# Consumer Sentiment Around COVID-19

## Wave 2 - Report of Findings

April 2020

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# Objectives and Methodology

## Objectives:

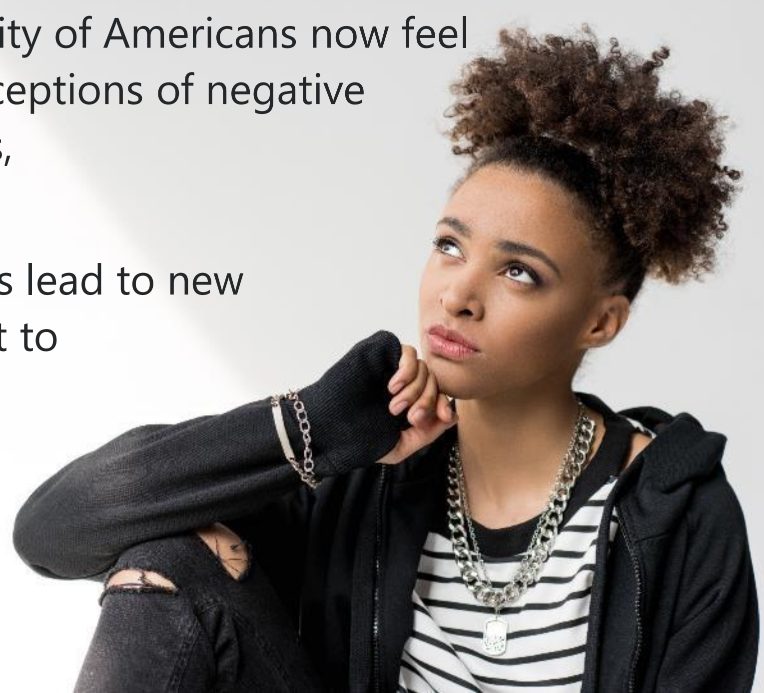
- With today's current climate and COVID-19 impacting businesses and consumers, it is imperative for us to understand how this pandemic influences consumers' attitudes about their life as well as brands and industries
- As consumer sentiment shifts, likely significantly, from week to week, having a finger 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 (W1) and 4/6 + 4/7/20 (W2)

## Sample

- Wave
  - 1: 498 US adults, 18+
  - 2: 530 US adults, 18+
- Nationally representative sample (for age and gender)

# Executive Summary

- Experts tell us that most societal change is glacial in nature, requiring years or decades to measure movement. Three weeks after CMB's first consumer pulse, however, sentiment has notably shifted among Americans amid the COVID-19 crisis.
- The majority of Americans now feel more decidedly positive or more decidedly negative about their lives overall. This is largely the result of changes they have been required to make and the resulting impact from those changes. More time with family and gratitude for work and health drive positive feelings while anxiety, worry, and financial distress drive negativity.
- Regardless of feelings about life overall, the majority of Americans now feel a negative impact from COVID-19 specifically. Perceptions of negative impact are tied directly to distress around finances, acquiring essentials, and working from home.
- Opportunities abound, however, as forced changes lead to new habits, some of which consumers may be reluctant to relinquish once the "new normal" arrives. The challenge for brands will be to identify the white space for innovation to meet emerging consumer needs.



# Current Sentiment About Life Situation

# To understand how people feel, we measure the two core dimensions of emotion

- > VALENCE is the intensity of a positive or negative feeling
- > ACTIVATION is the amount of physical energy associated with it

Valence and activation are often correlated, but they are not the same.

For example: Anger and sadness can feel *equally* and *intensely* bad in terms of valence.

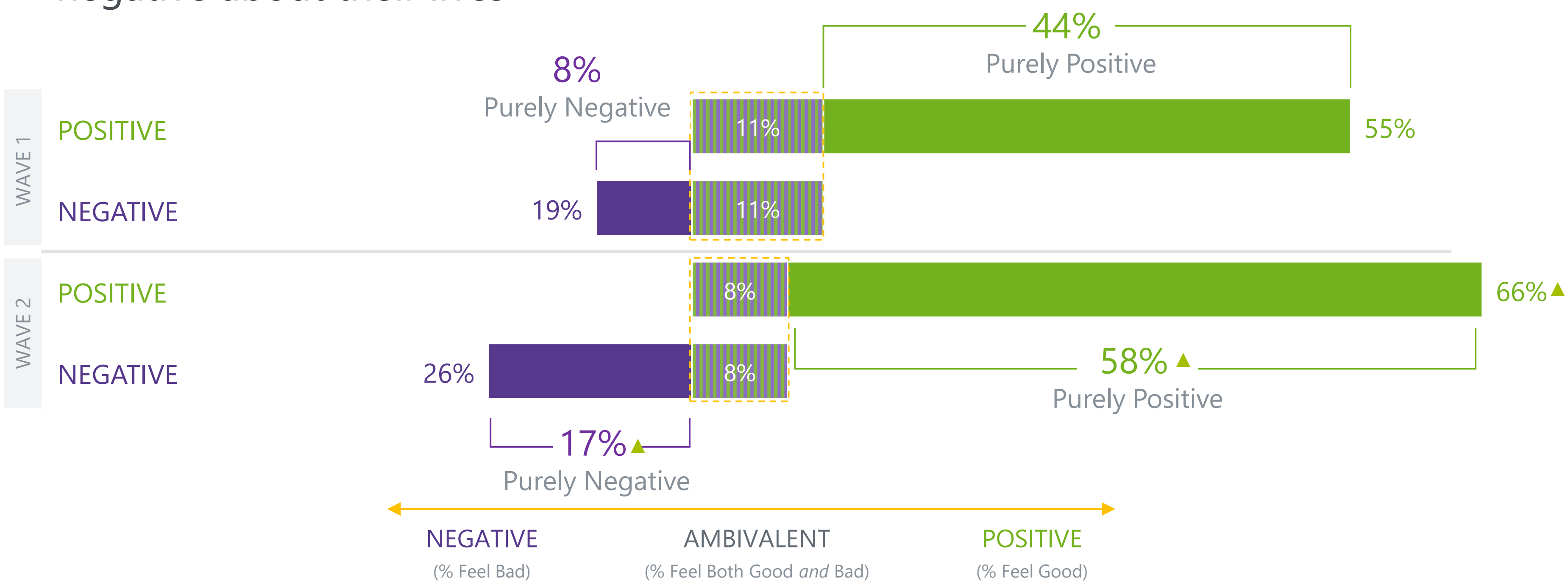
However, anger is *high* in activation. It's agitating and makes people want to *act*.

By contrast, sadness is *low* in activation. It's wearying and makes people want to *withdraw*.

We also account for the fact that experiences can feel *ambivalent*—i.e., they elicit both positive *and* negative emotions.

# Americans are now more certain of how they feel about their life overall; Sentiments show notable shifts toward more purely negative feelings *and* more purely positive feelings since March 17th

- The majority are feeling positive about life, with much lower levels of ambivalence and neutrality than last wave (reported both good and bad feelings or neither positive nor negative emotions) with a 14 percentage point increase in purely positive feelings
- There is also a corresponding 9 point increase in consumers feeling purely negative about their lives

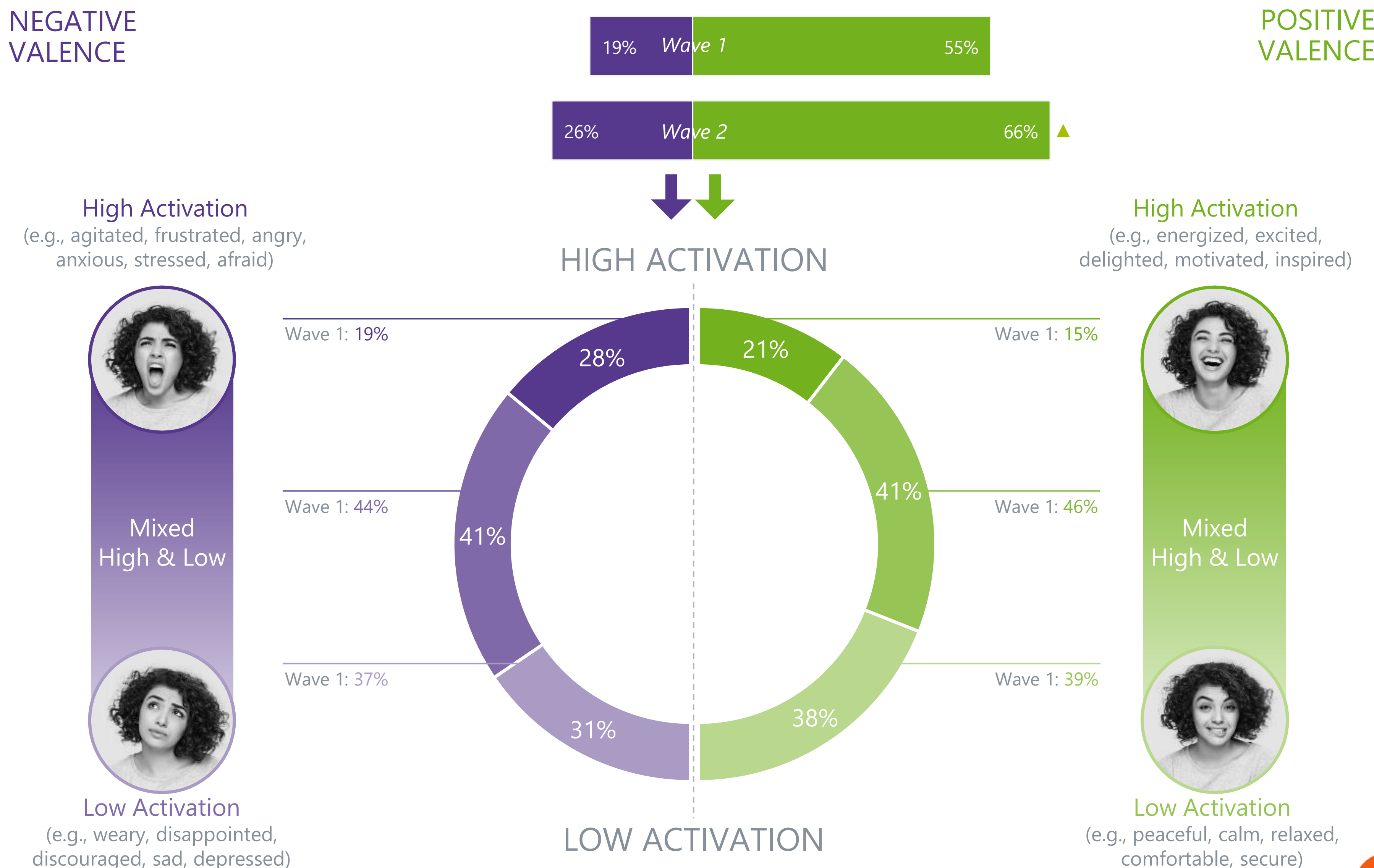






▲▼ Denotes significant increase/decrease from previous wave at 95% confidence level

# People are more emotional than three weeks ago. Positive, low-activated emotions still prevail for feelings about life overall, though there is stronger high activation for both positive and negative emotions



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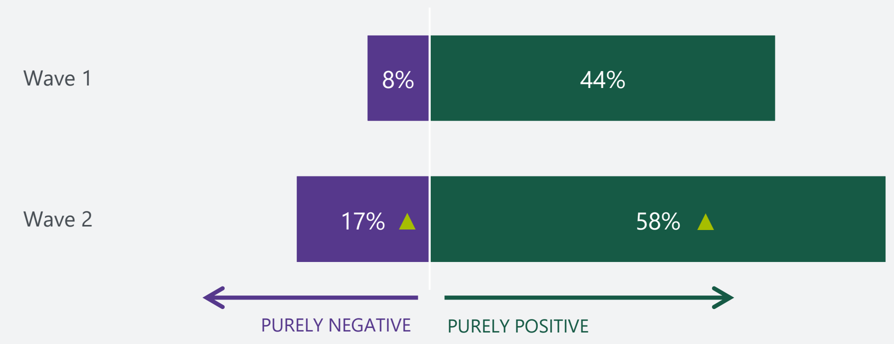
# People are more galvanized in one direction or the other, perhaps having gained a slightly different perspective on life over the last few weeks - stronger gratitude or greater anxiety/real impact from the current crisis

Those feeling negative about their life are anxious, uncertain, and specifically feeling the economic impact of the COVID-19 environment.

Suburban dwellers who perhaps felt safer three weeks ago are now more likely to express purely negative sentiments.

*Older generations feel mostly good about their current life situation*

EMOTIONAL VALENCE – POSITIVE/NEGATIVE




*"**The future is uncertain** and I'm hoping that things will get better soon."* – Gen X

*"I'm inside all day and **lack any motivation**."* – Gen Z

*"I'm retired so my income isn't threatened right now and **I can lend support** to my children who financially need some help right now. I do miss being able to get out and see people right now....but continue to believe that at some point **this will be behind us.**"* – Baby Boomer/Mature

*"**No money. No job**. Been stuck in this house. Not sure when this will ever end."* – Millennial

*"I'm **concerned and anxious** about the Coronavirus, for myself and my family."* –Baby Boomer/Mature

*"**Happily married; in retirement;** children healthy and self-supporting; acceptable financial condition."* - Baby Boomer/Mature

*"Fortunate that everyone in my family are **healthy and employed**."* - Gen X

*"**Unsure future** due to COVID-19."* – Baby Boomer/Mature

*"I have a **great community of friends. A loving family. Hobbies** that I have to time to pursue."* – Millennial

Base: All respondents: Wave 1 (n=498), Wave 2 (n=530) ● Q3. 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? Q4. And what reasons do you have for feeling that way?

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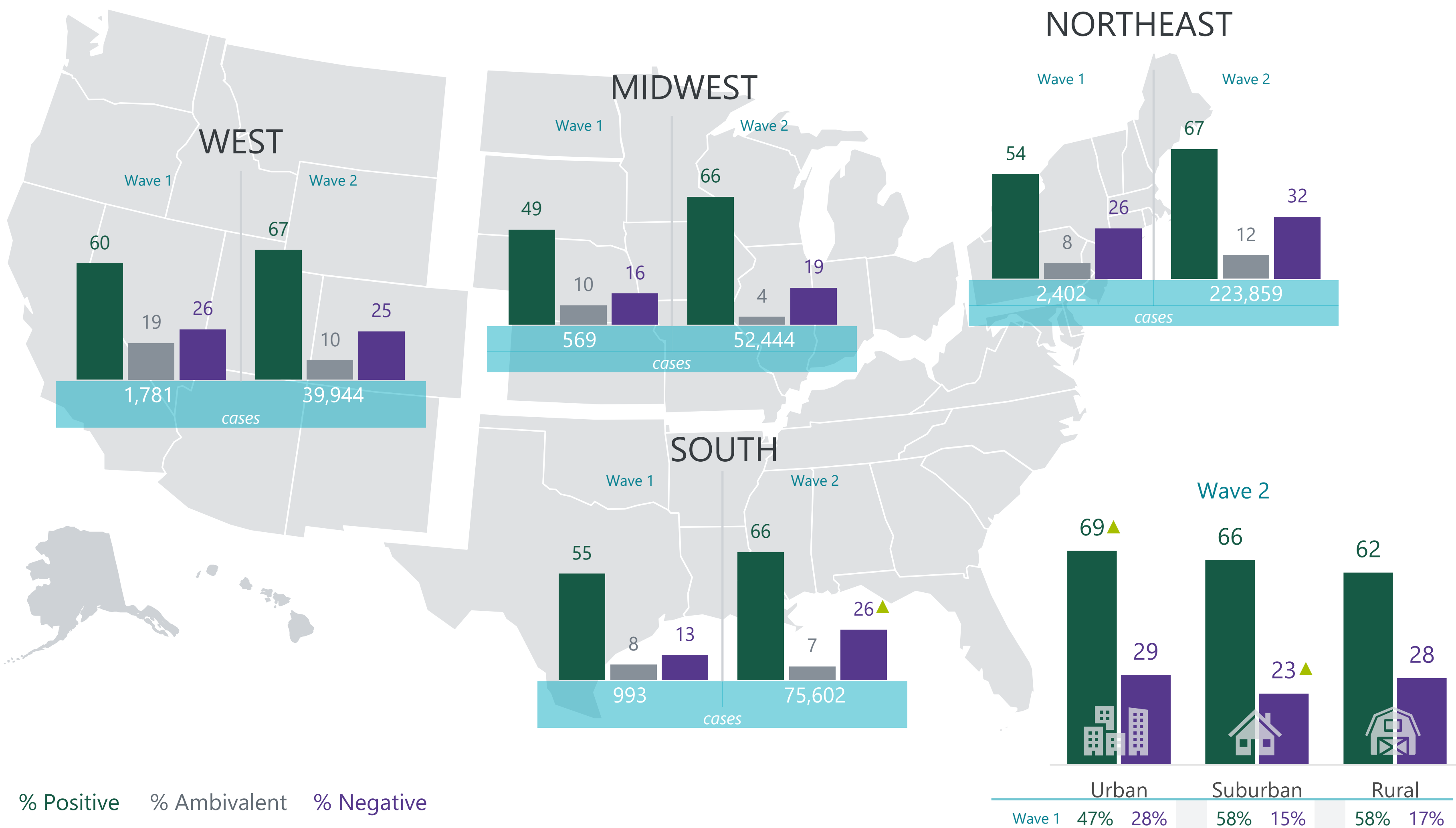
# Much of the country is now aligned on level of negative emotions related to life in general; while positive emotions have increased for all regions and neighborhood types



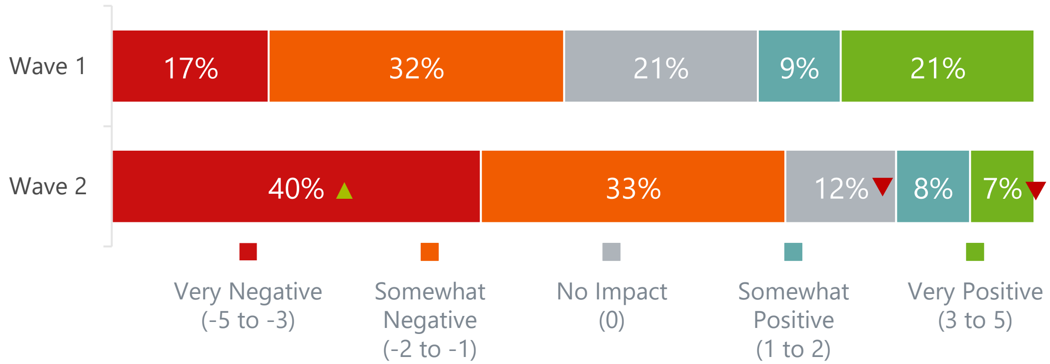

Base: West: Wave 1 (n=120), Wave 2 (n=113); Midwest: Wave 1 (n=109), Wave 2 (n=113); South: Wave 1 (n=184), Wave 2 (n=186); Northeast: Wave 1 (n=85), Wave 2 (n=118); Urban: Wave 1 (n=132), Wave 2 (n=135); Suburban: Wave 1 (n=256), Wave 2 (n=305); Rural: Wave 1 (n=110), Wave 2 (n=90) ● Q3: Think about 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?
COVID-19 positive cases: Wave 1 as of 3/17/20 (date pulled 3/24/20), Wave 2 as of 4/7/20 (date pulled 4/8/20). Source: https://covidtracking.com/data/ Data pulled by state

▲▼ Denotes significant increase/decrease from previous wave at 95% confidence level

# Life in the Time of COVID-19

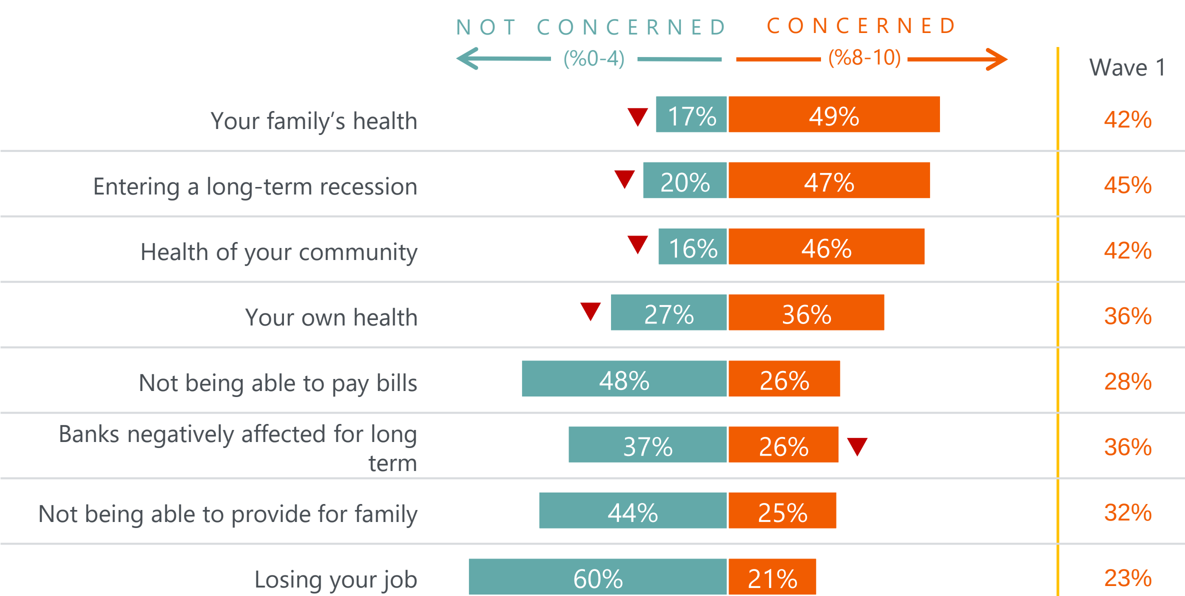
# Remarkable shifts are noted in just three weeks, with more than twice the number of Americans experiencing a very negative impact from COVID-19

## COVID-19 IMPACT ON YOU RIGHT NOW




*Those feeling a positive impact cite more family time, ability to take a break/focus on self care, and working from home as reasons for the positivity.*

## LEVEL OF CONCERN




*Baby Boomers are least concerned about not being able to pay bills, providing for family, and losing their jobs. Millennials are most concerned about health of community*

- Three-quarters feel a negative impact on their lives from COVID-19, something businesses must continue to acknowledge
- Americans are even more concerned with health and long-term recession
- Concern about losing one's job remains steady while Americans are feeling a bit less concerned about long-term effects for banks

Base: All respondents: Wave 1 (n=498), Wave 2 (n=530) ● 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?

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# While everyone is worrying about health and most are feeling some level of isolation and boredom, those most impacted are facing difficulties with basics like buying groceries or figuring out how to work from home

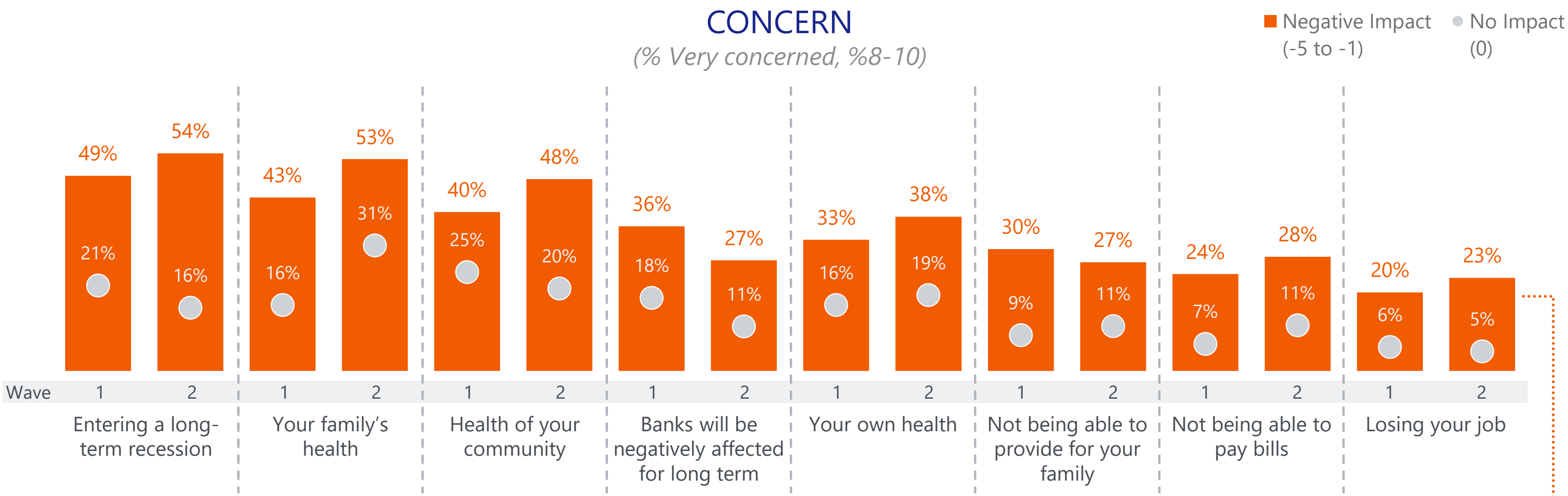
COVID-19 IMPACT ON YOU RIGHT NOW


MOST CHALLENGING ASEPCT OF LIFE FOR YOU DURING THIS TIME: WAVE 2 *(common themes by COVID-19 impact)**

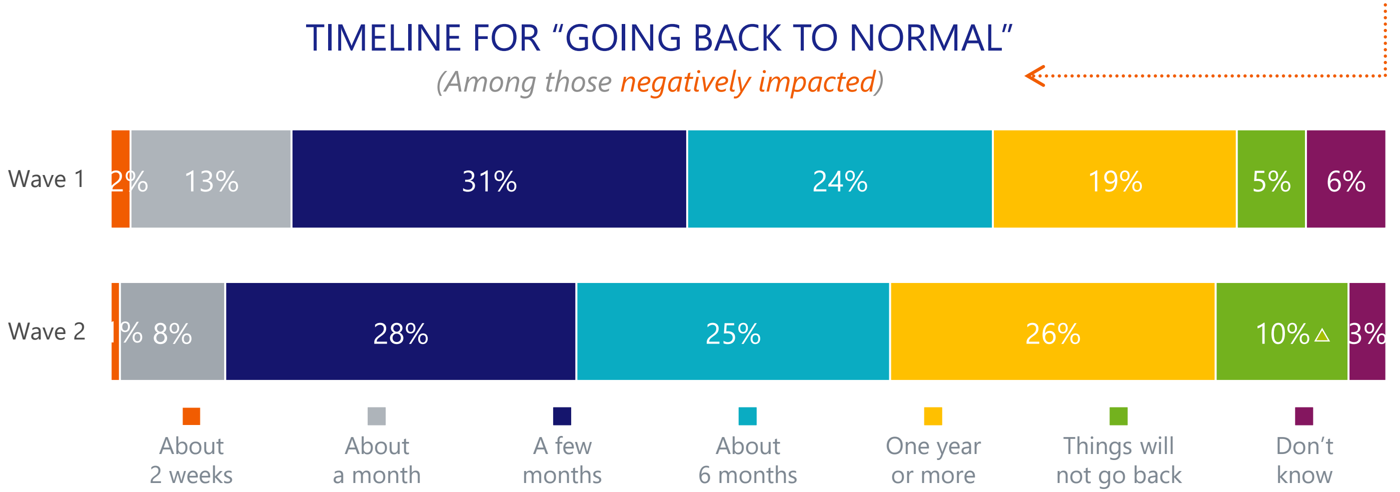
| Very Negative | | Somewhat Negative | | No impact | Somewhat Positive | Very Positive |
|---|---|---|---|---|---|---|
| Family/yourself staying healthy | Finances | Family/yourself staying healthy | Finances | Family/yourself staying healthy | Family/yourself staying healthy | Family/yourself staying healthy |
| Staying home | Isolation | Staying home | Isolation | Staying home | Staying home | Staying home |
| Boredom | Getting groceries, essential needs | Boredom | Getting groceries, essential needs | Boredom | Under/unemployment | Boredom |
| Being apart from family/ friends | Working remotely | Being apart from family/ friends | Working remotely | No concerns | Being apart from family/ friends | Being apart from family/ friends |
| | | | | | Finances | |

Q19: What is *the* most challenging aspect of life for you during this time?
*Themes are not presented in any specific order.

# Those negatively impacted have more concerns than last wave, though they feel better about banks and providing for family. Their ranks have dwindled, but those feeling no impact are more worried about health




> The timeline has extended for going back to normal. A shift in the other direction will be a leading indicator of economic recovery




Base: Those negatively impacted: Wave 1 (n=288), Wave 2 (n=389); Those not impacted: Wave 1 (n=86), Wave 2 (n=60) ● 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?

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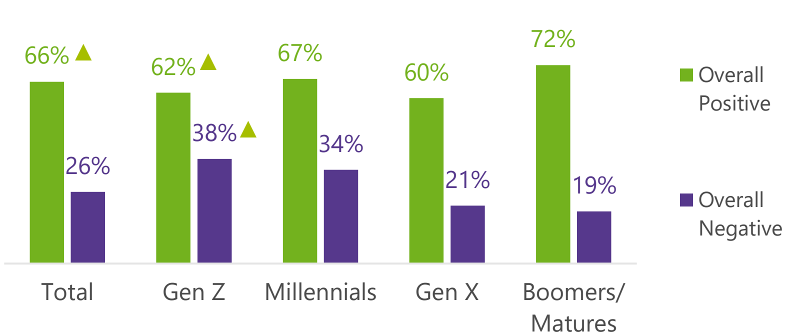
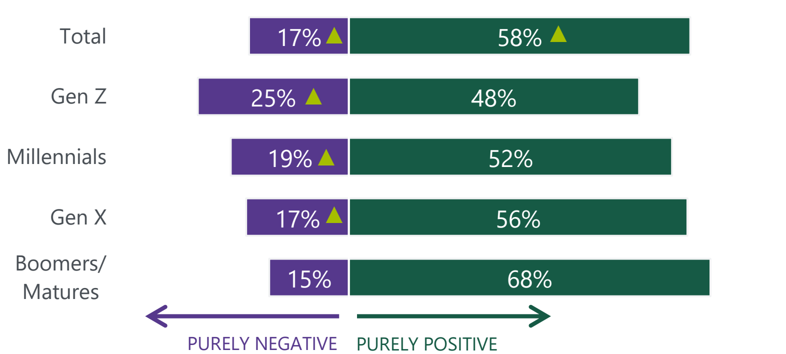
# Younger generations express more concern and negative emotion, even as they expect a faster return to normal; recent unemployment is increased from last wave

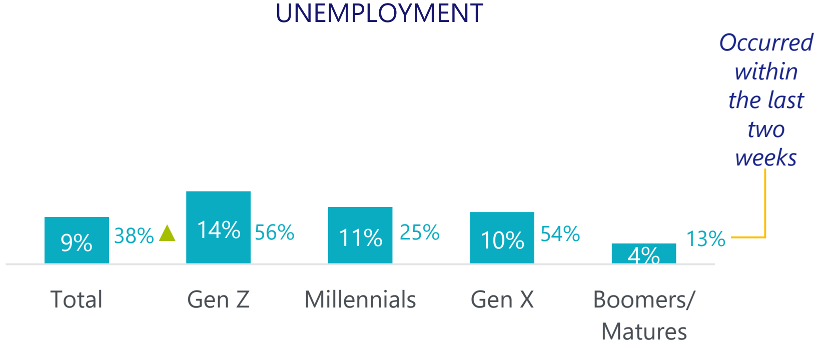
## EMOTIONAL SENTIMENT



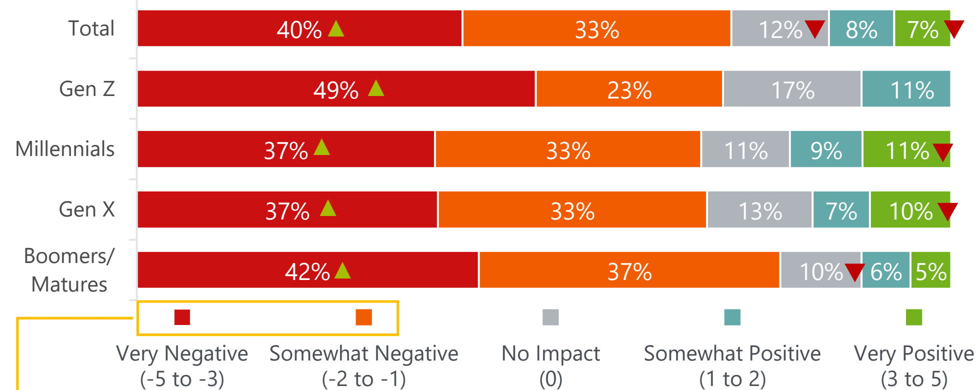

## EMOTIONAL VALENCE – POSITIVE/NEGATIVE



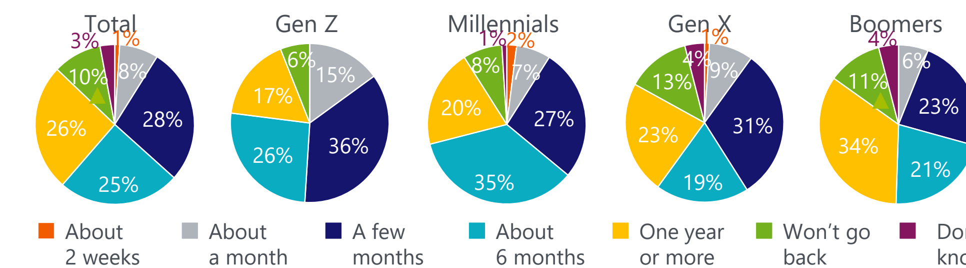

## UNEMPLOYMENT




## COVID-19 IMPACT ON YOU RIGHT NOW




## TIMELINE FOR "GOING BACK TO NORMAL" *(Among those negatively impacted)*

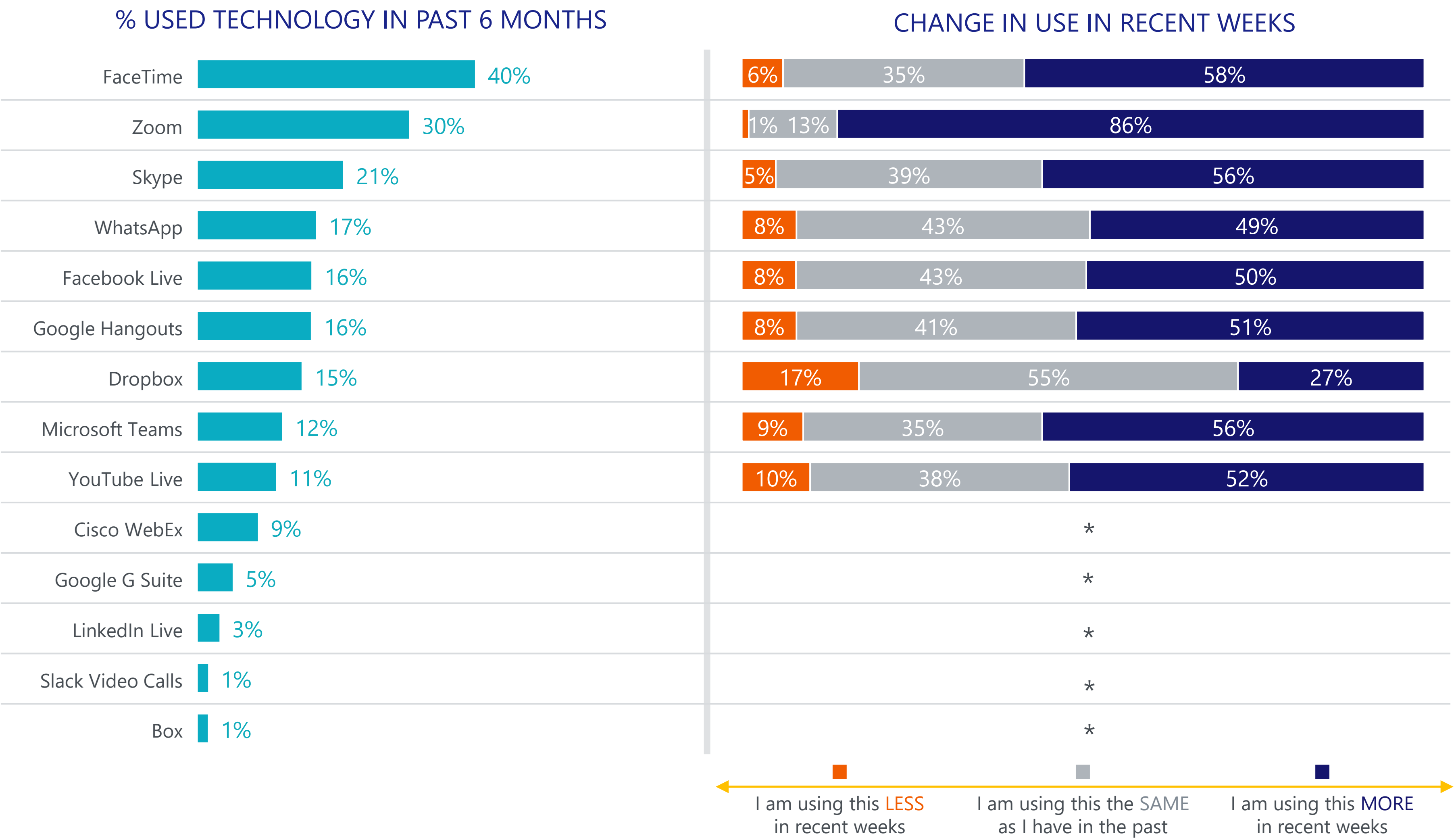



## LEVEL OF CONCERN (Top 5)

| | Total: NOT CONCERNED (%0-4) | Total: CONCERNED (%8-10) | Gen Z | Millennials | Gen X | Boomers/ Matures |
|---|---|---|---|---|---|---|
| Your family's health | ▼ 17% | 49% | 53% | 51% | 50% | 46% ▼ |
| Entering a long-term recession | ▼ 20% | 47% | 48% | 52% | 46% | 43% |
| Health of your community | ▼ 16% | 46% | 39% | 56% | 46% | 40% |
| Your own health | ▼ 27% | 36% | 31% | 41% | 37% | 34% |
| Not being able to pay bills | 48% | 26% | 37% | 39% | 28% | 12% |

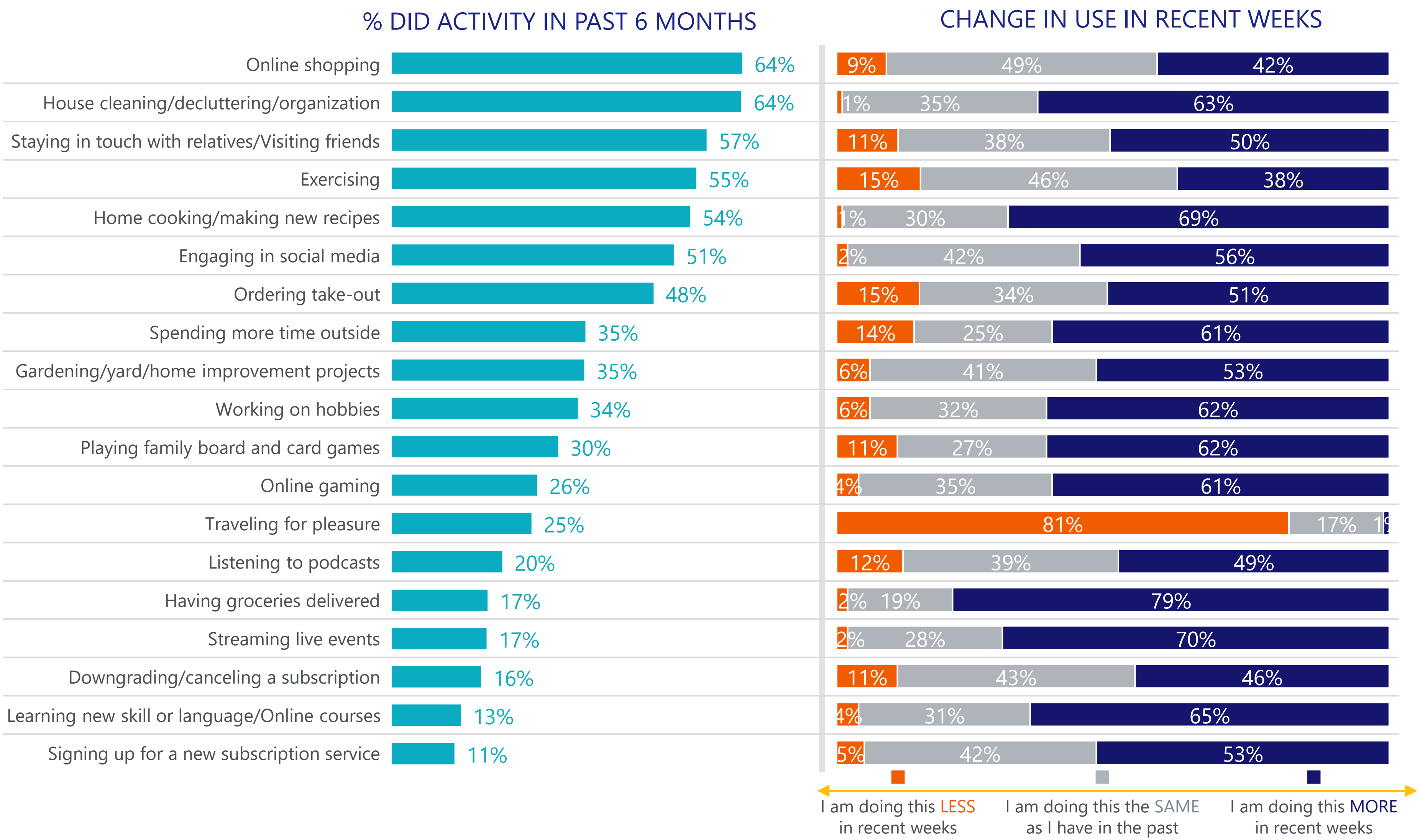
▲▼ Denotes significant increase/decrease from previous wave at 95% confidence level

# Opportunities abound with technology; Zoom is the clear winner in terms of recent behavior changes




Base: All respondents: Wave 2 (n=530) ● Q17: Which of the following technologies have you used in the past 6 months? Select all that apply.
Base: Those who have used the technology in the past 6 months: Wave 2 (n-sizes vary by technology) ● Q18: How has your usage of these technologies changed over the last few weeks? * Not showing change in recent week results if <10% use in past 6 months

# Home cooking, grocery delivery, and decluttering are the big winners resulting from this marked change in lifestyle; Meeting new needs for newly formed habits offers opportunities for businesses




Base: All respondents: Wave 2 (n=530) • Q21: Which of the following have you done in the past 6 months? Select all that apply.
Base: Those who have done the activity in the past 6 months: Wave 2 (n-sizes vary by activity) • Q22: Please think about some of the changes you have made in the past few weeks. Please indicate whether you are doing more, less, or the same now for each of the following below.

# We can assume that some new habits are here to stay and businesses should focus on the ones that will continue beyond the COVID crisis for new innovation

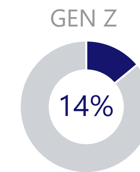
% DOING MORE/LESS OF THE FOLLOWING ACTIVITY

| Activity | I AM DOING THIS LESS | I AM DOING THIS MORE | Once life goes back to normal, I… Will continue to do this **more** |
|---|---|---|---|
| Having groceries delivered | 2% | 79% | 34% |
| Streaming live events | 2% | 70% | 43% |
| Home cooking/making new recipes | 1% | 69% | 66% |
| Learning a new skill or language/Taking online courses | 4% | 65% | 84% |
| House cleaning/decluttering/organization | 1% | 63% | 52% |
| Playing family board and card games | 11% | 62% | 55% |
| Working on hobbies | 6% | 62% | 71% |
| Online gaming | 4% | 61% | 66% |
| Spending more time outside | 14% | 61% | 80% |
| Engaging in social media | 2% | 56% | 44% |
| Gardening/yard work/home improvement projects | 6% | 53% | 59% |
| Signing up for a new subscription service | 5% | 53% | 40% |
| Ordering take-out | 15% | 51% | 33% |
| Staying in touch with relatives/Visiting friends | 11% | 50% | 76% |
| Listening to podcasts | 12% | 49% | 66% |
| Downgrading/canceling a subscription | 11% | 46% | 51% |
| Online shopping | 9% | 42% | 52% |
| Exercising | 15% | 38% | 88% |
| Traveling for pleasure | 81% | 1% | * |

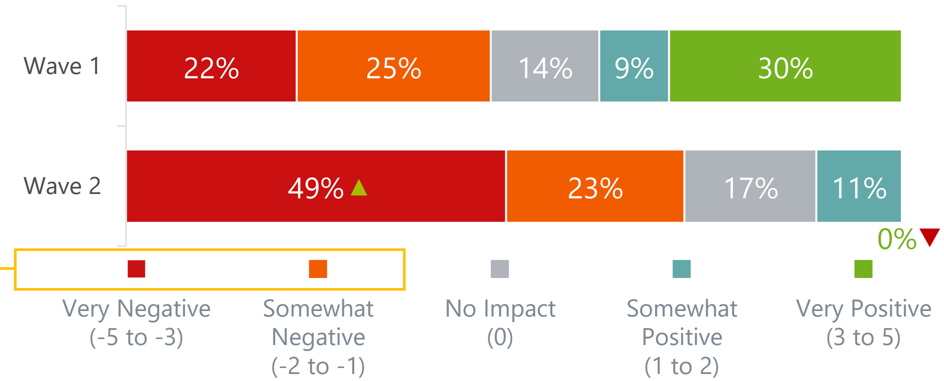
Base: Those who have done the activity in the past 6 months: Wave 2 (n-sizes vary by activity) ● Q22: Please think about some of the changes you have made in the past few weeks. Please indicate whether you are doing more, less, or the same now for each of the following below.
Base: Those who are currently doing the activity more: Wave 2 (n-sizes vary by activity) ● Q23: Once life goes back to normal, which do you feel you will continue to do more of?
Base: Those who are currently doing the activity less: Wave 2 (n-sizes vary by activity) ● Q23: Once life goes back to normal, which do you feel you will continue to do more of?
*Activities with an N-size <30 are not shown.

# Subgroup Analysis

# Gen Zers have doubled the proportion feeling a very negative impact from COVID-19 and they are more concerned about more things compared to three weeks ago



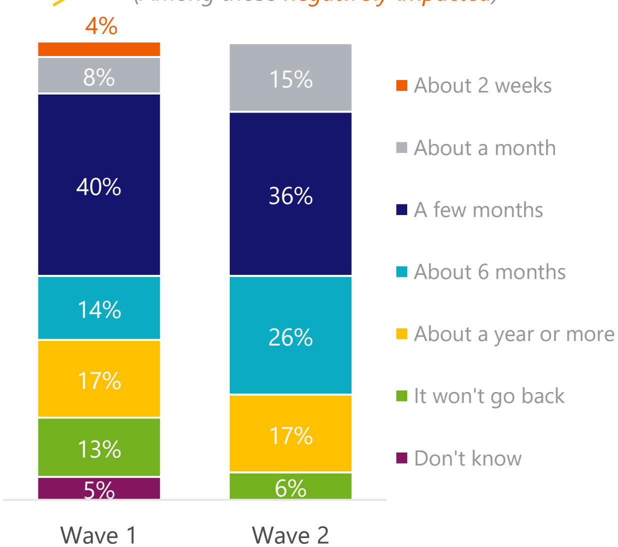

## COVID-19 IMPACT ON YOU RIGHT NOW



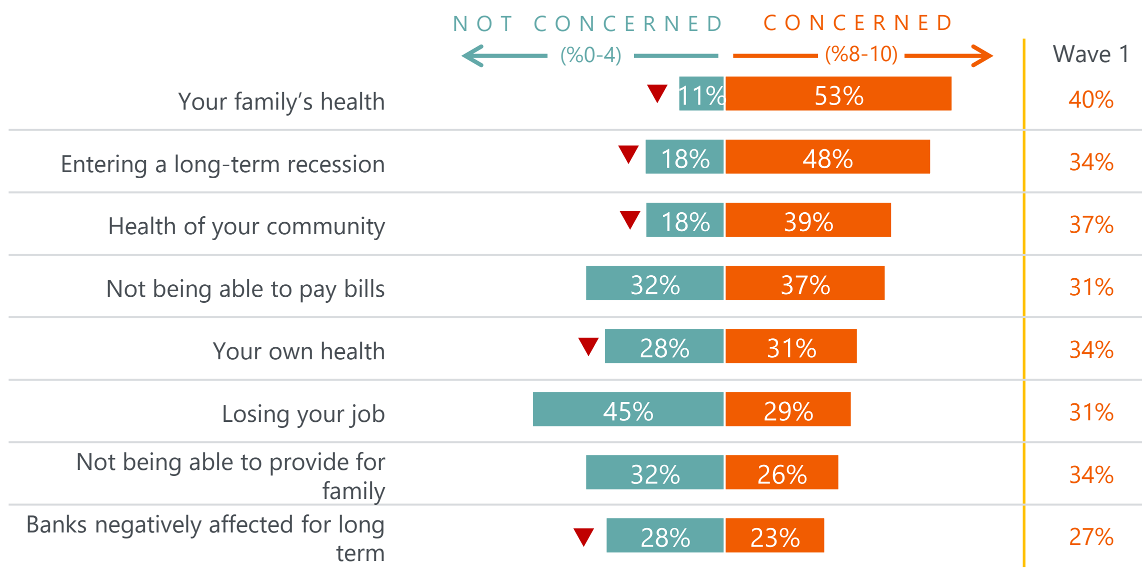

## TRUSTED BRANDS DURING THIS TIME


## TIMELINE FOR "GOING BACK TO NORMAL"

*(Among those negatively impacted)*



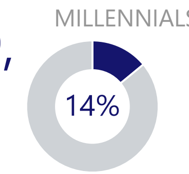

## LEVEL OF CONCERN

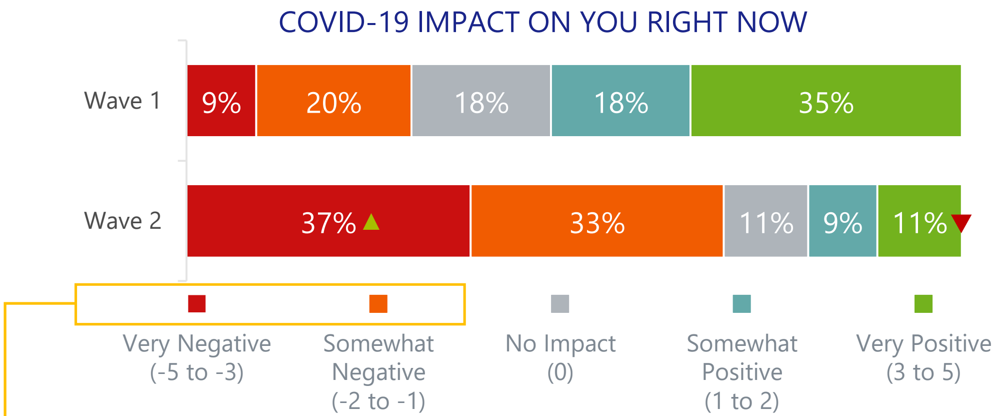



Base: Gen Z: Wave 1 (n=126), Wave 2 (n=48) ● Q6: Please think about how *your* life has been impacted so far, if at all, because of COVID-19 (also known as Coronavirus). How much positive or negative impact are you experiencing *right now* in your life because of COVID-19? Q7: How concerned are you right now with each of the following?
Base: Responded with applicable answer: Wave 2 (n=22) ● Q8: Which brands, if any, do you trust right now to communicate with you honestly?
Base: Those negatively impacted: Wave 1 (n=63), Wave 2 (n=35) ● Q9: Approximately, how much longer do you feel it will be before things go back to normal?

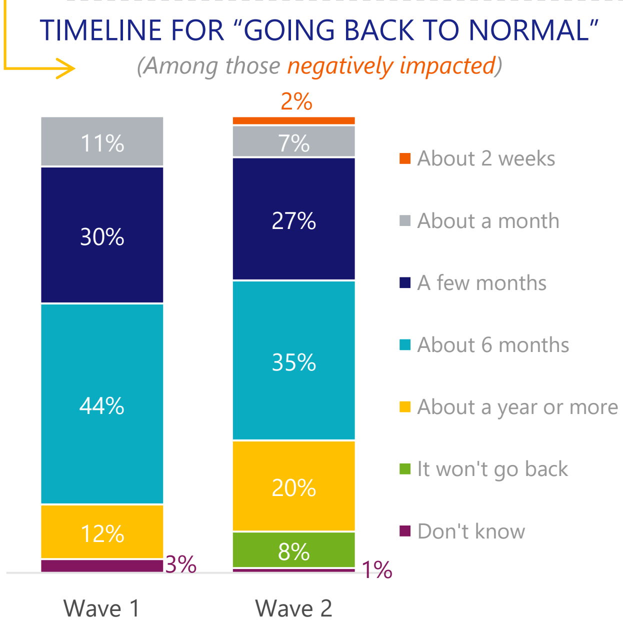
▲▼ Denotes significant increase/decrease from previous wave at 95% confidence level

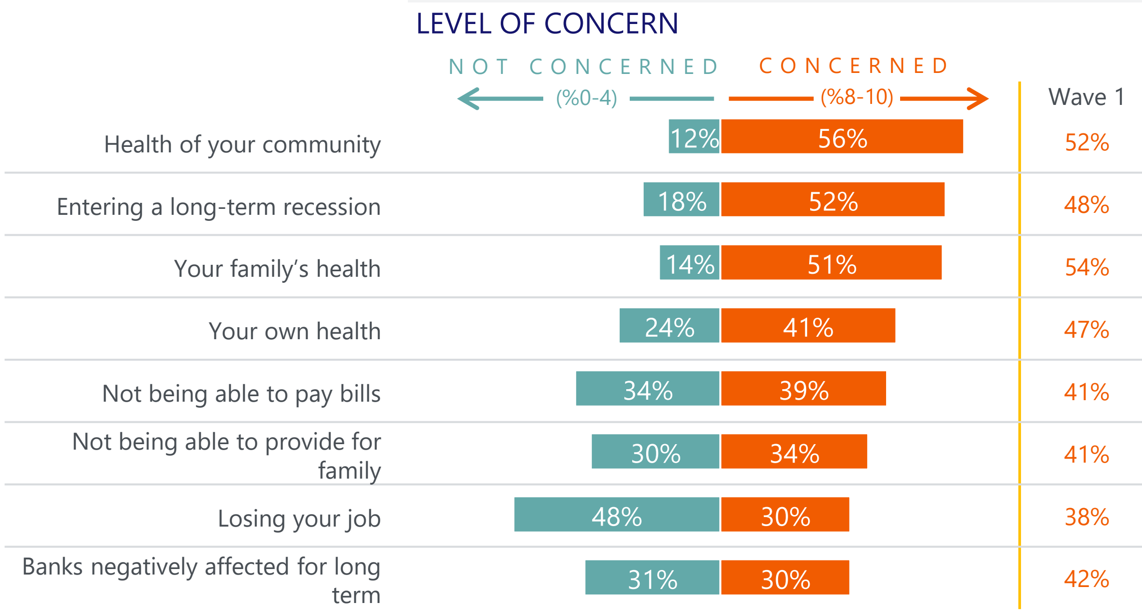
# Millennials have tripled those most negatively impacted by COVID-19, the largest increase of any generation; nearly one-in-ten feel that things will not go back to normal








Base: Millennials : Wave 1 (n=90), Wave 2 (n=140) ● Q6: Please think about how *your* life has been impacted so far, if at all, because of COVID-19 (also known as Coronavirus). 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?
Base: Responded with applicable answer: Wave 2 (n=64) ● Q8: Which brands, if any, do you trust right now to communicate with you honestly?
Base: Those negatively impacted Wave 1 (n=33), Wave 2 (n=97) ● Q9: Approximately, how much longer do you feel it will be before things go back to normal?

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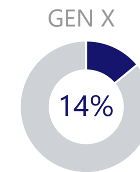
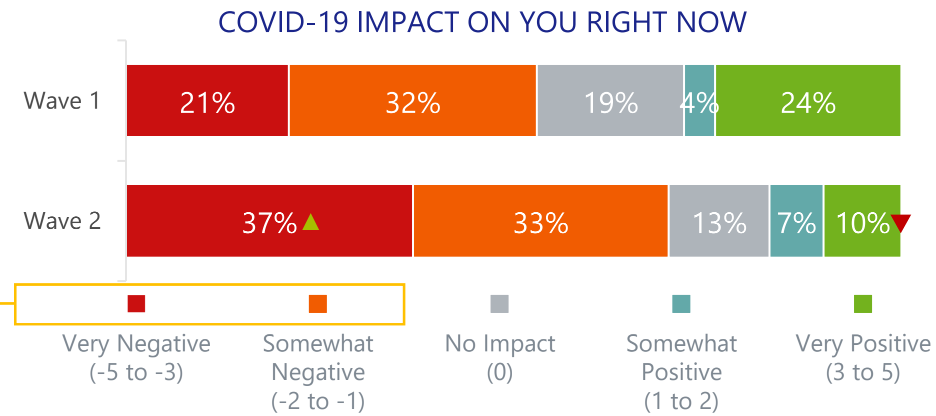
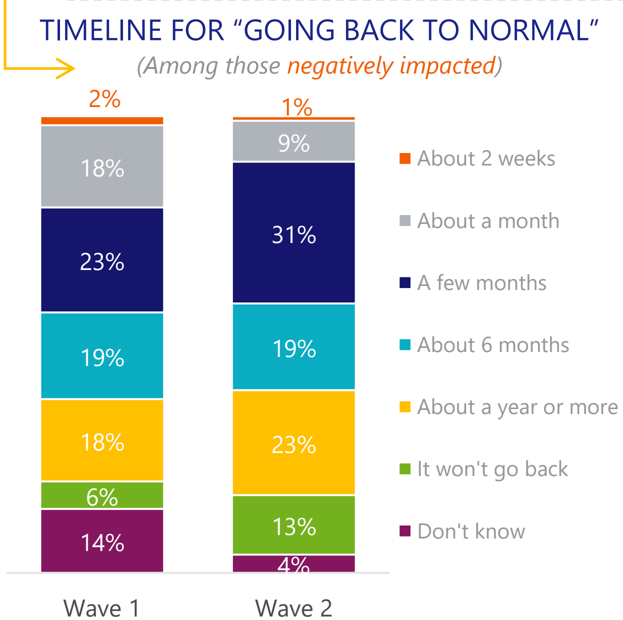
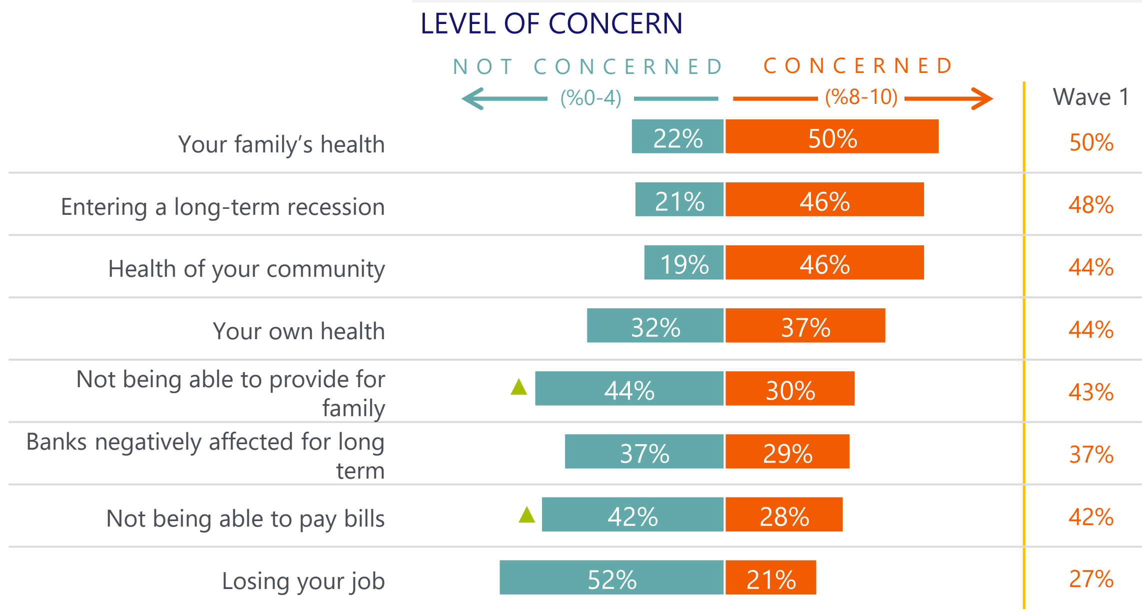
# Gen Xers are also feeling a more negative impact like other generations but are less concerned about providing for family compared to last wave








Base: Gen X: Wave 1 (n=66), Wave 2 (n=144) ● Q6: Please think about how *your* life has been impacted so far, if at all, because of COVID-19 (also known as Coronavirus). 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?
Base: Responded with applicable answer: Wave 2 (n=65) ● Q8: Which brands, if any, do you trust right now to communicate with you honestly?
Base: Those negatively impacted: Wave 1 (n=40), Wave 2 (n=100) ● Q9: Approximately, how much longer do you feel it will be before things go back to normal?

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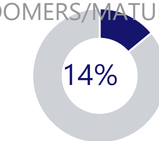
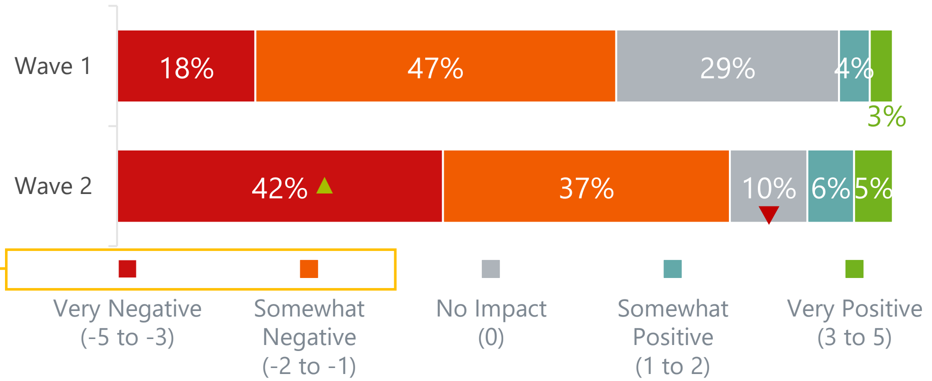
BABY BOOMERS/MATURES




# Twice as many Boomers are feeling a very negative impact and more are concerned with their family's health; their expected timeline to normalcy has extended

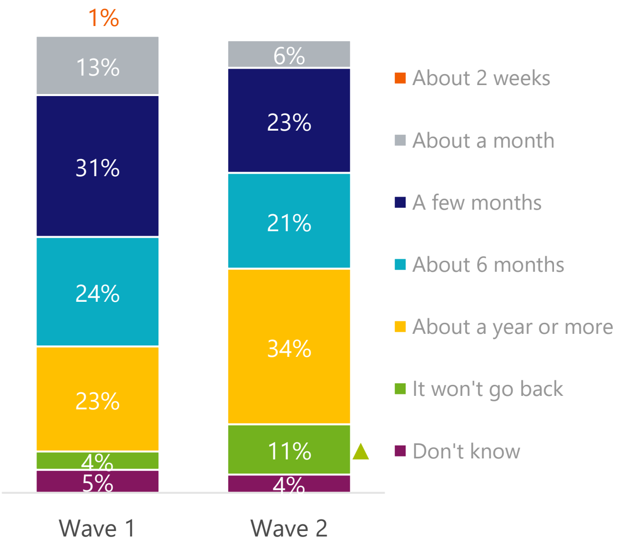
## COVID-19 IMPACT ON YOU RIGHT NOW



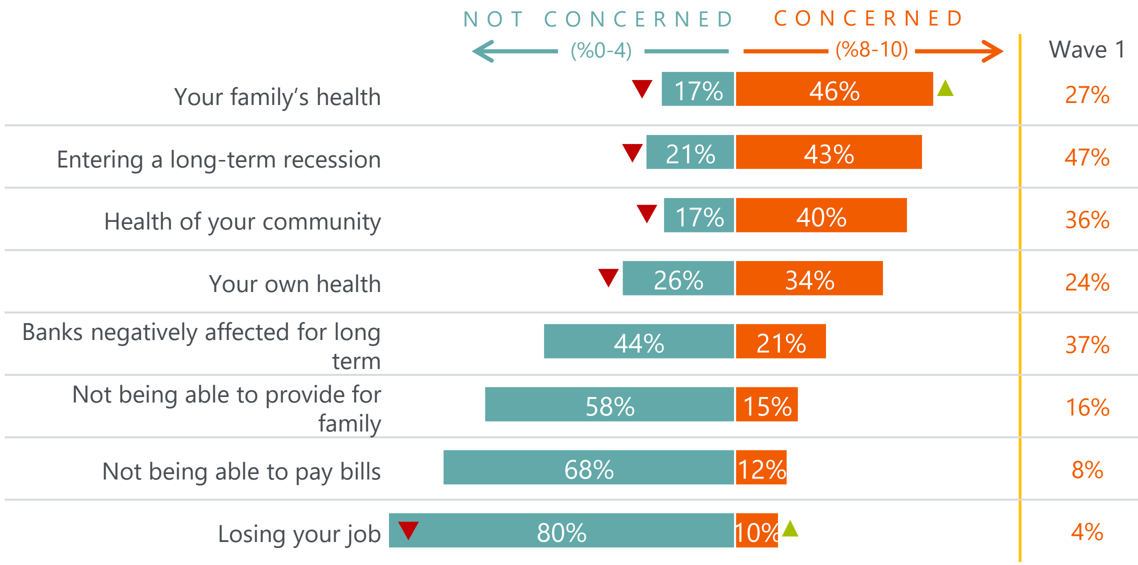

## TRUSTED BRANDS DURING THIS TIME


## TIMELINE FOR "GOING BACK TO NORMAL"

*(Among those negatively impacted)*




## LEVEL OF CONCERN




Base: Baby Boomers/Matures: Wave 1 (n=216), Wave 2 (n=198) ● Q6: Please think about how *your* life has been impacted so far, if at all, because of COVID-19 (also known as Coronavirus). 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?
Base: Responded with applicable answer: Wave 2 (n=95) ● Q8: Which brands, if any, do you trust right now to communicate with you honestly?
Base: Those negatively impacted: Wave 1 (n=152), Wave 2 (n=157) ● Q9: Approximately, how much longer do you feel it will be before things go back to normal?

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# 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

insights ASSOCIATION