



# CONSUMERS' CONCERN OVER COVID-19 IS HEIGHTENED THIS WEEK –

Sentiment is overwhelmingly negative, with worry, anxiety and boredom bubbling to the top.

## How do these feelings compare to last week?

March 19<sup>th</sup> – 23<sup>rd</sup>, share of community conversation was **78% negative.** (n=352)

It's risen to **88%** this week.

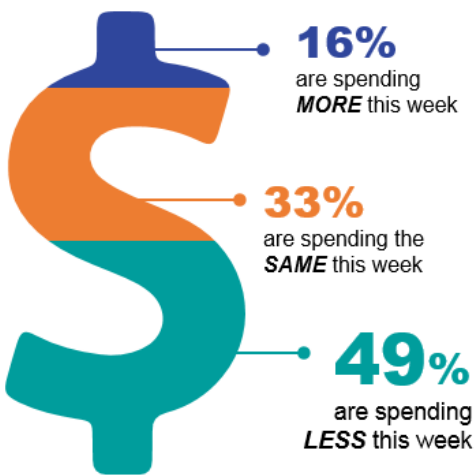
*"I'm feeling overwhelmed because I got laid off from my job and have no income right now. I don't know when this will end, and I'm frustrated, because it is out of my control."*

## HOW DO YOU FEEL THIS WEEK?

Based on AI text analytics processing (n=858)



Note: Themes are not mutually exclusive as the respondents can express more than one theme. Counts are repositioned to illustrate relative share. Only mentions of 4% or greater included.



## THIS SENTIMENT BLEEDS INTO CONSUMERS' SPENDING HABITS AS WELL – WITH A NUMBER CITING FEARS OF UNEMPLOYMENT AS A LEADING CONCERN.

*"I'm worried because we went from my husband working two jobs and my teens each working to now no one is working. I don't know how we'll feed the family, pay our bills, survive in this tiny hot apartment."*

## How is consumers' spending changing?

	CONSUMERS SPEND LESS BECAUSE...	CONSUMERS SPEND MORE BECAUSE...
<p><b>Grocery</b></p>	<ul style="list-style-type: none"> <li>Stocking outages limit purchases</li> <li>Lost jobs limit spending</li> <li>Restaurant closures force consumers to eat out less</li> </ul>	<ul style="list-style-type: none"> <li>Fear drives some to buy in bulk</li> <li>Food delivery is utilized more</li> <li>Limited stock on cheaper items</li> </ul>
<p><b>Entertainment</b></p>	<ul style="list-style-type: none"> <li>Social isolation decreases recreational spending</li> <li>Less travel = less spend on gas</li> </ul>	<p>Some need to occupy children during the day. They...</p> <ul style="list-style-type: none"> <li>Rent movies</li> <li>Test educational subscriptions</li> <li>Purchase games</li> </ul>

Ipsos Online Syndicated Community Discussion Board (n= 766)

### Want deeper, category specific insights?

- ✓ Consumer sentiment and spending
- ✓ Impact on daily life and habit changes
- ✓ Consumer pain points and evolving JTBD

### Contact the Online Communities team to access a **full, customized report:**

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