

WIN**BIG**MEDIA x resonate

EMBRACE THE NEW CONSUMER NORM

FRESH CONSUMER INSIGHTS TO GUIDE DATA-DRIVEN MARKETING STRATEGY

COVID-19 and Emerging Trends Report, Wave 12, January 2021



INTRODUCTION

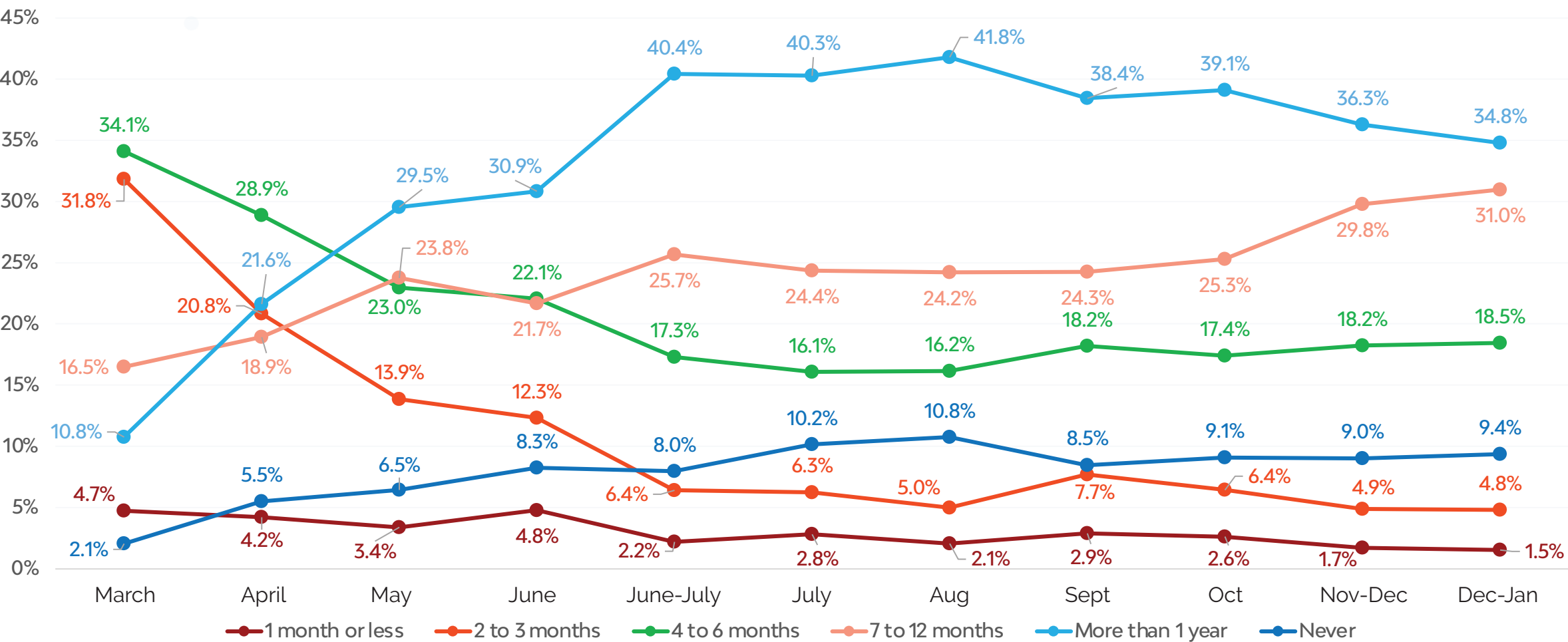
The number of consumers who say a vaccine would be necessary for them to return to in-person shopping is up 9 percentage points .

We're now entering the new normal of consumer consumption. With 10 months of not wearing jeans under their belt (pun intended), consumers are now setting forth new expectations for brands, agencies, and retailers.

From December 2020 to January 2021 alone, the number of consumers who expect curbside pickup on their orders is up 5 percentage points. Those who demand same-day delivery is up 3 percentage points over the same time period. E-commerce is simply commerce as we enter 2021.

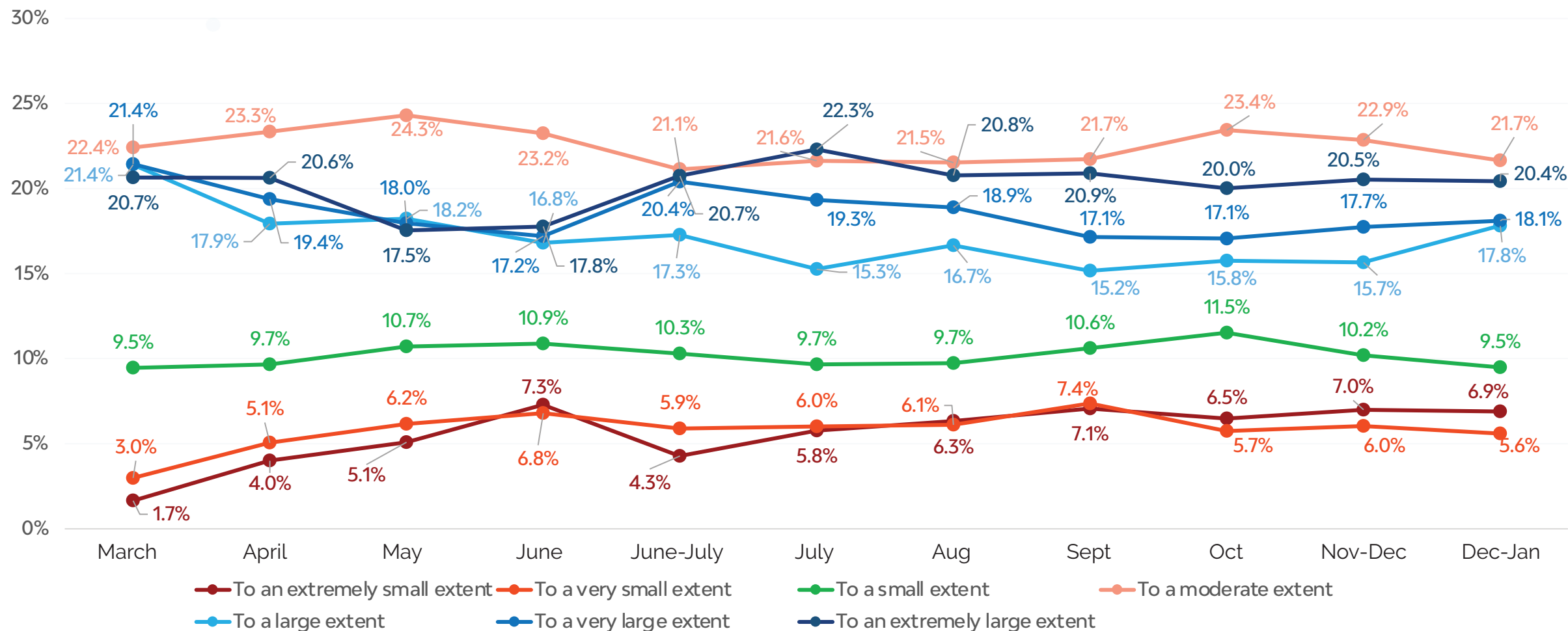
GENERAL

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



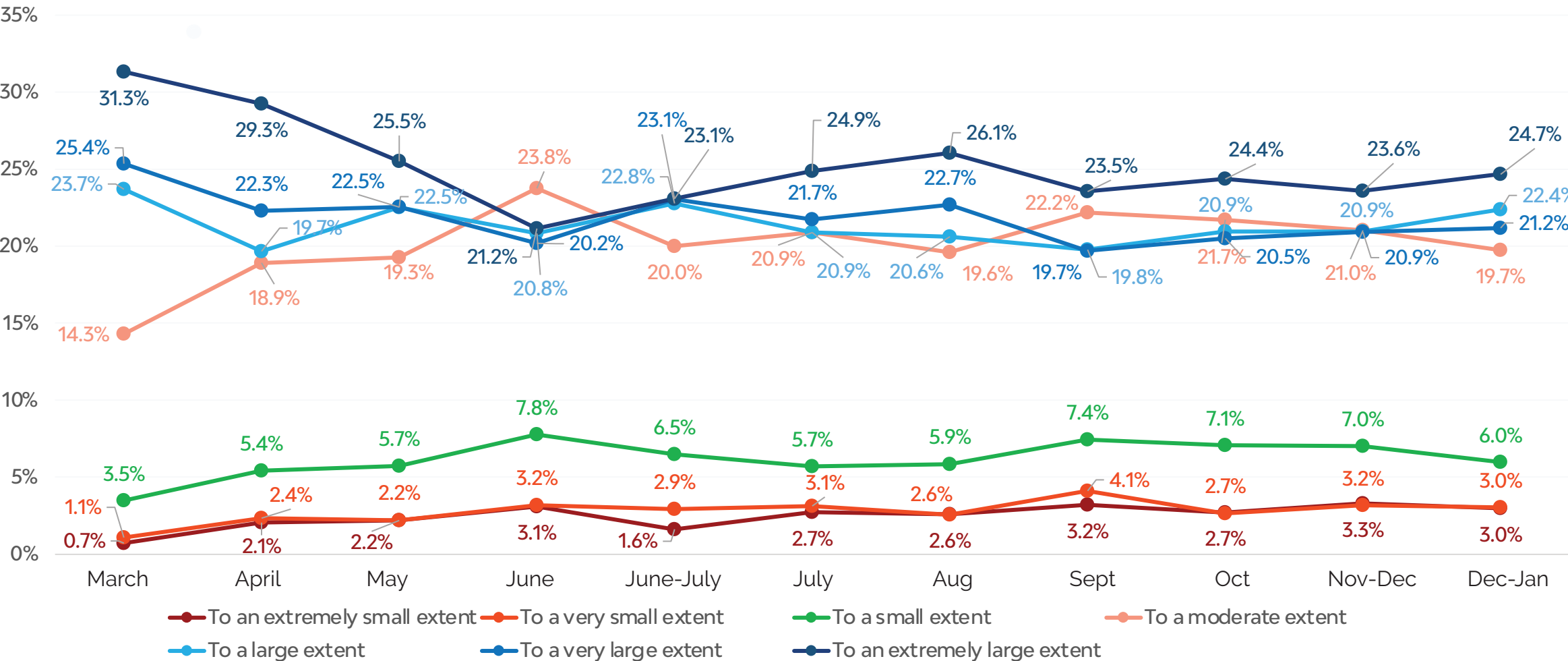
GENERAL

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



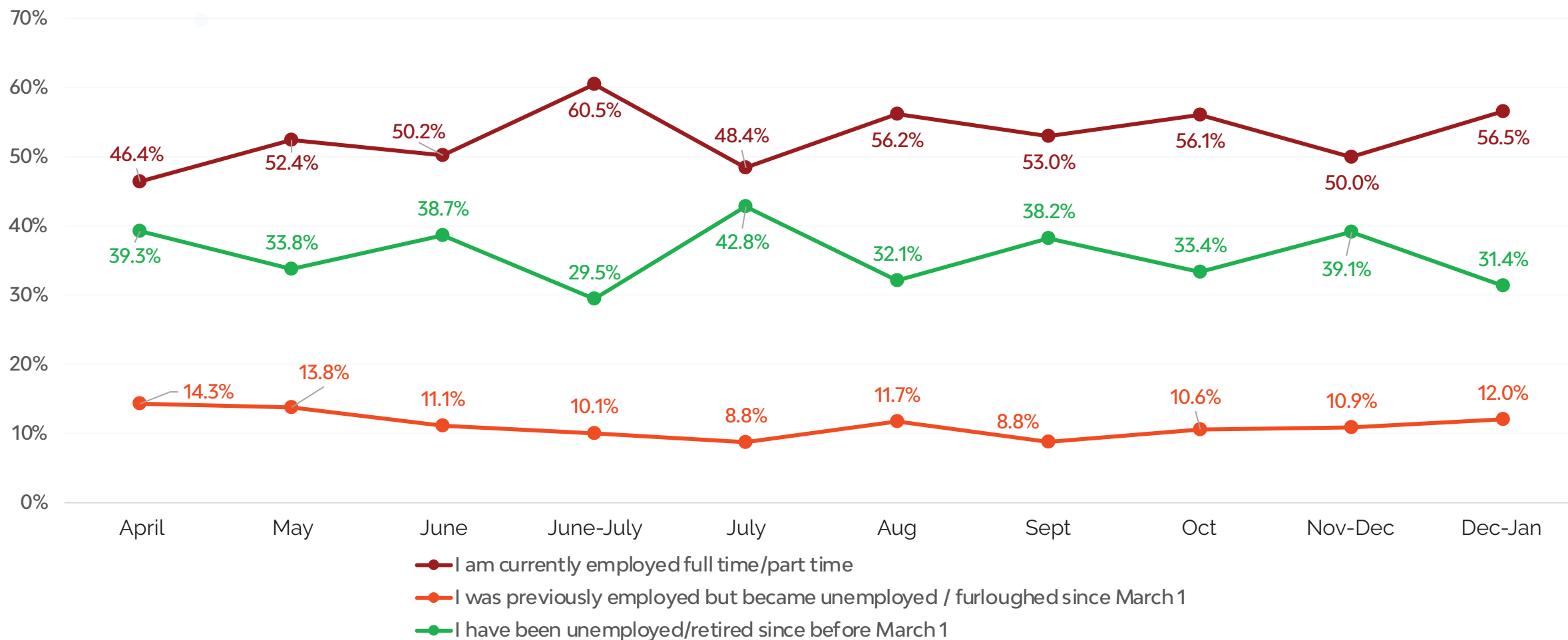
GENERAL

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



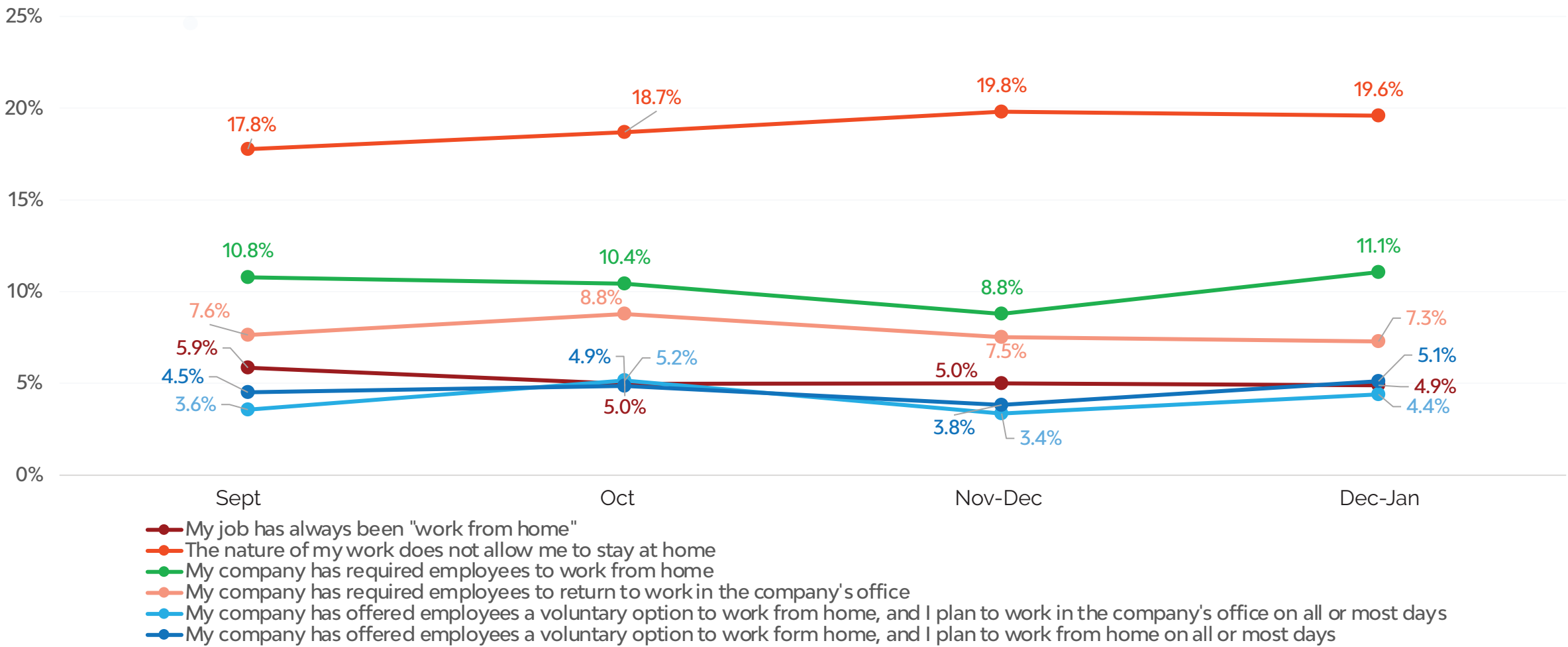
GENERAL

Which of the following best describes your **work situation**?



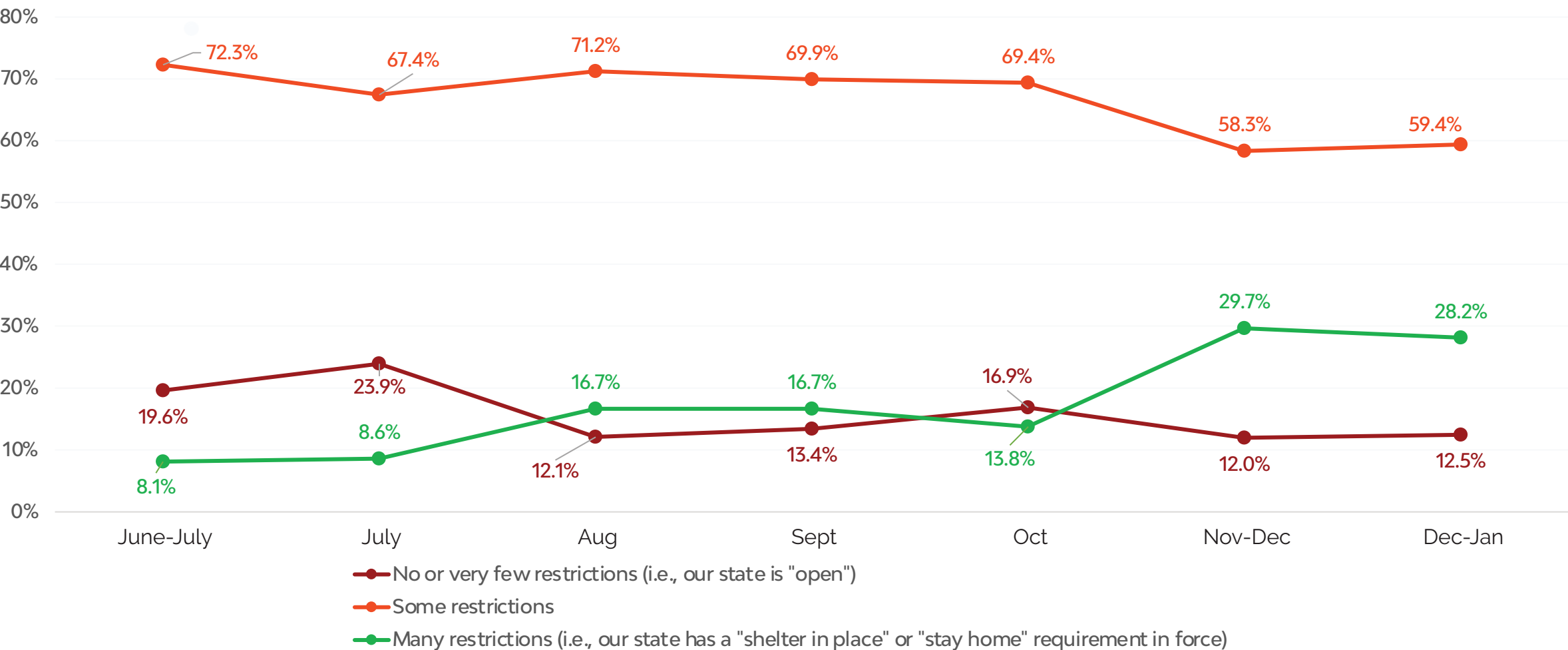
GENERAL

Which of the following best describes your **workplace situation**?



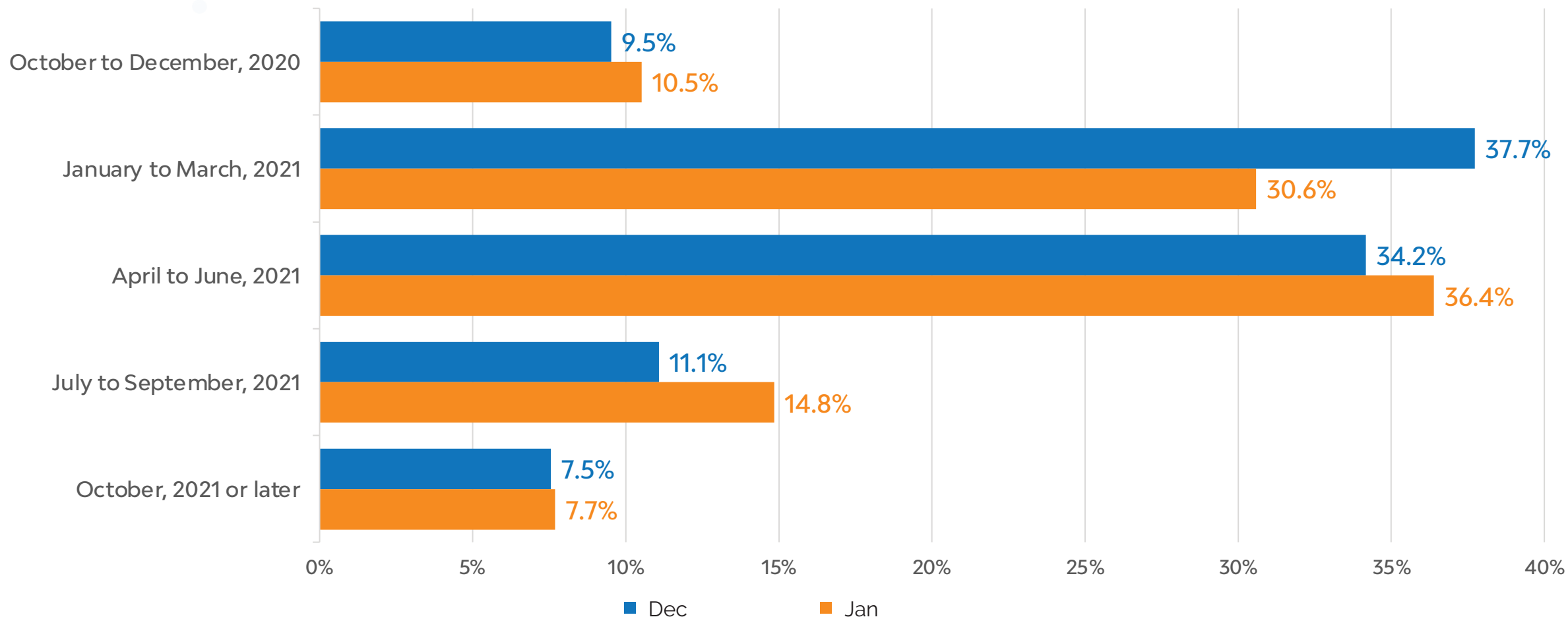
GENERAL

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



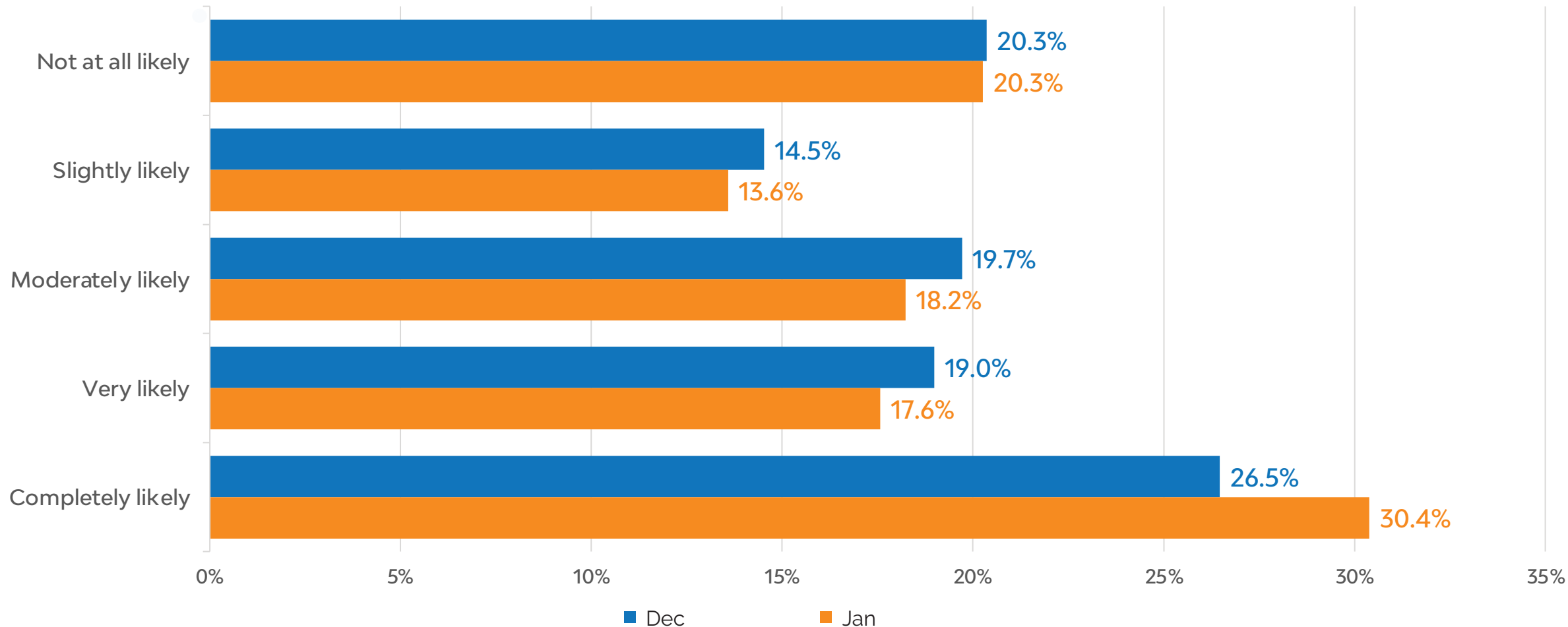
VACCINE

When do you anticipate that a vaccine for the coronavirus will become **available to the general public**?



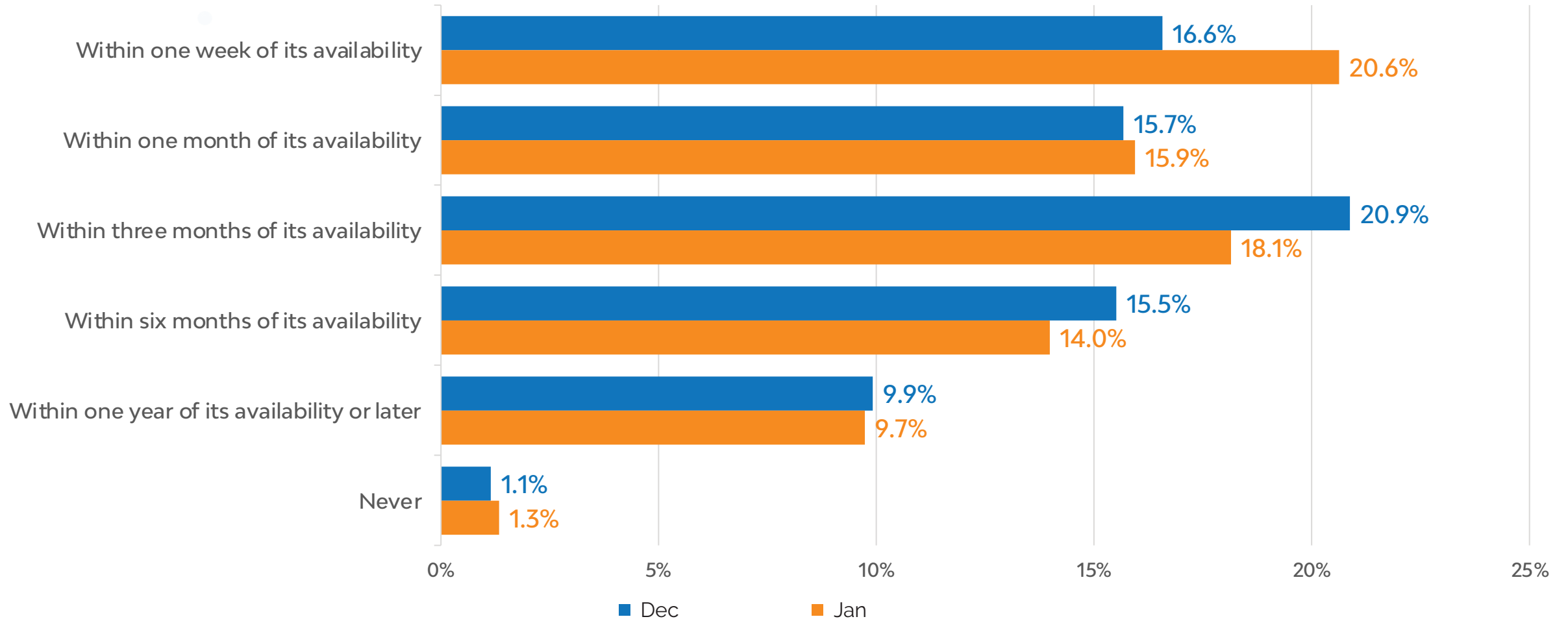
VACCINE

How likely are you to **take a coronavirus vaccine** after it becomes available?



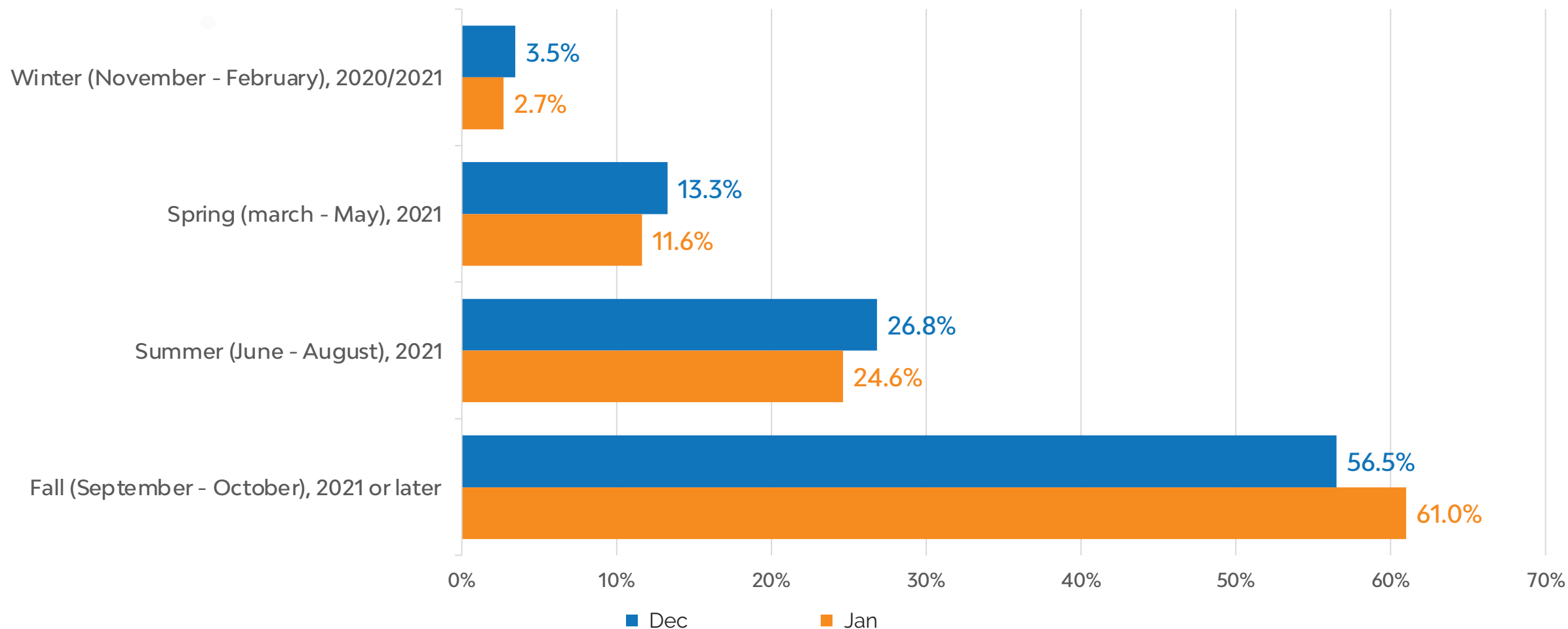
VACCINE

How soon after a vaccine for the coronavirus becomes available will you want to take it?



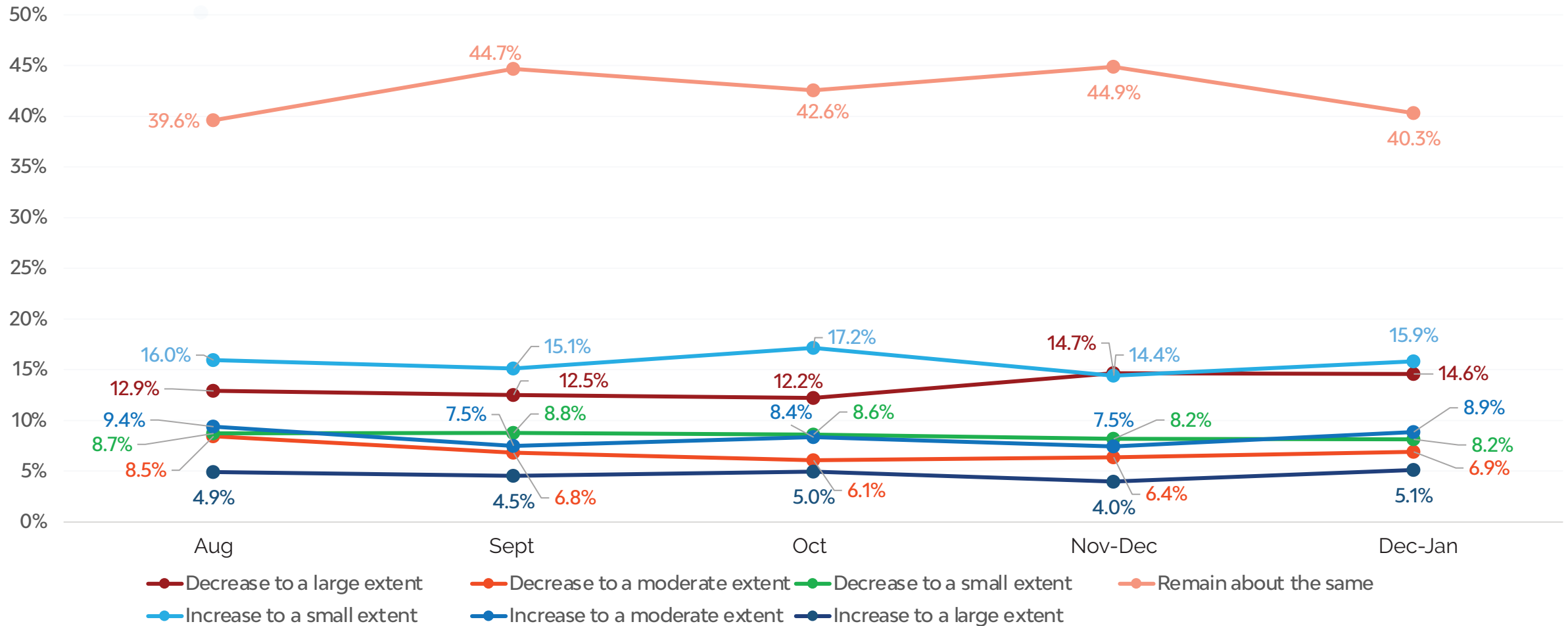
FINANCIAL

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



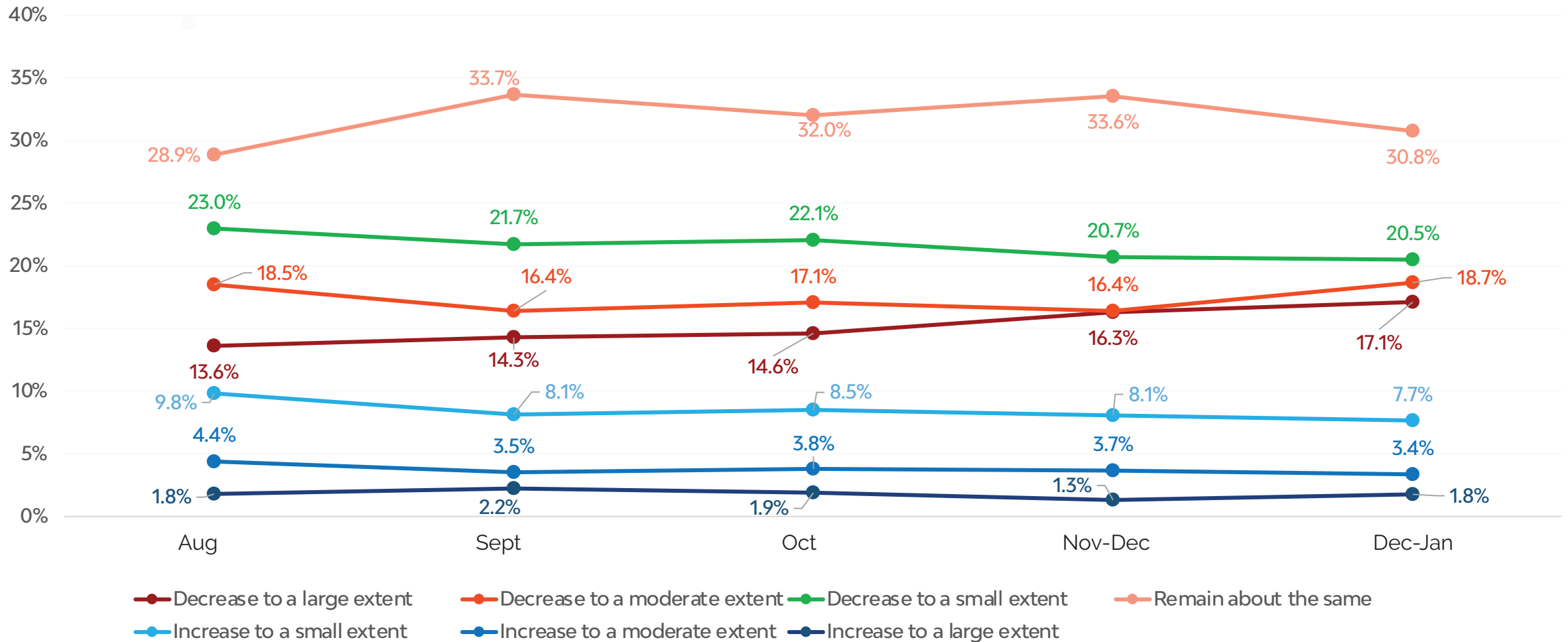
FINANCIAL

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



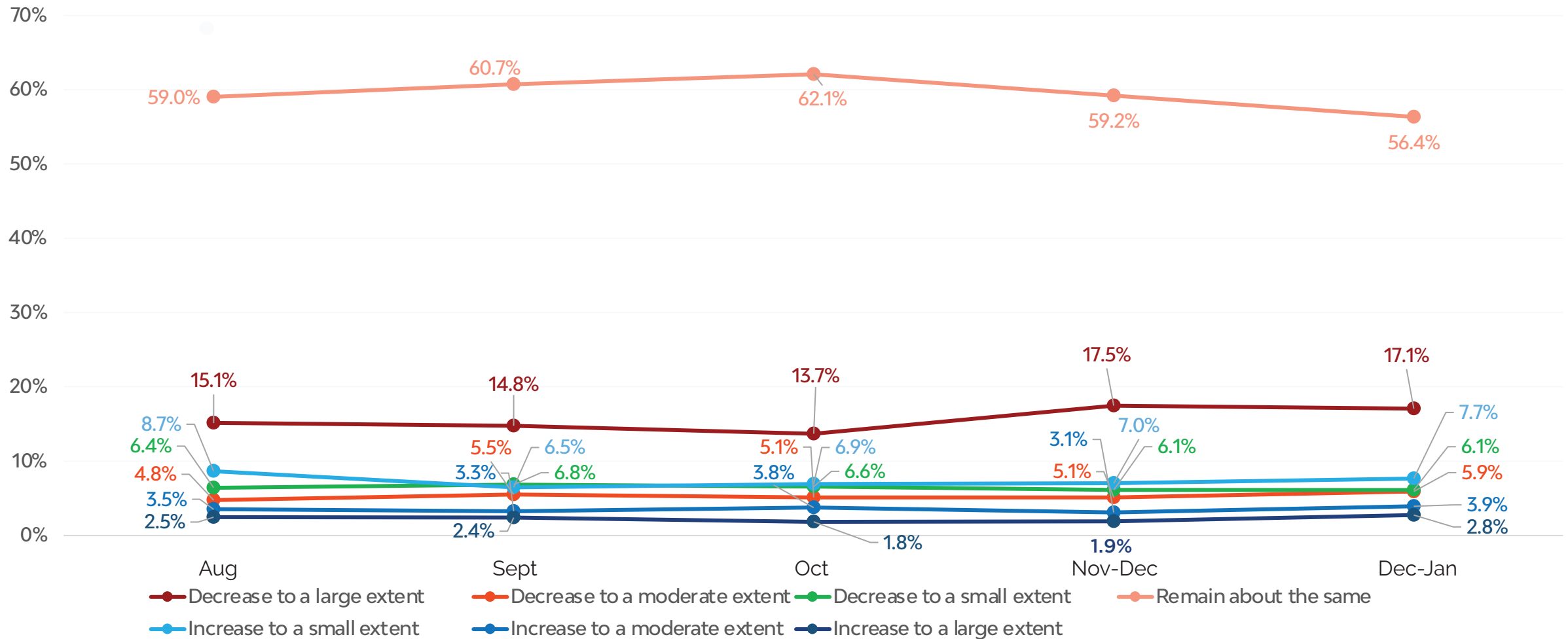
FINANCIAL

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



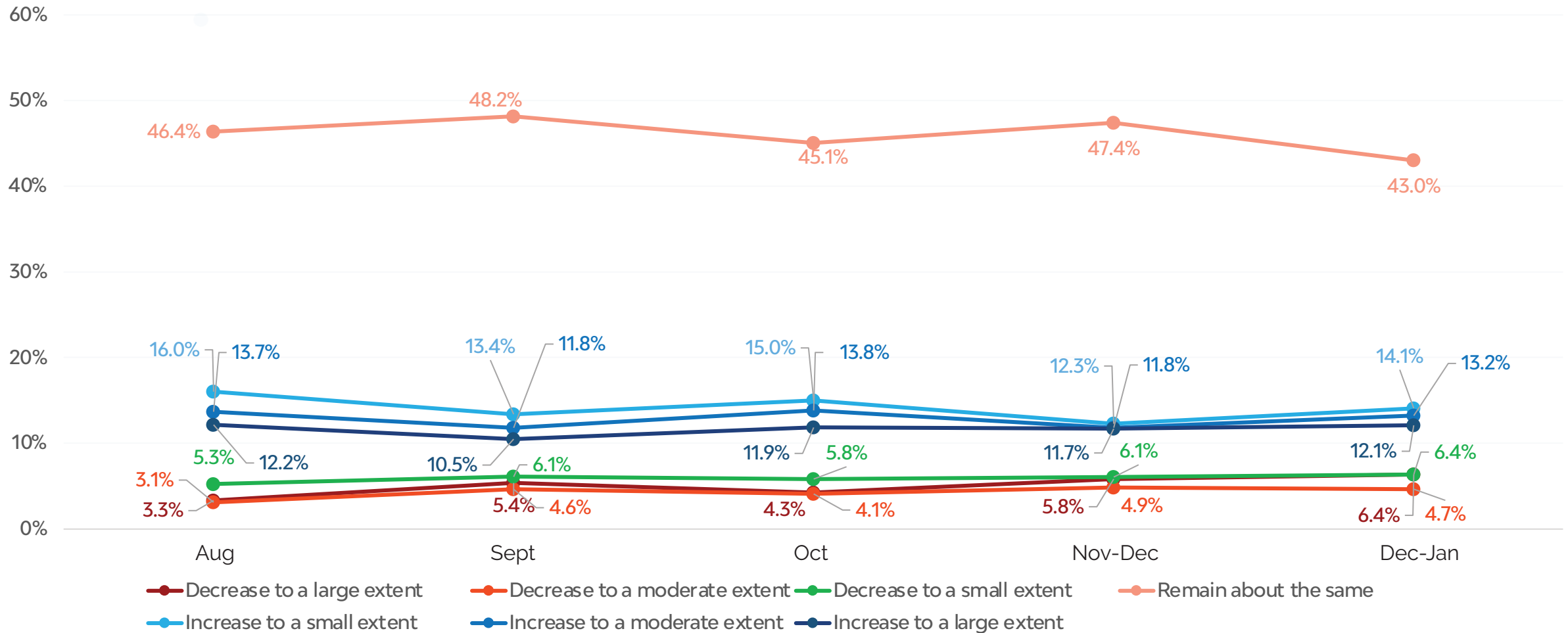
FINANCIAL

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



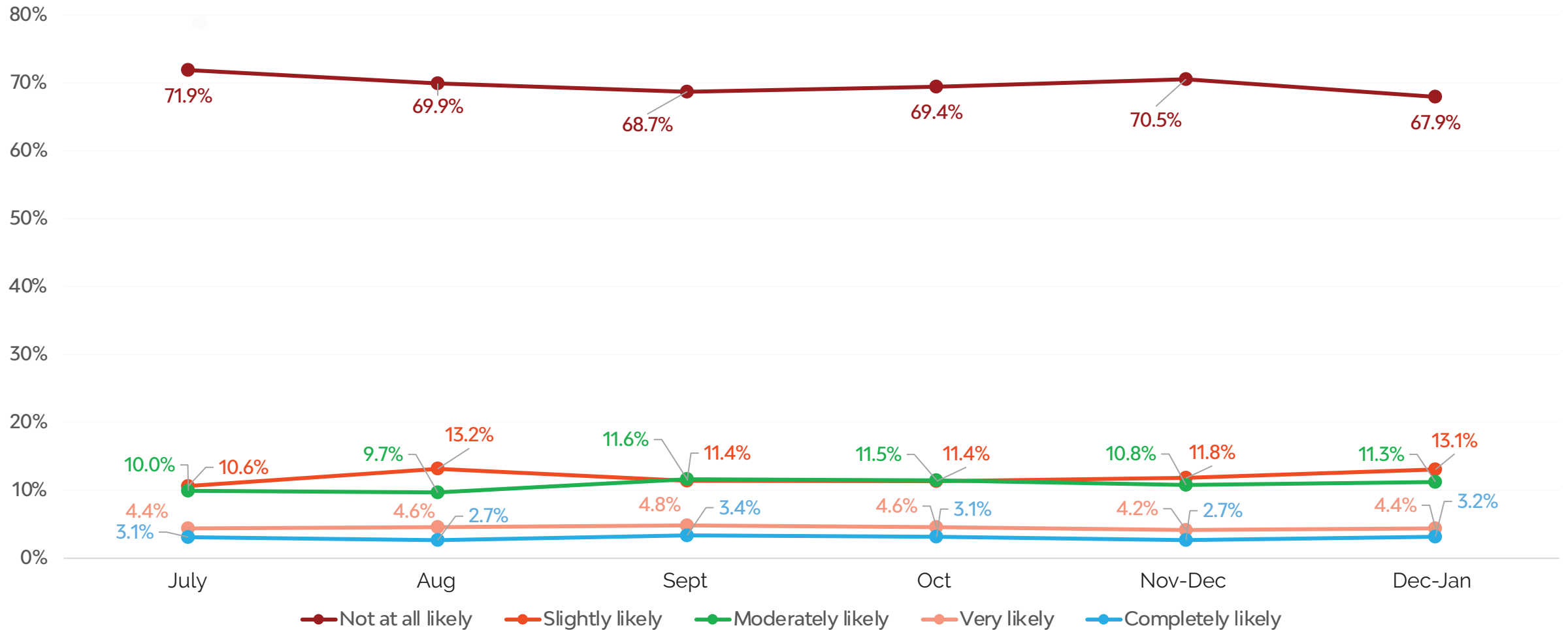
FINANCIAL

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



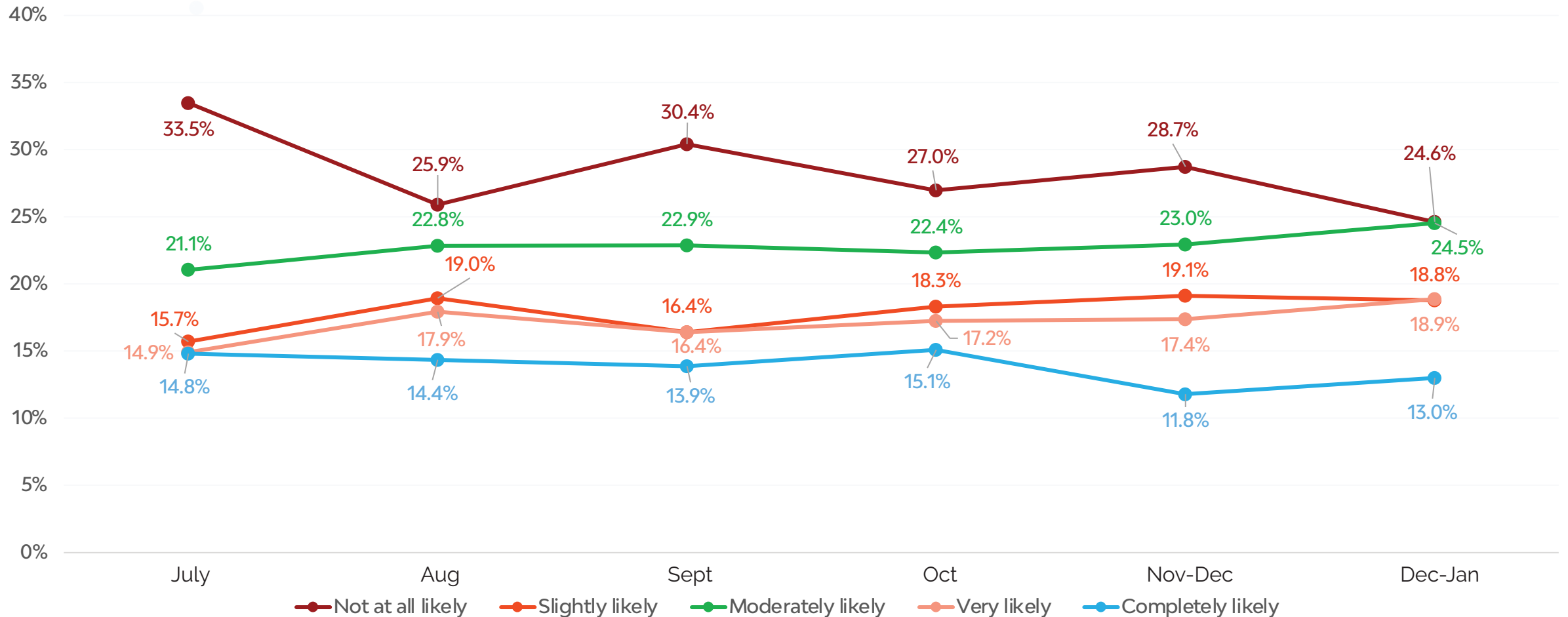
FINANCIAL

How likely are you to **apply for a new credit card** because of the coronavirus situation?



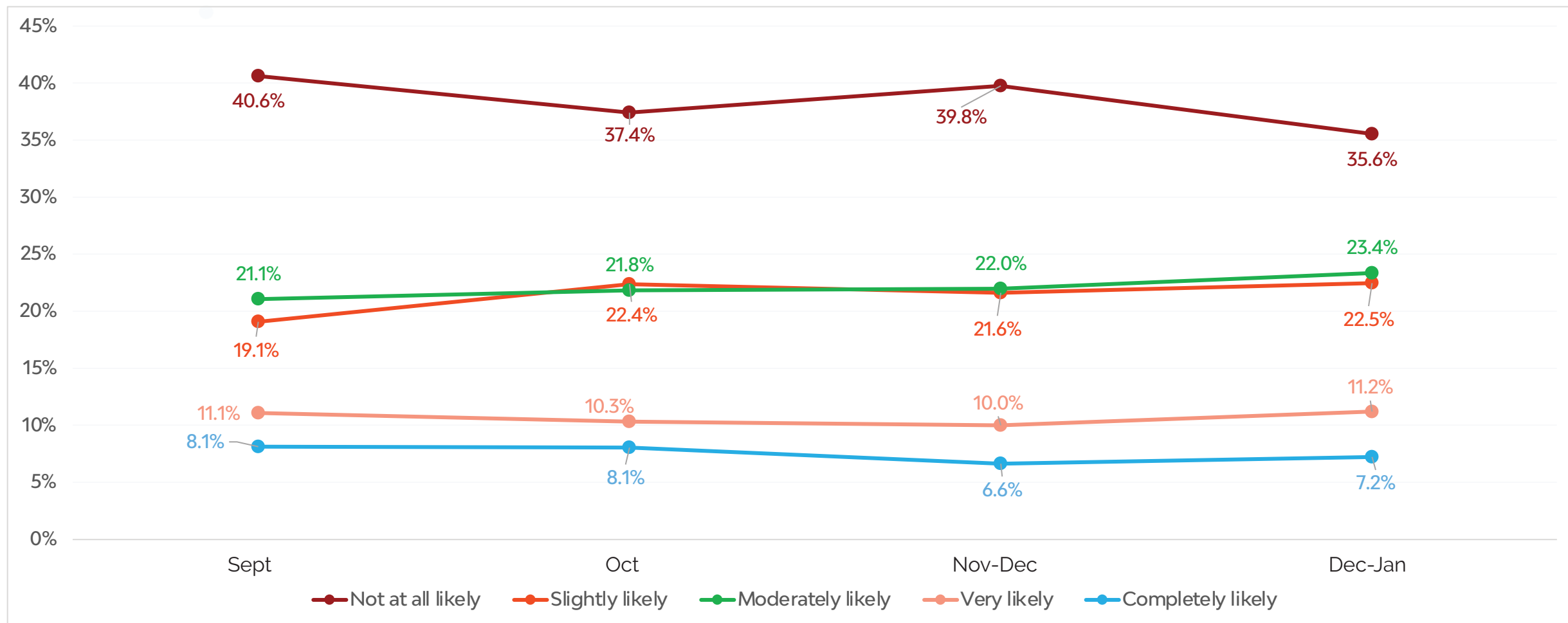
FINANCIAL

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?



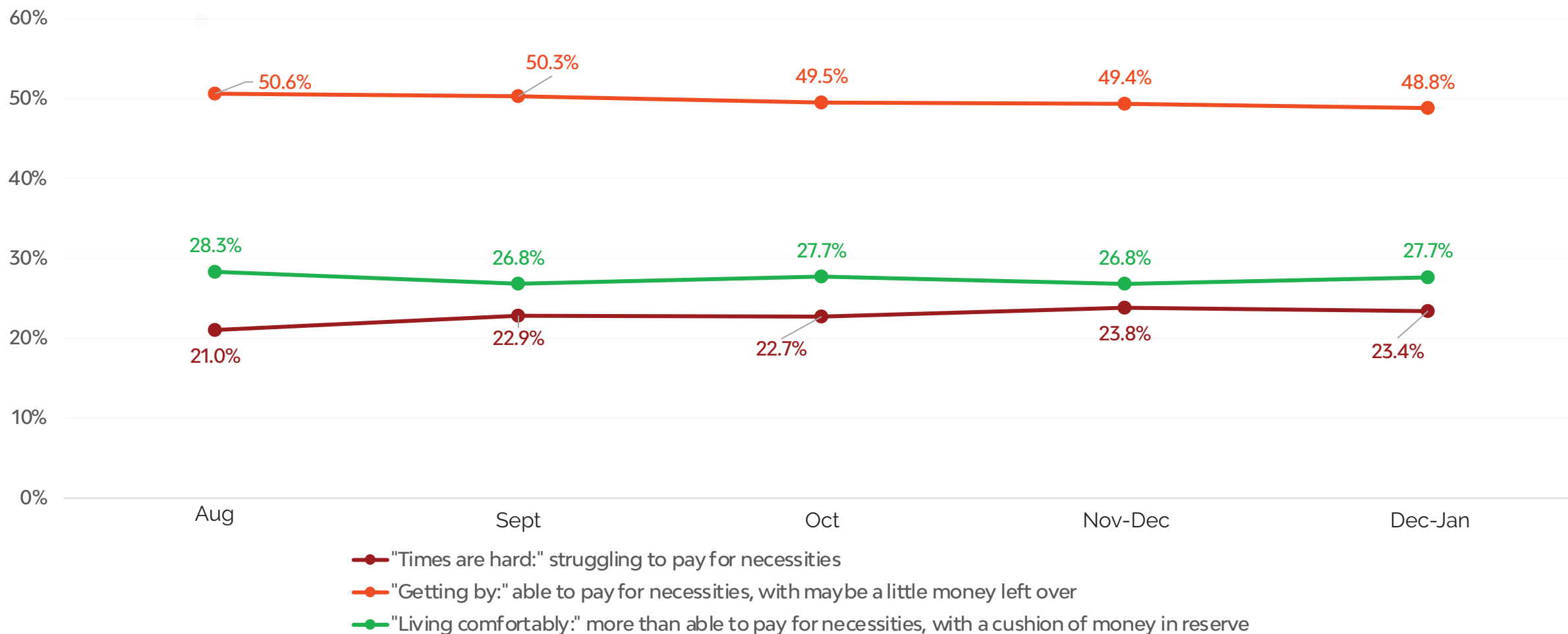
FINANCIAL

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**?



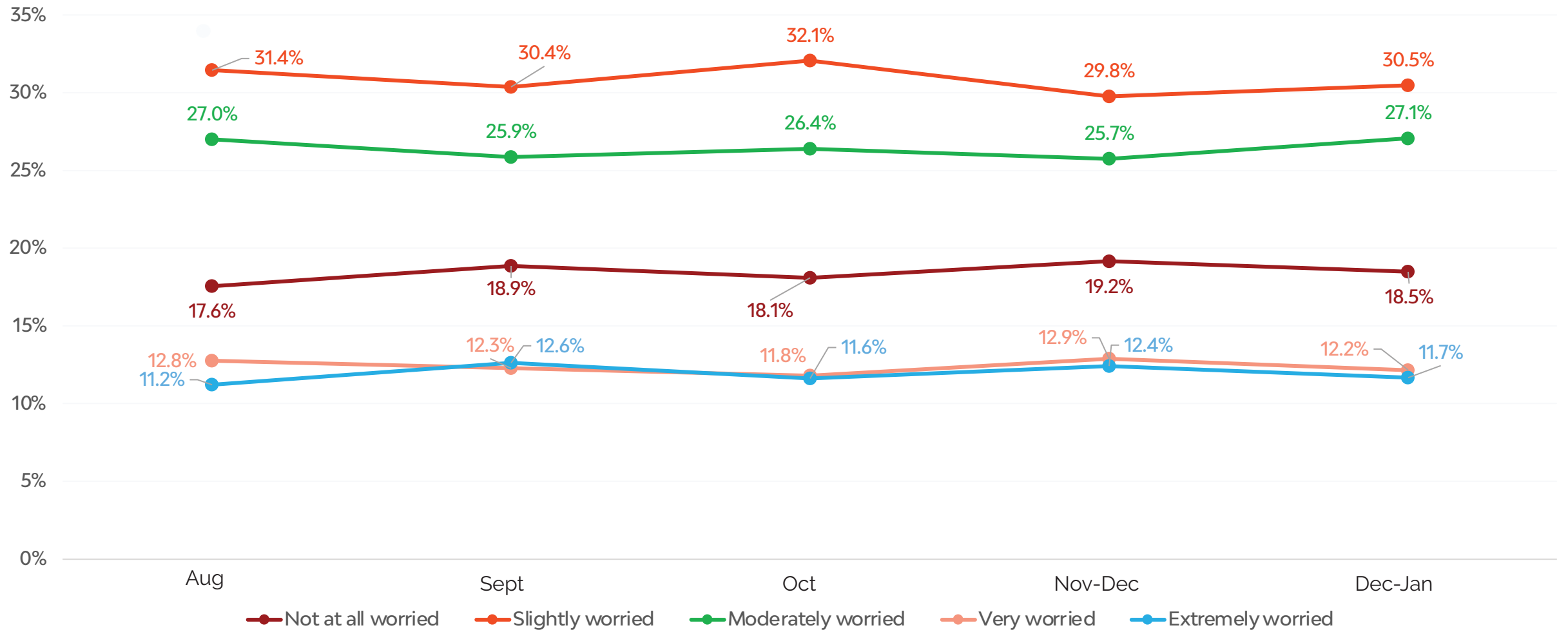
FINANCIAL

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



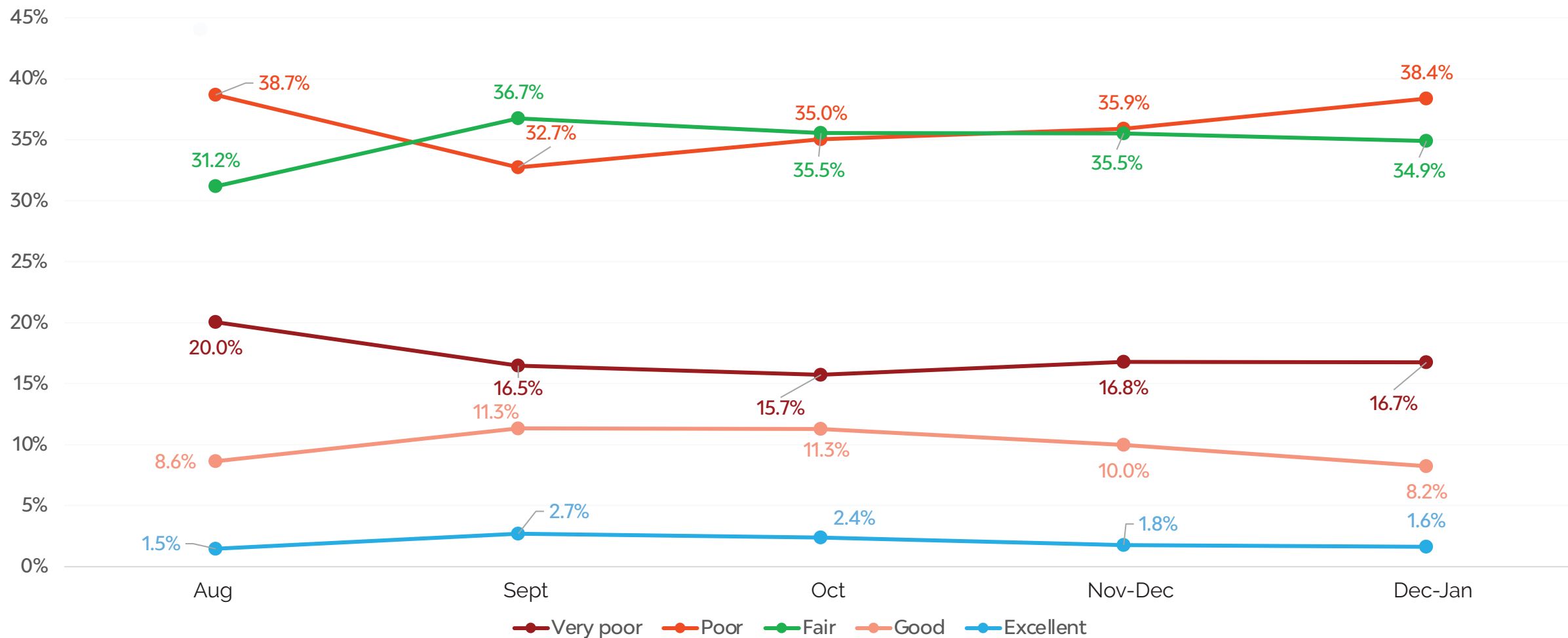
FINANCIAL

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



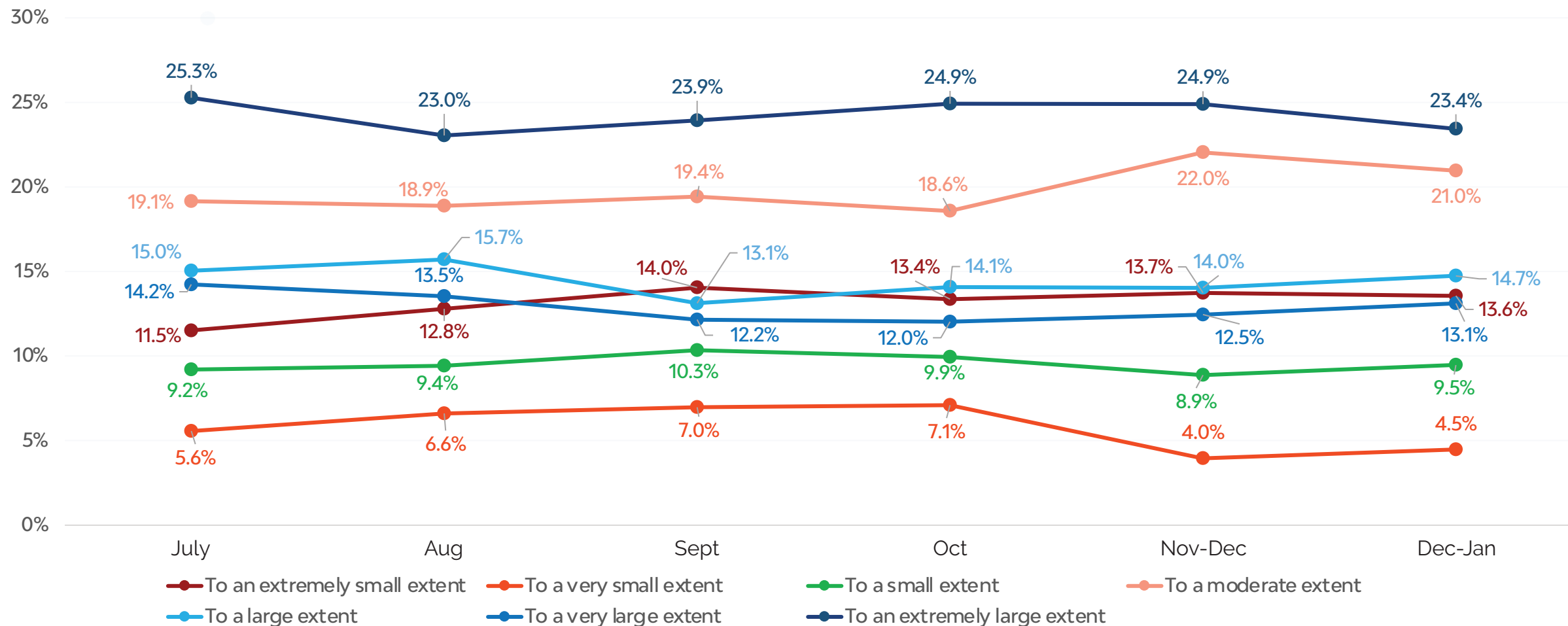
FINANCIAL

What is the **current** quality of the United States economy?



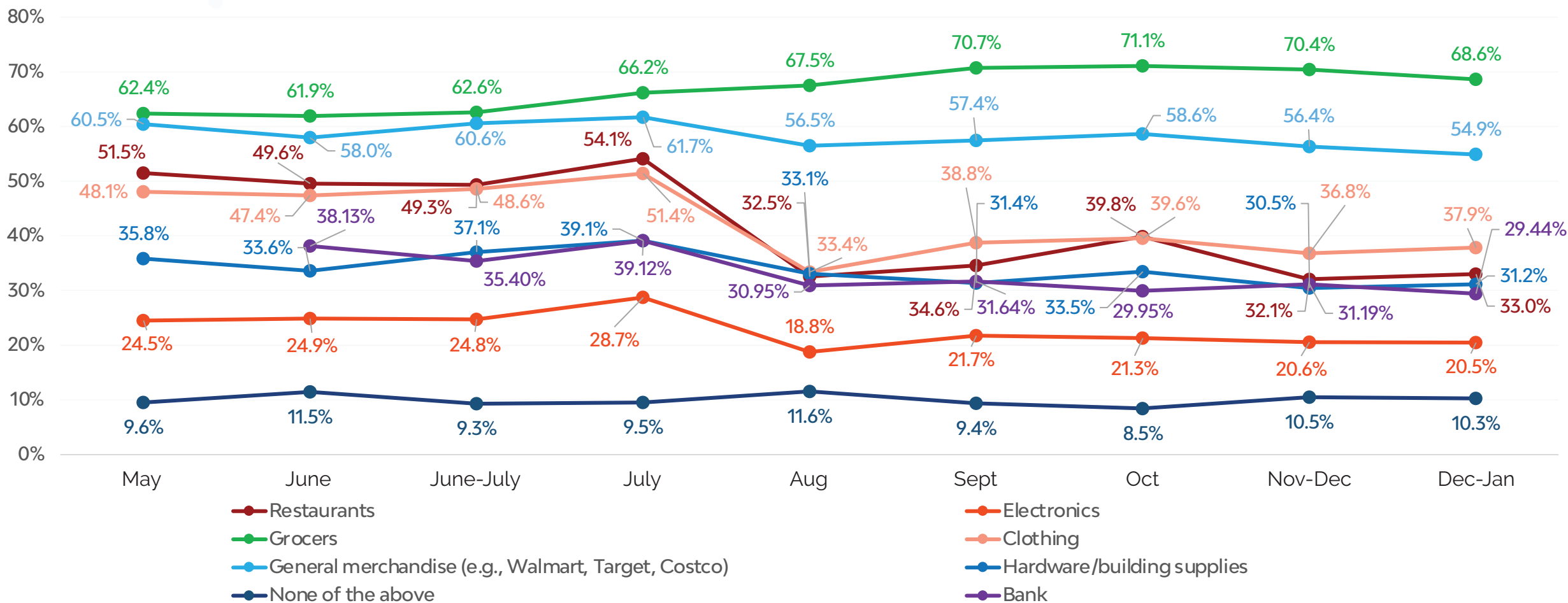
MEDIA

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



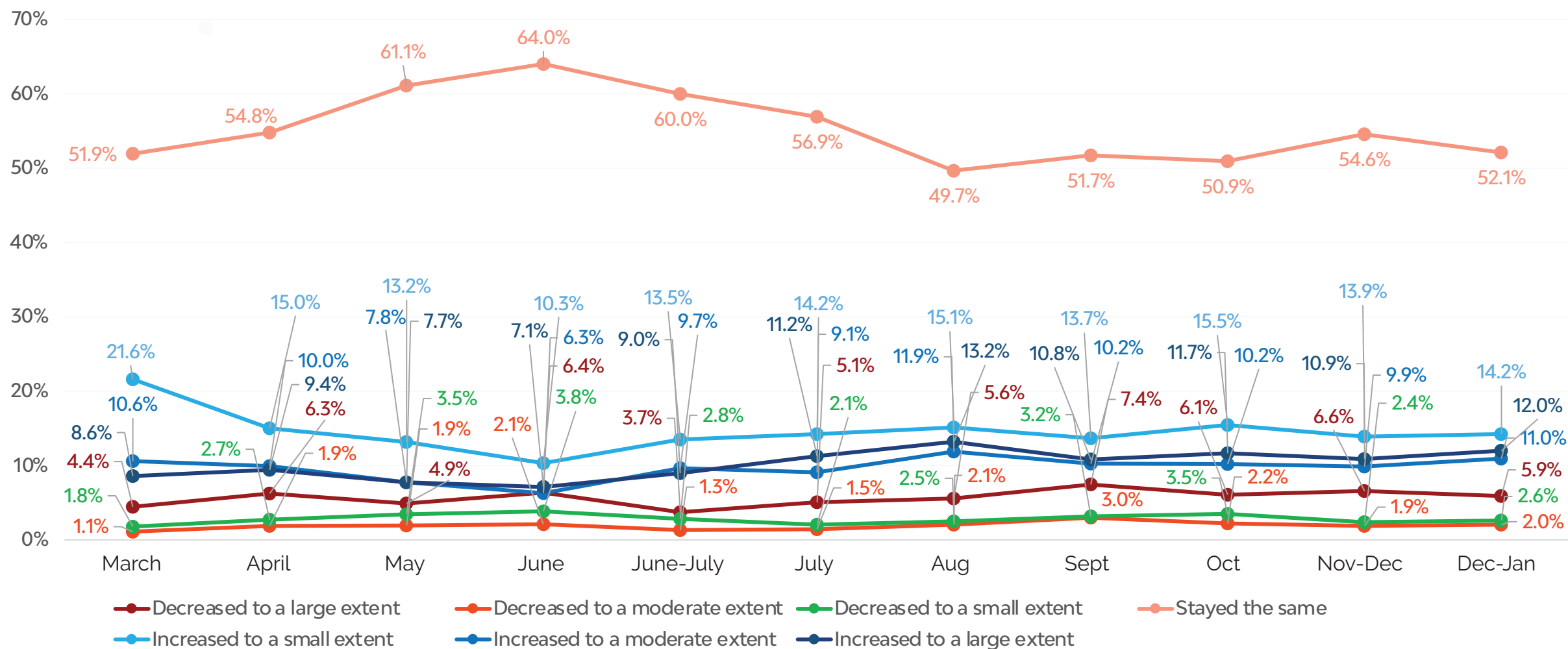
RETAIL

Once shops open, which of these types of **shopping** do you believe you will go back to doing at **physical stores**, rather than online?
Select all that apply.



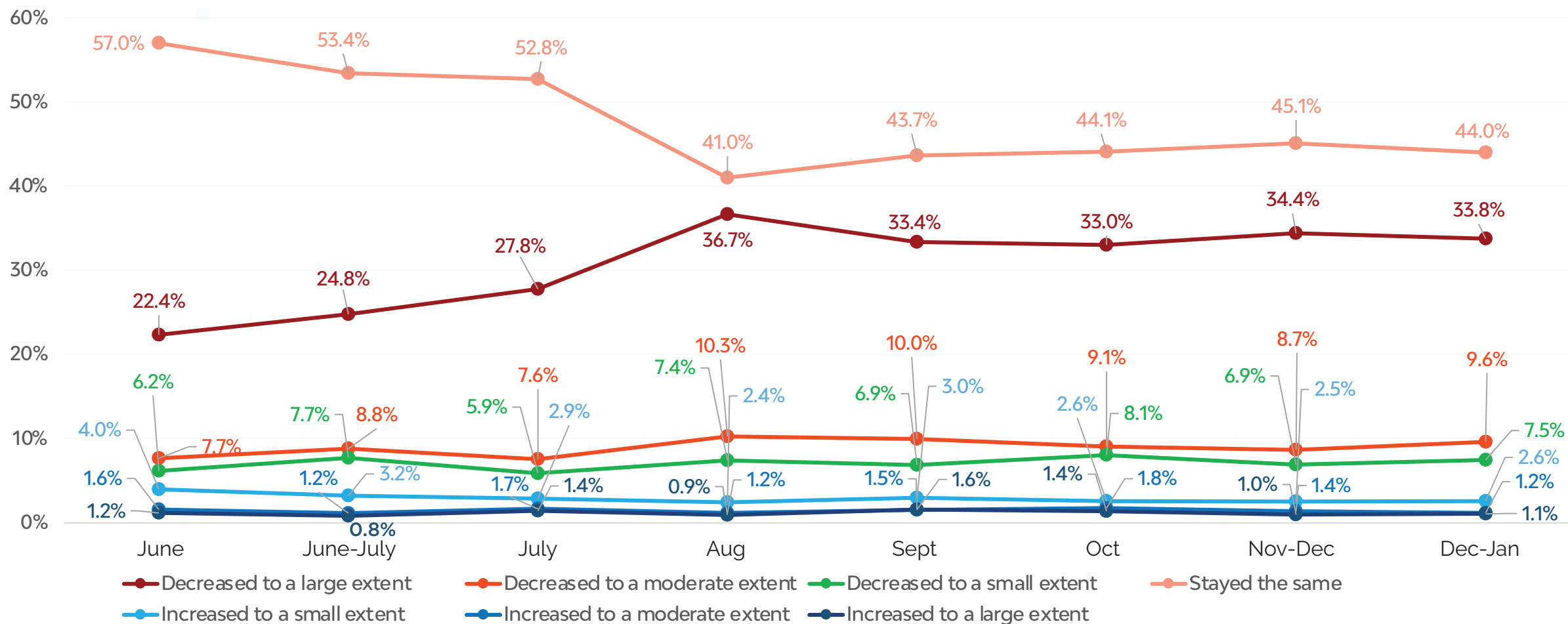
RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to **order groceries online** changed?



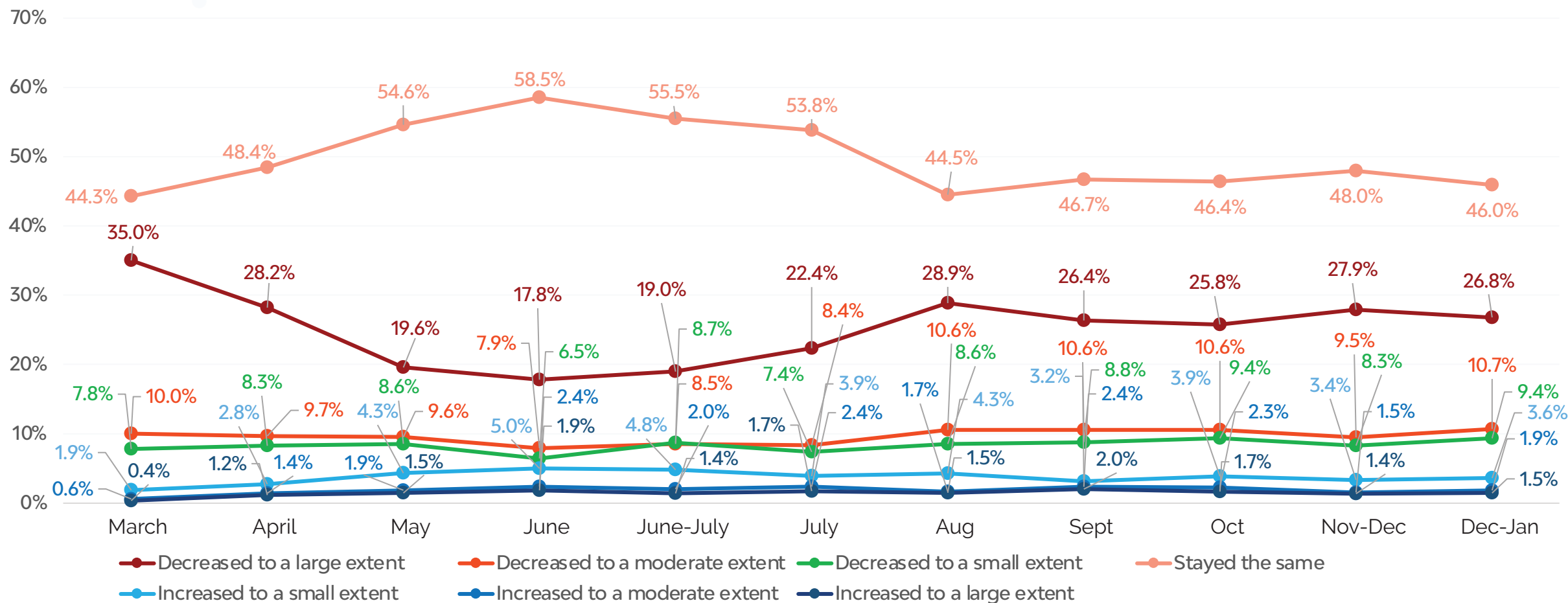
RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to **purchase a "luxury" product** (e.g., fine jewelry, designer clothing) changed?



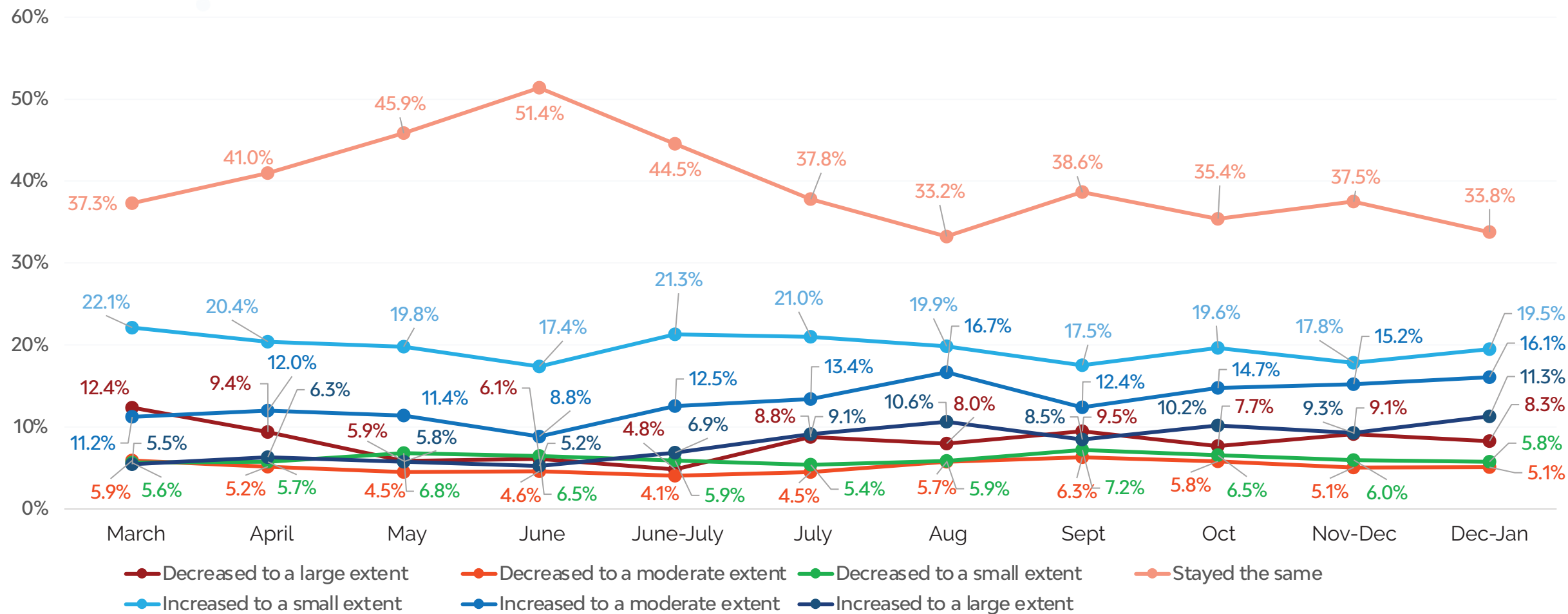
RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to **make a major purchase** (e.g., an automobile) changed?



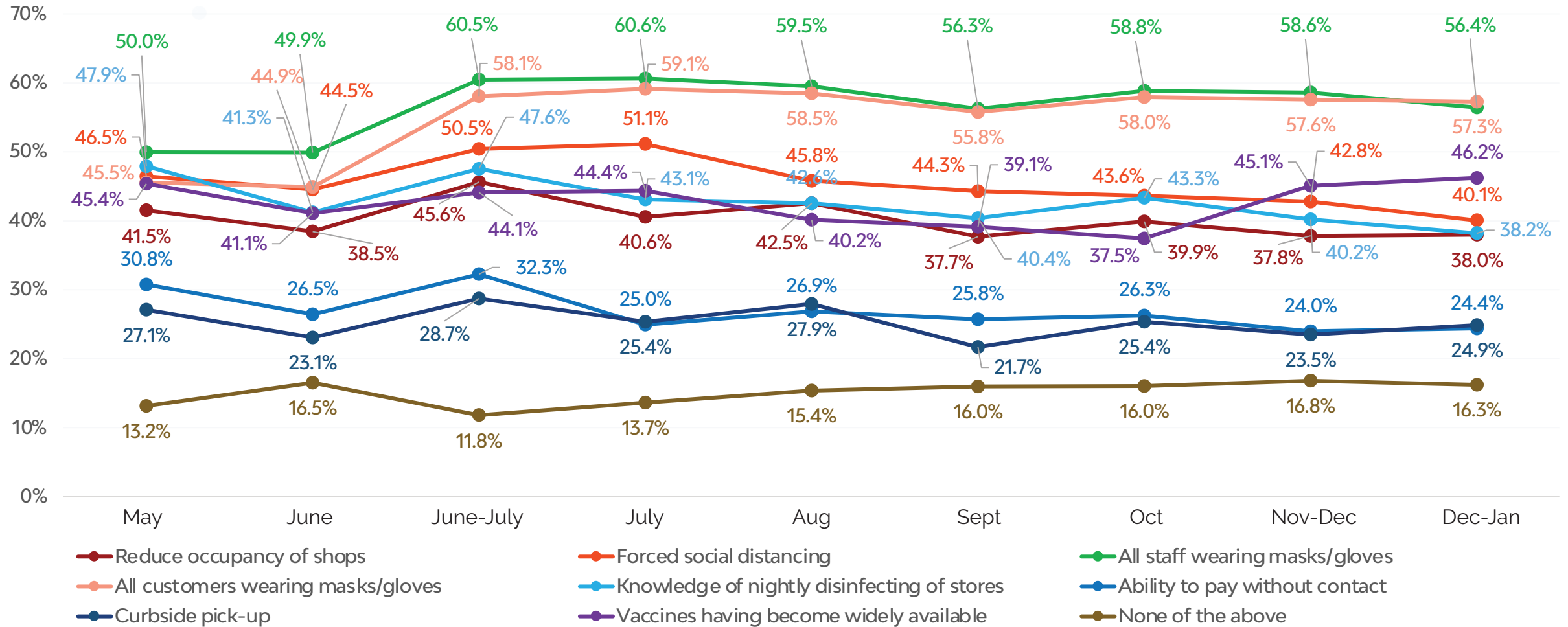
RETAIL

As a result of the coronavirus situation, to what extent has your likelihood to **order food or takeout for delivery** changed?



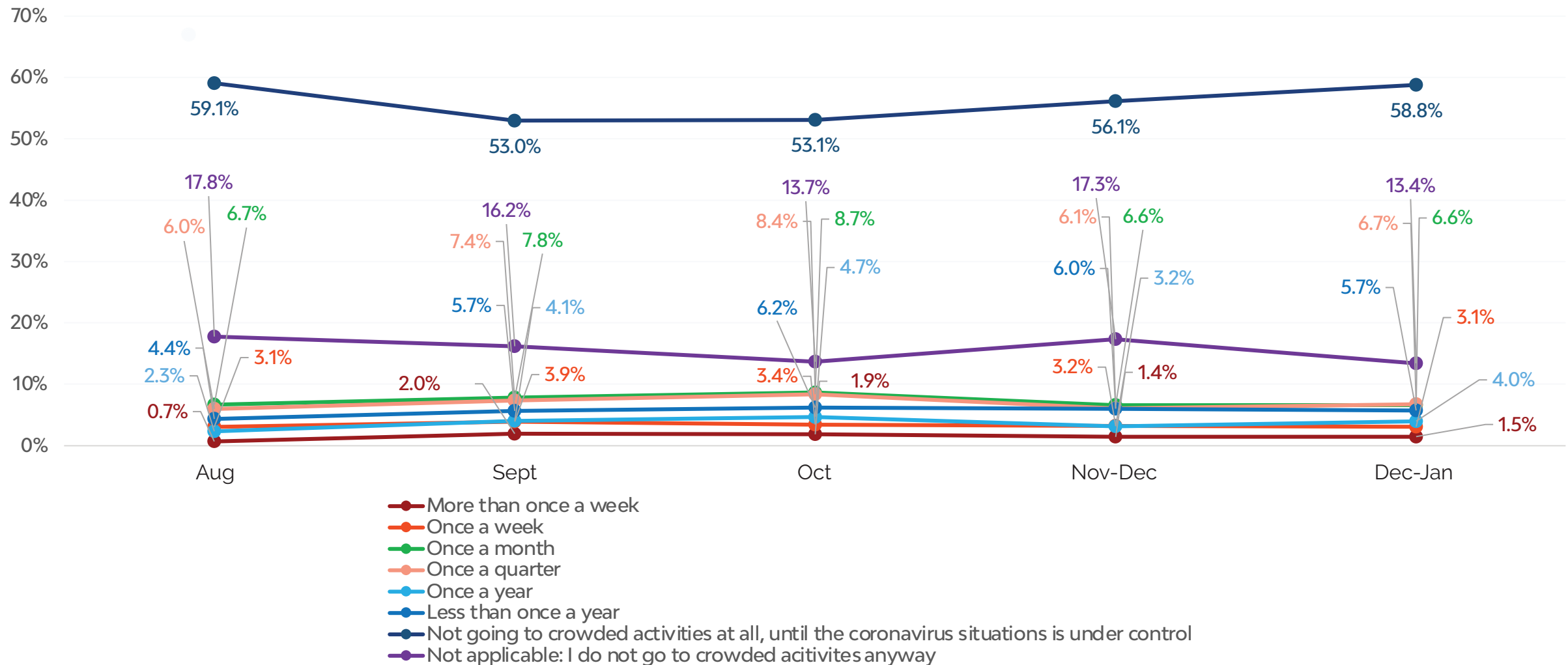
RETAIL

Which of the following would be **required** in order for you to return to shopping from stores once shops open? Select all that apply.



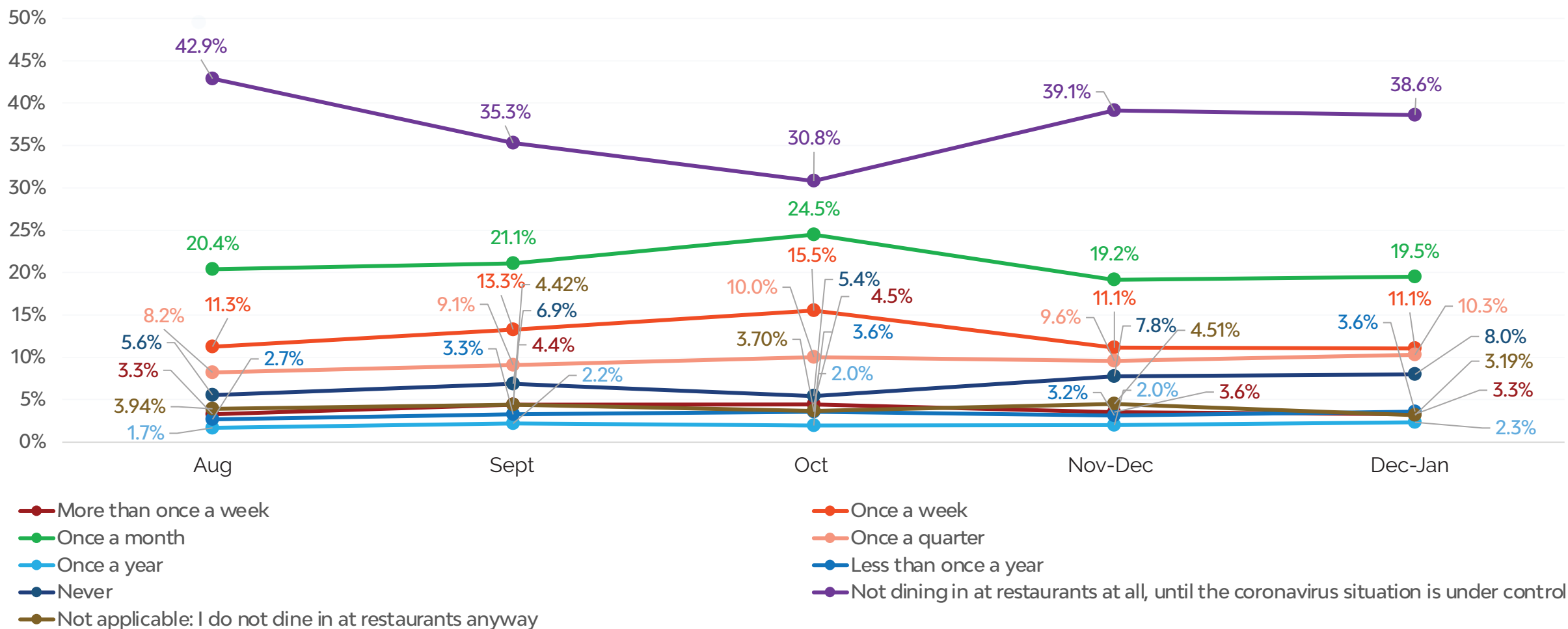
RETAIL

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



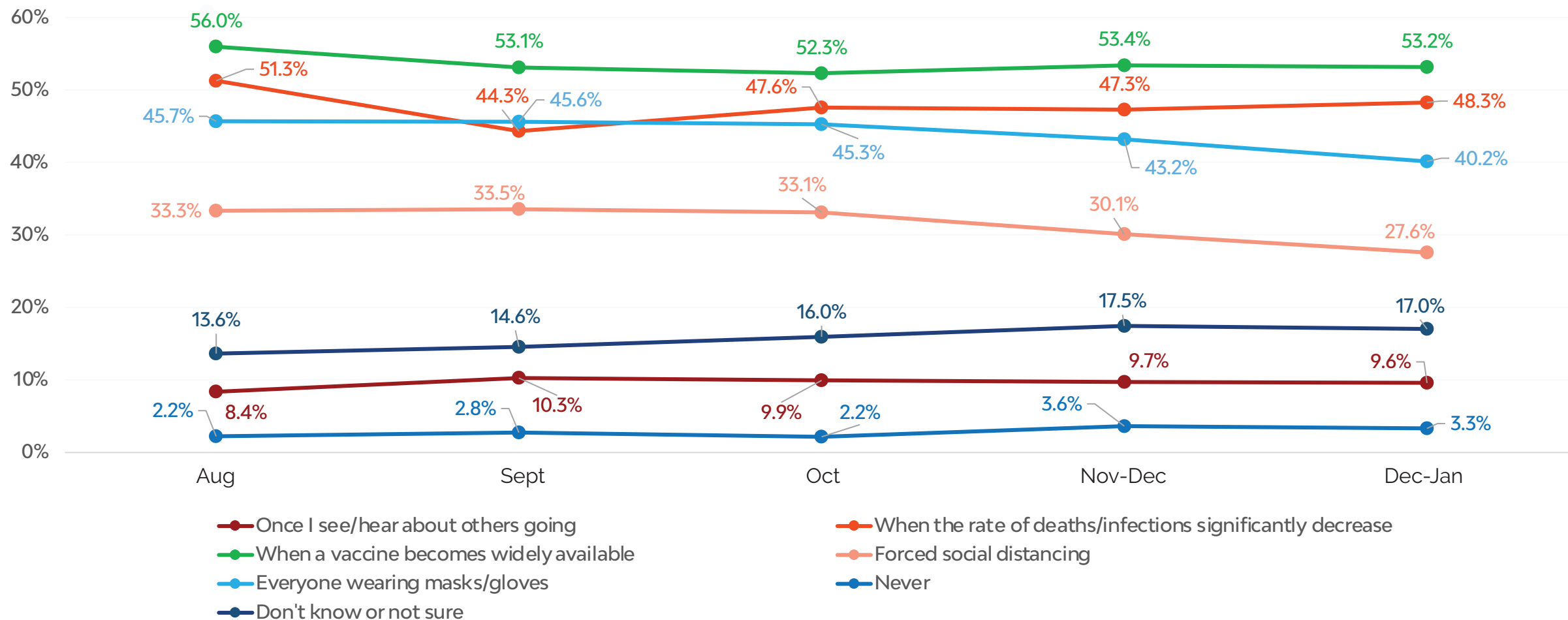
RETAIL

How frequently are you now **dining in at restaurants**?



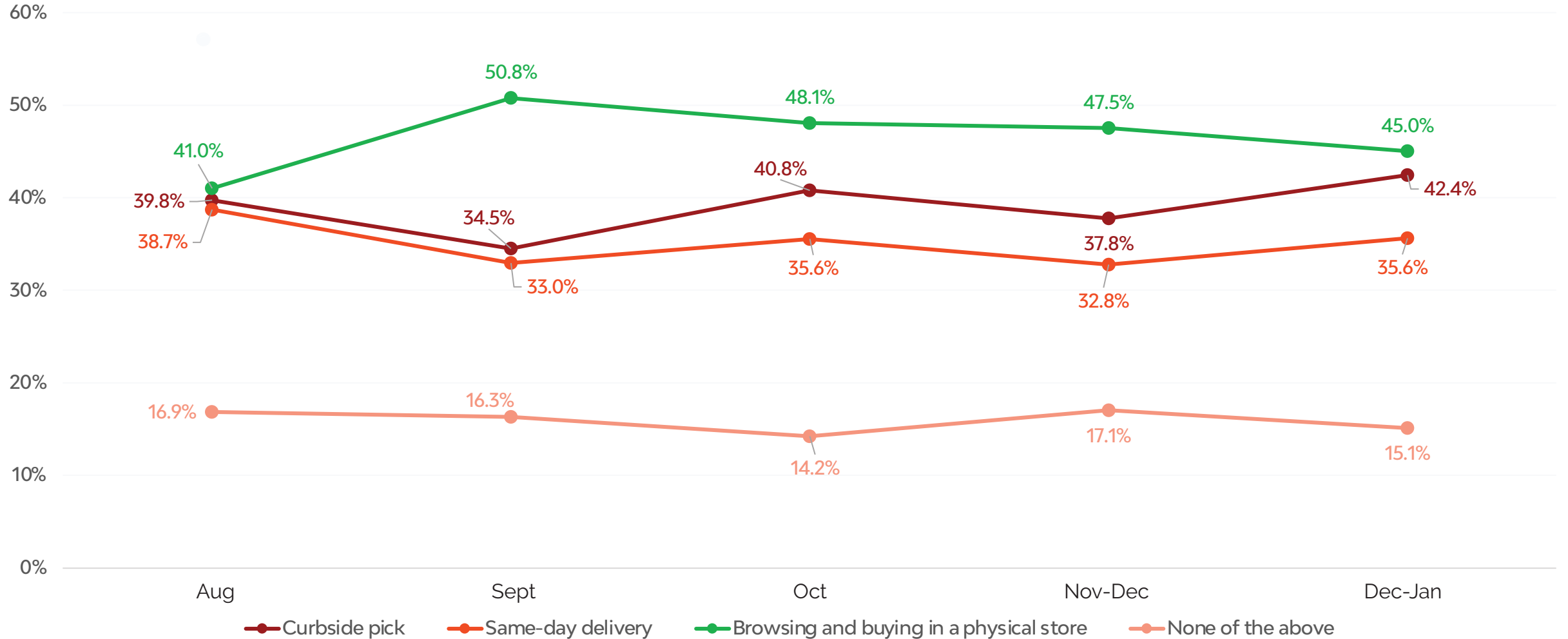
RETAIL

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)? Select all that apply.



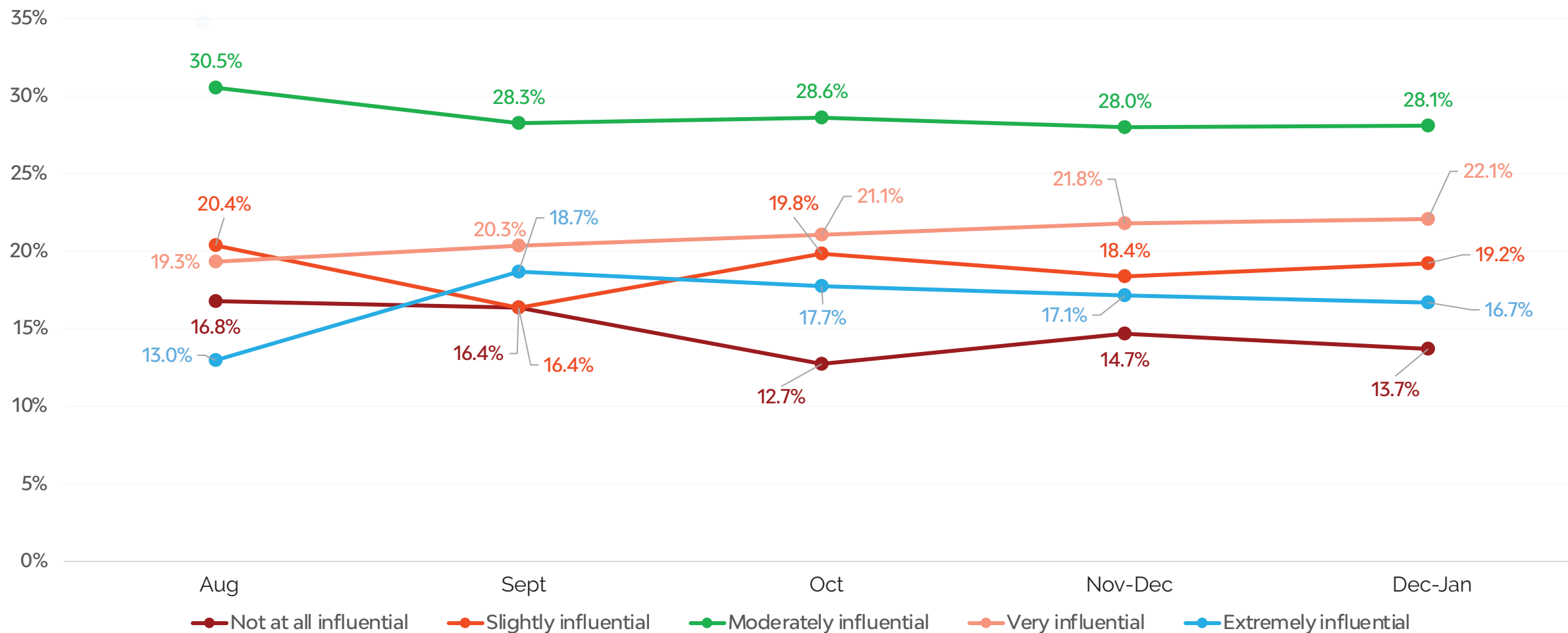
RETAIL

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



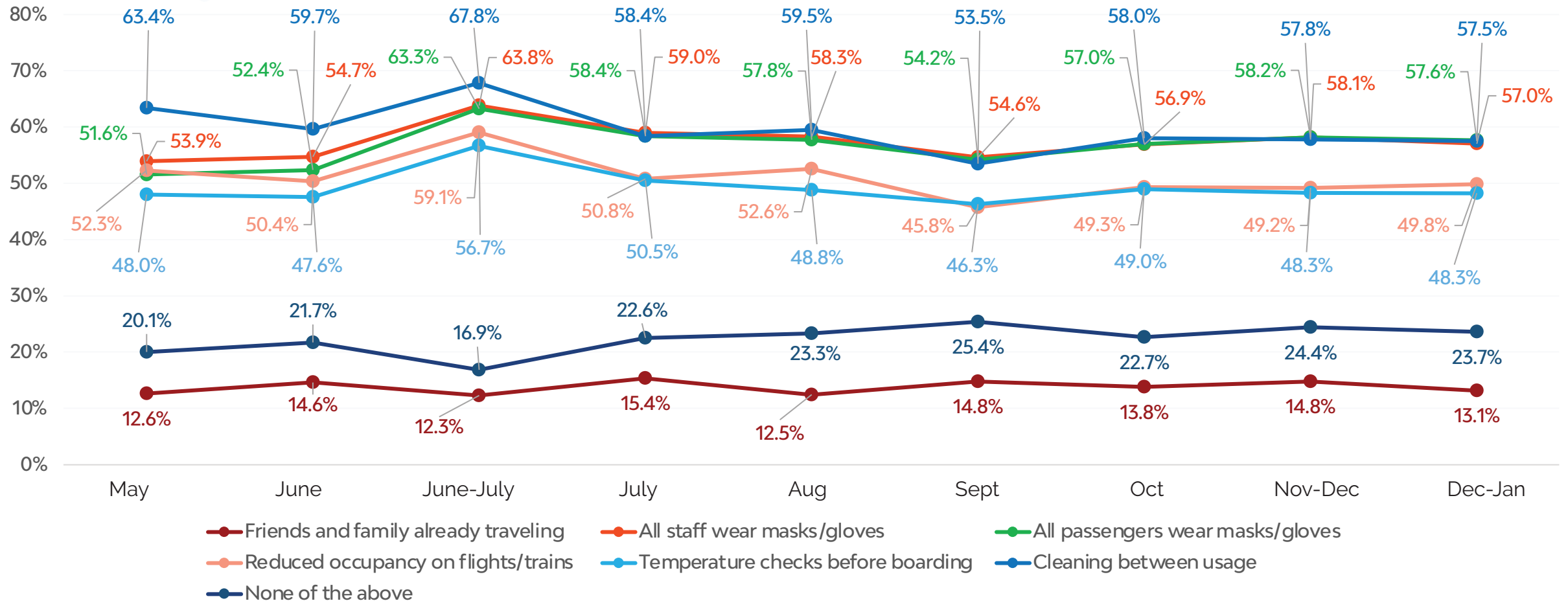
RETAIL

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



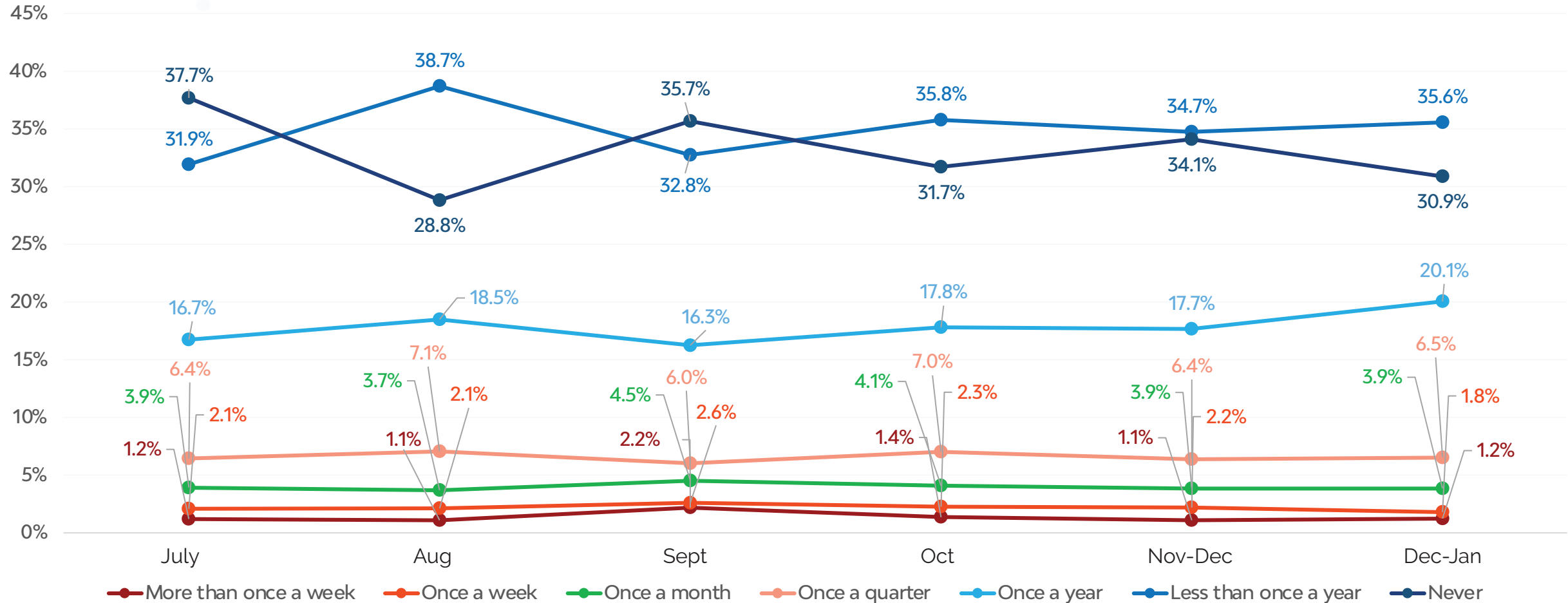
TRAVEL & TRANSPORTATION

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



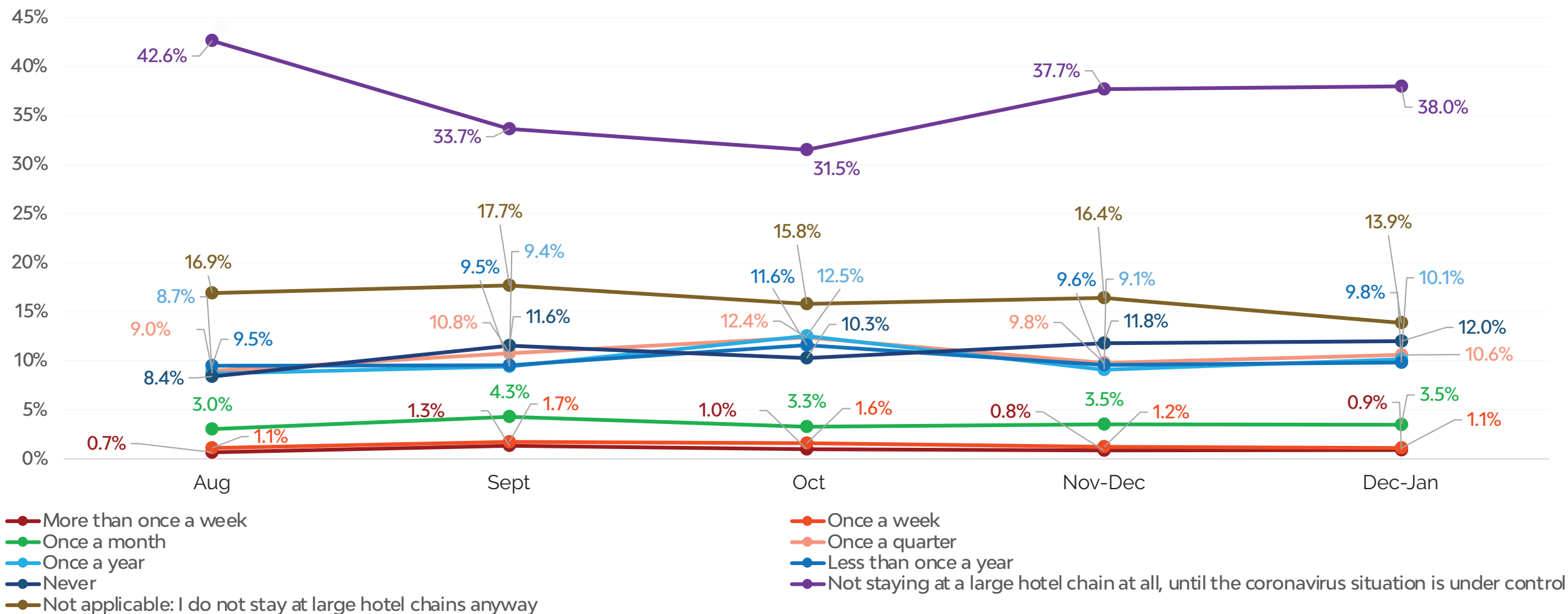
TRAVEL & TRANSPORTATION

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?



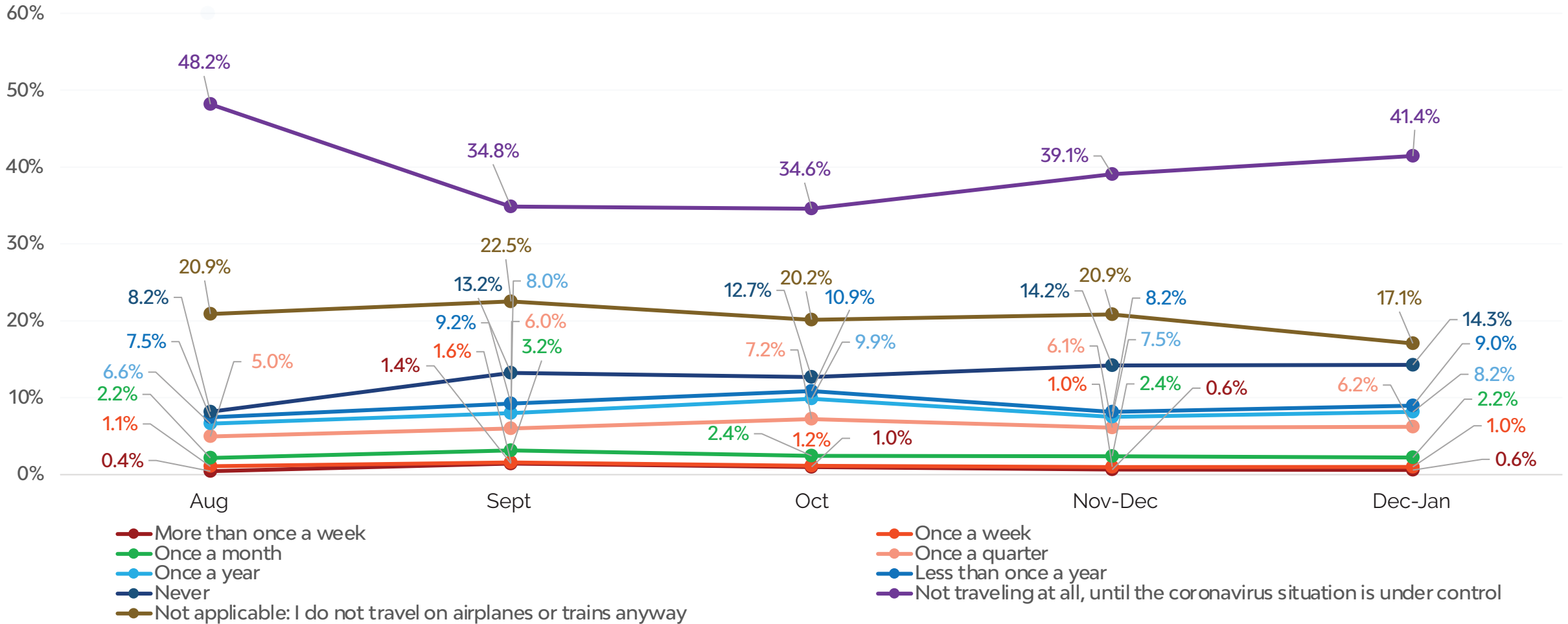
TRAVEL & TRANSPORTATION

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



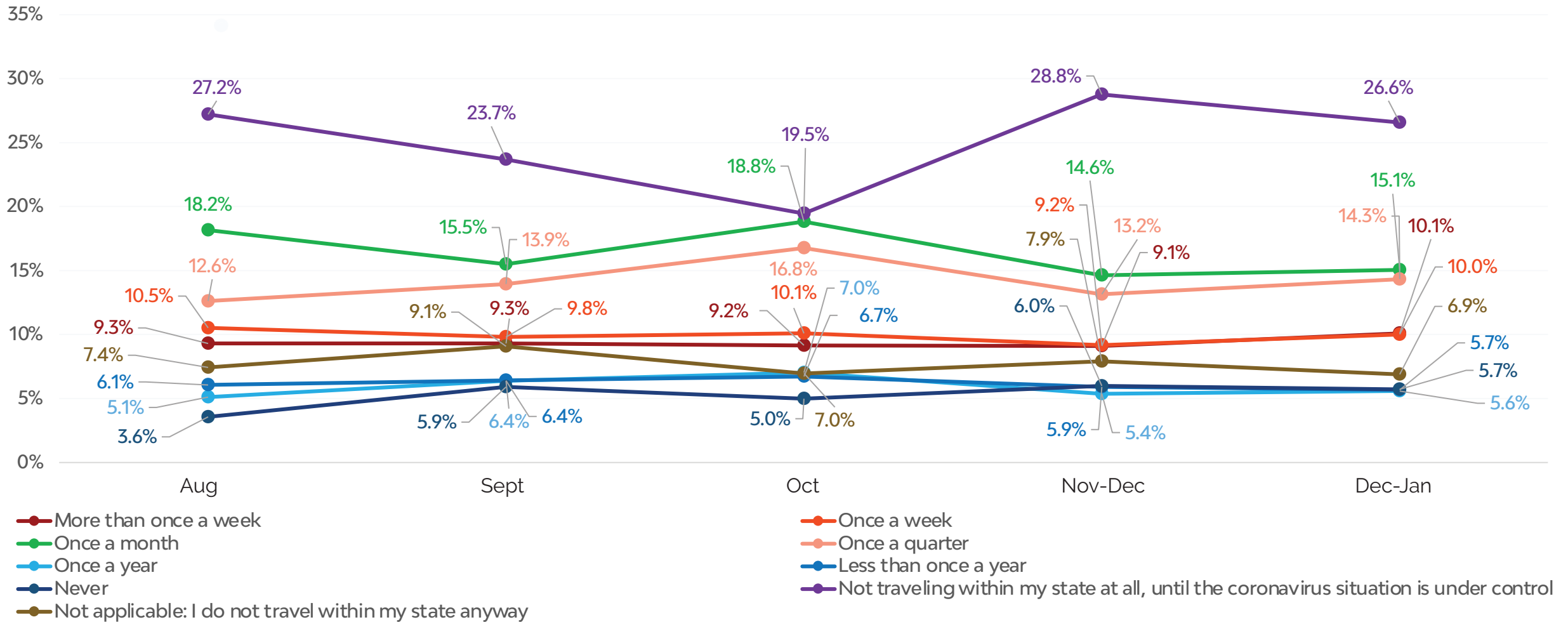
TRAVEL & TRANSPORTATION

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



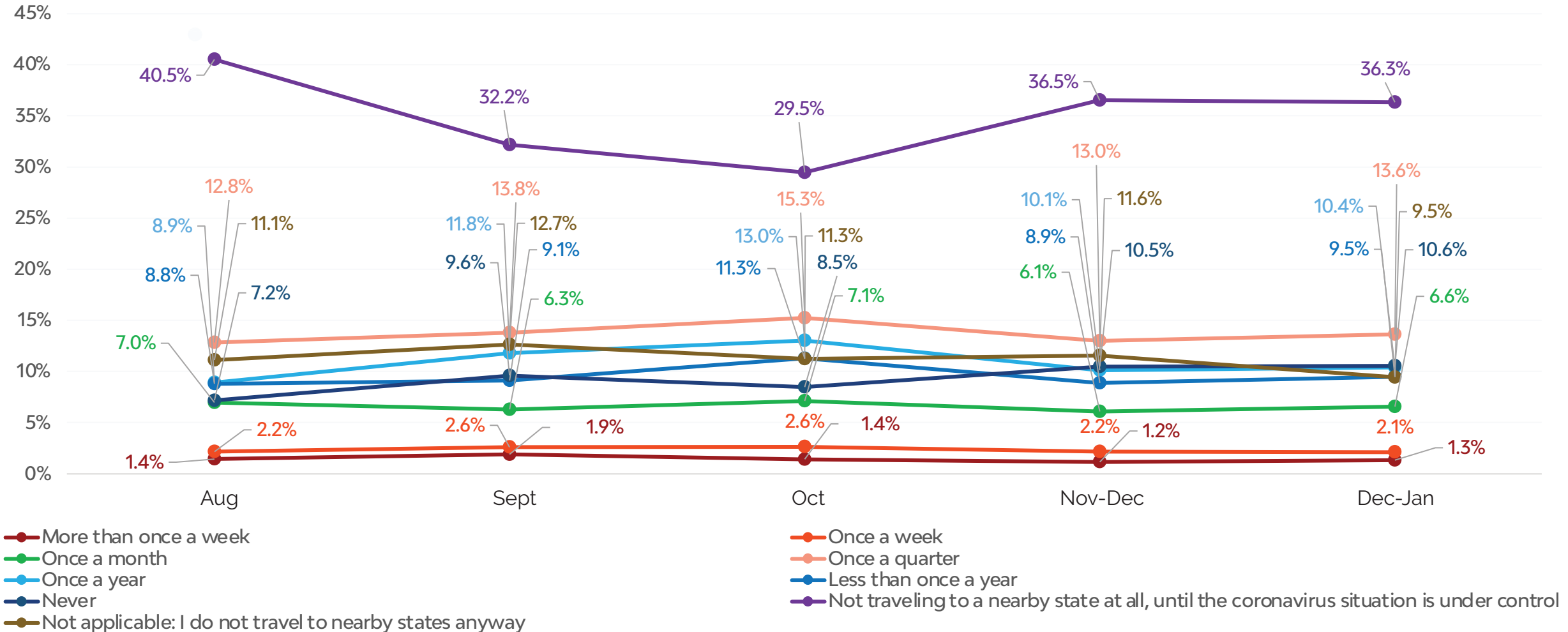
TRAVEL & TRANSPORTATION

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



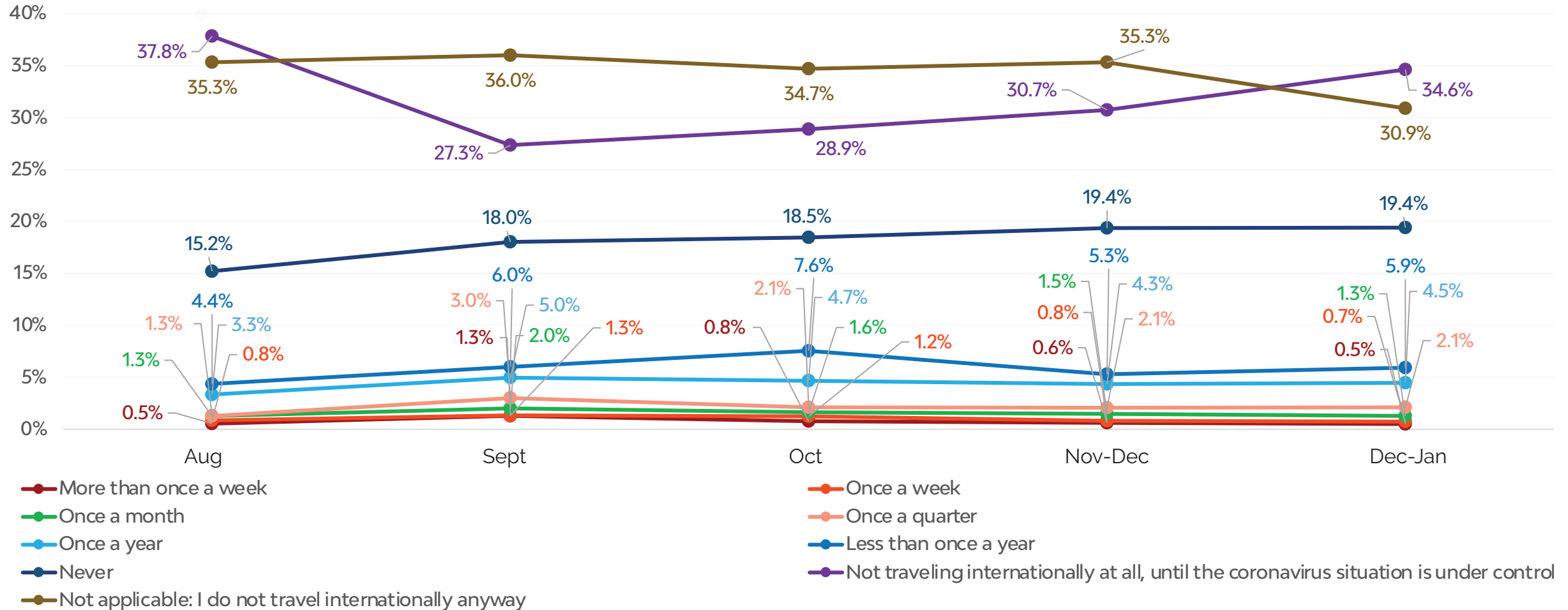
TRAVEL & TRANSPORTATION

How frequently are you now **traveling to a different state?**



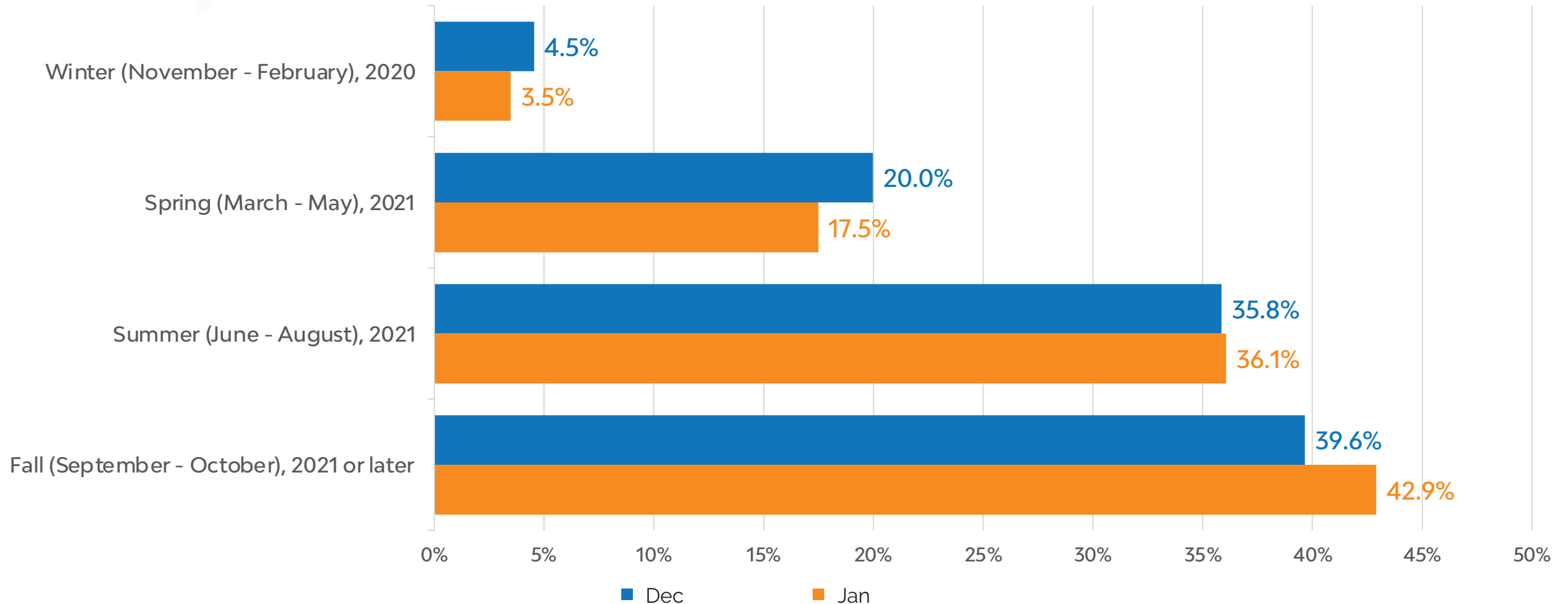
TRAVEL & TRANSPORTATION

How frequently are you now **traveling internationally**?



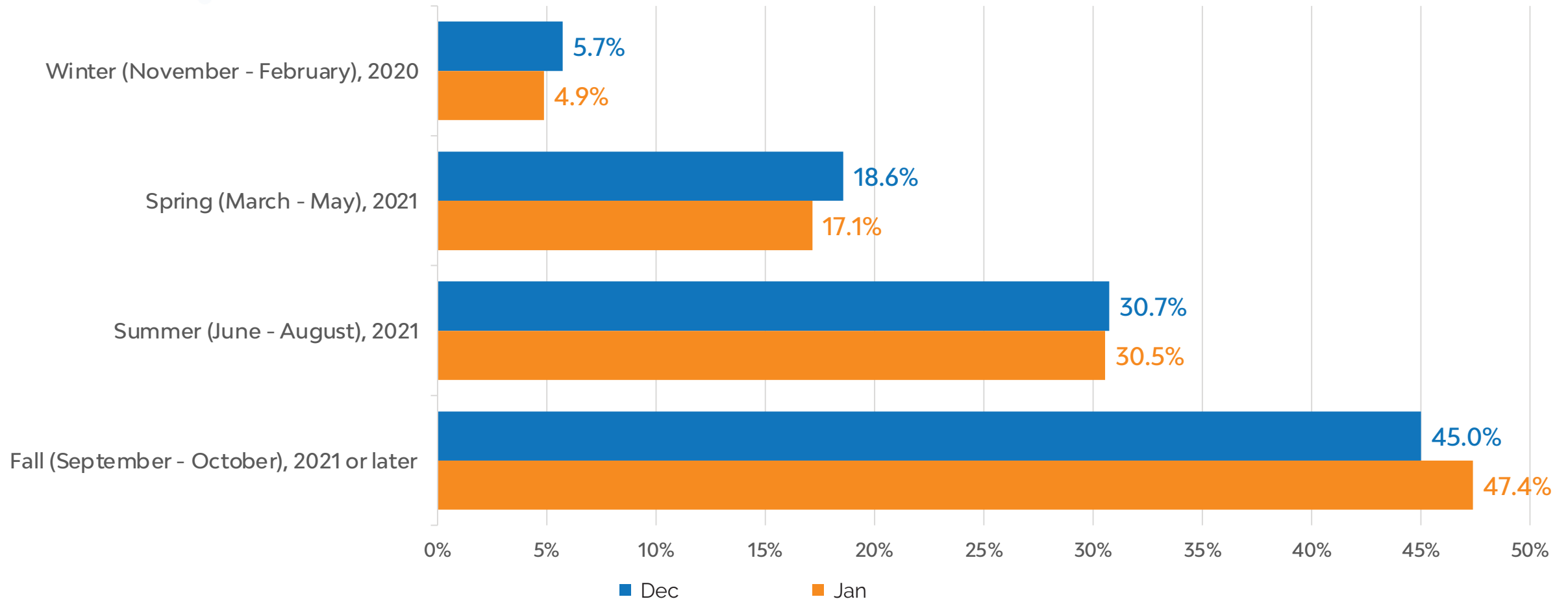
TRAVEL & TRANSPORTATION

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"?





For more information on how you can leverage these timely insights to make a positive impact on your business outlook, please contact us!

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