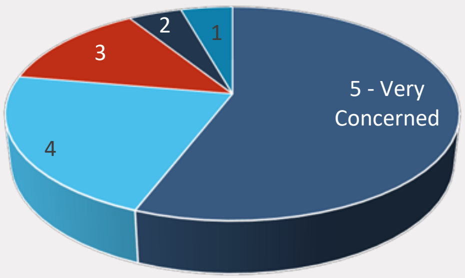
From Survive to Thrive: Snapshot of Consumer Sentiment around "Opening" the Country During COVID-19 – May 1

Trigger to Return to Activities post-COVID-19?

Respondents were asked what authorization or indication would prompt them to return to local activities like playing sports, shopping at the mall, etc. The triggers most frequently acknowledged were 61% from **government sources** saying it was okay, followed by **number of cases declining**, **rates of hospital admissions and testing levels**. Doctors giving the okay were only acknowledged by 15%. 18% noted that they want a vaccine before they would consider returning to local activities. "**When my friends and neighbors start doing those things**" was only acknowledged by 5%. 2% indicated that they **may never do some of these activities again**

For **broader activities** like flying on an airplane, going to a concert or sporting event, destination vacations, and attending large family or friend events, **government authorization was still most frequently acknowledged**, but with the **federal government (27%) being more important** than state or local. **Doctors had similar influence as they did to the local question**, but respondents were more likely to mention **the need for a vaccine** (24%) for the broader activities. It was notable that **6% said they may never do some of these things again**

How concerned are you about COVID-19?
78 percent of respondents rated their concern a 4 or 5 on a 5-point scale, with 5 = "very concerned, taking measures, staying at home"



*Immuno-compromised?

A notable 42% of survey respondents said that either they or someone they live directly with or with whom they interact frequently, was **immunocompromised** so that COVID-19 could be life-threatening to them

*Activities during COVID-19?

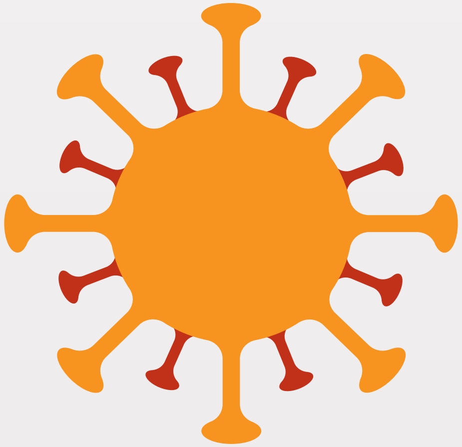
IN-PERSON: **63% acknowledged in-person shopping** at grocery stores, fruit, meat and fish markets;
44% said they had shopped at **Big Box stores like Walmart and Target**;
25% shopped at **home improvement stores;**
24% said they had shopped at **Membership stores** like Costco, Sam's Club and BJ's

ON-LINE: 60% acknowledged shopping on-line for home delivery from Amazon and other on-line retailers;
48% ordered groceries or prescriptions on-line for delivery or pick-up;
31% said they ordered meals for delivery via Grub Hub or other food delivery services to their home

*Employment status and Income?

The percentage of respondents acknowledging **full-time employment dropped from 50% to 30% pre-COVID to current status**. Those who indicated they were **out of work jumped from 4% pre-COVID to 12% currently**. Similarly, **the 1% who were furloughed or laid off pre-COVID, grew to 8% currently**. There was also a slight up-tick in those who were part time pre-COVID (11%) to those who were part-time currently (13%)

More than half of respondents **(53%) indicated that 'As a result of COVID-19, their monthly income been negatively impacted' and of those, 32% said their income had declined by 20% or more.** Forty-three percent said their income had not declined at all, and an interesting 4% said their income had actually increased



*Received Stimulus or Unemployment funds?

60% of respondents said they had already received federal government stimulus checks, and another 19% said they were expecting them. Just **13% had received any funds from state unemployment programs**, but another 12% were expecting them

nxtMOVE and Market Cube conducted a survey of 750 individuals that was conducted on Thursday, April 30th, and Friday, May 1st. The respondents were men and women, age 18+, from the 50 states, and were screened to be US citizens or legal residents who had filed a 2019 tax return