

Consumer Insights During the COVID-19 Re-entry Period

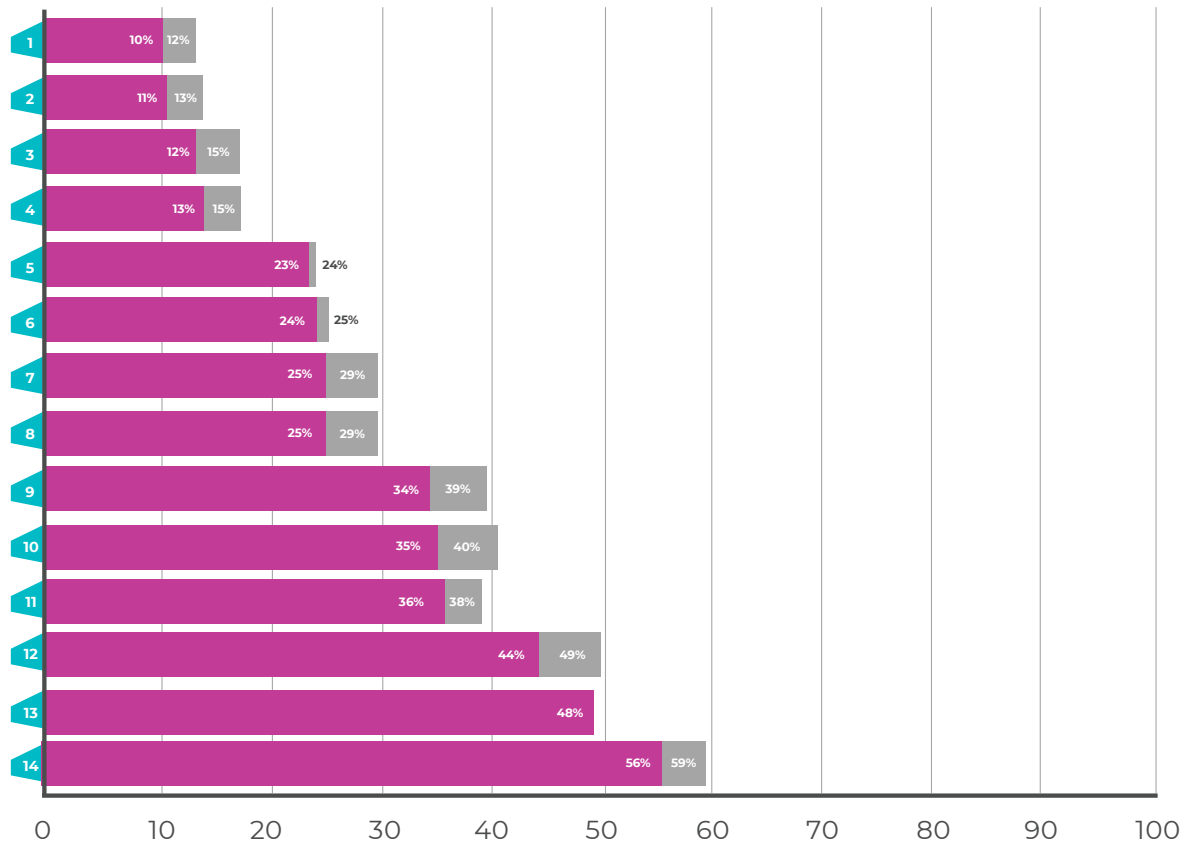
Tracker Wave 5

Fielded June 29-July 5 among a nationally representative sample of 1,000 Americans aged 18 & over.



Wave 5

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 concert or sporting event **10%**
2. Going to a bar **11%**
3. Going to a movie theater **12%**
4. Going to a gym **13%**
5. Taking a vacation **23%**
6. Dining indoors at a restaurant **24%**
7. Going to a hair or nail salon **25%**
8. Returning to my office **25%**
9. Gathering with four or more friends **34%**
10. Gathering with extended family **35%**
11. Dining outdoors at a restaurant **36%**
12. Gathering with three or fewer friends **44%**
13. Going to a routine doctor's appointment **48%** No change from Wave 4
14. Gathering with immediate family **56%**



Wave 1

- | | |
|---------------|----------------|
| 1. 14% | 8. 31% |
| 2. 12% | 9. 40% |
| 3. N/A | 10. 42% |
| 4. 14% | 11. 39% |
| 5. 24% | 12. 52% |
| 6. 25% | 13. 47% |
| 7. 26% | 14. 63% |

Wave 2

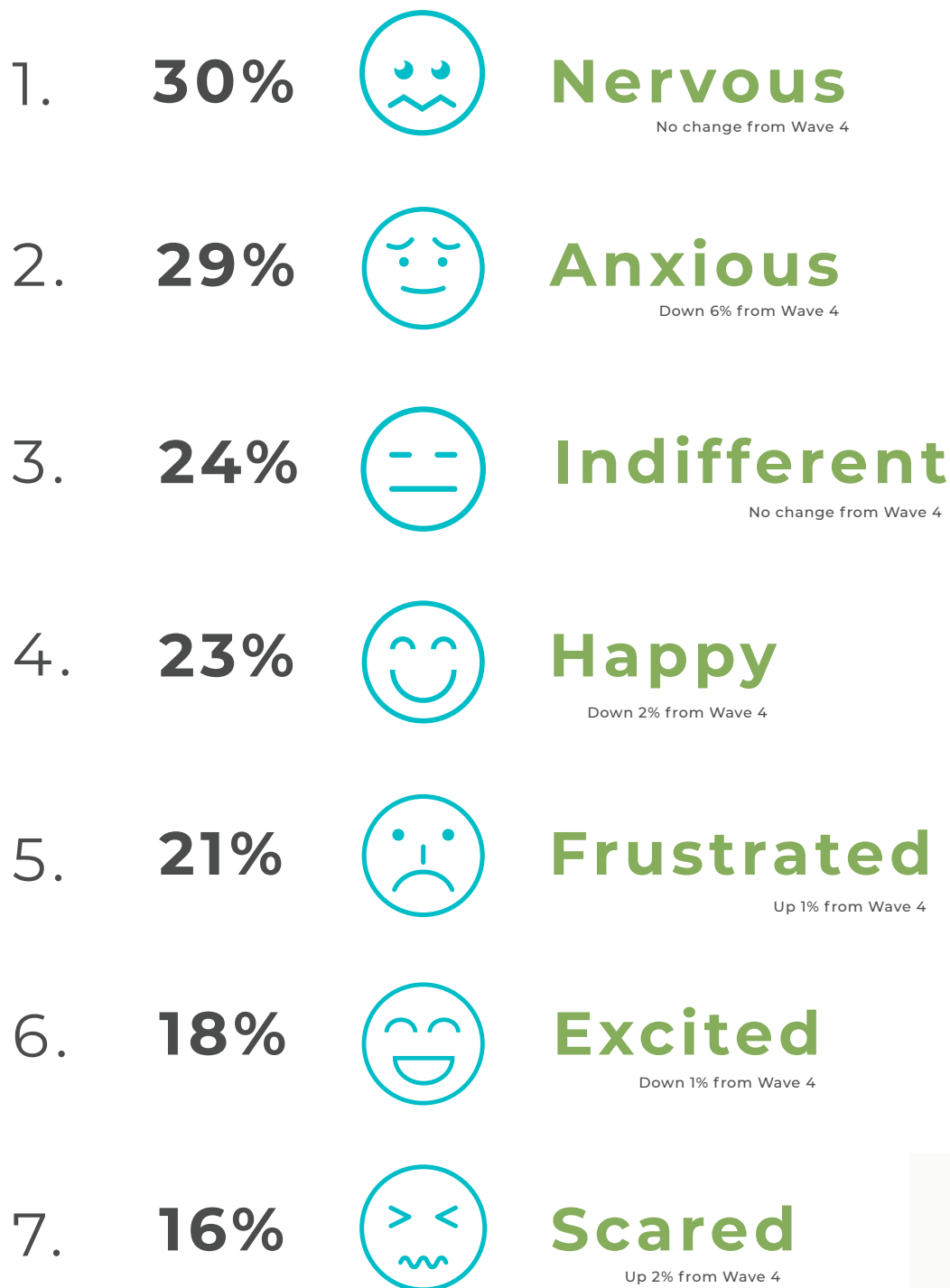
- | | |
|---------------|----------------|
| 1. 14% | 8. 33% |
| 2. 13% | 9. 44% |
| 3. N/A | 10. 42% |
| 4. 16% | 11. 43% |
| 5. 30% | 12. 55% |
| 6. 29% | 13. 53% |
| 7. 30% | 14. 66% |

Wave 3

- | | |
|---------------|----------------|
| 1. 14% | 8. 30% |
| 2. 14% | 9. 41% |
| 3. 17% | 10. 41% |
| 4. 16% | 11. 39% |
| 5. 27% | 12. 53% |
| 6. 27% | 13. 48% |
| 7. 30% | 14. 64% |

Wave 5

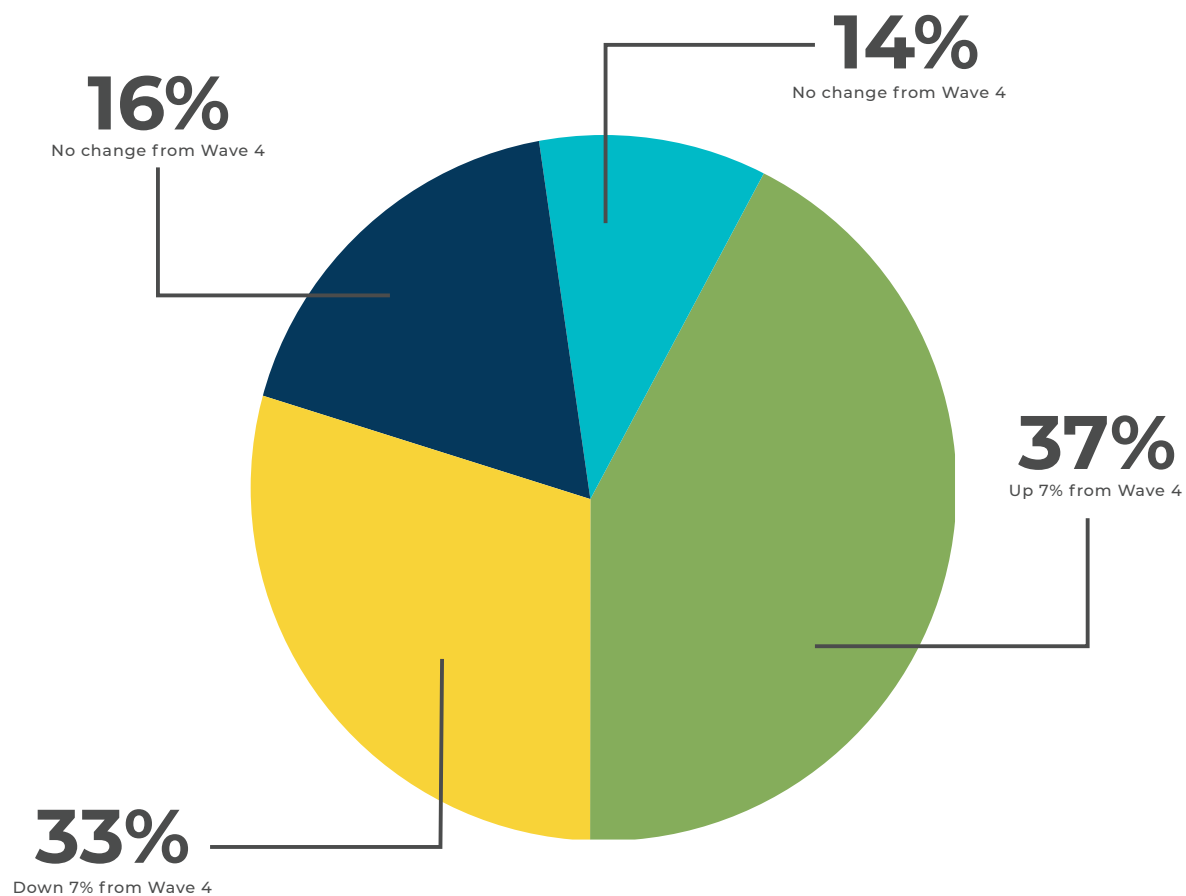
How do you feel about carrying on with your day-to-day life as you were prior to COVID-19?



	Wave 1	Wave 2	Wave 3
1.	29%	28%	31%
2.	32%	31%	34%
3.	24%	26%	24%
4.	29%	29%	28%
5.	17%	17%	17%
6.	19%	21%	21%
7.	12%	12%	14%

Wave 5

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 5

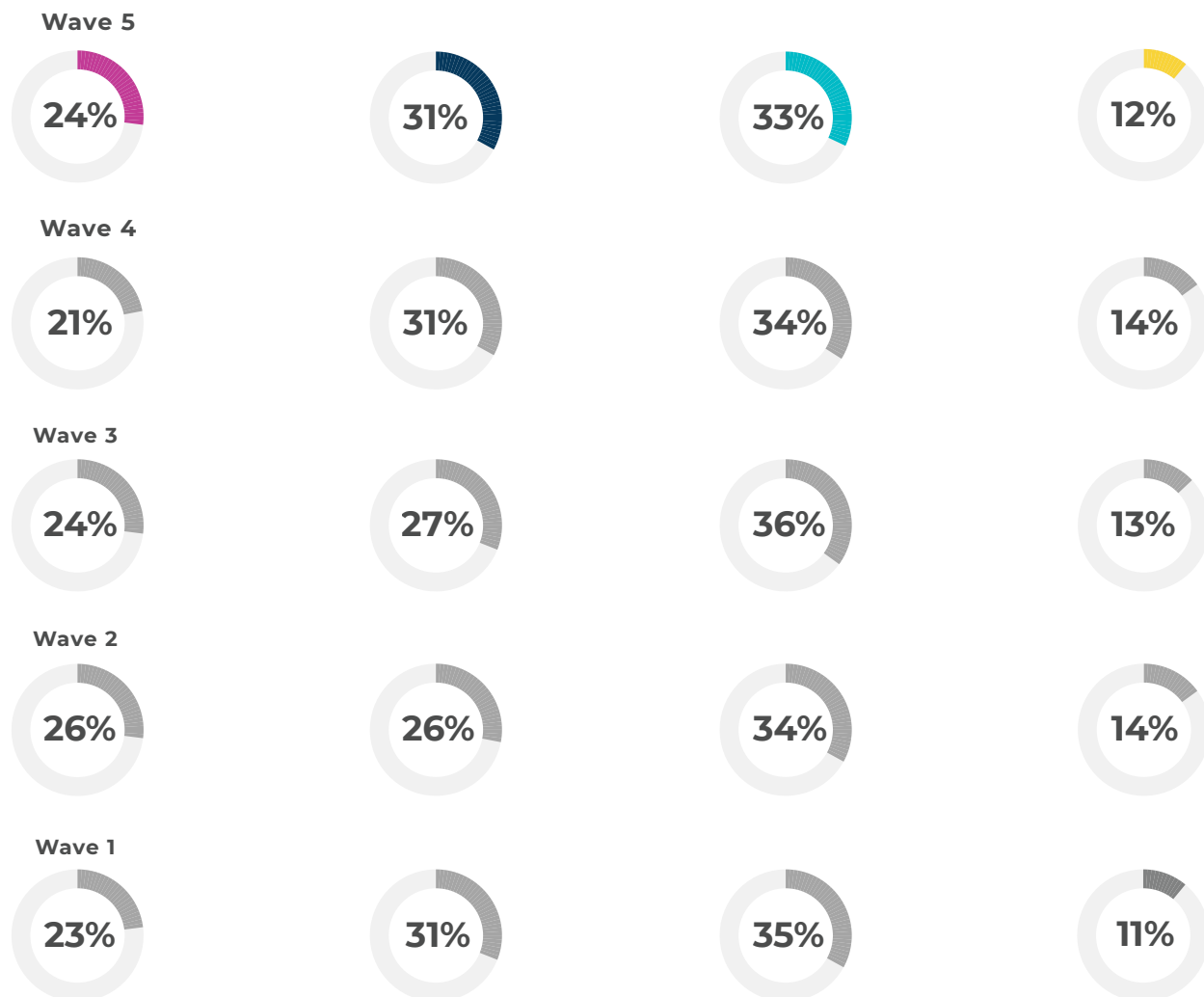
How worried are you that another pandemic will happen in your lifetime?

Very worried

Somewhat worried

A little worried

Not at all worried

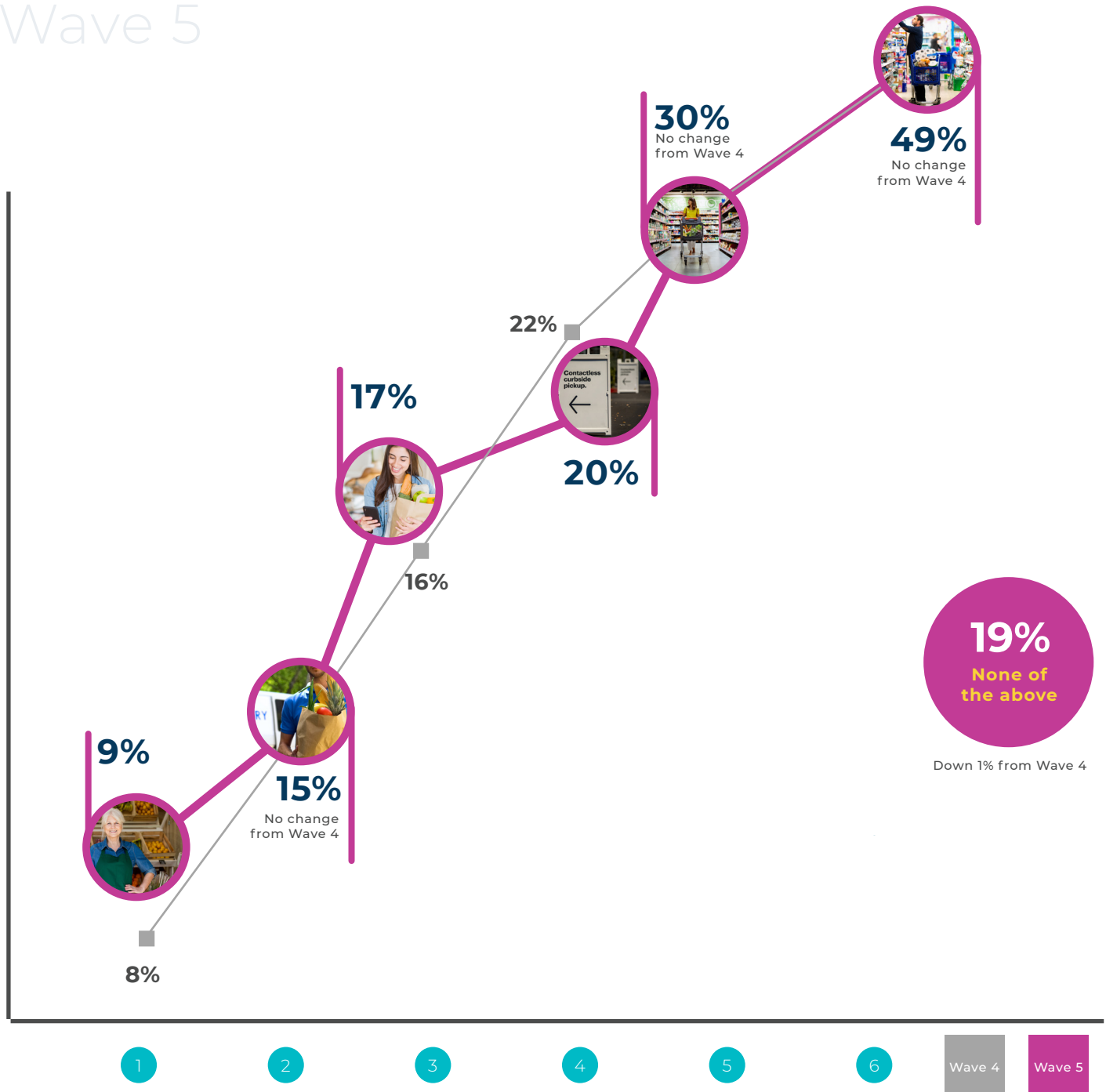


Will you continue stockpiling any of the following items after COVID-19 stabilizes?



Wave 5	Wave 4	Wave 3	Wave 2	Wave 1	
37%	39%	41%	39%	38%	Hand sanitizer/wipes
38%	36%	41%	36%	34%	Cleaning supplies
31%	31%	32%	28%	27%	Masks
30%	28%	35%	30%	27%	Toiletries
28%	28%	30%	26%	26%	Paper goods
25%	24%	32%	26%	26%	Non-perishable food
27%	28%	32%	29%	26%	Bottled water
19%	22%	24%	22%	22%	Gloves
14%	17%	16%	14%	16%	Meat
16%	15%	18%	15%	14%	Over the counter medication
12%	13%	16%	14%	13%	Pet food
7%	8%	11%	8%	8%	Beer, wine & liquor
4%	3%	5%	3%	3%	Meat substitutes

Wave 5



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

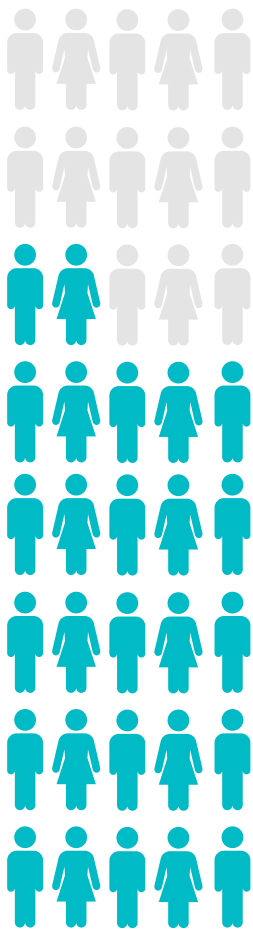
1. I will be doing more shopping at smaller, specialty markets **9%**
2. I will be doing more grocery delivery than I was prior to COVID-19 **15%** No change from Wave 4
3. I will be delegating one person to do the shopping instead of having multiple people in my household shopping together **17%**
4. I will be doing more curbside pickup than I was prior to COVID-19 **20%**
5. I will be doing my grocery shopping at one store instead of multiple stores **30%** No change from Wave 4
6. I will be buying more groceries in one trip so that I don't have to go as often **49%** No change from Wave 4

Wave 5

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

64%

Down 4% from Wave 4

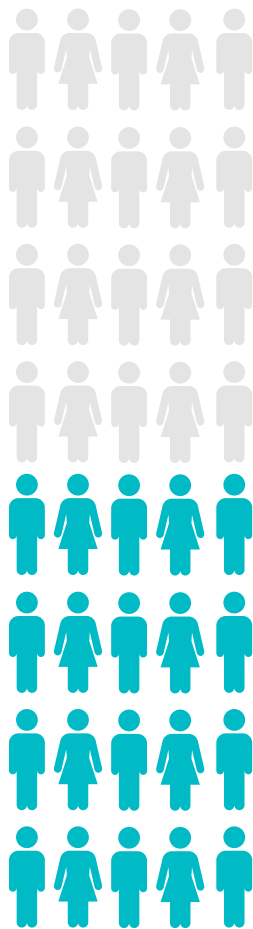


Yes

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

22%

Up 4% from Wave 4



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.

10%

Up 2% from Wave 4



No

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

4%

Down 2% from Wave 4



No

Not applicable/I'm not eligible to vote.

