aytm

COVID-19 Pandemic Impact on US Consumers

W10 | May 21-22, 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.

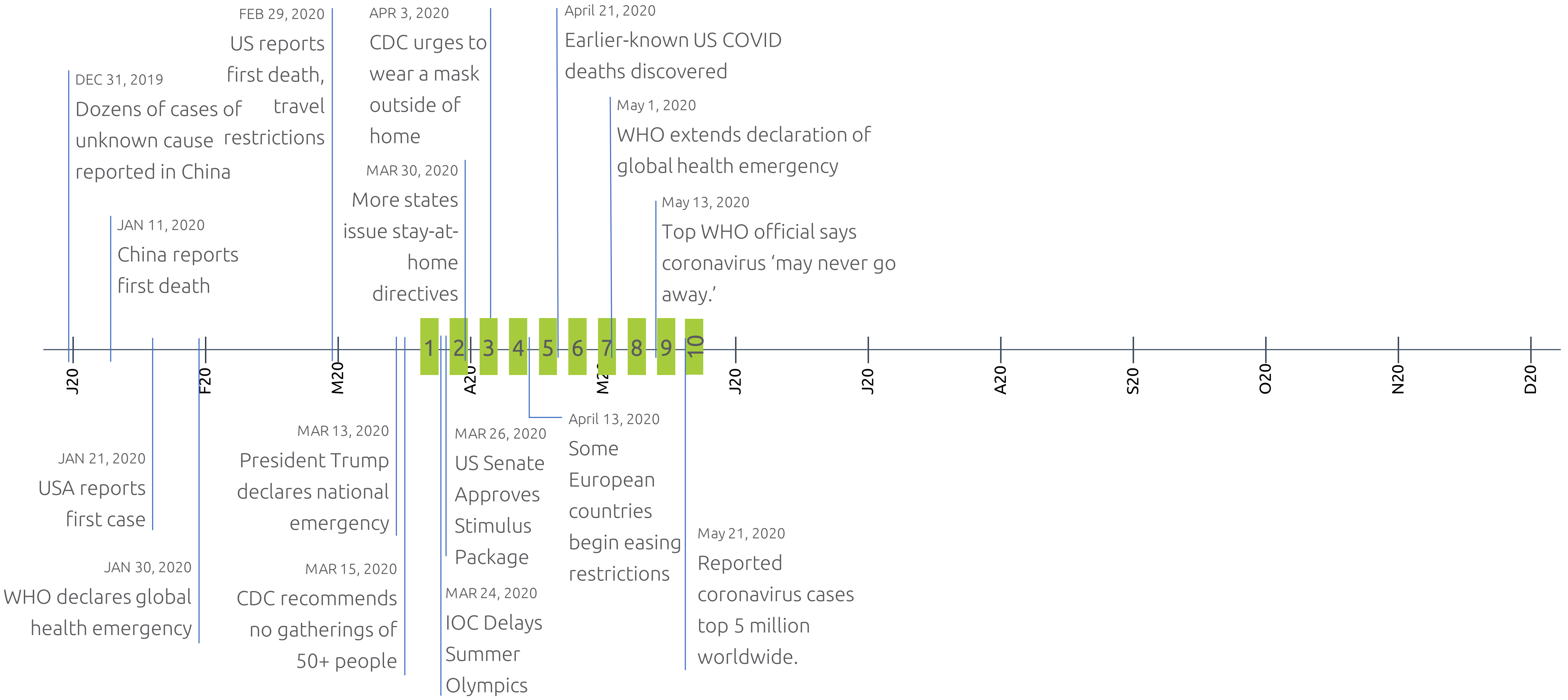
Methodology

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 tenth wave of aytm's COVID-19 Consumer Tracker fielded Thursday, May 21 – Friday, May 22, 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 = 901 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

Health and economic concerns continue to weigh heavily on the American public.

- Overall, concern for the COVID-19 pandemic is down slightly this week, although still elevated – 57% of Americans remain extremely or very concerned about the pandemic.
    - With concern slightly lower, perceived *severity* of the pandemic is about flat – most Americans feel that the situation is at least *as serious* as is being represented, with just a small portion saying that the pandemic is not as serious as we're being led to believe.
- While health concerns remain highly prevalent (especially concerning older relatives), economic fears continue to compound Americans' worries. Three-quarters are at least very concerned for the US economy.
    - Despite the urgent economic anxiety, most Americans remain hopeful that they will be the same or better off financially one year from now, which has been the case for several weeks despite a shifting pandemic outlook.

COVID-19 impact continue to shape daily life.

- While fewer Americans report that the COVID-19 epidemic has impacted their lives in a severe way this week (26%), overall impacts remain significant and far-reaching. The most poignant of those impacts are financial stressors brought on by job loss or reduced income.
    - One in ten Americans have lost a job outright, and another quarter have experienced a reduction in salary or hourly wages.
- Seventy percent of Americans are reducing their discretionary spending this week in order to cope with the pandemic's evolving demands.
    - Durable "non-essential" goods such as apparel remain easy targets for reduced spending, while some products continue to benefit from increased shopping due to the pandemic, namely: cleaning products, shelf stable foods, and frozen foods.
    - The rate of product shortages has not improved this week, with over 80 percent of American shoppers still experiencing stockouts of products they had intended to buy. Product shortages are a significant driver of brand switching again, particularly in the cleaning products category. Many shoppers who have switched brands during the pandemic do not plan to fully return to their previously-used brands.

The "back to normal" timeline flattens, and the 30 day outlook reveals a glimmer of optimism.

This week, at the local level at least, the number of Americans expecting improvements in the COVID-19 situation increases to 46%. However, this is likely the same local bias effect that has been prevalent since the tracker's beginning, and expectations are flat for the nation as a whole and for the globe. The average expected time until things are back to normal is steady this week at 11 months, after increasing sharply during several previous weeks. Despite some shifts in attitudes and expectations about the pandemic, many agree it's still too early to begin reopening. Likewise, most Americans who had stopped participating in many community and consumer activities due to the pandemic have yet to re-engage with those activities.

Wave over Wave Trends

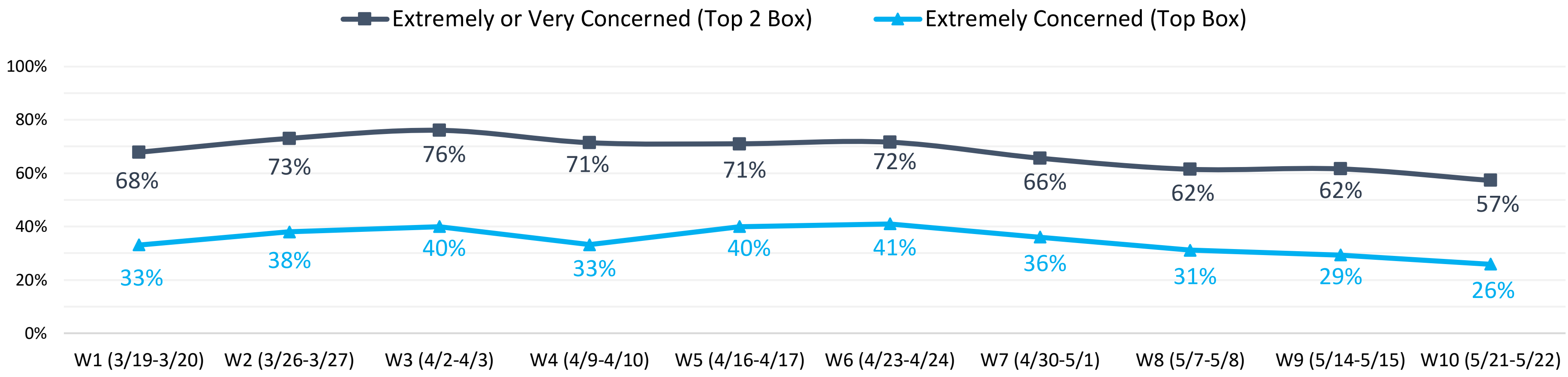
- COVID-19 Awareness, Concern
- Perceived Severity
- Anticipated Change in Next 30 Days
- Employment and Financial Impact
- Estimated "Back to Normal" Timeline

Coronavirus/COVID-19 Concern Level, Perceived Severity

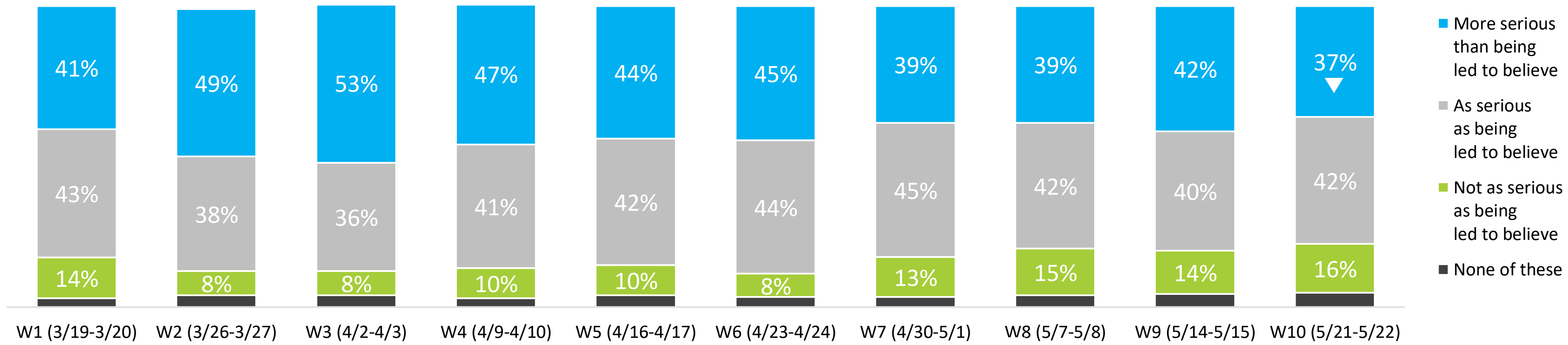
Concern over the pandemic eases slightly this week and is now at its lowest point since the tracker's beginning in March. However, over half of Americans remain concerned about the pandemic.

Likewise, there is a slight dip in the number of people who say the coronavirus situation is more serious than is being represented. However, nearly 80 percent still believe it is at least as serious as represented.

Coronavirus/COVID-19 Concern Level



Coronavirus/COVID-19 Perceived Severity

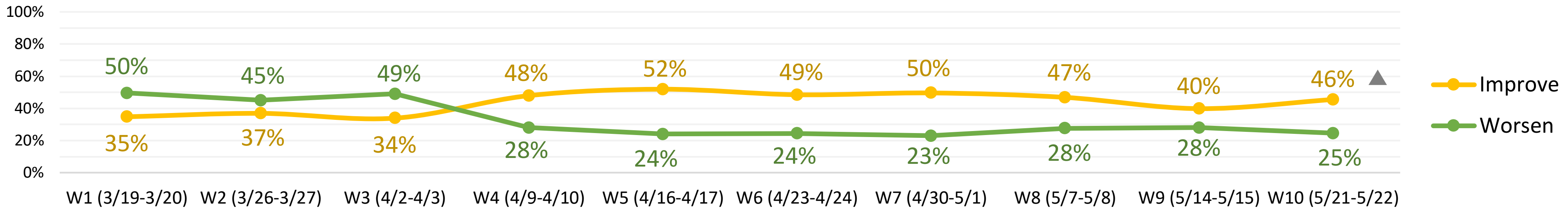


Q6 - Within the past month, have you heard (either through word-of-mouth, media, or some other source) any news, updates, or other information regarding the spread of the novel Coronavirus or COVID-19 in the US?
Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/COVID-19 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

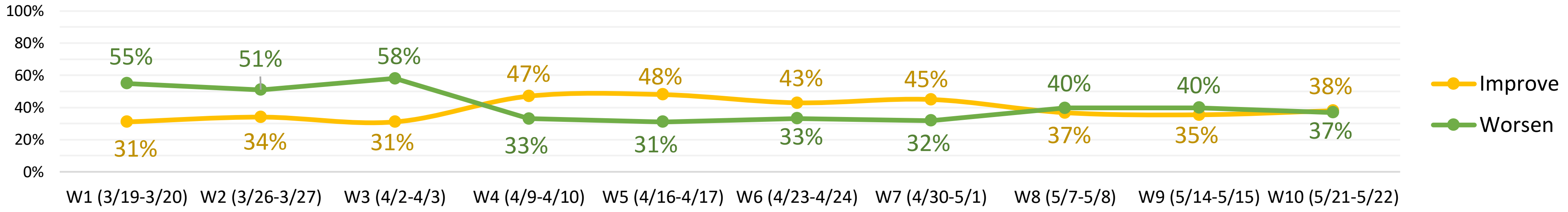
Americans are somewhat more optimistic this week about how the pandemic will unfold over the next 30 days at the **local** level, with 46 percent expecting improvements.

Change <u>Locally</u> in Next 30 Days



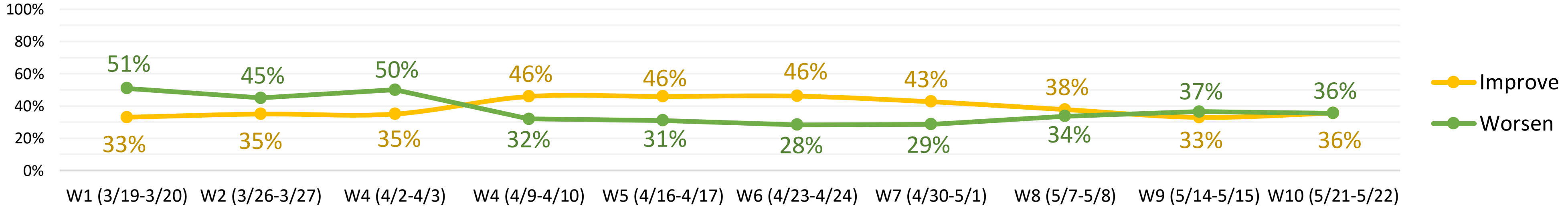
Americans remain slightly less optimistic about the pandemic's trajectory **nationally**, with just 38% expecting improvements.

Change in <u>US Overall</u> in Next 30 Days



Expectations for how the pandemic will unfold **globally** are virtually unchanged this week. About one-third expect improvements.

Change <u>Globally</u> in Next 30 Days

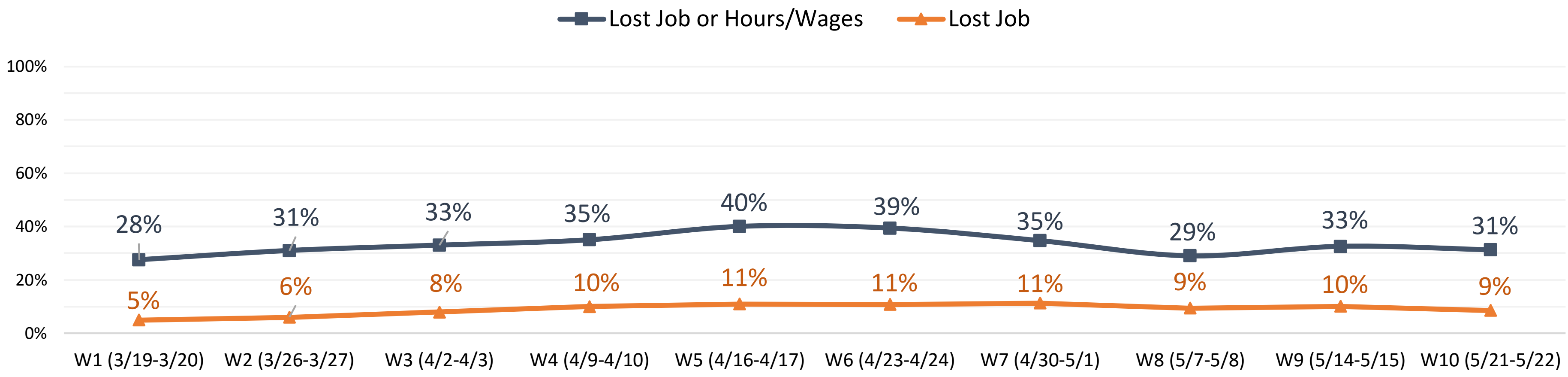


Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/COVID-19 situation to change in the next 30 days? Base: COVID-19 Aware

Employment, Financial Impact of Coronavirus/COVID-19

Reported pandemic job impacts are steady, with just about one-third indicating some degree of negative employment / income effects, and one in 10 experiencing job loss.

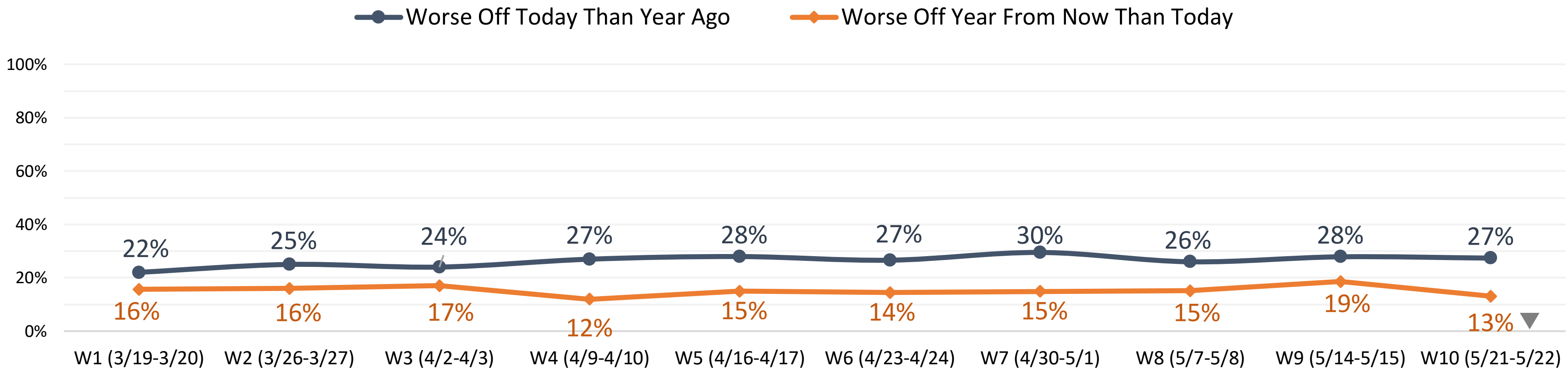
Coronavirus/COVID-19 Impact on Employment



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

The number of Americans who expect to be worse off financially one year from now recedes a bit this week to earlier levels. About one-quarter say they are already worse off today than one year ago.

Personal Financial State vs. One Year Ago, From Now

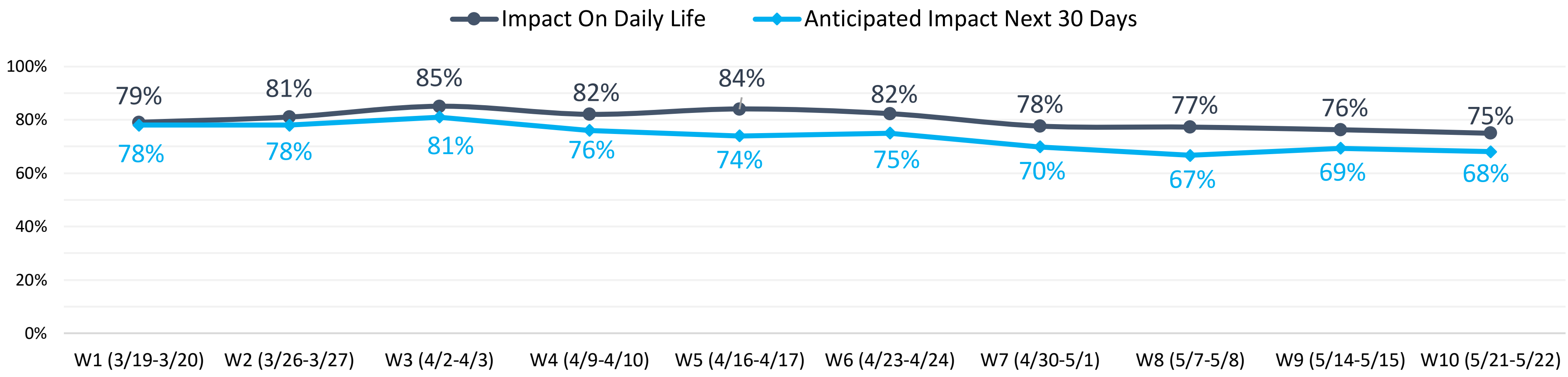


Q19 - At any point, did you lose a job or were your job hours or salary negatively affected by the Coronavirus/COVID-19 situation? Base: COVID-19 Aware | Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / Q3 - Now looking to the future: Do you think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

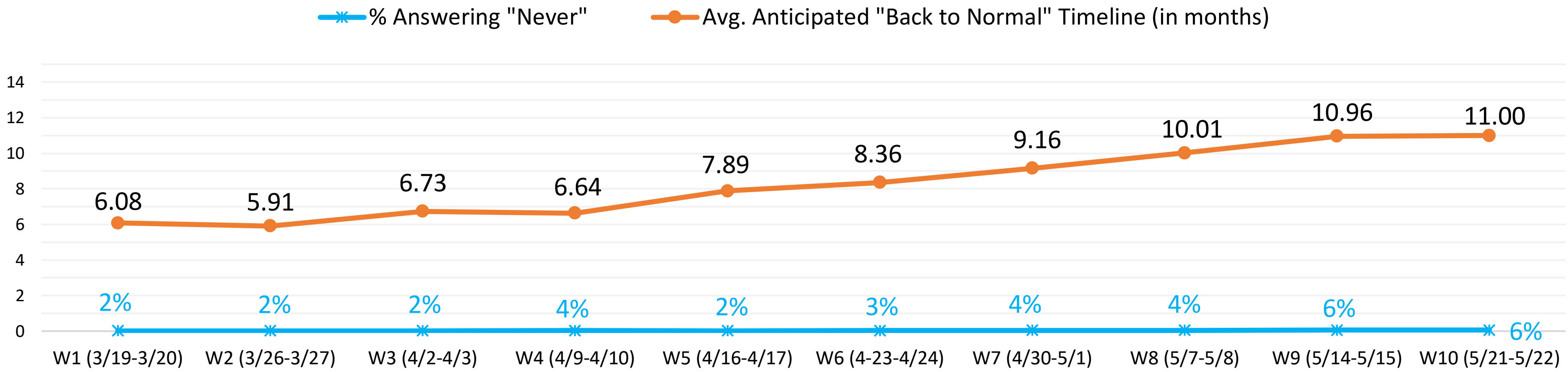
There is virtually no change to reported impacts or expected impacts to daily life this week. Two-thirds expect severe or moderate impacts to continue through the next 30 days. Three-quarters report severe or moderate impacts to date.

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



The average anticipated time until things are "back to normal" levels off this week at 11 months, after climbing quickly in the previous three weeks.

Anticipated "Back to Normal" Timeline



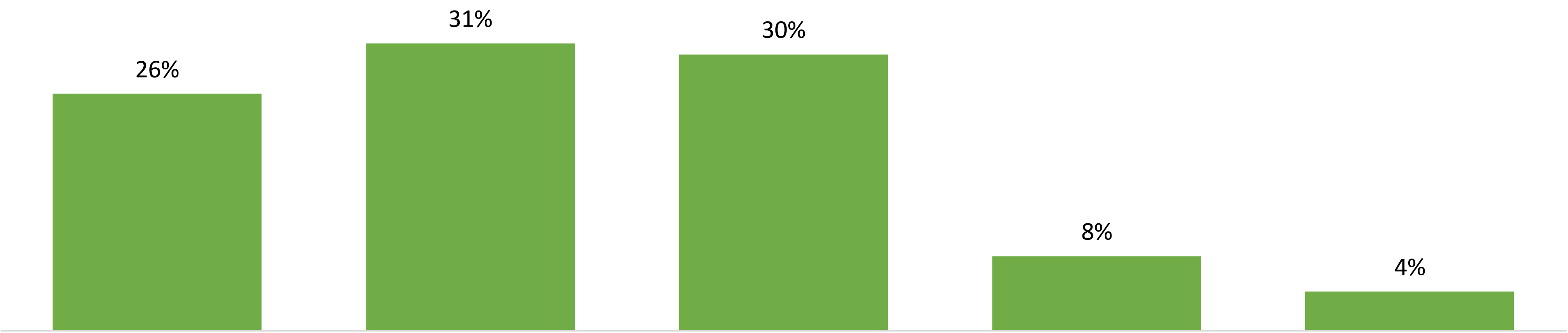
Q11 - Overall, how much of an impact would you say the Coronavirus/COVID-19 situation has had on your daily life? Base: COVID-19 Aware
Q23 - Now fast forwarding 30 days, how much of an impact do you think the Coronavirus/COVID-19 situation will be having on your daily life at that time? Base: COVID-19 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

Around 60 percent of Americans remain very or extremely concerned about the pandemic. Younger Americans remain somewhat less likely than some older generations to say they're extremely concerned.

Coronavirus/COVID-19 Concern Level

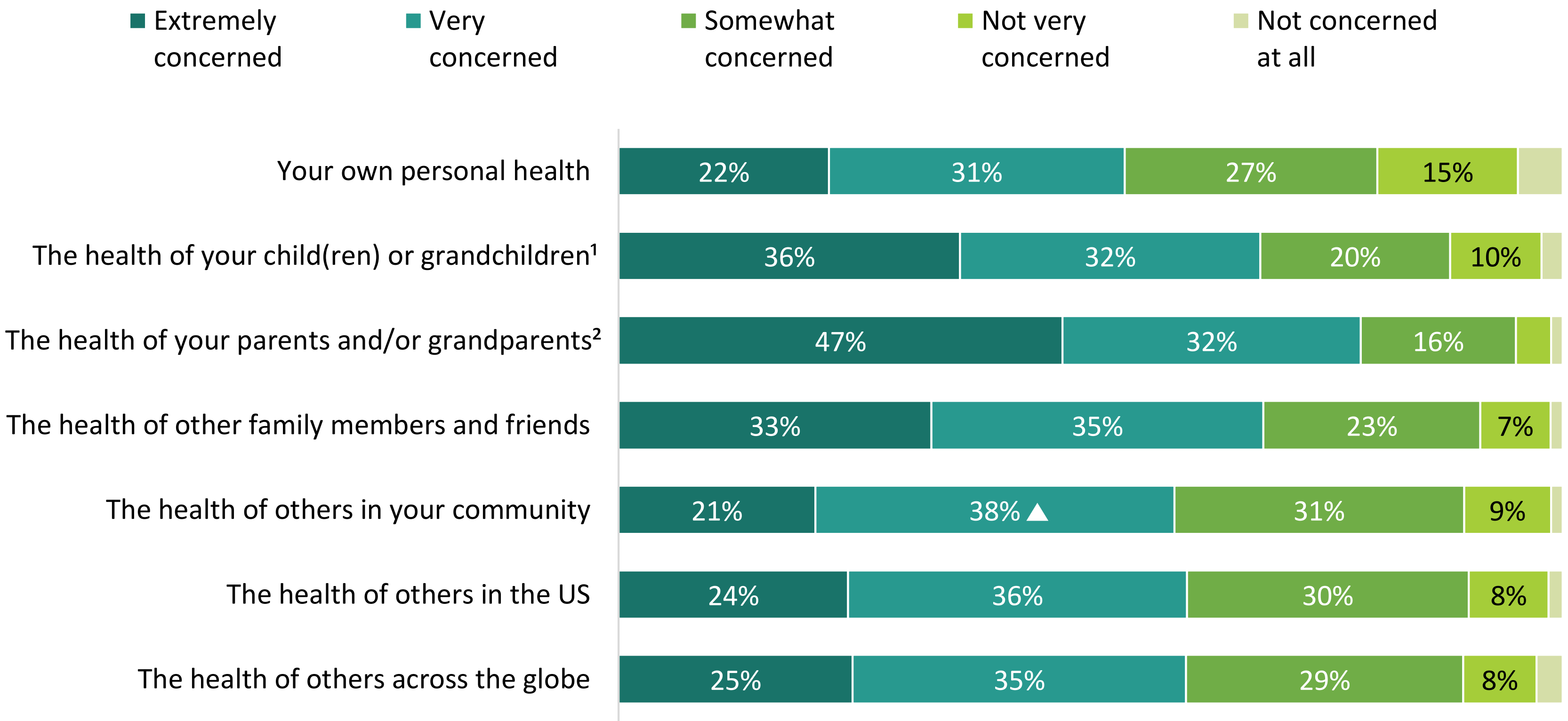


	Extremely concerned	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	T2B
Under 30	19%	38%	36%	5%	1%	58%
30 to 44	24%	29%	31%	10%	6%	53%
45 to 59	28%	29%	30%	9%	4%	57%
60 and older	31%	30%	26%	8%	5%	61%

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

As expected, health concerns are pressing for a majority of Americans, and concern for the health of older relatives remains especially high. Also continuing the trend from several previous weeks, individuals' concern for their *own* health lags concern for other friends and loved ones.

Coronavirus/COVID-19 Health Concerns



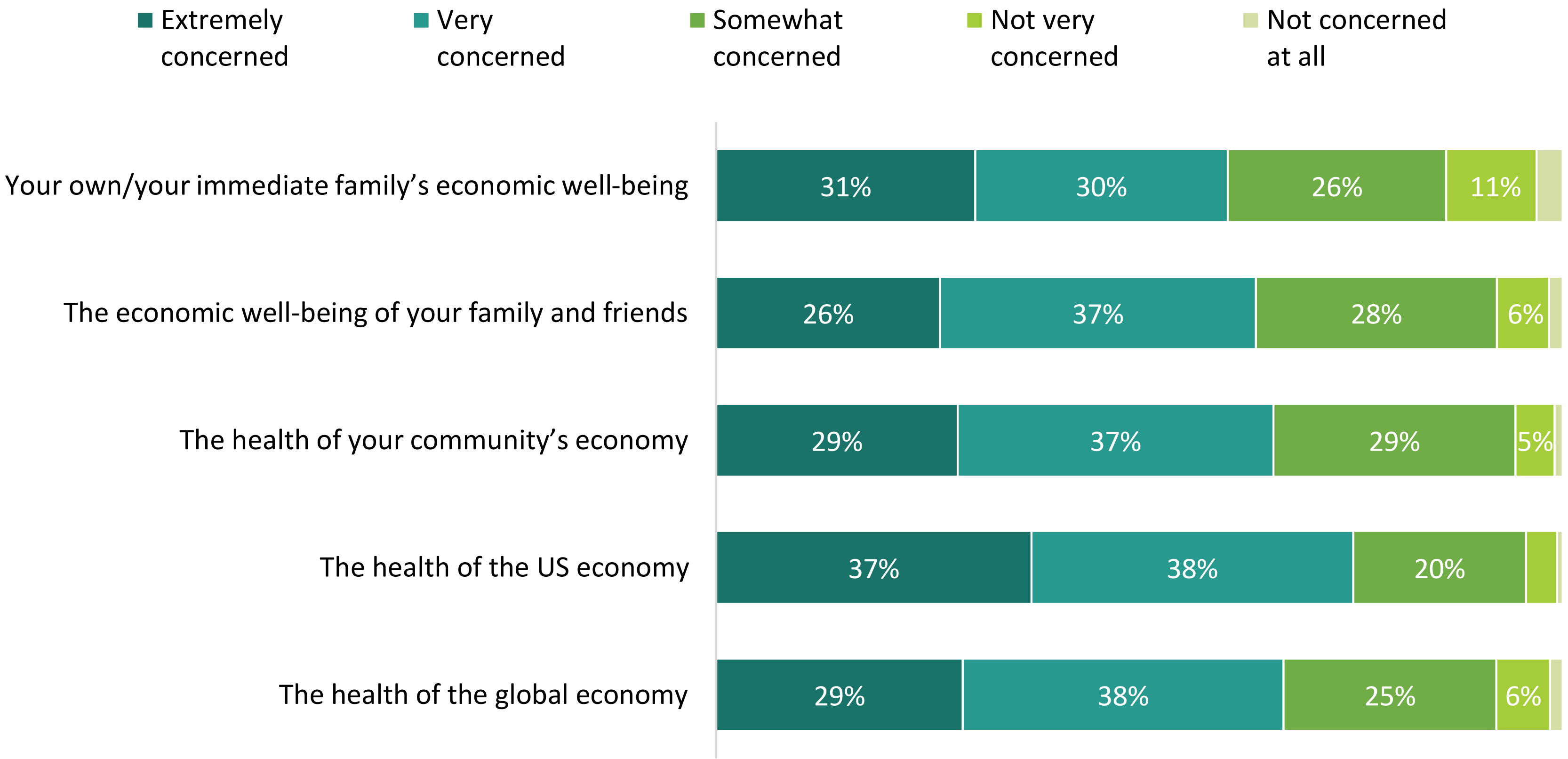
T2B (Extremely/Very Concerned)

	Total	Under 30	30 to 44	45 to 59	60 and older
Your own personal health	**54%**	45%	52%	53%	63%
The health of your child(ren) or grandchildren[1]	**68%**	76%	68%	67%	67%
The health of your parents and/or grandparents[2]	**79%**	82%	77%	76%	81%
The health of other family members and friends	**68%**	73%	67%	66%	68%
The health of others in your community	**59%**	57%	54%	59%	64%
The health of others in the US	**60%**	54%	55%	62%	68%
The health of others across the globe	**60%**	57%	55%	61%	67%

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

Economic concerns continue to outpace health concerns in some areas, especially when it comes to the US economy. Those 60 and older are less likely to fear for their own economic well-being, but are more concerned than other age groups about the economic futures of others in the community.

Coronavirus/COVID-19 Economics Concerns



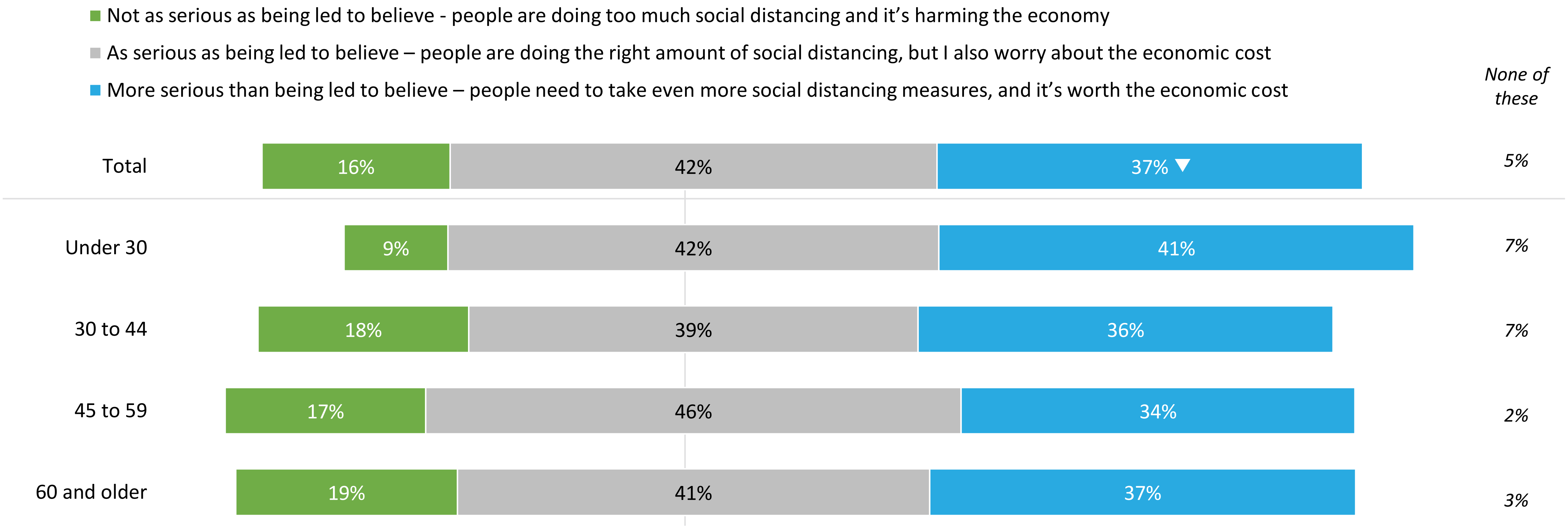
T2B (Extremely/Very Concerned)

	Total	Under 30	30 to 44	45 to 59	60 and older
Your own/your immediate family's economic well-being	**60%**	64%	64%	60%	55%
The economic well-being of your family and friends	**64%**	64%	67%	62%	62%
The health of your community's economy	**66%**	61%	64%	67%	71%
The health of the US economy	**75%**	68%	73%	75%	84%
The health of the global economy	**67%**	60%	64%	69%	73%

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

In terms of perceived severity, fewer people believe that the pandemic is actually more serious than we're being led to believe this week, but the majority still feel it is at least as serious.

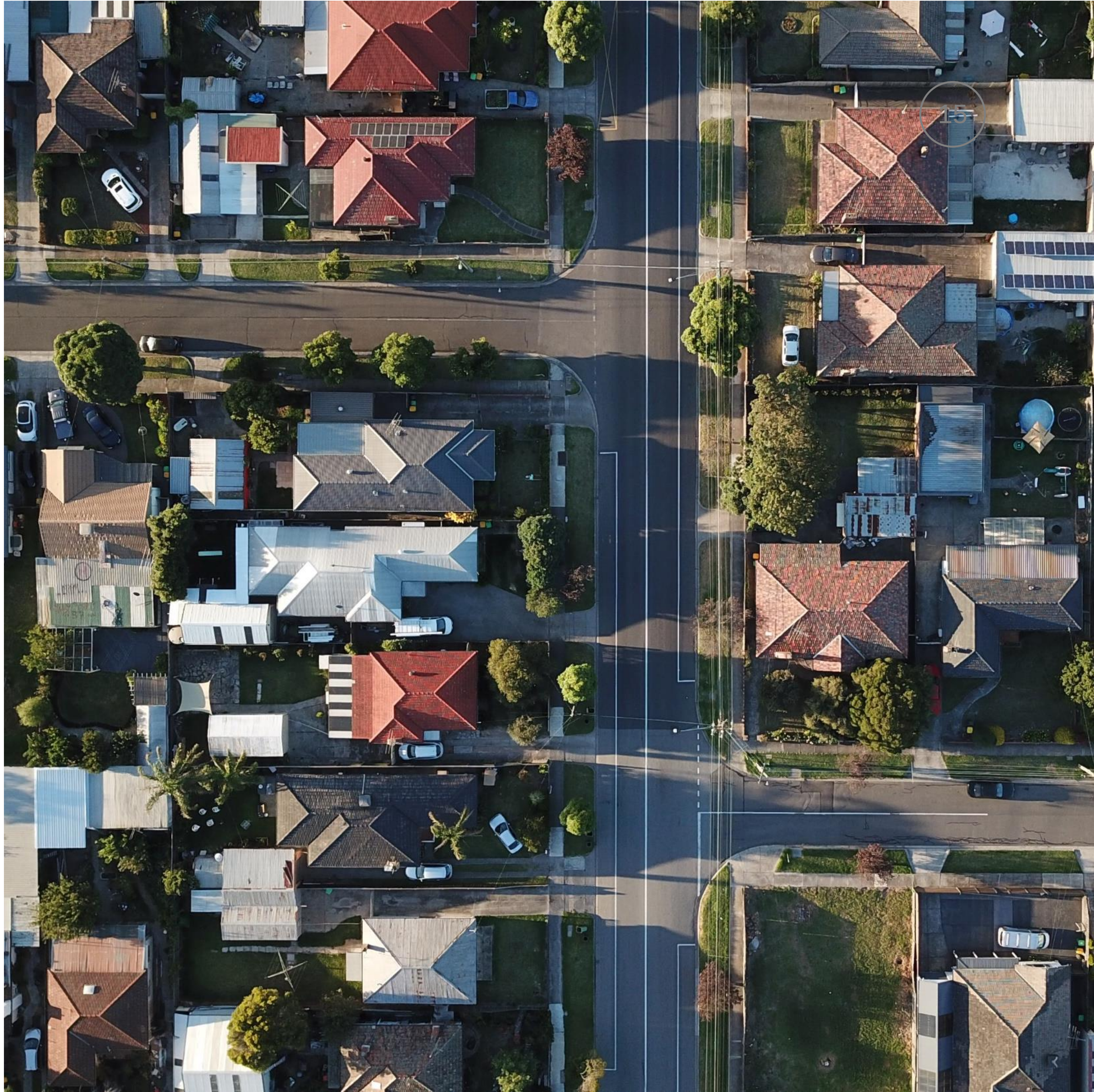
Coronavirus/COVID-19 Perceived Severity



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

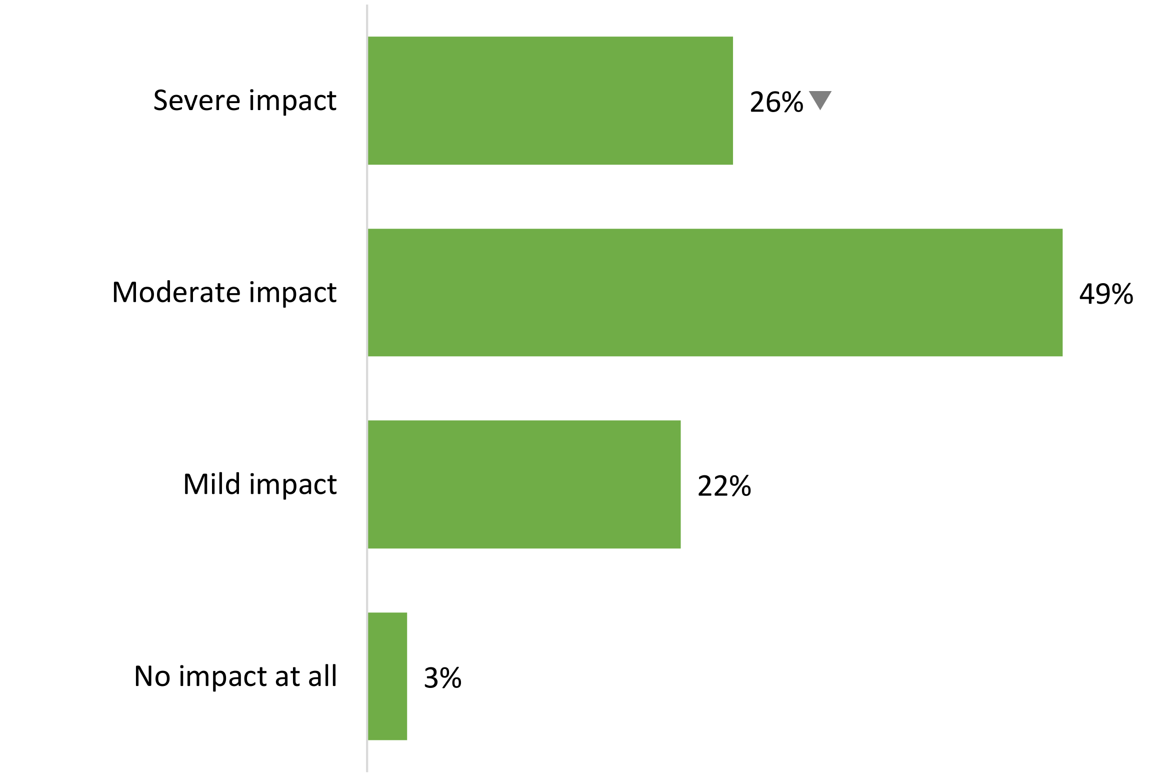
Impact on Daily Life

- Overall Impact
- Behavioral Reactions



The percentage of Americans reporting severe impacts from the COVID-19 situation is slightly lower this week, but overall reported negative impacts remain high. Impacts are felt higher in the Midwest for the first time this week since the tracker's beginning.

Coronavirus/COVID-19 Impact on Daily Life



	Under 30	30 to 44	45 to 59	60 or older
Severe	28%	30%	24%	22%
Severe or Moderate	83%	74%	76%	69%

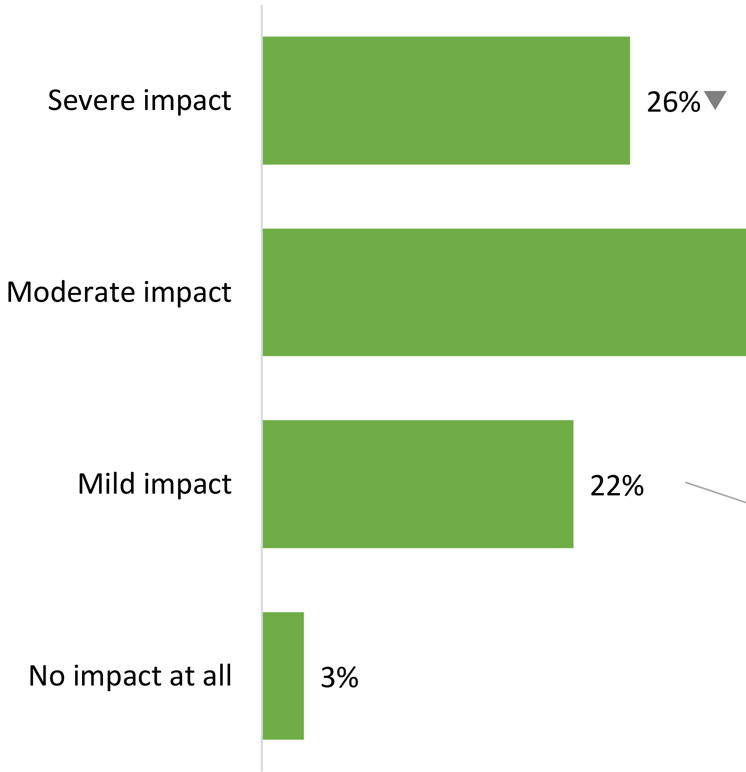
	Under $50K	$50K to $100K	$100K or more
Severe	25%	29%	25%
Severe or Moderate	72%	73%	82%

	Northeast	Midwest	South	West
Severe	28%	26%	24%	27%
Severe or Moderate	77%	81%	72%	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

As has been the case for several weeks, job loss (or reduction in hours/earned wages) as a result of the pandemic, and the subsequent financial distress, drive most reports of severe impacts to daily life. Those who report less severe impacts are more likely to mention disruptions to daily activities.

Coronavirus/COVID-19 Impact on Daily Life



"Both my husband and I were laid off."

"I can't find a job and everything is closed."

"I have been furloughed from my work, my husband has reduced hours, we are at home a lot more often."

"Can't take my kids anywhere to play or shop or have fun."

"Lost my job, cant find another one, money is super tight, unemployment is taking forever and I'm broke."

"I now work from home which has good & bad consequences. I don't see my family and friends very often unless it's by phone or video. I was looking for another job but that has been curtailed."

"I'm definitely not going out as much. I'm not even meeting with my immediate family as much as I used to. I've also been working from home for weeks now, where I used to work in an office."

"Mostly anxiety due to mother-in- law testing positive in a nursing where she resides. Concern of financial impact on when or if we will return to work or if we will have continued I come."

"Can't be with family members."

"less shopping and eating out."

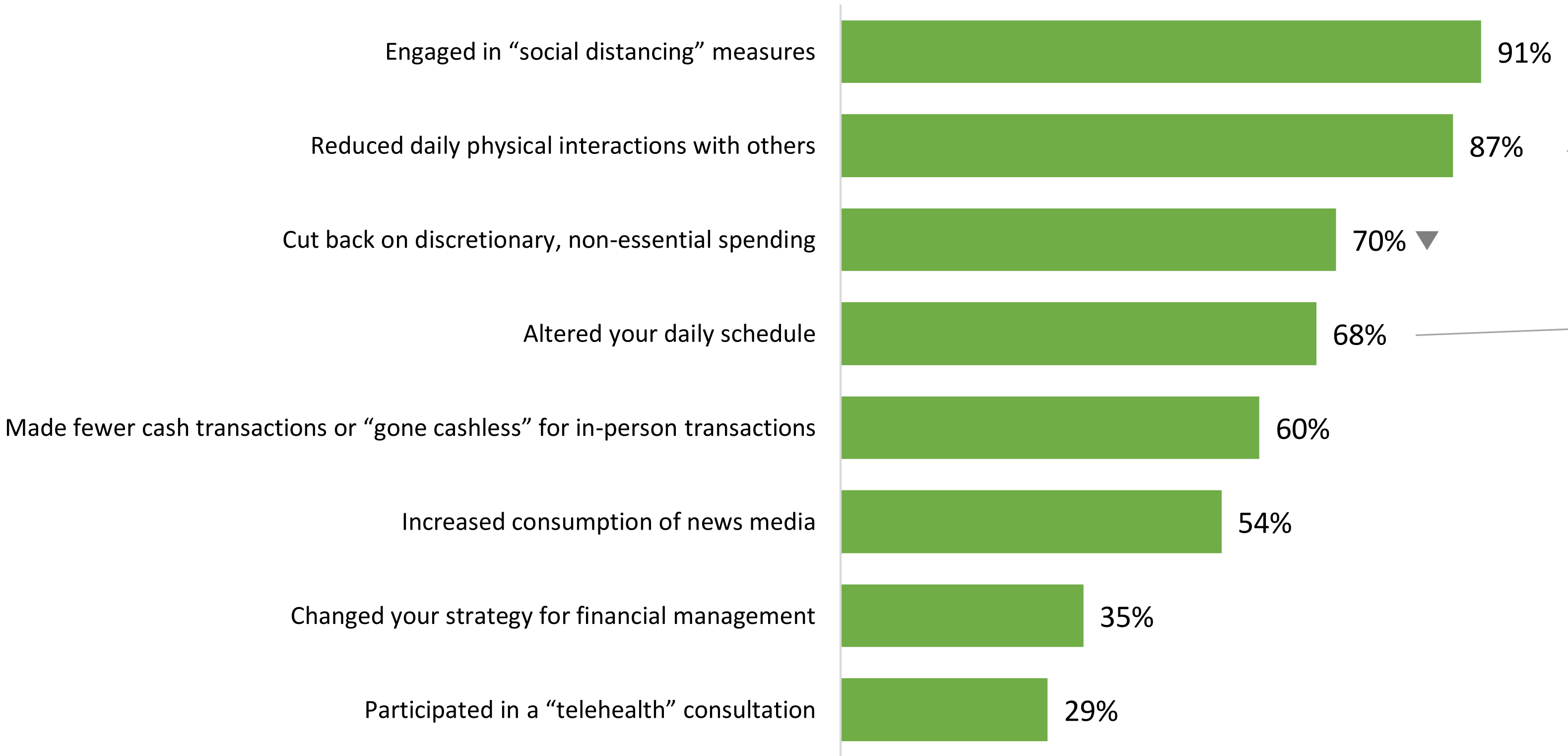
"Shopping is difficult, and selection is terrible."

"Concerned about going into stores for groceries."

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

Nine in 10 Americans continue to engage in social distancing this week. The number of those who've cut discretionary spending this week is slightly lower, but remains elevated at 70 percent.

Behavioral Changes due to Coronavirus/COVID-19*



Higher income households ($100k+/year) are more likely than lower-income households to

- Reduce daily interactions (91%)
- Alter daily schedule (75%)

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

Over 80 percent of Americans are still facing product shortages as a result of the pandemic. There are fewer reports of stocking up on food this week.

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

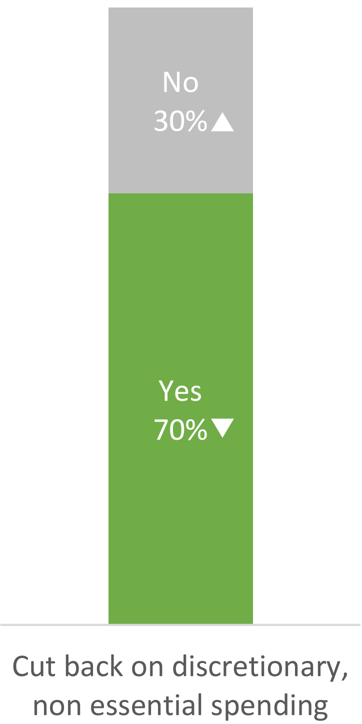
Higher income households ($100k+/year) are more likely than lower-income households:

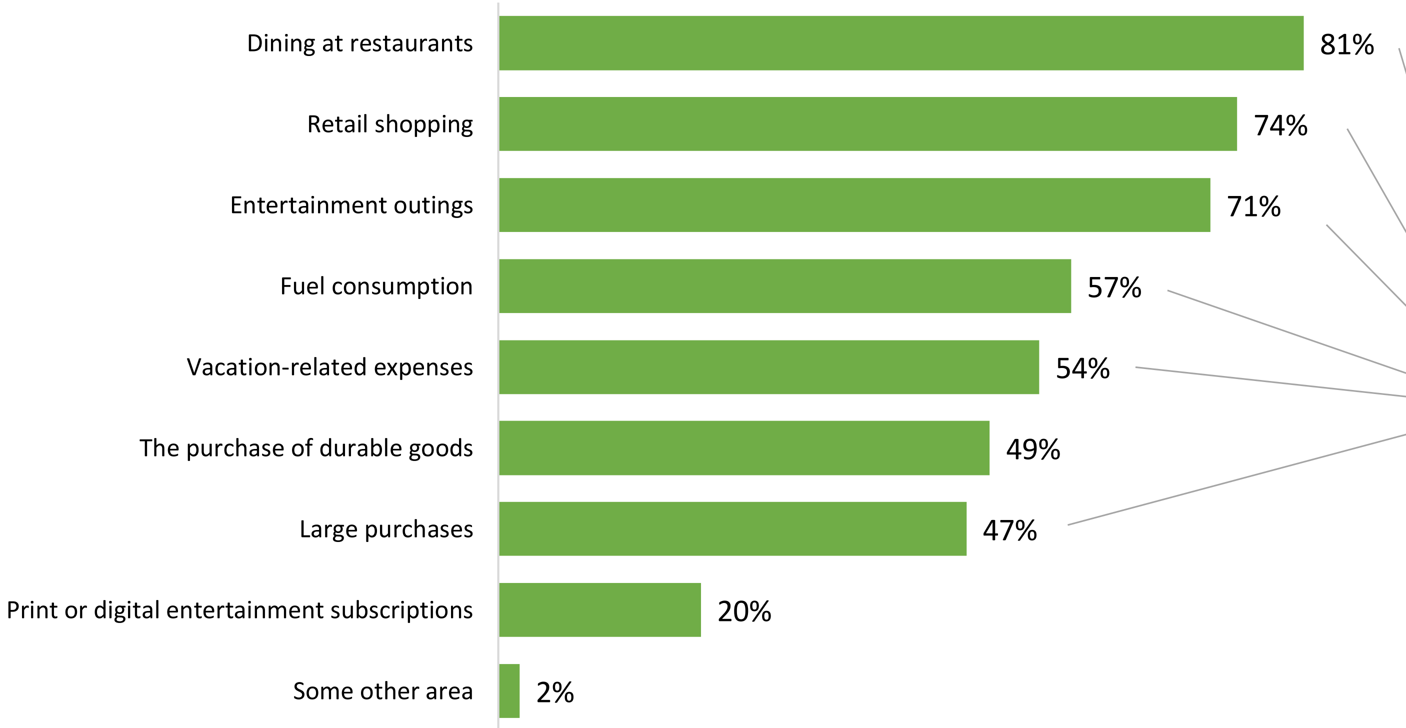
- Purchase different brands (68%)
- Increase use of home delivery (50%)
- Shop at different retailers (45%)

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

There is little real change to areas of reduced spending, as 70 percent of Americans continue to cut back. Most activities that involve socializing are the first to be cut, partially driven by social distancing norms.

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





Higher income households ($100K+/year) are more likely to cut:

- Dining (85%)
- Entertainment outings (82%)
- Retail shopping (78%)
- Vacation-related expenses (74%)
- Fuel consumption (66%)
- Large purchases (52%)

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)

Over 40 percent of Americans continue to use home delivery services more extensively in adapting to the pandemic's effects. Regular orders through Amazon Prime remain the most likely to see increased traffic.

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

Higher income households ($100k+/year) are more likely to increase use of:

- Regular orders through Amazon/prime (61%)
- Amazon Fresh (22%)

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

As has been the case since the tracker's beginning in March, a sizeable portion of American consumers have increased their spend in certain categories, namely cleaning products, shelf-stable foods, and frozen foods. Durable "luxury" goods, particularly apparel, remain targets for reduced spending.

Coronavirus/COVID-19 Impact on Categories Shopped

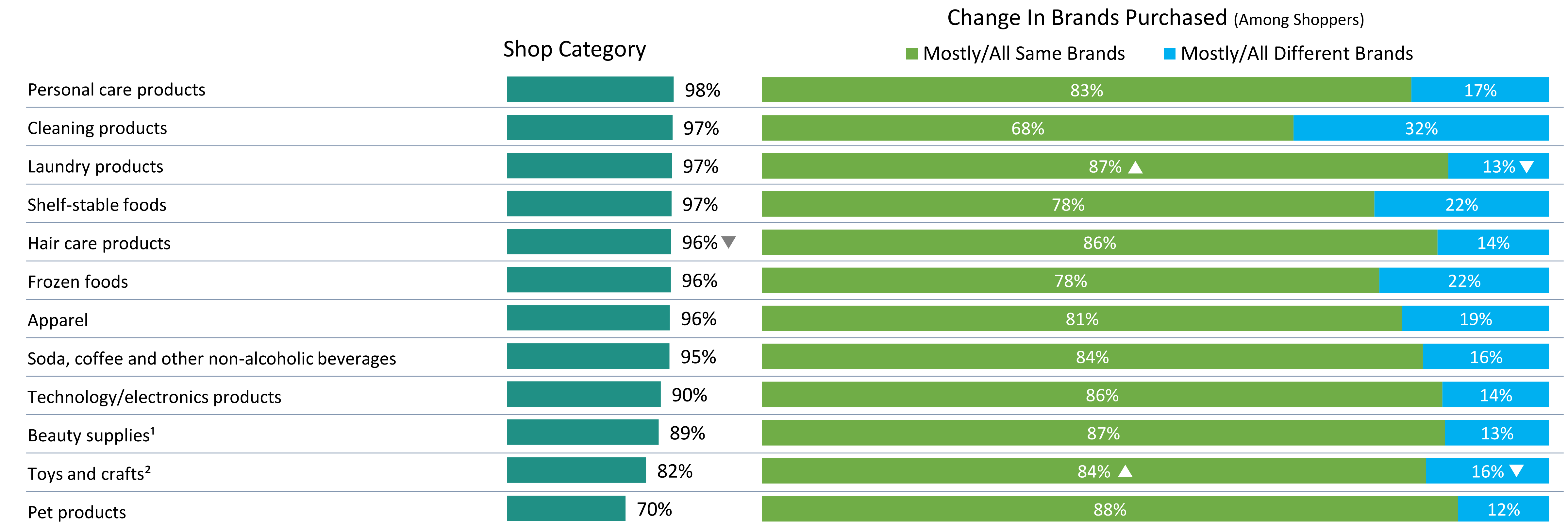
Change In Purchase Amount (Among Shoppers)

	Shop Category	Less	About the Same	More
Personal care products	98%	5%	74%	20%
Cleaning products	97%	4%	51%	45%
Laundry products	97%	5%	78%	17%
Shelf-stable foods	97%	3%	57%	41%
Hair care products	96% ▼	13%	80%	8%
Frozen foods	96%	7%	61%	33%
Apparel	96%	54%	42%	4%
Soda, coffee and other non-alcoholic beverages	95%	11%	67%	22%
Technology/electronics products	90%	40%	53%	7%
Beauty supplies[1]	89%	44%	51%	5%
Toys and crafts[2]	82%	36%	51%	13%
Pet products	70%	6%	78%	16%

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

As consumers are shopping cleaning products more, about one-third are expanding their purchases into alternative brands. More consumers are maintaining their original brands of laundry products and toys and crafts this week.

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

Product stockouts remain the most prevalent driver of brand switching across many key categories, especially cleaning products. Consumers are also seeking more affordable options, particularly in non-essential categories such as apparel, tech, and toys/crafts.

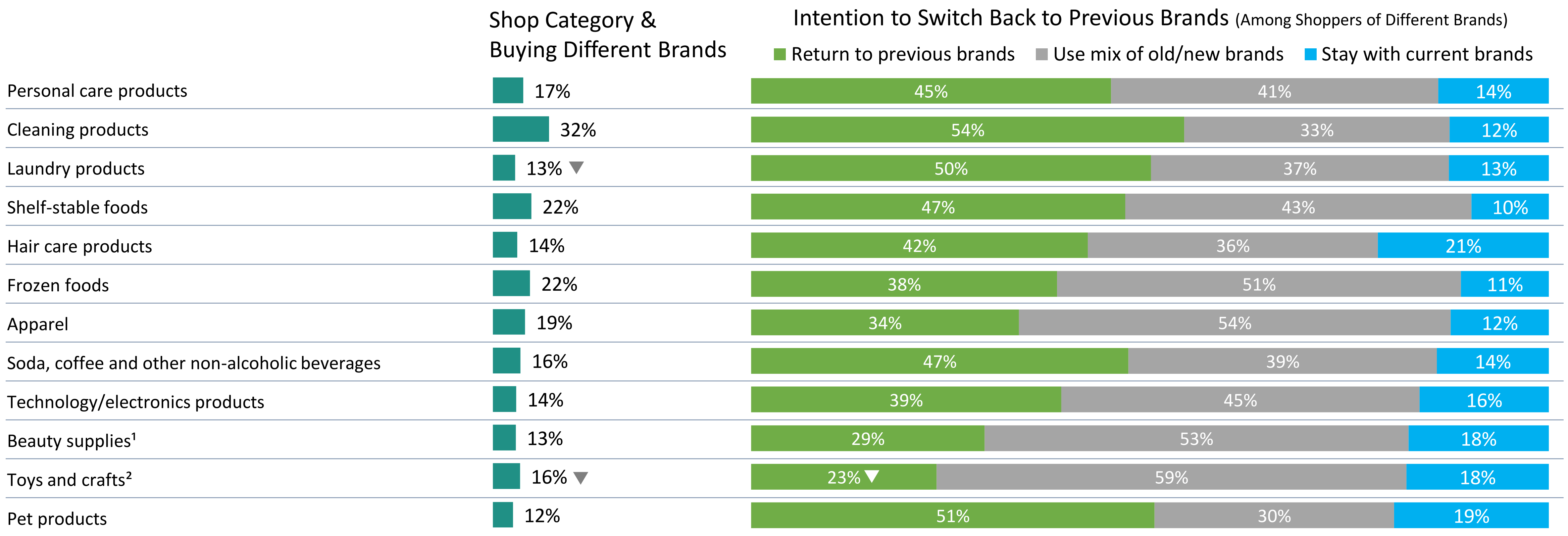
Coronavirus/COVID-19 Impact on Brands Purchased – Reasons for Buying All/Mostly Different Brands

	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	17%	53%	32%	17%	14%	0%
Cleaning products	32%	72%	21%	10%	12%	2%
Laundry products	13% ▼	51%	36%	15%	12%	1%
Shelf-stable foods	22%	56%	36%	24%	9%	3%
Hair care products	14%	37%	33%	28%	20%	1%
Frozen foods	22%	49%	33%	31%	11%	0%
Apparel	19%	31%	46%	28%	11%	6%
Soda, coffee and other non-alcoholic beverages	16%	42%	36%	38%	16%	1%
Technology/electronics products	14%	30%	40%	24%	13%	10%
Beauty supplies[1]	13%	34% ▲	32%	30%	18%	4%
Toys and crafts[2]	16% ▼	30%	40%	31%	12%	1%
Pet products	12%	41%	28%	28%	18%	4%

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

Most consumers who have switched brands during the pandemic expect to use at least a mix of previous brands as well as new brands (that they've switched to during the pandemic) once the pandemic eases.

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



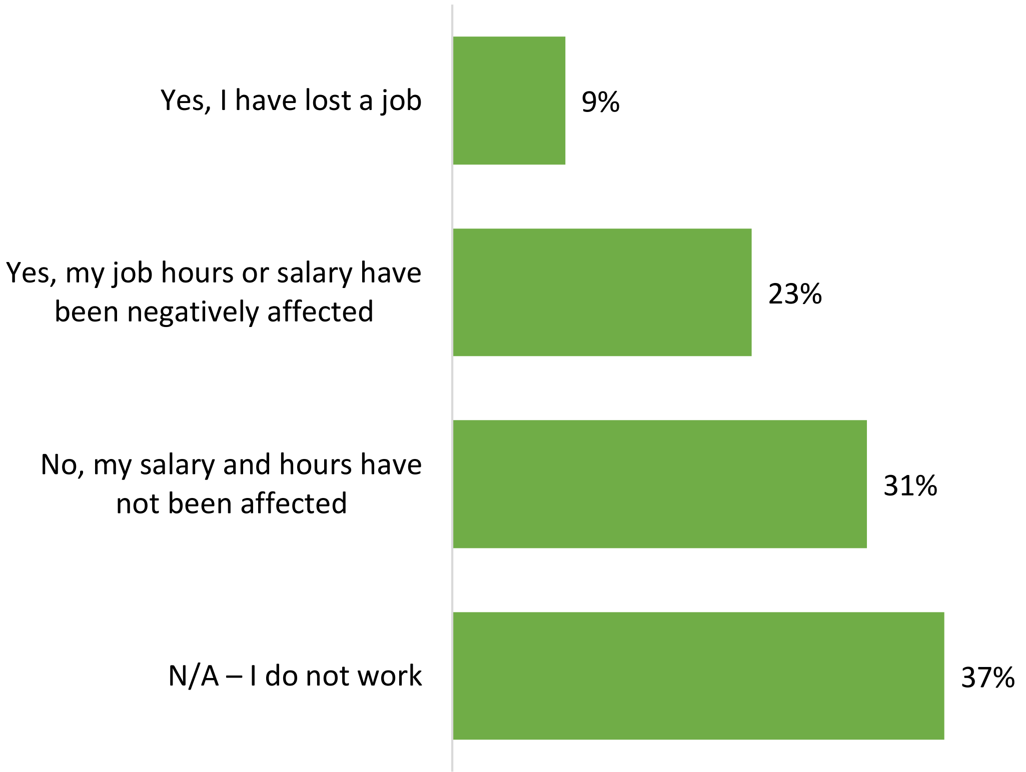
Q18b - And, for each of these categories in which you are buying different brands, once the pandemic's effects ease do you think that you will…[answer options]? Base: COVID-19 Aware Who Shop Category (Q17)
[1]Only shown to females; [2]Only shown to those with children or grandchildren ages 0-17

Employment Impact

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

The rate of job loss remains flat from previous weeks at around one in 10. Another quarter have experienced some kind of reduction in pay resulting from the pandemic. Rates of job impacts are now more even across geographic regions than they had been previously.

Coronavirus/COVID-19 Impact on Employment



	Under 30	30 to 44	45 to 59	60 or older
Lost Job	**13%**	**10%**	8%	**4%**
Lost Job or Wages	**32%**	**44%**	**33%**	**18%**

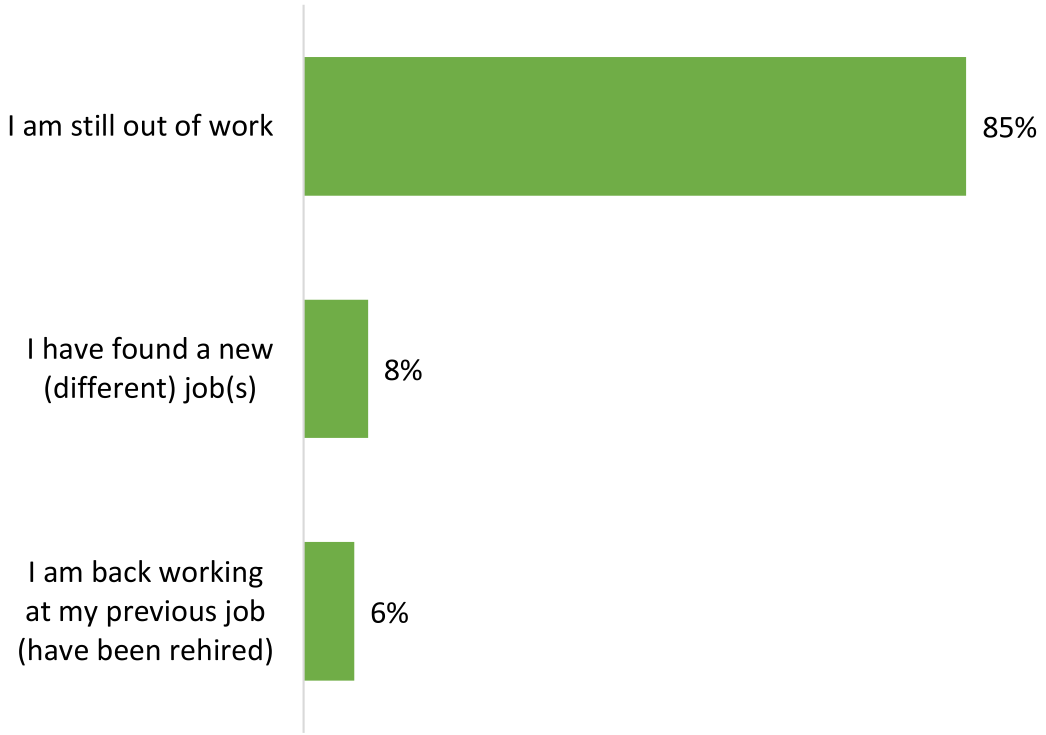
	Male	Female
Lost Job	9%	8%
Lost Job or Wages	30%	32%

	Northeast	Midwest	South	West
Lost Job	9%	9%	7%	10%
Lost Job or Wages	30%	37%	29%	30%

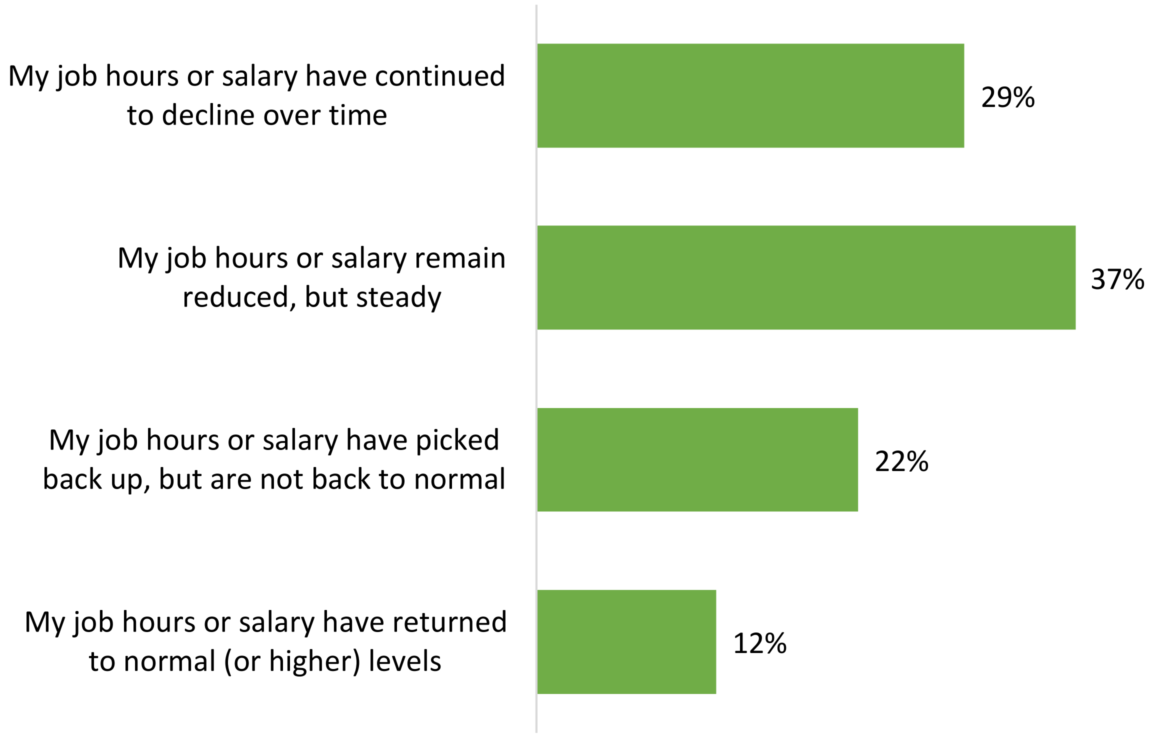
Q19 - At any point, did you lose a job or were your job hours or salary negatively affected by the Coronavirus/COVID-19 situation? Base: COVID-19 Aware

Over 80 percent of those who have lost a job due to the pandemic remain out of work today, and just six percent have returned. Among those who have faced a reduction in pay, most say their pay remains reduced or has fallen even further.

Employment Recovery Among Those Who Lost Job



Employment Recovery Among Those With Reduced Hours/Salary



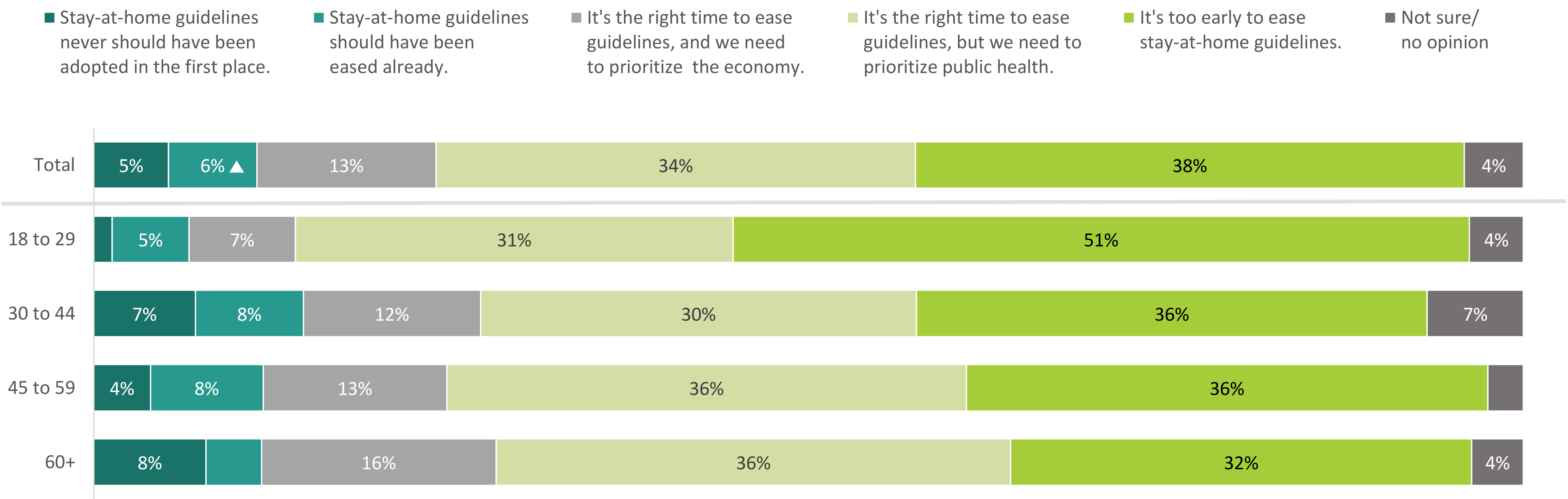
Q19a - You indicated that you have lost a job due to the Coronavirus/COVID-19 situation. Which statement below best describes your current situation regarding that job loss? Base: COVID-19 Aware and had lost job
Q19b - You indicated that your job hours or salary were negatively affected by the Coronavirus/COVID-19 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' perception of reopening efforts remain unchanged from the prior week – over two-thirds feel that it has to be done slowly with health and safety as the top priorities, or that it's simply too early to reopen at all.

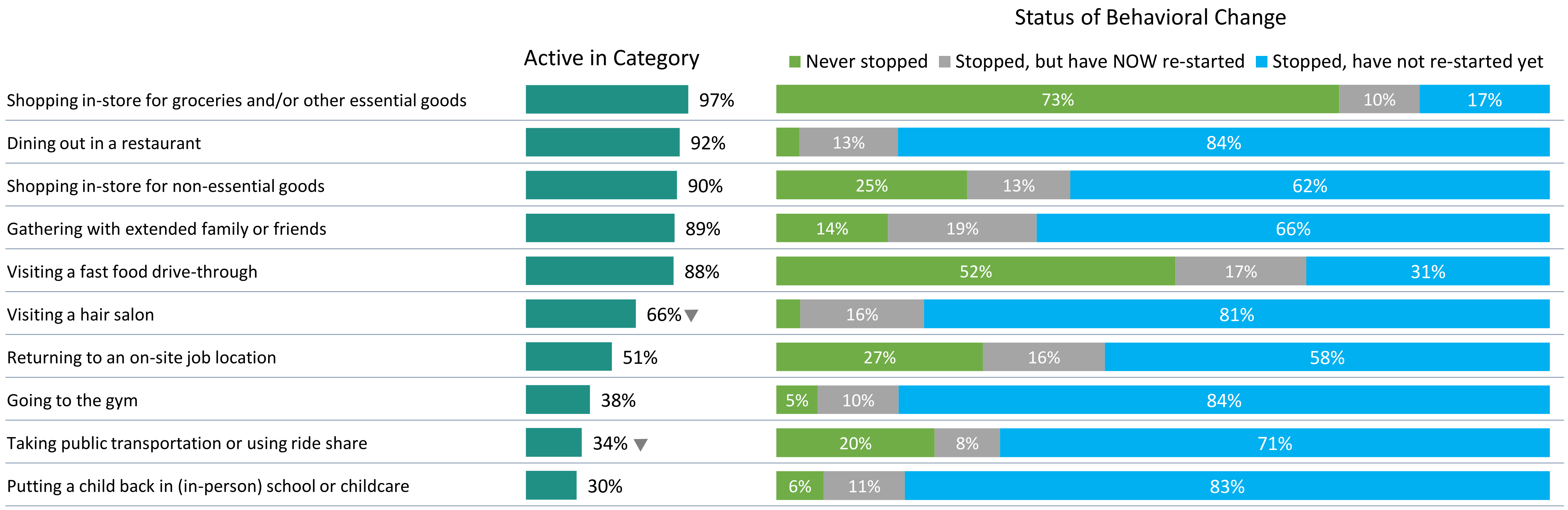
Perceptions of "Reopening"



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

New in the previous wave, consumers were asked whether they have returned to certain activities as some areas begin to reopen. Relatively few of those who stopped engaging in activities due to COVID-19 have begun these activities again. Consumers are most likely to have re-started gathering with friends and family (19%) and going through fast food drive-throughs (17%).

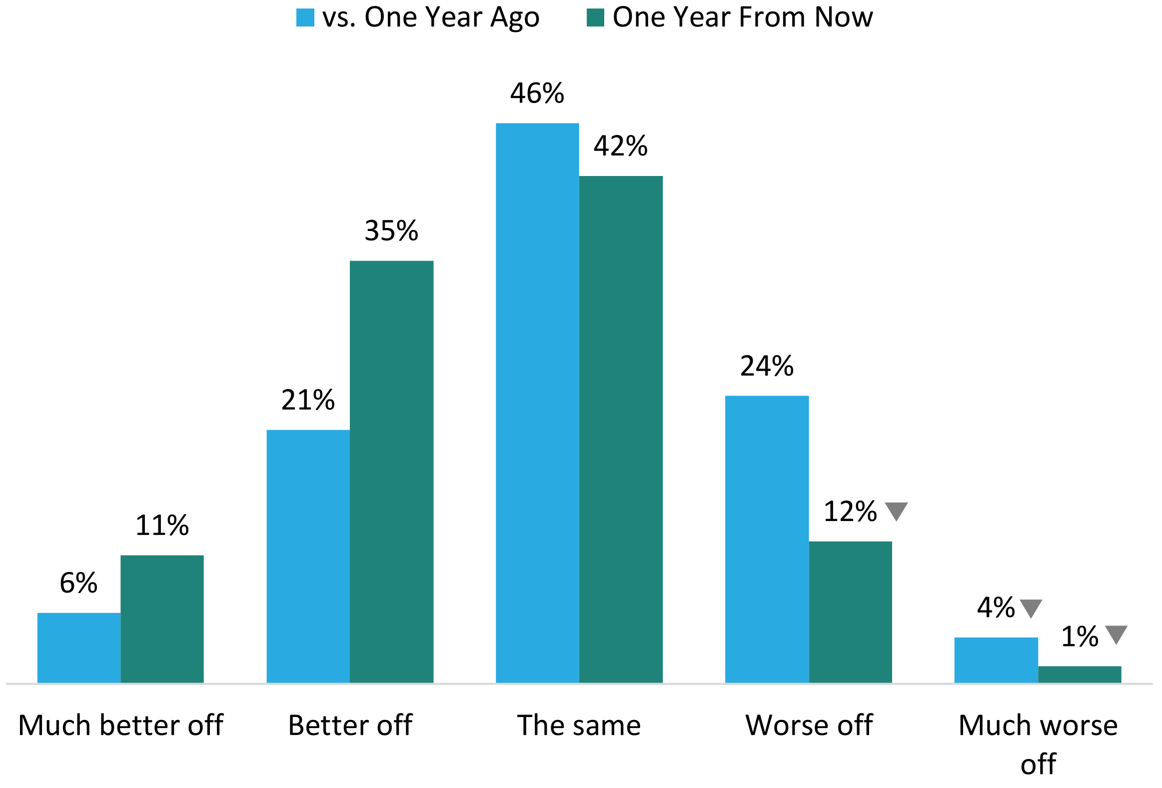
Behavioral Change as Communities Reopen



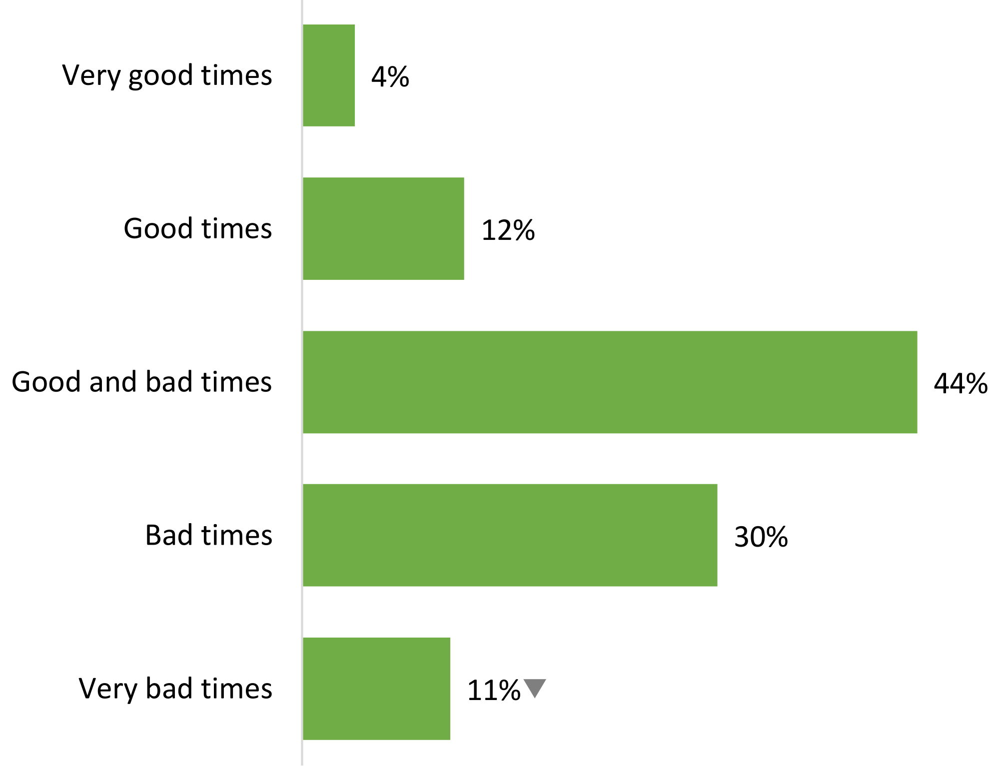
Q35 - As communities reopen, we are interested in understanding how people's behaviors may be changing. For each activity below, please indicate if you never stopped engaging in the behavior due to COVID-19, you stopped due to COVID-19 and have not re-started, you stopped but now have started engaging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

Continuing the trend for several weeks, Americans remain largely optimistic about their financial future with the majority expecting to be the same or better off one year from now. Also in line with previous weeks, Americans generally expect a mix of good and bad times for US businesses as a whole.

Personal Financial State vs. One Year Ago, From Now



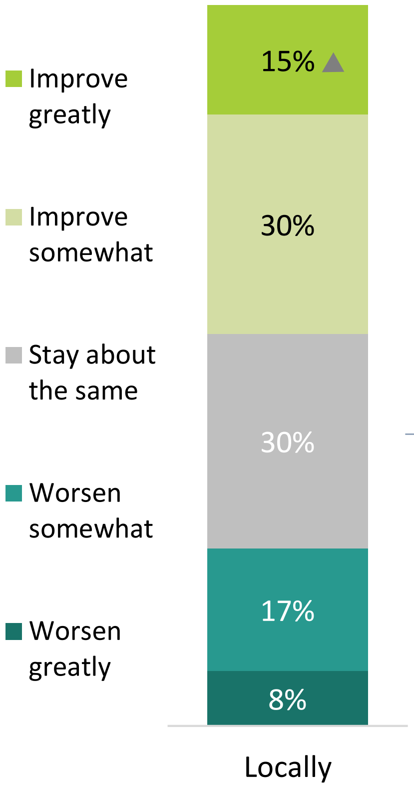
US Business Financial State Over Next 12 Months



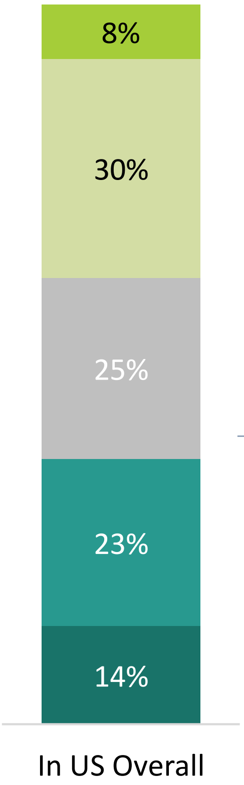
Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / Q3 - Now looking to the future: Do you think one year from now you/your family will be better or worse off than you are today? / Q4 - Now thinking about business conditions in general in the US: Do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

Optimism grows this week slightly at the **local** level, while Americans' expectations for the pandemic situation remain largely unchanged at the **global** and **national** levels over the next 30 days.

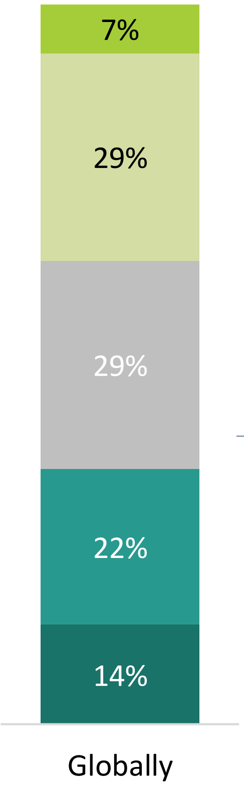
Anticipated Change to Coronavirus/COVID-19 Situation in Next 30 Day



	Worsen	Improve
Under 30	23%	46%
30 to 44	25%	40%
45 to 59	29%	40%
60 and older	21%	55%
Northeast	19%	49%
Midwest	23%	47%
South	27%	45%
West	26%	43%



	Worsen	Improve
Under 30	42%	33%
30 to 44	36%	35%
45 to 59	39%	36%
60 and older	32%	46%
Northeast	32%	42%
Midwest	40%	35%
South	35%	38%
West	42%	37%



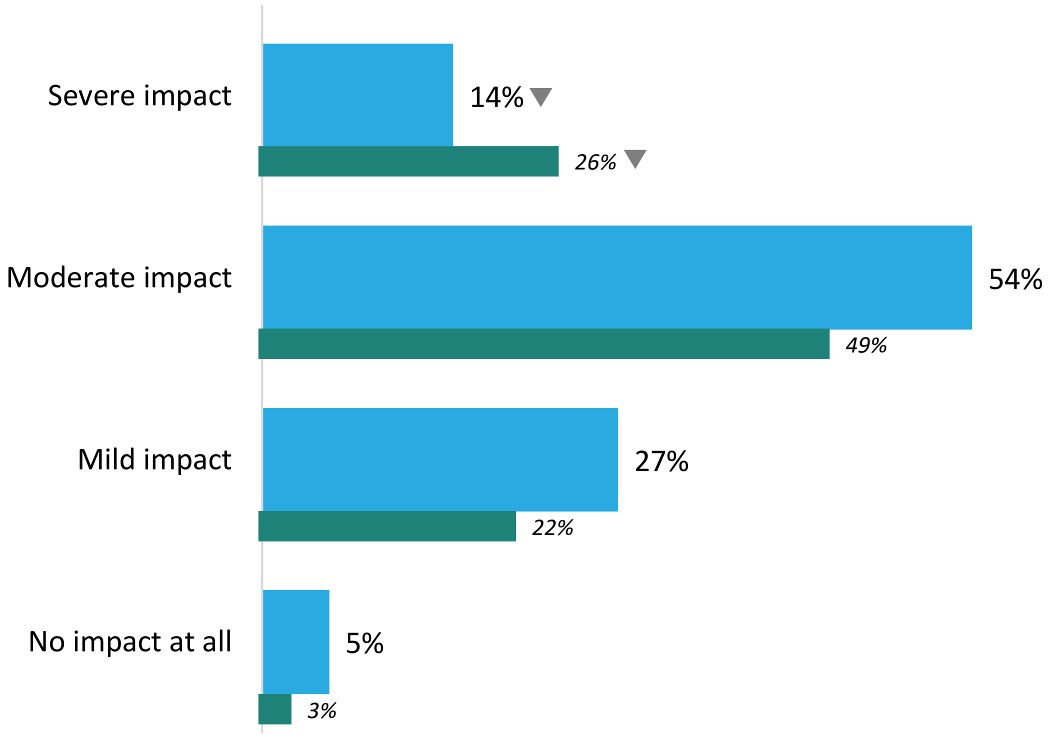
	Worsen	Improve
Under 30	33%	39%
30 to 44	31%	35%
45 to 59	40%	32%
60 and older	38%	37%
Northeast	32%	39%
Midwest	33%	36%
South	37%	37%
West	37%	30%

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

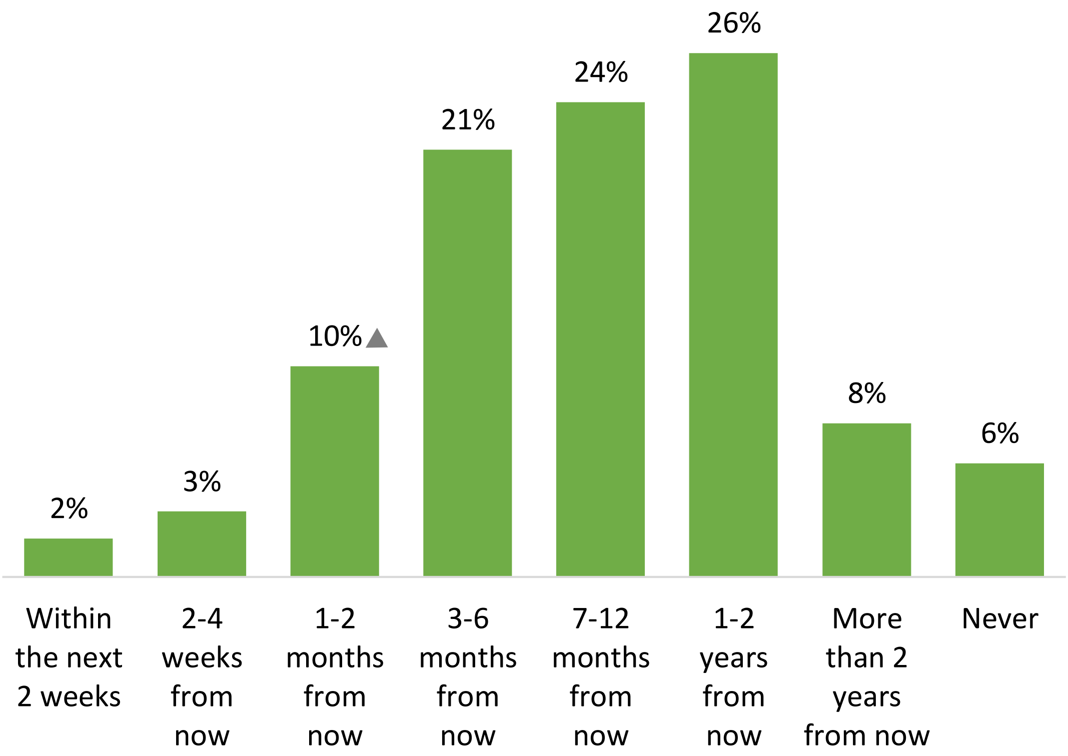
Fewer Americans are anticipating severe impacts from the COVID-19 pandemic over the next 30 days, but the average expected time until things are "back to normal" hovers at around 11 months.

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?

Stephanie Vance, PhD | VP, Research
stephanie@aytm.com