



Covid-19 Pandemic Impact on US Consumers

W12 | June 11-12, 2020

| STUDY OVERVIEW

Objectives

To understand the changing US consumer landscape during the Covid-19 global pandemic, aytm is conducting a weekly tracker focused on Americans' attitudes and perceptions of the virus, its impact on their daily life, changes in purchase and consumption behavior, and consumers' outlook on the future.

Methodology

A 7-minute online survey was conducted among N=1000 US adults aware of Covid-19 sampled and weighted to be reflective of the US population.*

This twelfth wave of aytm's Covid-19 Consumer Tracker fielded Thursday, June 11 – Friday, June 12, 2020 using aytm's survey platform and proprietary panel PaidViewpoint.

**Data was weighted on four key demographics – Age by Gender; Annual Household Income; and, four main US Regions.*

Reported sample sizes are unweighted sample sizes unless otherwise noted.

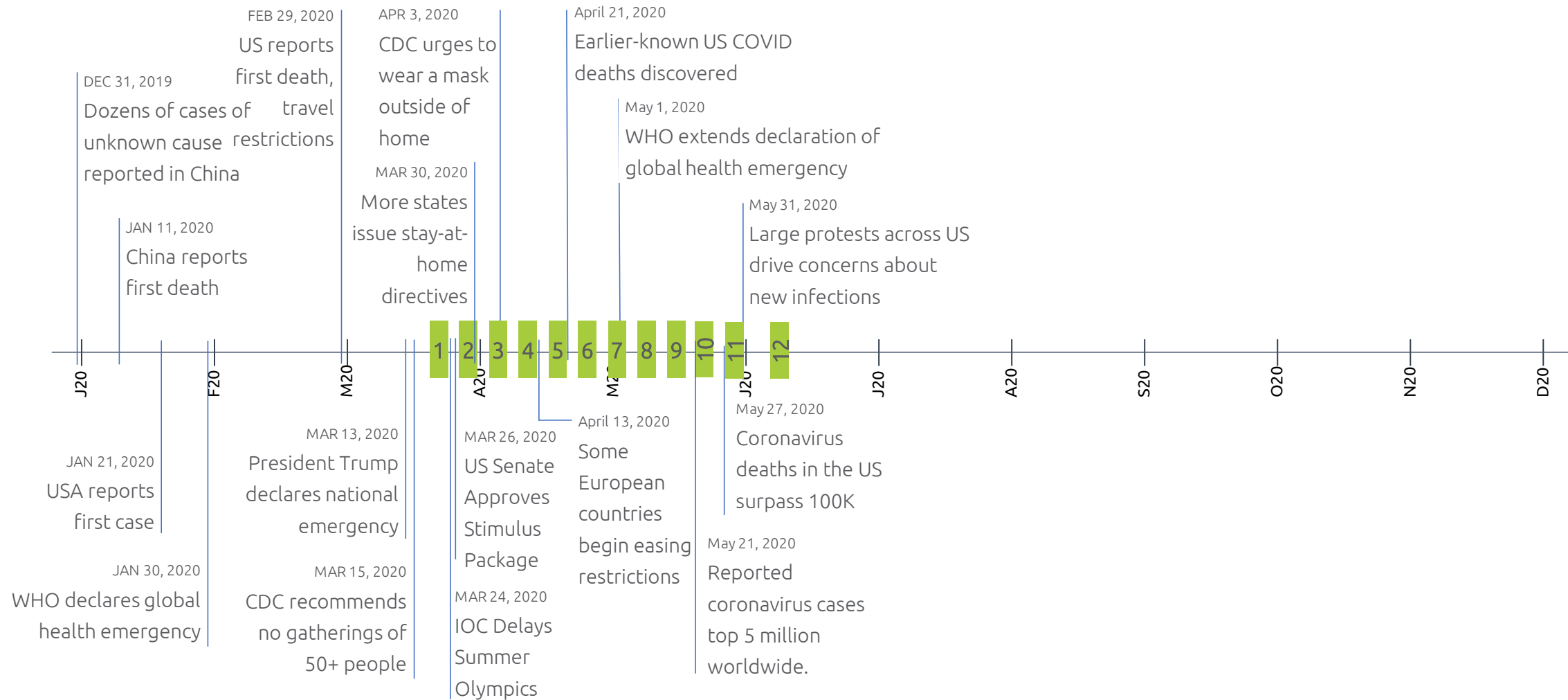
All significance testing is conducted at 95% confidence level with the effective base used as the sample base for statistical calculations (Effective Base = 916 for Total sample).

Green and red text highlighting indicates statistically significant difference over at least one other subgroup.

▲▼ Arrows indicates statistically significant change from data point in prior wave, unless noted otherwise.

Chart labels for 4% or less may be omitted for readability.

Covid-19 KEY DATES



Select non-research dates sourced from <https://www.nytimes.com/article/coronavirus-timeline.html>

Covid-19 KEY FINDINGS

Despite Covid-19 news fatigue, the Covid-19 crisis tops other major social issues in terms of national anxiety.

Concern over the Covid-19 pandemic falls again this week, reaching a new low since the tracker's beginning – now half of Americans are very or extremely concerned about Covid-19, compared to three-quarters at its peak in early April. Similarly, almost 40 percent of Americans indicate that they do not seek out Covid-19-related news or that they actively avoid it. Despite these signs of adjustment and fatigue, Americans remain deeply concerned about Covid-19. When asked to rank their level of concern about Covid-19 compared to other pressing international and domestic issues, the pandemic remains the most worrisome issue for most Americans, outranking the upcoming presidential election and US race relations.

- Continuing to drive pandemic-related anxieties are worries for the health and well-being of older relatives, as well as a persistent fear for the future of the US economy. Despite the ever-changing pandemic landscape, most Americans are still cautiously optimistic about their own financial futures in the year ahead. In the shorter term, however, uncertainty about what the pandemic has in store for the country continues to have an unmistakable impact on daily life.

The pandemic continues to drive impacts at home, work, and the storefront.

Twenty-five percent of Americans say that Covid-19 has had a severe impact on their daily life – a rate that is consistent with previous weeks. Fifty percent say that they've experienced a moderate impact. Job losses, while holding steady, remain the primary cause of severe life disruptions. One in 10 Americans are reporting a lost job due to the pandemic this week, and another third have had their pay reduced in some form.

- Although some behavioral changes as a result of the outbreak fade slightly this week, like social distancing and altering one's daily schedule, Americans are still reducing their spending at a steady rate.
- Dining, shopping, and entertainment outings are targets for reduced spending, as has been the case for many weeks.
- Continuing a months-long trend, particular product categories such as apparel, technology products, beauty supplies, and toys and crafts are somewhat likely to see reduced consumer spending when compared to essential goods categories such as cleaning products, shelf-stable foods, and frozen foods.
- As consumers face new challenges at retail, many are switching the brands they buy - and have been for some time - as a result of the pandemic. One-third of those who shop cleaning products say they are buying mostly or completely different brands than usual. A lack of product availability continues to drive much of the brand switching activity, but consumers are also looking for more affordable options, as well as to simply add variety.

The 30-day outlook turns less hopeful, but longer-term optimism remains.

This week, fewer Americans are expecting improvements in their local communities over the next 30 days, and this particularly true in the West, where expectations that things will worsen jumped 11 percentage points from the previous wave two weeks prior. The national outlook is also bleak: just one-third expect the situation to get better in the next 30 days. Americans still believe it will take an average of 11 months until things are back to normal. Despite the immediate pessimism, nearly half of Americans support efforts to reopen and more people have begun shopping, gathering with others, visiting hair salons, and returning to on-site jobs. Taking a longer term view, as has been the case in previous weeks, most Americans expect to be the same or better off financially one year from now, indicating a modest hopefulness.

Wave over Wave Trends

- Covid-19 Awareness, Concern
- Perceived Severity
- Anticipated Change in Next 30 Days
- Employment and Financial Impact
- Estimated “Back to Normal” Timeline

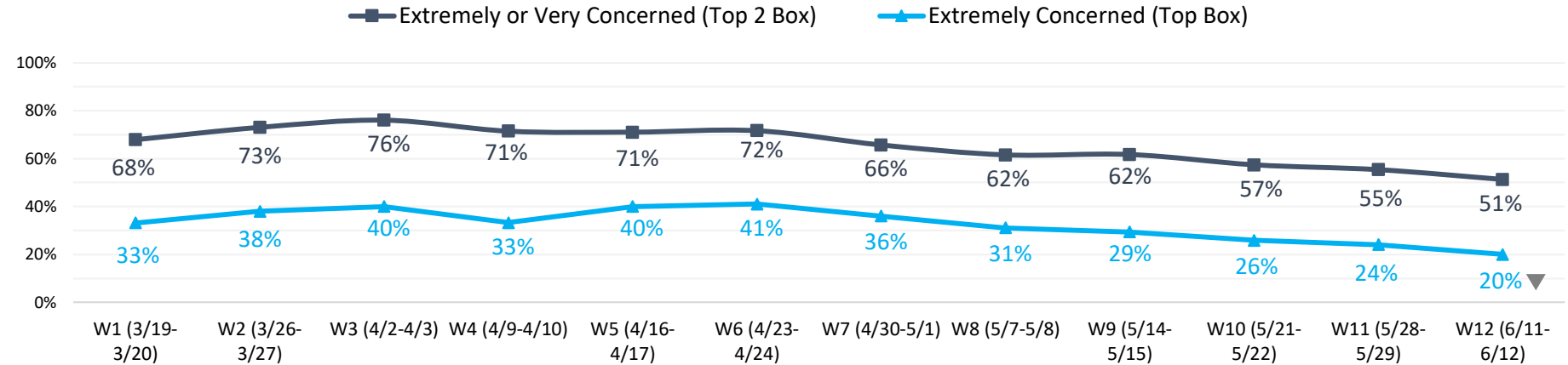


Coronavirus/Covid-19 Concern Level, Perceived Severity

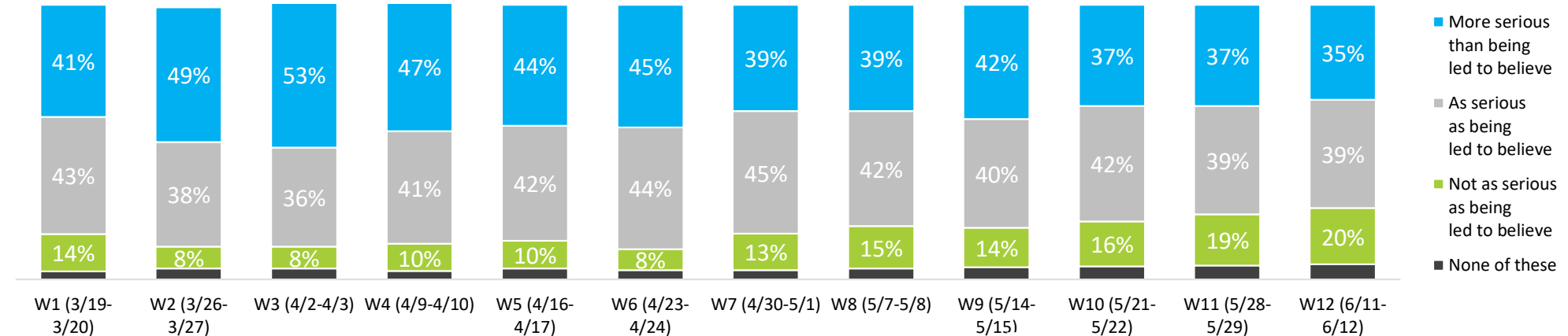
Covid-19 concern falls again in the second week of June, particularly at the top-box level, to its lowest point since the tracker's beginning.

Despite concern easing, perceived severity of the Covid-19 outbreak is generally steady from previous waves. One-third believe the situation is more serious than is being represented and one-fifth believe it is less serious.

Coronavirus/Covid-19 Concern Level



Coronavirus/Covid-19 Perceived Severity



Q6 - Within the past month, have you heard (either through word-of-mouth, media, or some other source) any news, updates, or other information regarding the spread of the novel Coronavirus or Covid-19 in the US?

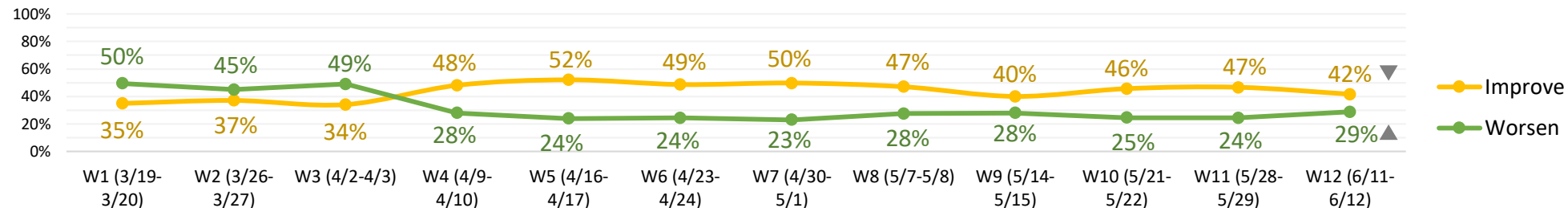
Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/Covid-19 situation? Base: Covid-19 Aware

Q10 - Which statement below best describes your general perception of the Coronavirus/Covid-19 pandemic? Base: Covid-19 Aware

Anticipated Change in Coronavirus/Covid-19 Situation

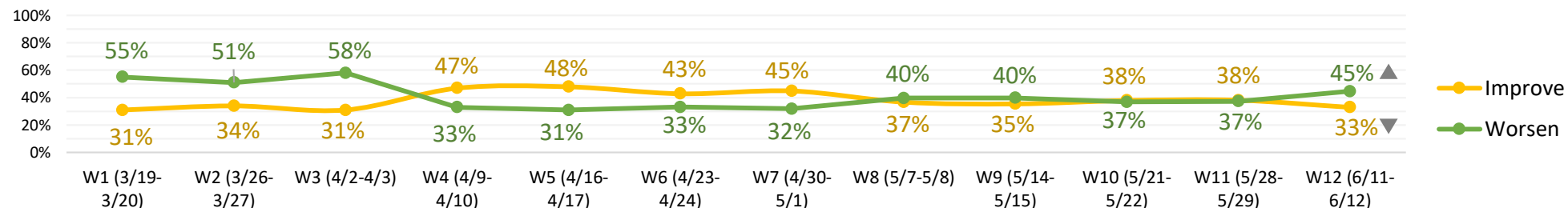
Despite the overall drop in concern, just under one-third of Americans expect the outbreak to worsen in their **local** communities over the next 30 days.

Change Locally in Next 30 Days



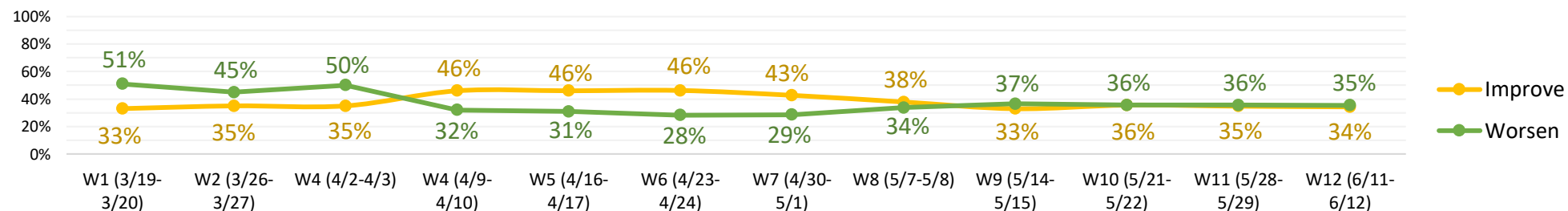
Similarly, the 30-day **national** outlook also turns somewhat more pessimistic, with just under one-half of Americans expecting the situation to worsen.

Change in US Overall in Next 30 Days



The 30-day **global** outlook is unchanged – about one-third of Americans each expect the situation to improve and worsen.

Change Globally in Next 30 Days

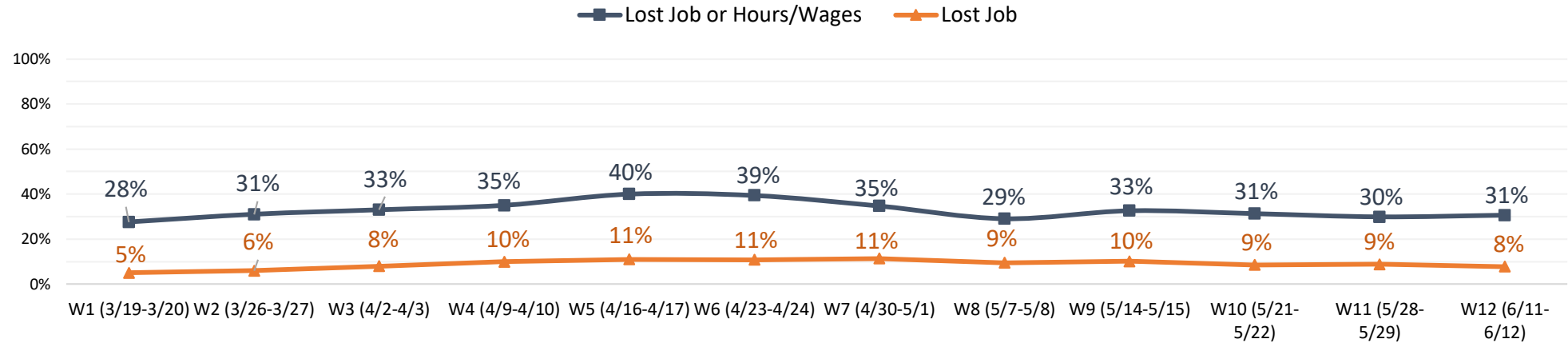


Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/Covid-19 situation to change in the next 30 days? Base: Covid-19 Aware

Employment, Financial Impact of Coronavirus/Covid-19

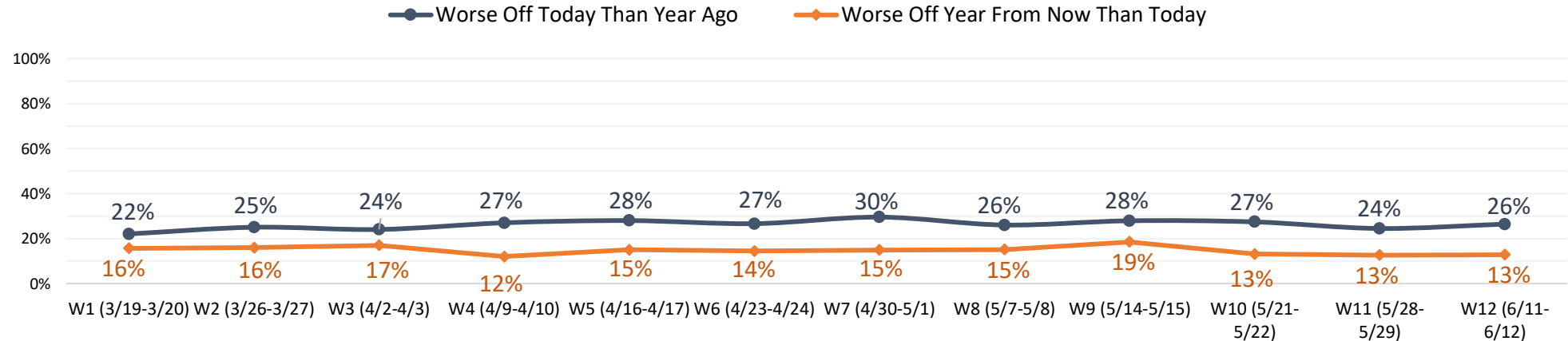
As of the second week in June, reported employment effects from the pandemic are flat. Around one in ten have lost a job due to the Covid-19 outbreak.

Coronavirus/Covid-19 Impact on Employment



For W8, this question text was revised slightly to focus on employment effects incurred **at any point during the crisis.*

Personal Financial State vs. One Year Ago, From Now



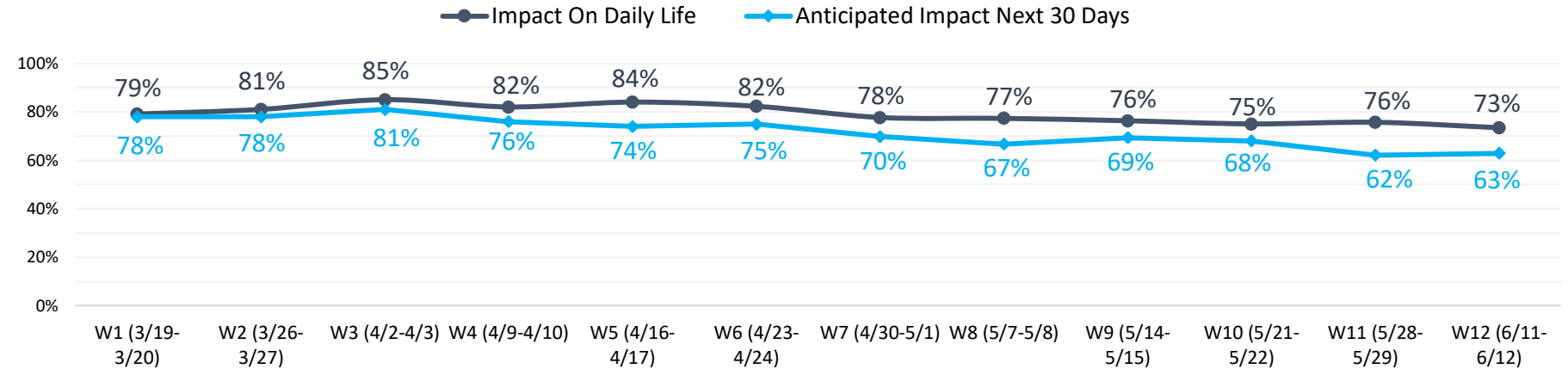
With regard to their personal financial state one year ago and one year from now, Americans' expectations for their financial health are largely unchanged.

Q19 - At any point, did you lose a job or were your job hours or salary negatively affected by the Coronavirus/Covid-19 situation? Base: Covid-19 Aware | Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / Q3 - Now looking to the future: Do you think one year from now you/your family will be better or worse off than you are today? Base: Covid-19 Aware

Impact, Estimated Timeline of Coronavirus/Covid-19

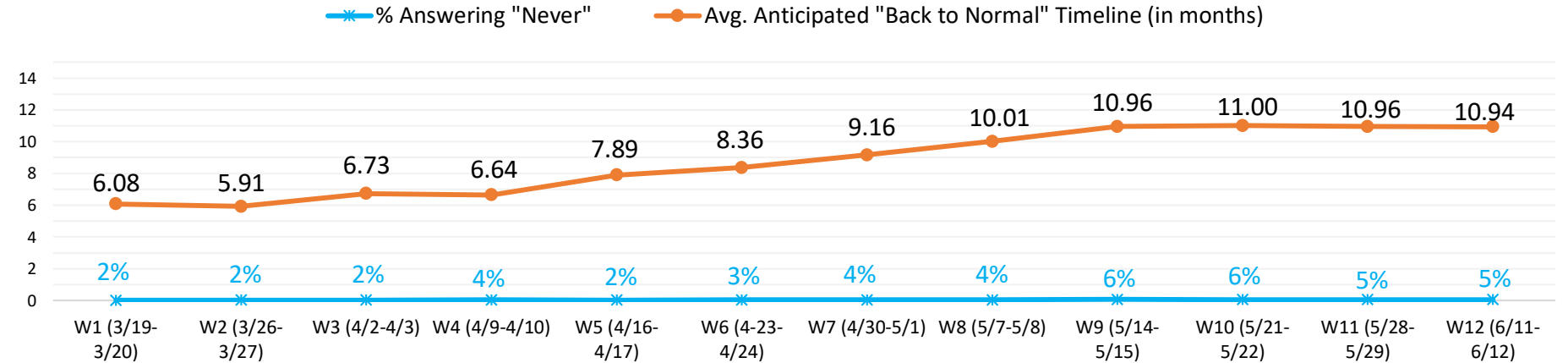
Around three-quarters of Americans continue to report moderate or severe impacts to daily life as a result of the pandemic.

Severe or Moderate Impact on Daily Life due to Coronavirus/Covid-19



The average anticipated time until things are “back to normal” remains unchanged at 11 months after plateauing in mid-May.

Anticipated “Back to Normal” Timeline



Q11 - Overall, how much of an impact would you say the Coronavirus/Covid-19 situation has had on your daily life? Base: Covid-19 Aware

Q23 - Now fast forwarding 30 days, how much of an impact do you think the Coronavirus/Covid-19 situation will be having on your daily life at that time? Base: Covid-19 Aware

Q24 - What is your best guess about how long, if at all, it will take before your life is “Back to Normal” after Coronavirus/Covid-19? Base: Covid-19 Aware

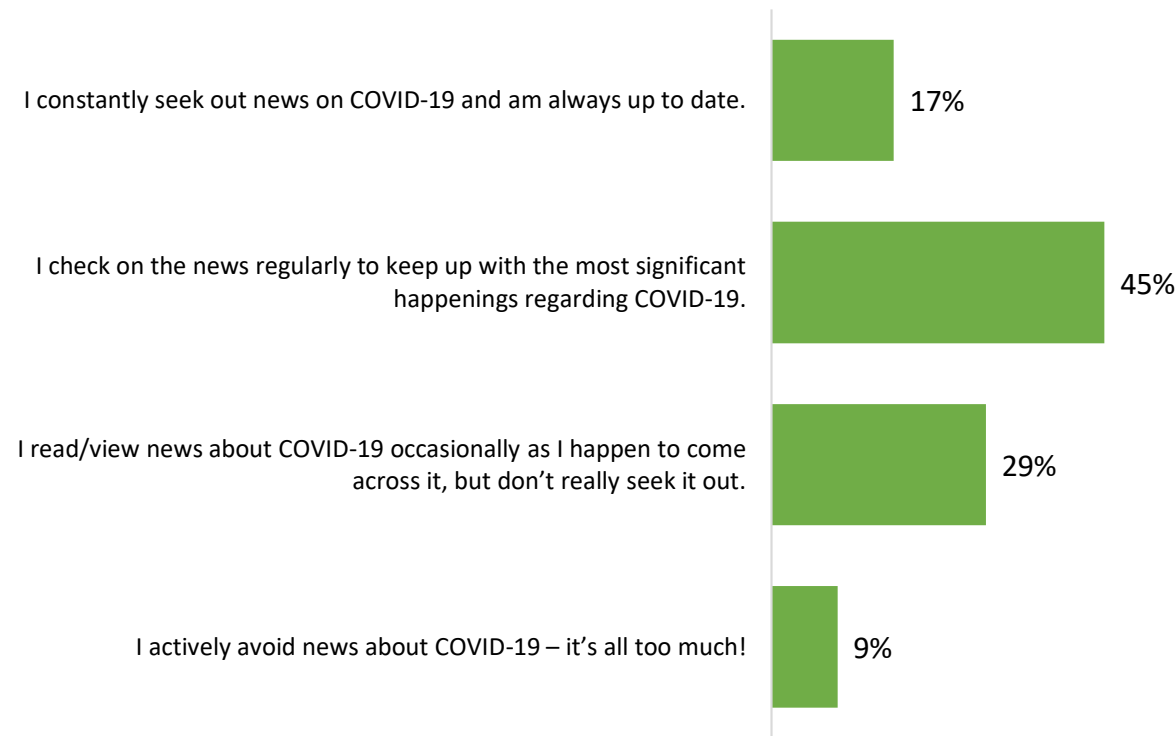
Awareness, Perceptions, Concerns

- Covid-19 Awareness, Concern
- Health Concerns
- Economic Concerns
- Perceived Severity

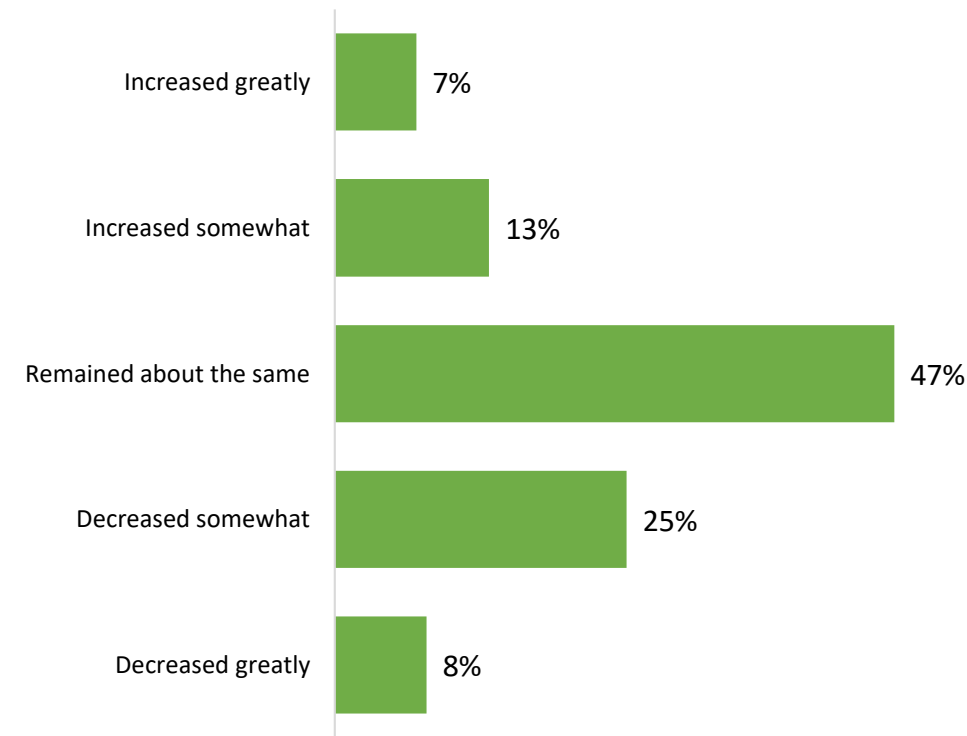


New this week, Americans were asked about their news consumption regarding the pandemic, and behaviors are variable: One in six constantly seeks out news and updates on Covid-19; however, almost four out of 10 either don't seek out Covid-19 news or actively avoid it. This, coupled with the fact that many Americans say their pandemic news consumption has decreased recently (33%), suggests pandemic news fatigue.

Attitudes toward News about Covid-19

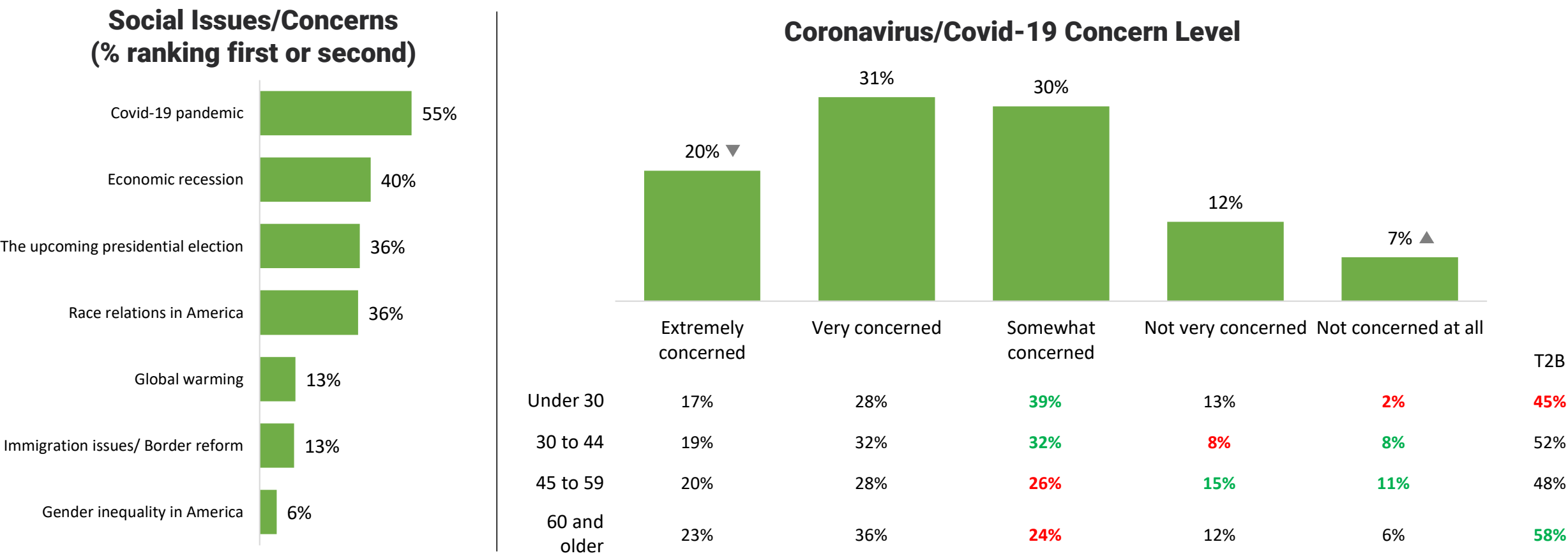


Change in Amount of News Consumed about Covid-19



Q6b – Overall, which statement below best represents how you feel about the amount of news about the Coronavirus/COVID-19 situation that you personally read/view? Base: Total Covid-19-aware
Q6c - Within the past week, would you say the amount of news you've consumed related to COVID-19 has... Base: Covid-19 aware who read/watch news

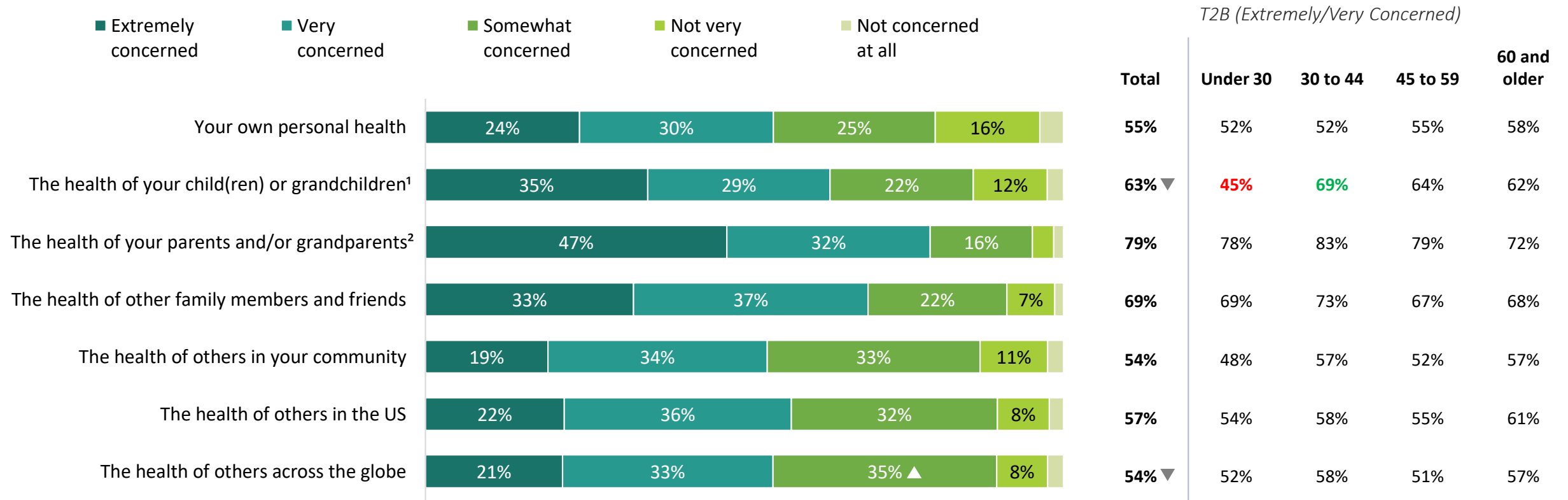
Also new this week, Americans were asked to rank-order a list of domestic and international/global concerns. Compared to other major issues (e.g., economic recession, the upcoming presidential election, race relations in the US, and global warming), Covid-19 is the most pressing concern on Americans' minds, with over half ranking it as one of the top two issues they are concerned about. Four out of five remain at least somewhat concerned about Covid-19.



Q1b - Please rank the issues below from the one that you are most concerned about to the one you are least concerned about
Q6 - Within the past month, have you heard (either through word-of-mouth, media, or some other source) any news, updates, or other information regarding the spread of the novel Coronavirus or Covid-19 in the US?
Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/Covid-19 situation? Base: Covid-19 Aware

Health concerns are highest for elderly relatives when compared to worries about individuals' own personal health or others in the broader community. Health concerns for children are down this week.

Coronavirus/Covid-19 Health Concerns

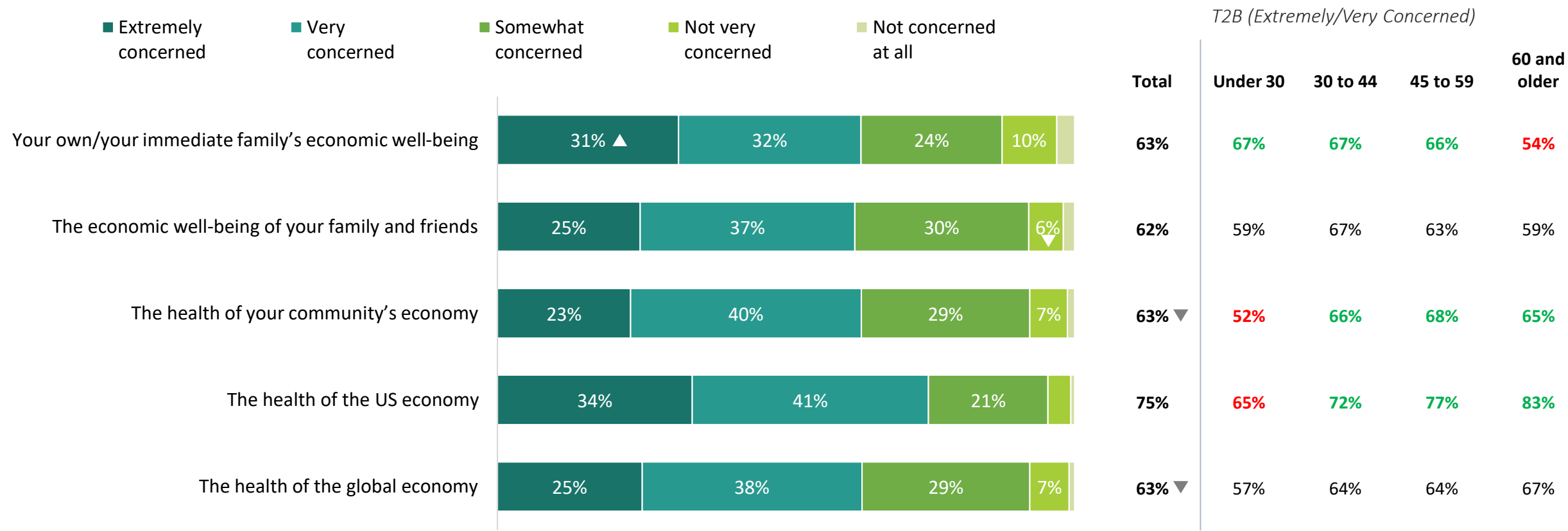


Q8 - To what extent are you concerned about the potential health impact of Coronavirus/Covid-19 at the following levels? Base: Covid-19 Aware + Not Very – Extremely Concerned

¹Only shown to those with children or grandchildren; ²Only shown to those with living parents or grandparents

Almost 80 percent of Americans remain fearful for the pandemic’s effects on the US economy, which continues to lead all other areas of economic concern. Older generations (60+) are less worried about the pandemic’s effects on their own personal economic well-being, relative to those under 60.

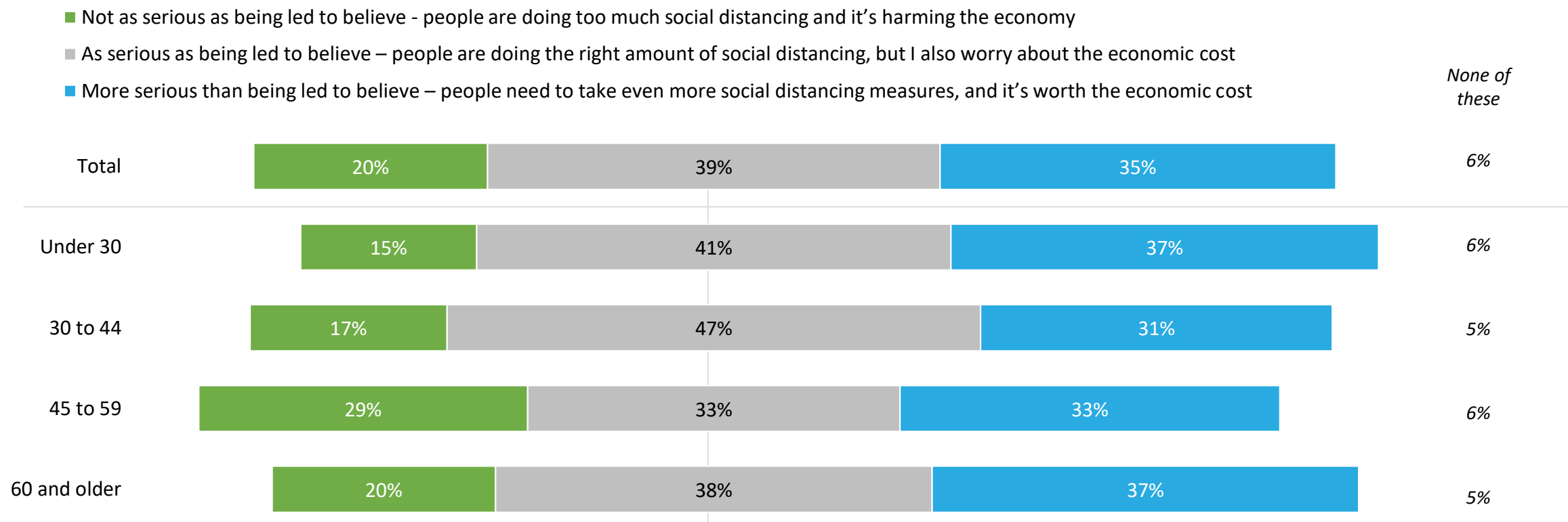
Coronavirus/Covid-19 Economics Concerns



Q9 - To what extent are you concerned about the potential economic impact of Coronavirus/Covid-19 at the following levels? Base: Covid-19 Aware + Not Very – Extremely Concerned

Regarding perceived severity, the most common view (nearly 40 percent) is that the pandemic is about as serious as we are being led to believe. About one-third of Americans believe the situation is worse, and another fifth believe it's NOT as serious as is represented.

Coronavirus/Covid-19 Perceived Severity

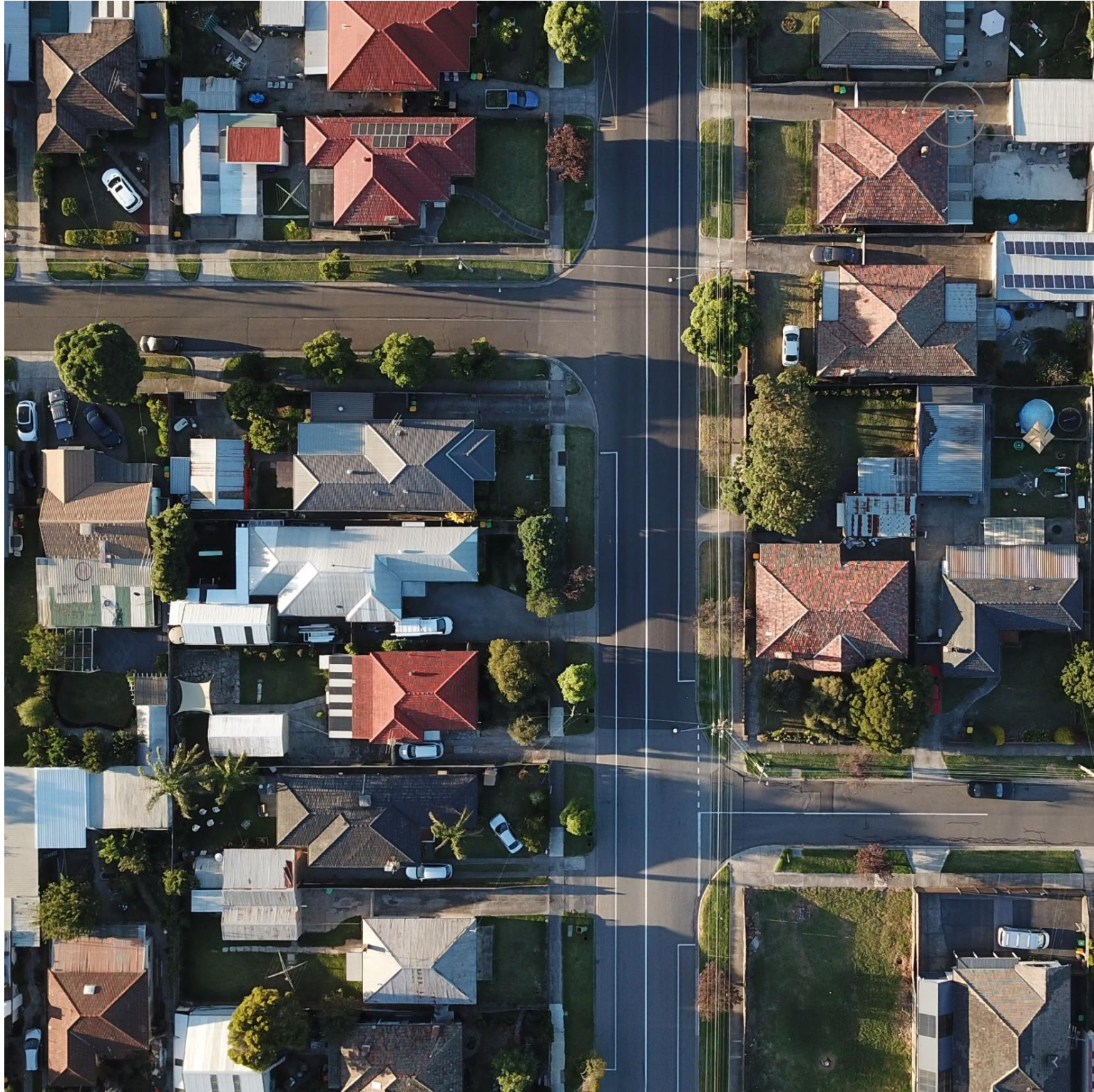


Q10 - Which statement below best describes your own general perception of the Coronavirus/Covid-19 pandemic? Base: Covid-19 Aware



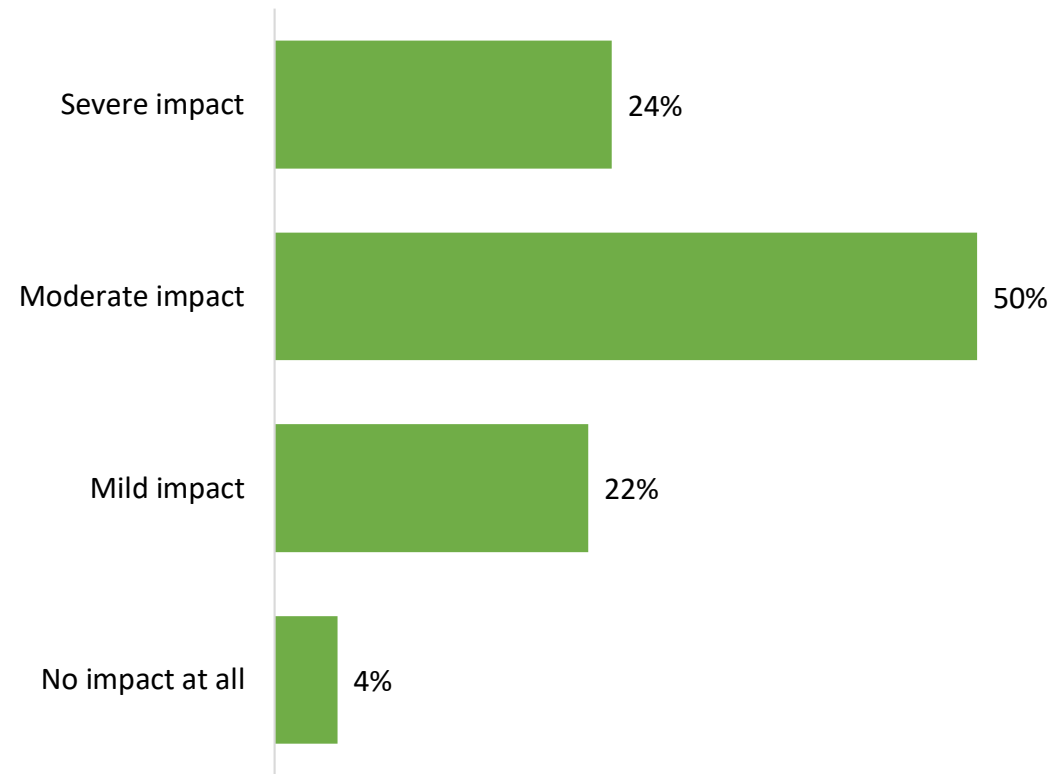
Impact on Daily Life




- Overall Impact
- Behavioral Reactions



Nearly four out of five Americans have been affected by the Covid-19 pandemic in a severe or moderate way. Younger generations and more affluent Americans are more likely to report disruptions to their daily lives than older generations. Likewise, more in the Northeast report a severe impact to their daily lives compared to those living in other regions.

Coronavirus/Covid-19 Impact on Daily Life



	Under 30	30 to 44	45 to 59	60 or older
Severe	32%	25%	23%	18%
Severe or Moderate	83%	76%	69%	68%
	Under \$50K	\$50K to \$100K	\$100K or more	
Severe	21%	25%	26%	
Severe or Moderate	71%	70%	80%	
	Northeast	Midwest	South	West
Severe	31%	25%	20%	24%
Severe or Moderate	80%	68%	74%	73%

Q11 - Overall, how much of an impact would you say the Coronavirus/Covid-19 situation has had on your daily life? Base: Covid-19 Aware

Among Americans who say the pandemic has had a severe impact on their daily lives, social isolation, as well as the ever-present prospect of job loss and reduced earnings, drive most of the anxiety. Those who say the pandemic has had a less severe impact mention disturbances to daily activities.

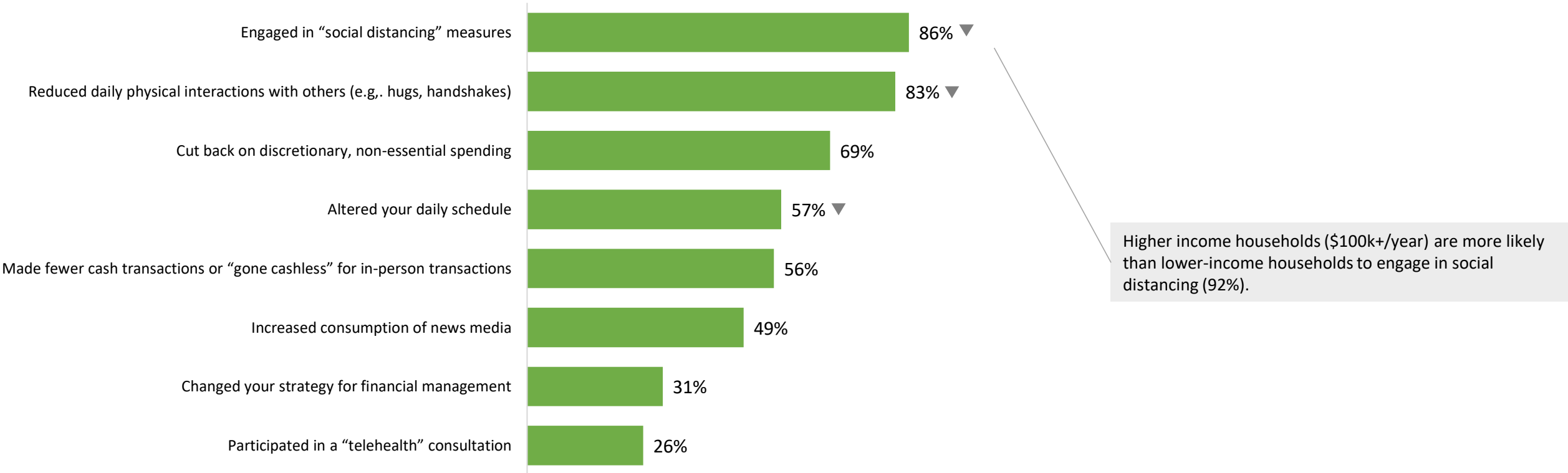
Coronavirus/Covid-19 Impact on Daily Life



Q11 - Overall, how much of an impact would you say the Coronavirus/Covid-19 situation has had on your daily life? Base: Covid-19 Aware

Fewer people report engaging in social distancing this week when compared to last, but the vast majority of Americans are still engaging in some form of social distancing. Reductions in spending and shifting daily schedules are also common manifestations of the pandemic’s far-reaching effects.

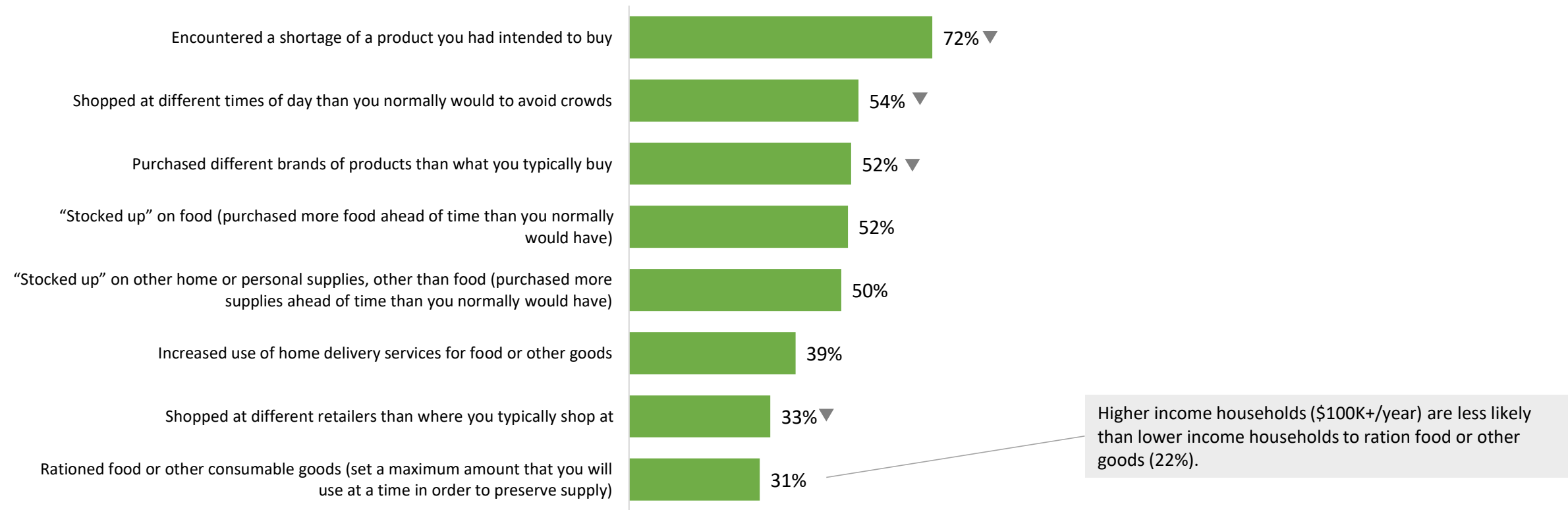
Behavioral Changes due to Coronavirus/Covid-19*



Q13 - Please indicate whether or not you have engaged in each activity below specifically as a result of the Coronavirus/Covid-19 situation within the past week (Note: these may be for economic reasons or due to social distancing measures you may be taking). % Answering “Yes”. Base: Covid-19 Aware

Reported product shortages are down this week, but still very common. Nearly half of Americans are adapting to the Covid-19 retail experience through shopping at different times of the day, shopping alternative brands, and stocking up on items.

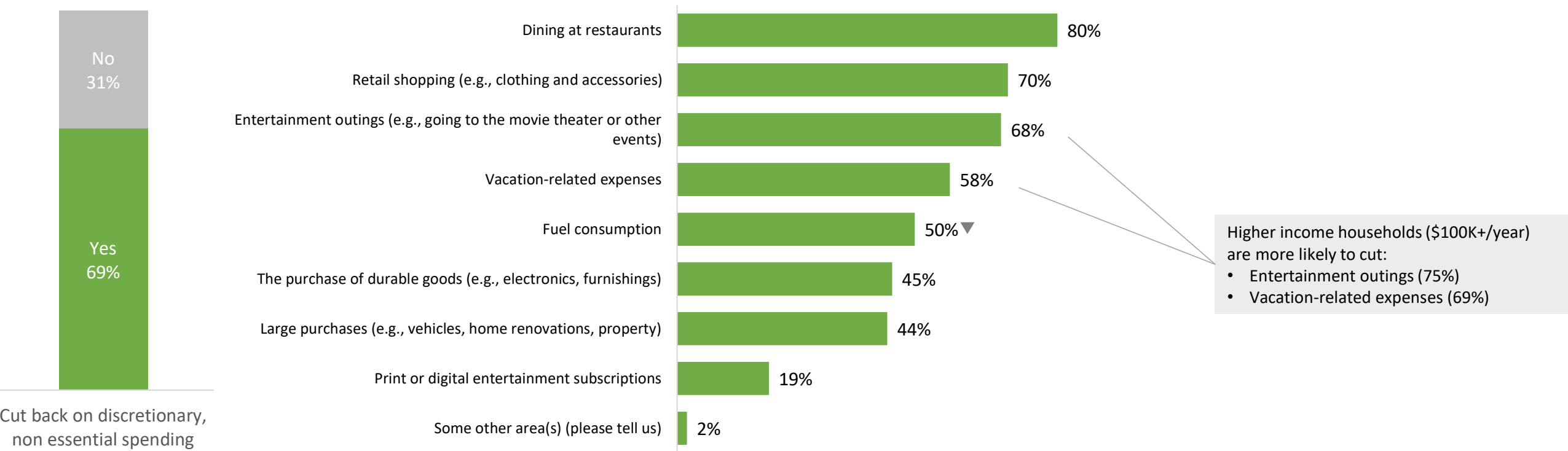
Shopping, Purchasing Experiences due to Coronavirus/Covid-19*



Q14 - And now for each of these shopping and purchasing activities, please indicate whether or not you have engaged in this activity specifically as a result of the Coronavirus/Covid-19 situation within the past week: % Answering "Yes". Base: Covid-19 Aware

As has been the trend for months, about 70 percent of Americans report cutting back on spending this week in some way, in order to alleviate financial stressors. Areas of spending that involve socializing with others are the most likely to be cut.

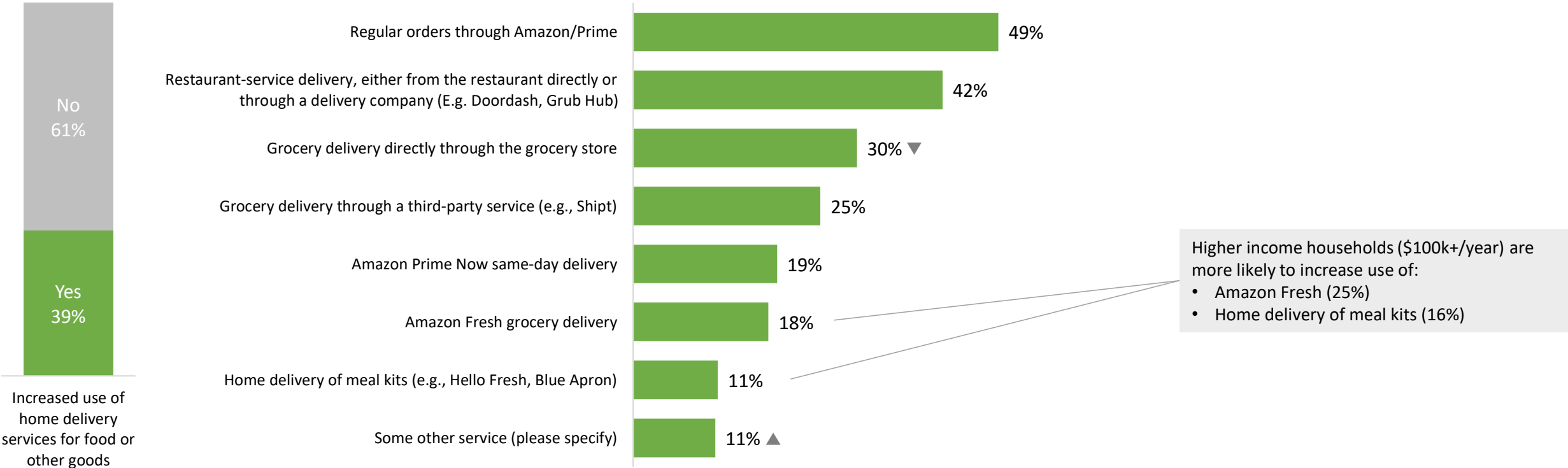
Areas of Reduced Discretionary Spending due to Coronavirus/Covid-19*



Q15 - You indicated that you have reduced discretionary/non-essential spending as a result of the Coronavirus/Covid-19 situation within the past week. In which of these areas, if any, have you reduced spending?
Base: Covid-19 Aware who answered "Yes" to "Cut back on discretionary, non-essential spending" (Q13)

Amazon and restaurant delivery services continue to see an increase in traffic this week among consumers who report higher use of home delivery for goods and services as a result of Covid-19.

Increased Home Delivery for Food, Other Goods due to Coronavirus/Covid-19*



Q16 - You indicated that you have increased your use of home delivery services for food or other goods as a result of the Coronavirus/Covid-19 situation. Which of the following service are you using, either for the first time or more than you did before? Base: Covid-19 Aware who answered "Yes" to "Increased use of home delivery services for food or other goods" (Q14)

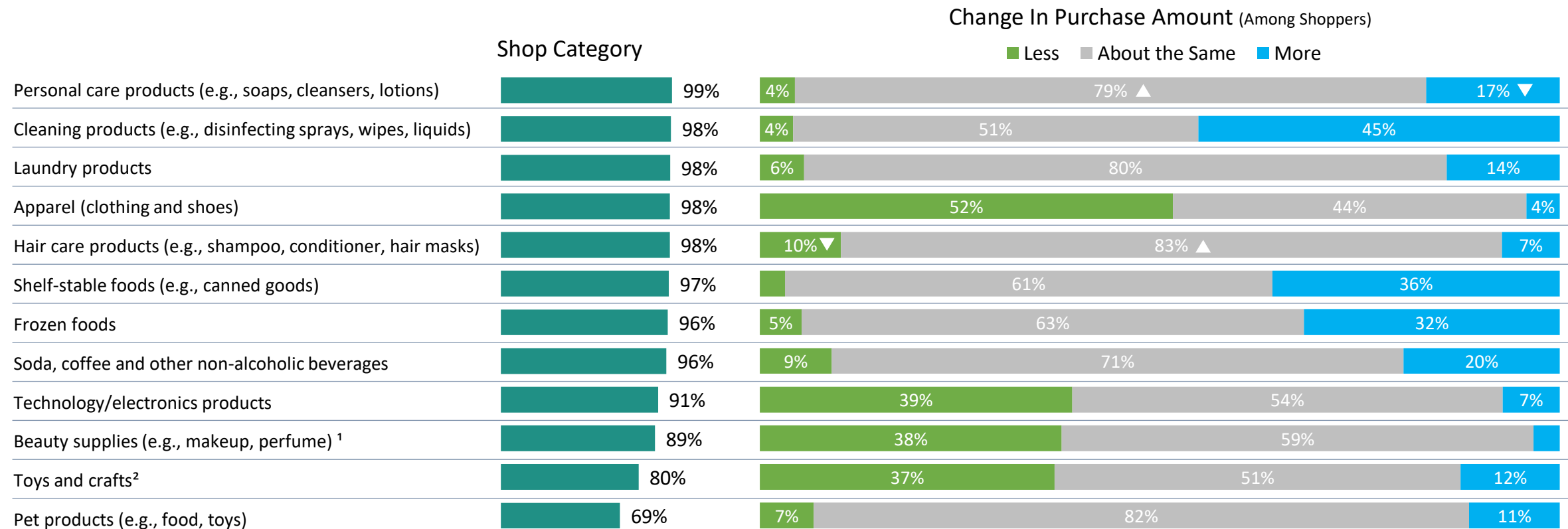
Changing Purchase Behaviors

- Category Purchase Volume
- Brand Loyalty



Consumers continue to report increasing their spend levels in certain essential categories, such as cleaning products, shelf-stable foods, and frozen foods. Likewise, higher-expense durable goods are the most likely of all categories to see reduced spending.

Coronavirus/Covid-19 Impact on Categories Shopped

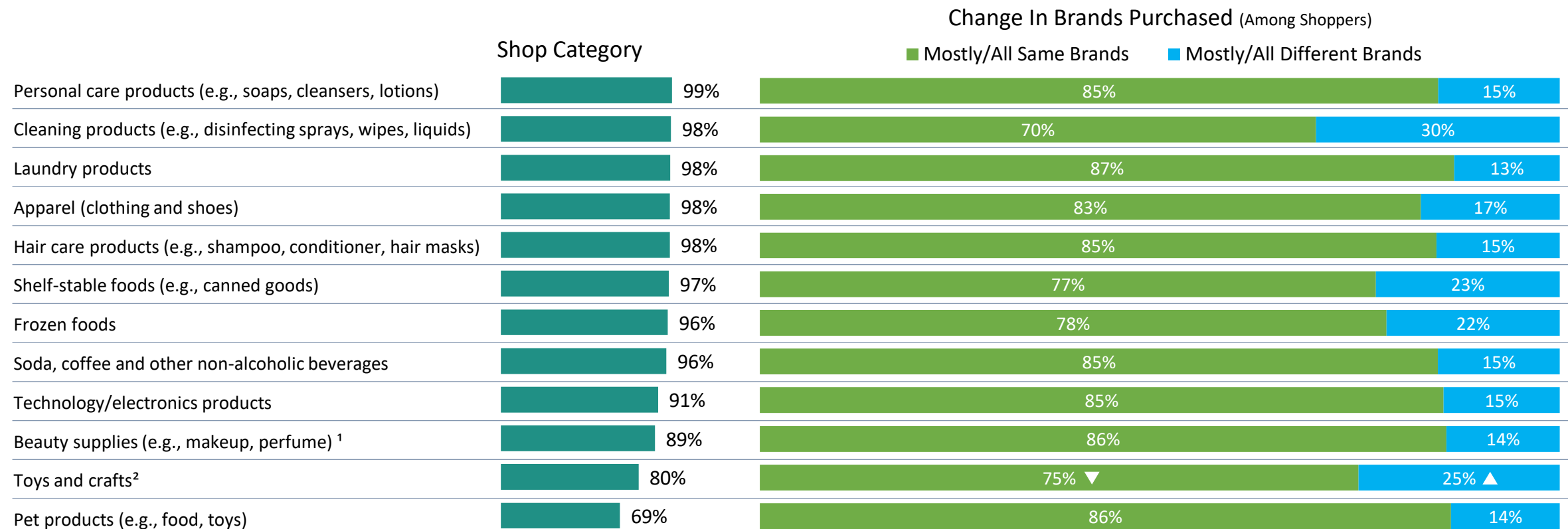


Q17 - Since the Coronavirus/Covid-19 situation began, have you purchased more, less, or about the same amount that you typically purchase in each category? Base: Covid-19 Aware

¹Only shown to females; ²Only shown to those with children or grandchildren ages 0-17

Brand-switching remains somewhat common in certain categories this week, particularly cleaning supplies and toys and crafts. Nearly one-quarter of consumers are also using different brands of frozen and packaged foods since the pandemic began.

Coronavirus/Covid-19 Impact on Brands Purchased



Q18 - Since the Coronavirus/Covid-19 situation began, have you purchased all or mostly of the same brands or different brands that you typically purchase in each category? Base: Covid-19 Aware Who Shop Category (Q17)

¹Only shown to females; ²Only shown to those with children or grandchildren ages 0-17

Across all key product categories, many consumers who are shopping different brands this week say that the reasons for doing so are primarily affordability, availability, and to add variety.

Coronavirus/Covid-19 Impact on Brands Purchased – Reasons for Buying All/Mostly Different Brands

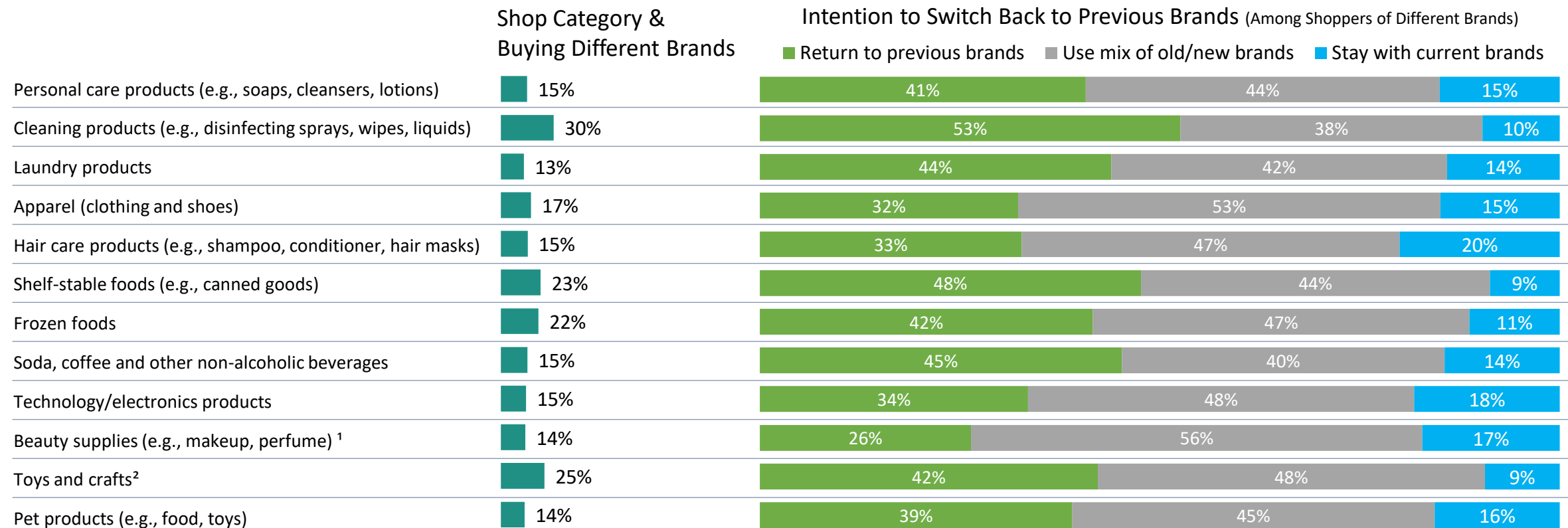
	Shop Category & Buying Different Brands	Preferred brand(s) is not available	Buying more affordable brands	Just to have more variety	Switching to higher quality/better performing options	Some other reason(s)
Personal care products (e.g., soaps, cleansers, lotions)	15%	34% ▼	36%	26%	17%	1%
Cleaning products (e.g., disinfecting sprays, wipes, liquids)	30%	62%	26%	12%	12%	3%
Laundry products	13%	37%	42%	21%	12%	3%
Apparel (clothing and shoes)	17%	21%	45%	35%	13%	5%
Hair care products (e.g., shampoo, conditioner, hair masks)	15%	26%	36%	30%	21%	1%
Shelf-stable foods (e.g., canned goods)	23%	48%	37%	21%	11%	2%
Frozen foods	22%	42%	34%	34%	9%	2%
Soda, coffee and other non-alcoholic beverages	15%	38%	38%	30%	11%	2%
Technology/electronics products	15%	19%	39%	29%	20%	6%
Beauty supplies (e.g., makeup, perfume) ¹	14%	20%	40%	39%	25%	1%
Toys and crafts ²	25%	32%	40%	32%	5%	0%
Pet products (e.g., food, toys)	14%	19% ▼	37%	34%	16%	3%

Q18a - For each of these categories in which you are buying all or mostly different brands, which of the reasons below describe why you're switching brands? Base: Covid-19 Aware Who Shop Category (Q17)

¹Only shown to females; ²Only shown to those with children or grandchildren ages 0-17

Only one-half or fewer of American consumers across all key product categories plan to fully return to their original brands if they have switched brands during the pandemic, indicating new brands have made inroads into consumer consideration sets.

Coronavirus/Covid-19 Impact on Brand Purchased – Anticipated Usage Once Pandemic Subsides



Q18b - And, for each of these categories in which you are buying different brands, once the pandemic's effects ease do you think that you will...[answer options]? Base: Covid-19 Aware Who Shop Category (Q17)

¹Only shown to females; ²Only shown to those with children or grandchildren ages 0-17

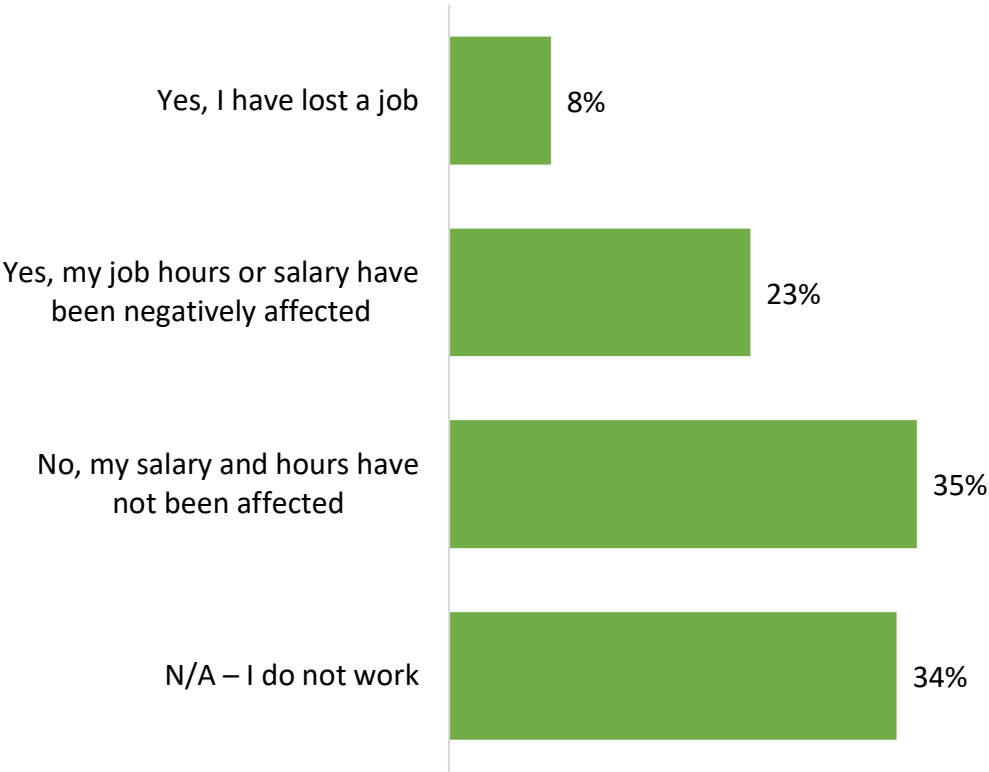
Employment Impact


- Effect on Job Status, Hours Worked
- Job Impact Recovery





This week brings no real change in reported job loss, which is flat at around 10 percent. In general, around half of working Americans have had their employment impacted as a result of the pandemic.

Coronavirus/Covid-19 Impact on Employment



	Under 30	30 to 44	45 to 59	60 or older
Lost Job	12%	10%	7%	3%
Lost Job or Wages	38%	37%	32%	18%

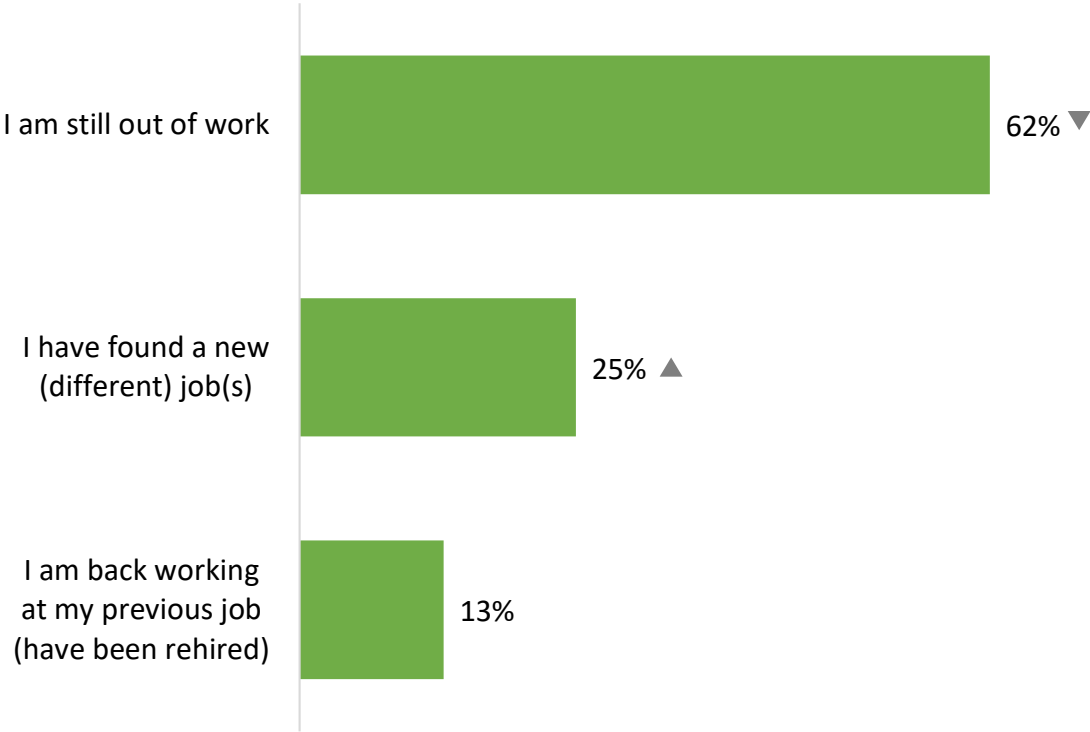
	Male	Female
Lost Job	7%	9%
Lost Job or Wages	30%	31%

	Northeast	Midwest	South	West
Lost Job	8%	6%	9%	7%
Lost Job or Wages	28%	31%	31%	32%

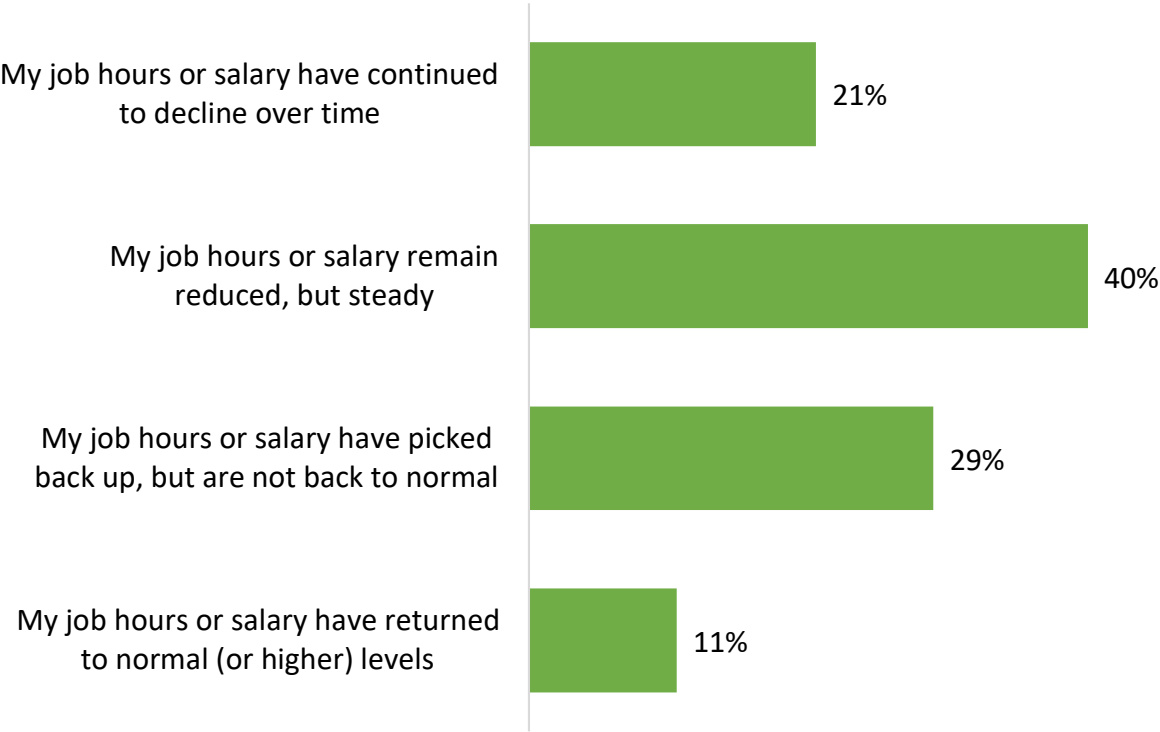
Q19 - At any point, did you lose a job or were your job hours or salary negatively affected by the Coronavirus/Covid-19 situation? Base: Covid-19 Aware

More Americans who had lost a job report that they've moved into another job this week, but around two-thirds are still out of work. Only one in 10 of those whose pay has been reduced is seeing their pay return to normal levels.

Employment Recovery Among Those Who Lost Job



Employment Recovery Among Those With Reduced Hours/Salary



Q19a - You indicated that you have lost a job due to the Coronavirus/Covid-19 situation. Which statement below best describes your current situation regarding that job loss? Base: Covid-19 Aware and had lost job
Q19b - You indicated that your job hours or salary were negatively affected by the Coronavirus/Covid-19 situation. Which statement below best describes your current situation regarding that loss of income? Base: Covid-19 Aware and had hours or salary impacted

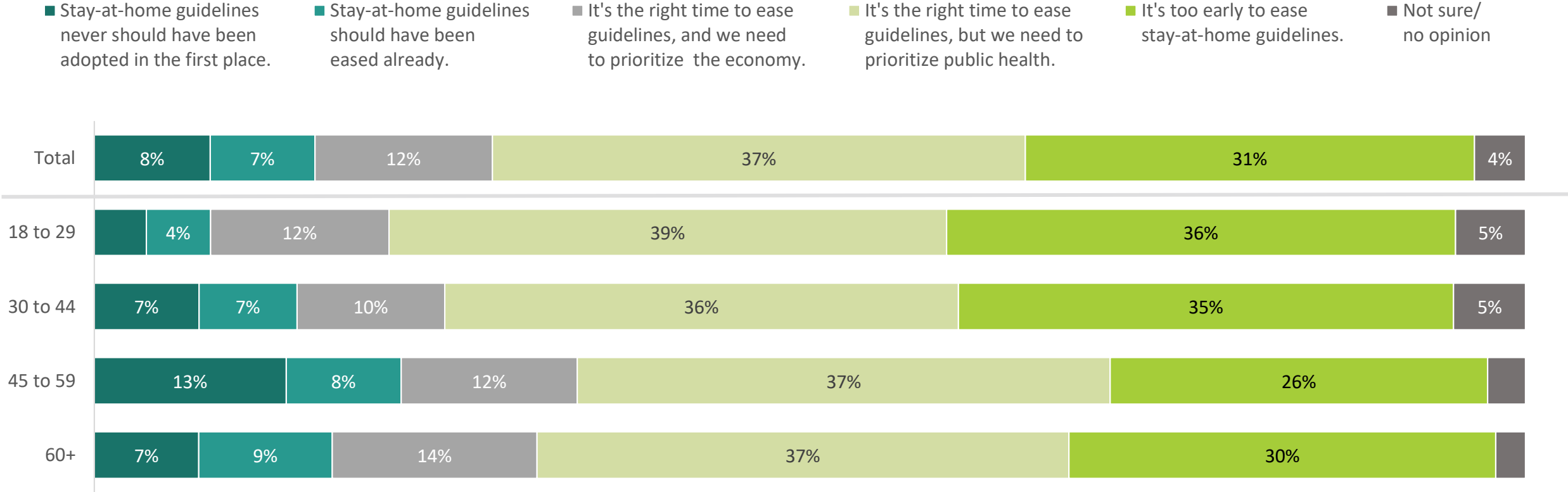
Outlook

- Consumer Confidence
- Projected Impact
- Anticipated Recovery Time
- Addendum Topics



Americans remain largely split on whether it is appropriate to reopen businesses, and how to do so. One-third believe it's too early to reopen, and another third believe we should do so only while emphasizing public health. Perceptions that it's too early to be reopening are stronger in younger generations (under 45) than older generations.

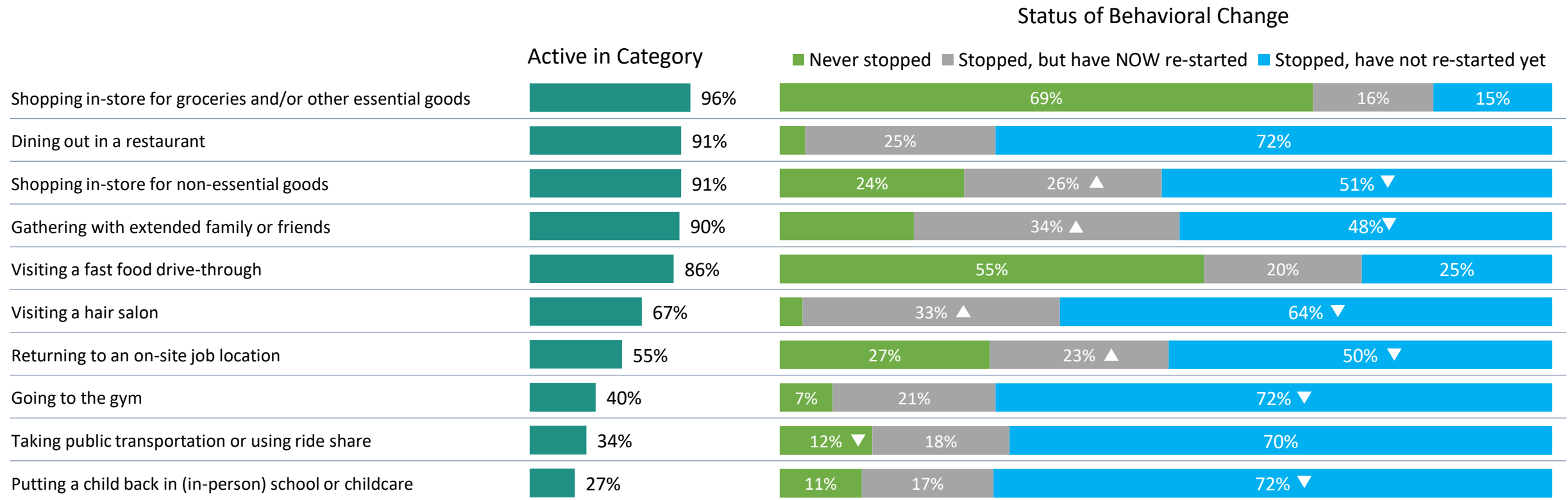
Perceptions of “Reopening”



Q33 - Which of the following statements best describes how you feel when it comes to easing stay-at-home guidelines and allowing businesses to reopen? Base: Covid-19 Aware

Some activities that were previously suspended continue to see increased activity this week as portions of communities begin to reopen. More people have begun shopping, gathering with others, visiting hair salons, and returning to on-site jobs.

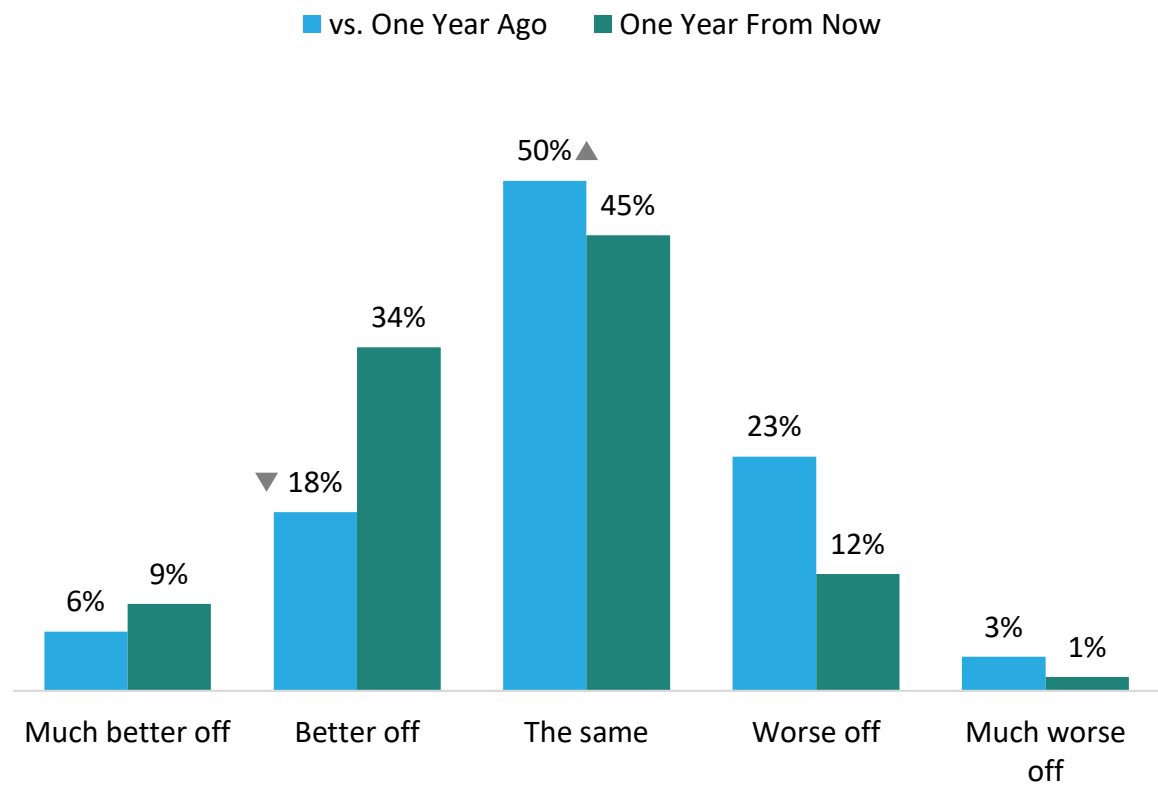
Behavioral Change as Communities Reopen



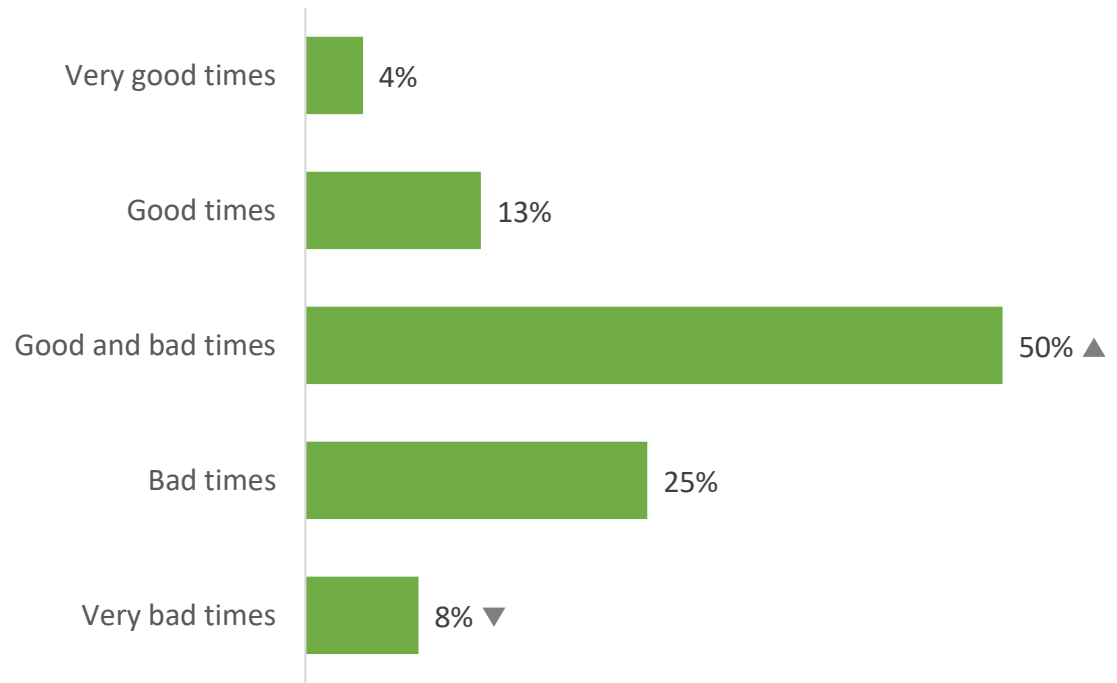
Q35 - As communities reopen, we are interested in understanding how people's behaviors may be changing. For each activity below, please indicate if you never stopped engaging in the behavior due to Covid-19, you stopped due to Covid-19 and have not re-started, you stopped but now have started engaging in the activity again, or if the activity does not apply to you at all (N/A).

Yet again, there’s little change in Americans’ expectations about how well off they will be financially one year from now. More than 40 percent actually expect to be better off. The outlook for the US business market in general remains somewhat more reserved.

Personal Financial State vs. One Year Ago, From Now



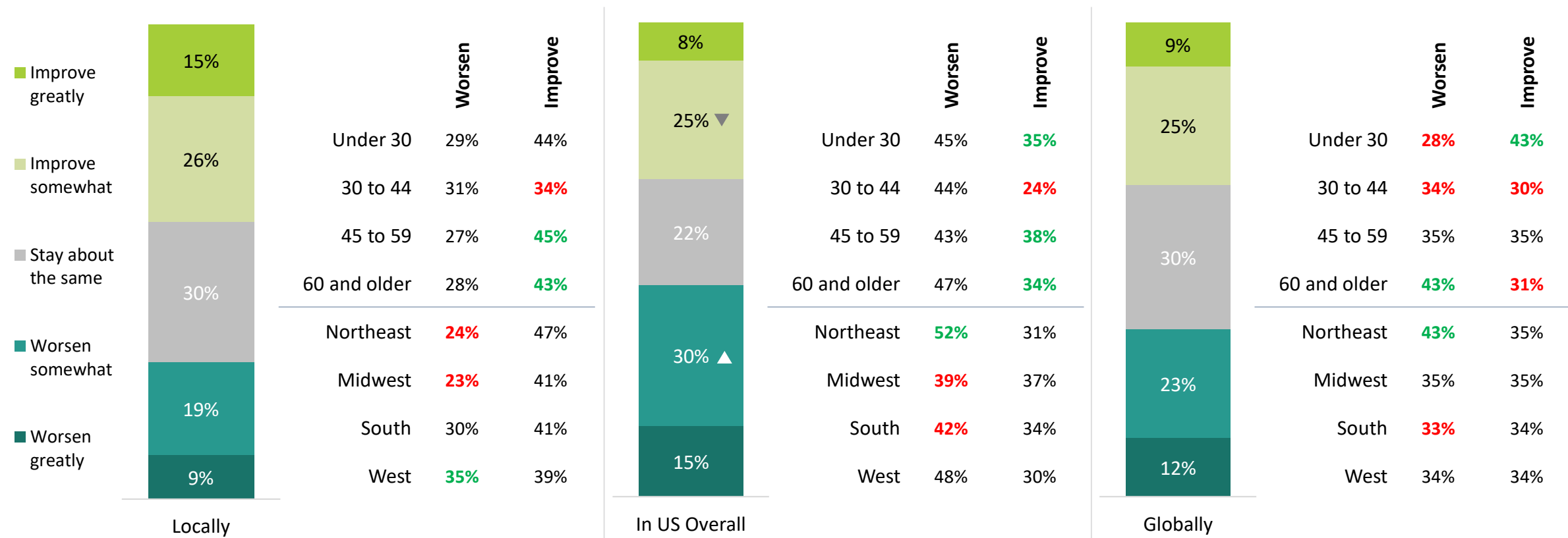
US Business Financial State Over Next 12 Months



Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / Q3 - Now looking to the future: Do you think one year from now you/your family will be better or worse off than you are today? / Q4 - Now thinking about business conditions in general in the US: Do you think that during the next 12 months we'll have good or bad times financially? Base: Covid-19 Aware

Americans are still more likely to expect improvements in their own local communities than in the US overall or globally (over the next 30 days). Only about one-quarter expect their local situation to get worse, though this proportion is higher in the West (35%) compared to other regions.

Anticipated Change to Coronavirus/Covid-19 Situation in Next 30 Day

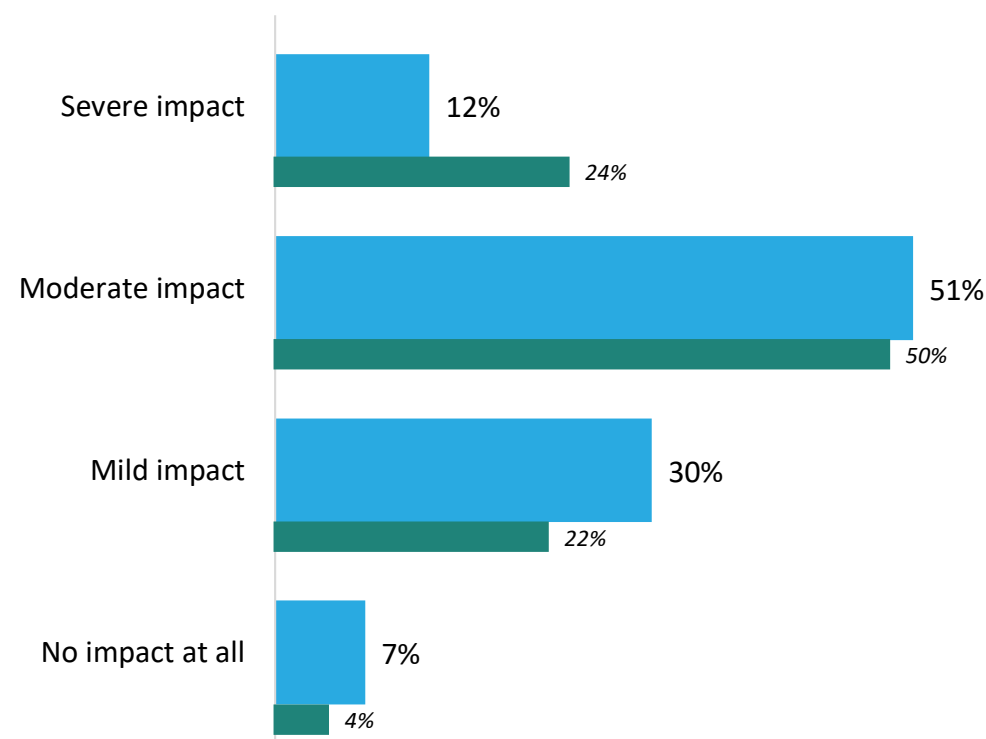


Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/Covid-19 situation to change in the next 30 days? Base: Covid-19 Aware

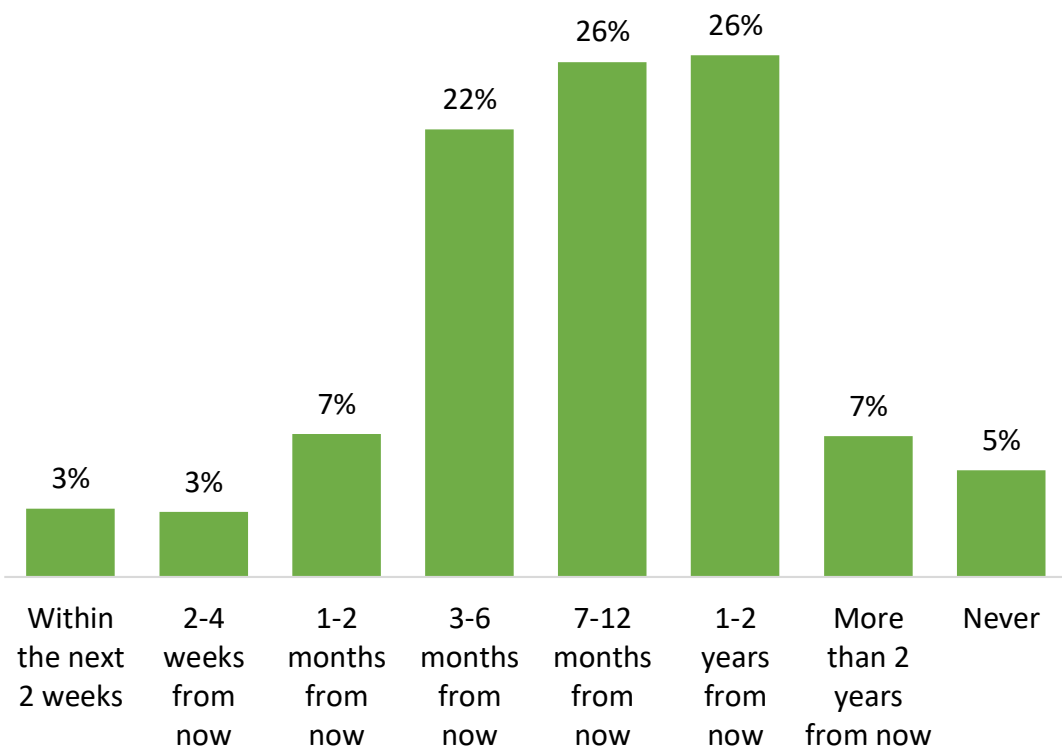
With regard to anticipated effects on daily life, the 30-day outlook remains unchanged. Half of Americans expect a moderate impact from the outbreak’s continued challenges. In line with previous weeks, the anticipated time until things are back to normal is steady at around 11 months, on average.

Anticipated Impact on Daily Life in Next 30 Days

Compared to Reported Effect on Life to Date (Q11)



Anticipated “Back to Normal” Timeline



Q23 - Now fast forwarding 30 days, how much of an impact do you think the Coronavirus/Covid-19 situation will be having on your daily life at that time? Base: Covid-19 Aware
Q24 - What is your best guess about how long, if at all, it will take before your life is “Back to Normal” after Coronavirus/Covid-19? Base: Covid-19 Aware

Questions?



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