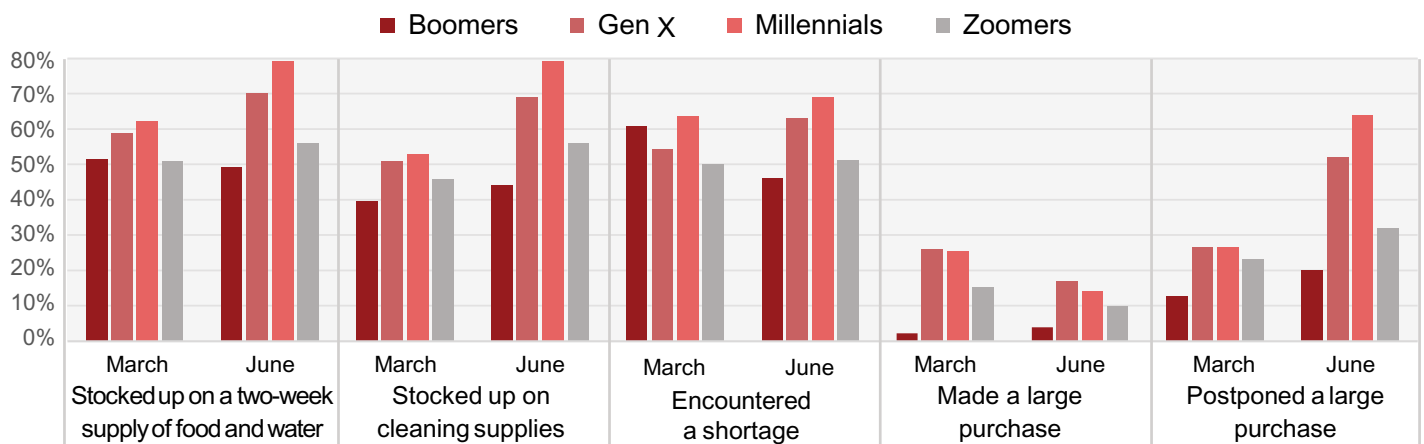


# COVID-19 June 2020 Update: Consumer Behaviors

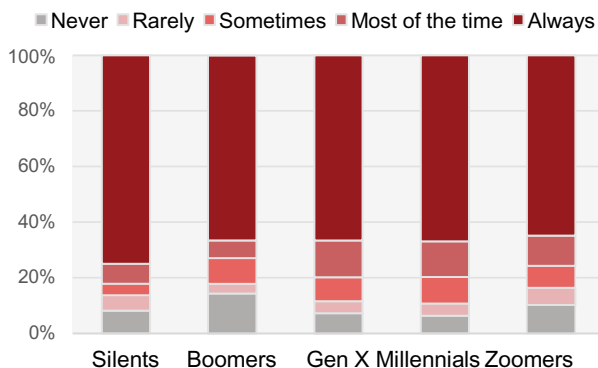
Through job losses, business closures, and the threat of infection, the COVID-19 pandemic continues to shape consumer spending behaviors. In May and early June, 2020, the MIT AgeLab launched a follow-up to an earlier consumer survey that was fielded in March. The combined surveys offer new, cross-generational insights into how spending behavior has shifted as the pandemic has continued to spread in the United States.

## Changes in generational purchasing practices

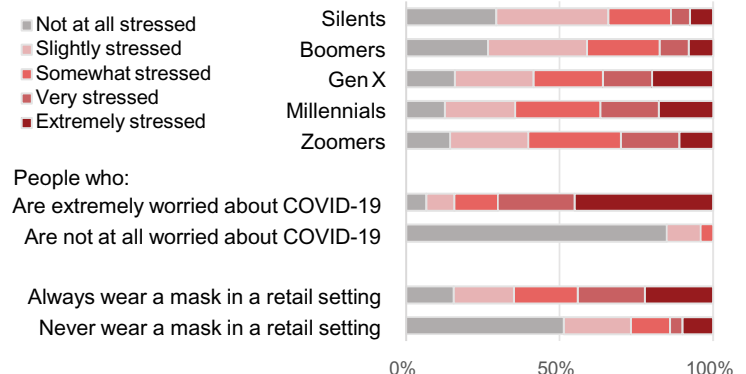


Across the generations, respondents were more likely to report stocking up on supplies and encountering shortages in the 30 days leading up to the June survey wave, as opposed to March. From the March to June survey waves, Baby Boomers were the only generation to report becoming more likely make a large purchase, less likely to stock up on food or water, and less likely to encounter shortages. All generations become more likely to report postponing a large purchase in the second survey wave.

## Who wears a mask in retail settings?



## Who experiences stress when leaving home to shop?

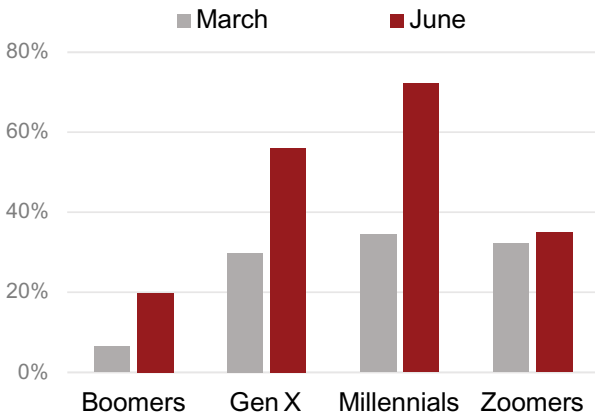


Across the U.S., norms are shifting when it comes to retail. Shoppers are increasingly turning to online retailers, while prioritizing essential in-person trips over nonessential ones. A growing number of retailers are mandating that customers wear face coverings in-store. The majority of respondents to the June survey reported wearing masks in retail settings, with Baby Boomers most likely to break with the trend and report “never” wearing a mask in stores. When asked about how stressful it was to leave the home to shop, people who were more worried about COVID-19 reported greater stress than those who were less worried. Gen X and Millennials reported more stress around leaving the home to shop than Silents and Boomers.

1 OECD (2020 June 16). COVID-19 and the retail sector: Impact and policy responses

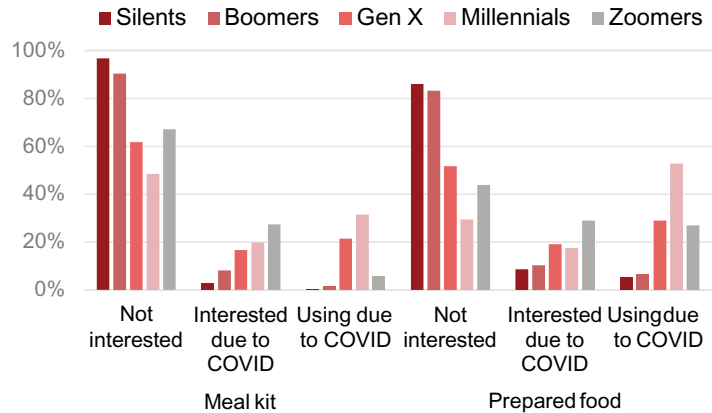
## Grocery Delivery

For all generations, the usage of grocery delivery due to COVID-19 increased from March to June. Additionally, respondents who said they worried more about their physical and socio-emotional wellbeing in relation to COVID-19 reported higher-than-average usage of grocery delivery services.



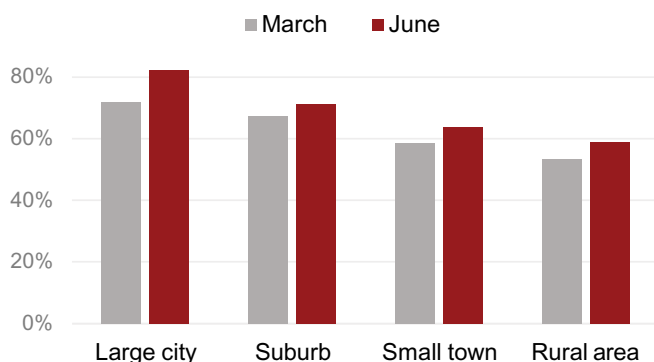
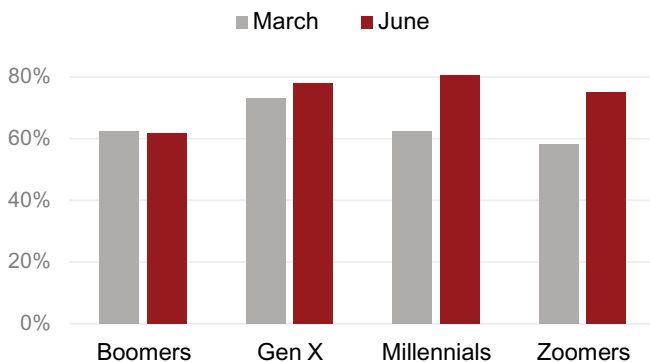
## Meal Kit and Prepared Food Delivery

The majority of respondents to the June survey were not interested in using meal kit delivery services (e.g., HelloFresh) and prepared food delivery services (e.g., DoorDash) in response to COVID-19. However, nearly all respondents who have used these services plan to continue to use them after the pandemic.



## Will home delivery services impact retailers after the COVID-19 pandemic?\*

Across generations and residential environments, respondents generally agreed with the statement, “home delivery services will have an impact on retailers well after COVID-19 has subsided.” Compared to rural residents, respondents in urban areas believe that home delivery services will have a greater impact on retail operations.



\*Graphs display proportion of respondents that selected “strongly agree” or “somewhat agree” with the statement “home delivery services will have an impact on retailers well after COVID-19 has subsided.”

These results represent a snapshot of perceptions in the time window in which data were collected: May 8-June 8, 2020. Sample collected from Qualtrics Panels. Number of cases for analysis ranges from 1250 to 1387. Ages in 2020: Silents, 75-92; Baby Boomers, 56-74; Gen X, 40-55; Millennials, 24-39; and Zoomers, 18-23. Less than 6% of the March sample (March 17-19, 2020) was re-interviewed in the second survey; the balance represents a new cross-sectional sample. The MIT AgeLab continues to monitor how different generations’ attitudes and perceptions shift over time.

What is known about COVID-19 changes daily. For more information about preventing the spread of COVID-19 and keeping yourself and your family safe, visit the Centers for Disease Control and Prevention website.