



COVID-19 Pandemic Impact on US Consumers

W9 | May 14-15, 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 ninth wave of aytm's COVID-19 Consumer Tracker fielded Thursday, May 14th – Friday, May 15th, 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.

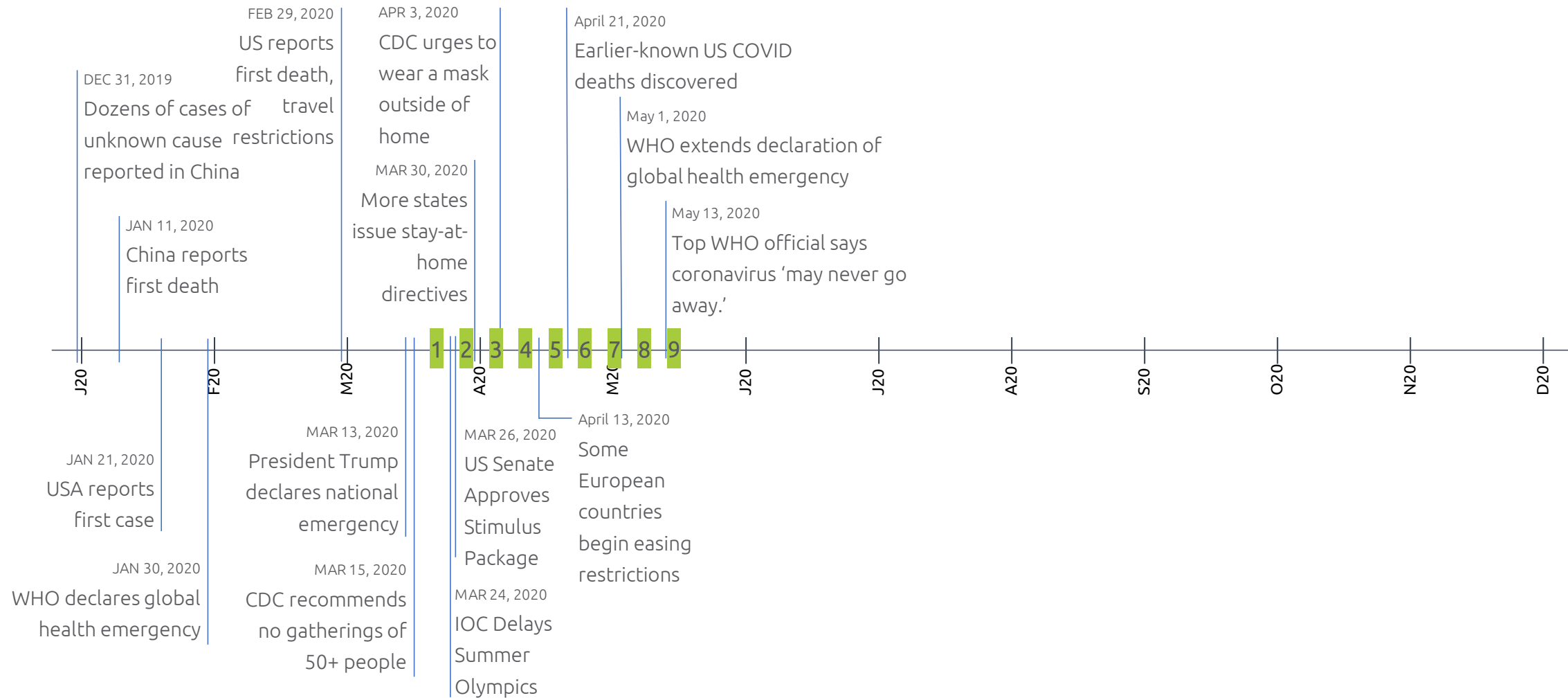
All significance testing is conducted at 95% confidence level with the effective base used as the sample base for statistical calculations (Effective Base = 936 for Total sample).

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

▲▼ Arrows indicates statistically significant change from data point in prior wave, unless noted otherwise.

Chart labels for 4% or less may be omitted for readability.

COVID-19 KEY DATES



Select non-research dates sourced from <https://www.nytimes.com/article/coronavirus-timeline.html>

COVID-19 KEY FINDINGS

Worries persist, and economic hardships remain top of mind.

- The proportion of Americans who say they are extremely concerned about the COVID-19 pandemic is relatively flat at about 30 percent this week. Just over 60 percent remain very or extremely concerned.
 - With little change in perceived severity from the previous week, eight out of 10 Americans feel that the situation is still at least as serious as is being represented.
 - Continuing a multiple-week trend, health concerns are still pressing for most Americans, and especially so for older generations
 - Economic anxieties remain just as worrisome as health concerns for most Americans for the third straight week. Eighty percent continue to worry about the future of the US economy. Americans' concern over their own personal economic future remains slightly lower at around 60 percent.

Daily life continues to adapt to the COVID-19 pandemic.

- As with previous weeks, the majority of Americans (nearly 80%) are likely to say that the COVID-19 outbreak has affected their daily lives in either a severe or moderate way, and effects are particularly severe for those in the Northeast and in higher income households.
 - Job loss (and the accompanying financial distress) remains the most pronounced way in which lives are affected. One in 10 Americans are still reporting lost jobs due to the pandemic.
- Seventy-five percent of Americans continue to cut discretionary spending on a weekly basis in order to meet the challenges of a shifting economy.
 - Continuing a several-week trend, cleaning products, shelf-stable foods, and frozen foods are somewhat likely to see increased spending as consumers alter their purchase habits.
 - Product shortages remain a nuisance for over 80% of American shoppers, and continue to drive brand switching in the most frequented categories such as cleaning products. Product affordability drives brand switching with more durable “luxury” goods.

The “back to normal” timeline continues to stretch, and the 30 day outlook turns less optimistic.

The percentage of Americans expecting improvements in the pandemic at a local level drops this week to 40 percent. And, while personal financial optimism remains, most Americans feel that US businesses in general are going to experience some bad times financially in the coming year. As economic fears mount, the expected time until things are “back to normal” now sits at nearly 11 months.

Wave over Wave Trends

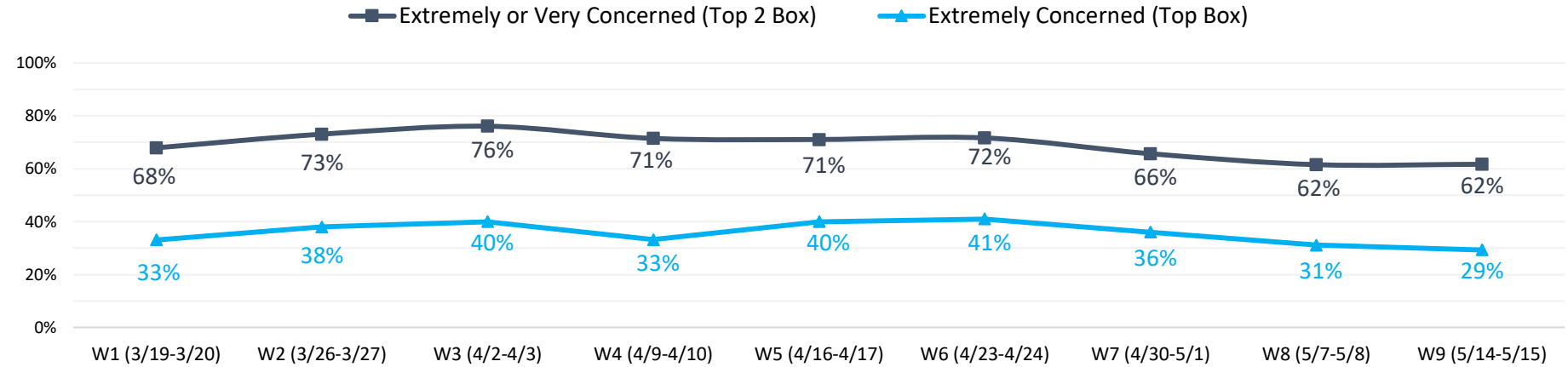
- COVID-19 Awareness, Concern
- Perceived Severity
- Anticipated Change in Next 30 Days
- Employment and Financial Impact
- Estimated “Back to Normal” Timeline



Coronavirus/COVID-19 Concern Level, Perceived Severity

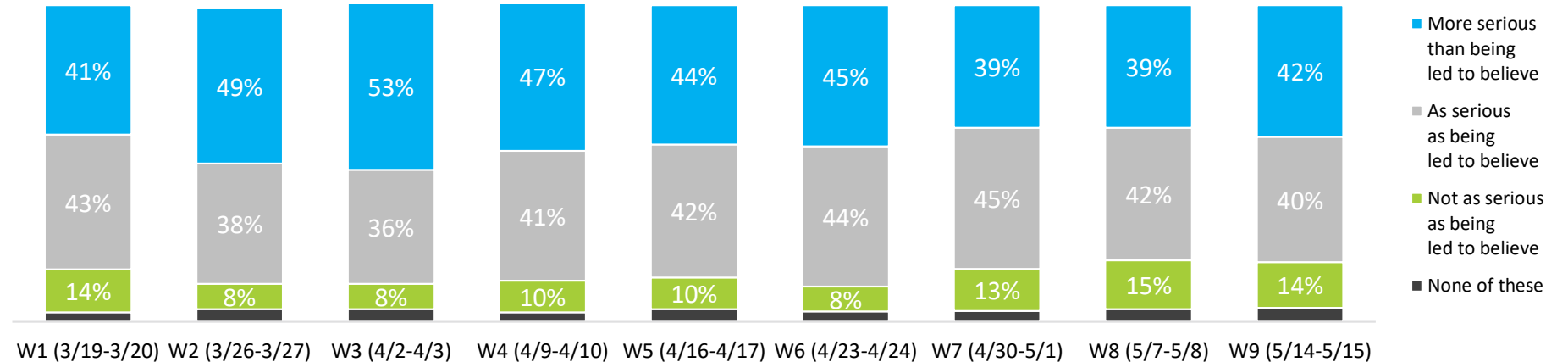
Concern over the COVID-19 outbreak is flat from last week, with about one-third of Americans saying they are extremely concerned.

Coronavirus/COVID-19 Concern Level



Americans remain split on their opinions as to the severity of the outbreak: about 40 percent think it's more serious than we're being led to believe and another 40 percent think it's just as serious.

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?

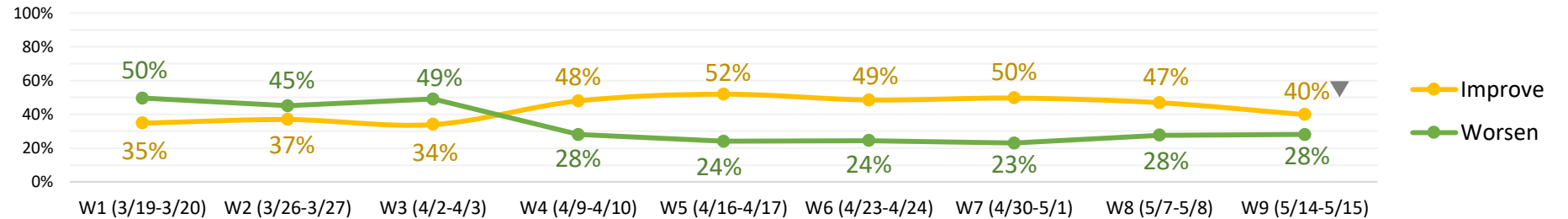
Q7 - Overall, how would you characterize your current level of concern about the Coronavirus/COVID-19 situation? Base: COVID-19 Aware

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

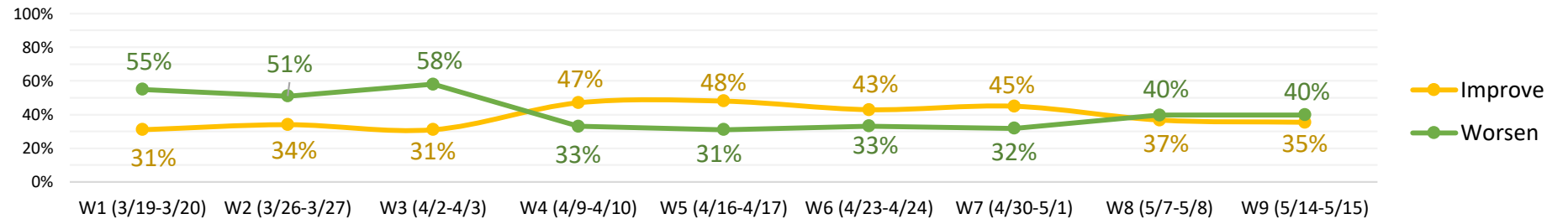
While optimism about the next 30 days is highest at the **local** level, the number of Americans who believe the pandemic will improve drops to 40 percent.

Change Locally in Next 30 Days



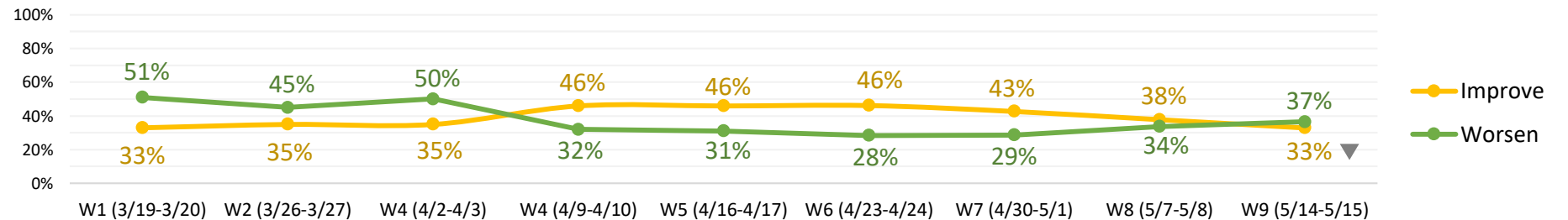
Thirty-five percent still believe the situation will improve **nationally**, representing little change from the previous week.

Change in US Overall in Next 30 Days



Americans are also less optimistic about the **global** pandemic situation this week, with just one-third expecting improvements.

Change Globally in Next 30 Days



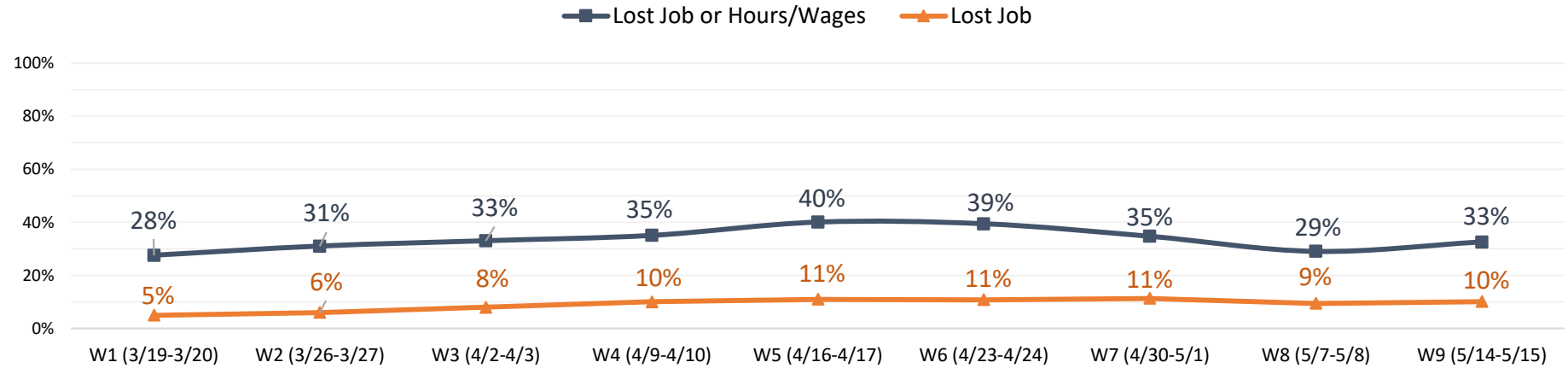
Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/COVID-19 situation to change in the next 30 days? Base: COVID-19 Aware

Employment, Financial Impact of Coronavirus/COVID-19

About one-third of Americans have lost a job or had their hours/wages reduced as a result of the pandemic.

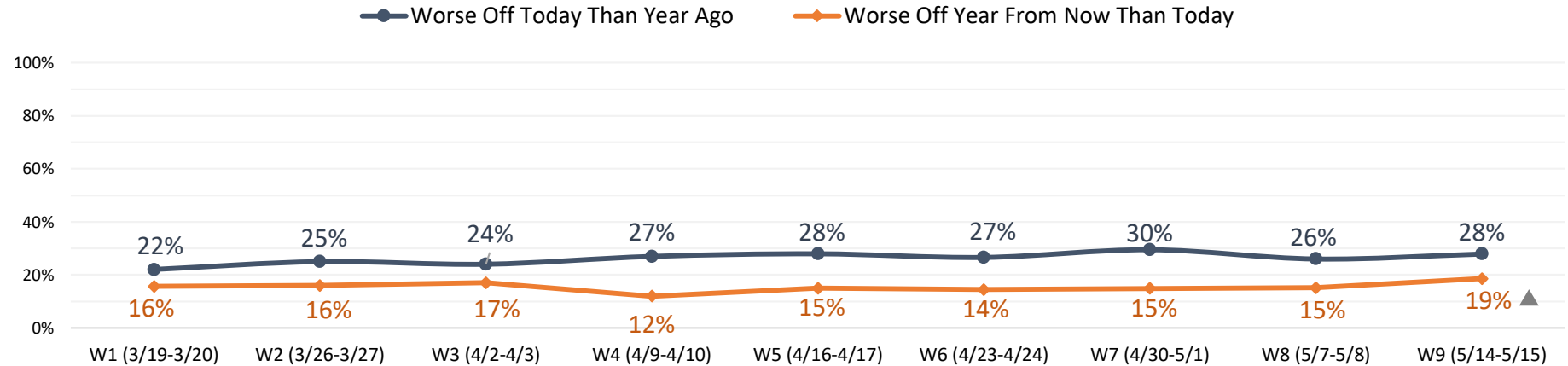
For the first time since the tracker's beginning, this week brings an increase in the percentage of Americans who expect to be worse off financially one year from now compared to today.

Coronavirus/COVID-19 Impact on Employment



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

Personal Financial State vs. One Year Ago, From Now

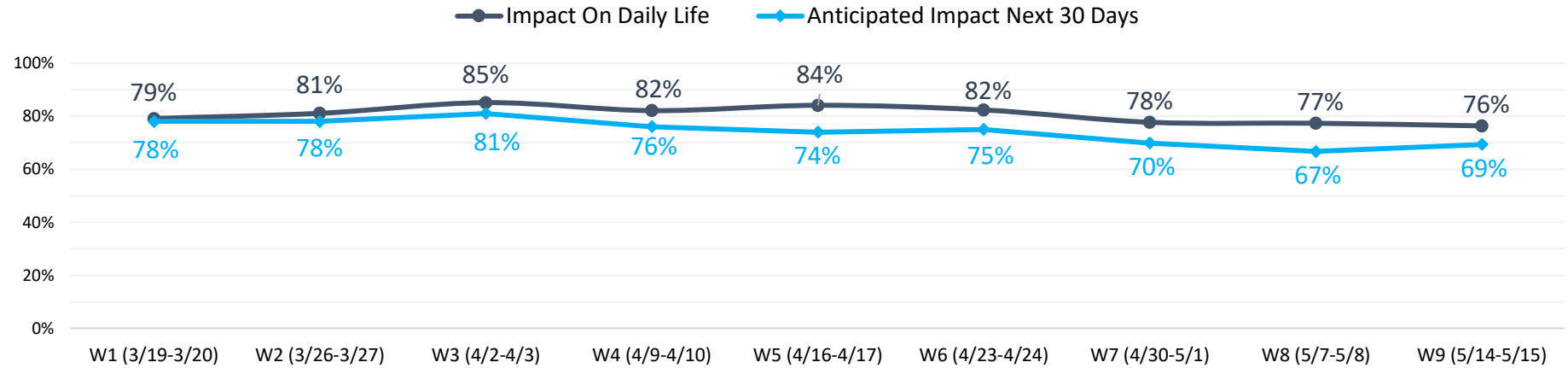


Q19 - At any point, did you lose a job or were your job hours or salary negatively affected by the Coronavirus/COVID-19 situation? Base: COVID-19 Aware | Q2 - Would you say that you/your family are better or worse off financially than you were a year ago? / Q3 - Now looking to the future: Do you think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

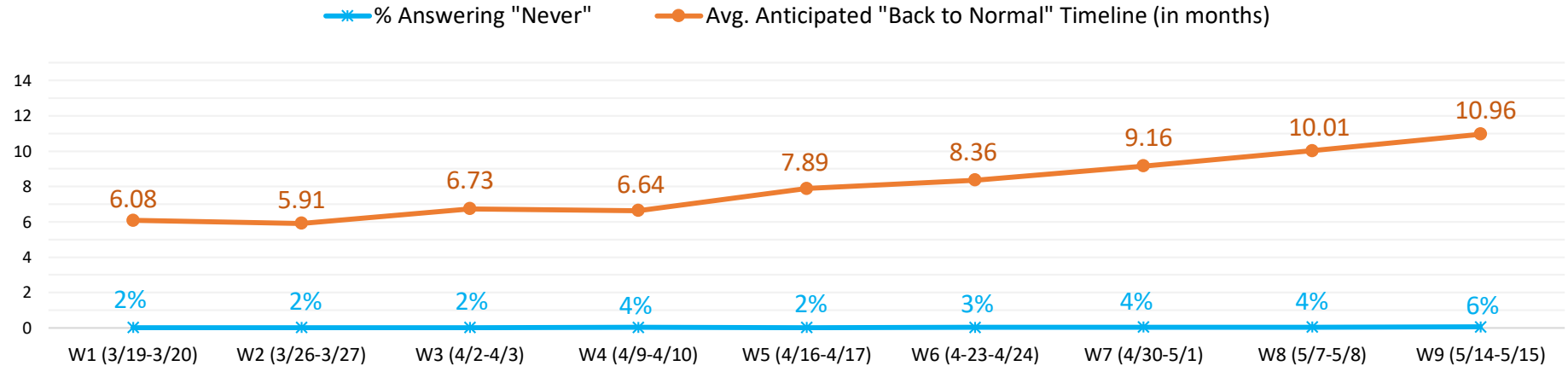
There is little change to reported impacts (severe or moderate) or expected impacts to daily life this week. Two-thirds expect severe/moderate impacts to continue through the next 30 days. Three-quarters report severe or moderate impacts to date.

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



The average anticipated time until things are “back to normal” climbs for the fifth straight week, reaching nearly 11 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

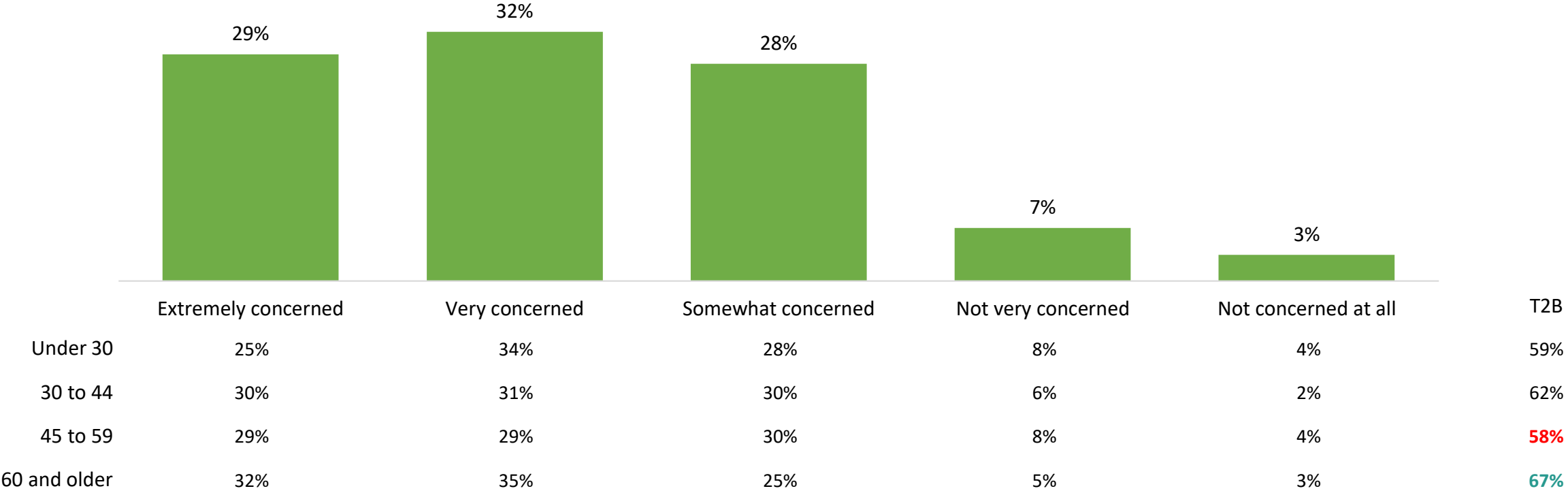
Awareness, Perceptions, Concerns

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



Over 60 percent of Americans are very or extremely concerned about the pandemic, with little change from the previous week. Overall, concern levels homogenize across age groups this week, although those 60 and older still exhibit the highest concern at the T2B level.

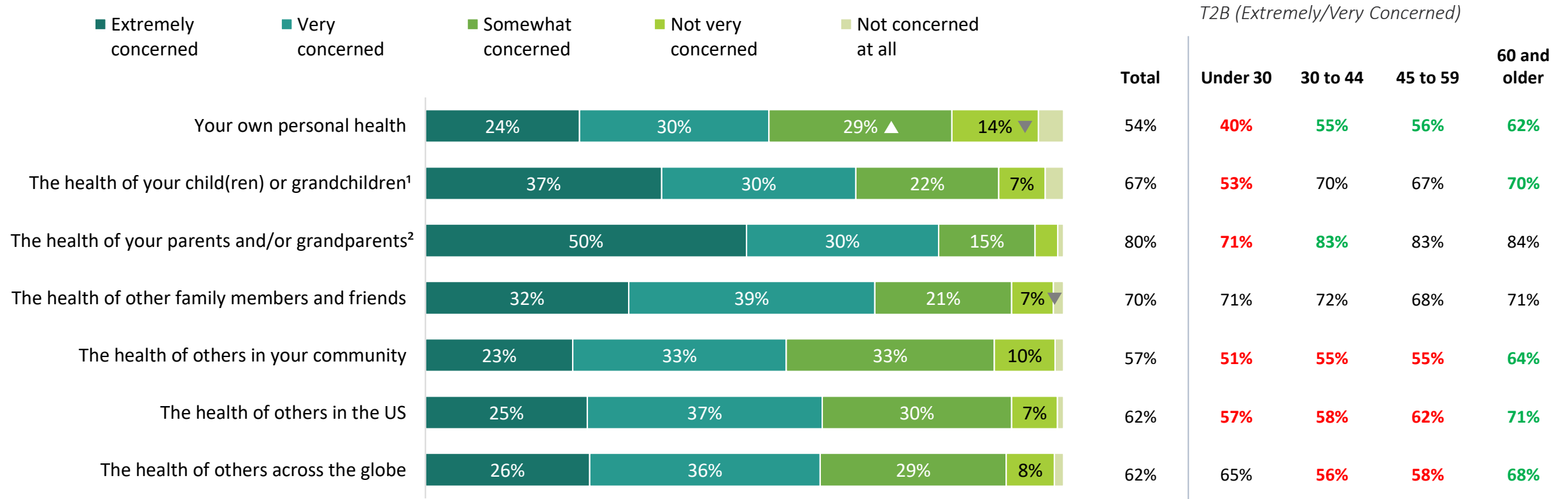
Coronavirus/COVID-19 Concern Level



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

Americans' concern levels remain high for the health of older relatives like parents and grandparents. Those under 30 remain less concerned overall than their older counterparts.

Coronavirus/COVID-19 Health Concerns

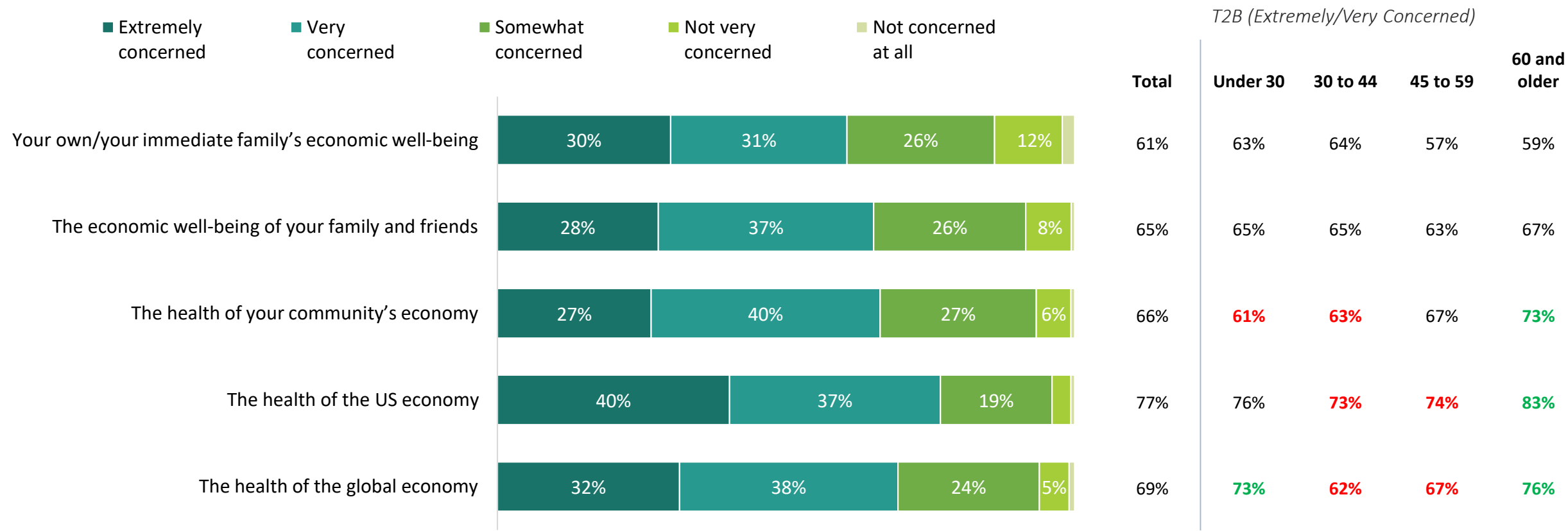


Q8 - To what extent are you concerned about the potential health impact of Coronavirus/COVID-19 at the following levels? Base: COVID-19 Aware + Not Very – Extremely Concerned

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

Again this week, economic concerns are equally pressing with nearly 80 percent of Americans worried about the future of the US economy. Concern for personal economic health is similar across all age groups, but those over 60 are more likely than others to be concerned about the health of others in their community and nationally.

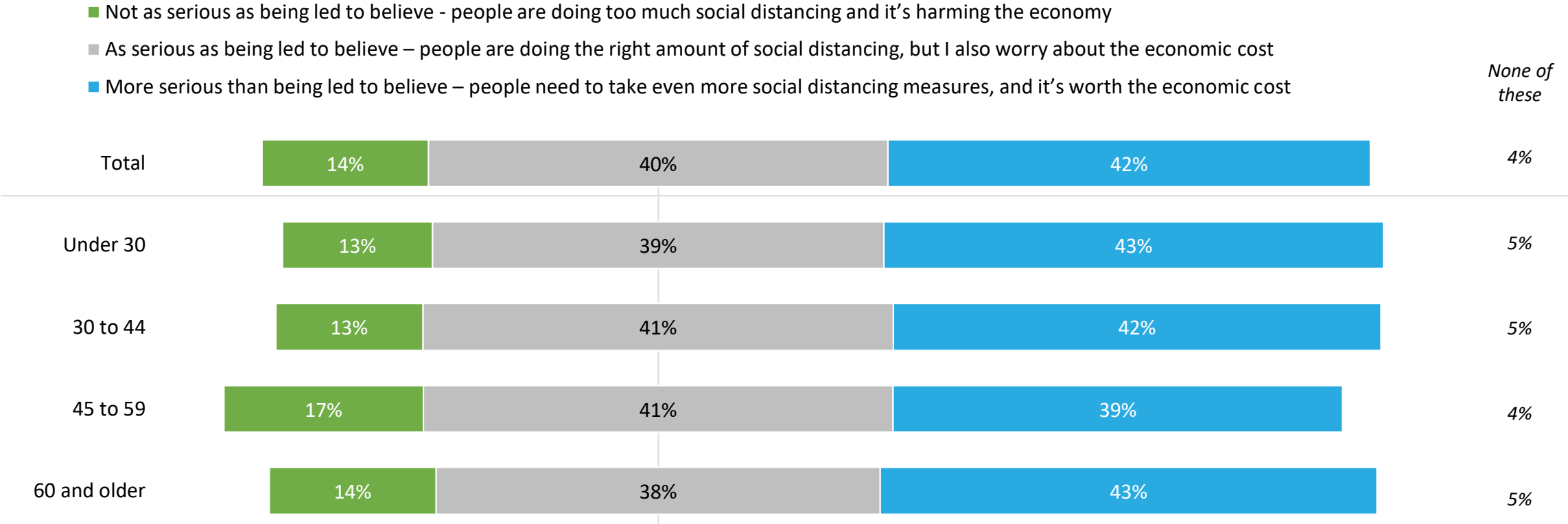
Coronavirus/COVID-19 Economics Concerns



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

There is no significant change in Americans' perceived severity of the COVID-19 outbreak. About 40 percent feel the situation is more serious than we're being led to believe, while another 40 percent feel the current level of concern is appropriate. Just 14 percent feel the situation is actually less serious than we're being led to believe.

Coronavirus/COVID-19 Perceived Severity

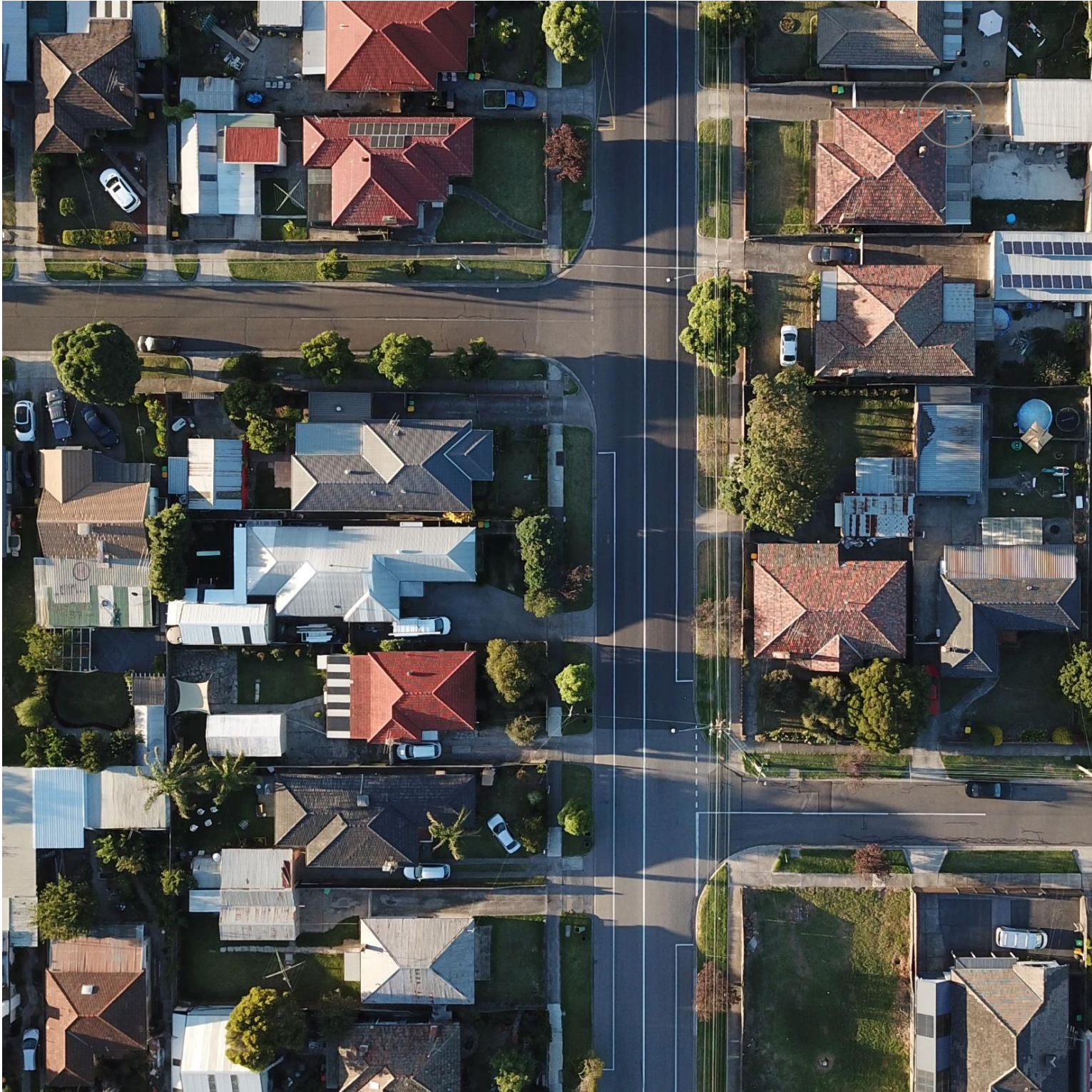


Q10 - Which statement below best describes your own general perception of the Coronavirus/COVID-19 pandemic? Base: COVID-19 Aware



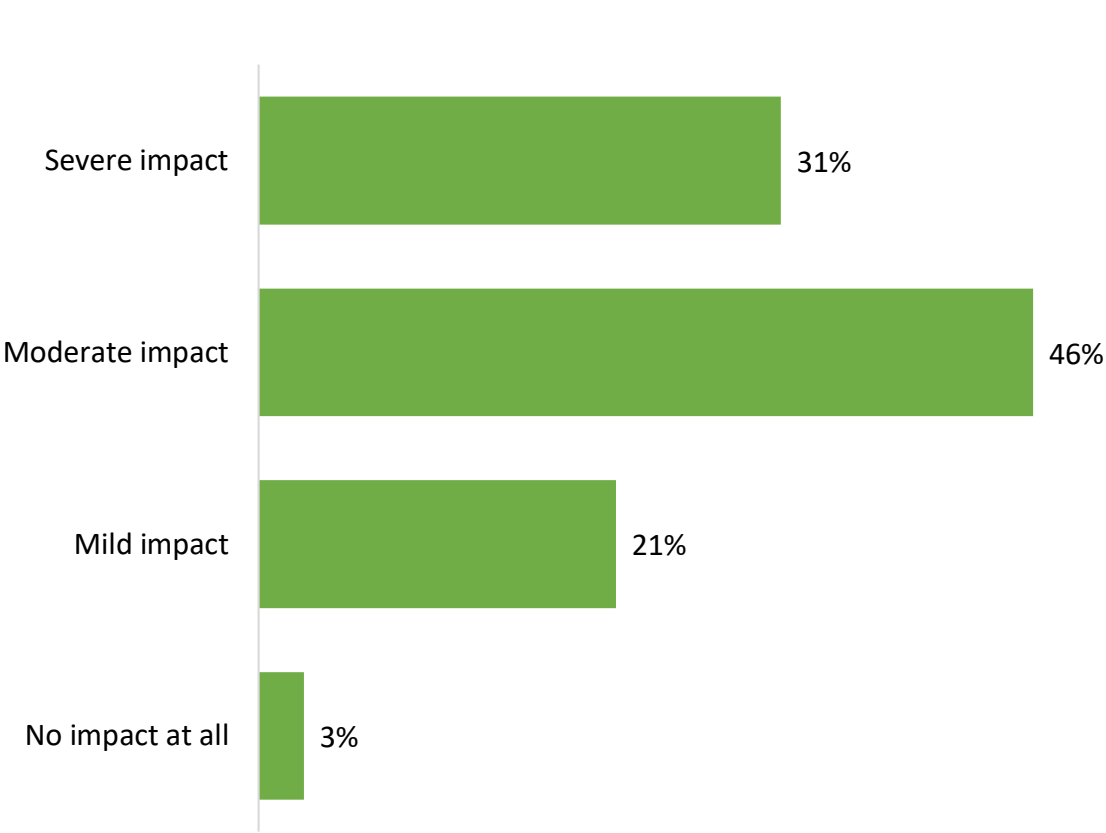
Impact on Daily Life


- Overall Impact
- Behavioral Reactions





The percentage of Americans reporting a severe or moderate impact from the pandemic to date remains flat at around eighty percent. Continuing a trend for several weeks, those in the Northeast part of the country and those in higher income households are more likely report severe or moderate impacts.

Coronavirus/COVID-19 Impact on Daily Life



	Under 30	30 to 44	45 to 59	60 or older
Severe	32%	37%	30%	25%
Severe or Moderate	85%	78%	75%	69%

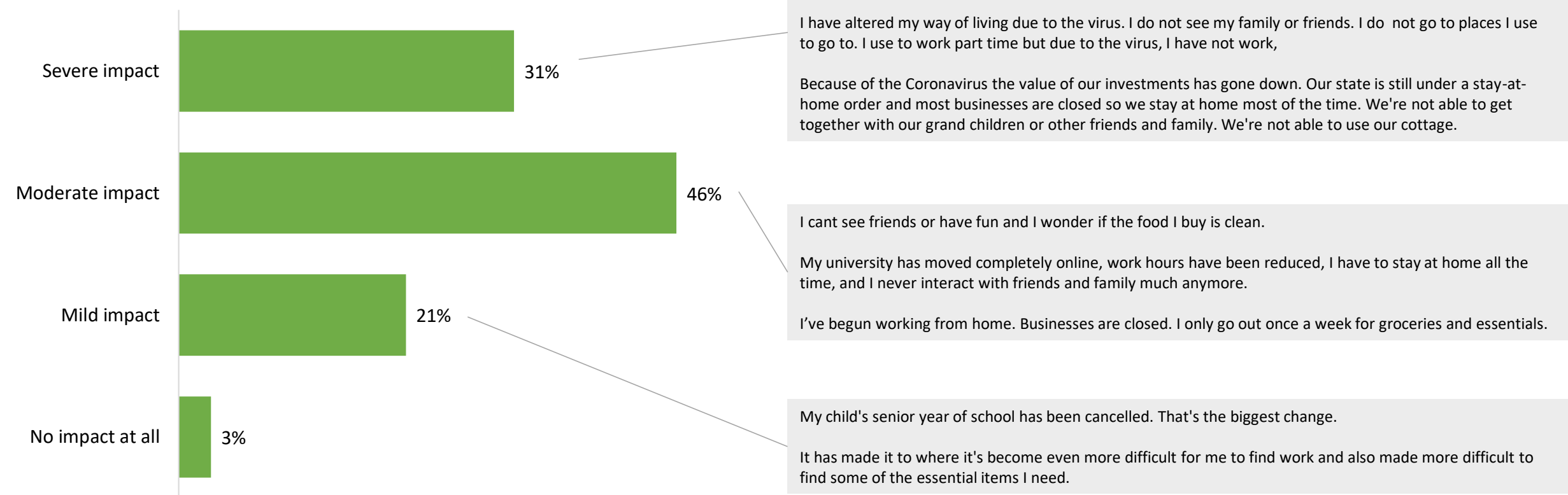
	Under \$50K	\$50K to \$100K	\$100K or more
Severe	28%	30%	35%
Severe or Moderate	72%	78%	80%

	Northeast	Midwest	South	West
Severe	37%	24%	31%	31%
Severe or Moderate	84%	75%	74%	77%

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

Social isolation, worries about the availability of essential products, and financial distress continue to drive impacts to daily life for those who say they've been affected by the pandemic.

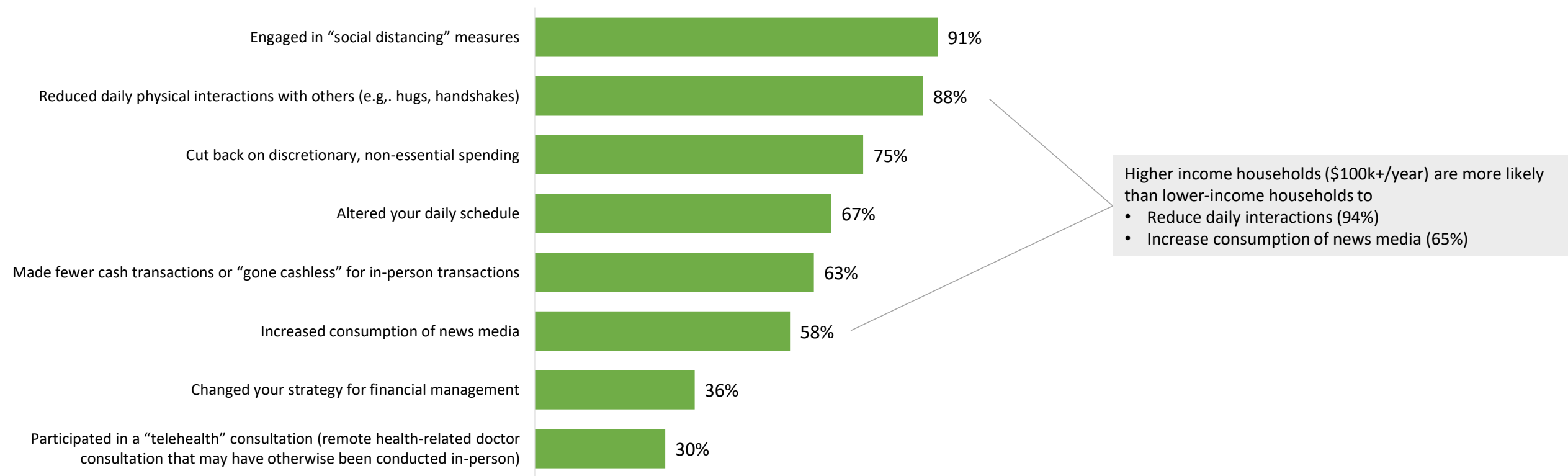
Coronavirus/COVID-19 Impact on Daily Life



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

Nine in 10 Americans continue to engage in social distancing this week. Similar to the previous week, three-quarters have cut discretionary spending and around two-thirds have seen alterations to their daily schedules.

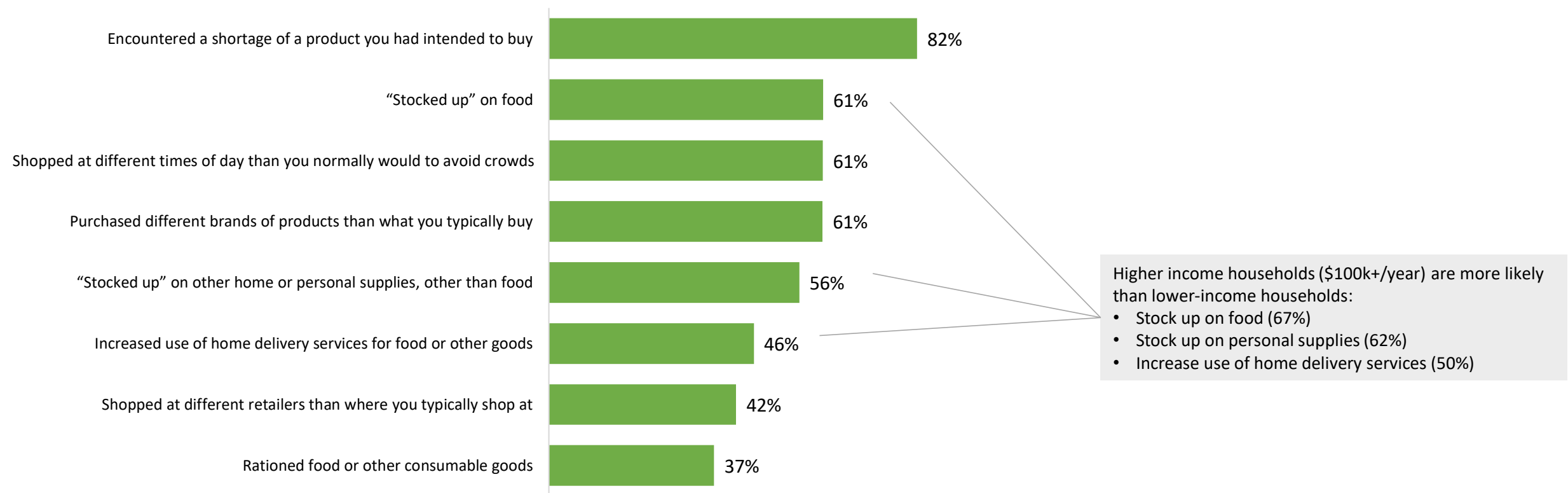
Behavioral Changes due to Coronavirus/COVID-19*



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

Product shortages continue to be a burden for over 80 percent of American shoppers. About 60 percent have stocked up on food, shopped at different times of the day than usual, and shopped different brands than usual in order to adapt to the pandemic's effects.

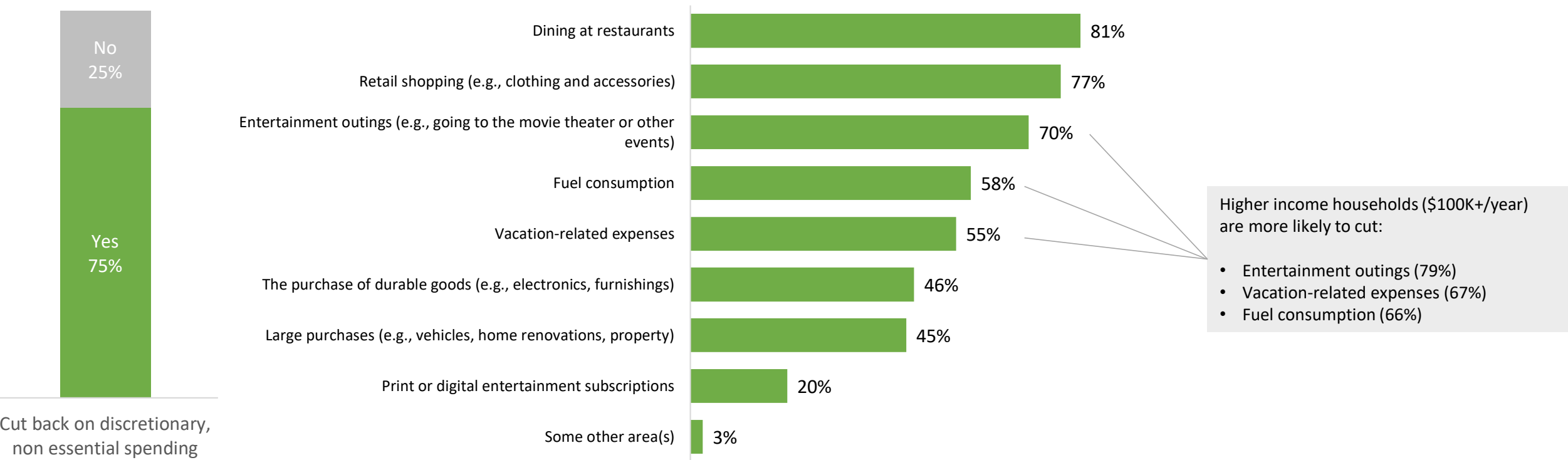
Shopping, Purchasing Experiences due to Coronavirus/COVID-19*



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 within the past week: % Answering "Yes". Base: COVID-19 Aware

As 75 percent of Americans search for ways to reduce their discretionary spending, dining, retail shopping, and entertainment outings are the first to be cut. Over half are also cutting fuel and vacation-related expenses.

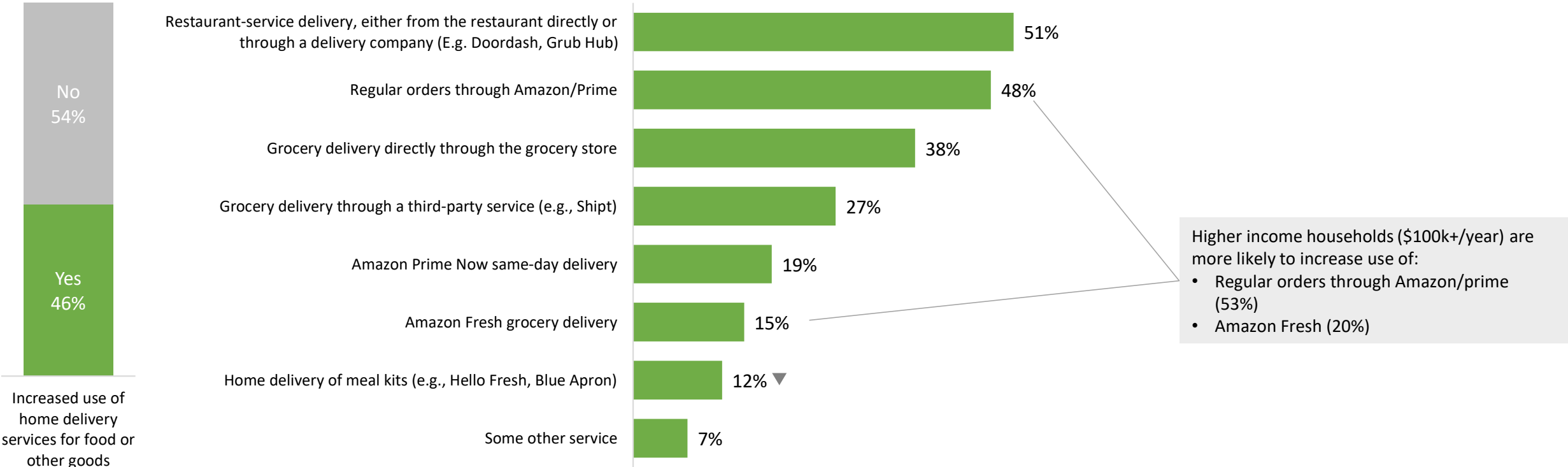
Areas of Reduced Discretionary Spending due to Coronavirus/COVID-19*



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

Nearly half of Americans have increased their use of home delivery services due to the pandemic this week, and, among those, half are utilizing some form of restaurant service and Amazon more frequently.

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)

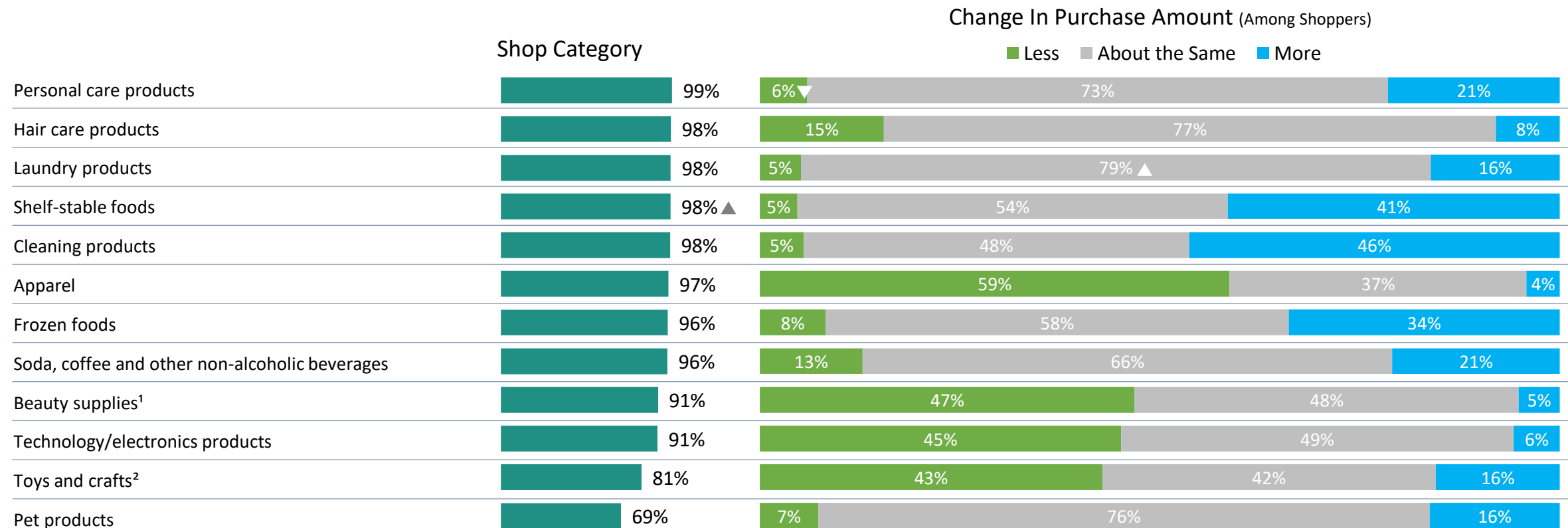
Changing Purchase Behaviors

- Category Purchase Volume
- Brand Loyalty



Cleaning products continue to see an increase in spending in about half of American households this week as shoppers search for products to deal with the pandemic's effects. Shelf-stable foods and frozen foods are also likely to see increased spend. Apparel and other luxury durable goods are the most likely to see cuts in spending, as has been the trend.

Coronavirus/COVID-19 Impact on Categories Shopped

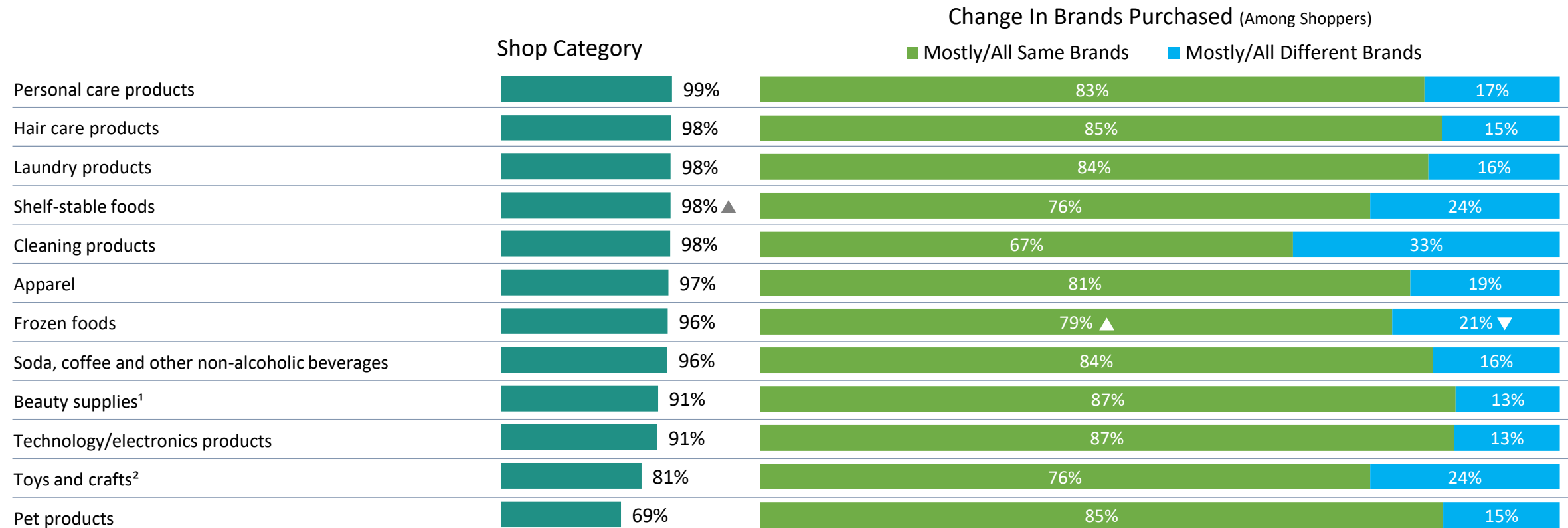


Q17 - Since the Coronavirus/COVID-19 situation began, have you purchased more, less, or about the same amount that you typically purchase in each category? Base: COVID-19 Aware

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

With spend increasing in cleaning products, shoppers are opening up to different brands than normal – about one-third of cleaning product shoppers are buying mostly or completely different brands. Brand switching in the frozen food category is slightly reduced this week.

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

As has been the case for several weeks, the unavailability of preferred brands is the main driver of brand switching in the cleaning products category, as well as for frozen foods, shelf-stable foods, and non-alcoholic beverages. Affordability is driving brand switching in apparel.

Coronavirus/COVID-19 Impact on Brands Purchased – Reasons for Buying All/Mostly Different Brands

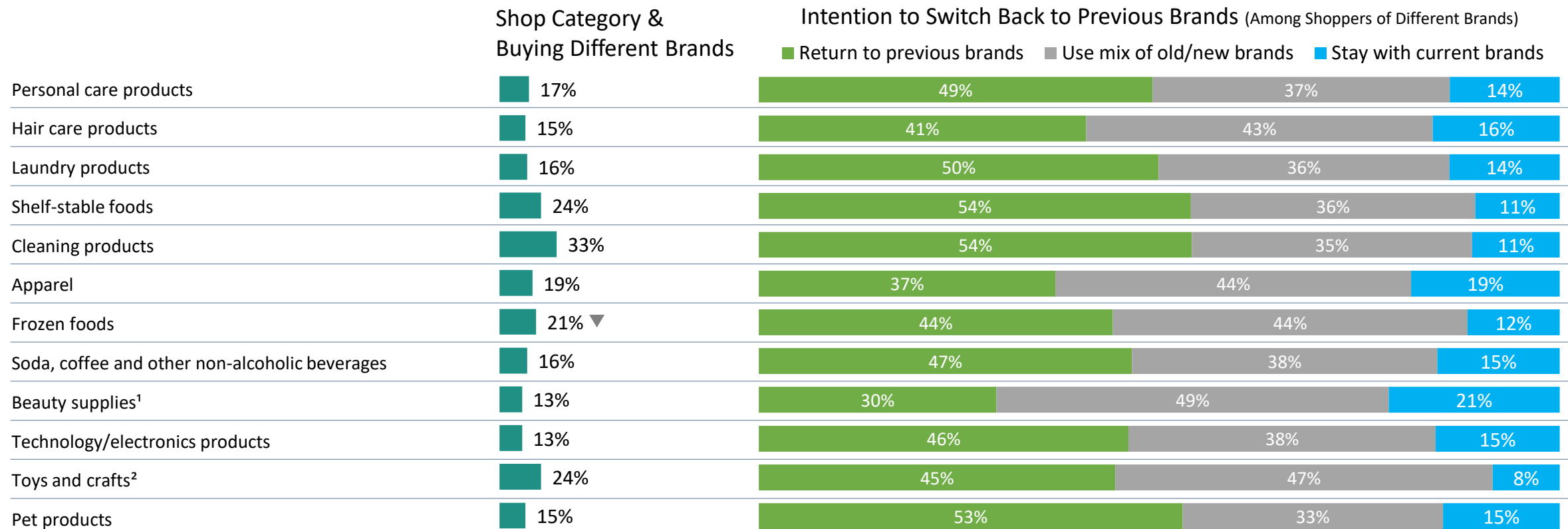
	Shop Category & Buying Different Brands	Preferred brand(s) is not available	Buying more affordable brands	Just to have more variety	Switching to higher quality/better performing options	Some other reason(s)
Personal care products	17%	50%	34%	19%	15%	3%
Hair care products	15%	29%	41%	25%	22%	2%
Laundry products	16%	47%	38%	22%	20%	1%
Shelf-stable foods	24%	49%	34%	25%	10%	1%
Cleaning products	33%	65%	28%	11%	11%	2%
Apparel	19%	21%	48%	32%	11%	6%
Frozen foods	21% ▼	50%	29%	31%	10%	2%
Soda, coffee and other non-alcoholic beverages	16%	44%	37%	30%	12%	2%
Beauty supplies ¹	13%	17%	39% ▼	31%	19%	8%
Technology/electronics products	13%	21%	43%	29%	19%	6%
Toys and crafts ²	24%	33%	33%	34%	10%	5%
Pet products	15%	30%	36%	29%	17%	0%

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

Once they've switched brands, only about half of consumers, at most, are likely to revert to their previous brands once the pandemic's effects subside. As many as 70 percent of shoppers are likely to use at least a mix of new brands in beauty supplies.

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



Q18b - And, for each of these categories in which you are buying different brands, once the pandemic's effects ease do you think that you will...[answer options]? Base: COVID-19 Aware Who Shop Category (Q17)

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

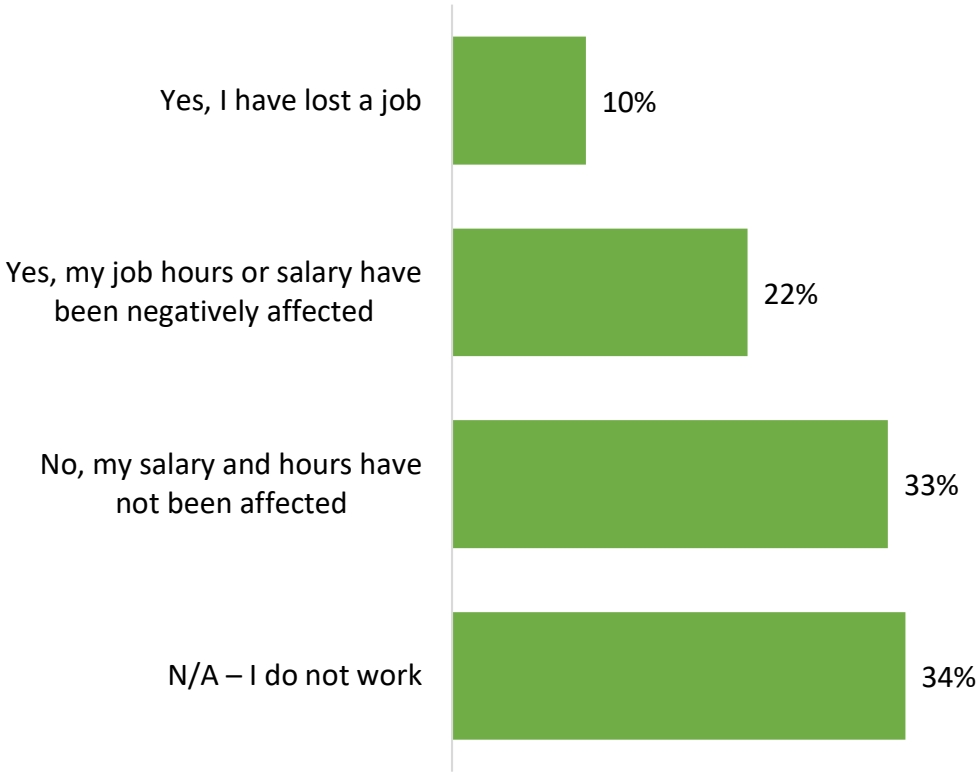
Employment Impact


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





The rate of reported job loss remains steady at around one in 10. Another quarter have experienced some kind of reduction in pay resulting from the pandemic. Continuing the trend for several weeks, job loss is highest among those under 30, and in those geographic regions where the largest outbreaks have occurred.

Coronavirus/COVID-19 Impact on Employment



	Under 30	30 to 44	45 to 59	60 or older
Lost Job	16%	8%	11%	7%
Lost Job or Wages	41%	35%	40%	17%

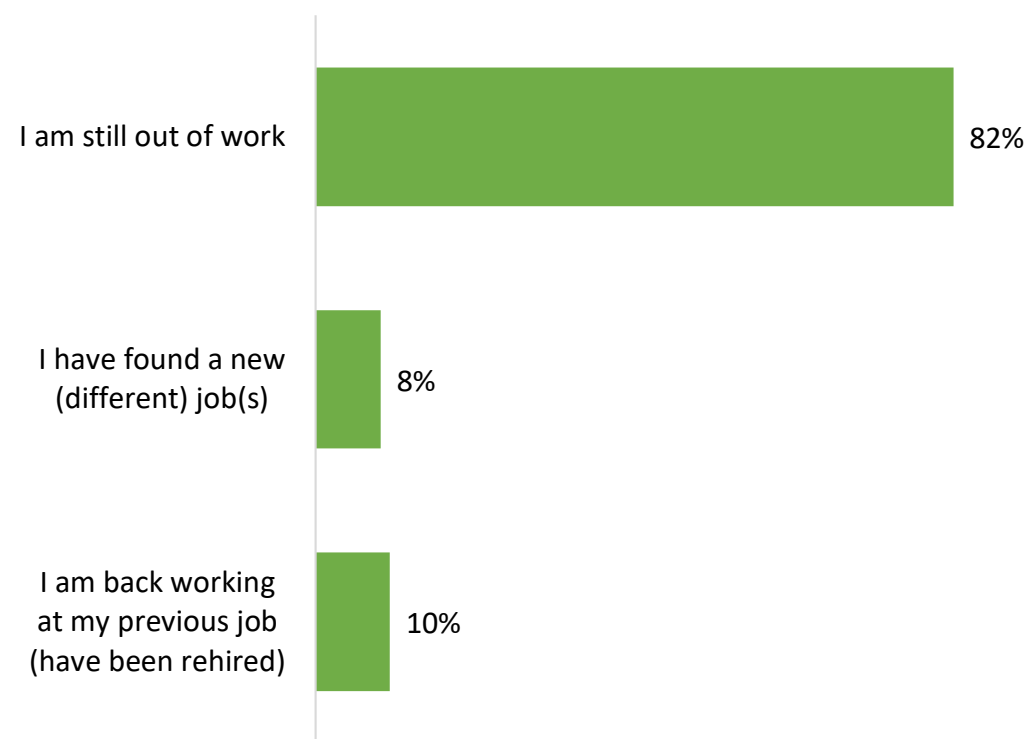
	Male	Female
Lost Job	10%	10%
Lost Job or Wages	34%	32%

	Northeast	Midwest	South	West
Lost Job	13%	6%	8%	15%
Lost Job or Wages	37%	31%	31%	34%

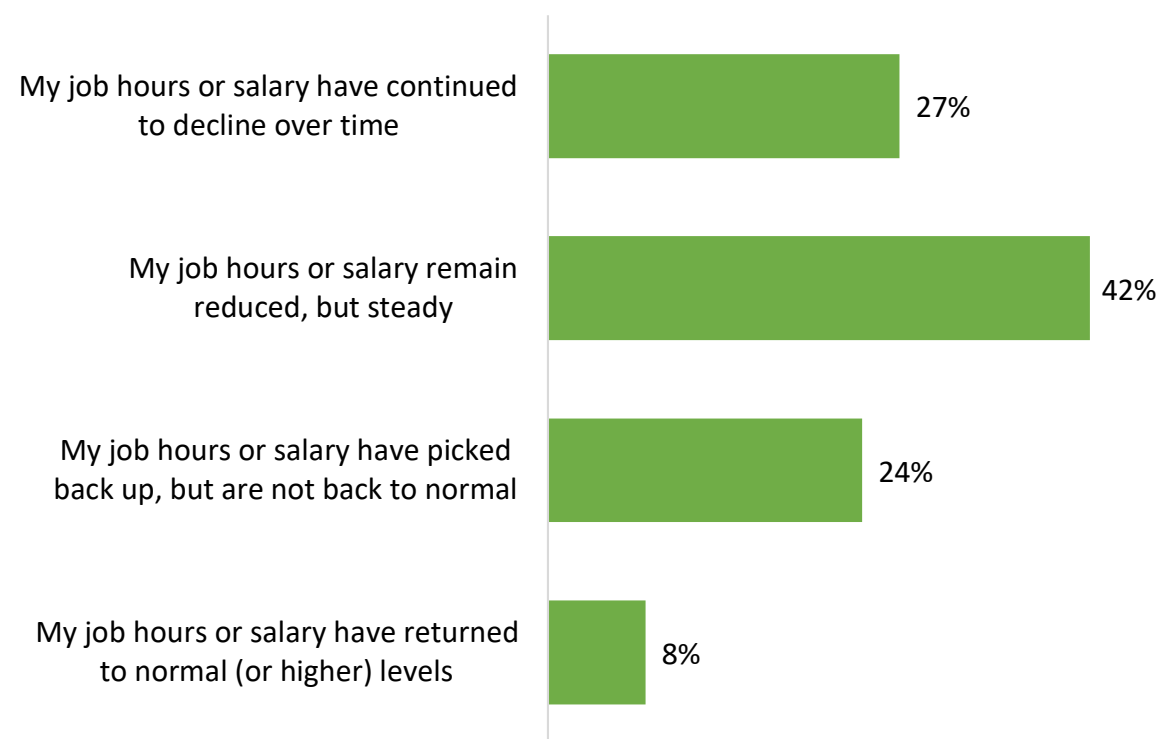
Q19 - At any point, did you lose a job or were your job hours or salary negatively affected by the Coronavirus/COVID-19 situation? Base: COVID-19 Aware

Over 80 percent of those who have lost a job at any point during the crisis because of the outbreak remain out of work. Ninety percent of those whose pay has been reduced have yet to see their pay return to normal levels.

Employment Recovery Among Those Who Lost Job



Employment Recovery Among Those With Reduced Hours/Salary



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

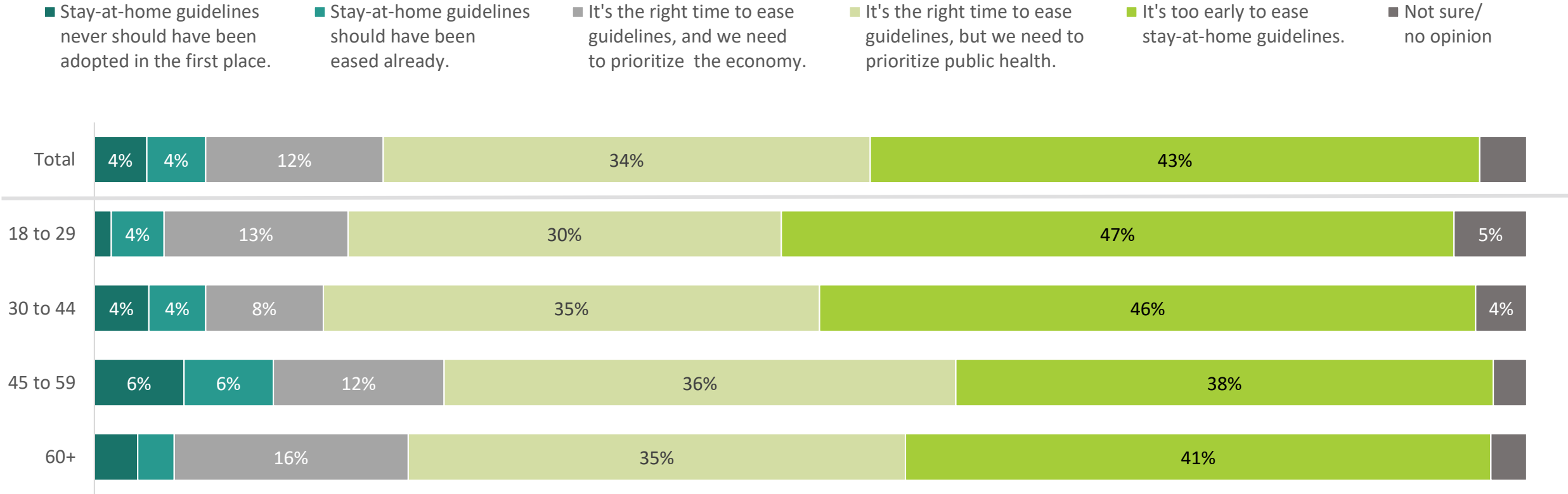
Outlook

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



There is little change in Americans' opinions around reopening this week, and the majority still feel it's too early. Another third say that it is the right time to begin reopening, but that health and safety must be the top concerns.

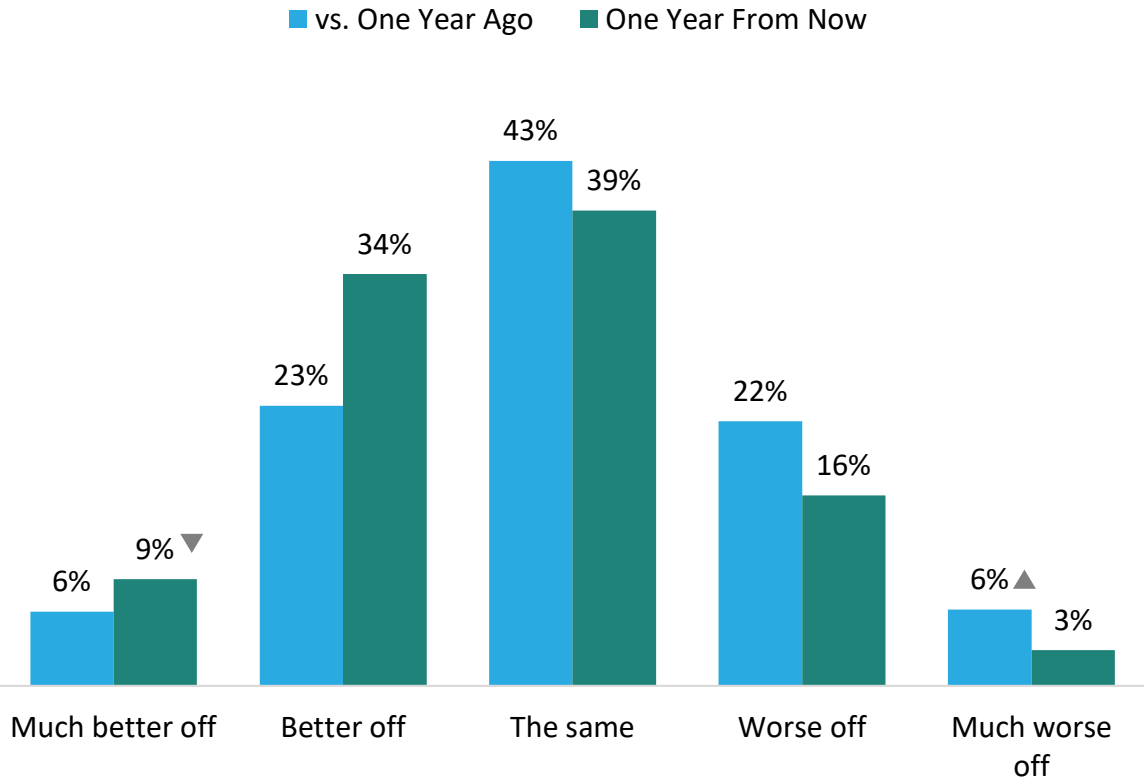
Perceptions of “Reopening”



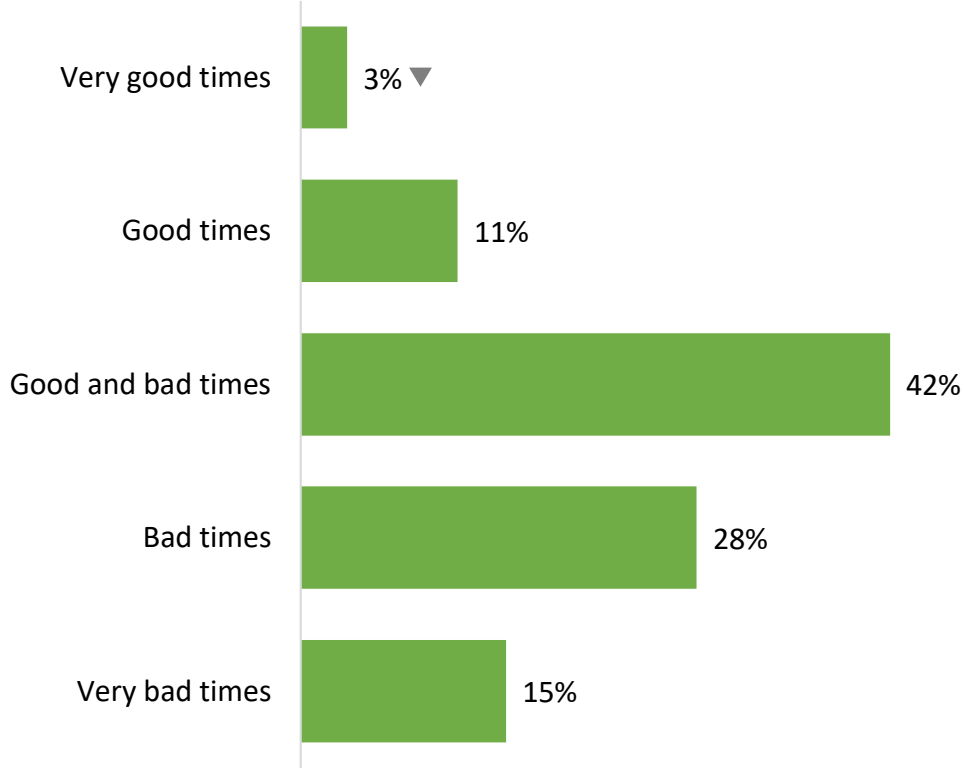
Q33 - Which of the following statements best describes how you feel when it comes to easing stay-at-home guidelines and allowing businesses to reopen? Base: COVID-19 Aware

Financially, most Americans remain optimistic that they will be at least the same – or better off – one year from now, although there is a slight increase this week in those who expect to be much worse off. Only about one in seven expect primarily good times for US business overall in the next 12 months.

Personal Financial State vs. One Year Ago, From Now



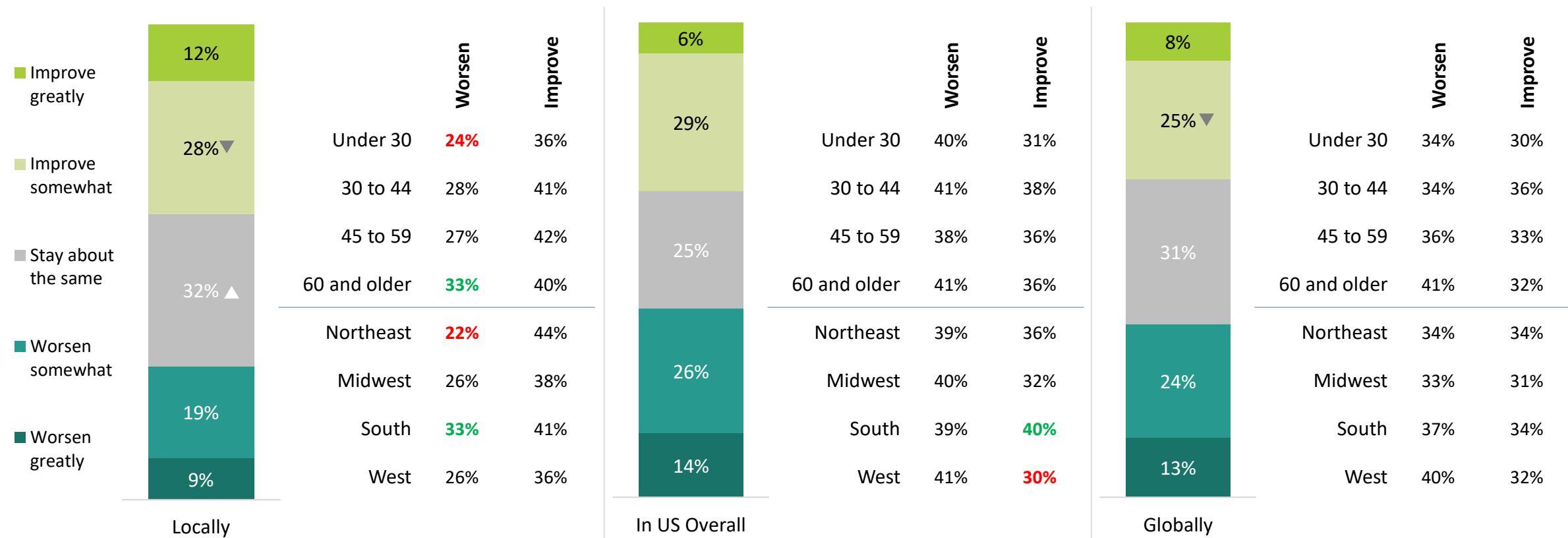
US Business Financial State Over Next 12 Months



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

Fewer people are expecting improvements at the **local** and **global** levels over the next 30 days. Expectations for how the pandemic will unfold **nationally** are largely unchanged this week, with only about one-third expecting improvements.

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

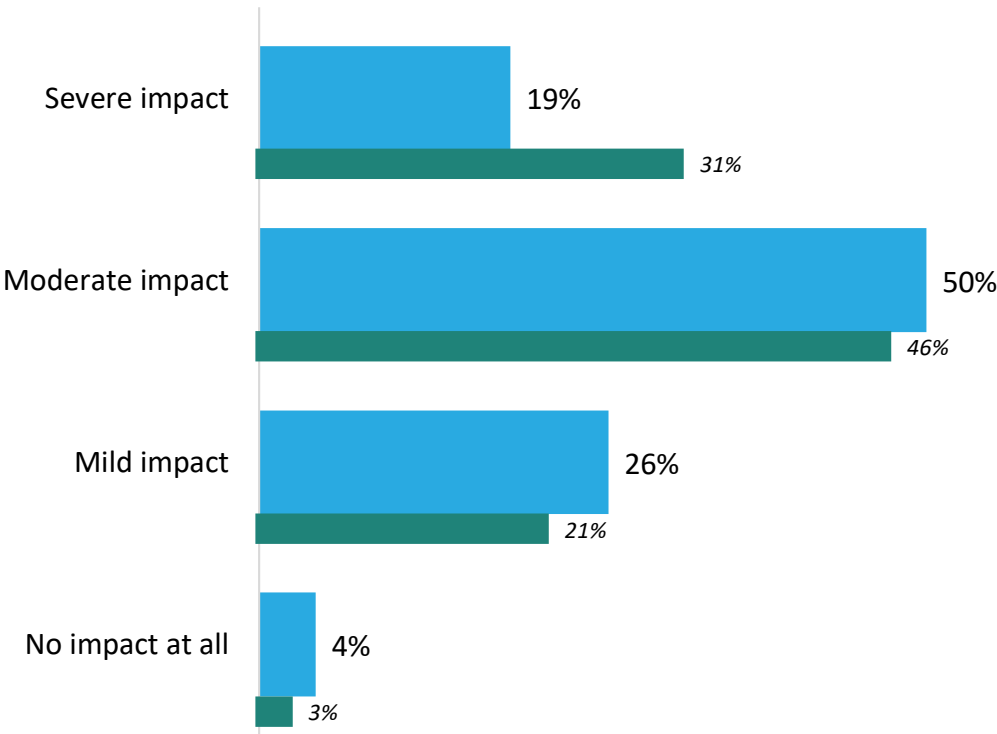


Q22 - Thinking locally, about the US overall, and globally, how do you expect the Coronavirus/COVID-19 situation to change in the next 30 days? Base: COVID-19 Aware

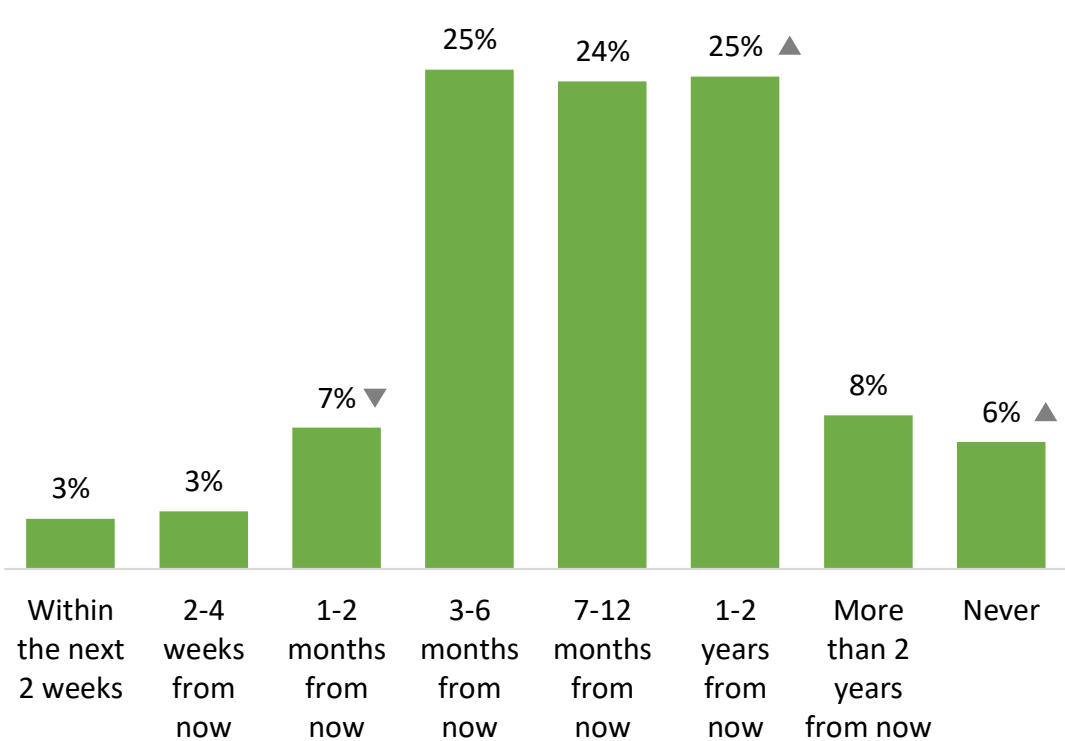
Although there is little change in anticipated impacts over the next 30 days, the average time until Americans expect things are back to normal increases yet again, reaching an all-time high of nearly 11 months.

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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