aytm

Covid-19 Pandemic Impact on US Consumers

W14 | July 9-10, 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 fourteenth wave of aytm's Covid-19 Consumer Tracker fielded Thursday, July 9 – Friday, July 10, 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.

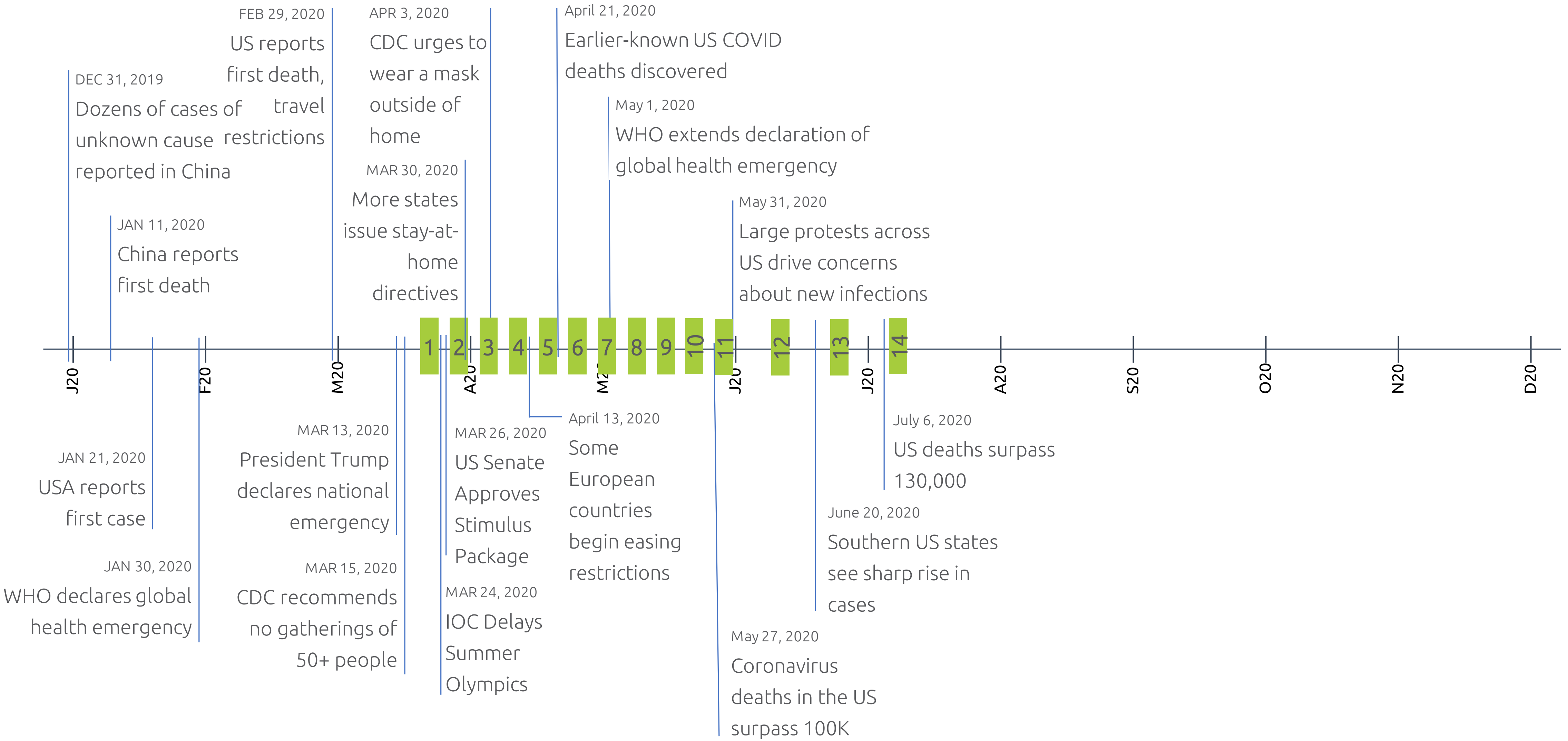
All significance testing is conducted at 95% confidence level with the effective base used as the sample base for statistical calculations (Effective Base = 1,000 for Total sample).

***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 KEY FINDINGS

An expanding summer wave of Covid-19 outbreaks drives concern higher in the US.
With a second surge of Covid-19 cases progressing into mid-summer across the US, concern over the pandemic increases sharply once again this wave. Covid-19 news consumption remains on the rise, and the pandemic persists as the most concerning overall societal issue facing most Americans (when compared to a list of other top social issues). Concern levels are now at their highest point since April.

- Health concerns, especially for elderly family members, and economic anxiety drive the majority of concern. Although health and economic concern levels have stabilized from previous waves, both remain elevated. For the second consecutive wave, more Americans perceive the pandemic as being more serious than is being generally represented.

As the outbreak carries on into its sixth month, Americans continue to adapt.
A large majority of Americans (three-quarters) have been affected by the pandemic in a severe or moderate way. While in past waves impacts to daily life were disproportionately higher in the nation's coastal regions, Americans in the southern and midwestern regions are now showing equivalent levels of disruption as outbreaks take hold in new hot spots.

- Cuts to discretionary spending are up slightly this wave as Americans seek to limit expenses in order to adapt to financial hurdles brought on by pay reductions.
- Two-thirds or more of those looking to conserve outgoing cash are cutting back on dining, shopping, and entertainment outings.
- Product categories like beauty, apparel, technology, and toys remain at risk for lower consumer spending. Cleaning products, shelf stable and frozen foods, and personal care products all appear to be somewhat insulated from these changes in consumption. In some categories (cleaning products, in particular), the pandemic is likely to sustain growth in consumer spending.
- Product shortages have been a consumer burden since the tracker's beginning in March, but the rate at which consumers are experiencing these stockouts is somewhat lower this wave. Shortages remain likely in the cleaning product category, which continues to drive a significant amount of brand-switching. Brand-switching behavior is likely to have a long-term effect in most categories, with a number of consumers planning to continue purchasing at least a mix of new brands and typical brands once the retail environment stabilizes.

With summer plans upended and the school season on the horizon, Americans eye the future with caution.
A larger portion of Americans are expecting the Covid-19 situation to worsen over the coming 30 days, for the second consecutive wave. As concerns grow, the timeline for when most Americans expect things to "return to normal" continues to stretch longer and longer – on average, Americans don't expect things to return to normal for over twelve months (a new high). Still, with some businesses opening, Americans are looking for ways to manage. Fewer Americans support reopening this wave, but some are resuming certain social activities. Americans are very wary of extended travel, which is unlikely to resume any time soon. With discussions beginning of the best ways in which to approach an upcoming school year, most Americans support some mix of in-person and online classes, although younger parents greatly prefer an online-only approach.

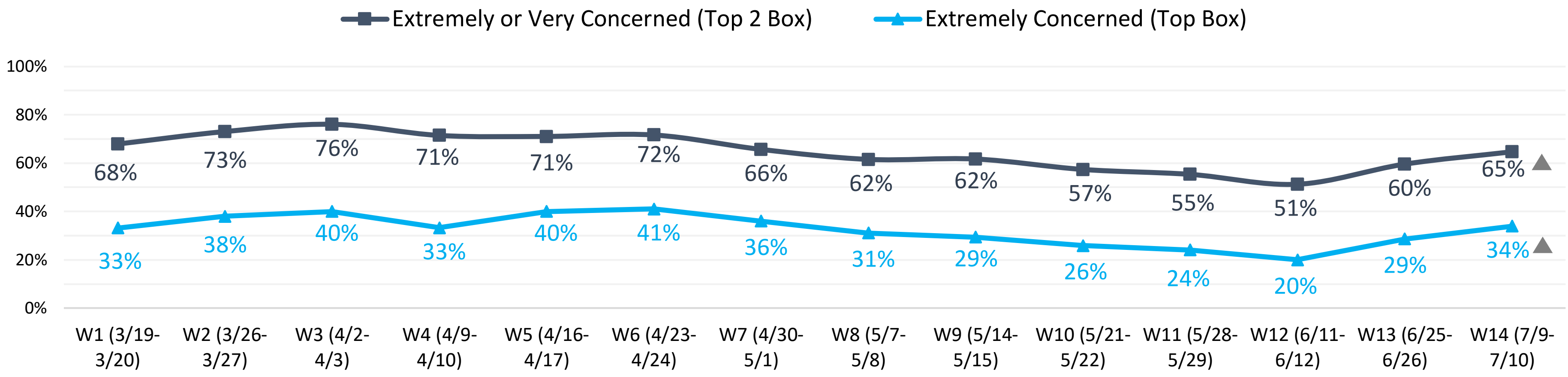
Wave over Wave Trends

- 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

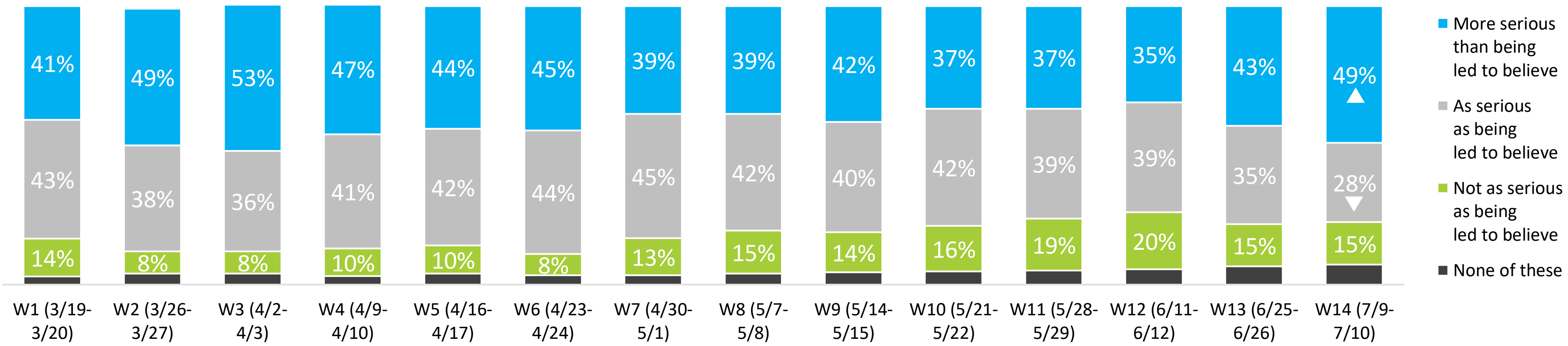
With national case counts continuing to grow rapidly through the summer, a sharp rise in concern is noted for the second wave in a row. Two-thirds of Americans are at least “very concerned” about the outbreak.

Coronavirus/Covid-19 Concern Level



Half of Americans now feel the pandemic is actually more serious than is being represented. Perceived severity has not been this high since early April.

Coronavirus/Covid-19 Perceived Severity

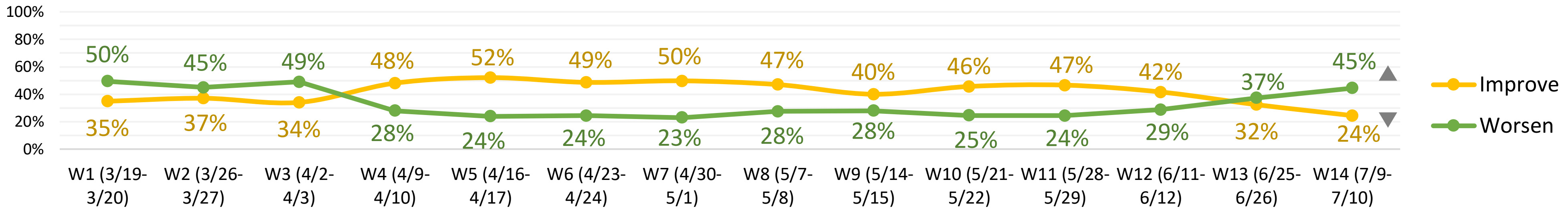


Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/Covid-19 situation? Base: Total
Q10 – Which statement below best describes your general perception of the Coronavirus/Covid-19 pandemic? Base: Total

Anticipated Change in Coronavirus/Covid-19 Situation

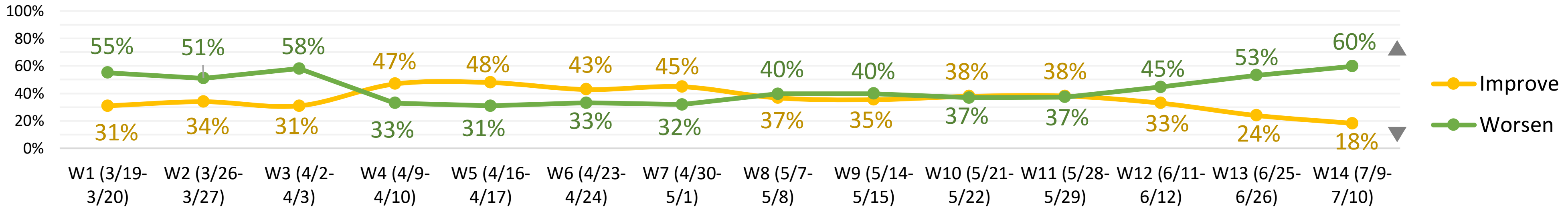
As concern levels rise, the 30-day outlook for how the pandemic will unfold at the **local** level also turns less hopeful for the second consecutive wave.

Change Locally in Next 30 Days



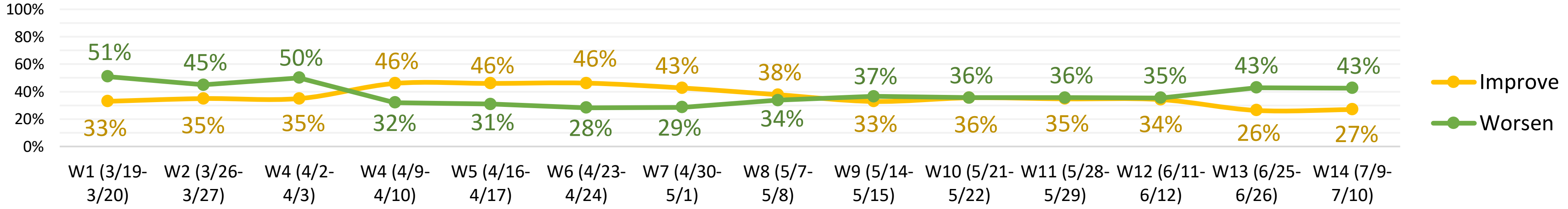
Similarly, more Americans are expecting the **national** situation to worsen over the next 30 days again this wave.

Change in US Overall in Next 30 Days



The **global** 30-day outlook remains unchanged from the previous wave.

Change Globally in Next 30 Days

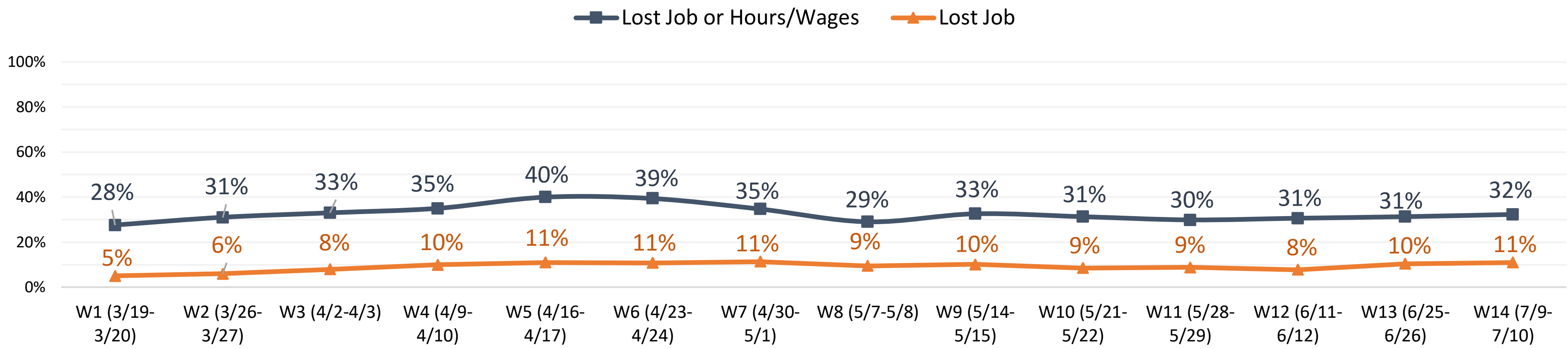


Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/Covid-19 situation to change in the next 30 days? Base: Total

Employment, Financial Impact of Coronavirus/Covid-19

Job losses resulting from the pandemic remain steady this wave, as do overall reported negative employment effects.

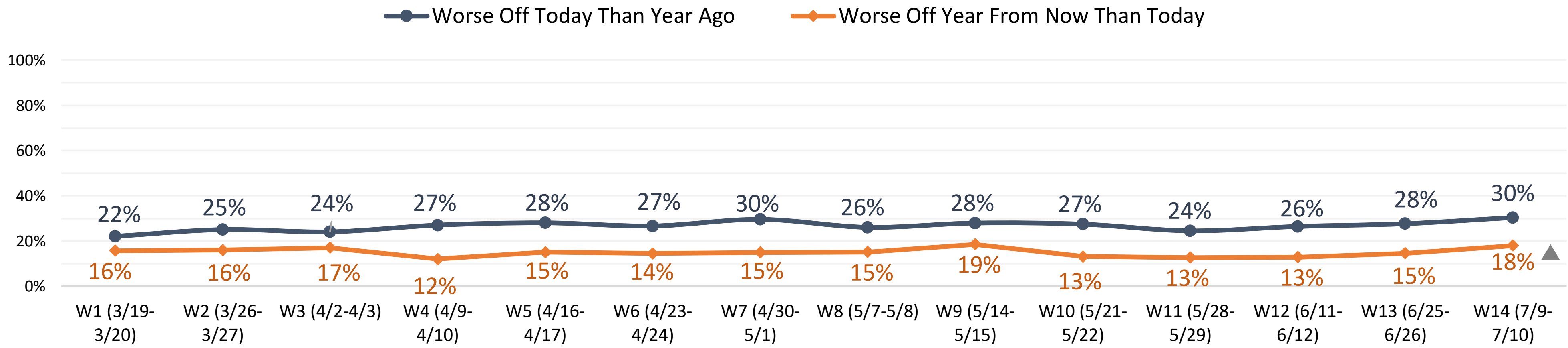
Coronavirus/Covid-19 Impact on Employment



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

There's a slight increase in the number of Americans who expect to be worse off financially one year from now this wave, but most remain optimistic about their personal finances from a long-term view.

Personal Financial State vs. One Year Ago, From Now

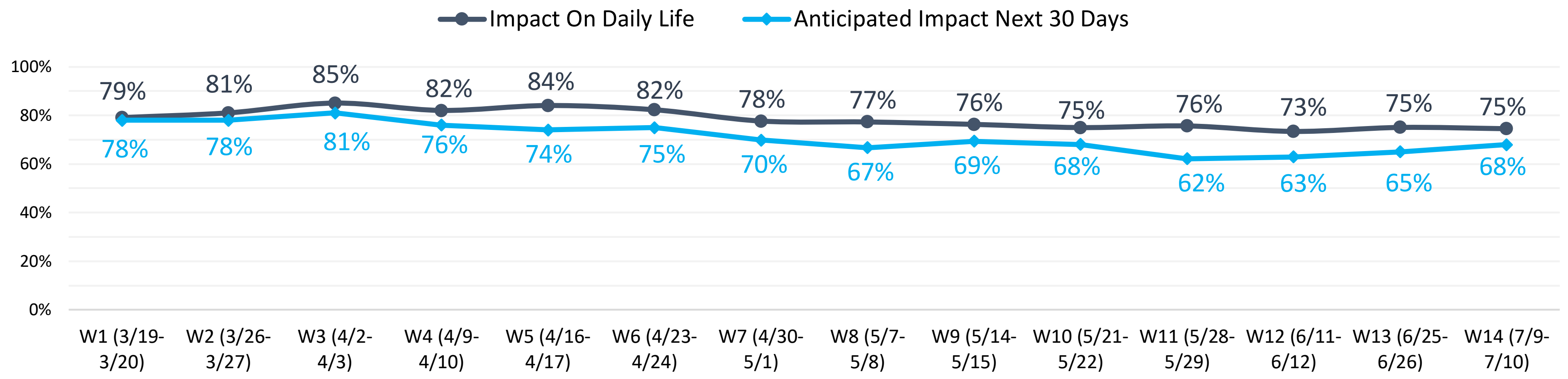


Q19 - At any point, did you lose a job or were your job hours or salary negatively affected by the Coronavirus/Covid-19 situation? Base: Total | Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / Q3 - Now looking to the future: Do you think one year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

Impact, Estimated Timeline of Coronavirus/Covid-19

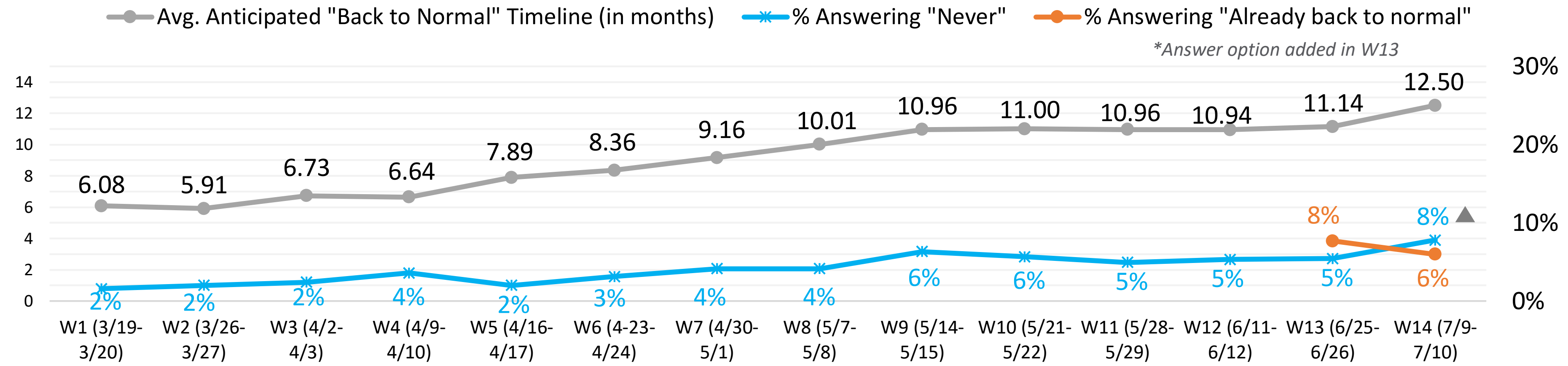
Despite concern levels rising significantly for the previous two waves, reported impacts to daily life are flat at around three-quarters.

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



After leveling off in mid-May, the anticipated time until things return to normal climbs to an all-time high of 12.5 months this wave, with an increase in the number of Americans expecting that things will never return to normal as well.

Anticipated "Back to Normal" Timeline



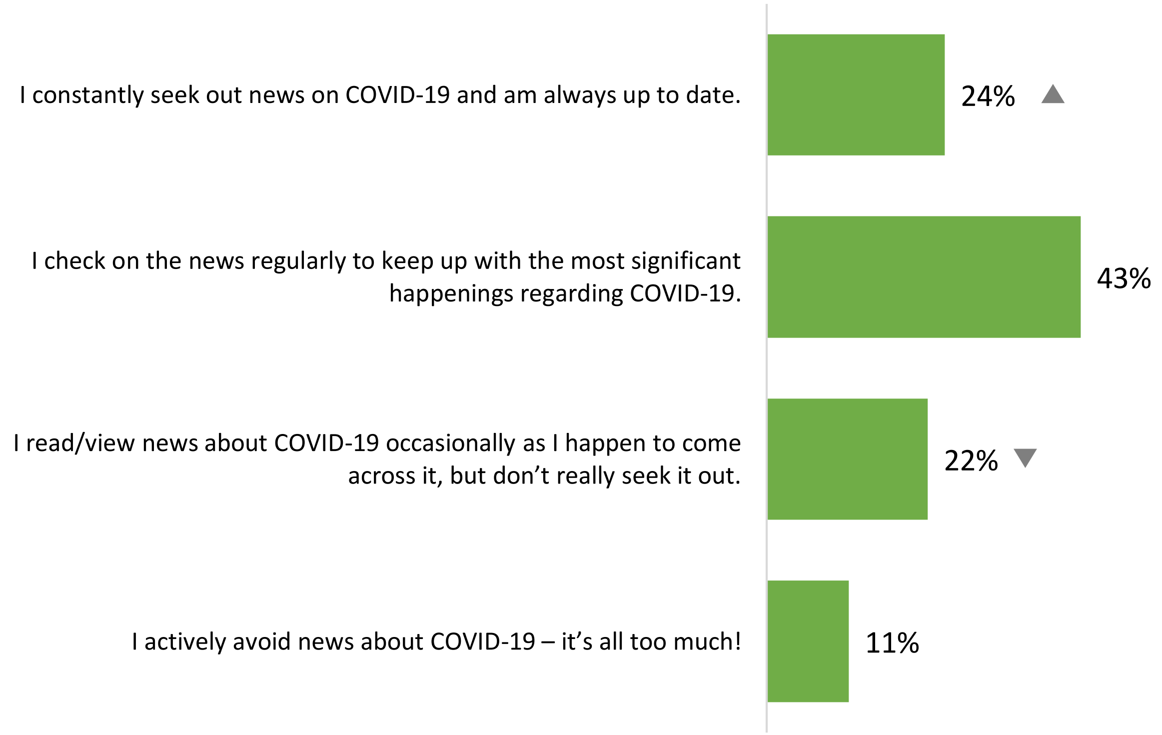
Q11 - Overall, how much of an impact would you say the Coronavirus/Covid-19 situation has had on your daily life? Base: Total
Q23 - Now fast forwarding 30 days, how much of an impact do you think the Coronavirus/Covid-19 situation will be having on your daily life at that time? Base: Total
Q24 - What 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

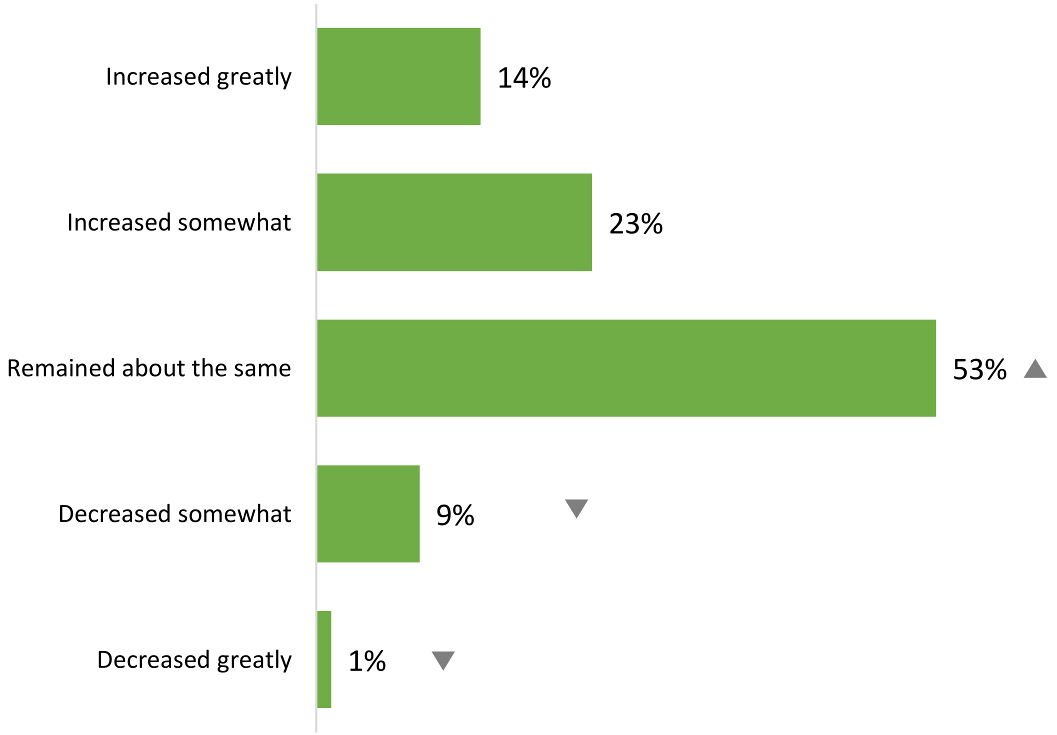
- Covid-19 Awareness, Concern
- Health Concerns
- Economic Concerns
- Perceived Severity

As the summer case surge expands, Covid-19 news consumption is up: More Americans are reporting that they're constantly seeking out news coverage about the pandemic and about one-third say the amount of pandemic-related news they've consumed in the past week has increased.

Attitudes toward News about Covid-19



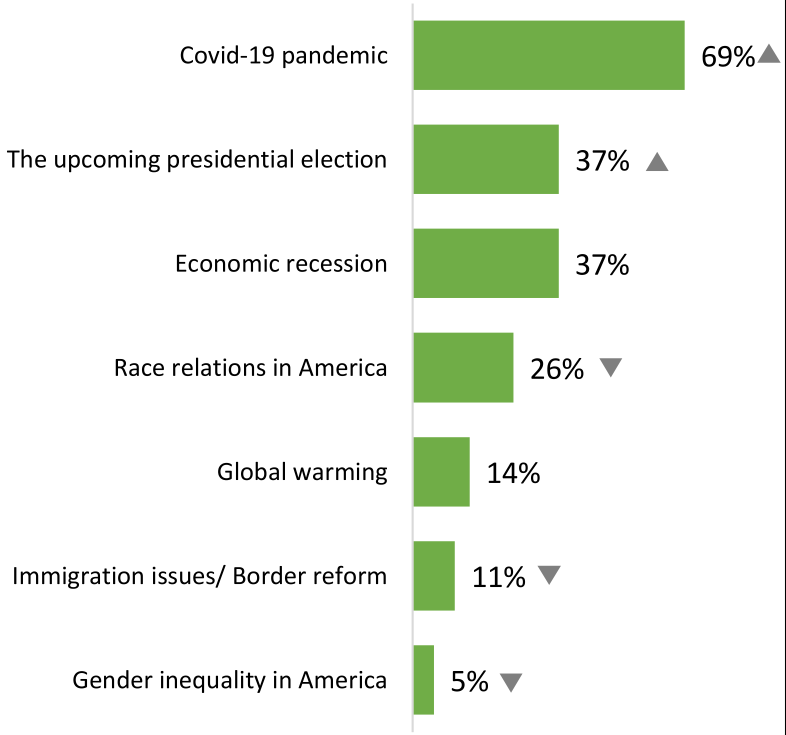
Change in Amount of News Consumed about Covid-19



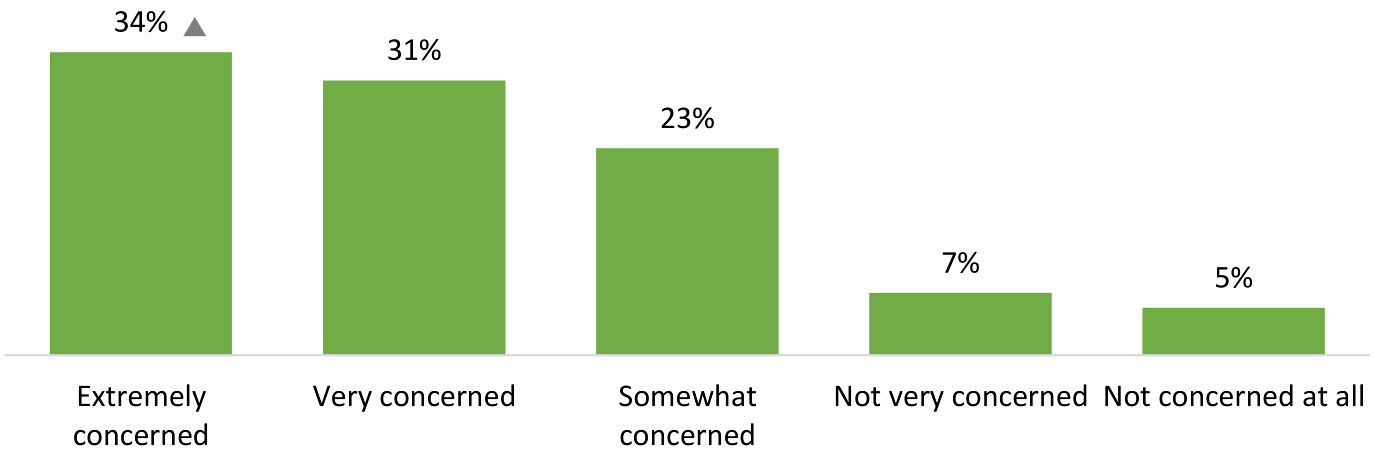
Q6b – Overall, which statement below best represents how you feel about the amount of news about the Coronavirus/COVID-19 situation that you personally read/view? Base: Total
Q6c - Within the past week, would you say the amount of news you've consumed related to COVID-19 has... Base: Reads/watches news

Seventy percent of Americans now say that the pandemic is one of the most concerning societal issues overall (from among a list of several current topics). Concern climbs at the top-box level (“extremely concerned”) this wave, and concern levels are generally equivalent across age groups.

Social Issues/Concerns (% ranking first or second)



Coronavirus/Covid-19 Concern Level

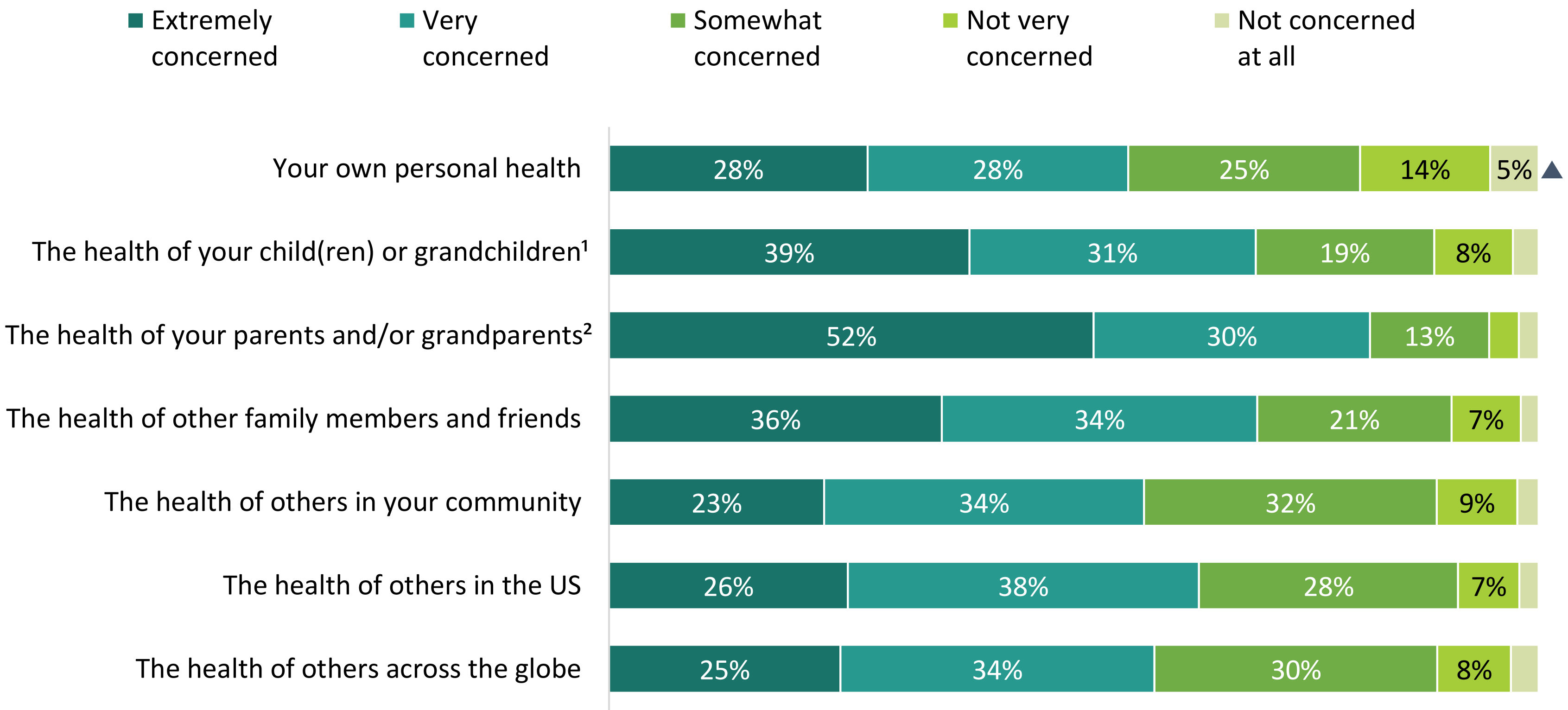


	Extremely concerned	Very concerned	Somewhat concerned	Not very concerned	Not concerned at all	T2B
Under 30	30%	31%	**28%**	5%	6%	61%
30 to 44	33%	27%	**26%**	9%	5%	**60%**
45 to 59	33%	33%	22%	7%	5%	66%
60 and older	39%	32%	**18%**	7%	5%	**71%**

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

Health concerns remain a top concern for many Americans, especially concern for elderly relatives. Concern for one's own individual health is, by comparison, somewhat lower. Elderly generations are more likely to be concerned for the health of others overall.

Coronavirus/Covid-19 Health Concerns



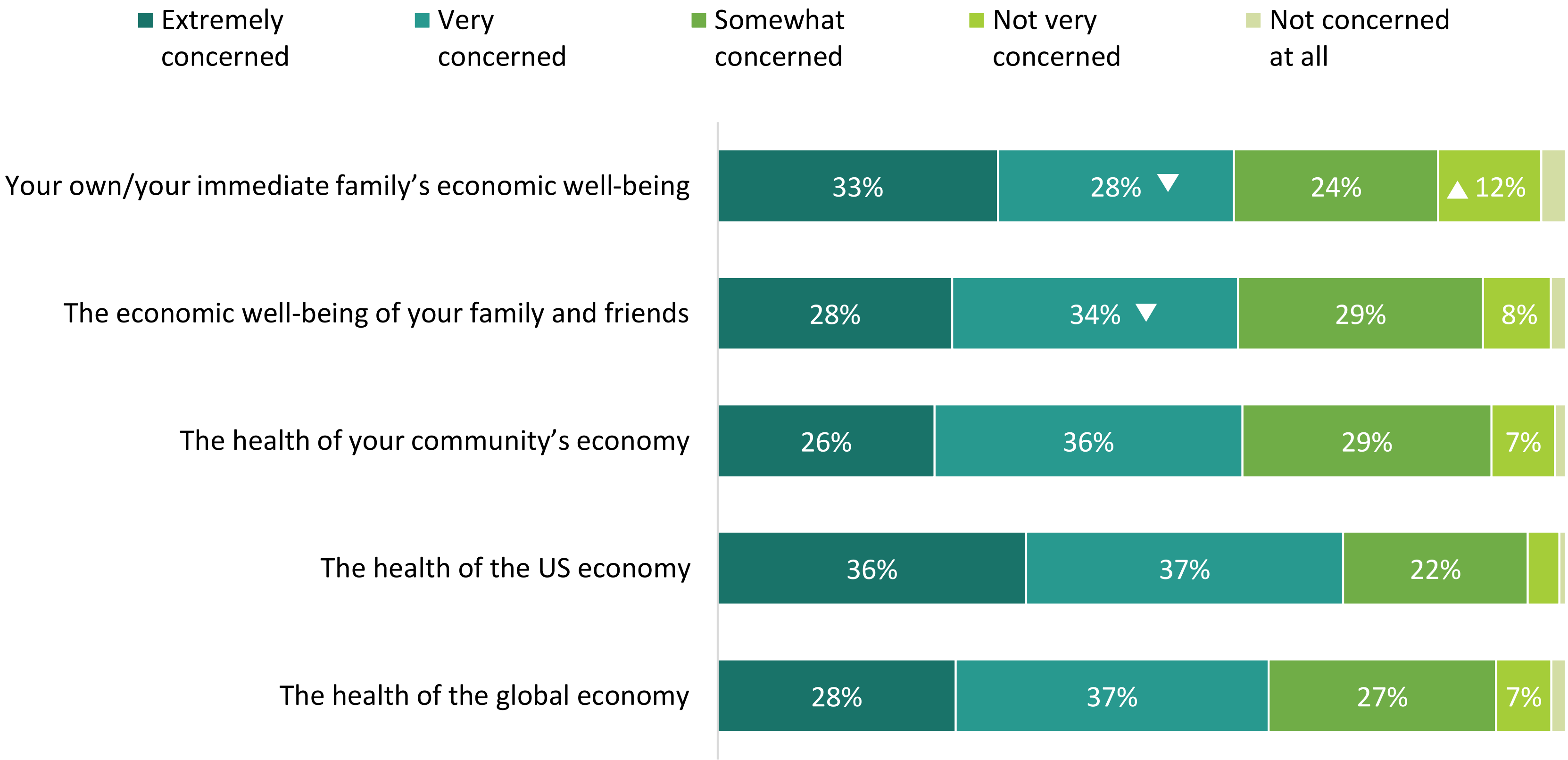
T2B (Extremely/Very Concerned)

	Total	Under 30	30 to 44	45 to 59	60 and older
Your own personal health	**56%**	54%	47%	58%	64%
The health of your child(ren) or grandchildren[1]	**70%**	81%	69%	69%	66%
The health of your parents and/or grandparents[2]	**82%**	78%	77%	87%	90%
The health of other family members and friends	**70%**	75%	65%	71%	69%
The health of others in your community	**58%**	57%	50%	60%	63%
The health of others in the US	**63%**	67%	58%	63%	67%
The health of others across the globe	**59%**	59%	52%	60%	63%

Q8 - To what extent are you concerned about the potential health impact of Coronavirus/Covid-19 at the following levels? Base: Not Very – Extremely Concerned
[1]Only shown to those with children or grandchildren; [2]Only shown to those with living parents or grandparents

Although concern for the economic well-being of oneself and one's immediate family declines slightly this wave, financial concerns are still a major and pressing issue for most Americans. Many are fearful for the future of the national economy. Younger generations are less likely to be worried for the economic future of those other than immediate family or friends.

Coronavirus/Covid-19 Economics Concerns



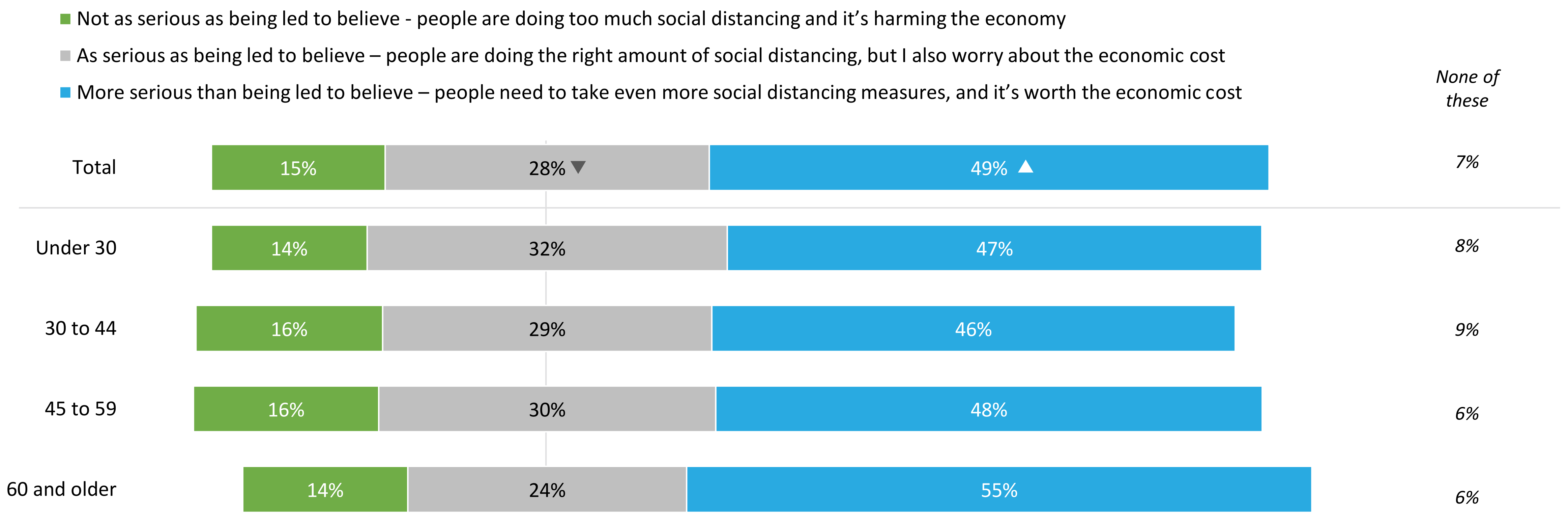
T2B (Extremely/Very Concerned)

	Total	Under 30	30 to 44	45 to 59	60 and older
Your own/your immediate family's economic well-being	**61%** ▼	63%	61%	66%	54%
The economic well-being of your family and friends	**61%**	56%	60%	66%	62%
The health of your community's economy	**62%**	54%	55%	69%	68%
The health of the US economy	**74%**	64%	69%	78%	81%
The health of the global economy	**65%**	63%	56%	67%	73%

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

Accompanying higher overall concern levels, more Americans this wave believe the pandemic is actually worse than we are being led to believe.

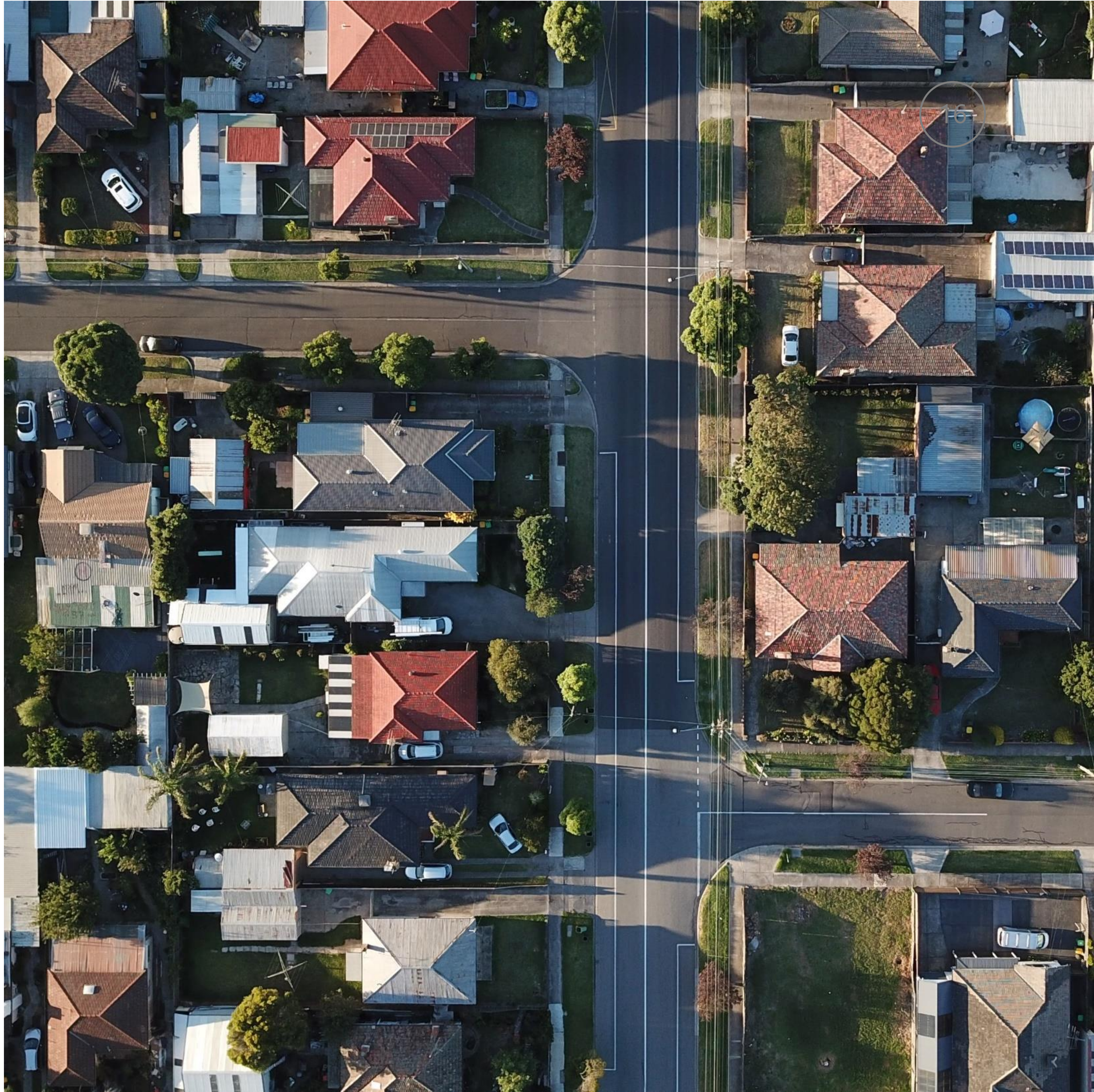
Coronavirus/Covid-19 Perceived Severity



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

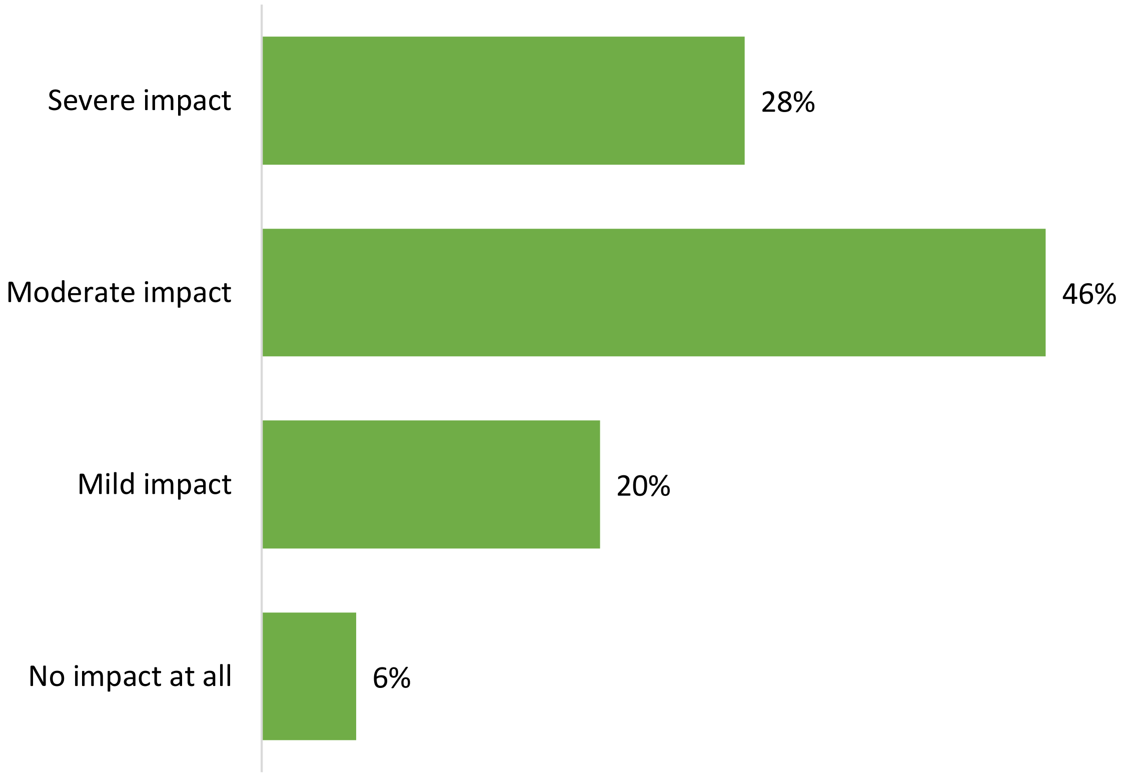
Impact on Daily Life

- Overall Impact
- Behavioral Reactions



About three-quarters of Americans have been affected by the Covid-19 pandemic in a severe or moderate way. Disruptions are perceived to be more severe among younger Americans. Reported impacts on daily life are more equivalent across national geographic regions than in previous waves.

Coronavirus/Covid-19 Impact on Daily Life



	Under 30	30 to 44	45 to 59	60 or older
Severe	**38%**	**27%**	28%	**23%**
Severe or Moderate	76%	72%	75%	75%

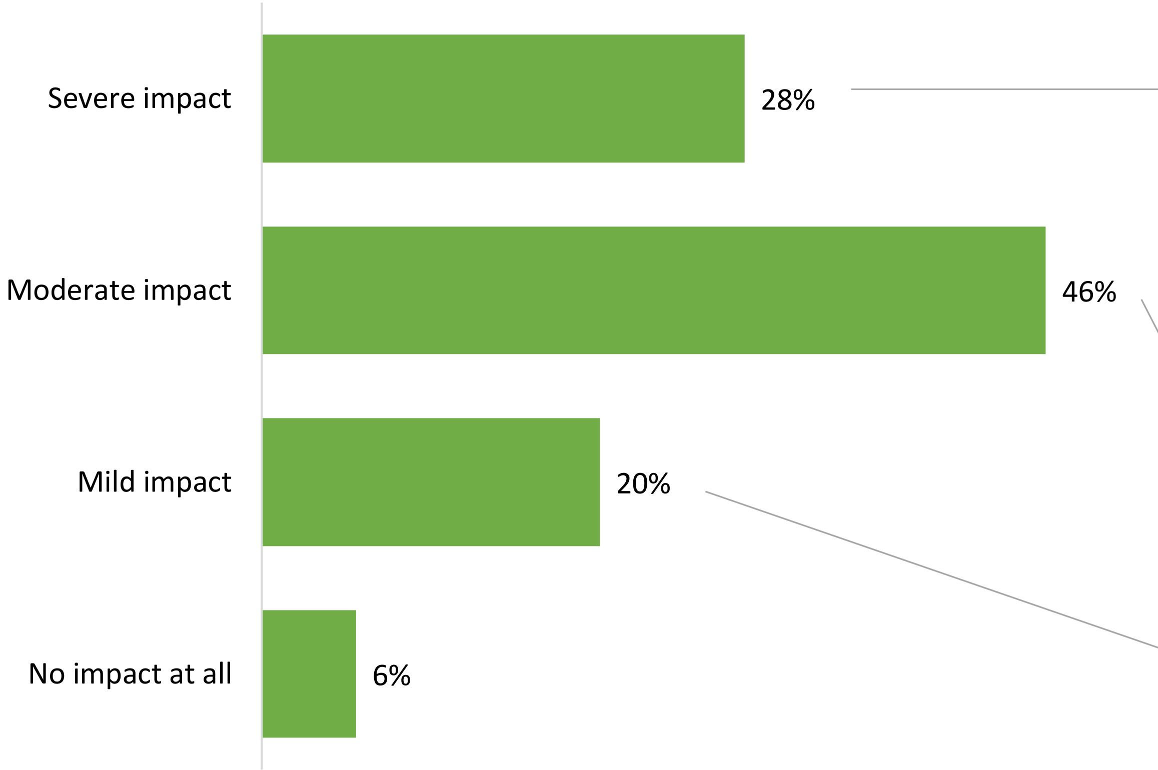
	Under $50K	$50K to $100K	$100K or more
Severe	26%	29%	31%
Severe or Moderate	**73%**	**79%**	**72%**

	Northeast	Midwest	South	West
Severe	27%	26%	32%	26%
Severe or Moderate	73%	74%	78%	71%

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

Among those who say the pandemic has had a severe impact on their lives, severe financial distress and challenging adaptations to daily routines are mentioned as primary contributors. Those who say their lives have been impacted in a milder way are likely to discuss the inconveniences brought on by social distancing and mask-wearing guidelines.

Coronavirus/Covid-19 Impact on Daily Life



"It has decimated the industry I work in and I'm constantly concerned about the future."

"Financial instability with furloughs and reduced work hours, changes having to take place to physically protect ourselves when not at home, inability to buy food and household items we need due to panic buying and price hikes."

"I lost my job as a substitute teacher, and will probably won't be able to return this job for a least another 6 months. I have had to teach my kids and keep them home with no more playdates and/or visits to the playground."

"I have had to stay at home with my children for months. No one knows how this pandemic will end and it's difficult to plan for the future."

"After 6 weeks off work without pay, my finances are terrible. I've gone back to work now and have to wear a mask all day."

"It has severely impacted my depression and anxiety."

"My kids have missed out on school and socializing with their friends. We used to have outings every weekend as a family, now we avoid places that might increase our chances of contracting."

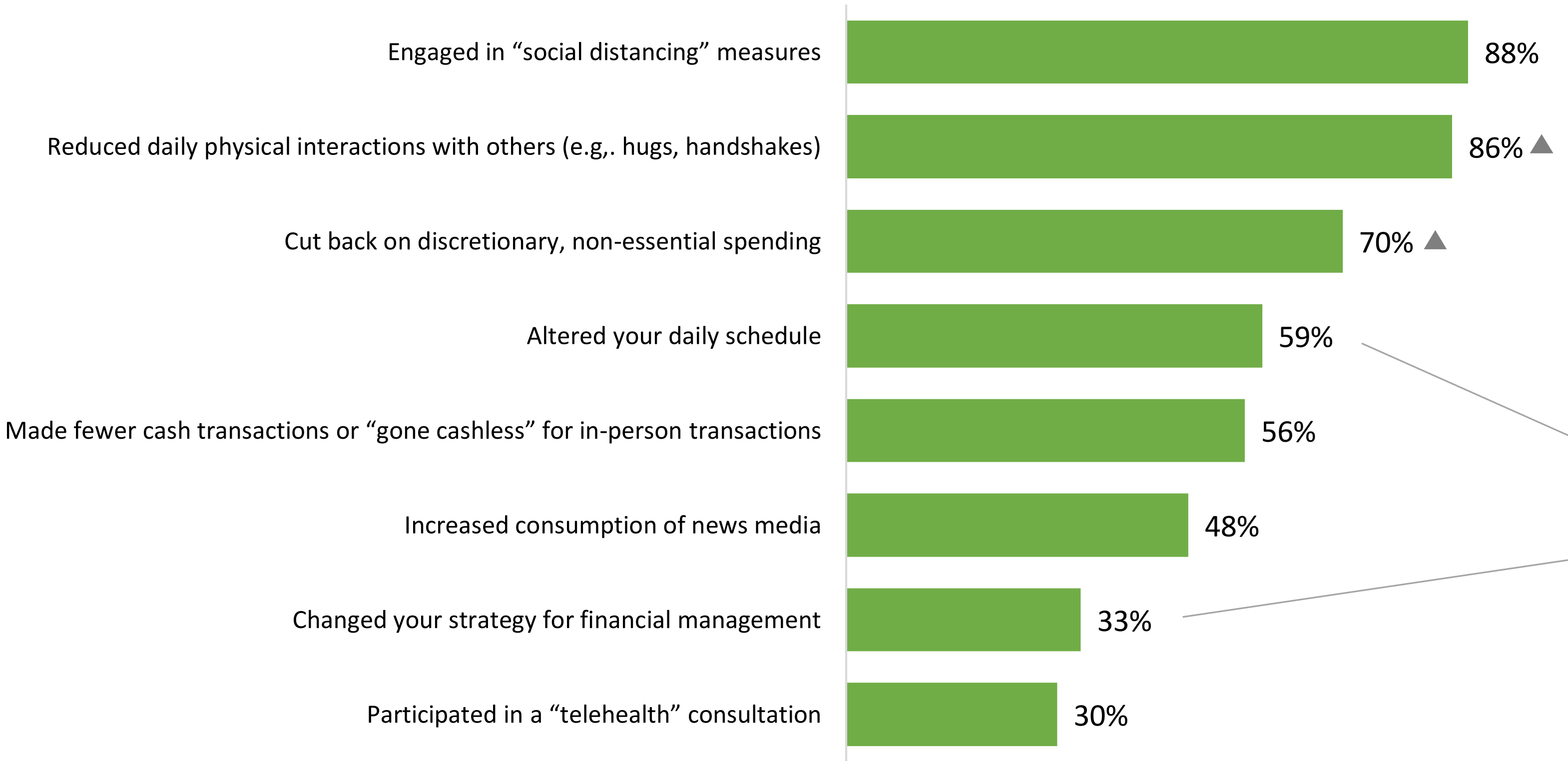
"When I go out to different places you have to remember to wear your mask and keep stay 6 feet apart from each other."

"The only way is that the prices of most things especially food has gone up and it is getting harder to afford as much."

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

Nearly nine in 10 Americans are still engaging in some form of social distancing. Americans also continue to alter their daily schedules and reduce daily physical interactions, and more Americans are cutting discretionary spending this wave.

Behavioral Changes due to Coronavirus/Covid-19*



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

- Alter daily schedule (67%)
- Change strategy for financial management (37%)

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: Total

Two-thirds of American consumers report shortages of products they had intended to buy – a lower rate than in previous waves.

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

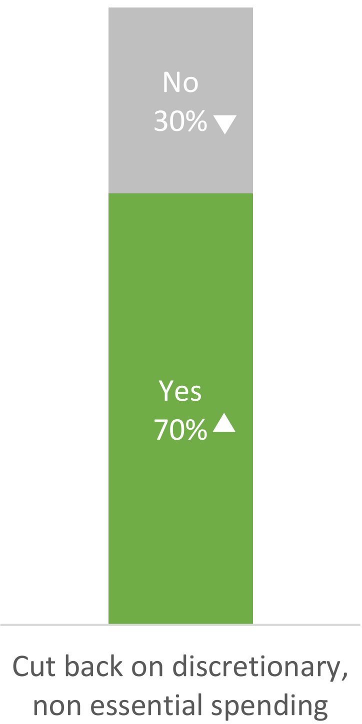
Higher income households ($100K+/year) are more likely than lower income households to:

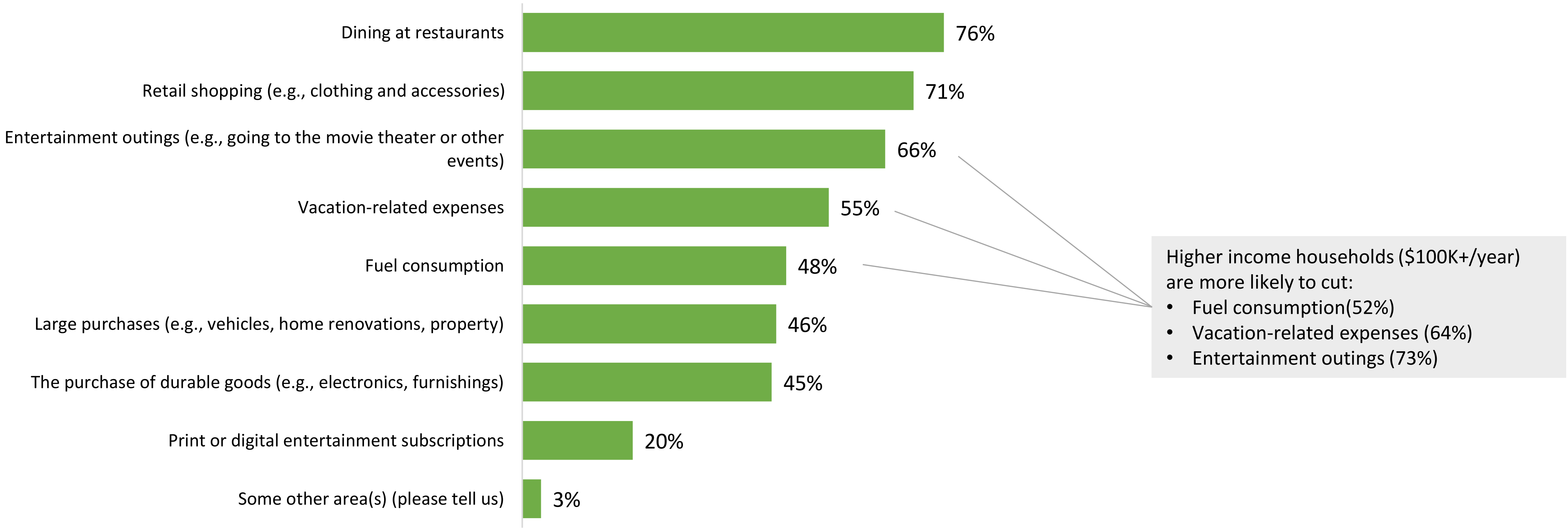
- Shopped at different times of the day (61%)
- Increased use of home delivery service (45%)

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: Total

Among the 70% of Americans who have reduced spending within the past week as a result of the outbreak, most are cutting dining, shopping, and other entertainment outings. More than half are continuing to cut vacation-related expenses as the outbreak thwarts summer travel plans.

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

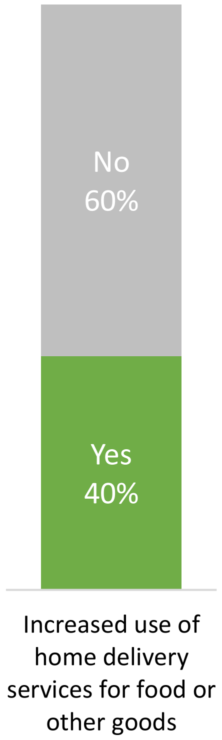


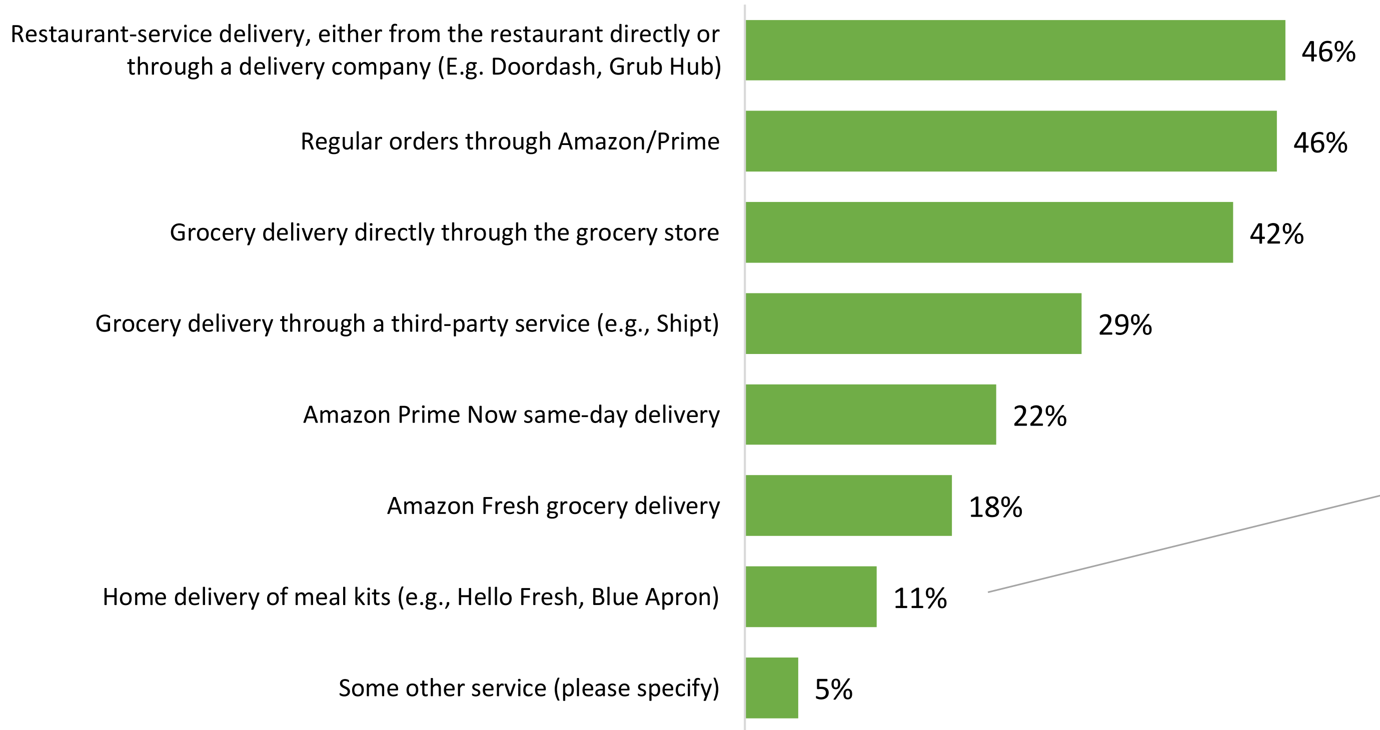


Q15 - You indicated that you have reduced discretionary/non-essential spending as a result of the Coronavirus/Covid-19 situation within the past week. In which of these areas, if any, have you reduced spending?
Base: Answered "Yes" to "Cut back on discretionary, non-essential spending" (Q13)

With four in 10 American consumers increasing their use of home-delivery services to access products while quarantined, many services (Amazon prime, restaurant service delivery, and grocery delivery) continue to see higher utilization.

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





Higher income households ($100k+/year) are more likely to increase use of:
- Home delivery of meal kits (16%)

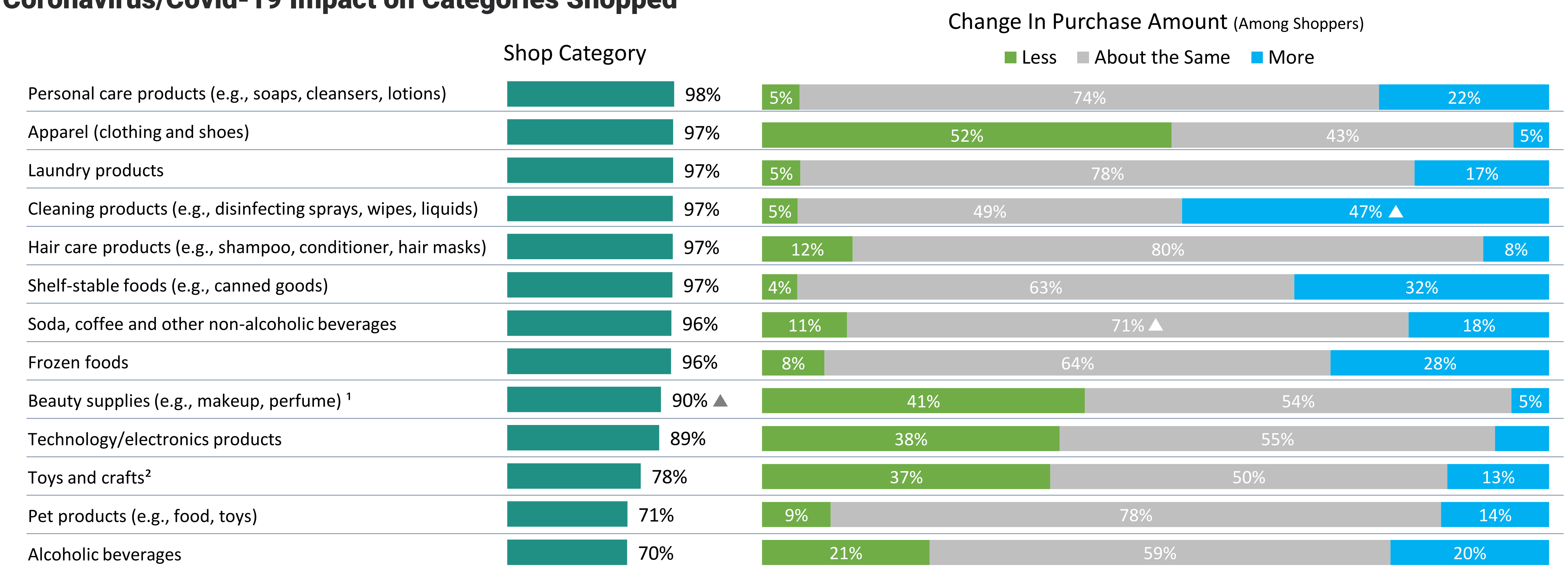
Q16 - You indicated that you have increased your use of home delivery services for food or other goods as a result of the Coronavirus/Covid-19 situation. Which of the following service are you using, either for the first time or more than you did before? Base: Answered “Yes” to “Increased use of home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

Changing Purchase Behaviors

- Category Purchase Volume
- Brand Loyalty

In line with overall cuts to discretionary spending, apparel has consistently seen spending cuts over the course of the pandemic, along with some other durable product categories like beauty supplies, technology products, and toys and crafts.

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

Among the categories measured, brand-switching is highest in cleaning products. Many consumers are also switching brands in toys and crafts, apparel, and shelf stable and frozen foods.

Coronavirus/Covid-19 Impact on Brands Purchased

Change In Brands Purchased (Among Shoppers)

	Shop Category	Mostly/All Same Brands	Mostly/All Different Brands
Personal care products (e.g., soaps, cleansers, lotions)	98%	84%	16%
Apparel (clothing and shoes)	97%	80%	20%
Laundry products	97%	86%	14%
Cleaning products (e.g., disinfecting sprays, wipes, liquids)	97%	70%	30%
Hair care products (e.g., shampoo, conditioner, hair masks)	97%	86%	14%
Shelf-stable foods (e.g., canned goods)	97%	79%	21%
Soda, coffee and other non-alcoholic beverages	96%	87%	13%
Frozen foods	96%	80%	20%
Beauty supplies (e.g., makeup, perfume) [1]	90% ▲	86%	14%
Technology/electronics products	89%	85%	15%
Toys and crafts[2]	78%	77%	23%
Pet products (e.g., food, toys)	71%	87%	13%
Alcoholic beverages	70%	84%	16%

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: Shop Category (Q17)
[1]Only shown to females; [2]Only shown to those with children or grandchildren ages 0-17

More than 60 percent of consumers who have switched brands of cleaning products continue to indicate that product shortages (of their preferred brand/product) are a reason. Affordability and a desire for variety remain key drivers of brand-switching across most categories.

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)	16%	43%	37%	28%	18%	1%
Apparel (clothing and shoes)	20%	14% ▼	37%	45%	13%	7%
Laundry products	14%	34%	36%	28%	18%	1%
Cleaning products (e.g., disinfecting sprays, wipes, liquids)	30%	64%	23%	15%	16%	2%
Hair care products (e.g., shampoo, conditioner, hair masks)	14%	30%	35%	26%	21%	3%
Shelf-stable foods (e.g., canned goods)	21%	45%	37%	27%	11% ▼	3%
Soda, coffee and other non-alcoholic beverages	13%	38%	35%	34%	11%	2%
Frozen foods	20%	38%	35%	34%	12%	3%
Beauty supplies (e.g., makeup, perfume) [1]	14% ▲	14%	35%	42%	26%	5%
Technology/electronics products	15%	18%	35%	34%	17% ▼	6%
Toys and crafts[2]	23%	21%	37%	42%	7%	4%
Pet products (e.g., food, toys)	13%	30%	38%	27%	20%	3%
Alcoholic beverages	16%	21%	39%	38%	25%	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: Shop Category (Q17)
[1]Only shown to females; [2]Only shown to those with children or grandchildren ages 0-17

Across all categories measured, most shoppers plan to use at least a mix of old and new brands once shopping experiences return to normal. Those who have switched brands of alcoholic beverages and beauty supplies, in particular, are likely to keep favor with their new brands.

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

Intention to Switch Back to Previous Brands (Among Shoppers of Different Brands)

	Shop Category & Buying Different Brands	Return to previous brands	Use mix of old/new brands	Stay with current brands
Personal care products (e.g., soaps, cleansers, lotions)	16%	40%	42%	18%
Apparel (clothing and shoes)	20%	28%	56%	16%
Laundry products	14%	40%	37%	23% ▲
Cleaning products (e.g., disinfecting sprays, wipes, liquids)	30%	52%	37%	11%
Hair care products (e.g., shampoo, conditioner, hair masks)	14%	37%	47%	16%
Shelf-stable foods (e.g., canned goods)	21%	44%	42%	14%
Soda, coffee and other non-alcoholic beverages	13%	40%	37%	23%
Frozen foods	20%	41%	44%	15%
Beauty supplies (e.g., makeup, perfume) [1]	14% ▲	29%	46%	25%
Technology/electronics products	15%	34%	44%	22%
Toys and crafts[2]	23%	28%	55%	17%
Pet products (e.g., food, toys)	13%	43%	38%	19%
Alcoholic beverages	16%	26%	48%	26%

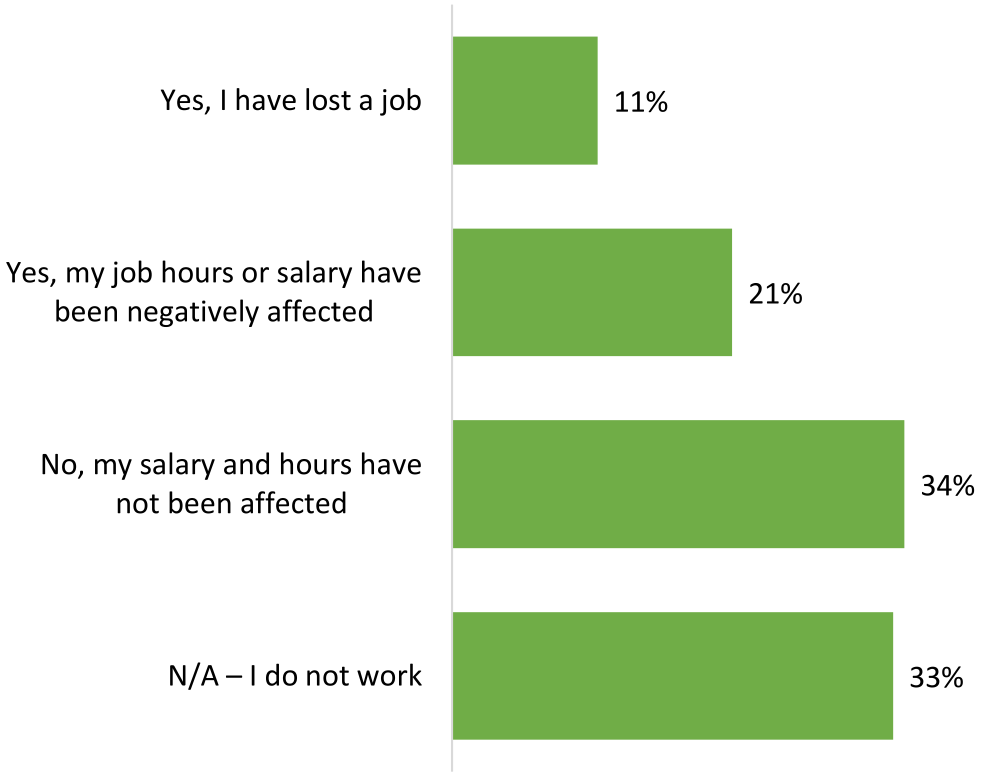
Q18b - And, for each of these categories in which you are buying different brands, once the pandemic's effects ease do you think that you will…[answer options]? Base: Shop Category (Q17)
[1]Only shown to females; [2]Only shown to those with children or grandchildren ages 0-17

Employment Impact

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

Reported job losses are consistent with previous weeks - one in 10 Americans has lost a job; one in five has had their hours or salary negatively impacted. Employment impacts are disproportionately high among younger generations, but generally equivalent for males and females and across geographic regions.

Coronavirus/Covid-19 Impact on Employment



	Under 30	30 to 44	45 to 59	60 or older
Lost Job	**21%**	**10%**	**11%**	**5%**
Lost Job or Wages	**47%**	**37%**	**32%**	**16%**

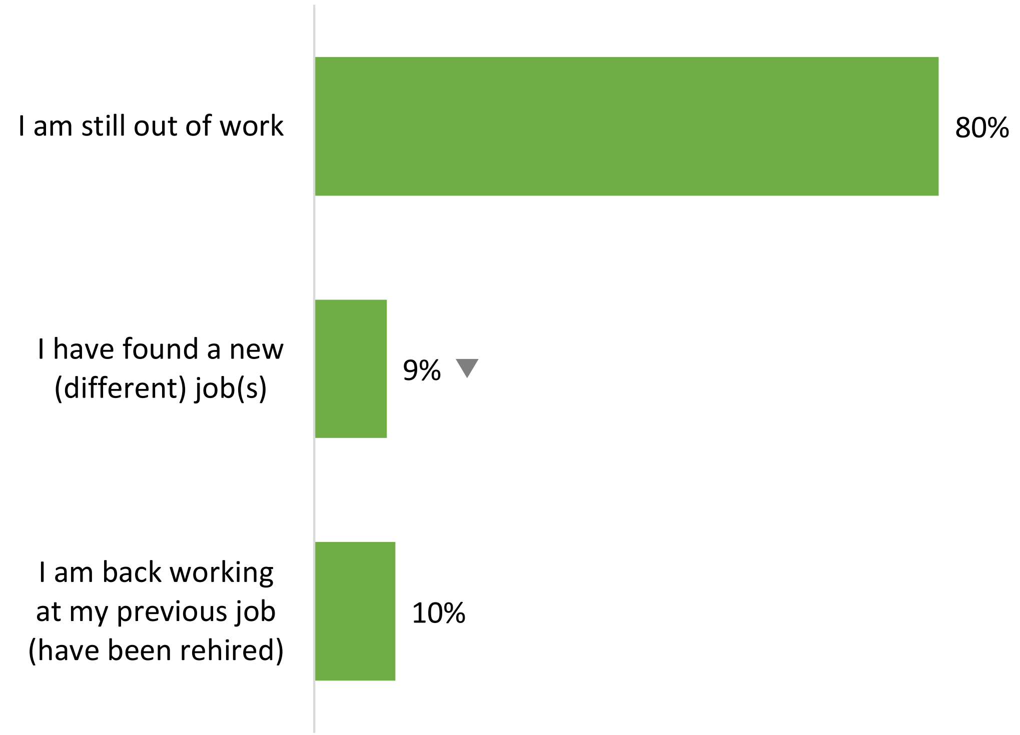
	Male	Female
Lost Job	11%	11%
Lost Job or Wages	34%	31%

	Northeast	Midwest	South	West
Lost Job	12%	9%	12%	11%
Lost Job or Wages	36%	31%	34%	29%

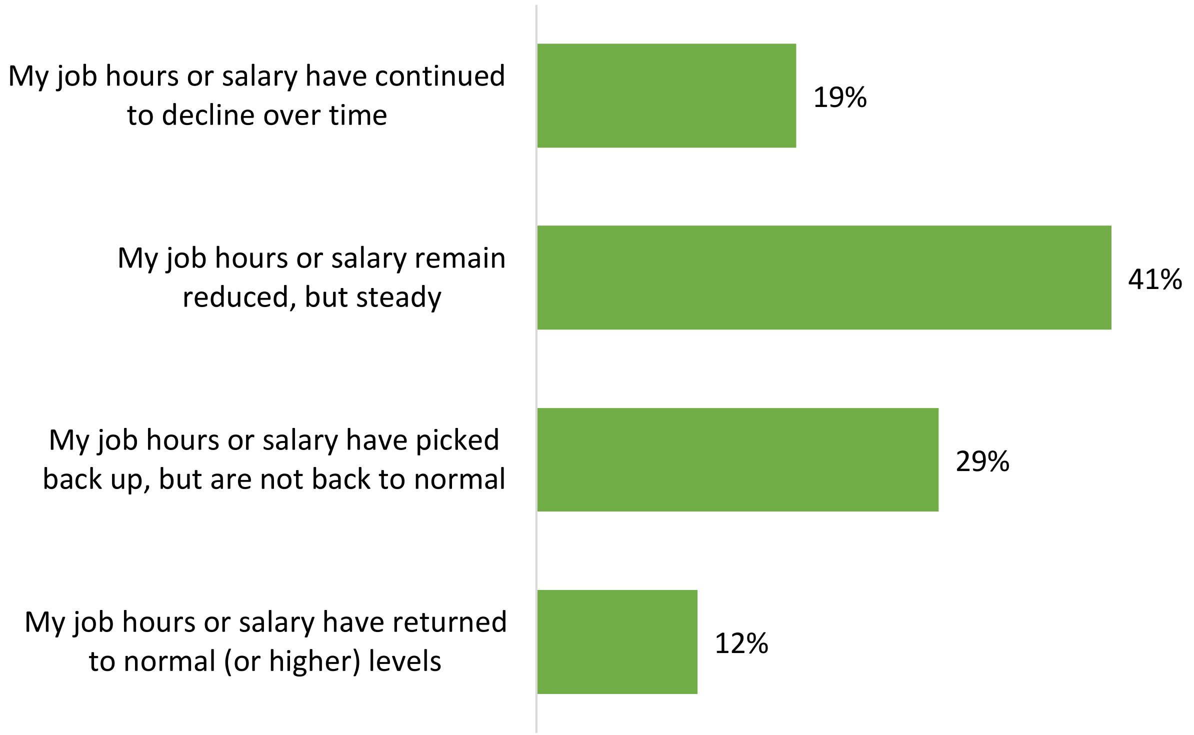
Q19 - At any point, did you lose a job or were your job hours or salary negatively affected by the Coronavirus/Covid-19 situation? Base: Total

Four out of five Americans who have lost a job remain out of work, while just one in 10 have returned to their previous job. Nine out of 10 of those who have seen some kind of negative impact on their hours, pay, or salary have not yet seen their pay return to normal.

Employment Recovery Among Those Who Lost Job



Employment Recovery Among Those With Reduced Hours/Salary



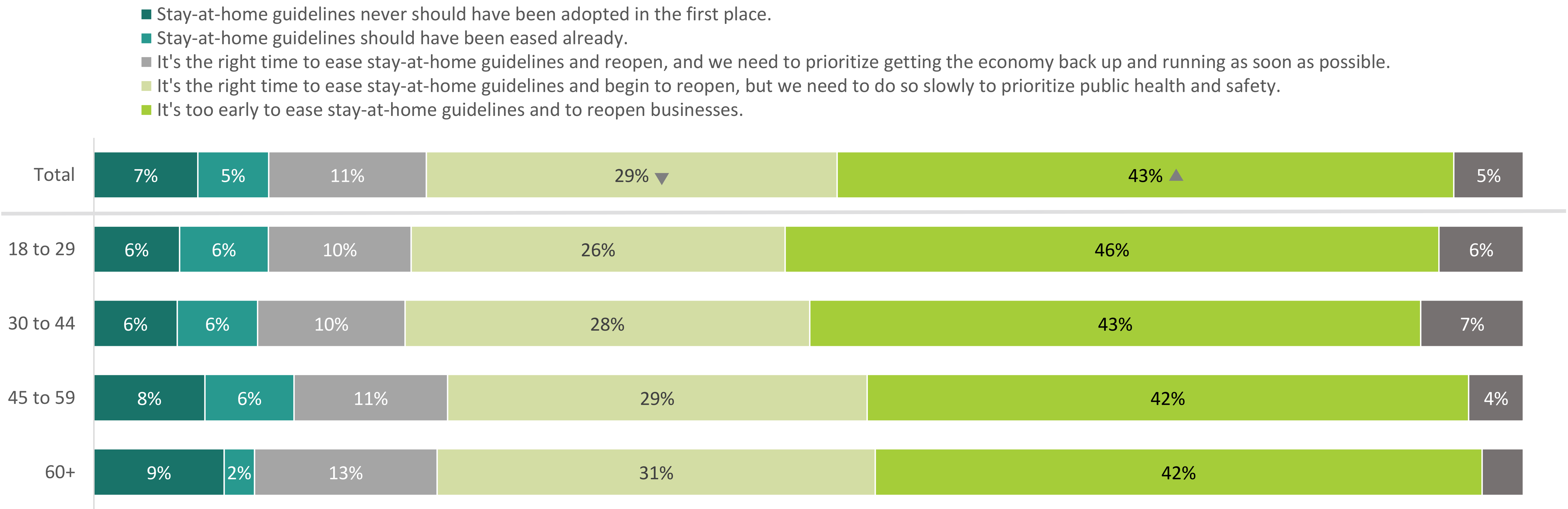
Q19a - You indicated that you have lost a job due to the Coronavirus/Covid-19 situation. Which statement below best describes your current situation regarding that job loss? Base: Lost a job
Q19b - You indicated that your job hours or salary were negatively affected by the Coronavirus/Covid-19 situation.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

With the Covid-19 outbreak expanding during the past several weeks, more Americans now feel it's too early to reopen business at all this wave. About one-quarter would still support reopening under extreme caution, and there remains a minority of Americans (around one in 10) who still feel stay-at-home guidelines shouldn't be in place at all.

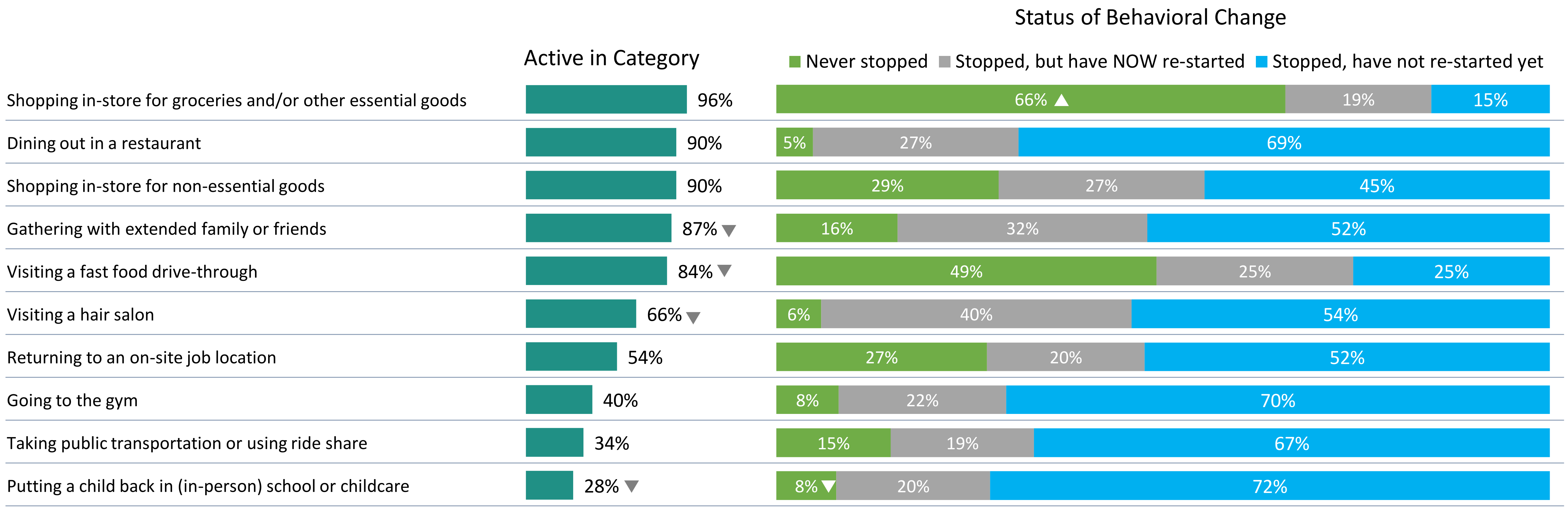
Perceptions of "Reopening"



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: Total

Many Americans never stopped certain activities during the pandemic, especially shopping in-store for groceries and visiting a fast food drive-through. Among those activities that were stopped or suspended due to the pandemic, those most likely to have been restarted are: visiting a hair salon, gathering with friends or family, dining out, and shopping in-store.

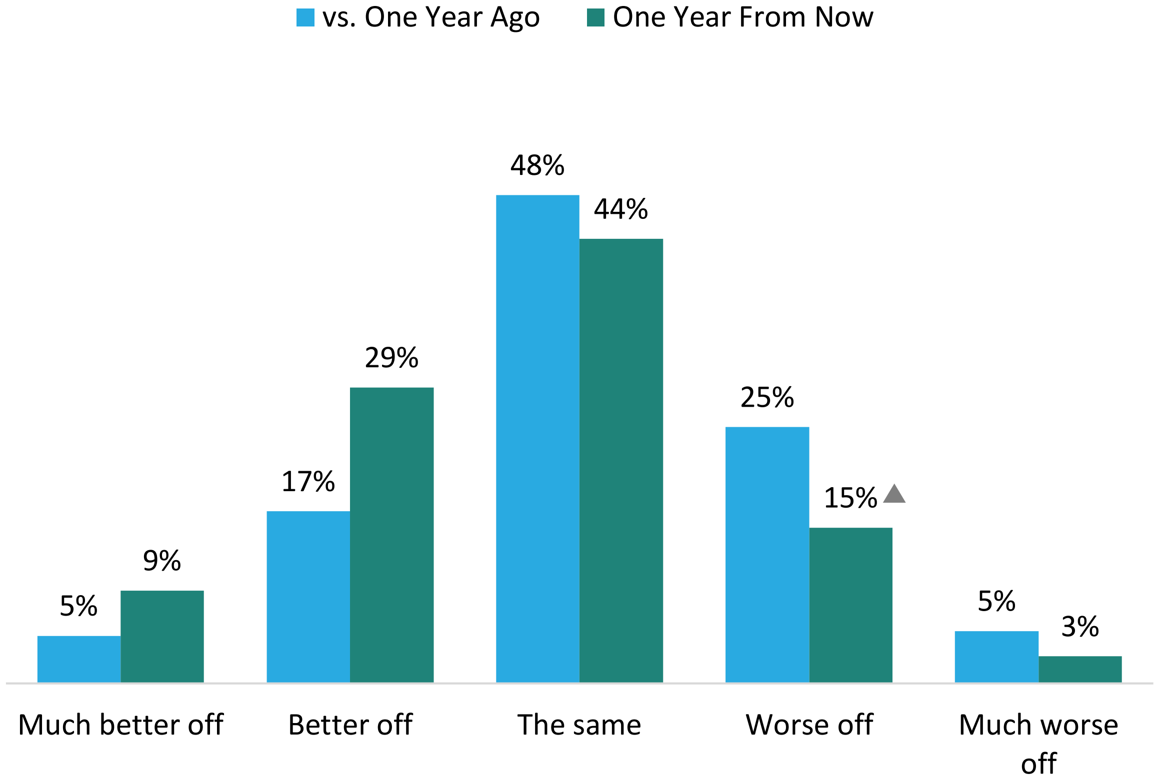
Behavioral Change as Communities Reopen



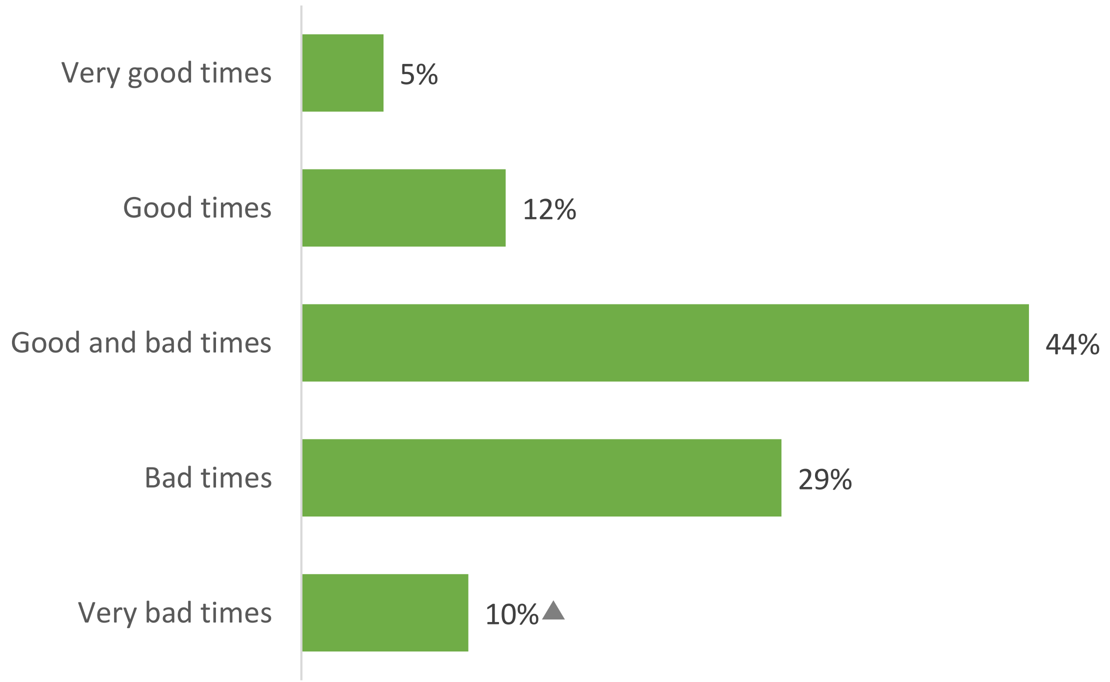
Q35 - As communities reopen, we are interested in understanding how people's behaviors may be changing. For each activity below, please indicate if you never stopped engaging in the behavior due to Covid-19, you stopped due to Covid-19 and have not re-started, you stopped but now have started engaging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

This wave brings a small uptick in the number of Americans who expect to be worse off financially one year from now, and more Americans are expecting "very bad times" for US businesses within the next year. Still, optimism remains - nearly half of Americans expect no change to their financial state, and another one-third expect to be better off one year from now.

Personal Financial State vs. One Year Ago, From Now



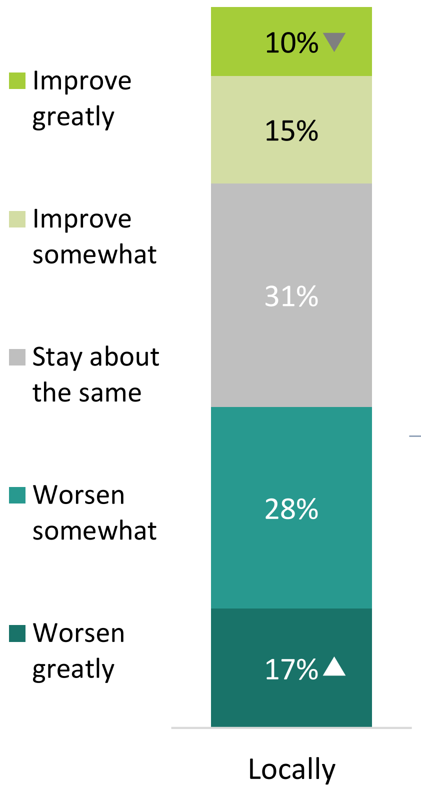
US Business Financial State Over Next 12 Months



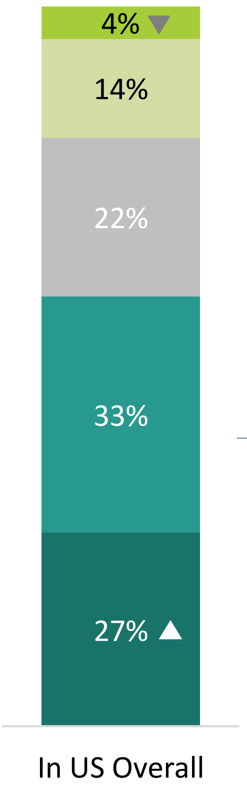
Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? Base: Total / Q3 - Now looking to the future: Do you think one year from now you/your family will be better or worse off than you are today? Base: Total / Q4 - Now thinking about business conditions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

The 30-day outlook continues to turn more pessimistic this wave at the local and national levels, while the global outlook remains relatively unchanged from the previous wave.

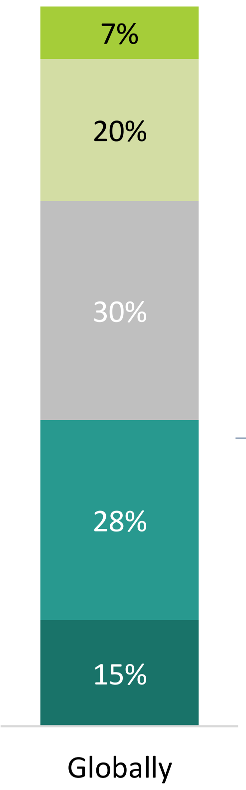
Anticipated Change to Coronavirus/Covid-19 Situation in Next 30 Day



	Worsen	Improve
Under 30	39%	30%
30 to 44	47%	22%
45 to 59	43%	24%
60 and older	48%	23%
Northeast	27%	34%
Midwest	43%	23%
South	48%	22%
West	53%	22%



	Worsen	Improve
Under 30	57%	21%
30 to 44	59%	14%
45 to 59	59%	19%
60 and older	63%	19%
Northeast	54%	25%
Midwest	60%	14%
South	58%	19%
West	66%	16%



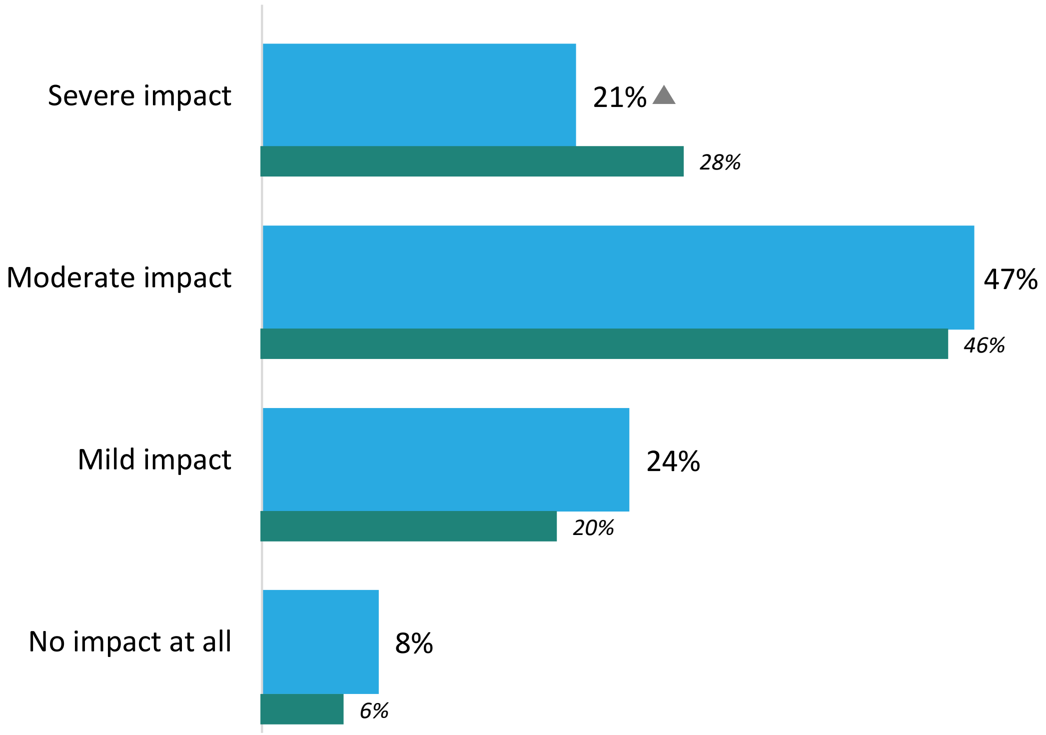
	Worsen	Improve
Under 30	36%	32%
30 to 44	40%	26%
45 to 59	48%	22%
60 and older	45%	29%
Northeast	35%	33%
Midwest	41%	23%
South	43%	30%
West	49%	21%

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

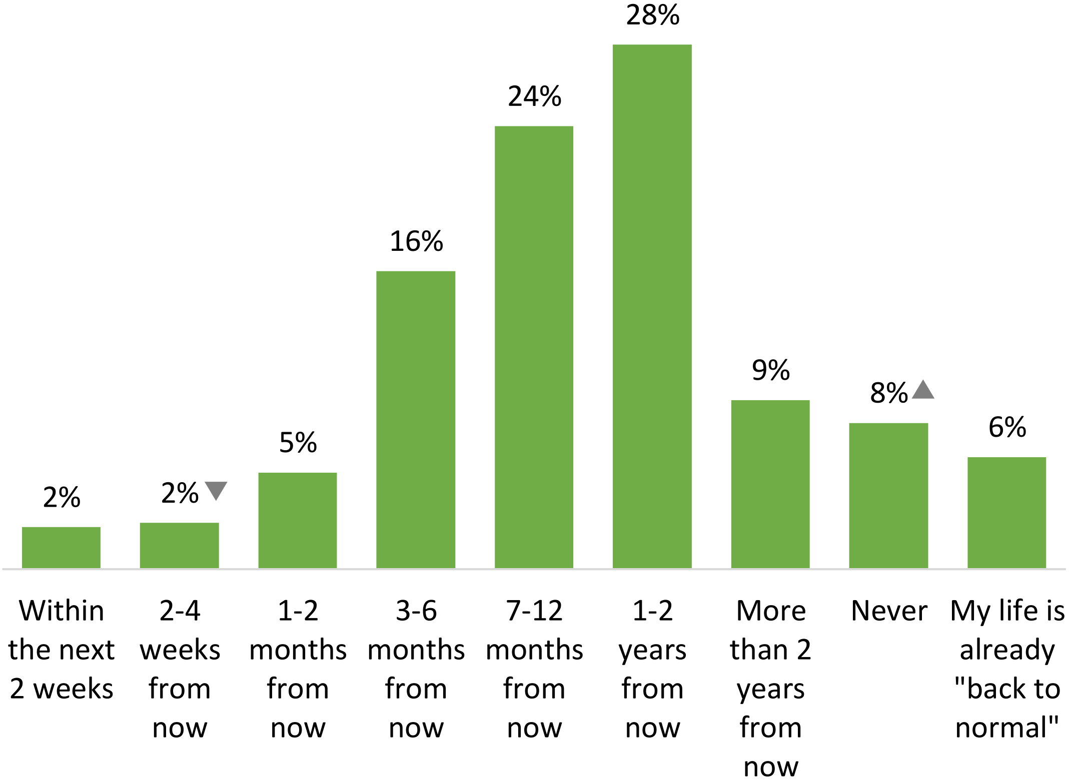
More Americans anticipate a severe impact from the outbreak within the next 30 days. On average, Americans now don't expect things to return to normal for over one year – the longest expected timeline yet reported.

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

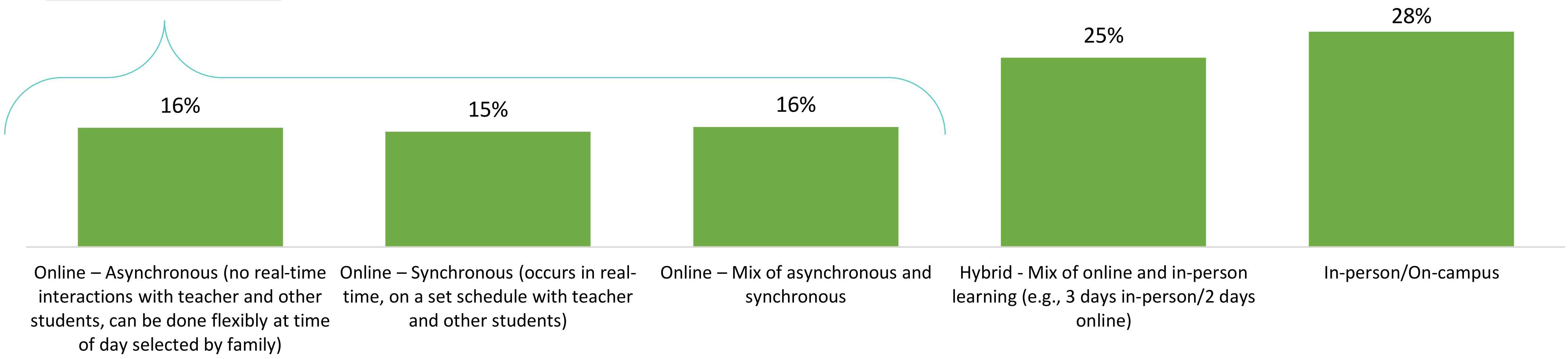
Pulse Topics

- School Reopening – Preferred Format
- Comfort with Travel

New this wave, parents of school-age children (age 5-17) were asked for their preference in learning format as schools begin to resume classes in the fall. Parents are relatively split in their preference for online vs. in-person vs. a hybrid learning model, and preferences differ by parental age: Those age 45-59 lean toward in-person and hybrid; those age 30-44 are split between online and in-person, and those under age 30 prefer a hybrid model.

Almost half of parents (47%) prefer an online format.

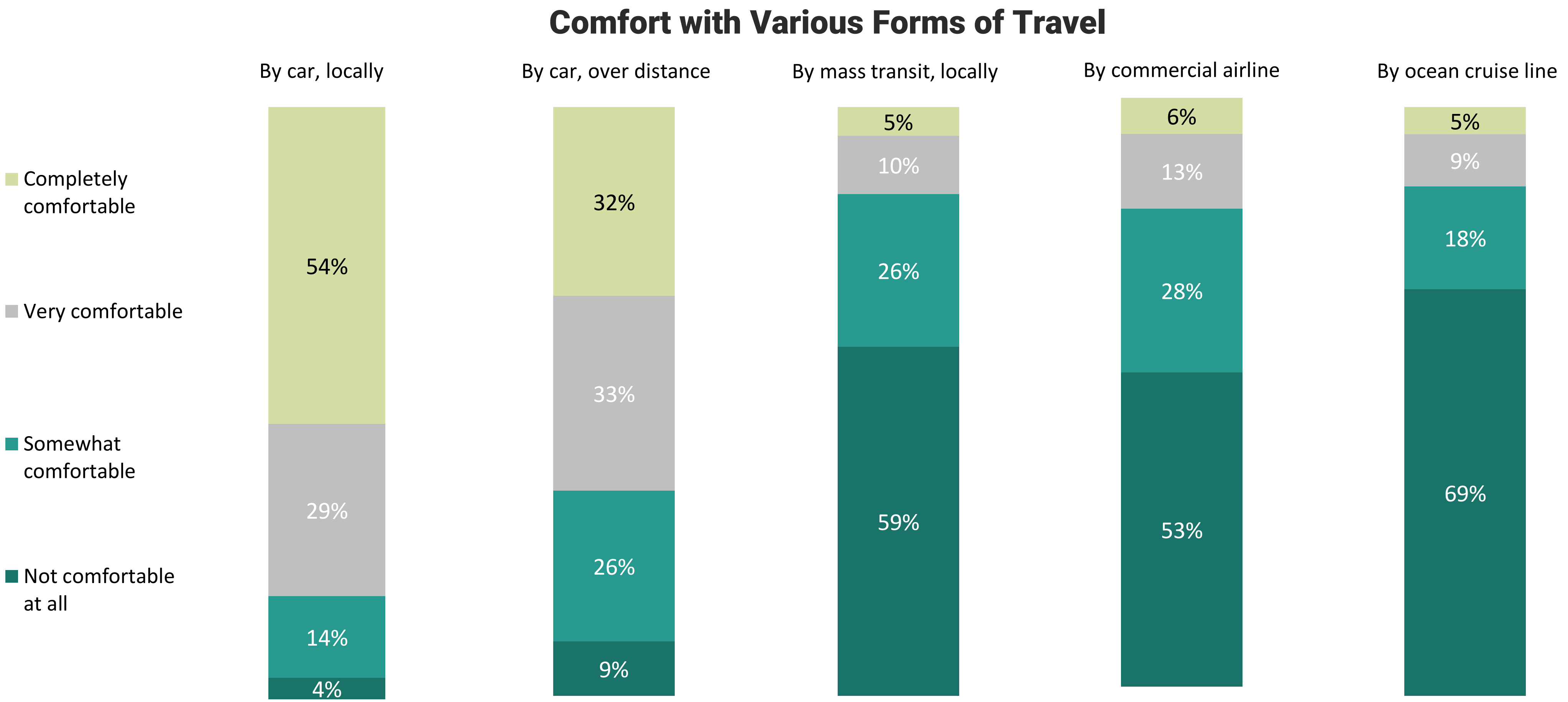
Preferred learning format as classes begin



	Online – Asynchronous	Online – Synchronous	Online – Mix	Hybrid	In-person/On-campus
Under 30	15%	22%	6%	**39%**	18%
30 to 44	**26%**	11%	21%	**12%**	29%
45 to 59	**13%**	**11%**	15%	**30%**	32%
60 and older	**8%**	**21%**	14%	**30%**	27%

Q37 - Many states and school districts are making decisions about instruction format for the fall semester of the 2020-21 school year. What is your preferred learning format for your child(ren)/grandchild(ren) this fall? Base: Parents of children age 5-17

New this wave, respondents were asked about their comfort level with traveling "today". Only half of Americans are completely comfortable with traveling even just locally by car. The majority are not comfortable at all with the idea of traveling by local mass transit, commercial airline, or taking a cruise.



Q36 - Regardless of whether or not you usually travel or plan to in the future, how comfortable or uncomfortable would you be with traveling in the following ways if you had to do so today? Base: Total

Questions?

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