

Sentiment Tracker

Navigating a COVID-19 World

March 2020



Objectives and Methodology

Objectives:

- > With today's current climate and COVID-19 impacting businesses and consumers, it is imperative for us to understand the impact on consumers' attitudes toward their lives as well as brands and industries
- > As consumer sentiment shifts, likely significantly, from week to week, having a finger on the pulse will allow brands to identify their next best action in the market place
- > Insights within, reflect CMB's proprietary online Sentiment Pulse conducted on 3/17/20

Sample

- > 498 US adults, 18+
- > Nationally representative sample (for age and gender)

Executive Summary

- > As of March 17th, most Americans are feeling positive about their lives overall, apart from Coronavirus. As the negative impact from COVID-19 has reached significant levels, many Americans are still relatively positive about their daily lives. As of this writing, however, sentiment has likely already shifted, reflecting more business closures and lay-offs.
- > Coronavirus, specifically, is negatively impacting nearly half of Americans while one-in-three claim a positive impact. Most Americans are concerned about long-term recession, followed by their health, and the health of their community. Their own economic health (paying bills, job loss, etc.) is a significantly smaller concern, though this will undoubtedly shift over the next several weeks.
- > Businesses should look to get in front of increasing concerns over health and financial wellness and proactively communicate messages to assuage concerns, to the extent possible, and offer transparency in short-term planning to care for customers.

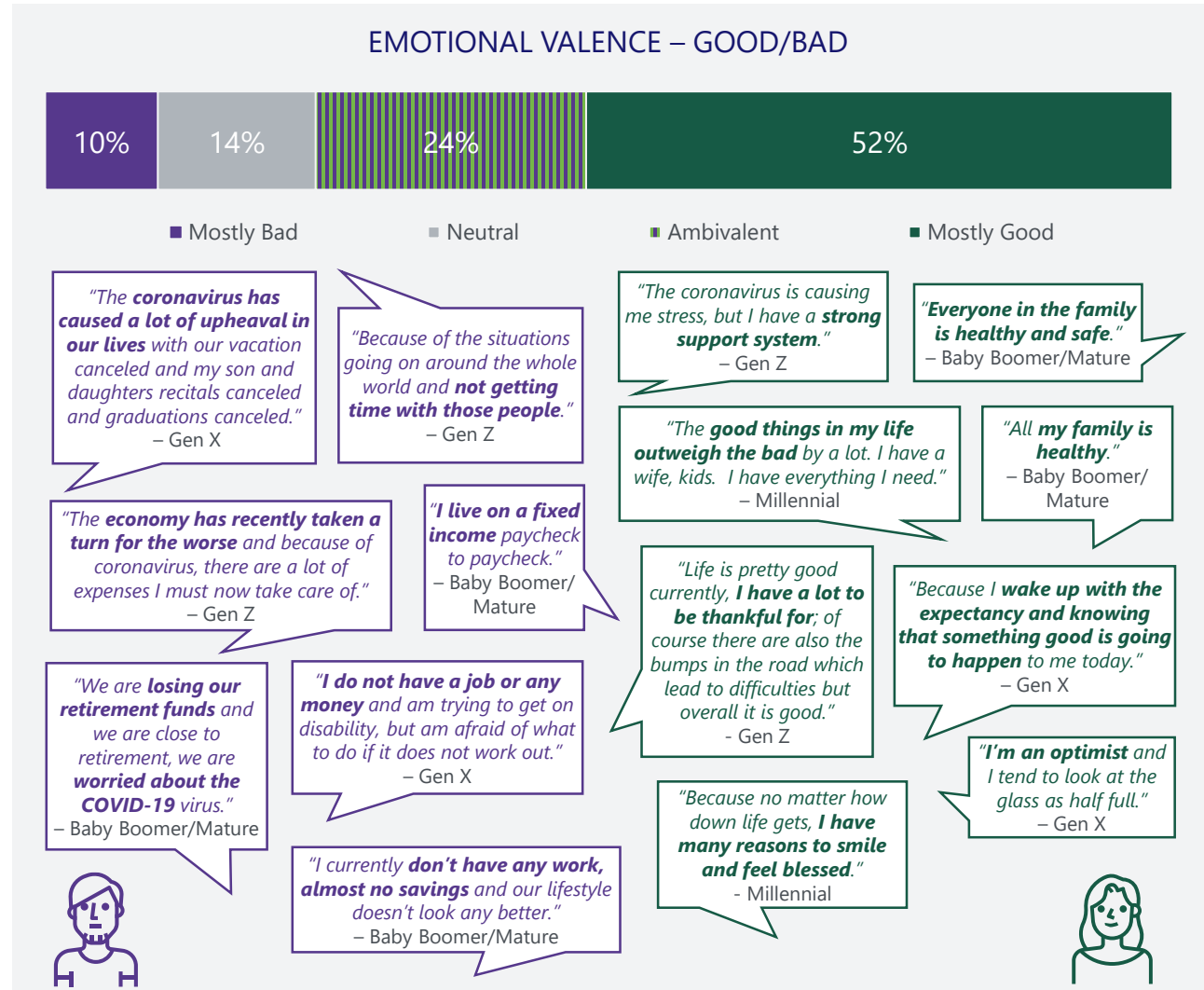


CMB's proprietary BrandFx sentiment analysis indicates a strong normalcy bias amid the COVID-19 environment. Brands should offer messages acknowledging challenges and supporting consumer resilience

Those experiencing positive feelings about their life express gratitude for health and family, while those feeling negative about their life largely point to the current COVID-19 situation and economic uncertainty facing them and the country.



Older generations feel mostly good about their current life situation

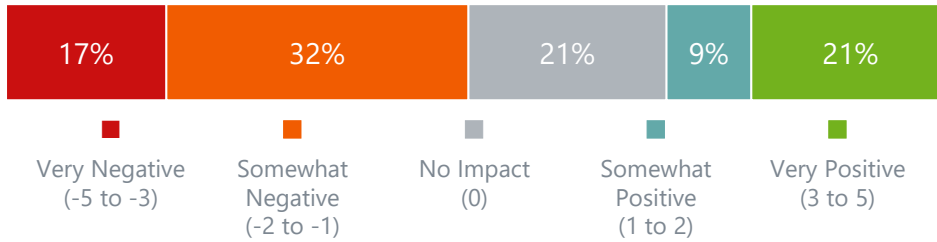


Base: All respondents (n=498) • Q. Think about your **current life situation** (i.e., work, friends, family, health, hobbies, etc.), how good does your current situation make you feel? And how bad does it make you feel?



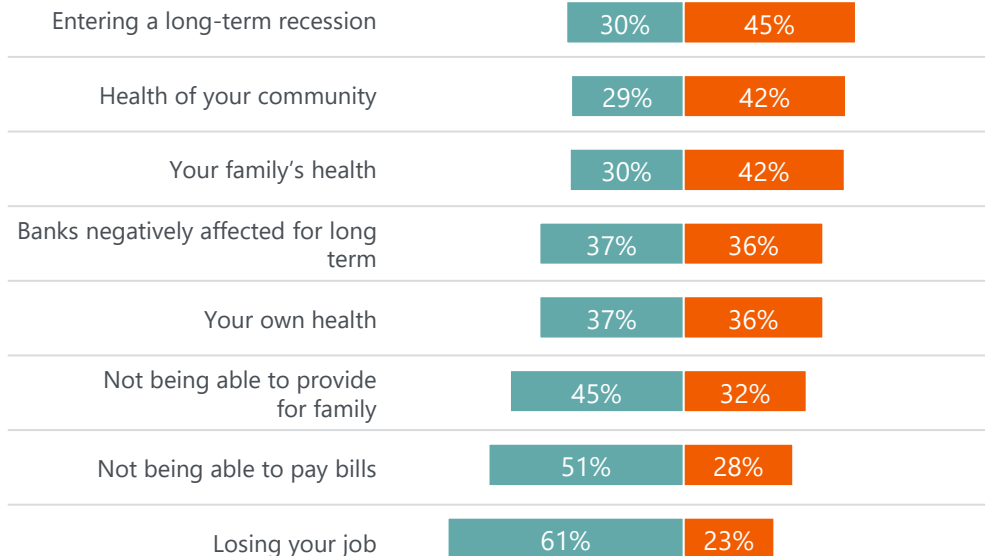
Specifically related to COVID-19, the majority of Americans as of 3/17/20 claim to be experiencing positive to neutral impact on their lives. Understanding the positives more fully will allow brands to capitalize on the silver lining amid the crisis


POS/NEG IMPACT FROM COVID-19




Millennials are most positively impacted by COVID-19

LEVEL OF CONCERN




Baby Boomers are least concerned about their health and family's financial wellness

- > Nearly half have felt a negative impact on their lives from COVID-19, something businesses must acknowledge
- > Americans are most concerned about long-term recession, and perhaps surprisingly, equally concerned about community and family health
- > Job loss is a concern for just one-in-five – a number that has likely shifted in one week's time

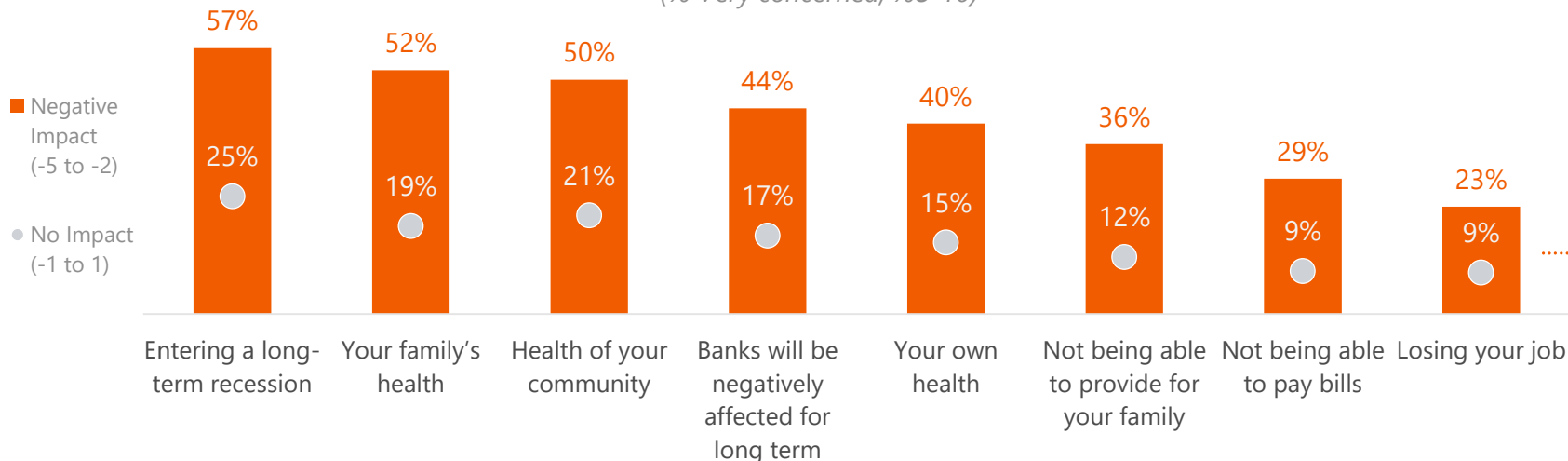
Base: All respondents (498) • Q6: How much positive or negative impact are you experiencing right now in your life because of COVID-19? Q7: How concerned are you right now with each of the following?



As expected, those feeling a negative impact from COVID-19 are significantly more worried about each event, compared to those who have felt no impact. Americans feel as though they are in for the long-haul, a sentiment brands must recognize in order to relate to consumers' worries

CONCERN

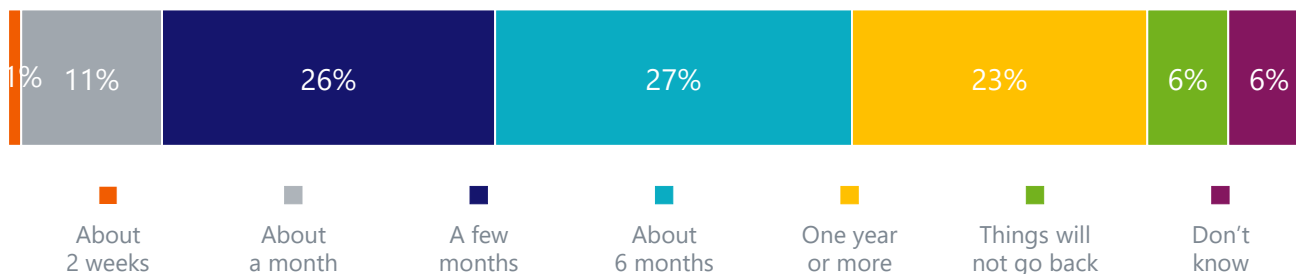
(% Very concerned, %8-10)



TIMELINE FOR "GOING BACK TO NORMAL"

(Among those *negatively impacted*)

Older generations are more likely to believe that it will be at least a year or more while Gen Z are more likely to believe that things will never go back to "normal"



Base: Those negatively impacted (198), Those not impacted (n=194) • Q7: Very Concerned (%8-10) - How concerned are you right now with each of the following? Q9: Approximately, how much longer do you feel it will be before things go back to normal?

Next Steps

Contact your Primary CMB Research Partner or [Julie Kurd](#) to be included in the next wave of this research

Learn more about:



Additional questions and custom sample for future waves



Additional analysis with demographic profiling



Options for running trending studies

CMB: Innovative. Decision-centric. Collaborative.

CMB partners with a select group of world leading brands to deliver critical insights for confident, strategic decision making

> We are known for our:

- > Business decision focus
- > Advanced analytics
- > Collaborative and expert staff
- > Rock-solid execution
- > Storytelling

> Facts:

- > Founded in 1984
- > Boston-based
- > Mid-sized (~100 employees)



2019 GreenBook
Market Leader

