



# COVID-19 U.S. CONSUMER IMPACT TRACKING STUDY – WEEK 42

PRESENTED JANUARY 11, 2021

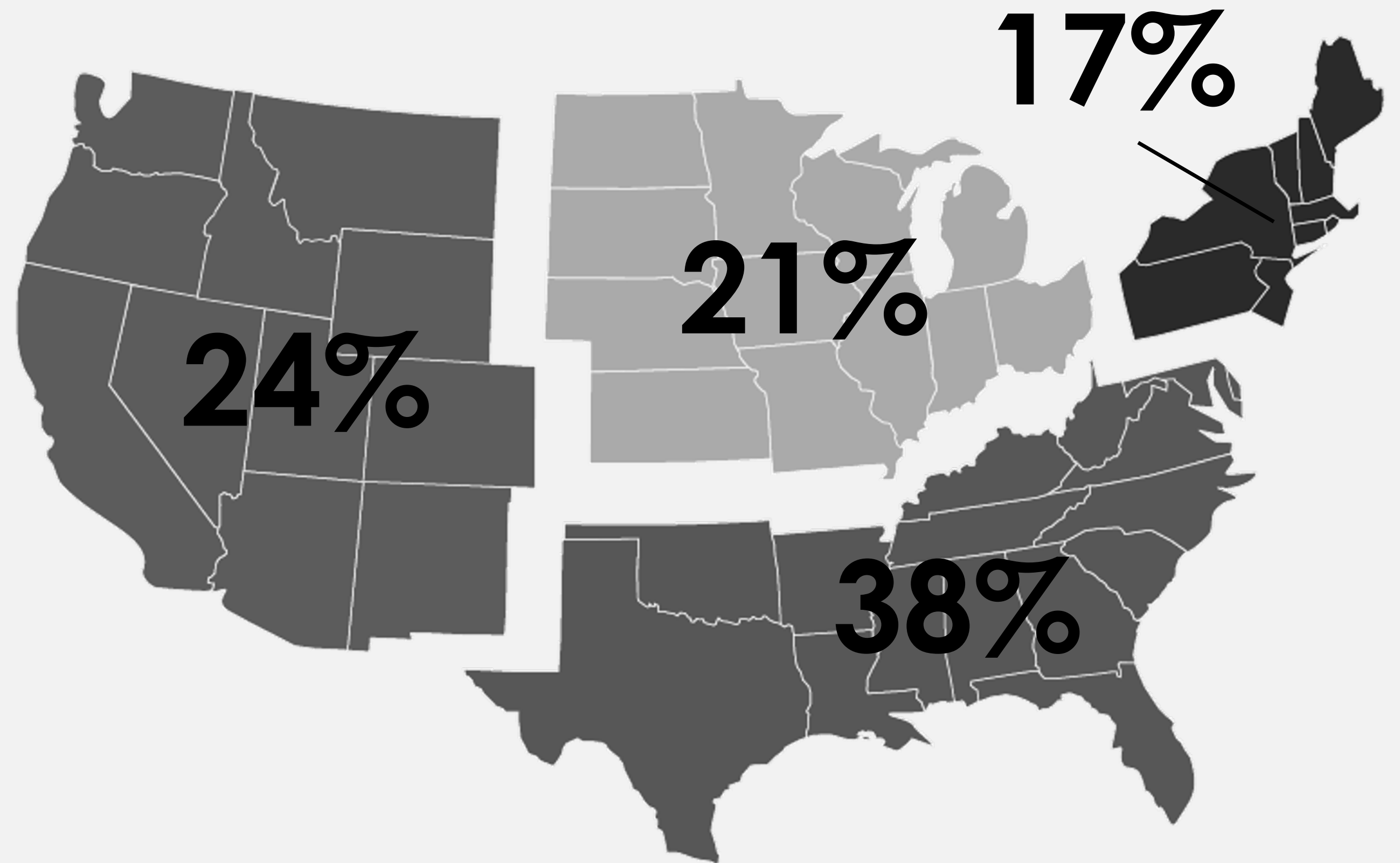
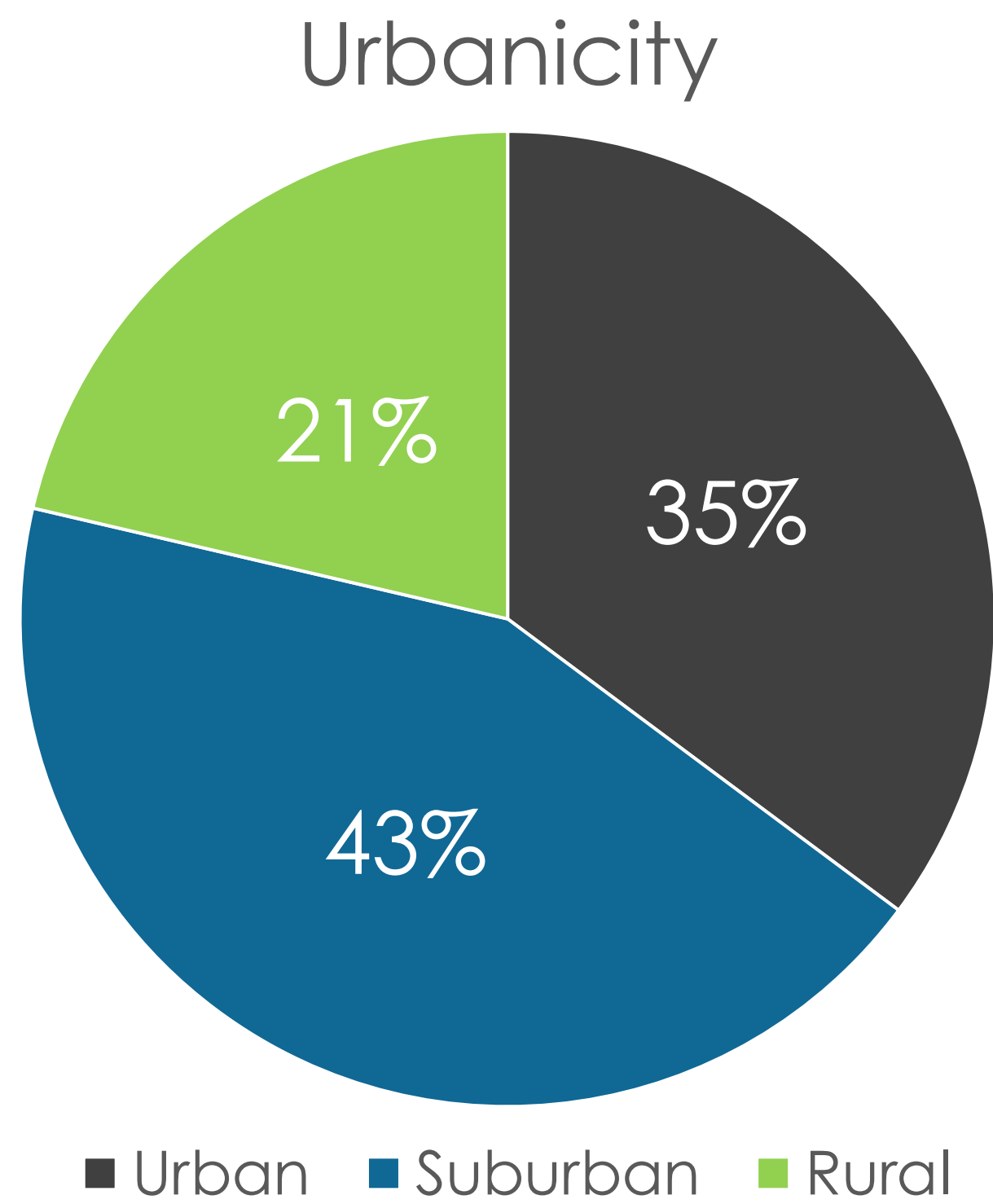


# Methodology

- N = 584
- MOE  $\pm$  4.05%
- Panel: General Population
- Collected: 1/7/21, 1/8/21



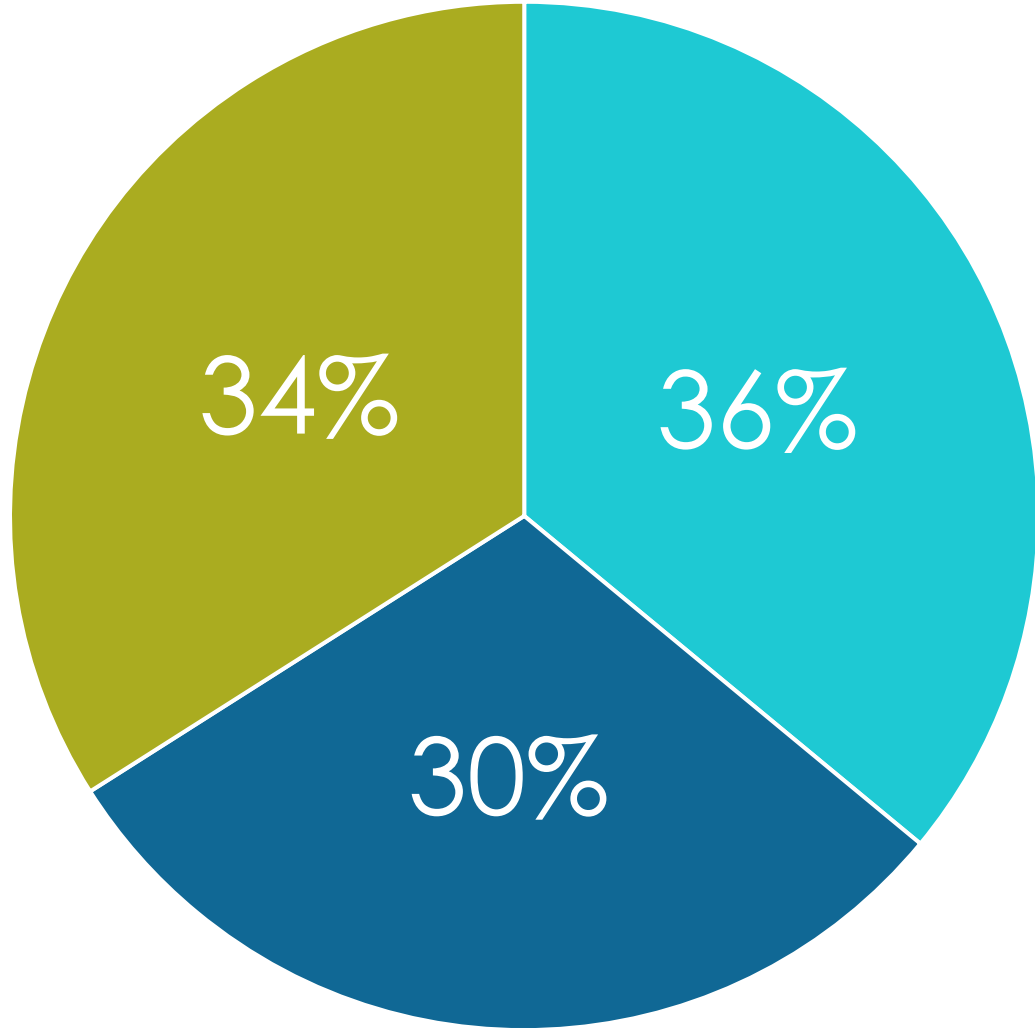
# Panel Composition





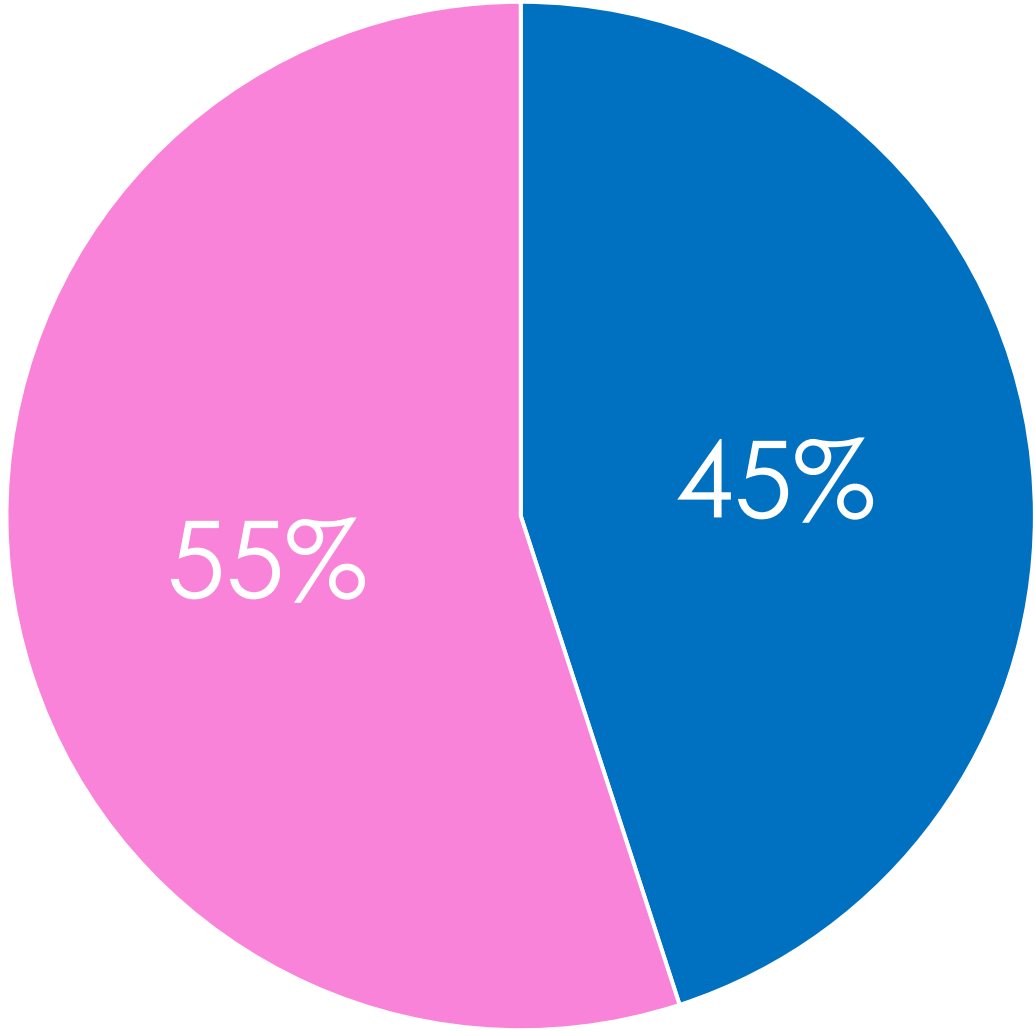


Generation



■ Millennial ■ Gen X ■ Boomer

Gender



■ Male ■ Female



2021

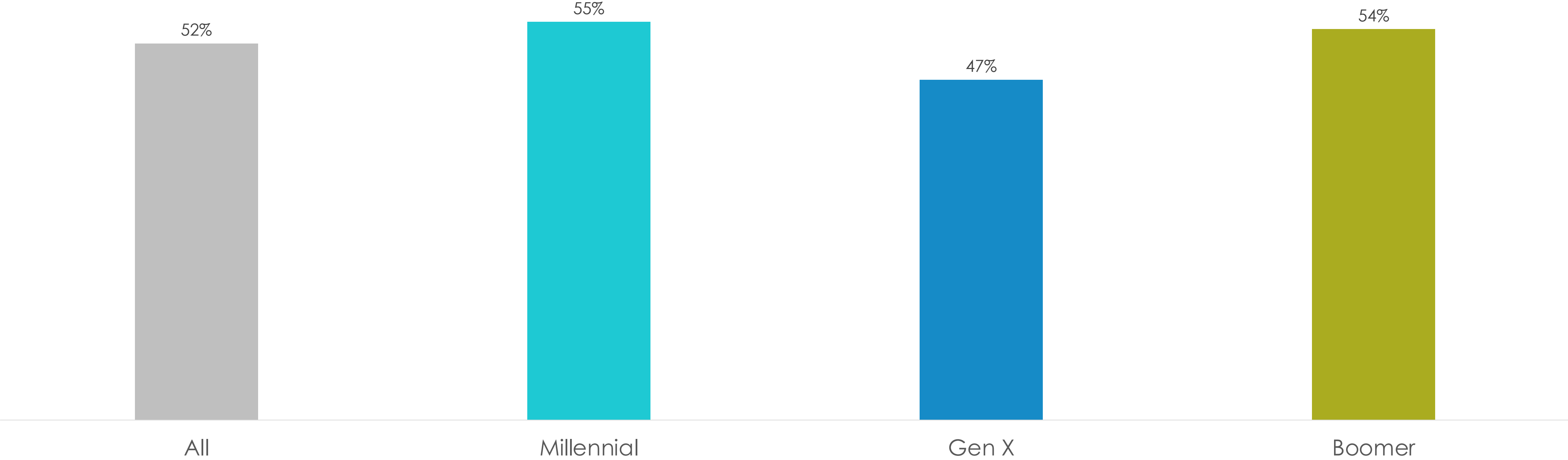


2021 Outlook



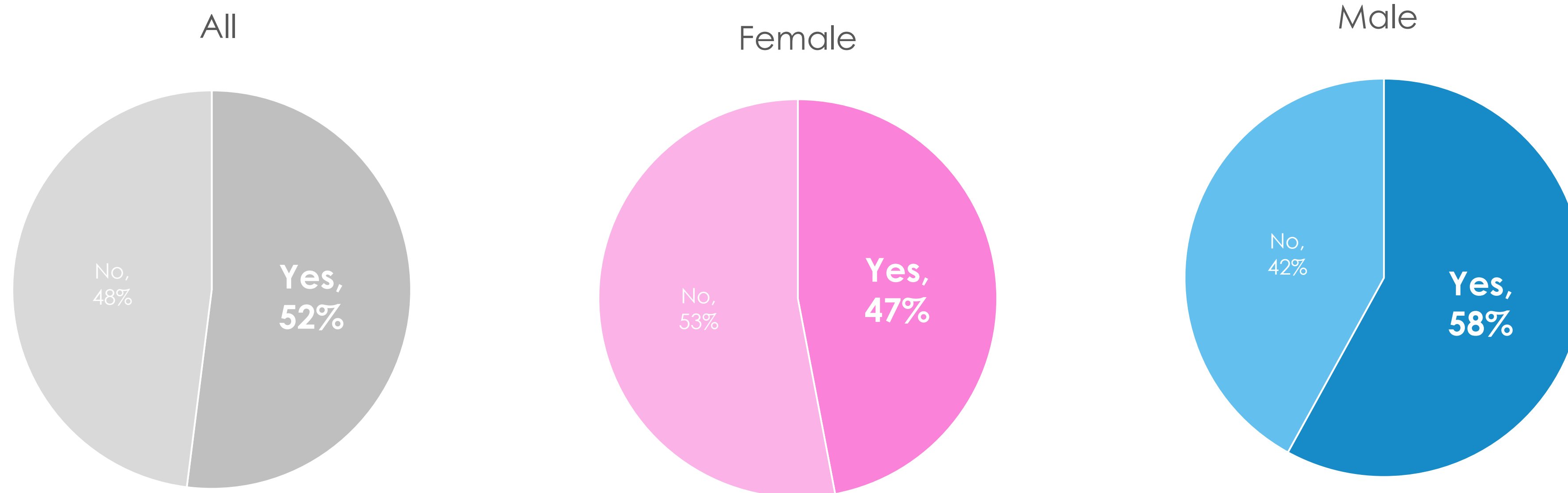
COVID-19 has clearly taken its toll on people's enthusiasm. Only 52% of respondents are looking forward to 2021 in the same way they have prior years.

Looking forward to 2021 with the same enthusiasm as a typical new year



Are you looking forward to 2021 with the same enthusiasm you typically look at a new year?

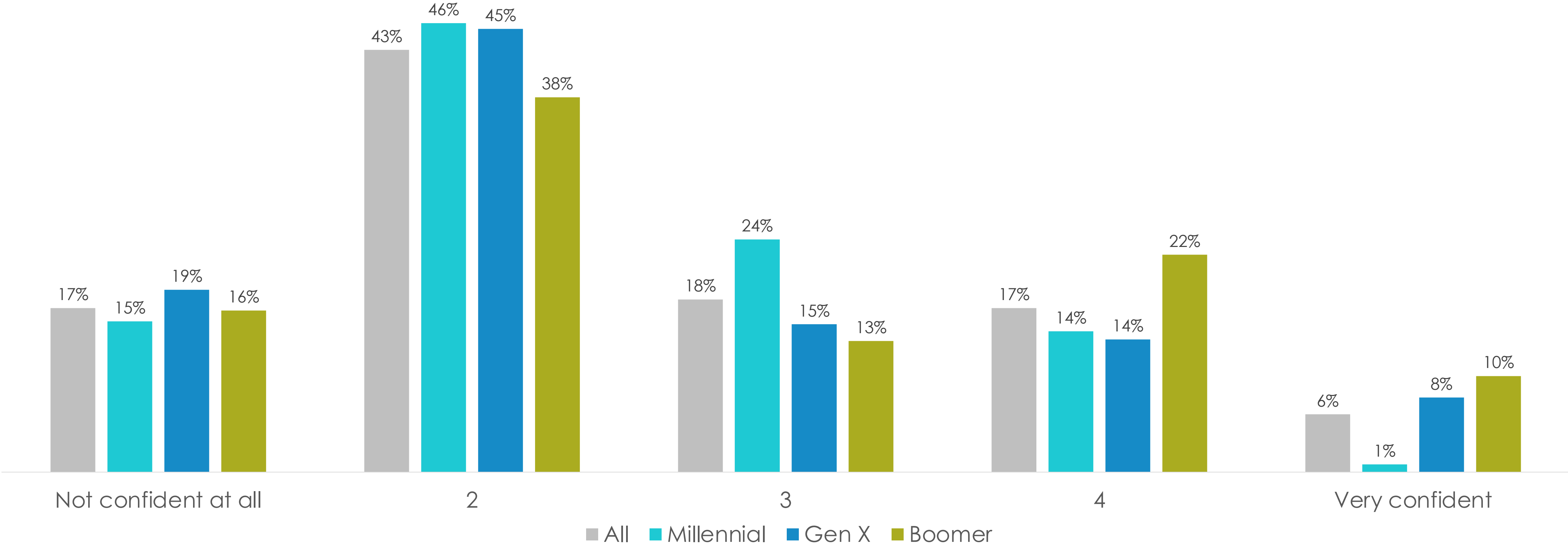
Women (47%) are less likely to be enthusiastic about 2021 than men (58%).



Are you looking forward to 2021 with the same enthusiasm you typically look at a new year?

The lack of enthusiasm is at least in part due to respondents' views of the economy. 60% lack confidence in the economy while only 23% are confident or very confident.

Confidence in the US economy

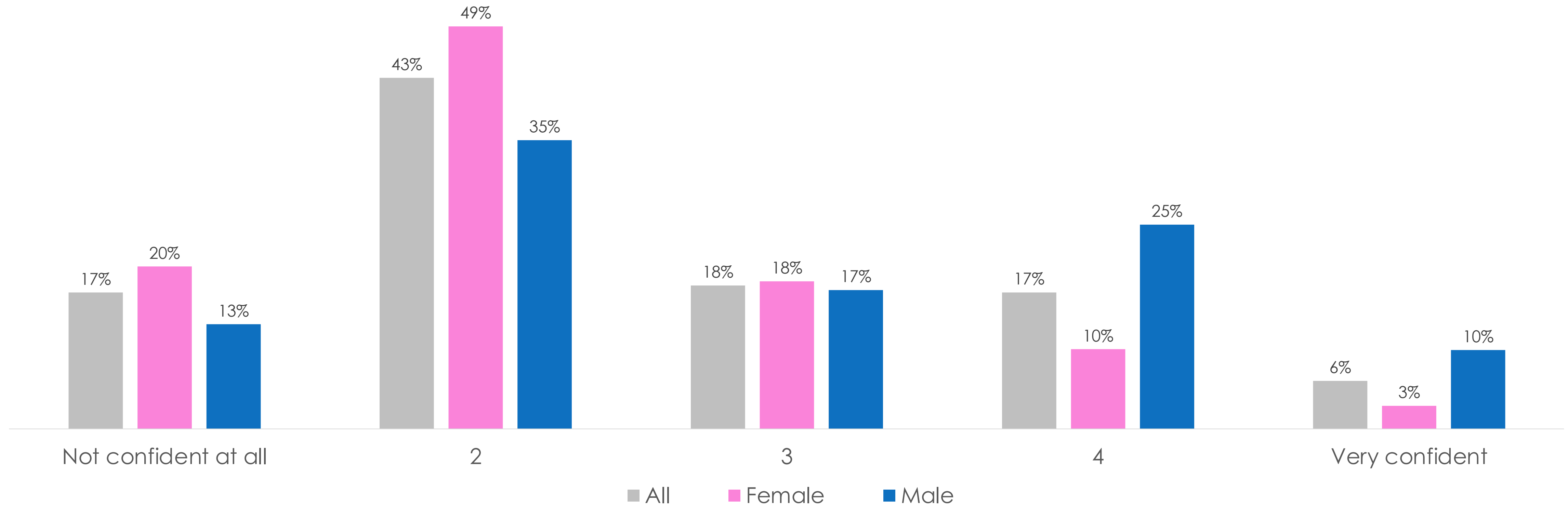


How confident are you in the U.S. economy now?



Women (69%) are significantly less confident in the economy than men (48%).

### Confidence in the US economy

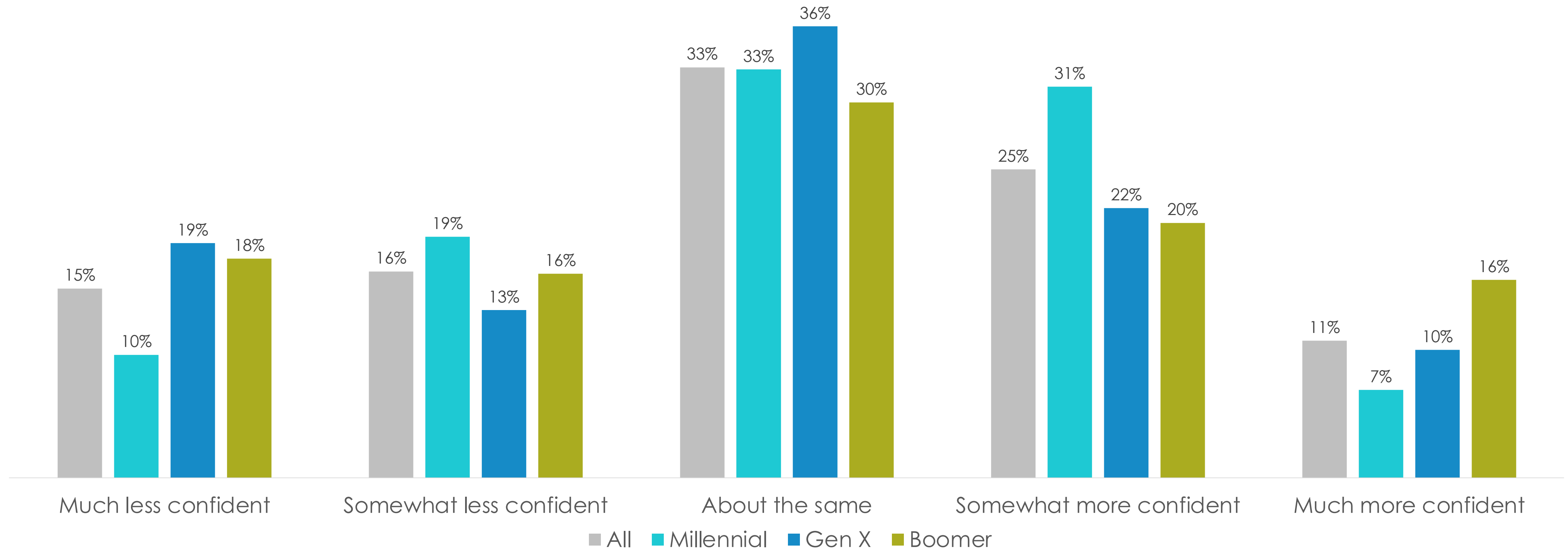


How confident are you in the U.S. economy now?



While overall confidence is down, 36% of respondents are more confident than they were 3 months ago while 31% are less so.

Confidence 2021 will be a good year compared to three months ago

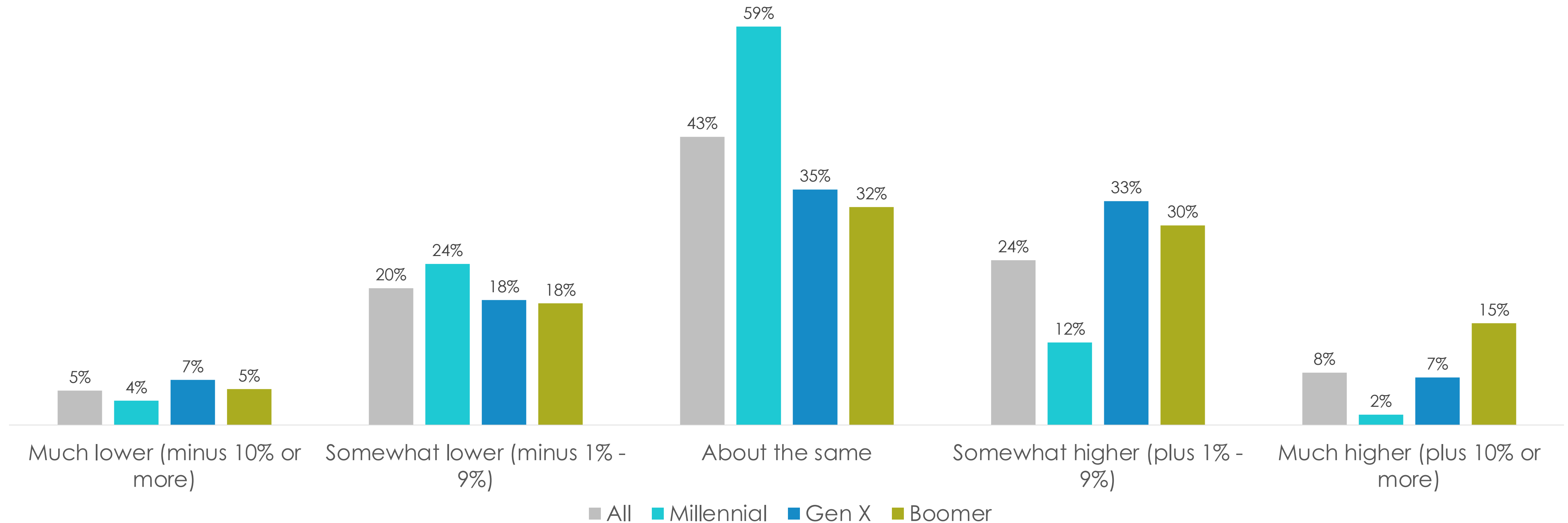


How much more or less confident are you that 2021 will be a good year than you were 3 months ago?



Household income expectations are slightly higher for 2021 as compared to 2020. 32% expect their income to be somewhat or significantly higher while only 25% expect it to be down year-over-year.

Household income expected in 2021 vs 2020

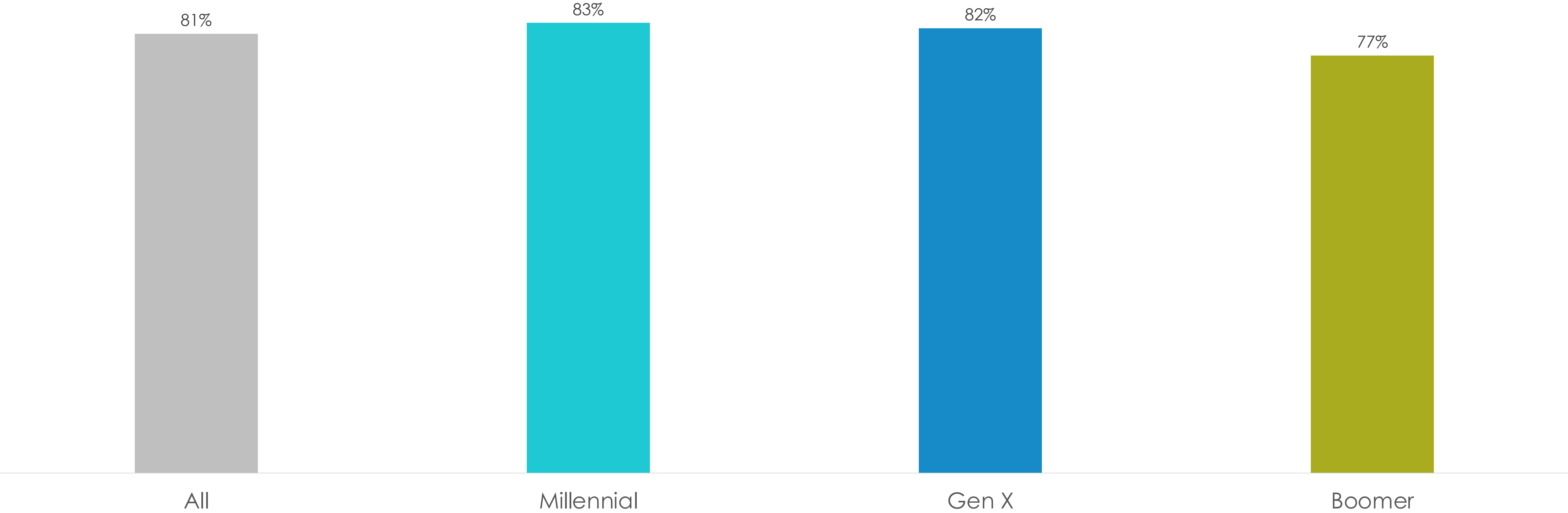


How do you think your household income in 2021 will compare to 2020?



81% of respondents have received or expect to receive the \$600 stimulus check recently approved by Congress.

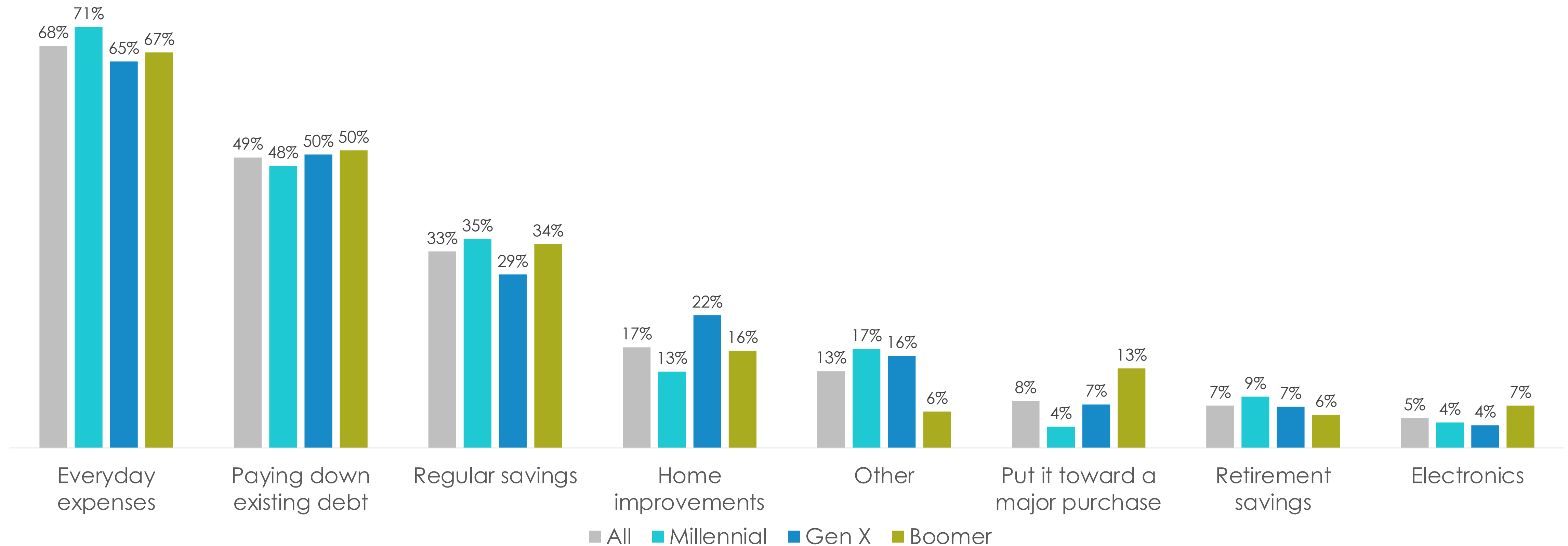
Expect to receive stimulus money



Have you or do you expect to receive the \$600 stimulus payment recently authorized by Congress?

The most likely uses of the stimulus money are everyday expenses (68%), reducing debt (49%) and savings (33%).

Two most likely uses of stimulus money

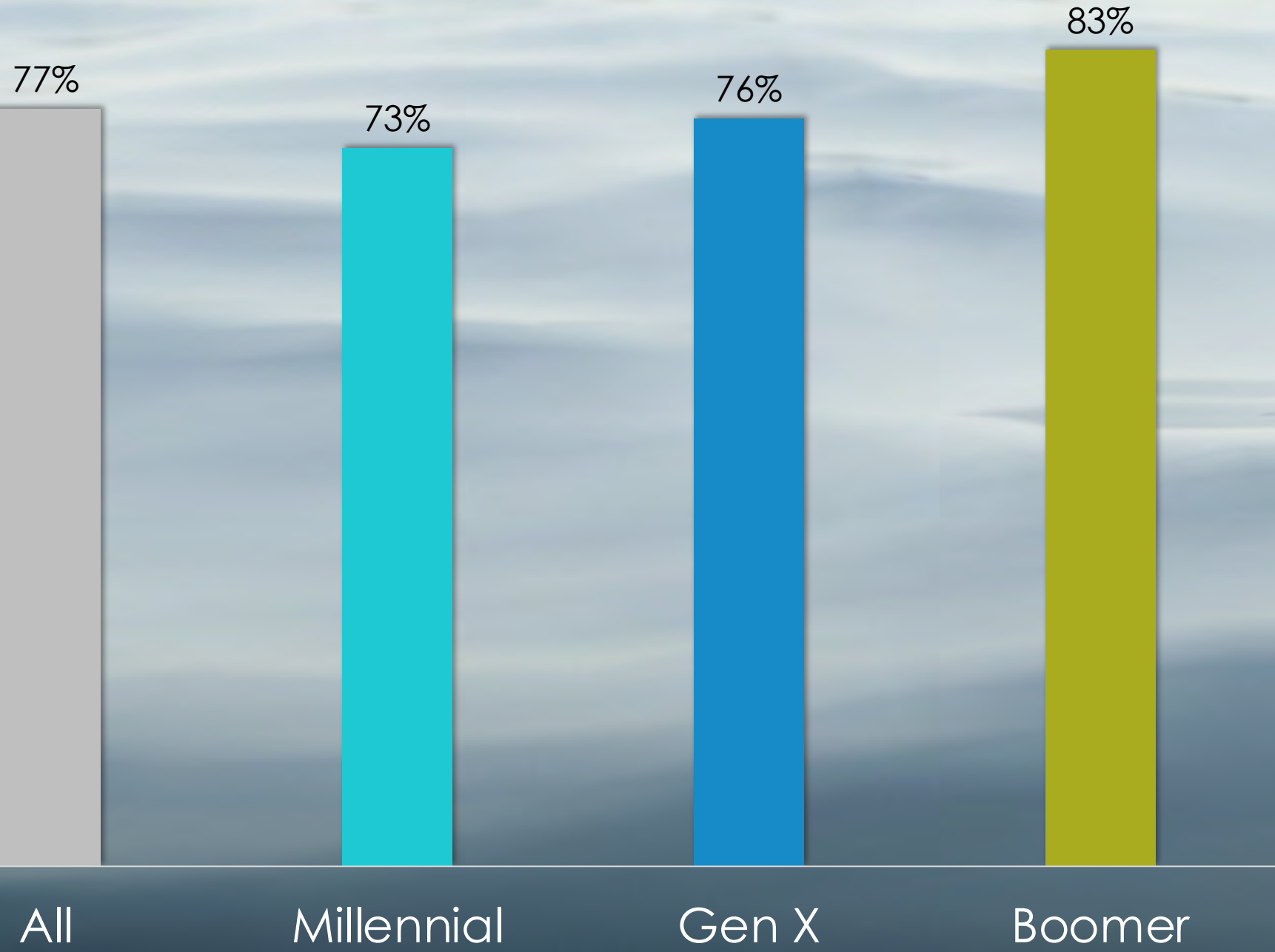


Which two of the following are you most likely to use the \$600 for? Select 2



More than three-quarters of respondents (77%) feel there should be more stimulus money in 2021.

There should be additional stimulus money in 2021

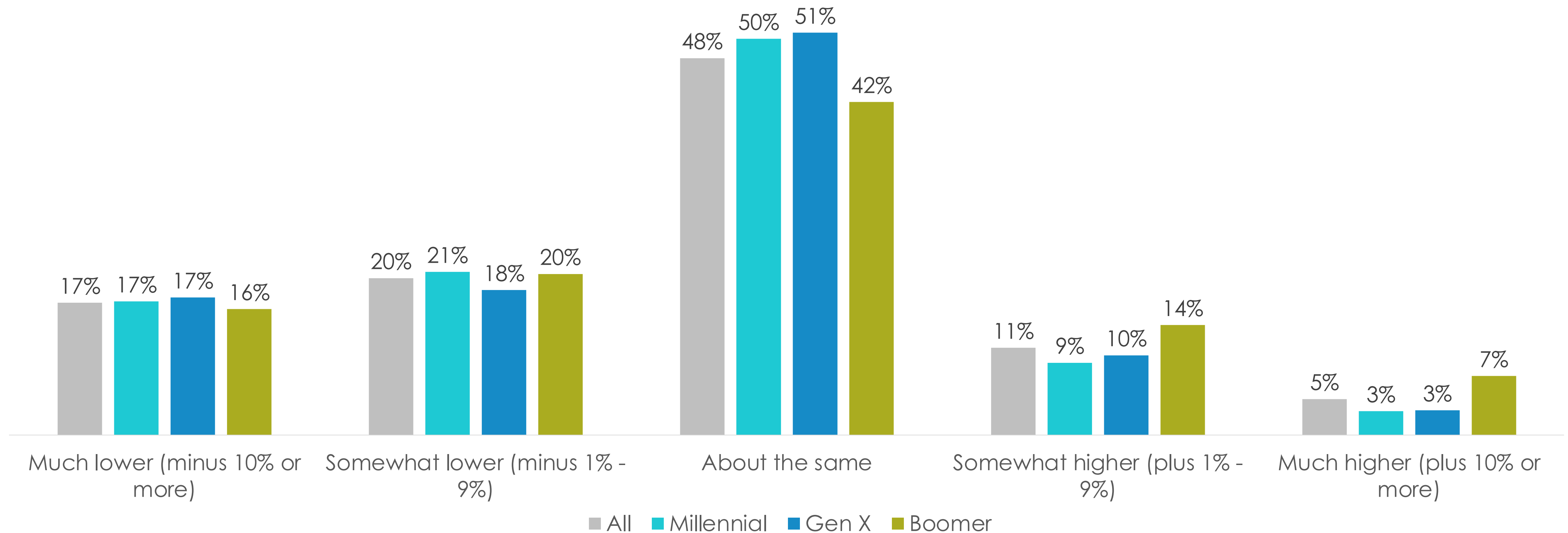


Do you think there should be additional stimulus money distributed in 2021?



Despite the relatively optimistic view of income in the coming year, 37% of respondents anticipate their 2021 spending will be down as compared to only 16% who feel it will be higher than 2020.

Spending in 2021 compared to spending in 2020

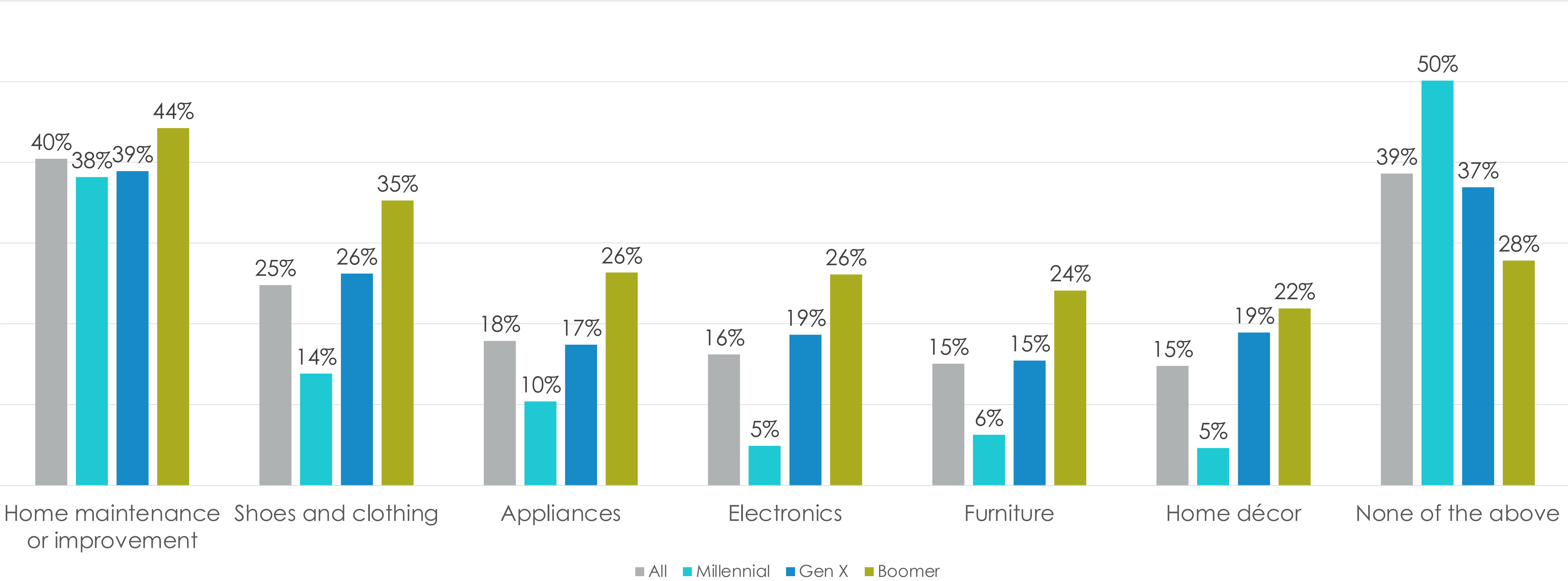


How will your spending in 2021 compare to your spending in 2020?



Projected spending in 6 key largely discretionary categories is soft. 39% of respondents don't see themselves spending more in the coming year in any of the categories as compared to 2020.

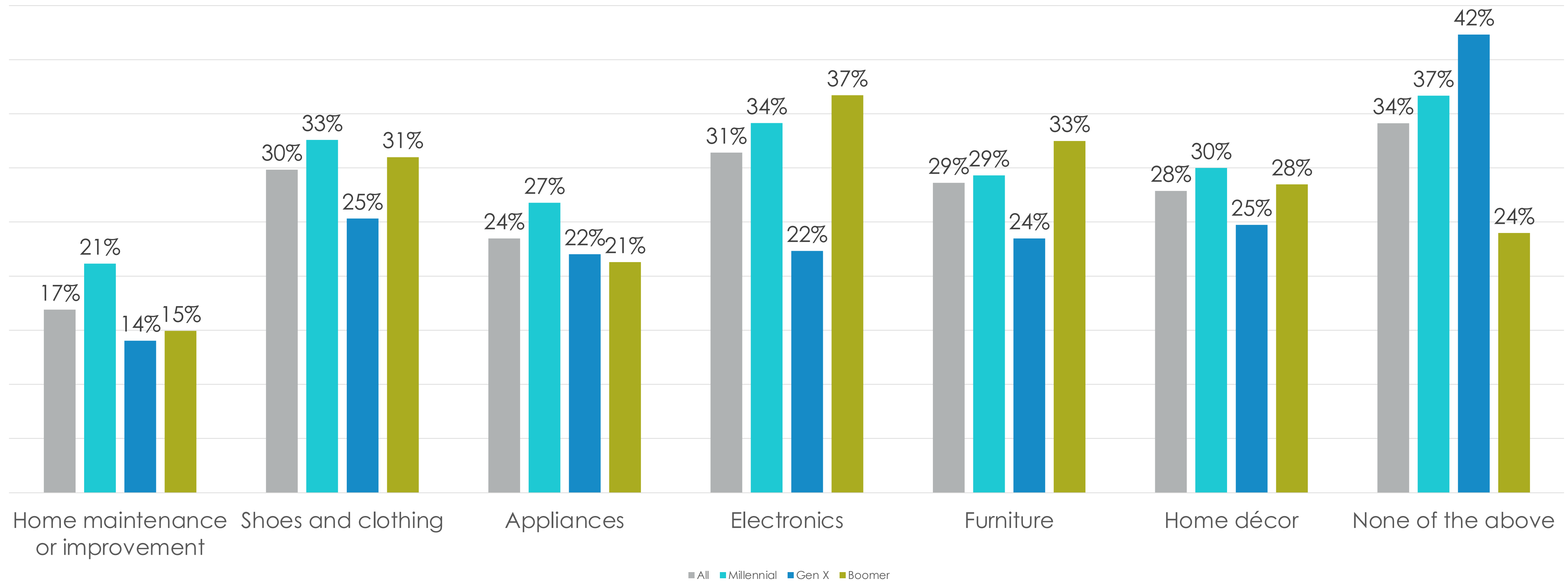
Spending more in 2021



In which of the following categories will you be spending more money in 2021 than you did in 2020?

With the exception of home improvement, nearly one-quarter or more of the sample (24%-31%) see themselves spending less in each of the categories in 2021.

### Spending less in 2021

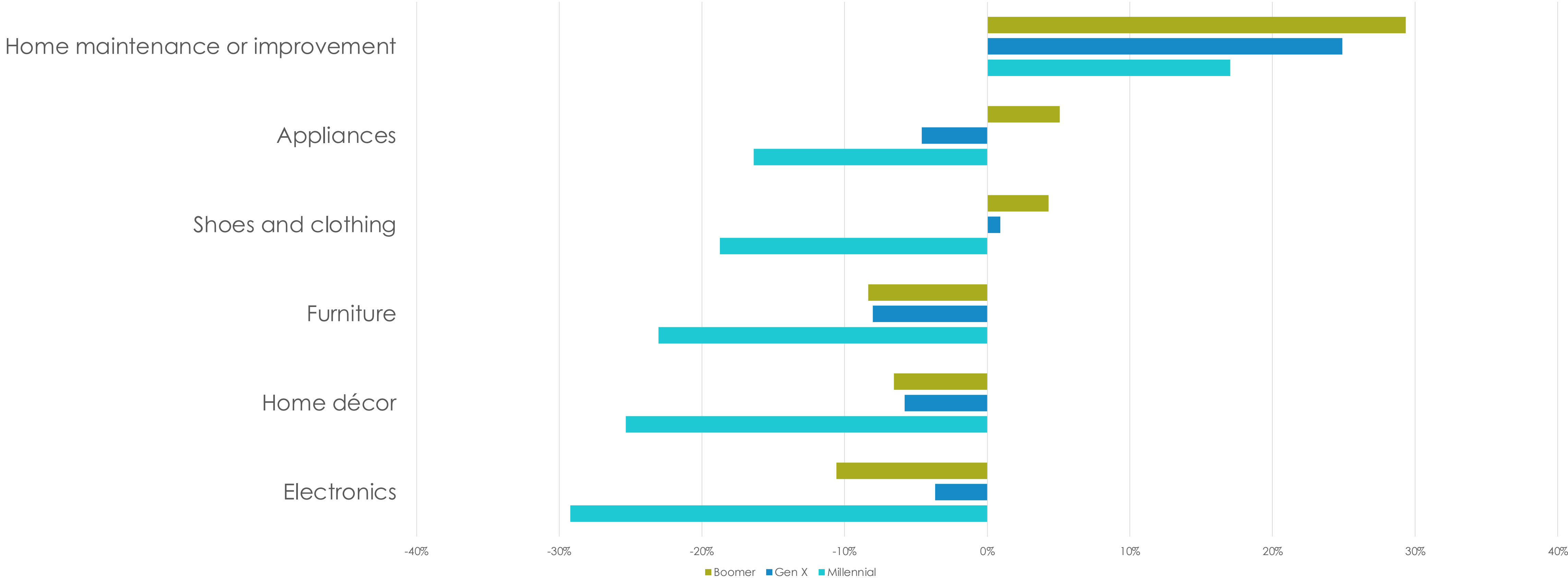


In which of the following categories will you be spending less money in 2021 than you did in 2020?



The only category in which respondents anticipate a net increase in spending is home improvement, where a net of 24% see their 2021 spending exceeding their spending in 2020.

Spending more or less in 2021 vs 2020 net score



In which of the following categories do you think you'll spend more money in 2021 than you did in 2020?

In which of the following categories do you think you'll spend less money in 2021 than you did in 2020?



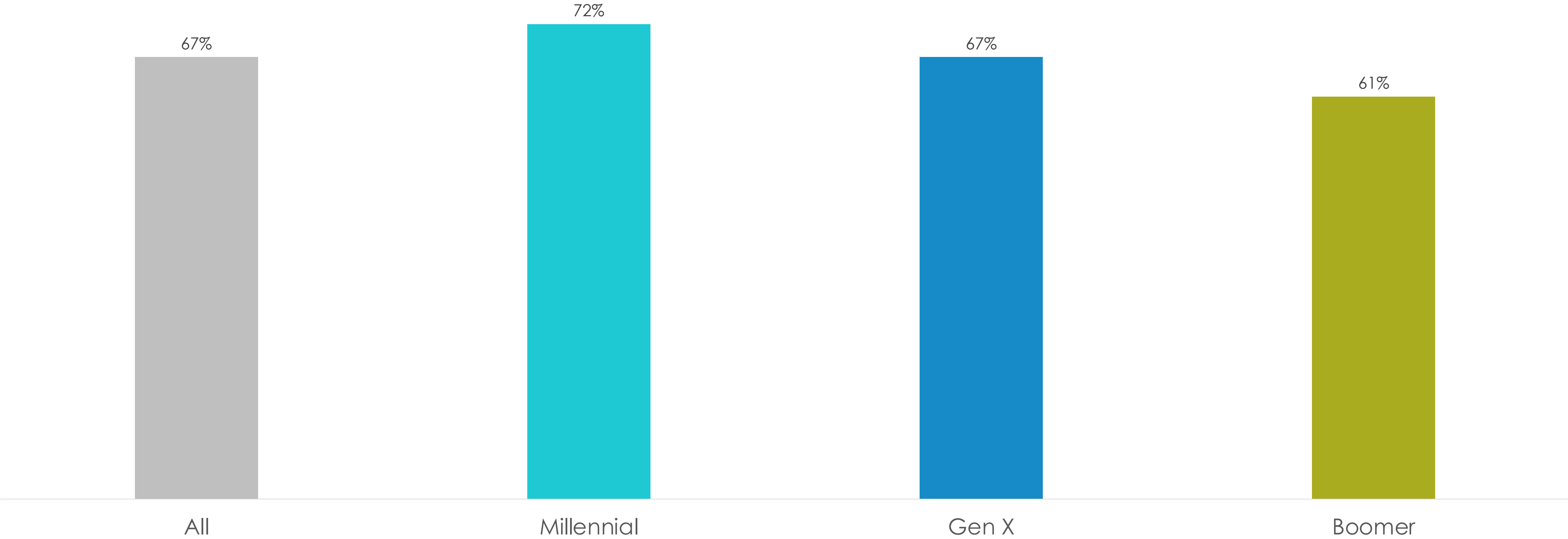


# The Role of COVID-19



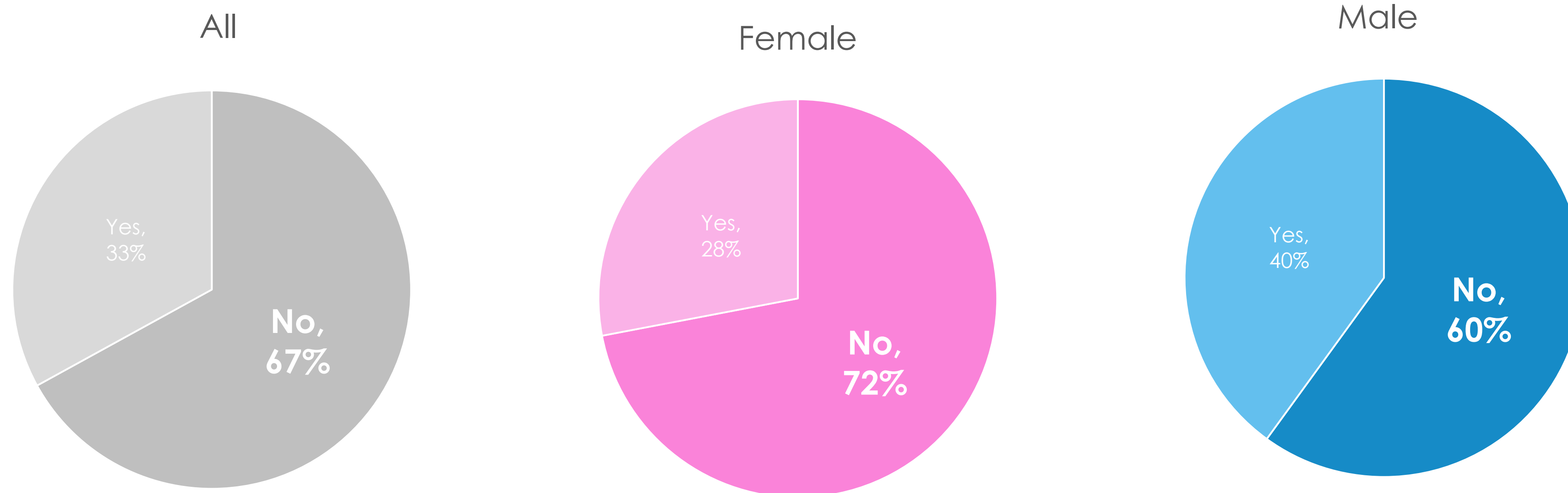
The presence of COVID-19 and the other pressures the country have been under lately adversely affected the enjoyment of the holiday season for two-thirds of respondents.

Did not enjoy the 2020 holiday season as much as past years



Did you enjoy the December-January holiday season as much as you have in prior years?

Women (72%) were more adversely affected than men (60%).

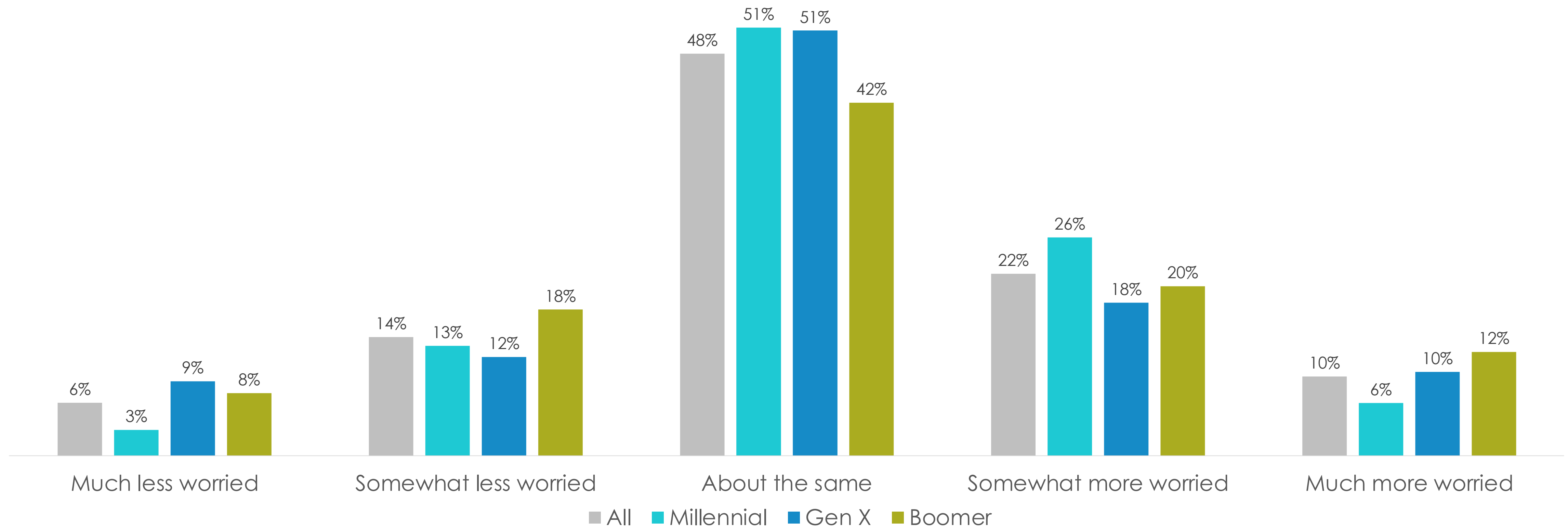


Did you enjoy the December-January holiday season as much as you have in prior years?



Despite the rollout of the vaccines, the increasing case count has 32% of respondents more worried about COVID-19 now than they were a month ago.

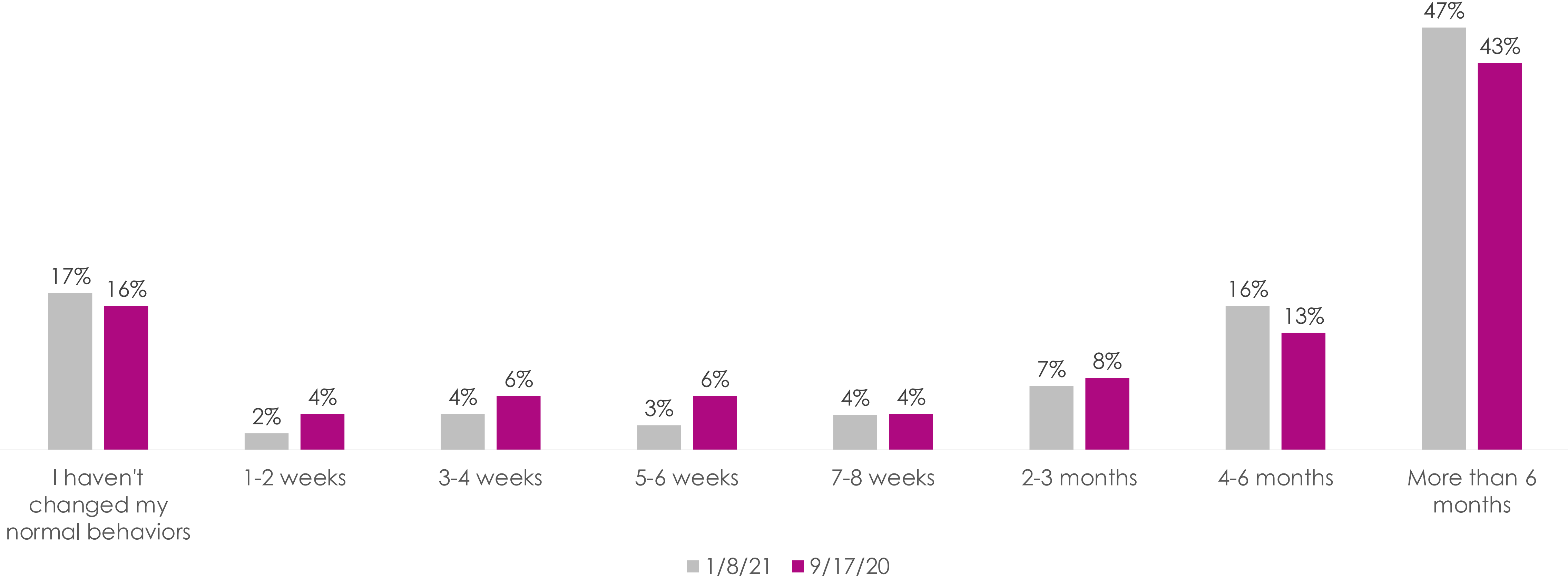
Worry level about COVID compared to a month ago



How does your worry level about the Coronavirus compare to a month ago?

The view of a return to normalcy continues to slide. Respondents view it as far away today as they did 4 months ago.

Timeframe of returning to normal behavior

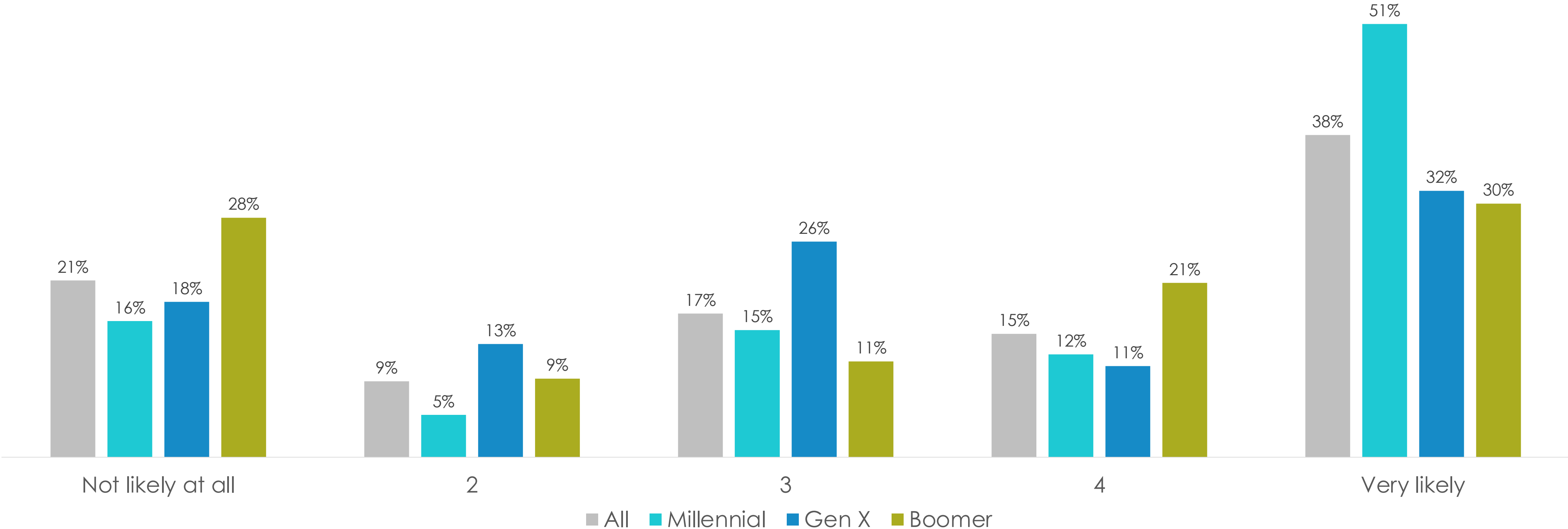


When do you think it is likely that you'll return to your normal behaviors (going to work, eating out, shopping, etc.)?



We continue to see a marginal increase in those likely to get the vaccine which, at 53%, is the highest planned participation recorded thus far.

Likelihood to get vaccine



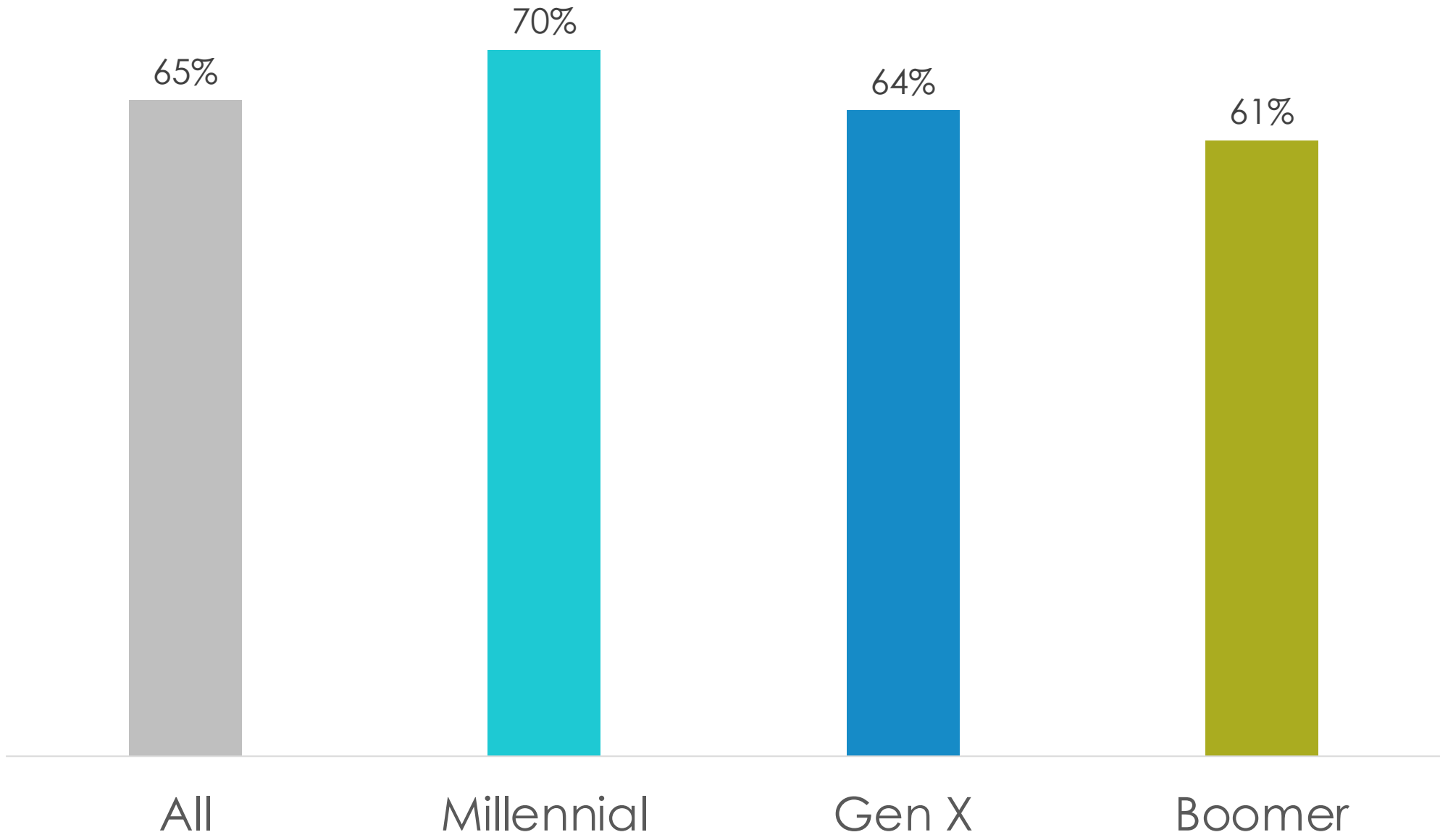
How likely are you to get the COVID vaccine when it becomes available for you?





Interestingly, even though only slightly more than half (53%) of respondents are likely to get the vaccine, nearly two-thirds (65%) feel the government should be doing more to expedite the availability.

Government should be doing more to make sure that the vaccine is produced and distributed more quickly



Do you think the government should be doing more to make sure that the vaccine is produced and distributed more quickly?



# Summary

## 2021 Outlook

- COVID-19 has clearly taken its toll on people's enthusiasm. Only 52% of respondents are looking forward to 2021 in the same way they have prior years.
  - Women (47%) are less likely to be enthusiastic about 2021 than men (58%).
- The lack of enthusiasm is at least in part due to respondents' views of the economy. 60% lack confidence, while only 23% are confident or very confident.
  - Women (69%) are significantly less confident in the economy than men (48%).
- While overall confidence in the economy is down, 36% of respondents are more confident than they were 3 months ago, while 31% are less so.
- Household income expectations are slightly higher for 2021 as compared to 2020.
  - 32% expect their income to be somewhat or significantly higher, while only 25% expect it to be down year-over-year.
- 81% of respondents have received or expect to receive the \$600 stimulus check recently approved by Congress.
- The most likely uses of the stimulus money are everyday expenses (68%), reducing debt (49%) and savings (33%).

## Summary - Continued

- More than three-quarters of the respondents (77%) feel there should be more stimulus money in 2021.
- Despite the relatively optimistic view of income in the coming year, 37% of respondents anticipate their 2021 spending will be down as compared to only 16% who feel it will be higher than 2020.
- Projected spending in 6 key largely discretionary categories is soft.
  - 39% of respondents don't see themselves spending more in the coming year in any of the categories as compared to 2020.
  - With the exception of home improvement, nearly one-quarter or more of the sample (24%-31%) see themselves spending less in each of the categories in 2021.
  - The only category in which respondents anticipate a net increase in spending is home improvement, where a net of 24% see their 2021 spending exceeding their spending in 2020.

### The role of COVID-19

- The presence of COVID-19 and the other pressures the country has been under lately adversely affected the enjoyment of the holiday season for two-thirds of respondents.
  - Women (72%) were more adversely affected than men (60%).



## Summary - Continued

- Despite the rollout of the vaccines, the increasing case count has 32% of respondents more worried about COVID-19 now than they were a month ago.
- The view of a return to normalcy continues to slide. Respondents view it as far away today as they did 4 months ago.
- We continue to see a marginal increase in those likely to get the vaccine, which, at 53%, is the highest planned participation recorded thus far.
- Interestingly, even though only slightly more than half (53%) of respondents are likely to get the vaccine, nearly two-thirds (65%) feel the government should be doing more to expedite the availability.