

Covid-19 and the State of Consumer Loyalty.



In an effort to understand consumer attitudes, behavior and spending changes related to COVID-19, Bond has captured and will be providing regular snapshots of what's changing and what to prepare for.

In our first pulse check, we surveyed consumers twice in one week and the changes between the two waves (indicated in green) reinforce how quickly attitudes are shifting.

Here's what we found...



Decline in Spend

49% **+6% pts.**

plan to spend less money in then next 3 months

Shift toward online spending



Online Shopping

32% **+1% pts.**

plan to spend more online in then next 3 months



Grocery Delivery

28% **+2% pts.**

plan to spend more on grocery delivery in the next 3 months



Restaurant Delivery

29% **+6% pts.**

plan to spend more on restaurant delivery in the next 3 months



Demand for Contactless Pay

63% **+5% pts.**

find contactless pay appealing in light of COVID-19

Switchers and Categories

Consumers are most likely to switch from preferred brands in the following categories.

Grocery

27% **+4% pts.**

Casual Dining

25% **+2% pts.**

Quick Serve Restaurants

24% **+4% pts.**

Grocery Delivery

22% **+5% pts.**

Restaurant Delivery

24% **+2% pts.**

Travel Plans will be Disrupted for an Extended Period



Air Travel

24% **+2% pts.**

were considering air travel within the U.S. but are now unlikely to travel in the next 12 months



Ground Travel

24% **+5% pts.**

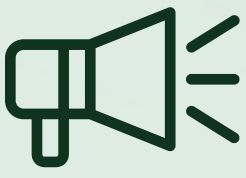
were considering ground travel within the U.S. but are now unlikely to travel in the next 12 months



International Air Travel

20% **+1% pts.**

were considering international air travel, but are now unlikely to travel in the next 12 months



Communication is key- Program Responses to COVID-19

Benefits and Status Flexibility Not Top of Mind for Members.

Top 3 most important things to communicate:

- ✓ Extra measures being taken to ensure the health and safety of their physical location
- ✓ Reinforcing that they're still open for business
- ✓ Supporting local communities who are affected by the situation (up from #4 rank in Wave 1)

Programs are performing well on the most important steps. One relatively highly important step they are not delivering on is: **Supporting business partners who are affected by the situation.**

Source: Data provided from the Bond Data Lake, including data collected from 16,823 U.S. consumers surveyed between December 3, 2019 and March 17, 2020, and two Waves of Bond's (COVID-19) State of Consumer Loyalty Tracking Survey. Wave 1: March 16th (n=1,512); Wave 2: March 20th (n=1,512); Significant increase/decrease from Wave 1 (95% Confidence Level).