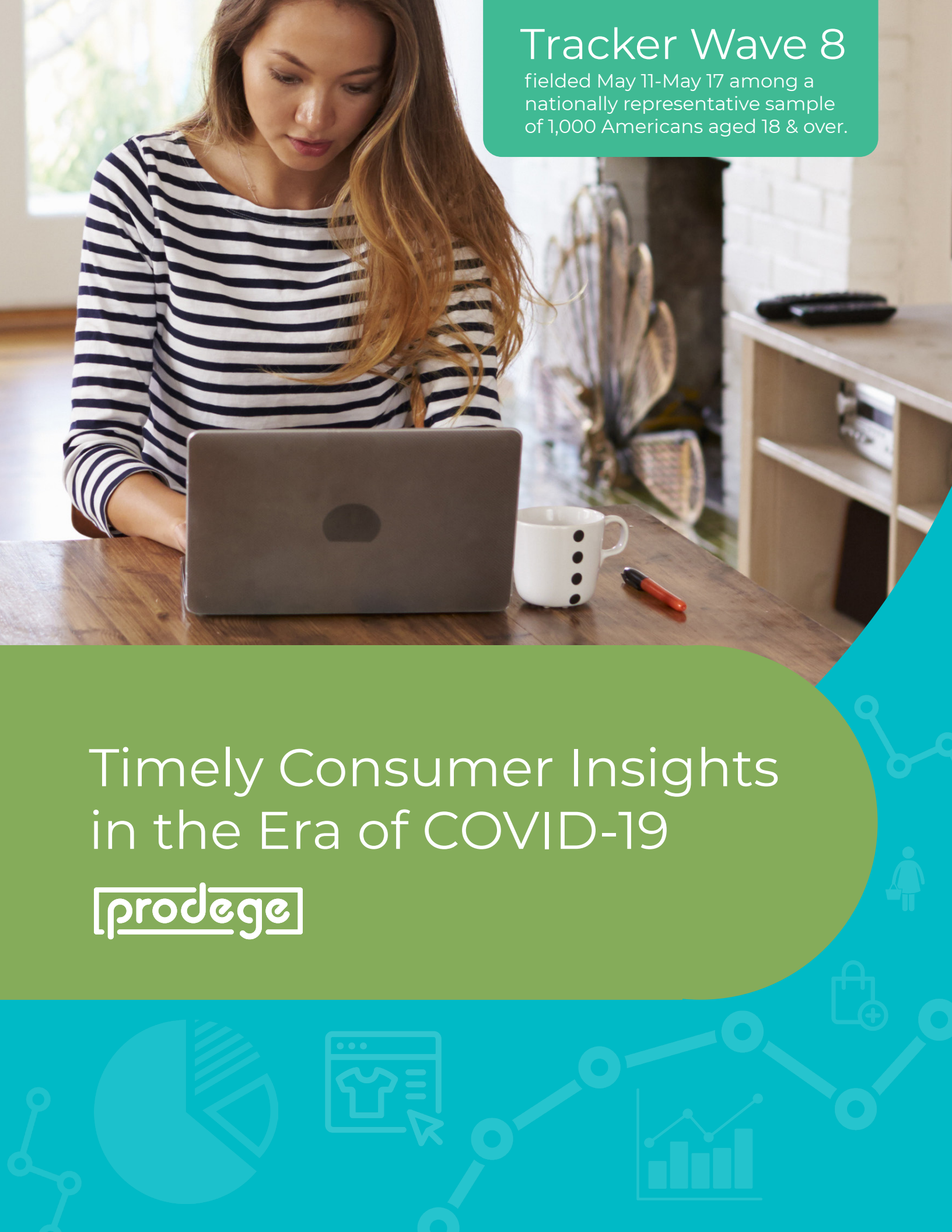


# Tracker Wave 8

fielded May 11-May 17 among a nationally representative sample of 1,000 Americans aged 18 & over.

## Timely Consumer Insights in the Era of COVID-19

**prodege**



# Wave 8

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 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

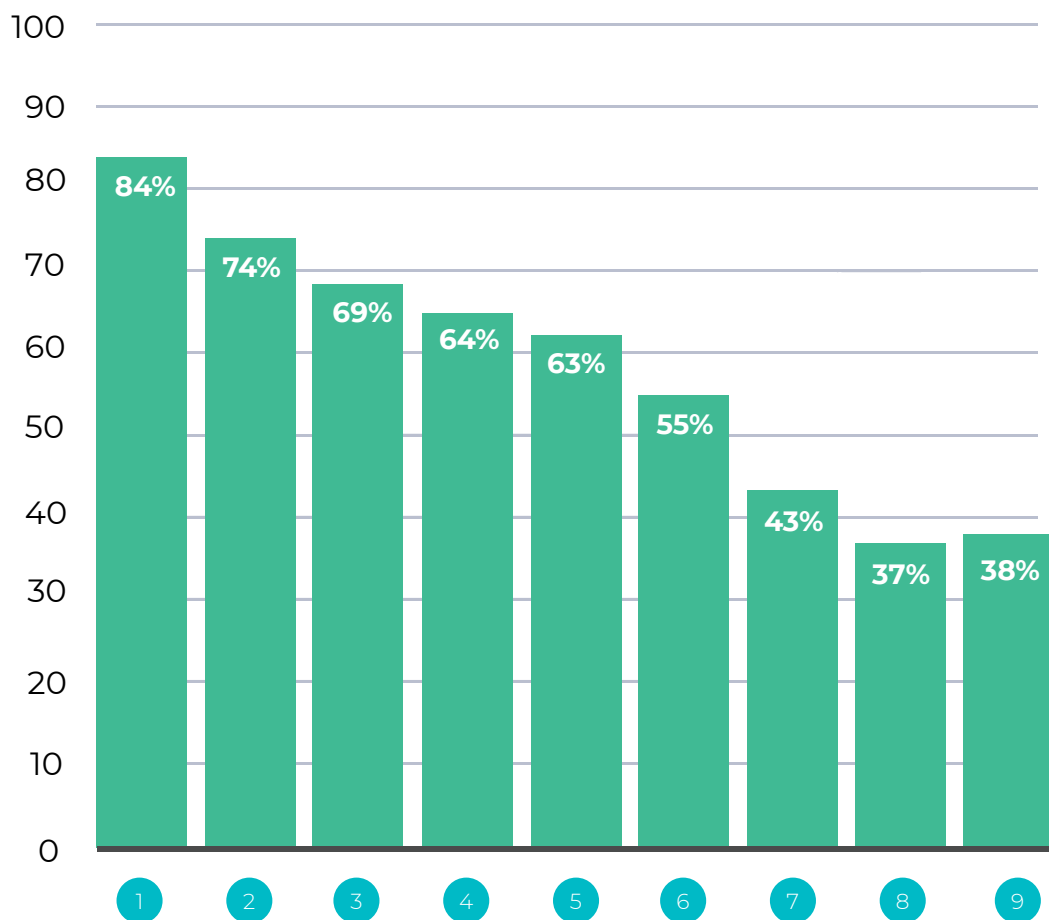
**55%**

**33%**

**27%**

**17%**

# Wave 8



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 **84%** (↑ 2% from Wave 7)
2. A loved one potentially becoming ill from the virus **74%** (No change from Wave 7)
3. Not being able to enjoy life as I could before **69%** (↑ 1% from Wave 7)
4. Not being able to interact in-person with family & friends **64%** (↑ Up 1% from Wave 7)
5. Potentially becoming ill from the virus myself **63%** (↑ 1% from Wave 7)
6. Having access to groceries and essentials **55%** (↑ 2% from Wave 7)
7. Maintaining my psychological or mental health **43%** (↓ 2% from Wave 7)
8. Being able to pay my bills **37%** (↓ 2% from Wave 7)
9. Losing my job or seeing a decrease in my work hours/pay **38%** (↑ 1% from Wave 7)

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

# Wave 8

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

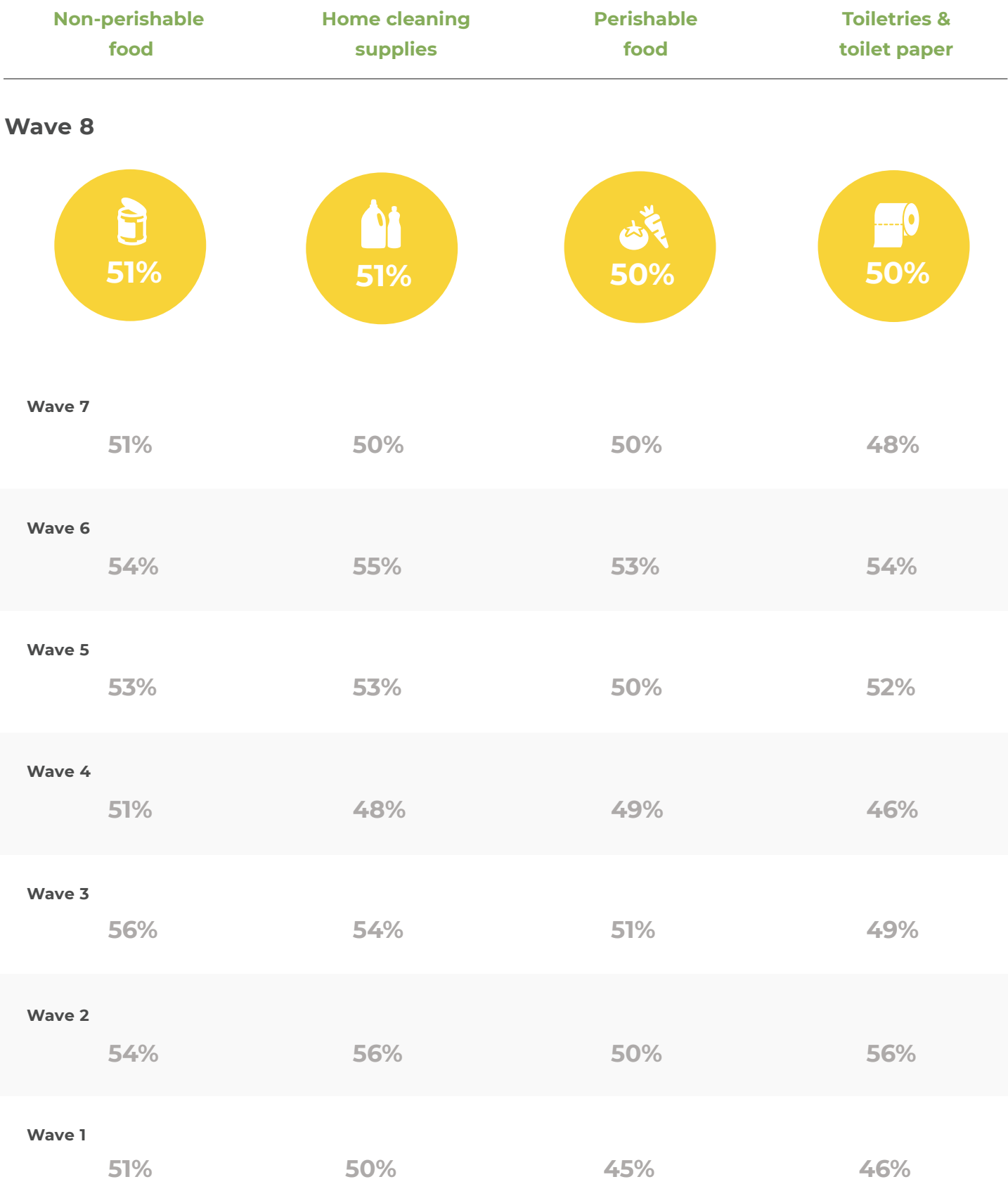
Wave 8	Wave 7	Wave 6	Wave 5	Wave 4	Wave 3	Wave 2	Wave 1	
11%	10%	16%	16%	14%	17%	14%	11%	I've lost my job
14%	15%	24%	20%	21%	24%	29%	18%	I am behind on my bills
33%	35%	42%	39%	41%	41%	44%	34%	My work hours and pay have decreased
42%	43%	47%	45%	44%	45%	47%	39%	I am now working from home
39%	40%	48%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





Top item categories spending more money on::





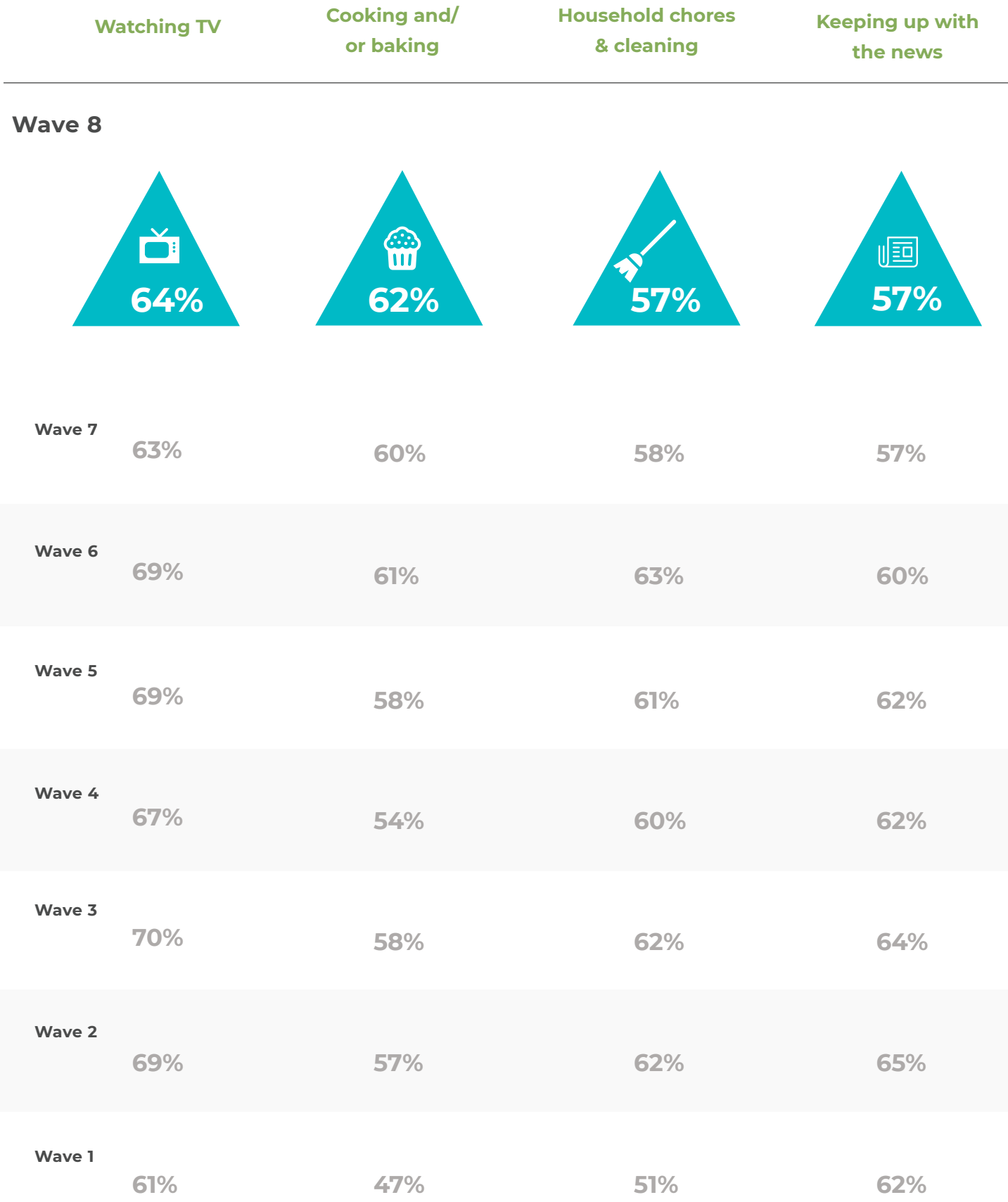
# Wave 8

Top item categories spending less money on:

	Clothing	Takeout and meal delivery	Beer, wine & liquor	Books, audiobooks & eBooks
Wave 8	<div> 46%</div>	<div> 31%</div>	<div> 18%</div>	<div> 16%</div>
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 8

Top activities spending **more** time on:



# Wave 8

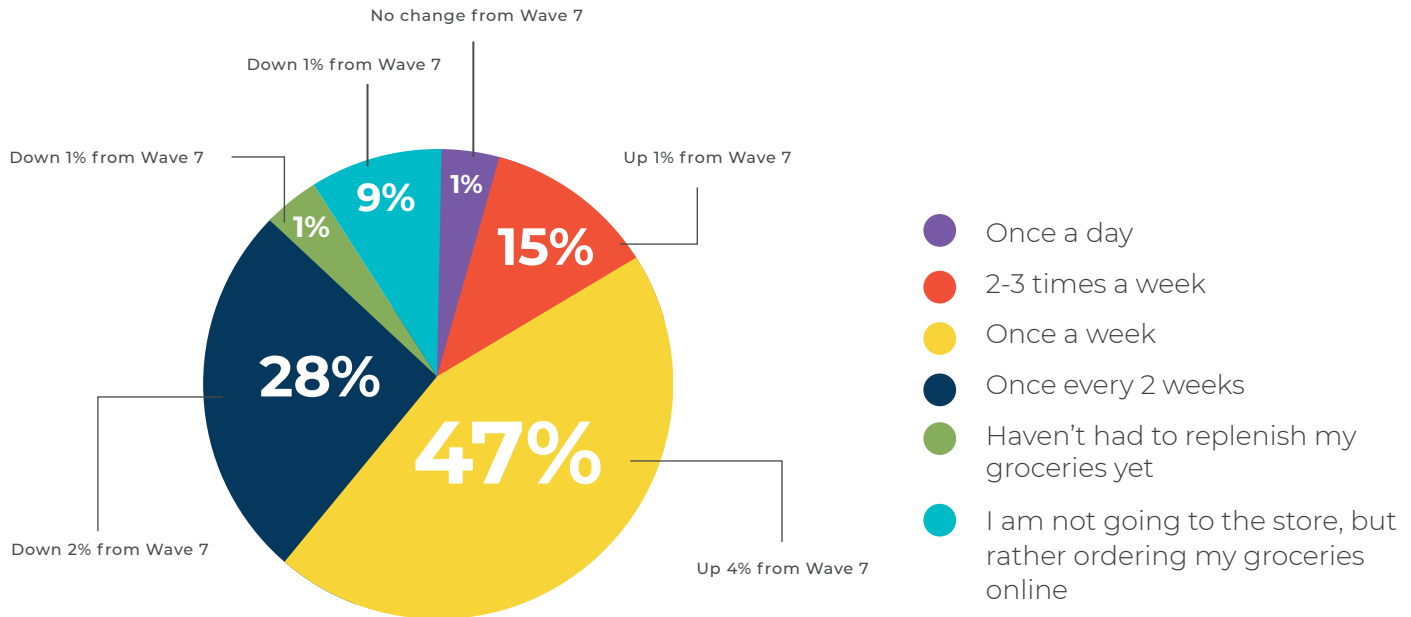
Top activities spending less time on:

Shopping	Working or studying	Working out/ exercising at home	Reading books
Wave 8			
 49%	 17%	 12%	 10%
Wave 7			
52%	16%	12%	7%
Wave 6			
51%	17%	15%	9%
Wave 5			
50%	18%	13%	9%
Wave 4			
56%	18%	15%	9%
Wave 3			
55%	19%	14%	8%
Wave 2			
54%	18%	16%	10%
Wave 1			
47%	16%	14%	8%

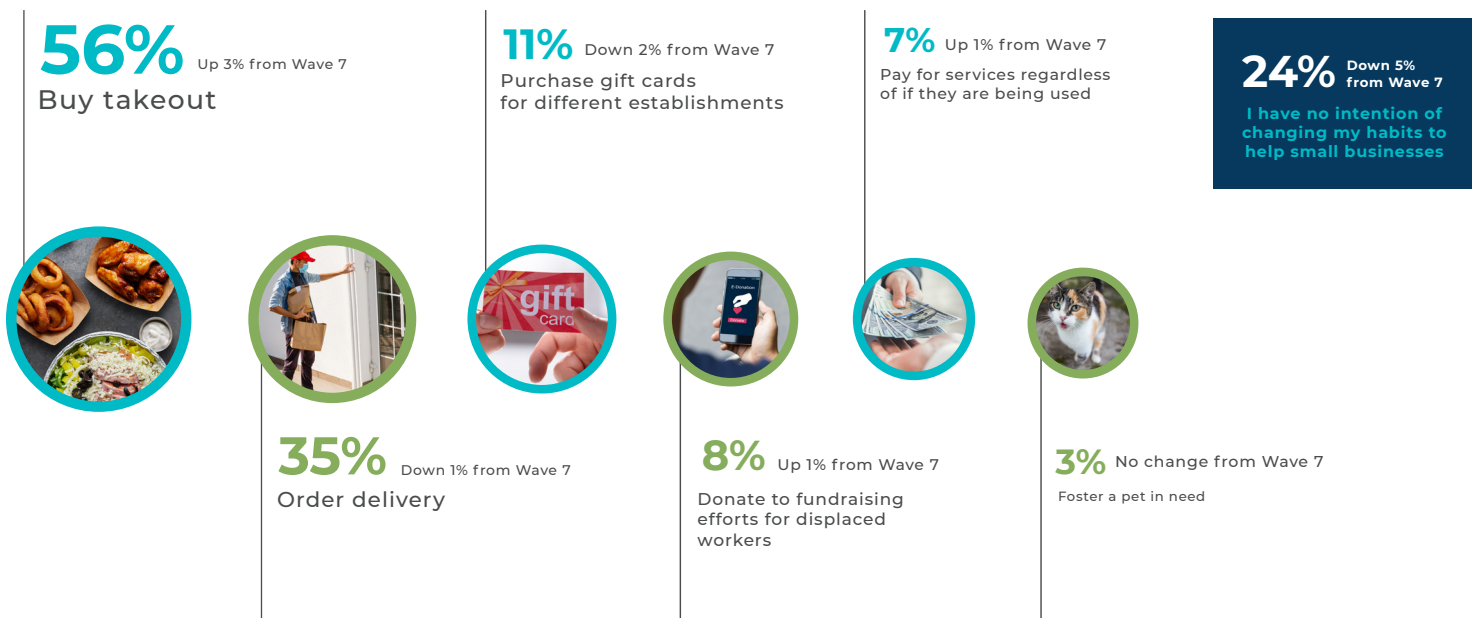


# Wave 8

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



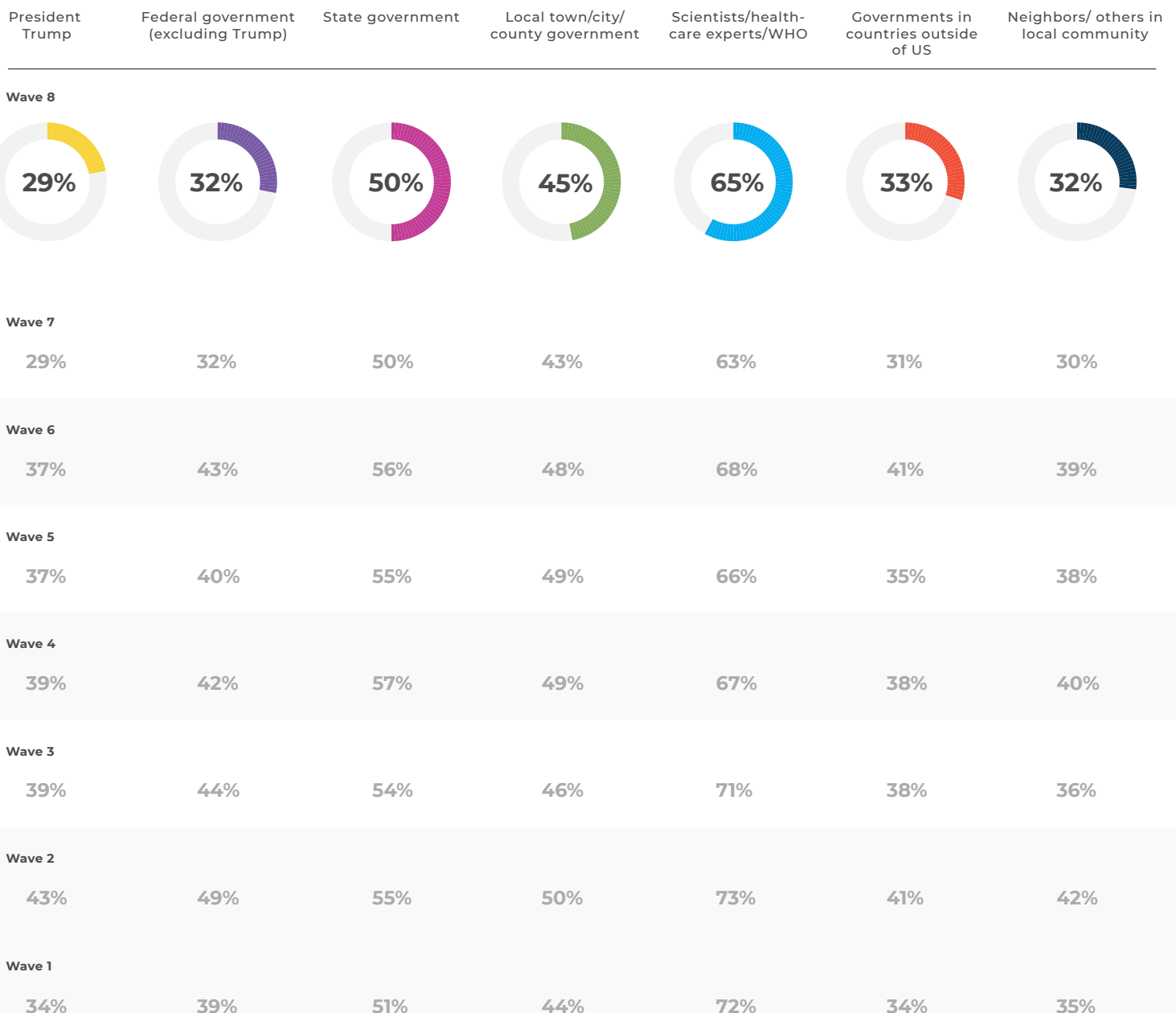
As the COVID-19 restrictions impact small businesses, will you or have you done any of the following?



# Wave 8

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...

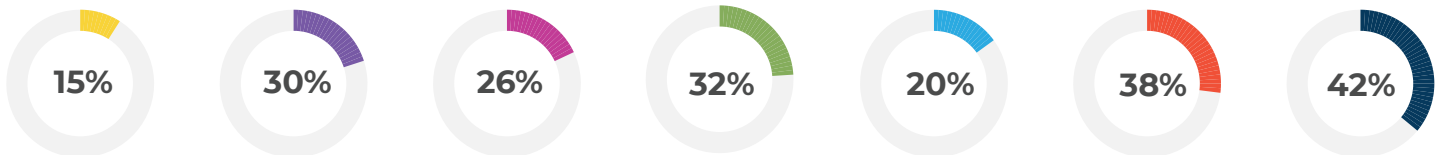
# Wave 8

...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 8



Wave 7

16%    29%    25%    35%    22%    39%    40%

Wave 6

14%    28%    24%    31%    18%    34%    35%

Wave 5

15%    28%    22%    31%    18%    34%    37%

Wave 4

15%    28%    23%    33%    20%    35%    38%

Wave 3

15%    29%    25%    32%    19%    37%    38%

Wave 2

17%    26%    26%    32%    19%    35%    36%

Wave 1

18%    31%    28%    36%    21%    38%    40%

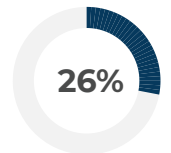
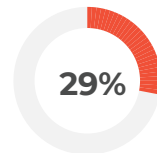
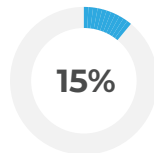
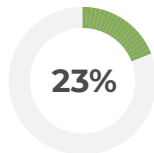
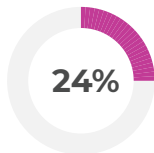
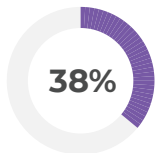
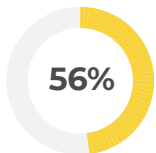
# Wave 8

...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 8



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?

**4%**  
**Retail workers**  
No change from Wave 7



**3%**  
**Teachers**  
Up 1% from Wave 7



**42%**  
**Nurses**  
Up 1% from Wave 7



**5%**  
**Parents**  
No change from Wave 7



**6%**  
**Delivery people**  
Down 1% from Wave 7

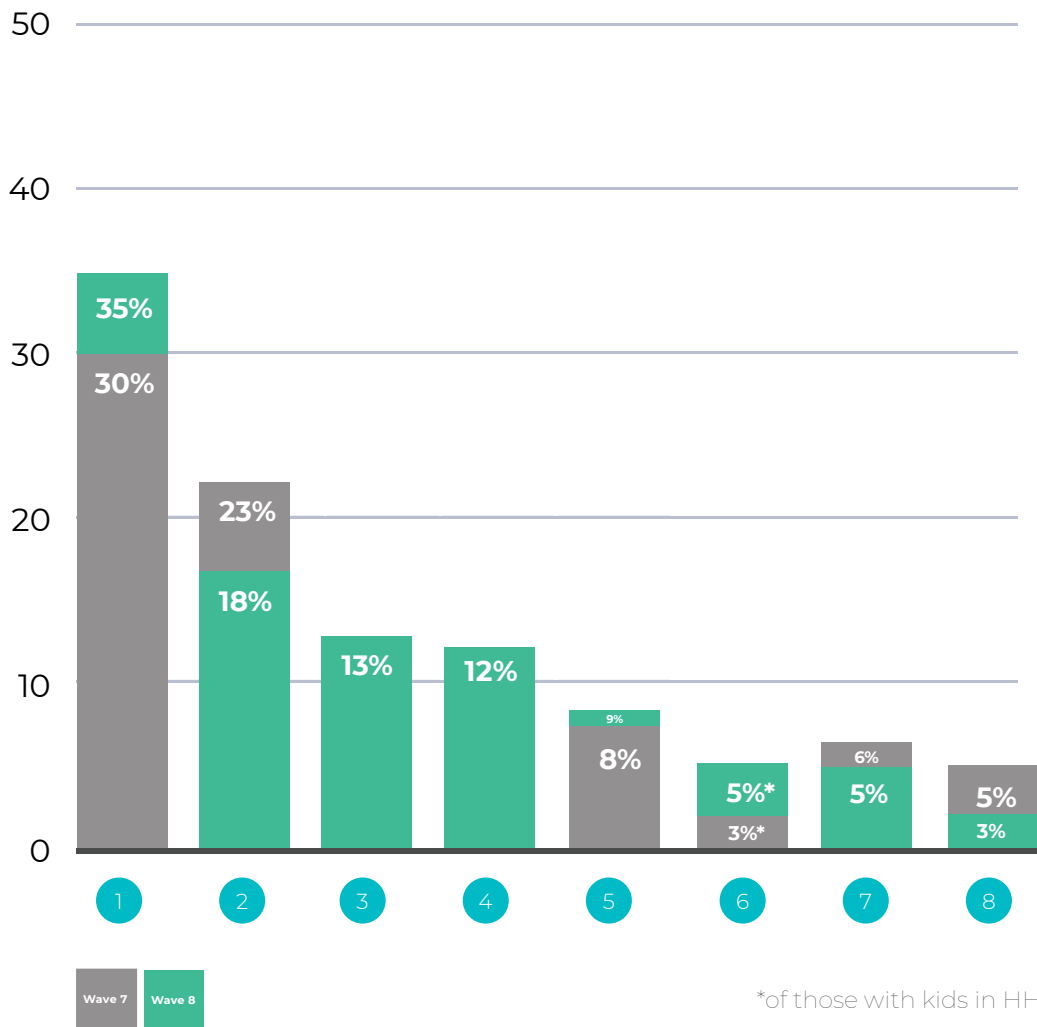


**19%**  
**Doctors**  
No change from Wave 7



**21%**  
**Grocery store workers**  
Down 1% from Wave 7

# Wave 8



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

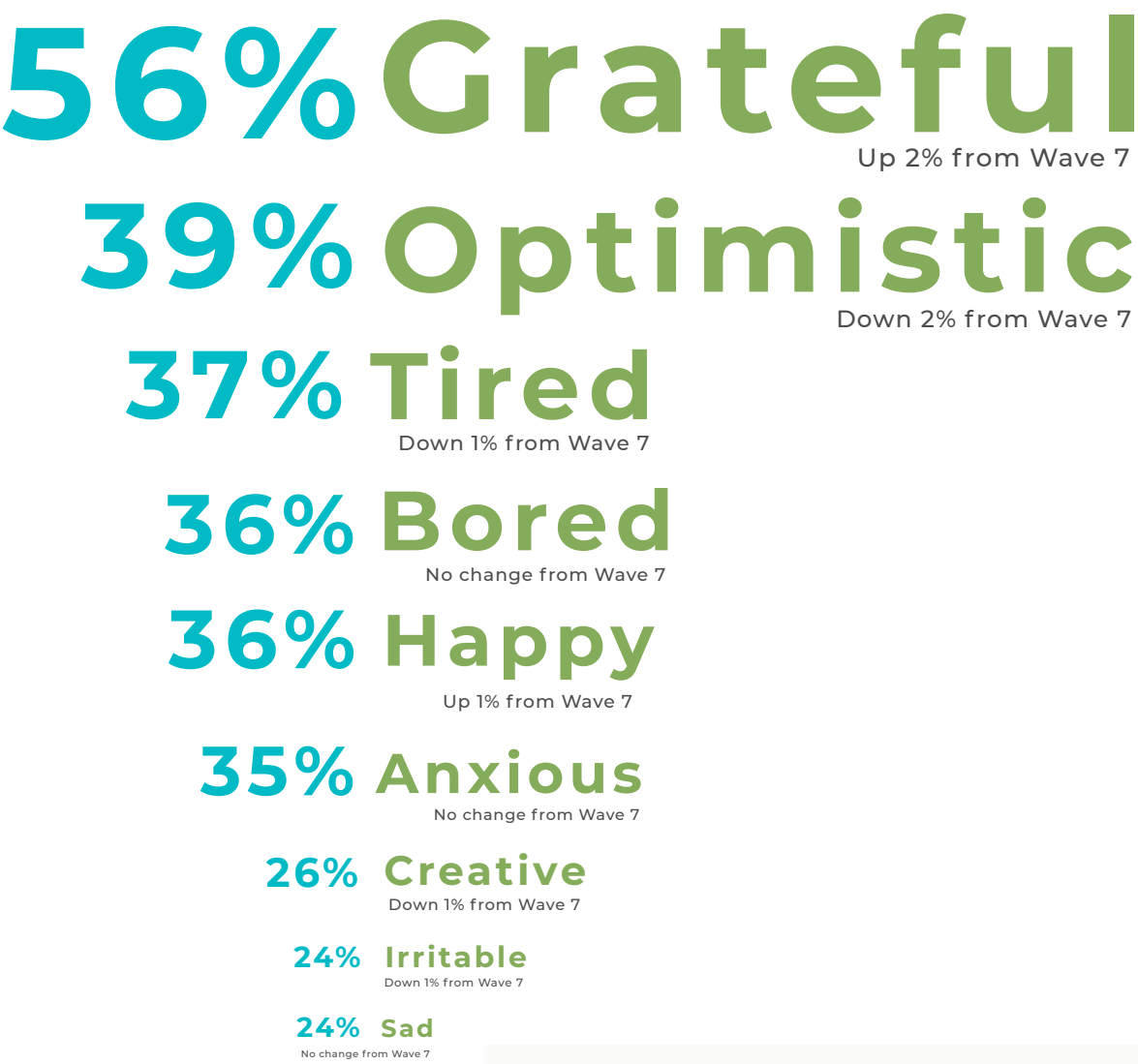
1. Gathering with family/friends **35%**
2. Taking a vacation **18%**
3. Going to bars and restaurants **13%** (No change from Wave 7)
4. Going to a fully stocked grocery store **12%** (No change from Wave 7)
5. Going back to work **9%**
6. Kids going back to school/daycare **5%\***
7. Going back to the gym **5%**
8. Going to concerts/sporting events **3%**

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



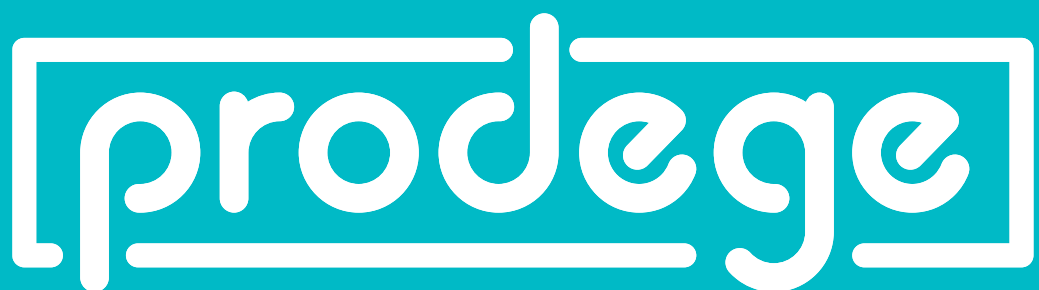
# Wave 8

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



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





**We're here for you.**

