

A person wearing a grey hoodie and a white face mask is looking at a smartphone. They are standing on a train platform, with a train visible in the background. The entire image has a blue tint.

Reactions to a Pandemic in a Connected World

COVID-19 Consumer Insights: USA— Part 1

Based on platform insights from Jan 1 to Mar 23
and survey responses held between March 19–22

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inMOBI

Audience Intelligence | Pulse

About this Report

The following report is based on a detailed analysis of data received from a survey conducted on the InMobi Pulse platform combined with the data available with the InMobi Audience Intelligence platform that powers our segmentation and targeting for marketers and advertisers across the globe and TruFactor which is a patented anonymization platform that democratizes access to unique Consumer Intelligence . The analysis explores the sentiments of the average American in these unique times, their reaction to COVID-19 and identifies the change in their behavior, both offline and online.

SURVEY RESPONSES

- The survey was conducted on InMobi Pulse – a mobile market research platform, between March 19-23 with a sample size of 2533 smartphone users.

PLATFORM INSIGHTS

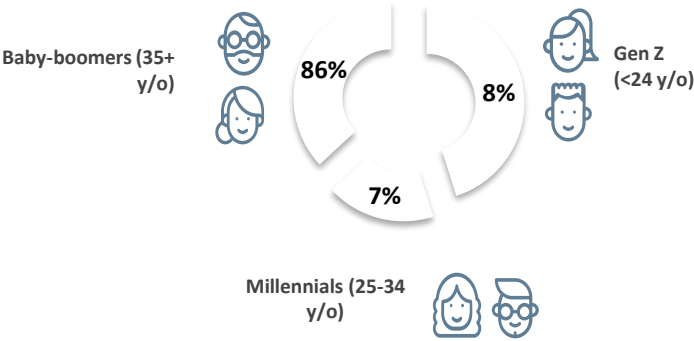
- This survey responses are combined with analysis of aggregated data signals received from the InMobi Audience Intelligence platform from the first week of January to the 23rd of March.
- The analysis also unravels location trends across the country through data signals from places of interest or polygons (created by InMobi for over 16 million locations across USA).

Profile of Survey Respondents

The survey was conducted on the InMobi Pulse platform and a total of 2533 unique and valid responses were collected. The following is the demographic profile of the respondents.



GENDER & AGE

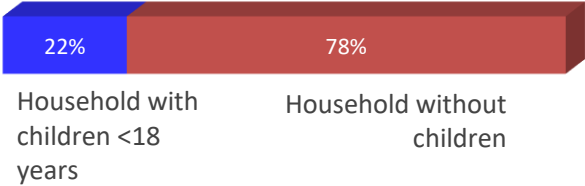


STATE COVERAGE

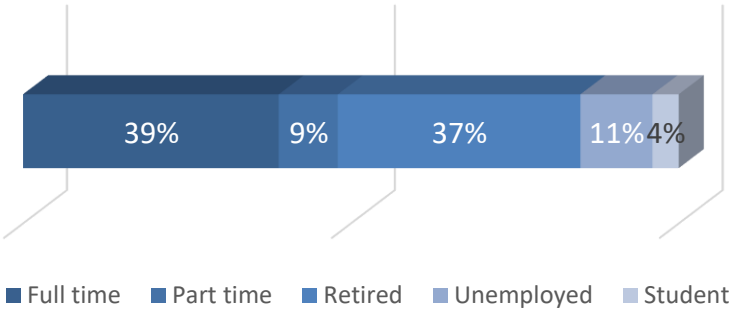
Pan-USA survey covering all metros, Tier II cities and beyond.



FAMILY STRUCTURE



EMPLOYMENT STATUS



Erin Wil
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Content

01

The COVID-19 Impact on USA

02

The Consumer Sentiment in USA

03

The Shift in Consumer Behavior

04

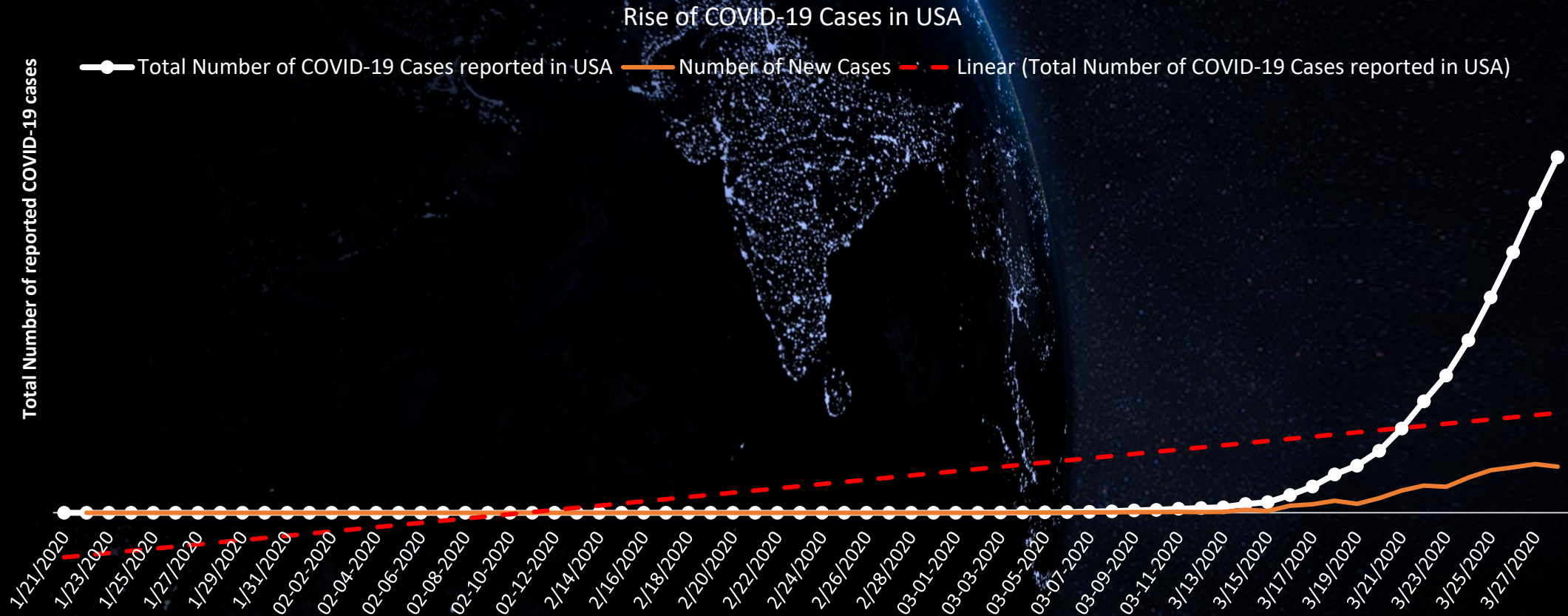
De-stressing in times of crisis

The COVID-19 Impact on USA

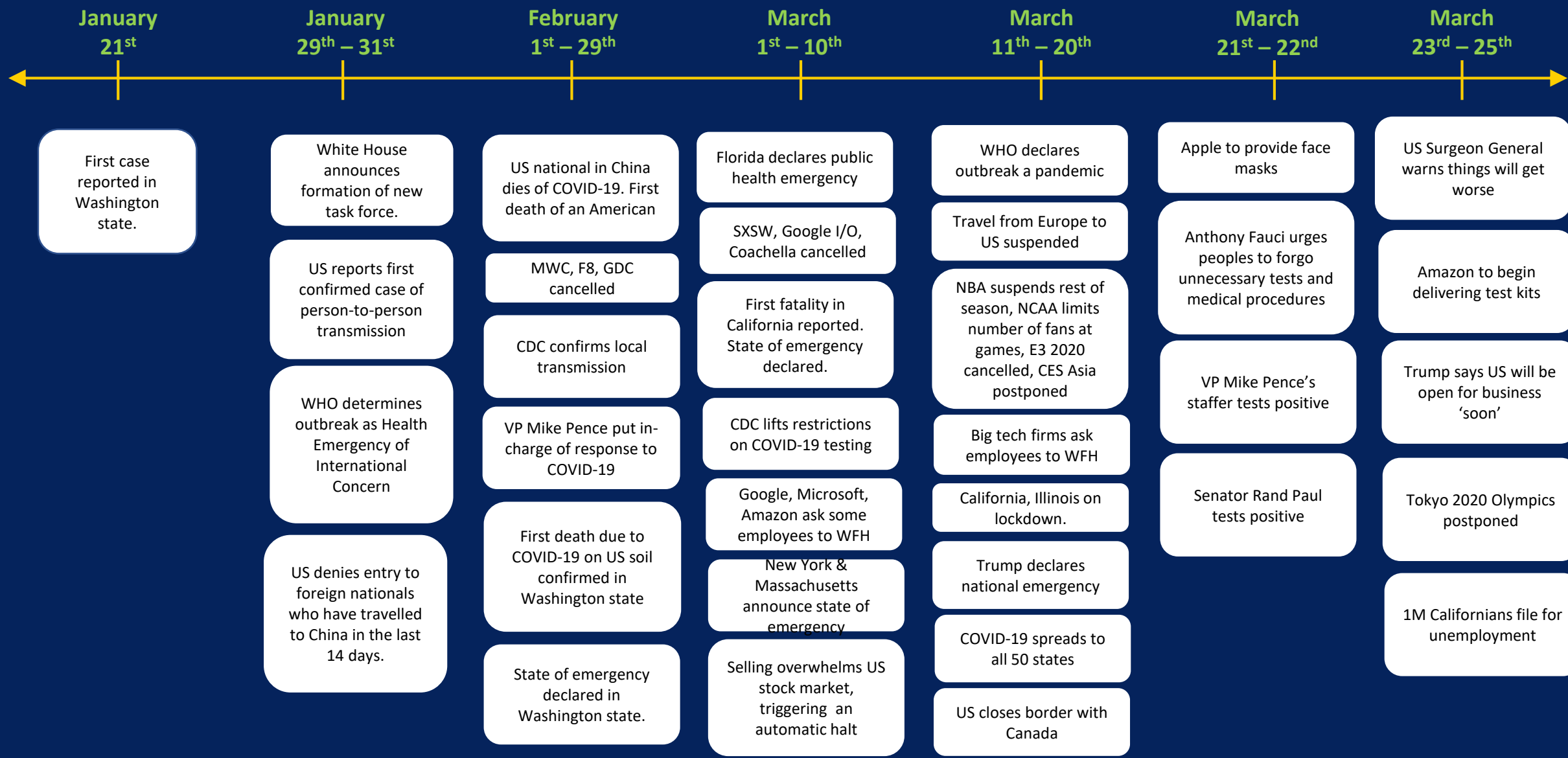


The COVID-19 Impact in USA

Since Coronavirus first came to the world's notice in late last year, it has spread to at least 147 countries. In USA, the **first case surfaced on January 21st** and by February 29th, 30 people had tested positive. The spread was contained for the large part in February. However, by March 23rd over 54,000 cases were reported and the virus had spread to all 50 states. That's an approximate growth of 2366 cases every day between March 1st to March 23rd.



Key Events in the Timeline of COVID-19 in USA

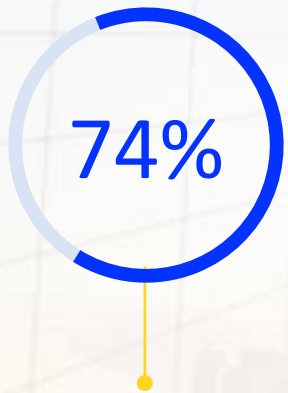


The Consumer Sentiment in USA



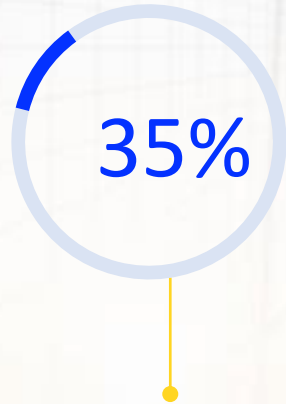
The American outlook post COVID-19

Inundated with information, and living in a new reality, Americans are facing new challenges and expect the impact to stay for a few months.



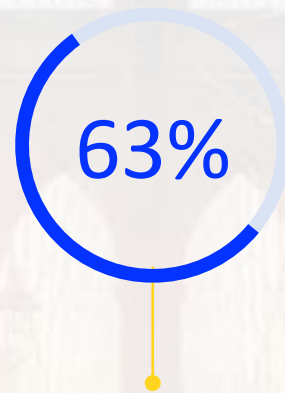
Employment status has not changed

74% of the respondents who were employed full time or part time prior to the Coronavirus outbreak, have witnessed no change in their employment status.



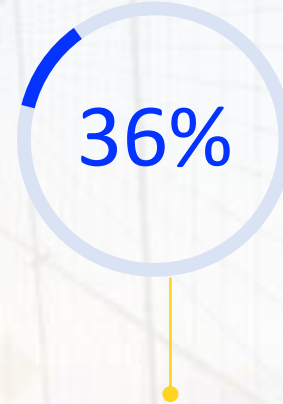
The World Economy is in deep trouble

35% consumers believe that the world economy is headed for a recession and 32% believe that the US will suffer an economic setback.



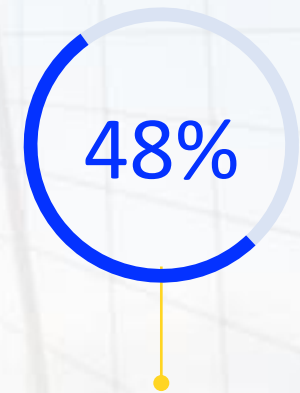
Social Distancing for the majority

63% of Americans are taking social distancing seriously and not leaving their homes unless absolutely necessary.



Impact will last 2-3 months

36% of Americans think that COVID-19 will continue to impact their shopping, entertainment, social and personal behaviors for another 2-3 months.



Conferencing tools to the rescue

48% of Americans are using some form of conferencing tools to connect for with colleagues at work and keep the work going.

Q7. How has your employment status changed since the coronavirus outbreak?

Q8. How has managing your work changed due to the coronavirus outbreak?

Q10. Have you reduced contact with others since the coronavirus outbreak?

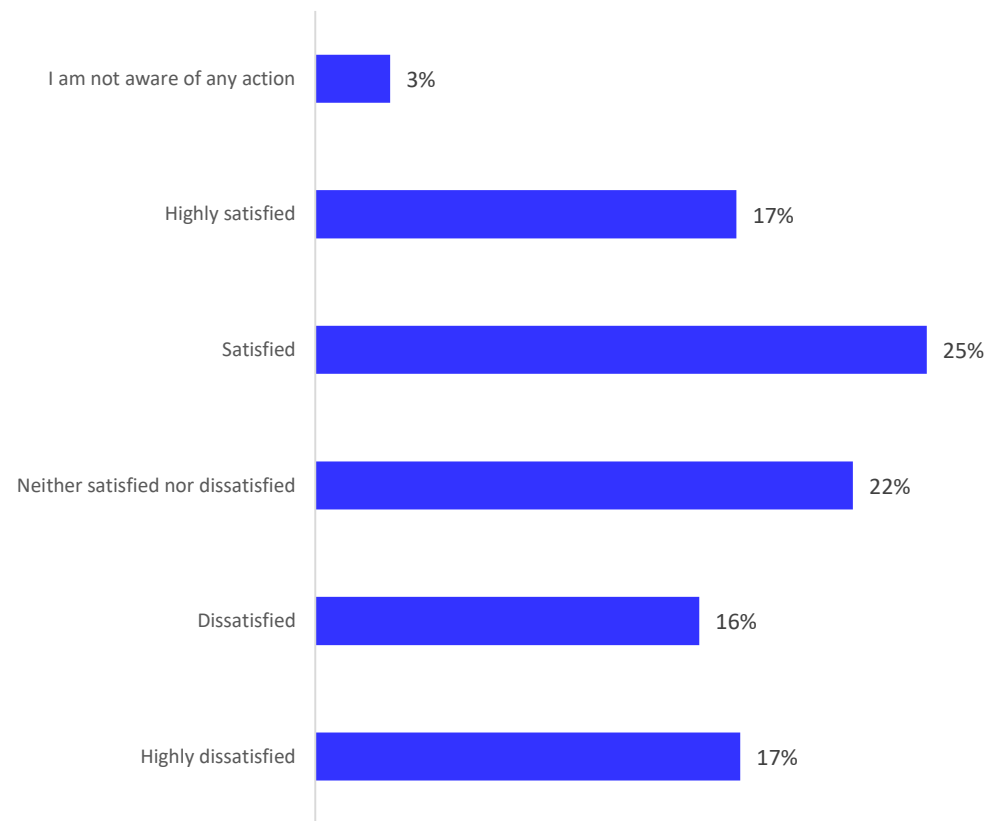
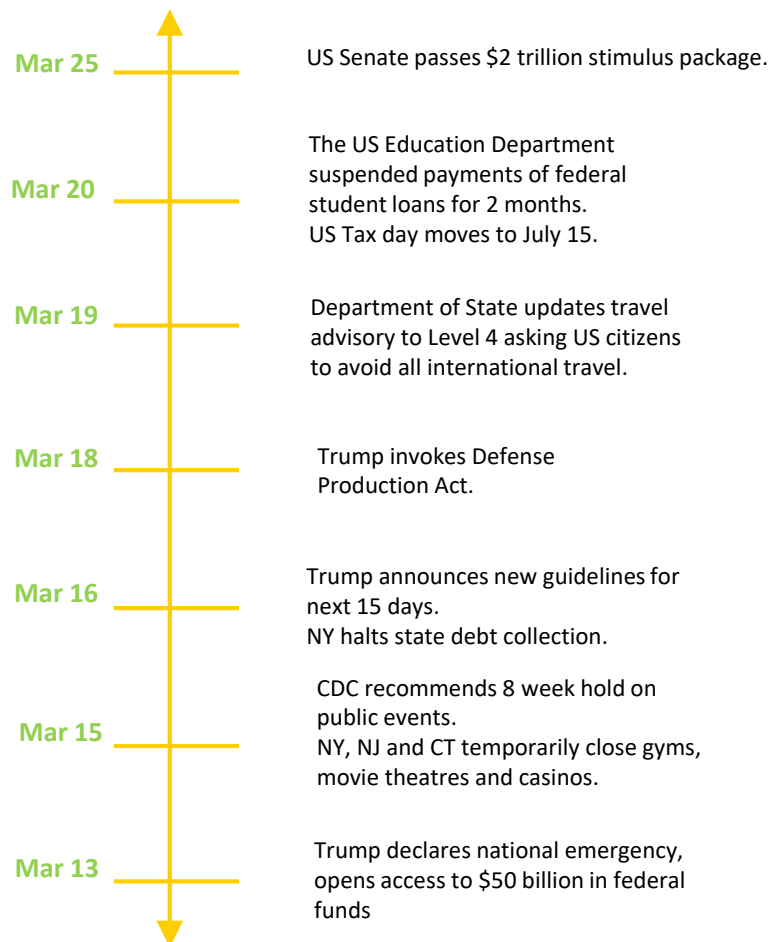
Q22. For how long do you think coronavirus will continue to affect your shopping, entertainment, or personal behaviors?

Q24. How do you think coronavirus will affect the world economy?

Total sample – 2533. Survey dates: March 19th – 23rd

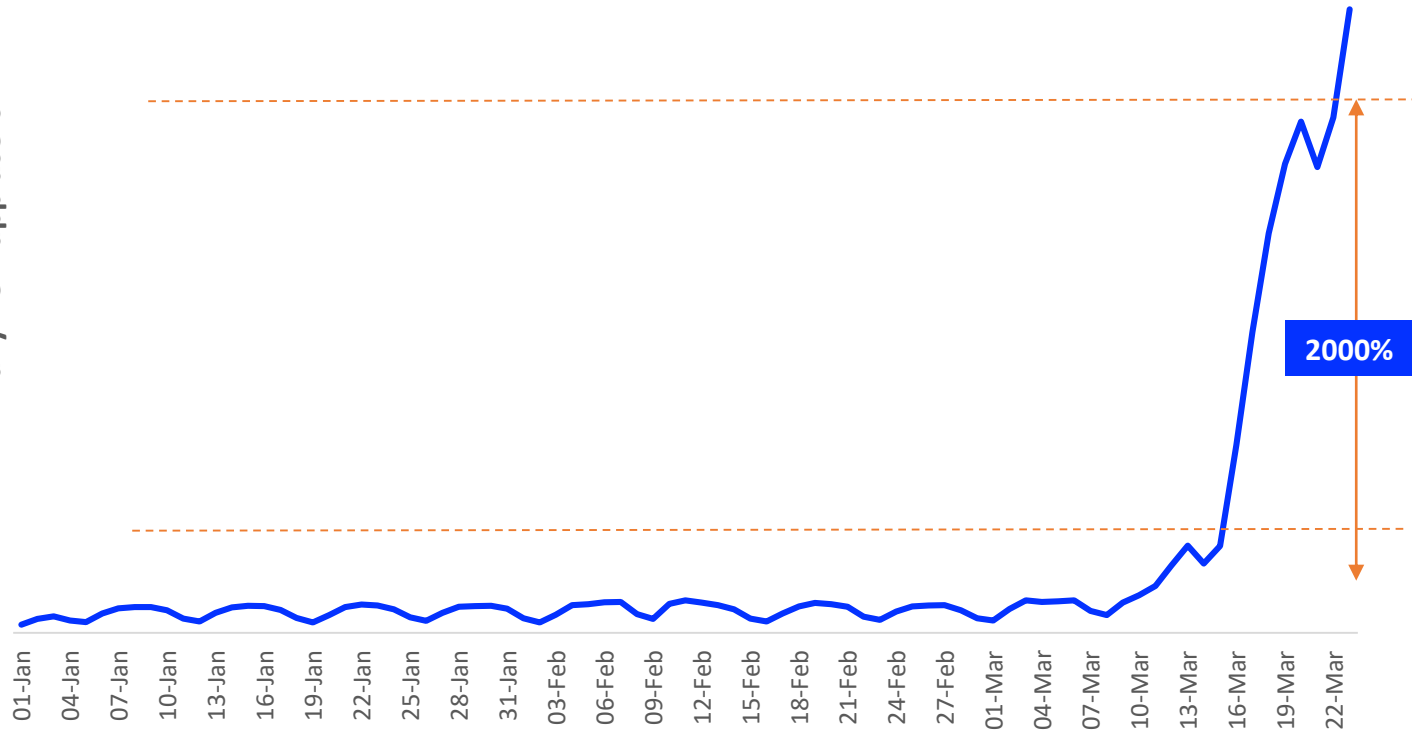
How satisfied are consumers with Government measures?

Only 1 in 4 Americans are satisfied with the measures taken by the government to prevent and treat COVID-19



Remote working app installs see sharp growth

Daily new app users



COVID-19 **OUTBREAK**

Beginning March 11th, app installs for remote working apps such as Zoom etc see a sudden increase.

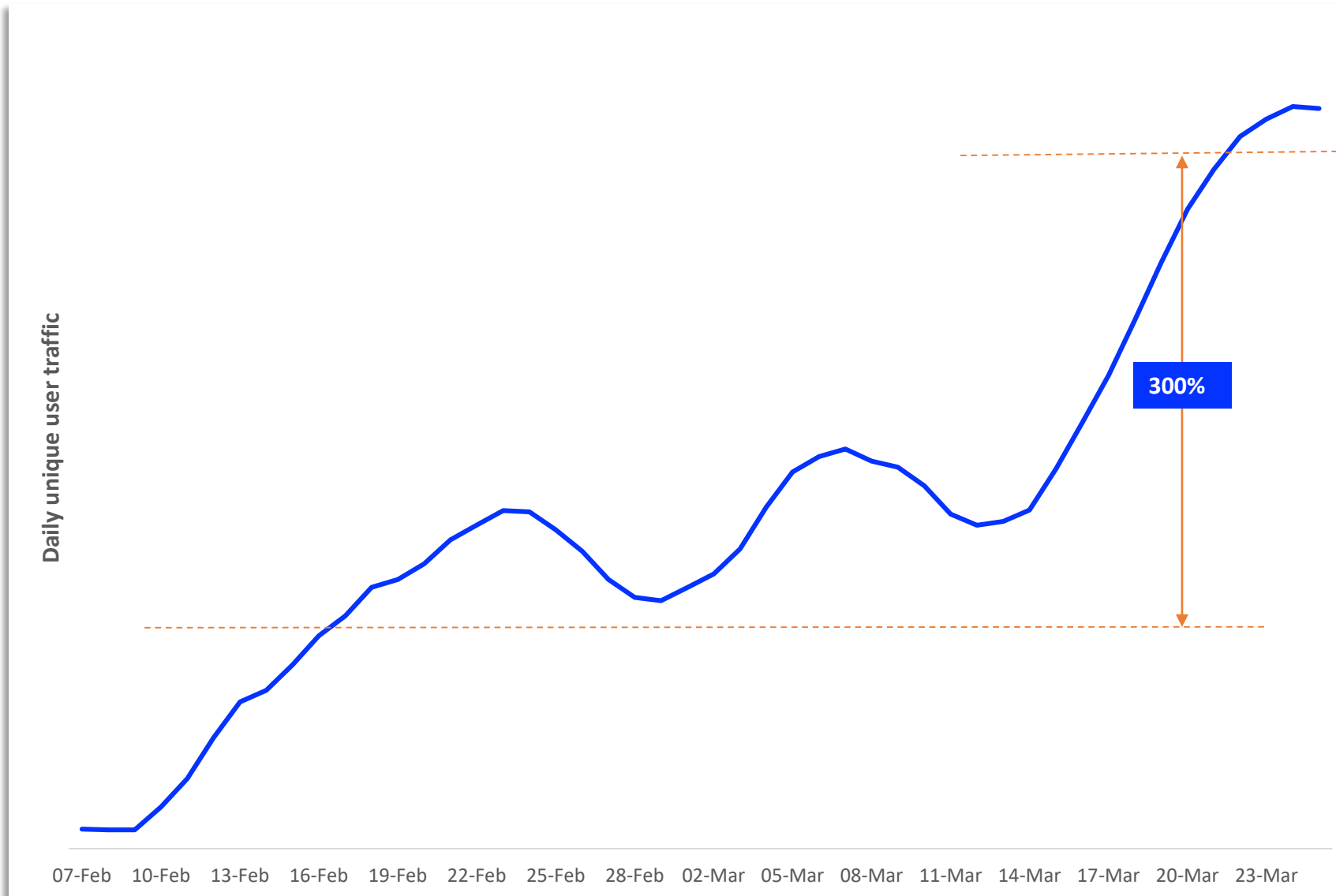
COVID-19 **RESPONSE**

Beginning March 11th, big tech firms asked employees to WFH. The rise in installs of remote working apps that allow video conferencing sees a sharp increase soon after.

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News App consumption peaks amidst fear of COVID-19



COVID-19 outbreak

1

Post the initial news breakout of COVID-19, news apps witness a continuous increase in usage.

COVID-19 response

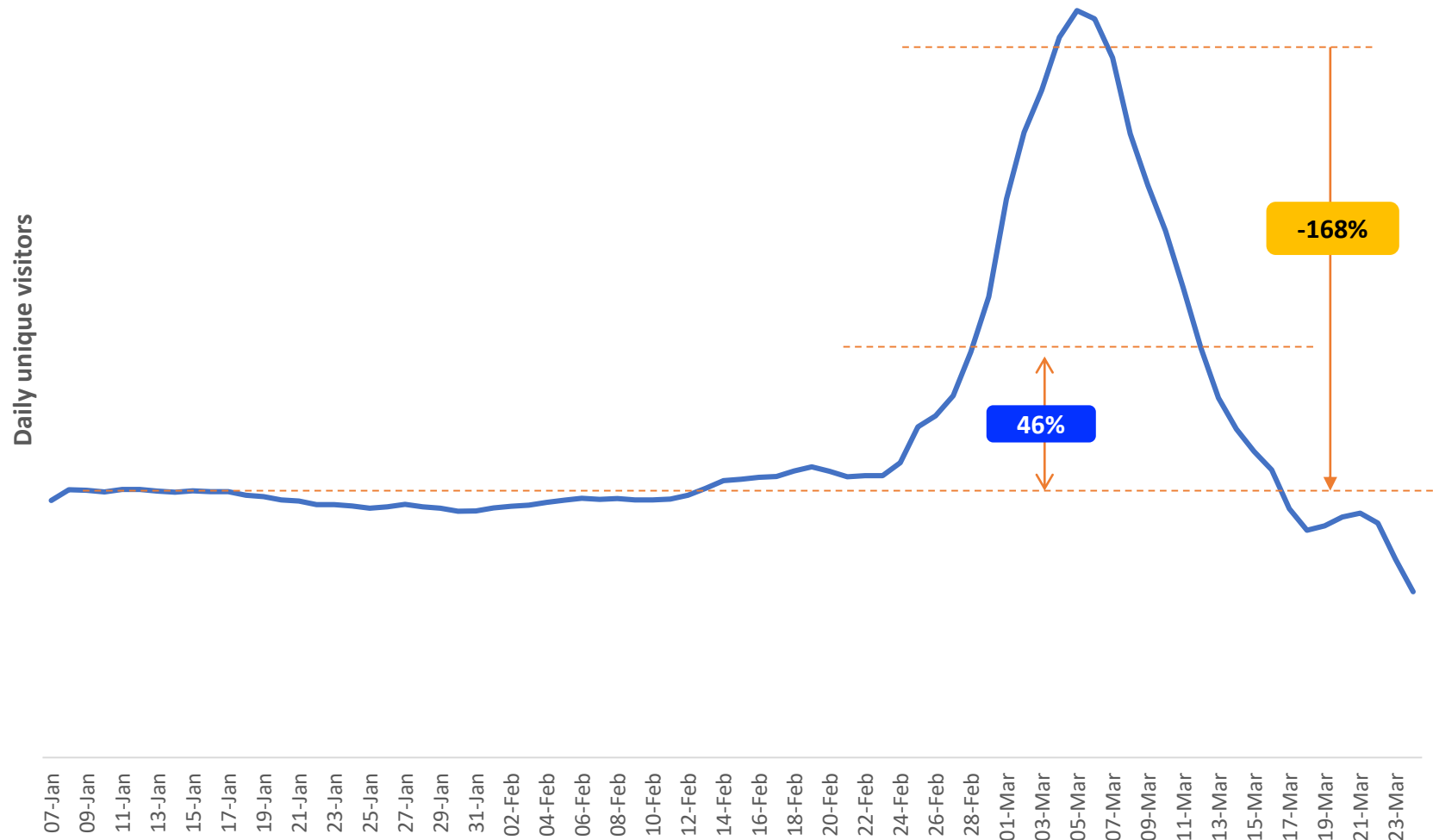
2

As number of confirmed cases in the US cross a few thousands by mid-March, people are hooked to News apps to stay up-to-date.

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inMOBI Audience Intelligence

Pharmacies see a sudden surge and then decline in footfall



COVID-19 outbreak

1

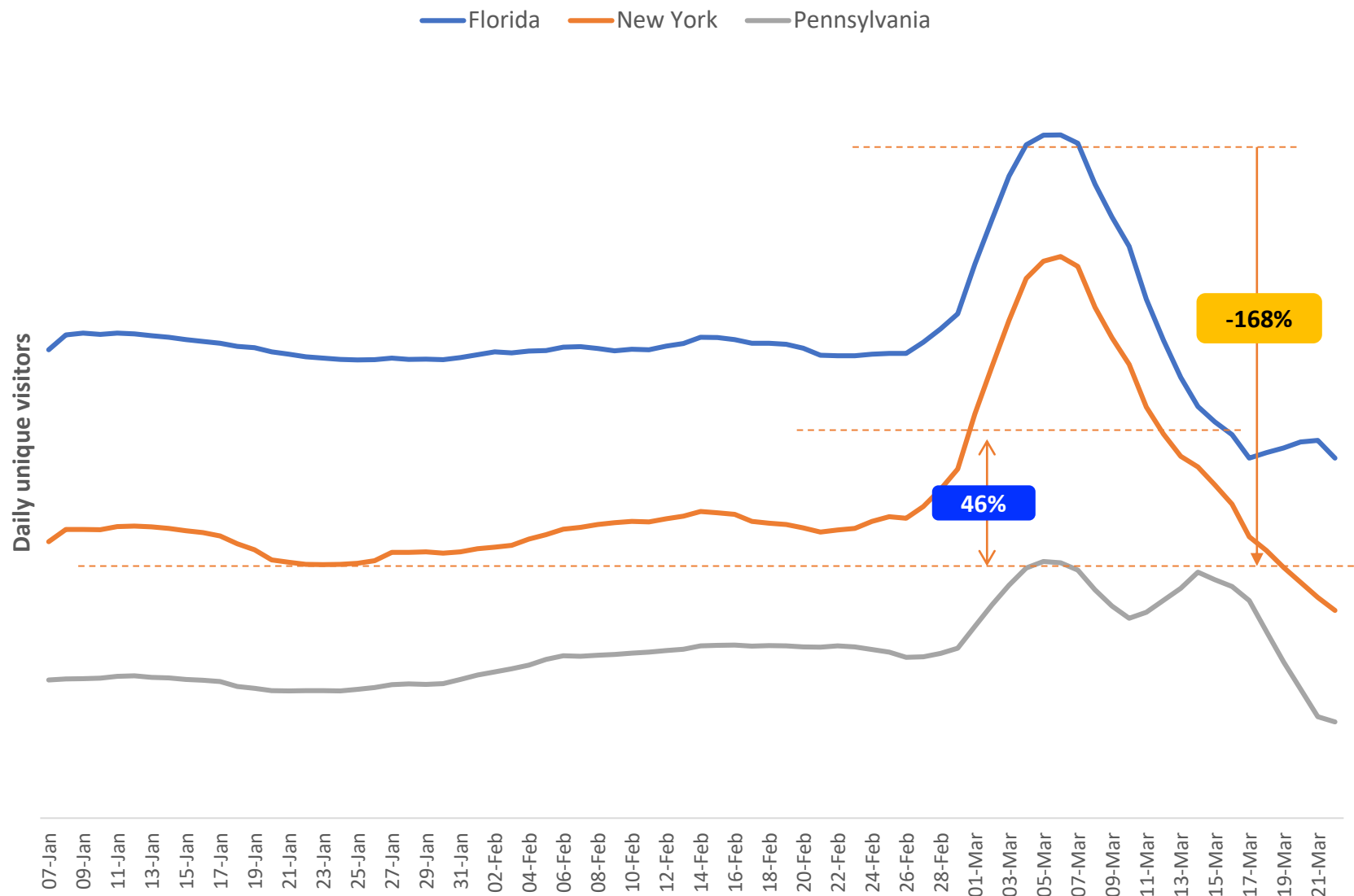
As news of COVID-19 find more traction, states declare emergencies and testing is ramped up, people flock to pharmacies to stock up on basic medication.

COVID-19 response

2

As lockdowns are placed in cities and states and public events and gatherings are cancelled and banned, visits decline sharply.

Pharmacies see a sudden surge in footfall in Florida and New York



COVID-19 outbreak

1

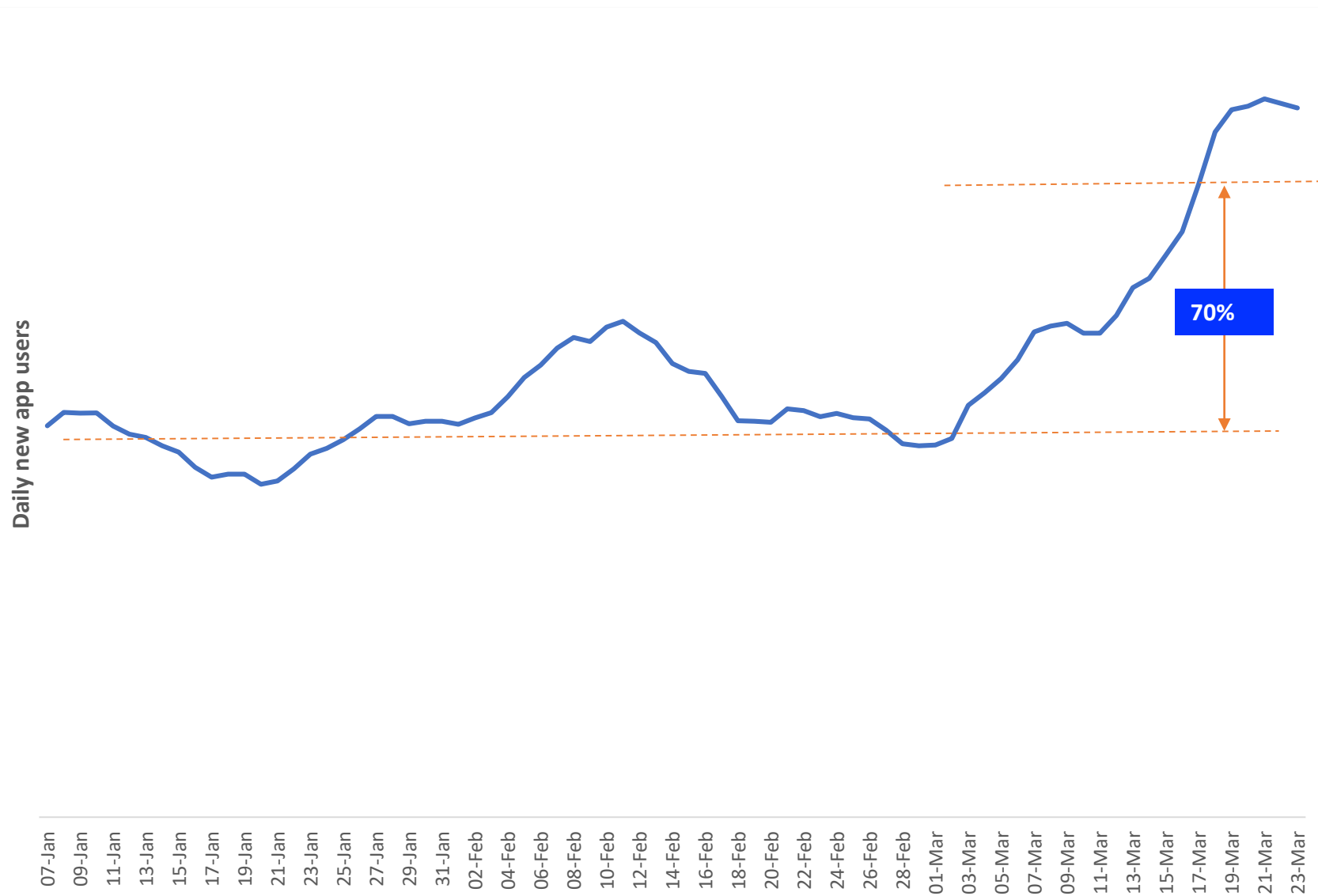
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COVID-19 response

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Increase in Telemedicine app installs



1 COVID-19 outbreak

As the first few cases of fatalities from COVID-19 are reported in Washington state, people turn to medical apps for information on symptoms and related news.

2 COVID-19 response

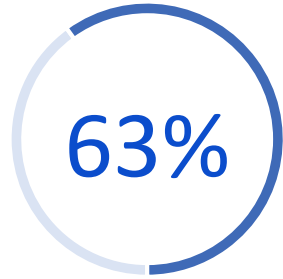
With flu season in swing, anxious Americans increasingly install Telemedicine apps to check symptoms and read up on the latest on COVID-19.

The Shift in Consumer Behavior across the nation



The Changing Consumer Behavior

Amidst lockdowns and restrictions on physical movement, Americans are quickly adapting to the new reality



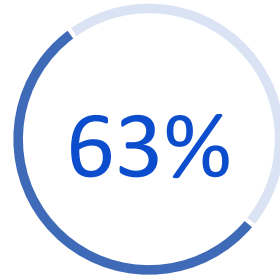
Maintaining strict social distancing

6 in 10 citizens are following social distancing but 37% of the citizens are still not heeding to government directive.



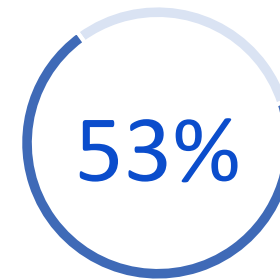
Changed grocery buying behavior

~7 in 10 respondents have changed their grocery buying behavior with the majority stocking up for a few days. More females than males have stocked up for a month.



Quality over Price in times of crisis

6 in 10 consumers are choosing to buy sanitizing products based on their germ-killing ability than based on price.



Limited eating out/ordering in

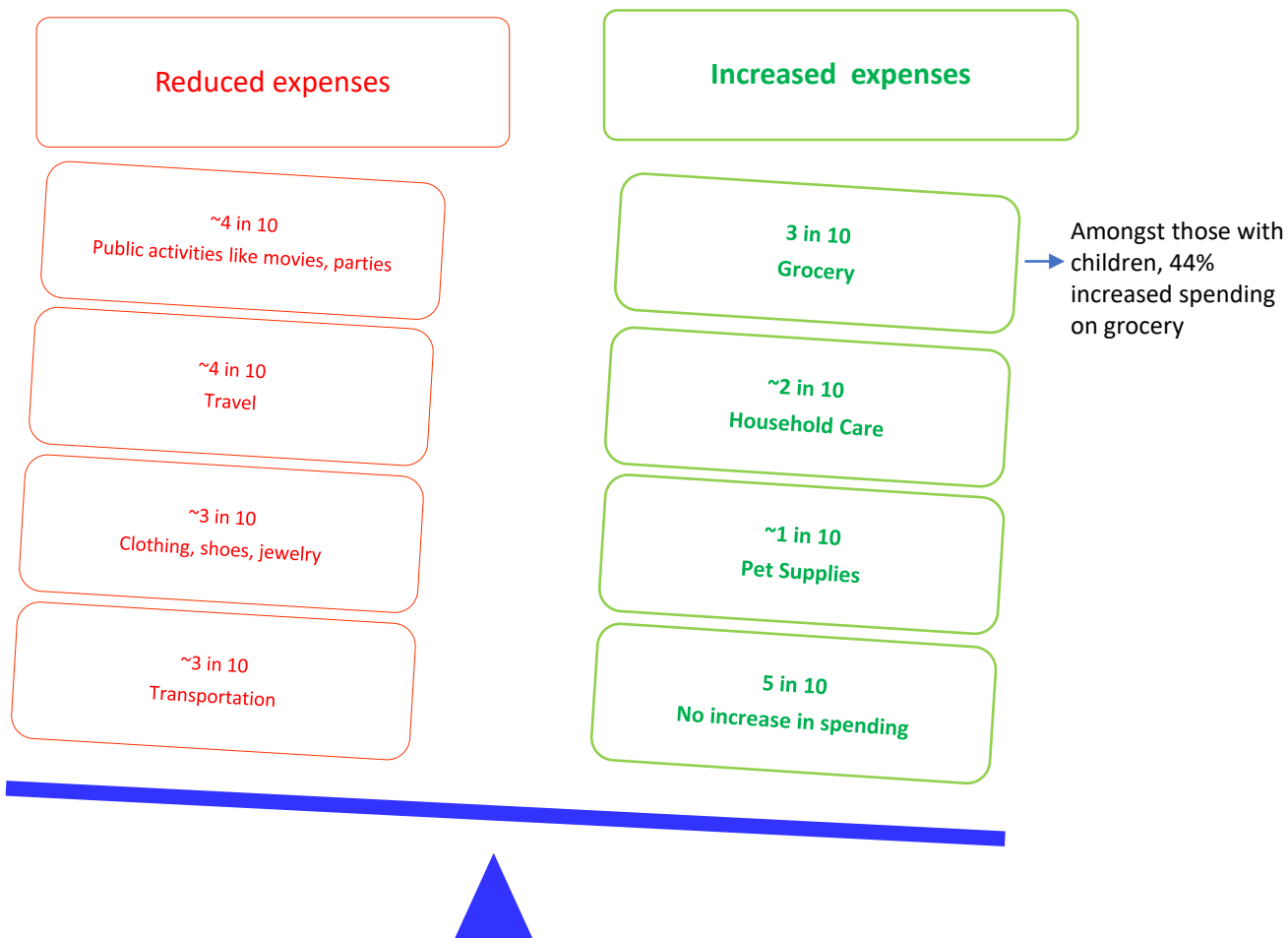
5 in 10 consumers have reduced or completely stopped eating out or ordering food at home. Cooking at home is on the rise. Interestingly, a small % of males have increased delivery/takeout orders, significantly more than women.



Placing orders online

6 in 10 consumers have started shopping online due to the corona virus outbreak, with the majority buying groceries and household care items.

How has shopping behavior changed?



Hoarding behavior has kicked in

- **24% have stocked up** on groceries for a month or more!
- **11%** have started ordering groceries online despite the long wait times and are willing to wait.

Quality is king in Personal care products

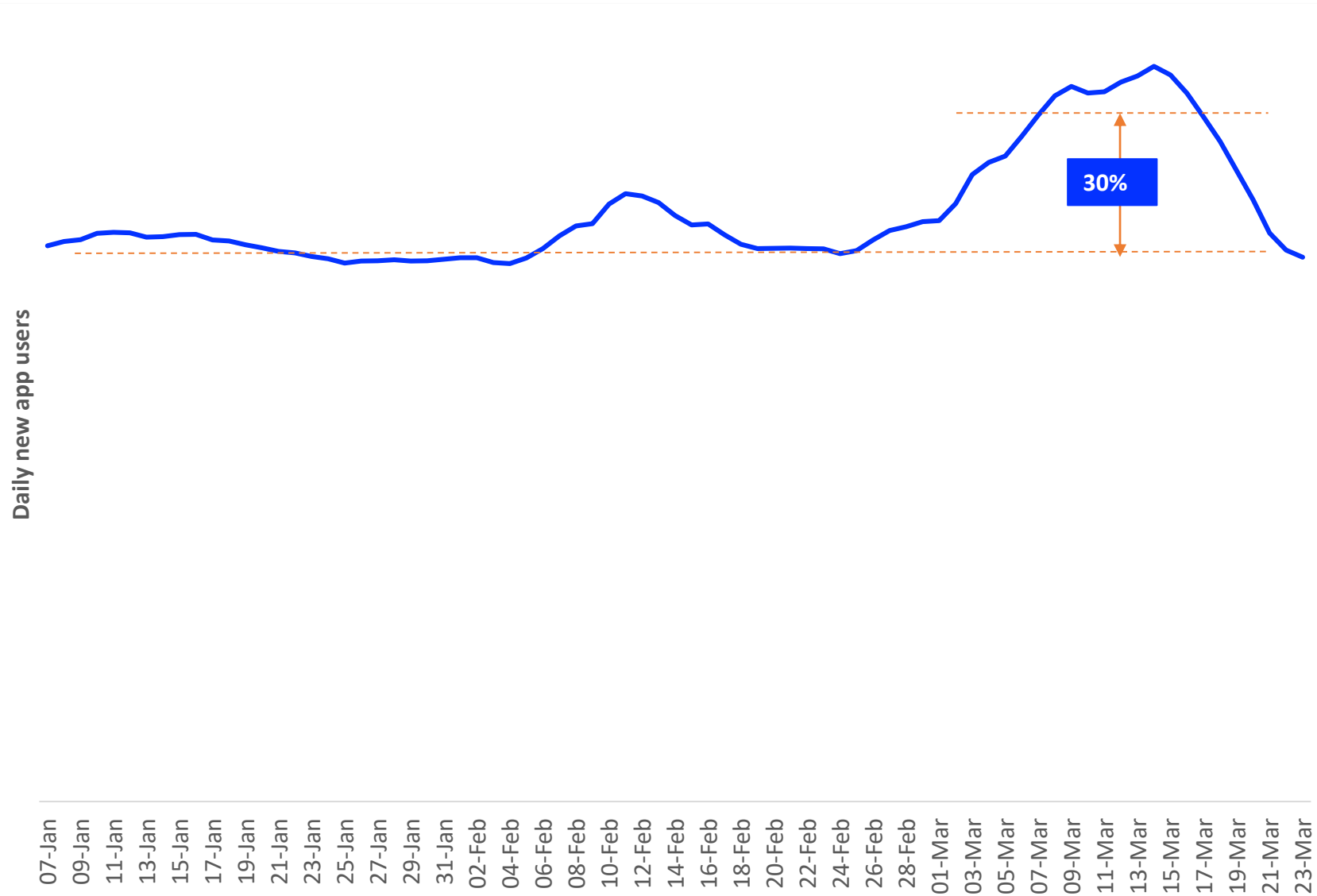
- **67% women vs. 59% men** rate 'Germ killing ability' as the most important factor followed by Price, leaving Brand at third position.

Healthy food consumption on the rise

- **71%** have changed their food consumption habits.
- **38%** have reduced/stopped eating out in restaurants.
- **14%** have reduced/stopped ordering food delivery/takeout.
- **36%** have started cooking at home.

Q13. How, if at all, have your eating habits changed since the coronavirus outbreak?
 Q14. What items, if any, are you spending MORE money on since the coronavirus outbreak?
 Q16. What items, if any, are you spending LESS money on since the coronavirus outbreak?
 Q19. What items, if any, are you now shopping for online due to the coronavirus outbreak?
 Total sample – 2533. Survey dates: March 19th – 23rd

E-Commerce app installs witness growth



COVID-19 outbreak

1

Even after the outbreak of COVID-19, e-commerce apps continued to see the usual business, until the end of Feb when the first fatality is reported.

COVID-19 response

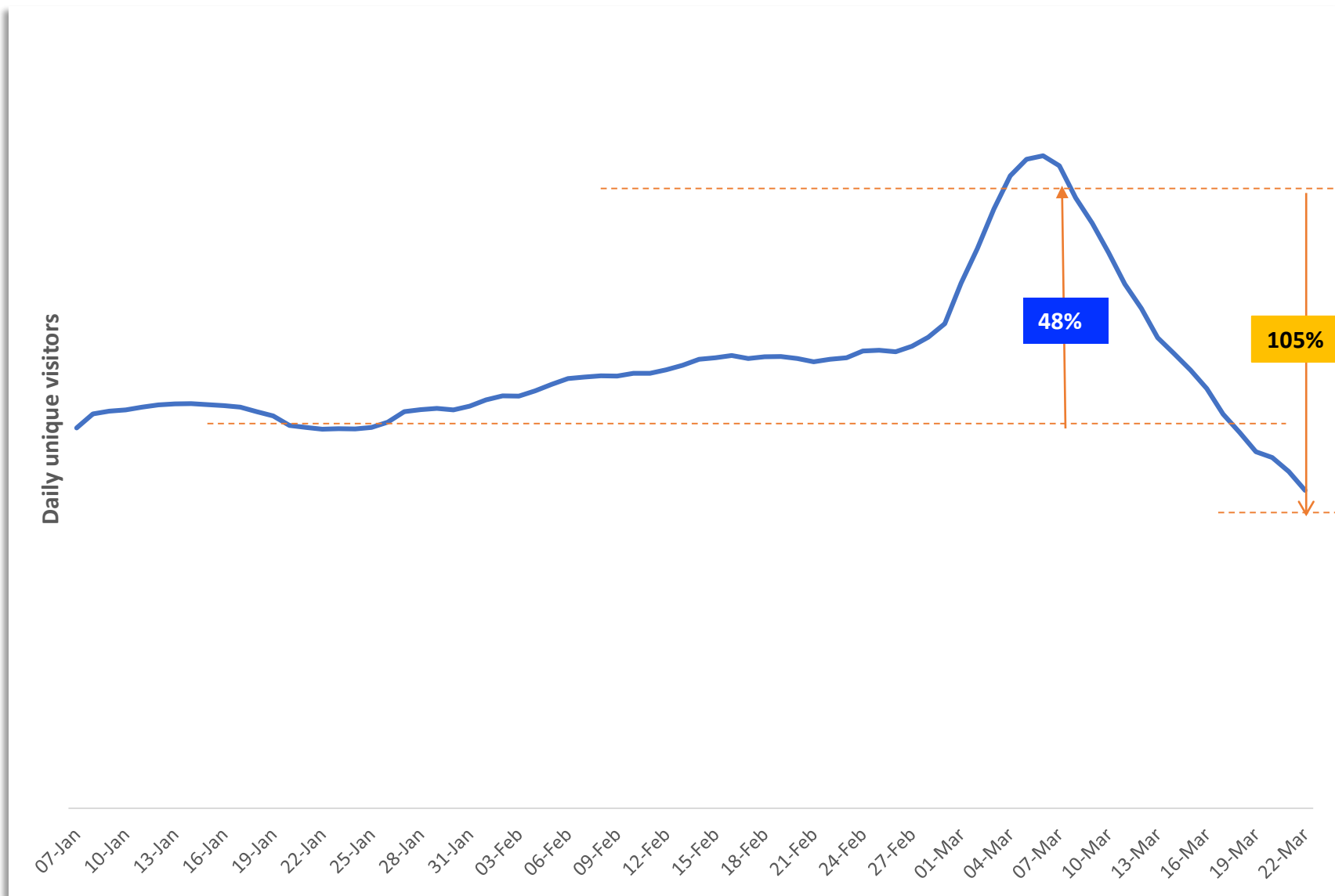
2

As movement is restricted, more states declare emergencies and WFH increases, more people order online for daily essentials to avoid public spaces.

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Footfall in Restaurants see a sharp increase followed by a quick decline



COVID-19 outbreak

1

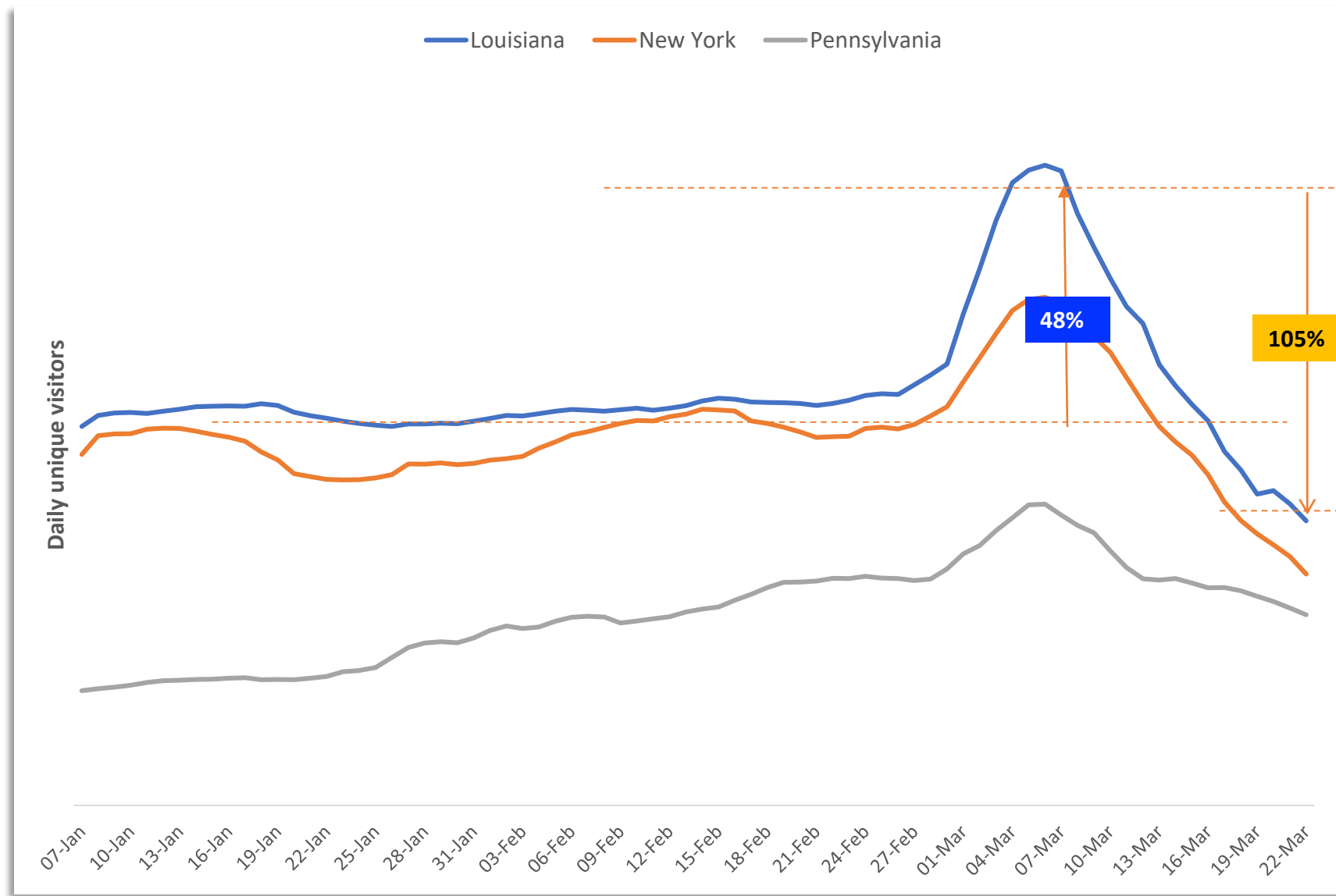
People still venture out to tuck into their favorite dishes in the first week of March even as confirmed cases rise. This captures the trends in New York, Pennsylvania, and Louisiana.

COVID-19 response

2

As more states declare emergency, local transmission is reported and events are cancelled, people stop venturing out to eat.

Footfall in Restaurants in Louisiana, New York and Pennsylvania



COVID-19 outbreak

1

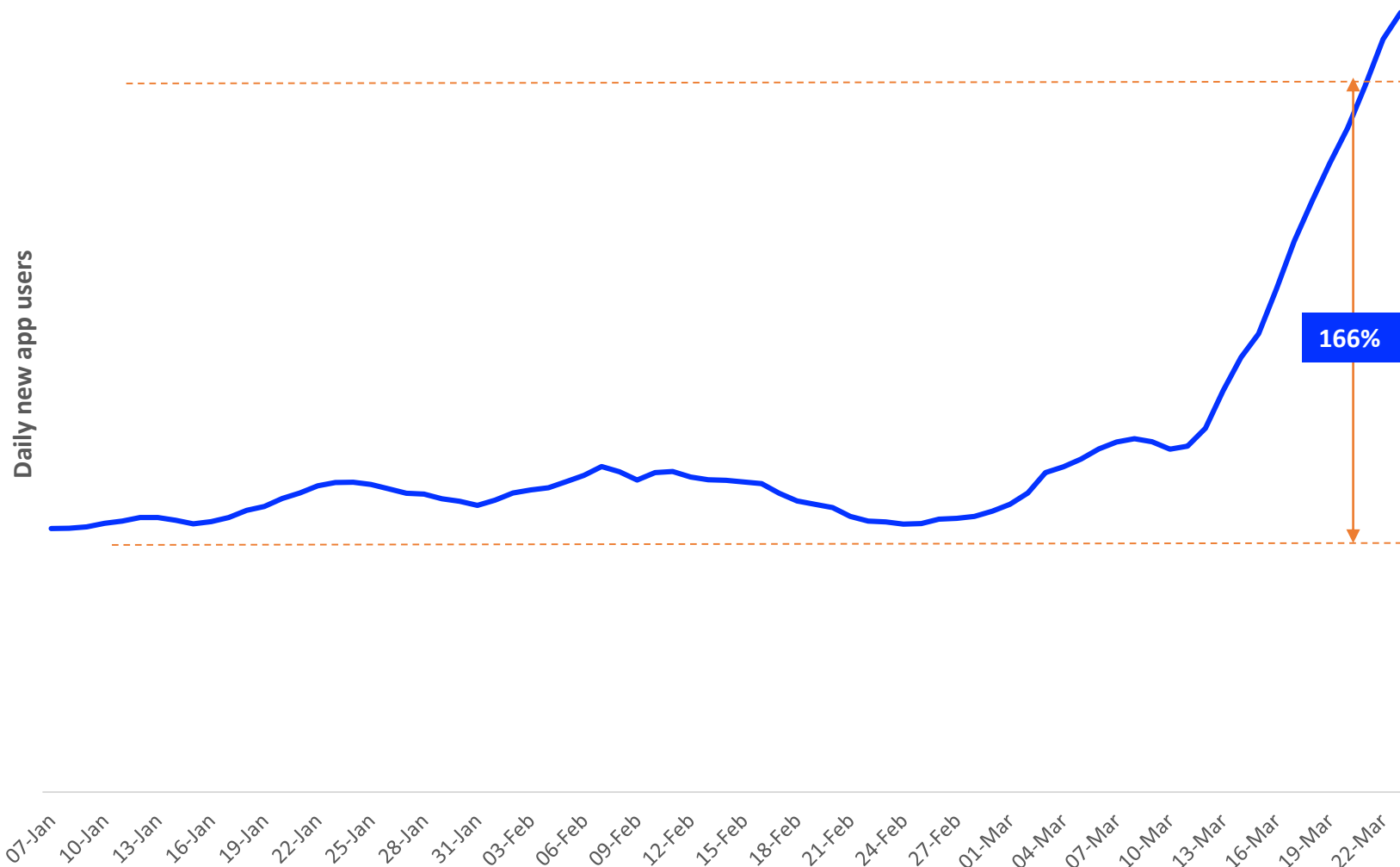
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COVID-19 response

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Grocery and Beverage Delivery App Installs are in demand



COVID-19 outbreak

1

Towards the end of February, app installs of grocery & beverage delivery apps starts increasing.

COVID-19 response

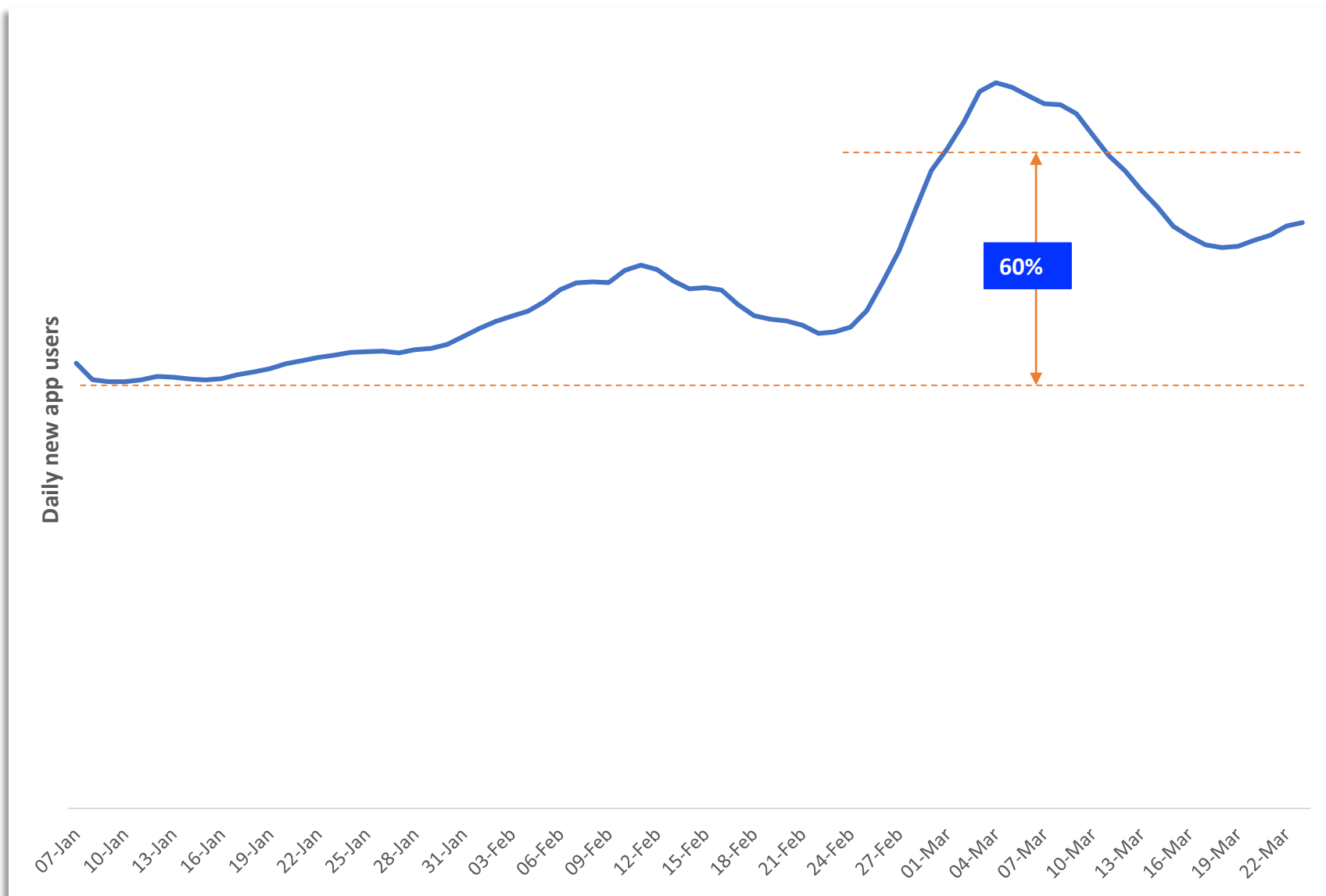
2

As more cases are reported across US, restrictions on public gatherings enforced, and more people asked to WFH, people increasingly start relying on Grocery delivery apps to get their essentials. As our survey found, more people are taking to ordering online to avoid public spaces.

Powered by

inMOBI Audience Intelligence

Food Delivery App Installs peak in the 1st week of March



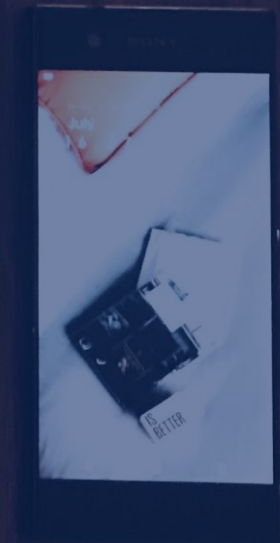
1 COVID-19 outbreak

As movement is restricted and more people find themselves staying at home, people start ordering in.

2 COVID-19 response

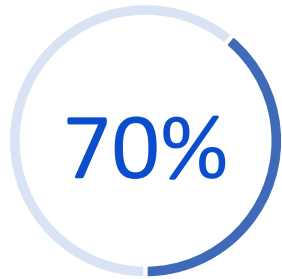
However, as information about how COVID-19 spreads increases, a decline in ordering in is seen. As our survey found, increasingly more people are now cooking at home.

De-Stressing in Times of Crisis



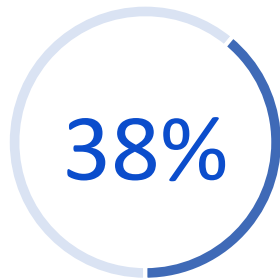
Stress Relief Mechanisms: Social. Gaming. Entertainment.

As people are forced to stay inside more and unable to freely move in public spaces, Americans are leveraging their mobile phones to de-stress and unwind with their families despite the distance.



Spend more time on mobile phones

7 in 10 smartphone users are spending more time on their mobile phones, even more so among 18 – 25 year olds.



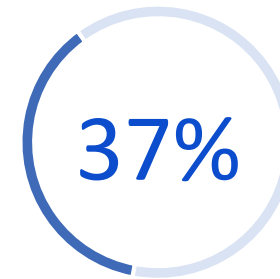
Playing more games

~4 in 10 smartphone users are spending more time on gaming apps to keep themselves and their family engaged and entertained.



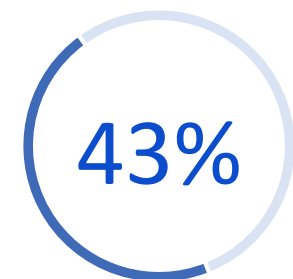
Increased news consumption

39% of consumers are constantly looking for more information, live updates and official guidelines thereby consuming more news than ever. More women than men are reading more news and books.



Share information and advice on COVID-19

~4 in 10 users are sharing health advice and news regarding COVID-19 with their family and friends.



Increased OTT and TV consumption

With all the time being spent at home, people are watching more content online via streaming devices or through their cable and satellite providers.

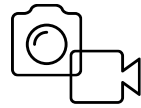
Q23. How do you think your media consumption habits changed because of the Corona-virus outbreak?

Q24. How did your time on your mobile phone change because of the Corona-Virus outbreak?

Q25. How are you utilizing the internet to stay connected to your family and friends?

Total sample – 2533. Survey dates: March 19th – 23rd

App Installs and Usage Skyrockets



Education apps **see a 100% surge** in usage



Gaming app **usage grows by 40%**, especially games involving Strategy



Books and Comic apps see **60% growth**



App installs of Telemedicine apps have **increased by 70%**



Social app activity **shoots up by 20%**



App traffic to Finance Apps has **increased by 70%** due to stock market volatility.



Music Apps witness a **90% surge in usage.**



Visits to pharmacies surged between end of Feb and 2nd week of March.

How are Americans staying connected and entertained?

Consumers have taken to their mobiles as they seek entertainment, information, news and scourge for unique ways to engage themselves in times of social distancing

Top 5 Communication & Social Activities

- Outgoing and incoming calls
- Texting
- Sharing information and news regarding corona outbreak
- Sharing personal pictures and videos
- Sharing health advice and news regarding COVID-19

Top 5 Entertainment Activities

- Watching more content online
- Watching more news
- Sharing memes and entertaining posts
- Reading more books
- Listening to more music/radio

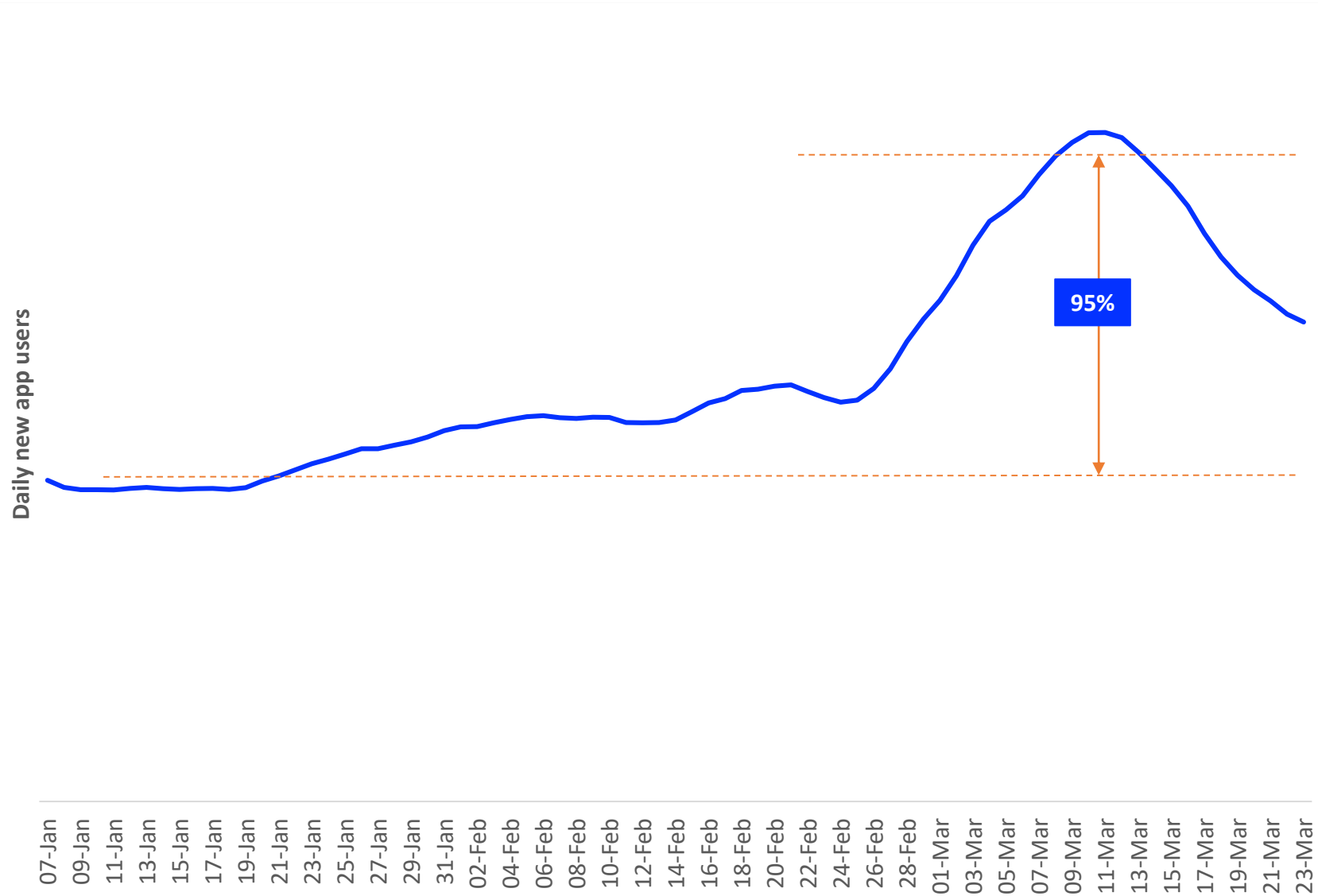
Q23. How do you think your media consumption habits changed because of the Corona-virus outbreak?

Q24. How did your time on your mobile phone change because of the Corona-Virus outbreak?

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Gaming App Installs peak in the 1st week of March



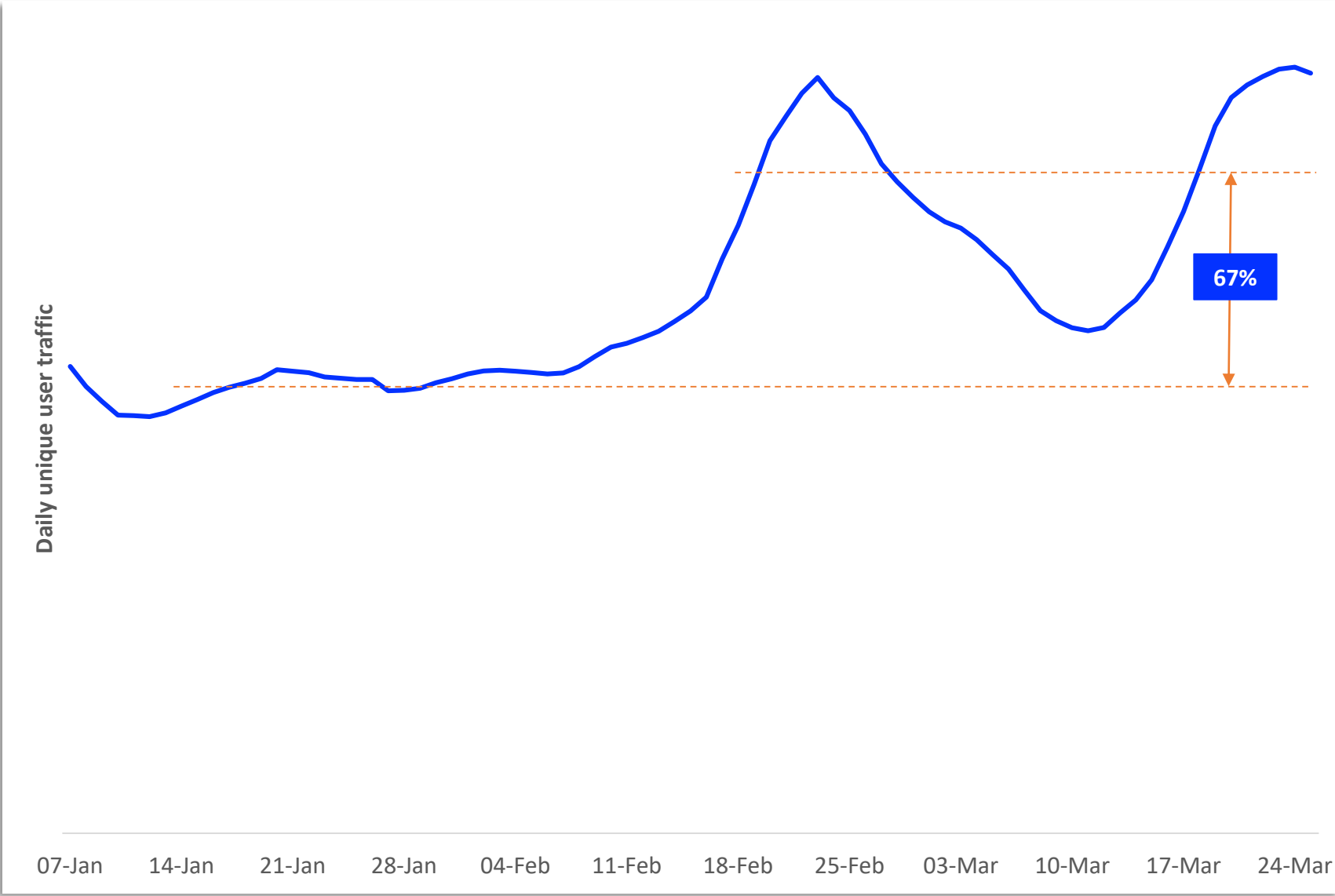
1 COVID-19 outbreak

As uncertainty around COVID-19 takes hold of the country, Americans find ways to keep themselves engaged otherwise.

2 COVID-19 response

As more people find themselves at home, they begin to download more games to keep themselves and their families entertained and engaged.

Gaming App Usage picks up by 2nd week of March

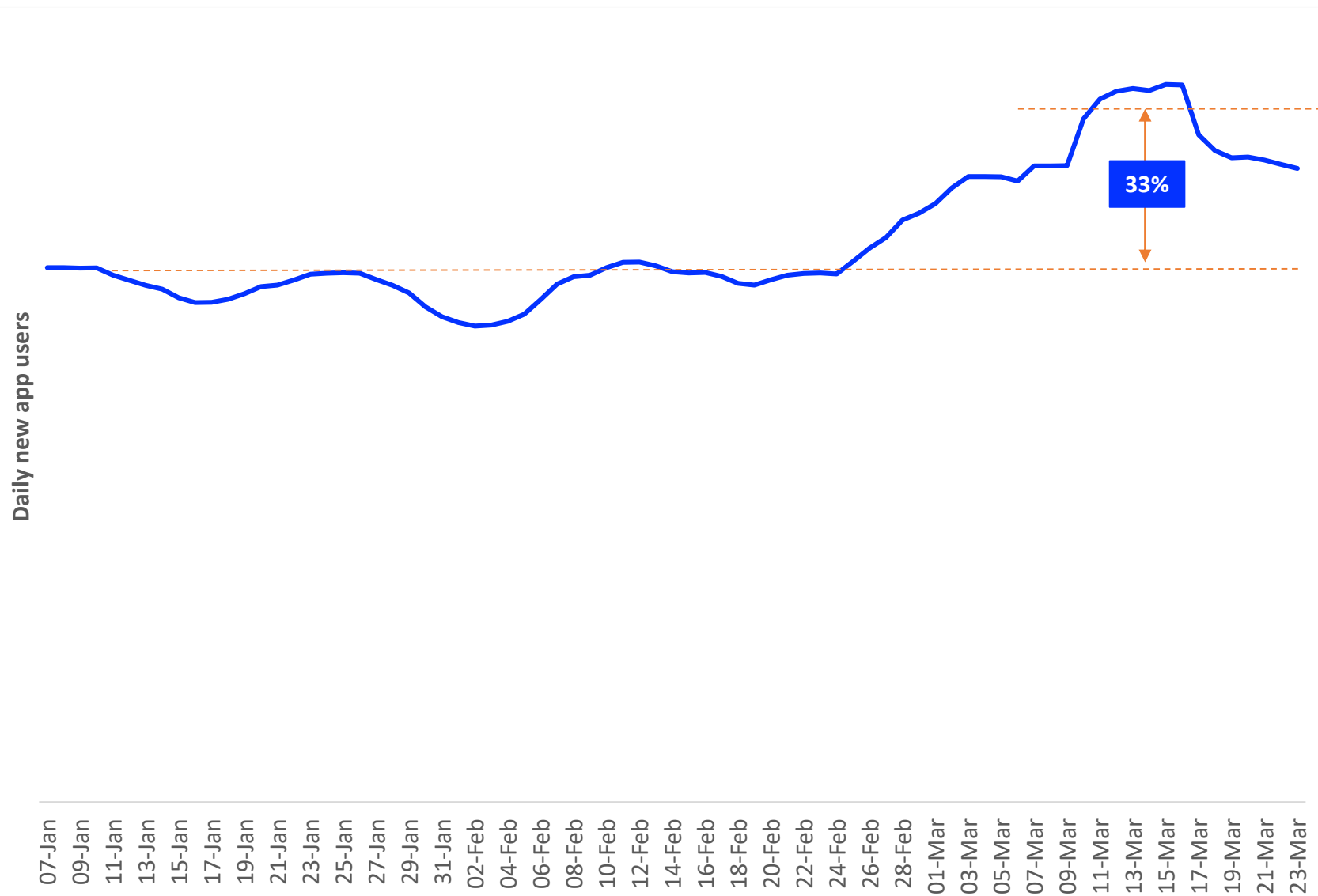


- COVID-19 outbreak**

In line with app installs, a surge in use of Gaming apps is seen soon after.
- COVID-19 response**

As news around COVID-19 turns grim, Americans turn to gaming apps to relieve the tension and take a break.

OTT streaming app installs to the rescue



COVID-19 outbreak

1

In the wake of increasing COVID-19 cases in the US, app installs for OTT apps witness a steady increase.

COVID-19 response

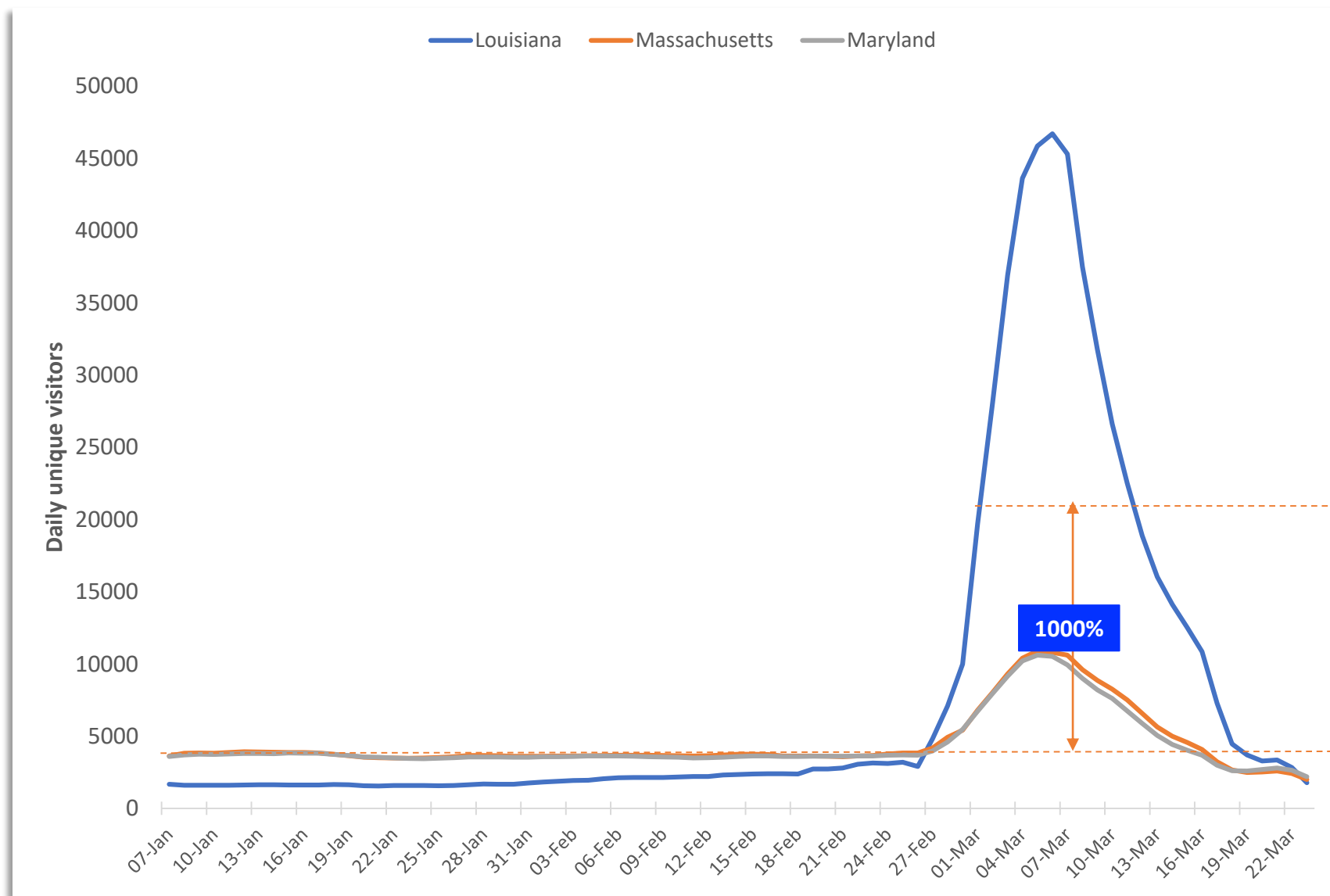
2

As more people WFH and schools shut down and cities are placed under lockdown, Americans leverage OTT apps to keep themselves and their families entertained.

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Footfall to cable and satellite stores surged just before the lockdown in Louisiana



COVID-19 outbreak

1

A sharp increase in visits to local cable and satellite stores was noticed just before the first case of COVID-19 was confirmed in the state of Louisiana.

COVID-19 response

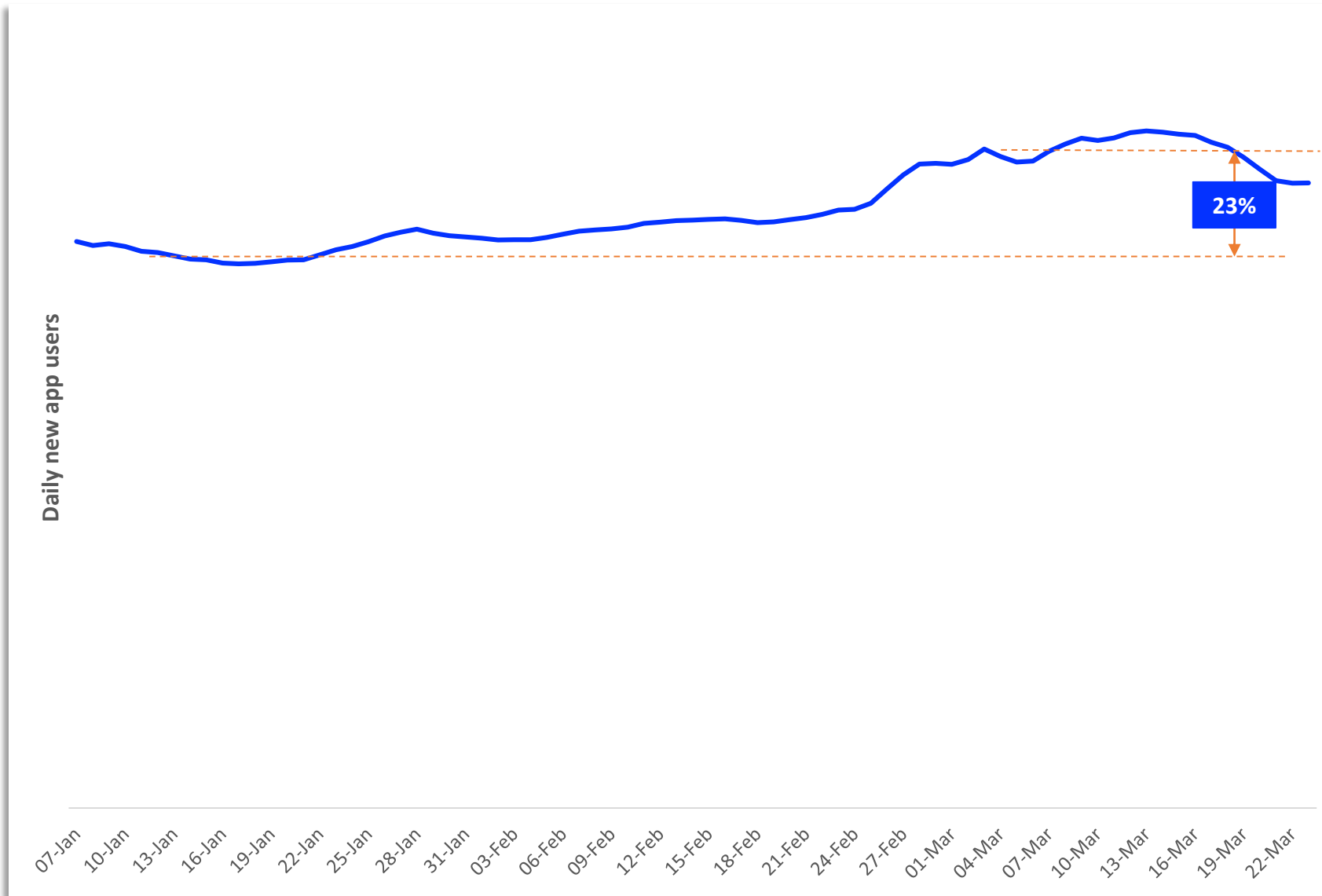
2

With fear of being forced to stay at home to avoid the spread, people seem to have ramped up their PayTV subscriptions.

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Social App Installs increases as March progresses



COVID-19 outbreak

Interest in social apps sees a steady increase as more Americans find their movements restricted.

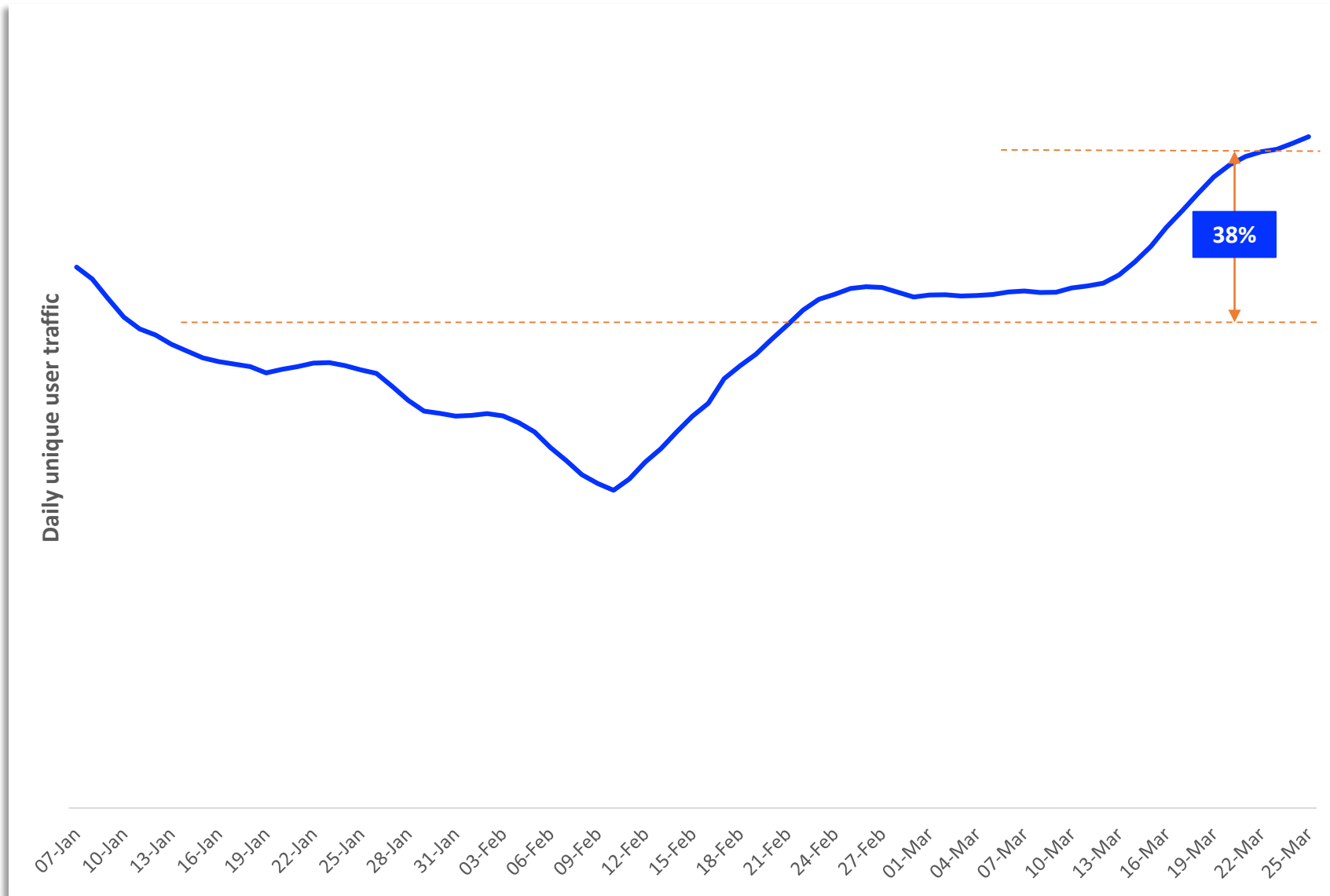
COVID-19 response

App installs peak in the 2nd week of march as more states enforce lockdowns, state of emergencies and companies encourage WFH.

Powered by

inMOBI Audience Intelligence

Social app usage surges as movement is restricted



COVID-19 outbreak

1

Post the initial news breakout of COVID-19, tech parks see a steady decrease in the number of people working from their offices.

COVID-19 response

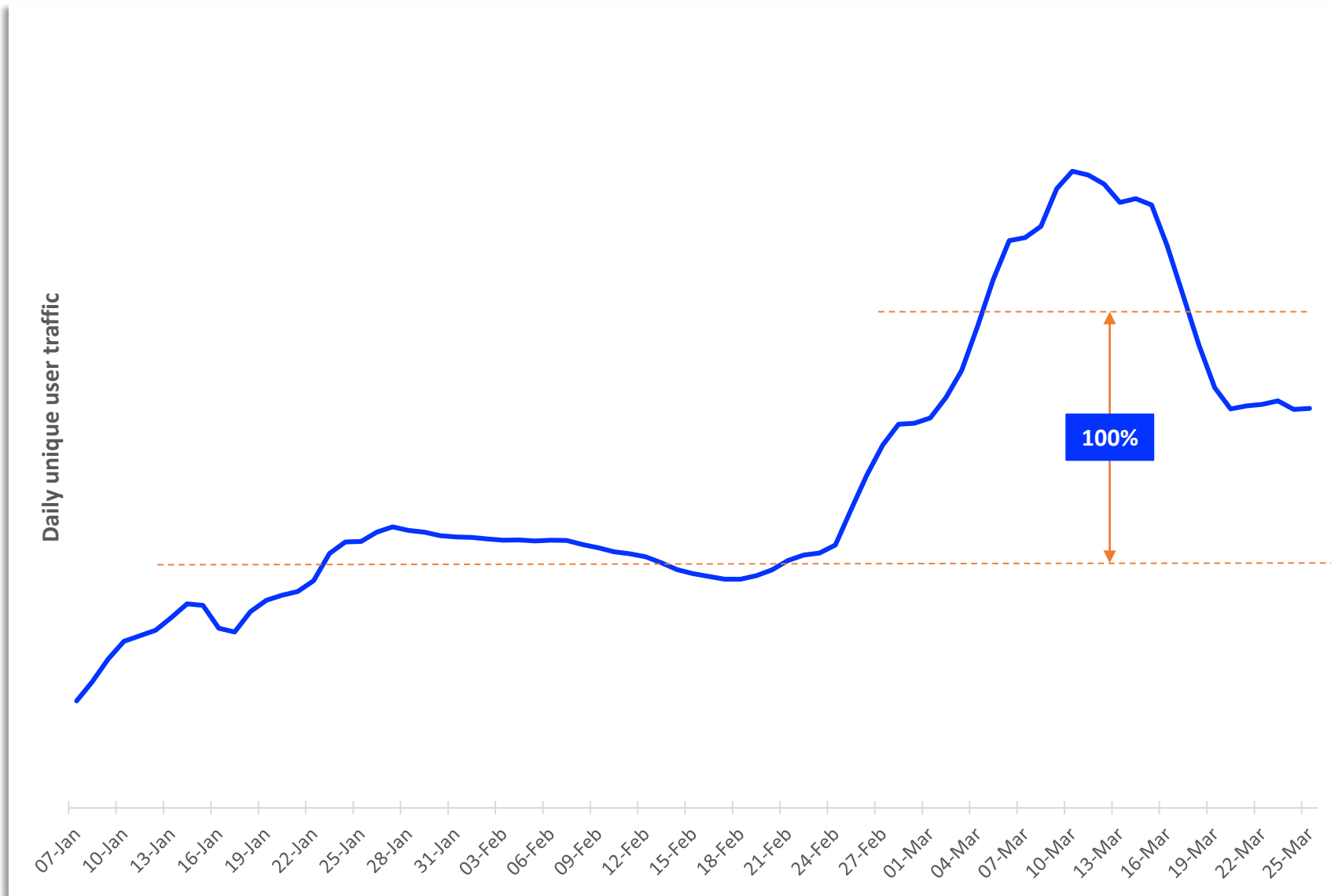
2

As Americans find themselves in unique circumstances, locked down at home with limited movement, they turn to social media apps to create, share and connect with people around the world.

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Education app usage peaks as parents begin homeschooling

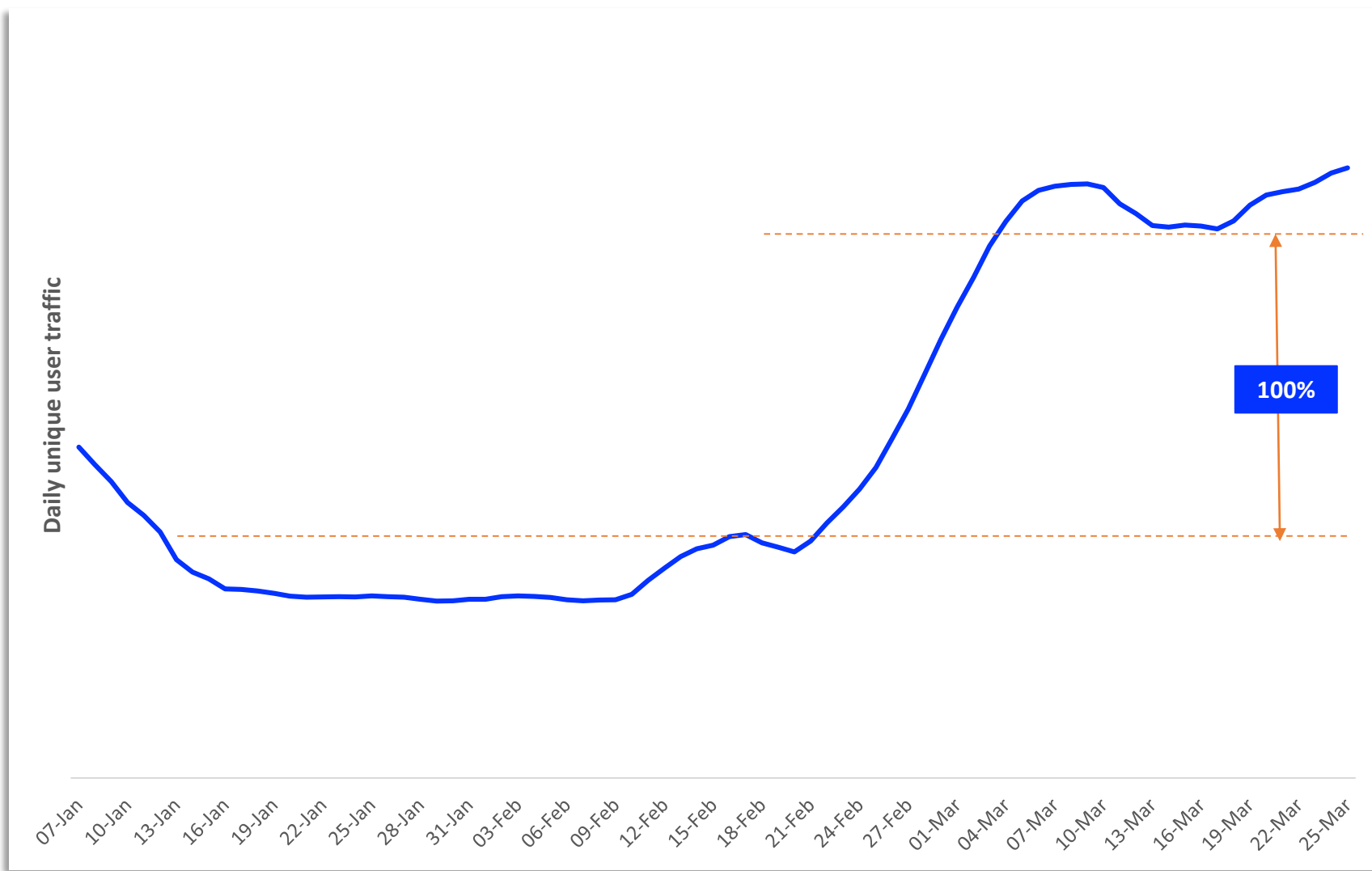


1

COVID-19 response

As schools shut down, parents find themselves homeschooling their children while also doing fun activities like learning a new language.

Music app usage climbs the charts late Feb onwards



1

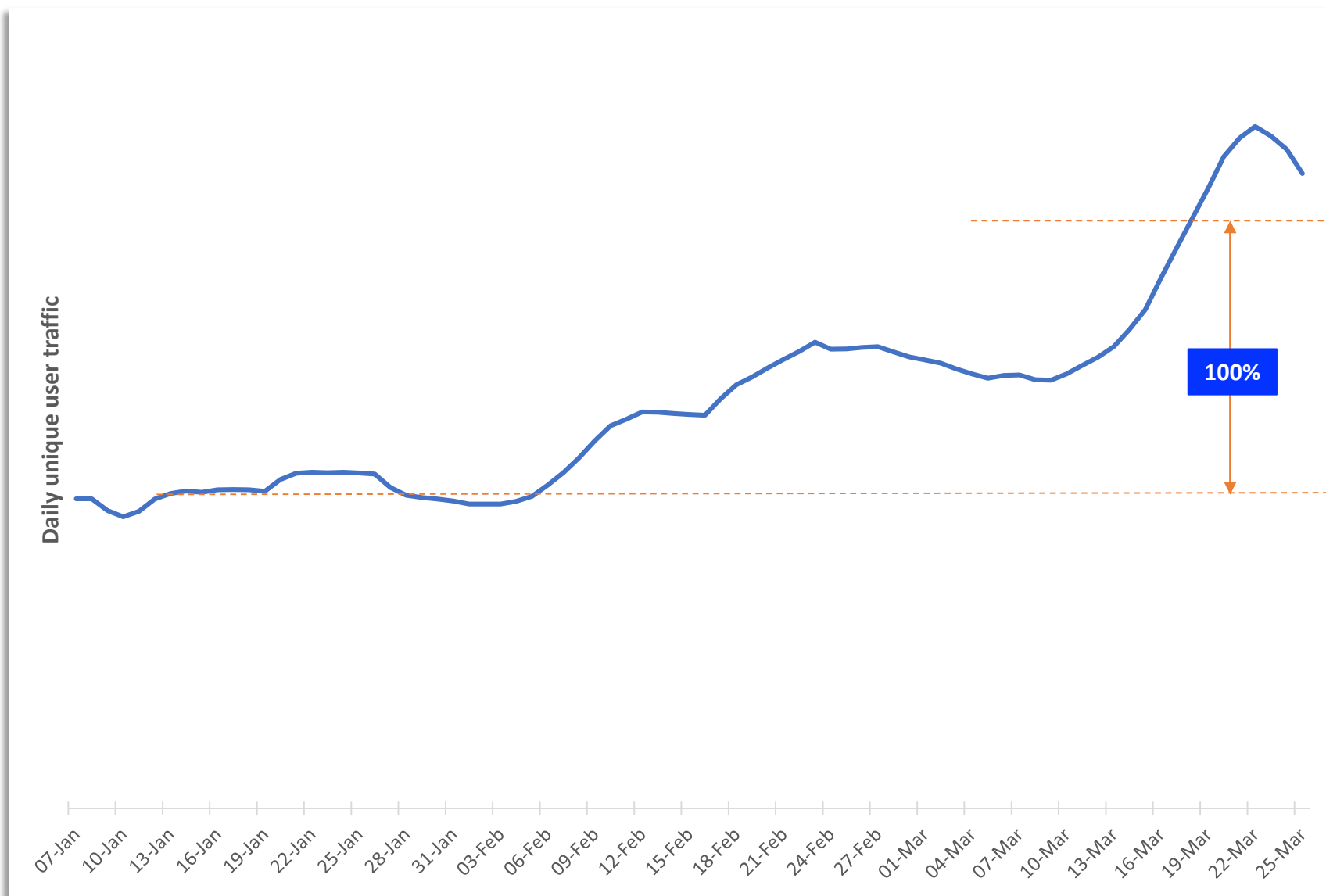
COVID-19 response

As Americans find themselves homebound with their children, they increasingly people rely on music apps to keep themselves and their families entertained, and listen to some music as they work.

Powered by

inMOBI Audience Intelligence

Book reader and publisher app usage peaks late March



COVID-19 outbreak

1

A steady increase in book reader and publishing apps is seen as more cases of COVID-19 are reported.

COVID-19 response

2

Use of book reader and publishing apps surges in the 3rd week of March, as people get creative and look for new ways to spend their time.

Trusted Insights that Keep You Ahead of the Curve and Create Relevant Consumer Connections



Mobile-First

Connect with consumers wherever they are and capture authentic behavior. Mobile-first approach powers the largest reach and scale.



Always-On

Use passive data and stated feedback to identify trends and customer needs. Engage and respond in minutes, not months.



Accurate

Trust the combination of high-quality data and AI-validated direct consumer feedback.

Visit us at <https://inmobi.com/pulse>



Unique Data Signals

SDK data from over 200 million users deliver richest “truth-set” of consumers (location, app level data, and offline and online behavior).



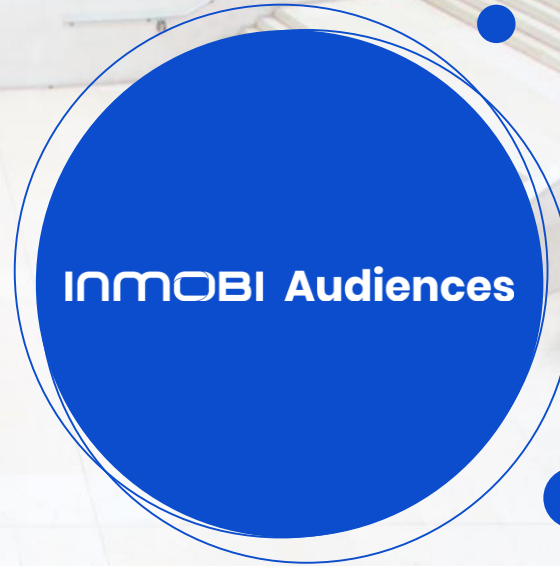
Accuracy at Scale

Audiences created using advanced AI that preserves quality of data while delivering global scale.



Always-on

500+ ready to use audiences, relevant and reflective of changing consumer behavior



InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers.

Powered by

- Mobile Intelligence
- Transparent
- Always On
- Integrated

InMobi Marketing Cloud



About InMobi Group

InMobi Group's mission is to power intelligent, mobile-first experiences for enterprises and consumers. Its businesses across advertising, marketing, data and content platforms are shaping consumer experience in a world of connected devices. The group's portfolio companies include InMobi Marketing Cloud, TruFactor - a Secure Data Platform for businesses, and Glance - the world's first Screen Zero. InMobi Group has been recognized on both the 2018 and 2019 CNBC Disruptor 50 list and as one of Fast Company's 2018 World's Most Innovative Companies. For more information, visit inmobi.com



FASTCOMPANY

Ranked 3rd among World's Top 10
Innovative Companies



2018 CNBC 50
Disruptor List



50 Disruptive
Companies

