
METHODOLOGY

At Luth Research, we believe in connecting the minds and voices of people in finding the way forward during this challenging time. Beginning the week of March 16 and continuing for the next several weeks, we are sharing insights from our community of panelists. This week's insights were collected Wednesday, May 20, 2020 and are based on a sample of N=322 weighted to the demographics of the U.S. online population.

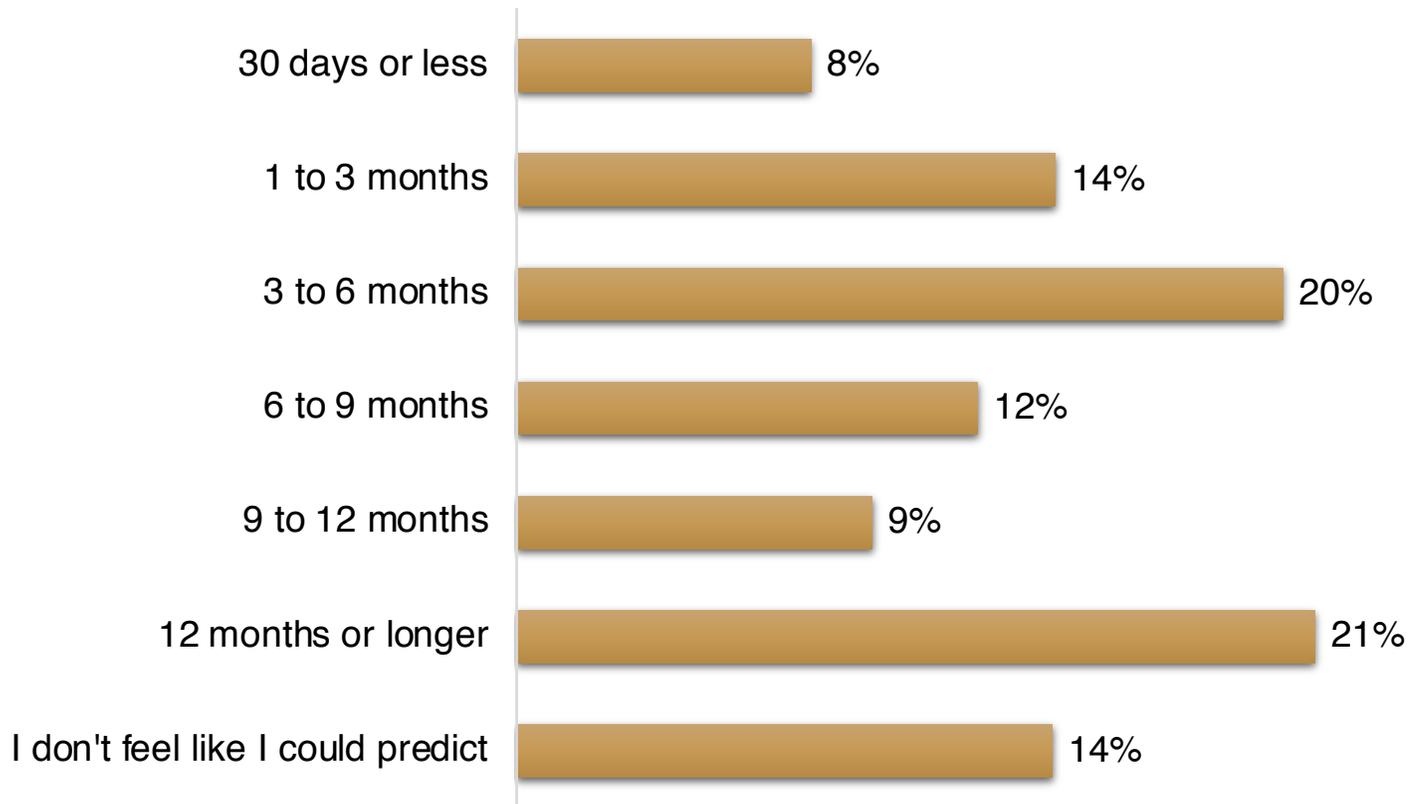


How long will it take for the U.S. coronavirus outbreak to start declining?

Among our respondents, 22% expect to see a decline in the pandemic within 3 months, with now less than 50% expecting it within 6 months. Instead, 21% now feel that it could take a year or longer to start declining, the highest percentage to date.

Males were more likely to expect a decline in the next 6 months, while females expect a year or longer.

Age groups under 35 were the most likely to predict a decline taking 12 months or longer.



Males were more likely to expect a decline in the next 6 months. Females expect a year or longer.



Those making over 100k were most likely to expect a decline within the next 6 months.



Age groups under 35 were the most likely to predict a decline taking 12 months or longer.



Southerners are most likely to expect a decline taking longer than 6 months.

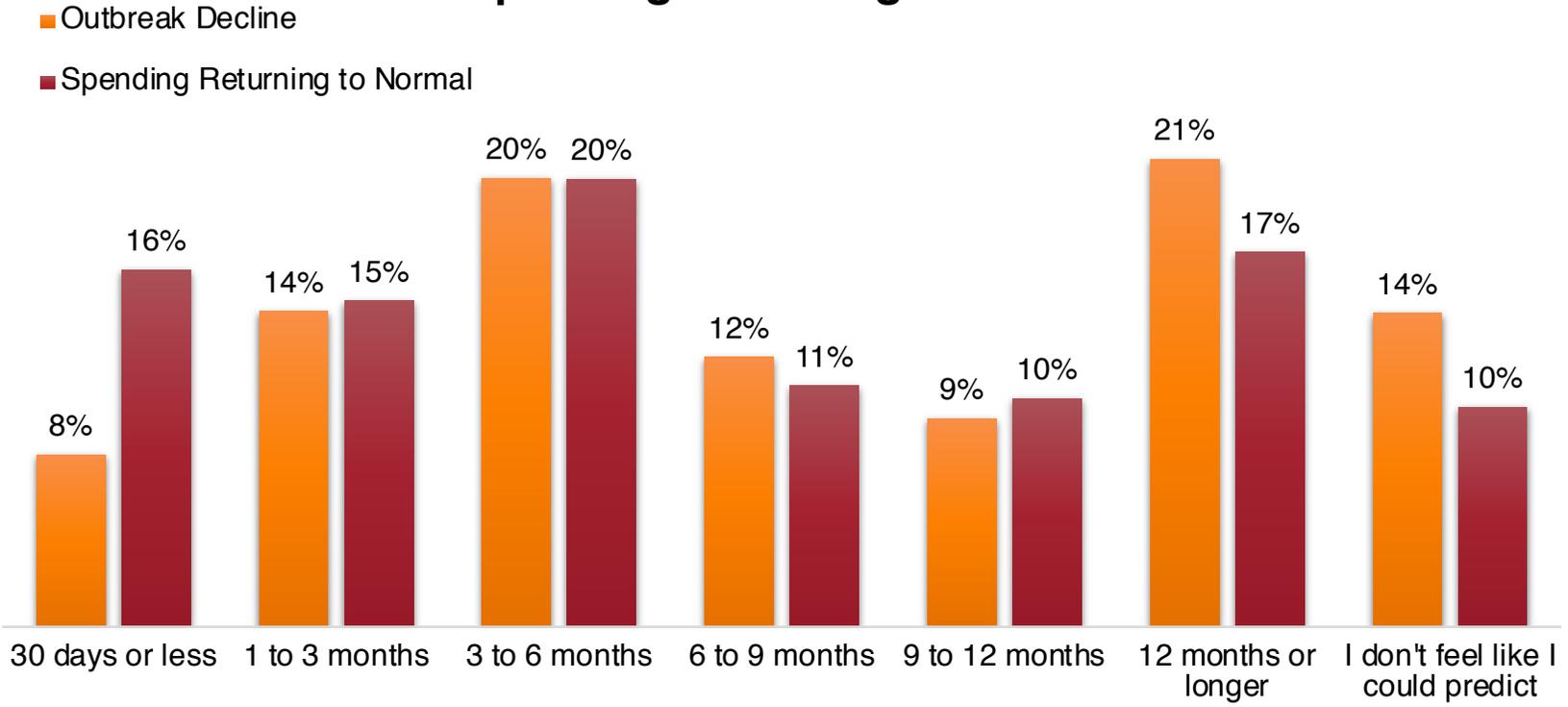
How long will it take you to get back to your normal spending before the coronavirus outbreak?

We are seeing much stronger similarity than before between when people expect the pandemic to recede and when they expect spending to return to normal.

16% of respondents plan to resume normal spending within 30 days or less, the highest increase since the first week of reporting.

People with household incomes over \$100K are now most likely to expect a return to normal spending within 6 months.

Timelines for Virus Starting to Decline & Spending Returning to Normal



Men expect an earlier return to normal spending than women.



People with household incomes over \$100K are most likely to expect a return to normal spending within 6 months.



People under 35 are more likely to anticipate returning to normal spending in under 3 months.



Northeasters are more likely to feel spending will return to normal within 6 months.

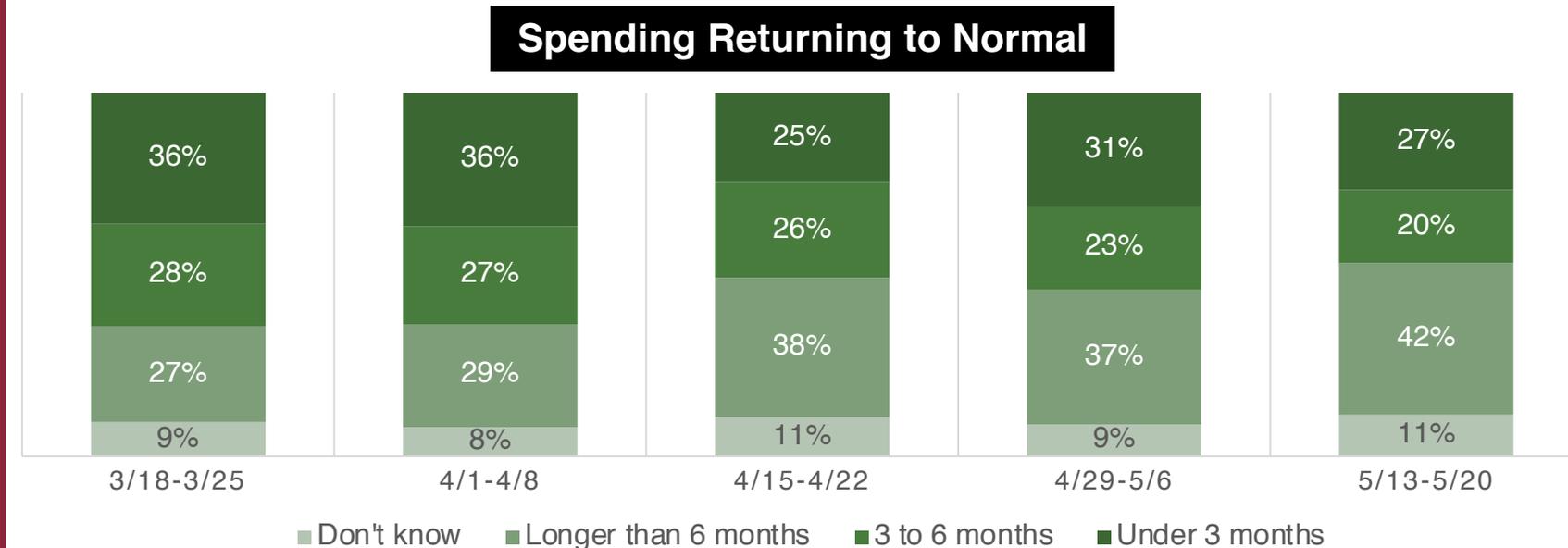
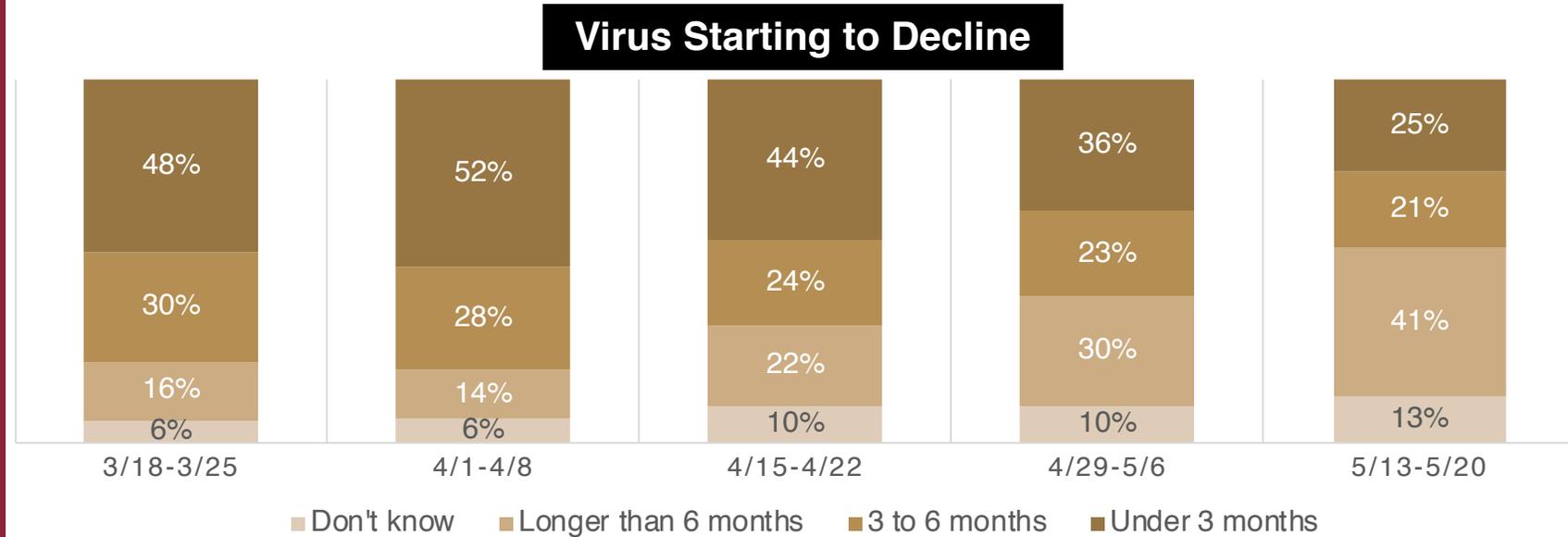
TRENDING:

How long will it take for the U.S. coronavirus outbreak to start declining? How long will it take you to get back to your normal spending before the coronavirus outbreak?

Over time, we have seen both fewer respondents expecting quick recoveries from the pandemic and in-household spending and more respondents expecting longer (over 6 months) or uncertain recoveries.

Since early May, we have seen a sharp spike in pessimistic outlook about recovery from the pandemic.

Timelines for Virus Starting to Decline & Spending Returning to Normal (Weeks 1–10)



In which categories are you currently spending more, less, or the same?

About half of people continue to spend more on Groceries, while about a quarter spend more on Health & Personal Care, Home & Garden, and Streaming Service Subscriptions.

Clothing & Accessories, Automotive, and Beauty continue to show less spending.

	MORE	LESS	SAME
Automotive/car	7% 2	49%	45%
Baby	7%	5% 1	88%
Beauty	4% 3	39%	57%
Books	20%	19%	61%
Camera and Photo	4%	23%	73%
Clothing and Accessories	10% 1	50%	40%
Consumer Electronics	9%	33%	58%
Games (video games, online games, mobile games, etc.)	19%	19%	62%
Grocery and Gourmet Foods	1 49%	19%	32%
Health and Personal Care	2 27%	22%	51%
Home and Garden	3 26%	24%	50%
Luggage and Travel Accessories	2%	37%	61%
Movies and TV Shows downloads (digital purchases)	26%	15%	59%
Music	15%	14%	70%
Office Products	10%	20%	71%
Outdoors	14%	29%	57%
Personal Computers	9%	16%	75%
Pet Supplies	13%	12% 3	76%
Shoes, Handbags, and Sunglasses	4%	35%	61%
Software	8%	14% 2	78%
Sports	1%	37%	61%
Streaming Entertainment Services (e.g. Netflix, Hulu, Spotify)	26%	11%	63%
Tools and Home Improvement	17%	21%	62%
Toys	16%	15%	69%



Changes in Increased Spending

Over the past 10 weeks, we have seen sustained trending increases in people spending more on Streaming Entertainment, Tools and Home Improvement, Movies and TV Shows, Music, Toys, and Home and Garden supplies.

Changes in Decreased Spending

Over the past 10 weeks, an increasing percentage of people are cutting back on Beauty, Clothing, and Automotive spending.

Thinking about the following services or activities, which ones are you delaying or deciding to do considering current events?

Travel as well as major financial activities are being delayed.

People are taking up new hobbies as well as turning to digital platforms for Banking, Grocery Delivery, and Entertainment.

Voting for a different presidential candidate has gone up significantly.

	DELAYING	DOING
Making a major purchase (\$1000+)	2 39%	11%
Travel for leisure	1 55%	16%
Travel for business	3 23%	5%
Applying for a credit card	14%	9%
Opening a new bank account	14%	7%
Using mobile banking app(s)	7%	1 39%
Buying a house/property	14%	10%
Selling a house/property	10%	7%
Subscribing to video streaming services (e.g., Netflix, Disney+)	10%	29%
Subscribing to a grocery delivery service (e.g., Instacart, Shipt)	4%	26%
Donating blood	16%	13%
Applying for a new job	11%	21%
Voting for a different presidential candidate	8%	3 30%
Learning a new hobby	7%	2 35%
Divorce/breaking up in a relationship	4%	4%
Wedding/getting married	8%	3%



Changes in Doing

While few people are traveling, the past 3 weeks have seen a 5% increase in leisure travel. Voting for a different presidential candidate has increased week to week and has gone up 6% in the last 3 weeks.

Changes in Delaying

Over the past couple of weeks, we are seeing larger numbers of people delaying applying for a new credit card and selling property. People are also increasingly delaying donating blood.

Amid this unprecedented event, brands you use in daily life want to know how to best communicate with customers like you. What tone and messages would resonate with you?

Actions speak louder than words, and brands should consider how they are helping as well as what messages are important.

Consumers want straightforward facts that get to the point of the message and provide information on local stores and locations.

People are growing tired of being bombarded with products and “work from home” sales, instead, they want to be reassured that brands are protecting their staff and truly appreciate their consumers.

“**I do not like pushy sales.** I will decide when/if I want/need anything.”

“I think the brands need to **acknowledge what is going on in the world** both economically and medically, **but stop pandering to it...**”

“I think the brands need to **be warm and empathetic**, and they need to understand what consumers are going through. They need to communicate what they are doing to **keep their workers and customers safe, but they need to not send too many emails.**”

“**Concentrate on safety and quality** while emphasizing **locally made and sustainable products.**”

“I like **straight to the point emails or direct mail.**”

“**Business as usual** and assurances that they are **protecting their staff.**”

“**Any tone/message that ISN'T trying to sell me things. Do not have “work from home” sales** because it's tacky. All I want to know is **exactly what brands are doing to keep their employees and customers safe.**”

“**Flexibility and sympathy.** Everyone is affected in a different way and this is hard on everyone. **Being flexible as no one knows what the next week brings, would be appreciated greatly.**”

“I would prefer they stop using this crisis in ads. **I'm trying to forget what is going on outside.** I am **sick of the ads that say we are all in this together** or in these unprecedented times.”

“**I don't want pacified. I just like straight, true facts.** And I want to know where I can find info about **my local stores/locations.**”

“Thankful that major brands are informing the public that they are **continuing to keep us safe and doing all they can** to provide us with the many essentials we need.”

“**I appreciate it when brands convey a sense of awareness but not panic.** I think it is more helpful to **reinforce the fact that the situation is unfolding**, not that we are in constant danger and life as we know it will never be the same.”

“**Honest and straightforward.** Don't use the virus as a “gimmick” to try to get me to buy your product.”

“That they are **changing and adapting how they do business to survive, maintain their employees**, and possibly manufacture or offer something new that **helps their communities or the country through this time.**”

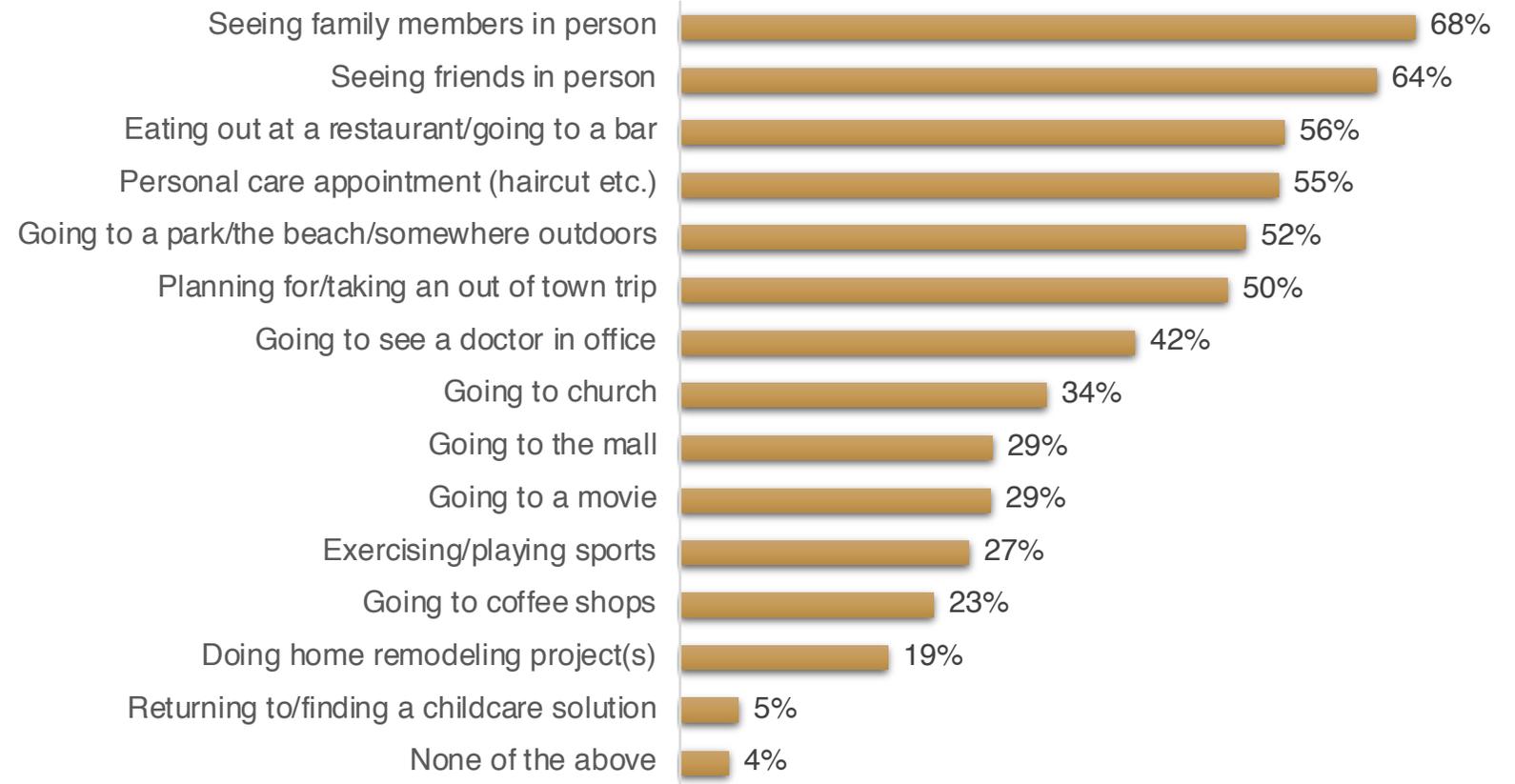
“The ones that are **doing things to help. Taking specific action.** Also, the ones that take steps to **show their appreciation for customers.**”

Once the pandemic ends and life returns to (the new) “normal”, what activities or things are you most likely doing immediately?

Most are looking forward to socializing, eager to see their family and friends in person again, as well as eating out or spending time at restaurants and bars.

More than half of people are looking forward to personal care appointments, enjoying time outdoors, or planning for an out-of-town trip.

Most Looking Forward To



Women are more likely to look forward to seeing family members in person and going outdoors, while men look forward to seeing friends and playing sports.



Households with incomes of \$100k+ are more likely to look forward to planning an out-of-town trip. Those with HHI under 50K are more likely to look forward to the resumption of childcare solutions.



Younger people under 35 are most likely to look forward to exercising and sports, while those over 65 are more likely to look forward to going to see a doctor.



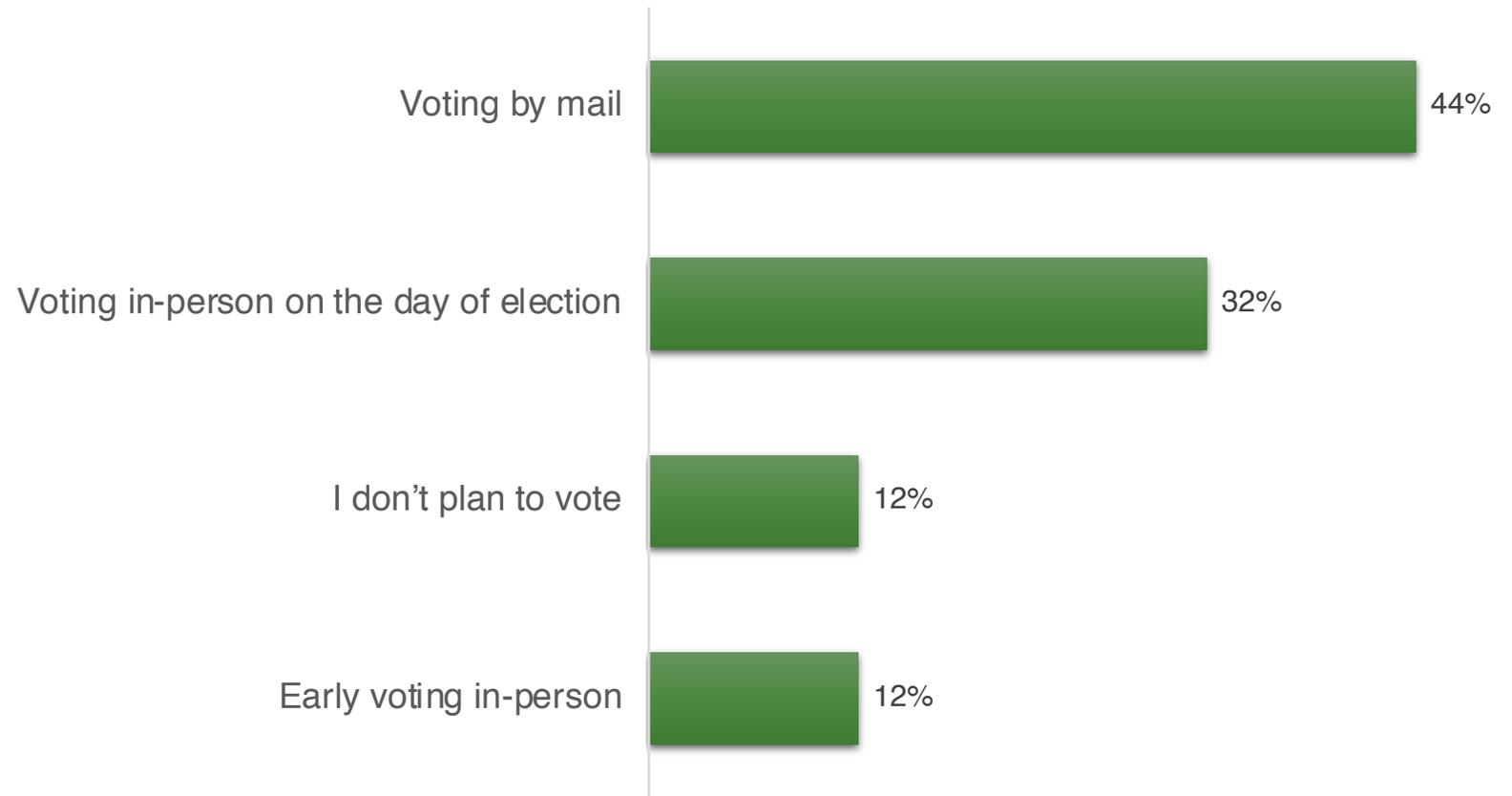
Midwesterners are most likely to look forward to seeing family members, while Westerners are most likely to want to go to coffee shops.

Thinking about the upcoming 2020 election, which of the following voting methods do you personally prefer, regardless if these methods are offered within your state?

Most voters prefer to vote by mail, while about a third prefer to vote in person on the day of the election.

Northeasterners prefer to vote in-person on Election Day, while Westerners prefer to vote by mail.

2020 Election Preferred Voting Methods



There are no major gender differences between men and women on voting methods.



Households with incomes under 50K were more likely not to vote. Those with HH incomes over 100K were more likely to prefer to vote in-person on Election Day.



Those under 35 were more likely to prefer voting in-person on Election Day, while those aged 45 to 54 were more likely to prefer to vote early in-person.

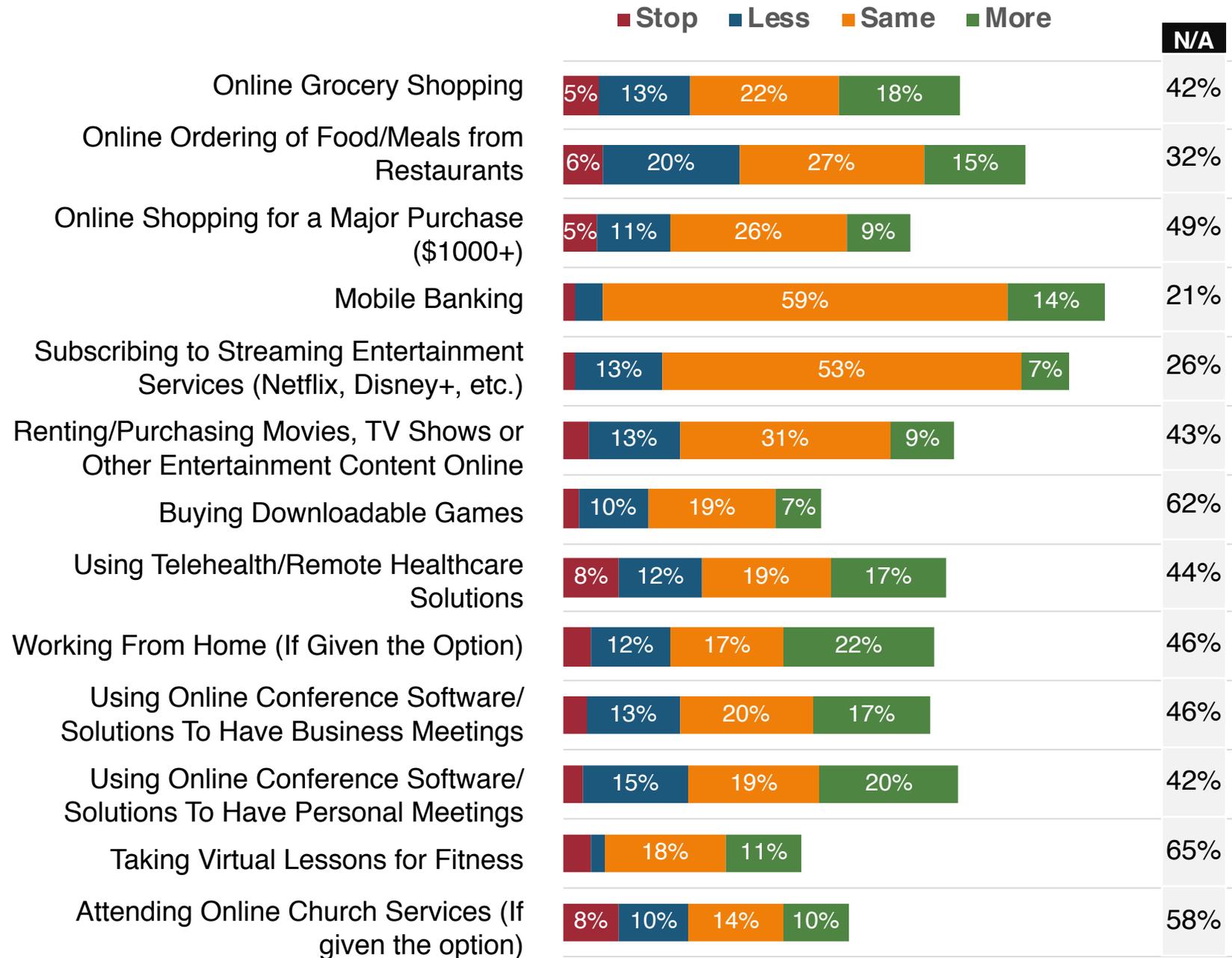


Northeasterners are most likely to prefer voting in-person on Election Day, while Westerners are most likely to prefer voting by mail.

Once the pandemic ends and life returns to (the new) “normal” what shopping or other behaviors caused by COVID-19 will you continue to do or stop doing?

People expect to continue using mobile banking and to stream entertainment at the same rate after the pandemic.

About 40% of consumers are planning to continue or increase use of online grocery shopping or rent/purchase movies, TV shows, or other entertainment content online.



Percentages under 5% are not labeled

Name your favorite and least favorite brands and retailers based on your experience so far during the pandemic.

Consumer sentiment is much stronger toward retailers than toward brands—and is generally positive in both.

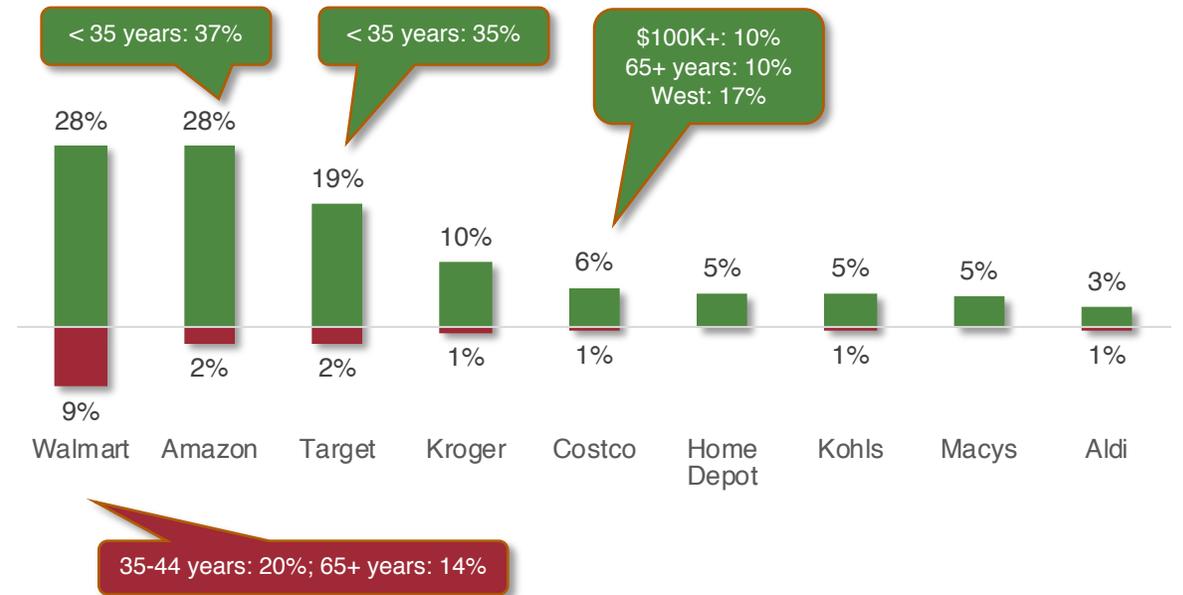
Walmart, Amazon, and Target are top of mind among shoppers. The latter two are most favored by younger shoppers; Walmart unfavorably spikes with Gen X. Costco favorability skews older, wealthier, and more Western.

Nike, Apple, and Samsung lead as favorite brands, followed by Charmin, Coke, and Costco's and Walmart's private labels. Least favorite brands are scattered and cover all verticals.

74%
named one or more favorite retailers

26%
named one or more least favorite

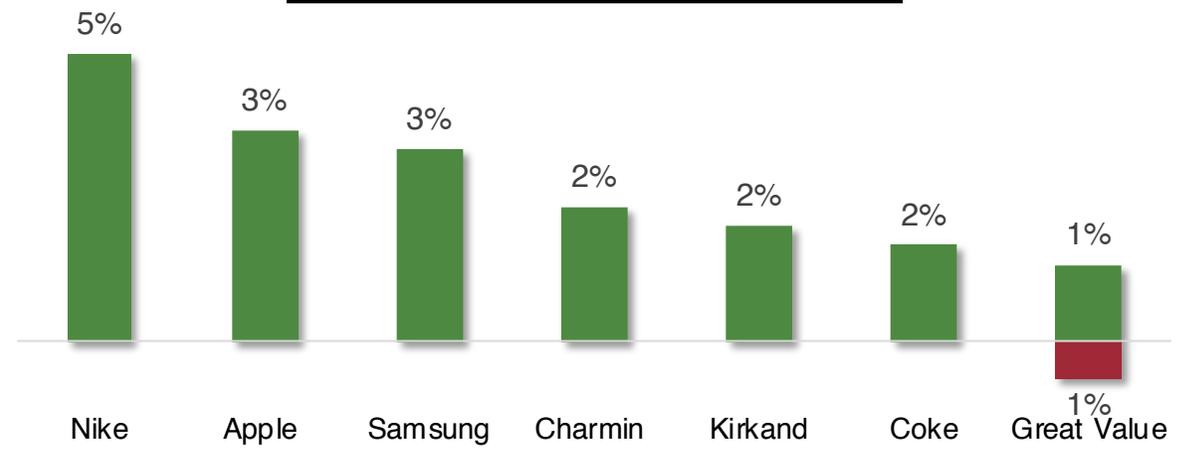
Most & Least Favorite Retailers



Most & Least Favorite Brands

40%
named one or more favorite brands

9%
named one or more least favorite



As the COVID-19 situation evolves and likely improves, when would you or what would help you decide to stop staying quarantined or maintaining social distancing?

People are ready to relax quarantine practices and venture out into public. However, even when states and cities begin opening back up, most are not ready to end social distancing.

Some still plan an overabundance of caution when going out in public spaces until the number of cases declines, a vaccine or successful treatment plan is developed, and medical professionals signal that it's safe.

“Once there are **no more known cases of the virus in my community.**”

“When **everyone is tested.**”

“Probably nothing will stop me from social distancing until a **vaccine** is proven to work and knowing if immunity happens if you have had it.”

“I would like to see the **rates of new infections, hospitalizations, and deaths decline significantly.** I would like to see a vaccine that I am eligible to get. I would like to see the results of widespread antibody testing that show that many people already [have been tested].”

“**If the number of the new cases drops significantly** in my area, if we are able to track where cases are being contracted, if testing is widely available to all who want it...”

“**The curve needs to go down** - not just stay level. It would be nice to be able to stay home until there is a vaccine-but that isn't practical. There would need to be a significant drop in new virus cases for a two-week period.”

“Most ideas for deciding to stop will be based on **the number of new cases, if anyone I know is ill, and what I hear from family that are medical professionals.** Our state government seems incapable of making good decisions right now.”

“ASAP- **social distancing will only delay the inevitable spread** into the general population and the economy is being destroyed in the meantime; people are losing their livelihood, pensions, 401Ks, etc.”

“**If the numbers are down to less than 1 percent** and hospitals have all the equipment needed as well as the staff and the **emergency room is not crowded.**”

“I will only **feel comfortably safe to stop quarantining once I learn the spread has slowed to a crawl** in my two home areas and, of course, **once a vaccine has been proven & widely available.** Also if science shows antibodies offer complete immunity!”

“Once it seems **the virus stops spreading.**”

“I listen to **doctors and scientists.** I want to heed to their advice.”

“If there was a **definite cure and proof meds were working.**”

“When all the stores, shops, malls, and fitness centers open back up and the **number of cases of the virus has dropped** drastically...”

“If I hear from **medical professionals that it is on the safe side to go out** and back to shopping and eating in restaurants.”