



COVID-19 U.S. CONSUMER IMPACT TRACKING STUDY – WEEK 28

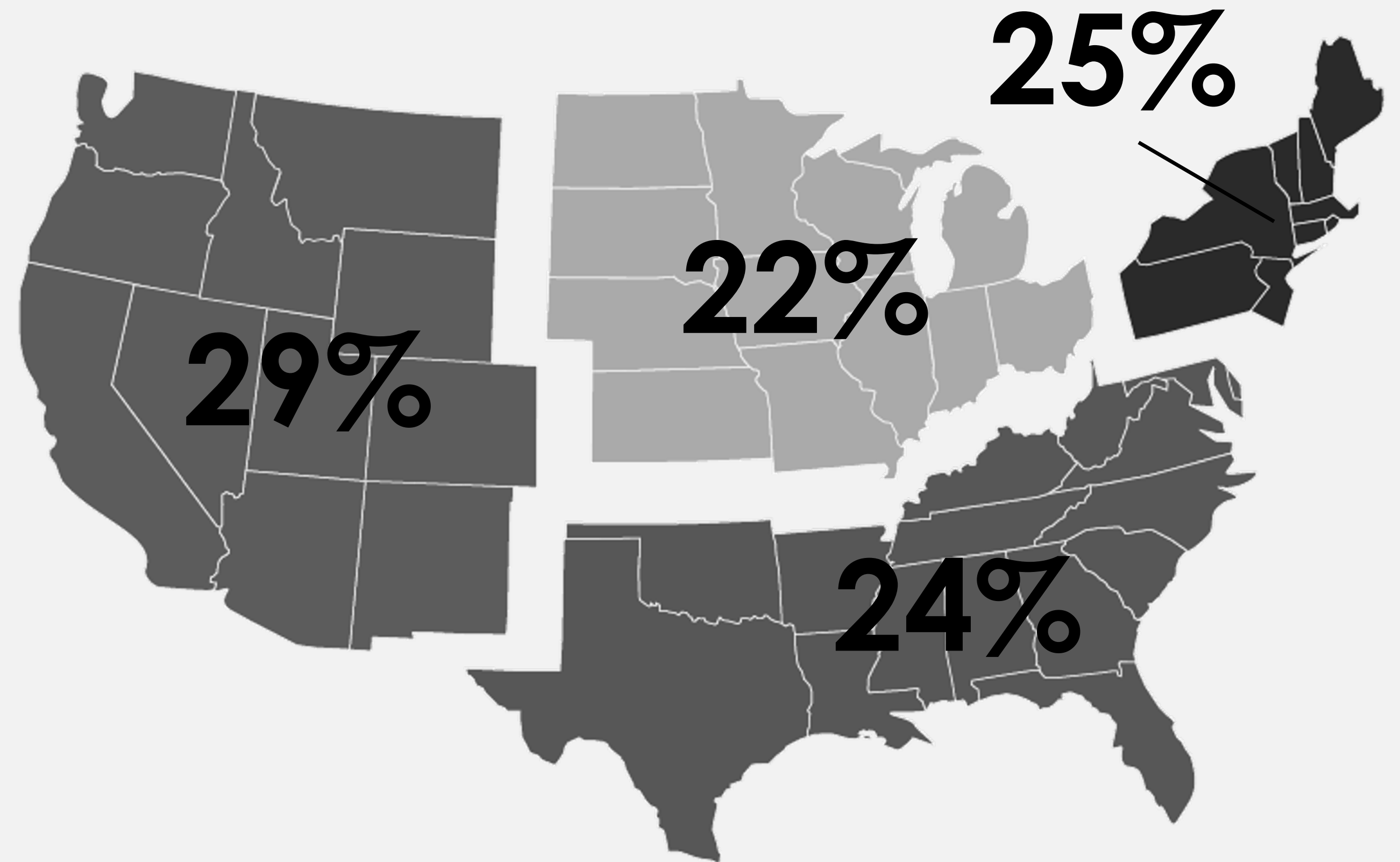
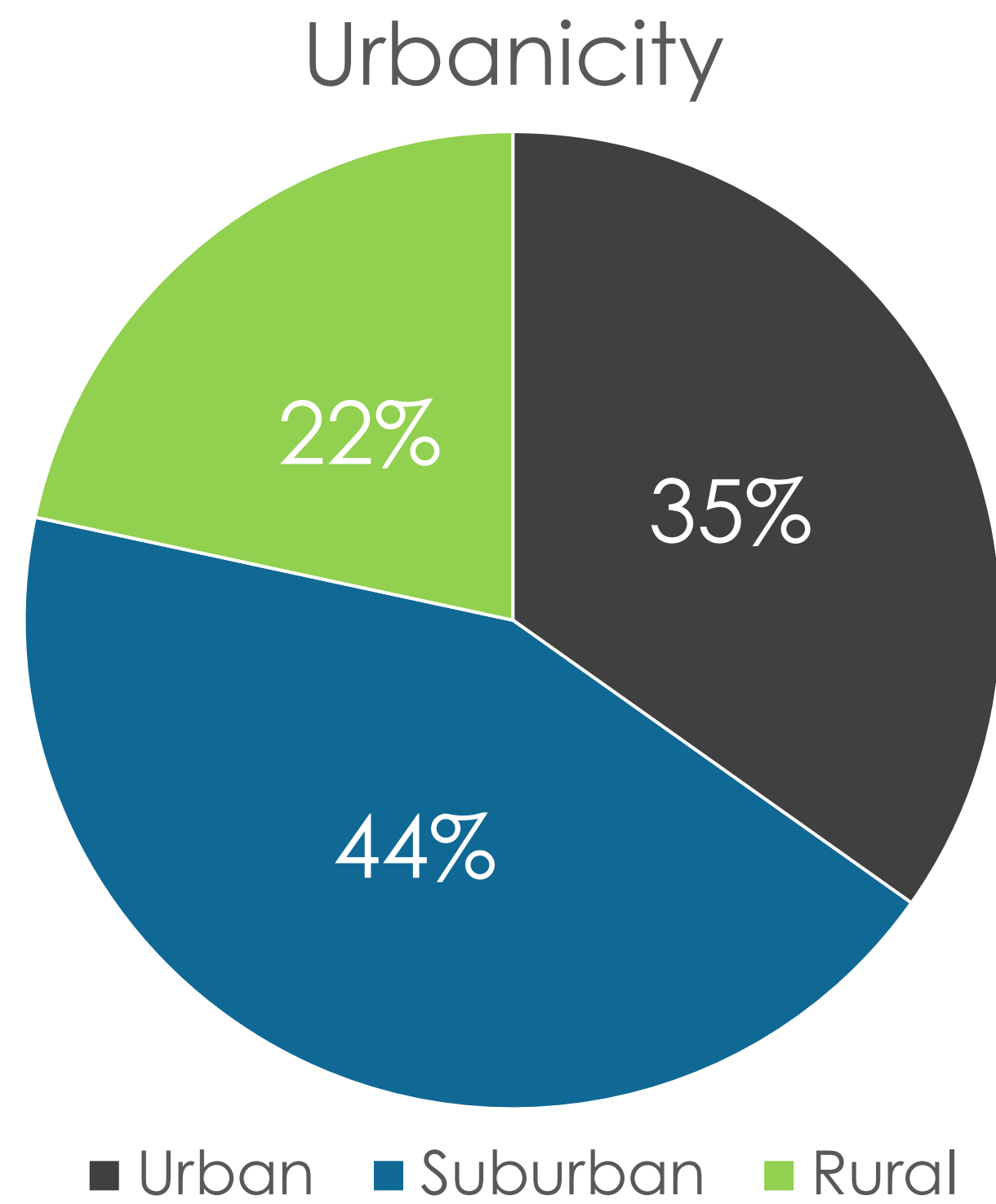
PRESENTED SEPTEMBER 14, 2020

Methodology

- N = 962
- MOE = $\pm 3.16\%$
- Panel: General Population
- Collected: 09/10/20, 09/11/20

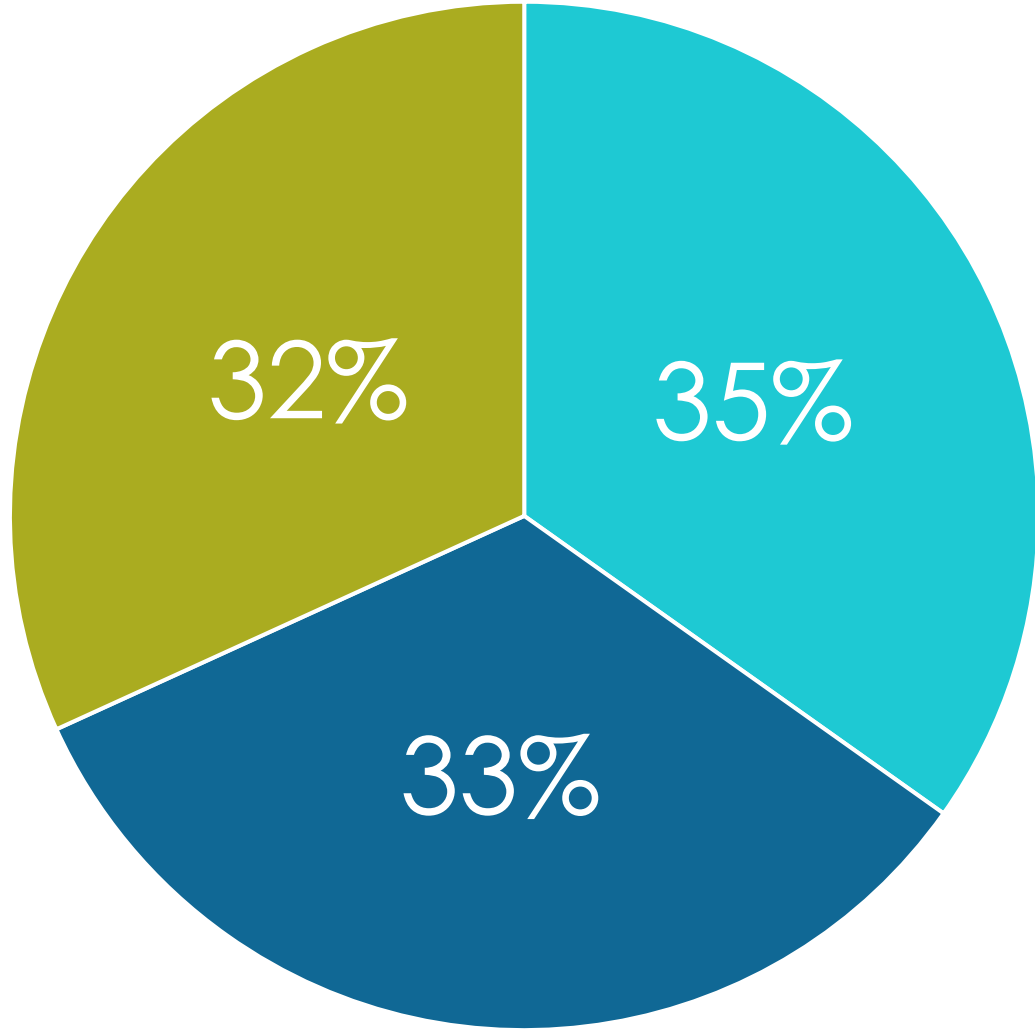


Panel Composition



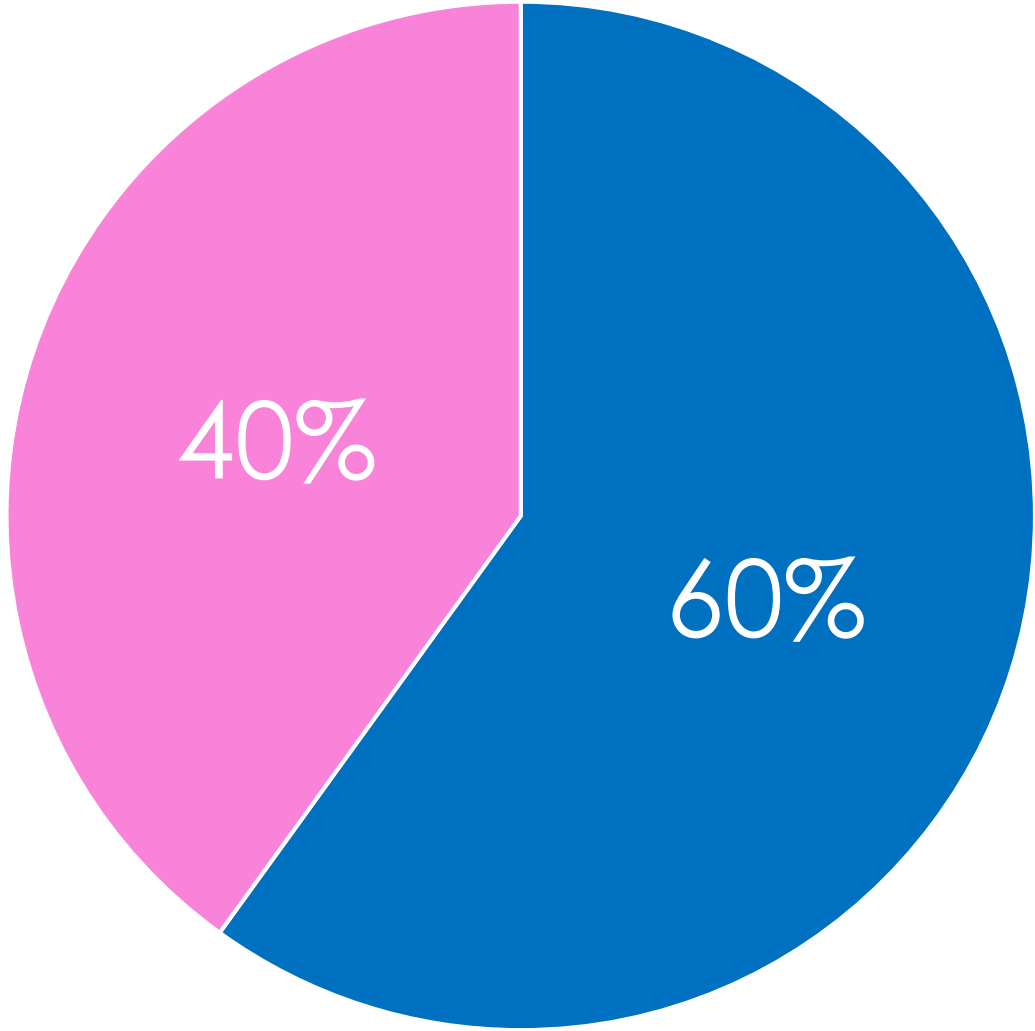


Generation



■ Millennial ■ Gen X ■ Boomer

Gender



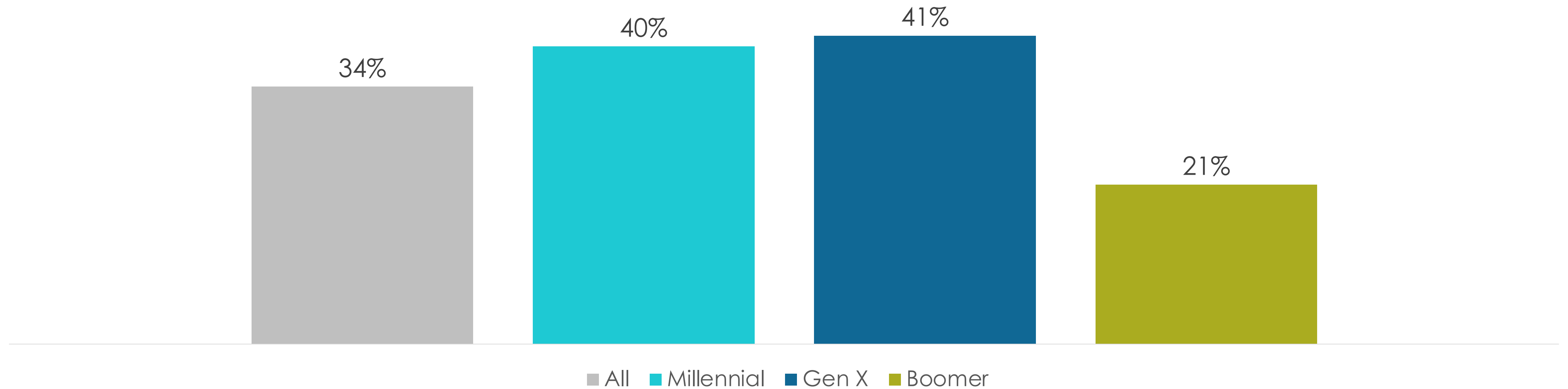
■ Male ■ Female

A woman with long dark hair is sitting in a red stadium seat. She is wearing a light blue surgical mask, a light blue denim jacket over a white sweater, and light blue gloves. The background consists of many rows of empty red stadium seats. The text "COVID-19 Hot Topics" is overlaid in white on the left side of the image.

COVID-19 Hot Topics

Football is back and more than one-third (34%) of respondents are happy about it.

Those who are happy that football is back

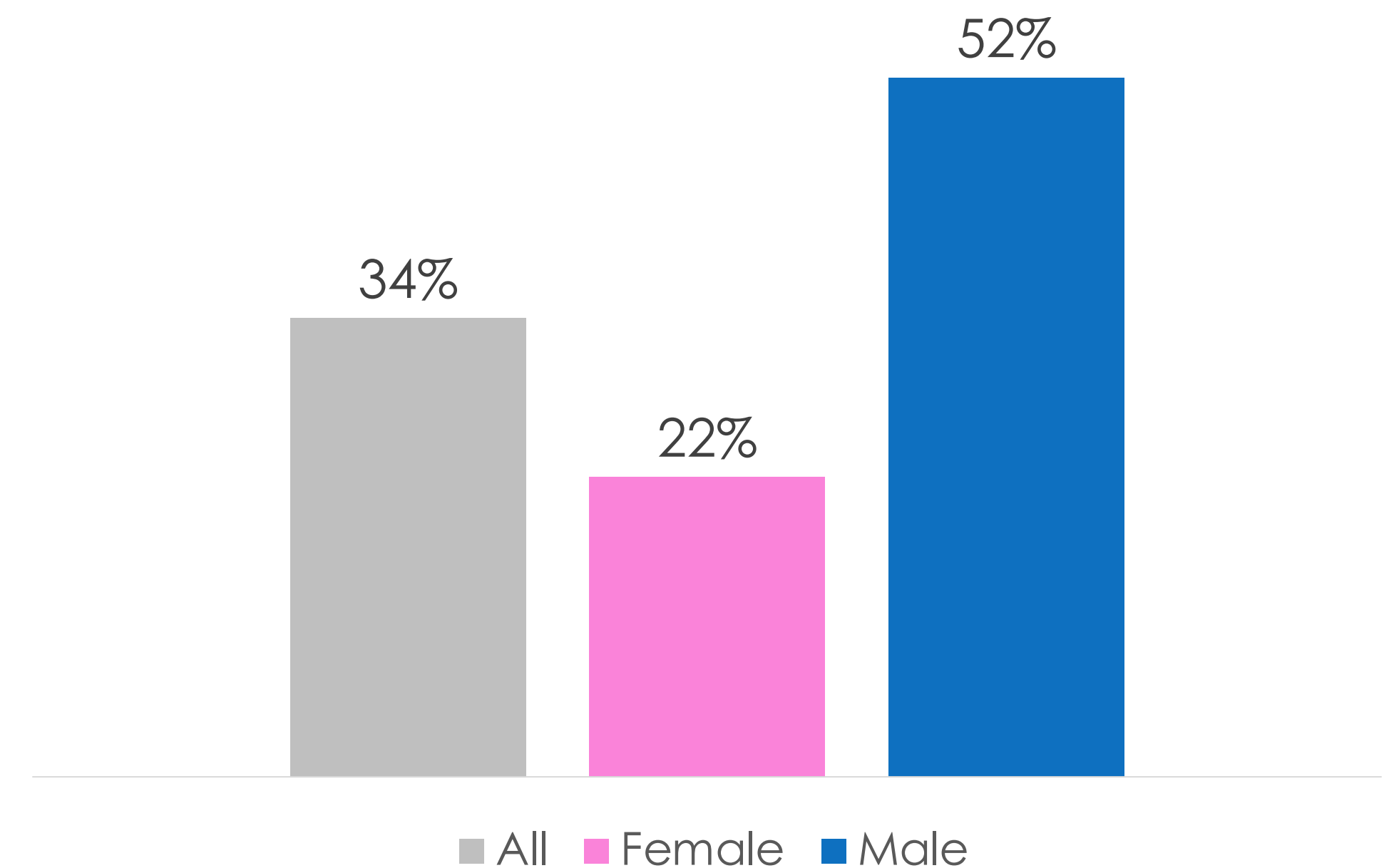


Pro and college football are getting started this weekend.
How happy are you to have them back?



The return of major college and professional football has more than half of men (52%) and nearly one-quarter (22%) of women excited.

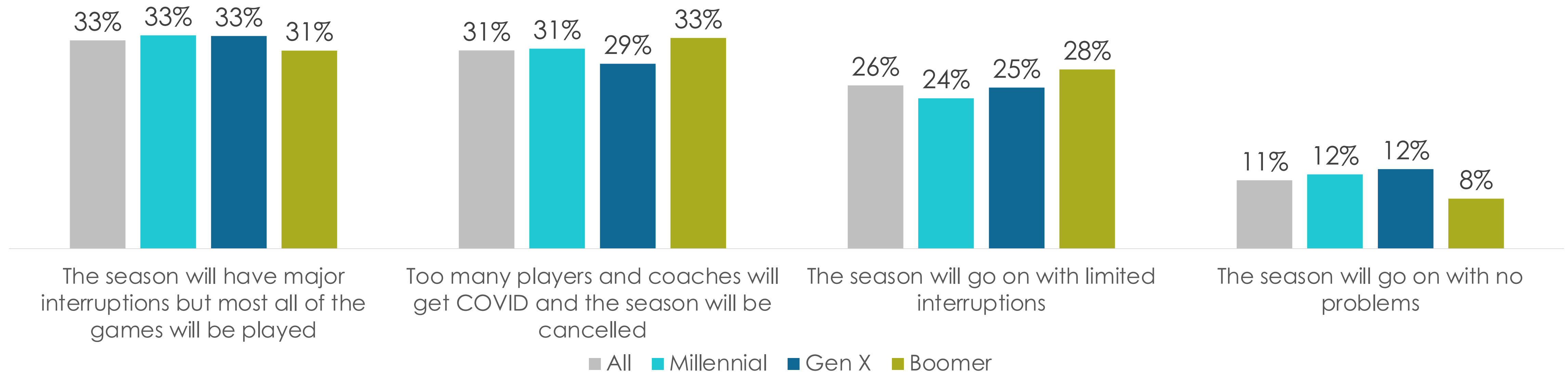
Those who are happy that football is back



Pro and college football are getting started this weekend.
How happy are you to have them back?

89% of respondents feel COVID-19 will impact football this fall, but only 31% expect it to result in an incomplete season.

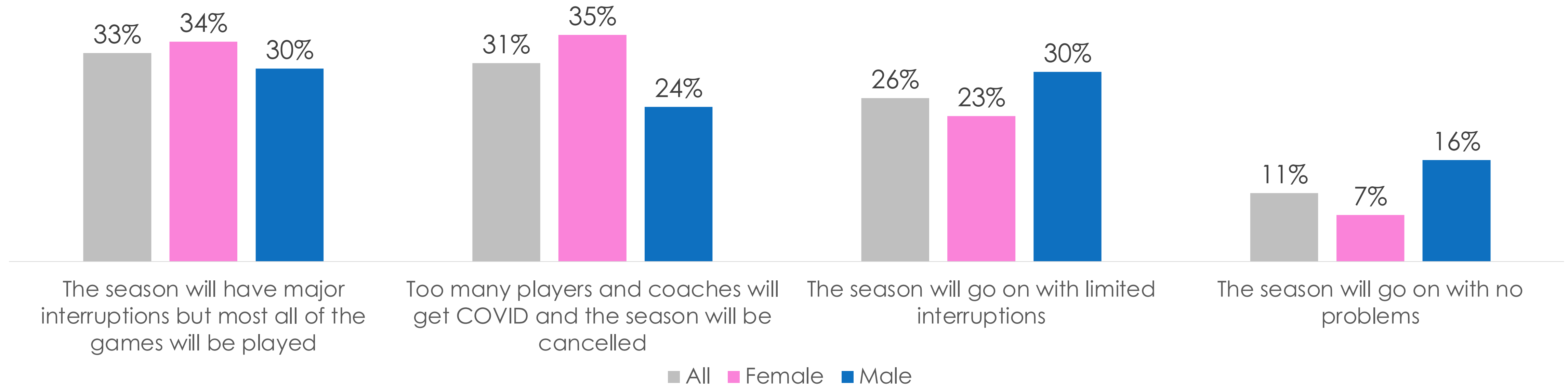
Thoughts on what will happen this football season in the presence of Coronavirus



Given the presence of COVID-19 which of the following best describes what you think will happen this football season?

Men (46%) are more likely than women (30%) to think the football season will proceed with minimal interruptions.

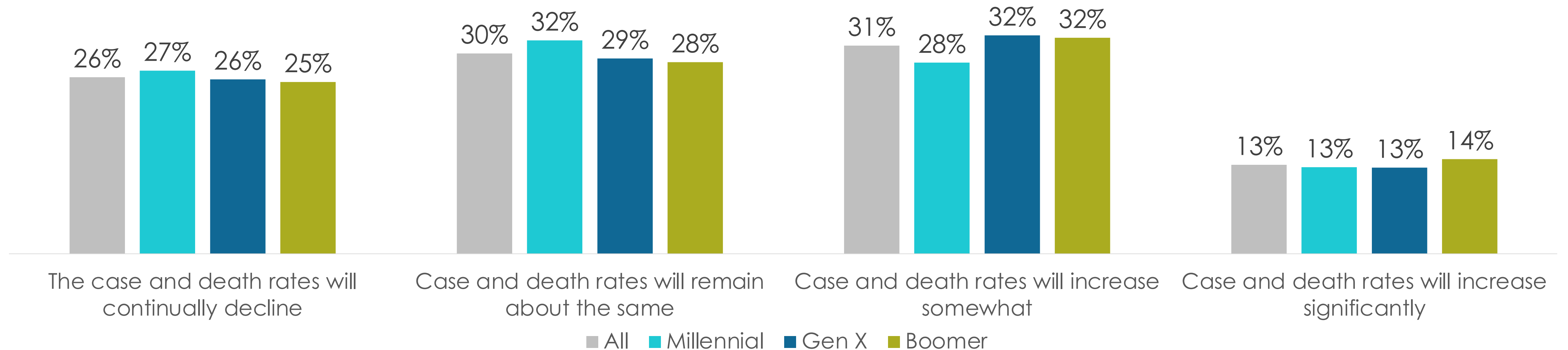
Thoughts on what will happen this football season in the presence of Coronavirus



Given the presence of COVID-19 which of the following best describes what you think will happen this football season?

Only 1 in 4 (26%) think COVID cases/deaths will decline going forward while 44% feel case counts and deaths will increase at least somewhat.

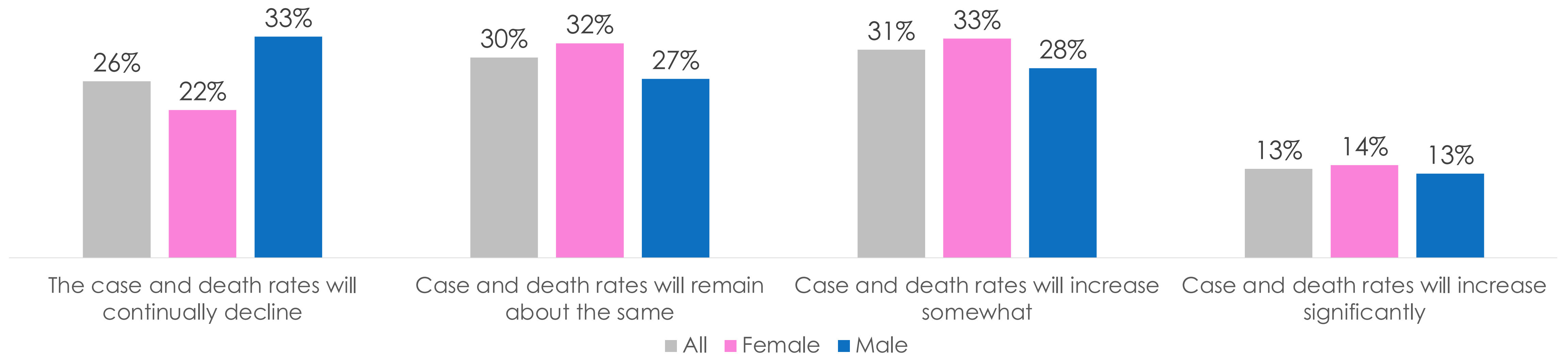
Thoughts on the impact fall and temperature decline will have on the Coronavirus in the US



As fall approaches and temperatures drop what do you think will happen with COVID-19 in the U.S.?

Men (33%) are 50% more likely than women (22%) to believe case counts and deaths will continue to decline through the fall.

Thoughts on the effect Fall and temp changes will have on the Coronavirus in the US



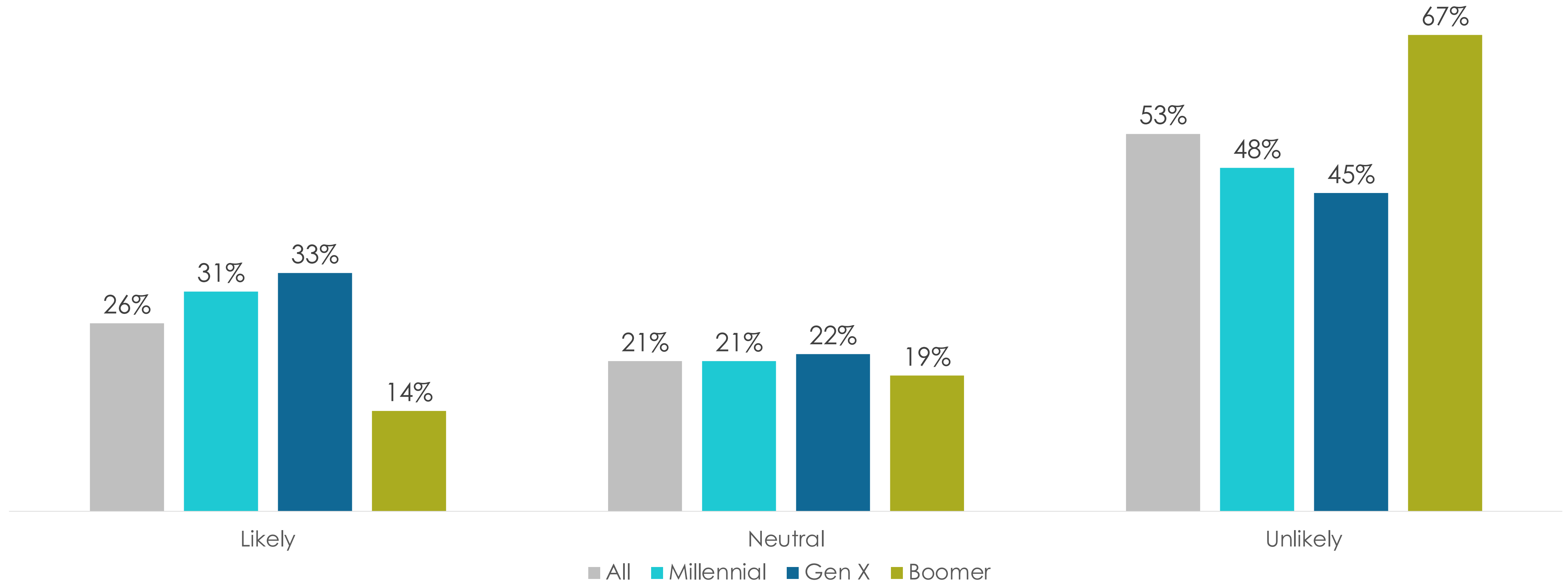
As fall approaches and temperatures drop what do you think will happen with COVID-19 in the U.S.?

A young child with blonde hair, wearing a white face mask, a grey scarf, and a bright yellow puffer jacket, stands in a pumpkin patch. The child is holding the red handle of a grey wheelbarrow filled with pumpkins. The background is a field of many pumpkins, some in focus and some blurred.

COVID-19 and the Holiday Season

Only 26% of respondents think it's likely that COVID-19 will be brought under control prior to the holiday season. 53% think it's unlikely, which is led by Boomers at 67%.

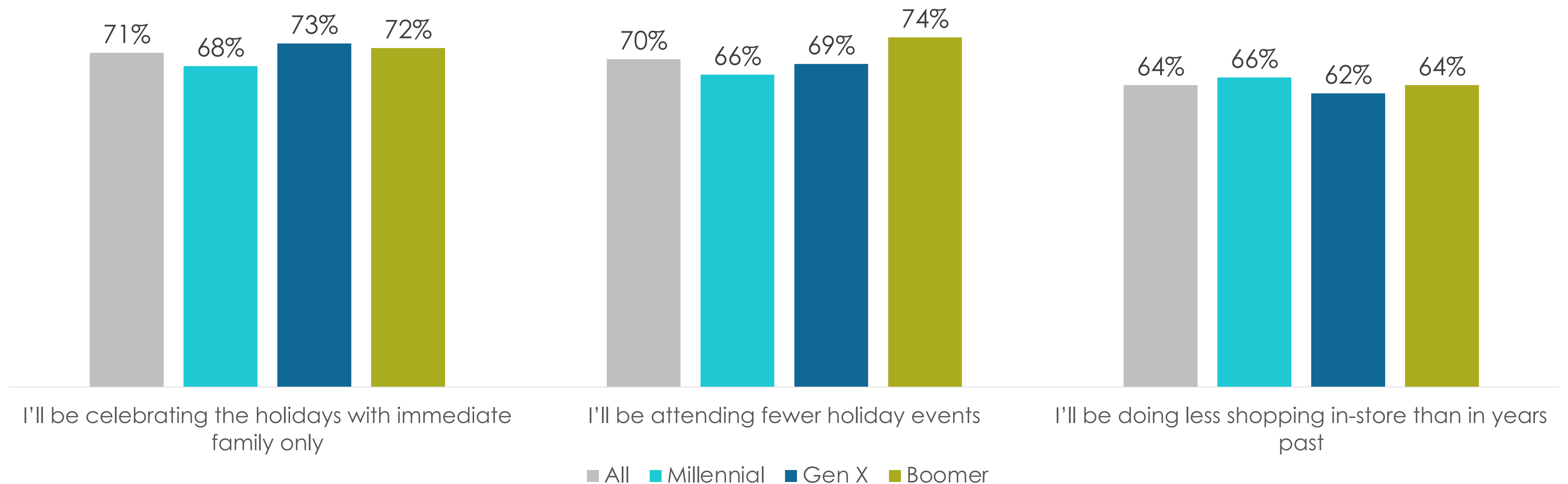
Likelihood Coronavirus will be under control and won't impact the holiday season



How likely do you think it is that COVID-19 will be under control so that this year's holiday season can be like year's past?

As a result of COVID-19 concerns, holiday behaviors will change. Nearly three-quarters (71%) of respondents will be limiting celebrations to their immediate family. 64% will do less in-store shopping.

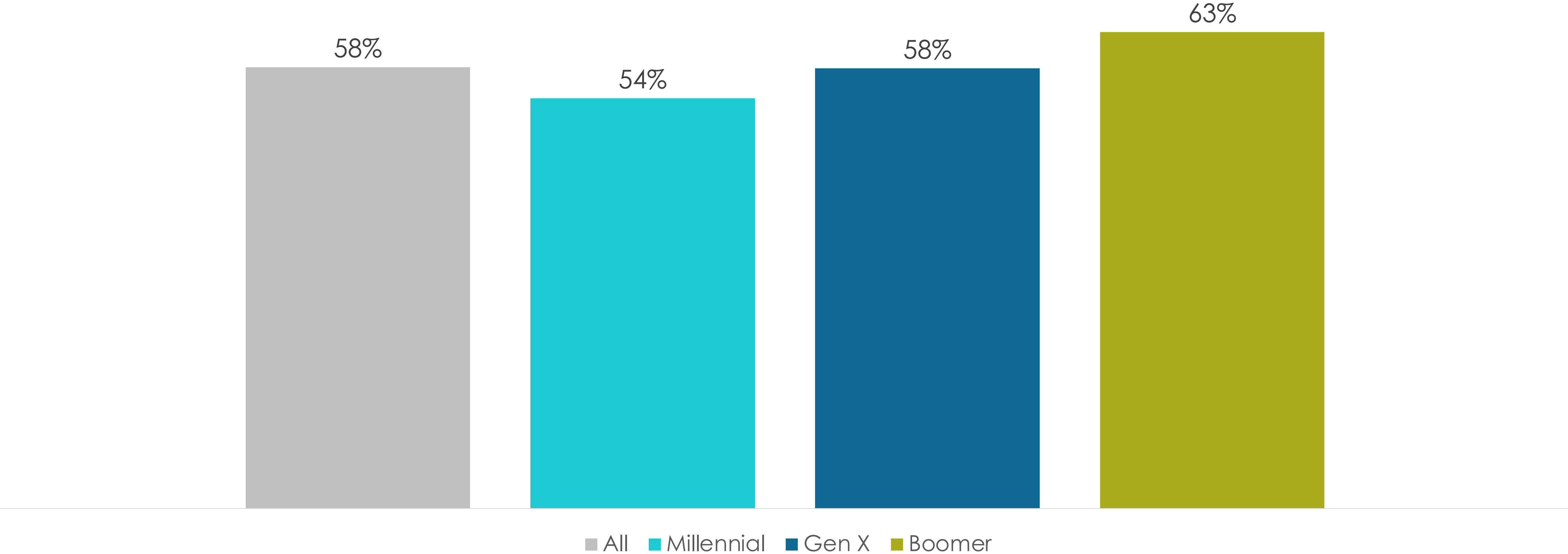
Behavioral changes resulting from the presence of Coronavirus



Please indicate your level of agreement with the following statements.

Holiday travel will be adversely impacted by the Coronavirus. More than half (58%) say they will travel less this holiday season compared to prior years.

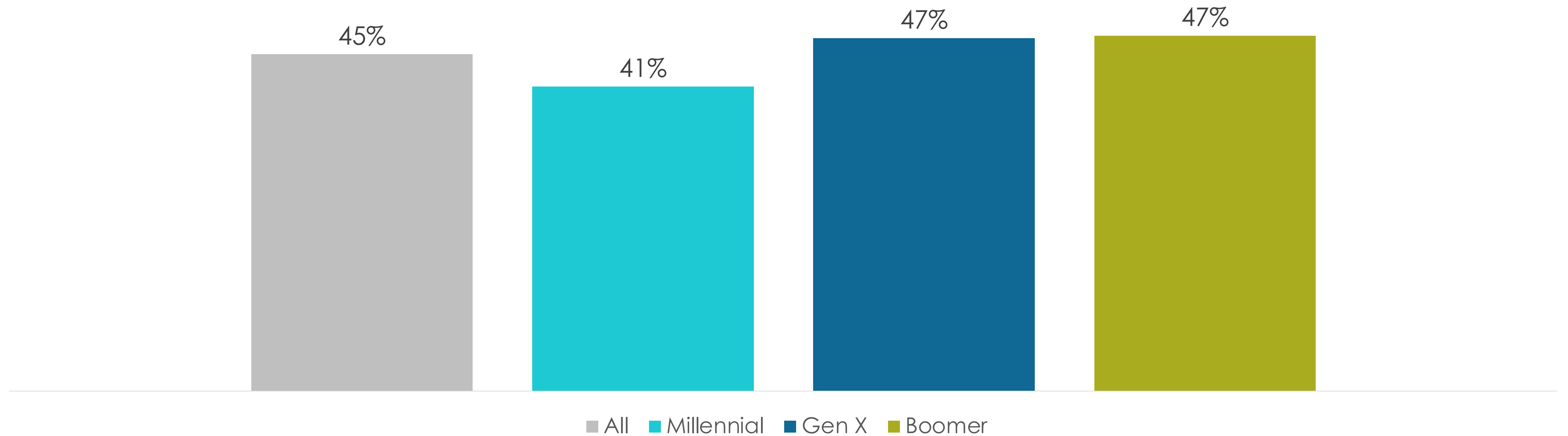
Those who will be traveling less this holiday season compared to last



How do you think your travel this holiday season will compare to prior years?

Nearly half (45%) of the respondents expect to spend less this holiday season than they did last year.

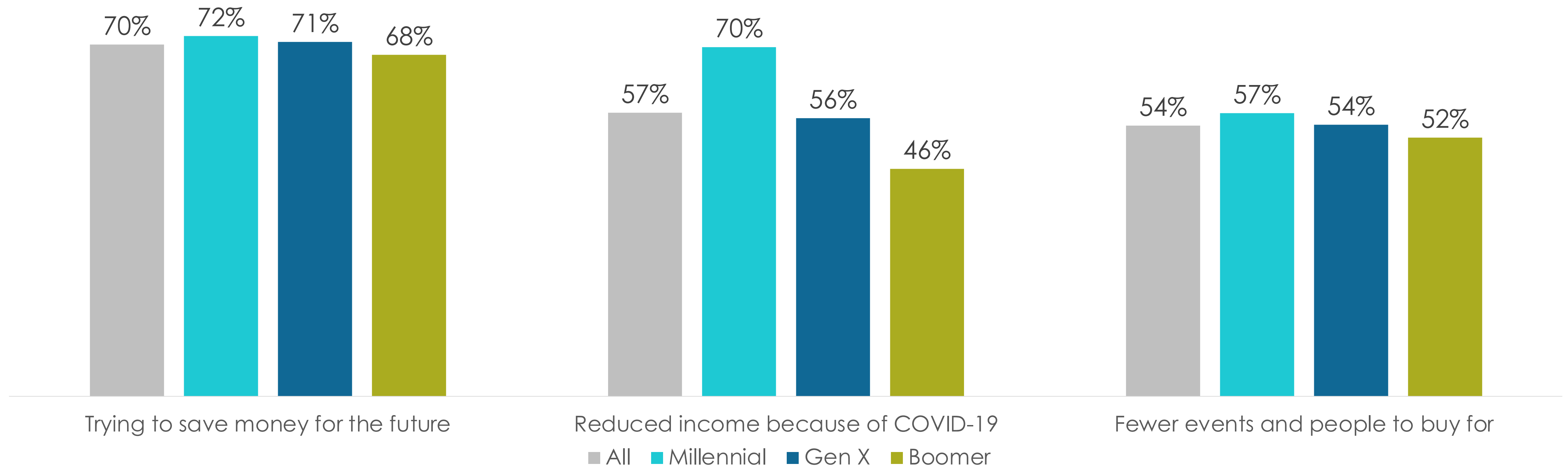
Those who will be spending less this holiday season compared to last



How will your holiday spending this year compare to last year?

Among the 45% who plan to spend less this year than last, 70% are trying to save money for the future, 57% are reacting to an income reduction and 54% cite fewer events and people to buy for.

Influence reduced holiday spending

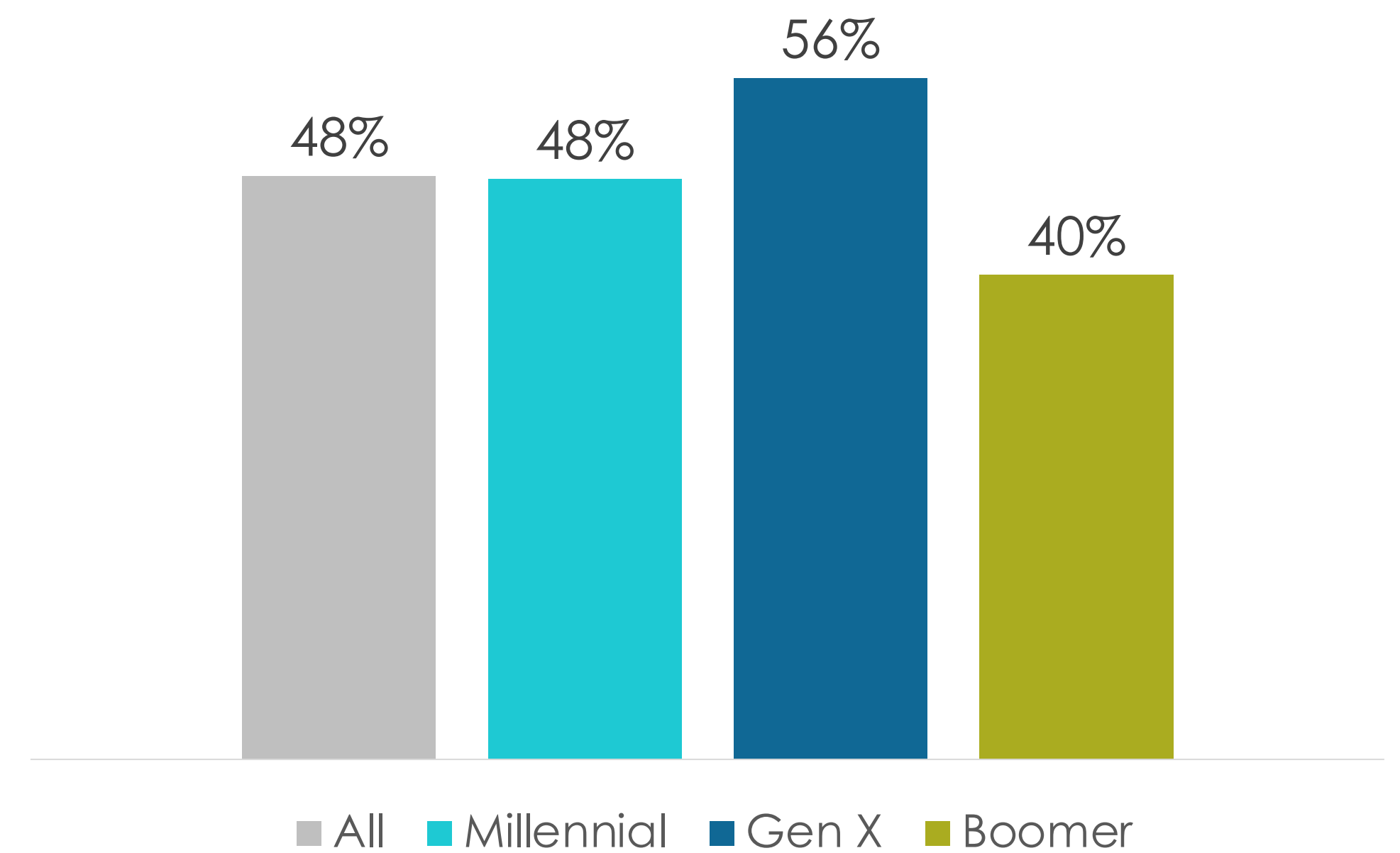


How influential are the following on your decision to spend less this holiday season?



How much is spent isn't the only change that is expected to occur this holiday season. 48% are planning more practical gifts this year.

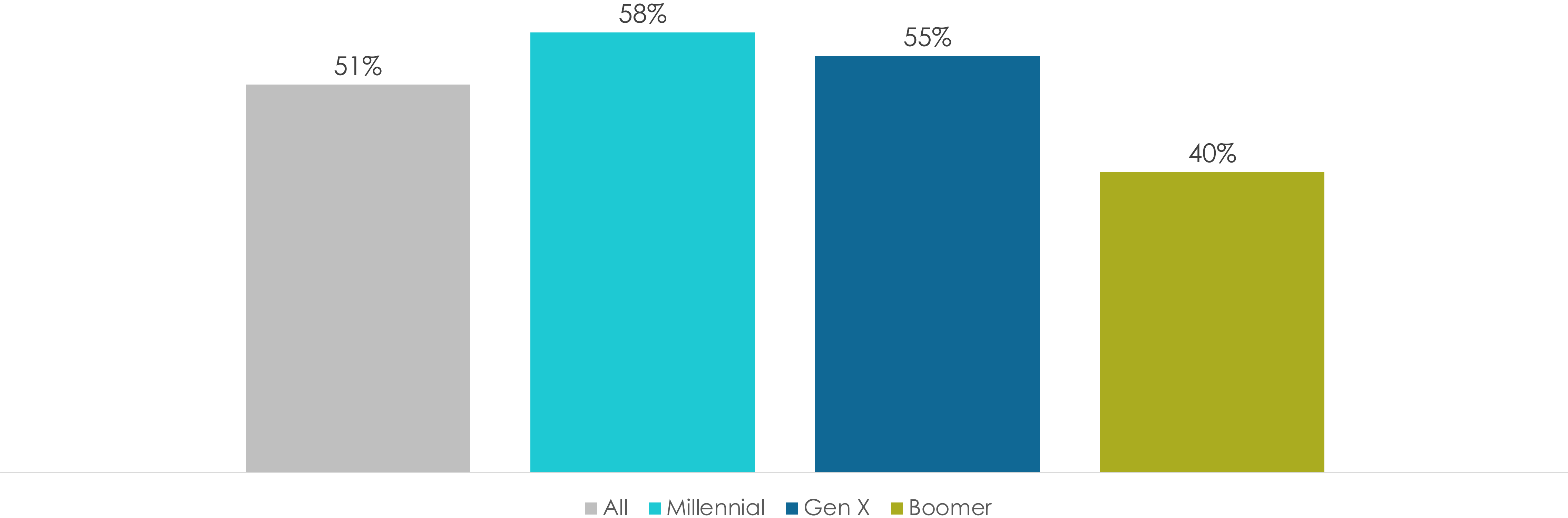
Likely to buying practical gifts this holiday season



How likely do you think it will be that the gifts you buy this year will be more practical than in years past?

The desire to avoid crowds will result in more online shopping this season for 51% of the sample. Interestingly, the higher-risk Boomers (40%) are the least likely to anticipate more shopping online.

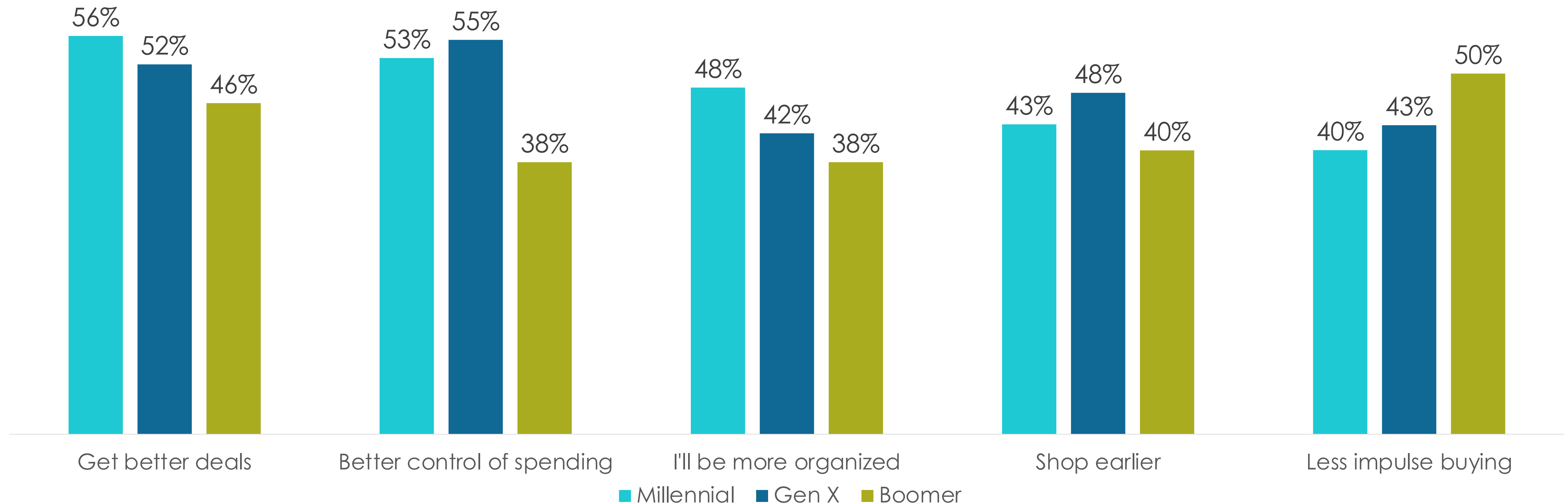
Online holiday shopping compared to last year



How much more or less of your holiday shopping do you think you'll do online compared to last year?

Expectations of the impact of more online shopping varies by generation. Millennials (56%) are most likely to expect better deals, GenXers (55%) are most likely to anticipate better control of their spending and Boomers (50%) expect less impulse spending.

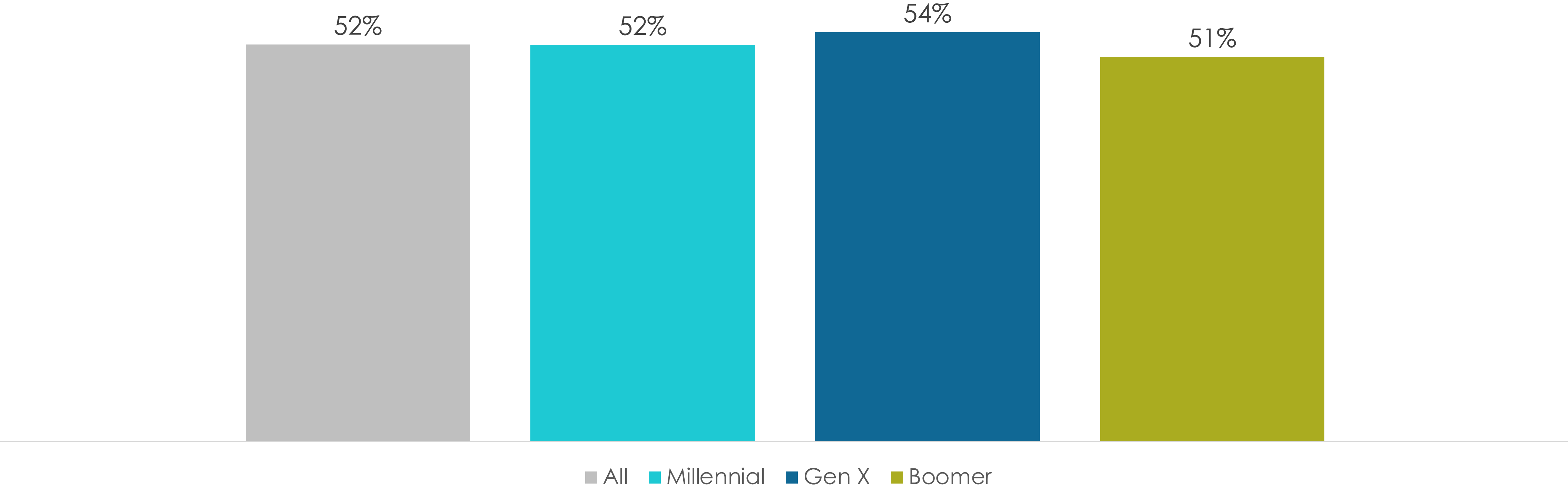
Outcomes of doing more shopping online



How likely do you feel the following will happen if you do more shopping online? Select all apply.

The retailers shopped will shift as respondents move from in-store to online shopping. 48% expect to shop online outlets other than those of the retailers they would typically support.

Those who are likely to shop online at the same stores they normally shop in-store

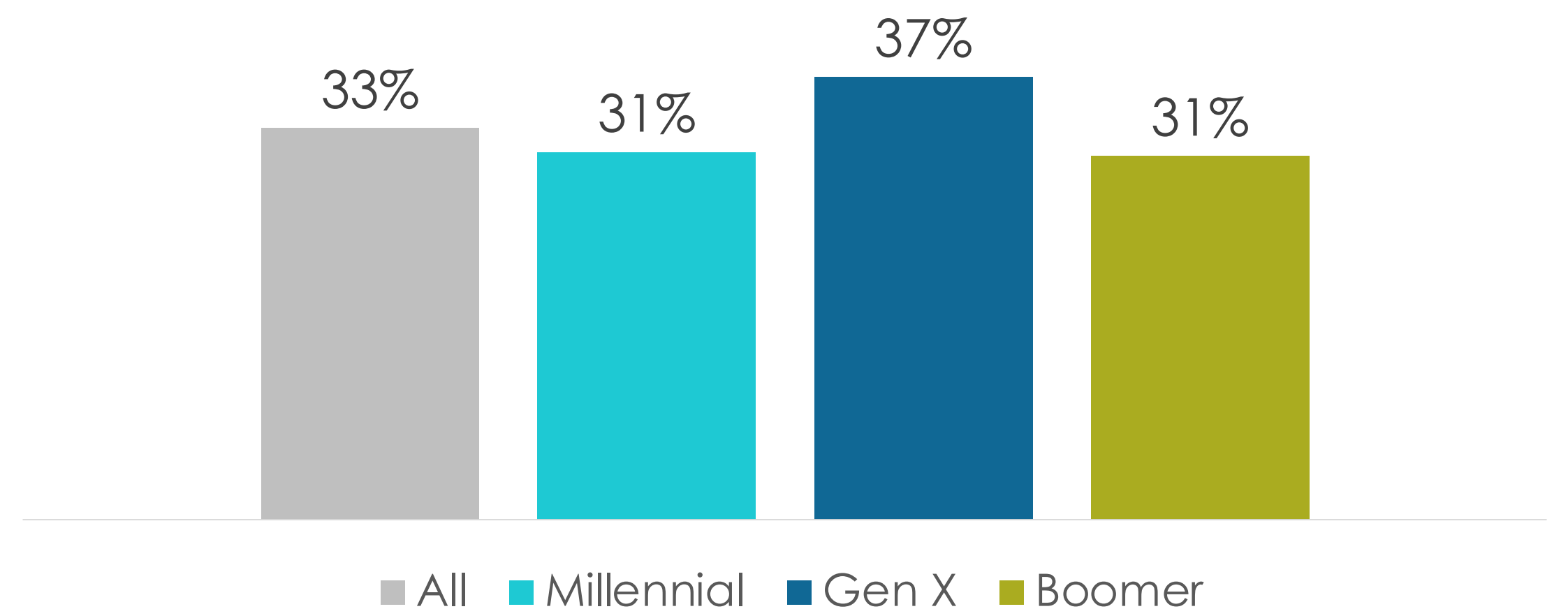


When you shop online how likely is it that you'll be shopping with the same stores you would normally shop in-store?



Online shopping offers the opportunity to use different outlets, but for a third of the sample some of the behavior change is required as stores they would normally shop are closed or have gone out of business permanently.

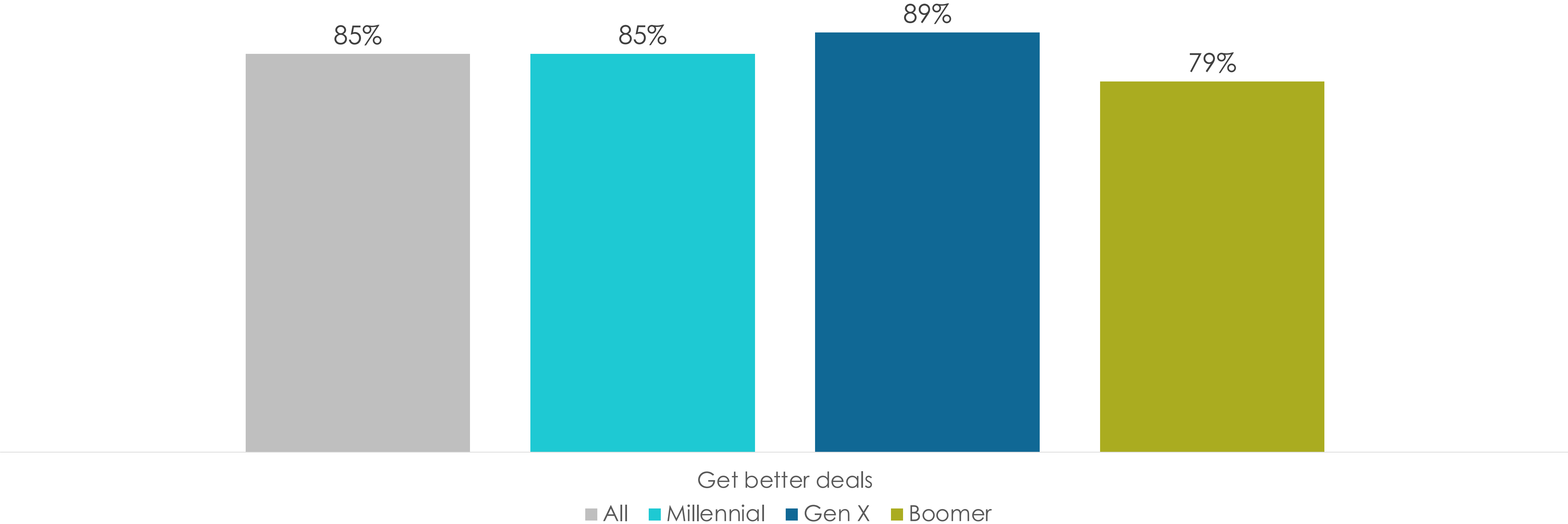
Those that have stores they typically shop during the holiday that are currently closed or permanently out of business



Are there stores you would normally shop for the holiday season that have closed or gone out of business?

Of the 33% who have experienced the closing of a store they would typically support over the holidays, 85% report two or more of their preferred outlets have closed.

Those that have experienced more than one store typically shopped during the holiday that are currently closed or permanently out of business



How many stores that you would normally shop during the holiday season have closed or gone out of business?

Summary

COVID-19 Hot Topics

- Football is back,, and more than one-third (34%) of respondents are happy about it.
 - Not surprisingly, men (52%) are more excited about the return of football than women (22%).
- 89% of respondents feel COVID-19 will impact football this fall, but only 31% expect it to result in a truncated season.
 - Men (46%) are more likely than women (30%) to think the football season will proceed with minimal interruptions.
- 44% think that COVID cases and deaths will increase at least somewhat as we enter the fall.
 - Men (33%) are 50% more likely than women (22%) to believe case counts and deaths will continue to decline through the fall.

Holiday Behaviors

- Only 26% of respondents think it's likely that COVID-19 will be brought under control prior to the holiday season.
- Holiday behaviors will change as a result of COVID-19 concerns.
 - Nearly three-quarters (71%) of respondents will be limiting celebrations to their immediate family, and 64% will do less in-store shopping.

Summary - Continued

- Holiday travel will continue to be adversely impacted by the Coronavirus.
 - More than half (58%) say they will travel less this year than in previous years.
- Nearly half (45%) of respondents expect to spend less this holiday season than they did last year.
 - Of those, 70% are trying to save money for the future, 57% are reacting to an income reduction and 54% cite fewer events and people to buy for.
- How much is spent is not the only change that is expected to occur this season. 48% of respondents are planning more practical gifts this year.
- The risk of COVID will result in more online shopping this season for 51% of the sample.
 - Interestingly, the higher-risk Boomers (40%) are the least likely to anticipate more shopping online.
- Respondent expectations of the impact of more online shopping vary by generation.
 - Millennials (56%) are most likely to expect better deals, GenXers (55%) are most likely to anticipate better control of their spending and Boomers (50%) expect less impulse spending.

Summary - Continued

- The retailers shopped this holiday season will shift as respondents move from in-store to online shopping.
 - 48% of the sample expect to be shopping online outlets other than those of the retailers they would typically support.
- Online shopping offers the opportunity to use different outlets, but for a third of the sample some of the behavior change is required as stores they would normally shop are closed or have gone out of business permanently.
 - Of the 33%, 85% report two or more of their preferred outlets have closed.