



# COVID-19 Pandemic Impact on US Consumers

W2 | MARCH 26-27, 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 second wave of aytm's COVID-19 Consumer Tracker fielded Thursday, March 26, 2020 – Friday, March 27, 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.*

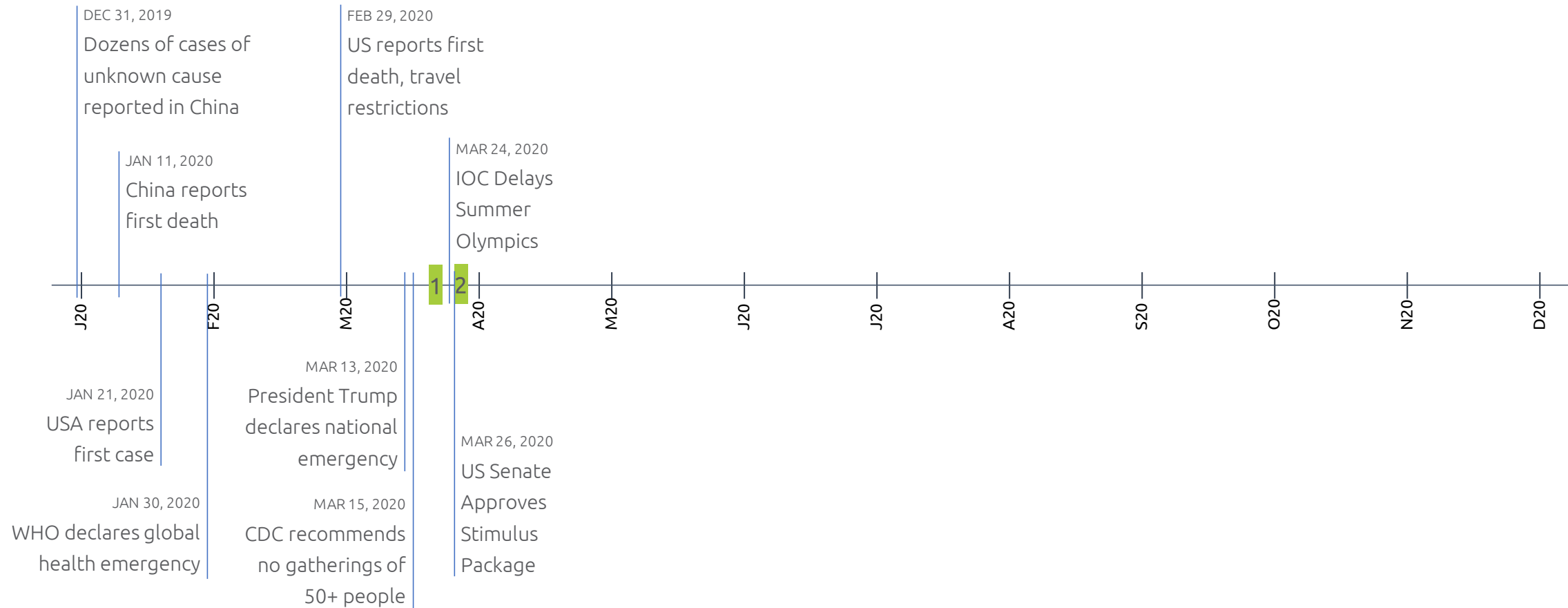
*All significance testing is conducted at 95% confidence level with the effective base used as the sample base for statistical calculations (Effective Base = 977 for Total sample).*

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

*▲▼ Arrows indicates statistically significant change from data point in prior wave.*

*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

## Concern is on the Rise

- More Americans are extremely concerned about the pandemic this week (38%, up from 33% in the previous wave), and three-quarters of aware Americans are extremely or very concerned.
- Likewise, more people are concerned for their own personal health this week versus last (60% are extremely or very concerned, vs. 52% previously).
- The number of people who believe that the COVID-19 pandemic is more serious than we are led to believe increased significantly to fully half of aware Americans (49%, up from 41% previously).

## Impacts Continue to Evolve

- In this wave, 36 percent of American citizens feel the COVID-19 pandemic has had a severe impact on their daily life, a significant increase from the previous wave.
- As impacts become worse, more consumers have cut back on discretionary spending (79%), and purchase of apparel, electronics, beauty supplies, and toys remains down.
- As shortages increase, the proportion of consumers shopping *different brands than usual* increased across the laundry, beverage, apparel, and toy categories and remained high for cleaning products and foods.
- Nearly one-third of Americans have been negatively affected though job loss or a reduction in salary/wages; however, this is stable from the previous week.
- The number of people who have begun working from home as a result of the COVID-19 pandemic has increased to 43%, a significant uptick.

## Optimism in the Long-Term

Americans' thoughts on the future of their finances are largely unchanged from the previous wave - most expect a mix of good and bad times over the next twelve months, and most feel their own personal financial state will not be different one year from now. With little change expected in the COVID-19 situation in the next 30 days, Americans expect it will continue to have at least a moderate impact on their own daily lives. The anticipated time until things are "back to normal" remains around six months.

# 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



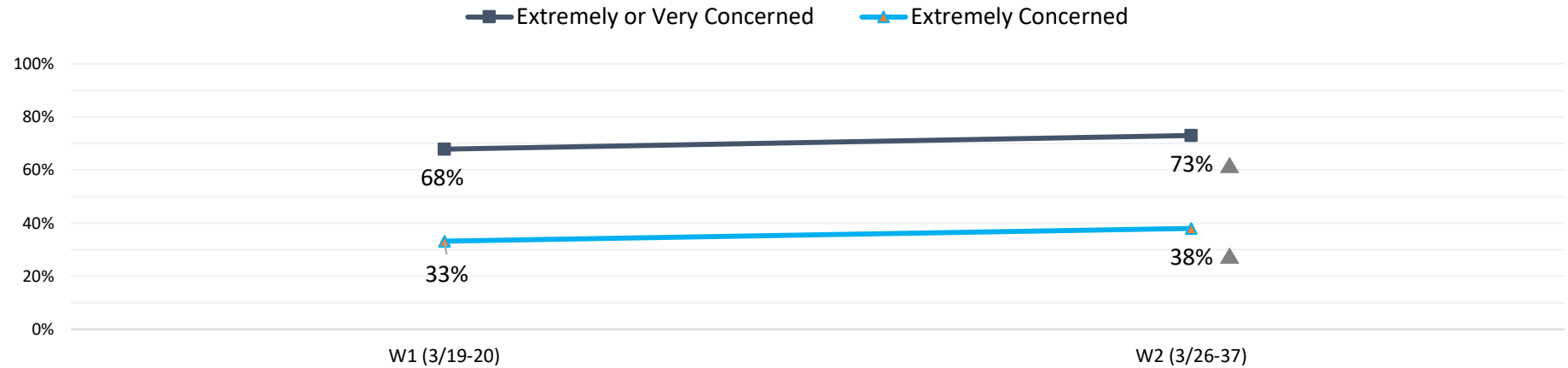


# Coronavirus/COVID-19 Concern Level, Perceived Severity

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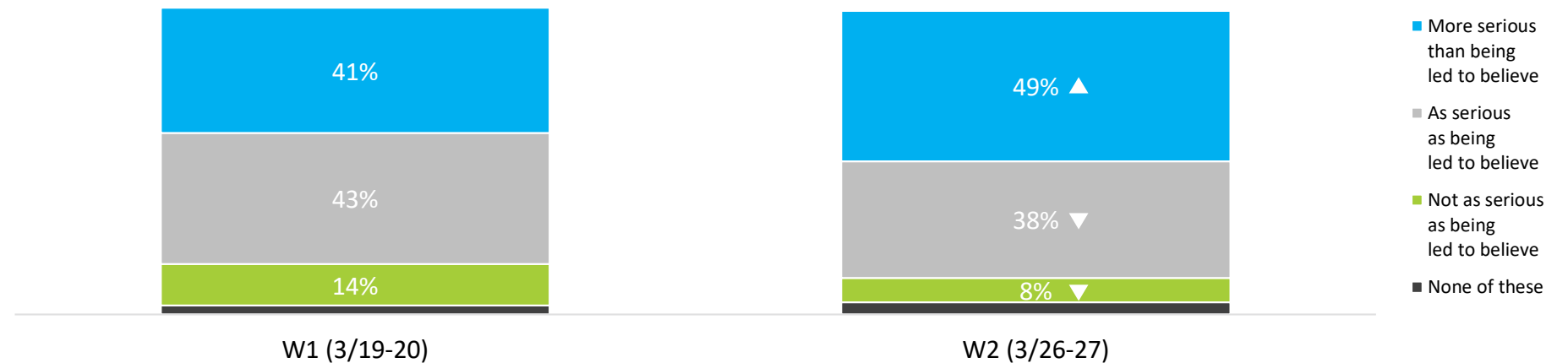
Both top-box (extremely concerned) and top-2 box (extremely or very concerned) concern levels are significantly higher this wave as compared to one week ago.

## Coronavirus/COVID-19 Concern Level



In this wave, significantly more Americans feel the COVID-19 pandemic is more serious than we are led to believe.

## 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

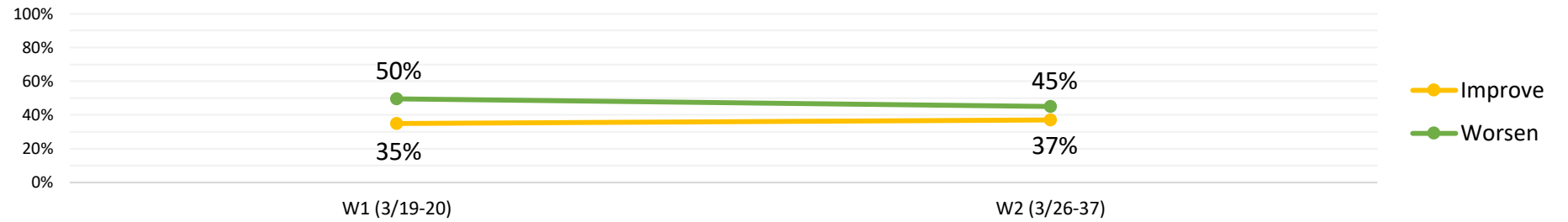


# Anticipated Change in Coronavirus/COVID-19 Situation

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There has been little change in perception of how the pandemic will unfold in Americans' LOCAL area over the next 30 days. Most still feel it will worsen.

## Change Locally in Next 30 Days



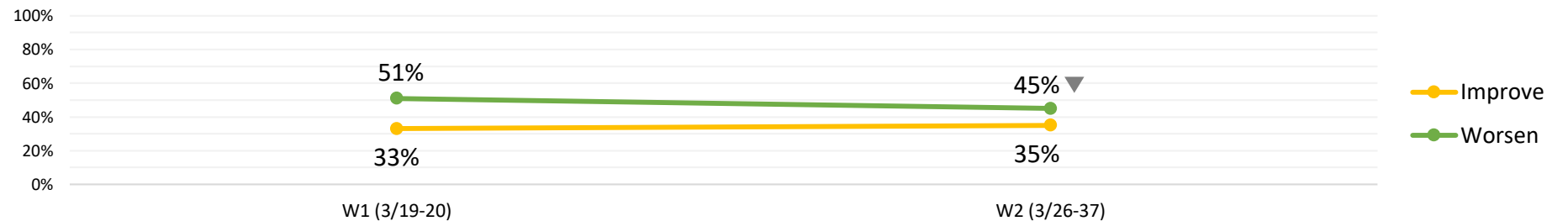
Similarly, most Americans still expect the pandemic will worsen in the US OVERALL over the next 30 days.

## Change in US Overall in Next 30 Days



Significantly fewer Americans this wave believe that the pandemic will worsen GLOBALLY in the next 30 days.

## Change Globally in Next 30 Days

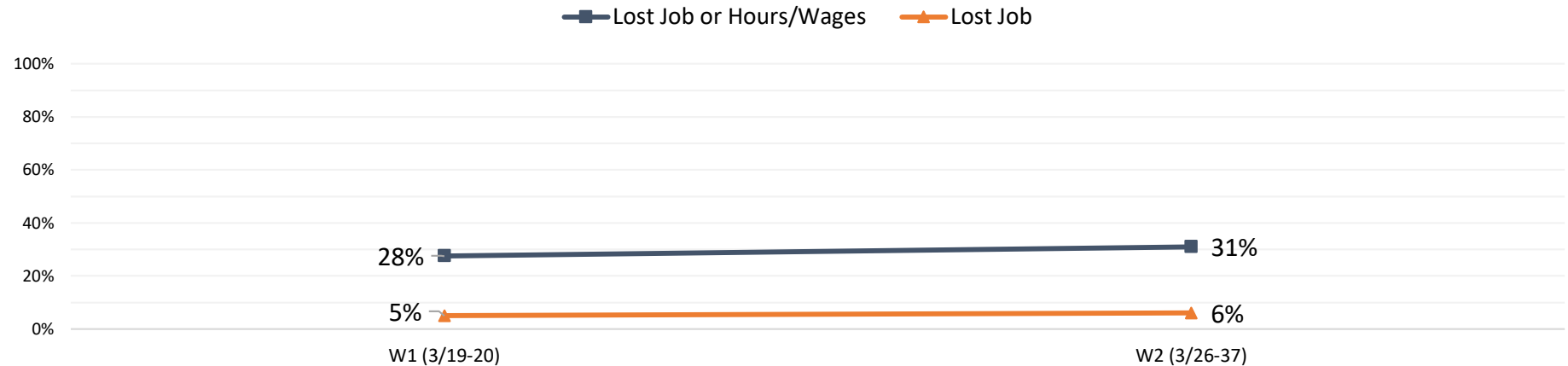


# Employment, Financial Impact of Coronavirus/COVID-19

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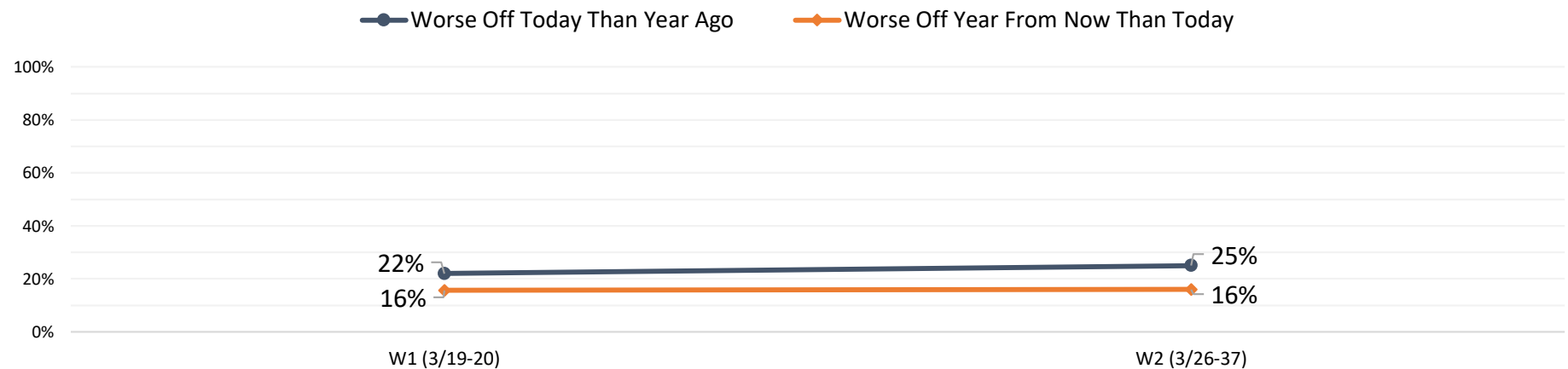
As of this wave, there has been no significant change to the number of people who have lost a job or had their salary/wages negatively impacted as a result of the COVID-19 pandemic.

## Coronavirus/COVID-19 Impact on Employment



Likewise, the number of people who feel they will be worse off financially a year from now remains the same at 16 percent. The number of people who feel they are worse off today versus one year ago is also unchanged.

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



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 / 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 Sample

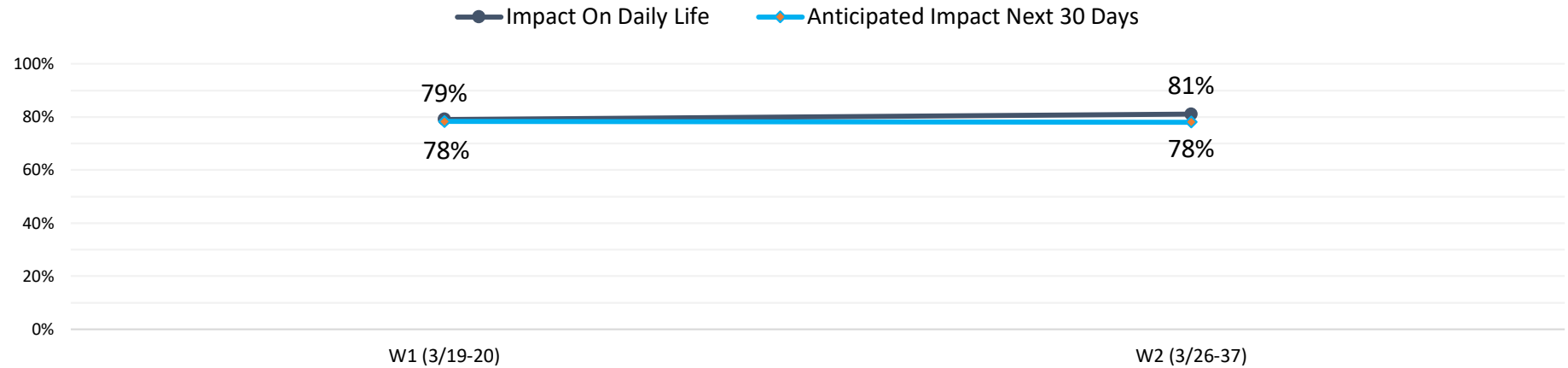




# Impact, Estimated Timeline of Coronavirus/COVID-19

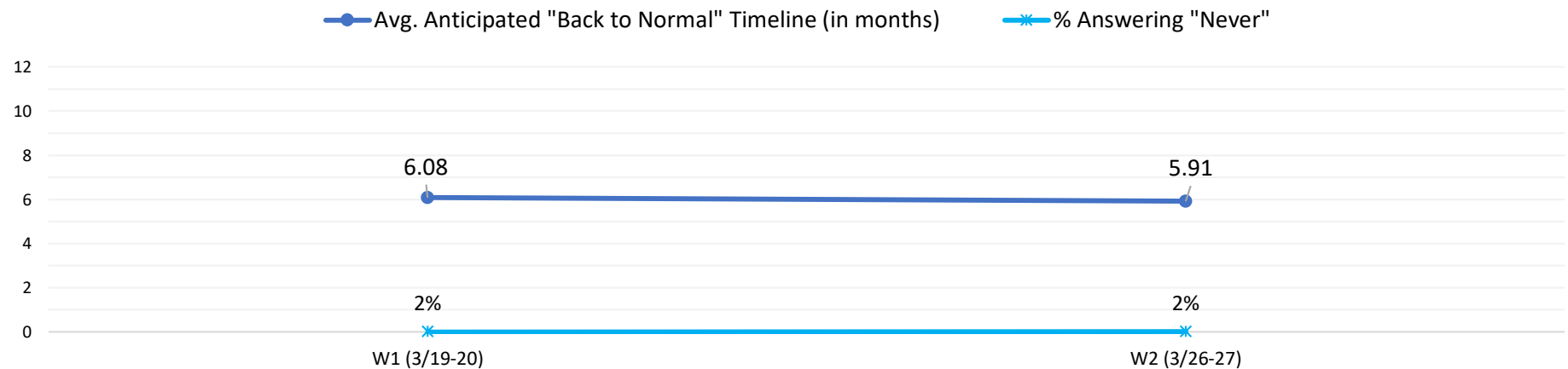
Top-2 box (severe or moderate) impact on daily life remains steady at 81 percent for this wave; top-2 box anticipated impact on daily life for the next 30 days is likewise flat at 78 percent.

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



The average anticipated "back to normal" time is steady at around six months.

## 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

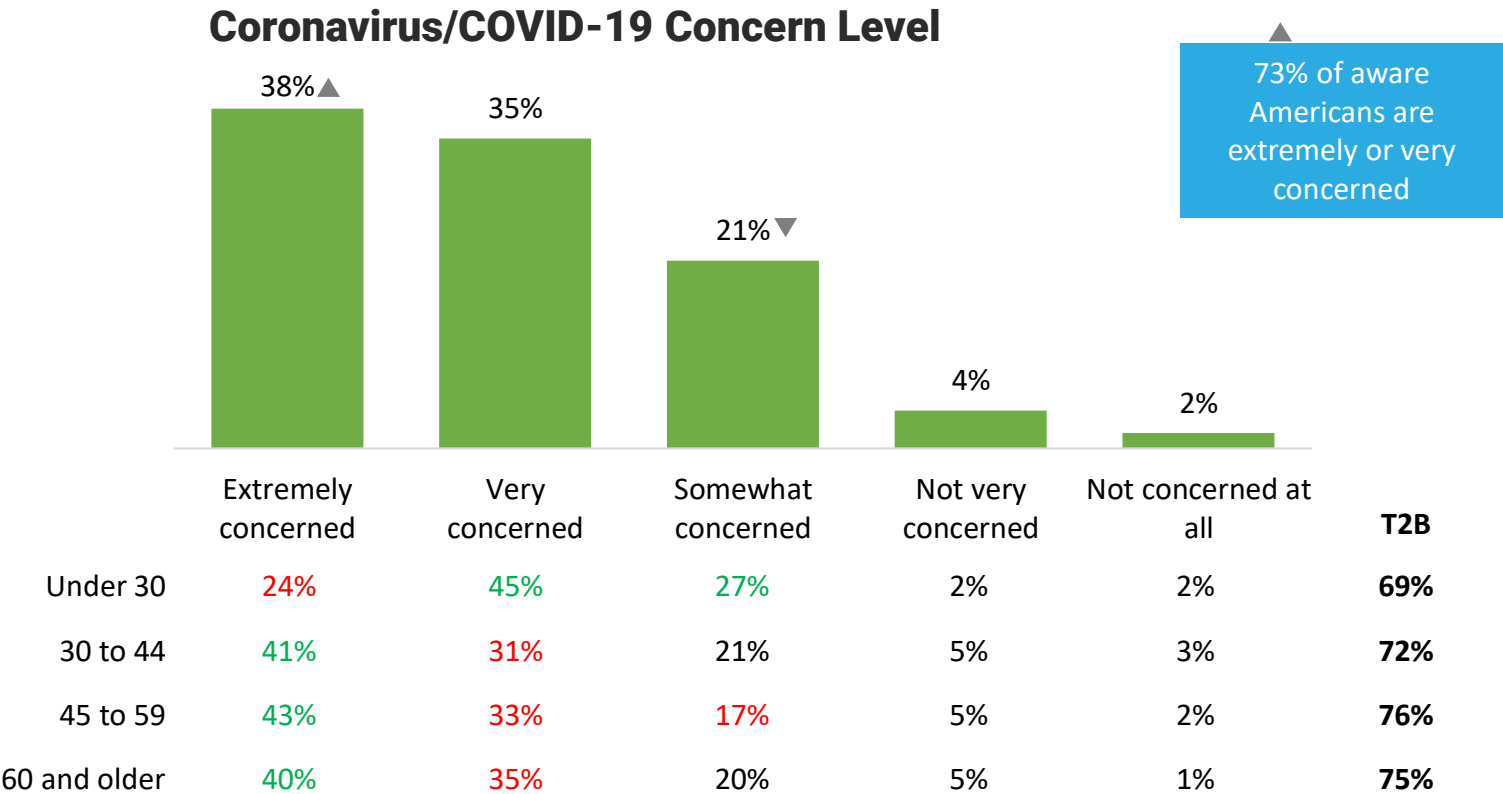
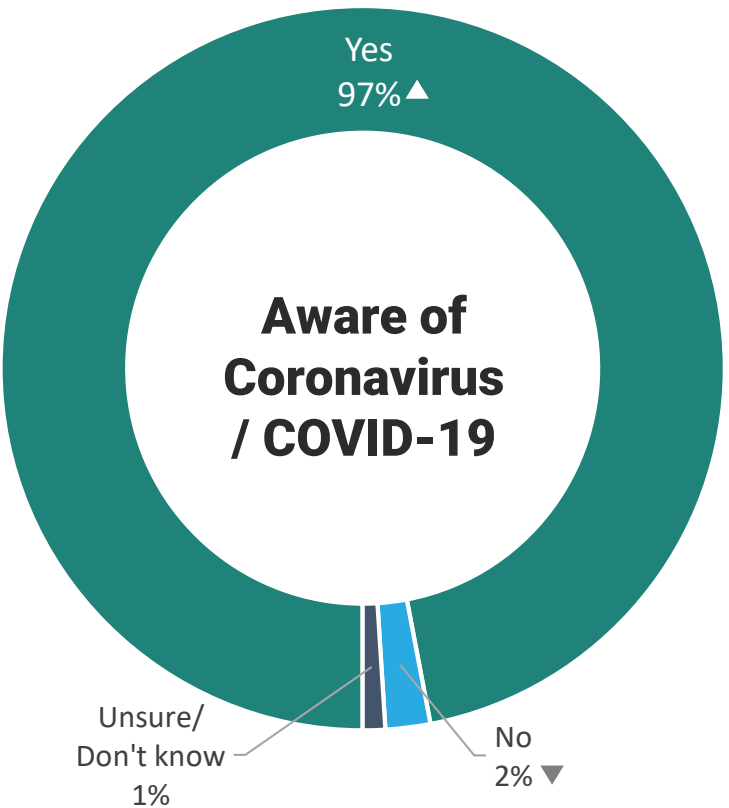


# Awareness, Perceptions, Concerns

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



Virtually all Americans remain aware of the COVID-19 pandemic, and nearly three-quarters are either extremely or very concerned. The number of people indicating that they are extremely concerned about the pandemic has increased significantly over the previous wave. Younger Americans remain less likely to indicate they are extremely concerned.

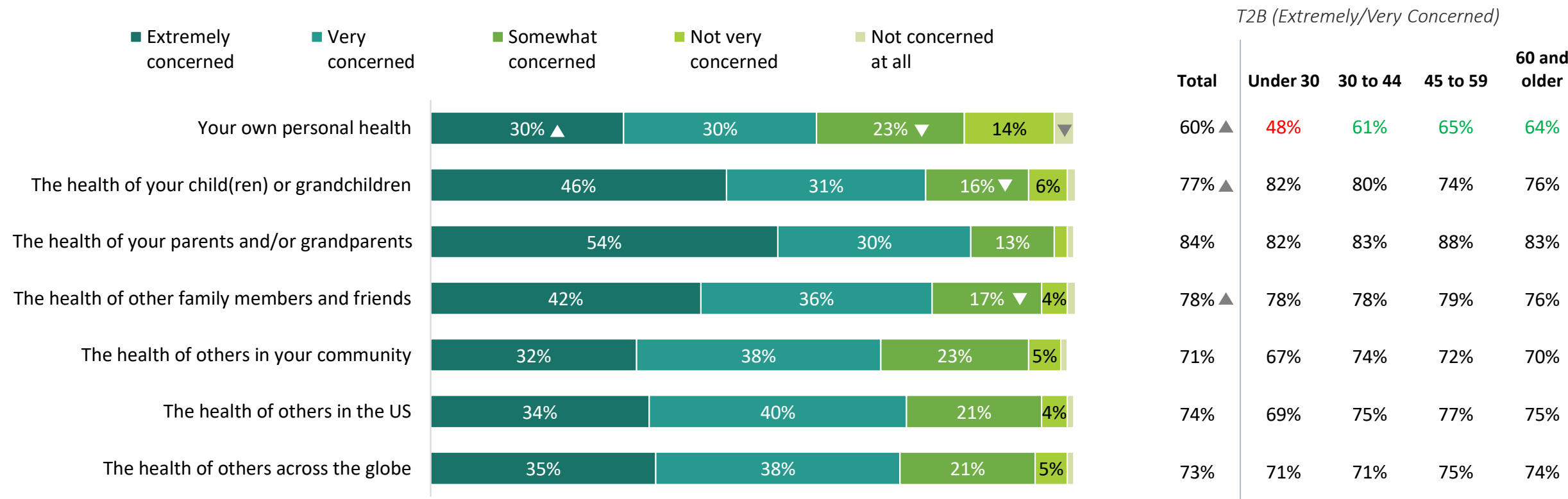


Q6 - Within the past month, have you heard (either through word-of-mouth, media, or some other source) any news, updates, or other information regarding the spread of the novel Coronavirus or COVID-19 in the US?  
Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/COVID-19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



Continuing the trend from the previous wave, Americans are more concerned for the health of *others* than for *their own* health. That said, more people are concerned for their own personal health this week versus last. Younger Americans are less concerned with their own personal health than are older age groups.

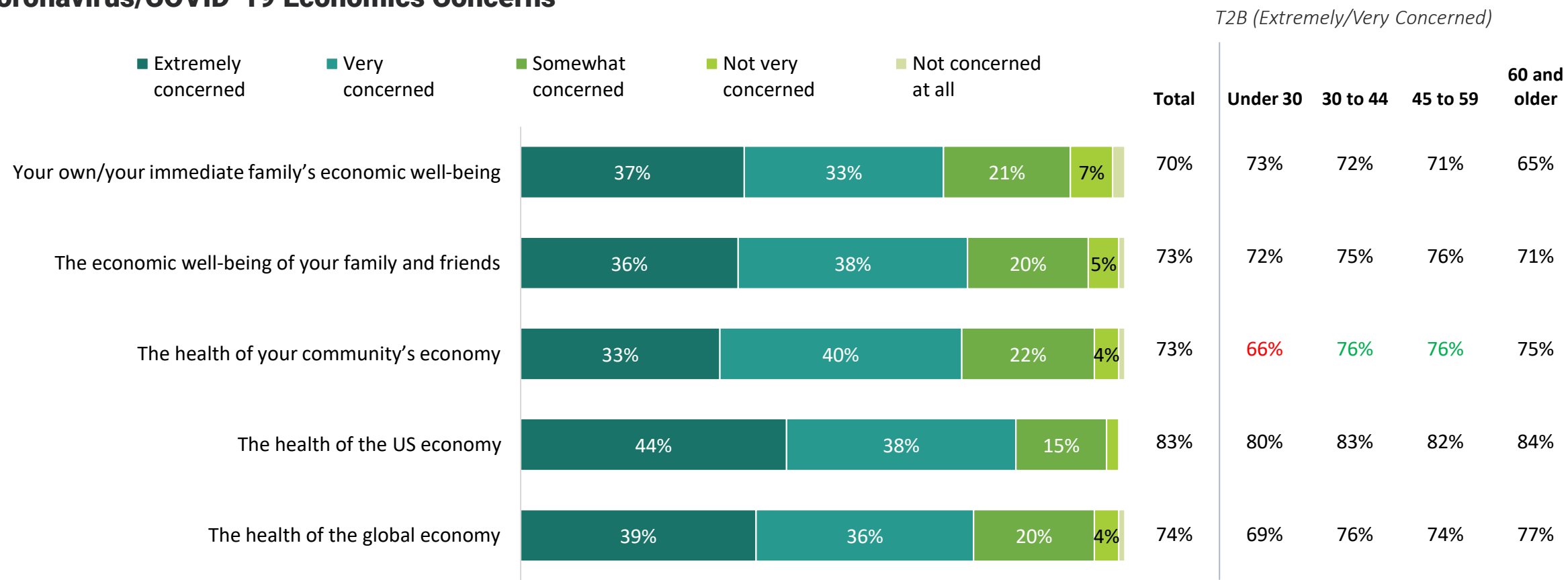
Coronavirus/COVID-19 Health Concerns



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

There has been little change from the previous wave in Americans' concern for the financial future – that of their own and of family and friends, as well as more broadly across communities, the US as a whole, and the globe. More than two-thirds are at least very concerned across all categories.

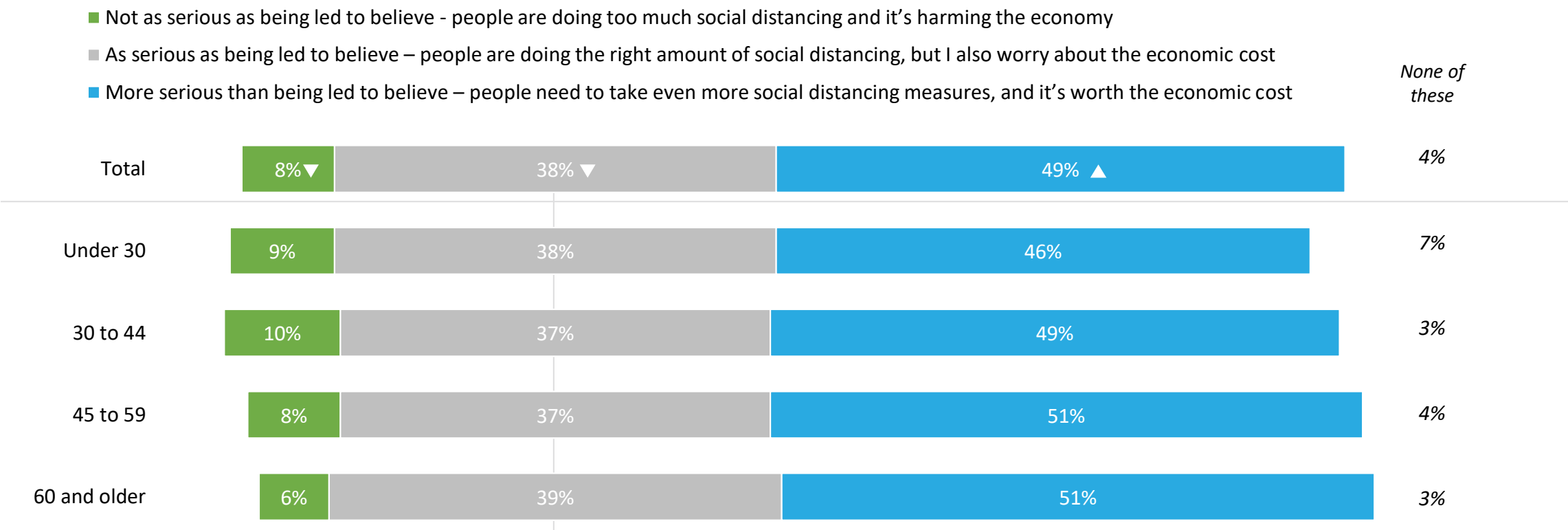
Coronavirus/COVID-19 Economics Concerns



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

Most Americans believe that the COVID-19 pandemic is more serious than we are being led to believe, and that number has increased significantly versus the previous wave. Less than one in ten believe the situation is not as serious as we are being led to believe.

Coronavirus/COVID-19 Perceived Severity



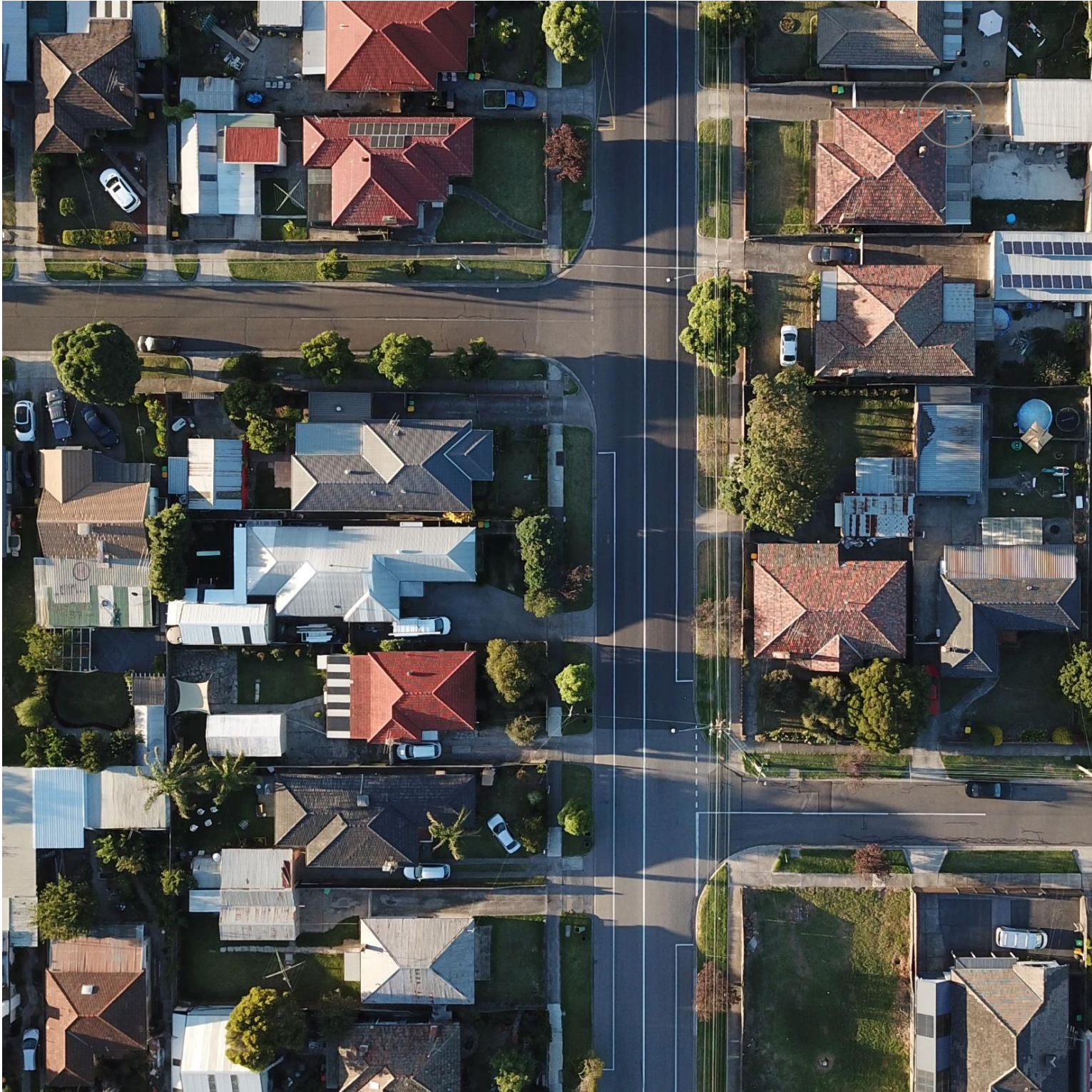
Q10 - Which statement below best describes your own general perception of the Coronavirus/COVID-19 pandemic? Base: COVID-19 Aware





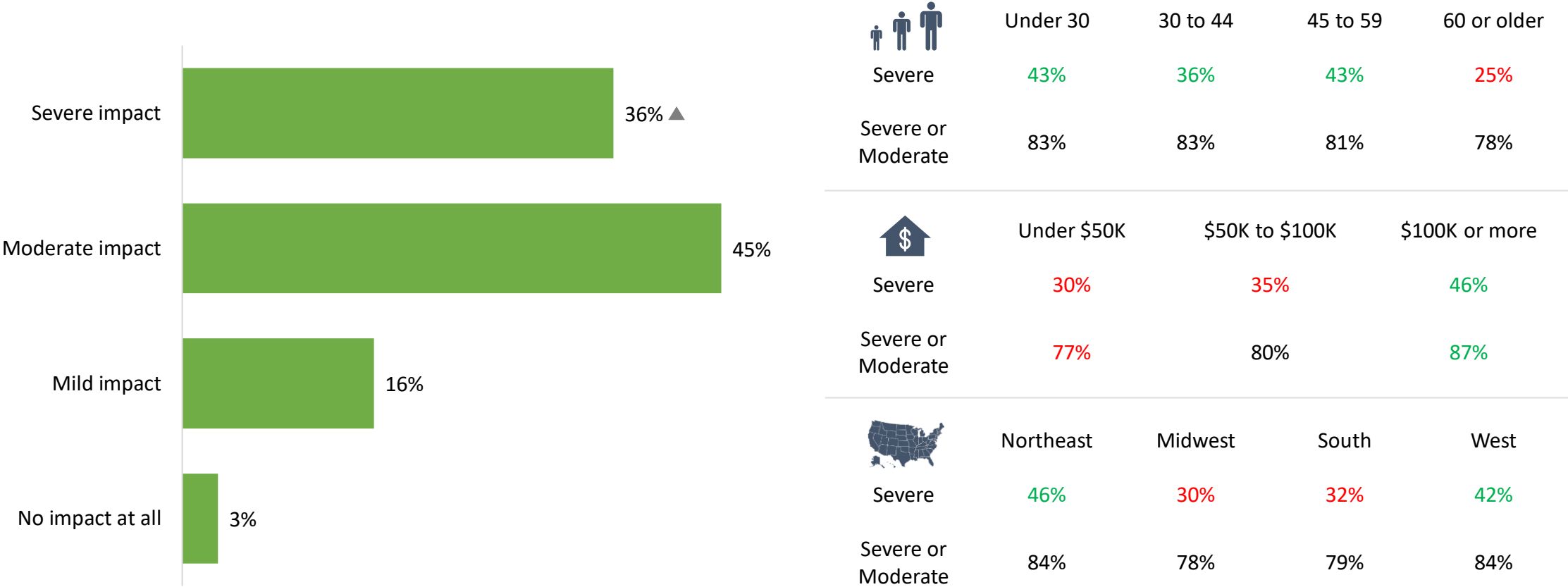
# Impact on Daily Life

- Overall Impact
- Behavioral Reactions



Over one-third of American citizens feel the COVID-19 pandemic has had a severe impact on their daily life, a significant increase from the previous wave. The Northeast and West US continue to report more severe impacts than the rest of the country, as the nation's more aggressive outbreaks continue to unfold there.

Coronavirus/COVID-19 Impact on Daily Life

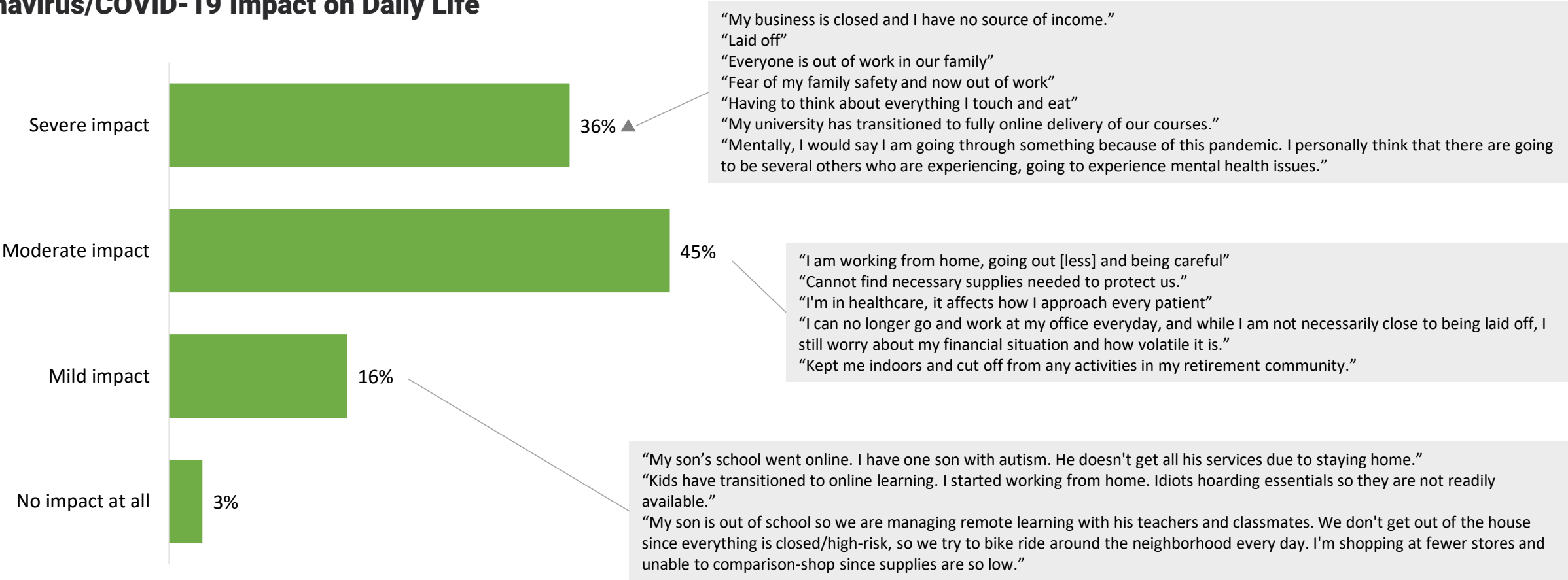


Q11 - Overall, how much of an impact would you say the Coronavirus/COVID-19 situation has had on your daily life? Base: COVID-19 Aware



Financial concerns brought on by job loss are top-of-mind for those who say the pandemic has had a severe impact on their daily lives. For those who have felt less impact, concerns persist around adapting to new lifestyles (e.g., working from home, managing children, online learning) as well as the prospect of financial hardships.

Coronavirus/COVID-19 Impact on Daily Life

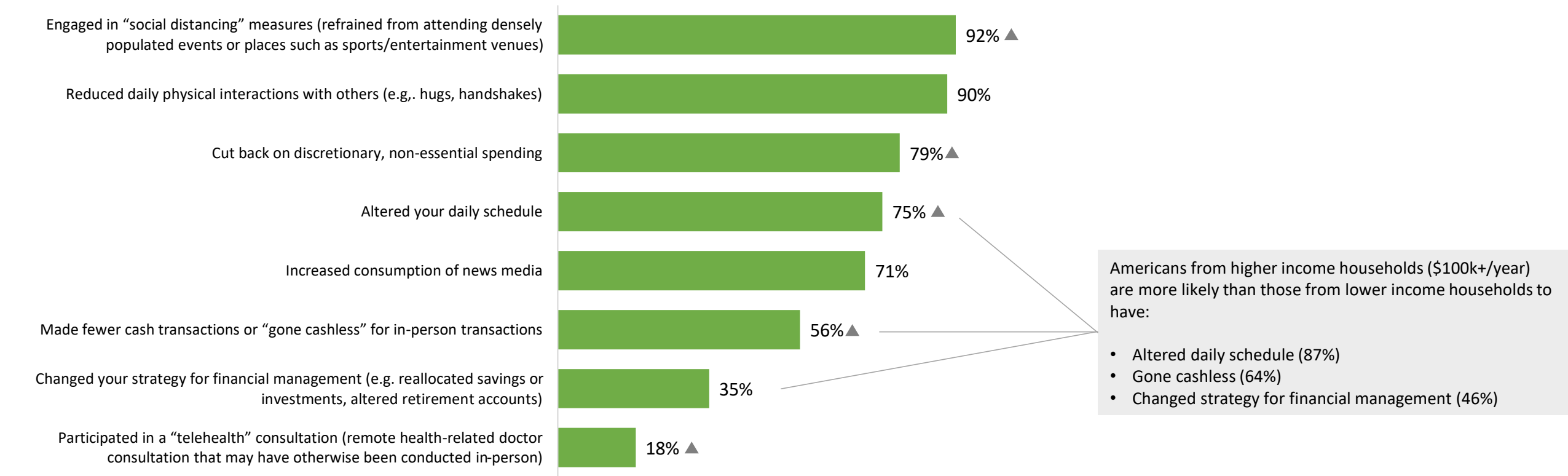


Q11 - Overall, how much of an impact would you say the Coronavirus/COVID-19 situation has had on your daily life? Base: COVID-19 Aware



As of this wave, more Americans are reporting participating in social distancing measures – still the most likely behavioral change resulting from the pandemic. More people are also cutting back on spending and altering their daily schedules as compared to the previous wave.

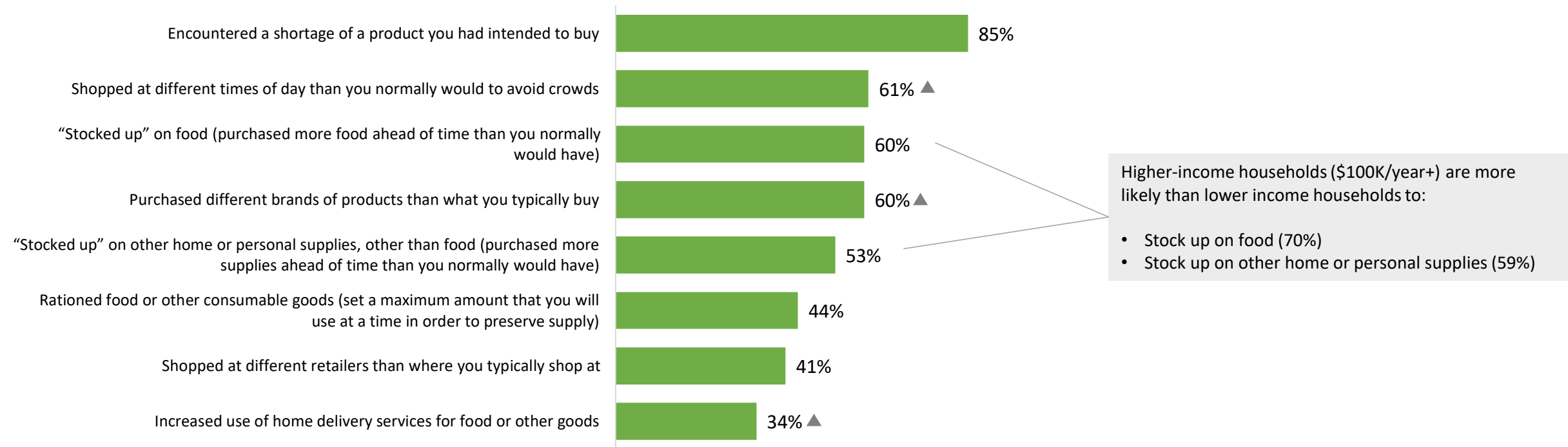
Behavioral Changes due to Coronavirus/COVID-19



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

Over four out of five Americans continue to face shortages of products they had intended to buy. Changes in purchase behavior have increased, with more people shopping at atypical times and purchasing different brands of products than usual. Pantry loading remains particularly high among higher-income households.

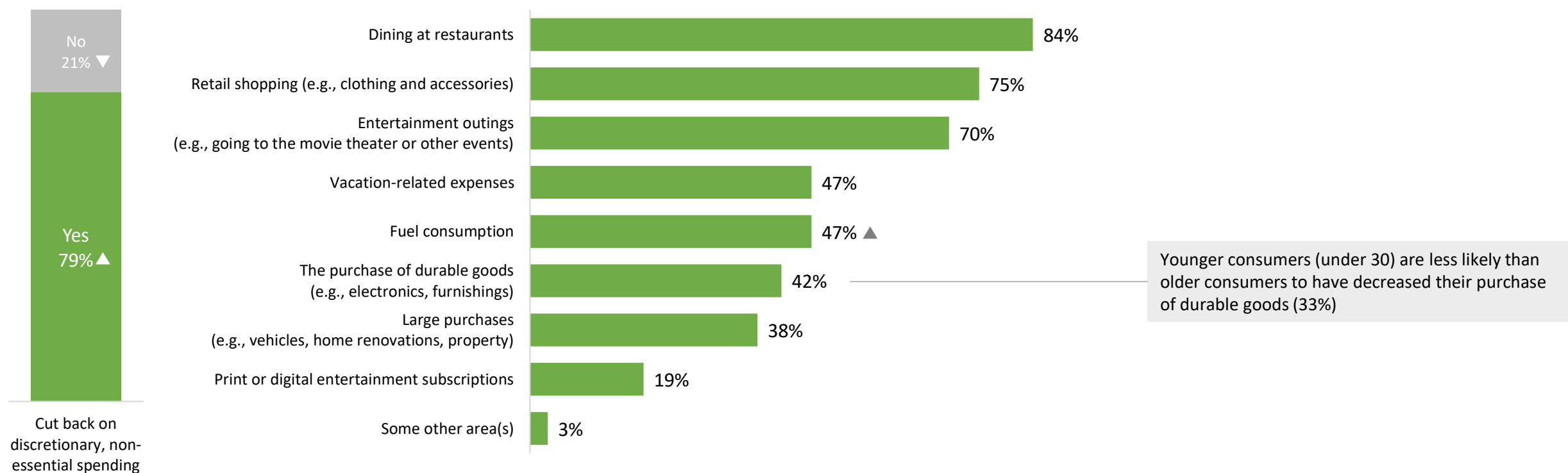
Shopping, Purchasing Experiences due to Coronavirus/COVID-19



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

More consumers report cutting back on discretionary spending this wave, and a reduction in fuel consumption in particular is more likely (as travel is reduced and quarantine measures are implemented).

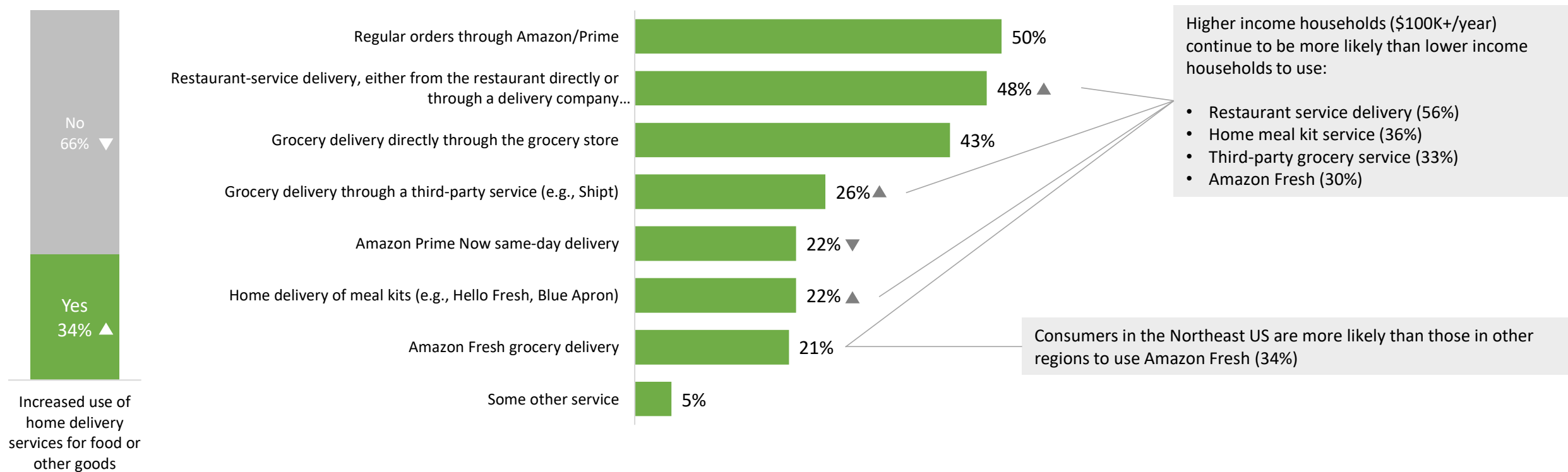
Areas of Reduced Discretionary Spending due to Coronavirus/COVID-19



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)

As more consumers are facing stricter quarantine measures, they're also using home delivery services more frequently at this time. Usage of restaurant delivery services, third-party grocery delivery services, and home meal kit deliveries have all increased.

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)



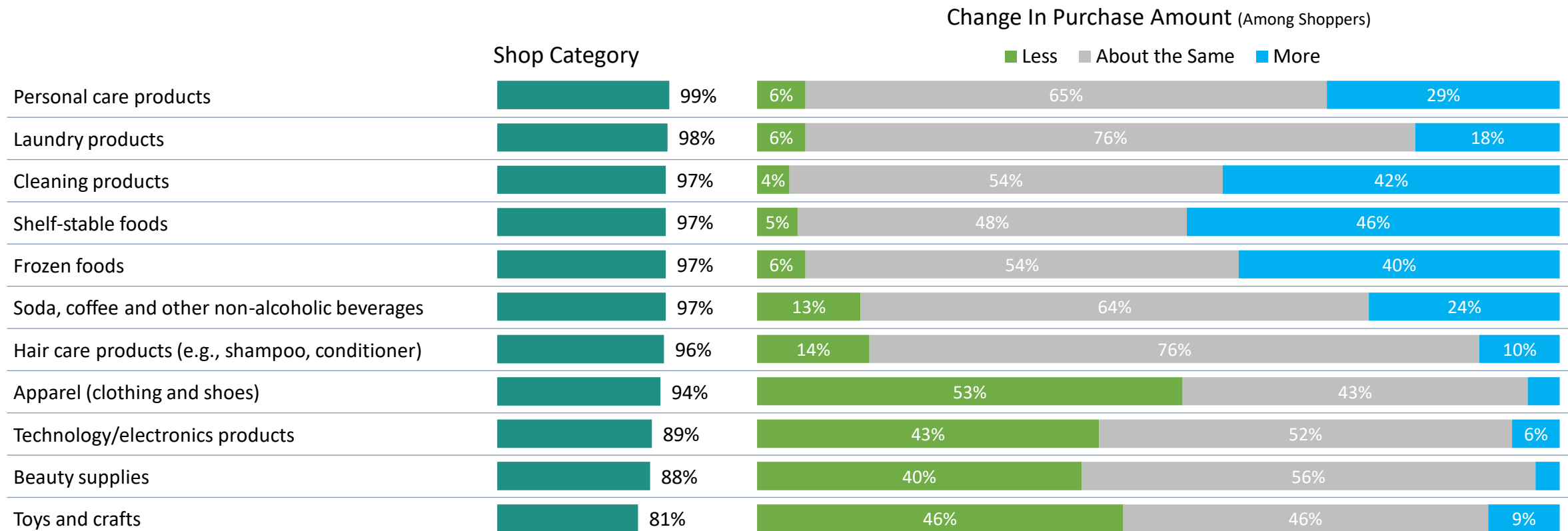
# Changing Purchase Behaviors

- Category Purchase Volume
- Brand Loyalty



As Americans continue to look for ways to reduce their discretionary spending, they are purchasing less in apparel, electronics, beauty supplies, and toys. Continuing the trend from the previous wave, purchases of cleaning products, shelf-stable foods, and frozen foods have increased.

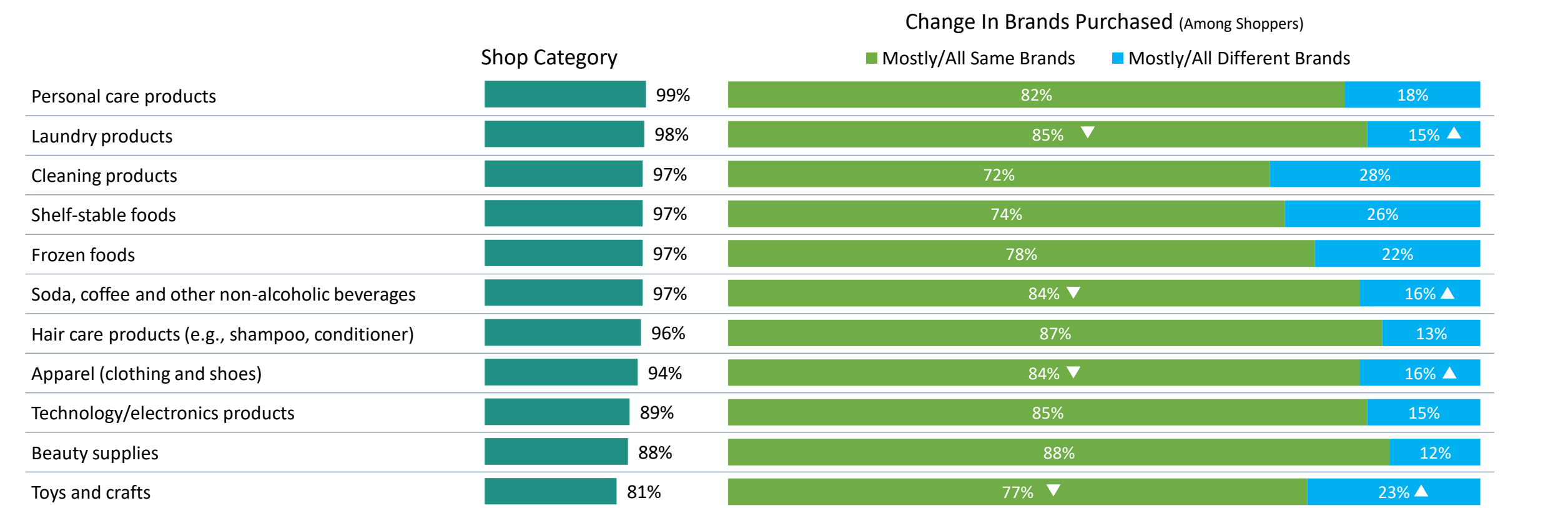
## Coronavirus/COVID-19 Impact on Categories Shopped



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

Compared to the previous wave, more consumers are shopping different brands than usual across laundry products, beverages, apparel, and toys and crafts. Brand switching remains high for cleaning products, shelf-stable foods, and frozen foods.

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

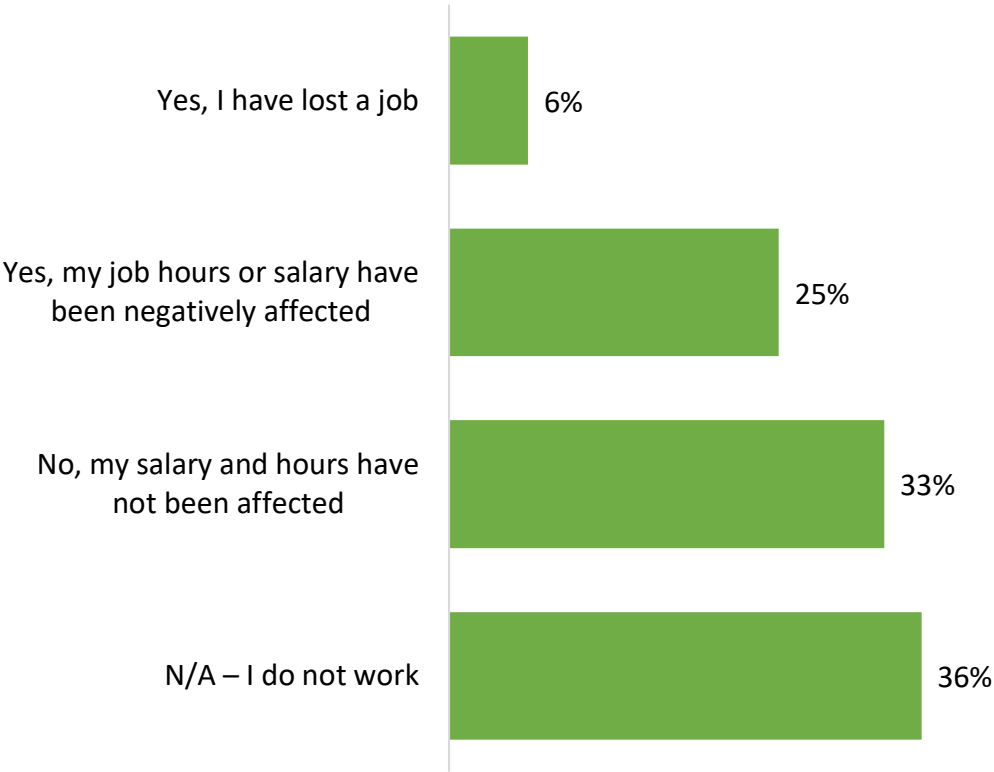
- Effect on Job Status, Hours Worked
- Remote Working








There has been no significant change in reports of lost jobs, salary, or wages since the previous wave, but nearly one-third of Americans have been negatively affected in this way since the onset of the pandemic. Job losses are disproportionately high among the below-30 age group.

Coronavirus/COVID-19 Impact on Employment



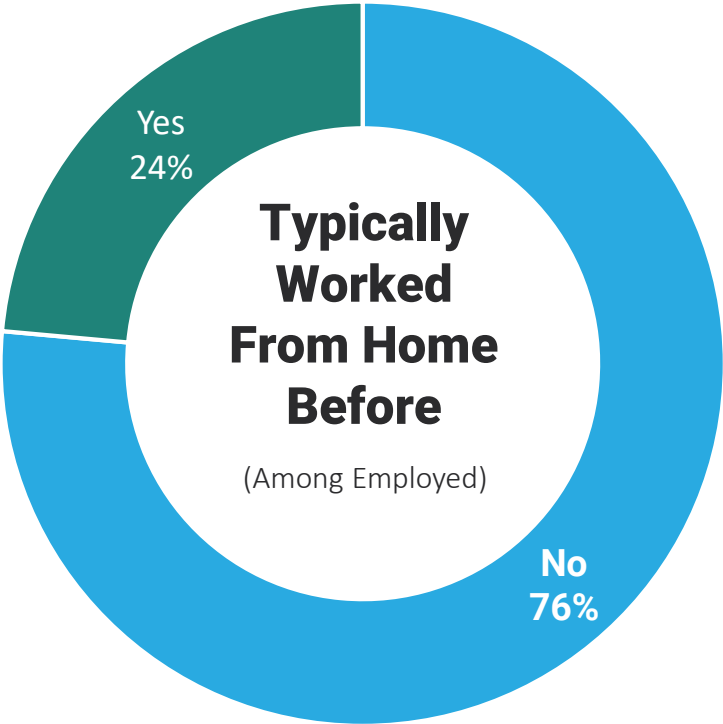
	Under 30	30 to 44	45 to 59	60 or older
Lost Job	10%	6%	6%	3%
Lost Job or Wages	37%	37%	33%	18%

	Male	Female
Lost Job	6%	6%
Lost Job or Wages	32%	30%

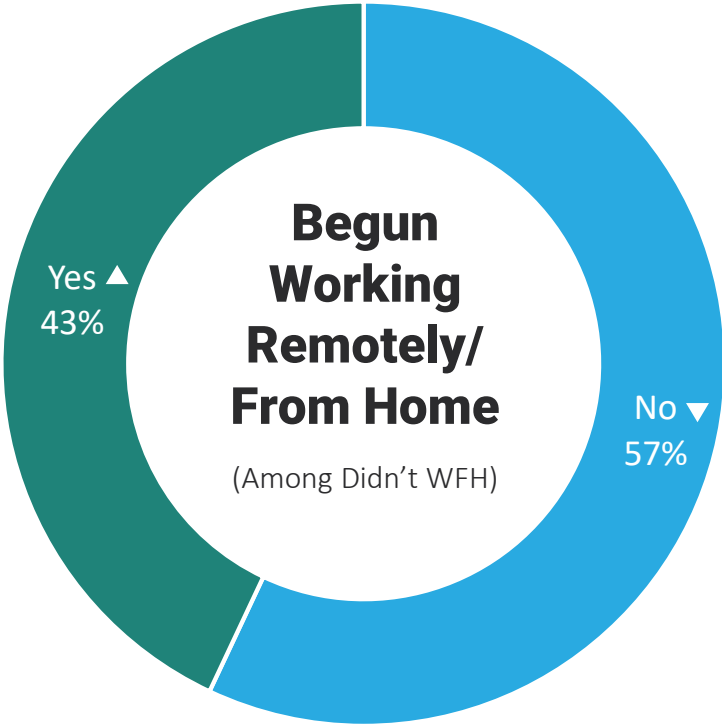
	Northeast	Midwest	South	West
Lost Job	8%	7%	5%	6%
Lost Job or Wages	34%	30%	29%	32%

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

With this wave, there has been a significant increase in the number of people who have begun working from home as a result of the COVID-19 pandemic. The work-from-home trend is highest among higher-income households.



	% Yes
Under 30	20%
30 to 44	26%
45 to 59	21%
60 and older	27%
Under \$50K	19%
\$50K to \$100K	25%
\$100K or more	26%



	% Yes
Under 30	39%
30 to 44	51%
45 to 59	39%
60 and older	39%
Under \$50K	31%
\$50K to \$100K	36%
\$100K or more	60%

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)

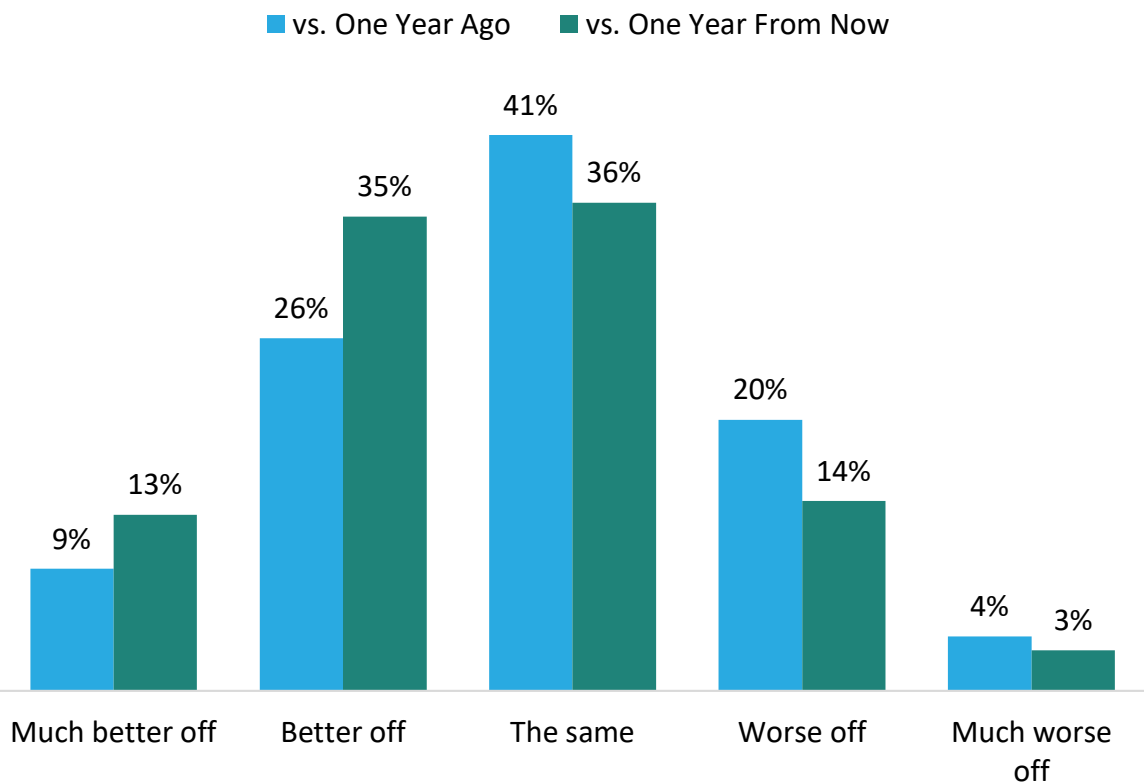
# Outlook

- Consumer Confidence
- Projected Impact
- Anticipated Recovery Time

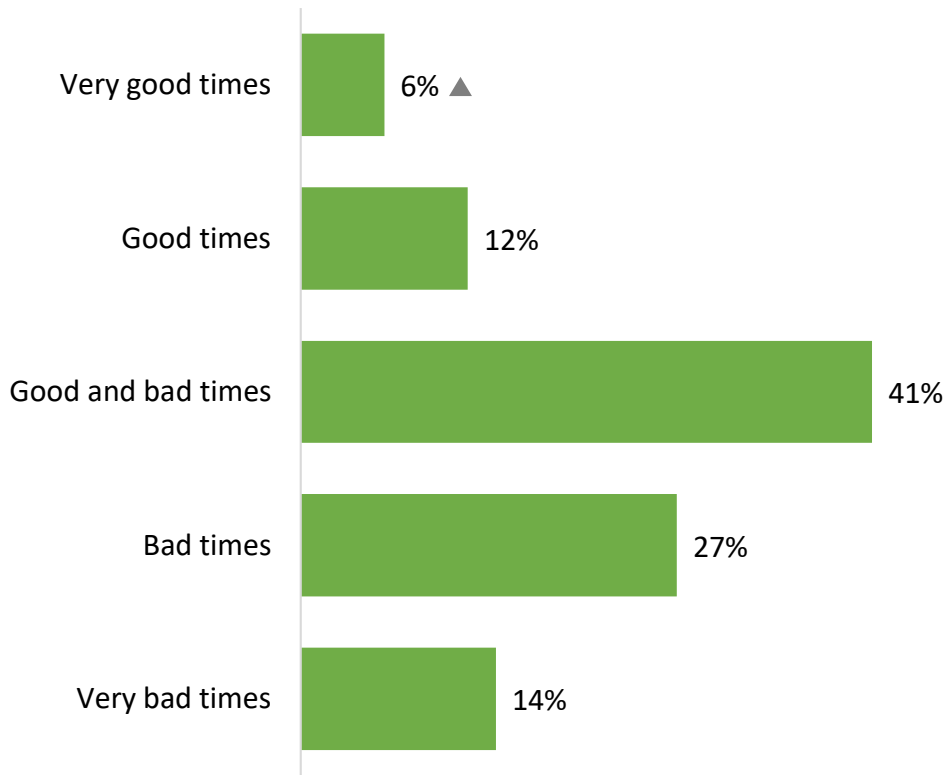


There is little change in Americans' thoughts on the future of their finances, both personally and in the US overall. Most expect a mix of good and bad times financially over the next twelve months, and most feel their own personal financial state will not be different one year from now versus where it is today.

Personal Financial State vs. One Year Ago, From Now



US Business Financial State Over Next 12 Months

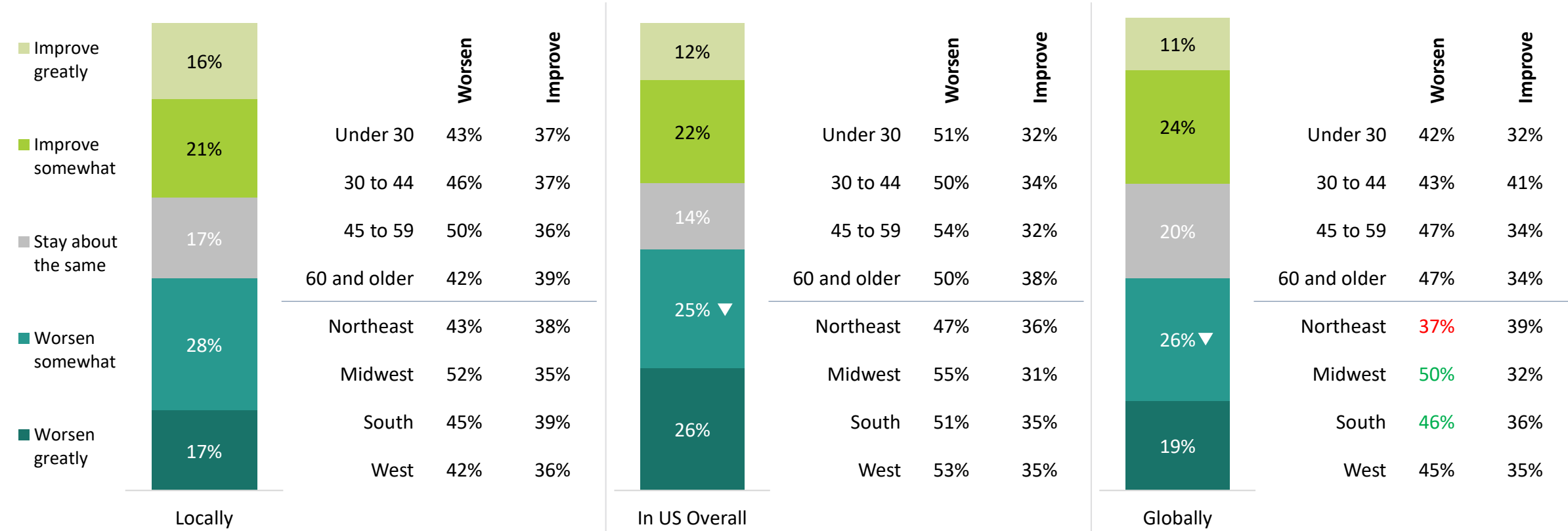


Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / Q3 - Now looking to the future: Do you think one year from now you/your family will be better or worse off than you are today? / Q4 - Now thinking about business conditions in general in the US: Do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



Americans' outlook on how the COVID-19 situation will unfold over the next 30 days remains bleak, with around half indicating that they feel the situation will worsen.

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

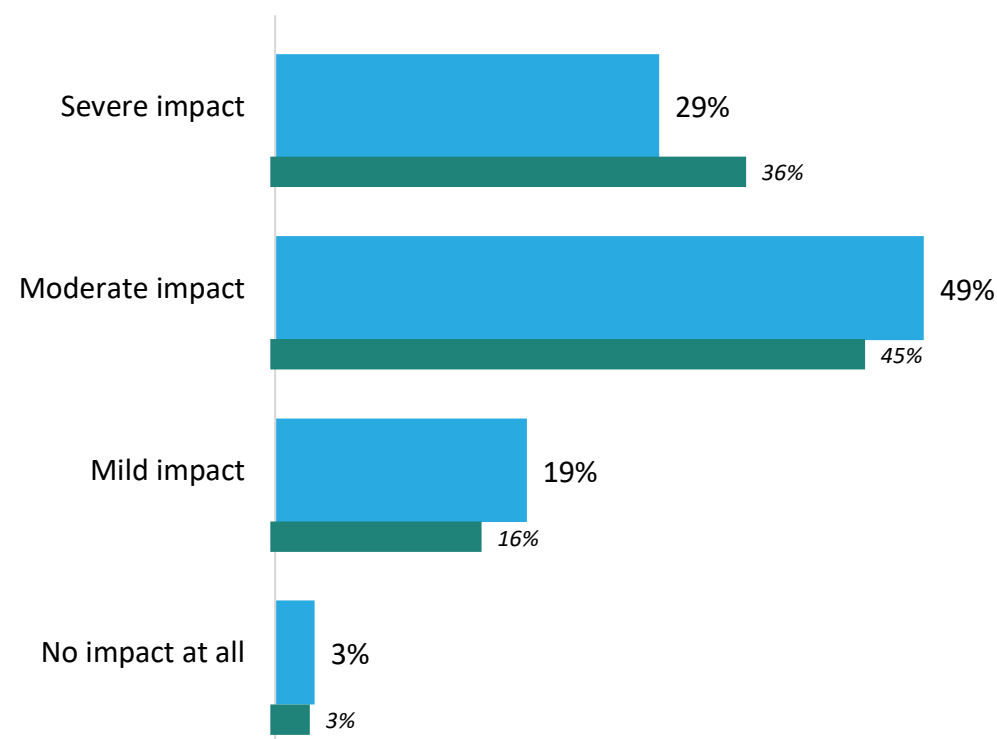


Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/COVID-19 situation to change in the next 30 days? Base: COVID-19 Aware

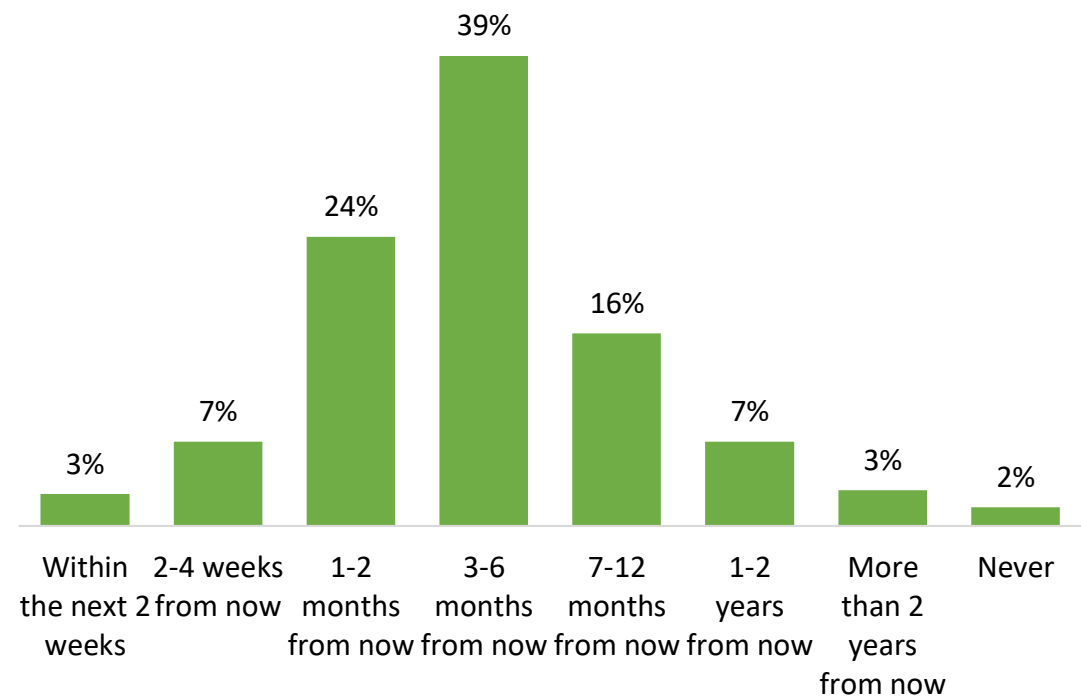
With little anticipated change in the COVID-19 situation overall in the next 30 days, Americans' anticipated impact on their own personal lives is steady - over two-thirds believe it will have at least a moderate impact. The anticipated time until things are "back to normal" remains around six months.

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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