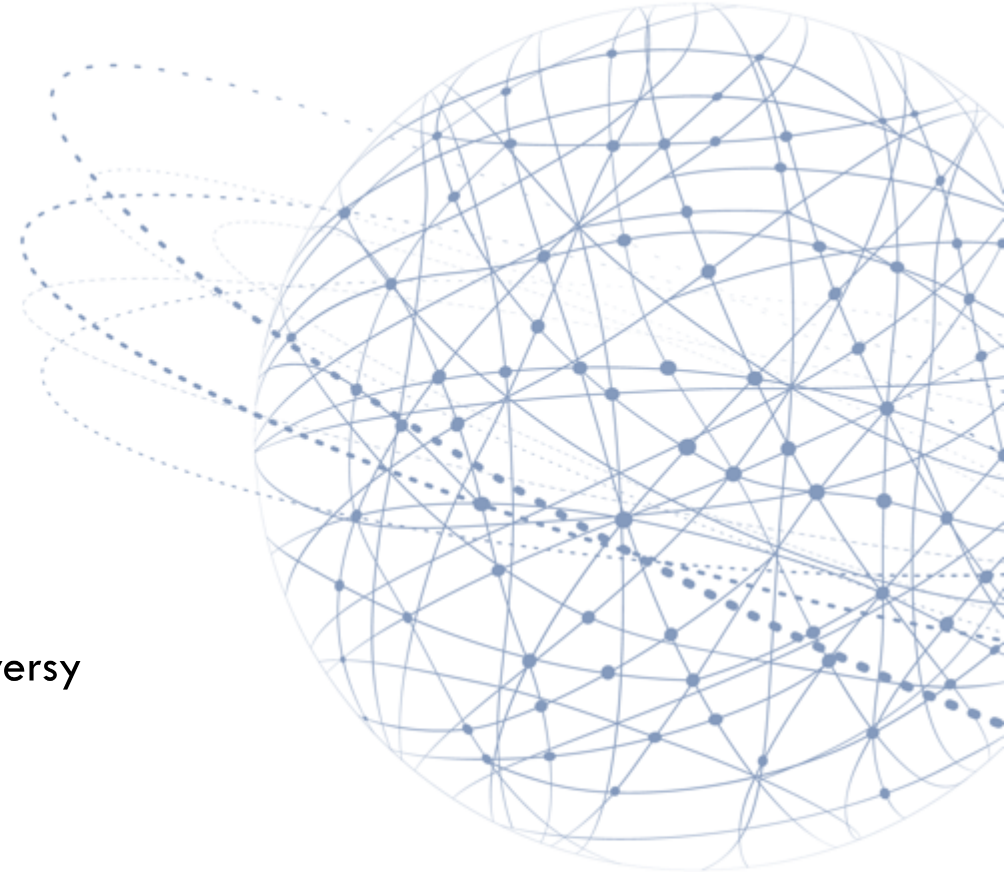
ACUPOLL®

Transcend the Status Quo™

COVID-19 & Racial Unrest:

Re-Start Reactions, Commerce & Controversy

Waves 10 & 11: Through June 12



ACUPULSE™

OBJECTIVES

- As the COVID-19 pandemic continues to spread, affecting daily life for virtually all Americans, ACUPOLL seeks to give you a window into the hearts, minds, and evolving behaviors of your consumers by posing the questions we haven't seen anyone else ask about it.
- Because the situation is rapidly evolving, we are updating our learning periodically to keep you up-to-date on trends.
- This wave extends beyond COVID-19 issues to include reactions to the racial injustice/police brutality protests that are taking place across the country.

SAMPLE SELECTION: REP U.S. Males and Females age 18+

Download previous waves here:

https://www.acupoll.com/blog/category/COVID-19+Data+Reports

FIELD DATES & SAMPLE SIZES (Margin of error 3% @ 90% confidence)

Report #	Field Date	n=	Topic Highlights
1	March 18 March 24	803 819	New behaviors, impact of product shortages, expectations from advertisers
2	March 31 April 1	803 808	Shifting priorities, unsung heroes, plans for the future, positives from the crisis
3	April 8 April 14 April 16	982 970 825	Changes in behavior, expectations from retailers and business in general, investigation of what "going back to normal" means
4	April 23 April 30 May 1	900 800 865	More details on "going back to normal," guidance for retailers and restaurants to promote feelings of safety, attitudes about lockdowns
5	May 7 May 8 May 13 May 15 May 18	959 971 904 982 938	Continued exploration of attitudes toward lockdowns and masks, willingness to return to old activities, focus on eating, snacking, and weight
6	June 5 June 12 Focus on e-Commerce: Jan 26 March 26 May 14	858 876 977 973 980	Consumer behavior in terms of re-opening the economy, attitudinal evaluation expanded to include racial protests, what worries are at the top of the list, how advertisers should handle controversial topics, focus on e-commerce

*Key tracking questions captured in every wave: demographics, emotions, core motivations, economic impact, lifestyle and employment changes

Wave 10 & 11 Executive Summary (Page 1 of 2):

Getting back into the world (Page 6)

- Across a wide range of activities, while many people have already returned or plan to do so once allowed, 20–40% of consumers will wait until they feel it's "safe" to return. These levels have dropped about 10% since a month earlier, but remain particularly high for travel, entertainment, restaurants, and more discretionary retailers (malls, clothing/shoes, beauty).
- Consumers plan (or maybe hope) to continue many of the activities they've picked up during the lockdown, including favoring comfortable clothes, cooking, taking "me time," and supporting local businesses.
- 26% of women have paused their beauty routines, with most reporting they're wearing makeup less often.

Lockdowns, protests, Black Lives Matter, and the role advertisers should play (Page 13)

- Consumers' patience with lockdowns and willingness to make sacrifices is high, particularly among Men 18–44; yet about half of people are still afraid we'll be forced to have another lockdown.
- Half of consumers agree that the current racial protests are a tipping point in changing the conversation, a similar number are in favor of peaceful protests over racial injustice, and even more people are worried about race-related issues – and about small business and the economy – than actually catching the virus or passing it to others.
- **What to do about it?** It's complicated. 75% of consumers think advertisers should address current events, with nearly half of people encouraging focus on promoting health, boosting morale, or providing economic help, and 25% encouraging advertisers to address racial issues. Yet the data shows some peril among (divided) consumers who disagree with a Brand's stance.

Wave 10 & 11 Executive Summary (Page 2 of 2):

e-commerce (Page 25)

- Consumers have been increasingly turning to e-commerce for their day-to-day needs, and many (but not all) indicate they will continue to do so, as well as turning to subscriptions to fill some needs.
- Dramatic increases in online sales we've heard about in the press appear to be more from increased frequency among current customers, rather than new adopters.
- Interest in Amazon's 2-hour delivery remains muted, with about 10% reporting a desire to use it regularly, recognizing that could still translate to substantial business growth; support for buying common household products via subscriptions is even higher at nearly 1 in 5 consumers in many categories.

Tracking emotional and economic impact (Page 34)

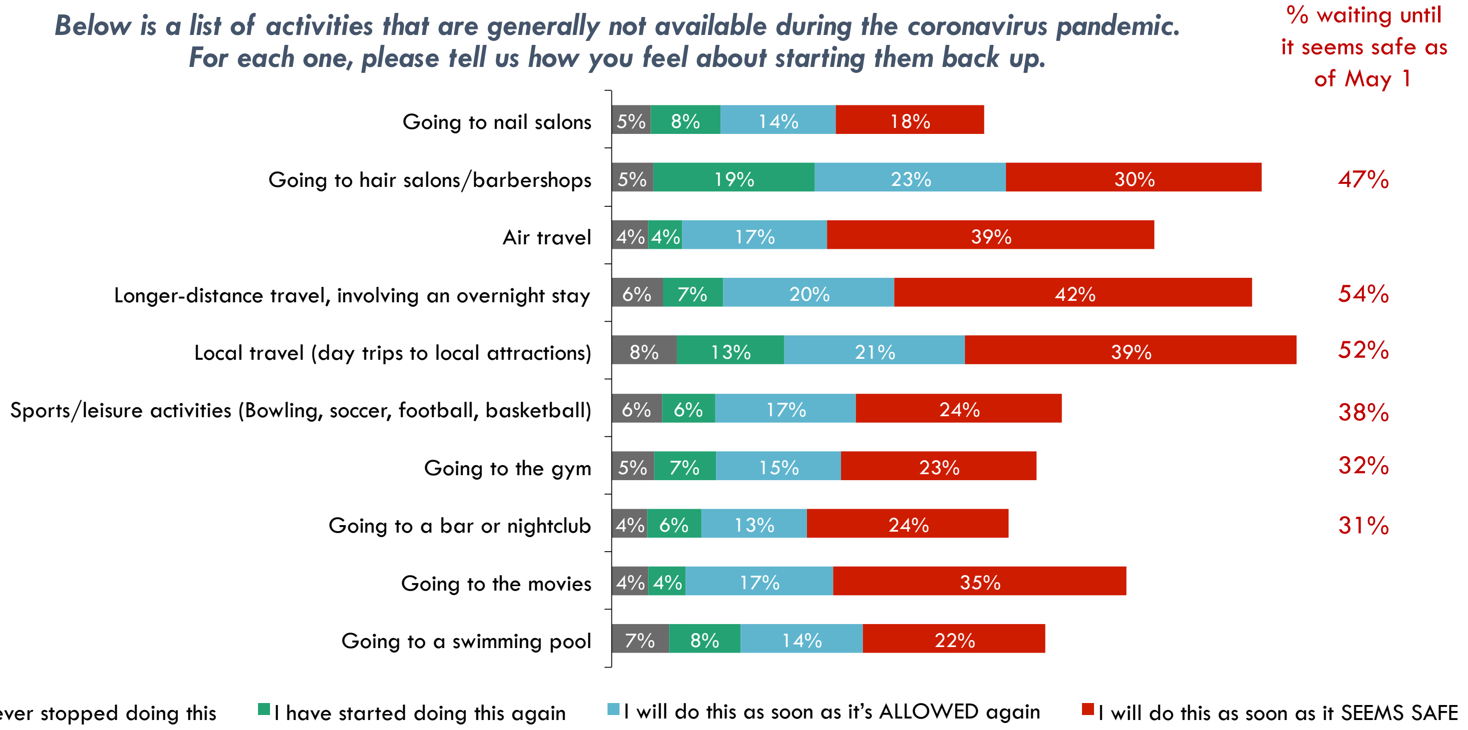
- Income remains suppressed, particularly among lower-income households and minorities; employment might be starting to re-bound, but it's too early to tell with confidence – or if a new wave of illnesses will cause further job loss.
- Higher-income households, while less impacted by job loss, are just as likely to have decreased non-essential spending.

The Continued “Re-Opening”

Just because you can do something, doesn’t mean you should. How do Americans really feel about getting back out into the world?

- **While some have started going back to businesses as they re-open, there are still pockets of 20–40% of consumers who intend to wait until *they* feel it's safe to engage, especially in regards to travel or going to the movies.**
  - These levels have decreased since 4–6 weeks ago, showing a general softening of resolve, or an indication that with the measures in place, these activities seem safe to some now.

Below is a list of activities that are generally not available during the coronavirus pandemic. For each one, please tell us how you feel about starting them back up.



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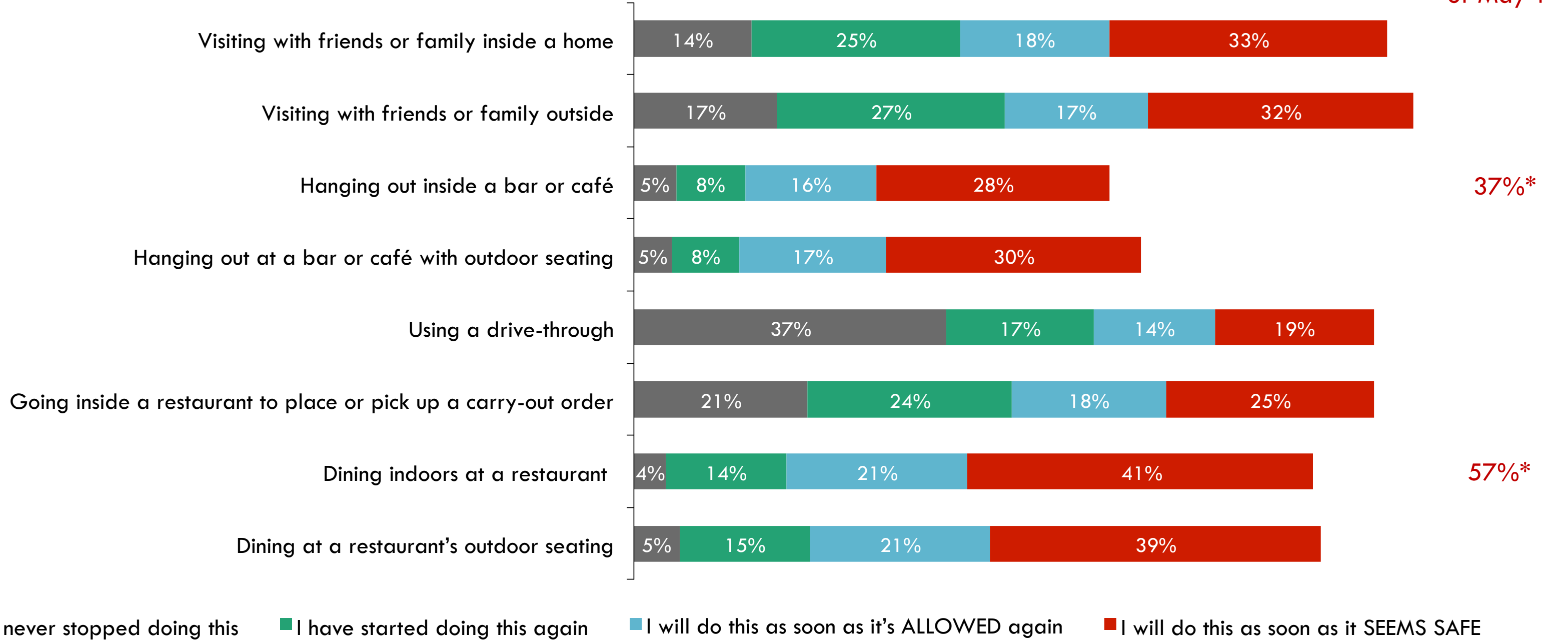
June 12, 2020

- **The same goes for socializing and dining out, with 20–40% holding out for greater comfort (down from even higher in early May), and restaurants being a particularly high concern.**
- **Interestingly, very few people seem to make a distinction between being indoors or outdoors in public places or while visiting friends and family, with near-identical responses within each pair.**

Below is a list of activities that are generally not available during the coronavirus pandemic. For each one, please tell us how you feel about starting them back up.

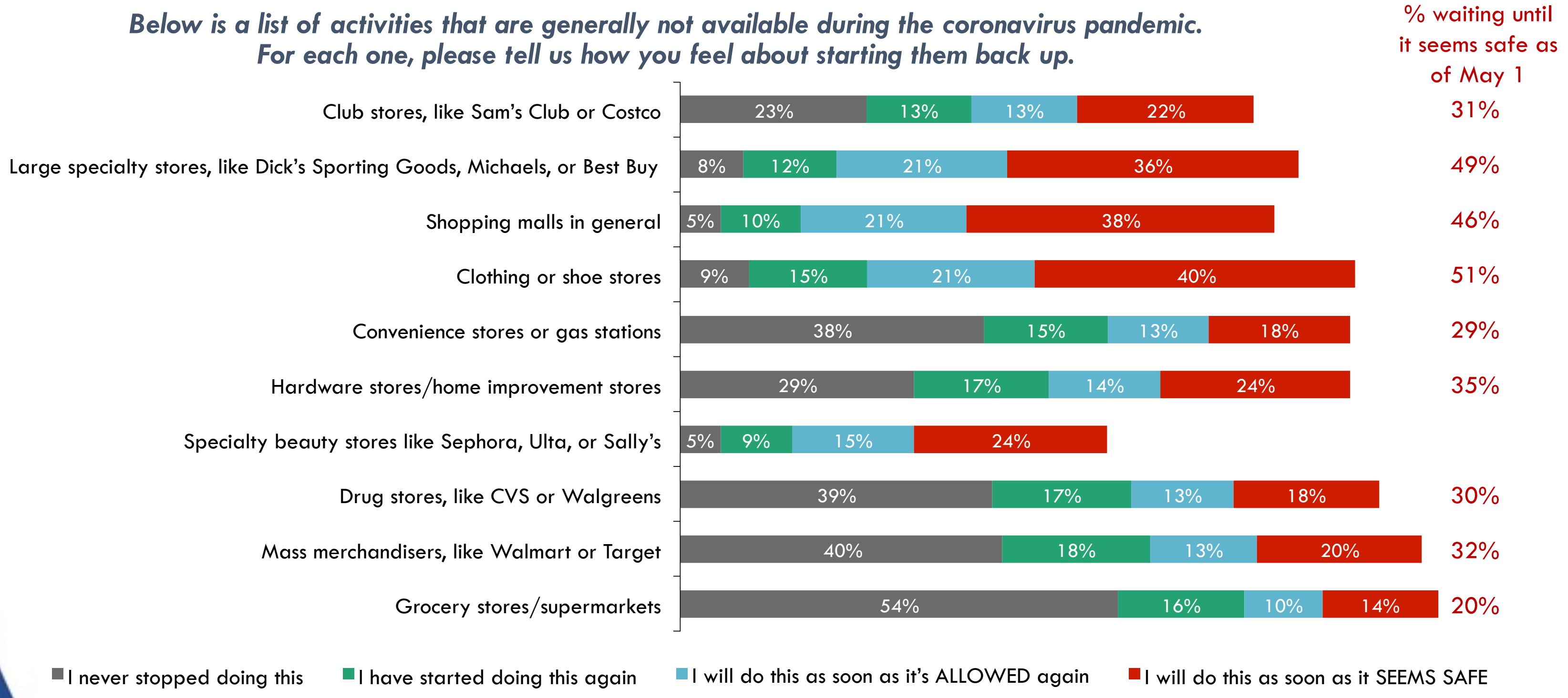
% waiting until it seems safe as of May 1



ACUPOLL Precision Research

*no reference to in or outdoors

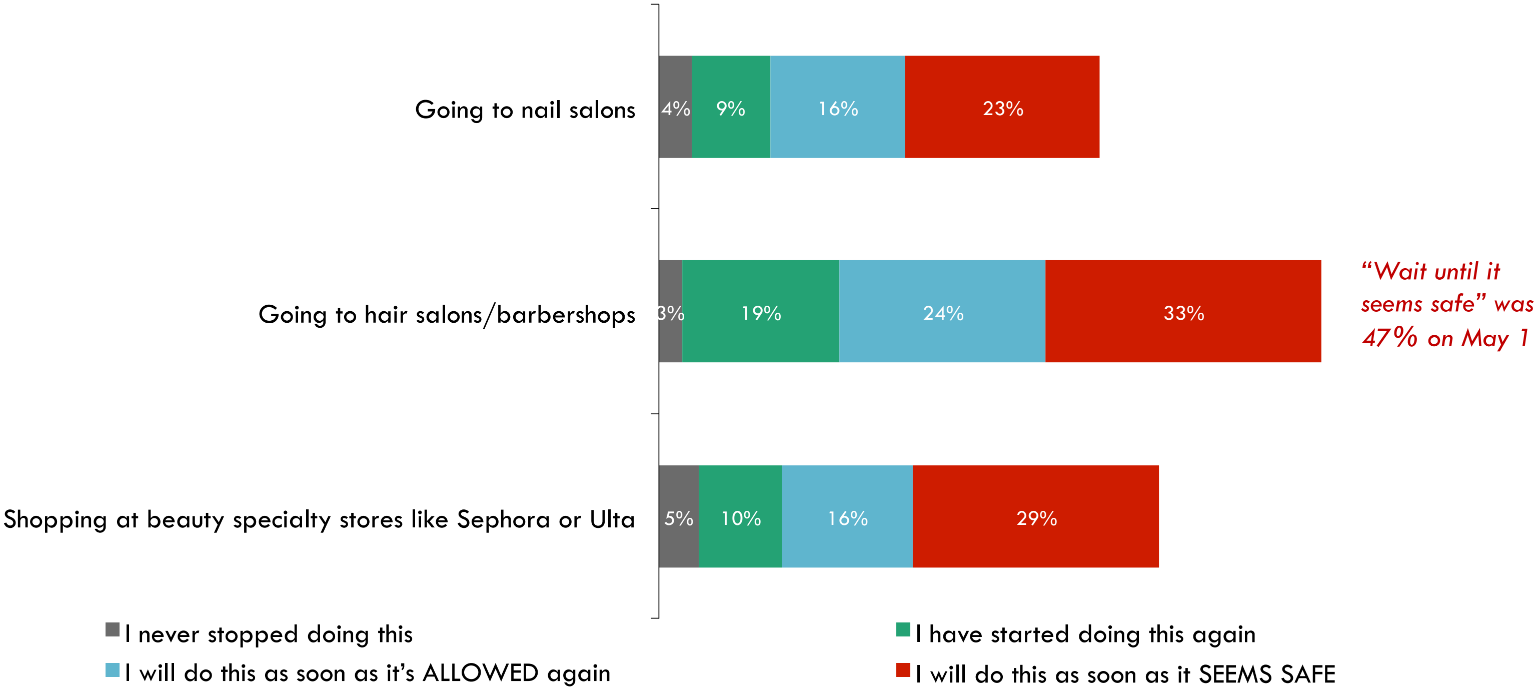
• **Consumers are more likely to wait until it seems safe to return to retailers they may see as less essential, such as specialty stores, shopping malls, clothing/shoe stores, and beauty stores.**
  • Yet, resistance has decreased by ~10% in these areas versus early May as well.



ACUPOLL Precision Research

- **Thinking specifically about the beauty industry, more women have already returned or plan to return to nail and hair salons as soon as it's allowed, than will wait until it seems safe to do so.**
- **With the precautions that we've seen in place, we suspect that it feels fairly safe, relative to other activities.**

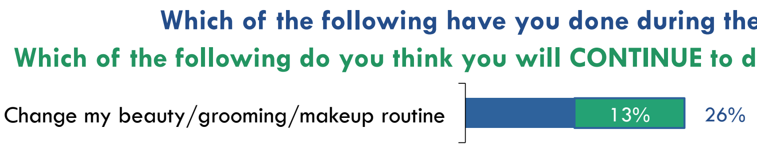
How do you feel about…

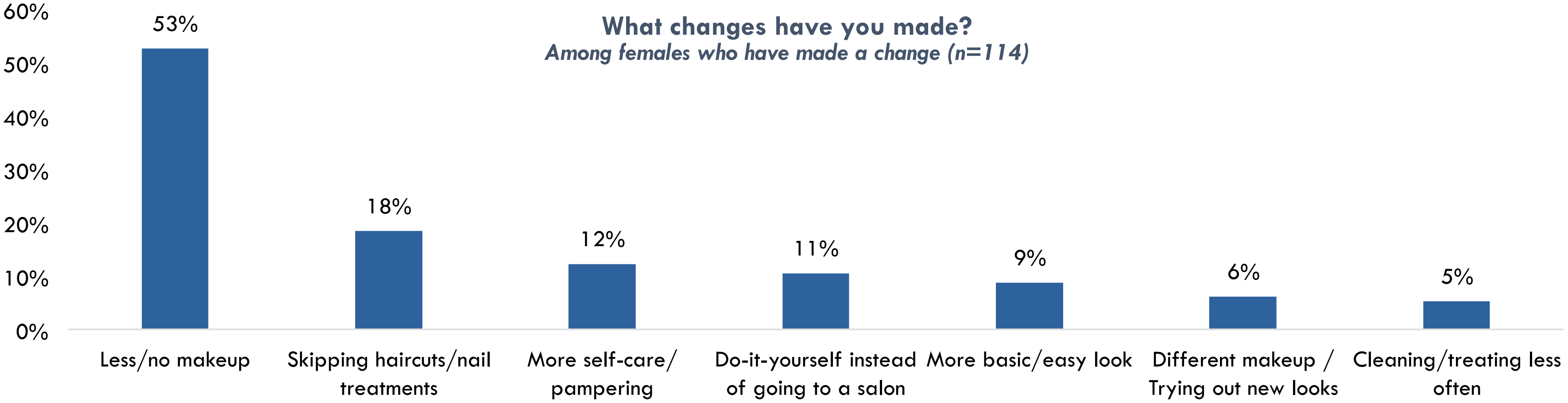


Among female respondents – June 12, 2020 (n=438, differences of 6% are generally significant at the 90% confidence level)

- **With 64% of women being on lockdown as of June 12, it's not surprising that 26% indicate they have changed their beauty/grooming/makeup routine during this time.**
  - However, only 13% plan to make those changes permanent.

- **Among those who have made a change, the primary adjustment is wearing makeup less often, followed by skipping haircuts/nail treatments, but some new habits have been picked up in self-care and pampering, as well as trying out new looks.**



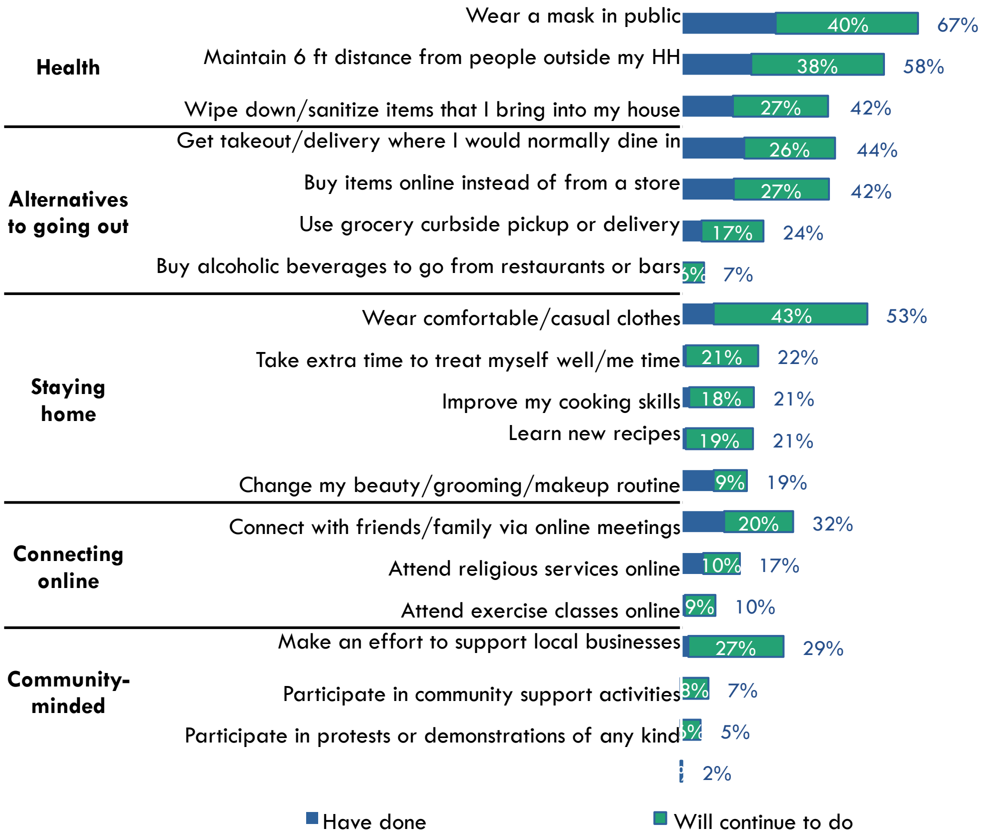


Among female respondents – June 12, 2020 (n=438, differences of 6% are generally significant at the 90% confidence level)

- **Most people plan to continue the new habits they've picked up, even after the pandemic is under control – especially wearing comfortable clothes, taking "me time," honing cooking skills, and supporting local businesses.**

- **Around 40% of Americans plan to continue wearing masks in public and keeping 6 feet apart.**

Which of the following have you done during the coronavirus pandemic? / Which of the following do you think you will CONTINUE to do after the pandemic is under control?

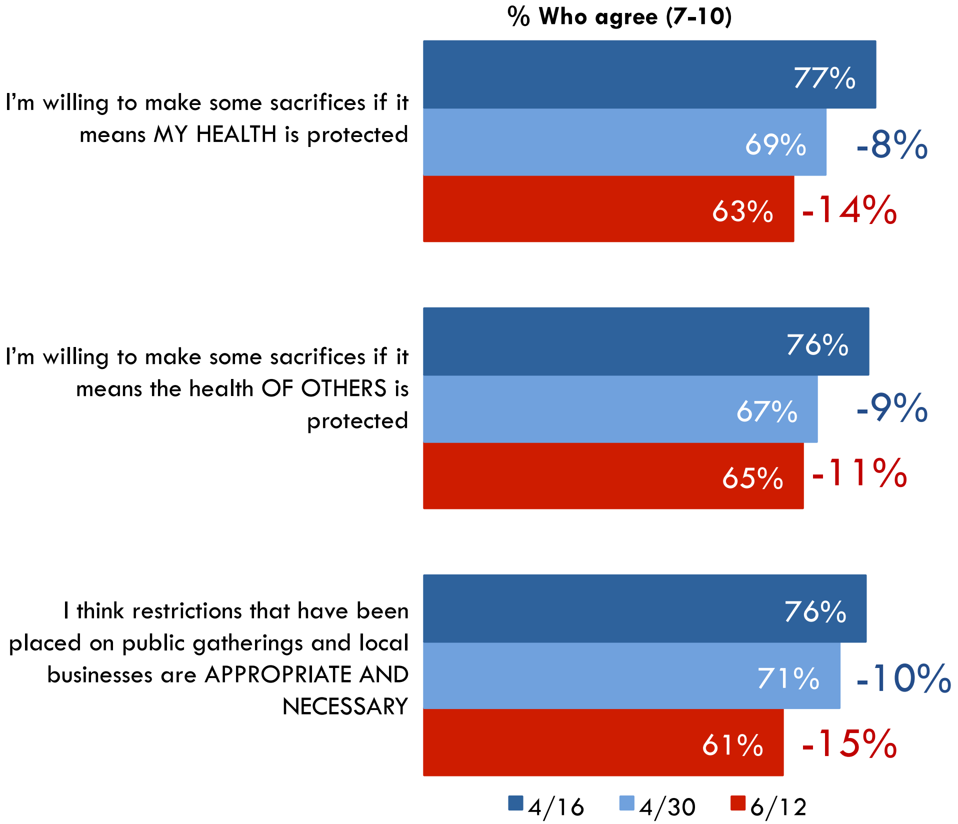


Social Discord

Protests and arguments on social media have become the norm – what is the prevailing opinion among US consumers, and *how do they want Brands to react*?

- Patience with restrictions and willingness to make sacrifices for oneself or others continue to be high, but are declining.

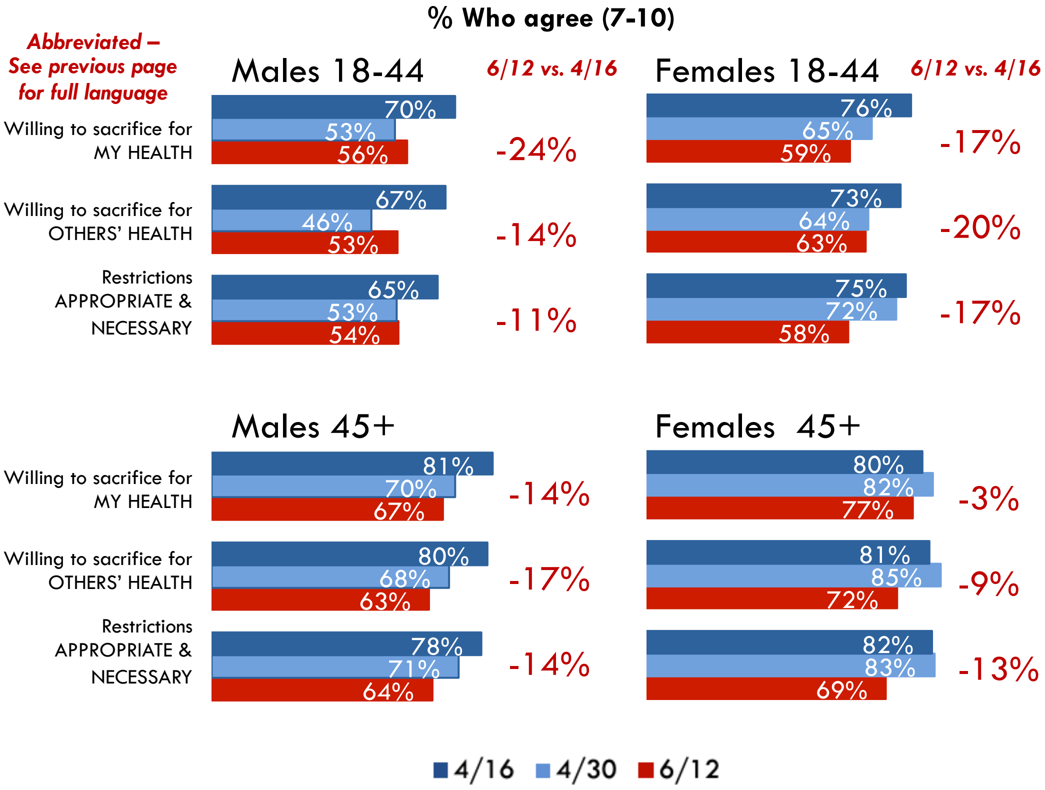
How much do you disagree or agree with each of the following statements?
(0=Disagree Strongly, 10=Agree Strongly, or anywhere in between)
Among Total Sample



Differences of 4% are generally significant at the 90% confidence level.

- These decreases in agreement cut across age and gender.
- Women age 45 and older are still just as likely to make sacrifices for their *own* health as before, but even this group has grown impatient with restrictions, and are less willing to make sacrifices for others than they were two months ago.

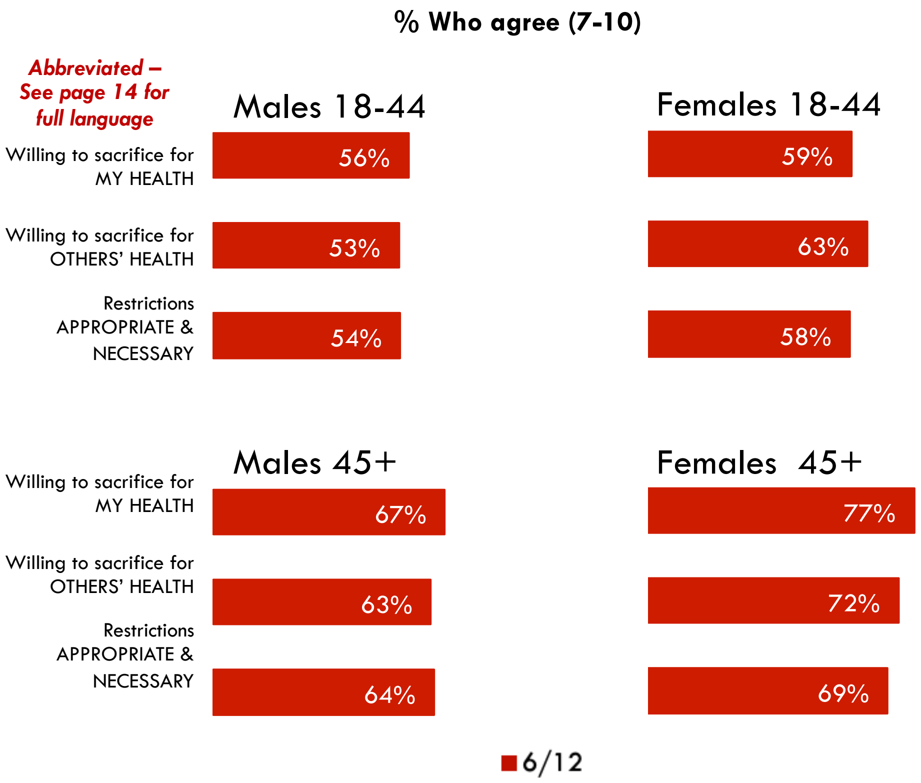
How much do you disagree or agree with each of the following statements?
(0=Disagree Strongly, 10=Agree Strongly, or anywhere in between)
Among Total Sample



n=approx. 200 per segment, per day
Differences of 8% are generally significant at the 90% confidence level.

- As of June 12, Women age 45+ remain the most willing to make sacrifices, followed by Men 45+, with men under 45 being the *least* willing.

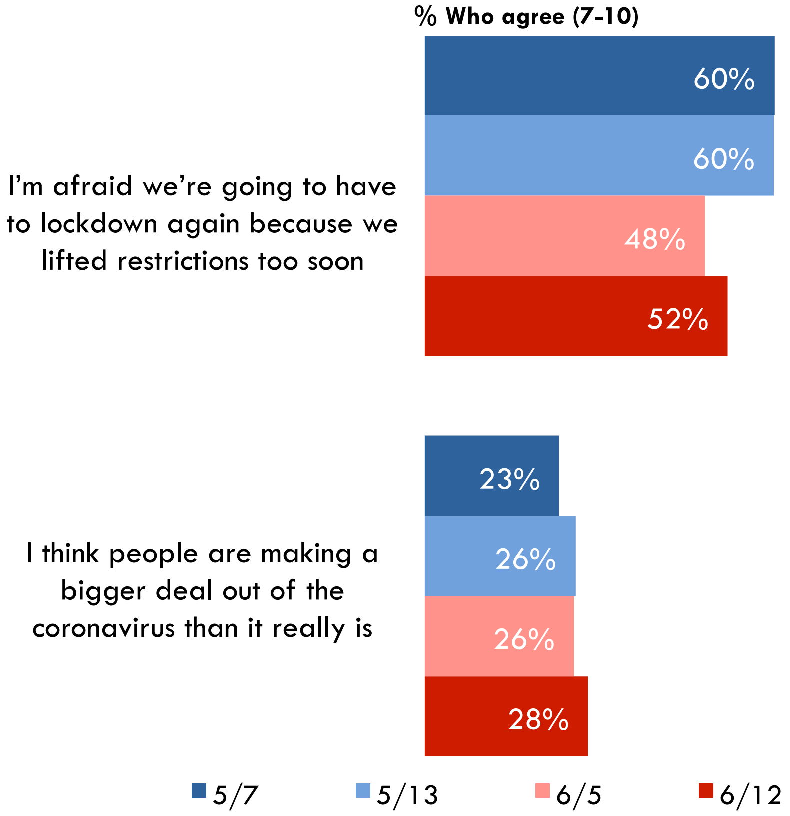
How much do you disagree or agree with each of the following statements?
(0=Disagree Strongly, 10=Agree Strongly, or anywhere in between)
Among Total Sample



n=approx. 200 per segment, per day
Differences of 8% are generally significant at the 90% confidence level.

- While concerns about having to lockdown again due to opening too soon are becoming less prevalent, they are still high and will likely creep back up as new cases accelerate, and relatively few believe that the coronavirus threat has been overblown.

How much do you disagree or agree with each of the following statements?
(0=Disagree Strongly, 10=Agree Strongly, or anywhere in between)
Among Total Sample

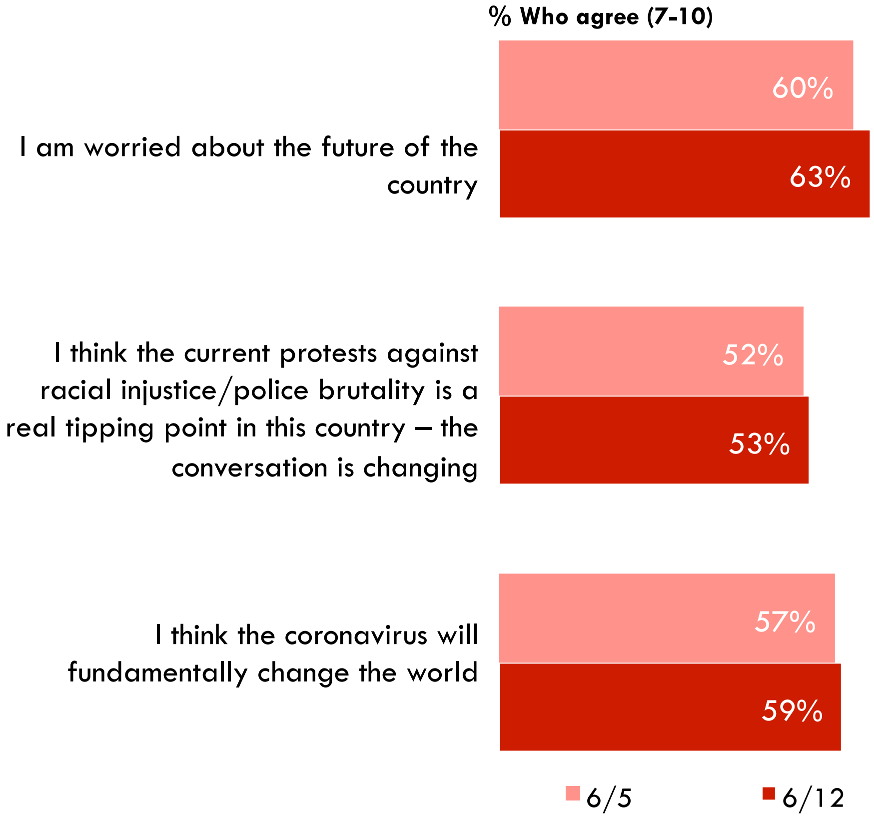


Differences of 4% are generally significant at the 90% confidence level.

- About 60% of consumers are worried about the future of the country, and almost as many think the coronavirus will fundamentally change the world.

- And, about half of those surveyed think the conversation about racial injustice/ police brutality is changing.

How much do you disagree or agree with each of the following statements?
(0=Disagree Strongly, 10=Agree Strongly, or anywhere in between)
Among Total Sample

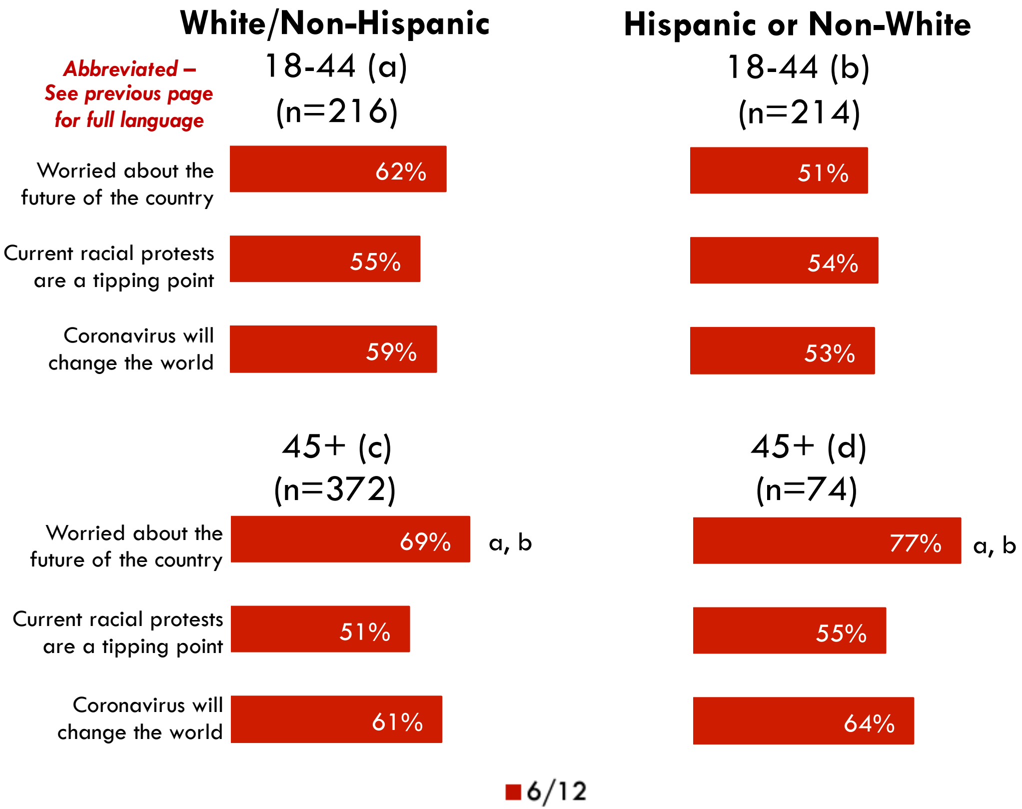


Differences of 4% are generally significant at the 90% confidence level.

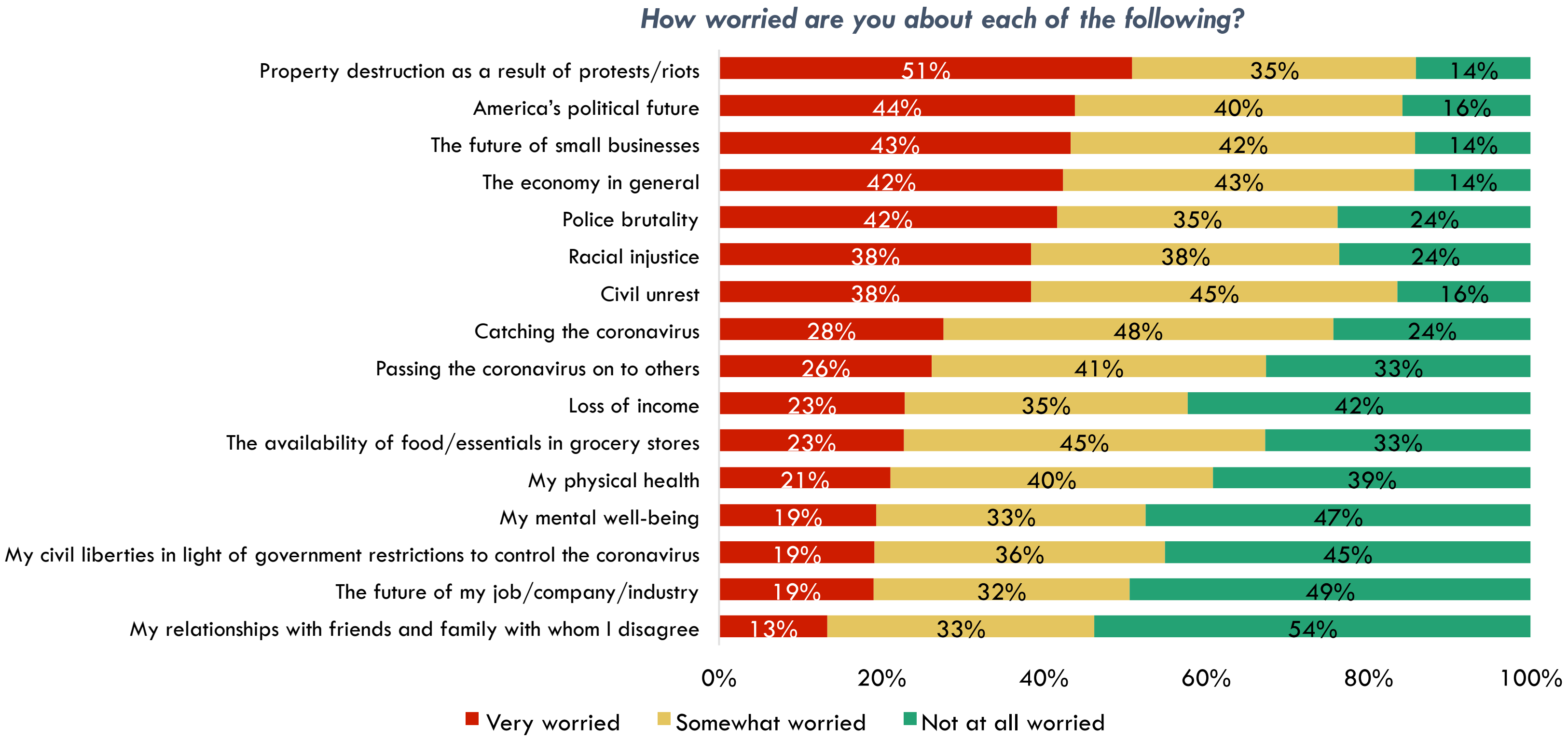
- Older respondents, especially if they are non-white, are most likely to be worried about the future of the country.
- A little more than half of each group think that the coronavirus and current protests are likely to cause long-term change.

How much do you disagree or agree with each of the following statements?
(0=Disagree Strongly, 10=Agree Strongly, or anywhere in between)
Among Total Sample

% Who agree (7-10)



- **Americans are most worried about property destruction as a result of protests/riots, and over 80% are at least somewhat worried about politics, small businesses, the economy, police brutality, and racial injustice.**
- **Catching/transmitting the coronavirus, while still worrisome, are actually a little less concerning than the economic and social issues (at least to the general population).**



June 5, 2020 (n=858, differences of 4% are generally significant at the 90% confidence level)

- **53% of Americans are in favor of peaceful protests against racial injustice/police brutality, compared to 31% in favor of coronavirus protests.**
- **It's worth noting that smaller, but still sizeable, numbers of respondents are also in favor of loud/angry protests against racial injustice, suggesting a recognition that merely peaceful demonstrations are insufficient at expressing the frustration and anger felt by many.**
  - Seeing Loud/Angry as an option *might* have attracted extra selections as some may have been drawn to that (over "peaceful" protests) as a means of activating change.

How do you feel about protests against the following?	Racial Injustice / Police Brutality				Government restrictions intended to control the spread of the Coronavirus			
	In Favor	Neutral	Opposed	I don't know	In Favor	Neutral	Opposed	I don't know
Peaceful	53%	29%	13%	4%	31%	35%	28%	6%
Loud/Angry	27%	34%	35%	4%	15%	30%	51%	5%
Violent/Destructive	6%	18%	72%	4%	7%	19%	70%	4%

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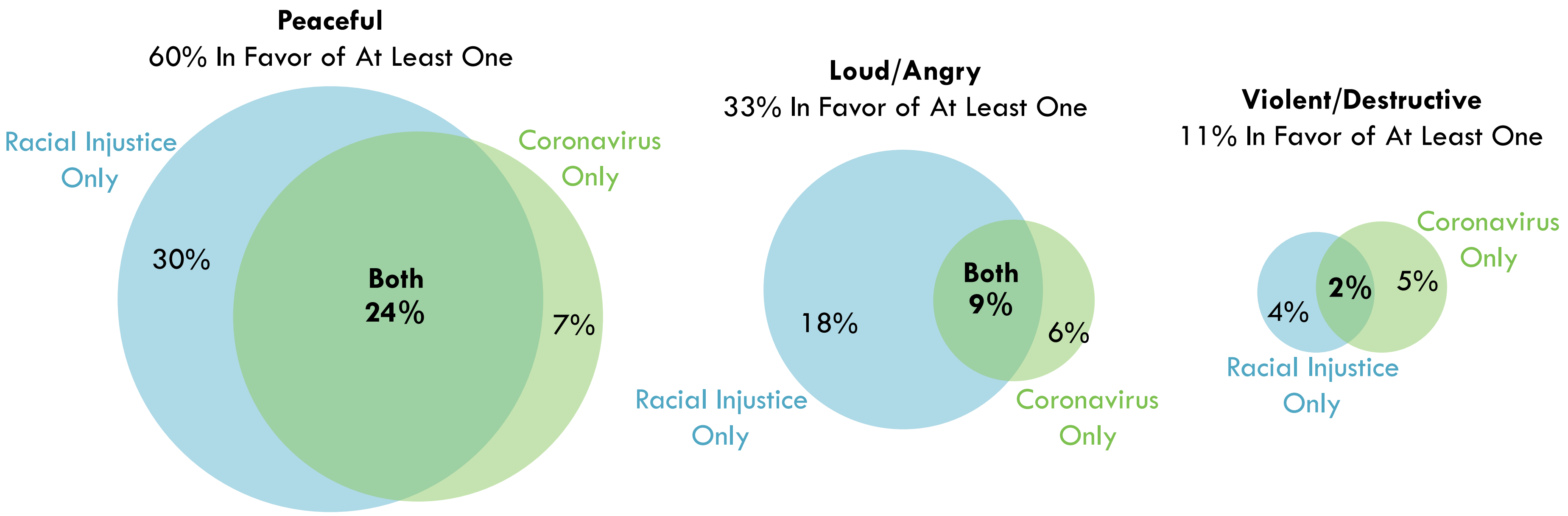
June 5, 2020 (n=858, differences of 4% are generally significant at the 90% confidence level)

- There is considerably more overlap in acceptance of different types of peaceful protests than there is for loud/angry ones, indicating that support for both issues may not be mutually exclusive, or at least that there's a fairly high degree of tolerance for free speech, even if one disagrees with the message – as long as it's not *too* disruptive.
- Only a small percentage of Americans are in favor of protests against coronavirus restrictions exclusively.



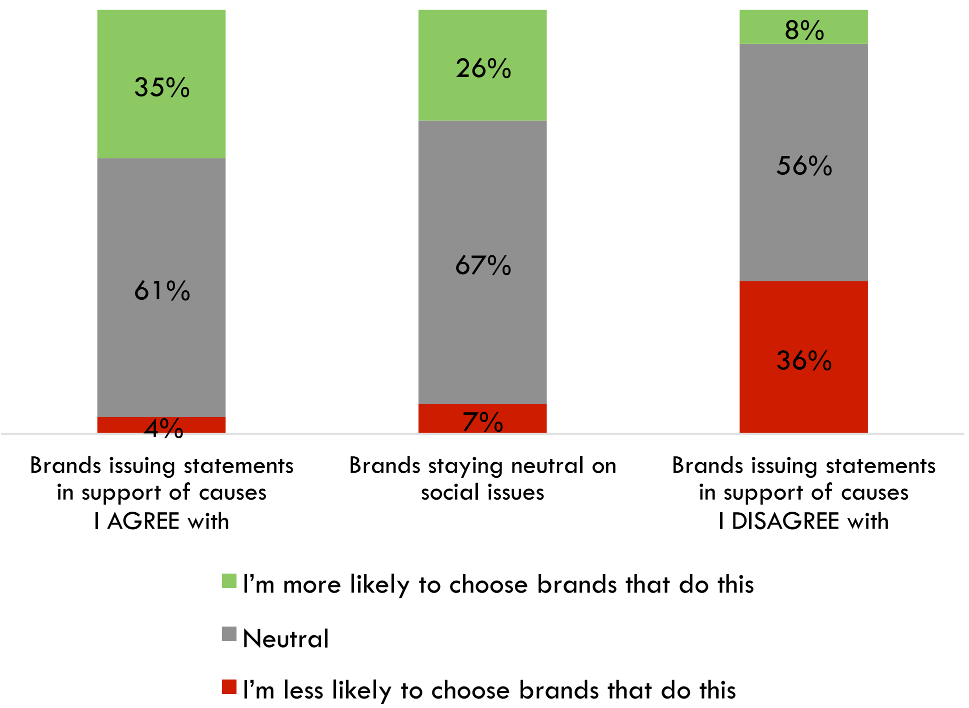
June 5, 2020 (n=858, differences of 4% are generally significant at the 90% confidence level)

How do you think advertisers should change their commercials due to current events in society, if at all?	June 12 (n=876)
Yes - should change (net)	**75%**
Health/Coronavirus (net)	**48%**
Encourage social distancing/good hygiene	28%
Acknowledge that there is a health crisis going on	26%
Tell me about how you're protecting my health and well-being	25%
Tell me how you're helping to fight the spread of coronavirus	24%
Boost morale (net)	**47%**
Be compassionate/reassuring	23%
Help make staying home easier (delivery, at-home activities, etc.)	21%
Tell me how you are helping the community	20%
Use humor to help cheer people up	18%
Financial support/savings (net)	**45%**
Offer discounts	27%
Tell me about how you're helping people struggling financially	21%
Acknowledge that there is a financial crisis going on	20%
Racism (net)	**24%**
Acknowledge that there is a racial crisis going on	18%
Tell me how you're helping to fight systemic racism	16%
Don't address current events	**41%**
DON'T do anything special – just proceed with business as usual	21%
Stop talking about racial issues so much	14%
Stop talking about coronavirus so much	12%

Differences of 4% are generally significant at the 90% confidence level.

- Most consumers (75%) continue to want advertisers to change their advertising in some way.
  - For perspective, 82% indicated they wanted a change of some sort in April, so we're not seeing much change here.
  - They are looking for Brands to address the Coronavirus directly, boost morale, and address the financial crisis – and to a lesser extent, address racial issues.
- That said, twice as many people (21%) would now like advertisers to get back to business as usual, compared to 10% only 2 months ago.
  - And, 12–14% think advertisers should stay away from specific topics, with very little overlap between the two (based on net of 41%).

Thinking about the brands you buy and recent events, how does each of the following influence your brand choices?



June 5, 2020 (n=858, differences of 4% are generally significant at the 90% confidence level)

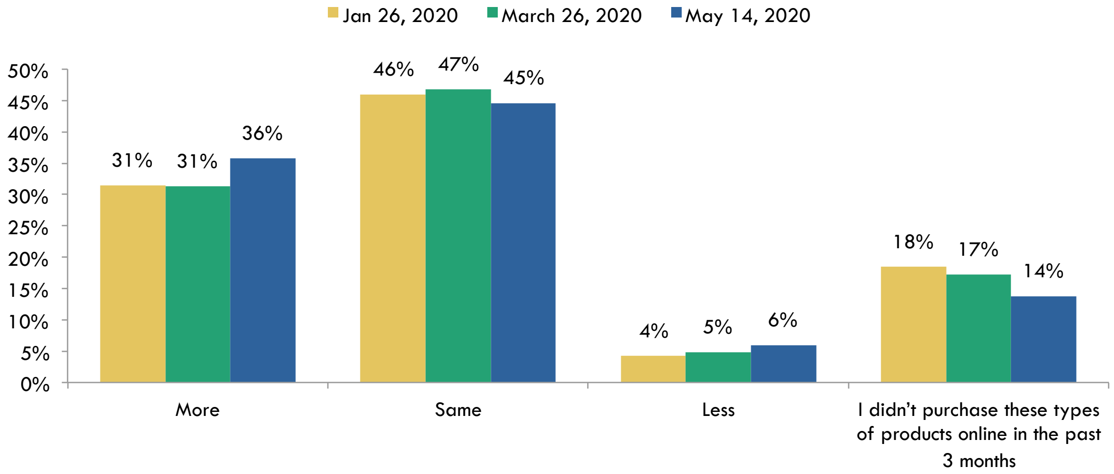
- While consumers do want brands to acknowledge issues (as seen on the previous slide), it is still risky to take a stand.
- Only 7% indicate they would be less likely to buy from a brand that stays neutral, and 26% indicate they would be more likely.
- On the other hand, 36% would be less likely to buy from a brand that spoke out in favor of an issue they are opposed to.
- That said, depending on the issue, the loyalty derived from taking a stand *could* outweigh the risk of losing some consumers, and needs to be assessed on a by-brand/by-issue basis.
(see: Chick Fil-A or Ben and Jerry's)

Focus on e-Commerce

Online sales are up – we dug into the details for some key categories.

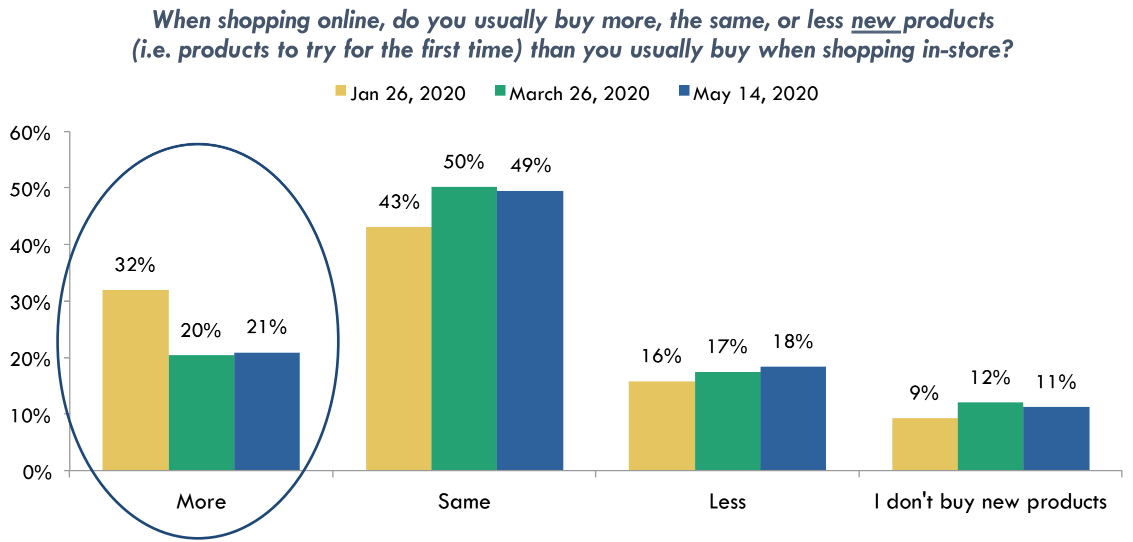
- Even back in January, about one-third of consumers were reporting an increase in online shopping for household items, but in May of this year, we saw an increase to 36%, indicating consumers have purchased household items online more often than they have in the past.

Thinking about common household purchases (like groceries, personal care, or cleaning products), did you purchase more, the same, or less of these types of products from online stores in the past 3 months versus the same time last year?



Differences of 4% are generally significant at the 90% confidence level.

- However, consumers may be less daring about trying new products from online purchases during these uncertain times, as *fewer* people say they're buying more *new* products online during the crisis.



Differences of 4% are generally significant at the 90% confidence level.

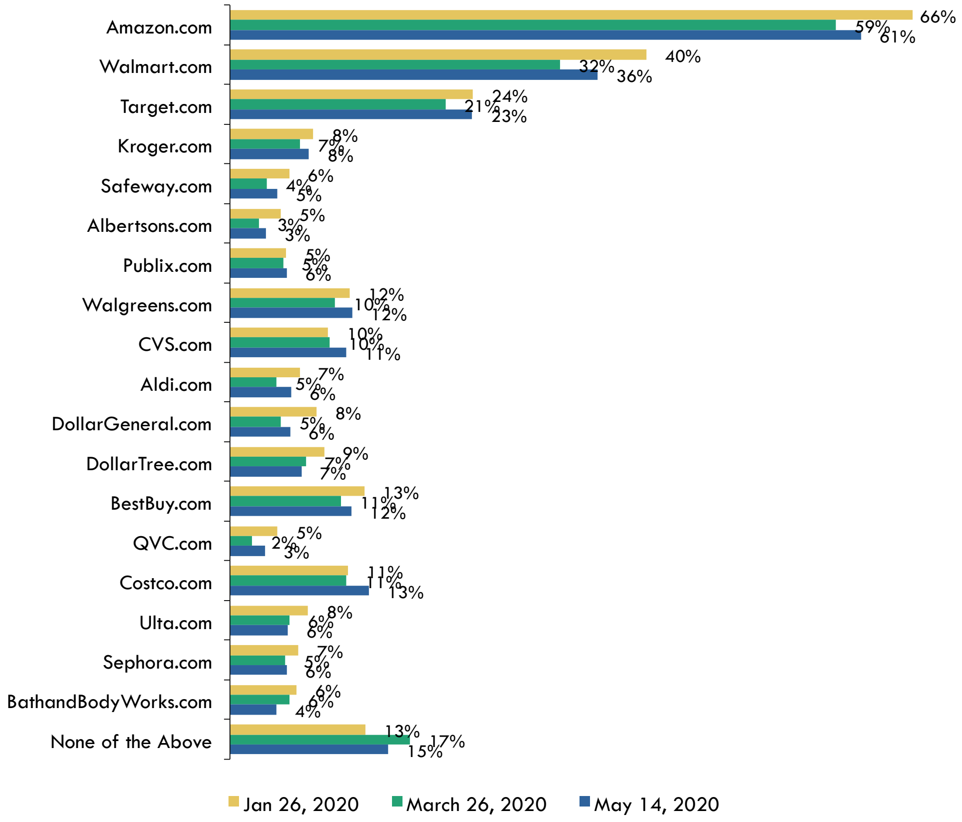
- **While the purchasing of categories hasn't changed much (with the exception of gift items post-holidays), we are seeing meaningful shifts in *where and how* people are buying – moving away from in-store purchases to online for home delivery or fast pickup (for packaged foods and beverages).**

	Which of the following categories have you purchased in the past 3 months?			What are all of the ways you have purchased each of these categories in the past 3 months? (Among P3M Buyers)											
				Grocery / Drug / Mass / Club			Online for delivery to home			Online for fast pickup at store			Online subscription		
	A	B	C	A	B	C	A	B	C	A	B	C	A	B	C
	Jan-20	Mar-20	May-20	Jan-20	Mar-20	May-20	Jan-20	Mar-20	May-20	Jan-20	Mar-20	May-20	Jan-20	Mar-20	May-20
Packaged Foods	60%	62%	62%	86%	90% C	81%	16%	12%	17% B	6%	9%	15% A B	5%	1%	4%
Beverages	59%	58%	59%	86%	90%	86%	13%	11%	12%	7%	7%	12% B	3%	1%	2%
Fresh Foods	58%	60%	60%	85%	91% C	84%	10%	11%	15%	10%	7%	11%	5%	1%	3%
Candy or Chocolate	58% B	54%	54%	86%	86%	82%	15%	14%	19%	5%	7%	10%	4%	2%	1%
Dairy Products	63%	64%	63%	87%	92% C	86%	11%	9%	13%	7%	9%	12%	4%	1%	2%
Coffee Beans, Grounds, or Pods	48%	47%	48%	80%	83% C	75%	21%	18%	22%	9%	7%	11%	8%	3%	4%
Meal Kits	18%	14%	15%	71%	60%	62%	28%	30%	27%	21%	12%	18%	15%	9%	12%
Beauty Products	46% B C	36%	35%	69%	71% C	63%	38%	42%	43%	13%	9%	12%	8%	5%	7%
Personal Care products	60%	61%	60%	81%	84% C	77%	27%	22%	26%	8%	7%	11%	5%	3%	5%
Non-Prescription Medicines	41%	43% C	39%	85%	84%	81%	20%	16%	20%	6%	9%	8%	4%	5%	5%
Nutritional Supplements or Vitamins	40% B	36%	39%	72% C	71% C	59%	42%	36%	42%	8%	5%	9%	8%	6%	5%
Household Products	58%	61%	61%	87% C	85% C	76%	19%	18%	23%	8%	9%	12%	4%	3%	3%
Pet Food or Pet Care products	41% B C	35%	33%	76%	75%	68%	31%	32%	35%	10%	8%	14%	6%	6%	9%
Small appliances	23% B C	17%	15%	52% C	54% C	36%	53%	46%	59% B	15%	14%	21%	10%	3%	10%
Electronics	27% B C	21%	20%	55% C	46% C	35%	42%	48%	59% A B	13%	15%	15%	10%	4%	8%
Toys	28% B C	16%	17%	64% B C	51% C	38%	42%	55% A	59% A	15%	10%	17%	8%	5%	7%
Apparel	47% B C	41% C	36%	61% C	64% C	37%	54%	58%	65% A B	11%	9%	12%	4%	2%	4%

Red: downward trend, blue upward. Significant differences at the 90% confidence level indicated by letters.

- Increases in penetration by online retailers aren’t dramatic, which suggests that the increases in sales on these sites must be from ***increased frequency from already habitual customers***, more than from new ones.

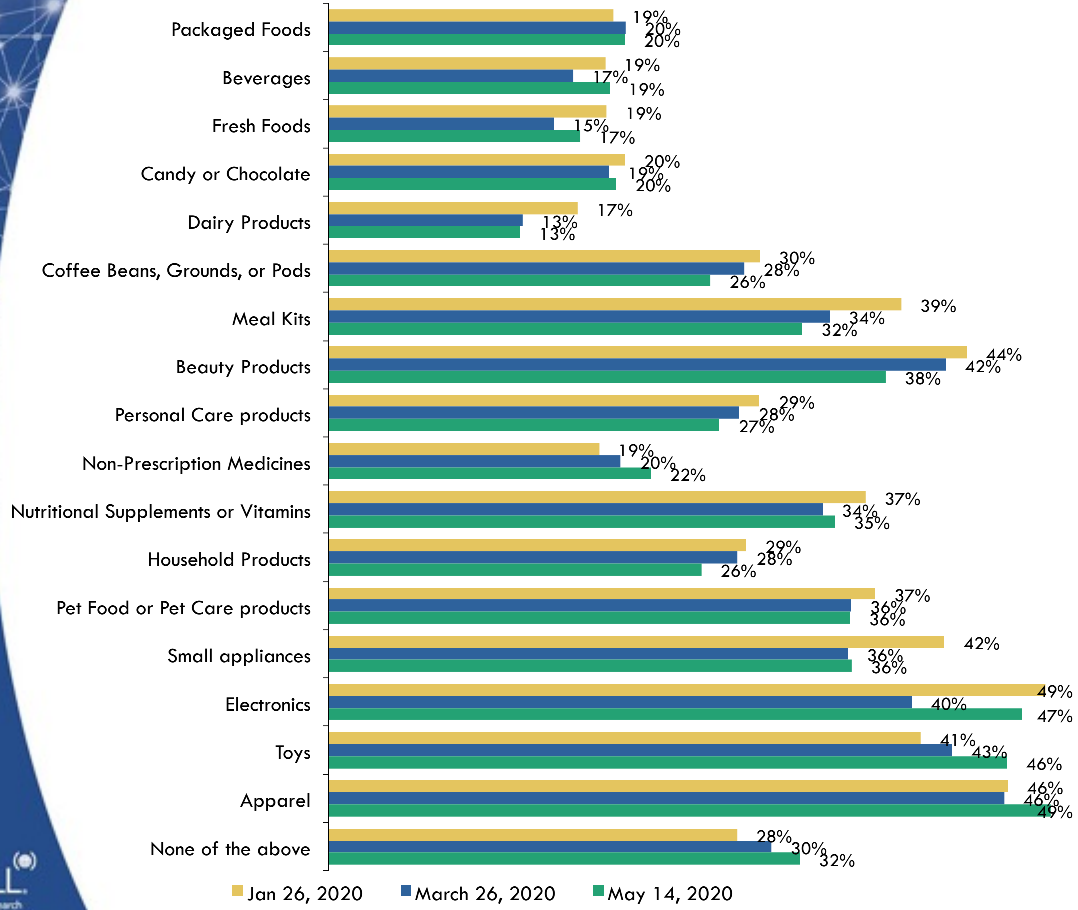
Which of the following online retailers have you purchased from in the past 3 months?



Differences of 4% are generally significant at the 90% confidence level.

For each of these product categories, which do you expect to purchase more of online in the future, if any?

Among P3M Buyers of Each



Base sizes vary – available on request.

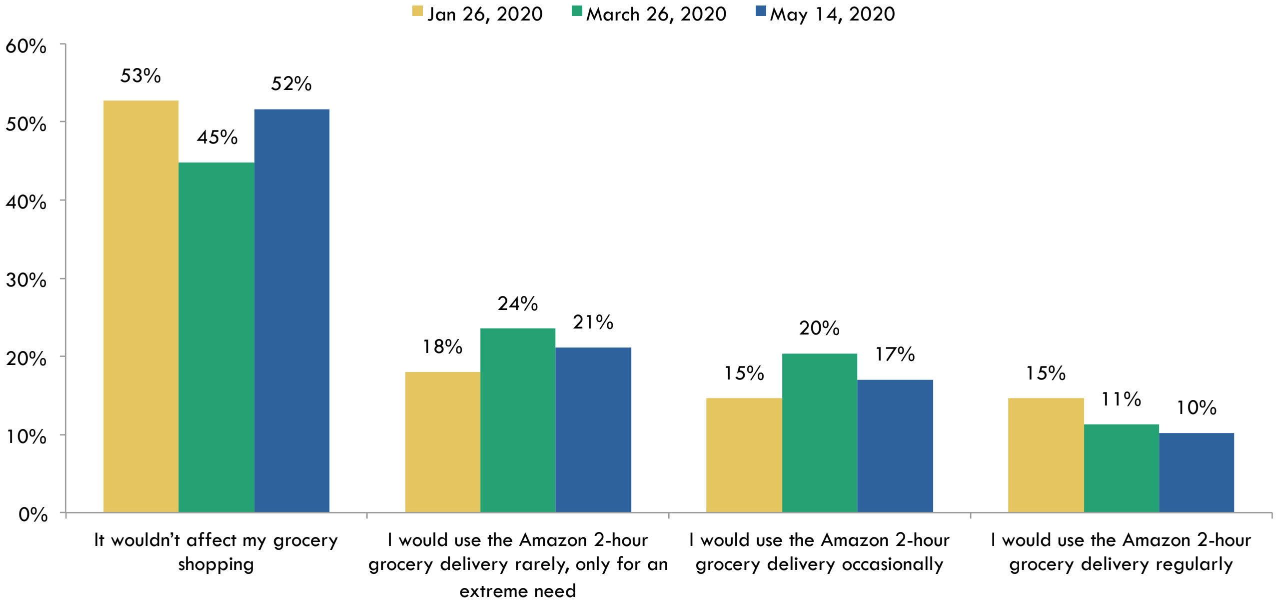
- Electronics, toys, apparel, beauty products, and (to a lesser degree) meal kits, pet products, and at-home coffee products continue to be the categories that P3M buyers are most likely to consider buying online ***even more*** in the future.

- Even the lower-rated categories like packaged foods and beverages are expected to be bought online more often by 1 in 5 buyers of those categories, which will continue to fuel e-commerce growth for the foreseeable future.

ACUPOLL
Precision Research

- **In the early weeks of the pandemic, slightly more consumers were likely to consider Amazon's 2-hour delivery for emergencies or occasional use than in the January wave, but that enthusiasm has cooled recently.**
  - Still, if 1 in 10 Americans switched to using Amazon's 2-hour delivery, it'd be a huge shift in category purchasing.

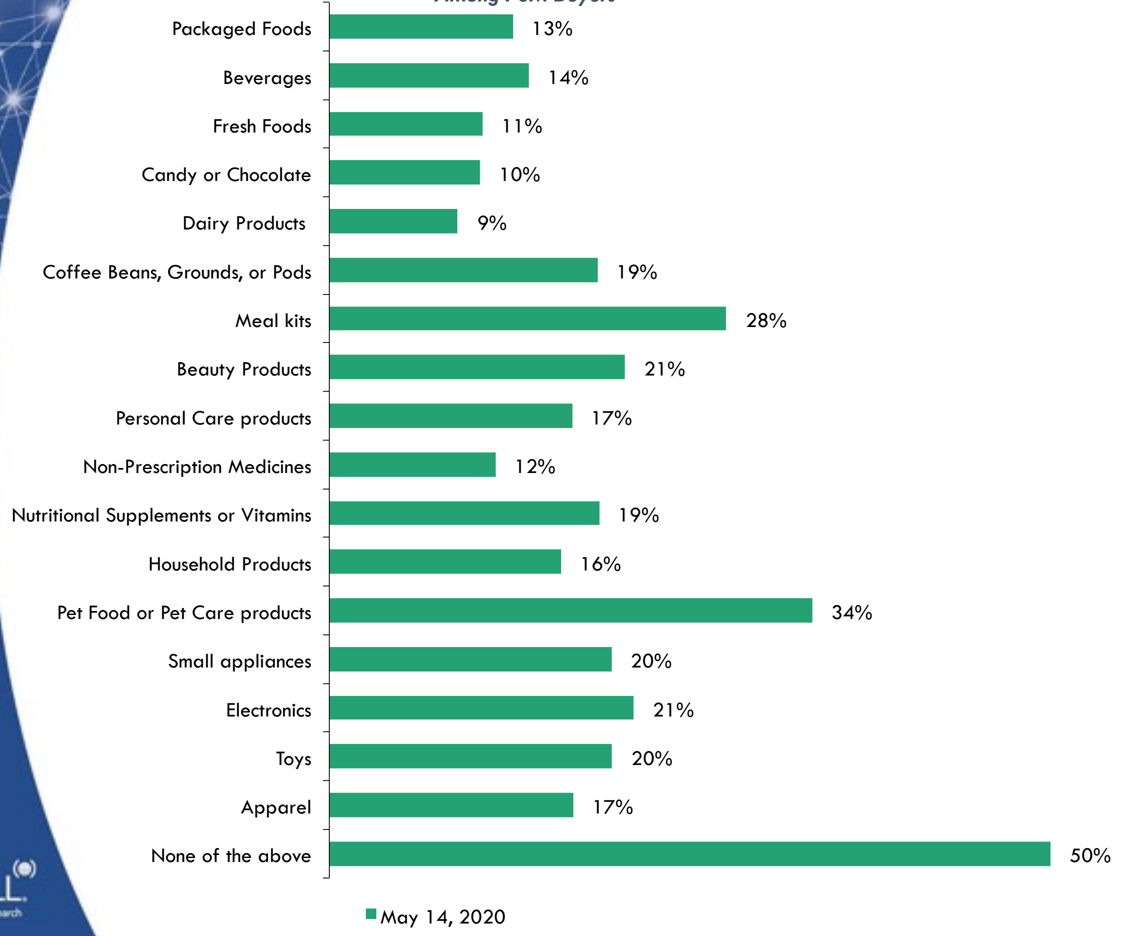
Amazon has introduced 2-hour grocery delivery in many areas. If it were available in your area, how do you think it would affect your grocery shopping, if at all?



Differences of 4% are generally significant at the 90% confidence level.

Which of these categories would you consider buying a subscription to automatically deliver your favorite items to your home in the future, if any?

Among P3M Buyers

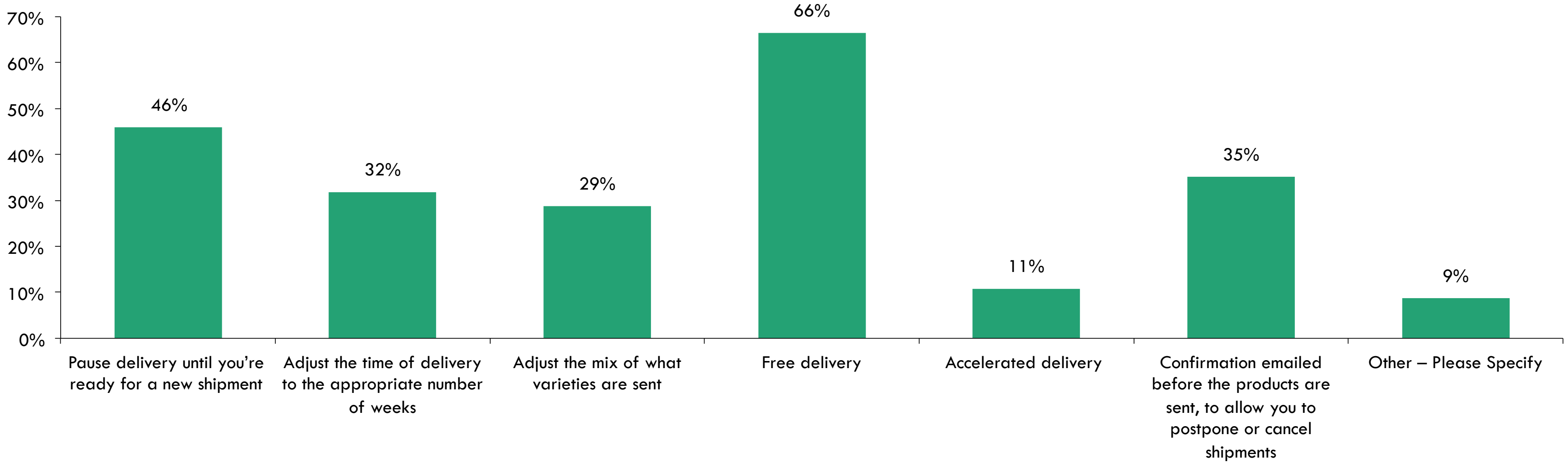


Base sizes vary – available on request.

- Staying at home hasn't necessarily made consumers broadly open to subscriptions.
- This may be due to uncertainty about future needs or ability to pay for subscription services.
- However, for most of these categories, about 1 in 5 consumers are receptive to subscription models, which would represent a huge shift in buying versus today's shopper journey.
- Meal kits and pet products are the categories that buyers are most interested in subscribing to, likely due to startups that have built acceptance of these areas.

- Free delivery is desired by about two-thirds of consumers if they are considering subscription purchases, followed by the ability to pause or postpone shipments on an ad hoc basis.
- Controlling the frequency / adjusting the contents of the shipment are less broadly motivating, but may still be key to attracting certain consumers.

Which of the following features or options would you want when considering subscription purchases?



May 14, 2020 only

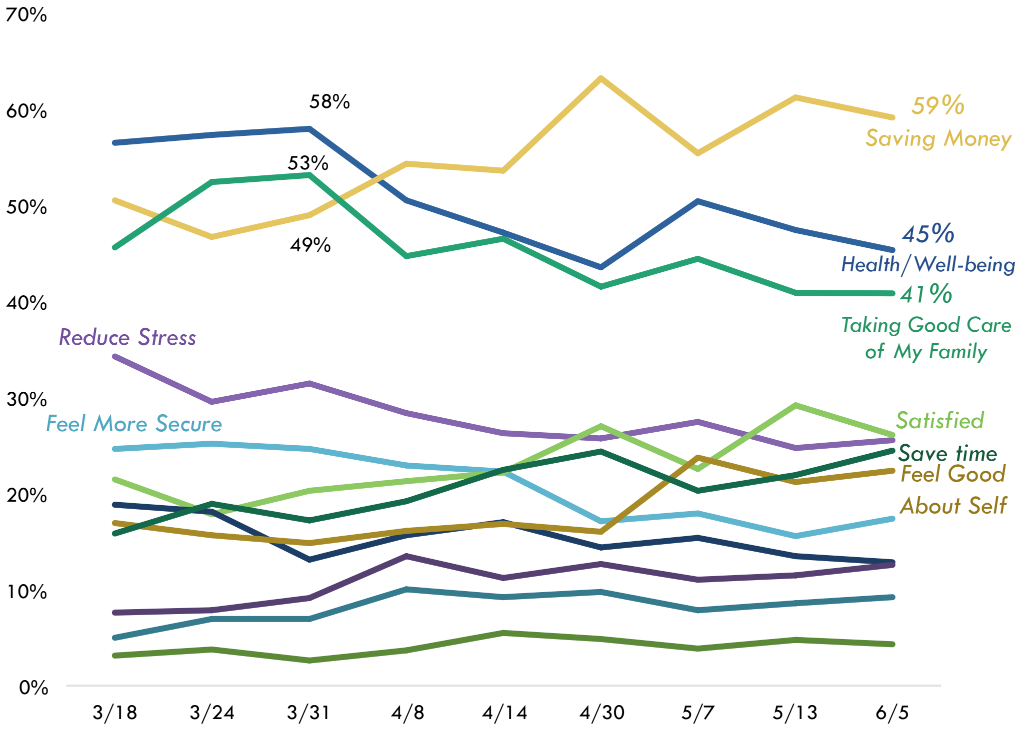
Emotional & Economic Impact

Continuing our tracking of consumer priorities and sentiment

Core Motivations

ACUPOLL'S approach to understanding the deeper drivers for purchase decisions

When you're looking for products to buy, what are your TOP 3 PRIORITIES right now?



Differences of 4% are generally significant at the 90% confidence level.

- **We are continuing to see *Saving Money* dominate as most important when making buying decisions, while *Health/Well-being*, and *Taking Good Care of My Family* decline.**
  - This reinforces the need for companies to focus on justifying their Value proposition in this environment.

- **The need to *reduce stress* and *feel more secure* are on the decline, and consumers are beginning to demand that products *satisfy, save time*, and *make them feel good about themselves* again.**

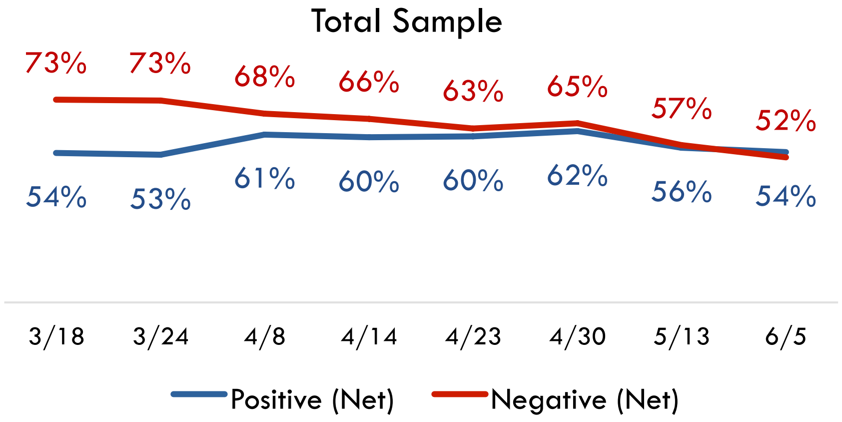
- **We have seen relatively little variation in the specific words used to describe emotions over the past 12 weeks – *Happy* is consistently the most frequent as many strive for a positive outlook, followed by *tired, bored, and anxious*.**
  - Note: This question is asked in general, before the COVID topic is even introduced.

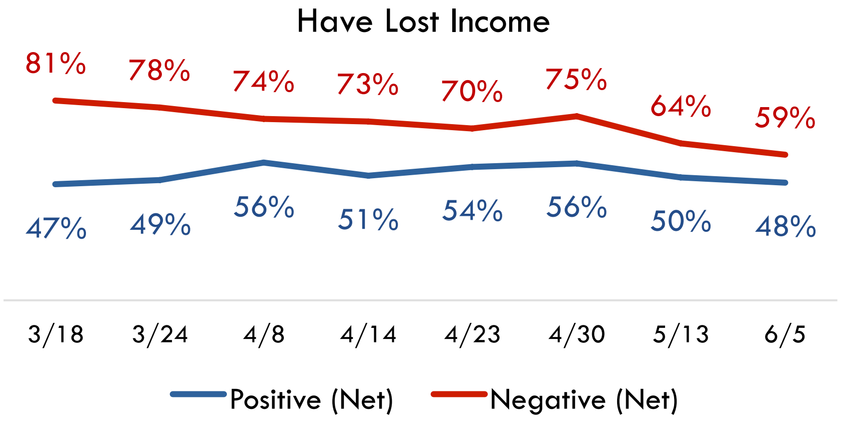
What 3 words would you use to describe the emotions you're feeling today?

EMOTION

- **Despite "Happy" being the most frequently mentioned word in the absolute, overall sentiment has tended to be more negative than positive, especially (and not surprisingly) among those who have lost income.**
- **In recent weeks, negative sentiment has been on the decline, however, and the gains in % Positive in April have edged back down recently.**

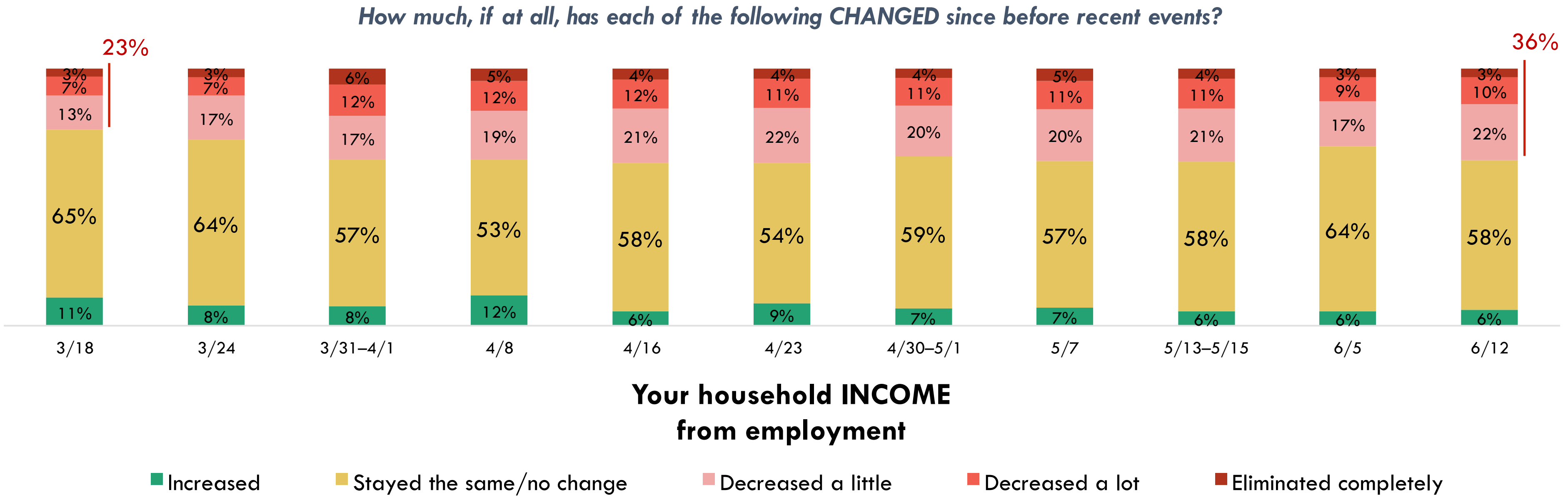
What 3 words would you use to describe the emotions you're feeling today?





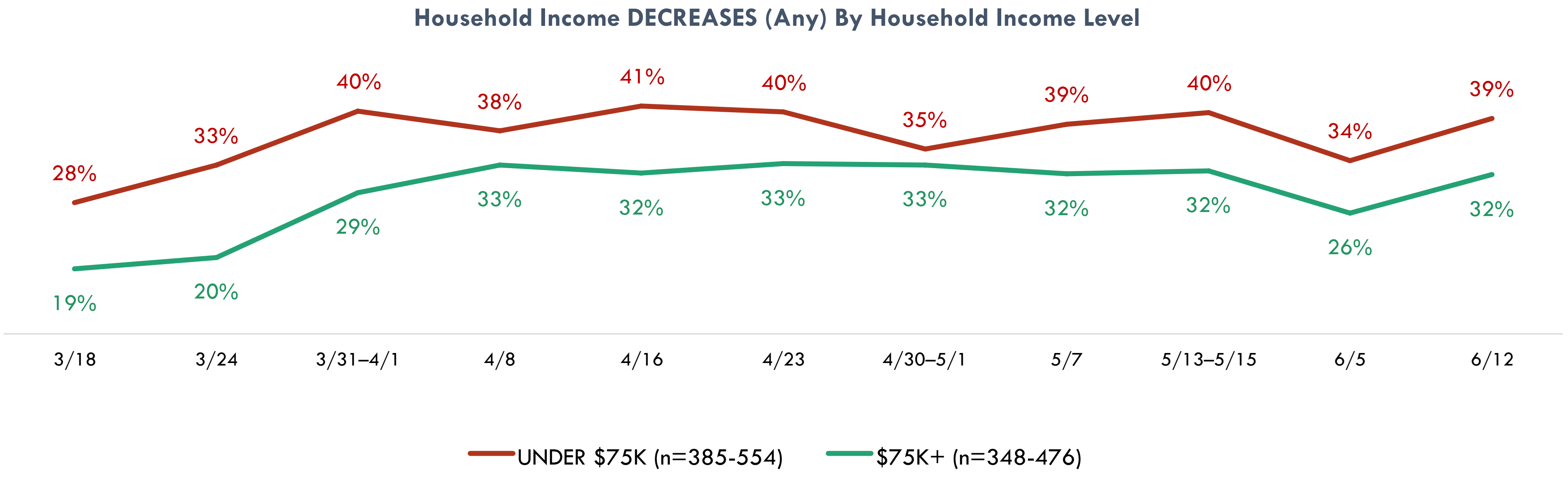
Continued tracking of individual top words still available upon request.

• About one-third of those surveyed have lost at least some income – a number that has held steady since early April.



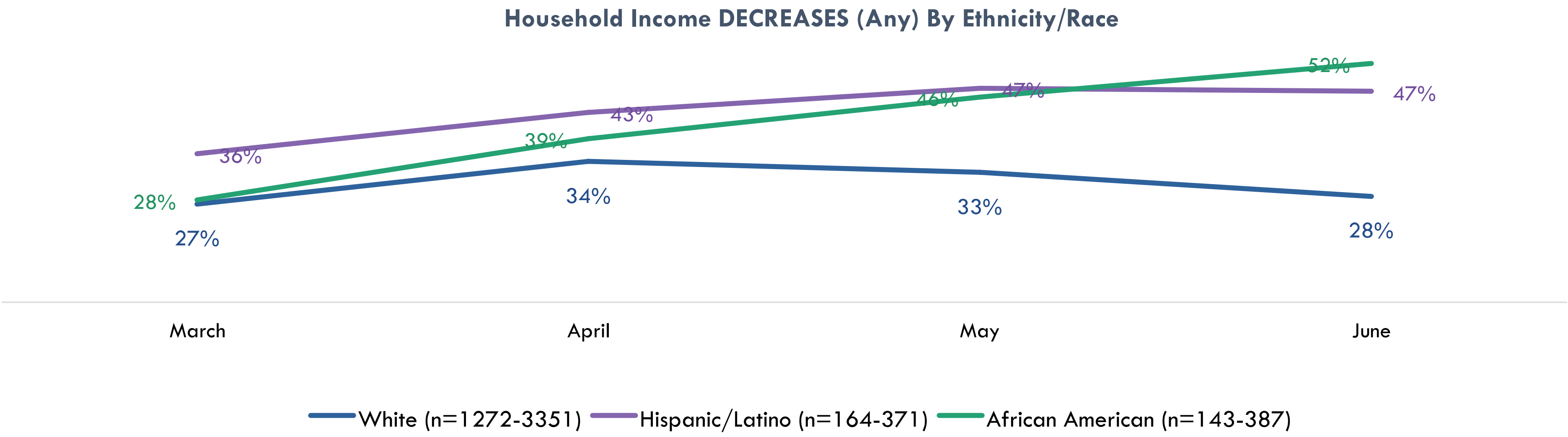
Differences of 4% are generally significant at the 90% confidence level.

- More households with an income of under $75k have consistently reported declines in their income than those with incomes of $75k or higher.



Differences of 6% are generally significant at the 90% confidence level.

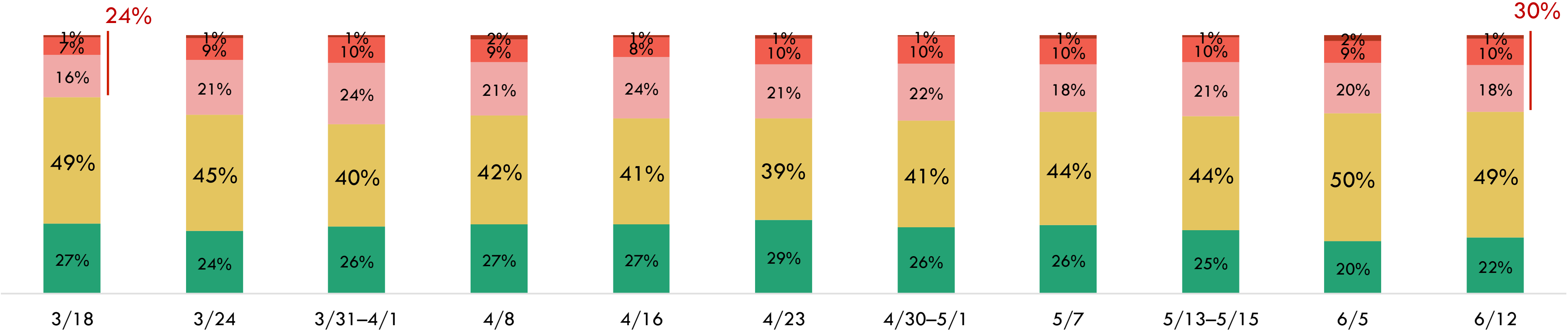
- The percentage of African Americans who have lost at least some income has been steadily increasing since March, while White households have generally remained constant.
- Hispanic/Latino households have consistently been harder-hit by income loss since the early weeks of the pandemic.



Differences of 10% are generally significant at the 90% confidence level.

- Just under one-third of households have cut back on essential spending.
- The number of households who are *increasing* their essential spending has dwindled since April, suggesting we may finally be starting to see some relief from hoarding and panic-buying.

How much, if at all, has each of the following CHANGED since before recent events?



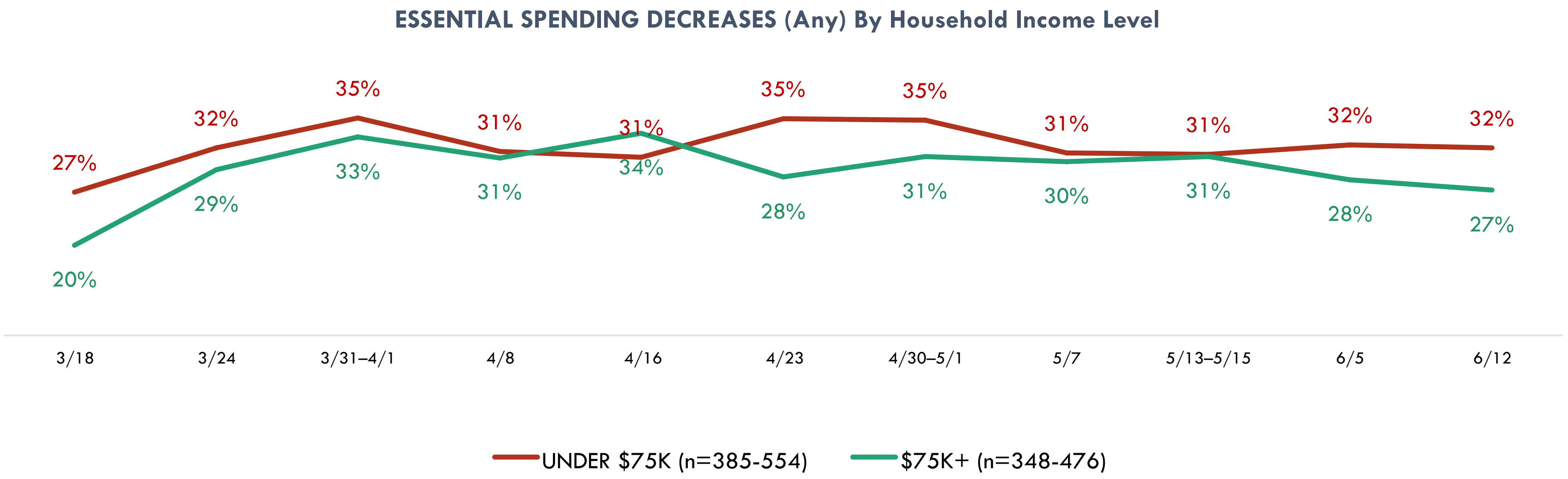
	3/18	3/24	3/31–4/1	4/8	4/16	4/23	4/30–5/1	5/7	5/13–5/15	6/5	6/12
Eliminated completely	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
Decreased a lot	7%	9%	10%	9%	8%	10%	10%	10%	10%	9%	10%
Decreased a little	16%	21%	24%	21%	24%	21%	22%	18%	21%	20%	18%
Stayed the same/no change	49%	45%	40%	42%	41%	39%	41%	44%	44%	50%	49%
Increased	27%	24%	26%	27%	27%	29%	26%	26%	25%	20%	22%

Your household SPENDING on ESSENTIAL items

Increased · Stayed the same/no change · Decreased a little · Decreased a lot · Eliminated completely

Differences of 4% are generally significant at the 90% confidence level.

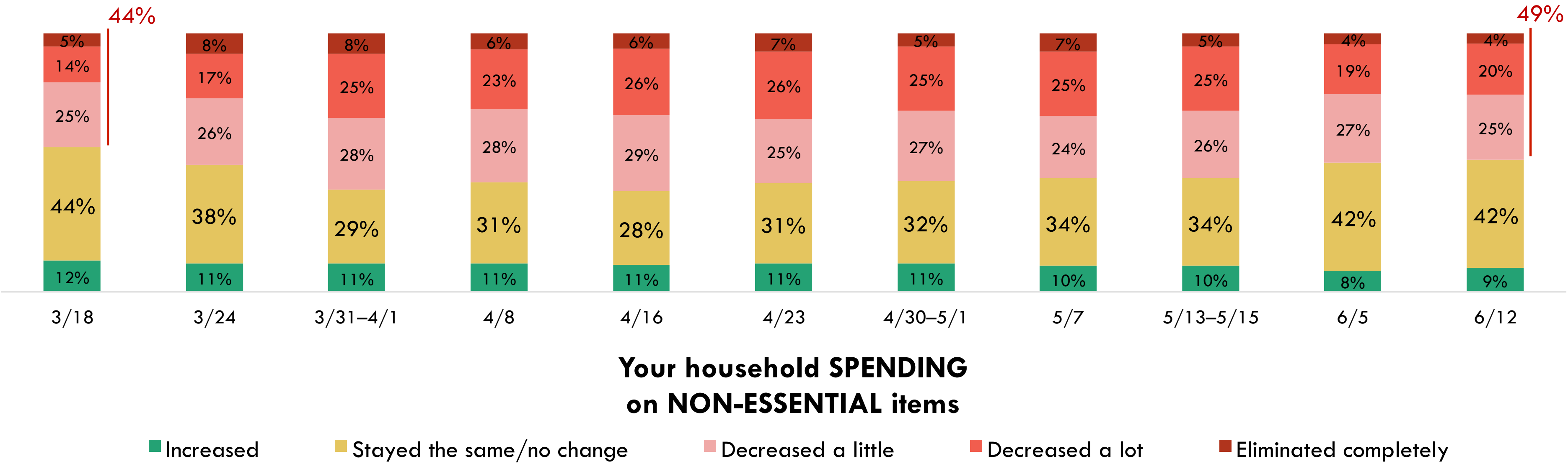
• Essential spending decreases are generally similar across income ranges, with lower-income households – who have suffered greater losses – being slightly more likely to have decreased a little more, suggesting some hard choices have been necessary.



Differences of 6% are generally significant at the 90% confidence level.

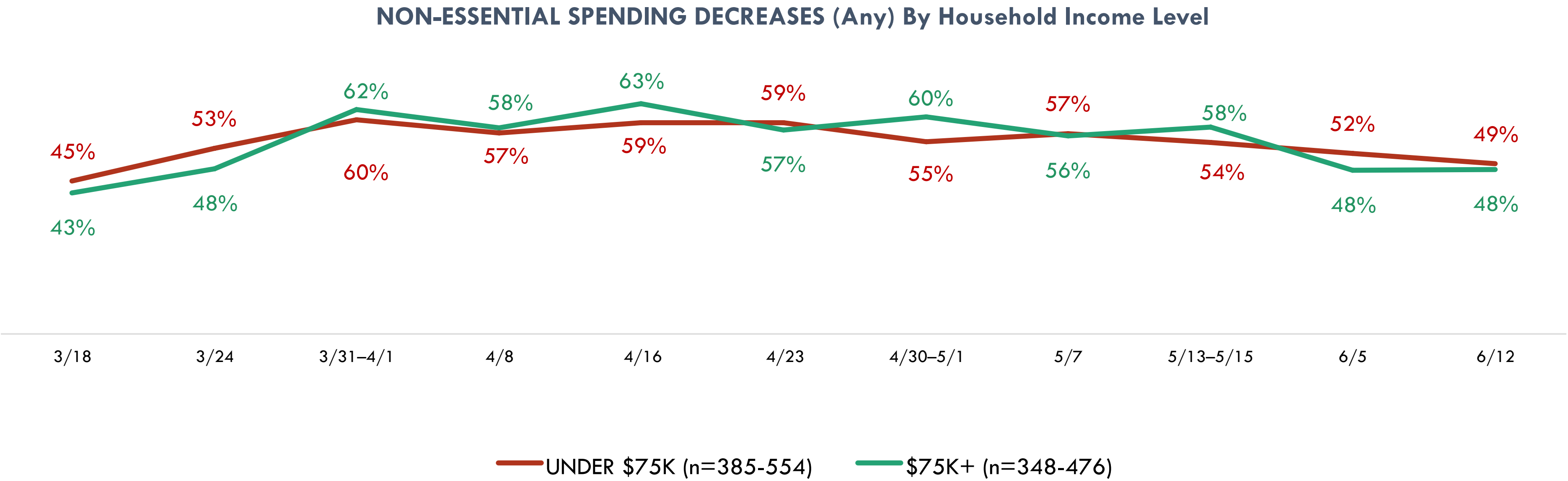
• The number of households decreasing their non-essential spending appears to be trending down, with about half reporting a decrease, down from 60% in late March/early April.

How much, if at all, has each of the following CHANGED since before recent events?



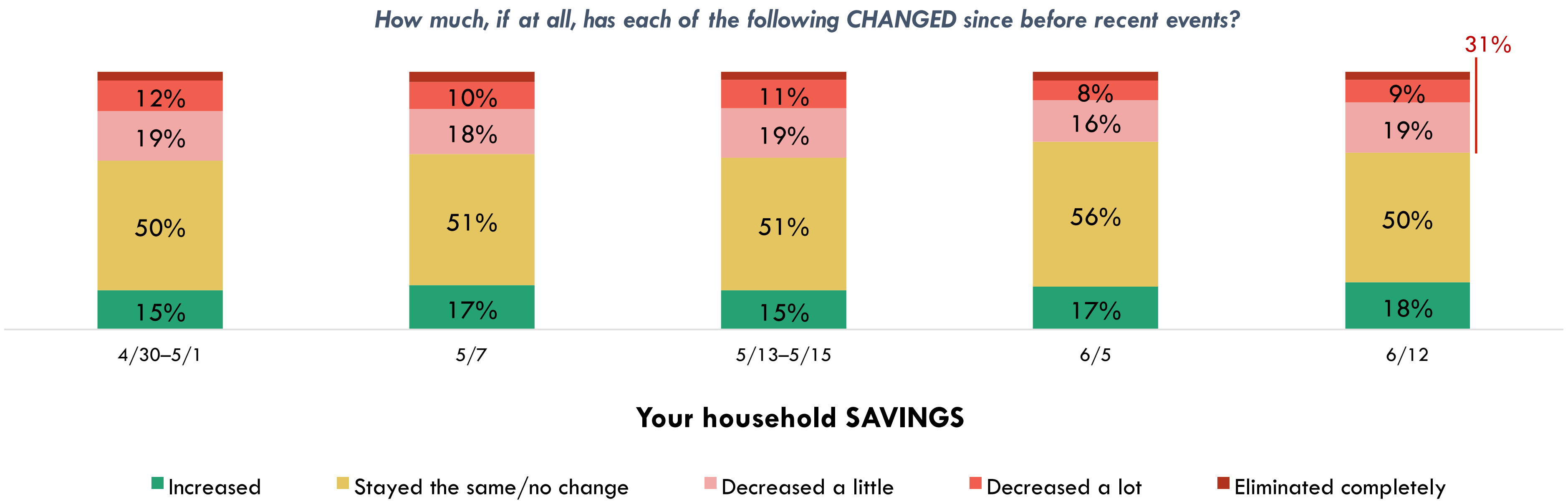
Differences of 4% are generally significant at the 90% confidence level.

- Despite being less impacted by income loss, those with higher incomes are just as likely to have decreased non-essential spending as those in lower-income brackets, which suggests they are holding back for other reasons – and is troubling for all businesses, even those that cater to higher-income households.

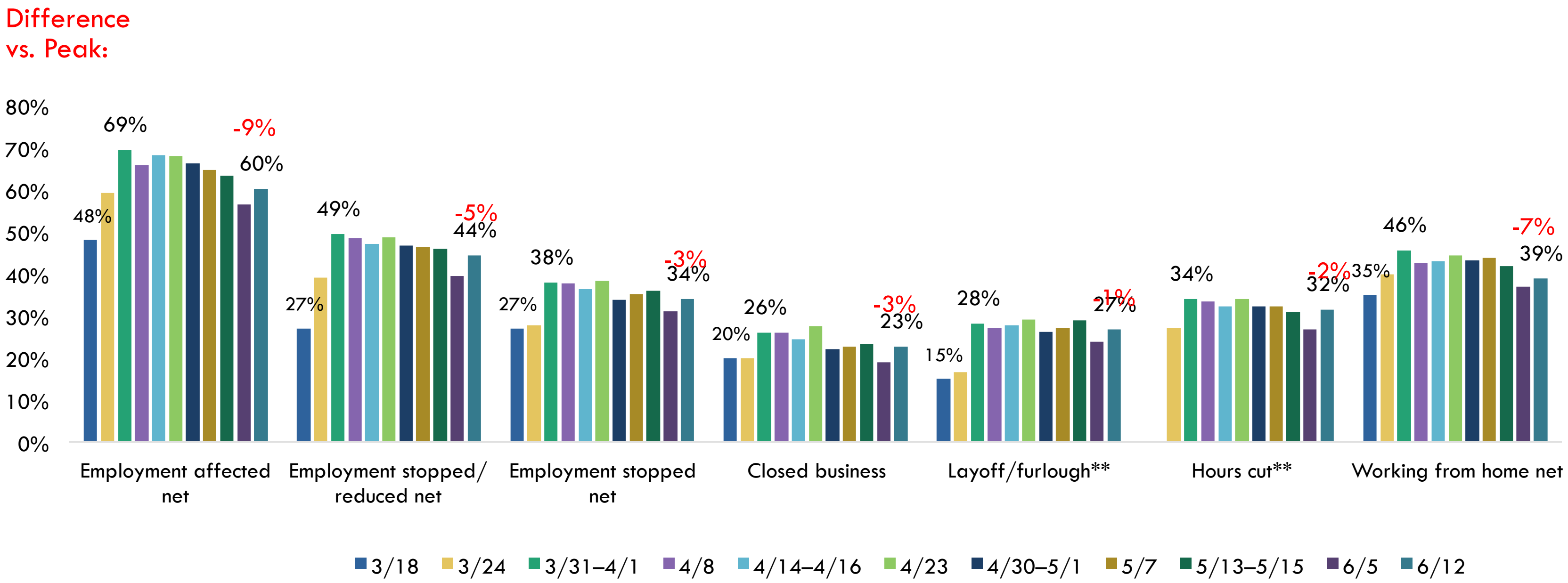


Differences of 6% are generally significant at the 90% confidence level.

• About one-third of households have had to pull from savings.



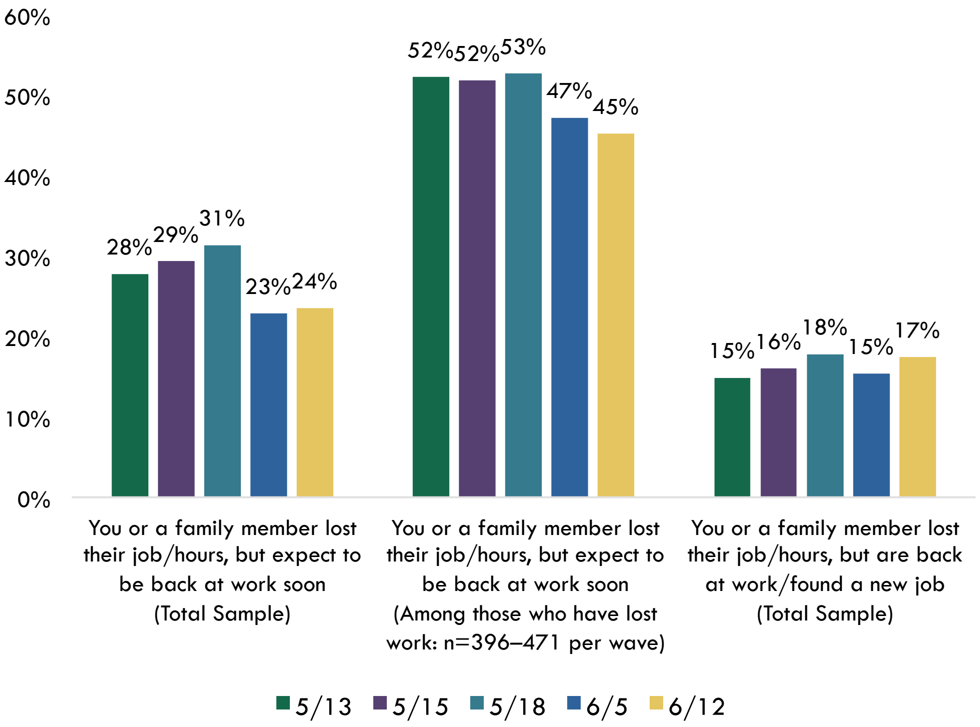
- **Employment losses *may* be trending down from their peak at the beginning of April, as some businesses re-open or people find new jobs.**
  - However, the changes over time are slight, and those with stopped/reduced income are still at an alarmingly high rate if these businesses/industries don't bounce back soon.



****Furlough* added on 3/31 ***Hours cut* added on 3/24

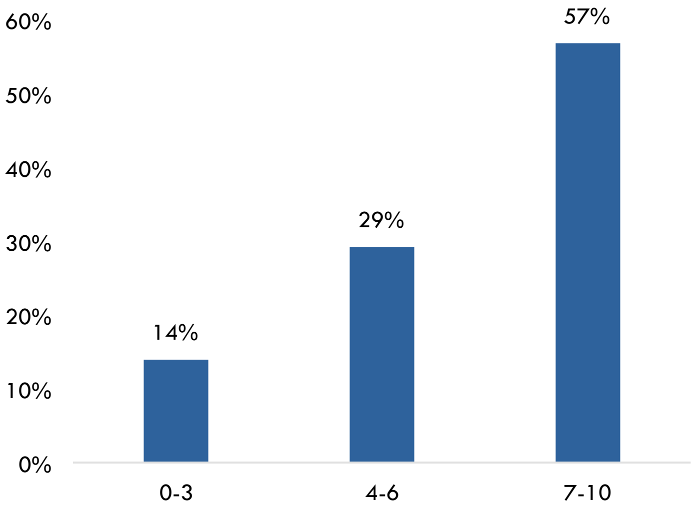
Differences of 4% or greater are significant at the 90% confidence level.

- While some unemployed workers are optimistic that they'll be back at work soon, and some have already been able to find new work, about half have low confidence in getting their jobs back.



Differences of 4% or greater are significant at the 90% confidence level.

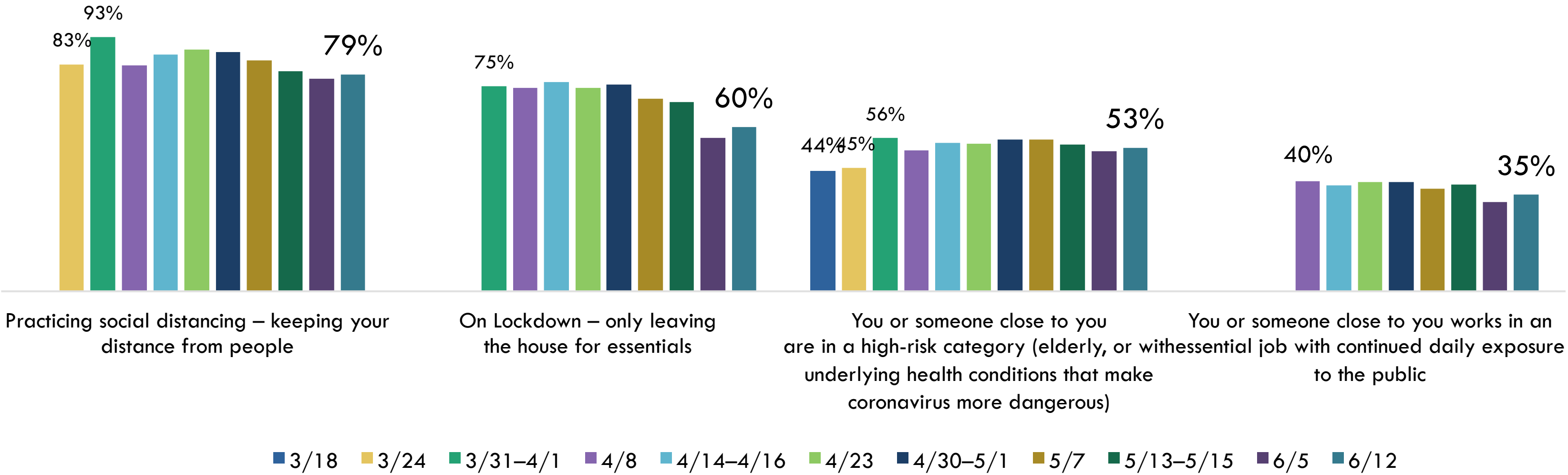
If you have lost income or employment due to the Coronavirus, how CONFIDENT are you that you will get your hours/salary back sometime in the near future?
(0) Not At All Confident / (10) Very Confident



May 15 & 18 – not answering "Not Applicable" (n=1195)

- The number of consumers practicing social distancing and lockdown continues to decline, as more states open back up.
- The number of people working in essential jobs has decreased, perhaps due to additional recent layoffs/closures, or changes in worksites that decrease public contact.

Which of the following changes have you or someone in your household experienced due to recent events?



Differences of 4% are generally at the 90% confidence level.

- **What's Next?**
  - These results may vary further by regional hot spot, age, household income, and countless segment opportunities.
  - If you have questions about what's happening in your brand or category, ask us!
  - Missed our previous reports? Click here: https://www.acupoll.com/blog/category/COVID-19+Data+Reports
  - Want to share with friends or colleagues? Please feel free! **https://mailchi.mp/acupoll.com/covid-19-data**

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