

JOLTZ

CONSUMER
MINDSET IN THE
“TRANSITIONAL
NORMAL”

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**A RETAIL-FOCUSED GUIDE TO
NAVIGATING BUSINESS SUCCESS
TODAY AND TOMORROW:**

**MINDSETS AND MOTIVATIONS
IN A COVID-19 CULTURE**

JOLTZ

Zimmerman's timely perspective and insights into economic, business, and consumer cultural shifts.

Born out of the need for our clients to pivot based on the ever-changing nature of how COVID-19 is impacting our world.

TAKING A TEMPERATURE CHECK WITH CONSUMERS

The world is in a transition like never before. And each one of our lives is, too. So to better understand how peoples' minds, behaviors, media consumption habits, spending patterns are pivoting with COVID-19, we conducted a national survey.

METHODOLOGY

- 350 Consumers
- 13+ years of age
- Census Representative
- March 23-24, 2020

The Macro Findings:

WHAT
UNITES
US ALL

CRITICAL THEMES SHAPING OUR COVID-19 CULTURE

Consumers in crisis are adjusting to the turmoil of their daily lives. In these transitional times, six JoltZ have disrupted their world and shifted their perspectives.

01 CRISIS MINDSET

Personal anxiety has been channeled into a concern for others

02 ISOLATION COMMERCE

Uncertainty has fueled demand for essentials and tightened purses

03 STAYING CONNECTED

There is an appreciation for technology as a means of human connection

04 LIFE AT HOME

There is a renewed appreciation for routine tasks that are back on our plates

05 KEEPING UP

There is a reliance on social media for connection and trusted sources for information

06 LOOKING AHEAD

Individuals are optimistic but realistic about a changed tomorrow

CRITICAL THEMES SHAPING OUR COVID-19 CULTURE

01 CRISIS MINDSET

Personal anxiety has been channeled into a concern for others

There's worry abound, but hope prevails as many are feeling anxious (41%) and uncertain (37%), but also have similar feelings of hope (35%) and gratefulness (27%)

Despite mounting health concerns, many still worry for others as much as they do for themselves.

"I need to focus on my health more" (76%)
"I'm worried about my loved ones" (75%)

We are confident we can navigate the crisis on our own, but are reaching out to others who may be less able.

"I'm confident I'll return to my job afterwards" (70%)
"I'm doing what I can to help parents" (63%)

58%

BELIEVE THEY ARE FINANCIALLY READY TO WEATHER THE STORM

IMPLICATION: _____

Now is the time for brands to put on a human face and relate to its consumers; inspiring hope and calm in otherwise uncertain times.

EXAMPLE: _____

KAY Jewelers recently tapped into this with their "Love is Unstoppable" spot promoting connection in the time of COVID-19.

CRITICAL THEMES SHAPING OUR COVID-19 CULTURE

02 ISOLATION COMMERCE

Uncertainty has fueled demand for essentials and tightened purses

Consumers are making cuts wherever cuts can be made; they're shopping only for essentials (54%) being mindful of promotions (39%) and choosing less expensive brands (36%).

They are pulling back on nice-to-have items and spending only when they need to.

"Buying non-essentials is unimportant" (57%)
"I'm not shopping as much to watch my finances" (49%)

They are looking to authorities for guidance on what they need to not get caught up in the hype.

Watching the news motivates me to spend (52%)

77%

DON'T BELIEVE
THEY'RE FALLING
VICTIM TO SOCIALLY
INFLUENCED BUYING

IMPLICATION:

There will be a pivot in the perceptions of 'need to have' and 'must have.' Reframe traditionally 'indulgent' purchases as 'essential' to better align them with the needs of consumers during this time.

EXAMPLE:

Beauty brands can emphasize the importance of essential reprimers from no make-up, no hairstyling, at-home isolation.

CRITICAL THEMES SHAPING OUR COVID-19 CULTURE

03 STAYING CONNECTED

There is an appreciation for technology as a means of human connection

As social distancing keeps us apart, we're thankful to have technology to keep us together.

"I have a greater appreciation for being connected" (66%)
"I've said 'I love you' more (34%)

Even while we are using our time to reach out virtually, we are longing to share physical spaces again.

"I've checked in with friends and family more (57%)

76%

HAVE A GREATER
APPRECIATION FOR
TECHNOLOGY

IMPLICATION:

While we are more connected than ever before, there will be a longing for in-person experiences that technology can't replace. Ensure that your brand helps people connect with one another.

EXAMPLE:

Hospitality brands can connect people to people through virtual experiences from location to location.

CRITICAL THEMES SHAPING OUR COVID-19 CULTURE

04 LIFE AT HOME

There is a renewed appreciation for routine tasks that are back on our plates

Social isolation has given many an opportunity to catch up on hobbies and chores — such as cooking (48%) or organizing their home (42%) — and spending time with their significant other (42%).

Despite mounting pressures, many are trying to be strong for their loved ones, relying more on themselves for strength (62%) than their friends (38%) or their significant other (36%).

They care about their communities (75%) and are worried about the outbreak’s impact on local businesses (72%) and what more they could do to help (68%).

57%

BELIEVE THEIR PERSONAL
RELATIONSHIPS HAVE
BECOME MORE
MEANINGFUL

IMPLICATION:

This is the time of family, friends and community first. Brands should recognize the importance of focusing on others first and play a role in connecting families, friends and communities.

EXAMPLE:

Brands in the fun and entertainment business can help arm consumers with ways to celebrate birthdays and special occasions at home.

CRITICAL THEMES SHAPING OUR COVID-19 CULTURE

05 KEEPING UP

There is a reliance on social media for connection and trusted sources for information

Stuck at home, consumers hunger for culture and increasingly turn online to streaming for their fix.

“I’m watching more OLVs” (38%)

“I’m watching more streaming content” (41%)

Meanwhile, media that they consumed on their commute before work-from-home became the norm, has seen steep declines.

“I’m listening to radio less recently” (21%)

“I’m reading the paper less recently” (20%)

While most content consumption has moved online during quarantine, many still look to traditional TV/news as a relied upon resource.

“I’m watching more cable recently” (45%)

42%

I’M WATCHING MORE BROADCAST NEWS RECENTLY

IMPLICATION:

Commuter-oriented media consumption is down, while streaming entertainment and network news is up. Consider strategic placements on major news and social media platforms to stay connected with consumers.

EXAMPLE:

Trusted brands have an opportunity to help guide consumers through this time of uncertainty, by leveraging their category leadership among consumers to build long-term loyalty.

CRITICAL THEMES SHAPING OUR COVID-19 CULTURE

06 LOOKING AHEAD

Individuals are optimistic but realistic about a changed tomorrow

Many continue to be most concerned with the economic effects of the quarantines, than they are of their personal finances.

“I am extremely concerned about the job market” (74%)

“My family’s financial outlook will be the same” (50%)

“The economic outlook is worse off” (46%)

They do expect a lasting cultural hangover from COVID as consumers continue to avoid large groups and priorities shift.

“In the future, priorities will shift” (35%)

“Life as we know it will never be the same” (33%)

66%

I WILL STILL BE APPREHENSIVE ABOUT LARGE GROUPS IN THE FUTURE

IMPLICATION:

We are a changed society. Consumer apprehension will linger and brands have a role in reinforcing consumer’s confidence in getting back to normal. Find ways to tap into YOLO and FOMO mindsets to create urgency in recovery.

EXAMPLE:

Staple brands can help consumers find new routines in the new normal and create a sense of stability.

CRITICAL THEMES OVERVIEW

01 CRISIS MINDSET

Personal anxiety has been channeled into a concern for others

With worry abound, hope prevails

We're concerned for others more than ourselves

While confident ourselves, seeking help for others

02 ISOLATION COMMERCE

Uncertainty has fueled demand for essentials and tightened purses

Cutting back wherever cuts can be made

Saving on splurges and spending only on essentials

Looking to make informed purchases, not influenced ones

03 STAYING CONNECTED

There is an appreciation for technology as a means of human connection

Being thankful for technology keeping us together

Looking for ways to get out and reconnect

Reconnecting and staying in touch

04 LIFE AT HOME

There is a renewed appreciation for routine tasks that are back on our plates

Having time to catch up on what matters most to us

Being strong for our friends and family

Standing up for our community, while keeping a distance

05 KEEPING UP

There is a reliance on social media for connection and trusted sources for information

Hungry for culture, social and streaming thrive

Decline in "out-and-about" media usage

Traditional news most trusted in uncertain times

06 LOOKING AHEAD

Individuals are optimistic but realistic about a changed tomorrow

Feeling okay at home, but being worried about the world

Social cautiousness expected to linger

Knowing that tomorrow will not be like today

The Micro Findings:

NUANCE
DIFFERENCES
IN CONSUMER
MINDSET BY
SEGMENT

UNDERSTANDING SEGMENT NUANCE

Understanding what makes us different helps us understand the individualized ways consumers process and prepare for this shared crisis.

GENERATIONAL
JOLTZ

ECONOMIC
JOLTZ

GENDER
JOLTZ

POLITICAL
JOLTZ

GENERATIONAL JOLTZ

GEN Z

**SELF-ORIENTED,
SOCIALLY
DISRUPTED**

They are less likely to participate in social distancing (66%) and are bored by self-quarantining (54%). While most worry about getting laid off (78%) they have the most optimistic view of the future.

1 IN 5

Have started an unnecessary fight while quarantined.

MILLENNIAL

**ALONE AND
OUTSIDE THEIR
COMFORT ZONE**

They are still happy in their lives (33%) but are feeling the stress of the situation (63%). They're shopping places they don't typically (44%), are worried about their community businesses (72%) and their bills (61%).

1 IN 3

Have been doing things at home they know they shouldn't be while in quarantine.

GEN X

**CAUTIOUSLY
SEEKING
LEADERSHIP**

They are anxious (44%), and worried (40%) and are looking to the news for guidance on how to prepare (50%). They are most confident about retaining their job (81%) but know many others will suffer (43%).

62%

Are pulling back spending to only essentials.

BOOMERS

**FISCALLY
INSULATED AND
SOCIALLY ISOLATED**

Feel better off than most to handle the crisis (43%), though they worry the larger economy will struggle (55%). Financially insulated, they worry about their community businesses being impacted (82%).

67%

Believe they are financially prepared to weather the storm.

GENERATIONAL JOLTZ

GEN Z

**SELF-ORIENTED,
SOCIALY
DISRUPTED**

MILLENNIAL

**ALONE AND
OUTSIDE THEIR
COMFORT ZONE**

GEN X

**CAUTIOUSLY
SEEKING
LEADERSHIP**

BOOMERS

**FISCALLY
INSULATED AND
SOCIALY ISOLATED**

	Gen Z	Millennial	Gen X	Boomers
I am adhering to social distancing	66%	75%	83%	89%
I'm feeling bored	54%	32%	23%	26%
I am feeling happy	41%	33%	16%	15%
I've started an unnecessary fight	19%	17%	5%	1%
Doing things at home I shouldn't be	27%	31%	16%	7%
Using social media more	60%	51%	32%	32%
I am worried about getting laid off	78%	51%	41%	25%
I'm feeling anxious	29%	37%	44%	53%
I am only spending on the necessities	55%	59%	62%	44%
I care about the community I live in	63%	73%	76%	87%
Triggered to shop by watching the news	34%	41%	50%	69%
Priorities will shift	29%	27%	43%	47%
I am prepared to weather the storm	48%	56%	50%	67%
Believe the economy will be worse off	28%	35%	51%	55%

GENERATIONAL JOLTZ

GEN Z

**SELF-ORIENTED,
SOCIALY
DISRUPTED**

MILLENNIAL

**ALONE AND
OUTSIDE THEIR
COMFORT ZONE**

GEN X

**CAUTIOUSLY
SEEKING
LEADERSHIP**

BOOMERS

**FISCALLY
INSULATED AND
SOCIALY ISOLATED**

IMPLICATIONS:

Keep the positive energy and outlook on life going.

Tap into and perpetuate their optimism, and help them exercise their social nature, which has been limited to social media during social distancing.

Find ways to give them a sense of structure and order in their lives, and help them focus on the right things.

Empathize with how they are feeling and provide ways to navigate their new normal, giving structure to their uncertainty.

Be a resource for the resourceful, as they are focusing on the necessities and have a realistic perspective on the world situation.

Finding ways to alleviate stresses and worry would connect with this cautious cohort.

See how to enlist them in ways to help for the greater good.

They care and will connect with brands that help them help others. Rational and realistic, help them with other generations.

ECONOMIC JOLTZ

 **\$50,000**

MORE CONCERNED ABOUT THEIR FINANCIAL WELL BEING THAN WHAT'S HAPPENING IN THE WORLD

They are least worried about getting laid off (35%) but are most worried about paying their immediate bills (57%). They are not shopping right now to save money (54%).

44%

THE SITUATION IS BLOWN OUT OF PROPORTION

**\$50,000
- \$100,000**

MOST WORRIED ABOUT THEIR HEALTH AND THE POSSIBILITY OF A MAJOR FINANCIAL DISRUPTION

They are cautious (80%) and concerned about their health (59%). While they are more confident in their ability to pay short term bills, they are worried about something happening to their job or a loved one.

55%

WORRIED ABOUT BEING LAID OFF

\$100,000+

THEY ARE CONFIDENT IN THEIR FINANCES TODAY AND OPTIMISTIC ABOUT TOMORROW

They are feeling grateful (37%) and confident in their ability to pay bills and retain their job. They are most concerned about the health and wellness of their loved ones (81%) and community (82%).

69%

OPTIMISTIC ABOUT THE FUTURE

ECONOMIC JOLTZ

 **<\$50,000**

**MORE CONCERNED ABOUT
THEIR FINANCIAL WELL
BEING THAN WHAT'S
HAPPENING IN THE WORLD**

**\$50,000
- \$100,000**

**MOST WORRIED ABOUT THEIR
HEALTH AND THE POSSIBILITY
OF A MAJOR FINANCIAL
DISRUPTION**

\$100,000+ 

**THEY ARE CONFIDENT IN
THEIR FINANCES TODAY
AND OPTIMISTIC ABOUT
TOMORROW**

	<\$50K	\$50K - <\$100K	\$100K+
I am worried about being able to pay my bills	57%	53%	31%
Not shopping as much to save money	54%	51%	39%
I am worried about my health	49%	59%	49%
This situation is blown out of proportion	44%	33%	38%
I am a cautious person	64%	80%	77%
I am worried about getting laid off	35%	55%	45%
I am feeling grateful	30%	17%	37%
I am optimistic about the future	52%	60%	69%
I am worried about the health of my loved ones	72%	74%	81%
I am worried about local businesses	61%	79%	82%

ECONOMIC JOLTZ

 **\$50,000**

MORE CONCERNED ABOUT THEIR FINANCIAL WELL BEING THAN WHAT'S HAPPENING IN THE WORLD

**\$50,000
- \$100,000**

MOST WORRIED ABOUT THEIR HEALTH AND THE POSSIBILITY OF A MAJOR FINANCIAL DISRUPTION

\$100,000+

THEY ARE CONFIDENT IN THEIR FINANCES TODAY AND OPTIMISTIC ABOUT TOMORROW

IMPLICATIONS:

For those with fewer financial resources, show how you can help in these turbulent times.

While it is good to save the world, these people need to know that they'll personally be ok.

For those with middle incomes, recognize the vulnerabilities they have and be a source of strength that will ground them emotionally.

Show them they are not alone, and stand with them in the event of a financial disruption happening.

For those with higher incomes, the focus shifts to others — family and businesses — as they realize how fortunate they are.

Show them how we help them help others in their community, businesses or individuals, so we all get through this together.

GENDER **JOLTZ**

MEN

Men are confident in their stability and ability to weather a storm. They aren't at all worried about their finances (41%) and think they will be better off than most (52%). They suspect things will go back to normal soon (49%) and are enjoying the time to themselves.

56% OF MEN ARE
ENJOYING THE
"ME" TIME

IMPLICATIONS:

Feed their confidence and play into their optimism and hope that they can get through this on their own.

WOMEN

Women are more socially concerned and personally impacted. They are worried (45%) and uncertain (42%) and are trying to take time for themselves (53%) and unplug (28%). They have checked in on their loved ones (47%) and wish they could do more (72%).

41% OF WOMEN HAVE
SAID "I LOVE
YOU" MORE

Seek aspirational ways to connect and draw them above the real concerns that weigh on their minds.

GENDER JOLTZ

MEN

Men are confident in their stability and ability to weather a storm. They aren't at all worried about their finances (41%) and think they will be better off than most (52%). They suspect things will go back to normal soon (49%) and are enjoying the time to themselves.

WOMEN

Women are more socially concerned and personally impacted. They are worried (45%) and uncertain (42%) and are trying to take time for themselves (53%) and unplug (28%). They have checked in on their loved ones (47%) and wish they could do more (72%).

	Men	Women
I am enjoying more “me” time	56%	47%
I am spending more time outdoors	43%	32%
I am financially prepared to weather the storm	67%	47%
I will be better off than most	52%	37%
Life will go back to normal quickly	49%	29%
I am feeling worried	29%	45%
Cooking more meals at home	42%	53%
Cleaning the house	37%	60%
Taking time for myself	34%	53%
Unplugging from the world	16%	28%
Have checked in on a friend or family member	34%	47%
I’ve said “I love you” more	28%	41%
Life as we know it will never be the same	25%	41%

POLITICAL JOLTZ

REPUBLICANS

They are confident their faith will guide them (64%). They are worried about local businesses (80%) but think things will return to normal soon (48%) and don't expect a meaningful impact to their income (40%) or the economy (57%). Mostly indifferent to COVID-19, they trust in government leaders to handle the situation.

48%
LIFE WILL GO
BACK TO NORMAL
QUICKLY

IMPLICATIONS:

Prime spending for the economic rebound to come.

DEMOCRATS

They believe they are informed but COVID-19 makes them nonetheless anxious (50%). They are worried about their health (57%), the health of their loved ones (81%), and the health of their savings (39%). They lean on their friends and local municipality for guidance and hope the government will intervene in a meaningful way (67%).

39%
MY FINANCES
WILL BE WORSE
OFF AFTERWARDS

Pacify their fears and help them turn information into a plan.

INDEPENDENTS

They are unsure of the impact COVID-19 will have on their household but believe the economy will be worse off (44%). Feeling the most bored (38%) during this time of quarantining they find themselves leaning on their friends (41%) and social media (19%) for strength. While less optimistic than Republicans about the future, about one in four believe the world will be better following the outbreak.

41%
SAY THEIR FRIENDS
ARE THEIR SOURCE
OF STRENGTH

Tap their social tendencies to inspire others.

POLITICAL JOLTZ

	Republican	Democrat	Independent
I am feeling capable	19%	11%	11%
I have leaned more heavily on my faith/religion	58%	44%	38%
I am worried about local businesses	80%	71%	69%
Life will go back to normal quickly	48%	37%	34%
I am optimistic about the future	71%	53%	54%
The President has been a source of strength	19%	5%	10%
I am feeling informed	18%	26%	17%
I am feeling anxious	39%	50%	35%
I believe my household finances will be worse off	19%	39%	30%
I believe the economy will be worse off	33%	58%	44%
I purchased supplies I didn't need on an impulse	22%	36%	27%
My friends have been a source of strength	29%	41%	41%
I am looking to the government to do something drastic	57%	67%	52%
I am feeling bored	24%	33%	38%
Social media has been a source of strength	9%	10%	19%
Believe the world will be better	13%	11%	24%

THANK YOU