IZEA INSIGHTS SPECIAL REPORT

Open for Business

Consumer Intent as States Lift COVID-19 Restrictions

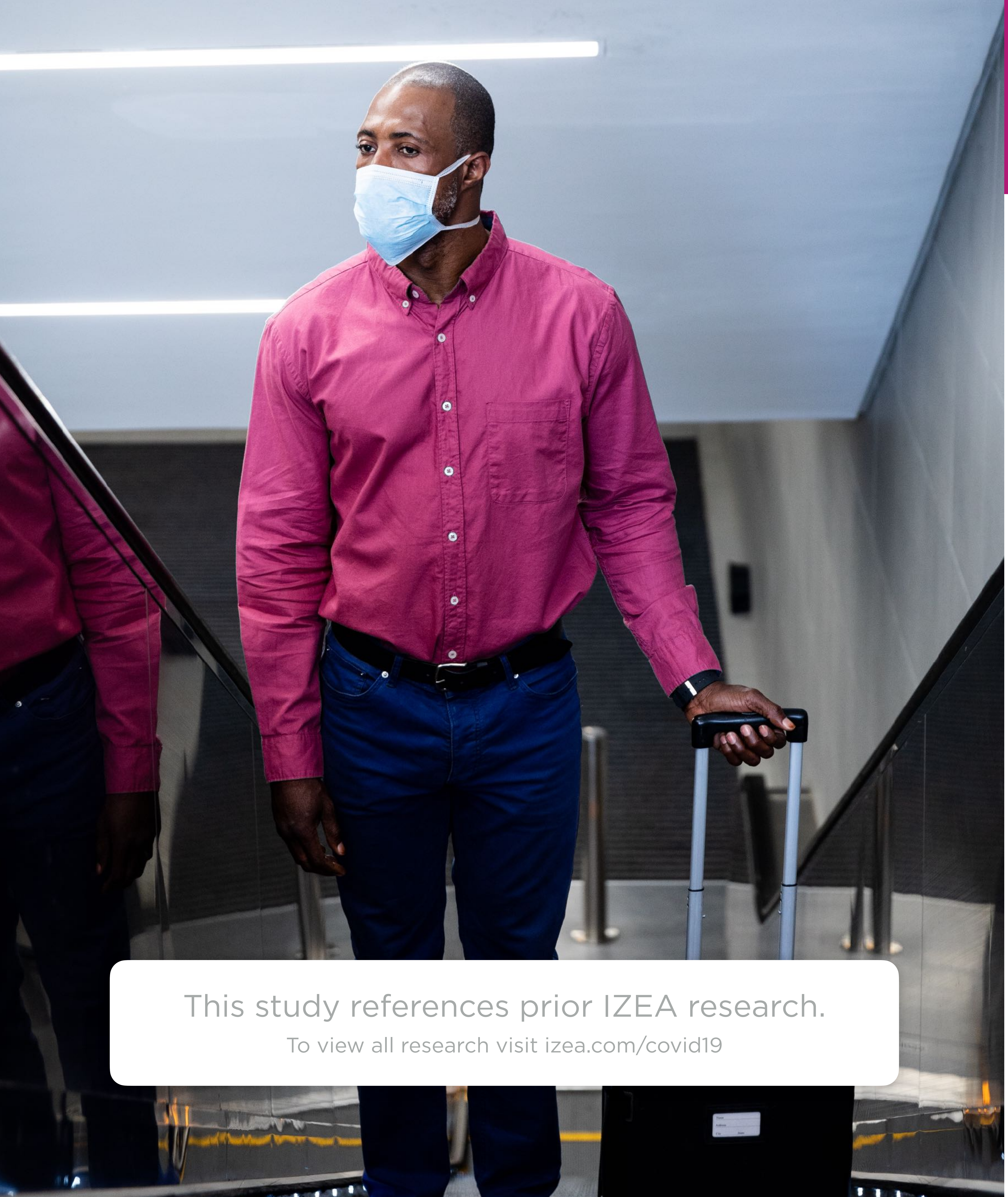
MAY 12, 2020

BACKGROUND

We surveyed a total of **1,214 U.S. Internet Users** to help understand consumer behaviors as certain States **begin to open up** after a national COVID-19 lockdown. We took that data and applied it to the Influencer Marketing industry.

GOALS

- Provide **insights** for our partners who are responsible for marketing products and services during the Coronavirus lockdown.
- Inform, educate, and assist decision makers that must adapt to a high stress environment and **continue to operate** their businesses.
- Help all parties understand **sensitive topics** and how they may be able to interact with consumers during an unprecedented national crisis.
- **Protect** the brands, influencers, and end consumers that make our industry work.



This study references prior IZEA research.

To view all research visit izea.com/covid19

Sample Population

U.S. CONSUMERS

U.S.

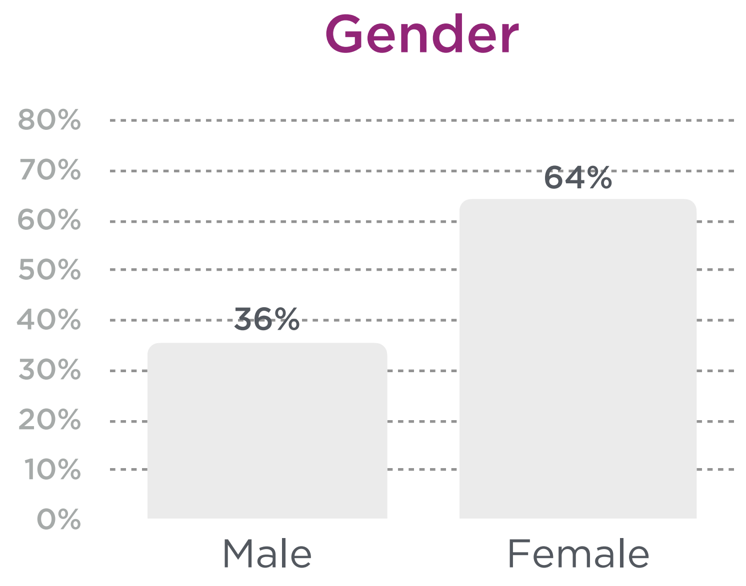
Geography

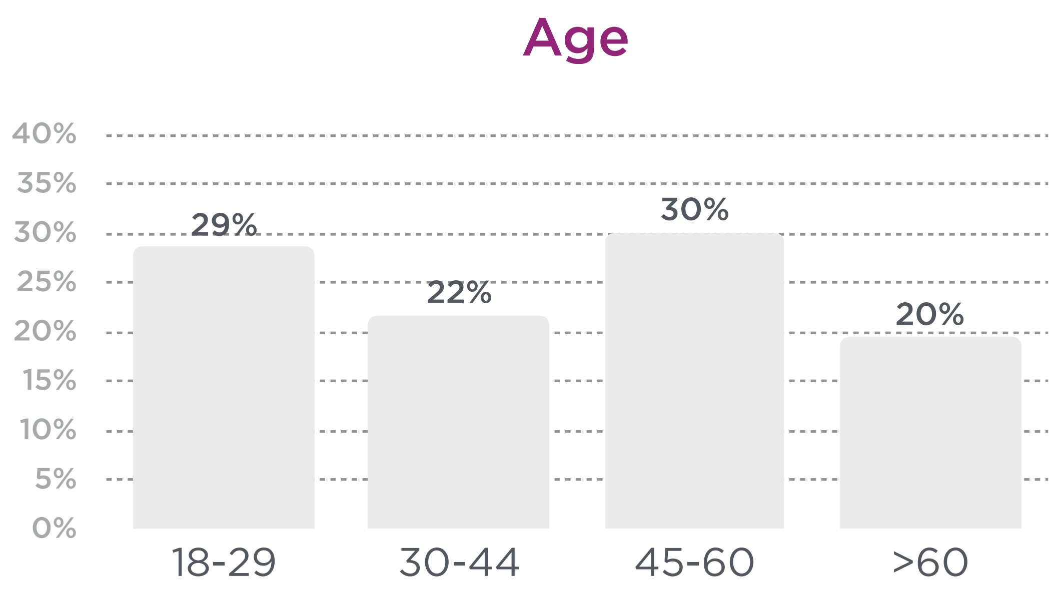
5/6/20
TO
5/7/20

Data Gathered

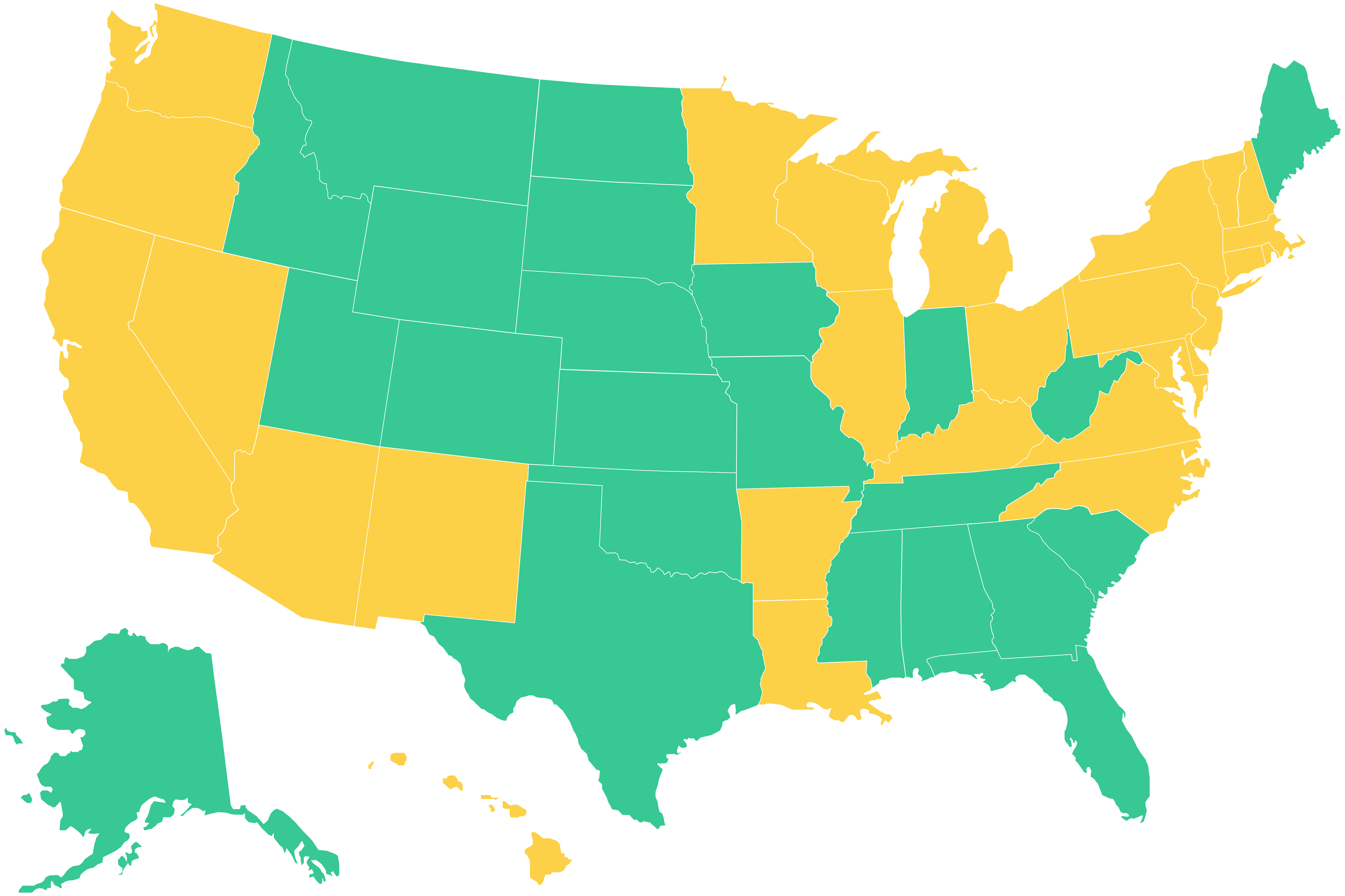
1,214 Qualified Consumers

All respondents were required to have an Internet connection in order to participate in the survey.





The State of Lockdowns



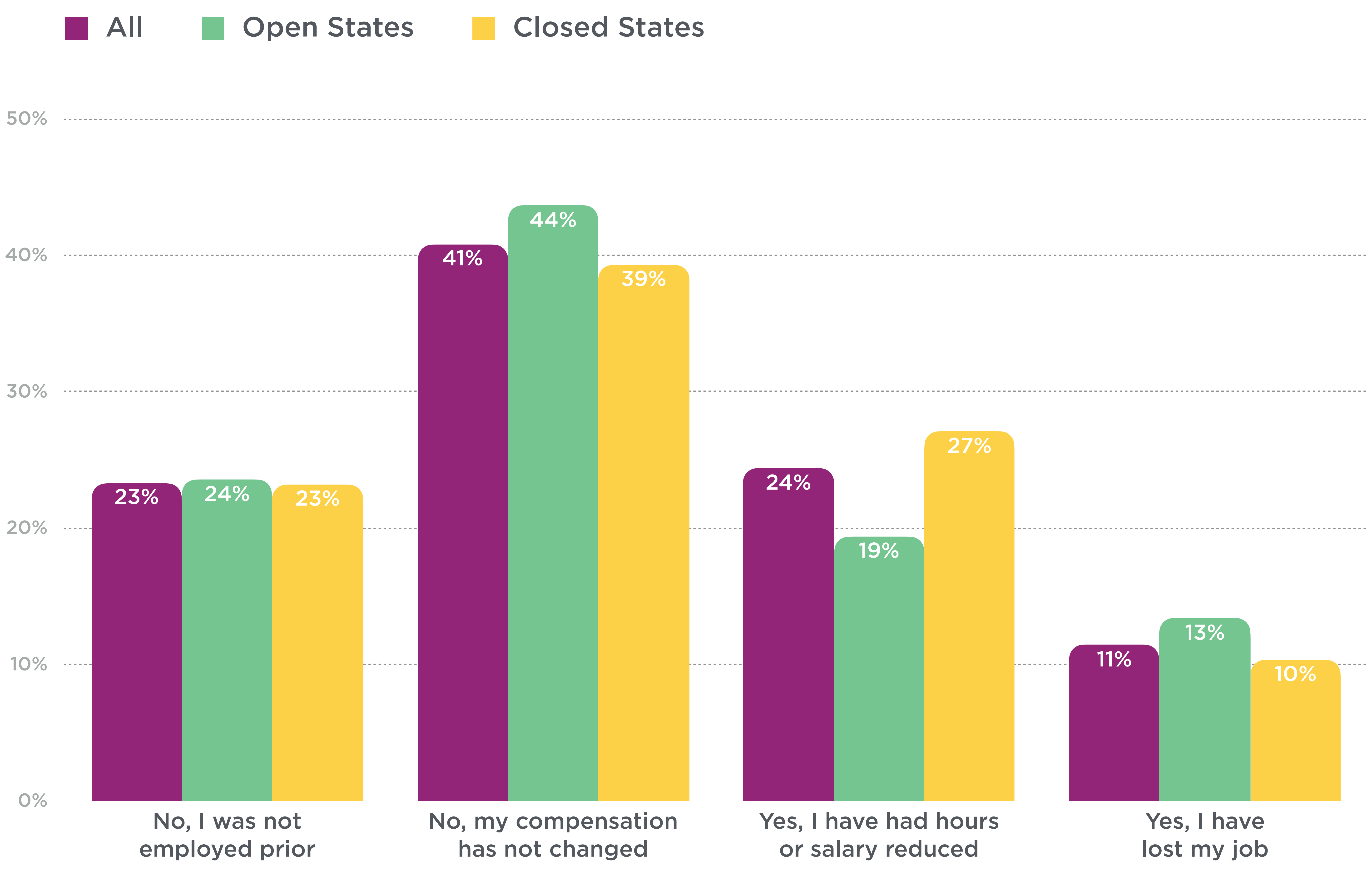
At the time of this survey there were different public health restrictions in effect among states across the country.

For the purpose of this study we define the states in green as **“Open States”** and those in Yellow as **“Closed States”**. Open States have begun to reopen businesses such as restaurants, bars, and hair salons to the public, while Closed States had not yet at the time of survey.

Open States

Closed States

Q : Has the income from your daily job been impacted by Coronavirus?



FILTER APPLIED

Those that have had their salary negatively impacted.

Q: Do you believe you will regain full employment soon?

	All
Yes, within 1-4 Weeks	24.9%
Yes, within 1-2 Months	26.3%
Yes, within 3-4 Months	17.7%
Yes, within 5-6 Months	10.2%
No	20.9%

79% of those impacted believe they will regain full employment in the next 6 months.

91%

OF ALL RESPONDENTS

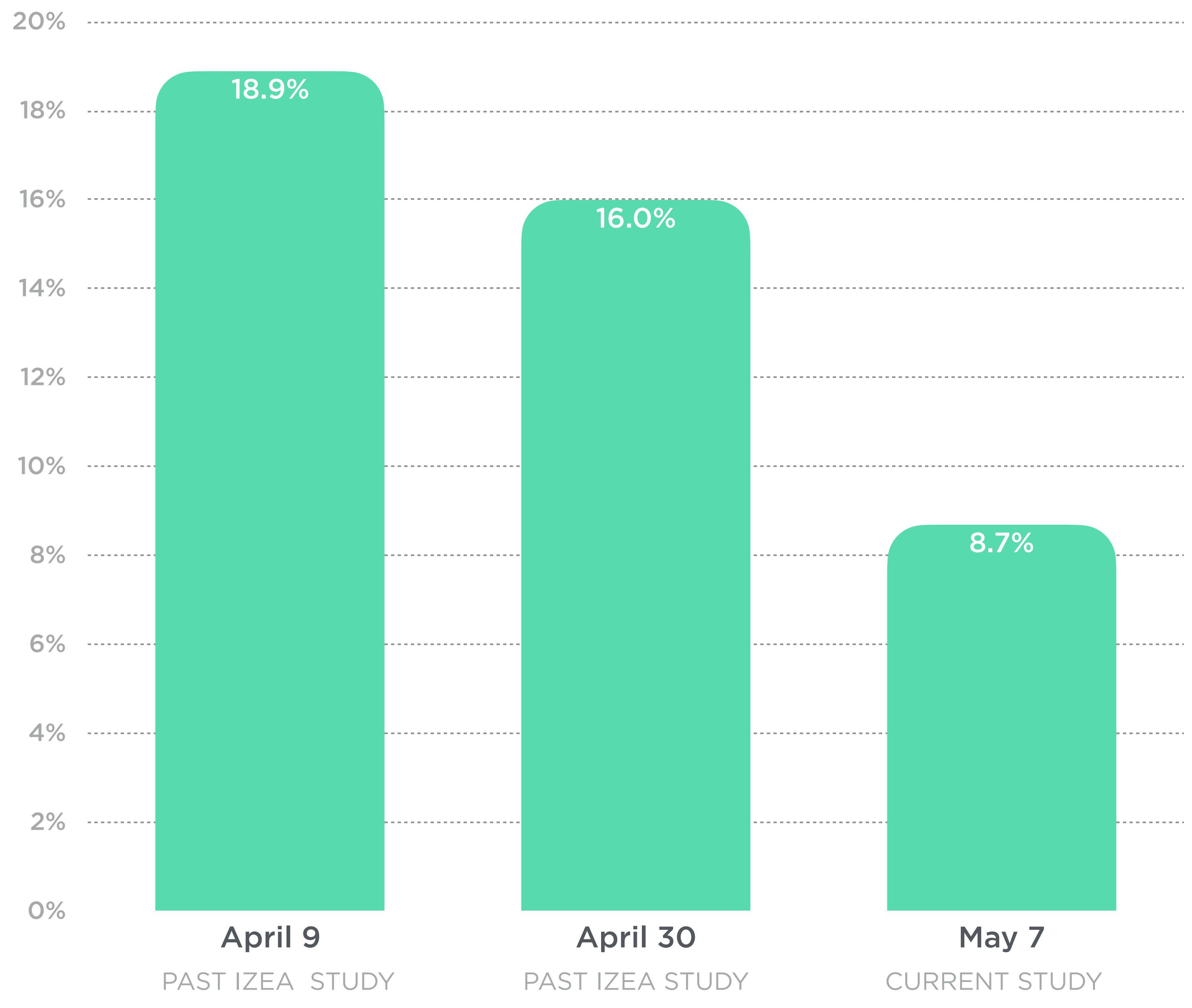
Say they have left their home during the Coronavirus outbreak.

Q: Are you currently confined to your home due to Coronavirus?

	RESPONSES BY STATE GROUP		
	All	Open States	Closed States
Yes - I haven't left home at all	8.7%	5.2%	10.7%
Yes - I have left home only for essential items	**62.9%**	**57.4%**	**65.7%**
No - I am an essential Worker	18.9%	19.4%	18.7%
No - Things are closed, but I don't care	2.4%	2.5%	2.3%
No - My state has started to open up.	7.1%	15.5%	2.6%

Q: Are you currently confined to your home due to Coronavirus?

A : “Yes - I haven't left home at all.”



IZEA INSIGHT

Attitudes and behaviors **are shifting over time** as fewer people observe a total lockdown in their homes and have decided to venture out into public spaces.

In one month we observed a **10% drop** in those who have not left their home at all.

IZEA INSIGHT

Social media influencers are **4.6x more likely** to still be in complete lockdown vs. those that don't use social media at all.

Respondents that say they haven't left their home at all.

	RESPONSES BY SOCIAL MEDIA USAGE		
	All Respondents	No Social Media Usage	Influencers
May 7th	8.7%	6.5%	**30.0%**
April 9th	18.9%	8.0%	38.0%

4.6x vs. No Social Use

Q: Have you had to postpone or cancel a special event or celebration?

30%

CANCELLED OR POSTPONED A

BIRTHDAY

8%

CANCELLED OR POSTPONED A

GRAD PARTY

6%

CANCELLED OR POSTPONED A

WEDDING

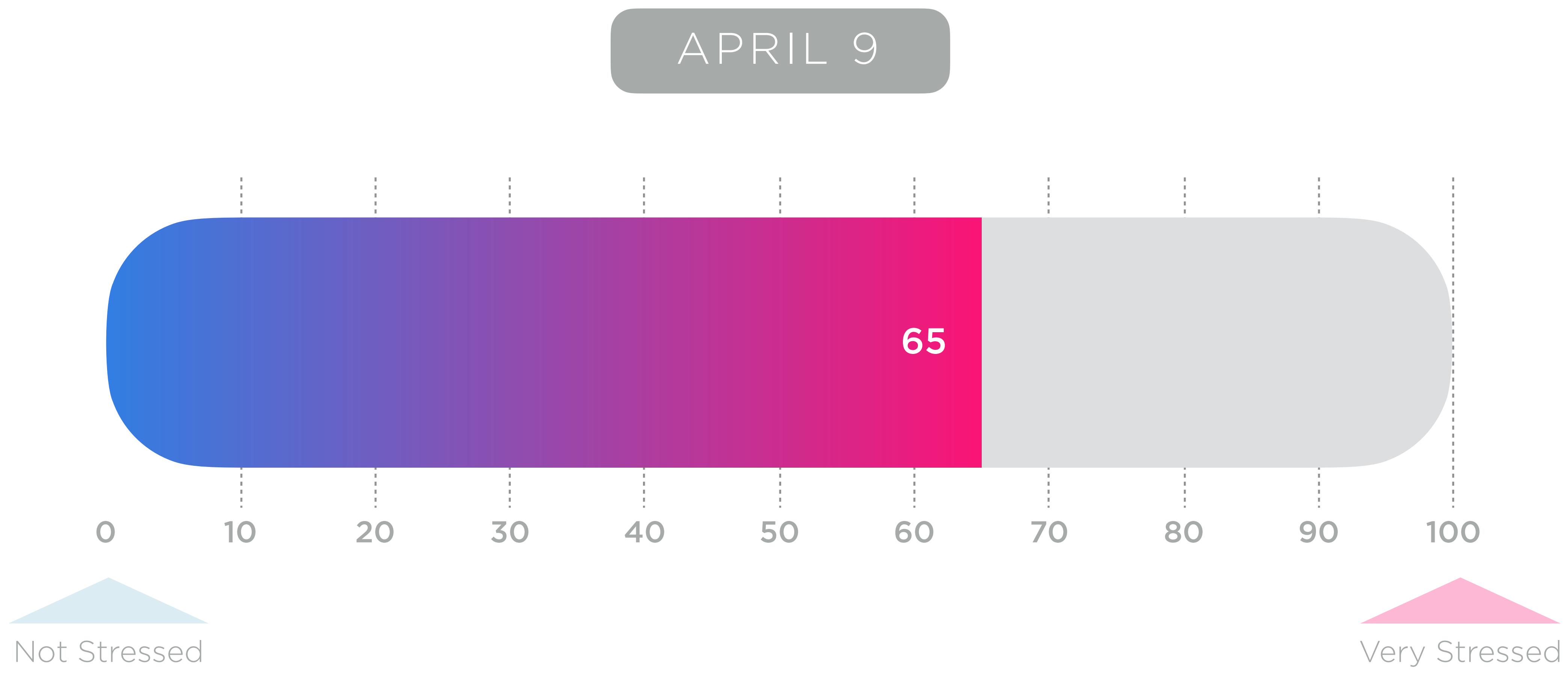
74%

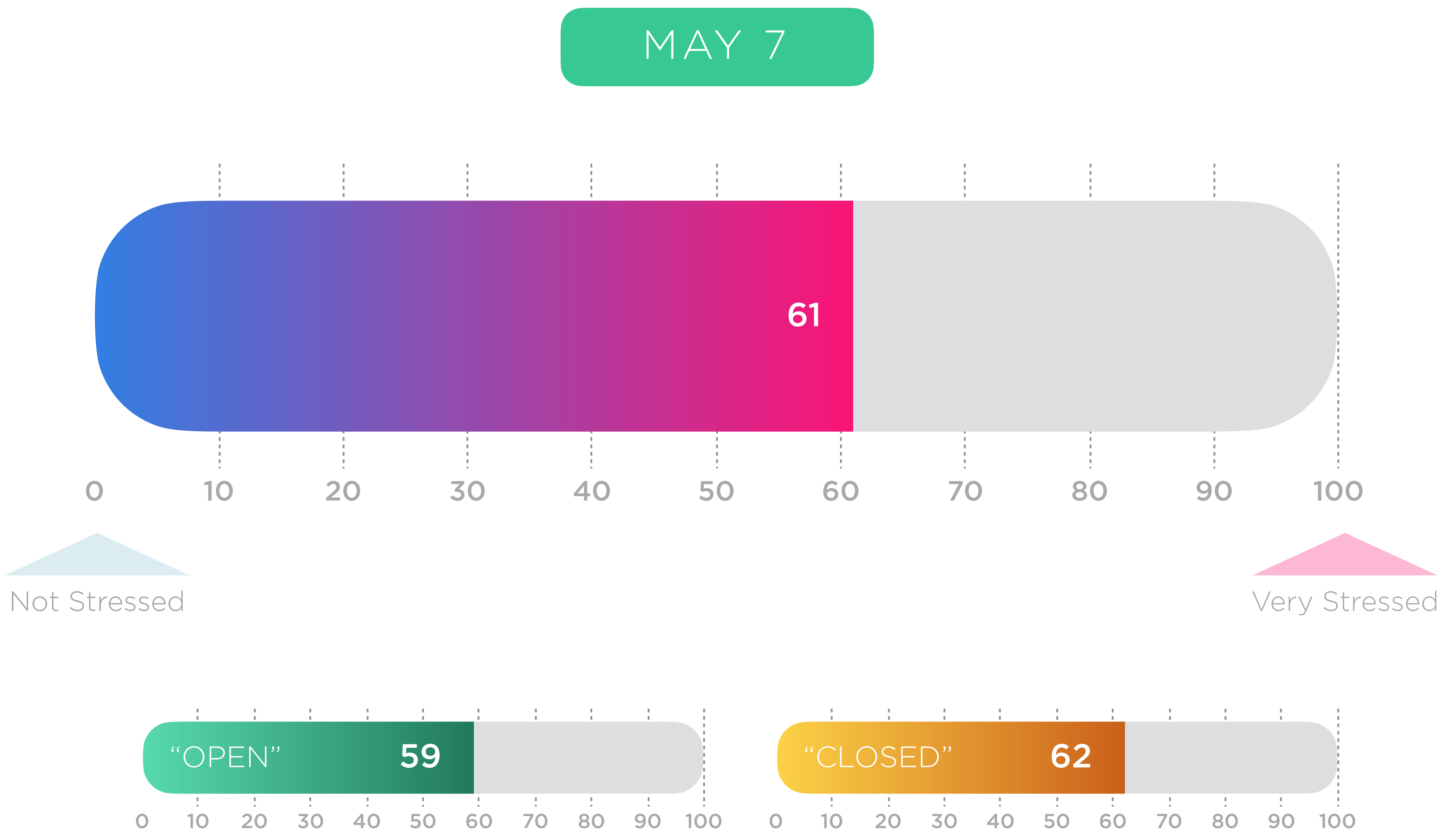
OF ALL RESPONDENTS

Say that they have had to **cancel or postpone** a special event of some kind.

Stress levels among consumers **have dropped**.

Q : What is your level of stress right now?





There is likely a correlation between more people leaving their homes and consumer stress levels dropping.

36%

OF ALL RESPONDENTS

Say that their **mental health has declined** since being impacted by Coronavirus

Q: Has your mental health improved or declined since being impacted by Coronavirus?

	RESPONSES BY TIME	
	April 4	May 7
Has Improved	8.5%	7.3%
Has Declined	**31.6%**	**35.8%**

However, people are less healthy.

33%

OF ALL RESPONDENTS

Say that their **physical health has declined** since being impacted by Coronavirus

Q: Has your physical health improved or declined since being impacted by Coronavirus?

	RESPONSES BY TIME	
	April 4	May 7
Has Improved	11.4%	13.8%
Has Declined	**18.8%**	**32.6%**

36%

"CLOSED" STATES

HEALTH HAS **WORSENED**

Male	29.5%
Female	39.7%
Ages 18-24	44.0%

MATERIAL DIFFERENCE

BETWEEN OPEN AND CLOSED STATES.

Q: Has your physical health improved or declined since being impacted by Coronavirus?

27%

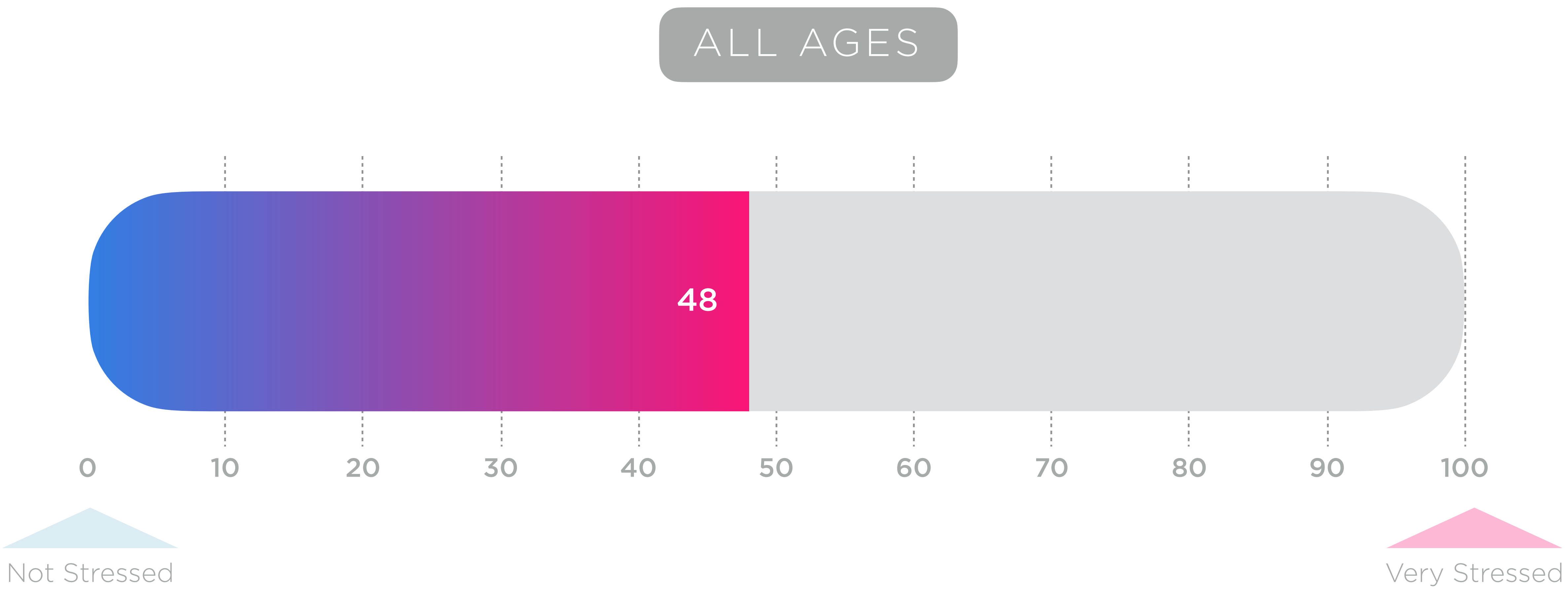
"OPEN" STATES

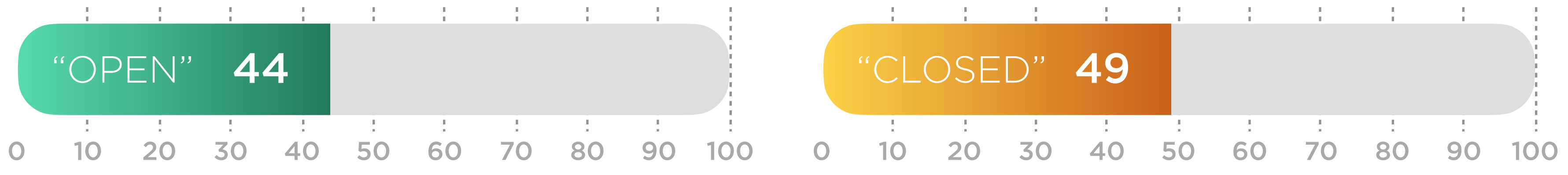
HEALTH HAS **WORSENED**

Male	27.1%
Female	27.0%
Ages 18-24	32.1%

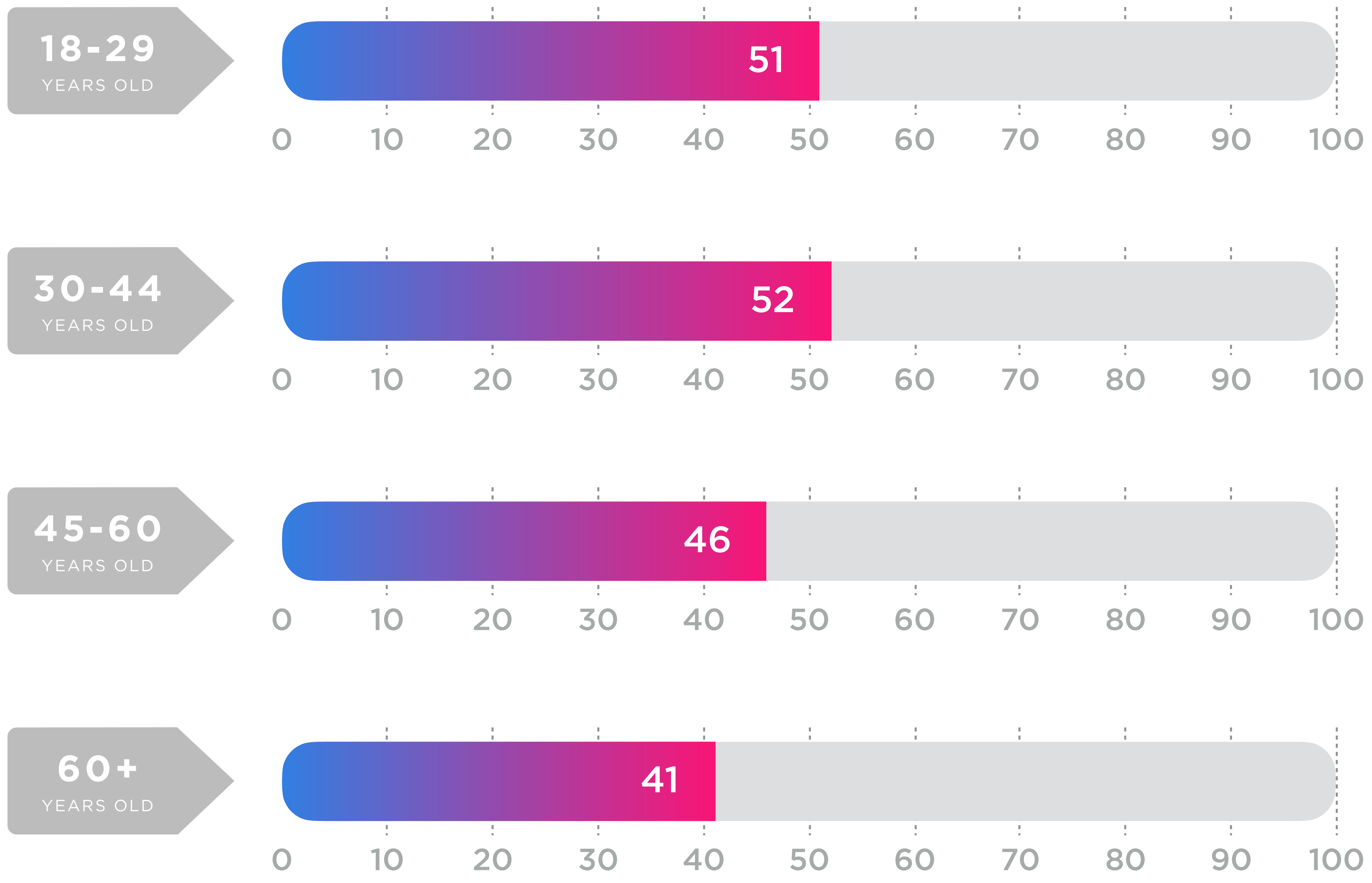
Average “stir-crazy” level based on age of respondent.

Q : How stir-crazy are you right now?

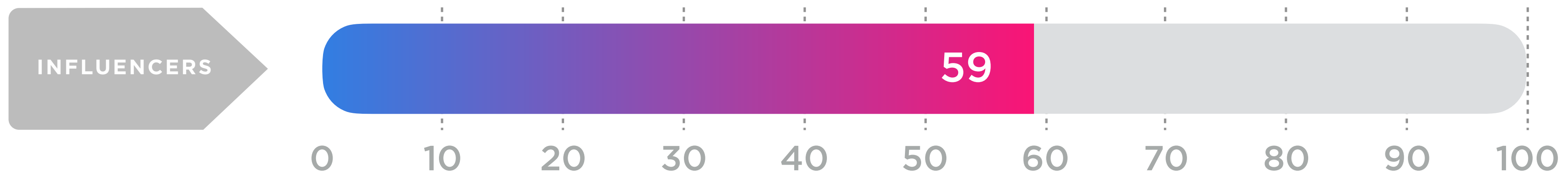




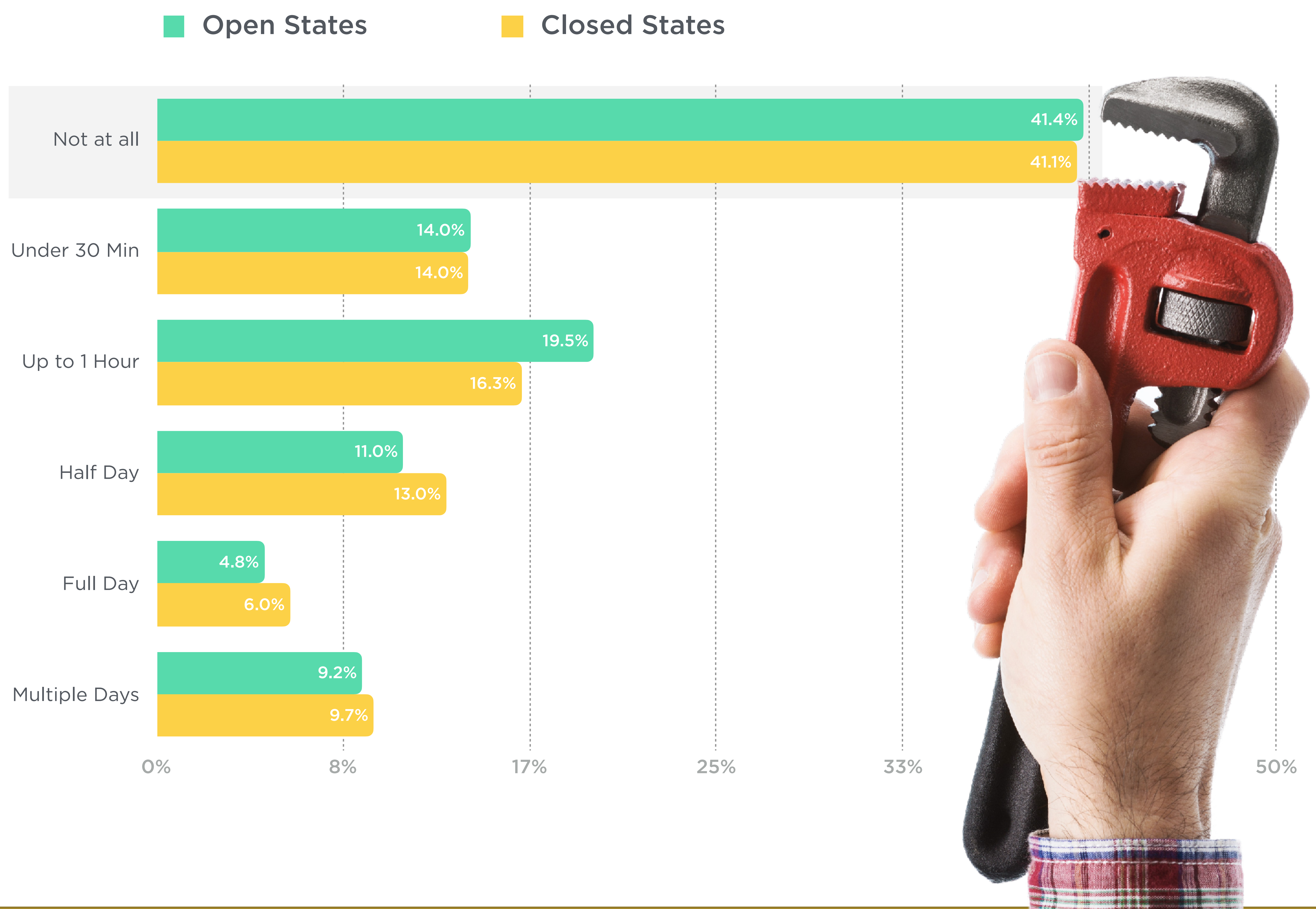
Those that reside in “Open States” are less stir-crazy.



Influencers are an outlier, likely correlated to higher percentages that haven’t left home at all.



Q: What is **the timeframe** that you would allow a third-party professional into your home such as delivery services, floor installation teams, etc. at this time?

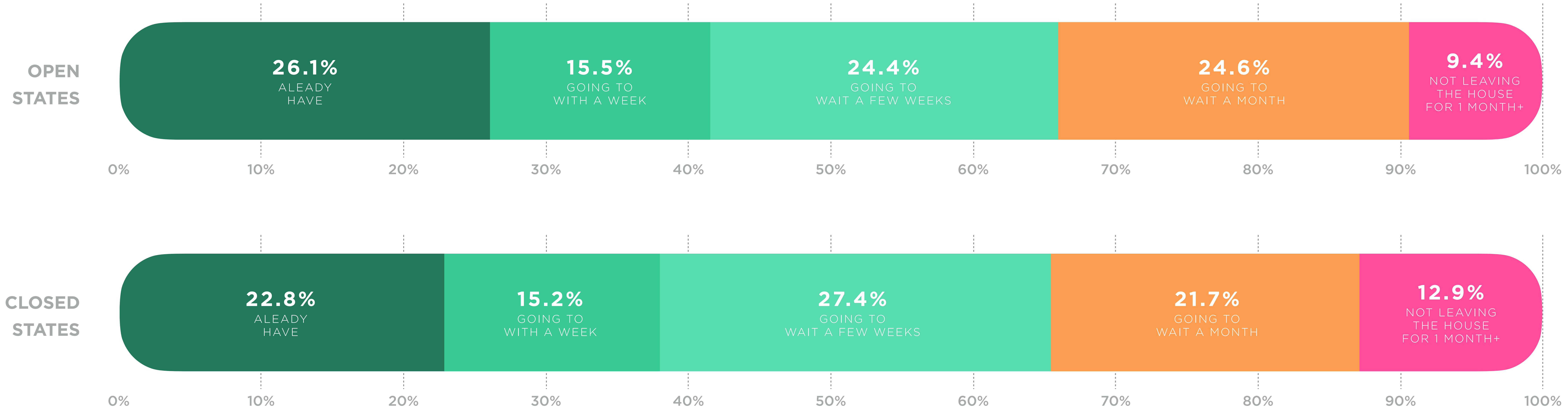


41%

OF ALL RESPONDENTS

Say they **would not** allow a third party professional in their house at this time.

Q: Do you intend to **start visiting** local businesses and spending money soon?



Despite states opening up, local businesses will likely see **lower demand** as consumers opt for online shopping near term.

Q: What types of local establishments do you plan on visiting in the **next 1-4 weeks**?

53%
SAY **LIKELY** TO VISIT A

GAS STATION

43%
SAY **LIKELY** TO VISIT A

LOCAL RESTAURANT

37%
SAY **LIKELY** TO VISIT A

BIG BOX RETAILER

35%
SAY **LIKELY** TO VISIT A

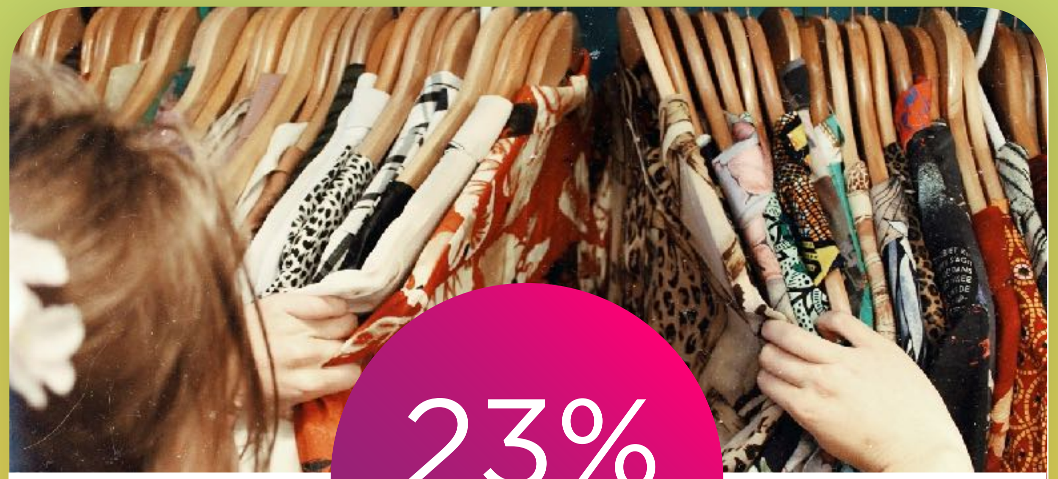
HAIR SALON/BARBER

35%
SAY **LIKELY** TO VISIT A

BANK

31%
SAY **LIKELY** TO VISIT A

CHAIN RESTAURANT



23%
SAY **LIKELY** TO VISIT A

LOCAL RETAILER

20%
SAY **LIKELY** TO VISIT A

OIL CHANGE SHOP

Q : Which type of restaurant would you **feel safest dining** in as things start to open up again?

"National Chain Restaurants"
vs.
"Local Restaurants"

AGES 18-29

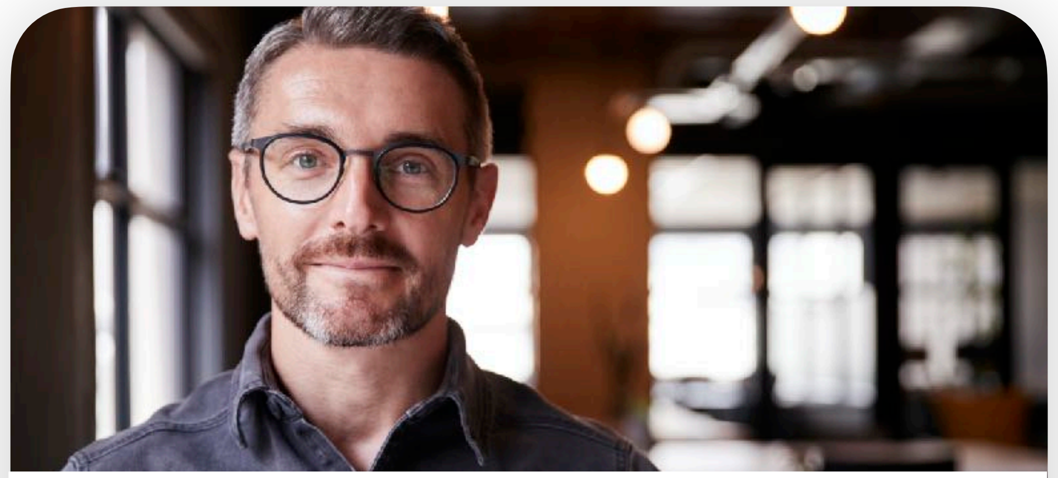
31% | 69%

69% feel safer at a local restaurant.

AGES 30-44

29% | 71%

71% feel safer at a local restaurant.



AGES 45-60

24% | 77%

77% feel safer at a local restaurant.

AGES 60+

19% | 81%

81% feel safer at a local restaurant.

The majority of consumers believe that "local restaurants" are safer than "national chain restaurants".

IZEA INSIGHT

National chains should share stories that **increase confidence in food safety** and a create a connection with the local aspect of their operations.

INFLUENCER CONCEPTS

- **CHAIN RESTAURANT : Behind The Scenes**
  Influencers will share a series of videos highlighting the work that goes into keeping their local restaurant clean and safe for guests. This may include reviewing a safety checklist and best practices you can use as home.

- **CHAIN RESTAURANT : Resources at Work**
  Local managers and/or national representatives can be used to help explain how the financial strength and resources of a national chain impact a local restaurants ability to keep their customers safe.

Q: What types of local establishments do you plan on visiting in the **next 1-4 weeks**?

13%
SAY **LIKELY** TO VISIT A

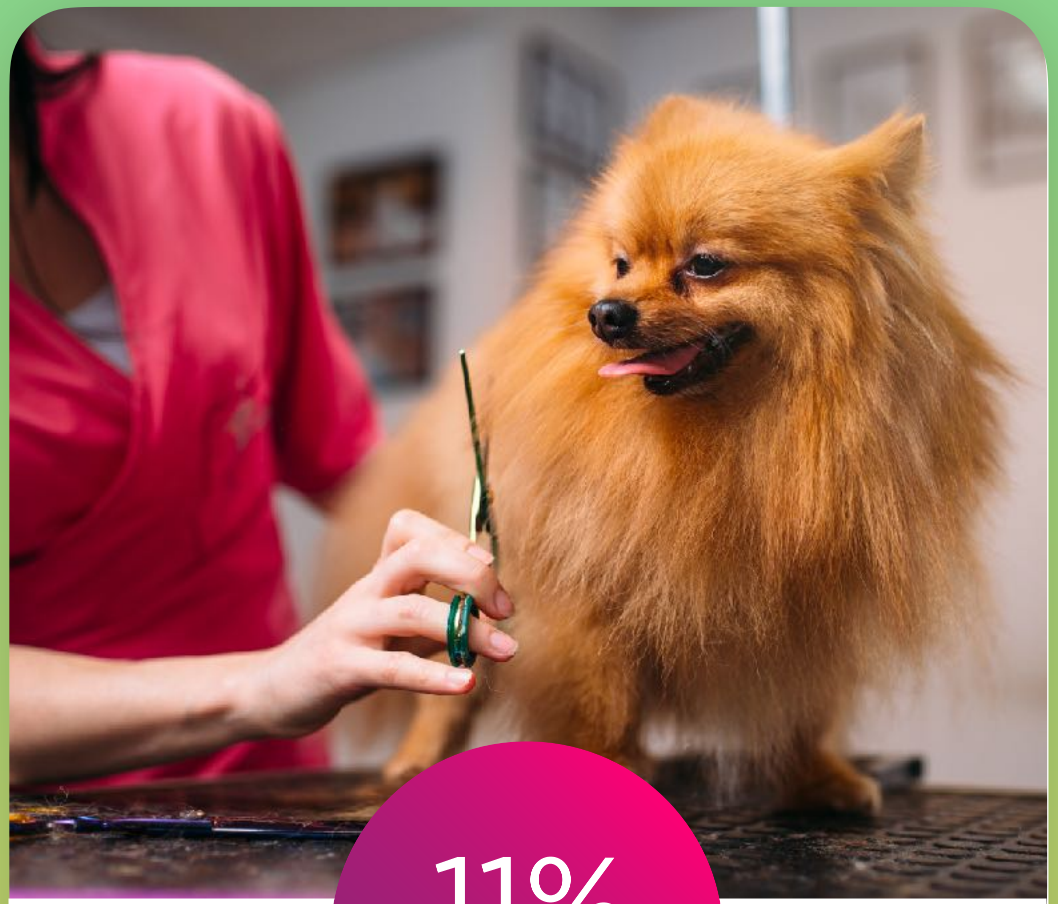
NAIL SALON

Male	3.0%
Female	17.0%
Ages 18-24	16.0%

12%
SAY **LIKELY** TO VISIT A

GYM / FITNESS CLUB

Male	12.0%
Female	12.0%
Ages 18-24	15.1%



11%
SAY **LIKELY** TO VISIT A

PET GROOMER

Male	11.3%
Female	10.6%
Ages 18-24	8.5%

9%
SAY **LIKELY** TO VISIT A

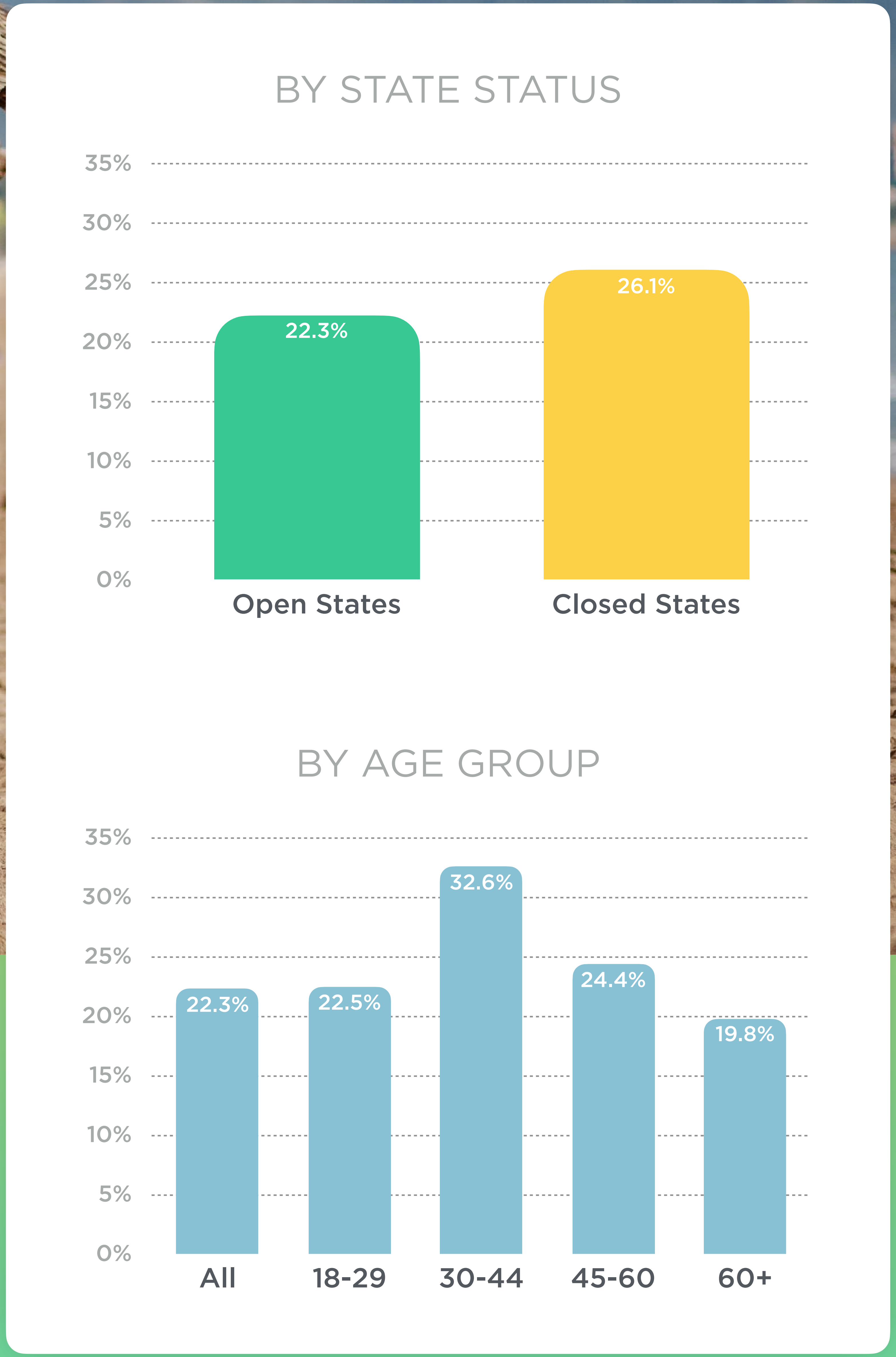
BAR

Male	12.8%
Female	7.2%
Ages 18-24	7.6%

25%

OF ALL RESPONDENTS

Say that they plan to visit a **beach or park** in the next 1-4 weeks.



ONLY

7%

OF ALL RESPONDENTS

Say that they plan to visit a **hotel** in the next 1-4 weeks.

Travel will continue to be impacted near term.

ONLY

5%

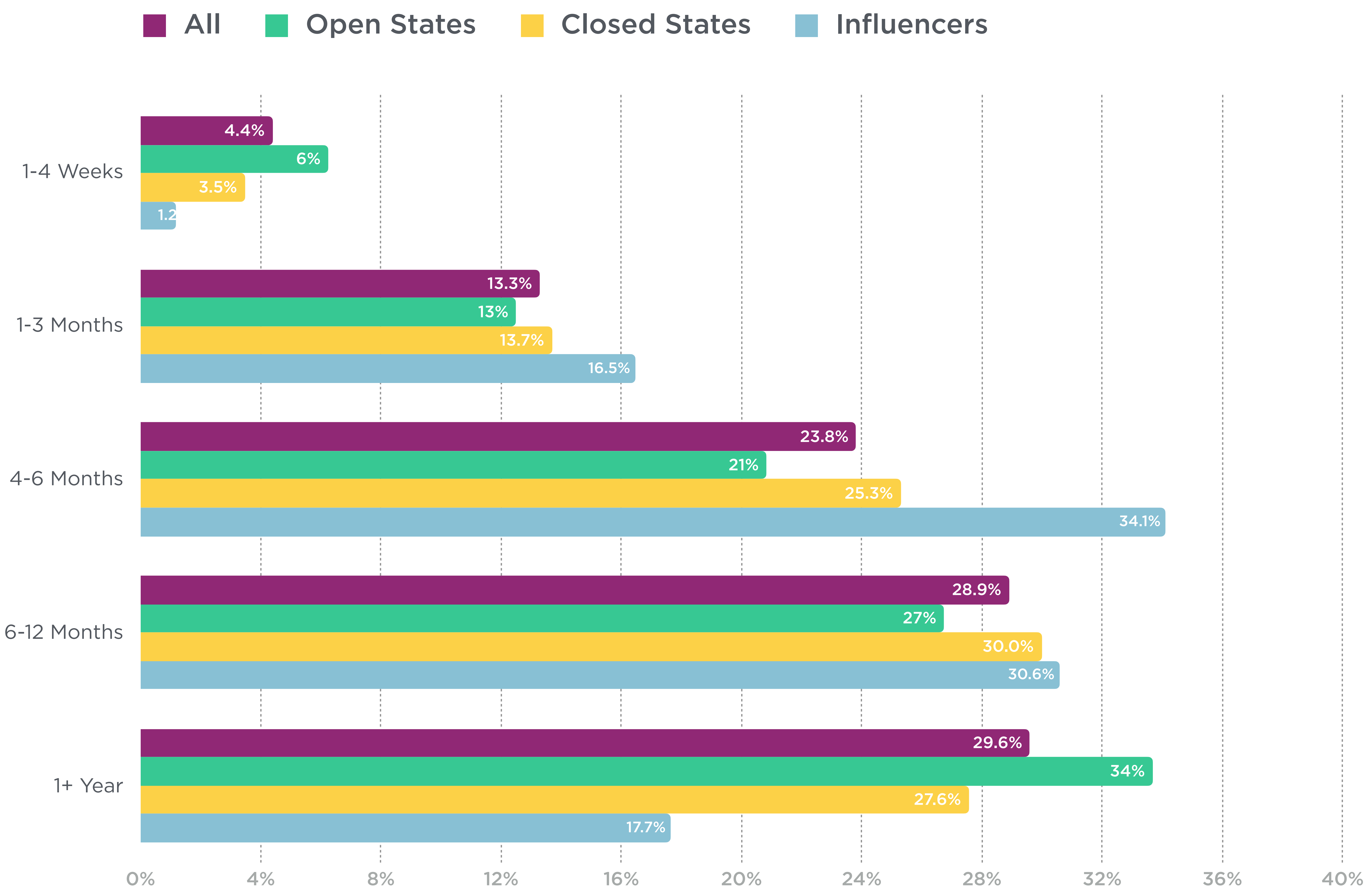
OF ALL RESPONDENTS

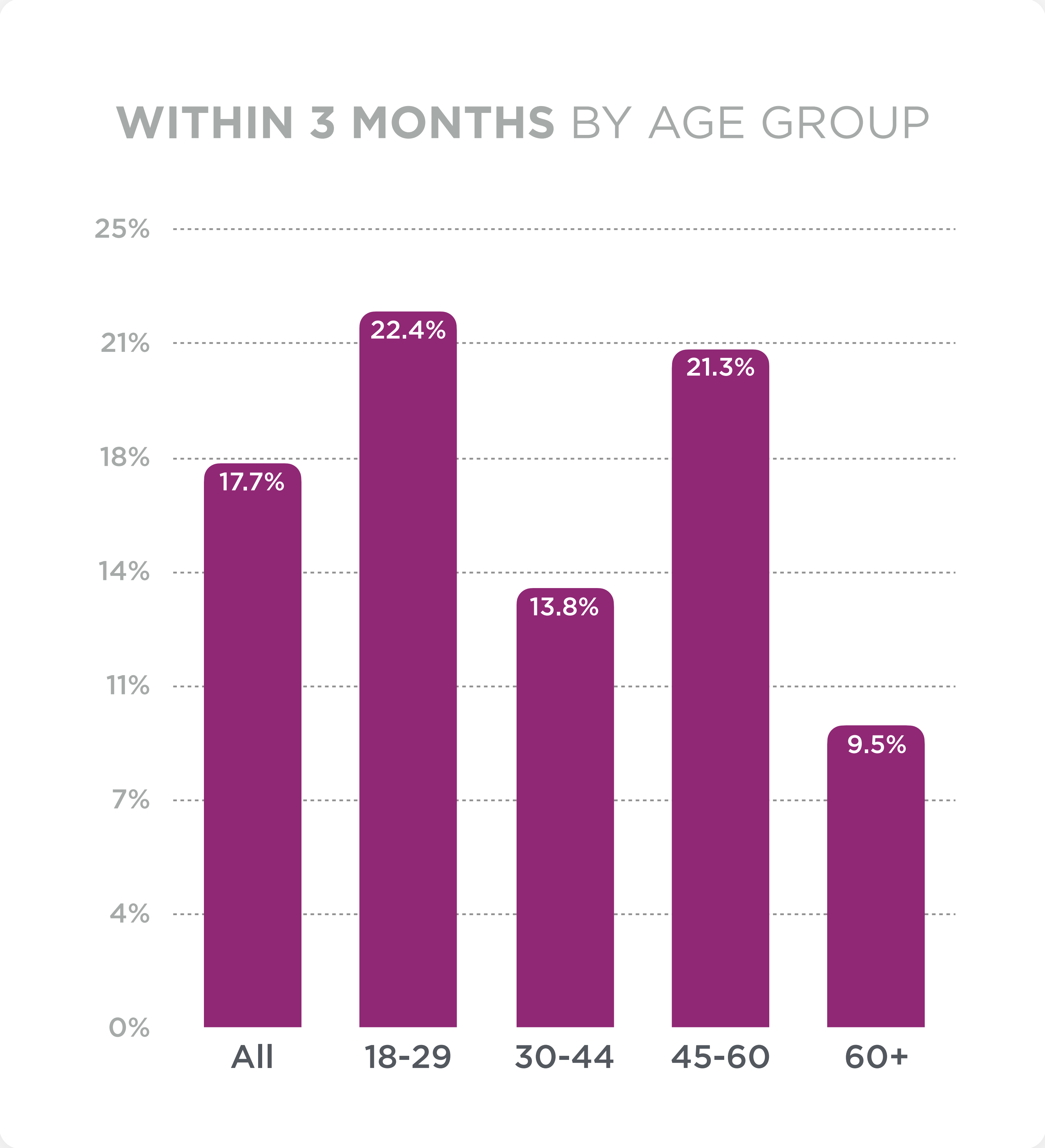
Say that they plan to visit a **airport** in the next 1-4 weeks.

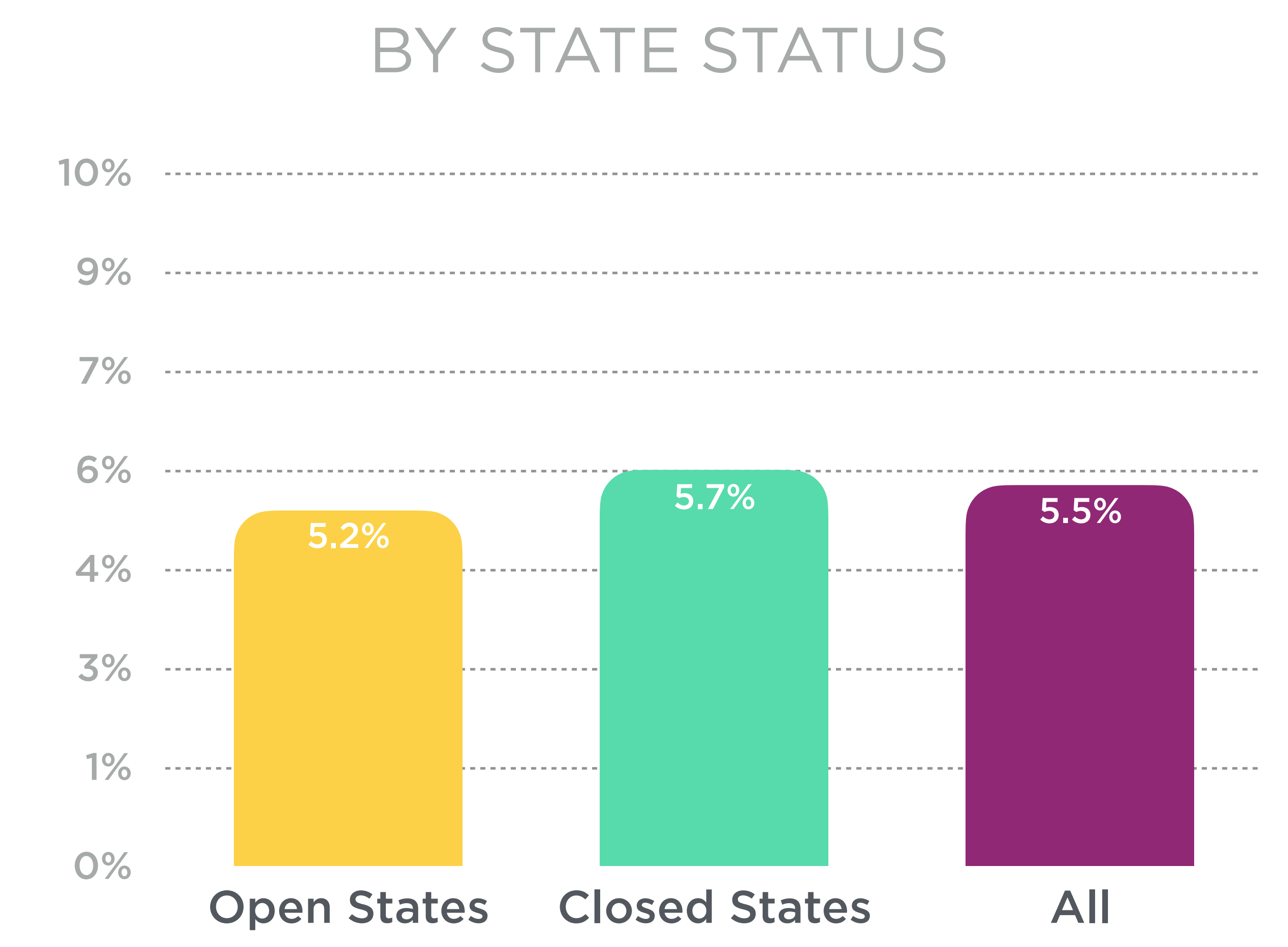
Q: How soon do you think it will be before you **get on an airplane** again?

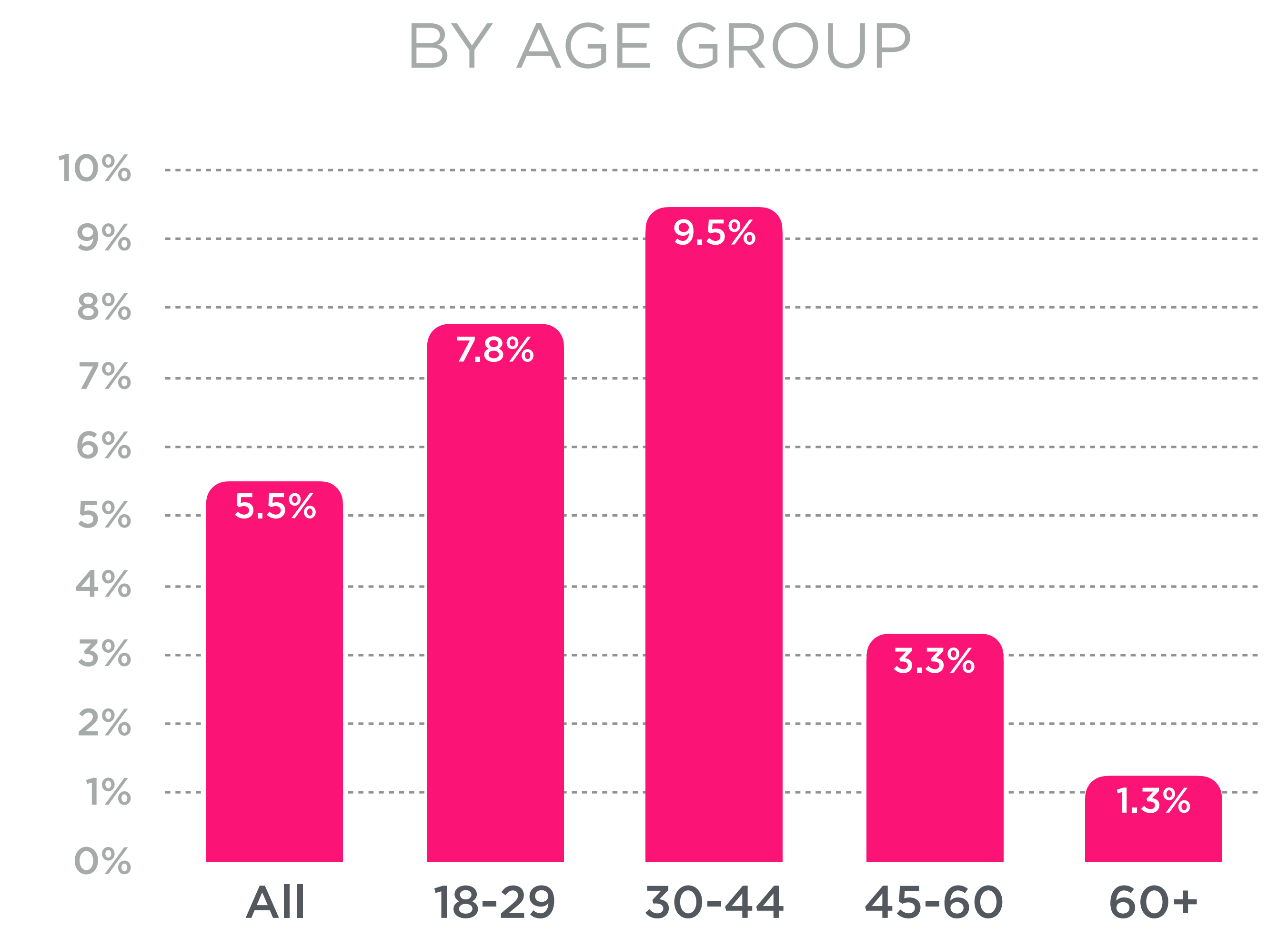
FILTER APPLIED

Those that say they normally travel by air.









ONLY

7%

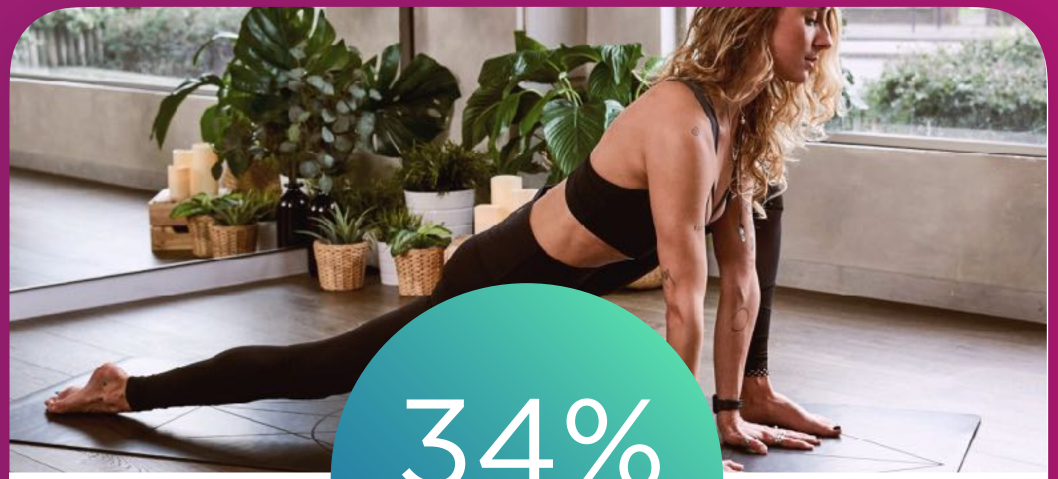
OF PARENTS WITH MINOR CHILDREN AT HOME

Say that they plan to visit a **theme park** in the next 1-4 weeks.

Q: What services do you traditionally outsource that you've taken on yourself since quarantine?

54% ARE NOW TAKING ON

HAIRCARE

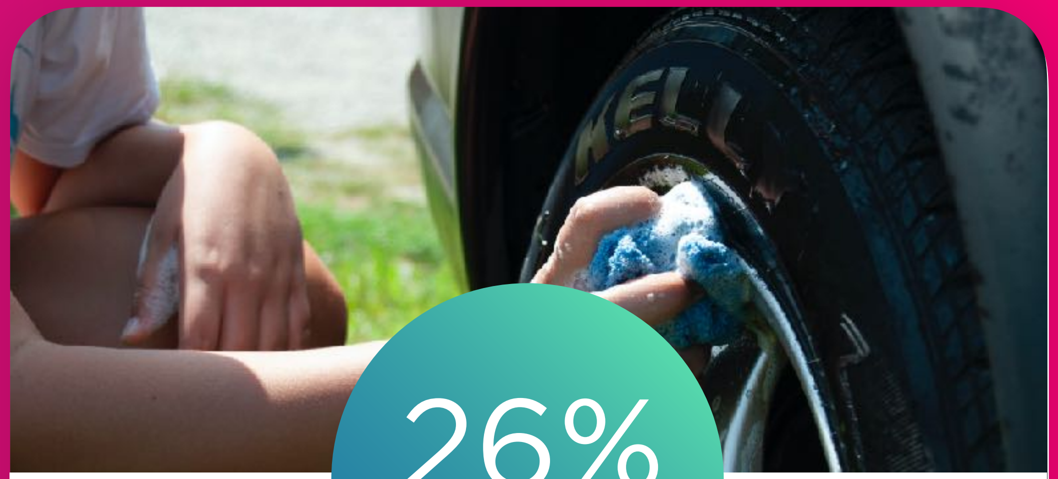


34% ARE NOW TAKING ON

PERSONAL TRAINING

27% ARE NOW TAKING ON

NAIL SERVICES

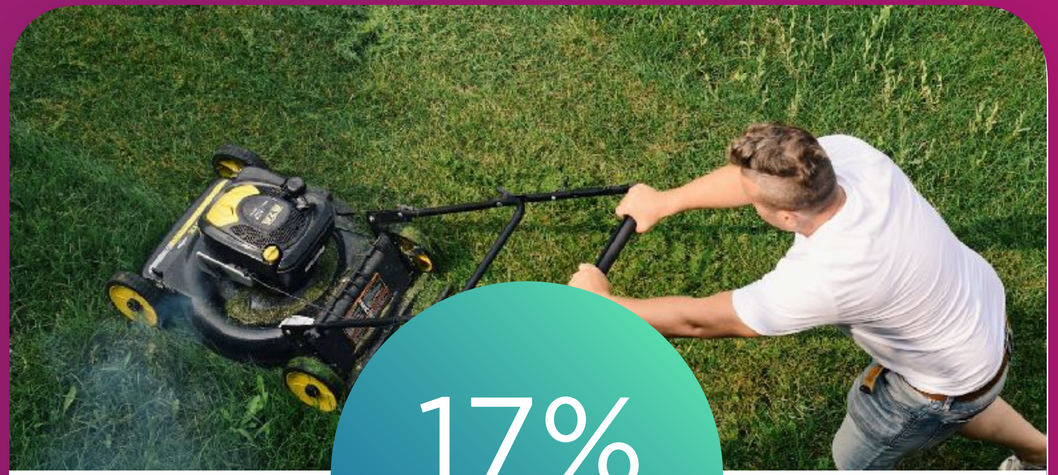


26% ARE NOW TAKING ON

CAR WASHING

25% ARE NOW TAKING ON

HOME CLEANING

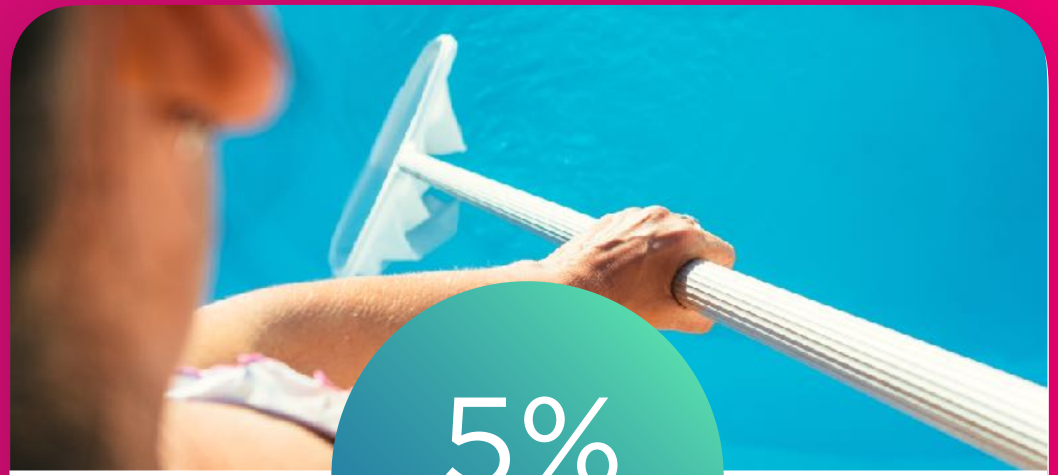


17% ARE NOW TAKING ON

LAWN/GARDEN CARE

14% ARE NOW TAKING ON

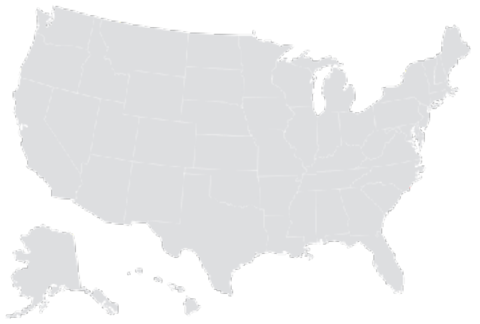
CAR MAINTENANCE



5% ARE NOW TAKING ON

POOL CARE

Consumer demand created by COVID-19 changes in behavior.



209M
U.S. Consumers
Ages 18+

X  **54%** WHO ARE NOW CARING FOR THEIR HAIR = **112M** WHO MAY NEED **HAIRCARE EQUIPMENT**

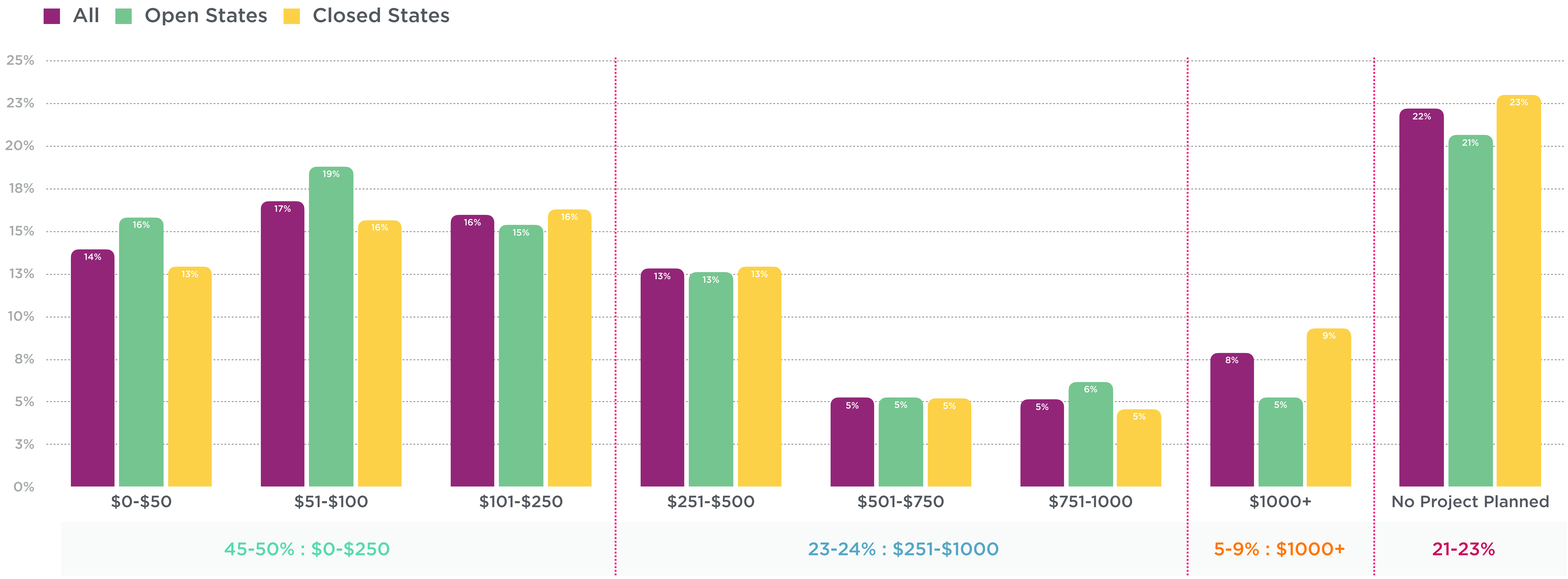
X  **34%** WHO ARE NOW WORKING OUT AT HOME = **71M** WHO MAY NEED **WORKOUT EQUIPMENT**

X  **26%** WHO ARE NOW WASHING THEIR CAR = **54M** WHO MAY NEED **CAR CARE EQUIPMENT**

X  **17%** WHO ARE NOW CARING FOR THIER LAWN = **35M** WHO MAY NEED **LAWN CARE EQUIPMENT**

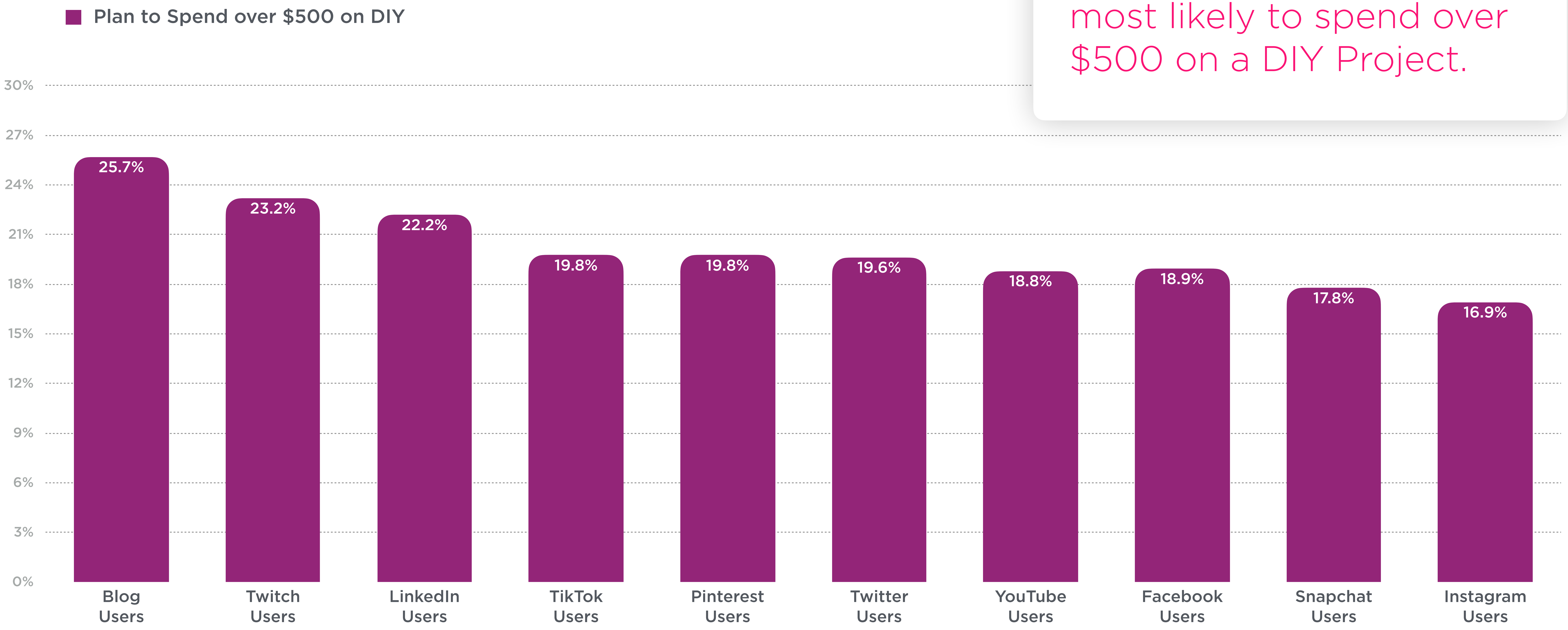
Q: How much money are you willing to spend on a **DIY or home improvement project** at this time?

A: The majority of consumers plan to spend less than $250 on a DIY project.



Those planning to spend **over $500 on a DIY project** by social media platform.

Those that use blogs are most likely to spend over $500 on a DIY Project.



Q: Have you **tried any new products or brands** since you have been impacted by Coronavirus?

	APR 9	MAY 7
HAVE TRIED **1-2 NEW BRANDS**	30%	31%
HAVE TRIED **3-5 NEW BRANDS**	13%	18%
HAVE TRIED **6+ NEW BRANDS**	3%	6%
HAVEN'T TRIED **BUT OPEN TO**	36%	34%
HAVEN'T TRIED **& NOT OPEN TO**	18%	11%

A: 89% of consumers have tried or are willing to try a new brand, an **increase of 7%** from April 9th.

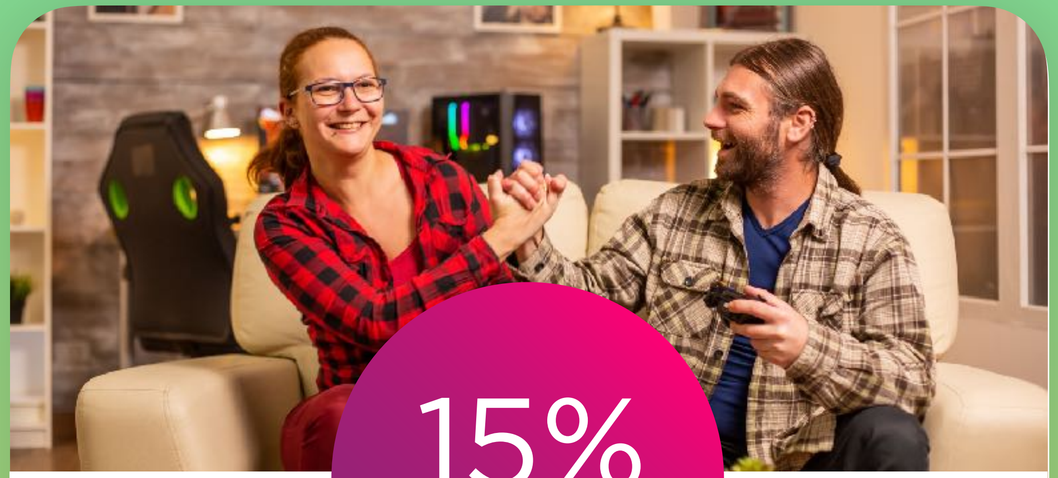
Q: Have you learned a new skill since being in quarantine?

22%
SAY THEY CAN NOW

COOK

17%
SAY THEY CAN NOW

BAKE

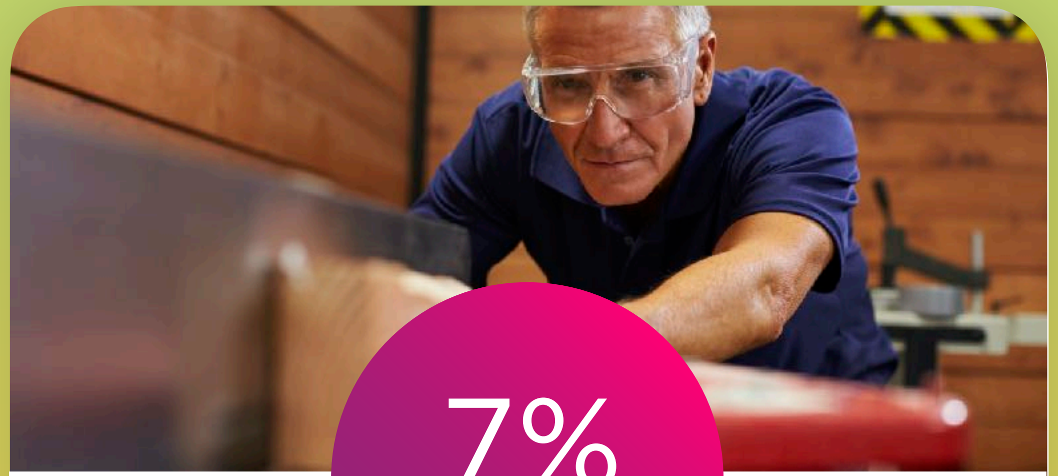


15%
SAY THEY CAN NOW

PLAY VIDEO GAMES

11%
SAY THEY CAN NOW

PAINT OR DRAW



7%
SAY THEY CAN NOW

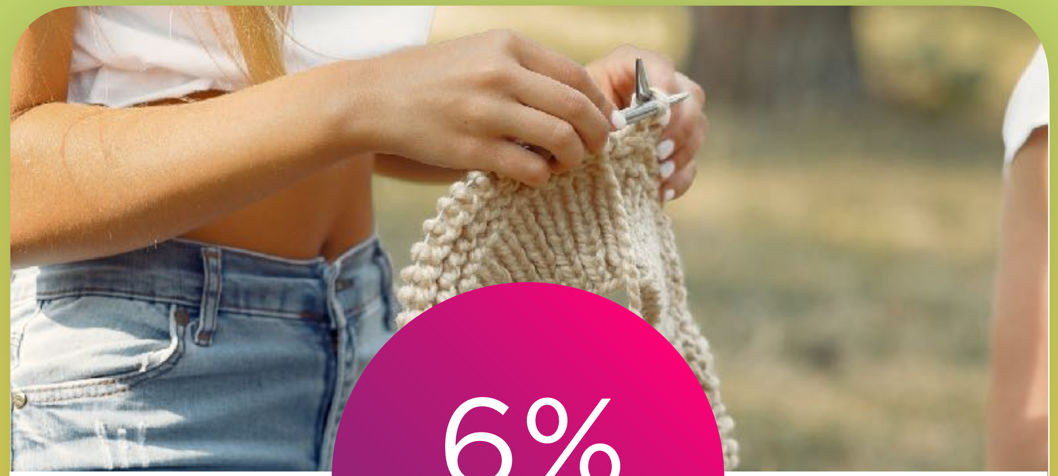
WOODWORK

7%
SAY THEY CAN NOW

SEW

7%
SAY THEY CAN NOW

TAKE PHOTOS



6%
SAY THEY CAN NOW

KNIT

IZEA INSIGHT

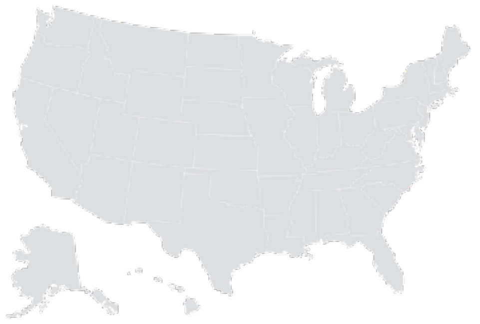
Approximately **43 million people** just learned how to cook within the span of a few months.

INFLUENCER CONCEPTS

- **FOOD BRAND : Warm Weather Dishes**
  With summer underway, cravings and flavors will pivot to traditional summer foods such as fruits, burgers, and s'mores. Influencers will share recipes highlighting their #SummerStaple and encourage their followers to recreate their recipes at home.

- **APPLIANCE OR RETAIL BRAND : Let Me See Your Grill**
  Influencers will take their newfound cooking skills outdoors, showing how to prep, cook, and clean grills. They will also share all of the necessary tools and gadgets needed to become a true grill master.

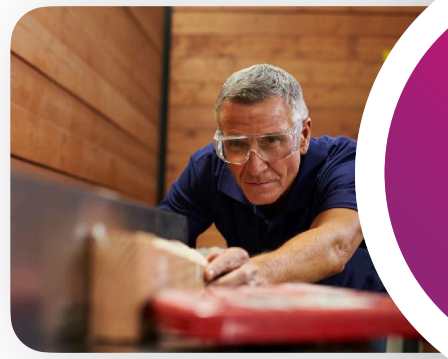
Large opportunity created by new COVID-19 driven skillsets.



209M
U.S. Consumers
Ages 18+

X  **15%** SAY THEY CAN NOW PLAY VIDEO GAMES = **31M** NEW **GAMERS**

X  **11%** SAY THEY CAN NOW PAINT OR DRAW = **23M** NEW **ARTISTS**

X  **7%** SAY THEY CAN NOW WOODWORK = **15M** NEW **WOODWORKERS**

X  **7%** SAY THEY CAN NOW TAKE PHOTOS = **15M** NEW **PHOTOGRAPHERS**

75%

OF ALL RESPONDENTS

Say they are **spending more time online** since being impacted by Coronavirus.

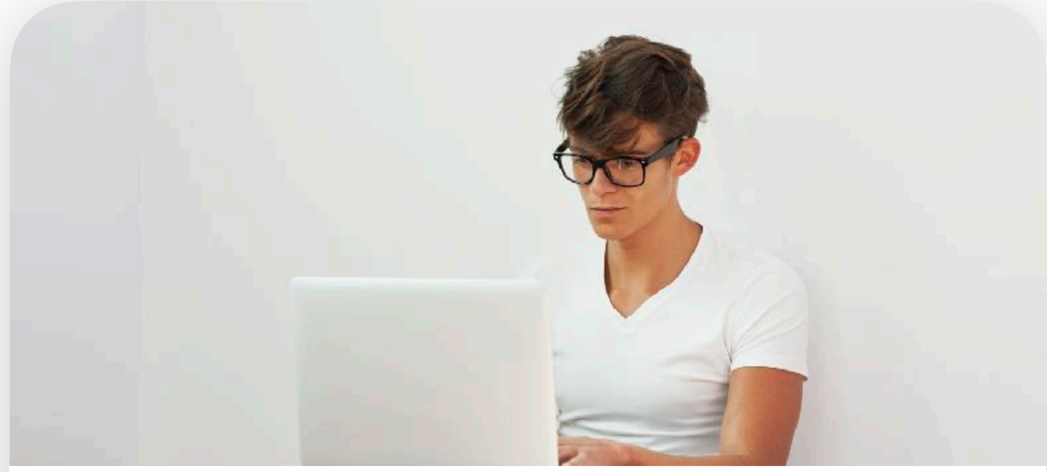
	RESPONSES BY AGE GROUP				
	All	18-29	30-44	45-60	60
Significantly More	**41.8%**	**55.1%**	**43.7%**	**36.0%**	30.0%
Slightly More	32.7%	26.8%	32.2%	33.0%	**39.2%**
The Same	22.2%	16.0%	18.6%	23.4%	27.4%
Slightly Less	2.4%	1.2%	2.7%	3.3%	2.5%
Significantly Less	1.0%	0.9%	0.8%	1.4%	0.8%

Q : If you had to give up **sex** or **the Internet** while impacted by Coronavirus which would you choose?

ALL RESPONDENTS

39% | 61%

61% would chose to give up sex.



MALES

49% | 51%

51% would chose to give up sex.

FEMALES

34% | 66%

66% would chose to give up sex.

AGES 18-29

30% | 70%

70% would chose to give up sex.

The majority of consumers believe that internet connectivity is more important than biological connectivity.

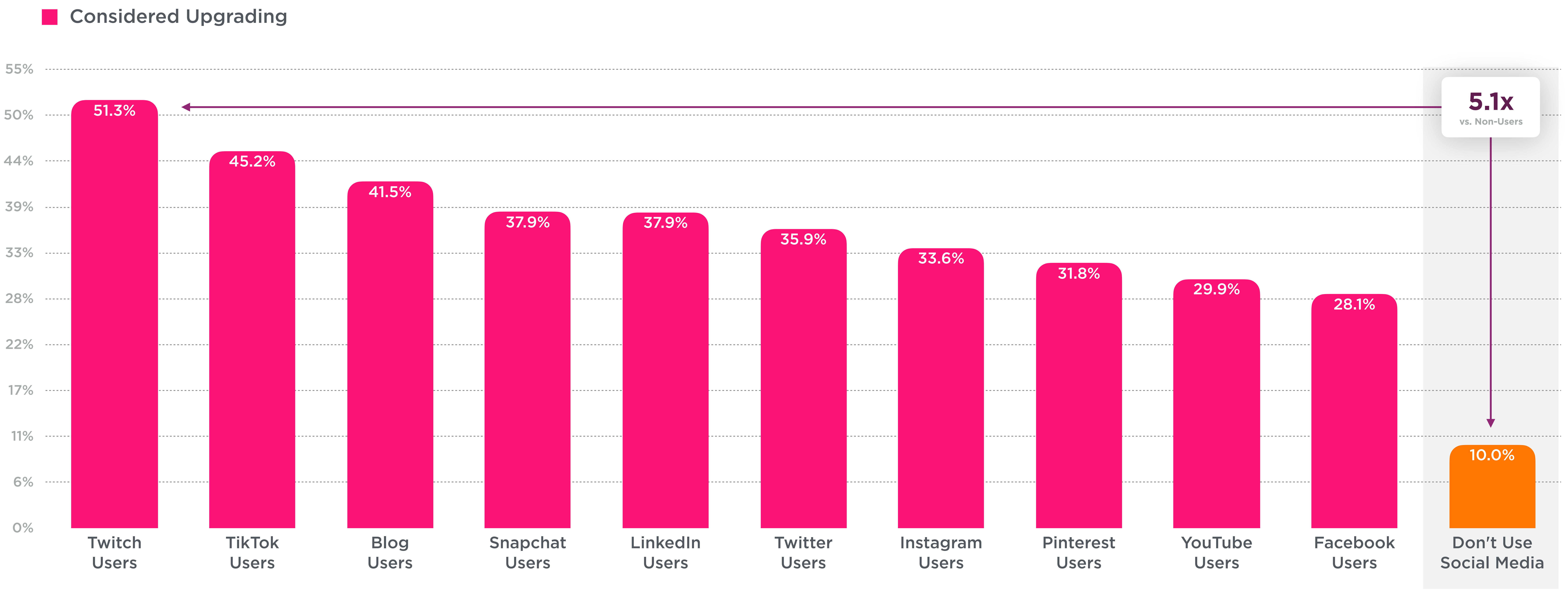
Q : How much would someone have to pay you to **give up the Internet** for a month?

A: $15,282

Average based on all answers. Maximum answer was capped at $100,000.

According to U.S. Census Bureau data from 2018, the latest release, the median household income was **$63,179**

Q: Have you **considered upgrading** your internet service or WIFI network since being impacted by Coronavirus?



IZEA INSIGHT

The Internet has become an even more **essential need** for consumers, and we expect high levels of consumption for the foreseeable future.

INFLUENCER CONCEPTS

- **ONLINE LEARNING BRAND : Beyond 101's**
  Combining the knowledge of new skills learned with consumers' increased reliance on the internet, brands will help individuals continue learning more advanced versions of the skills they have already picked up.

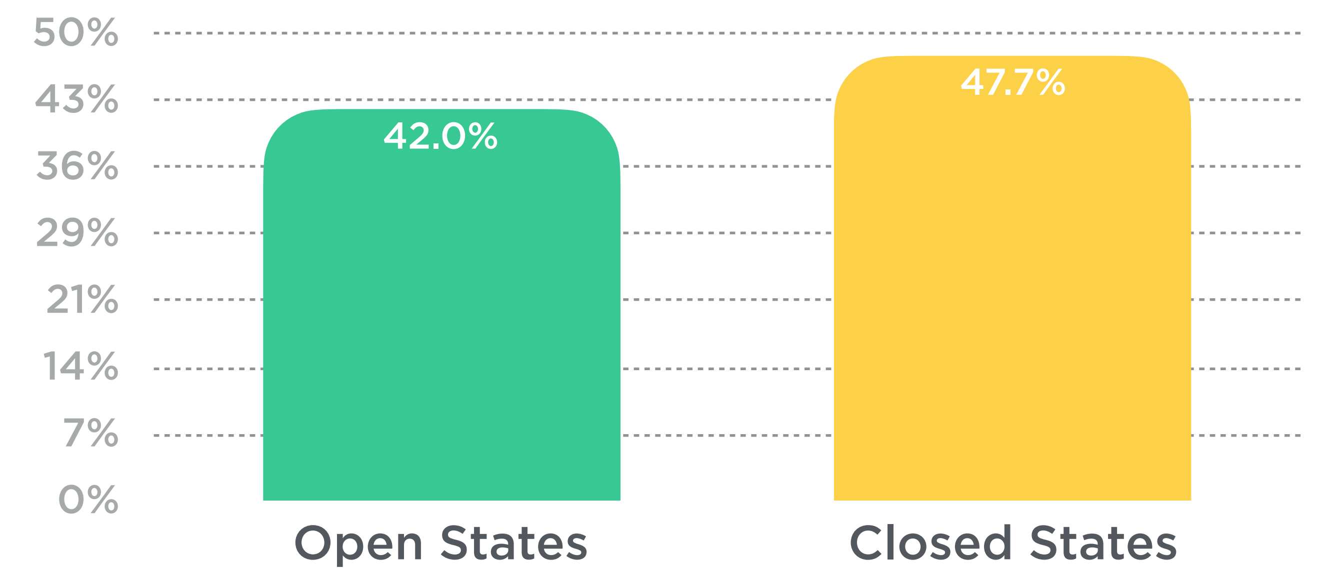
- **ELECTRONICS BRAND : Am I Frozen Again?**
  As many consumers are still working from home, the need for a strong and reliable internet connection is needed. Influencers will educate their followers on the differences between connectivity products such as mesh systems vs extenders and what worked best for them.

45%

OF ALL RESPONDENTS

Say they have **permanently changed** their shopping habits to spend **more online**.

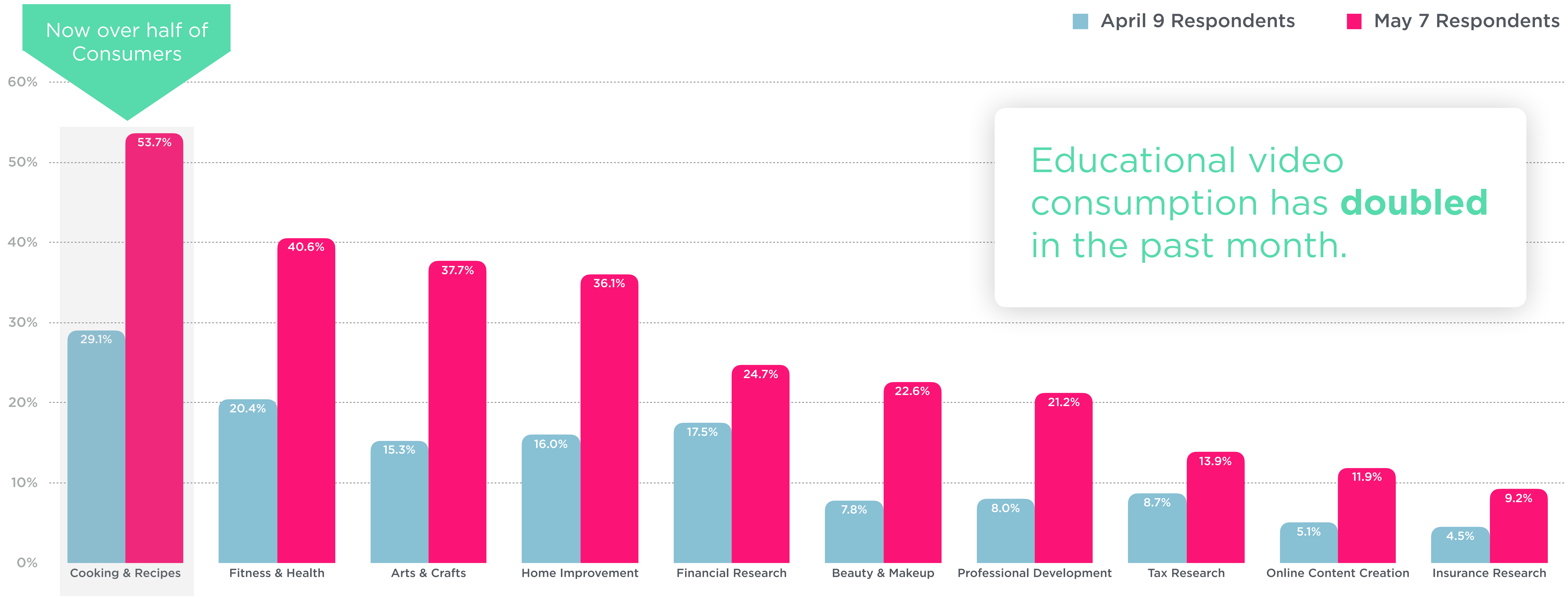
BY STATE STATUS



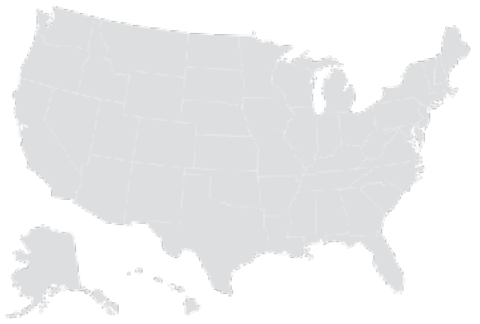
Q: Do you think your online shopping habits have changed permanently?

	RESPONSES BY AGE GROUP				
	All	18-29	30-44	45-60	60
Yes - I will shop **more online** in the future	**45.1%**	**49.9%**	**50.4%**	41.4%	38.8%
Yes - I will shop **less online** in the future	10.0%	13.5%	9.9%	8.5%	7.2%
No - I will go back to my **old habits** when I can	44.9%	36.6%	39.8%	**50.1%**	**54.0%**

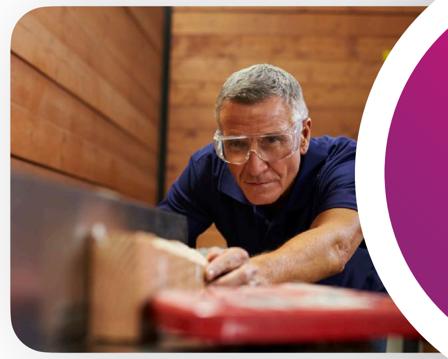
Q: What type of **research and educational videos** have you watched while being impacted by Coronavirus?



Opportunity created BY COVID-19 content demand.



209M
U.S. Consumers
Ages 18+

X		54% SAY THEY WATCH	COOKING VIDEOS	= **112M** LOOKING FOR **RECIPE CONTENT**
X		40% SAY THEY WATCH	FITNESS VIDEOS	= **83M** LOOKING FOR **TRAINING CONTENT**
X		38% SAY THEY WATCH	ARTS & CRAFTS VIDEOS	= **79M** LOOKING FOR **CRAFTING CONTENT**
X		36% SAY THEY WATCH	HOME IMPROVEMENT VIDEOS	= **75M** LOOKING FOR **DIY CONTENT**

48%

OF CONSUMERS

Say that they are or may be interested in personal **financial tools** and services.

	RESPONSES BY PARENTAL STATUS		
	All Respondents	No Minor Children at Home	Parents with Minor Children at Home
Interested	24.3%	18.6%	**33.5%**
May Be Interested	23.9%	23.3%	23.7%
Not Interested	**51.9%**	**58.1%**	41.8%

IZEA INSIGHT

Parents with minors living at home are **1.8x more likely** to be interested in financial services and Coronavirus weighs on the family.

INFLUENCER CONCEPTS

- **FINANCIAL SERVICES BRAND : Weathering the Storm**
  Influencers will partner with a well known financial guru and financial services brand to create a series of informative posts about what to do and what not to do with their money during the Pandemic.

- **FINANCIAL APP BRAND : Mobile Money Master**
  Influencers will take their audience on a test ride of a financial planning app to find gaps in their budgets and highlight the changes that they have seen in their own spending since being impacted by Coronavirus.

76%

OF ALL RESPONDENTS

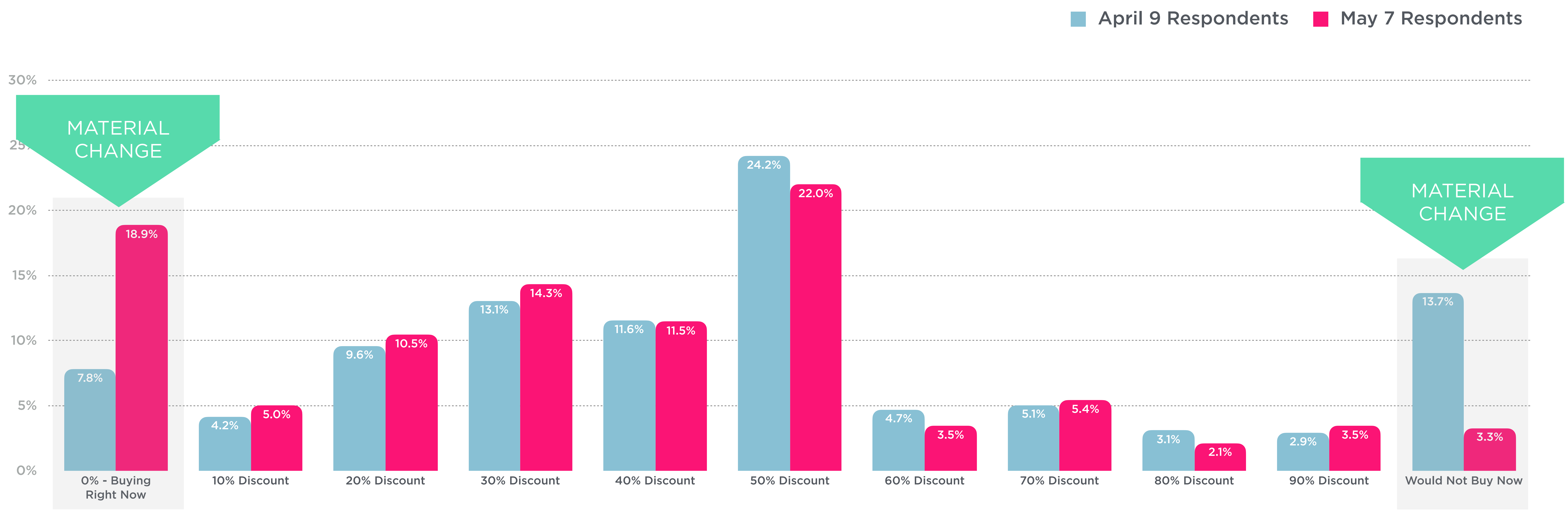
Say that they have purchased items that they consider **"non-essential"** since being impacted by Coronavirus.

Q: Have you purchased any products that you would consider "non-essential" since being impacted by Coronavirus?

	RESPONSES OVER TIME		
	April 9	May 7	% Change
Yes	45.4%	**75.9%**	30.5%
No	**54.6%**	24.1%	-30.5%

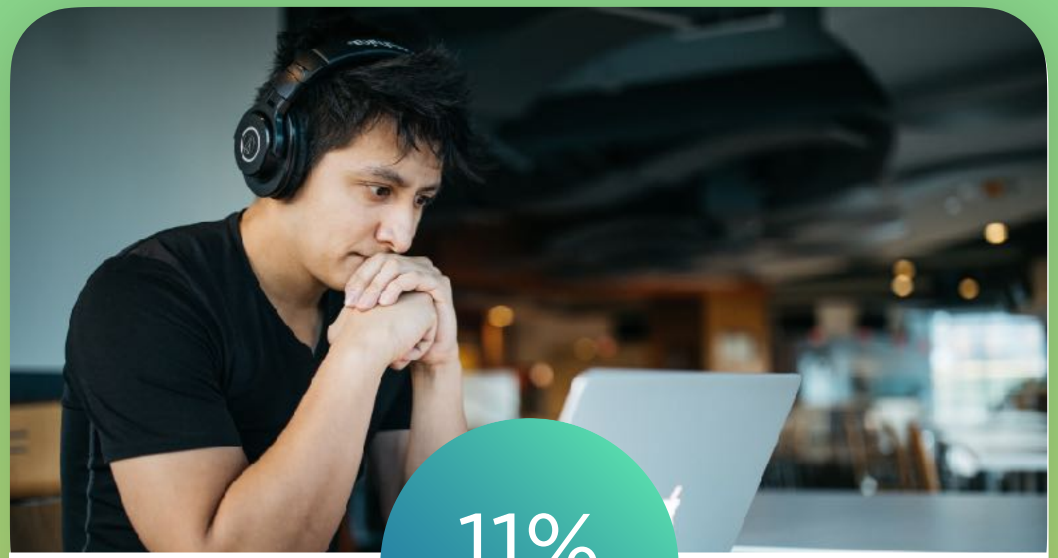
Material increase in percentage from just one month ago.

Q: How **big of a discount** would you need to buy an item you really want but consider **non-essential** right now?



More consumers are **buying what they want** and are requiring **smaller discounts**.

Q: What type of **electronics** have you purchased or do you think you may purchase while being impacted by Coronavirus?

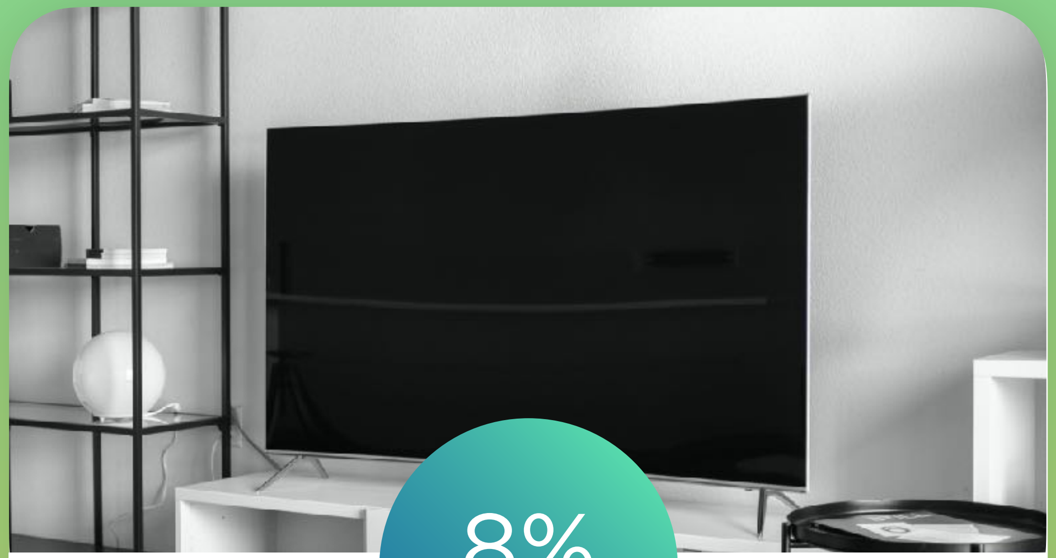


11%
APRIL 9

15%
MAY 7

HEADPHONES

Male	18.2%
Female	13.1%
Ages 18-24	21.0%

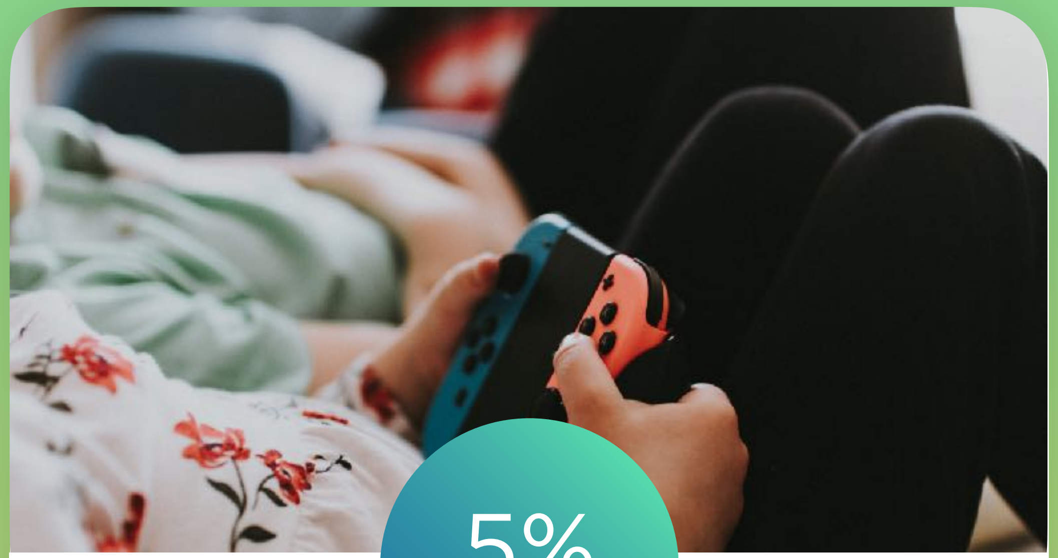


8%
APRIL 9

11%
MAY 7

TELEVISION

Male	14.3%
Female	9.2%
Ages 18-24	9.8%

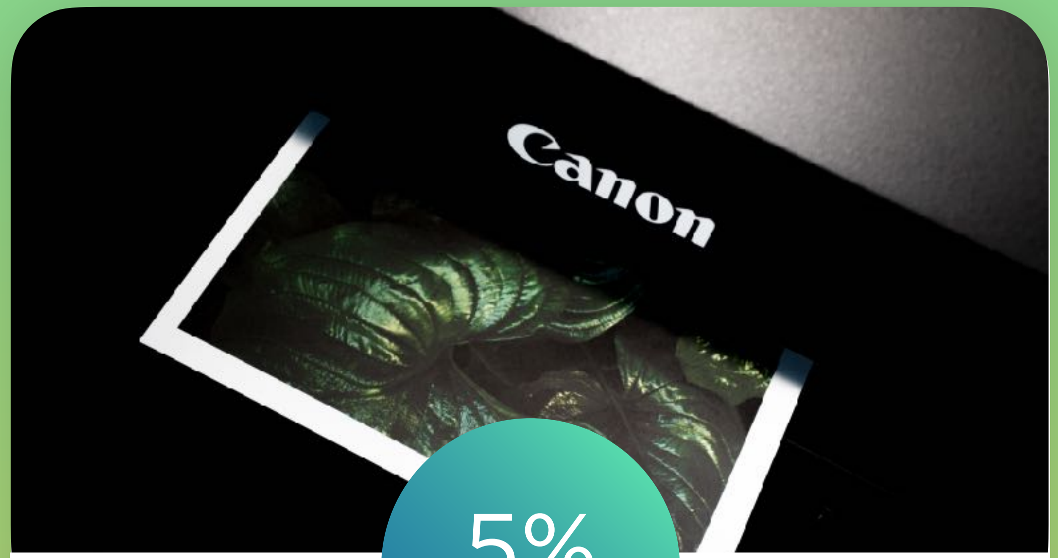


5%
APRIL 9

8%
MAY 7

GAME CONSOLE

Male	12.0%
Female	6.2%
Ages 18-24	14.1%



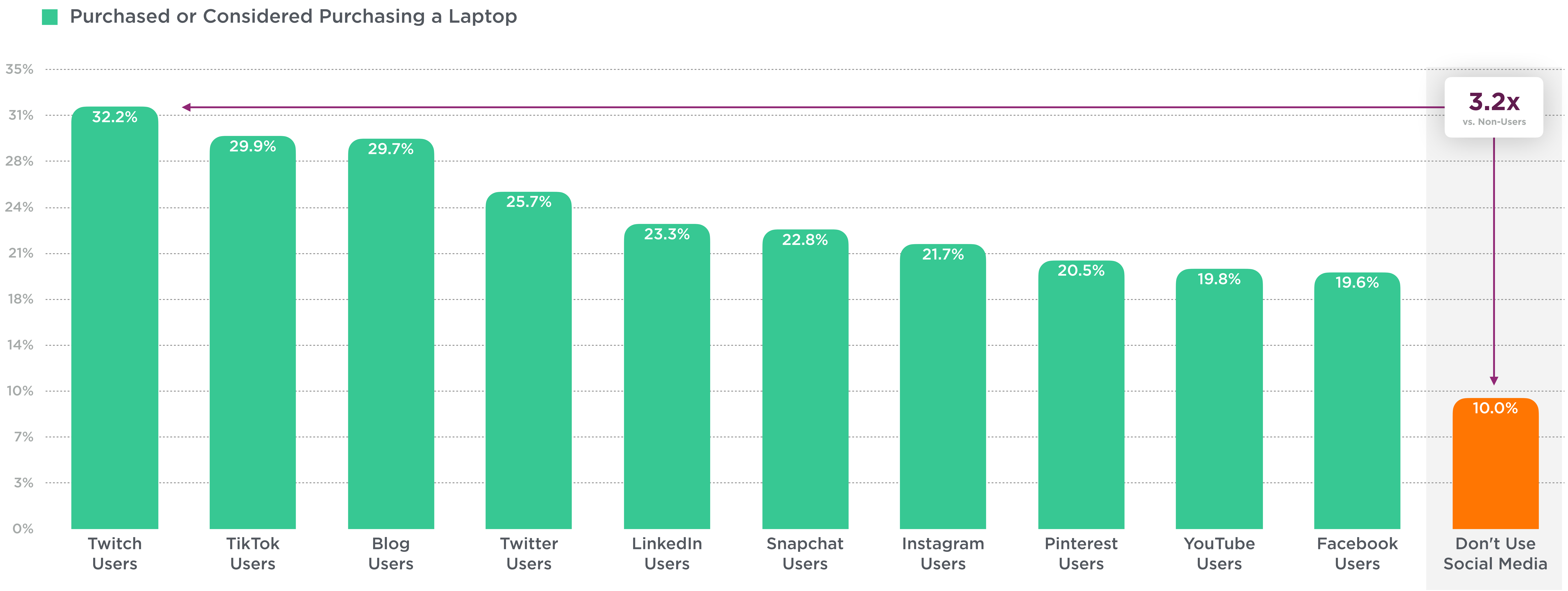
5%
APRIL 9

8%
MAY 7

PRINTER

Male	8.8%
Female	7.8%
Ages 18-24	9.5%

Q: Have you purchased or do you think you may purchase a **laptop computer** while being impacted by Coronavirus?



IZEA INSIGHT

Consumers are starting to **spend more freely**, opening the door for products and services that were not being considered a month ago.

INFLUENCER CONCEPTS

- **CLOTHING OR RETAIL BRAND : Soaking up the Sun**
  As local beaches and parks open up, the need for the latest outerwear and swimwear will rise. Influencers will do a haul of their favorite new swimwear and sun must haves such as SPF, hats, and beach chairs.

- **AUTOMOTIVE OR SERVICE BRAND : On the Road Again**
  Whether it be for business or pleasure, consumers are leaving their house more frequently than they were weeks ago. Influencers will showcase the simplicity of quick automotive services such as oil changes from a national dealership or service center.

44%

OF PARENTS WITH MINOR CHILDREN AT HOME

Say that their family has **grown closer** as a result of being impacted by Coronavirus.

	RESPONSES BY PARENTAL STATUS		
	All Respondents	No Minor Children at Home	Parents with Minor Children at Home
Grown Closer	35.4%	27.7%	**44.1%**
Grown Further	14.1%	14.4%	15.5%
Stayed The Same	**50.6%**	**58.9%**	40.5%

ONLY

6%

OF PARENTS WITH MINORS LIVING AT HOME

Say that they plan to visit a **childcare facility** in the next 1-4 weeks, even in "Open States".

IZEA INSIGHT

Families with minor children at home are likely to continue spending **increased time together** near term.

INFLUENCER CONCEPTS

- **ENTERTAINMENT BRAND : Family Fun Night**
  Many consumers electing to stay at home even as businesses begin to open back up. Influencers with children will showcase their setup for a weekly Family Fun Night. Whether it's a musical instrument, board game or multiplayer video game, influencers will show off their family time with a game, snacks, and fun!

- **OUTDOOR BRAND OR RETAILER : Backyard Campout**
  Bring the joy of camping to your own backward. Campouts at home are a fun way for families to get outside while still limiting contact with others. Influencers will share all of the necessary camping essentials such as tents, portable grills, sleeping bags, and bug spray.

35%

OF ALL WORKING RESPONDENTS

Say they have grown **further apart** from their co-workers.

	RESPONSES BY EMPLOYMENT STATUS			
	All Working Respondents	Employed at Full Salary	Employed at Reduced Salary	Laid Off
Grown Closer	18.6%	16.5%	25.3%	11.4%
Grown Further	35.4%	32.6%	32.3%	52.1%
Stayed The Same	46.0%	50.9%	42.3%	36.4%

IZEA INSIGHT

There are opportunities for B2B marketers to help **bring the employees** at companies together.

INFLUENCER CONCEPTS

- **FURNITURE BRAND : Healthy Home Office**
  Host virtual sessions with a health influencer who will teach employees of your target customer to build the perfect healthy lunch, do desk exercises, and learn how to choose the perfect chair.

- **B2B BRAND : Industry Trivia**
  B2B brands can sponsor business-centric trivia games for their potential clients. Whether via live video or on social, a well known influencer in the space will host trivia related to a specific industry, simultaneously capturing and entertaining the employees of the target customer.

Q: How have you become a better person since being impacted by Coronavirus?

FREEFORM CONSUMER ANSWERS:

A: Trying my best to take in consideration the feelings of others more than mine. Helping out family more to try to make their quarantine at home a little easier.

A: Staying in closer contact with family and friends from a distance and cooking more often for myself.

A: I'm making plans to refresh an old skill, improve on it, and use it to better serve others. Also became part of an international citizen reporter community to help others online and off during this crisis and beyond.

Q: How have you become a better person since being impacted by Coronavirus?

FREEFORM CONSUMER ANSWERS:

A: More appreciation for people in the food chain and truck drivers for working insane hours to provide us with what people always need.

A: Even more grateful for my privilege and cognizant of the importance of reducing economic disparity.

A: I've used this time to recalibrate my life to maximize my enjoyment of what time remains for me. I'm giving away possessions to people I love and donating things to thrift stores.

For Additional Free COVID-19 Research Visit:

izea.com/covid19