



CONSUMER OUTLOOK IN A CORONA REALITY



CONTENTS

03 Introduction

04 Results

08 About the Research

10 About Opeepl



Introduction

9 in 10
believes in
considerable
negative
impact

1 in 2
postpones
larger
purchases &
investments

6 in 10 thinks
the crisis will
last more
than 2
months

The global Corona crisis has overwhelmed the world challenging both the national healthcare systems and the world economy. With millions of employees being sent home and thousands of companies shut down, the uncertainty is at its highest.

In this report we review the outlook from a consumer's perspective to give insights about the near future under a Corona reality. The results are based on data from the United States, Germany and Italy.

The Research

1500
interviews In
US, IT & DE

Nat-Rep
sample of
18-60 y.o.

Performed on
March 19th
2020

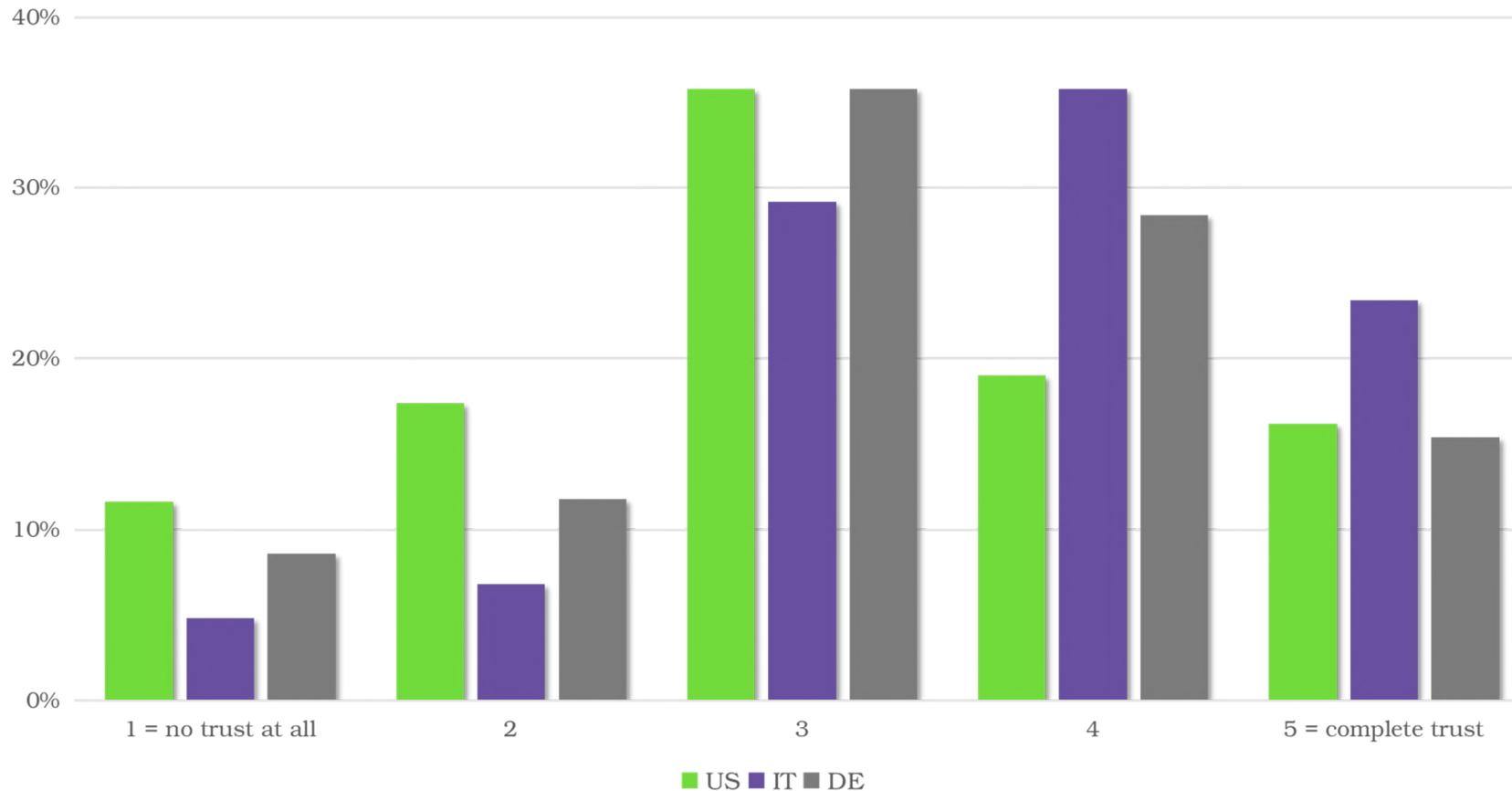
The research was conducted by Opeepl on March 19th, 2020, using Opeepl's proprietary Dynamic Sampling Technology. The sample is a national representative sample of the respective populations.

- **Countries:** United States, Italy & Germany
- **Number of interviews:** 500 per country – 1500 in total
- **Initiated:** 2020-03-19
- **Age group:** 18 – 60 y.o.
- **Gender:** Male, Female
- **Sampling methodology:** Dynamic Sampling



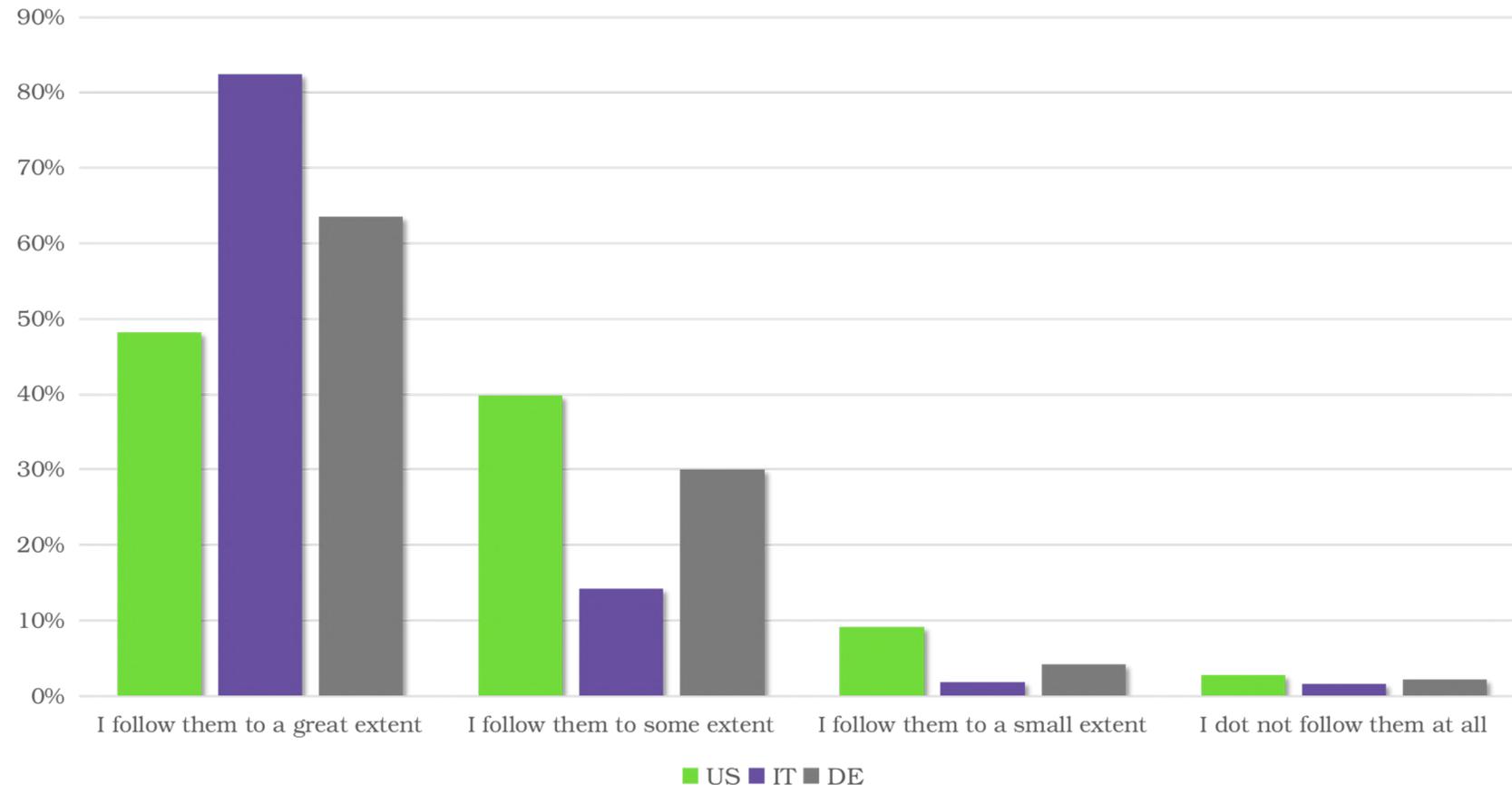
Population trust in government's ability to handle the Corona crisis.

The US population have the lowest level of trust while the Italians have more trust in their government. This could be due to the measures already implemented. Germany scores in between.



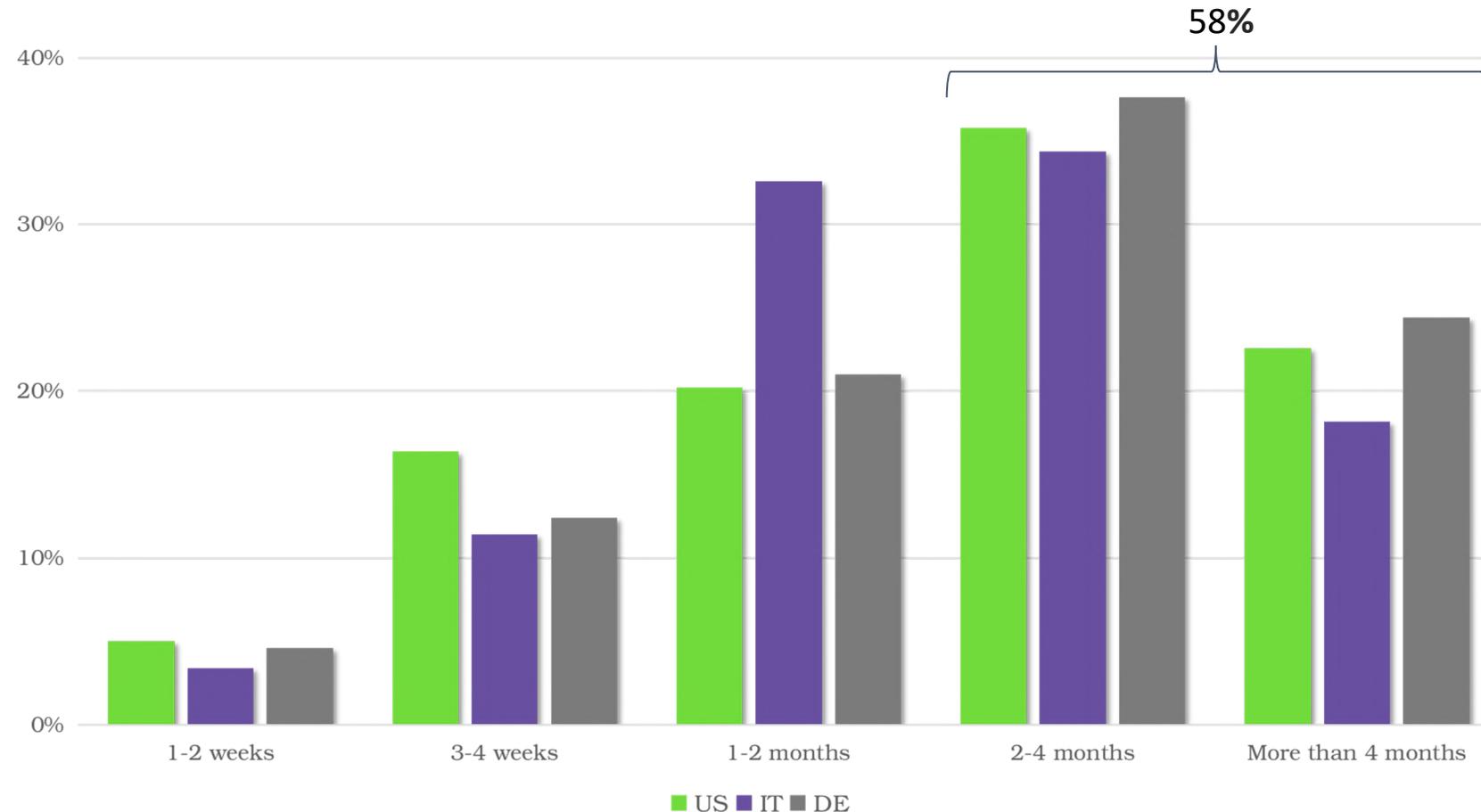
Population tendencies to follow the authorities' recommendations.

An overwhelming majority of the Italian population follow the authorities' recommendations to a great extent, while the Germans and the Americans are more selective. The seriousness of the Italian situation could very well influence this. Interestingly 12% of the US population only follows the recommendations to a small or no extent.



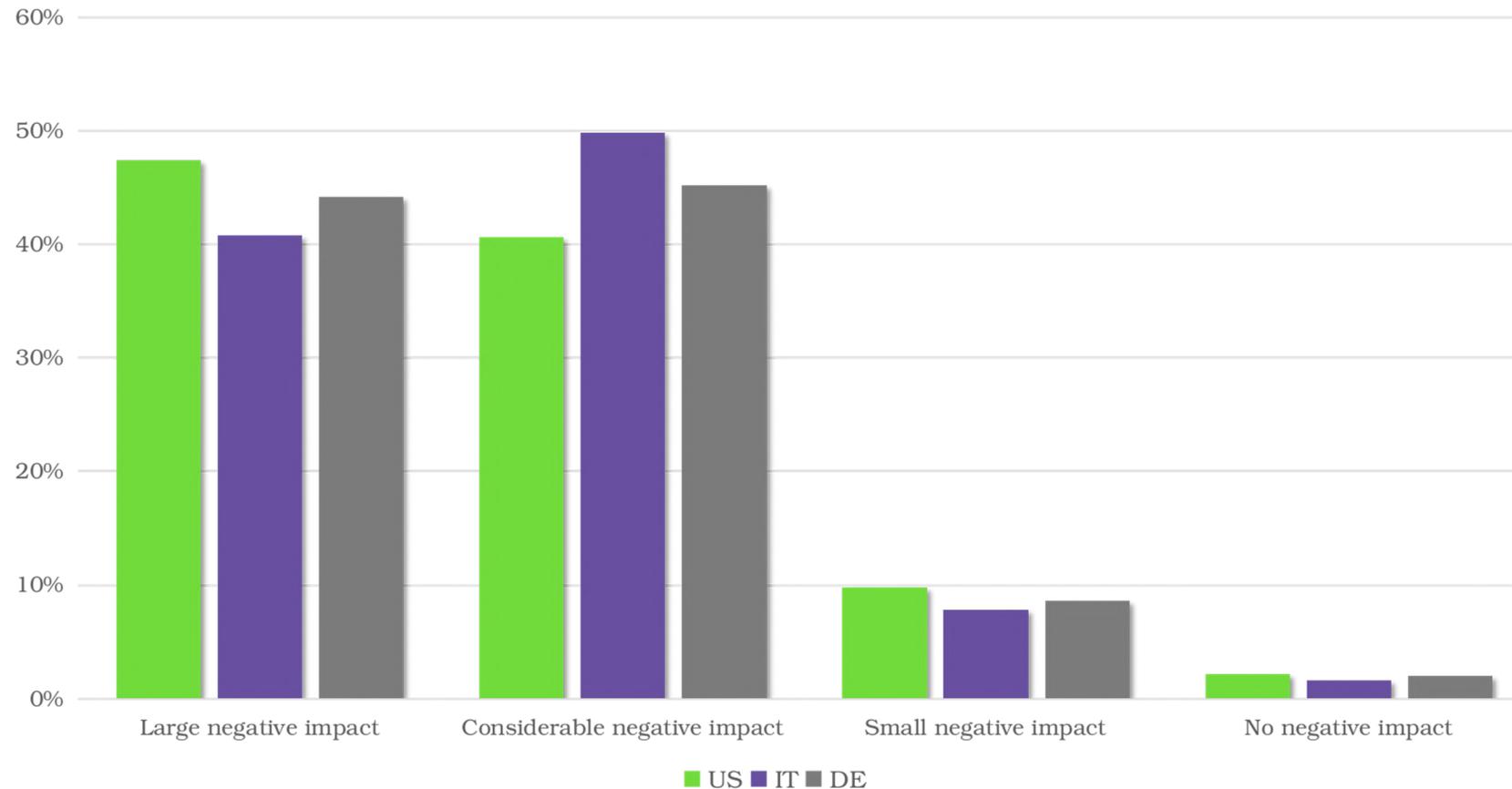
Anticipated duration of the Corona crisis in resident country.

The majority expect the current crisis to last 2 months or more. This will potentially affect how the consumers plan their future and near future spending. 22% anticipates the crisis to last longer than 4 months.



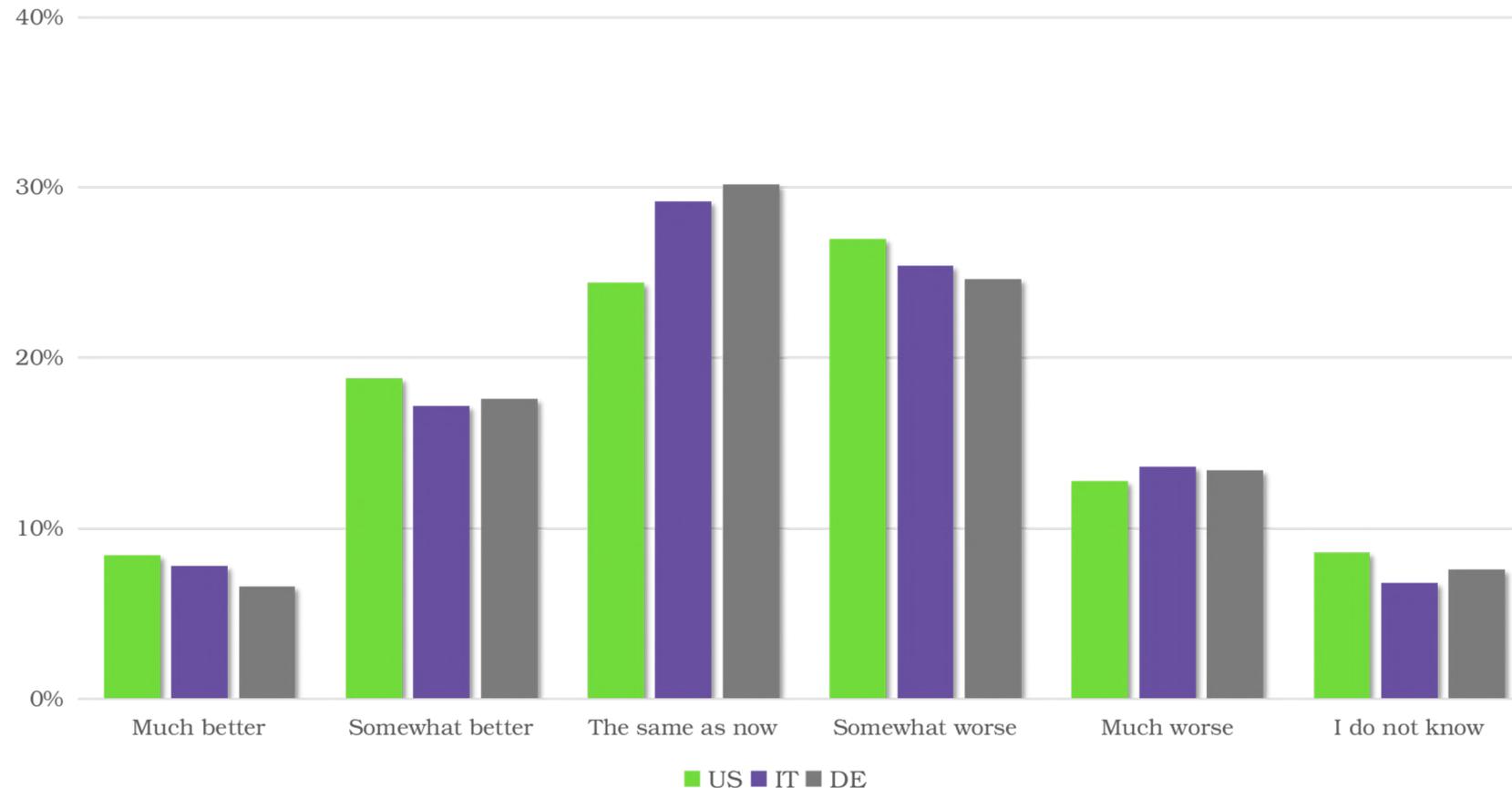
Expected impact on national economies in 2020.

9 of 10 expects a considerable or large negative economic impact of the Corona crisis. This is a very strong indicator for the consumers outlook for 2020 and will most likely influence their consumption and decisions regarding larger purchases and investments.



Household financial situation expectations 6 months forward.

The expectations are similar across the 3 countries and tends toward to a more negative outlook as 39% expects their household economy to be worse in 6 months against only 25% expecting a better situation in 6 months.

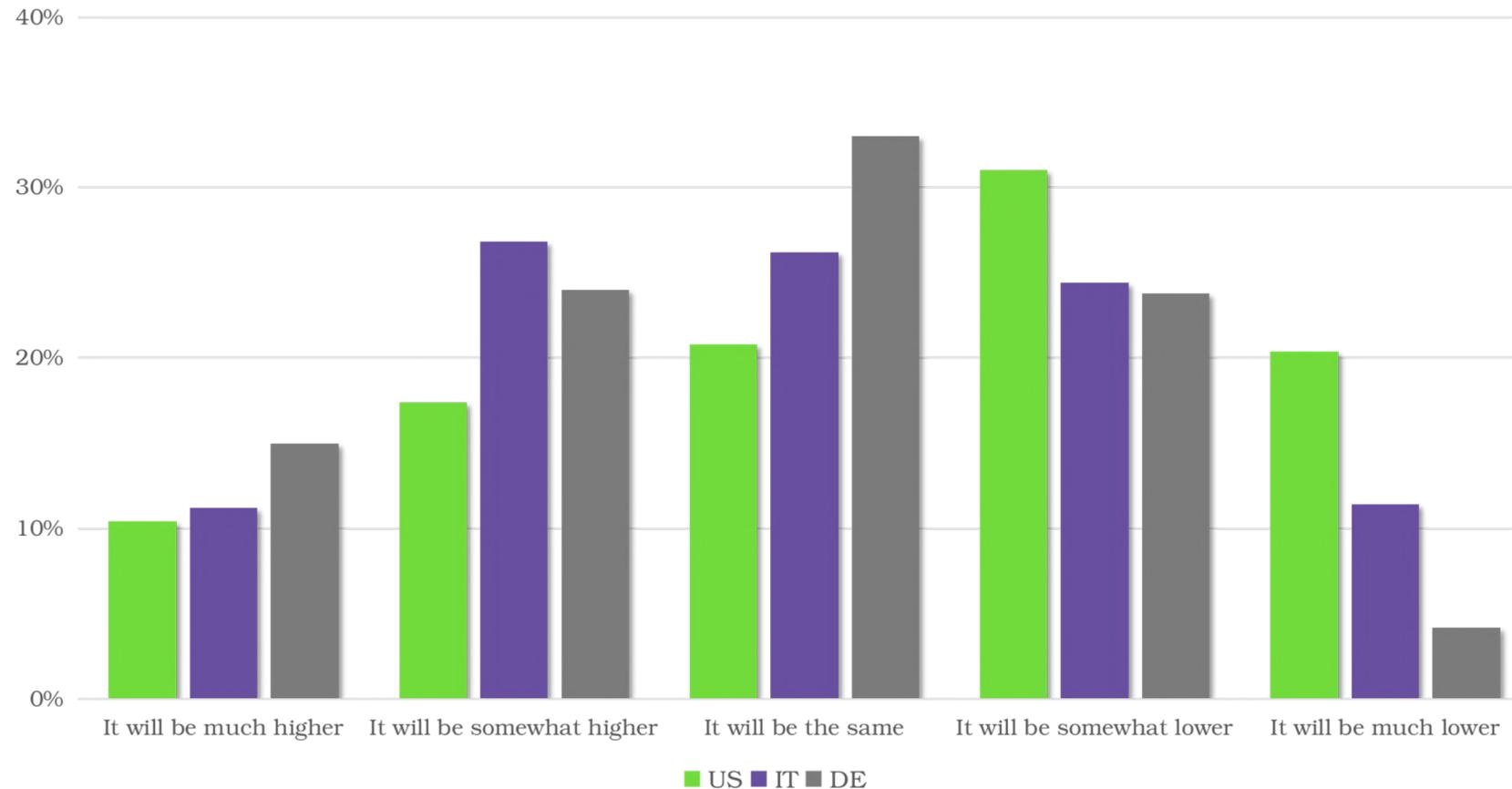


Note

The individual responses should be considered alongside the fact that Italy is further into the epidemic than both Germany and the US at the time of data collection.

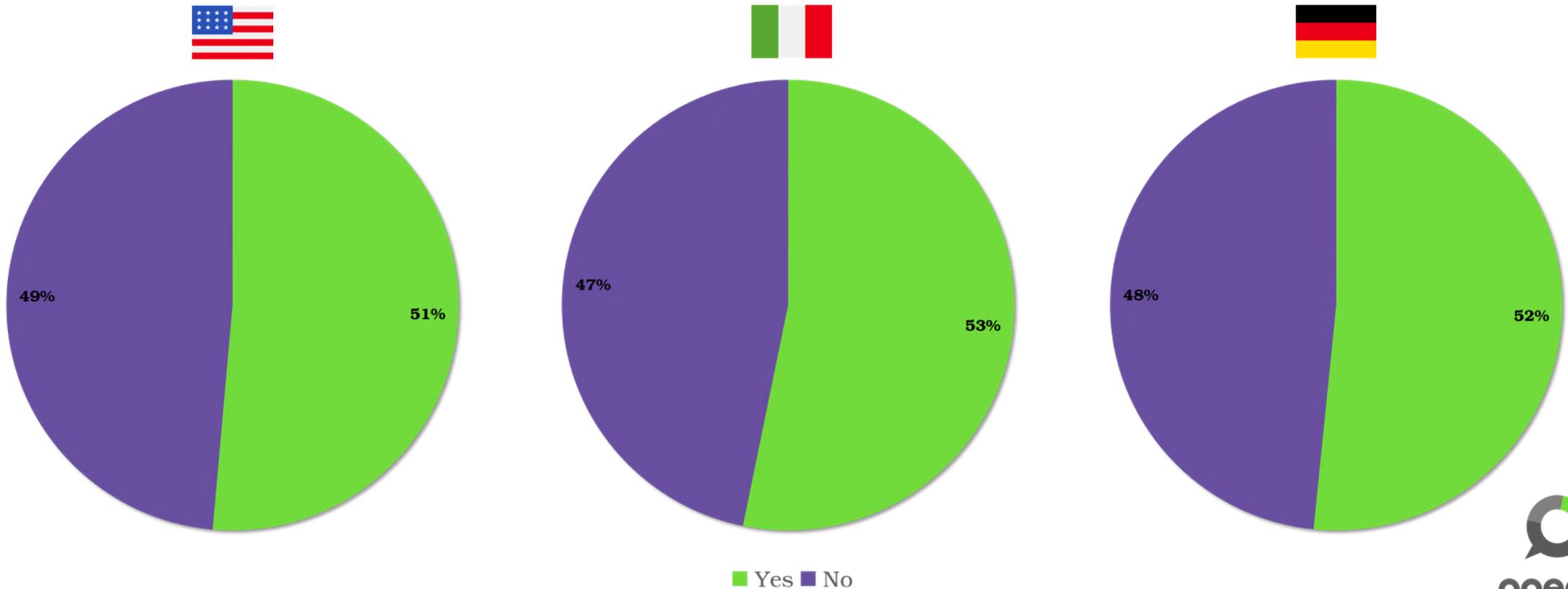
Private spending expectations during the Corona crisis.

The populations are split regarding changes to their private spending. However the overall outlook is slightly negative and especially the American population expect their spending to be lower during to the crisis.



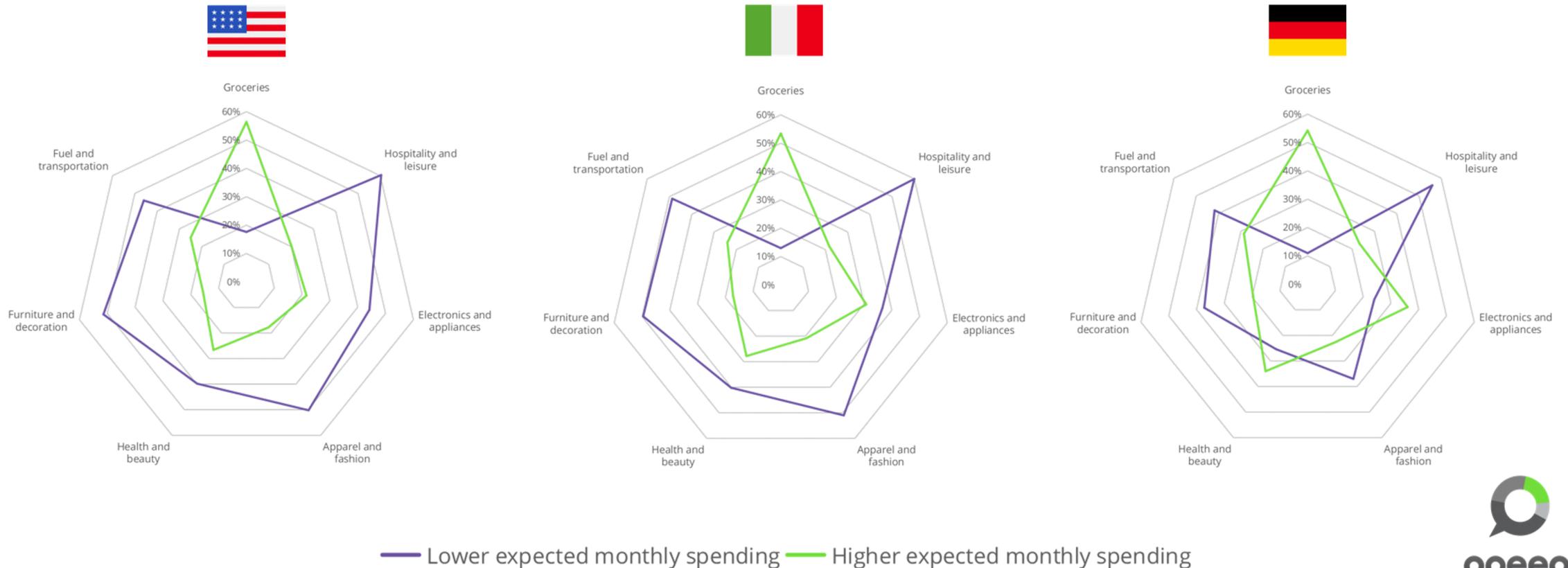
Postponement of large purchases and investments.

The majority have already decided to postpone a large purchase or investment due to the Corona crisis. This naturally ties into the negative expectations for the economy in 2020.



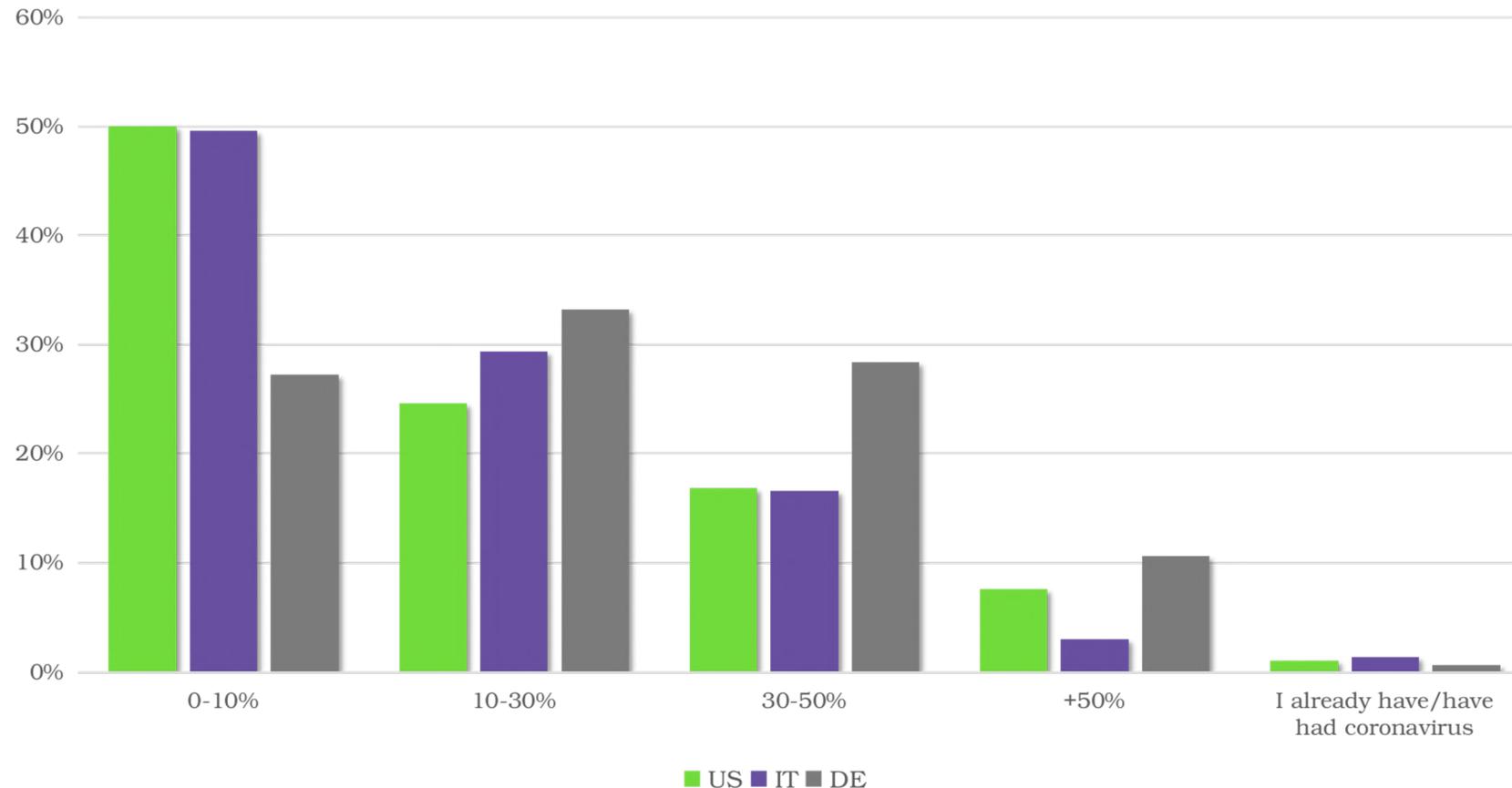
Expected monthly spending across goods categories.

Across all 3 countries, individuals expect a net cuts in spending on almost all goods categories except groceries. Hospitality and leisure represents the largest cut. The German population expects the smallest cut in spending on average.



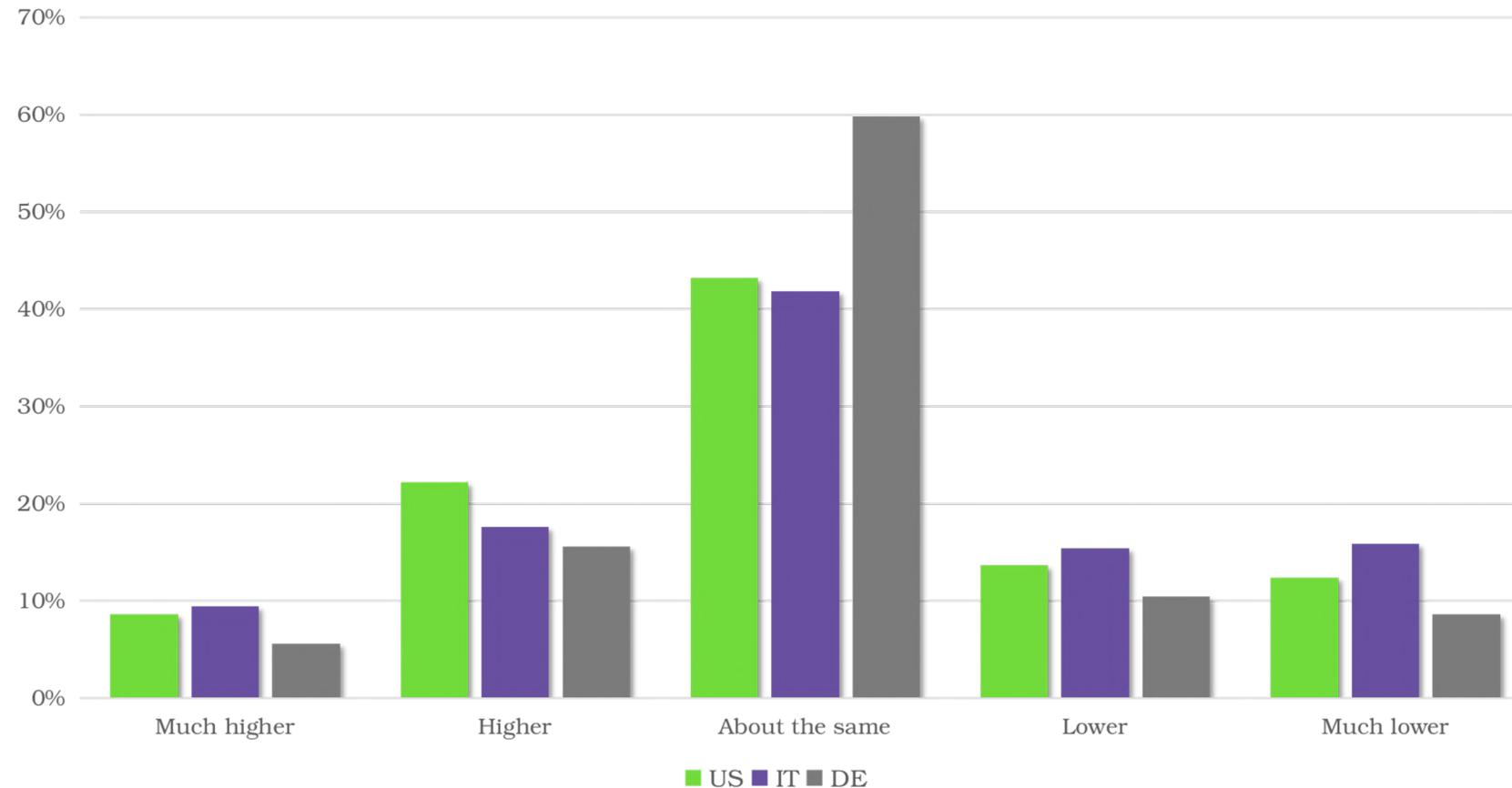
Risk of being infected with Coronavirus in next 8 weeks.

Most consumers estimate the risk of being infected within the next 8 weeks to be below 10%. However the German population seems to be more pessimistic and anticipate the risk of being infected to be much higher. Interestingly, around 1% of the respondents claim to have or have had Coronavirus.



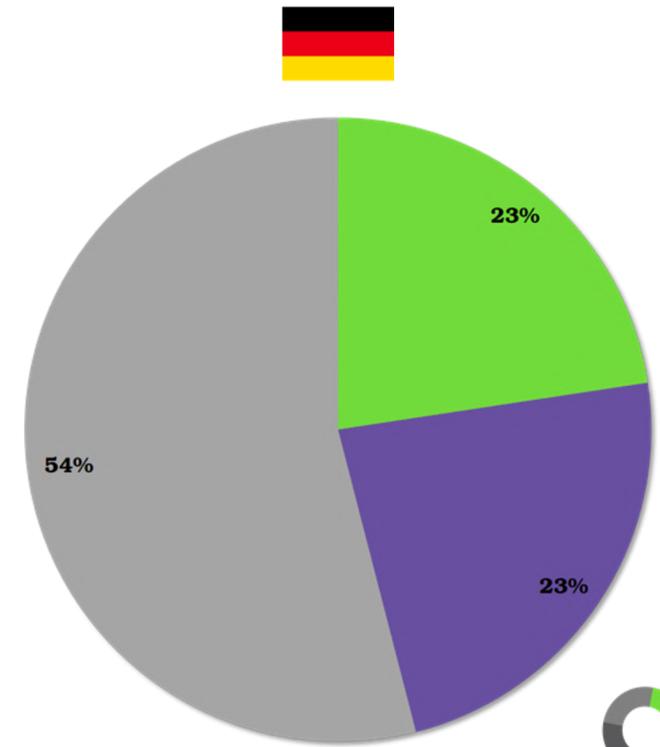
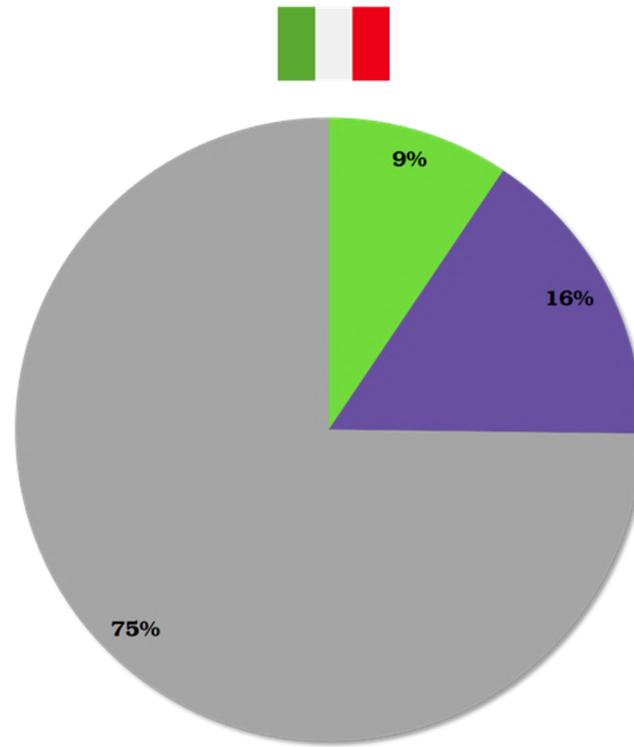
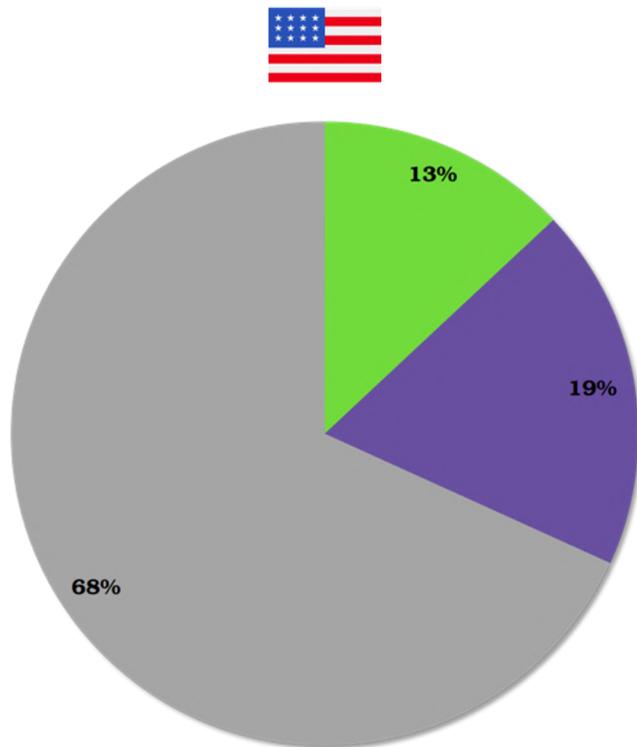
Online shopping changes to spending.

In line with the general expectations for spending, the consumers' do not, on average, expect larger changes in online shopping during the Corona crisis.



Summer vacations plans.

34% have already partly or fully booked their summer holiday for this Summer.

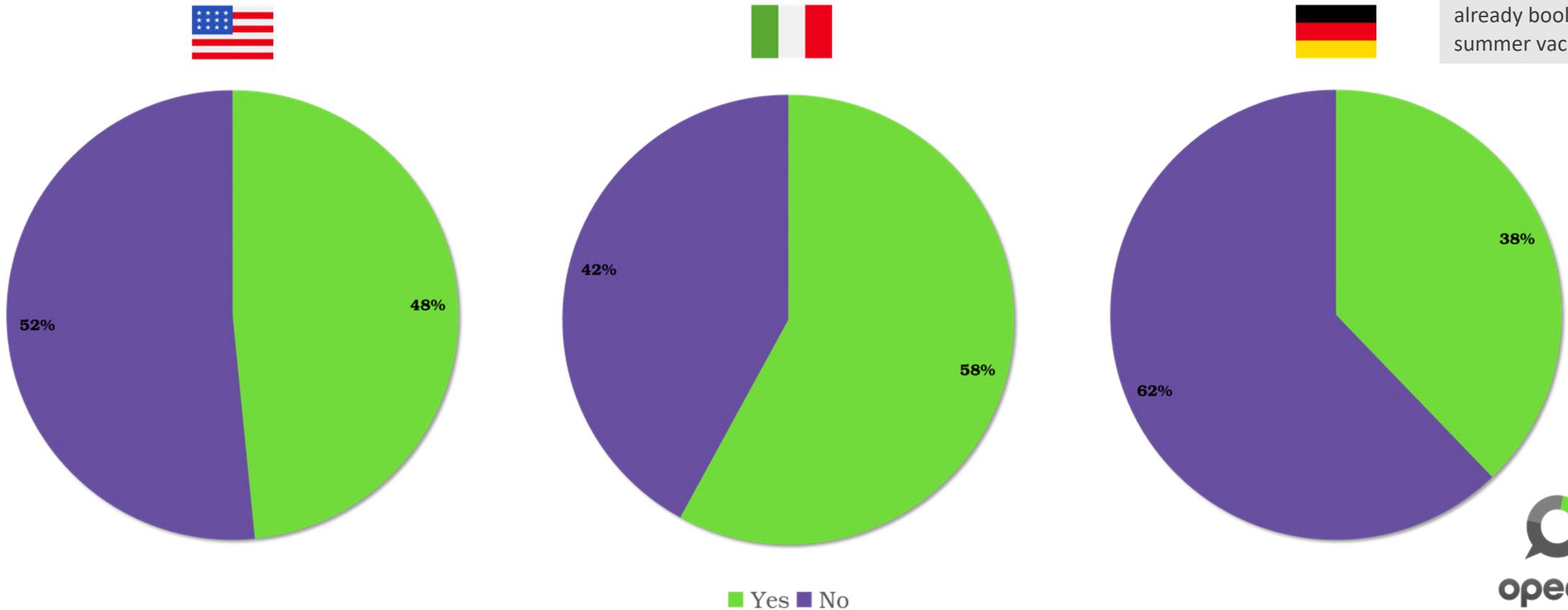


■ Yes, fully ■ Yes, partly ■ No



Expectations to go on booked vacations.

Less than half of the consumers expect to be able to go on their already booked vacations this summer. Especially Germans have a negative outlook.

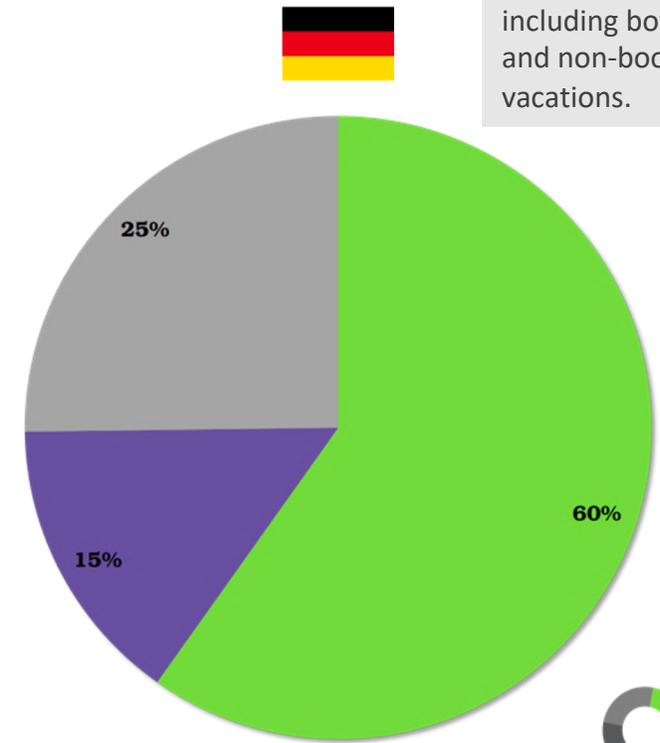
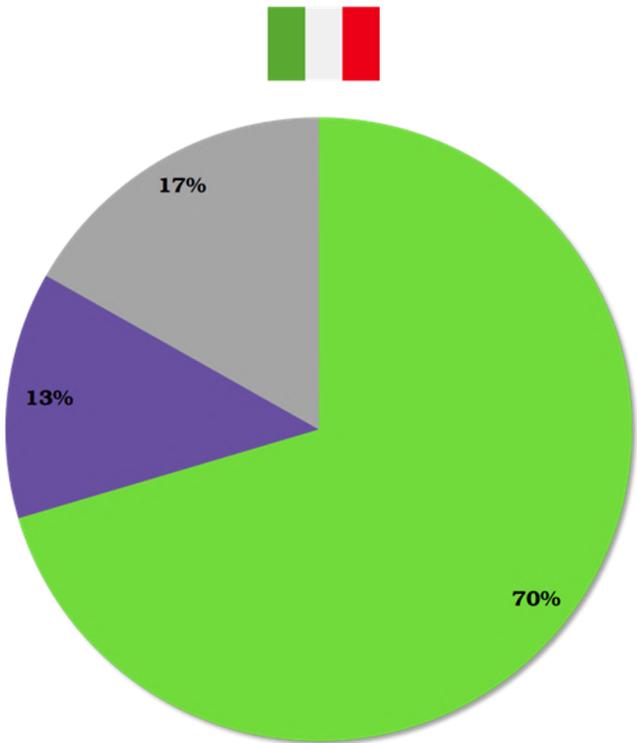
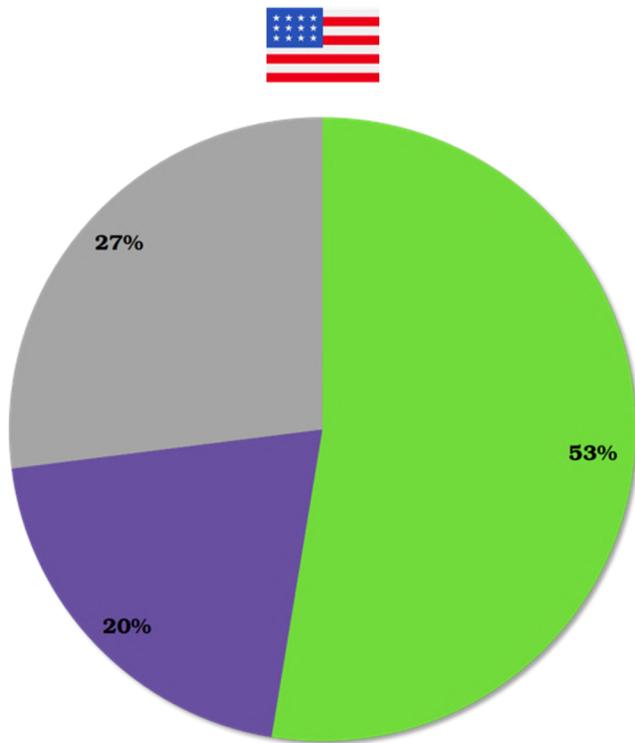


Note
Only consumers with already booked summer vacations.



Corona crisis impact on summer vacations.

79% expects that the Corona crisis will affect their summer vacations. Currently being hit the hardest, most Italians also believe their summer vacation to be influenced by the Corona crisis.



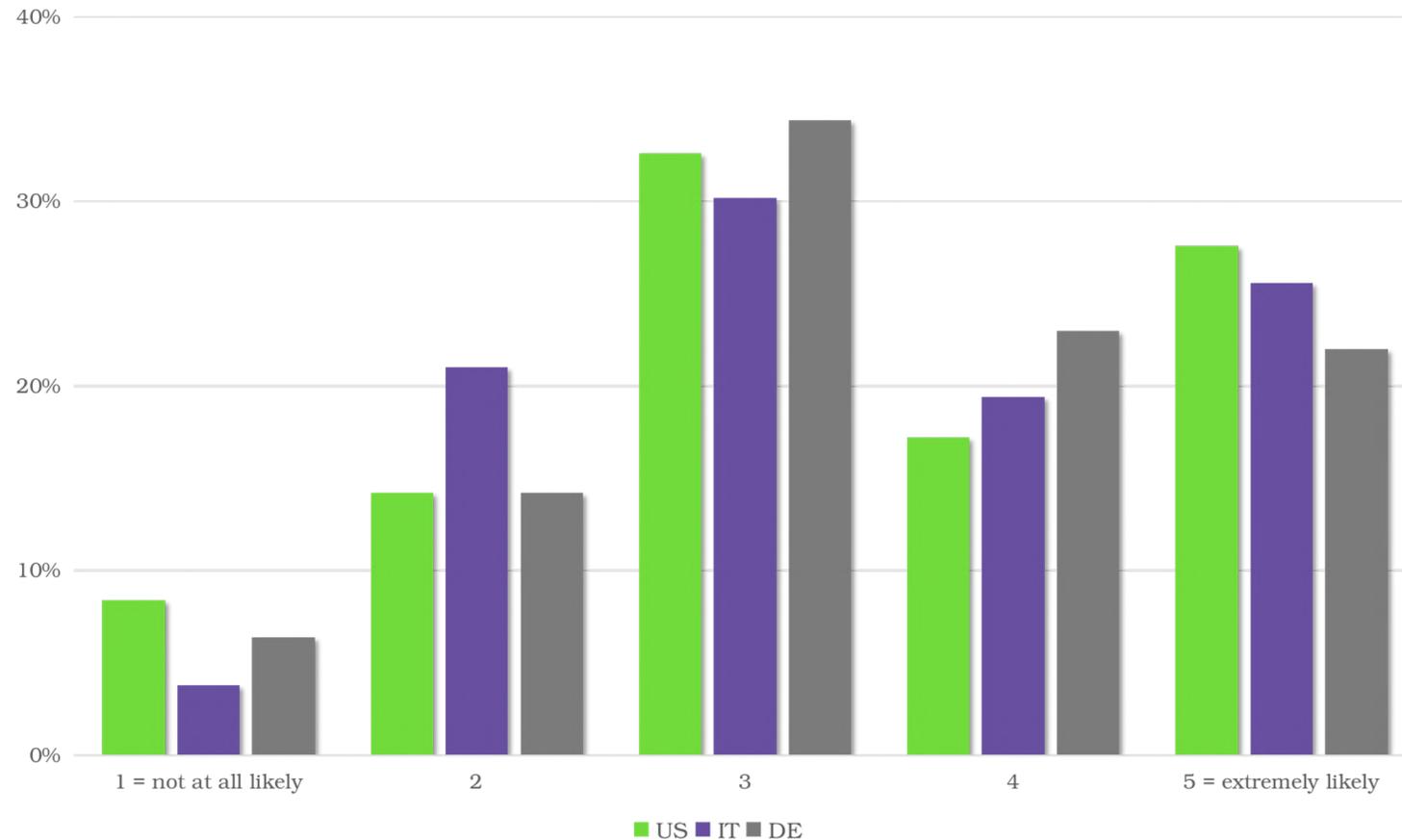
Note
All consumers including both booked and non-booked vacations.

■ Yes ■ No ■ I am not going on summer vacation this year



Expectations to future pandemic outbreaks.

In general the majority finds its likely that similar outbreaks could hit their country in the future.





OUR VISION

Opeepl strives to empower companies to respond faster and more efficiently to the global consumers' aspirations and needs.

CONTACT US



Opeep! HQ
Emil Holms Kanal 14
DK 2300 Copenhagen
DENMARK

Opeep! NL
Barbara Strozilaan 101,
1083 HN Amsterdam
NETHERLANDS

Phone DK: +45 3121 8608
Phone NL: +31 6 2718 6395
e: contact@opeep.com
w: www.opeep.com