

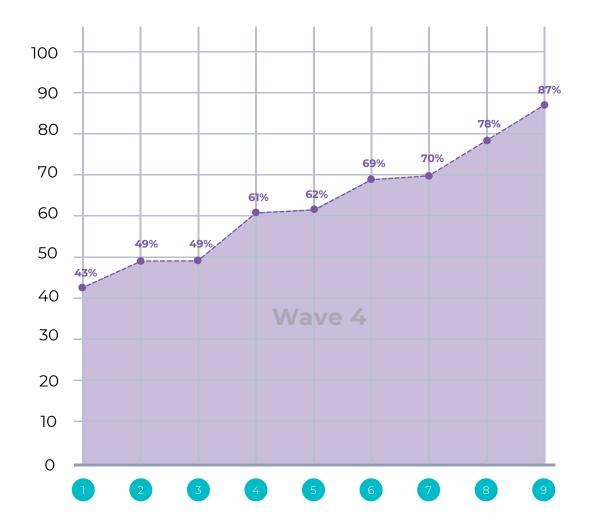
Timely Consumer Insights in the Era of COVID-19

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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 4			
55%	35%	27%	18%
Wave 3			
57%	34%	29%	20%
Wave 2			
61%	37%	32%	25%
Wave 1			
55%	33%	27%	17%



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 43% (Down 4% from Wave 3)
- 2. Maintaining my psychological or mental health 49% (No change from Wave 3)
- 3. Being able to pay my bills 49% (Down 1% from Wave 3)
- 4. Having access to groceries and essentials 61% (Down 2% from Wave 3)
- 5. Potentially becoming ill from the virus myself 62% (Down 2% from Wave 3)
- 6. Not being able to interact in-person with family & friends 69% (Up 4% from Wave 3)
- 7. Not being able to enjoy life as I could before 70% (Up 3% from Wave 3)
- 8. A loved one potentially becoming ill from the virus 78% (No change from Wave 3)
- 9. The negative impact on the overall economy 87% (Up 2% from Wave 3)

W	ave 2	Wave 1		
٦.	47 %	1.	39%	
2.	52 %	2.	47 %	
3.	55%	3.	48 %	
4.	70 %	4.	60%	
5.	71 %	5.	66%	
6.	68%	6.	60%	
7.	69 %	7.	62 %	
8.	82 %	8.	79 %	
9.	85%	9.	80%	

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

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

*of those with kids in HH



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

Non-perishable food	Perishable food	Home cleaning supplies	Toiletries & toilet paper
Wave 4			
51%	ద్ర 49%	48%	46%
Wave 3			
56%	公 美 51%	54%	49%
Wave 2			
54%	خ ار 50%	56%	56%
Wave 1			
51%	ය ් 45%	50%	46%

Top item categories spending <u>less</u> money on:

Clothing Beer, wine & **Takeout and meal** Snack liquor delivery foods Wave 4 18% 36% Wave 3 **37**% 18% Wave 2 25% 20% 39%

Wave 1









Top activities spending **more** time on:

Watching TV

Keeping up with the news

Household chores & cleaning

Cooking and/ or baking

Wave 4









Wave 3









Wave 2









Wave 1









Top activities spending **less** time on:

Shopping

Working or studying

Working out/ exercising at home

Sleeping

Wave 4









Wave 3









Wave 2









Wave 1

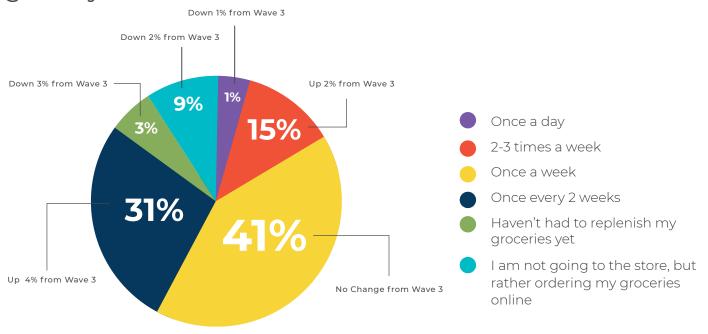








In light of COVID-19, how often are you visiting grocery stores?



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



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

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 4						
39%	42%	57%	49%	67%	38%	40%
Wave 3						
39%	44%	54%	46%	71%	38%	36%
Wave 2						
43%	49%	55%	50%	73%	41%	42%
Wave 1						
34%	39%	51%	44%	72%	34%	35%



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

Neutral

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 4	28%	23%	33%	20%	35%	38%
Wave 3	29%	25%	32%	19%	37%	38%
Wave 2	26%	26%	32%	19%	35%	36%
Wave 1 18%	31%	28%	36%	21%	38%	40%



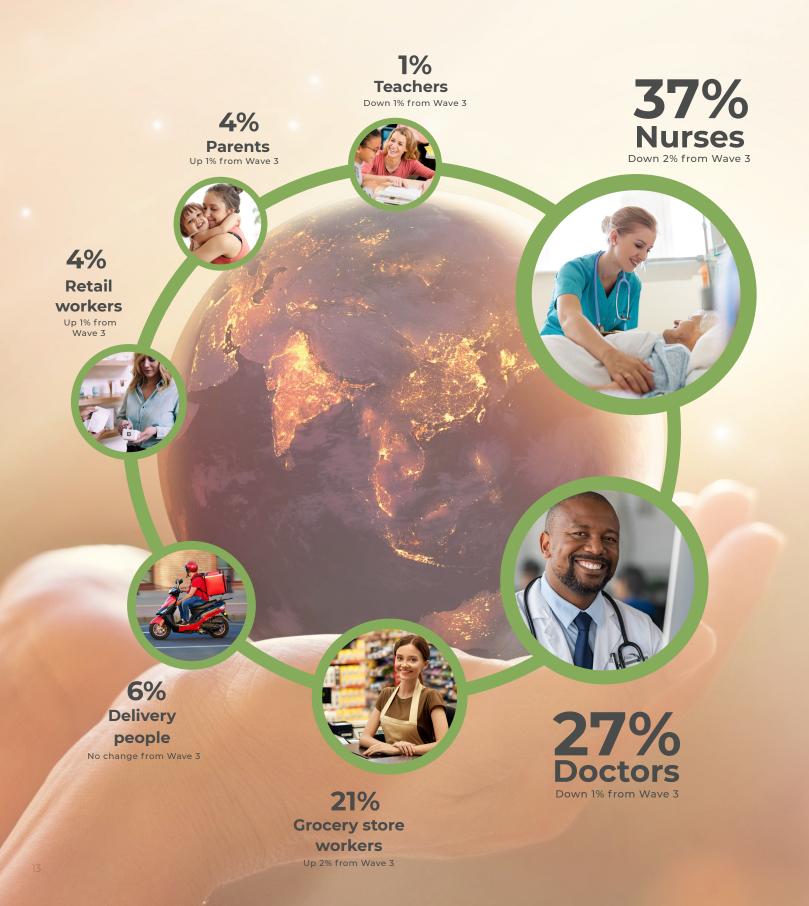
... How confident are you in these people/groups of people's ability to help find and implement a solution to COVID-19?

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 4	30%	19%	18%	13%	27%	22%
Wave 3	27%	21%	22%	10%	25%	26%
Wave 2	24%	19%	17%	8%	25%	22%
Wave 1 48%	30%	21%	20%	7%	28%	25%



Unsung Heroes of COVID-19?



Most looking forward to once things are "back to normal"?



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

60%Grateful Down 2% from Wave 3 46% Optimistic Up 2% from Wave 3 40% Bored

Down 4% from Wave 3

38% Anxious

38% Happy

Up 3% from Wave 3

35% Tired

Down 5% from Wave 3

31% Creative

Down 1% from Wave 3

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27% Sad
Down 4% from Wave 3

25% Irritable Down 3% from Wave 3

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	Wave 2	V	Wave 1		
1.	Grateful 57 %	1.	54 %		
2.	Optimistic 42%	2.	43%		
3.	Bored 40%	3.	33 %		
4.	Anxious 44%	4.	39 %		
5.	Нарру 34%	5.	30 %		
6.	Tired 40%	6.	38 %		
7.	Creative 34%	7.	30 %		
8.	Sad 34%	8.	27 %		
9.	Irritable 27%	9.	24%		

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We're here for you.