



COVID-19 Pandemic Impact on US Consumers

W4 | April 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 fourth wave of aytm's COVID-19 Consumer Tracker fielded Thursday, April 9, 2020 – Friday, April 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.

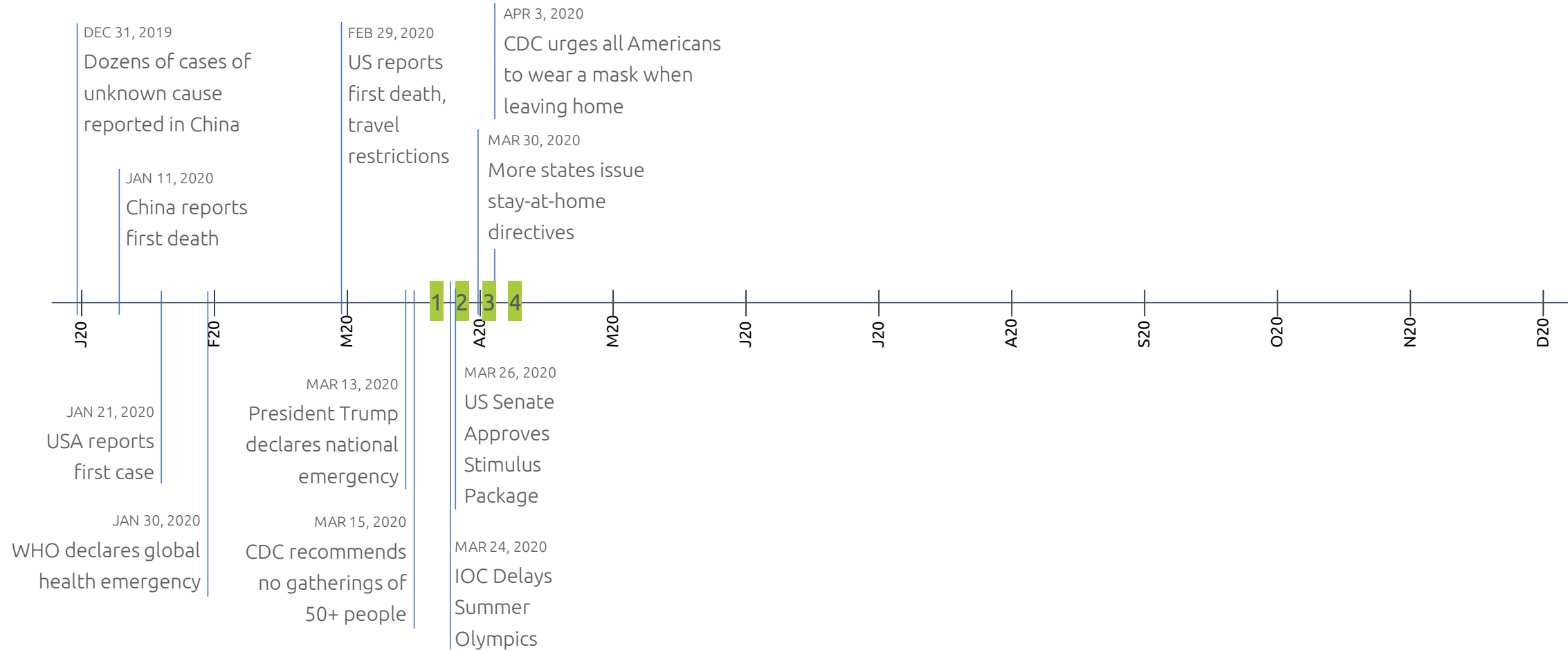
All significance testing is conducted at 95% confidence level with the effective base used as the sample base for statistical calculations (Effective Base = 977 for Total sample).

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, unless noted otherwise.

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 levels begin to soften, but remain high

- Overall this week, Americans are less concerned about the pandemic than in previous weeks—but anxieties remain.
- About half of Americans still believe the pandemic is actually worse than we're being led to believe.
- Concern for the health of others still outpaces concern for one's own health, and this week brings an increase in Americans' concern for the health of others in their local communities.

Impacts on daily life expand, and consumers adapt

- Four out of five Americans say that the pandemic has had at least a moderate impact on their daily lives.
- One in 10 Americans now reports a job loss due to the pandemic, and many more have experienced a reduction in salary, hours, or wages.
- As Americans face uncertainty, discretionary spending continues to be cut. Spending is reduced in most major categories of non-critical products as well as fuel and large purchases.
- "Pandemic buying" continues to impact shopping behavior, and nearly 90 percent of Americans have faced a product shortage.
- To cope with the new consumer landscape, shoppers are opening up to switching brands across several categories, including shelf-stable and frozen food, cleaning and personal care products, and non-alcoholic beverages.
- Brand switching is primarily driven by consumers experiencing product shortages or stockouts and seeking more affordable alternatives to their usual brands.

A more positive outlook on the days ahead

Those who believe the pandemic will improve over the next 30 days outnumber those who believe it will worsen for the first time since measurement began. Fewer Americans are expecting a severe impact on their daily lives from the pandemic over the next 30 days, although most still expect it will take several months for things to return to normal. The majority of Americans believe they will be better off or the same, financially, one year from now. Just 12 percent expect to be worse off financially – a significant decrease from the previous week.

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

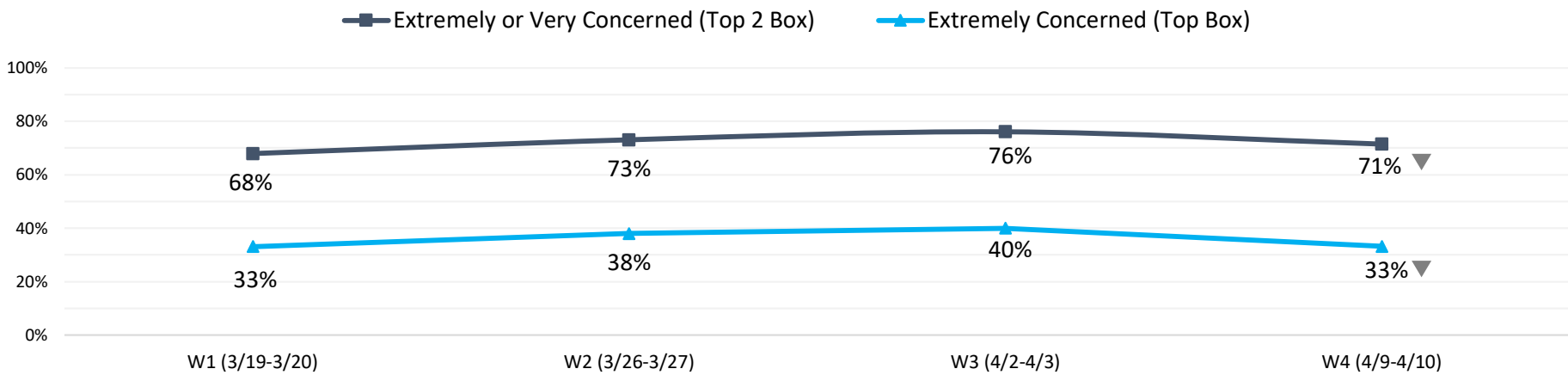


Coronavirus/COVID-19 Concern Level, Perceived Severity

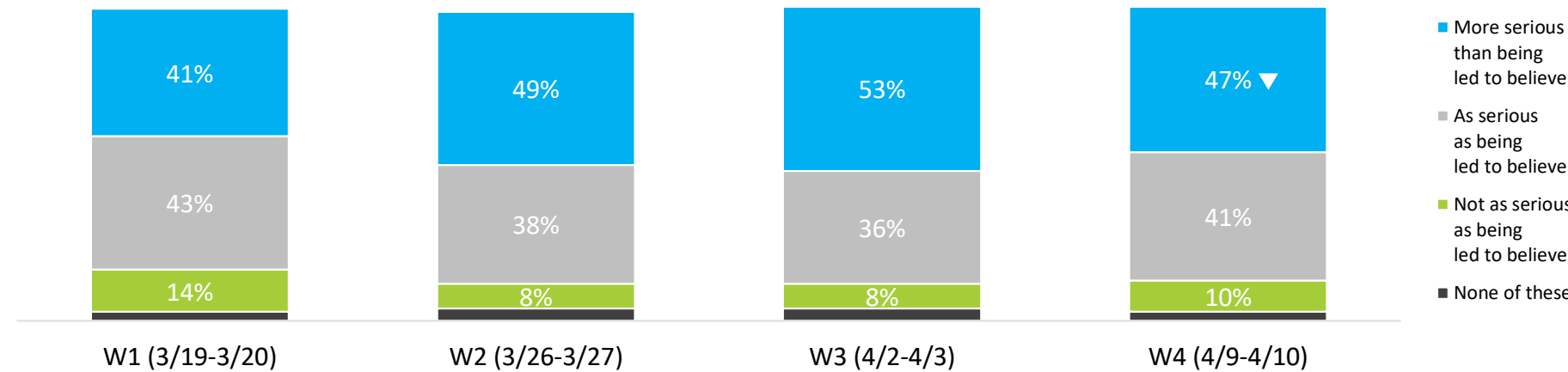
Despite falling this week to earlier levels, concern about the pandemic remains high. One-third of Americans are extremely concerned.

About half of Americans still believe the pandemic is worse than we are being led to believe, but this is down significantly from last week.

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?

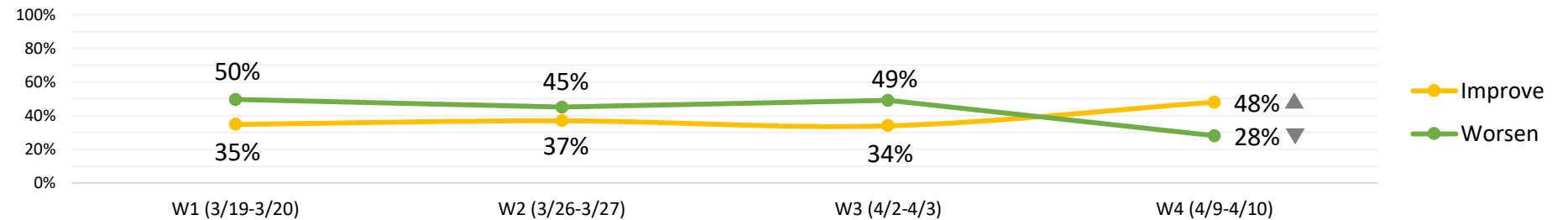
Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/COVID-19 situation? Base: COVID-19 Aware

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

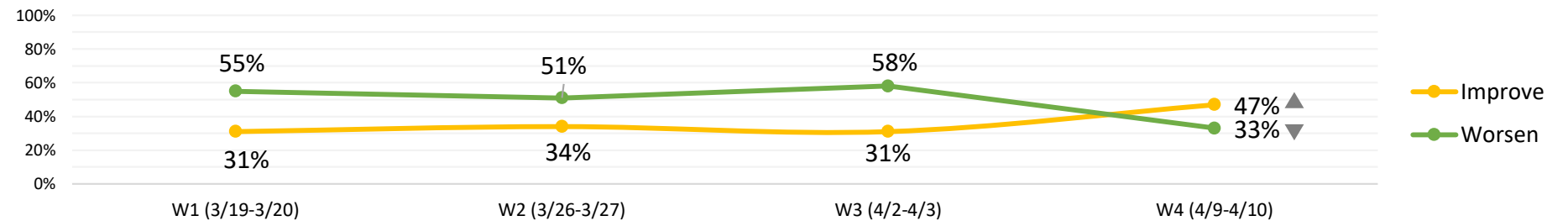
Those who believe the pandemic will improve **locally** over the next 30 days outnumber those who believe it will worsen for the first time since the tracker's beginning.

Change Locally in Next 30 Days



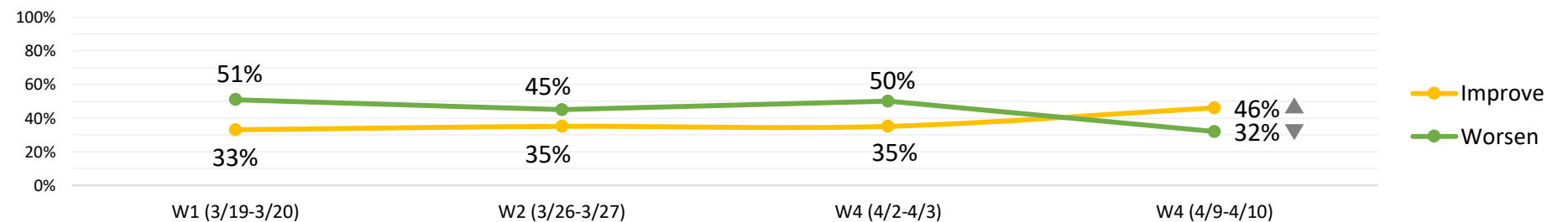
Likewise, nearly half of Americans believe the pandemic will improve in the **US overall**, a significant increase from the previous week.

Change in US Overall in Next 30 Days



Americans are more optimistic about the **global** pandemic situation as well, with 46 percent believing that the situation will improve in the next 30 days.

Change Globally in Next 30 Days



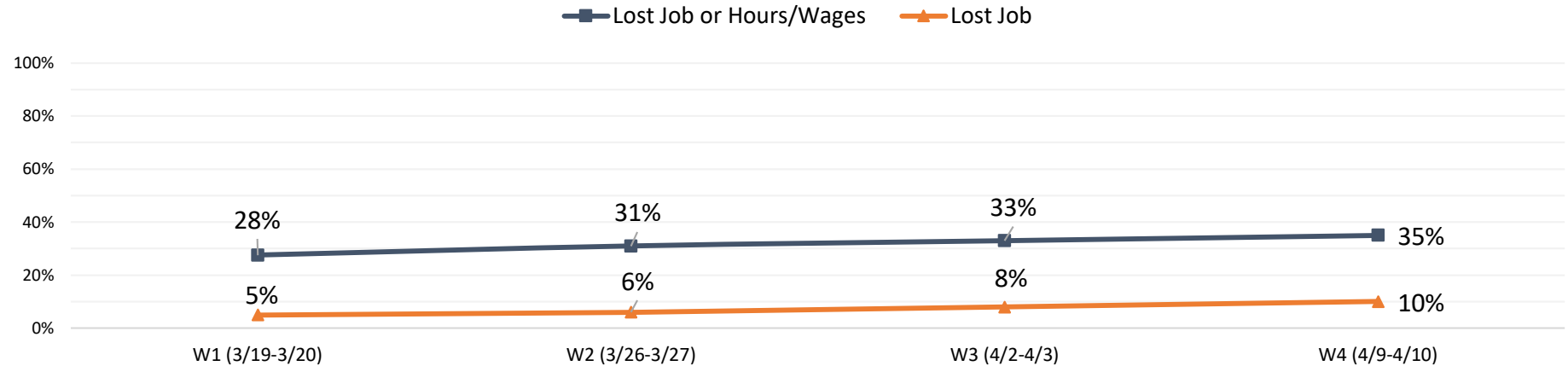
Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/COVID-19 situation to change in the next 30 days? Base: COVID-19 Aware

Employment, Financial Impact of Coronavirus/COVID-19

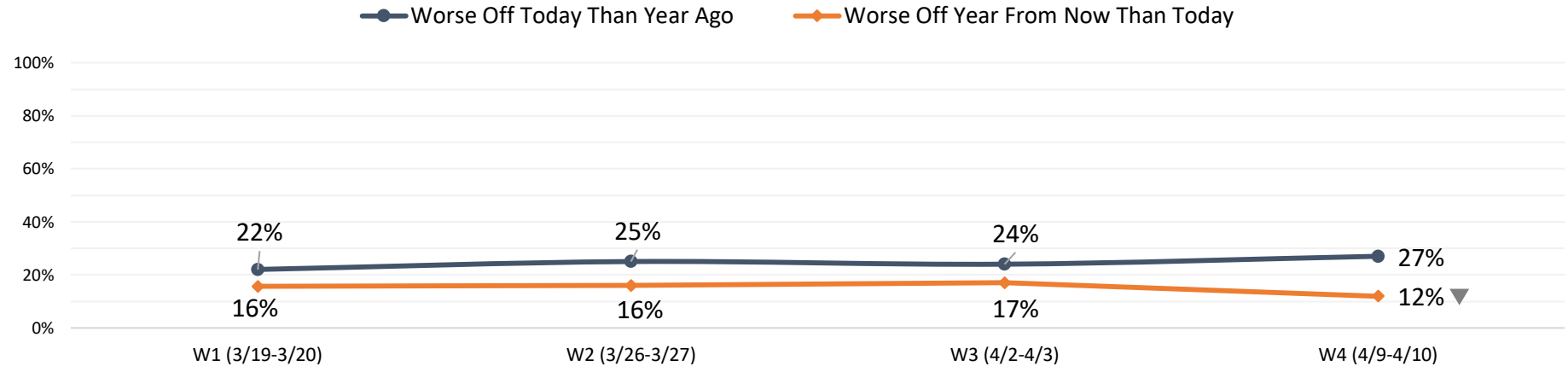
A steady rise in adverse employment impacts continues this week, with one in 10 Americans now reporting a job lost to the pandemic.

Looking ahead, Americans are increasingly optimistic about their financial state one year from now with just 12 percent expecting to be worse off – a significant decrease from the previous week.

Coronavirus/COVID-19 Impact on Employment



Personal Financial State vs. One Year Ago, From Now

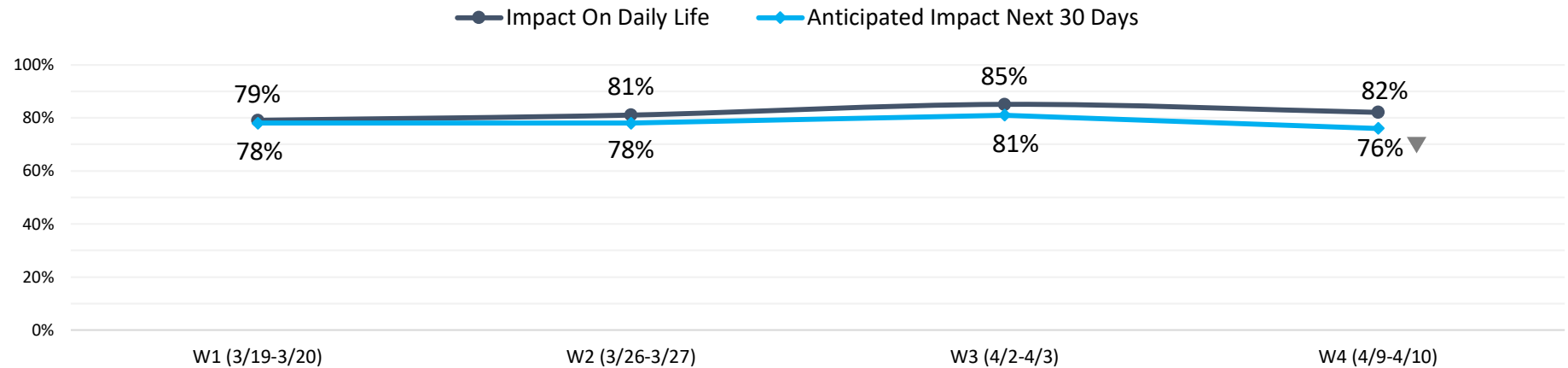


Q19 - Have you lost a job or have your job hours or salary been negatively affected by the Coronavirus/COVID-19 situation? Base: COVID-19 Aware | Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / Q3 - Now looking to the future: Do you think one year from now you/your family will be better or worse off than you are today? Base: COVID-19 Aware

Impact, Estimated Timeline of Coronavirus/COVID-19

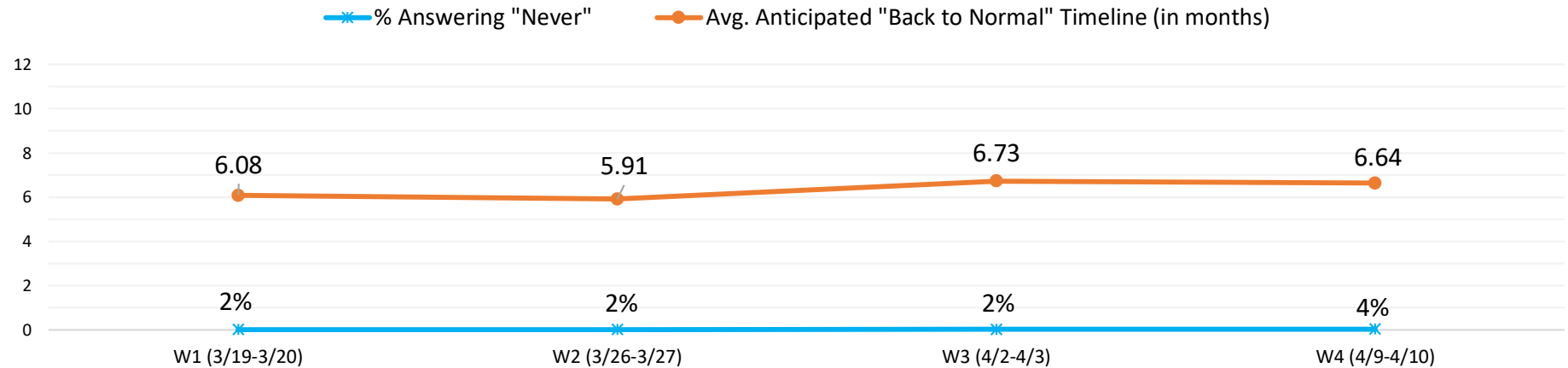
Around 80 percent of Americans continue to report that the pandemic has had a severe or moderate impact on their daily lives. The number expecting a severe/moderate impact over the next 30 days has decreased this week.

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



The average anticipated "back to normal" time is flat at around six and a half months.

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

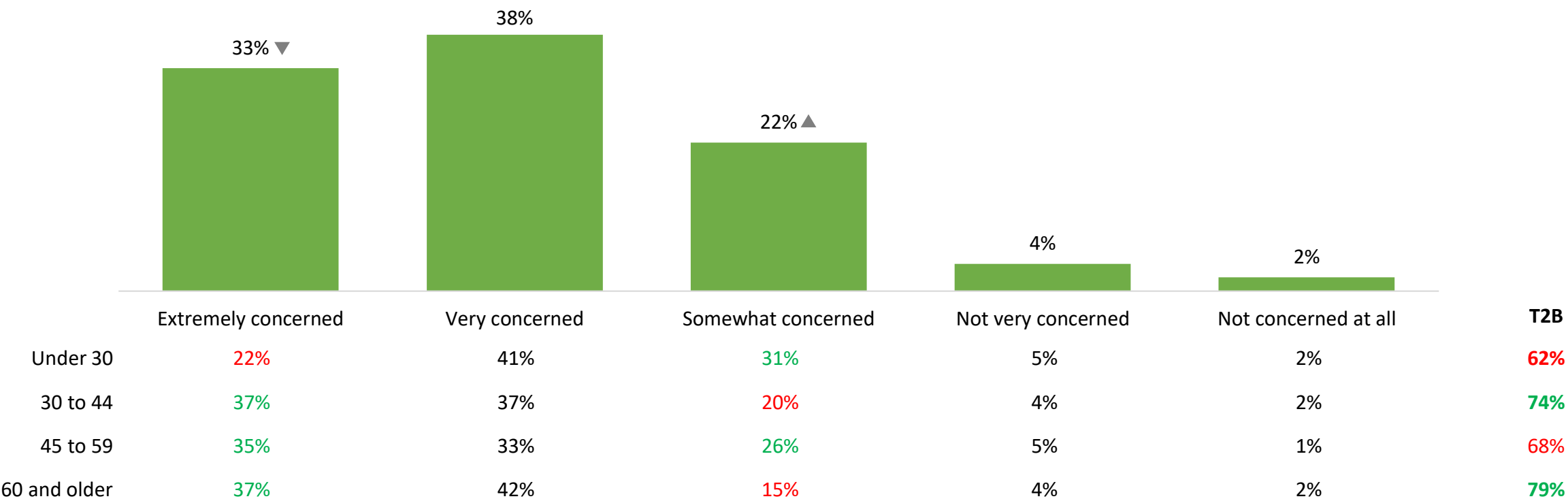
Awareness, Perceptions, Concerns

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



Fewer Americans are **extremely** concerned about the COVID-19 pandemic overall this week, but top two box concern remains high at 71 percent. Those under 30 continue to exhibit the lowest levels of overall concern. Interestingly, from a top two box perspective, those 45 to 59 are less concerned than those 60 and older.

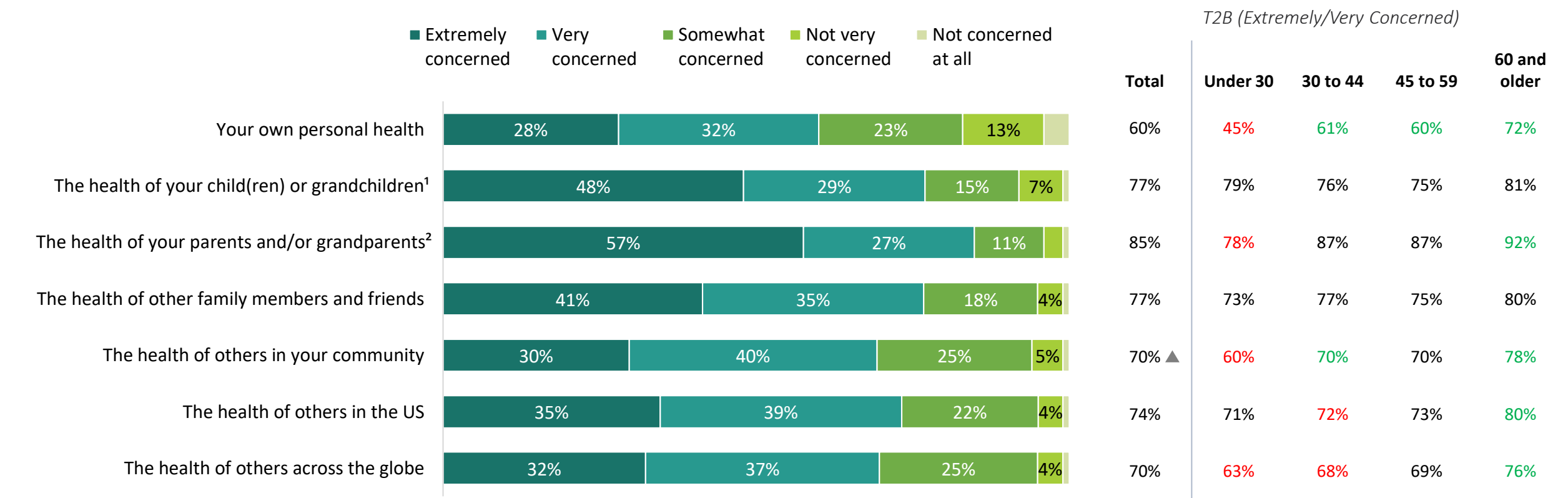
Coronavirus/COVID-19 Concern Level



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 an ongoing trend, Americans are generally more concerned about others than about themselves. However, Americans are exhibiting more concern for others in their local communities this week. Those 60 and older remain more concerned than other age groups about people across the country and the globe.

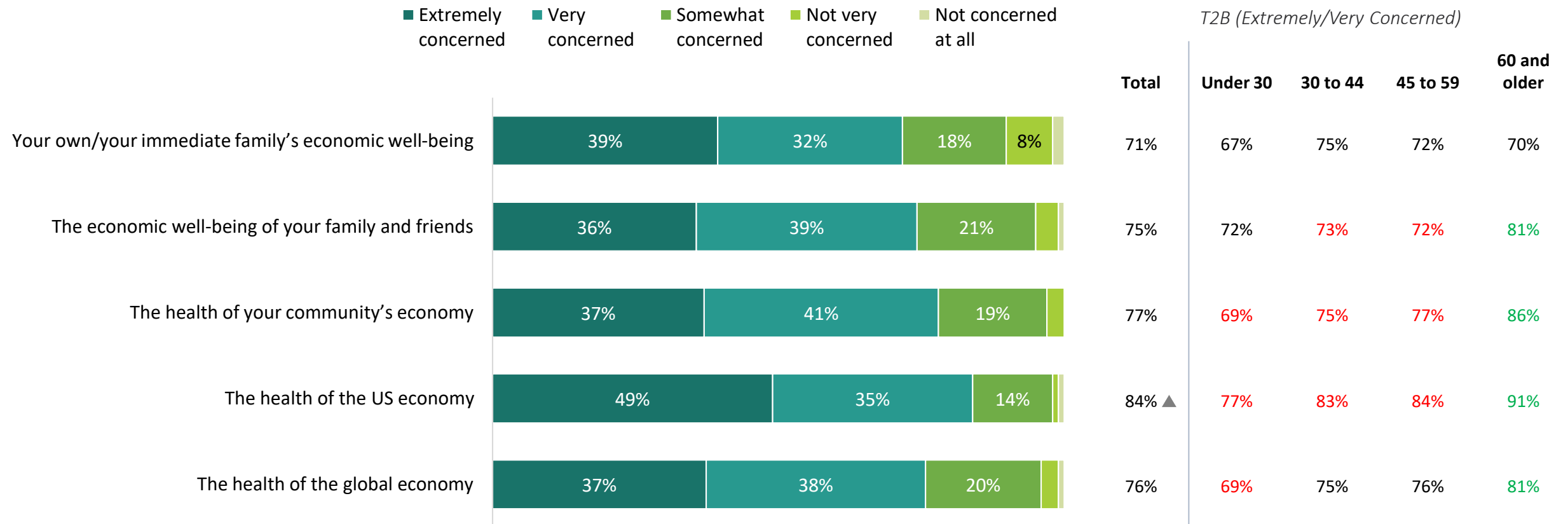
Coronavirus/COVID-19 Health Concerns



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

Concern for the US economy overall leads the list of Americans' financial fears brought on by the pandemic, but worries around personal finances and those of family and friends also remain high. Similarly to health concerns, economic concerns are highest among the older generation (60 and above).

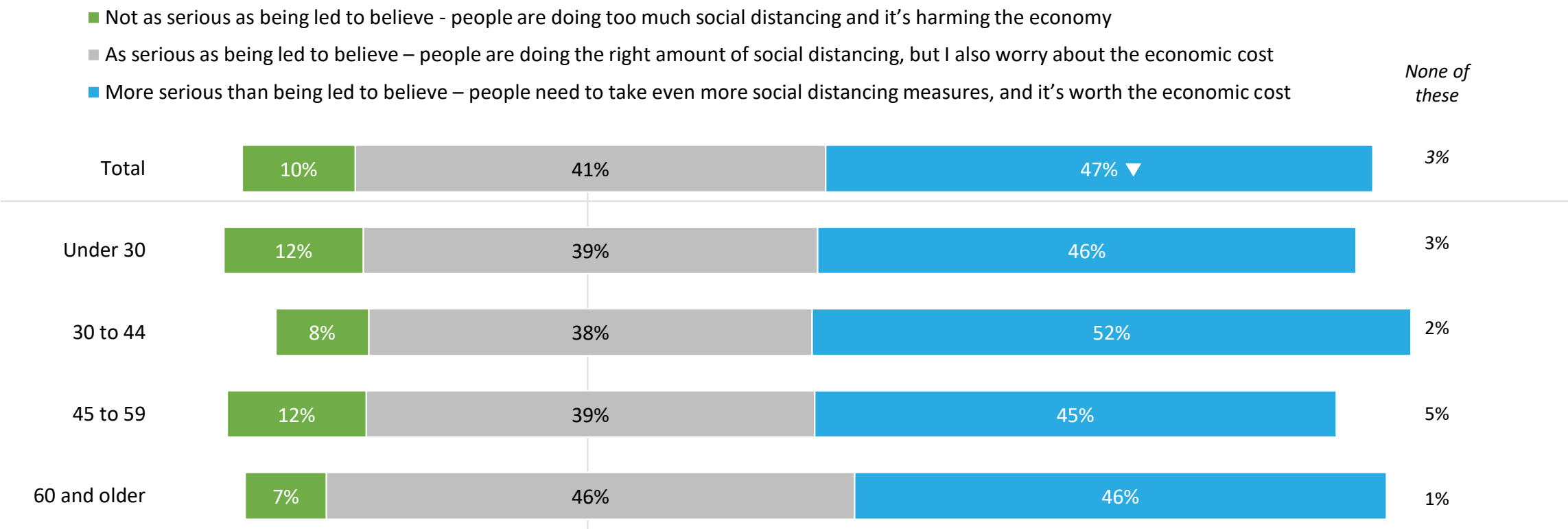
Coronavirus/COVID-19 Economics Concerns



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

A large number of Americans (47%) still believe the pandemic is more serious than we're being led to believe, but that number has declined this week. There is little meaningful difference in perceived severity across age groups.

Coronavirus/COVID-19 Perceived Severity

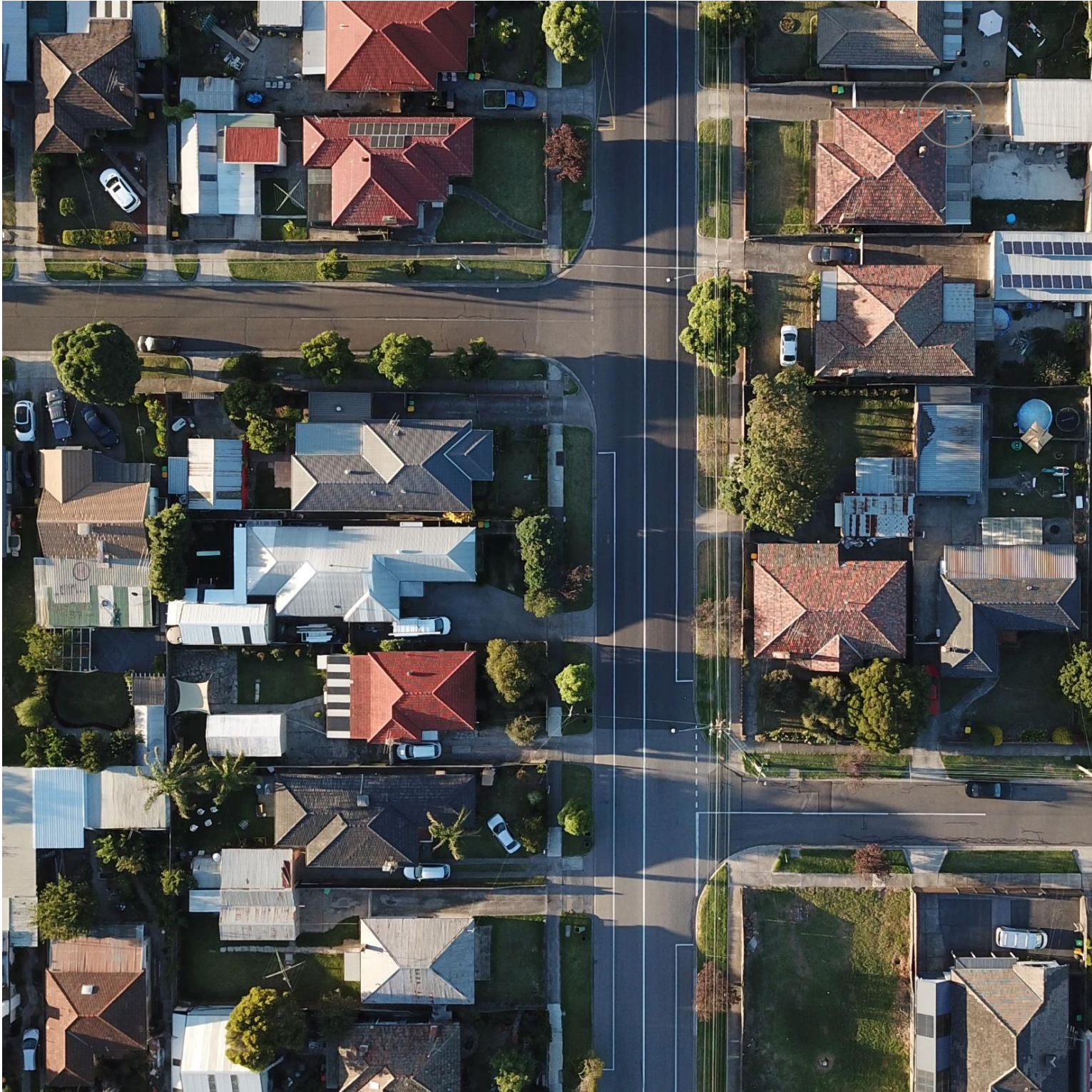


Q10 - Which statement below best describes your own general perception of the Coronavirus/COVID-19 pandemic? Base: COVID-19 Aware



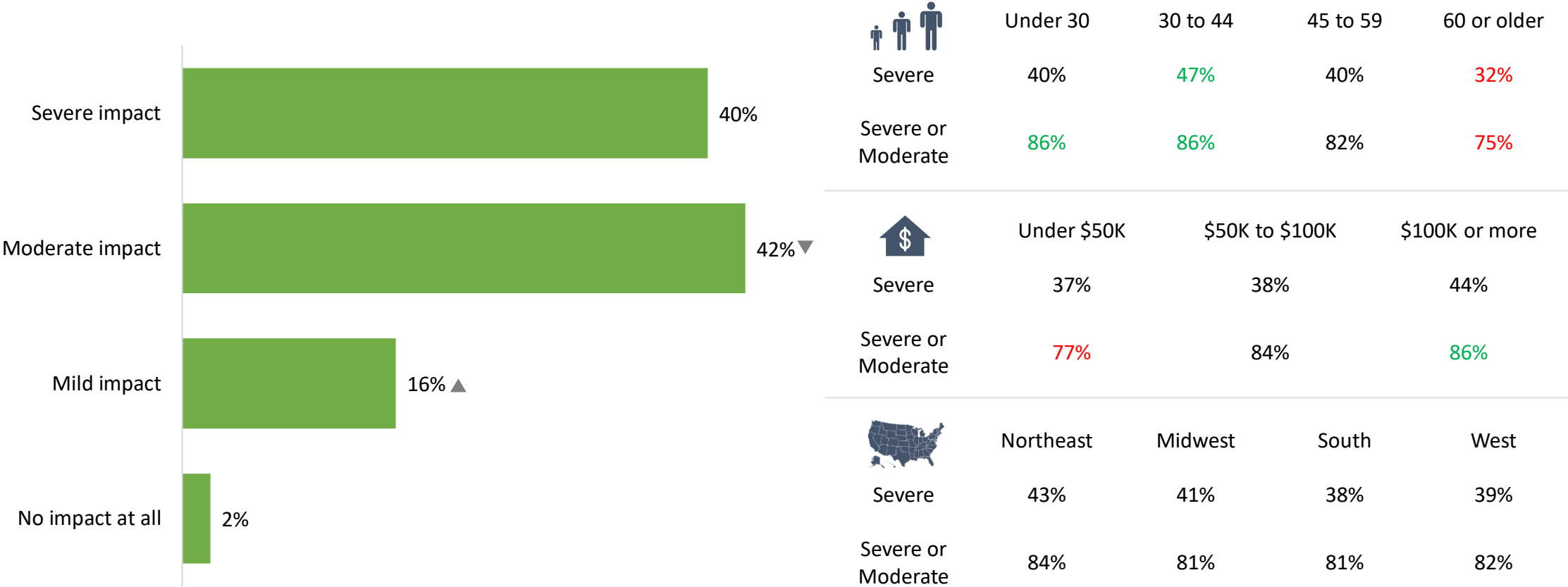
Impact on Daily Life

- Overall Impact
- Behavioral Reactions



To date, four out of five Americans say that the pandemic has had at least a moderate impact on their daily lives. Disruption is higher among younger age groups, and among higher-income households. This week, there is no difference in perceived disruption among geographic regions.

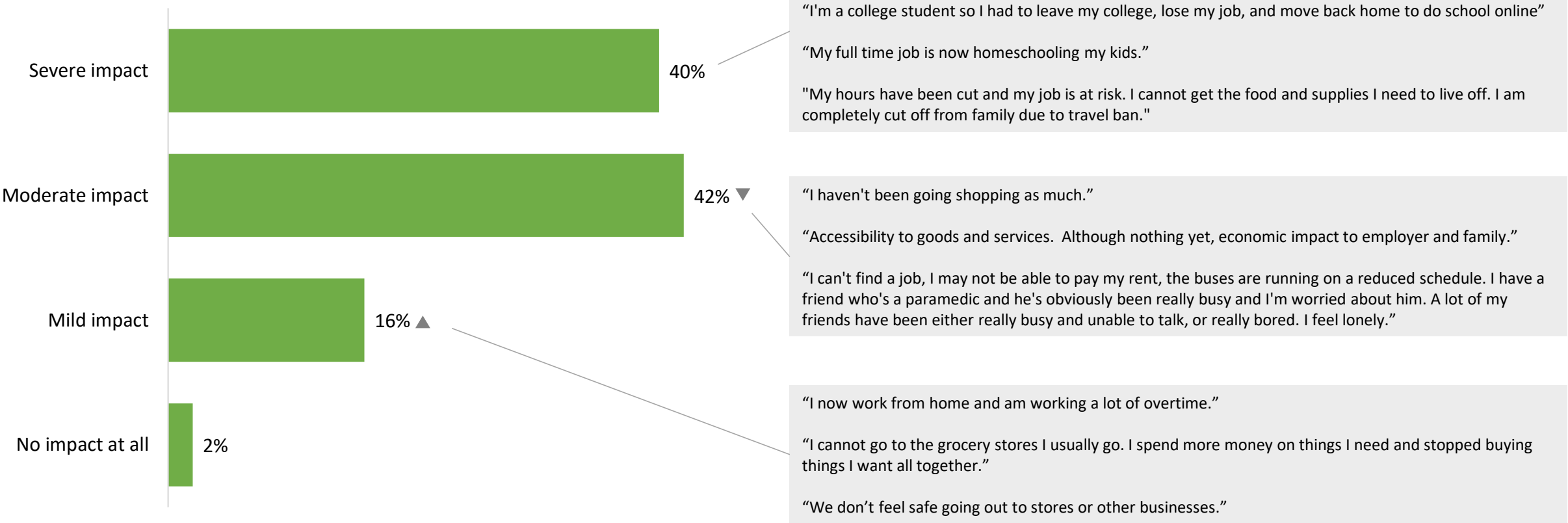
Coronavirus/COVID-19 Impact on Daily Life



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

Stress brought on by new work arrangements (or job loss altogether), dealing with kids at home, and the ever-present challenge of acquiring basic daily necessities are top-of-mind for those reporting that the pandemic has had a severe impact on their daily lives. Disruptions to routine and changes in buying behavior are mentioned by those reporting a more moderate impact.

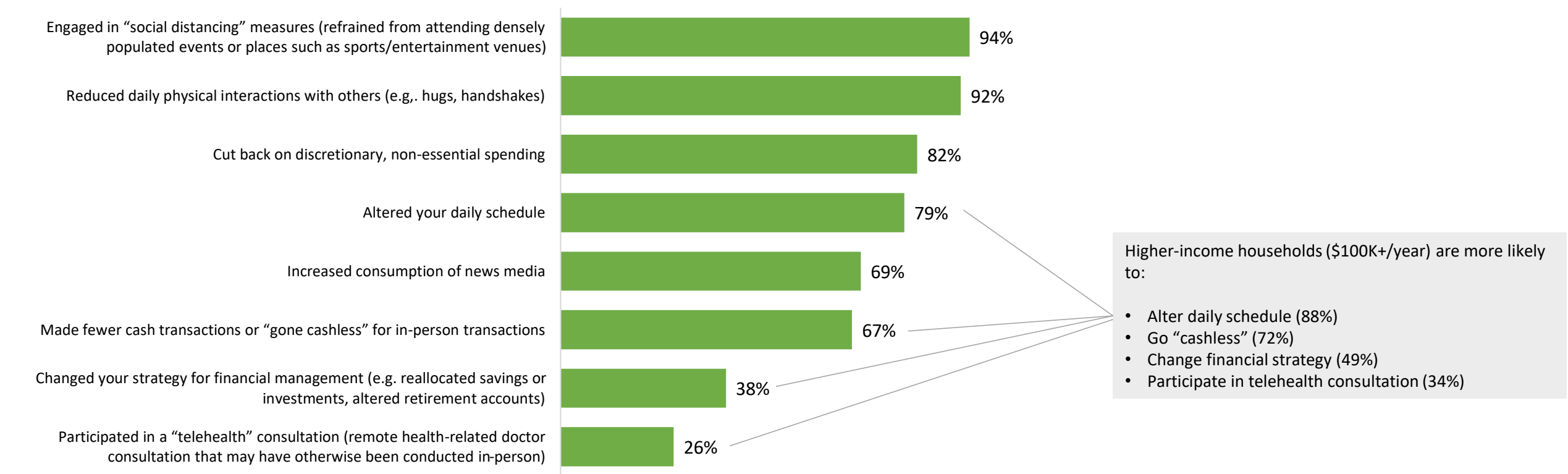
Coronavirus/COVID-19 Impact on Daily Life



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 clear majority of Americans continue to report engaging in social distancing, cutting back on discretionary spending, and altering their daily schedules. Behavioral changes differ along income lines, with higher-income households more likely than lower-income households to report several pandemic-induced effects.

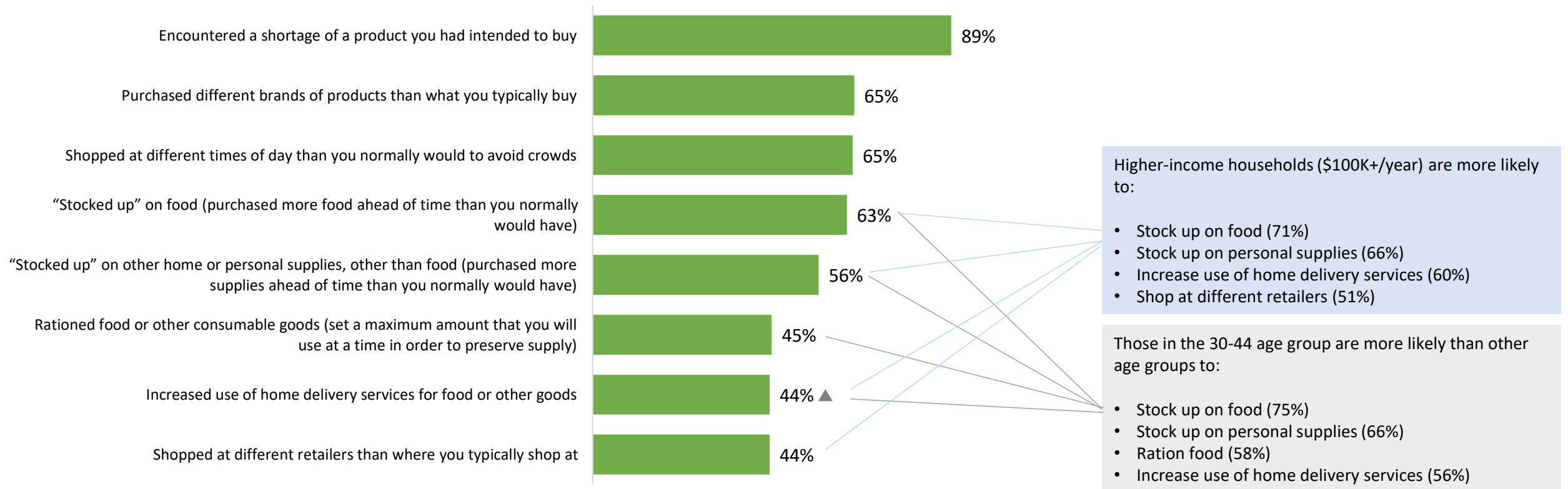
Behavioral Changes due to Coronavirus/COVID-19



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

Impacts to shopping and purchasing behaviors continue to expand, with 90 percent of all Americans having encountered a product shortage and “pandemic buying” taking hold. Many consumers report stocking up on food and personal care products. Usage of home delivery services continues to increase for the third straight week.

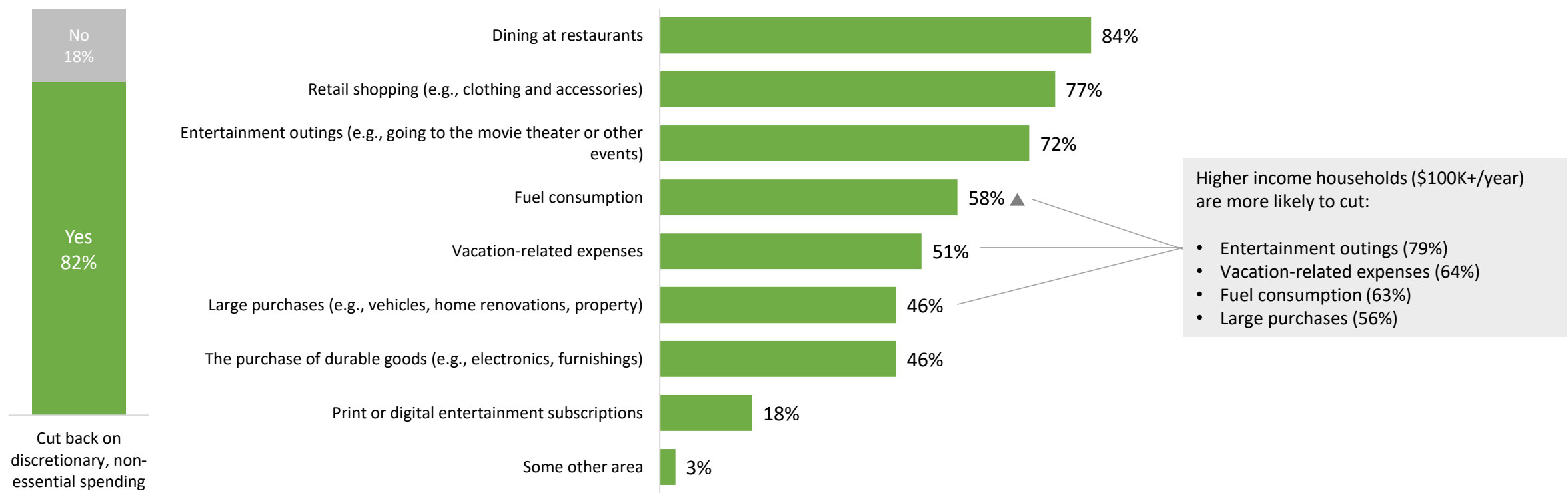
Shopping, Purchasing Experiences due to Coronavirus/COVID-19



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

Activities that involve community contact are the most likely to be cut as Americans reduce their discretionary spending. This week brings more cuts to fuel spending as consumers are driving less. Those with more discretionary income are more likely to cut back, especially on large purchases.

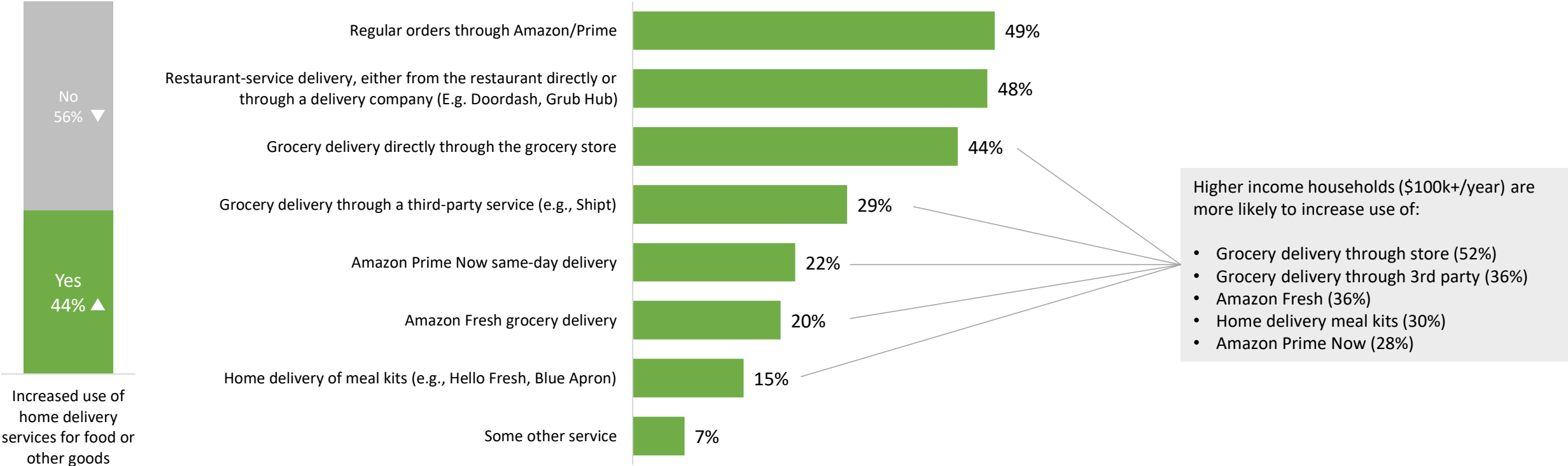
Areas of Reduced Discretionary Spending due to Coronavirus/COVID-19



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)

Overall, the use of home delivery services continues to rise this week as more Americans are staying at home. Regular orders through Amazon, restaurant service delivery, and grocery delivery are all seeing increased usage. Higher-income households are more able and more likely to increase use of home-delivery services in general.

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)

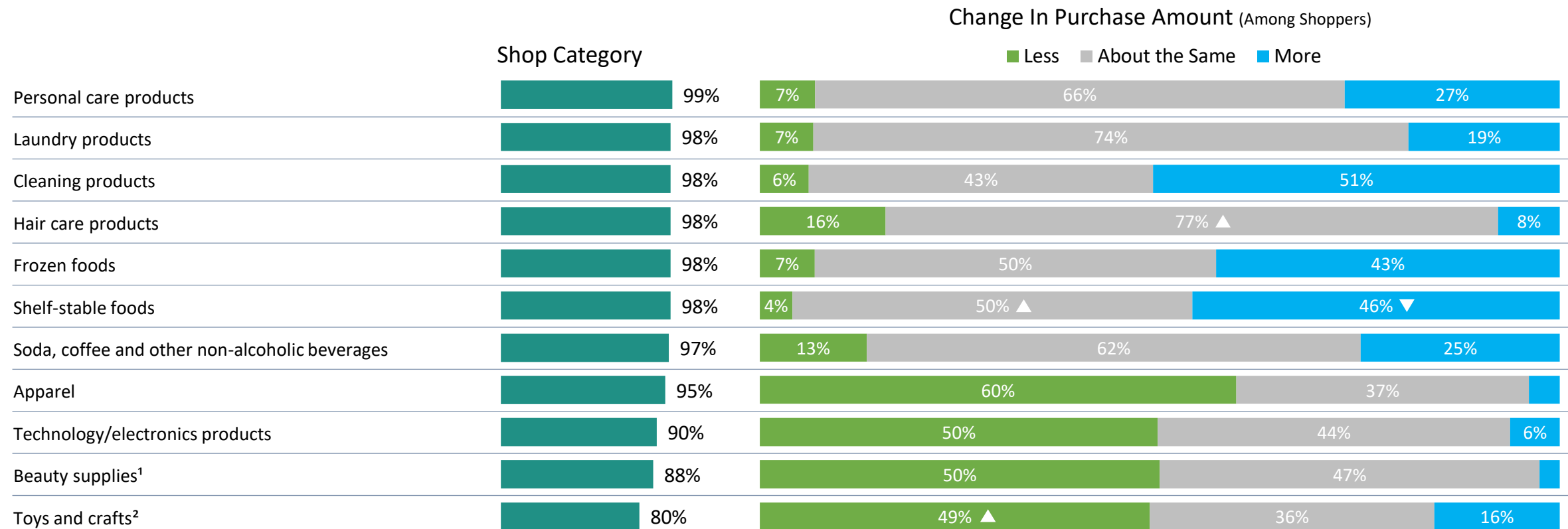
Changing Purchase Behaviors

- Category Purchase Volume
- Brand Loyalty



Americans continue to cut spending on less-critical categories such as apparel, tech products, beauty supplies, and toys. Half are spending more on cleaning supplies this week. Frozen foods and shelf-stable foods are also likely to see increased spending as consumers continue to stock freezers and pantries.

Coronavirus/COVID-19 Impact on Categories Shopped

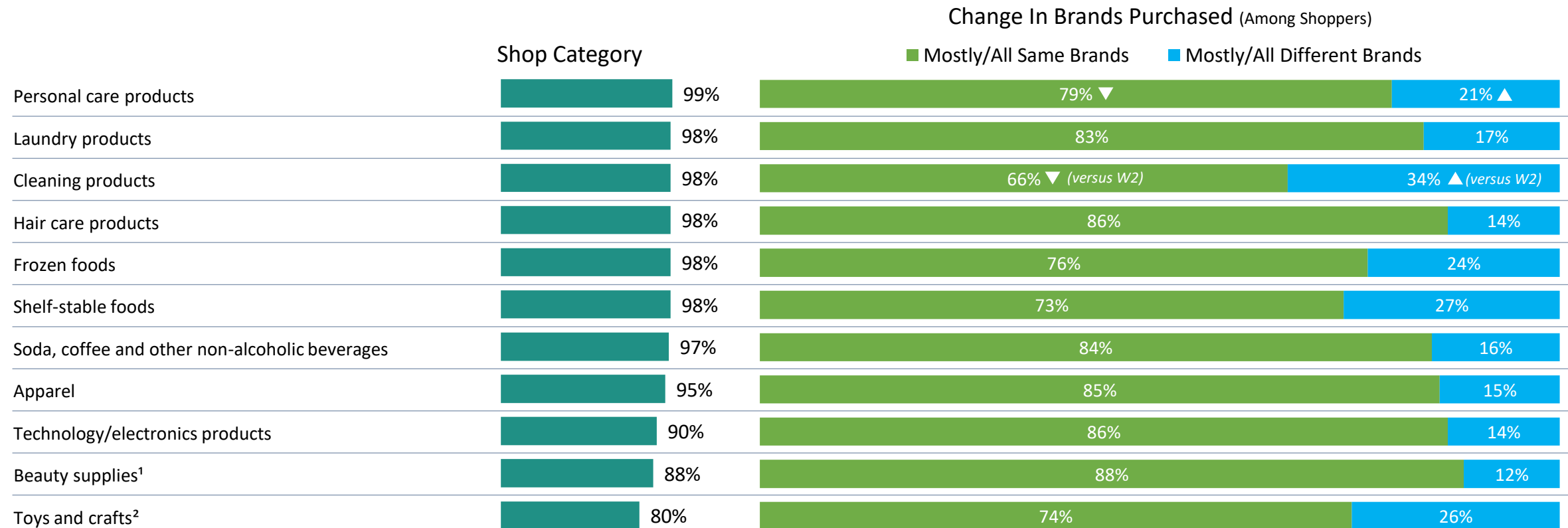


Q17 - Since the Coronavirus/COVID-19 situation began, have you purchased more, less, or about the same amount that you typically purchase in each category? Base: COVID-19 Aware

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

As consumers encounter product shortages and other pandemic-related shopper effects, significant brand switching is seen in cleaning products, frozen foods, shelf-stable foods, and toys. Brand switching is higher this week in personal care products, and has been increasing steadily in cleaning products for several weeks.

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)

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

The most significant drivers of brand switching across all categories are that a preferred brand is not available and a desire for more affordable options. Preferred brand stockouts are most common in cleaning products. Half of those shopping different brands in hair care, beauty supplies, tech products, and apparel are seeking less expensive options.

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	Switching to higher quality/better performing options	Just to have more variety	Some other reason(s)
Personal care products	21%	50%	37%	16%	24%	3%
Laundry products	17%	47%	46%	18%	25%	1%
Cleaning products	34%	62%	29%	15%	15%	3%
Hair care products	14%	36%	48%	22%	33%	1%
Frozen foods	24%	45%	35%	15%	35%	2%
Shelf-stable foods	27%	53%	31%	11%	24%	5%
Soda, coffee and other non-alcoholic beverages	16%	40%	40%	18%	35%	3%
Apparel	15%	27%	52%	18%	29%	9%
Technology/electronics products	14%	27%	50%	26%	25%	6%
Beauty supplies ¹	12%	28%	48%	12%	22%	1%
Toys and crafts ²	26%	28%	34%	16%	33%	10%

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)

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

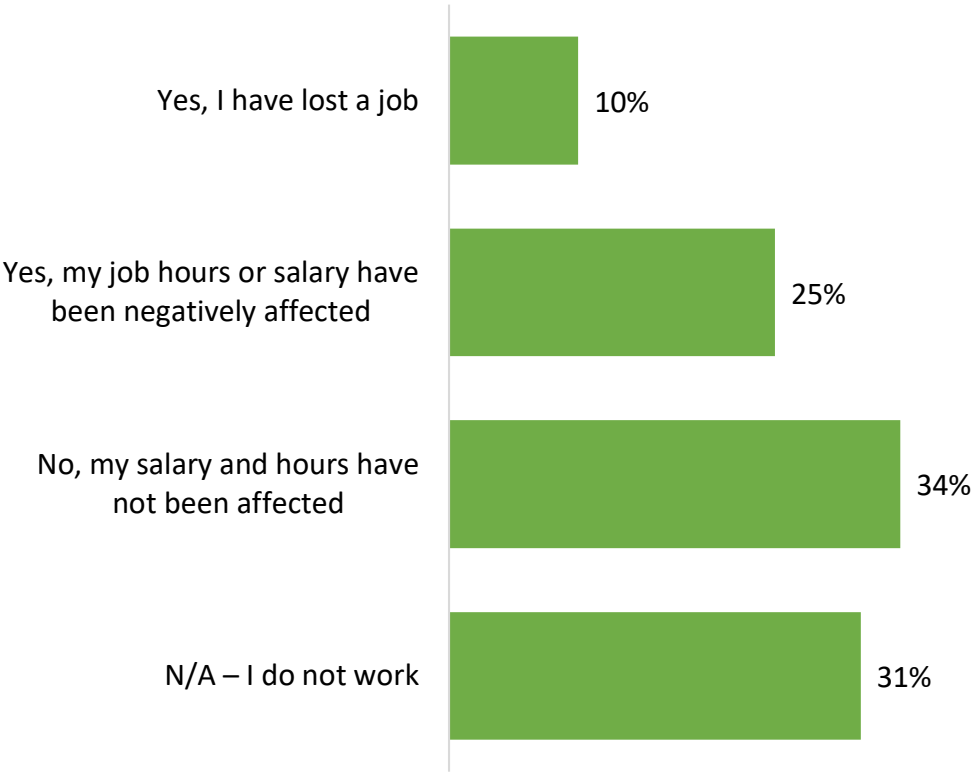
Employment Impact


- Effect on Job Status, Hours Worked
- Remote Working





Job losses from the pandemic are now reported by one in 10 Americans. Another quarter have seen some kind of negative impact to salary, wages, or hours. The northeastern and western parts of the country continue to report the most adverse employment effects from the pandemic.

Coronavirus/COVID-19 Impact on Employment



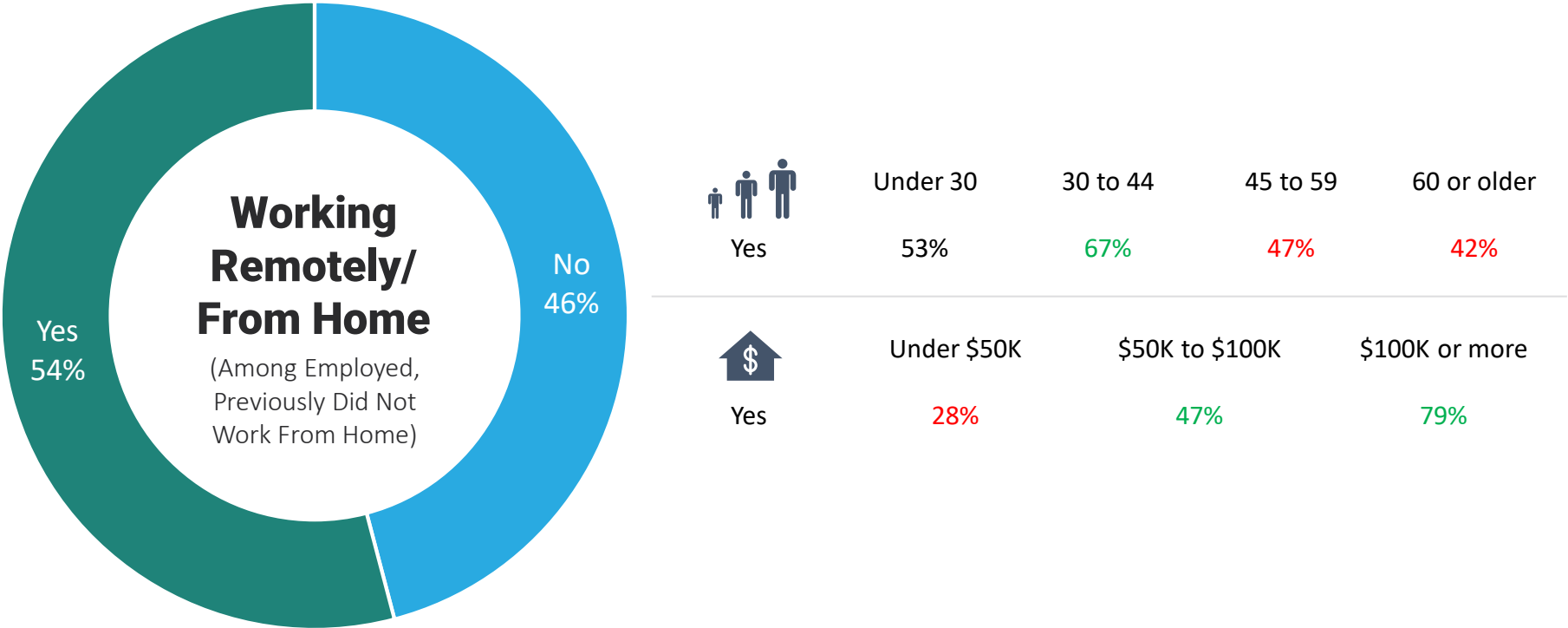
	Under 30	30 to 44	45 to 59	60 or older
Lost Job	17%	11%	9%	4%
Lost Job or Wages	39%	47%	40%	15%

	Male	Female
Lost Job	8%	11%
Lost Job or Wages	35%	34%

	Northeast	Midwest	South	West
Lost Job	11%	8%	8%	14%
Lost Job or Wages	41%	27%	31%	42%

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

As of this week, over half of employed Americans who did not previously work from home have begun doing so as a result of the pandemic. Working from home is more common among the 30-44 age group and higher-income households.



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)

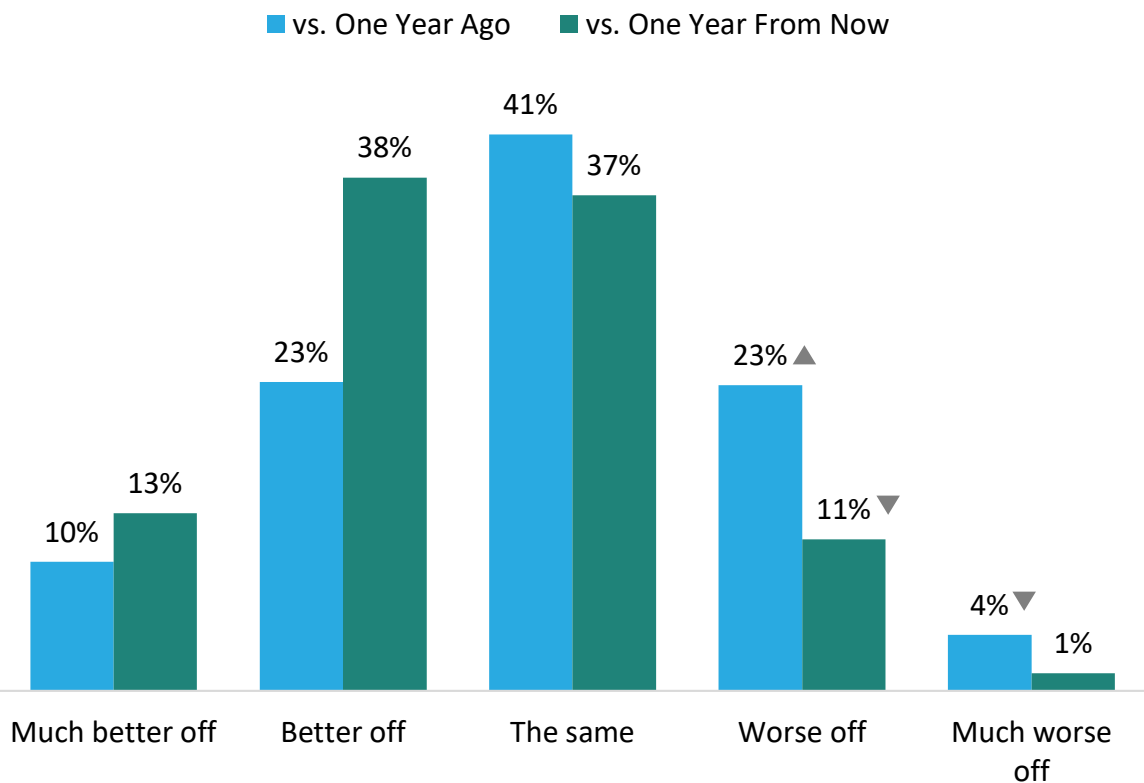
Outlook

- Consumer Confidence
- Projected Impact
- Anticipated Recovery Time
- Addendum Topics

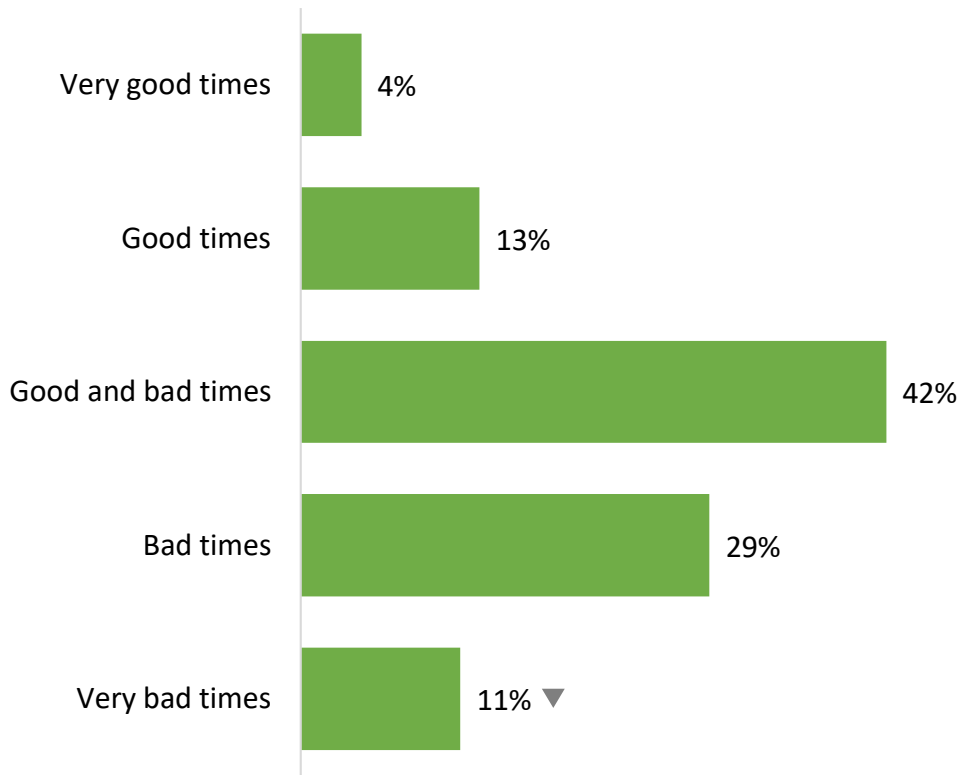


The majority of Americans believe they will be better off or the same, financially, one year from now. Fewer people this week believe that business conditions in the US will go through “very bad” times over the next 12 months, but most believe that the next year will include at least some bad times financially.

Personal Financial State vs. One Year Ago, From Now



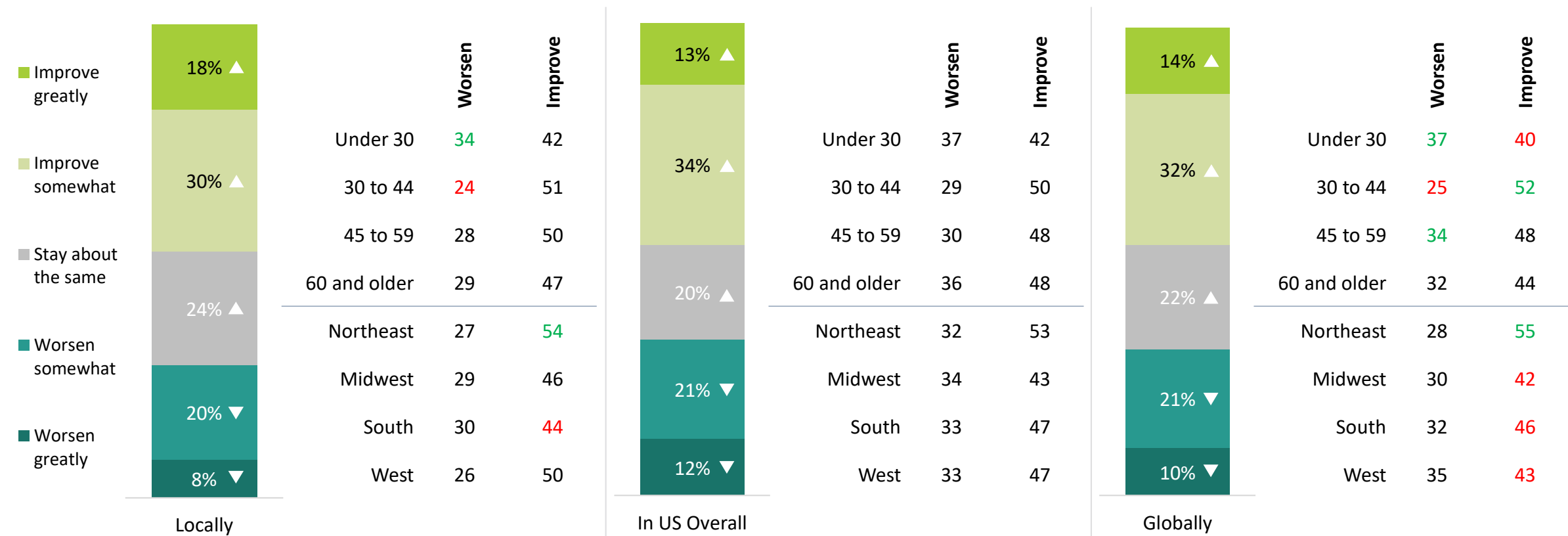
US Business Financial State Over Next 12 Months



Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / 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

Americans are more optimistic this week about the potential change in the COVID-19 pandemic over the next 30 days - more are expecting improvements in the situation locally, at a national level, and globally.

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

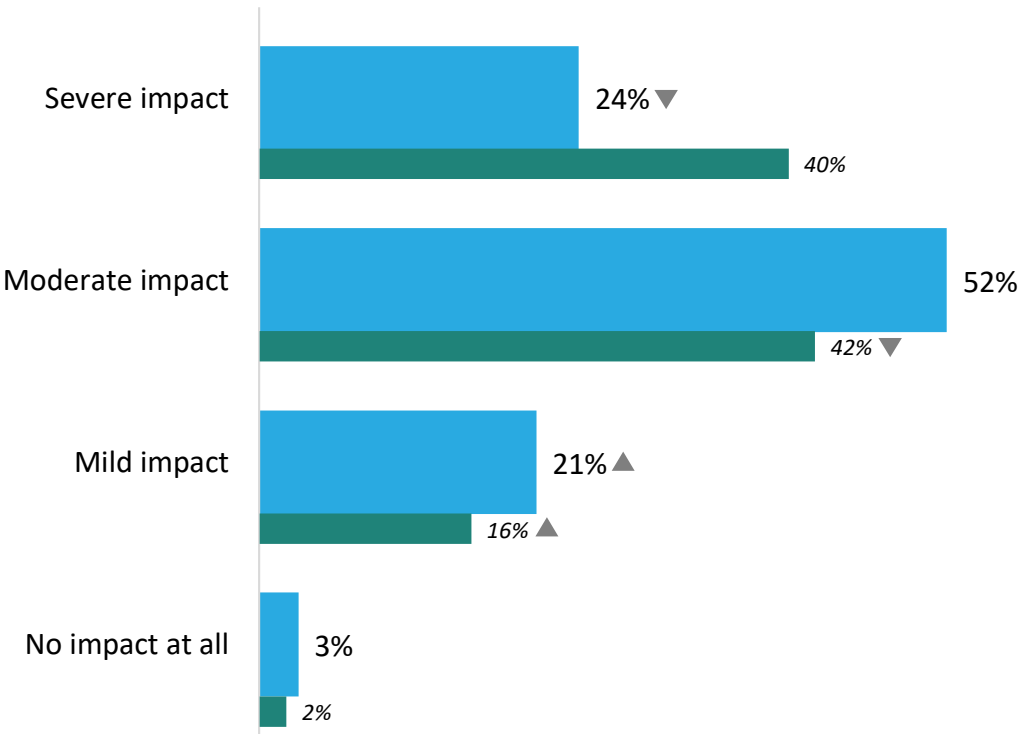


Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/COVID-19 situation to change in the next 30 days? Base: COVID-19 Aware

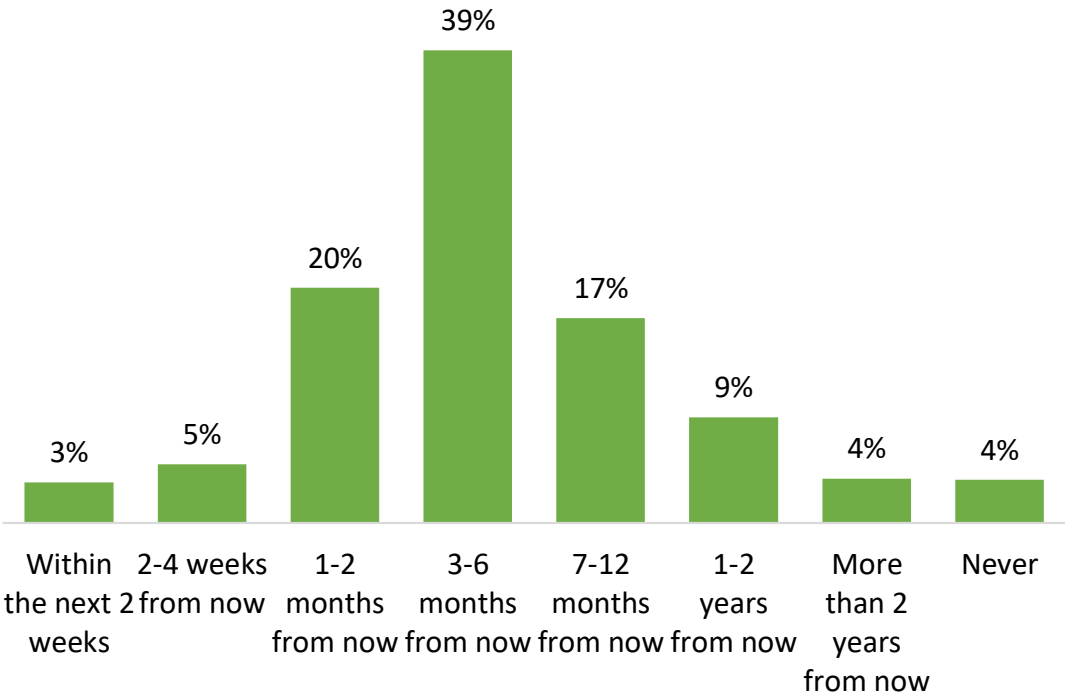
This week, fewer Americans are expecting a severe impact on their daily lives from the pandemic over the next 30 days, but the anticipated time until things are “back to normal” is generally about the same, with most expecting it will take three to six months.

Anticipated Impact on Daily Life in Next 30 Days

Compared to Reported Effect on Life to Date (Q11)



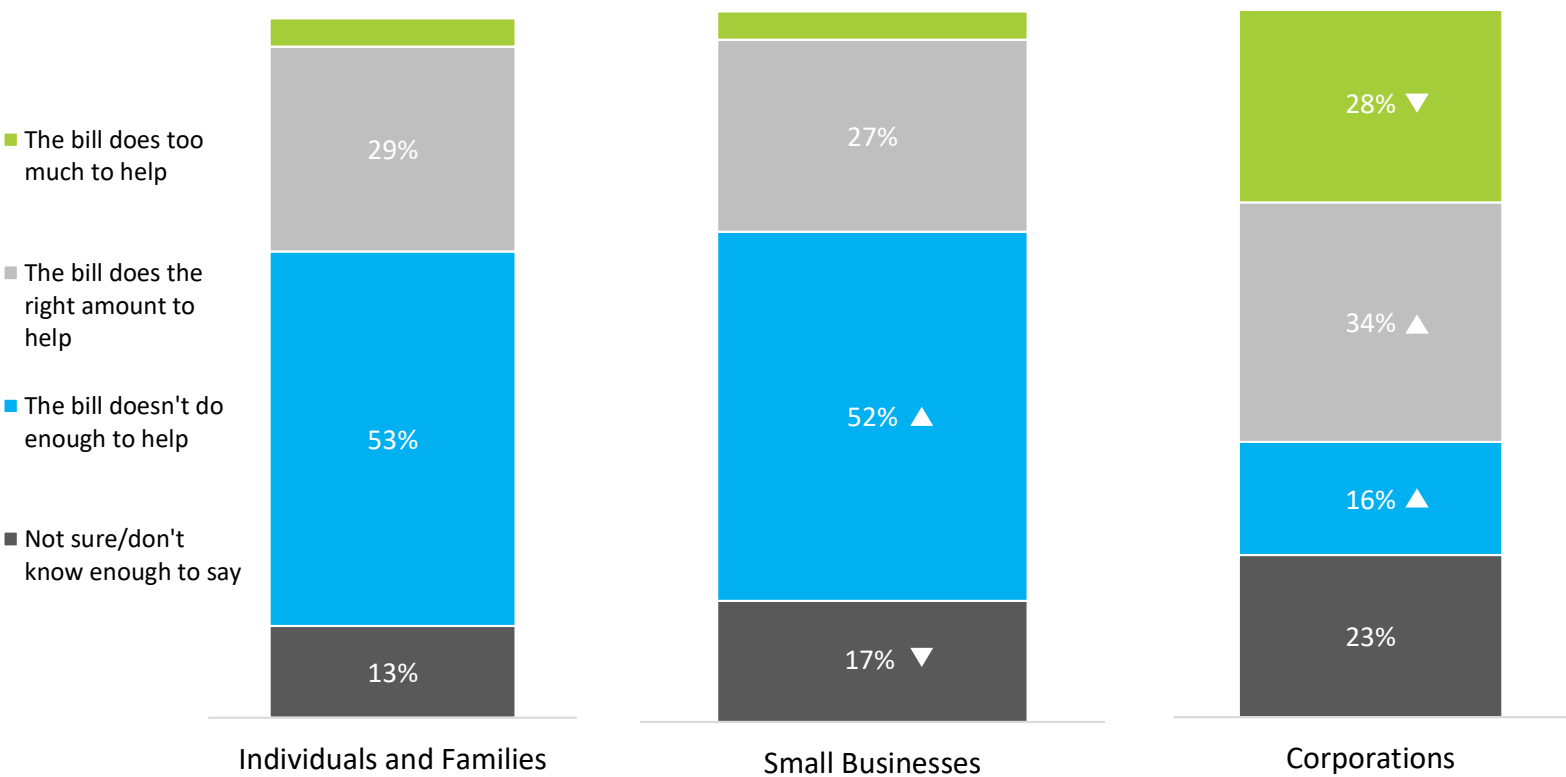
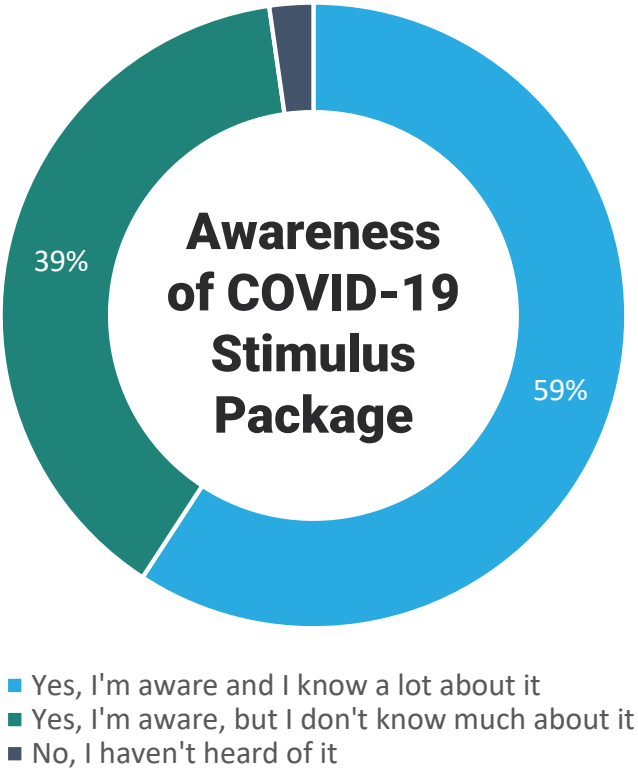
Anticipated “Back to Normal” Timeline



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

The majority of Americans are familiar with the federal COVID-19 stimulus package. Perception of the bill as it pertains to individuals and families is relatively unchanged – most believe it doesn't do enough to help. This week, more people also believe the bill doesn't do enough to help small businesses and corporations.



Q26 - Are you aware of the recent \$2 trillion Coronavirus/COVID-19 stimulus bill that has passed the US Senate and will soon be voted on in the US House of Representatives? Base: COVID-19 Aware
Q27 - Which of the following best describes how you think the stimulus bill will impact American individuals and families? Base: COVID-19 Aware and Aware of Stimulus Package at Q26
Q28 - Which of the following best describes how you think the stimulus bill will impact American small businesses? Base: COVID-19 Aware and Aware of Stimulus Package at Q26
Q29 - Which of the following best describes how you think the stimulus bill will impact American corporations? Base: COVID-19 Aware and Aware of Stimulus Package at Q26

Questions?



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