
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 27, 2020 and are based on a sample of N=318 weighted to the demographics of the U.S. online population.

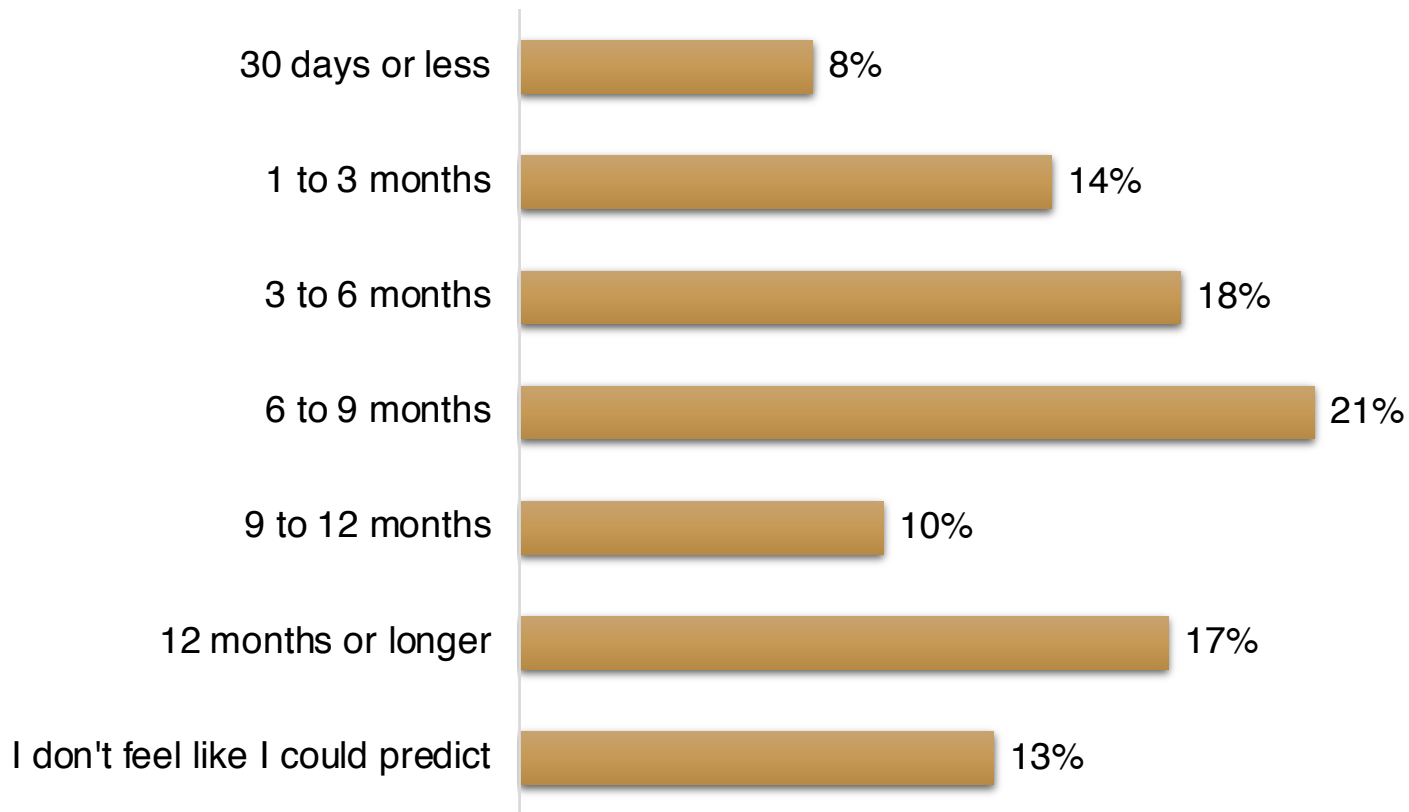


How long will it take for the U.S. coronavirus outbreak to start declining?

Among our respondents, 22% expect to see a decline in the pandemic within 3 months. 17% feel that it could take a year or longer to start declining, a 12% increase since the first week of our survey, showing an increase in pessimism toward a shorter resolve.

13% of respondents don't feel like they could predict when the outbreak will decline, a 4% rise from the first week of collection.

Men were more likely to expect a decline in the next 30 days.



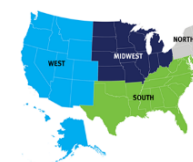
Men were more likely to expect a decline in the next 30 days. More women expect a year or longer.



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



Age groups under 35 were both the least likely to predict a decline in the next 6 months and most likely to expect longer than 6 months.



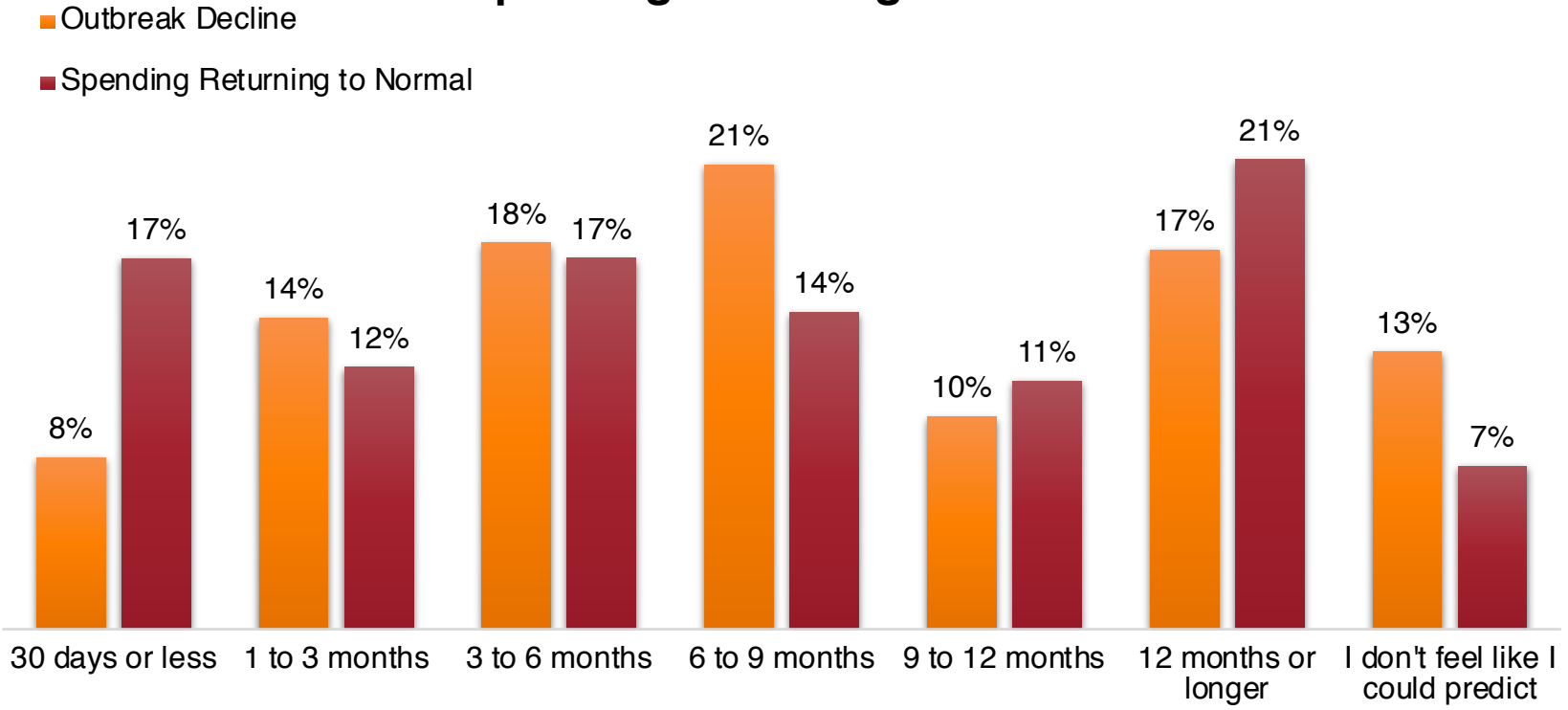
Midwesterners were the most likely to expect a decline in the next 6 months while more Southerners don't feel like they could predict.

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

Most respondents feel it will take at least a year to return to normal spending, while 17% plan to resume normal spending within 30 days or less, the highest increase since the first week of reporting.

People with household incomes under \$50K are more likely to expect a return to normal spending within 6 months.

Timelines for Virus Starting to Decline & Spending Returning to Normal



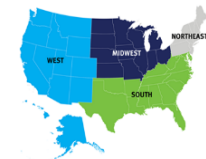
There were no major gender differences between men and women.



People with household incomes under \$50K are more likely to expect a return to normal spending within 6 months.



People aged 35 to 44 were more likely to anticipate taking longer than 6 months to return to normal spending.



Northeasterners are more likely to feel that it will take longer than 6 months for spending to return to normal.

TRENDING:

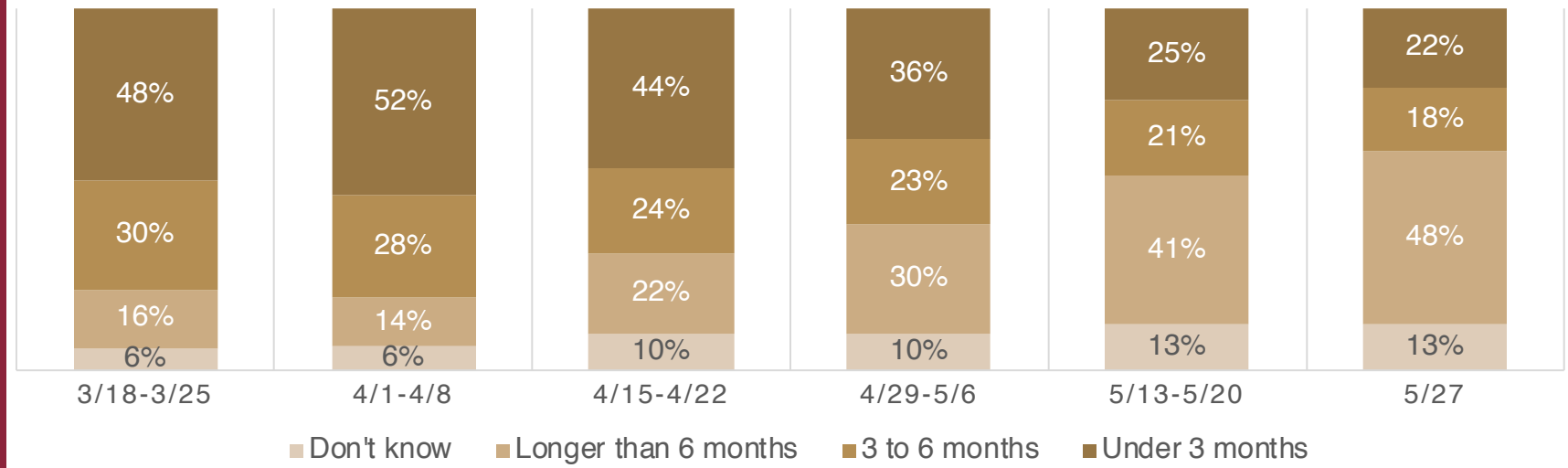
How long will it take for the U.S. coronavirus outbreak to start declining? How long will it take you to get back to your normal spending before the coronavirus outbreak?

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

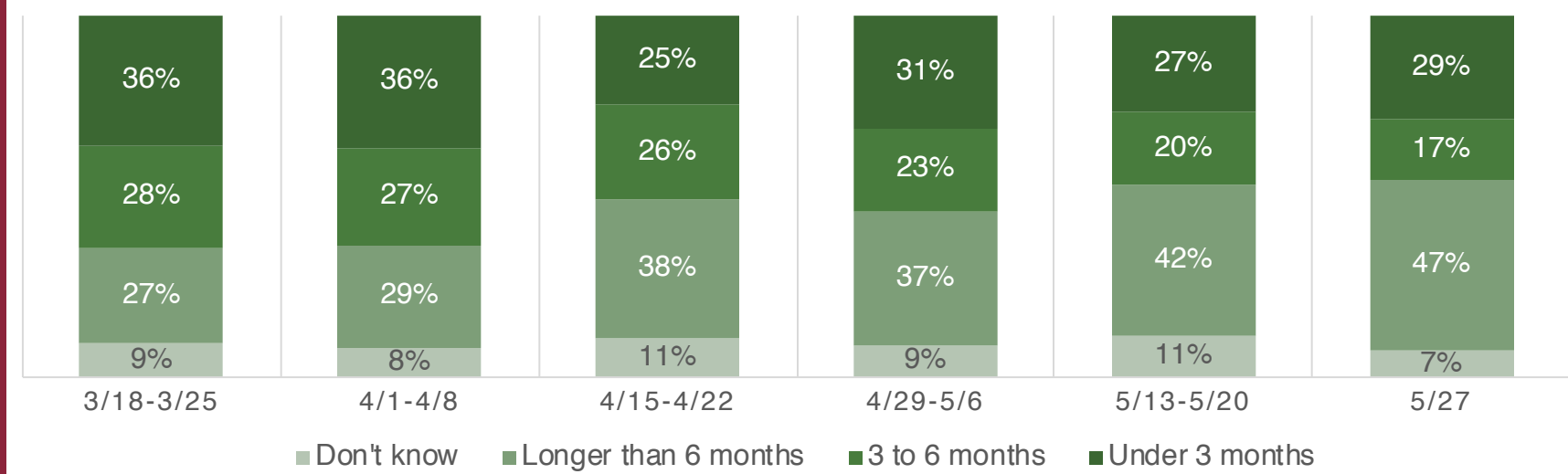
Since early May, we have seen a sharp spike in a pessimistic outlook about recovery from the pandemic.

Timelines for Virus Starting to Decline & Spending Returning to Normal (Weeks 1-11)

Virus Starting to Decline



Spending Returning to Normal



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 Streaming Entertainment Services & Subscriptions.

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

	MORE	LESS	SAME
Automotive/car	8% 1	49%	43%
Baby	4%	6% 1	90%
Beauty	5%	37%	58%
Books	18%	16%	66%
Camera and Photo	4%	18%	78%
Clothing and Accessories	11% 2	47%	41%
Consumer Electronics	14%	34%	52%
Games (video games, online games, mobile games, etc.)	16%	21%	63%
Grocery and Gourmet Foods	1 50%	17%	33%
Health and Personal Care	22%	25%	53%
Home and Garden	22%	22%	57%
Luggage and Travel Accessories	0% 3	39%	60%
Movies and TV Shows downloads (digital purchases)	3 25%	18%	58%
Music	11%	19%	70%
Office Products	9%	20%	71%
Outdoor Activities	18%	25%	57%
Personal Computers	9%	18%	73%
Pet Supplies	9%	12% 3	80%
Shoes, Handbags, and Sunglasses	5%	35%	60%
Software	3%	16% 2	82%
Sports	2%	34%	64%
Streaming Entertainment Services (e.g. Netflix, Hulu, Spotify)	2 26%	12%	62%
Tools and Home Improvement	17%	19%	64%
Toys	7%	15%	77%



Changes in Increased Spending

Over the past 11 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 11 weeks, an increasing percentage of people are cutting back on Beauty, Luggage and Entertainment, 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 and Entertainment.

	DELAYING	DOING
Making a major purchase (\$1000+)	2 37%	16%
Travel for leisure	1 62%	11%
Travel for business	3 22%	5%
Applying for a credit card	11%	12%
Opening a new bank account	8%	14%
Using mobile banking app(s)	5%	1 43%
Buying a house/property	13%	7%
Selling a house/property	7%	3%
Subscribing to video streaming services (e.g., Netflix, Disney+)	7%	3 32%
Subscribing to a grocery delivery service (e.g., Instacart, Shipt)	10%	20%
Donating blood	13%	10%
Applying for a new job	6%	16%
Voting for a different presidential candidate	4%	26%
Learning a new hobby	7%	2 35%
Divorce/breaking up in a relationship	2%	4%
Wedding/getting married	3%	1%



Changes in Doing

While few people are traveling, the past 4 weeks have seen a 4% increase in making a major purchase. Voting for a different presidential candidate has decreased from last week but has gone up 3% in the last 3 weeks.

Changes in Delaying

Over the past couple of weeks, we are seeing larger numbers of people delaying buying 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 continue to express the need for a more optimistic outlook on the future, while prioritizing the needs of consumers and safety of their employees.

People want to be reassured that the message is honest and realistic about the current situation, while empathetic to the circumstances that consumers are facing.

“...The best thing any corporation can do is help the front line **with donations.**”

“**Messages of optimism**, about things that we can do, we can improve. Advice about recycling. More ways to help Earth!”

“**Comforting assurances** that they will abide by all suggested coronavirus avoidance guidelines and will do everything in their power to **assure uninterrupted service or supply as far as they are capable of doing.**”

“Messages that say they are still functioning and that **they are there for me now and when things return to normal.**”

“**Compassion, helpfulness, real facts.**”

“That they understand **consumers WANT normal, but may be limited in needs or money.**”

“**Companies that understand needs of people.** Insurance companies giving money back to customers, donating masks/products, giving customers extended times to pay all appeal to me. **As they show compassion I am more likely to want to purchase from them.**”

“I want to support the **brands that are taking care of their employees.** I want their tone to be one of **empathy and supportive.**”

“Really don't want messages about sales, new products, fashion, or anything that says everything is normal ...because everything is NOT normal.”

“Nothing really unless they are doing something **specific to help those** affected by the virus or are practicing ways of trying to contain the virus.”

“One that is **helpful and kind to people.** A message that shows **they care about customers and people in general.**”

“Brands can get my attention by putting **money back in my pocket. Offer discounts** for what I'm already paying for, like cable/satellite service. Prove that **customers are more important than profit and wealthy shareholders.**”

“Having **sympathy and patience and understanding** the recent events.”

“What they are **doing for their employees to keep them safe**, what they are doing to **help their customers stay safe**, especially restaurants and retailers [and] **discounts to help customers.**”

“I appreciate an **empathetic tone and a genuine care for helping to keep people safe.**”

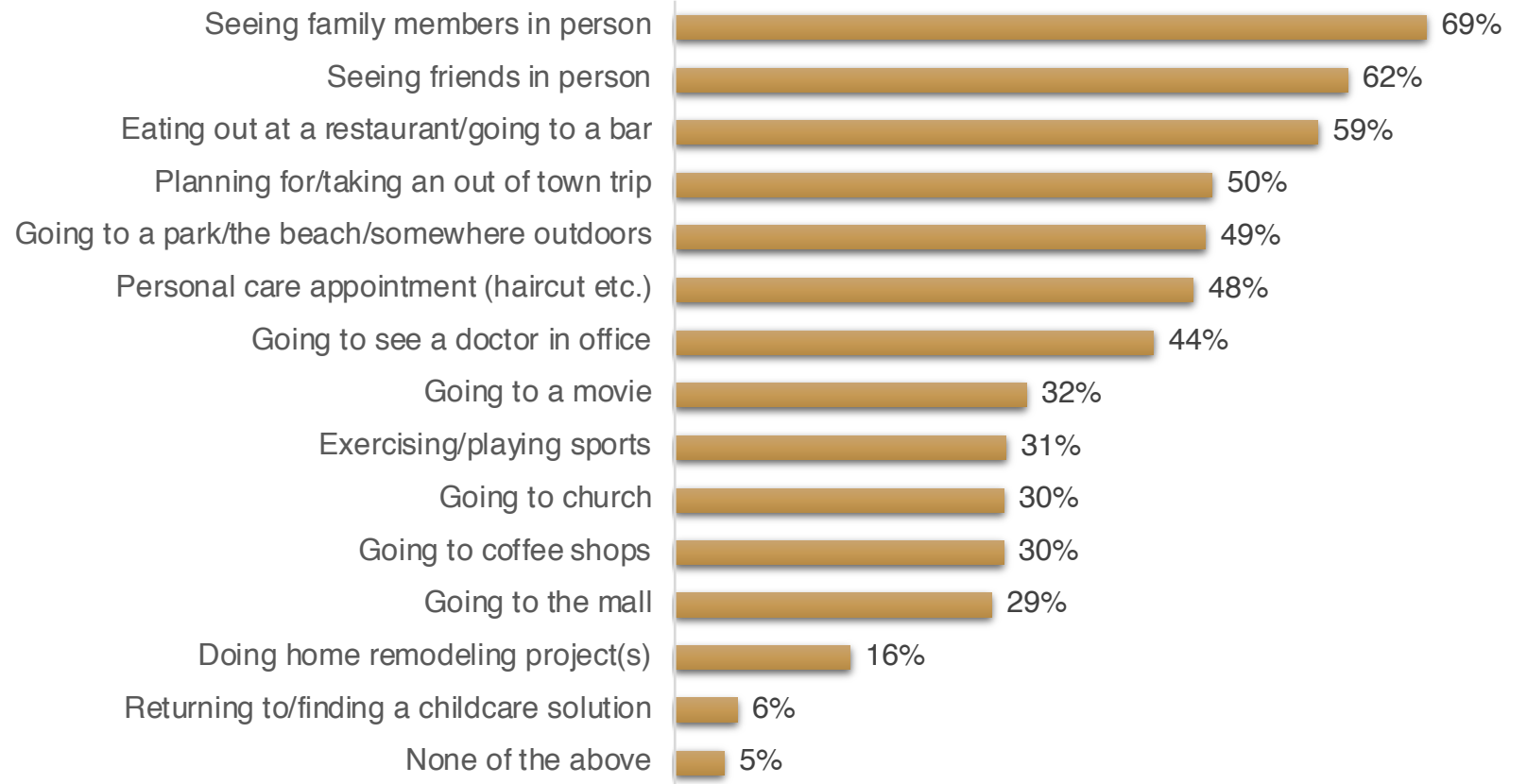
“I love emails from brands just **checking in and asking how you're doing.**”

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.

About 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



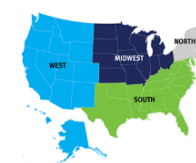
Women are more likely to look forward to personal care appointments and seeing friends in person, while men more look forward to going to a movie.



Households with incomes of \$100k+ are more likely to look forward to the resumption of childcare solutions and going to the mall.



Younger people under 35 are most likely to look forward to going to movie theatres, parks, and coffee shops.



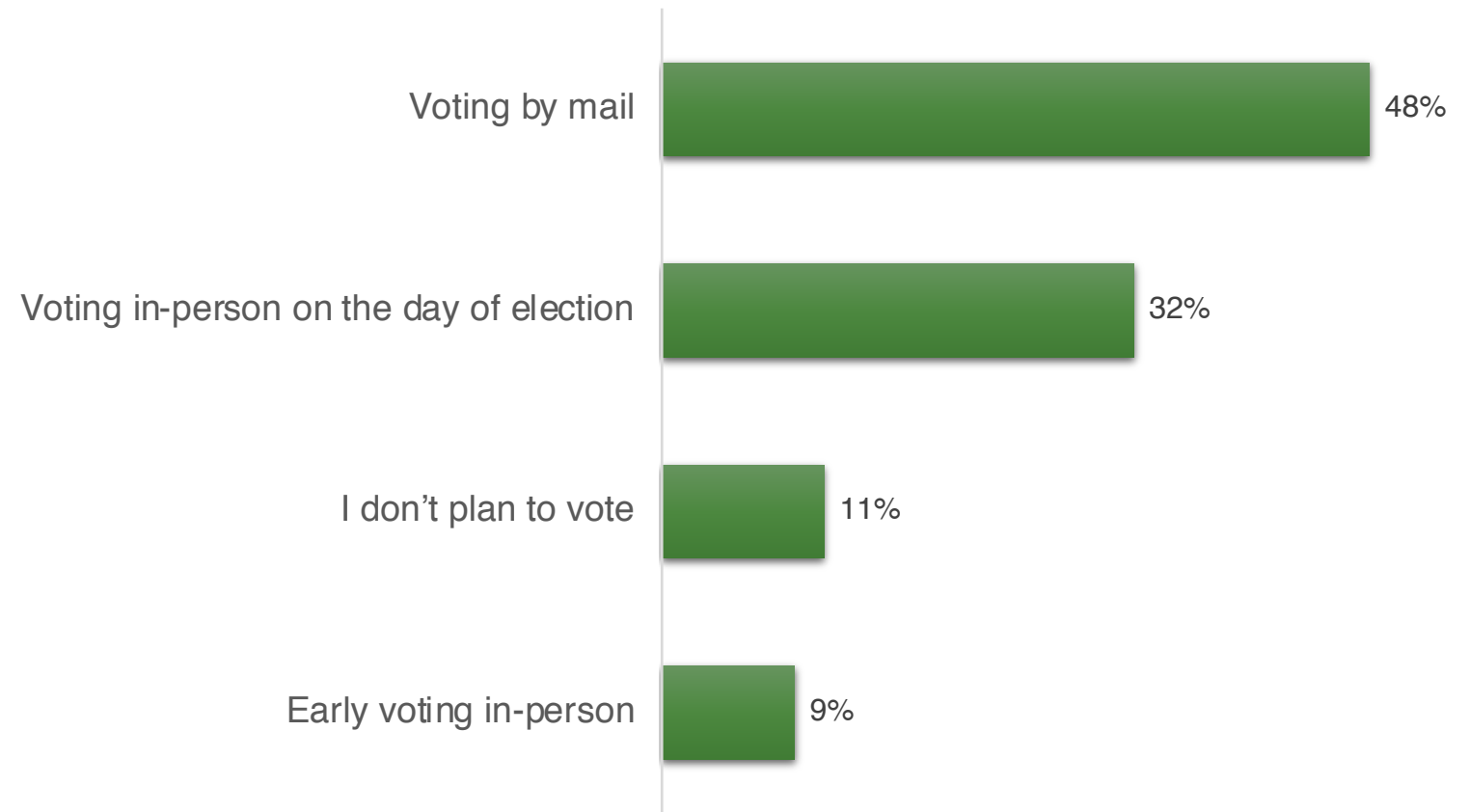
Northeasterners are more likely to look forward to the resumption of childcare solutions and seeing friends in person.

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?

48% of voters prefer to vote by mail, a 4% increase from last week, while about a third prefer to vote in person on the day of the election.

Those aged 45 to 54 were more likely to prefer voting in-person on Election Day, while those under 35 were more likely to plan not to vote.

2020 Election Preferred Voting Methods



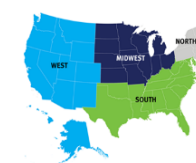
Men were more likely than women to prefer to vote in-person on Election Day.



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 aged 45 to 54 were more likely to prefer voting in-person on Election Day, while those under 35 were more likely to plan not to vote than other age groups.

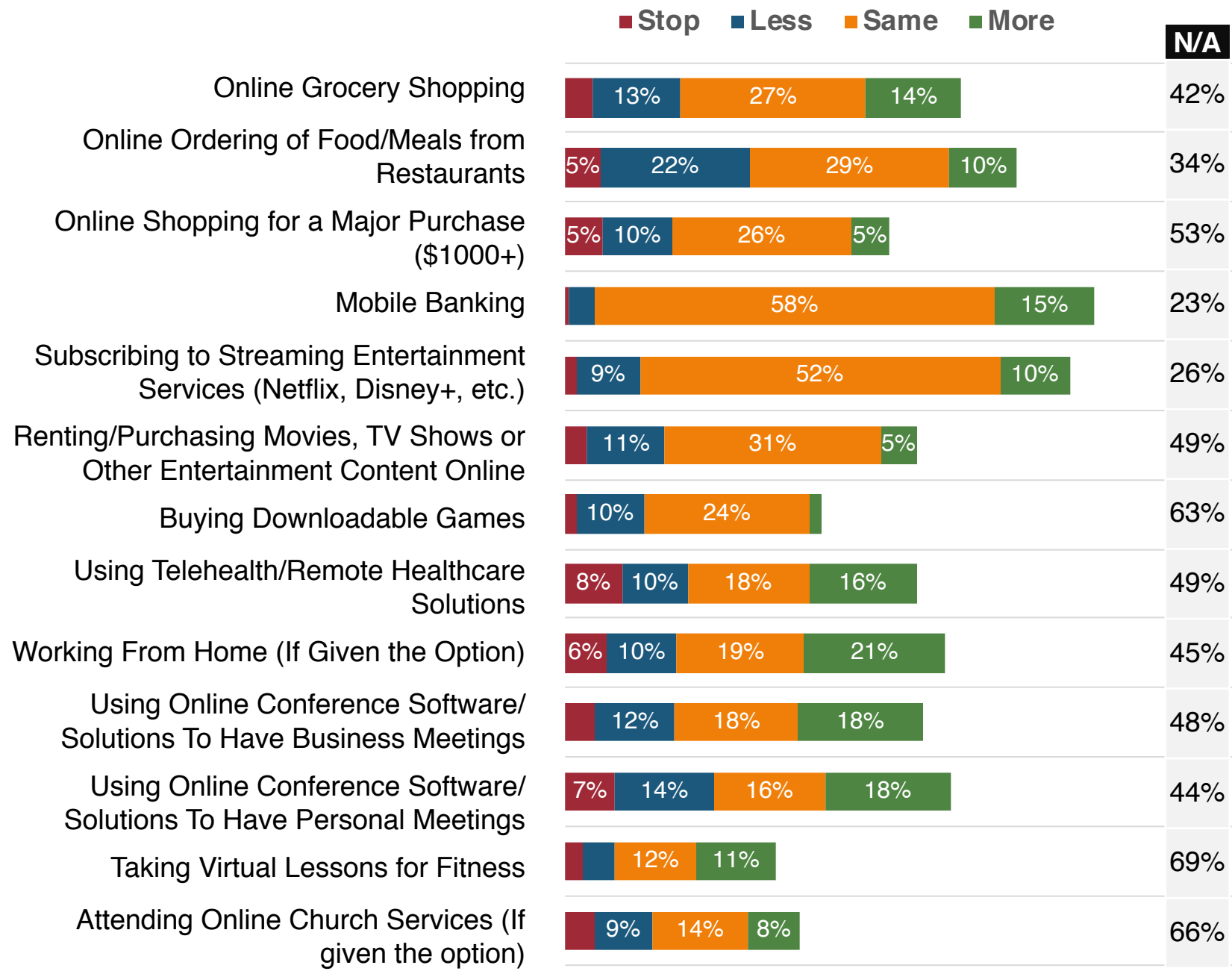


Northeasterners are more likely to prefer voting in-person on Election Day, while Westerners are more likely to prefer voting by mail.

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 and meal ordering. Over 60% will continue or increase subscriptions to streaming entertainment services.



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—but is generally positive for both.

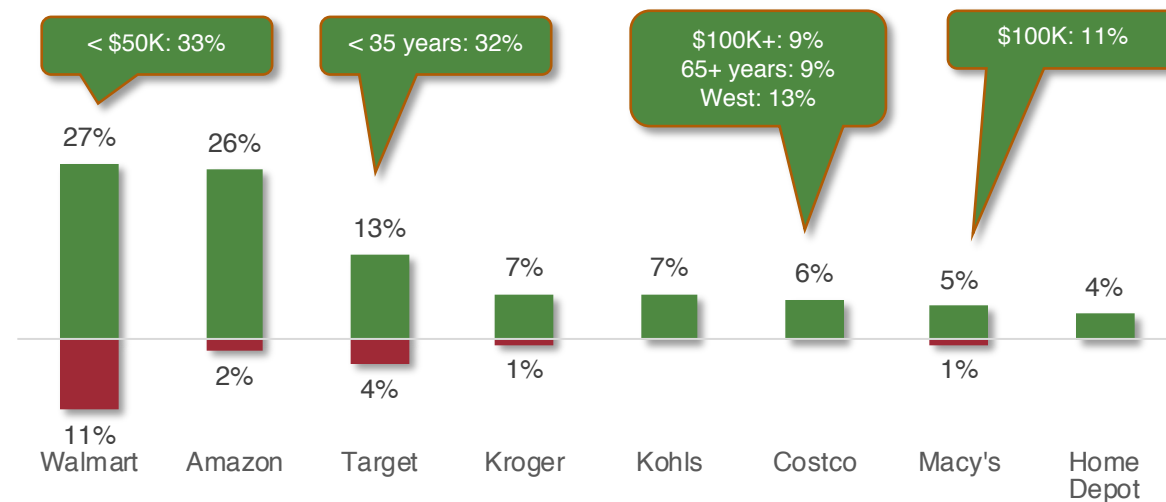
Walmart, Amazon and Target are top of mind among shoppers—Walmart among lower-income and Target among younger shoppers. Costco favorability skews older, wealthier, and more Western.

Nike, Apple and Samsung lead as favorite brands. Coke and Charmin lead among favorite consumable brands named. Least favorite brands are scattered and cover all verticals.

74%
named one or more favorite retailers

31%
named one or more least favorite

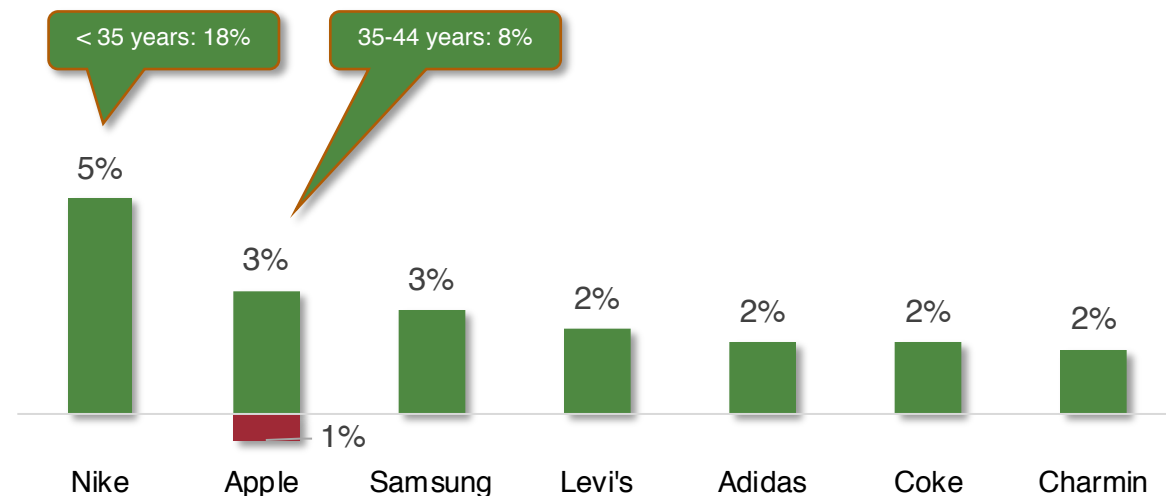
Most & Least Favorite Retailers



Most & Least Favorite Brands

40%
named one or more favorite brands

14%
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; they want numbers and facts to decide.

As time wears on and deaths rise, some are feeling that social distancing will be a part of our lives for the foreseeable future.

“When there are **no more positive tests!** I quarantined myself before we were told to and I will stay quarantined until I feel safe to go out.”

“I would need to see the **numbers of deaths go down significantly**, the numbers of testing go up significantly, and hear the numbers of positive tests go down. **When it is not the first item mentioned on the news**, I will know things are better.”

“**Assurance from people who are qualified to make that call.** More cooperation and honesty. More working with other countries. Having access to information that is verifiable. Being able to have confidence in leadership. Competence.”

“**It's going to take us a lot of time to get back to normal** after this is seemingly resolved.”

“When **scientific data that shows the virus exposures are steadily declining.** When I see the scientists have done more research to determine immunity and recovery. When there are **viable and tested treatments available for everyone.**”

“When we have **adequate care for the sick and there are no more existing cases of COVID-19.**”

“**I think staying socially distanced is in our future for a while.** As long as the numbers go down drastically and do not come back up, that would make me decide to hug a friend”.

“**If and when the local hospitals and governments lift all restrictions,** and when places I used to go reopen so that I can return to do my previously enjoyed activities.”

“When any mandatory/non-mandatory **quarantines are lifted or significantly relaxed nationwide and locally,** and people I know are back to doing things/going places/seeing people they had to stop doing.”

“I would stop **staying quarantined/maintaining social distancing when they have a cure** or when I know it's pretty much gone.”

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

“**No local cases.** Until then, I will continue to wear a mask when out in public.”

“**Development of a vaccine and a consistent treatment** so that fewer people die from the illness. Seeing how responsible individuals are being and if there will be a drastic spike from reopening plans.”