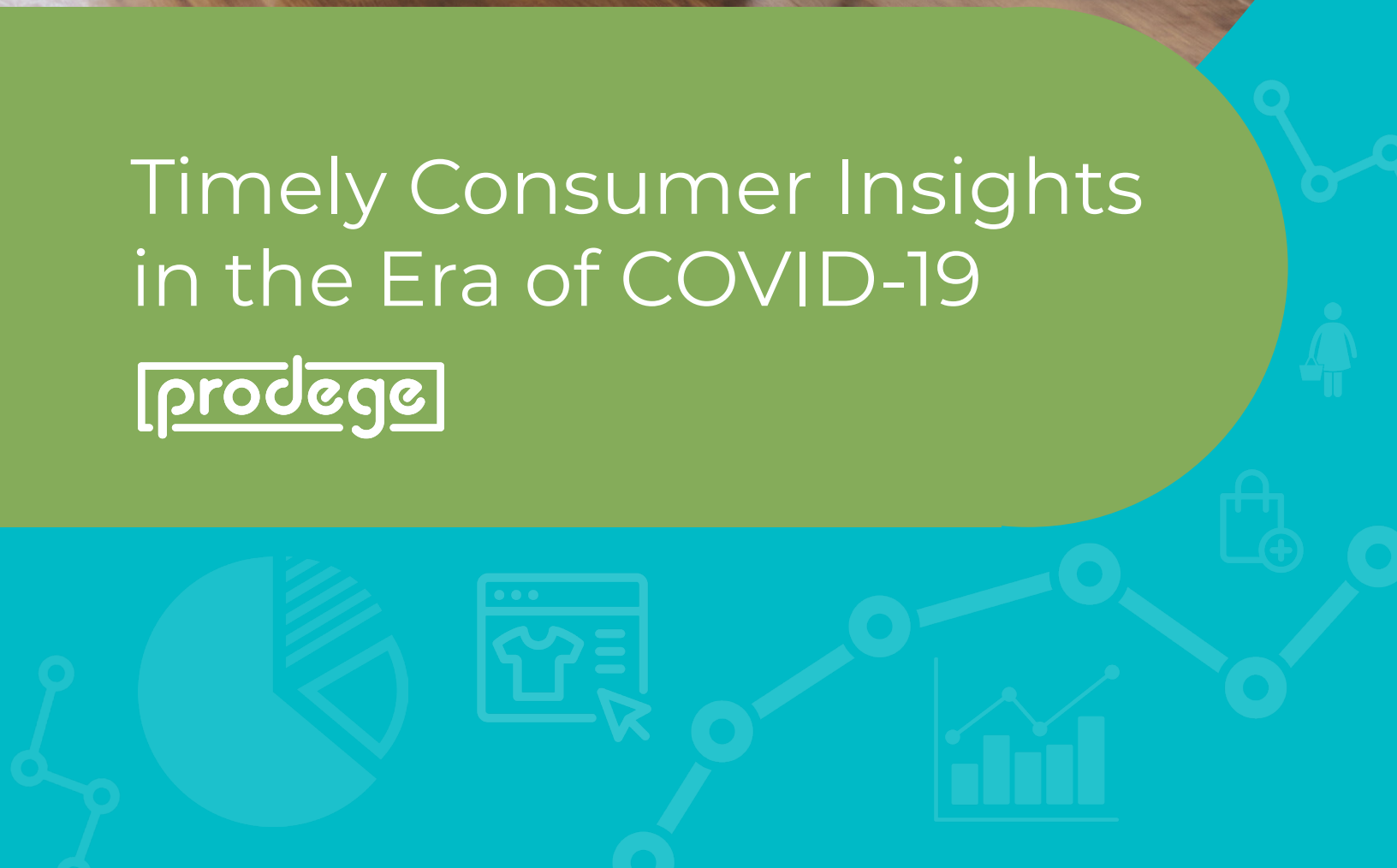


Tracker Wave 5

fielded April 20-April 26 among a nationally representative sample of 1,000 Americans aged 18 & over.

Timely Consumer Insights in the Era of COVID-19

prodege



Wave 5

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 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

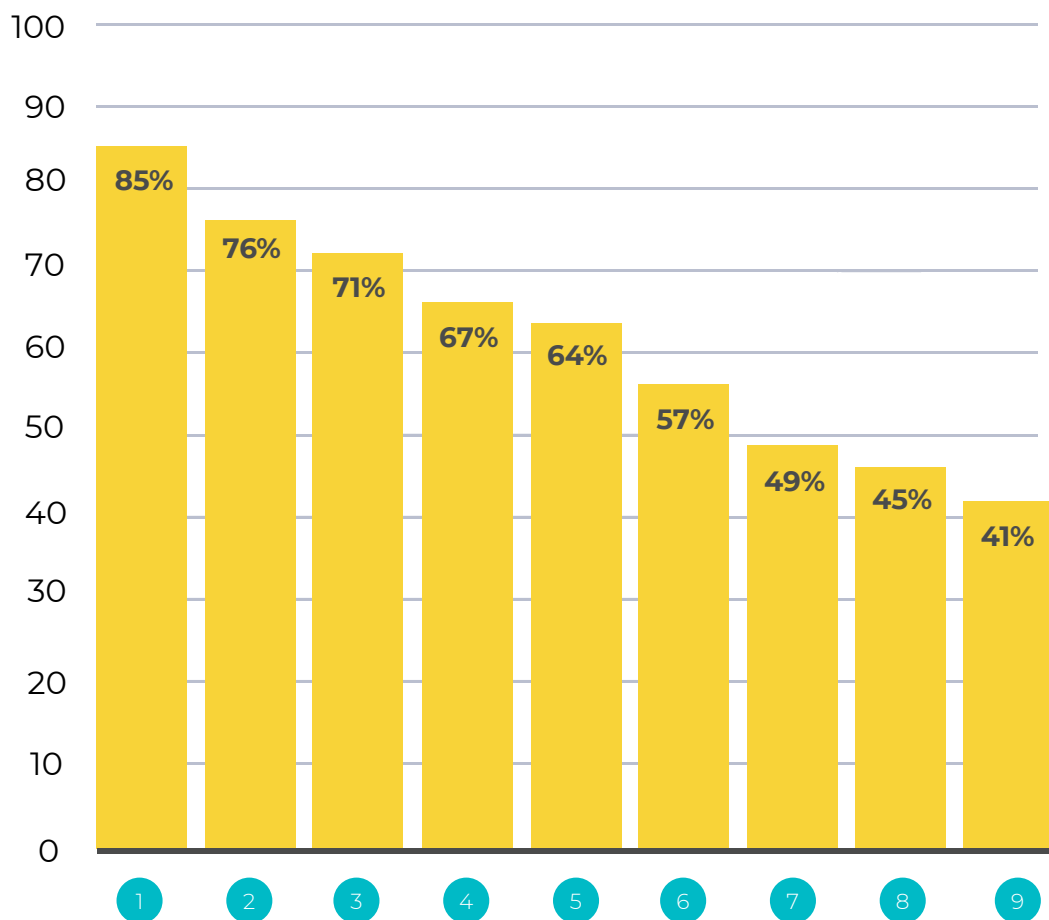
55%

33%

27%

17%

Wave 5



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 **85%** (Down 2% from Wave 4)
2. A loved one potentially becoming ill from the virus **76%** (Down 2% from Wave 4)
3. Not being able to enjoy life as I could before **71%** (Up 1% from Wave 4)
4. Not being able to interact in-person with family & friends **67%** (Down 2% from Wave 4)
5. Potentially becoming ill from the virus myself **64%** (Up 2% from Wave 4)
6. Having access to groceries and essentials **57%** (Down 4% from Wave 4)
7. Maintaining my psychological or mental health **49%** (No change from Wave 4)
8. Being able to pay my bills **45%** (Down 4% from Wave 4)
9. Losing my job or seeing a decrease in my work hours/pay **41%** (Down 2% from Wave 4)

	Wave 3	Wave 2	Wave 1
1.	85%	85%	80%
2.	78%	82%	79%
3.	67%	69%	62%
4.	65%	68%	60%
5.	64%	71%	66%
6.	63%	70%	60%
7.	49%	52%	47%
8.	50%	55%	48%
9.	47%	47%	39%

Wave 5

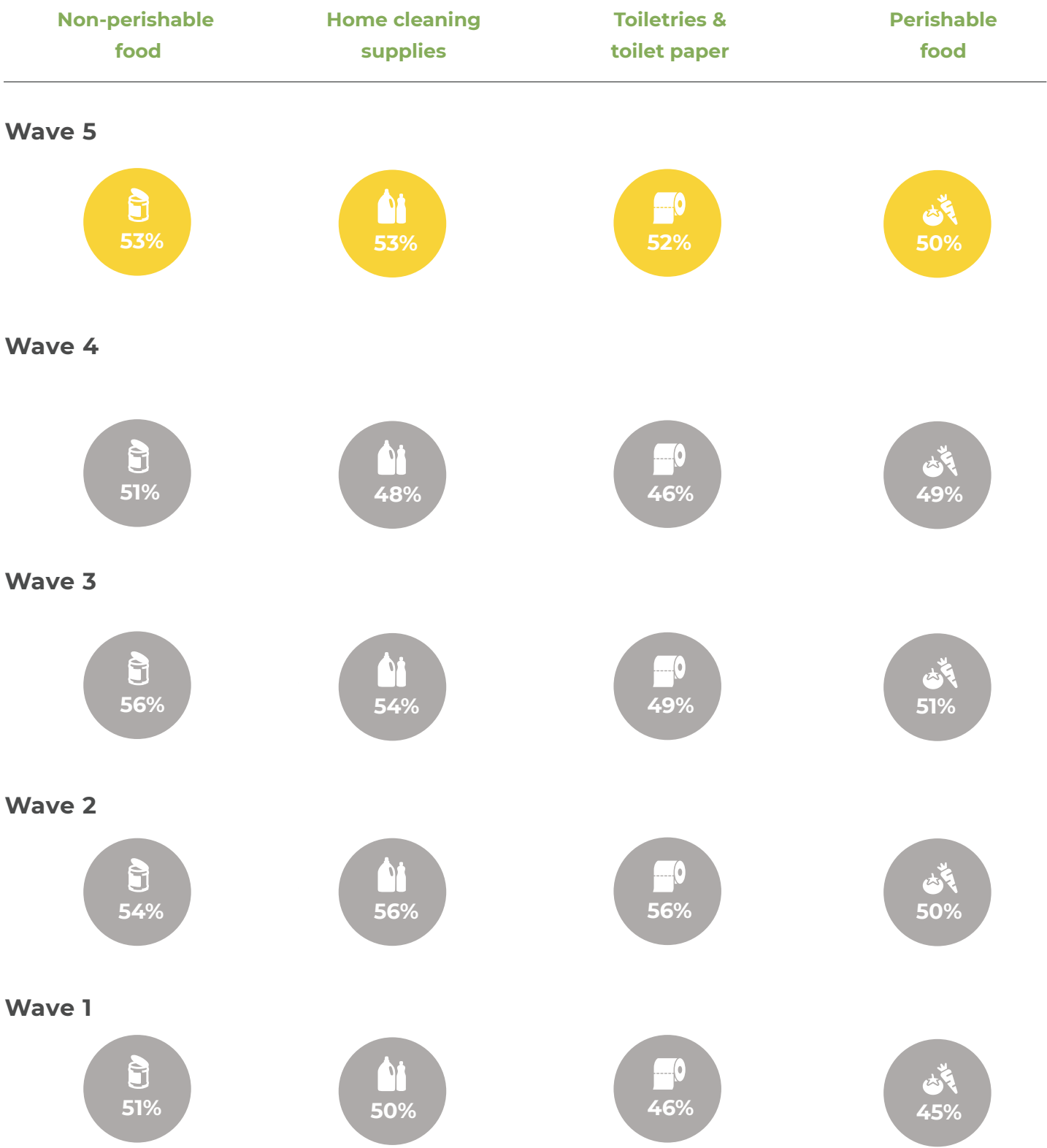
Day-to-day impact due to COVID-19:

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























Wave 5

Top item categories spending more money on::



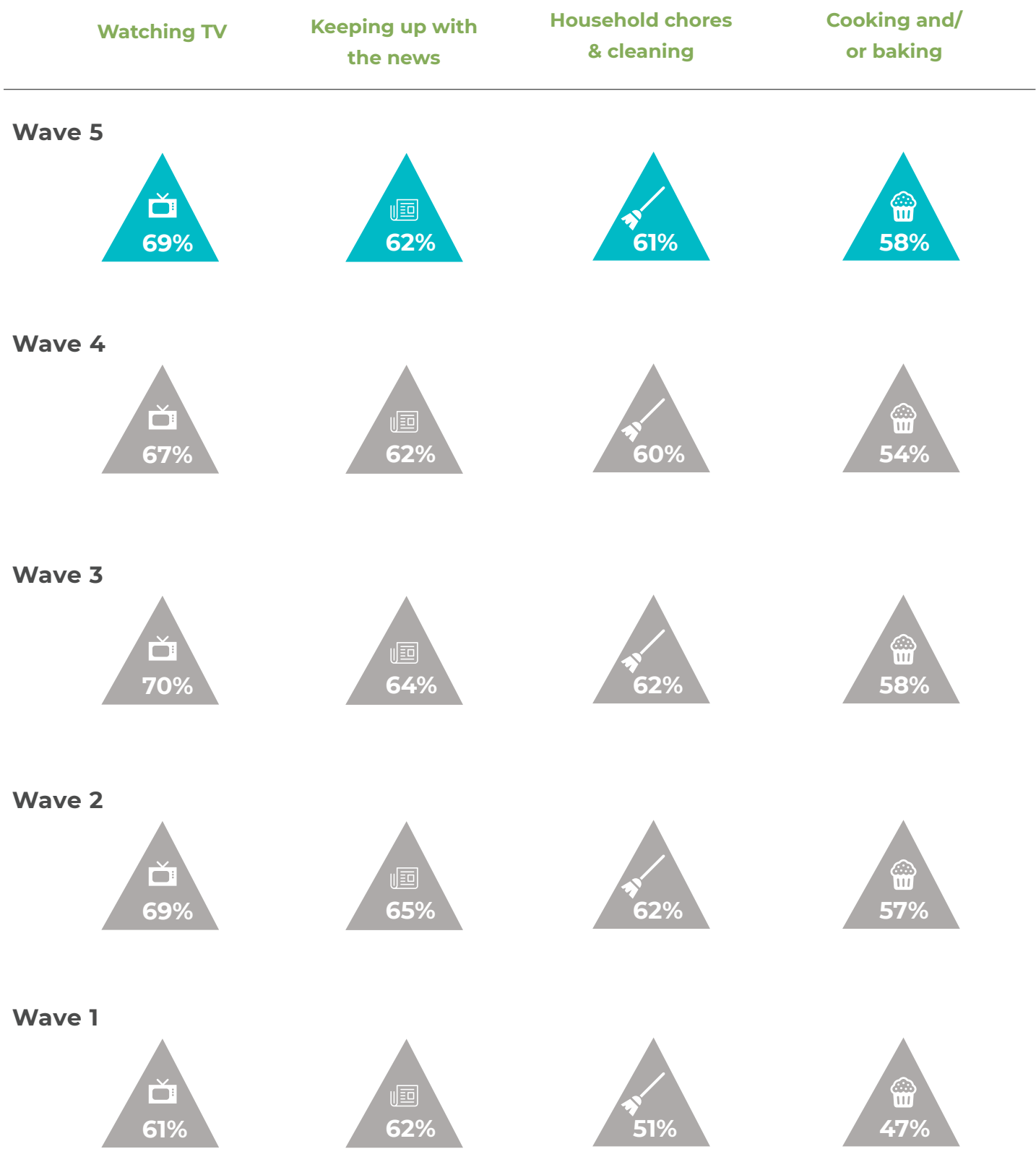
Wave 5

Top item categories spending less money on:

	Clothing	Takeout and meal delivery	Beer, wine & liquor	Books, audiobooks & eBooks
Wave 5	<div> 43%</div>	<div> 34%</div>	<div> 22%</div>	<div> 19%</div>
Wave 4	<div> 45%</div>	<div> 36%</div>	<div> 23%</div>	<div> 18%</div>
Wave 3	<div> 41%</div>	<div> 37%</div>	<div> 23%</div>	<div> 18%</div>
Wave 2	<div> 35%</div>	<div> 39%</div>	<div> 25%</div>	<div> 17%</div>
Wave 1	<div> 33%</div>	<div> 32%</div>	<div> 19%</div>	<div> 15%</div>

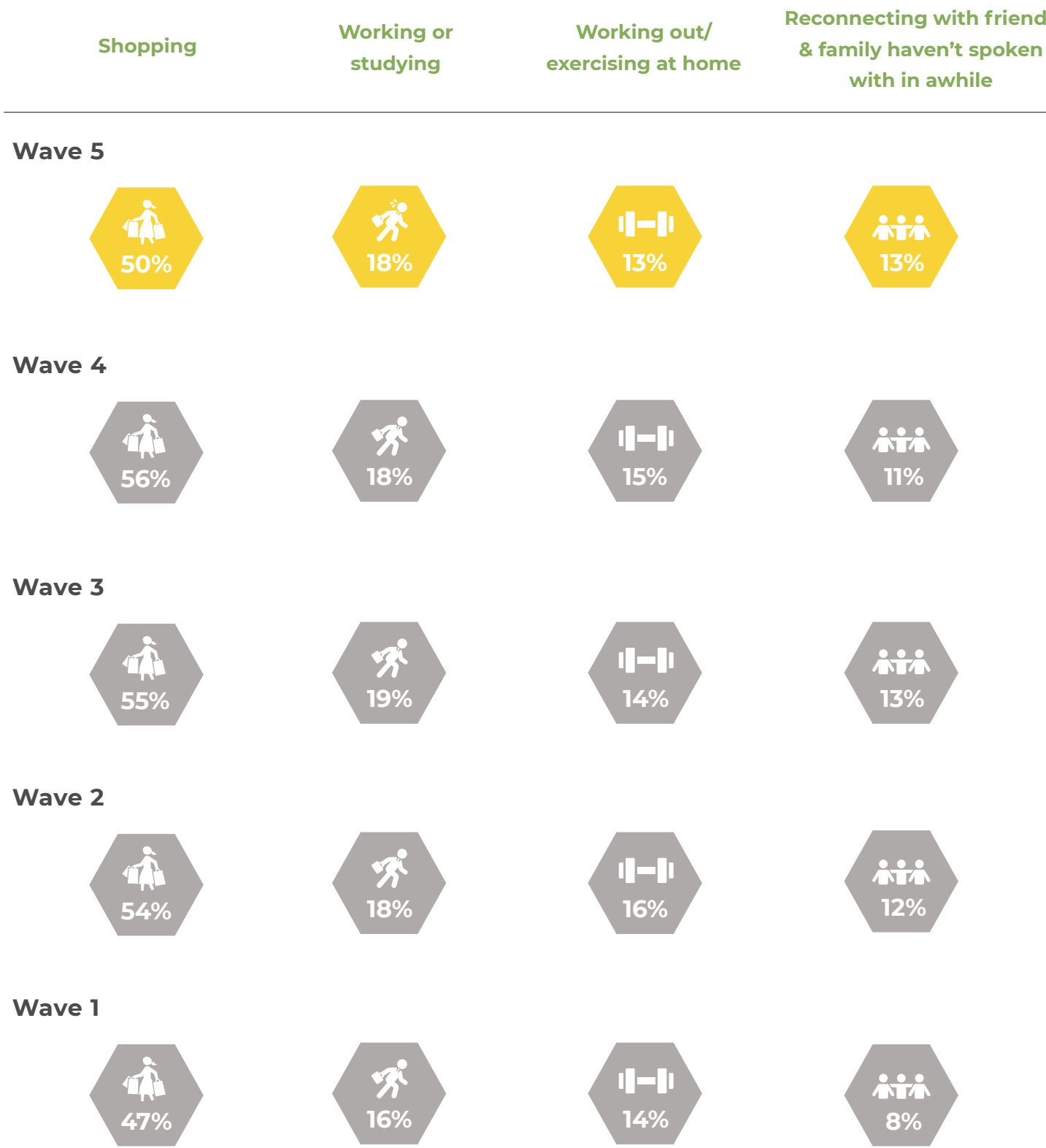
Wave 5

Top activities spending **more** time on:



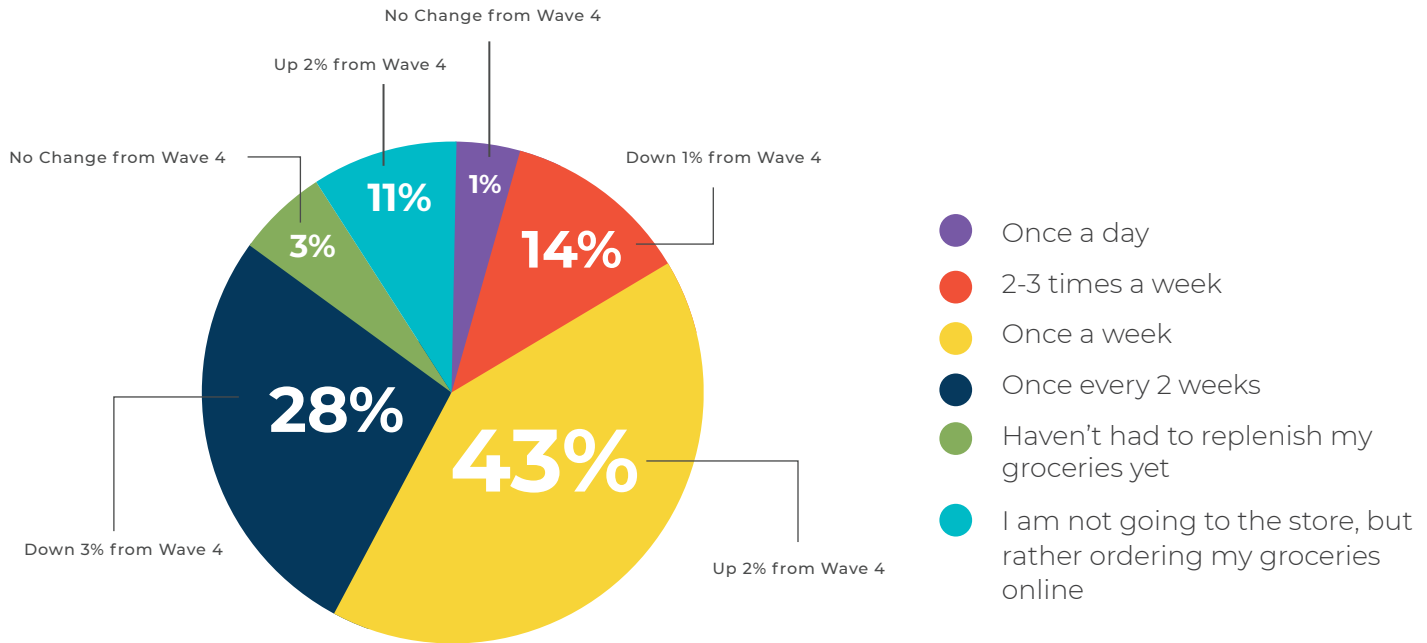
Wave 5

Top activities spending less time on:

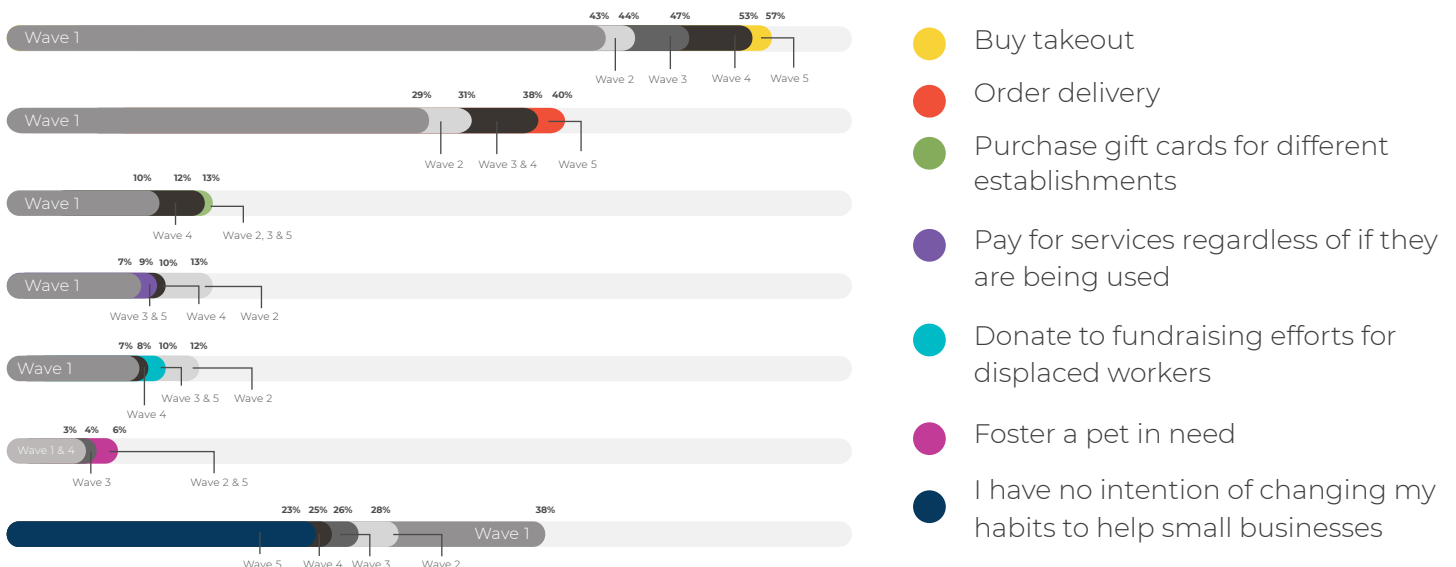


Wave 5

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



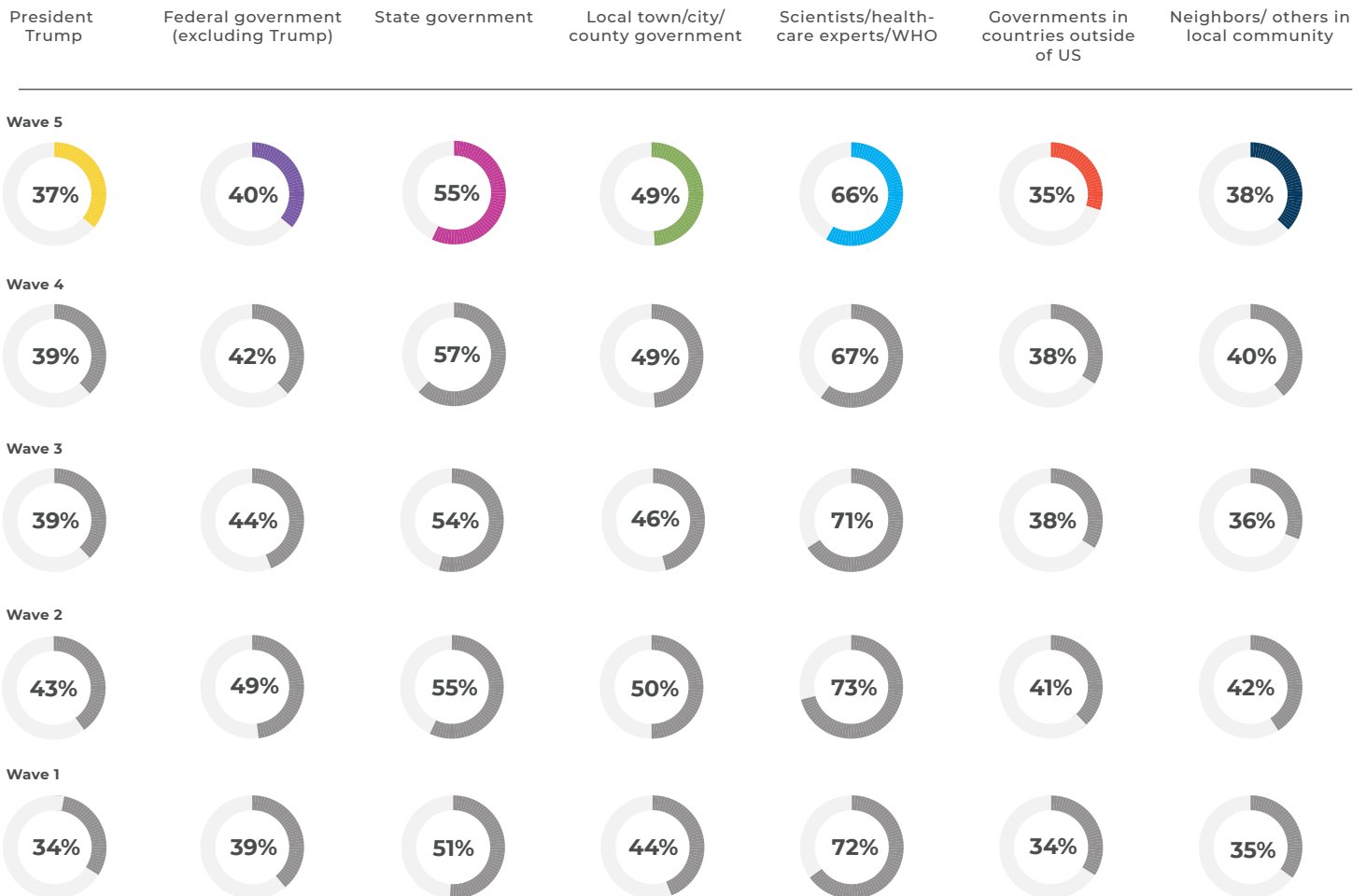
As the COVID-19 restrictions impact small businesses, will you or have you done any of the following?



Wave 5

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

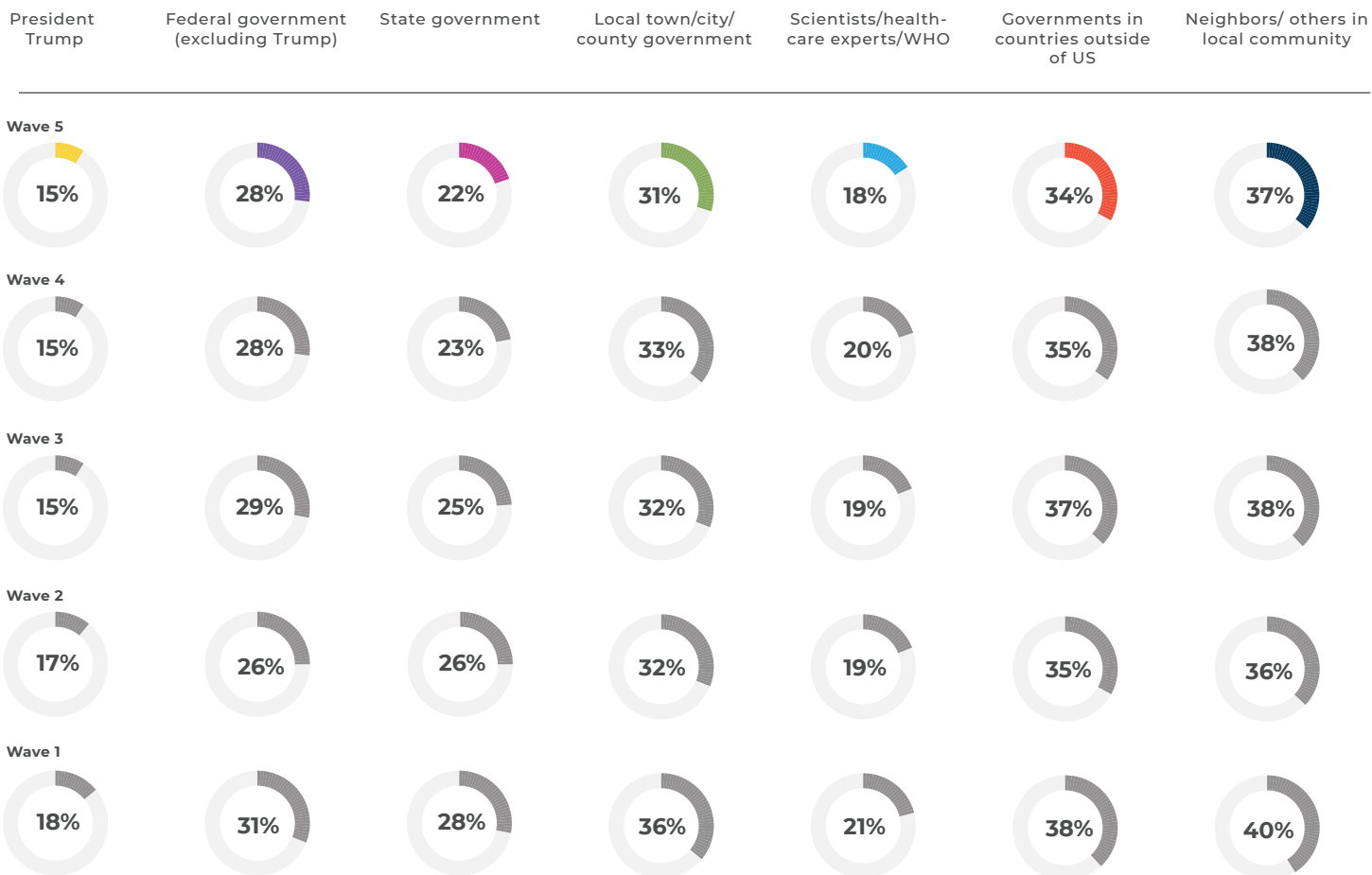


Continued...

Wave 5

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

Neutral



Continued...

Wave 5

...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

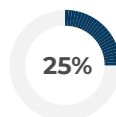
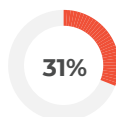
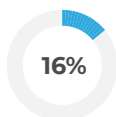
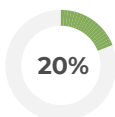
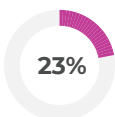
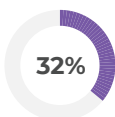
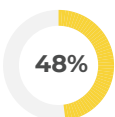
Local town/city/county government

Scientists/health-care experts/WHO

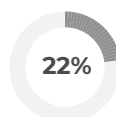
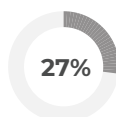
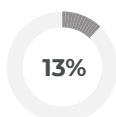
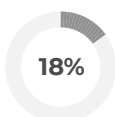
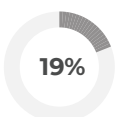
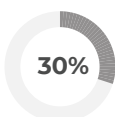
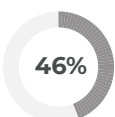
Governments in countries outside of US

Neighbors/ others in local community

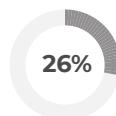
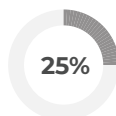
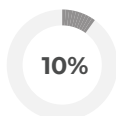
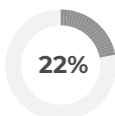
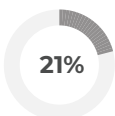
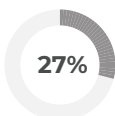
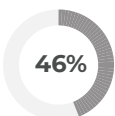
Wave 5



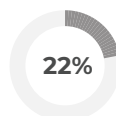
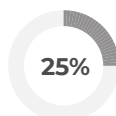
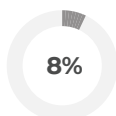
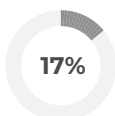
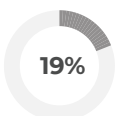
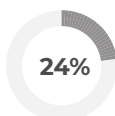
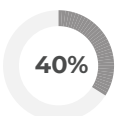
Wave 4



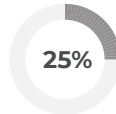
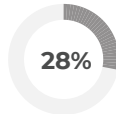
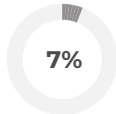
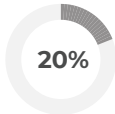
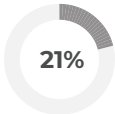
Wave 3



Wave 2



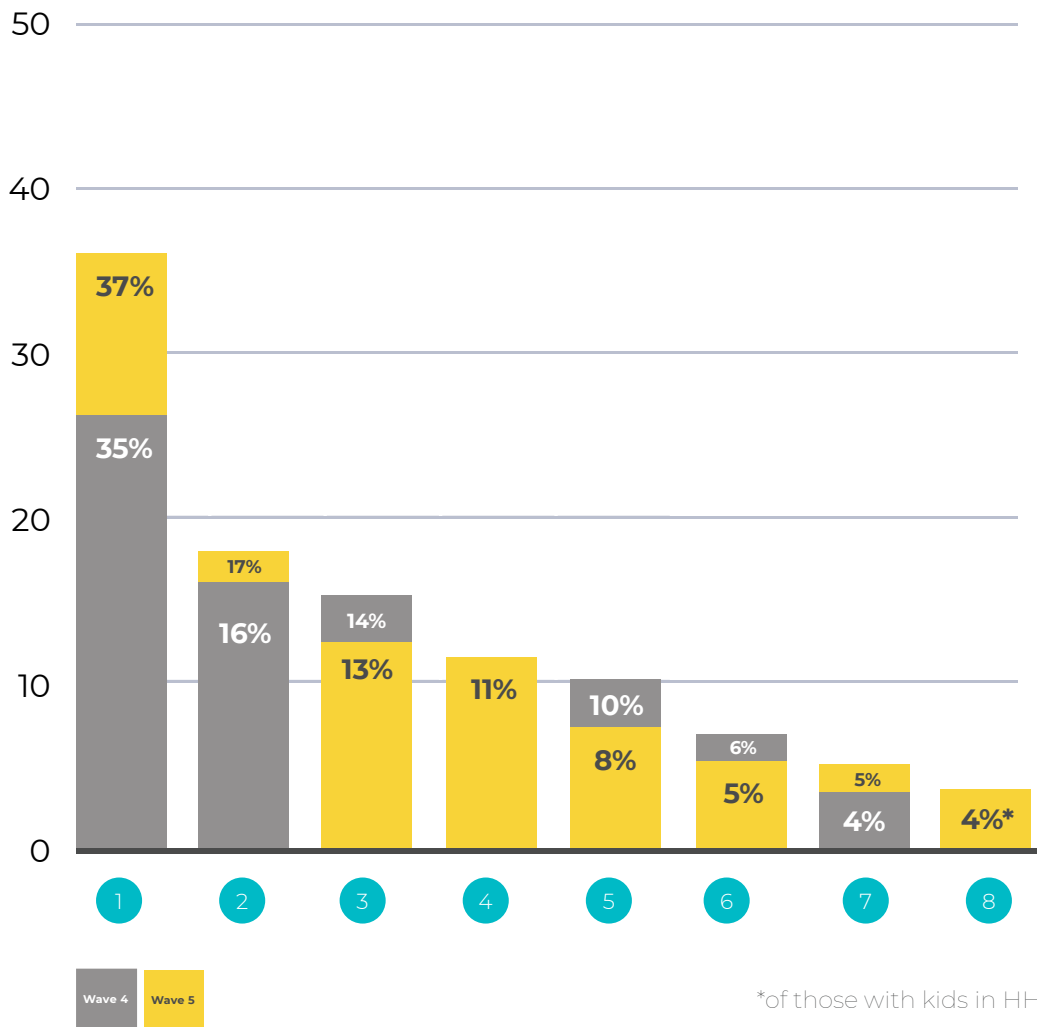
Wave 1



Unsung Heroes of COVID-19?



Wave 5



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

1. Gathering with family/friends **37%**
2. Taking a vacation **17%**
3. Going back to work **13%**
4. Going to bars and restaurants **11%** (No Change from Wave 4)
5. Going to a fully stocked grocery store **8%**
6. Going back to the gym **5%**
7. Going to concerts/sporting events **5%**
8. Kids going back to school/daycare **4%*** (No Change from Wave 4)

Wave 3	Wave 2	Wave 1
1. 35%	1. 33%	1. 29%
2. 15%	2. 12%	2. 14%
3. 15%	3. 14%	3. 12%
4. 10%	4. 10%	4. 11%
5. 13%	5. 15%	5. 18%
6. 4%	6. 5%	6. 4%
7. 4%	7. 3%	7. 5%
8. 5%*	8. 9%*	8. 8%*

Wave 5

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

62% Grateful
Up 2% from Wave 4

47% Optimistic
Up 1% from Wave 4

40% Happy
Up 2% from Wave 4

39% Bored
Down 1% from Wave 4

39% Tired
Up 4% from Wave 4

37% Anxious
Down 1% from Wave 4

33% Creative
Up 2% from Wave 4

28% Sad
Up 1% from Wave 4

25% Irritable
No Change from Wave 4

Wave 3

Wave 2

Wave 1

1. Grateful 62%	1. 57%	1. 54%
2. Optimistic 44%	2. 42%	2. 43%
3. Happy 35%	3. 34%	3. 30%
4. Bored 44%	4. 40%	4. 33%
5. Tired 40%	5. 40%	5. 38%
6. Anxious 42%	6. 44%	6. 39%
7. Creative 32%	7. 34%	7. 30%
8. Sad 31%	8. 34%	8. 27%
9. Irritable 28%	9. 27%	9. 24%



We're here for you.

