



How will the recent spike in new cases impact your JULY 4TH HOLIDAY PLANS?

Let's take a walk through the impact the pandemic has had on us so far...

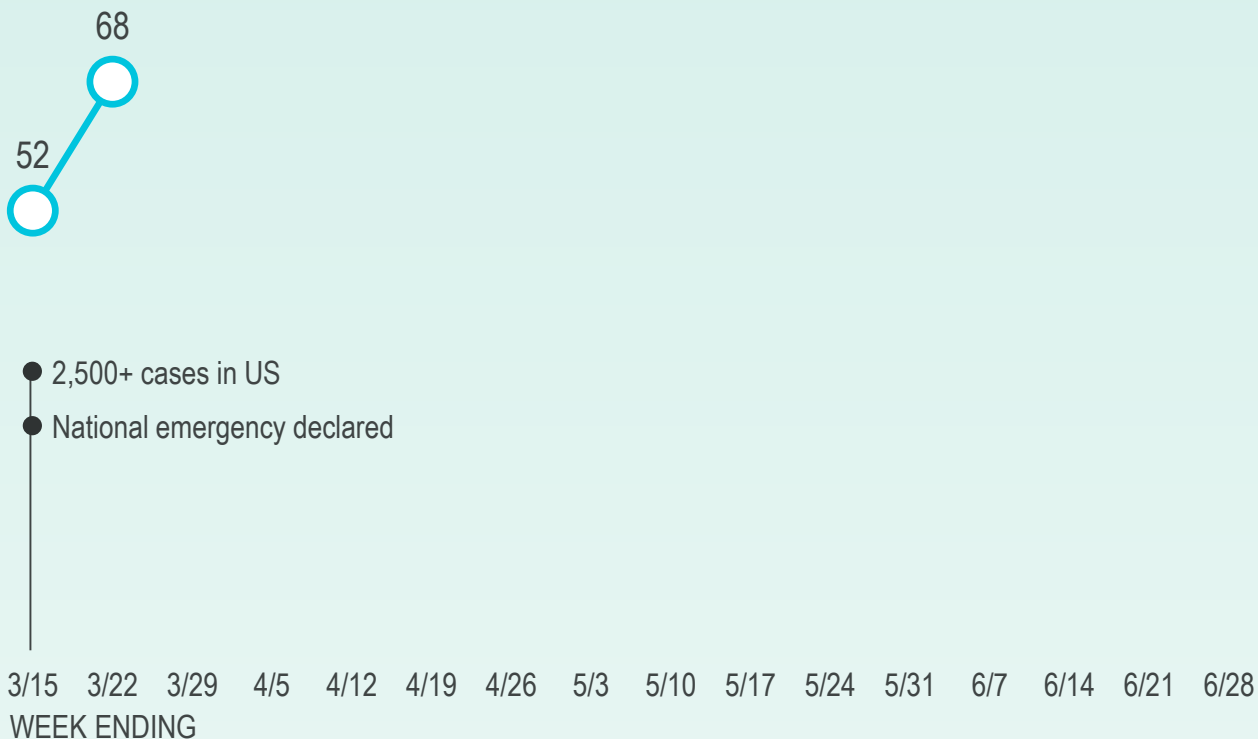


Concern over COVID-19 jumped following the declaration of a national emergency on March 13.



LEVEL OF CONCERN

% Extremely/Very Concerned about COVID-19 in general



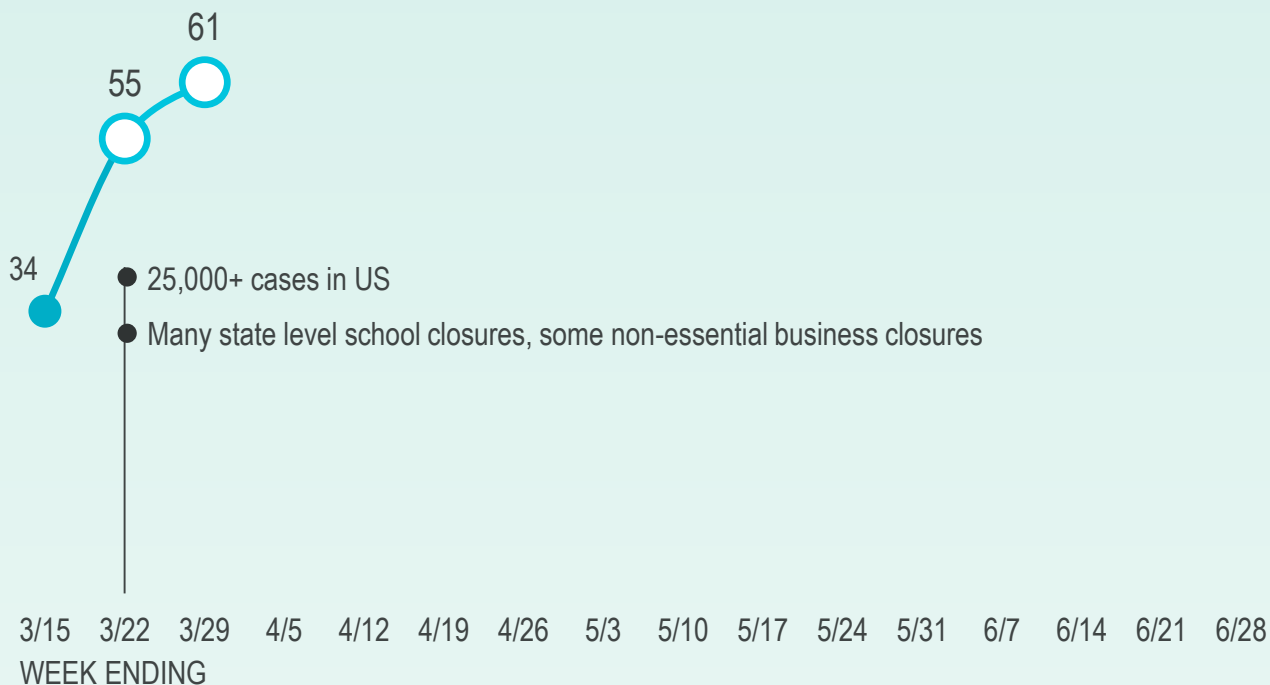
Base: n=~1450-2300 per week

Schools and some non-essential businesses began closing the following week, which added to some already big behavior changes for Americans.



DIFFERENCE IN BEHAVIOR

% Extremely/Very Different compared to before COVID-19



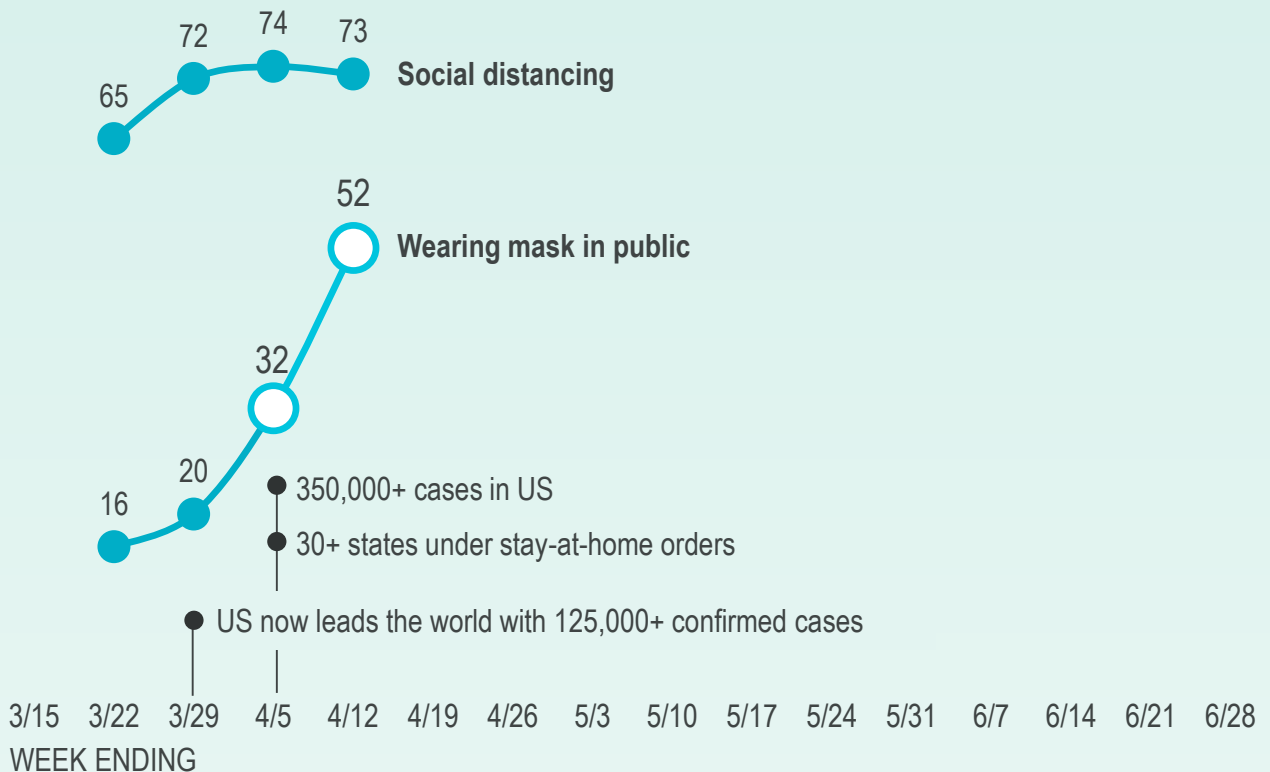
Base: n=~1450-2300 per week

By April, the US led the world in confirmed cases. States began issuing stay-at-home orders and wearing a mask in public became much more commonplace.



RISK REDUCING BEHAVIORS

% Adopting Behavior



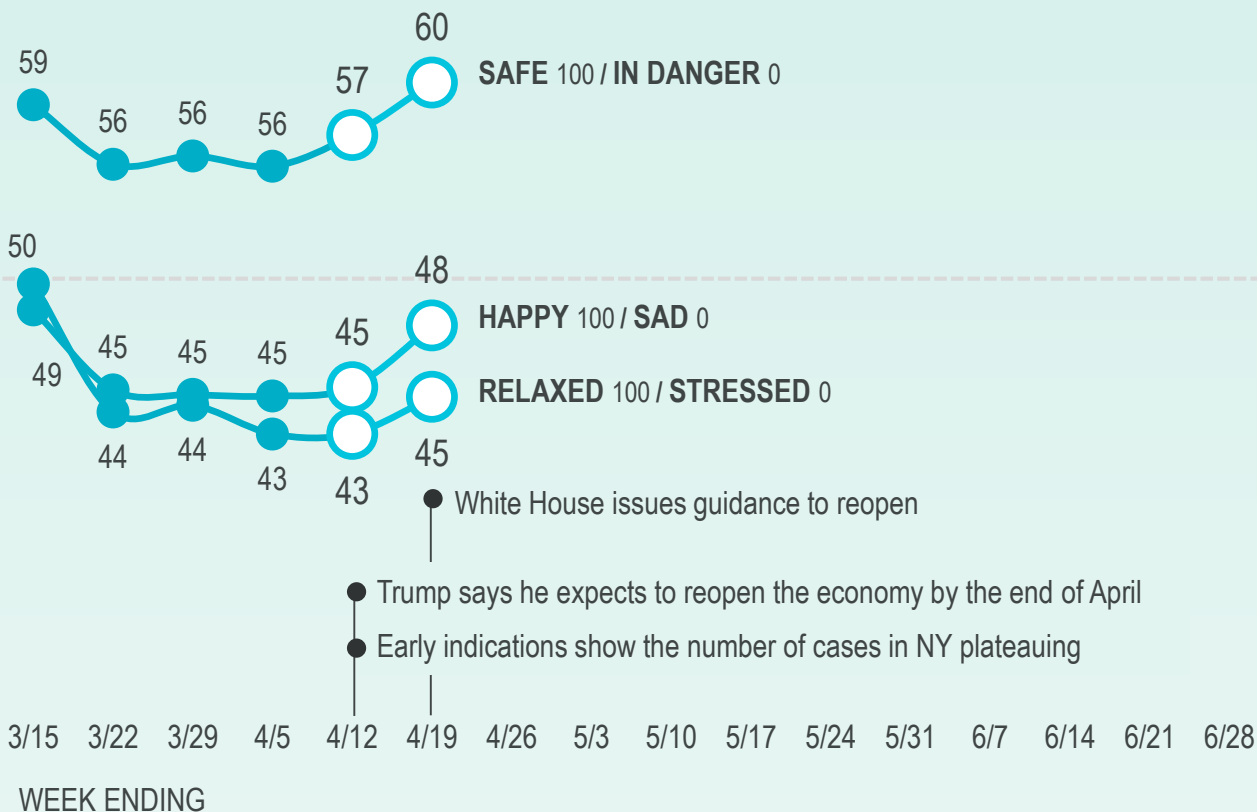
Base: n~1450-2300 per week

A few weeks into April, the White House issued guidance on reopening the economy. On average, Americans expressed feeling more safe, happy, and relaxed.



SENTIMENT

Average on scale 0-100

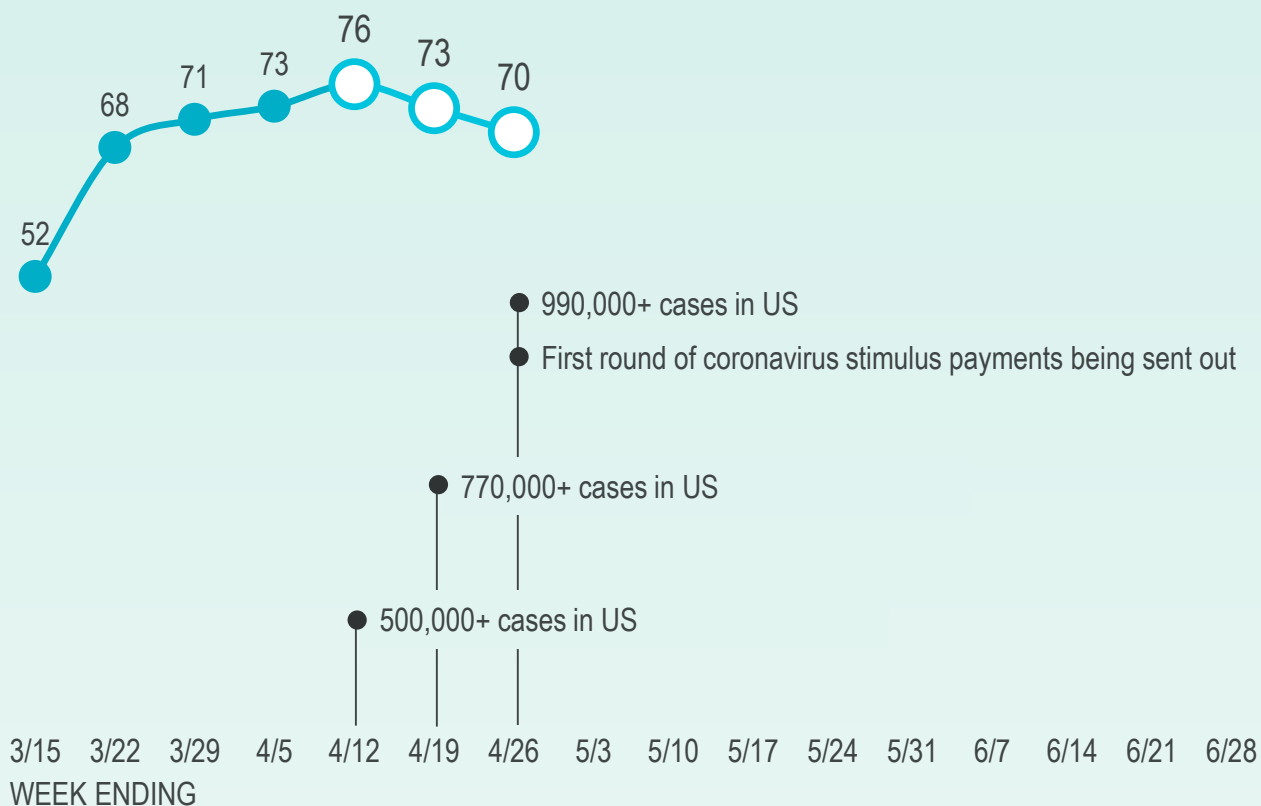


Base: n=~1450-2300 per week

Near the end of April, stimulus payments were being sent, and despite the steadily increasing number of cases, the general level of concern was easing.

LEVEL OF CONCERN

% Extremely/Very Concerned about COVID-19 in general



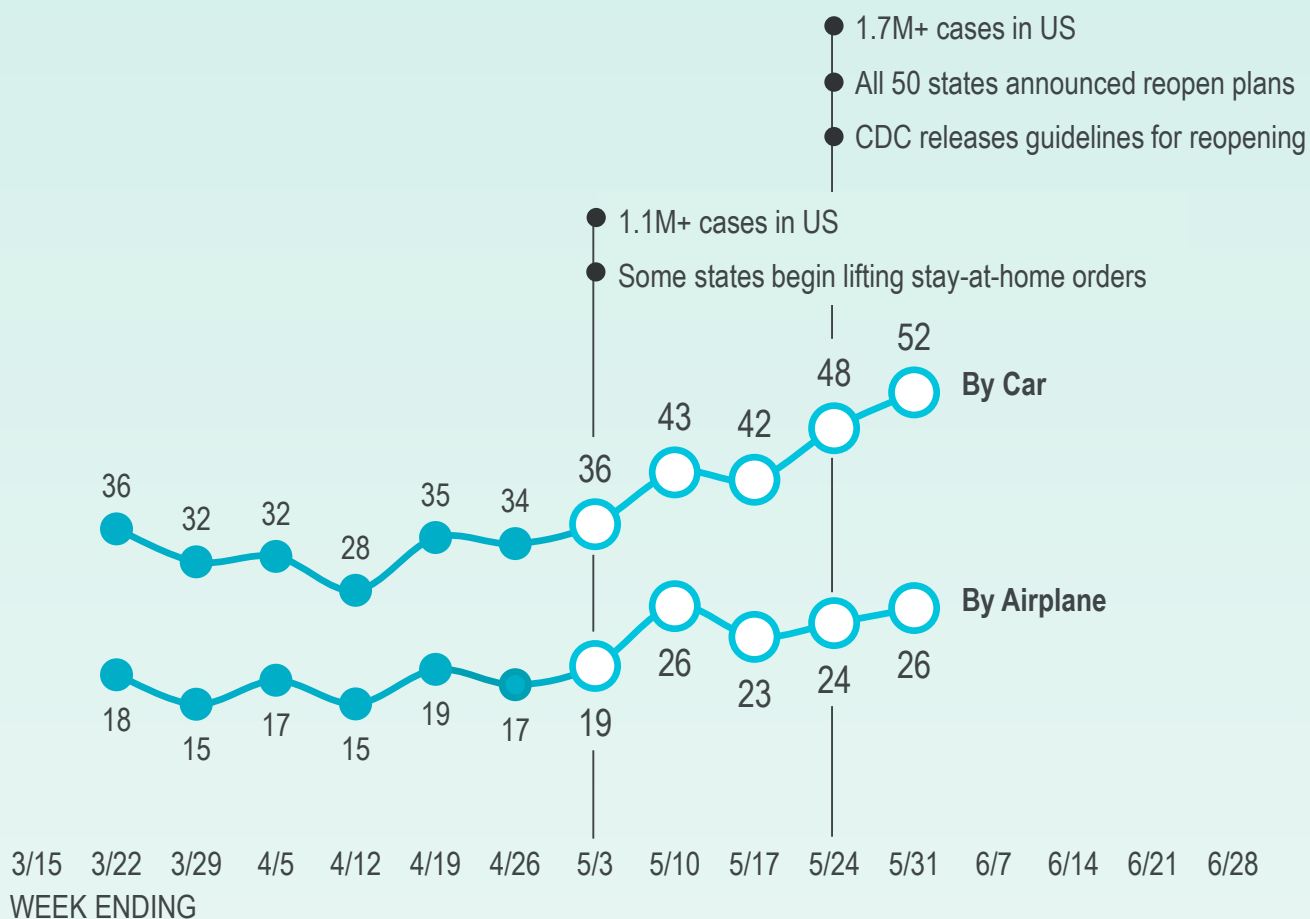
Base: n=~1450-2300 per week

States began reopening, or announcing plans to reopen, throughout May. By the end of the month, personal travel plans were at the highest point since the start of the pandemic.



PERSONAL TRAVEL PLANS

% Extremely/Very Likely to personal travel within the US in the next 3 months



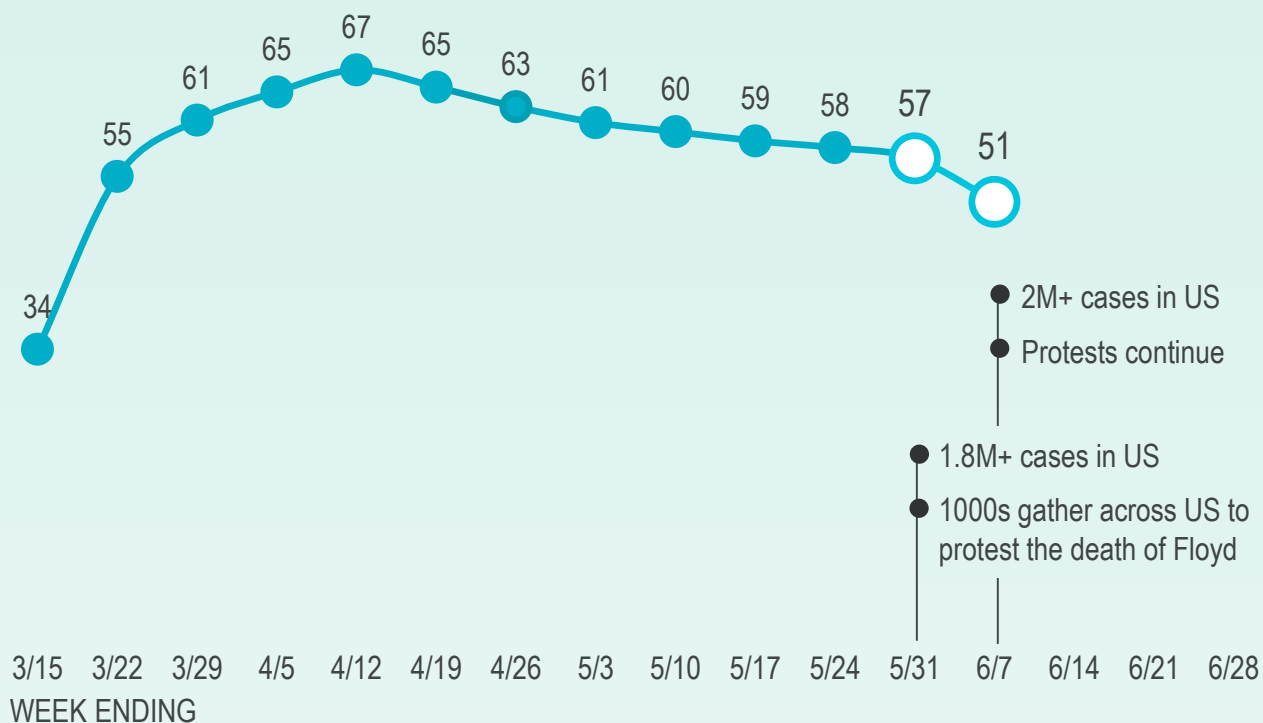
Base: n~1450-2300 per week

The death of George Floyd on May 25 sparked protests across the US that carried over into the first week of June. During that week, behaviors took a notable step towards returning to a pre-COVID 'normal'.



DIFFERENCE IN BEHAVIOR

% Extremely/Very Different compared to before COVID-19



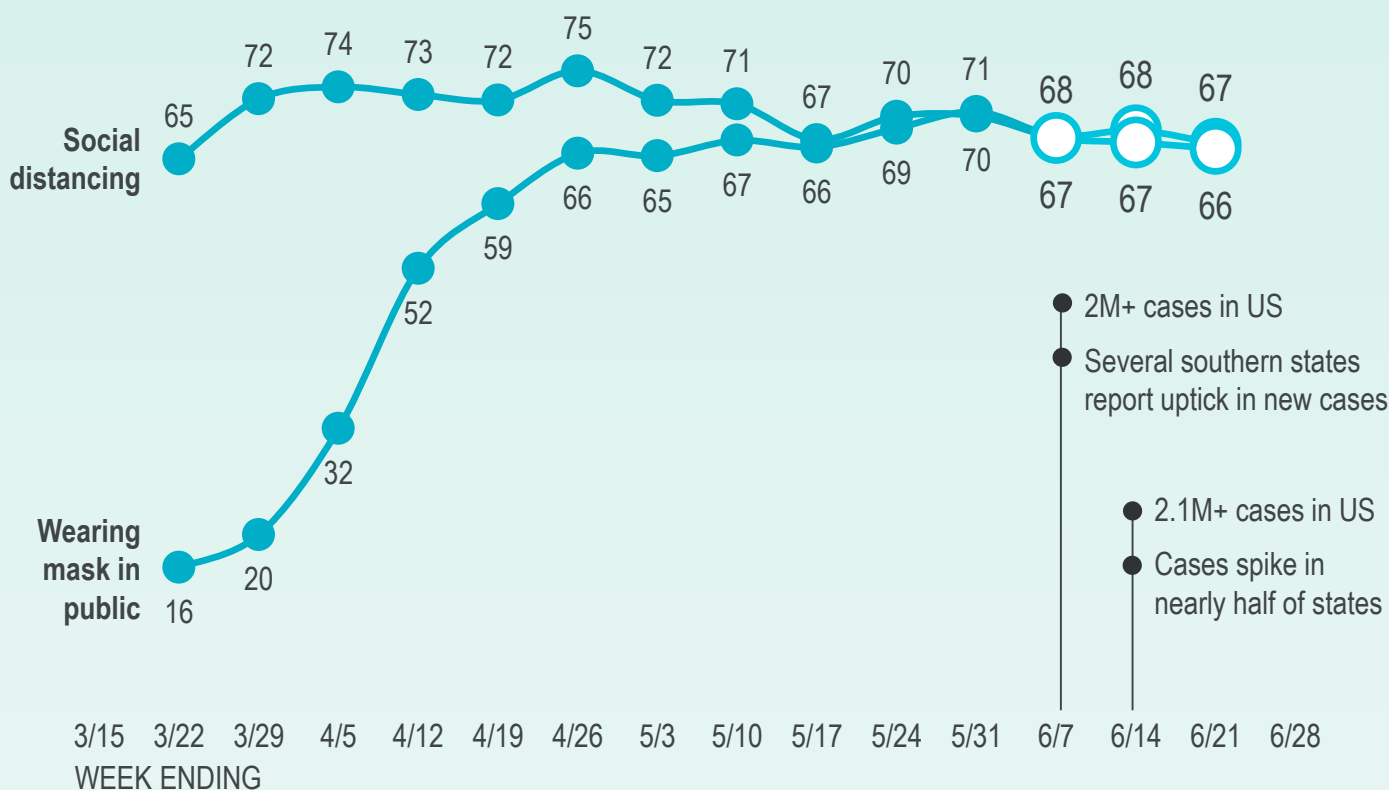
Base: n~1450-2300 per week

But by mid-June, cases were rising in nearly half of the states, and on June 19 the US reported the highest number of new cases in a single day; however, risk reducing behaviors remained the same.



RISK REDUCING BEHAVIORS

% Adopting Behavior



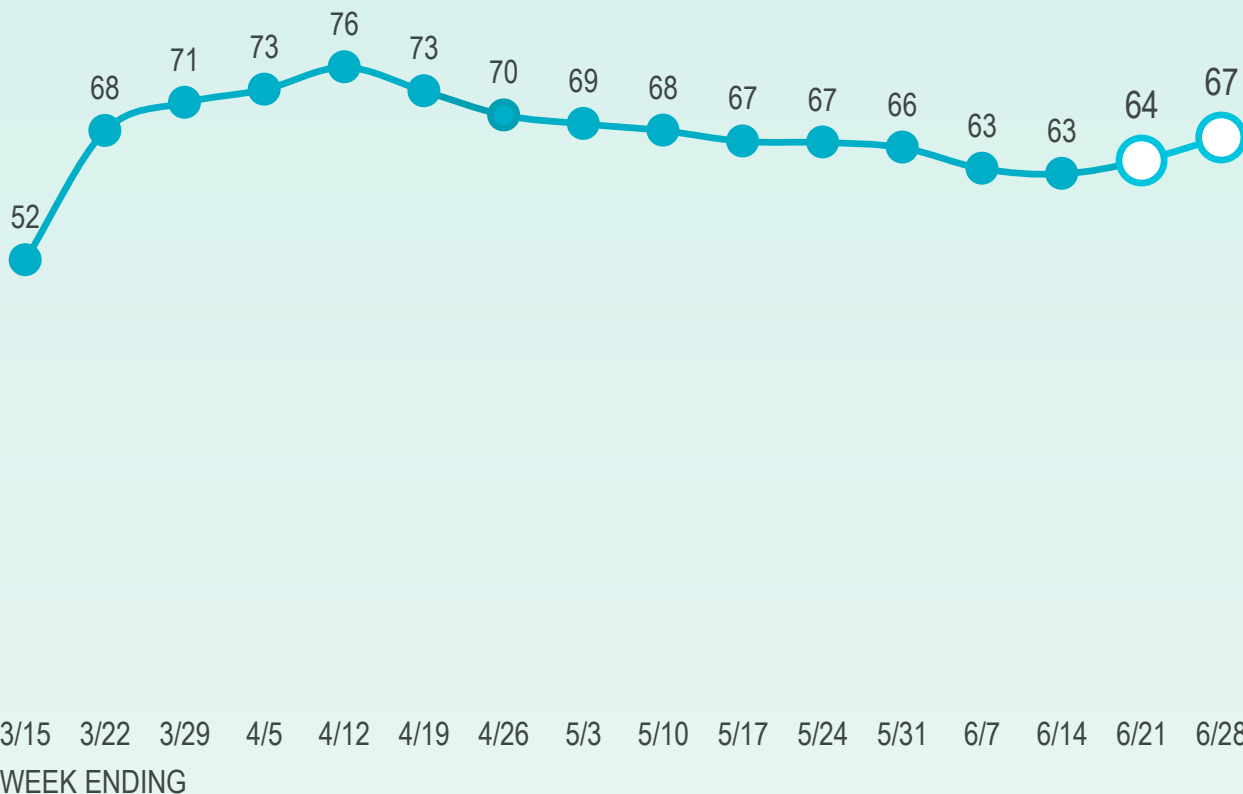
Base: n~1450-2300 per week

By the last week in June, concern over COVID-19 in general ticked back up a few percentage points to mid-May levels.



LEVEL OF CONCERN

% Extremely/Very Concerned about COVID-19 in general

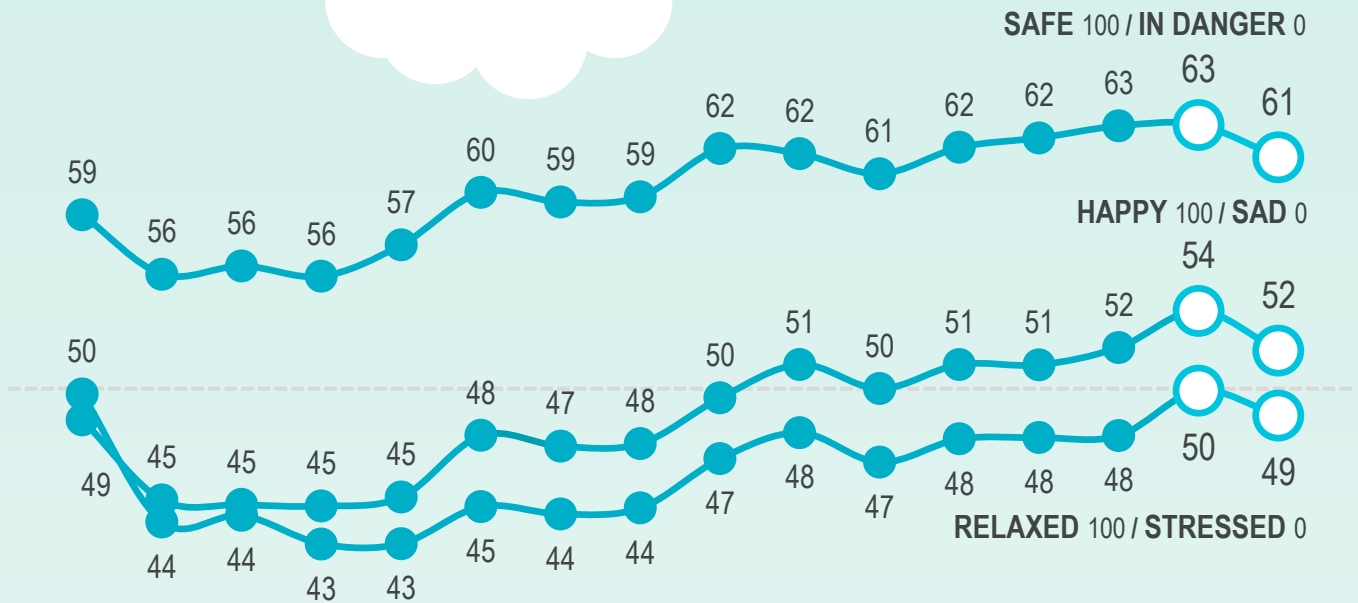


Base: n~1450-2300 per week

Sentiment has also shifted back towards feeling less safe, less happy, and more stressed.

 **SENTIMENT**

Average on scale 0-100



3/15 3/22 3/29 4/5 4/12 4/19 4/26 5/3 5/10 5/17 5/24 5/31 6/7 6/14 6/21 6/28
WEEK ENDING

Base: n~1450-2300 per week

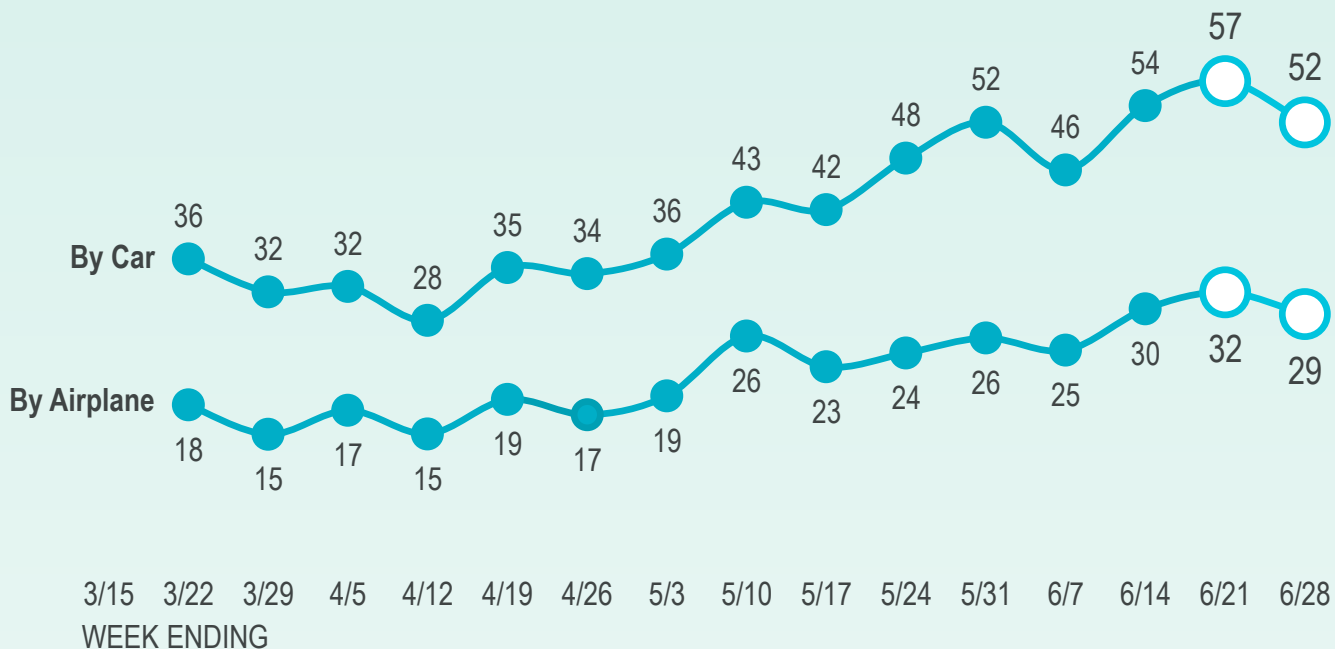


Is this going to impact travel plans going into the July 4th holiday weekend? While planning for personal travel in the near future is still high versus the past few months, it did drop off this week.



PERSONAL TRAVEL PLANS

% Extremely/Very Likely to personal travel within the US in the next 3 months




Base: n~1450-2300 per week



CORONAVIRUS **COVID-19**

CONSUMER RESPONSE TRACKER



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