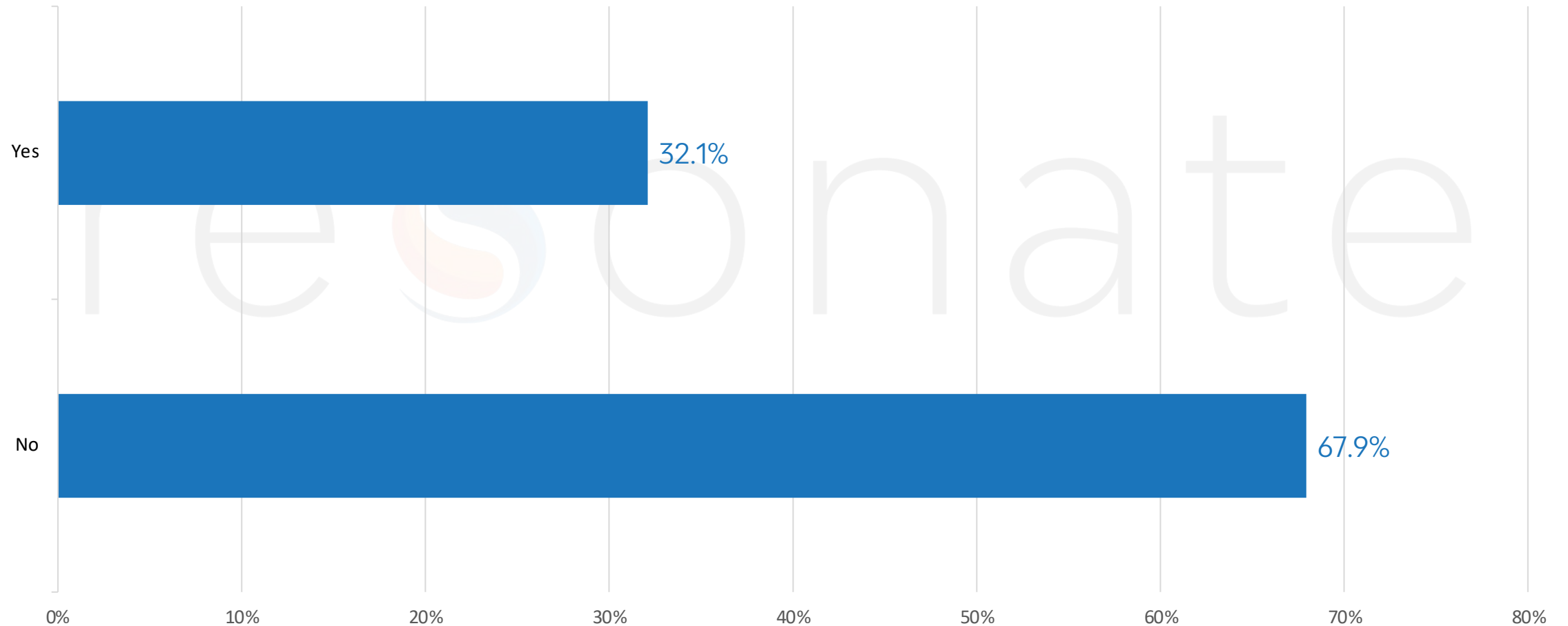
# CURRENT EVENTS

To what extent do you support or oppose exempting app-based rideshare and food delivery companies like Uber, Lyft, Instacart and DoorDash from state laws that requires their drivers to be classified as employees? Instead, drivers would be classified as independent contractors.



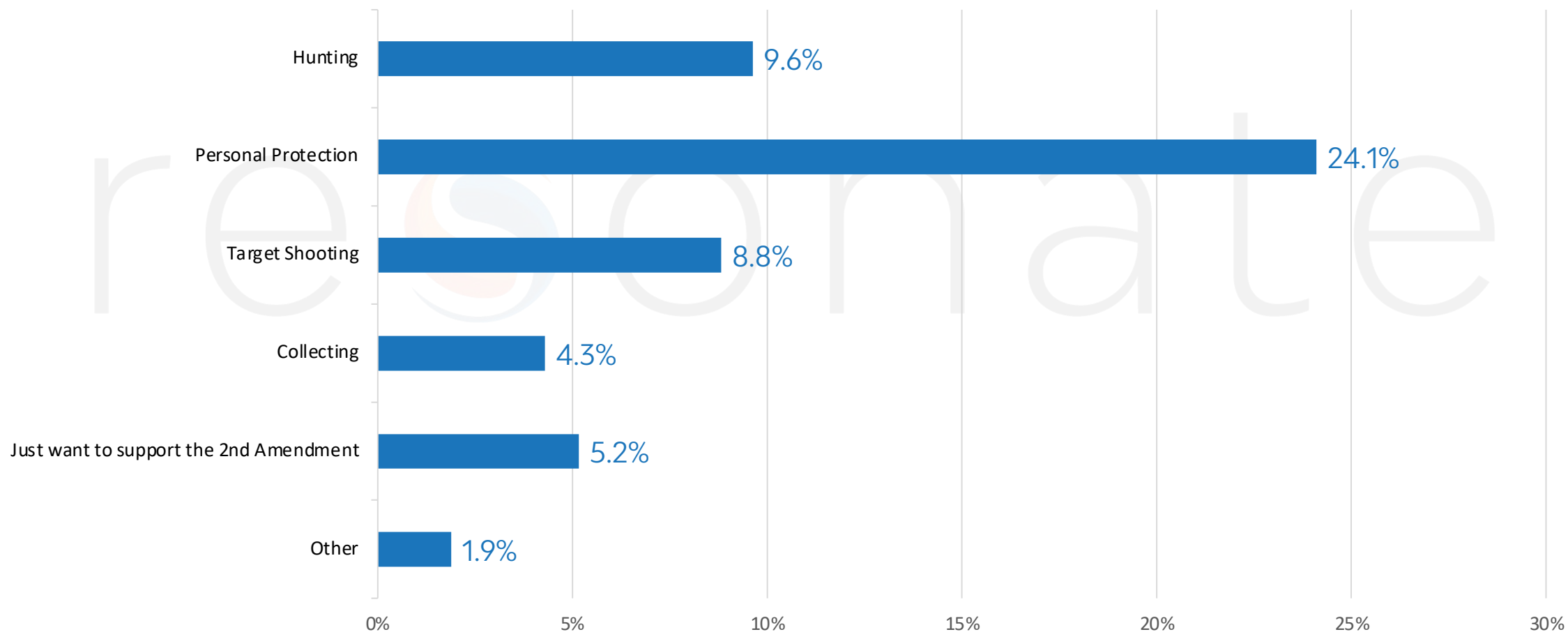
# POLITICS

Do you or anyone in your household own a firearm of any kind?



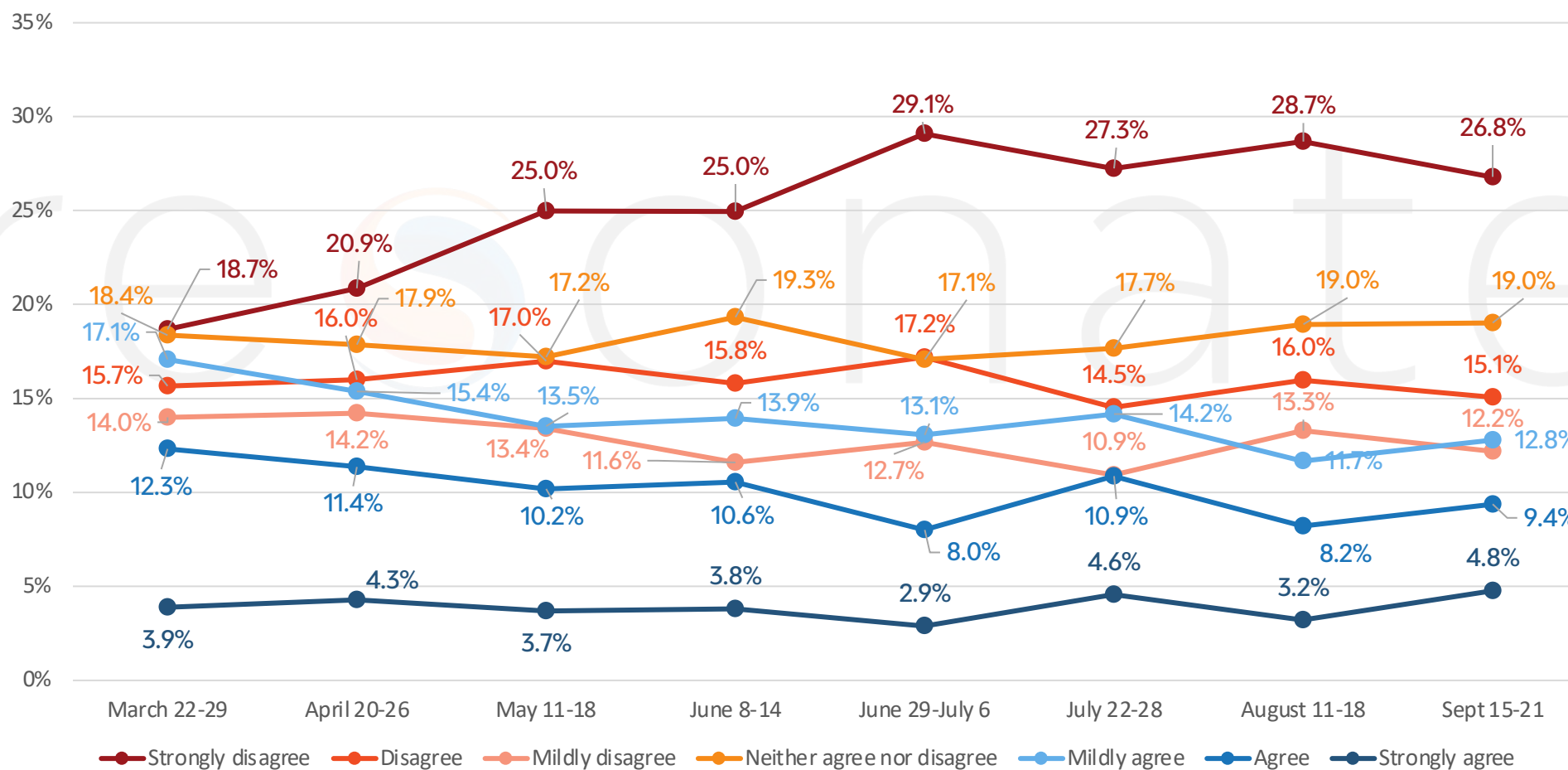
# POLITICS

What is the main reason you own a gun?



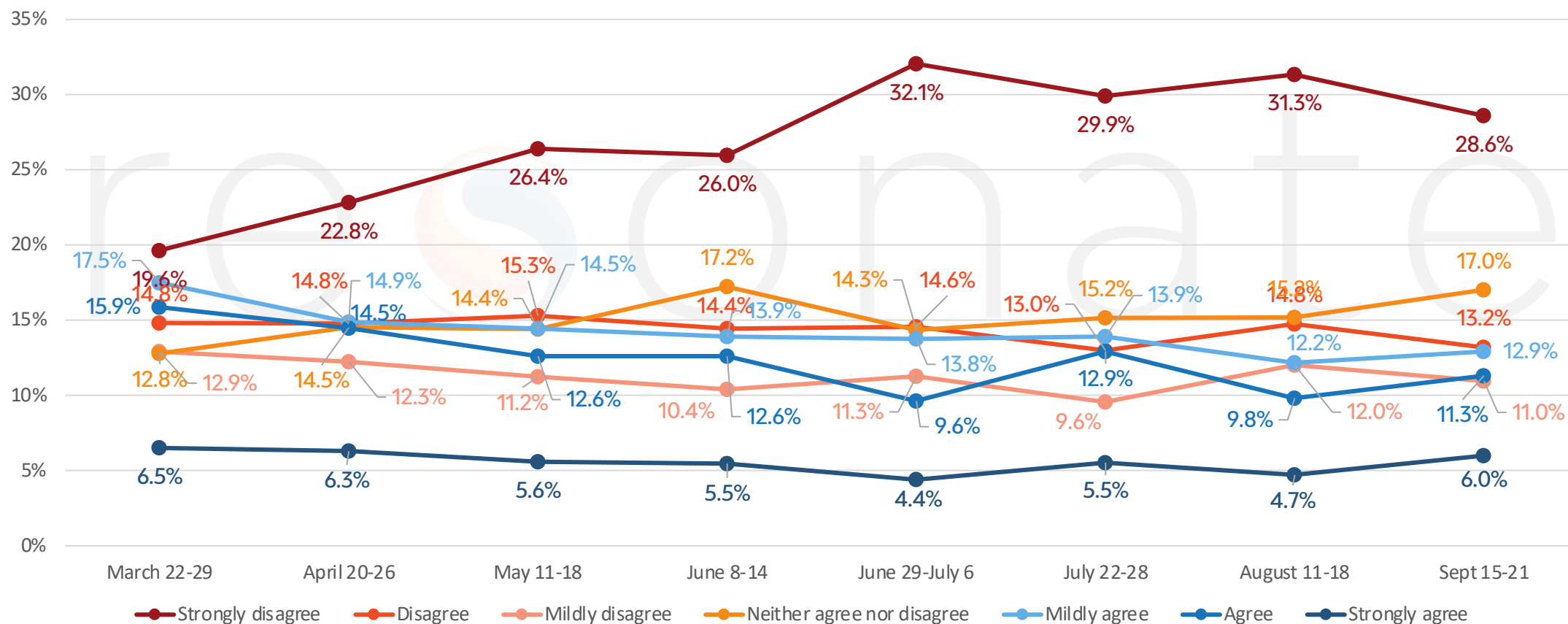
# POLITICS

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



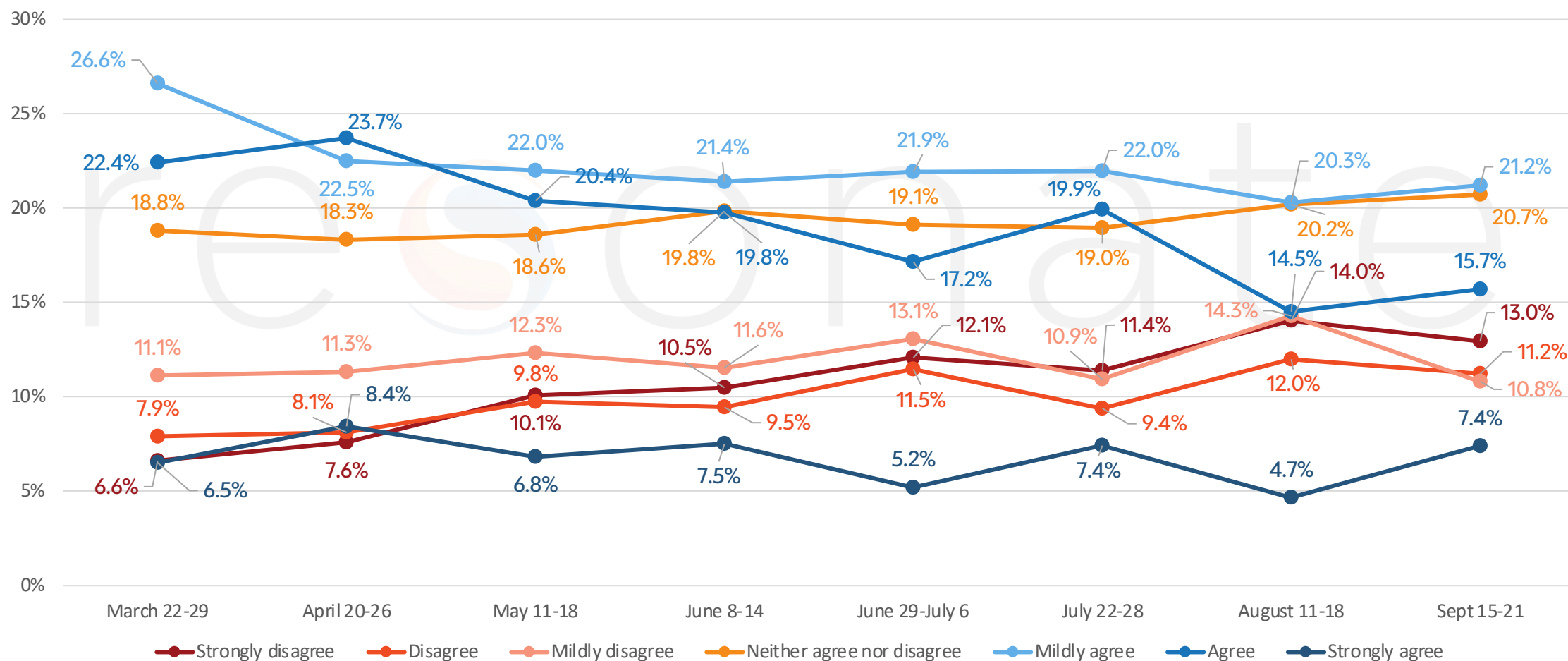
# POLITICS

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



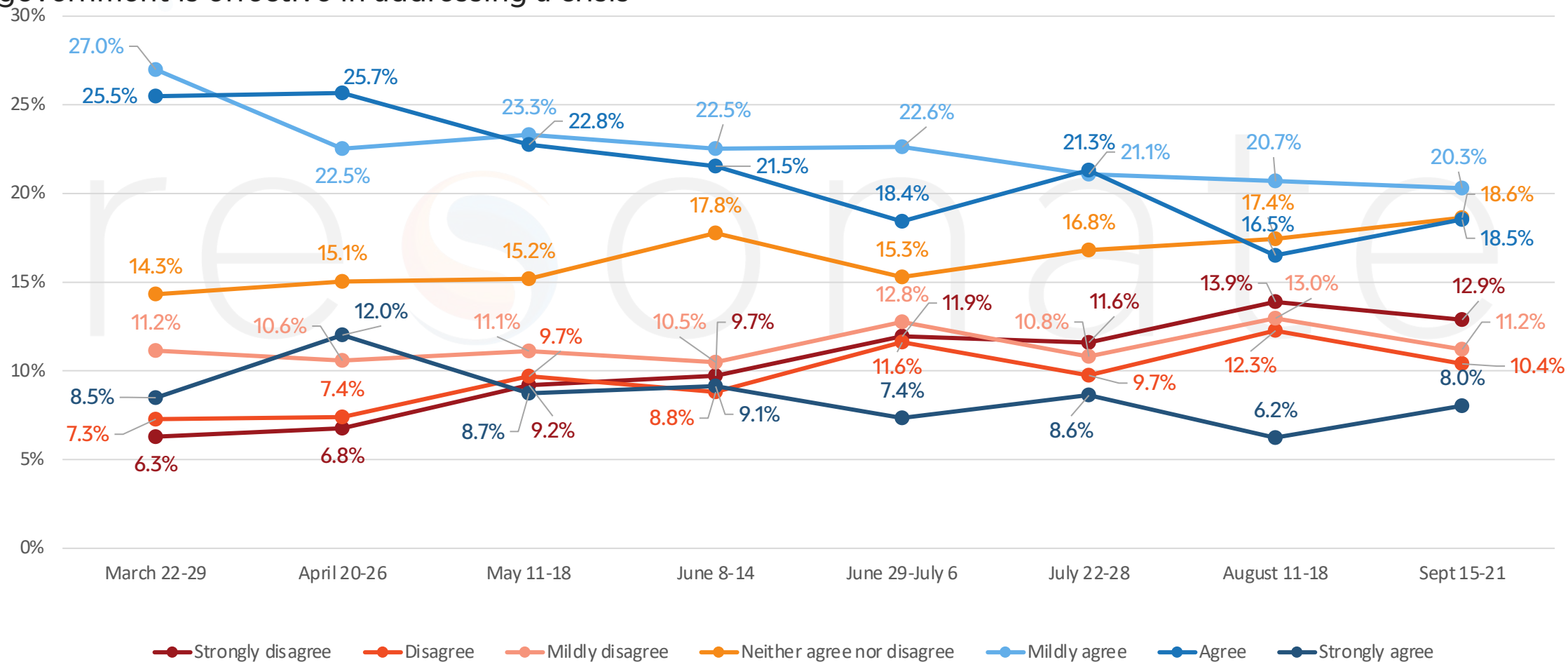
# POLITICS

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



# POLITICS

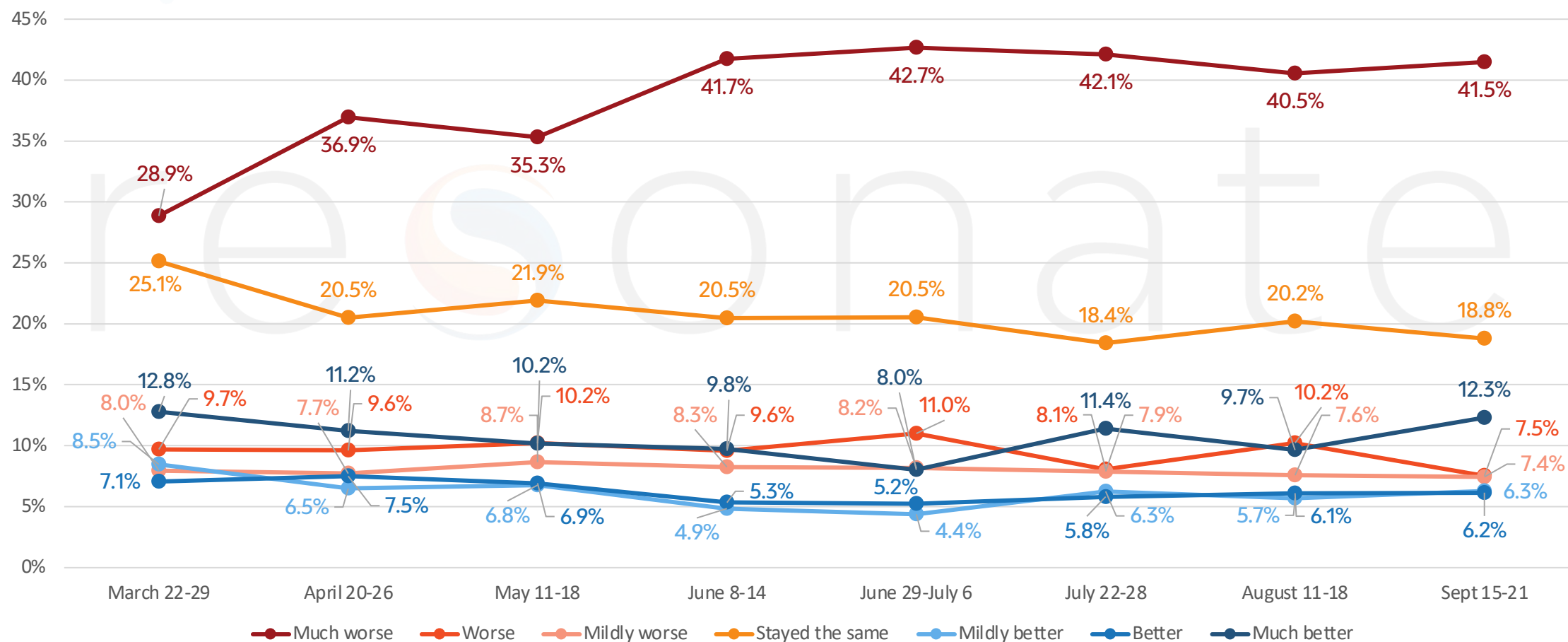
Thinking about the coronavirus situation, how strongly do you agree or disagree that the...? State and local government is effective in addressing a crisis





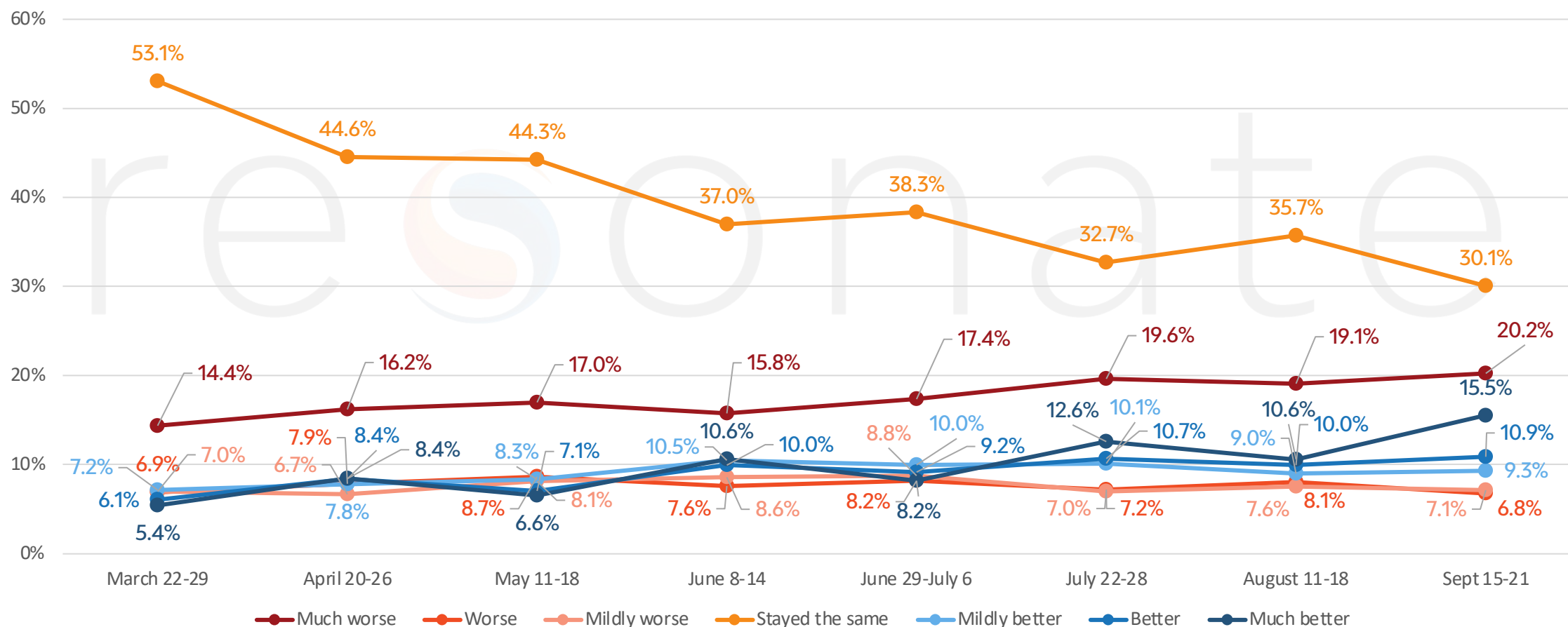
# POLITICS

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



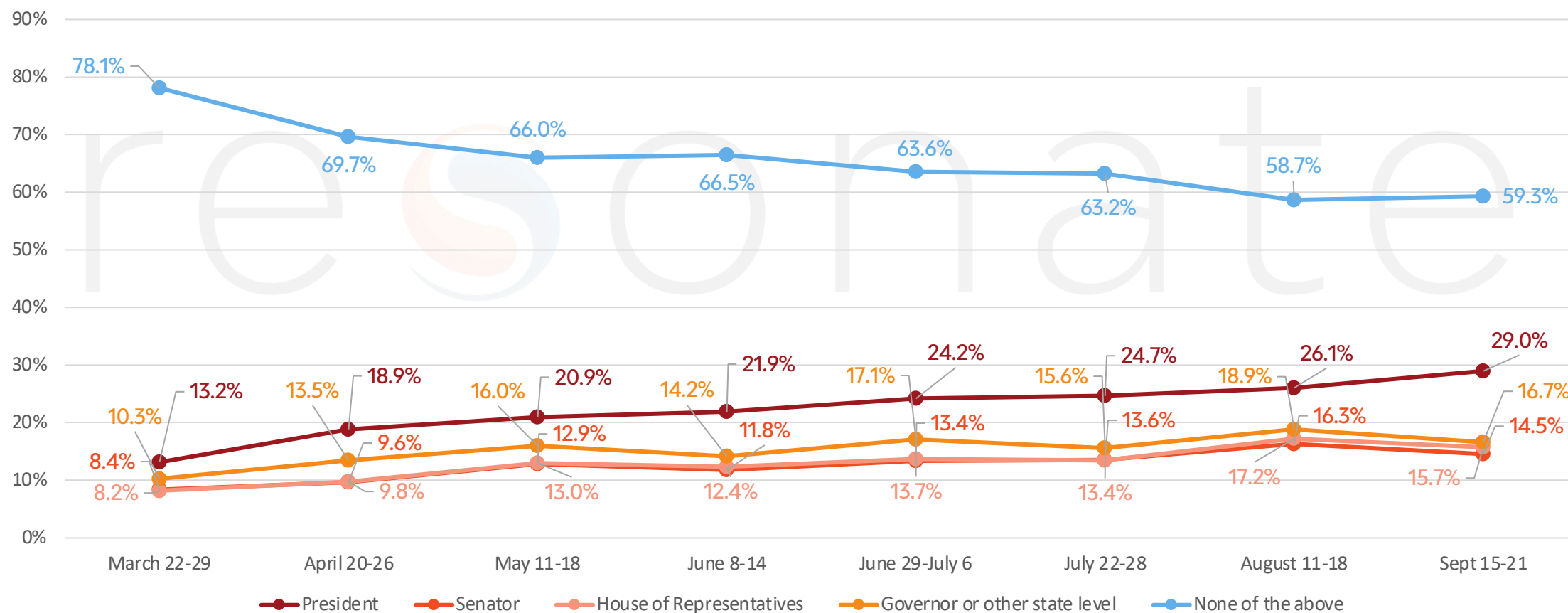
# POLITICS

As a result of the coronavirus situation, to what extent has your opinion of the following individuals become better or worse...? Former Vice President Joe Biden



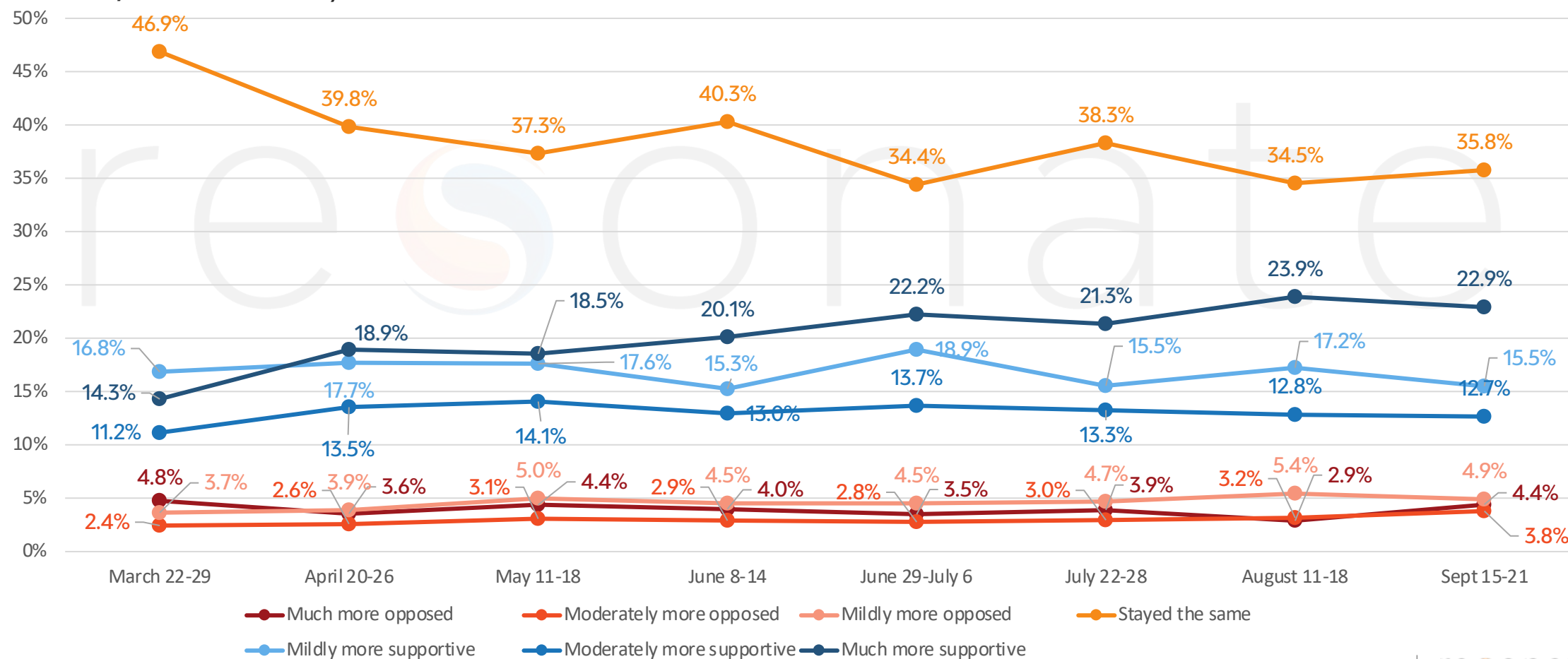
# POLITICS

As a result of all you have learned and experienced related to the coronavirus in this country, for which of the following political positions have changed the person for whom you intend to vote? Please select all that apply



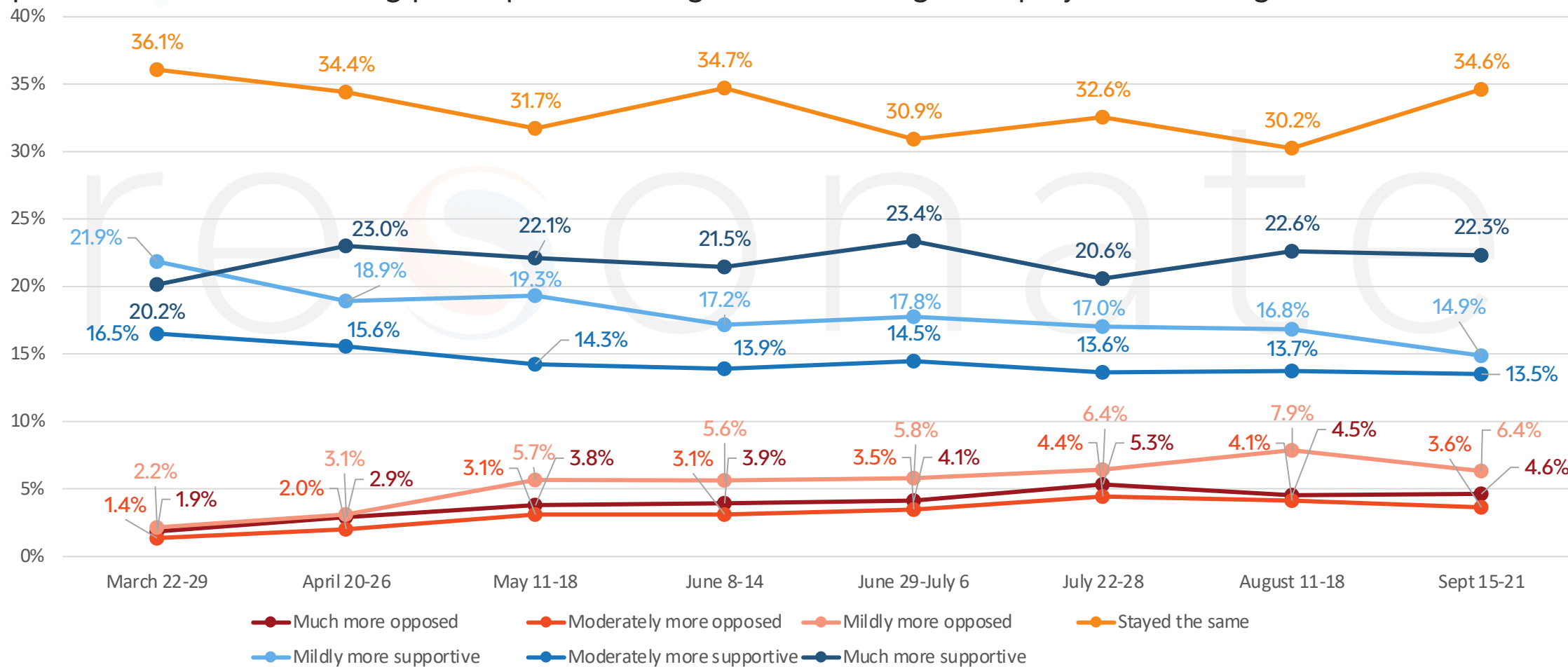
# POLITICS

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



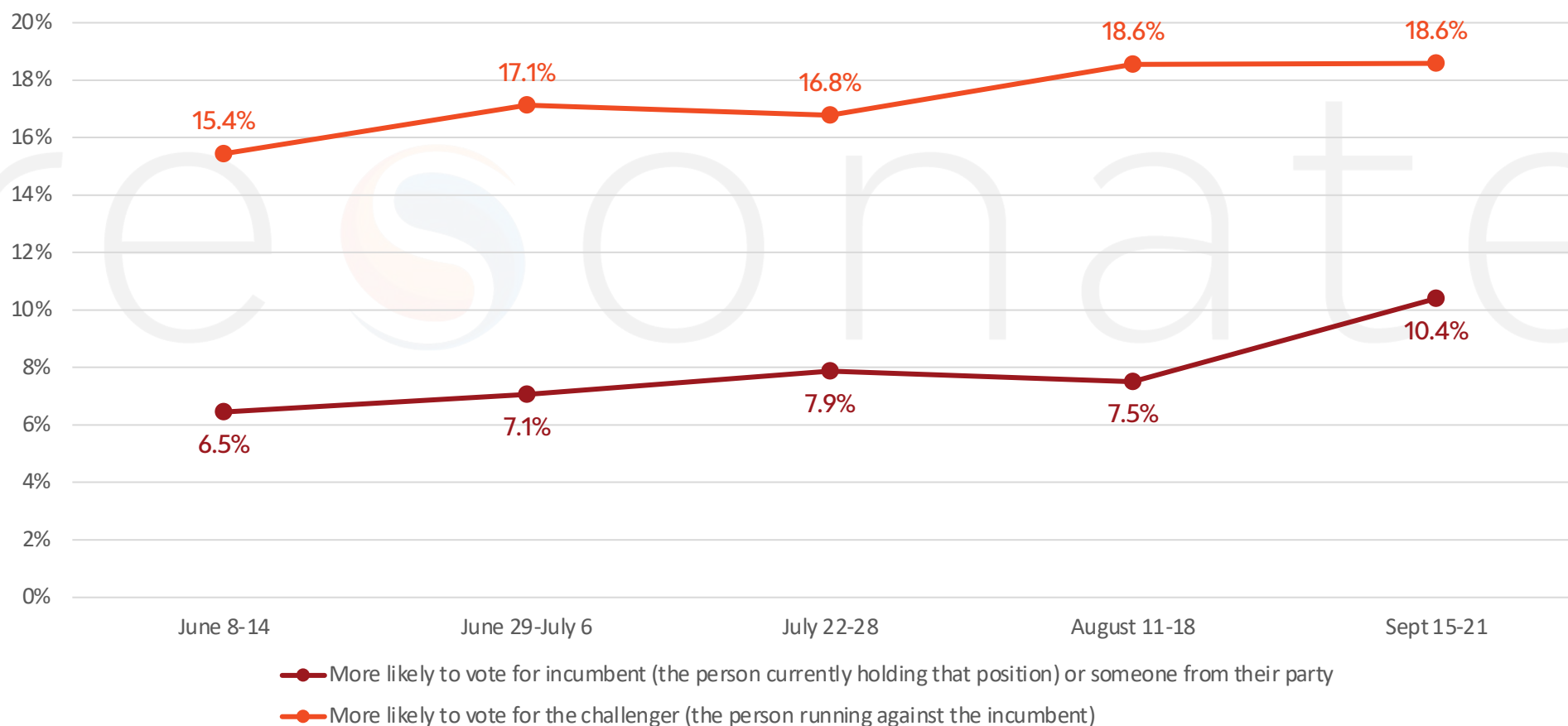
# POLITICS

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



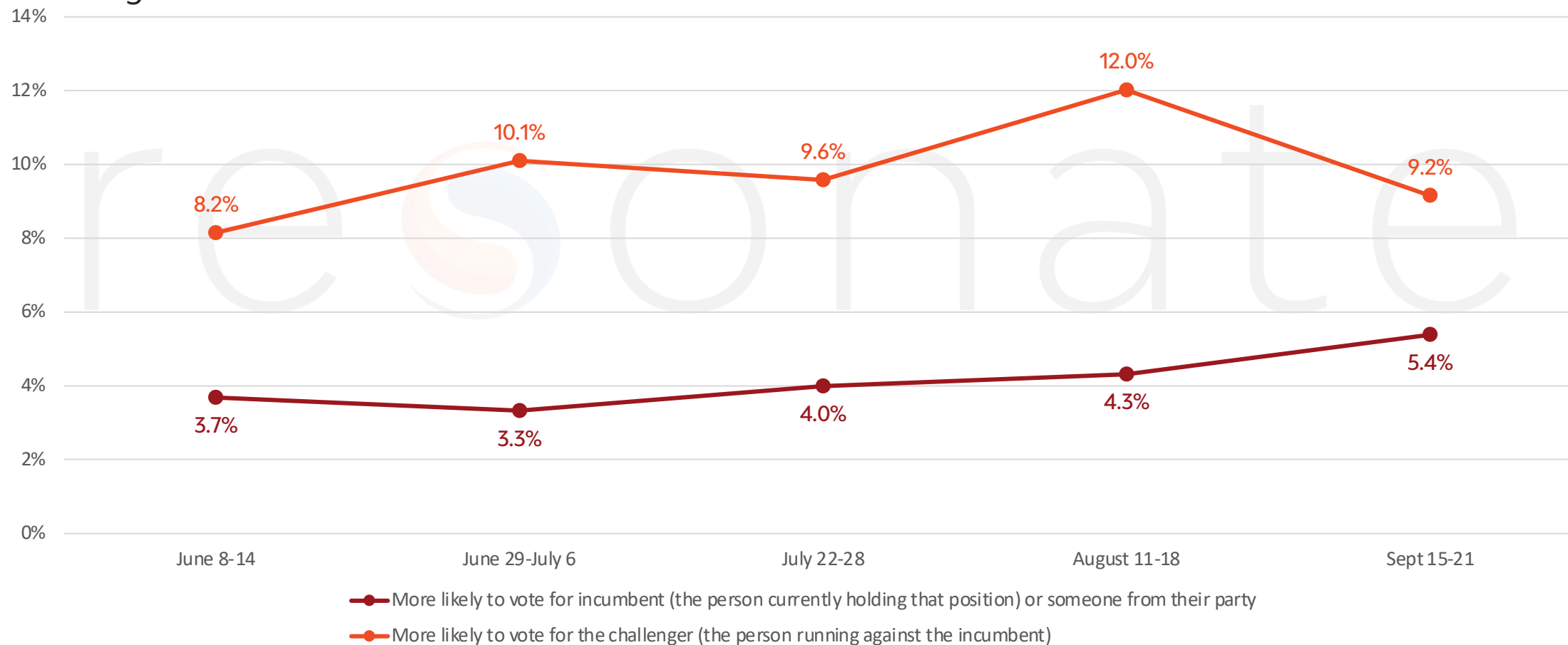
# POLITICS

As a result of all you have learned and experienced related to the coronavirus pandemic in this country, you mentioned that you have changed the person for whom you intend to vote for President, in which direction has that changed?



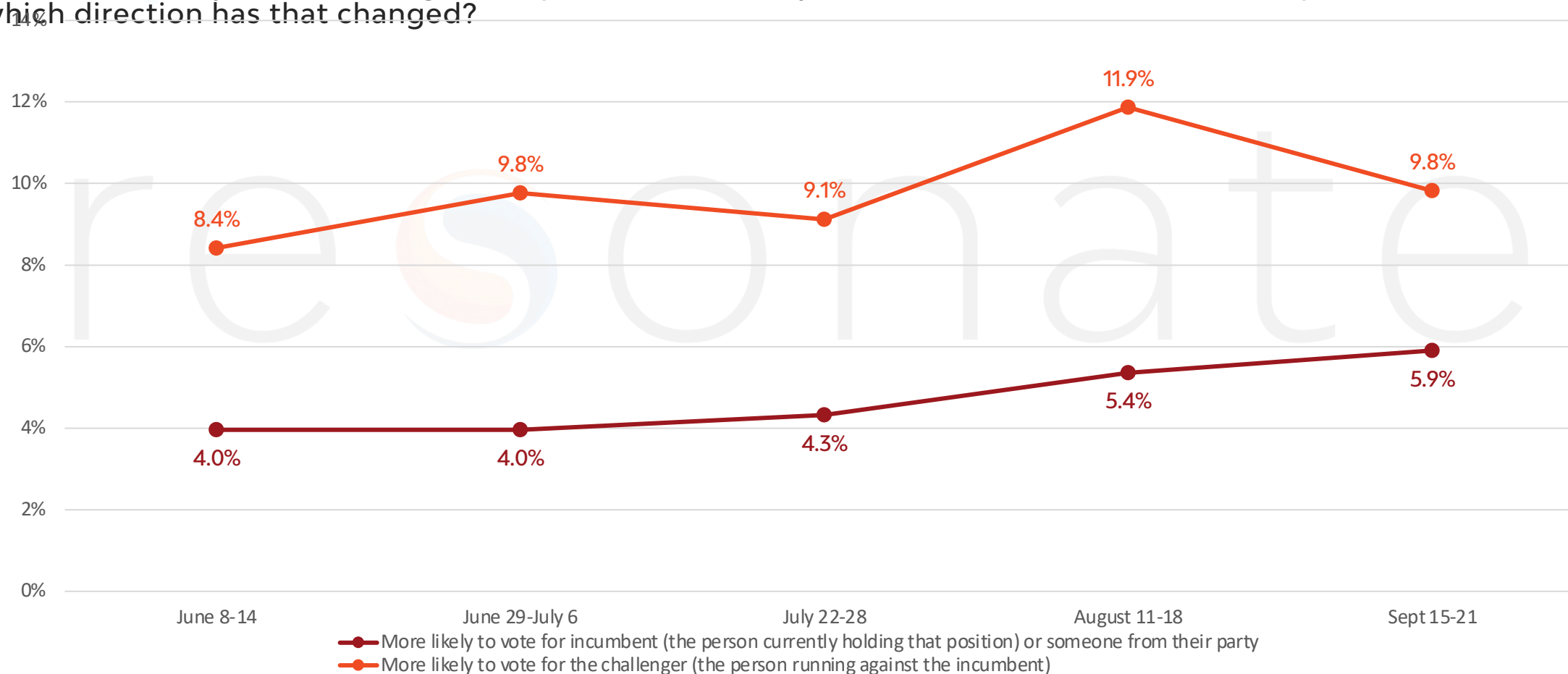
# POLITICS

As a result of all you have learned and experienced related to the coronavirus pandemic in this country, you mentioned that you have changed the person for whom you intend to vote for Senator, in which direction has that changed?



# POLITICS

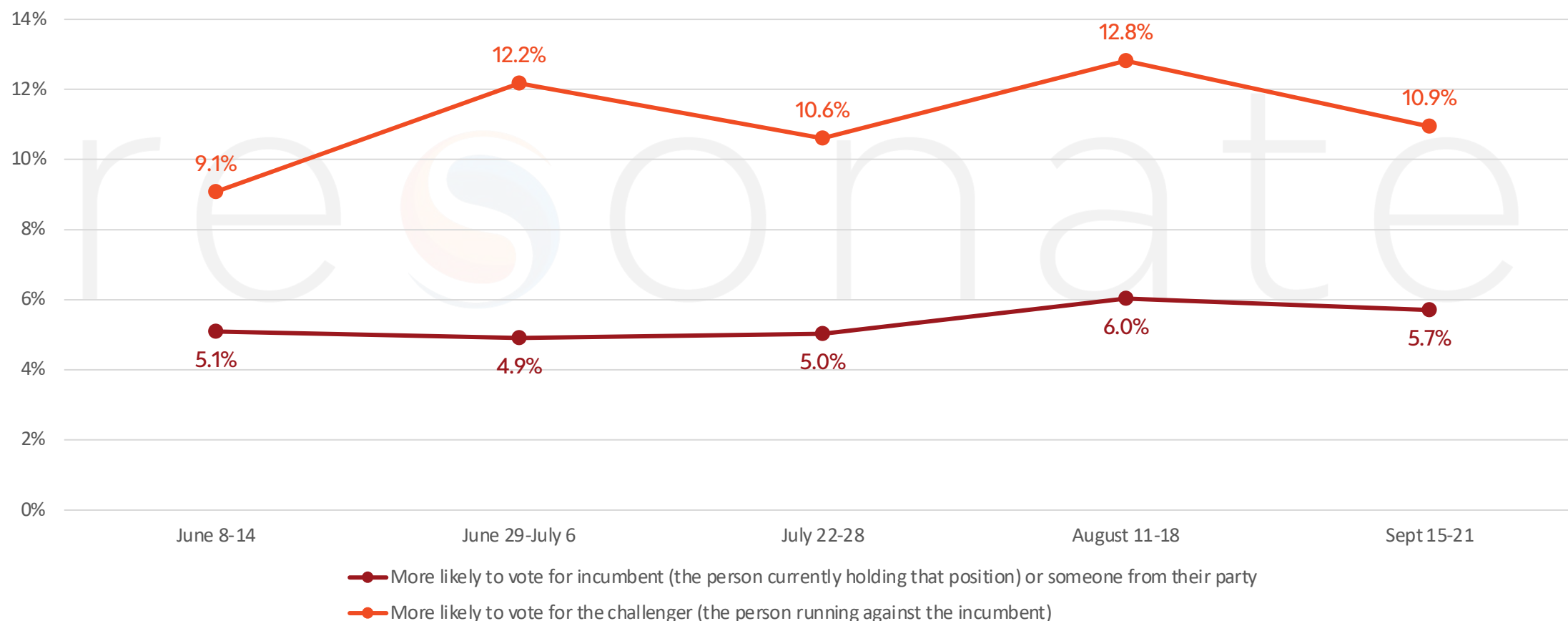
As a result of all you have learned and experienced related to the coronavirus pandemic in this country, you mentioned that you have changed the person for whom you intend to vote for House of Representatives, in which direction has that changed?





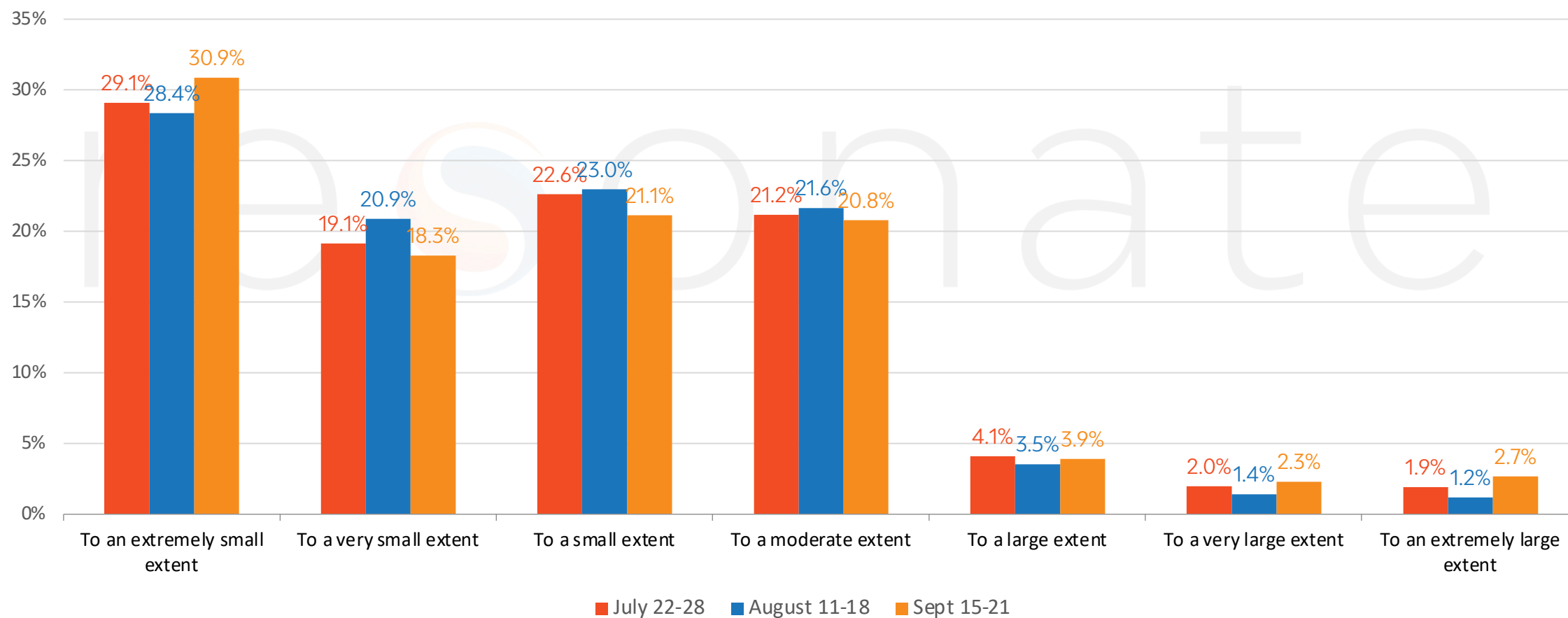
# POLITICS

As a result of all you have learned and experienced related to the coronavirus pandemic in this country, you mentioned that you have changed the person for whom you intend to vote for Governor or other state level positions, in which direction has that changed?



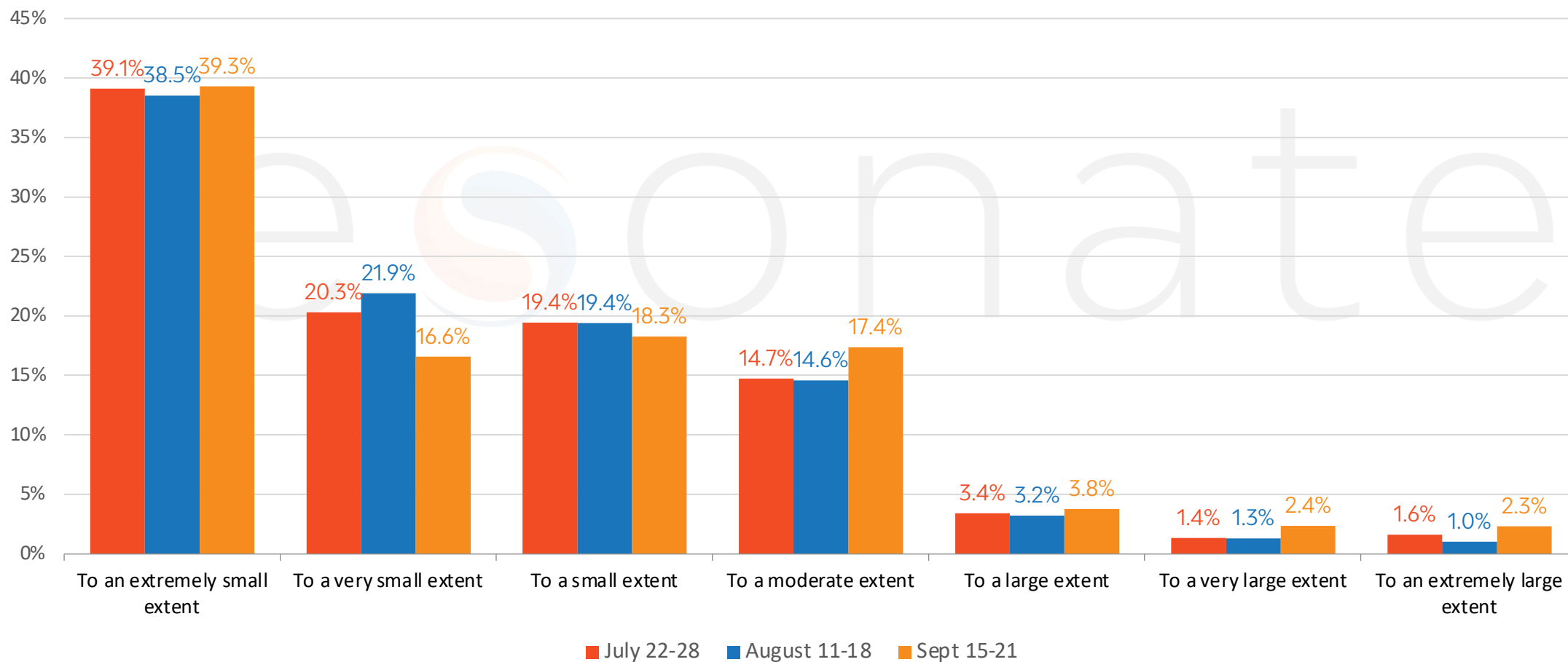
# FACEBOOK

To what extent is news and information on Facebook trustworthy?



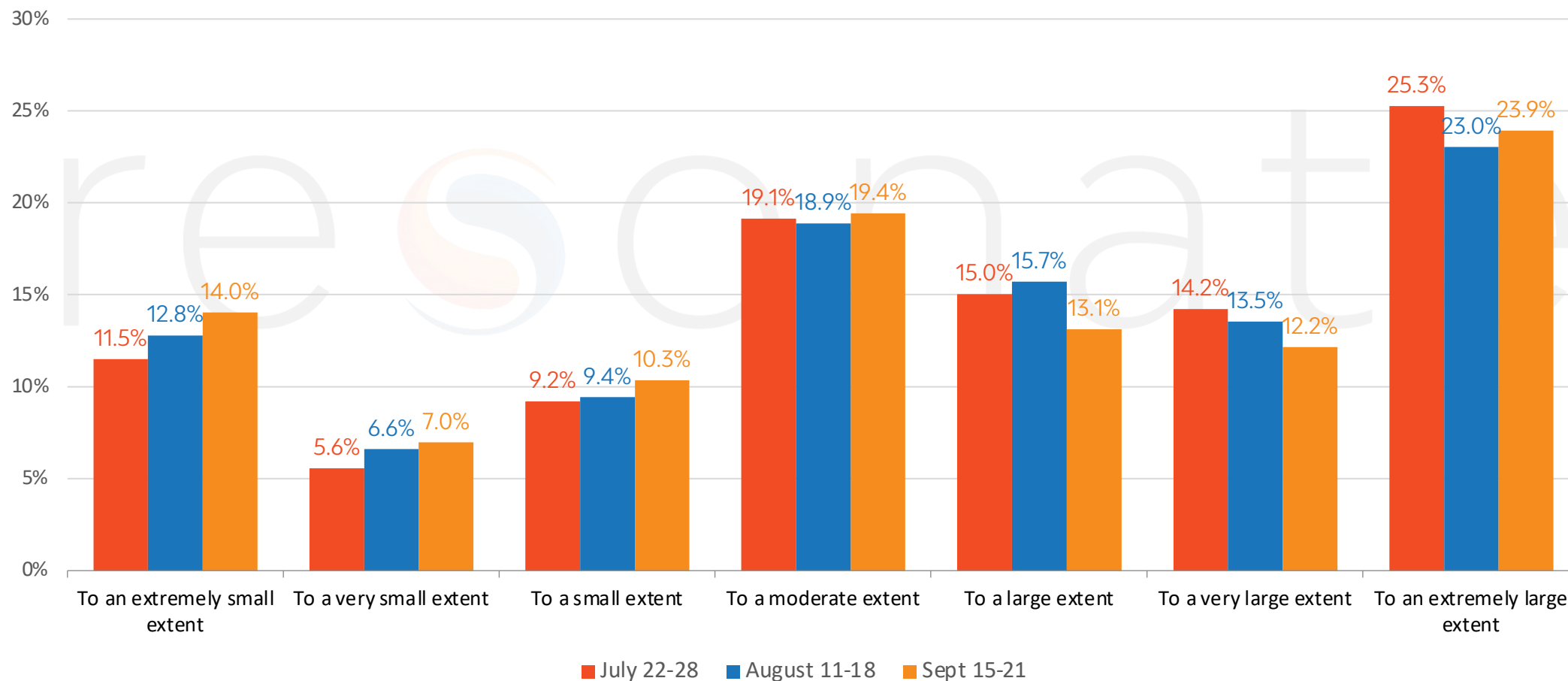
# FACEBOOK

To what extent are political ads on Facebook trustworthy?



# FACEBOOK

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





# 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 & intelligence. The Resonate Ignite Platform seamlessly enriches any data with the deepest understanding of the U.S. consumer and then integrates into the marketing ecosystem to drive insights into action. Resonate Elements, our proprietary consumer data set, has more than 13,000 attributes, 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.

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