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.

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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 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

DASHBOARD METRICS

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

Purchase Channel & Ad Impact
Identify where U.S. consumers are purchasing and the impact of advertising on purchase decisions.

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

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