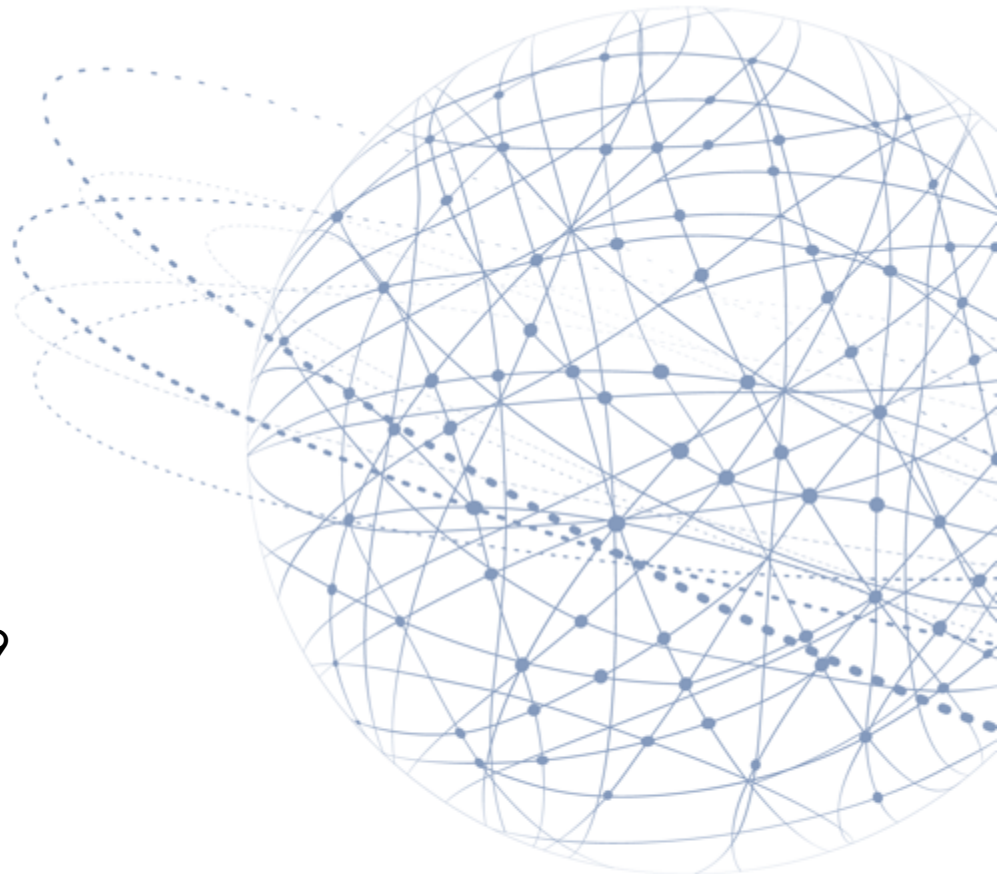




U.S. Consumer Attitudes about COVID-19

Waves 8 & 9: Through May 18



 **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.

 **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=
1	March 18	803
	March 24	819
2	March 31	803
	April 1	808
3	April 8	982
	April 14	970
	April 16	825
4	April 23	900
	April 30	800
	May 1	865
5	May 7	959
	May 8	971
	May 13	904
	May 15	982
	May 18	938

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waves here:


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

Wave 8 & 9 Topics:



Focus on eating/snacking, and health impacts

-  About one-third of consumers have gained weight during this period, and most attribute it to eating more, especially snacks.
-  Single-serve snack usage is down, but these brands could benefit from reminding consumers about the convenience, freshness and portion control, even when these snacks aren't used on-the-go.

Attitudes about lockdowns and restrictions

-  Protesters may dominate headlines, but most Americans (91%) are willing to follow procedures to keep themselves and others safe, including wearing a mask in public places – many even insist on doing so.

Tracking economic impact

-  Job losses continue to be heavy, and those who have experienced job loss are split almost 50/50 in their confidence that they will get their job back soon.
-  Income losses cut across household income levels, with most dropping only slightly.



We're staying in. Let's eat!

We know from previous waves (and personal experience) that people are cooking and snacking more often during this time, so we dug into it a little more, with an eye to helping Brands meet the needs being expressed.





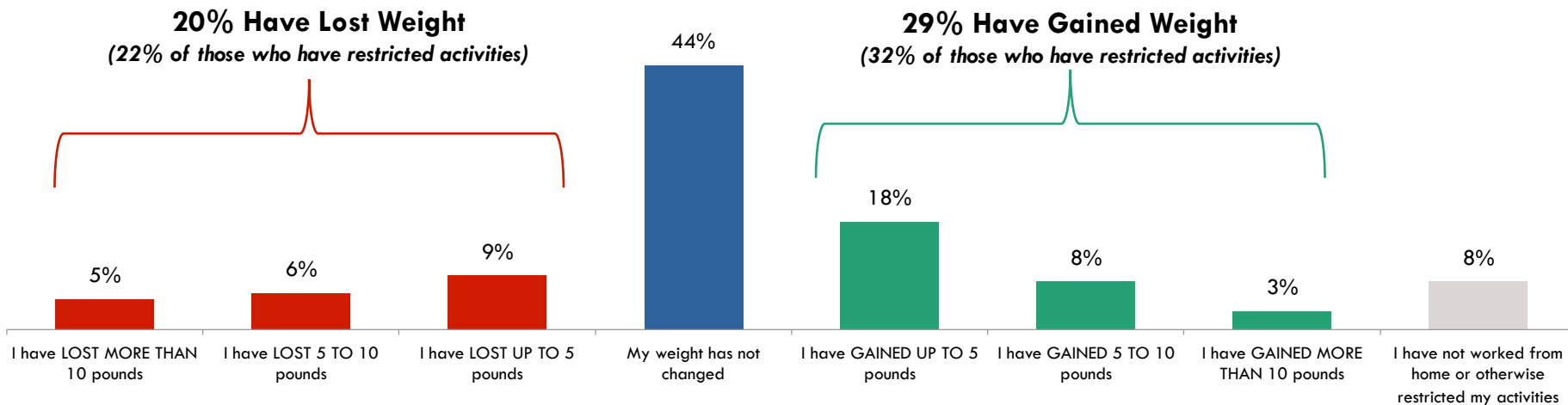
Consumers are finding a variety of
unsung heroes in their kitchens, with
prepared foods at the top of the list

AN APRON
IS JUST A
CAPE
ON BACKWARDS

Thinking about cooking at home, what product surprised you the most or is the unsung hero of helping you cook at home during this lockdown?	Among Those Providing a Response Other Than "Nothing" (n=465) - May 15, 2020
Specific ingredients (net)	31%
Prepared foods (Pizza, frozen dinners)	20%
Cooking/baking staples (Flour, eggs, butter, olive oil)	15%
Pasta/rice	5%
Plant-based meats/Meat substitutes	3%
Specific devices (net)	19%
Crockpot/Slow cooker	3%
Instant Pot/Pressure cooker	3%
Air Fryer	2%
Microwave	2%
Other	9%
The Internet, for new recipes	10%
The person doing all the cooking (Me/My wife)	7%
Specialty retailers / Meal kit services	5%
Learning how to make things from scratch	3%
Rediscovering the joy of cooking	3%
Learning to make do with less/what I have on hand	3%

With all of the time spent at home, about one-third of respondents have gained at least some weight during the Coronavirus lockdown.

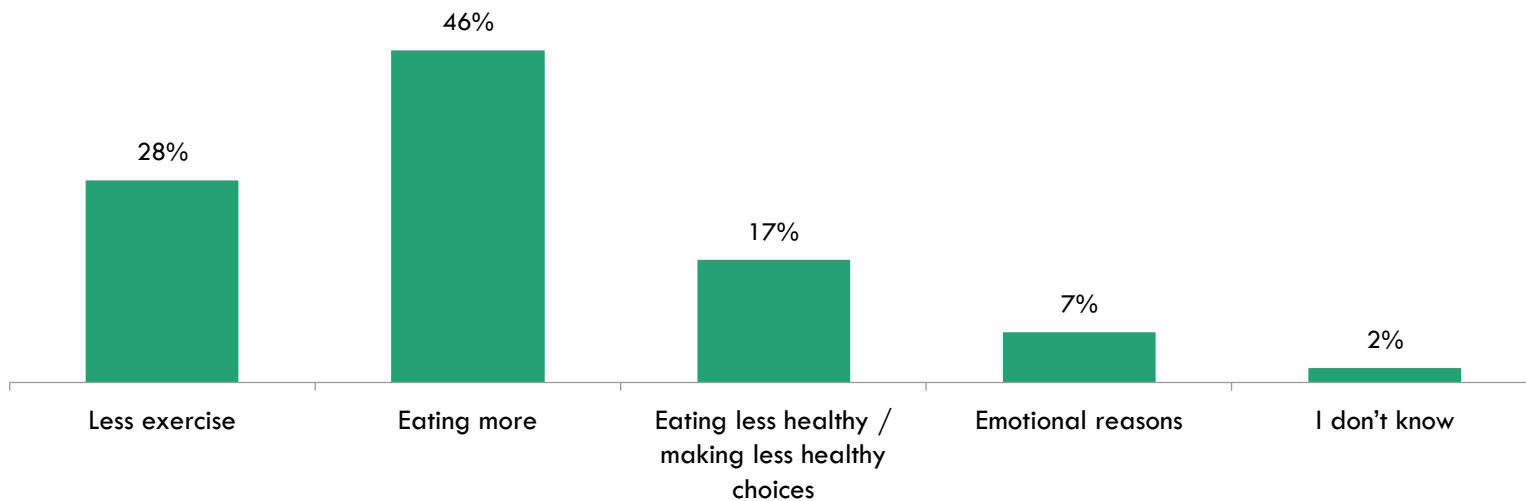
Since the beginning of the Coronavirus Crisis, while working from home or otherwise restricting your activities, how has your WEIGHT changed, if at all?



And, most indicate it's because they're eating more.

Why do you think you have **GAINED weight?**

Among Those Who Have Gained Weight (n=294)



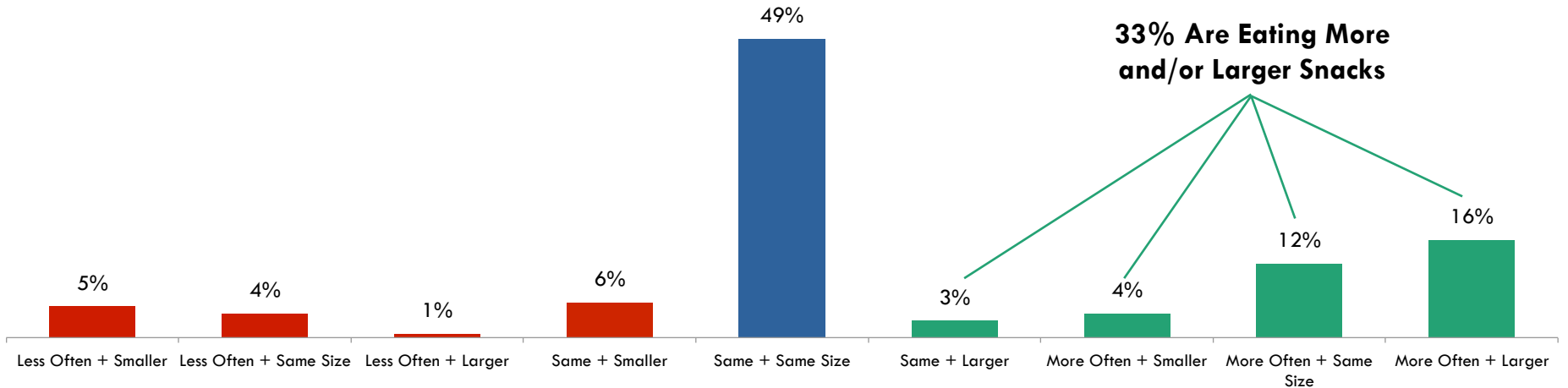
April 28, 2020



We'd recommend thinking about ways to help consumers control their portions and frequency, as snacking habits clearly play a role in this weight gain, given the increases we've seen in eating more and larger snacks.

(Meanwhile, we're going to pretend the two have nothing to do with each other, and just be glad that Cheeto fingerprints don't show up on a PDF.)

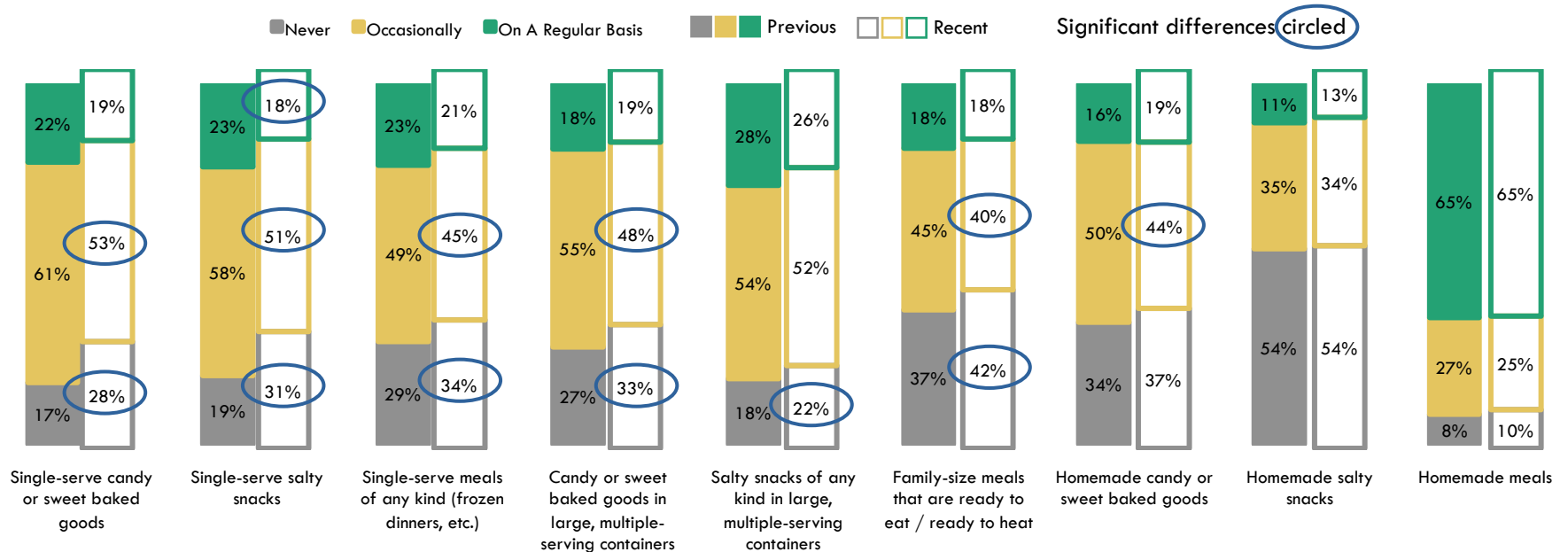
*Compared to your habits before the Coronavirus pandemic, are you snacking less often, the same, or more often?
And, would you say you're generally eating smaller snacks/servings, the same size, or larger snacks/servings?*





Although they are snacking more, consumers are using single-serve snacks less often, and not necessarily replacing them with the other categories we investigated here.

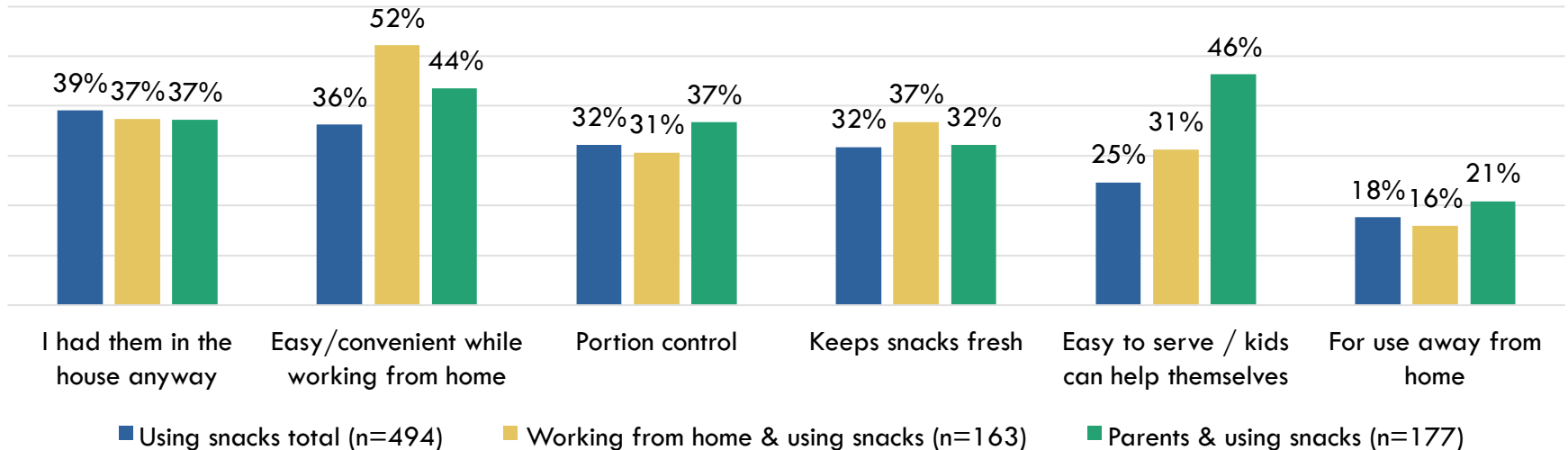
*In general, before the Coronavirus pandemic, how often did you eat or serve each of the following?
And, in the past few weeks since this crisis started, how often have you been eating or serving the following?*





Single-serve snack brands could benefit from messaging that highlights any of the uses consumers are still finding for on-the-go snacks, including convenience, portion control, freshness, and kids helping themselves.

If you have been using on-the-go snacks during the quarantine/lockdown, which of the following have been a reason/way that you're using them?



What are general attitudes about lockdowns?

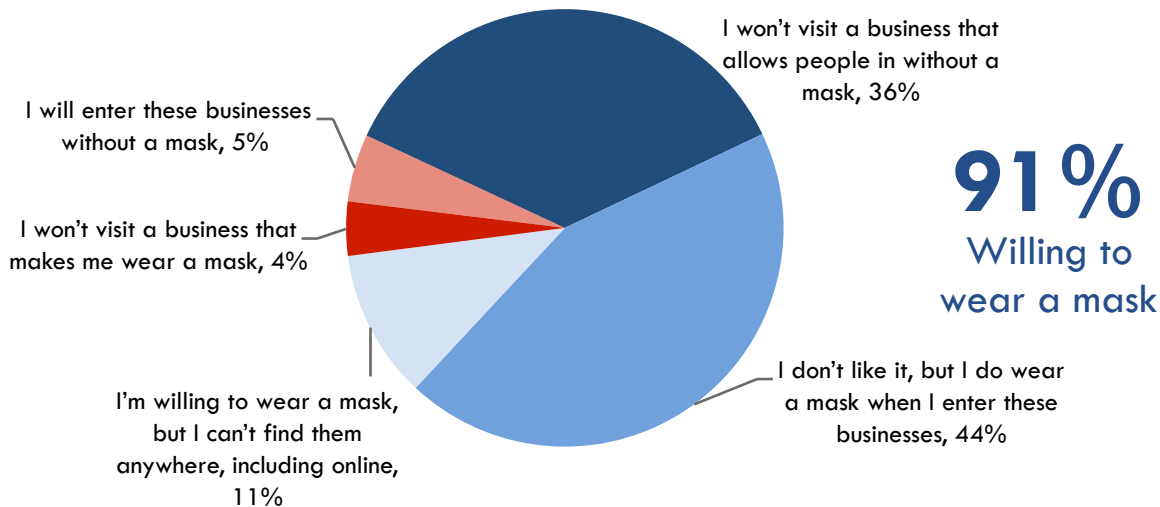
Looking for the opinions behind the news headlines



- **Aside from the politics of the issue, it seems that requiring face masks appeals to more consumers than *not* requiring them; only 9% are unwilling to wear them, while there's a risk of losing 36% who insist they be used by everyone.**
- **In fact, offering face masks – for sale or for free – would encourage their use even more, with 11% of consumers indicating they're not wearing them because they can't find them anywhere.**
- We're seeing regional differences here as well, with only 6% unwilling to wear a mask in the Northeast, compared to 11% to 12% in other regions.

Thinking about businesses that require the use of a face mask to enter, which of the following best describes you?

9%
Not willing

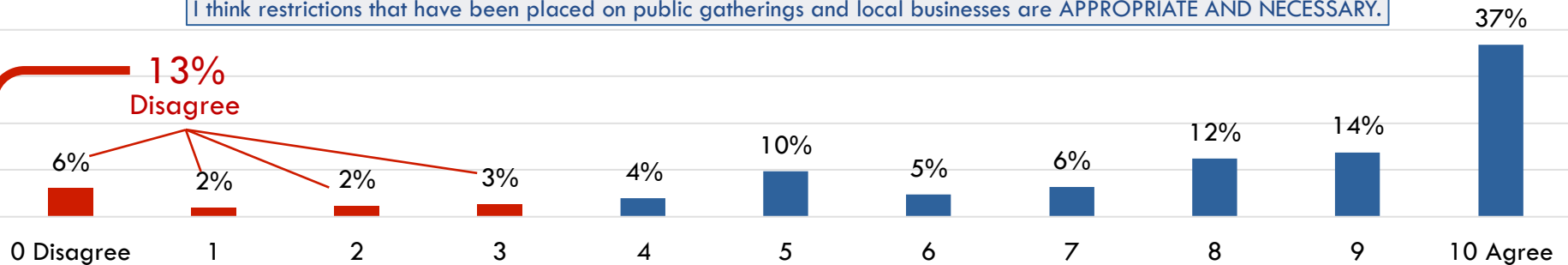


May 15, 2020

Those few who disagree with new restrictions on businesses and public gatherings cite the economy, politics, science, and personal rights as their reasons.



I think restrictions that have been placed on public gatherings and local businesses are APPROPRIATE AND NECESSARY.



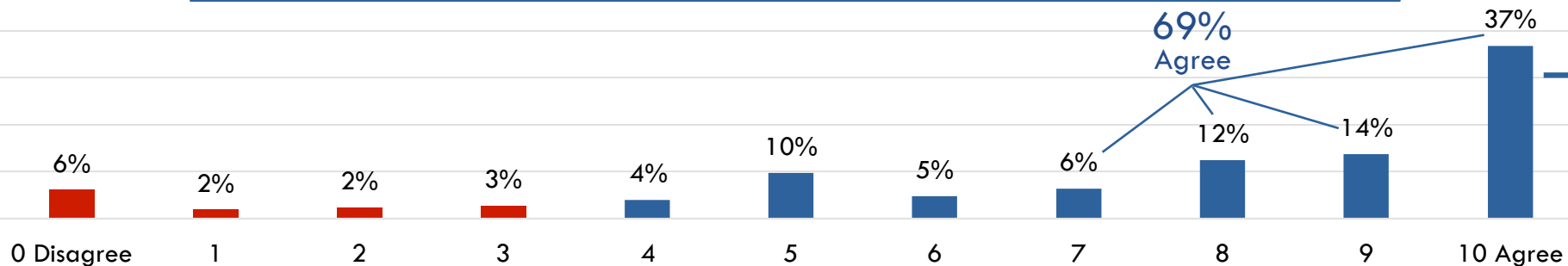
Whether you are in favor of them or not, please explain, in as much detail as possible, why you feel the way you do about lockdowns and restrictions.

- This has been a successful attempt of liberals and progressives to shut down our economy to defeat Trump in the general election.
- Mitigation strategies have no science or merit in protecting public health. This is an exercise more of removing people's freedom than it is about protecting people. If there was a true threat, I think the government would allow it to spread freely.
- Other recent, past pandemics/epidemics have had higher infection/death rates (MERS, SARS, H1N1, influenza), more highly infectious (TB), and no vaccine/cure (HIV), but no such similar lockdown/restriction response.
- They're a little over the top. We need germs to survive, to build up our immune systems. Sorry if some people have to die because of it, but that's nature. Natural selection. Yes, it sucks.
- Healthy people should not have been restricted to the extent they were. The elderly and immune compromised would ideally be more concerned like with any other virus.
- Staying at home alone is not healthy. People need to get out and do their jobs and earn money. Restrictions are restricting people of the American dream.
- I think that it has been long enough; people are suffering, the economy is suffering.

Meanwhile, the majority in favor of new restrictions appear to be motivated by hope that they will be effective in slowing the spread of infection.



I think restrictions that have been placed on public gatherings and local businesses are APPROPRIATE AND NECESSARY.



Whether you are in favor of them or not, please explain, in as much detail as possible, why you feel the way you do about lockdowns and restrictions.

- Money can be replaced, lives cannot.
- Lockdowns and restrictions are necessary to combat the coronavirus. We must take ourselves out of the contagious equation in order to halt the spread of coronavirus.
- I believe there should be more lockdowns and restrictions. Bring in the National Guard to patrol streets to make sure people are only going out if necessary.
- Because it has been proven that lockdowns and restrictions are the best way to combat this virus.
- I am in big favor of them; I know that it has been rough for a lot of people, but this is just what is necessary for us to continue to thrive as a species.
- We need to look after ourselves and our friends and family, and the longer we isolate and control the spread, then the sooner we can get back out into the world.
- My parents are at-risk with both age and pre-existing conditions. They mean everything to me, and I don't want anything to happen to them. If I feel that way about my family, then I should be able to have empathy for others too.
- I feel that lockdowns and restrictions are important so we can slow the spread of the coronavirus to prevent hospitals from being overwhelmed with sick patients.
- Lockdowns are there to protect us, not to harm us.
- I feel the lockdown and restrictions should continue until there are no more infections.

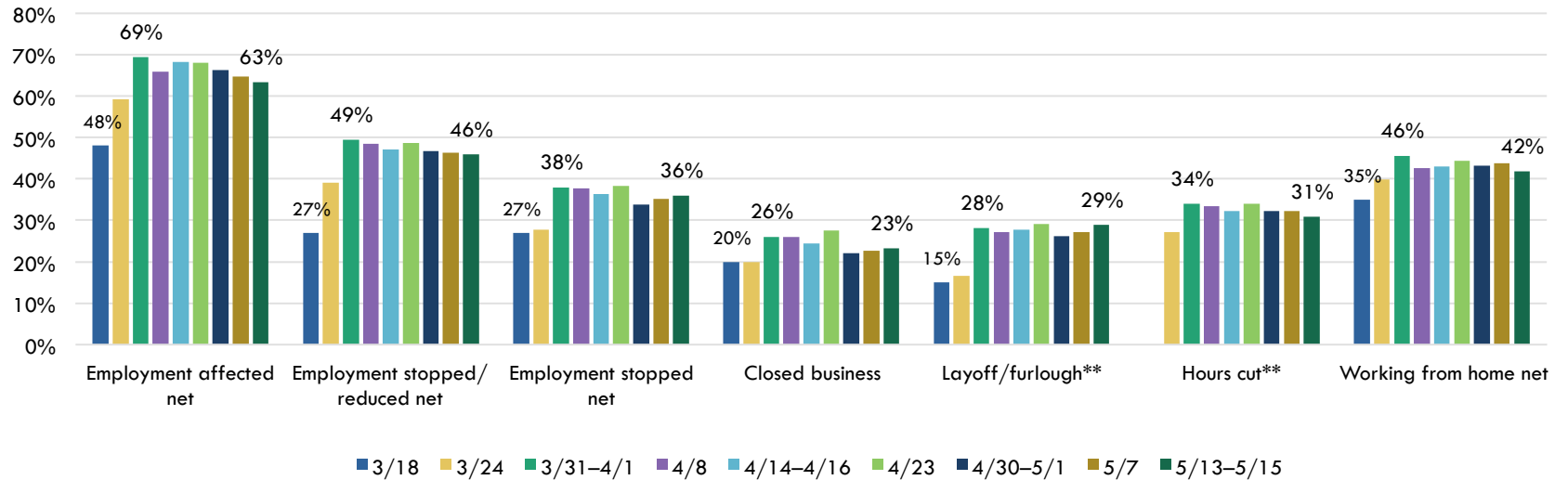
How are economic changes influencing consumers?

Unemployment numbers never tell the whole story.



- **Unemployment/hours being cut may be trending down from their peak at the beginning of April, as some businesses re-open or people find new jobs.**

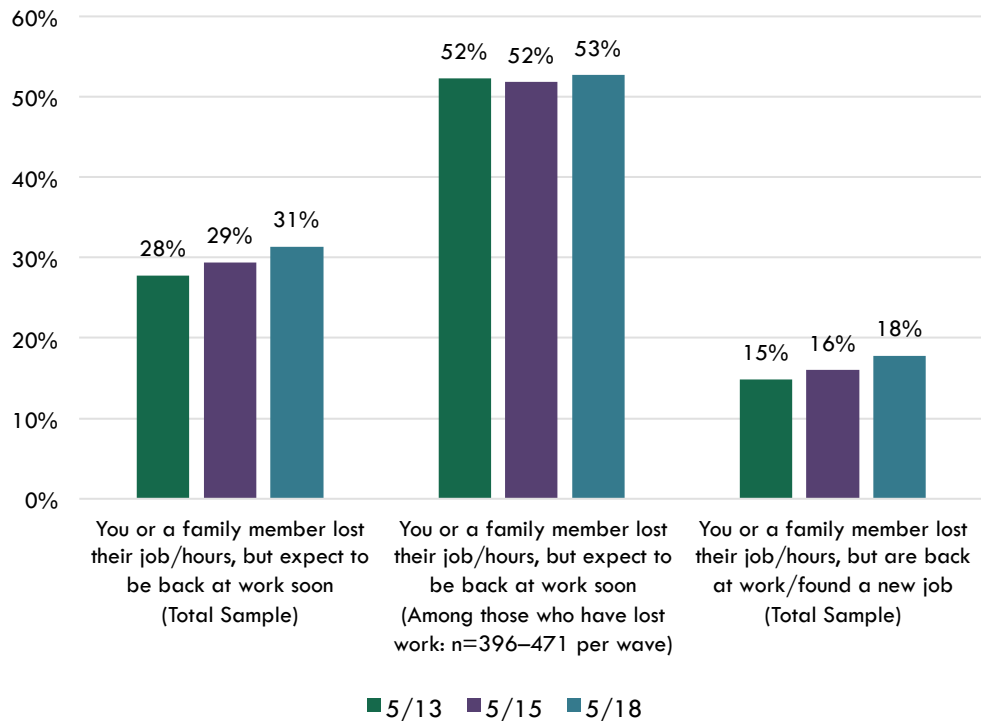
- However, the changes over time are slight, and those with stopped/reduced income are still at an alarmingly high rate if these businesses/industries don't bounce back soon.



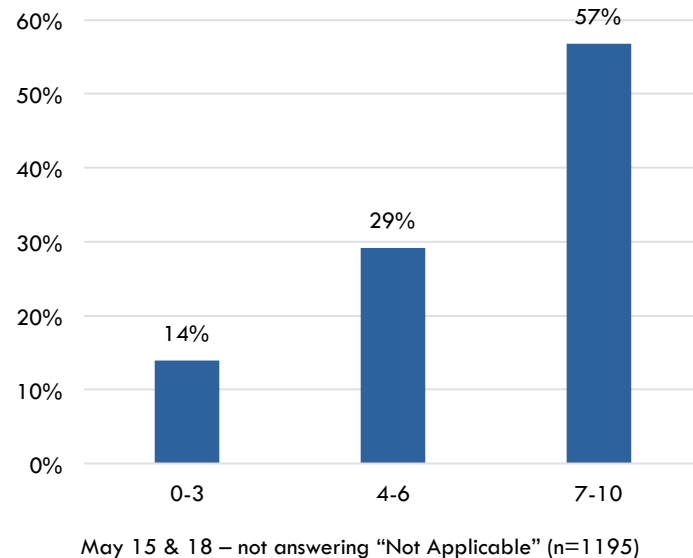
**Furlough added on 3/31 **Hours cut added on 3/24

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 job back.



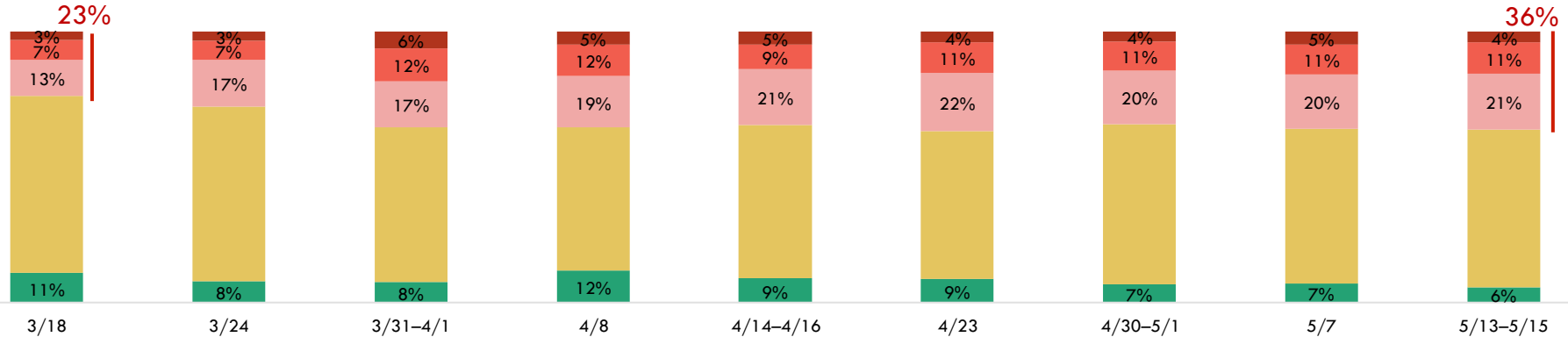
If you have lost income or employment due to the Coronavirus, how CONFIDENT are you that you will get your hours/salary back sometime in the near future?
(0) Not At All Confident / (10) Very Confident



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



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

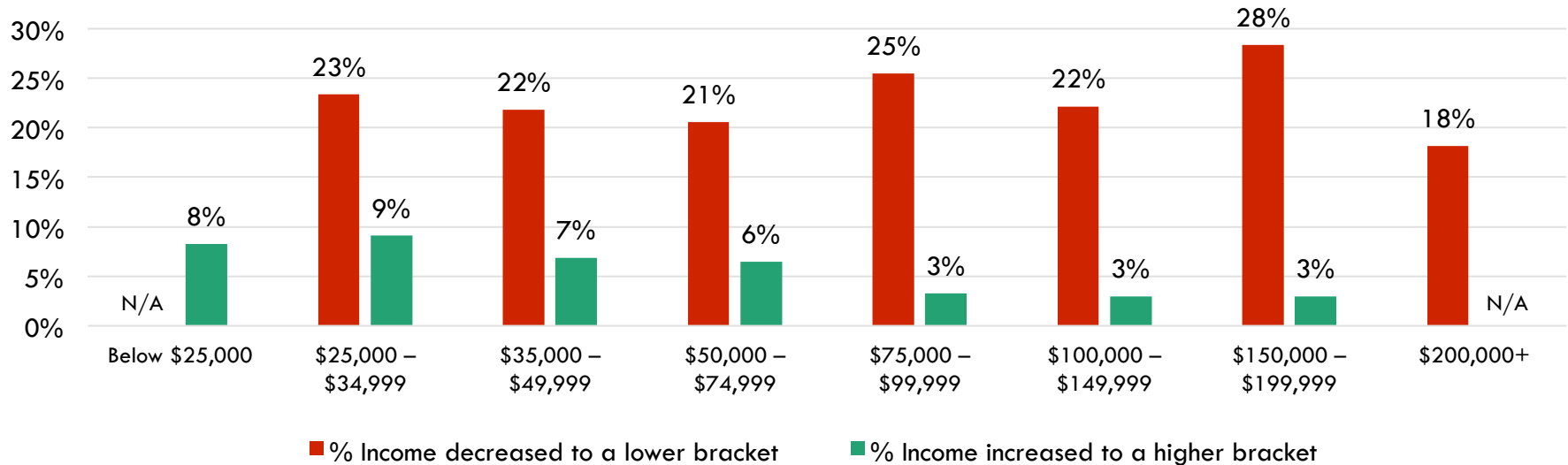


**Your household INCOME
from employment**

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



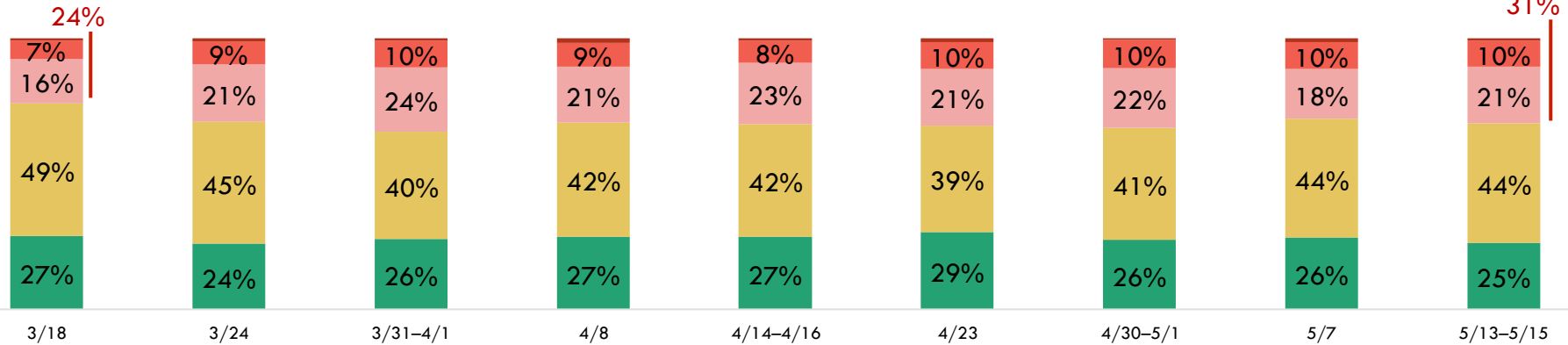
- All income brackets are seeing decreases in income – households earning \$200,000+ have the smallest % decrease, but \$150–\$199K households are most likely to have seen a significant drop in income.
- The lowest brackets have a little more likelihood for gain, perhaps because they are able to earn more on unemployment than they were able to earn in minimum wage jobs.



May 18, 2020 (n=938)



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

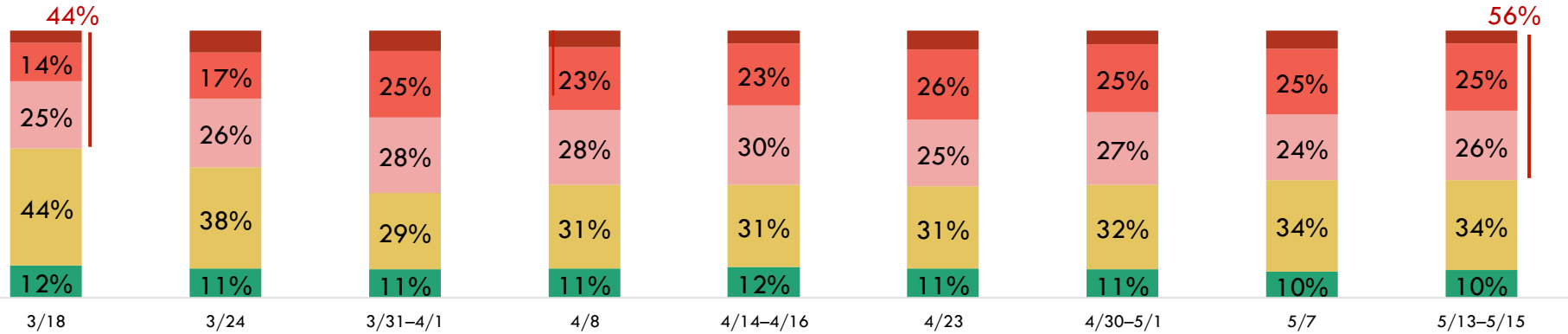


Your household SPENDING on essential items

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



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

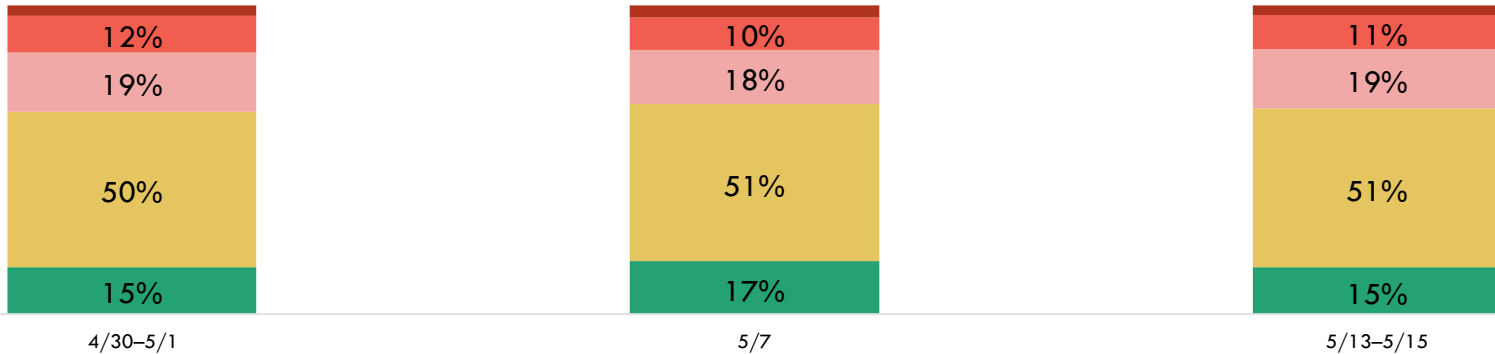


Your household **SPENDING** on non-essential items

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



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



Your household SAVINGS

■ Increased

■ Stayed the same/no change

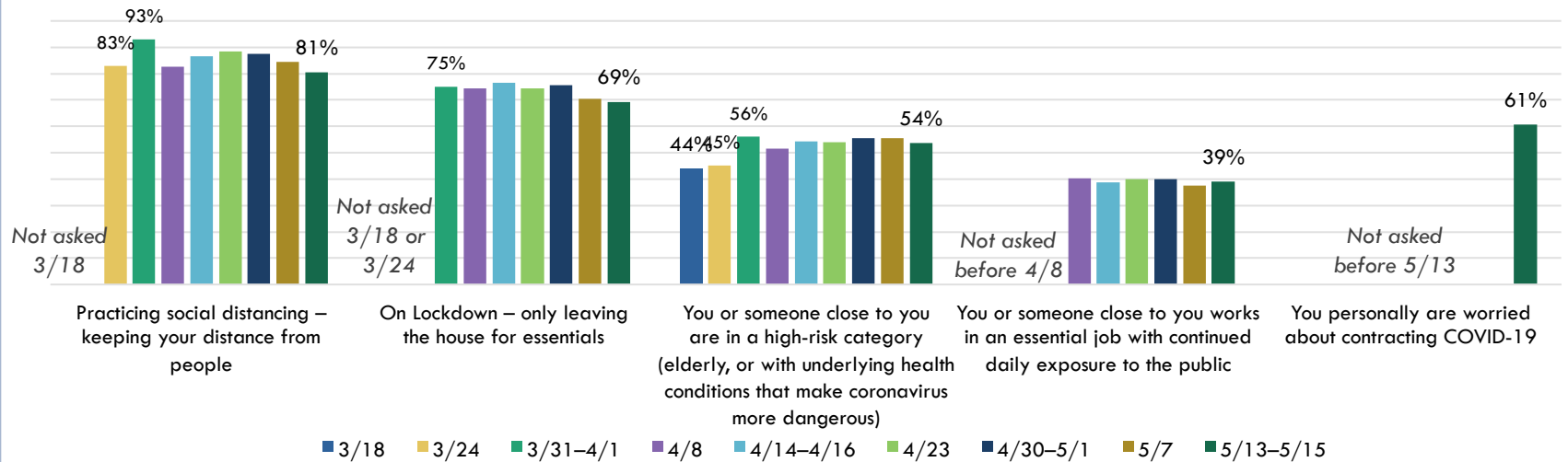
■ Decreased a little

■ Decreased a lot

■ Eliminated completely

- **The number of consumers practicing social distancing and lockdown has been declining slightly since early May, perhaps as some states are opening back up.**
 - High-risk and essential worker numbers are holding steady.
- **Meanwhile, 61% are worried about catching the virus.**

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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