

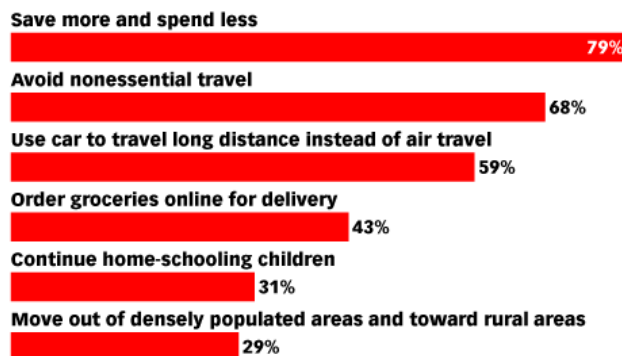
Nearly 8 in 10 Consumers Say They'll Continue to Cut Spending After the Pandemic

ARTICLE

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The changes in consumer behavior brought on by the coronavirus pandemic may not be as temporary as we might think.

Activities US Adults Are Likely to Do Once the Coronavirus Pandemic Ends, April 2020 % of respondents



Note: those who answered very or somewhat likely
Source: The Harris Poll, "COVID-19 Wave 8," April 20, 2020

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According to April 2020 data from The Harris Poll, the largest share of US respondents said they'll likely continue saving more and spending less after the coronavirus pandemic ends. Interestingly, many are also

planning to continue shopping for groceries digitally and home-schooling their kids.

While long-term forecasts amid the crisis may seem like wish-casting, marketers should take note of current consumer feelings and aspirations to identify what behaviors might stick as “the new normal.”

Read More:

- [Toy and Hobby Advertisers Are a Pandemic Bright Spot](#)
- [US Personal Savings Rate Increases Due to Lowered Spending amid Social Distancing](#)
- [Consumer Confidence and Concern During the Coronavirus Pandemic](#)

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