

# Consumer Insights During the COVID-19 Re-entry Period

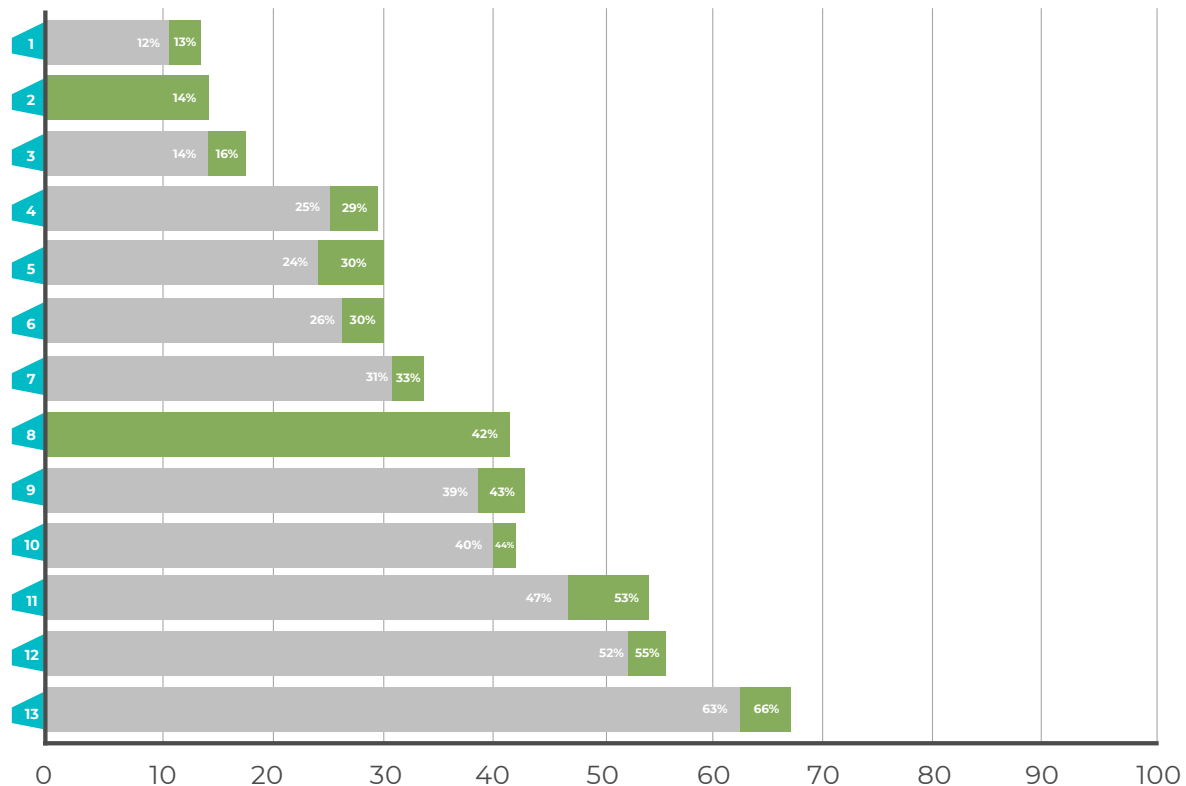
## Tracker Wave 2

Fielded June 8-14 among a nationally representative sample of 1,000 Americans aged 18 & over.



# Wave 2

As Stay-at-Home restrictions lessen, how comfortable are you doing the following in the next four weeks if allowed in your state? (Summary of “very/somewhat” comfortable)

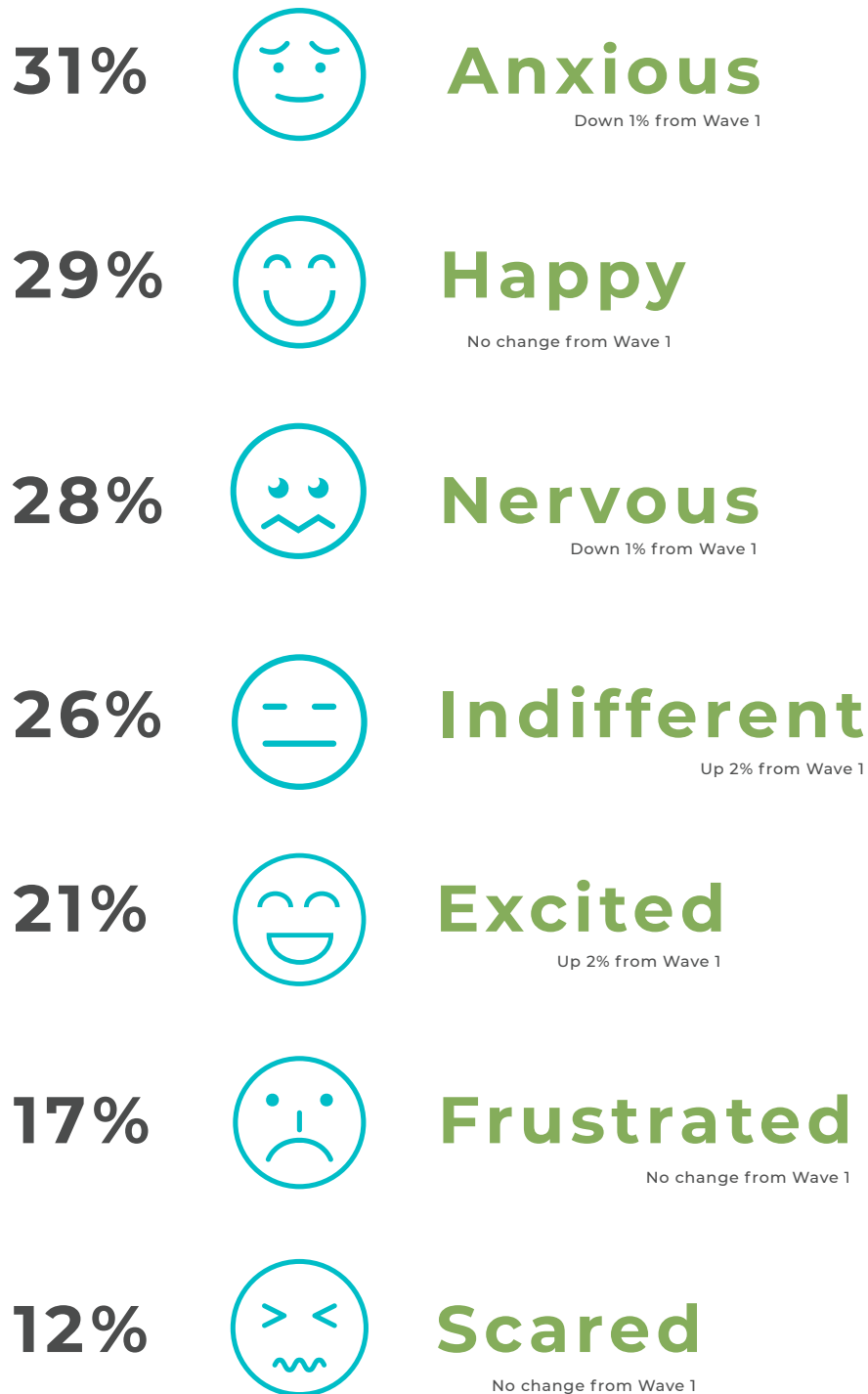


1. Going to a bar **13%**
2. Going to a concert or sporting event **14%** No change from Wave 1
3. Going to a gym **16%**
4. Dining indoors at a restaurant **29%**
5. Taking a vacation **30%**
6. Going to a hair or nail salon **30%**
7. Returning to my office **33%**
8. Gathering with extended family **42%** No change from Wave 1
9. Dining outdoors at a restaurant **43%**
10. Gathering with four or more friends **44%**
11. Going to a routine doctor's appointment **53%**
12. Gathering with three or fewer friends **55%**
13. Gathering with immediate family **66%**



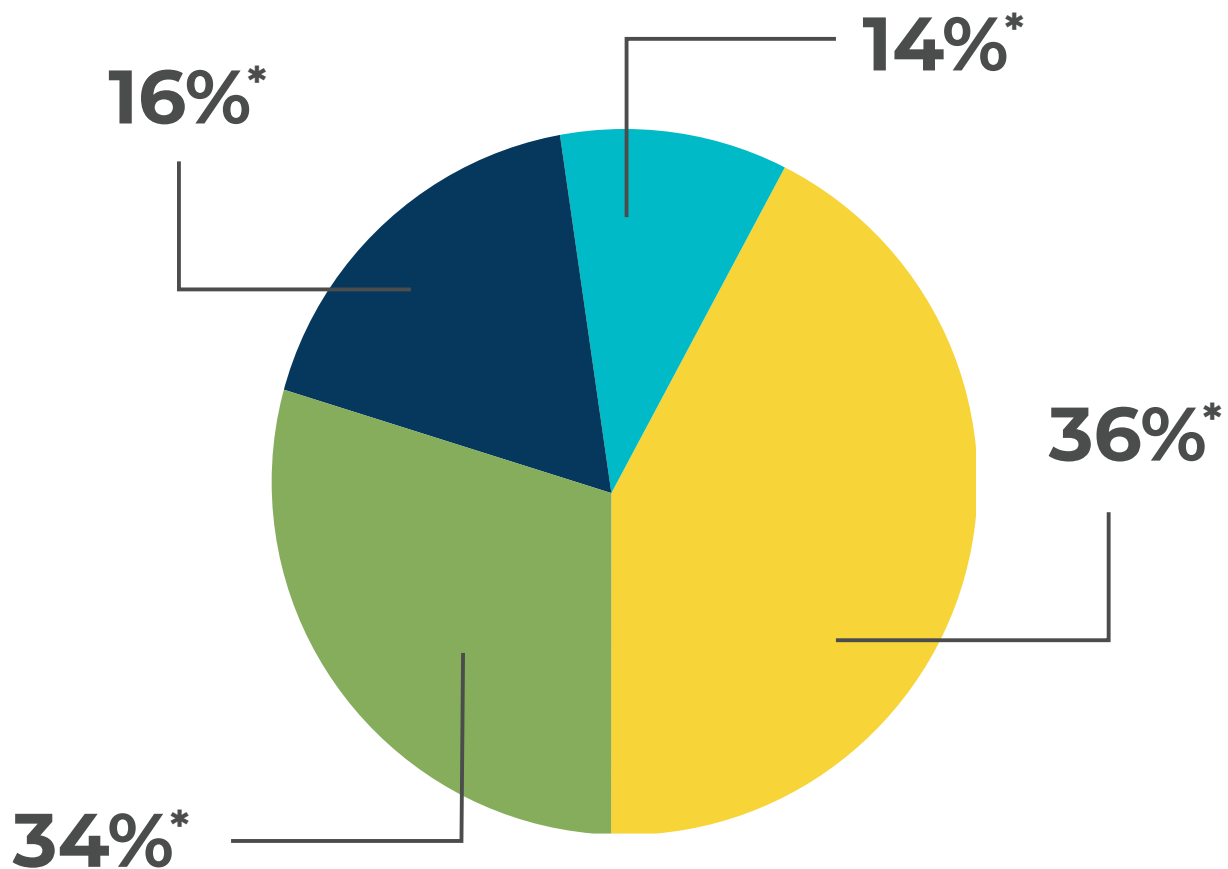
## Wave 2

How do you feel about carrying on with your day-to-day life as you were prior to COVID-19?



## Wave 2

When a vaccine for COVID-19 becomes available, which of the following best describes your approach?



\*Identical results for Wave 1 & 2

- I'll get it as early as I'm able to
- I'll get it eventually
- I'll wait to read more before deciding whether to get it
- I don't plan to get it



How worried are you that another pandemic will happen in your lifetime?

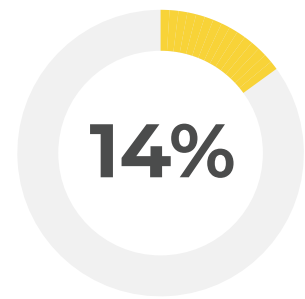
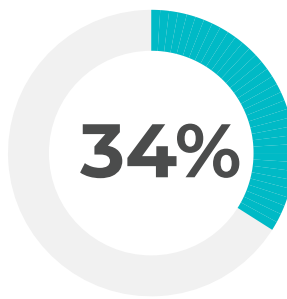
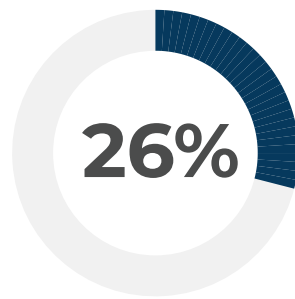
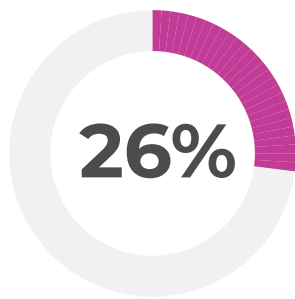
Very worried

Somewhat worried

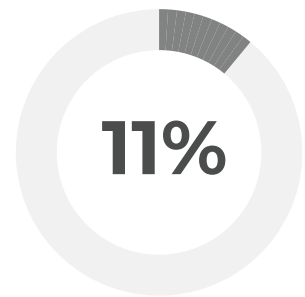
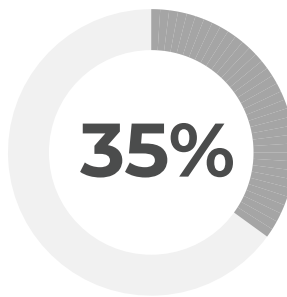
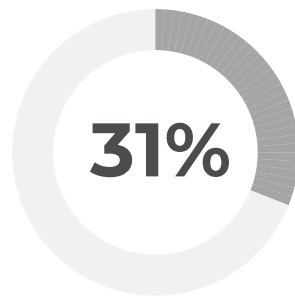
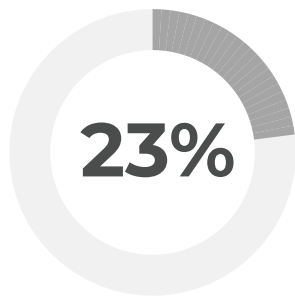
A little worried

Not at all worried

## Wave 2



## Wave 1



Will you continue stockpiling any of the following items after COVID-19 stabilizes?



#### Wave 2

#### Wave 1

39%

38%

Hand sanitizer/wipes

36%

34%

Cleaning supplies

28%

27%

Masks

30%

27%

Toiletries

26%

26%

Paper goods

26%

26%

Non-perishable food

29%

26%

Bottled water

22%

22%

Gloves

14%

16%

Meat

15%

14%

Over the counter medication

14%

13%

Pet food

8%

8%

Beer, wine & liquor

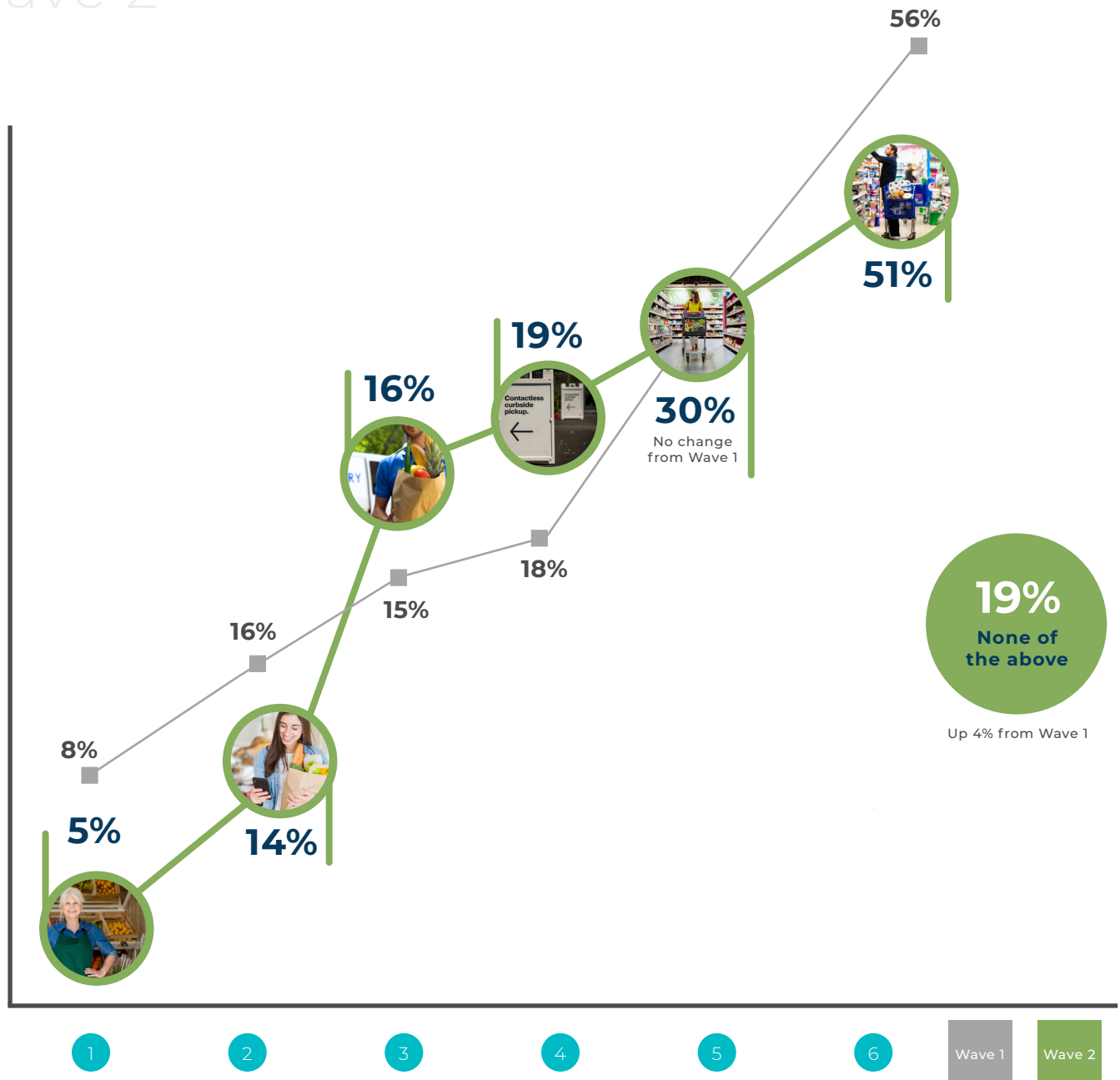
3%

3%

Meat substitutes



# Wave 2



How has COVID-19 altered your approach to grocery shopping going forward?

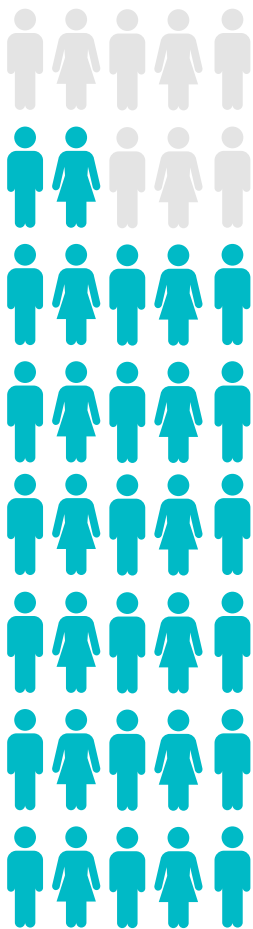
1. I will be doing more shopping at smaller, specialty markets **5%**
2. I will be delegating one person to do the shopping instead of having multiple people in my household shopping together **14%**
3. I will be doing more grocery delivery than I was prior to COVID-19 **16%**
4. I will be doing more curbside pickup than I was prior to COVID-19 **19%**
5. I will be doing my grocery shopping at one store instead of multiple stores **30%**
6. I will be buying more groceries in one trip so that I don't have to go as often **51%**

## Wave 2

Are you motivated to vote to get a say in who leads our state/federal government?

**71%**

Down 2% from Wave 1



**Yes**

I feel like my vote is needed and it's important to vote for leaders I would like to see in office.

**19%**

Up 2% from Wave 1



**Yes**

I'm not certain it will make a difference but still think it's important to vote for leaders I would like to see in office.

**8%**

Up 2% from Wave 1



**No**

No, I don't feel like my vote is needed

**2%**

Down 2% from Wave 1



**No**

Not applicable/I'm not eligible to vote.



