



# COVID-19 CONSUMER IMPACT AND SPENDING DASHBOARD

Track the impact of COVID-19 on consumer spending in essential and non-essential product categories



The long-term impacts of COVID-19 are still unclear, but consumers have already started to shift their spending behaviors.

**Hanover Research's COVID-19 Consumer Impact and Spending Dashboard** provides you with immediate access to consumer spending data across essential and top non-essential categories. Spending data is presented alongside COVID-19's top impact indicators, including economic, financial, employment, safety and preparedness, physical and mental health, day-to-day behaviors, reopening sentiment, and media consumption. This intuitive dashboard allows you to benchmark and track consumer spending easily across product categories as leading indicators of economic recovery.

## EXAMPLE INSIGHTS\*



**Almost 2 in 5 U.S. consumers**

are not spending in any non-essential product category (38%)



**Consumers appear to be slightly less brand loyal**

in non-essential product categories, as opposed to essential product categories.

*\*Insights taken from wave 1 data collection, April 20-24, 2020.*

## PRODUCT CATEGORIES

### Essential

- ✓ Cleaning Products And Supplies
- ✓ Educational Materials And Services
- ✓ Grocery: Alcoholic Beverages
- ✓ Grocery: Fresh Food
- ✓ Grocery: Frozen Food
- ✓ Grocery: Non-Alcoholic Beverages
- ✓ Grocery: Packaged/Canned Food
- ✓ Health And Wellness Products
- ✓ Health And Wellness Services
- ✓ Household Maintenance
- ✓ Infant Care
- ✓ Insurance
- ✓ Medical And Healthcare
- ✓ Personal Care
- ✓ Pet Supplies
- ✓ Quick Service Restaurant

### Non-Essential

- ✓ Arts And Crafts Supplies
- ✓ Clothing And Accessories
- ✓ Electronics
- ✓ Entertainment
- ✓ Household (Indoor And Outdoor) Improvements
- ✓ Household Items
- ✓ Office Supplies
- ✓ Personal Luxury Items
- ✓ Sporting Goods And Outdoors
- ✓ Travel

# COVID-19 CONSUMER IMPACT AND SPENDING DASHBOARD

Hanover's COVID-19 Consumer Impact and Spending Dashboard provides comprehensive consumer insights and tracking over time within essential and non-essential product categories.

## DASHBOARD METRICS



### Category Benchmark

Track the percentage of U.S. consumers spending in each essential and non-essential product category.



### Spend Amount & Frequency

Assess if U.S. consumers are spending more/less money and purchasing more/less frequently in each category.



### Purchase Channel & Ad Impact

Identify where U.S. consumers are purchasing and the impact of advertising on purchase decisions.



### Brand Loyalty & Changing Behaviors

Determine if U.S. consumers are changing brands in product categories and how COVID-19 is impacting brand loyalty.

## DASHBOARD FEATURES

### Sample and Data Collection

- ▶ Data collection via an online survey, launched April 20, 2020
- ▶ Data is refreshed monthly (April and May data refreshed biweekly)
- ▶ Each wave is statistically significant (n = 1,000)
- ▶ Sample is representative of U.S. general population

### Tracking and Filters

- ▶ Product category and top concern data are tracked over time
- ▶ Data can be filtered by:
  - ✓ Week / date
  - ✓ Region
  - ✓ Gender
  - ✓ Age
  - ✓ Ethnicity
  - ✓ Income
  - ✓ Marital status
  - ✓ Children in household
  - ✓ Education
  - ✓ Political affiliation