

Tracker Wave 10

fielded May 25-May 31 among a nationally representative sample of 1,000 Americans aged 18 & over.

Timely Consumer Insights in the Era of COVID-19

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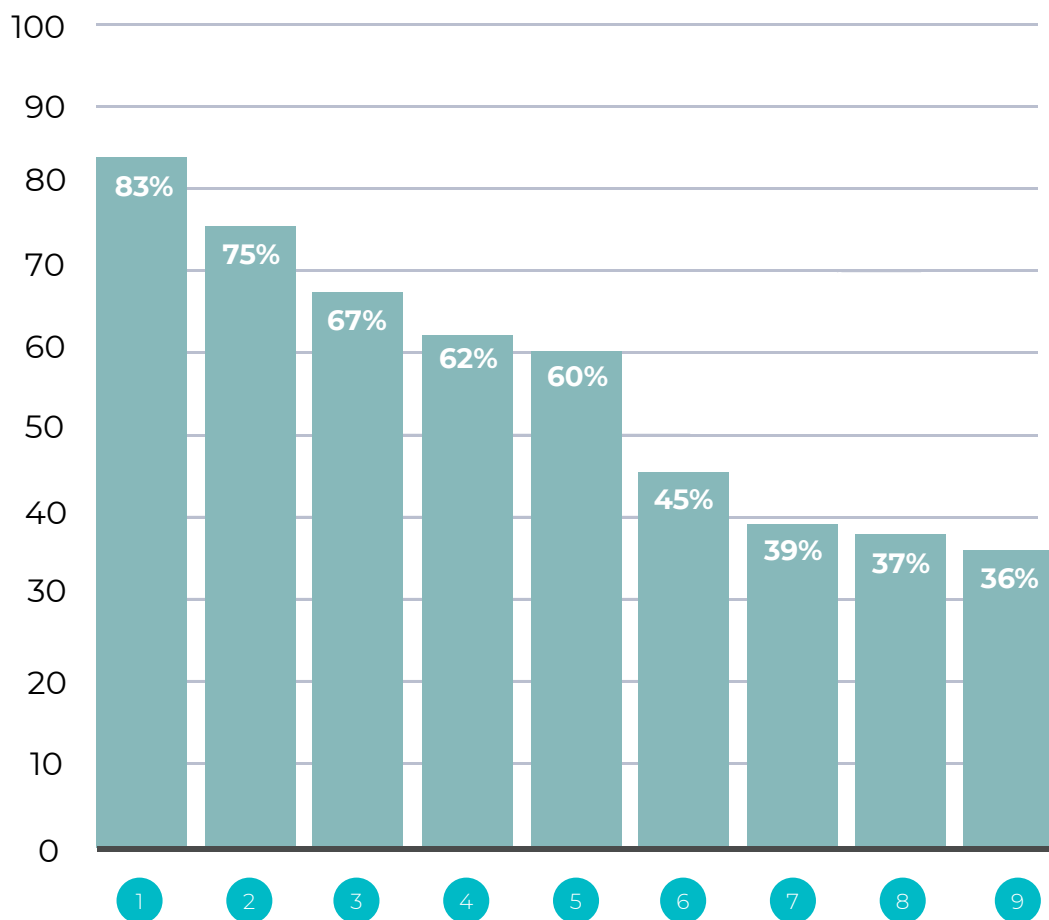


Wave 10

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

	Coronavirus/ COVID-19	US Presidential election	Economy & stock market	Issues surrounding climate change
Wave 10	53%	41%	28%	18%
Wave 9	54%	37%	26%	18%
Wave 8	53%	37%	28%	17%
Wave 7	52%	36%	28%	16%
Wave 6	55%	35%	27%	21%
Wave 5	56%	37%	28%	21%
Wave 4	55%	35%	27%	18%
Wave 3	57%	34%	29%	20%
Wave 2	61%	37%	32%	25%
Wave 1	55%	33%	27%	17%

Wave 10



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

1. The negative impact on the overall economy **83%** (↑ Up 1% from Wave 9)
2. A loved one potentially becoming ill from the virus **75%** (↑ Up 2% from Wave 9)
3. Not being able to enjoy life as I could before **67%** (↑ Up 1% from Wave 9)
4. Not being able to interact in-person with family & friends **62%** (↓ Down 2% from Wave 9)
5. Potentially becoming ill from the virus myself **60%** (↓ Down 2% from Wave 9)
6. Having access to groceries and essentials **45%** (↓ Down 1% from Wave 9)
7. Maintaining my psychological or mental health **39%** (↓ Down 5% from Wave 9)
8. Losing my job or seeing a decrease in my work hours/pay **37%** (↑ Up 4% from Wave 9)
9. Being able to pay my bills **36%** (↑ Up 1% from Wave 9)

Wave 8	Wave 7	Wave 6	Wave 5	Wave 4	Wave 3	Wave 2	Wave 1
1. 84%	1. 82%	1. 84%	1. 85%	1. 87%	1. 85%	1. 85%	1. 80%
2. 74%	2. 74%	2. 76%	2. 76%	2. 78%	2. 78%	2. 82%	2. 79%
3. 69%	3. 68%	3. 66%	3. 71%	3. 70%	3. 67%	3. 69%	3. 62%
4. 64%	4. 63%	4. 71%	4. 67%	4. 69%	4. 65%	4. 68%	4. 60%
5. 63%	5. 62%	5. 63%	5. 64%	5. 62%	5. 64%	5. 71%	5. 66%
6. 55%	6. 53%	6. 55%	6. 57%	6. 61%	6. 63%	6. 70%	6. 60%
7. 43%	7. 45%	7. 50%	7. 49%	7. 49%	7. 49%	7. 52%	7. 47%
8. 38%	8. 37%	8. 45%	8. 41%	8. 43%	8. 47%	8. 47%	8. 39%
9. 37%	9. 39%	9. 46%	9. 45%	9. 49%	9. 50%	9. 55%	9. 48%

Wave 10

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





Wave 10	Wave 9	Wave 8	Wave 7	Wave 6	Wave 5	Wave 4	Wave 3	Wave 2	Wave 1	
12%	11%	11%	10%	16%	16%	14%	17%	14%	11%	I've lost my job
13%	14%	14%	15%	24%	20%	21%	24%	29%	18%	I am behind on my bills
32%	29%	33%	35%	42%	39%	41%	41%	44%	34%	My work hours and pay have decreased
40%	38%	42%	43%	47%	45%	44%	45%	47%	39%	I am now working from home
38%	38%	39%	40%	48%	46%	47%	49%	48%	42%	My household income has decreased
85%*	84%*	86%*	86%*	85%*	87%*	86%*	84%*	86%*	82%*	My children are no longer in school/daycare
77%	82%	82%	86%	84%	83%	86%	86%	86%	85%	I now eat all of my meals at home
88%	91%	90%	91%	90%	90%	91%	92%	91%	89%	I'm spending much more time inside my home
91%	91%	92%	92%	90%	90%	90%	91%	91%	90%	I no longer attend public events, concerts or sporting events
95%	95%	95%	95%	95%	95%	96%	95%	94%	94%	I am practicing "social distancing"/staying 6+ feet away from others

*of those with kids in HH



Wave 10

Top item categories spending more money on::

	Home cleaning supplies	Non-perishable food	Perishable food	Toiletries & toilet paper
Wave 10	<div> 51%</div>	<div> 50%</div>	<div> 49%</div>	<div> 49%</div>
Wave 9	53%	53%	52%	51%
Wave 8	51%	51%	50%	50%
Wave 7	50%	51%	50%	48%
Wave 6	55%	54%	53%	54%
Wave 5	53%	53%	50%	52%
Wave 4	48%	51%	49%	46%
Wave 3	54%	56%	51%	49%
Wave 2	56%	54%	50%	56%
Wave 1	50%	51%	45%	46%

Wave 10

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

Clothing	Takeout and meal delivery	Beer, wine & liquor	Books, audiobooks & eBooks
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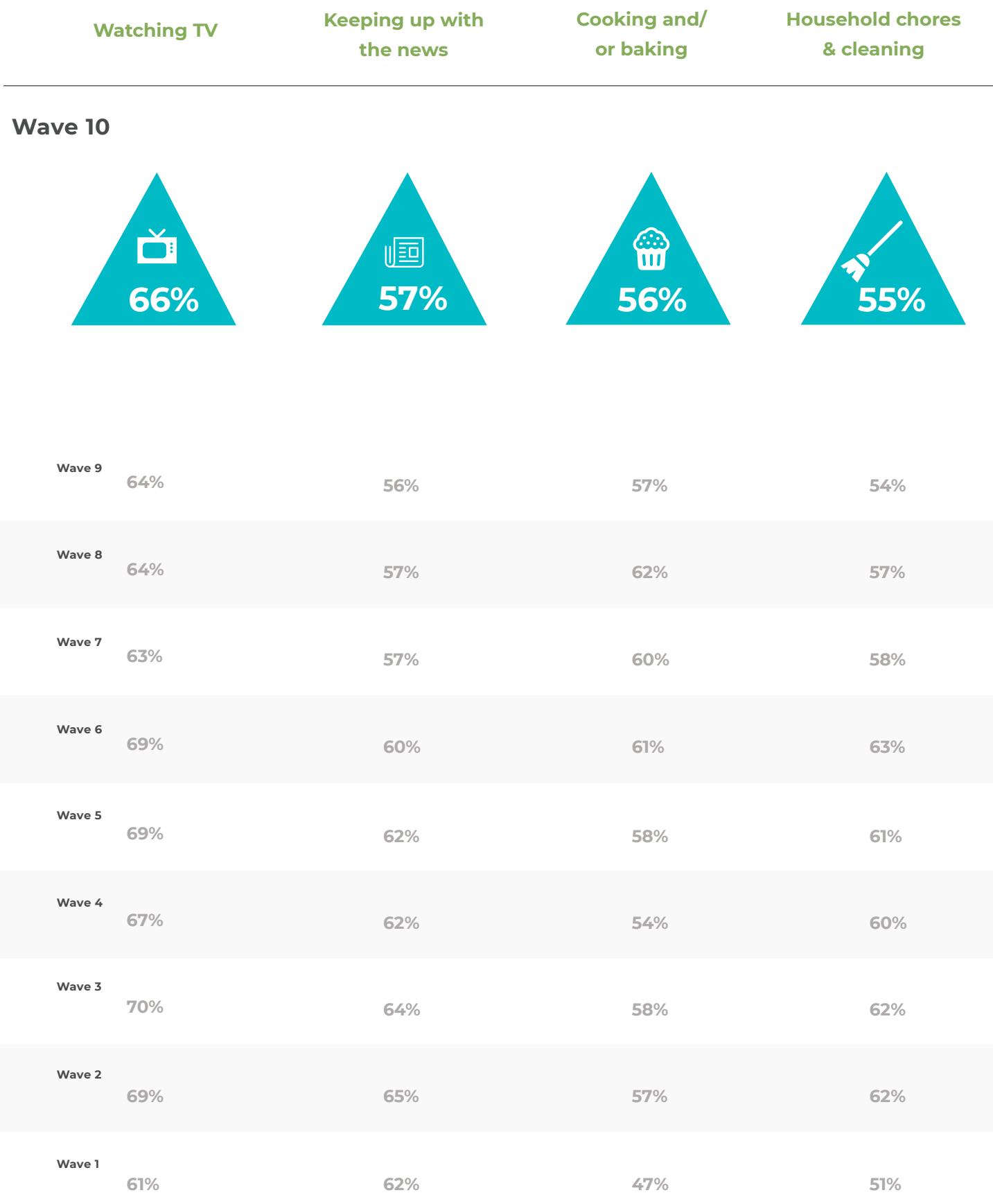
Wave 10



Wave 9	44%	31%	18%	16%
Wave 8	46%	31%	18%	16%
Wave 7	46%	36%	19%	18%
Wave 6	41%	29%	22%	16%
Wave 5	43%	34%	22%	19%
Wave 4	45%	36%	23%	18%
Wave 3	41%	37%	23%	18%
Wave 2	35%	39%	25%	17%
Wave 1	33%	32%	19%	15%

Wave 10

Top activities spending **more** time on:



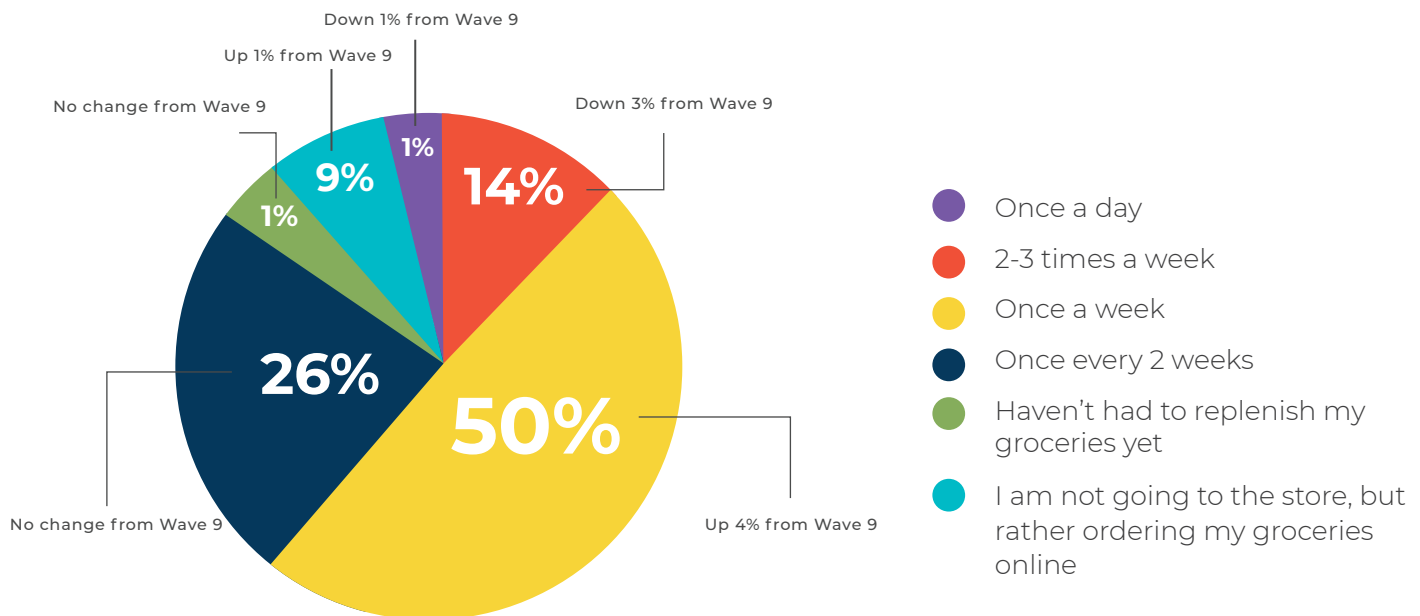
Wave 10

Top activities spending less time on:

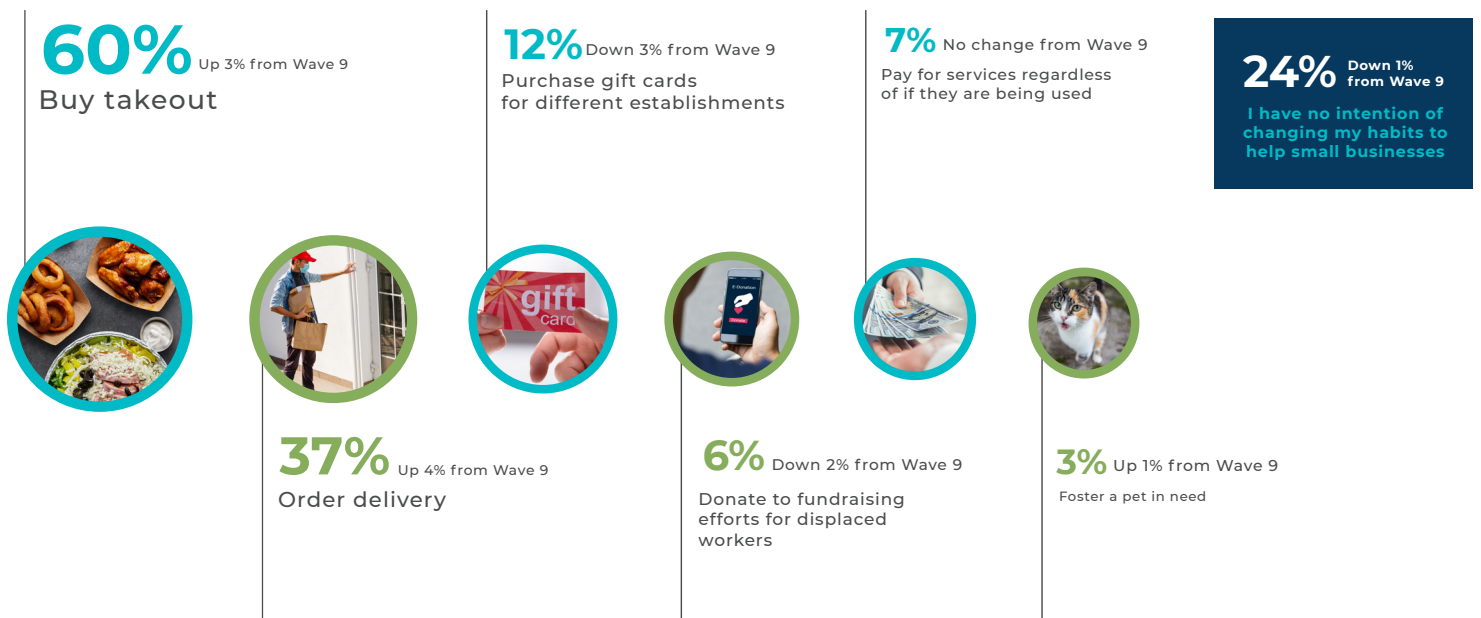
	Shopping	Working or studying	Reconnecting with friends/family I haven't spoken with in awhile	Posting and/or reading others' posts on social media platforms
Wave 10	<div> 54%</div>	<div> 16%</div>	<div> 12%</div>	<div> 10%</div>
Wave 9	50%	13%	11%	10%
Wave 8	49%	17%	10%	9%
Wave 7	52%	16%	8%	11%
Wave 6	51%	17%	13%	11%
Wave 5	50%	18%	13%	9%
Wave 4	56%	18%	11%	11%
Wave 3	55%	19%	13%	10%
Wave 2	54%	18%	12%	10%
Wave 1	47%	16%	8%	9%

Wave 10

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



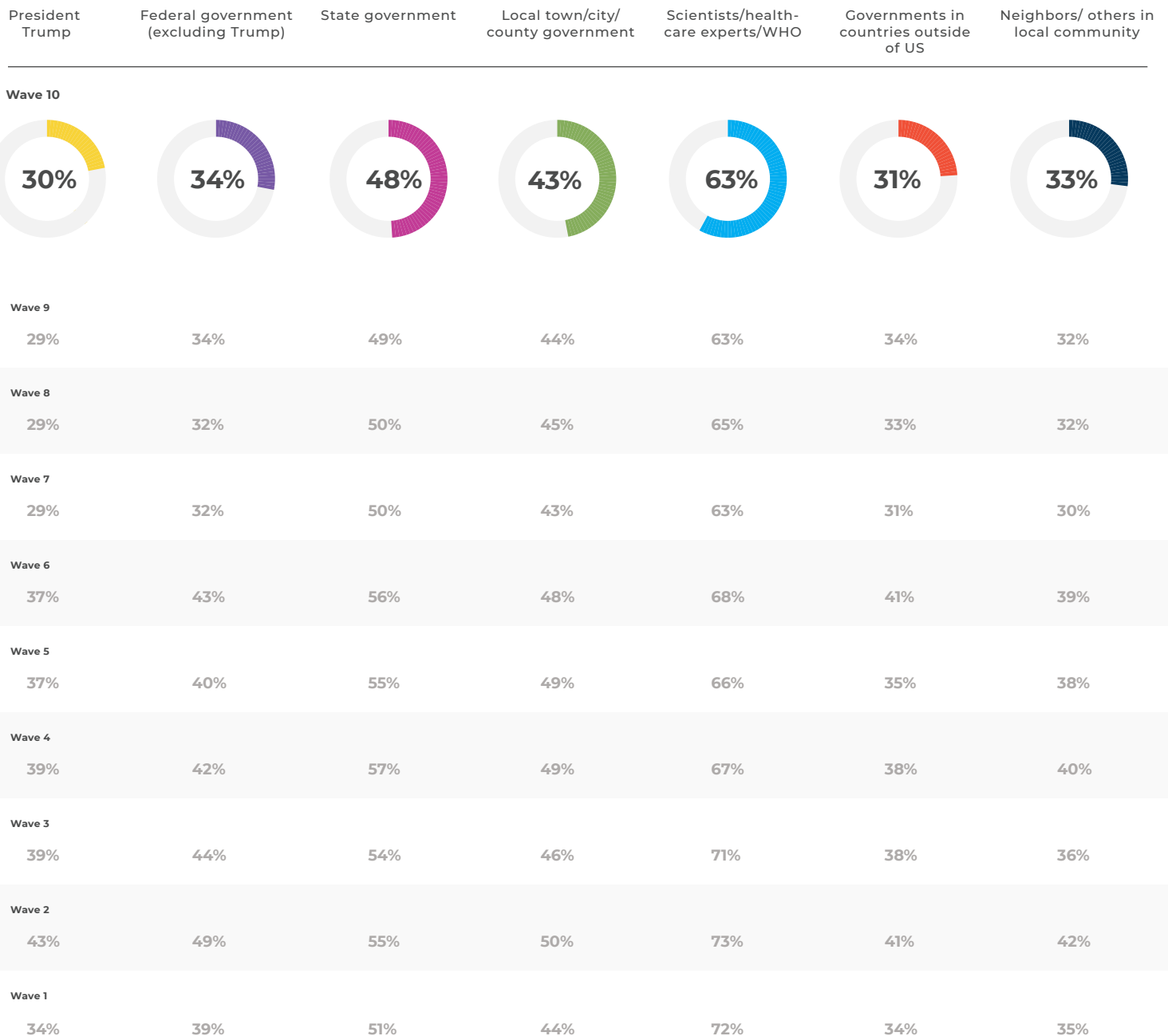
As the COVID-19 restrictions impact small businesses, will you or have you done any of the following?



Wave 10

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

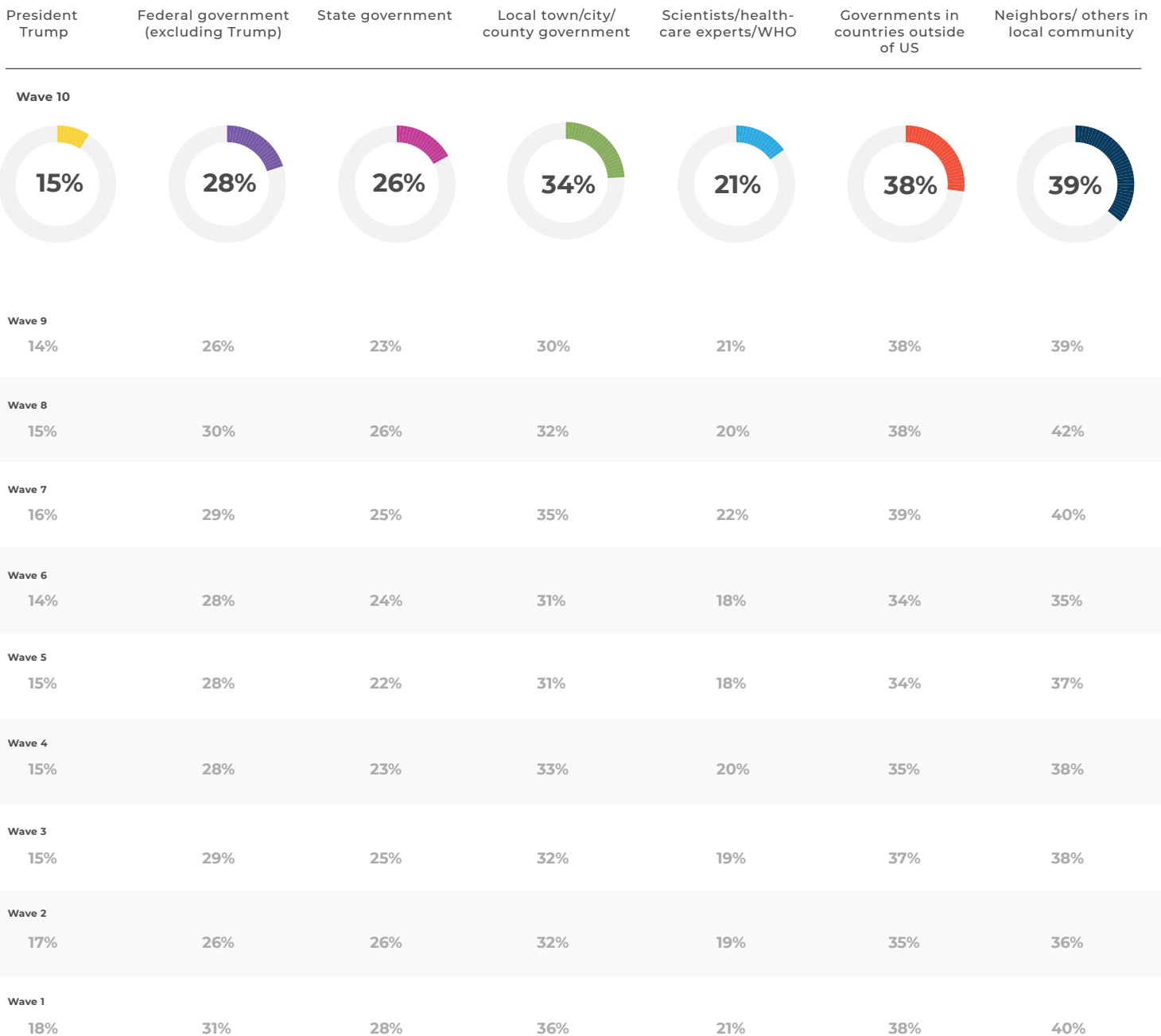
very/somewhat confident



Wave 10

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

Neutral



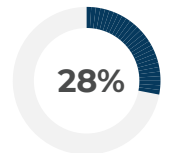
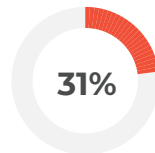
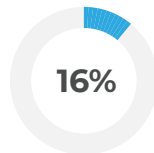
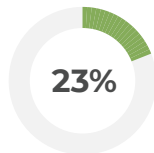
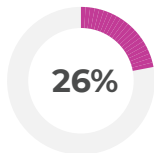
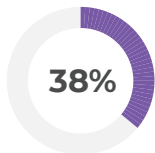
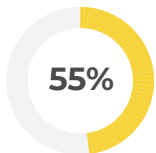
Wave 10

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

not very/not at all confident

President Trump Federal government (excluding Trump) State government Local town/city/county government Scientists/health-care experts/WHO Governments in countries outside of US Neighbors/ others in local community

Wave 10



Wave 9

57%

40%

28%

26%

16%

28%

29%

Wave 8

56%

38%

24%

23%

15%

29%

26%

Wave 7

55%

39%

25%

22%

15%

30%

30%

Wave 6

49%

29%

20%

21%

14%

25%

26%

Wave 5

48%

32%

23%

20%

16%

31%

25%

Wave 4

46%

30%

19%

18%

13%

27%

22%

Wave 3

46%

27%

21%

22%

10%

25%

26%

Wave 2

40%

24%

19%

17%

8%

25%

22%

Wave 1

48%

30%

21%

20%

7%

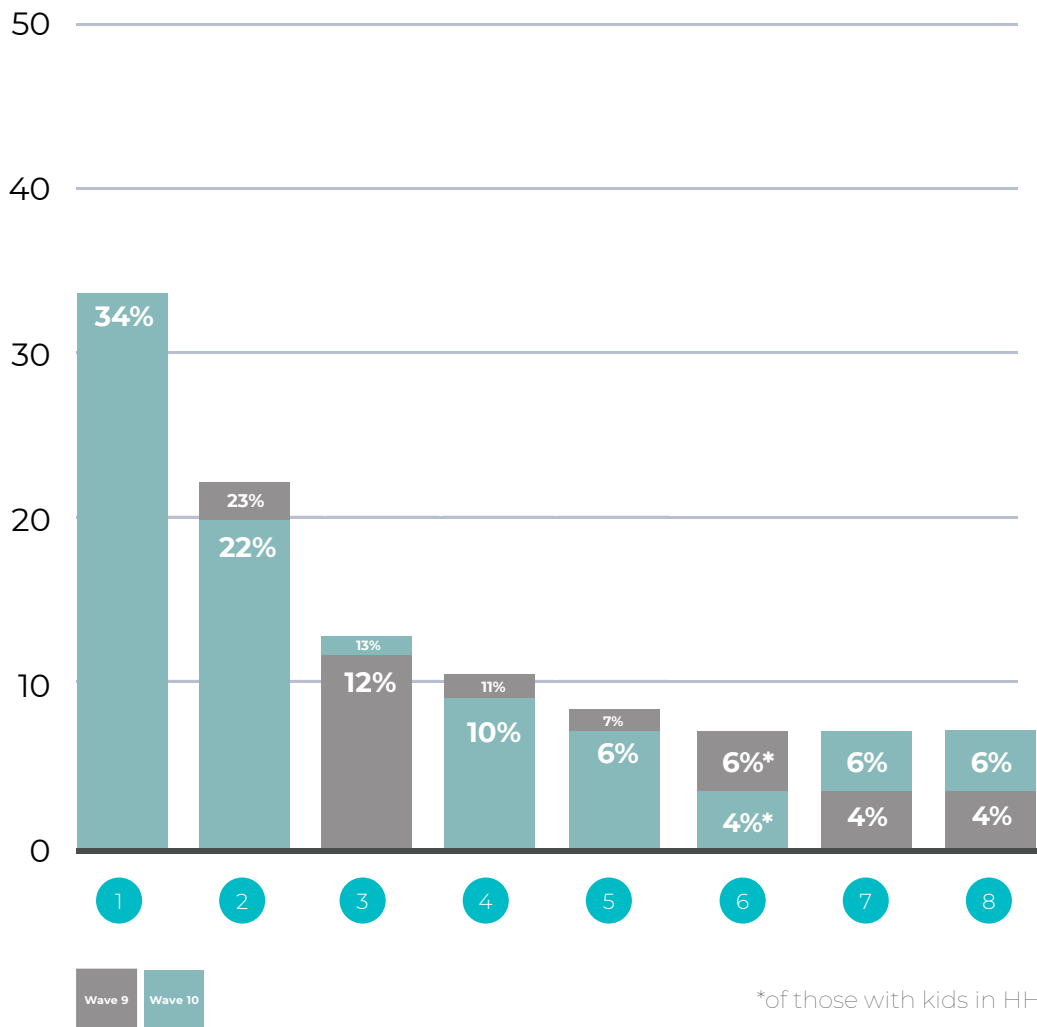
28%

25%

Unsung Heroes of COVID-19?



Wave 10



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

1. Gathering with family/friends **34%** No Change from Wave 9
2. Taking a vacation **22%**
3. Going to bars and restaurants **13%**
4. Going to a fully stocked grocery store **10%**
5. Going back to work **6%**
6. Kids going back to school/daycare **4%***
7. Going back to the gym **6%**
8. Going to concerts/sporting events **6%**

Wave 8	Wave 7	Wave 6	Wave 5	Wave 4	Wave 3	Wave 2	Wave 1
1. 35%	1. 30%	1. 31%	1. 37%	1. 35%	1. 35%	1. 33%	1. 29%
2. 18%	2. 23%	2. 18%	2. 17%	2. 16%	2. 15%	2. 12%	2. 14%
3. 13%	3. 13%	3. 8%	3. 11%	3. 11%	3. 10%	3. 10%	3. 11%
4. 12%	4. 12%	4. 11%	4. 8%	4. 10%	4. 13%	4. 15%	4. 18%
5. 9%	5. 8%	5. 15%	5. 13%	5. 14%	5. 15%	5. 14%	5. 12%
6. 5%*	6. 3%*	6. 5%*	6. 4%*	6. 4%*	6. 5%*	6. 9%*	6. 8%*
7. 5%	7. 6%	7. 6%	7. 5%	7. 6%	7. 4%	7. 5%	7. 4%
8. 3%	8. 5%	8. 5%	8. 5%	8. 4%	8. 4%	8. 3%	8. 5%

Wave 10

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

61% Grateful
Up 4% from Wave 9

46% Optimistic
Up 3% from Wave 9

39% Happy
No change from Wave 9

36% Tired
Down 2% from Wave 9

33% Bored
No change from Wave 9

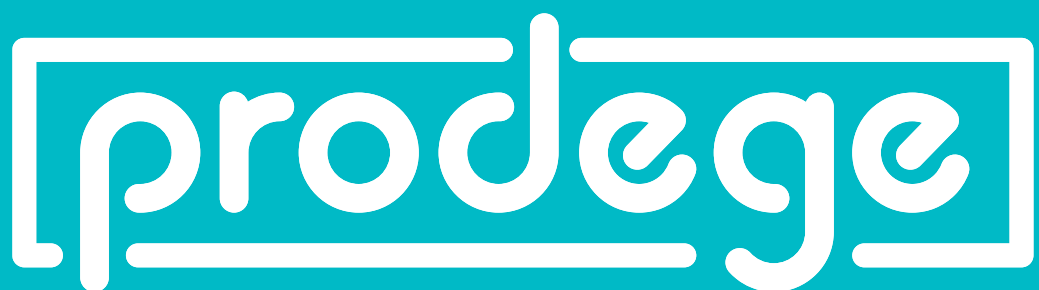
33% Anxious
Up 1% from Wave 9

30% Creative
No change from Wave 9

23% Irritable
No change from Wave 9

20% Sad
Down 1% from Wave 9

	Wave 8	Wave 7	Wave 6	Wave 5	Wave 4	Wave 3	Wave 2	Wave 1
1. Grateful	56%	54%	63%	62%	60%	62%	57%	54%
2. Optimistic	39%	41%	48%	47%	46%	44%	42%	43%
3. Happy	36%	35%	42%	40%	38%	35%	34%	30%
4. Tired	37%	38%	41%	39%	35%	40%	40%	38%
5. Bored	36%	36%	41%	39%	40%	44%	40%	33%
6. Anxious	35%	35%	39%	37%	38%	42%	44%	39%
7. Creative	26%	27%	38%	33%	31%	32%	34%	30%
8. Irritable	24%	25%	30%	25%	25%	28%	27%	24%
9. Sad	24%	24%	28%	28%	27%	31%	34%	27%



We're here for you.

