

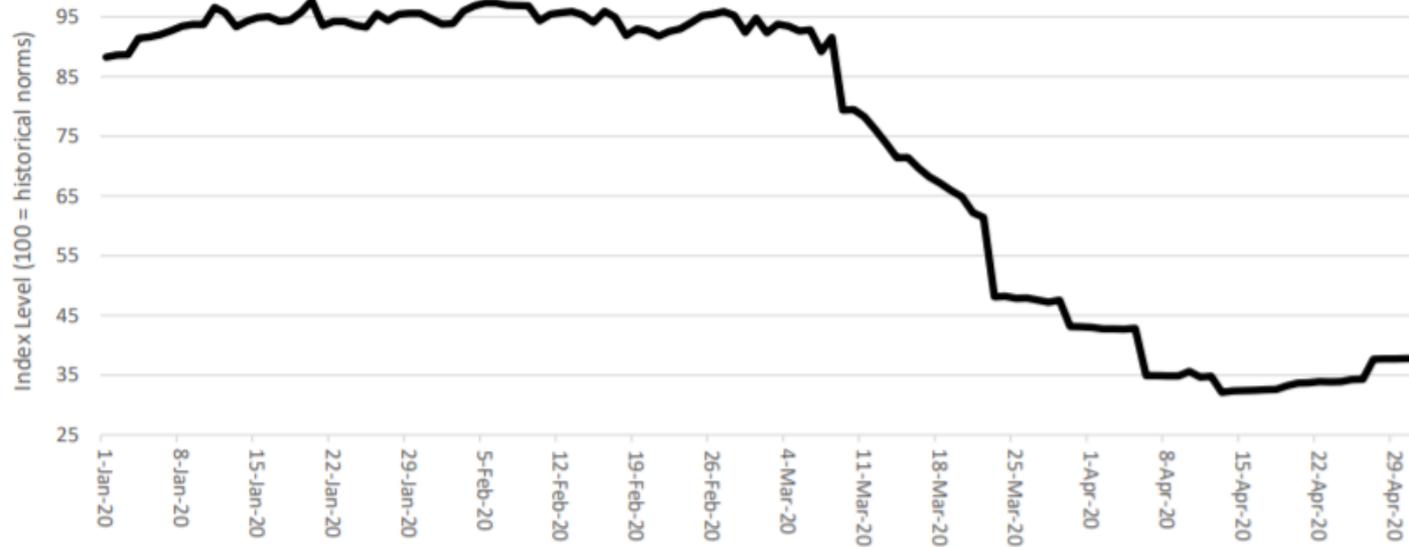
Consumer | Consumer Products

## Adapting To A New Normal

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# Economic Activity is Sharply Lower In Response to COVID-19

JefData Economic Activity Index, As of May 3, 2020

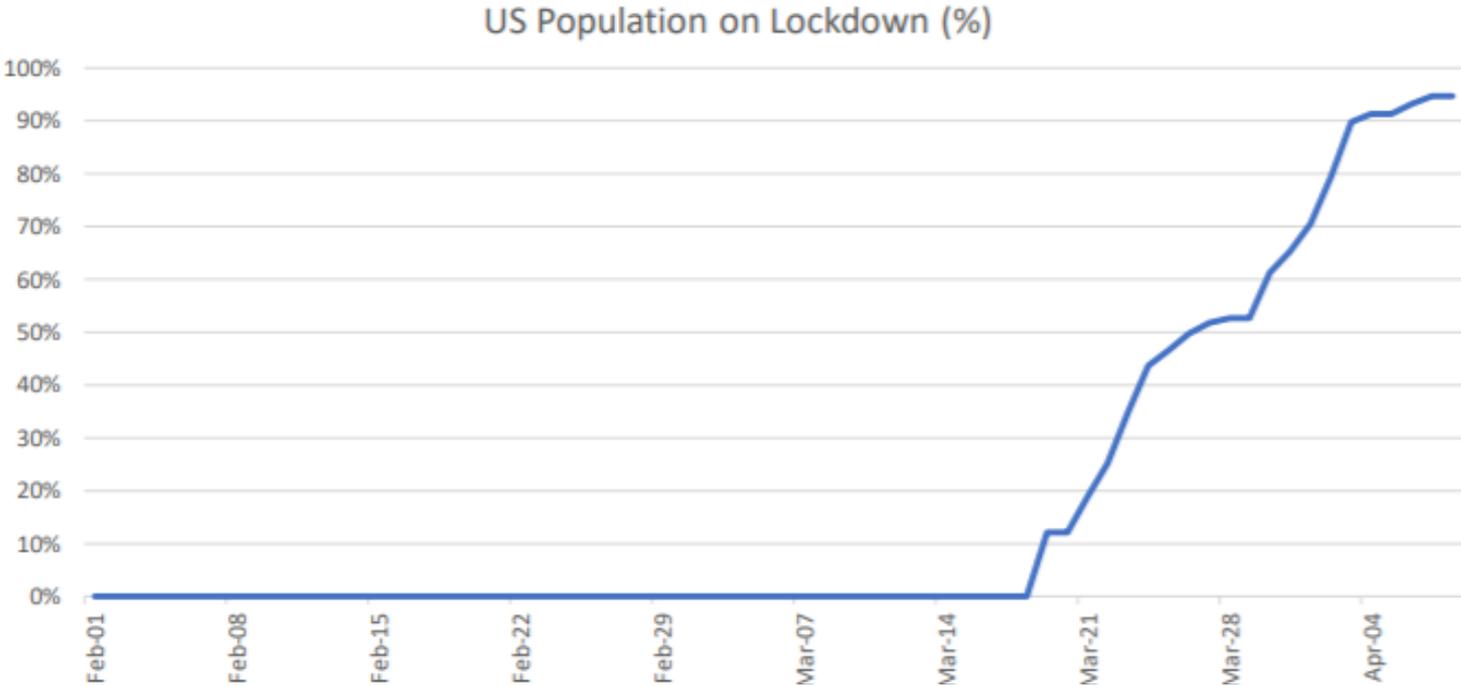


- **Traffic & Congestion**
- **Public Transport Utilization**
- **Job Listings**
- **Energy Consumption**
- **Travel Traffic**

Source: Jefferies

# Economic Activity is Sharply Lower In Response to COVID-19

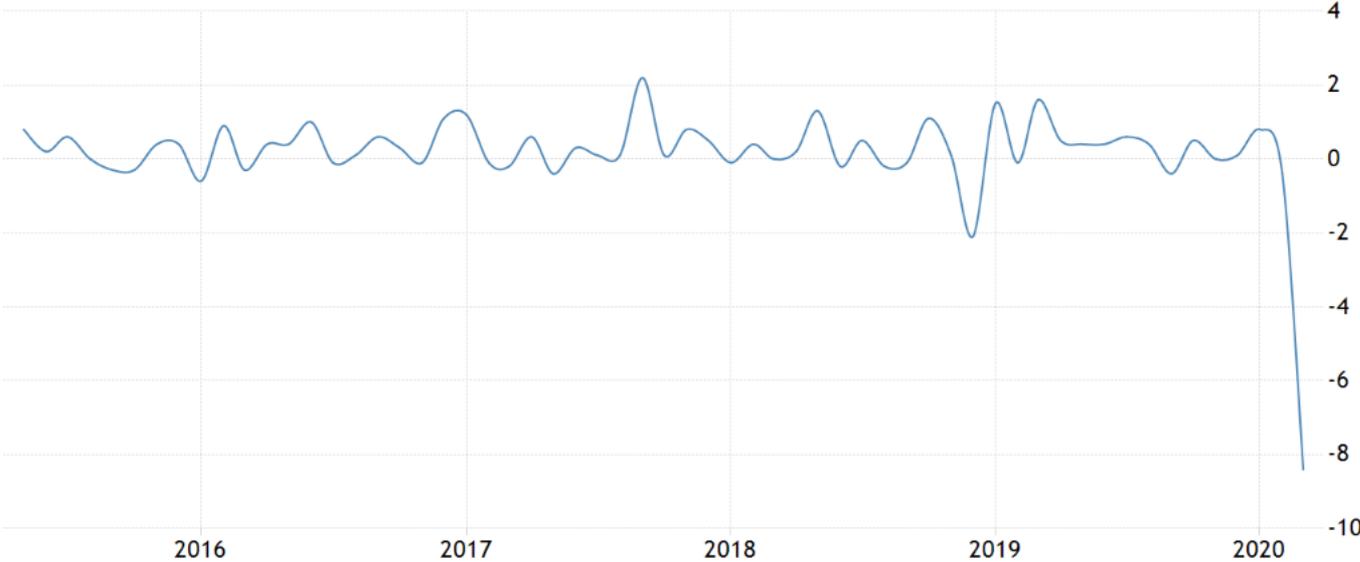
JefData Economic Activity Index, As of May 3, 2020



Source: JefData; Jefferies

# Retail Sales Compress

Shelter in Place Orders Create Accessibility Block

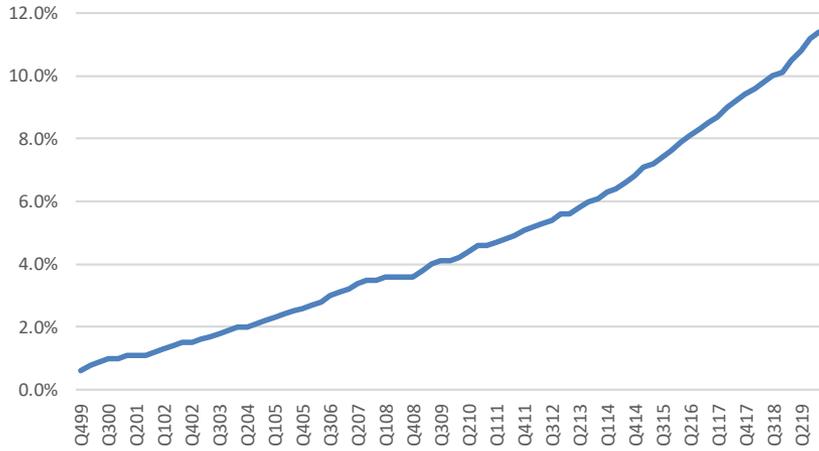


Source: U.S. Census Bureau

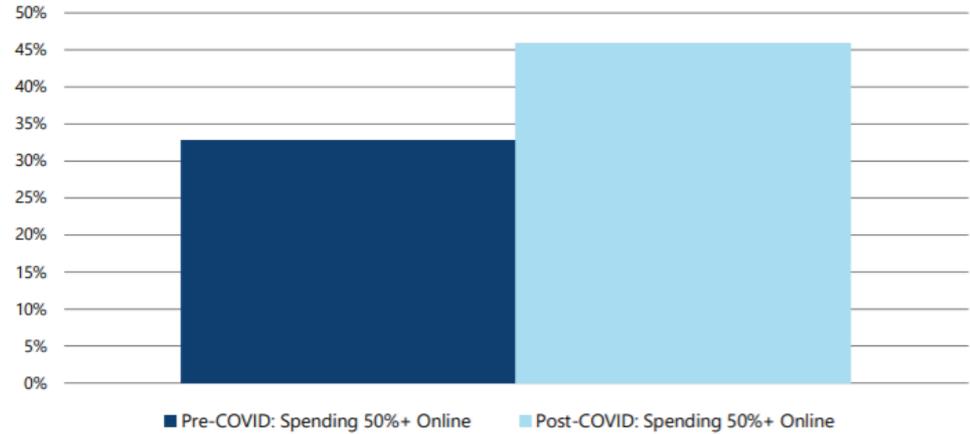
# Channel Shift Accelerates

E-Commerce Grows As % of Total Retail Sales

### E-Commerce As % of Total Retail Sales



### % Spending 50%+ Online Pre- & Post-COVID



Source: U.S. Census Bureau and Jefferies Proprietary Survey



## Work From Home Productivity Reignites Flexible Work Discussion

WFH could be a more permanent imprint from COVID-19

More employees will seek to work from home post the pandemic

5% of US workers WFH full-time (2018); 10% WFH least 1 day / week; 40% + occasionally

Employer Benefits:

- attraction of talent
- reduction in real estate and other central costs
- productivity gains
- potentially lower levels of turnover

Recent Gartner Survey of nearly 400 CFOs:

- 75% signaled an intent to have an add'l 5%+ of their workers WFH
- 25% indicated it could be 20% of their workforce

Source: Jefferies Report titled “Barking Dogs & Screaming Kids: WFH Winners & Losers”

# Work From Home Productivity Reignites Flexible Work Discussion

WFH could be a more permanent imprint from COVID-19

## LOSERS

### Real Estate

Commercial Property Companies  
Mall Based REITs  
Co-Tenants to Office Complexes

### Travel & Transit and Events

Airlines & Airports  
Modal Transportation Hubs  
Hotels, Events Facilities

### Beauty

Make-up, Fragrance

### Food, Bev & Restaurants

Commuter Connected  
Biz Gatherings  
Restaurant Service Cos.  
On Premise Food & Bev Suppliers

### Auto

Automobile Sellers  
Aftermarket Auto

## WINNERS

### At Home Technology

Hardware & Software  
Video Conferencing  
File Sharing

### Entertainment & Communications

Video Game Cos.  
Networks, Streaming Cos.  
Mobile

### Home Improvement

Home Improvement & Décor  
Kitchen Appliances

### Food, Bev & Restaurants

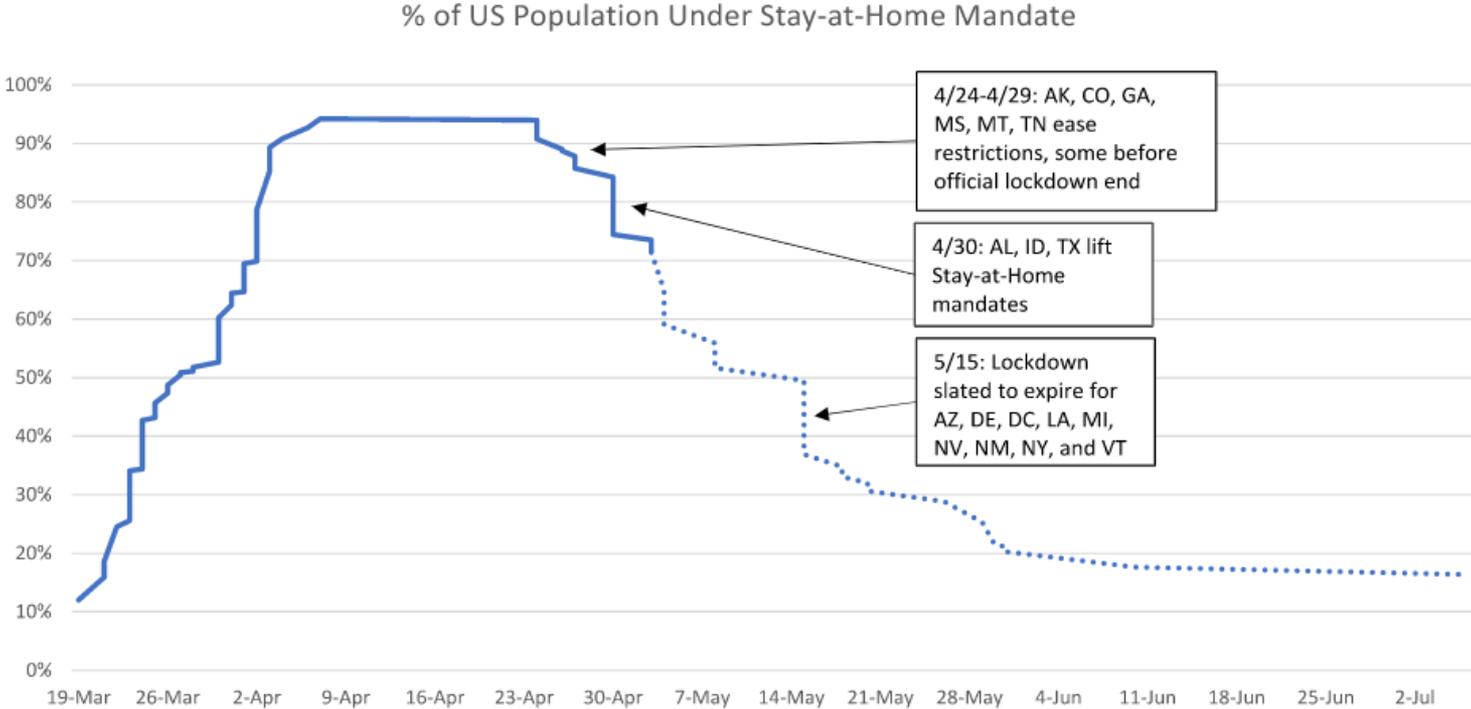
"At Home" Meal Prep + Snacking  
"At Home" Bev & Liquor  
Residential Nodes + Curbside Pick-up

### Healthcare

Telehealth

# People (Generally) Are Ready To Get Back To Living

States Easing, Reopening, and Phasing

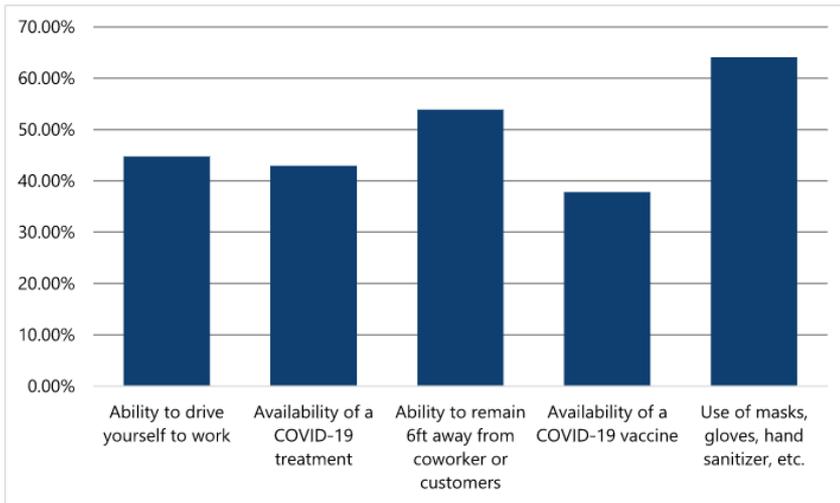


Source: JefData; Jefferies

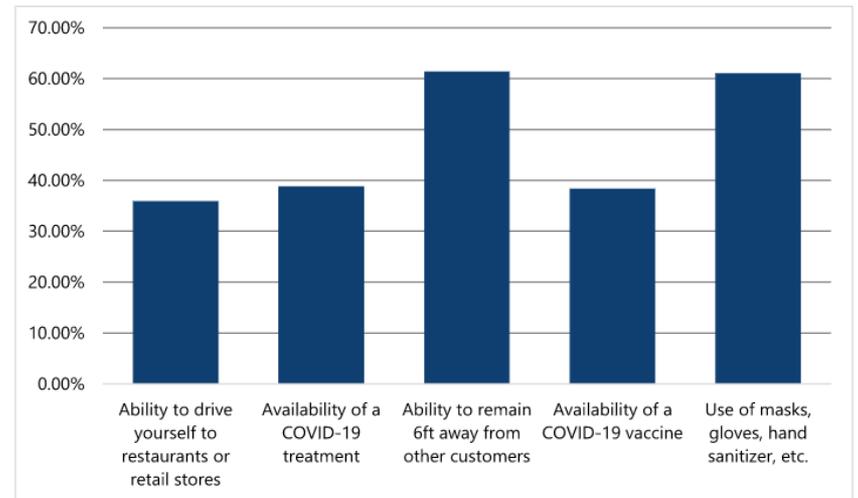
# People (Generally) Are Ready To Get Back To Living

Weekend Flash Survey in the United States

## What factors most impact your willingness to go to work?



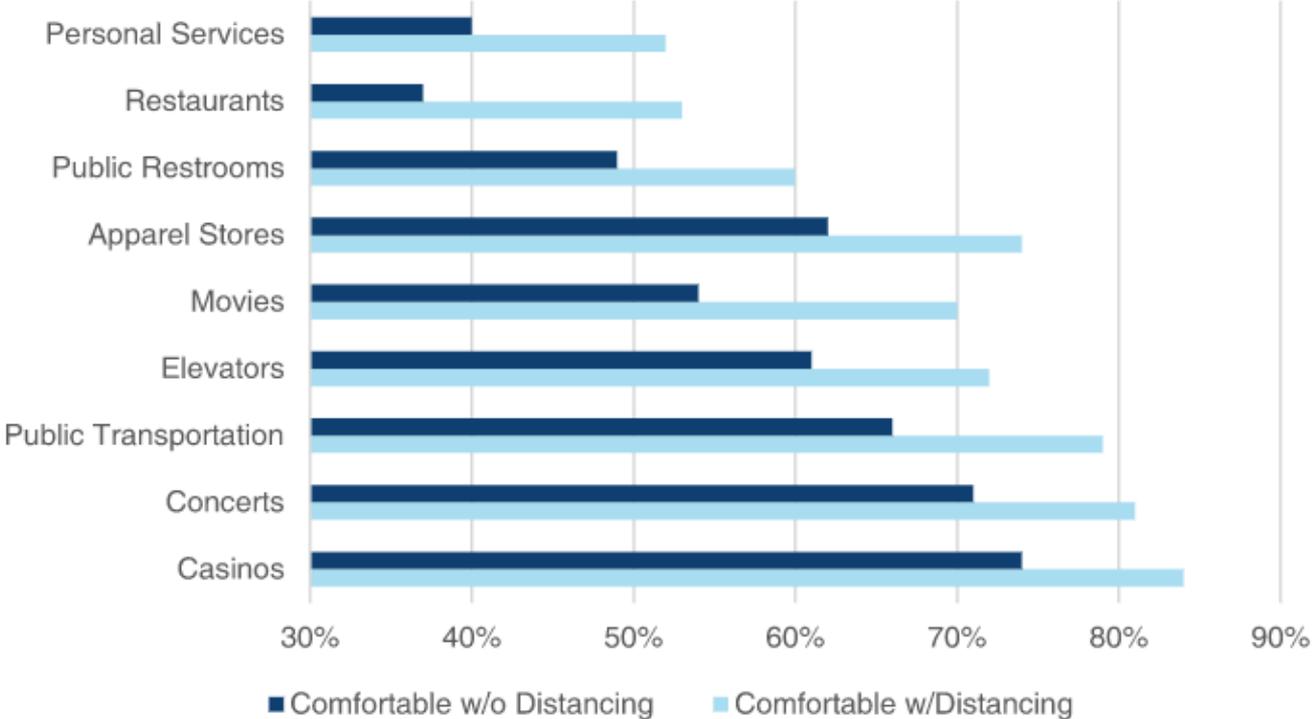
## What factors most impact your willingness to go to restaurants and retail stores?



Source: Jefferies

# People (Generally) Are Ready To Get Back To Living

Weekend Flash Survey in the United States



Source: Jefferies

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## Stephanie Wissink

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