

Consumer Insights During the COVID-19 Re-entry Period

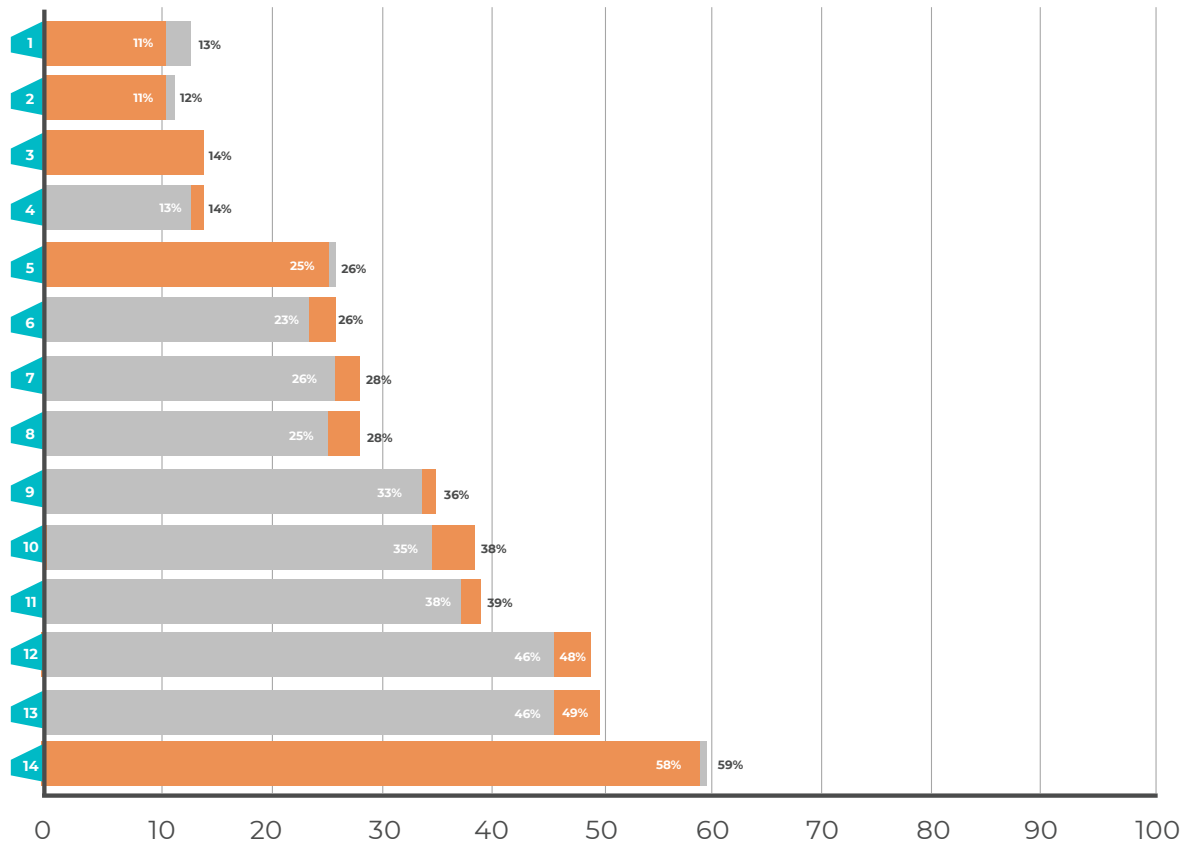
Tracker Wave 8

Fielded July 20-July 26 among a nationally representative sample of 1,000 Americans aged 18 & over.



Wave 8

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 **11%**
2. Going to a concert or sporting event **11%**
3. Going to a gym **14%** No Change from Wave 7
4. Going to a movie theater **14%**
5. Dining indoors at a restaurant **25%**
6. Taking a vacation **26%**
7. Going to a hair or nail salon **28%**
8. Returning to my office **28%**
9. Gathering with four or more friends **36%**
10. Gathering with extended family **38%**
11. Dining outdoors at a restaurant **39%**
12. Gathering with three or fewer friends **48%**
13. Going to a routine doctor's appointment **49%**
14. Gathering with immediate family **58%**



Wave 1				Wave 2				Wave 3			
1.	12%	8.	31%	1.	13%	8.	33%	1.	14%	8.	30%
2.	14%	9.	40%	2.	14%	9.	44%	2.	14%	9.	41%
3.	14%	10.	42%	3.	16%	10.	42%	3.	16%	10.	41%
4.	N/A	11.	39%	4.	N/A	11.	43%	4.	17%	11.	39%
5.	25%	12.	52%	5.	29%	12.	55%	5.	27%	12.	53%
6.	24%	13.	47%	6.	30%	13.	53%	6.	27%	13.	48%
7.	26%	14.	63%	7.	30%	14.	66%	7.	30%	14.	64%
Wave 4				Wave 5				Wave 6			
1.	13%	8.	29%	1.	11%	8.	25%	1.	10%	8.	27%
2.	12%	9.	39%	2.	10%	9.	34%	2.	11%	9.	35%
3.	15%	10.	40%	3.	13%	10.	35%	3.	13%	10.	34%
4.	15%	11.	38%	4.	12%	11.	36%	4.	13%	11.	37%
5.	25%	12.	49%	5.	24%	12.	44%	5.	23%	12.	46%
6.	24%	13.	48%	6.	23%	13.	48%	6.	26%	13.	48%
7.	29%	14.	59%	7.	25%	14.	56%	7.	27%	14.	57%

Wave 8

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

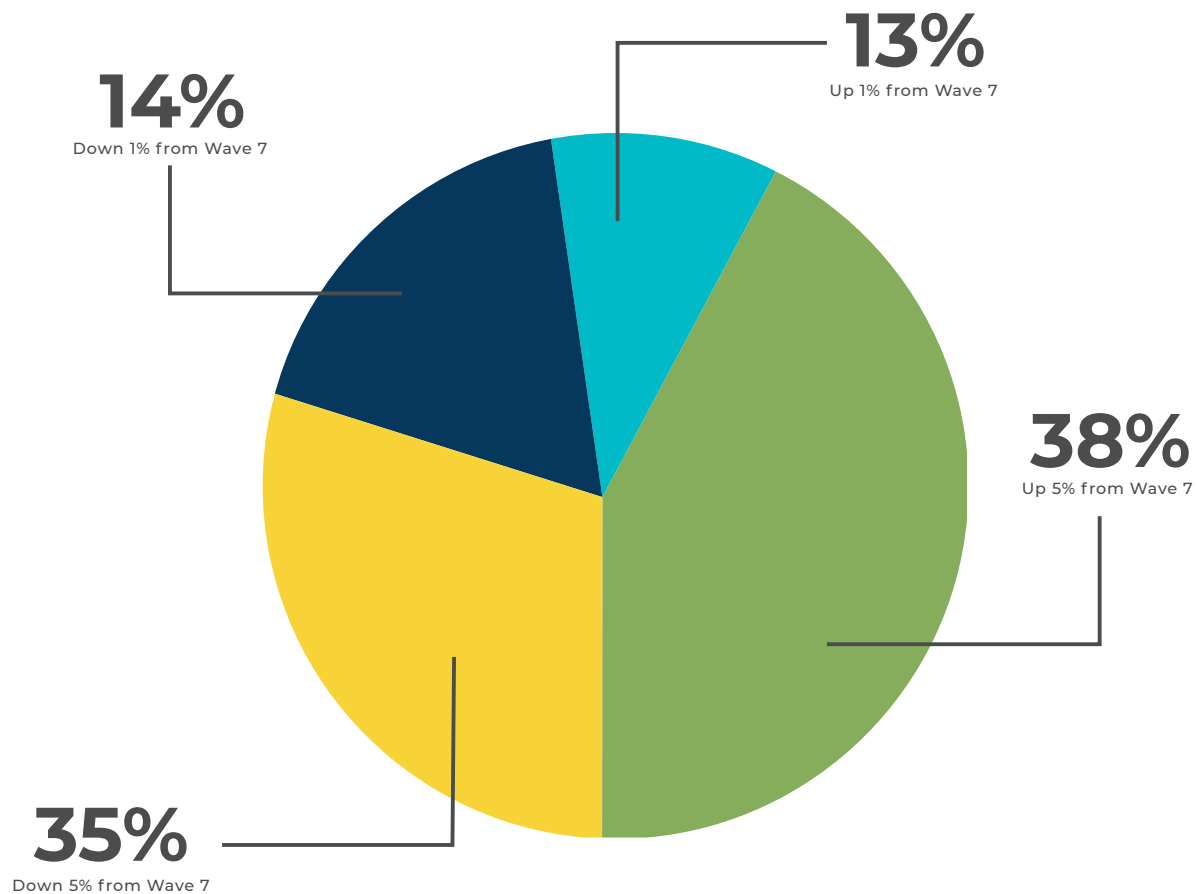
1. **33%**  **Anxious**
Down 2% from Wave 7
2. **30%**  **Nervous**
Down 4% from Wave 7
3. **27%**  **Happy**
Up 4% from Wave 7
4. **23%**  **Indifferent**
Up 1% from Wave 7
5. **19%**  **Frustrated**
Down 7% from Wave 7
6. **17%**  **Excited**
Up 3% from Wave 7
7. **14%**  **Scared**
Down 2% from Wave 7

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

Wave 4		Wave 5		Wave 6	
1.	35%	1.	29%	1.	35%
2.	30%	2.	30%	2.	33%
3.	25%	3.	23%	3.	24%
4.	24%	4.	24%	4.	24%
5.	20%	5.	21%	5.	22%
6.	19%	6.	18%	6.	18%
7.	14%	7.	16%	7.	13%

Wave 8

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

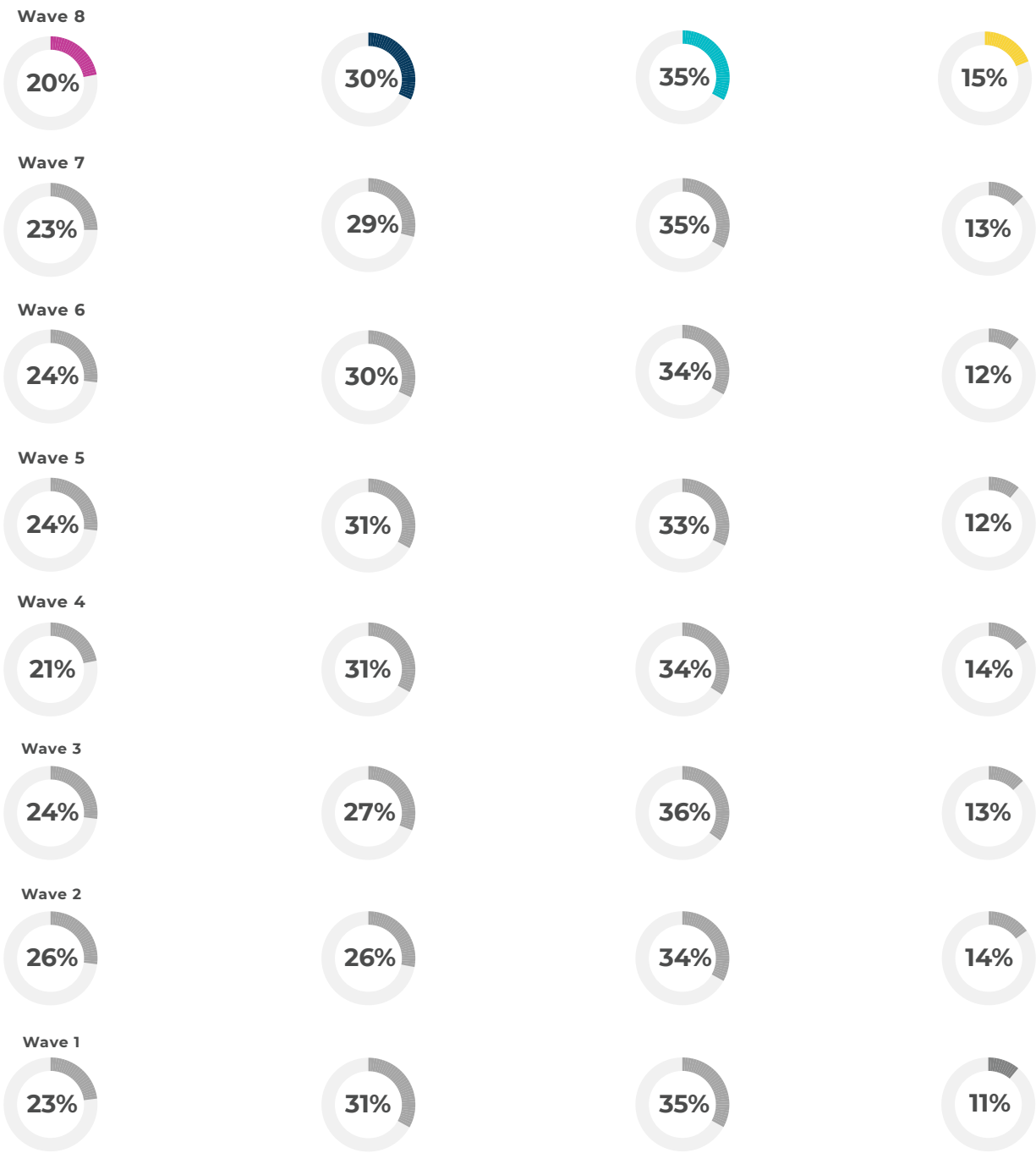


- I'll get it as early as I'm able to
- I'll get it eventually
- I'll wait to read more before deciding whether to get it
- I don't plan to get it

Wave 8

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

Very worried Somewhat worried A little worried Not at all worried

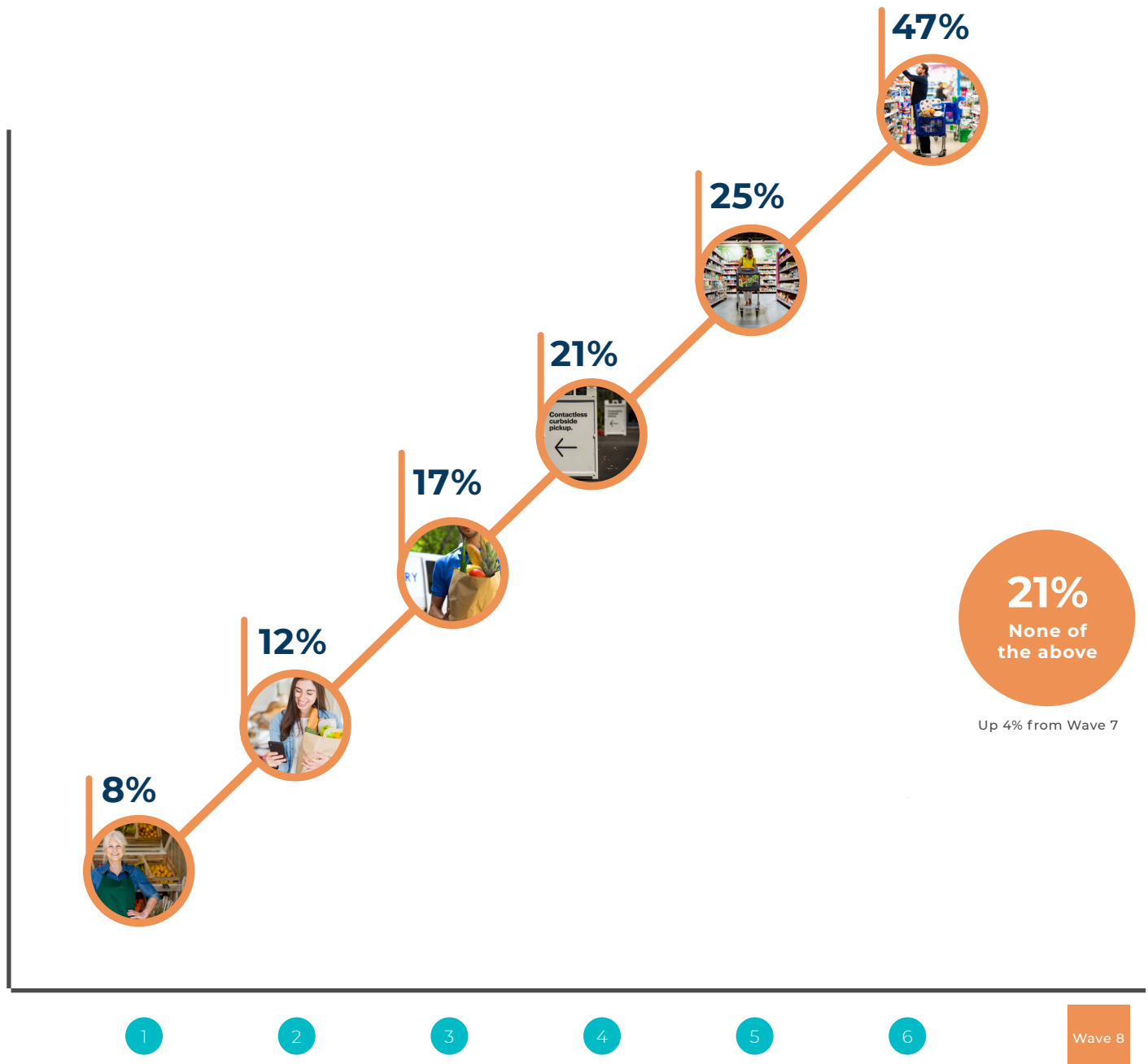


Will you continue stockpiling any of the following items after COVID-19 stabilizes?



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

Wave 8



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

1. I will be doing more shopping at smaller, specialty markets **8%** Down 1% from Wave 7
2. I will be delegating one person to do the shopping instead of having multiple people in my household shopping together **12%** Down 2% from Wave 7
3. I will be doing more grocery delivery than I was prior to COVID-19 **17%** Up 1% from Wave 7
4. I will be doing more curbside pickup than I was prior to COVID-19 **21%** Up 3% from Wave 7
5. I will be doing my grocery shopping at one store instead of multiple stores **25%** Down 5% from Wave 7
6. I will be buying more groceries in one trip so that I don't have to go as often **47%** Down 8% from Wave 7

Wave 8

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

70%

Up 1% from Wave 7



Yes

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

18%

Down 1% from Wave 7



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 7



No

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

4%

Down 1% from Wave 7



No

Not applicable/I'm not eligible to vote.

