



OPEN *for*
BUSINESS

FROM RUSHED TO RESISTANT: HOW EAGER ARE CONSUMERS TO REOPEN AMERICA?

You've likely seen the images of crowded beaches and heard the calls for stay-at-home orders to continue. It's clear that sentiment around the coronavirus pandemic recovery runs from one extreme to the other. But, how does that affect your customers and prospects?

We've analyzed the data from our groundbreaking and **up-to-the-moment research on COVID-19** and its impact on consumers. In it, we saw four key groups emerge in relation to sentiment on the reopening of the American economy and their varying comfort level resuming in-person activities: **Reopen Rushers, Reopen Ready, Reopen Reluctant and Reopen Resistant.**

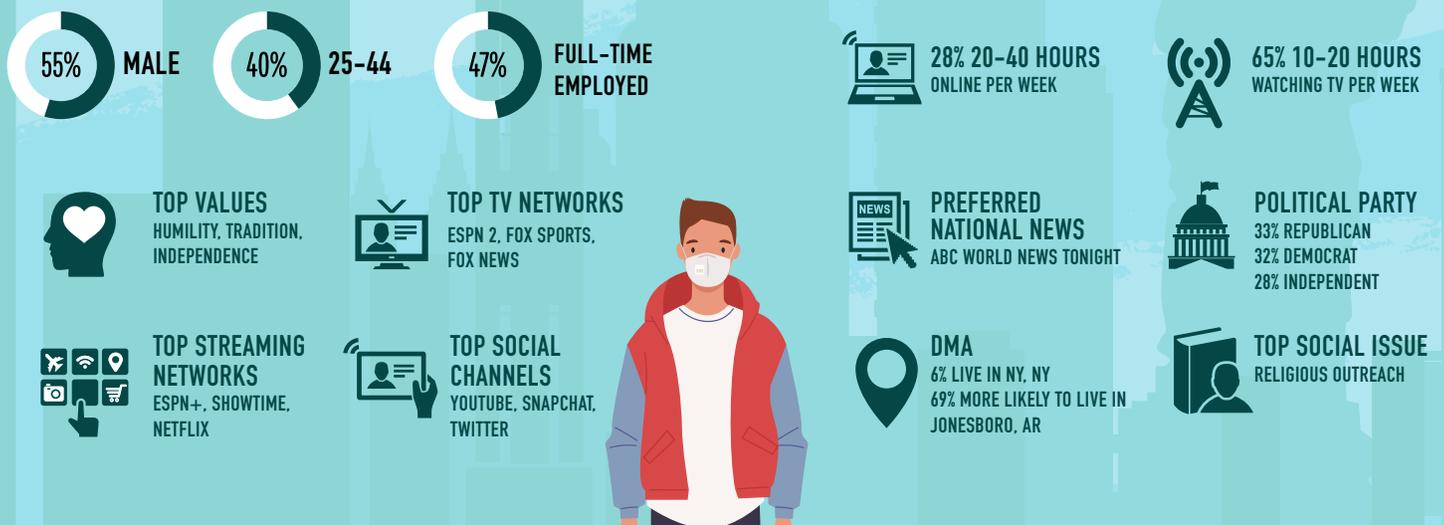
21.1 MILLION

REOPEN RUSHERS

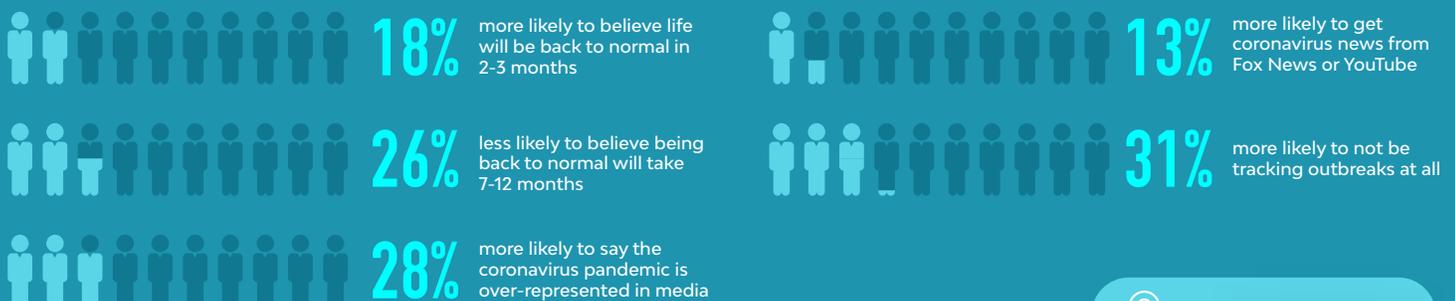
FEEL SAFE DOING MOST IN-PERSON ACTIVITIES

As we work our way through these 4 segments, you'll start to notice a theme: from those who are restless and feel eager to get back to normal to those who are extremely apprehensive, their behavior in regard to COVID-19 precautions does not change drastically. Even our Reopen Rushers are washing their hands and staying at home when possible.

But, where we see the difference in the Reopen Rushers group is their belief that we'll be back to normal in a matter of months. This aligns with their top values, including tradition and independence. They're not overly concerned with closely tracking hot spots or paying too much attention to the media, which they're 28% more likely to believe is overblowing the pandemic in its coverage.



COMPARED TO THE AVERAGE AMERICAN, THIS GROUP IS...



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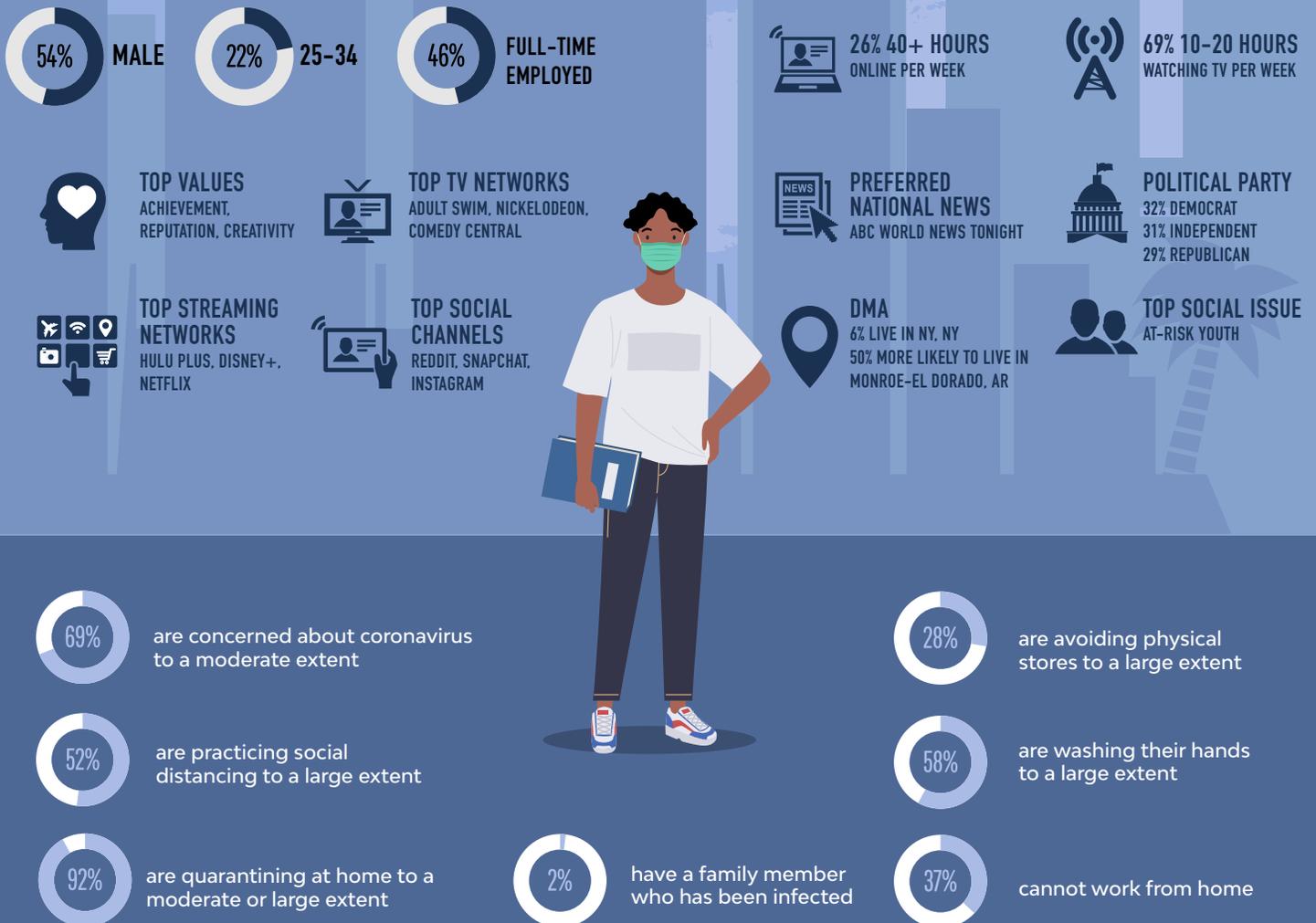
9.5 MILLION

REOPEN READY

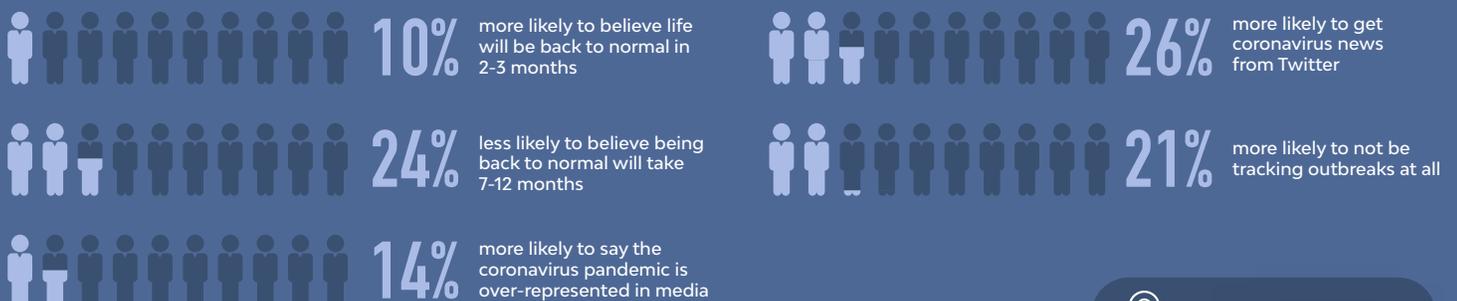
FEEL SAFE DOING SEVERAL IN-PERSON ACTIVITIES

Getting into the Reopen Ready segment, these consumers don't want to rush the process, but they're waiting and ready when their state does reopen. Right now, 28% are avoiding physical stores to a large extent, but these may be your consumers ready to shop again once they get the green light. They're 10% more likely to believe a quick turnaround is possible and 24% less likely to think it could take as long as 7-12 months.

They're looking to Twitter for news and information, and they're 14% more likely to believe the media is over-representing the pandemic. Given that this group values achievement and reputation, they may be eager to get back into the normalcy of the workplace and life in order to maintain their identity as a successful individual.



COMPARED TO THE AVERAGE AMERICAN, THIS GROUP IS...



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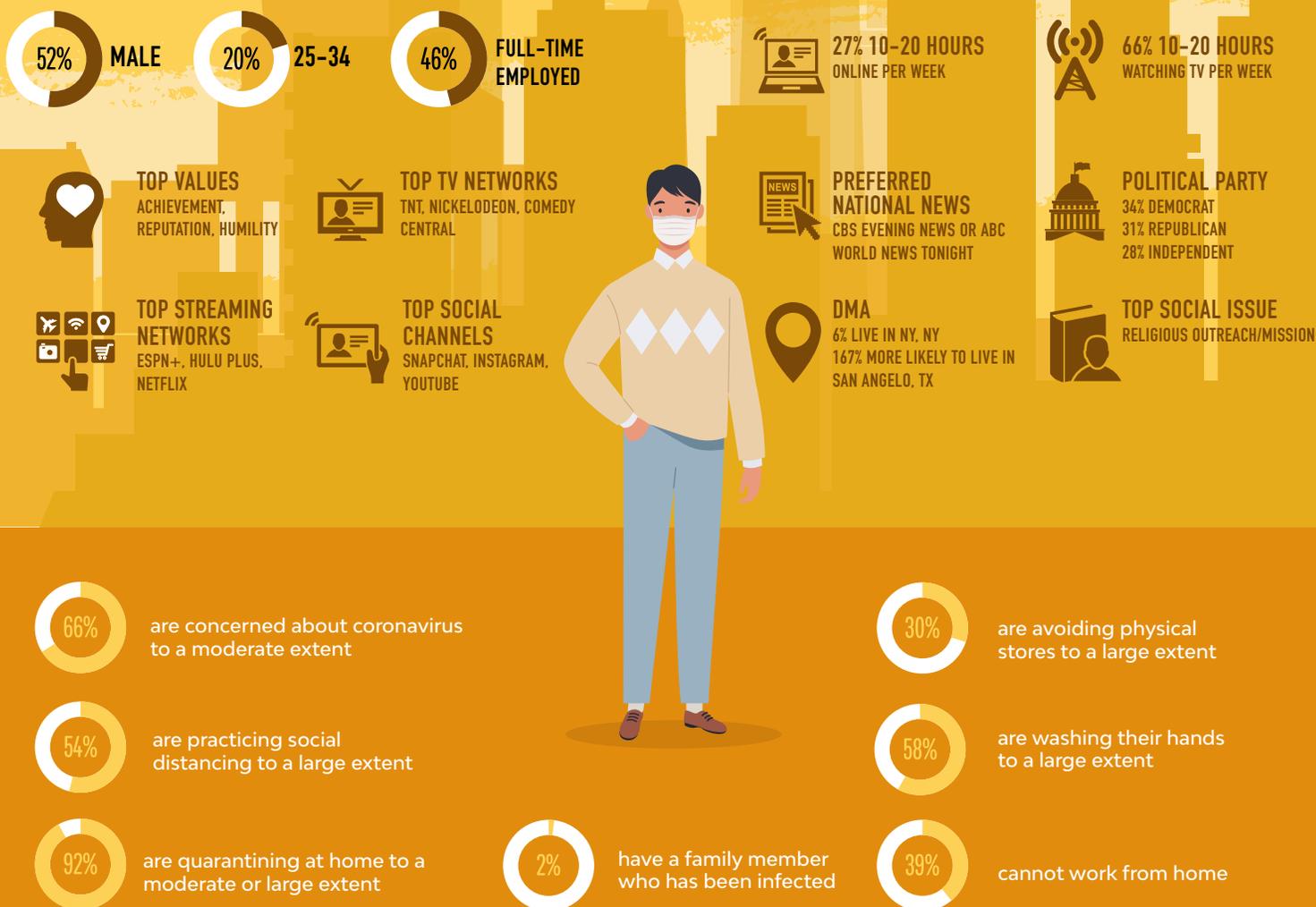
30.3
MILLION

REOPEN RELUCTANT

FEEL SAFE DOING A FEW IN-PERSON ACTIVITIES

Surprisingly, the Reopen Reluctant group is 24% more likely to believe we'll be back to normal in 2-3 months and 25% more likely to believe the pandemic is being over-represented by the media – this group is hesitant about the reopen, but perhaps optimistic about the country's ability to recover in an expedited manner.

They fall in line with the other groups in terms of practicing social distancing and safety precautions, and they're also 2% more likely to be tracking outbreaks regularly throughout their day. It could certainly be the awareness of illness spread that has led this group, while cautiously optimistic about reopening, to believe that perhaps it isn't the best decision right this minute.



COMPARED TO THE AVERAGE AMERICAN, THIS GROUP IS...



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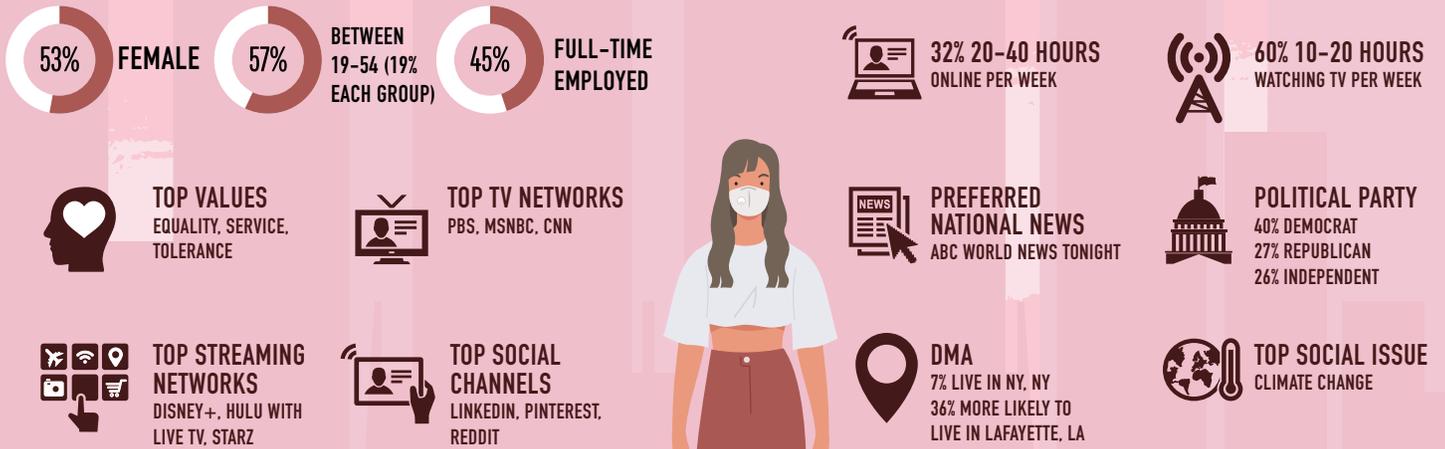
165.8
MILLION

REOPEN RESISTANT

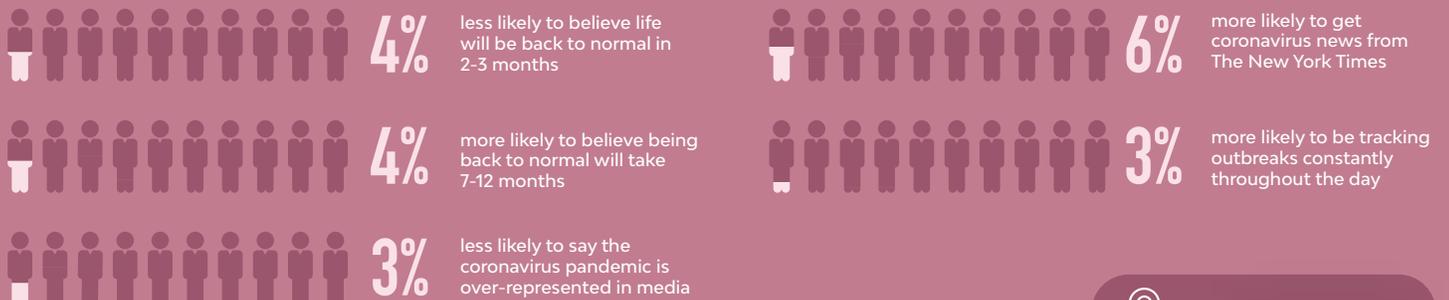
FEEL SAFE DOING LITTLE TO NO IN-PERSON ACTIVITIES

The largest segment is the Reopen Resistant group. At 165.8 million strong, this group is not sure reopening is the right decision at this point and their behaviors align. Their resistance to resume "normal" life could be made easier by the fact that only 30% cannot work from home.

Additionally, 40% of this group identifies as Democrat, the highest of all four groups. This group is closely following along with pandemic news. 71% believe the media is appropriately representing the pandemic, while 88% are tracking outbreaks frequently or constantly throughout the day.



COMPARED TO THE AVERAGE AMERICAN, THIS GROUP IS...



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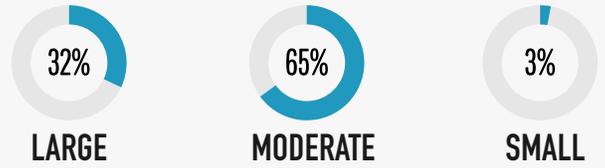
TO WHAT EXTENT ARE THESE GROUPS CONCERNED ABOUT THE ECONOMIC AND HEALTH-RELATED IMPACTS OF COVID-19?

REOPEN RUSHERS

ECONOMIC IMPACT



HEALTH CONSEQUENCES

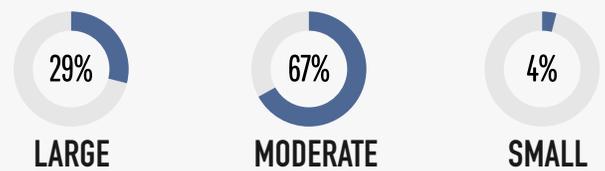


REOPEN READY

ECONOMIC IMPACT

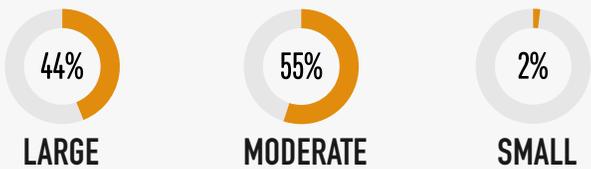


HEALTH CONSEQUENCES

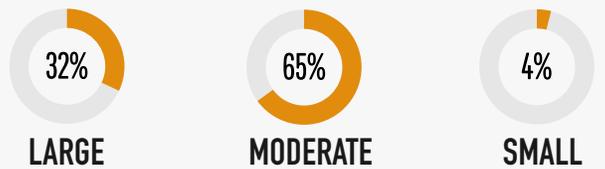


REOPEN RELUCTANT

ECONOMIC IMPACT

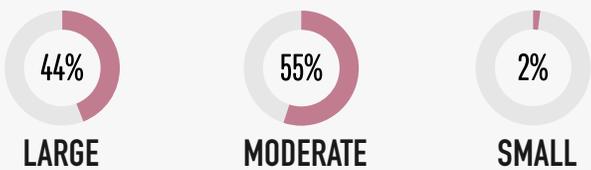


HEALTH CONSEQUENCES

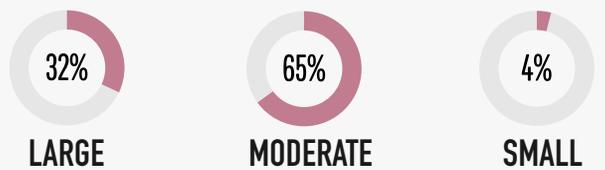


REOPEN RESISTANT

ECONOMIC IMPACT



HEALTH CONSEQUENCES



These numbers are a snapshot of where four consumer segments are today. We know that consumer sentiment is shifting constantly — particularly as we stand in a time of crisis and rebuilding. Resonate provides the only up-to-the-minute data intelligence that helps you reach your consumers where they are now.

We know last month's data won't cut it as you adjust messaging, marketing, strategy and product development in an ever-changing world. For your own glimpse into the data, download ***Reopening America: Up-to-the-Moment U.S. Consumer Sentiment During the Pandemic*** today. And, if you want even more information on consumers and how your audiences fit into these profiles, **[request a demo of the Resonate Ignite Platform](#)** today.

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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