CONSUMER CONNECTIONS BY THE NUMBERS:

The Impact of COVID-19 on American Consumers

Longitudinal Survey Results: April - June 2020

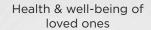
The economy remains a concern for many, while other concerns have leveled off.

The economy continues to be a top concern





In general, concerns have declined ("very concerned")





April

53% 37% 33% May June

Ability to get healthcare if needed



April

15%

Physical health



33% 24% 22% April May June

Personal safety and security



26% 15% 15% April Mav

Ability to get necessities

Mental

health



29% April

19%

17% 19% May June

13%

May

10%

My financial health



31% 22% 19% May April June

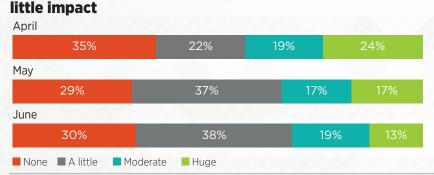
Security of my



job 13%

13% 10% April May

Fewer and fewer report the economy having a huge impact on them, but more since April are saying it has at least a





COVID-19 has changed behaviors, and these changes are likely to continue.

FINANCE



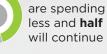
1 out of 4







are saving more in bank are banking online more



46%

(\$ 6) (\$ 6) (\$ 6) ↓1 out of 3 are using cash less and fewer than half will continue

SHOPPING



are shopping for clothing less and over one-third will continue

are shopping online more and two-thirds will continue



28% are shopping online for groceries more and over two-thirds will continue

CLEANING & EATING

√are investing in the

stock market less



are cooking at home more and threequarters will continue



42% are cleaning home more and threequarters will continue



are ordering in food more and nearly twothirds will continue

FITNESS



132% are exercising at home more and two-thirds will continue



45% are exercising at the gym less and just over three in five will continue

C+R's TAKE:

The initial shock of COVID-19 and quarantine have worn off, but behaviors have changed, and possibly permanently. Consumers have had time to re-think the pace of their lives, where and how much they spend money and what they value. We are certainly entering a new normal, and it's important to continue on this journey with consumers in order to understand what's permanently changed and how your brand can grow and evolve alongside them.



C+R instituted a COVID-19 Task Force at the start of the pandemic to help us continually evolve our point of view on research and better understand consumer behavior in the time of Coronavirus. Through this effort, we have created a lot of great resources like this one to share with you. Don't hesitate to reach out to chat about your research needs and how C+R can help. <u>Contact Hillary Stifler</u>, Vice President, for more information.

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