

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

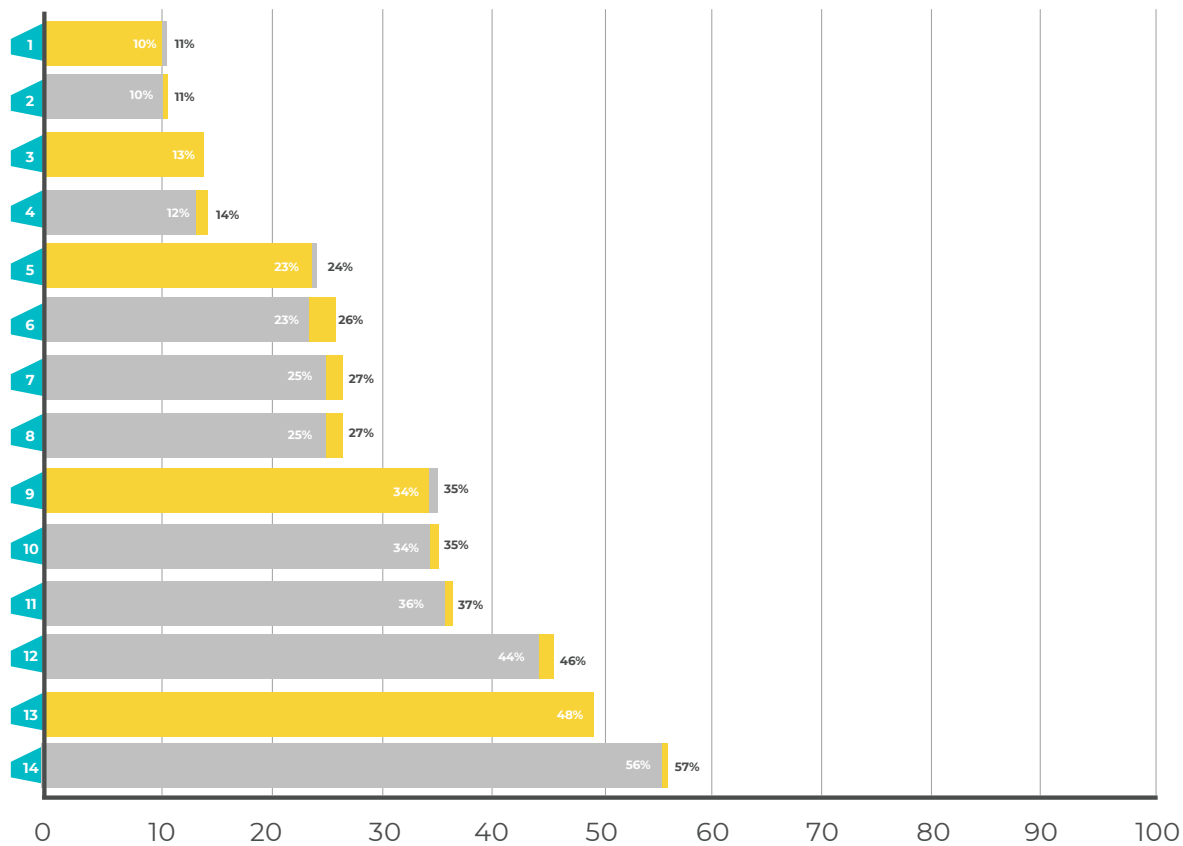
## Tracker Wave 6

Fielded July 6-July 12 among a nationally representative sample of 1,000 Americans aged 18 & over.



# Wave 6

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 **10%**
2. Going to a concert or sporting event **11%**
3. Going to a gym **13%** No change from Wave 5
4. Going to a movie theater **14%**
5. Dining indoors at a restaurant **23%**
6. Taking a vacation **26%**
7. Going to a hair or nail salon **27%**
8. Returning to my office **27%**
9. Gathering with extended family **34%**
10. Gathering with four or more friends **35%**
11. Dining outdoors at a restaurant **37%**
12. Gathering with three or fewer friends **46%**
13. Going to a routine doctor's appointment **48%** No change from Wave 5
14. Gathering with immediate family **57%**



## Wave 1

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

## Wave 2

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

## Wave 3

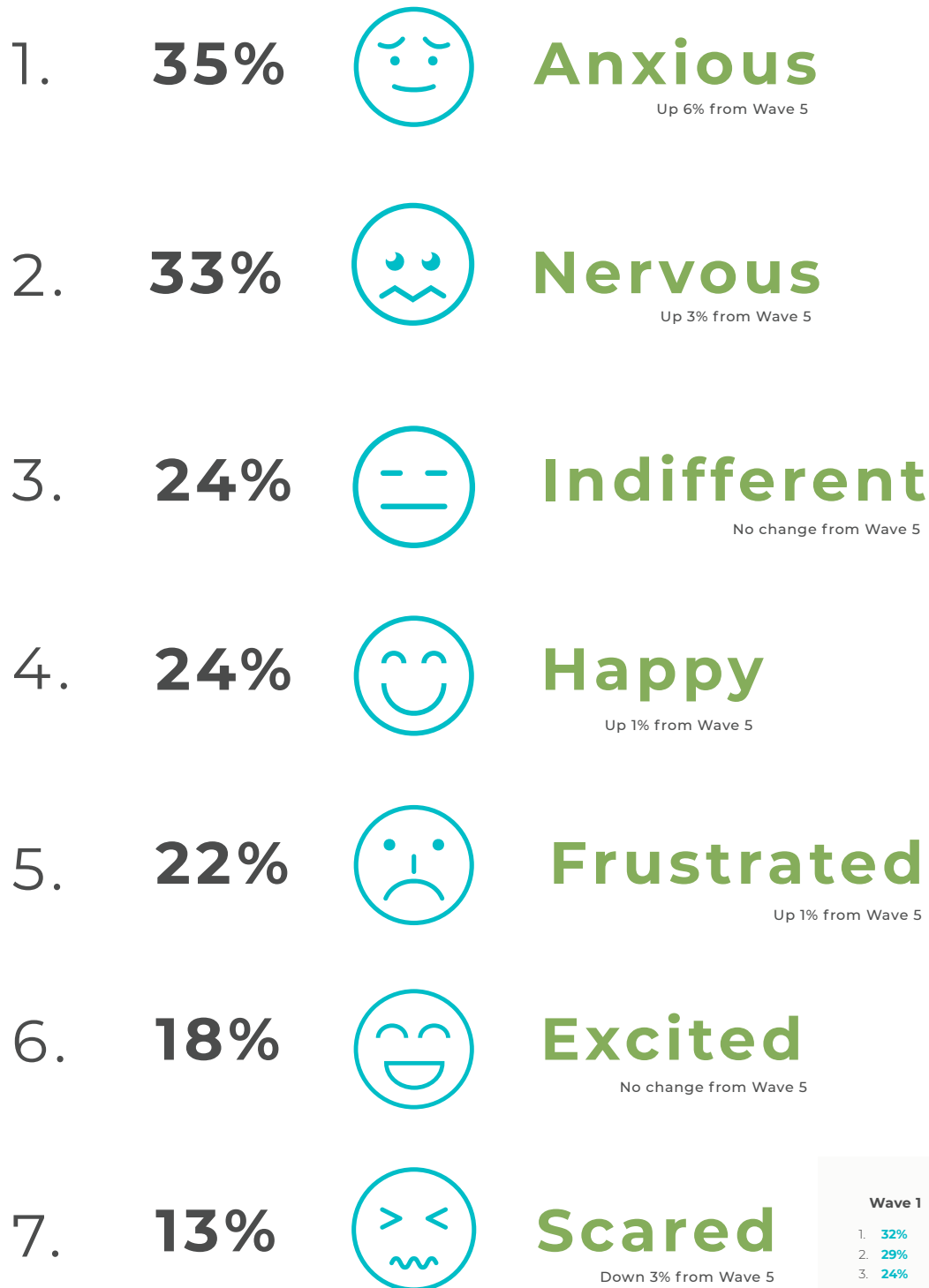
1. <b>14%</b>	8. <b>30%</b>
2. <b>14%</b>	9. <b>41%</b>
3. <b>16%</b>	10. <b>41%</b>
4. <b>17%</b>	11. <b>39%</b>
5. <b>27%</b>	12. <b>53%</b>
6. <b>27%</b>	13. <b>48%</b>
7. <b>30%</b>	14. <b>64%</b>

## Wave 4

1. <b>13%</b>	8. <b>29%</b>
2. <b>12%</b>	9. <b>40%</b>
3. <b>15%</b>	10. <b>39%</b>
4. <b>15%</b>	11. <b>38%</b>
5. <b>25%</b>	12. <b>49%</b>
6. <b>24%</b>	13. <b>48%</b>
7. <b>29%</b>	14. <b>59%</b>

# Wave 6

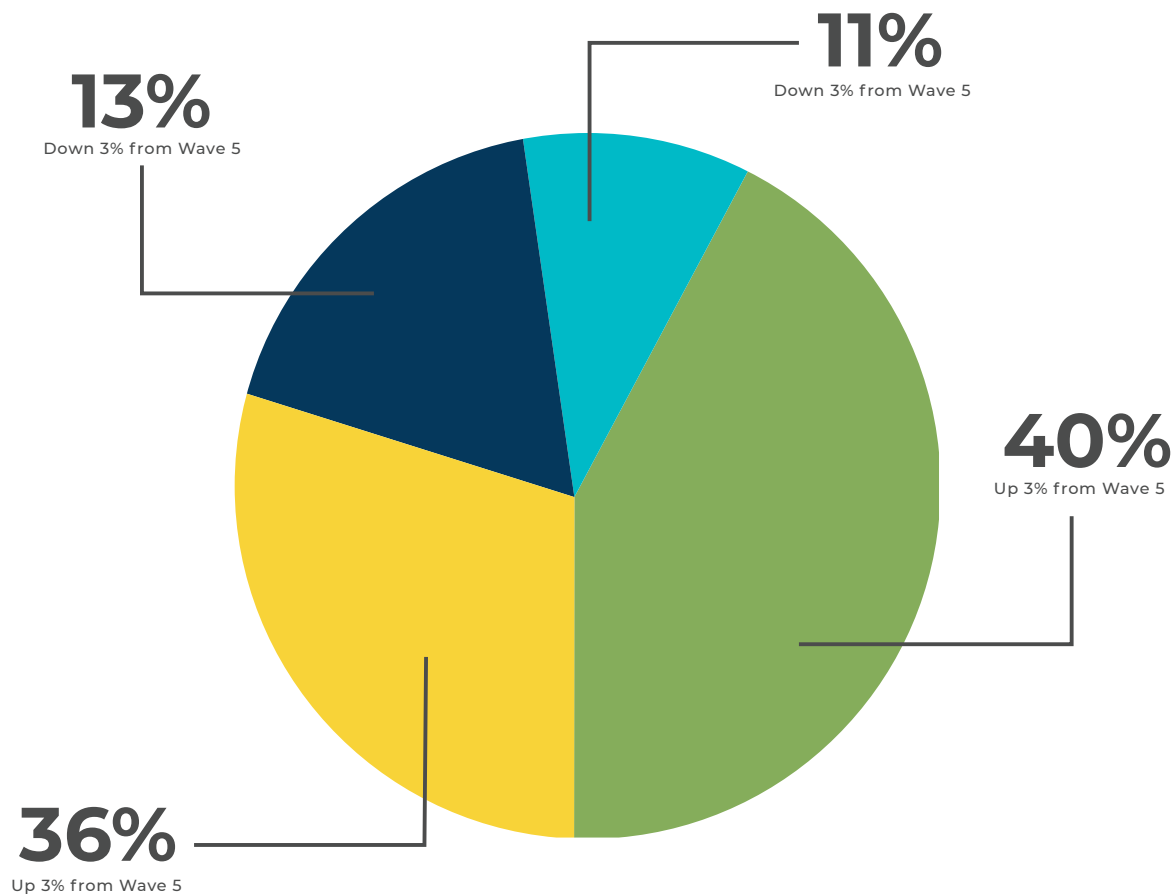
How do you feel about carrying on with your day-to-day life as you were prior to COVID-19?



	Wave 1	Wave 2	Wave 3	Wave 4
1.	32%	31%	34%	35%
2.	29%	28%	31%	30%
3.	24%	26%	24%	24%
4.	29%	29%	28%	25%
5.	17%	17%	17%	20%
6.	19%	21%	21%	19%
7.	12%	12%	14%	14%

## Wave 6

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

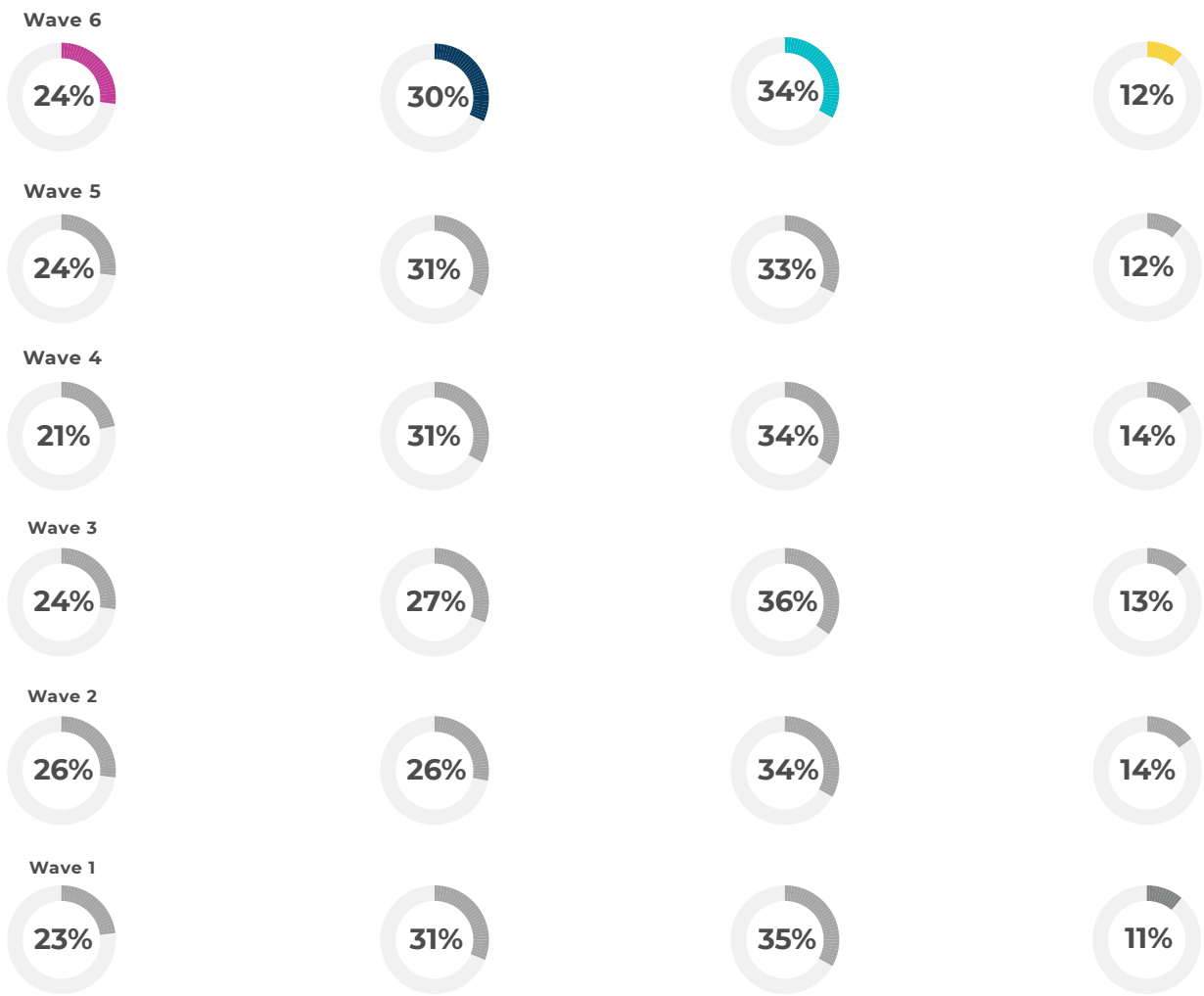


- I'll get it as early as I'm able to
- I'll get it eventually
- I'll wait to read more before deciding whether to get it
- I don't plan to get it

# Wave 6

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

Very worried      Somewhat worried      A little worried      Not at all worried



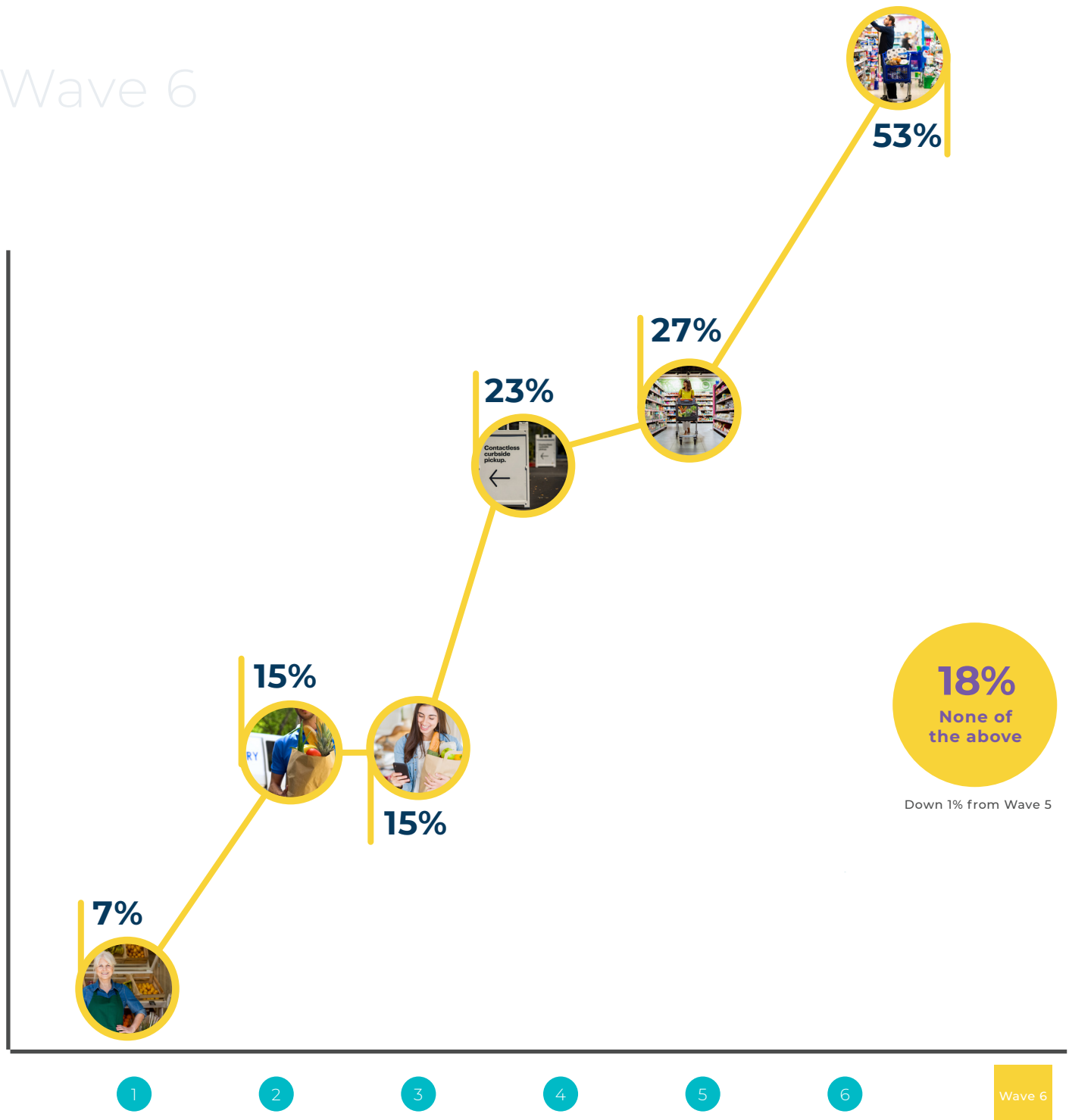


Will you continue stockpiling any of the following items after COVID-19 stabilizes?



Wave 6	Wave 5	Wave 4	Wave 3	Wave 2	Wave 1	
38%	37%	39%	41%	39%	38%	Hand sanitizer/wipes
38%	38%	36%	41%	36%	34%	Cleaning supplies
31%	31%	31%	32%	28%	27%	Masks
30%	30%	28%	35%	30%	27%	Toiletries
27%	28%	28%	30%	26%	26%	Paper goods
29%	25%	24%	32%	26%	26%	Non-perishable food
31%	27%	28%	32%	29%	26%	Bottled water
20%	19%	22%	24%	22%	22%	Gloves
15%	14%	17%	16%	14%	16%	Meat
15%	16%	15%	18%	15%	14%	Over the counter medication
13%	12%	13%	16%	14%	13%	Pet food
10%	7%	8%	11%	8%	8%	Beer, wine & liquor
4%	4%	3%	5%	3%	3%	Meat substitutes

# Wave 6



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

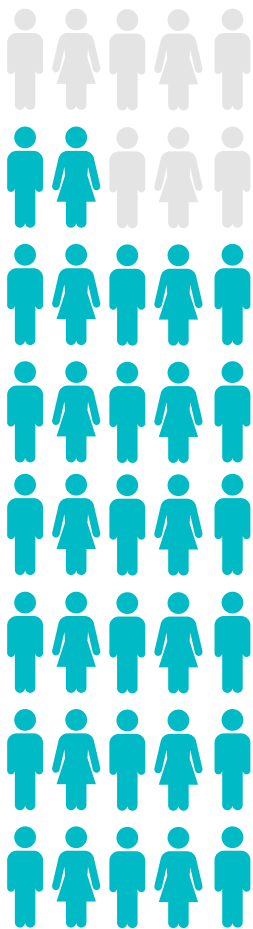
1. I will be doing more shopping at smaller, specialty markets **7%** Down 2% from Wave 5
2. I will be doing more grocery delivery than I was prior to COVID-19 **15%** No change from Wave 5
3. I will be delegating one person to do the shopping instead of having multiple people in my household shopping together **15%** Down 2% from Wave 5
4. I will be doing more curbside pickup than I was prior to COVID-19 **23%** Up 3% from Wave 5
5. I will be doing my grocery shopping at one store instead of multiple stores **27%** Down 3% from Wave 5
6. I will be buying more groceries in one trip so that I don't have to go as often **53%** Up 4% from Wave 5

## Wave 6

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

**70%**

Up 6% from Wave 5



**Yes**

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

**20%**

Down 2% from Wave 5



**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.

**7%**

Down 3% from Wave 5



**No**

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

**3%**

Down 1% from Wave 5



**No**

Not applicable/I'm not eligible to vote.



