

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

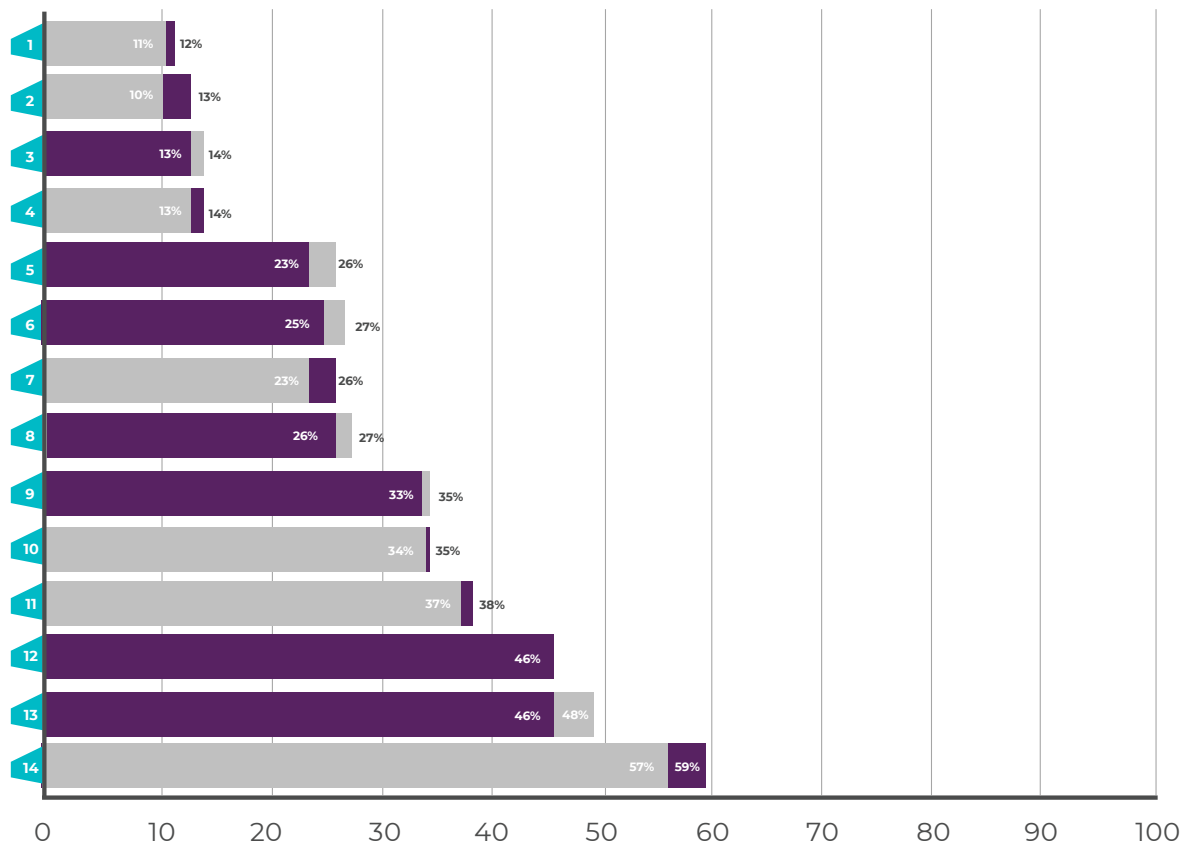
## Tracker Wave 7

Fielded July 13-July 19 among a nationally representative sample of 1,000 Americans aged 18 & over.



# Wave 7

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 **12%**
2. Going to a bar **13%**
3. Going to a movie theater **13%**
4. Going to a gym **14%**
5. Taking a vacation **23%**
6. Returning to my office **25%**
7. Dining indoors at a restaurant **26%**
8. Going to a hair or nail salon **26%**
9. Gathering with four or more friends **33%**
10. Gathering with extended family **35%**
11. Dining outdoors at a restaurant **38%**
12. Gathering with three or fewer friends **46%** No Change from Wave 6
13. Going to a routine doctor's appointment **46%**
14. Gathering with immediate family **59%**



Wave 1				Wave 2				Wave 3			
1.	14%	8.	26%	1.	14%	8.	30%	1.	14%	8.	30%
2.	12%	9.	40%	2.	13%	9.	44%	2.	14%	9.	41%
3.	N/A	10.	42%	3.	N/A	10.	42%	3.	17%	10.	41%
4.	14%	11.	39%	4.	16%	11.	43%	4.	16%	11.	39%
5.	24%	12.	52%	5.	30%	12.	55%	5.	27%	12.	53%
6.	31%	13.	47%	6.	33%	13.	53%	6.	30%	13.	48%
7.	25%	14.	63%	7.	29%	14.	66%	7.	27%	14.	64%
Wave 4				Wave 5							
1.	12%	8.	29%	1.	10%	8.	25%				
2.	13%	9.	39%	2.	11%	9.	34%				
3.	15%	10.	40%	3.	12%	10.	35%				
4.	15%	11.	38%	4.	13%	11.	36%				
5.	24%	12.	49%	5.	23%	12.	44%				
6.	29%	13.	48%	6.	25%	13.	48%				
7.	25%	14.	59%	7.	24%	14.	56%				

# Wave 7

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

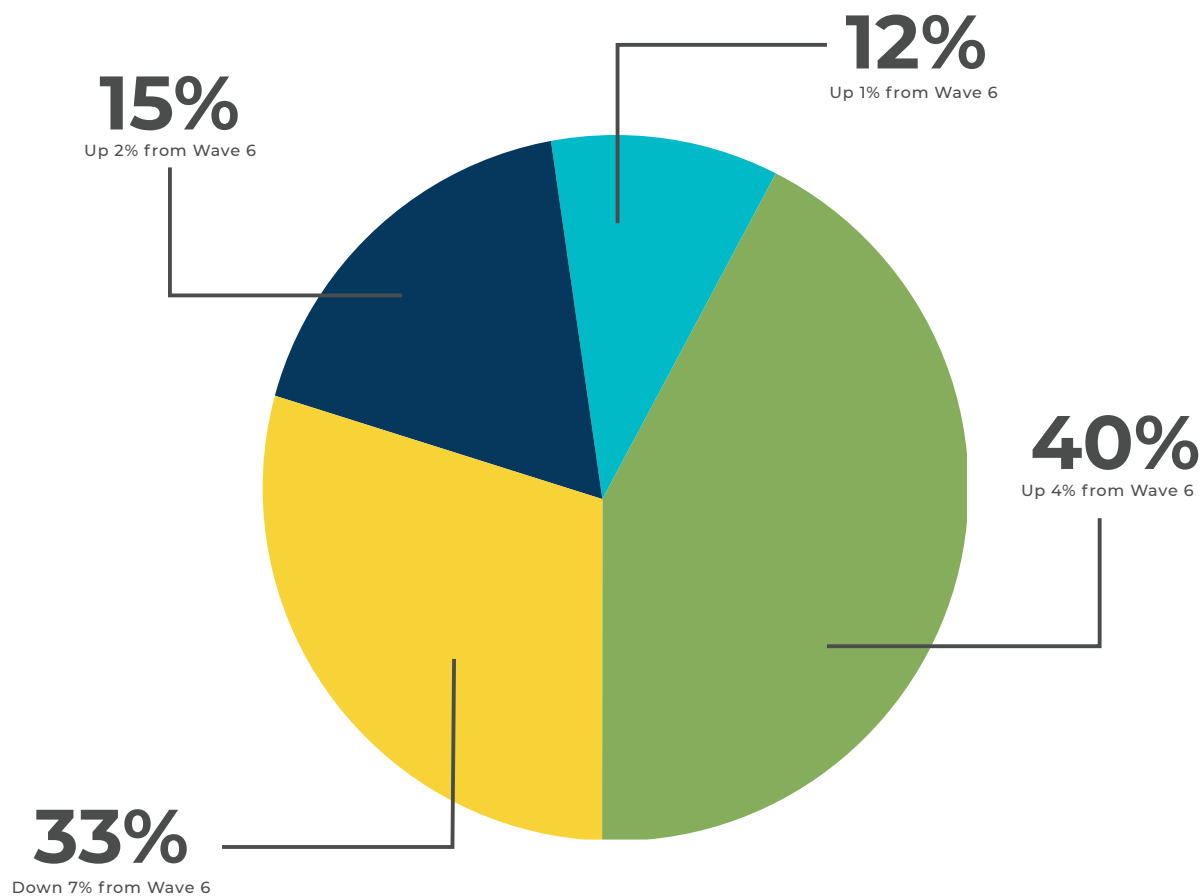
1. **35%**  **Anxious**  
No change from Wave 6
2. **34%**  **Nervous**  
Up 1% from Wave 6
3. **26%**  **Frustrated**  
Up 4% from Wave 6
4. **23%**  **Happy**  
Down 1% from Wave 6
5. **22%**  **Indifferent**  
Down 2% from Wave 6
6. **16%**  **Scared**  
Up 3% from Wave 6
7. **14%**  **Excited**  
Down 4% from Wave 6

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

Wave 4		Wave 5	
1.	35%	1.	29%
2.	30%	2.	30%
3.	20%	3.	21%
4.	25%	4.	23%
5.	24%	5.	24%
6.	14%	6.	16%
7.	19%	7.	18%

## Wave 7

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 7

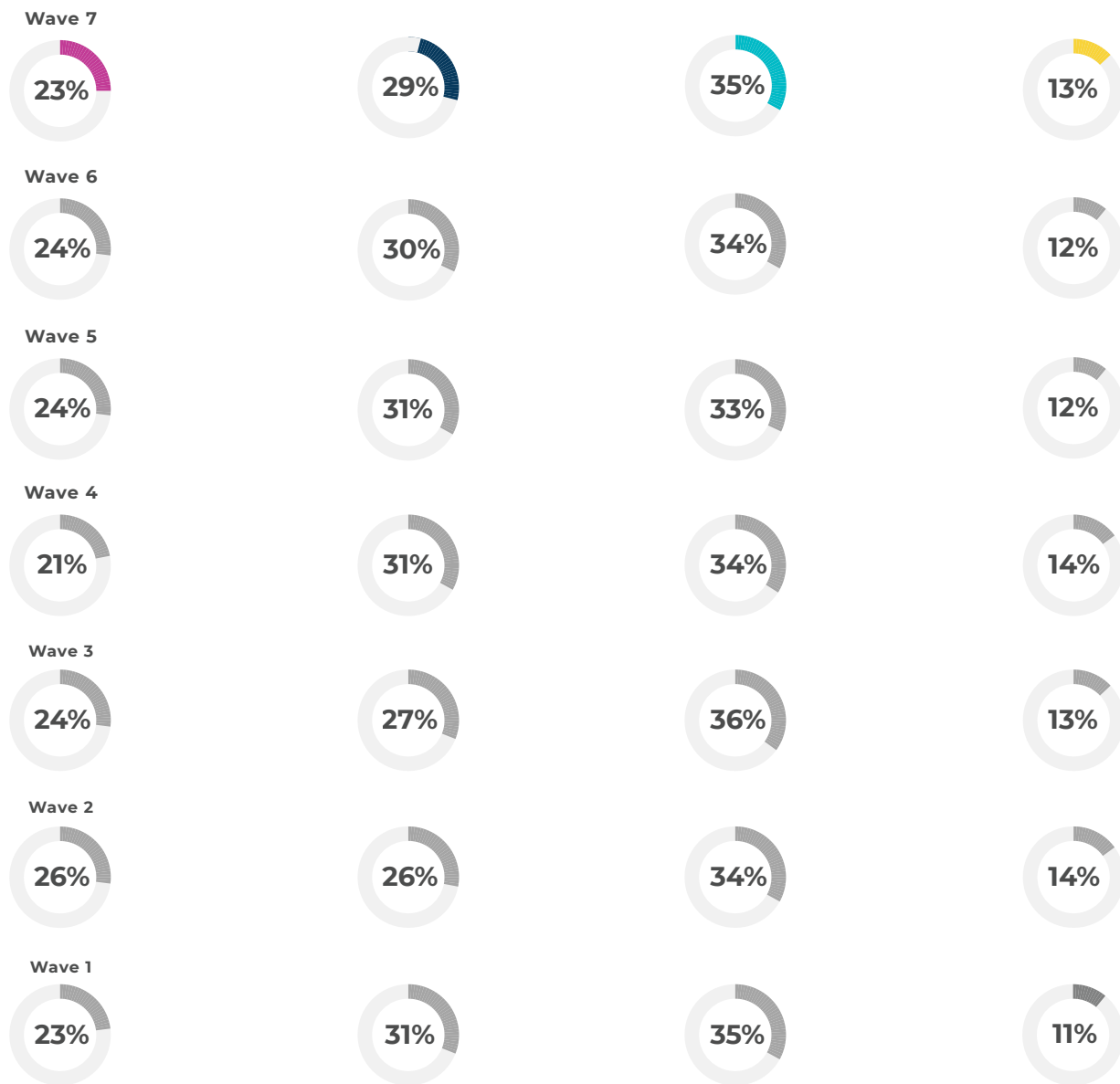
How worried are you that another pandemic will happen in your lifetime?

Very worried

Somewhat worried

A little worried

Not at all worried



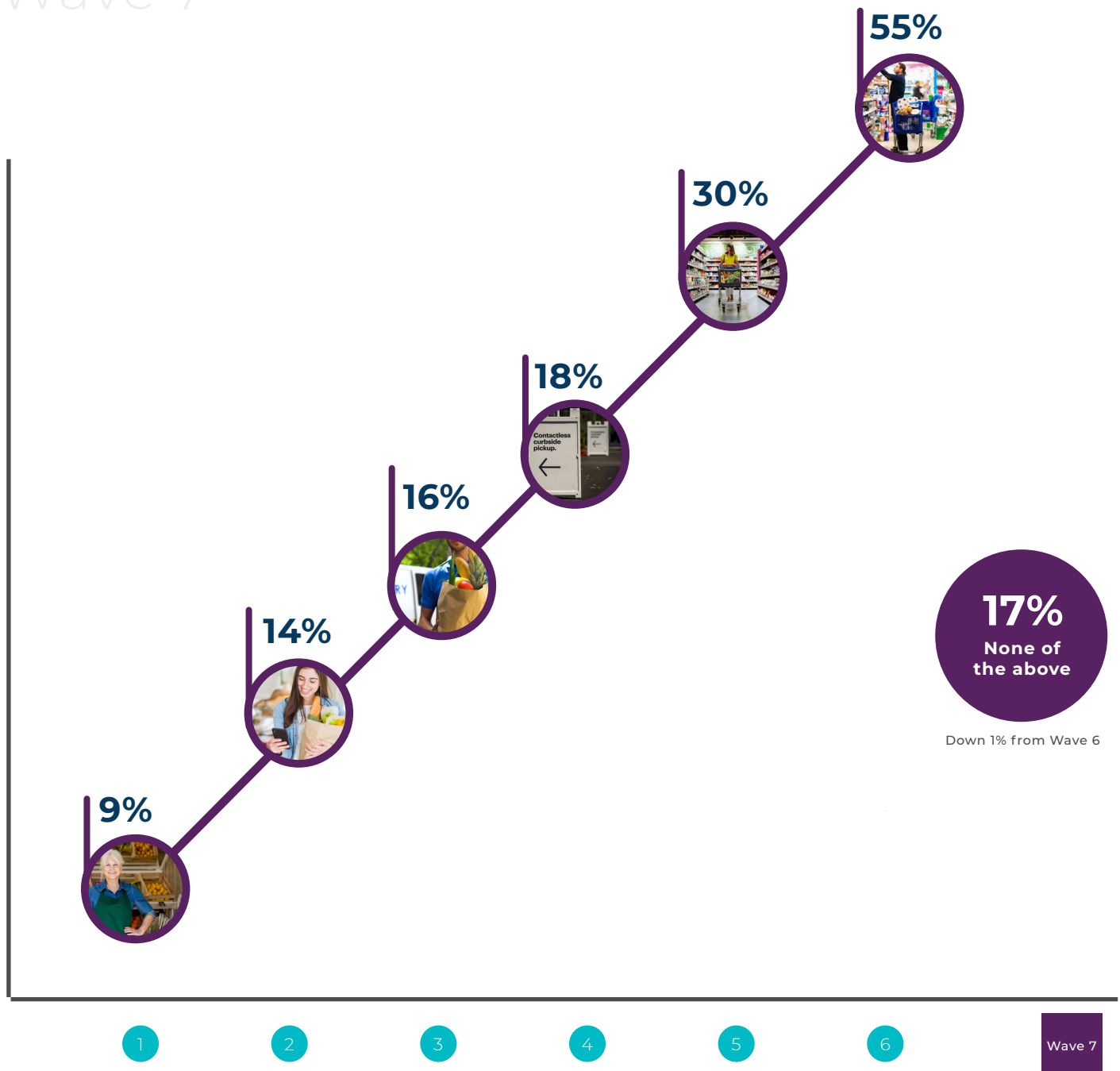


Will you continue stockpiling any of the following items after COVID-19 stabilizes?



Wave 7	Wave 6	Wave 5	Wave 4	Wave 3	Wave 2	Wave 1	
38%	38%	37%	39%	41%	39%	38%	Hand sanitizer/wipes
40%	38%	38%	36%	41%	36%	34%	Cleaning supplies
34%	31%	31%	31%	32%	28%	27%	Masks
31%	30%	30%	28%	35%	30%	27%	Toiletries
26%	27%	28%	28%	30%	26%	26%	Paper goods
24%	29%	25%	24%	32%	26%	26%	Non-perishable food
29%	31%	27%	28%	32%	29%	26%	Bottled water
21%	20%	19%	22%	24%	22%	22%	Gloves
14%	15%	14%	17%	16%	14%	16%	Meat
15%	15%	16%	15%	18%	15%	14%	Over the counter medication
12%	13%	12%	13%	16%	14%	13%	Pet food
9%	10%	7%	8%	11%	8%	8%	Beer, wine & liquor
4%	4%	4%	3%	5%	3%	3%	Meat substitutes

# Wave 7



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

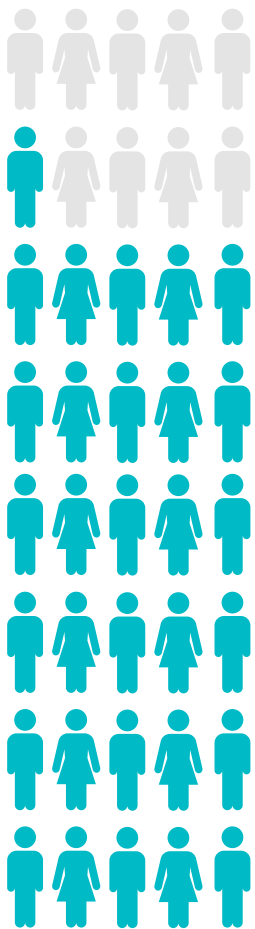
1. I will be doing more shopping at smaller, specialty markets **9%** Up 2% from Wave 6
2. I will be delegating one person to do the shopping instead of having multiple people in my household shopping together **14%** Down 1% from Wave 6
3. I will be doing more grocery delivery than I was prior to COVID-19 **16%** Up 1% from Wave 6
4. I will be doing more curbside pickup than I was prior to COVID-19 **18%** Down 5% from Wave 6
5. I will be doing my grocery shopping at one store instead of multiple stores **30%** Up 3% from Wave 6
6. I will be buying more groceries in one trip so that I don't have to go as often **55%** Up 2% from Wave 6

## Wave 7

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

**69%**

Down 1% from Wave 6



**Yes**

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

**19%**

Down 1% from Wave 6



**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%**

No change from Wave 6



**No**

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

**5%**

Up 2% from Wave 6



**No**

Not applicable/I'm not eligible to vote.



