

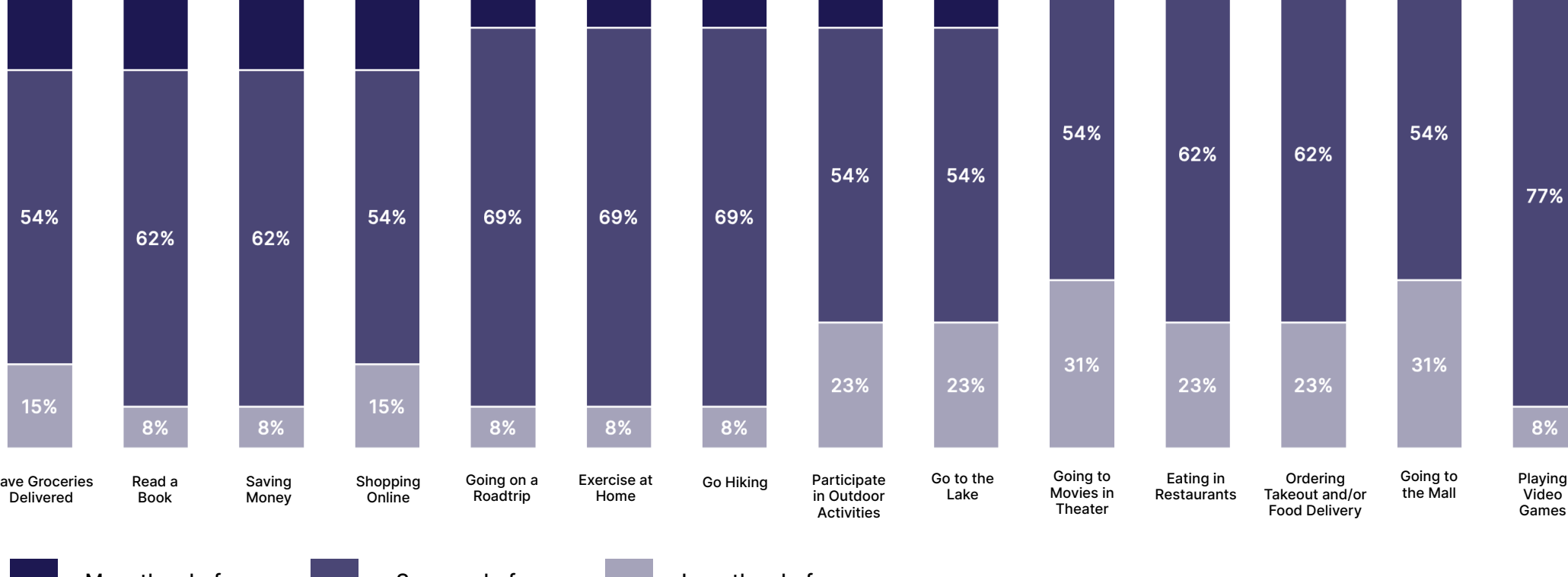


Consumer Purchase Intent: What does it look like in our Post Covid World?

About a third of consumers with significant spending power intend to shop online and have groceries delivered at a higher rate than before the pandemic.

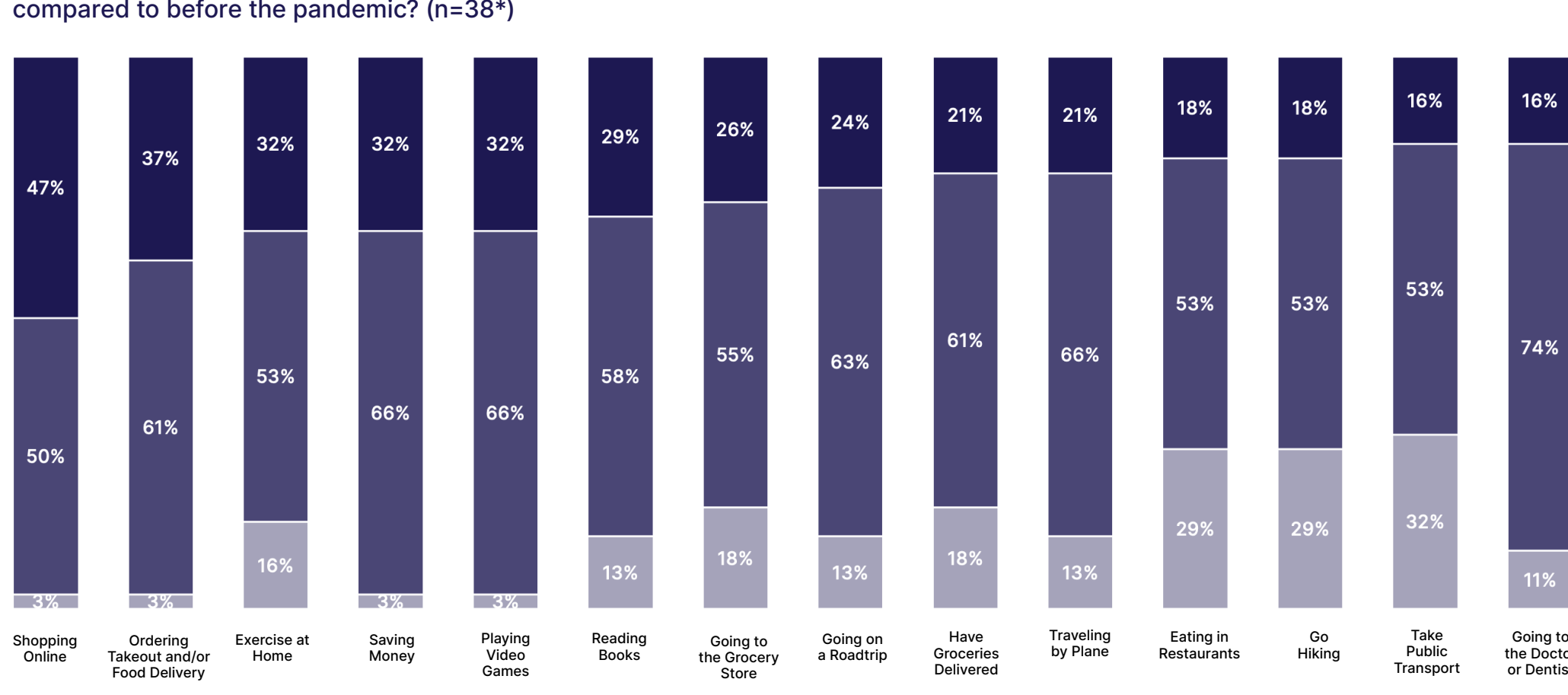
New Norms: Next 6 Month Spending - \$5,001 - \$10,000

Q: Now that many areas of the country are close to being or are already fully open, how will your behavior change when compared to before the pandemic? (n=48*)



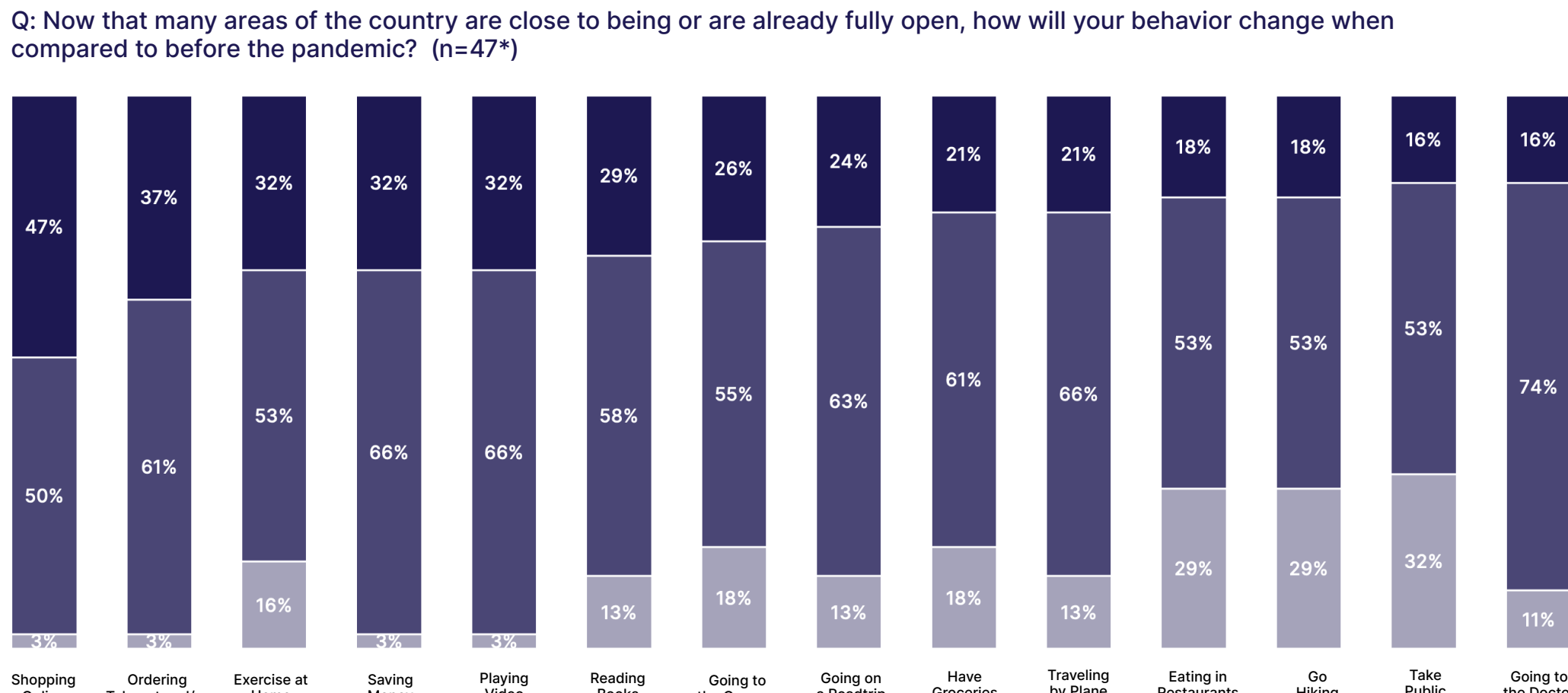
New Norms: Next 6 Month Spending - \$2,501 - \$5,000

Q: Now that many areas of the country are close to being or are already fully open, how will your behavior change when compared to before the pandemic? (n=38*)



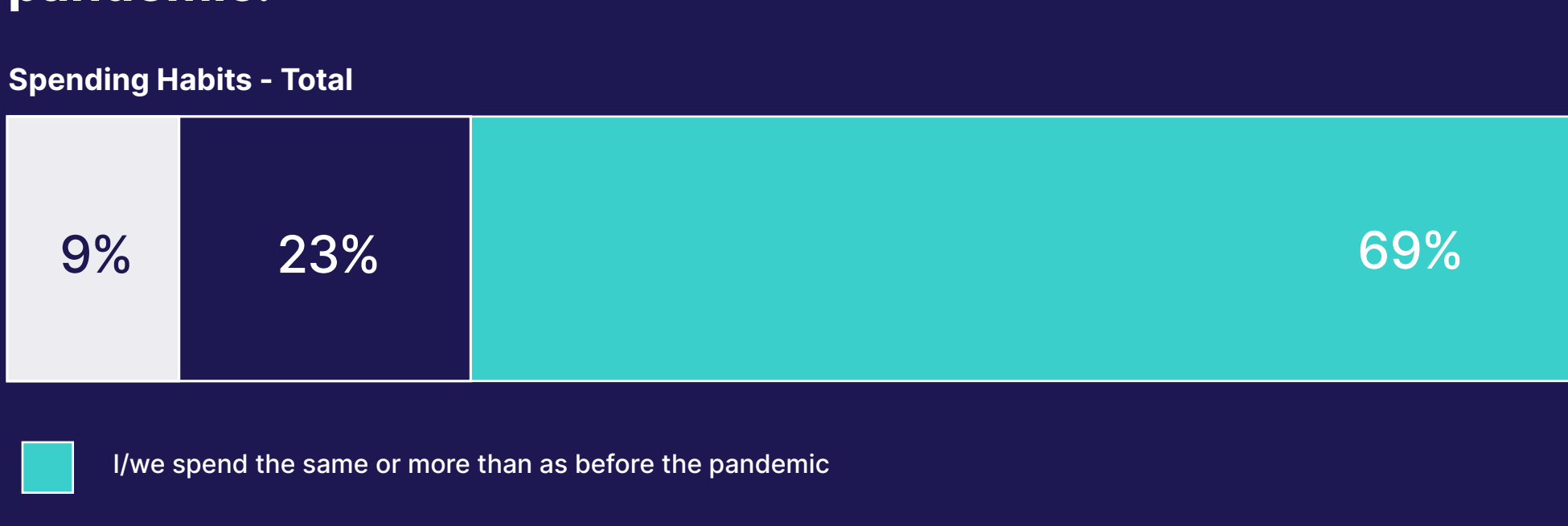
New Norms: Next 6 Month Spending - \$1,000 - \$2,500

Q: Now that many areas of the country are close to being or are already fully open, how will your behavior change when compared to before the pandemic? (n=47*)



69% of people intend to spend the same or more than before the pandemic.

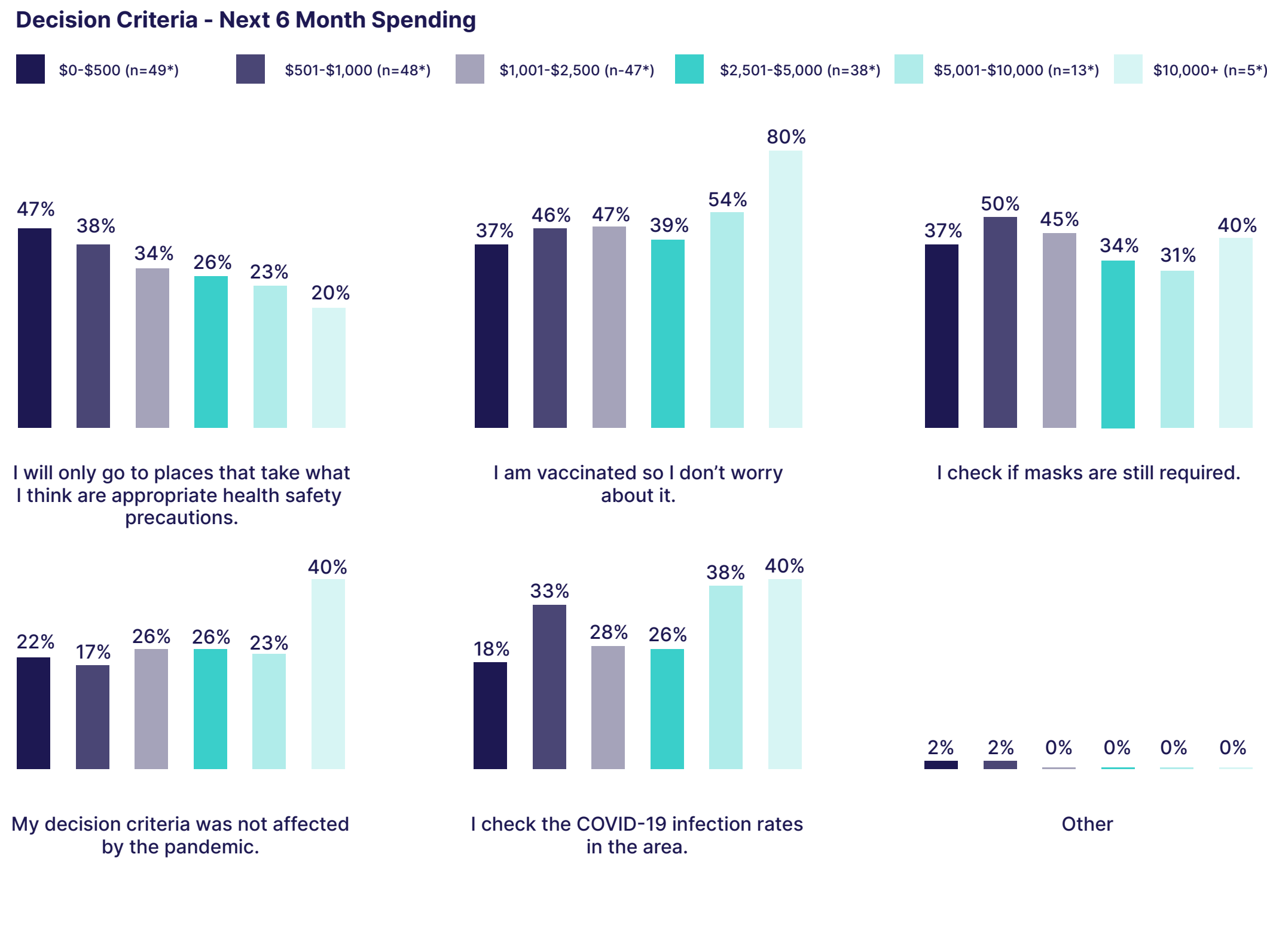
Spending Habits - Total



The more money consumers intend to spend over the next six months, the less health concerns they have regarding the pandemic.

Q: What is your decision criteria for participating in activities or doing things that you could not do during the pandemic?

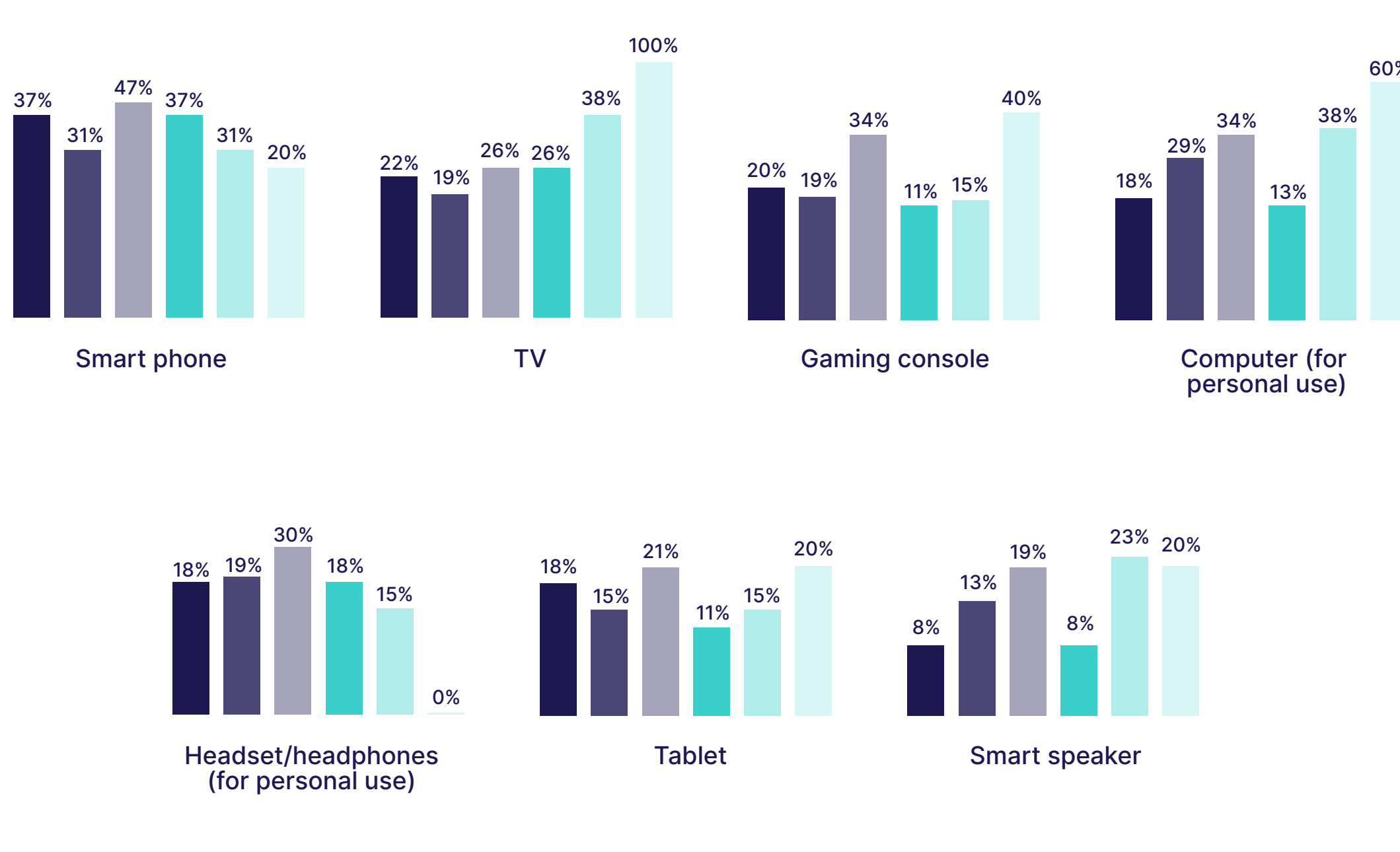
Decision Criteria - Next 6 Month Spending



Consumer electronics saw an increase in spending.

Q: What are some of the items you expect you may purchase in the next year with your disposable income?

Disposable Income Items - Next 6 Month Spending



Travel Activities - 80% of people are planning on traveling now that we are nearing the end of the pandemic. Higher spending consumers are less likely to consider COVID precautions when travelling.

Q: You said you have made or expect to make plans to travel in the next 12 months or you plan to. Please describe those plans and your feelings about it.

Travel Activities - Next 6 Month Spending



About GutCheck
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