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HOW COVID-19 IS CHANGING AMERICANS' LIVES
National Survey Tracks 18 Day-to-Day Consumer Activities

NEW YORK, NY APRIL 6, 2020 –The coronavirus (COVID-19) is having significant effects on what was traditionally thought to be typical day-to-day consumer behavior.

Nearly eighty percent (78%) of 18 daily activities surveyed showed significant increases in consumer participation due to the coronavirus and social, economic, and global disruption.

The study was conducted by [Brand Keys, Inc.](http://www.brandkeys.com), the New York-based brand loyalty and customer engagement research consultancy (www.brandkeys.com) and TheCustomer (www.TheCustomer.net) a weekly newsletter covering intelligence from the customer insight universe, in conjunction with Suzy (www.suzy.com), the on-demand consumer research software platform.

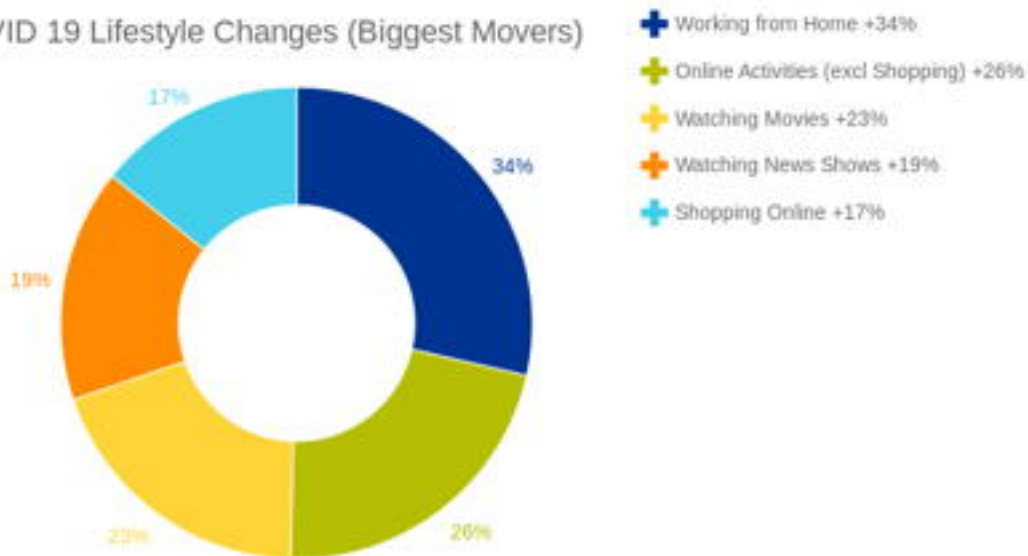
A Defining Moment Defines Everyday Life

The coronavirus pandemic and social disruption has had a profound impact on daily life. “Some changes are self-evident, and all are COVID-19 cause-and-effects,” said Robert Passikoff, Brand Keys founder and president, “But they will ultimately change the consumer lifestyle and brand loyalty trajectory.”

Daily and generally routine activities have been upended, with consumers indicating much higher levels of the following:

- Working from home (+34%)
- Online activities (excluding shopping) (+26%)
- Watching movies (+23%)
- Watching news shows ((19%)
- Shopping Online (+17%)
- Texting (+16%)
- Eating (+15%)
- Personal Care (+15%)
- Making personal phone calls (+15%)
- Managing daily tasks (+13%)
- Reading (+13%)
- Snacking (+13%)
- Sleeping (+12%)
- Exercising (+11%)
- Sexual intimacy (+8%)
- Drinking alcohol (+6%)
- Social (Distant) Interactions (+6%)
- Shopping (brick-and-mortar) (+4%)

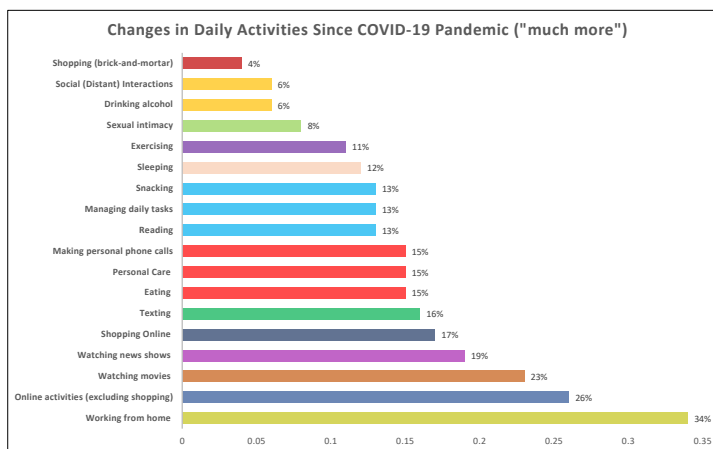
COVID 19 Lifestyle Changes (Biggest Movers)



The New, 'New Normal'

"We recognize that the coronavirus is fashioning a 'new normal' as regards compulsory, volunteer, and invented behavior on the part of the consumer," noted Passikoff, "We normally look at brands first, but it's premature to ask about changes in brand preference and purchase activities when the customer paradigm is being altered."

"We believe that changes in consumer behavior will both identify and create a new landscape in which brands will have to compete in the near and long-term. Emotional engagement comes before any meaningful market activation. Tracking panic buying – bleach, hand sanitizer, masks, gloves, toilet paper, or canned soup – does not truly portray consumer loyalty or brand engagement," said Mike Giambattista, publisher of TheCustomer.



Source: Brand Keys, Inc. / TheCustomer

This Is Not The Great Depression

Economists have been using the analogy of the Great Depression regarding the coronavirus and anticipated changes to consumers' world-view and behaviors. "But when it comes to consumers and the customer paradigm, we're dealing with a vastly different standard in the 21st century," noted Passikoff. "Younger consumers were born hot-wired to the Internet. Everybody has a smartphone, and consumers talk to each other before they talk to brands."

This wave of research was just the first in a series of on-going surveys. Brand Keys and TheCustomer look forward to reporting what's really on the horizon and how marketers and their brands can navigate this new landscape. TheCustomer will be updating weekly metrics on its site.

Methodology

The survey and analysis were conducted the week of March 30, 2020. This week's Wave 1 findings are based on 1,000 total responses from a U.S. panel population, ages 17-73 with a 50/50 gender split. The survey will be conducted on a weekly basis.

About Brand Keys

Brand Keys specializes in customer loyalty and engagement research, providing brand equity metrics that accurately predict future, in-market consumer behavior that correlates with sales and profitability. www.brandkeys.com

About Suzy

Suzy helps you make better, faster, more data-driven decisions. Their platform combines advanced research tools with the highest quality audience to deliver trusted insights in minutes. www.suzy.com

About TheCustomer

Launched in mid-2019, TheCustomer covers all of the disciplines within the customer engagement ecosystem, exploring the latest research, technologies and personalities driving the customer revolution. www.TheCustomer.net

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