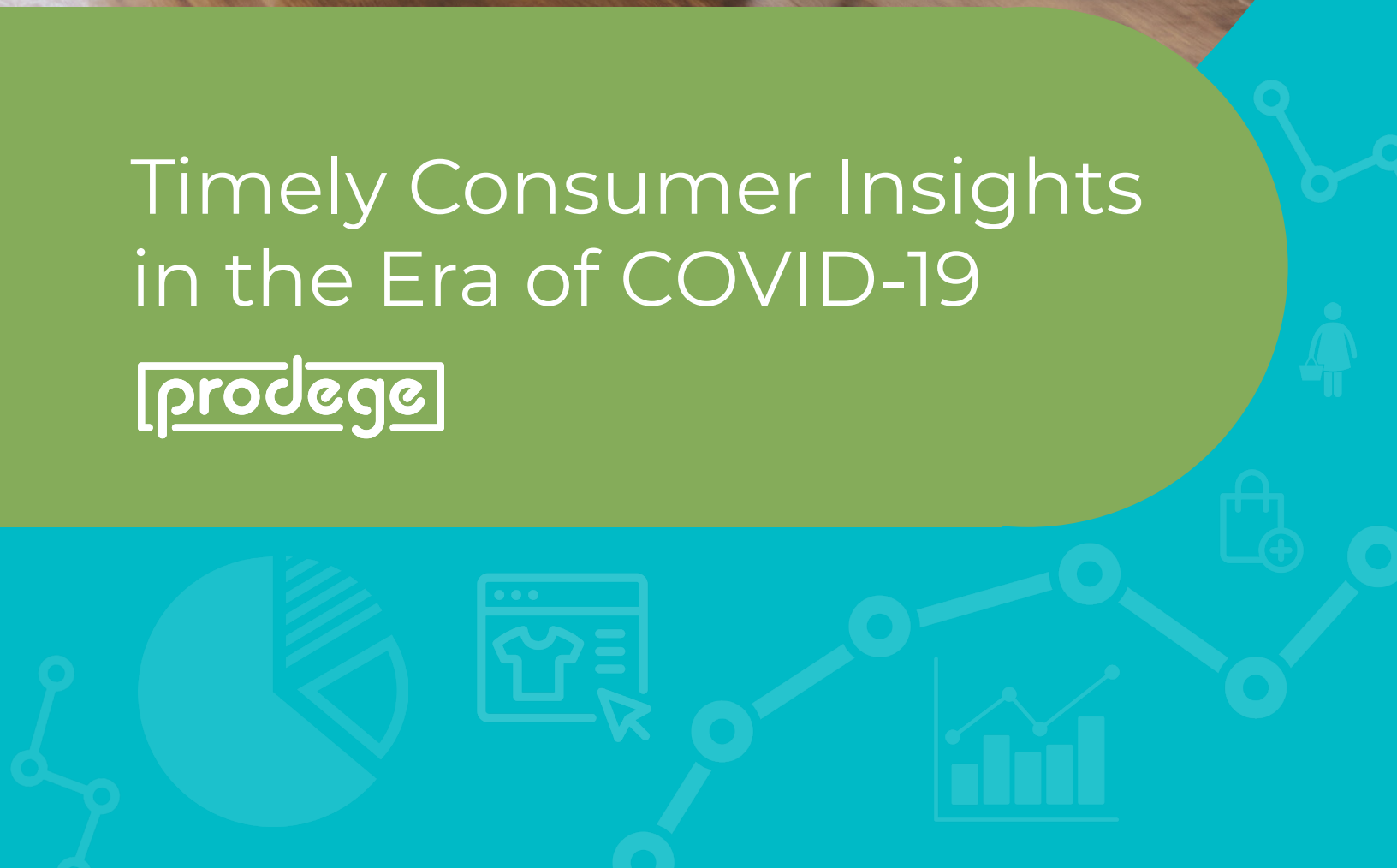


Tracker Wave 2

Fielded in the US, March 30 - April 5
among a nationally representative
sample of 1,000 respondents aged 18+

Timely Consumer Insights in the Era of COVID-19

prodege



Wave 2

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 2

61%

37%

32%

25%

Wave 1

55%

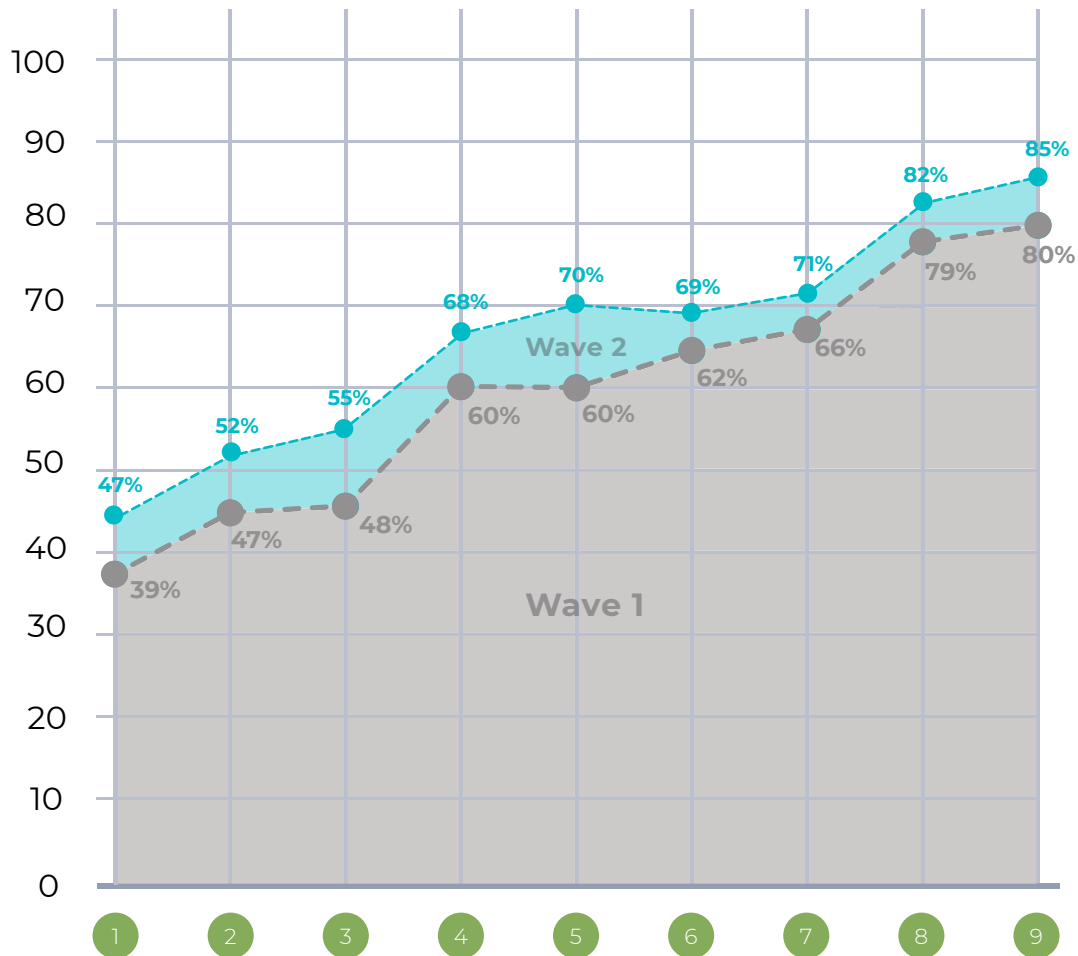
33%

27%

17%



Wave 2



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 **47%**
2. Maintaining my psychological or mental health **52%**
3. Being able to pay my bills **55%**
4. Not being able to interact in-person with family & friends **68%**
5. Having access to groceries and essentials **70%**
6. Not being able to enjoy life as I could before **69%**
7. Potentially becoming ill from the virus myself **71%**
8. A loved one potentially becoming ill from the virus **82%**
9. The negative impact on the overall economy **85%**

Wave 2

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

Wave 2

14%

29%

44%

47%

48%

86%*

86%

91%

91%

94%

Wave 1

11%

18%

34%

39%

42%

82%*

85%

89%

90%

94%

I've lost my job

I am behind on my bills

My work hours and pay have decreased

I am now working from home

My household income has decreased

My children are no longer in school/daycare

I now eat all of my meals at home

I'm spending much more time inside my home

I no longer attend public events, concerts or sporting events

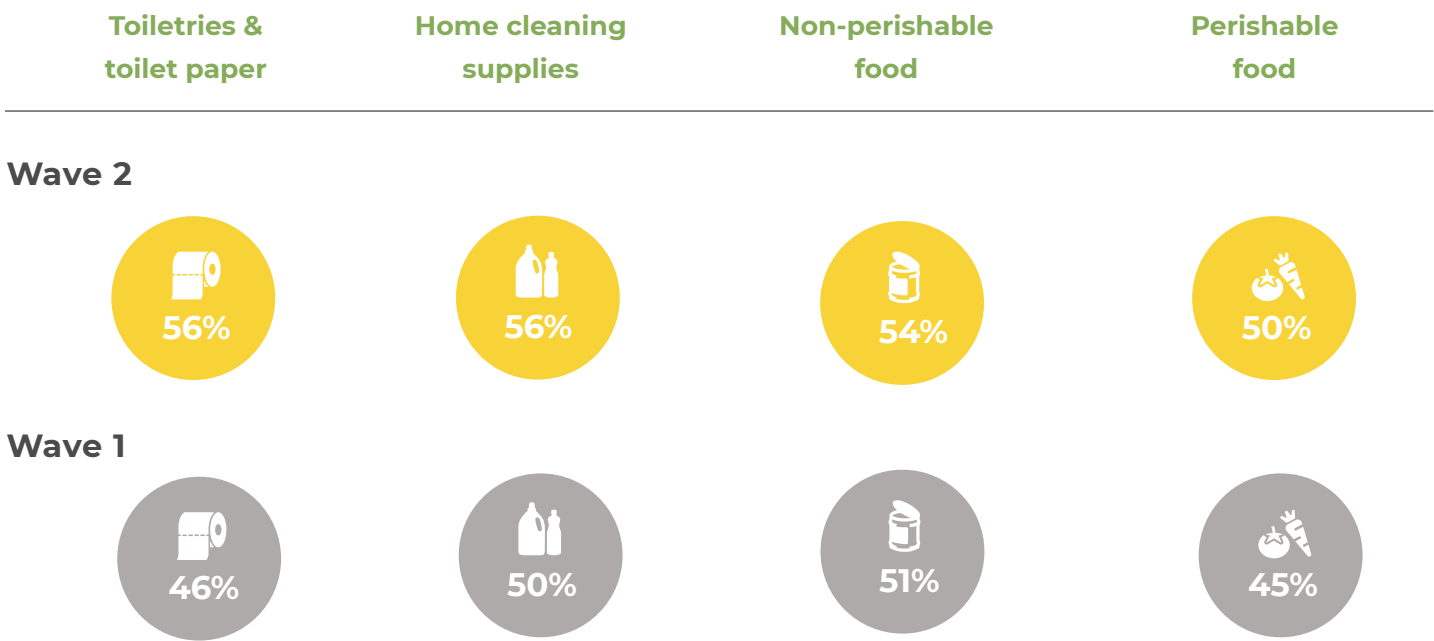
I am practicing "social distancing"/staying 6+ feet away from others

*of those with kids in HH



Wave 2

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



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



Wave 2

Top activities spending **more** time on:

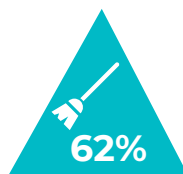
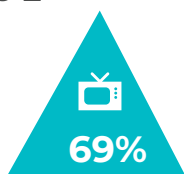
Watching TV

Keeping up with
the news

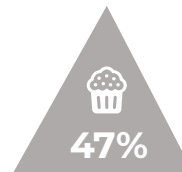
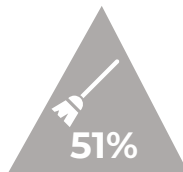
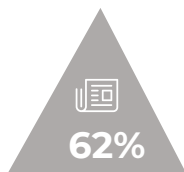
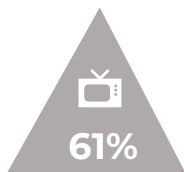
Household chores
& cleaning

Cooking and/
or baking

Wave 2



Wave 1



Top activities spending **less** time on:

Shopping

Working or
studying

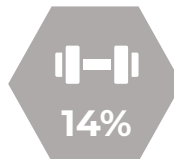
Working out/
exercising at home

Crafts

Wave 2

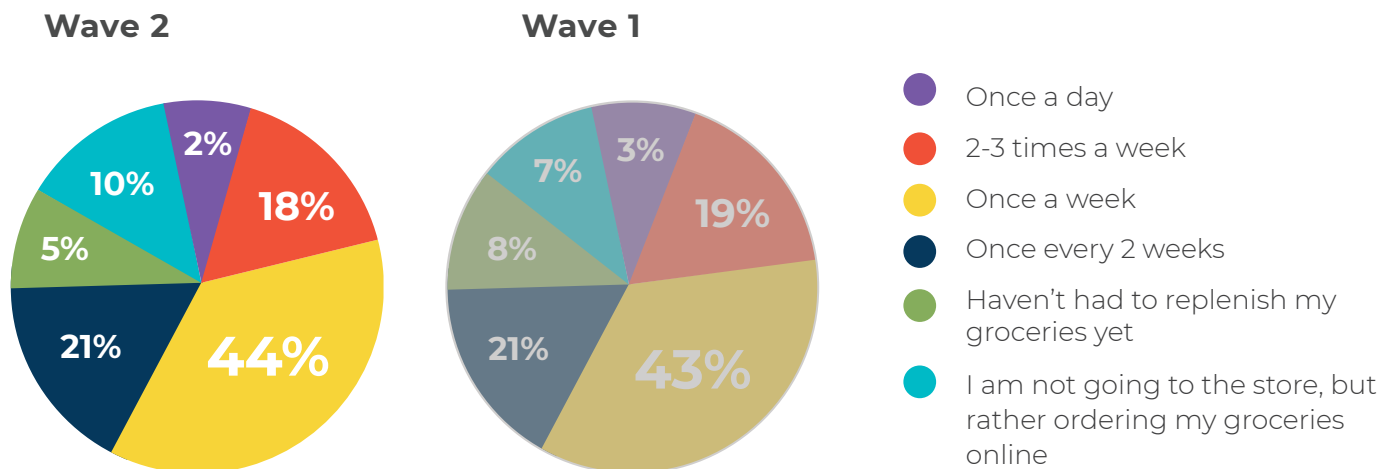


Wave 1

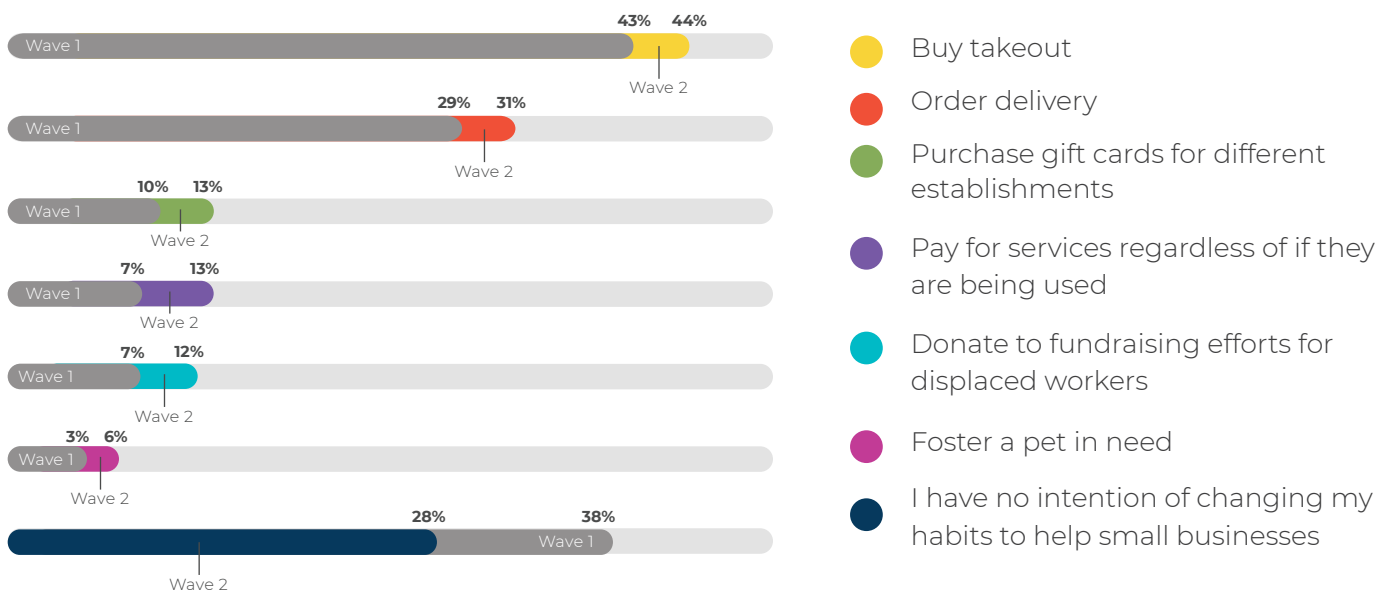


Wave 2

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



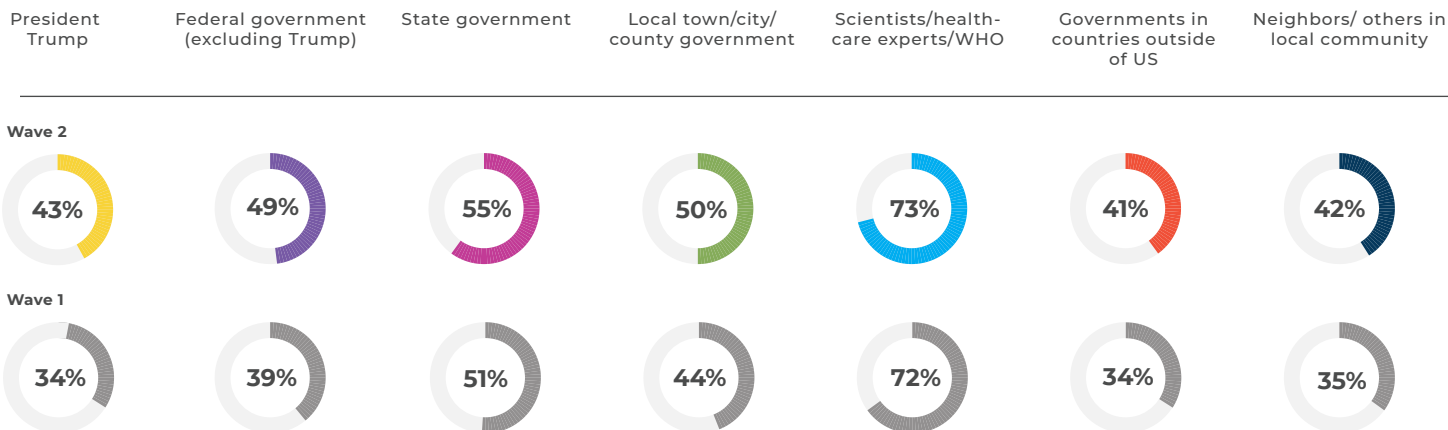
As the COVID-19 restrictions impact small businesses, will you or have you done any of the following?



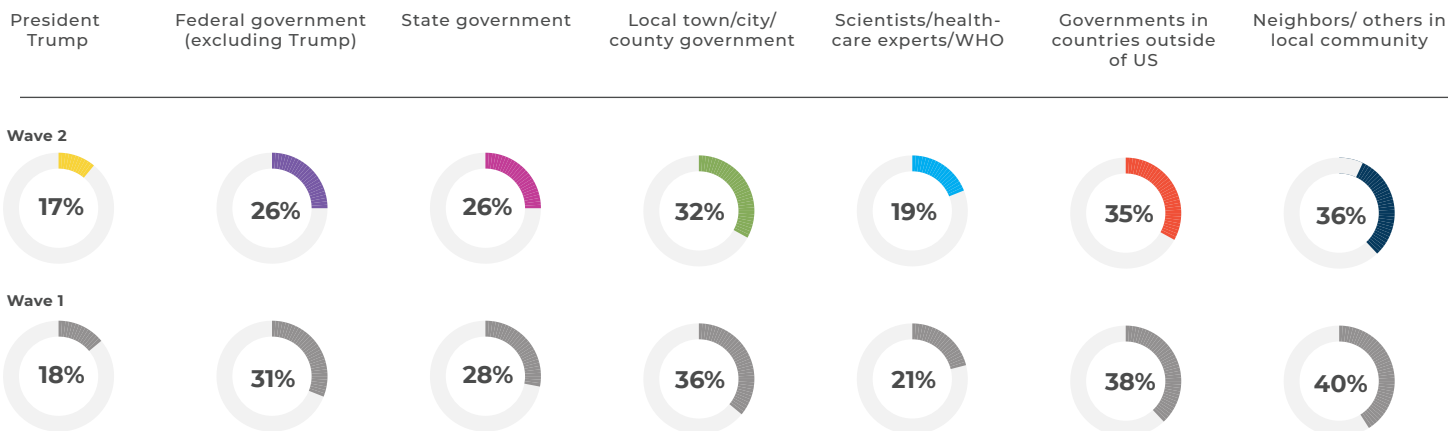
Wave 2

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



Continued...

Wave 2

...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

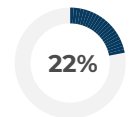
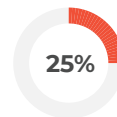
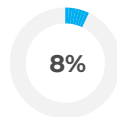
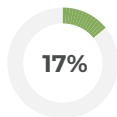
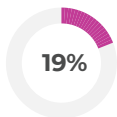
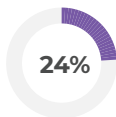
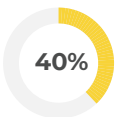
Local town/city/county government

Scientists/health-care experts/WHO

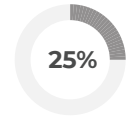
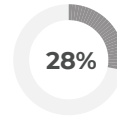
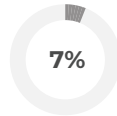
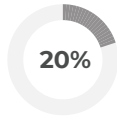
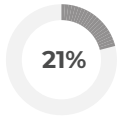
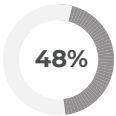
Governments in countries outside of US

Neighbors/ others in local community

Wave 2



Wave 1

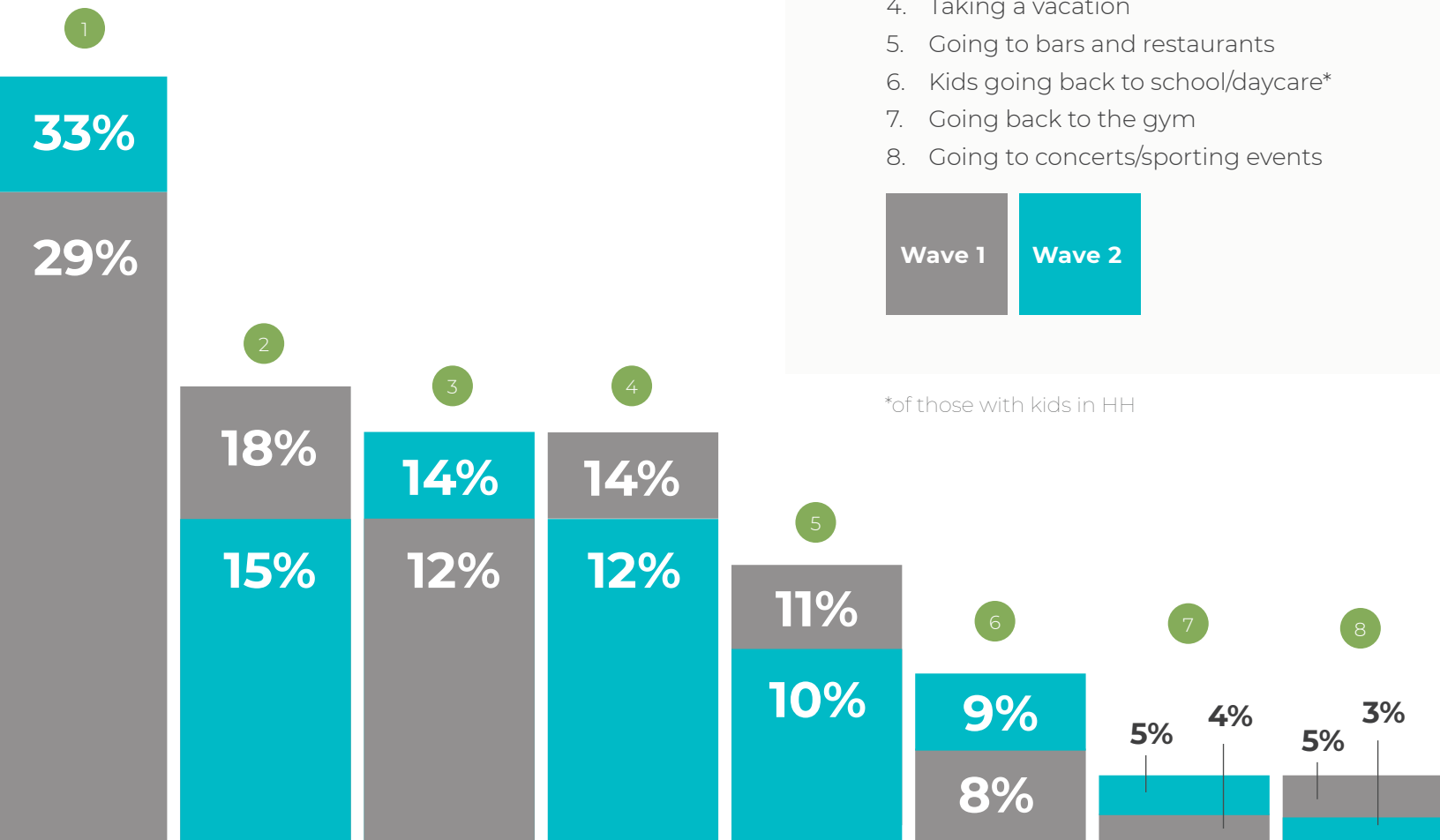


Unsung Heroes of COVID-19?



Wave 2

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



Wave 2

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

57% Grateful

44% Anxious

42% Optimistic

40% Tired

40% Bored

34% Happy

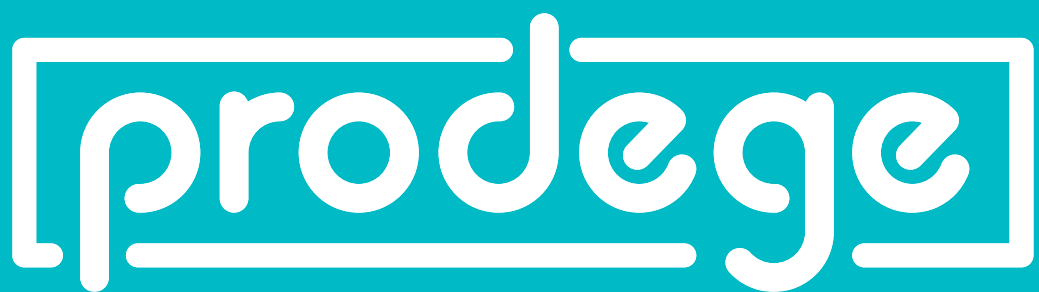
34% Creative

34% Sad

27% Irritable

Wave 1

1. Grateful **54%**
2. Anxious **39%**
3. Optimistic **43%**
4. Tired **38%**
5. Bored **33%**
6. Happy **30%**
7. Creative **30%**
8. Sad **27%**
9. Irritable **24%**



We're here for you.

