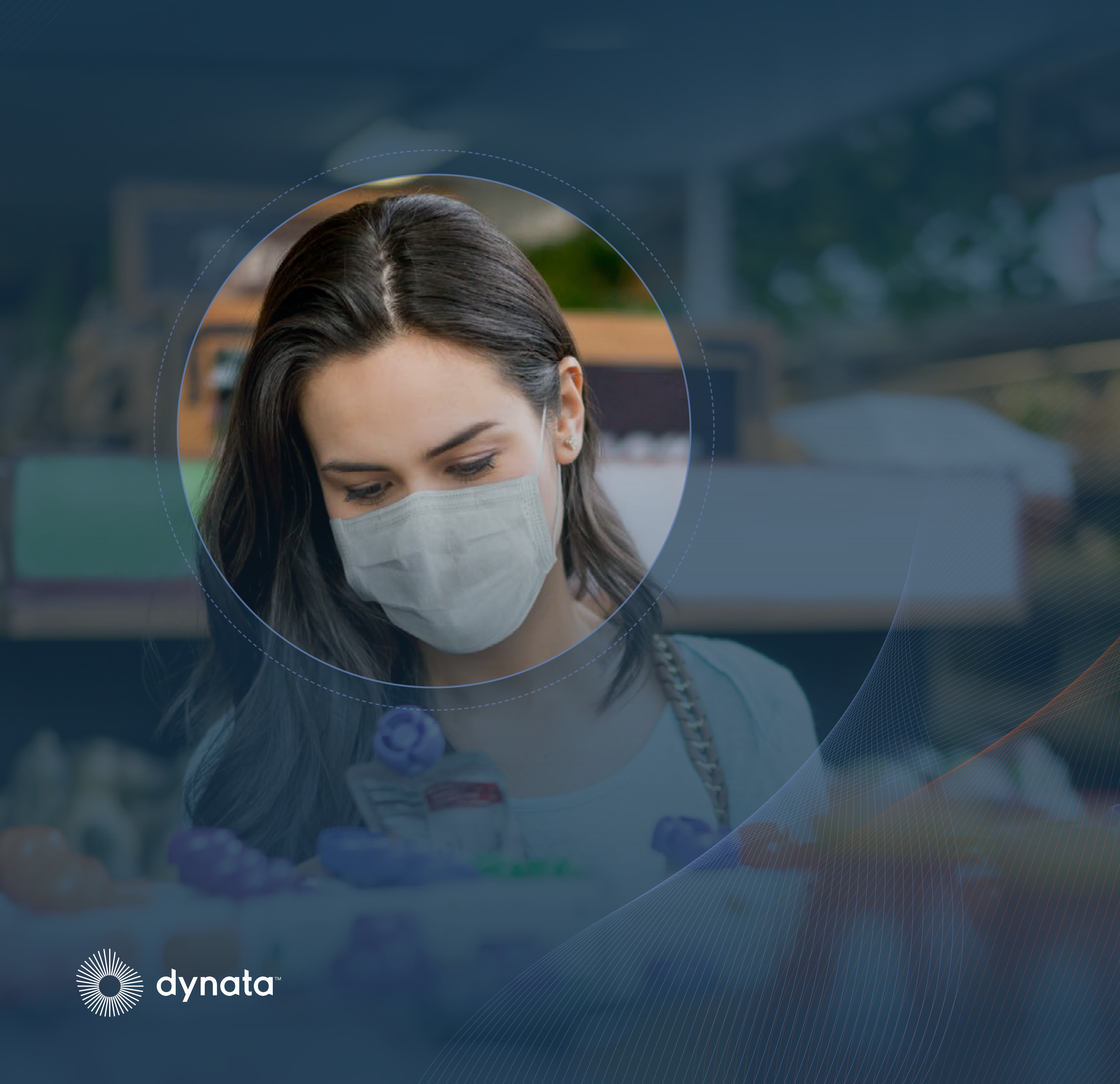
GLOBAL CONSUMER TRENDS

THE ECONOMY EDITION



dynata™

EXECUTIVE SUMMARY

Leveraging Dynata's global scale and the industry's largest fully-permissioned first-party data set, the ***Dynata Global Consumer Trends*** series connects trends with the societal, economical and psychological dynamics that drive them, delivering a unique level of depth and breadth on some of the most important topics in our world today.

Throughout 2020, Dynata has been reporting on the shifts in consumer trends as the pandemic has spread across the globe, looking at some of the more immediate and potential longer-term effects on the attitudes, behaviors and opinions of people around the world. Today, more than six months into the COVID-19 pandemic, unprecedented changes to our personal and professional lives – first documented in our earlier reports (*Understanding the Pandemic, The New Normal* and *The Reopening*) – are evident in how (and where) we work, shop, pay, spend our time, dine out, travel, and exercise, as well as how businesses and industries have fared during this time. Yet, as some of those aspects have stabilized, other parts of our daily lives, including schooling and where we live, continue to shift.

Now that many businesses, civic and social institutions have reopened, we're turning our attention to understanding the deeper impact of the pandemic. In this report, ***Global Consumer Trends: The Economy Edition***, we're taking a closer look at the impact of pandemic-induced economic changes on consumer trends. Additionally, we compared those indicators to some of our earlier reports, looking for significant trends and their effects on local, national and global economies and lifestyles. As seen through the opinions and attitudes of 9,542 consumers in nine countries across the globe, our examination of consumer confidence and financial security, retail and commerce, the future of work, the impact on remote learning, and the recent reported phenomenon of COVID-19 "de-urbanization" provide clues to the reality of our world today and the optimism for our lives tomorrow, and beyond.

KEY FINDINGS AT A GLANCE

1

People feel more productive working from home; however, work-life balance has decreased across all countries and generations since the beginning of 2020.

Seventy percent feel they are just as, if not more, productive working from home, an eight-point increase since April 2020. Yet, despite this feeling of productivity, satisfaction with work-life balance has dropped 10 percentage points since January 2020.

2

Awareness for the gig economy continues to grow, yet fewer people report working in it.

More people across all generations are aware of the gig economy, yet every generation reports fewer members working in it since January 2020, with Gen X experiencing the largest drop at 17 percentage points, followed by a 14-point decrease for Baby Boomers and Millennials, and 11 points with Gen Z.

3

Concern for household finances and national economies remain elevated, but have decreased since the beginning of the pandemic.

Over half of participants globally expressed concern about their household's financial situation, however this has lessened across most of the countries surveyed since March 2020. Consumer anxiety for their national economy has also decreased since the earlier days of the pandemic, with Baby Boomers expressing the most concern and Gen Z the least.

4

The early stages of the pandemic were marked by increased vacancies in many cities; it appears, however, the flight from those cities may have been a temporary phenomenon.

During the pandemic, the percentage of people moving out of cities versus those that moved into cities is nearly equal – 62% leaving cities vs. 59% moving into cities. And, of those who moved since March, only 55% feel it is a permanent move.

5

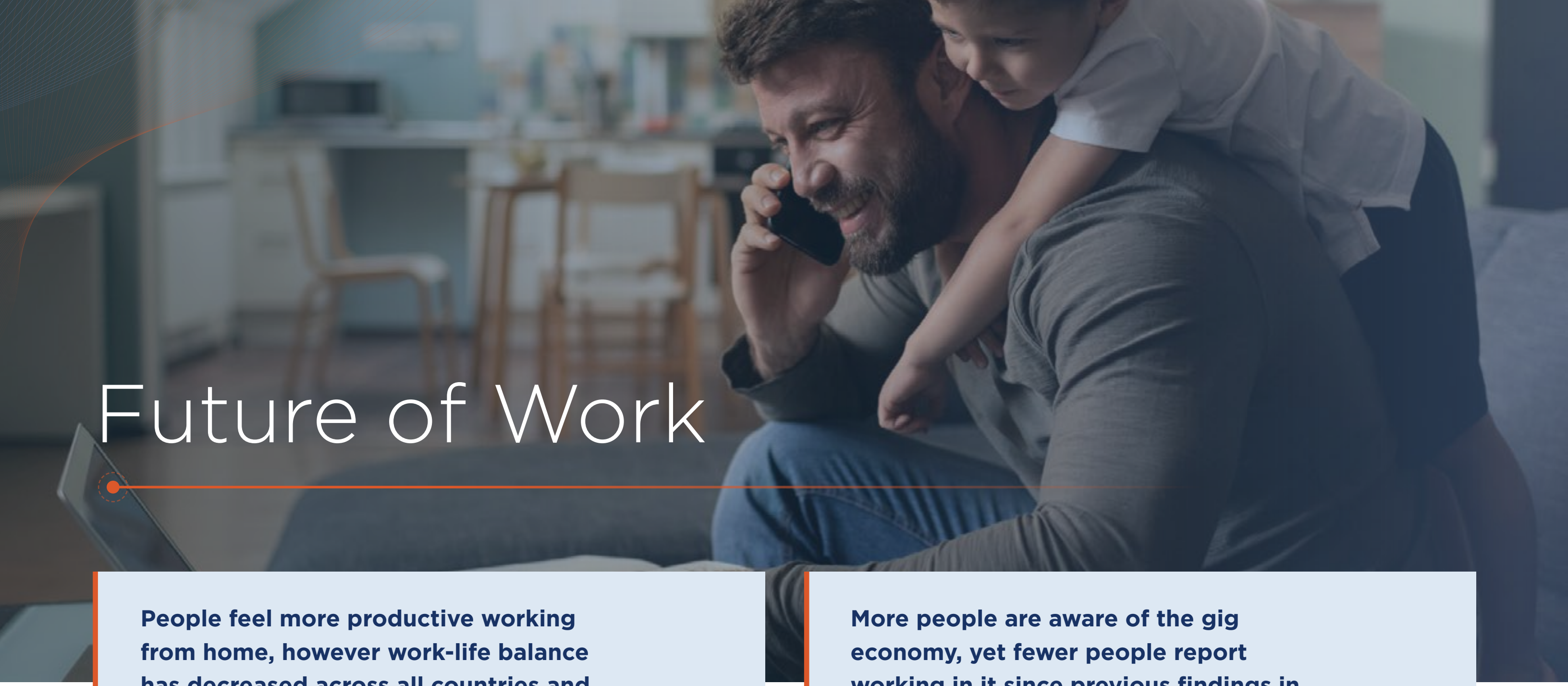
As children have transitioned from the classroom to remote learning, responsibility for overseeing remote learning for younger children falls more on women in the household.

Seventy-five percent of women with children between 5-10 years old say they are responsible for their child's remote learning, compared to 58% of men; this changes to 42% and 37%, respectively, for parents of 16-17-year olds.

6

More people are shopping online for essential items during the pandemic (as compared to prior offline levels), with the largest growth in the grocery sector.

The grocery sector has grown the most in online shopping compared to before the pandemic, a significant change from prior online levels. And while there are vast differences at the country level in online versus offline spending, little variance exists across genders and generations.



Future of Work

People feel more productive working from home, however work-life balance has decreased across all countries and generations since the pandemic.

More people are aware of the gig economy, yet fewer people report working in it since previous findings in January's *Global Trends Report 2020*.

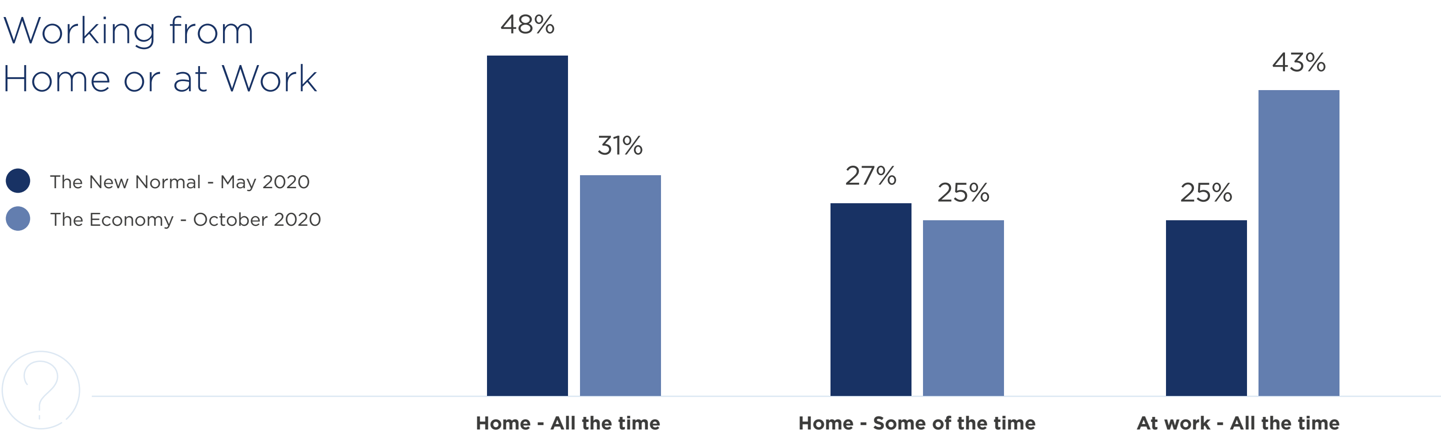
More people are learning new trade skills to secure their next job versus pursuing academic learning or learning a new IT skill. And younger generations are more likely to seek self-employment than their older counterparts.

Interest in the attention economy is highest among American and French consumers. Thirty-seven percent of participants are concerned over the security of their data.

WORKING FROM HOME

Since the start of the Coronavirus pandemic in March, working from home has become the new normal for many. Dynata's prior research from the early days of the pandemic (*Global Consumer Trends COVID-19 Edition: The New Normal*, May 2020) showed a dramatic increase in the number of people working from home, with one in four reporting doing so some of the time and 48% doing so all of the time. Now, with restrictions beginning to relax, 43% say they are working away from home, compared to 25% working from home some of the time and 31% still working full-time from home, perhaps a sign that employees are beginning to feel more comfortable returning to an office environment. Millennials and Gen Z are most likely to be working remotely, with 31% and 32% working from home either full-time or some of the time, respectively, in comparison to 24% of Gen X and 16% of Baby Boomers.

Working from Home or at Work



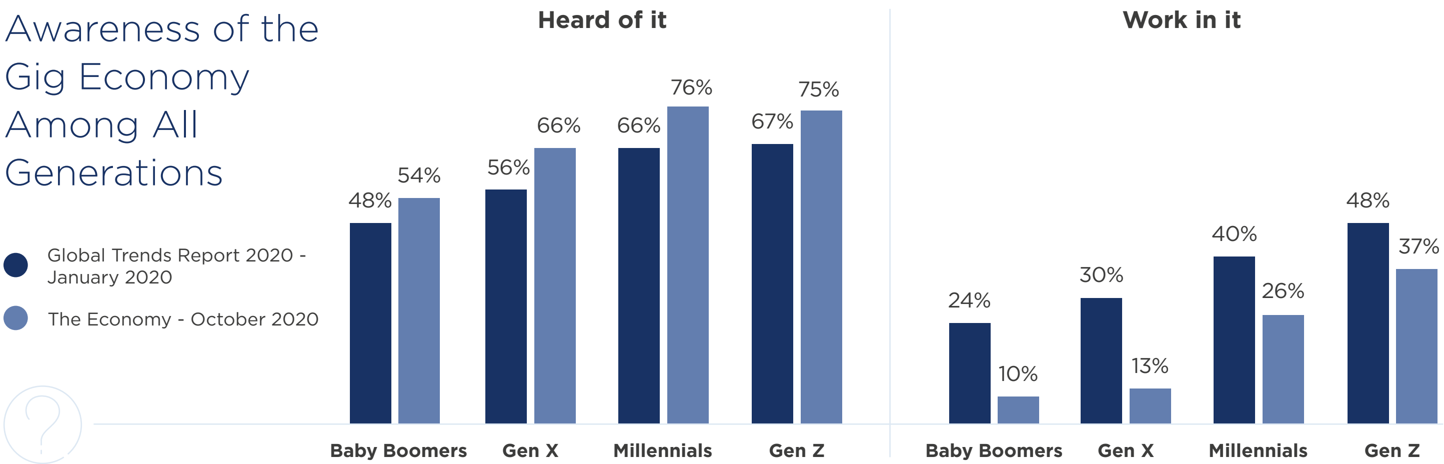
Feelings of productivity have increased since the earlier days of the pandemic, with **70% feeling they are just as – if not more – productive working from home compared to their usual workplace**, an eight-point increase since our *Global Consumer Trends COVID-19 Edition: The New Normal* report was published in May. However, this finding isn't consistent across all countries surveyed, with 50% of people in China and 38% of people in Japan feeling less productive working from home. Generationally, Gen Z reports the lowest levels of feeling productive at home at 36%.

With many people feeling more productive working from home, will employees go back to the workplace, and – if so – when? **Despite the reported increase in productivity, 69% say they are likely to return to their workplace between September and November of 2020.** China has the highest portion of participants anticipating returning in the short term with 68% reporting it is "very" or "extremely" likely. Just under half of participants in France are also planning to return in the next three months (45% reporting it is "very" or "extremely" likely), followed by the USA at 44%; the Netherlands reported the lowest number of participants anticipating a return to the workplace, with just over a quarter reporting it "very" or "extremely" likely. This could produce a "trickle-down" economic impact for those businesses (restaurants, delis, etc.) and services (public transportation, ride share, gas stations, etc.) that rely on workday spending by commuters, riders and foot traffic. When asked to estimate their weekly workday costs while in the office, participants reported that they spend approximately $30 USD per week (or the local equivalent).

Despite the significant increase in people working from home and the high levels of productivity reported by remote workers, our survey revealed that work-life balance has decreased since the beginning of the pandemic. All countries and generations report a decrease in their work-life balance, a noticeable shift since we surveyed this topic in the *Dynata Global Trends Report 2020*, published in January, when half of our participants said they have an "extremely" or "very" good work-life balance. Today, that level has dropped by nine percentage points globally. Younger generations continue to report a better work-life balance, compared to other generations, though the number reporting it as "extremely" or "very" good has dropped in the nearly nine months since Dynata's January report; in particular, Gen Z has declined 15 percentage points from 59% in January to 44% today. Baby Boomers are again the least satisfied with their work-life balance, reporting a decline in satisfaction from 47% in January's report to a current level of 36%.

GIG ECONOMY

The gig economy is defined as an economy in which workers are paid only for the work they do, such as independent contractors employed by ridesharing, food delivery and similar industries. **Despite an increase in awareness of the gig economy among all generations, fewer people today report working in it, across all age groups, compared to findings from the Dynata Global Trends Report 2020 in January. Gen X experienced the largest drop at 17 percentage points, followed by a 14-point decrease for Baby Boomers and Millennials and a decline of 11 percentage points with Gen Z.**

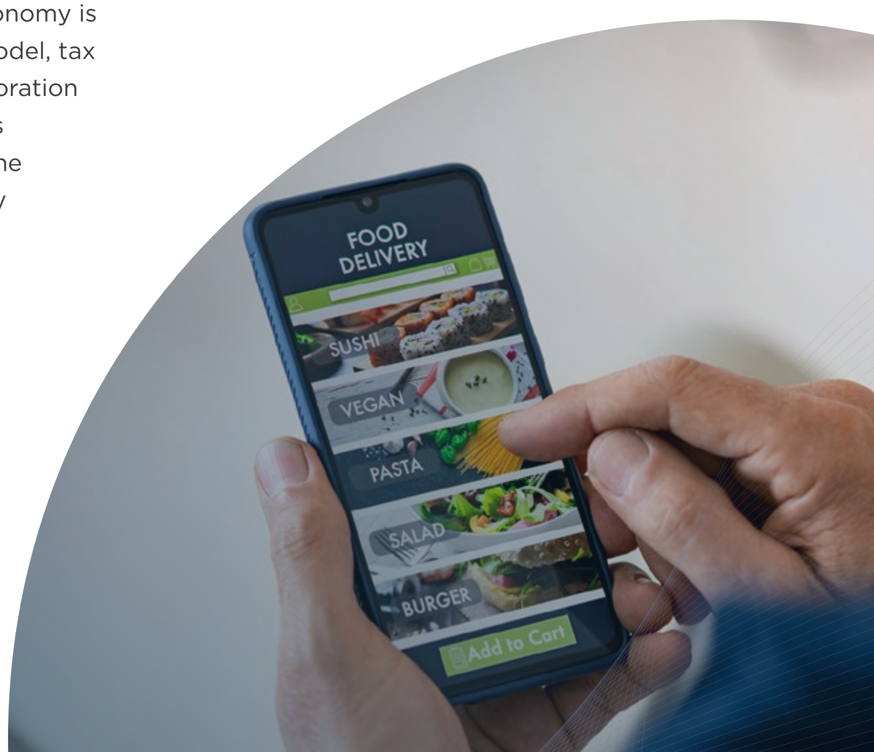


Similar to the findings in January's report, attitudes towards the gig economy remain mixed. Just over a third (35%) agree that it is good for businesses since they don't have to pay wages when no work is being performed, and a similar portion (37%) agree that it is beneficial for workers to have the freedom and flexibility to work as much as it suits them.

Nevertheless, 15% believe the gig economy is bad for businesses since they cannot accurately plan their workforces. A much higher number (35%) agree it is bad for workers who have fewer rights or employee benefits, with three in ten believing that companies can take advantage of global creative talent. In addition, concern persists for income of people in the gig economy being adversely affected, although this belief has stayed relatively stable since our last report.

Participants also remain divided on whether the gig economy is positive for the overall economy. In the gig economy model, tax receipts for governments shift from income tax to corporation tax, assuming companies make more profit and workers are paid less. One in five think it would be positive for the economy given increased corporation tax, while 18% say it's negative because of the income tax reduction.

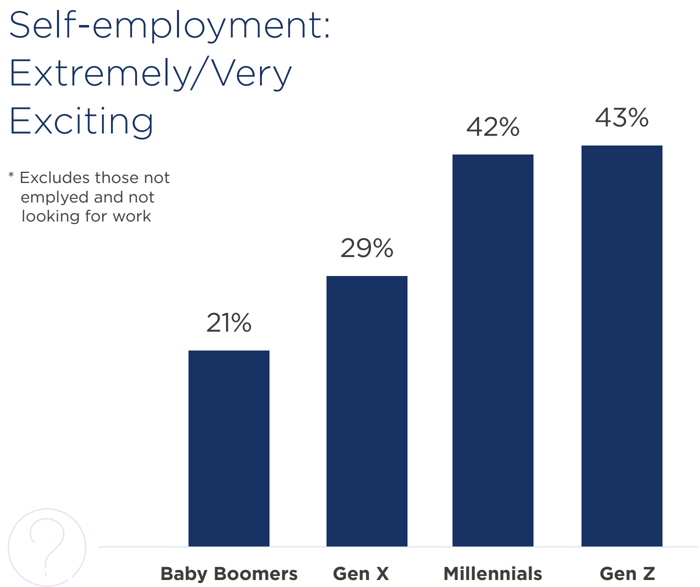
Overall attitudes towards the gig economy have shifted slightly over the past year, with the pandemic appearing to have little impact. Approximately one in five (21%) consider it a "bad thing" while 43% say it is a "good thing," just three percentage points less than findings from the *Global Trends Report 2020*. The USA (51%) is at the high end, a possible indication of continued momentum for the gig economy.



NEW SKILLS

For those furloughed or laid off, only 51% report they would be happy to return to their old job, while 49% indicate they would like to start something new. Of that 49%, working closer to home was the most common reason, cited by 36%. Changing to a job with more aspirational qualities, such as having a more positive social impact, was the second most popular reason for trying something new at nearly 36%. Considering a "more exciting" role was also a major factor, at 32%.

Sixty-three percent of employed participants reported finding the idea of being self-employed "extremely," "very" or "somewhat" exciting, yet only 13% have started a new business since the beginning of the pandemic, suggesting that intention doesn't match action. China (78%), the Netherlands (70%) and the USA (68%) have the highest percentages of people indicating a desire for self-employment, though this has decreased across all countries since January's *Dynata Global Trends Report 2020*. The USA and France have the highest proportion of people starting new businesses during the pandemic at 21% and 20%, respectively. **Younger people are most enthusiastic about being self-employed and are more likely to have taken the risk, with 25% of Gen Z and 19% of Millennials starting a new business during the pandemic, compared to just 8% of Gen X and 3% of Baby Boomers.**



Globally, of those seeking a new job, 22% are learning a new trade skill, 20% have taken up academic learning and 15% are learning a new IT skill to upskill themselves for their next job.

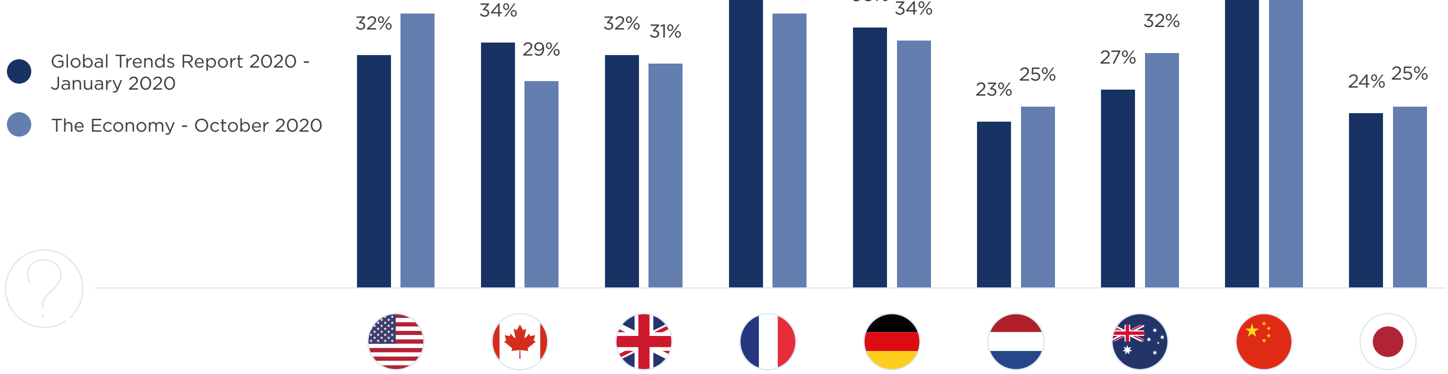
THE ATTENTION ECONOMY

We first explored the notion of the attention economy in January's *Global Trends Report 2020*. First articulated by Herbert Simon, the renowned American economist, political scientist and cognitive psychologist, the attention economy is a model that proposes one's attention could have worth and value in an information-rich world that prizes attracting attention. Today, where data has power, the attention economy has never been more relevant yet decreasing trust in companies and increasing consumer concerns surrounding data privacy pose a threat.

Interest in users being able to control and receive monetary reward for the sharing of personal details and attention data – where consumers go online, the brands they are interested in, and other behavioral details – remains relatively static since our January report, with Chinese, American and French consumers most interested. Given a choice between control or financial reward (or both), 83% selected money and 60% selected control. Fear that their personal information would be misused persists, with 37% indicating that they worry about the security of their data.

Sentiment towards the attention economy remains mixed, showing little shift since Dynata's January report. When asked about the idea of monetizing the sharing of personal details and attention data, 60% of participants expressed they are at least "somewhat interested," with 32% being "extremely" or "very" interested. Interest in sharing personal details and attention data varies across countries.

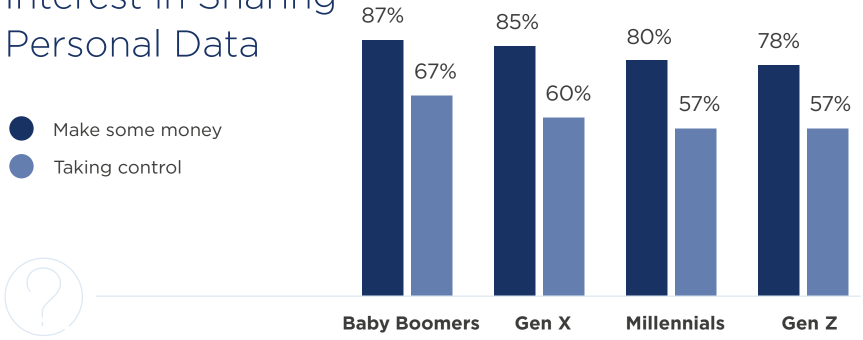
Interested in Making Money Off Personal Data



Close to one fifth are in favor of the attention economy and one in four agreed that they would be more likely to give accurate personal information if they were rewarded for providing their data. However, a portion of the population – one-third – is skeptical as to whether the attention economy would prevent companies from sharing their data without permission. Fourteen percent believe some websites that are currently free would start charging them if companies couldn't access their data for free. Yet, whether for or against the attention economy, the most important factor for consumers is feeling they are in control, with 39% agreeing with the statement "I really want to have control over all this, it's my data after all."

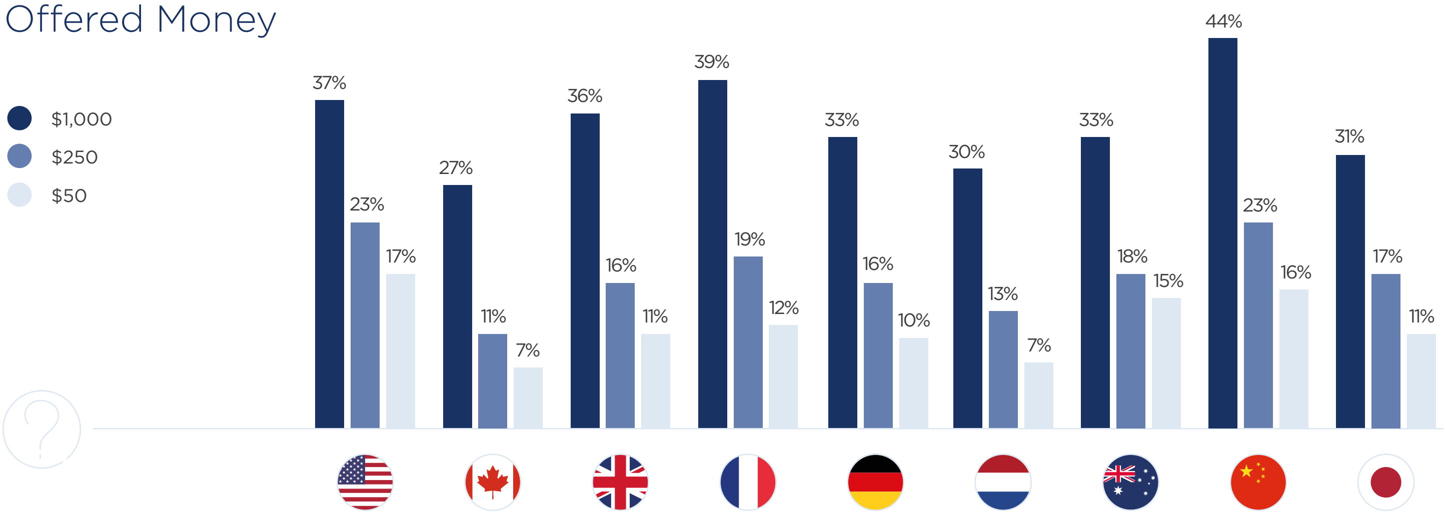
When asked what interested participants about the attention economy, compensation still trumps control, with 43% expressing interest in making money while gaining control, and 40% answering they're just interested in monetizing their data. However, as in January just over a quarter found the notion of monetizing their personal data and getting control as "good in theory but can't imagine it happening."

What Drives Interest in Sharing Personal Data



With 83% interested because of the ability to monetize their data, what form of compensation will drive the most interest? When offered $1,000 USD per annum, interest remained the same as it had without mentioning money, at 34%. Lowering this amount to $250 USD per annum lowers interest by a third.

Extremely/Very Interested in Sharing Personal Data when Offered Money



IMPENDING IMPACT

If feelings of "work from home" productivity continue to rise, should employers consider making the virtual office a more permanent feature? And what role could that play in addressing work-life balance issues as the pandemic continues?

With prospective employees seeking jobs that have a positive social impact, should employers "lean in" to social responsibility messaging even further when recruiting?

Has the pandemic contributed to the decline of the gig economy, as fewer people are using services like ride shares, a main driving force for the gig economy?

Consumer Confidence & Financial Security

Nearly four in ten are "very" or "extremely" worried about their country's economy, almost equal to concern levels for the global economy.

Across generations, Millennials are most concerned about their household finances, and Baby Boomers are least concerned. This is opposite to personal finances where younger generations feel more optimistic.

There is an expectation that economic recovery may be slow, as 64% of consumers across the countries we studied predict their financial situation to be the same or worse in five years' time.

CONSUMER CONFIDENCE IN THE GLOBAL & NATIONAL ECONOMIES

The effects of the Coronavirus pandemic on national economies over the past six months have been nearly catastrophic, with many countries facing recessions and unprecedented levels of national debt. **Our findings show that concern for the economy is higher than concern for personal finances. Thirty-eight percent said they are "very" or "extremely" worried about their national economy.** Consumers in Australia are most concerned, with close to half (49%) "very" or "extremely" worried, followed by Japan at 48% and the USA at 47%. The Chinese show the least concern about their national economy with only 12% "very" or "extremely" worried. **In fact, concern for national economies has dropped in all countries surveyed since our March findings.**

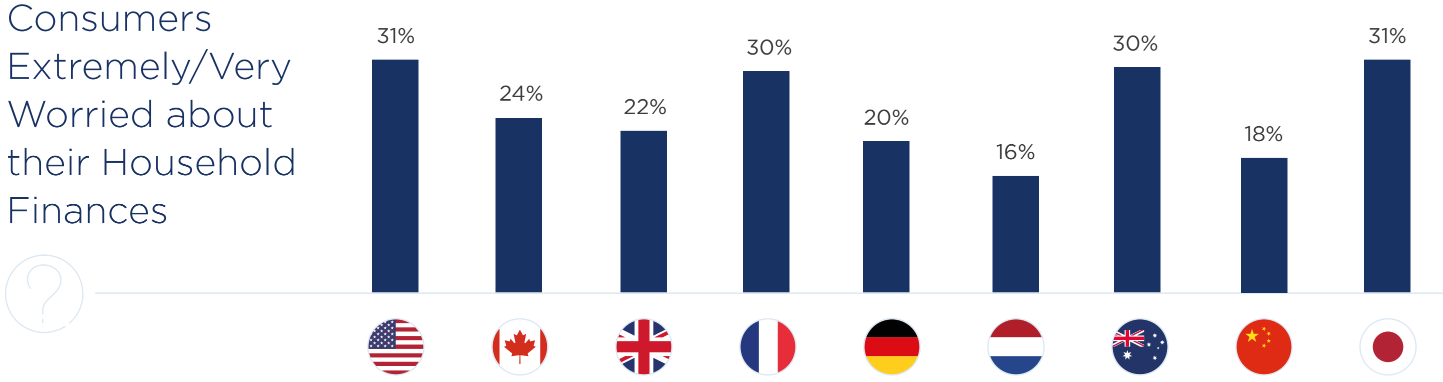
There are also differences in national economic concern by generation. **Forty-three percent of Baby Boomers report they're "very" or "extremely" worried for their national economy, the highest level of worry across all generations, while Gen Z is the least concerned at 25%.**

Participants were slightly more concerned for the world economy than their national economies, with 40% "very" or "extremely" concerned. Again, consumers in Australia are most concerned about the world economy with 50% "very" or "extremely" concerned, followed by Japan and the USA each at 46%. Chinese consumers are least concerned about the world economy with 16% not at all worried, the highest proportion out of all countries surveyed.

THE HOUSEHOLD ECONOMY

Over half of all participants globally (55%) are concerned about their household's financial situation, with 25% "very" or "extremely" worried. Across all countries surveyed, eight in ten report some worry about their own household finances – with 25% saying they are "extremely" or "very" worried – an overwhelming percentage, perhaps, highlighting the strain today's economic conditions are having at the household level. Participants in Japan, France and Australia are the most concerned for their household's financial situation, while participants in the Netherlands and the UK have the highest number of participants not at all concerned, likely due to government support available in these countries.

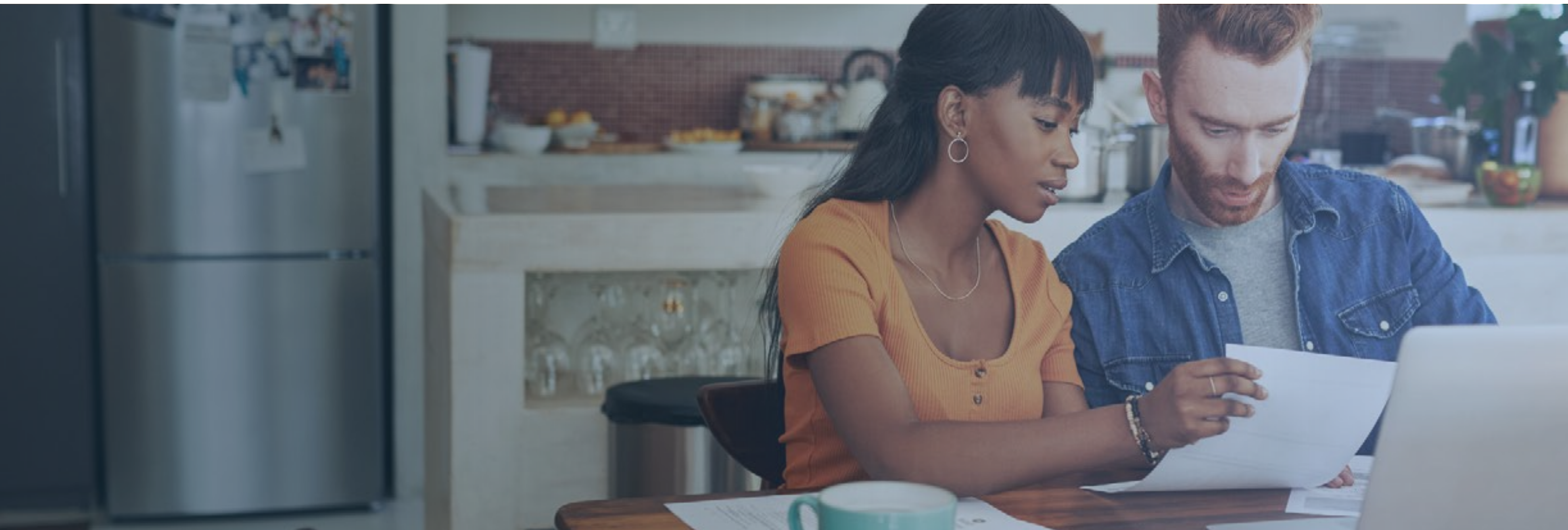
Consumers Extremely/Very Worried about their Household Finances



Compared to Dynata's own prior research from the early days of the pandemic in *Global Consumer Trends COVID-19 Edition: Understanding the Pandemic* (March 2020), household financial concerns have lessened in most countries studied: USA (35% were "very" or "extremely" worried in March vs. 31% today), Canada (35% vs. 24%), the UK (35% vs. 22%), France (35% vs. 30%), Germany (25% vs. 20%), the Netherlands (22% vs. 16%), Australia (38% vs. 30%) and China (31% vs. 18%). The Japanese, however, have become more concerned about household finances since the beginning of the pandemic, with 21% saying they are "very" or "extremely" worried in March, compared to 31% today.

Of note, close to **one third of Millennials are "very" or "extremely" worried about their household's financial situation, the highest among all age groups**, despite their optimistic outlook on personal finances. Baby Boomers are the least concerned about their household finances, with only 16% "very" or "extremely" worried.

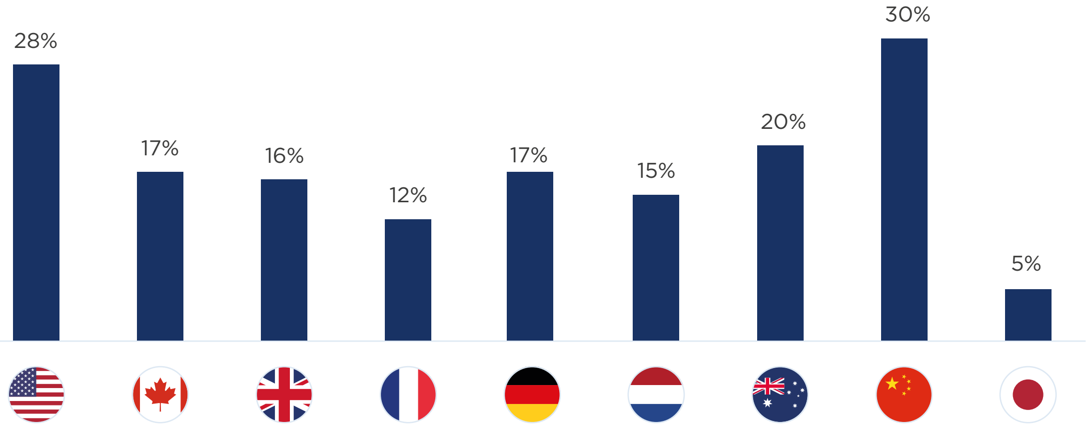
Prior to the pandemic, 54% of participants globally reported their household having two or more sources of income, which decreased slightly by two percentage points to 52% during the pandemic. **Looking towards the future, more than 90% of participants expect no change in the number of incomes in their household once the pandemic ends, an optimistic sign for the economy.**



CONSUMER OPTIMISM & THE FUTURE

Globally, 17% of participants across all countries surveyed feel "very" or "extremely" optimistic about their financial situation. China has the highest portion of consumers feeling "very" or "extremely" optimistic, at 30%, followed by the USA at 28% and Australia at 20%. Japanese consumers are feeling the least positive, with only 5% reported feeling "very" or "extremely" optimistic, a sign of low consumer confidence amid a long period of economic challenge in Japan, and perhaps deepened due to the cancellation of the Olympic games.

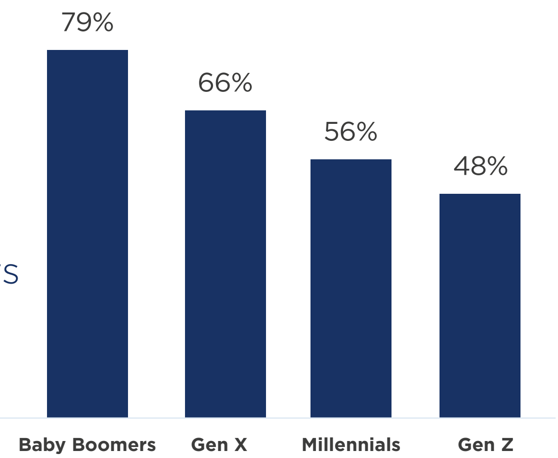
Consumers Feeling Extremely/Very Optimistic about their Personal Financial Situation



Millennials and Gen Z'ers are the most optimistic about their future financial situations, with 21% and 20%, respectively, reporting they are "very" or "extremely" optimistic about their financial situation. In contrast, Baby Boomers are least optimistic.

When asked to predict their personal financial prospects in five years' time, 64% of participants across all countries believe their finances will be the same or worse in 2025. Again, Gen Z and Millennials are the most optimistic about their future financial situations, at 52% and 44%, respectively; conversely, nearly a third (31%) of Baby Boomers anticipate their financial situation to worsen in five years' time.

Consumers Anticipating their Financial Situation to be the Same or Worse in 5 Years Time



IMPENDING IMPACT

With financial concern levels so high, will there be a lag in household spending post-pandemic?

What clues do these trends offer to financial institutions and advisory firms as they look to attract the next generation(s) of investors?

COVID-19-Induced Escapes from Cities Appears Temporary

Despite the large numbers of residents having left big cities during the pandemic – also known as, "de-urbanization" – those moves may not be permanent.

Those who have moved are much more likely to have moved from one part of a city to another rather than leave the city entirely.

There appears to be an income and generational gap when it comes to the ability to relocate to cope with the pandemic.

For centuries, it's been the belief that in a time of "plague" it's wise to vacate the cities. It is intuitive that putting space between you and everyone else is healthier – and having outside space is good for mental health. In April, The Economist noted that, as COVID-19 spread across Europe, many Parisians fled "to secondary homes in the country or to parents in la province… repeated in New York, London and other cities too, as the wealthy escape to country homes in The Hamptons or Cornwall. Amid fears of disease, crowds and contamination, it is a natural instinct to seek refuge in pure air, coast and hills." Mobile phone company, Orange, estimates that 1.2 million people, or a fifth of the population, left Paris during the initial week of lockdown in Spring 2020.

Data for New York City suggests between 5% and 8% have left since the start of the pandemic. The New York Times reported in May that 420,000 people, or 5% of the city's population left in March and April alone; similarly, the United States Postal Service says 246,000 people in the city filed a change of address card between March and the last week of August, double the number who did so in the same period last year. Nationwide, a Pew Research Study says 3% of people across the US have moved out of cities.

This perceived phenomenon of "de-urbanization" has been well-documented, but how many people are truly leaving the cities? In interviewing people in France, UK, Australia and the USA who have moved between March 1st and September 1st, and people still living in New York, London, Paris and Sydney, Dynata sought to understand more about the patterns of population movement between city and rural locations.

Our research shows little evidence of permanent moves when comparing where people moved from and where they moved to these last few months. Looking at these findings, there does not appear to be an "exchange" (i.e. city people are moving to the country and country people moving to cities); rather, most are staying in the same environment. The massive flight from cities at the early stage of the pandemic lockdown may have been a temporary phenomenon.

In the USA, for example, 26% of those we interviewed said they previously lived in the center of a city. Of those people, 73% moved to another location also in the center of a city, and fully 83% stayed in the city, either in the center or the edge of a city. Only 3% of those previously in a city center moved to a rural location and 3% to a town. Of note, 13% of those in the process of moving now had no plans to do so during February, perhaps an indication that this intra-city moving is opening up new, unplanned opportunities for relocation.

Looking closer at those living in four major cities – London, New York, Paris and Sydney – we see further indications of this intra-city trend: 45% percent of those who live in the center of one of these cities expressed a desire to move elsewhere in the city center, while only 6% indicated they want to move to a town and 5% to a rural location. There are some variations by city, perhaps caused by geographic aspects of each city and country – how far away rural locations are, density of city centers, availability of residential options in the center and suburbs, or similar factors – but there does not appear to be a city to country exchange (in either direction), with most choosing to stay in the same environment.

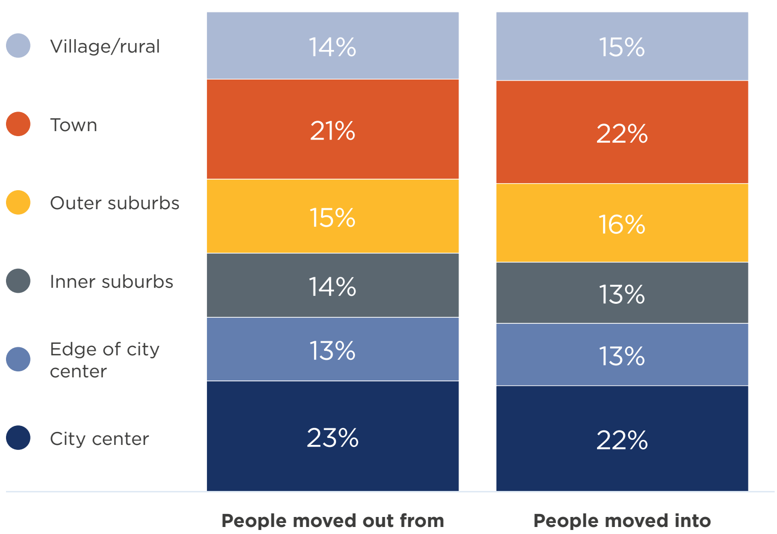
Of all movers, 45% indicated their move feels "temporary" – either as a stepping stone to the next new location or until they can return to a prior location. Just over half said it feels permanent, with Baby Boomers feeling most secure in the permanence of their move at 76%.

In the four-country study of movers, when asked if COVID-19 was a factor in the decision to move, a third of those who have moved since March 1 said yes. Looking at city dwellers in the four major cities, 28% of those with a desire to move attribute that desire/intent to the pandemic. That is the case for a third of those currently in the process of moving, and 40% of those actively looking.

There does appear to be an income divide when considering, with wealthier people having more flexibility if they choose to move. **Of those who moved, 40% of those earning $100K+ moved in March and April, compared to 29% of those earning less than $50K.** Those in the highest income bracket are much more likely to say that COVID-19 was behind their move: 44% of them said so, compared with 25% and 27% in the low and medium brackets.

Equal #'s Moving Out As Moving In

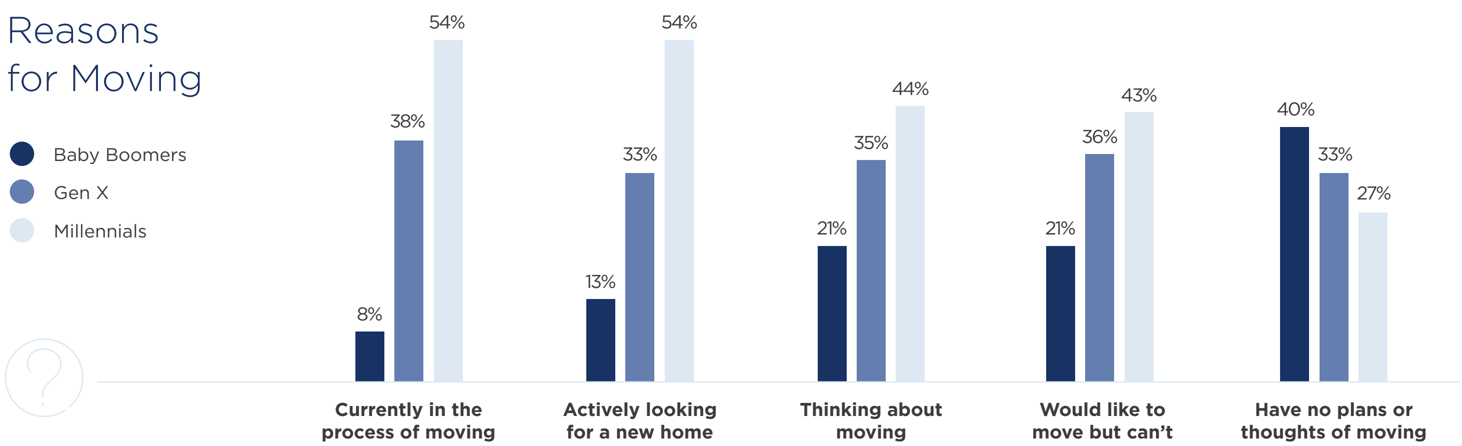
Movement since March 2020



While many direct and indirect/independent factors were considered, from working from home to stress about the lockdown and a desire for more living space, healthcare concerns were slightly more prevalent amongst the $100K+ cohort. Thirty percent expressed concern about Coronavirus infection for themselves or family members (30% and 28%, respectively) versus those in the lower income bracket (25% and 20%, respectively). Those in the highest income category were more likely to say the ability to work from home was a reason, 23% compared to 18% in the lowest (less than $50k) income category. All told, 11 factors were weighed by participants who had moved, none scoring higher than 30% for either cohort.

This reflects the greater mobility options that higher income households have – they are more likely to have jobs which can be done from home.

Fifty-four percent of all Millennials interviewed are in the process of moving, followed by Gen X at 38%, and Baby Boomers at only 8%. Interestingly, people who live in larger homes are more likely to be moving or planning to move than those who live in apartment units in large apartment buildings. This is perhaps due to a desire to reduce the overhead costs of maintaining a larger home during a trying economic time.



While the conditions **brought on by COVID-19 – economic, health-wise and social – may have caused an increase in those moving, and wanting to, there is little evidence of "exodus" from cities in our research.** Most moves were to a similar environment (within the same city, for example), perhaps to be closer to nearby family or move to a less crowded neighborhood where it is easier to socially distance. COVID-19 is having some impact on city populations, but there is little evidence in our data that it will reverse the trend of continued migration into cities, such as the 2018 United Nations report that 55% of the world's population lives in cities and is projected to be 60% by 2030 and 70% by 2050.

IMPENDING IMPACT

Could greater vacancies in cities, and potential drops in rental or buying prices, make it possible for younger and/or less affluent people move closer to city centers in the future?

Will the future exist in smaller cities or larger small towns and what would be the knock-on effect for businesses?

Does technology, such as virtual communication platforms, enable people to leave the city while still feeling connected?

The Impact of Remote Learning on the Household

Women are more likely to be involved in remote learning at home for younger children than men, with 75% of women with children between 5-10 years old reporting they are responsible for their child's remote learning compared to 55% of men.

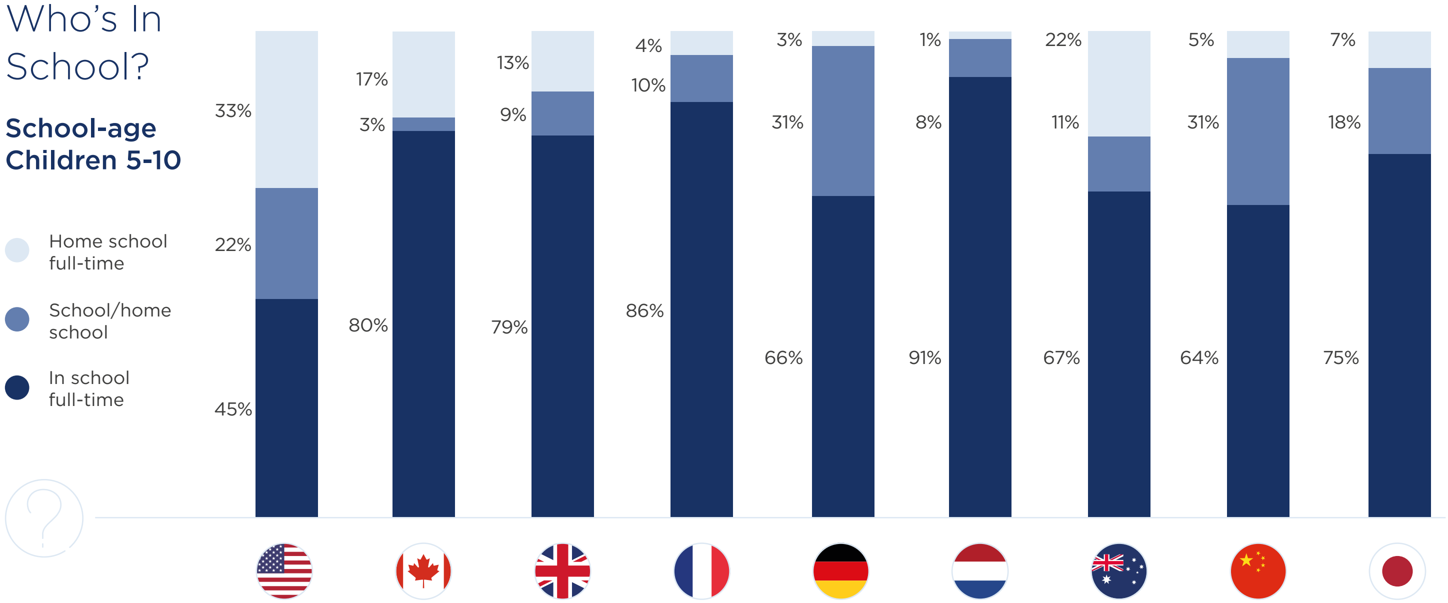
Seventy-one percent say they will send their children back to school in the next three months if they are able to do so.

In the early days and weeks of the pandemic, schools were closed and students – and their parents – suddenly found themselves in a full-time remote learning model. That rapid shift presented a myriad of challenges for students, parents and teachers – from curriculum changes to technology availability to parental time management. With this in mind, we chose to explore whether this new model of learning is our new normal for all countries and ages, or a temporary fix in the immediate scramble following the global lockdown during the early days of the pandemic.

Our results show that during the time our survey was "in field" (between September 2-19, 2020), **close to three-quarters of participants with school-age children report their child has returned to the classroom full-time, a stark difference from the beginning of the pandemic.** Half of parents with school-aged children in the UK report their children will be back in the classroom full-time within the next month, followed by China and Canada at 45% and 32%, respectively. **Participants with school-aged children in the USA anticipated a slower return with only 11% predicting their children will return to the classroom in one month.**

Who's In School?

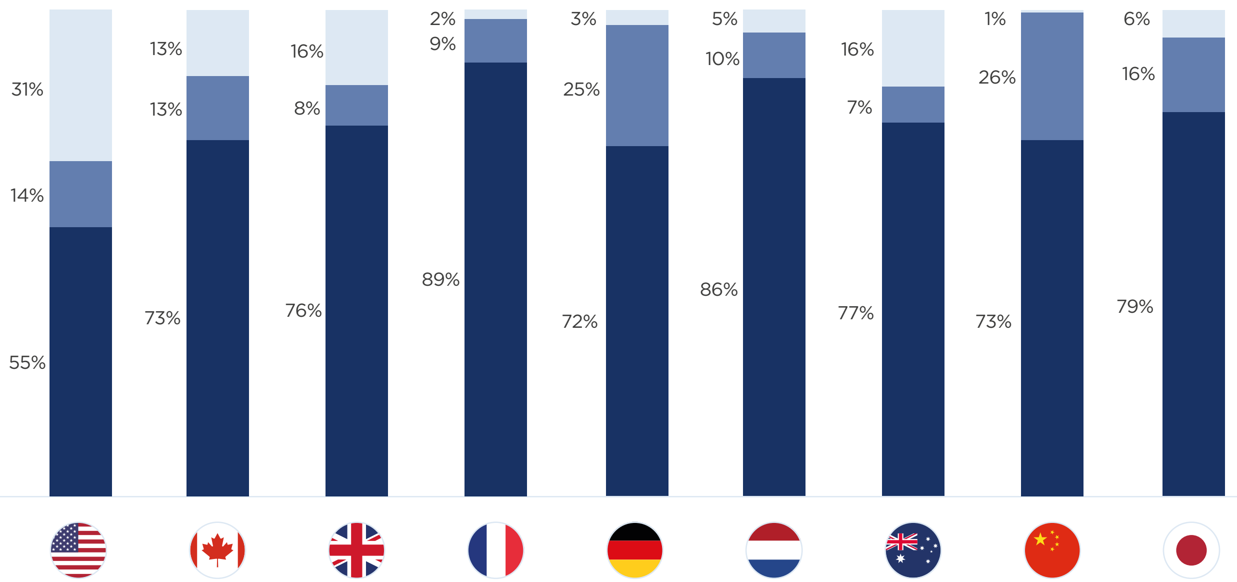
School-age Children 5-10



Who's In School?

School-age Children 11-15

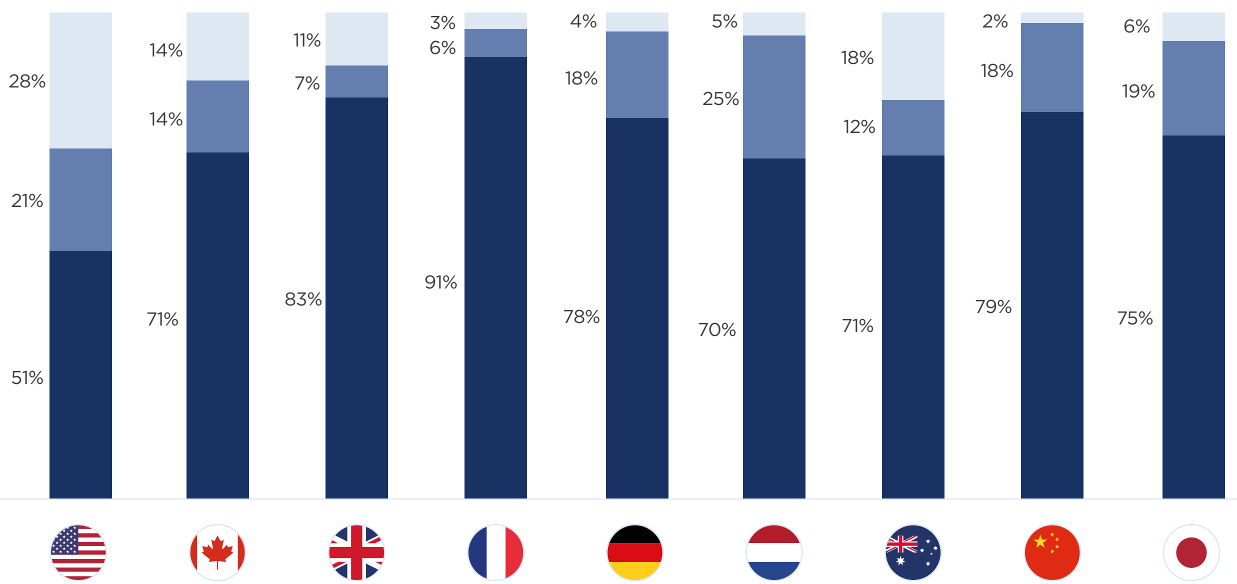
- Home school full-time
- School/home school
- In school full-time



Who's In School?

School-age Children 16-17

- Home school full-time
- School/home school
- In school full-time



Despite many children moving to remote learning in the early stages of the pandemic, hoping to "flatten the curve" and prevent spread among schoolchildren, parents are predicting a return to full-time school before the end of 2020. **When asked whether participants would send their children back to school if they are reopened in the next three months, 71% agreed, 15% answered no and 15% were unsure.** Five percent across all countries surveyed say their children will not return to the classroom at all and that homeschooling is permanent for their child, a small fraction, likely due to the time and resources involved with providing educational support at home, something many parents experienced during the pandemic.

It's been well-documented that remote learning places a great deal of the burden on parents, challenging the work-life balance of educational responsibility versus earning an income to support one's family. Our findings show that in Germany, Australia, Japan and China, responsibility for their children's remote learning is taken on by a parent, and that younger children require more attention. Unsurprisingly, participants with 16-17-year old children have less involvement in overseeing remote learning, with 23% saying their children take on their own learning. Women are more likely to be involved in learning at home; 75% of women with children between 5-10 years old say they are responsible for their child's remote learning; compared to 58% of men; this changes to 42% and 37%, respectively, for parents of 16-17-year old children.

Looking at children between the ages of 18-19-years-old, it was believed that the shutdown effects of the pandemic would mean more colleges/universities offering online learning instead of on-campus classes. This, in turn, would lead many to put off their decision to pursue their education. There has been an observed effect on enrollments, with the added influence of economic concerns brought on by the pandemic, leading to at least one in seven parents of 18-19-year-olds saying these factors impacted their children's decision to enroll in college or university. Yet, even with that in mind, **two-thirds of participants with children aged 18-19-year-old are either currently enrolled or planning to begin or resume post-secondary education in September 2020 (with a quarter saying their children in this age bracket have no plans to do so).**

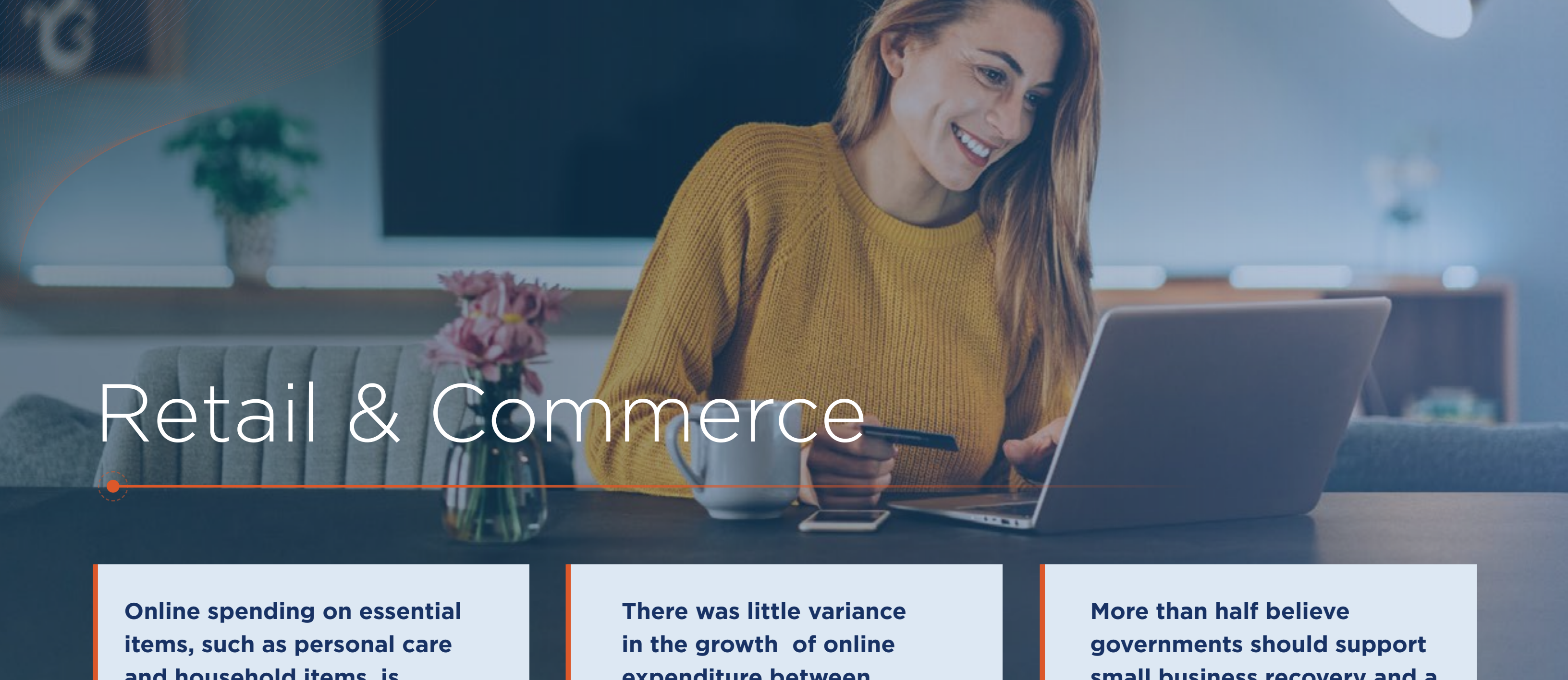
IMPENDING IMPACT

Are parents or communities being too cautious in reopening schools or are they rushing children back too soon and will opening schools change the course of the pandemic?

What impact does remote learning have on work-life balance for parents, especially for women with young children?

What is the long-term viability of couples working full-time while also managing their children's education?

Will remote learning increase the educational divide as affluent parents hire tutors and create educational "pods?"



Retail & Commerce

Online spending on essential items, such as personal care and household items, is surging during the pandemic, with the grocery sector showing the most growth.

There was little variance in the growth of online expenditure between generations or gender.

More than half believe governments should support small business recovery and a similar percentage report they will favor small businesses after the pandemic.

OFFLINE & ONLINE SHOPPING

The grocery sector, which had the lowest online expenditure index prior to the pandemic, experienced the largest growth in online shopping, with an increase of 23% across the nine countries surveyed. Consumers in China buy the greatest portion of their groceries online in this category; followed by the UK, the USA and Canada, with growth rates of 31%, 28% and 26%, respectively.

Household items and personal care products had the second-largest growth in online spending, with both sectors increasing 22% over the course of the pandemic.

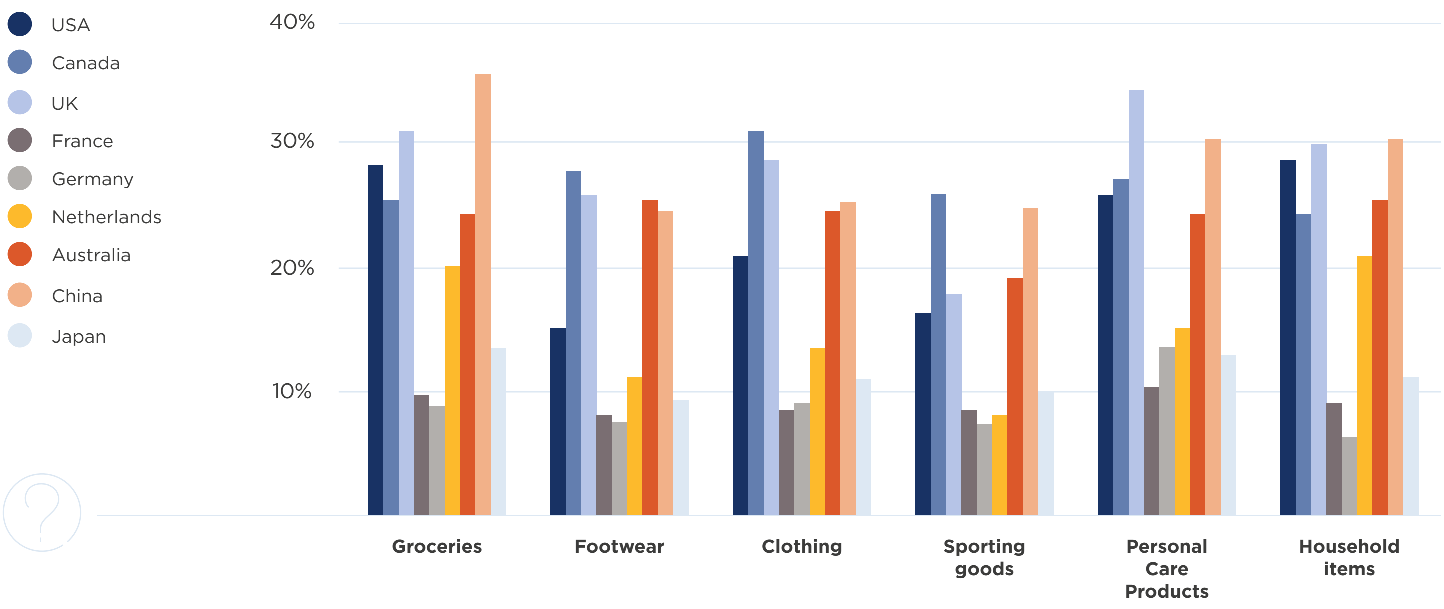
Clothing and footwear also saw increases in online expenditure, with global growth rates of 19% and 17% since the pandemic. Canada (31%) and the UK (29%) saw the most growth in clothing spending online; these two countries also saw the most significant growth in online spending on footwear. The smallest gains in online shopping for clothing and footwear were reported in Japan, Germany, France and the Netherlands.

Before the pandemic, participants across all geographies reported that 37% of their spending in the sporting goods category took place online; this percentage has risen to 43%, a 15% growth. The largest increase in online commerce for sporting goods during the pandemic occurred in Canada and China showing growth rates of 26% and 25%, respectively.

Across all categories studied, home electronics experienced the least amount of growth in online expenditure, with an increase of only 14% across the nine countries surveyed. As seen within the sporting goods category, this 14% growth was driven by consumers in China and Canada, where online expenditure increased 27% and 24%, respectively; European countries, such as France, Germany and the Netherlands, saw the smallest growth in this category.

Our findings show little variance between gender or generation in propensity to buy online during the pandemic. There are, however, significant differences in the growth of online commerce versus offline at the country level. Across all consumer goods categories, China and Canada show consistently high online expenditure growth rates while France, Germany and the Netherlands experienced only incremental growth in online purchasing due to the pandemic, ranging from 1% to 6%. Overall, the increases in switching to online across all categories studied are perhaps surprisingly low.

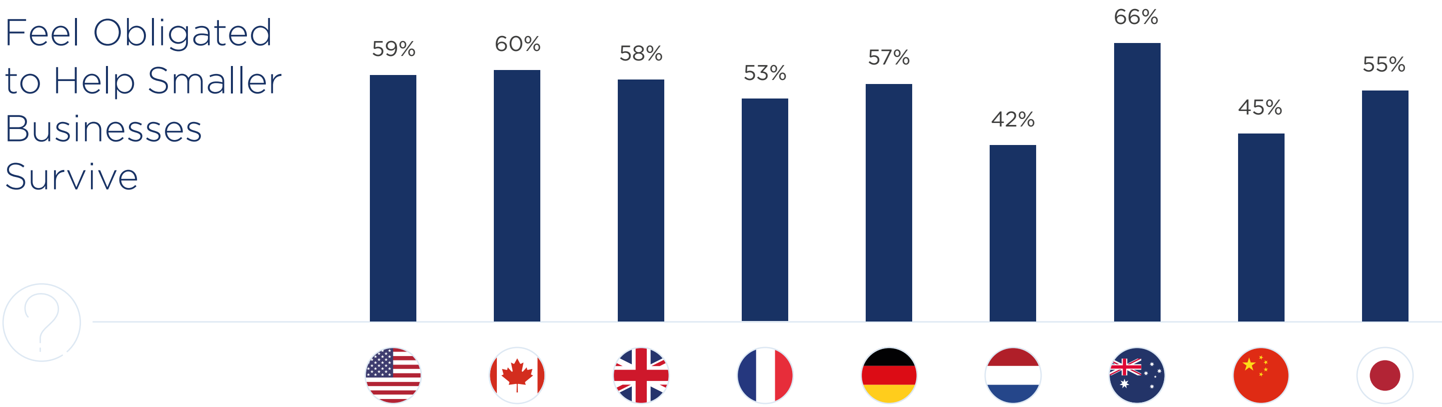
Online Spending Growth Rate During Pandemic, by category



SMALL BUSINESS

According to the International Labor Organization, small to medium-sized enterprises contribute more than 50% of the Gross Domestic Product (GDP) in most of the countries that are members of the Organization for Economic Cooperation and Development (OECD). Unfortunately, it is small businesses that have been hit hardest by the economic effects of the pandemic, yet consumer support for small businesses remains strong. This is reflected in our results, where participants indicted that prior to the pandemic, 32% reported they would always choose a small business over a large company when possible. **Today, 53% say they will favor small businesses after the pandemic, a 21-point increase**, consistent with our previous findings on the "social obligation" to help small businesses, observed in the *Dynata Global Consumer Trends COVID-19 Edition: The Reopening* report (June 2020), where half of participants expressed the same sentiment.

This sentiment was strongest in the USA and Australia where, in both countries, 24% of consumers surveyed "strongly agree" they feel obliged to support small businesses.



As with our prior report in June, Baby Boomers are the generation most likely to favor small businesses, with 61% agreeing they feel obliged to help smaller businesses survive (up from 57%). Again, **Gen Z – perhaps as a result of their upbringing in a world dominated by big-box retailers and online shopping – are the least likely to feel obligated to support small businesses, with 19% indicating they don't feel an obligation.** Perhaps this is a result of the somewhat widely held belief among Gen Z'ers that large companies contribute more to their national economy through taxes, expressed by 36% of those surveyed.

When asked whether governments should concentrate their efforts on supporting small businesses, 55% said they agree. Australians are most in favor of small businesses receiving government support at 60%. Attitudes towards the government's role in supporting small businesses differs by generation, with Baby Boomers most in favor of the government prioritizing small business support, and Gen Z least in favor.

IMPENDING IMPACT

With online shopping continuing to rise, will consumers return to shopping at brick and mortar stores if at all?

If more consumers will be shopping online for essential items, should brands be investing more in digital advertising and a better online experience?

With enthusiasm for supporting small businesses high, will consumers' actions match their intentions once the pandemic is over, or will they revert to shopping at large stores and chains?

METHODOLOGY:

The report draws from three different surveys all conducted online using Dynata's proprietary first-party research panels:

The *"Economy"* Survey covered the UK, the USA, Canada, France, Germany, the Netherlands, Australia, China and Japan from August 24 – September 2, 2020. Participants were selected across all Dynata's proprietary research panel assets, and the samples quota-controlled to reflect the population on Age, Gender and Region. Sample sizes were UK (1,073), USA (1,070), Canada (1,064), France (1,067), Germany (1,052), Netherlands (1,072), Australia (1,037) China (1,037), Japan (1070) – Total 9,542. Given these sample sizes the margin of error (at the 95% confidence level) is +/- 3%.

The *"De-urbanization: City"* survey covered London, New York, Paris and Sydney, concentrating on the central areas of these cities. Interviews were conducted between September 2-16, 2020. Sample sizes were New York (941), London (919), Paris (1,067), Sydney (1,025) – Total 3,952. The *"De-urbanization: National"* survey covered the USA, the UK, France and Australia and interviewed people who had moved in the prior six months (since March 2020). Interviews were conducted between September 8-September 18, 2020. Sample sizes were: USA (1,232), UK (1,167), France (1,341), Australia (1,091) – Total 4,831. Given these sample sizes the margin of error (at the 95% confidence level) at the national/city level ranges between +/- 3.2% (City Survey- London) and +/- 2.7% (National Survey- France).

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