

National Tracking Poll

Project: 200454
 N Size: 4400 Adults
 Margin of Error: ± 1%
 April 16-18, 2020

Topline Report

Question	Response	Frequency	Percentage
MAR1_1NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Casper</i>		
	Selected	57	1%
	Not Selected	4343	99%
MAR1_2NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Allbirds</i>		
	Selected	49	1%
	Not Selected	4351	99%
MAR1_3NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Wayfair</i>		
	Selected	433	10%
	Not Selected	3967	90%
MAR1_4NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Harry's</i>		
	Selected	168	4%
	Not Selected	4232	96%
MAR1_5NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Dollar Shave Club</i>		
	Selected	286	7%
	Not Selected	4114	93%
MAR1_6NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. ThirdLove</i>		
	Selected	37	1%
	Not Selected	4363	99%
MAR1_7NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. StitchFix</i>		
	Selected	93	2%
	Not Selected	4307	98%

Question	Response	Frequency	Percentage
MAR1_8NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Chewy</i>		
	Selected	558	13%
	Not Selected	3842	87%
MAR1_9NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Brooklinen</i>		
	Selected	32	1%
	Not Selected	4368	99%
MAR1_10NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Daily Harvest</i>		
	Selected	55	1%
	Not Selected	4345	99%
MAR1_11NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Everlane</i>		
	Selected	38	1%
	Not Selected	4362	99%
MAR1_12NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Bonobos</i>		
	Selected	57	1%
	Not Selected	4343	99%
MAR1_13NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Glossier</i>		
	Selected	80	2%
	Not Selected	4320	98%
MAR1_14NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Warby Parker</i>		
	Selected	65	1%
	Not Selected	4335	99%
MAR1_15NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Chubbies</i>		
	Selected	57	1%
	Not Selected	4343	99%
MAR1_16NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Outdoor Voices</i>		
	Selected	29	1%
	Not Selected	4371	99%

Question	Response	Frequency	Percentage
MAR1_17NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Ritual</i>		
	Selected	45	1%
	Not Selected	4355	99%
MAR1_18NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Away</i>		
	Selected	38	1%
	Not Selected	4362	99%
MAR1_19NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Quip</i>		
	Selected	48	1%
	Not Selected	4352	99%
MAR1_20NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. NatureBox</i>		
	Selected	73	2%
	Not Selected	4327	98%
MAR1_21NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. BarkBox</i>		
	Selected	107	2%
	Not Selected	4293	98%
MAR1_22NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Poshmark</i>		
	Selected	173	4%
	Not Selected	4227	96%
MAR1_23NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Grove Collaborative</i>		
	Selected	55	1%
	Not Selected	4345	99%
MAR1_24NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. Hims / Hers</i>		
	Selected	40	1%
	Not Selected	4360	99%
MAR1_25NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. The Honest Company</i>		
	Selected	137	3%
	Not Selected	4263	97%

Question	Response	Frequency	Percentage
MAR1_26NET	<i>Which of the following companies have you purchased from in the last six months? Please select all that apply. None of the above</i>		
	Selected	3014	69%
	Not Selected	1386	31%
MAR2_1	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Casper (N=57)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	8	15%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	15	26%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	21	37%
	Don't Know / No Opinion	13	22%
MAR2_2	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Allbirds (N=49)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	13	27%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	9	18%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	12	26%
	Don't Know / No Opinion	14	29%
MAR2_3	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Wayfair (N=433)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	57	13%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	171	40%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	177	41%
	Don't Know / No Opinion	27	6%

Question	Response	Frequency	Percentage
MAR2_4	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Harry's (N=168)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	24	14%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	78	46%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	48	29%
	Don't Know / No Opinion	18	11%
MAR2_5	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Dollar Shave Club (N=286)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	32	11%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	156	55%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	84	29%
	Don't Know / No Opinion	15	5%
MAR2_6	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? ThirdLove (N=37)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	7	19%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	13	36%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	6	16%
	Don't Know / No Opinion	11	30%
MAR2_7	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? StitchFix (N=93)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	12	12%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	36	38%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	33	36%
	Don't Know / No Opinion	12	13%

Question	Response	Frequency	Percentage
MAR2_8	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Chewy (N=558)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	110	20%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	282	51%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	120	22%
	Don't Know / No Opinion	46	8%
MAR2_9	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Brooklinen (N=32)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	7	21%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	6	17%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	6	20%
	Don't Know / No Opinion	14	42%
MAR2_10	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Daily Harvest (N=55)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	12	23%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	11	20%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	15	27%
	Don't Know / No Opinion	17	31%
MAR2_11	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Everlane (N=38)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	9	22%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	5	13%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	9	24%
	Don't Know / No Opinion	16	41%

Question	Response	Frequency	Percentage
MAR2_12	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Bonobos (N=57)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	8	14%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	15	27%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	20	36%
	Don't Know / No Opinion	13	23%
MAR2_13	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Glossier (N=80)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	17	21%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	25	31%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	26	32%
	Don't Know / No Opinion	13	16%
MAR2_14	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Warby Parker (N=65)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	5	8%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	33	50%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	14	22%
	Don't Know / No Opinion	13	20%
MAR2_15	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Chubbies (N=57)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	14	25%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	17	30%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	13	23%
	Don't Know / No Opinion	12	22%

Question	Response	Frequency	Percentage
MAR2_16	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Outdoor Voices (N=29)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	4	12%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	5	18%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	9	32%
	Don't Know / No Opinion	11	38%
MAR2_17	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Ritual (N=45)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	12	26%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	11	25%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	8	19%
	Don't Know / No Opinion	14	30%
MAR2_18	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Away (N=38)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	12	32%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	8	22%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	6	17%
	Don't Know / No Opinion	11	29%
MAR2_19	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Quip (N=48)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	7	16%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	20	41%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	8	17%
	Don't Know / No Opinion	12	26%

Question	Response	Frequency	Percentage
MAR2_20	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? NatureBox (N=73)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	14	19%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	21	28%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	20	28%
	Don't Know / No Opinion	18	25%
MAR2_21	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? BarkBox (N=107)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	13	12%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	44	41%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	30	28%
	Don't Know / No Opinion	20	19%
MAR2_22	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Poshmark (N=173)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	27	16%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	54	31%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	77	45%
	Don't Know / No Opinion	15	8%
MAR2_23	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Grove Collaborative (N=55)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	10	19%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	17	32%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	14	26%
	Don't Know / No Opinion	13	24%

Question	Response	Frequency	Percentage
MAR2_24	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? Hims / Hers (N=40)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	8	20%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	5	13%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	13	32%
	Don't Know / No Opinion	14	35%
MAR2_25	<i>And are you spending more or less with this company since the COVID-19 pandemic (coronavirus)? The Honest Company (N=137)</i>		
	I am spending more on this company's products or services since the COVID-19 pandemic (coronavirus)	33	24%
	I am spending the same amount on this company's products or services since the COVID-19 pandemic (coronavirus)	55	40%
	I am spending less on this company's products or services since the COVID-19 pandemic (coronavirus)	32	24%
	Don't Know / No Opinion	16	12%
MAR3_1	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Casper (N=57)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	7	13%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	22	39%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	11	19%
	Don't Know / No Opinion	17	29%
MAR3_2	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Allbirds (N=49)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	3	7%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	18	38%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	14	28%
	Don't Know / No Opinion	13	27%

Question	Response	Frequency	Percentage
MAR3_3	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Wayfair (N=433)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	65	15%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	210	49%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	113	26%
	Don't Know / No Opinion	44	10%
MAR3_4	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Harry's (N=168)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	22	13%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	86	51%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	31	19%
	Don't Know / No Opinion	29	18%
MAR3_5	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Dollar Shave Club (N=286)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	35	12%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	162	57%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	62	22%
	Don't Know / No Opinion	28	10%
MAR3_6	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? ThirdLove (N=37)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	3	9%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	11	31%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	7	19%
	Don't Know / No Opinion	15	41%

Question	Response	Frequency	Percentage
MAR3_7	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? StitchFix (N=93)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	13	14%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	43	47%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	18	19%
	Don't Know / No Opinion	19	20%
MAR3_8	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Chewy (N=558)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	77	14%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	340	61%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	81	14%
	Don't Know / No Opinion	60	11%
MAR3_9	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Brooklinen (N=32)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	3	10%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	12	36%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	3	10%
	Don't Know / No Opinion	14	44%
MAR3_10	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Daily Harvest (N=55)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	12	23%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	15	28%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	8	14%
	Don't Know / No Opinion	19	35%

Question	Response	Frequency	Percentage
MAR3_11	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Everlane (N=38)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	3	8%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	13	35%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	10	27%
	Don't Know / No Opinion	12	31%
MAR3_12	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Bonobos (N=57)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	4	7%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	27	48%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	11	19%
	Don't Know / No Opinion	15	26%
MAR3_13	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Glossier (N=80)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	13	17%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	34	42%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	21	26%
	Don't Know / No Opinion	12	15%
MAR3_14	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Warby Parker (N=65)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	10	15%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	28	44%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	13	19%
	Don't Know / No Opinion	14	22%

Question	Response	Frequency	Percentage
MAR3_15	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Chubbies (N=57)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	11	19%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	18	32%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	15	27%
	Don't Know / No Opinion	12	22%
MAR3_16	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Outdoor Voices (N=29)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	2	8%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	10	35%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	4	13%
	Don't Know / No Opinion	13	45%
MAR3_17	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Ritual (N=45)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	8	19%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	13	29%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	8	18%
	Don't Know / No Opinion	16	35%
MAR3_18	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Away (N=38)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	6	16%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	10	28%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	8	20%
	Don't Know / No Opinion	14	36%

Question	Response	Frequency	Percentage
MAR3_19	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Quip (N=48)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	2	5%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	25	53%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	7	14%
	Don't Know / No Opinion	14	29%
MAR3_20	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? NatureBox (N=73)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	12	16%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	22	30%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	24	33%
	Don't Know / No Opinion	15	21%
MAR3_21	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? BarkBox (N=107)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	16	15%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	55	51%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	22	21%
	Don't Know / No Opinion	14	13%
MAR3_22	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Poshmark (N=173)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	26	15%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	76	44%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	42	24%
	Don't Know / No Opinion	28	17%

Question	Response	Frequency	Percentage
MAR3_23	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Grove Collaborative (N=55)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	12	22%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	21	38%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	9	16%
	Don't Know / No Opinion	14	25%
MAR3_24	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? Hims Hers (N=40)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	8	21%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	10	26%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	3	7%
	Don't Know / No Opinion	18	46%
MAR3_25	<i>And thinking about when stay-at-home measures and social distancing end, do you expect to spend more with this company, less with this company or the same amount as compared to before COVID-19 spread to the U.S.? The Honest Company (N=137)</i>		
	I will spend more with this company than I did before COVID-19 spread to the U.S.	34	25%
	I will spend the same amount as I did before COVID-19 spread to the U.S.	59	43%
	I will spend less with this company than I did before COVID-19 spread to the U.S.	22	16%
	Don't Know / No Opinion	21	15%
MAR4_1	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Casper (N=21)</i>		
	Yes, as soon as possible	4	19%
	Yes, within the next three months	7	33%
	Yes, within the next six months	6	31%
	No, I do not plan to purchase from this company again any time soon	4	17%

Question	Response	Frequency	Percentage
MAR4_2	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Allbirds (N=12)</i>		
	Yes, as soon as possible	1	8%
	Yes, within the next three months	6	50%
	Yes, within the next six months	4	30%
	No, I do not plan to purchase from this company again any time soon	2	13%
MAR4_3	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Wayfair (N=177)</i>		
	Yes, as soon as possible	17	9%
	Yes, within the next three months	37	21%
	Yes, within the next six months	91	51%
	No, I do not plan to purchase from this company again any time soon	33	19%
MAR4_4	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Harry's (N=48)</i>		
	Yes, as soon as possible	14	29%
	Yes, within the next three months	11	22%
	Yes, within the next six months	14	28%
	No, I do not plan to purchase from this company again any time soon	10	20%
MAR4_5	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Dollar Shave Club (N=84)</i>		
	Yes, as soon as possible	27	32%
	Yes, within the next three months	24	28%
	Yes, within the next six months	16	19%
	No, I do not plan to purchase from this company again any time soon	18	22%
MAR4_6	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? ThirdLove (N=6)</i>		
	Yes, as soon as possible	1	14%
	Yes, within the next three months	1	12%
	Yes, within the next six months	2	33%
	No, I do not plan to purchase from this company again any time soon	2	40%

Question	Response	Frequency	Percentage
MAR4_7	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? StitchFix (N=33)</i>		
	Yes, as soon as possible	6	17%
	Yes, within the next three months	8	24%
	Yes, within the next six months	10	31%
	No, I do not plan to purchase from this company again any time soon	9	28%
MAR4_8	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Chewy (N=120)</i>		
	Yes, as soon as possible	27	22%
	Yes, within the next three months	37	31%
	Yes, within the next six months	41	34%
	No, I do not plan to purchase from this company again any time soon	16	14%
MAR4_9	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Brooklinen (N=6)</i>		
	Yes, as soon as possible	4	60%
	Yes, within the next three months	1	9%
	Yes, within the next six months	1	23%
	No, I do not plan to purchase from this company again any time soon	1	8%
MAR4_10	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Daily Harvest (N=15)</i>		
	Yes, as soon as possible	5	33%
	Yes, within the next three months	5	33%
	Yes, within the next six months	2	15%
	No, I do not plan to purchase from this company again any time soon	3	19%
MAR4_11	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Everlane (N=9)</i>		
	Yes, as soon as possible	1	12%
	Yes, within the next three months	2	23%
	Yes, within the next six months	4	44%
	No, I do not plan to purchase from this company again any time soon	2	21%

Question	Response	Frequency	Percentage
MAR4_12 <i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Bonobos (N=20)</i>	Yes, as soon as possible	5	24%
	Yes, within the next three months	3	16%
	Yes, within the next six months	10	48%
	No, I do not plan to purchase from this company again any time soon	3	13%
MAR4_13 <i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Glossier (N=26)</i>	Yes, as soon as possible	6	23%
	Yes, within the next three months	8	33%
	Yes, within the next six months	10	40%
	No, I do not plan to purchase from this company again any time soon	1	4%
MAR4_14 <i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Warby Parker (N=14)</i>	Yes, as soon as possible	5	39%
	Yes, within the next three months	2	14%
	Yes, within the next six months	5	37%
	No, I do not plan to purchase from this company again any time soon	2	11%
MAR4_15 <i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Chubbies (N=13)</i>	Yes, as soon as possible	4	27%
	Yes, within the next three months	1	10%
	Yes, within the next six months	8	58%
	No, I do not plan to purchase from this company again any time soon	1	5%
MAR4_16 <i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Outdoor Voices (N=9)</i>	Yes, as soon as possible	4	40%
	Yes, within the next three months	1	14%
	Yes, within the next six months	2	18%
	No, I do not plan to purchase from this company again any time soon	3	29%

Question	Response	Frequency	Percentage
MAR4_17	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Ritual (N=8)</i>		
	Yes, as soon as possible	3	35%
	Yes, within the next three months	2	25%
	Yes, within the next six months	3	40%
MAR4_18	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Away (N=6)</i>		
	Yes, as soon as possible	2	34%
	Yes, within the next three months	1	13%
	Yes, within the next six months	3	54%
MAR4_19	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Quip (N=8)</i>		
	Yes, as soon as possible	4	50%
	Yes, within the next three months	1	18%
	Yes, within the next six months	1	8%
	No, I do not plan to purchase from this company again any time soon	2	24%
MAR4_20	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? NatureBox (N=20)</i>		
	Yes, as soon as possible	5	26%
	Yes, within the next three months	6	28%
	Yes, within the next six months	1	6%
	No, I do not plan to purchase from this company again any time soon	8	40%
MAR4_21	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? BarkBox (N=30)</i>		
	Yes, as soon as possible	7	23%
	Yes, within the next three months	10	34%
	Yes, within the next six months	5	17%
	No, I do not plan to purchase from this company again any time soon	8	26%

Question	Response	Frequency	Percentage
MAR4_22	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Poshmark (N=77)</i>		
	Yes, as soon as possible	16	21%
	Yes, within the next three months	26	34%
	Yes, within the next six months	27	35%
	No, I do not plan to purchase from this company again any time soon	7	10%
MAR4_23	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Grove Collaborative (N=14)</i>		
	Yes, as soon as possible	6	42%
	Yes, within the next three months	1	4%
	Yes, within the next six months	4	30%
	No, I do not plan to purchase from this company again any time soon	3	23%
MAR4_24	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? Hims Hers (N=13)</i>		
	Yes, as soon as possible	3	24%
	Yes, within the next three months	4	32%
	Yes, within the next six months	3	20%
	No, I do not plan to purchase from this company again any time soon	3	24%
MAR4_25	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic, also known as coronavirus. Do you expect to purchase from them again? The Honest Company (N=32)</i>		
	Yes, as soon as possible	6	18%
	Yes, within the next three months	12	36%
	Yes, within the next six months	9	27%
	No, I do not plan to purchase from this company again any time soon	6	18%
MAR5_1	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Casper (N=21)</i>		
	I realize that I can get along fine without these products	7	32%
	I wish I could buy more of these, but I can live without these products	5	23%
	I strongly wish I could buy more of these, and would rather not have to live without these products	8	37%
	Don't Know / No Opinion	2	7%

Question	Response	Frequency	Percentage
MAR5_2	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Allbirds (N=12)</i>		
	I realize that I can get along fine without these products	3	21%
	I wish I could buy more of these, but I can live without these products	6	46%
	I strongly wish I could buy more of these, and would rather not have to live without these products	4	33%
MAR5_3	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Wayfair (N=177)</i>		
	I realize that I can get along fine without these products	68	38%
	I wish I could buy more of these, but I can live without these products	64	36%
	I strongly wish I could buy more of these, and would rather not have to live without these products	29	16%
	Don't Know / No Opinion	16	9%
MAR5_4	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Harry's (N=48)</i>		
	I realize that I can get along fine without these products	22	46%
	I wish I could buy more of these, but I can live without these products	13	27%
	I strongly wish I could buy more of these, and would rather not have to live without these products	11	22%
	Don't Know / No Opinion	3	5%
MAR5_5	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Dollar Shave Club (N=84)</i>		
	I realize that I can get along fine without these products	34	41%
	I wish I could buy more of these, but I can live without these products	19	23%
	I strongly wish I could buy more of these, and would rather not have to live without these products	22	26%
	Don't Know / No Opinion	8	10%

Question	Response	Frequency	Percentage
MAR5_6	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? ThirdLove (N=6)</i>		
	I realize that I can get along fine without these products	2	42%
	I wish I could buy more of these, but I can live without these products	2	32%
	Don't Know / No Opinion	1	26%
MAR5_7	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? StitchFix (N=33)</i>		
	I realize that I can get along fine without these products	15	46%
	I wish I could buy more of these, but I can live without these products	14	41%
	I strongly wish I could buy more of these, and would rather not have to live without these products	2	7%
	Don't Know / No Opinion	2	6%
MAR5_8	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Chewy (N=120)</i>		
	I realize that I can get along fine without these products	45	37%
	I wish I could buy more of these, but I can live without these products	40	34%
	I strongly wish I could buy more of these, and would rather not have to live without these products	22	19%
	Don't Know / No Opinion	13	11%
MAR5_9	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Brooklinen (N=6)</i>		
	I realize that I can get along fine without these products	3	53%
	I wish I could buy more of these, but I can live without these products	1	22%
	I strongly wish I could buy more of these, and would rather not have to live without these products	2	24%
MAR5_10	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Daily Harvest (N=15)</i>		
	I realize that I can get along fine without these products	4	27%
	I wish I could buy more of these, but I can live without these products	10	64%
	I strongly wish I could buy more of these, and would rather not have to live without these products	1	8%

Question	Response	Frequency	Percentage
MAR5_11	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Everlane (N=9)</i>		
	I realize that I can get along fine without these products	4	40%
	I wish I could buy more of these, but I can live without these products	4	38%
	Don't Know / No Opinion	2	21%
MAR5_12	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Bonobos (N=20)</i>		
	I realize that I can get along fine without these products	6	27%
	I wish I could buy more of these, but I can live without these products	8	38%
	I strongly wish I could buy more of these, and would rather not have to live without these products	6	31%
	Don't Know / No Opinion	1	4%
MAR5_13	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Glossier (N=26)</i>		
	I realize that I can get along fine without these products	8	32%
	I wish I could buy more of these, but I can live without these products	9	37%
	I strongly wish I could buy more of these, and would rather not have to live without these products	8	31%
MAR5_14	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Warby Parker (N=14)</i>		
	I realize that I can get along fine without these products	5	33%
	I wish I could buy more of these, but I can live without these products	4	29%
	I strongly wish I could buy more of these, and would rather not have to live without these products	5	38%
MAR5_15	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Chubbies (N=13)</i>		
	I realize that I can get along fine without these products	3	20%
	I wish I could buy more of these, but I can live without these products	3	24%
	I strongly wish I could buy more of these, and would rather not have to live without these products	7	51%
	Don't Know / No Opinion	1	5%

Question	Response	Frequency	Percentage
MAR5_16	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Outdoor Voices (N=9)</i>		
	I wish I could buy more of these, but I can live without these products	3	35%
	I strongly wish I could buy more of these, and would rather not have to live without these products	4	44%
	Don't Know / No Opinion	2	21%
MAR5_17	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Ritual (N=8)</i>		
	I realize that I can get along fine without these products	1	13%
	I wish I could buy more of these, but I can live without these products	4	52%
	I strongly wish I could buy more of these, and would rather not have to live without these products	3	35%
MAR5_18	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Away (N=6)</i>		
	I realize that I can get along fine without these products	2	25%
	I wish I could buy more of these, but I can live without these products	1	21%
	I strongly wish I could buy more of these, and would rather not have to live without these products	3	54%
MAR5_19	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Quip (N=8)</i>		
	I realize that I can get along fine without these products	3	34%
	I wish I could buy more of these, but I can live without these products	3	34%
	I strongly wish I could buy more of these, and would rather not have to live without these products	3	32%
MAR5_20	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? NatureBox (N=20)</i>		
	I realize that I can get along fine without these products	4	22%
	I wish I could buy more of these, but I can live without these products	8	37%
	I strongly wish I could buy more of these, and would rather not have to live without these products	4	21%
	Don't Know / No Opinion	4	20%

Question	Response	Frequency	Percentage
MAR5_21	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? BarkBox (N=30)</i>		
	I realize that I can get along fine without these products	14	46%
	I wish I could buy more of these, but I can live without these products	6	21%
	I strongly wish I could buy more of these, and would rather not have to live without these products	9	31%
	Don't Know / No Opinion	0	1%
MAR5_22	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Poshmark (N=77)</i>		
	I realize that I can get along fine without these products	33	42%
	I wish I could buy more of these, but I can live without these products	30	39%
	I strongly wish I could buy more of these, and would rather not have to live without these products	12	15%
	Don't Know / No Opinion	3	4%
MAR5_23	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Grove Collaborative (N=14)</i>		
	I realize that I can get along fine without these products	8	56%
	I wish I could buy more of these, but I can live without these products	4	31%
	I strongly wish I could buy more of these, and would rather not have to live without these products	1	9%
	Don't Know / No Opinion	0	3%
MAR5_24	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? Hims Hers (N=13)</i>		
	I realize that I can get along fine without these products	3	26%
	I wish I could buy more of these, but I can live without these products	4	33%
	I strongly wish I could buy more of these, and would rather not have to live without these products	3	25%
	Don't Know / No Opinion	2	15%

Question	Response	Frequency	Percentage
MAR5_25	<i>You previously indicated you are spending less with the following companies since the beginning of the COVID-19 pandemic (coronavirus). Which of the following best describes how you feel about spending less on these products? The Honest Company (N=32)</i>		
	I realize that I can get along fine without these products	10	31%
	I wish I could buy more of these, but I can live without these products	9	26%
	I strongly wish I could buy more of these, and would rather not have to live without these products	8	25%
	Don't Know / No Opinion	6	18%
MAR6	<i>Have you subscribed to a TV or movie streaming service since stay-at-home and social distancing measures began in March 2020 due to the COVID-19 pandemic (coronavirus)?</i>		
	Yes, I have subscribed to a new streaming service through a subscription or free trial	923	21%
	No, I have not subscribed to a new streaming service through a subscription or free trial	3477	79%
MAR7_1NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. Amazon Prime Video (N=923)</i>		
	Selected	216	23%
	Not Selected	707	77%
MAR7_2NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. Netflix (N=923)</i>		
	Selected	432	47%
	Not Selected	492	53%
MAR7_3NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. Hulu (N=923)</i>		
	Selected	280	30%
	Not Selected	644	70%
MAR7_4NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. Disney+ (N=923)</i>		
	Selected	313	34%
	Not Selected	610	66%

Question	Response	Frequency	Percentage
MAR7_5NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. HBO Now (N=923)</i>		
		Selected	105 11%
		Not Selected	818 89%
MAR7_6NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. ESPN+ (N=923)</i>		
		Selected	68 7%
		Not Selected	855 93%
MAR7_7NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. Quibi (N=923)</i>		
		Selected	51 6%
		Not Selected	872 94%
MAR7_8NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. YouTube TV (N=923)</i>		
		Selected	136 15%
		Not Selected	787 85%
MAR7_9NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. Apple TV+ (N=923)</i>		
		Selected	94 10%
		Not Selected	829 90%
MAR7_10NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. HBO Max (N=923)</i>		
		Selected	70 8%
		Not Selected	853 92%
MAR7_11NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. Showtime Now (N=923)</i>		
		Selected	83 9%
		Not Selected	841 91%

Question	Response	Frequency	Percentage
MAR7_12NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. CBS All Access (N=923)</i>		
	Selected	87	9%
	Not Selected	836	91%
MAR7_13NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. Sundance Now (N=923)</i>		
	Selected	25	3%
	Not Selected	898	97%
MAR7_14NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. Playstation Vue (N=923)</i>		
	Selected	36	4%
	Not Selected	888	96%
MAR7_15NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. Peacock (N=923)</i>		
	Selected	27	3%
	Not Selected	897	97%
MAR7_16NET	<i>And specifically, which of the following have you or someone in your household begun subscribing to since the COVID-19 pandemic (coronavirus)? Please select all that apply. None of the above (N=923)</i>		
	Selected	94	10%
	Not Selected	830	90%
MAR8_1	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? Amazon Prime Video (N=216)</i>		
	Paid subscription	164	76%
	Free trial	52	24%
MAR8_2	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? Netflix (N=432)</i>		
	Paid subscription	334	77%
	Free trial	98	23%
MAR8_3	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? Hulu (N=280)</i>		
	Paid subscription	192	69%
	Free trial	88	31%

Question	Response	Frequency	Percentage
MAR8_4	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? Disney+ (N=313)</i>		
	Paid subscription	227	72%
	Free trial	87	28%
MAR8_5	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? HBO Now (N=105)</i>		
	Paid subscription	59	56%
	Free trial	46	44%
MAR8_6	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? ESPN+ (N=68)</i>		
	Paid subscription	51	74%
	Free trial	17	26%
MAR8_7	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? Quibi (N=51)</i>		
	Paid subscription	14	28%
	Free trial	37	72%
MAR8_8	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? YouTube TV (N=136)</i>		
	Paid subscription	68	50%
	Free trial	68	50%
MAR8_9	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? Apple TV+ (N=94)</i>		
	Paid subscription	53	56%
	Free trial	41	44%
MAR8_10	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? HBO Max (N=70)</i>		
	Paid subscription	34	49%
	Free trial	36	51%
MAR8_11	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? Showtime Now (N=83)</i>		
	Paid subscription	40	49%
	Free trial	42	51%
MAR8_12	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? CBS All Access (N=87)</i>		
	Paid subscription	44	51%
	Free trial	42	49%

Question	Response	Frequency	Percentage
MAR8_13	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? Sundance Now (N=25)</i>		
	Paid subscription	13	53%
	Free trial	12	47%
MAR8_14	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? Playstation Vue (N=36)</i>		
	Paid subscription	26	73%
	Free trial	10	27%
MAR8_15	<i>You indicated you have recently subscribed to the following. Which best describes how you access each? Peacock (N=27)</i>		
	Paid subscription	12	43%
	Free trial	15	57%
MAR9_1	<i>About how often do you watch content on each of the following? Amazon Prime Video (N=216)</i>		
	Every day	79	37%
	Several times per week	73	34%
	About once per week	33	15%
	A few times a month	10	5%
	Rarely	21	10%
MAR9_2	<i>About how often do you watch content on each of the following? Netflix (N=432)</i>		
	Every day	233	54%
	Several times per week	142	33%
	About once per week	30	7%
	A few times a month	10	2%
	Rarely	17	4%
MAR9_3	<i>About how often do you watch content on each of the following? Hulu (N=280)</i>		
	Every day	135	48%
	Several times per week	91	33%
	About once per week	25	9%
	A few times a month	13	5%
	Rarely	16	6%
MAR9_4	<i>About how often do you watch content on each of the following? Disney+ (N=313)</i>		
	Every day	111	36%
	Several times per week	102	33%
	About once per week	58	19%
	A few times a month	14	5%
	Rarely	27	9%

Question	Response	Frequency	Percentage
MAR9_5	<i>About how often do you watch content on each of the following? HBO Now (N=105)</i>		
	Every day	34	32%
	Several times per week	35	34%
	About once per week	13	12%
	A few times a month	4	4%
	Rarely	19	18%
MAR9_6	<i>About how often do you watch content on each of the following? ESPN+ (N=68)</i>		
	Every day	19	27%
	Several times per week	21	31%
	About once per week	6	10%
	A few times a month	4	5%
	Rarely	18	26%
MAR9_7	<i>About how often do you watch content on each of the following? Quibi (N=51)</i>		
	Every day	15	30%
	Several times per week	11	22%
	About once per week	4	8%
	A few times a month	3	6%
	Rarely	17	34%
MAR9_8	<i>About how often do you watch content on each of the following? YouTube TV (N=136)</i>		
	Every day	65	48%
	Several times per week	33	24%
	About once per week	15	11%
	A few times a month	2	2%
	Rarely	21	15%
MAR9_9	<i>About how often do you watch content on each of the following? Apple TV+ (N=94)</i>		
	Every day	33	35%
	Several times per week	17	18%
	About once per week	23	25%
	A few times a month	4	5%
	Rarely	17	18%
MAR9_10	<i>About how often do you watch content on each of the following? HBO Max (N=70)</i>		
	Every day	15	21%
	Several times per week	22	32%
	About once per week	9	13%
	A few times a month	5	7%
	Rarely	19	27%

Question	Response	Frequency	Percentage
MAR9_11	<i>About how often do you watch content on each of the following? Showtime Now (N=83)</i>		
	Every day	23	28%
	Several times per week	25	30%
	About once per week	9	11%
	A few times a month	10	13%
	Rarely	15	19%
MAR9_12	<i>About how often do you watch content on each of the following? CBS All Access (N=87)</i>		
	Every day	26	29%
	Several times per week	30	34%
	About once per week	14	16%
	A few times a month	2	3%
	Rarely	15	18%
MAR9_13	<i>About how often do you watch content on each of the following? Sundance Now (N=25)</i>		
	Every day	6	24%
	Several times per week	6	24%
	About once per week	1	2%
	A few times a month	1	3%
	Rarely	12	47%
MAR9_14	<i>About how often do you watch content on each of the following? Playstation Vue (N=36)</i>		
	Every day	7	21%
	Several times per week	9	26%
	About once per week	2	5%
	A few times a month	3	8%
	Rarely	14	40%
MAR9_15	<i>About how often do you watch content on each of the following? Peacock (N=27)</i>		
	Every day	6	23%
	Several times per week	4	17%
	About once per week	2	8%
	A few times a month	1	4%
	Rarely	13	48%
MAR10_1	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? Amazon Prime Video (N=216)</i>		
	I will use it more than I currently am	84	39%
	I will use it about the same as I currently am	79	37%
	I will use it less than I currently am	29	13%
	I will not continue to subscribe after the pandemic ends	24	11%

Question	Response	Frequency	Percentage
MAR10_2	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? Netflix (N=432)</i>		
	I will use it more than I currently am	208	48%
	I will use it about the same as I currently am	139	32%
	I will use it less than I currently am	64	15%
	I will not continue to subscribe after the pandemic ends	21	5%
MAR10_3	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? Hulu (N=280)</i>		
	I will use it more than I currently am	112	40%
	I will use it about the same as I currently am	98	35%
	I will use it less than I currently am	49	17%
	I will not continue to subscribe after the pandemic ends	21	8%
MAR10_4	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? Disney+ (N=313)</i>		
	I will use it more than I currently am	121	39%
	I will use it about the same as I currently am	122	39%
	I will use it less than I currently am	42	13%
	I will not continue to subscribe after the pandemic ends	29	9%
MAR10_5	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? HBO Now (N=105)</i>		
	I will use it more than I currently am	38	37%
	I will use it about the same as I currently am	32	31%
	I will use it less than I currently am	12	12%
	I will not continue to subscribe after the pandemic ends	22	21%
MAR10_6	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? ESPN+ (N=68)</i>		
	I will use it more than I currently am	24	35%
	I will use it about the same as I currently am	15	23%
	I will use it less than I currently am	9	13%
	I will not continue to subscribe after the pandemic ends	20	29%
MAR10_7	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? Quibi (N=51)</i>		
	I will use it more than I currently am	22	42%
	I will use it about the same as I currently am	7	13%
	I will use it less than I currently am	8	16%
	I will not continue to subscribe after the pandemic ends	15	29%

Question	Response	Frequency	Percentage
MAR10_8	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? YouTube TV (N=136)</i>		
	I will use it more than I currently am	54	40%
	I will use it about the same as I currently am	34	25%
	I will use it less than I currently am	22	16%
	I will not continue to subscribe after the pandemic ends	26	19%
MAR10_9	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? Apple TV+ (N=94)</i>		
	I will use it more than I currently am	42	45%
	I will use it about the same as I currently am	28	30%
	I will use it less than I currently am	9	10%
	I will not continue to subscribe after the pandemic ends	15	16%
MAR10_10	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? HBO Max (N=70)</i>		
	I will use it more than I currently am	25	36%
	I will use it about the same as I currently am	15	22%
	I will use it less than I currently am	8	12%
	I will not continue to subscribe after the pandemic ends	21	31%
MAR10_11	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? Showtime Now (N=83)</i>		
	I will use it more than I currently am	22	27%
	I will use it about the same as I currently am	23	28%
	I will use it less than I currently am	9	11%
	I will not continue to subscribe after the pandemic ends	28	34%
MAR10_12	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? CBS All Access (N=87)</i>		
	I will use it more than I currently am	21	24%
	I will use it about the same as I currently am	26	30%
	I will use it less than I currently am	17	20%
	I will not continue to subscribe after the pandemic ends	23	26%
MAR10_13	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? Sundance Now (N=25)</i>		
	I will use it more than I currently am	6	23%
	I will use it about the same as I currently am	6	25%
	I will use it less than I currently am	1	3%
	I will not continue to subscribe after the pandemic ends	12	49%

Question	Response	Frequency	Percentage
MAR10_14	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? Playstation Vue (N=36)</i>		
	I will use it more than I currently am	7	20%
	I will use it about the same as I currently am	11	31%
	I will use it less than I currently am	6	16%
	I will not continue to subscribe after the pandemic ends	12	33%
MAR10_15	<i>Thinking about when stay-at-home and social distancing measures end, how do you expect your usage of each to change compared to now? Peacock (N=27)</i>		
	I will use it more than I currently am	4	15%
	I will use it about the same as I currently am	8	30%
	I will use it less than I currently am	3	13%
	I will not continue to subscribe after the pandemic ends	11	42%
MAR11_1	<i>Do the following statements apply to you? Since the coronavirus spread to the US... There are brands or companies I am spending less on which I realized that I don't miss and can live without</i>		
	Yes	1878	43%
	No	2522	57%
MAR11_2	<i>Do the following statements apply to you? Since the coronavirus spread to the US... There are brands or companies I am spending less on which I can't wait to begin buying more of again</i>		
	Yes	1910	43%
	No	2490	57%
MAR11_3	<i>Do the following statements apply to you? Since the coronavirus spread to the US... There are new brands or companies I am spending more on which I plan to continue buying after stay-at-home and social distancing measures end</i>		
	Yes	1287	29%
	No	3113	71%
MAR11_MAR11_4	<i>Do the following statements apply to you? Since the coronavirus spread to the US... I have had a bad experience with a brand or company I have tried for the first time, and will not use that brand or company again because of it</i>		
	Yes	821	19%
	No	3579	81%
MAR11_MAR11_5	<i>Do the following statements apply to you? Since the coronavirus spread to the US... The good experiences I have had with a brand or company that I tried for the first time have made me strongly consider continuing to use that brand or company after the COVID-19 pandemic</i>		
	Yes	1756	40%
	No	2644	60%

Question	Response	Frequency	Percentage	
MAR12_1NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Healthy food (N=1,878)</i>	Selected	172	9%
		Not Selected	1706	91%
MAR12_2NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Snack or junk food (N=1,878)</i>	Selected	747	40%
		Not Selected	1131	60%
MAR12_3NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Ready-made or microwave meals (N=1,878)</i>	Selected	461	25%
		Not Selected	1417	75%
MAR12_4NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Meal-kit services (N=1,878)</i>	Selected	307	16%
		Not Selected	1571	84%
MAR12_5NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Non-alcoholic beverages, such as juice and soda (N=1,878)</i>	Selected	329	17%
		Not Selected	1550	83%
MAR12_6NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Alcohol (N=1,696)</i>	Selected	469	28%
		Not Selected	1227	72%

Question	Response	Frequency	Percentage	
MAR12_7NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Beauty products, such as makeup (N=1,878)</i>	Selected	560	30%
		Not Selected	1318	70%
MAR12_8NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Beauty services, such as haircuts (N=1,878)</i>	Selected	598	32%
		Not Selected	1280	68%
MAR12_9NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Electronics, such as TVs and gaming consoles (N=1,878)</i>	Selected	381	20%
		Not Selected	1497	80%
MAR12_10NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Clothing (N=1,878)</i>	Selected	770	41%
		Not Selected	1108	59%
MAR12_11NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Household goods, such as kitchenware and decorative items (N=1,878)</i>	Selected	527	28%
		Not Selected	1351	72%

Question	Response	Frequency	Percentage
MAR12_12NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Financial services (N=1,878)</i>		
		Selected	192
		Not Selected	1686
			10%
			90%
MAR12_13NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? At-home fitness technology, such as a stationary bike (N=1,878)</i>		
		Selected	296
		Not Selected	1582
			16%
			84%
MAR12_14NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Personal care products, such as lotions or face masks (N=1,878)</i>		
		Selected	387
		Not Selected	1491
			21%
			79%
MAR12_15NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Products promoting relaxation, such as aromatherapy or cannabis-infused products (N=1,878)</i>		
		Selected	299
		Not Selected	1579
			16%
			84%
MAR12_16NET	<i>You previously indicated you are spending less on certain brands or companies and feel that you don't miss them much and can live without them. Thinking of those brands or companies, which of the following types of products from them are you spending less money on and realized you don't miss and can live without? Something else (N=1,878)</i>		
		Selected	257
		Not Selected	1621
			14%
			86%

Question	Response	Frequency	Percentage	
MAR13_1NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Healthy food (N=1,910)</i>	Selected	443	23%
		Not Selected	1467	77%
MAR13_2NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Snack or junk food (N=1,910)</i>	Selected	455	24%
		Not Selected	1455	76%
MAR13_3NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Ready-made or microwave meals (N=1,910)</i>	Selected	181	9%
		Not Selected	1730	91%
MAR13_4NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Meal-kit services (N=1,910)</i>	Selected	100	5%
		Not Selected	1811	95%
MAR13_5NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Non-alcoholic beverages, such as juice and soda (N=1,910)</i>	Selected	214	11%
		Not Selected	1697	89%
MAR13_6NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Alcohol (N=1,704)</i>	Selected	232	14%
		Not Selected	1473	86%

Question	Response	Frequency	Percentage	
MAR13_7NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Beauty products, such as makeup (N=1,910)</i>	Selected	358	19%
		Not Selected	1552	81%
MAR13_8NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Beauty services, such as haircuts (N=1,910)</i>	Selected	716	37%
		Not Selected	1194	63%
MAR13_9NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Electronics, such as TVs and gaming consoles (N=1,910)</i>	Selected	379	20%
		Not Selected	1532	80%
MAR13_10NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Clothing (N=1,910)</i>	Selected	803	42%
		Not Selected	1108	58%
MAR13_11NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Household goods, such as kitchenware and decorative items (N=1,910)</i>	Selected	374	20%
		Not Selected	1536	80%
MAR13_12NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Financial services (N=1,910)</i>	Selected	137	7%
		Not Selected	1774	93%

Question	Response	Frequency	Percentage	
MAR13_13NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? At-home fitness technology, such as a stationary bike (N=1,910)</i>	Selected	135	7%
		Not Selected	1776	93%
MAR13_14NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Personal care products, such as lotions or face masks (N=1,910)</i>	Selected	450	24%
		Not Selected	1460	76%
MAR13_15NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Products promoting relaxation, such as aromatherapy or cannabis-infused products (N=1,910)</i>	Selected	188	10%
		Not Selected	1723	90%
MAR13_16NET	<i>You previously indicated you are spending less on certain brands or companies but can't wait to buy from again. Thinking of those brands or companies, which of the following types of products from them are you spending less money on but can't wait to buy again? Something else (N=1,910)</i>	Selected	363	19%
		Not Selected	1547	81%
MAR14_1NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Healthy food (N=1,287)</i>	Selected	453	35%
		Not Selected	834	65%

Question	Response	Frequency	Percentage
MAR14_2NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Snack or junk food (N=1,287)</i>		
	Selected	368	29%
	Not Selected	919	71%
MAR14_3NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Ready-made or microwave meals (N=1,287)</i>		
	Selected	208	16%
	Not Selected	1078	84%
MAR14_4NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Meal-kit services (N=1,287)</i>		
	Selected	123	10%
	Not Selected	1164	90%
MAR14_5NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Non-alcoholic beverages, such as juice and soda (N=1,287)</i>		
	Selected	209	16%
	Not Selected	1077	84%
MAR14_6NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Alcohol (N=1,135)</i>		
	Selected	216	19%
	Not Selected	919	81%

Question	Response	Frequency	Percentage
MAR14_7NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Beauty products, such as makeup (N=1,287)</i>		
		Selected	130
		Not Selected	1157
			10%
			90%
MAR14_8NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Beauty services, such as haircuts (N=1,287)</i>		
		Selected	133
		Not Selected	1153
			10%
			90%
MAR14_9NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Electronics, such as TVs and gaming consoles (N=1,287)</i>		
		Selected	194
		Not Selected	1093
			15%
			85%
MAR14_10NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Clothing (N=1,287)</i>		
		Selected	243
		Not Selected	1044
			19%
			81%
MAR14_11NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Household goods, such as kitchenware and decorative items (N=1,287)</i>		
		Selected	184
		Not Selected	1103
			14%
			86%

Question	Response	Frequency	Percentage
MAR14_12NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Financial services (N=1,287)</i>		
	Selected	87	7%
	Not Selected	1200	93%
MAR14_13NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? At-home fitness technology, such as a stationary bike (N=1,287)</i>		
	Selected	115	9%
	Not Selected	1172	91%
MAR14_14NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Personal care products, such as lotions or face masks (N=1,287)</i>		
	Selected	275	21%
	Not Selected	1012	79%
MAR14_15NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Products promoting relaxation, such as aromatherapy or cannabis-infused products (N=1,287)</i>		
	Selected	111	9%
	Not Selected	1176	91%
MAR14_16NET	<i>You previously indicated you are spending more on new brands or companies and plan to continue buying them after stay-at-home and social distancing measures end. Thinking of those new brands or companies, which of the following types of products from them are you spending more on and plan to continue buying as much as you are now after stay-at-home and social distancing measures end? Something else (N=1,287)</i>		
	Selected	248	19%
	Not Selected	1039	81%

Question	Response	Frequency	Percentage
MAR15	<i>Thinking only about online purchases, since the COVID-19 pandemic (coronavirus) spread to the U.S., would you say you're spending more or less than usual?</i>		
	Much less	718	16%
	Somewhat less	635	14%
	About the same	1812	41%
	Somewhat more	936	21%
	Much more	298	7%
MAR16_1	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Healthy food</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	811	18%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2720	62%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	869	20%
MAR16_2	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Snack or junk food</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	557	13%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2595	59%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1248	28%
MAR16_3	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Ready-made or microwave meals</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	455	10%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2593	59%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1352	31%

Question	Response	Frequency	Percentage
MAR16_4	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Meal-kit services</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	286	6%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2502	57%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1612	37%
MAR16_5	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Non-alcoholic beverages, such as juice and soda</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	477	11%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2821	64%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1102	25%
MAR16_6	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Alcohol (N=3,995)</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	329	8%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2338	59%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1327	33%
MAR16_7	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Beauty products, such as makeup</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	376	9%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2595	59%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1429	32%

Question	Response	Frequency	Percentage
MAR16_8	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Beauty services, such as haircuts</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	410	9%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2541	58%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1449	33%
MAR16_9	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Electronics, such as TVs and gaming consoles</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	479	11%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2570	58%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1351	31%
MAR16_10	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Clothing</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	628	14%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2495	57%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1277	29%
MAR16_11	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Household goods, such as kitchenware and decorative items</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	476	11%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2608	59%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1316	30%

Question	Response	Frequency	Percentage
MAR16_12	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Financial services</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	274	6%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2848	65%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1278	29%
MAR16_13	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? At-home fitness technology, such as a stationary bike</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	282	6%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2560	58%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1558	35%
MAR16_14	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Personal care products, such as lotions or face masks</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	625	14%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2709	62%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1066	24%
MAR16_15	<i>Compared to how much you usually spent on online purchases of the following goods before the spread of the COVID-19 pandemic (coronavirus) to the US, do you expect to spend more, the same amount, or less on online purchases of the following goods after the COVID-19 pandemic (coronavirus) is under control? Products promoting relaxation, such as aromatherapy or cannabis-infused products</i>		
	I will spend more on online purchases of this than I did before COVID-19 spread to the U.S.	410	9%
	I will spend the same amount on online purchases of this as I did before COVID-19 spread to the U.S.	2512	57%
	I will spend less on online purchases of this than I did before COVID-19 spread to the U.S.	1478	34%

Question	Response	Frequency	Percentage
MAR17_1	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will buy more from local businesses</i>		
	Strongly agree	1002	23%
	Somewhat agree	1818	41%
	Somewhat disagree	502	11%
	Strongly disagree	215	5%
	Don't Know / No Opinion	864	20%
MAR17_2	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will go to local restaurants more</i>		
	Strongly agree	879	20%
	Somewhat agree	1448	33%
	Somewhat disagree	812	18%
	Strongly disagree	583	13%
	Don't Know / No Opinion	679	15%
MAR17_3	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will order more meals via delivery</i>		
	Strongly agree	235	5%
	Somewhat agree	623	14%
	Somewhat disagree	1046	24%
	Strongly disagree	1709	39%
	Don't Know / No Opinion	786	18%
MAR17_4	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will buy more of my clothes online</i>		
	Strongly agree	348	8%
	Somewhat agree	977	22%
	Somewhat disagree	1128	26%
	Strongly disagree	1119	25%
	Don't Know / No Opinion	827	19%

Question	Response	Frequency	Percentage
MAR17_5	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will buy more of my groceries online</i>		
	Strongly agree	337	8%
	Somewhat agree	734	17%
	Somewhat disagree	1072	24%
	Strongly disagree	1607	37%
	Don't Know / No Opinion	650	15%
MAR17_6	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will buy more of my personal care items online</i>		
	Strongly agree	384	9%
	Somewhat agree	1003	23%
	Somewhat disagree	1200	27%
	Strongly disagree	1022	23%
	Don't Know / No Opinion	790	18%
MAR17_7	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will order more of my medications online</i>		
	Strongly agree	385	9%
	Somewhat agree	771	18%
	Somewhat disagree	996	23%
	Strongly disagree	1229	28%
	Don't Know / No Opinion	1020	23%
MAR17_8	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will shop at malls more</i>		
	Strongly agree	300	7%
	Somewhat agree	628	14%
	Somewhat disagree	1247	28%
	Strongly disagree	1470	33%
	Don't Know / No Opinion	755	17%

Question	Response	Frequency	Percentage
MAR17_9	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will be more likely to place an online order with a retail store than to go to their physical store</i>		
	Strongly agree	517	12%
	Somewhat agree	1197	27%
	Somewhat disagree	1067	24%
	Strongly disagree	883	20%
	Don't Know / No Opinion	736	17%
MAR17_10	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will go back to buying the same brands I used to before the COVID-19 pandemic (coronavirus)</i>		
	Strongly agree	1213	28%
	Somewhat agree	2005	46%
	Somewhat disagree	428	10%
	Strongly disagree	156	4%
	Don't Know / No Opinion	598	14%
MAR17_11	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will go back to buying things the same way I used to before the COVID-19 pandemic (coronavirus), e.g. online or in-store</i>		
	Strongly agree	1245	28%
	Somewhat agree	1643	37%
	Somewhat disagree	693	16%
	Strongly disagree	283	6%
	Don't Know / No Opinion	536	12%
MAR17_12	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements?After stay-at-home and social distancing measures end... I will buy more locally-made products</i>		
	Strongly agree	851	19%
	Somewhat agree	1745	40%
	Somewhat disagree	564	13%
	Strongly disagree	254	6%
	Don't Know / No Opinion	986	22%

Question	Response	Frequency	Percentage
MAR17_13	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements? After stay-at-home and social distancing measures end... I will buy my food in bulk more often</i>		
	Strongly agree	486	11%
	Somewhat agree	1249	28%
	Somewhat disagree	1229	28%
	Strongly disagree	824	19%
	Don't Know / No Opinion	612	14%
MAR17_14	<i>Thinking about your shopping habits after stay-at-home and social distancing measures end compared to before the COVID-19 pandemic (coronavirus), do you agree or disagree with the following statements? After stay-at-home and social distancing measures end... I will buy my home essentials, including toilet paper, paper towels and soap, in bulk more often</i>		
	Strongly agree	768	17%
	Somewhat agree	1413	32%
	Somewhat disagree	1067	24%
	Strongly disagree	602	14%
	Don't Know / No Opinion	550	13%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	4400	100%
xdemGender	Gender: Male	2124	48%
	Gender: Female	2276	52%
	N	4400	
age5	Age: 18-29	940	21%
	Age: 30-44	1086	25%
	Age: 45-54	677	15%
	Age: 55-64	825	19%
	Age: 65+	873	20%
	N	4400	
demAgeGeneration	Generation Z: Age 18-23	599	14%
	Millennial: Age 24-39	1070	24%
	Generation X: Age 40-55	1117	25%
	Boomers: Age 56-74	1437	33%
	N	4222	
xpid3	PID: Dem (no lean)	1586	36%
	PID: Ind (no lean)	1377	31%
	PID: Rep (no lean)	1436	33%
	N	4400	
xpidGender	PID/Gender: Dem Men	714	16%
	PID/Gender: Dem Women	873	20%
	PID/Gender: Ind Men	676	15%
	PID/Gender: Ind Women	701	16%
	PID/Gender: Rep Men	734	17%
	PID/Gender: Rep Women	703	16%
	N	4400	
xdemIdeo3	Ideo: Liberal (1-3)	1229	28%
	Ideo: Moderate (4)	1089	25%
	Ideo: Conservative (5-7)	1485	34%
	N	3803	
xeduc3	Educ: < College	3024	69%
	Educ: Bachelors degree	888	20%
	Educ: Post-grad	488	11%
	N	4400	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	2324	53%
	Income: 50k-100k	1397	32%
	Income: 100k+	678	15%
	N	4400	
xdemWhite	Ethnicity: White	3443	78%
xdemHispBin	Ethnicity: Hispanic	699	16%
demBlackBin	Ethnicity: Afr. Am.	549	12%
demRaceOther	Ethnicity: Other	408	9%
xdemReligion	All Christian	2062	47%
	All Non-Christian	210	5%
	Atheist	188	4%
	Agnostic/Nothing in particular	1940	44%
	N	4400	
xdemReligOther	Religious Non-Protestant/Catholic	251	6%
xdemEvang	Evangelical	1186	27%
	Non-Evangelical	1639	37%
	N	2825	
xdemUsr	Community: Urban	1131	26%
	Community: Suburban	2053	47%
	Community: Rural	1216	28%
	N	4400	
xdemEmploy	Employ: Private Sector	1315	30%
	Employ: Government	270	6%
	Employ: Self-Employed	344	8%
	Employ: Homemaker	263	6%
	Employ: Retired	977	22%
	Employ: Unemployed	577	13%
	Employ: Other	358	8%
	N	4103	
xdemMilHH1	Military HH: Yes	747	17%
	Military HH: No	3653	83%
	N	4400	
xnrl	RD/WT: Right Direction	1626	37%
	RD/WT: Wrong Track	2774	63%
	N	4400	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	1898	43%
	Trump Job Disapprove	2273	52%
	N	4171	
Trump_Approve2	Trump Job Strongly Approve	1090	25%
	Trump Job Somewhat Approve	808	18%
	Trump Job Somewhat Disapprove	560	13%
	Trump Job Strongly Disapprove	1712	39%
	N	4171	
Trump_Fav	Favorable of Trump	1818	41%
	Unfavorable of Trump	2284	52%
	N	4102	
Trump_Fav_FULL	Very Favorable of Trump	1120	25%
	Somewhat Favorable of Trump	698	16%
	Somewhat Unfavorable of Trump	448	10%
	Very Unfavorable of Trump	1836	42%
	N	4102	
xnr3	#1 Issue: Economy	1407	32%
	#1 Issue: Security	525	12%
	#1 Issue: Health Care	1005	23%
	#1 Issue: Medicare / Social Security	577	13%
	#1 Issue: Women's Issues	165	4%
	#1 Issue: Education	281	6%
	#1 Issue: Energy	154	3%
	#1 Issue: Other	287	7%
	N	4400	
xsubVote18O	2018 House Vote: Democrat	1475	34%
	2018 House Vote: Republican	1304	30%
	2018 House Vote: Someone else	151	3%
	N	2930	
xsubVote16O	2016 Vote: Hillary Clinton	1325	30%
	2016 Vote: Donald Trump	1342	30%
	2016 Vote: Other	281	6%
	2016 Vote: Didn't Vote	1444	33%
	N	4393	
xsubVote14O	Voted in 2014: Yes	2579	59%
	Voted in 2014: No	1821	41%
	N	4400	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	1608	37%
	2012 Vote: Mitt Romney	1010	23%
	2012 Vote: Other	168	4%
	2012 Vote: Didn't Vote	1608	37%
	N	4394	
xreg4	4-Region: Northeast	787	18%
	4-Region: Midwest	925	21%
	4-Region: South	1648	37%
	4-Region: West	1040	24%
	N	4400	
poll	200448	2172	49%
	200454	2228	51%
	N	4400	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

