



TRACKING
THE PULSE OF
+ TODAY'S
CONSUMER



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40% of consumers are increasing their online grocery orders — that's a 16 percentage point increase from June



That would have seemed crazy earlier this summer, when much of the country was still under stay-at-home orders due to the coronavirus pandemic. But the country is reopening, cases have plateaued and consumers are ready to find some sense of their prior lives — even if over 50% of Americans believe it could take a year, or never, for life to return to normal.

Now, as a marketer, you need to continue to stay up-to-the-moment on these rapid and dramatic evolutions in consumer sentiment. Talking to consumers where they were in June is out of touch with where they are today. Resonate is the only consumer intelligence partner actively tracking the behaviors, motivations, values and anxieties that will drive your customers' decisions in the coming weeks. 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 3-4 weeks. This latest Recent Events Connected Flash Study was fielded between August 11 and August 18, 2020 to a total of 4,010 respondents 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.

Over the next pages, you'll get a sneak peek at the insights available within the exclusive full report. Want more? You can gain free access to the full report and over 80 data points just by requesting a demo today.

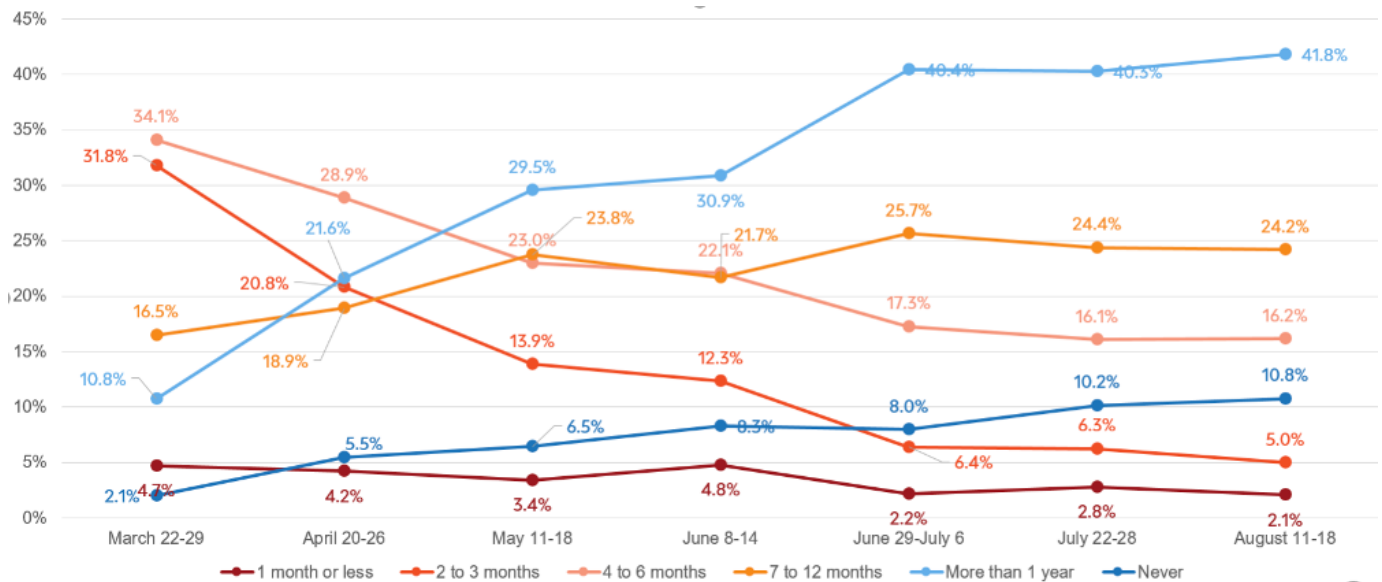


33% of consumers would now dine at a physical restaurant, down 21 percentage points from July

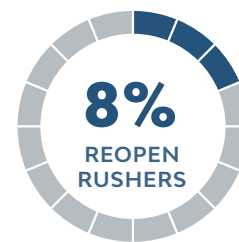
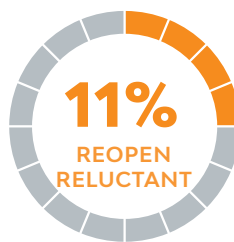
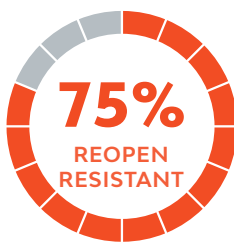
CONSUMER OUTLOOK IN A NEW NORMAL

We asked consumers...

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



These numbers align with the breakdown we've seen of consumer segments and their readiness to reopen the country for business. Three-quarters of the U.S. adult population is **resistant to reopening**, meaning they feel comfortable doing little to no in-person activities.



ADDITIONALLY, THE DATA TELLS US...



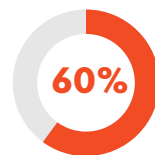
of consumers believe the economy won't return to normal until Winter 2020 or later



of households have increased their savings during the pandemic



of consumers are worried about the economy to a large extent



of consumers won't return to in-store shopping unless the staff is wearing gloves & masks

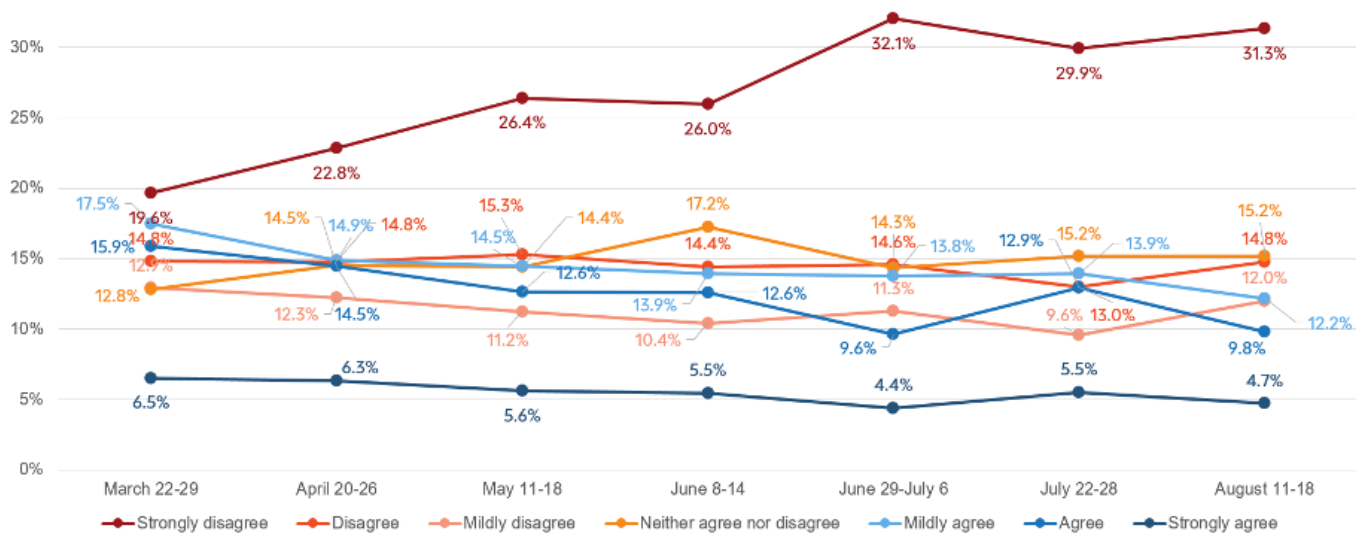
PUT INSIGHTS INTO ACTION

Want to connect with consumers now? You need to know where they stand on reopening, what they're comfortable with and how to convert, whether it's through curbside pickup, online shopping or offering added precautions in-store. Resonate's real-time data keeps you up to-the-moment on sentiment, motivations and purchasing drivers as they stand today.

VOTER SENTIMENT IN LIGHT OF COVID AND CURRENT EVENTS

We asked voters...

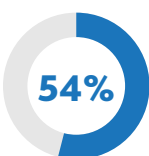
Thinking about the coronavirus situation, how strongly do you agree or disagree that the federal government is effective in addressing a crisis?



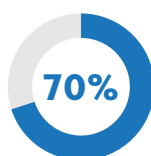
As the pandemic wanes on, voter support for the federal and state/local government handling of the COVID-19 crisis has steadily decreased. It's playing out in voter trust of the government: 58% of voters now disagree that the federal government can be trusted as a result of the coronavirus situation, as compared to 48% earlier this spring. So, it should be no surprise that 26% of voters are now more likely to voter for the Presidential challenger, Former Vice President Joe Biden, exclusively as a result of the pandemic.



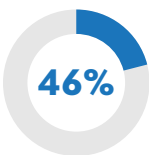
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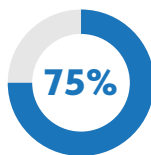
of voters have increased their support of social safety net programs as a result of the pandemic



of voters believe elected officials should devote time to discussing police mistreatment of Black Americans



of Americans believe police often or always use an appropriate amount of force in situations requiring force



of voters do not trust political ads on Facebook

PUT INSIGHTS INTO ACTION

You have two months left to hone in on persuadable voters, cement your place with party devotees and lock in a win on November 3. But, you need to keep pace with where voters stand today — not where they were yesterday. Resonate's real-time voter intelligence data is giving you exclusive access to the massive and rapid shifts in voter values, motivations, drivers and more.



YOU CAN'T AFFORD TO MISS OUT ON REAL-TIME DATA

Communicating with consumers during times of uncertainty and crisis requires staying up-to-date on constantly shifting sentiment. That's why Resonate provides continuously updated, AI-driven insights that empower you to better engage and connect with your customers and prospects.

Want full access to the entire Wave 7 report and to learn how you can put insights into action today?

Request a demo or call 855-855-4320 to see how Resonate can change the game for your brand or company in 2020.

ABOUT RESONATE

Resonate is a pioneer in AI-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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