

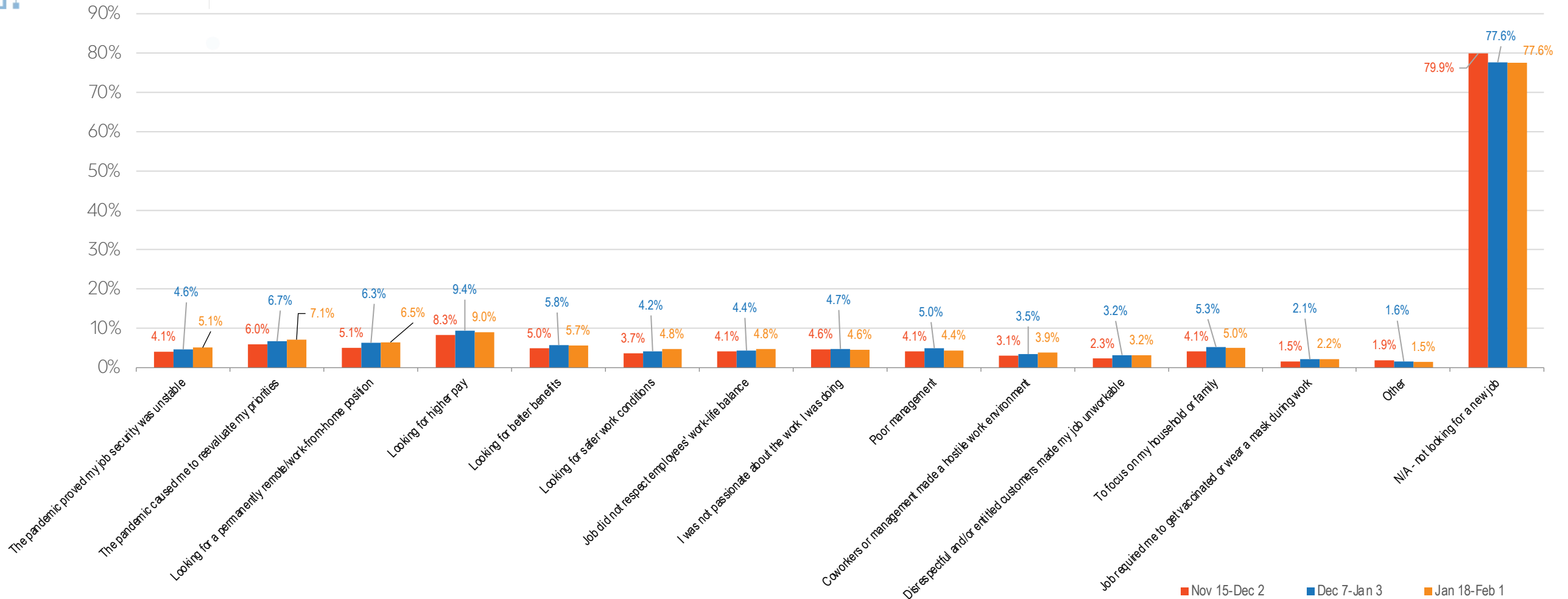


COVID-19 and Emerging Trends Consumer Flash Study
Wave 24

WORK LIFE

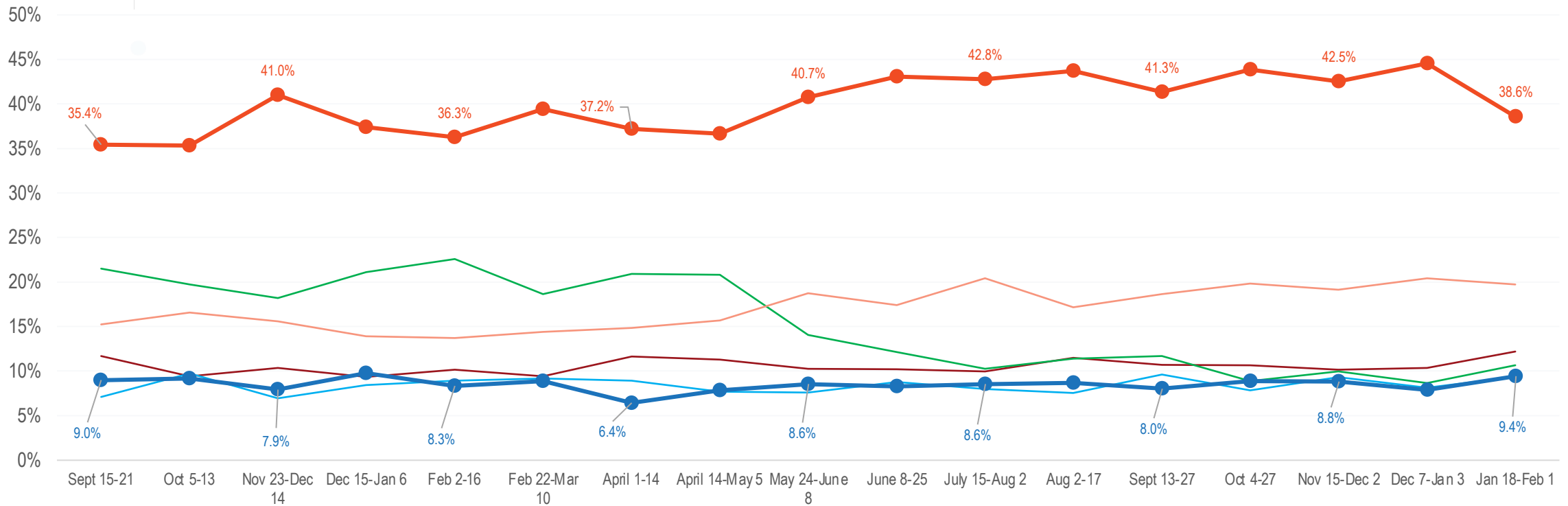
HIGHER PAY REMAINS TOP REASON AMERICANS ARE JOB HUNTING

What are the main reasons you changed jobs, are looking for a new job, or are leaving the workforce?



13% FEWER SAY THEIR WORK DOESN'T ALLOW THEM TO WORK FROM HOME

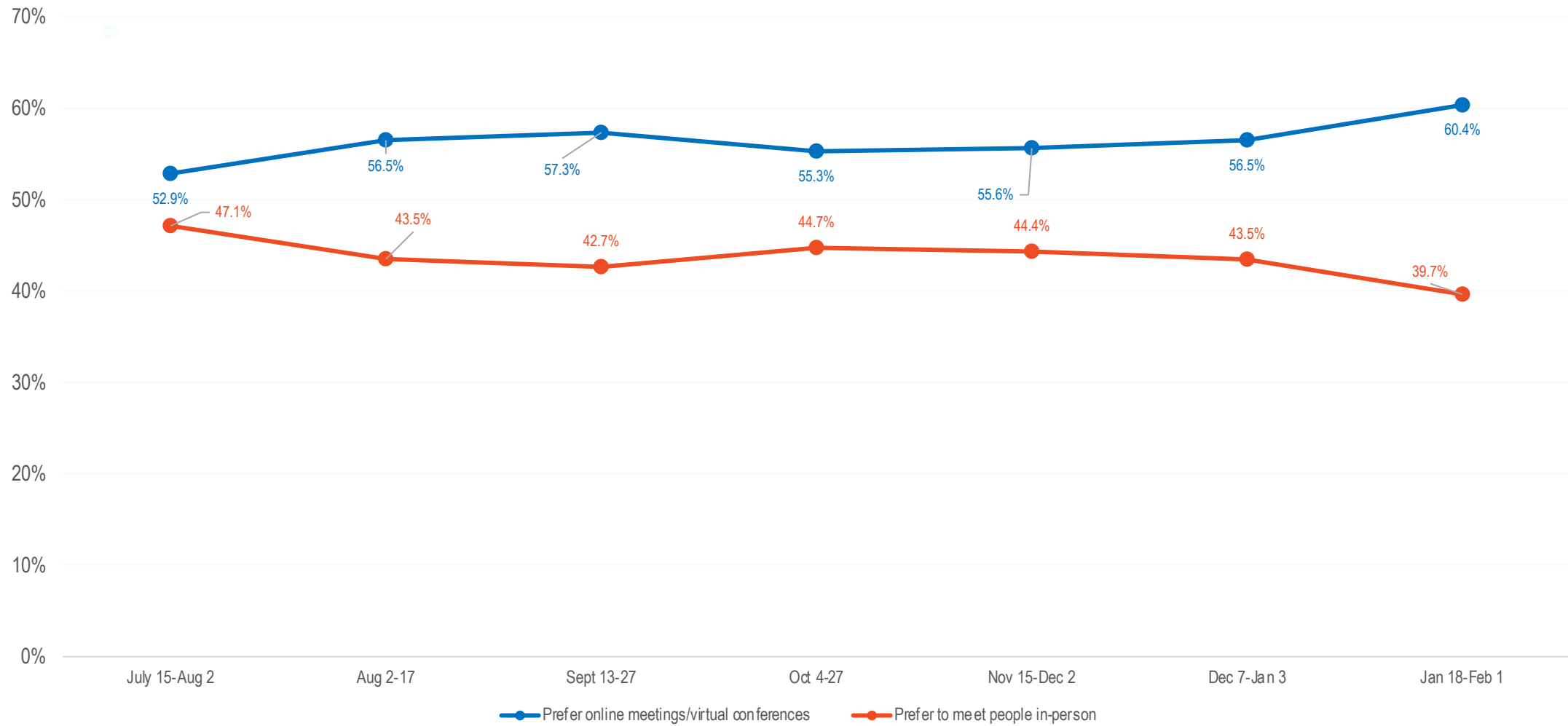
Which of the following best describes your work situation?



- My job has always been "work from home"
- The nature of my work does not allow me to stay at home
- My company has required employees to work from home
- My company has required employees to return to work in the company's office
- My company has offered employees a voluntary option to work from home, and I plan to work in the company's office on all or most days
- My company has offered employees a voluntary option to work from home, and I plan to work from home on all or most days

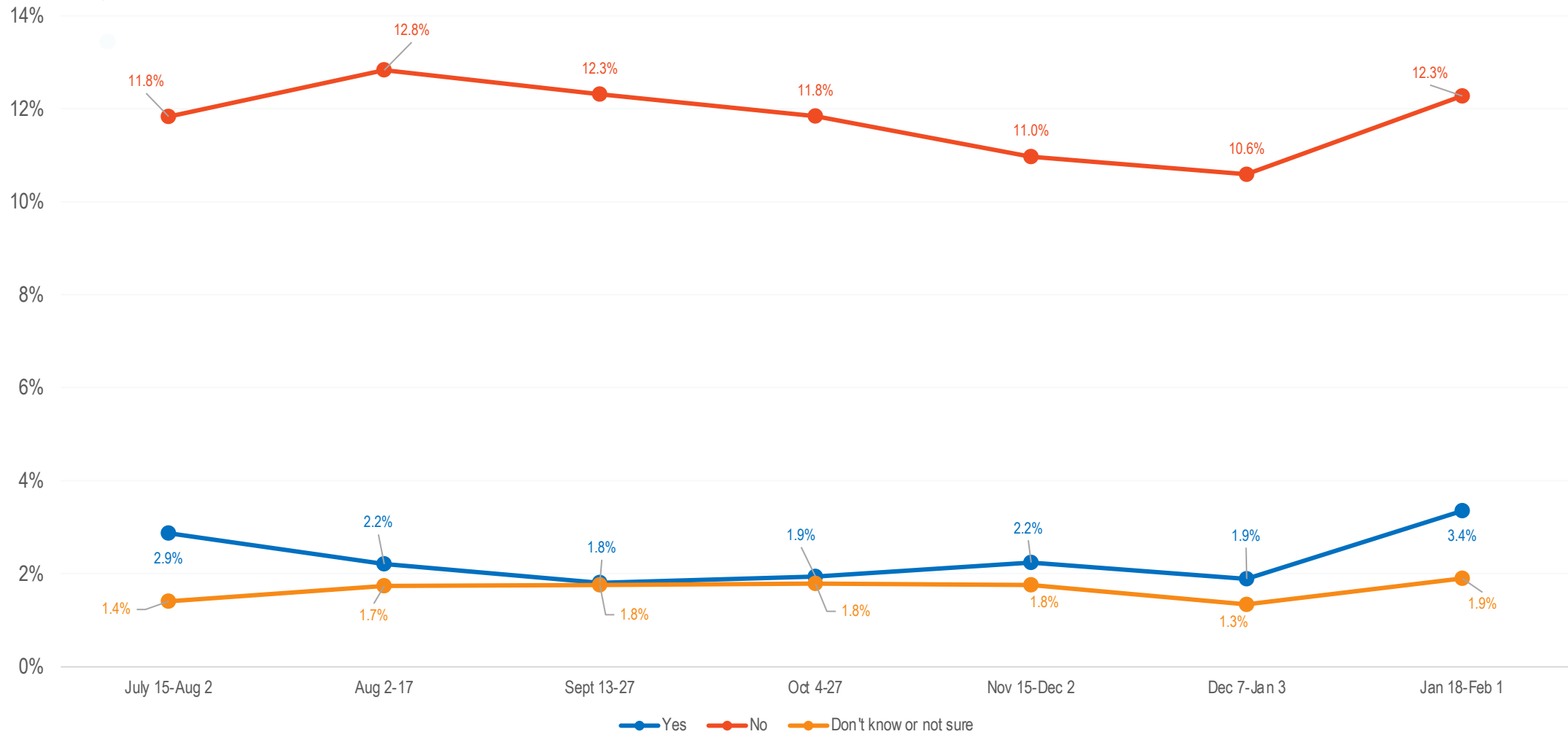
3 IN 5 AMERICANS PREFER VIRTUAL WORK EVENTS OVER IN-PERSON

If you were required to attend a work event, what form would you prefer that event be in?



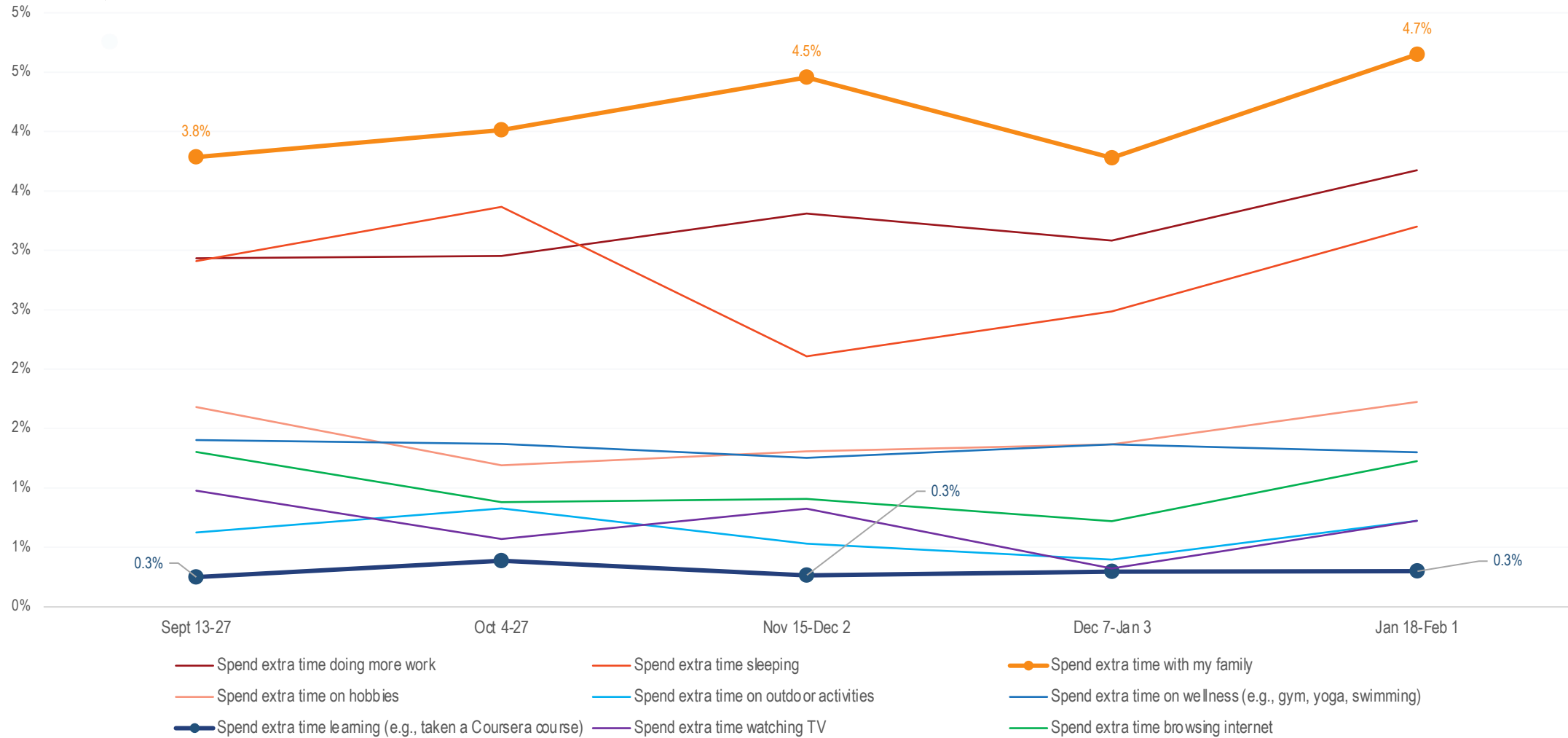
SLIGHT INCREASE IN WORKERS PLANNING TO RELOCATE IN 6 MONTHS

Given that your work situation has enabled you to work from home, are you planning to relocate in the next 6 months but maintain your current job?



FOR MOST, TIME SAVED NOT COMMUTING TO WORK IS SPENT WITH FAMILY

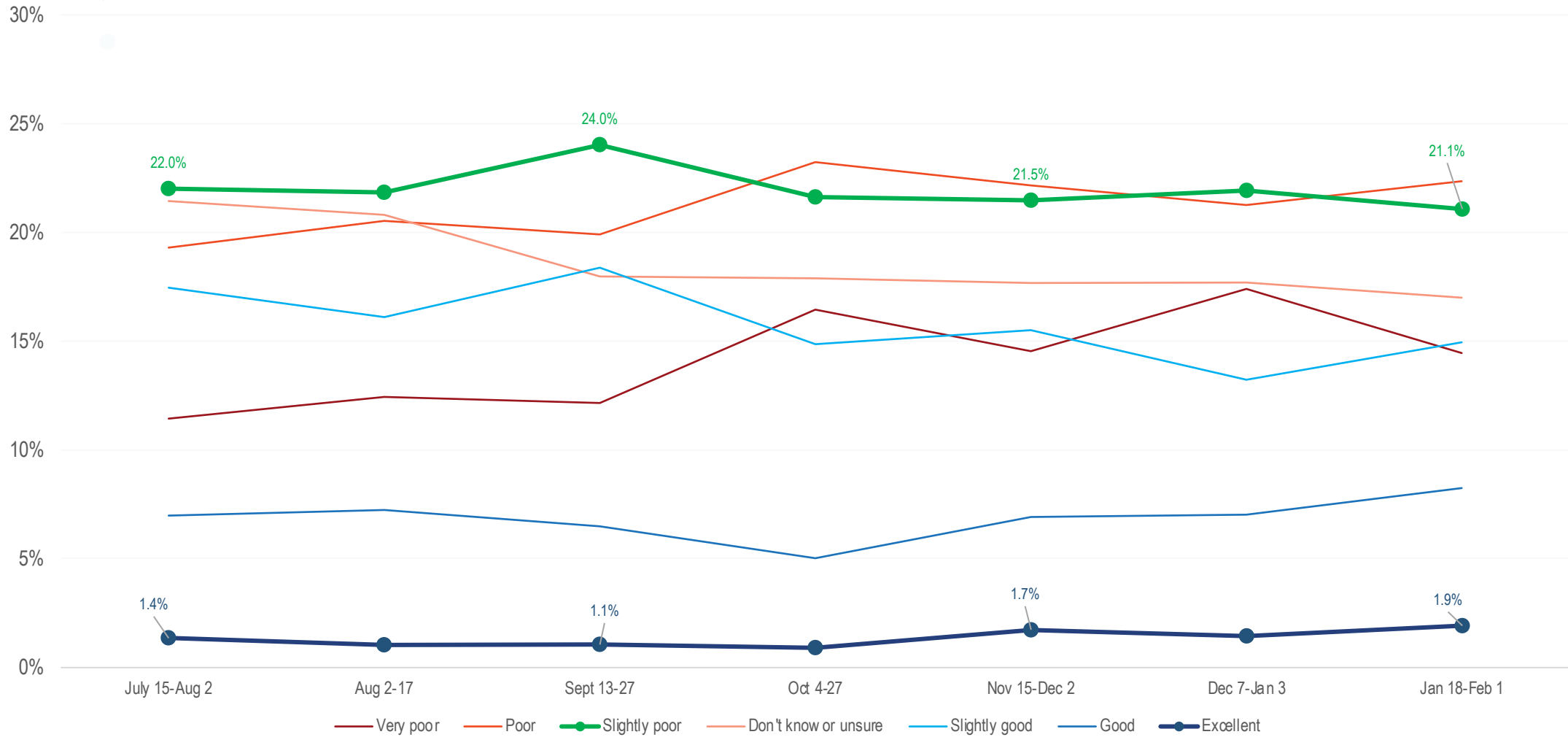
Given that you are currently working from home, how do you primarily spend time saved from not commuting to work?



FINANCIAL

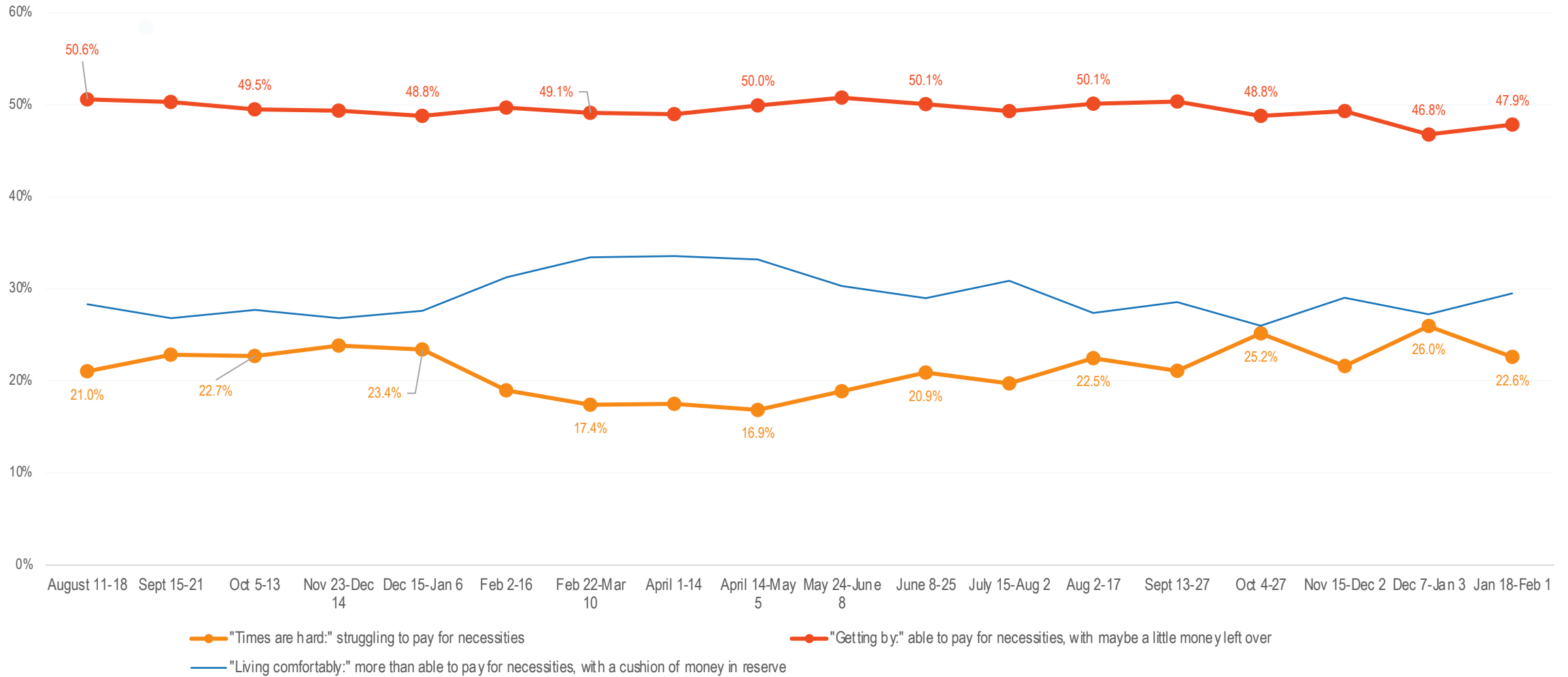
DESPITE UPTICK IN POSITIVE SENTIMENT, MOST RATE U.S. ECONOMY AS POOR

What is the current quality of the United States economy?



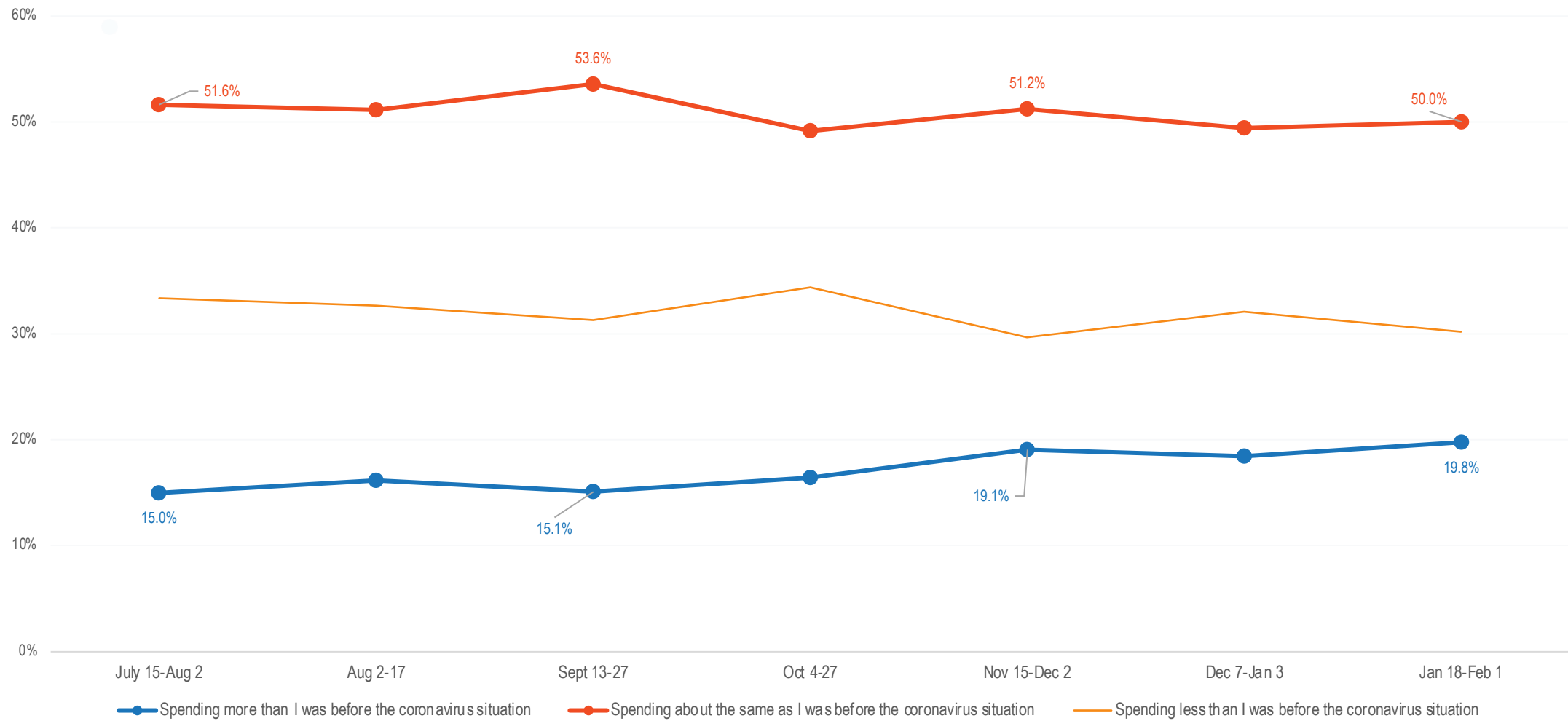
13% FEWER AMERICANS BELIEVE "TIMES ARE HARD" FINANCIALLY

Which of the following statements best describes your own personal financial situation?



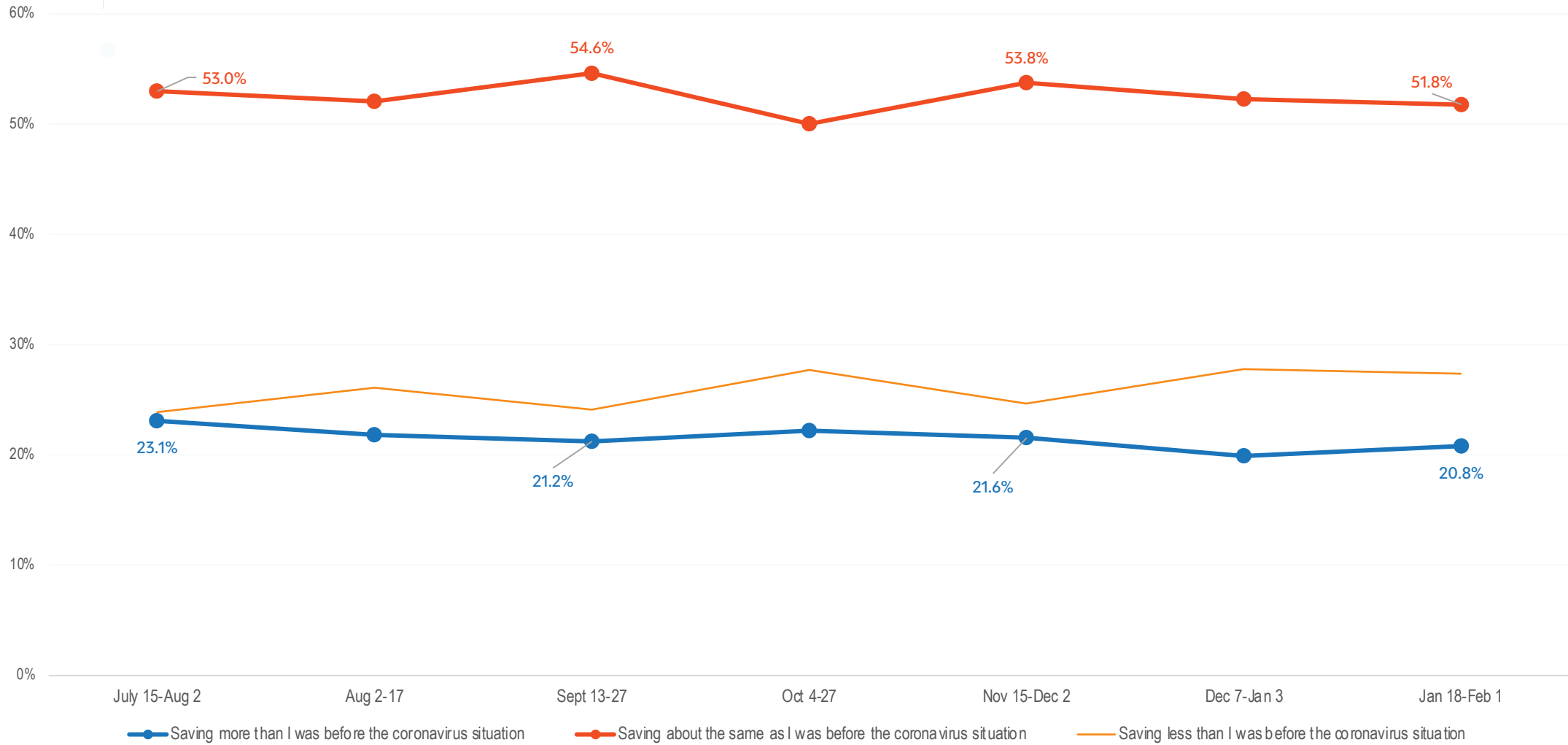
2 IN 5 AMERICANS ARE SPENDING MORE THAN THEY WERE BEFORE PANDEMIC

Compared to what you were doing before the coronavirus situation, how would you say your spending habits have changed?



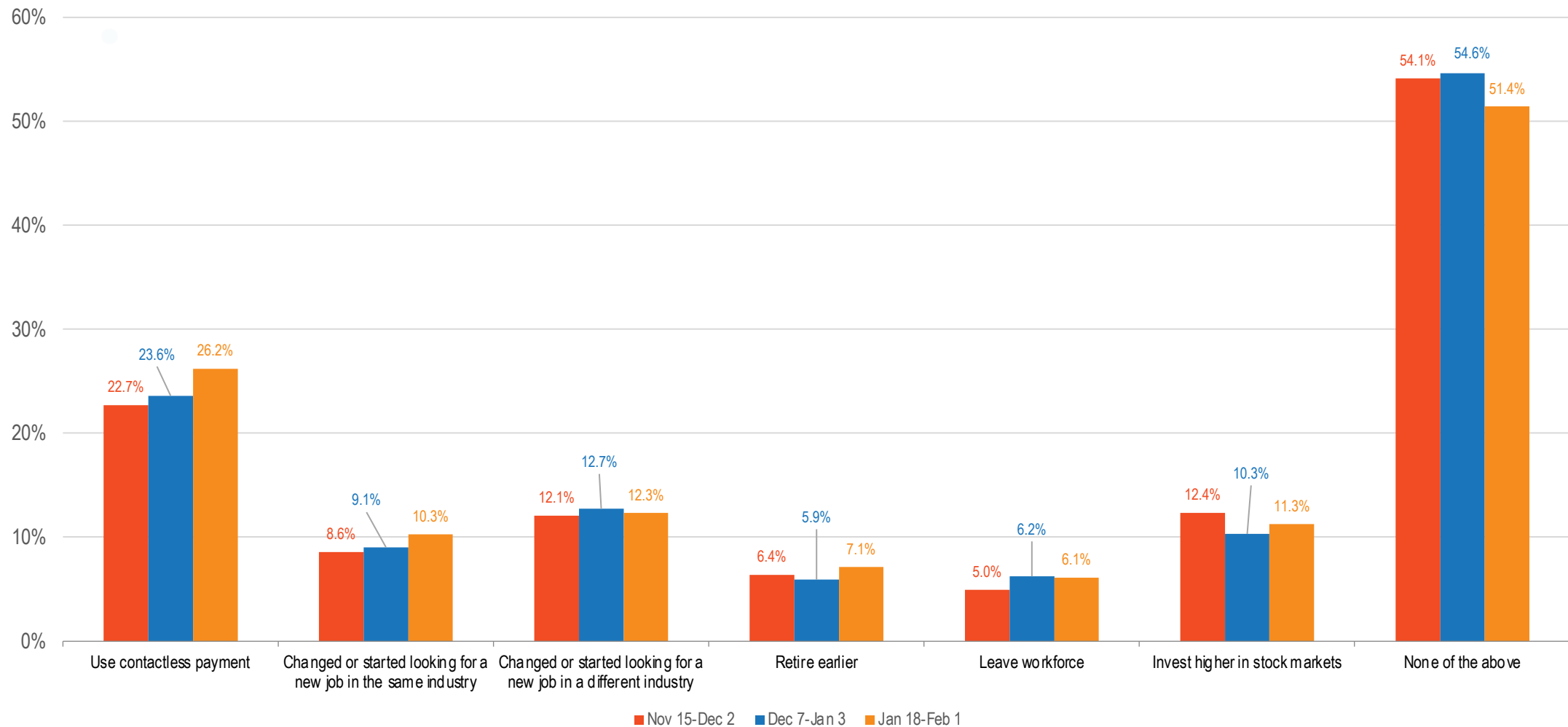
20.8% SAY THEY ARE SAVING MORE MONEY THAN BEFORE THE PANDEMIC

Compared to what you were doing before the coronavirus situation, how would you say your saving habits have changed?



1 IN 4 AMERICANS ARE ADOPTING CONTACTLESS PAYMENTS DUE TO COVID

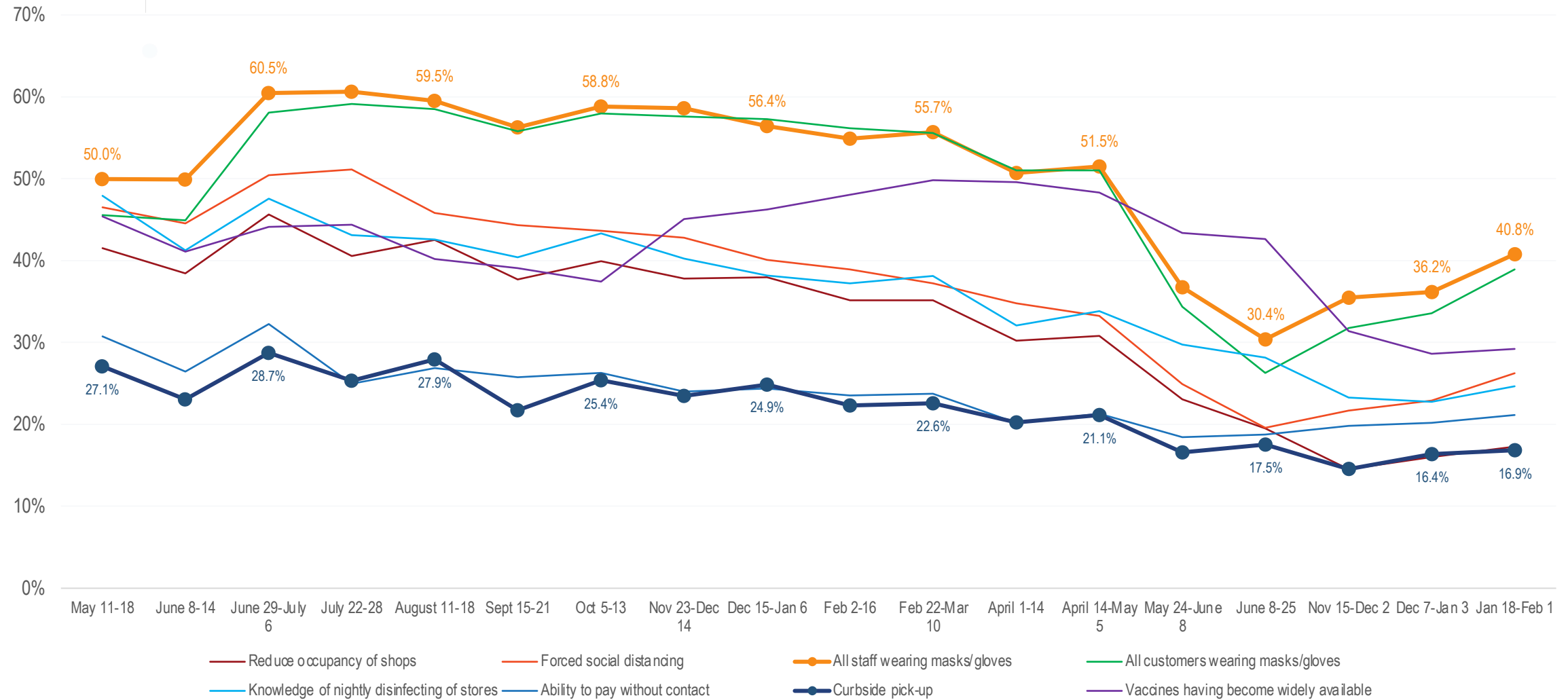
Which of the following financial changes are you adopting because of the onset of the coronavirus situation?



RETAIL

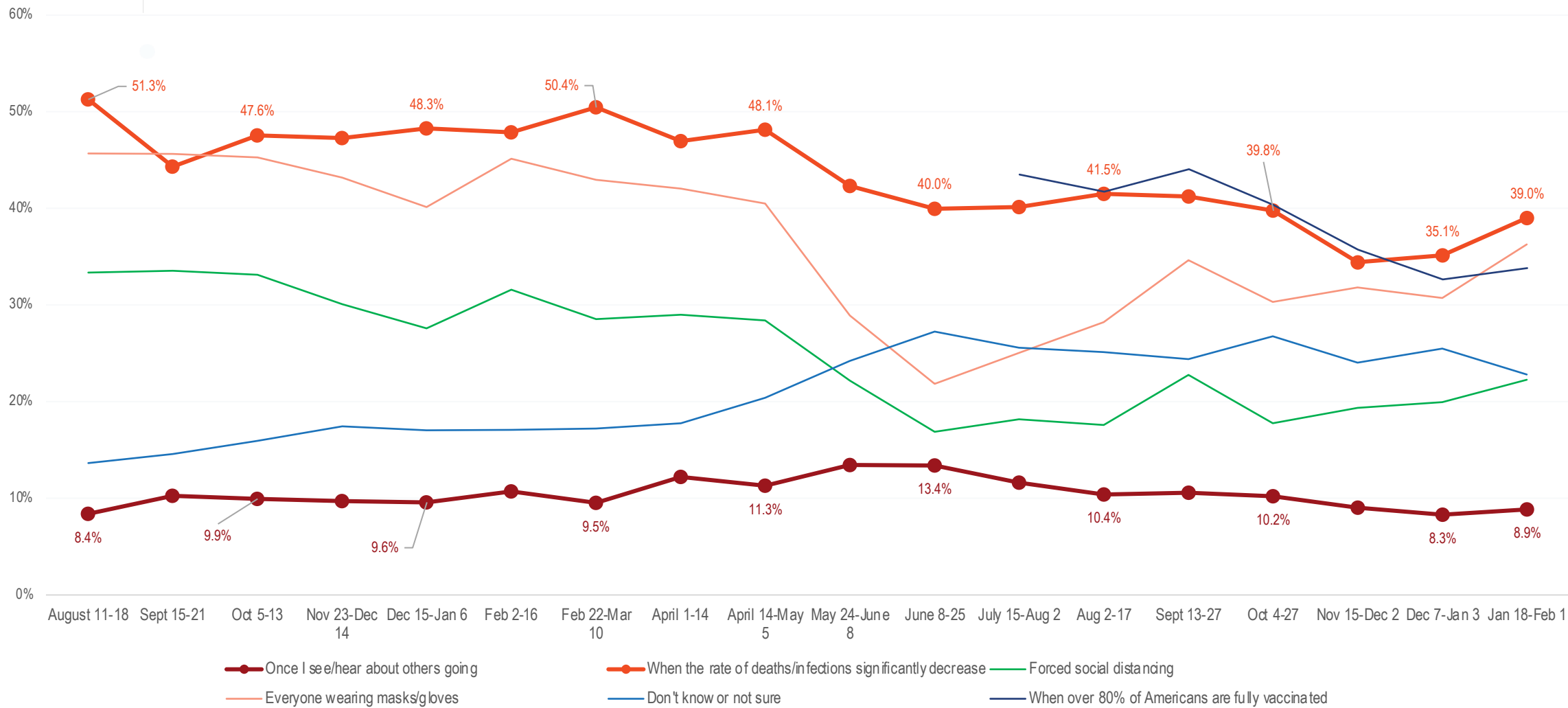
41% WANT STAFF TO WEAR MASKS & GLOVES FOR IN-STORE SHOPPING

Which of the following would be required in order for you to return to shopping from stores once shops open?



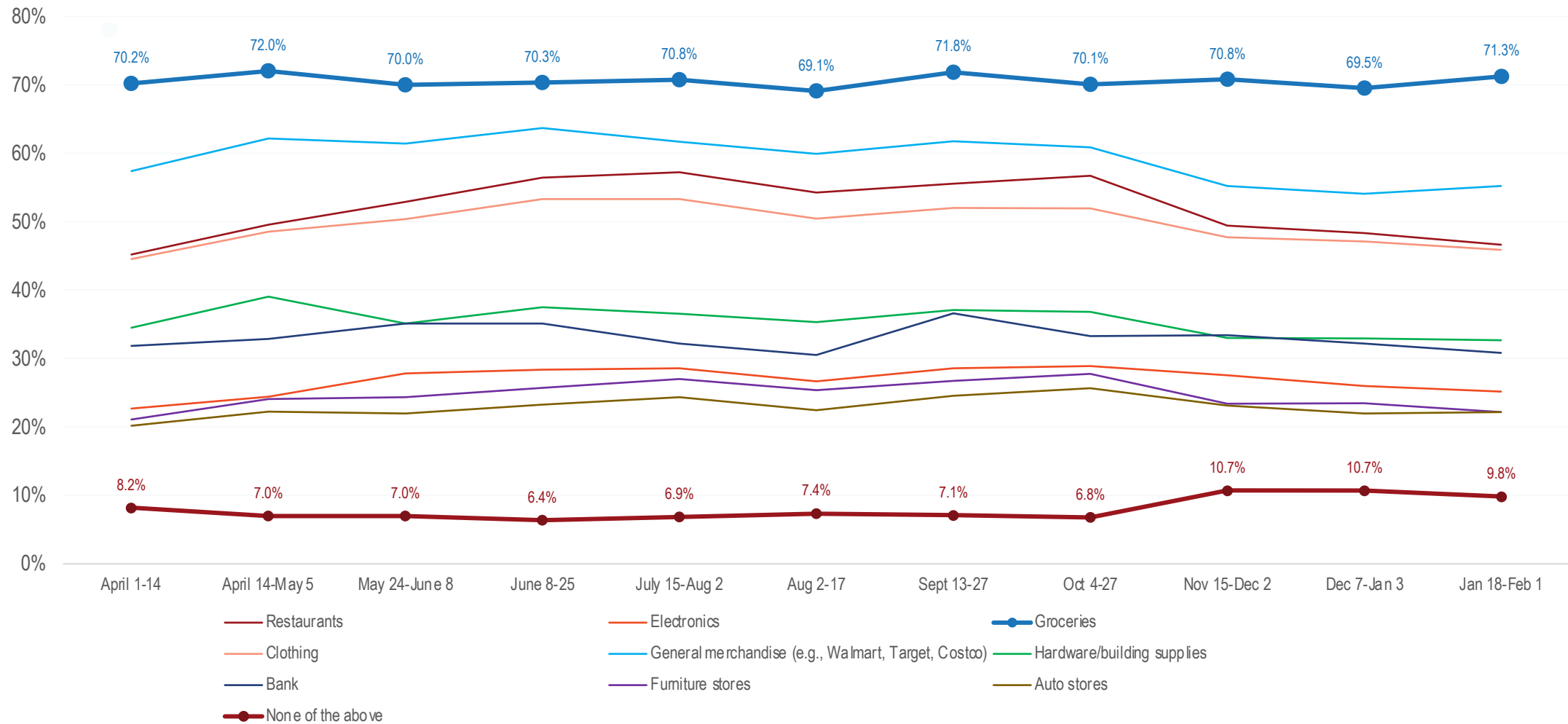
2 IN 5 WILL AVOID CROWDS UNTIL RATE OF INFECTIONS PLUMMET

Which of the following must occur in order for you to once again feel comfortable doing activities involving crowds (e.g., going to a bank, shopping, attending a concert or sporting event, or dining in at a restaurant)? Please select all that apply.



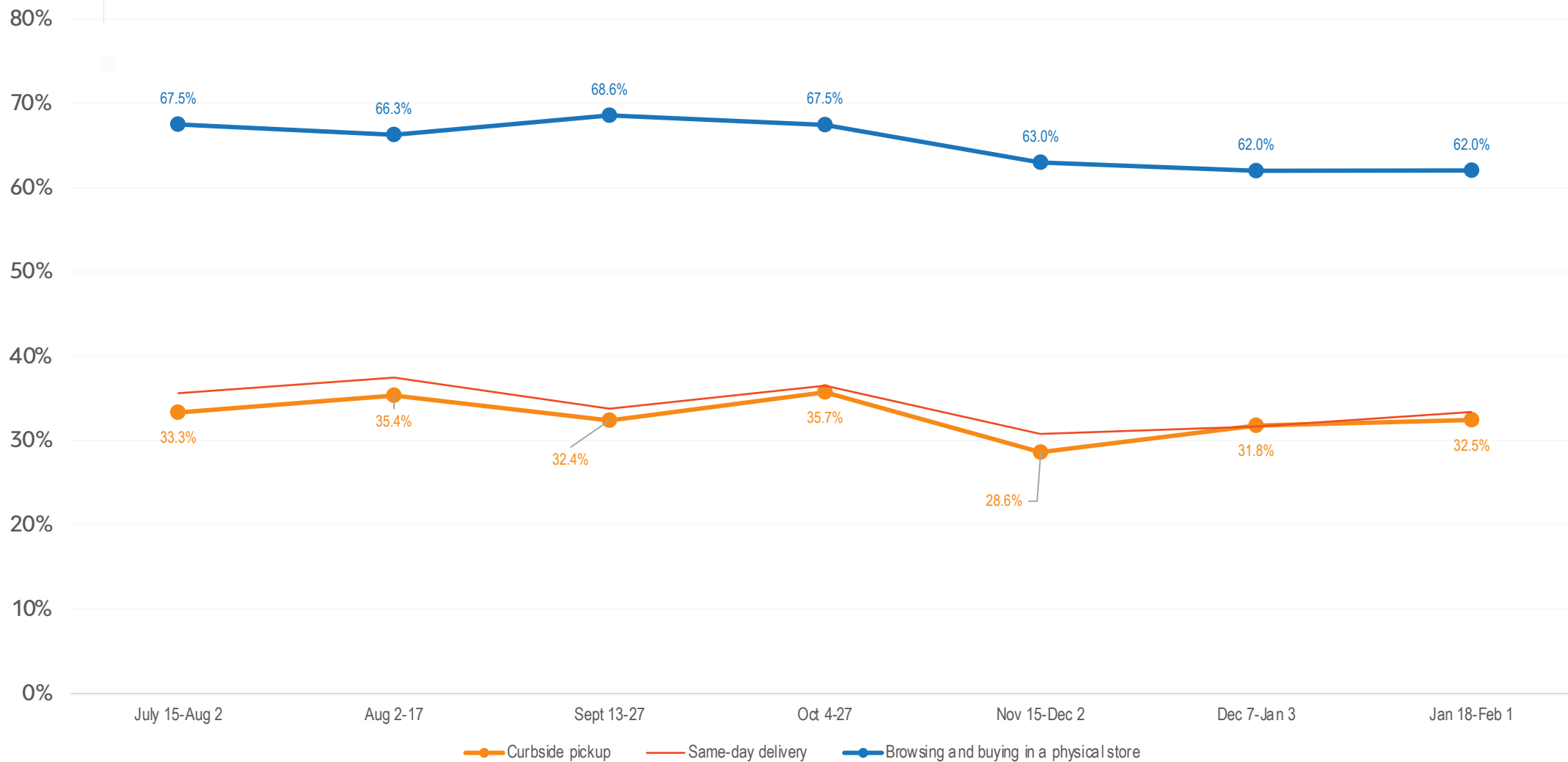
NEARLY 10% ARE NOT DINING AT RESTAURANTS OR SHOPPING IN-STORE

Now that stores and locations are open, which of the following types of activities or shopping will you now primarily do in a physical location, rather than online? Please select all that apply.



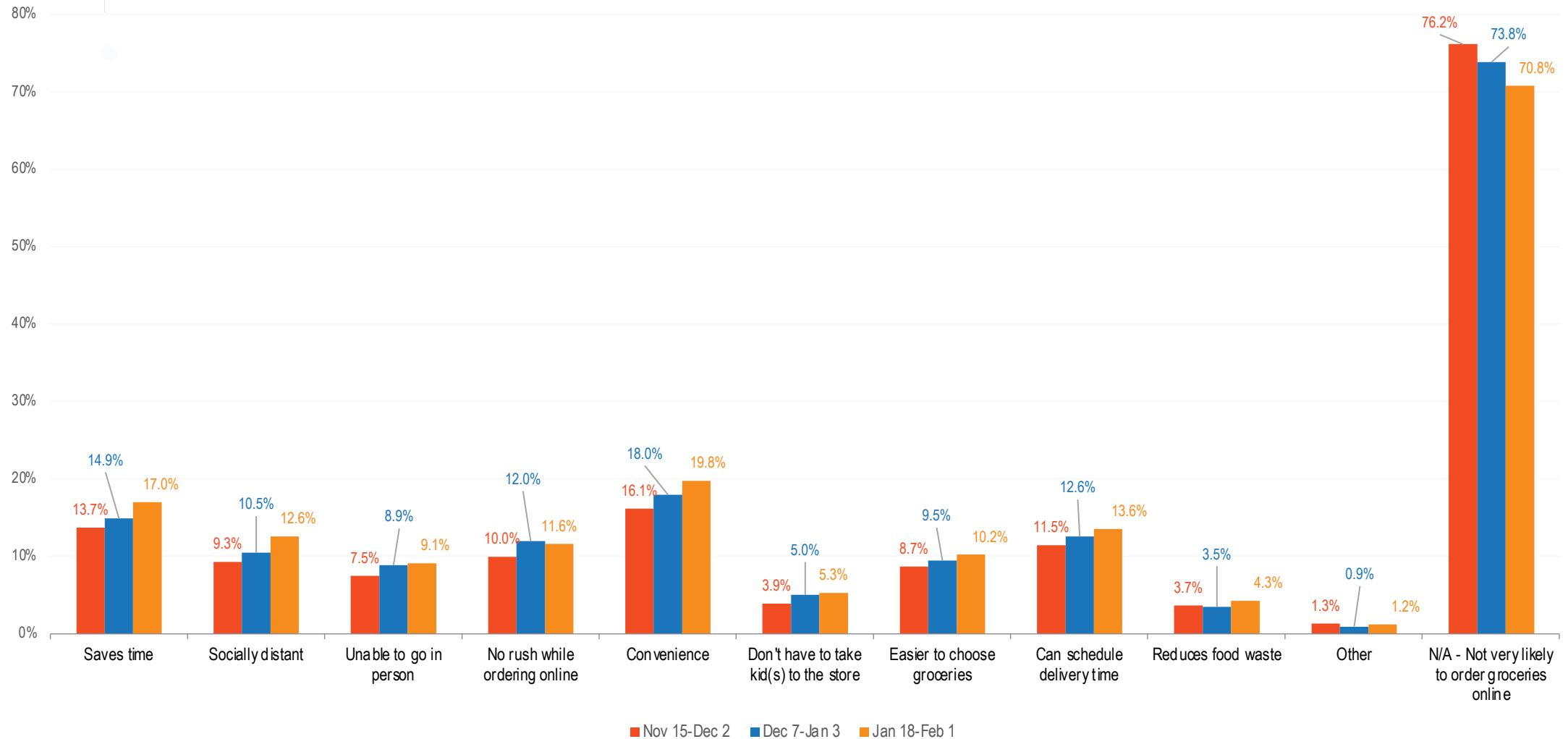
FOR 33% AMERICANS, CURBSIDE PICKUP IS AN IMPORTANT OPTION

Which of the following shopping preferences are still important to you?



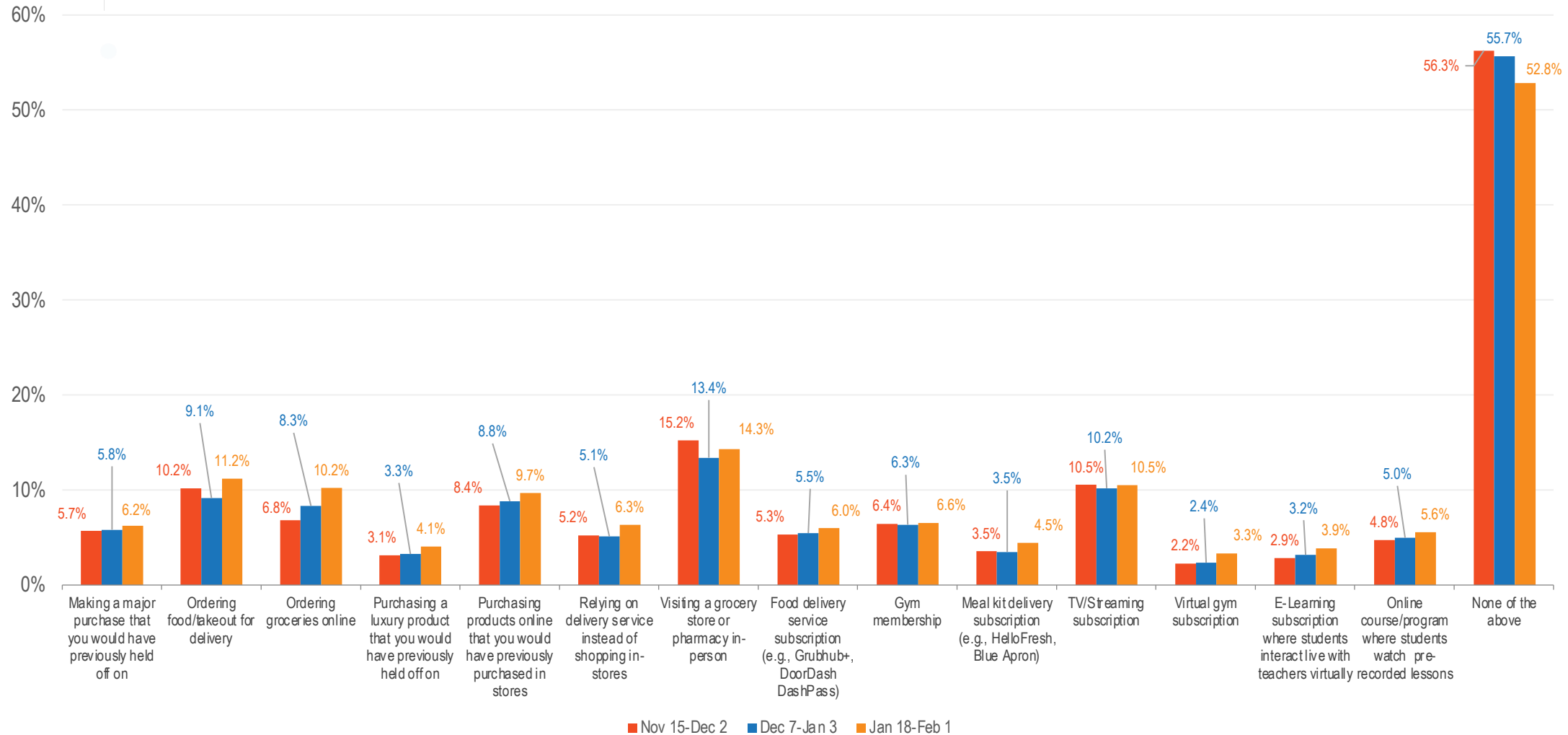
TRENDING UP, CONVENIENCE STILL #1 REASON FOR ONLINE GROCERY ORDERS

What are some reasons you would order groceries online for delivery?



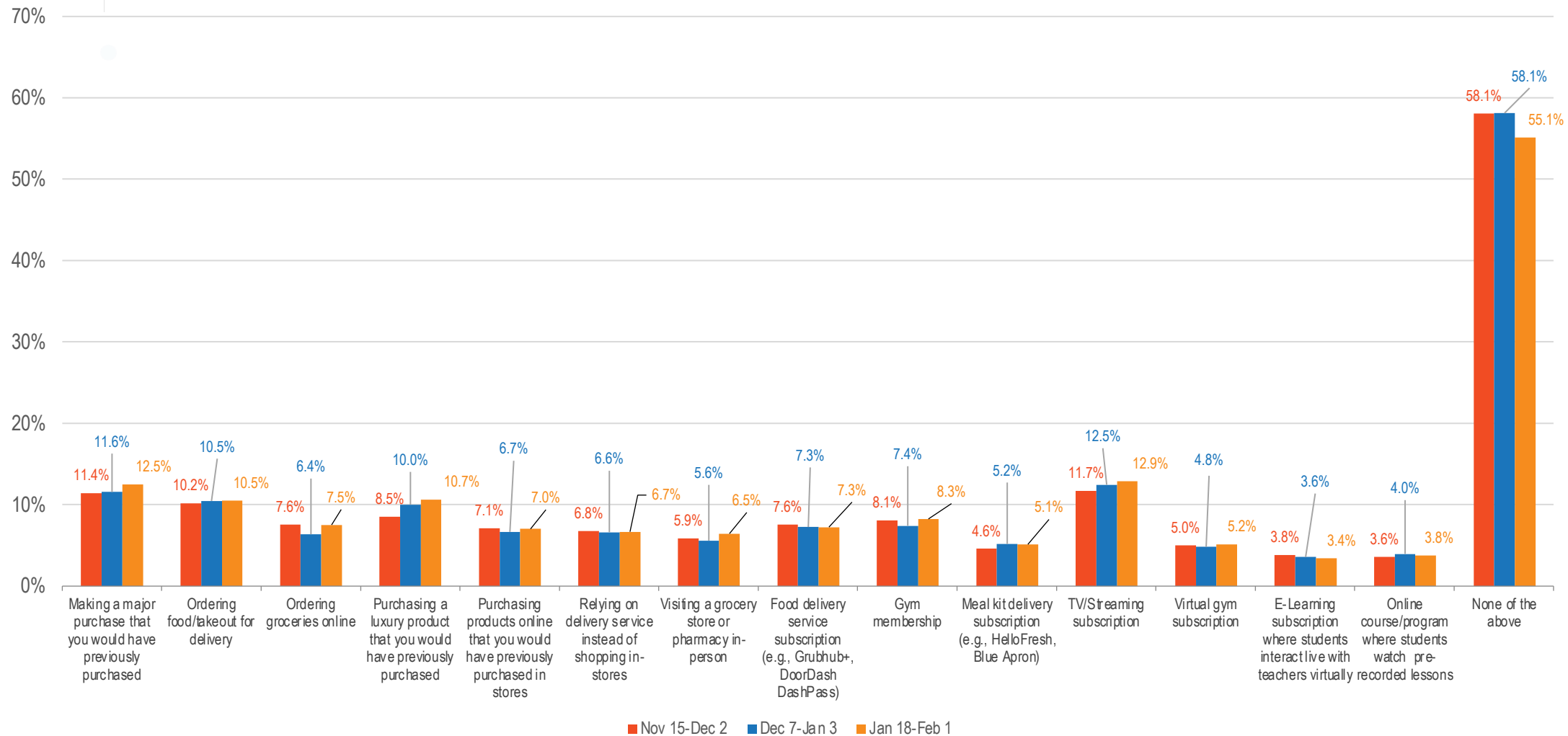
23% INCREASE IN THOSE STARTING TO ORDER TAKEOUT IN NEXT 90 DAYS

Which of the following are you **most likely to start** in the next 90 days?



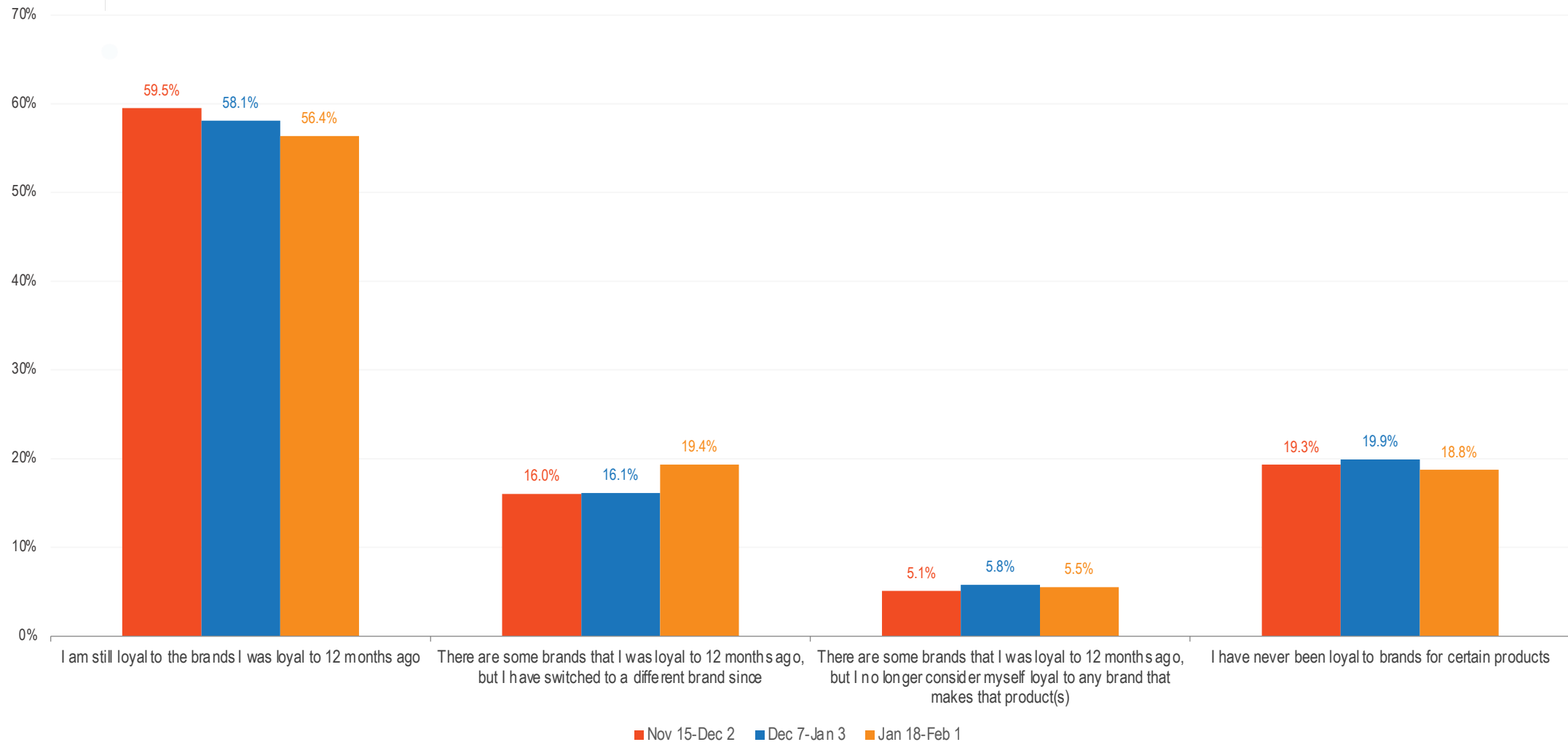
13% WILL CANCEL TV/STREAMING SUBSCRIPTION IN NEXT 90 DAYS

Which of the following are you most likely to stop/cancel in the next 90 days?



20% SPIKE IN AMERICANS SWITCHING BRANDS, LOYALTY ON DECLINE

Compared to 12 months ago, how has your loyalty towards your preferred brands changed?



PRICE INCREASE REMAINS #1 REASON CONSUMERS SWITCH BRANDS

What is the main reason you are no longer loyal to brands?

