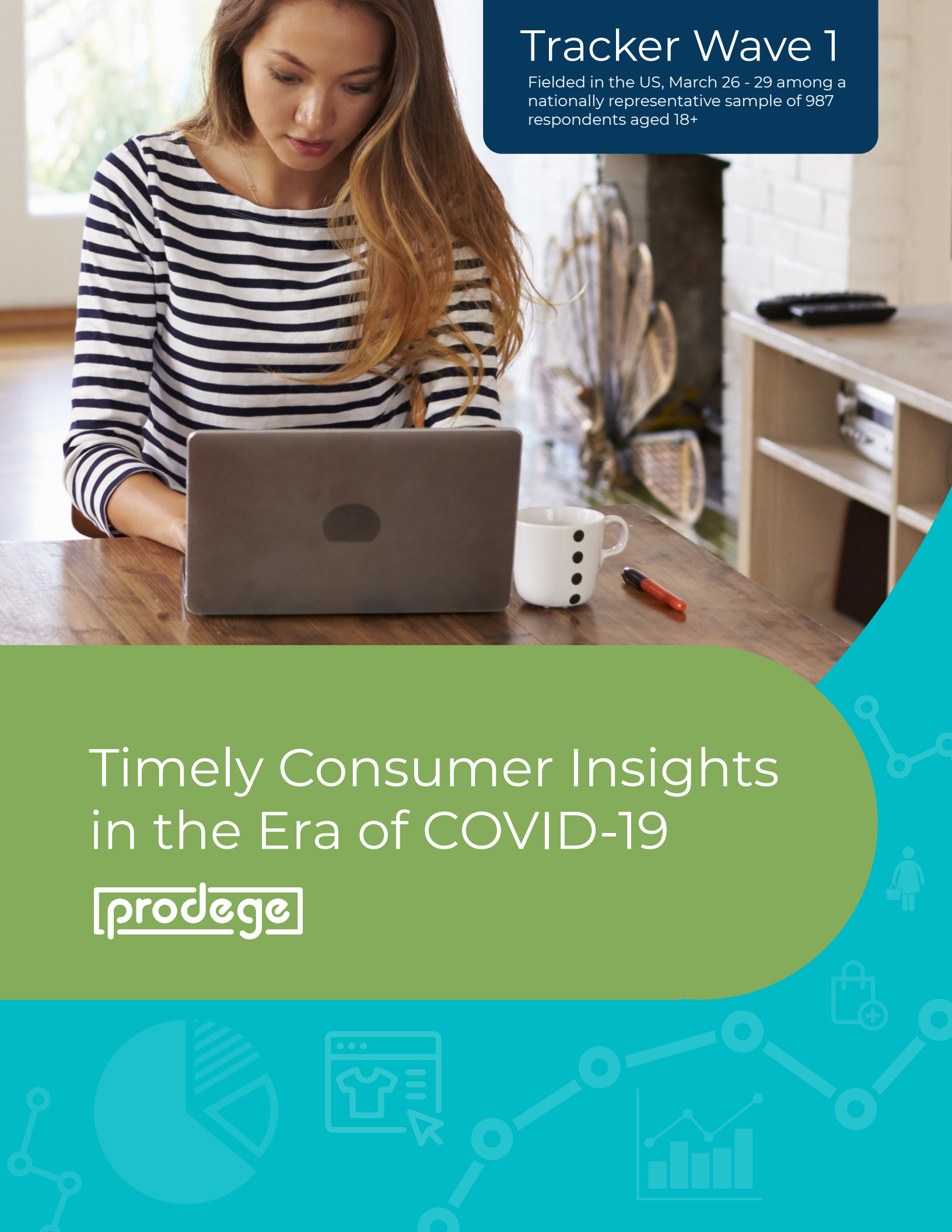


# Tracker Wave 1

Fielded in the US, March 26 - 29 among a nationally representative sample of 987 respondents aged 18+

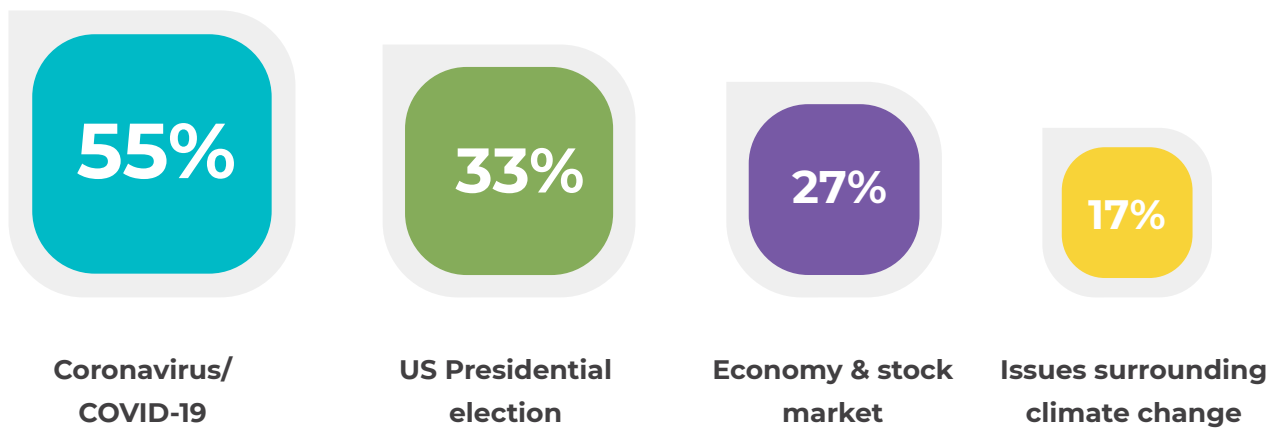
## Timely Consumer Insights in the Era of COVID-19

**prodege**

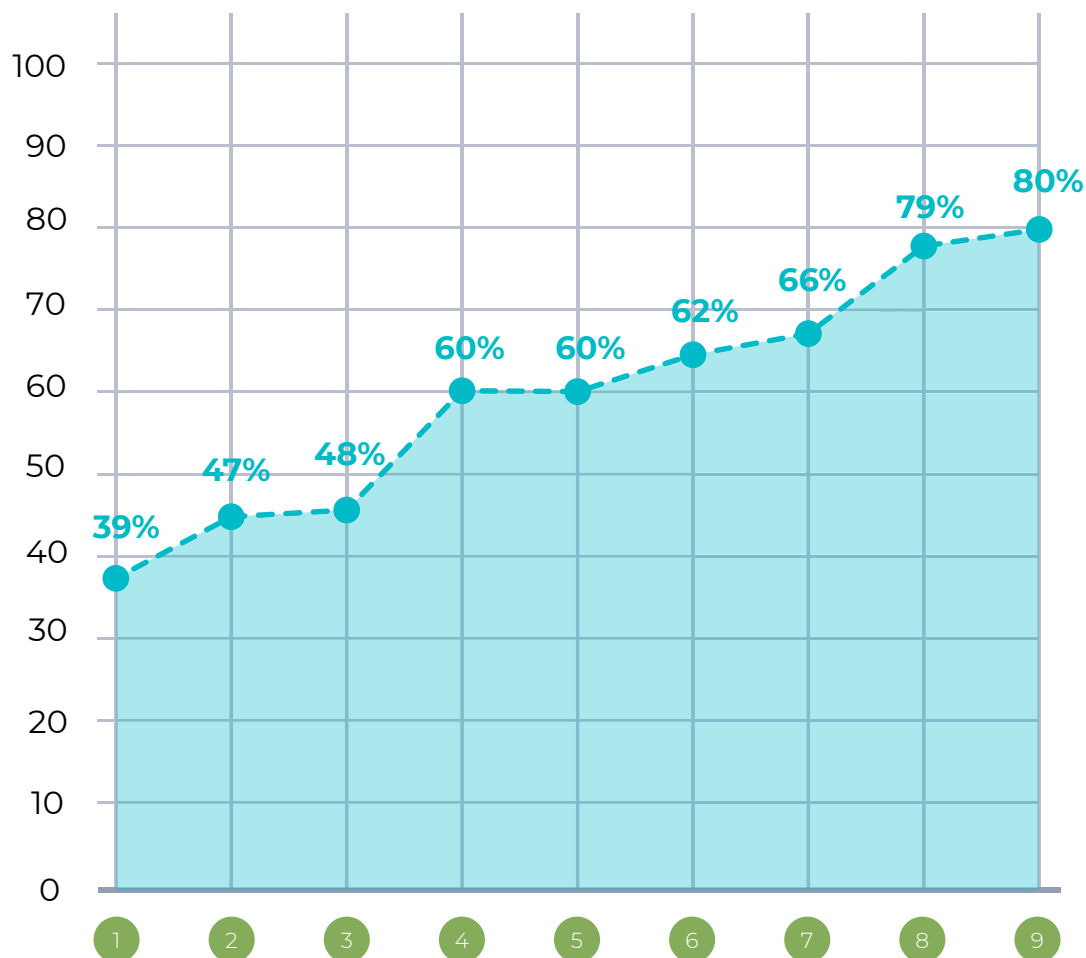


# Wave 1

How closely are you following each of these news topics?  
(Top 2 Box: Following Very Closely (9 or 10 on a 10-point scale))



# Wave 1



How concerned are you about the following as a result of the COVID-19 pandemic? (Top 2 Box: Extremely/Very Concerned)

1. Losing my job or seeing a decrease in my work hours/pay **39%**
2. Maintaining my psychological or mental health **47%**
3. Being able to pay my bills **48%**
4. Not being able to interact in-person with family & friends **60%**
5. Having access to groceries and essentials **60%**
6. Not being able to enjoy life as I could before **62%**
7. Potentially becoming ill from the virus myself **66%**
8. A loved one potentially becoming ill from the virus **79%**
9. The negative impact on the overall economy **80%**



# Wave 1

## Day-to-day impact due to COVID-19:

11%	I've lost my job
18%	I am behind on my bills
34%	My work hours and pay have decreased
39%	I am now working from home
42%	My household income has decreased
82%*	My children are no longer in school/daycare
85%	I now eat all of my meals at home
89%	I'm spending much more time inside my home
90%	I no longer attend public events, concerts or sporting events
94%	I am practicing "social distancing"/staying 6+ feet away from others

\*of those with kids in HH



# Wave 1

Top 5 item categories spending **more** money on::

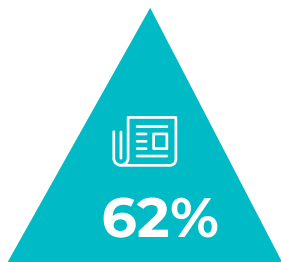


Top 5 item categories spending **less** money on:

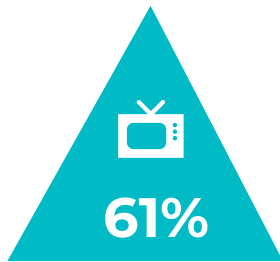


# Wave 1

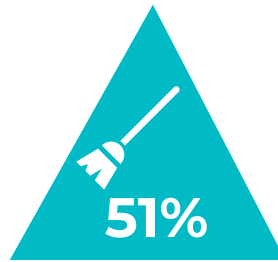
Top activities spending **more** time on:



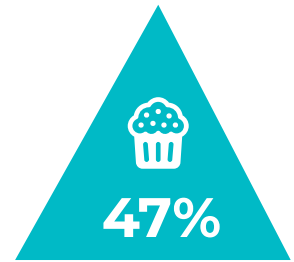
Keeping up with  
the news



Watching TV



Household chores  
& cleaning



Cooking and/  
or baking

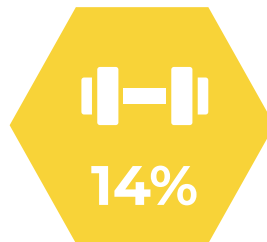
Top activities spending **less** time on:



Shopping



Working or  
studying



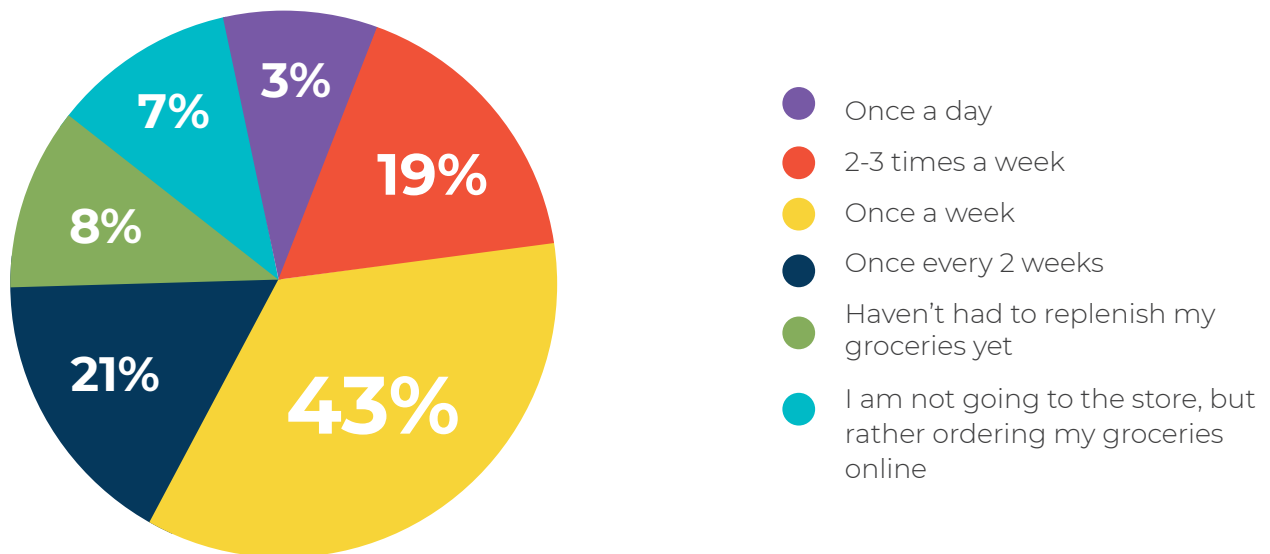
Working out/  
exercising at home



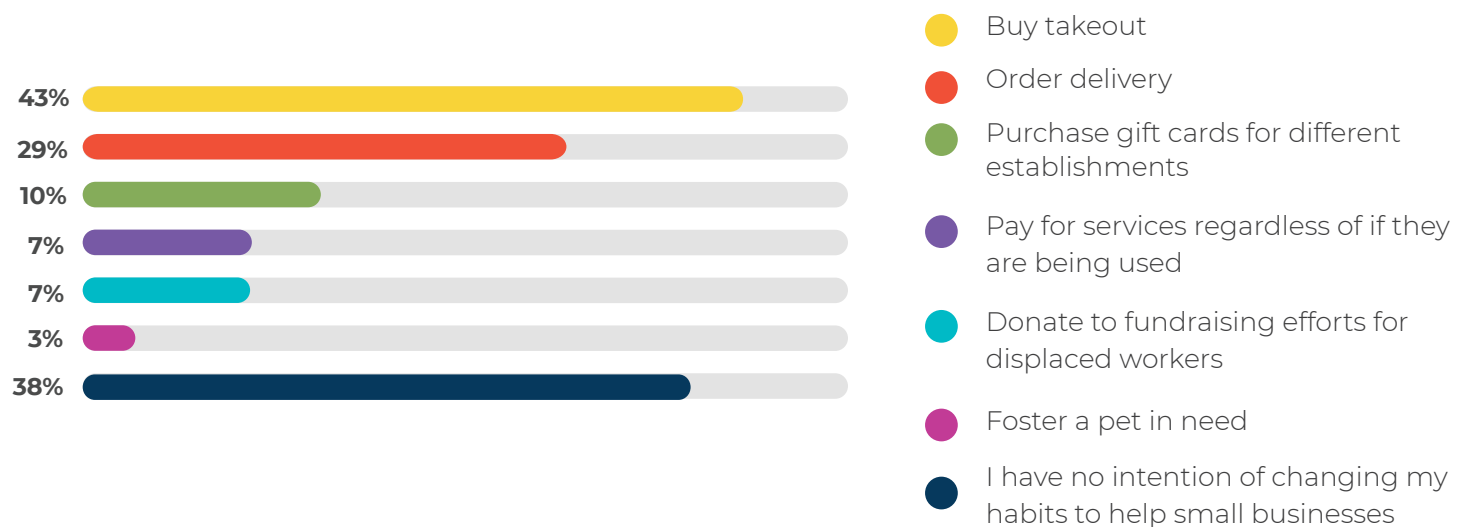
Crafts

## Wave 1

In light of COVID-19, how often are you visiting grocery stores?



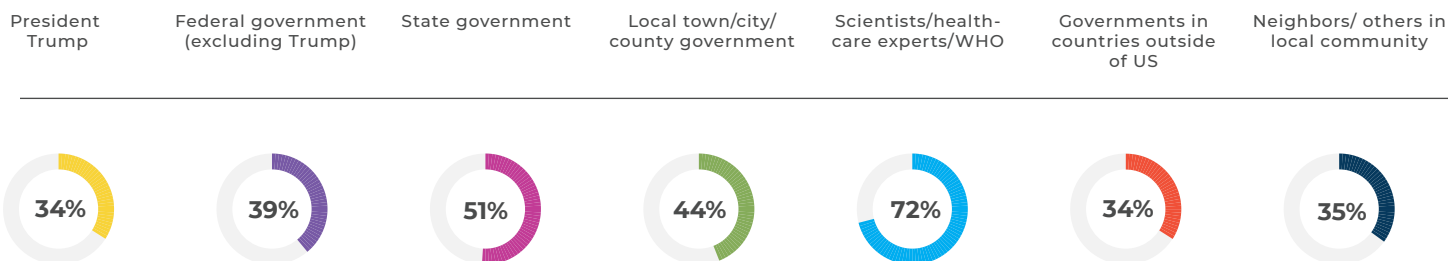
As the COVID-19 restrictions impact small businesses, will you or have you done any of the following?



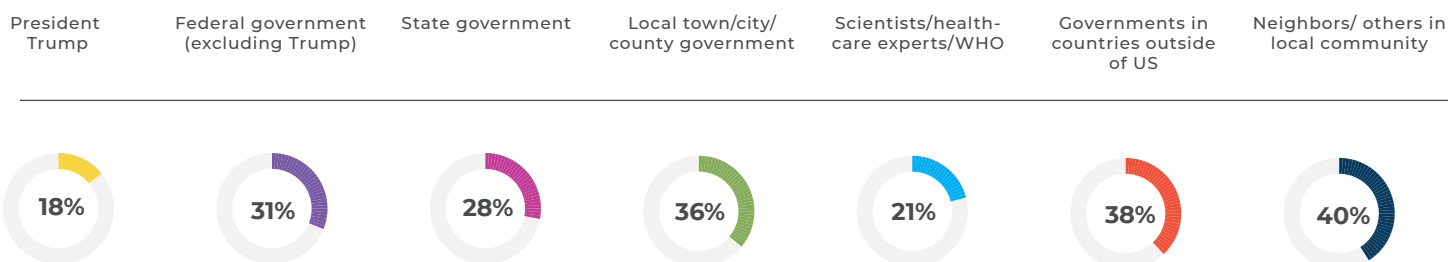
# Wave 1

How confident are you in these people/groups of people's ability to help find and implement a solution to COVID-19?

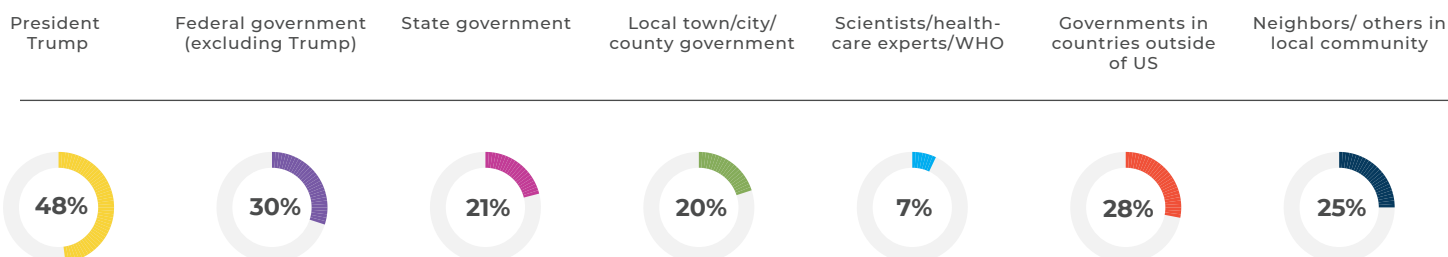
## very/somewhat confident



## Neutral



## not very/not at all confident





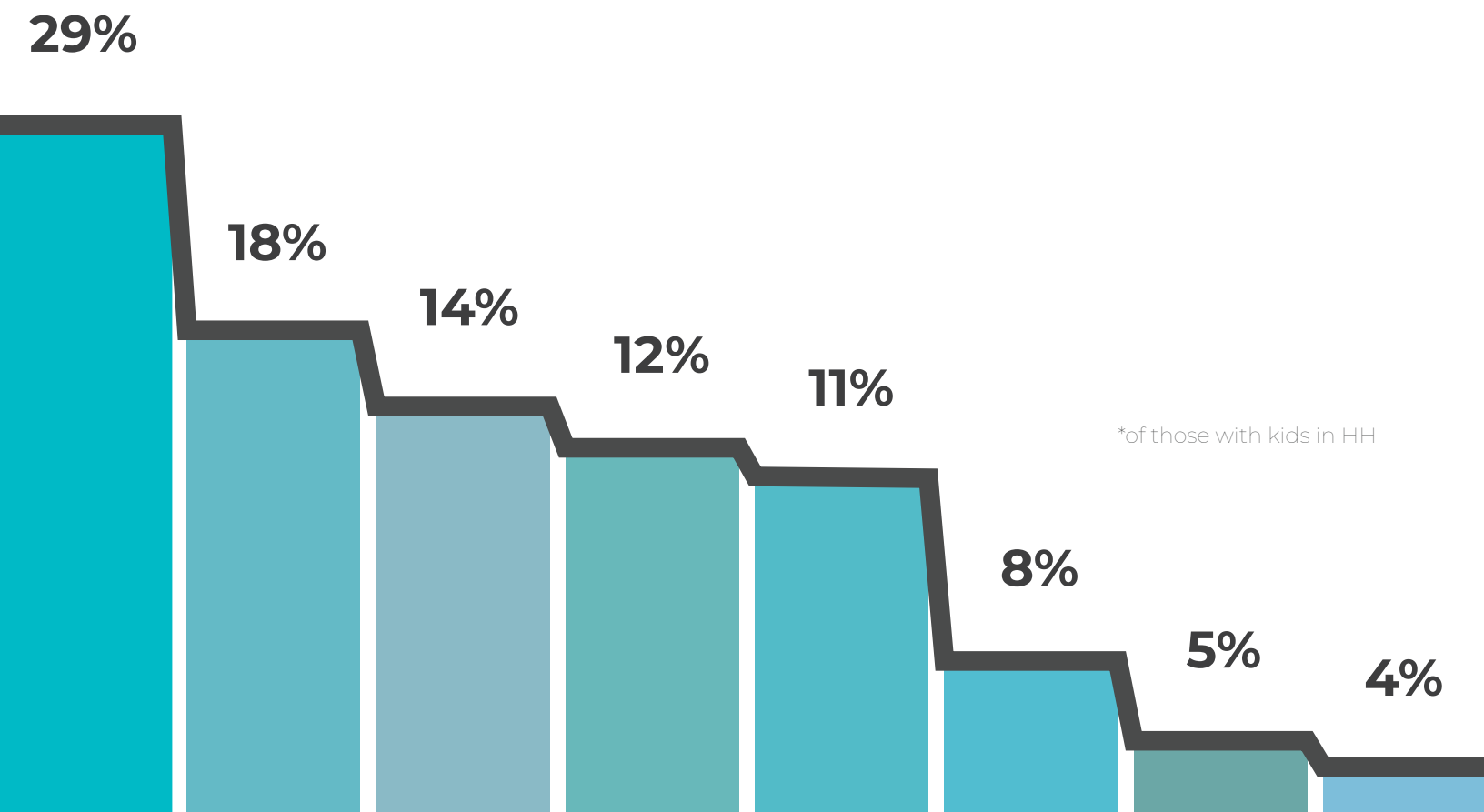
# Unsung Heroes of COVID-19?



# Wave 1

Most looking forward to once things are “back to normal”?

1. Gathering with family/friends **29%**
2. Going to a fully stocked grocery store **18%**
3. Taking a vacation **14%**
4. Going back to work **12%**
5. Going to bars and restaurants **11%**
6. Kids going back to school/daycare **8%\***
7. Going to concerts/sporting events **5%**
8. Going back to the gym **4%**



# Wave 1

Words describing mood/personality over past few days  
(Top 2 Box Summary)

**54% Grateful**

**43% Optimistic**

**39% Anxious**

**38% Tired**

**33% Bored**

**30% Happy**

**30% Creative**

**27% Sad**

**24% Irritable**





**We're here for you.**

