



COVID-19 U.S. CONSUMER IMPACT TRACKING STUDY – WEEK 14

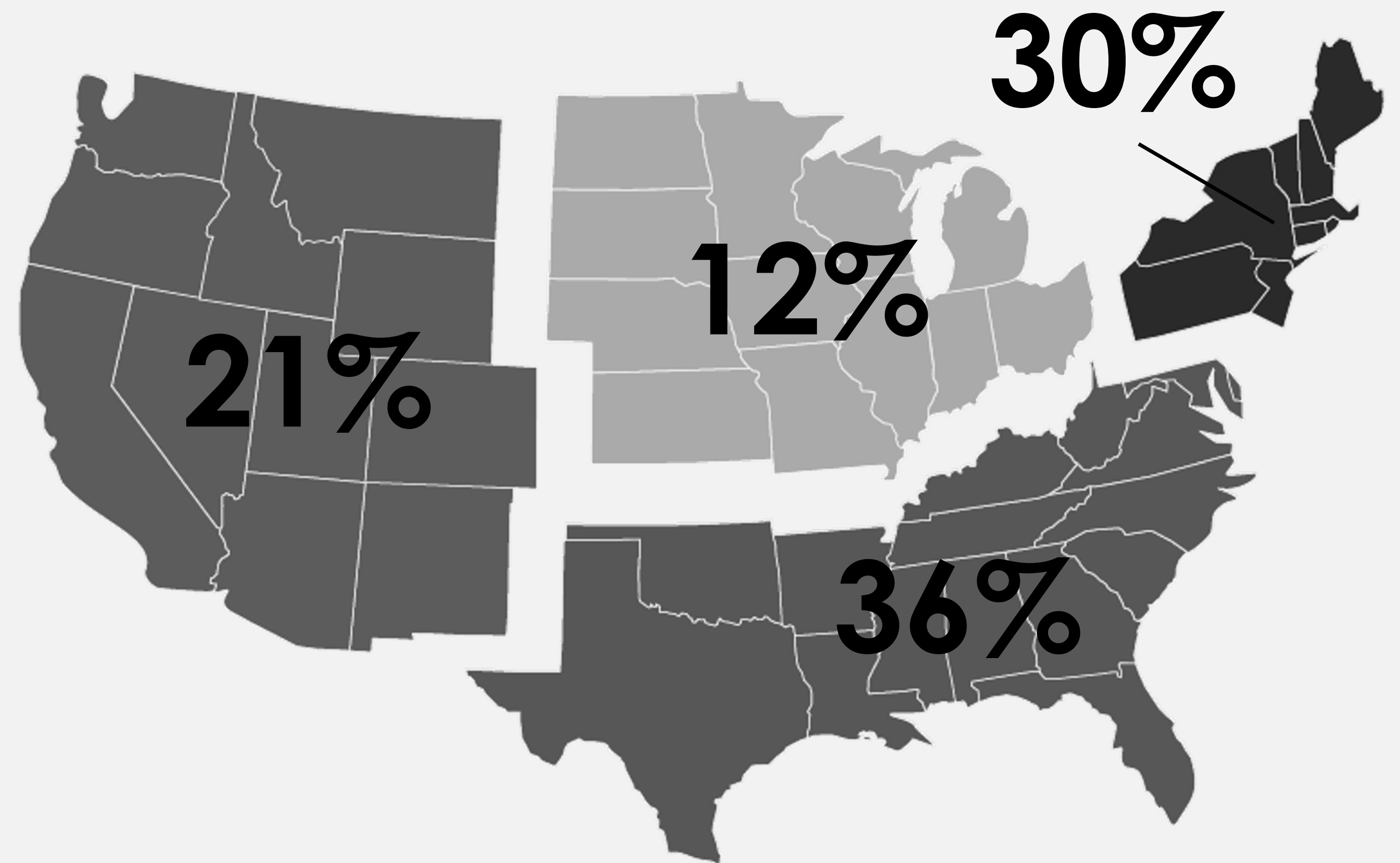
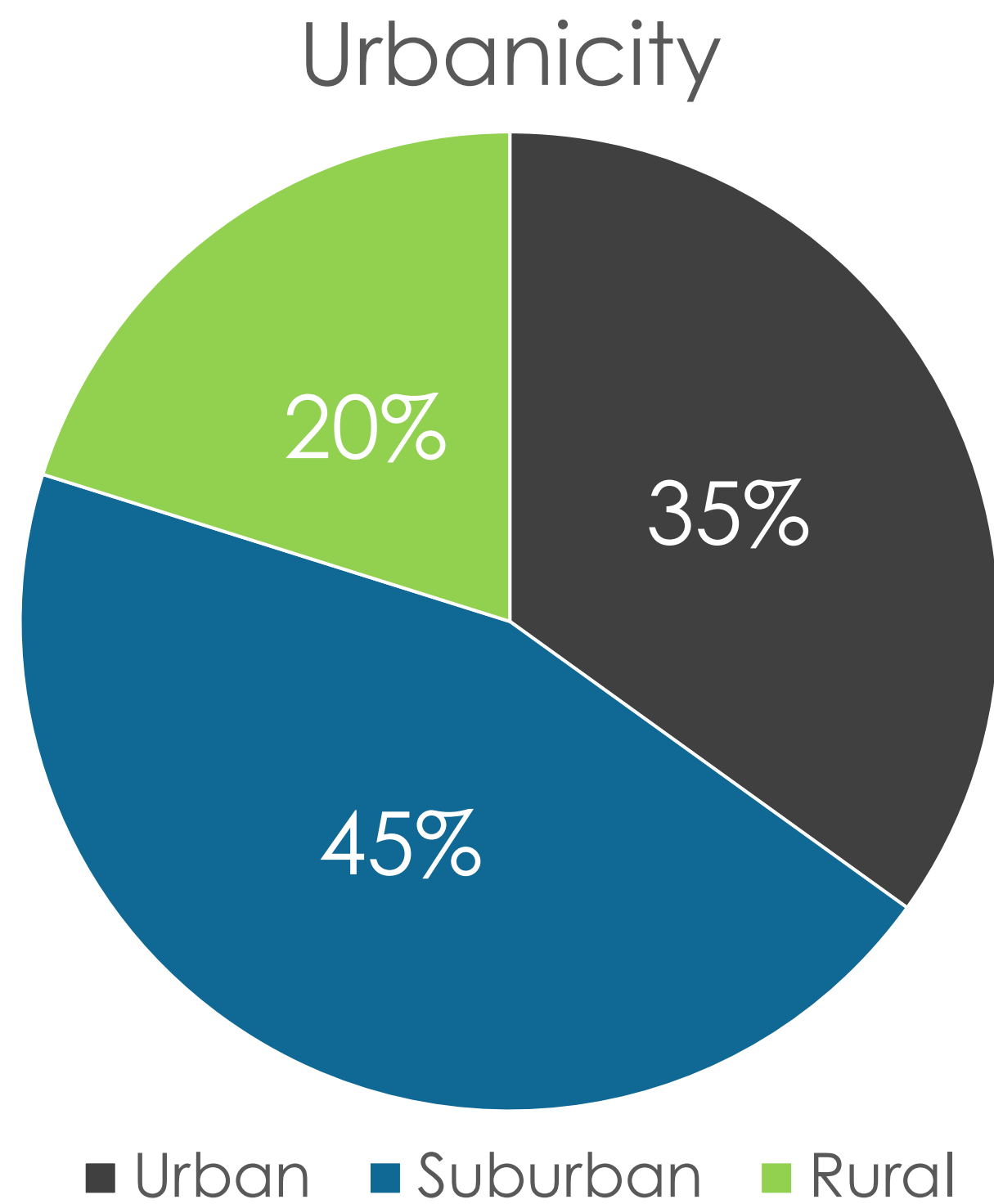
PRESENTED JUNE 8, 2020

Methodology

- N = 878; Census Balanced
- MOE = $\pm 3.31\%$
- Panel: General Population
- Collected: 06/05/20, 06/06/20

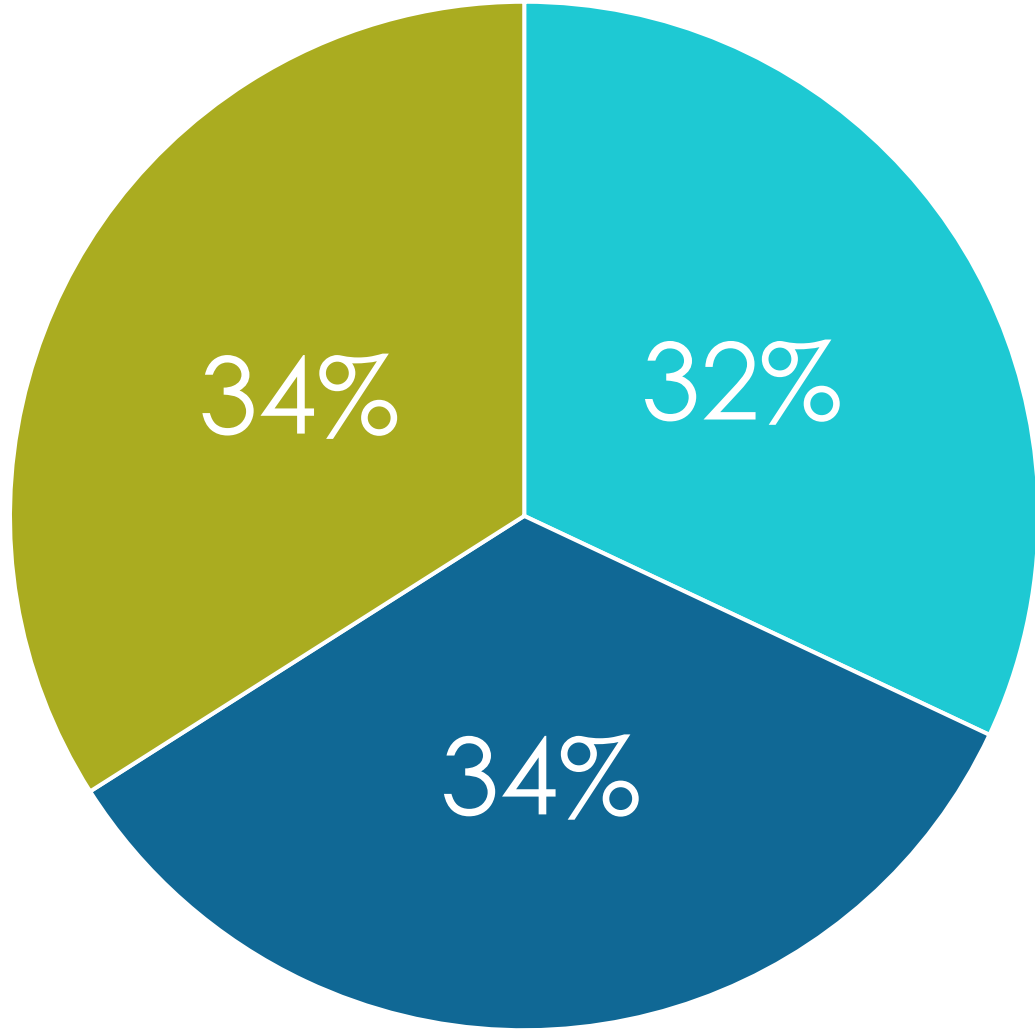


Census Balanced Panel is Representative of America



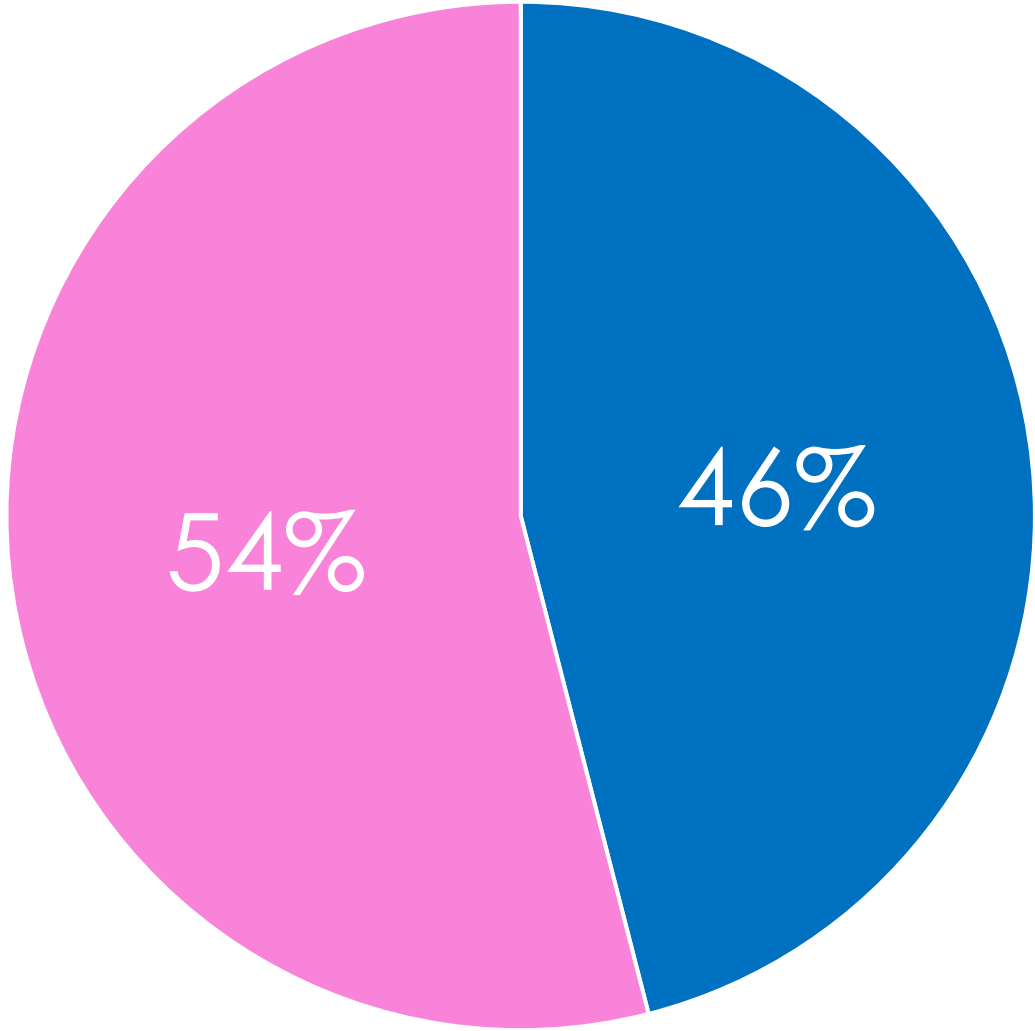


Generation



■ Millennial ■ Gen X ■ Boomer

Gender



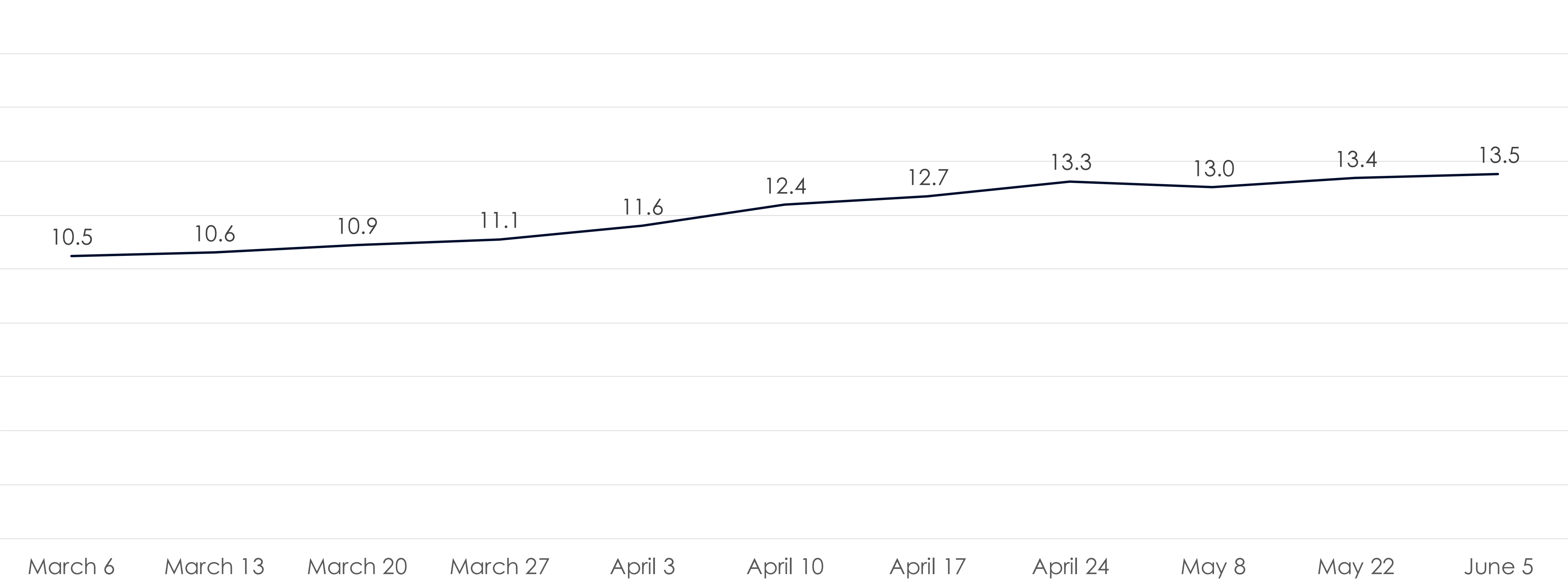
■ Male ■ Female



Attitudes about COVID-19

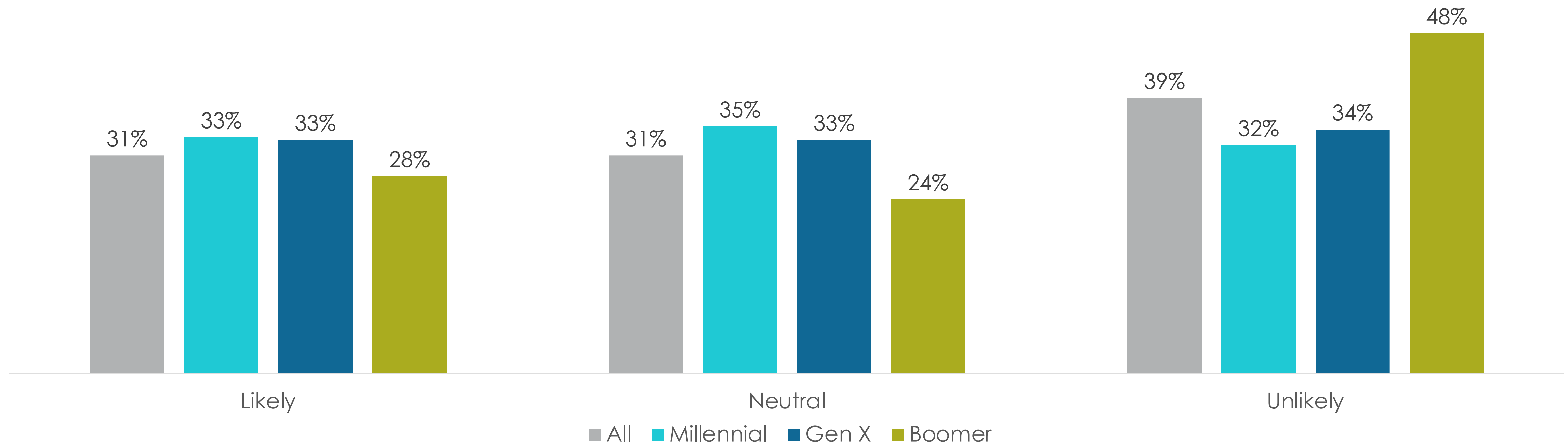
The average expected timeframe in which to develop a vaccine for COVID-19 continues to grow longer. It's increased 29% since the first week of March.

Average expected timeframe to develop a vaccine for Coronavirus (in months)



Despite the national decline in both new cases and deaths, only 31% of respondents feel that the virus will be brought under control this summer.

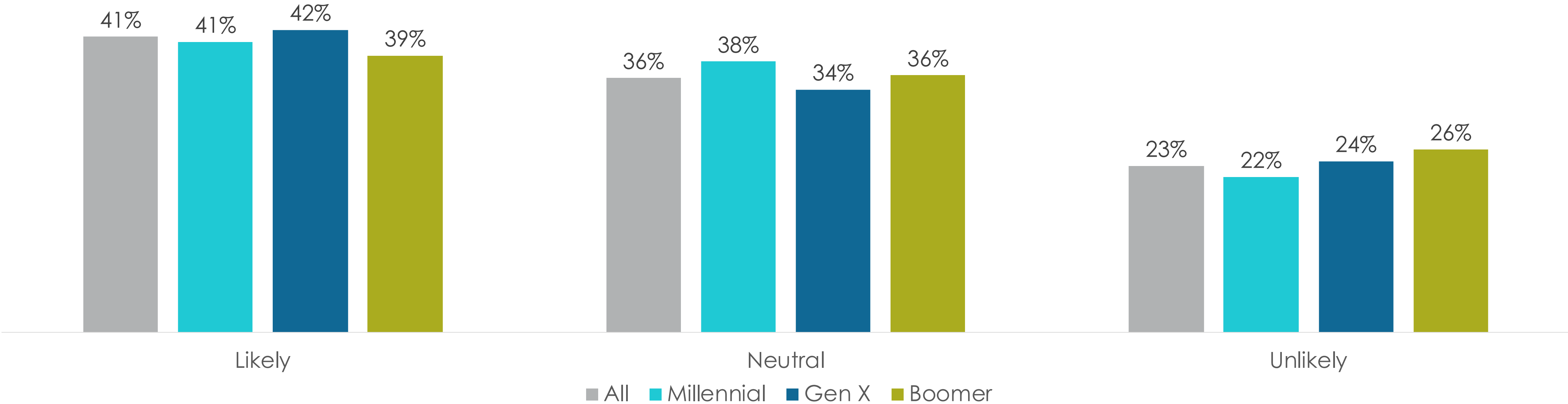
Likelihood that Coronavirus will be brought under control this summer



How likely do you think it is that COVID-19 will be brought under control this summer?

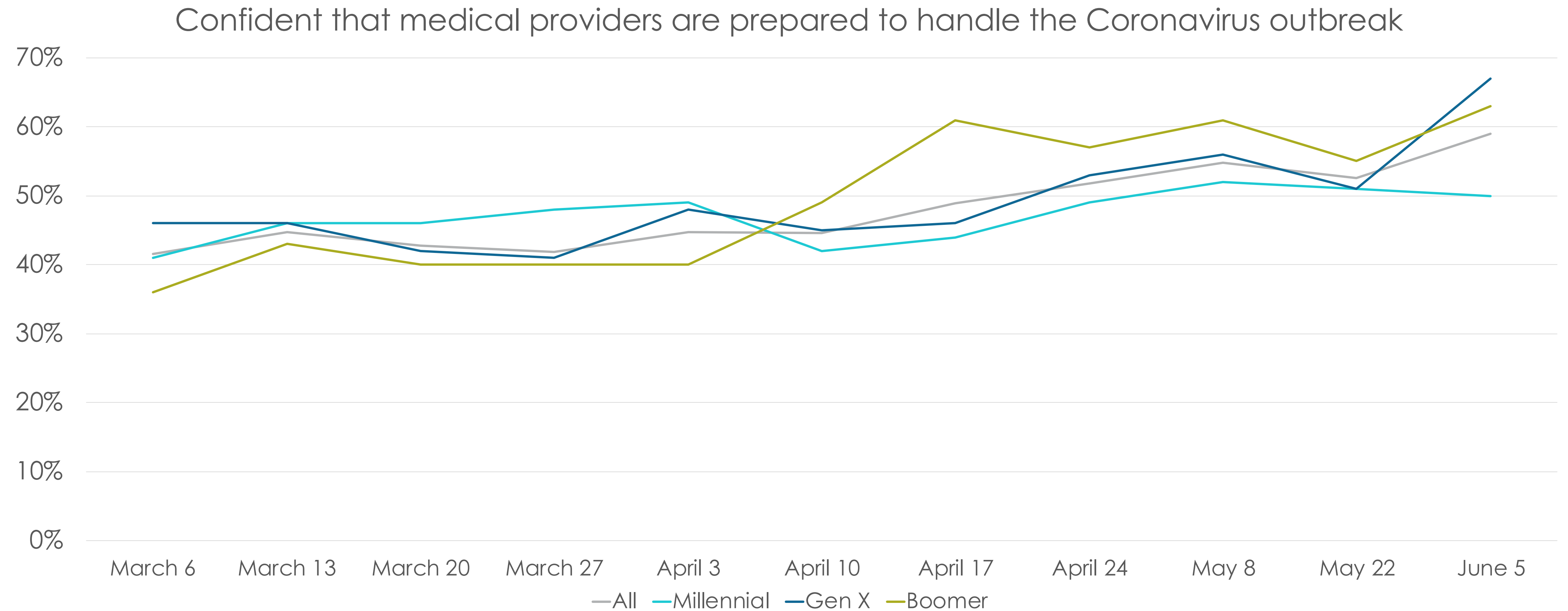
And, 41% think that, no matter what happens this summer, it's likely that the virus will return this fall/winter.

Likelihood that Coronavirus will return this Fall/Winter



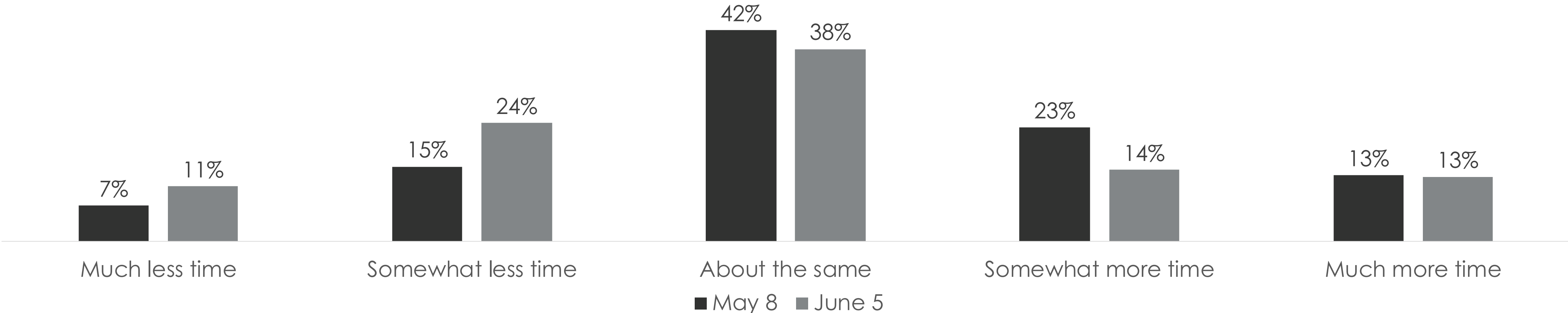
How likely do you think it is that COVID-19 will come back next fall or winter?

Despite the long-term view of the presence of the virus, confidence in the local medical community's ability to handle the situation has increased 40% (59% v. 42%)



We are not keeping up with COVID as much as we used to: Compared to 4 weeks ago, 35% of people are spending less time staying informed about the virus compared to 27% who are spending more time.

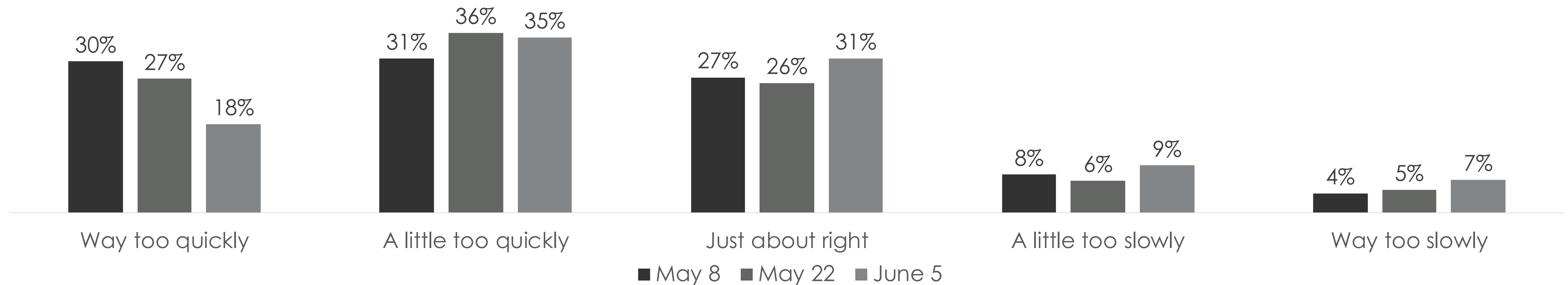
Keeping up with information about Coronavirus compared to a month ago



How much time are you spending keeping up with information about COVID-19 now as compared to a month ago?

Respondents' opinions about the speed with which states are opening has shifted. People are 40% less likely to think states are opening way too quickly than they were a month ago.

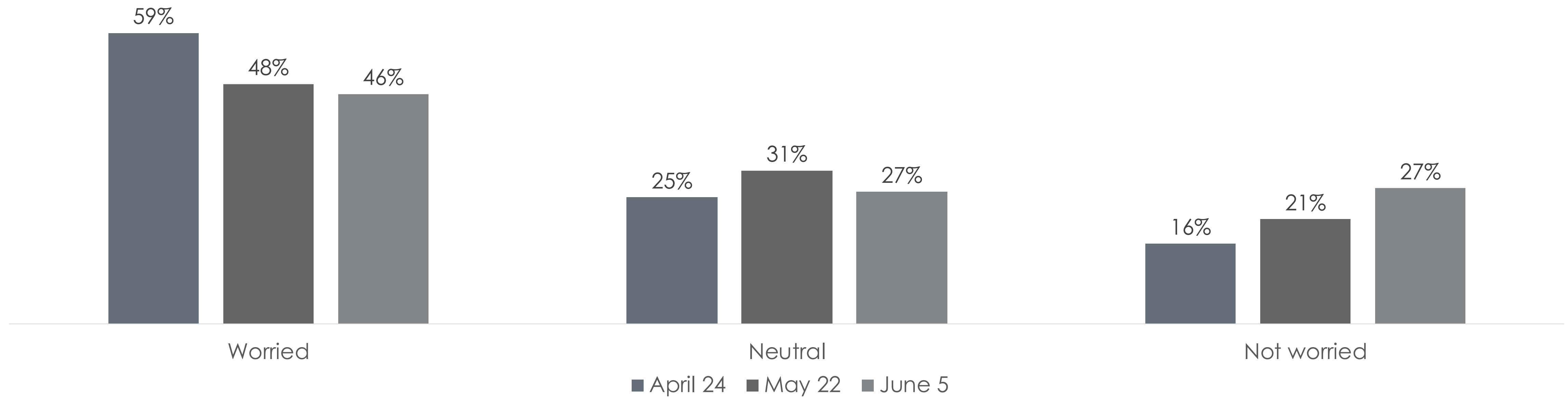
States that have opened moving too quickly/slowly



Do you think states are opening too quickly or too slowly?

Worry levels have declined as well. Net worry (worried minus not worried) has dropped from 43% to 19%.

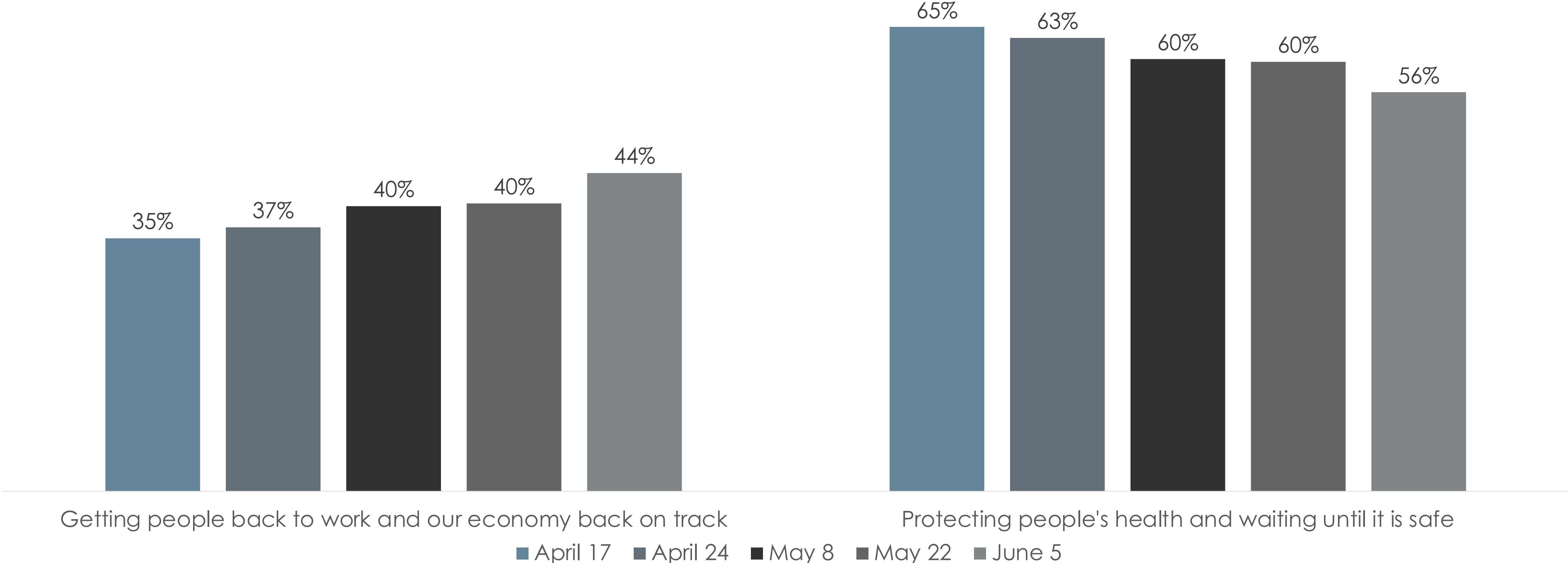
Those who are generally worried vs. not worried



In general, how worried are you now?

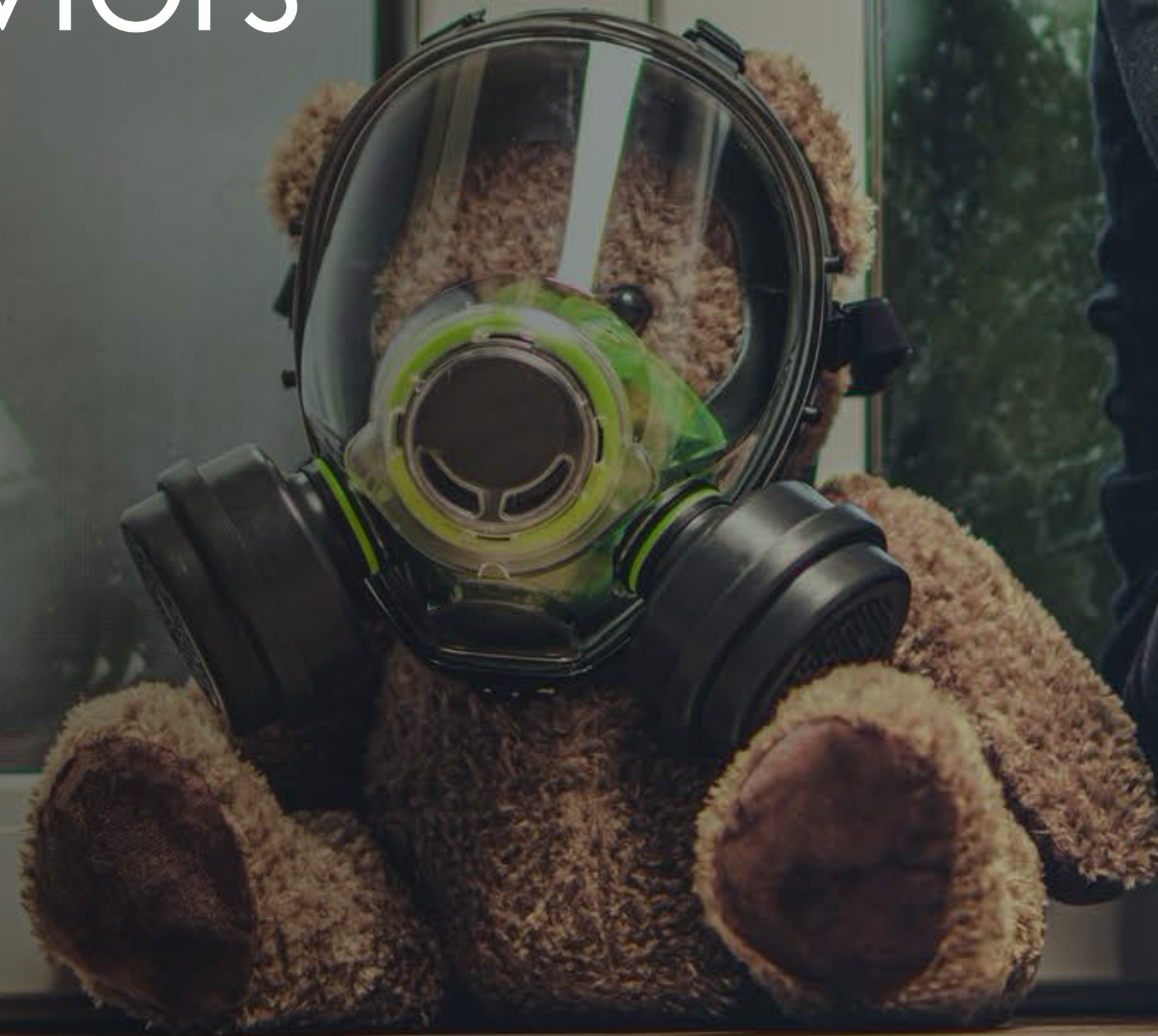
The steady shift in the weight put on getting people back to work vs. protecting health and safety has gone from nearly 2-to-1 to a 56% vs. 44% split.

Influence for opening the country back up



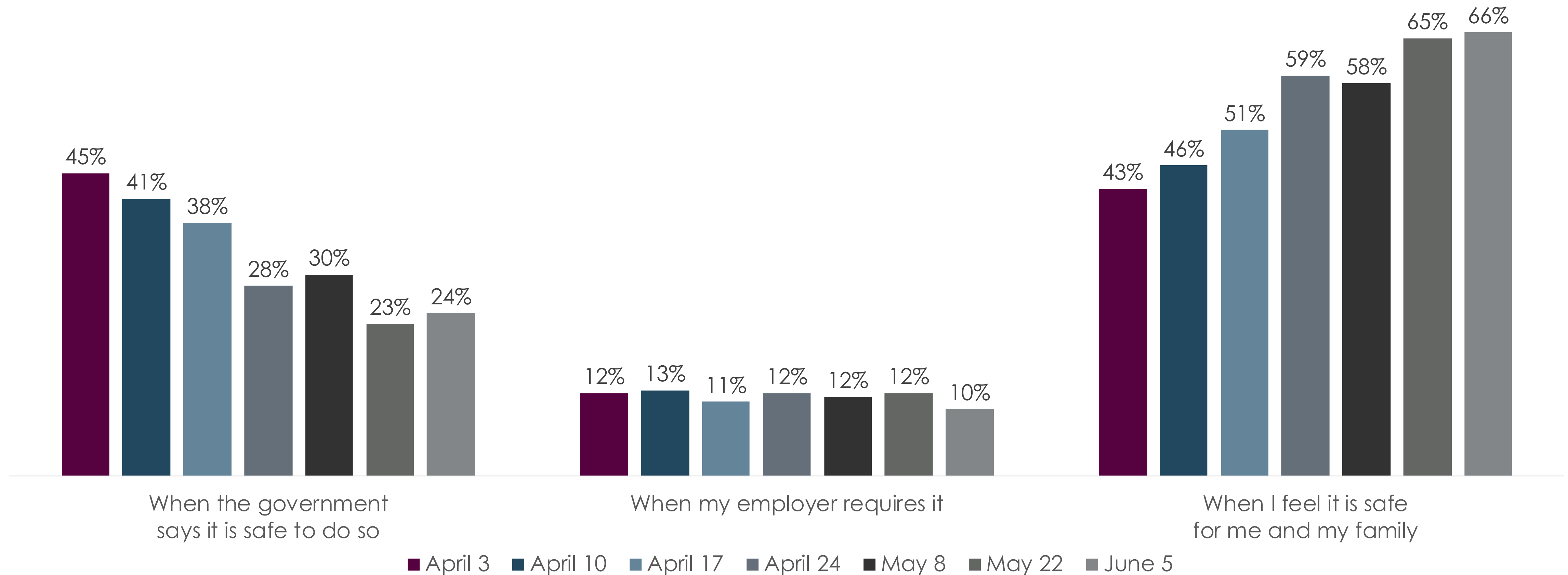
Allocate 100 points between the two options based on how influential you think they should be in the decision to open the country back up.

COVID Behaviors



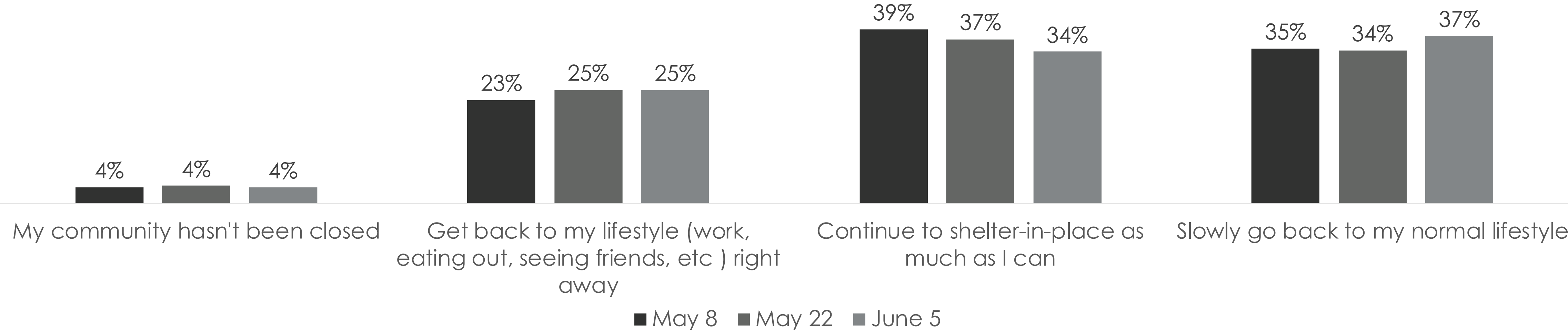
Despite the changing atmosphere, nearly two-thirds of respondents say they'll return to normal behaviors on their own terms.

When people will return to normal behavior



And, their planned behavior for the opening of their communities has not changed substantially. Only one-quarter will jump right back into their lifestyle, and more than one-third plan to continue to shelter-in-place.

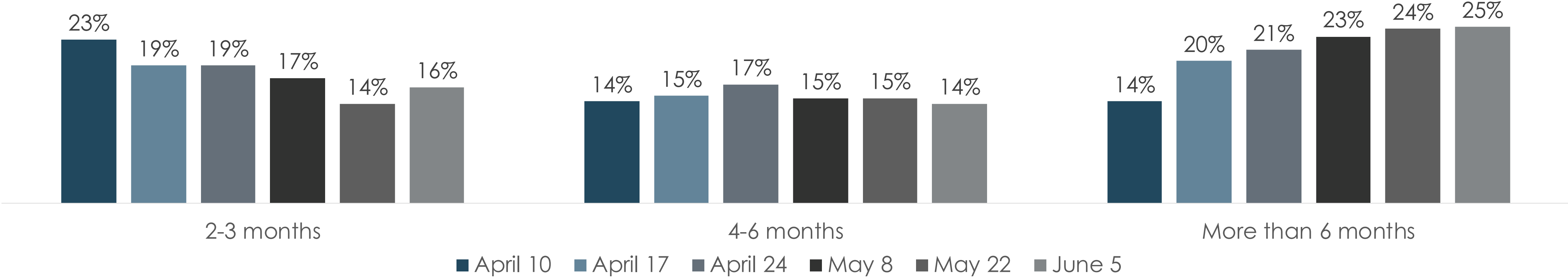
Personal action once states open back up



Which of the following best represents what you'll do as your community opens back up?

Expectations for the timeframe for returning to normal behaviors have not changed despite the passage of time. Five weeks ago, 51% felt a return to normal was 2 or more months away. That number has increased to 55%.

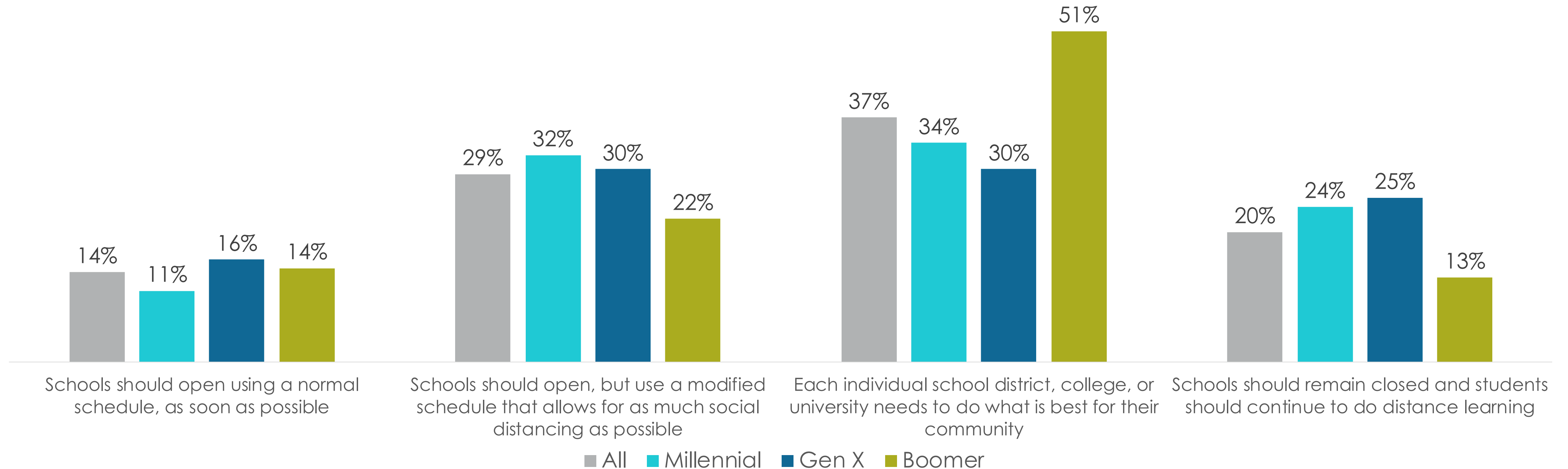
Timeframe of returning to normal behaviors



When do you think it's likely that you'll return to your normal behaviors (going to work, eating out, shopping, etc.)?

A big part of opening the country back up involves the schools and there are varied opinions on how it should be handled. A plurality of the total sample and the majority of Boomers (51%) feel each school community should chart its own path.

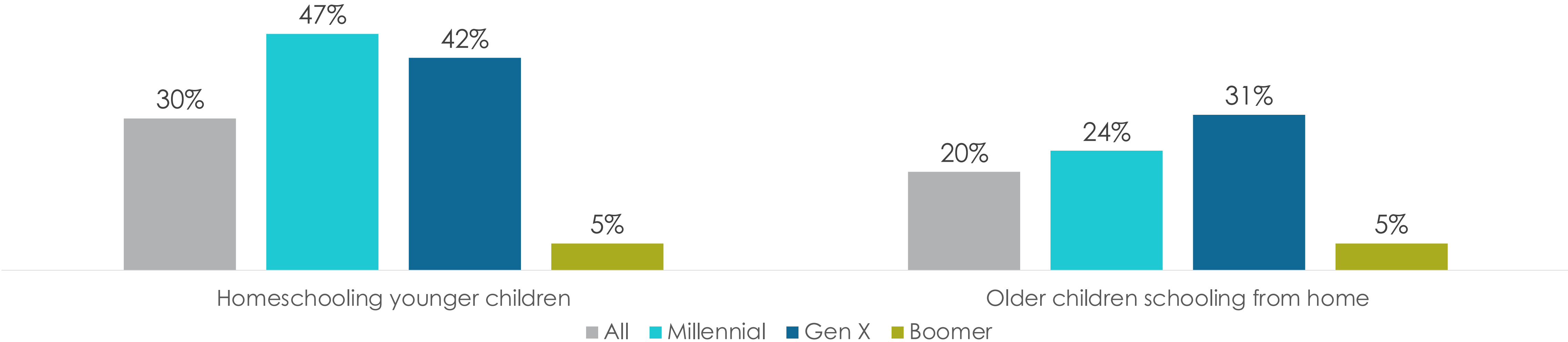
Approach to reopening schools



Which do you think is the best approach to reopening schools?

34% of households will be impacted by the decisions on school openings. 30% of respondents have been homeschooling young children and 20% have high school or college age kids schooling from home.

Homeschooling during quarantine

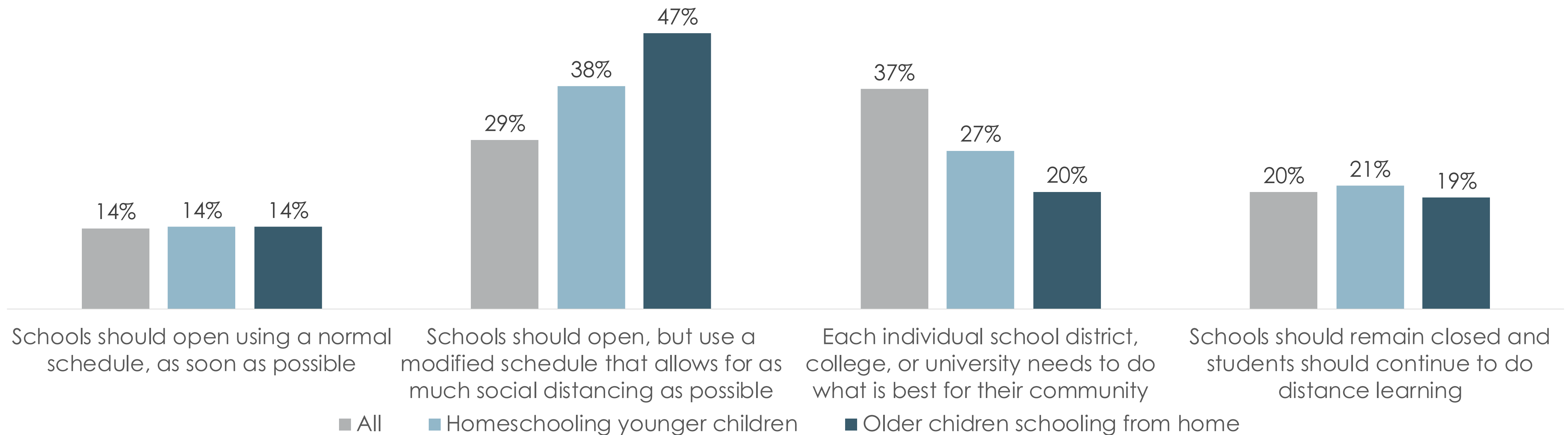


Do you have children for whom you have to provide home schooling?

Do you have older children (high school or college) who are home schooling, but don't need much assistance from you?

Parents with school-aged children are much more likely to want to see schools open with a modified schedule than to see the decision left to each school community.

Approach to reopening schools: Those with children who need homeschooling vs. those with older children who are home schooling



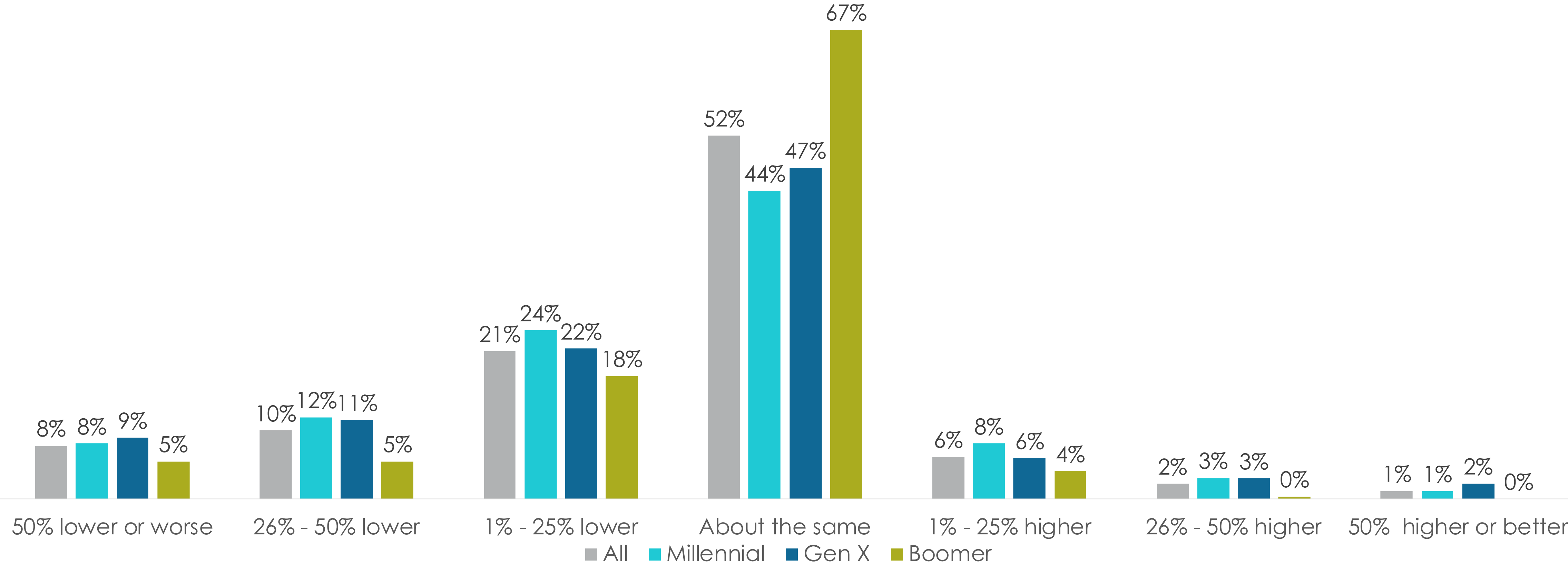
Which do you think is the best approach to reopening schools?

Income and Confidence



The results of business closures can be seen in the impact they have had on household income. 39% of households have experienced a reduction, while two-thirds of Boomers, many of whom are retirees, have experienced no change.

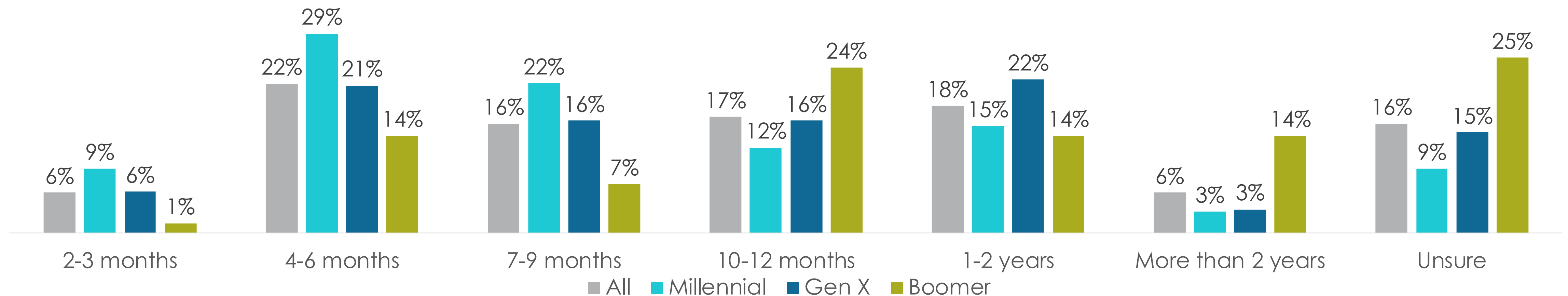
Household income over the last few months vs. before Coronavirus



How does your household income (from all sources) for the last few months compare to what your household income was before COVID-19?

People are also not confident about the return of their household income to pre-COVID levels. Only 6% feel it will occur in the next 2-3 months while 24% feel it will be a year or more and 16% are unsure.

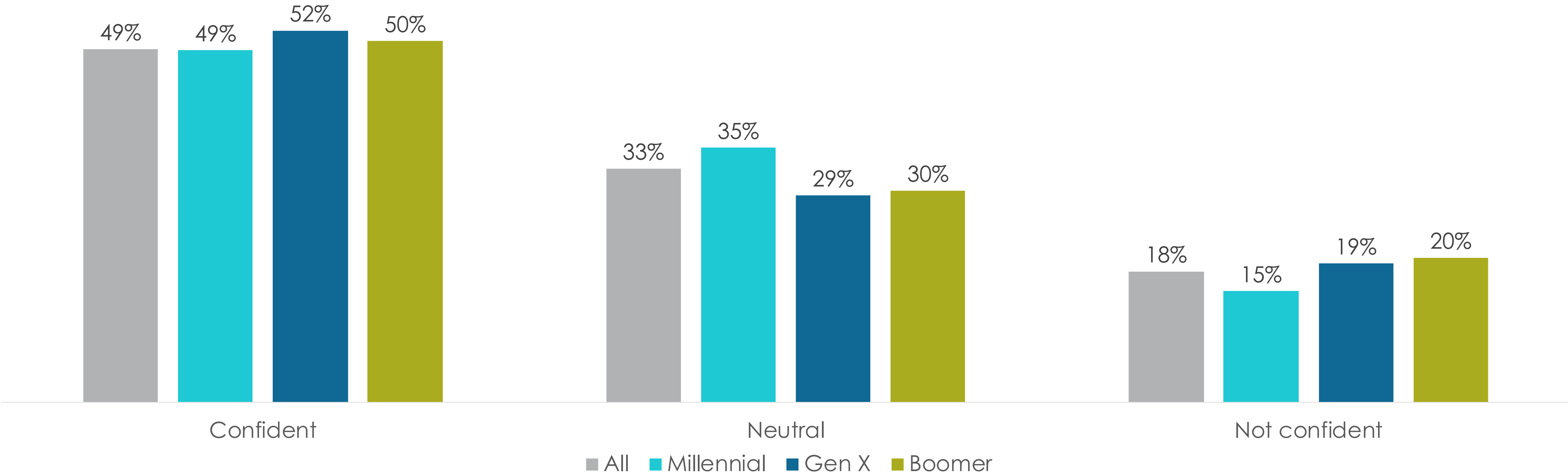
Timeframe of monthly household income returning to what it was before Coronavirus



How long do you think it will be before your monthly household income will return to its pre-COVID level?

As a result of the income disruptions and other external forces, less than half (49%) of respondents are confident or very confident in their financial well-being going forward.

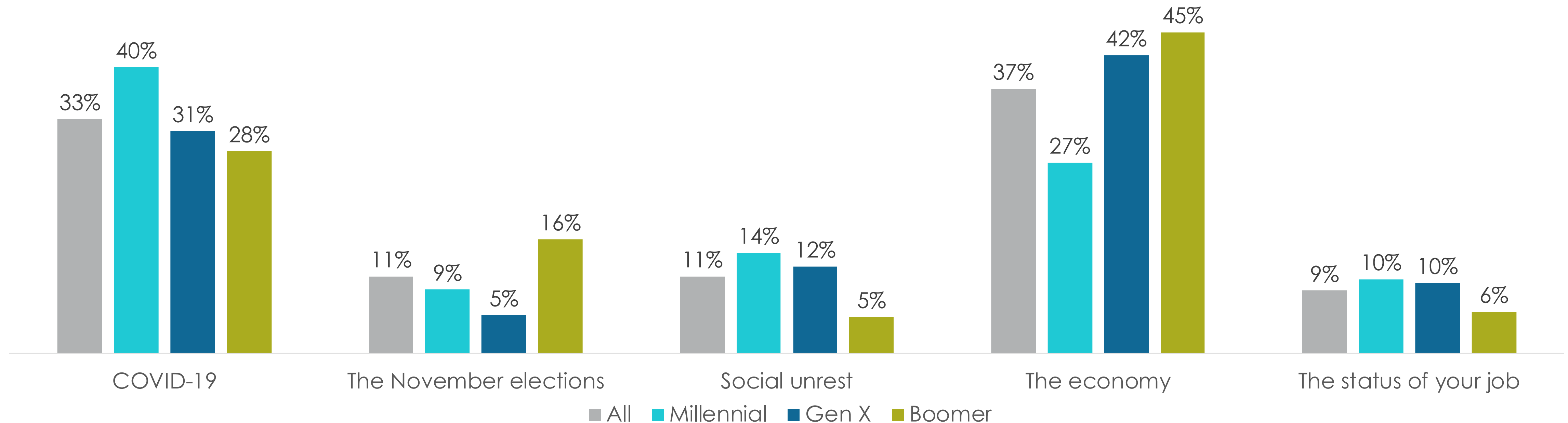
Confidence in financial well-being over the next few years



How confident are you in the financial well-being of your household over the next few years?

By far the two greatest influences on people's concerns about their financial well-being are COVID-19 and the economy, which were selected as most influential on their lack of confidence by 70% of respondents.

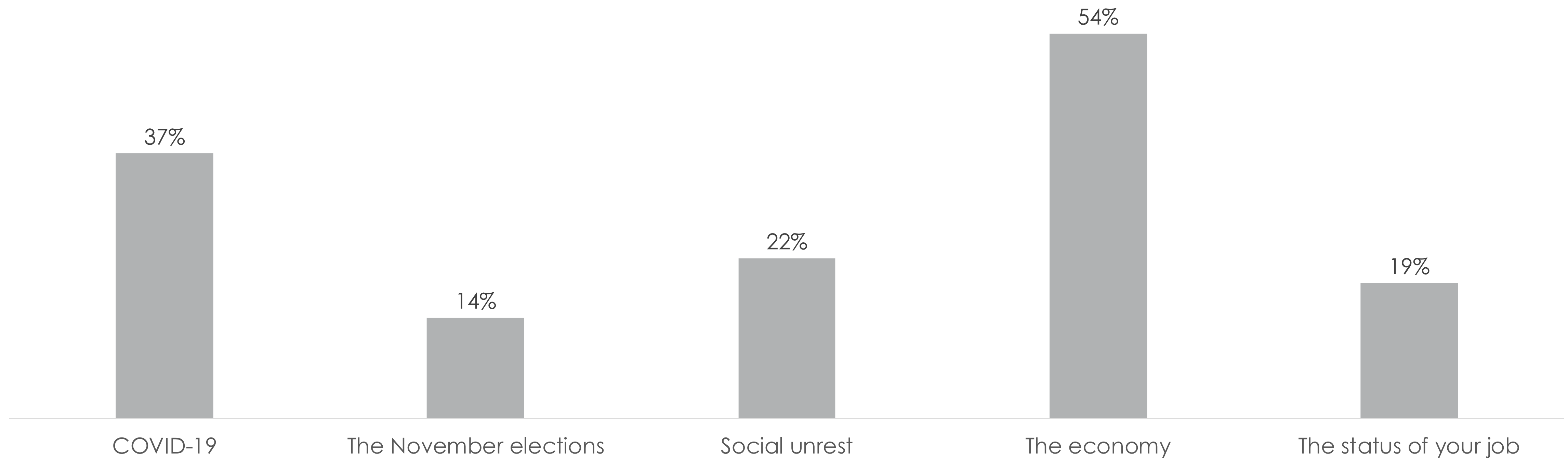
Most influential on lack of confidence of household financial well-being over next few years



Which of the following is most influential on your lack of confidence in your household's financial well-being over the next few years? Select one.

When asked about the influence of the issues that they had not selected, the economy and COVID-19 still rose to the top as being most influential on their lack of confidence

Net (top 2 box – bottom 2 box) influence on lack of confidence in household financial well-being



How influential are the following on your lack of confidence in your household's financial well-being over the next few years?

Summary

COVID-19 attitudes continue to evolve.

- The expected timeframe for the development of an effective vaccine has increased from 10.5 months on March 6th to 13.5 months today.
- Despite the improving numbers nationally, only 31% of respondents feel it is likely that the virus will be brought under control this summer. 41% also expect a spike in the fall/winter.
- The pessimistic view of COVID is tempered by the fact that nearly 60% of people feel their local medical community is prepared to handle the situation.
- 35% of respondents are spending less time staying informed about COVID-19 than they were a month ago.
- There has also been a significant 40% drop in the percentage of respondents who feel states are opening way too quickly.
- Overall worry levels have declined as well. Those who say they are worried has dropped from 59% to 46%, while those who say they aren't worried has increased from 16% to 27% in just 6 weeks.
- There's also been a noticeable shift in opinions on how much the economy should influence the decision to reopen vs. people's health and safety.

Summary - Continued

The attitudinal shift is not reflected in people's behaviors.

- Nearly two-thirds (66%) of respondents say they'll return to normal behaviors when they feel it's safe compared to 24% who will rely on the government's direction.
- As the states open up, only 25% of people are planning to jump back into their prior lifestyle. 34% say they will continue to shelter-in-place and 37% will slowly move back to normalcy.
- Many respondents feel that the return to normal behavior is still a ways away. Despite the passage of time, 55% of respondents feel the return to a normal lifestyle is 2 months or more away. That is an increase from 51% on April 10th.

A big part of opening the country back up are the schools.

- There is no clear consensus on the right approach to the opening of schools, although the majority of Boomers feel each school community should make their own choice.
- Within the 34% of households responsible for school-age children, the opinions are quite different. 38% who are responsible for homeschooling and 47% with high school or college-age children feel schools should open on a modified schedule.

Summary - Continued

The impact of closing businesses has been profound.

- 39% of households have experienced a decline in their household income.
- Of even greater concern is the 57% who feel their income will not rebound for more than 6 months and another 16% who are unsure when they'll be earning at pre-COVID levels.
- As a result of the income disruptions and other external forces, less than 50% of respondents are confident or very confident in their financial well-being going forward.
- By far, the two most significant influences on the lack of financial confidence are the economy (37%) and COVID-19 (33%).