



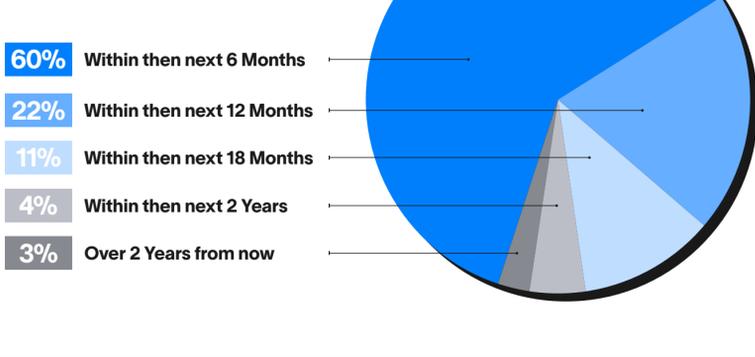
How Have Consumer Attitudes Shifted During the COVID-19 Crisis?

Scorpion surveyed 857 adults from across the country to find out how the pandemic has affected their perceptions and behavior.

Outlook

On a positive note, a majority of respondents think the crisis will resolve itself in 6 months.

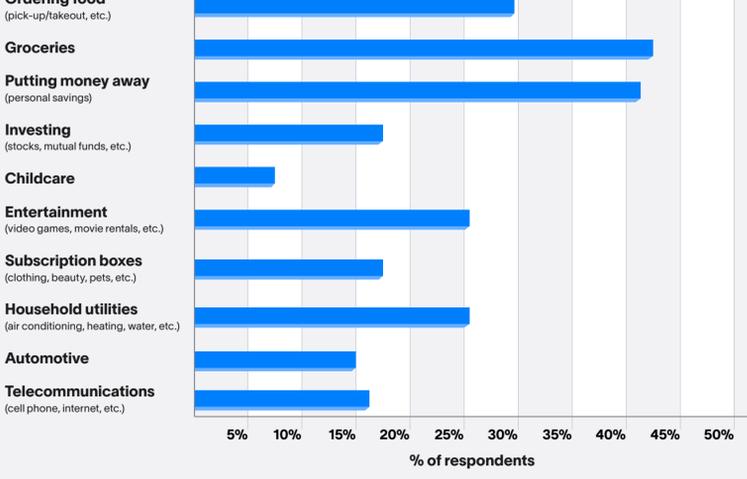
1 How long do you think it will be before the COVID-19 crisis is resolved?



Finances

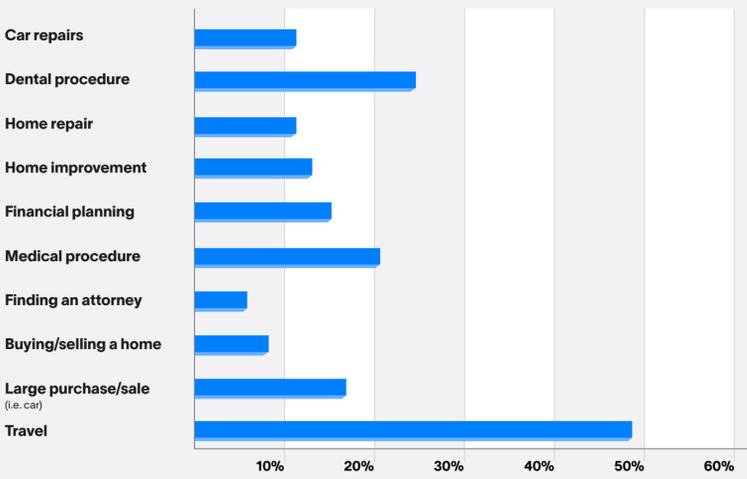
With so much uncertainty in the economy, people are taking a more conservative approach to the way they spend their money.

2 In which areas do you expect your spending to increase in the next six months?



! Almost half of all respondents have said they'll be buying more groceries and saving more money in the near future.

3 What expenses have you had to put off until the COVID-19 pandemic is resolved?

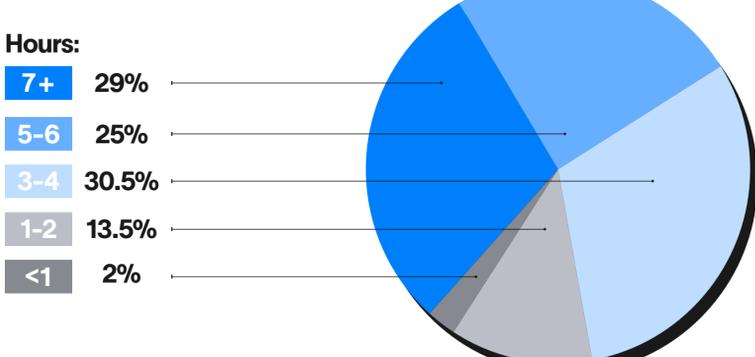


! Travel and healthcare are the two expenditures being delayed most.

Online Activity

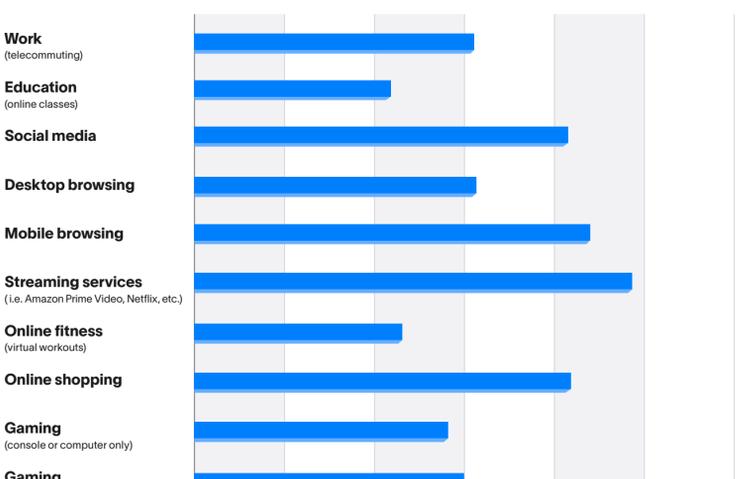
With a large portion of the population either quarantined or working from home, many people are spending vast amounts of time online. To paint a clearer picture of emerging trends and areas of opportunity, we asked consumers about how stay-at-home orders have affected their habits.

4 How many hours per day are you spending online (desktop and mobile) for any reason?



! 54% of respondents say they spend 5 or more hours online each day.

5 Which online services do you expect to use more in the next six months?



! Video streaming, online shopping, and using social media are the top three online activities respondents will be spending more time on.

Advertising Insights

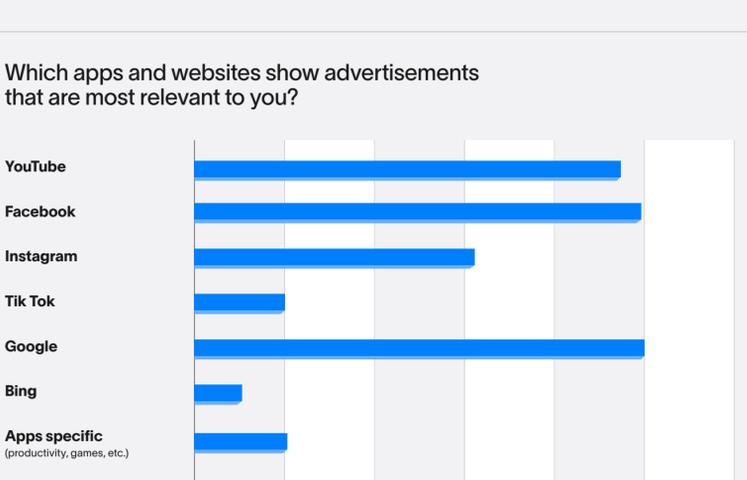
Knowing that screen time has spiked for a large portion of the population, there is an unprecedented opportunity for businesses to get in front of and engage with their desired audiences and customer base.

6 While researching a product or service, you recognize a company from other advertisements you have seen. What are you most likely to do?



! Brand recognition is the reason 69% of respondents choose to engage with a company.

7 Which apps and websites show advertisements that are most relevant to you?



! Google, Facebook, and YouTube are the top three most relevant advertising platforms.

Drawing Conclusions

Even though some medical offices have physically closed their doors, digital brand awareness campaigns on platforms that are popular with your ideal patients are especially vital to stay top-of-mind until spending behavior returns to normal.

Once this pandemic is over, potential patients who have been stashing money away, will choose medical practices they recognize for dental work, orthodontic care, plastic surgery, medspa treatments and other elective healthcare purchases they have been putting off.

The brands that choose to pause their advertising take themselves out of the running to earn patients' business – but the ones that maintain their online presence stand to come out of the crisis stronger than ever.