

OPENING UP AMERICA

From COVID-19

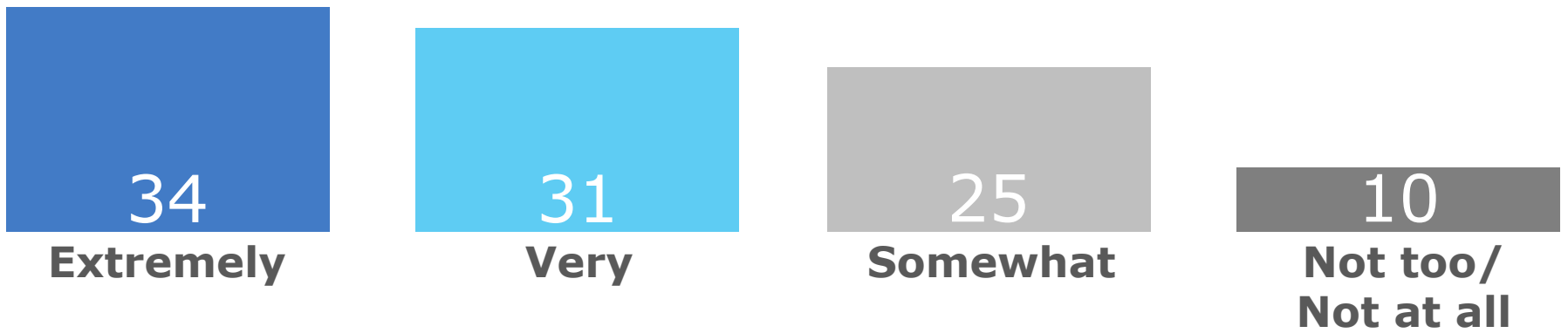


This week's insights were collected Friday, May 29 – Sunday, May 31 among a general population of n=301 U.S. consumers age 21+.

In a pandemic, there's no such thing as 'perfect timing'.
 The majority of consumers believe a second wave of COVID-19 is likely, and while their personal "quarantine bubbles" are beginning to widen, not everyone is onboard with their state opening up quite yet. The same goes for businesses, where several are deemed appropriate to open now, while for others, it is just too soon.

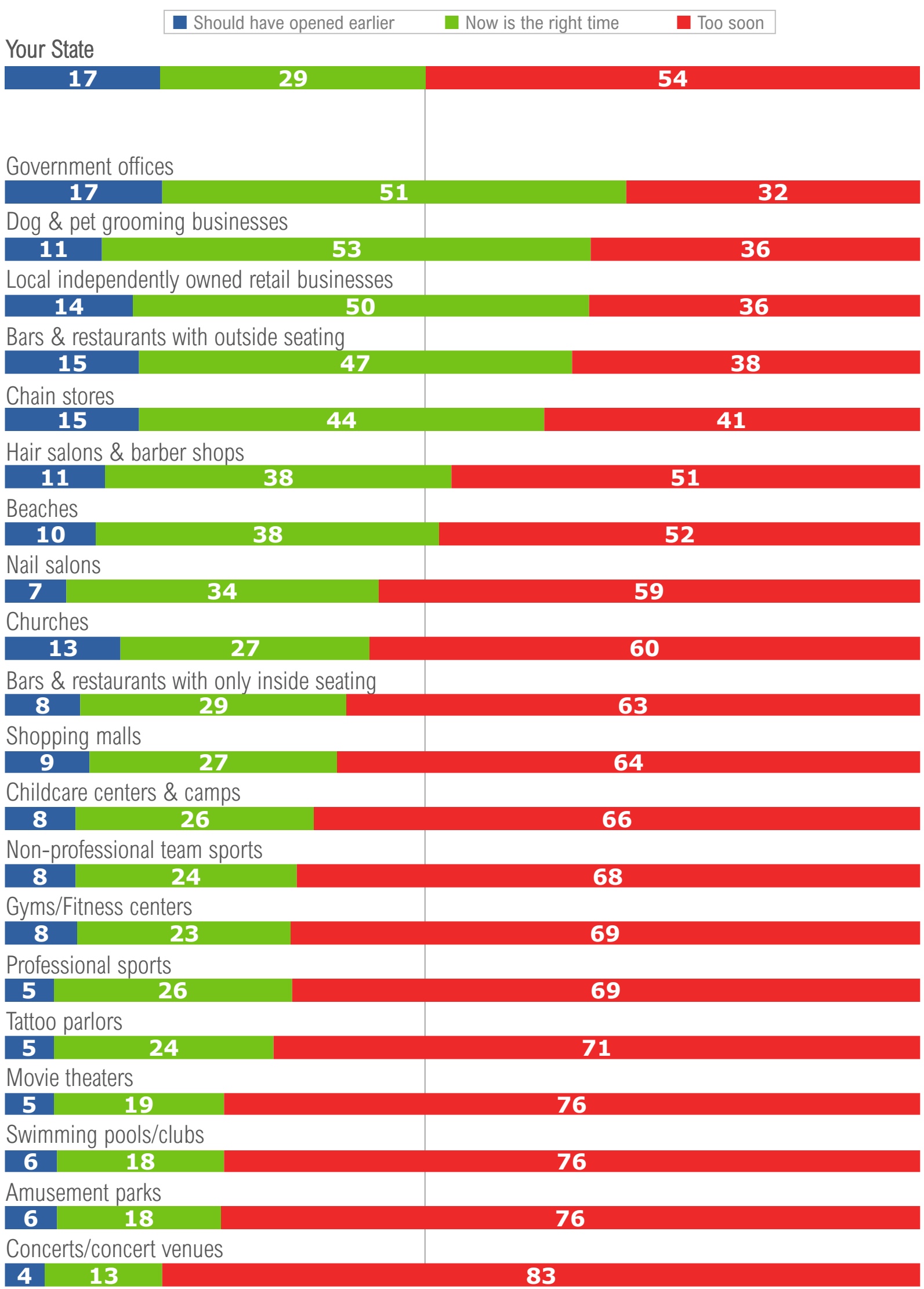
Likelihood of a Second Wave of COVID-19

% of Total Respondents



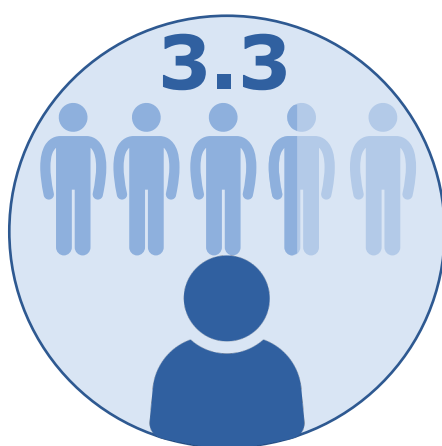
Time To Open Up

% of Total Respondents



The "Quarantine Bubble"

Average Number of People in Bubble



Size of Bubble in first month of 'lockdowns'



Size of Bubble in past two weeks

Base: Total (N=301)
 Q1: The CDC recommended guidelines for preventing the spread of the Coronavirus are to social distance by staying 6 feet away from others and to wear a mask when in public. Most people have an inner circle or bubble – i.e., people with whom they do not social distance and/or wear a mask around, which may include members of your household, other family members and/or friends. Thinking back to the first month of stay at home orders/local government mandates, how many people would you say were in your inner circle or bubble, meaning those with whom you did not socially distance as described above.
 Q2: And, thinking about the past two weeks, how many people would you say are currently in your inner circle or bubble (i.e., those you are not socially distancing from/wearing a mask around)?
 Q3: Many states are beginning to open up and loosen their COVID-19 restrictions. Overall, how do you feel about your own state opening up? Do you think it's...
 Q4: Regardless of your own personal likelihood to participate in these activities or visit these businesses, how do you feel about the following businesses reopening? Do you think they should have reopened earlier, now is the right time, or it is too soon/they should remain closed?
 Q5: How likely do you think it is there will be a second wave of COVID-19 cases?