



# Covid-19 Pandemic Impact on US Consumers

W20 | October 29th – 31st, 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 twentieth wave of aytm's Covid-19 Consumer Tracker fielded Thursday, October 29<sup>th</sup> – Saturday, October 31<sup>st</sup>, 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.*

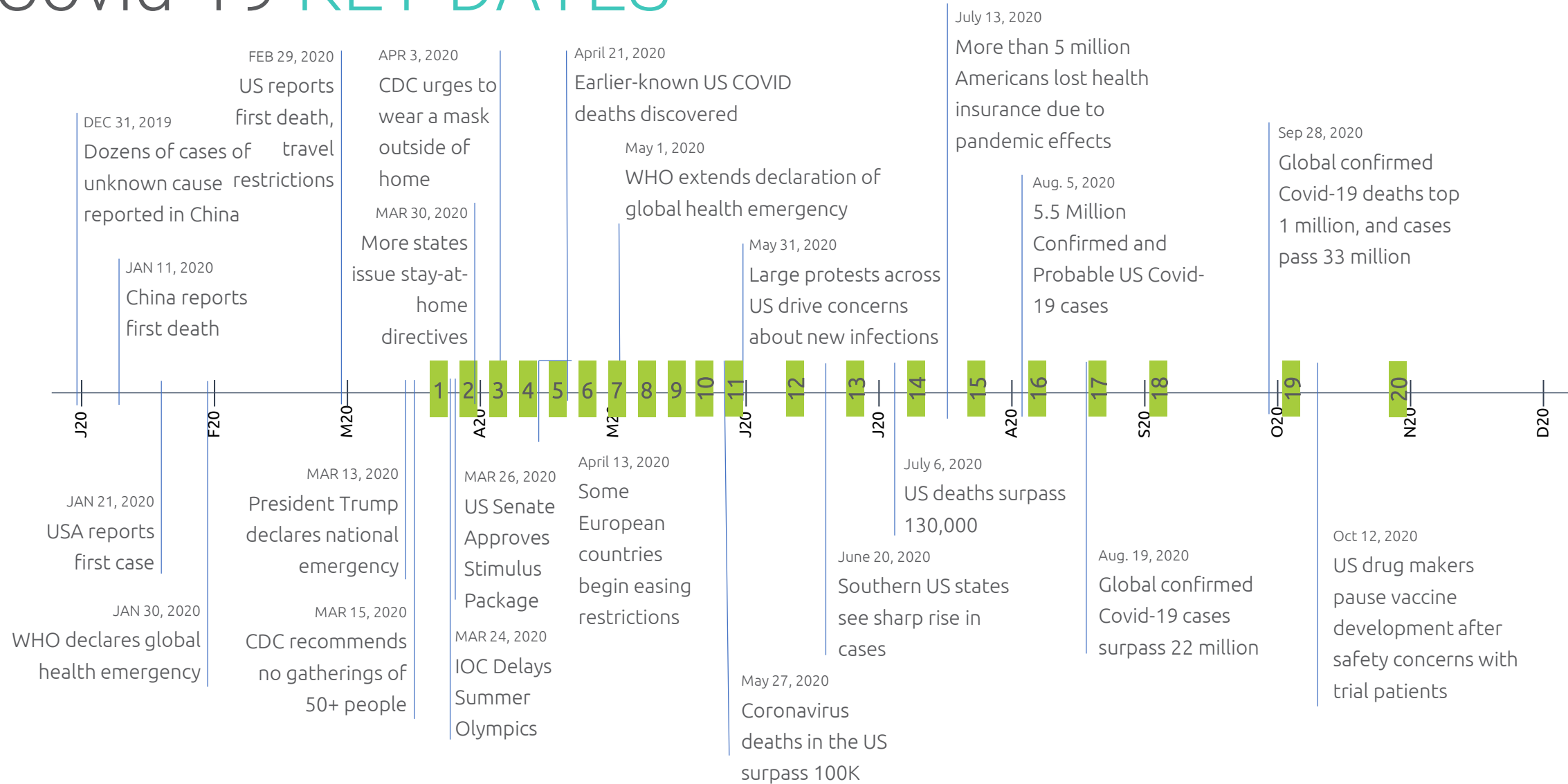
*All significance testing is conducted at 95% confidence level with the effective base used as the sample base for statistical calculations (Effective Base = 1,000 for Total sample).*

*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 Wave 20 KEY FINDINGS

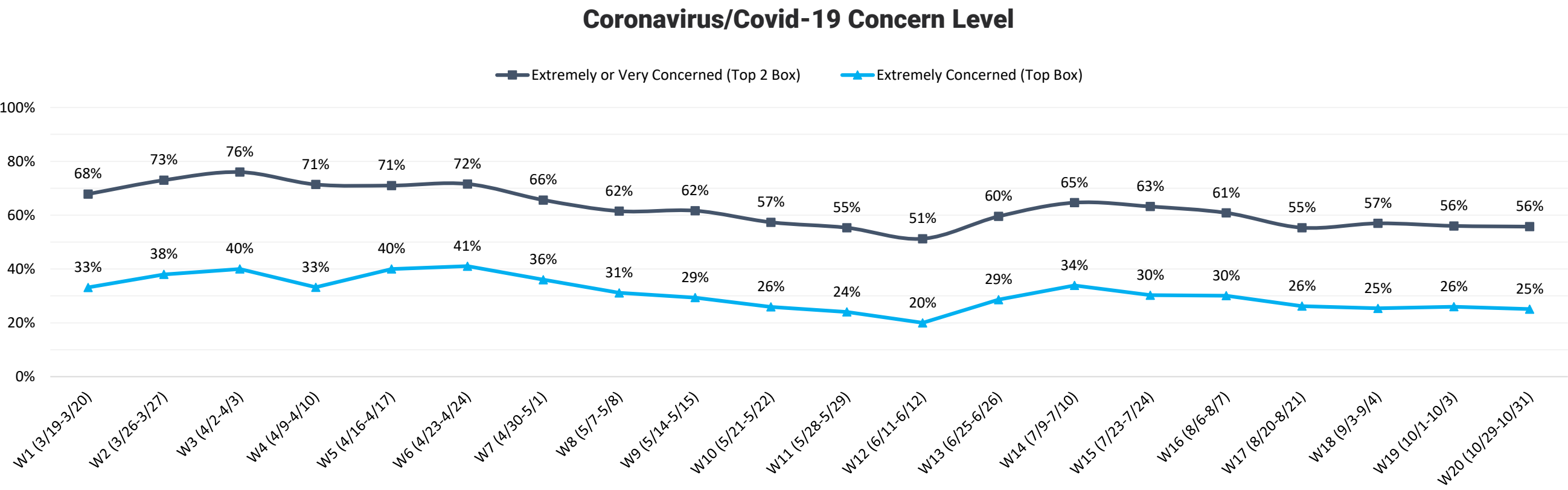
- Though Americans are exhibiting no significant increase in overall concern regarding the Covid-19 pandemic as cases rise throughout the nation, their outlook for how the situation will develop over the coming month turns much more pessimistic during this most recent wave.
  - Covid-19 remains one of the chief societal concerns of the American public, being ranked as a top stressor from among a list of several current focal issues. However, with the US presidential election causing an equal degree of concern, Americans are finding that their attention is split.
  - Although overall concern levels have possibly hit a temporary saturation point, a significant portion of Americans do expect the pandemic to worsen in their local communities, nationally, and globally over the next 30 days.
  - At this point, nearly 90 percent of all Americans are at least somewhat concerned with Covid-19 on a daily basis. Public angst is consistently driven by threats to individual financial security, worries over the health of loved ones (or in some cases, personal loss), and the compounding effects of social isolation.
  - Rates of job loss incurred due to the pandemic's effects are steady at around 10 percent of the US population, and the majority of those who have suffered reduced earnings in some form or another since the start of the outbreak have yet to recuperate.
- Despite the continued anxiety brought on by financial hardships and the immediate threat of economic downturn, Americans refuse to abandon a longstanding sense of optimism when it comes to their personal financial futures in the long run.
- At the end of October, there is little change to Americans' intentions regarding a possible Covid-19 vaccine – only about half of the population is likely to get the vaccine themselves or to encourage others to do so.

# 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



Despite cases increasing across the country, overall concern levels are generally in-line with previous waves. Around one-quarter of Americans are extremely concerned about the pandemic, while just over half are at least very concerned.



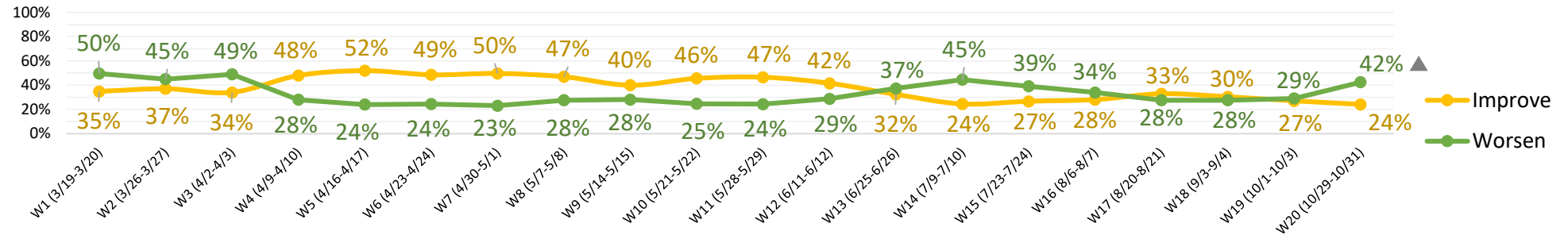
Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/Covid-19 situation? Base: Total



# Anticipated Change in Coronavirus/Covid-19 Situation

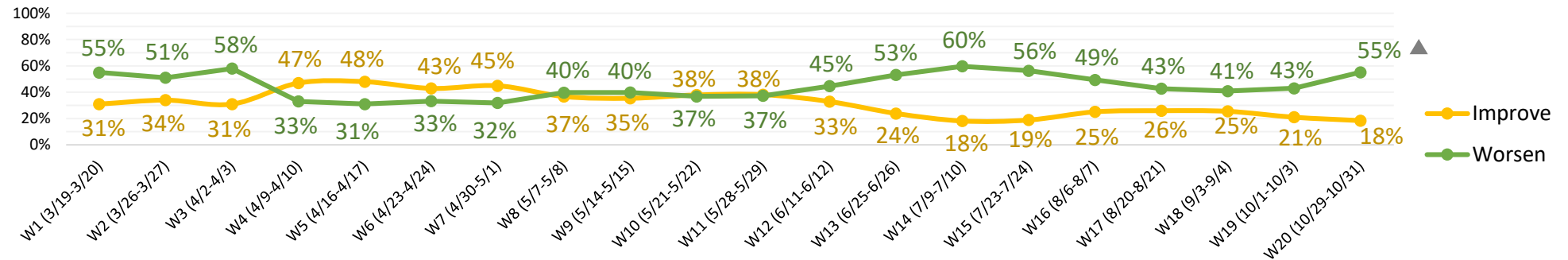
While about one-quarter of Americans still believe the pandemic will improve **locally** over the next 30 days, this wave brings a significant increase in those who expect the situation to worsen.

## Change Locally in Next 30 Days



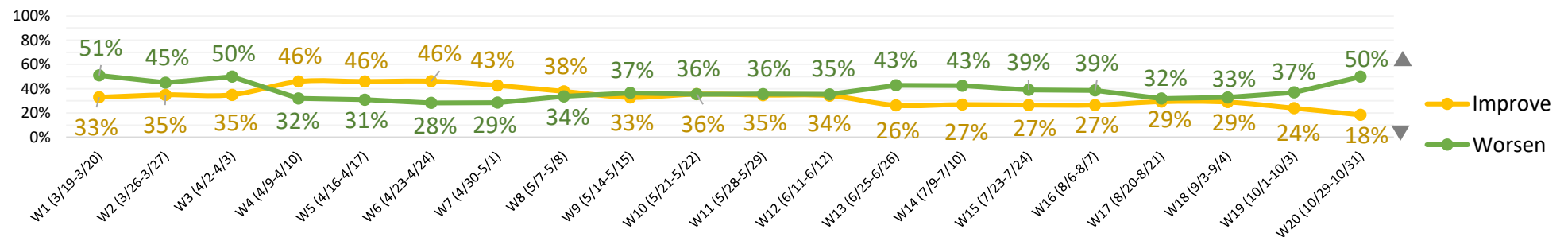
Similarly, more Americans are expecting the **national** situation to worsen over the coming 30 days as well.

## Change in US Overall in Next 30 Days



The 30-day **global** outlook turns ominous as well, with half of Americans expecting the situation to worsen.

## Change Globally in Next 30 Days

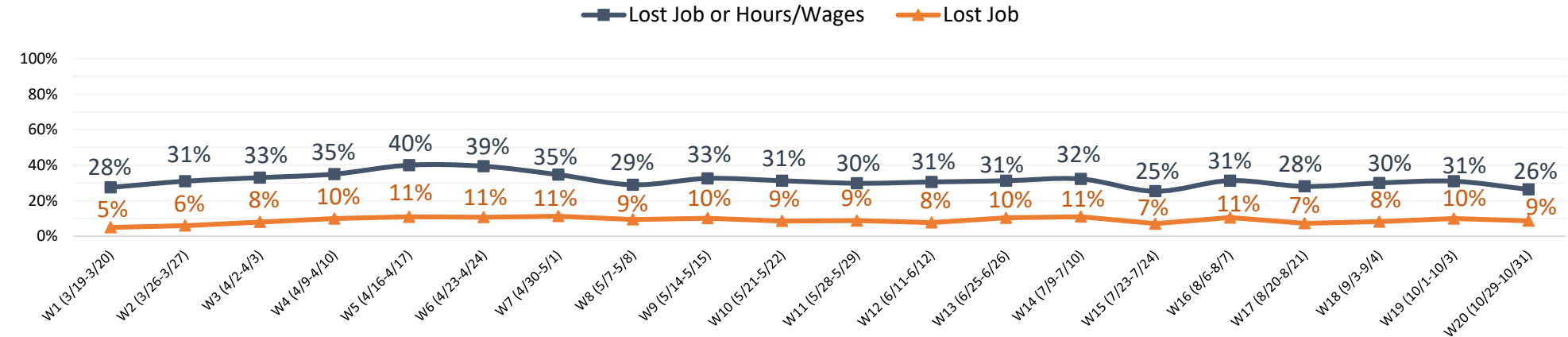


Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/Covid-19 situation to change in the next 30 days? Base: Total

# Employment, Financial Impact of Coronavirus/Covid-19

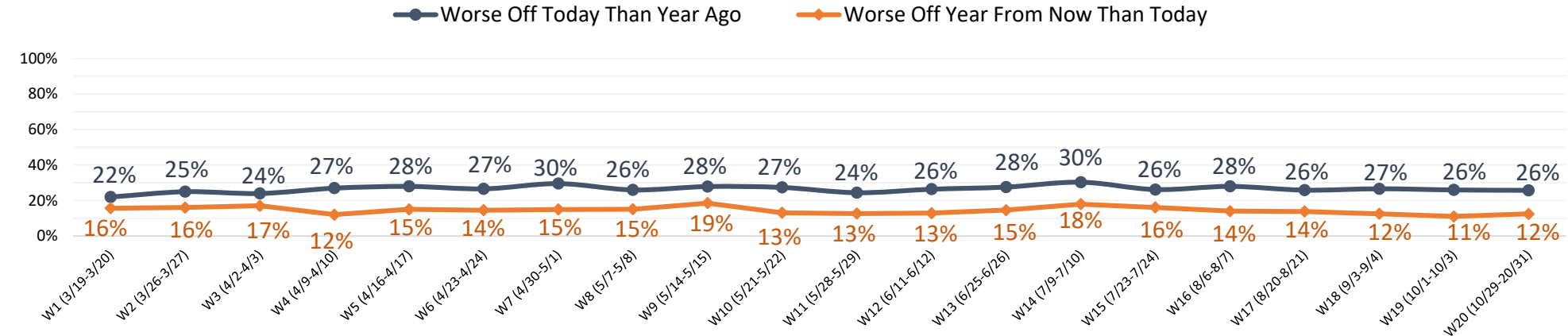
The pandemic's reported effects on employment ease slightly this wave, while one in 10 Americans consistently report losing a job because of Covid-19.

## Coronavirus/Covid-19 Impact on Employment



About one-quarter of Americans say they are worse off today when compared to one year ago, while only 12 percent expect to be worse off one year from now.

## Personal Financial State vs. One Year Ago, From Now

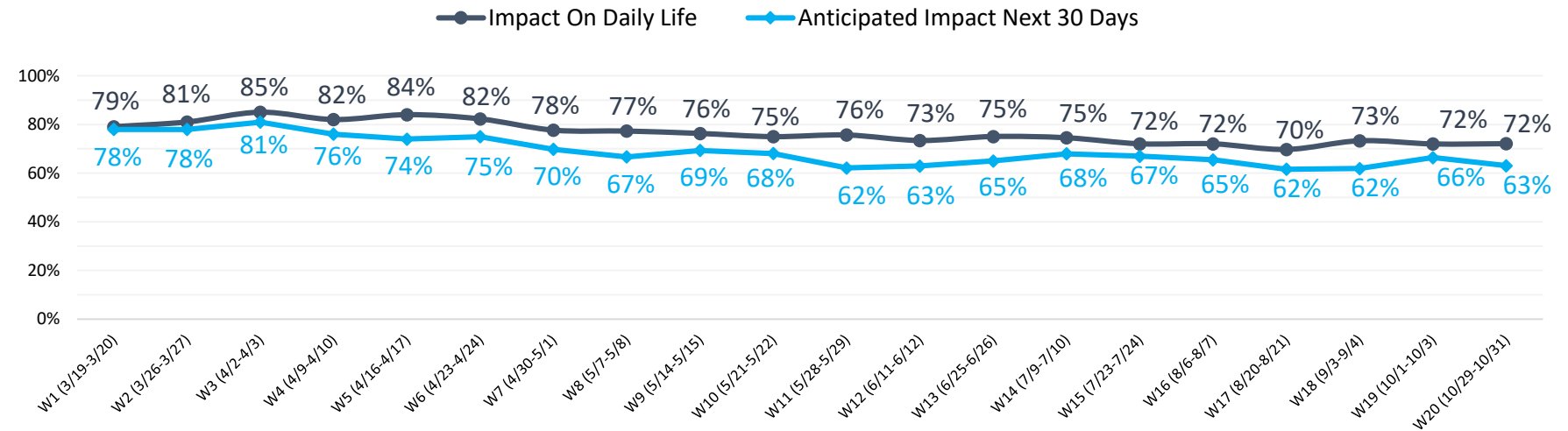


Q19 - At any point, did you lose a job or were your job hours or salary negatively affected by the Coronavirus/Covid-19 situation? Base: Total | Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / Q3 - Now looking to the future: Do you think one year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

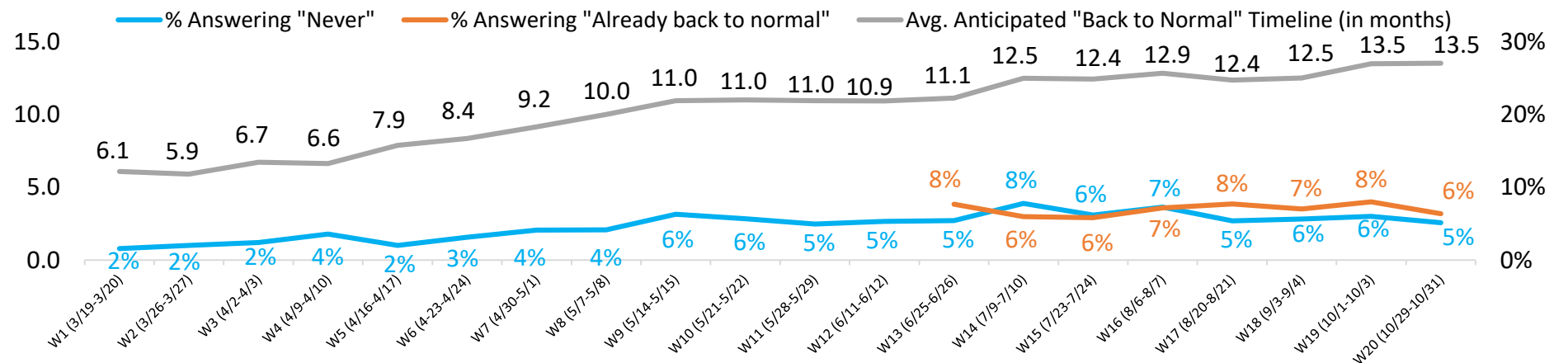
# Impact, Estimated Timeline of Coronavirus/Covid-19

Covid-19 continues to impact the lives of about 7 in 10 Americans in a severe or moderate way, while around two-thirds expect severe or moderate impacts to continue throughout the next 30 days.

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



## Anticipated "Back to Normal" Timeline



The time until Americans expect things to "return to normal" remains at an all-time high of 13.5 months.

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

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: Total

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: Total

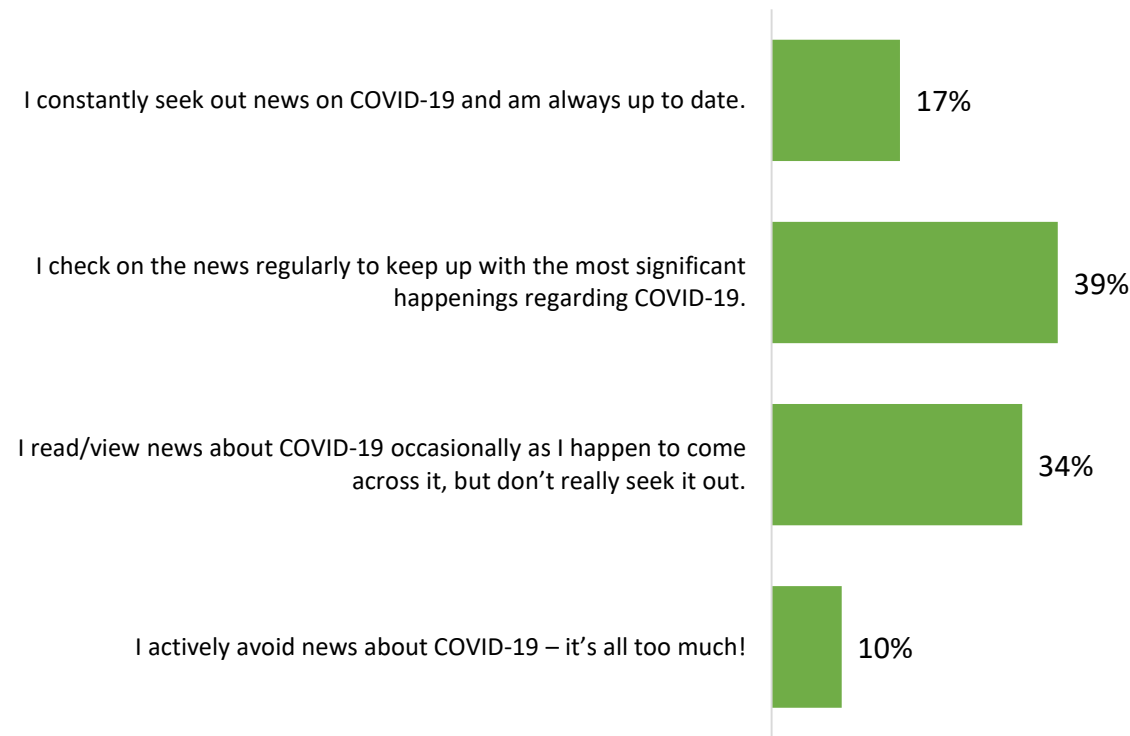
# Awareness, Perceptions, Concerns

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

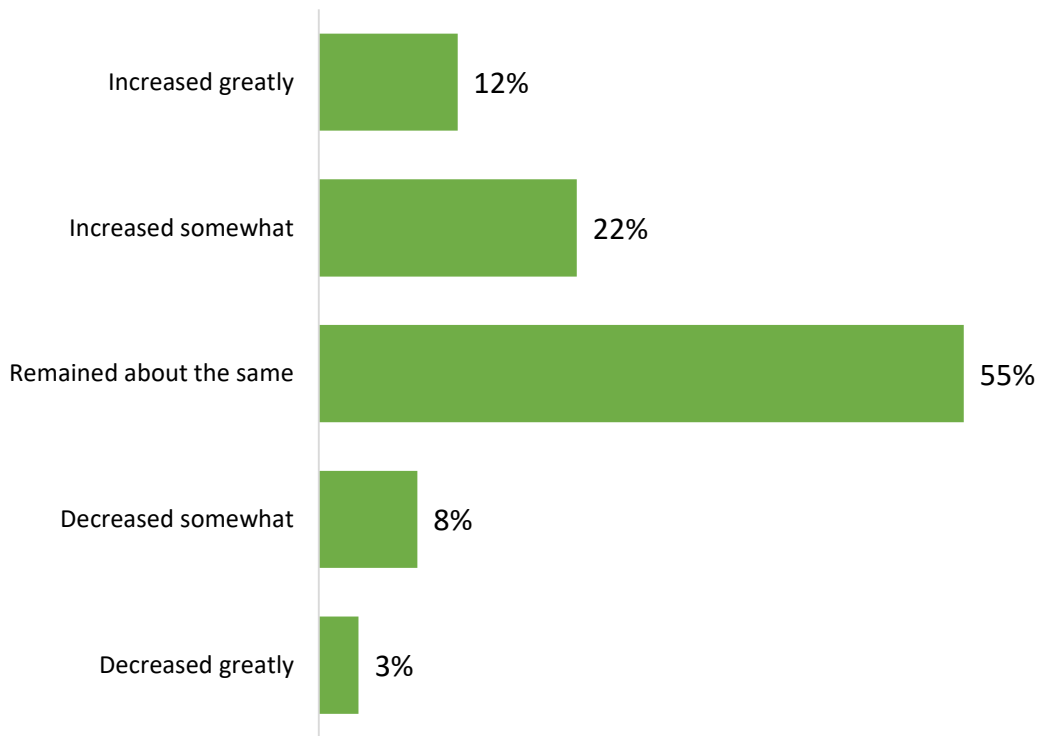


Most Americans remain tethered to news about Covid-19. About one-third of Americans report that the amount of pandemic-related news they've consumed has increased over the past two weeks.

**Attitudes toward News about Covid-19**

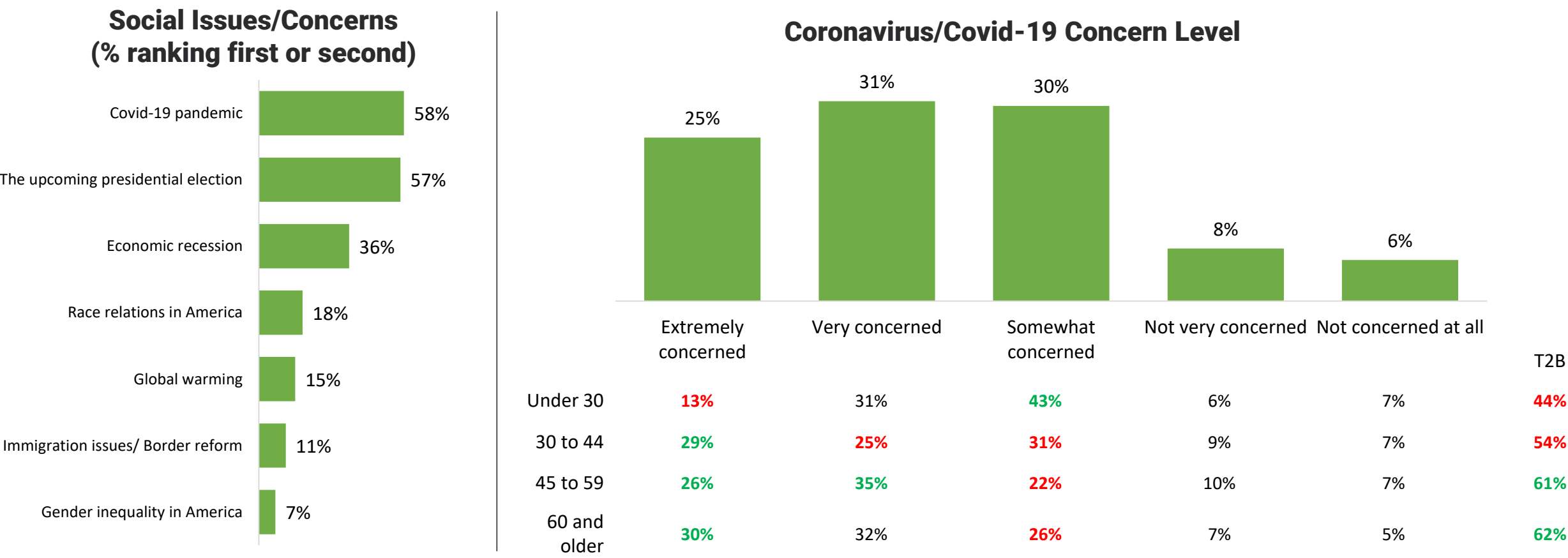


**Change in Amount of News Consumed about Covid-19**



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  
Q6c - Within the past week, would you say the amount of news you've consumed related to COVID-19 has... Base: Reads/watches news

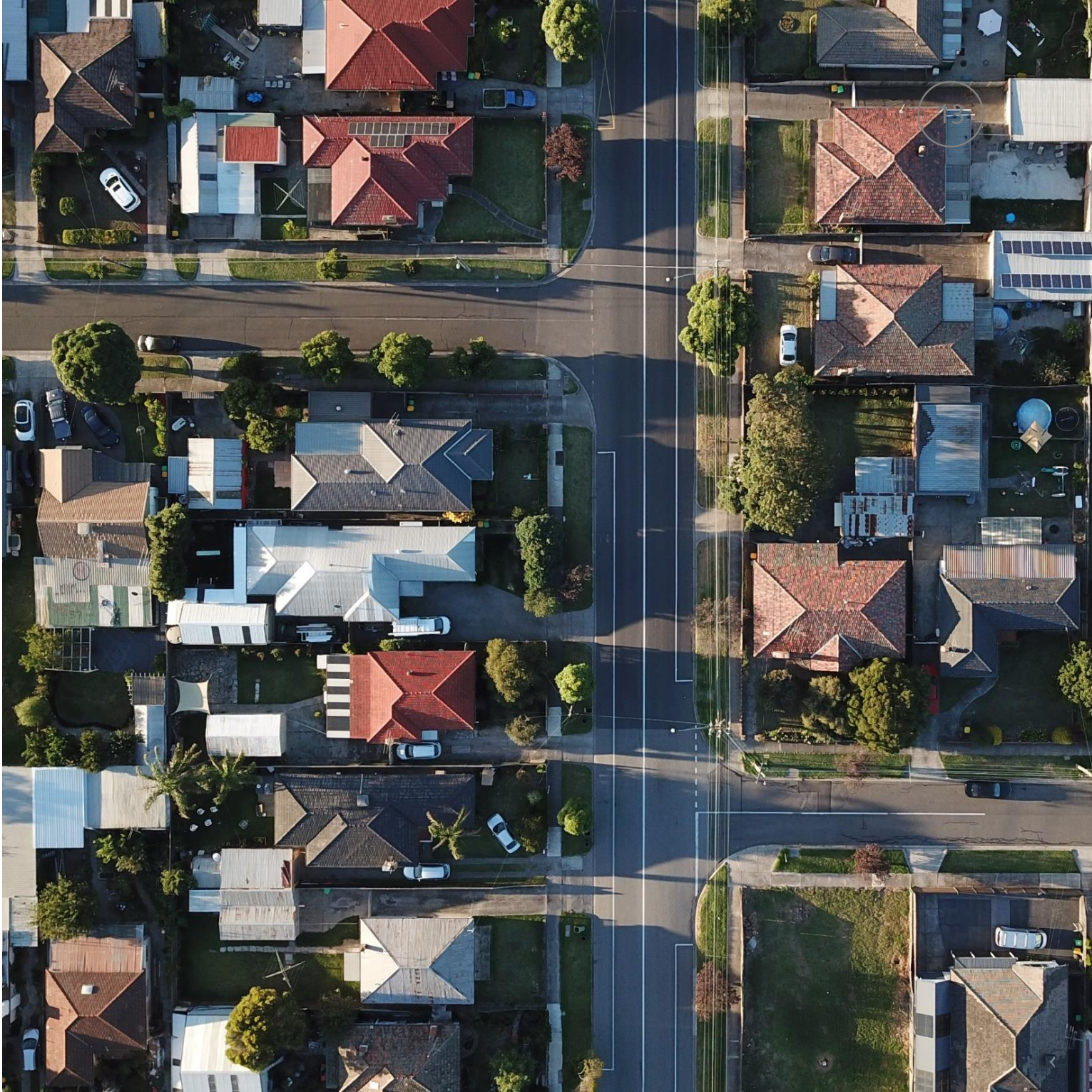
As Americans near the end of October, their focus is split evenly between the presidential election and the Covid-19 pandemic. Few remain unconcerned with the outbreak, but younger Americans remain less worried than their older peers.



Q1b - Please rank the issues below from the one that you are most concerned about to the one you are least concerned about. Base: Total  
Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/Covid-19 situation? Base: Total

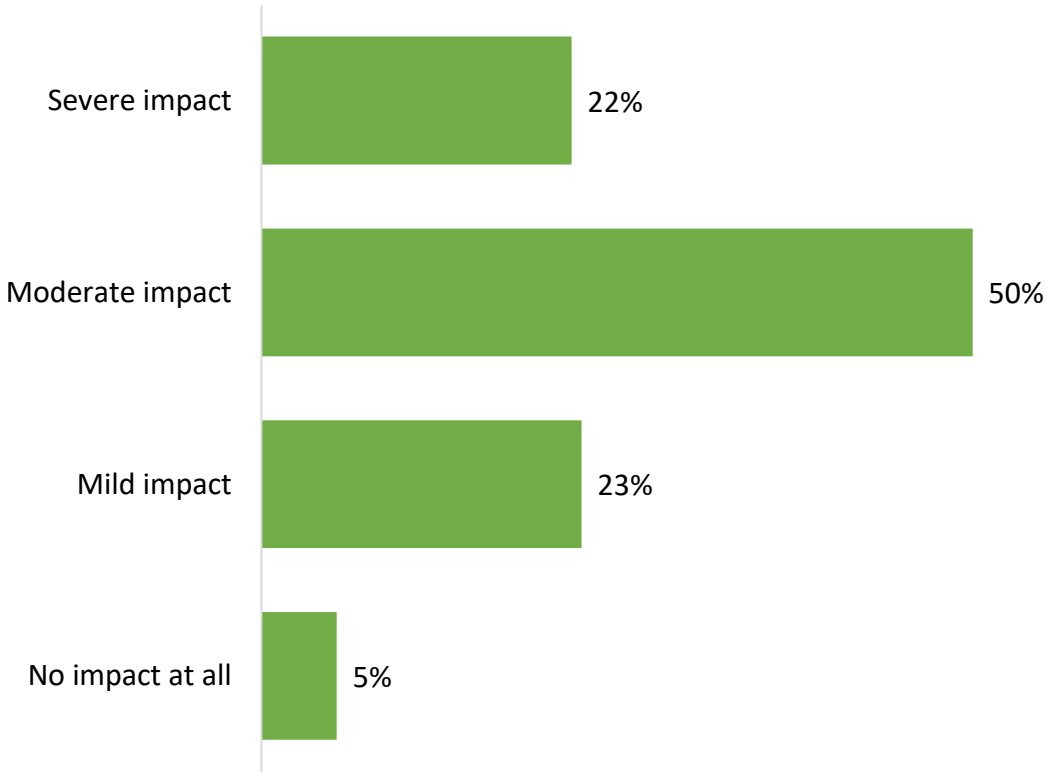
# Impact on Daily Life

- Overall Impact
- Behavioral Reactions



Nearly one-quarter of the American public face the pandemic’s most severe effects. Most Americans report more moderate impacts to their daily lives. Effects have generally equalized across the separate regions of the country.

Coronavirus/Covid-19 Impact on Daily Life



	Under 30	30 to 44	45 to 59	60 or older
Severe	22%	26%	22%	17%
Severe or Moderate	77%	73%	71%	68%

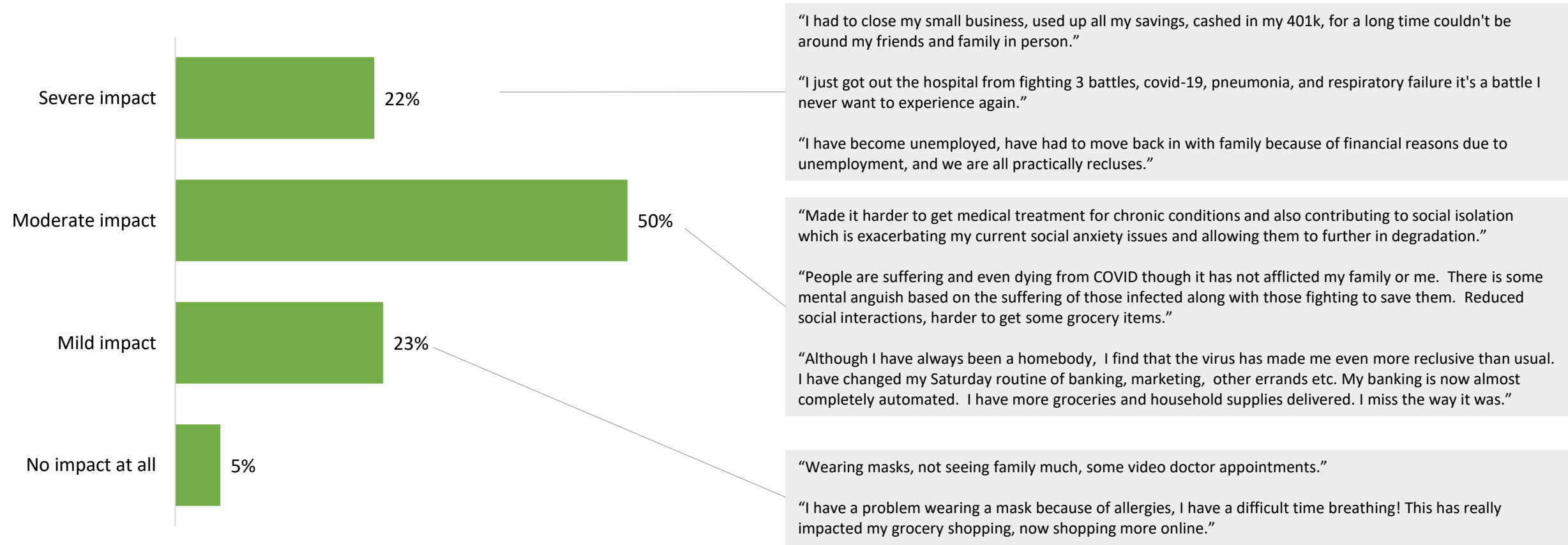
	Under \$50K	\$50K to \$100K	\$100K or more
Severe	24%	20%	22%
Severe or Moderate	69%	70%	79%

	Northeast	Midwest	South	West
Severe	21%	19%	23%	23%
Severe or Moderate	74%	71%	69%	76%

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

Those feeling more severe impacts of the pandemic are likely to mention financial hardship, health worries, and other stressors brought on by social isolation. Those less affected by the pandemic frequently refer to the inconvenience of mask-wearing and some changes to daily routine.

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: Total



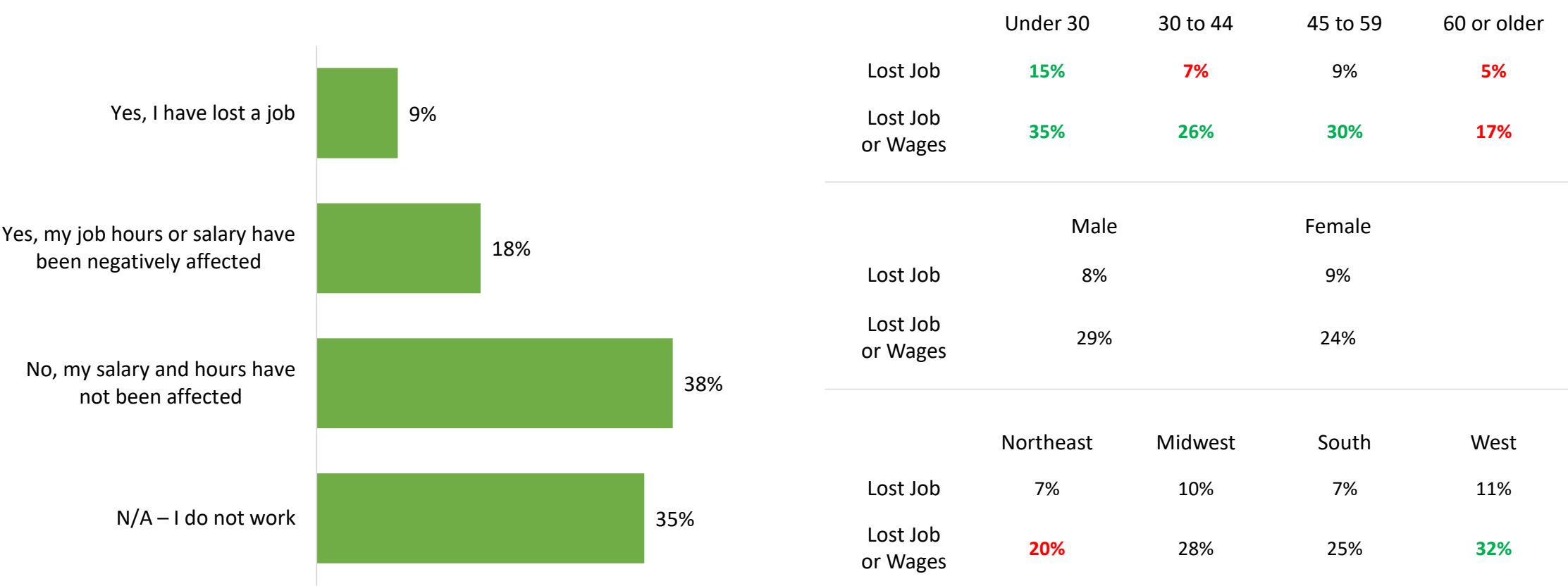
# Employment Impact

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



Job losses related to Covid-19 are steadily reported among one in 10 Americans, with one in five reporting other negative impacts to their regular salary, wages, or hours.

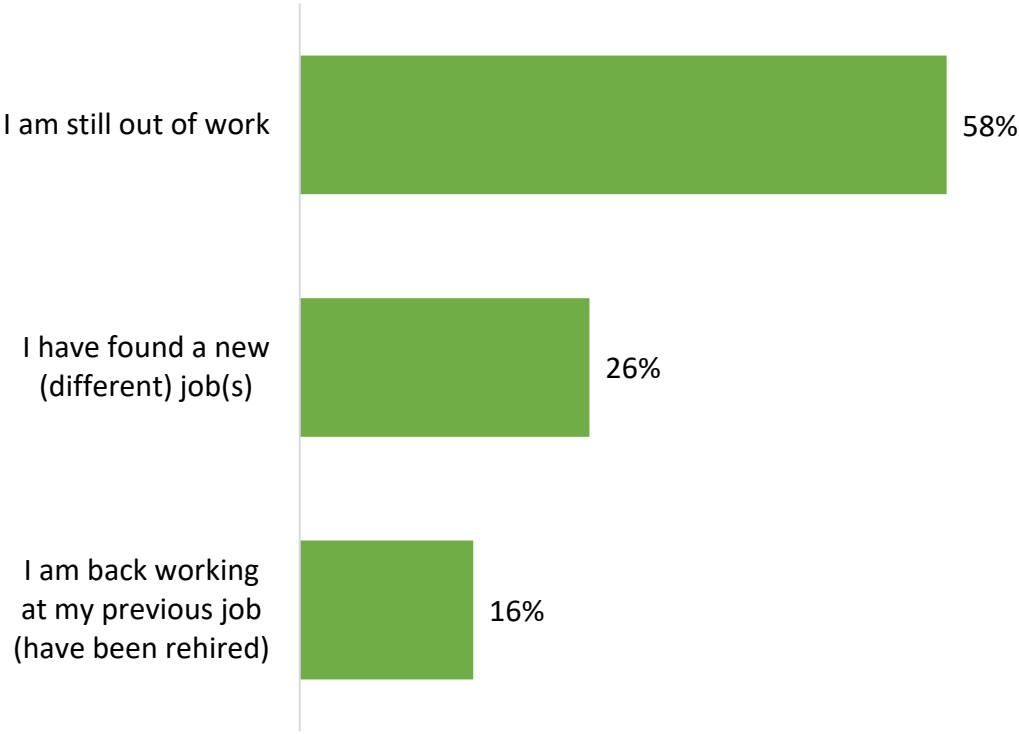
Coronavirus/Covid-19 Impact on Employment



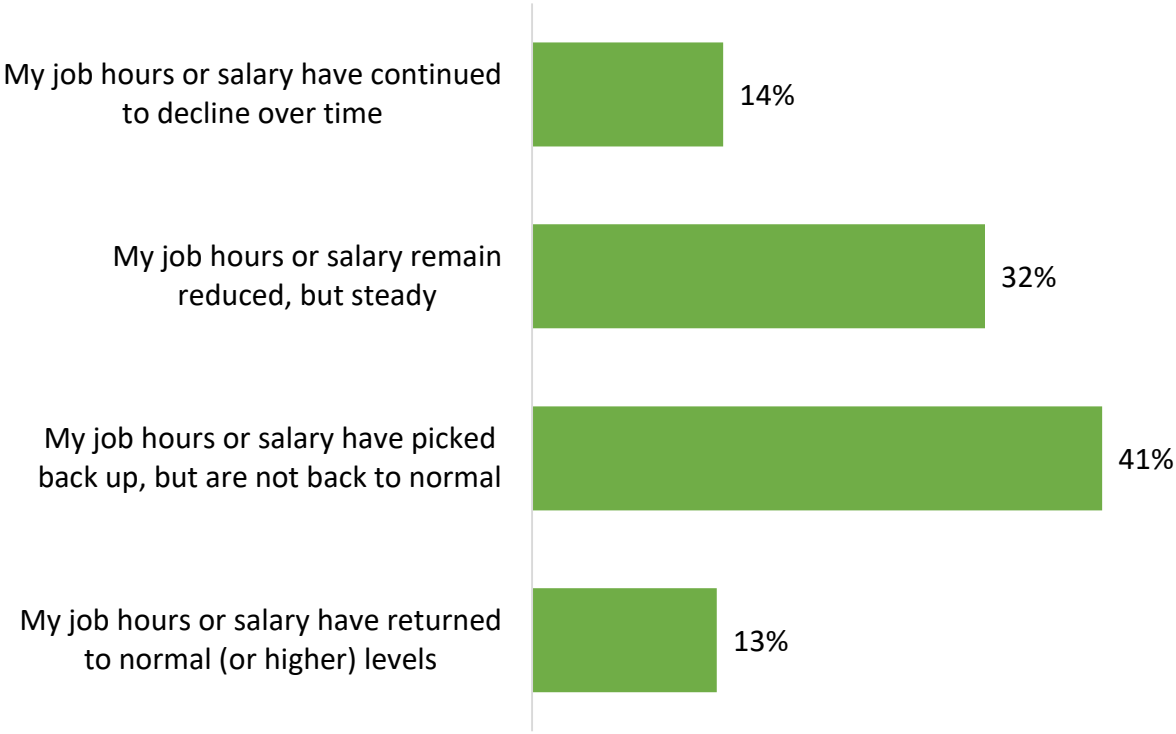
Q19 - At any point, did you lose a job or were your job hours or salary negatively affected by the Coronavirus/Covid-19 situation? Base: Total

Among those who have encountered employment or income-related downturns due to the Covid-19 pandemic, most continue to face those challenges today. Nearly 60 percent of those who had lost a job remain out of work, and the majority of workers who have seen some form of a pay reduction are still making due with those reduced amounts.

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: Lost a 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: Had hours or salary impacted

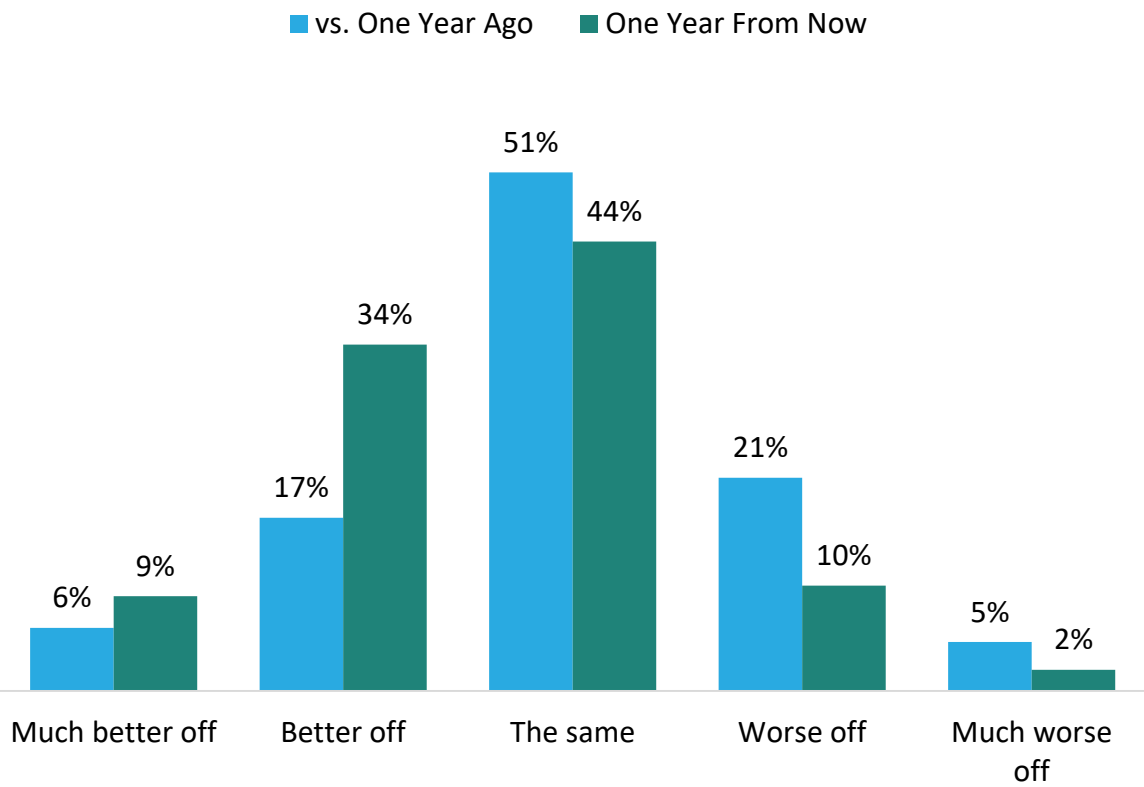
# Outlook

- Consumer Confidence
- Projected Impact
- Anticipated Recovery Time

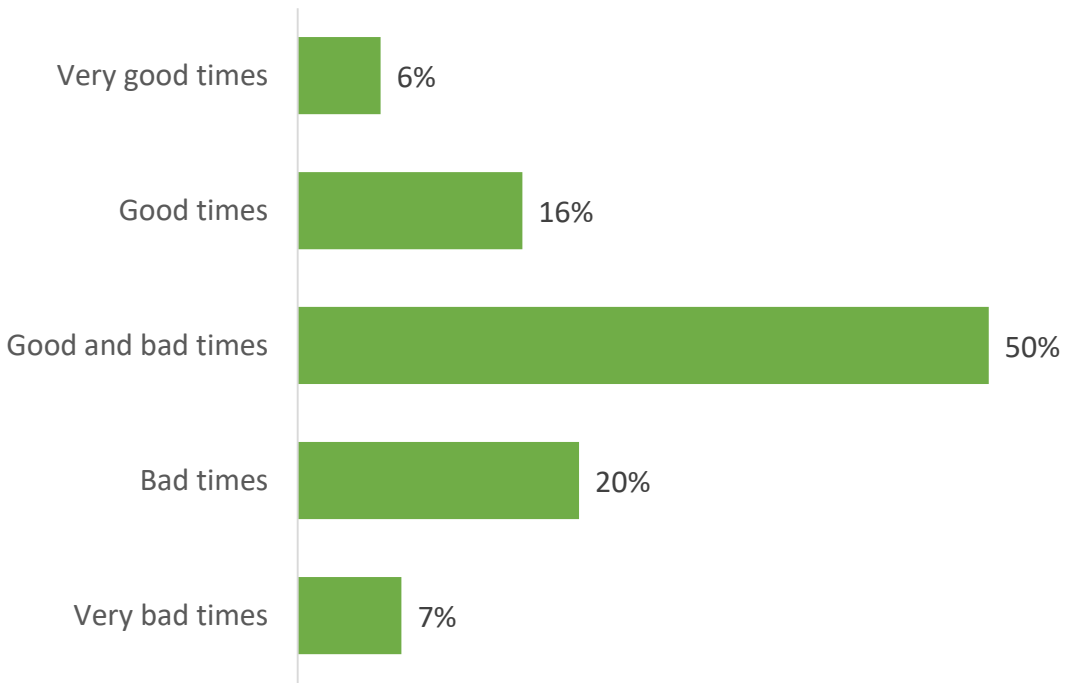


Americans refuse to lose hope that their own personal financial futures will remain unaffected (if not better) in the long run, despite expecting a turbulent time for US businesses in general.

Personal Financial State vs. One Year Ago, From Now



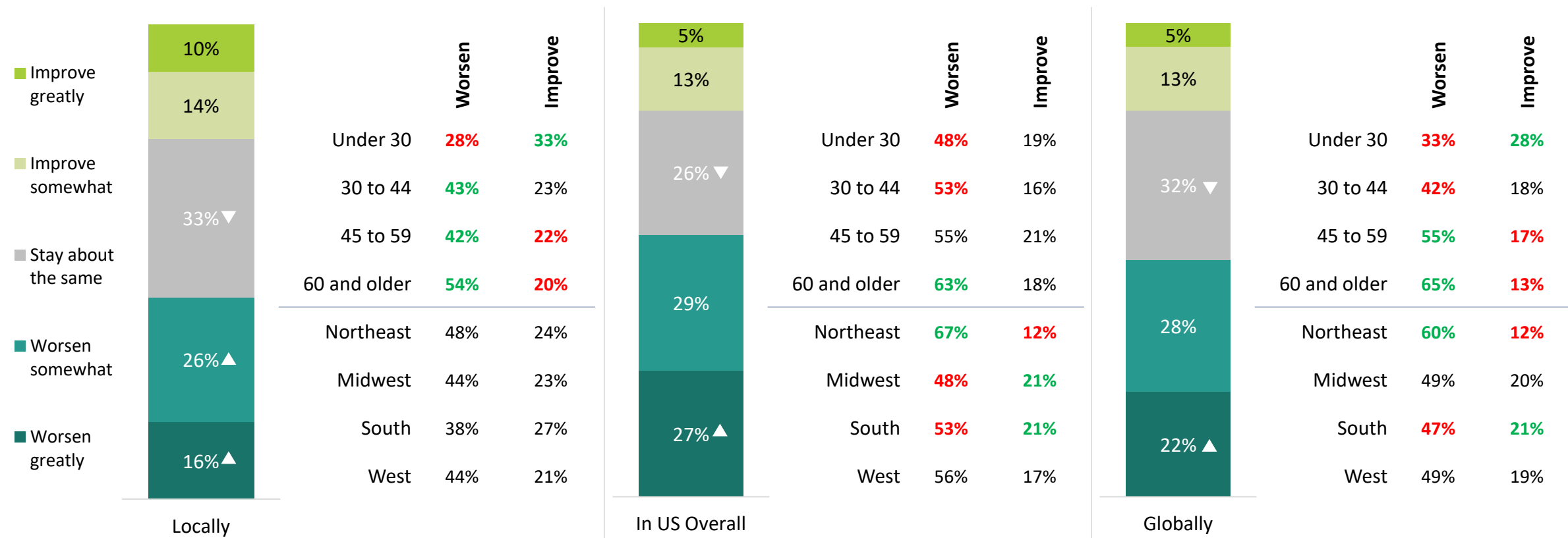
US Business Financial State Over Next 12 Months



Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? Base: Total / 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: Total / 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: Total

This wave, Americans are more likely to expect the pandemic to worsen greatly over the next 30 days, at the local, national, and global levels. Locally, younger Americans are more optimistic than older generations.

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

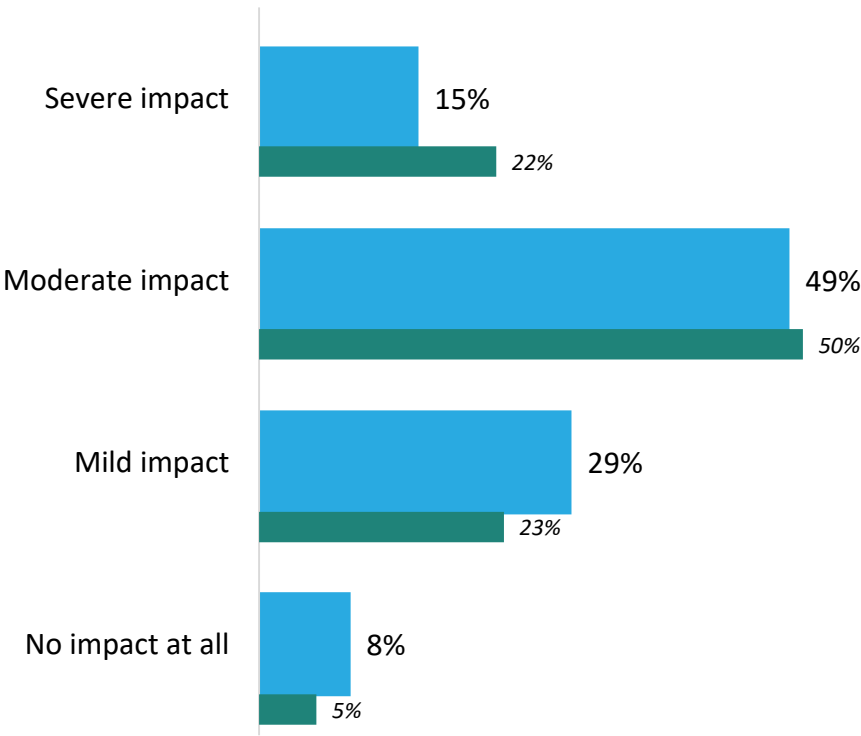


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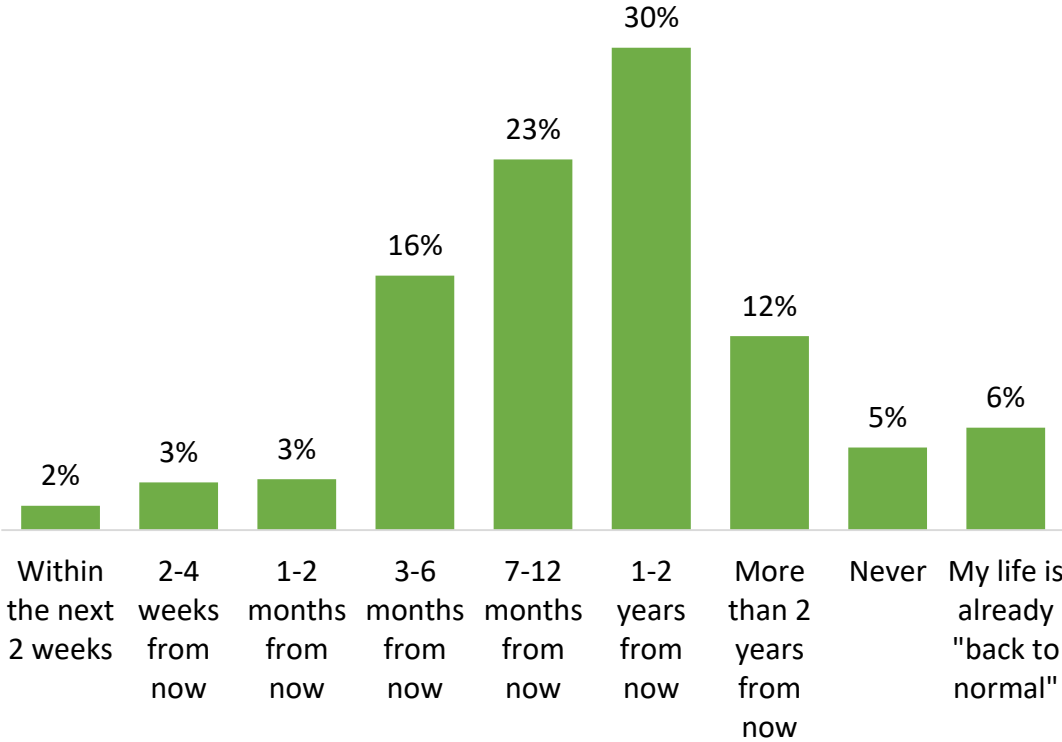
Two-thirds of Americans expect a non-trivial amount of disruption to their daily lives to continue through the next 30 days. Meanwhile, Americans embrace a longer-term expectation of when things will be “back to normal.”

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: Total  
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: Total

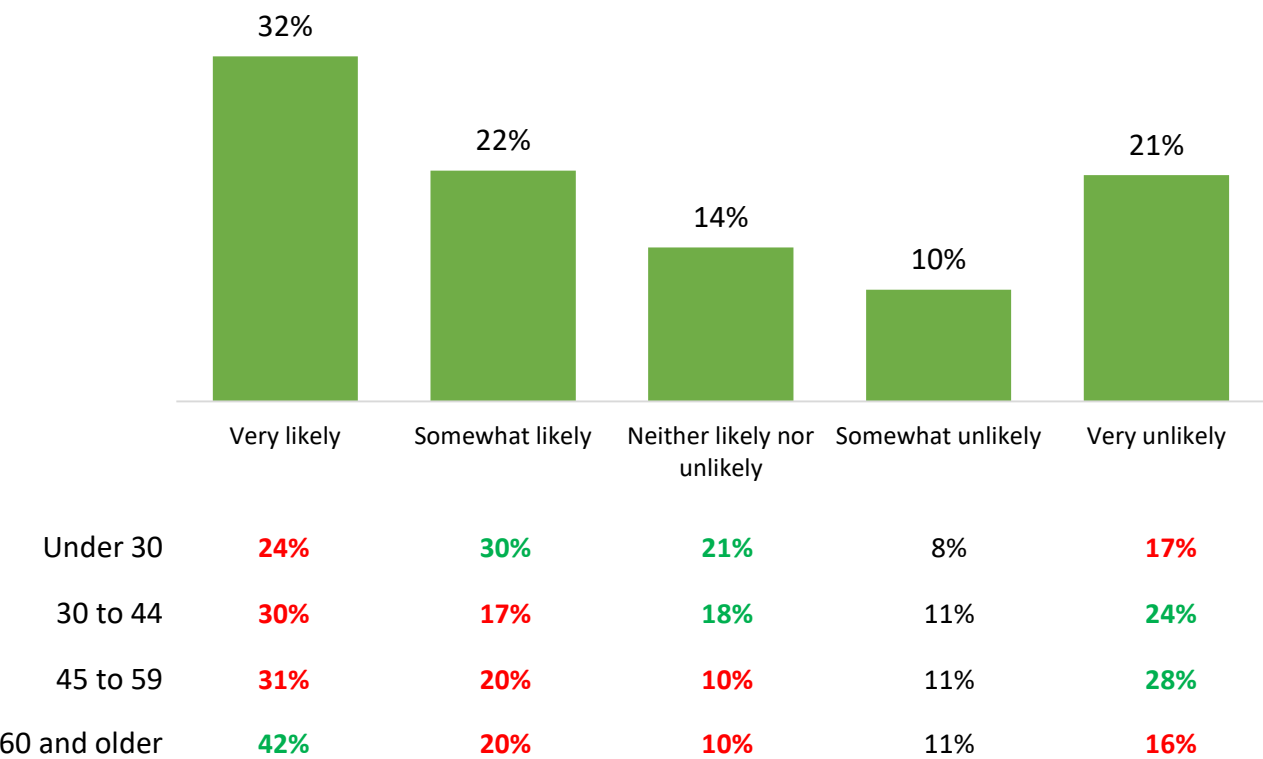
# Pulse Topics

- Vaccine Interest

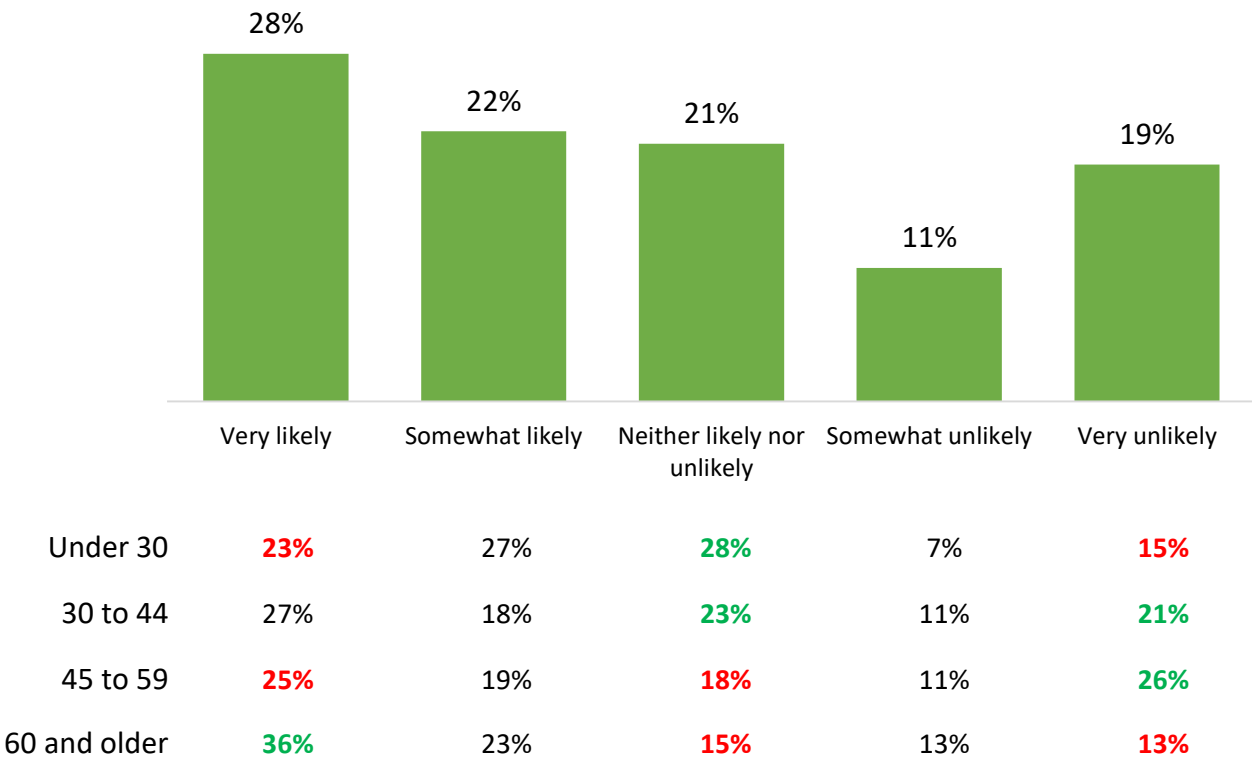


Only about half of Americans would be likely to get a Covid-19 vaccine if one were available. Those 60 and older would be the most likely to do so. The same holds true for the willingness to encourage others to get the vaccine as well.

Intention of Getting Vaccine When Available



Intention of Encouraging Others to Get Vaccine When Available



Q40 - If or when a proven vaccine against Coronavirus/Covid-19 becomes available, how likely or unlikely will you be to get the vaccine for yourself, and to encourage close friends and family to get the vaccine?

# Questions?



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