

Consumer Insights During the COVID-19 Re-entry Period

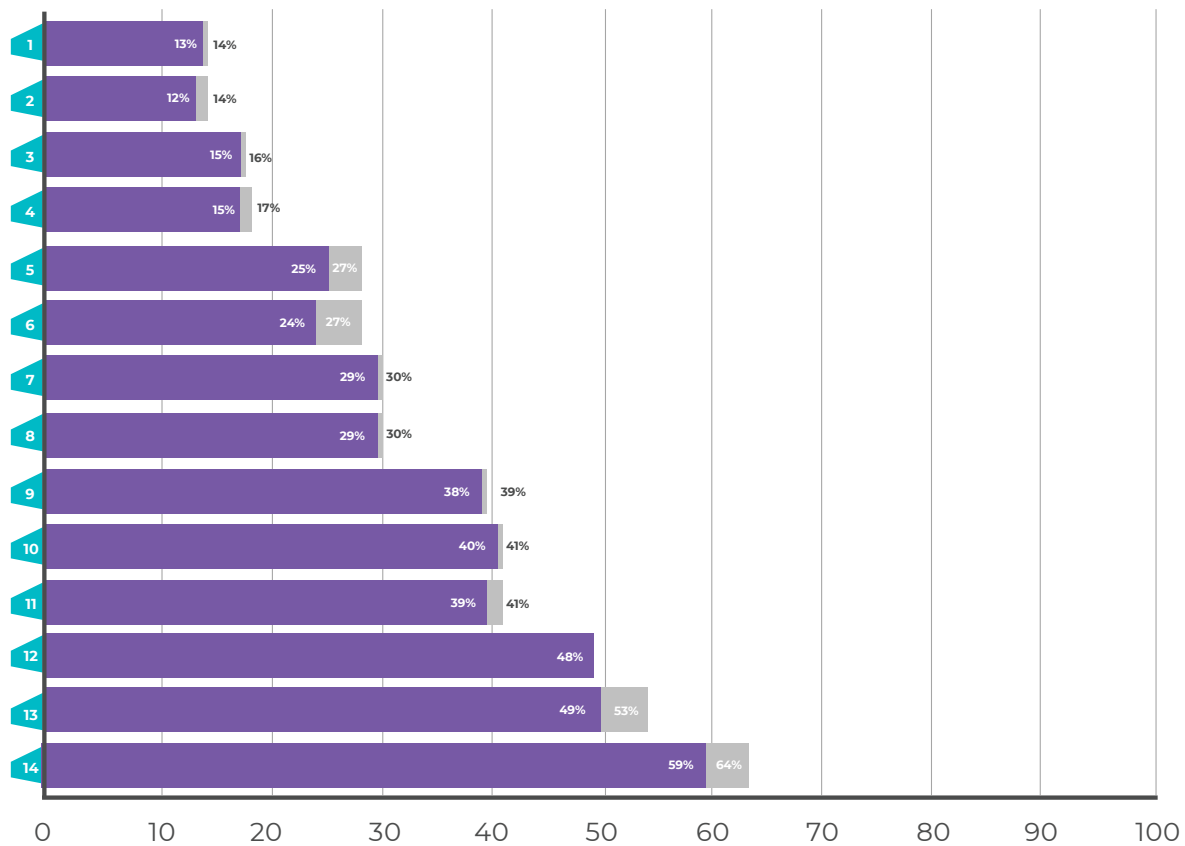
Tracker Wave 4

Fielded June 22-28 among a nationally representative sample of 1,000 Americans aged 18 & over.



Wave 4

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 **12%**
3. Going to a gym **15%**
4. Going to a movie theater **15%**
5. Dining indoors at a restaurant **25%**
6. Taking a vacation **24%**
7. Going to a hair or nail salon **29%**
8. Returning to my office **29%**
9. Dining outdoors at a restaurant **38%**
10. Gathering with extended family **40%**
11. Gathering with four or more friends **39%**
12. Going to a routine doctor's appointment **48%** No change from Wave 3
13. Gathering with three or fewer friends **49%**
14. Gathering with immediate family **59%**



Wave 1				Wave 2			
1.	12%	8.	31%	1.	13%	8.	33%
2.	14%	9.	39%	2.	14%	9.	43%
3.	14%	10.	42%	3.	16%	10.	42%
4.	N/A	11.	40%	4.	N/A	11.	44%
5.	25%	12.	47%	5.	29%	12.	53%
6.	24%	13.	52%	6.	30%	13.	55%
7.	26%	14.	63%	7.	30%	14.	66%

Wave 4

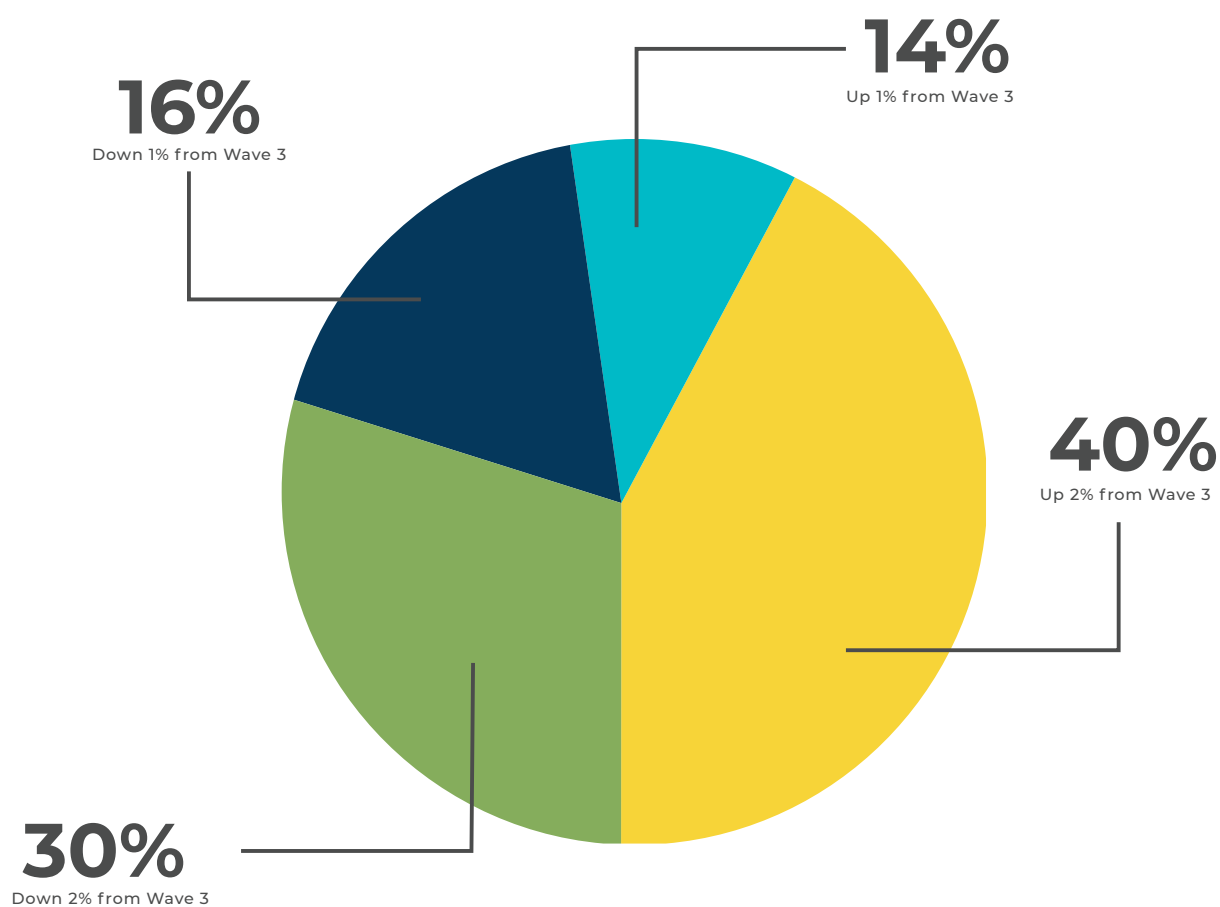
How do you feel about carrying on with your day-to-day life as you were prior to COVID-19?

1. **35%**  **Anxious**
Up 1% from Wave 3
2. **30%**  **Nervous**
Down 1% from Wave 3
3. **25%**  **Happy**
Down 3% from Wave 3
4. **24%**  **Indifferent**
No change from Wave 3
5. **20%**  **Frustrated**
Up 3% from Wave 3
6. **19%**  **Excited**
Down 2% from Wave 3
7. **14%**  **Scared**
No change from Wave 3

	Wave 1	Wave 2
1.	32%	31%
2.	29%	28%
3.	29%	29%
4.	24%	26%
5.	17%	17%
6.	19%	21%
7.	12%	12%

Wave 4

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



- 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

Wave 4

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

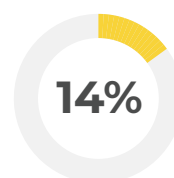
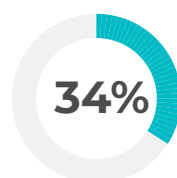
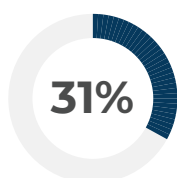
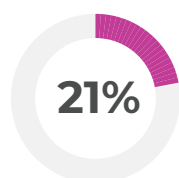
Very worried

Somewhat worried

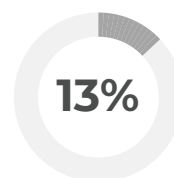
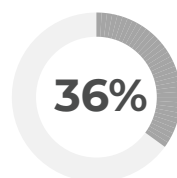
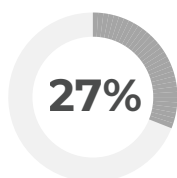
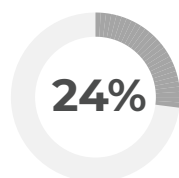
A little worried

Not at all worried

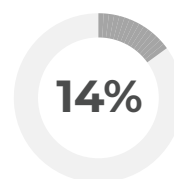
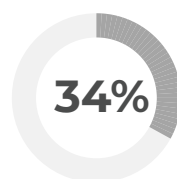
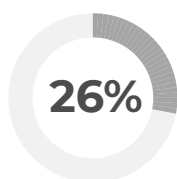
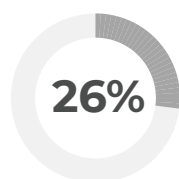
Wave 4



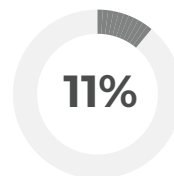
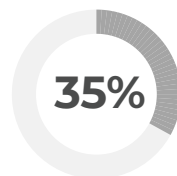
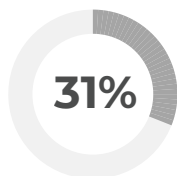
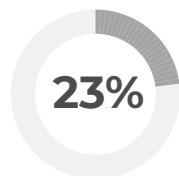
Wave 3



Wave 2



Wave 1

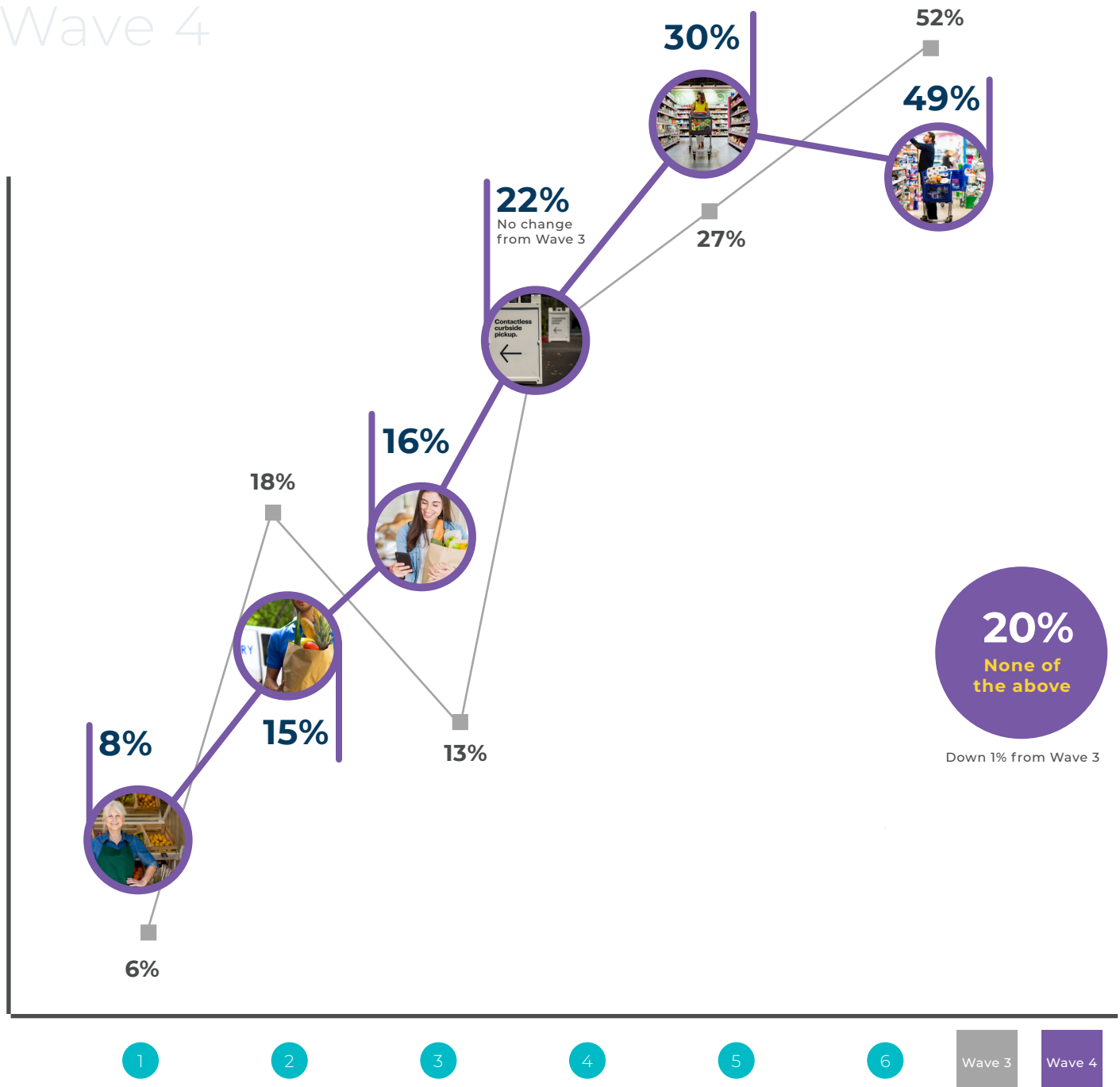


Will you continue stockpiling any of the following items after COVID-19 stabilizes?



Wave 4	Wave 3	Wave 2	Wave 1	
39%	41%	39%	38%	Hand sanitizer/wipes
36%	41%	36%	34%	Cleaning supplies
31%	32%	28%	27%	Masks
28%	35%	30%	27%	Toiletries
28%	30%	26%	26%	Paper goods
24%	32%	26%	26%	Non-perishable food
28%	32%	29%	26%	Bottled water
22%	24%	22%	22%	Gloves
17%	16%	14%	16%	Meat
15%	18%	15%	14%	Over the counter medication
13%	16%	14%	13%	Pet food
8%	11%	8%	8%	Beer, wine & liquor
3%	5%	3%	3%	Meat substitutes

Wave 4



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

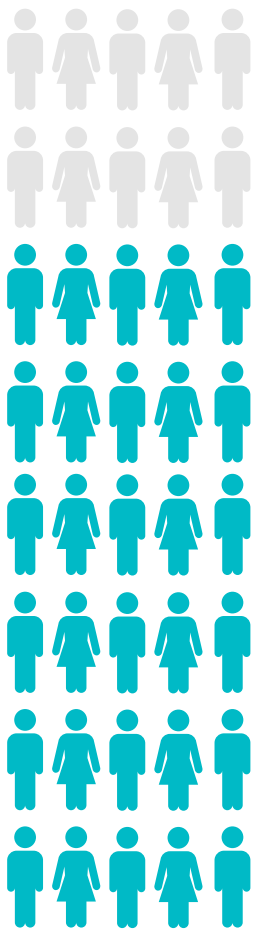
1. I will be doing more shopping at smaller, specialty markets **8%**
2. I will be doing more grocery delivery than I was prior to COVID-19 **15%**
3. I will be delegating one person to do the shopping instead of having multiple people in my household shopping together **16%**
4. I will be doing more curbside pickup than I was prior to COVID-19 **22%**
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 **49%**

Wave 4

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

68%

Down 4% from Wave 3



Yes

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

18%

No change from Wave 3



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 1% from Wave 3



No

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

6%

Up 3% from Wave 3



No

Not applicable/I'm not eligible to vote.

