Consumer Behavior Evolution through COVID-19

globalwebindex

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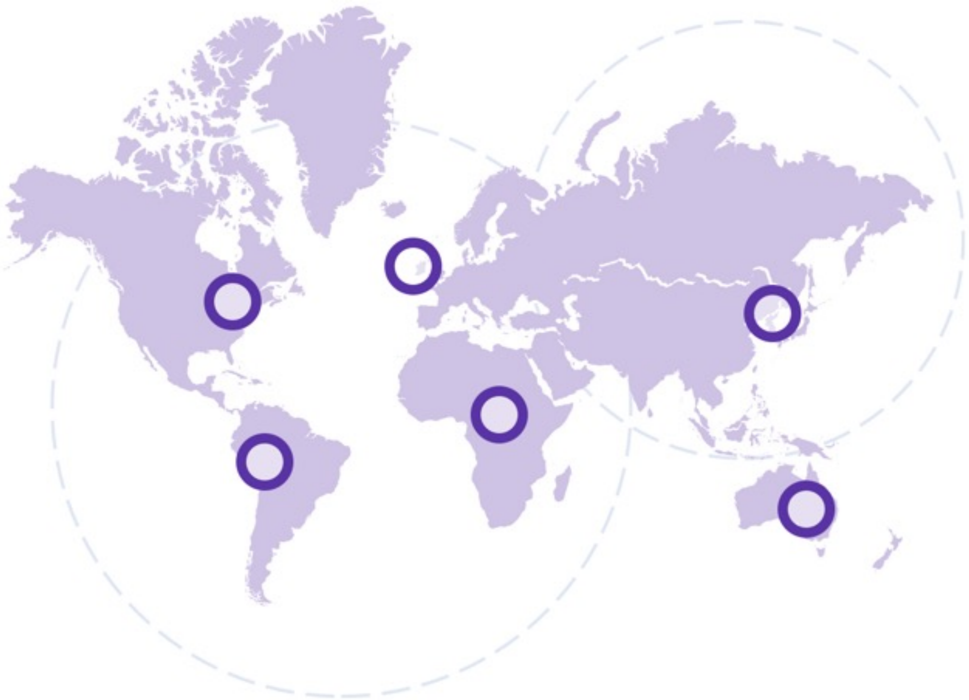
Talking points

Who is GlobalWebIndex?

Leading provider of consumer insights, and home of the world's largest study on the digital consumer.



GlobalWebIndex

46
Countries

550k +
Interviews per year

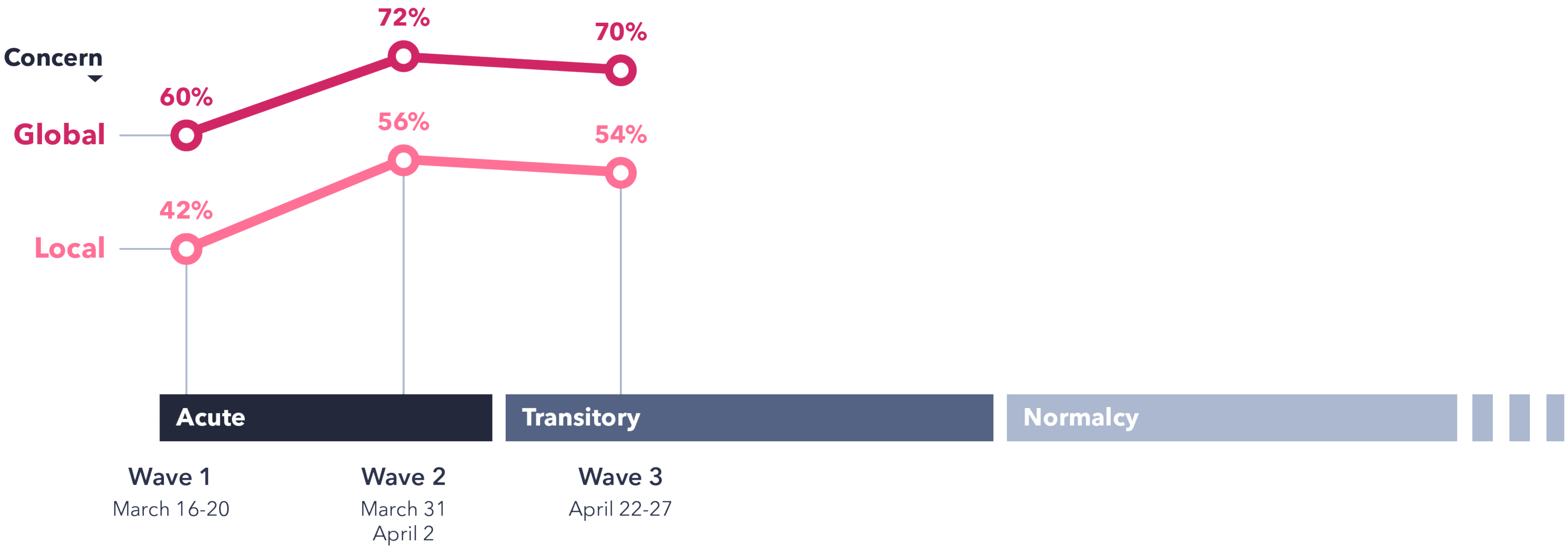
22M+
Panelists

40,000 + datapoints, 360 degree view of digital life

- Demographics
- Attitudes & lifestyle
- Device ownership & access
- Online activities & behaviors
- Brand
- Apps & social media
- Commerce
- Marketing touchpoints
- Segmentations
- Media consumption

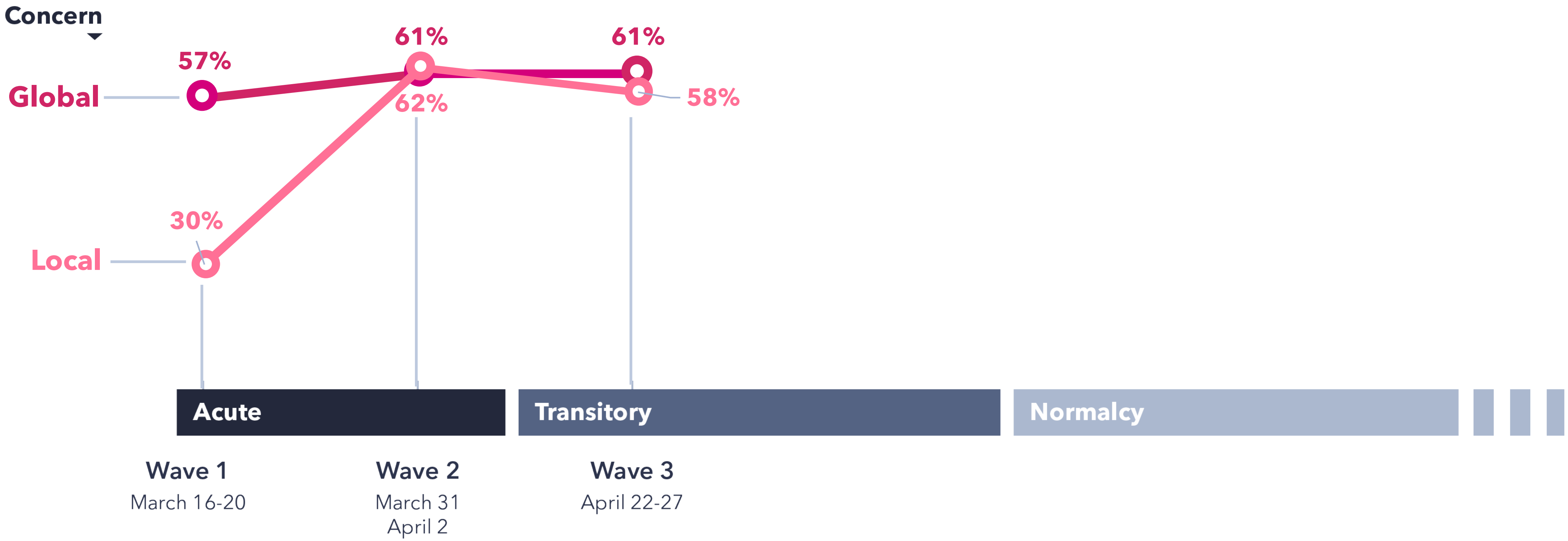
Where are we at now?

Phases of consumer reality in the COVID-19 wave



2020 GlobalWebIndex | Source: GlobalWebIndex Coronavirus Studies, March 16-20, March 31-April 2, and April 22-April 27 **Base:** 12,845 internet users aged 16-64 in 13 global markets, 15,079 internet users aged 16-64 in 17 global markets, and 15,275 internet users aged 16-64 in 17 global markets

Phases of consumer reality in the COVID-19 wave: U.S. Perspective

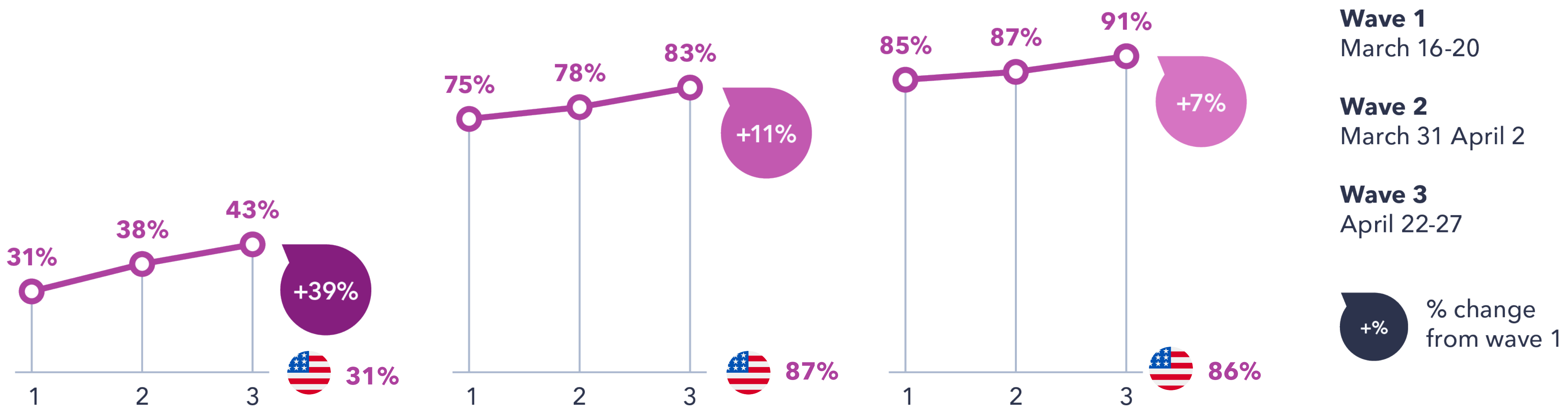


2020 GlobalWebIndex | **Source:** GlobalWebIndex Coronavirus Studies, March 16-20, March 31-April 2, and April 22-April 27 **Base:** 12,845 internet users aged 16-64 in 13 global markets, 15,079 internet users aged 16-64 in 17 global markets, and 15,275 internet users aged 16-64 in 17 global markets

Consumers becoming aware of full financial impact

% who expect the COVID-19 outbreak to have a **big/dramatic impact** on the following

Personal finances | **National economy** | **Global economy**



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Safety first

Many consumers are not in a rush to go back to public places

% who say that, once they re-open, they will **start visiting** shops/indoor venues/outdoor venues within the following time-period

	Shops	Indoor Venues*	Outdoor venues**
Immediately	9%	4%	6%
Very quickly	18%	10%	10%
Quite quickly	15%	9%	10%
Not for some time	37%	32%	31%
Not for a long time	10%	32%	28%
Not sure	11%	14%	16%
NET quite/very quickly	33%	19%	20%
NET not for some/long time	47%	64%	59%

*Indoor venues such as sports arenas, concert halls, cinema complexes etc. | **Outdoor venues such as sports stadiums, music festivals etc.

2020 GlobalWebIndex | **Source:** GlobalWebIndex Coronavirus Study, April 22-April 27 **Base:** 15,275 internet users aged 16-64 in 17 global markets

Indoor venues reaches 60% or higher in 10 markets for those who say they will wait for some/quite a long time

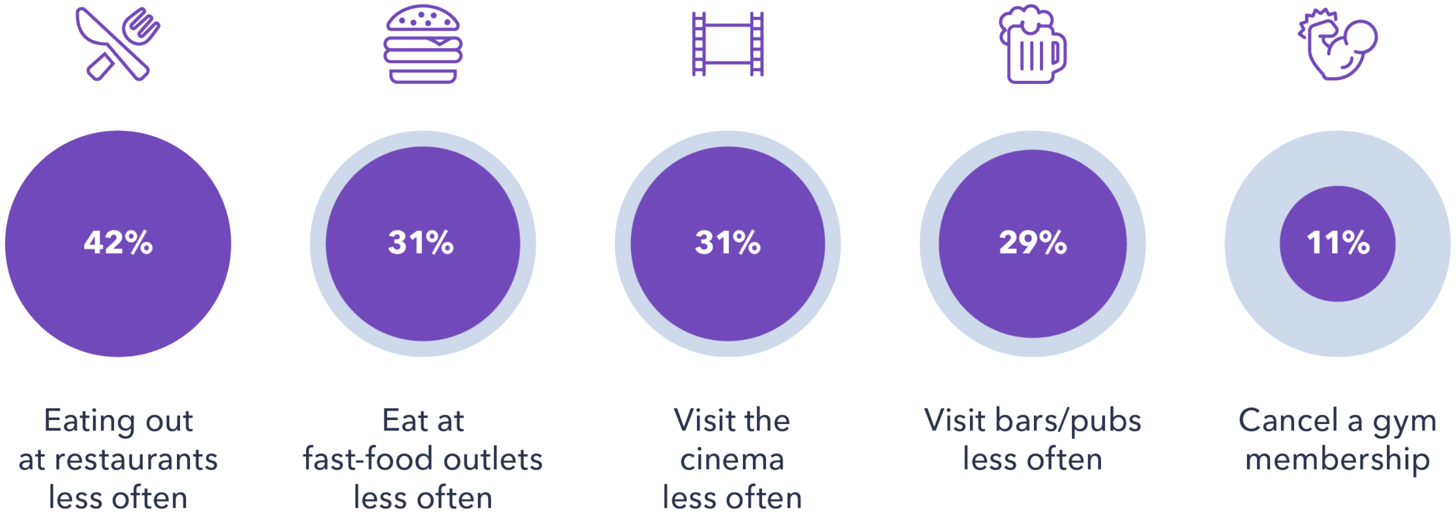
Peaks in China with **71%** saying they'll wait to visit indoor venues, and only drops to **48%** in Australia

Gen Z are more inclined to say they'll **return to shops & indoor venues quickly** versus older generations

In the US, nearly 60% say they are going to wait **some/long time to return to indoor & outdoor venues, in line with global averages**

Out-of-home leisure activities might see a more long-term reduction – but there's big market differences

% who **expect to do the following** after the outbreak is over



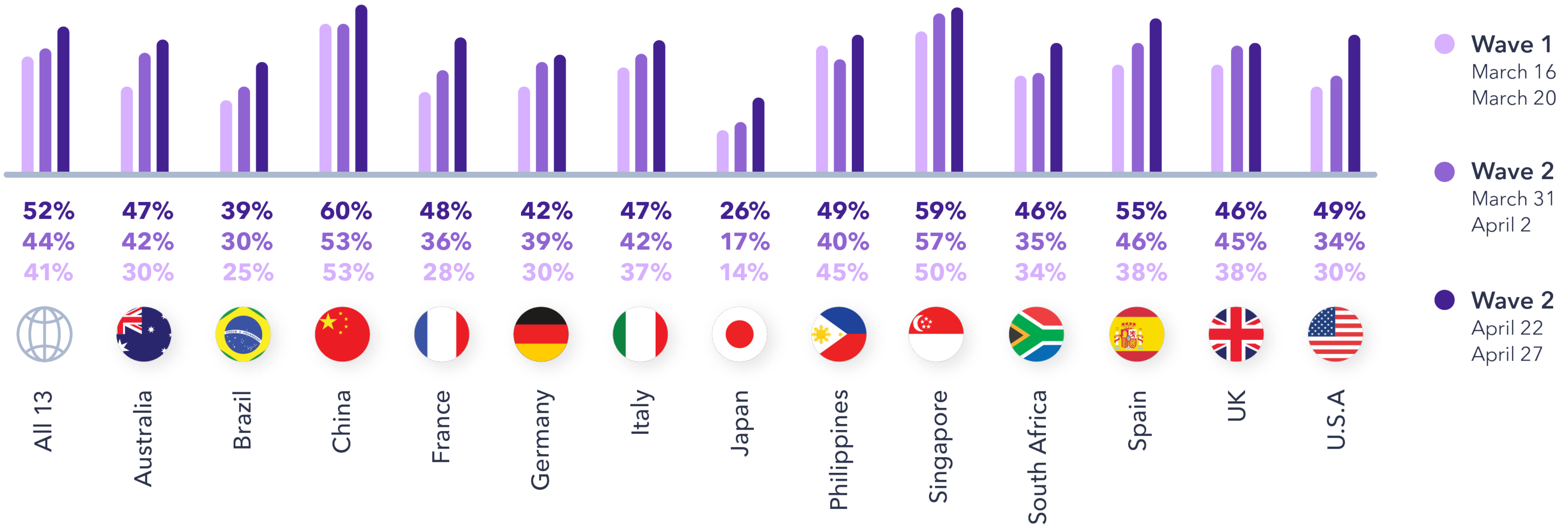
Eat at restaurants less often
- **India** 54%
- **Japan** 16%
- **France** 19%
- **USA** 32%

Eat at fast-food outlets less often
- **Philippines** 54%
- **Japan** 9%
- **Australia** 17%
- **USA** 19%

Japan, Australia, France, and Germany most inclined to select "none of the above" – reaching 75% in Japan with the US falling in the middle of the pack at 52%

Travel purchases continue to be the most delayed category, and it's rising over time

% who say they've **delayed purchasing vacations/trips** as a result of the coronavirus/COVID-19 outbreak



2020 GlobalWebIndex | Source: GlobalWebIndex Coronavirus Studies, March 16-20, March 31-April 2, and April 22-April 27
Base: 12,845 internet users aged 16-64 in 13 global markets, 15,079 internet users aged 16-64 in 17 global markets, and 15,275 internet users aged 16-64 in 17 global markets

Vacations are a priority purchase for consumers, especially in the U.S.

% of internet users in the U.S who will **prioritize purchasing** the following…

30% Vacations/trips

9% Clothes

4% Smartphone

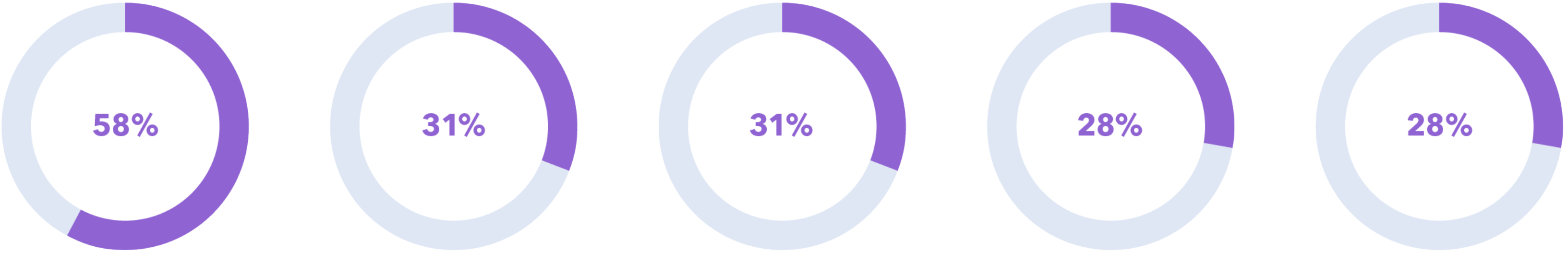
6% Home devices /appliances

5% Personal electronics

61% of vacation delayers in the U.S. who will prioritize purchasing vacations/trips

Not so clear cut though – safety is front-of-mind

% who say the following would give them confidence to start traveling again



When I feel it's safe to travel

The government lifting "lockdown" /"stay-at-home" restrictions

Travel advice being provided by the government

Countries re-opening their borders

Feeling secure in my job/finances

Travel advice from government spikes to around **40%** in markets like **Singapore, Australia, India** and the **UK** – drops to **19% in the U.S. and 11% in Italy**

Among **vacation delayers, safety concerns** increases to **65%**

Safety is the top choice across all generations, peaking at 65% for boomers

Future travel centered on staying local, emphasizing the importance of safety

% who say they expect to **do the following after** the outbreak is over

Having more **staycations/local trips** is at **23% in the U.S.** and taking more vacations in your **home country is at 18% in the U.S.**

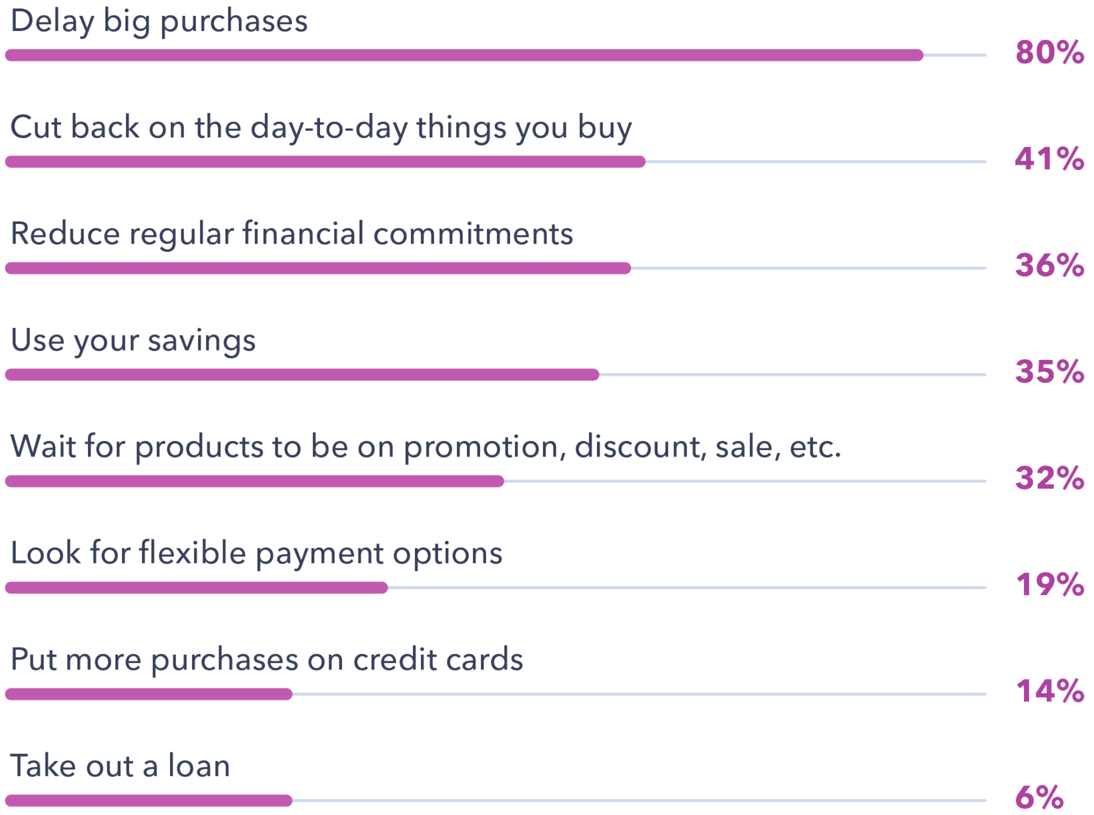
We see a tendency for consumers to see the situation in their country as **better, and safer**, than the global picture

Higher income earners almost **2x** as likely as **lower earners** to say they'll take more domestic vacations

How purchasing is changing

Revenge spending might be some time away

% who will **do the following after** the coronavirus outbreak



15%

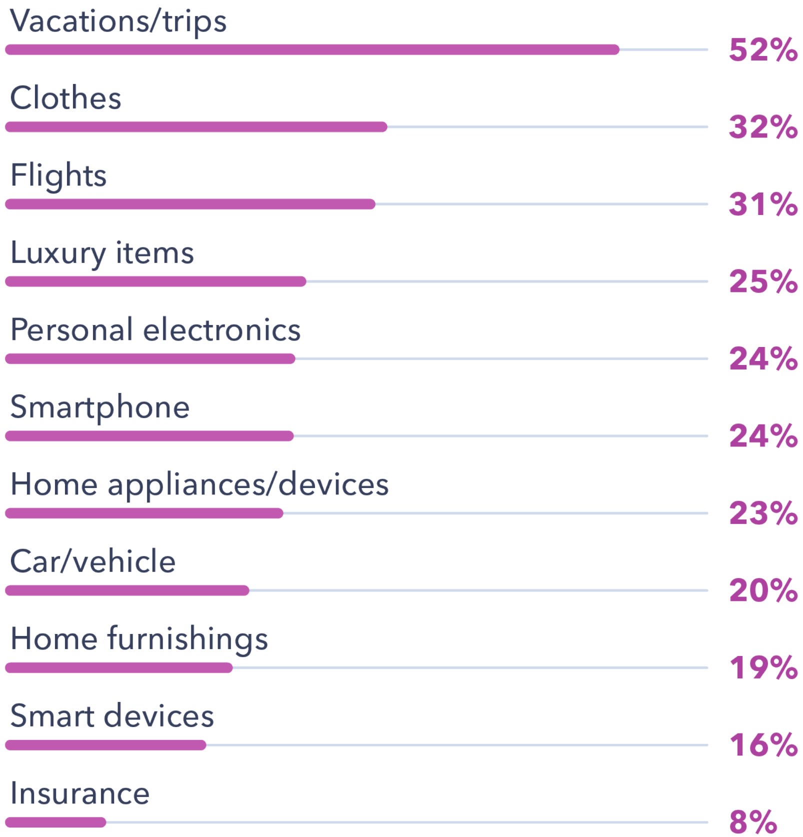
of U.S. consumers plan to dip into their savings due to the coronavirus

80%

of U.S. consumers approve of brands running promotions/ offers/loyalty perks

Not just big-ticket purchases getting delayed

% who have **delayed the following** purchases due to the coronavirus outbreak



46%

of U.S. consumers delaying luxury purchases would **wait for promotions/ offers to make them**

Most consumers in the U.S. planning to wait until the outbreak is over in their country

% who say the following is when they plan to buy purchases they have delayed

A lot of consumers remain unsure

In South Africa, 1/3 of consumers will only wait until the outbreak is over in their countries

In Singapore, 1/3 are waiting for the global outbreak to curb before spending

All eyes should be on China right now, which serves as an important example for Western companies.

In the U.S., vacations and home goods top the list for purchase delayers

% who have **delayed the following purchases and will prioritize** them after the outbreak

61% Vacations/trips

53% Home devices /appliances

49% Home furnishing

46% Car/vehicle

38% Clothes

34% Personal electronics

31% Flights

13% Luxury items

Price is not the only factor

% who say the following will influence **which brands/companies they buy from** after the outbreak

Consumers in China are

23% more likely

to buy from brands that helped people during the outbreak

Consumers in the USA are

39% more likely

to buy from local / independent brands but **less** likely to buy from brands that helped during the outbreak

What role should brands play?

What brands should be doing in response

80%

Offer **flexible payment** terms for consumers

U.S.
73%

71%

Produce **lower-cost versions** of their normal products

U.S.
68%

62%

Continue to sell **non-essential** items via their websites

U.S.
76%

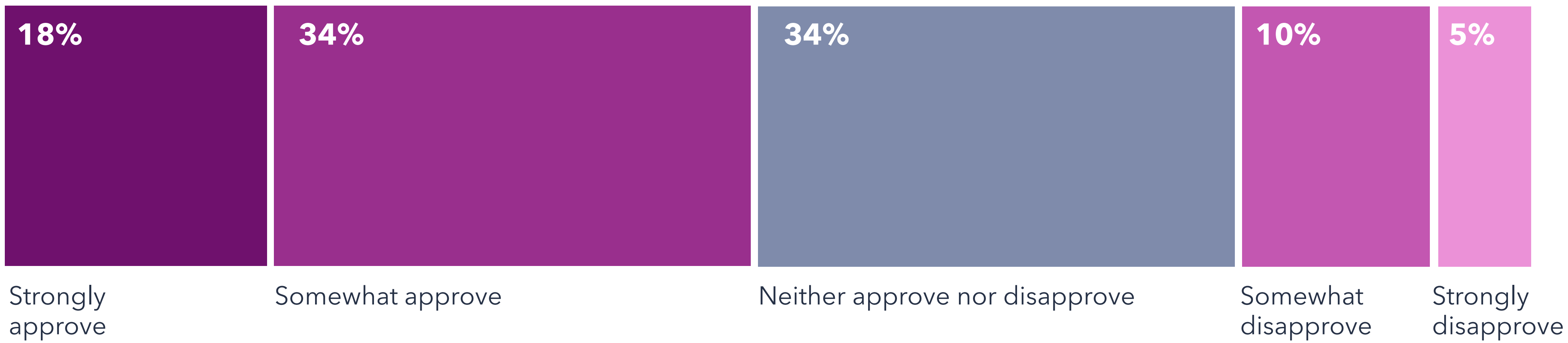
76%

Suspend normal factory production to **help produce essential supplies**

U.S.
75%

Should brands continue advertising as normal?

% who approve / disapprove of brands running "normal" advertising campaigns



Across markets, consumers are receptive toward normal brand advertising

% who **approve** of brands running "normal" advertising campaigns

Australia	51%
Brazil	64%
China	50%
France	44%
Germany	51%
Italy	53%
Japan	36%
Philippines	52%
Singapore	44%
South Africa	49%
Spain	60%
UK	49%
USA	49%

A heightened demand for convenience

Increase in buying for home delivery expected to long outlast the pandemic

% who say they expect to do the following after the outbreak is over

Even for those who had NOT purchased a product online recently, home delivery is still the #1 at 29%

Convenience a big driver among the premium shopper:

47% of brand conscious consumers will buy things online for home delivery

Perhaps surprisingly, it's a big driver for the "ethical" shopper as well:

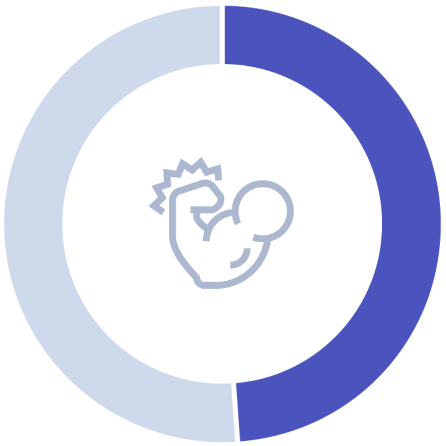
45% of those who want brands to be eco-friendly

43% of those who want brands to use local suppliers

47% of those who want brands to be socially responsible

Convenience reshaping the future of exercise

% of regular gym-goers who are planning to **exercise at home more** post COVID-19



49%

Half

people who regularly go to the gym (pre COVID-19) said they're going to exercise at home more frequently post-COVID-19

The most committed gym goers are a potential flight risk:

- People who go the gym "most days" a week pre COVID 19 are **55%** more likely than average to say they're going to cancel their membership, and **39%** more likely than those who go 2-3 a week
- Streaming classes will make a lasting impact on fitness culture

The work-from-home revolution in full swing, especially for certain industries and roles

% of people who **plan to work from home more** frequently post-crisis:

24%

35% of those in IT/ software/ telecommunications

32% of those in large companies (1000+ employees)

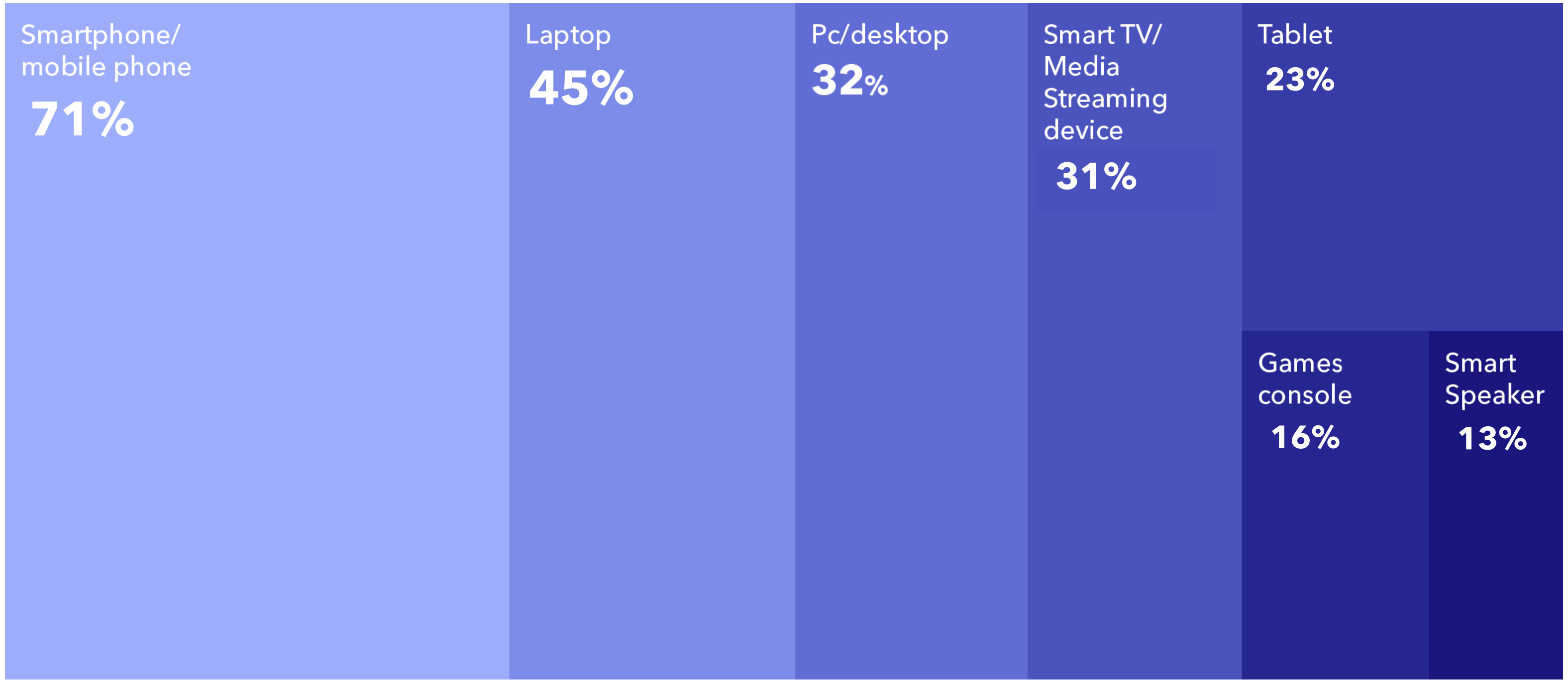
31% of those responsible for purchasing/ procurement

30% of those responsible for client/account management

Media consumption has changed

Time spent on all devices increasing

% who say they're spending more time using the following devices since the start of the coronavirus / COVID-19 outbreak

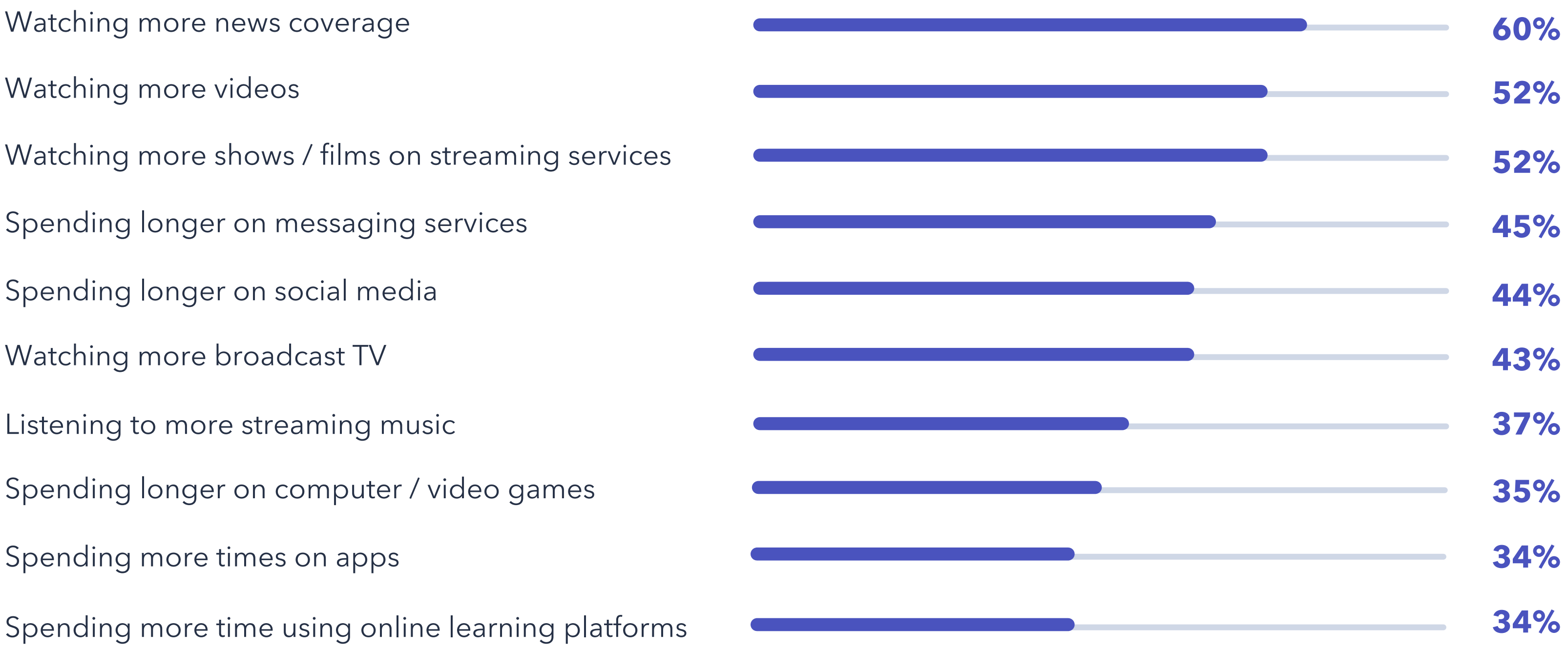


Despite spending more time at home, people still turn to their **mobile devices** much more than desktop

Shows the clear movement of mobile-first even when we're stationary

Increase in media consumption across all types

% who say they've been doing the following at home because of the coronavirus / COVID-19 outbreak



96%

Of people are **consuming more digital media**

Revival of broadcast TV

Nearly

1 in 2

people are watching more **broadcast TV**

Markets above this:
France, Italy, Japan, Philippines

Points to the importance of news TV – especially European countries, epicenters of outbreak

Not exclusive to traditional TV groups:

43%

of heavy users of online TV/ streaming are watching more TV

41%

of 16-24's

42%

of 25-34's

In-home entertainment might last among key audiences

	Will watch more streaming services	Will visit the cinema less
All	20%	31%
Cinema goers	25%	37%
Japan	1.71	2.61
France	1.21	1.37
Germany	1.66	1.61
U.S.A.	1.08	1.41
Ireland	1.27	1.42
UK	1.13	1.31

	Won't return to large indoor venue for quite some time	Won't return to large outdoor venue for quite some time
All	32%	36%
Interested in live event/festivals	30%	36%
Spain	1.20	1.18
Germany	1.19	1.22
China	1.18	1.29
UK	1.16	1.25
U.S.A.	1.13	1.11
Italy	1.12	1.14

In the U.S., 29% of consumers would like to see livestreams of virtual performances / gigs from artists during the outbreak

Increased social media for professional, not just personal, reasons

More likely to be spending more **time on social media**

19%
Responsible for client / account management

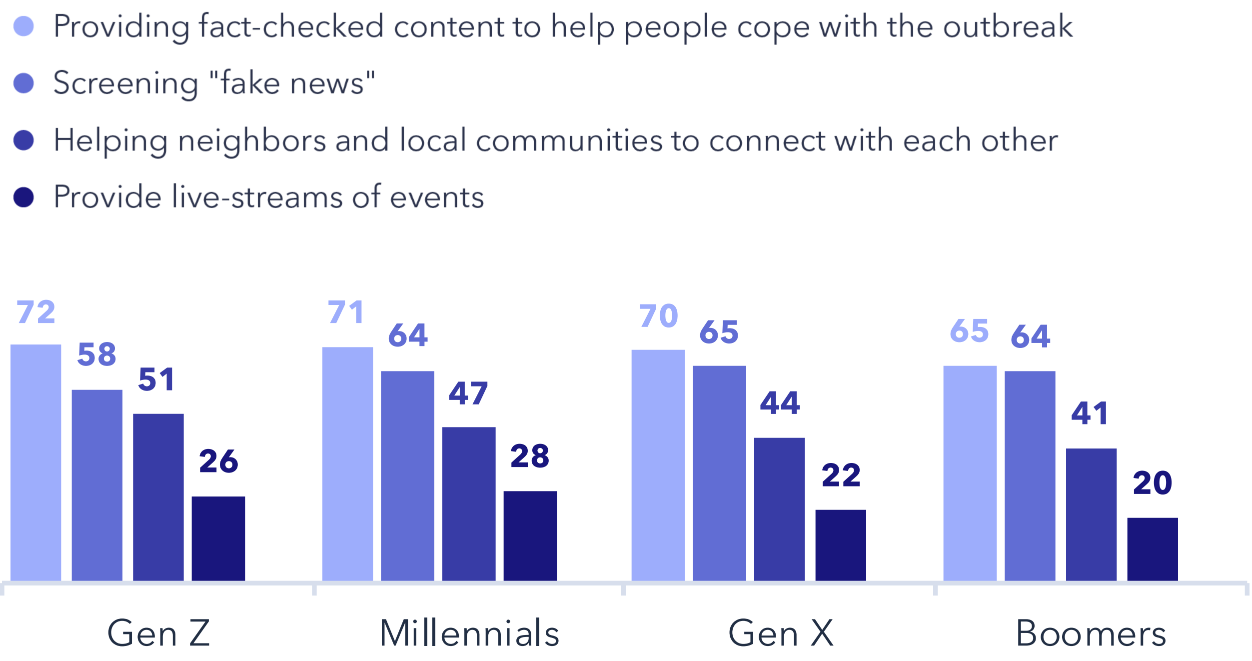
21%
Responsible for software development / engineering

28%
Those who use the internet for business-related networking

16%
Those who are interested in business

2020 GlobalWebIndex | Source: GlobalWebIndex Coronavirus Study, March 16-20 **Base:** 4,179 internet users who are decision-makers or senior decision-makers at work, 728 internet users who work in IT, 2,775, internet users who report one of their reasons for using the internet is business-related networking, and 3,282 internet users who have a personal interest in business in 13 global markets

All consumers want social media to provide fact-checked, reliable news above all else



44%

Spending more time on social media

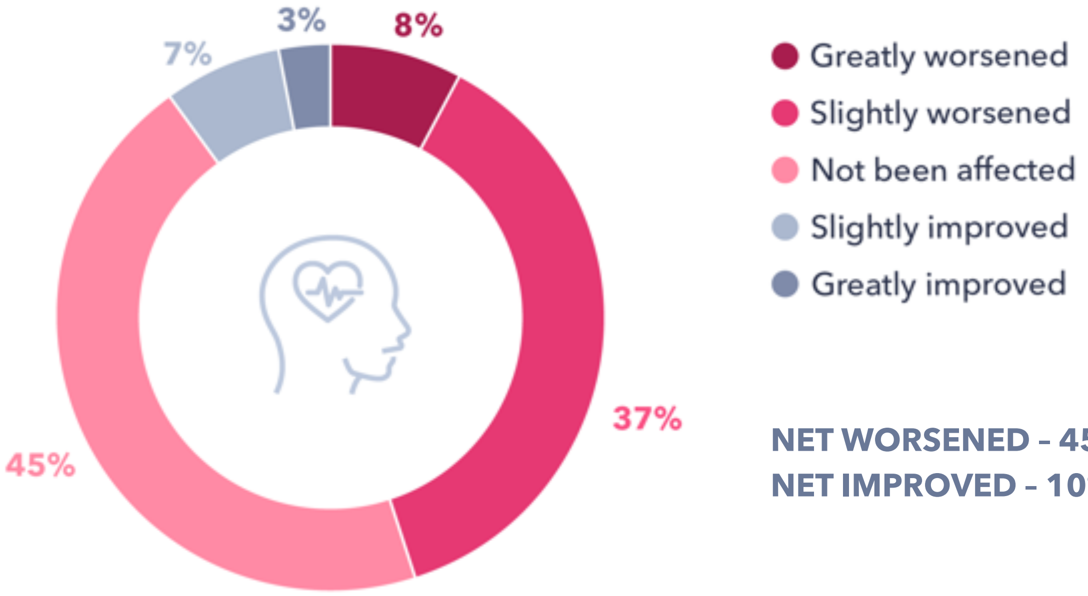
33%

In the U.S.

Mental health matters

Mental health has either gotten much worse, especially for vulnerable groups, or not been affected

% of 18-64-year-olds in the U.S./UK who say their mental health has been affected to the following extent during the outbreak



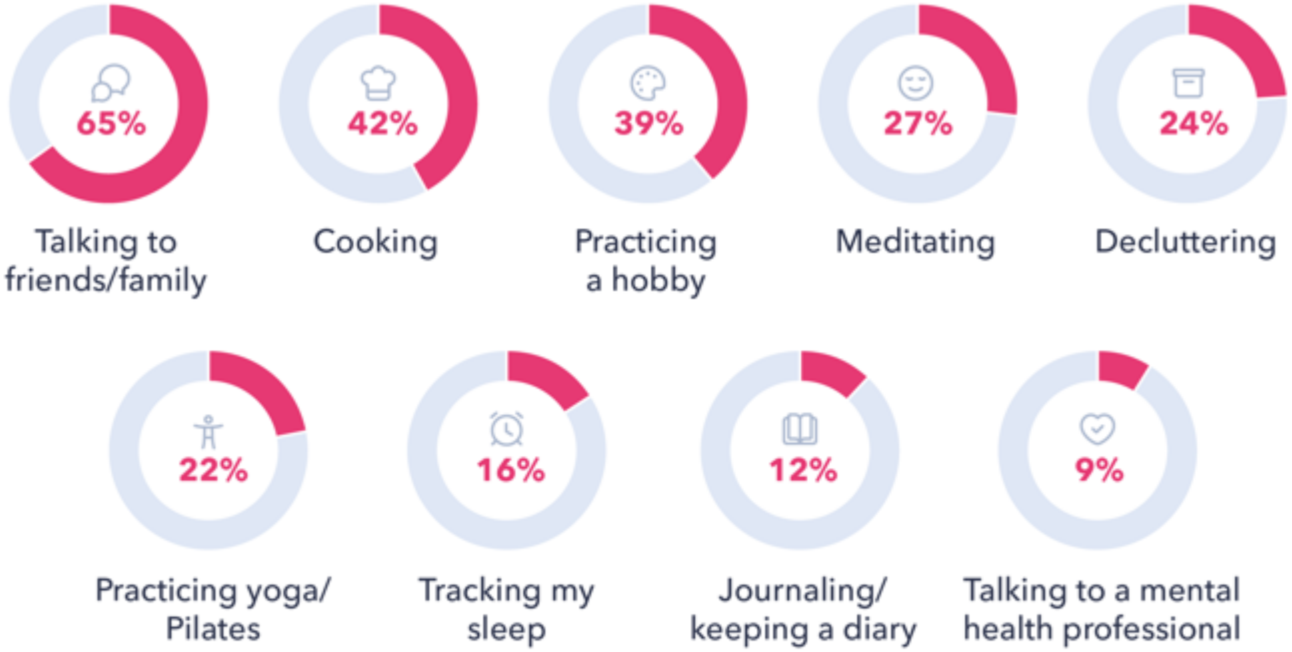
NET WORSENED – 45%
NET IMPROVED – 10%

76% of those concerned about their mental health in the U.S. say their mental health has worsened during the outbreak (only 15% say they haven't been affected)

46% of lower-earners in the U.S. say their mental health has worsened compared to 30% of higher-earners.

Talking with loved ones and mindful activities offer a break

% of 18-64-year-olds in the U.S./UK who say they're doing the following at home to look after their mental health during this time



Clean space, happy mind?
U.S. boomers are more than 2x as likely as Gen Z to declutter

Breathe in, breathe out
Men are more likely than women to be meditating in the U.S. (35% vs. 26%)

Cooking to destress
52% of millennials in the U.S. are cooking as a way of looking after their mental health – highest of all gens

Wealth has an impact
U.S. higher earners more than 2x as likely as lower earners to be tracking their sleep and practicing yoga/pilates

Stress and anxiety are prevalent, but some are also connecting more

% of 18-64-year-olds in the U.S./UK who say they have experienced an increase in the following feelings since the beginning of the outbreak

	Gen Z (aged 16-23)	Millenials (aged 24-37)	Gen X (aged 38-56)	Baby boomers (aged 57-64)
Stress	44%	44%	41%	42%
Anxiety	35%	42%	45%	46%
Loneliness	34%	25%	32%	21%
Panic	29%	20%	18%	12%
Depression	24%	22%	26%	24%
Connection to others	23%	21%	31%	24%
Relaxation	18%	21%	14%	10%
Gratitude	15%	18%	17%	22%
Compassion	12%	17%	20%	22%
None of these	6%	6%	12%	17%

2020 GlobalWebIndex | **Source:** GlobalWebIndex Coronavirus research April 9-14 **Base:** 2,176 (U.S.) and 1,529 (UK) internet users aged 18-64

But those who are concerned about their mental health and lower-earners are disproportionately affected

% of 18-64-year-olds in the U.S./UK who say their mental health has been affected to the following extent during the outbreak

	Concerned about mental health	Lower income	Higher income
Anxiety	71%	42%	31%
Stress	66%	41%	30%
Depression	56%	28%	13%
Loneliness	44%	32%	19%
Panic	38%	24%	13%
Connection to others	25%	26%	38%
Compassion	19%	18%	19%
Gratitude	19%	16%	19%
Relaxation	13%	20%	15%
None of these	2%	11%	8%

1 in 5 in the U.S. are concerned about their mental health worsening because of coronavirus.

Among this group, feelings of anxiety, stress, depression, and loneliness reach a peak

Top feeling experienced among higher earners in the U.S. is **connection to others** compared to **stress/anxiety** for lower-earners

U.S. consumers expect more support from their government and healthcare providers

% of 18-64-year-olds in the U.S./UK who think the following groups/institutions should be doing more to support mental health at this time

Millennials want action
64% in U.S. want support from their government and 44% want more support from their employer

U.S. places more onus on healthcare providers
51% of U.S. consumers expect more support from healthcare providers vs. 32% in UK

Lower earners need govt. support
57% of lower-earners in the U.S. want support from their government vs. 36% of higher earners

2020 GlobalWebIndex | **Source:** GlobalWebIndex Coronavirus research April 9-14 **Base:** 2,176 (U.S.) and 1,529 (UK) internet users aged 18-64

Key takeaways

Key Insights

We've moved into a more transitory stage characterized by a leveling off of immediate panic but an increase in financial worries that will shape long-term behaviors

Safety is paramount when deciding when to re-enter public life, more so than government recommendations – meaning that industries wanting footfall to increase post-crisis will need to get serious, and vocal, about their sanitation and distancing measures.

But cost isn't the only factor when evaluating brands to buy during and post-crisis; social good is important, and consumers are nearly as likely to want to buy from brands that have helped people during the outbreak as those with good product availability.

The impact on mental health is significant. Vulnerable groups are particularly affected, so it's vital that the right support is available, especially from healthcare and government institutions

Travel might be the hardest hit industry, but it has the potential to bounce back rapidly once restrictions and safety issues lift, as consumers desperately want to purchase vacations over other delayed products.

Convenience has become a way of life and will have lasting impacts across industries like food/restaurants, entertainment, work, education, and exercise.

Find out more

Submit your questions & data requests

trends@globalwebindex.com

Coronavirus research hub

globalwebindex.com/coronavirus

Methodology

Methodology

Wave 1:
N = 12,845
Markets: Australia, Brazil, China, France, Germany, Italy, Japan, Philippines, Singapore, South Africa, Spain, UK, U.S.
Fieldwork: March 16-20

Wave 2:
N = 15,079
Markets: Australia, Brazil, Canada, China, France, Germany, Ireland, Italy, Japan, New Zealand, Philippines, Singapore, South Africa, Spain, UK, U.S.
Fieldwork: March 31 – April 2

Wave 3:
N = 15,275
Markets: Australia, Brazil, Canada, China, France, Germany, Ireland, Italy, Japan, New Zealand, Philippines, Singapore, South Africa, Spain, UK, U.S.
Fieldwork: April 22 - 27

Mental Health Study:
N = 3,705
Markets: U.S., UK
Fieldwork: April 9 -14

Appendix

Nearly half of consumers are stocking up

45%

Purchased extra
food/drink

51%

of 16-24s

49%

of 25-34s

43%

Purchased extra
household supplies

51%

of 16-24s

44%

of 25-34s

Younger people more likely to be stockpiling

Purchasing of extra goods highest in China, Philippines, and the U.S.

Considerably higher in these countries vs. others

Culture of 'buy in bulk' in the U.S. and high availability of good en masse a likely influence

Difficulty in accessing goods and services strongly linked to overall outlook

● Optimistic ● Pessimistic

Optimistic	Pessimistic	
47%	48%	Face masks
24%	47%	Anti-bacterial hand sanitizer/gel
17%	23%	Information about the long-term plan to tackle coronavirus
15%	12%	Things to entertain you/your household
15%	31%	Household essentials (e.g. toilet roll, hand soap)
14%	16%	Medical information
11%	20%	Up-to-date information about the situation in your local area
9%	19%	Up-to-date information about the situation in your country
9%	17%	Food/drink for your household