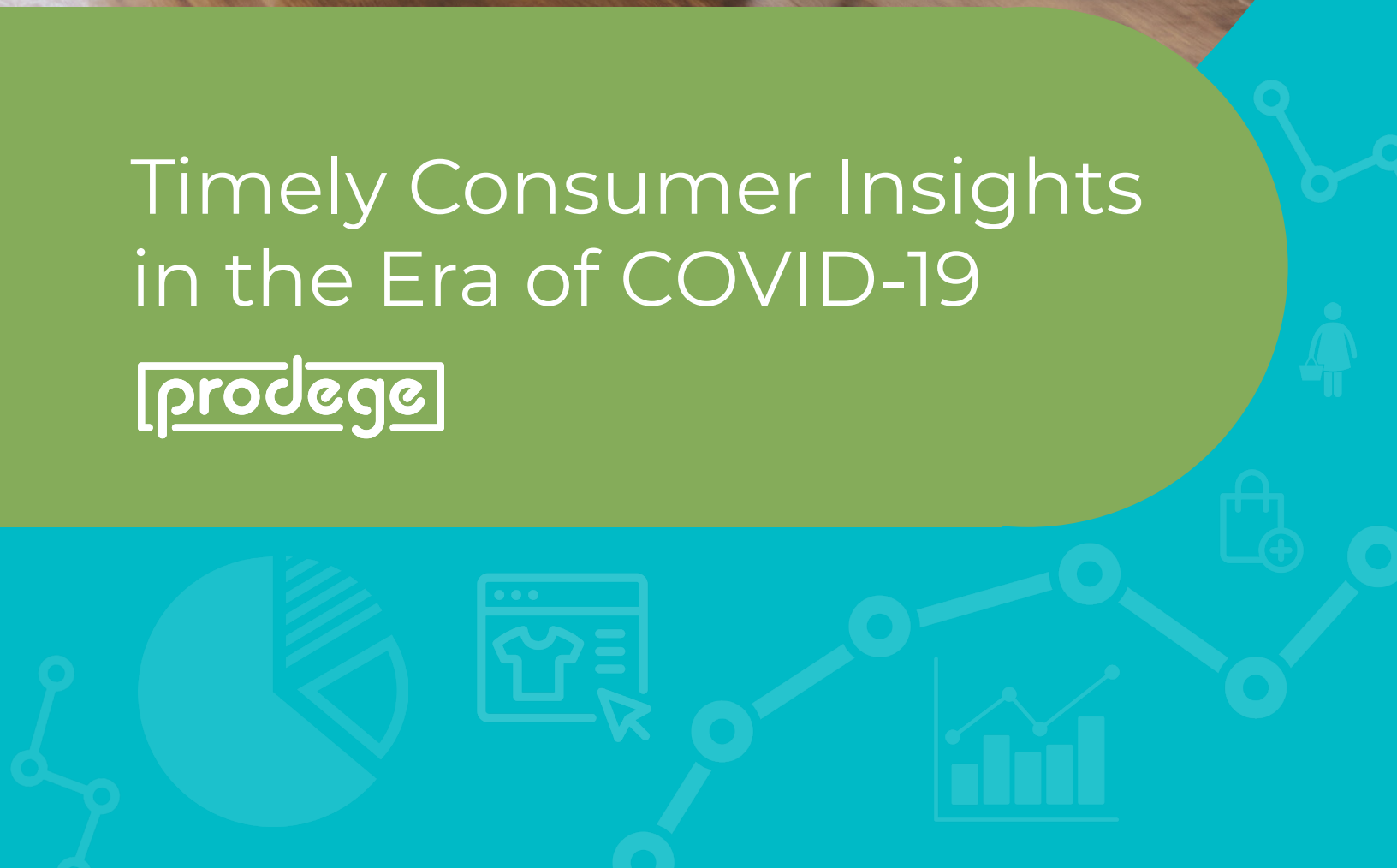# Tracker Wave 9

fielded May 18-May 24 among a nationally representative sample of 1,000 Americans aged 18 & over.

Timely Consumer Insights in the Era of COVID-19

prodege

Wave 9

How closely are you following each of these news topics?
Top 2 Box: Following Very Closely (9 or 10 on a 10-point scale)

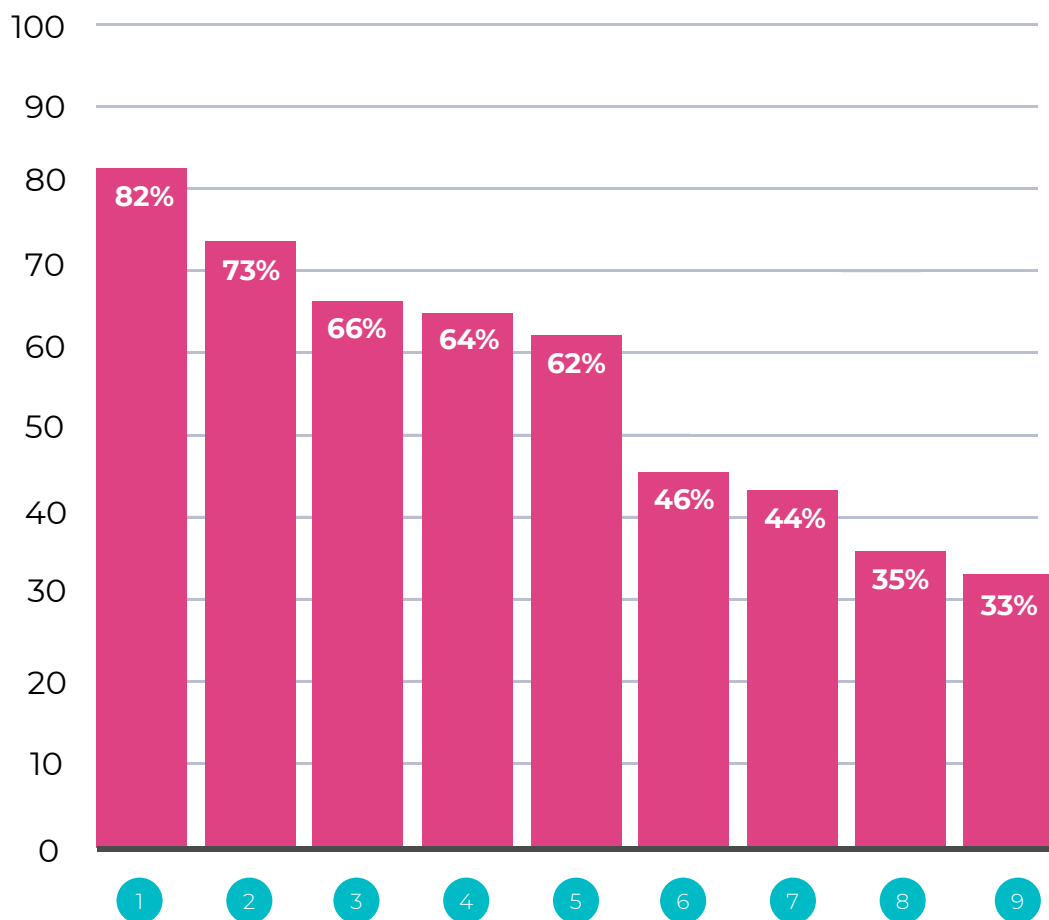|	Coronavirus/ COVID-19	US Presidential election	Economy & stock market	Issues surrounding climate change
Wave 9	**54%**	**37%**	**26%**	**18%**
Wave 8	53%	37%	28%	17%
Wave 7	52%	36%	28%	16%
Wave 6	55%	35%	27%	21%
Wave 5	56%	37%	28%	21%
Wave 4	55%	35%	27%	18%
Wave 3	57%	34%	29%	20%
Wave 2	61%	37%	32%	25%
Wave 1	55%	33%	27%	17%

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 **82%** (↓ 2% from Wave 8)
2. A loved one potentially becoming ill from the virus **73%** (↓ 1% from Wave 8)
3. Not being able to enjoy life as I could before **66%** (↓ 3% from Wave 8)
4. Not being able to interact in-person with family & friends **64%** (No change from Wave 8)
5. Potentially becoming ill from the virus myself **62%** (↓ 1% from Wave 8)
6. Having access to groceries and essentials **46%** (↓ 9% from Wave 8)
7. Maintaining my psychological or mental health **44%** (↑ 1% from Wave 8)
8. Being able to pay my bills **35%** (↓ 2% from Wave 8)
9. Losing my job or seeing a decrease in my work hours/pay **33%** (↓ 5% from Wave 8)

	Wave 7	Wave 6	Wave 5	Wave 4	Wave 3	Wave 2	Wave 1
1.	82%	1. 84%	1. 85%	1. 87%	1. 85%	1. 85%	1. 80%
2.	74%	2. 76%	2. 76%	2. 78%	2. 78%	2. 82%	2. 79%
3.	68%	3. 66%	3. 71%	3. 70%	3. 67%	3. 69%	3. 62%
4.	63%	4. 71%	4. 67%	4. 69%	4. 65%	4. 68%	4. 60%
5.	62%	5. 63%	5. 64%	5. 62%	5. 64%	5. 71%	5. 66%
6.	53%	6. 55%	6. 57%	6. 61%	6. 63%	6. 70%	6. 60%
7.	45%	7. 50%	7. 49%	7. 49%	7. 49%	7. 52%	7. 47%
8.	39%	8. 46%	8. 45%	8. 49%	8. 50%	8. 55%	8. 48%
9.	37%	9. 45%	9. 41%	9. 43%	9. 47%	9. 47%	9. 39%

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

Wave 9	Wave 8	Wave 7	Wave 6	Wave 5	Wave 4	Wave 3	Wave 2	Wave 1	
11%	11%	10%	16%	16%	14%	17%	14%	11%	I've lost my job
14%	14%	15%	24%	20%	21%	24%	29%	18%	I am behind on my bills
29%	33%	35%	42%	39%	41%	41%	44%	34%	My work hours and pay have decreased
38%	42%	43%	47%	45%	44%	45%	47%	39%	I am now working from home
38%	39%	40%	48%	46%	47%	49%	48%	42%	My household income has decreased
84%*	86%*	86%*	85%*	87%*	86%*	84%*	86%*	82%*	My children are no longer in school/daycare
82%	82%	86%	84%	83%	86%	86%	86%	85%	I now eat all of my meals at home
91%	90%	91%	90%	90%	91%	92%	91%	89%	I'm spending much more time inside my home
91%	92%	92%	90%	90%	90%	91%	91%	90%	I no longer attend public events, concerts or sporting events
95%	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 9

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

	Non-perishable food	Home cleaning supplies	Perishable food	Toiletries & toilet paper
Wave 9	53%	53%	52%	51%
Wave 8	51%	51%	50%	50%
Wave 7	51%	50%	50%	48%
Wave 6	54%	55%	53%	54%
Wave 5	53%	53%	50%	52%
Wave 4	51%	48%	49%	46%
Wave 3	56%	54%	51%	49%
Wave 2	54%	56%	50%	56%
Wave 1	51%	50%	45%	46%

Wave 9

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

	Clothing	Takeout and meal delivery	Beer, wine & liquor	Books, audiobooks & eBooks
Wave 9	44%	31%	18%	16%
Wave 8	46%	31%	18%	16%
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 9

Top activities spending **more** time on:

	Watching TV	Cooking and/ or baking	Keeping up with the news	Household chores & cleaning
Wave 9	64%	57%	56%	54%
Wave 8	64%	62%	57%	57%
Wave 7	63%	60%	57%	58%
Wave 6	69%	61%	60%	63%
Wave 5	69%	58%	62%	61%
Wave 4	67%	54%	62%	60%
Wave 3	70%	58%	64%	62%
Wave 2	69%	57%	65%	62%
Wave 1	61%	47%	62%	51%
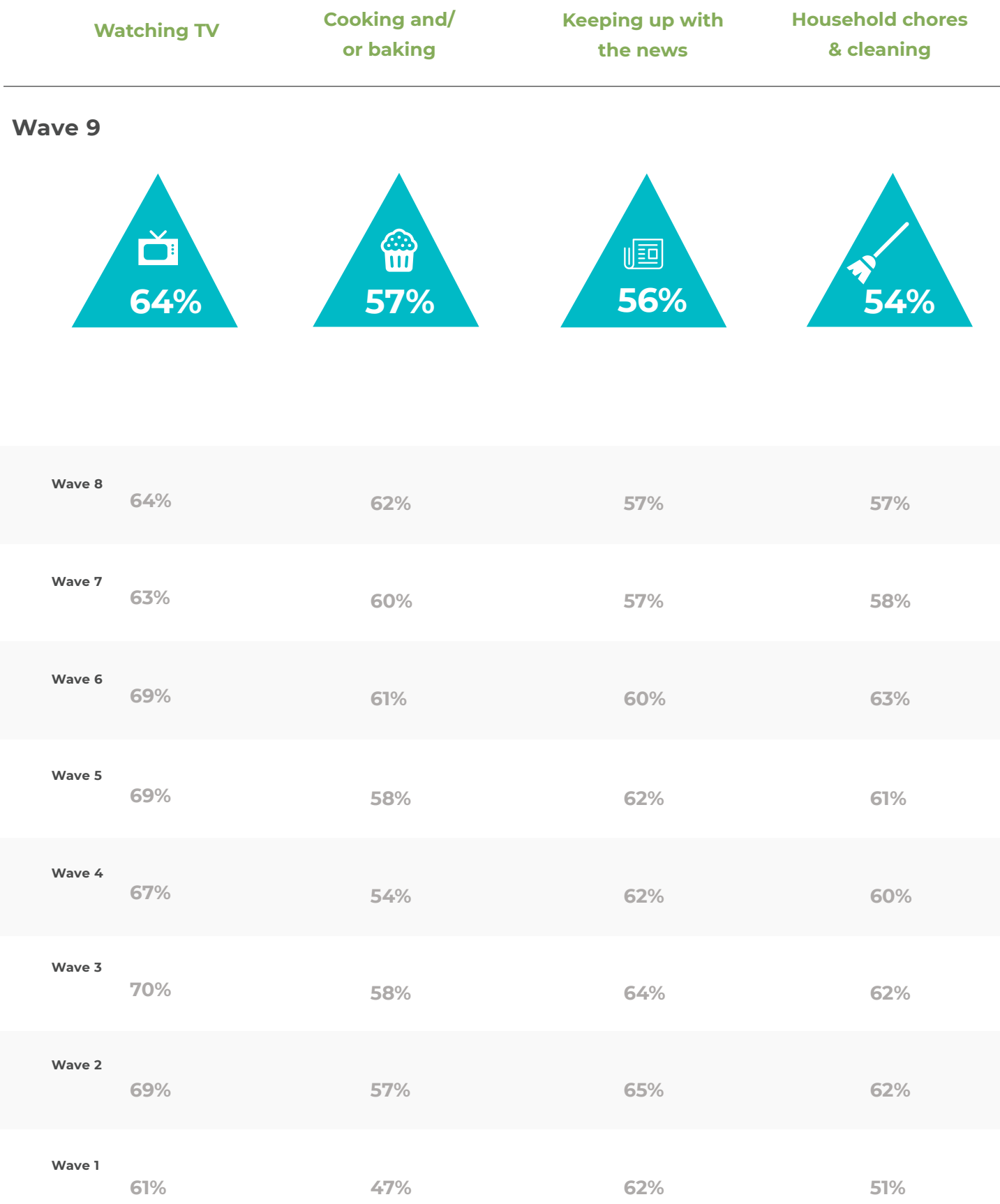
Wave 9

Top activities spending **less** time on:

	Shopping	Working or studying	Working out/ exercising at home	Reconnecting with friends/ family I haven't spoken with in awhile
Wave 9	50%	13%	13%	11%
Wave 8	49%	17%	12%	10%
Wave 7	52%	16%	12%	8%
Wave 6	51%	17%	15%	13%
Wave 5	50%	18%	13%	13%
Wave 4	56%	18%	15%	11%
Wave 3	55%	19%	14%	13%
Wave 2	54%	18%	16%	12%
Wave 1	47%	16%	14%	8%
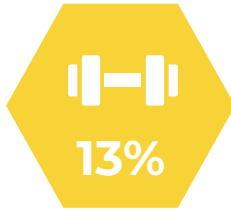
Wave 9

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

Up 1% from Wave 8 — **2%**

Down 1% from Wave 8 — **8%**

No change from Wave 8 — **1%**

Down 2% from Wave 8 — **26%**

Up 2% from Wave 8 — **17%**

Down 1% from Wave 8 — **46%**

- Once a day
- 2-3 times a week
- Once a week
- Once every 2 weeks
- Haven't had to replenish my groceries yet
- I am not going to the store, but rather ordering my groceries online
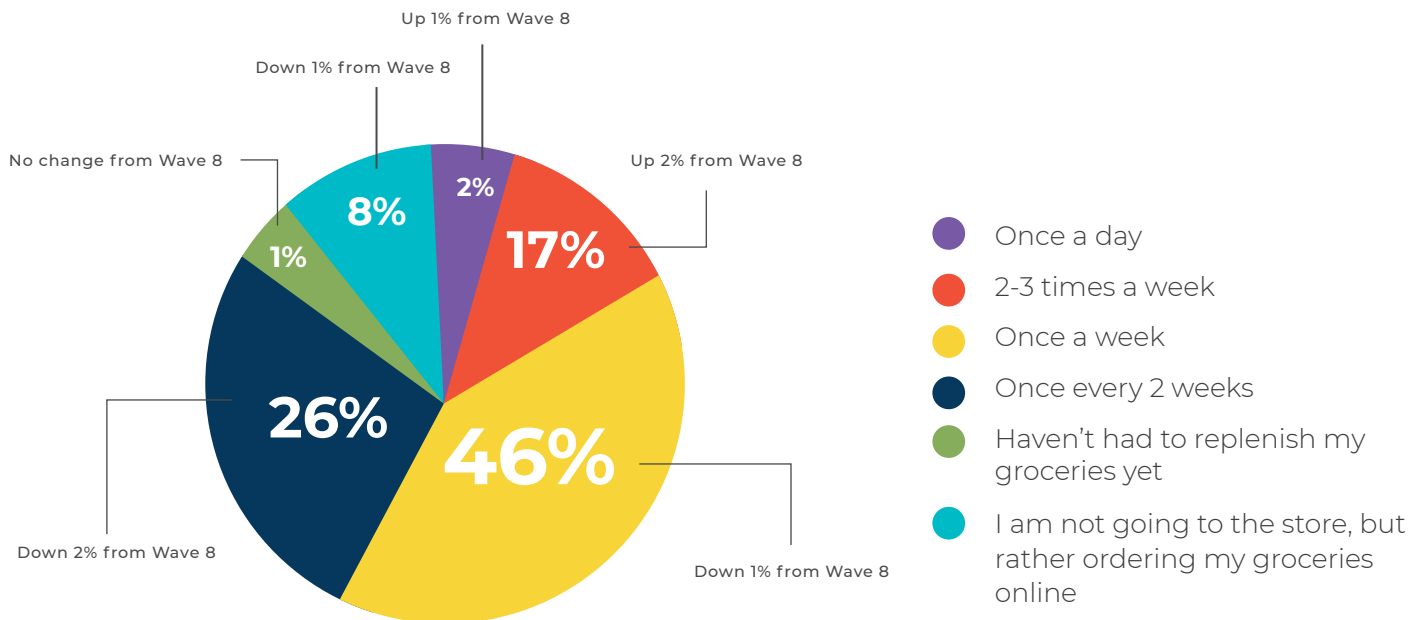
As the COVID-19 restrictions impact small businesses, will you or have you done any of the following?
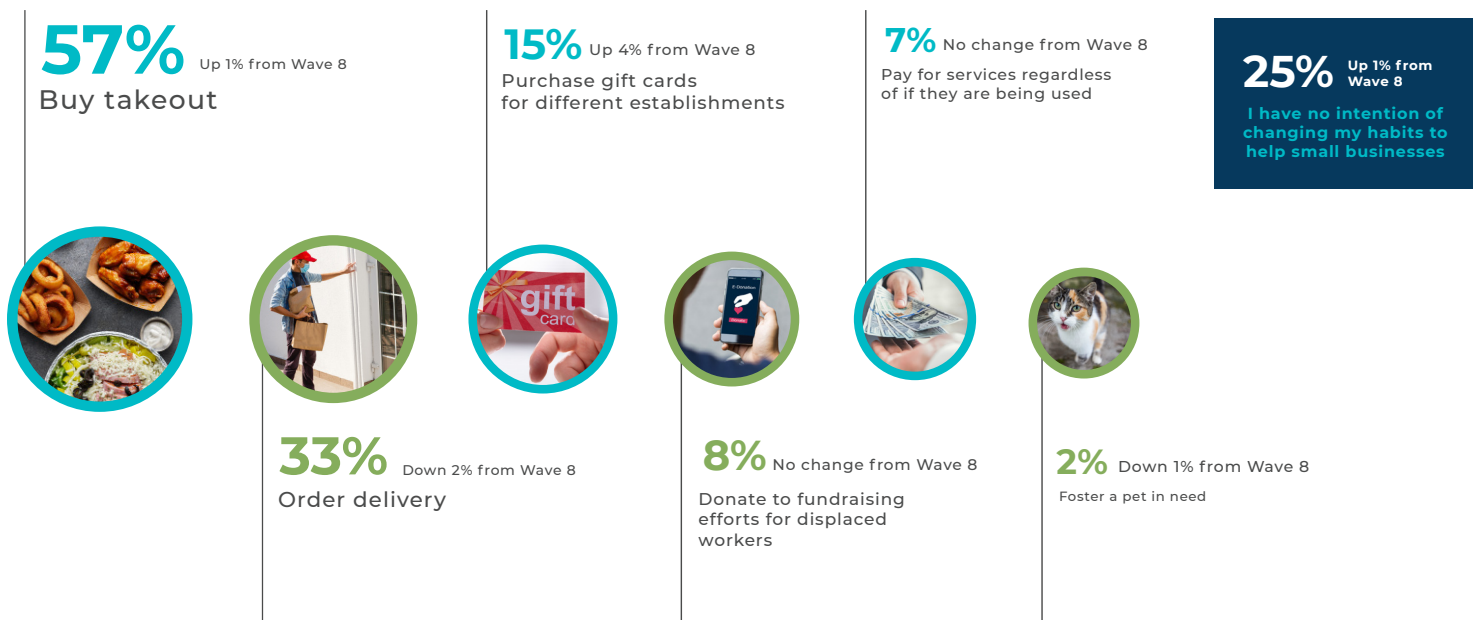
57% Up 1% from Wave 8
Buy takeout

15% Up 4% from Wave 8
Purchase gift cards for different establishments

7% No change from Wave 8
Pay for services regardless of if they are being used

25% Up 1% from Wave 8
I have no intention of changing my habits to help small businesses

33% Down 2% from Wave 8
Order delivery

8% No change from Wave 8
Donate to fundraising efforts for displaced workers

2% Down 1% from Wave 8
Foster a pet in need

Wave 9

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

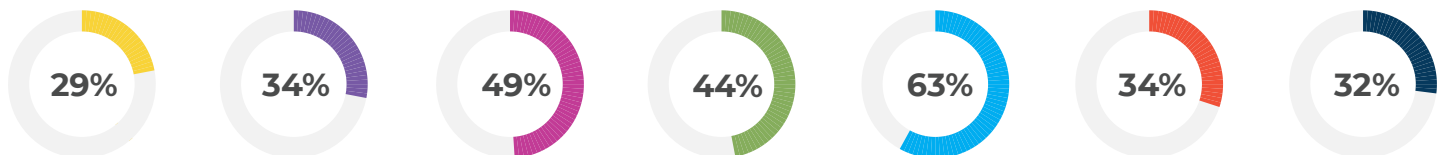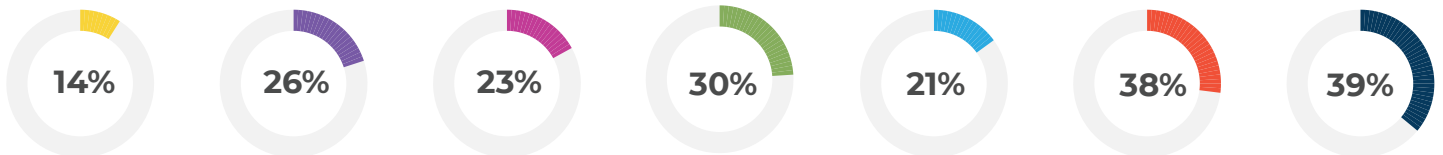|	President Trump	Federal government (excluding Trump)	State government	Local town/city/ county government	Scientists/health-care experts/WHO	Governments in countries outside of US	Neighbors/ others in local community
Wave 9	29%	34%	49%	44%	63%	34%	32%
Wave 8	29%	32%	50%	45%	65%	33%	32%
Wave 7	29%	32%	50%	43%	63%	31%	30%
Wave 6	37%	43%	56%	48%	68%	41%	39%
Wave 5	37%	40%	55%	49%	66%	35%	38%
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%

Continued. . .

Wave 9

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

Neutral

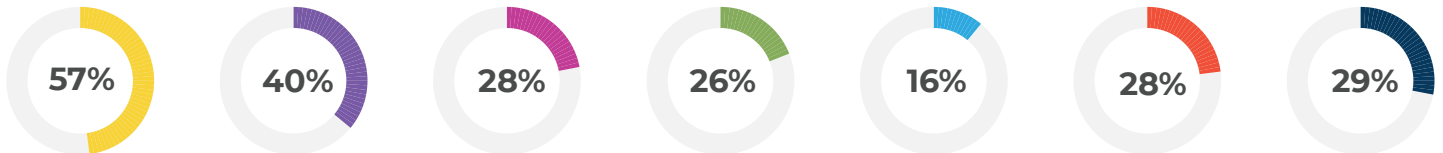|	President Trump	Federal government (excluding Trump)	State government	Local town/city/ county government	Scientists/health-care experts/WHO	Governments in countries outside of US	Neighbors/ others in local community
Wave 9	14%	26%	23%	30%	21%	38%	39%
Wave 8	15%	30%	26%	32%	20%	38%	42%
Wave 7	16%	29%	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%

Continued...

Wave 9

…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 9						
57%	40%	28%	26%	16%	28%	29%
Wave 8						
56%	38%	24%	23%	15%	29%	26%
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?

5%
Retail workers
Up 1% from Wave 8

3%
Teachers
No change from Wave 8

45%
Nurses
Up 3% from Wave 8

6%
Parents
Up 1% from Wave 8

6%
Delivery people
No change from Wave 8

17%
Doctors
Down 2% from Wave 8

19%
Grocery store workers
Down 2% from Wave 8

Wave 9

	35%	34%												

Chart values (Wave 8 grey / Wave 9 pink):
- 1: 35% / 34%
- 2: 18% / 23%
- 3: 13% / 12%
- 4: 12% / 11%
- 5: 9% / 7%
- 6: 6%* / 5%*
- 7: 5% / 4%
- 8: 4% / 3%

Legend: Wave 8 / Wave 9
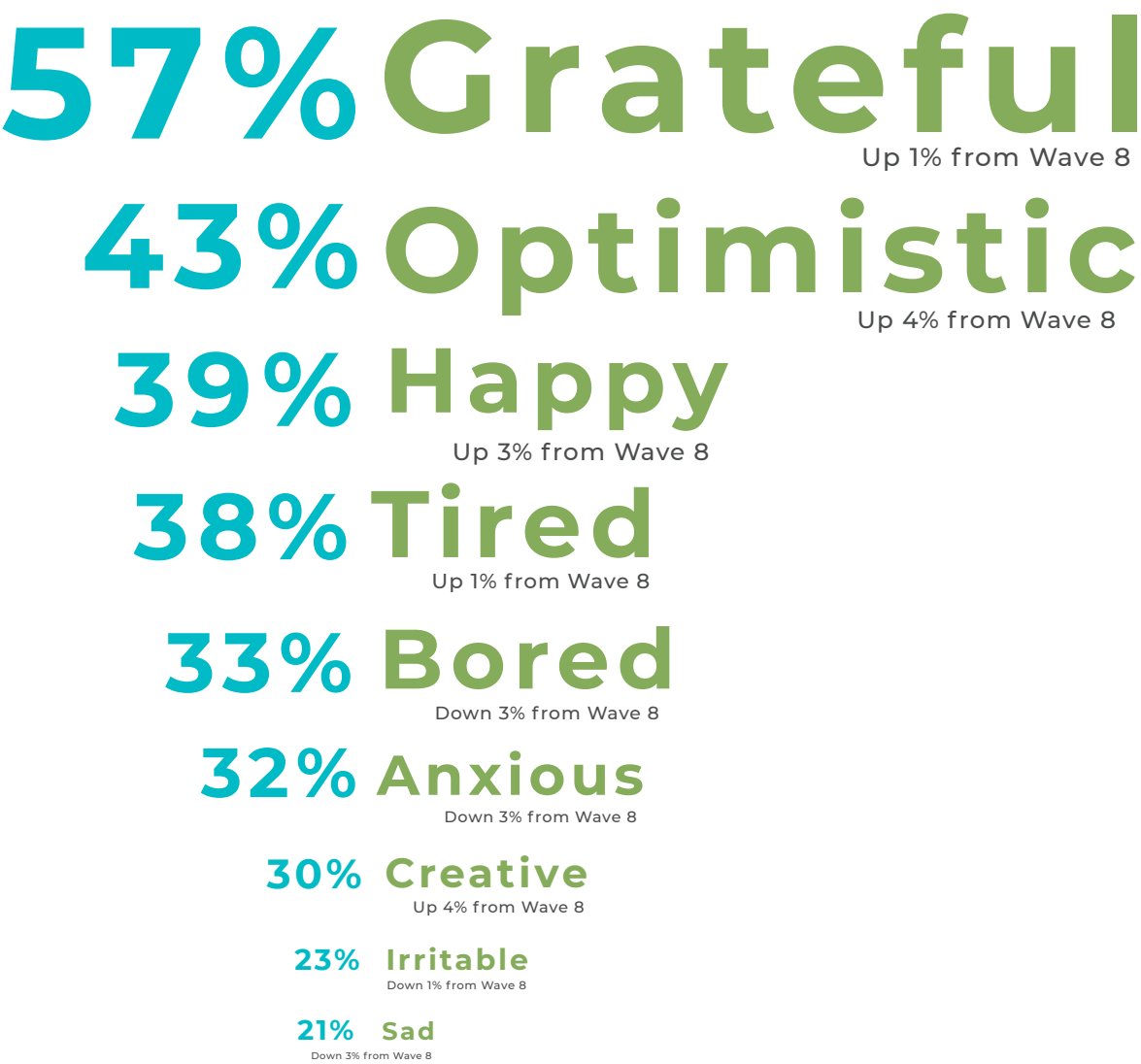
*of those with kids in HH
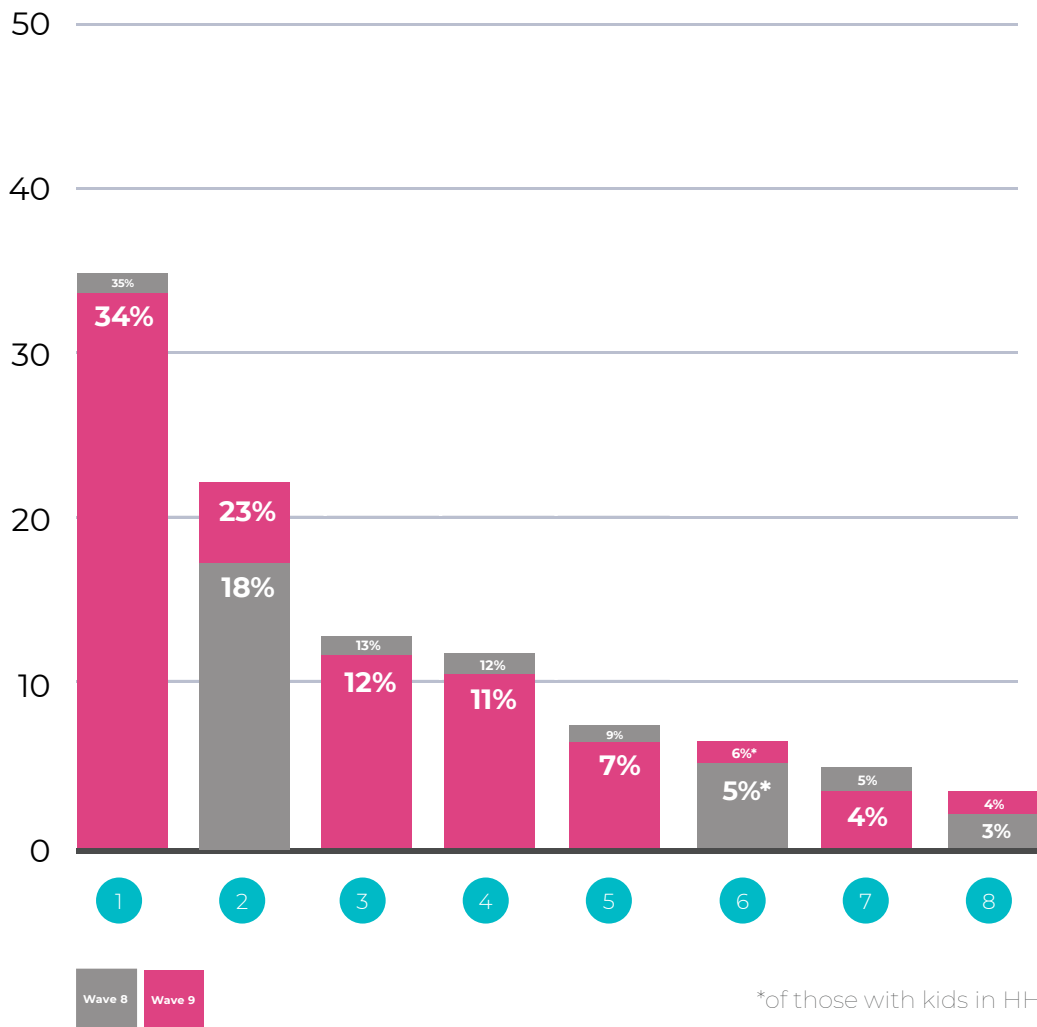
Most looking forward to once things are "back to normal"?

1. Gathering with family/friends **34%**
2. Taking a vacation **23%**
3. Going to bars and restaurants **12%**
4. Going to a fully stocked grocery store **11%**
5. Going back to work **7%**
6. Kids going back to school/daycare **6%***
7. Going back to the gym **4%**
8. Going to concerts/sporting events **4%**

	Wave 7	Wave 6	Wave 5	Wave 4	Wave 3	Wave 2	Wave 1
1.	30%	31%	37%	35%	35%	33%	29%
2.	23%	18%	17%	16%	15%	12%	14%
3.	13%	8%	11%	11%	10%	10%	11%
4.	12%	11%	11%	8%	13%	15%	18%
5.	8%	15%	13%	14%	15%	14%	12%
6.	3%*	5%*	4%*	4%*	5%*	9%*	8%*
7.	6%	6%	5%	6%	4%	5%	4%
8.	5%	5%	5%	4%	4%	3%	5%

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

57% Grateful
Up 1% from Wave 8

43% Optimistic
Up 4% from Wave 8

39% Happy
Up 3% from Wave 8

38% Tired
Up 1% from Wave 8

33% Bored
Down 3% from Wave 8

32% Anxious
Down 3% from Wave 8

30% Creative
Up 4% from Wave 8

23% Irritable
Down 1% from Wave 8

21% Sad
Down 3% from Wave 8

	Wave 7	Wave 6	Wave 5	Wave 4	Wave 3	Wave 2	Wave 1
1.	Grateful **54%**	1. **63%**	1. **62%**	1. **60%**	1. **62%**	1. **57%**	1. **54%**
2.	Optimistic **41%**	2. **48%**	2. **47%**	2. **46%**	2. **44%**	2. **42%**	2. **43%**
3.	Happy **35%**	3. **42%**	3. **40%**	3. **38%**	3. **35%**	3. **34%**	3. **30%**
4.	Tired **38%**	4. **41%**	4. **39%**	4. **35%**	4. **40%**	4. **40%**	4. **38%**
5.	Bored **36%**	5. **41%**	5. **39%**	5. **40%**	5. **44%**	5. **40%**	5. **33%**
6.	Anxious **35%**	6. **39%**	6. **37%**	6. **38%**	6. **42%**	6. **44%**	6. **39%**
7.	Creative **27%**	7. **38%**	7. **33%**	7. **31%**	7. **32%**	7. **34%**	7. **30%**
8.	Irritable **25%**	8. **30%**	8. **25%**	8. **25%**	8. **28%**	8. **27%**	8. **24%**
9.	Sad **24%**	9. **28%**	9. **28%**	9. **27%**	9. **31%**	9. **34%**	9. **27%**

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We're here for you.