

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



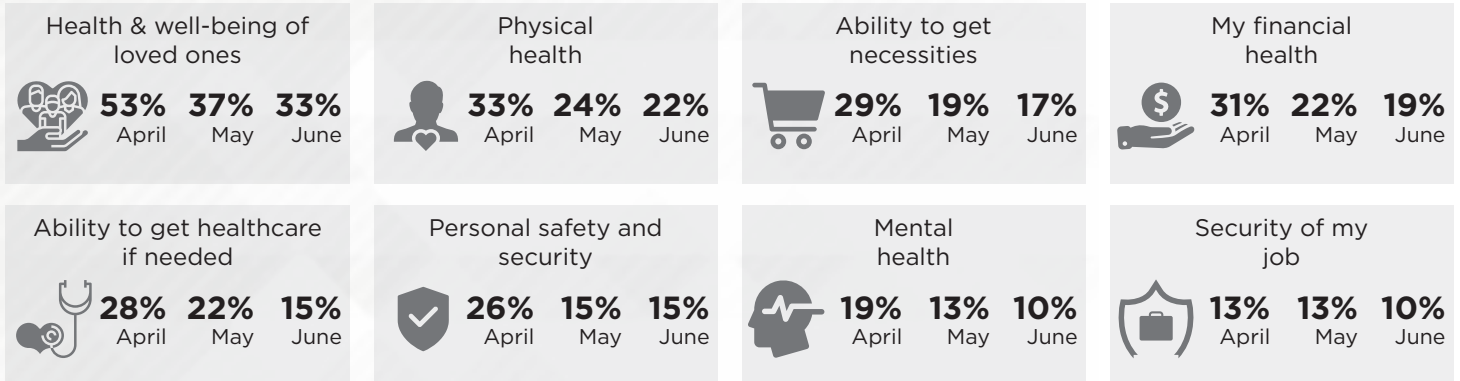
April: 61% very concerned

May: 54% very concerned

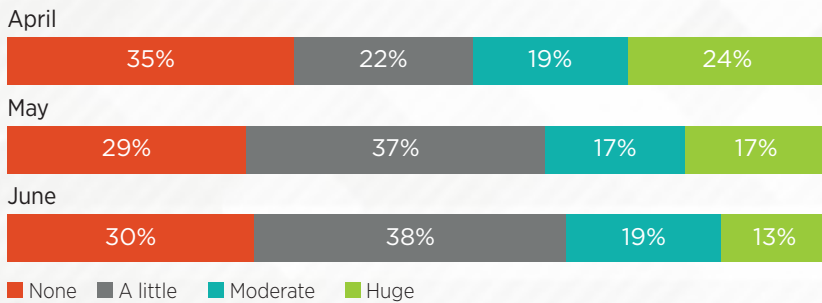
June: 53% very concerned



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



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



COVID-19 has changed behaviors, and these changes are likely to 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. [Contact Hillary Stifler, Vice President, for more information.](#)