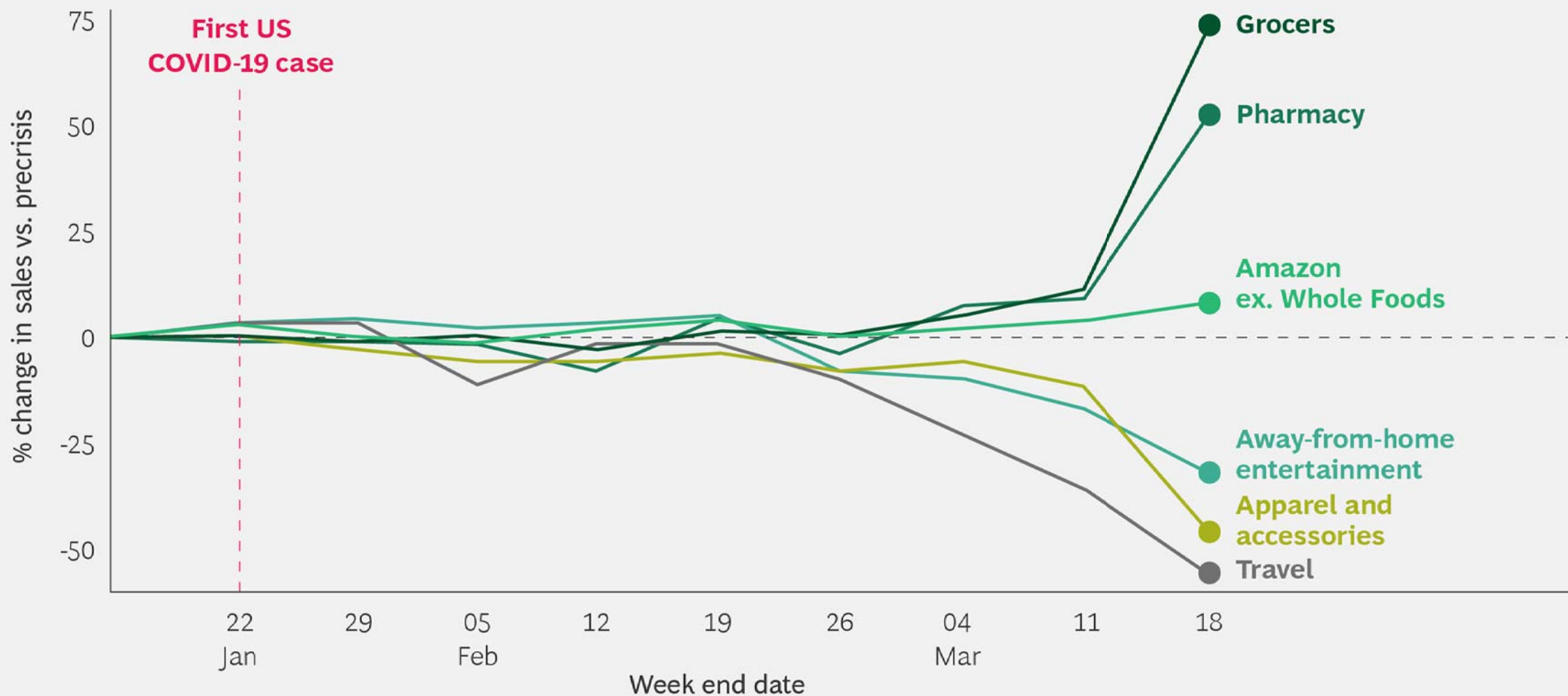


# Purchasing Patterns in the US Are Shifting as the Outbreak Intensifies

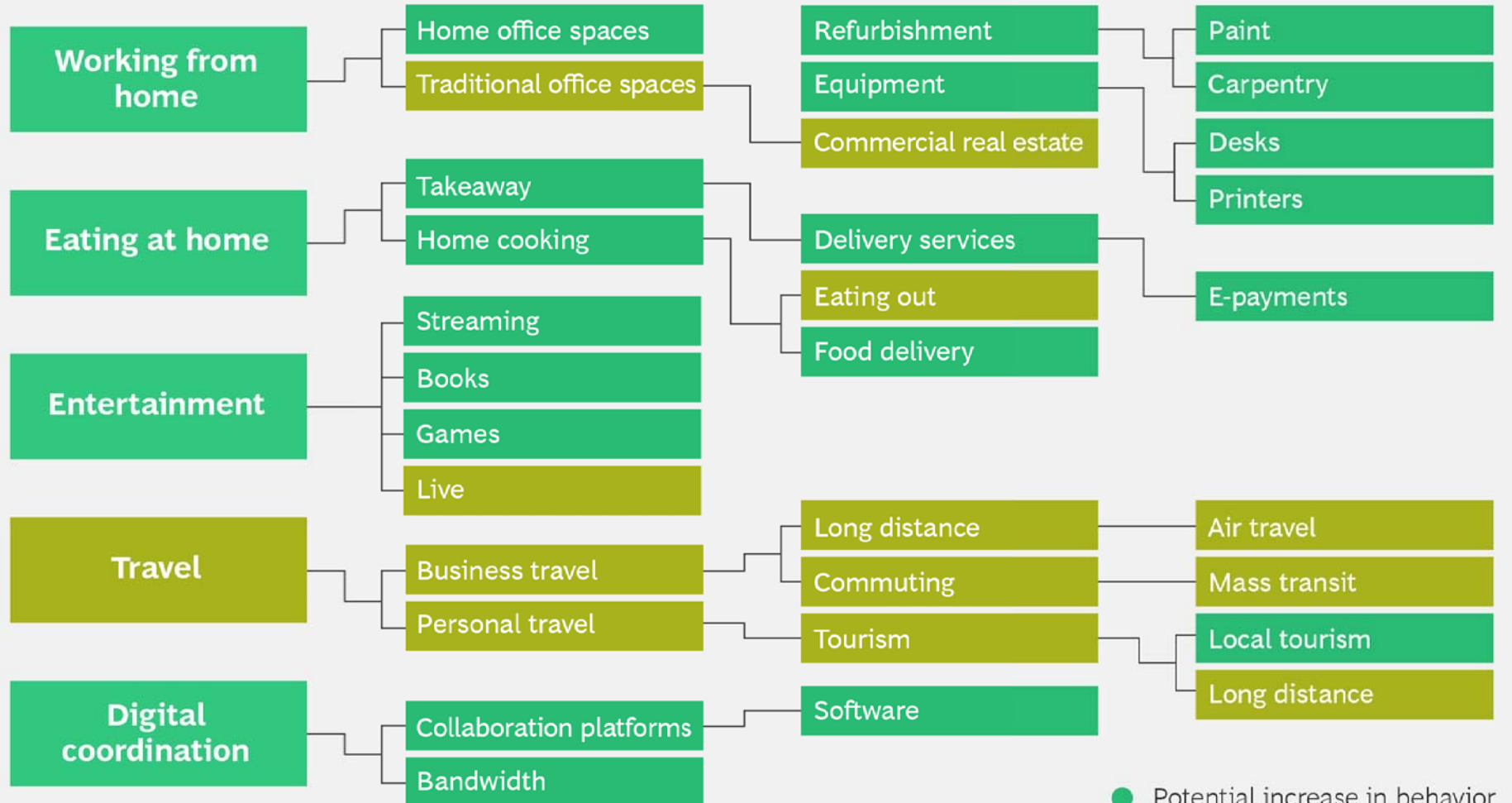


Source: Earnest Research credit card data as of 3/18/2020 and BCG estimates; BCG GAMMA analytics.

# Potential Implications of Spending More Time at Home



**TIME  
AT HOME**



- Potential increase in behavior
- Potential decrease in behavior