



COVID-19 U.S. CONSUMER IMPACT TRACKING STUDY – ROUND 3

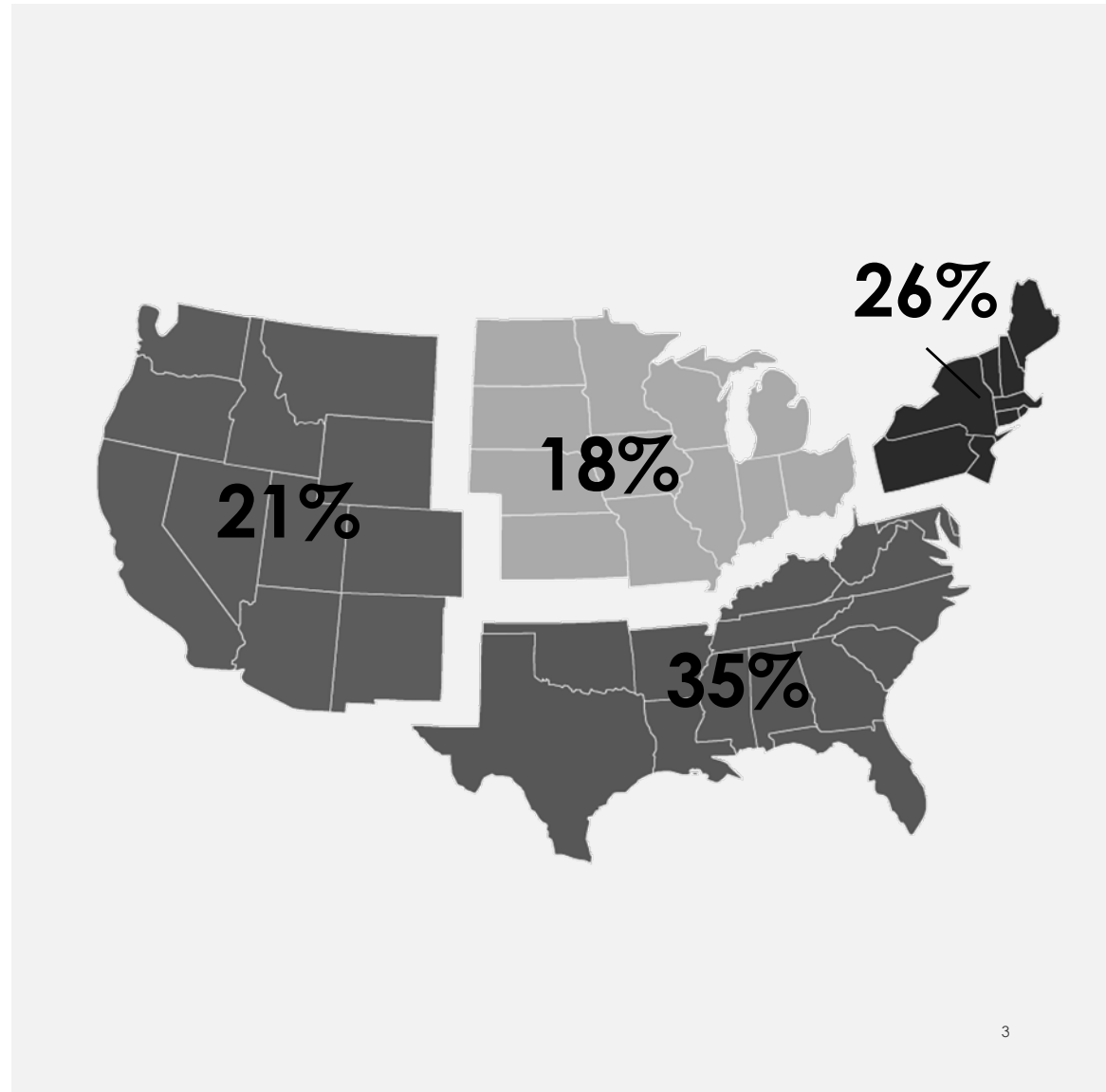
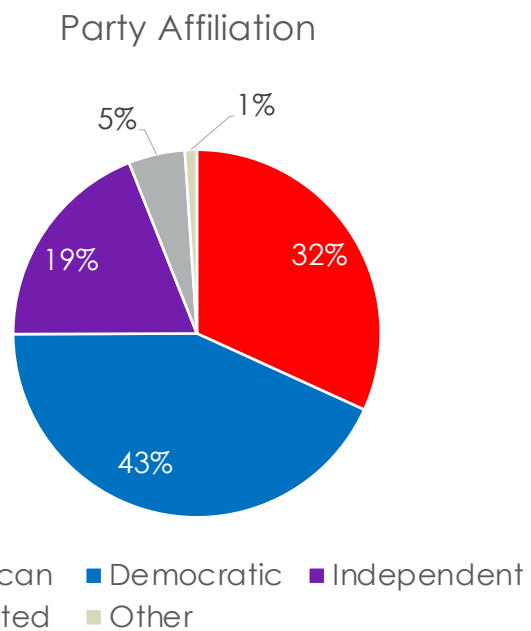
PRESENTED MARCH 23, 2020

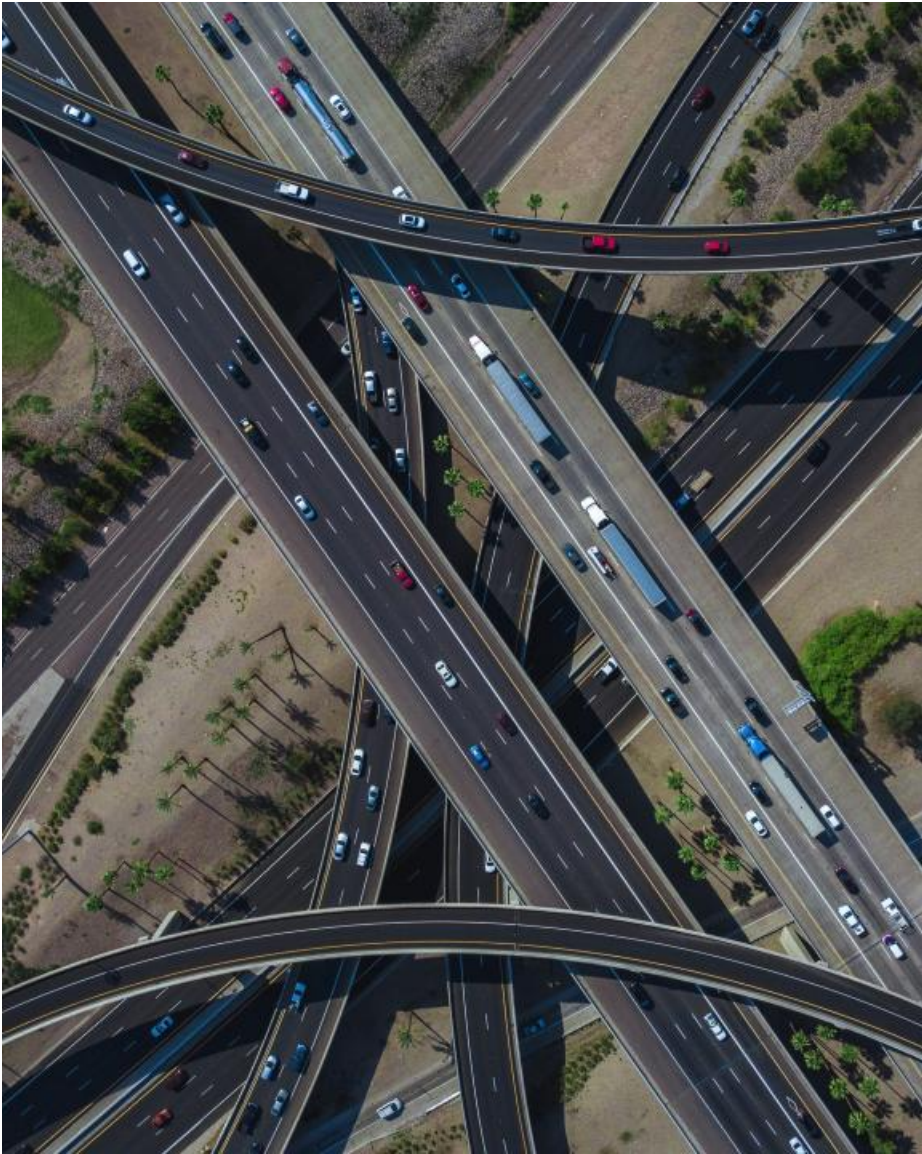
Methodology – Round 3

- We will survey each Friday at 4PM and report each Monday
- On March 20, 2020:
 - n = **1025, census balanced**
 - MOE = **± 3.06%**
 - Panel: Gen Pop
 - Collected: 03/20/20, 03/21/20

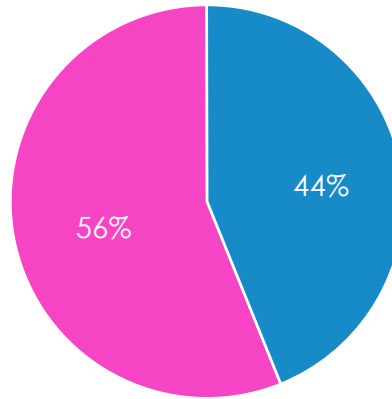


Census balanced panel is representative of Americans



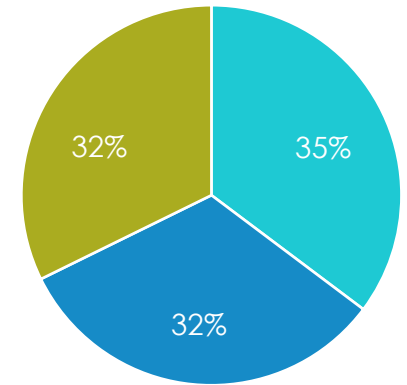


Gender



Female Male

Generation



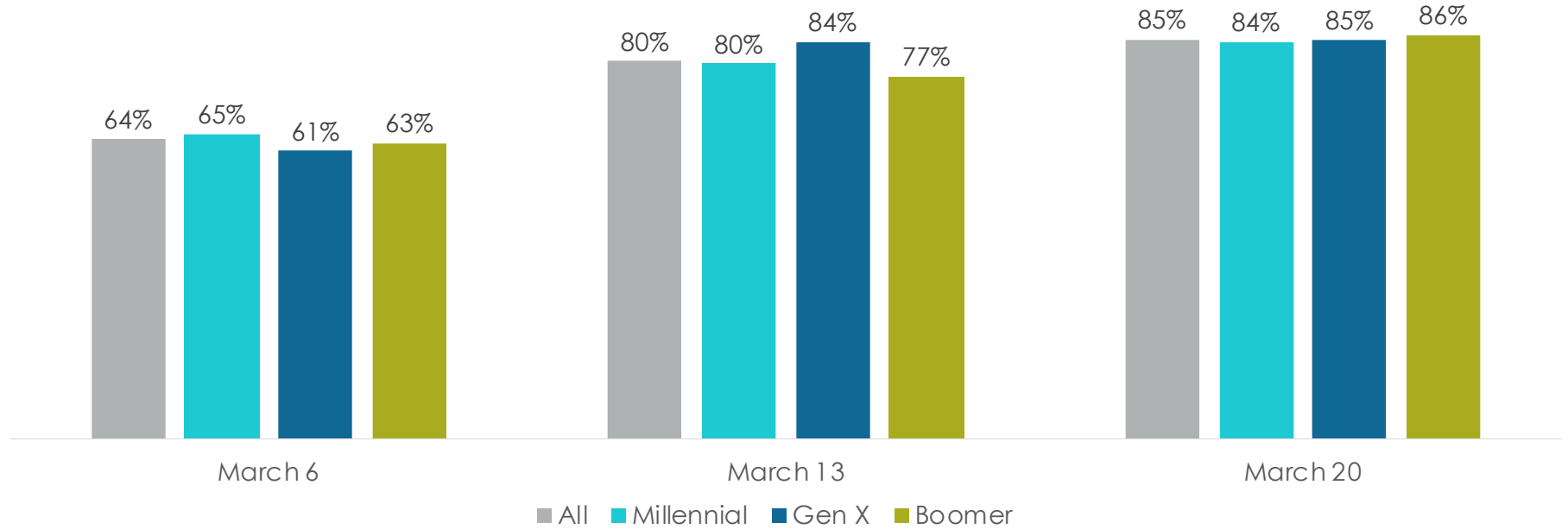
Millennial Gen X Boomer



CONCERN IS GROWING

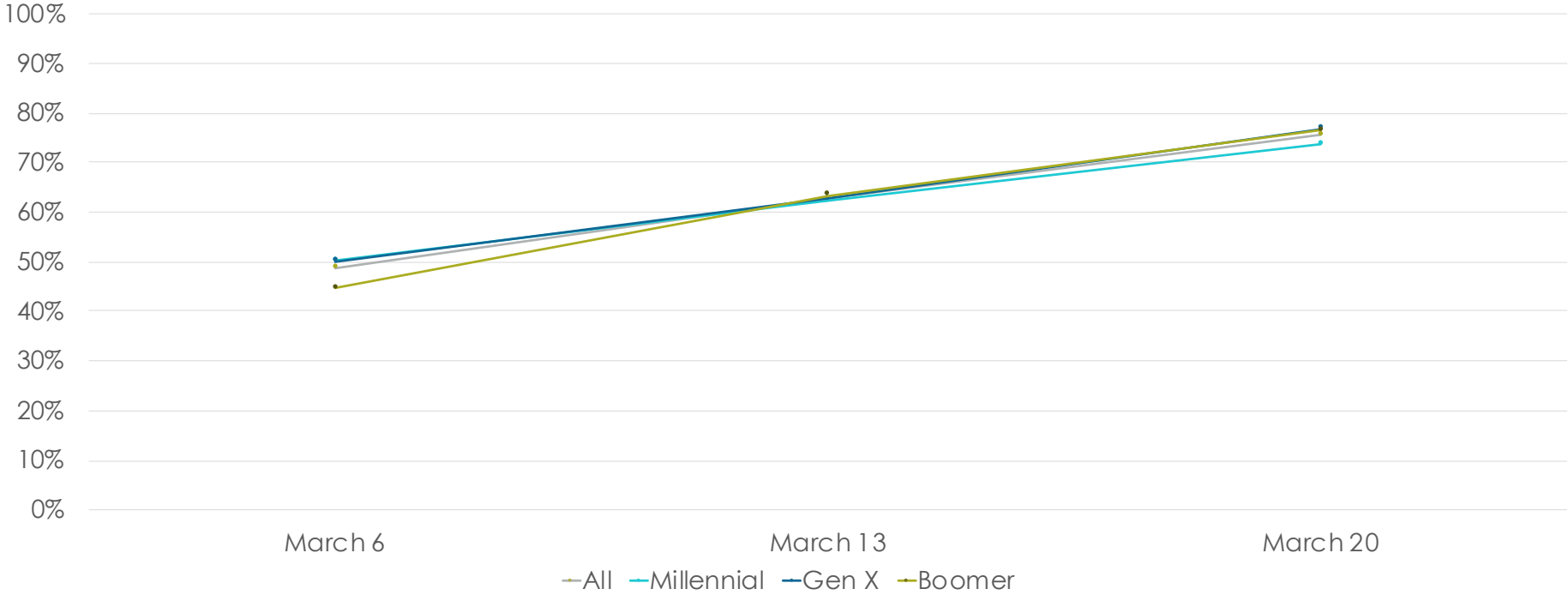
Surprisingly, there is still 15% of the U.S. population that is not aware or very aware of COVID-19.

Familiar with Coronavirus

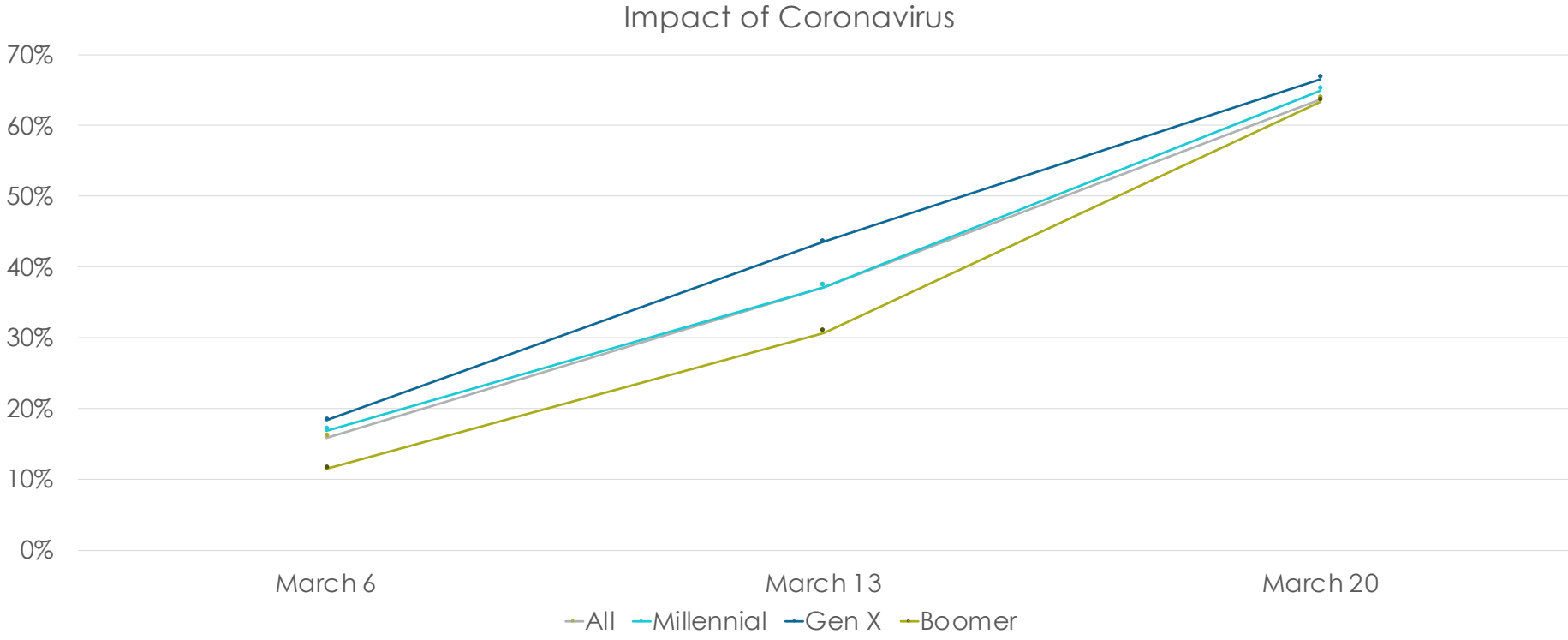


While awareness has not grown dramatically concern levels about a personal impact are up nearly 60% in two weeks.

Concerned about Coronavirus

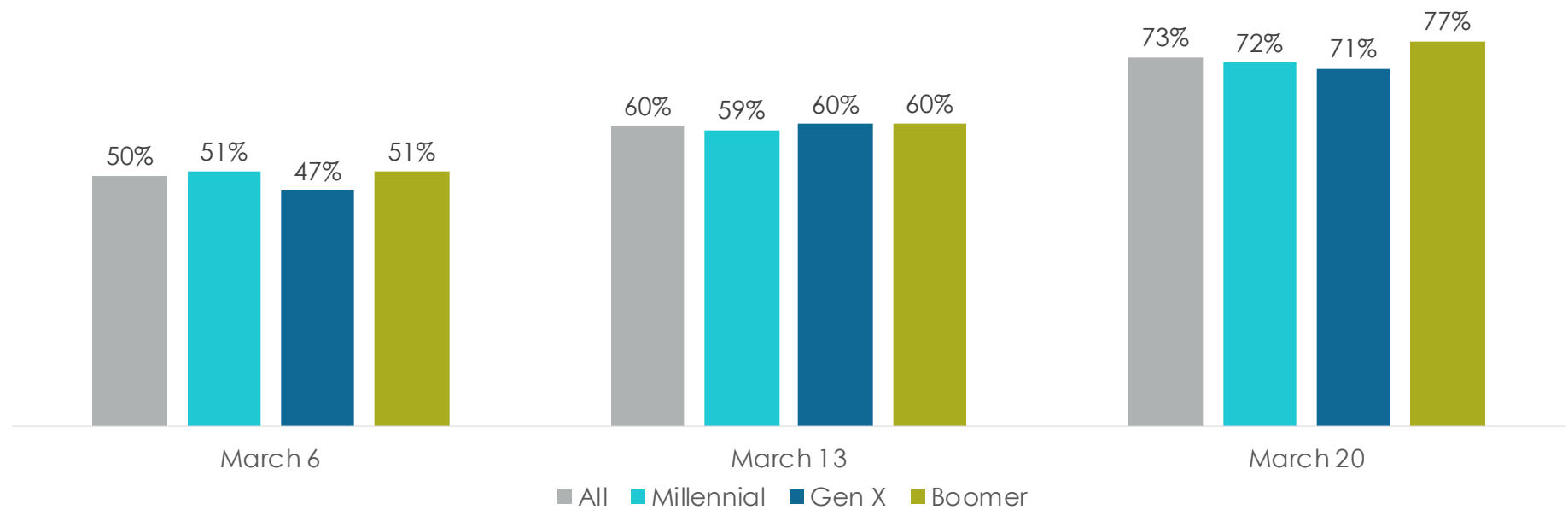


Largely because people already feel that their life has been impacted.

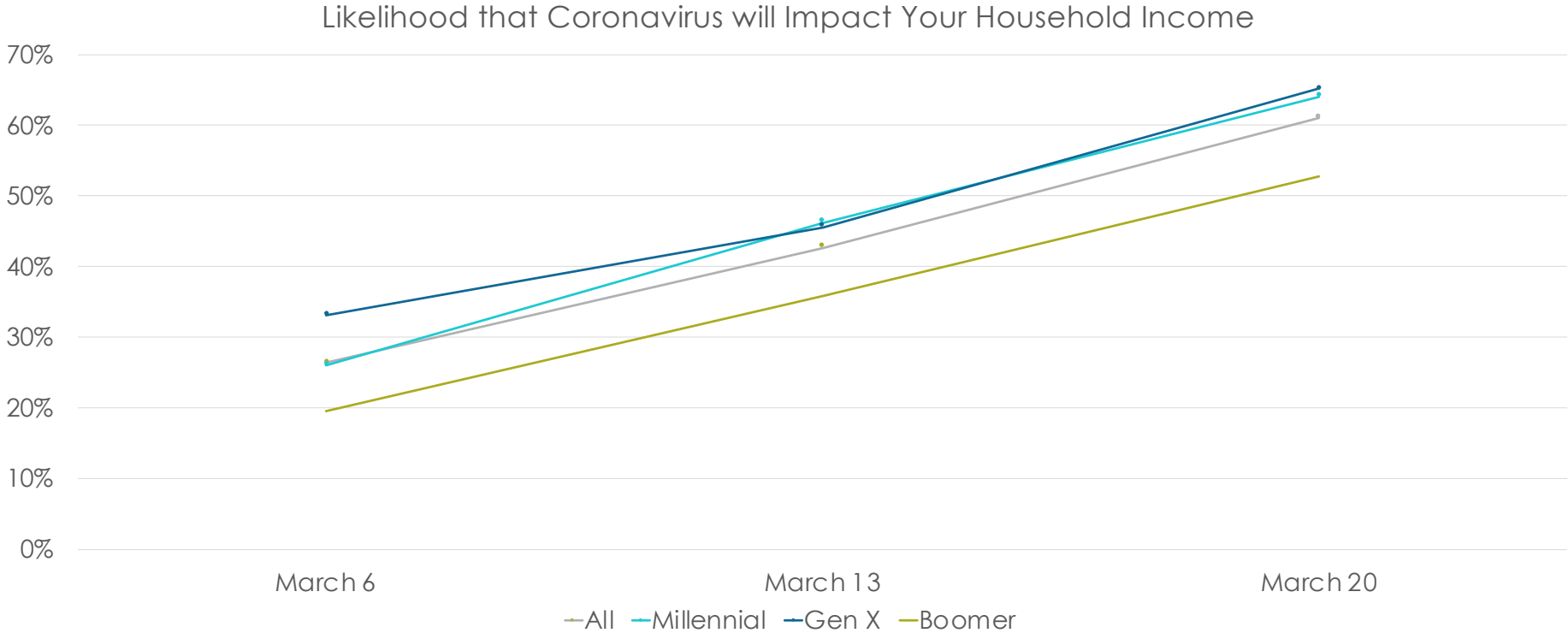


The perceived likelihood of a major outbreak is up over 40% in the past two weeks.

Likely to be an Outbreak

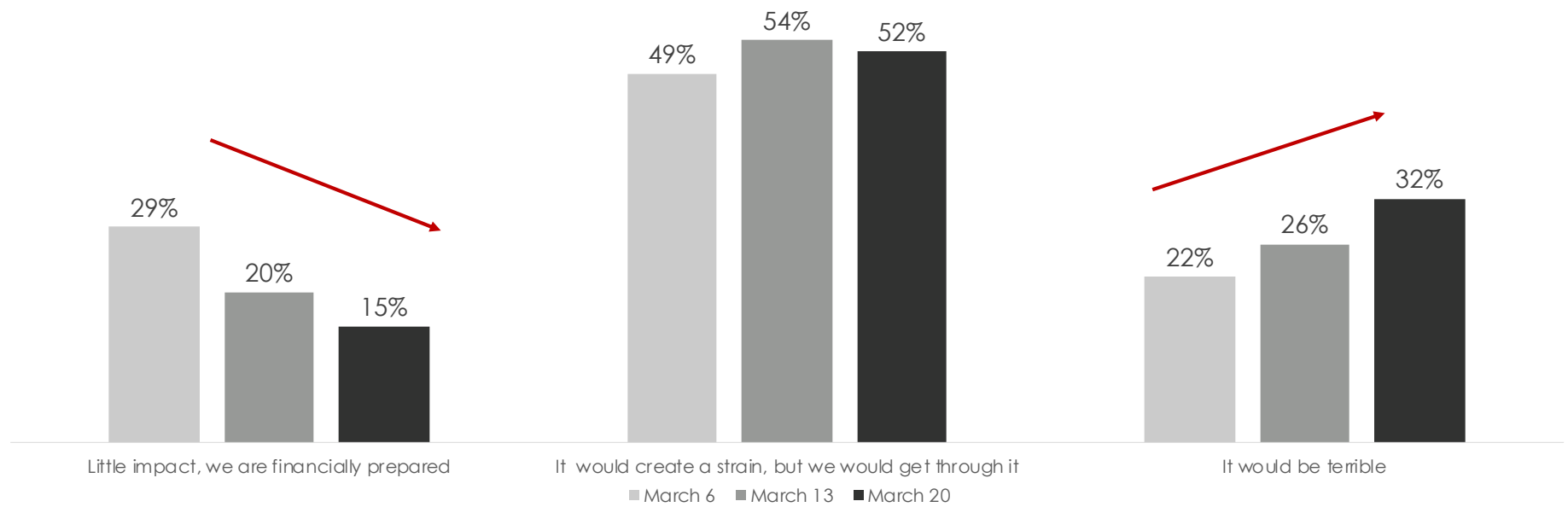


People's expectation of a major outbreak parallels their concern about their own incomes.



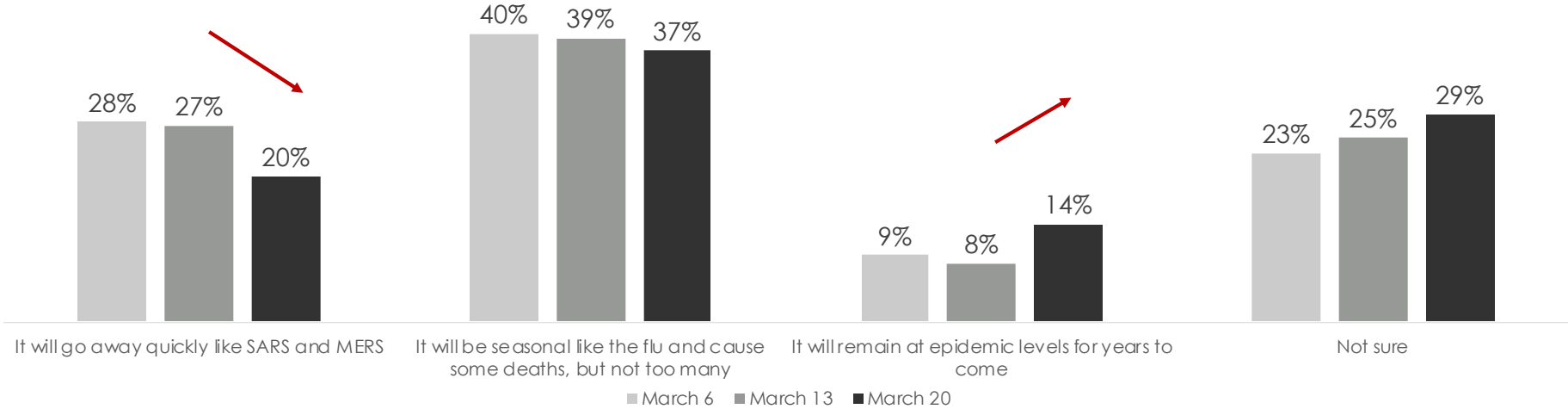
The number of people who feel they are adequately prepared to deal with the financial impact has fallen by 50%

Impact of a HHI Reduction



People's confidence that the virus is controllable has diminished as well.

Expectation of COVID-19's Presence

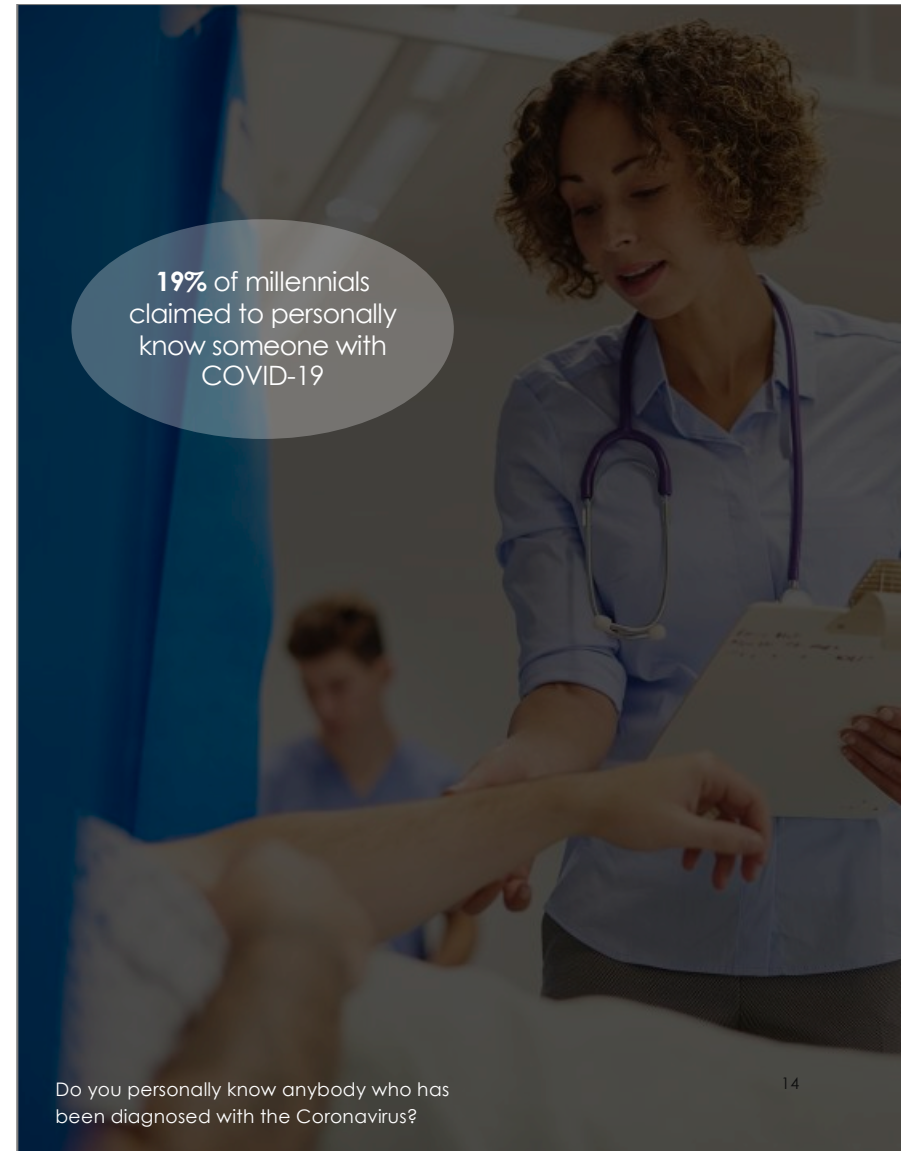
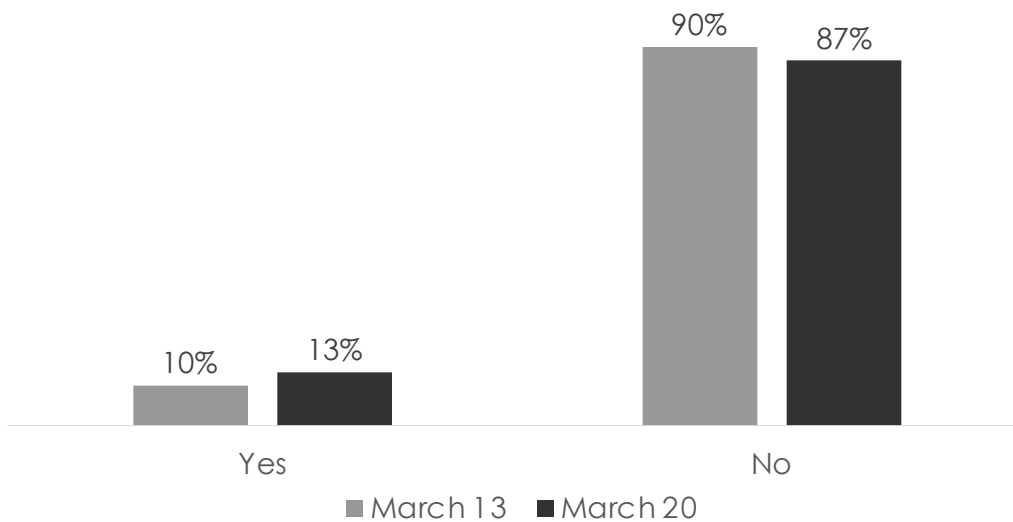


A woman with long brown hair, wearing a blue and white striped long-sleeved shirt and dark pants, is sitting on a windowsill. She is looking out a window with a view of a residential neighborhood. The scene is dimly lit, suggesting it might be dusk or dawn. The text "SOCIAL DISTANCING" is overlaid in white, bold, sans-serif capital letters across the center of the image.

SOCIAL DISTANCING

All the increased concern has occurred despite any personal acquaintance with someone who contracted the virus.

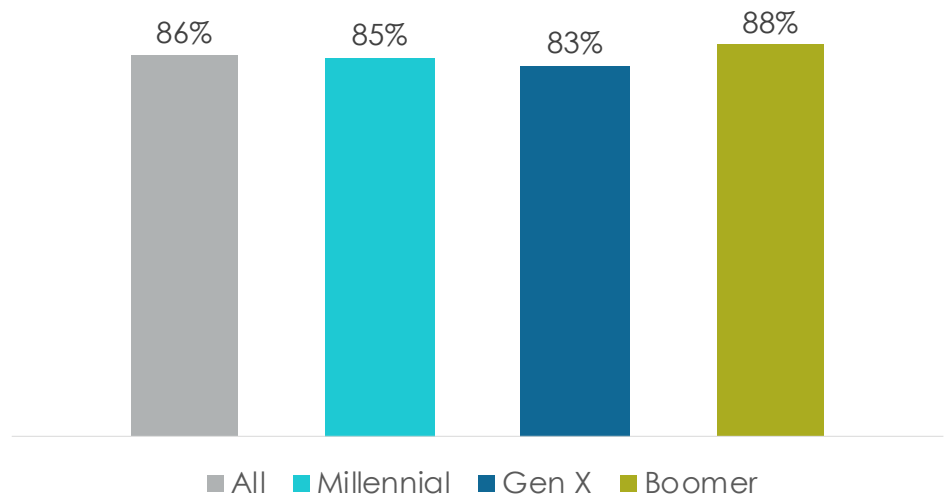
Claim to Know Someone Diagnosed





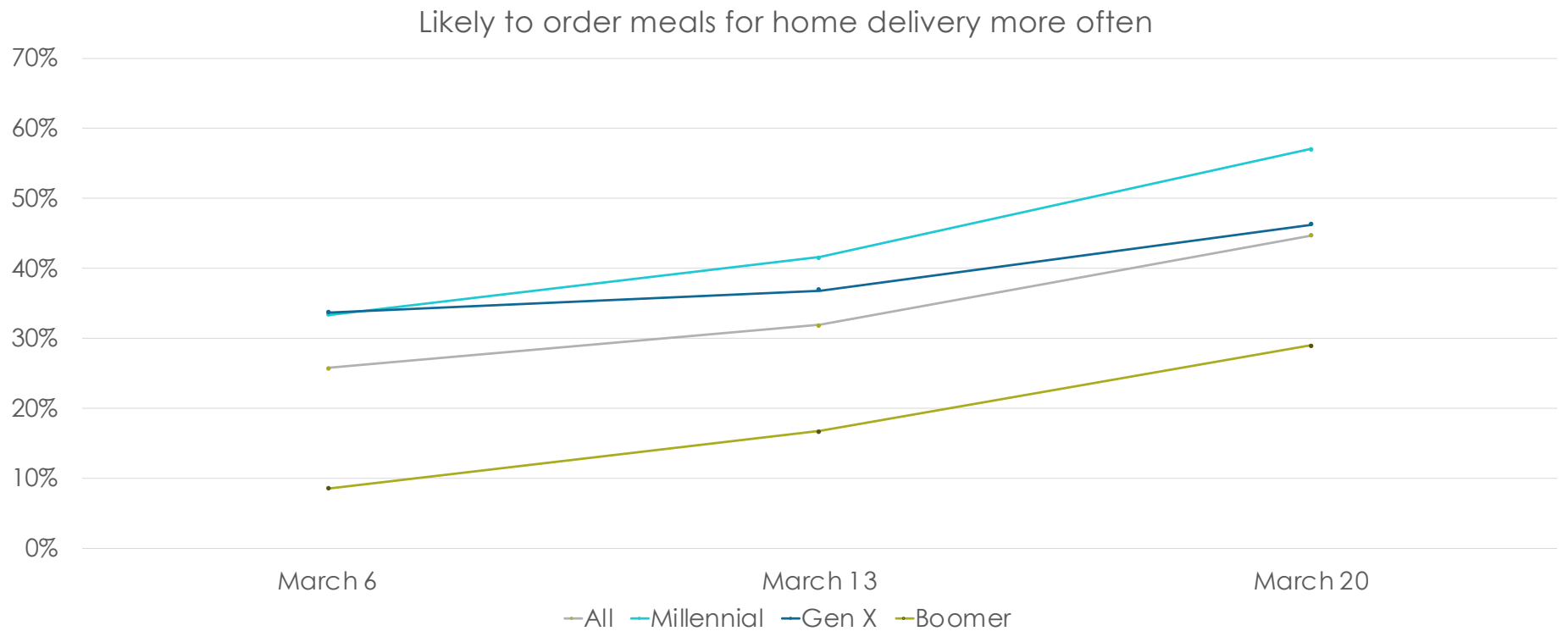
States and localities have largely removed eating in restaurants as an option.

Local Bars and Restaurants Have Closed (March 20th)



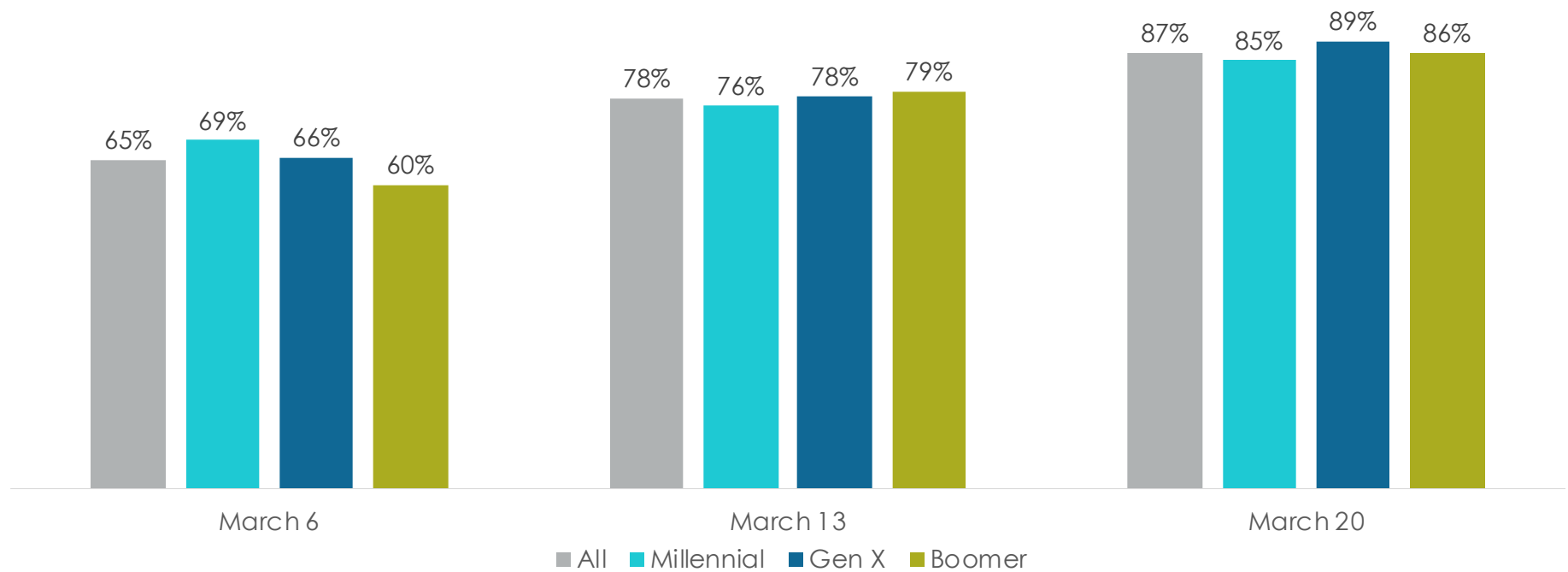
Have restaurants and bars been closed by the state or local government where you live?

With eating out no longer an option, there has been an 80% increase in the likelihood of ordering home delivery.



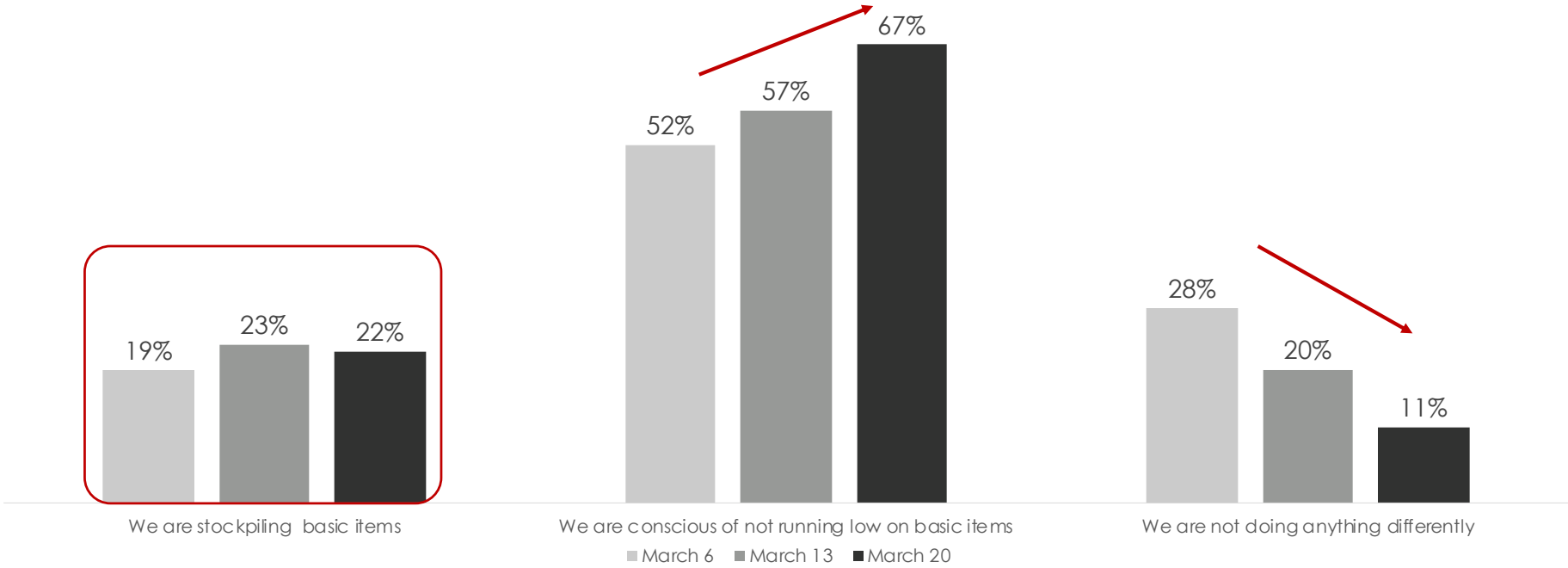
The preferred option, by a wide and growing margin is the preparation of foods at home.

Likely to prepare more meals at home



While stockpiling household goods has not increased 2/3 of U.S. households are watching the basics.

Protective Steps for a Shortage



Any visit to a major retailer of grocery and household items quickly demonstrates the impact the concern level creates.



Costco

Thursday, March 12th



Target

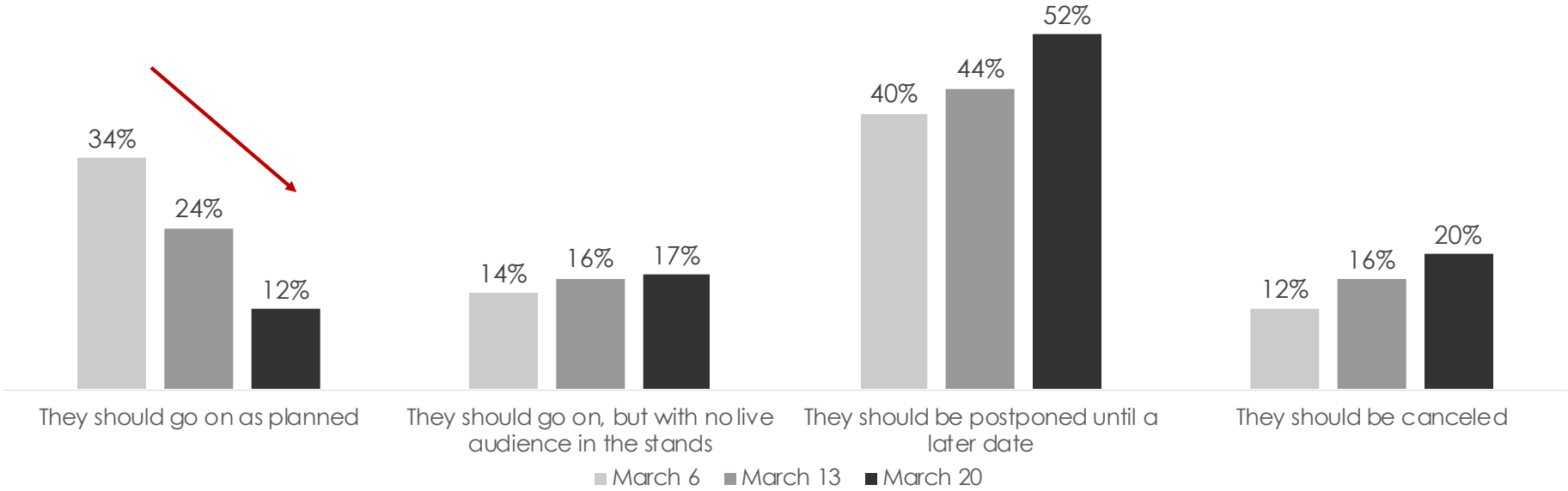
Saturday, March 14th



Costco After Implementing
Restrictions on Purchases and # of
Customers in Store

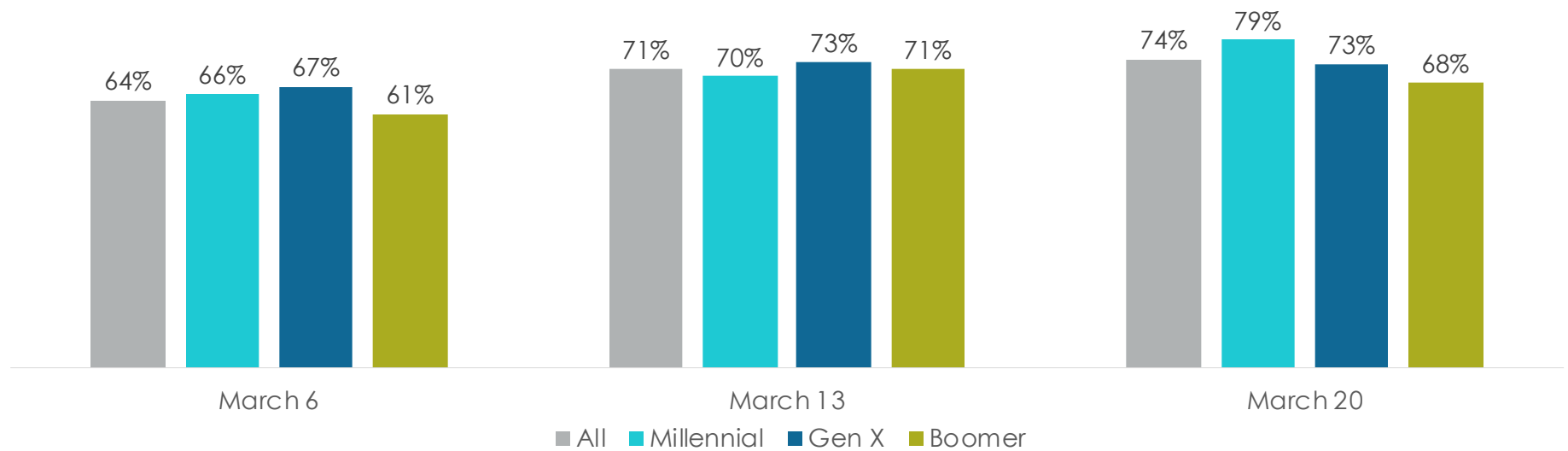
Tuesday, March 17th

Despite the fact they are not scheduled until the end of July the number of people who think the Olympics should go on as planned has dropped by 2/3's in 2 weeks.

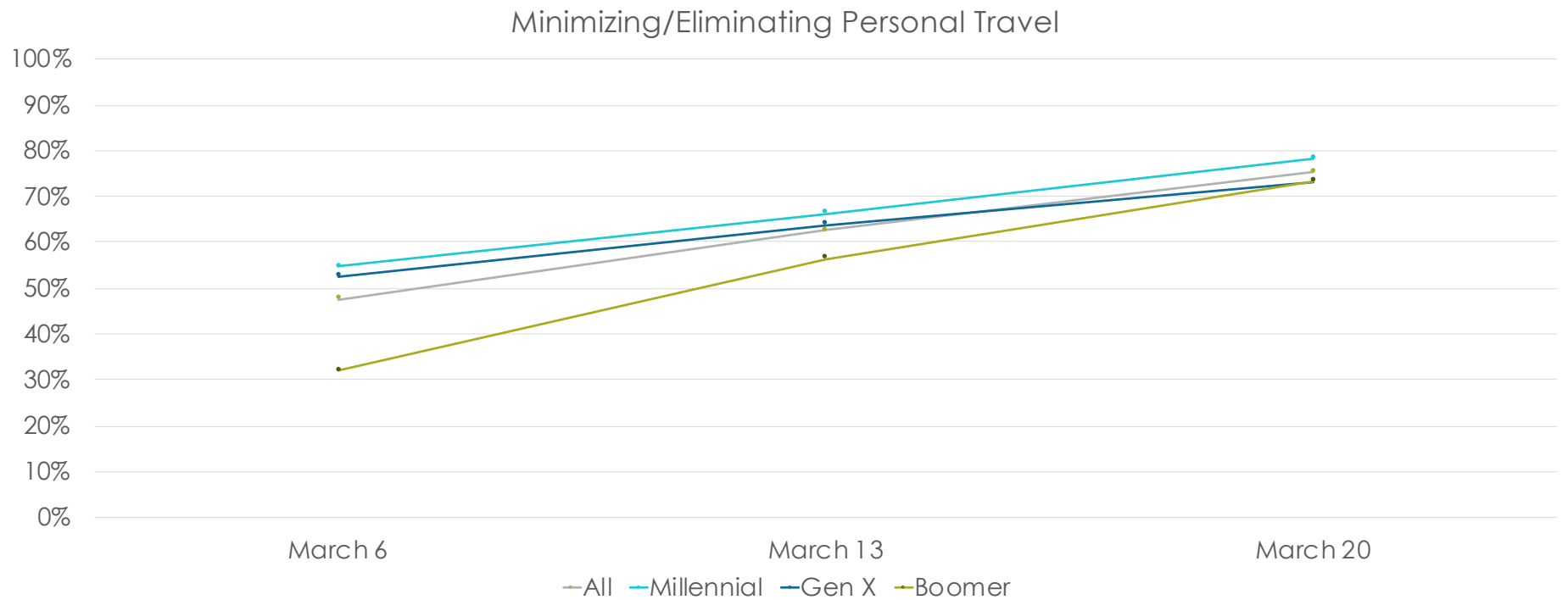


The increased steps being taken both personally and at the community level have had a marginal impact on people's confidence in their ability to protect themselves

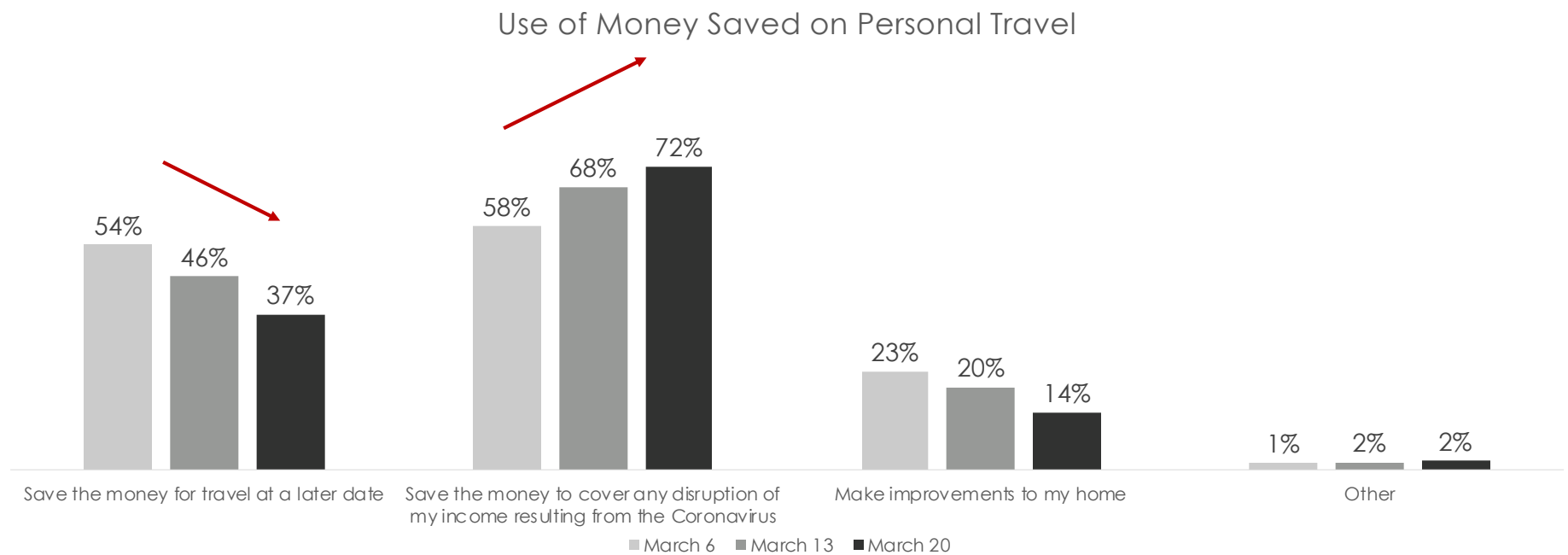
Confidence in Extra Precautions



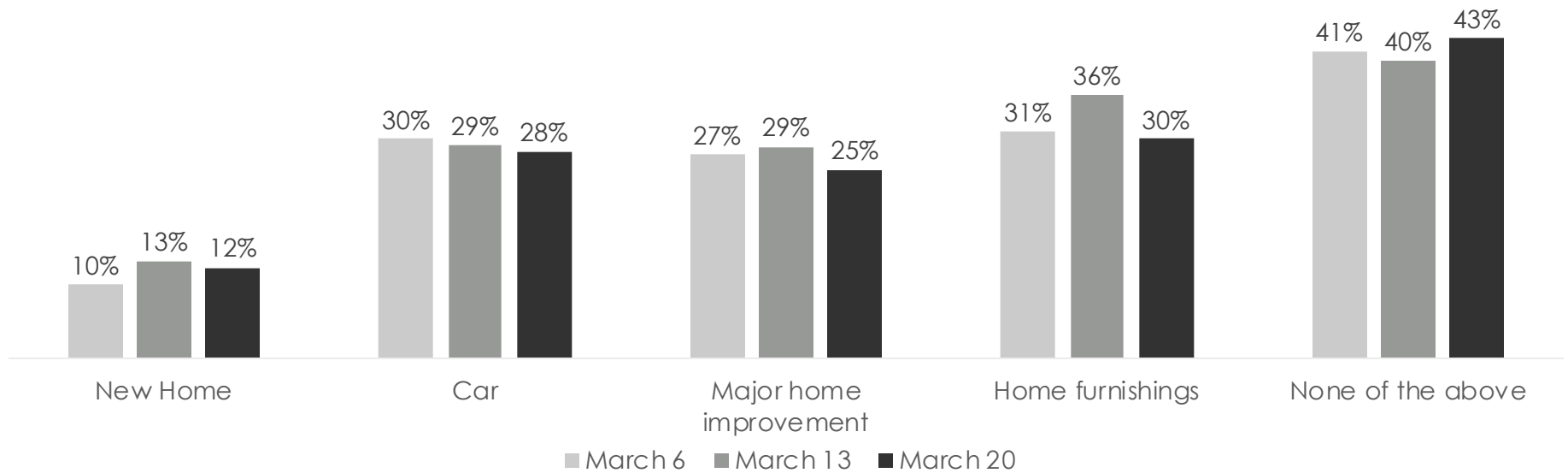
One of the steps people are taking is minimizing personal travel which has increased over 50% in two weeks.



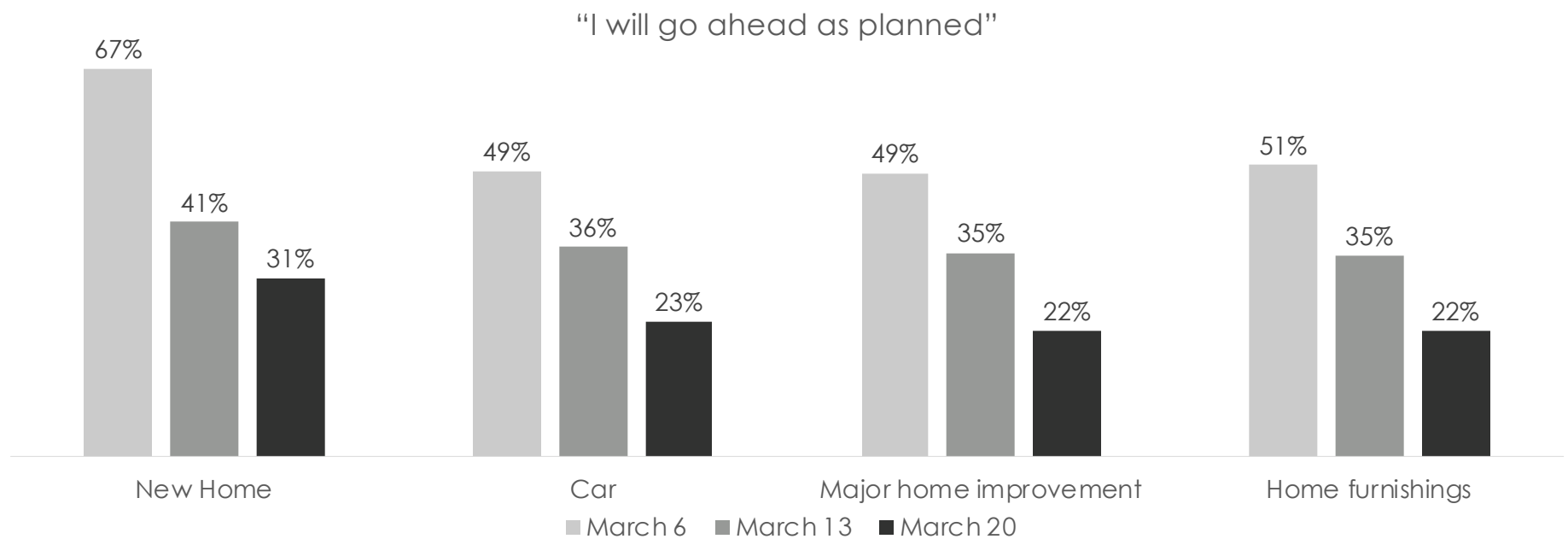
The concerns people have over their operating expenses is demonstrated by the nearly 25% increase in those who'll hold the savings from reduced travel for a "rainy day".



Attitudes about major purchases show no significant change over the past two weeks.

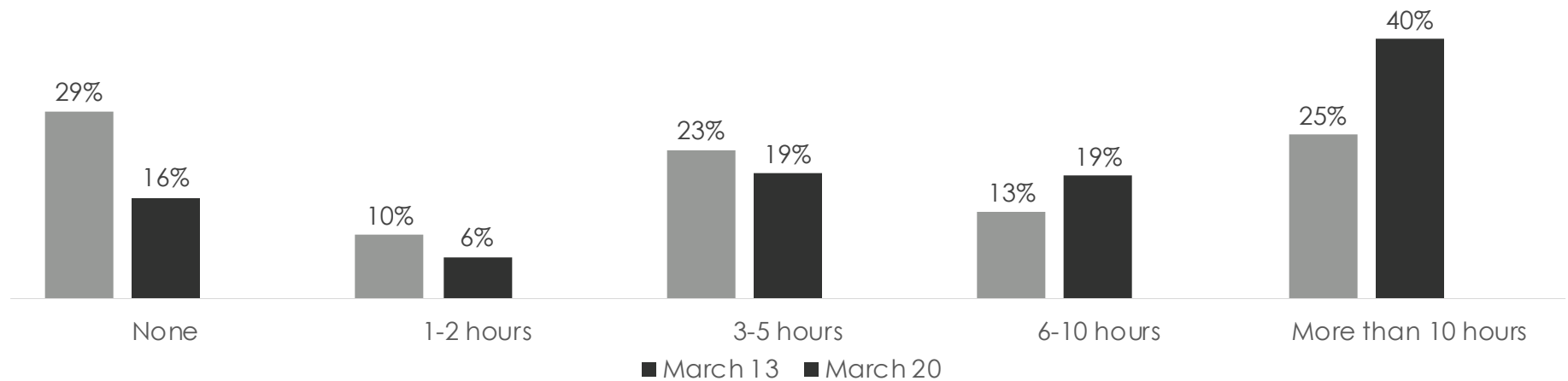


The 50% drop in those that expect to proceed as planned with their major expenses suggests there will be tremendous pent-up demand when virus is controlled



Likely fueled by forced closures people expect to have significantly more free time on their hands than they had last week.

Free Hours Available

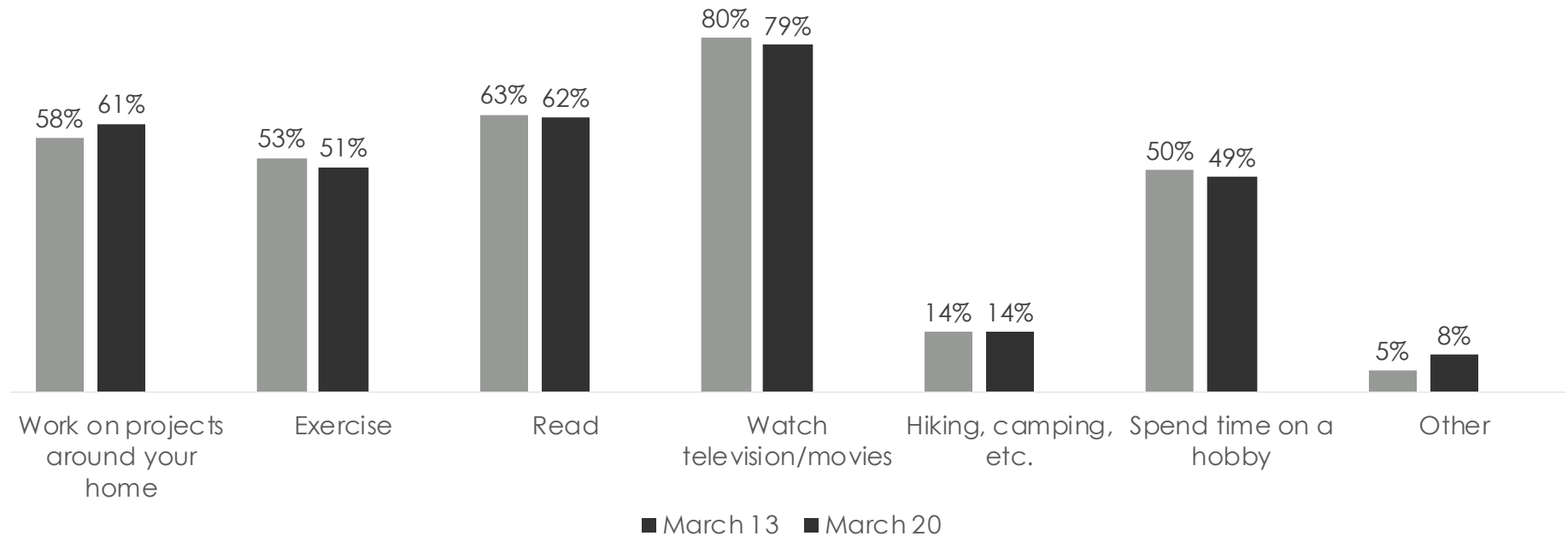


As a result of the cancellation of many events, people will find themselves with extra time on their hands.

How many additional free hours a week do you think you'll have?

Despite having more free time the plans for the use of that time remain unchanged.

Activities Done in Free Time



The need to remain out of harms way has resulted in nearly a 50% increase in the likelihood that people will shop online.



Summary

In last week's study, as travel bans were implemented and major sports leagues cancelled their seasons, we saw Americans start to take the coronavirus for what it is - a very serious health threat. In this week's data, the health concerns remain; however, we're also seeing the impact that statewide shutdowns are beginning to have on how we view the financial impact of COVID-19. Some of the key highlights include:

- 64% say they have been impacted by the virus, which is 4X higher than the 16% reported two weeks ago.
- 76% are concerned about the coronavirus changing their life in the coming year, compared to 49% two weeks ago (an increase of 50%).
- 61% say that their household income will be negatively impacted by COVID-19, which is 2.5 times greater than the 26% reported two weeks ago. But there's also good news to report.
- Only 13% say they know someone who has coronavirus.
- 45% say they are likely to order meals for home delivery more often - a help for restaurants whose only options are take-out or home delivery.
- 68% of consumers saying they will shop online more because of the virus, up from 47% just two weeks ago. We are seeing evidence of this increase in comp sales growth across most categories.
- Among those planning a major purchase, approximately 75% of Americans are likely to defer purchases of a new home, a car, significant home improvements, or home furnishings rather than cancel their plans. Over 90% say they plan to make these purchases later this year, indicating the potential for pent up demand once COVID-19 has subsided.



THANK YOU