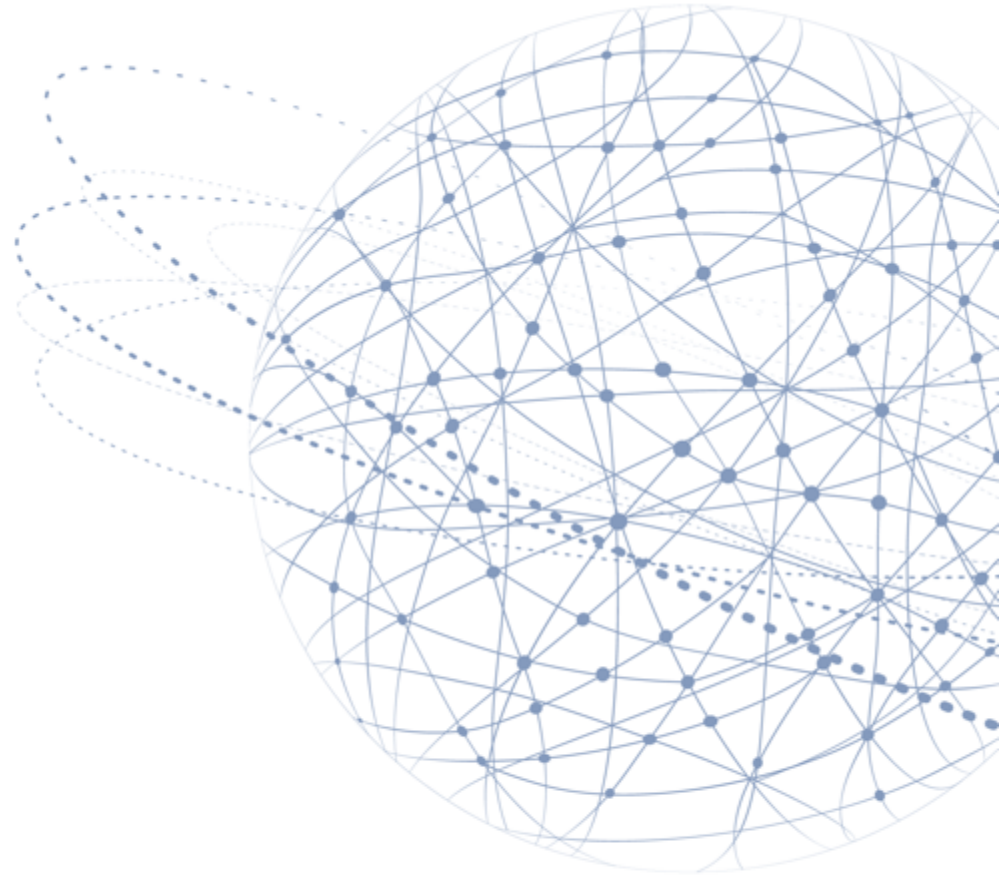




Covid-19/Current Events Report #10

*Holidays, School, Vaccines
Emotional & Economic Impact*

December 2020



 **OBJECTIVES**

- As the COVID-19 pandemic continues, affecting daily life for virtually all Americans, ACUPOLL seeks to give you a window into the hearts, minds, and evolving behaviors of your consumers by posing the questions we haven't seen anyone else ask about it.
- Because the situation is rapidly evolving, we are updating our learning periodically to keep you up-to-date on trends.
- This wave looks at holiday plans, explores how parents feel about remote learning, and revisits some other questions asked over the course of the pandemic to investigate trends.
- We've focused on the questions and segments that were the most interesting to us, but if there's something in here you'd like us to dig into – **please ask!**

 **SAMPLE SELECTION: REP U.S. Males and Females age 18+**


Download previous
waves here:


<https://www.acupoll.com/blog/category/COVID-19+Data+Reports>


FIELD DATES & SAMPLE SIZES (Margin of error 3% @ 90% confidence)


Report	Field Dates	n=	Topic Highlights
1	3/18, 24	1,622	New behaviors, impact of product shortages, expectations from advertisers
2	3/31 & 4/1	1,611	Shifting priorities, unsung heroes, plans for the future, positives from the crisis
3	4/8, 14, 16	2,777	Changes in behavior, expectations from retailers and business in general, investigation of what “going back to normal” means
4	4/23, 30 & 5/1	2,565	More details on “going back to normal,” guidance for retailers and restaurants to promote feelings of safety, attitudes about lockdowns
5	5/7,8,13,15,18	4,754	Continued exploration of attitudes toward lockdowns and masks, willingness to return to old activities, focus on eating, snacking, and weight
6	6/5, 12	1,734	Consumer behavior in terms of re-opening the economy, attitudinal evaluation expanded to include racial protests, what worries are at the top of the list, how advertisers should handle controversial topics, focus on e-commerce (e-commerce: Jan 26, March 26, May 14, n=970+ each)
7	7/20, 30	1,889	Cognitive biases and psychological drivers underlying consumer behaviors, including wearing a mask in public, buying certain categories, and interest in a COVID-19 vaccine
8	8/13, 31 9/14	1,844 299 Parents	Insights into day-to-day safety measures, coping strategies, and what going back to school means for parents
9	10/5 10/6 10/7	999 994 1,000	Investigation of which media outlets consumers are turning to for their news, and how much they trust those sources; what our changing workplaces look like
10	11/24 12/4 12/7	1,000 1,000 1,000	Review of holiday plans and safety measures, and revisiting past learning about education, employment, and vaccination, as well as how day-to-day life is going for Americans


*Key tracking questions captured in every wave: demographics, emotions, core motivations, economic impact, lifestyle and employment changes

-  **Most Americans heeded (and plan to heed) recommendations for safe holiday celebrations, including limiting gatherings to their household only, having plenty of hand sanitizer on hand, or keeping get-togethers as small as possible.**
 - However, large segments of consumers still took on some risk by gathering with people from multiple households, and 6% took great risk with 11 or more; and among those gatherings, fewer wore masks (when not eating) than had planned to do so going into the Thanksgiving weekend.

-  **Most children are learning from home now, with only 26% currently attending in-person school.**
 - Parents are now relatively less concerned about their kids passing the coronavirus to others than they were back at the start of the school year, and have become even more concerned with their children falling behind academically and socially, or getting sick themselves.

-  **Americans are participating in at-home/indoor leisure activities/ways to cope more than ever.**
 - The only activity *not* on the rise is exercise.

-  **75% of respondents have been following news about the coronavirus vaccine, and these consumers are more likely to want to be first in line.**
 - Still, interest in getting vaccinated as soon as possible has diminished since July, with only 1/4 saying they will do so, and 1/4 saying they probably or definitely *won't* get the vaccine.

-  **Our on-going tracking of the economic impact is showing the highest level ever of people saying their income and savings have decreased.**

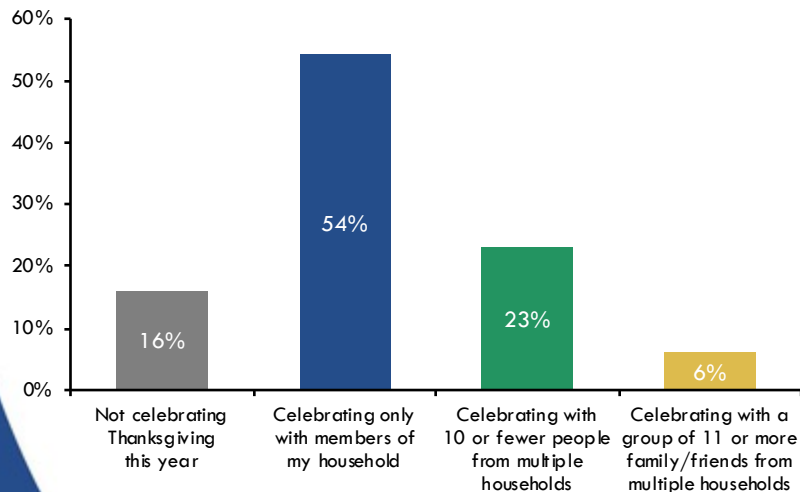


Holiday Plans & Safety Measures

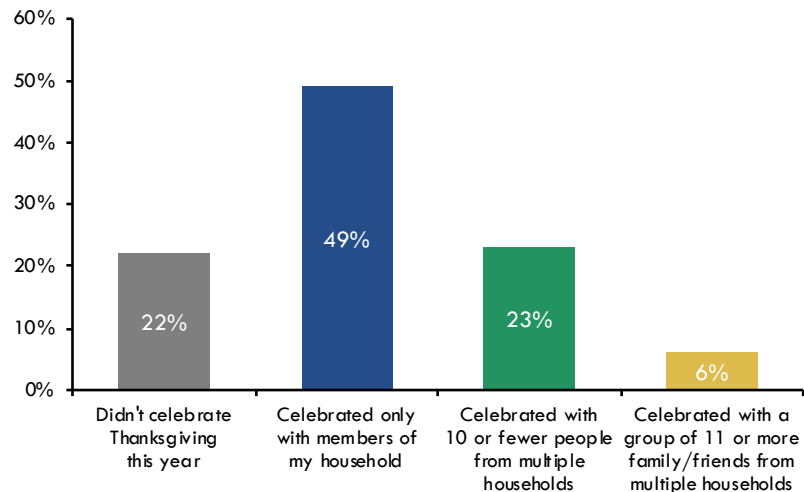


- **The majority of those who celebrated Thanksgiving did so with their individual household only, but nearly a quarter gathered in groups of 10 or fewer from multiple households (which adds risk), and 6% celebrated in larger groups with even higher risk.**
- A slightly higher percentage indicate they didn't celebrate than were planning not to – this may be due to plans having been cancelled at the last minute.

Plans Before Thanksgiving (11/24)

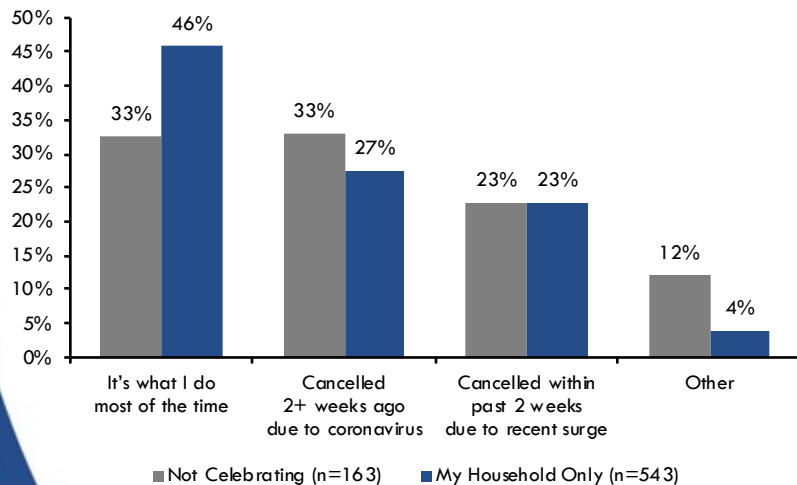


How Thanksgiving was spent (12/4)

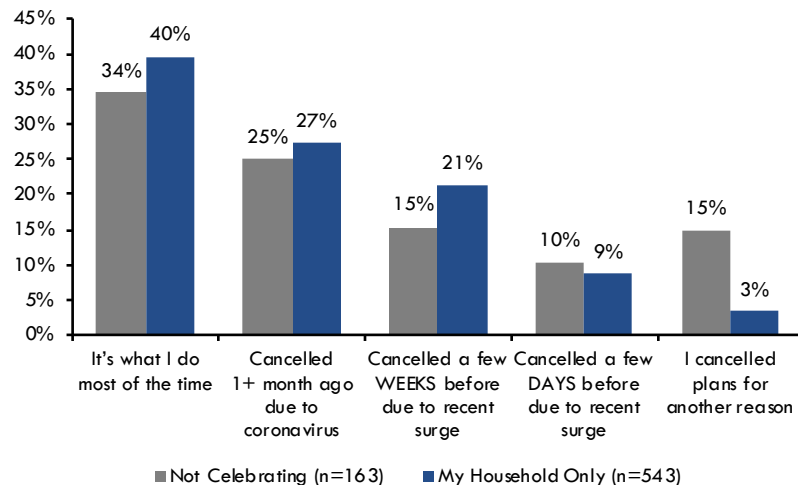


- **About half of those who didn't celebrate or kept their celebration limited to their household only cancelled their plans due to the coronavirus.**
- Among those who cancelled plans, respondents were somewhat more likely to have cancelled well in advance rather than at the last minute.
- Still, the surge in coronavirus cases appears to have increased some people's caution/carefulness.

Why is that your Thanksgiving plan? (11/24)



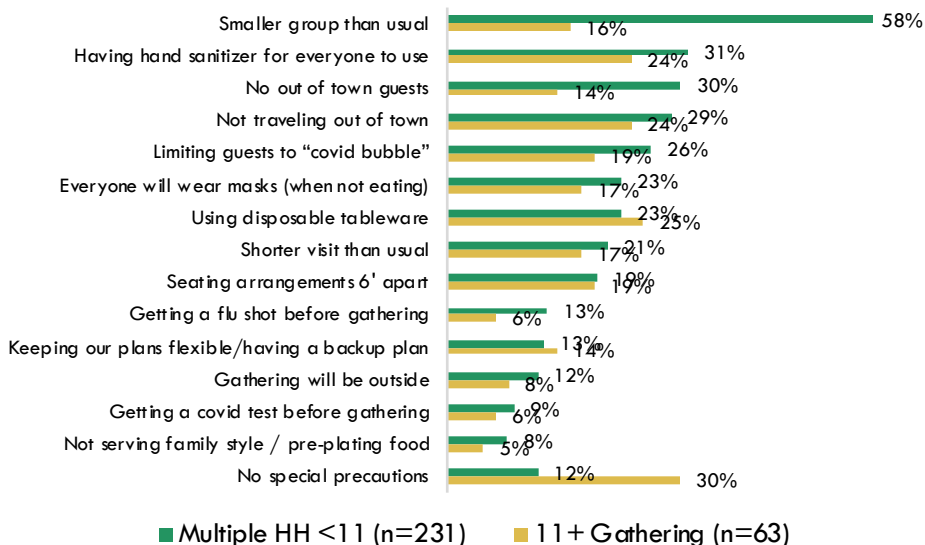
Why was that your Thanksgiving plan? (12/4)



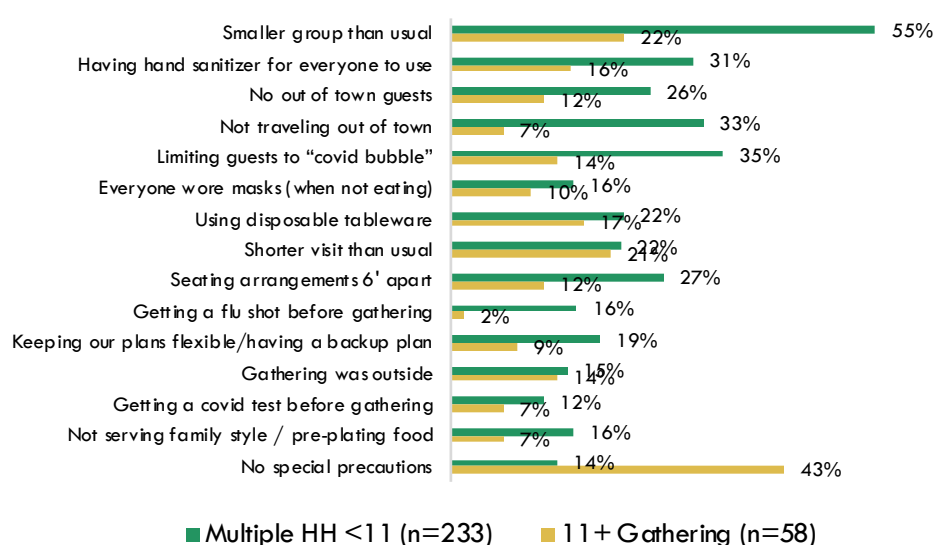
• **88% of those who did participate in multi-family gatherings, but in smaller groups, took COVID-related precautions – the most common of which was limiting gathering size.**

- Hand sanitizer and limiting travel were also popular choices.
- In practice, more people in the smaller gatherings (<11) limited guests to their “covid bubble” and to 6’ distance, but fewer ended up wearing masks, versus the number who’d planned to do so going into the weekend.
- Those in larger gatherings (11+) were much less likely to take any precautions at all.

What precautions are you planning? (11/24)

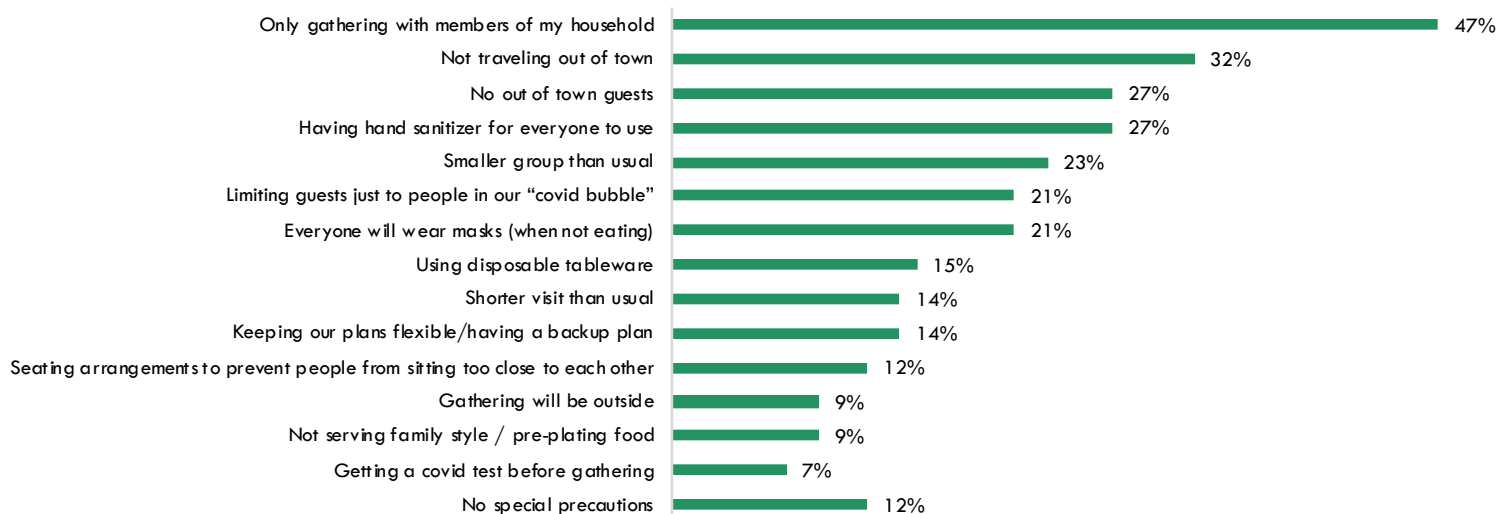


What precautions did you take? (12/4)



- The same precautions are planned for upcoming winter holidays as well – with 1 in 8 respondents saying they’ll take no special precautions at all.

What precautions are you planning for Christmas/Chanukah/Winter Holidays? (12/7)



Among 12/7 Total Sample

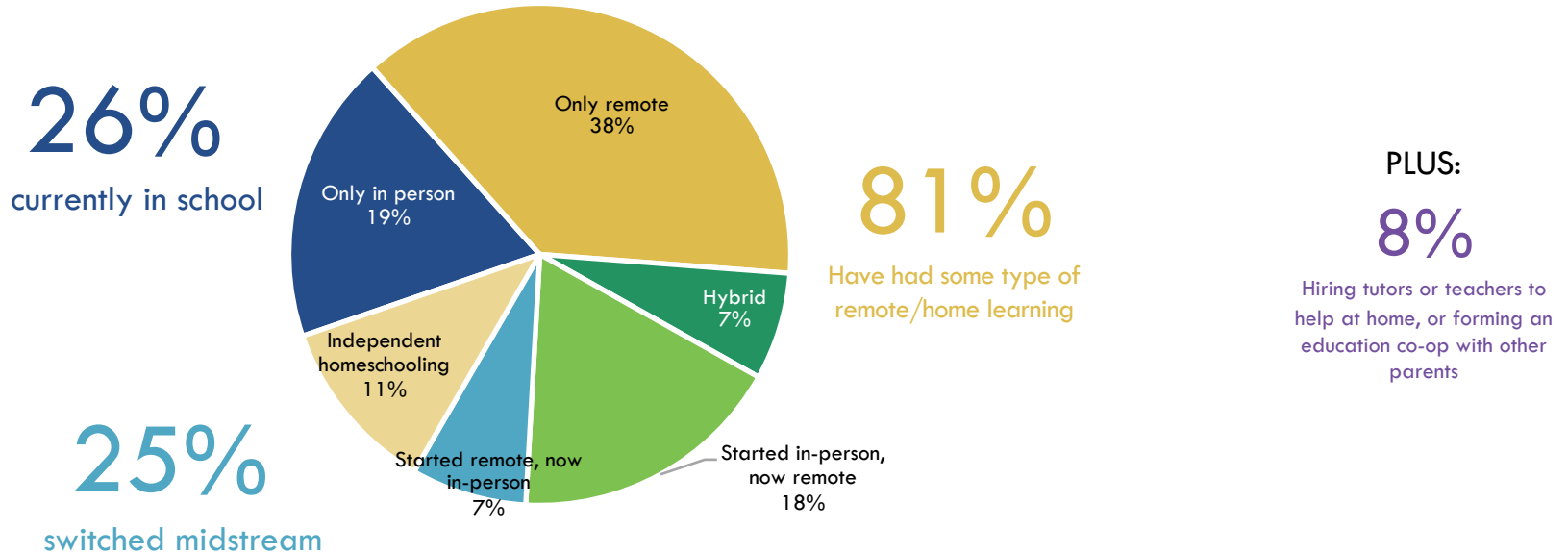
School



• **Remote learning is the norm for school this year, with only 19% of parents reporting that their child went back into the school building without any remote learning or home-school.**

- It's also been a turbulent year for some schoolchildren, with 25% starting with one plan and switching to another.
- In addition to homeschooling, 8% of parents have gotten creative in seeking additional help to get their kids through the school year; when we asked this question in August, 17% planned to get this kind of help – we wonder if the education provided by schools has been enough for most parents after all, or if apathy or cost/availability limitations have set in to some degree.

If you have school-age kids, which of the following is your child currently doing for school?



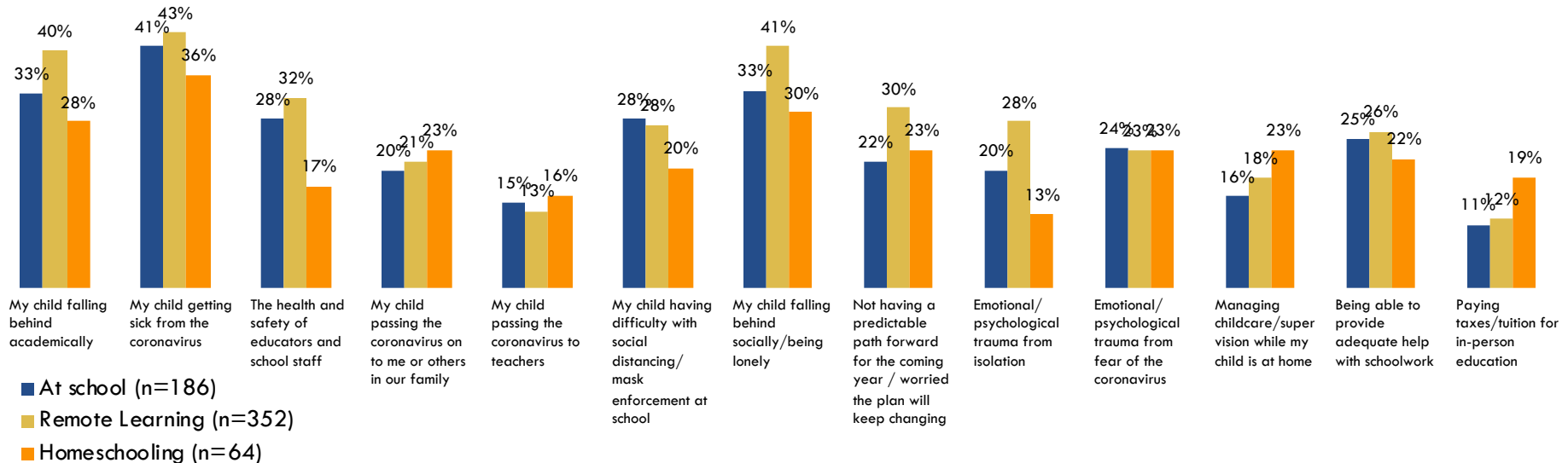
Among Parents of school-age kids – 12/7 (n=576)





- **Regardless of which schooling plan their child is following, parents are most concerned with their child getting sick from the coronavirus, falling behind academically, and falling behind socially/being lonely.**
- Parents of kids in remote learning are more concerned about almost everything than those with kids at school or homeschooling.

Which of the following are you concerned about?





- Compared to August/September, parents are even more concerned about their children's social, academic, and physical well-being now, but less worried about them passing the virus to others.

With Kids In School

Remote Learning

Homeschooling

Top/Increased Concerns:

My child getting sick from the coronavirus	+10%	My child falling behind academically	+6%	My child getting sick from the coronavirus	
My child falling behind academically		My child getting sick from the coronavirus		My child falling behind socially*	+10%
My child falling behind socially*	+7%	My child falling behind socially*	+12%	My child falling behind academically*	+5%
The health and safety of school staff		The health and safety of school staff			
Being able to help with schoolwork*	+5%	Not having a predictable path forward	+5%		
		Emotional trauma from isolation	+7%		

Diminished Concerns:

Child passing coronavirus on to family	-9%	Child passing coronavirus on to family	-12%	Emotional trauma from fear of coronavirus	-6%
Child passing coronavirus to teachers	-12%			Emotional trauma from isolation	-8%
				The health and safety of school staff	-15%
				Child passing coronavirus on to family	-8%

*Emerging concern since August/September – not previously among top concerns.

Differences noted are significant vs. August/September wave

Among Parents of school-age kids – 12/7

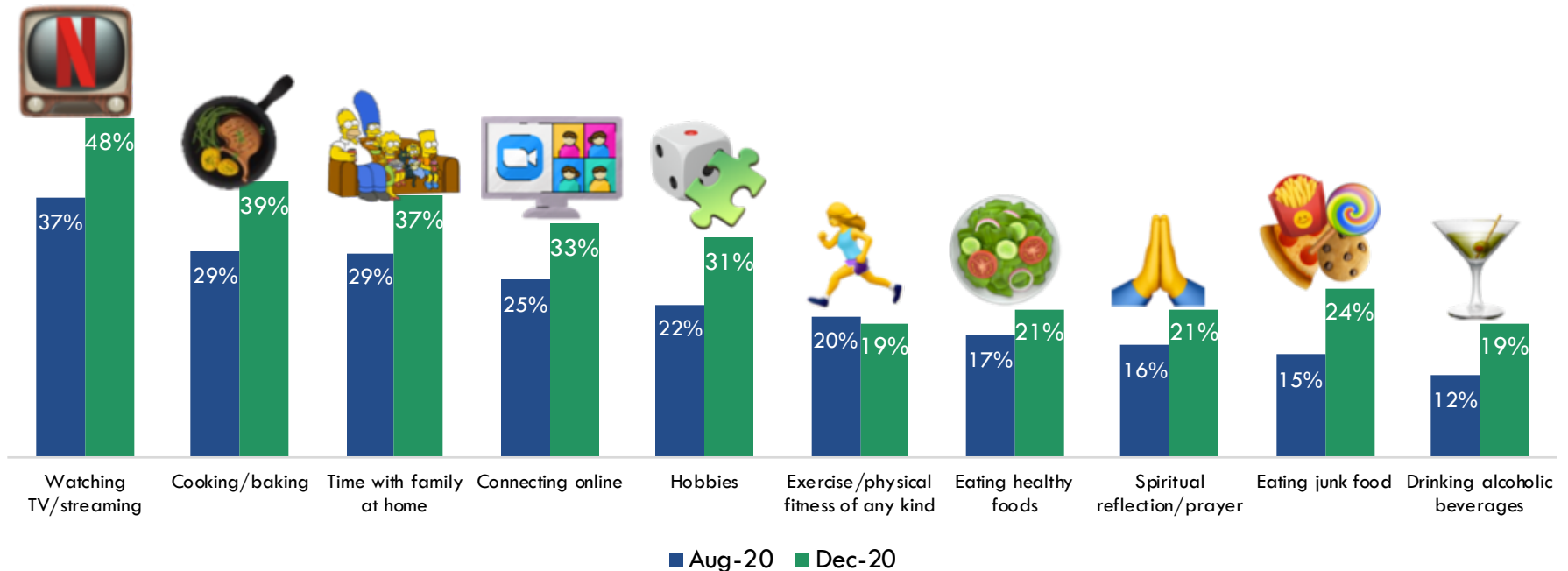
Coping Strategies/ Pastimes





- **Colder weather and the holidays have people engaging in at-home/inside leisure activities even more often than they were in August.**

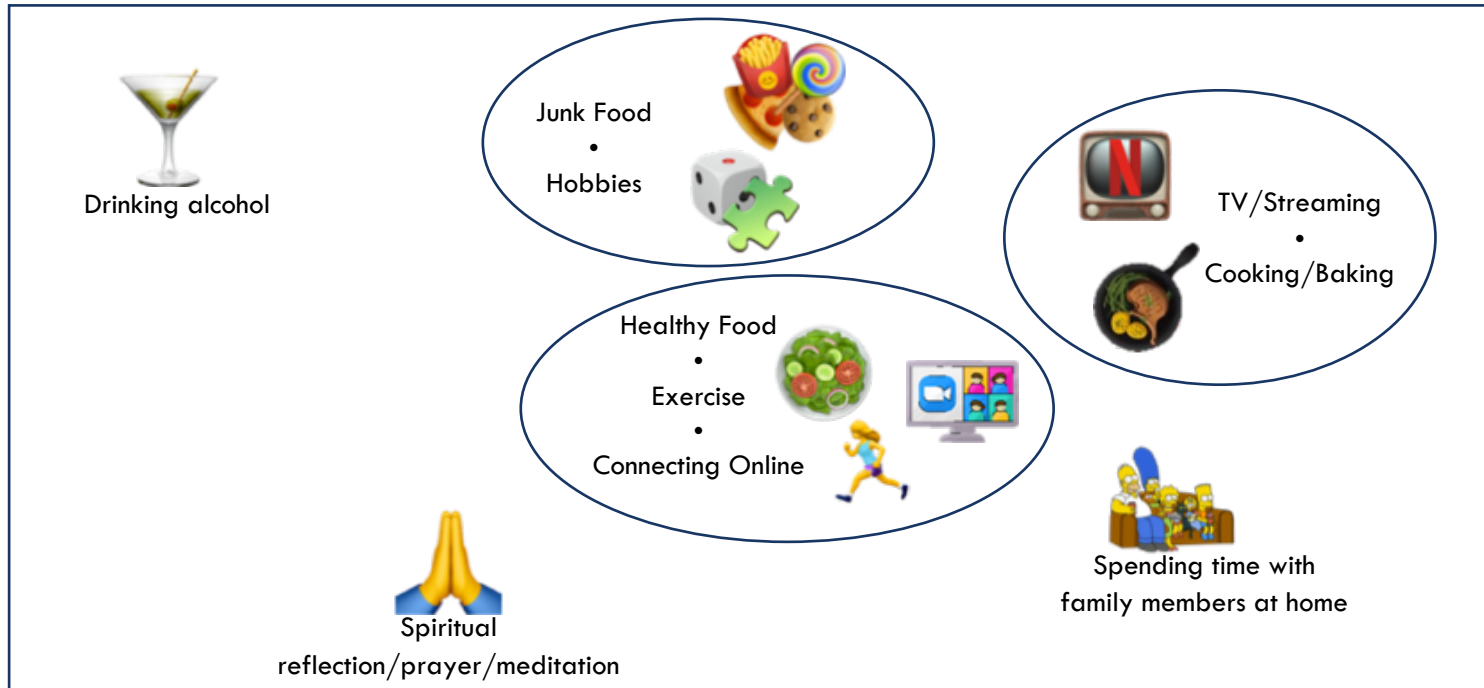
These days, are you doing each of the following MORE often than before the pandemic?





• **KYST* Map illustrates there are some activities that cluster together, cited more frequently by certain groups of people (circled activities correlate to one another, significantly more so than other circles).**

- Watching TV/streaming and cooking/baking tend to be enjoyed more by the same consumers.
- Those who are engaging in hobbies more often, are also more likely to be eating more junk food.
- It's interesting to note that connecting with others online clusters together with eating healthy food and exercising more; perhaps it's young/active/healthy people who are more social online.



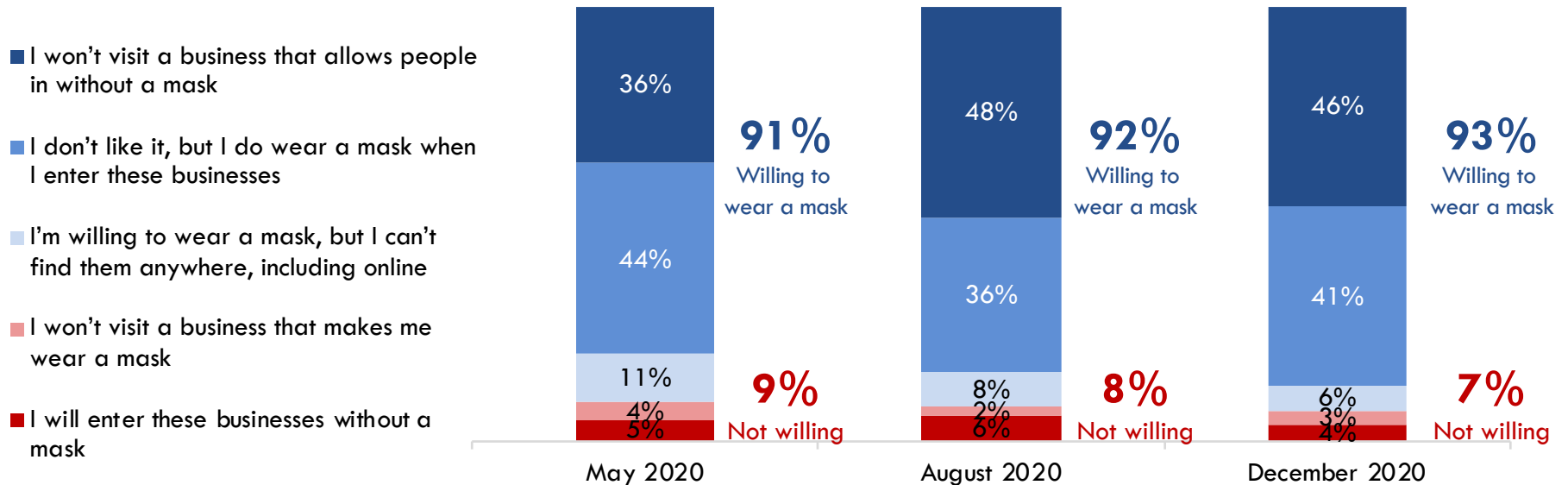
*KYST: A multidimensional scaling technique we often use for our clients to help identify which stimuli (e.g. flavors, versions, etc.) are rated similarly by groups of consumers.



- **Masks are still accepted as a requirement by 93% of Americans, with close to half insisting that they be used in order to do business in person.**

- 6% still claim to not be able to find masks available for purchase, which we find highly suspect at this point, suggesting they're not trying very hard.

Thinking about businesses that require the use of a face mask to enter, which of the following best describes you?



Emotional & Economic Impact of the Coronavirus

Continuing our tracking of consumer priorities and sentiment

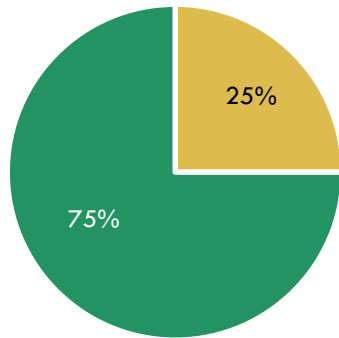




- **Most Americans are following news stories about the development of a vaccine, but certainty and eagerness to get a coronavirus vaccine *continue to be lower than they were initially*, with only 27% of respondents now saying they will get a vaccine “as soon as possible,” and 1/4 saying they won’t.**

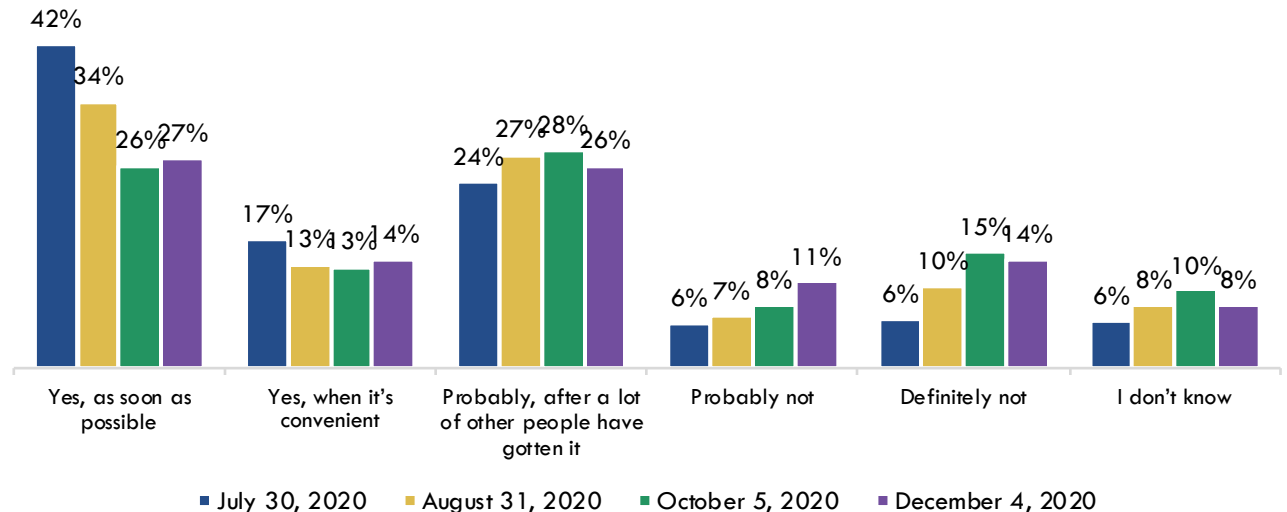
• Note that this data was gathered after the 11/9 first Pfizer announcement of results, but before the launch of the vaccine.

Have you been following recent news stories on the vaccines being developed for the coronavirus?



December 4, 2020

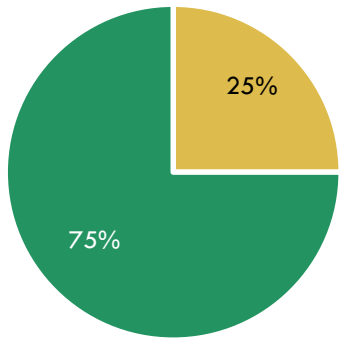
If a vaccine becomes available for the coronavirus, will you get it, and if so, how soon?





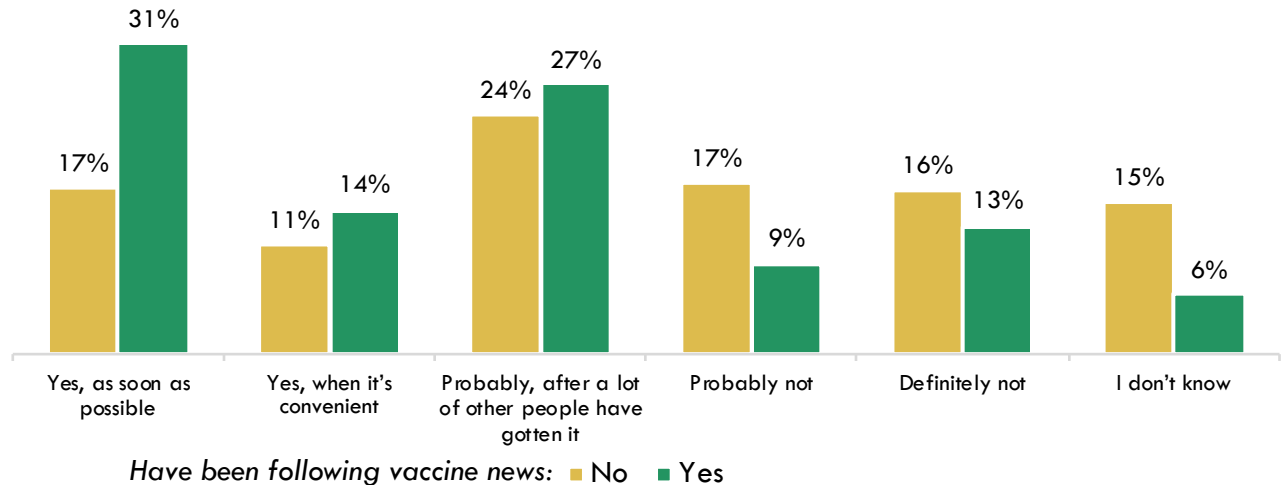
- **Those who have not been following news reports about vaccines are significantly less eager to get vaccinated.**

Have you been following recent news stories on the vaccines being developed for the coronavirus?



December 4, 2020

If a vaccine becomes available for the coronavirus, will you get it, and if so, how soon?

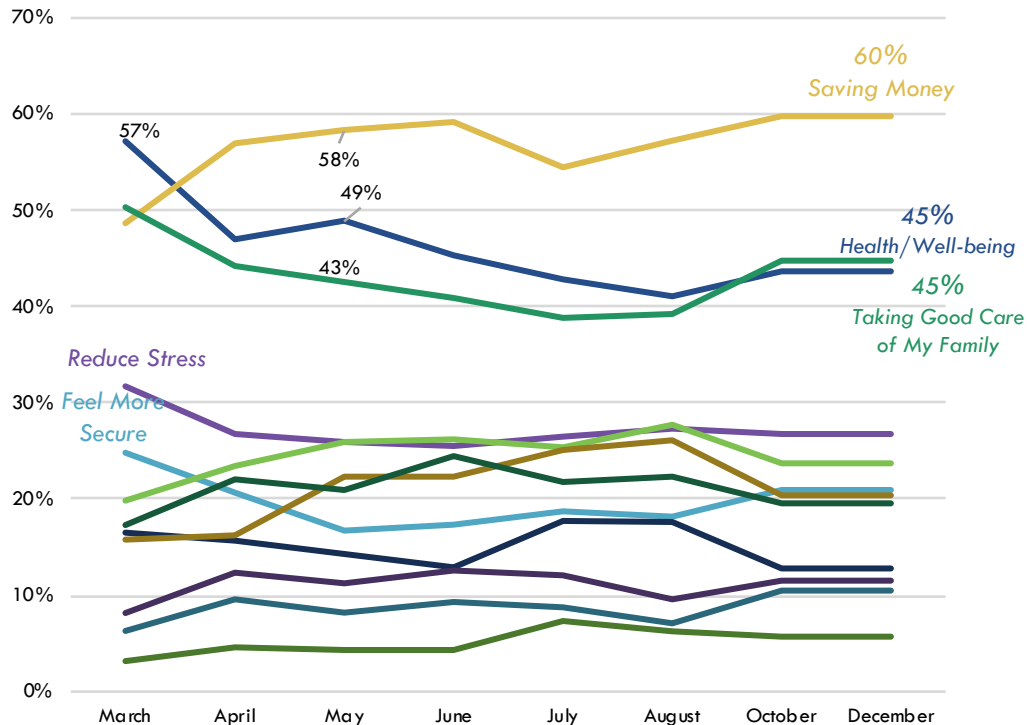




Core Motivations

ACUPOLL'S approach to understanding the deeper drivers for purchase decisions

When you're looking for products to buy, what are your TOP 3 PRIORITIES right now?



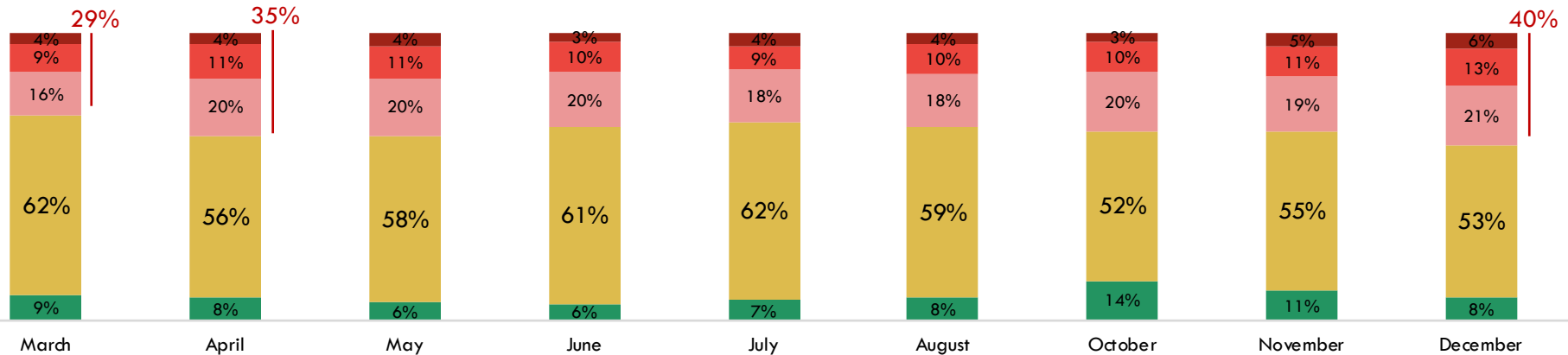
Differences of 4% are generally significant at the 90% confidence level.

- We are continuing to see *Saving Money* dominate as most important when making buying decisions.
- This reinforces the need for companies to focus on justifying their Value proposition in this environment.
- *Health/Well-being* and *Taking Good Care of My Family* had been declining, but may be trending upwards again.
- This could be related to an uptick in cases of Coronavirus.



- Heading into December, we actually see the highest level yet of people who have lost income due to the pandemic, which may be due to businesses having to finally close after trying to hang on until Black Friday and/or throwing in the towel when some states reinstated shutdowns.

How much, if at all, has each of the following CHANGED since before recent events?



**Your household INCOME
from employment**

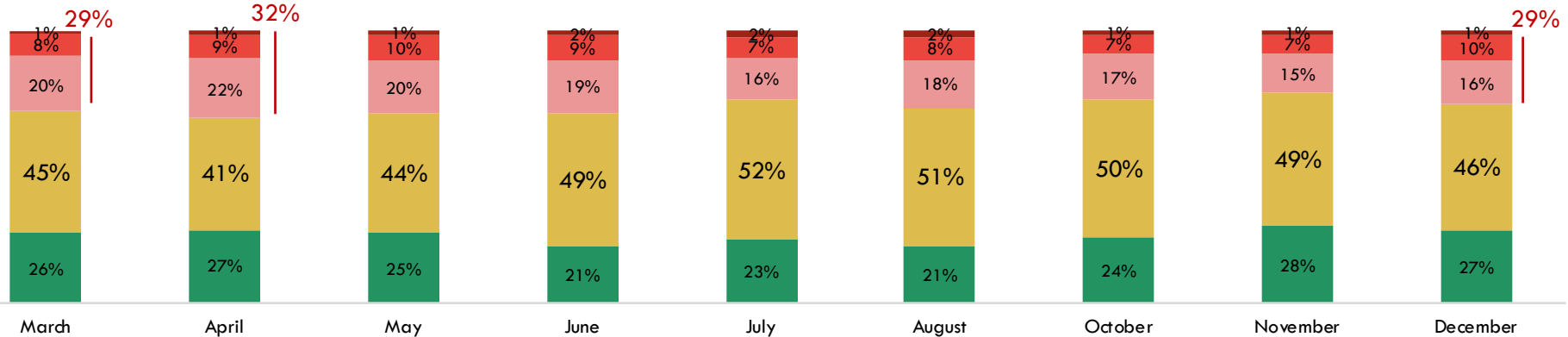
■ Increased ■ Stayed the same/no change ■ Decreased a little ■ Decreased a lot ■ Eliminated completely

Differences of 4% are generally significant at the 90% confidence level.



- The % of households increasing or decreasing their essential spending is now much the same as it was in April.

How much, if at all, has each of the following CHANGED since before recent events?



**Your household SPENDING
on ESSENTIAL items**

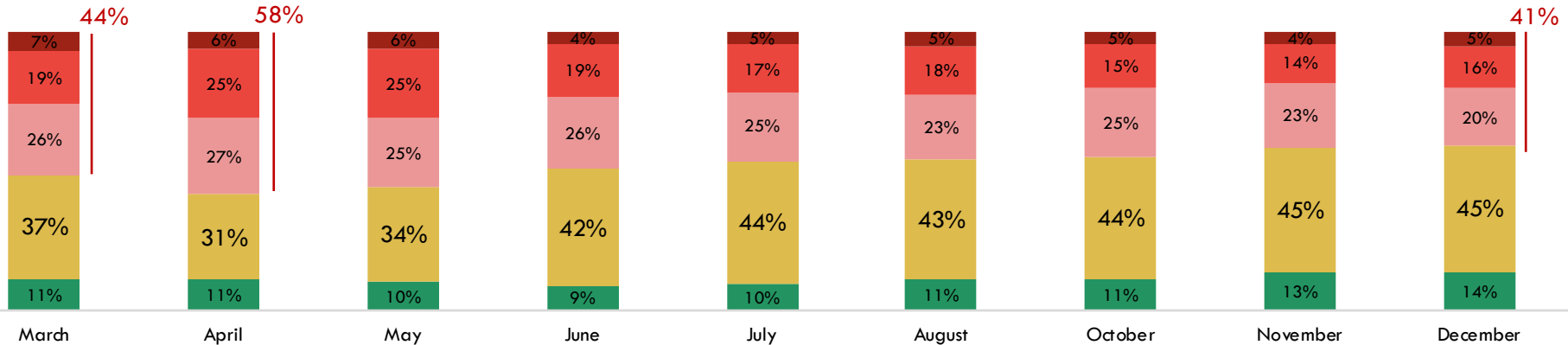
■ Increased ■ Stayed the same/no change ■ Decreased a little ■ Decreased a lot ■ Eliminated completely

Differences of 4% are generally significant at the 90% confidence level.



- There's a slight bump in non-essential spending, likely due to holiday shopping, but close to half of US households are still spending less than they usually do.

How much, if at all, has each of the following CHANGED since before recent events?



**Your household SPENDING
on NON-ESSENTIAL items**

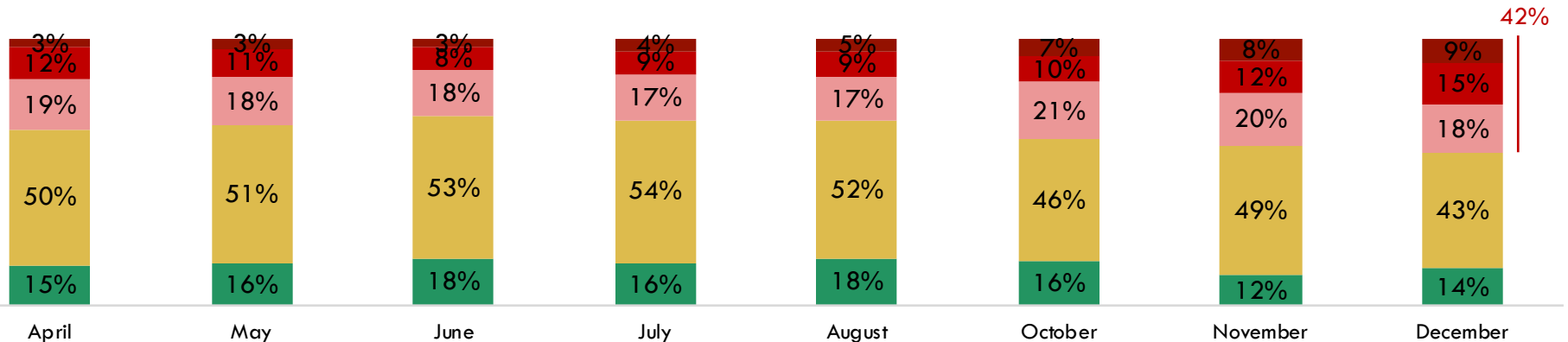
■ Increased ■ Stayed the same/no change ■ Decreased a little ■ Decreased a lot ■ Eliminated completely

Differences of 4% are generally significant at the 90% confidence level.



- 42% of households have had to pull from savings as of December, which is the highest we've seen yet; hopefully the recent stimulus package will provide much-needed relief.
- The number of households that have completely depleted their savings, while small, has been steadily increasing since April.

How much, if at all, has each of the following CHANGED since before recent events?



Your household SAVINGS

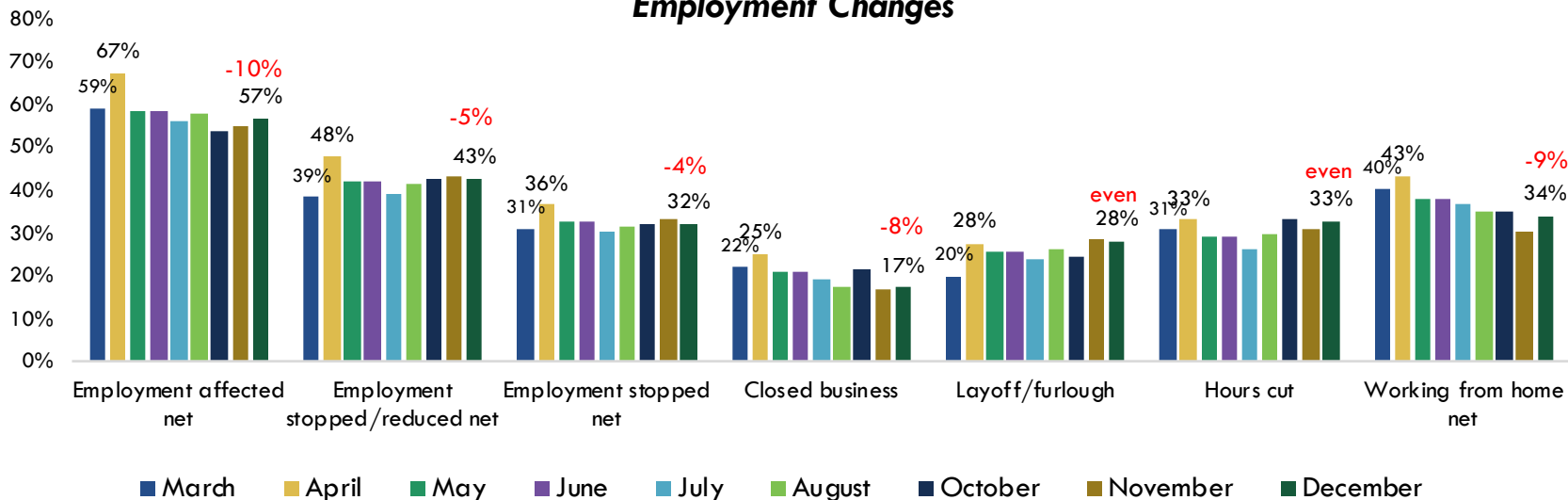
■ Increased ■ Stayed the same/no change ■ Decreased a little ■ Decreased a lot ■ Eliminated completely

Differences of 4% are generally significant at the 90% confidence level.

- **Employment losses are lower than they were in April, as some businesses re-open or people find new jobs.**
- However, the changes in recent waves are slight, and those with stopped/reduced income are still at an alarmingly high rate if these businesses/industries don't bounce back soon.

Difference vs. Peak:

Employment Changes

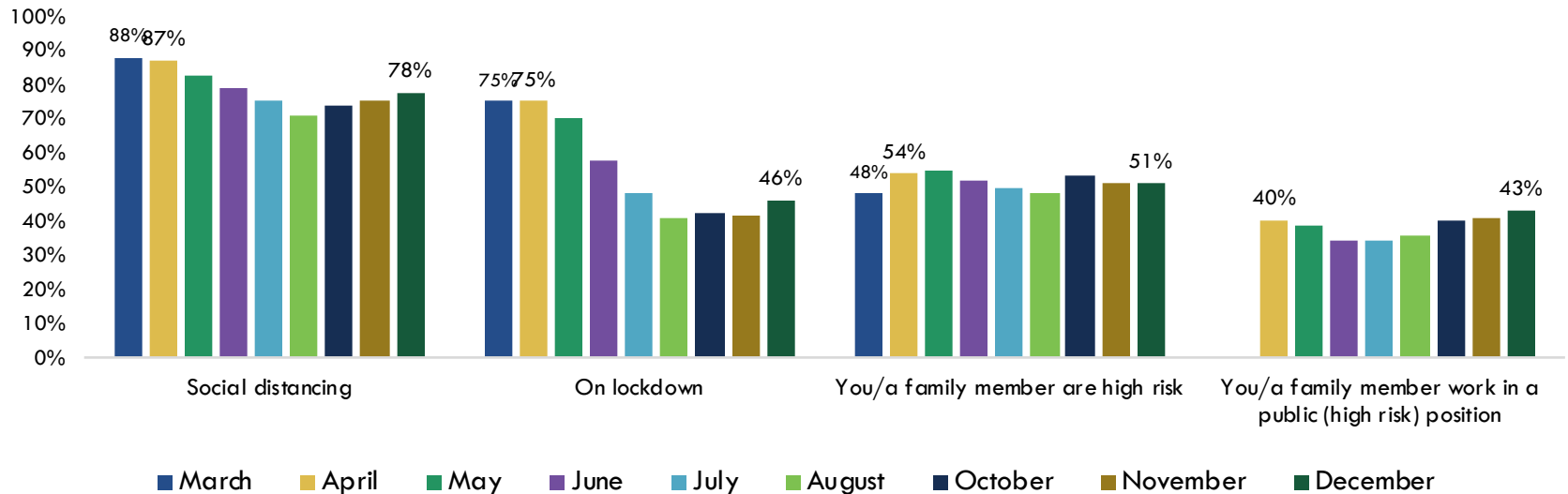


Average across sample dates by month.

Differences of 4% or greater are significant at the 90% confidence level.

- The number of Americans practicing social distancing and on lockdown is creeping back up.
- The number of people working in public-facing jobs is back at April levels.

Which of the following changes have you or someone in your household experienced due to recent events?



Differences of 4% are generally at the 90% confidence level.

• What's Next?

- These results may vary further by regional hot spot, age, household income, and countless segment opportunities.
- If you have questions about what's happening in your brand or category, ask us!
- Missed our previous reports? Click here: <https://www.acupoll.com/blog/category/COVID-19+Data+Reports>
- Want to share with friends or colleagues? Please feel free! <https://mailchi.mp/acupoll.com/covid-19-data>



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or your Account Manager

WISHING YOU
HEALTH, SAFETY,
& PEACE OF MIND

*AS WELL AS A JOYFUL HOLIDAY SEASON
and A HAPPY NEW YEAR!*



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