



Covid-19 Pandemic

Impact on US Consumers

W21 | December 3rd – 5th, 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 twenty first wave of aytm's Covid-19 Consumer Tracker fielded Thursday, December 3rd – Saturday, December 5th, 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).*

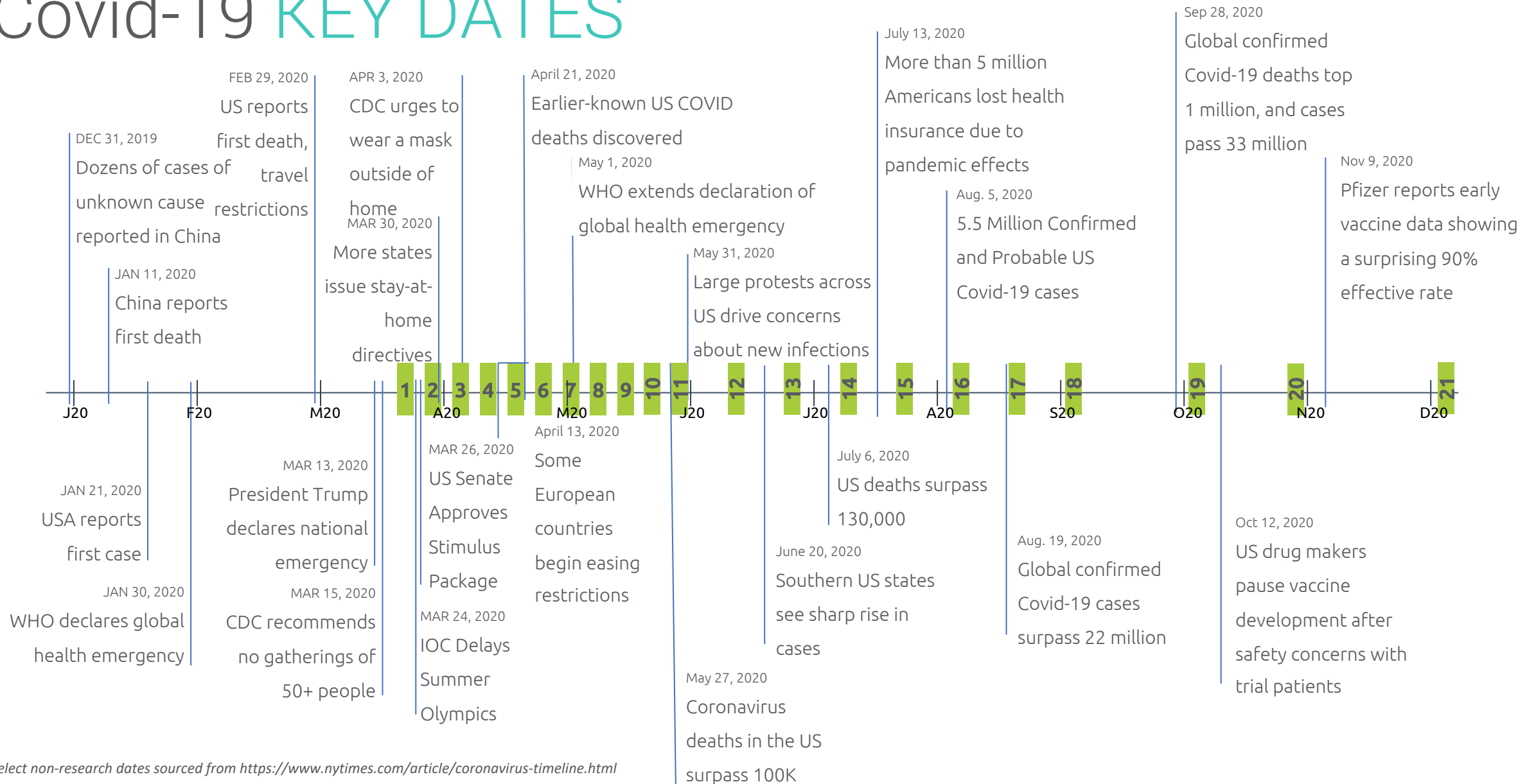
**Green** and **red** text highlighting indicates statistically significant difference over at least one other subgroup.

▲▼ 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 21 KEY FINDINGS

- December brings significant increases in Americans' level of concern with Covid-19 compared to the previous wave at the end of October, returning to elevated levels similar to those seen over the summer.
  - At least half or more expect the situation to worsen over the next 30-days, at the local, national and global level. Only one in five expect that their local community will experience improvements over the next 30 days.
- As the holidays approach, over seventy percent of Americans anticipate a severe or moderate impact to their lives in the coming 30 days, (the highest percentage since the end of April).
  - Reliance on news media remains steady. Sixty percent of Americans are constantly or regularly consuming news on Covid-19 developments.
  - Participants' likelihood of attending a live event today is very low. Less than 10 percent of Americans are very likely to attend a professional or college sporting event, music event/concert or other performing arts event.
  - Financial and professional struggle remains common as one in 10 Americans continue to report job loss, while an additional 18 percent report wage or hourly reductions.
  - Over 60 percent of those who lost a job remain out of work and over 80 percent have yet to see their hours or wages return to normal (or higher) levels.
- Despite compounding hardships, Americans remain optimistic about their financial future.
  - Around one-quarter of Americans are currently facing more challenging financial times than they were one year ago, but 41 percent expect to be better off or much better off a year from now.
- As information on the effectiveness of potential vaccines comes to light, more than one-half of Americans are somewhat likely or very likely to get the vaccine and encourage family and friends to do so too.

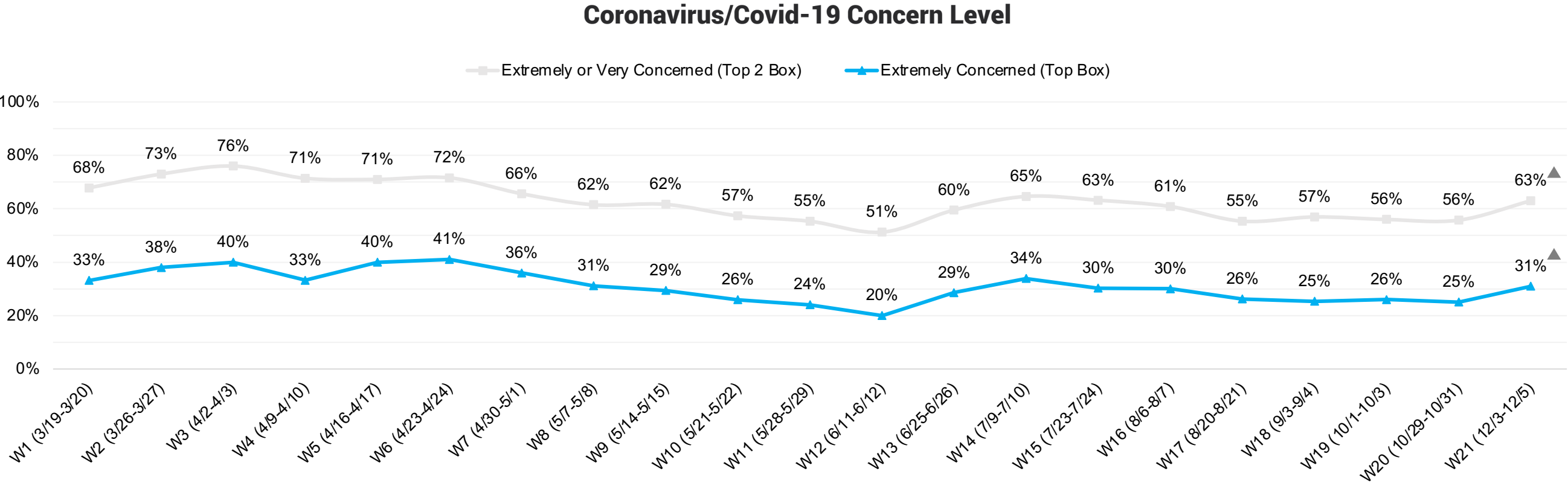


# Wave over Wave Trends

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



Early December brings a significant increases in Americans' level of concern (at both the top-box and top-two box levels), returning to a severity last seen over the summer.



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

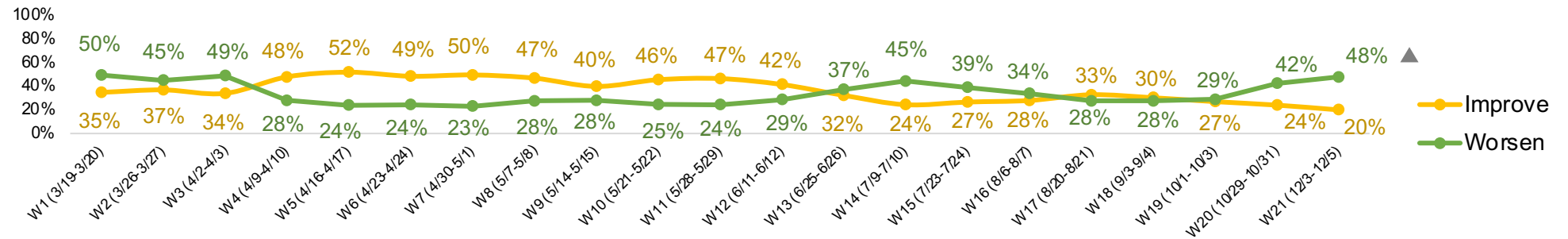




# Anticipated Change in Coronavirus/Covid-19 Situation

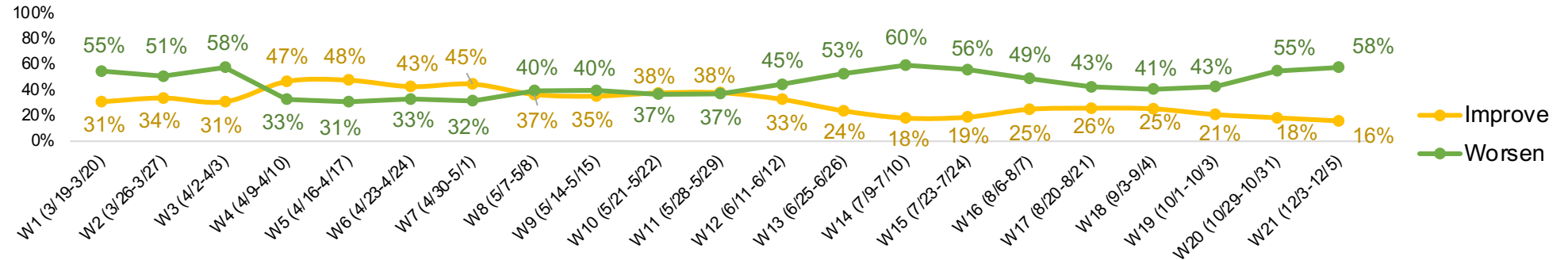
This wave marks the second consecutive significant increase in those that believe the pandemic will worsen **locally** in the next 30 days. The lowest percentage of those anticipating improvements was recorded during this wave.

## Change Locally in Next 30 Days



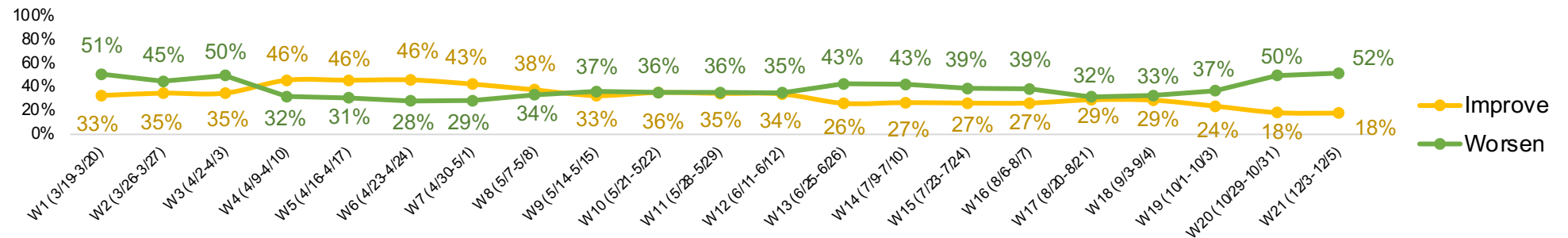
Consistent with their outlook locally, more than half of Americans are expecting the **nation's** situation to worsen over the coming 30 days as well.

## Change in US Overall in Next 30 Days



The same is true for the 30-day **global** outlook, approximately half of Americans expecting the situation to worsen.

## Change Globally in Next 30 Days

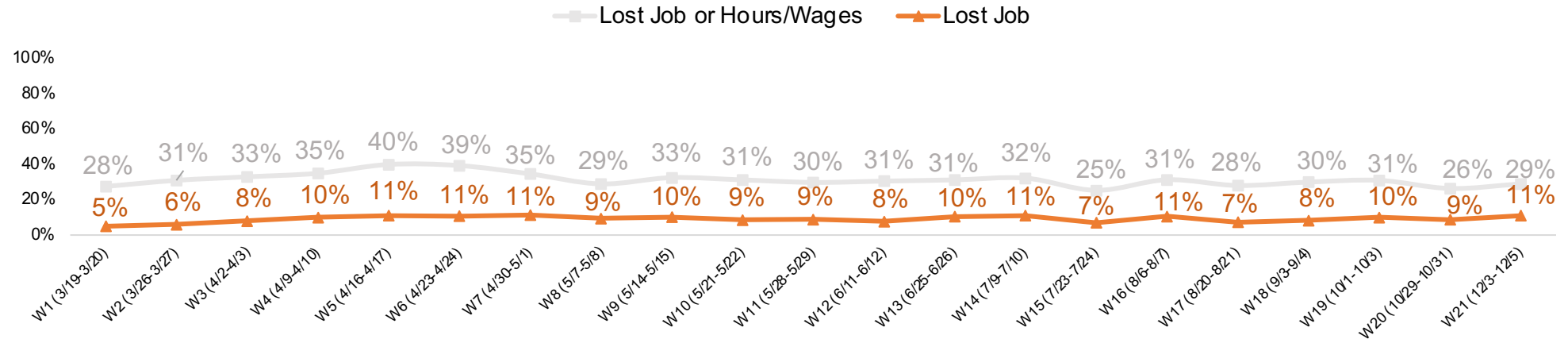


Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/Covid-19 situation to change in the next 30 days? Base: Total

# Employment, Financial Impact of Coronavirus/Covid-19

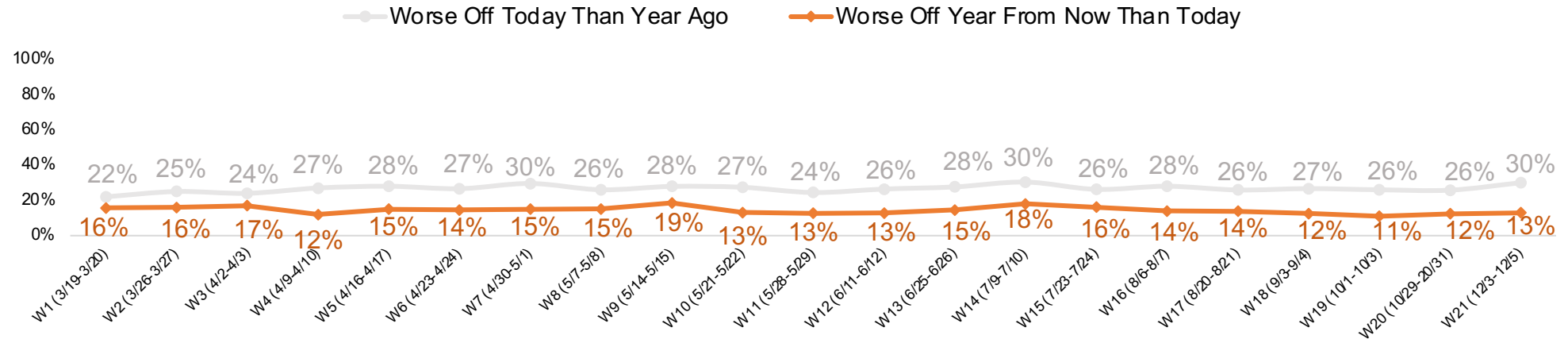
The pandemic's reported effects on employment align with past waves, slightly more than one-quarter of Americans report losing their job, hours or wages.

## Coronavirus/Covid-19 Impact on Employment



Thirty percent of Americans say they are worse off today when compared to one year ago, but only thirteen percent expect to be worse off one year from now than they are today.

## 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

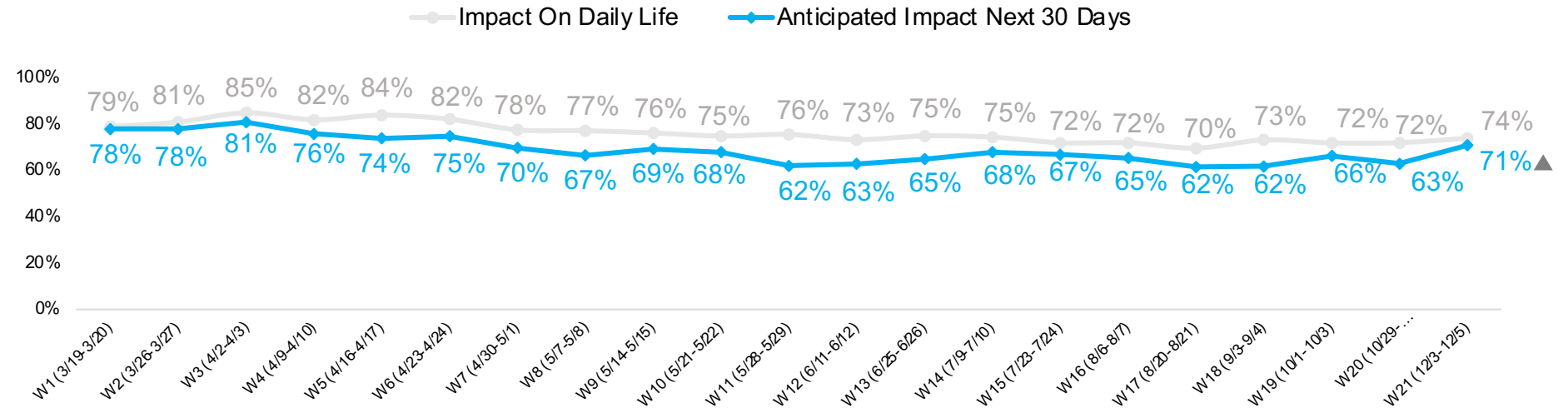


# Impact, Estimated Timeline of Coronavirus/Covid-19

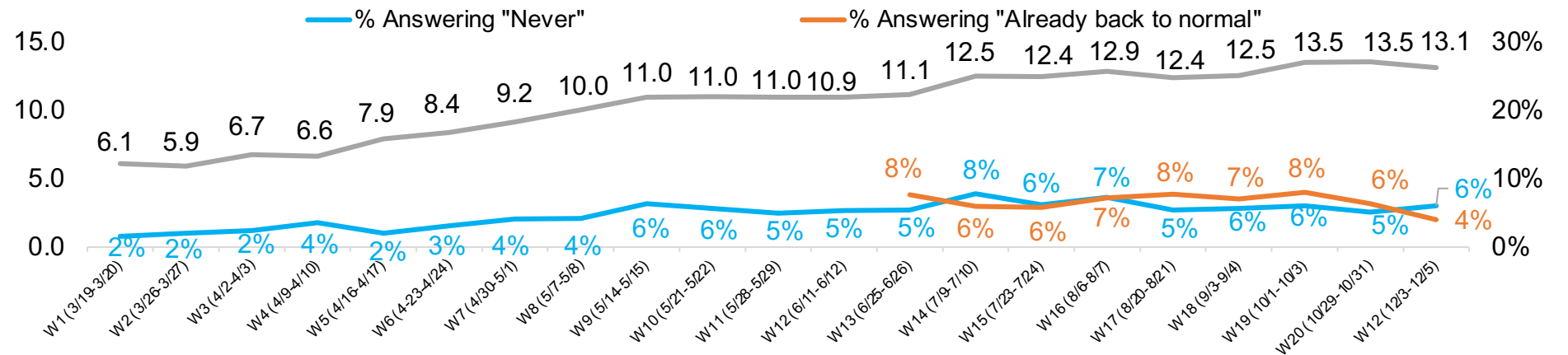
Americans are expecting impacts from Covid-19 in the next 30 days. Seventy-one percent anticipate severe or moderate impact to their lives in the coming 30 days, a significant increase from the previous wave and the highest percentage since the end of April.

The time until Americans expect things to “return to normal” remains high at 13.1 months.

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



## 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: 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

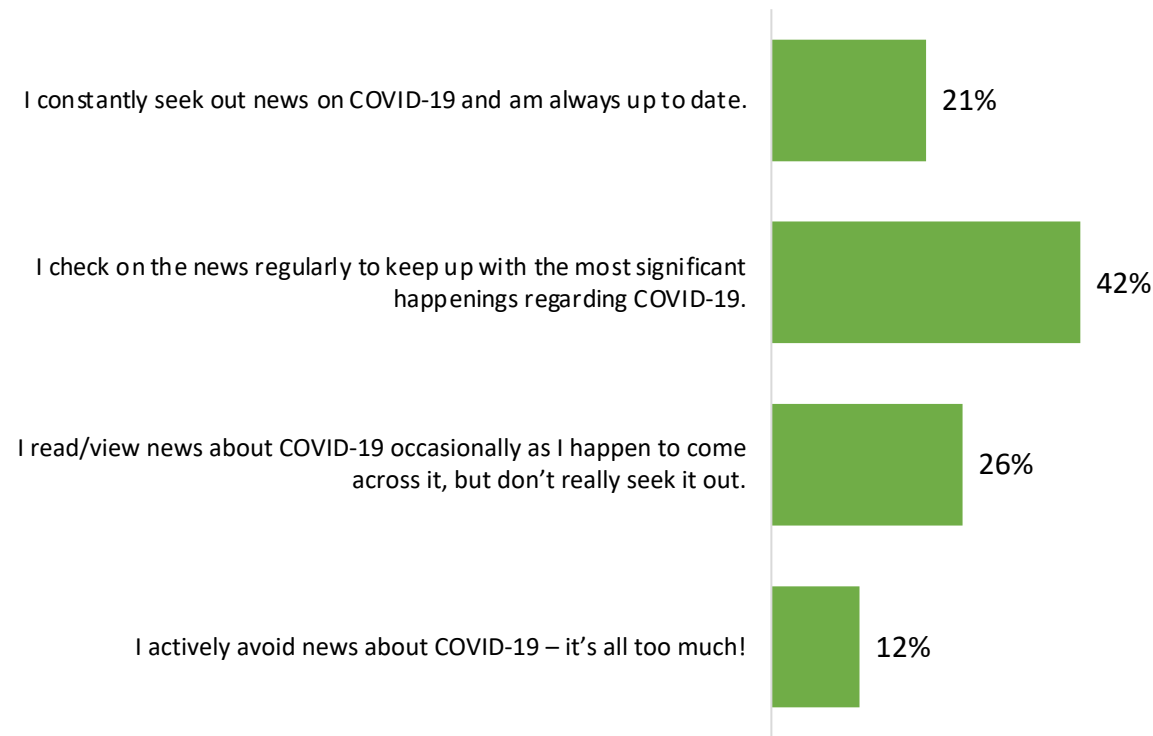
- Covid-19 Awareness, Concern
- Health Concerns
- Economic Concerns
- Perceived Severity



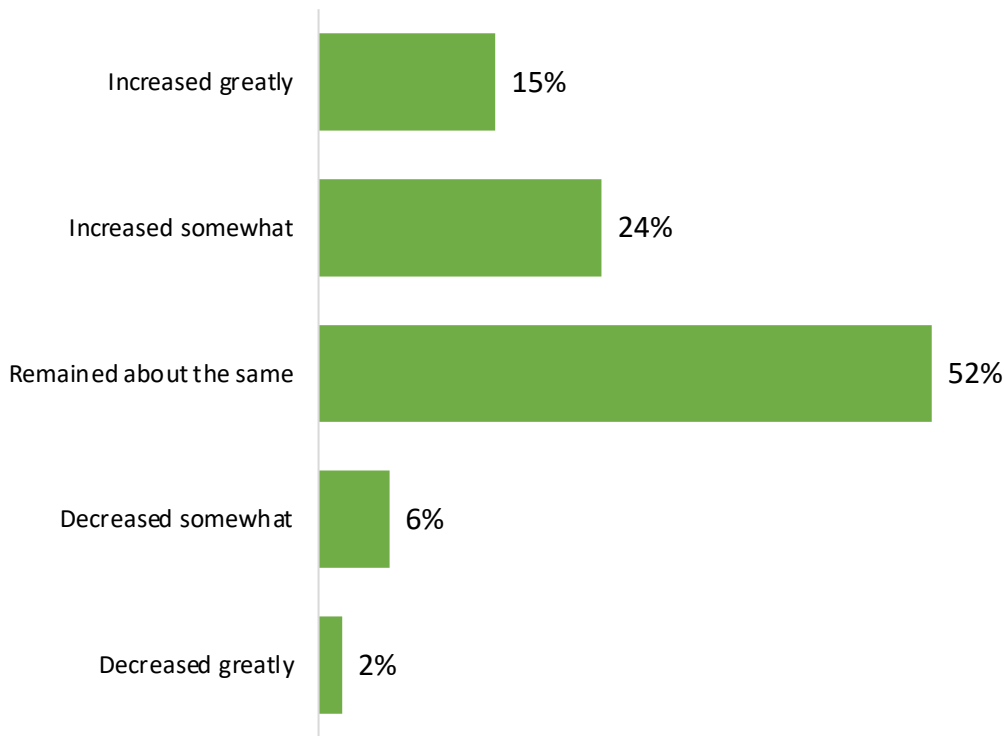


Covid-19 news consumption remains steady. Over 60 percent of Americans check for Covid-19 related news regularly or constantly seek it out.

**Attitudes toward News about Covid-19**

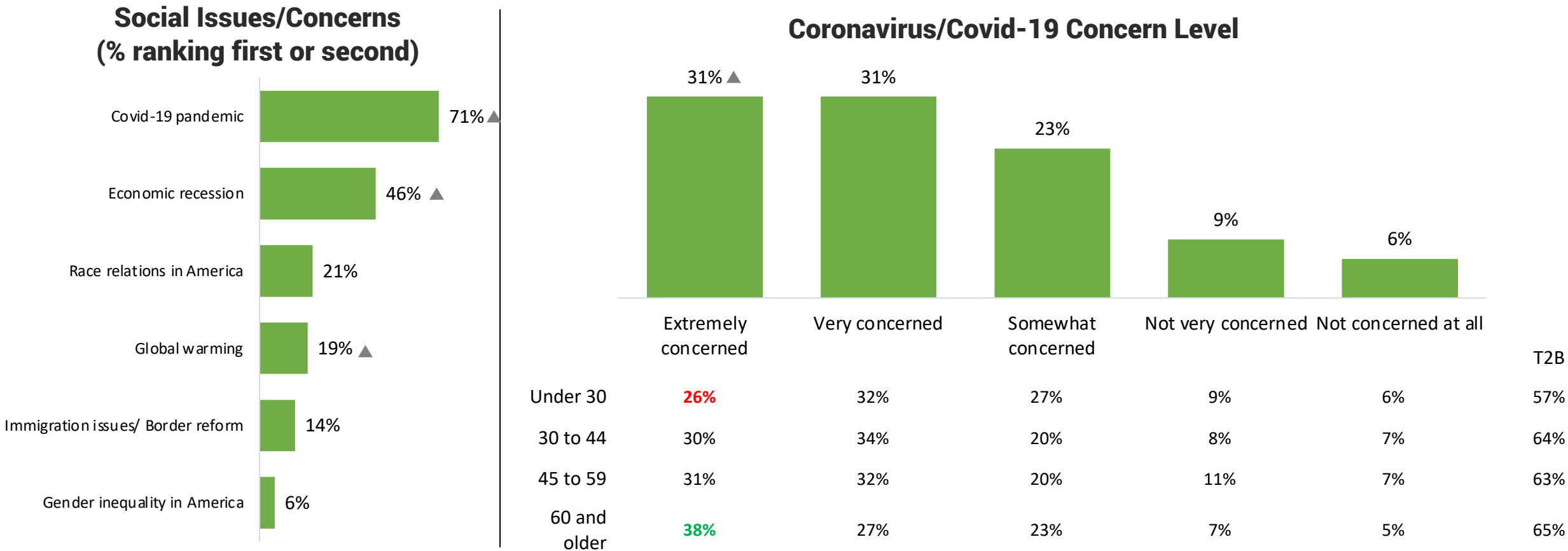


**Change in Amount of News Consumed about Covid-19**



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

From among a ranked list of social issues, concern with the Covid-19 pandemic, economic recession, and global warming are all up significantly. The general population remains highly concerned with Covid-19, and Americans under the age of 30 remain less worried than their older peers.

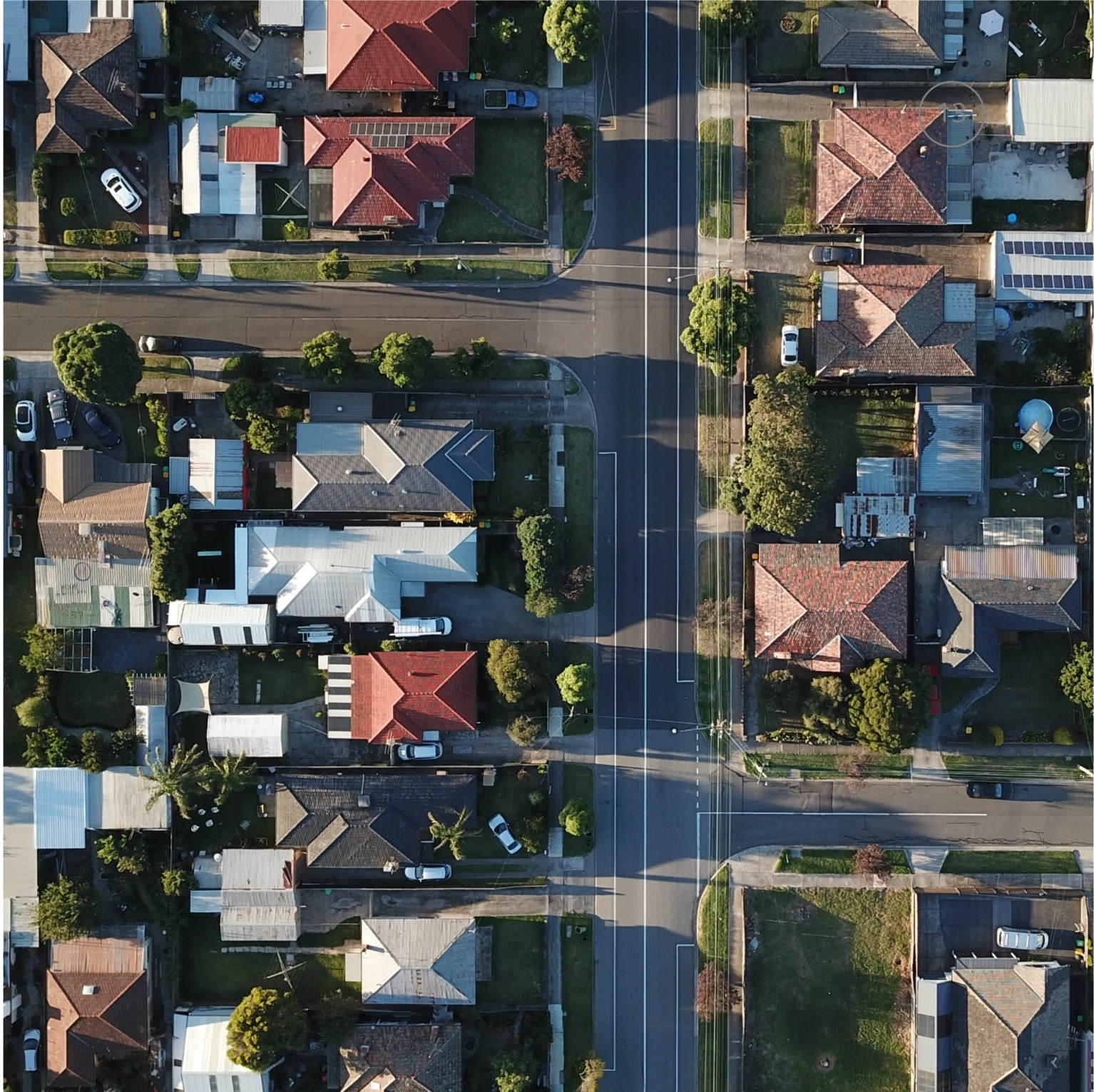


Q1b - Please rank the issues below from the one that you are most concerned about to the one you are least concerned about. Base: Total  
Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/Covid-19 situation? Base: Total



# Impact on Daily Life

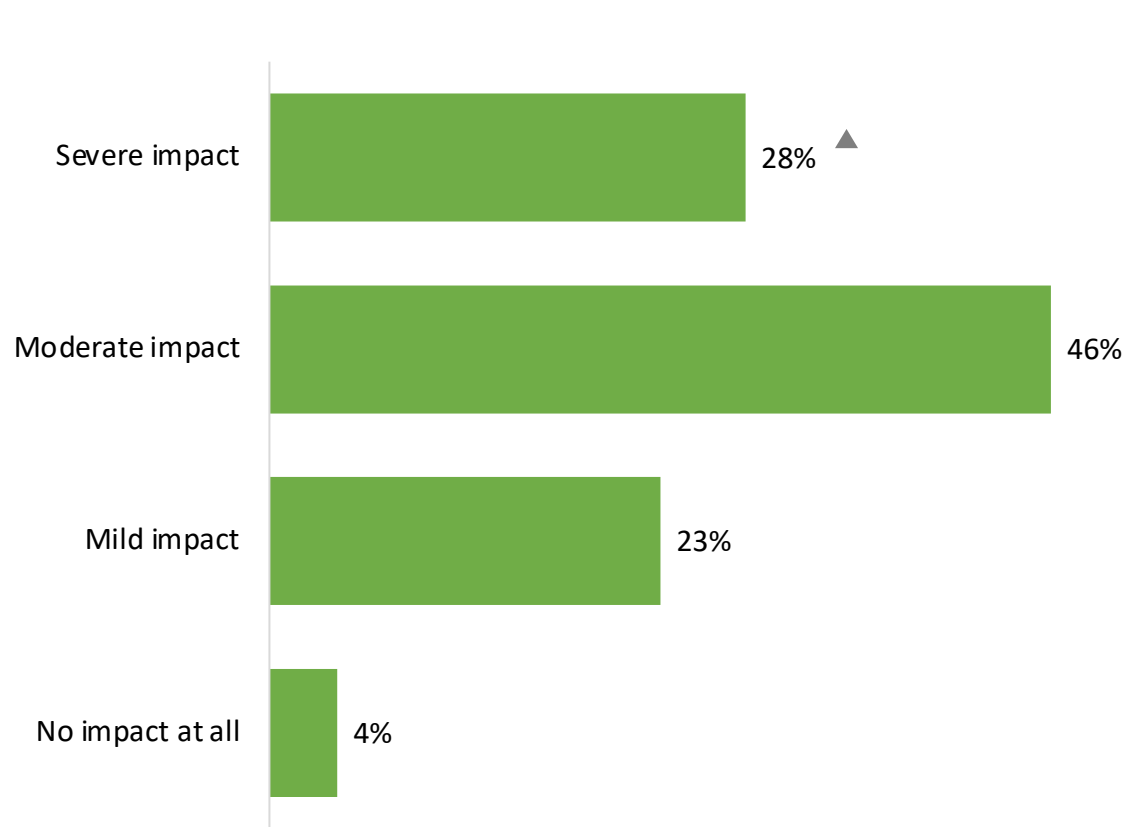
- Overall Impact
- Behavioral Reactions





A significant increase in the number of Americans facing the pandemic’s severest impacts is noted this wave. Those younger than sixty years of age are more likely to experience severe or moderate impacts. Those in the Northeast or West Regions face more severe impacts than those located in the Midwest or South.

Coronavirus/Covid-19 Impact on Daily Life



|                    | Under 30 | 30 to 44 | 45 to 59 | 60 or older |
|--------------------|----------|----------|----------|-------------|
| Severe             | 32%      | 30%      | 28%      | 22%         |
| Severe or Moderate | 79%      | 77%      | 76%      | 63%         |

|                    | Under \$50K | \$50K to \$100K | \$100K or more |
|--------------------|-------------|-----------------|----------------|
| Severe             | 28%         | 25%             | 30%            |
| Severe or Moderate | 72%         | 74%             | 75%            |

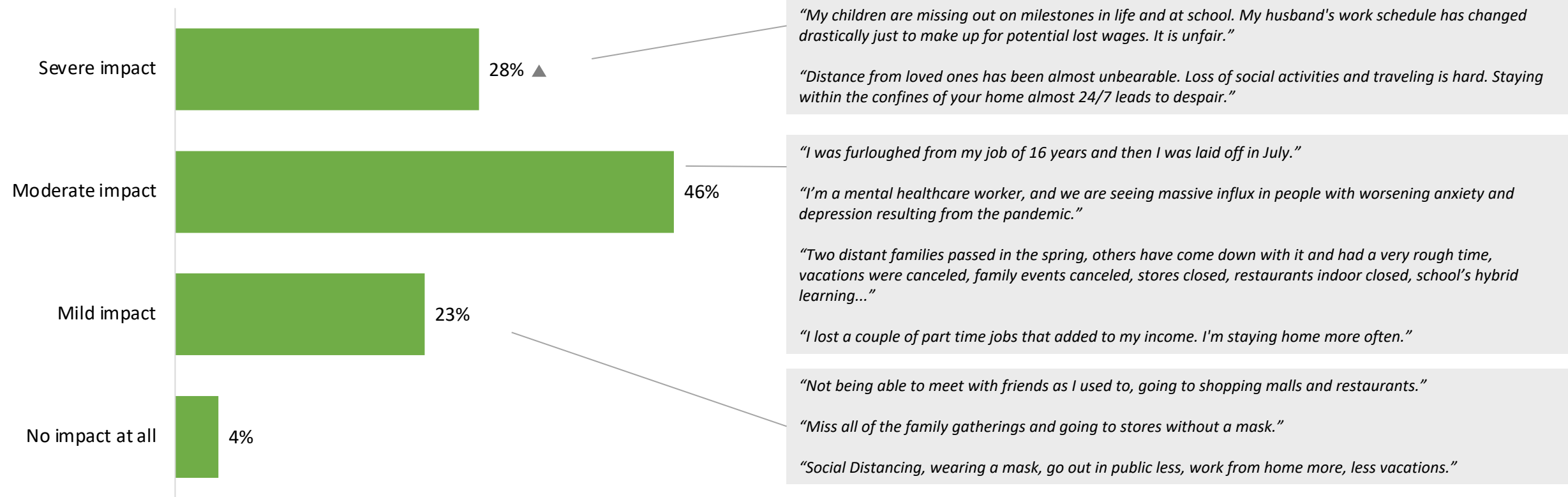
|                    | Northeast | Midwest | South | West |
|--------------------|-----------|---------|-------|------|
| Severe             | 37%       | 20%     | 26%   | 30%  |
| Severe or Moderate | 79%       | 70%     | 72%   | 76%  |

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



When asked to put into words how Covid has impacted their lives, respondents mention financial hardships, missing family, impacts to children's education and at-home work life, emotional stress, as well as less severe inconveniences to their typical routines.

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

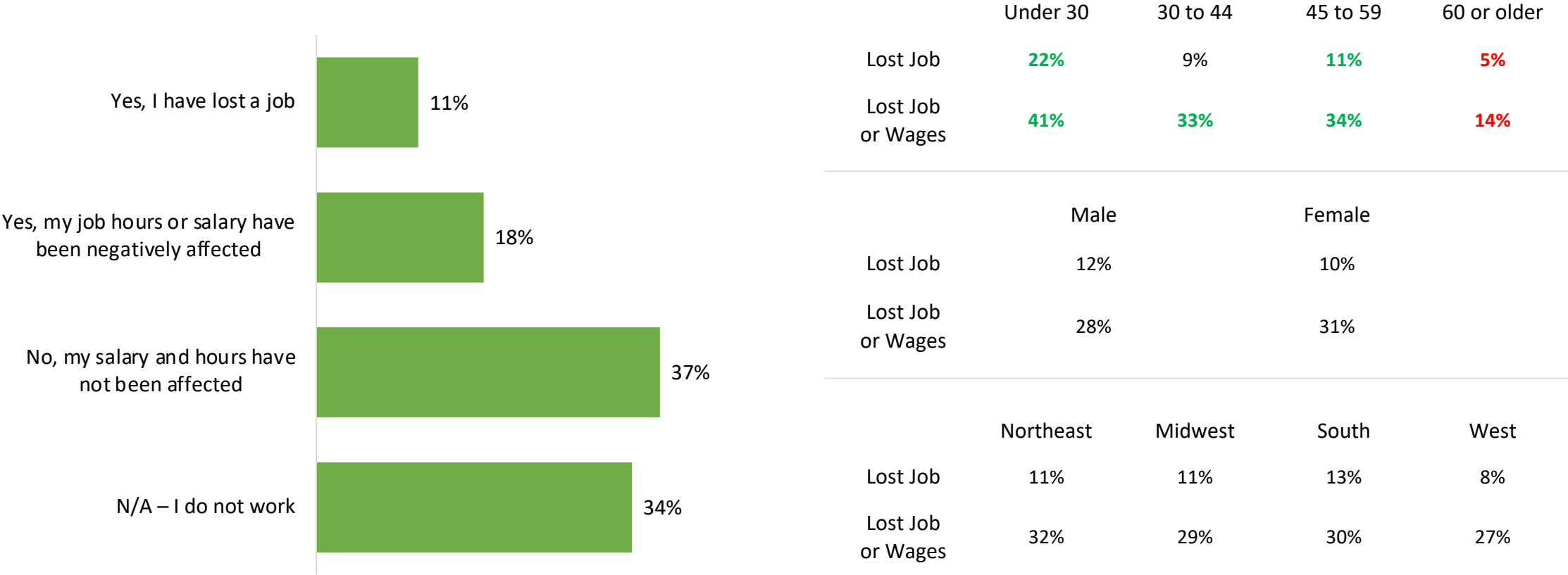
- Effect on Job Status, Hours Worked
- Job Impact Recovery





Job losses related to Covid-19 continue to affect about 1 in 10 Americans, with 18 percent reporting other negative impacts to their regular salary, wages, or hours. Again, younger Americans feel these impacts more acutely than those 60 years and older.

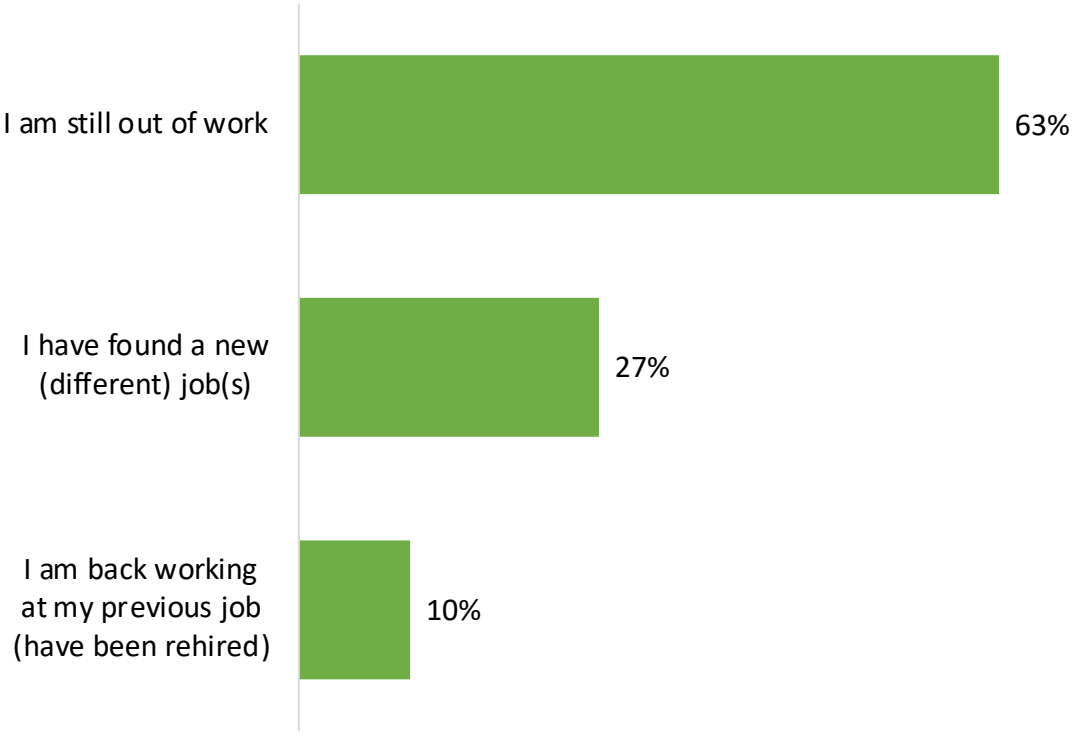
Coronavirus/Covid-19 Impact on Employment



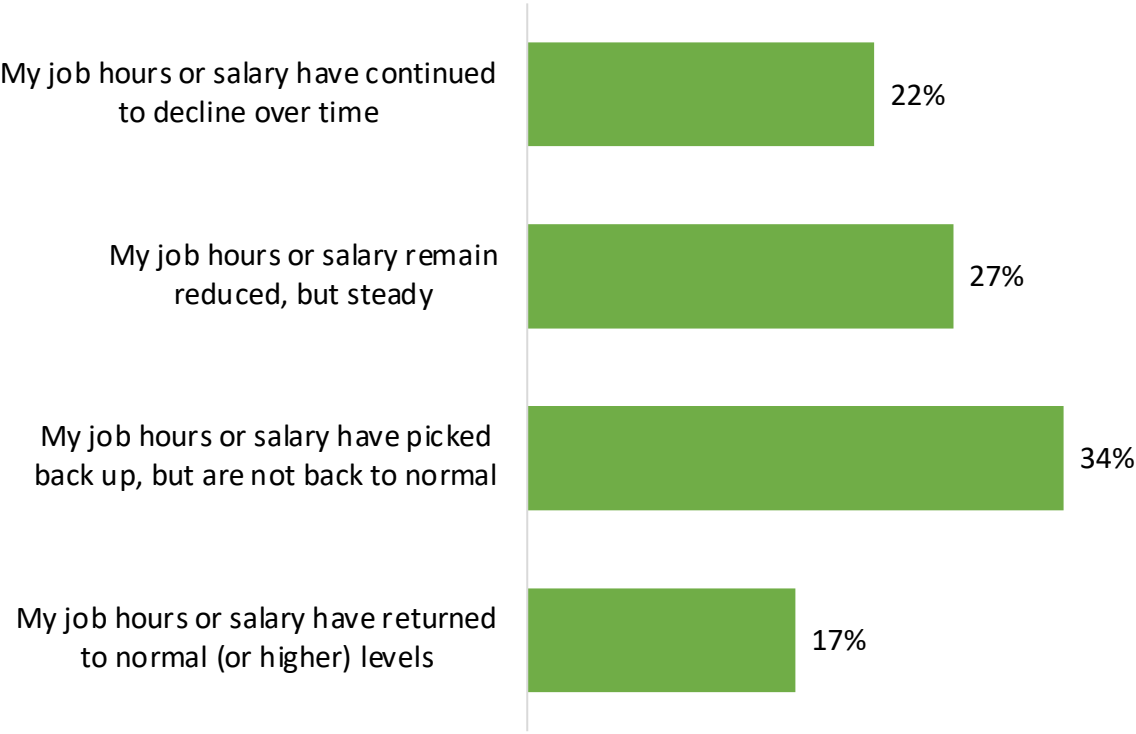
Q19 - At any point, did you lose a job or were your job hours or salary negatively affected by the Coronavirus/Covid-19 situation? Base: Total

Of those who indicated their employment has been negatively impacted by Covid-19, the majority continue to face those hardships today. Over 60 percent of those who had lost a job remain out of work and over 80 percent have yet to see their hours or wages return to normal (or higher) 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: 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



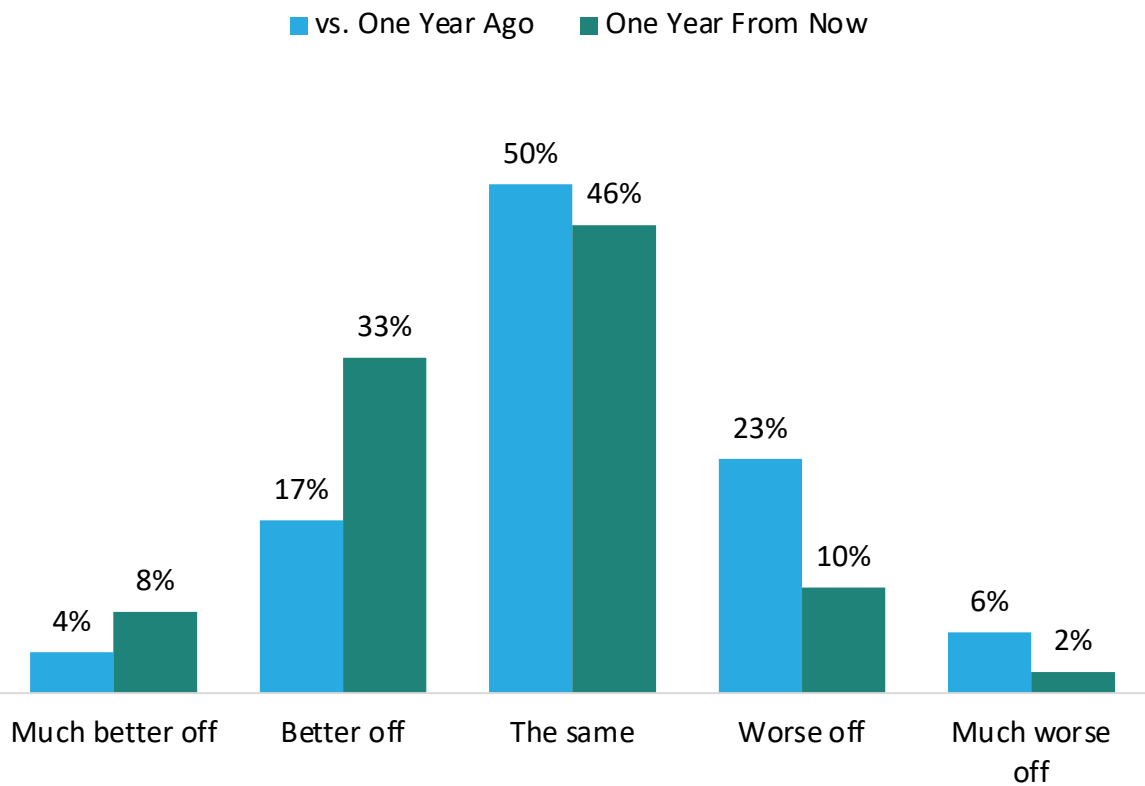
# Outlook

- Consumer Confidence
- Projected Impact
- Anticipated Recovery Time

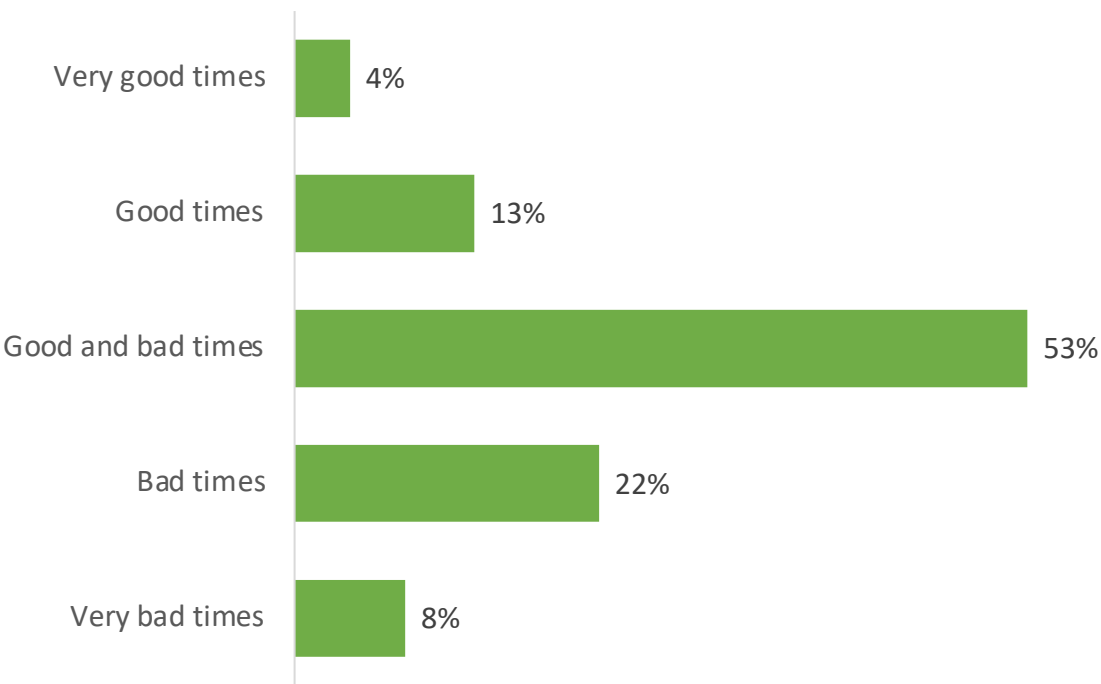


While slightly more than one quarter of Americans are currently facing worse financial times than they were one year ago, optimism for the future remains - 41 percent expect to be better off or much better off a year from now. The majority feel a mix of good and bad United States business conditions will get them there financially.

Personal Financial State vs. One Year Ago, From Now



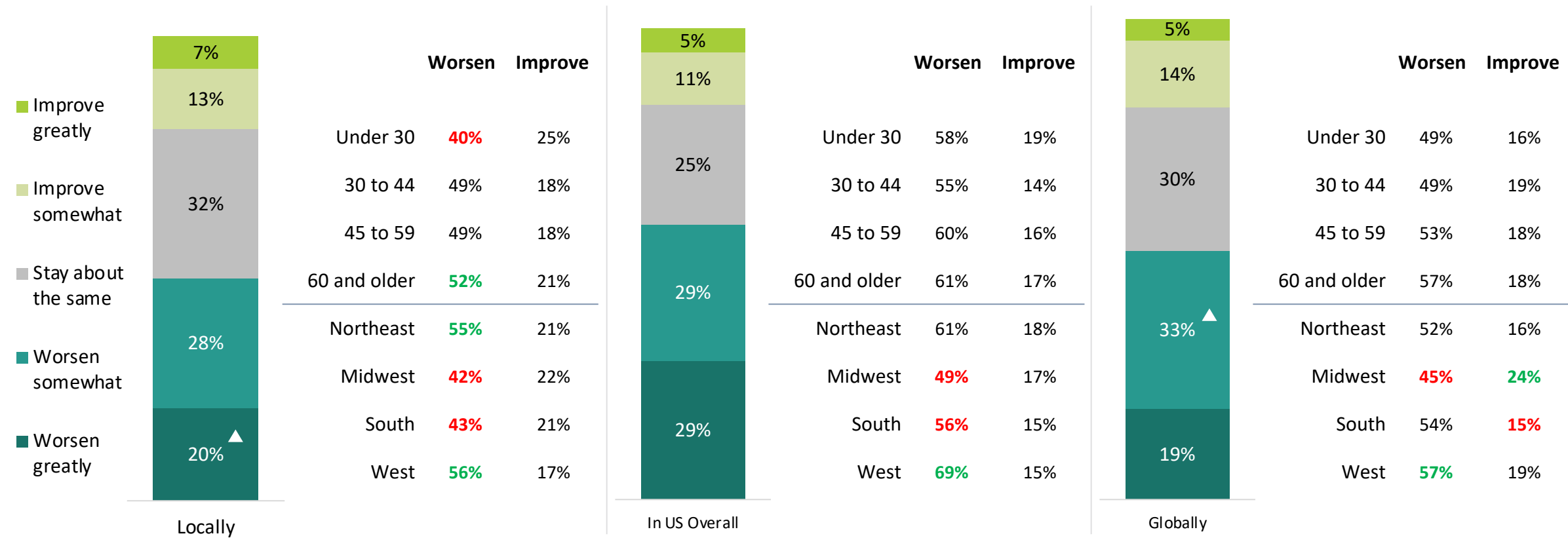
US Business Financial State Over Next 12 Months



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

One half of Americans or more expect the pandemic to worsen in the next 30 days at a local, national and global level. Those in the West are less optimistic than Americans living in other regions of the country.

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



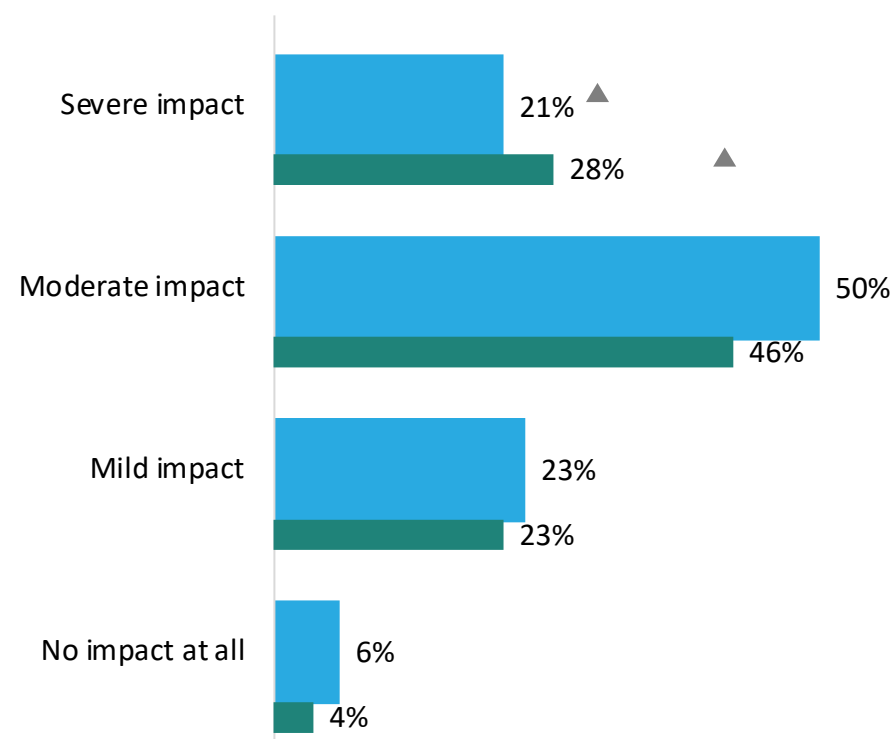
Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/Covid-19 situation to change in the next 30 days? Base: Total



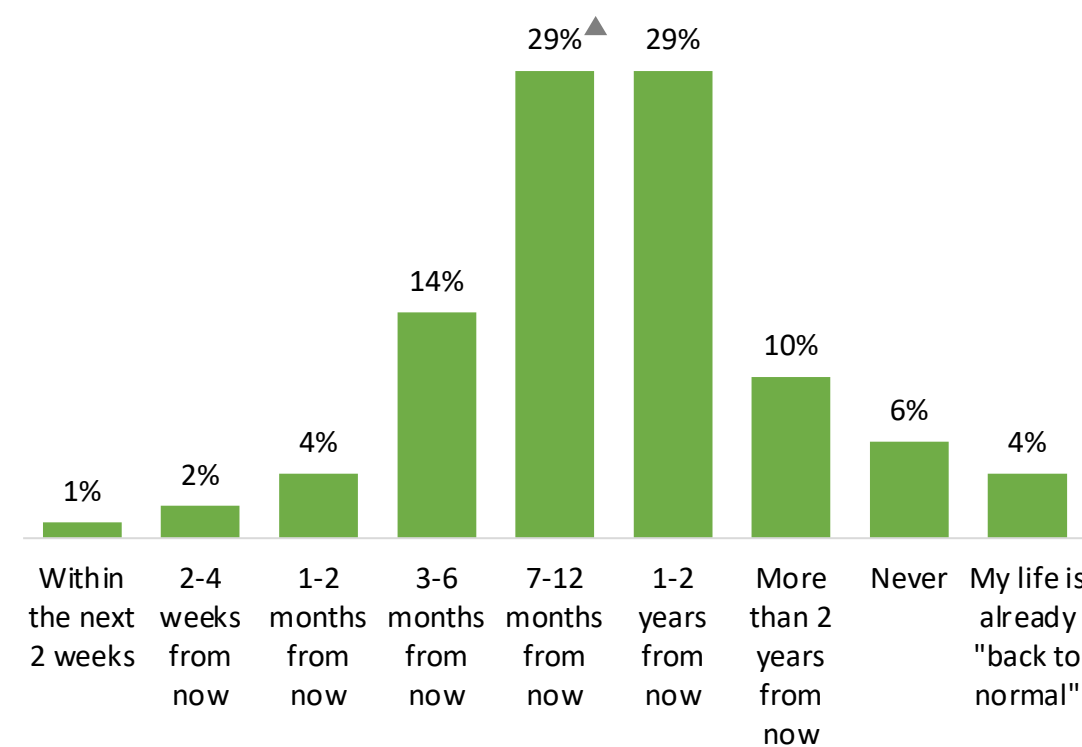
A significant increase in those who anticipate, and currently experience, a severe impact on their daily life is seen in this wave. Americans do not expect things will be “back to normal” anytime soon, the majority stating in 7-24 months from now.

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

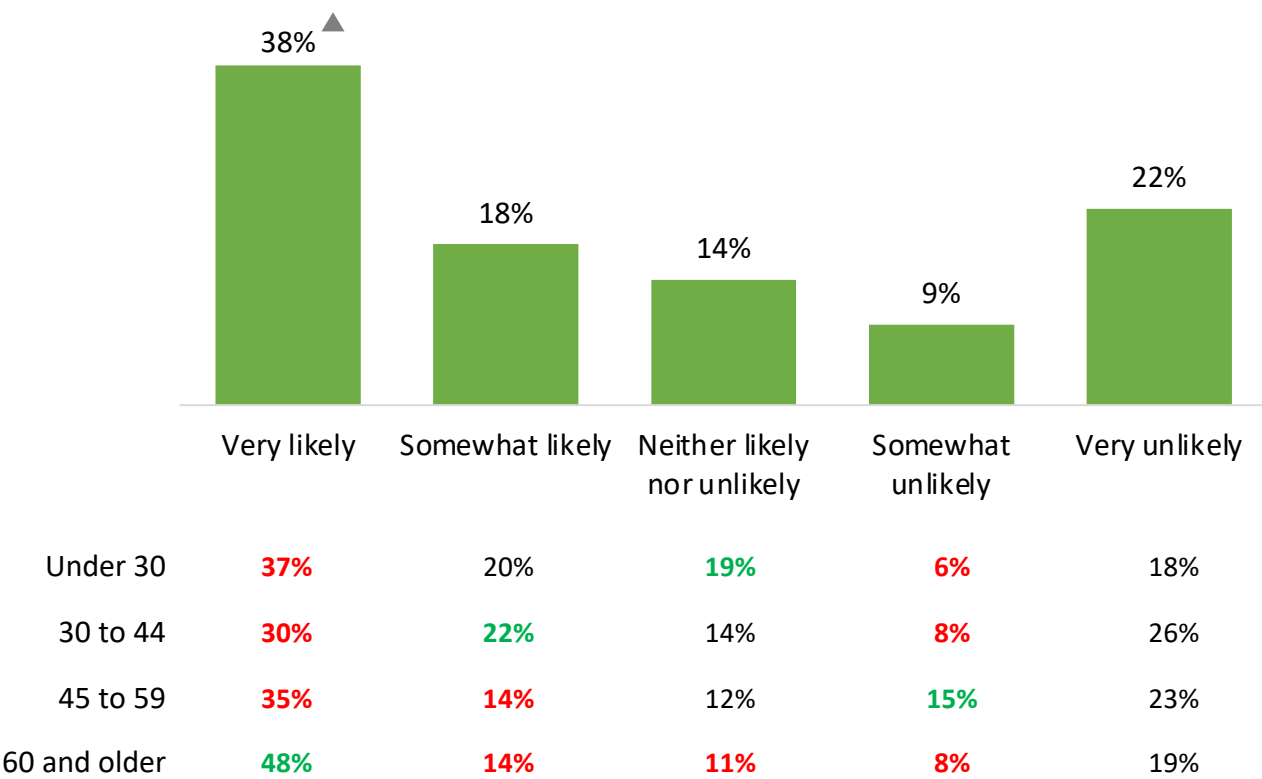
# Pulse Topics

- Vaccine Interest
- Live entertainment events

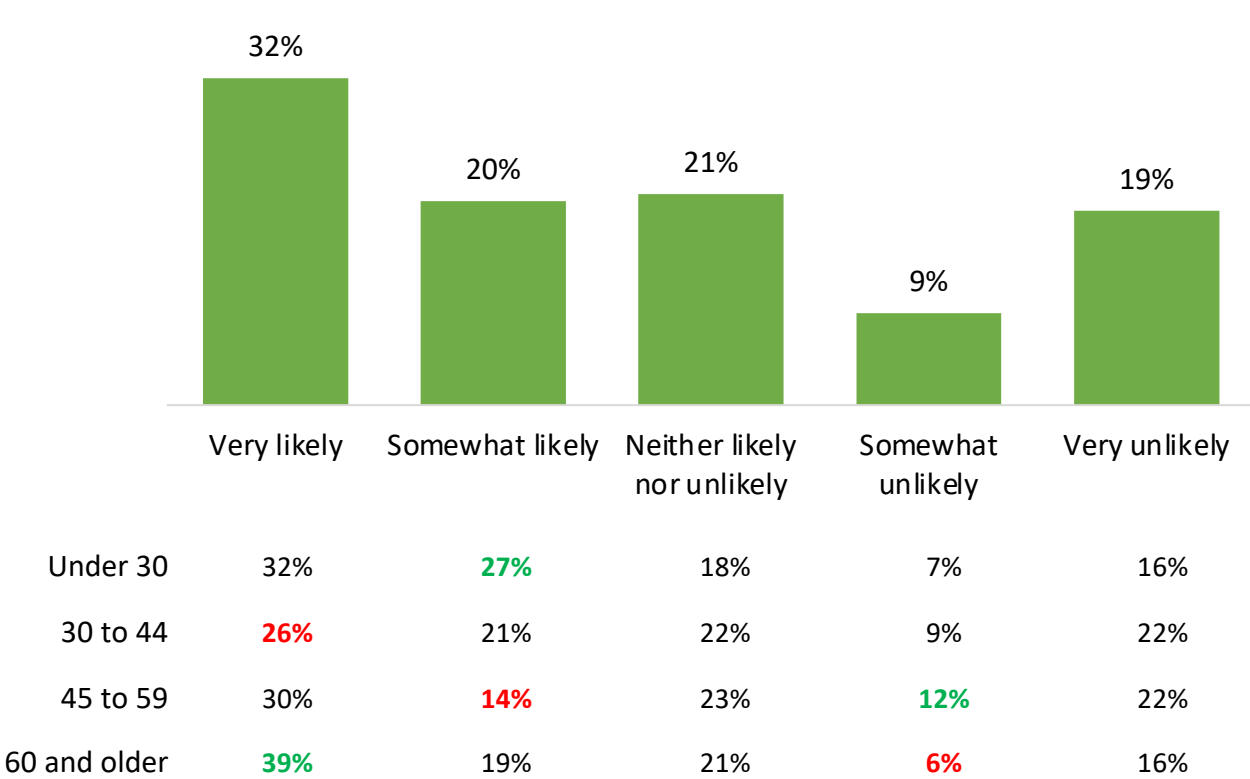


Around half of Americans would be likely to get a Covid-19 vaccine and encourage their friends/family to do the same once a vaccine is made available. Those 60 and older would be the most likely to do so.

Intention of Getting Vaccine When Available



Intention of Encouraging Others to Get Vaccine When Available

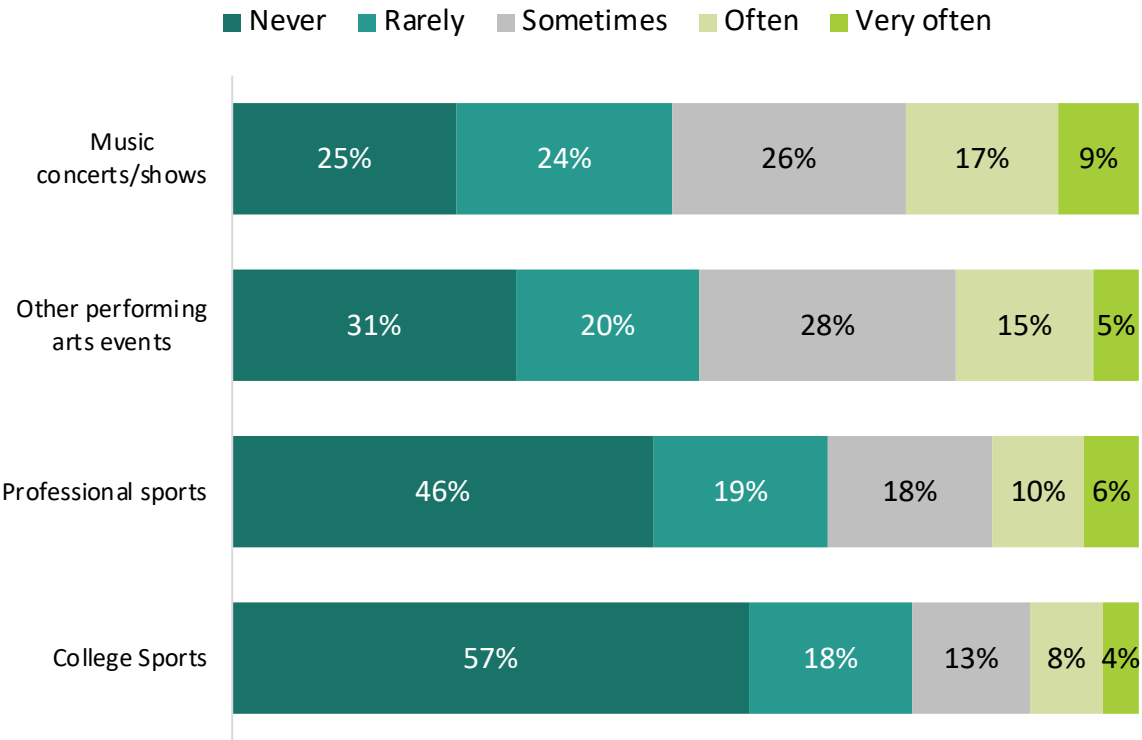


Q40 - If or when a proven vaccine against Coronavirus/Covid-19 becomes available, how likely or unlikely will you be to get the vaccine for yourself, and to encourage close friends and family to get the vaccine?

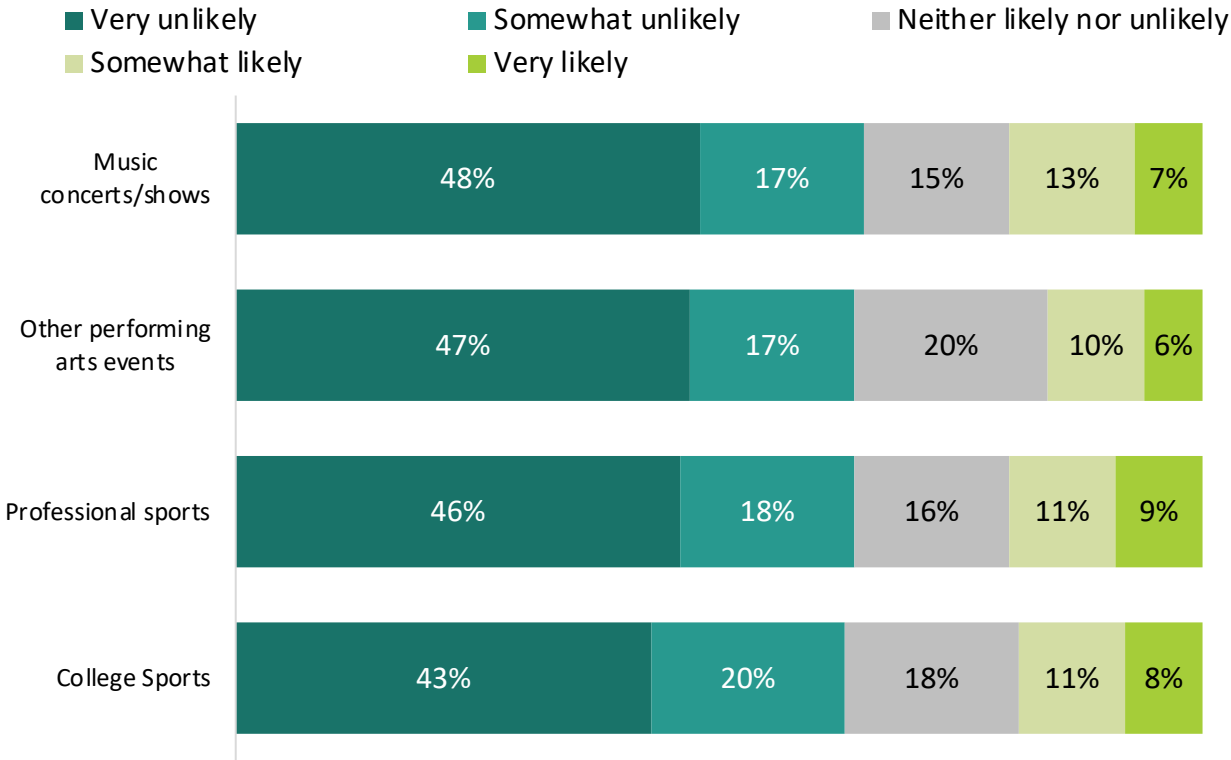


Currently, only approximately one in five Americans are likely to attend any type of live entertainment, ranging from music to sports.

Attendance to Live Entertainment Events Pre-Covid



Likelihood to Attend Event Today (among those previously attending)



Q41 – In a typical year (i.e.: before the Covid-19 pandemic), how often did you usually attend the following types of live entertainment events?  
Q42 – And for each of the following types of live entertainment that you typically attend, how likely would you be to attend a live event today (assuming there was an event you were interested in)?

# Questions?



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