



COVID-19 Insights

Near real-time data on the impact of the coronavirus epidemic on the consumer economy



About the COVID-19 Tracker

The COVID-19 Tracker shows weekly consumer spend trends across 23 categories and 89 subcategories, representing 2000 national brands. The dashboard allows users to quickly drill into regional, state, CBSA, and city spend, transaction count, and average transaction trends based on the purchase data from a panel of 6 million de-identified U.S. consumers.

About Earnest Research

Founded in 2012, Earnest Research provides restaurants, retailers, e-commerce companies and investment clients with critical knowledge on consumer behavior to power data-driven business decisions. With accurate and near real-time data on sales, foot traffic, orders, and other purchasing trends, Earnest enables companies to deeply understand customer habits and gain valuable intelligence on market share and competitors.

For more information, visit earnestresearch.com.

Category Heat Map

Monitor total weekly spend, transaction count, and average transaction size growth by state, CBSA, and city across 23 consumer categories segmented by channel and geography.

| Category | 2020 | | | | | | | | | | Category AI |
|-----------------------------|---------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|-----------------------|-----------------------|-------------------|---------------------|-----------------------|
| | Week 1 January 8 | Week 2 January 15 | Week 3 January 22 | Week 4 January 29 | Week 5 February 5 | Week 6 February 12 | Week 7 February 19 | Week 8 February 26 | Week 9 March 4 | Week 10 March 11 | |
| Apparel and Accessories | 11.2% | 1.4% | 3.4% | 0.6% | -1.4% | -1.0% | -0.8% | -4.3% | -4.1% | -9.7% | Channel AI |
| Charitable Giving | -13.7% | -4.3% | 13.8% | 10.1% | 7.7% | 10.1% | -4.9% | 6.0% | -12.2% | -17.7% | Geography Aggregation |
| Children | -13.7% | -18.2% | -18.2% | -18.2% | -18.2% | -14.1% | -13.8% | -17.7% | -20.3% | -14.2% | Geography AI |
| Department Stores | -14.0% | -2.1% | 1.4% | 0.7% | -6.1% | -3.9% | -3.1% | -5.0% | -6.0% | -9.7% | Geography AI |
| Electronics | -0.1% | -11.8% | -7.8% | -18.8% | -18.0% | -14.1% | -13.8% | -17.7% | -20.3% | -14.2% | Geography AI |
| Finance | 13.1% | 3.8% | 7.0% | 3.7% | 3.0% | 1.9% | 7.0% | 1.9% | 6.0% | 10.4% | Geography AI |
| General Merchandise | 13.1% | 2.4% | 3.7% | 1.9% | 3.4% | 0.6% | 4.0% | 3.1% | 8.9% | 14.9% | Geography AI |
| Grocers | 13.1% | -5.7% | 8.8% | 0.4% | -0.7% | 0.6% | -2.2% | -6.3% | -5.5% | 0.5% | Geography AI |
| Health and Beauty | 13.1% | 3.7% | 6.0% | -4.8% | -22.8% | 5.6% | -0.7% | 5.4% | -0.9% | 7.0% | Geography AI |
| Healthcare and Insurance | 17.0% | -2.3% | 1.8% | -2.2% | -2.2% | -8.1% | -3.3% | -2.2% | -10.5% | -5.2% | Geography AI |
| Hobbies and Toys | 17.0% | 4.4% | 6.1% | 2.0% | 2.7% | 1.7% | 5.3% | 1.1% | 4.4% | 6.2% | Geography AI |
| Home | -0.4% | 7.5% | 16.3% | 7.5% | 8.0% | 7.5% | 9.3% | 2.5% | -4.7% | -7.4% | Geography AI |
| Media and Entertainment | -5.4% | -5.1% | -0.9% | -3.3% | -6.3% | -10.8% | -12.0% | -11.9% | -16.1% | -13.3% | Geography AI |
| Outdoor and Gifts | 16.2% | 6.2% | 8.3% | 5.2% | 4.7% | 5.6% | 3.6% | 4.8% | -2.5% | 12.3% | Geography AI |
| Pets | 16.2% | 6.7% | 6.9% | 5.3% | 6.4% | 4.0% | 3.6% | 3.0% | 3.2% | 0.9% | Geography AI |
| Restaurants | -2.4% | -8.9% | 5.7% | -4.2% | 0.0% | -16.2% | -13.1% | 3.9% | -2.8% | -18.8% | Geography AI |
| Shipping | 9.4% | -0.2% | 4.7% | -0.7% | -6.9% | -6.4% | -8.5% | -10.2% | -11.2% | -4.4% | Geography AI |
| Specialty | 12.7% | 8.3% | 2.0% | 1.3% | 4.4% | 3.7% | 6.5% | 0.6% | 6.7% | 7.1% | Geography AI |
| Specialty Food and Beverage | 12.7% | -2.1% | -0.1% | -1.9% | -3.6% | -8.9% | -2.3% | -5.7% | 4.0% | 0.2% | Geography AI |
| Sporting Goods | 15.3% | -5.9% | 3.3% | -1.1% | -4.4% | 2.5% | -4.0% | -3.0% | -6.6% | -2.9% | Geography AI |
| Telecommunication | 15.3% | 7.8% | 10.3% | 4.2% | -1.1% | 7.5% | 4.0% | 6.2% | 1.0% | 0.7% | Geography AI |
| Transportation | 7.5% | 5.4% | 7.7% | 6.1% | -3.0% | 1.0% | 4.4% | -4.7% | -12.6% | -10.1% | Geography AI |
| Travel | 7.5% | 5.4% | 7.7% | 6.1% | -3.0% | 1.0% | 4.4% | -4.7% | -12.6% | -10.1% | Geography AI |

Subcategory Heat Map

Double click into total weekly spend, transaction count, and average transaction size growth by state, CBSA, and city across 89 consumer subcategories by channel and geography.

| Subcategory | 2020 | | | | | | | | | | Subcategory AI |
|-------------------------|---------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|-----------------------|-----------------------|-------------------|---------------------|----------------|
| | Week 1 January 8 | Week 2 January 15 | Week 3 January 22 | Week 4 January 29 | Week 5 February 5 | Week 6 February 12 | Week 7 February 19 | Week 8 February 26 | Week 9 March 4 | Week 10 March 11 | |
| Apparel and Accessories | 17.5% | 7.3% | 2.3% | 1.9% | -0.4% | -0.5% | -1.1% | -0.4% | 0.1% | -3.3% | Channel AI |
| Activewear | 11.1% | 4.3% | 5.7% | 0.8% | 1.1% | 3.2% | 1.8% | -1.2% | -0.7% | -7.6% | Channel AI |
| Apparel and Accessories | 13.6% | 4.4% | 9.6% | -0.2% | 13.9% | -2.3% | 13.9% | 9.2% | -4.6% | -1.2% | Channel AI |
| Footwear | -0.1% | -11.2% | -11.8% | -12.7% | -13.9% | -15.6% | -15.1% | -17.3% | -14.8% | -16.0% | Channel AI |
| Fast Fashion | 5.3% | -5.2% | -3.0% | -1.2% | -4.2% | -8.3% | -13.7% | -19.0% | -12.8% | -14.3% | Channel AI |
| Footwear | 7.3% | -4.1% | -0.3% | 0.1% | -12.8% | -8.4% | -6.4% | -8.1% | -16.4% | -12.5% | Channel AI |
| Intimate App | 17.0% | -11.5% | 10.0% | 9.9% | -5.8% | -6.5% | 10.3% | 3.9% | -7.5% | -16.4% | Channel AI |
| Jewelry and Plus Size | 17.0% | -5.2% | 7.5% | 7.8% | -2.0% | 1.5% | 8.9% | -3.2% | -4.0% | -5.6% | Channel AI |
| Specialty App | 11.7% | 5.0% | 3.9% | 6.2% | 2.0% | 1.9% | 5.2% | 5.9% | 6.9% | -6.1% | Channel AI |
| Children | 13.1% | -2.3% | 15.9% | 10.1% | -4.7% | -6.3% | -4.9% | 6.0% | -12.2% | -10.7% | Channel AI |
| Children | -19.1% | -19.2% | -19.2% | -19.2% | -19.2% | -14.1% | -13.8% | -17.7% | -20.3% | -14.2% | Channel AI |
| Children | 13.1% | -1.0% | -0.9% | 4.4% | -2.5% | -4.8% | -2.2% | -0.7% | -2.5% | -8.8% | Channel AI |
| Luxury Dept | 13.4% | -7.3% | -0.9% | -4.2% | -11.8% | -9.8% | -8.3% | -11.1% | -18.9% | -13.3% | Channel AI |
| Mid-Tier De | 16.6% | 5.6% | 5.9% | 4.7% | 1.2% | -0.4% | -4.2% | -1.1% | 0.9% | -4.6% | Channel AI |
| Electronics | -0.1% | -11.8% | -7.8% | -18.8% | -18.0% | -14.1% | -13.8% | -17.7% | -20.3% | -14.2% | Channel AI |
| Electronics | 16.2% | 6.2% | 8.3% | 5.2% | 4.7% | 5.6% | 3.6% | 4.8% | -2.5% | 12.3% | Channel AI |
| Financial Sv | 16.2% | 6.7% | 6.9% | 5.3% | 6.4% | 4.0% | 3.6% | 3.0% | 3.2% | 0.9% | Channel AI |
| Franchising | 16.2% | 6.7% | 6.9% | 5.3% | 6.4% | 4.0% | 3.6% | 3.0% | 3.2% | 0.9% | Channel AI |
| Money Trans | 16.2% | 6.7% | 6.9% | 5.3% | 6.4% | 4.0% | 3.6% | 3.0% | 3.2% | 0.9% | Channel AI |
| P2P Paym | 16.2% | 6.7% | 6.9% | 5.3% | 6.4% | 4.0% | 3.6% | 3.0% | 3.2% | 0.9% | Channel AI |
| Payment Fa | 16.2% | 6.7% | 6.9% | 5.3% | 6.4% | 4.0% | 3.6% | 3.0% | 3.2% | 0.9% | Channel AI |
| Payment W | 16.2% | 6.7% | 6.9% | 5.3% | 6.4% | 4.0% | 3.6% | 3.0% | 3.2% | 0.9% | Channel AI |
| Personal Fin | -13.2% | -1.1% | 2.1% | 8.2% | 5.6% | -13.2% | 5.6% | 1.9% | -0.7% | -14.4% | Channel AI |
| General Merchandise | 16.6% | 10.4% | 11.2% | 6.3% | 6.6% | 4.1% | 4.0% | 1.4% | 4.0% | -4.5% | Channel AI |
| Discount Sto | 17.0% | 5.8% | 4.9% | 3.7% | 4.4% | -0.7% | 12.1% | 3.1% | 12.1% | 16.0% | Channel AI |
| Drug Store | 5.7% | -1.8% | -2.8% | -3.0% | -3.6% | -16.1% | 5.0% | -5.6% | 4.3% | 6.4% | Channel AI |
| General Mer | 16.6% | 3.8% | 7.3% | 4.4% | 3.3% | 2.8% | 7.9% | 1.6% | 6.2% | 9.5% | Channel AI |
| Office Suppl | -1.3% | -3.6% | -0.8% | -11.2% | -7.8% | -7.2% | -8.1% | -11.8% | -9.9% | -5.2% | Channel AI |
| Pharmacies | 7.7% | 1.2% | 0.6% | -0.3% | -0.3% | -6.8% | -4.3% | -2.7% | 5.9% | 10.0% | Channel AI |
| Warehouse | 8.2% | 2.9% | 6.9% | 2.6% | 2.2% | 2.4% | 5.2% | 7.9% | 10.6% | -11.8% | Channel AI |
| Grocers | 13.9% | 4.9% | 9.9% | 6.9% | 6.0% | 6.3% | 7.5% | 6.8% | 17.2% | -11.6% | Channel AI |



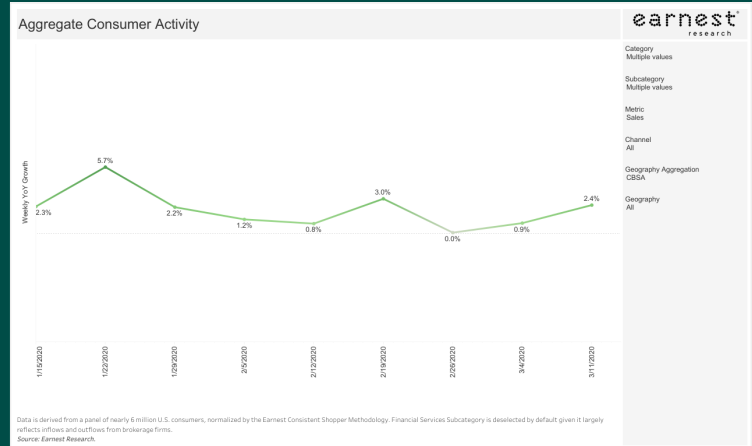
Geo Heat Map

Compare consumer trends in distinct categories and subcategories between regions, states, CBSAs, and cities.



Aggregate Consumer Activity

Summarize weekly spend, transaction count, and average transaction size growth by state, CBSA, and city across customizable consumer subcategories.



Share of Consumer Activity

Assess the impact of COVID-19 on changing consumer's weekly spend across categories.

