

CONSUMER FINANCES AND COVID-19

In a world that is changing day-by-day, and even minute-by-minute, so are consumers' financial situations.

IMPACT ON INCOME AND SPENDING

Since the COVID-19 outbreak began...

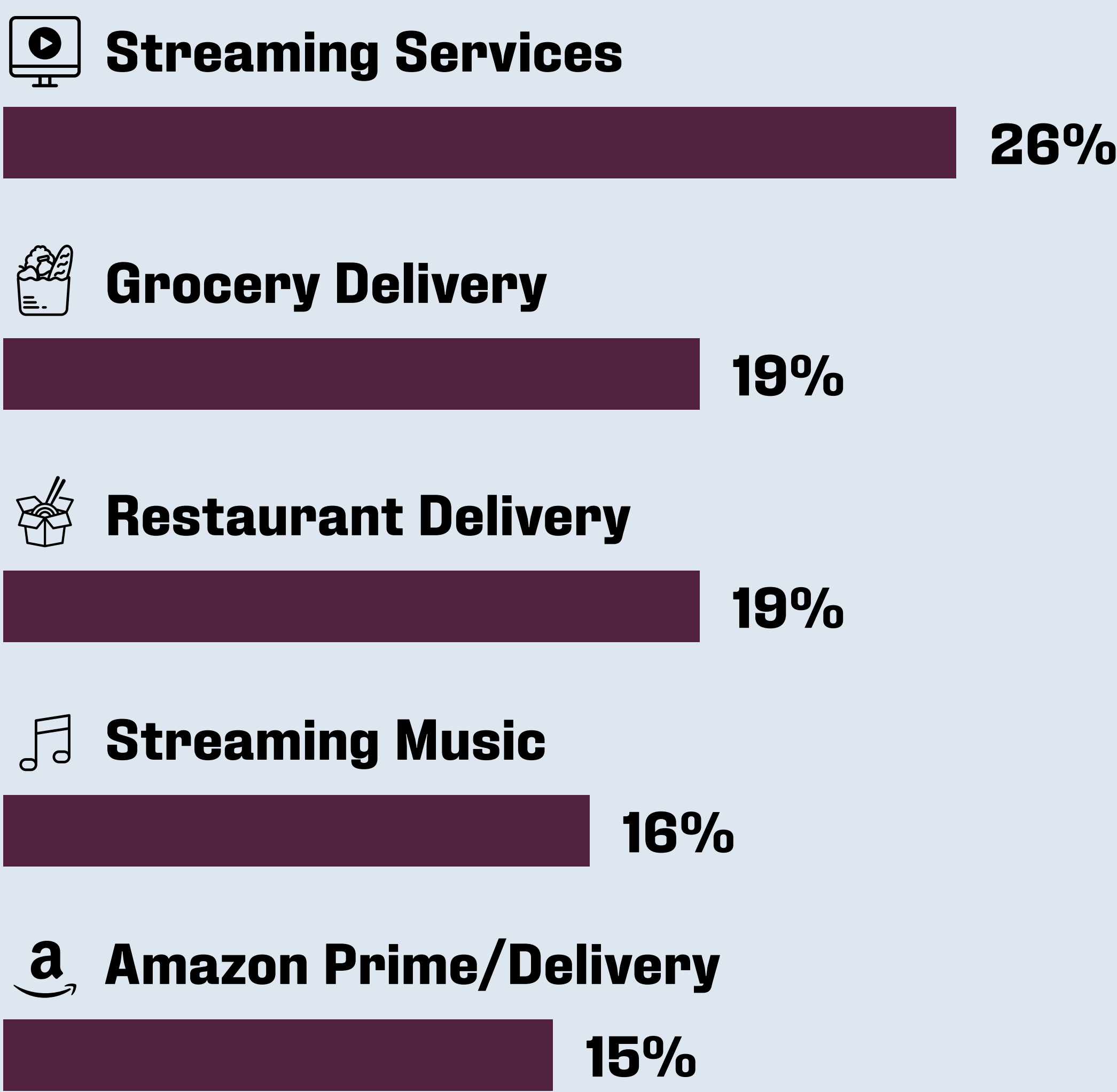
43%

of Americans have experienced a decrease in their household income.

84%

are actively cutting expenses to save money

But consumers are spending more on things that make them comfortable in their homes like subscriptions services—**50% have signed up for a new subscription, delivery or streaming service.**



STIMULUS SPENDING

81%

of consumers have received or expect to receive their stimulus check.



Consumers are split on plans to save or spend their check...



Those making <\$50K are most likely to spend (**57%**), mostly on essentials like food or rent.

STILL OPTIMISTIC

Despite current circumstances, consumers still seem to be optimistic about their finances and are planning for normalcy in the near future.

Three quarters of those negatively impacted are confident their income will return to pre-outbreak levels.

Most (**86%**) express confidence that their income will not decline any further over the next 6 months.

While many consumers have postponed a vacation (**44%**) since March, **six-in-ten** are likely to still go on this vacation within the next 6-9 months.

FINANCIAL PERSONA

Consumers largely fall into one of 4 persona types when it comes to how they are responding financially to the pandemic:

- FROZEN IN ACTION | 36%**
These consumers have not made any changes to their spending habits. They are already living on a tight budget — leaving them limited options to change their financial situation. Most likely to have graduated high school as their highest level of education. Most likely group to earn <\$35k per year.
- ALL HANDS ON DECK | 7%**
Saving their money, cutting out expenses, budgeting and saving for larger purchases. They do not believe they have enough to cover their bills and *save*. They are the group most concerned with their financial situation but are not turning to friends, family or professionals for advice.
- COVERING THEIR BASES | 30%**
Cutting out unnecessary expenses to help manage their finances has been their primary concern, despite not making enough to save money after paying bills.
- KNOWLEDGE SEEKERS | 9%**
Taking action but balancing between cutting expenses for today, while continuing to save and invest for the future. They are seeking financial knowledge and advice from friends, family and online. These consumers have families and feel prepared for the future, they are most likely to have a college or post-grad degree and are most likely to earn >\$100k per year.

