



Now what?

Suzy U.S. Consumer Sentiment Webinar

March 20th, 2020

Hosted By Matt Britton, CEO of Suzy





Greetings From Team Suzy

Suzy mandated remote working last Friday 3/13

- Full-Time staff of 75 with offices in NYC, Greensboro NC, and Birmingham AL
- Twice weekly virtual all-staff meetings
- Daily departmental stand-ups
- Open virtual office hours with leaders
- Virtual happy hours to stay connected





Matt B. Britton

Founder & CEO at Suzy, International Keynote Speaker, Youth Demographic E...

1mo • 🌐

I don't mean to be an alarmist, but I think there is at least a 50% chance that major business events like [#SXSW](#) will be cancelled outright or deeply impacted by the Coronavirus heading into next month. IBM for one just pulled out of a large tech conference in SF occurring next week.

As the CEO of a fast moving start-up I am starting to build budgetary and staffing contingency plans for Q2 and beyond. These include remote work scenarios, cancellation of conference and customer travel plans, and revised forecast modeling to account for slashed client budgets as supply chain bottlenecks start to impact the economy in a meaningful way.

Unfortunately it will only take a minor spread of this virus in a major US city for the brakes to slam on everyday business as we know. I, for one, prefer to not be blindsided if and when this substantially hits our shores. As a start-up you always have less margin for error.

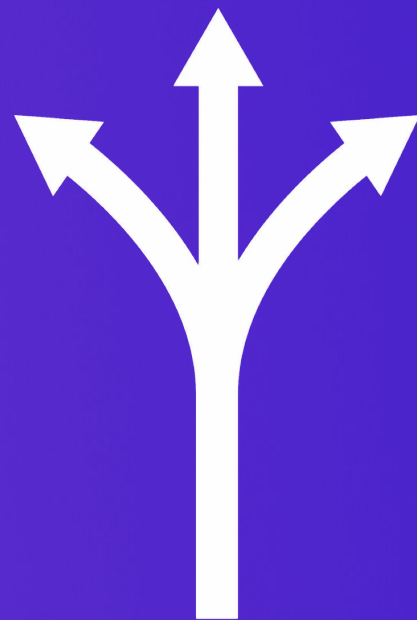
"Out of sight, out of mind" is not always the right approach and in this instance I think a bit of healthy paranoia is prudent. Let's all hope I'm completely wrong.

[#sxsw](#) [#coronavirus](#) [#contingency](#) [#startups](#) [#ceo](#) [#entrepreneur](#)

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Background of Study

- Study Conducted on March 18, 2020 & 19th, 2020 Using Suzy Market Research Software
 - Total Sample Size of 866 U.S. Citizens
 - Data weighted for US census representation across age, gender, ethnicity, and region
-

March 18th

- California Governor says 60,000 homeless could contract COVID-19 over the next eight weeks.
- The U.S. has more than 9,400 cases and 150 deaths so far.
- Major cities across the U.S. discuss “shelter in place” policies.

March 19th

- It is announced that the global death toll due to COVID-19 has increased to 8,809.
- The total confirmed cases has passed 218,000 worldwide while recoveries stand at 84,000.
- NY Governor Cuomo announces that over 5,000 people have been infected in the tri-state area.



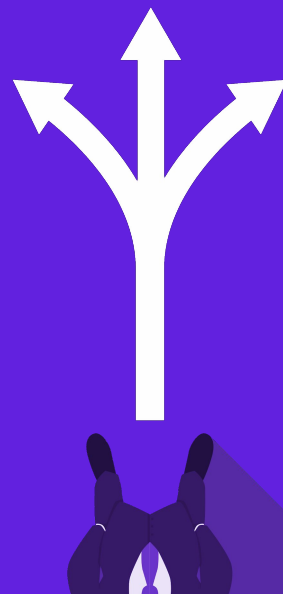
Overall Consumer Sentiment

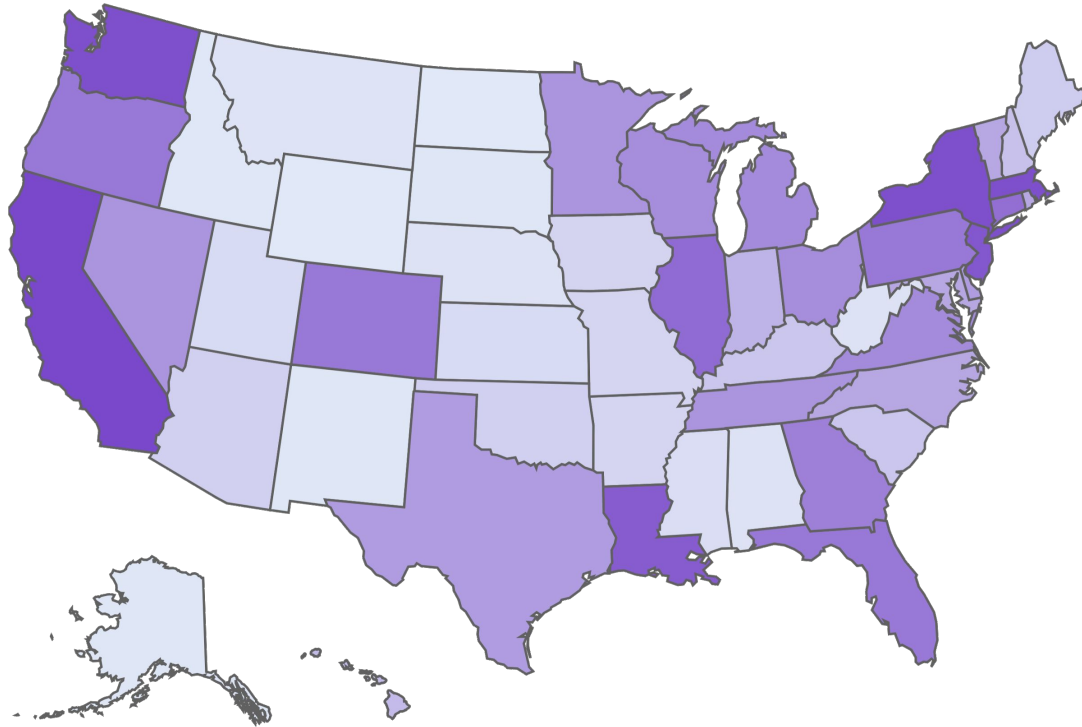
71% of Americans Are Now “Very Concerned” About The New Surrounding COVID-19 (vs. 47% 2 weeks ago). Out of those “Very concerned”:

- Parents 80% vs. Non-Parents 65%
- Females 75% vs. Males 66%

The specific fears consumers expressed (in order of magnitude)

- Health of Family
- Personal Health
- Job Security
- The Economy
- Spreading The Virus To Others







41%

**Feel More Concerned About
Covid-19 On Days
The Stock Market Drops**







56%

**Are Nervous About Their Ability
To Pay Back Their Loans** (Home, Auto, Credit)
In The Coming Months



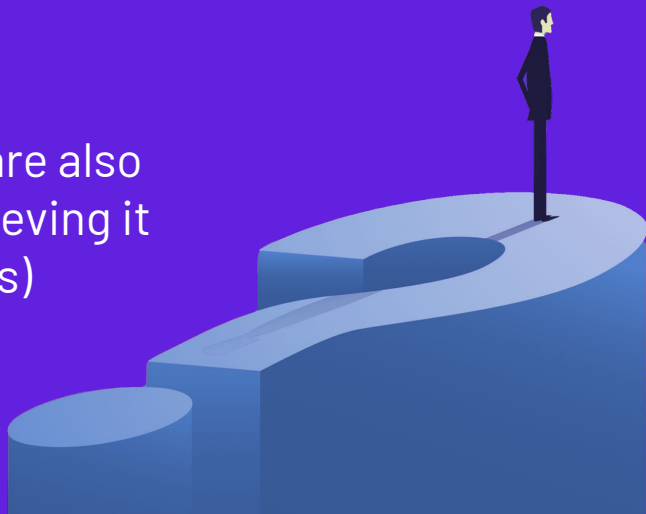


When Will It End?

59% of consumers now believe the COVID-19 crisis will last up to 3 months

- 25% believe the crisis will last 4 to 6 months
- 10% believe it will last over 6 months

Females, while more concerned about the crisis, are also more optimistic about its resolution with 64% believing it will; be resolved within 3 months (vs. 52% of males)





What Are People Buying?

Consumers are stocking up on a variety of products in advance of “riding out” the crisis. Over the past week consumers have purchased more of the following products:

Tier 1 (Survival)

Food & Beverages: 74%
Personal Care Items: 50%
Household Cleaning Items: 47%
OTC Medicine: 33%

Tier 2 (Sanity)

Alcoholic Beverages: 24%
Entertainment: 22%
Beauty Products: 21%
Electronics: 15%





54%

**Are No Longer Considering The
Purchase Of Big Ticket Items**

(Homes, Cars, Trips, Luxury Goods)

Over The Next 3 Months



What Are Consumers Cutting Back On?





Trusted Brands

We asked consumers which brands they trust most to get them through the crisis



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Scott

Purell



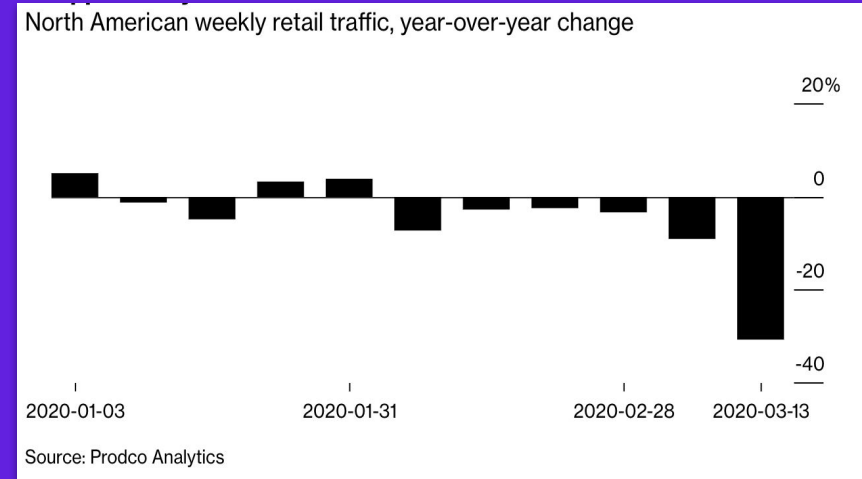


How Are People Buying?

Consumer shopping habits are all across the board with an even three way split between those making more, less, or the same amount of shopping visits vs. last week.

Over the last few weeks, visits to wholesale (33% shopping less vs. two weeks ago) and big box retailers (35% shopping less) have decreased **as consumers begin to fear crowding and lack of inventory.**

While, online shopping (31% shopping more vs. two weeks ago) despite concerns about deliverability and visits to local grocery stores (28% shopping more) both increased.





Sensitivity To Products Made Abroad

A growing group of consumers have started to express a concern about purchasing products made in China both due to concerns about supply chain availability and unsubstantiated health concerns.

- 21% of consumers say they will no longer purchase products made in China including:
 - 29% of all parents
 - 26% of all females

Those under the age of 34 are least likely to be concerned about China products.





Stocking Up On Food

As consumers practice social distancing consumers are stocking up on foods to last them for weeks and months, the products most stocked up on are:

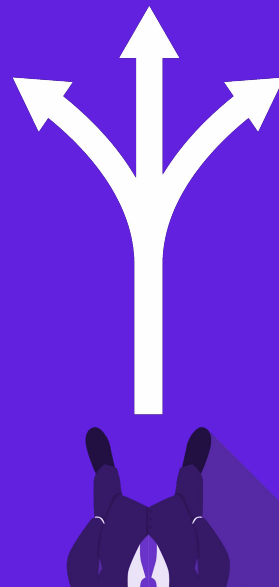
Must Haves

Snacks: 71% | Canned Goods: 68% | Pasta: 66% | Dairy Products 66%

Need To Haves

Water/Juice: 60% | Fruits: 60% | Cereal/Oatmeal: 60% | Frozen Vegetables: 58% | Frozen Meals: 54%

Fastest Growing Product: Oat Milk with 428% growth in retail sales during crisis*





Most Shopped Food Brands

We asked consumers which foods brands they stocked up on most



A FreshDirect warehouse team member has tested positive for coronavirus — they were not involved with food preparation or deliveries

Rosie Perper Mar 18, 2020, 8:11 PM



A FreshDirect driver loads boxes into his truck in New York. AP Photo/Mark Lennihan, File



CREAT
MORN
VIEN



Beer & Liquor

Beer & spirits companies have also seen a boom in sales as consumer stock up. Here is what consumers are purchasing more of in the past week:

Vodka: +50%

Domestic Beer: + 48%

Tequila: +42%

Craft Beer: +36%

Hard Seltzer: +36%

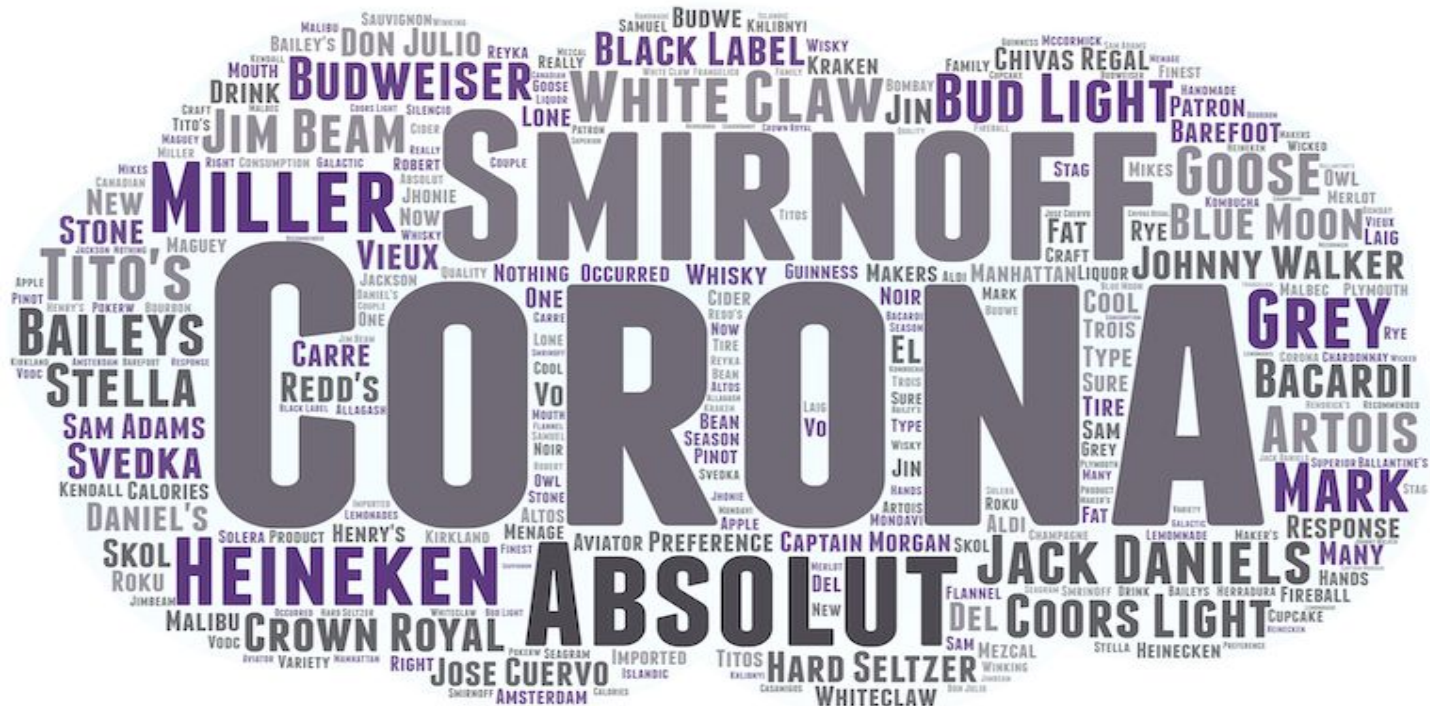
Rum: +36%





Most Shopped Beer & Liquor Brands

We asked consumers which beer & liquor they stocked up on most





Quick Service Restaurants

38% of consumers are visiting QSRs more in the past week. QSR locations with the highest increase in visits include:

McDonald's: 58%

Dunkin' Donuts: 40%

Burger King: 38%

Starbucks: 36%

Wendy's: 35%

Chipotle: 35%

Business

Pizza delivery in a pandemic: Domino's is hiring 10,000 workers

+ Add to list

Pizza delivery, it's what's for dinner. Domino's prepares by announcing it is hiring.

Responding to COVID-19: Fast Food Focuses on Drive Thru, Pickup

Both will be powerful tools to keep customers safe during the coronavirus crisis.

Trump Encourages Fast-Food Brands to Keep the Drive Thru Open

Subway franchisees also recently asked corporate for financial relief.



42%

**Do Not Trust The Safety Of
Any Food Prepared QSRs
For Fear Of Infected Preparers**





Stocking Up Home Care Goods

Consumers have also been stocking up on home care goods causing inventory issues in many categories once considered to be “low involvement”

The Must Haves

(+50% have stocked up on)

- Toilet Paper (64%)
- Antibacterial Soap (64%)
- Disinfectant Wipes (61%)
- Paper Towels (61%)
- Disinfectant Spray (59%)
- Dish Soap / Detergent (50%)
- Laundry Detergent (50%)

The Should Haves

(+25% have stocked up on)

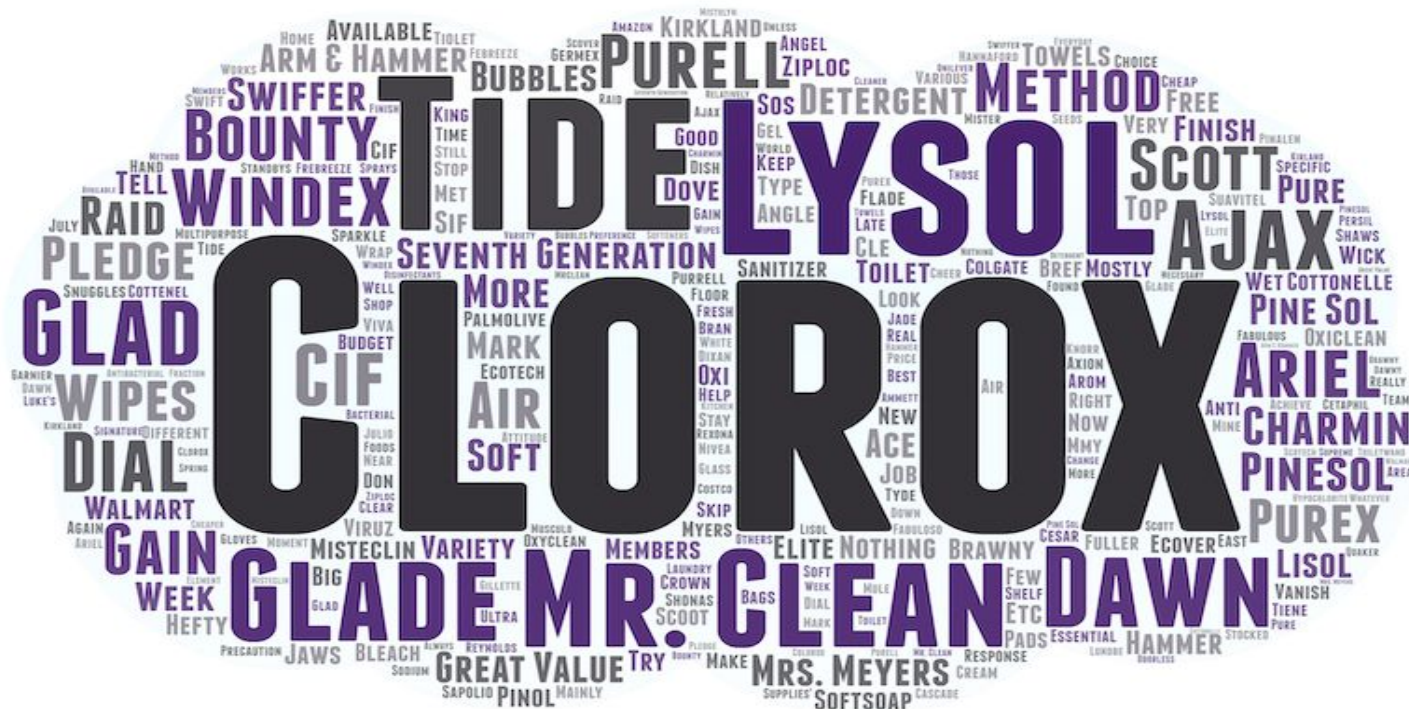
- Latex Gloves (43%)
- Trash Bags (42%)
- Floor Cleaner (36%)
- Air Freshener (32%)
- Sponges (30%)





Most Shopped Home Care Brands

We asked consumers which foods brands they stocked up on most





Efficacy Of All Natural Cleaning Products

Consumers are questioning the effectiveness of all-natural cleaning products amidst the COVID-19 crisis.

- 40% are unsure of natural/organic products efficacy in terms of warding off viruses and bacteria.
- 30% say they are as effective as non-organic products, 12% say they are less effective.





Stocking Up Personal Care Goods

Consumers have also stocked up on personal care items although there are very few reported supply issues in this category outside of OTC medicine items.

The Must Haves

(+40% have stocked up on)

- Shampoo (53%)
- Bars Of Soap (50%)
- Toothpaste (47%)
- Body Wash (43%)
- Conditioner (40 %)

The Nice To Haves

(+25% have stocked up on)

- Hand Lotion (36%)
- Body Lotion (32%)
- Razors (27%)
- Hair Gel (26%)
- Lip Balm (25%)





Most Shopped Personal Care Brands

We asked consumers which personal care brands they stocked up on most





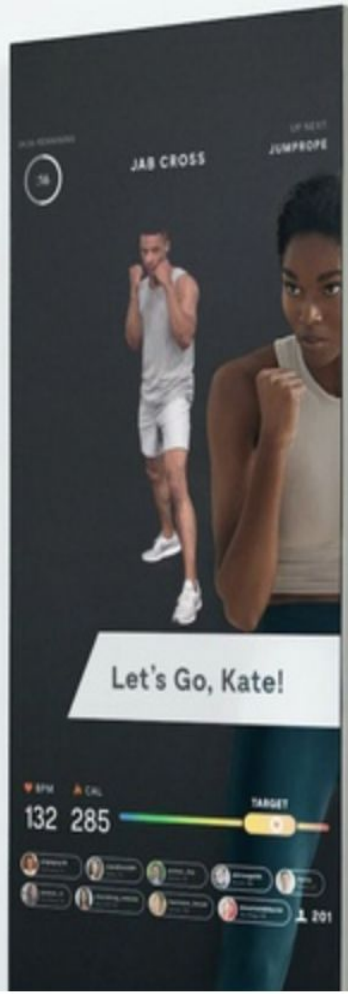


31%

**Of Woman Have Now Stopped
Wearing Makeup Each Day**







BARRON'S

Coronavirus Interests Magazine Data Advisor

Peloton Stock Soars as Gyms Close and Home Workouts Spike

By Eric J. Savitz March 17, 2020 4:14 pm ET

USA TODAY

CORONAVIRUS IMPACT

Stores cut hours or close

FEES & PAYMENTS

Credit card breaks

HOW TO MANAGE INVESTMENTS

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Amid coronavirus, Peloton gives new users free workouts for 90 days – no bike needed

Forbes

Billionaires Innovation Leadership Money Business Small Business

Peloton, Mirror, FightCamp And A \$12,500 Indoor Bike: The Best Home Gym Equipment For Your Remote Workout Routine

FINANCIAL TIMES

Consumer trends

+ Add to myFT

Fitness catches the streaming bug as coronavirus forces gyms to close

Pandemic spurs at-home workouts while high-end indebted chains suffer



Social Media / Streaming Habits

81% of all consumers are consuming more entertainment based content than just a week ago including:

Television: 55% | **Streaming Services:** 54% | **Social Media:** 52% | **Internet Media:** 51%

Consumers are gravitating towards Twitter as they follow the real-time developments of COVID-19 crisis. The following are usage increases of social platforms vs. a week ago:

Twitter + 44%

Facebook +29%

Instagram +26%

Linkedin +18%







Tech Solutions / Work From Home

As millions of consumers now work from home many are forced to rely on new technology solutions to work from home efficiently:

41% said they do not have the proper equipment/office set-up to work efficiently from home

18% had employers send them stipends or products (laptops, monitors, keyboards, etc) to enable more productivity

31% are concerned about reliability of home internet to work efficiently





Most trusted Tech & Entertainment Brands

We asked consumers which technology & entertainment brands they trust most during the crisis





57%

**Of Parents Working From Home
Cited Challenges With Working
Efficiently On A Daily Basis**





Trusted Sources

Consumers are increasingly trusting the government especially as a bipartisan approach has become to take hold during this crisis.

Consumers trust the following sources for accurate COVID-19 information:

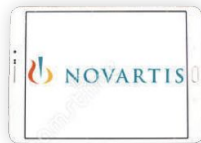
**61% trust the government
(up from 19% two weeks ago)**

57% trust scientists/doctors

52% trust national news

18% trust Facebook







Family Activities

Families are getting adjusted to being together in close quarters. 46% of parents say they are already struggling to identify engaging family activities. Parents have increased the following family activities over the past week:

Watching Movies: +39%

Board Games: + 23%

Online Games/Classes: +18%

Art Projects / Coloring: +14%

Cooking: +11%

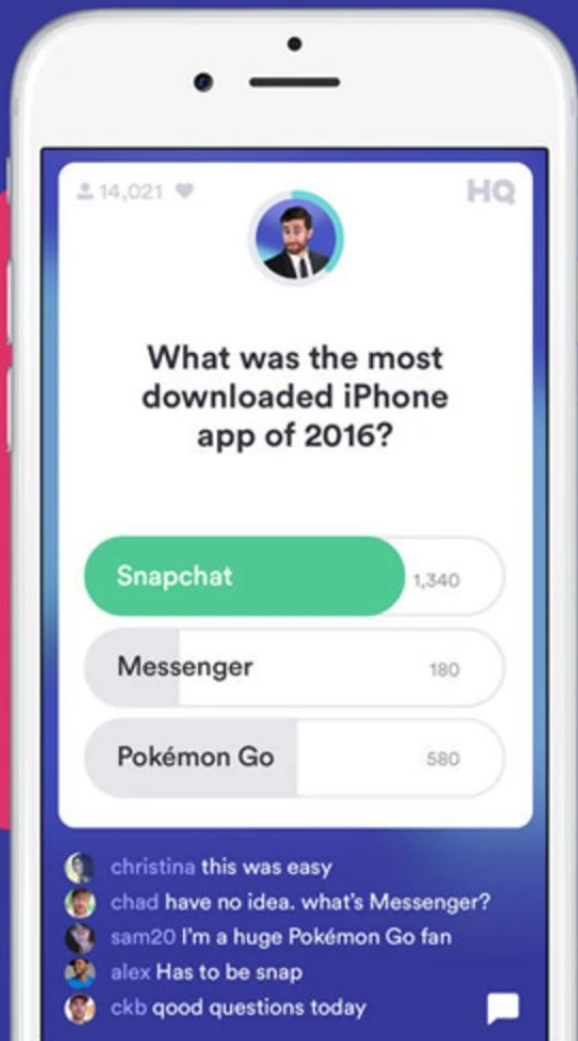




47%

**Of Men Aged 18-34 Are
"Very Much Affected"
By The Cancellation Of
The NBA Season**







COVID19 Insights Hub

www.suzy.com/covid19

COVID-19 Consumer Insights Hub

Powered by Suzy

Real-time insights from real U.S. consumers about how the COVID-19 pandemic is affecting them. So you can stay informed, stay agile, and plan your next move. Check back daily for the latest insights about COVID-19 and the state of the U.S. consumer.

Subscribe Today.
Get Suzy's consumer insights newsletter delivered to your inbox.

Get up

New Statistics

Keep up with the latest insights as they come in.

16%
of consumers
said it is very important that the federal government act quickly to help small businesses survive COVID-19, and only 15% disagree or strongly disagree.
Mar 15, 2020

67%
of consumers
said it is strongly important that the federal government act quickly to help small businesses survive COVID-19, and only 15% disagree or strongly disagree.
Mar 15, 2020

17%
of small business owners
said they are likely to change the way they are doing business during the COVID-19 crisis.
Mar 15, 2020

16%
of small business owners
said they are likely to change the way they are doing business during the COVID-19 crisis.
Mar 15, 2020

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Consumer Sentiment Tracker

Every 5 days we will be tracking consumer sentiment about COVID-19, trust in the media, and willingness to go back in public.

1 How are you preparing for the Coronavirus pandemic? Have you ever felt this way?

I am changing some and feeling a little worried. I have a 2 year old child going to school and we have decided to stay home until we feel safe. I am worried about the economy and how it will affect my job. I am also worried about the health of my family and how it will affect my life. I am also worried about the health of my family and how it will affect my life.

Mar 16, 2020

2 Which it comes to the Corona virus pandemic, what are you most concerned about?

The health of my family and how it will affect my life. I am also worried about the economy and how it will affect my job. I am also worried about the health of my family and how it will affect my life.

Mar 16, 2020

How is consumer sentiment changing over time?

Starting on March 16, 2020, Suzy made the following three questions available to the same 1,000 U.S. consumers:

- How concerned are you about the news surrounding the Coronavirus?
- How much do you trust the media reports about Coronavirus?
- How has the Coronavirus affected your willingness to participate in social activities?

The graph on the right reflects the top two line items mentioned for each topic, meaning the two highest categories of responses for #1, "I am extremely concerned" and for #2, "I don't trust the media at all." Trust the media at all" and "I am not concerned at all" are the two lowest categories of responses for #1 and #2. The graph will be updated every three days to give you an accurate map on how consumer sentiment is shifting over time.

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**Questions?
Reach Out At Any Time.**



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