

The Weekly Listen: Reopening Retail, Zynn Pays You to Watch Videos and Good Deeds During COVID- 19

AUDIO |

eMarketer Editors

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and principal analyst Andrew Lipsman at Insider Intelligence discuss what reopening retail will look like, what people feel when they multitask, a TikTok competitor that pays you to watch videos, good deeds during the coronavirus, the most popular payment methods, Queen Elizabeth's first job and more.

Actions US Adults Have Taken in Response to the Coronavirus Outbreak, April 2020

% of respondents

	March 13-15	March 20-22	March 27-29	April 3-5
Stopped shaking hands	56%	81%	86%	88%
Avoided public transportation	49%	71%	81%	81%
Cut back eating in restaurants	42%	80%	86%	89%
Cut back on socializing	41%	78%	86%	86%
Cut back on shopping in-store for nonessentials	39%	69%	78%	78%
Stocked up on essentials (medications, water, toilet paper, etc.)	41%	61%	66%	68%
Avoided traveling for business	40%	62%	71%	71%
Changed plans for a vacation	33%	50%	65%	66%
Increased online shopping	31%	42%	50%	49%

Note: ages 18+

Source: Engine Insights, "COVID-19: Keeping the Pulse of the Consumer," April 6, 2020

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