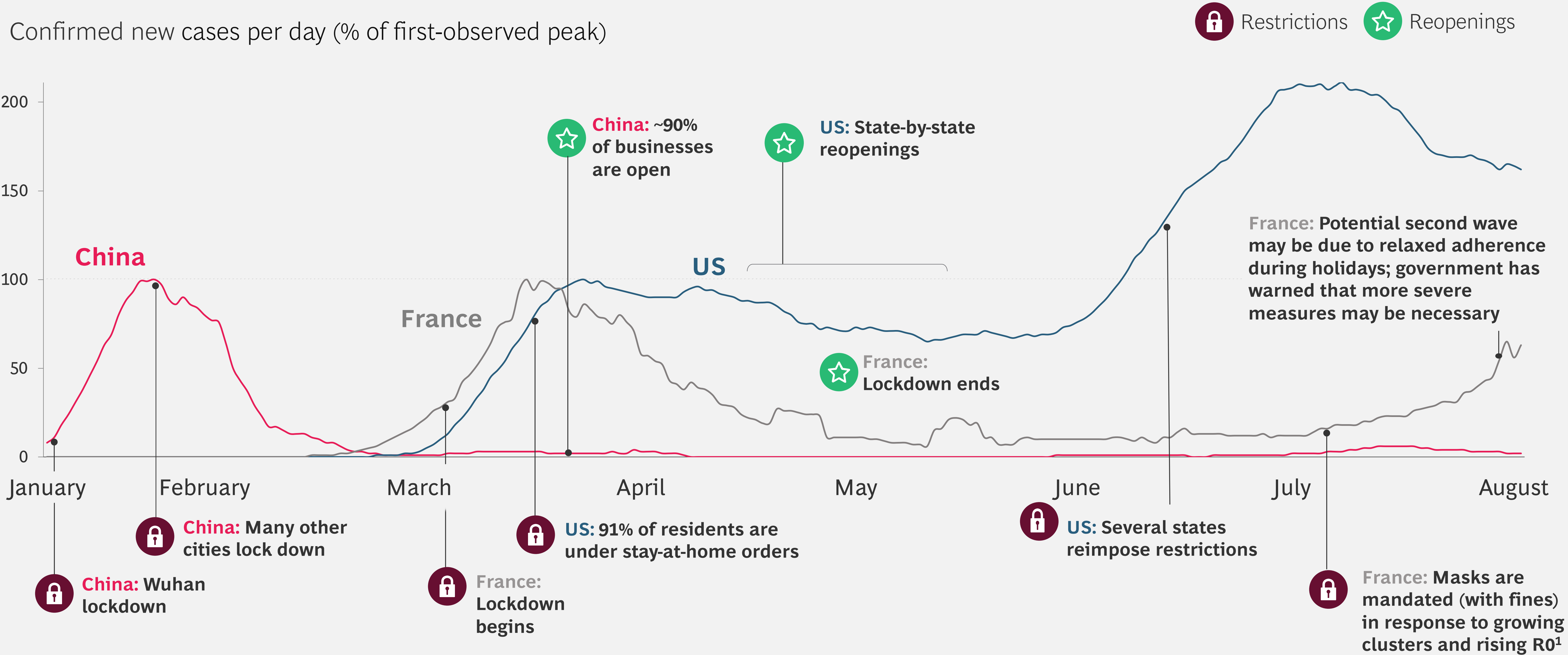


The US Is Starting to Emerge from Its Midsummer Resurgence of COVID-19 Cases, While France Is Seeing Initial Signs of a Feared Second Wave

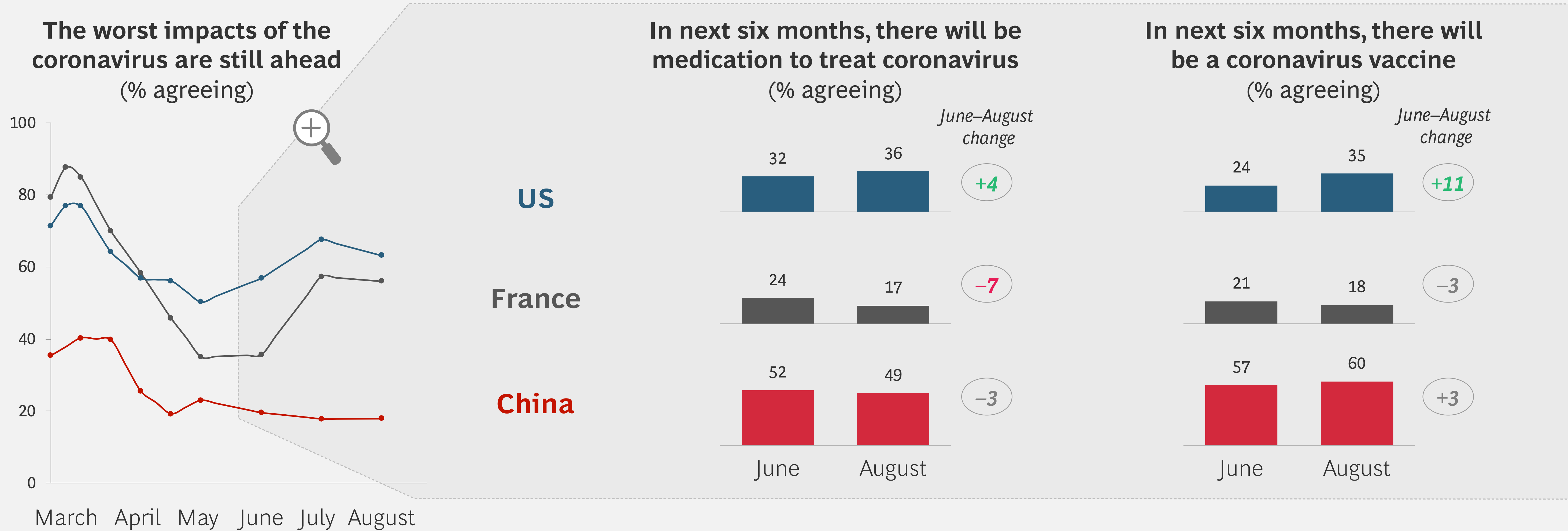


Source: New York Times data via Tableau.

Note: Graph starts on January 23, 2020. The February 13 data point for China (15,141) was removed as an outlier. Graph reports seven-day rolling averages, using the midpoint date, normalized to the first-observed peak in new daily cases by country, which occurred on February 7 in China (approximately 3,300 cases), March 30 in France (approximately 4,500 cases), and April 7 in the US (approximately 31,700 cases).

¹ R0, or reproduction number, indicates how contagious an infectious disease is.

Coronavirus Fears Are Leveling Off Globally, Likely as a Result of Improving US Numbers and Optimism About Progress Toward a Vaccine



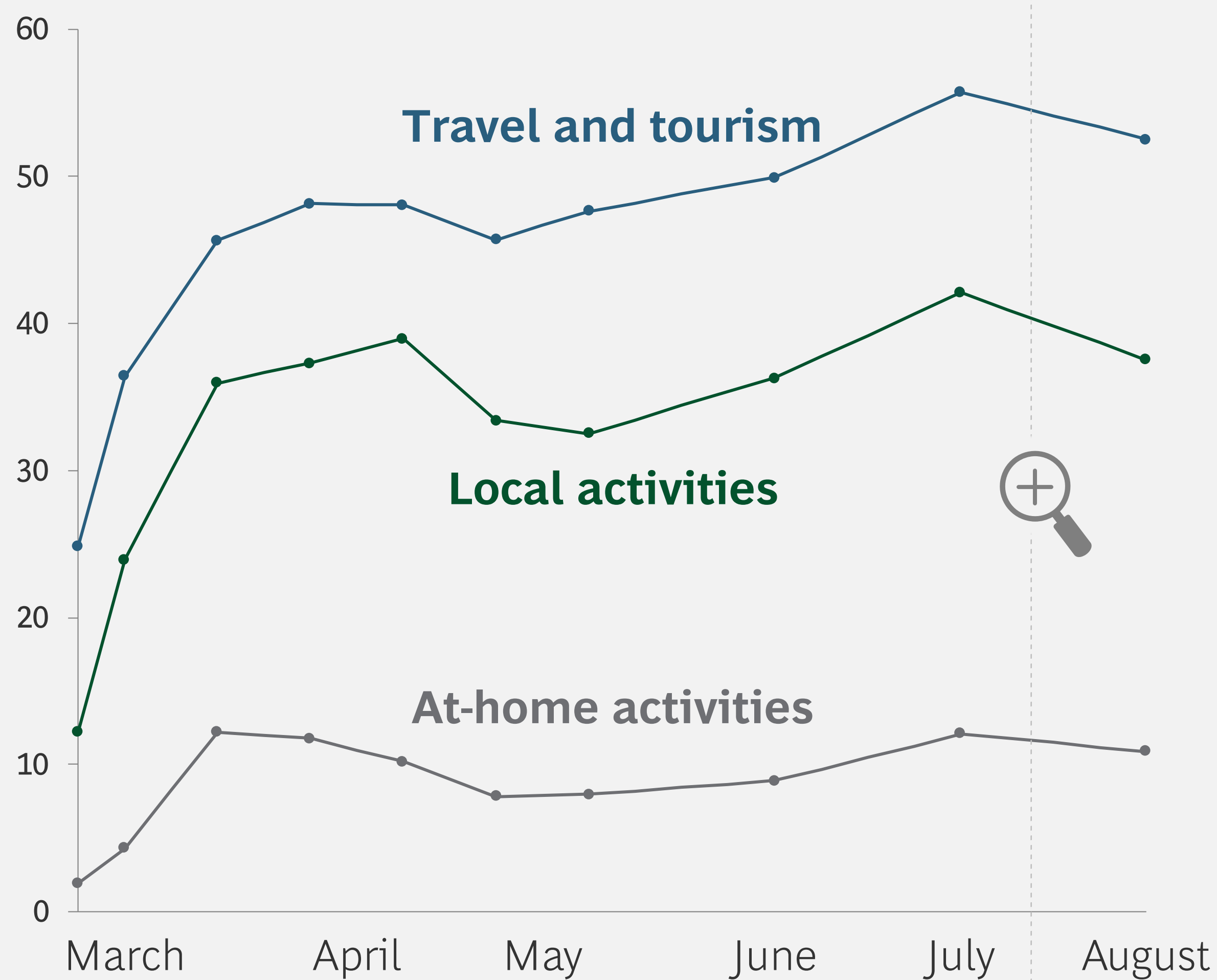
+/-X > 3 ppt increase from June
+/-X ≤ 3 ppt increase or decrease from June
+/-X > 3 ppt decrease from June

Sources: BCG COVID-19 Consumer Sentiment Survey, March 13–August 16, 2020 (N = 1,800–3,800), unweighted, representative within ±3% of census or national demographics.
 Note: Question text: “How much do you agree with each of the following statements about the coronavirus?” Data available beginning March 14. ppt = percentage points.

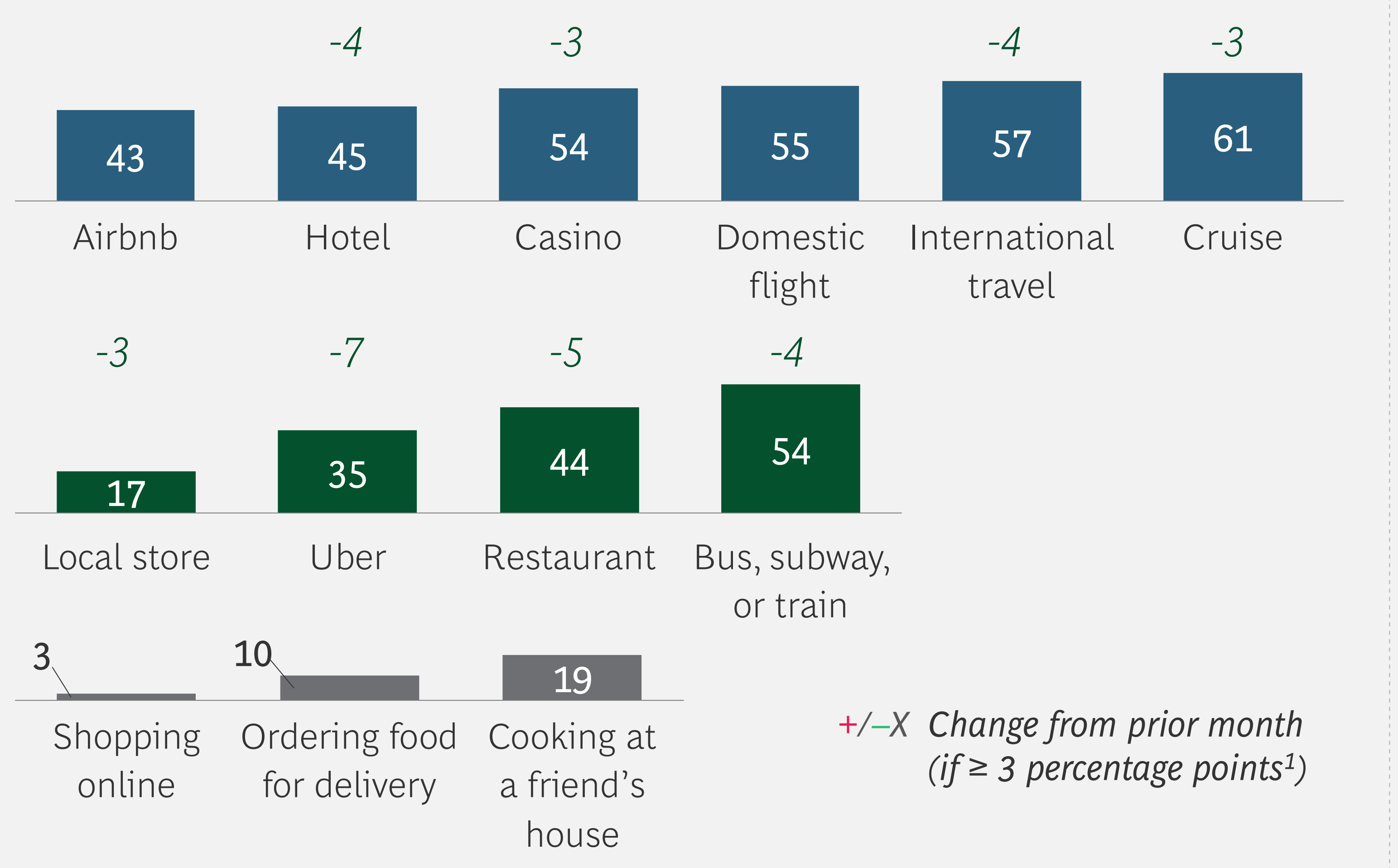
In the US, Concern About Out-of-Home Activities Across All Categories Has Dropped to Levels Last Seen in June

Respondents who are worried about catching the coronavirus from the following activities (%)

Activity categories over time



Individual activities, August 2020



Sources: BCG COVID-19 Consumer Sentiment Survey, March–August, 2020 (N = 2,400–3,500), unweighted, representative within ±3% of census demographics.

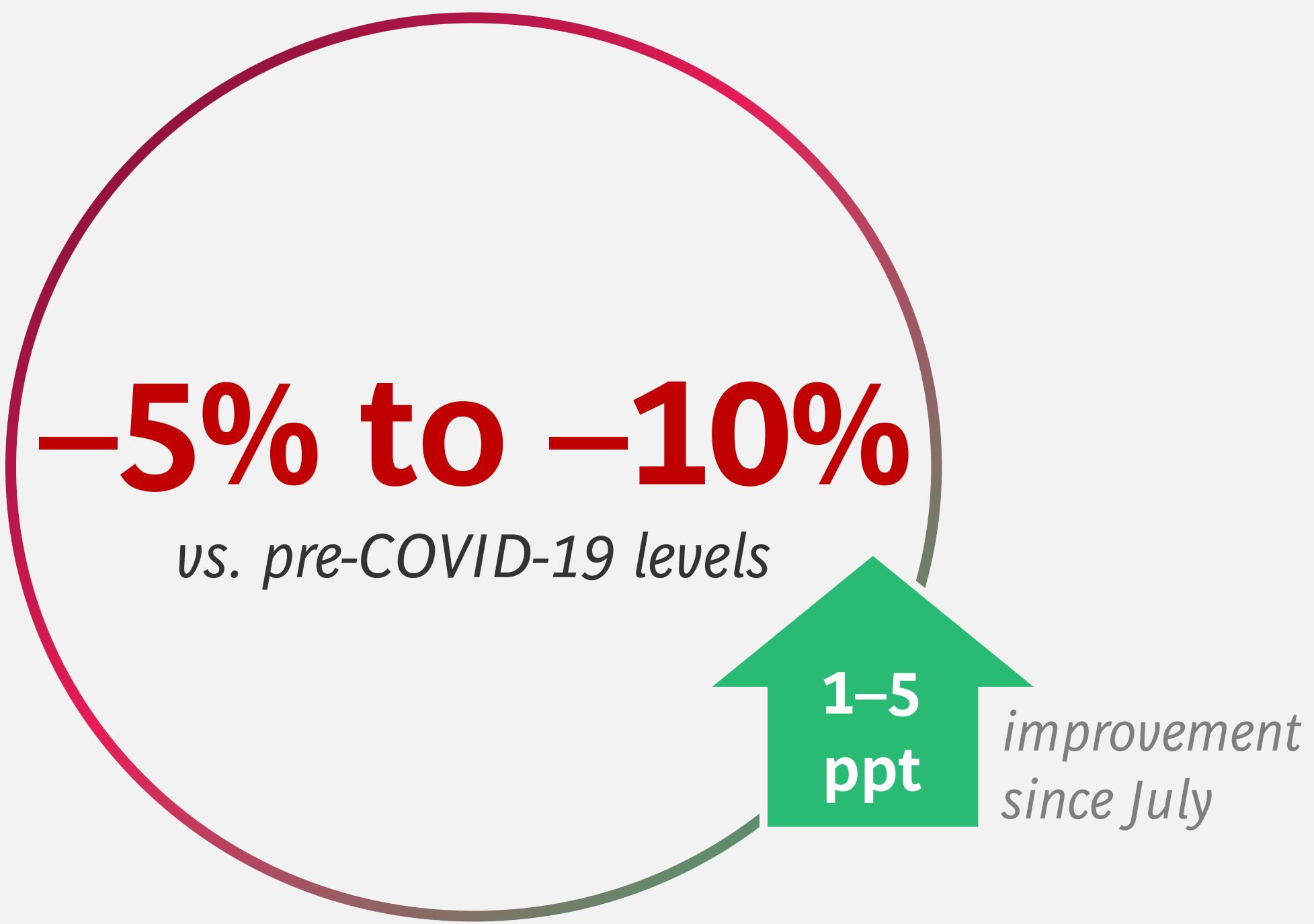
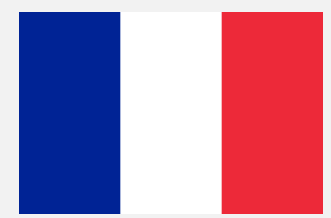
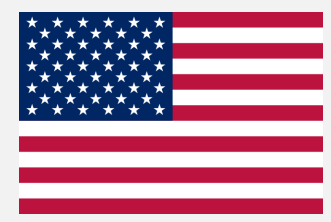
Note: Question text: “Which of the following best describes how your behavior across the following activities has changed due to the coronavirus?”

¹ No net change number is shown for categories that changed by less than 3 percentage points.

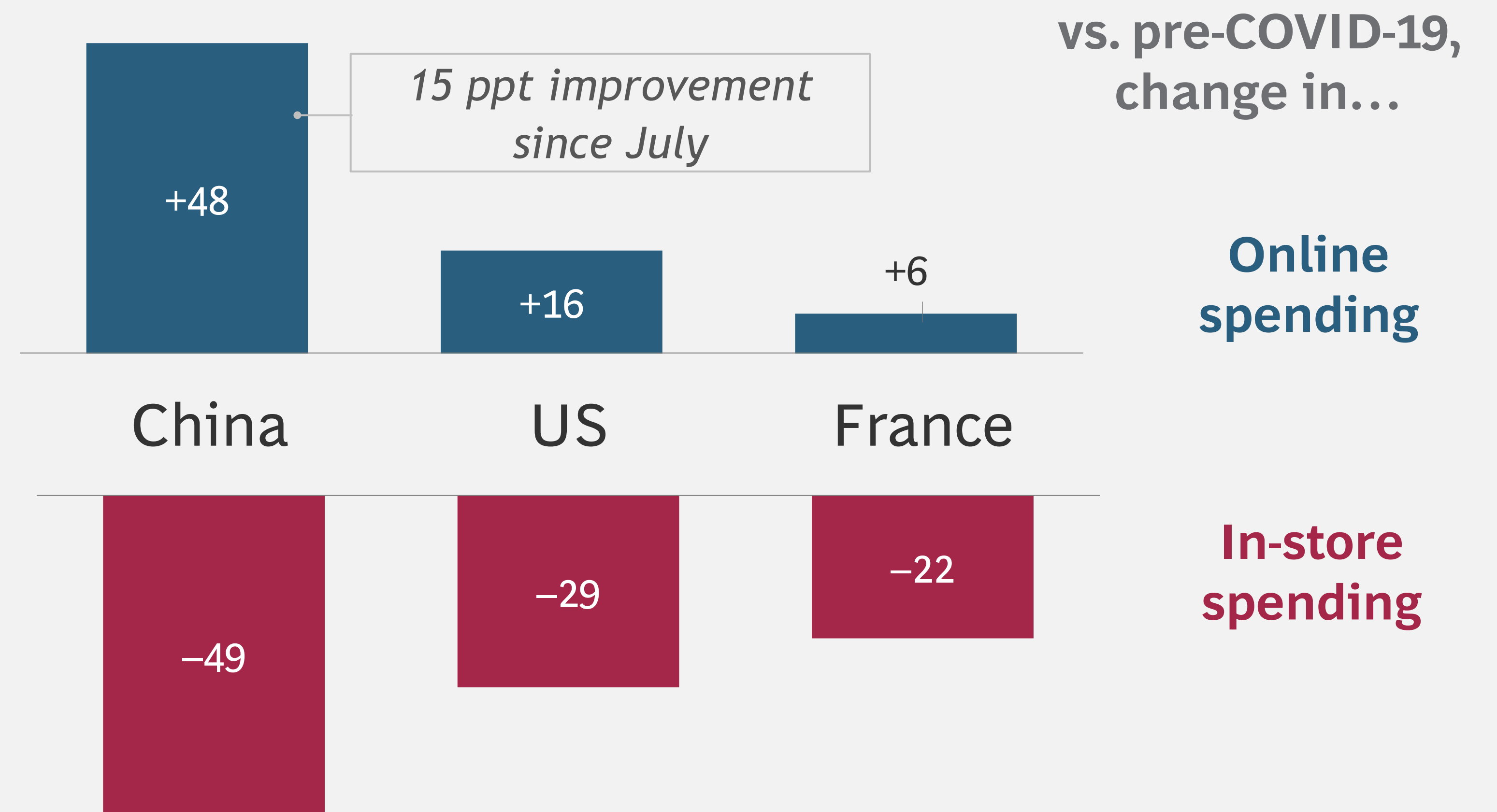
Overall Spending Expectations Remain Below Pre-COVID-19 Levels but Are Trending Positively, with Online Spending in China Especially Strong

Net percentage of respondents planning to spend more in the next month than before the outbreak (%)

Overall spending



Spending by channel type

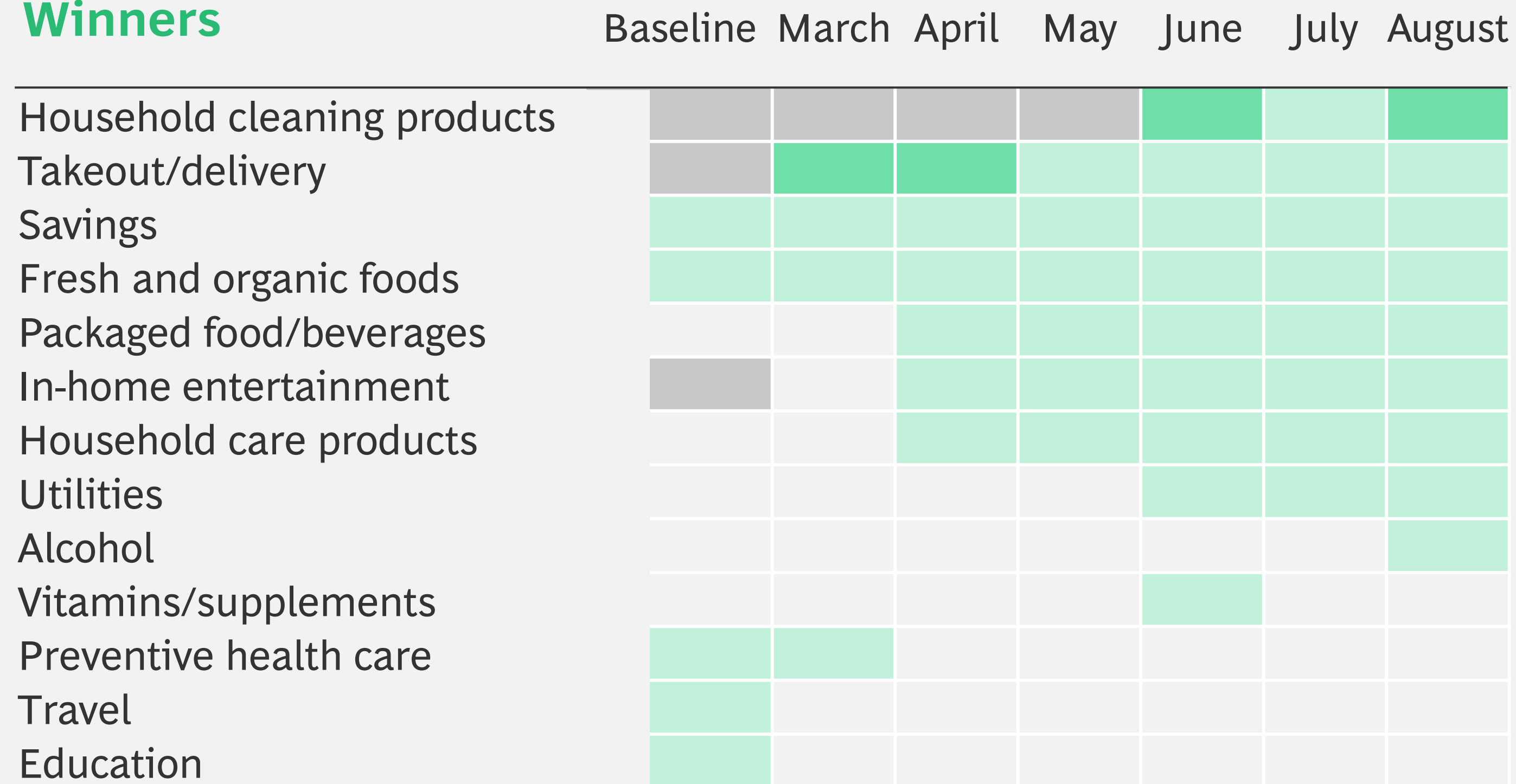


Sources: BCG COVID-19 Consumer Sentiment Survey, July–August, 2020 (N = 3,100–3,800), unweighted, representative within ±3% of census or national demographics.
Note: Question text: “In the next month, what do you expect your spend to be relative to before the coronavirus outbreak?” ppt = percentage points.

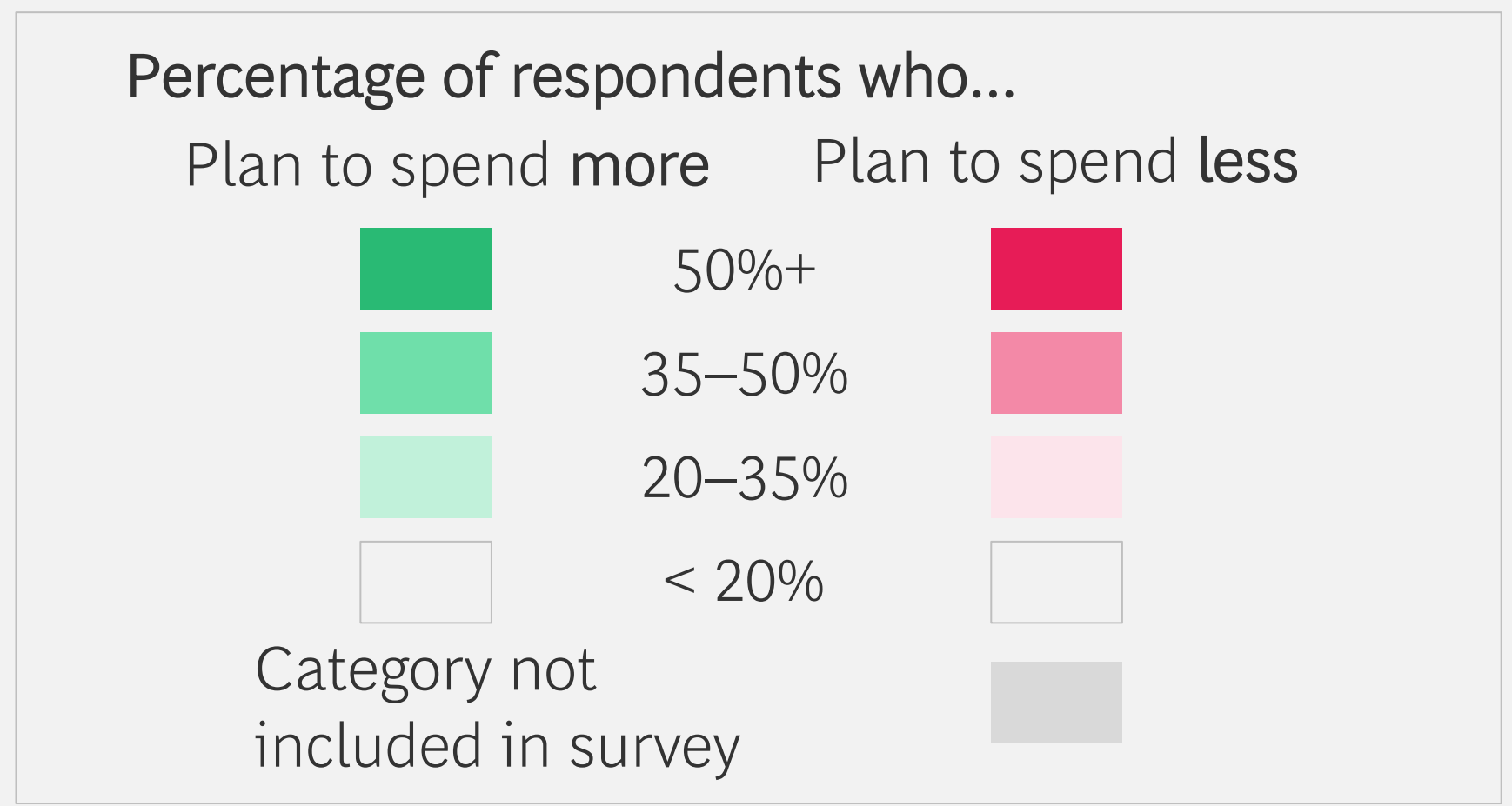
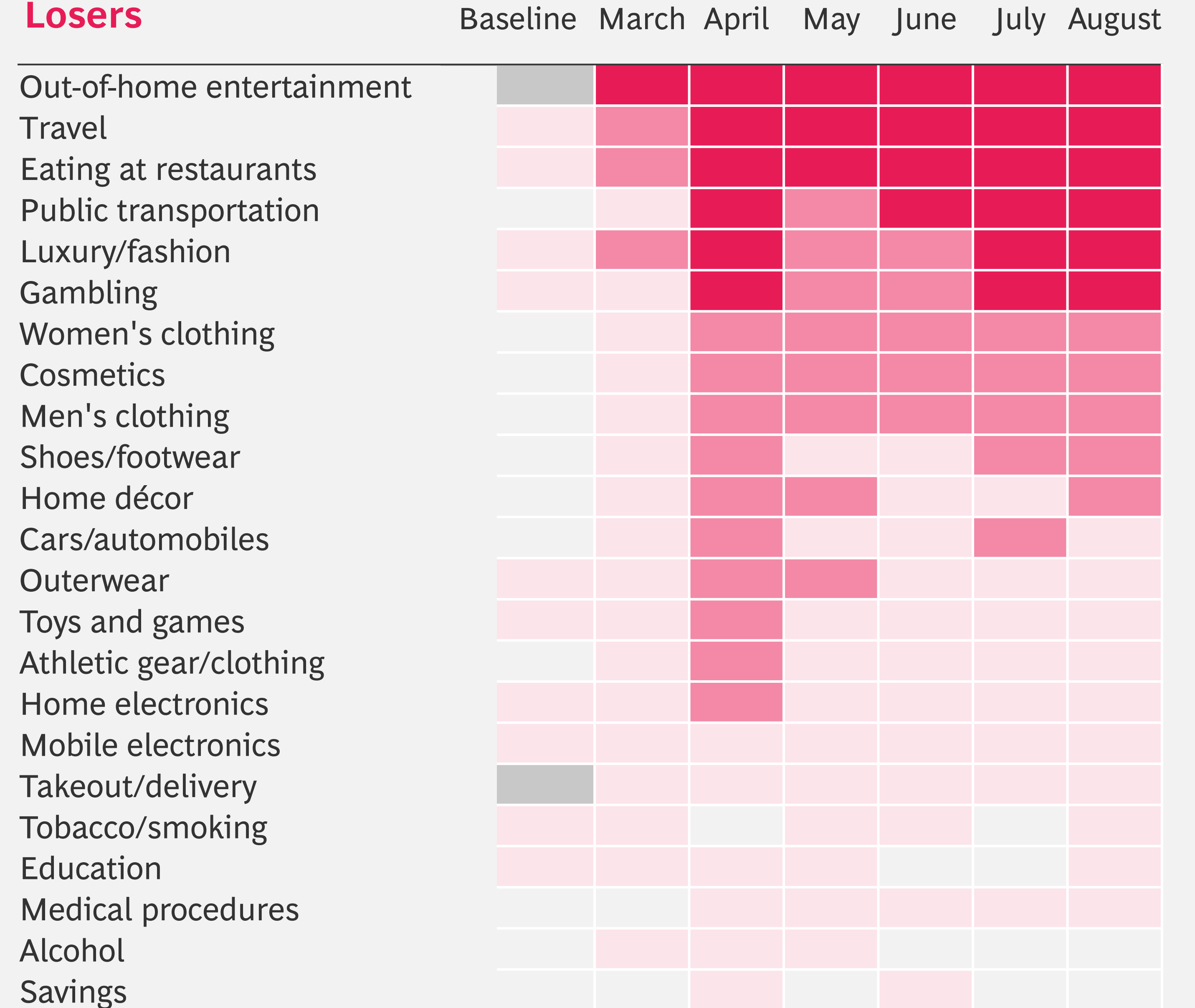
US – AUGUST

US Consumers' Category-by-Category Spending Expectations Held Steady in August After Dropping Somewhat in July

Winners



Losers

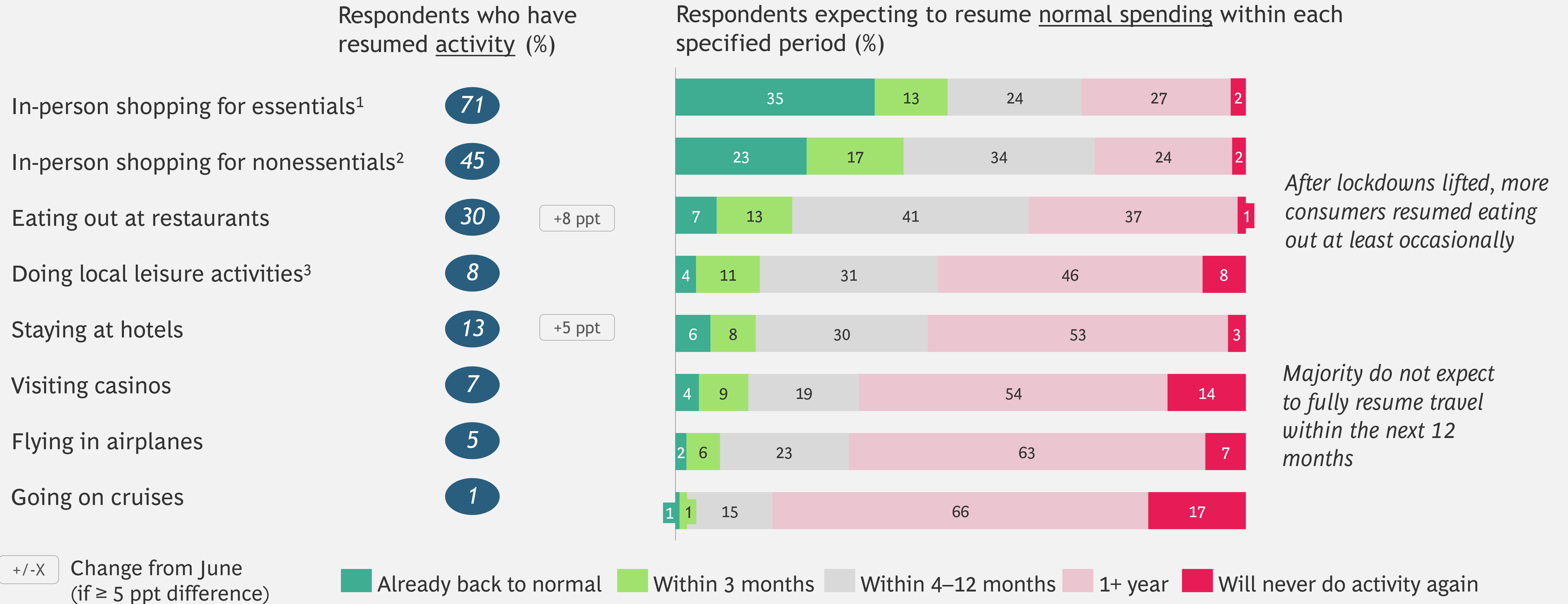


Sources: BCG COVID-19 Consumer Sentiment Survey, March–August (N = 2,400–3,500), unweighted, representative within ±3% of US census demographics.

Note: Baseline data is from the March 6–9 survey. Monthly averages include all data from surveys conducted during that month. Categories listed here exclude baby/child food, childcare, and children's clothing. Question text: “How do you expect your spend to change in the next 6 months across the following areas?”

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Although Spending Will Not Fully Recover for Some Time, US Consumers Continue to Resume Activities, Especially Restaurant and Hotel Visits



Sources: BCG COVID-19 Consumer Sentiment Survey, June–August, 2020 (N = 3,000–3,400), unweighted, representative within ±3% of census demographics.

Note: Results exclude respondents who answered “N/A – I never/rarely did this, even before the coronavirus” or who answered previously that they had never done the activity (for travel and tourism only). Question text: “When do you think you will begin _____ again?” and “When do you think your spend would return to ‘normal’ (i.e., similar to before the outbreak)?” ppt = percentage points.

¹ For example, fresh foods, household and personal care products, and medications.

² For example, clothing, beauty products/services, and electronics.

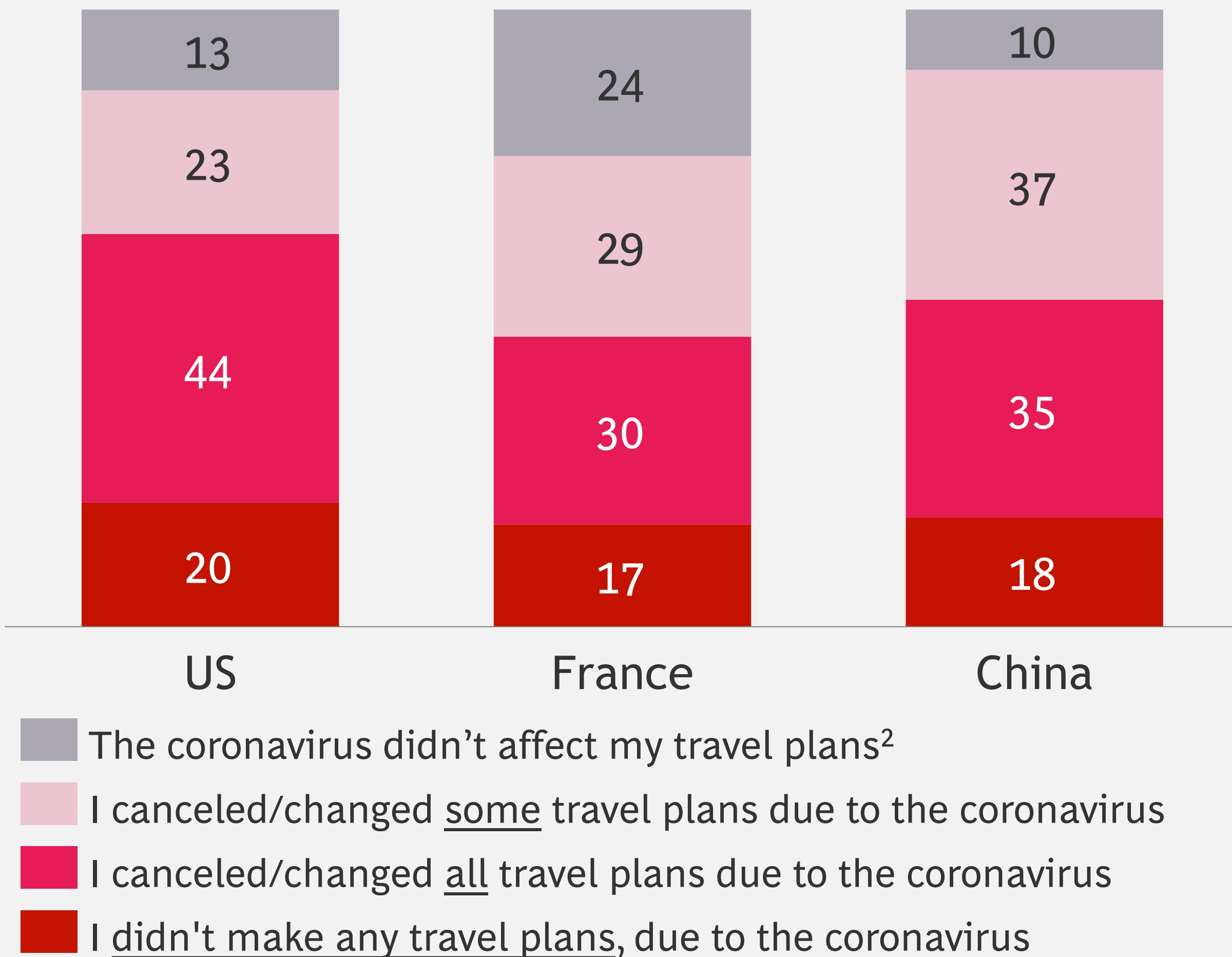
³ For example, zoos, museums, movie theaters.

COVID-19 Significantly Limited Travel Plans This Year, but Pent-Up Demand Remains High, Particularly in the US

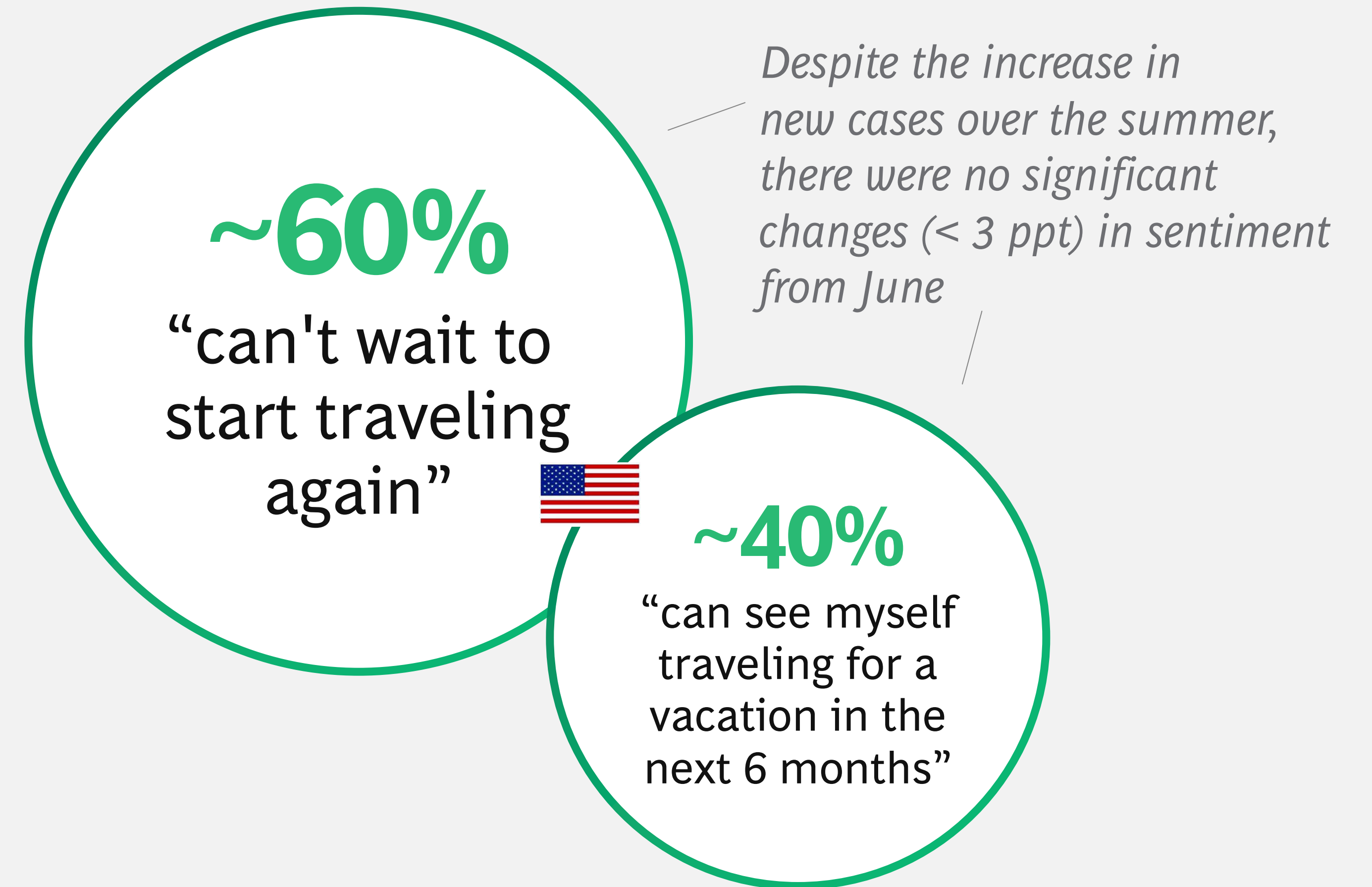
Most travelers report that COVID-19 affected their plans this year...

... but consumers remain optimistic, and many would be open to traveling in the next six months

“Which best describes your vacation/holiday travels this year?” (%)¹



US respondents who agree with the following statements (%)



Source: BCG COVID-19 Consumer Sentiment Survey, August 14–16, 2020 (N = 3,000–3,800), unweighted, representative within ±3% of census or national demographics.

Note: Question text: “Which of the following best describes your vacation/holiday travels this year?” and “How much do you agree with each of the following statements about your future travel habits?” ppt = percentage points.

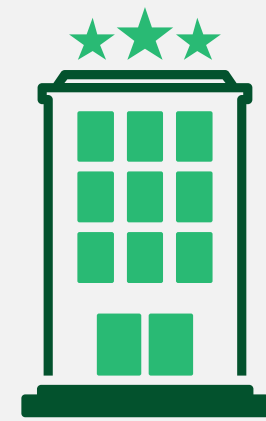
¹ Results exclude respondents who selected “I wasn't planning to travel this year, even before the coronavirus.”

² Category includes “I kept all my travel plans” and “I canceled/changed travel plans for reasons other than the coronavirus.”

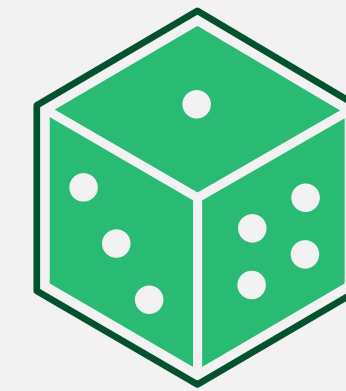
The Travel Industry Continues to Be Severely Hobbled by COVID-19, but It Has Steadily Recovered Throughout the Summer in the US...



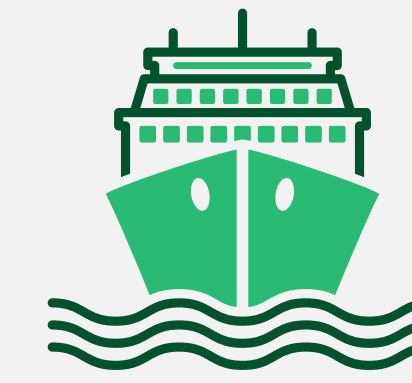
Airlines



Hotels

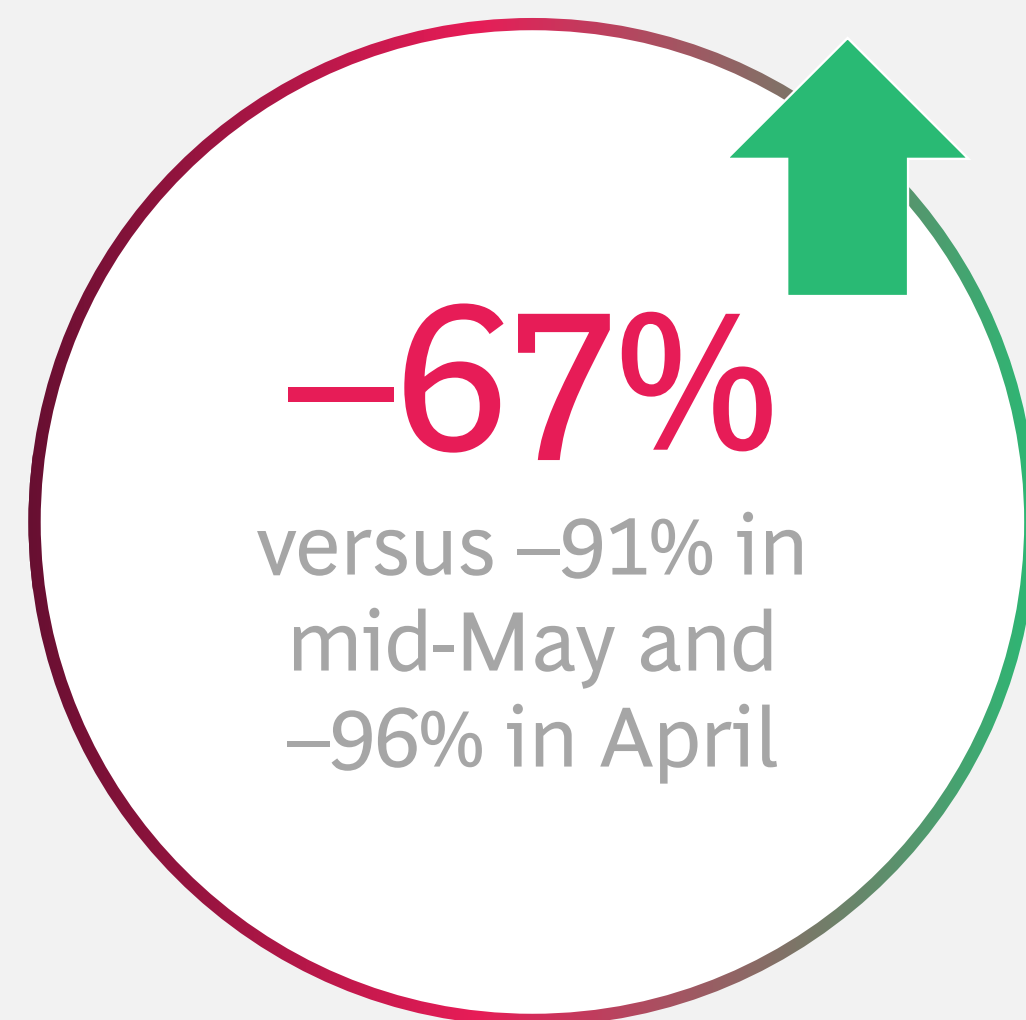


Casinos

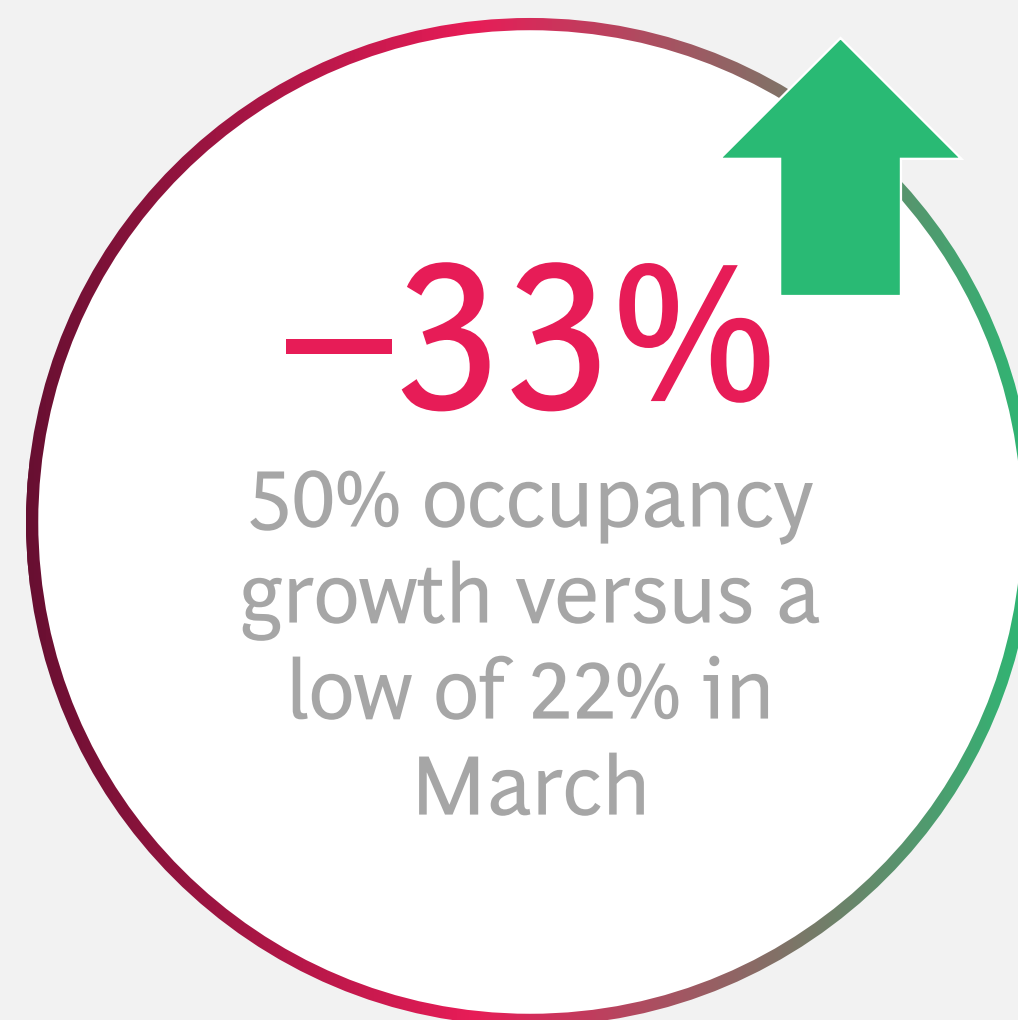


Cruises

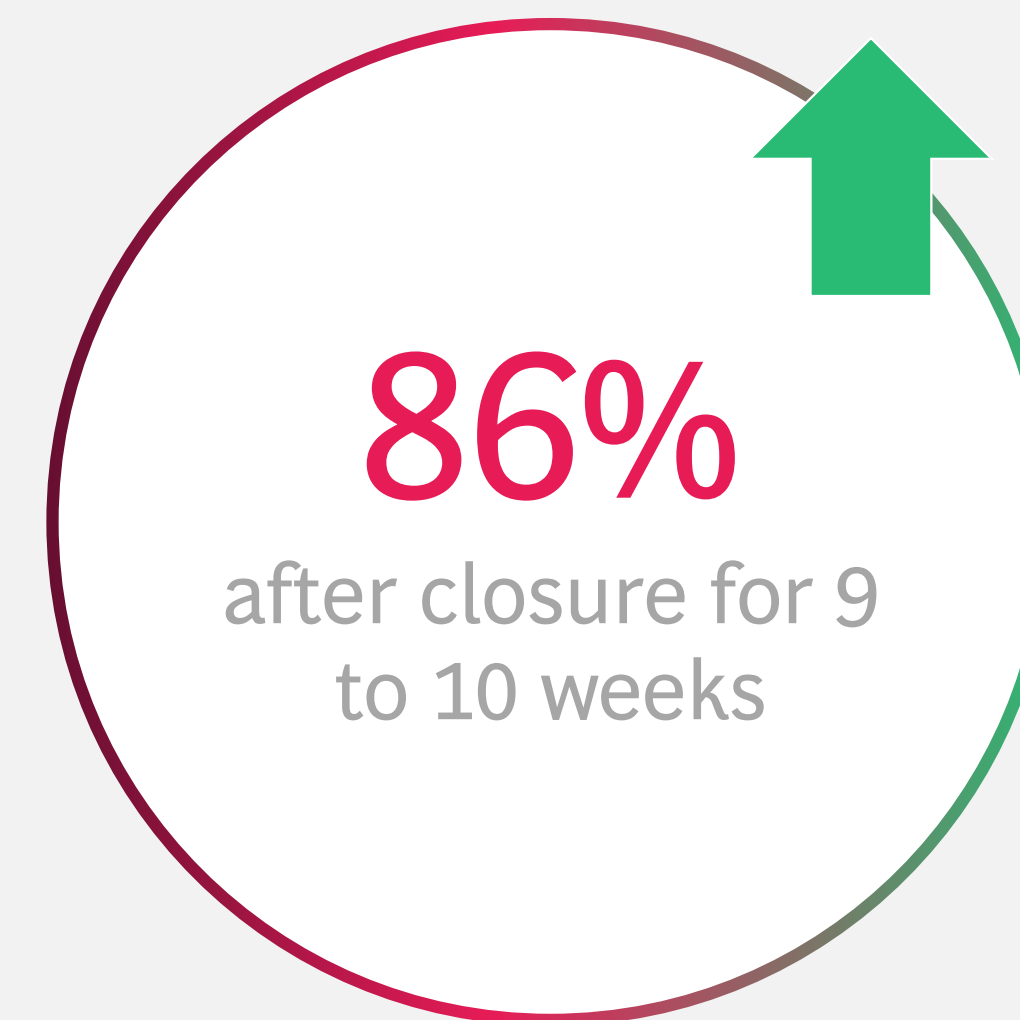
TSA screenings



US occupancy



US casinos open



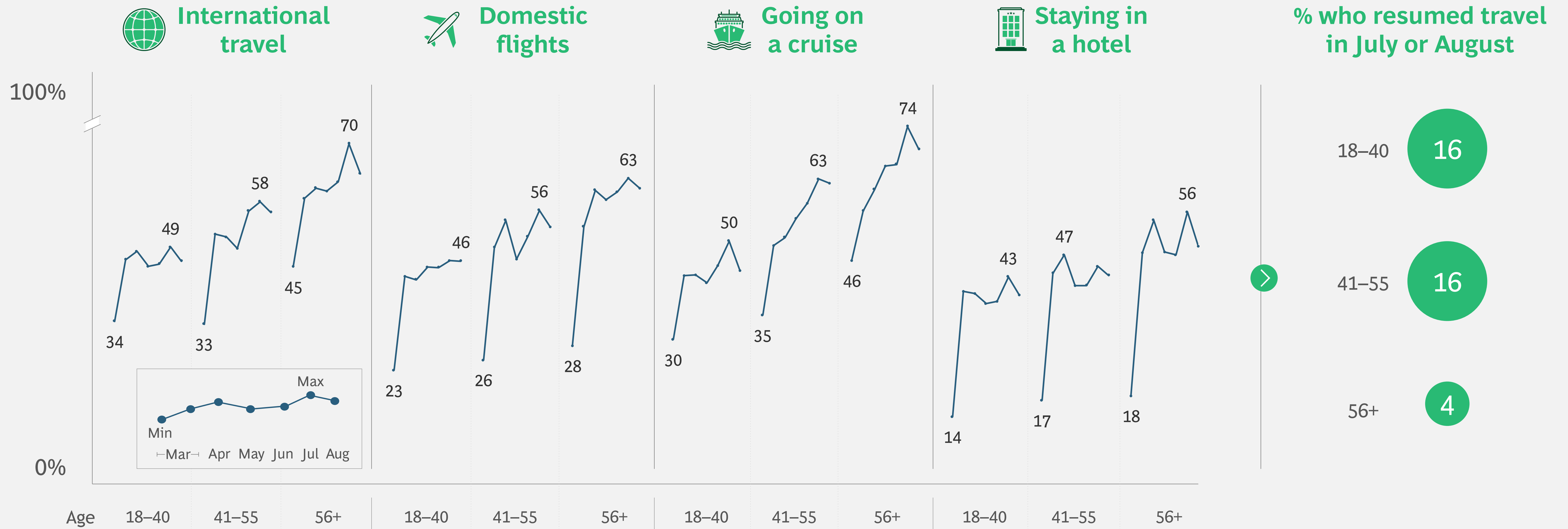
US cruise lines



US – AUGUST

...Led by Younger Consumers, Who Maintain Lower Levels of Concern About Traveling and Have Been Fastest to Resume Travel

% of consumers concerned about catching a virus with each activity

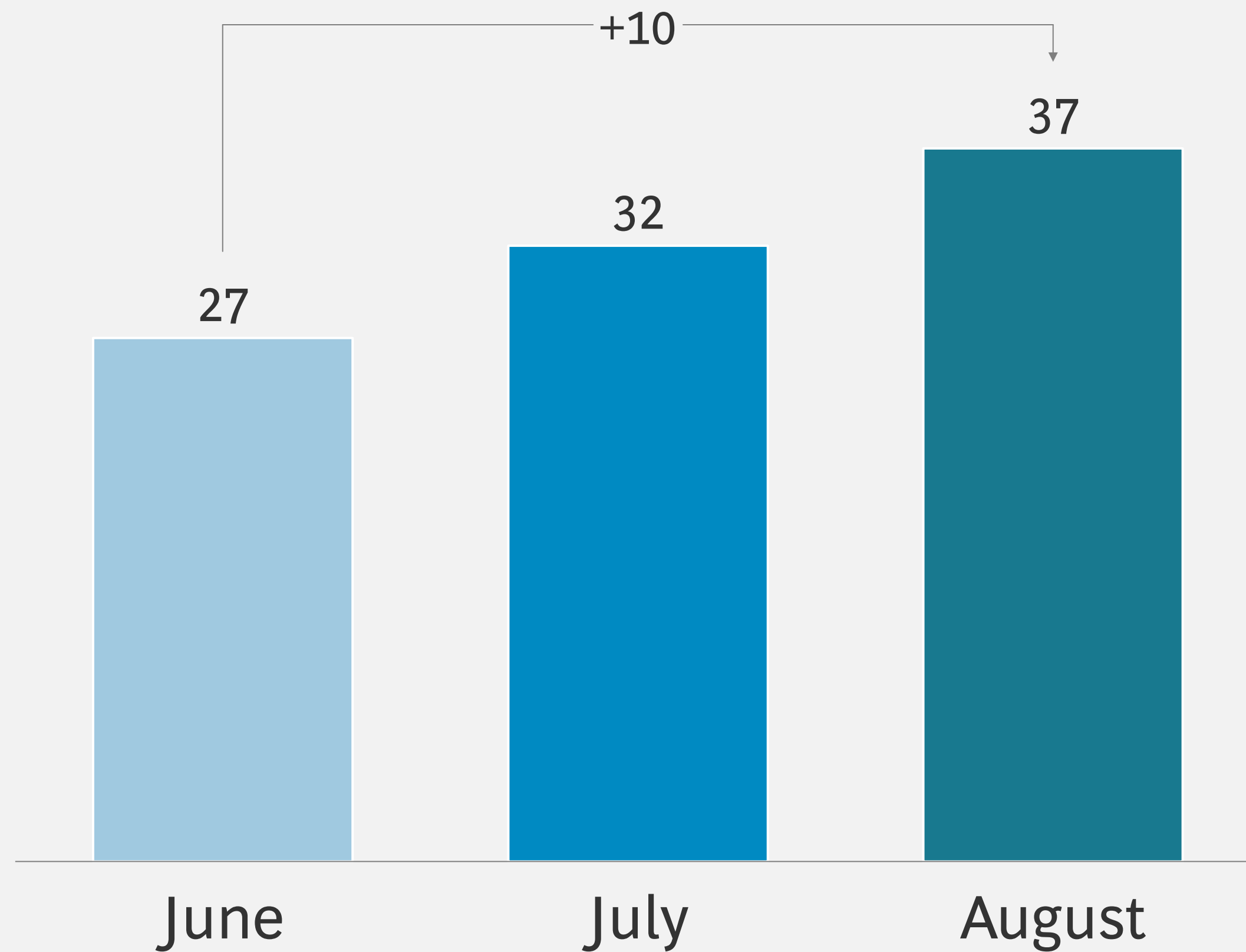


Sources: BCG COVID-19 Consumer Sentiment Survey, March–August 16, 2020 (N = 2,400–3,500), unweighted, representative within ±3% of US census; two March surveys, from March 7 and March 28, 2020.
Note: Question text: “Would you be concerned about doing any of the following in the near future? Select all that apply.” and, for those concerned, “You mentioned you would be concerned about X. What part of the experience concerns you? Select all that apply” (results for the second question as a percentage of the first question give the percentage of the population concerned about the coronavirus) and “Have you traveled since the coronavirus outbreak?”

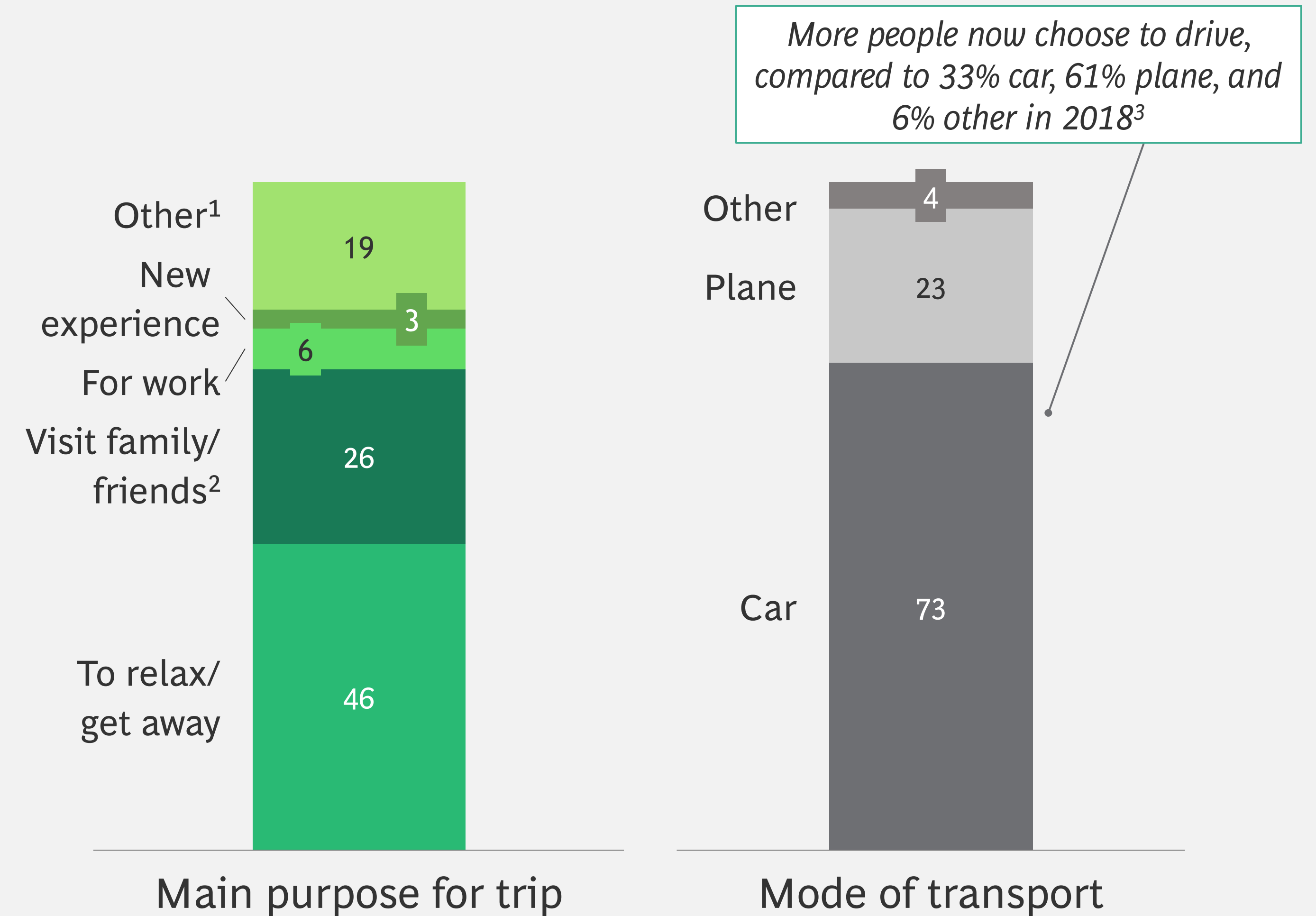
A Large Majority of the People Who Have Traveled During the Outbreak Did So by Car to Relax or See Loved Ones

More consumers started traveling during the summer

“Have you traveled since the coronavirus outbreak?” (%)



Reasons for traveling since the virus outbreak and modes of transportation used



Sources: BCG COVID-19 Consumer Sentiment Survey, June–August, 2020 (N = 3,000–3,400), unweighted, representative within ±3% of census demographics.

Note: Question text: “Have you traveled since the coronavirus outbreak?” and “What was the main purpose for this trip?” and “How did you get there?”

¹ Category includes the responses “Attend a special event” and “Other.” The “Other” group included some necessary trips, such as family/medical emergencies or moving.

² Category includes the responses “Visit family/relatives” and “Visit friends.”

³ Phocuswright 2019 Consumer Travel Survey.

US – AUGUST

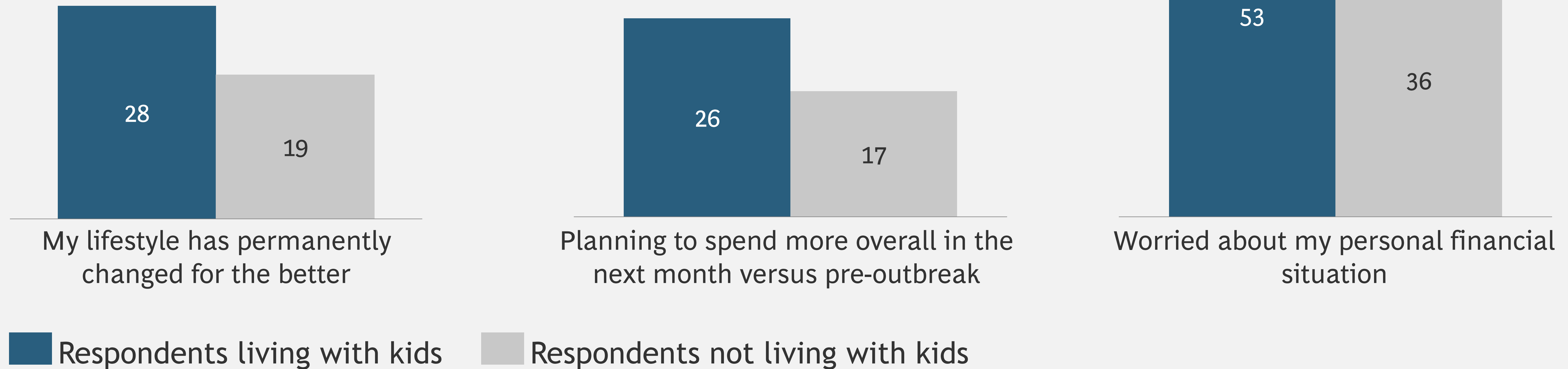
As Schools in the US Consider How to Reopen, Affected Parents Remain Relatively Positive, Despite Prolonged Financial Stress

Respondents who agree with the following statements (%)

Parents are more likely to see silver linings...

...and to have increased their spending versus pre-outbreak...

...potentially contributing to an increase in financial worries



Source: BCG COVID-19 Consumer Sentiment Survey, August 14–16, 2020 (N = 3,000), unweighted, representative within ±3% of census demographics.
Note: Question text: “How much do you agree with each of the following statements about the coronavirus?” and “In the next month, what do you expect your spend to be relative to before the coronavirus outbreak?”