



# COVID-19 Pandemic Impact on US Consumers

W1 | MARCH 19-20, 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 sampled and weighted to be reflective of the US population.\*

This initial wave of aytm's COVID-19 Consumer Tracker fielded Thursday, March 19, 2020 – Friday, March 20, 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.*

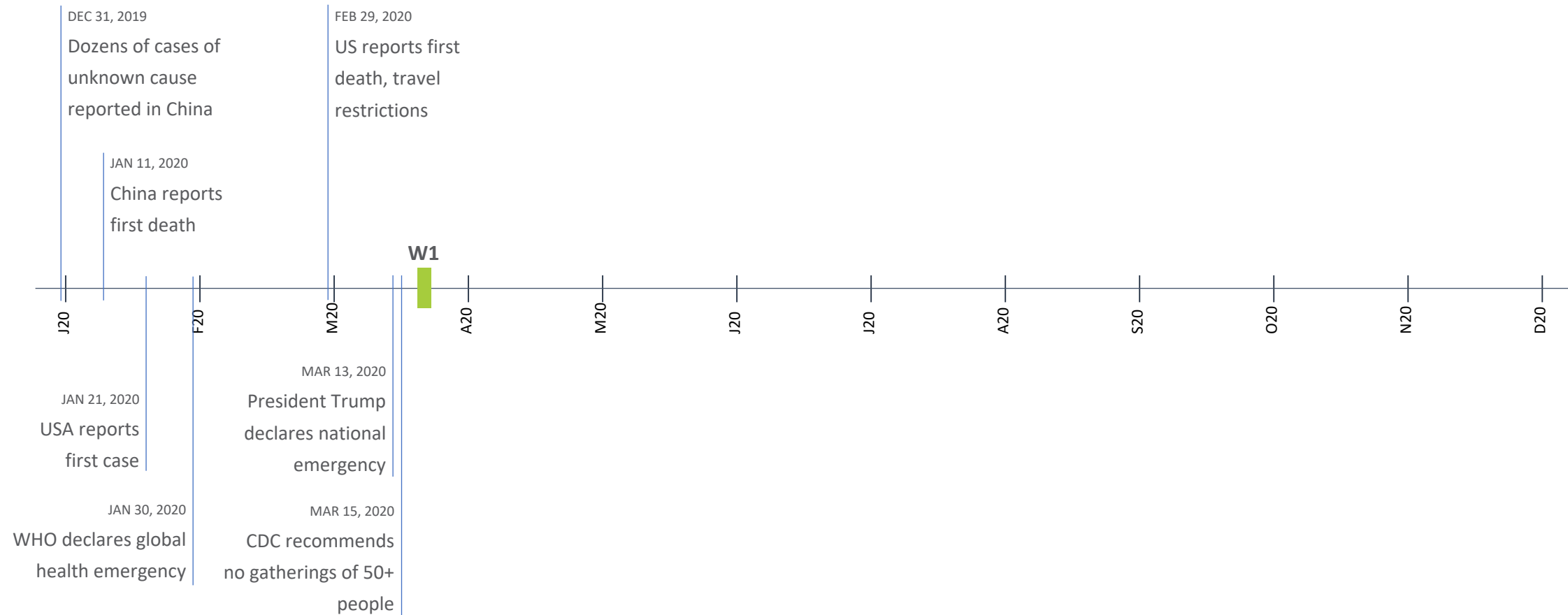
*Reported sample sizes are unweighted sample sizes unless otherwise noted.*

*All significance testing is conducted at 95% confidence level with the effective base used as the sample base for statistical calculations (Effective Base = 977 for Total sample).*

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

*Chart labels for 3% 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

## **Heightened awareness and concern**

Nearly every American (96%) is aware of the COVID-19 pandemic and concern levels are very high, particularly among the elderly. Although people are worried about their own individual safety, there is far greater concern for others – elderly family members in particular. Compounding health concerns are fears over the economic impact of the disease, both personally and for the national economy as a whole. Only one in seven believe that the situation is not as serious as we are being led to believe.

## **Wide-ranging impacts**

The pandemic has already caused either a moderate or severe impact on the daily lives of 80 percent of Americans. A majority of Americans (75%) are reducing discretionary spending. Dining, retail shopping, and entertainment outings are being cut as social distancing measures become more stringent. Purchase behavior is shifting as shoppers load pantries and explore alternative brands, and a major portion (84%) of the population has encountered a product shortage. Over a quarter of Americans have seen the effects extend to their jobs, either in reduced hours/salary or total loss, and another third have begun to work remotely.

## **Looking forward**

Americans generally agree that the coming 12 months will include difficult times for the US economy, but most do not feel their personal financial state will be significantly better or worse after those same 12 months. In the shorter term, however, four out of five Americans believe the COVID-19 pandemic will have at least a moderate impact on their lives, and most feel it will be several months before things are “back to normal.”

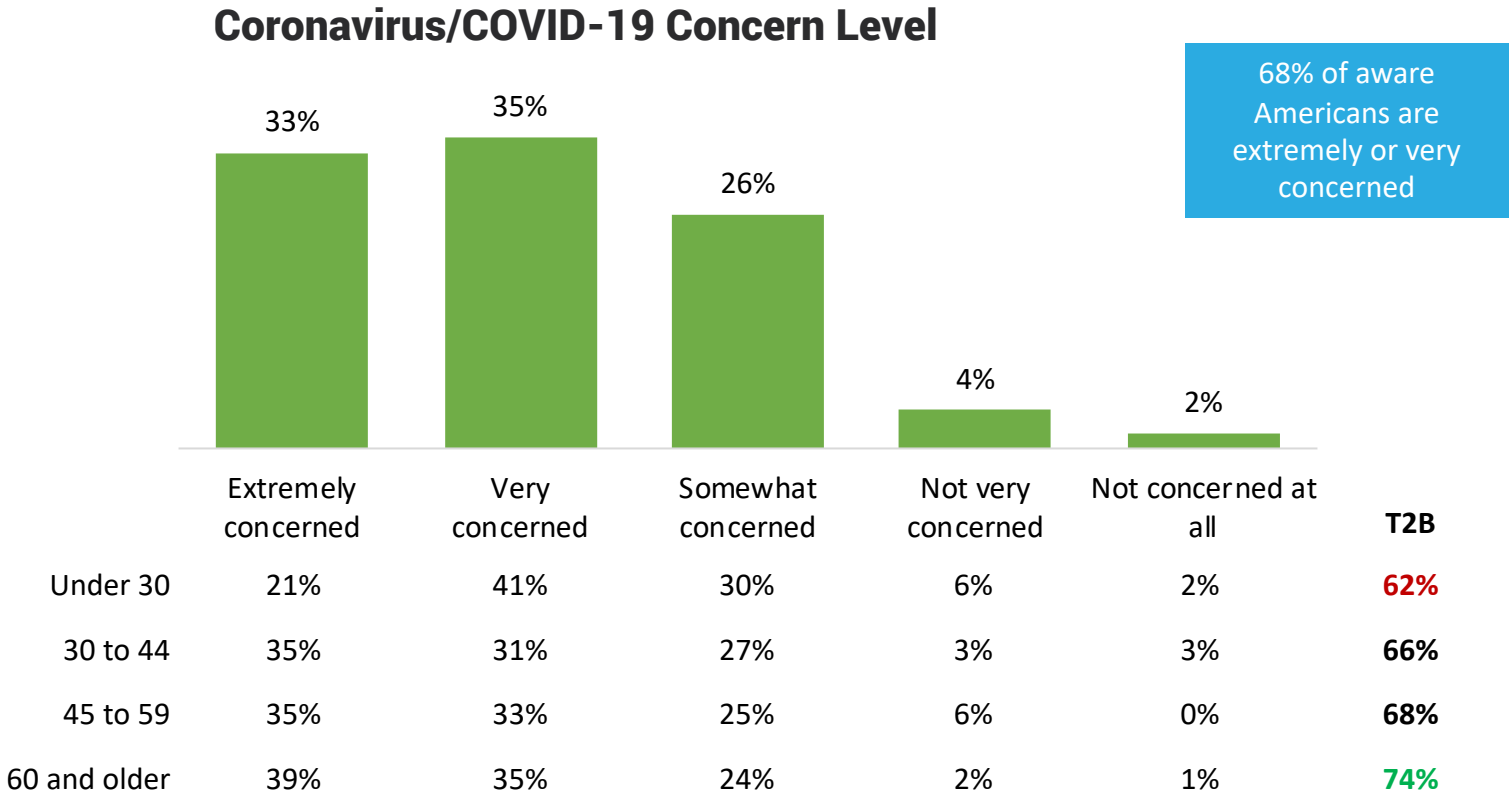
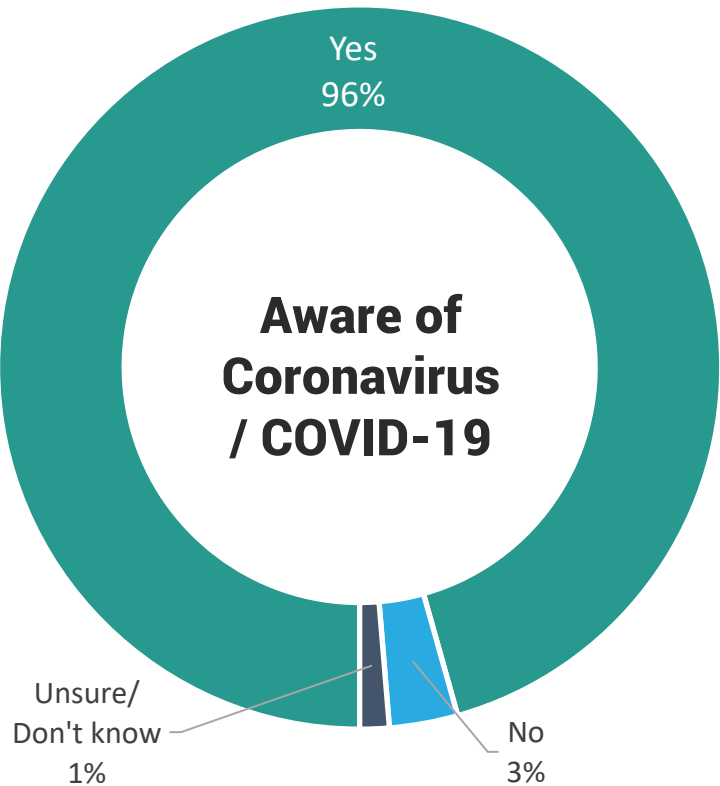


# Awareness, Perceptions, Concerns

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



Americans' awareness and concern levels are exceptionally high: nearly all are aware of the COVID-19 pandemic, and two-thirds of the nation indicate that they are very or extremely concerned. These concern levels are significantly higher among those 60 and older.

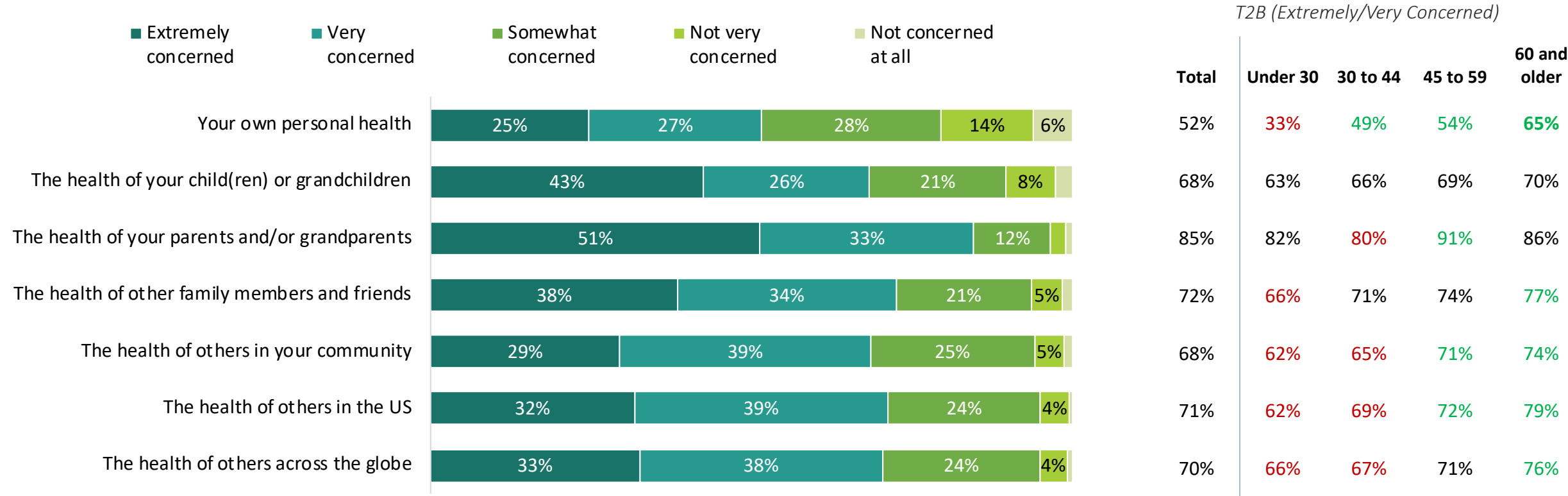


Q6 - Within the past month, have you heard (either through word-of-mouth, media, or some other source) any news, updates, or other information regarding the spread of the novel Coronavirus or COVID-19 in the US?  
Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/COVID-19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



In general, Americans are more concerned for the health of *others* than for *their own* health. The highest levels of concern are for elderly family members (parents and grandparents). Those 60 and older are more likely to be concerned for their own personal health than any other age group.

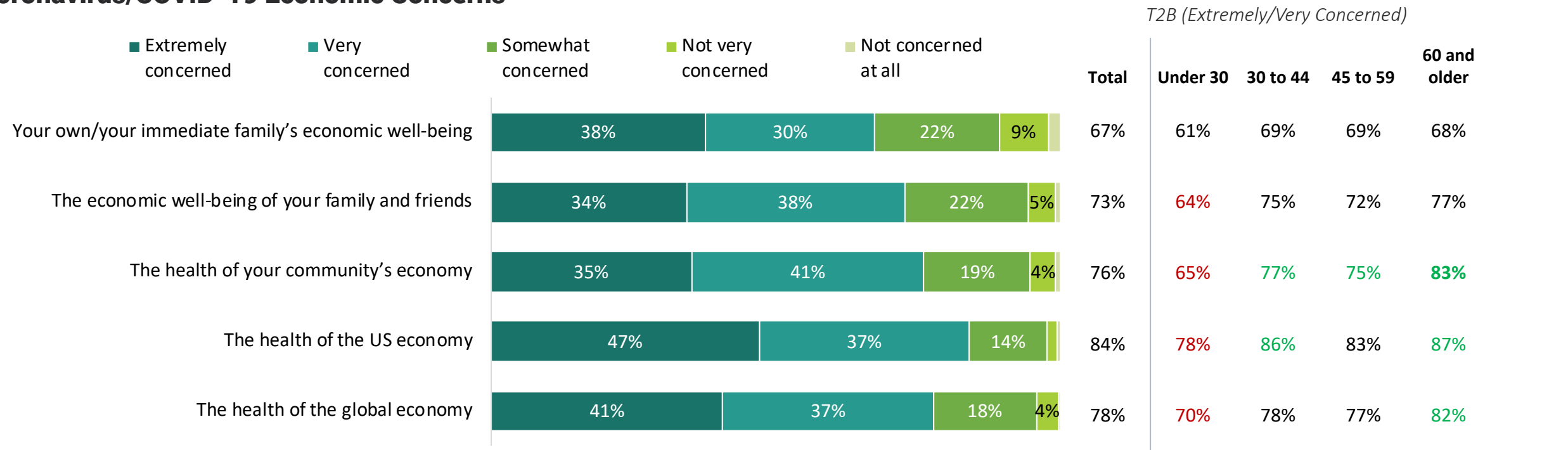
Coronavirus/COVID-19 Health Concerns



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

Two-thirds of Americans are very or extremely concerned about their own financial well-being or that of immediate family because of the COVID-19 pandemic. Even greater numbers, 84%, fear for the US economy as a whole.

Coronavirus/COVID-19 Economic Concerns



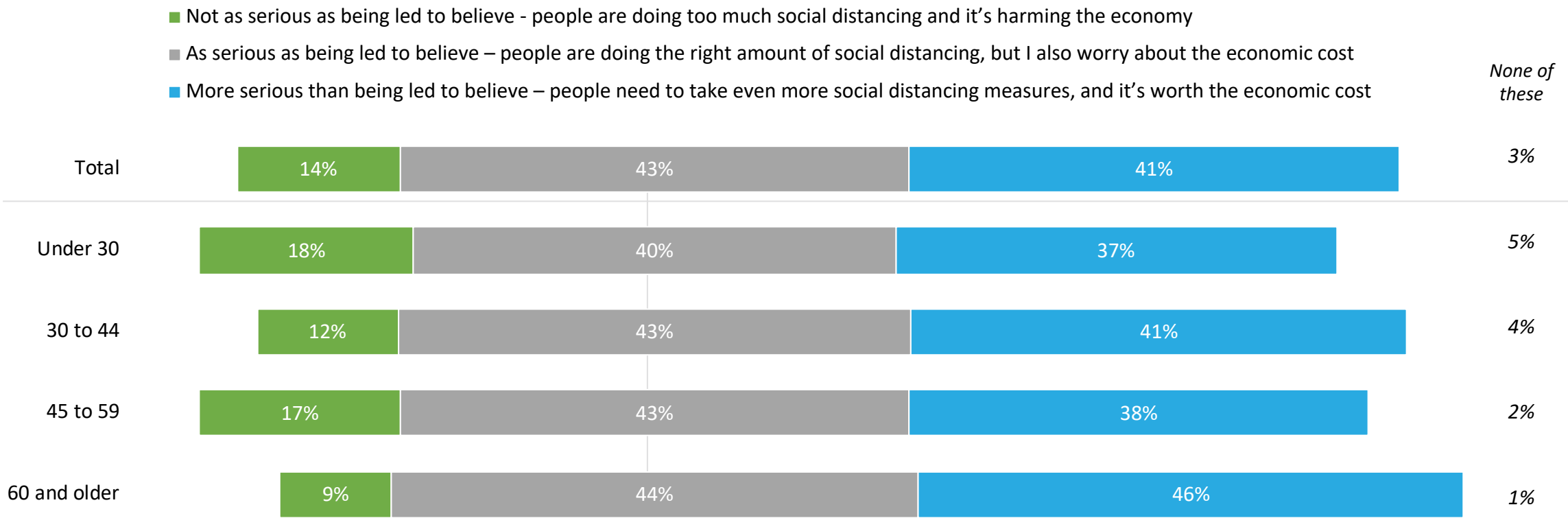
Those from lower income households are more likely to be concerned about their immediate or friends' and family's economic well-being, while those from higher income households are more likely to be concerned about larger economies, particularly the US's followed by the global economy.

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



The vast majority of Americans believe that the current levels of concern, at least, are warranted. Only about one in seven believes that the situation is not as serious as we are being led to believe. Forty-one percent believe more serious measures need to be adopted.

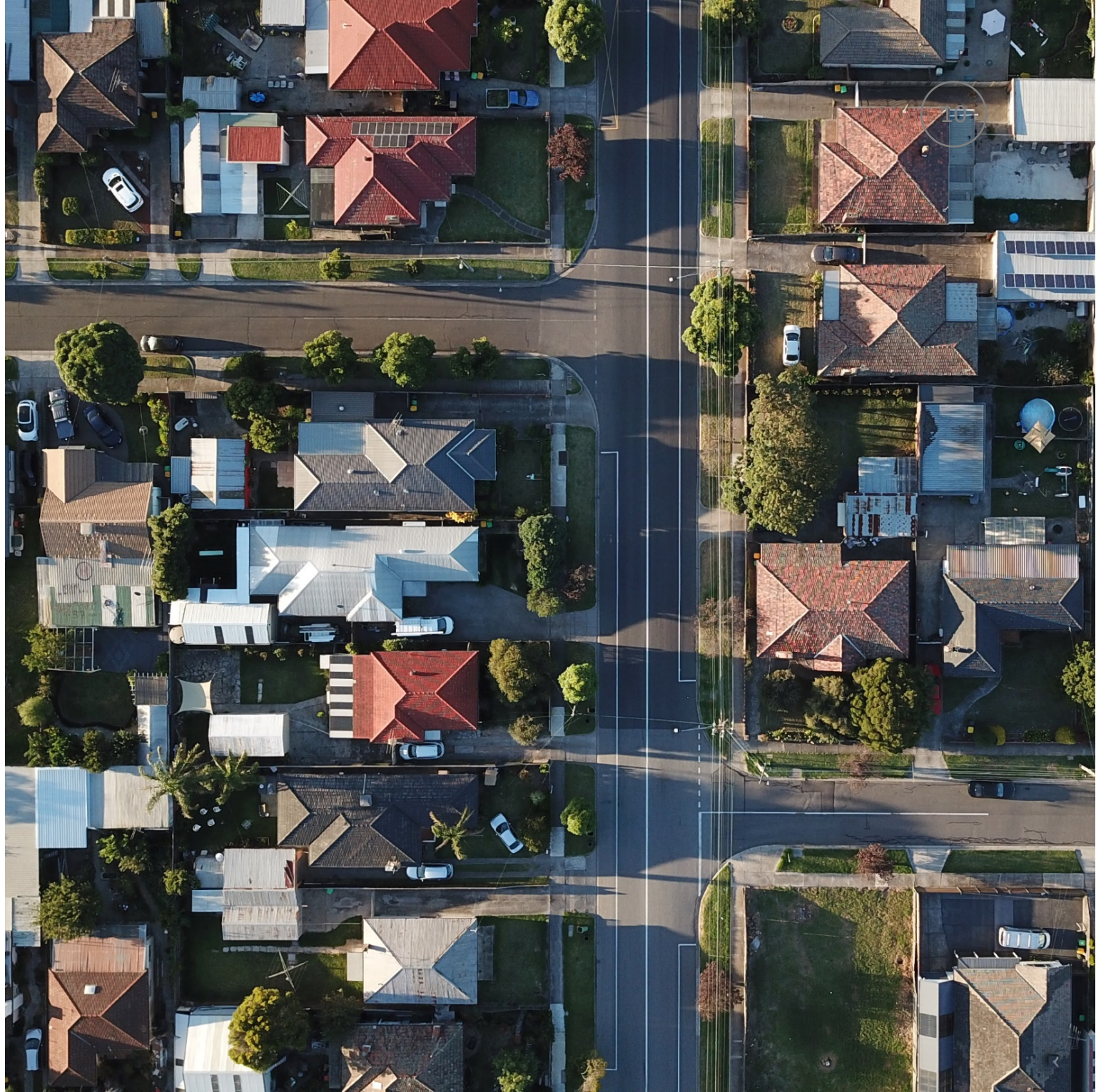
### Coronavirus/COVID-19 Perceived Severity



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

# Impact on Daily Life

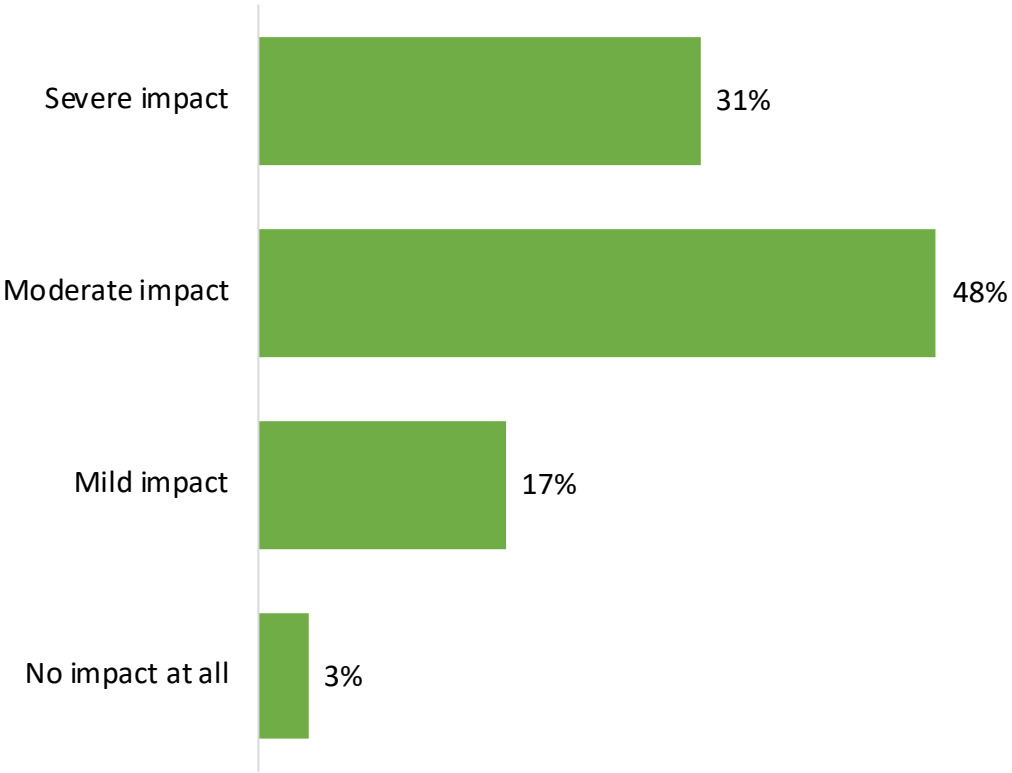
- Overall Impact
- Behavioral Reactions








Nearly four out of five Americans feel as though the COVID-19 pandemic has had at least a moderate impact on their daily lives. Those in the Northeastern US are more likely to report severe disruption than those in other areas of the country.

Coronavirus/COVID-19 Impact on Daily Life

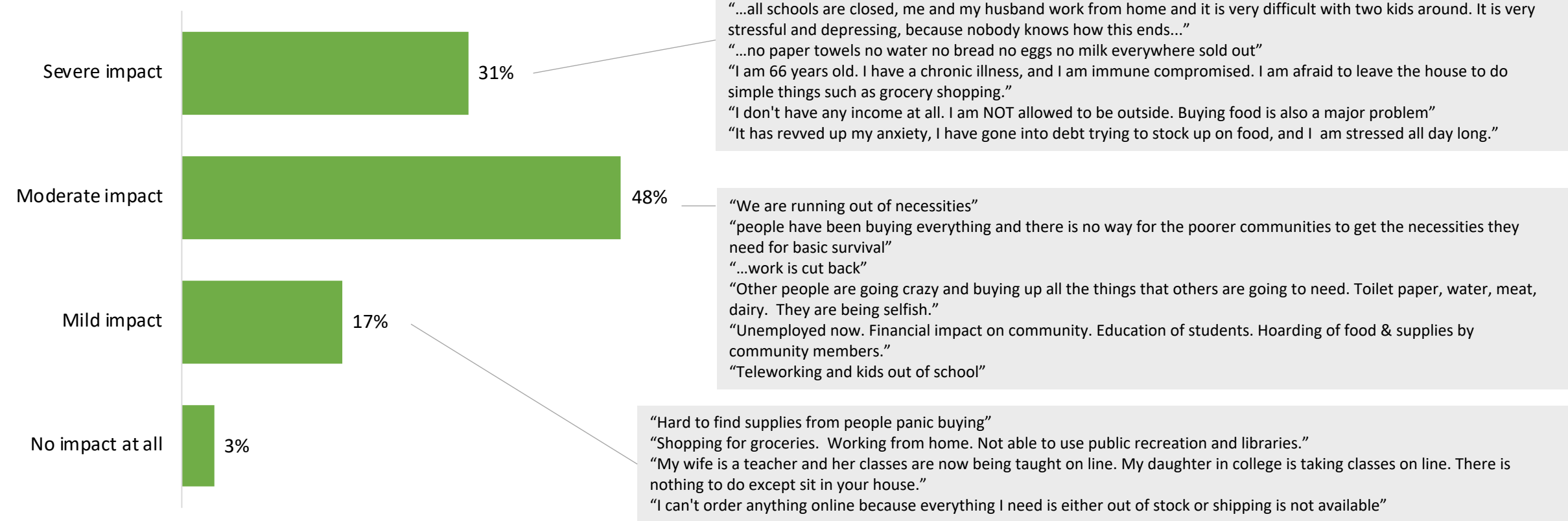


	Under 30	30 to 44	45 to 59	60 or older
Severe	36%	37%	29%	25%
Severe or Moderate	85%	80%	77%	76%
	Under \$50K	\$50K to \$100K	\$100K or more	
Severe	28%	27%	40%	
Severe or Moderate	74%	81%	84%	
	Northeast	Midwest	South	West
Severe	41%	24%	28%	35%
Severe or Moderate	87%	79%	74%	82%

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

Those indicating that the COVID-19 pandemic has had a severe impact on their daily life mention compounding financial hardships more often than those who have experienced less disruption. Shifting daily routines, product shortages, and health anxieties are mentioned regardless of impact level.

## Coronavirus/COVID-19 Impact on Daily Life

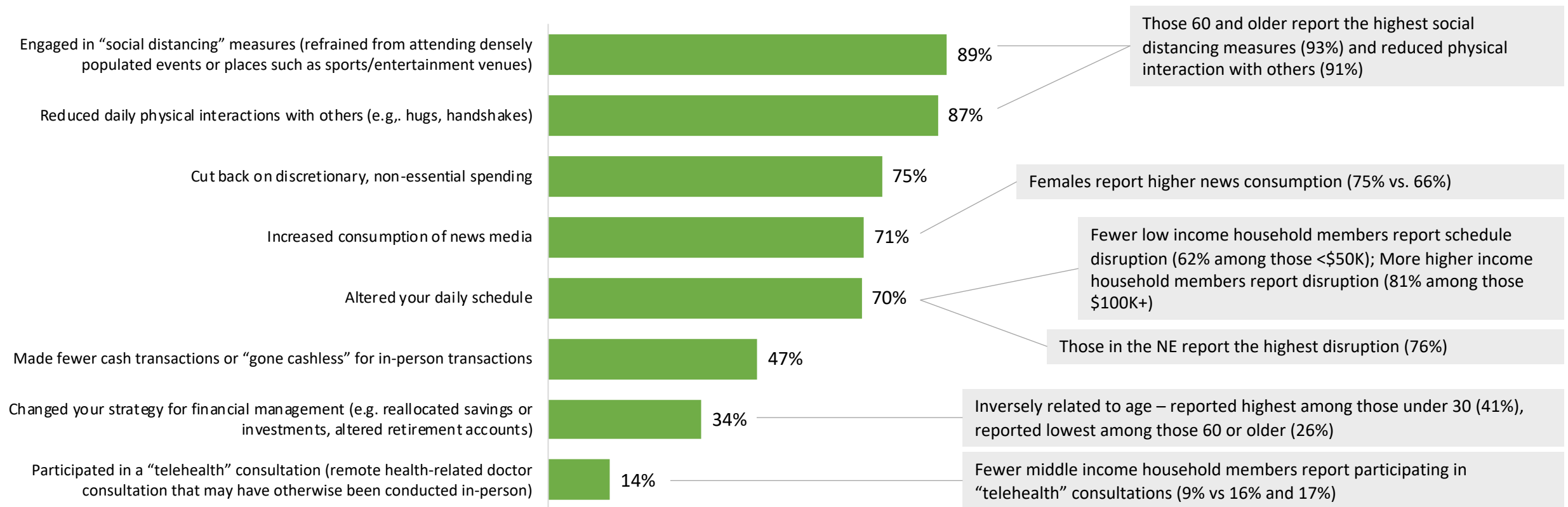


Q11 - Overall, how much of an impact would you say the Coronavirus/COVID-19 situation has had on your daily life? Base: COVID-19 Aware



A vast majority of Americans are complying with social distancing measures and reducing their overall physical interactions with others. Most have cut back on non-essential spending (see slide 18 for more detail). Many are also reporting increased levels of news consumption and schedule disruption.

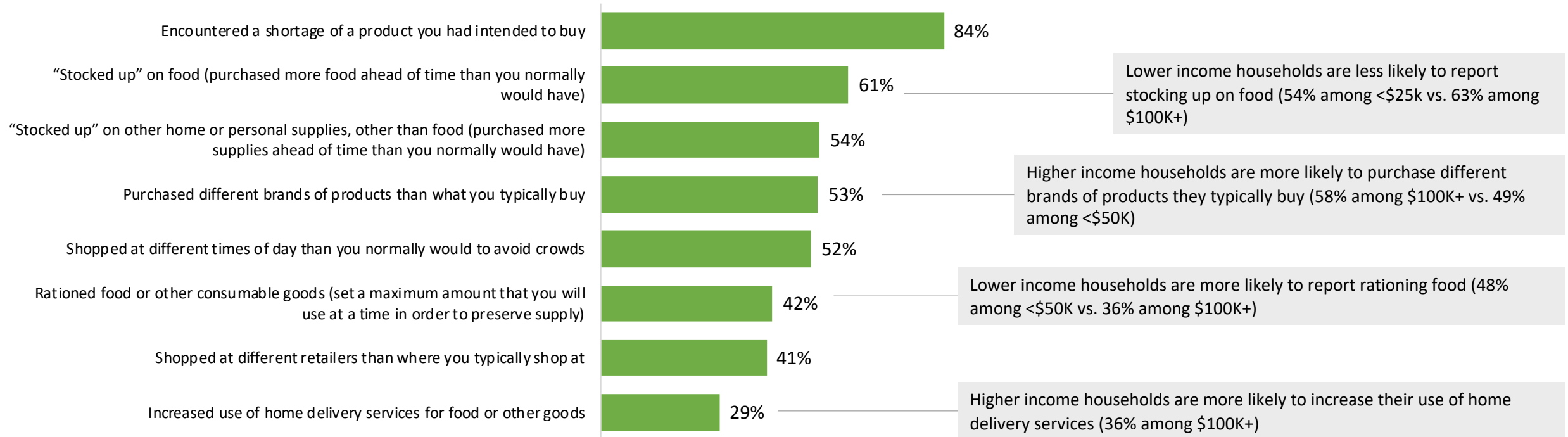
## Behavioral Changes due to Coronavirus/COVID-19



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

Four out of five Americans have encountered a shortage of a product due to the pandemic. Many are loading their pantries and stocking up on personal supplies. Consumption-based behavioral changes vary by household income, with higher income households being more likely to stock up and switch brands and lower income households engaging in more food rationing.

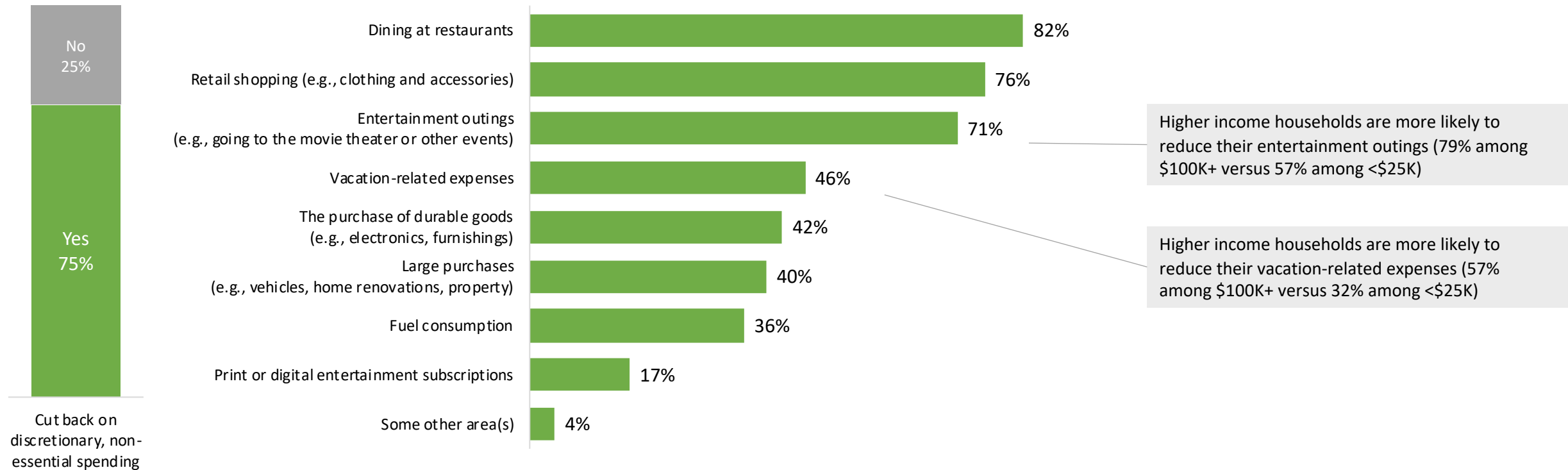
## Shopping, Purchasing Experiences due to Coronavirus/COVID-19



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

Those activities that involve close proximity to others (dining at restaurants, shopping, and entertainment outings) are experiencing the biggest drop in participation as Americans reduce their discretionary spending.

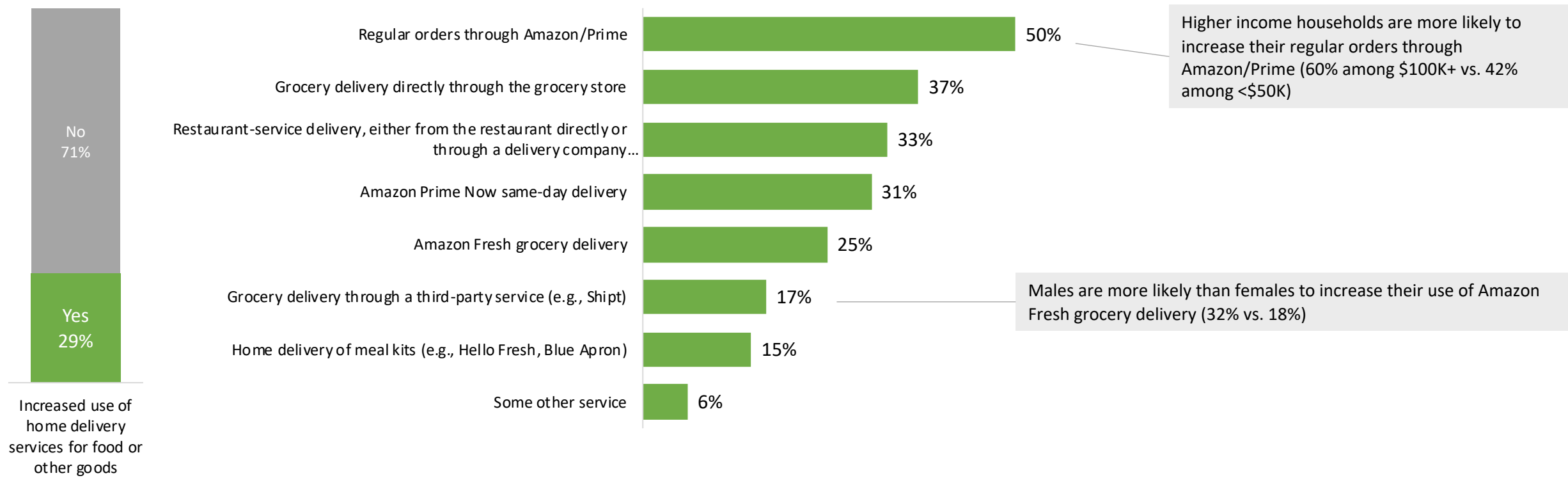
Areas of Reduced Discretionary Spending due to Coronavirus/COVID-19



Q15 - You indicated that you have reduced discretionary/non-essential spending as a result of the Coronavirus/COVID-19 situation. 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)

Nearly one third of those surveyed indicate they are increasing their use of delivery services. Of those, half are increasing their regular orders through Amazon. Of the various grocery delivery options, services provided through the grocery stores themselves are experiencing the largest increase.

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



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



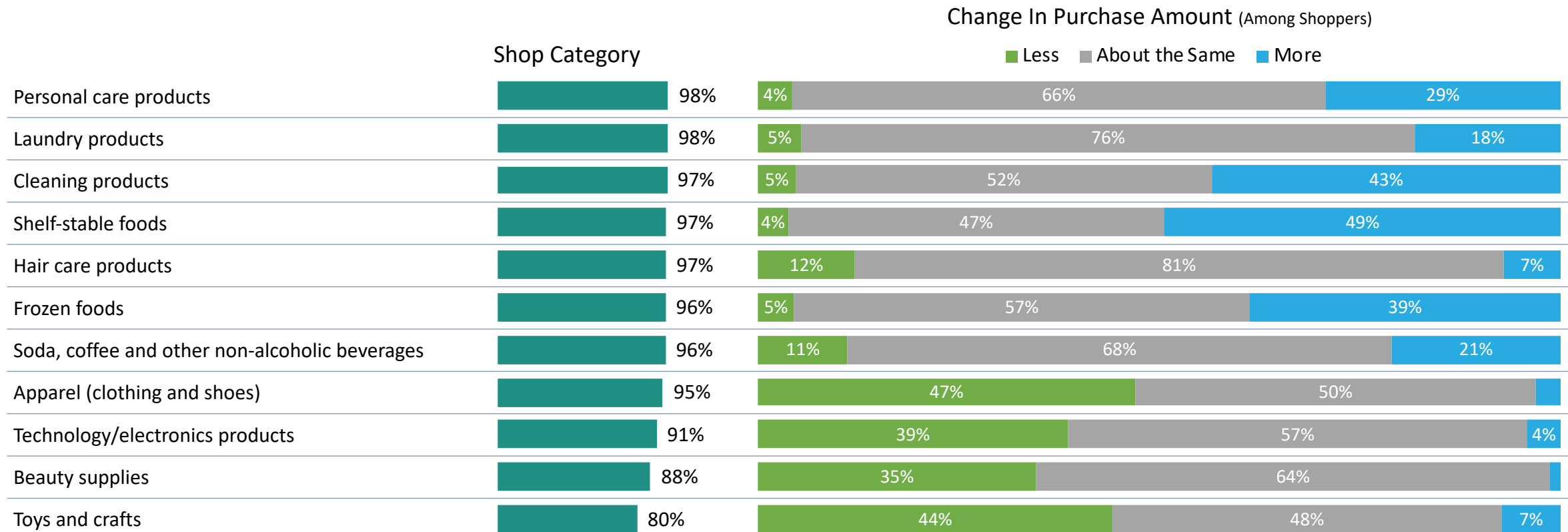
# Changing Purchase Behaviors

- Category Purchase Volume
- Brand Loyalty



With the onset of the pandemic, many Americans are reporting less spending on apparel, electronics, beauty supplies, and toys. Conversely, purchases of cleaning products, shelf-stable foods, and frozen foods have increased.

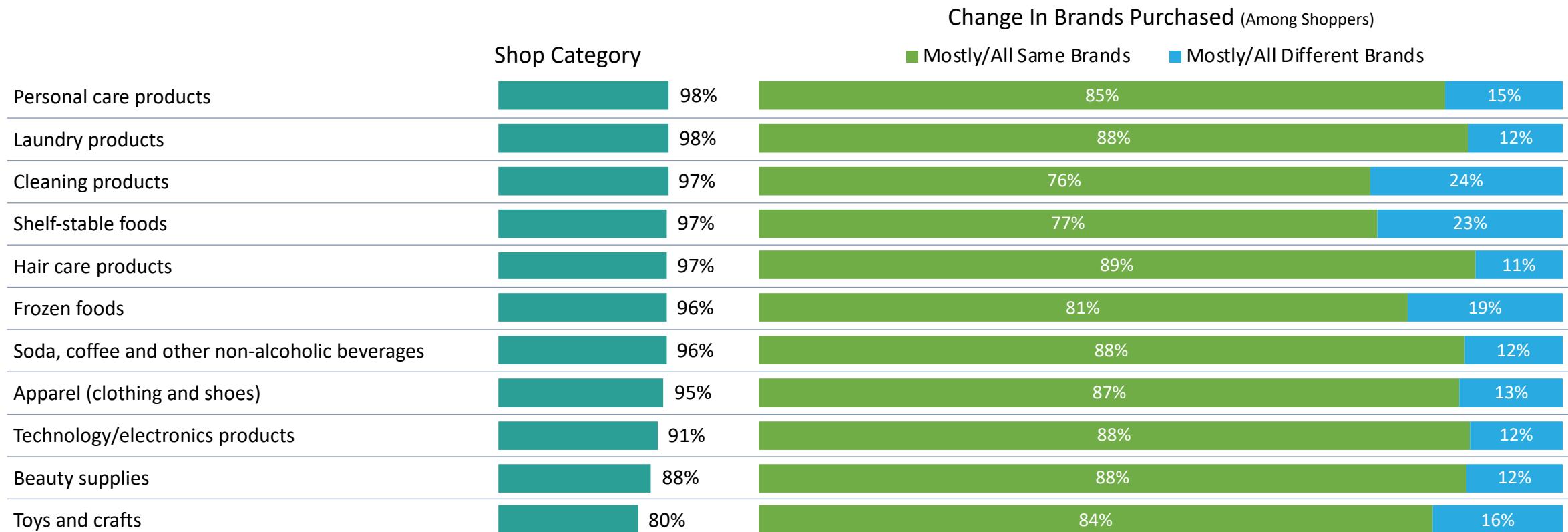
## Coronavirus/COVID-19 Impact on Categories Shopped



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

At this point, Americans are generally purchasing the same brands as they had before the pandemic began. However, nearly one in four are shopping different brands across those categories that have seen an increase in shopping overall: cleaning products and shelf-stable foods. This may be due to changing preferences (e.g., stronger cleaning products may be desired) and/or due to shortages at the shelf.

## 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)



# Employment Impact

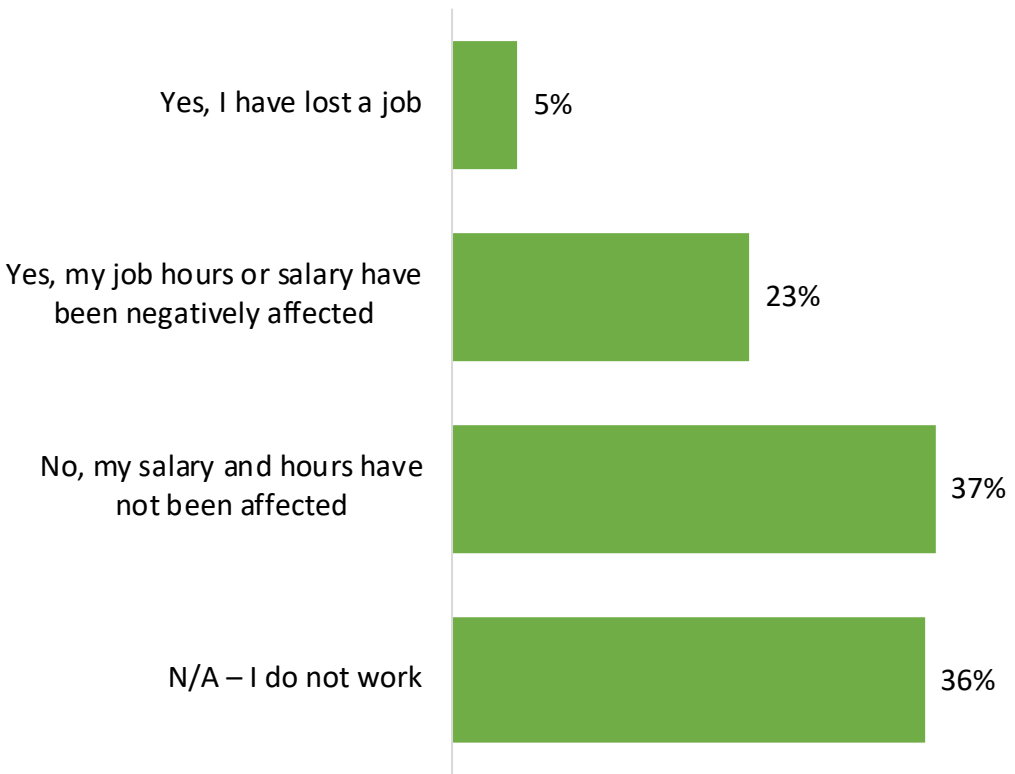
- Effect on Job Status, Hours Worked
- Remote Working








One in four Americans reports at least some impact to their work hours or salary as a result of the pandemic, and Coronavirus-related job losses are highest among the under-30 population. Job impacts are trending higher in the Northeast and West, areas hit earliest and hardest by COVID-19.

Coronavirus/COVID-19 Impact on Employment



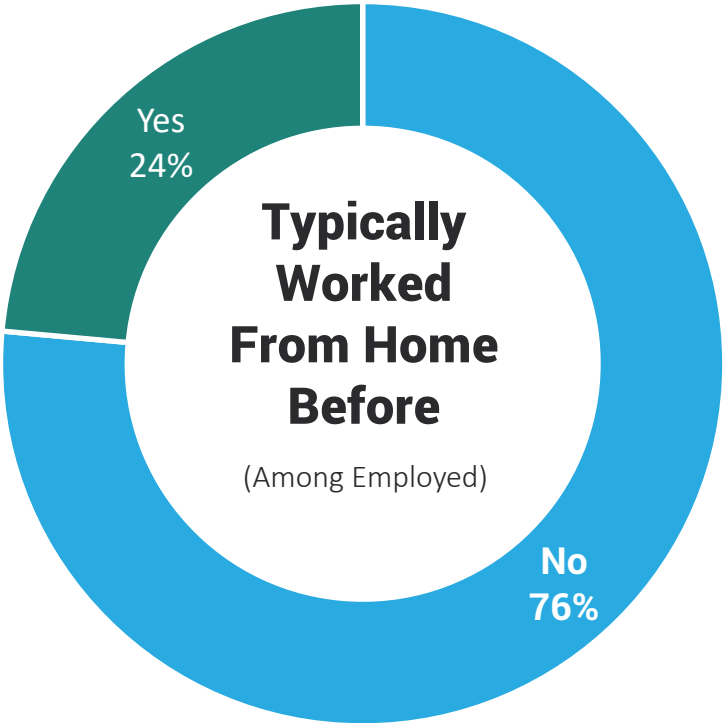
	Under 30	30 to 44	45 to 59	60 or older
Lost Job	11%	4%	5%	2%
Lost Job or Wages	42%	27%	30%	15%

	Male	Female
Lost Job	6%	4%
Lost Job or Wages	29%	26%

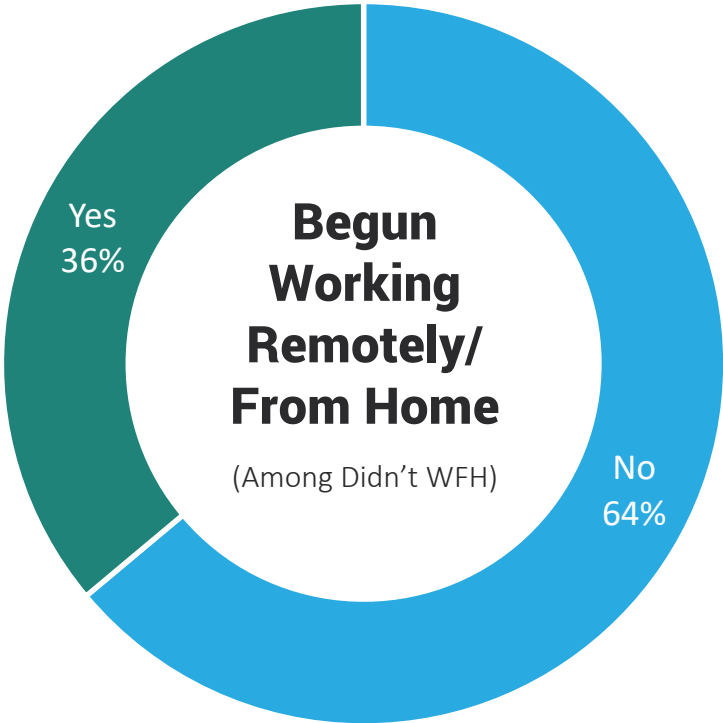
	Northeast	Midwest	South	West
Lost Job	7%	5%	3%	7%
Lost Job or Wages	33%	27%	23%	32%

Q19 - Have you lost a job or have your job hours or salary been negatively affected by the Coronavirus/COVID-19 situation? Base: COVID-19 Aware

Over one third of those surveyed have begun working remotely as a result of the COVID-19 pandemic. Adopting remote work is most common among those earning \$100k/year or more.



	% Yes
Under 30	21%
30 to 44	23%
45 to 59	25%
60 and older	28%
<hr/>	
Under \$50K	28%
\$50K to \$100K	19%
\$100K or more	24%



	% Yes
Under 30	35%
30 to 44	47%
45 to 59	28%
60 and older	29%
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Under \$50K	16%
\$50K to \$100K	29%
\$100K or more	59%

Q20 - Before the Coronavirus/COVID-19 situation, did you typically work from home? Base: COVID-19 Aware and Currently Work (Hour Reduction or No Effect at Q19)  
Q21 - Have you begun working remotely (e.g., from home) as a result of the Coronavirus/COVID-19 situation? Base: COVID-19 Aware and Didn't Typically Work From Home (Q20)

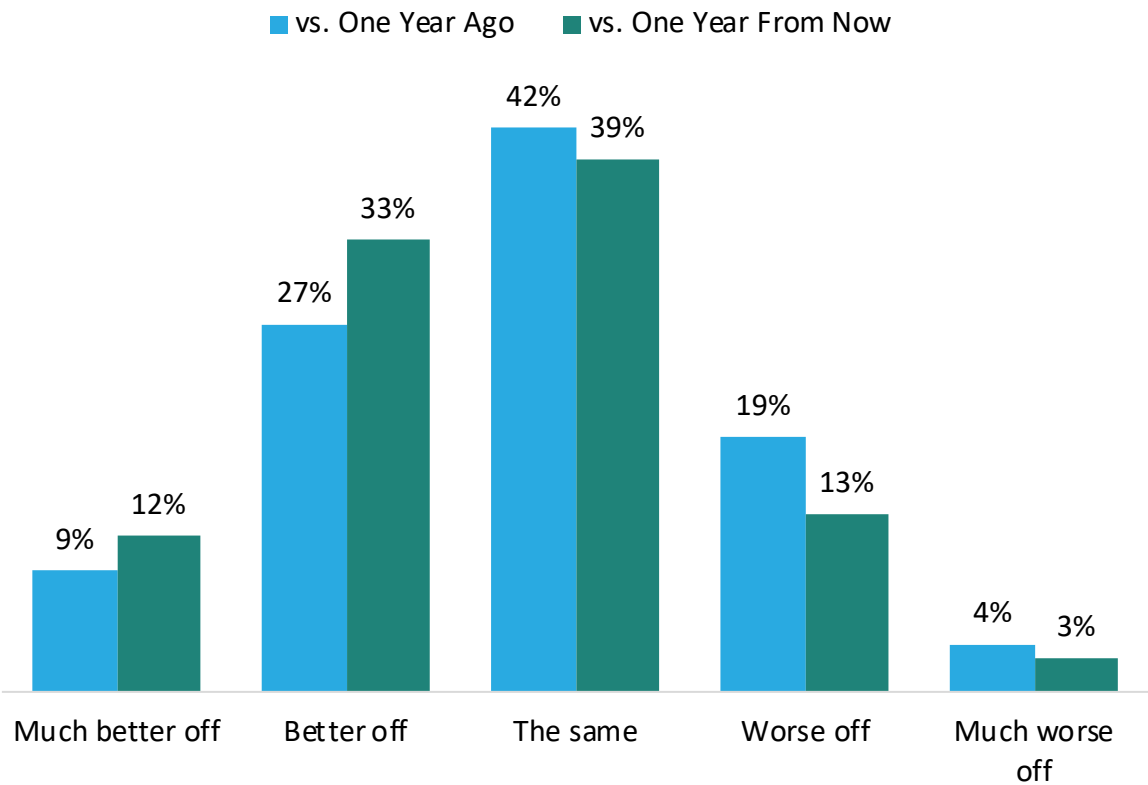
# Outlook

- Consumer Confidence
- Projected Impact
- Anticipated Recovery Time

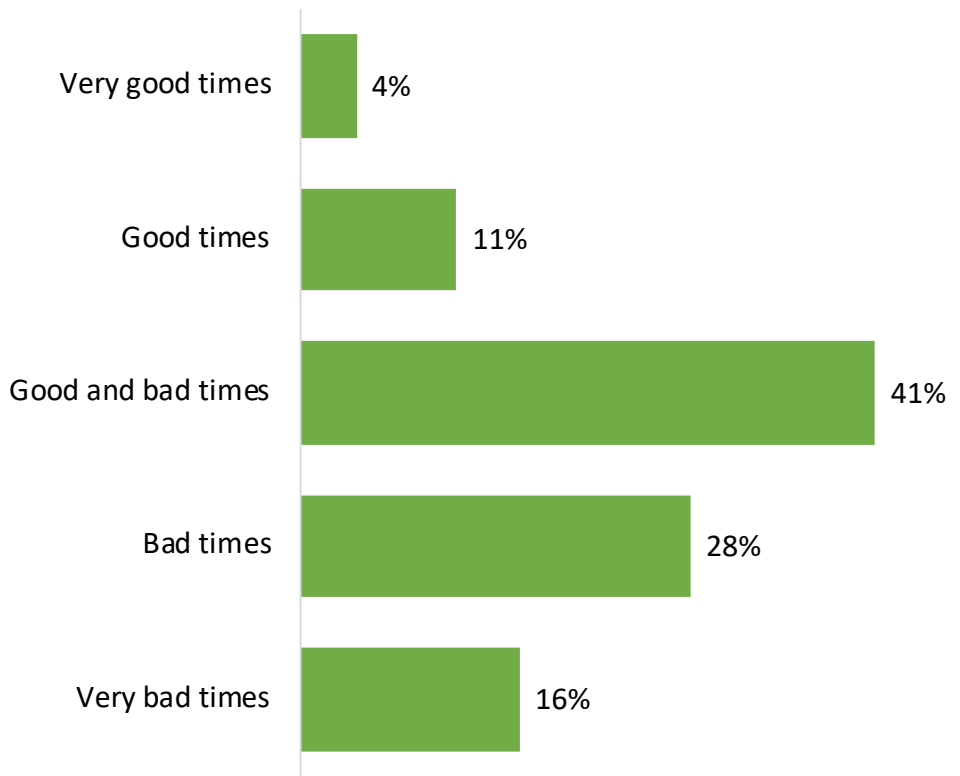


Although most Americans expect that the US will face at least a mix of bad times financially over the next twelve months, many generally feel that their own personal financial state will not be drastically different one year from now versus where it is today.

Personal Financial State vs. One Year Ago, From Now



US Business Financial State Over Next 12 Months

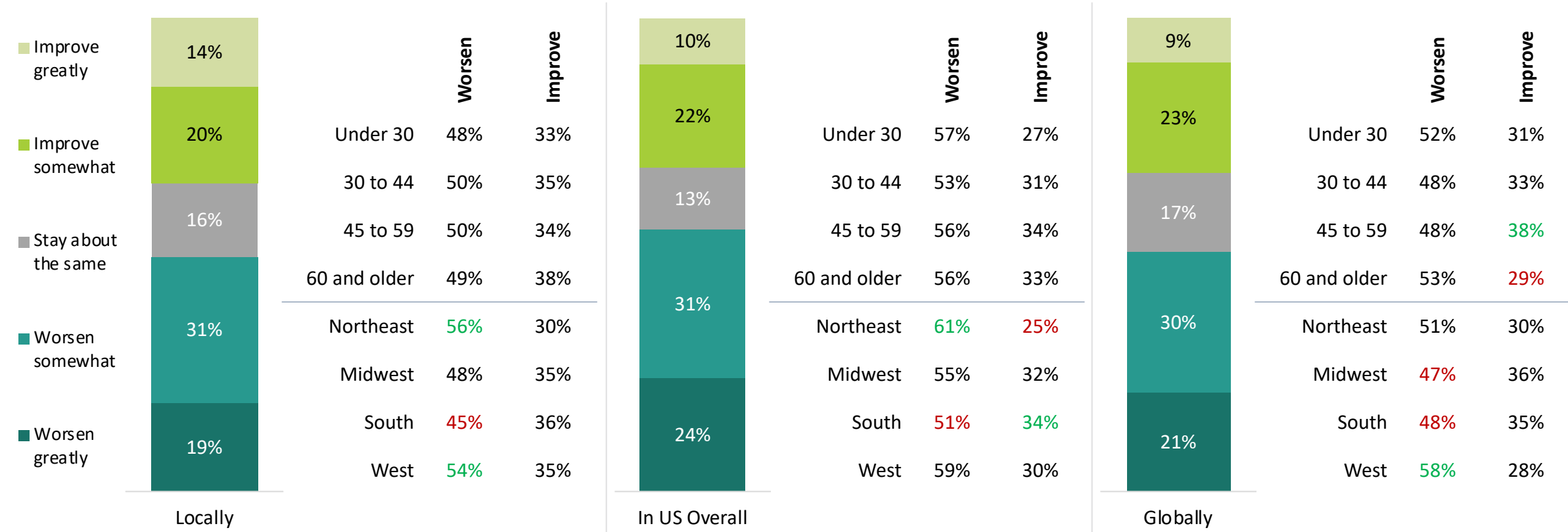


Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / Q3 - Now looking to the future: Do you think one year from now you/your family will be better or worse off than you are today? / Q4 - Now thinking about business conditions in general in the US: Do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



Around half of Americans believe that the COVID-19 pandemic will worsen within the next 30 days. Those in the Northeast and West are less optimistic about the next 30 days.

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



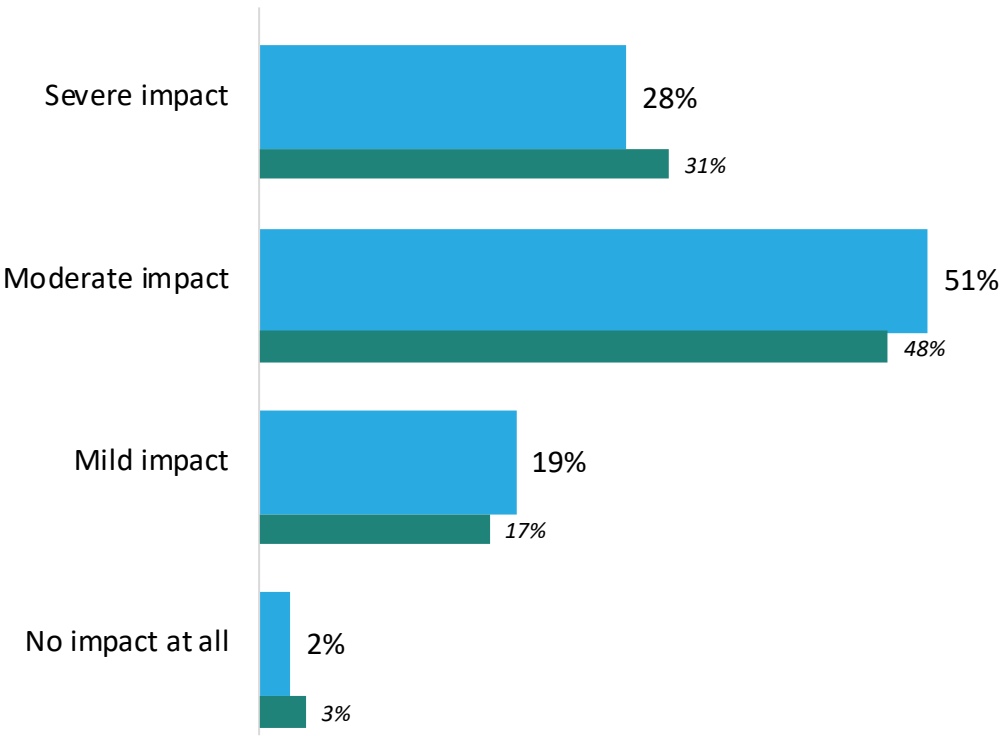
Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/COVID-19 situation to change in the next 30 days? Base: COVID-19 Aware



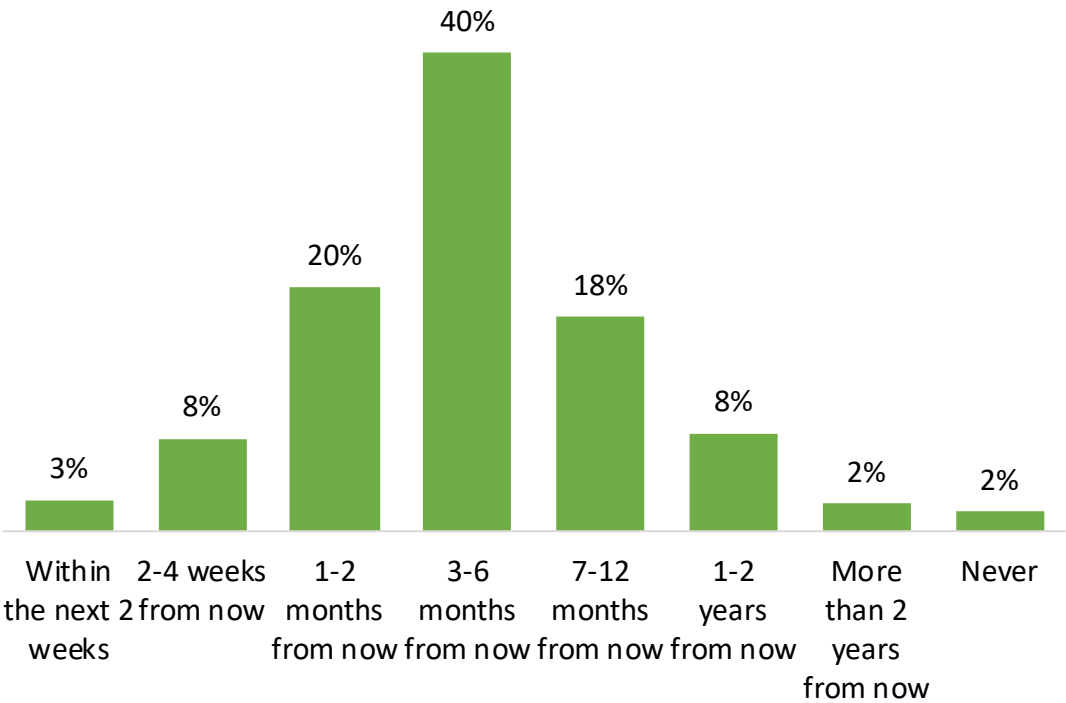
Four out of five Americans feel that the COVID-19 pandemic will have at least a moderate impact on their daily lives in the coming 30 days. The majority of those surveyed believe that their lives will not return to normal for another three to six months.

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?



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