

Wave 6: Marketing Post COVID-19 & Social Unrest

June 3, 2020

The Voice of Female Shoppers &
Influencers

SHE SPEAKS



WOMEN
OWNED



Who We Are

SheSpeaks launched in 2008 as a platform designed to help brands understand women and tap in to the power of their voices. We are now the largest community of female influencers reaching 300 million shoppers per month.



Influencer Marketing done right.

We build influencer programs for brands, powered by our amazing community. And we make it easy.



Study Overview & Methodology

In an effort to better understand how shoppers are reacting to the impact of the Coronavirus, SheSpeaks asked women in our community age 18+ across the US to share their thoughts and experiences related to sentiment, attitude and purchase behavior.

This is the sixth survey in our series related to Shopper behavior since the country began to shut down in mid-March.

SheSpeaks latest survey was fielded online:

- On May 29-30, 2020 and 1,517 respondents completed the survey
- Throughout this report we will supply comparison to past waves of our study series.
- **Social Unrest Survey** fielded June 2nd with 1,013 respondents





Topline Insights

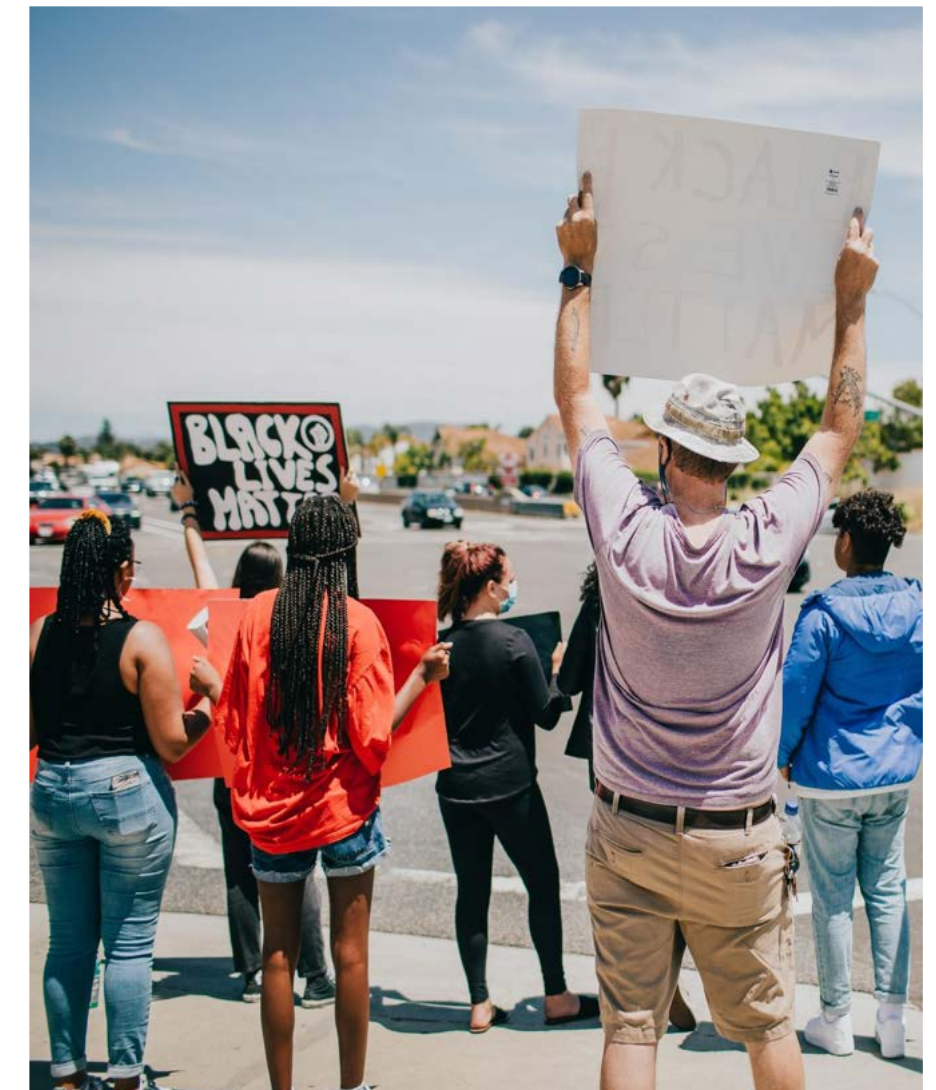
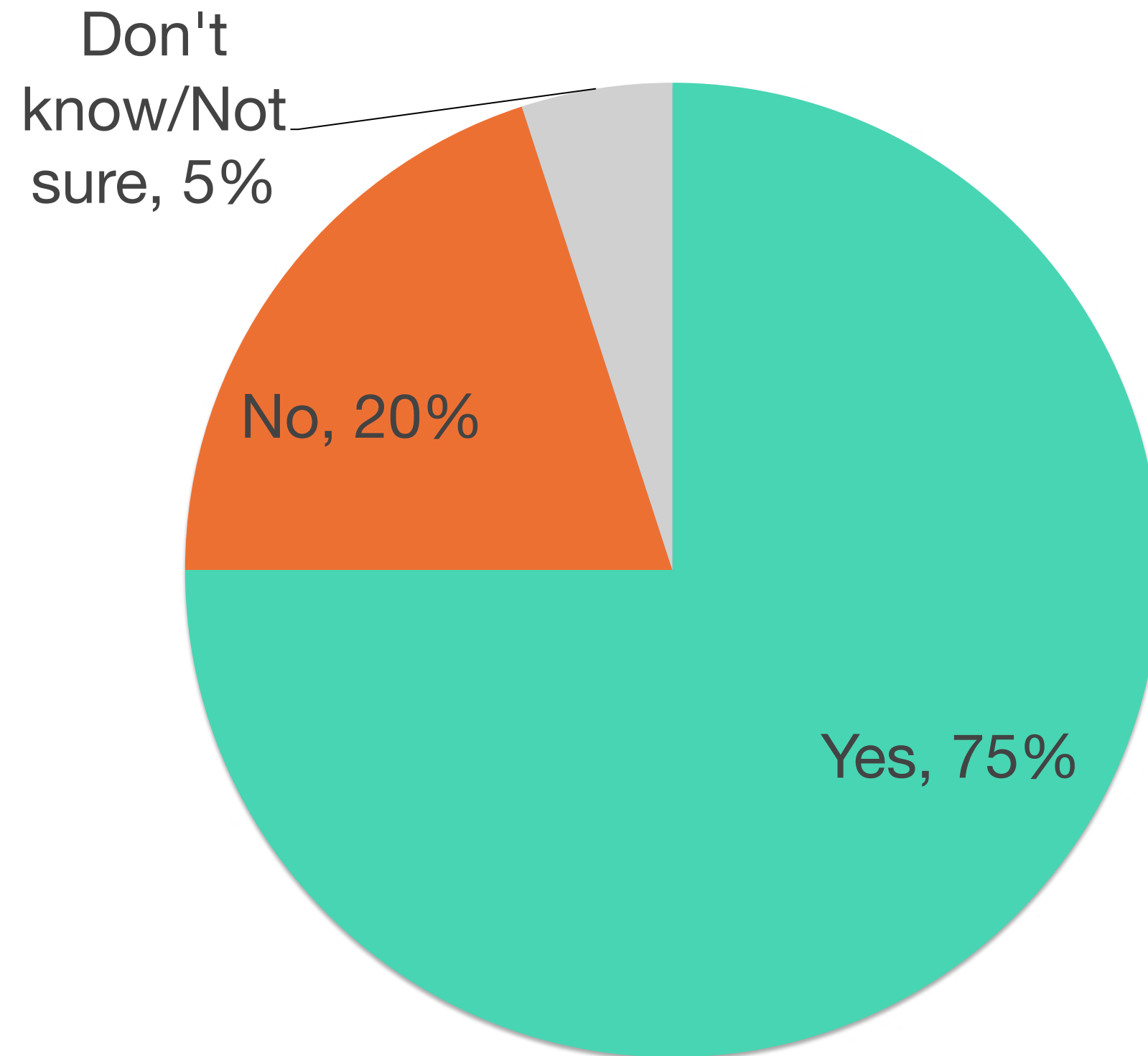
- **Uncertainty is #1 Emotion:** Shoppers are less Uncertain 51% (-26%), less Anxious (-44%), less Frustrated (-17%) and more Hopeful (+28%) vs. March 27th survey.
- **Social Unrest Is Top of Mind:** 80% have talked to friends/family about the protests. 78% support peaceful protests but not violence & looting. ~50% of shoppers believe that companies should get involved and speak up about the issue. 78% are concerned that protests will increase COVID-19 cases.
- **As States Have Re-Opened Shoppers Are Venturing Out:** Shoppers have ventured out since stay-at-home orders lifted in some states. 40% have been to friends/family home, 22% have gone back to work, 17% have gone out to eat at a restaurant.
- **Good News for Food Brands:** Shoppers have spent 62% more time cooking at home since the Coronavirus crisis began. Close to 50% of shoppers say that they will continue cooking at home as much as they are now. Just 11% say that they will eat out as soon as possible as they are tired of cooking at home.
- **Summer & Holiday Plans are Up In the Air:** Just 20% of shoppers say they will take a vacation, another 23% are Not Sure Yet and 15% are planning a Staycation. 62% of parents are concerned that their children will be bored over the summer. While 53% of shoppers plan to get together with friends/family over the summer days more than 25% are “unsure.” 52% say they will get together over the end of year holidays 35% still “unsure.”



Social Unrest/Protest Survey Responses: Shoppers React

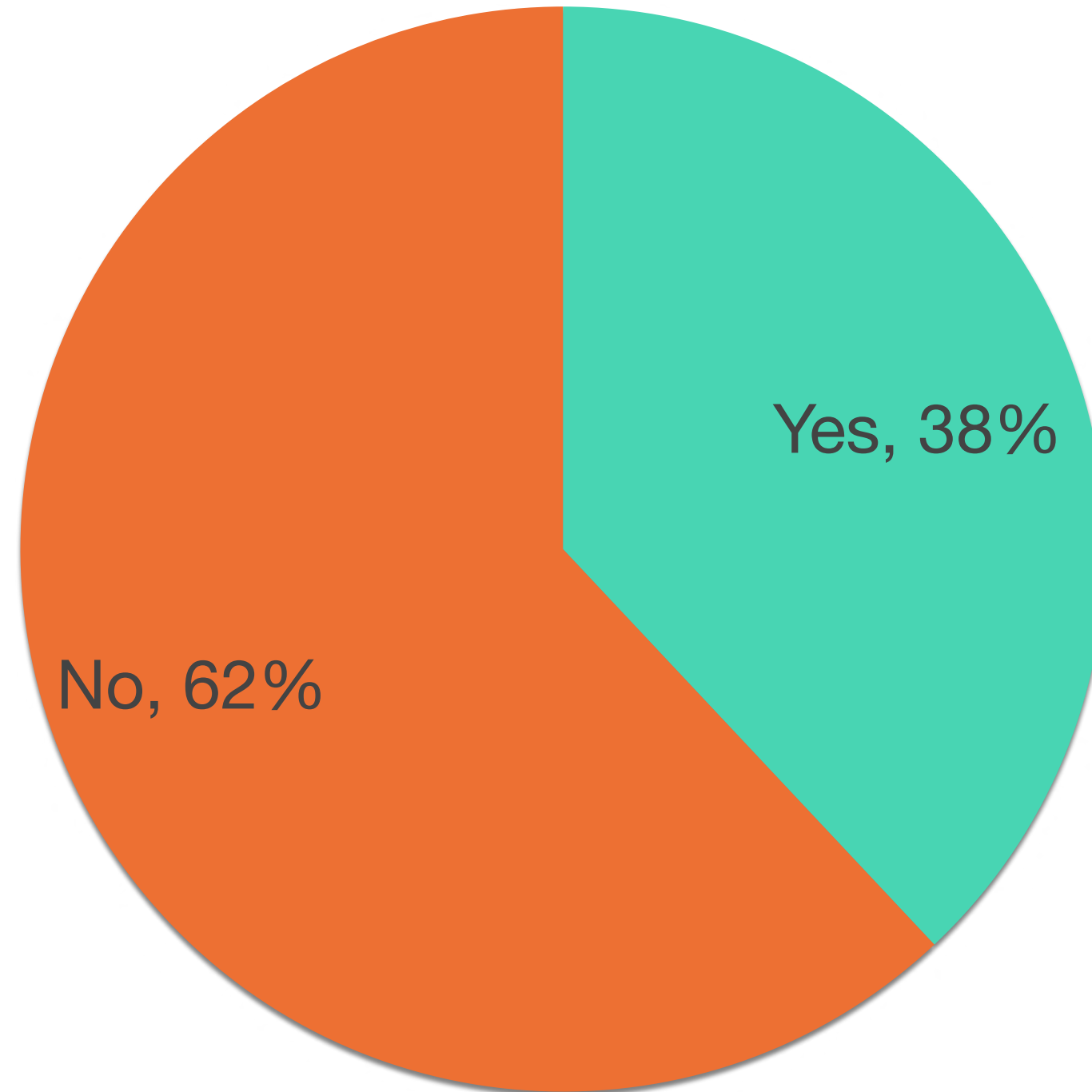


Were there protests and/or riots in your area over the weekend?



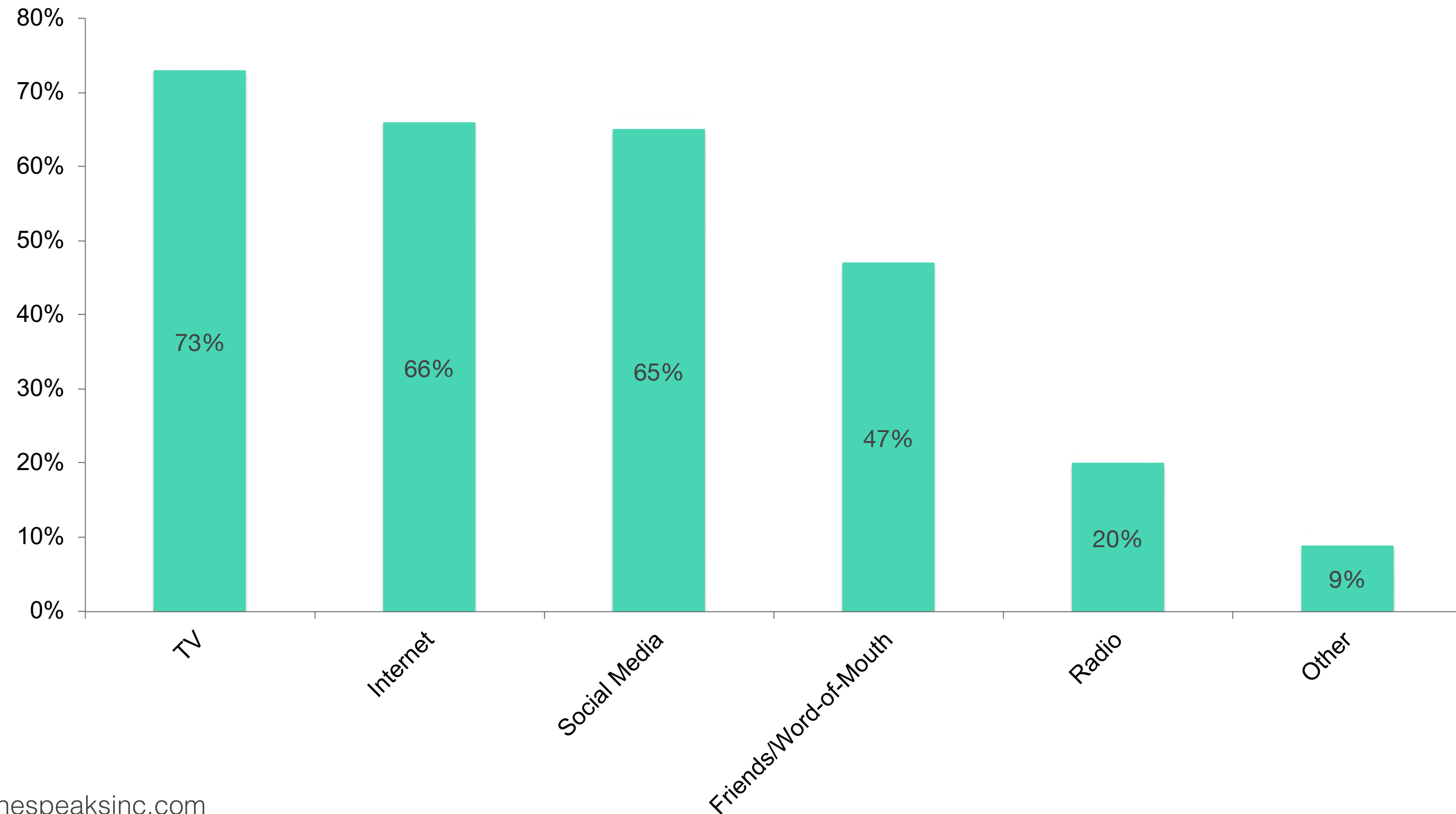


Did you reach out via phone, text or social media this weekend to anyone who lives in an area that experienced protests or riots?



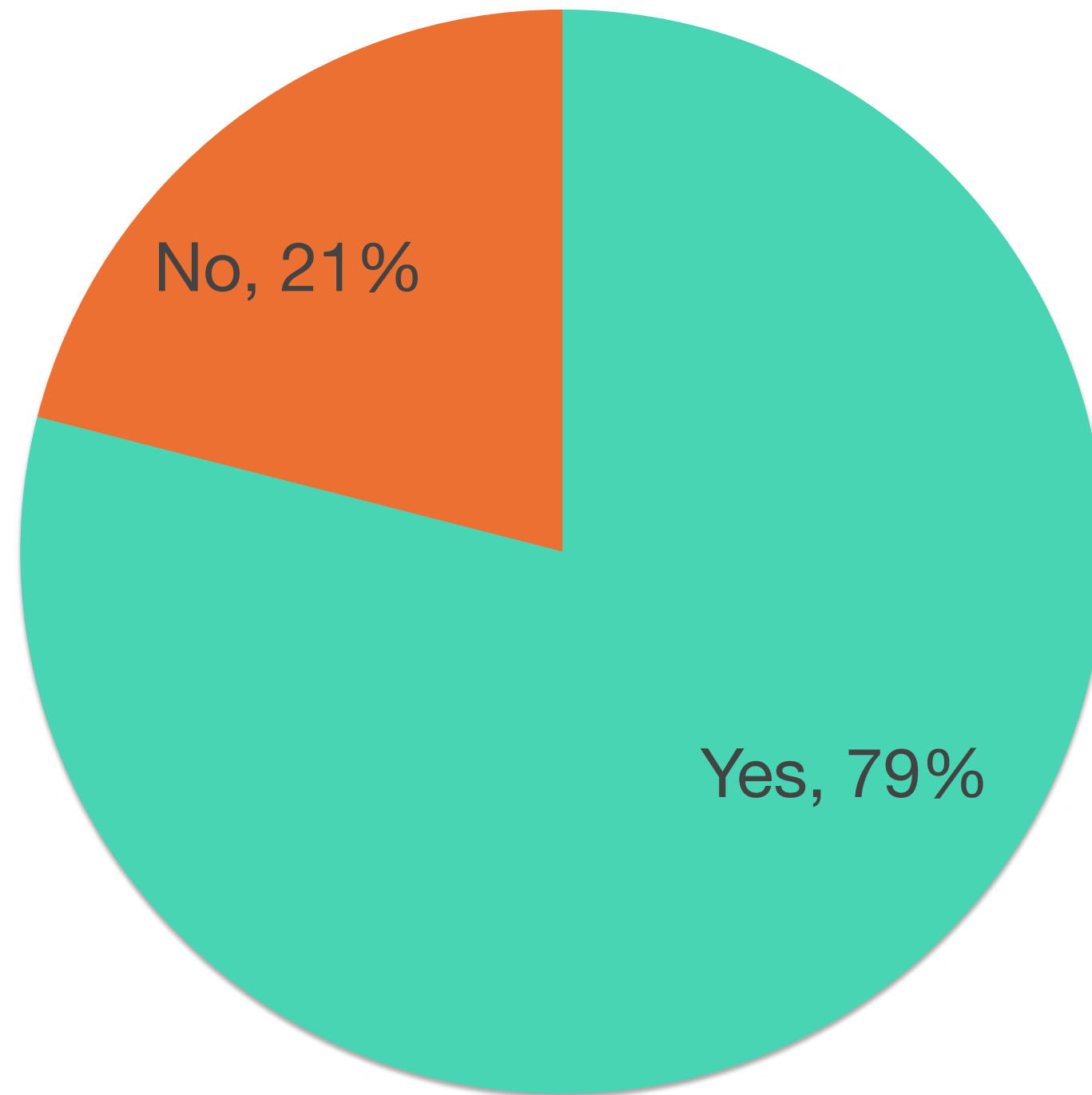


Where do you get information about the protests?



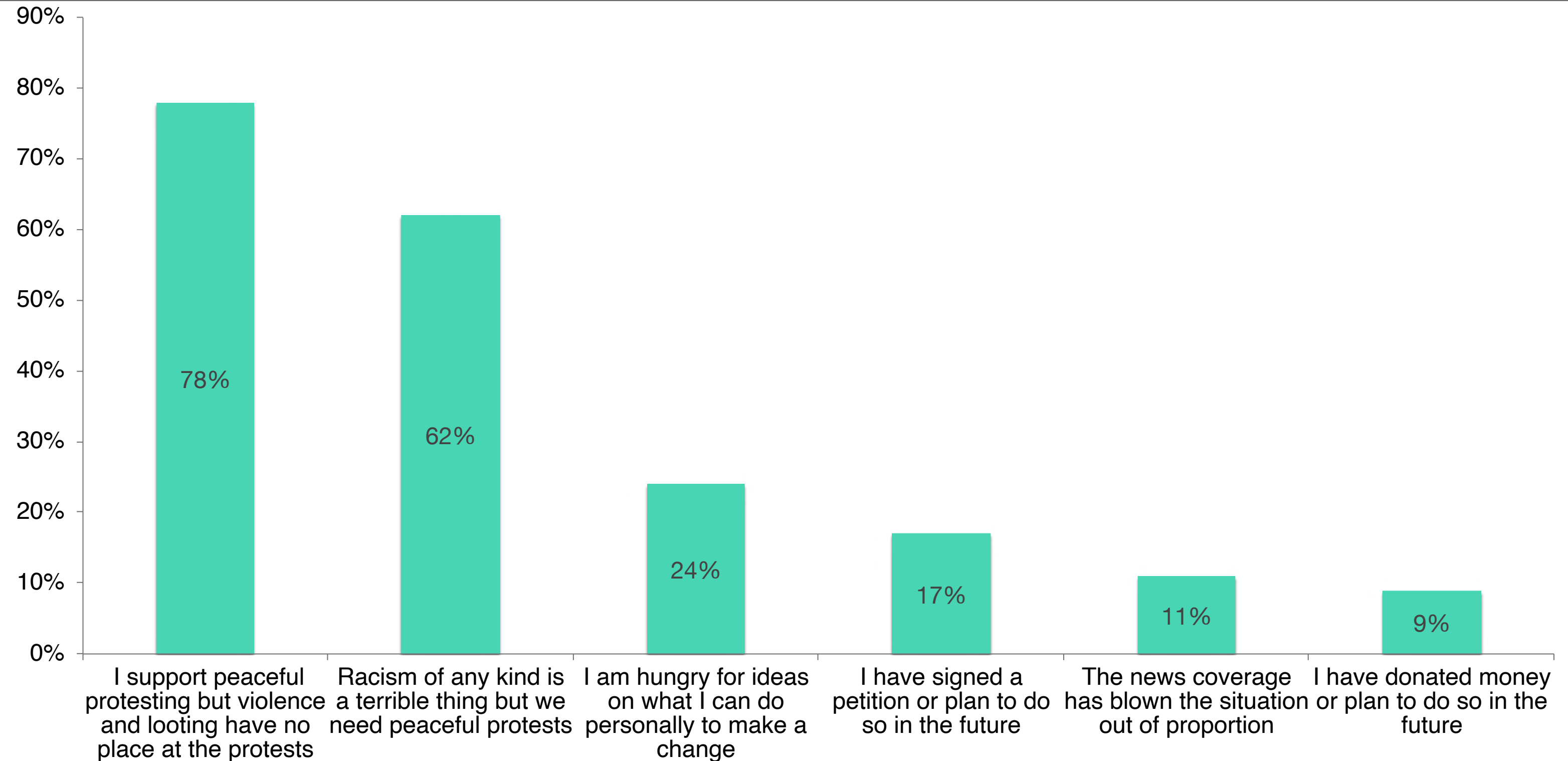


Have you talked to your children and/or family about the protests?



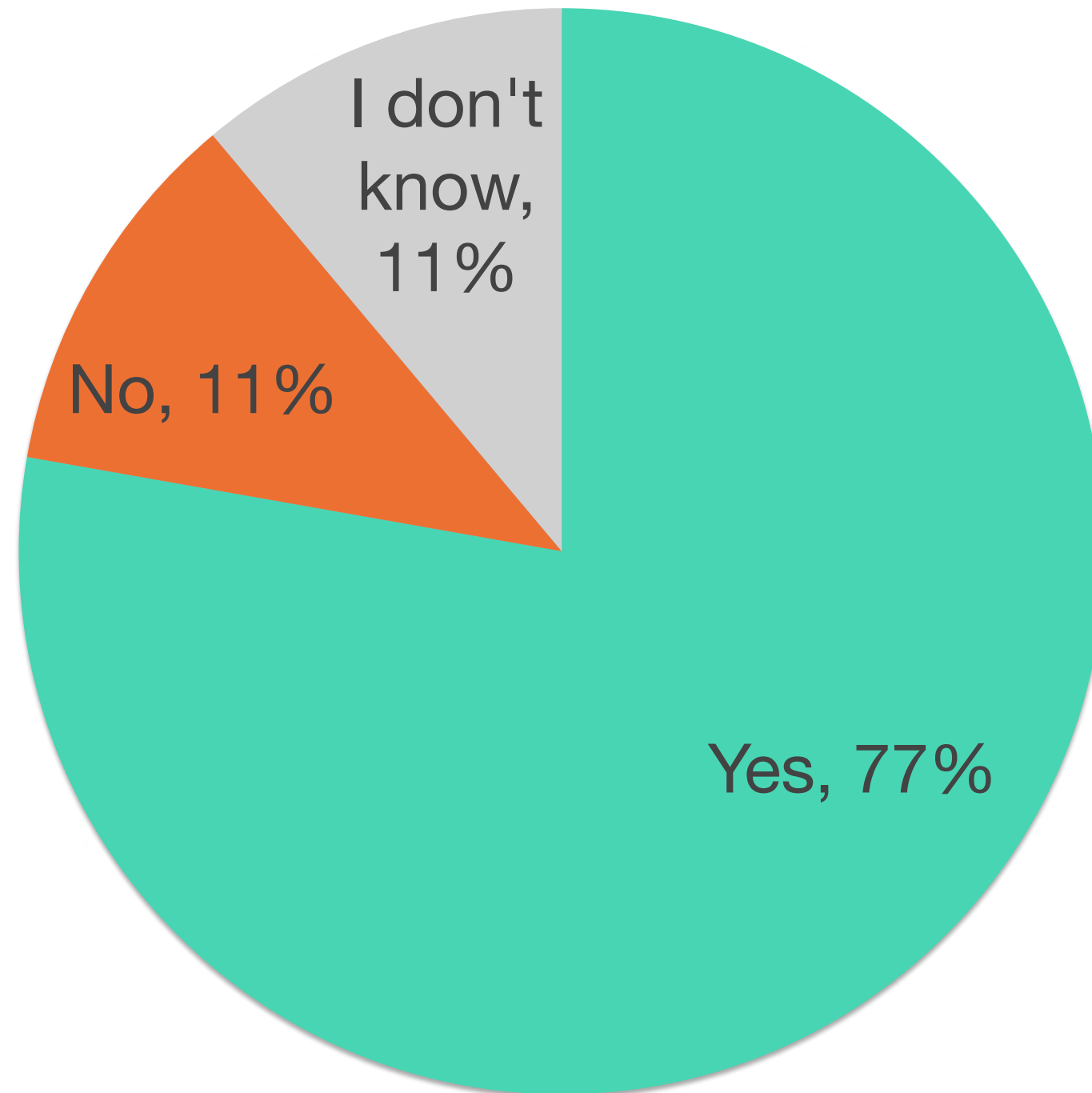


Which of the following statements do you agree with about the protests over the weekend?



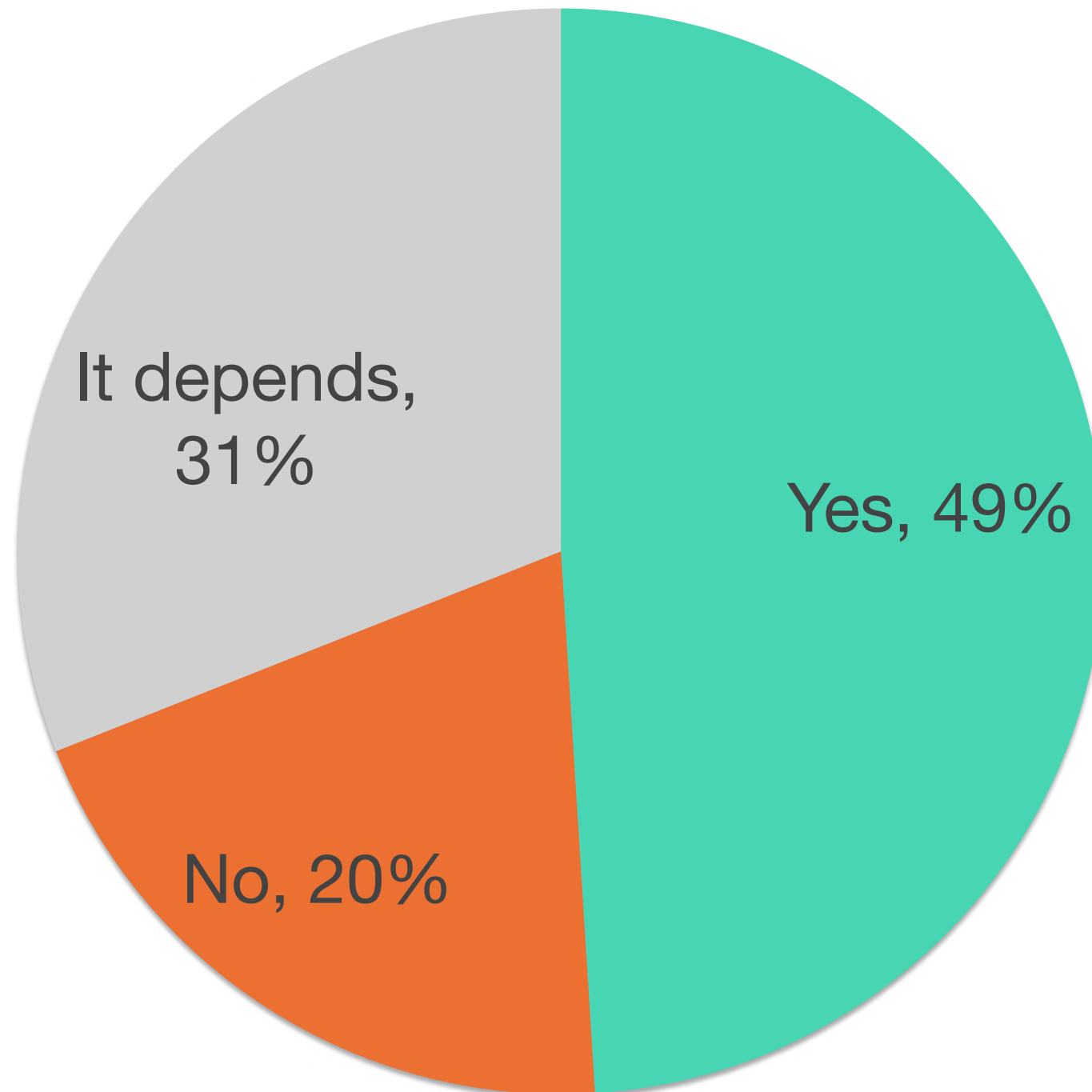


Are you concerned that people who are gathering at the protests will have an impact on spreading COVID-19?





Several companies, like Nike, have released new messages that focus on tackling racism in the US in the wake of George Floyd's death. Do you agree that companies should get involved and speak up about this issue?





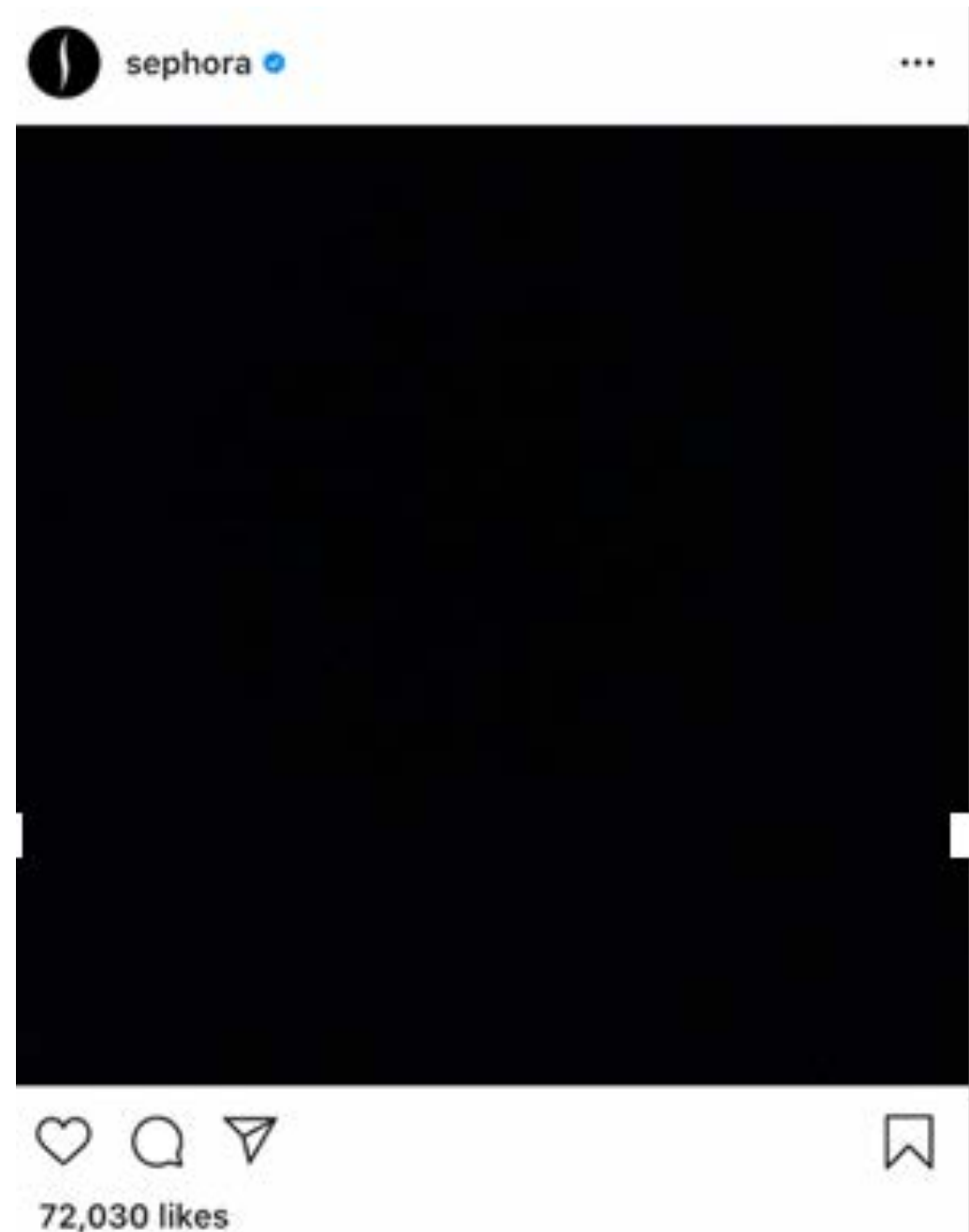
Brands Are Getting Involved

Nike

Don't pretend there's
not a problem in America.

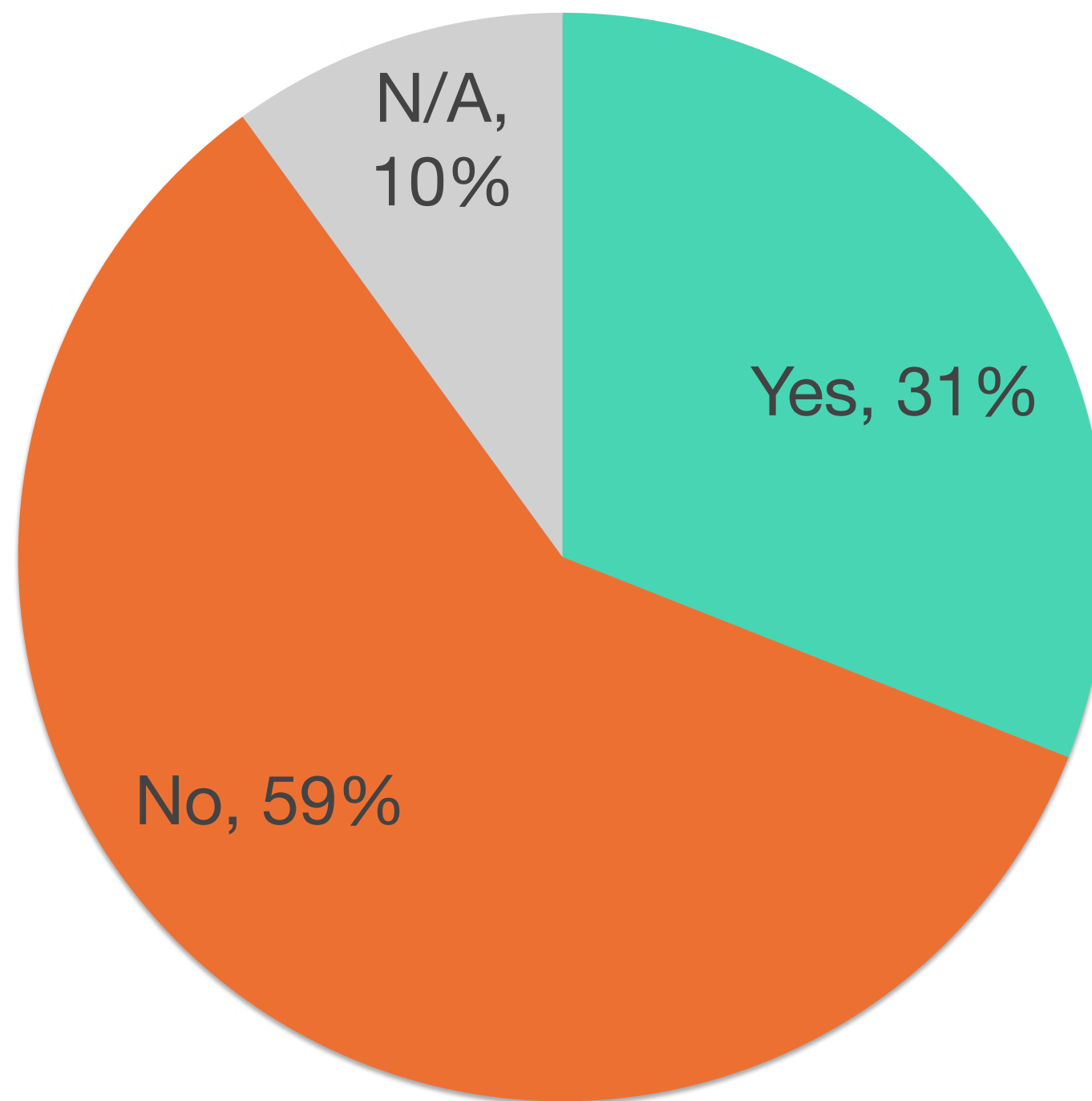


#BlackOutTuesday:
28.5 Million posts on
Instagram Alone





Do you think the protests will help bring change to the US?





Uncertainty Remains the #1 Emotion and will be a theme throughout

UNCERTAIN



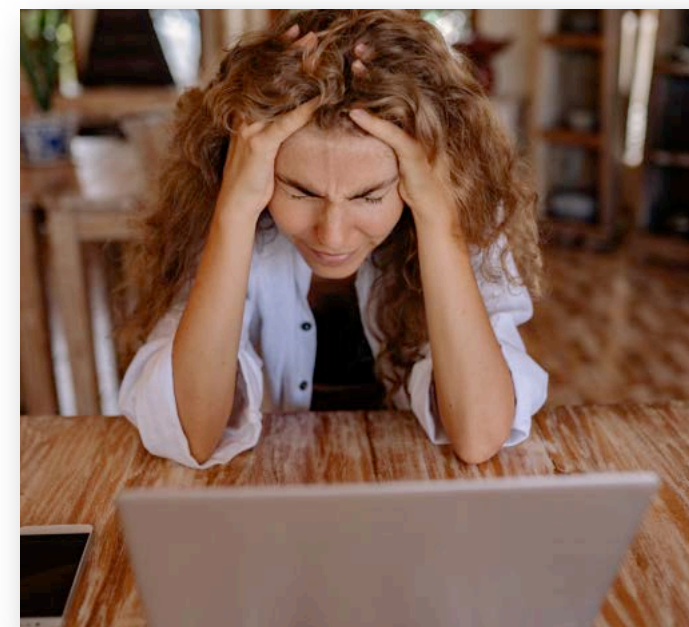
51%

HOPEFUL



37%

FRUSTRATED



35%

ANXIOUS/SCARED



31%

BIG CHANGE
vs. March 27th survey

69%

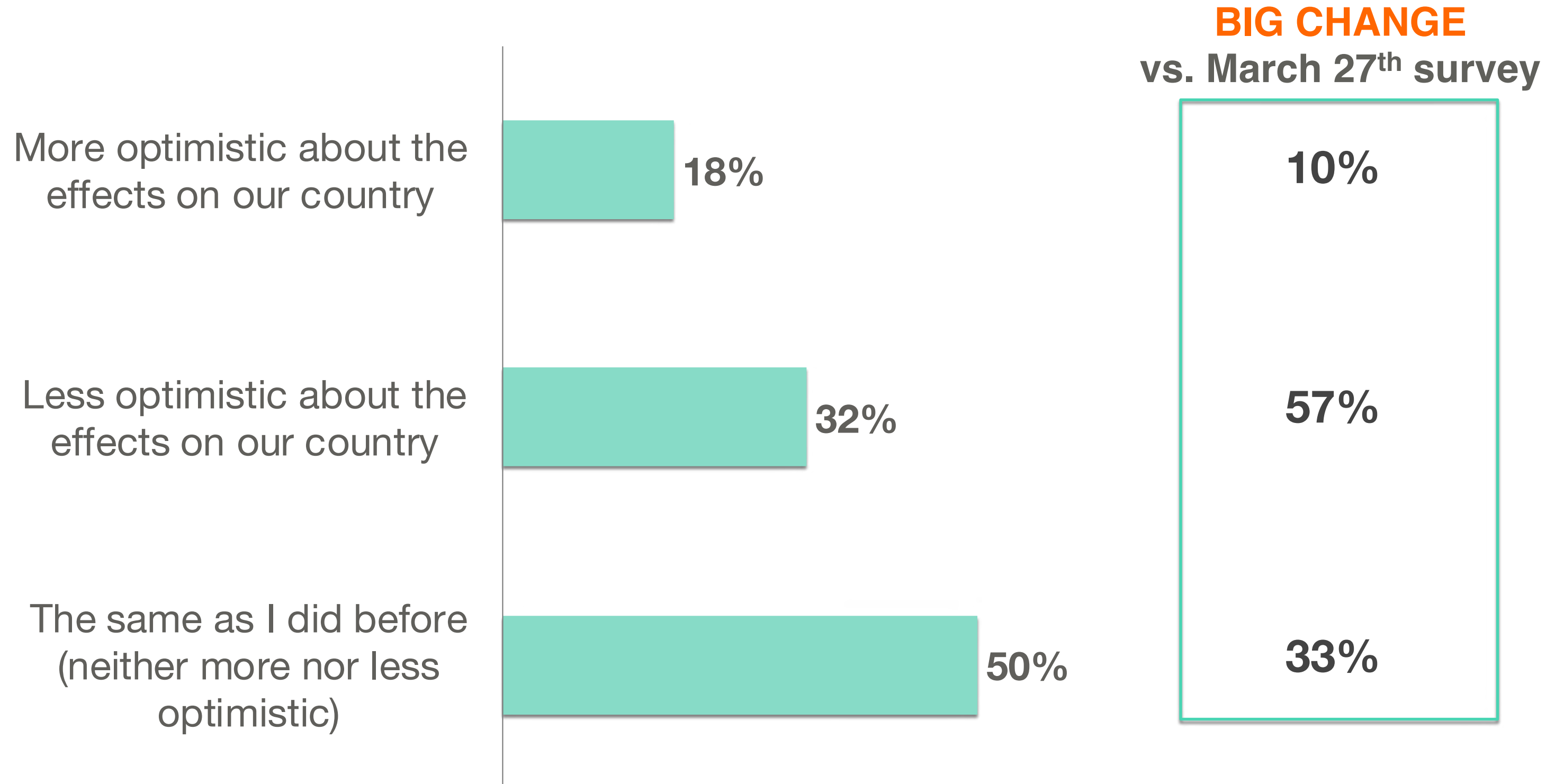
29%

42%

55%

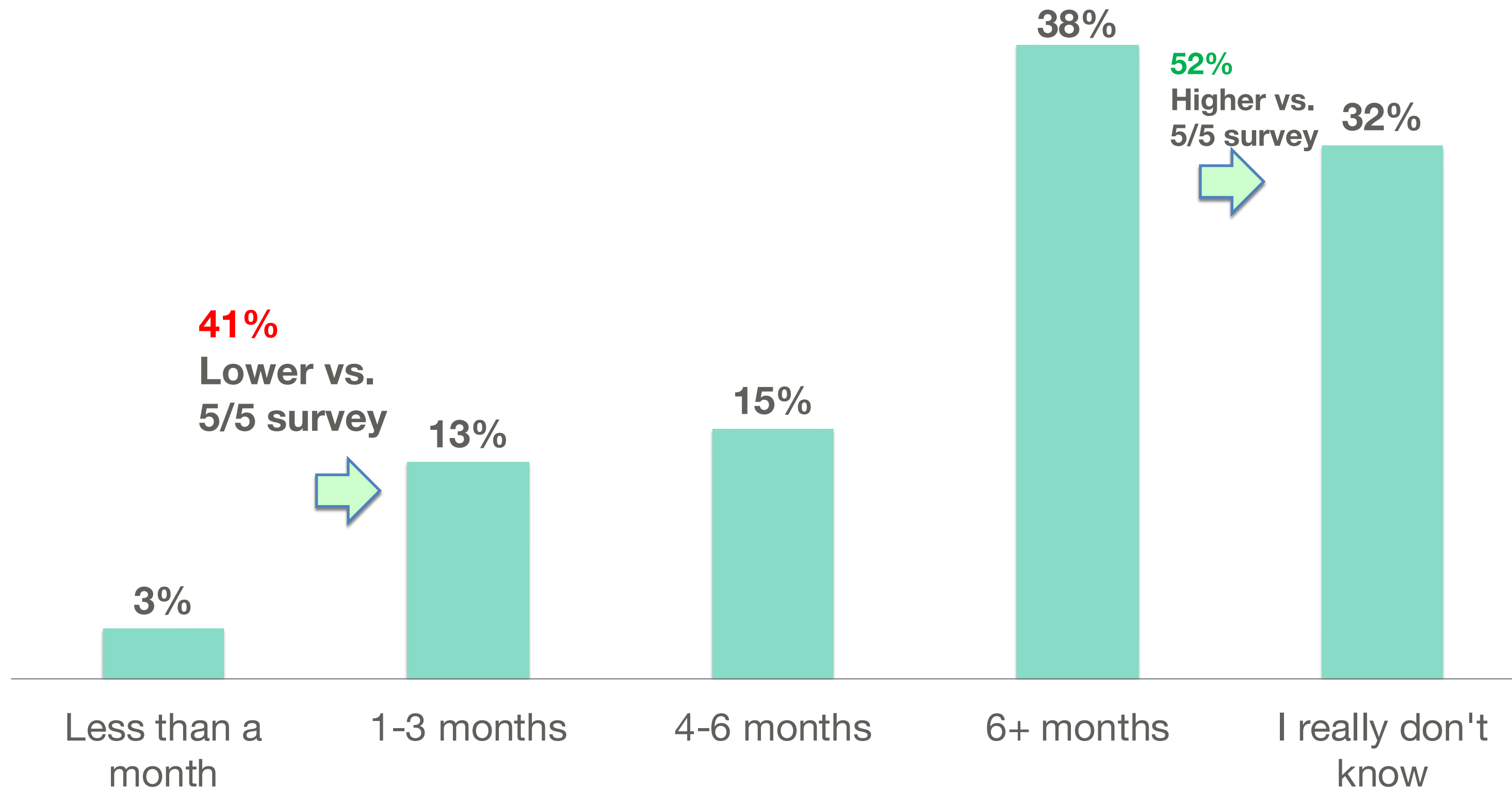


How are you feeling about how the Coronavirus will affect our country this week vs. last week?





How much longer do you think the Coronavirus crisis will last?



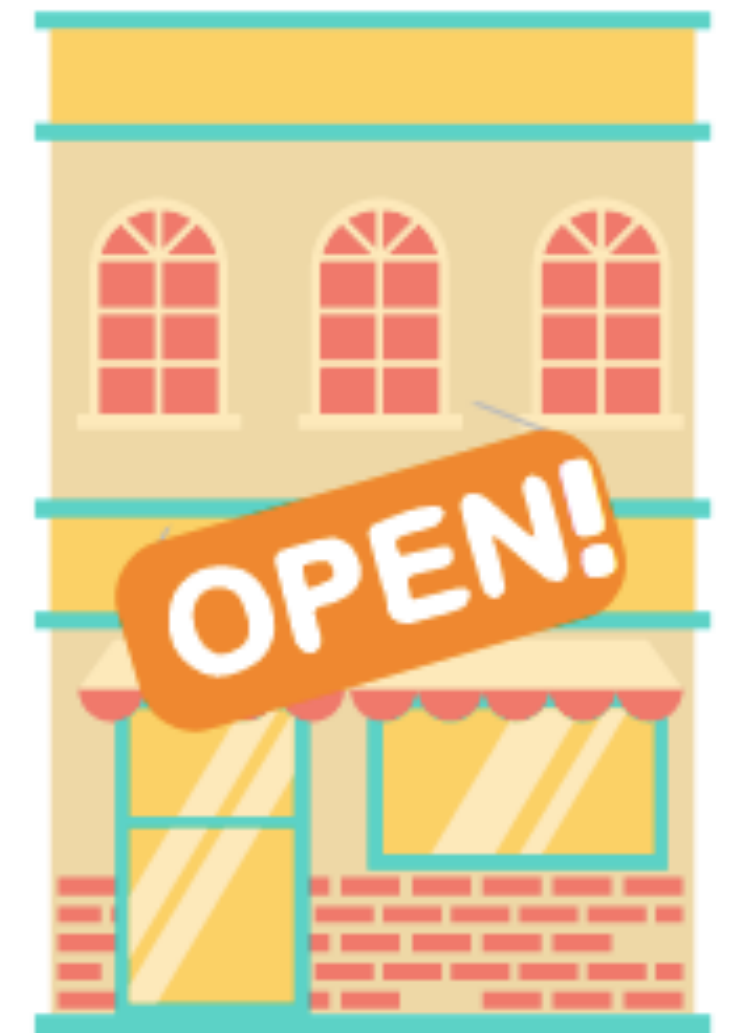
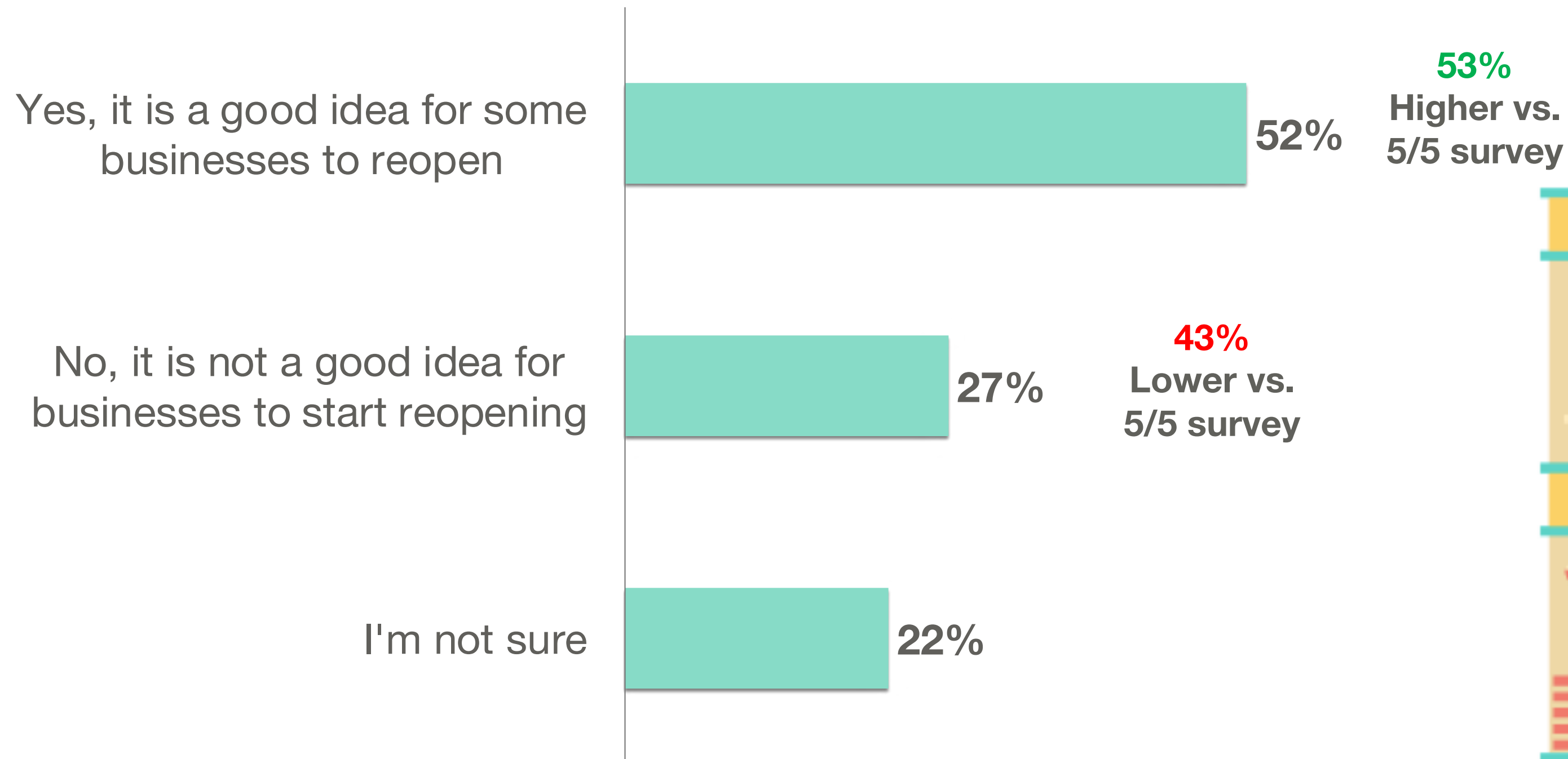


On a scale of 1 to 5, how likely are you to do the following once you feel comfortable that the Coronavirus crisis is over?
(1 = Not Very likely, 5 = Very Likely)

	Top 2 Box May 7	Top 2 Box May 29
Go to friends' and/or families' homes	75%	71%
Go to a public park	69%	61%
Go back to a work office	68%	40%
Go to a public beach	58%	40%
Going Out to Eat	55%	42%
Stay at a hotel	41%	36%
Go to a movie theater	41%	27%
Go to a show	38%	24%
Go to a concert	36%	20%
Take a flight	36%	23%
Visit Another Country	27%	15%



Some parts of the country are starting to allow some businesses and stores to reopen. Do you think this is a good idea?





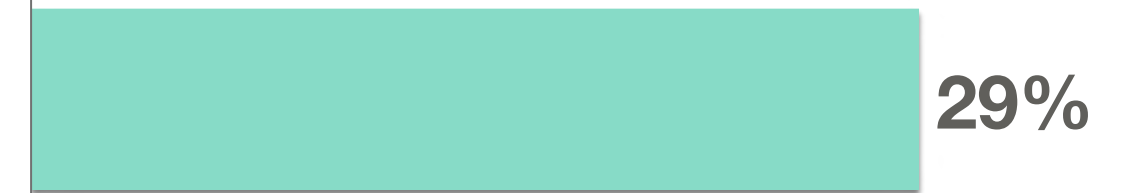
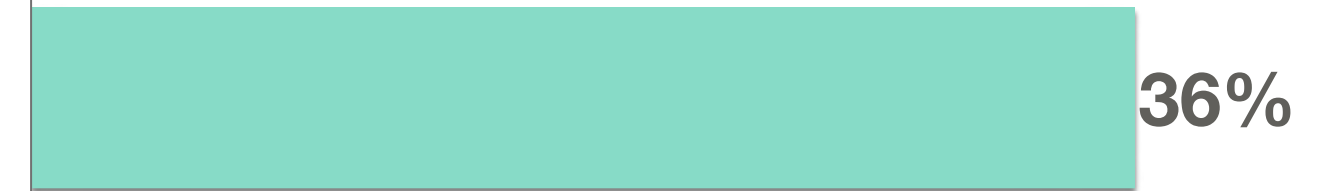
Have you gone (or will you go) into the businesses and/or stores that have reopened?



200%
Higher vs.
5/5 survey → Yes, I have

I haven't yet, but I will soon

No, I haven't and I don't plan
to soon



34%
Lower vs.
5/5 survey



Shopper Begin to Venture Out: What have shoppers done in the last two weeks?

1



Gone friends' and/or
families' homes
40%

2



Gone back to a work/office
22%

3



Gone to a public park
21%

4



Gone out to eat
17%

5



Gone to a hair or nail salon
11%



Which products are topping their grocery list?



Milk, eggs

91%



Fresh produce

91%



Snacks
(i.e., pretzels, chips)

88%



Cheese/dairy

84%



Drinks
(i.e., soda, juice)

79%



Personal care
(deodorant, toothpaste)

66%



Cereal

65%

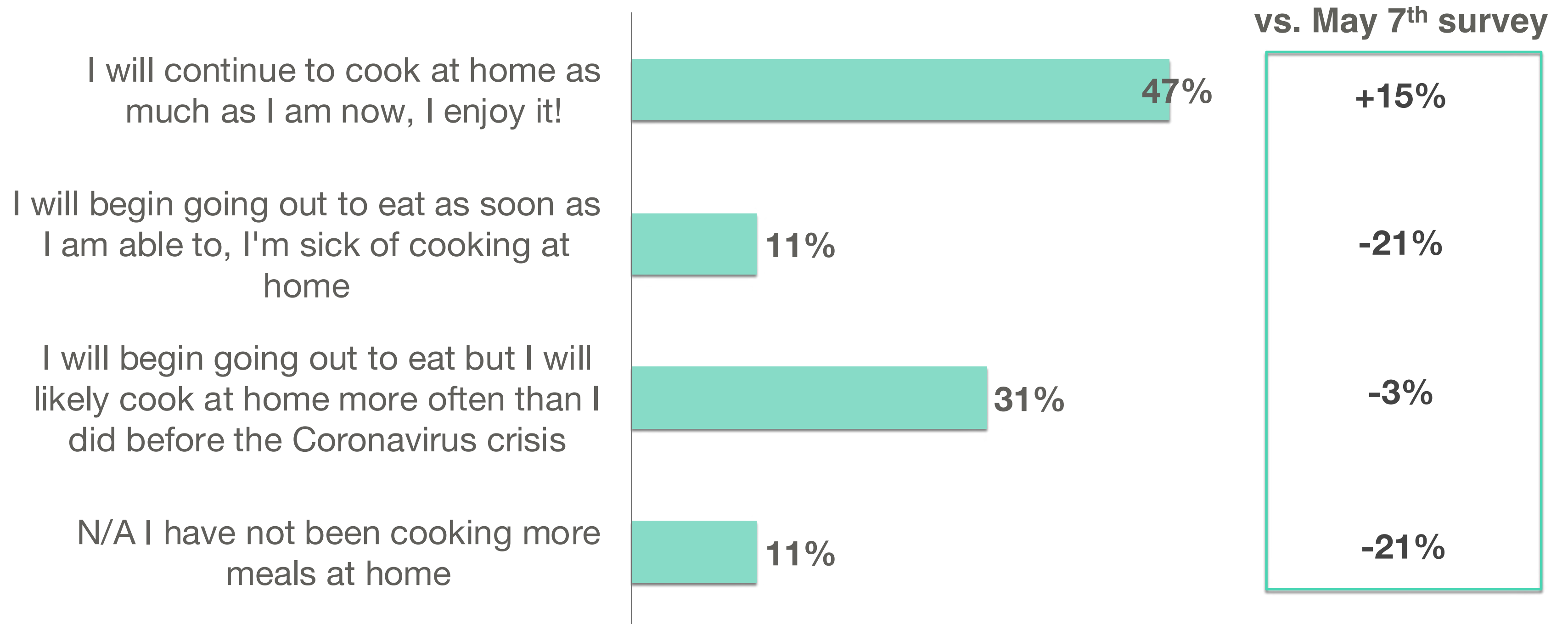


Frozen meals
(including pizza)

64%

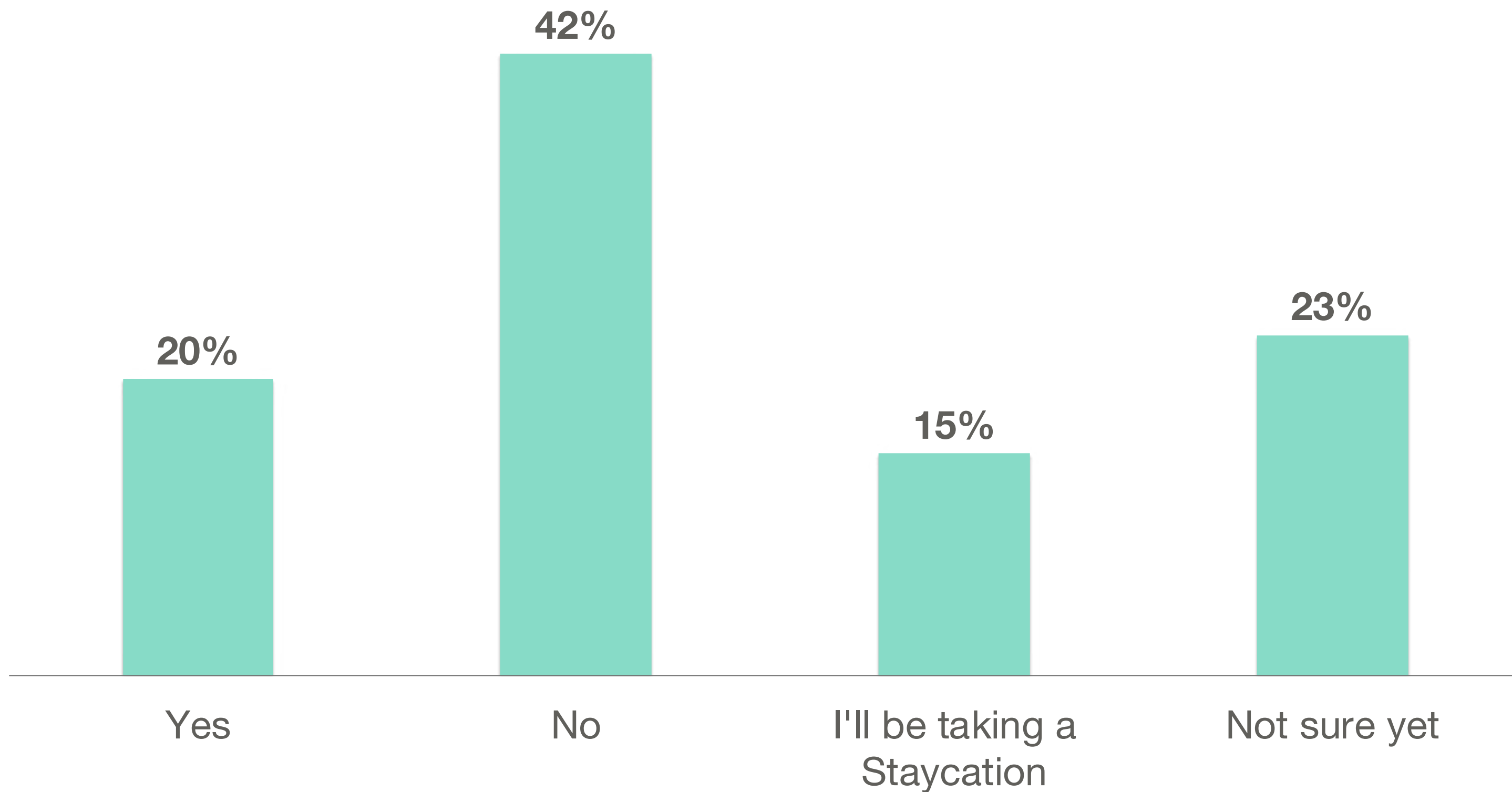


If you have been cooking more meals at home due to Coronavirus stay at home orders, how will this change after the Coronavirus crisis is over?



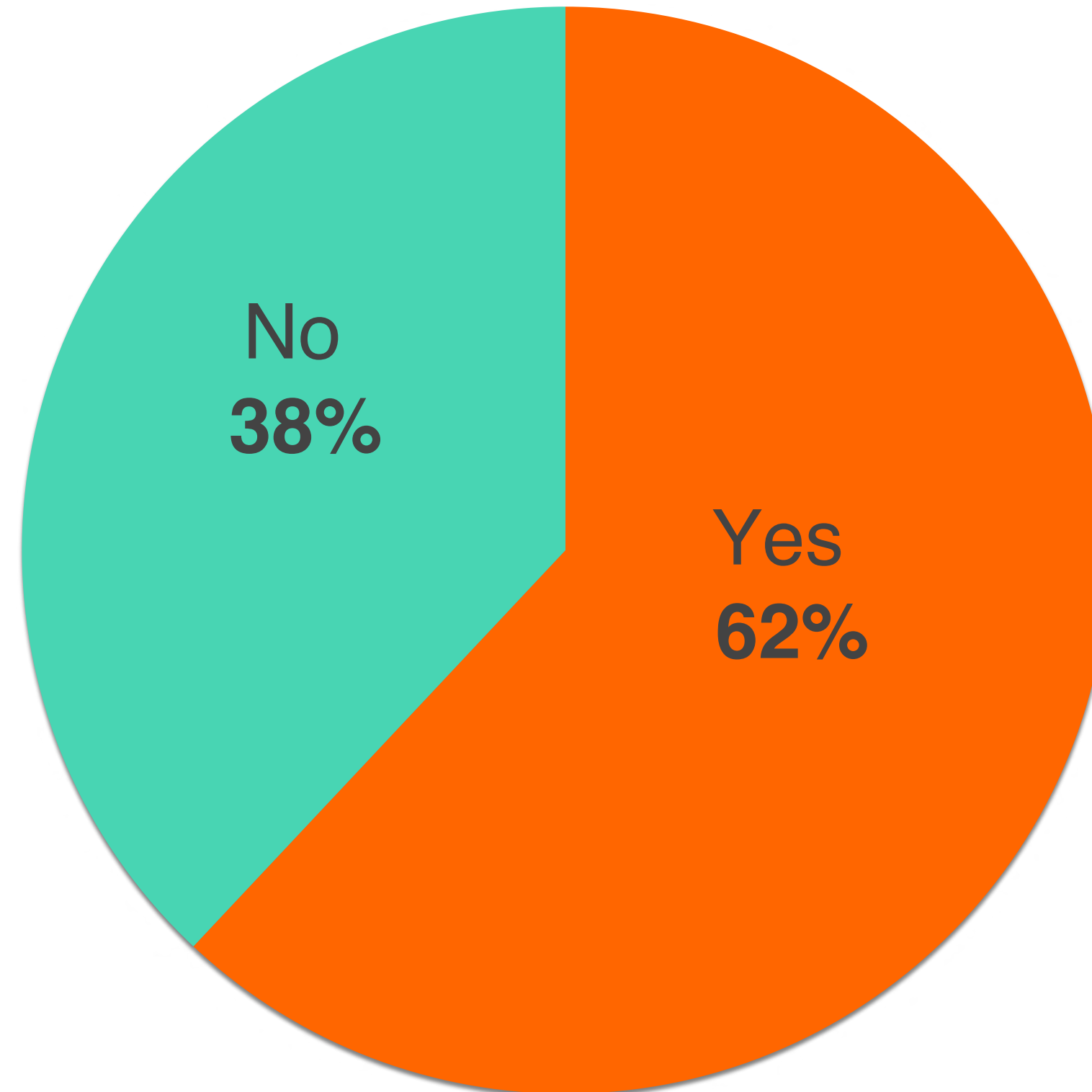


Shoppers Are Pulling Back on Vacations & Undecided



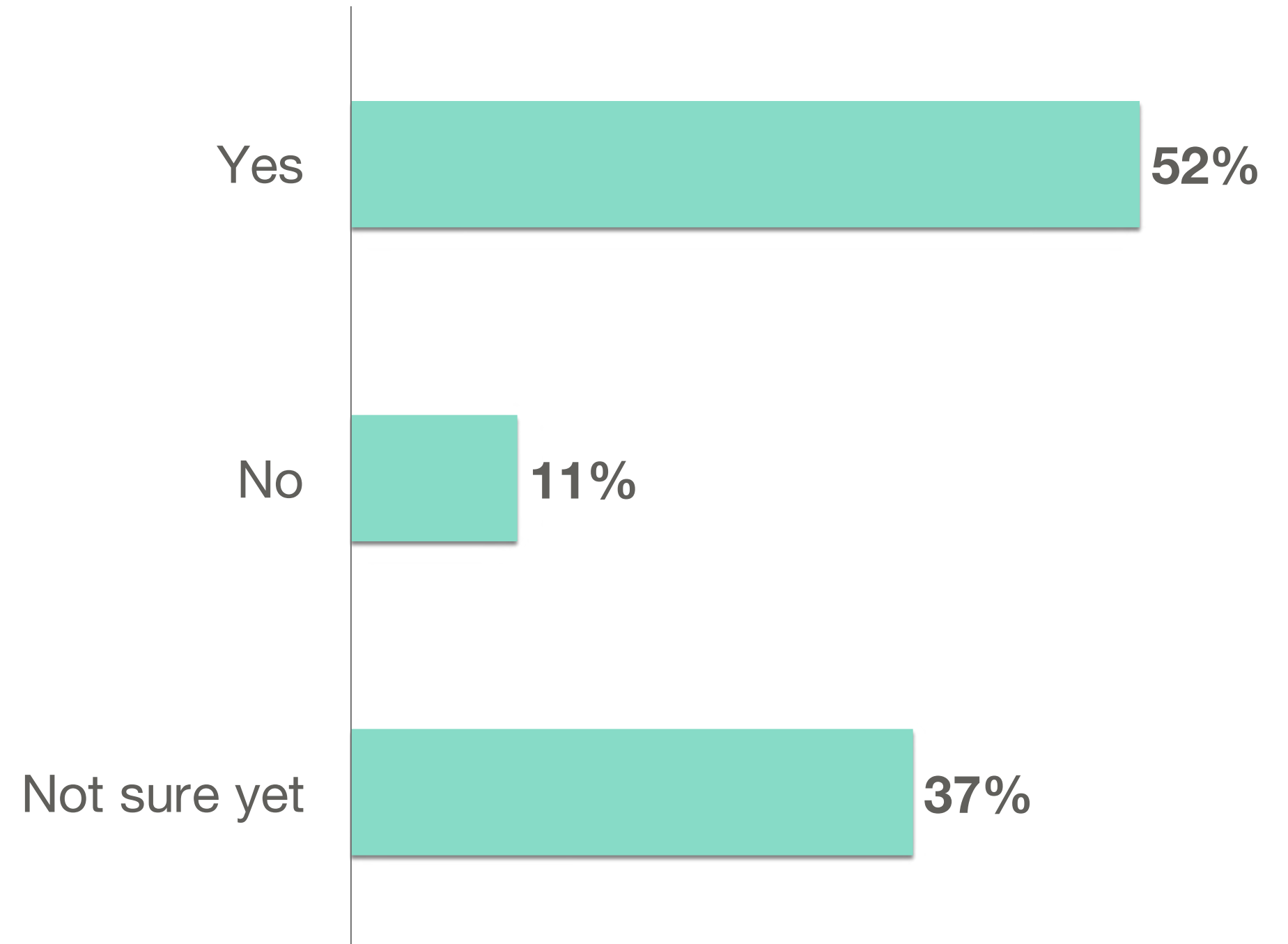


If you have children at home, are you concerned about them having enough activities to occupy them this summer?











If schools (K-12 and college) re-open in the fall, do you plan to send your children?



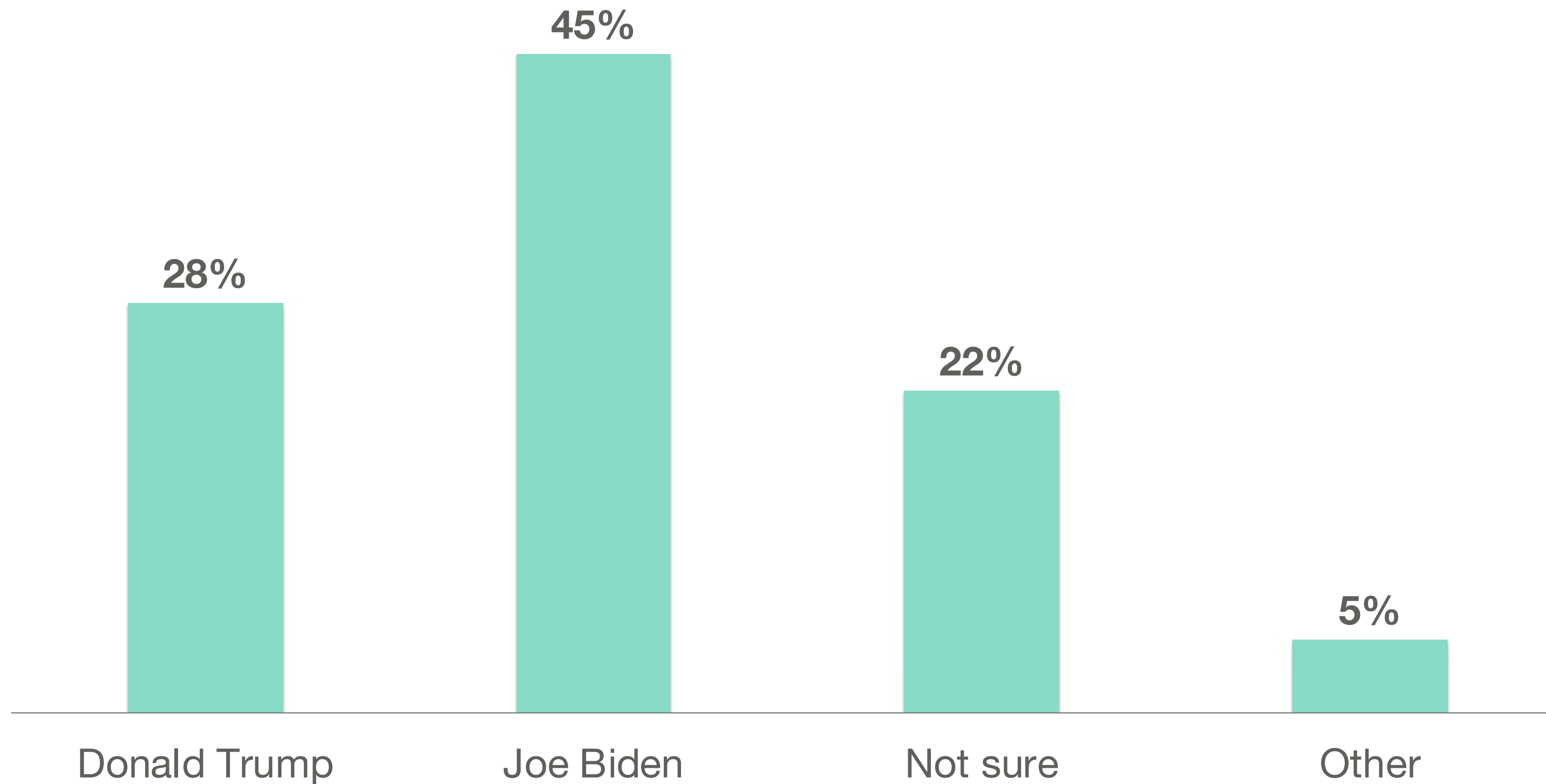


Do you plan to get together with friends or family over the following days?

	Yes	Yes – but while keeping social distance	No	Not sure yet
 Fourth of July	21%	17%	32%	29%
 Labor Day	19%	13%	33%	35%
 Summer Days	27%	25%	23%	26%
 Halloween	22%	11%	33%	34%
 Thanksgiving	37%	13%	13%	37%
 Christmas/Hanukkah/Kwanzaa	39%	13%	12%	35%



If the 2020 Presidential election was tomorrow, who would you vote for?





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