



# Perksy Internal COVID-19 Research

Perksy & AD Club Presentation Highlights



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## RESEARCH OBJECTIVES

- (1) Current “State of the Nation” for Millennials and Gen Z**
- (2) Understand changes in consumer behavior since the pandemic began**
- (3) Look for indicators of whether changes are long-lasting vs temporary**
- (4) Understand what consumers want from brands during this period**

- (1) New activities started by consumers since the pandemic began provide brands with more channels to reach more people.
- (2) Nearly 2/3 of Millennials and Gen Z have been buying different brands since the pandemic began.
- (3) There are indicators that behavior changes could last beyond the time of crisis.
- (4) Millennials and Gen Z want brands to continue communicating with them during this time and would like them to participate in the discussion surrounding COVID-19.
- (5) There are a variety of messages that could work for brands in maintaining a dialogue with consumers.

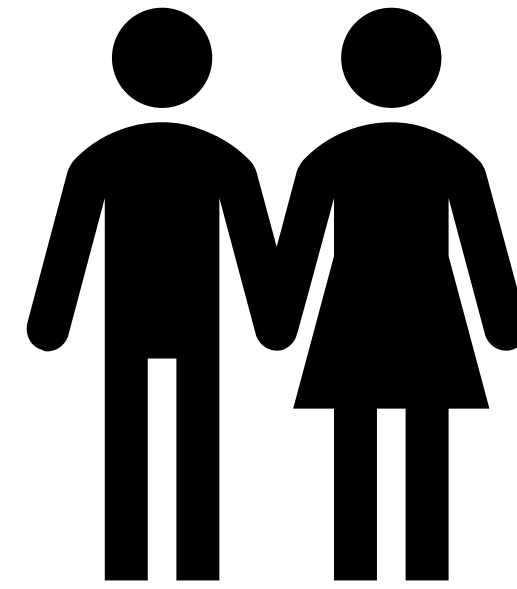
# SAMPLE DETAILS – GENERATIONAL ATTITUDES

**Mobile**

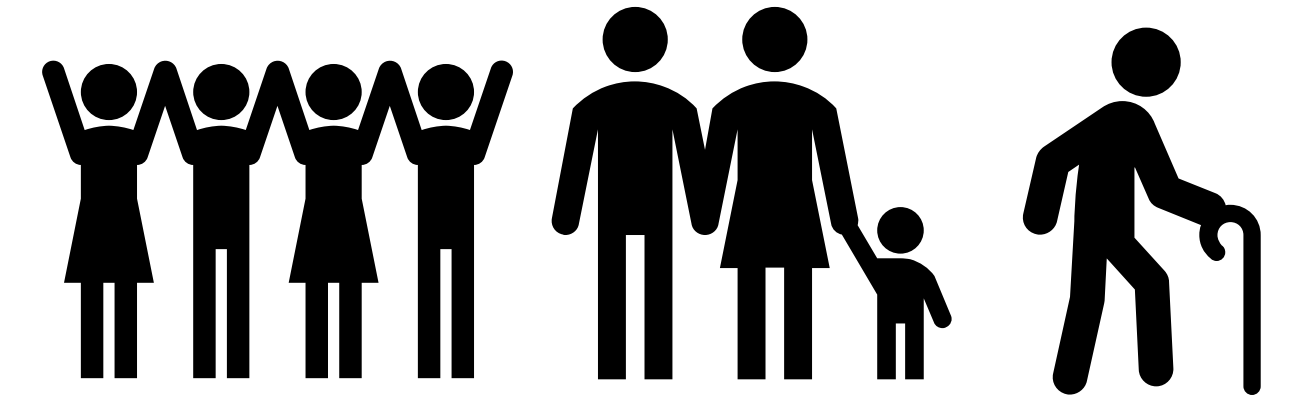


**US**

- April 9 – 10<sup>th</sup>
- Total Sample (N=1009)

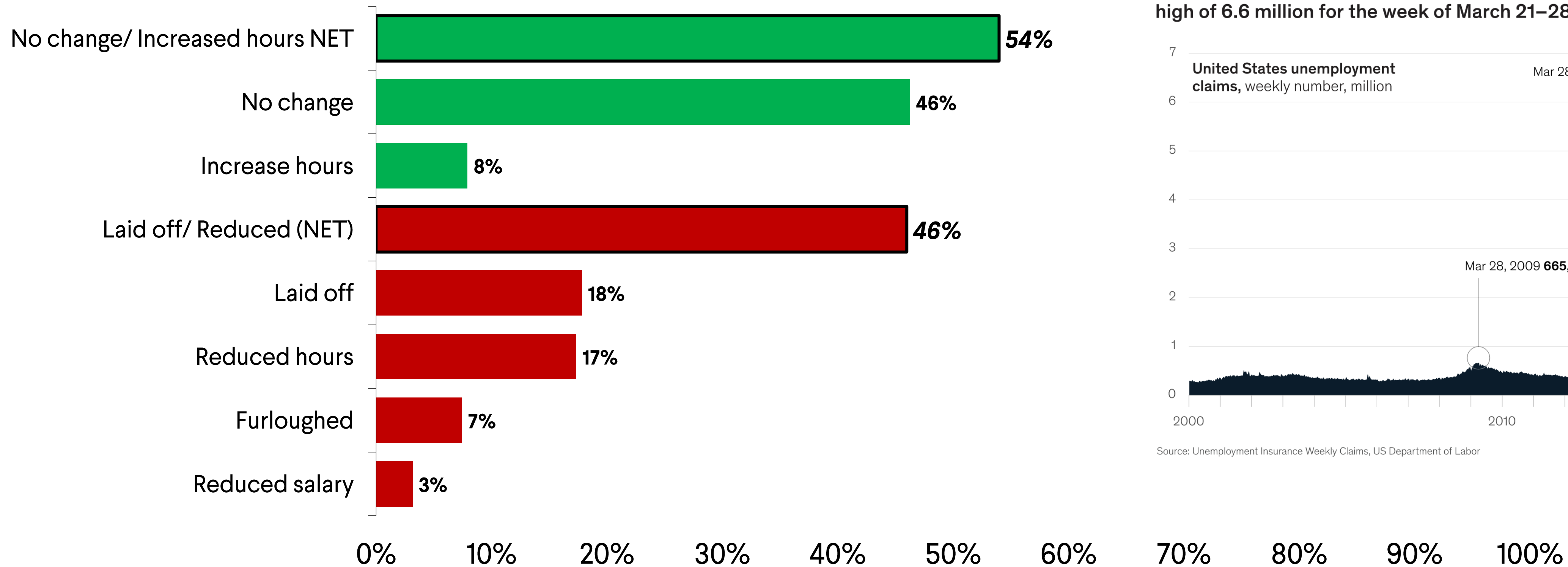


- 50% Female
- 50% Male

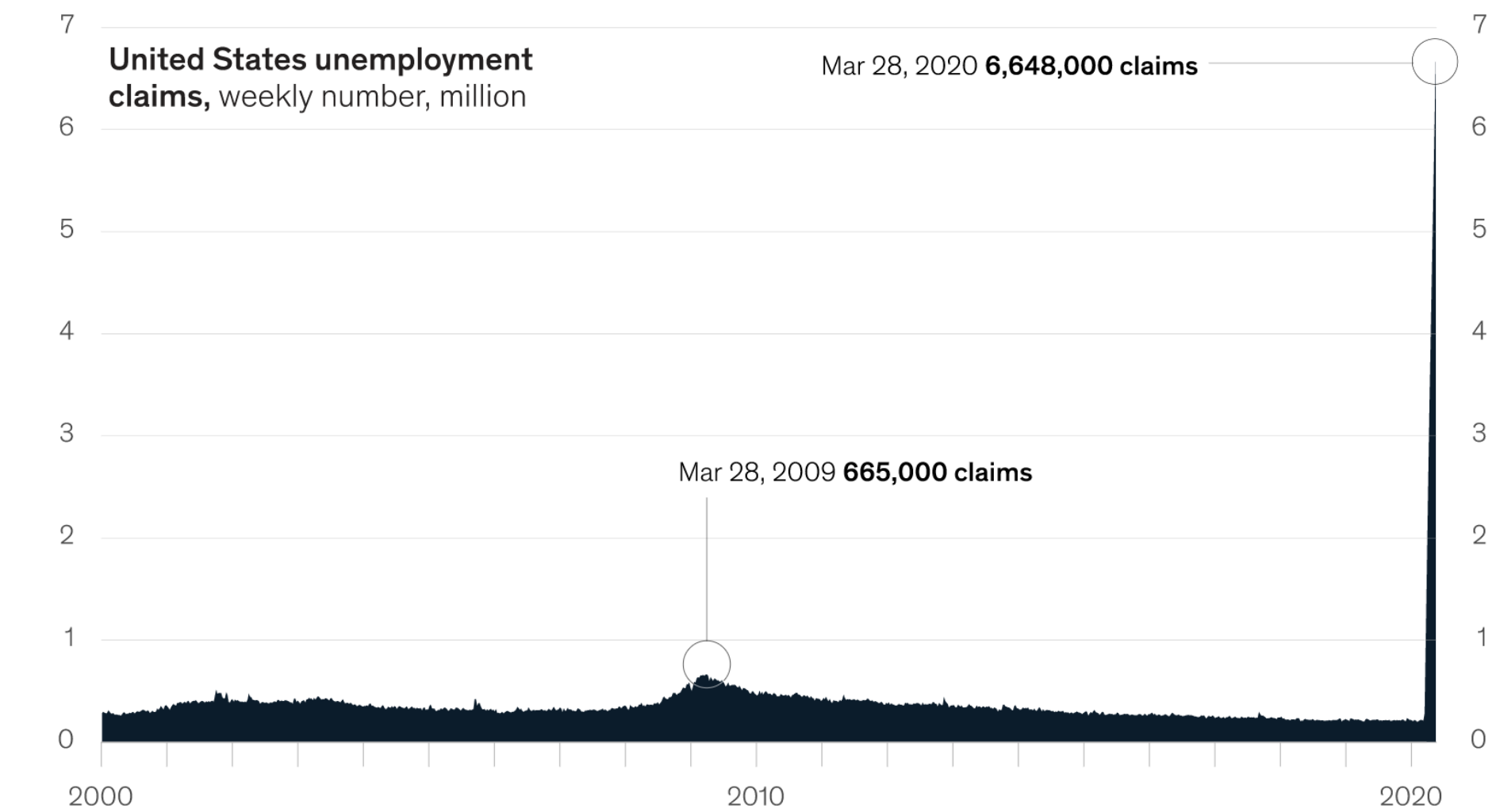


- 48% Gen Z
- 52% Millennials

# Nearly half of US Millennials and Gen Z consumers are experiencing compromised employment or salary conditions



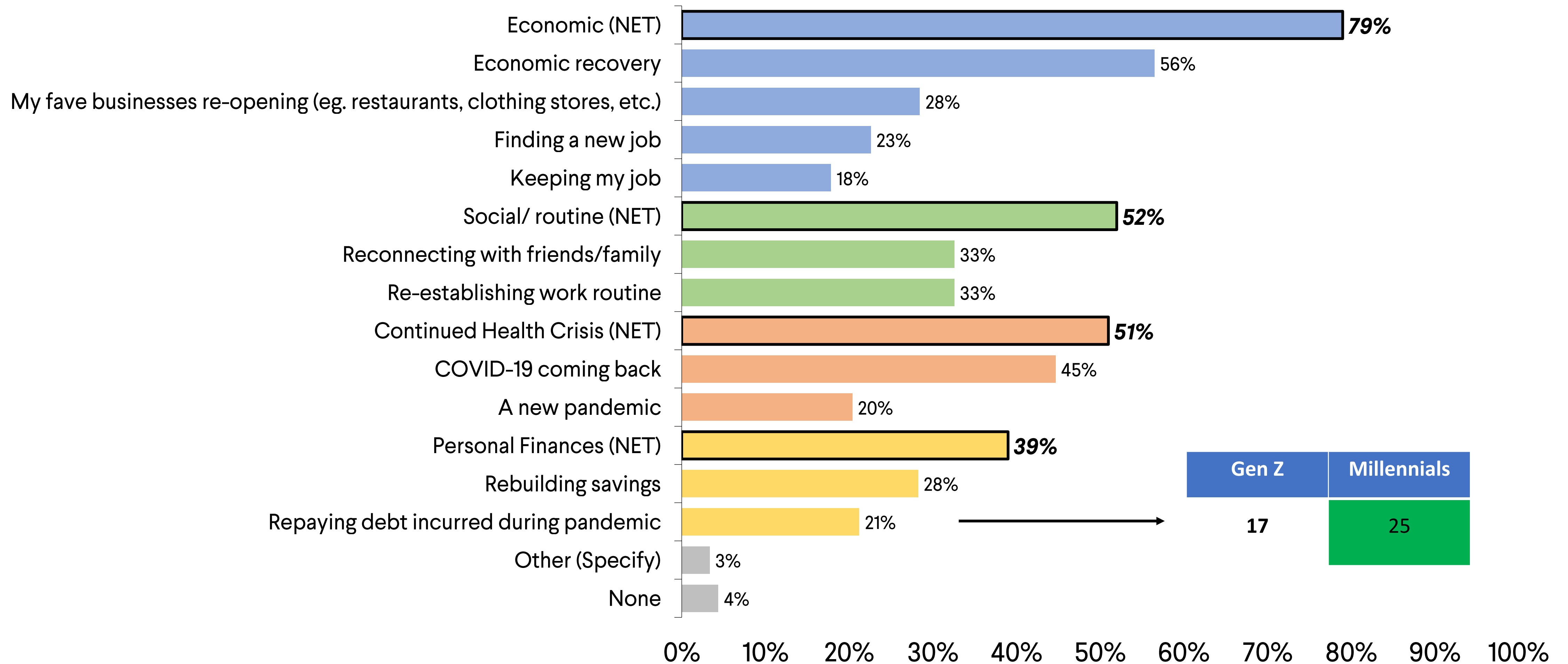
Weekly initial unemployment claims in the United States reached an all-time high of 6.6 million for the week of March 21–28.



Source: Unemployment Insurance Weekly Claims, US Department of Labor

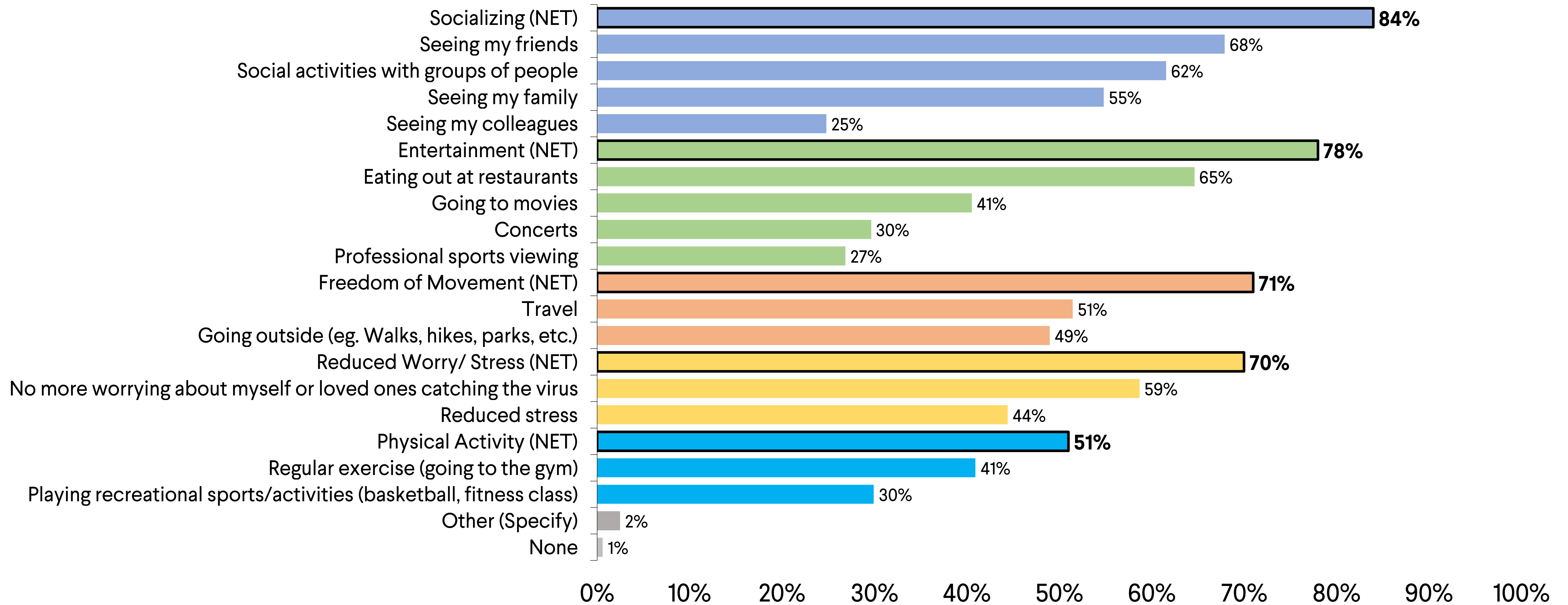
Which statement best describes your CURRENT employment situation (since the COVID-19 pandemic started)?

# Economic concerns headline what people are *MOST WORRIED ABOUT* in post-pandemic America



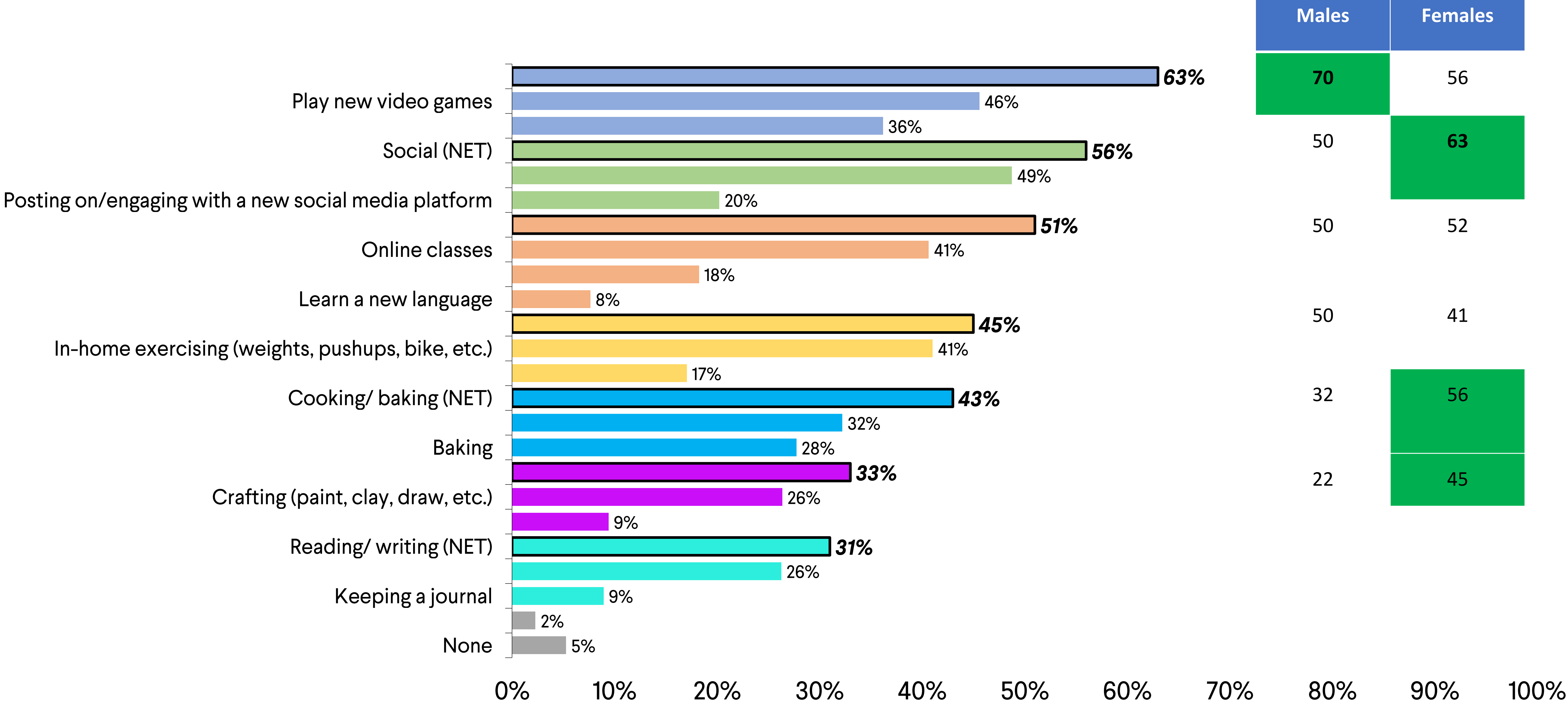
Which of the following are you most CONCERNED about after the COVID-19 pandemic has passed.

# People are *MOST LOOKING FORWARD* to socializing with others once the pandemic has passed



What you are MOST LOOKING FORWARD TO after the COVID-19 pandemic has passed.

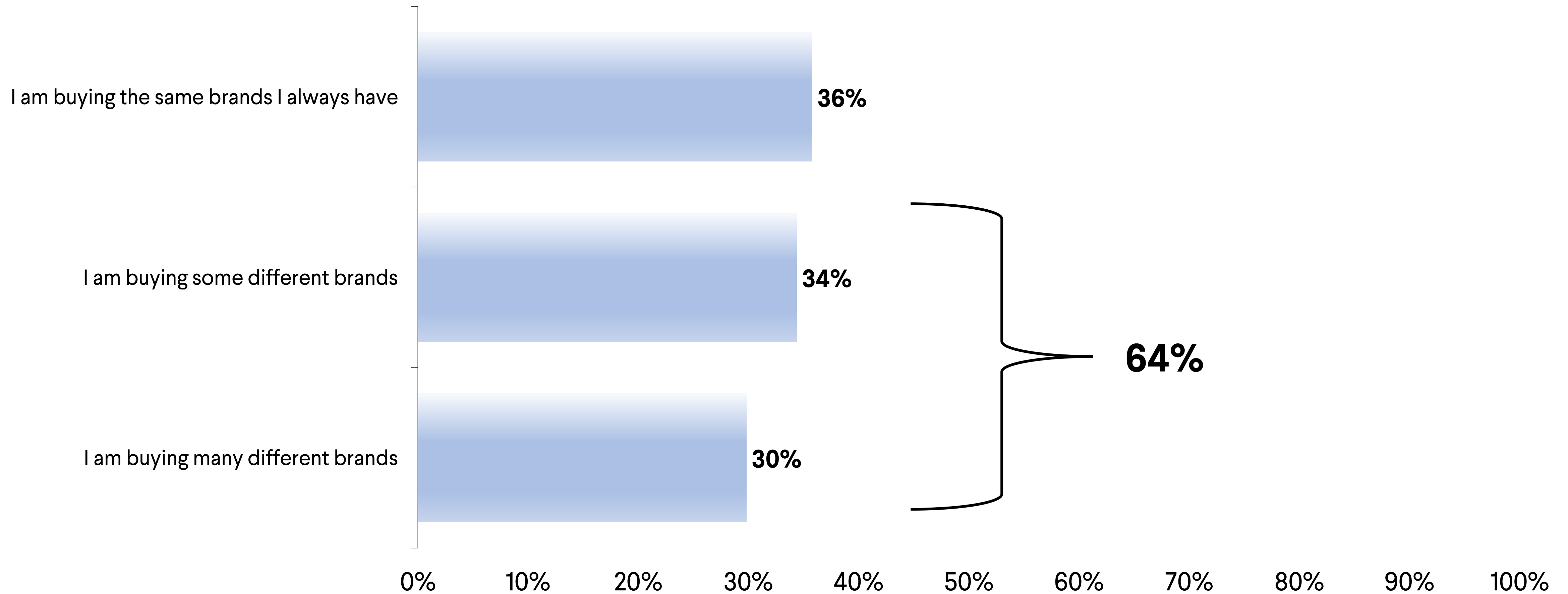
# People have started many NEW ACTIVITIES since the pandemic began, with gaming, social networking and education leading the way



Which of the following activities have you STARTED doing since the pandemic began?

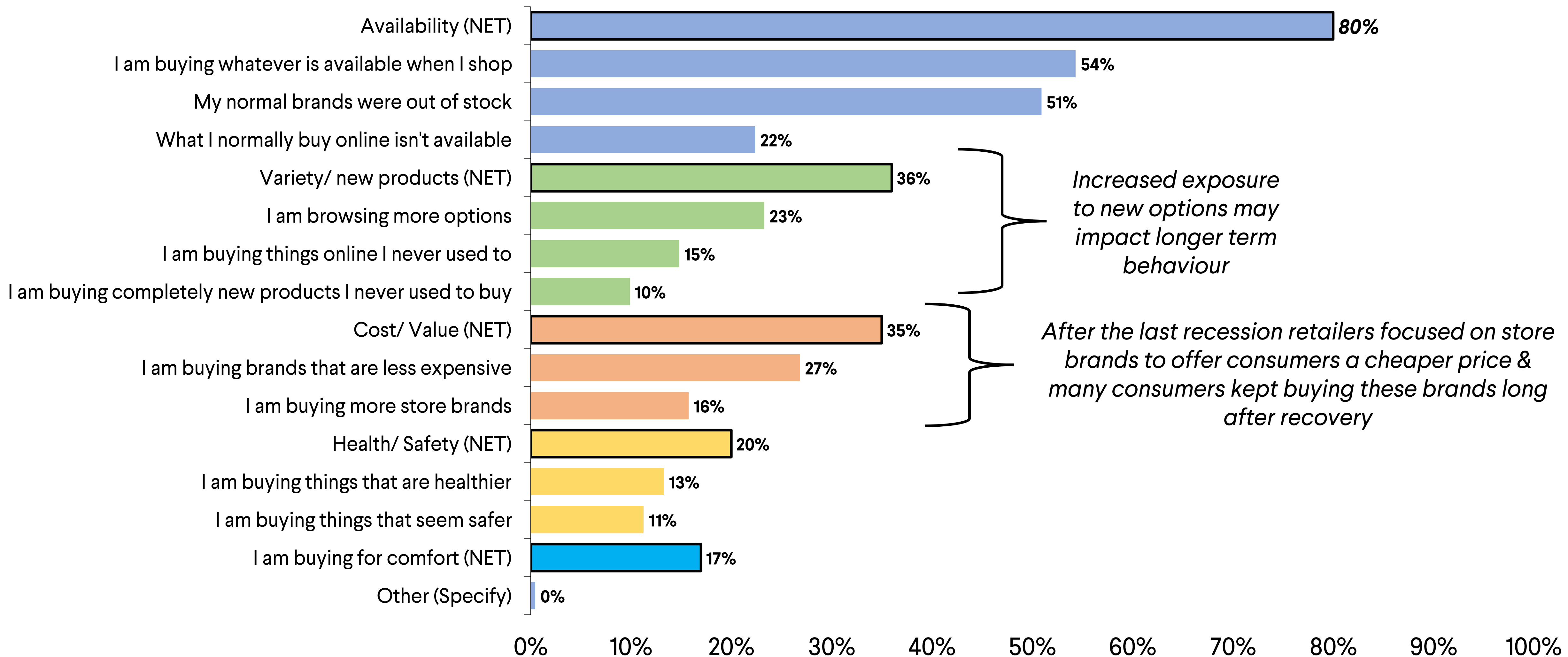


The pandemic has been a catalyst for brand switching with almost 2/3 of Millennials and Gen Z saying they're buying different brands now.



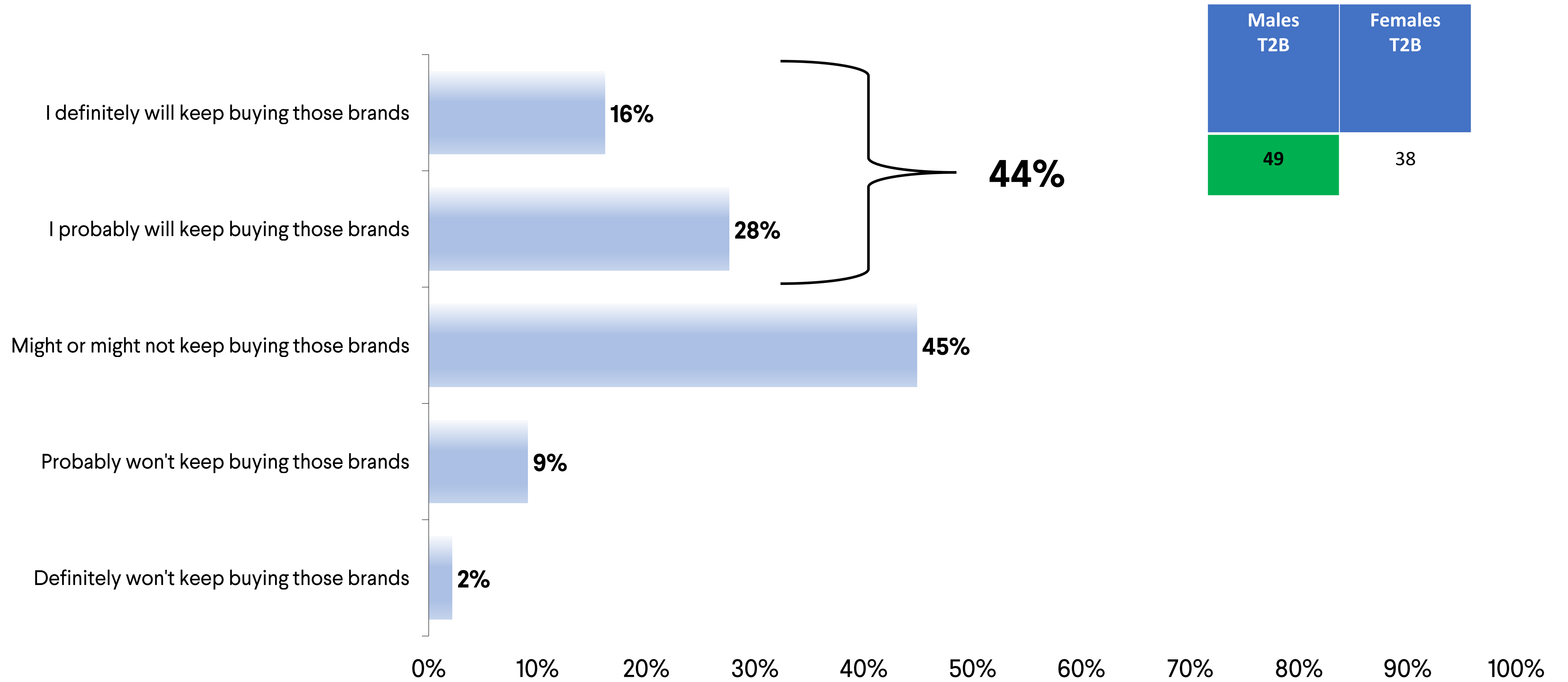
Which statement best describes your purchasing behavior for ESSENTIAL ITEMS (food, personal/sanitary care, etc.) since the start of the pandemic?

# While the availability of regular brands purchased is the primary reason for switching, consumers are browsing new options available to them online as well



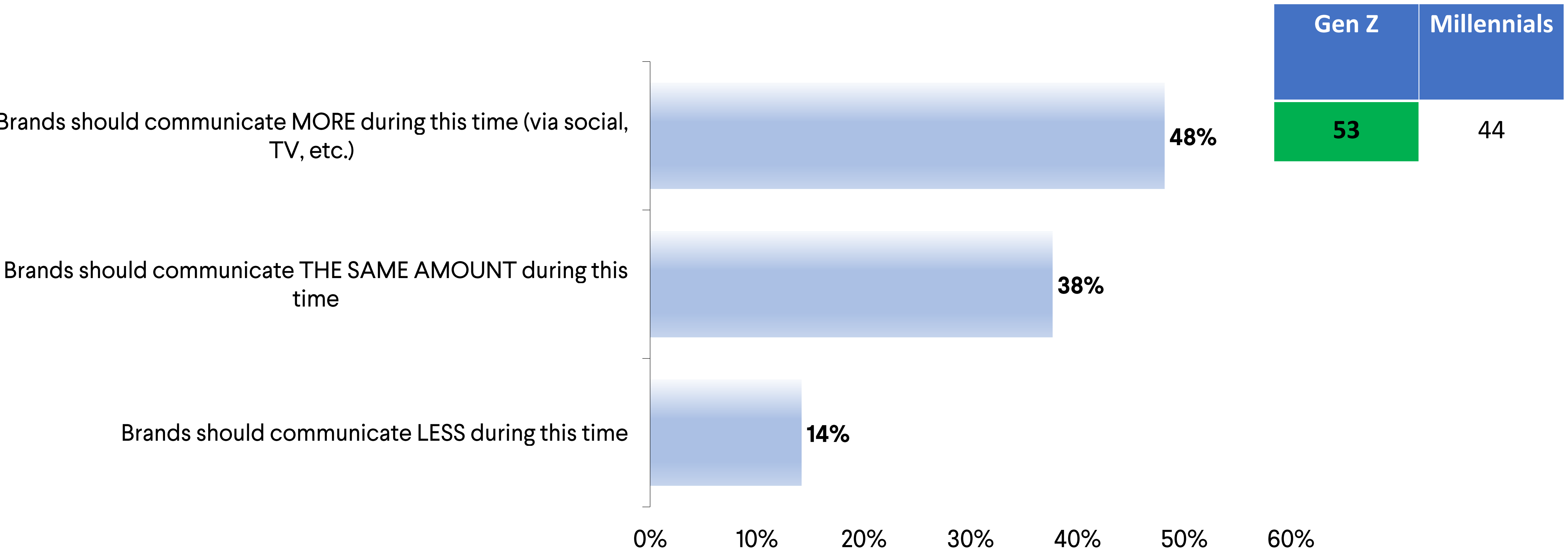
Which of the following reasons best describe why you are buying different brands since the start of the COVID-19 pandemic?

# Nearly half of consumers who have been engaging in some brand switching exhibit the potential to continue buying these new brands post pandemic



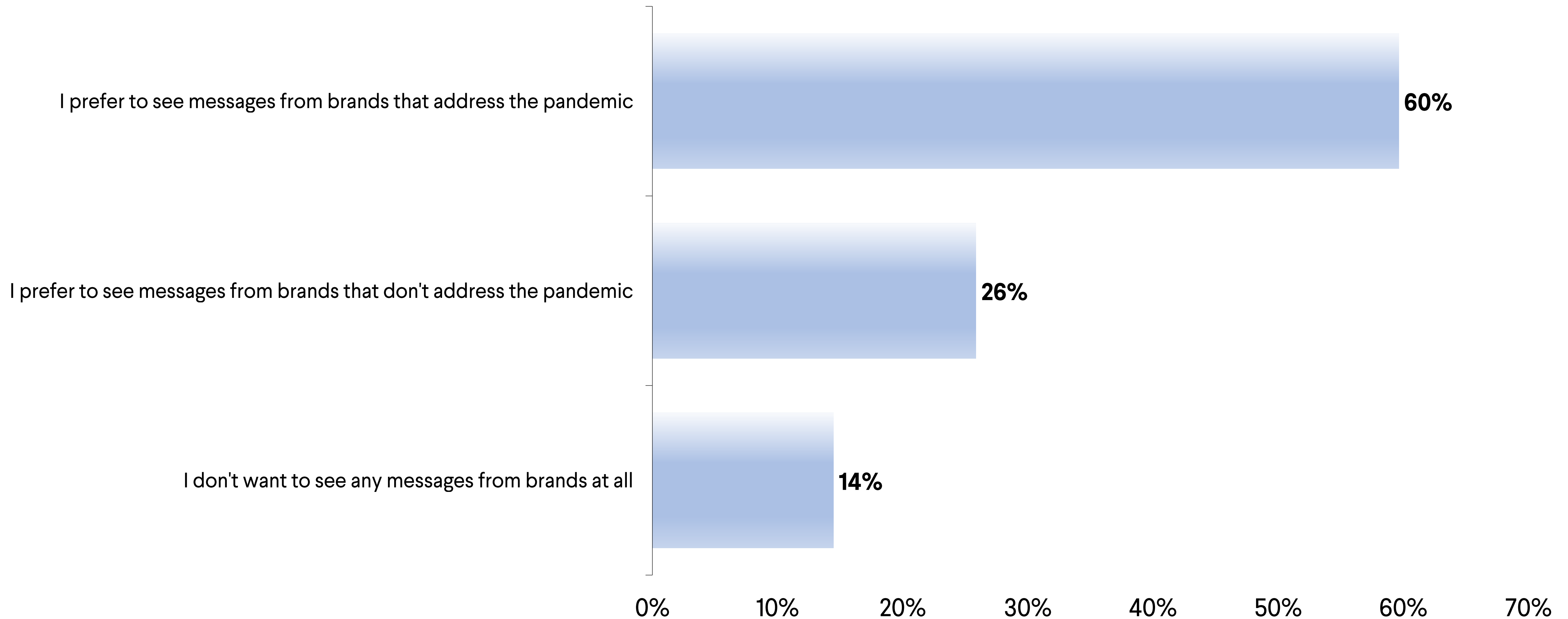
How likely are you to continue buying the new brands you have used during the COVID-19 pandemic after it has passed?

# The majority of consumers want brands to increase or maintain a dialogue with them during this time



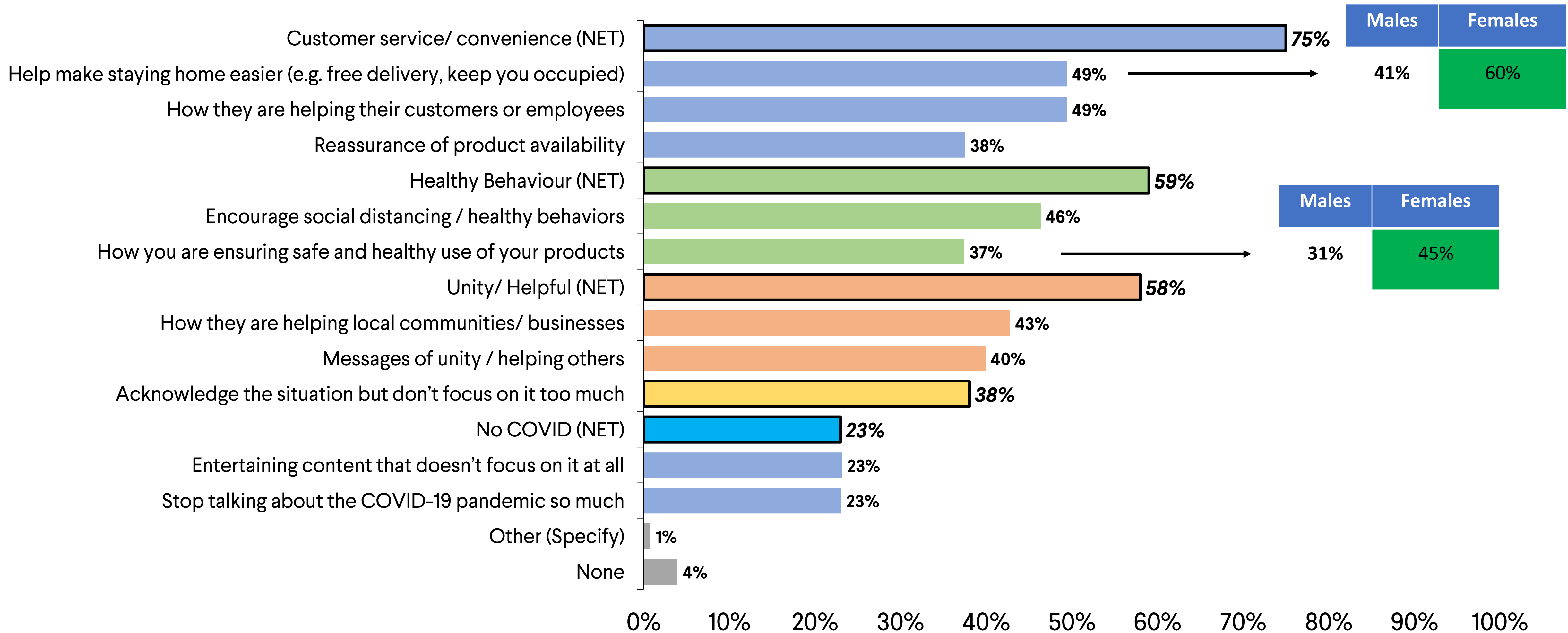
Now thinking about advertising during the COVID-19 pandemic, which of the following statements do you agree with MOST?

# A clear majority of Millennial and Gen Z consumers would like to see brands addressing the pandemic in their communications



What type of messaging would you prefer to see during the COVID-19 pandemic?

Consumers would like brands to communicate how they are helping their customers first and foremost. General encouragement of healthy behaviour and community involvement messages are also welcome.



What kind of messages do you want to see from brands during the COVID-19 pandemic?

- (1) Increased gaming and social media activity provide brands with the ability to reach more consumers
- (2) Brand-switching has been widespread, providing some brands with opportunities and others with a focus to keep track of
- (3) Based on historical downturns combined with some current data, there are indicators that behavior changes could last beyond the time of crisis
- (4) Brands should continue or even increase their dialogue with consumers, communicating how they can help consumers during these times with both products/ services and with altruistic messaging around safety and unity