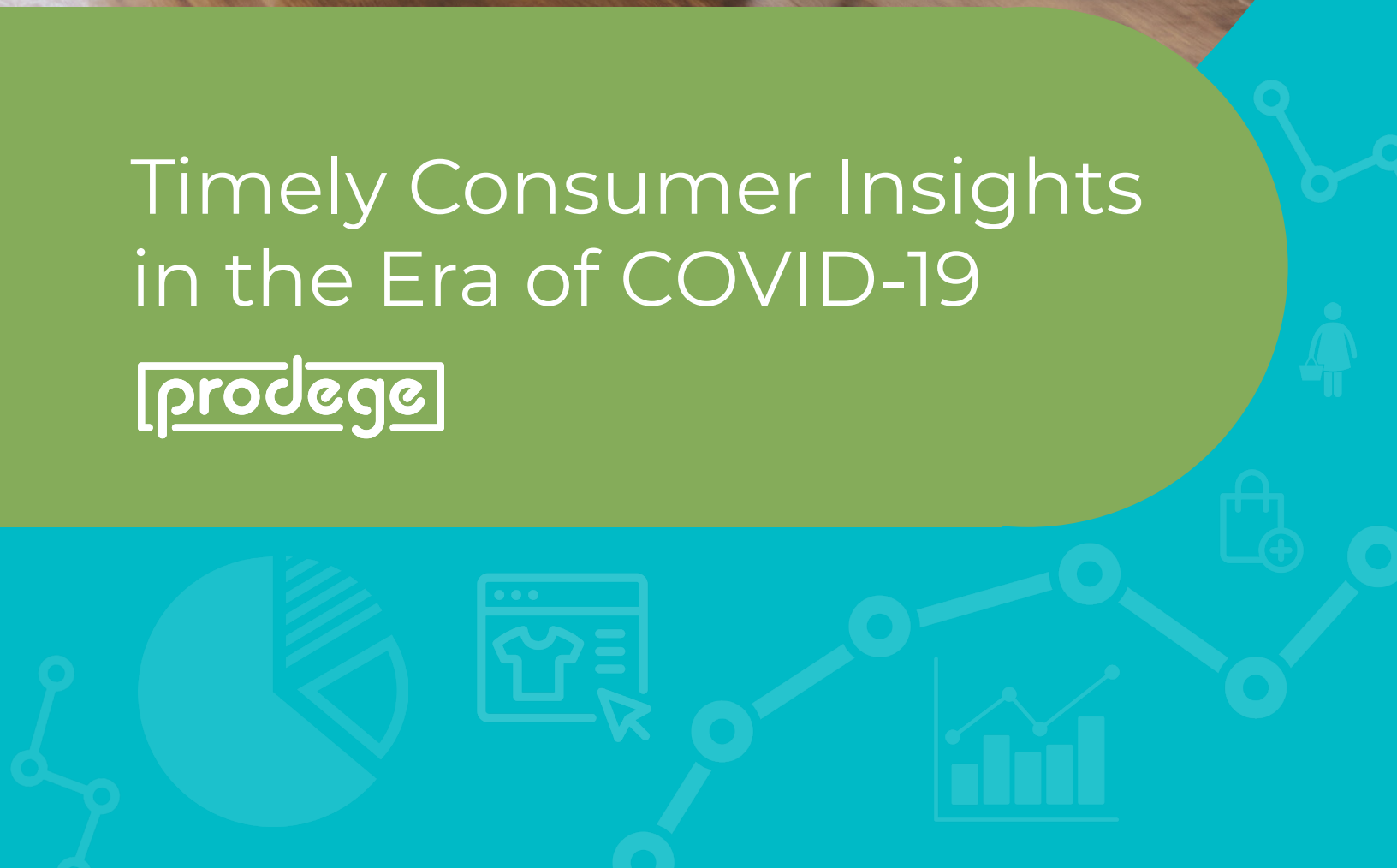


Tracker Wave 4

fielded April 13-April 19 among a nationally representative sample of 1,000 Americans aged 18 & over.

Timely Consumer Insights in the Era of COVID-19

prodege



Wave 4

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

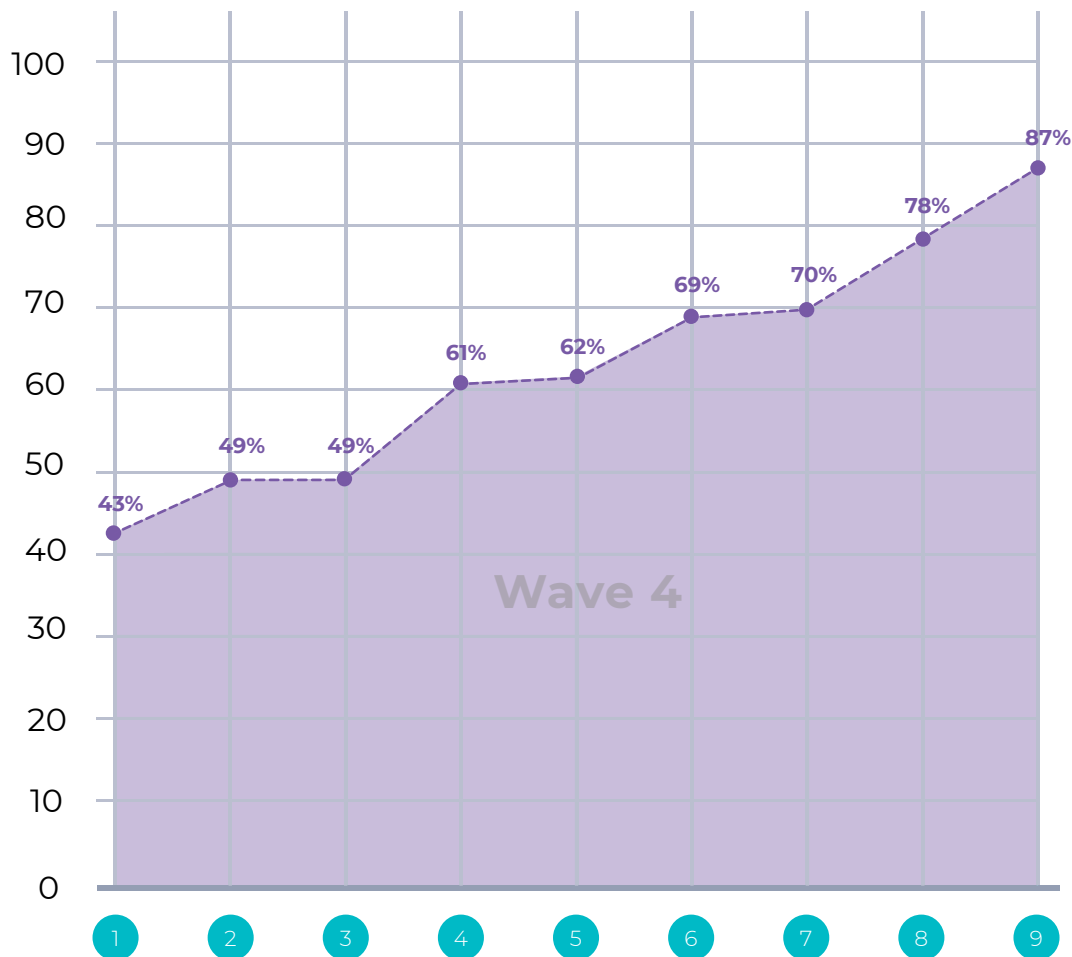
55%

33%

27%

17%

Wave 4



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)

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

Wave 4

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

| Wave 4 | Wave 3 | Wave 2 | Wave 1 |
|--------|--------|--------|--------|
| 14% | 17% | 14% | 11% |
| 21% | 24% | 29% | 18% |
| 41% | 41% | 44% | 34% |
| 44% | 45% | 47% | 39% |
| 47% | 49% | 48% | 42% |
| 86%* | 84%* | 86%* | 82%* |
| 86% | 86% | 86% | 85% |
| 91% | 92% | 91% | 89% |
| 90% | 91% | 91% | 90% |
| 96% | 95% | 94% | 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



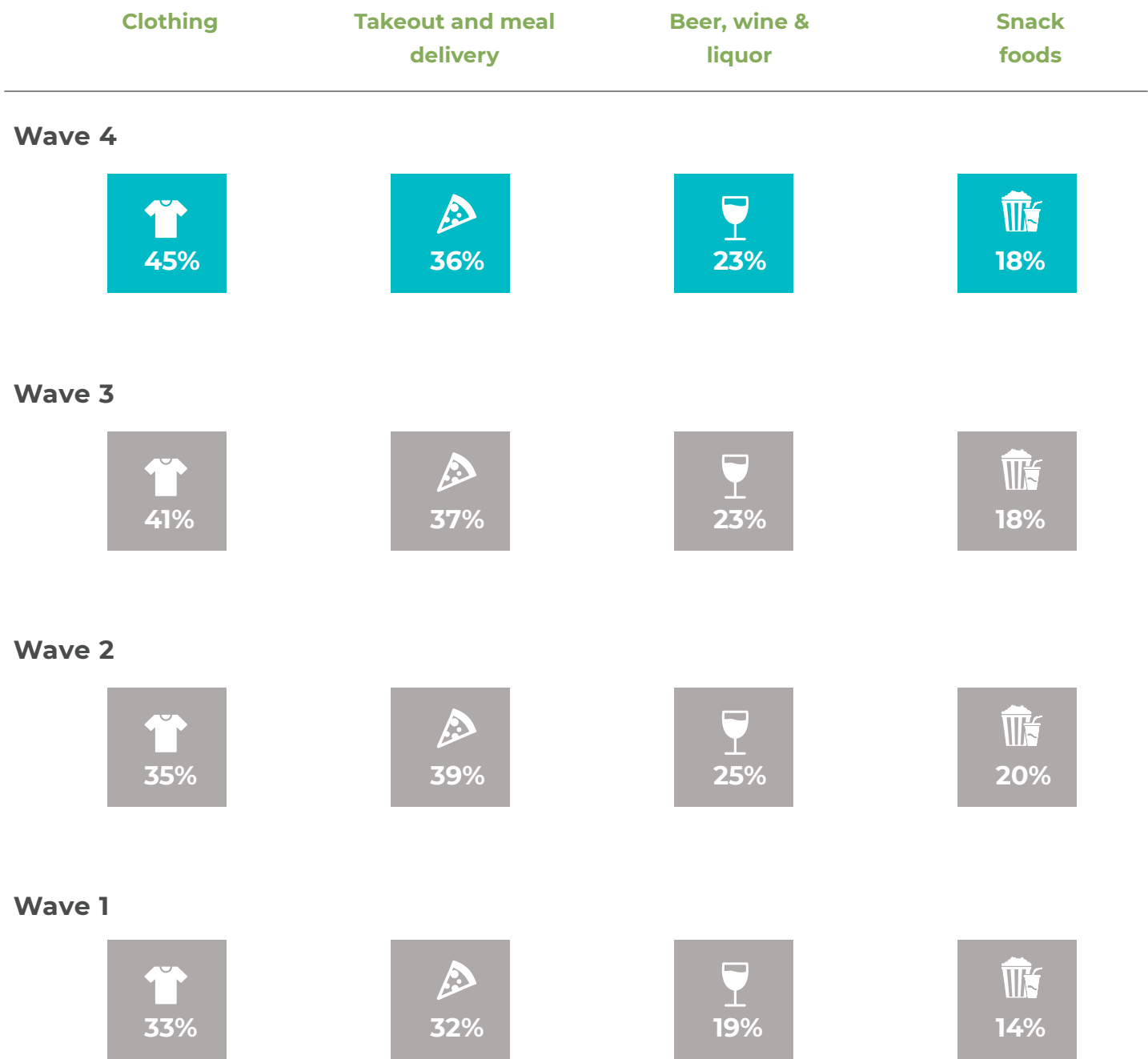
Wave 4

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



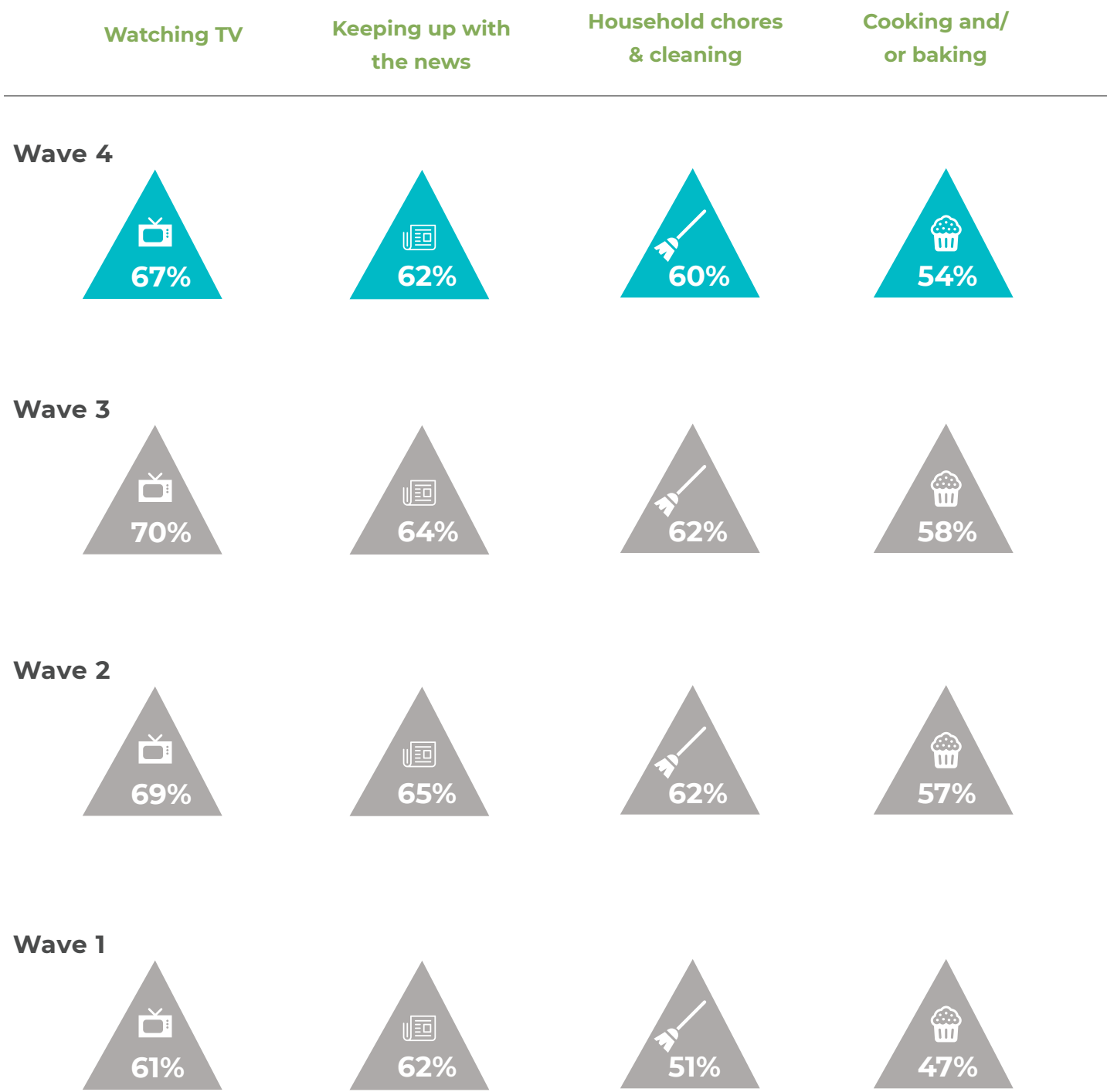
Wave 4

Top item categories spending less money on:



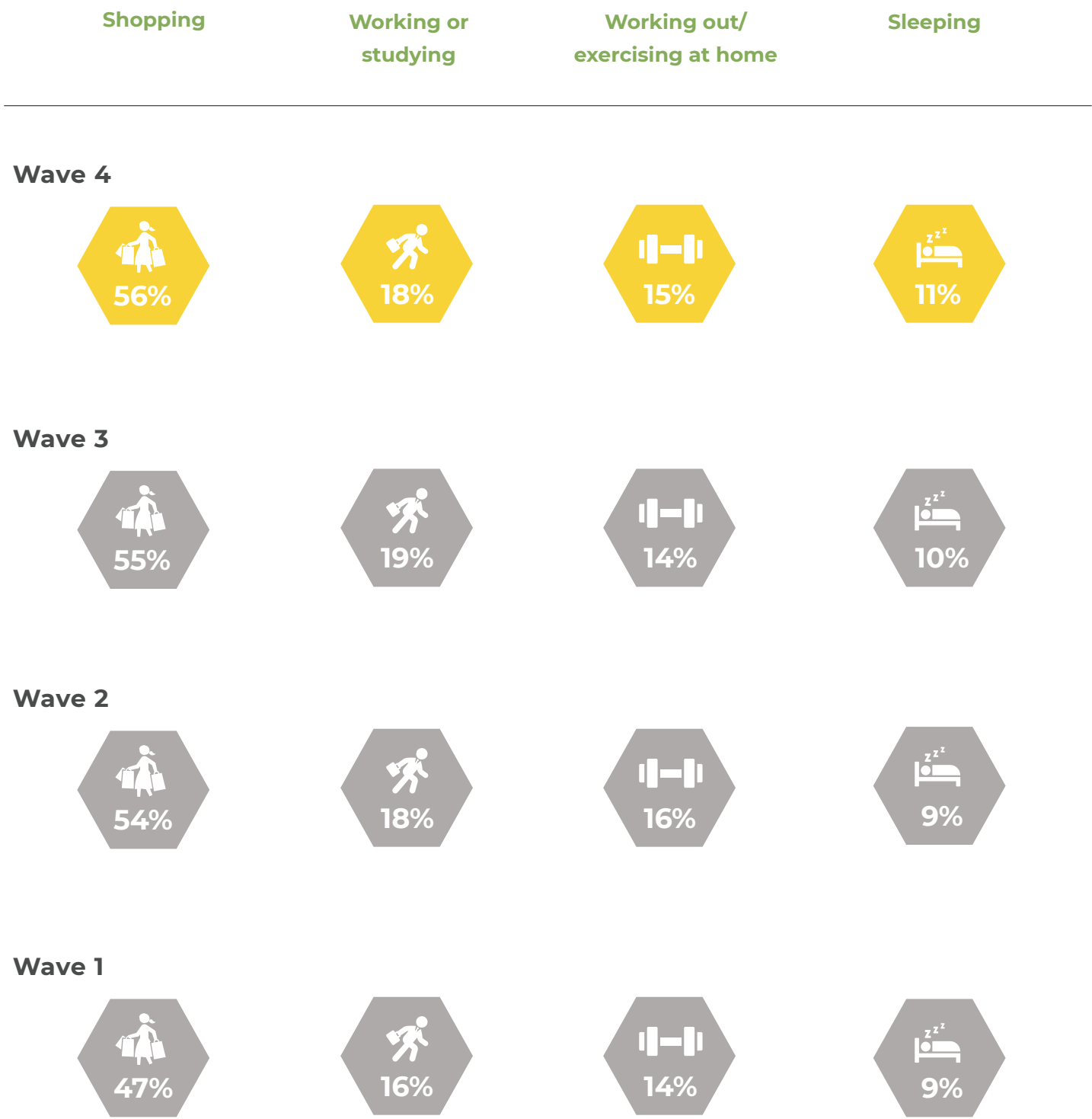
Wave 4

Top activities spending **more** time on:



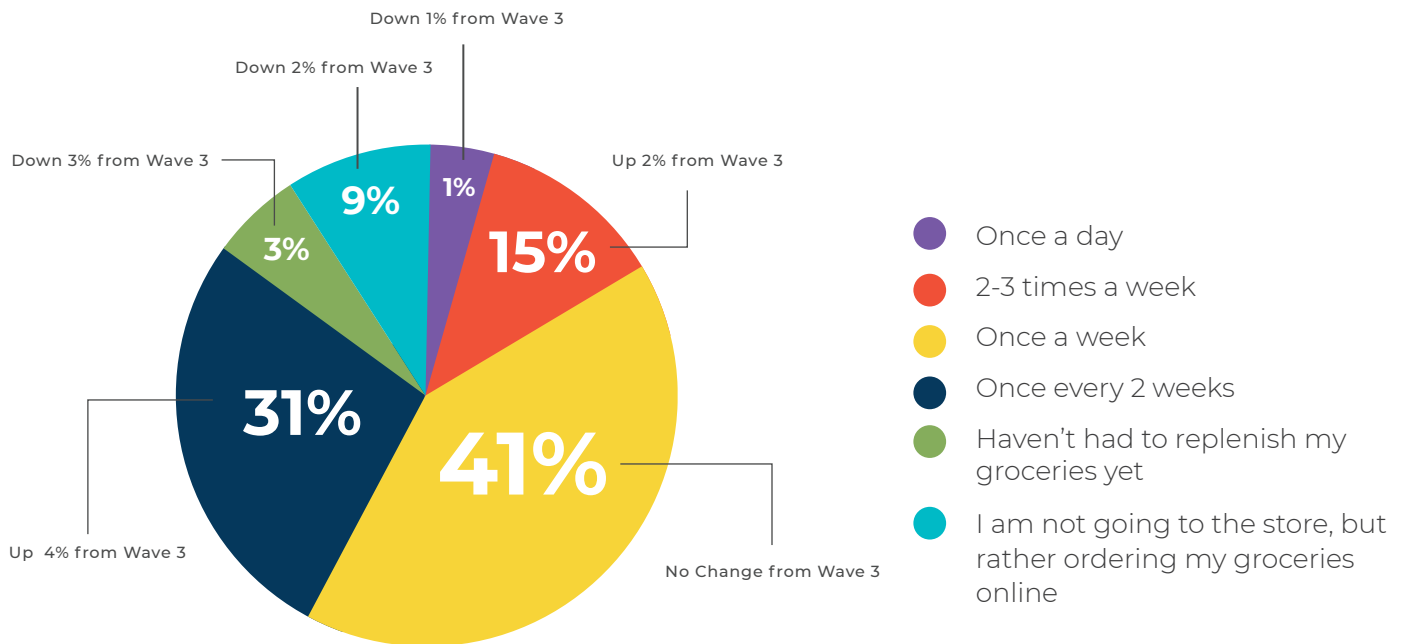
Wave 4

Top activities spending less time on:

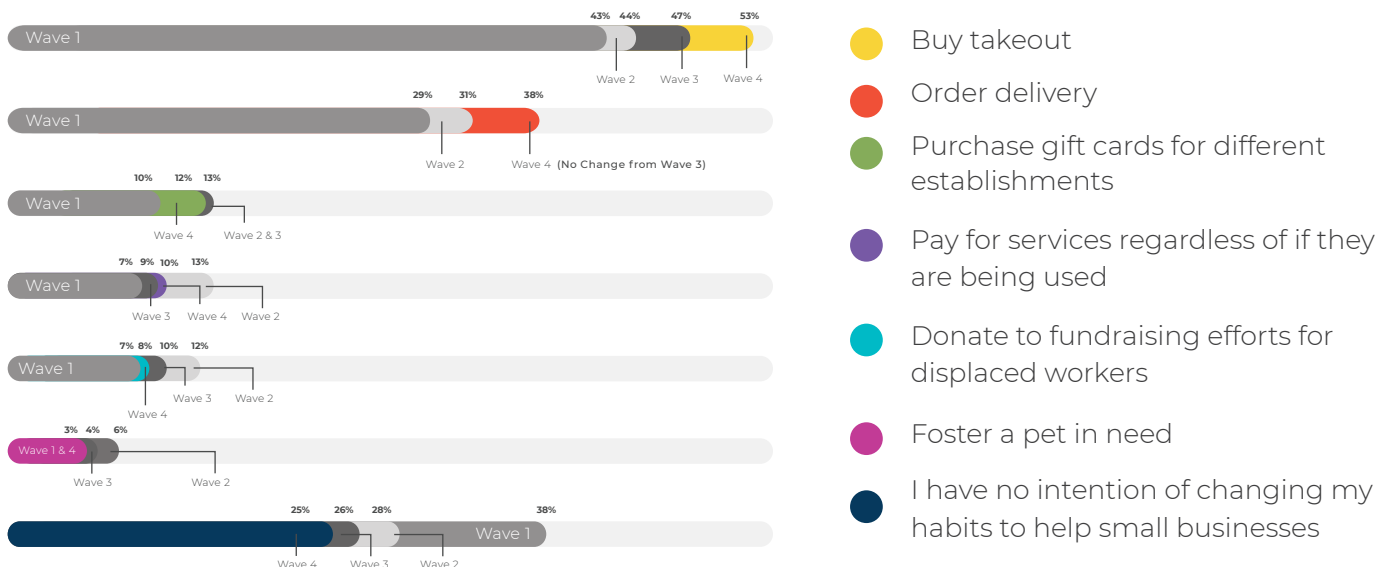


Wave 4

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



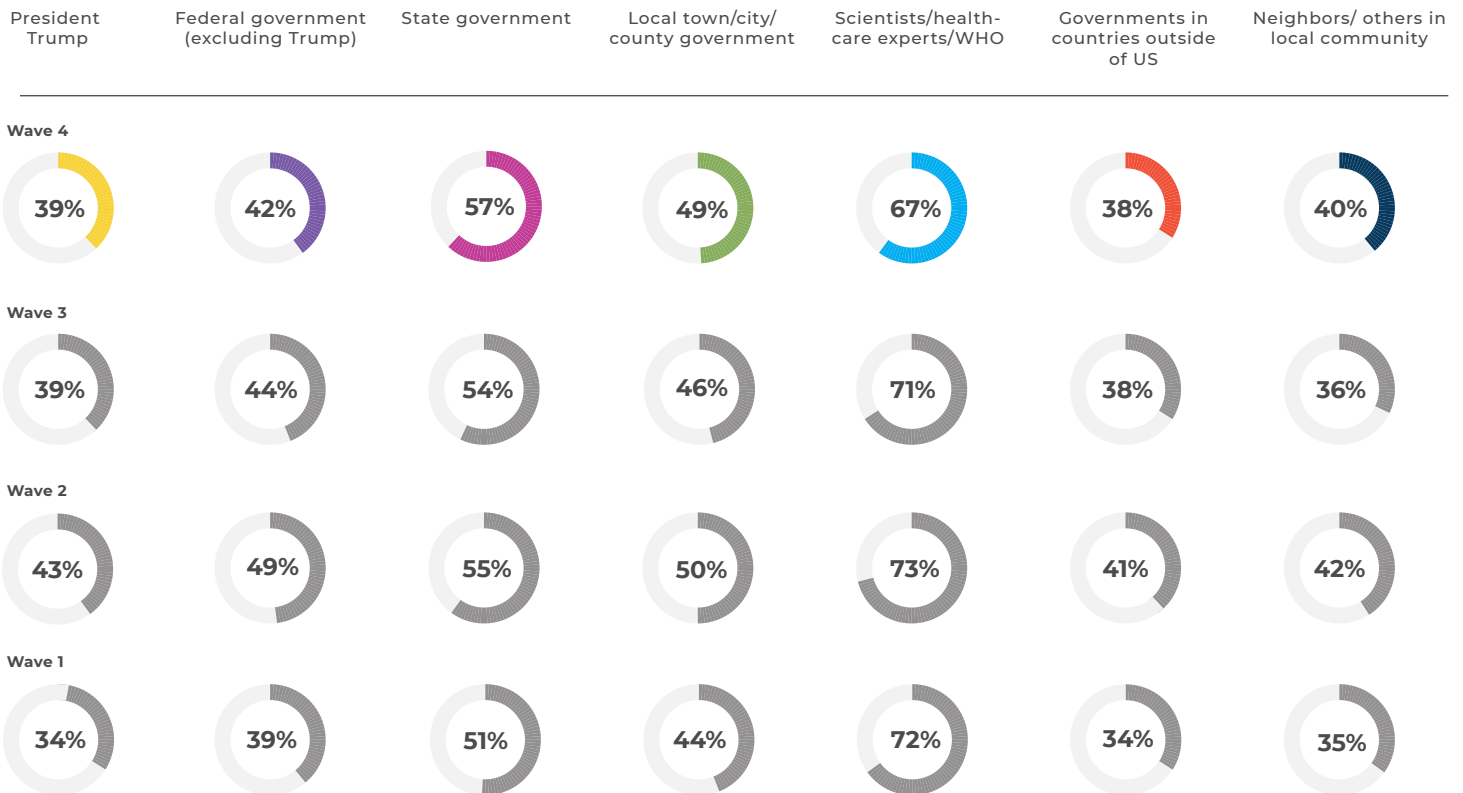
As the COVID-19 restrictions impact small businesses, will you or have you done any of the following?



Wave 4

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

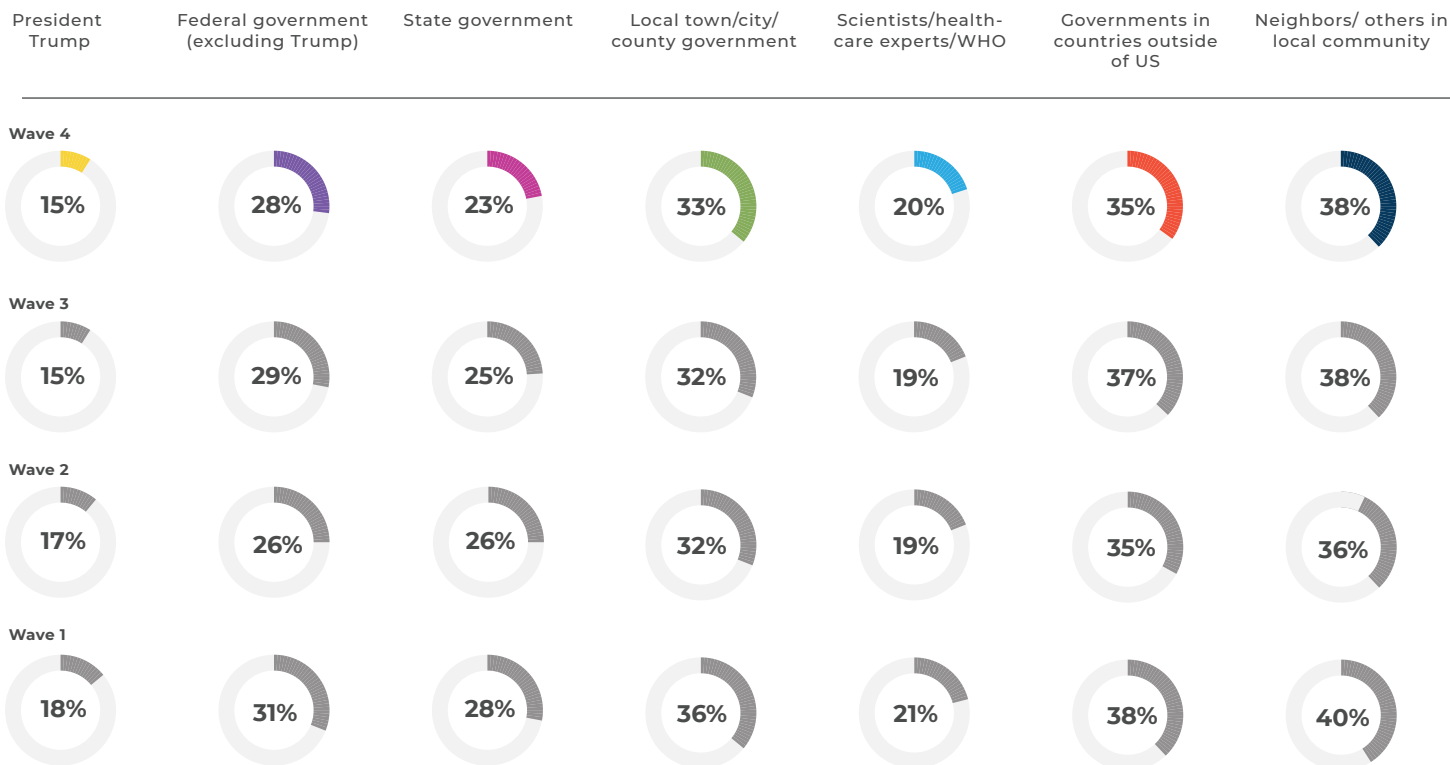


Continued...

Wave 4

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

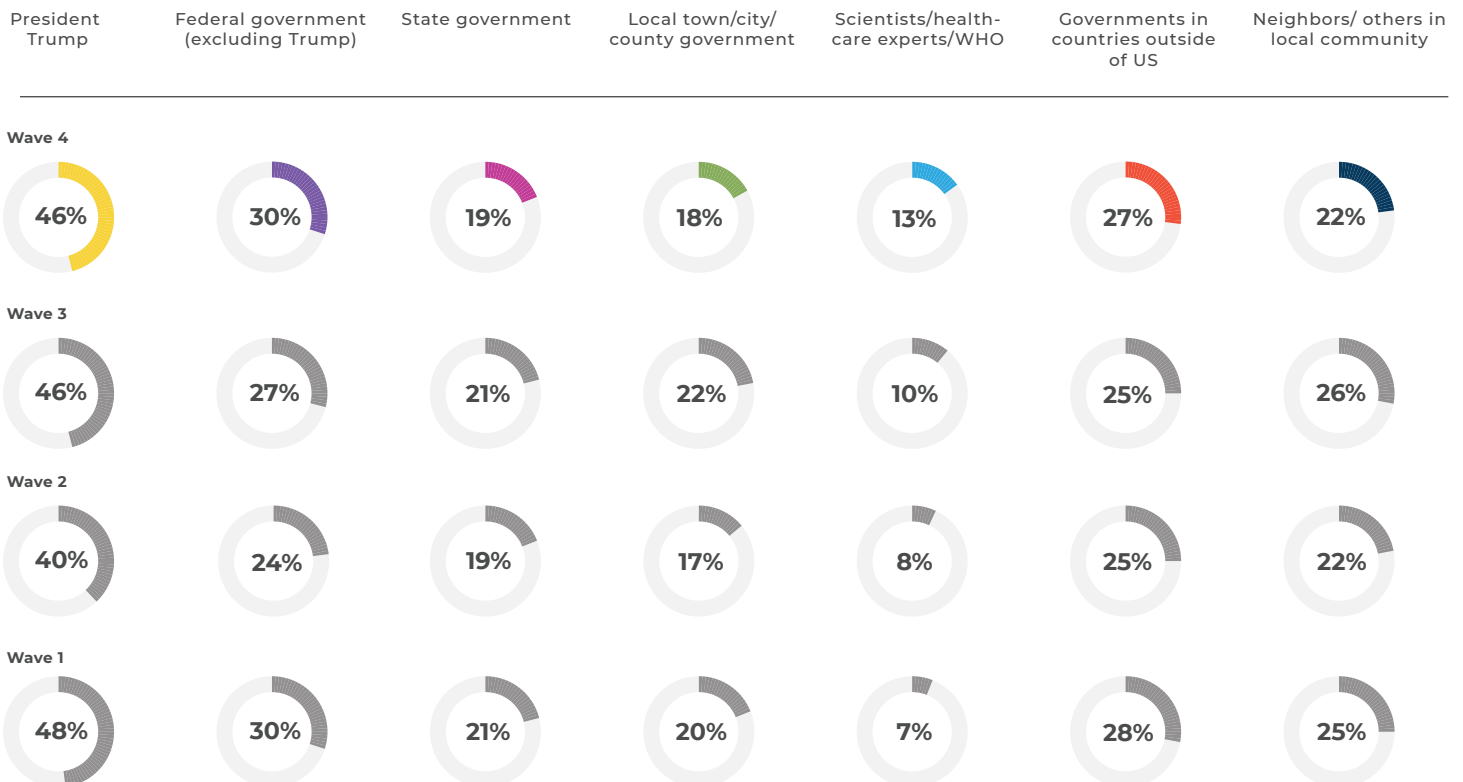
Neutral



Wave 4

...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

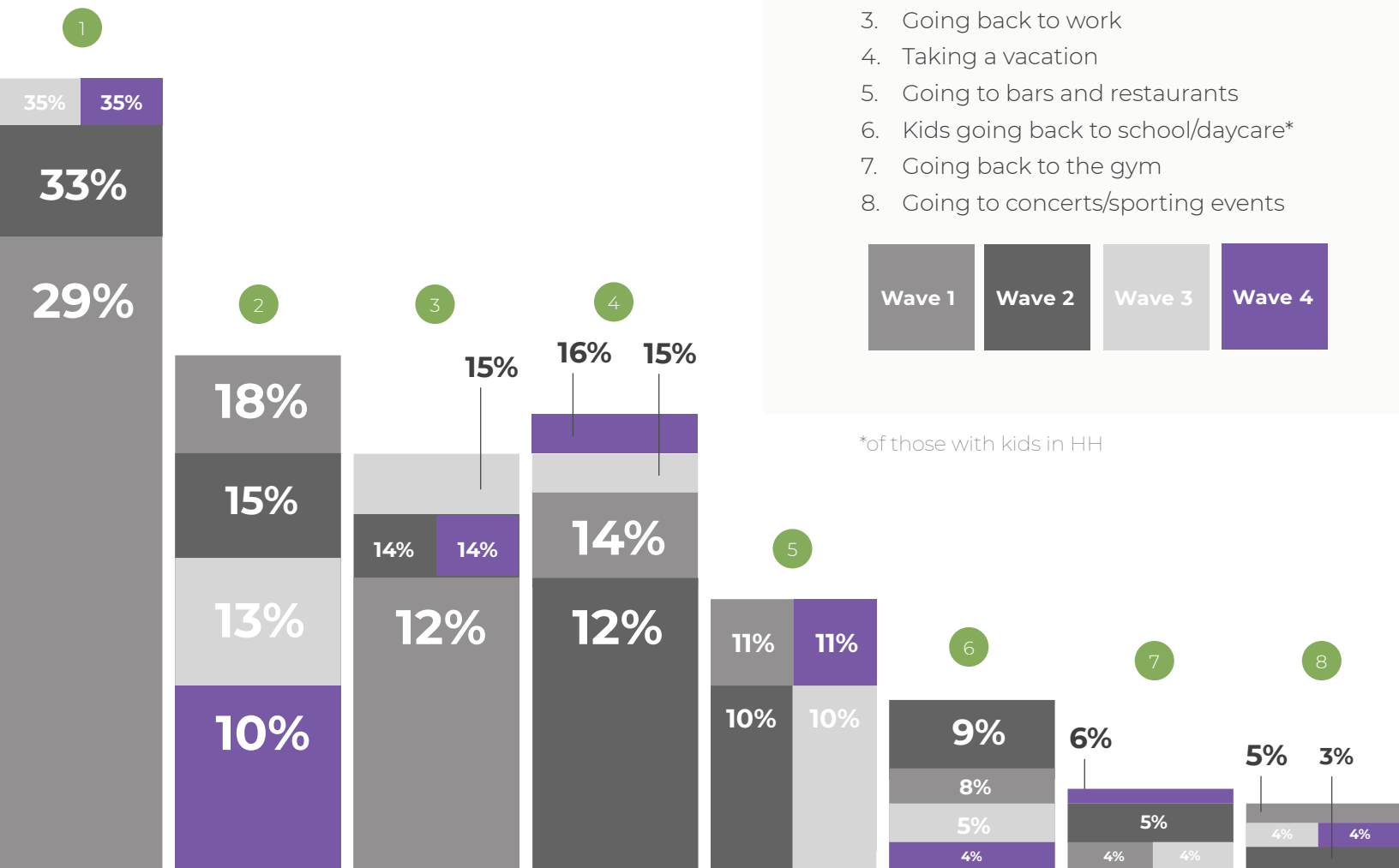


Unsung Heroes of COVID-19?



Wave 4

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



Wave 4

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

Down 4% from Wave 3

38% Happy

Up 3% from Wave 3

35% Tired

Down 5% from Wave 3

31% Creative

Down 1% from Wave 3

27% Sad

Down 4% from Wave 3

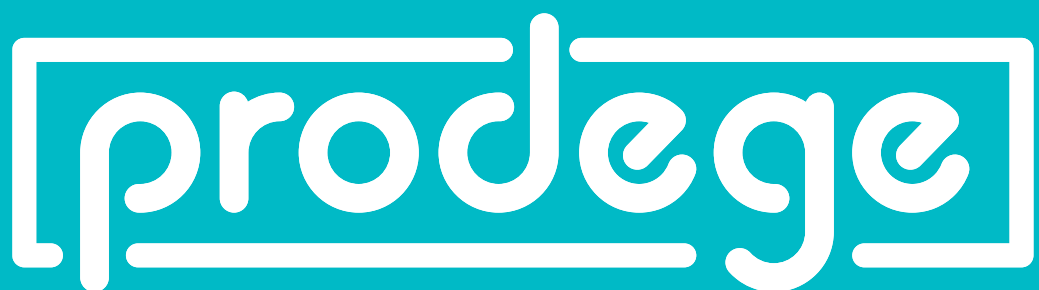
25% Irritable

Down 3% from Wave 3

Wave 2

Wave 1

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



We're here for you.

