

GLOBAL BAROMETER WAVE 7

# Understanding the 2020 Consumer

toluna



harris  
interactive



KURUNDATA

# About this study

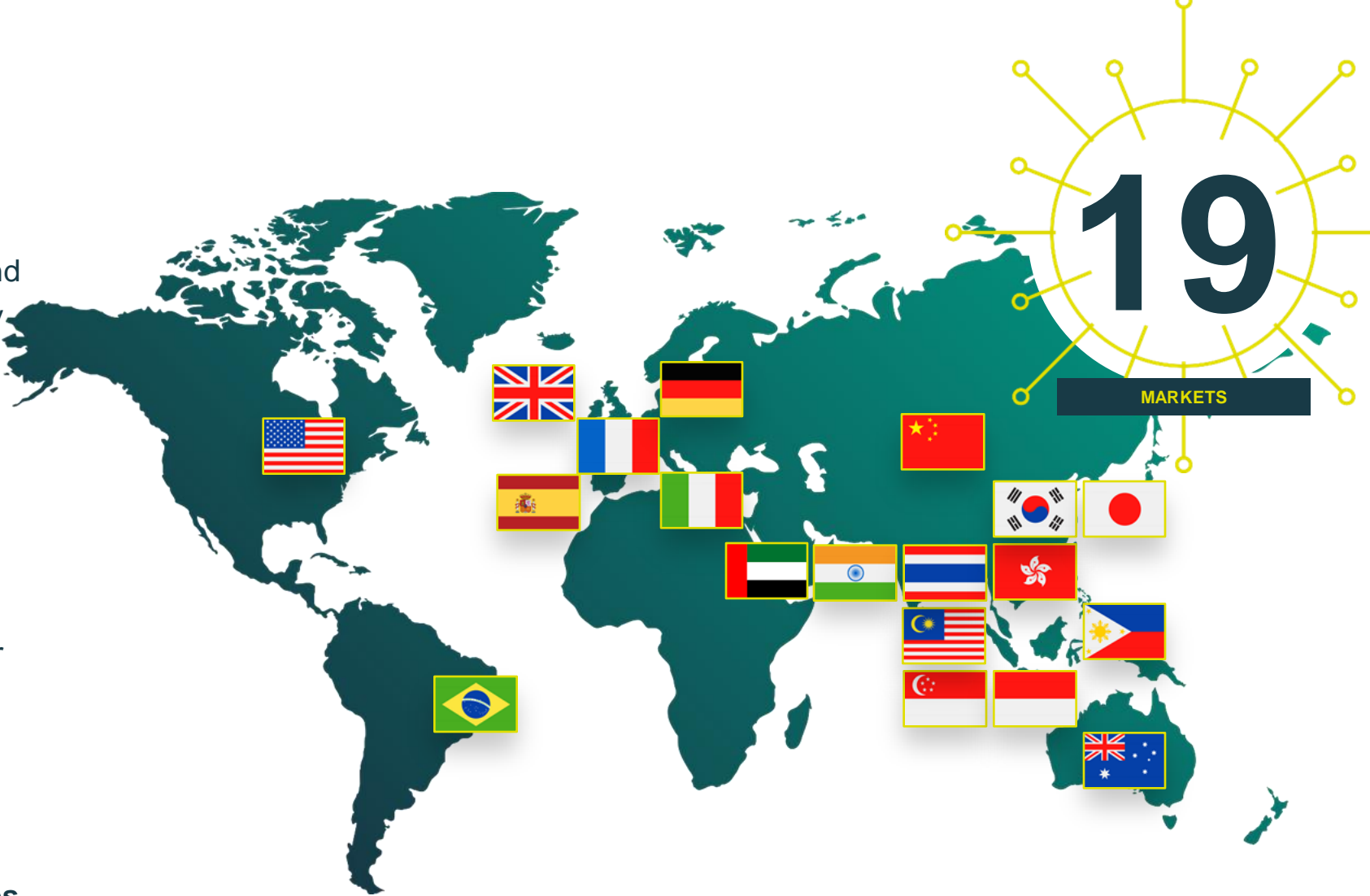
ITWP companies Toluna, Harris Interactive and KuRunData have developed an ongoing study to understand the impact that the Coronavirus has on daily life.

The study will be conducted **every 2 weeks** and started on March 31.

**This report covers 19 markets.**






Findings highlight the importance of consumer insights for brands and businesses as they consider *'The Next Normal.'*

**We've created a series first focused on the immediate impact and disruption, and embarked on a second chapter in our series which looks at how people feel as they move out of quarantine.**



# Wave 7: Markets studied and field schedule

Below is the field schedule and number of completed interviews by market included in this wave of research. Data has been weighted by age, gender and region to be Census representative in all markets (except UAE and the Philippines where regions are not weighted, and India where we're Internet representative). In France, data is also weighted to reflect social grade.

	MARKET	COMPLETED INTERVIEWS	FIELDWORK DATES
	UK	<b>1,078</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	France	<b>1,107</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Germany	<b>1,078</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Italy	<b>1,123</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Spain	<b>1,130</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020

	MARKET	COMPLETED INTERVIEWS	FIELDWORK DATES
	Australia	<b>1,082</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Singapore	<b>534</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Malaysia	<b>541</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Indonesia	<b>549</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Philippines	<b>543</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Thailand	<b>554</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Japan	<b>1,119</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Korea	<b>1,122</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	China	<b>1,021</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Hong Kong	<b>541</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	India	<b>1,085</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	UAE	<b>538</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	MARKET	COMPLETED INTERVIEWS	FIELDWORK DATES
	United States	<b>1,102</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020
	Brazil	<b>1,162</b>	25 <sup>th</sup> -30 <sup>th</sup> June 2020



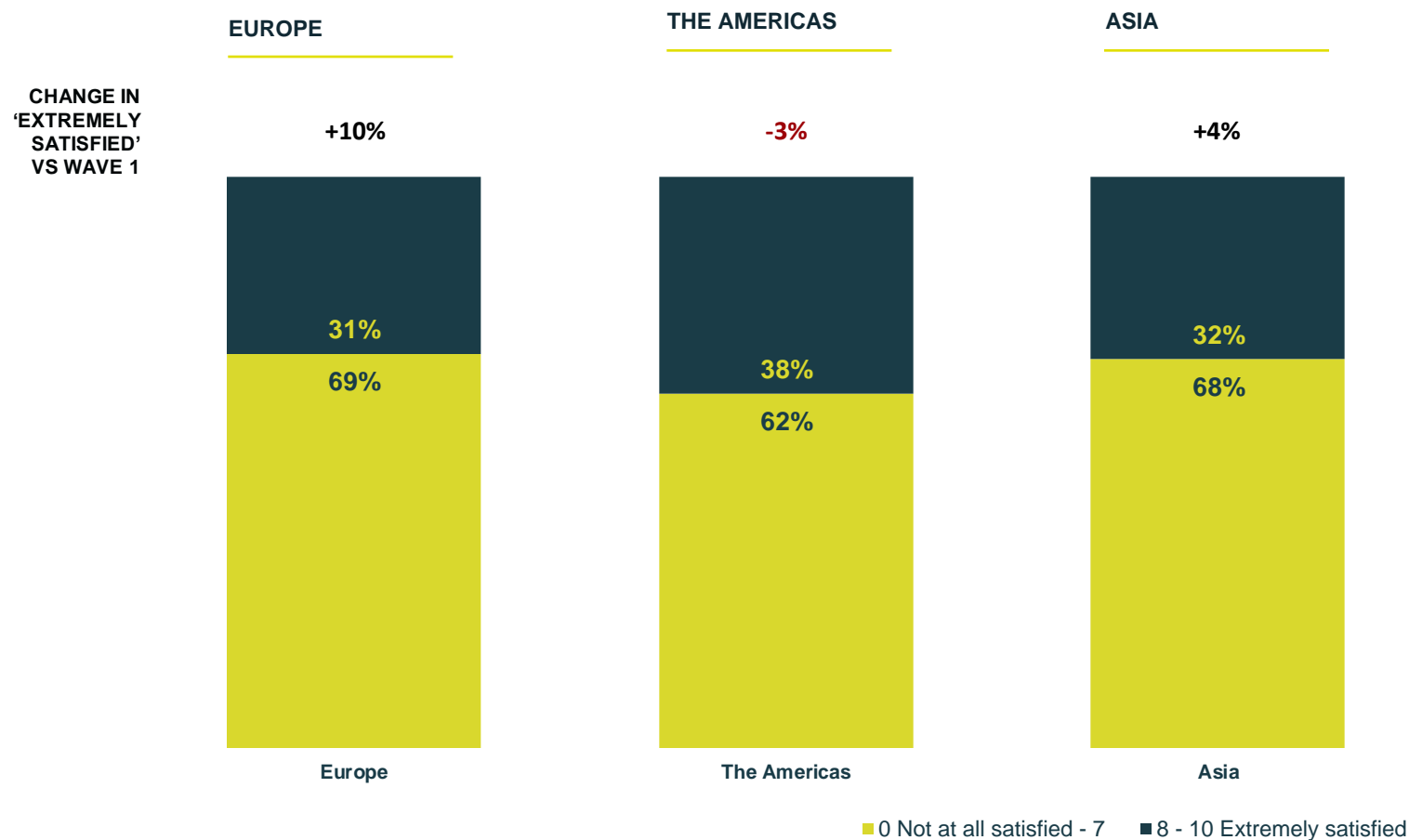
# Consumer Behavior has changed as a result of COVID-19

- In all regions, people are less concerned with their finances than they were at the start of the crisis.
- Perceived level of support from retailers, manufacturers and service providers has dropped across Europe, The Americas and Asia compared to the beginning of the crisis
- We are seeing increased spending across various products and services compared to the beginning of the crisis. In Europe, eating or drinking at a restaurant, bar or café sees the highest increase.
- In the US and APAC, people are delaying vacations until the end of the year. In Europe, consumers are more comfortable with booking a holiday over the next 3 months



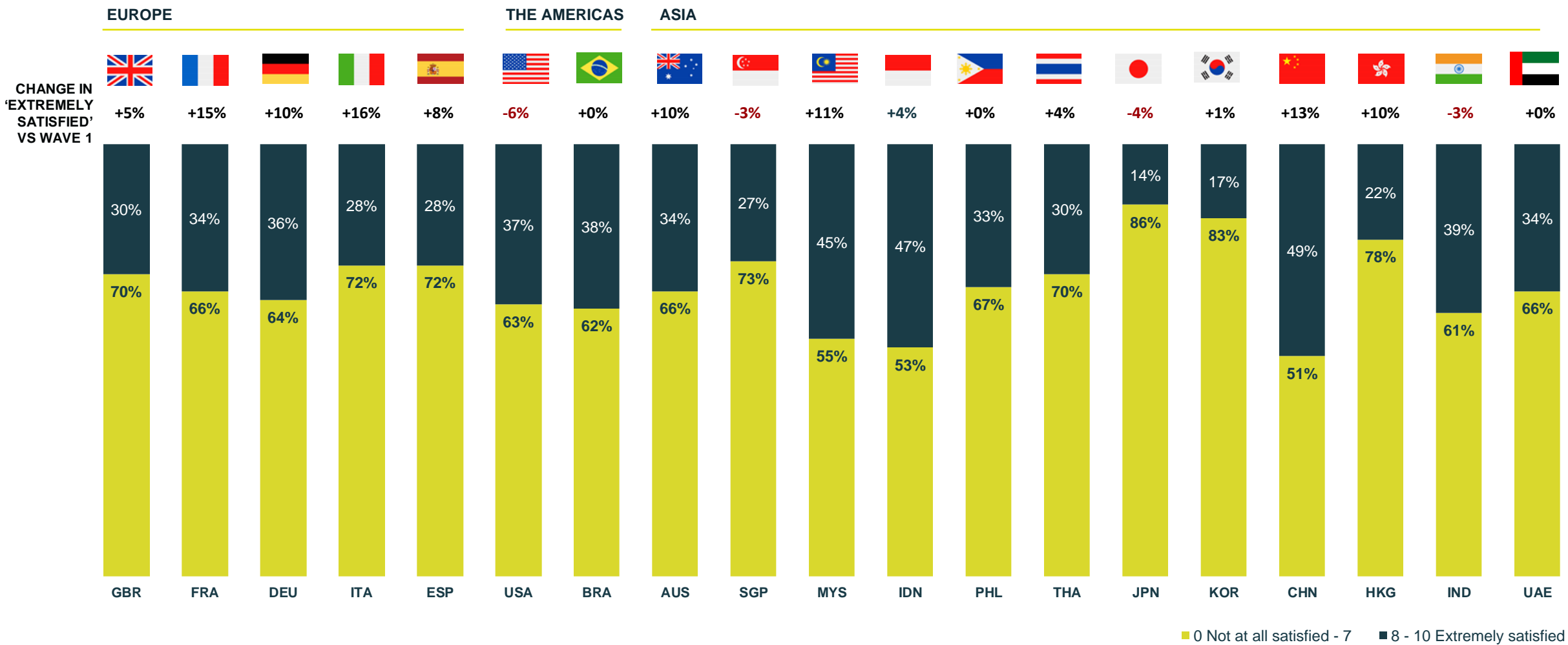
## Level of **satisfaction with life** over the past 2 weeks

Satisfaction with life continues to increase for those in **Europe**, while the **Americas** continue to see a slight decrease in satisfaction compared to the first wave.



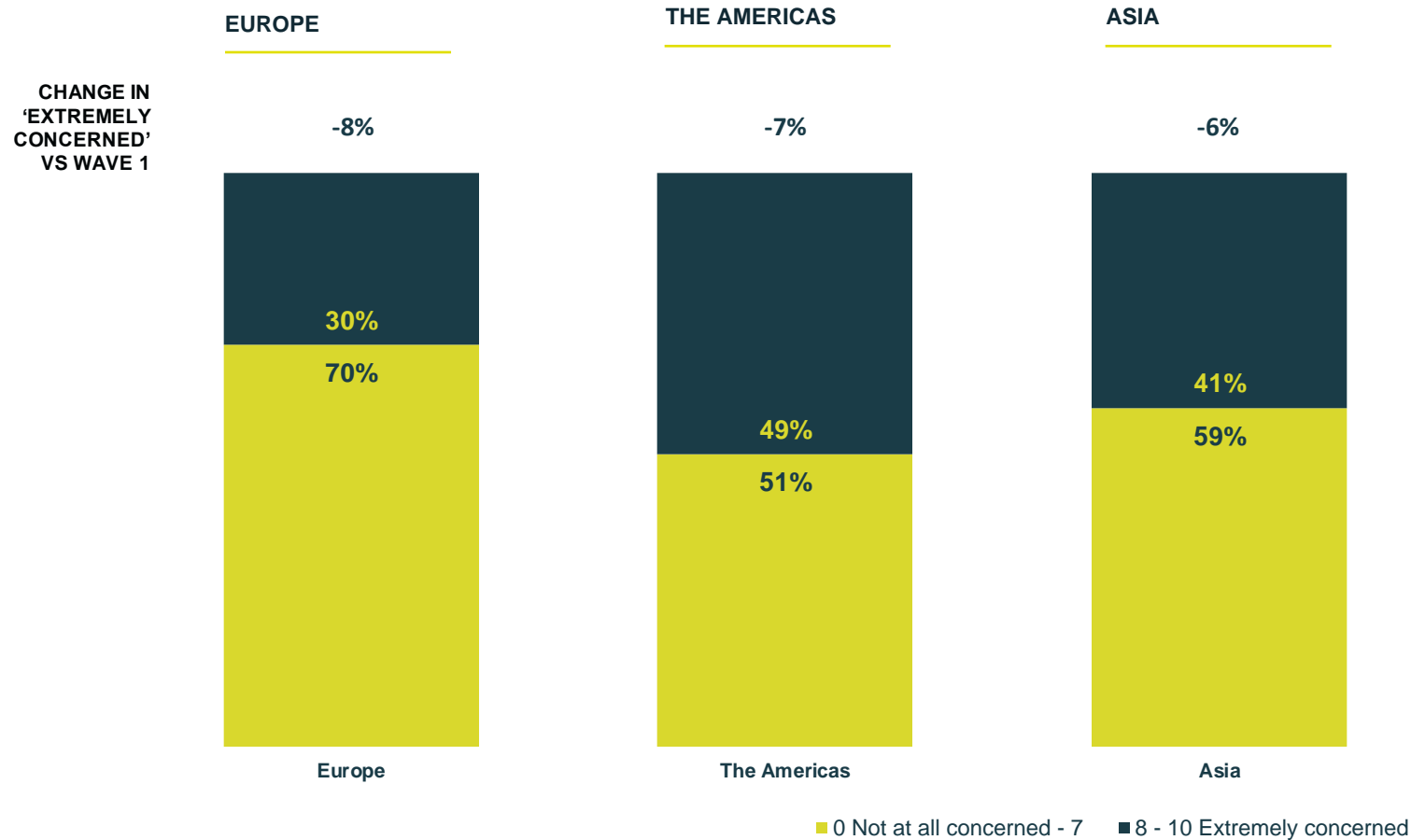
# Level of satisfaction with life over the past 2 weeks

In most European countries satisfaction has increased compared to the beginning of the crisis. Outside Europe, Australia, Hong Kong, and China see the largest increase in satisfaction with life, while in the US, satisfaction has dropped considerably.



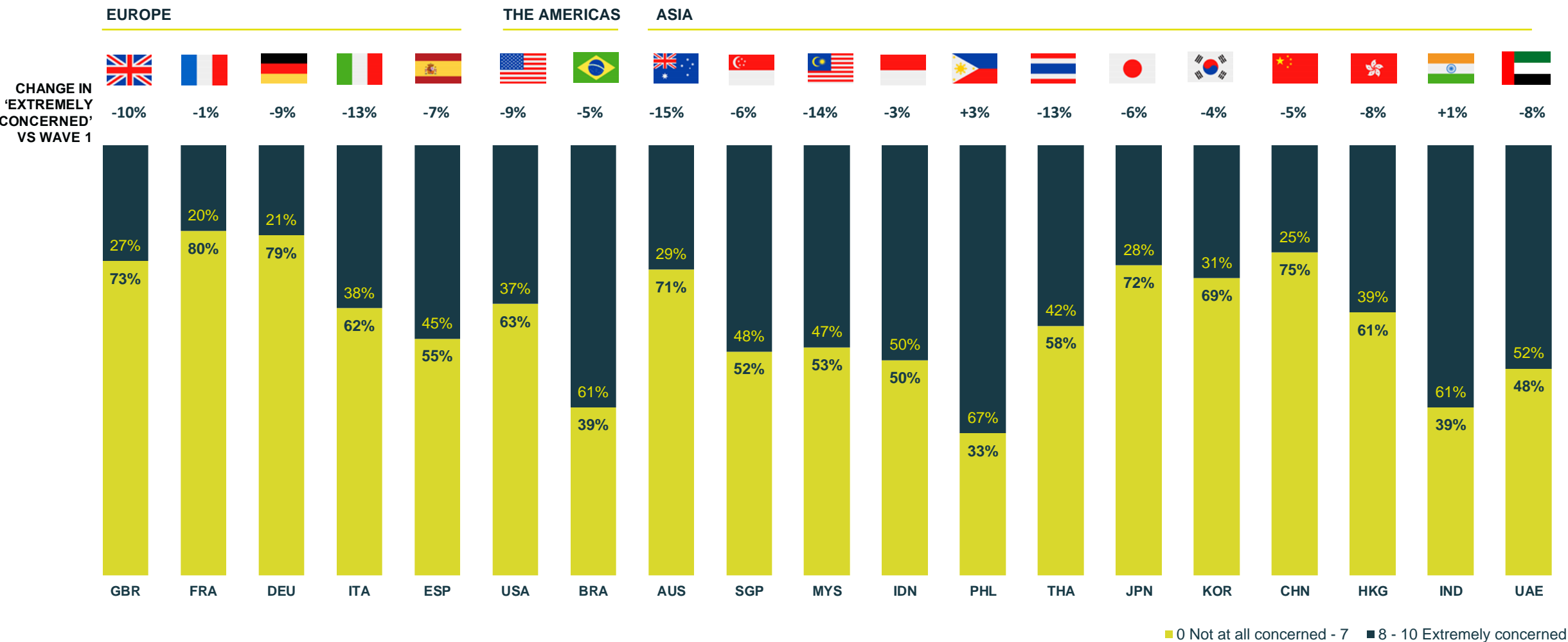
## Level of concern about personal financial security

Across all regions, consumers are less concerned about personal financial security than they were at the beginning of the crisis.



# Level of concern about personal financial security

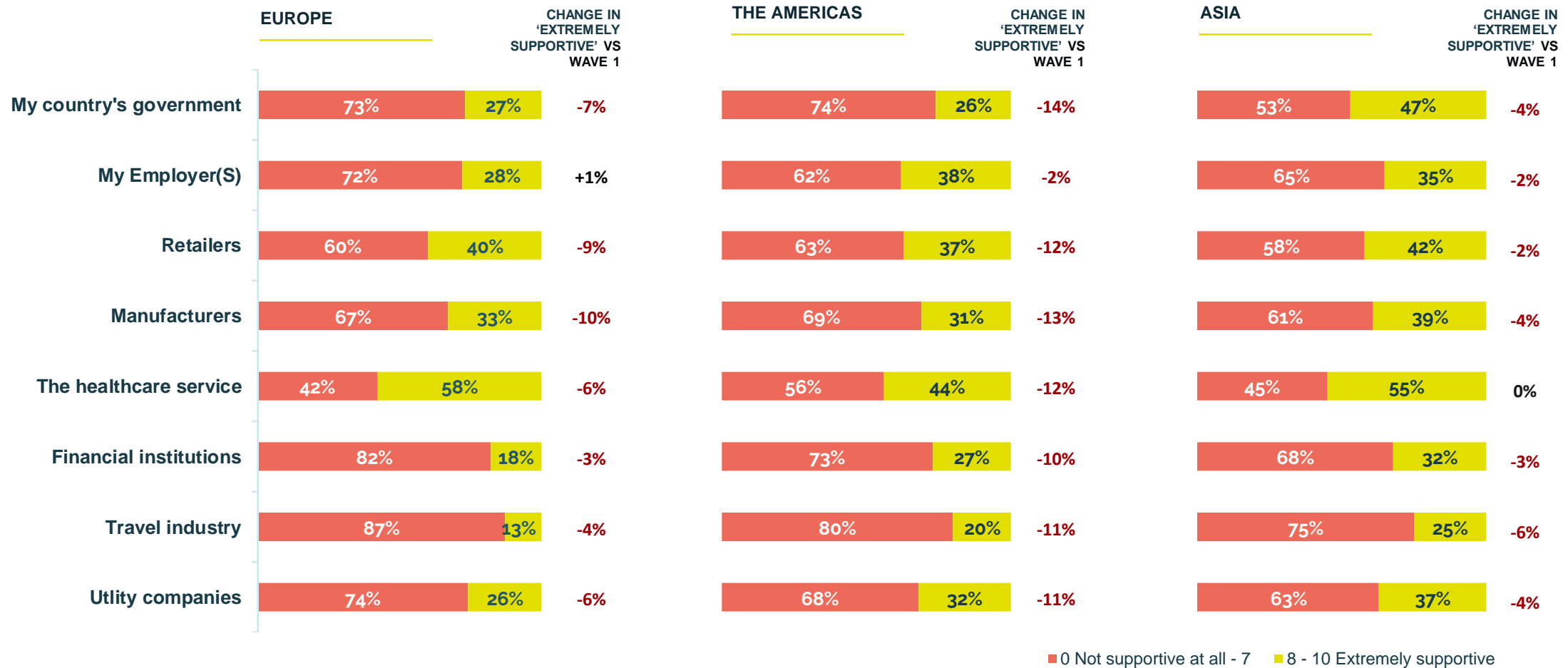
All markets, with the exception of The Philippines and India, continue to see lower numbers of people who are extremely concerned about financial security compared to the first wave. Consumers in Philippines remain the most concerned.





# Level of support given in response to the Coronavirus outbreak

Perceived level of support continues to see considerable drops across Europe, The Americas and Asia compared to the beginning of the crisis, with the Americas seeing the greatest downward trend.



## Items **spent money on** in the past 2 weeks

We are seeing increased spending across various products and services compared to the beginning of the crisis. Eating or drinking at a restaurant, bar or café continues to increase in Europe and Asia in particular, whilst spending on online entertainment streaming services has increased the most in the Americas.

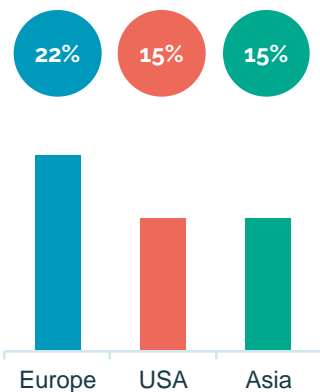
	Europe		Americas		Asia	
	W7	vs w1	W7	vs w1	W7	vs w1
In-store grocery shopping	80%	+1%	75%	+2%	72%	0%
Online grocery shopping	25%	+4%	37%	+7%	52%	+9%
Eating or drinking at a restaurant, bar or café	29%	+22%	18%	+3%	28%	+10%
Home delivery of food or drink from a restaurant, bar or café	24%	+10%	38%	+6%	36%	+7%
Curb side or Drive Through pick up of food or drink from a restaurant, bar or café	21%	+12%	33%	+7%	23%	+4%
Online entertainment streaming services	30%	+5%	44%	+10%	36%	+6%

# Season comfortable with booking an event or holiday

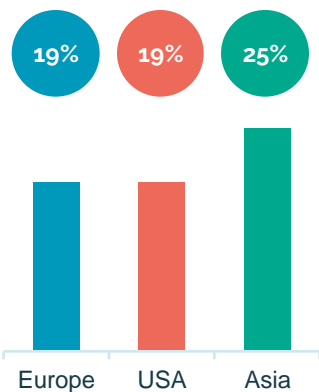
In Europe, consumers are more comfortable with booking a holiday over the next 3 months, with a downturn come fall and winter. Confidence is lower in the Americas and Asia where a higher proportion are pushing back to the end of the year and next year.

Event taking place in...

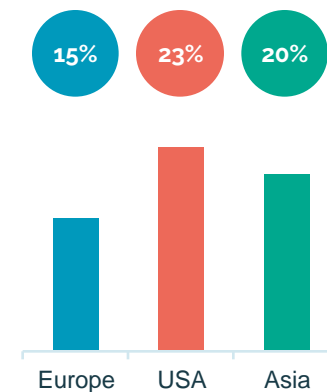
July – Sept 2020



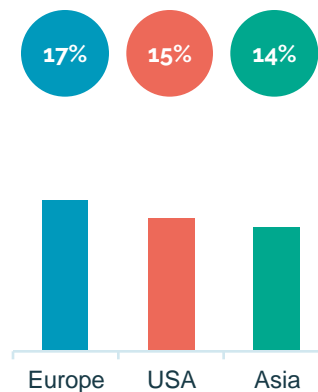
Oct – Dec 2020



Jan 2021 – March 2021



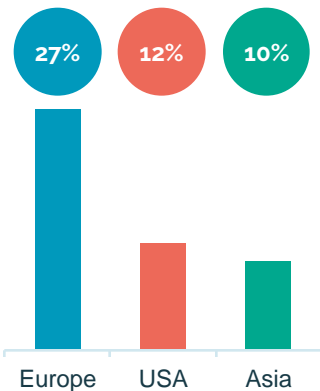
April – June 2021



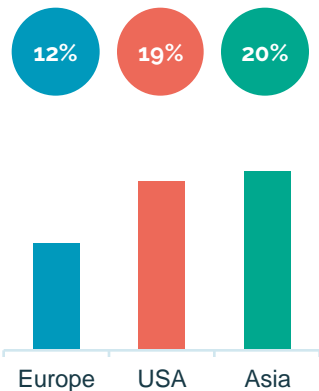
23%  
22%  
23%  
Wouldn't be comfortable with any

Holiday taking place in...

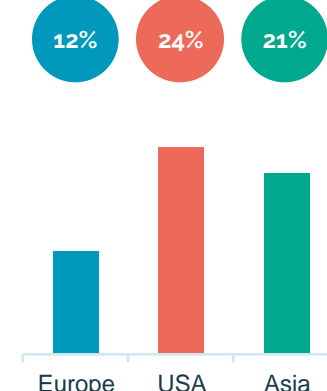
July – Sept 2020



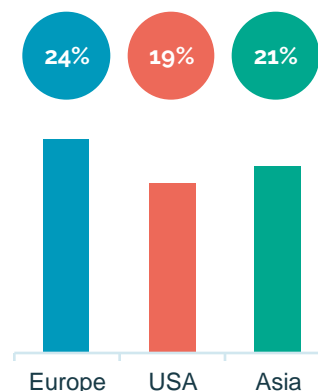
Oct – Dec 2020



Jan 2021 – March 2021



April – June 2021



22%  
23%  
26%  
Wouldn't be comfortable with any

## Perceived level of **security in employment** over the past 2 weeks

Overall, perceived level of employment security continues to be lowest in Brazil and Asian countries (except Australia, China, Korea, Japan). The Philippines and Brazil see the most unemployment due to the crisis.

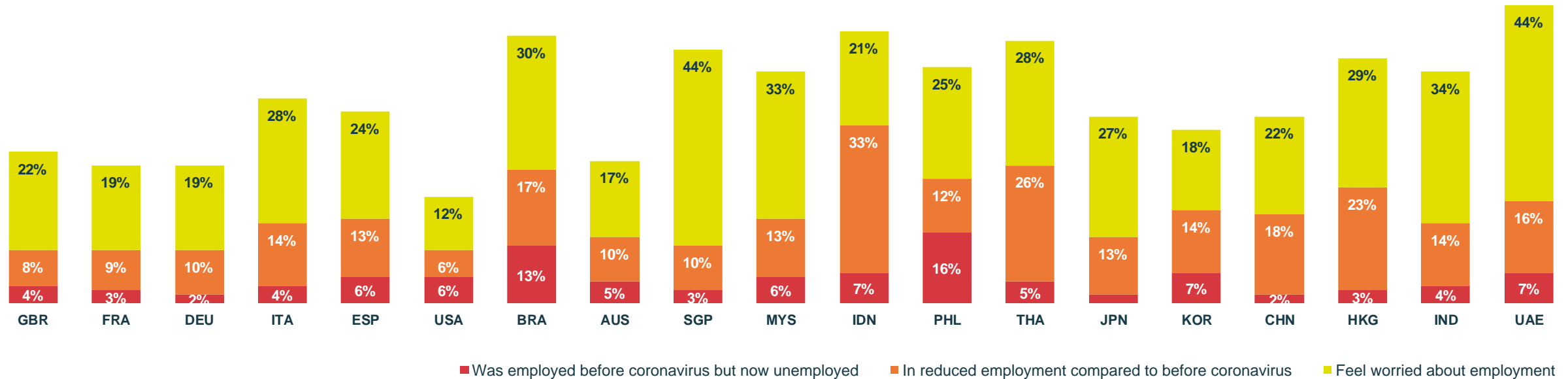
### EUROPE



### THE AMERICAS



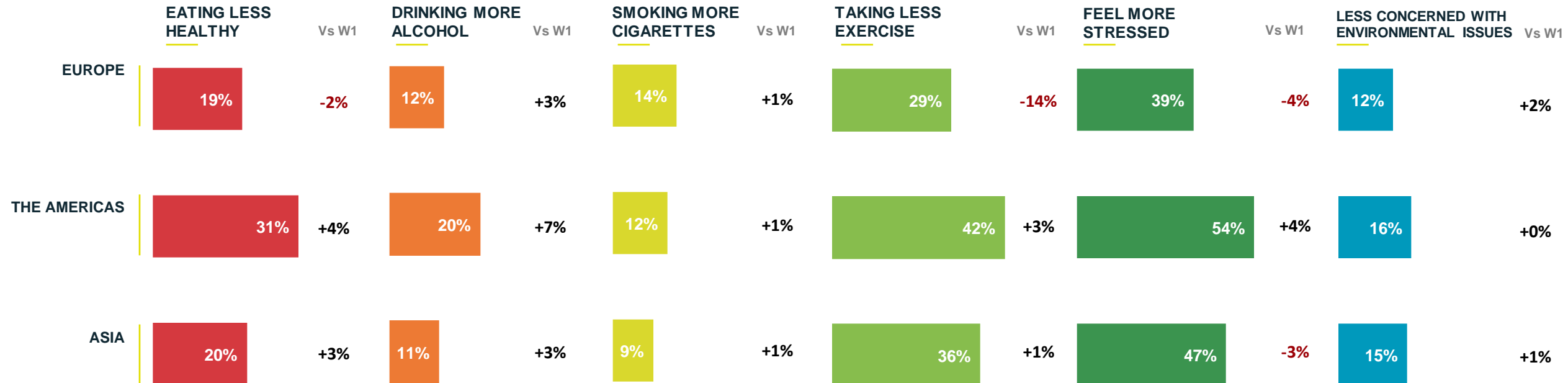
### ASIA



■ Was employed before coronavirus but now unemployed ■ In reduced employment compared to before coronavirus ■ Feel worried about employment

## Coronavirus restrictions **knock-on effects**

Compared to the beginning of the crisis, the biggest changes are: Europeans are exercising less, Americans have increased drinking, and Asians are feeling slightly less stressed than before.





## Activities likely to undertake in the next 1-2 months




















Going out to eat and being more health conscious continue to be activities that many consumers plan to undertake where possible as restrictions ease. Consumers in Asia are more likely to be more health conscious (using vitamins and taking more exercise/eating healthy) while in Europe, going out and eat and visiting the hairdressers are anticipated.

	Be more health conscious i.e. using vitamins	Be more health conscious i.e. taking more exercise/eating healthy	Have routine-check up more frequently (blood-pressure, blood levels, cardio-vascular test etc.)	Go to the hairdressers/ salon	Go to the gym	Go to the spa	Go out to eat	Go to the cinema/ theatre	Send kids to school/ day care	Return to workplace	Volunteer
EUROPE	19%	34%	19%	39%	15%	9%	47%	25%	10%	20%	10%
THE AMERICAS	37%	47%	36%	32%	25%	6%	42%	22%	14%	26%	14%
ASIA	42%	53%	26%	30%	18%	8%	43%	21%	14%	28%	12%

Highest scoring activity per market
  2<sup>nd</sup> highest scoring activity per market
  3<sup>rd</sup> highest scoring activity per market

## Activities likely to undertake in the next 1-2 months

Relatively few consumers expect to go on an overseas holiday in the next 1-2 months, although more would go away within their own country – particularly in Italy, France, Spain, Thailand and UAE.

		Treat myself / family to a holiday abroad	Treat myself / family to a holiday in my country	Buy something of significant value	Spend more money generally	Be more optimistic about the future	Be more environmentally conscious
EUROPE		12%	17%	9%	14%	25%	20%
		13%	32%	5%	10%	17%	29%
		14%	23%	7%	10%	22%	19%
		14%	41%	10%	14%	35%	33%
		13%	32%	10%	12%	33%	27%
THE AMERICAS		11%	15%	17%	19%	35%	19%
		8%	17%	15%	8%	50%	38%
ASIA		9%	24%	11%	15%	31%	20%
		17%	18%	18%	21%	32%	31%
		10%	29%	25%	11%	47%	44%
		8%	20%	21%	15%	49%	58%
		10%	17%	36%	7%	57%	48%
		10%	39%	20%	22%	45%	46%
		4%	15%	9%	7%	9%	13%
		9%	28%	2%	9%	21%	35%
		4%	21%	7%	23%	36%	51%
		16%	18%	9%	27%	12%	28%
		17%	24%	33%	24%	55%	56%
		24%	32%	22%	17%	49%	41%

Lowest scoring markets for each measure Highest scoring markets for each measure

## Consequences of **not being able to access products** or services as normal

Generally, the biggest consequences of not being able to access products are more online shopping and having to pay more for something than normal. Europe continues to see the fewest consequences, and The Americas the most.




















	EUROPE	AMERICAS	ASIA
Tried a new product	28%	38%	33%
Tried buying from a new brand	23%	36%	29%
Had to shop around for something in physical stores	22%	29%	28%
Had to shop around for something online	27%	43%	37%
Shopped in a physical store for something I'd usually buy online	8%	12%	16%
Shopped online for something I'd usually buy in a physical store	31%	45%	43%
Paid more for something than I usually would	30%	43%	31%
Paid less for something than I usually would	9%	15%	17%
Gone without something I'd usually buy	27%	35%	24%

Lowest scoring market for each measure

Highest scoring market for each measure

# Consequences of not being able to access products or services as normal

In Japan there are still fewer consequences of not being able to access products and services. India, followed by Thailand, seem to have greater consequences.

	EUROPE					THE AMERICAS		ASIA											
																			
	GBR	FRA	DEU	ITA	ESP	USA	BRA	AUS	SGP	MYS	IDN	PHL	THA	JPN	KOR	CHN	HKG	IND	UAE
Tried a new product	25%	26%	19%	32%	35%	32%	43%	30%	39%	45%	45%	42%	40%	13%	14%	25%	29%	54%	42%
Tried buying from a new brand	21%	20%	22%	20%	31%	30%	43%	26%	37%	36%	38%	33%	39%	10%	11%	24%	28%	51%	38%
Had to shop around for something in physical stores	23%	25%	17%	22%	22%	30%	29%	29%	27%	34%	30%	31%	38%	18%	23%	13%	43%	36%	32%
Had to shop around for something online	28%	21%	29%	38%	20%	33%	52%	21%	46%	46%	47%	38%	55%	16%	49%	29%	51%	40%	41%
Shopped in a physical store for something I'd usually buy online	10%	9%	6%	8%	8%	13%	10%	10%	15%	23%	18%	12%	23%	4%	9%	14%	16%	35%	19%
Shopped online for something I'd usually buy in a physical store	40%	22%	21%	37%	32%	41%	49%	27%	51%	50%	54%	50%	48%	22%	37%	50%	42%	55%	48%
Paid more for something than I usually would	31%	26%	22%	38%	34%	38%	47%	32%	38%	33%	33%	39%	17%	24%	18%	25%	24%	55%	41%
Paid less for something than I usually would	9%	8%	9%	11%	9%	13%	16%	13%	19%	17%	31%	25%	33%	4%	11%	14%	19%	23%	24%
Gone without something I'd usually buy	35%	23%	17%	29%	29%	39%	32%	32%	37%	25%	18%	23%	14%	13%	13%	34%	13%	38%	26%

Lowest scoring market for each measure

Highest scoring market for each measure

# Consumer Finance



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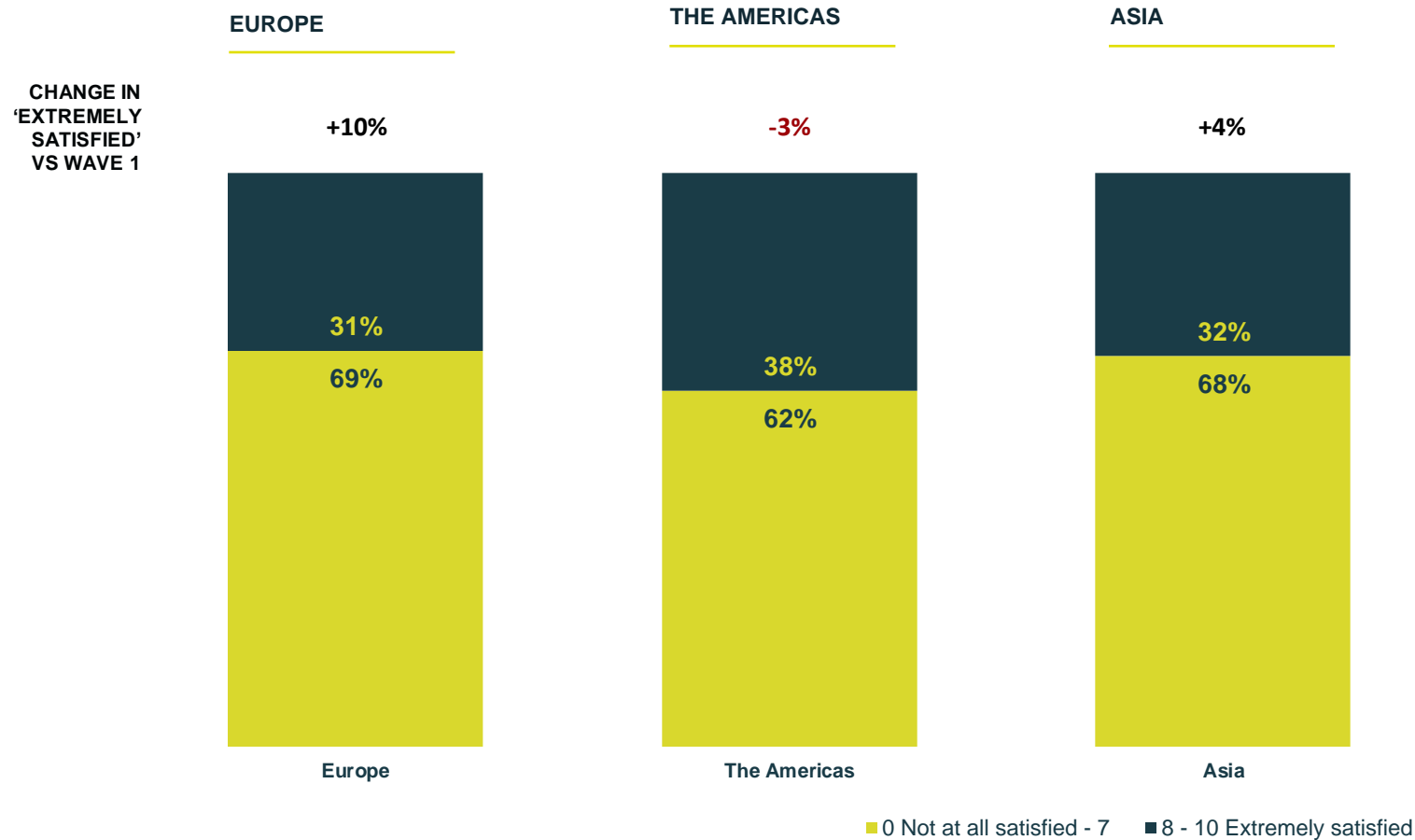
# Consumer financial behaviour is changing – but has stabilised

- In most regions, consumers are now less concerned with their personal financial security than they were at the start of the crisis. In many markets, the level of concern peaked during the first four weeks of the pandemic.
- This has coincided with a decline in perceptions of provider support in some markets. Whilst the immediate shock and concerns may be over for some, providers will need to continue to support those in need.
- Confidence in financial institutions varies between markets and even within regions. Markets' response may play a part as Spain is extremely negative while China is extremely positive – two very different reactions in markets hard hit by the pandemic.
- Consumers are looking to adopt different behaviours, especially in the Americas and Asia, with a focus on planning for the future (rainy day savings) and managing day-to-day finances better (budgeting).
- Many consumers are planning to review their financial products, particularly savings and investments. Providers based in multiple countries may need local strategies as there are countries where consumers are much more likely to review (most Far East and Brazil) as well as those where intention to review is lower (largest European countries and Japan).



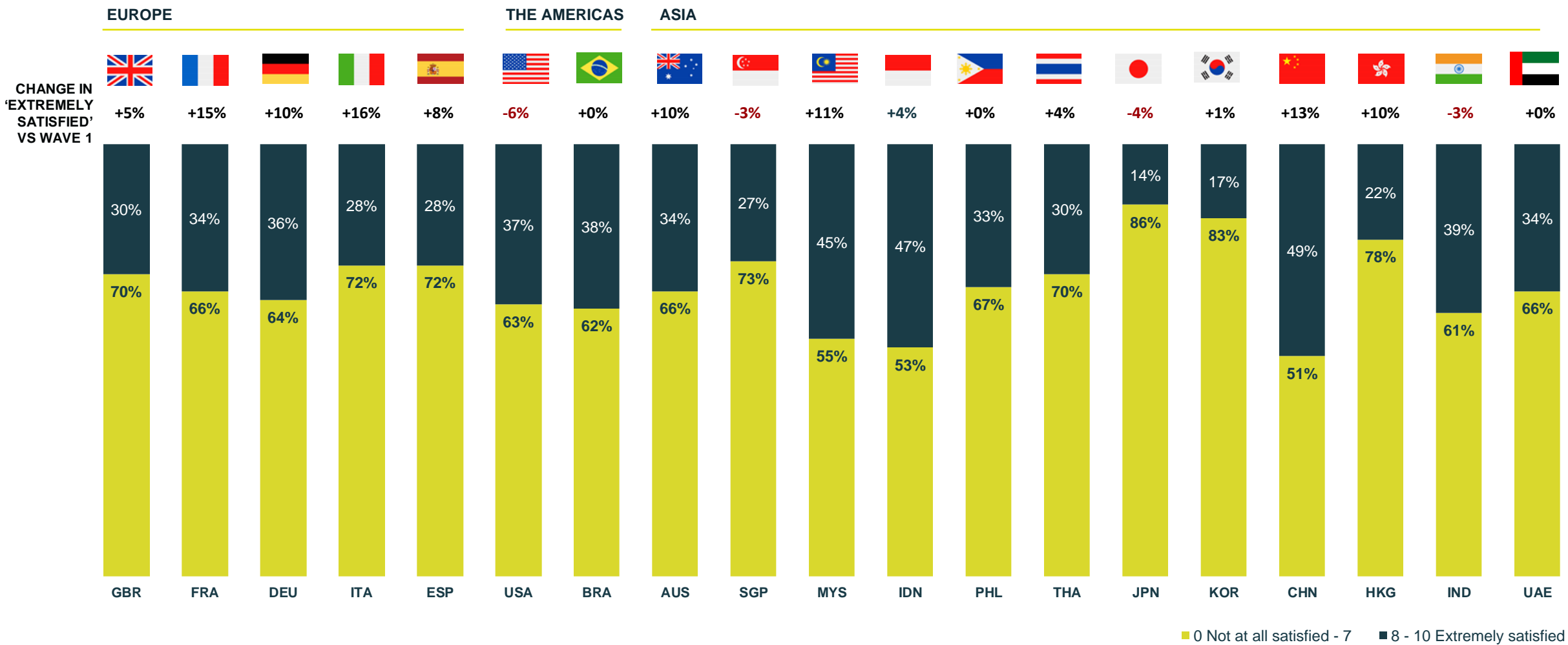
## Level of satisfaction with life over the past 2 weeks

Satisfaction with life continues to increase for those in Europe, while the Americas continue to see a slight decrease in satisfaction compared to the first wave.



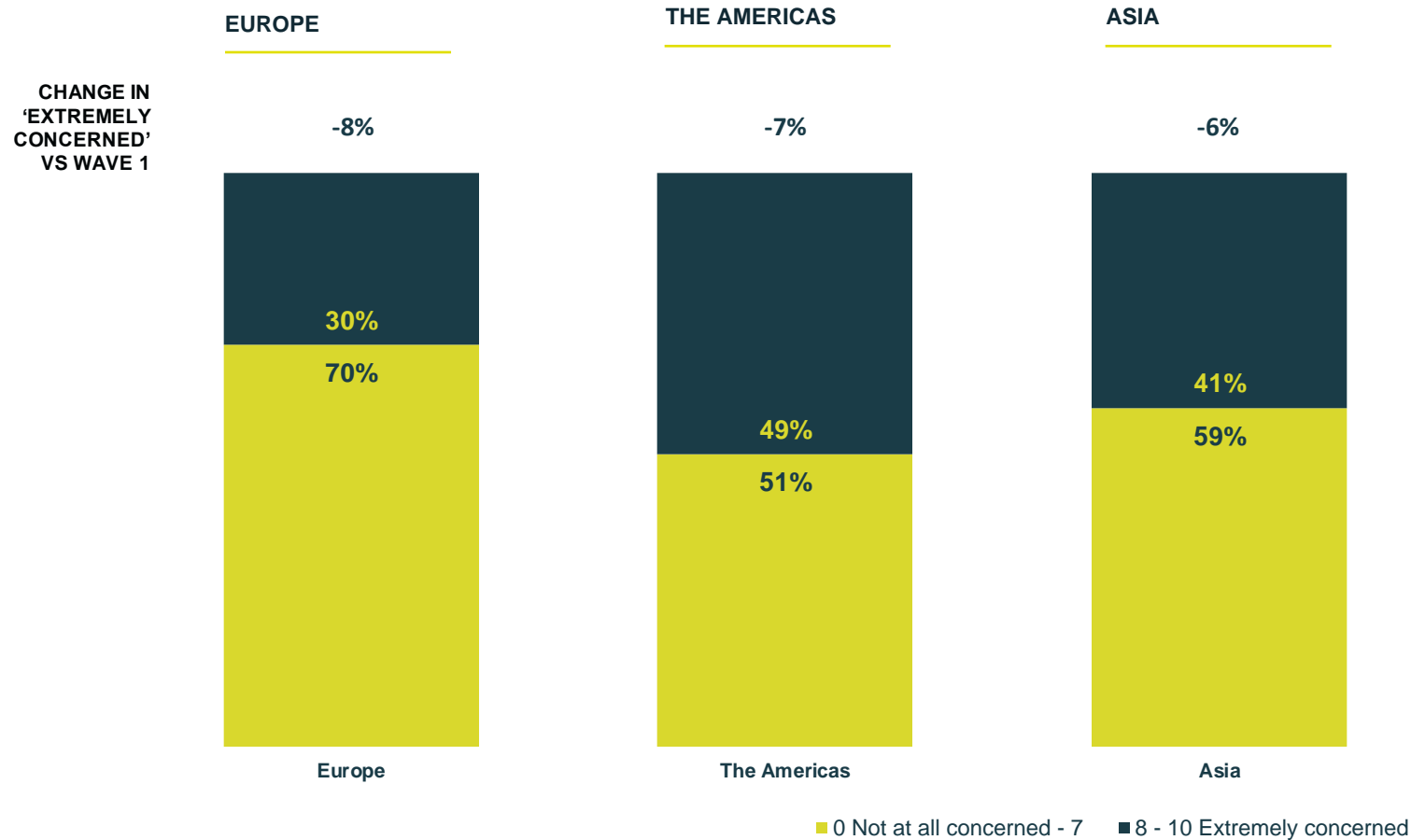
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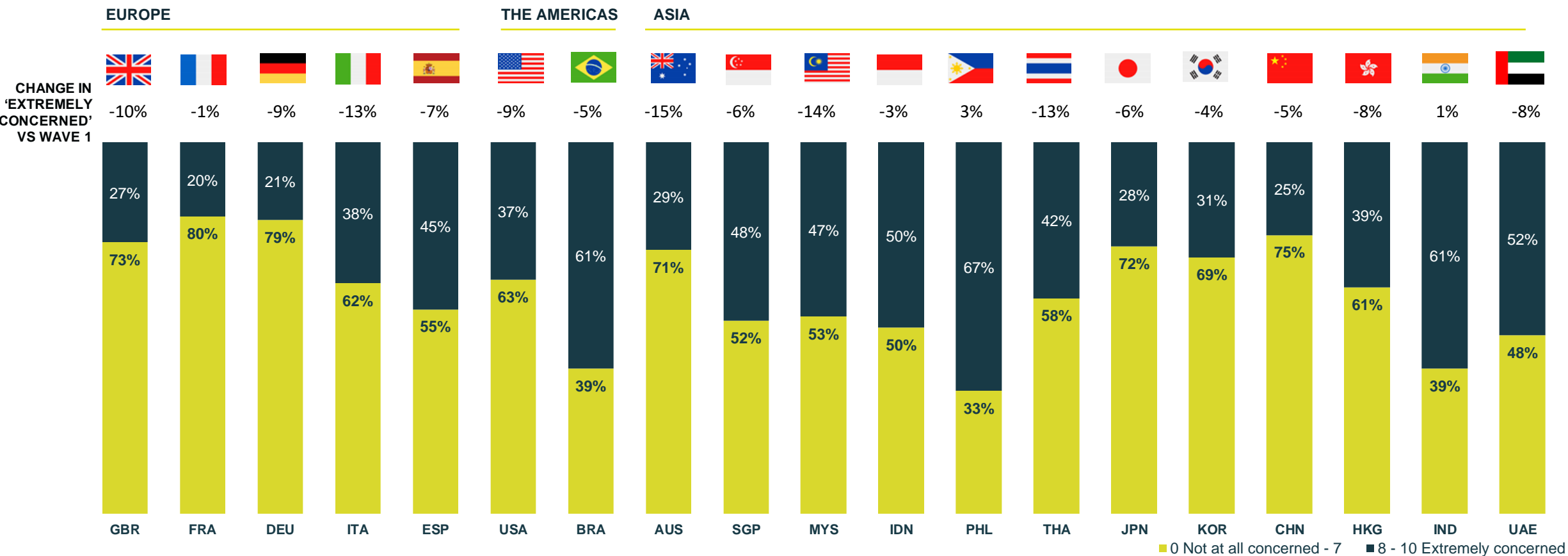
## Level of concern about personal financial security

Across all regions, consumers are less concerned about personal financial security than they were at the beginning of the crisis.



# Level of concern about personal financial security

Philippines, Brazil and India are the most concerned about financial security. Concerns have generally improved over time, peaking in early waves for most countries – Philippines and Indonesia took longer for concerns to ease.

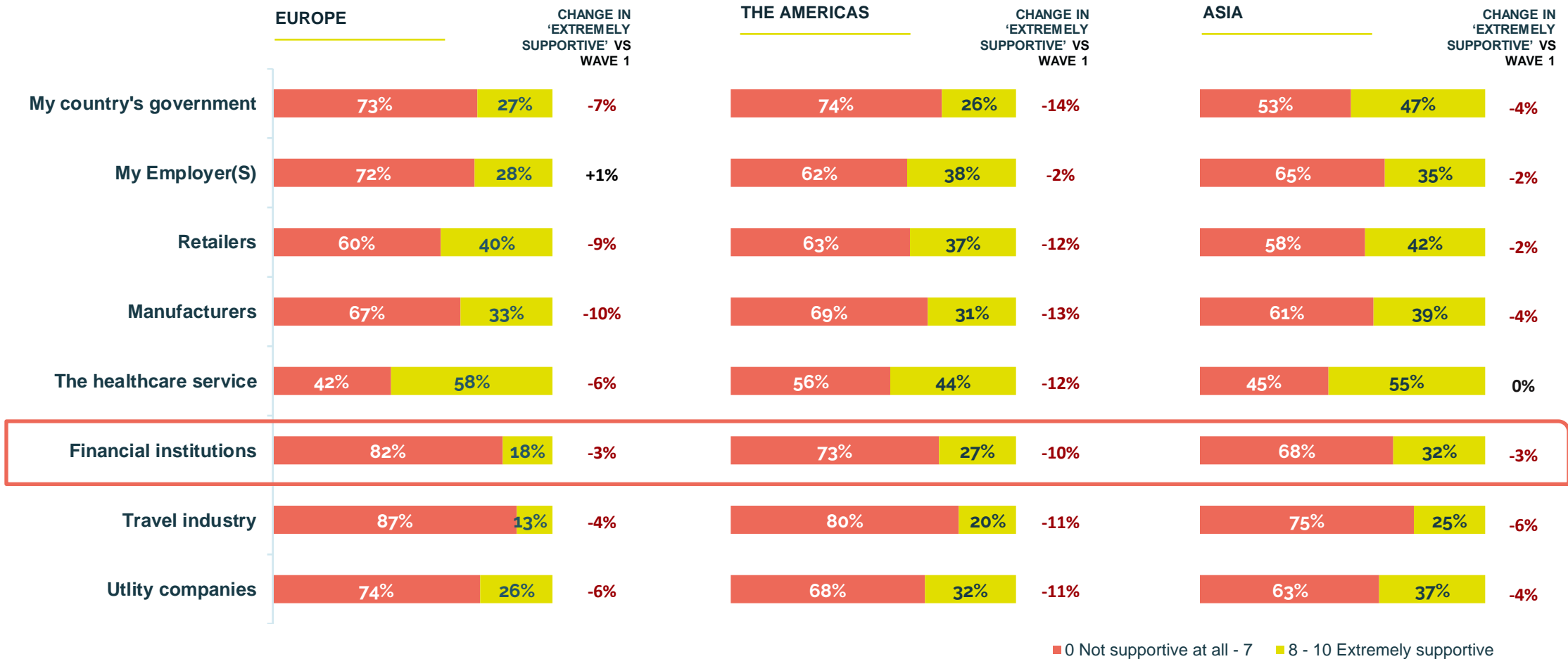


PEAKED IN WAVE:	1	4	2	2	3	1	4	1	2	1	5	6	3	3	1	3	3	2	1
	37%	26%	26%	51%	54%	36%	66%	44%	56%	61%	55%	69%	57%	35%	35%	32%	52%	62%	60%






















# Level of support given in response to the Coronavirus outbreak

Perceived level of support continues to see decreases generally, including a dramatic fall for the financial sector within The Americas.






















## Confidence in FS institutions in the wake of Coronavirus

Confidence tends to be higher in Asia than elsewhere. China displays the highest levels of confidence in 5 out of 9 institutions, including government. Spain is least confident and one of only three markets with a net negative confidence for all institutions.

NET Confident % (Very high / high confidence – low / very low confidence)	EUROPE					THE AMERICAS		ASIA											
																			
	UK	FR	DE	IT	ES	USA	BR	AU	SGP	MYS	IDN	PHL	THA	JPN	KOR	CN	HKG	IND	UAE
Central bank	29%	-1%	18%	-18%	-20%	18%	-2%	38%	62%	49%	73%	25%	32%	14%	28%	77%	12%	47%	45%
Financial regulating body	25%	-14%	9%	-31%	-33%	5%	-11%	19%	42%	28%	53%	5%	22%	8%	-3%	54%	26%	32%	23%
Banks (personal or commercial)	29%	-18%	16%	-32%	-26%	35%	1%	20%	49%	48%	74%	32%	23%	35%	15%	65%	43%	40%	21%
Online-only banks	11%	-18%	18%	-19%	-26%	20%	29%	1%	26%	40%	36%	24%	14%	26%	13%	63%	-29%	35%	22%
Insurance companies	6%	-29%	16%	-24%	-27%	24%	-5%	0%	36%	31%	38%	9%	27%	24%	-10%	45%	31%	31%	8%
IFAs	0%	-30%	-7%	-41%	-38%	8%	-20%	-8%	4%	5%	36%	3%	-13%	-1%	-14%	18%	-12%	4%	-13%
Credit card companies	17%	-10%	13%	-14%	-28%	23%	-5%	0%	30%	13%	31%	3%	25%	41%	14%	42%	45%	16%	-1%
Investment/pension companies	1%	-19%	4%	-37%	-46%	7%	-13%	3%	13%	17%	44%	4%	-4%	-10%	-26%	36%	3%	16%	-4%
The Government	-4%	-23%	31%	-11%	-31%	-15%	-42%	45%	61%	55%	49%	23%	-6%	-34%	31%	82%	-24%	38%	68%

**Confidence in FS institutions** in the wake of Coronavirus – improvement or decline since wave 5

Shifts in confidence vary between markets and institutions, showing that the rate of coming out of the pandemic and the responses are inconsistent. The Philippines appears to be lagging but UK may also be a worry – high net confidence but a downward trend.

	EUROPE					THE AMERICAS		ASIA											
																			
	UK	FR	DE	IT	ES	USA	BR	AU	SGP	MYS	IDN	PHL	THA	JPN	KOR	CN	HKG	IND	UAE
Central bank	-3%	5%	-3%	8%	4%	8%	-1%	7%	3%	4%	0%	-12%	3%	-2%	4%	-4%	-5%	3%	-8%
Financial regulating body	-1%	6%	-4%	8%	-2%	1%	2%	2%	-1%	3%	3%	-10%	6%	-2%	-8%	0%	4%	10%	-1%
Banks (personal or commercial)	-5%	1%	3%	3%	-7%	7%	-4%	1%	0%	5%	3%	-18%	0%	-7%	1%	1%	10%	6%	-4%
Online-only banks	-12%	8%	-2%	3%	-4%	4%	-3%	-4%	3%	-3%	0%	-13%	-5%	-6%	-15%	1%	-7%	3%	-7%
Insurance companies	3%	10%	7%	4%	0%	7%	4%	3%	4%	-2%	13%	-12%	-4%	-6%	5%	1%	-5%	6%	2%
IFAs	-8%	3%	0%	2%	-6%	4%	-5%	2%	-3%	7%	6%	-4%	-13%	1%	-2%	4%	-3%	4%	-3%
Credit card companies	-4%	6%	-4%	-1%	-5%	4%	-5%	0%	0%	10%	6%	-11%	8%	-2%	1%	-4%	-3%	8%	-6%
Investment/pension companies	-5%	5%	4%	4%	-4%	8%	2%	7%	6%	4%	10%	-3%	6%	-2%	2%	6%	3%	2%	4%
The Government	1%	11%	0%	0%	6%	-1%	1%	-2%	0%	6%	12%	-3%	-7%	-1%	-7%	-2%	-7%	-7%	-8%

# Changes in dealing with financial providers as a result of Coronavirus

Online has been critical during the pandemic – in fact with telephone banking seeing a net decline in many countries, even the more traditional remote interaction is now less prominent.

Net more often (more often minus less often)	EUROPE					THE AMERICAS		ASIA											
Online banking	+17%	+4%	+6%	+11%	+17%	+22%	+46%	+15%	+40%	+35%	+29%	+17%	+41%	+5%	+22%	+28%	+38%	+47%	+31%
Mobile apps	+14%	+4%	+10%	+11%	+21%	+24%	+51%	+14%	+45%	+37%	+46%	+47%	+50%	+10%	+30%	+36%	+30%	+53%	+39%
Virtual payments	+2%	+3%	+5%	+6%	+8%	+8%	+33%	+4%	+19%	+15%	+22%	+10%	+4%	-1%	+8%	+14%	+11%	+27%	+18%
Phone banking	-5%	-4%	-3%	-9%	-4%	2%	2%	-3%	0%	+14%	+28%	-14%	+10%	-2%	-3%	-5%	0%	+13%	+5%
ATMs	-36%	-23%	-17%	-16%	-15%	-12%	-34%	-28%	-35%	-33%	-35%	-16%	-20%	-9%	-29%	-23%	-17%	-24%	-28%
In-person/ branch	-34%	-23%	-23%	-36%	-33%	-29%	-56%	-24%	-42%	-31%	-47%	-32%	-49%	-12%	-38%	-34%	-32%	-35%	-38%

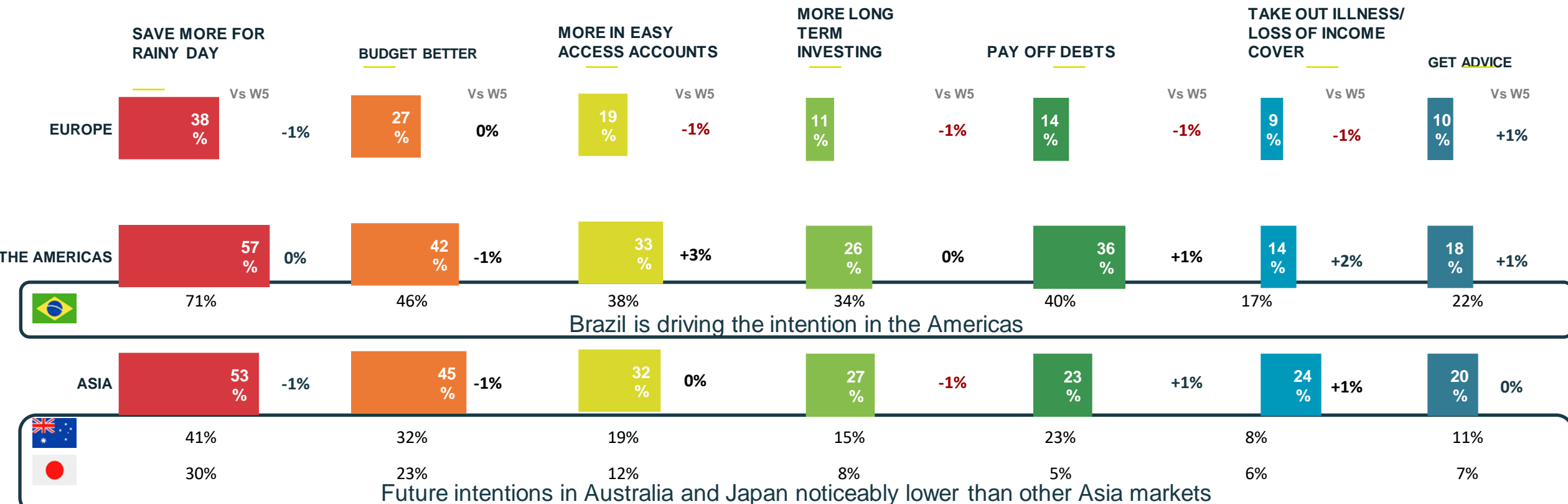


In Europe the pandemic may have already resulted in more online interaction with providers or at least more of a multi-channel approach – net online usage has peaked and is now comparable with levels seen at the start of the research, branch and ATM net usage reached a low and is now rising

	Online banking	Mobile apps	In branch	ATM
Wave 1	+9%	+15%	-36%	-33%
Wave 7	+11%	+12%	-30%	-21%

## Direct impacts of coronavirus – future intentions

Consumers are looking to save more and budget better. Intentions are typically lower in Europe than elsewhere. Changes from the start of tracking in wave 5 are minimal, indicating that future intentions were arrived at earlier in the lockdown.



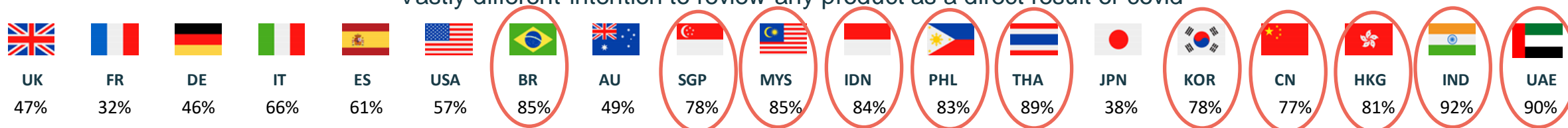
All age groups in all countries intend to escalate their financial planning – perhaps less financially secure 18-34 year olds have the most intention. In The Americas an intention to save for a rainy day is as high as 62%, driven by almost three quarters (71% in Brazil).



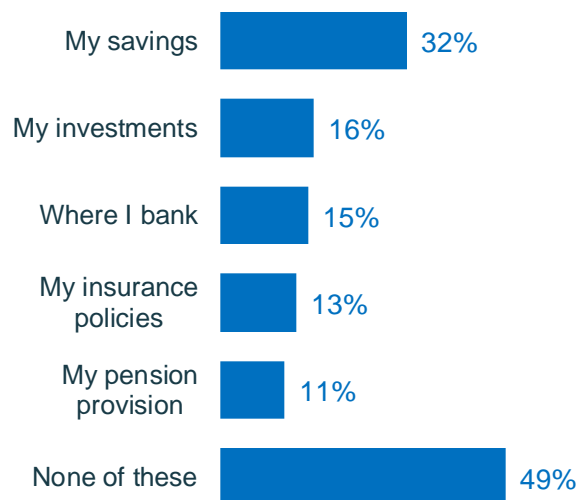
## Direct impacts of coronavirus – future reviews of financial products

Consumers appear more likely to switch in some markets than others, the three largest European markets all in the minority. Savings are a key focus for review – in almost all countries (France and Japan the only exceptions) the majority of those intending to review any products will review their savings.

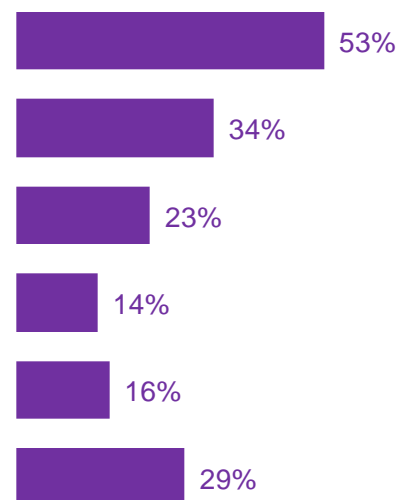
Vastly different intention to review any product as a direct result of covid



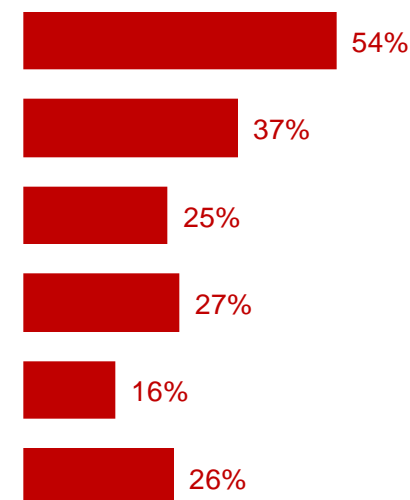
### EUROPE



### THE AMERICAS



### ASIA



Thank you.

toluna



harris  
interactive



KURUNDATA