



COVID-19 Pandemic Impact on US Consumers

W5 | April 16-17, 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 fifth wave of aytm's COVID-19 Consumer Tracker fielded Thursday, April 16, 2020 – Friday, April 17, 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.

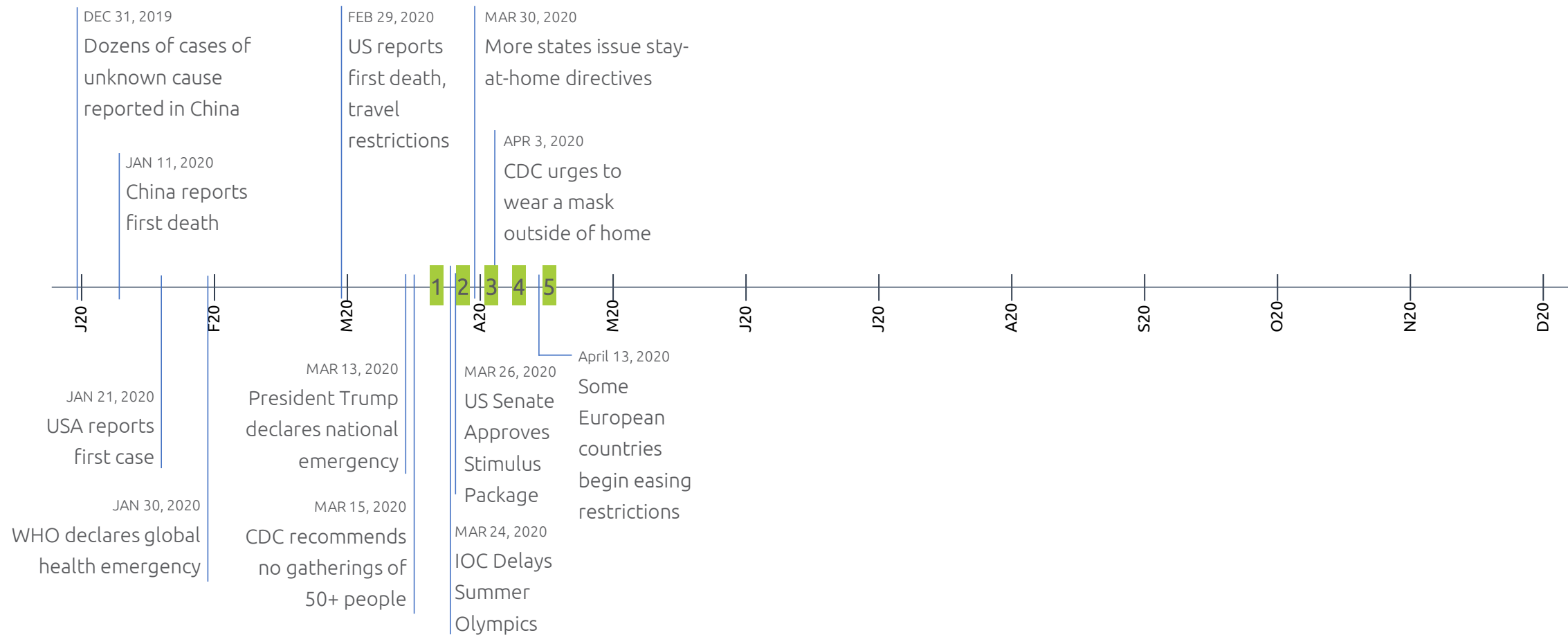
All significance testing is conducted at 95% confidence level with the effective base used as the sample base for statistical calculations (Effective Base = 899 for Total sample).

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 are steady and elevated, particularly among 30-44 year olds. However, Americans are growing optimistic about the next 30 days.

- More Americans are “extremely concerned” about the COVID-19 pandemic this week, but overall top-two-box concern remains unchanged.
- That said, around half of Americans expect the local, nation-wide, and global situation to improve in the next 30 days, consistent with last week when Americans grew more optimistic.
 - Fewer people believe that the COVID-19 situation will worsen in their local communities this week (24%); however, around one-third still believe the situation will worsen nationally and internationally.
- Americans remain highly concerned about the economic effects of the pandemic, particularly when it comes to the national economy.
 - Job losses continue to climb (11%), with many experiencing reduced hours, wages, or salary (40%) as economic activity slows.
 - Devastating economic impacts of the pandemic are likely driving heightened anxiety among Americans age 30-44, who now report the highest overall concern levels of any age group.

Disruptions persist, and consumer behaviors are affected.

- Four out of five Americans report that the pandemic has had at least a moderate impact on their daily lives, which is consistent with previous weeks.
- Beyond the obvious social distancing measures, Americans are also coping with the pandemic’s effects by cutting back on discretionary spending (85%).
- Pantry loading is on the rise this week as more and more consumers are unnerved by product shortages.
- Consumers are also stocking up more this week on non-food personal supplies (63%).
- This week, more consumers are reducing their digital and print media subscriptions as they look for ways to reduce spending (23%).
- As product shortages continue to pose a threat to consumer shopping, brand-switching remains elevated in the categories of cleaning products, shelf-stable foods, and frozen foods. Brand-switching is on the rise this week in non-alcoholic beverages, hair care products, apparel, and technology products.

Mixed predictions on what the future holds.

Although job losses continue to mount and economic concerns persist, half of Americans are still hopeful that the situation will improve over the next 30 days and most believe that their own financial state will be the same or even better one year from now. However, Americans believe, on average, that it will take around eight months for things to return “to normal,” which is an increase from last week.

Wave over Wave Trends

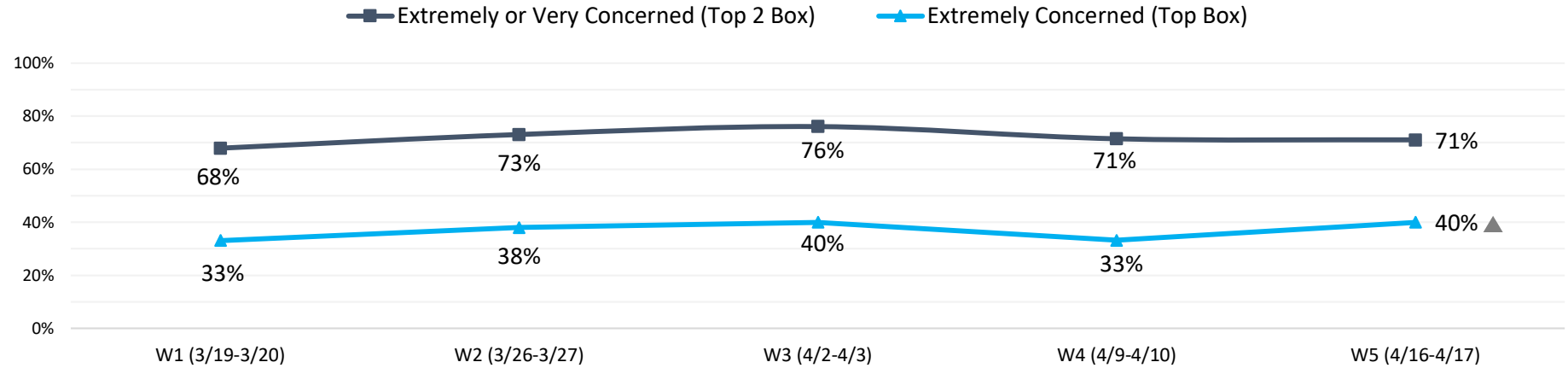
- COVID-19 Awareness, Concern
- Perceived Severity
- Anticipated Change in Next 30 Days
- Employment and Financial Impact
- Estimated “Back to Normal” Timeline



Coronavirus/COVID-19 Concern Level, Perceived Severity

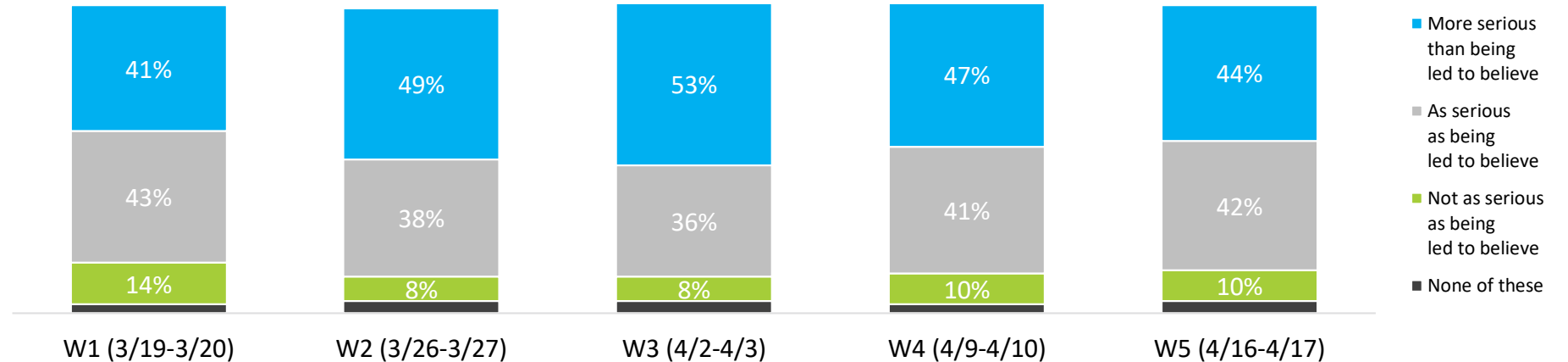
T2B concern levels are elevated but consistent across time. However, the number of Americans who are extremely concerned is on the rise again this week, after a downturn last week.

Coronavirus/COVID-19 Concern Level



Americans' perception of the severity of the pandemic remains consistent week-over-week, with just under half believing the pandemic is worse than we are being 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?

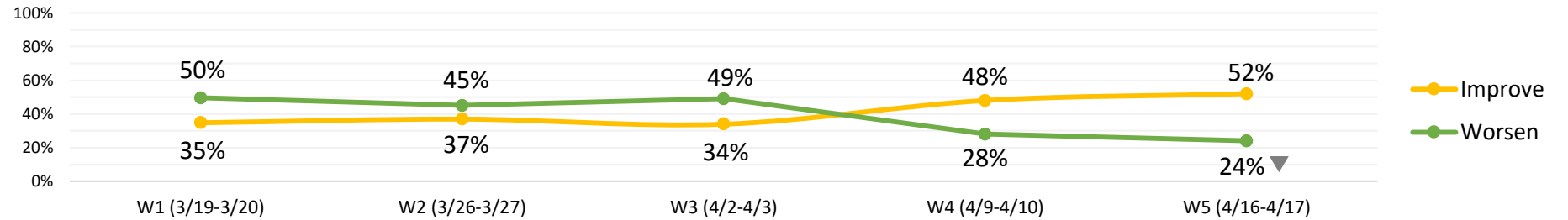
Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/COVID-19 situation? Base: COVID-19 Aware

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

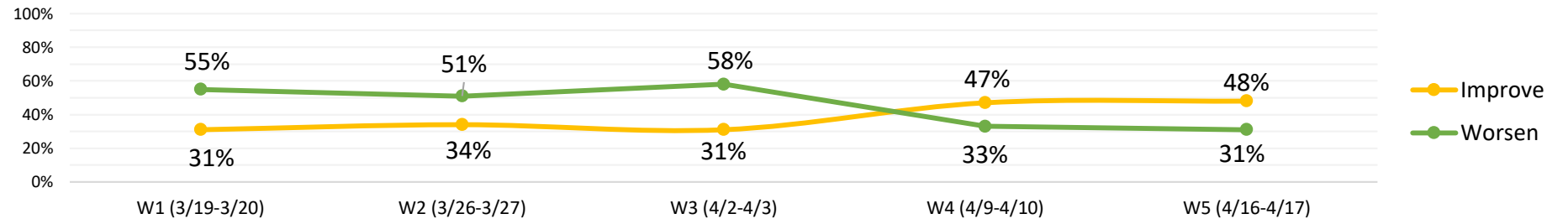
The proportion believing the pandemic will worsen **locally** continues to decline sharply. Just over half of Americans believe the situation will improve.

Change Locally in Next 30 Days



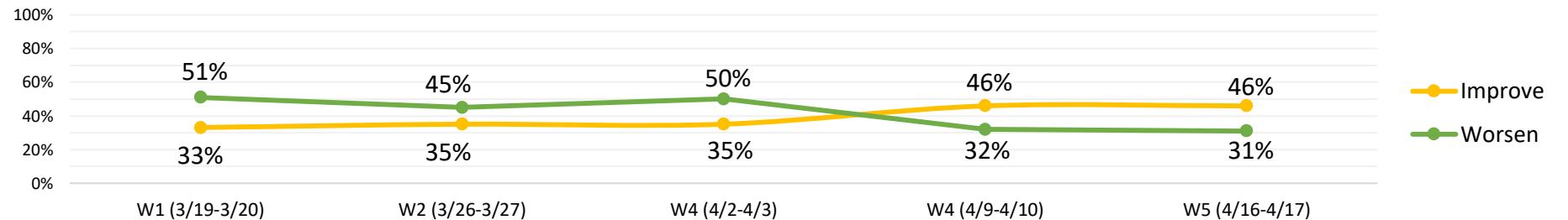
Likewise, nearly half of Americans believe the pandemic will improve in the **US overall**, maintaining last week's trend.

Change in US Overall in Next 30 Days



Anticipated **global** change over the next 30 days is also consistent with the previous week, with about half expecting the situation to improve.

Change Globally in Next 30 Days

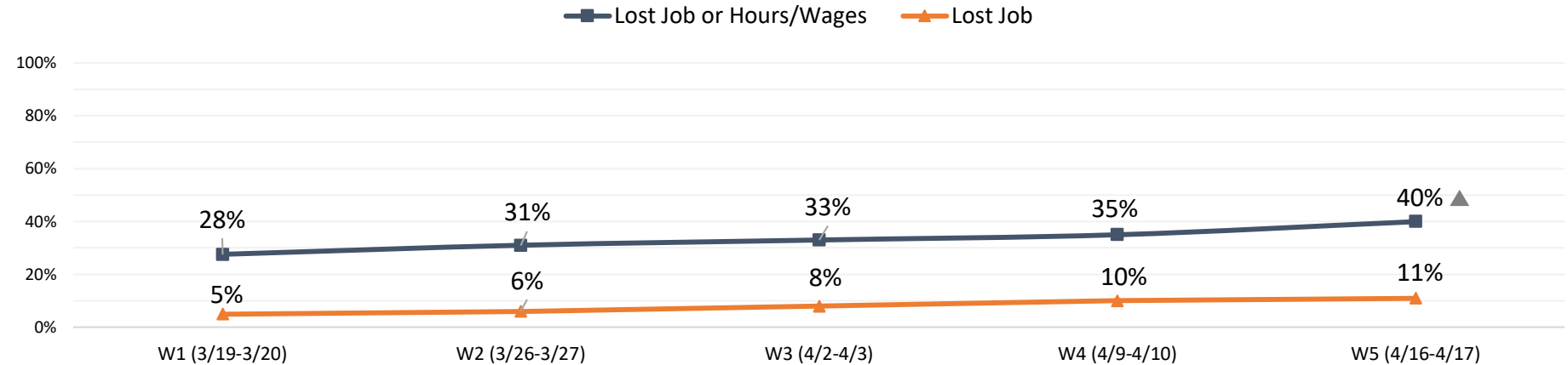


Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/COVID-19 situation to change in the next 30 days? Base: COVID-19 Aware

Employment, Financial Impact of Coronavirus/COVID-19

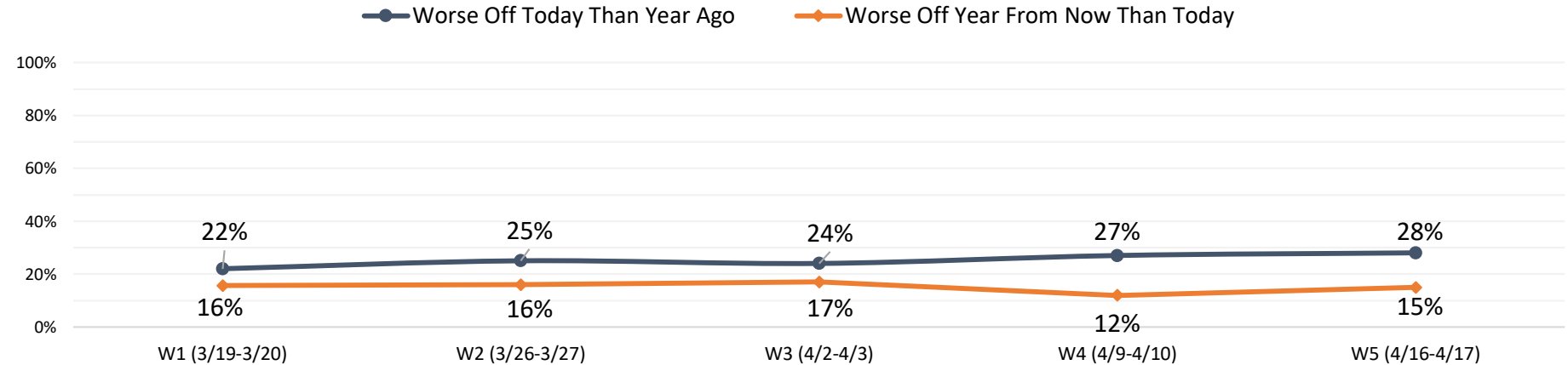
The number of Americans who have experienced job loss or other adverse income effects has been steadily rising since the tracker's beginning, and increases significantly this week to 40 percent. Around one in 10 Americans have lost a job outright.

Coronavirus/COVID-19 Impact on Employment



Just under 30 percent of Americans now say they are financially worse off today than one year ago. Fifteen percent believe they will be worse off one year from now than they are today.

Personal Financial State vs. One Year Ago, From Now

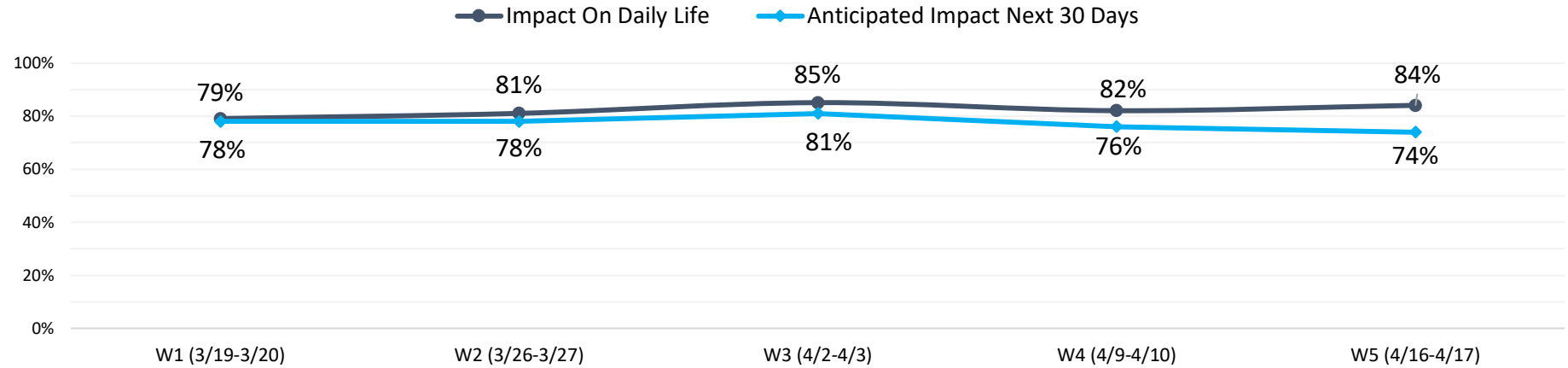


Q19 - Have you lost a job or have your job hours or salary been negatively affected by the Coronavirus/COVID-19 situation? Base: COVID-19 Aware | Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / Q3 - Now looking to the future: Do you think one year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

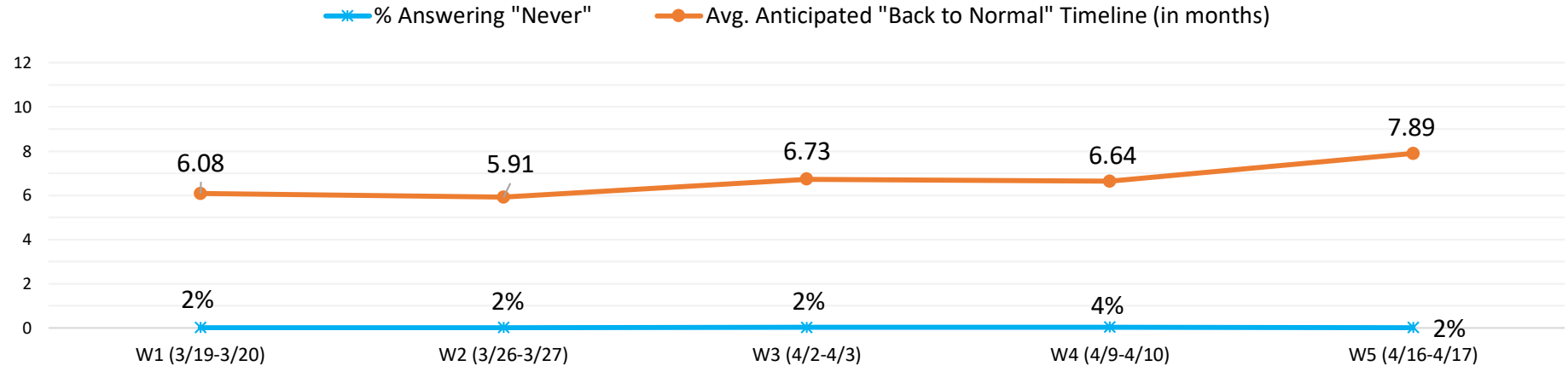
Continuing the trend from the previous weeks, six out of seven Americans say that the pandemic has had a severe or moderate impact on their daily life, and three-fourths still expect a severe or moderate impact over the next thirty days.

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



The average anticipated time until things are “back to normal” increases this week to nearly eight months, the highest point in the tracker so far.

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

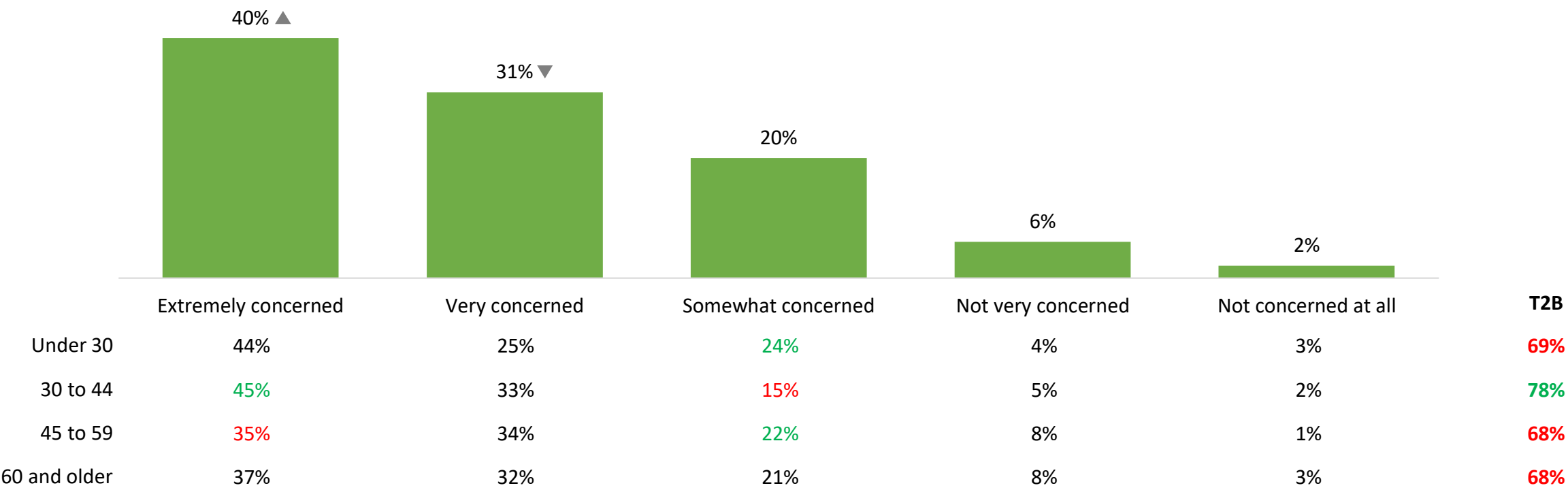
Awareness, Perceptions, Concerns

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



After declining briefly last week, the number of Americans who are extremely concerned about the COVID-19 pandemic climbs again this week to 40 percent. Those in the 30-44 age group are now more concerned about the pandemic overall than are other age groups.

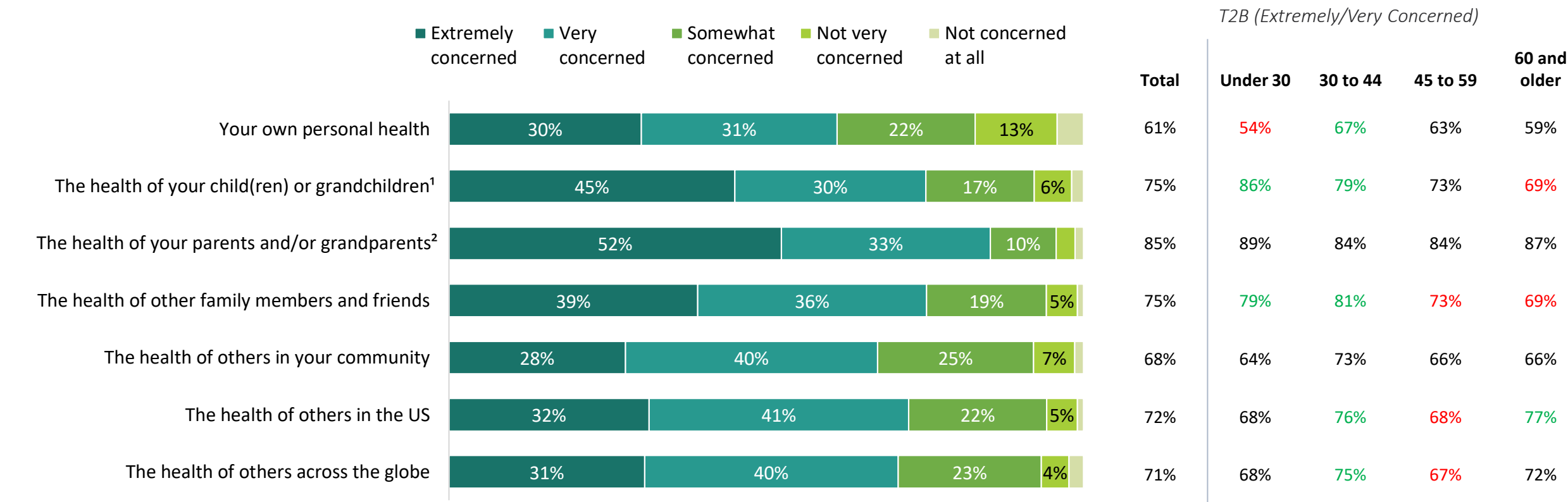
Coronavirus/COVID-19 Concern Level



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

Health concerns continue to weigh heavily on many Americans' minds. Concern over the health of elderly parents and grandparents is particularly elevated. Those under 30 remain the least likely to be concerned for their own personal health.

Coronavirus/COVID-19 Health Concerns

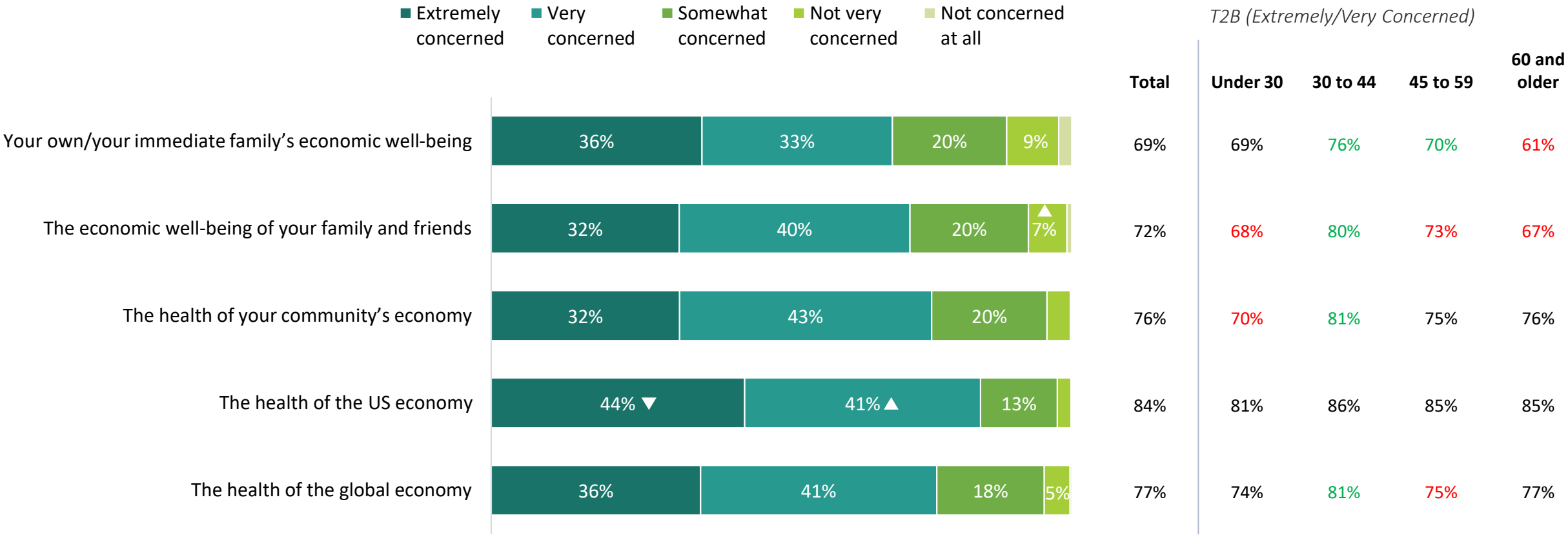


Q8 - To what extent are you concerned about the potential health impact of Coronavirus/COVID-19 at the following levels? Base: COVID-19 Aware + Not Very – Extremely Concerned

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

Concern for the US economy in general continues to outpace other economic fears as the pandemic’s effects grow, but 70 to 80 percent of Americans remain worried about the economic futures of their own families, friends, local communities, and those of global citizens in whole.

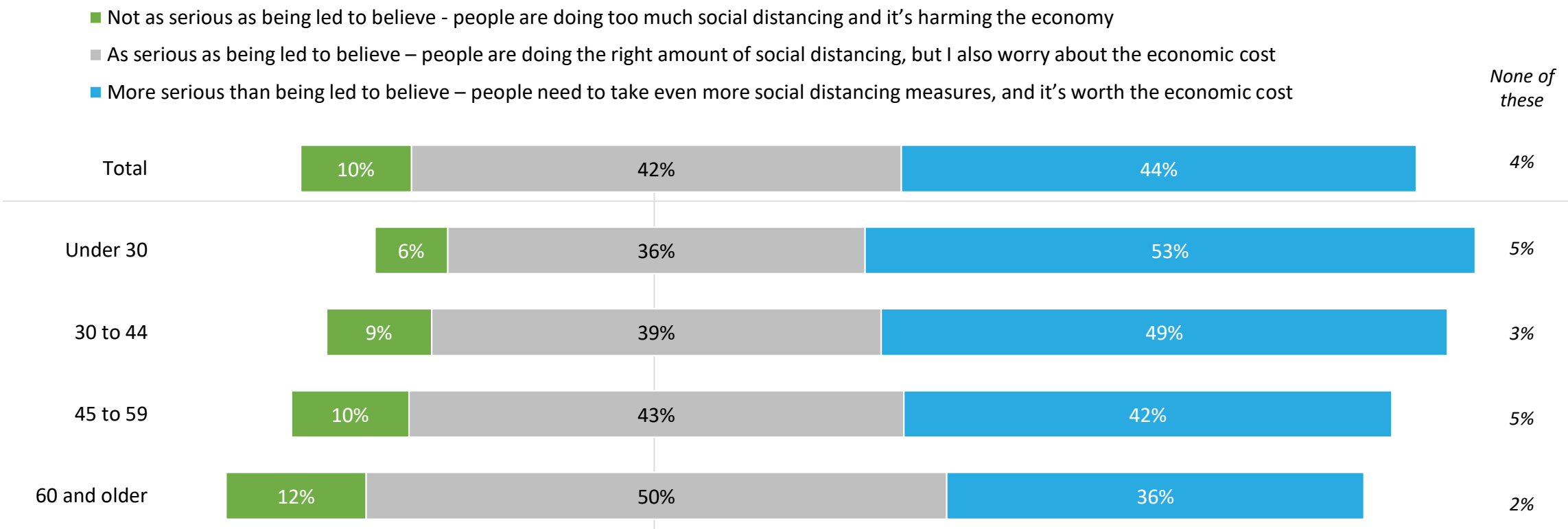
Coronavirus/COVID-19 Economics Concerns



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

Despite some marginal movement week-over-week, perceived severity of the pandemic remains largely unchanged, with slightly under half of all Americans believing the situation is worse than we are being led to believe, and about one in ten believing it's not as serious.

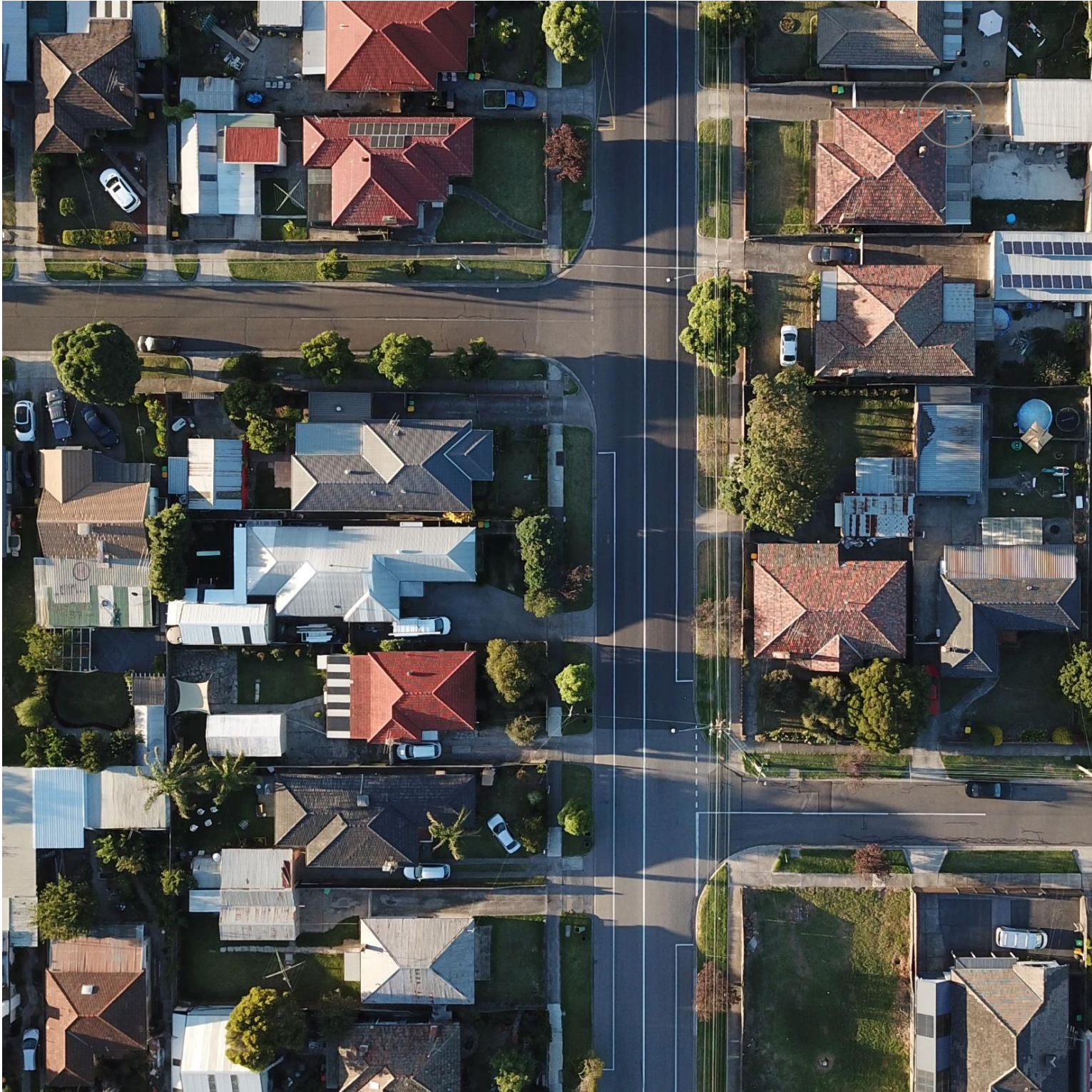
Coronavirus/COVID-19 Perceived Severity



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

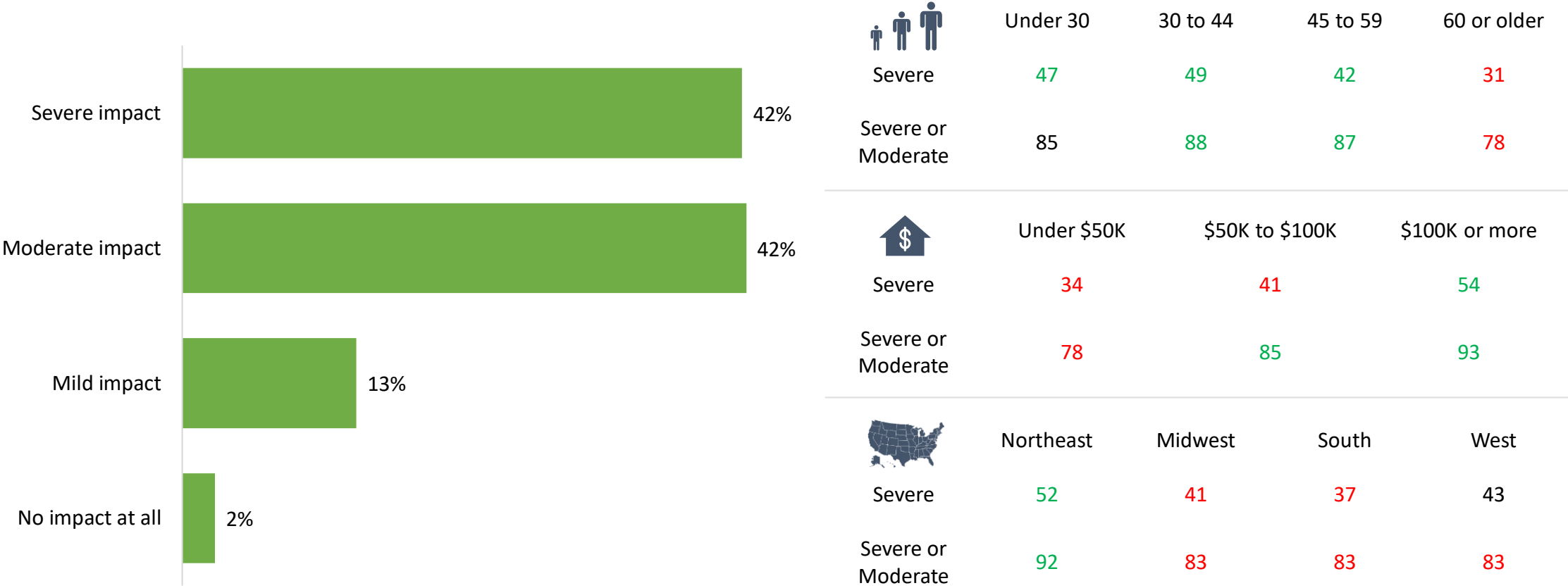
Impact on Daily Life

- Overall Impact
- Behavioral Reactions



More than four out of five Americans say that the pandemic has had at least a moderate impact on their daily lives. Impacts remain more severe among younger age groups and among higher-income households. Although disruption levels are high across the country, the most extreme levels continue to be seen in the Northeast.

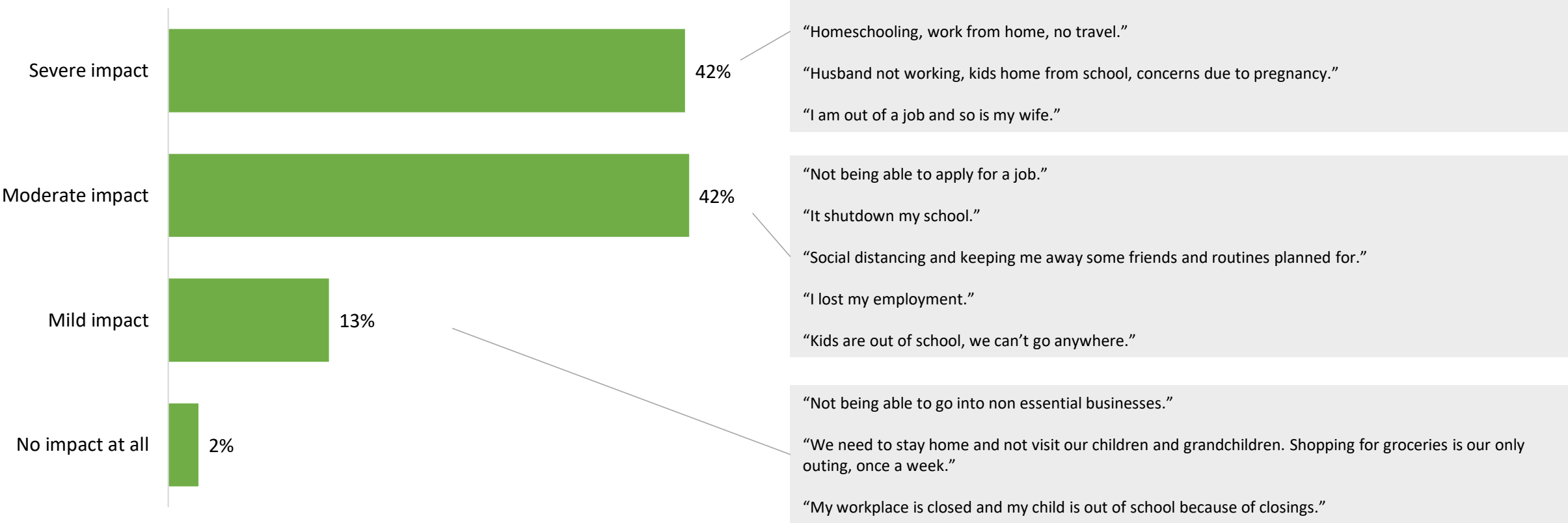
Coronavirus/COVID-19 Impact on Daily Life



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

Those reporting more severe impacts from the pandemic are likely to speak of fears around the basic necessities of life and compounding health concerns. Employment is a worry shared by most Americans, and isolation is also one of the most common-cited pains caused by the outbreak.

Coronavirus/COVID-19 Impact on Daily Life

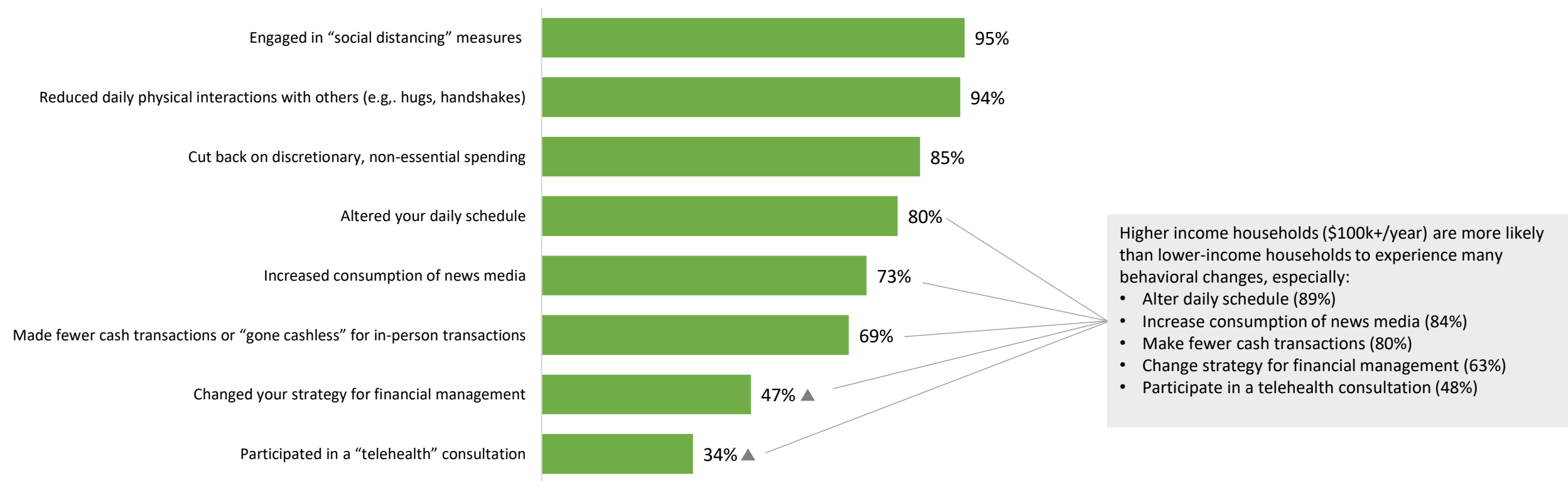


Q11 - Overall, how much of an impact would you say the Coronavirus/COVID-19 situation has had on your daily life? Base: COVID-19 Aware



The vast majority of Americans are still complying with social distancing measures to some degree. This week brings increased changes in Americans' financial strategies and, continuing a trend from several weeks, more telehealth consultations. Higher income households are more likely in general to experience behavioral change.

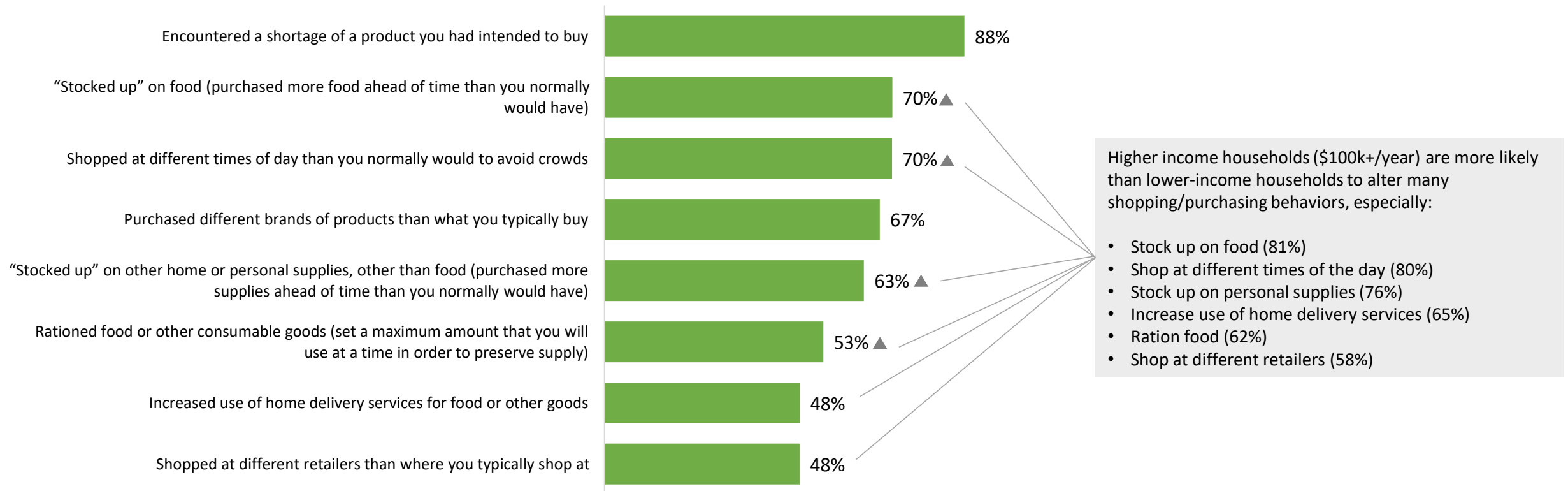
Behavioral Changes due to Coronavirus/COVID-19



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

This week also brings increases in pantry-loading, and consumers are stocking up on other non-food personal supplies more as well. Higher income households are generally more likely to make changes to their purchasing behaviors to accommodate impacts brought on by the pandemic.

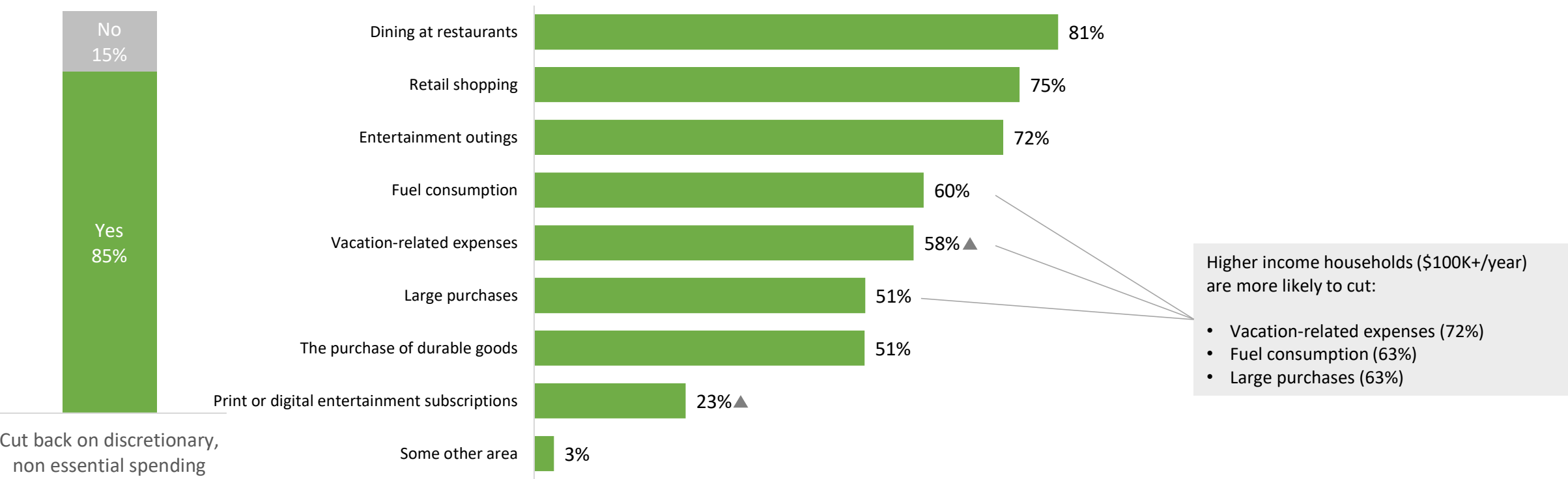
Shopping, Purchasing Experiences due to Coronavirus/COVID-19



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

At least three-quarters of Americans have now cut dining at restaurants, retail shopping, and other entertainment outings as a result of the pandemic. This week brings increases in cuts to vacation spending and media subscriptions (print and digital).

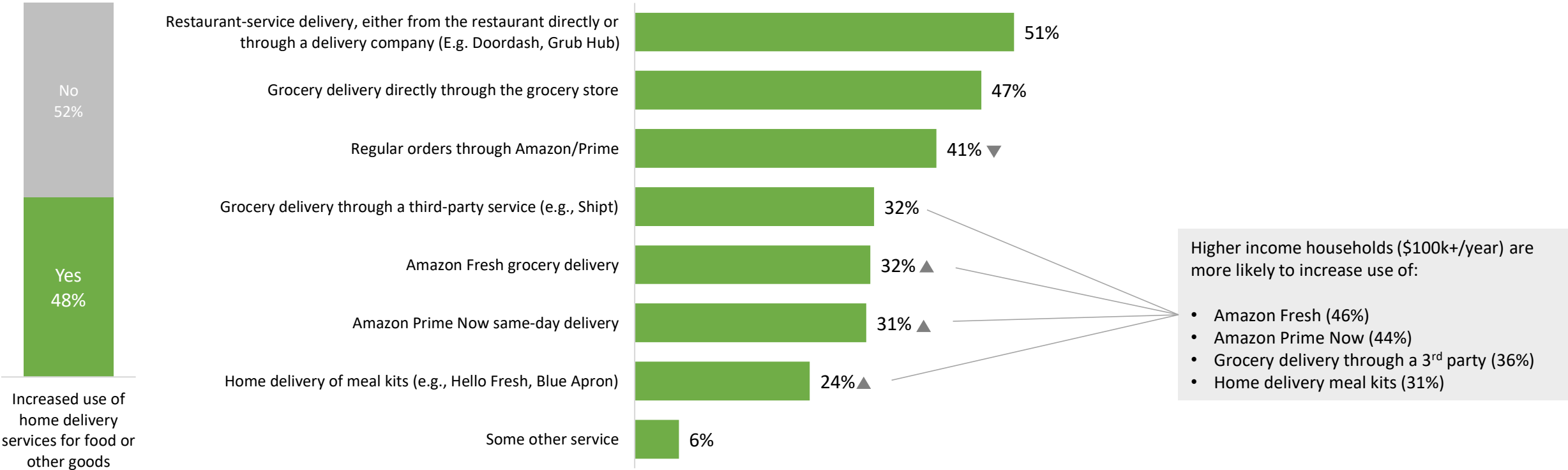
Areas of Reduced Discretionary Spending due to Coronavirus/COVID-19



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)

Amazon Fresh, Prime Now same-day delivery, and home-prep meal kits are all seeing increased utilization this week as Americans continue to search for ways to shop and dine while staying at home. Half of Americans are likely to increase their use of restaurant service delivery due to the outbreak.

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)

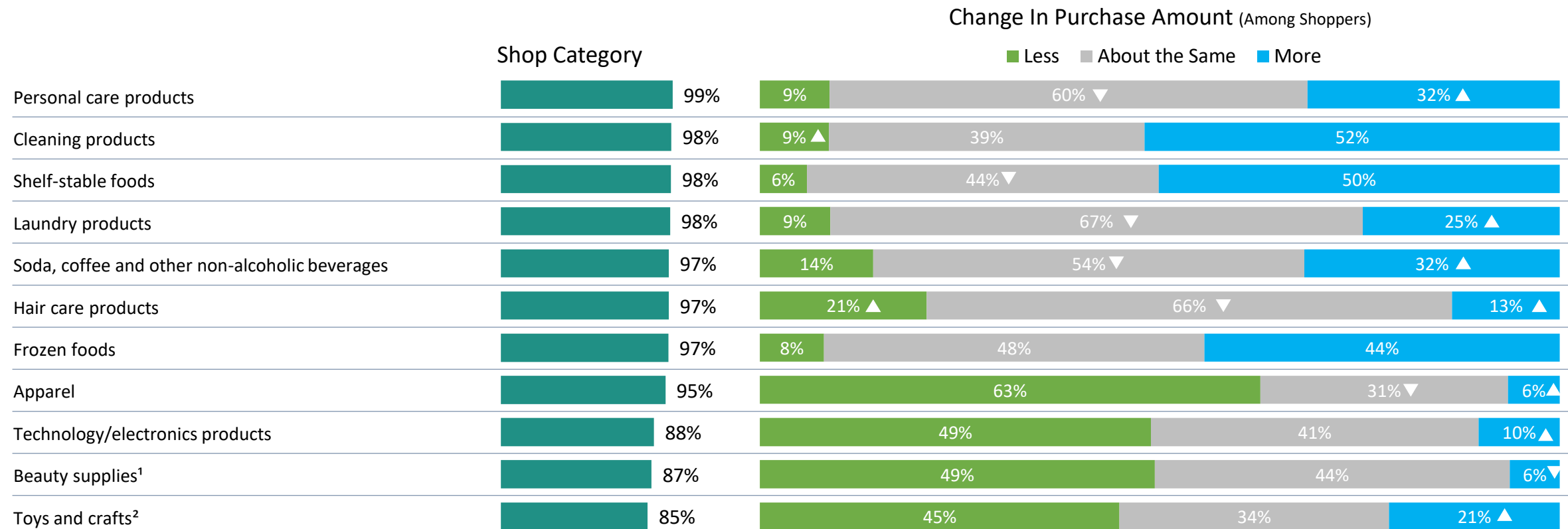
Changing Purchase Behaviors

- Category Purchase Volume
- Brand Loyalty



Americans are purchasing more in several categories this week compared to last, including personal care, laundry, hair care, apparel, technology, and toys and crafts. However, overall spending in apparel, tech products, beauty supplies, and toys and crafts is likely to remain a target as consumers cut spending.

Coronavirus/COVID-19 Impact on Categories Shopped

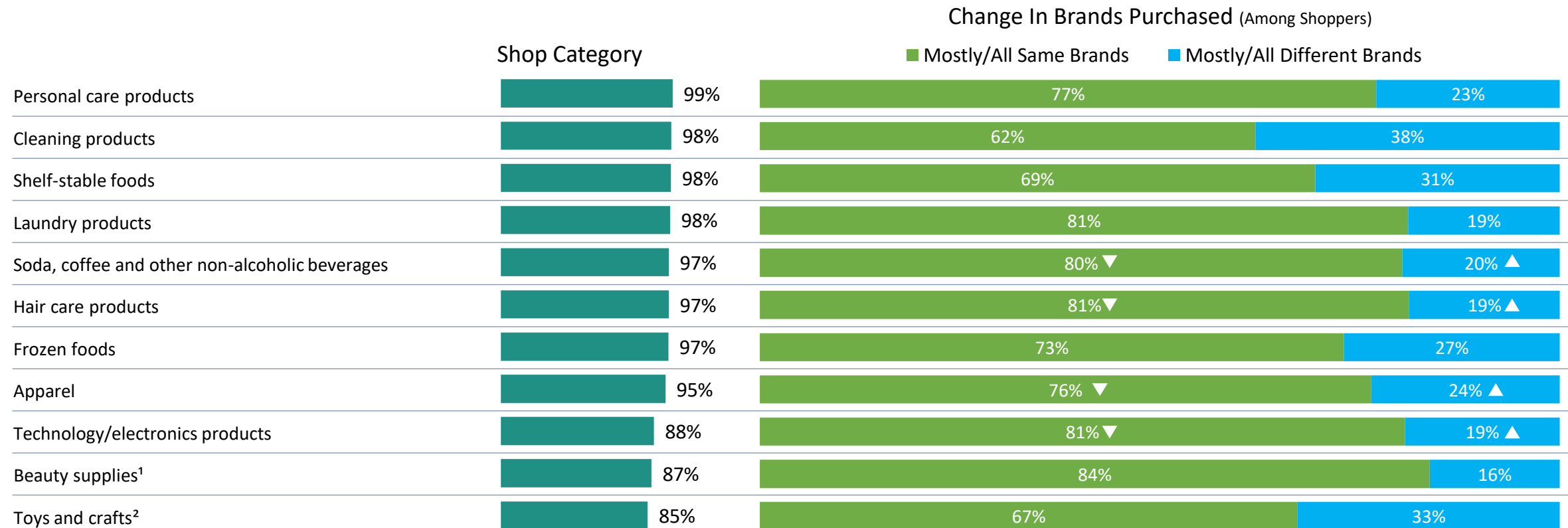


Q17 - Since the Coronavirus/COVID-19 situation began, have you purchased more, less, or about the same amount that you typically purchase in each category? Base: COVID-19 Aware

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

Product shortages due to the pandemic remain a consumer pain point, and brand-switching is on the rise this week in non-alcoholic beverages, hair care products, apparel, and technology products. Among all categories measured, brand-switching remains most common in cleaning supplies.

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

Product shortages and stockouts continue to drive the majority of brand-switching that occurs across measured product categories, particularly in cleaning products. Consumers also remain watchful for more affordable alternatives as spending is reduced, particularly in apparel and beauty supplies.

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	23%	46%	39%	21%	21%	3%
Cleaning products	38%	61%	29%	15%	19%	3%
Shelf-stable foods	31%	53%	41%	24%	12%	1%
Laundry products	19%	45%	41%	21%	22%	3%
Soda, coffee and other non-alcoholic beverages	20%	43%	37%	32%	17%	0%
Hair care products	19%	34%	41%	26%	20%	4%
Frozen foods	27%	45%	39%	25%	13%	3%
Apparel	24%	31%	47%	32%	18%	6%
Technology/electronics products	19%	36%	38%	26%	20%	4%
Beauty supplies ¹	16%	34%	45%	22%	13%	6%
Toys and crafts ²	33%	33%	37%	38%	21%	2%

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

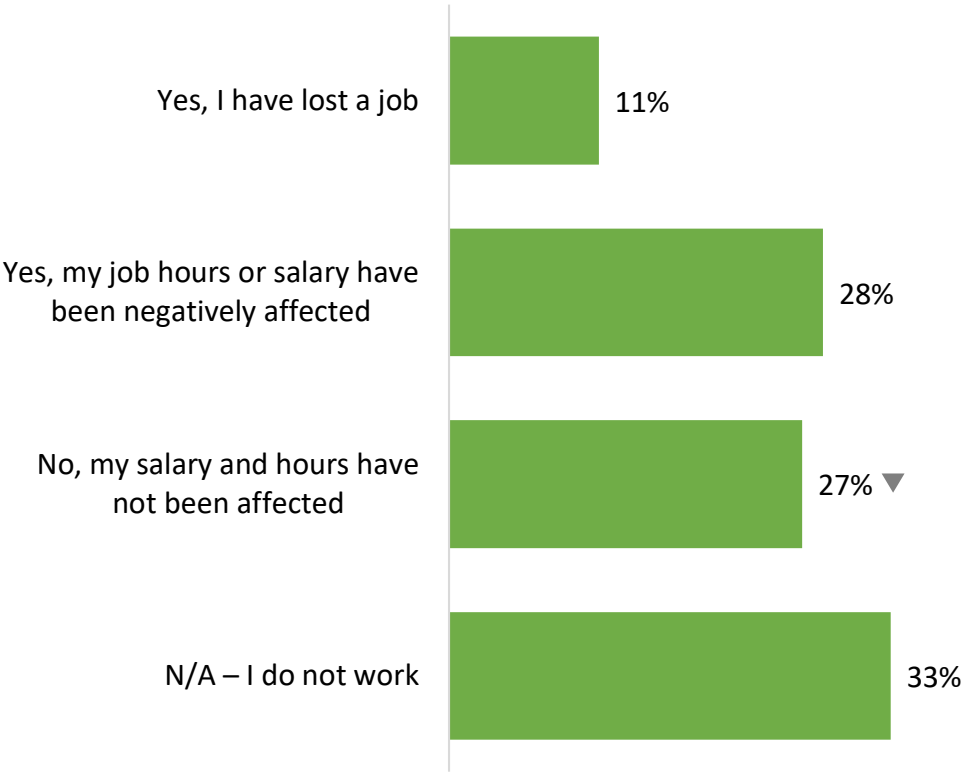
Employment Impact


- Effect on Job Status, Hours Worked
- Remote Working





This week, there remains a steady climb in the number of Americans reporting a lost job or reduced hours, wages, or salary as economic activity continues to slide. Younger workers are still the most likely to have lost a job outright. Negative employment impacts are highest in the Northeast.

Coronavirus/COVID-19 Impact on Employment



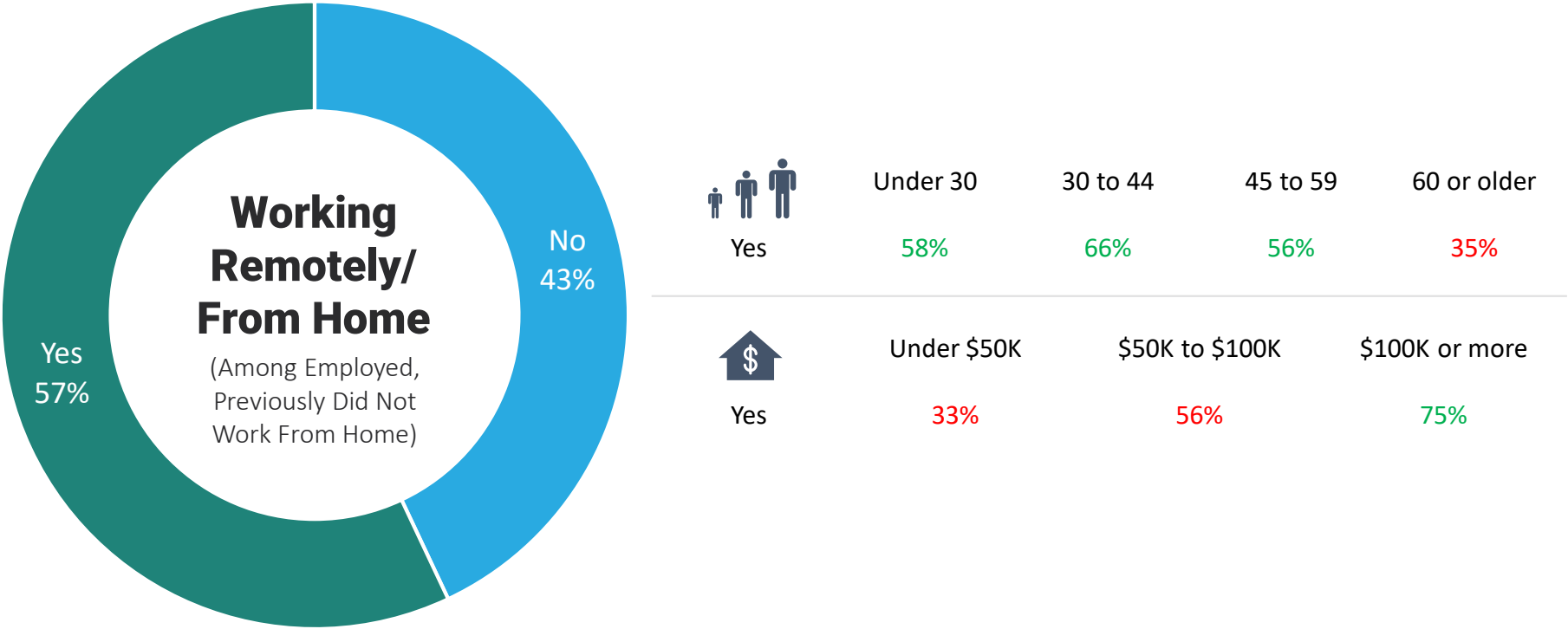
	Under 30	30 to 44	45 to 59	60 or older
Lost Job	19%	10%	11%	7%
Lost Job or Wages	51%	46%	43%	23%

	Male	Female
Lost Job	12%	11%
Lost Job or Wages	44%	36%

	Northeast	Midwest	South	West
Lost Job	12%	12%	9%	14%
Lost Job or Wages	47%	39%	36%	40%

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

Nearly six in ten employed Americans are now working remotely (among those who hadn't previously been remote workers) as a result of the pandemic. Remote work skews toward higher income households, and is highest among the 30-44 age range.



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)

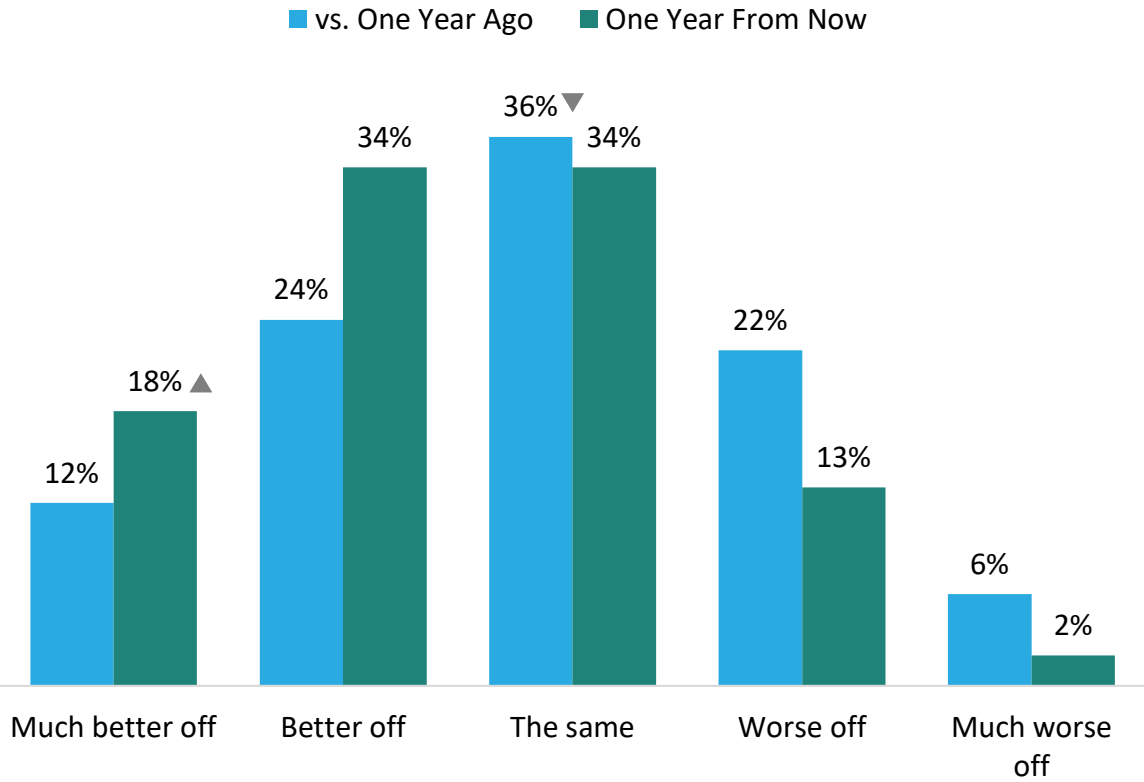
Outlook

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

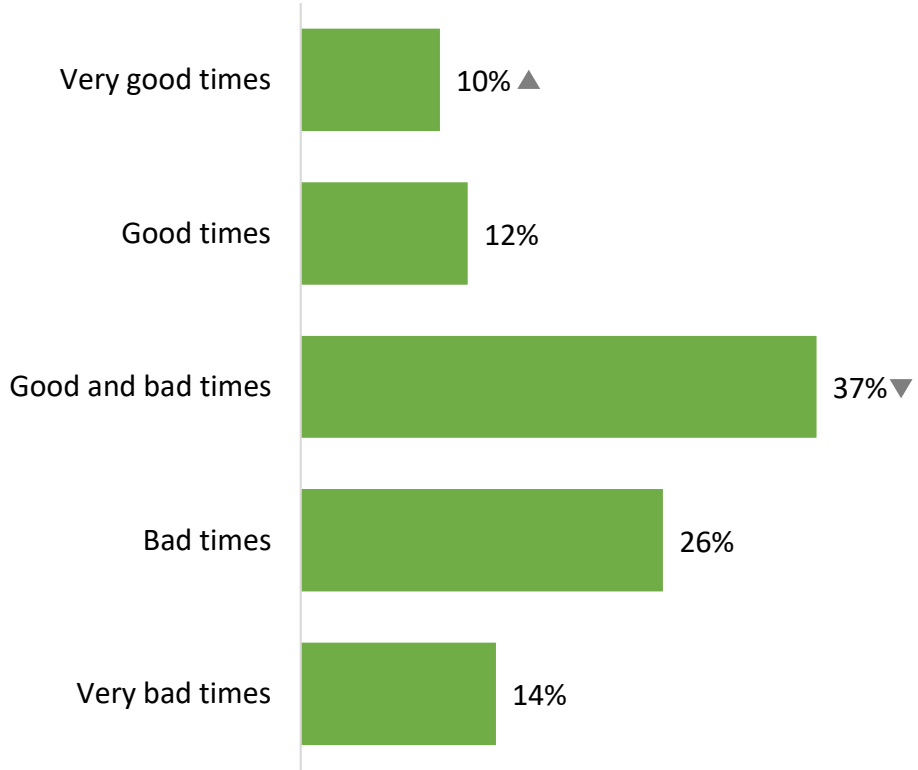


There is little change this week in Americans' expected trajectory of their own financial state. Two-thirds expect to be about the same or better off financially than they are now. More people are expecting very good times for US business in general over the next year, but the majority still believe that the year will bring both good and bad times.

Personal Financial State vs. One Year Ago, From Now



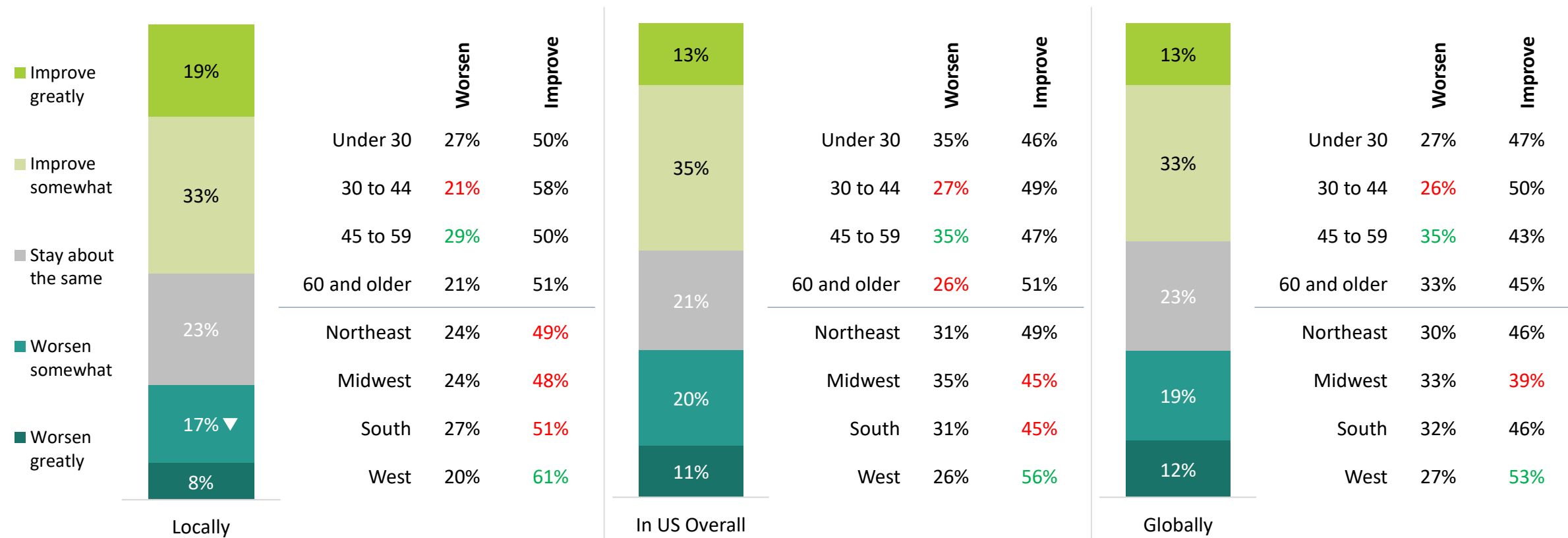
US Business Financial State Over Next 12 Months



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' anticipated change in the COVID-19 situation remains flat from last week, when Americans grew more optimistic about what will unfold in the next 30 days. About half expect the situation to improve in their local communities, in the US overall, and globally.

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

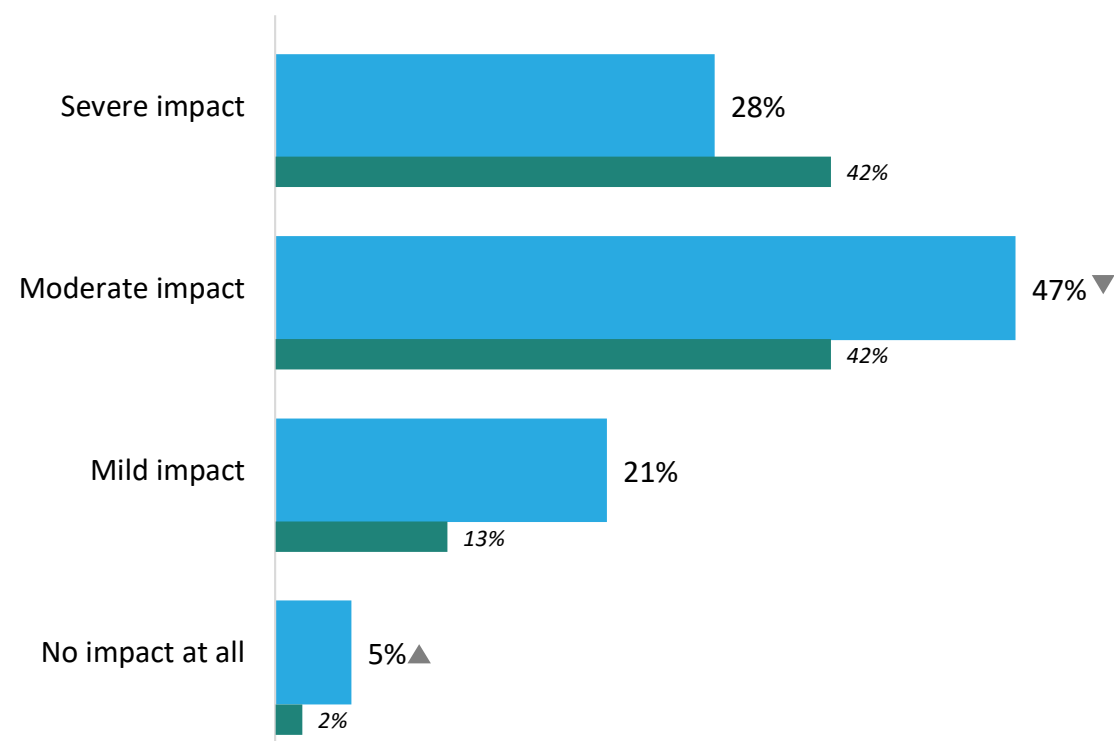


Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/COVID-19 situation to change in the next 30 days? Base: COVID-19 Aware

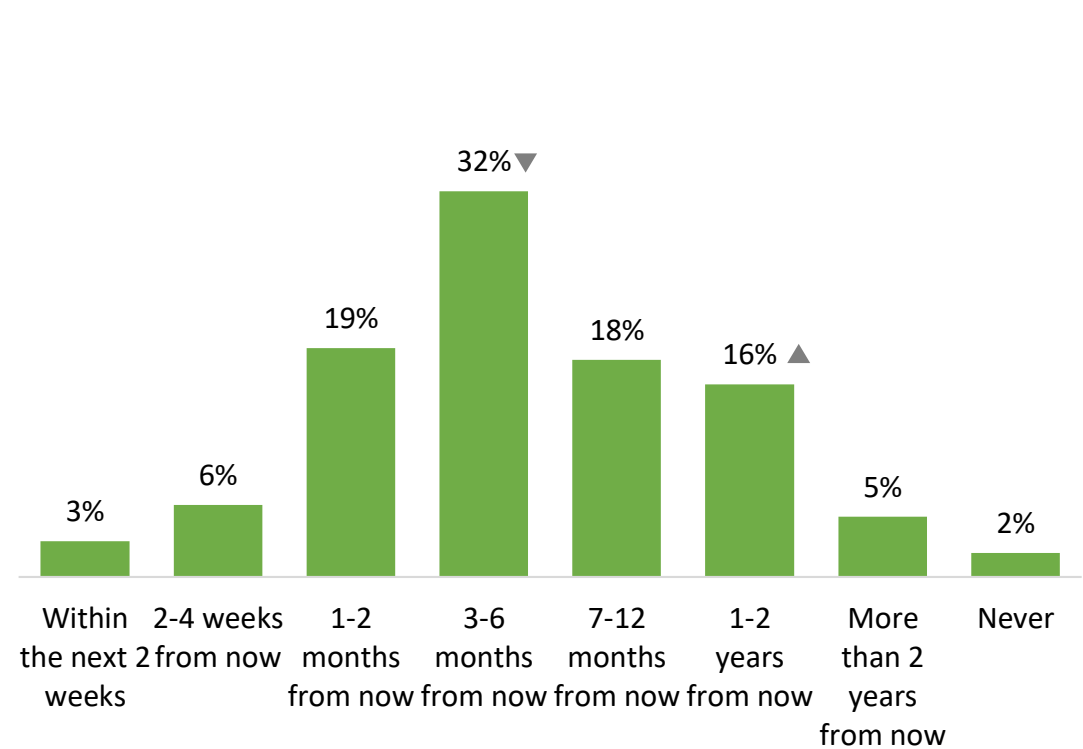
There is a decrease in those expecting a moderate impact from the pandemic over the next 30 days, but the majority of Americans still expect it to take several months before things are “back to normal.”

Anticipated Impact on Daily Life in Next 30 Days

Compared to Reported Effect on Life to Date (Q11)



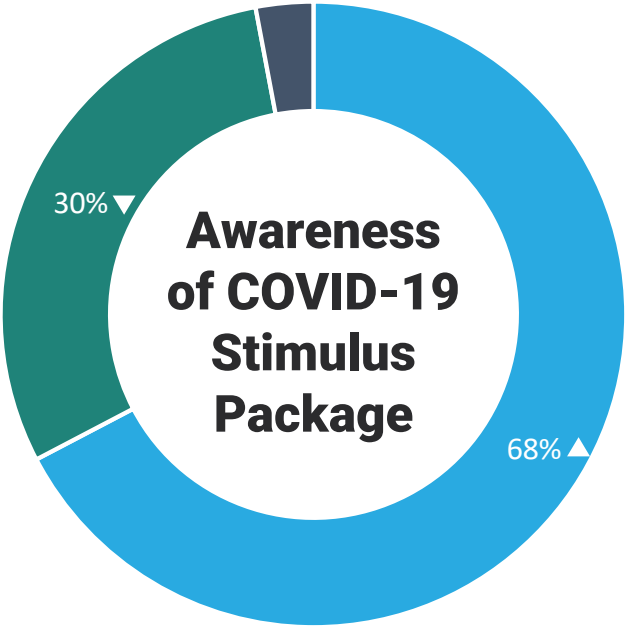
Anticipated “Back to Normal” Timeline



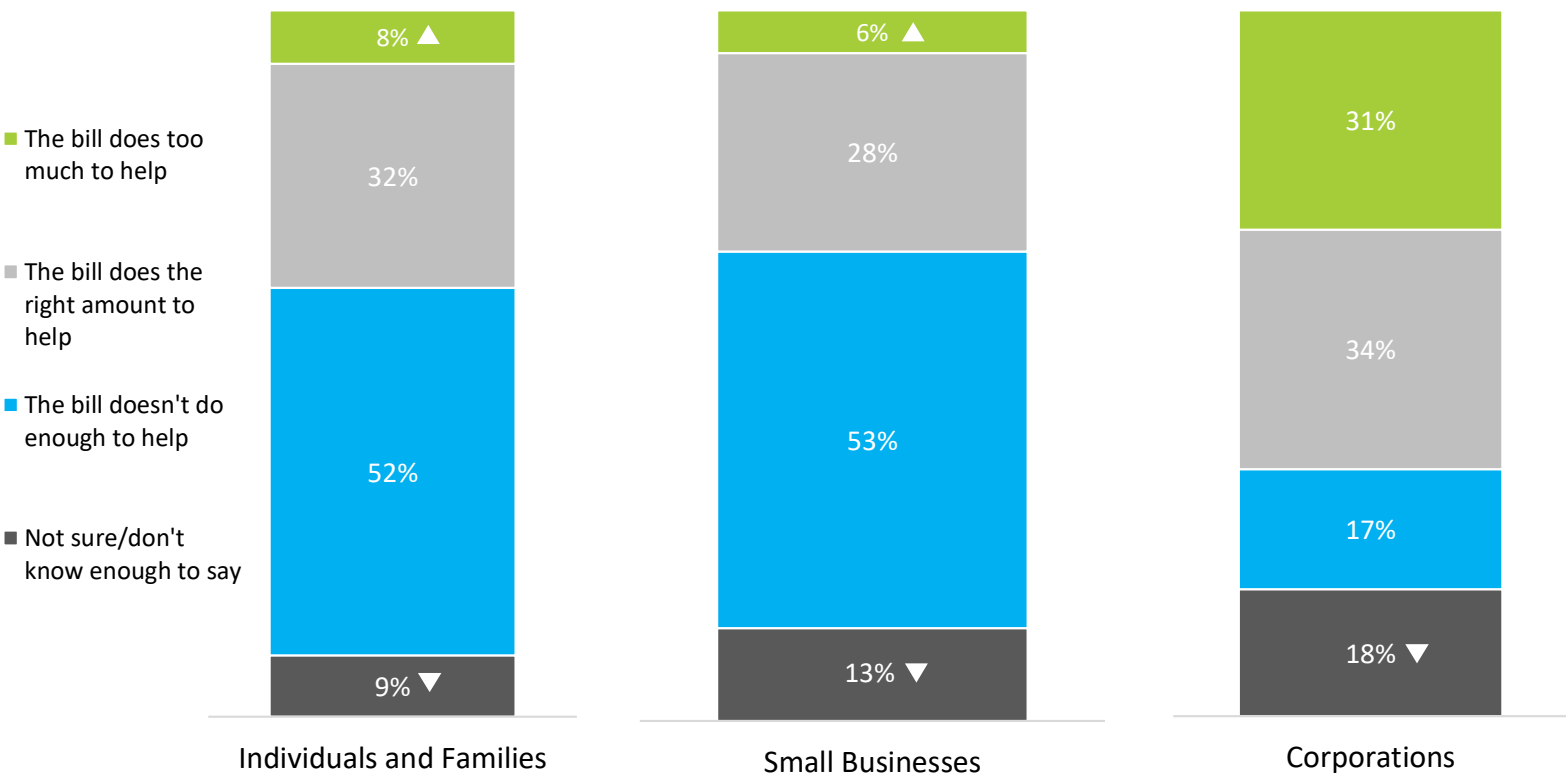
Q23 - Now fast forwarding 30 days, how much of an impact do you think the Coronavirus/COVID-19 situation will be having on your daily life at that time? Base: COVID-19 Aware

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

Largely, perception of the COVID-19 relief package remains unchanged this week. The majority of Americans believe the stimulus doesn't do enough to help individuals, families, and small business, while about a third believe it does too much to help corporations.



- Yes, I'm aware and I know a lot about it
- Yes, I'm aware, but I don't know much about it
- No, I haven't heard of it



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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