

ARNOLD + HAVAS MEDIA BOSTON

**CONSUMER PRIORITIES
AND VALUES TODAY**

July 15, 2020

Background

Arnold conducted research to understand the impact of the COVID-19 crisis on consumer priorities and values as part of a tracking study conducted between April 7-13, 2020, fielded to a general population sample of 1,000.

To assess any shifts in consumer priorities and values since that time, Arnold included these questions as part of additional proprietary research conducted between June 27-July 5, 2020 fielded to a general population sample of 5,845.

Key Findings

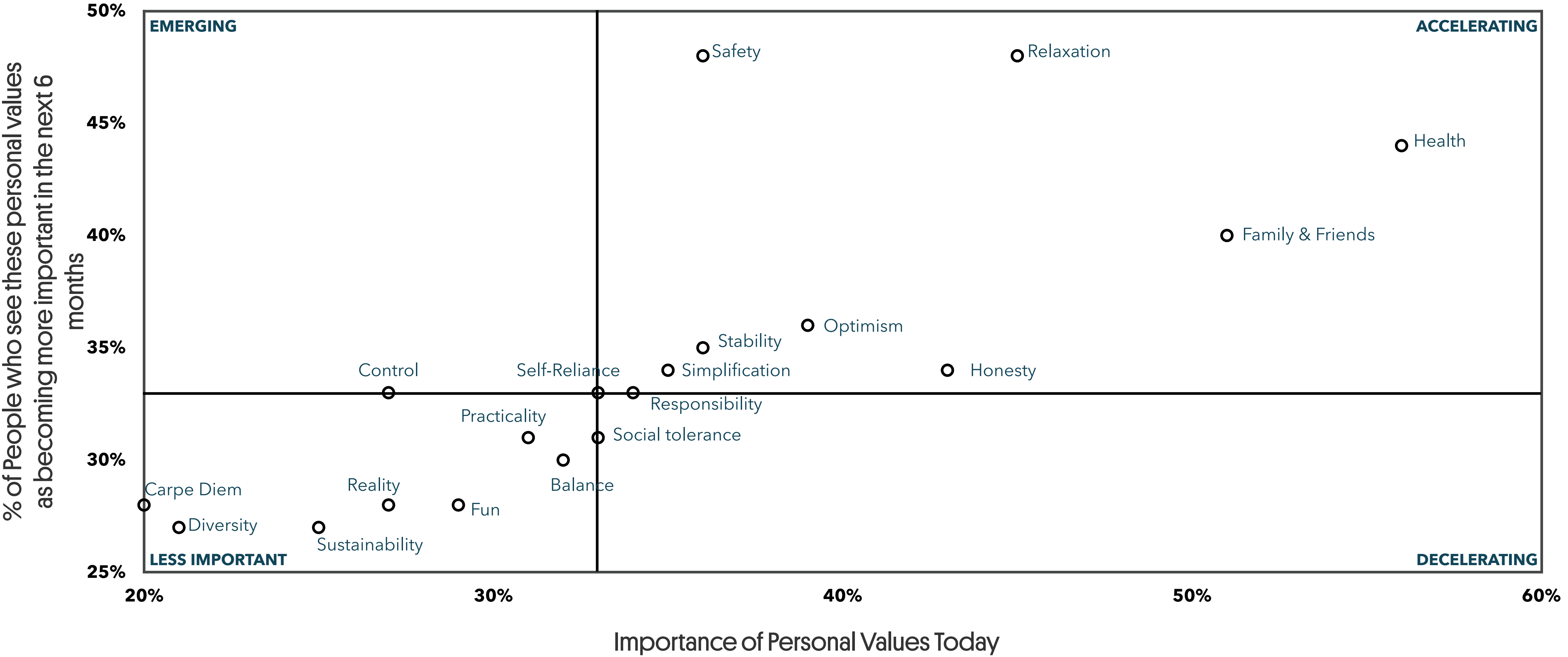
- In general, the personal values and priorities that were cited as important and accelerating in importance in April remain the same in July
- However, the relative importance of these values and priorities has shifted somewhat:
 - Personal Values:
 - The relative importance of personal values related to general well-being have increased: physical health, relaxation, simplifying one's life, and finding balance between life and work
 - There has also been an increase in the relative importance of honesty and being honest in communications
 - The relative importance of personal values associated with living life to the fullest and accepting the need to make trade-offs in life has seen the greatest decrease, potentially due to fatigue over the ongoing COVID-19 crisis
 - Priorities:
 - The relative importance of priorities related to financial well-being have increased: having financial stability and security, saving more, investing in a retirement savings plan, saving for my child's college education
 - Additionally, the relative importance of excelling in one's career has also increased - potentially due to the desire to be seen as being essential in one's job in order to avoid lay-offs
 - There has also been an increase in the relative importance of spending more time at home and making large purchases (\$1,000 or more) - which could be related to the CARES Act stimulus checks
 - The majority of other priorities have seen a decrease in relative importance given the shift toward financial well-being

Key Findings (2 of 2)

- As a result of these shifts, it appears that:
 1. People are increasingly seeking ways to achieve better overall health and wellness given the day-to-day demands being put on them that can at times feel untenable
 2. People value honesty in a world where the federal government provides mixed messages and people are increasingly having to figure out the best path forward through this crisis on their own
 3. People appear to be increasingly concerned about their financial stability and are preparing for an uncertain financial future
 4. People are prioritizing spending more time at home, potentially given the increases in COVID-19 cases since lockdowns ended

People value health, family, and safety, in addition to optimism, stability, and the ability to take time to relax today - and these values continue to rise in importance

Personal Values



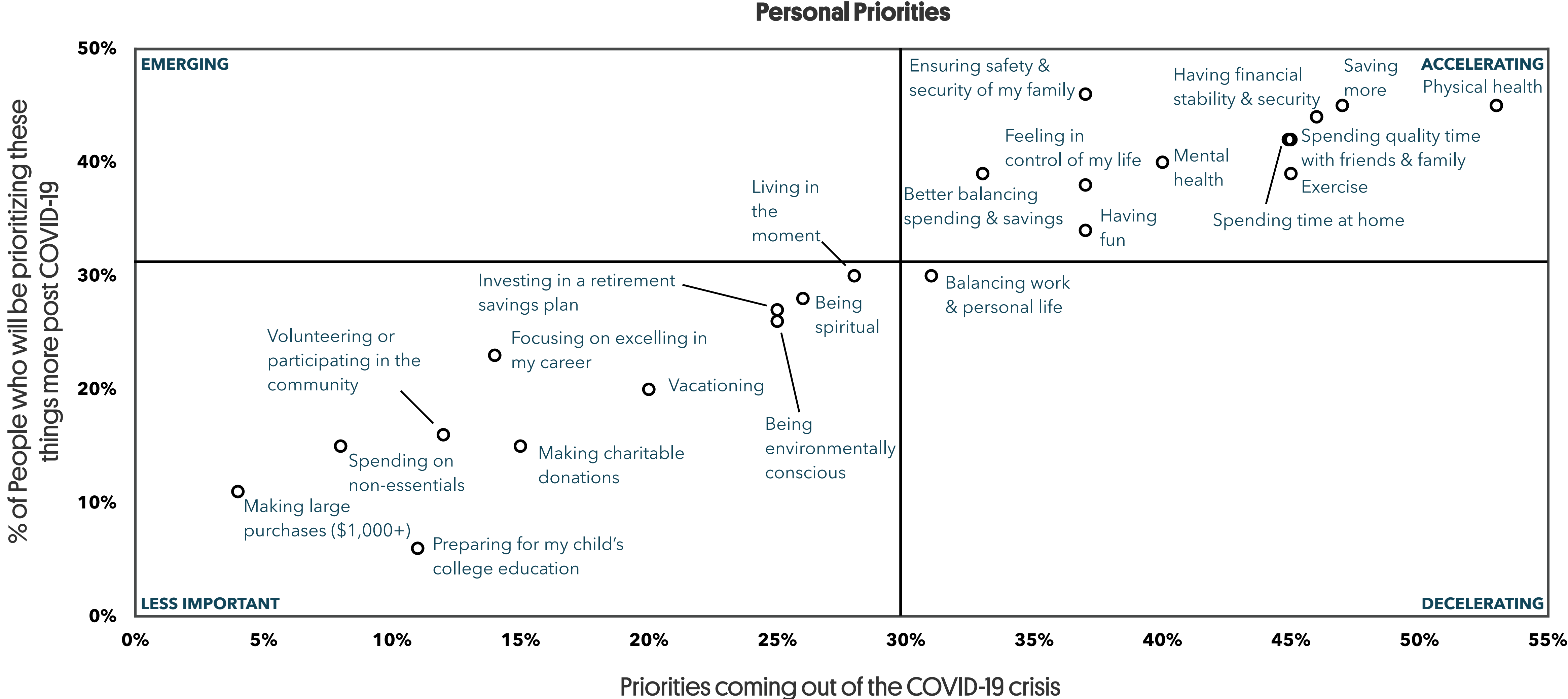
Since April, health, relaxation, simplification, honesty, and balance have increased in relative important and are seen as becoming increasingly important in the future

PERSONAL VALUES	Relative Importance April 2020 (Index v. Average)	Relative Importance July 2020 (Index v. Average)	Change (July v. April)	Relative Importance in N6M v. P6M April 2020 (Index v. Average)	Relative Importance in N6M v. P6M July 2020 (Index v. Average)	Change (July v. April)
Family & Friends: Prioritizing caring for the needs of my family/friends	152	149	-3	127	122	-5
Optimism: Trying to see the positive side of things	125	115	-10	107	110	3
Health: Being mindful of my physical health	156	162	6	129	133	4
Relaxation: Being more relaxed/trying not to let worries stress me out	120	131	11	108	115	7
Stability: Ensuring greater stability through planning for the future	95	104	9	109	105	-4
Simplification: Simplifying my life	100	103	3	95	102	7
Honesty: Seeking straightforward and honest communication	112	124	12	101	103	2
Fun: Letting loose and having fun	80	85	5	84	84	0
Control: Gaining more control in my life	81	79	-2	96	99	3
Reality: Accepting that I need to prioritize and make trade-offs in life	88	78	-10	87	85	-2
Safety: Creating a greater sense of security	104	105	1	116	114	-2
Responsibility: Being more considered/responsible in my purchases	100	98	-2	101	101	0
Balance: Finding more balance in my life and work	77	93	16	85	91	6
Carpe Diem: Living life to its fullest every day	67	58	-9	86	84	-2
Practicality: Taking a practical and grounded approach to life	91	91	0	88	93	5
Sustainability: Trying to be more responsible about how my choices impact my community, the environment, and the world	75	73	-2	84	83	-1
Self-Reliance: Relying on myself first for my needs	91	95	4	99	99	0
Social tolerance: Respecting ethnic, racial, religious, or other social differences	86	95	9	99	95	-4
Diversity: Learning about and connecting with diverse groups of people and communities outside of my own	N/A	60	N/A	N/A	81	N/A

The relative importance of personal values around family and friends, accepting reality, living life to the fullest, and sustainability has decreased since April

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People are prioritizing health, family, safety, and financial well-being, in addition to control and fun; these are growing as priorities



Since April, financial priorities have increased in relative important and are seen as becoming increasingly important in the future, in addition to career and spending more time at home

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Physical health	191	178	-13	150	146	-4
Exercise	167	152	-15	121	126	5
Mental health	138	134	-4	132	129	-3
Being spiritual	102	87	-15	100	92	-8
Spending quality time with friends and family	171	150	-21	153	137	-16
Having fun	117	126	9	116	111	-5
Living in the moment	109	93	-16	114	99	-15
Vacationing	74	67	-7	72	66	-6
Having financial stability and security	143	155	12	140	141	1
Saving more	142	157	15	128	144	16
Spending on non-essentials	40	26	-14	48	47	-1
Making large purchases (\$1,000 or more)	13	15	2	21	34	13
Better balancing spending and savings	123	112	-11	126	126	0
Feeling in control of my life	113	125	12	126	122	-4
Focusing on excelling in my career	39	47	8	59	73	14
Balancing work and personal life	90	105	15	98	98	0
Ensuring the safety and security of my family	151	125	-26	160	149	-11
Spending time at home	109	151	42	115	136	21
Volunteering or participating in the community	54	39	-15	60	51	-9
Making charitable donations	61	51	-10	58	50	-8
Being environmentally conscious	88	85	-3	88	84	-4
Investing in a retirement savings plan	43	85	42	69	87	18
Preparing for my child's college education	20	35	15	46	53	7

While financial priorities grew in relative importance since April, most other priorities decreased in relative importance

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