

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 1

WAL01 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
Wave 13 Total (5/20 - 5/22)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Buy only for what I need	1291 64%	572 60%	718 67% B	379 60%	295 56%	333 70% DE	283 71% DE	398 58%	602 66% H	290 68% H	452 71% M	228 69% M	520 55%	364 57%	484 64% n	443 69% N	676 59%	578 70% Q	95 39%	723 58% S
Buy in bulk / one-stop shopping trips	741 36%	388 40% C	354 33%	249 40% FG	232 44% FG	144 30%	116 29%	288 42% IJ	315 34%	139 32%	180 29%	104 31%	422 45% KL	269 43% oP	272 36%	200 31%	478 41% R	245 30%	149 61% T	525 42%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

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 Table 2

WAL02 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
Wave 13 Total (5/20 - 5/22)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Shop in store for household products	1398 69%	634 66%	764 71% b	384 61%	334 63%	360 75% DE	319 80% DE	422 61%	664 72% H	312 73% H	468 74% M	246 74% M	586 62%	421 67%	492 65%	485 75% NO	744 64%	625 76% Q	121 50%	777 62% S
Shop online for household products	634 31%	326 34% c	308 29%	243 39% FG	194 37% FG	117 25%	80 20%	264 39% IJ	253 28%	117 27%	164 26%	86 26%	356 38% KL	212 33% P	265 35% P	158 25%	410 36% R	198 24%	123 50% T	471 38%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

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 Table 3

WAL03 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Shop for groceries in store	1554 76%	692 72%	861 80% B	427 68%	374 71%	398 83% DE	355 89% DE	451 66%	744 81% H	359 84% H	519 82% M	272 82% M	655 69%	488 77% o	539 71%	527 82% O	835 72%	676 82% Q	128 52%	877 70% S
Order groceries online for delivery	478 24%	268 28% C	210 20%	201 32% FG	153 29% FG	80 17%	44 11%	235 34% IJ	173 19%	70 16%	113 18%	60 18%	287 31% KL	145 23%	217 29% nP	116 18%	319 28% R	147 18%	116 48% T	371 30%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

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 Table 4

WAL04 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
Wave 13 Total (5/20 - 5/22)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exercise at home (e.g., In-home gym, virtual workouts, run outside)	1685 83%	770 80%	915 85% B	494 79%	408 77%	416 87% DE	368 92% DE	518 75%	786 86% H	380 89% H	552 87% M	274 83%	744 79%	510 81%	624 82%	551 86% n	940 81%	696 85%	172 71%	988 79% S
Go to local gym	347 17%	190 20% C	157 15%	134 21% FG	120 23% FG	61 13%	32 8%	168 25% IJ	131 14%	48 11%	81 13%	57 17%	198 21% K	123 19% p	133 18%	92 14%	214 19%	127 15%	72 29% T	260 21%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

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 Table 5

WAL05 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Virtual happy hour with friends	1197 59%	559 58%	639 60%	360 57%	286 54%	283 59%	268 67% DE	394 57%	535 58%	268 63%	388 61%	179 54%	546 58%	336 53%	499 66% NP	362 56%	703 61%	462 56%	144 59%	708 57%
Happy hour at bars/restaurants	835 41%	402 42%	433 40%	267 43% G	242 46% G	194 41%	131 33%	293 43%	382 42%	160 37%	244 39%	153 46% k	396 42%	297 47% O	257 34%	281 44% O	451 39%	361 44%	100 41%	540 43%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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 Table 6

WAL06 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
Wave 13 Total (5/20 - 5/22)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Get take-out/delivery from a restaurant	1166 57%	513 53%	654 61% B	376 60% f	316 60% f	248 52%	227 57%	402 59%	515 56%	250 58%	374 59%	203 61%	517 55%	334 53%	477 63% NP	356 55%	657 57%	475 58%	147 60%	729 58%
Dining in a restaurant	866 43%	448 47% C	418 39%	252 40%	212 40%	229 48% de	173 43%	284 41%	403 44%	179 42%	258 41%	128 39%	426 45%	299 47% O	280 37%	287 45% O	497 43%	348 42%	97 40%	520 42%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

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 Table 7

WAL07 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
Wave 13 Total (5/20 - 5/22)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Watch a movie at home	1514 75%	642 67%	872 81% B	423 67%	372 70%	370 77% De	350 88% DEF	466 68%	695 76% H	353 82% Hi	513 81% M	271 82% M	632 67%	454 72%	572 76%	489 76%	850 74%	626 76%	144 59%	866 69% S
Go to the movies	518 25%	318 33% C	200 19%	205 33% FG	156 30% IG	108 23% G	49 12%	220 32% IJ	222 24% J	75 18%	120 19%	61 18%	311 33% KL	179 28%	184 24%	154 24%	304 26%	197 24%	100 41% T	382 31%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

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 Table 8

WAL08 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Buy your own grooming supplies	1051 52%	540 56% C	511 48%	338 54% G	283 54% G	269 56% G	161 40%	368 54%	463 50%	221 51%	349 55%	162 49%	471 50%	283 45%	424 56% N	343 53% N	605 52%	414 50%	138 57%	623 50%
Go to the hairdresser	981 48%	420 44%	561 52% B	290 46%	245 46%	208 44%	239 60% DEF	319 46%	455 50%	208 49%	284 45%	170 51%	472 50%	350 55% OP	332 44%	299 47%	549 48%	409 50%	106 43%	625 50%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

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 Table 9

WAL09 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
Wave 13 Total (5/20 - 5/22)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Save more and spend less	1237 61%	563 59%	675 63%	397 63% G	335 63% G	308 64% G	198 50%	427 62%	564 62%	246 57%	388 61%	203 61%	571 61%	352 56%	473 63% n	412 64% N	706 61%	501 61%	139 57%	744 60%
Resume normal spending habits	795 39%	398 41%	397 37%	231 37%	193 37%	170 36%	201 50% DEF	259 38%	353 38%	183 43%	245 39%	129 39%	371 39%	281 44% oP	283 37%	230 36%	448 39%	322 39%	105 43%	504 40%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

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 Table 10

WAL10 Moving forward, which of the following things will you prioritize that you didn't before COVID-19? Please select all that apply.

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Staying connected with my friends and family	881 43%	366 38%	514 48%	281 45%	214 41%	187 39%	198 50%	304 44%	400 44%	177 41%	287 45%	134 40%	402 43%	305 48%	324 43%	251 39%	495 43%	365 44%	93 38%	546 44%
Staying physically active	852 42%	395 41%	457 43%	295 47%	190 36%	209 44%	158 40%	315 46%	368 40%	168 39%	253 40%	137 41%	407 43%	263 42%	333 44%	255 40%	502 43%	334 41%	116 48%	539 43%
Creating a safe and healthy home environment	778 38%	354 37%	424 40%	249 40%	194 37%	177 37%	157 39%	270 39%	342 37%	165 39%	235 37%	127 38%	377 40%	250 40%	299 40%	229 36%	459 40%	305 37%	105 43%	516 41%
Staying up to date with the news	726 36%	340 35%	385 36%	225 36%	176 33%	182 38%	142 36%	259 38%	312 34%	154 36%	215 34%	134 40%	342 36%	234 37%	291 38%	201 31%	423 37%	287 35%	98 40%	473 38%
Personal financial security (e.g., personal savings, retirement)	718 35%	350 36%	368 34%	234 37%	191 36%	178 37%	116 29%	266 39%	324 35%	129 30%	218 35%	103 31%	370 39%	253 40%	250 33%	215 33%	435 38%	267 32%	115 47%	483 39%
Buying products that protect my/my families health (e.g., orange juice, cleaning products)	706 35%	304 32%	402 37%	235 38%	180 34%	152 32%	139 35%	272 40%	297 32%	137 32%	241 38%	105 32%	320 34%	223 35%	281 37%	202 31%	406 35%	284 35%	106 43%	448 36%
Supporting small businesses	678 33%	325 34%	353 33%	202 32%	169 32%	160 33%	148 37%	233 34%	309 34%	136 32%	195 31%	110 33%	340 36%	213 34%	231 30%	235 36%	410 36%	260 32%	81 33%	441 35%
Buying American made products	619 30%	282 29%	337 31%	135 21%	148 28%	160 34%	176 44%	204 30%	277 30%	138 32%	209 33%	88 26%	297 32%	256 40%	194 26%	169 26%	376 33%	233 28%	82 34%	384 31%
Socializing (e.g., dinner with friends, parties)	602 30%	259 27%	343 32%	240 38%	147 28%	117 25%	99 25%	213 31%	274 30%	115 27%	174 27%	96 29%	299 32%	200 32%	218 29%	184 29%	337 29%	255 31%	79 32%	412 33%
Having strong Wi-Fi connection	551 27%	288 30%	263 25%	215 34%	134 25%	116 24%	86 22%	210 31%	240 26%	102 24%	155 25%	90 27%	274 29%	168 27%	195 28%	188 29%	328 28%	211 26%	96 40%	361 29%
Work life balance	551 27%	286 30%	265 25%	215 34%	187 35%	108 23%	41 10%	236 34%	219 24%	96 22%	145 23%	84 25%	306 32%	182 29%	211 28%	158 25%	316 27%	220 27%	96 39%	405 32%
Living in a safe neighborhood	462 23%	255 27%	207 19%	153 24%	144 27%	87 18%	78 20%	199 29%	180 20%	82 19%	139 22%	68 20%	234 25%	149 24%	182 24%	130 20%	283 25%	164 20%	100 41%	331 27%
Job security	441 22%	244 25%	197 18%	198 32%	146 28%	65 14%	31 8%	198 29%	181 20%	62 14%	106 17%	68 20%	257 27%	124 20%	166 22%	152 24%	270 23%	160 19%	98 40%	324 26%
Living close to essential businesses (e.g., grocery stores, hospitals)	403 20%	243 25%	160 15%	149 24%	110 21%	59 12%	85 21%	183 27%	157 17%	63 15%	134 21%	51 15%	200 21%	136 22%	179 24%	89 14%	235 20%	157 19%	94 39%	268 21%
Entertainment (e.g., movies, sporting events, concerts)	402 20%	223 23%	179 17%	186 30%	132 25%	55 12%	29 7%	196 28%	148 16%	59 14%	108 17%	50 15%	226 24%	143 23%	128 17%	131 20%	223 19%	173 21%	88 36%	304 24%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 10

WAL10 Moving forward, which of the following things will you prioritize that you didn't before COVID-19? Please select all that apply.

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
Wave 13 Total (5/20 - 5/22)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Investing in the stock market	328 16%	218 23%	110 10%	147 23%	104 20%	36 8%	41 10%	167 24%	111 12%	50 12%	80 13%	38 12%	197 21%	118 19%	109 14%	101 16%	214 19%	107 13%	91 37%	253 20%
None of these	229 11%	101 10%	128 12%	47 8%	53 10%	58 12%	71 18%	54 8%	102 11%	72 17%	90 14%	46 14%	72 8%	35 6%	73 10%	121 19%	100 9%	108 13%	10 4%	71 6%
Sigma	9927 489%	4835 504%	5092 475%	3406 543%	2619 496%	2107 441%	1794 449%	3779 551%	4242 462%	1906 445%	2983 472%	1528 461%	4920 522%	3252 514%	3665 485%	3009 468%	5813 504%	3889 473%	1549 635%	6560 526%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 11

**WAL11 How do you think the pandemic has impacted the following issues?
 Summary Of Exacerbated The Issue / Made The Issue Worse**

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Poverty	1318 65%	587 61%	731 68% B	361 57%	324 61%	349 73% DE	284 71% DE	420 61%	634 69% HJ	263 61%	390 62%	229 69% k	627 67%	403 64%	506 67%	408 63%	732 63%	570 69% q	135 55%	802 64% S
Job creation	1297 64%	585 61%	712 66% b	347 55%	339 64% D	333 70% D	278 71% D	414 60%	614 67% h	269 63%	390 62%	208 63%	633 67% k	402 63%	465 62%	430 67%	749 65%	535 65%	134 55%	810 65% S
Hunger	1254 62%	552 58%	702 65% B	334 53%	312 59%	341 72% DE	267 67% D	390 57%	618 67% HJ	247 58%	350 55%	209 63%	619 66% k	395 62%	461 61%	399 62%	699 61%	537 65%	117 48%	773 62% S
Education	1226 60%	539 56%	687 64% B	346 55%	305 58%	311 65% D	263 66% De	393 57%	582 63% h	251 59%	346 55%	219 66% K	595 63% K	368 58%	450 59%	408 63%	692 60%	516 63%	132 54%	751 60%
Domestic violence	1117 55%	456 47%	661 62% B	296 47%	265 50%	309 65% DE	246 62% DE	306 45%	546 60% H	265 45%	323 51%	207 62% K	516 55%	353 56%	414 55%	350 54%	637 55%	462 56%	102 42%	679 54% S
Access to healthcare	1001 49%	441 46%	561 52% B	313 50%	237 45%	254 53% e	197 49%	340 50%	466 51%	195 46%	288 46%	176 53% k	491 52% k	292 46%	384 51%	325 51%	543 47%	444 54% Q	108 44%	638 51% s
Good health and well being	943 46%	408 43%	535 50% B	283 45%	228 43%	234 49%	198 50%	306 45%	436 48%	201 47%	255 40%	170 51% K	466 49% K	271 43%	358 47%	314 49%	531 46%	398 48%	112 46%	605 48%
Drug addiction	941 46%	415 43%	525 49% b	253 40%	237 45%	244 51% D	207 52% D	280 41%	459 50% H	202 47%	264 42%	169 51% K	457 49% K	288 45%	352 47%	301 47%	526 46%	398 48%	104 42%	595 48%
Immigration	699 34%	345 36%	354 33% C	221 35%	174 33%	156 33%	149 37%	268 39% I	284 31%	148 34%	182 29%	112 34%	363 38% K	181 29%	281 37% N	237 37% N	399 35%	286 35%	103 42%	468 38%
Data privacy	646 32%	317 33%	329 31%	189 30%	157 30%	167 35%	133 33%	209 30%	307 33%	131 30%	173 27%	107 32%	332 35% K	177 28%	247 33%	222 35% n	346 30%	290 35% q	64 26%	409 33% s
Racial equality	618 30%	286 30%	331 31%	207 33%	146 28%	134 28%	131 33%	243 35% J	290 32% J	85 20%	193 30%	121 37% m	273 29%	115 18%	322 43% NP	181 28% N	317 27%	290 35% Q	88 36%	412 33%
Gun violence	609 30%	289 30%	320 30%	178 28%	136 26%	164 34% E	130 33%	206 30%	276 30%	126 29%	168 27%	116 35% K	291 31%	172 27%	253 34% n	184 29%	351 30%	250 30%	82 34%	397 32%
Supporting veterans	521 26%	272 28% c	249 23%	169 27%	121 23%	115 24%	116 29%	187 27% J	228 25%	105 25%	143 23%	93 28%	264 28% k	141 22%	214 28% n	166 26%	301 26%	213 26%	83 34% t	332 27%
Sexual harassment	505 25%	267 28% C	238 22%	172 27%	135 26%	103 22%	95 24%	193 28% J	227 25%	85 20%	126 20%	88 27% k	261 28% K	145 23%	209 28%	151 23%	270 23%	224 27%	76 31%	358 29%
Environmental efforts	494 24%	277 29% C	216 20%	164 26%	130 25%	108 23%	92 23%	193 28% I	200 22%	100 23%	143 23%	73 22%	251 27%	146 23%	186 25%	162 25%	287 25%	198 24%	82 34% t	331 27%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 11

**WAL11 How do you think the pandemic has impacted the following issues?
 Summary Of Exacerbated The Issue / Made The Issue Worse**

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Gender equality	353 17%	215 22% C	139 13%	135 21% Fg	104 20% F	56 12%	59 15%	157 23% J	144 16%	53 12%	96 15%	60 18%	187 20% k	84 13%	172 23% NP	98 15%	194 17%	153 19%	73 30% T	252 20%
Climate change	353 17%	201 21% C	152 14%	133 21% F	90 17%	62 13%	68 17%	149 22% J	137 15%	67 16%	93 15%	52 16%	186 20% K	91 14%	158 21% N	104 16%	218 19%	127 15%	73 30% T	253 20%
LGBTQ rights	315 15%	190 20% C	125 12%	121 19% F	82 16%	56 12%	55 14%	138 20% J	137 15% j	40 9%	83 13%	55 17%	166 18% k	80 13%	148 20% NP	86 13%	185 16%	124 15%	51 21%	217 17%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 12

WAL11 How do you think the pandemic has impacted the following issues?
 Summary Of Improved The Issue

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Climate change	750 37%	358 37%	392 37%	248 40%	208 39%	170 36%	124 31%	230 34%	379 41%	141 33%	204 32%	127 38%	383 41%	220 35%	314 41%	216 34%	436 38%	304 37%	103 42%	508 41%
Environmental efforts	721 35%	348 36%	373 35%	264 42%	212 40%	142 30%	103 26%	263 38%	324 35%	134 31%	195 31%	117 35%	377 40%	218 34%	294 39%	209 33%	431 37%	276 33%	117 48%	511 41%
Good health and well being	626 31%	328 34%	298 28%	217 35%	190 36%	107 22%	112 28%	255 37%	264 29%	107 25%	193 31%	89 27%	306 32%	207 33%	242 32%	177 28%	396 34%	213 26%	105 43%	399 32%
Supporting veterans	491 24%	282 29%	209 19%	163 26%	160 30%	79 16%	89 22%	214 31%	212 23%	65 15%	146 23%	64 19%	254 27%	156 25%	183 24%	152 24%	333 29%	148 18%	94 39%	357 29%
Access to healthcare	475 23%	268 28%	207 19%	159 25%	152 29%	78 16%	86 22%	211 31%	193 21%	71 17%	136 22%	66 20%	248 26%	162 26%	185 24%	129 20%	329 29%	133 16%	101 42%	353 28%
Immigration	443 22%	268 28%	175 16%	141 22%	136 26%	90 19%	75 19%	154 22%	218 24%	72 17%	115 18%	64 19%	247 26%	186 29%	159 21%	98 15%	288 25%	142 17%	96 39%	318 25%
Gun violence	425 21%	245 25%	180 17%	180 29%	132 25%	58 12%	55 14%	168 25%	197 21%	60 14%	118 19%	55 16%	228 24%	151 24%	157 21%	117 18%	268 23%	143 17%	84 35%	324 26%
Data privacy	355 17%	235 24%	121 11%	153 24%	125 24%	42 9%	36 9%	181 26%	125 14%	50 12%	100 16%	38 12%	196 21%	119 19%	156 21%	80 12%	253 22%	90 11%	104 43%	280 22%
Sexual harassment	342 17%	217 23%	125 12%	156 25%	110 21%	43 9%	33 8%	154 22%	144 16%	44 10%	91 14%	47 14%	190 20%	122 19%	138 18%	82 13%	225 20%	106 13%	93 38%	276 22%
Domestic violence	326 16%	220 23%	107 10%	131 21%	104 20%	50 10%	41 10%	158 23%	136 15%	32 8%	65 10%	40 12%	206 22%	96 15%	146 19%	85 13%	219 19%	99 12%	79 32%	272 22%
Job creation	322 16%	181 19%	141 13%	150 24%	93 18%	33 7%	47 12%	139 20%	136 15%	47 11%	83 13%	48 15%	178 19%	118 19%	128 17%	77 12%	200 17%	109 13%	73 30%	241 19%
Drug addiction	319 16%	212 22%	107 10%	139 22%	109 21%	46 10%	25 6%	153 22%	113 12%	52 12%	84 13%	24 7%	191 20%	113 18%	121 16%	84 13%	210 18%	97 12%	83 34%	253 20%
Racial equality	317 16%	208 22%	109 10%	125 20%	127 24%	43 9%	22 6%	157 23%	115 13%	45 10%	75 12%	25 7%	203 22%	128 20%	109 14%	80 12%	219 19%	86 10%	91 37%	261 21%
Hunger	311 15%	175 18%	136 13%	147 23%	89 17%	39 8%	36 9%	138 20%	121 13%	52 12%	101 16%	34 10%	155 16%	85 13%	141 19%	84 13%	208 18%	93 11%	81 33%	243 19%
Gender equality	310 15%	209 22%	102 9%	116 18%	125 24%	38 8%	32 8%	163 24%	114 12%	33 8%	70 11%	32 10%	194 21%	114 18%	121 16%	76 12%	218 19%	84 10%	94 39%	262 21%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 12

WAL11 How do you think the pandemic has impacted the following issues?
 Summary Of Improved The Issue

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers (S)	Leisure Travelers (T)		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Education	291 14%	174 18% C	117 11%	122 19% FG	91 17% FG	46 10%	33 8%	124 18% J	114 12%	53 12%	81 13%	35 11%	158 17% I	83 13%	126 17%	83 13%	201 17% R	82 10%	61 25% T	224 18%
Poverty	262 13%	159 17% C	103 10%	121 19% FG	92 17% FG	26 5%	23 6%	134 20% J	97 11%	31 7%	62 10%	27 8%	154 16% KL	90 14%	105 14%	68 11%	183 16% R	69 8%	76 31% T	214 17%
LGBTQ rights	242 12%	161 17% C	81 8%	115 18% FG	94 18% FG	24 5%	9 2%	128 19% J	86 9%	28 6%	55 9%	27 8%	152 16% KL	69 11%	106 14%	67 10%	164 14% R	66 8%	82 34% T	207 17%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 13

WAL11 How do you think the pandemic has impacted the following issues?
 Summary Of No Change

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
LGBTQ rights	1476 73%	609 63%	867 81% B	392 62%	351 67%	397 83% DE	335 84% DE	421 61%	694 76% H	360 84% HI	495 78% M	250 75% M	624 66%	484 76% O	502 66%	490 76% O	804 70%	633 77% Q	111 45%	825 66% S
Gender equality	1368 67%	537 56%	831 78% B	377 60%	300 57%	383 80% DE	308 77% DE	366 53%	659 72% H	343 80% HI	466 74% M	240 72% M	562 60%	435 69% O	463 61%	470 73% O	742 64%	596 71% Q	77 31%	735 59% S
Sexual harassment	1185 58%	476 50%	709 66% B	300 48%	283 54%	331 69% DE	271 68% DE	339 49%	546 59% H	300 70% HI	416 66% M	196 59%	491 52%	367 58%	409 54%	410 64% O	659 57%	493 60%	74 31%	615 49% S
Racial equality	1097 54%	466 49%	631 59% B	295 47%	254 48%	301 63% DE	247 62% DE	286 42%	512 56% H	299 70% HI	365 58% M	186 56%	466 49%	390 62% O	325 43%	382 59% O	618 54%	447 54%	65 27%	576 46% S
Data privacy	1030 51%	408 43%	622 58% B	287 46%	246 47%	268 56% DE	230 58% DE	297 43%	486 53% H	248 58% HI	359 57% M	187 56% M	415 44%	337 53% O	353 47%	341 53% O	555 48%	443 54% q	76 31%	559 45% S
Supporting veterans	1021 50%	406 42%	614 57% B	295 47%	247 47%	284 59% DEg	195 49%	285 42%	477 52% H	258 60% HI	344 54% M	175 53% m	424 45%	337 53%	359 48%	325 50%	520 45%	462 56% Q	67 28%	560 45% S
Gun violence	998 49%	426 44%	572 53% B	270 43%	259 49% d	255 53% D	214 54% D	312 45%	444 48% H	242 57% HI	345 55% M	161 48%	423 45%	310 49%	346 46%	342 53% O	534 46%	430 52% q	78 32%	527 42% S
Climate change	929 46%	401 42%	527 49% B	246 39%	230 44%	245 51% De	207 52% De	306 45%	401 44%	221 52% i	336 53% M	153 46%	373 40%	322 51% O	284 38%	323 50% O	500 43%	392 48%	68 28%	488 39% S
Immigration	890 44%	347 36%	543 51% B	266 42%	218 41%	231 48%	175 44%	265 39%	416 45% h	209 49% H	335 53% M	156 47% M	333 35%	266 42%	316 42%	307 48% Q	467 40%	394 48% Q	45 18%	462 37% S
Environmental efforts	817 40%	335 35%	483 45% B	201 32%	186 35%	226 47% DE	204 51% DE	230 34%	393 43% H	194 45% H	295 47% M	142 43% M	315 33%	269 43%	276 37%	272 42%	436 38%	349 42%	45 18%	406 33% S
Drug addiction	773 38%	333 35%	440 41% B	236 38%	182 35%	187 39%	167 42%	253 37%	345 38% H	174 41% HI	284 45% M	139 42% M	294 31%	232 37%	283 37%	258 40%	417 36%	327 40%	58 24%	400 32% S
Domestic violence	589 29%	285 30%	304 28% B	201 32% f	158 30%	118 25%	112 28%	222 32% I	235 26% H	132 31% HI	244 39% LM	85 26% M	220 23%	184 29%	197 26%	208 32% o	297 26%	262 32% Q	62 26%	298 24% S
Access to healthcare	556 27%	251 26%	304 28% B	156 25%	138 26%	145 30%	116 29%	136 20% H	258 28% HI	162 38% HI	207 33% M	90 27% M	203 22%	179 28%	188 25%	189 29%	281 24%	246 30% q	35 14%	258 21% s
Education	515 25%	247 26%	268 25% B	159 25%	132 25%	120 25%	103 26%	169 25% H	221 24% HI	124 29% LM	205 32% M	78 23% M	189 20%	182 29%	181 24%	152 24%	261 23%	224 27% q	51 21%	273 22% S
Hunger	467 23%	233 24%	234 22% B	147 23%	127 24%	97 20%	97 24%	158 23% H	179 19% HI	130 30% hi	181 29% M	89 27% M	169 18%	152 24%	155 20%	160 25%	247 21%	192 23%	46 19%	233 19% S

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 13

WAL11 How do you think the pandemic has impacted the following issues?
 Summary Of No Change

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Good health and well being	463 23%	224 23%	239 22%	127 20%	111 21%	136 29%	89 22%	124 18%	218 24%	121 28%	184 29%	72 22%	170 18%	155 24%	156 21%	152 24%	227 20%	212 26%	27 11%	245 20%
Poverty	452 22%	214 22%	238 22%	146 23%	112 21%	102 21%	92 23%	133 19%	186 20%	134 31%	180 26%	76 23%	162 17%	140 22%	145 19%	167 26%	239 21%	183 22%	32 13%	232 19%
Job creation	412 20%	194 20%	218 20%	131 21%	97 18%	111 23%	74 18%	132 19%	167 18%	113 26%	159 25%	75 23%	131 14%	114 18%	163 21%	136 21%	205 18%	179 22%	36 15%	197 16%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 14

WAL11_1 How do you think the pandemic has impacted the following issues?
 LGBTQ rights

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	315 15%	190 20% C	125 12%	121 19% F	82 16%	56 12%	55 14%	138 20% IJ	137 15% J	40 9%	83 13%	55 17%	166 18% k	80 13%	148 20% NP	86 13%	185 16%	124 15%	51 21%	217 17%
Improved the issue	242 12%	161 17% C	81 8%	115 18% FG	94 18% FG	24 5%	9 2%	128 19% IJ	86 9%	28 6%	55 9%	27 8%	152 16% KL	69 11%	106 14%	67 10%	164 14% R	66 8%	82 34% T	207 17%
No change	1476 73%	609 63%	867 81% B	392 62%	351 67%	397 83% DE	335 84% DE	421 61%	694 76% H	360 84% HI	495 78% M	250 75% M	624 66%	484 76% O	502 66%	490 76% O	804 70%	633 77% Q	111 45%	825 66% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 15

WAL11_2 How do you think the pandemic has impacted the following issues?
 Immigration

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	699 34%	345 36%	354 33%	221 35%	174 33%	156 33%	149 37%	268 39%	284 31%	148 34%	182 29%	112 34%	363 38% K	181 29%	281 37% N	237 37% N	399 35%	286 35%	103 42%	468 38%
Improved the issue	443 22%	268 28% C	175 16%	141 22%	136 26% I	90 19%	75 19%	154 22%	218 24% J	72 17%	115 18%	64 19%	247 26% K	186 29% O	159 21% P	98 15%	288 25% R	142 17%	96 39% T	318 25%
No change	890 44%	347 36%	543 51% B	266 42%	218 41%	231 48%	175 44%	265 39%	416 45% h	209 49% H	335 53% M	156 47% M	333 35%	266 42%	316 42%	307 48%	467 40%	394 48% Q	45 18%	462 37% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 16

WAL11_3 How do you think the pandemic has impacted the following issues?
 Climate change

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	353 17%	201 21% C	152 14%	133 21% F	90 17%	62 13%	68 17%	149 22% I	137 15%	67 16%	93 15%	52 16%	186 20% K	91 14%	158 21% N	104 16%	218 19%	127 15%	73 30% T	253 20%
Improved the issue	750 37%	358 37%	392 37%	248 40% g	208 39% g	170 36%	124 31%	230 34%	379 41% HJ	141 33%	204 32%	127 38%	383 41% K	220 35%	314 41% nP	216 34%	436 38%	304 37%	103 42%	508 41%
No change	929 46%	401 42%	527 49% B	246 39%	230 44%	245 51% De	207 52% De	306 45%	401 44%	221 52%	336 53% i	153 46%	373 40%	322 51% O	284 38%	323 50% O	500 43%	392 48%	68 28%	488 39% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 17

WAL11_4 How do you think the pandemic has impacted the following issues?
 Drug addiction

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	941 46%	415 43%	525 49% b	253 40%	237 45%	244 51% D	207 52% D	280 41%	459 50% H	202 47%	264 42%	169 51% K	457 49% K	288 45%	352 47%	301 47%	526 46%	398 48%	104 42%	595 48%
Improved the issue	319 16%	212 22% C	107 10%	139 22% FG	109 21% FG	46 10%	25 6%	153 22% IJ	113 12%	52 12%	84 13% L	24 7%	191 20% KL	113 18% p	121 16%	84 13%	210 18% R	97 12%	83 34% T	253 20%
No change	773 38%	333 35%	440 41% B	236 38%	182 35%	187 39%	167 42%	253 37%	345 38%	174 41%	284 45% M	139 42% M	294 31%	232 37%	283 37%	258 40%	417 36%	327 40%	58 24%	400 32% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 18

WAL11_5 How do you think the pandemic has impacted the following issues?
 Gender equality

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	353 17%	215 22% C	139 13%	135 21% Fg	104 20% F	56 12%	59 15%	157 23% Ij	144 16%	53 12%	96 15%	60 18%	187 20% k	84 13%	172 23% NP	98 15%	194 17%	153 19%	73 30% T	252 20%
Improved the issue	310 15%	209 22% C	102 9%	116 18% FG	125 24% dFG	38 8%	32 8%	163 24% Ij	114 12%	33 8%	70 11%	32 10%	194 21% KL	114 18% P	121 16%	76 12%	218 19% R	84 10%	94 39% T	262 21%
No change	1368 67%	537 56% B	831 78% B	377 60%	300 57%	383 80% DE	308 77% DE	366 53%	659 72% H	343 80% HI	466 74% M	240 72% M	562 60%	435 69% O	463 61%	470 73% O	742 64%	586 71% Q	77 31%	735 59% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 19

WAL11_6 How do you think the pandemic has impacted the following issues?
 Environmental efforts

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	494 24%	277 29% C	216 20%	164 26%	130 25%	108 23%	92 23%	193 28% I	200 22%	100 23%	143 23%	73 22%	251 27%	146 23%	186 25%	162 25%	287 25%	198 24%	82 34% I	331 27%
Improved the issue	721 35%	348 36%	373 35%	264 42% FG	212 40% FG	142 30%	103 26%	263 38% J	324 35%	134 31%	195 31%	117 35%	377 40% K	218 34%	294 39% P	209 33%	431 37%	276 33%	117 48% I	511 41%
No change	817 40%	335 35%	483 45% B	201 32%	186 35%	226 47% DE	204 51% DE	230 34%	393 43% H	194 45% H	295 47% M	142 43% M	315 33%	269 43%	276 37% P	272 42%	436 38%	349 42%	45 18% I	406 33% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 20

WAL11_7 How do you think the pandemic has impacted the following issues?

Gun violence

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	609 30%	289 30%	320 30%	178 28%	136 26%	164 34% E	130 33%	206 30%	276 30%	126 29%	168 27%	116 35% K	291 31%	172 27%	253 34% n	184 29%	351 30%	250 30%	82 34%	397 32%
Improved the issue	425 21%	245 25% C	180 17%	180 29% FG	132 25% FG	58 12%	55 14%	168 25% J	197 21% J	60 14%	118 19%	55 16%	228 24% KL	151 24% p	157 21%	117 18%	268 23% R	143 17%	84 35% T	324 26%
No change	998 49%	426 44%	572 53% B	270 43%	259 49% d	255 53% D	214 54% D	312 45%	444 48%	242 57% Hi	345 55% M	161 48%	423 45%	310 49%	346 46%	342 53% O	534 46%	430 52% q	78 32%	527 42% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 21

WAL11_8 How do you think the pandemic has impacted the following issues?
 Poverty

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	1318 65%	587 61%	731 68% B	361 57%	324 61%	349 73% DE	284 71% DE	420 61%	634 69% HJ	263 61%	390 62%	229 69% k	627 67%	403 64%	506 67%	408 63%	732 63%	570 69% q	135 55%	802 64% S
Improved the issue	262 13%	159 17% C	103 10%	121 19% FG	92 17% FG	26 5%	23 6%	134 20% IJ	97 11%	31 7%	62 10%	27 8%	154 16% KL	90 14%	105 14%	68 11%	183 16% R	69 8%	76 31% T	214 17%
No change	452 22%	214 22%	238 22%	146 23%	112 21%	102 21%	92 23%	133 19%	186 20%	134 31% HI	180 28% M	76 23%	162 17%	140 22%	145 19%	167 26% O	239 21%	183 22%	32 13%	232 19% s
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 22

WAL11_9 How do you think the pandemic has impacted the following issues?
 Job creation

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
Wave 13 Total (5/20 - 5/22)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	1297 64%	585 61%	712 66% b	347 55%	339 64% D	333 70% D	278 70% D	414 60%	614 67% h	269 63%	390 62%	208 63%	633 67% k	402 63%	465 62%	430 67%	749 65%	535 65%	134 55%	810 65% S
Improved the issue	322 16%	181 19% C	141 13%	150 24% EFG	93 18% F	33 7%	47 12%	139 20% IJ	136 15%	47 11%	83 13%	48 15%	178 19% K	118 18% P	128 17% P	77 12%	200 17% r	109 13%	73 30% T	241 19%
No change	412 20%	194 20%	218 20%	131 21%	97 18%	111 23%	74 18%	132 19%	167 18%	113 26% HI	159 25% M	75 23% M	131 14%	114 18%	163 21%	136 21%	205 18%	179 22%	36 15%	197 16%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 23

WAL11_10 How do you think the pandemic has impacted the following issues?
 Domestic violence

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	1117 55%	456 47%	661 62% B	296 47%	265 50%	309 65% DE	246 62% DE	306 45%	546 60% H	265 62% H	323 51%	207 62% K	516 55%	353 56%	414 55%	350 54%	637 55%	462 56%	102 42%	679 54% S
Improved the issue	326 16% C	220 23% C	107 10%	131 21% FG	104 20% FG	50 10%	41 10%	158 23% IJ	136 15% J	32 8%	65 10%	40 12%	206 22% KL	96 15%	146 19% P	85 13%	219 19% R	99 12%	79 32% T	272 22%
No change	589 29%	285 30%	304 28%	201 32% I	158 30%	118 25%	112 28%	222 32% I	235 26%	132 31%	244 39% LM	85 26%	220 23%	184 29%	197 26%	208 32% O	297 26%	262 32% Q	62 26%	298 24%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 24

WAL11_11 How do you think the pandemic has impacted the following issues?
 Racial equality

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	618 30%	286 30%	331 31%	207 33%	146 28%	134 28%	131 33%	243 35% J	290 32% J	85 20%	193 30%	121 37% m	273 29%	115 18%	322 43% NP	181 28% N	317 27%	290 35% Q	88 36%	412 33%
Improved the issue	317 16%	208 22% C	109 10%	125 20% FG	127 24% FG	43 9%	22 6%	157 23% IJ	115 13%	45 10%	75 12%	25 7%	203 22% KL	128 20% OP	109 14%	80 12%	219 19% R	86 10%	91 37% T	261 21%
No change	1097 54%	466 49%	631 59% B	295 47%	254 48%	301 63% DE	247 62% DE	286 42%	512 56% H	299 70% HI	365 58% M	186 56%	466 49%	390 62% O	325 43%	382 59% O	618 54%	447 54%	65 27%	576 46% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 25

WAL11_12 How do you think the pandemic has impacted the following issues?

Hunger

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	1254 62%	552 56%	702 65% B	334 53%	312 59%	341 72% DE	267 67% D	390 57%	618 67% HJ	247 58%	350 55%	209 63% k	619 66% K	395 62%	461 61%	399 62%	699 61%	537 65%	117 48%	773 62% S
Improved the issue	311 15%	175 18% C	136 13%	147 23% EFG	89 17% FG	39 8%	36 9%	138 20% IJ	121 13%	52 12%	101 16%	34 10%	155 16% J	85 13%	141 19% nP	84 13%	208 18% R	93 11%	81 33% T	243 19%
No change	467 23%	233 24%	234 22%	147 23%	127 24%	97 20%	97 24%	158 23%	179 19%	130 30% hi	181 29% M	89 27% M	169 18%	152 24%	155 20%	160 25%	247 21%	192 23%	46 19%	233 19%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 26

WAL11_13 How do you think the pandemic has impacted the following issues?
 Sexual harassment

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	505 25%	267 28% C	238 22%	172 27%	135 26%	103 22%	95 24%	193 28% J	227 25%	85 20%	126 20%	88 27% k	261 28% K	145 23%	209 28%	151 23%	270 23%	224 27%	76 31%	358 29%
Improved the issue	342 17%	217 23% C	125 12%	156 25% FG	110 21% FG	43 9%	33 8%	154 22% IJ	144 16% J	44 10%	91 14%	47 14%	190 20% K	122 19% P	138 18% P	82 13%	225 20% R	106 13%	93 38% T	276 22%
No change	1185 58%	476 50%	709 66% B	300 48%	283 54%	331 69% DE	271 68% DE	339 49%	546 59% H	300 70% HI	416 66% M	196 59%	491 52%	367 58%	409 54%	410 64% O	659 57%	493 60%	74 31%	615 49% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 27

WAL11_14 How do you think the pandemic has impacted the following issues?

Education

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	1226 60%	539 56%	687 64% B	346 55%	305 58%	311 65% D	263 68% De	393 57%	582 63% h	251 59%	346 55%	219 66% K	595 63% K	368 58%	450 59%	408 63%	692 60%	516 63%	132 54%	751 60%
Improved the issue	291 14%	174 18% C	117 11%	122 19% FG	91 17% FG	46 10%	33 8%	124 18% ij	114 12%	53 12%	81 13%	35 11%	158 17% l	83 13%	126 17%	83 13%	201 17% R	82 10%	61 25% T	224 18%
No change	515 25%	247 26%	268 25%	159 25%	132 25%	120 25%	103 26%	169 25%	221 24%	124 29%	205 32% LM	78 23%	189 20%	182 29%	181 24%	152 24%	261 23%	224 27% q	51 21%	273 22%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 28

WAL11_15 How do you think the pandemic has impacted the following issues?
 Good health and well being

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	943 46%	408 43%	535 50% B	283 45%	228 43%	234 49%	198 50%	306 45%	436 48%	201 47%	255 40%	170 51% K	466 49% K	271 43%	358 47%	314 49%	531 46%	398 48%	112 46%	605 48%
Improved the issue	626 31%	328 34% C	298 28%	217 35% F	190 36% Fg	107 22%	112 28%	255 37% J	264 29%	107 25%	193 31%	89 27%	306 32%	207 33%	242 32%	177 28%	396 34% R	213 26%	105 43% T	399 32%
No change	463 23%	224 23%	239 22%	127 20%	111 21%	136 29% De	89 22%	124 18%	218 24% h	121 28% H	184 29% M	72 22%	170 18%	155 24%	156 21%	152 24%	227 20%	212 26% Q	27 11%	245 20% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 29

WAL11_16 How do you think the pandemic has impacted the following issues?
 Supporting veterans

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	521 26%	272 28% c	249 23%	169 27%	121 23%	115 24%	116 29%	187 27%	228 25%	105 25%	143 23%	93 28%	264 28% k	141 22%	214 28% n	166 26%	301 26%	213 26%	83 34% i	332 27%
Improved the issue	491 24%	282 29% C	209 19%	163 26% F	160 30% Fg	79 16%	89 22%	214 31% Ij	212 23% J	65 15%	146 23%	64 19%	254 27% l	156 25%	183 24%	152 24%	333 29% R	148 18%	94 39% T	357 29%
No change	1021 50%	406 42%	614 57% B	295 47%	247 47%	284 59% DEg	195 49%	285 42%	477 52% H	258 60% HI	344 54% M	175 53% m	424 45%	337 53%	359 48%	325 50%	520 45%	462 56% Q	67 28%	560 45% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 30

WAL11_17 How do you think the pandemic has impacted the following issues?
 Access to healthcare

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	1001 49%	441 46%	561 52% B	313 50%	237 45%	254 53% e	197 49%	340 50%	466 51%	195 46%	288 46%	176 53% k	491 52% k	292 46%	384 51%	325 51%	543 47%	444 54% Q	108 44%	638 51% s
Improved the issue	475 23%	268 28% C	207 19%	159 25% F	152 29% Fg	78 16%	86 22%	211 31% Ij	193 21%	71 17%	136 22%	66 20%	248 26%	162 26% p	185 24%	129 20%	329 29% R	133 16%	101 42% T	353 28%
No change	556 27%	251 26%	304 28%	156 25%	138 26%	145 30%	116 29%	136 20%	258 28% H	162 38% Hl	207 33% M	90 27%	203 22%	179 28%	188 25%	189 29%	281 24%	246 30% q	35 14%	258 21% s
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 31

WAL11_18 How do you think the pandemic has impacted the following issues?

Data privacy

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Exacerbated the issue / made the issue worse	646 32%	317 33%	329 31%	189 30%	157 30%	167 35%	133 33%	209 30%	307 33%	131 30%	173 27%	107 32%	332 35% K	177 28%	247 33%	222 35% n	346 30%	290 35% q	64 26%	409 33% s
Improved the issue	355 17%	235 24% C	121 11%	153 24% FG	125 24% FG	42 9%	36 9%	181 26% IJ	125 14%	50 12%	100 16%	38 12%	196 21% kL	119 18% P	156 21% P	80 12%	253 22% R	90 11%	104 43% T	280 22%
No change	1030 51%	408 43%	622 58% B	287 46%	246 47%	268 56% DE	230 58% DE	297 43%	486 53% H	248 58% H	359 57% M	187 56% M	415 44%	337 53% o	353 47%	341 53% o	555 48%	443 54% q	76 31%	559 45% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 32

WAL12 Thinking about your life moving forward, how important are the following issues to you personally?
 Summary Of Very/Somewhat Important

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Access to healthcare	1853 91%	846 88%	1007 94% B	531 85%	482 91% D	456 95% De	384 96% De	620 90%	836 91%	396 92%	585 92%	300 90%	858 91%	569 90%	713 94% NP	571 89%	1057 92%	754 92%	210 86%	1125 90%
Good health and well being	1847 91%	843 88%	1004 94% B	521 83%	485 92% D	451 94% D	390 98% DE	622 91%	823 90%	402 94%	574 91%	304 92%	853 90%	574 91%	684 90%	589 92%	1043 90%	759 92%	215 88%	1112 89%
Data privacy	1786 88%	834 87%	951 89%	511 81%	464 88% D	447 94% DE	364 91% D	602 88%	795 87%	389 91%	543 86%	293 88%	838 89%	571 90%	655 87%	559 87%	1028 89%	720 88%	207 85%	1084 87%
Supporting small business	1770 87%	804 84%	966 90% B	506 81%	451 85% d	435 91% De	377 95% DE	598 87%	786 86%	386 90%	547 87%	299 90%	814 86%	555 88%	667 88%	548 85%	1016 88%	710 86%	187 77%	1075 86% S
Supporting veterans	1751 86%	791 82%	960 90% B	485 77%	461 87% D	428 90% D	378 95% DEI	582 85%	778 85%	392 91% Hi	554 88%	278 84%	809 86%	563 89% o	635 84%	554 86%	1010 87%	701 85%	194 80%	1059 85% s
Education	1733 85%	788 82%	945 88% B	539 86%	468 89% G	402 89% DG	324 81%	606 88% I	761 83%	367 86%	528 84%	283 85%	820 87%	506 80%	675 89% N	552 86% N	1009 87% R	682 83%	205 84%	1080 87%
Job creation	1728 85%	802 84%	926 86%	516 82%	472 89% DG	424 89% DG	316 79%	596 87% I	747 81%	384 90%	543 86%	289 87%	792 84%	544 86%	640 85%	544 85%	1001 87%	683 83%	215 88%	1068 86%
Hunger	1714 84%	785 82%	929 87% B	530 84%	450 85%	406 85%	328 82%	588 86%	765 83%	360 84%	550 87% M	286 86%	770 82%	518 82%	659 87% n	537 83%	979 85%	696 85%	193 79%	1047 84%
Poverty	1662 82%	747 78%	915 85% B	504 80%	443 84%	397 83%	318 80%	579 84%	740 81%	343 80%	523 83%	280 84%	758 80%	509 80%	650 86% NP	503 78%	944 82%	678 82%	193 79%	1026 82%
Environmental efforts	1622 80%	727 76%	895 84% B	503 80%	420 80%	384 80%	315 79%	564 82%	719 78%	338 79%	506 80%	270 81%	749 79%	472 75%	646 85% NP	503 78%	931 81%	652 79%	208 85%	1010 81%
Racial equality	1560 77%	696 72%	865 81% B	481 77%	413 78%	353 74%	314 79%	562 82% IJ	688 75%	311 73%	491 78%	268 81% m	697 74%	441 70%	634 84% NP	486 76% n	874 76%	643 78%	185 76%	977 78%
Gun violence	1558 77%	690 72%	868 81% B	453 72%	409 78% d	371 78%	324 81% D	520 76%	718 78%	320 75%	489 77%	263 79%	703 75%	458 72%	623 82% NP	478 74%	883 76%	640 78%	178 73%	972 78%
Domestic violence	1546 76%	671 70%	874 82% B	467 74%	406 77%	376 79%	296 74%	525 76%	693 76%	327 76%	495 78% M	266 80% m	682 72%	463 73%	606 80% NP	477 74%	877 76%	626 76%	168 69%	955 76% S
Climate change	1514 75%	671 70%	842 79% B	484 77% g	413 78% ig	338 71%	279 70%	550 80% IJ	661 72%	303 71%	453 72%	236 71%	723 77% k	387 61%	660 87% NP	467 73% N	870 75%	602 73%	204 84% t	971 78%
Sexual harassment	1488 73%	647 67%	841 78% B	485 77% F	392 74%	327 69%	283 71%	522 76%	659 72%	306 71%	460 73%	249 75%	676 72%	440 70%	597 79% NP	451 70%	861 75%	586 71%	172 71%	937 75%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 32

WAL12 Thinking about your life moving forward, how important are the following issues to you personally?
 Summary Of Very/Somewhat Important

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Gender equality	1478 73%	657 68%	821 77% B	457 73%	401 76%	331 69%	289 72%	519 76% J	669 73%	291 68%	449 71%	243 73%	682 72%	418 66%	605 80% NP	456 71%	852 74%	590 72%	187 77%	955 77%
Immigration	1403 69%	617 64%	787 73% B	415 66%	376 71%	329 69%	283 71%	495 72%	607 66%	301 70%	448 71%	227 68%	637 68%	423 67%	535 71%	446 69%	779 68%	579 70%	170 70%	856 69%
Drug addiction	1379 68%	623 65%	757 71% b	414 66%	381 72% dG	339 71%	246 62%	495 72% i	603 66%	282 66%	437 69%	230 69%	630 67%	407 64%	552 73% NP	421 65%	797 69%	548 67%	169 69%	859 69%
LGBTQ rights	1145 56%	504 52%	641 60% B	385 61% FG	327 62% FG	234 49%	198 50%	418 61% ij	498 54%	228 53%	370 59%	173 52%	528 56%	278 44%	516 68% NP	350 55% N	657 57%	456 55%	153 63%	748 60%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 33

WAL12 Thinking about your life moving forward, how important are the following issues to you personally?
 Summary Of Not At All/Not Very Important

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
LGBTQ rights	887 44%	456 48% C	431 40%	243 39%	201 38%	243 51% DE	201 50% DE	268 39%	419 46% h	200 47% h	262 41%	158 48%	415 44%	355 56% OP	240 32%	293 45% O	496 43%	367 45%	91 37%	500 40%
Drug addiction	653 32%	337 35% c	315 29%	214 34% e	147 28%	139 29%	154 38% Ef	191 28%	315 34% h	147 34%	196 31%	102 31%	312 33%	226 36% O	205 27%	222 35% O	356 31%	275 33%	75 31%	389 31%
Immigration	629 31%	344 36% C	285 27%	213 34%	152 29%	148 31%	117 29%	191 28%	310 34% h	127 30%	184 29%	105 32%	305 32%	210 33%	222 29%	197 31%	375 32%	243 30%	74 30%	393 31%
Gender equality	553 27%	303 32% C	251 23%	170 27%	127 24%	146 31%	110 28%	168 24%	249 27%	137 32% H	183 29%	88 27%	260 28%	215 34% O	151 20%	187 29% O	302 26%	233 28%	57 23%	293 23%
Sexual harassment	544 27%	313 33% C	231 22%	143 23%	136 26%	150 31% D	116 29%	164 24%	258 28%	122 29%	173 27%	83 25%	266 28%	193 30% O	159 21%	192 30% O	293 25%	237 29%	72 29%	311 25%
Climate change	518 25%	289 30% C	229 21%	144 23%	115 22%	139 29% e	120 30% de	136 20%	256 28% H	126 29% H	179 28% m	96 29%	219 23%	246 39% OP	97 13%	176 27% O	284 25%	220 27%	40 16%	277 22% s
Domestic violence	486 24%	289 30% C	198 18%	160 26%	122 23%	101 21%	104 26%	161 24%	224 24%	101 24%	137 22%	66 20%	260 28% Kl	170 27% O	151 20%	165 26% o	277 24%	196 24%	76 31% T	293 24%
Gun violence	474 23%	270 28% C	204 19%	174 28% eG	119 22%	106 22%	75 19%	166 24%	199 22%	109 25%	143 23%	68 21%	240 25%	175 28% O	133 18%	165 26% O	271 24%	183 22%	66 27%	276 22%
Racial equality	472 23%	265 28% C	207 19%	147 23%	115 22%	124 26%	86 21%	125 18%	229 25% H	118 27% H	141 22%	64 19%	246 26% I	192 30% Op	122 16%	157 24% O	280 24%	180 22%	59 24%	271 22%
Environmental efforts	410 20%	234 24% C	177 16%	125 20%	108 20%	94 20%	84 21%	122 18%	198 22%	90 21%	127 20%	62 19%	193 21%	161 25% O	110 15%	140 22% O	223 19%	171 21%	36 15%	238 19%
Poverty	370 18%	213 22% C	157 15%	124 20%	85 16%	80 17%	81 20%	107 16%	177 19%	86 20%	109 17%	52 16%	184 20%	124 20% O	106 14%	140 22% O	210 18%	145 18%	51 21%	222 18%
Hunger	318 16%	175 18% C	143 13%	98 16%	78 15%	71 15%	71 18%	98 14%	152 17%	68 16%	83 13%	46 14%	173 18% K	115 18% o	97 13%	106 17%	175 15%	127 15%	51 21%	202 16%
Job creation	304 15%	158 16% EF	146 14%	112 18% EF	56 11%	53 11%	83 21% EF	90 13%	170 19% HJ	44 10%	90 14%	43 13%	150 16%	89 14%	116 15%	99 15%	153 13%	140 17%	29 12%	181 14%
Education	299 15%	172 18% C	126 12%	88 14%	60 11%	75 16%	75 19% E	81 12%	156 17% H	62 14%	104 16%	49 15%	122 13%	127 20% OP	81 11%	91 14%	145 13%	141 17% Q	39 16%	168 13%
Supporting veterans	281 14%	169 18% C	112 10%	143 23% EFG	67 13% G	49 10% g	21 5%	104 15% J	139 15% J	37 9%	78 12%	54 16%	134 14%	70 11%	121 16% n	89 14%	144 13%	122 15%	50 20% t	189 15%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 33

WAL12 Thinking about your life moving forward, how important are the following issues to you personally?
 Summary Of Not At All/Not Very Important

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Supporting small business	262 13%	156 16% C	105 10%	121 19% eFG	77 15% fG	42 9%	22 5%	88 13%	131 14%	43 10%	85 13%	32 10%	128 14%	78 12%	89 12%	95 15%	138 12%	113 14%	57 23% T	174 14%
Data privacy	246 12%	126 13%	120 11%	117 19% EFG	64 12% F	30 6%	36 9%	84 12%	123 13%	40 9%	89 14%	39 12%	105 11%	62 10%	101 13%	84 13%	126 11%	102 12%	37 15%	165 13%
Good health and well being	185 9%	117 12% C	68 6%	106 17% EFG	43 8% G	27 6%	9 2%	64 9%	94 10% J	26 6%	58 9%	28 8%	90 10%	59 9%	72 10%	54 8%	111 10%	64 8%	29 12%	136 11%
Access to healthcare	179 9%	114 12% C	65 6%	96 15% EFG	46 9% fg	22 5%	16 4%	66 10%	81 9%	32 8%	47 8%	32 10%	85 9%	63 10% O	44 6%	72 11% O	97 8%	69 8%	34 14%	124 10%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 34

WAL12_19 Thinking about your life moving forward, how important are the following issues to you personally?
 LGBTQ rights

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1145 56%	504 52%	641 60% B	385 61% FG	327 62% FG	234 49%	198 50%	418 61% ij	498 54%	228 53%	370 59%	173 52%	528 56%	278 44%	516 68% NP	350 55% N	657 57%	456 55%	153 63%	748 60%
Very important	523 26%	242 25%	281 26%	187 30% IG	142 27%	111 23%	84 21%	219 32% IJ	213 23%	91 21%	185 29%	75 23%	232 25%	101 16%	260 34% NP	162 25% N	290 25%	217 26%	85 35%	347 28%
Somewhat important	621 31%	262 27%	360 34% B	198 32%	185 35% F	123 26%	115 29%	199 29%	285 31%	137 32%	185 29%	98 30%	296 31%	177 28%	257 34% h	188 29%	368 32%	239 29%	68 28%	401 32%
Not At All/Not Very Important (Net)	887 44%	456 48% C	431 40%	243 39%	201 38%	243 51% DE	201 50% DE	268 39%	419 46% h	200 47% h	262 41%	158 48%	415 44%	355 56% OP	240 32%	293 45% O	496 43%	367 45%	91 37%	500 40%
Not very important	410 20%	219 23% c	192 18%	114 18%	109 21%	112 24%	75 19%	136 20%	194 21%	80 19%	115 18%	76 23%	192 20%	135 21%	132 17%	143 22%	232 20%	167 20%	49 20%	245 20%
Not at all important	477 23%	238 25%	240 22%	129 21%	91 17%	131 27% dE	126 32% DE	132 19%	225 25% h	120 28% H	147 23%	83 25%	223 24%	220 35% OP	108 14%	149 23% O	264 23%	200 24%	42 17%	255 20%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 35

WAL12_20 Thinking about your life moving forward, how important are the following issues to you personally?
 Immigration

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1403 69%	617 64%	787 73% B	415 66%	376 71%	329 69%	283 71%	495 72% i	607 66%	301 70%	448 71%	227 68%	637 68%	423 67%	535 71%	446 69%	779 68%	579 70%	170 70%	856 69%
Very important	694 34%	303 32%	391 36%	188 30%	179 34%	168 35%	161 40% D	248 36% i	277 30%	169 40% I	264 42% IM	113 34%	267 28%	216 34%	264 35%	215 33%	395 34%	275 33%	83 34%	406 33%
Somewhat important	709 35%	313 33%	396 37%	228 36%	198 37%	162 34%	122 31%	247 36%	330 36%	132 31%	184 29%	114 34%	370 39% K	207 33%	271 36%	231 36%	384 33%	305 37%	87 36%	450 36%
Not At All/Not Very Important (Net)	629 31%	344 36% C	285 27%	213 34%	152 29%	148 31%	117 29%	191 28%	310 34% h	127 30%	184 29%	105 32%	305 32%	210 33%	222 29%	197 31%	375 32%	243 30%	74 30%	393 31%
Not very important	435 21%	249 26% C	187 17%	144 23%	108 20%	105 22%	79 20%	123 18%	232 25% Hj	80 19%	126 20%	83 25%	203 22%	130 20%	161 21%	144 22%	269 23%	162 20%	49 20%	283 23%
Not at all important	193 10%	95 10%	98 9%	68 11%	44 8%	43 9%	38 10%	68 10%	78 9%	47 11%	58 9%	22 7%	102 11%	80 13% Op	60 8%	53 8%	106 9%	81 10%	25 10%	110 9%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 36

WAL12_21 Thinking about your life moving forward, how important are the following issues to you personally?
 Climate change

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1514 75%	671 70%	842 79% B	484 77% g	413 78% fg	338 71%	279 70%	550 80% IJ	661 72%	303 71%	453 72%	236 71%	723 77% k	387 61%	660 87% NP	467 73% N	870 75%	602 73%	204 84% i	971 78%
Very important	867 43%	385 40%	482 45%	268 43%	237 45%	203 43%	159 40%	320 47%	361 39%	186 43%	259 41%	150 45%	402 43%	203 32%	411 54% NP	253 39% n	490 42%	359 44%	134 55% T	557 45%
Somewhat important	647 32%	287 30%	360 34%	215 34%	176 33%	135 28%	120 30%	230 33%	300 33%	117 27%	194 31%	86 26%	321 34%	184 29%	248 33%	214 33%	380 33%	243 30%	70 29%	413 33%
Not At All/Not Very Important (Net)	518 25%	289 30% C	229 21%	144 23%	115 22%	139 29% e	120 30% de	136 20%	256 28% H	126 29% H	179 28% m	96 29%	219 23%	246 39% OP	97 13%	176 27% O	284 25%	220 27%	40 16%	277 22% s
Not very important	294 14%	160 17% c	135 13%	91 15%	76 14%	72 15%	55 14%	82 12%	147 16%	65 15%	95 15%	66 20% m	128 14%	126 20% Op	78 10%	91 14%	169 15%	121 15%	27 11%	177 14%
Not at all important	224 11%	129 13% C	95 9%	53 8%	39 7%	67 14% DE	65 16% DE	54 8%	109 12% h	61 14% H	85 13% m	31 9%	92 10%	120 19% OP	19 3%	84 13% O	114 10%	100 12%	13 5%	100 8%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 37

WAL12_22 Thinking about your life moving forward, how important are the following issues to you personally?
 Drug addiction

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1379 68%	623 65%	757 71% b	414 66%	381 72% dG	339 71% g	246 62%	495 72% i	603 66%	282 66%	437 69%	230 69%	630 67%	407 64%	552 73% NP	421 65%	797 69%	548 67%	169 69%	859 69%
Very important	778 38%	325 34%	453 42% B	220 35%	210 40%	196 41%	154 38%	283 41%	322 35%	173 40%	278 44% M	127 38%	329 35%	239 38%	316 42%	223 35%	457 40%	301 37%	92 38%	467 37%
Somewhat important	601 30%	297 31%	304 28%	195 31% g	171 32% G	143 30%	92 23%	211 31%	281 31%	109 25%	158 25%	104 31%	301 32% K	168 27%	235 31% p	197 31%	341 30%	247 30%	77 32%	392 31%
Not At All/Not Very Important (Net)	653 32%	337 35% c	315 29%	214 34% e	147 28%	139 29%	154 38% Ei	191 28%	315 34% h	147 34%	196 31%	102 31%	312 33%	226 36% O	205 27%	222 35% O	356 31%	275 33%	75 31%	389 31%
Not very important	345 17%	174 18%	171 16%	122 19% E	72 14%	70 15%	80 20% e	91 13%	176 19% H	78 18%	97 15%	66 20%	157 17%	114 18%	107 14%	124 19% o	188 16%	147 18%	30 12%	207 17%
Not at all important	307 15%	163 17%	144 13%	91 15%	75 14%	68 14%	73 18%	100 15%	139 15%	69 16%	98 16%	36 11%	155 16% i	112 18% o	97 13%	98 15%	169 15%	128 16%	44 18%	182 15%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 38

WAL12_23 Thinking about your life moving forward, how important are the following issues to you personally?

Gender equality

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1478 73%	657 68%	821 77% B	457 73%	401 76%	331 69%	289 72%	519 76% J	669 73%	291 68%	449 71%	243 73%	682 72%	418 66%	605 80% NP	456 71%	852 74%	590 72%	187 77%	955 77%
Very important	820 40%	360 38%	460 43% b	264 42%	235 45% f	174 36%	146 37%	326 48% IJ	338 37%	156 36%	245 39%	127 38%	383 41%	205 32%	394 52% NP	221 34%	481 42%	318 39%	122 50%	560 45%
Somewhat important	659 32%	297 31%	361 34%	193 31%	165 31%	157 33%	143 36%	193 28% H	331 36%	135 32%	204 32%	116 35%	299 32%	213 34%	211 28%	235 37% O	371 32%	273 33%	65 27%	395 32%
Not At All/Not Very Important (Net)	553 27%	303 32% C	251 23%	170 27%	127 24%	146 31%	110 28%	168 24%	249 27%	137 32% H	183 29%	88 27%	260 28%	215 34% O	151 20%	187 29% O	302 26%	233 28%	57 23%	293 23%
Not very important	323 16%	175 18% c	149 14%	107 17%	74 14%	81 17%	61 15%	102 15%	156 17%	66 15%	101 16%	57 17%	152 16%	112 18%	106 14%	105 16%	193 17%	119 14%	36 15%	190 15%
Not at all important	230 11%	128 13% c	102 10%	64 10%	53 10%	65 14%	49 12%	66 10%	93 10%	72 17% HI	82 13%	31 9%	108 11%	103 16% O	45 6%	82 13% O	109 9%	114 14% Q	21 9%	103 8%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 39

WAL12_24 Thinking about your life moving forward, how important are the following issues to you personally?
 Environmental efforts

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1622 80%	727 76%	895 84% B	503 80%	420 80%	384 80%	315 79%	564 82%	719 78%	338 79%	506 80%	270 81%	749 79%	472 75%	646 85% NP	503 78%	931 81%	652 79%	208 85%	1010 81%
Very important	882 43%	385 40%	497 46% B	309 49% eFG	227 43%	199 42%	147 37%	322 47%	374 41%	186 43%	272 43%	148 45%	408 43%	229 36%	411 54% NP	243 38%	512 44%	348 42%	127 52%	571 46%
Somewhat important	739 36%	341 36%	398 37%	193 31%	193 37% d	185 39% d	168 42% D	242 35%	345 38%	152 35%	234 37%	122 37%	341 36%	243 36% O	236 31%	261 41% O	419 36%	304 37%	81 33%	439 35%
Not At All/Not Very Important (Net)	410 20%	234 24% C	177 16%	125 20%	108 20%	94 20%	84 21%	122 18%	198 22%	90 21%	127 20%	62 19%	193 21%	161 25% O	110 15%	140 22% O	223 19%	171 21%	36 15%	238 19%
Not very important	259 13%	147 15% C	112 10%	75 12%	73 14%	61 13%	51 13%	75 11%	131 14%	53 12%	74 12%	51 15%	117 12%	105 17% O	73 10%	81 13%	140 12%	109 13%	22 9%	161 13%
Not at all important	151 7%	87 9% c	64 6%	50 8%	35 7%	33 7%	33 8%	47 7%	67 7%	38 9%	52 8% L	11 3%	76 8% L	56 9% O	37 5%	58 9% O	83 7%	62 8%	14 6%	77 6%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 40

WAL12_25 Thinking about your life moving forward, how important are the following issues to you personally?
 Gun violence

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1558 77%	690 72%	868 81% B	453 72%	409 78% d	371 78%	324 81% D	520 76%	718 78%	320 75%	489 77%	263 79%	703 75%	458 72%	623 82% NP	478 74%	883 76%	640 78%	178 73%	972 78%
Very important	920 45%	386 40%	535 50% B	253 40%	246 47% d	225 47%	197 49% d	311 45%	430 47%	179 42%	316 50% M	158 48%	383 41%	240 38%	419 55% NP	261 41%	535 46%	365 44%	114 47%	557 45%
Somewhat important	638 31%	305 32%	333 31%	201 32%	164 31%	146 31%	127 32%	210 31%	288 31%	141 33%	174 27%	106 32%	320 34% K	217 34% O	204 27%	216 34% o	348 30%	275 33%	64 26%	415 33% s
Not At All/Not Very Important (Net)	474 23%	270 28% C	204 19%	174 28% eG	119 22%	106 22%	75 19%	166 24%	199 22%	109 25%	143 23%	68 21%	240 25%	175 28% O	133 18%	165 26% O	271 24%	183 22%	66 27%	276 22%
Not very important	294 14%	167 17% C	127 12%	118 19% efG	75 14%	60 13%	41 10%	103 15%	138 15%	53 12%	73 12%	44 13%	162 17% K	100 16%	89 12%	105 16% o	171 15%	112 14%	39 16%	185 15%
Not at all important	180 9%	102 11% c	77 7%	56 9%	44 8%	46 10%	34 9%	63 9%	61 7%	56 13% I	70 11%	24 7%	78 8%	75 12% O	44 6%	60 9% o	100 9%	70 9%	26 11%	91 7%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 41

WAL12_26 Thinking about your life moving forward, how important are the following issues to you personally?
 Poverty

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1662 82%	747 78%	915 85% B	504 80%	443 84%	397 83%	318 80%	579 84%	740 81%	343 80%	523 83%	280 84%	758 80%	509 80%	650 86% NP	503 78%	944 82%	678 82%	193 79%	1026 82%
Very important	1019 50%	452 47%	567 53% b	311 50%	265 50%	246 51%	197 49%	384 56%	413 45%	222 52%	360 57% M	175 53% m	421 45%	283 45%	441 58% NP	294 46%	593 51%	403 49%	129 53%	602 48%
Somewhat important	643 32%	295 31%	348 32%	193 31%	177 34%	152 32%	122 31%	195 28%	327 36% Hj	121 28%	163 26%	105 32%	337 36% K	225 36%	209 28%	209 33%	351 30%	274 33%	64 26%	425 34% s
Not At All/Not Very Important (Net)	370 18%	213 22% C	157 15%	124 20%	85 16%	80 17%	81 20%	107 16%	177 19%	86 20%	109 17%	52 16%	184 20%	124 20% O	106 14%	140 22% O	210 18%	145 18%	51 21%	222 18%
Not very important	237 12%	150 16% C	87 8%	80 13%	57 11%	47 10%	53 13%	73 11%	116 13%	48 11%	68 11%	37 11%	119 13%	74 12% o	59 8%	104 16% nO	135 12%	92 11%	31 13%	152 12%
Not at all important	133 7%	63 7%	69 6%	44 7%	28 5%	33 7%	28 7%	35 5%	61 7%	37 9% h	41 6%	14 4%	65 7%	50 8%	47 6%	36 6%	75 6%	52 6%	20 8%	70 6%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 42

WAL12_27 Thinking about your life moving forward, how important are the following issues to you personally?
 Job creation

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1728 85%	802 84%	926 86%	516 82%	472 89% DG	424 89% DG	316 79%	596 87%	747 81%	384 90% I	543 86%	289 87%	792 84%	544 86%	640 85%	544 85%	1001 87%	683 83%	215 88%	1068 86%
Very important	1105 54%	507 53%	599 56%	326 52%	322 61% DG	270 57% g	186 47%	424 62%	438 48%	243 57% I	363 57%	180 54%	502 53%	347 55%	447 59% P	311 48%	672 58% R	415 50%	152 62%	679 54%
Somewhat important	623 31%	296 31%	327 31%	189 30%	150 28%	154 32%	130 33%	173 25%	309 34% H	141 33% H	180 28%	109 33%	290 31%	197 31%	193 25%	233 36% Q	330 29%	268 33%	63 26%	389 31%
Not At All/Not Very Important (Net)	304 15%	158 16%	146 14%	112 18% EF	56 11%	53 11%	83 21% EF	90 13%	170 19% HJ	44 10%	90 14%	43 13%	150 16%	89 14%	116 15%	99 15%	153 13%	140 17%	29 12%	181 14%
Not very important	183 9%	95 10%	88 8%	85 13% EFG	35 7%	34 7%	29 7%	52 8%	109 12% HJ	22 5%	50 8%	34 10%	91 10%	46 7%	72 10%	64 10%	90 8%	87 11%	17 7%	115 9%
Not at all important	121 6%	63 7%	58 5%	27 4%	21 4%	19 4%	53 13% DEF	38 6%	61 7%	22 5%	40 6% I	9 3%	59 6% I	43 7%	44 6%	34 5%	63 5%	53 6%	12 5%	66 5%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 43

WAL12_28 Thinking about your life moving forward, how important are the following issues to you personally?
 Domestic violence

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1546 76%	671 70%	874 82% B	467 74%	406 77%	376 79%	296 74%	525 76%	693 76%	327 76%	495 78% M	266 80% m	682 72%	463 73%	606 80% Np	477 74%	877 76%	626 76%	168 69%	955 76% S
Very important	930 46%	366 38%	564 53% B	280 45%	248 47%	223 47%	180 45%	335 49%	387 42%	208 49%	323 51% M	162 49% m	385 41%	256 40%	398 53% NP	276 43%	540 47%	367 45%	99 41%	554 44%
Somewhat important	616 30%	305 32%	310 29%	187 30%	159 30%	154 32%	116 29%	190 28%	306 33% h	119 28%	172 27%	105 32%	297 32%	207 33%	208 27%	201 31%	337 29%	260 32%	69 28%	401 32%
Not At All/Not Very Important (Net)	486 24%	289 30% C	198 18%	160 26%	122 23%	101 21%	104 26%	161 24%	224 24%	101 24%	137 22%	66 20%	260 28% Kl	170 27% O	151 20%	165 26% o	277 24%	196 24%	76 31% T	293 24%
Not very important	267 13%	164 17% C	103 10%	104 17% FG	73 14%	50 11%	40 10%	79 12%	132 14%	56 13%	60 10%	43 13%	149 16% K	91 14%	80 11%	96 15% o	148 13%	112 14%	46 19% T	164 13%
Not at all important	219 11%	125 13% C	95 9%	57 9%	49 9%	51 11%	63 16% DE	82 12%	92 10%	45 11%	77 12% L	23 7%	111 12% I	79 13%	71 9%	69 11%	128 11%	85 10%	30 12%	129 10%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 44

WAL12_29 Thinking about your life moving forward, how important are the following issues to you personally?
 Racial equality

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1560 77%	696 72%	865 81% B	481 77%	413 78%	353 74%	314 79%	562 82% IJ	688 75%	311 73%	491 78%	268 81% m	697 74%	441 70%	634 84% NP	486 76% n	874 76%	643 78%	185 76%	977 78%
Very important	901 44%	374 39%	526 49% B	289 46%	250 47%	205 43%	156 39%	366 53% IJ	361 39%	174 41%	292 46%	164 49% m	388 41%	207 33%	424 56% NP	270 42% N	518 45%	359 44%	116 48%	576 46%
Somewhat important	660 32%	321 33%	338 32%	192 31%	163 31%	148 31%	157 39% De	196 29%	327 36%	137 32%	199 32%	104 31%	309 33%	234 37% O	210 28%	216 34% o	356 31%	284 34%	69 28%	402 32%
Not At All/Not Very Important (Net)	472 23%	265 28% C	207 19%	147 23%	115 22%	124 26%	86 21%	125 18%	229 25% H	118 27% H	141 22%	64 19%	246 26% l	192 30% Op	122 16%	157 24% O	280 24%	180 22%	59 24%	271 22%
Not very important	277 14%	165 17% C	112 10%	88 14%	75 14%	68 14%	45 11%	71 10%	147 16% H	58 14%	70 11%	44 13%	150 16% K	100 16% o	84 11%	93 14% O	176 15% r	95 12%	37 15%	178 14%
Not at all important	195 10%	100 10%	95 9%	58 9%	40 8%	56 12%	40 10%	53 8%	82 9%	60 14% Hi	71 11% L	19 6%	96 10%	92 15% Op	38 5%	65 10% O	104 9%	85 10%	22 9%	92 7%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 45

WAL12_30 Thinking about your life moving forward, how important are the following issues to you personally?
 Hunger

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1714 84%	785 82%	929 87% B	530 84%	450 85%	406 85%	328 82%	588 86%	765 83%	360 84%	550 87% M	286 86%	770 82%	518 82%	659 87% n	537 83%	979 85%	696 85%	193 79%	1047 84%
Very important	1127 55%	502 52%	626 58% b	338 54%	310 59%	276 58%	203 51%	391 57%	471 51%	266 62% I	389 62% M	196 59% M	468 50%	326 52%	472 62% NP	329 51%	660 57%	446 54%	129 53%	671 54%
Somewhat important	586 29%	283 29%	303 28%	192 31%	140 26%	130 27%	125 31%	197 29% J	294 32% J	95 22%	161 25%	90 27%	302 32% K	192 30%	187 25%	208 32% O	319 28%	251 30%	64 26%	376 30%
Not At All/Not Very Important (Net)	318 16%	175 18% C	143 13%	98 16%	78 15%	71 15%	71 18%	98 14%	152 17%	68 16%	83 13%	46 14%	173 18% K	115 18% o	97 13%	106 17%	175 15%	127 15%	51 21%	202 16%
Not very important	213 11%	125 13% C	89 8%	63 10%	60 11%	46 10%	44 11%	66 10%	109 12%	38 9%	52 8%	33 10%	118 12% K	77 12%	67 9%	70 11%	115 10%	88 11%	31 13%	153 12%
Not at all important	105 5%	51 5%	54 5%	35 6%	18 3%	25 5%	27 7%	32 5%	43 5%	30 7%	31 5%	13 4%	55 6%	38 6%	30 4%	37 6%	60 5%	39 5%	19 8% T	49 4%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 46

WAL12_31 Thinking about your life moving forward, how important are the following issues to you personally?
 Sexual harassment

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1488 73%	647 67%	841 78% B	485 77% F	392 74%	327 69%	283 71%	522 76%	659 72%	306 71%	460 73%	249 75%	676 72%	440 70%	597 79% NP	451 70%	861 75%	586 71%	172 71%	937 75%
Very important	841 41%	338 35%	503 47% B	294 47% eG	210 40%	192 40%	146 37%	312 45%	351 38%	178 42%	280 44% M	146 44%	348 37%	232 37%	363 48% NP	246 38%	498 43%	316 38%	95 39%	526 42%
Somewhat important	647 32%	309 32%	338 32%	191 30%	183 35%	135 28%	138 34%	210 31%	308 34%	128 30%	179 28%	103 31%	329 35% K	209 33%	234 31%	204 32%	362 31%	270 33%	77 32%	411 33%
Not At All/Not Very Important (Net)	544 27%	313 33% C	231 22%	143 23%	136 26%	150 31% D	116 29%	164 24%	258 28%	122 29%	173 27%	83 25%	266 28%	193 30% O	159 21%	192 30% O	293 25%	237 29%	72 29%	311 25%
Not very important	312 15%	182 19% C	130 12%	83 13%	85 16%	84 18%	61 15%	94 14%	159 17%	60 14%	96 15%	47 14%	155 16%	102 16% o	85 11%	126 20% O	173 15%	133 16%	40 16%	183 15%
Not at all important	232 11%	132 14% C	100 9%	60 10%	51 10%	66 14%	55 14%	70 10%	99 11%	63 15%	77 12%	36 11%	111 12%	91 14% o	74 10%	67 10%	121 10%	104 13%	32 13%	127 10%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 47

WAL12_32 Thinking about your life moving forward, how important are the following issues to you personally?
 Education

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1733 85%	788 82%	945 88% B	539 86%	468 89% G	402 84%	324 81%	606 88%	761 83%	367 86%	528 84%	283 85%	820 87%	506 80%	675 89% N	552 86% N	1009 87% R	682 83%	205 84%	1080 87%
Very important	1161 57%	496 52%	665 62% B	376 60%	317 60%	257 54%	210 53%	418 61%	497 54%	246 57%	376 59%	188 57%	529 56%	328 52%	489 65% NP	343 53%	692 60% r	447 54%	149 61%	728 58%
Somewhat important	572 28%	292 30%	280 26%	163 26%	151 29%	145 30%	113 28%	187 27%	264 29%	121 28%	153 24%	95 29%	291 31% K	178 28%	186 25%	209 32% O	317 27%	235 29%	56 23%	353 28%
Not At All/Not Very Important (Net)	299 15%	172 18% C	126 12%	88 14%	60 11%	75 16%	75 19% E	81 12%	156 17% H	62 14%	104 16%	49 15%	122 13%	127 20% OP	81 11%	91 14%	145 13%	141 17% Q	39 16%	168 13%
Not very important	183 9%	110 11% C	73 7%	66 11% e	35 7%	33 7%	48 12% e	48 7%	105 11% Hj	30 7%	61 10%	41 12% M	69 7%	71 11% o	57 7%	55 9%	88 8%	87 11%	26 11%	118 9%
Not at all important	116 6%	62 6%	54 5%	22 4%	24 5%	42 9% De	27 7%	33 5%	51 6%	31 7%	43 7% L	8 2%	54 6% i	55 9% O	25 3%	36 6%	56 5%	53 6%	12 5%	50 4%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 48

WAL12_33 Thinking about your life moving forward, how important are the following issues to you personally?
 Good health and well being

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1847 91%	843 88%	1004 94% B	521 83%	485 92% D	451 94% D	390 98% DE	622 91%	823 90%	402 94% i	574 91%	304 92%	853 90%	574 91%	684 90%	589 92%	1043 90%	759 92%	215 88%	1112 89%
Very important	1421 70%	616 64%	804 75% B	394 63%	344 65% DE	368 77% DE	315 79% DE	481 70%	637 69%	303 71% i	459 73% M	242 73%	624 66%	434 69%	549 73%	438 68%	819 71%	575 70%	161 66%	860 69%
Somewhat important	426 21%	227 24% c	200 19%	128 20%	142 27% DFg	82 17%	75 19%	141 21%	186 20%	99 23%	115 18%	62 19%	228 24% K	141 22%	135 18%	150 23% o	223 19%	184 22%	54 22%	252 20%
Not At All/Not Very Important (Net)	185 9%	117 12% C	68 6%	106 17% EFG	43 8% G	27 6%	9 2%	64 9%	94 10% j	26 6%	58 9%	28 8%	90 10%	59 9%	72 10%	54 8%	111 10%	64 8%	29 12%	136 11%
Not very important	119 6%	73 8% C	47 4%	62 10% EFG	31 6% g	18 4%	8 2%	41 6%	64 7% j	15 4%	34 5%	18 5%	62 7%	36 6%	49 6%	35 5%	78 7%	36 4%	19 8%	94 7%
Not at all important	65 3%	44 5% C	21 2%	44 7% EFG	12 2% g	9 2%	1 *	24 3%	31 3%	11 3%	23 4%	10 3%	27 3%	23 4%	23 3%	20 3%	34 3%	28 3%	10 4%	42 3%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 49

WAL12_34 Thinking about your life moving forward, how important are the following issues to you personally?
 Supporting veterans

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1751 86%	791 82%	960 90% B	485 77%	461 87% D	428 90% D	378 95% DEf	582 85%	778 85%	392 91% HI	554 88%	278 84%	809 86%	563 89% o	635 84%	554 86%	1010 87%	701 85%	194 80%	1059 85% s
Very important	1024 50%	447 47%	576 54% B	237 38%	250 47% D	276 58% DE	260 65% DE	317 46%	467 51%	240 56% H	373 59% IM	169 51%	415 44%	342 54%	375 50%	307 48%	595 52%	413 50%	88 36%	576 46% S
Somewhat important	728 36%	344 36%	384 36%	248 39% fG	211 40% fG	152 32%	117 29%	265 39%	311 34%	151 35%	181 29%	109 33%	394 42% KL	221 35%	260 34%	247 38%	415 36%	288 35%	106 43%	483 39%
Not At All/Not Very Important (Net)	281 14%	169 18% C	112 10%	143 23% EFG	67 13% G	49 10% g	21 5%	104 15% J	139 15% J	37 9%	78 12%	54 16%	134 14%	70 11%	121 16% n	89 14%	144 13%	122 15%	50 20% t	189 15%
Not very important	199 10%	119 12% C	79 7%	100 16% EFG	47 9%	33 7%	19 5%	74 11% J	101 11% J	23 5%	50 8%	37 11%	102 11%	51 8%	91 12% n	56 9%	112 10%	78 10%	30 12%	141 11%
Not at all important	82 4%	50 5% c	32 3%	43 7% efG	20 4% G	17 3% g	2 1%	30 4%	38 4%	14 3%	28 5%	18 5%	31 3%	19 3%	30 4%	33 5%	32 3%	44 5% Q	19 8% T	48 4%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 50

WAL12_35 Thinking about your life moving forward, how important are the following issues to you personally?
 Access to healthcare

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1853 91%	846 88%	1007 94% B	531 85%	482 91% D	456 95% De	384 96% De	620 90%	836 91%	396 92%	585 92%	300 90%	858 91%	569 90%	713 94% NP	571 89%	1057 92%	754 92%	210 86%	1125 90%
Very important	1329 65%	573 60%	756 71% B	360 57%	343 65% D	350 73% De	277 69% D	448 65%	601 66%	281 66%	438 69% M	235 71% M	572 61%	394 62%	534 71% NP	401 62%	779 68%	522 63%	163 67%	793 64%
Somewhat important	524 26%	273 28% c	251 23%	172 27%	139 26%	106 22%	107 27%	173 25%	235 26%	116 27%	147 23%	65 20%	286 30% KL	175 28%	179 24%	169 26%	278 24%	232 28%	47 19%	332 27% S
Not At All/Not Very Important (Net)	179 9%	114 12% C	65 6% EFG	96 15% fg	46 9%	22 5%	16 4%	66 10%	81 9%	32 8%	47 8%	32 10%	85 9%	63 10% O	44 6%	72 11% O	97 8%	69 8%	34 14%	124 10%
Not very important	115 6%	71 7% C	43 4% EFG	67 11% G	30 6% G	13 3%	4 1%	44 6% J	58 6% j	12 3%	24 4%	24 7% k	63 7% k	34 5%	31 4%	49 8% O	65 6%	45 5%	29 12% T	80 6%
Not at all important	64 3%	43 4% C	21 2%	29 5% i	15 3%	8 2%	11 3%	21 3%	23 2%	20 5%	23 4%	7 2%	22 2%	29 5% O	12 2%	23 4% o	32 3%	23 3%	5 2%	44 3%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 51

WAL12_36 Thinking about your life moving forward, how important are the following issues to you personally?
 Data privacy

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1786 88%	834 87%	951 89%	511 81%	464 88% D	447 94% DE	364 91% D	602 88%	795 87%	389 91%	543 86%	293 88%	838 89%	571 90%	655 87%	559 87%	1028 89%	720 88%	207 85%	1084 87%
Very important	1131 56%	506 53%	625 58% b	289 46%	304 58% D	311 65% De	226 57% D	378 55%	485 53%	268 62% hi	376 60% IM	174 52%	496 53%	358 56%	414 55%	359 56%	689 60% R	421 51%	142 58%	669 54%
Somewhat important	655 32%	328 34%	326 30%	222 35% i	160 30%	136 28%	137 34%	224 33%	309 34%	121 28%	167 26%	119 36% K	342 36% K	213 34%	242 32%	200 31%	339 29%	299 36% Q	64 26%	415 33% s
Not At All/Not Very Important (Net)	246 12%	126 13%	120 11%	117 19% EFG	64 12% F	30 6%	36 9%	84 12%	123 13%	40 9%	89 14%	39 12%	105 11%	62 10%	101 13%	84 13%	126 11%	102 12%	37 15%	165 13%
Not very important	158 8%	79 8%	79 7%	80 13% EFG	37 7%	22 5%	18 5%	54 8%	85 9% J	20 5%	52 8%	31 9%	72 8%	35 6%	74 10% N	49 8%	81 7%	70 8%	27 11%	113 9%
Not at all important	89 4%	47 5%	41 4%	37 6% F	26 5% f	8 2%	17 4%	31 4%	38 4%	20 5%	37 6% Im	8 3%	33 3%	27 4%	27 4%	34 5%	45 4%	33 4%	10 4%	51 4%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 52

WAL12_37 Thinking about your life moving forward, how important are the following issues to you personally?
 Supporting small business

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Important (Net)	1770 87%	804 84%	966 90% B	506 81%	451 85% d	435 91% De	377 95% DE	598 87%	786 86%	386 90%	547 87%	299 90%	814 86%	555 88%	667 88%	548 85%	1016 88%	710 86%	187 77%	1075 86% S
Very important	996 49%	437 45%	560 52% B	264 42%	259 49% d	268 56% D	205 51% D	329 48%	432 47%	235 55% i	331 52% M	181 55% M	420 45%	319 50%	369 49%	308 48%	592 51%	386 47%	116 47%	584 47%
Somewhat important	774 38%	367 38%	407 38%	242 39%	192 36%	167 35%	172 43%	269 39%	354 39%	151 35%	216 34%	118 36%	394 42% K	236 37%	298 39%	240 37%	424 37%	324 39%	72 29%	491 39% S
Not At All/Not Very Important (Net)	262 13%	156 16% C	105 10%	121 19% eFG	77 15% fG	42 9%	22 5%	88 13%	131 14%	43 10%	85 13%	32 10%	128 14%	78 12%	89 12%	95 15%	138 12%	113 14%	57 23% T	174 14%
Not very important	187 9%	109 11% C	78 7%	85 14% FG	53 10% g	30 6%	19 5%	57 8%	107 12% J	23 5%	54 9%	24 7%	100 11%	52 8%	63 8%	72 11%	104 9%	77 9%	41 17% T	129 10%
Not at all important	75 4%	47 5% C	28 3%	36 6% fG	24 5% G	12 3%	3 1%	31 5%	24 3%	19 5%	31 5%	8 3%	29 3%	26 4%	26 3%	23 4%	34 3%	35 4%	16 6% t	44 4%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 53

WAL13 In general, has the pandemic made you more or less tolerant of sharing your personal data and information with companies?

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More tolerant	575 28%	345 36% C	230 21%	239 38% FG	200 38% FG	92 19% G	44 11%	298 43% IJ	219 24% J	59 14%	126 20%	95 29% K	327 35% K	169 27%	267 35% NP	139 22%	388 34% R	173 21%	159 65% T	443 36%
Less tolerant	572 28%	258 27%	314 29%	166 26%	145 27%	148 31%	115 29%	169 25%	276 30% h	127 30%	208 33% M	93 28%	248 26%	202 32% O	190 25%	181 28%	310 27%	255 31%	37 15%	359 29% S
No change	884 44%	357 37%	528 49% B	223 36%	183 35%	238 50% DE	240 60% DEf	219 32%	423 46% H	242 57% Hi	298 47% M	144 43%	368 39%	262 41%	299 40%	323 50% NO	456 40%	394 48% Q	48 20%	446 36% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 54

WAL14 How willing are you to share your personal data and information with companies working to fight the COVID19 pandemic?

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Willing (Net)	1236 61%	606 63%	631 59%	414 66% FG	369 70% FG	230 48%	223 56%	484 71% IJ	534 58% J	218 51%	366 58%	188 57%	621 66% KL	355 56%	536 71% NP	346 54%	748 65% R	461 56%	201 82% T	841 67%
Very willing	429 21%	250 26% C	179 17%	149 24% FG	166 31% DFG	56 12%	59 15%	235 34% IJ	128 14%	66 15%	105 17%	51 15%	256 27% KL	142 22% P	187 25% P	100 16%	299 26% R	118 14%	122 50% T	334 27%
Somewhat willing	807 40%	355 37%	451 42% b	265 42%	203 39%	174 37%	164 41%	249 36% HJ	406 44% HJ	152 35%	261 41%	138 41%	365 39% KL	213 34%	348 46% NP	245 38%	450 39%	343 42%	79 32% S	506 41% S
Not At All/Not Very Willing (Net)	796 39%	354 37%	441 41%	214 34%	159 30%	247 52% DE	176 44% DE	202 29%	383 42% H	211 49% Hi	266 42% M	144 43% M	322 34%	278 44% O	221 29% O	297 46% O	406 35%	362 44% Q	43 18% S	408 33% S
Not very willing	489 24%	202 21% B	287 27% B	145 23%	97 18%	124 26% e	123 31% dE	127 19%	247 27% H	114 27% H	158 25%	104 31% M	198 21%	176 28% O	136 18% O	177 28% O	250 22%	223 27% Q	27 11% S	280 22% S
Not at all willing	307 15%	152 16%	155 14%	69 11%	62 12%	123 26% DEG	53 13%	75 11%	136 15% h	96 22% Hi	108 17%	40 12%	124 13%	102 16% o	85 11% O	120 19% O	156 14%	138 17%	16 6% S	127 10%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 55

WAL15 Why are you more willing to share your personal data and information? Please select all that apply.

Base: Willing To Share Personal Data And Information

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	1280	515	765	554	393	176	157	482	528	270	666	180	374	379	497	404	714	533	152	780
Weighted Base	1236	606	631	414	369	230*	223*	484	534	218	366	188	621	355	536	346	748	461	201*	841
I want to help companies working to address the pandemic	556 45%	273 45%	283 45%	192 46%	170 46%	84 36%	110 49%	238 49%	230 43%	88 40%	161 44%	72 38%	293 47%	169 48%	240 45%	147 43%	348 47%	197 43%	108 54%	395 47%
I believe it will help track the virus spread	546 44%	257 42%	289 46%	157 38%	166 45%	101 44%	123 55%	211 43%	235 44%	100 46%	160 44%	74 39%	287 46%	138 39%	259 48%	150 43%	331 44%	209 45%	90 45%	376 45%
It's the least I can do to contribute to fighting the pandemic	517 42%	241 40%	277 44%	162 39%	172 47%	103 45%	80 36%	222 46%	228 43%	67 31%	138 38%	64 34%	291 47%	138 39%	244 45%	136 39%	331 44%	178 39%	98 49%	369 44%
I trust that companies will use this data for the greater societal good	495 40%	278 46%	217 34%	175 42%	155 42%	86 38%	78 35%	216 45%	194 36%	84 39%	140 38%	62 33%	264 43%	157 44%	210 39%	128 37%	306 41%	180 39%	88 44%	352 42%
It is our patriotic duty to do whatever we can to help fight the pandemic	476 38%	245 40%	231 37%	143 35%	131 35%	106 46%	96 43%	203 42%	199 37%	74 34%	137 37%	63 34%	254 41%	129 36%	198 37%	148 43%	298 40%	171 37%	94 47%	317 38%
I think it will speed up the time to returning to normal activity	430 35%	212 35%	218 35%	125 30%	130 35%	84 37%	91 41%	170 35%	190 36%	69 32%	127 35%	54 29%	232 37%	134 38%	174 33%	122 35%	275 37%	149 32%	84 42%	295 35%
Sigma	3020 244%	1506 249%	1514 240%	954 231%	924 250%	563 245%	579 259%	1259 260%	1277 239%	484 222%	863 236%	390 207%	1621 261%	865 243%	1325 247%	831 240%	1890 252%	1084 235%	561 279%	2103 250%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 56

WAL16 How important are each of the following today for corporate America?
 Summary Of More Important

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Protecting the health and safety of employees	1761 87%	799 83%	962 90% B	506 81%	448 85%	439 92% DE	369 92% DE	593 86%	794 87%	374 87%	550 87%	289 87%	817 87%	556 88% P	676 89% P	528 82%	1018 88%	710 86%	188 77%	1062 85% S
Customer service	1648 81%	755 79%	892 83% b	461 73%	412 78%	428 90% DE	347 87% DE	541 79%	755 82%	352 82%	518 82%	271 82%	766 81%	515 81%	625 83%	508 79%	946 82%	670 81%	180 74%	979 78%
Employer / employee relationships	1635 80%	752 78%	883 82% b	448 71%	410 78%	427 90% DE	349 88% DE	540 79%	742 81%	353 82%	508 80%	278 84%	747 79%	502 79%	620 82%	513 80%	933 81%	673 82%	173 71%	983 79% S
Taking action for the greater social good	1580 78%	715 74%	865 81% B	452 72%	422 80% D	382 80% D	324 81% D	522 76%	735 80%	323 75%	492 78%	278 84% kM	718 76%	459 73%	641 85% NP	480 75%	912 79%	641 78%	182 75%	941 75%
Transparent supply chain practices	1493 73%	681 71%	812 76% b	434 69%	362 69%	372 78% DE	325 82% DE	494 72%	702 76% J	298 70%	468 74%	259 78%	684 73%	459 73%	565 75%	469 73%	865 75%	601 73%	174 71%	896 72%
Corporate role in the communities in which they operate	1487 73%	710 74%	776 72%	433 69%	383 73%	376 79% D	294 74%	481 70%	706 77% Hj	300 70%	450 71%	246 74%	698 74%	462 73%	567 75%	457 71%	853 74%	606 74%	180 74%	913 73%
Product innovation	1460 72%	696 72%	764 71%	406 65%	382 72% D	369 77% D	304 76% D	499 73%	660 72%	301 70%	463 73%	233 70%	692 73%	456 72%	563 74% p	441 69%	877 76% R	561 68%	178 73%	895 72%
Business strategies that prioritize social performance measures in addition to financial performance	1441 71%	669 70%	772 72%	404 64%	384 73% D	363 76% D	290 73% d	487 71%	667 73%	287 67%	426 67%	235 71%	688 73% k	447 71%	566 75% P	427 66%	839 73%	577 70%	166 68%	889 71%
Meaningful communication from the CEO	1401 69%	647 67%	753 70%	418 67%	375 71%	323 68%	285 71%	493 72% J	634 69%	274 64%	439 69%	227 68%	649 69%	417 66%	554 73% Np	430 67%	815 71%	562 68%	176 72%	854 68%
Authentic messaging on corporate purpose and values	1391 68%	648 68%	743 69%	400 64%	380 72% D	351 73% Dg	260 65%	466 68%	647 70%	278 65%	425 67%	225 68%	659 70%	415 66%	559 74% NP	417 65%	790 68%	577 70%	166 68%	855 68%
Speaking out on social issues	1388 68%	635 66%	753 70%	443 71%	377 71%	310 65%	258 65%	510 74% Jj	599 65%	279 65%	428 68%	237 71%	642 68%	394 62%	572 76% NP	421 65%	804 70%	558 68%	186 76% t	862 69%
Stock performance	1253 62%	609 63%	644 60%	385 61%	338 64%	300 63%	230 58%	435 63%	559 61%	260 61%	371 59%	214 64%	606 64% k	412 65%	461 61%	380 59%	719 62%	510 62%	163 67%	785 63%
Prioritization of both shareholder profit and company purpose.	1209 59%	591 62%	618 58%	386 62% G	324 61% g	290 61%	209 52%	432 63% J	552 60% j	225 52%	366 58%	188 57%	591 63%	377 60%	464 61%	368 57%	710 61%	472 57%	158 65%	752 60%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 57

WAL16 How important are each of the following today for corporate America?
 Summary Of Less Important

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Prioritization of both shareholder profit and company purpose.	823 41%	369 38%	454 42%	241 38%	204 39%	188 39%	191 48% De	254 37%	366 40%	204 48% Hi	266 42%	144 43%	351 37%	256 40%	293 39%	275 43%	444 39%	351 43%	86 35%	496 40%
Stock performance	779 38%	351 37%	427 40%	242 39%	190 36%	177 37%	170 42%	251 37%	359 39%	169 39%	261 41% m	118 36%	337 36%	221 35%	295 39%	263 41%	435 38%	313 38%	81 33%	463 37%
Speaking out on social issues	644 32%	325 34%	319 30%	185 29%	151 29%	167 35%	142 35%	176 26%	318 35%	150 35%	204 32%	95 29%	301 32%	239 38%	184 24%	222 35% O	350 30%	265 32%	58 24%	386 31% s
Authentic messaging on corporate purpose and values	641 32%	312 32%	329 31%	227 36% EF	148 28%	127 27%	140 35% f	220 32%	271 30%	151 35%	207 33%	107 32%	283 30%	218 34% O	197 26%	226 35% O	364 32%	246 30%	78 32%	393 32%
Meaningful communication from the CEO	631 31%	313 33%	319 30%	210 33%	153 29%	154 32%	114 29%	193 28%	283 31%	155 36% H	193 31%	105 32%	293 31%	216 34% O	203 27%	212 33% o	339 29%	261 32%	68 28%	394 32%
Business strategies that prioritize social performance measures in addition to financial performance	591 29%	291 30%	300 28%	224 36% EFg	144 27%	114 24%	110 27%	200 29%	250 27%	141 33%	206 33% m	97 29%	254 27%	186 29%	190 25%	216 34% O	315 27%	246 30%	78 32%	359 29%
Product innovation	572 28%	264 28%	308 29%	222 35% EFG	146 28%	109 23%	95 24%	187 27%	257 28%	128 30%	169 27%	98 30%	250 27%	177 28%	193 26%	202 31% o	277 24%	262 32% Q	66 27%	353 28%
Corporate role in the communities in which they operate	545 27%	250 26%	295 28%	195 31% F	144 27%	101 21%	105 26%	205 30% l	212 23%	129 30% i	183 29%	85 26%	244 26%	171 27%	189 25%	186 29%	301 26%	217 26%	64 26%	336 27%
Transparent supply chain practices	539 27%	279 29% c	260 24%	194 31% FG	166 31% FG	105 22%	74 18%	193 28%	216 24%	130 30% i	164 26%	73 22%	259 27%	174 27%	191 25%	174 27%	289 25%	222 27%	70 29%	352 28%
Taking action for the greater social good	452 22%	246 26% C	207 19%	176 28% EFG	106 20%	95 20%	75 19%	164 24%	182 20%	105 25% i	140 22% l	54 16%	225 24% L	174 27% O	116 15%	163 25% O	242 21%	182 22%	61 25%	307 25%
Employer / employee relationships	397 20%	209 22% c	188 18%	179 29% eFG	118 22% FG	50 10%	50 12%	146 21%	175 19%	76 18%	124 20%	53 16%	195 21%	131 21%	136 18%	130 20%	221 19%	150 18%	71 29% T	265 21%
Customer service	384 19%	205 21% c	179 17%	167 27% FG	116 22% FG	49 10%	52 13%	145 21%	163 18%	76 18%	114 18%	60 18%	177 19%	118 19%	131 17%	135 21%	208 18%	153 19%	64 26%	269 22%
Protecting the health and safety of employees	271 13%	161 17% C	110 10%	122 19% FG	80 15% FG	38 8%	30 8%	93 14%	123 13%	54 13%	83 13%	43 13%	125 13%	77 12%	80 11%	115 18% NO	135 12%	113 14%	56 23% T	186 15%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 58

WAL16_1 How important are each of the following today for corporate America?
 Employer / employee relationships

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1635 80%	752 78%	883 82% b	448 71%	410 78% d	427 90% DE	349 88% DE	540 79%	742 81%	353 82%	508 80%	278 84%	747 79%	502 79%	620 82%	513 80%	933 81%	673 82%	173 71%	983 79% S
Less important today	397 20%	209 22% c	188 18%	179 29% eFG	118 22% FG	50 10%	50 12%	146 21%	175 19%	76 18%	124 20%	53 16%	195 21%	131 21%	136 18%	130 20%	221 19%	150 18%	71 29% T	265 21%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 59

WAL16_2 How important are each of the following today for corporate America?
 Protecting the health and safety of employees

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1761 87%	799 83%	962 90% B	506 81%	448 85%	439 92% DE	369 92% DE	593 86%	794 87%	374 87%	550 87%	289 87%	817 87%	556 88% P	676 89% P	528 82%	1018 88%	710 86%	188 77%	1062 85% S
Less important today	271 13%	161 17% C	110 10%	122 19% FG	80 15% FG	38 8%	30 8%	93 14%	123 13%	54 13%	83 13%	43 13%	125 13%	77 12%	80 11%	115 18% NO	135 12%	113 14%	56 23% T	186 15%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 60

WAL16_3 How important are each of the following today for corporate America?
 Corporate role in the communities in which they operate

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1487 73%	710 74%	776 72%	433 69%	383 73%	376 79% D	294 74%	481 70%	706 77% HJ	300 70%	450 71%	246 74%	698 74%	462 73%	567 75%	457 71%	853 74%	606 74%	180 74%	913 73%
Less important today	545 27%	250 26%	295 28%	195 31% F	144 27%	101 21%	105 26%	205 30%	212 23%	129 30% I	183 29%	85 26%	244 26%	171 27%	189 25%	186 29%	301 26%	217 26%	64 26%	336 27%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 61

WAL16_4 How important are each of the following today for corporate America?
 Taking action for the greater social good

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1580 78%	715 74%	865 81% B	452 72%	422 80% D	382 80% D	324 81% D	522 76%	735 80%	323 75%	492 78%	278 84% KM	718 76%	459 73%	641 85% NP	480 75%	912 79%	641 78%	182 75%	941 75%
Less important today	452 22%	246 26% C	207 19%	176 28% EFG	106 20%	95 20%	75 19%	164 24%	182 20%	105 25%	140 22%	54 16%	225 24% L	174 27% O	116 15%	163 25% O	242 21%	182 22%	61 25%	307 25%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 62

WAL16_5 How important are each of the following today for corporate America?
 Authentic messaging on corporate purpose and values

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1391 68%	648 68%	743 69%	400 64%	380 72% D	351 73% Dg	260 65%	466 68%	647 70%	278 65%	425 67%	225 68%	659 70%	415 66%	559 74% NP	417 65%	790 68%	577 70%	166 68%	855 68%
Less important today	641 32%	312 32%	329 31%	227 36% EF	148 28%	127 27%	140 35% f	220 32%	271 30%	151 35%	207 33%	107 32%	283 30%	218 34% O	197 26%	226 35% O	364 32%	246 30%	78 32%	393 32%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 63

**WAL16_6 How important are each of the following today for corporate America?
 Prioritization of both shareholder profit and company purpose.**

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1209 59%	591 62%	618 58%	386 62% G	324 61% g	290 61%	209 52%	432 63% J	552 60%	225 52%	366 58%	188 57%	591 63%	377 60%	464 61%	368 57%	710 61%	472 57%	158 65%	752 60%
Less important today	823 41%	369 38%	454 42%	241 38%	204 39%	188 39%	191 48% De	254 37%	366 40%	204 48% Hi	266 42%	144 43%	351 37%	256 40%	293 39%	275 43%	444 39%	351 43%	86 35%	496 40%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 64

WAL16_7 How important are each of the following today for corporate America?
 Speaking out on social issues

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1388 68%	635 66%	753 70%	443 71%	377 71%	310 65%	258 65%	510 74% IJ	599 65%	279 65%	428 68%	237 71%	642 68%	394 62%	572 76% NP	421 65%	804 70%	558 68%	186 76% t	862 69%
Less important today	644 32%	325 34%	319 30%	185 29%	151 29%	167 35%	142 35%	176 26%	318 35% H	150 35% H	204 32%	95 29%	301 32%	239 38% O	184 24%	222 35% O	350 30%	265 32%	58 24%	386 31% s
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 65

WAL16_8 How important are each of the following today for corporate America?
 Transparent supply chain practices

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1493 73%	681 71%	812 76% b	434 69%	362 69%	372 78% DE	325 82% DE	494 72%	702 76%	298 70%	468 74%	259 78%	684 73%	459 73%	565 75%	469 73%	865 75%	601 73%	174 71%	896 72%
Less important today	539 27%	279 29% c	260 24%	194 31% FG	166 31% FG	105 22%	74 18%	193 28%	216 24%	130 30% i	164 26%	73 22%	259 27%	174 27%	191 25%	174 27%	289 25%	222 27%	70 29%	352 28%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

**WAL16_9 How important are each of the following today for corporate America?
 Business strategies that prioritize social performance measures in addition to financial performance**

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1441 71%	669 70%	772 72%	404 64%	384 73% D	363 76% D	290 73% d	487 71%	667 73%	287 67%	426 67%	235 71%	688 73% k	447 71%	566 75% P	427 66%	839 73%	577 70%	166 68%	889 71%
Less important today	591 29%	291 30%	300 28%	224 36% EFG	144 27%	114 24%	110 27%	200 29%	250 27%	141 33%	206 33% m	97 29%	254 27%	186 29%	190 25%	216 34% Q	315 27%	246 30%	78 32%	359 29%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 67

WAL16_10 How important are each of the following today for corporate America?
 Product innovation

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1460 72%	696 72%	764 71%	406 65%	382 72% D	369 77% D	304 76% D	499 73%	660 72%	301 70%	463 73%	233 70%	692 73%	456 72%	563 74% P	441 69%	877 76% R	561 68%	178 73%	895 72%
Less important today	572 28%	264 28%	308 29%	222 35% EFG	146 28%	109 23%	95 24%	187 27%	257 28%	128 30%	169 27%	98 30%	250 27%	177 28%	193 26%	202 31% O	277 24%	262 32% Q	66 27%	353 28%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 68

WAL16_11 How important are each of the following today for corporate America?
 Customer service

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1648 81%	755 79%	892 83% b	461 73%	412 78%	428 90% DE	347 87% DE	541 79%	755 82%	352 82%	518 82%	271 82%	766 81%	515 81%	625 83%	508 79%	946 82%	670 81%	180 74%	979 78%
Less important today	384 19%	205 21% c	179 17%	167 27% FG	116 22% FG	49 10%	52 13%	145 21%	163 18%	76 18%	114 18%	60 18%	177 19%	118 19%	131 17%	135 21%	208 18%	153 19%	64 26%	269 22%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 69

WAL16_12 How important are each of the following today for corporate America?
 Stock performance

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1253 62%	609 63%	644 60%	385 61%	338 64%	300 63%	230 58%	435 63%	559 61%	260 61%	371 59%	214 64%	606 64% k	412 65%	461 61%	380 59%	719 62%	510 62%	163 67%	785 63%
Less important today	779 38%	351 37%	427 40%	242 39%	190 36%	177 37%	170 42%	251 37%	359 39%	169 39%	261 41% m	118 36%	337 36%	221 35%	295 39%	263 41%	435 38%	313 38%	81 33%	463 37%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 70

WAL16_13 How important are each of the following today for corporate America?
 Meaningful communication from the CEO

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More important today	1401 69%	647 67%	753 70%	418 67%	375 71%	323 68%	285 71%	493 72%	634 69%	274 64%	439 69%	227 68%	649 69%	417 66%	554 73%	430 67%	815 71%	562 68%	176 72%	854 68%
Less important today	631 31%	313 33%	319 30%	210 33%	153 29%	154 32%	114 29%	193 28%	283 31%	155 36%	193 31%	105 32%	293 31%	216 34%	203 27%	212 33%	339 29%	261 32%	68 28%	394 32%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 71

WAL17 How do you think COVID19 is impacting the 2020 Presidential election? Please select all that apply.

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Voters will be more critical going into the 2020 election	966 48%	485 51% c	481 45%	260 41%	273 52% D	237 50% d	196 49%	360 52% ij	415 45%	192 45%	296 47%	167 50%	469 50%	307 48%	371 49%	288 45%	590 51% R	359 44%	138 57% t	617 49%
Making it harder for candidates to engage with voters in a meaningful way	897 44%	454 47% c	443 41%	236 38%	215 41%	230 48% D	215 54% DE	310 45%	407 44%	180 42%	264 42%	161 49%	435 46%	288 46%	330 44%	279 43%	537 47%	346 42%	121 50%	545 44%
Decreasing voter turnout given safety concerns with voting in person	819 40%	370 38%	450 42%	229 37%	213 40%	214 45% D	163 41%	285 42%	380 41%	155 36%	228 36%	138 42%	415 44% K	253 40%	332 44% P	235 37%	471 41%	337 41%	101 41%	514 41%
Candidates are using the crisis for publicity	808 40%	383 40%	425 40%	206 33%	176 33%	228 48% DE	198 50% DE	259 38%	366 40%	183 43%	240 38%	153 46% k	384 41%	297 47% OP	259 34%	252 39%	482 42%	316 38%	87 36%	485 39%
Drawing attention away from candidate platform and campaign goals	734 36%	367 38%	367 34%	213 34%	192 36%	173 36%	156 39%	257 37%	327 36%	150 35%	192 30%	122 37%	386 41% K	242 38%	266 35%	225 35%	419 36%	306 37%	101 41%	479 38%
Candidates are using the crisis to draw attention away from controversy	687 34%	371 39% C	316 29%	186 30%	158 30%	180 38% De	163 41% DE	239 35%	297 32%	151 35%	210 33%	124 37%	328 35%	233 37% O	225 30%	229 36%	378 33%	293 36%	86 35%	421 34%
Other	101 5%	56 6%	44 4%	41 7% F	26 5%	11 2%	22 6%	31 5%	33 4%	37 9% hl	33 5%	12 4%	40 4%	36 6%	31 4%	34 5%	43 4%	41 5%	27 11% T	56 4%
N/A - I do not think COVID-19 is impacting the 2020 Presidential election	191 9%	66 7%	125 12% B	65 10%	52 10%	44 9%	31 8%	54 8%	87 10%	50 12%	79 13% M	27 8% m	41 4%	41 7%	64 9%	86 13% NO	79 7%	98 12% Q	11 4%	76 6%
Sigma	5204 256%	2553 266%	2650 247%	1437 229%	1306 247%	1318 276%	1143 286%	1795 262%	2312 252%	1096 256%	1543 244%	904 272%	2498 265%	1698 268%	1879 248%	1628 253%	2999 260%	2097 255%	672 276%	3192 256%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 72

AA01 On average, how many vacations/leisure trips do you normally take each year by plane?

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
0	784 39%	301 31%	483 45% B	170 27%	173 33% d	226 47% DE	214 54% DE	188 27%	360 39% H	236 55% HI	371 59% LM	139 42% M	195 21%	212 34%	255 34%	317 49% NO	385 33%	370 45% Q	8 3% T	-
1	438 22%	173 18%	266 25% B	133 21%	103 20%	111 23%	91 23%	104 15%	238 26% H	96 22% H	126 20%	72 22%	224 24%	124 20%	194 26% nP	120 19%	232 20%	198 24%	14 6%	438 35% S
2	343 17%	178 19%	165 15%	113 18%	81 15%	75 16%	74 19%	114 17% J	185 20% J	45 10%	74 12%	65 20% K	191 20% K	123 19%	123 16%	96 15%	211 18%	125 15%	20 8%	343 27% S
3 Or More (Net)	467 23%	309 32% C	158 15%	212 34% FG	171 32% FG	64 13% G	19 5%	281 41% IJ	135 15%	51 12%	62 10%	55 17% K	332 35% KL	173 27% P	184 24% P	110 17%	326 28% R	130 16%	202 83% T	467 37%
3	135 7%	66 7%	69 6%	59 9% G	38 7% G	32 7% G	7 2%	61 9% J	55 6%	19 4%	20 3%	18 5%	92 10% KI	46 7%	60 8% p	28 4%	91 8%	43 5%	12 5%	135 11% S
4	86 4%	55 6% C	31 3%	45 7% FG	27 5% FG	8 2%	6 1%	52 8% IJ	23 3%	10 2%	15 2%	11 3%	60 6% K	35 5%	24 3%	27 4%	56 5%	27 3%	34 14% T	86 7%
5	68 3%	48 5% C	21 2%	34 5% FG	24 4% G	10 2%	1	45 6% IJ	20 2%	4 1%	12 2%	12 4%	41 4% K	23 4%	34 4% p	12 2%	45 4%	22 3%	31 13% T	68 5%
6	35 2%	25 3% C	10 1%	17 3% G	13 2% G	5 1%	-	24 3% I	4 *	7 2%	5 1%	4 1%	24 3% k	16 3%	11 1%	8 1%	27 2% T	7 1%	19 8% T	35 3%
7	11 1%	8 1%	3 *	5 1%	6 1%	-	-	8 1%	3 *	-	2 *	1 *	7 1%	7 1%	2 *	2 *	9 1%	1 *	7 3% T	11 1%
8	9 *	5 1%	4 *	1 *	8 2% Dfg	-	-	7 1%	2 *	* *	* *	1 *	7 1%	3 1%	5 1%	* *	8 1%	1 *	6 3% T	9 1%
9	6 *	6 1% C	-	5 1%	1 *	-	-	4 1%	1 *	1 *	-	1 *	6 1%	4 1%	2 *	-	6 1%	-	4 2%	6 *
10	18 1%	10 1%	8 1%	7 1%	11 2% Fg	-	-	18 3% IJ	* *	-	2 *	-	17 2% KI	7 1%	8 1%	4 1%	15 1% T	3 *	17 7% T	18 1%
More than 10 (11-100)	99 5%	86 9% C	13 1%	39 6% FG	44 8% FG	10 2%	6 1%	62 9% IJ	27 3%	10 2%	6 1%	7 2%	78 8% KL	33 5%	38 5%	29 4%	68 6% R	26 3%	72 29% T	99 8%
Mean (Incl. 0)	2.7	4.1 C	1.3	3.2 Fg	3.9 FG	1.3	1.9	4.0 IJ	2.0	2.0	1.3	1.5	3.8 KL	3.1	2.4	2.5	3.1 R	1.7	10.4 T	4.3
Std. Dev. (Incl. 0)	7.54	10.47	2.46	6.61	9.22	2.62	9.78	7.23	6.60	9.43	5.41	2.28	7.71	8.14	4.49	9.53	7.62	3.78	14.47	9.24
Std. Err. (Incl. 0)	0.17	0.38	0.07	0.23	0.39	0.14	0.58	0.27	0.23	0.42	0.16	0.14	0.33	0.33	0.17	0.36	0.23	0.13	1.05	0.28
Median (Incl. 0)	1	2	1	2	1	1	-	2	1	-	-	1	2	1	1	1	1	1	6	2
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 72

AA01 On average, how many vacations/leisure trips do you normally take each year by plane?

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 73

AA02 On average, how many business trips do you normally take each year by plane?

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
0	1374 68%	508 53%	866 81%	335 53%	273 52%	386 81%	380 95%	319 47%	694 76%	360 84%	526 83%	247 74%	494 52%	394 62%	494 65%	485 75%	683 59%	648 79%	-	622 50%
1	180 9%	107 11%	73 7%	80 13%	58 11%	32 7%	10 3%	65 9%	87 9%	28 7%	44 7%	29 9%	96 10%	48 8%	76 10%	56 9%	98 9%	76 9%	-	166 13%
2	95 5%	69 7%	26 2%	50 8%	27 5%	16 3%	2 *	52 8%	32 3%	11 3%	18 3%	11 3%	65 7%	39 6%	41 5%	15 2%	61 5%	34 4%	-	93 7%
3	61 3%	38 4%	23 2%	34 5%	19 4%	8 2%	1 *	35 5%	24 3%	2 1%	8 1%	9 3%	44 5%	21 3%	27 4%	13 2%	47 4%	13 2%	-	61 5%
4	78 4%	61 6%	17 2%	26 4%	33 6%	20 4%	-	50 7%	28 3%	1 *	8 1%	8 3%	62 7%	28 4%	34 5%	16 3%	65 6%	13 2%	-	71 6%
5 Or More (Net)	244 12%	177 18%	67 6%	103 16%	119 23%	15 3%	7 2%	166 24%	53 6%	26 6%	28 4%	29 9%	181 19%	102 16%	84 11%	58 9%	199 17%	40 5%	244 100%	236 19%
5	53 3%	38 4%	15 1%	28 4%	24 4%	1 *	1 *	35 5%	13 1%	4 1%	8 1%	12 4%	33 3%	24 4%	19 3%	9 1%	43 4%	7 1%	53 22%	52 4%
6	31 2%	22 2%	10 1%	18 3%	10 2%	1 *	1 *	19 3%	8 1%	4 1%	7 1%	3 1%	20 2%	8 1%	13 2%	10 2%	26 2%	3 *	31 13%	30 2%
7	20 1%	15 2%	5 *	6 1%	12 2%	2 *	-	13 2%	5 1%	2 1%	3 1%	1 *	16 2%	9 1%	9 1%	1 *	19 2%	1 *	20 8%	18 1%
8	24 1%	14 1%	10 1%	8 1%	11 2%	-	5 1%	13 2%	8 1%	3 1%	1 *	2 1%	22 2%	11 2%	6 1%	7 1%	19 2%	5 1%	24 10%	19 2%
9	19 1%	14 1%	5 *	4 1%	10 2%	5 1%	-	13 2%	1 *	6 1%	1 *	6 2%	11 1%	5 1%	6 1%	7 1%	17 2%	1 *	19 8%	19 1%
10	21 1%	8 1%	13 1%	7 1%	11 2%	3 1%	-	16 2%	4 *	1 *	4 1%	3 1%	14 1%	10 2%	4 1%	7 1%	15 1%	6 1%	21 9%	21 2%
More than 10 (11-100)	77 4%	66 7%	11 1%	32 5%	41 8%	3 1%	-	56 8%	14 2%	6 1%	5 1%	2 1%	66 7%	36 5%	25 3%	16 2%	59 5%	18 2%	77 31%	77 6%
Mean (Incl. 0)	2.0	3.3 C	0.8	2.7 FG	3.7 dFG	0.6 G	0.2	3.9 IJ	1.2	0.7	0.8	0.9	3.4 KL	2.8 Op	1.6	1.7	2.7 R	1.1	13.0 T	3.2
Std. Dev. (Incl. 0)	6.39	8.66	2.70	7.78	8.60	1.81	0.98	8.57	5.42	2.19	4.74	2.20	8.19	7.59	4.27	7.08	7.06	5.42	13.94	7.91
Std. Err. (Incl. 0)	0.14	0.31	0.08	0.27	0.36	0.10	0.06	0.32	0.19	0.10	0.14	0.13	0.35	0.31	0.16	0.27	0.22	0.18	1.01	0.24
Median (Incl. 0)	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	8	1
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 73

AA02 On average, how many business trips do you normally take each year by plane?

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 74

AA03 How safe do you/would you feel traveling by the following means of transportation right now?
 Summary Of Very/Somewhat Safe

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Personal cars	1831 90%	853 89%	978 91%	532 85%	486 92% D	448 94% D	365 91% D	617 90%	818 89%	395 92%	564 89%	301 91%	848 90%	581 92%	675 89%	575 89%	1064 92% R	725 88%	220 90%	1125 90%
Bike shares	896 44%	472 49% C	424 40%	304 49% FG	277 52% FG	186 39%	128 32%	345 50% IJ	380 41%	171 40%	290 46%	132 40%	415 44%	296 47%	321 42%	278 43%	518 45%	349 42%	126 52%	584 47%
Ubers	808 40%	461 48% C	347 32%	302 48% FG	270 51% FG	147 31% g	89 22%	385 56% IJ	309 34% J	113 26%	252 40%	119 36%	392 42%	271 43%	295 39%	242 38%	483 42% r	300 36%	156 64%	555 44%
Trains	797 39%	437 46% C	360 34%	303 48% FG	226 43% FG	150 31%	119 30%	339 49% IJ	304 33%	155 36%	273 43% L	115 35%	358 38%	284 45% OP	276 36%	237 37%	465 40%	308 37%	126 52% T	512 41%
Commercial flights	751 37%	420 44% C	331 31%	298 47% EFG	212 40% FG	131 28%	109 27%	306 45% IJ	312 34%	133 31%	231 36%	117 35%	356 38%	265 42% O	257 34%	229 36%	429 37% r	289 35%	129 53% T	524 42%
Taxi	738 36%	422 44% C	316 29%	259 41% FG	237 45% FG	134 28%	108 27%	356 52% IJ	261 28%	121 28%	252 40% L	103 31%	332 35%	248 39%	266 35%	224 35%	444 38% r	267 32%	123 50% T	485 39%
Subway	586 29%	346 36% C	240 22%	247 39% FG	192 36% FG	86 18%	62 16%	282 41% IJ	209 23%	95 22%	180 28% I	71 21%	296 31% L	187 30%	226 30%	174 27%	367 32% R	195 24%	116 47% T	407 33%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 75

AA03 How safe do you/would you feel traveling by the following means of transportation right now?
 Summary Of Not At All/Not Very Safe

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Subway	1446 71%	615 64%	832 78% B	381 61%	336 64%	392 82% DE	337 84% DE	404 59%	708 77% H	334 78% H	453 72%	261 79% KM	647 69%	446 70%	531 70%	469 73%	787 68%	628 76% Q	128 53%	841 67% S
Taxi	1294 64%	538 56%	756 71% B	369 59%	291 55%	343 72% DE	291 73% DE	330 48%	656 72% H	307 72% H	380 60%	229 69% K	610 65%	385 61%	490 65%	419 65%	710 62%	556 68% q	121 50%	763 61% S
Commercial flights	1281 63%	540 56%	741 69% B	330 53%	316 60% D	346 72% DE	290 73% DE	380 55%	605 66% H	296 69% H	402 64%	215 65%	586 62%	368 58%	499 66% N	414 64%	724 63%	534 65%	115 47%	725 58% S
Trains	1235 61%	523 54%	712 66% B	325 52%	302 57%	327 69% DE	281 70% DE	347 51%	614 67% H	274 64% H	360 57%	217 65% K	584 62%	348 55%	480 64% N	406 63% N	689 60%	514 63%	118 48%	736 59% S
Ubers	1224 60%	499 52%	725 68% B	326 52%	258 49%	330 69% DE	310 78% DE	301 44%	608 66% H	315 74% Hi	381 60%	213 64%	551 58%	362 57%	461 61%	401 62%	671 58%	523 64% q	88 36%	693 56% S
Bike shares	1136 56%	489 51%	648 60% B	323 51%	251 48%	291 61% DE	271 68% DE	342 50%	537 59% H	258 60% H	342 54%	200 60%	528 56%	337 53%	435 58%	365 57%	636 55%	474 58%	118 48%	664 53% S
Personal cars	201 10%	107 11%	94 9%	96 15% EFG	42 8%	29 6%	35 9%	69 10%	99 11%	33 8%	68 11%	31 9%	94 10%	52 8%	81 11%	68 11%	90 8%	97 12% Q	24 10%	123 10%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 76

AA03_1 How safe do you/would you feel traveling by the following means of transportation right now?
 Subway

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	586 29%	346 36% C	240 22%	247 39% FG	192 36% FG	86 18%	62 16%	282 41% IJ	209 23%	95 22%	180 28%	71 21%	296 31% L	187 30%	226 30%	174 27%	367 32% R	195 24%	116 47% T	407 33%
Very safe	154 8%	99 10% C	55 5%	68 11% FG	56 11% FG	16 3%	14 4%	87 13% IJ	48 5%	19 4%	44 7%	21 6%	82 9%	52 8%	58 8%	44 7%	111 10% R	37 5%	44 18% T	119 10%
Somewhat safe	432 21%	247 26% C	185 17%	179 29% FG	136 26% FG	69 15%	48 12%	195 28% IJ	161 18%	76 18%	135 21%	50 15%	213 23% L	135 21%	167 22%	130 20%	255 22%	158 19%	72 30% T	287 23%
Not At All/Not Very Safe (Net)	1446 71%	615 64%	832 78% B	381 61%	336 64%	392 82% DE	337 84% DE	404 59%	708 77% H	334 78% H	453 72%	261 79% KM	647 69%	446 70%	531 70%	469 73%	787 68%	628 76% Q	128 53% T	841 67% S
Not very safe	560 28%	278 29%	283 26%	201 32% EF	126 24%	111 23%	122 30%	185 27%	261 28%	115 27%	176 28%	95 29%	260 28%	167 26%	190 25%	203 32% O	312 27%	236 29%	68 28% T	353 28%
Not at all safe	886 44%	337 35% B	549 51% B	180 29%	210 40% D	280 59% DE	216 54% DE	220 32%	447 49% H	219 51% H	277 44%	166 50% m	386 41%	279 44%	340 45%	266 41%	475 41%	392 48% Q	60 25% T	488 39% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 77

AA03_2 How safe do you/would you feel traveling by the following means of transportation right now?
 Trains

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	797 39%	437 46% C	360 34%	303 48% FG	226 43% FG	150 31%	119 30%	339 49% IJ	304 33%	155 36%	273 43% L	115 35%	358 38%	284 45% OP	276 36%	237 37%	465 40%	308 37%	126 52% T	512 41%
Very safe	237 12%	147 15% C	91 8%	114 18% EFG	67 13% F	25 5%	31 8%	127 19% IJ	77 8%	33 8%	73 12%	35 10%	119 13%	82 13%	90 12%	66 10%	152 13%	77 9%	58 24% T	170 14%
Somewhat safe	560 28%	290 30% c	270 25%	189 30% G	158 30% g	125 26%	87 22%	212 31% l	226 25%	121 28%	200 32% lm	80 24%	239 25%	203 32% O	186 25%	171 27%	313 27% r	231 28%	67 26%	342 27%
Not At All/Not Very Safe (Net)	1235 61%	523 54%	712 66% B	325 52%	302 57%	281 69% DE	281 70% DE	347 51%	614 67% H	274 64% H	360 57%	217 65% K	584 62%	348 55%	480 64% N	406 63% N	689 60%	514 63%	118 48%	736 59% S
Not very safe	569 28%	273 28%	295 28%	178 28%	129 24%	130 27%	132 33% e	182 26%	281 31%	106 25%	161 25%	96 29%	277 29%	163 26%	206 27%	199 31%	330 29%	223 27%	60 25%	362 29%
Not at all safe	666 33%	250 26%	416 39% B	147 23%	174 33% D	198 41% De	149 37% D	166 24%	333 36% H	168 39% H	199 31%	121 36%	307 33%	185 29%	275 36% N	207 32%	359 31%	291 35%	58 24%	375 30% s
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 78

AA03_3 How safe do you/would you feel traveling by the following means of transportation right now?
 Commercial flights

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	751 37%	420 44% C	331 31%	298 47% EFG	212 40% FG	131 28%	109 27%	306 45% IJ	312 34%	133 31%	231 36%	117 35%	356 38%	265 42% O	257 34%	229 36%	429 37%	289 35%	129 53% T	524 42%
Very safe	237 12%	152 16% C	84 8%	109 17% FG	73 14% FG	34 7%	21 5%	136 20% IJ	72 8%	29 7%	69 11%	37 11%	121 13%	76 12%	87 12%	73 11%	150 13%	77 9%	73 30% T	175 14%
Somewhat safe	514 25%	267 28% c	247 23%	189 30% Fg	139 26%	97 20%	89 22%	170 25%	240 26%	104 24%	161 25%	80 24%	235 25%	189 30% O	170 22%	156 24%	280 24%	211 26%	56 23%	348 28%
Not At All/Not Very Safe (Net)	1281 63%	540 56%	741 69% B	330 53%	316 60% D	346 72% DE	290 73% DE	380 55%	605 66% H	296 69% H	402 64%	215 65%	586 62%	368 58%	499 66% N	414 64%	724 63%	534 65%	115 47%	725 58% S
Not very safe	519 26%	226 24%	293 27%	164 26% e	109 21%	125 26%	120 30% E	166 24%	253 28%	100 23%	156 25%	88 27%	237 25%	152 24%	174 23%	192 30% nO	306 27%	204 25%	52 21%	310 25%
Not at all safe	762 38%	315 33%	448 42% B	166 26%	206 39% D	220 46% D	170 43% D	215 31%	352 38% H	195 46% Hi	246 39%	127 38%	349 37%	216 34%	325 43% NP	221 34%	418 36%	330 40%	63 26%	414 33% s
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 79

AA03_4 How safe do you/would you feel traveling by the following means of transportation right now?
 Personal cars

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	1831 90%	853 89%	978 91%	532 85%	486 92% D	448 94% D	365 91% D	617 90%	818 89%	395 92%	564 89%	301 91%	848 90%	581 92%	675 89%	575 89%	1064 92% R	725 88%	220 90%	1125 90%
Very safe	1290 63%	593 62%	697 65%	373 59%	332 63%	317 66%	268 67% d	429 63%	556 61%	304 71% HI	405 64%	218 66%	589 63%	442 70% OP	455 60%	394 61%	747 65%	523 64%	143 59%	793 64%
Somewhat safe	541 27%	260 27%	281 26%	159 25%	154 29%	131 27%	97 24%	188 27% j	262 29% J	91 21%	160 25%	82 25%	259 27%	139 22% N	220 29% n	181 28% n	317 27%	203 25%	76 31%	332 27%
Not At All/Not Very Safe (Net)	201 10%	107 11%	94 9%	96 15% EFG	42 8%	29 6%	35 9%	69 10%	99 11%	33 8%	68 11%	31 9%	94 10%	52 8%	81 11%	68 11%	90 8%	97 12% Q	24 10%	123 10%
Not very safe	110 5%	61 6%	49 5%	60 10% EFG	26 5%	17 4%	8 2%	40 6%	54 6%	17 4%	28 4%	18 5%	58 6%	30 5%	50 7%	30 5%	57 5%	48 6%	13 5%	76 6%
Not at all safe	91 4%	46 5%	45 4%	36 6% ef	16 3%	13 3%	27 7% ef	29 4%	45 5%	17 4%	40 6% m	13 4%	36 4%	23 4%	31 4%	37 6%	34 3%	49 6% Q	11 5%	47 4%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

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 Table 80

AA03_5 How safe do you/would you feel traveling by the following means of transportation right now?
 Ubers

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers (S)	Leisure Travelers (T)		
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	808 40%	461 48% C	347 32%	302 48% FG	270 51% FG	147 31% g	89 22%	385 56% IJ	309 34% J	113 26%	252 40%	119 36%	392 42%	271 43%	295 39%	242 38%	483 42% r	300 36%	156 64% T	555 44%
Very safe	204 10%	135 14% C	68 6%	100 16% FG	73 14% FG	20 4%	10 3%	123 18% IJ	64 7%	17 4%	54 8%	30 9%	113 12% k	71 11%	72 10%	60 9%	134 12%	65 8%	67 28% T	156 12%
Somewhat safe	604 30%	325 34% C	278 26%	202 32% G	197 37% FG	127 27%	78 20%	262 38% J	245 27%	96 22%	198 31%	89 27%	279 30%	199 31%	223 29%	182 28%	349 30%	235 29%	88 36%	399 32%
Not At All/Not Very Safe (Net)	1224 60%	499 52%	725 68% B	326 52%	258 49%	330 69% DE	310 78% DEI	301 44%	608 66% H	315 74% Hi	381 60%	213 64%	551 58%	362 57%	461 61%	401 62%	671 58%	523 64% q	88 36%	693 56% S
Not very safe	618 30%	253 26% C	365 34% B	199 32% E	132 25%	142 30%	145 36% E	160 23%	327 36% H	131 30% h	178 28%	114 34%	274 29%	203 32%	210 28%	204 32%	330 29%	270 33%	50 20%	381 31% S
Not at all safe	607 30%	247 26% B	360 34% B	127 20%	126 24%	188 39% DE	165 41% DE	141 21%	281 31% H	184 43% Hi	203 32%	98 30%	277 29%	159 25%	251 33% N	196 31%	340 29%	253 31%	39 16%	312 25% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 81

AA03_6 How safe do you/would you feel traveling by the following means of transportation right now?
 Taxi

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	738 36%	422 44% C	316 29%	259 41% FG	237 45% FG	134 28%	108 27%	356 52% IJ	261 28%	121 28%	252 40% L	103 31%	332 35%	248 39%	266 35%	224 35%	444 38% r	267 32%	123 50% T	485 39%
Very safe	164 8%	109 11% C	56 5%	66 10% FG	56 11% FG	19 4%	23 6%	106 15% IJ	36 4%	22 5%	51 8%	23 7%	80 8%	55 9%	54 7%	55 9%	102 9%	53 6%	49 20% T	117 9%
Somewhat safe	574 28%	314 33% C	260 24%	193 31% FG	181 34% FG	115 24%	85 21%	250 36% IJ	225 24%	99 23%	202 32% Lm	80 24%	253 27%	193 30%	212 28%	169 26%	343 30%	214 26%	74 30%	368 29%
Not At All/Not Very Safe (Net)	1294 64%	538 56%	756 71% B	369 59%	291 55%	343 72% DE	291 73% DE	330 48%	656 72% H	307 72% H	380 60%	229 69% K	610 65%	385 61%	490 65%	419 65%	710 62%	556 68% q	121 50%	763 61% S
Not very safe	664 33%	289 30%	375 35% b	231 37% E	143 27%	145 30%	146 36% E	177 26%	357 39% HJ	130 30%	175 28%	128 39% K	324 34% K	204 32%	237 31%	223 35%	358 31%	294 36%	72 30%	425 34%
Not at all safe	630 31%	249 26%	381 36% B	138 22%	148 28% d	199 42% DE	145 36% De	153 22%	300 33% H	177 41% Hi	205 32%	101 31%	286 30%	180 28%	253 33%	196 31%	352 30%	262 32%	49 20%	338 27% s
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

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AA03_7 How safe do you/would you feel traveling by the following means of transportation right now?
 Bike shares

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	896 44%	472 49% C	424 40%	304 49% FG	277 52% FG	186 39%	128 32%	345 50% IJ	380 41%	171 40%	290 46%	132 40%	415 44%	296 47%	321 42%	278 43%	518 45%	349 42%	126 52%	584 47%
Very safe	258 13%	171 18% C	87 8%	89 14% G	79 15% G	57 12%	32 8%	125 18% IJ	82 9%	50 12%	76 12%	38 11%	125 13%	84 13%	96 13%	77 12%	152 13%	92 11%	55 22% T	186 15%
Somewhat safe	638 31%	301 31%	337 31%	216 34% FG	198 37% FG	129 27%	96 24%	219 32%	299 33%	120 28%	214 34%	95 29%	289 31%	212 33%	225 30%	201 31%	366 32%	257 31%	71 29%	398 32%
Not At All/Not Very Safe (Net)	1136 56%	489 51%	648 60% B	323 51%	251 48%	291 61% DE	271 68% DE	342 50%	537 59% H	258 60% H	342 54%	200 60%	528 56%	337 53%	435 58%	365 57%	636 55%	474 58%	118 48%	664 53%
Not very safe	573 28%	264 27%	309 29%	197 31% E	130 25%	138 29%	109 27%	177 26%	292 32% hj	105 24%	153 24%	108 33% K	273 29%	167 26%	226 30%	180 28%	323 28%	236 29%	60 25%	362 29%
Not at all safe	563 28%	225 23%	339 32% B	126 20%	122 23%	153 32% DE	163 41% DE	165 24%	245 27%	153 36% HI	190 30%	91 28%	255 27%	170 27%	209 28%	185 29%	313 27%	238 29%	57 24%	302 24%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

GE03 How safe do you think the following means of transportation are right now?
 Summary Of Very/Somewhat Safe

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Personal cars	1800 89%	841 88%	959 89%	515 82%	478 91% D	439 92% D	368 92% D	610 89%	796 87%	394 92% i	561 89%	293 88%	826 88%	575 91% o	655 87%	571 89%	1041 90% r	714 87%	213 87%	1092 87%
Bike shares	850 42%	447 47% C	403 38%	300 48% FG	254 48% FG	172 36%	125 31%	330 48% IJ	360 39%	160 37%	271 43%	124 37%	402 43%	286 45%	303 40%	261 41%	488 42%	333 40%	120 49%	555 44%
Ubers	783 39%	438 46% C	345 32%	288 46% FG	263 50% FG	141 29%	90 23%	363 53% IJ	296 32%	124 29%	243 38%	109 33%	379 40%	271 43% p	278 37%	233 36%	474 41%	278 34%	137 56%	534 43%
Trains	719 35%	405 42% C	314 29%	274 44% FG	216 41% FG	123 26%	105 26%	313 46% IJ	281 31%	125 29%	249 39%	84 25%	349 37% L	271 43% OP	247 33%	201 31%	423 37%	272 33%	124 51% T	476 38%
Taxi	715 35%	411 43% C	304 28%	242 39% FG	238 45% dFG	126 26%	109 27%	340 50% IJ	264 29%	112 26%	252 40%	85 26%	326 35% L	249 39%	253 33%	213 33%	435 38% R	251 31%	127 52% T	474 38%
Commercial flights	687 34%	390 41% C	297 28%	259 41% FG	212 40% FG	118 25%	98 25%	286 42% IJ	285 31%	116 27%	206 33%	96 29%	343 36% i	240 38% o	237 31%	210 33%	412 36% r	250 30%	127 52% T	477 38%
Subway	565 28%	344 36% C	221 21%	231 37% FG	197 37% FG	83 17%	54 14%	273 40% IJ	205 22%	87 20%	170 27% L	62 19%	302 32% KL	187 30%	213 28%	165 26%	355 31% R	181 22%	125 51% T	403 32%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

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GE03 How safe do you think the following means of transportation are right now?
 Summary Of Not At All/Not Very Safe

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Subway	1467 72%	616 64%	851 79% B	397 63%	331 63%	394 83% DE	345 86% DE	413 60%	713 78% H	341 80% H	463 73% m	270 81% KM	640 68%	446 70%	544 72%	478 74%	799 69%	642 78% Q	119 49%	845 68% S
Commercial flights	1345 66%	571 59%	774 72% B	368 59%	316 60%	359 75% DE	301 75% DE	400 58%	633 69% H	313 73% H	427 67%	236 71% m	600 64%	393 62%	519 69% n	433 67%	742 64%	573 70% q	117 48%	771 62% S
Taxi	1317 65%	549 57%	768 72% B	385 61% e	290 55%	351 74% DE	290 73% DE	346 50%	654 71% H	317 74% H	380 60%	247 74% KM	617 65%	384 61%	503 67%	430 67%	719 62%	572 69% Q	117 48%	774 62% S
Trains	1313 65%	555 58%	758 71% B	353 56%	312 59%	354 74% DE	294 74% DE	373 54%	636 69% H	303 71% H	383 61%	248 75% KM	594 63%	362 57%	509 67% N	442 69% N	731 63%	551 67%	120 49%	773 62% S
Ubers	1249 61%	523 54%	727 68% B	339 54%	265 50%	337 71% DE	309 77% DE	324 47%	621 68% H	305 71% H	389 62%	223 67% m	563 60%	362 57%	478 63% n	410 64% n	680 59%	544 66% Q	106 44%	714 57% S
Bike shares	1182 58%	513 53%	669 62% B	328 52%	274 52%	305 64% DE	274 69% DE	356 52%	557 61% H	268 63% H	362 57%	208 63%	540 57%	347 55%	453 60%	382 59%	666 58%	490 60%	124 51%	693 56%
Personal cars	232 11%	119 12%	113 11%	113 18% EFG	50 9%	38 8%	31 8%	76 11%	121 13% J	34 8%	71 11%	38 12%	116 12%	58 9%	101 13% n	72 11%	113 10%	109 13% q	31 13%	156 13%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 85

GE03_1 How safe do you think the following means of transportation are right now?
 Subway

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	565 28%	344 36% C	221 21%	231 37% FG	197 37% FG	83 17%	54 14%	273 40% IJ	205 22%	87 20%	170 27% L	62 19%	302 32% kL	187 30%	213 28%	165 26%	355 31% R	181 22%	125 51% T	403 32%
Very safe	180 9%	130 14% C	50 5%	77 12% FG	73 14% FG	15 3%	15 4%	104 15% IJ	57 6%	19 4%	40 6%	25 8%	104 11% K	63 10%	71 9%	46 7%	117 10% R	52 6%	56 23% T	144 12%
Somewhat safe	385 19%	214 22% C	171 16%	154 25% FG	124 23% FG	68 14%	39 10%	169 25% IJ	148 16%	69 16%	130 21% L	37 11%	198 21% L	124 20%	142 19%	119 18%	239 21% R	129 16%	69 28% T	259 21%
Not At All/Not Very Safe (Net)	1467 72%	616 64%	851 79% B	397 63%	331 63% DE	394 83% DE	345 88% DE	413 60%	713 78% H	341 80% H	463 73% m	270 81% KM	640 68%	446 70%	544 72%	478 74%	799 69%	642 78% Q	119 49%	845 68% S
Not very safe	588 29%	279 29%	309 29%	199 32% E	130 25%	129 27%	130 33% e	186 27%	284 31%	118 27%	191 30%	113 34% m	246 26%	186 29%	211 28%	192 30%	326 28%	249 30%	58 24%	348 28%
Not at all safe	879 43%	337 35% B	542 51% B	198 31%	201 38% d	266 56% DE	214 54% DE	227 33%	428 47% H	223 52% H	272 43%	158 48%	394 42%	260 41%	333 44%	286 45%	473 41%	393 48% Q	62 25%	498 40% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 86

GE03_2 How safe do you think the following means of transportation are right now?
 Trains

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	719 35%	405 42% C	314 29%	274 44% FG	216 41% FG	123 26%	105 26%	313 46% IJ	281 31%	125 29%	249 39% L	84 25%	349 37% L	271 43% OP	247 33%	201 31%	423 37%	272 33%	124 51% T	476 38%
Very safe	218 11%	139 14% C	79 7%	98 16% FG	66 12% FG	29 6%	25 6%	112 16% IJ	78 8%	28 7%	73 12% L	19 6%	117 12% L	76 12%	82 11%	59 9%	142 12% R	69 8%	44 18%	157 13%
Somewhat safe	501 25%	267 28% C	235 22%	177 28% FG	150 28% FG	94 20%	80 20%	201 29% IJ	203 22%	97 23%	176 28% L	65 19%	232 25%	195 31% OP	165 22%	142 22%	280 24%	204 25%	80 33%	319 26%
Not At All/Not Very Safe (Net)	1313 65%	555 58%	758 71% B	353 56%	312 59%	354 74% DE	294 74% DE	373 54%	636 69% H	303 71% H	383 61%	248 75% KM	594 63%	362 57%	509 67% N	442 69% N	731 63%	551 67%	120 49%	773 62% S
Not very safe	539 27%	242 25%	296 28%	175 28%	120 23%	128 27%	115 29%	183 27%	250 27%	105 25%	164 26%	108 33% km	238 25%	137 22%	203 27%	198 31% N	298 26%	231 28%	51 21%	326 26%
Not at all safe	774 38%	312 33%	462 43% B	178 28%	191 36% D	226 47% DE	178 45% De	190 28%	386 42% H	198 46% H	219 35%	140 42% k	355 38%	224 35%	306 40%	244 38%	433 38%	319 39%	69 28%	446 36% s
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 87

GE03_3 How safe do you think the following means of transportation are right now?
 Commercial flights

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	687 34%	390 41% C	297 28%	259 41% FG	212 40% FG	118 25%	98 25%	286 42% IJ	285 31%	116 27%	206 33%	96 29%	343 36% I	240 38% O	237 31%	210 33%	412 36% r	250 30%	127 52% T	477 38%
Very safe	245 12%	167 17% C	78 7%	105 17% FG	83 16% FG	37 8%	20 5%	137 20% IJ	73 8%	35 8%	58 9%	31 9%	141 15% KI	92 15%	83 11%	70 11%	151 13%	82 10%	76 31% T	190 15%
Somewhat safe	442 22%	222 23%	220 20%	154 25% F	129 24% I	82 17%	78 19%	149 22%	211 23%	81 19%	147 23%	65 20%	201 21%	148 23%	154 20%	140 22%	260 23%	167 20%	52 21%	287 23%
Not At All/Not Very Safe (Net)	1345 66%	571 59%	774 72% B	368 59%	316 60%	359 75% DE	301 75% DE	400 58%	633 69% H	313 73% H	427 67%	236 71% m	600 64%	393 62%	519 69% n	433 67%	742 64%	573 70% q	117 48%	771 62% S
Not very safe	543 27%	240 25%	303 28%	181 29% E	111 21%	127 27%	124 31% E	175 25%	250 27%	118 28%	180 28%	89 27%	241 26%	173 27%	178 24%	192 30% o	293 25%	238 29%	54 22%	321 26%
Not at all safe	802 39%	331 34%	472 44% B	188 30%	206 39% D	231 49% DE	178 44% D	225 33%	383 42% H	195 45% H	247 39%	147 44%	359 38%	220 35%	341 45% NP	241 38%	449 39%	335 41%	62 26%	450 36% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 88

GE03_4 How safe do you think the following means of transportation are right now?
 Personal cars

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	1800 89%	841 88%	959 89%	515 82%	478 91% D	439 92% D	368 92% D	610 89%	796 87%	394 92% i	561 89%	293 88%	826 88%	575 91% o	655 87%	571 89%	1041 90% r	714 87%	213 87%	1092 87%
Very safe	1242 61%	578 60%	665 62%	345 55%	327 62% d	320 67% D	250 63% d	406 59%	540 59%	296 69% HI	391 62%	216 65%	555 59%	419 66% O	436 58%	388 60%	740 64% R	476 58%	142 58%	744 60%
Somewhat safe	558 27%	264 27%	294 27%	170 27%	151 29%	119 25%	118 30%	204 30% j	256 28%	99 23%	170 27%	78 23%	271 29%	156 25%	219 29%	183 28%	301 26%	238 29%	71 29%	348 28%
Not At All/Not Very Safe (Net)	232 11%	119 12%	113 11%	113 18% EFG	50 9%	38 8%	31 8%	76 11%	121 13% j	34 8%	71 11%	38 12%	116 12%	58 9%	101 13% n	72 11%	113 10%	109 13% q	31 13%	156 13%
Not very safe	132 7%	66 7%	66 6%	70 11% EFG	27 5%	25 5%	10 2%	40 6%	75 8% j	18 4%	33 5%	20 6%	76 8%	35 6%	65 9% p	32 5%	74 6%	54 7%	18 7%	95 8%
Not at all safe	99 5%	53 5%	46 4%	43 7% F	23 4%	13 3%	21 5%	36 5%	47 5%	17 4%	38 6%	19 6%	41 4%	23 4%	37 5%	40 6%	39 3%	54 7% Q	13 5%	61 5%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 89

GE03_5 How safe do you think the following means of transportation are right now?
 Ubers

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	783 39%	438 46% C	345 32%	288 46% FG	263 50% FG	141 29%	90 23%	363 53% IJ	296 32%	124 29%	243 38%	109 33%	379 40% I	271 43% p	278 37%	233 36%	474 41% R	278 34%	137 56% T	534 43%
Very safe	197 10%	126 13% C	71 7%	86 14% FG	82 16% FG	21 4%	8 2%	119 17% IJ	64 7%	14 3%	51 8%	25 8%	114 12% k	67 11%	78 10%	53 8%	129 11% r	64 8%	62 25% T	147 12%
Somewhat safe	586 29%	311 32% C	274 26%	203 32% FG	181 34% FG	119 25%	82 21%	243 35% IJ	232 25%	110 26%	192 30%	83 25%	265 28%	205 32% o	201 27%	180 28%	344 30%	215 26%	76 31%	387 31%
Not At All/Not Very Safe (Net)	1249 61%	523 54%	727 68% B	339 54%	265 50%	337 71% DE	309 77% DE	324 47%	621 68% H	305 71% H	389 62%	223 67% m	563 60%	362 57%	478 63%	410 64% n	680 59%	544 66% Q	106 44%	714 57% S
Not very safe	613 30%	259 27%	353 33% B	196 31% e	131 25%	146 31%	139 35% E	161 23%	324 35% H	128 30% h	189 30%	117 35%	269 29%	179 28%	234 31%	200 31%	319 28%	281 34% Q	52 21%	367 29% S
Not at all safe	637 31%	263 27%	373 35% B	143 23%	133 25%	191 40% DE	170 43% DE	162 24%	297 32% H	177 41% Hi	200 32%	106 32%	295 31%	183 29%	244 32%	210 33%	362 31%	263 32%	54 22%	347 28%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 90

GE03_6 How safe do you think the following means of transportation are right now?

Taxi

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	715 35%	411 43% C	304 28%	242 39% FG	238 45% dFG	126 26%	109 27%	340 50% IJ	264 29%	112 26%	252 40% L	85 26%	326 35% L	249 39%	253 33%	213 33%	435 38% R	251 31%	127 52% T	474 38%
Very safe	188 9%	134 14% C	55 5%	70 11% FG	68 13% FG	26 5%	24 6%	109 16% IJ	58 6%	21 5%	61 10%	18 6%	94 10% J	64 10%	68 9%	56 9%	123 11% R	56 7%	54 22% T	136 11%
Somewhat safe	527 26%	278 29% C	249 23%	172 27% I	169 32% FG	100 21%	85 21%	230 34% IJ	206 22%	91 21%	191 30% Lm	66 20%	232 25%	185 29%	185 24%	157 24%	312 27%	195 24%	72 30%	338 27%
Not At All/Not Very Safe (Net)	1317 65%	549 57%	768 72% B	385 61% e	290 55%	351 74% DE	290 73% DE	346 50%	654 71% H	317 74% H	380 60%	247 74% KM	617 65%	384 61%	503 67%	430 67%	719 62%	572 69% Q	117 48%	774 62% S
Not very safe	640 31%	273 28%	367 34% B	224 36% E	138 26%	146 31%	131 33%	175 26%	322 35% H	142 33% H	181 29%	135 41% KM	288 31%	195 31%	234 31%	211 33%	335 29%	295 36% Q	57 23%	387 31% S
Not at all safe	677 33%	277 29%	401 37% B	161 26%	152 29%	205 43% DE	159 40% DE	171 25%	331 36% H	175 41% H	200 32%	112 34%	328 35%	189 30%	269 36%	219 34%	384 33%	277 34%	61 25%	387 31%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 91

GE03_7 How safe do you think the following means of transportation are right now?
 Bike shares

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	850 42%	447 47% C	403 38%	300 48% FG	254 48% FG	172 36%	125 31%	330 48% IJ	360 39%	160 37%	271 43%	124 37%	402 43%	286 45%	303 40%	261 41%	488 42%	333 40%	120 49%	555 44%
Very safe	249 12%	153 16% C	97 9%	90 14% G	82 16% G	51 11%	26 7%	122 18% IJ	92 10%	36 8%	69 11%	39 12%	127 14%	78 12%	90 12%	82 13%	154 13%	87 11%	49 20%	181 14%
Somewhat safe	601 30%	294 31%	307 29%	210 33% FG	172 33% Ij	121 25%	99 25%	208 30%	268 29%	125 29%	201 32%	84 25%	274 29%	209 33%	213 28%	179 26%	333 29%	246 30%	71 29%	374 30%
Not At All/Not Very Safe (Net)	1182 58%	513 53%	669 62% B	328 52%	274 52%	305 64% DE	274 69% DE	356 52%	557 61% H	268 63% H	362 57%	208 63%	540 57%	347 55%	453 60%	382 59%	666 58%	490 60%	124 51%	693 56%
Not very safe	602 30%	270 28%	331 31%	186 30%	141 27%	145 30%	130 32%	199 29%	278 30%	125 29%	179 28%	116 35% k	268 28%	165 26%	241 32% n	196 31%	344 30%	246 30%	57 23%	370 30% s
Not at all safe	580 29%	243 25%	337 31% B	142 23%	133 25%	160 33% De	145 36% DE	158 23%	279 30% H	143 33% H	183 29%	92 28%	273 29%	182 29%	212 28%	186 29%	323 28%	244 30%	67 27%	323 26%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 92

AA04 How safe do you think the following means of transportation will be in 3 months from now?
 Summary Of Very/Somewhat Safe

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Personal cars	1812 89%	854 89%	958 89%	511 81%	479 91% D	439 92% D	383 96% DE	614 90%	802 87%	396 92% i	560 89%	293 88%	844 90%	573 91%	658 87%	581 90%	1036 90%	732 89%	213 87%	1101 88%
Bike shares	1096 54%	541 56%	554 52%	374 60% FG	314 60% FG	225 47%	182 46%	425 62% IJ	470 51%	201 47%	348 55%	171 51%	515 55%	378 60% OP	392 52%	326 51%	631 55%	433 53%	154 63% t	700 56%
Taxi	1053 52%	555 58% C	499 47%	355 57% FG	320 61% FG	208 44%	170 43%	435 63% IJ	441 48%	178 41%	337 53%	160 48%	500 53%	357 56% p	382 51%	314 49%	639 55% R	392 48%	155 64%	676 54%
Ubers	1053 52%	539 56% C	514 48%	379 60% FG	333 63% FG	195 41%	146 37%	447 65% IJ	429 47%	177 41%	330 52%	154 46%	504 54%	342 54%	400 53%	311 48%	616 53%	405 49%	160 66% T	693 55%
Trains	1013 50%	520 54% C	493 46%	359 57% FG	296 56% FG	183 38%	175 44%	414 60% IJ	426 46%	173 40%	337 53% L	147 44%	470 50%	344 54% o	358 47%	311 48%	585 51%	397 48%	150 61% T	657 53%
Commercial flights	1005 49%	512 53% C	494 46%	345 55% FG	303 57% FG	200 42%	158 40%	404 59% IJ	431 47% j	171 40%	306 48%	152 46%	495 52%	354 56% OP	354 47%	297 46%	607 53% R	374 45%	157 64% T	666 53%
Subway	886 44%	486 51% C	399 37%	332 53% FG	288 55% FG	143 30%	123 31%	379 55% IJ	362 39%	145 34%	275 43% L	117 35%	447 47% L	299 47% p	325 43%	262 41%	540 47% R	320 39%	155 64% T	596 48%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 93

AA04 How safe do you think the following means of transportation will be in 3 months from now?
 Summary Of Not At All/Not Very Safe

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Subway	1146 56%	474 49%	672 63% B	296 47%	240 45%	335 70% DE	276 69% DE	307 45%	555 61% H	284 66% H	358 57%	215 65% KM	495 53%	334 53%	431 57%	381 59% n	614 53%	503 61% Q	88 36%	652 52% S
Commercial flights	1027 51%	448 47%	578 54% B	283 45%	225 43%	278 58% DE	241 60% DE	282 41%	487 53% H	258 60% Hi	327 52%	180 54%	448 48%	279 44%	402 53% N	346 54% N	547 47%	449 55% Q	87 36%	582 47% S
Trains	1019 50%	440 46%	579 54% B	269 43%	232 44%	295 62% DE	224 56% DE	272 40%	491 54% H	256 60% H	295 47%	184 56% K	472 50%	289 46%	398 53% n	332 52%	569 49%	426 52%	94 39%	591 47% S
Ubers	979 48%	421 44%	558 52% B	249 40%	195 37%	282 59% DE	253 63% DE	239 35%	488 53% H	252 59% H	302 48%	178 54%	438 46%	291 46%	356 47%	332 52%	538 47%	418 51%	84 34%	556 45% S
Taxi	979 48%	406 42%	573 53% B	273 43%	208 39%	269 56% DE	229 57% DE	251 37%	476 52% H	251 59% H	295 47%	172 52%	443 47%	276 44%	374 49%	329 51% n	515 45%	431 52% Q	89 36%	572 46% S
Bike shares	936 46%	419 44%	517 48%	253 40%	214 40%	252 53% DE	217 54% DE	262 38%	447 49% H	228 53% H	284 45%	161 49%	427 45%	255 40%	364 48% N	317 49% N	522 45%	390 47%	90 37%	549 44% s
Personal cars	220 11%	106 11%	114 11%	116 19% EFG	49 9% G	38 8%	16 4%	72 10%	116 13% J	32 8%	72 11%	39 12%	99 10%	60 9%	98 13%	62 10%	118 10%	91 11%	31 13%	148 12%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA04_1 How safe do you think the following means of transportation will be in 3 months from now?
 Subway

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	886 44%	486 51% C	399 37%	332 53% FG	288 55% FG	143 30%	123 31%	379 55% IJ	362 39%	145 34%	275 43% L	117 35%	447 47% L	299 47% p	325 43%	262 41%	540 47% R	320 39%	155 64% T	596 48%
Very safe	228 11%	148 15% C	80 8%	91 14% FG	90 17% FG	34 7%	13 3%	122 18% IJ	80 9%	26 6%	64 10%	31 9%	129 14%	85 13% p	84 11%	59 9%	157 14% R	63 8%	72 30% T	179 14%
Somewhat safe	657 32%	339 35% c	319 30%	241 38% FG	198 38% FG	109 23%	110 28%	256 37% IJ	282 31%	119 28%	211 33%	86 26%	319 34% I	214 34%	241 32%	203 32%	383 33%	256 31%	83 34%	417 33%
Not At All/Not Very Safe (Net)	1146 56%	474 49%	672 63% B	296 47%	240 45%	335 70% DE	276 69% DE	307 45%	555 61% H	284 66% H	358 57%	215 65% KM	495 53%	334 53%	431 57%	381 59% n	614 53%	503 61% Q	88 36%	652 52% S
Not very safe	665 33%	283 29%	383 36% B	184 29%	137 26%	175 37% dE	169 42% DE	187 27%	322 35% H	156 36% H	202 32%	149 45% KM	261 28%	191 30%	244 32%	230 36%	357 31%	291 35%	52 21%	388 31% S
Not at all safe	481 24%	191 20%	290 27% B	112 18%	102 19%	160 34% DE	107 27% De	120 18%	233 25% H	128 30% H	156 25%	67 20%	234 25%	143 23%	188 25%	151 23%	256 22%	213 26%	37 15%	264 21% s
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA04_2 How safe do you think the following means of transportation will be in 3 months from now?
 Trains

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	1013 50%	520 54% C	493 46%	359 57% FG	296 56% FG	183 38%	175 44%	414 60% IJ	426 46%	173 40%	337 53% L	147 44%	470 50%	344 54% O	358 47%	311 48%	585 51%	397 48%	150 61% T	657 53%
Very safe	295 15%	178 19% C	116 11%	110 18% FG	99 19% FG	46 10%	40 10%	154 22% IJ	97 11%	44 10%	98 15%	38 11%	150 16%	119 19% OP	95 13%	81 13%	193 17% R	94 11%	76 31% T	213 17%
Somewhat safe	719 35%	342 36%	377 35%	249 40% F	197 37% F	137 29%	136 34%	260 38% J	329 36%	129 30%	240 38%	110 33%	321 34%	225 35%	263 35%	231 36%	392 34%	303 37%	74 30%	444 36%
Not At All/Not Very Safe (Net)	1019 50%	440 46%	579 54% B	269 43%	232 44%	295 62% DE	224 58% DE	272 40%	491 54% H	256 60% H	295 47%	184 56% K	472 50%	289 46%	398 53% n	332 52%	569 49%	426 52%	94 39%	591 47% S
Not very safe	618 30%	287 30%	331 31%	162 26%	138 26%	171 36% DE	147 37% DE	167 24%	297 32% H	153 36% H	168 27%	125 38% KM	276 29%	181 29%	227 30%	210 33%	357 31%	250 30%	52 21%	380 30% S
Not at all safe	401 20%	153 16%	248 23% B	107 17%	93 18%	124 26% DE	77 19%	104 15%	194 21% H	102 24% H	127 20%	59 18%	196 21%	108 17%	171 23% n	122 19%	212 18%	176 21%	42 17%	212 17%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 96

AA04_3 How safe do you think the following means of transportation will be in 3 months from now?
 Commercial flights

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	1005 49%	512 53% C	494 46%	345 55% FG	303 57% FG	200 42%	158 40%	404 59% IJ	431 47% J	171 40%	306 48%	152 46%	495 52%	354 56% OP	354 47%	297 46%	607 53% R	374 45%	157 64% T	666 53%
Very safe	300 15%	178 19% C	122 11%	108 17% G	100 19% G	65 14% G	27 7%	142 21% IJ	115 13%	43 10%	87 14%	43 13%	160 17%	126 20% OP	86 11%	87 14%	207 18% R	84 10%	74 30% T	226 18%
Somewhat safe	706 35%	334 35%	372 35%	237 38% F	202 38% F	135 28%	132 33%	262 38% J	316 34%	128 30%	219 35%	108 33%	334 35%	227 36%	268 35%	210 33%	400 35%	290 35%	84 34%	440 35%
Not At All/Not Very Safe (Net)	1027 51%	448 47%	578 54% B	283 45%	225 43%	278 58% DE	241 60% DE	282 41%	487 53% H	258 60% Hi	327 52%	180 54%	448 48%	279 44%	402 53% N	346 54% N	547 47%	449 55% Q	87 36%	582 47% S
Not very safe	571 28%	260 27%	311 29%	161 26%	121 23%	130 27%	159 40% DEF	155 23%	273 30% H	142 33% H	178 28%	109 33% M	233 25%	149 24%	206 27%	215 34% No	298 26%	253 31% q	47 19%	341 27% S
Not at all safe	456 22%	189 20%	267 25% B	122 19%	104 20%	148 31% DEG	82 21%	127 18%	214 23% h	116 27% H	149 24%	71 21%	214 23%	130 21%	196 26% np	130 20%	249 22%	196 24%	40 16%	241 19%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 97

AA04_4 How safe do you think the following means of transportation will be in 3 months from now?

Personal cars

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	1812 89%	854 89%	958 89%	511 81%	479 91% D	439 92% D	383 96% DE	614 90%	802 87%	396 92% i	560 89%	293 88%	844 90%	573 91%	658 87%	581 90%	1036 90%	732 89%	213 87%	1101 88%
Very safe	1322 65%	611 64%	711 66%	359 57%	339 64% D	340 71% D	284 71% D	427 62%	586 64%	308 72% HI	417 66%	230 69%	600 64%	448 71% OP	475 63%	399 62%	773 67%	526 64%	148 61%	804 64%
Somewhat safe	491 24%	243 25%	247 23%	153 24%	140 26%	100 21%	99 25%	187 27% j	215 23%	88 21%	143 23%	63 19%	243 26% I	125 20%	184 24%	183 28% N	263 23%	206 25%	65 27%	296 24%
Not At All/Not Very Safe (Net)	220 11%	106 11%	114 11%	116 19% EFG	49 9% G	38 8%	16 4%	72 10%	116 13% j	32 8%	72 11%	39 12%	99 10%	60 9%	98 13%	62 10%	118 10%	91 11%	31 13%	148 12%
Not very safe	135 7%	66 7%	69 6%	74 12% EFG	28 5% g	25 5%	8 2%	45 7% j	76 8% J	14 3%	35 5%	26 8%	70 7% I	31 5%	72 10% NP	32 5%	71 6%	60 7%	14 6%	100 8%
Not at all safe	85 4%	40 4%	45 4%	42 7% eFG	21 4%	13 3%	8 2%	27 4%	40 4%	19 4%	38 6% M	13 4%	29 3%	29 5%	26 3%	30 5%	47 4%	30 4%	16 7% t	48 4%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 98

AA04_5 How safe do you think the following means of transportation will be in 3 months from now?

Ubers

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	1053 52%	539 56% C	514 48%	379 60% FG	333 63% FG	195 41%	146 37%	447 65% IJ	429 47%	177 41%	330 52%	154 46%	504 54%	342 54%	400 53%	311 48%	616 53%	405 49%	160 66% T	693 55%
Very safe	303 15%	182 19% C	121 11%	114 18% FG	115 22% FG	54 11% G	20 5%	158 23% IJ	111 12%	33 8%	86 14%	38 11%	168 18% kl	108 17%	108 14%	87 14%	209 18% R	86 10%	86 35% T	223 18%
Somewhat safe	750 37%	357 37%	393 37%	265 42% FG	218 41% FG	141 30%	126 32%	289 42% IJ	318 35%	143 33%	245 39%	116 35%	336 36%	234 37%	292 39%	224 35%	407 35%	319 39%	74 30%	469 38% s
Not At All/Not Very Safe (Net)	979 48%	421 44%	558 52% B	249 40%	195 37%	282 59% DE	253 63% DE	239 35%	488 53% H	252 59% H	302 48%	178 54%	438 46%	291 46%	356 47%	332 52%	538 47%	418 51%	84 34%	556 45% S
Not very safe	563 28%	237 25%	326 30% B	154 25%	115 22%	145 30% E	149 37% DE	134 20%	303 33% H	126 29% H	172 27%	112 34% km	235 25%	168 27%	207 27%	188 29%	313 27%	238 29%	49 20%	349 28% S
Not at all safe	416 20%	184 19%	233 22%	95 15%	81 15%	137 29% DE	104 26% DE	105 15%	185 20% h	126 29% Hi	130 21%	66 20%	203 22%	123 19%	149 20%	144 22%	224 19%	180 22%	35 14%	207 17%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA04_6 How safe do you think the following means of transportation will be in 3 months from now?

Taxi

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	1053 52%	555 58% C	499 47%	355 57% FG	320 61% FG	208 44%	170 43%	435 63% IJ	441 48%	178 41%	337 53%	160 48%	500 53%	357 56% p	382 51%	314 49%	639 55% R	392 48%	155 64% T	676 54%
Very safe	270 13%	173 18% C	97 9%	97 15% FG	106 20% dFG	38 8%	28 7%	153 22% IJ	84 9%	33 8%	80 13%	29 9%	153 16% L	85 13%	105 14%	80 12%	194 17% R	70 9%	71 29% T	196 16%
Somewhat safe	784 39%	382 40%	402 37%	258 41%	214 41%	170 36%	142 35%	282 41% j	357 39%	145 34%	257 41%	131 39%	346 37%	272 43% op	278 37%	234 36%	445 39%	322 39%	84 35%	479 38%
Not At All/Not Very Safe (Net)	979 48%	406 42%	573 53% B	273 43%	208 39%	269 56% DE	229 57% DE	251 37%	476 52% H	251 59% H	295 47%	172 52%	443 47%	276 44%	374 49%	329 51% n	515 45%	431 52% Q	89 36%	572 46% S
Not very safe	583 29%	253 26%	330 31%	179 29% e	121 23%	141 30%	142 35% E	152 22%	294 32% H	137 32% H	168 27%	112 34% km	250 27%	165 26%	214 28%	203 32%	304 26%	259 31% q	53 22%	367 29% S
Not at all safe	396 19%	152 16%	243 23% B	94 15%	86 16%	128 27% DE	88 22% d	99 14%	183 20% H	114 27% Hi	127 20%	60 18%	192 20%	111 18%	159 21%	125 19%	210 18%	172 21%	36 15%	205 16%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA04_7 How safe do you think the following means of transportation will be in 3 months from now?
 Bike shares

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Safe (Net)	1096 54%	541 56%	554 52%	374 60% FG	314 60% FG	225 47%	182 46%	425 62% IJ	470 51%	201 47%	348 55%	171 51%	515 55%	378 60% OP	392 52%	326 51%	631 55%	433 53%	154 63% i	700 56%
Very safe	362 18%	200 21% C	162 15%	139 22% FG	114 22% FG	73 15% g	36 9%	166 24% IJ	143 16%	53 12%	103 16%	47 14%	198 21% kl	136 21% op	124 16%	102 16%	230 20% R	123 15%	83 34% T	267 21%
Somewhat safe	734 36%	342 36%	392 37%	235 37%	201 38%	152 32%	146 37%	259 38%	327 36%	148 35%	245 39%	123 37%	318 34%	242 38%	268 35%	224 35%	401 35%	311 38%	70 29%	432 35%
Not At All/Not Very Safe (Net)	936 46%	419 44%	517 48%	253 40%	214 40%	252 53% DE	217 54% DE	262 38%	447 49% H	228 53% H	284 45%	161 49%	427 45%	255 40%	364 48% N	317 49% N	522 45%	390 47%	90 37%	549 44% s
Not very safe	573 28%	274 29%	299 28%	160 26%	133 25%	142 30%	139 35% DE	153 22%	286 31% H	134 31% H	164 26%	107 32%	254 27%	156 25%	229 30%	188 29%	334 29%	227 28%	44 18%	370 30% S
Not at all safe	363 18%	145 15%	218 20% B	93 15%	81 15%	111 23% DE	78 20%	108 16%	161 18%	93 22% h	120 19%	54 16%	173 18%	99 16%	135 18%	129 20%	189 16%	163 20%	46 19%	178 14%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA05 Once stay home orders are lifted in your area, how soon do you plan on traveling by airplane?

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Wave 13 Total (5/20 - 5/22)	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Immediately	90 4%	59 6% C	32 3% G	40 6% G	34 6% G	17 4% G	-	36 5%	30 3%	24 6%	23 4%	13 4%	49 5%	32 5%	26 3%	33 5%	51 4%	36 4%	18 7%	75 6%
1-30 days	105 5%	71 7% C	35 3% FG	59 9% FG	38 7% FG	8 2%	1	71 10% IJ	29 3%	6 1%	12 2%	12 4%	76 8% KL	35 6%	46 6%	24 4%	80 7% R	22 3%	45 18% T	95 8%
2-3 months	266 13%	166 17% C	100 9% FG	107 17% FG	94 18% FG	46 10% g	18 5%	127 18% IJ	109 12% J	29 7%	56 9%	40 12%	163 17% K	99 16% P	113 15% P	54 8%	187 16% R	73 9%	64 26% t	247 20%
4-6 months	283 14%	157 16% C	126 12% FG	111 18% FG	80 15% f	48 10%	44 11%	113 16% J	134 15% J	36 8%	50 8%	51 15% K	175 19% K	100 16% p	111 15% P	72 11%	180 16% r	97 12%	62 26% T	236 19%
7-11 months	220 11%	90 9%	129 12%	84 13% E	44 8%	52 11%	40 10%	81 12% J	111 12% J	27 6%	65 10%	42 13%	102 11%	78 12%	81 11%	60 9%	118 10%	98 12%	27 11%	185 15%
A year or longer	535 26%	203 21% B	331 31% B	107 17% d	119 23% d	161 34% DE	148 37% DE	129 19%	287 31% H	118 28% H	144 23%	92 28%	272 29% K	135 21%	215 28% N	184 29% N	285 25%	245 30% q	20 8%	338 27% S
Never again	117 6%	59 6%	58 5%	17 3%	18 3%	42 9% DE	41 10% DE	20 3%	57 6% H	41 10% H	51 8% M	25 7% M	31 3%	36 6%	40 5%	41 6%	61 5%	47 6%	3 1%	29 2%
Not applicable	416 20%	155 16%	261 24% B	103 16%	101 19%	104 22%	108 27% De	110 16%	160 17%	146 34% HI	232 37% LM	57 17% M	73 8%	117 19%	123 16%	176 27% NO	192 17%	204 25% Q	4 1%	44 4%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

AA06 Which of the following will make you comfortable to fly on an airplane again? Please select all that apply.

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
A vaccine has been created and made accessible	970 48%	447 47%	523 49%	291 46%	237 45%	228 48%	213 53%	336 49%	459 50%	175 41%	242 38%	173 52%	509 54%	289 46%	398 53%	282 44%	541 47%	410 50%	131 54%	695 56%
Covid19 testing given to everyone	707 35%	354 37%	353 33%	246 39%	209 40%	130 27%	122 31%	268 39%	325 35%	114 27%	184 29%	137 41%	357 38%	205 32%	322 43%	180 28%	401 35%	296 36%	117 48%	536 43%
Mandatory capacity limits for public transportation	616 30%	274 29%	342 32%	188 30%	193 37%	140 29%	94 24%	255 37%	258 28%	103 24%	145 23%	115 35%	327 35%	209 33%	246 33%	161 25%	364 32%	244 30%	110 45%	457 37%
Limited virus transmission in the region where I'm flying to	580 29%	293 30%	288 27%	180 29%	157 30%	127 27%	116 29%	217 32%	258 28%	105 25%	154 24%	96 29%	296 31%	202 32%	221 29%	157 24%	356 31%	215 26%	113 46%	447 36%
Having limited virus transmission in my community	499 25%	254 26%	245 23%	187 30%	134 25%	94 20%	83 21%	206 30%	219 24%	73 17%	131 21%	81 24%	268 28%	137 22%	205 27%	157 24%	286 25%	201 24%	91 37%	380 30%
Mandatory thermal testing and PPE for Taxi and Uber/Lyft drivers	468 23%	248 26%	221 21%	163 26%	138 26%	86 18%	82 20%	215 31%	190 21%	63 15%	117 18%	74 22%	257 27%	147 23%	193 25%	129 20%	291 25%	165 20%	97 40%	374 30%
Testing positive for antibodies	442 22%	216 23%	225 21%	134 21%	127 24%	91 19%	90 23%	158 23%	197 21%	87 20%	99 16%	91 27%	230 24%	145 23%	180 24%	116 18%	257 22%	180 22%	86 35%	322 26%
Widespread adoption of contact tracing	310 15%	151 16%	159 15%	107 17%	114 22%	47 10%	43 11%	138 20%	130 14%	41 10%	80 13%	43 13%	179 19%	72 11%	161 21%	78 12%	187 16%	119 14%	62 26%	236 19%
N/A - There are no actions that will make me comfortable to do certain activities again	509 25%	216 22%	293 27%	98 16%	113 21%	153 32%	146 36%	121 18%	219 24%	170 40%	242 38%	82 25%	126 13%	149 24%	135 18%	225 35%	255 22%	225 27%	13 5%	111 9%
Sigma	5101 251%	2453 255%	2648 247%	1595 254%	1421 269%	1096 230%	989 248%	1914 279%	2255 246%	932 218%	1394 220%	892 269%	2550 271%	1555 246%	2060 272%	1485 231%	2939 255%	2056 250%	822 337%	3558 285%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA07 How comfortable would you feel traveling on an aircraft that is full, assuming all necessary safety precautions have been taken by you and by the airline?

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Comfortable (Net)	805 40%	476 50% C	329 31%	328 52% FG	270 51% FG	111 23%	96 24%	372 54% IJ	296 32%	137 32%	226 36%	120 36%	428 45% KL	289 46% oP	290 38%	225 35%	503 44% R	265 32%	175 72% T	608 49%
Very comfortable	301 15%	224 23% C	77 7%	126 20% FG	119 22% FG	36 8%	21 5%	166 24% IJ	81 9%	54 13%	67 11%	30 9%	188 20% KL	111 17% p	109 14%	81 13%	204 18% R	81 10%	105 43% T	246 20%
Somewhat comfortable	503 25%	252 26%	251 23%	202 32% FG	151 29% FG	75 16%	75 19%	206 30% IJ	214 23%	83 19%	159 25%	90 27%	240 25% KL	178 28% p	181 24%	144 22%	299 26%	184 22%	71 29%	362 29%
Not At All/Not Very Comfortable (Net)	1227 60%	484 50%	743 69% B	300 48%	258 49%	366 77% DE	303 76% DE	314 46%	622 68% H	291 68% H	406 64% M	212 64% M	514 55%	344 54%	466 62% n	418 65% N	651 56%	558 68% Q	69 28%	640 51% S
Not very comfortable	543 27%	244 25%	299 28%	169 27%	120 23%	146 31% e	107 27%	160 23%	276 30% H	107 25%	150 24%	91 27%	260 28%	159 25%	190 25%	194 30%	293 25%	244 30%	47 19%	348 28% S
Not at all comfortable	685 34%	240 25%	444 41% B	131 21%	138 26% d	220 46% DE	196 49% DE	155 23%	345 38% H	185 43% H	257 41% M	122 37% M	254 27%	185 29%	276 36% N	224 35%	358 31%	314 38% Q	22 9%	292 23% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 104

AA08 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?

Summary Of Essential

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Business travel for on-site quality control at production sites / factories	1108 55%	537 56%	571 53%	377 60% FG	310 59% FG	239 50%	182 46%	413 60% IJ	493 54%	202 47%	336 53%	189 57%	523 55%	383 60% OP	397 52%	328 51%	656 57%	427 52%	153 63%	716 57%
Business meetings with prospective clients (e.g. new business development)	1088 54%	539 56%	549 51%	366 58% FG	328 62% FG	212 44%	182 46%	417 61% IJ	460 50%	212 49%	296 47%	194 58% K	556 59% K	364 58% p	401 53%	323 50%	666 58% R	397 48%	177 72% T	713 57%
Meetings to manage fast-moving developments (e.g. new business opportunities, new asks from clients, etc.)	1044 51%	539 56% C	505 47%	368 59% FG	325 61% FG	206 43%	145 36%	431 63% IJ	423 46%	190 44%	310 49%	169 51%	517 55% k	339 53%	379 50%	326 51%	644 56% R	377 46%	175 72% T	705 56%
Business meetings with clients (e.g. existing business contracts)	1024 50%	521 54% C	503 47%	353 56% FG	315 60% FG	199 42%	158 40%	391 57% IJ	449 49%	185 43%	291 46%	167 50%	523 55% K	336 53%	378 50%	310 48%	601 52%	397 48%	163 67% T	670 54%
Internal organizational meetings (e.g., meetings with your staff)	887 44%	470 49% C	417 39%	356 57% EFG	258 49% FG	153 32%	120 30%	377 55% IJ	358 39%	151 35%	264 42%	135 41%	440 47%	286 45%	325 43%	276 43%	508 44%	356 43%	152 62% T	607 49%
Keynote business events and professional conferences	711 35%	401 42% C	311 29%	292 46% FG	227 43% FG	118 25%	74 19%	329 48% IJ	266 29%	116 27%	218 35%	97 29%	370 39% L	228 36%	271 36%	213 33%	444 39% R	247 30%	127 52% T	507 41%
Company retreats, offsites, team building meetings etc	575 28%	340 35% C	235 22%	266 42% FG	198 37% FG	73 15%	38 10%	258 38% IJ	222 24%	95 22%	161 25%	88 26%	295 31% k	184 29%	227 30%	165 26%	352 30% R	199 24%	128 53% T	427 34%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 105

AA08 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?

Summary Of Non-Essential

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Company retreats, offsites, team building meetings etc	1457 72%	620 65%	837 78% B	361 58%	330 63%	405 85% DE	361 90% DE	429 62%	695 76% H	334 78% H	471 75% m	244 74%	647 69%	449 71%	529 70%	478 74%	802 70%	624 76% Q	116 47%	821 66% S
Keynote business events and professional conferences	1321 65%	559 58%	761 71% B	336 54%	300 57%	359 75% DE	325 81% DE	357 52%	652 71% H	312 73% H	414 65%	235 71% M	573 61%	405 64%	486 64%	430 67%	709 61%	576 70% Q	117 48%	741 59% S
Internal organizational meetings (e.g., meetings with your staff)	1145 56%	490 51%	655 61% B	272 43%	270 51% D	324 68% DE	279 70% DE	309 45%	559 61% H	278 65% H	368 58%	197 59%	503 53%	347 55%	431 57%	367 57%	646 56%	467 57%	92 38%	641 51% S
Business meetings with clients (e.g. existing business contracts)	1008 50%	439 46%	569 53% B	275 44%	213 40%	278 58% DE	241 60% DE	295 43%	468 51% H	244 57% H	342 54% M	164 50%	420 45%	297 47%	378 50%	333 52%	552 48%	426 52%	81 33%	578 46% S
Meetings to manage fast-moving developments (e.g. new business opportunities, new asks from clients, etc.)	988 49%	421 44%	567 53% B	260 41%	203 39%	271 57% DE	254 64% DE	256 37%	495 54% H	238 56% H	322 51% m	163 49%	425 45%	294 47%	377 50%	317 49%	510 44%	446 54% Q	69 28%	543 44% S
Business meetings with prospective clients (e.g. new business development)	944 46%	421 44%	523 49%	261 42%	200 38%	265 56% DE	217 54% DE	269 39%	457 50% H	217 51% H	336 53% LM	138 42%	386 41%	269 42%	355 47%	320 50% n	488 42%	426 52% Q	67 28%	535 43% S
Business travel for on-site quality control at production sites / factories	924 45%	424 44%	501 47%	251 40%	218 41%	238 50% De	217 54% DE	273 40%	424 46% h	227 53% H	296 47%	143 43%	419 45%	250 40%	359 48% N	314 49% N	498 43%	396 48%	91 37%	532 43%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 106

AA08_1 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
 Business meetings with clients (e.g. existing business contracts)

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	1024 50%	521 54% C	503 47%	353 56% FG	315 60% FG	199 42%	158 40%	391 57% IJ	449 49%	185 43%	291 46%	167 50%	523 55% K	336 53%	378 50%	310 48%	601 52%	397 48%	163 67% T	670 54%
Non-Essential	1008 50%	439 46%	569 53% B	275 44%	213 40%	278 58% DE	241 60% DE	295 43%	468 51% H	244 57% H	342 54% M	164 50%	420 45%	297 47%	378 50%	333 52%	552 48%	426 52%	81 33%	578 46% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 107

AA08_2 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
 Business meetings with prospective clients (e.g. new business development)

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republi- can	Democrat	Indepe- ndent/ Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	1088 54%	539 56%	549 51%	366 58% FG	328 62% FG	212 44%	182 46%	417 61% IJ	460 50%	212 49%	296 47%	194 58% K	556 59% K	364 58% p	401 53%	323 50%	666 58% R	397 48%	177 72% T	713 57%
Non-Essential	944 46%	421 44%	523 49%	261 42%	200 38%	265 56% DE	217 54% DE	269 39%	457 50% H	217 51% H	336 53% LM	138 42%	386 41%	269 42%	355 47%	320 50% n	488 42%	426 52% Q	67 28%	535 43% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 108

AA08_3 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
 Internal organizational meetings (e.g., meetings with your staff)

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	887 44%	470 49% C	417 39%	356 57% EFG	258 49% FG	153 32%	120 30%	377 55% IJ	358 39%	151 35%	264 42%	135 41%	440 47%	286 45%	325 43%	276 43%	508 44%	356 43%	152 62% T	607 49%
Non-Essential	1145 56%	490 51%	655 61% B	272 43%	270 51% D	324 68% DE	279 70% DE	309 45%	559 61% H	278 65% H	368 58%	197 59%	503 53%	347 55%	431 57%	367 57%	646 56%	467 57%	92 38%	641 51% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 109

AA08_4 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
 Company retreats, offsites, team building meetings etc

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republi- can	Democrat	Indepe- ndent/ Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	575 28%	340 35% C	235 22%	266 42% FG	198 37% FG	73 15%	38 10%	258 38% IJ	222 24%	95 22%	161 25%	88 26%	295 31% k	184 29%	227 30%	165 26%	352 30% R	199 24%	128 53% T	427 34%
Non-Essential	1457 72%	620 65%	837 78% B	361 58%	330 63%	405 85% DE	361 90% DE	429 62%	695 76% H	334 78% H	471 75% m	244 74%	647 69%	449 71%	529 70%	478 74%	802 70%	624 76% Q	116 47%	821 66% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 110

AA08_5 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
 Keynote business events and professional conferences

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	711 35%	401 42% C	311 29%	292 46% FG	227 43% FG	118 25%	74 19%	329 48% IJ	266 29%	116 27%	218 35%	97 29%	370 39% L	228 36%	271 36%	213 33%	444 39% R	247 30%	127 52% T	507 41%
Non-Essential	1321 65%	559 58%	761 71% B	336 54%	300 57%	359 75% DE	325 81% DE	357 52%	652 71% H	312 73% H	414 65%	235 71% M	573 61%	405 64%	486 64%	430 67%	709 61%	576 70% Q	117 48%	741 59% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 111

AA08_6 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?

Business travel for on-site quality control at production sites / factories

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	1108 55%	537 56%	571 53%	377 60% FG	310 59% FG	239 50%	182 46%	413 60% IJ	493 54%	202 47%	336 53%	189 57%	523 55%	383 60% OP	397 52%	328 51%	656 57%	427 52%	153 63%	716 57%
Non-Essential	924 45%	424 44%	501 47%	251 40%	218 41%	238 50% De	217 54% DE	273 40%	424 46% h	227 53% H	296 47%	143 43%	419 45%	250 40%	359 48% N	314 49% N	498 43%	396 48%	91 37%	532 43%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 112

AA08_7 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19?
 Meetings to manage fast-moving developments (e.g. new business opportunities, new asks from clients, etc.)

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	1044 51%	539 56% C	505 47%	368 59% FG	325 61% FG	206 43%	145 36%	431 63% IJ	423 46%	190 44%	310 49%	169 51%	517 55% k	339 53%	379 50%	326 51%	644 56% R	377 46%	175 72% T	705 56%
Non-Essential	988 49%	421 44%	567 53% B	260 41%	203 39%	271 57% DE	254 64% DE	256 37%	495 54% H	238 56% H	322 51% m	163 49%	425 45%	294 47%	377 50%	317 49%	510 44%	446 54% Q	69 28%	543 44% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 113

AA09 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?

Summary Of Essential

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Visits to see close family members (parents, kids, siblings, grandparents, etc.)	1311 65%	646 67% c	665 62%	413 66%	352 67% f	282 59%	264 66%	474 69% i	559 61%	278 65%	402 64%	220 66%	618 66%	448 71% o	428 57%	435 68% o	765 66%	517 63%	180 74% t	831 67%
Travel for weddings, graduations, etc. of immediate family and close friends	1067 53%	521 54%	546 51%	366 58% fg	297 56% f	204 43%	200 50%	398 58% ij	462 50%	207 48%	328 52%	173 52%	504 54%	351 55% o	361 48%	356 55% o	614 53%	430 52%	133 54%	672 54%
Visits to see close friends	940 46%	505 53% c	434 41%	320 51% fg	275 52% fg	189 40%	155 39%	360 52% ij	392 43%	188 44%	275 44%	138 41%	482 51% kl	308 49% o	309 41%	322 50% o	548 47%	364 44%	139 57% t	615 49%
Holiday travel (e.g. Thanksgiving, Christmas, Rosh Hashanah, Yom Kippur etc.)	928 46%	488 51% c	440 41%	335 53% fg	262 50% fg	169 36%	161 40%	357 52% ij	384 42%	186 43%	293 46%	151 45%	441 47%	325 51% o	303 40%	300 47% o	533 46%	368 45%	140 57% t	610 49%
Travel for weddings, graduations, etc. of other family and friends	907 45%	455 47%	453 42%	329 52% fg	245 46% f	180 38%	153 38%	349 51% ij	375 41%	183 43%	277 44%	131 39%	459 49% l	297 47%	313 41%	297 46%	547 47% r	337 41%	128 53%	598 48%
Summer vacations with friends/family	880 43%	491 51% c	389 36%	303 48% fg	265 50% fg	169 35%	142 36%	344 50% ij	368 40%	167 39%	251 40%	135 41%	459 49% kl	296 47%	308 41%	276 43%	546 47% r	316 38%	153 63% t	604 48%
Religious travel, pilgrimages, and retreats	786 39%	420 44% c	366 34%	315 50% fg	234 44% fg	146 31%	91 23%	345 50% ij	296 32%	145 34%	245 39% l	101 30%	399 42% l	280 44% op	275 36%	231 36%	461 40%	301 37%	133 55% t	529 42%
Spur of the moment travel (e.g. weekend getaways, etc.)	637 31%	390 41% c	248 23%	235 37% fg	226 43% fg	92 19%	84 21%	280 41% ij	247 27%	111 26%	174 26%	96 29%	344 37% kl	221 35%	225 30%	191 30%	368 32%	254 31%	123 51% t	443 35%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 114

AA09 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?

Summary Of Non-Essential

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Spur of the moment travel (e.g. weekend getaways, etc.)	1395 69%	571 59%	824 77% B	393 63%	302 57%	385 81% DE	315 79% DE	406 59%	671 73% H	318 74% H	458 72% M	236 71% m	598 63%	412 65%	531 70%	452 70%	786 68%	569 69%	120 49%	806 65% S
Religious travel pilgrimages, and retreats	1246 61%	540 56%	706 66% B	313 50%	294 56%	331 69% DE	308 77% DE	342 50%	621 68% H	284 66% H	388 61%	231 70% KM	543 58%	353 56%	481 64% N	412 64% N	692 60%	522 63%	111 45%	719 58% S
Summer vacations with friends/family	1152 57%	469 49%	683 64% B	324 52%	263 50%	309 65% DE	257 64% DE	342 50%	549 60% H	261 61% H	382 60% M	196 59% m	483 51%	337 53%	448 59%	367 57%	608 53%	507 62% Q	91 37%	644 52% S
Travel for weddings, graduations, etc. of other family and friends	1125 55%	505 53%	619 58%	299 48%	283 54%	297 62% De	246 62% D	337 49%	542 59% H	245 57% h	355 56%	201 61% M	483 51%	336 53%	443 59%	346 54%	607 53%	486 59% Q	116 47%	650 52%
Holiday travel (e.g. Thanksgiving, Christmas, Rosh Hashanah, Yom Kippur etc.)	1104 54%	472 49%	632 59% B	293 47%	266 50%	308 64% DE	238 60% De	329 48%	533 58% H	242 57% H	340 54%	181 55%	501 53%	308 49%	453 60% Np	343 53%	621 54%	455 55%	104 43%	638 51% S
Visits to see close friends	1092 54%	455 47%	638 59% B	308 49%	253 48%	288 60% DE	244 61% DE	326 48%	525 57% H	241 56% H	357 56% M	194 59% M	461 49%	325 51%	447 59% NP	321 50%	606 53%	459 56%	105 43%	633 51% s
Travel for weddings, graduations, etc. of immediate family and close friends	965 47%	439 46%	526 49%	261 42%	231 44%	274 57% DE	199 50% d	288 42%	455 50% H	222 52% H	304 48%	159 48%	438 46%	282 45%	395 52% NP	287 45%	540 47%	393 48%	111 46%	576 46%
Visits to see close family members (parents, kids, siblings, grandparents, etc.)	721 35%	314 33%	407 38% b	214 34%	176 33%	195 41% e	135 34%	212 31%	359 39% H	150 35%	230 36%	112 34%	324 34%	185 29%	328 43% NP	208 32%	388 34%	306 37%	64 26%	417 33% s

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 115

AA09_1 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
 Summer vacations with friends/family

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	880 43%	491 51%	389 36%	303 48%	265 50%	169 35%	142 36%	344 50%	368 40%	167 39%	251 40%	135 41%	459 49%	296 47%	308 41%	276 43%	546 47%	316 38%	153 63%	604 48%
Non-Essential	1152 57%	469 49%	683 64%	324 52%	263 50%	309 65%	257 64%	342 50%	549 60%	261 61%	382 60%	196 59%	483 51%	337 53%	448 59%	367 57%	608 53%	507 62%	91 37%	644 52%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 116

AA09_2 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
 Visits to see close family members (parents, kids, siblings, grandparents, etc.)

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	1311 65%	646 67% c	665 62%	413 66%	352 67% f	282 59%	264 66%	474 69% j	559 61%	278 65%	402 64%	220 66%	618 66%	448 71% O	428 57%	435 68% O	765 66%	517 63%	180 74% i	831 67%
Non-Essential	721 35%	314 33%	407 38% b	214 34%	176 33%	195 41% e	135 34%	212 31%	359 38% H	150 35%	230 36%	112 34%	324 34%	185 29%	328 43% NP	208 32%	388 34%	306 37%	64 26%	417 33% s
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 117

AA09_3 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
 Visits to see close friends

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers (S)	Leisure Travelers (T)		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	940 46%	505 53% C	434 41%	320 51% FG	275 52% FG	189 40%	155 39%	360 52% IJ	392 43%	188 44%	275 44%	138 41%	482 51% KL	308 49% O	309 41%	322 50% O	548 47%	364 44%	139 57% I	615 49%
Non-Essential	1092 54%	455 47%	638 59% B	308 49%	253 48%	288 60% DE	244 61% DE	326 48%	525 57% H	241 56% H	357 56% M	194 59% M	461 49%	325 51%	447 59% NP	321 50%	606 53%	459 56%	105 43%	633 51% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 118

AA09_4 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
 Holiday travel (e.g. Thanksgiving, Christmas, Rosh Hashanah, Yom Kippur etc.)

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
Wave 13 Total (5/20 - 5/22)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	928 46%	488 51% C	440 41%	335 53% FG	262 50% Fg	169 36%	161 40%	357 52% IJ	384 42%	186 43%	293 46%	151 45%	441 47%	325 51% O	303 40%	300 47% o	533 46%	368 45%	140 57% T	610 49%
Non-Essential	1104 54%	472 49%	632 59% B	293 47%	266 50%	308 64% DE	238 60% De	329 48%	533 58% H	242 57% H	340 54%	181 55%	501 53%	308 49%	453 60% Np	343 53%	621 54%	455 55%	104 43%	638 51% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 119

AA09_5 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
 Travel for weddings, graduations, etc. of immediate family and close friends

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	1067 53%	521 54%	546 51%	366 58% Fg	297 56% F	204 43%	200 50%	398 58% IJ	462 50%	207 48%	328 52%	173 52%	504 54%	351 55% O	361 48%	356 55% O	614 53%	430 52%	133 54%	672 54%
Non-Essential	965 47%	439 46%	526 49%	261 42%	231 44%	274 57% DE	199 50% d	288 42%	455 50% H	222 52% H	304 48%	159 48%	438 46%	282 45%	395 52% NP	287 45%	540 47%	393 48%	111 46%	576 46%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 120

AA09_6 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
 Travel for weddings, graduations, etc. of other family and friends

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	907 45%	455 47%	453 42%	329 52% FG	245 46% f	180 38%	153 38%	349 51% ij	375 41%	183 43%	277 44%	131 39%	459 49% L	297 47%	313 41%	297 46%	547 47% R	337 41%	128 53%	598 48%
Non-Essential	1125 55%	505 53%	619 58%	299 48%	283 54%	297 62% De	246 62% D	337 49%	542 59% H	245 57% h	355 56%	201 61% M	483 51%	336 53%	443 59%	346 54%	607 53%	486 59% Q	116 47%	650 52%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 121

AA09_7 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
 Spur of the moment travel (e.g. weekend getaways, etc.)

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers (S)	Leisure Travelers (T)		
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)			Yes (Q)	No (R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	637 31%	390 41% C	248 23%	235 37% FG	226 43% FG	92 19%	84 21%	280 41% IJ	247 27%	111 26%	174 28%	96 29%	344 37% KI	221 35%	225 30%	191 30%	368 32%	254 31%	123 51% T	443 35%
Non-Essential	1395 69%	571 59%	824 77% B	393 63%	302 57%	385 81% DE	315 79% DE	406 59%	671 73% H	318 74% H	458 72% M	236 71% m	598 63%	412 65%	531 70%	452 70%	786 68%	569 69%	120 49%	806 65% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 122

AA09_8 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19?
 Religious travel, pilgrimages, and retreats

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers (S)	Leisure Travelers (T)		
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)			Yes (Q)	No (R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential	786 39%	420 44% C	366 34%	315 50% FG	234 44% FG	146 31%	91 23%	345 50% IJ	296 32%	145 34%	245 39% L	101 30%	399 42% L	280 44% OP	275 36%	231 36%	461 40%	301 37%	133 55% T	529 42%
Non-Essential	1246 61%	540 56%	706 66% B	313 50%	294 56%	331 69% DE	308 77% DE	342 50%	621 68% H	284 66% H	388 61%	231 70% KM	543 58%	353 56%	481 64% N	412 64% N	692 60%	522 63%	111 45%	719 58% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 123

AA10 Which of the following destination conditions would you be willing to travel to for essential travel?
 Summary Of Essential Business Travel

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Domestic travel to regions that have limited community transmission	574 28%	319 33% C	254 24%	228 36% FG	194 37% FG	109 23% G	42 11%	271 39% IJ	216 24%	86 20%	126 20%	85 26%	347 37% KL	202 32% P	217 29%	155 24%	362 31% R	200 24%	134 55% T	454 36%
International travel to countries that have limited community transmission (CDC Level 1)	556 27%	327 34% C	228 21%	248 40% FG	186 35% FG	90 19% G	31 8%	273 40% IJ	213 23% J	69 16%	117 19%	81 24% k	334 35% KL	166 26%	224 30%	165 26%	349 30% R	189 23%	130 53% T	450 36%
International travel to countries that have ongoing/widespread community transmission (CDC Level 2 and 3 countries)	350 17%	229 24% C	121 11%	189 30% EFG	111 21% FG	36 7%	14 4%	205 30% IJ	106 12%	39 9%	76 12%	51 15%	210 22% KI	108 17%	146 19%	97 15%	218 19% r	120 15%	104 42% T	302 24%
Domestic travel to regions that have ongoing/widespread community transmission	342 17%	215 22% C	127 12%	178 28% EFG	112 21% FG	31 7%	21 5%	180 26% IJ	122 13%	40 9%	89 14%	51 15%	190 20% K	106 17%	136 18%	100 16%	220 19% R	108 13%	101 41% T	275 22%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 124

AA10 Which of the following destination conditions would you be willing to travel to for essential travel?
 Summary Of Essential Non-Business Travel

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Domestic travel to regions that have limited community transmission	510 25%	272 28% C	238 22%	202 32% EFG	118 22%	103 22%	88 22%	162 24%	241 26%	107 25%	161 25%	90 27%	233 25%	156 25%	187 25%	167 26%	281 24%	211 26%	62 25%	365 29%
Domestic travel to regions that have ongoing/widespread community transmission	441 22%	263 27% C	178 17%	196 31% EFG	129 25% FG	73 15%	42 11%	195 28% IJ	172 19%	74 17%	113 18%	63 19%	244 26% KL	131 21%	186 25% p	124 19%	259 22%	166 20%	82 33%	359 29%
International travel to countries that have ongoing/widespread community transmission (CDC Level 2 and 3 countries)	394 19%	236 25% C	158 15%	181 29% eFG	119 23% FG	60 13%	35 9%	170 25% IJ	170 19% j	54 13%	115 18%	52 16%	210 22% l	127 20%	152 20%	115 18%	245 21% R	132 16%	69 28%	316 25%
International travel to countries that have limited community transmission (CDC Level 1)	381 19%	208 22% C	174 16%	173 28% EFG	109 21% G	74 16% G	25 6%	154 22% l	145 16%	82 19%	112 18%	57 17%	196 21%	120 19%	146 19%	116 18%	226 20%	146 18%	72 30% t	292 23%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 125

AA10_1 Which of the following destination conditions would you be willing to travel to for essential travel?
 International travel to countries that have limited community transmission (CDC Level 1)

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential business travel	556 27%	327 34% C	228 21%	248 40% FG	186 35% FG	90 19% G	31 8%	273 40% IJ	213 23% J	69 16%	117 19%	81 24% k	334 35% KL	166 26%	224 30%	165 26%	349 30% R	189 23%	130 53% T	450 36%
Essential non-business travel	381 19%	208 22% C	174 16%	173 28% EFG	109 21% G	74 16% G	25 6%	154 22% I	145 16%	82 19%	112 18%	57 17%	196 21%	120 19%	146 19%	116 18%	226 20%	146 18%	72 30%	292 23%
Neither	1095 54%	425 44% B	670 62% B	207 33% EFG	234 44% D	312 65% DE	342 86% DEF	259 38%	559 61% H	277 65% H	403 64% M	194 58% M	412 44%	347 55%	386 51%	362 56%	579 50%	488 59% Q	42 17%	507 41% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA10_2 Which of the following destination conditions would you be willing to travel to for essential travel?
 International travel to countries that have ongoing/widespread community transmission (CDC Level 2 and 3 countries)

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential business travel	350 17%	229 24% C	121 11%	189 30% EFG	111 21% FG	36 7%	14 4%	205 30% IJ	106 12%	39 9%	76 12%	51 15%	210 22% KL	108 17%	146 19%	97 15%	218 19% r	120 15%	104 42% T	302 24%
Essential non-business travel	394 19%	236 25% C	158 15%	181 29% eFG	119 23% FG	60 13%	35 9%	170 25% IJ	170 19%	54 13%	115 18%	52 16%	210 22% I	127 20%	152 20%	115 18%	245 21% R	132 16%	69 28%	316 25%
Neither	1288 63%	495 52%	793 74% B	258 41%	298 56% D	382 80% DE	350 88% DEF	310 45%	641 70% H	336 78% HI	441 70% M	229 69% M	523 56%	398 63%	458 61%	432 67% o	691 60%	571 69% Q	71 29%	631 51% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA10_3 Which of the following destination conditions would you be willing to travel to for essential travel?
 Domestic travel to regions that have limited community transmission

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential business travel	574 28%	319 33% C	254 24%	228 36% FG	194 37% FG	109 23% G	42 11%	271 39% IJ	216 24%	86 20%	126 20%	85 26%	347 37% KL	202 32% P	217 29%	155 24%	362 31% R	200 24%	134 55% T	454 36%
Essential non-business travel	510 25%	272 26% C	238 22%	202 32% EFG	118 22%	103 22%	88 22%	162 24%	241 26%	107 25%	161 25%	90 27%	233 25%	156 25%	187 25%	167 26%	281 24%	211 26%	62 25%	365 29%
Neither	948 47%	369 38%	579 54% B	197 31%	217 41% D	265 56% DE	269 67% DEF	253 37%	460 50% H	235 55% H	345 55% IM	157 47% m	362 38%	275 43%	352 47%	321 50%	511 44%	413 50% q	49 20%	429 34% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 128

AA10_4 Which of the following destination conditions would you be willing to travel to for essential travel?
 Domestic travel to regions that have ongoing/widespread community transmission

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Essential business travel	342 17%	215 22% C	127 12%	178 28% EFG	112 21% FG	31 7%	21 5%	180 26% IJ	122 13%	40 9%	89 14%	51 15%	190 20% K	106 17%	136 18%	100 16%	220 19% R	108 13%	101 41% T	275 22%
Essential non-business travel	441 22%	263 27% C	178 17%	196 31% EFG	129 25% FG	73 15%	42 11%	195 28% IJ	172 19%	74 17%	113 18%	63 19%	244 26% KL	131 21%	186 25% P	124 19%	259 22%	166 20%	82 33%	359 29%
Neither	1249 61%	482 50%	767 72% B	253 40%	286 54% D	372 78% DE	337 84% DE	311 45%	623 68% H	314 73% H	430 68% M	218 66% M	508 54%	396 63%	435 57%	419 65% O	675 59%	549 67% Q	62 25%	614 49% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 129

AA11 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
 Summary Of Likely

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Travel by car for summer vacations instead of flying (e.g., road trips)	1213 60%	579 60%	634 59%	315 50%	352 67% D	312 65% D	235 59% d	405 59%	543 59%	265 62%	357 57%	207 62%	594 63% K	424 67% OP	415 55%	375 58%	739 64% R	461 56%	146 60%	807 65%
Substitute short distance flights with driving	1149 57%	551 57%	598 56%	366 58% G	324 61% G	266 56%	193 48%	421 61% J	530 58% J	198 46%	298 47%	190 57% K	609 65% K	379 60% P	441 58%	329 51%	691 60% R	441 54%	156 64%	835 67%
Substitute vacations with staycations	1098 54%	490 51%	608 57% b	318 51%	322 61% DG	268 56%	190 48%	388 57%	494 54%	216 50%	289 46%	185 56% K	566 60% K	338 53%	439 58% P	321 50%	663 57% R	414 50%	155 64%	730 58%
Substitute business meetings that require flying with virtual meetings or gatherings (e.g., Zoom, Facetime, Teams, Blue Jeans, other)	907 45%	467 49% C	440 41%	345 55% FG	305 58% FG	177 37% G	80 20%	371 54% IJ	386 42% J	151 35%	207 33%	140 42% K	522 55% KL	265 42%	382 51% NP	260 40%	575 50% R	319 39%	181 74% T	693 55%
Substitute winter holiday travel with virtual gatherings (e.g., Zoom, Facetime)	863 42%	432 45%	432 40%	289 46% FG	283 54% DFG	173 36%	118 30%	336 49% IJ	392 43% J	135 32%	231 37%	115 35%	472 50% KL	269 43% p	363 48% P	231 36%	529 46% R	315 38%	156 64% T	626 50%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 130

AA11 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
 Summary Of Unlikely

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Substitute winter holiday travel with virtual gatherings (e.g., Zoom, Facetime)	601 30%	315 33% C	286 27%	213 34% E	138 26%	137 29%	113 28%	208 30%	263 29%	130 30%	192 30%	122 37% M	265 28%	204 32%	210 28%	187 29%	339 28%	245 30%	75 31%	407 33%
Substitute vacations with staycations	495 24%	255 27%	240 22%	177 28% E	111 21%	107 22%	100 25%	174 25%	218 24%	103 24%	163 26%	81 24%	234 25%	188 30% OP	166 22%	141 22%	284 25%	197 24%	55 23%	345 28%
Travel by car for summer vacations instead of flying (e.g., road trips)	419 21%	219 23%	200 19%	175 28% EFG	102 19%	73 15%	69 17%	167 24% J	186 20%	66 15%	108 17%	70 21%	221 23% K	107 17%	204 27% NP	108 17%	239 21%	163 20%	77 32% I	305 24%
Substitute short distance flights with driving	369 18%	188 20%	181 17%	130 21%	87 16%	81 17%	71 18%	136 20%	158 17%	75 17%	121 19%	60 18%	167 18%	109 17%	157 21%	103 16%	202 17%	152 18%	46 19%	250 20%
Substitute business meetings that require flying with virtual meetings or gatherings (e.g., Zoom, Facetime, Teams, Blue Jeans, other)	354 17%	213 22% C	141 13%	147 23% EFG	84 16%	69 14%	54 13%	153 22% J	143 16%	58 14%	127 20% m	65 20%	149 16%	123 19%	131 17%	100 16%	181 16%	156 19%	48 20%	248 20%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 131

AA11_1 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?

Substitute business meetings that require flying with virtual meetings or gatherings (e.g., Zoom, Facetime, Teams, Blue Jeans, other)

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Likely	907 45%	467 49% C	440 41%	345 55% FG	305 58% FG	177 37% G	80 20%	371 54% IJ	386 42% J	151 35%	207 33%	140 42% K	522 55% KL	265 42%	382 51% NP	260 40%	575 50% R	319 39%	181 74% T	693 55%
Unlikely	354 17%	213 22% C	141 13%	147 23% EFG	84 16%	69 14%	54 13%	153 22% IJ	143 16%	58 14%	127 20% m	65 20%	149 16%	123 19%	131 17%	100 16%	181 16%	156 19%	48 20%	248 20%
Not applicable	771 38%	280 29%	491 46% B	136 22%	139 26%	231 48% DE	265 68% DEF	162 24%	389 42% H	219 51% HI	298 47% LM	127 38% M	272 29%	245 39%	242 32%	283 44% O	398 35%	347 42% Q	15 6%	307 25% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 132

AA11_2 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
 Travel by car for summer vacations instead of flying (e.g., road trips)

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Likely	1213 60%	579 60%	634 59%	315 50%	352 67% D	312 65% D	235 59% d	405 59%	543 59%	265 62%	357 57%	207 62%	594 63% K	424 67% OP	415 55%	375 58%	739 64% R	461 56%	146 60%	807 65%
Unlikely	419 21%	219 23%	200 19%	175 28% EFG	102 19%	73 15%	69 17%	167 24% J	186 20%	66 15%	108 17%	70 21%	221 23% K	107 17%	204 27% NP	108 17%	239 21%	163 20%	77 32% t	305 24%
Not applicable	400 20%	162 17%	238 22% B	137 22% E	75 14%	92 19%	95 24% E	114 17%	189 21%	97 23% h	166 26% LM	55 17%	127 14%	102 16%	137 18%	160 25% NO	175 15%	199 24% Q	21 9%	136 11%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 133

AA11_3 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
 Substitute vacations with staycations

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Likely	1098 54%	490 51%	608 57% b	318 51%	322 61% DG	268 56%	190 48%	388 57%	494 54%	216 50%	289 46%	185 56% K	566 60% K	338 53%	439 58% P	321 50%	663 57% R	414 50%	155 64%	730 58%
Unlikely	495 24%	255 27%	240 22%	177 28% E	111 21%	107 22%	100 25%	174 25%	218 24%	103 24%	163 26%	81 24%	234 25%	188 30% OP	166 22%	141 22%	284 25%	197 24%	55 23%	345 28%
Not applicable	439 22%	216 22%	224 21%	132 21%	95 18%	102 21%	110 27% E	124 18%	206 22%	110 26% H	180 28% LM	66 20%	142 15%	106 17%	152 20%	182 28% NO	207 18%	212 26% Q	34 14%	174 14%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 134

AA11_4 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
 Substitute winter holiday travel with virtual gatherings (e.g., Zoom, Facetime)

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Likely	863 42%	432 45%	432 40%	289 46% FG	283 54% DFG	173 36%	118 30%	336 49% iJ	392 43% J	135 32%	231 37%	115 35%	472 50% KL	269 43% p	363 48% P	231 36%	529 46% R	315 38%	156 64% T	626 50%
Unlikely	601 30%	315 33% C	286 27%	213 34% E	138 26%	137 29%	113 28%	208 30%	263 29%	130 30%	192 30%	122 37% M	265 28%	204 32%	210 28%	187 29%	339 29%	245 30%	75 31%	407 33%
Not applicable	568 28%	214 22%	354 33% B	126 20%	107 20%	167 35% DE	168 42% DE	142 21%	263 29% H	163 38% HI	209 33% M	95 29% m	205 22%	159 25%	183 24%	226 35% NO	285 25%	262 32% Q	13 5%	215 17% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 135

AA11_5 As you look out on the remainder of this year, are you likely or unlikely to take the following actions?
 Substitute short distance flights with driving

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Likely	1149 57%	551 57%	598 56%	366 58% G	324 61% G	266 56%	193 48%	421 61% J	530 58% J	198 46%	298 47%	190 57% K	609 65% K	379 60% P	441 58% P	329 51%	691 60% R	441 54%	156 64%	835 67%
Unlikely	369 18%	188 20%	181 17%	130 21%	87 16%	81 17%	71 18%	136 20%	158 17%	75 17%	121 19%	60 18%	167 18%	109 17%	157 21%	103 16%	202 17%	152 18%	46 19%	250 20%
Not applicable	514 25%	221 23%	293 27%	132 21%	117 22%	130 27% d	135 34% DE	130 19%	229 25% H	156 36% HI	214 34% LM	82 25% m	167 18%	145 23%	158 21%	211 33% NO	261 23%	230 28% q	42 17%	163 13%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 136

AA12 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?

Summary Of More Likely

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Cleaning services guarantee hygienic wipe down of seats	1126 55%	500 52%	626 58% B	353 56%	290 55%	271 57%	211 53%	381 56%	531 58%	214 50%	308 49%	202 61% K	560 59% K	379 60% P	419 55%	329 51%	656 57%	452 55%	164 67%	796 64%
Pre-travel testing/screening for passengers/crew to ensure no passenger is traveling with ongoing transmission	1067 53%	497 52%	570 53%	326 52%	299 57%	241 51%	202 51%	374 54%	489 53%	204 48%	281 44%	183 55% K	549 58% K	362 57% P	408 54% P	297 46%	642 56% r	408 50%	161 66%	761 61%
Hand sanitizer packets handed out with snacks	1062 52%	482 50%	580 54%	349 56% g	282 53%	246 51%	185 46%	373 54% j	491 53% j	199 46%	293 46%	183 55% K	526 56% K	349 55% P	410 54% p	303 47%	619 54%	427 52%	149 61%	750 60%
Adjust boarding process to allow 6' social distance and avoid overcrowding	1052 52%	454 47%	597 56% B	316 50%	300 57% d	241 51%	195 49%	358 52% j	506 55% J	188 44%	280 44%	185 56% K	534 57% K	367 58% P	394 52% p	291 45%	625 54%	405 49%	161 66%	745 60%
Mandatory masks on the plane for passengers and crew	1040 51%	455 47%	585 55% B	319 51%	288 55%	236 50%	196 49%	351 51% j	506 55% J	183 43%	278 44%	185 56% K	524 56% K	350 55% P	402 53% p	288 45%	618 54%	409 50%	169 69% T	742 59%
Required temperature tests for passengers and crew	1019 50%	454 47%	565 53% b	307 49%	273 52%	238 50%	201 50%	355 52%	465 51%	198 46%	291 46%	172 52%	506 54% K	347 55% P	388 51% p	284 44%	612 53%	391 48%	155 64%	733 59%
Pre-travel testing/screening for passengers/crew to ensure no passenger is infected or has the antibodies from recovery	1011 50%	439 46%	572 53% B	315 50%	275 52%	232 49%	190 48%	356 52% j	467 51% j	188 44%	270 43%	182 55% K	510 54% K	330 52% P	401 53% P	279 43%	582 50%	415 50%	159 65%	734 59%
Reconfiguring airports for social distancing	993 49%	455 47%	538 50%	305 49%	270 51%	230 48%	188 47%	359 52% j	458 50% J	176 41%	260 41%	178 54% K	495 53% K	347 55% P	382 51% P	263 41%	585 51%	390 47%	149 61%	700 56%
Guarantee of circulating air	920 45%	418 44%	501 47%	288 46%	266 50% F	187 39%	180 45%	323 47% j	431 47% J	165 39%	261 41%	159 48%	458 49% K	324 51% oP	340 45%	256 40%	552 48%	355 43%	154 63% T	668 54%
News and information from the airline on where it is safe to travel to and from	890 44%	414 43%	476 44%	284 45% G	251 48% G	211 44%	143 36%	333 48% j	396 43%	161 38%	253 40%	152 46%	442 47% K	298 47% P	351 46% P	241 37%	521 45%	358 44%	151 62%	615 49%
Contact-less menus / disposable silverware	881 43%	381 40%	500 47% B	281 45%	244 46%	201 42%	154 39%	311 45% j	408 44%	162 38%	255 40%	156 47%	420 45%	298 47% P	358 47% P	225 35%	521 45%	343 42%	132 54%	623 50%
Shared data on where the airplane has been, including the crew	788 39%	368 38%	420 39%	266 42% fG	227 43% fG	166 35%	129 32%	294 43% j	354 39%	140 33%	213 34%	129 39%	406 43% K	262 41% P	317 42% P	208 32%	481 42% r	294 36%	143 59% T	588 47%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 137

AA12 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?

Summary Of Less Likely

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Shared data on where the airplane has been, including the crew	394 19%	239 25% C	155 14%	160 25% eFG	104 20% G	84 18%	46 11%	165 24% J	166 18%	63 15%	109 17%	64 19%	198 21%	120 19%	154 20%	121 19%	240 21%	142 17%	70 29% t	284 23%
Required temperature tests for passengers and crew	376 19%	227 24% C	150 14%	158 25% FG	110 21% FG	65 14%	43 11%	160 23% J	160 17%	56 13%	96 15%	53 16%	211 22% Kl	106 17%	152 20%	119 18%	228 20%	132 16%	67 27%	282 23%
Mandatory masks on the plane for passengers and crew	371 18%	221 23% C	149 14%	147 23% eFG	97 18%	74 16%	53 13%	161 23% J	138 15%	72 17%	110 17%	41 12%	205 22% L	117 19%	131 17%	122 19%	234 20% R	120 15%	56 23%	277 22%
Pre-travel testing/screening for passengers/crew to ensure no passenger is infected or has the antibodies from recovery	356 18%	227 24% C	128 12%	146 23% FG	108 20% FG	59 12%	42 11%	155 23% J	144 16%	57 13%	105 17%	41 12%	195 21% L	111 18%	121 16%	124 19%	228 20% R	112 14%	54 22%	264 21%
News and information from the airline on where it is safe to travel to and from	353 17%	199 21% C	154 14%	151 24% FG	104 20% FG	49 10%	48 12%	136 20% J	162 18%	55 13%	90 14%	54 16%	193 20% K	109 17%	135 18%	109 17%	220 19% R	114 14%	66 27%	276 22%
Guarantee of circulating air	351 17%	199 21% C	152 14%	157 25% EFG	91 17% g	60 13%	42 11%	157 23% J	145 16%	49 11%	97 15%	45 14%	192 20% kl	103 16%	139 18%	109 17%	206 18%	124 15%	59 24%	266 21%
Contact-less menus / disposable silverware	350 17%	220 23% C	130 12%	143 23% FG	101 19% FG	63 13%	43 11%	151 22% J	146 16%	53 12%	105 17%	46 14%	186 20% k	108 17%	125 17%	117 18%	209 18%	126 15%	66 27% t	255 20%
Reconfiguring airports for social distancing	347 17%	206 21% C	141 13%	149 24% EFG	88 17%	63 13%	47 12%	135 20% J	141 15%	70 16%	105 17%	53 16%	173 18%	96 15%	141 19%	110 17%	206 18%	128 16%	66 27% t	260 21%
Adjust boarding process to allow 6' social distance and avoid overcrowding	333 16%	211 22% C	123 11%	142 23% EFG	84 16% g	66 14%	41 10%	137 20% j	136 15%	59 14%	106 17%	52 16%	160 17%	87 14%	131 17%	115 18%	195 17%	126 15%	61 25% t	241 19%
Pre-travel testing/screening for passengers/crew to ensure no passenger is traveling with ongoing transmission	316 16%	177 18% C	140 13%	146 23% EFG	71 14%	58 12%	42 10%	143 21% J	123 13%	51 12%	93 15%	42 13%	164 17%	83 13%	124 16%	110 17%	190 16%	115 14%	57 23%	237 19%
Hand sanitizer packets handed out with snacks	314 15%	190 20% C	124 12%	141 22% FG	96 18% FG	36 8%	40 10%	145 21% J	121 13%	48 11%	89 14%	36 11%	178 19% kl	97 15%	120 16%	97 15%	198 17% R	96 12%	70 29% t	248 20%
Cleaning services guarantee hygienic wipe down of seats	292 14%	162 17% C	129 12%	133 21% eFG	85 16% FG	40 8%	33 8%	137 20% J	116 13%	39 9%	79 13%	40 12%	160 17% k	86 14%	118 16%	87 13%	184 16% t	96 12%	52 21%	223 18%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 138

AA12 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?

Summary Of No Change

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)		18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)	No (R)			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Shared data on where the airplane has been, including the crew	850 42%	353 37%	498 46% B	202 32%	197 37%	227 48% DE	224 56% DE	227 33%	397 43% H	226 53% HI	310 49% M	139 42%	339 36%	251 40%	285 38%	314 49% NO	434 38%	387 47% Q	31 13%	376 30% S
Contact-less menus / disposable silverware	801 39%	359 37%	442 41%	204 32%	183 35%	213 45% DE	201 50% DE	225 33%	363 40% H	213 50% HI	273 43% M	130 39%	337 36%	227 36%	273 36%	301 47% NO	423 37%	353 43% Q	46 19%	370 30% S
News and information from the airline on where it is safe to travel to and from	789 39%	348 36%	442 41%	192 31%	172 33%	217 45% DE	208 52% DE	218 32%	359 39% H	213 50% HI	289 46% IM	125 38%	308 33%	227 36%	269 36%	293 46% NO	414 36%	351 43% Q	26 11%	357 29% S
Guarantee of circulating air	761 37%	343 36%	418 39%	183 29%	171 32%	231 48% DE	177 44% DE	205 30%	341 37% H	215 50% HI	274 43% M	128 39% m	293 31%	205 32%	278 37%	278 43% No	396 34%	344 42% Q	31 13%	315 25% S
Reconfiguring airports for social distancing	693 34%	300 31%	393 37% b	175 28%	170 32%	185 39% D	164 41% De	193 28%	318 35% H	182 42% Hi	267 42% LM	101 30%	274 29%	190 30%	233 31%	270 42% NO	363 31%	305 37% q	29 12%	288 23% S
Pre-travel testing/screening for passengers/crew to ensure no passenger is infected or has the antibodies from recovery	665 33%	294 31%	372 35%	167 27%	145 27%	186 39% DE	167 42% DE	176 26%	306 33% H	183 43% HI	257 41% IM	108 33% m	237 25%	192 30%	234 31%	239 37% no	344 30%	296 36% Q	31 13%	250 20% S
Hand sanitizer packets handed out with snacks	656 32%	289 30%	367 34%	138 22%	150 28% D	195 41% DE	174 43% DE	169 25%	306 33% H	182 42% HI	251 40% M	113 34% M	238 25%	187 30%	226 30%	242 38% NO	336 29%	299 36% Q	24 10%	251 20% S
Pre-travel testing/screening for passengers/crew to ensure no passenger is traveling with ongoing transmission	648 32%	286 30%	362 34%	156 25%	158 30%	179 37% De	156 39% De	169 25%	305 33% H	174 41% Hi	258 41% LM	107 32% m	230 24%	188 30%	224 30%	236 37% nO	322 28%	300 36% Q	26 11%	250 20% S
Adjust boarding process to allow 6' social distance and avoid overcrowding	647 32%	295 31%	352 33%	170 27%	144 27%	170 36% DE	163 41% DE	191 28%	275 30%	181 42% HI	246 39% LM	95 29%	248 26%	178 28%	232 31%	238 37% No	333 29%	293 36% Q	22 9%	262 21% S
Required temperature tests for passengers and crew	637 31%	280 29%	358 33%	162 26%	145 27%	175 37% DE	155 39% DE	171 25%	292 32% H	175 41% HI	245 39% M	106 32% M	225 24%	180 28%	217 29%	241 37% NO	314 27%	299 36% Q	22 9%	233 19% S
Mandatory masks on the plane for passengers and crew	621 31%	284 30%	337 31%	161 26%	143 27%	167 35% DE	150 38% DE	174 25%	274 30% H	173 40% HI	244 39% M	106 32% M	213 23%	165 26%	223 29%	233 36% No	301 26%	294 36% Q	18 8%	230 18% S
Cleaning services guarantee hygienic wipe down of seats	614 30%	298 31%	316 29%	142 23%	152 29% D	165 35% D	155 39% DE	168 24%	270 29% H	176 41% HI	244 39% LM	89 27%	223 24%	168 26%	219 29%	227 35% No	313 27%	275 33% Q	28 11%	229 18% S

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

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 Table 139

AA12_1 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?

Shared data on where the airplane has been, including the crew

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
Wave 13 Total (5/20 - 5/22)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	788 39%	368 38%	420 39%	266 42% fG	227 43% fG	166 35%	129 32%	294 43% J	354 39%	140 33%	213 34%	129 39%	406 43% K	262 41% P	317 42% P	208 32%	481 42% r	294 36%	143 59% T	588 47%
Less likely	394 19%	239 25% C	155 14%	160 25% eFG	104 20% G	84 18%	46 11%	165 24% IJ	166 18%	63 15%	109 17%	64 19%	198 21%	120 19%	154 20%	121 19%	240 21%	142 17%	70 29%	284 23%
No change	850 42%	353 37%	498 46% B	202 32%	197 37%	227 48% DE	224 56% DE	227 33%	397 43% H	226 53% HI	310 49% M	139 42%	339 36%	251 40%	285 38%	314 49% NO	434 38%	387 47% Q	31 13%	376 30% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/f/G - H//J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 140

AA12_2 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
 Pre-travel testing/screening for passengers/crew to ensure no passenger is infected or has the antibodies from recovery

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	1011 50%	439 46%	572 53% B	315 50%	275 52%	232 49%	190 48%	356 52% J	467 51%	188 44%	270 43%	182 55% K	510 54% K	330 52% P	401 53% P	279 43%	582 50%	415 50%	159 65%	734 59%
Less likely	356 18% C	227 24% C	128 12% B	146 23% FG	108 20% FG	59 12%	42 11%	155 23% J	144 16%	57 13%	105 17%	41 12%	195 21% L	111 18%	121 16%	124 19%	228 20% R	112 14%	54 22%	264 21%
No change	665 33%	294 31%	372 35%	167 27%	145 27%	186 39% DE	167 42% DE	176 26%	306 33% H	183 43% HI	257 41% IM	108 33% m	237 25%	192 30%	234 31%	239 37% no	344 30%	296 36% Q	31 13%	250 20% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 141

AA12_3 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
 Pre-travel testing/screening for passengers/crew to ensure no passenger is traveling with ongoing transmission

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	1067 53%	497 52%	570 53%	326 52%	299 57%	241 51%	202 51%	374 54%	489 53%	204 48%	281 44%	183 55% K	549 58% K	362 57% P	408 54% P	297 46%	642 56% r	408 50%	161 66%	761 61%
Less likely	316 16%	177 18% C	140 13%	146 23% EFG	71 14%	58 12%	42 10%	143 21% IJ	123 13%	51 12%	93 15%	42 13%	164 17%	83 13%	124 16%	110 17%	190 16%	115 14%	57 23%	237 19%
No change	648 32%	286 30%	362 34%	156 25%	158 30%	179 37% De	156 39% De	169 25%	305 33% H	174 41% Hi	258 41% LM	107 32% n	230 24%	188 30%	224 30%	236 37% no	322 28%	300 36% Q	26 11%	250 20% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 142

AA12_4 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
 News and information from the airline on where it is safe to travel to and from

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	890 44%	414 43%	476 44%	284 45% G	251 48% G	211 44%	143 36%	333 48% J	396 43%	161 38%	253 40%	152 46%	442 47% K	298 47% P	351 46% P	241 37%	521 45%	358 44%	151 62% T	615 49%
Less likely	353 17%	199 21% C	154 14%	151 24% FG	104 20% FG	49 10%	48 12%	136 20% J	162 18%	55 13%	90 14%	54 16%	193 20% K	109 17%	135 18%	109 17%	220 19% R	114 14%	66 27%	276 22%
No change	789 39%	348 36%	442 41%	192 31%	172 33%	217 45% DE	208 52% DE	218 32%	359 39% H	213 50% HI	289 46% IM	125 38%	308 33%	227 36%	269 36%	293 46% NO	414 36%	351 43% Q	26 11%	357 29% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 143

AA12_5 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
 Reconfiguring airports for social distancing

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
Wave 13 Total (5/20 - 5/22)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	993 49%	455 47%	538 50%	305 49%	270 51%	230 48%	188 47%	359 52%	458 50%	176 41%	260 41%	178 54%	495 53%	347 55%	382 51%	263 41%	585 51%	390 47%	149 61%	700 56%
Less likely	347 17%	206 21%	141 13%	149 24%	88 17%	63 13%	47 12%	135 20%	141 15%	70 16%	105 17%	53 16%	173 18%	96 15%	141 19%	110 17%	206 18%	128 16%	66 27%	260 21%
No change	693 34%	300 31%	393 37%	175 28%	170 32%	185 39%	164 41%	193 28%	318 35%	182 42%	267 42%	101 30%	274 29%	190 30%	233 31%	270 42%	363 31%	305 37%	29 12%	288 23%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 144

AA12_6 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?

Cleaning services guarantee hygienic wipe down of seats

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	1126 55%	500 52%	626 58% B	353 56%	290 55%	271 57%	211 53%	381 56%	531 58%	214 50%	308 49%	202 61% K	560 59% K	379 60% P	419 55%	329 51%	656 57%	452 55%	164 67%	796 64%
Less likely	292 14%	162 17% C	129 12%	133 21% eFG	85 16% FG	40 8%	33 8%	137 20% J	116 13%	39 9%	79 13%	40 12%	160 17% k	86 14%	118 16%	87 13%	184 16%	96 12%	52 21%	223 18%
No change	614 30%	298 31%	316 29%	142 23%	152 29% D	165 35% D	155 39% DE	168 24%	270 29%	176 41% HI	244 39% LM	89 27%	223 24%	168 26%	219 29%	227 35% No	313 27%	275 33% Q	28 11%	229 18% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 145

AA12_7 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?

Hand sanitizer packets handed out with snacks

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	1062 52%	482 50%	580 54%	349 56% g	282 53%	246 51%	185 46%	373 54% j	491 53%	199 46%	293 46%	183 55% K	526 56% K	349 55% P	410 54% p	303 47%	619 54%	427 52%	149 61%	750 60%
Less likely	314 15%	190 20% C	124 12%	141 22% FG	96 18% FG	36 8%	40 10%	145 21% IJ	121 13%	48 11%	89 14%	36 11%	178 19% kL	97 15%	120 16%	97 15%	198 17% R	96 12%	70 29% T	248 20%
No change	656 32%	289 30%	367 34%	138 22%	150 28% D	195 41% DE	174 43% DE	169 25%	306 33% H	182 42% HI	251 40% M	113 34% M	238 25%	187 30%	226 30%	242 38% NO	336 29%	299 36% Q	24 10%	251 20% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 146

AA12_8 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
 Mandatory masks on the plane for passengers and crew

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	1040 51%	455 47%	585 55% B	319 51%	288 55%	236 50%	196 49%	351 51% J	506 55% J	183 43%	278 44%	185 56% K	524 56% K	350 55% P	402 53% P	288 45%	618 54%	409 50%	169 69% T	742 59%
Less likely	371 18%	221 23% C	149 14%	147 23% eFG	97 18%	74 16%	53 13%	161 23% j	138 15%	72 17%	110 17%	41 12%	205 22% L	117 19%	131 17%	122 19%	234 20% R	120 15%	56 23%	277 22%
No change	621 31%	284 30%	337 31%	161 26%	143 27%	167 35% De	150 38% DE	174 25%	274 30%	173 40% HI	244 39% M	106 32% M	213 23%	165 26%	223 29%	233 36% No	301 26%	294 36% Q	18 8%	230 18% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 147

AA12_9 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
 Required temperature tests for passengers and crew

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	1019 50%	454 47%	565 53% b	307 49%	273 52%	238 50%	201 50%	355 52%	465 51%	198 46%	291 46%	172 52%	506 54% K	347 55% P	388 51% p	284 44%	612 53% r	391 48%	155 64%	733 59%
Less likely	376 19%	227 24% C	150 14%	158 25% FG	110 21% FG	65 14%	43 11%	160 23% IJ	160 17%	56 13%	96 15%	53 16%	211 22% KI	106 17%	152 20%	119 18%	228 20%	132 16%	67 27%	282 23%
No change	637 31%	280 29%	358 33%	162 26%	145 27%	175 37% DE	155 39% DE	171 25%	292 32% H	175 41% HI	245 39% M	106 32% M	225 24%	180 28%	217 29%	241 37% NO	314 27%	299 36% Q	22 9%	233 19% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 148

AA12_10 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
 Adjust boarding process to allow 6' social distance and avoid overcrowding

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	1052 52%	454 47%	597 56% B	316 50%	300 57% d	241 51%	195 49%	358 52% j	506 55% J	188 44%	280 44%	185 56% K	534 57% K	367 58% P	394 52% p	291 45%	625 54%	405 49%	161 66%	745 60%
Less likely	333 16%	211 22% C	123 11%	142 23% EFG	84 16% g	66 14%	41 10%	137 20% ij	136 15%	59 14%	106 17%	52 16%	160 17%	87 14%	131 17%	115 18%	195 17%	126 15%	61 25%	241 19%
No change	647 32%	295 31%	352 33%	170 27%	144 27%	170 36% DE	163 41% DE	191 28%	275 30%	181 42% HI	246 39% LM	95 29%	248 26%	178 28%	232 31%	238 37% No	333 29%	293 36% Q	22 9%	262 21% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 149

AA12_11 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
 Guarantee of circulating air

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers (S)	Leisure Travelers (T)		
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Wave 13 Total (5/20 - 5/22)																				
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	920 45%	418 44%	501 47%	288 46%	266 50%	187 39%	180 45%	323 47%	431 47%	165 39%	261 41%	159 48%	458 49%	324 51%	340 45%	256 40%	552 48%	355 43%	154 63%	668 54%
Less likely	351 17%	199 21%	152 14%	157 25%	91 17%	60 13%	42 11%	157 23%	145 16%	49 11%	97 15%	45 14%	192 20%	103 16%	139 18%	109 17%	206 18%	124 15%	59 24%	266 21%
No change	761 37%	343 36%	418 39%	183 29%	171 32%	231 48%	177 44%	205 30%	341 37%	215 50%	274 43%	128 39%	293 31%	205 32%	278 37%	278 43%	396 34%	344 42%	31 13%	315 25%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 150

AA12_12 Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19?
 Contact-less menus / disposable silverware

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More likely	881 43%	381 40%	500 47% B	281 45%	244 46%	201 42%	154 39%	311 45%	408 44%	162 38%	255 40%	156 47%	420 45%	298 47% P	358 47% P	225 35%	521 45%	343 42%	132 54%	623 50%
Less likely	350 17%	220 23% C	130 12%	143 23% FG	101 19% FG	63 13%	43 11%	151 22% J	146 16%	53 12%	105 17%	46 14%	186 20%	108 17%	125 17%	117 18%	209 18%	126 15%	66 27%	255 20%
No change	801 39%	359 37%	442 41%	204 32%	183 35%	213 45% DE	201 50% DE	225 33%	363 40%	213 50% HI	273 43% M	130 39%	337 36%	227 36%	273 36%	301 47% NO	423 37%	353 43% Q	46 19%	370 30% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 151

AA13 How favorable is your opinion of the following companies?
 Summary Of Very/Somewhat Favorable

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
American	1265 62%	621 65%	644 60%	324 52%	351 66% D	312 65% D	278 70% D	463 68% LJ	556 61%	245 57%	367 58%	207 63%	632 67% K	427 67% P	475 63% P	364 57%	784 68% R	458 56%	182 75% t	840 67%
Delta	1258 62%	585 61%	673 63%	331 53%	337 64% D	325 68% D	263 68% D	460 67% LJ	547 60%	250 58%	365 58%	207 62%	625 66% K	420 66% P	481 64% P	356 55%	761 66% R	475 58%	161 66%	832 67%
Southwest	1251 62%	568 59%	684 64%	318 51%	350 66% D	314 66% D	269 67% D	451 66% J	557 61%	243 57%	356 56%	197 59%	639 68% KI	418 66% P	473 63% P	360 56%	756 66% R	481 58%	176 72%	825 66%
United	1204 59%	579 60%	624 58%	305 49%	342 65% D	297 62% D	259 65% D	421 61%	529 58%	253 59%	335 53%	198 60%	606 64% K	413 65% P	453 60% P	338 53%	735 64% R	443 54%	170 70% t	787 63%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA13 How favorable is your opinion of the following companies?
 Summary Of Very/Somewhat Unfavorable

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
United	529 26%	285 30% C	244 23%	214 34% EFG	111 21%	118 25%	86 21%	188 27% J	259 28% J	81 19%	143 23%	89 27%	267 28% k	148 23%	208 28%	172 27%	286 25%	229 28%	68 28%	373 30%
Delta	469 23%	276 29% C	193 18%	179 29% EFG	116 22%	90 19%	83 21%	149 22%	239 26% J	81 19%	125 20%	70 21%	244 26% K	137 22%	177 23%	155 24%	241 21%	211 26% q	70 29%	324 26%
American	453 22%	241 25% C	212 20%	181 29% EFG	96 18%	108 23%	68 17%	144 21%	227 25%	81 19%	114 18%	76 23%	232 25% K	132 21%	174 23%	147 23%	234 20%	205 25% q	49 20%	296 24%
Southwest	434 21%	270 28% C	164 15%	174 28% EFG	103 19%	92 19%	64 16%	135 20%	217 24%	82 19%	116 18%	69 21%	221 23% k	131 21%	178 23%	125 19%	237 21%	176 21%	54 22%	306 25%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA13_1 How favorable is your opinion of the following companies?

Delta

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Favorable (Net)	1258 62%	585 61%	673 63%	331 53%	337 64% D	325 68% D	263 66% D	460 67% IJ	547 60%	250 58%	365 58%	207 62%	625 66% K	420 66% P	481 64% P	356 55%	761 66% R	475 58%	161 66%	832 67%
Very favorable	490 24%	236 25%	254 24%	140 22%	133 25% D	125 26% D	92 23%	215 31% IJ	183 20%	92 21%	135 21%	87 26%	245 26% K	175 28% P	190 25% P	125 19%	312 27% R	171 21%	98 40% T	368 29%
Somewhat favorable	768 38%	349 36%	419 39%	191 30%	204 39% D	200 42% D	172 43% D	244 36%	364 40%	159 37%	230 36%	121 36%	380 40%	245 39%	292 39%	231 36%	449 39%	304 37%	63 26%	465 37% S
Very/Somewhat Unfavorable (Net)	469 23%	276 29% C	193 18%	179 29% EFg	116 22%	90 19%	83 21%	149 22%	239 26% J	81 19%	125 20%	70 21%	244 26% K	137 22%	177 23%	155 24%	241 21%	211 26% q	70 29%	324 26%
Somewhat unfavorable	301 15%	182 19% C	119 11%	116 18% ef	71 13%	59 12%	55 14%	96 14%	152 17%	52 12%	77 12%	47 14%	156 17% k	94 15%	113 15%	94 15%	167 15%	121 15%	43 17%	209 17%
Very unfavorable	168 8%	94 10%	74 7%	63 10%	46 9%	32 7%	27 7%	53 8%	87 10%	28 7%	48 8%	24 7%	88 9%	43 7%	64 8%	61 9%	74 6%	90 11% Q	27 11%	114 9%
N/A - Not familiar with this brand	306 15%	99 10%	206 19% B	117 19% ef	74 14%	62 13%	53 13%	78 11%	131 14%	98 23% HI	142 22% IM	54 16% M	73 8%	76 12%	98 13%	132 21% NO	151 13%	137 17%	13 5%	92 7%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA13_2 How favorable is your opinion of the following companies?
 American

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Favorable (Net)	1265 62%	621 65%	644 60%	324 52%	351 66% D	312 65% D	278 70% D	463 68% IJ	556 61%	245 57%	367 58%	207 63%	632 67% K	427 67% P	475 63% P	364 57%	784 68% R	458 56%	182 75% i	840 67%
Very favorable	419 21%	238 25% C	181 17%	136 22% G	149 28% DFG	84 18%	51 13%	218 32% IJ	125 14%	77 18%	111 18%	55 16%	243 26% KL	161 25% P	164 22% P	94 15%	280 24% R	133 16%	102 42% T	321 26%
Somewhat favorable	846 42%	383 40%	463 43%	188 30%	202 38% D	228 48% DE	228 57% DEI	246 36%	431 47% HJ	169 39%	256 40%	153 46%	390 41%	266 42%	310 41%	270 42%	504 44%	325 39%	80 33%	519 42% S
Very/Somewhat Unfavorable (Net)	453 22%	241 25% C	212 20%	181 29% EG	96 18%	108 23%	68 17%	144 21%	227 25%	81 19%	114 18%	76 23%	232 25% K	132 21%	174 23%	147 23%	234 20%	205 25% q	49 20%	296 24%
Somewhat unfavorable	293 14%	157 16% c	136 13%	112 18% Eg	62 12%	74 16%	45 11%	103 15%	130 14%	59 14%	63 10%	53 16% K	156 17% K	90 14%	100 13%	103 16%	157 14%	129 16%	32 13%	196 16%
Very unfavorable	160 8%	84 9%	76 7%	69 11% EG	34 7%	34 7%	23 6%	41 6%	97 11% HJ	22 5%	51 8%	23 7%	77 8%	42 7%	74 10%	44 7%	77 7%	76 9%	17 7%	100 8%
N/A - Not familiar with this brand	314 15%	98 10%	216 20% B	123 20% Fg	81 15%	58 12%	53 13%	78 11%	134 15%	102 24% HI	151 24% LM	48 14% M	78 8%	74 12%	107 14%	132 21% NO	136 12%	160 19% Q	13 5%	112 9%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA13_3 How favorable is your opinion of the following companies?

United

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Favorable (Net)	1204 59%	579 60%	624 58%	305 49%	342 65% D	297 62% D	259 65% D	421 61%	529 58%	253 59%	335 53%	198 60%	606 64% K	413 65% P	453 60% P	338 53%	735 64% R	443 54%	170 70% I	787 63%
Very favorable	387 19%	206 21% c	181 17%	106 17%	128 24% DG	91 19%	61 15%	178 26% IJ	135 15%	74 17%	98 16%	60 18%	212 23% K	147 23% P	148 20% P	92 14%	252 22% R	122 15%	93 38% T	304 24%
Somewhat favorable	817 40%	373 39%	443 41%	199 32%	214 41% D	205 43% D	198 50% De	243 35%	394 43% H	180 42%	237 37%	138 42%	394 42%	266 42%	305 40%	246 38%	483 42%	321 39%	77 31%	483 39% S
Very/Somewhat Unfavorable (Net)	529 26%	285 30% C	244 23%	214 34% EFG	111 21%	118 25%	86 21%	188 27% J	259 28% J	81 19%	143 23%	89 27%	267 28% k	148 23%	208 28%	172 27%	286 25%	229 28%	68 28%	373 30%
Somewhat unfavorable	307 15%	167 17% c	139 13%	136 22% EFG	60 11%	68 14%	42 11%	109 16% J	152 17% J	46 11%	85 13%	55 17%	148 16%	92 14%	118 16%	97 15%	166 14%	131 16%	37 15%	216 17%
Very unfavorable	222 11%	117 12%	105 10%	78 12%	51 10%	49 10%	44 11%	79 12%	107 12%	36 8%	58 9%	34 10%	119 13%	57 9%	90 12%	75 12%	120 10%	97 12%	31 13%	157 13%
N/A - Not familiar with this brand	300 15%	96 10%	204 19% B	108 17%	74 14%	63 13%	54 14%	77 11%	129 14%	94 22% HI	154 24% LM	44 13% M	69 7%	72 11%	95 13%	133 21% NO	133 12%	151 18% Q	6 3%	89 7% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA13_4 How favorable is your opinion of the following companies?
 Southwest

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Very/Somewhat Favorable (Net)	1251 62%	568 59%	684 64%	318 51%	350 66% D	314 66% D	269 67% D	451 66% J	557 61%	243 57%	356 56%	197 59%	639 68% Kl	418 66% P	473 63% p	360 56%	756 66% R	481 58%	176 72%	825 66%
Very favorable	468 23%	224 23%	244 23%	120 19%	119 23%	141 29% De	88 22%	195 28% J	187 20%	86 20%	140 22%	82 25%	228 24%	184 29% P	182 24% P	102 16%	277 24%	186 23%	86 35% T	339 27%
Somewhat favorable	783 39%	343 36%	440 41% b	198 32%	230 44% D	173 36%	181 45% Df	257 37%	369 40%	157 37%	216 34%	115 35%	411 44% KL	234 37%	291 39%	258 40%	479 42%	295 36%	90 37%	486 39%
Very/Somewhat Unfavorable (Net)	434 21%	270 28% C	164 15%	174 28% EFG	103 19%	92 19%	64 16%	135 20%	217 24%	82 19%	116 18%	69 21%	221 23% k	131 21%	178 23%	125 19%	237 21%	176 21%	54 22%	306 25%
Somewhat unfavorable	276 14%	171 18% C	105 10%	104 17% G	74 14%	60 13%	39 10%	103 15%	128 14%	45 11%	79 13%	50 15%	136 14%	93 15%	104 14%	79 12%	151 13%	114 14%	35 15%	204 16%
Very unfavorable	157 8%	99 10% C	58 5%	71 11% Efg	29 5%	33 7%	25 6%	32 5%	89 10% H	36 8% h	37 6%	19 6%	86 9% k	38 6%	73 10% n	46 7%	87 8%	62 7%	19 8%	102 8%
N/A - Not familiar with this brand	347 17%	123 13%	224 21% B	135 22% EF	76 14%	71 15%	66 16%	100 15%	143 16%	104 24% Hi	159 25% M	65 20% M	82 9%	84 13%	105 14%	158 25% NO	160 14%	166 20% Q	14 6%	117 9%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA14 How has your view of the following companies changed since the coronavirus pandemic?
 Summary Of More Positive

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers (S)	Leisure Travelers (T)		
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
American	495 24%	302 31% C	193 18%	214 34% FG	181 34% FG	67 14% g	33 8%	287 42% IJ	147 16%	61 14%	111 18%	56 17%	304 32% KL	163 26%	198 26% p	134 21%	338 29% R	137 17%	141 58% T	409 33%
Southwest	456 22%	262 27% C	193 18%	203 32% FG	158 30% FG	64 13% g	30 7%	252 37% IJ	150 16%	53 12%	101 16%	54 16%	272 29% KL	147 23%	187 25% p	122 19%	314 27% R	129 16%	138 56% T	386 31%
Delta	447 22%	271 28% C	176 16%	189 30% FG	160 30% FG	65 14%	35 9%	235 34% IJ	162 18% j	51 12%	107 17%	61 18%	251 27% KL	142 23%	183 24% p	122 19%	297 26% R	136 16%	120 49% T	374 30%
United	447 22%	270 28% C	177 16%	199 32% FG	166 31% FG	56 12%	26 7%	250 36% IJ	150 16% j	46 11%	106 17%	60 18%	266 28% KL	161 26% P	172 23% p	113 18%	292 25% R	142 17%	139 57% T	367 29%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA14 How has your view of the following companies changed since the coronavirus pandemic?
 Summary Of More Negative

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Delta	291 14%	167 17% C	123 11%	120 19% eFg	76 14% f	43 9%	51 13%	130 19% IJ	113 12%	48 11%	73 12%	30 9%	182 19% KL	100 16%	113 15%	77 12%	165 14%	120 15%	50 21%	232 19%
United	280 14%	148 15%	131 12%	120 19% EFG	68 13%	43 9%	48 12%	107 16%	118 13%	55 13%	72 11%	35 11%	159 17% KI	88 14%	118 16%	74 11%	169 15%	101 12%	39 16%	219 18%
American	269 13%	154 16% C	115 11%	108 17% EF	60 11%	39 8%	61 15% F	96 14%	124 14%	49 11%	77 12%	43 13%	136 14%	97 15% P	108 14% p	63 10%	143 12%	120 15%	37 15%	210 17%
Southwest	259 13%	148 15% C	111 10%	107 17% eF	66 12% f	37 8%	49 12%	107 16% J	115 13%	37 9%	74 12%	32 10%	144 15% I	92 15%	98 13%	69 11%	145 13%	103 12%	33 14%	199 16%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA14 How has your view of the following companies changed since the coronavirus pandemic?
 Summary Of No Change

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers (S)	Leisure Travelers (T)		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)	(R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Southwest	1317 65%	550 57%	768 72% B	317 50%	304 58% d	376 79% DE	321 80% DE	327 48%	652 71% H	338 79% HI	457 72% M	246 74% M	526 56%	394 62%	471 62%	452 70% NO	694 60%	591 72% Q	73 30%	663 53% S
United	1305 64%	542 56%	764 71% B	309 49%	294 56% d	378 79% DE	325 81% DE	329 48%	649 71% H	327 76% H	454 72% M	237 71% M	518 55%	384 61%	466 62%	456 71% NO	693 60%	590 70% Q	66 27%	662 53% S
Delta	1294 64%	522 54%	773 72% B	319 51%	292 55%	370 77% DE	314 81% DE	322 47%	643 70% H	330 77% HI	452 71% M	241 73% M	510 54%	391 62%	460 61%	443 69% NO	692 60%	567 69% Q	73 30%	643 52% S
American	1268 62%	504 53%	764 71% B	305 49%	287 54%	371 78% DE	305 76% DE	303 44%	646 70% H	319 75% H	444 70% M	233 70% M	502 53%	373 59%	450 59%	446 69% NO	673 58%	565 69% Q	66 27%	629 50% S

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 160

AA14_1 How has your view of the following companies changed since the coronavirus pandemic?
 Delta

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More Positive	447 22%	271 28% C	176 16%	189 30% FG	160 30% FG	65 14%	35 9%	235 34% IJ	162 18% J	51 12%	107 17%	61 18%	251 27% KL	142 23%	183 24% P	122 19%	297 26% R	136 16%	120 49% T	374 30%
More Negative	291 14%	167 17% C	123 11%	120 19% eFg	76 14% f	43 9%	51 13%	130 19% IJ	113 12% J	48 11%	73 12%	30 9%	182 19% KL	100 16%	113 15%	77 12%	165 14%	120 15%	50 21%	232 19%
No Change	1294 64%	522 54%	773 72% B	319 51%	292 55%	370 77% DE	314 79% DE	322 47%	643 70% H	330 77% HI	452 71% M	241 73% M	510 54%	391 62%	460 61%	443 69% NO	692 60%	567 69% Q	73 30%	643 52% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 161

AA14_2 How has your view of the following companies changed since the coronavirus pandemic?
 American

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers (S)	Leisure Travelers (T)		
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)			Yes (Q)	No (R)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More Positive	495 24%	302 31% C	193 18%	214 34% FG	181 34% FG	67 14% g	33 8%	287 42% IJ	147 16%	61 14%	111 18%	56 17%	304 32% KL	163 26%	198 26% p	134 21%	338 29% R	137 17%	141 58% T	409 33%
More Negative	269 13%	154 16% C	115 11%	108 17% EF	60 11%	39 8%	61 15% F	96 14%	124 14%	49 11%	77 12%	43 13%	136 14%	97 15% P	108 14% p	63 10%	143 12%	120 15%	37 15%	210 17%
No Change	1268 62%	504 53%	764 71% B	305 49%	287 54%	371 78% DE	305 78% DE	303 44%	646 70% H	319 75% H	444 70% M	233 70% M	502 53%	373 59%	450 59%	446 69% NO	673 58%	565 69% Q	66 27%	629 50% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

AA14_3 How has your view of the following companies changed since the coronavirus pandemic?

United

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More Positive	447 22%	270 28% C	177 16%	199 32% FG	166 31% FG	56 12%	26 7%	250 36% IJ	150 16% J	46 11%	106 17%	60 18%	266 28% KL	161 26% P	172 23% P	113 18%	292 25% R	142 17%	139 57% T	367 29%
More Negative	280 14%	148 15%	131 12%	120 19% EFG	68 13%	43 9%	48 12%	107 16%	118 13%	55 13%	72 11%	35 11%	159 17% KI	88 14%	118 16%	74 11%	169 15%	101 12%	39 16%	219 18%
No Change	1305 64%	542 56%	764 71% B	309 49%	294 56% d	378 79% DE	325 81% DE	329 48%	649 71% H	327 76% H	454 72% M	237 71% M	518 55%	384 61%	466 62%	456 71% NO	693 60%	580 70% Q	66 27%	662 53% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 163

AA14_4 How has your view of the following companies changed since the coronavirus pandemic?
 Southwest

Base: All Respondents

	Gender		Age				Region			HHI			Political party		Parent		Business Travelers	Leisure Travelers		
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other			Yes	No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			(P)	(Q)
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
More Positive	456 22%	262 27% C	193 18%	203 32% FG	158 30% FG	64 13% g	30 7%	252 37% IJ	150 16%	53 12%	101 16%	54 16%	272 29% KL	147 23%	187 25% P	122 19%	314 27% R	129 16%	138 56% T	386 31%
More Negative	259 13%	148 15% C	111 10%	107 17% eF	66 12% f	37 8%	49 12%	107 16% J	115 13%	37 9%	74 12%	32 10%	144 15% J	92 15%	98 13%	69 11%	145 13%	103 12%	33 14%	199 16%
No Change	1317 65%	550 57% B	768 72% B	317 50% d	304 58% d	376 79% DE	321 80% DE	327 48%	652 71% H	338 79% HI	457 72% M	246 74% M	526 56%	394 62%	471 62%	452 70% NO	694 60%	591 72% Q	73 30%	663 53% S
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 164

AA15 Which airline do you trust the most to fly with during the coronavirus pandemic? Please select one.

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)		18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)	No (R)			
	(A)	Male (B)	Female (C)																	
Unweighted Base	2032	775	1257	847	571	330	284	699	841	492	1092	282	534	616	707	709	1060	909	189	1109
Weighted Base	2032	960	1072	628	528	477	399	686	917	429	632	332	942	633	756	643	1154	823	244	1248
Southwest	446 22%	214 22%	232 22%	118 19%	94 18%	133 28% DE	102 25% de	115 17%	238 26% H	93 22%	137 22%	72 22%	215 23%	155 25%	164 22%	126 20%	239 21%	196 24%	38 16%	276 22% s
American	440 22%	231 24% c	209 20%	163 26% FG	153 29% FG	85 18% G	39 10%	201 29% IJ	173 19%	66 15%	110 17%	56 17%	263 28% KL	137 22%	187 25% P	116 18%	300 26% R	130 16%	91 37% T	321 26%
Delta	440 22%	188 20%	252 24%	138 22%	101 19%	101 21%	100 25%	138 20%	214 23%	89 21%	128 20%	87 26% k	209 22%	151 24%	150 20%	139 22%	232 20%	201 24%	50 21%	301 24%
United	324 16%	187 19% C	137 13%	119 19% G	83 16%	73 15%	48 12%	137 20% I	124 14%	63 15%	87 14%	47 14%	172 18% k	107 17%	118 16%	98 15%	198 17%	118 14%	49 20%	223 18%
Other	381 19%	141 15%	241 22% B	89 14%	97 18%	85 18% DEF	110 28% DEF	96 14%	168 18% h	117 27% HI	171 27% M	69 21% M	83 9%	82 13%	136 18% n	164 25% NO	185 16%	178 22% Q	15 6%	127 10%
Sigma	2032 100%	960 100%	1072 100%	628 100%	528 100%	477 100%	399 100%	686 100%	917 100%	429 100%	632 100%	332 100%	942 100%	633 100%	756 100%	643 100%	1154 100%	823 100%	244 100%	1248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 165

Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Base: Applicable Response

	Fly on a plane (A)	Go to a gym class (B)	Take a cruise (C)	Go out to dinner (D)	Visit a casino (E)	Stay in a hotel (F)	Go to the office (G)	Go to a sporting event (H)	Go to the movies (I)	Host/attend a large social gathering (J)	Take public transportation (e.g., subway, buses, trains) (K)	Greet people with a handshake (L)
Unweighted Base	1560	1363	1366	1896	1428	1742	1283	1510	1720	1701	1477	1846
Weighted Base	1666	1394	1451	1916	1476	1814	1302	1573	1749	1739	1502	1879
Up To 6 Months (Net)	792 48% C	823 59% ACEHKL	575 40% ABCEFHijkl	1409 74% ABCEFHijkl	751 51% aC	1064 59% ACEHKL	1034 79% ABCDEFHijkl	836 53% AC	1003 57% ACEHKL	993 57% ACEHL	815 54% ACe	992 53% AC
Up To 3 Months (Sub-Net)	522 31% c	621 45% ACEFHijkl	404 28% ABCEFHijkl	1066 56% ABCEFHijkl	518 35% AC	734 40% ACEH	867 67% ABCDEFHijkl	587 37% AC	688 39% ACE	659 38% AC	563 37% AC	746 40% ACE
Immediately/1-30 Days (Sub-Sub-Net)	291 17% c	337 24% ACEHJ	223 15% ABCEFHijkl	643 34% ABCEFHijkl	298 20% aC	411 23% ACJ	641 49% ABCDEFHijkl	337 21% AC	391 22% ACj	345 20% aC	339 23% ACj	446 24% ACEJ
Immediately	132 8% c	148 11% ACj	92 6% ABCEFHijkl	291 15% ABCEFHijkl	137 9% C	191 11% ACj	362 28% ABCDEFHijkl	152 10% aC	171 10% AC	150 9% C	152 10% AC	207 11% ACJ
1-30 days	159 10% c	189 14% ACe	131 9% ABCEFHijkl	352 18% ABCEFHijkl	162 11% AC	220 12% ABCDEFHijkl	279 21% ABCDEFHijkl	185 12% aC	220 13% AC	195 11% AC	187 12% AC	240 13% AC
2-3 months	231 14% c	284 20% ACEHiKL	180 12% ACEFGHijkl	423 22% ACEFGHijkl	220 15% ACek	323 18% AC	226 17% AC	250 16% C	297 17% AC	314 18% ACek	224 15% AC	299 16% C
4-6 months	270 16% Cgl	201 14% BCGL	171 12% BCGL	344 18% BCGL	233 16% Cgl	330 18% BCGL	166 13% Cgl	249 16% BCGL	314 18% aBCeGHL	333 19% CGL	252 17% CGL	247 13% C
7-11 months	234 14% BcdGKL	136 10% G	160 11% G	223 12% G	199 13% BGL	270 15% BCDGiKL	101 8% BGL	201 13% BGL	211 12% bGj	239 14% BcGKL	167 11% G	185 10% G
A year or longer	483 29% BDFGHijkl	225 16% DG	403 28% BDFGHijkl	224 12% G	403 27% BDFGHijkl	401 22% BDGL	101 8% BDGL	373 24% BDGL	421 24% BDGjKL	369 21% BDGL	320 21% BDGL	328 17% DG
Never again	157 9% DFGI	210 15% ADEFHGHIJ	313 22% ABDEFGHIJK	60 3% G	123 8% DFGi	80 4% D	67 5% D	163 10% DeFGIj	114 7% DF	138 8% DFG	200 13% ADEFHGHIJ	373 20% ABDEFGHIJK
1 Day To 3 Months (Net)	390 23% c	474 34% ACEFHijkl	311 21% ABCEFHijkl	775 40% ABCEFHijkl	381 26% C	542 30% ACE	506 39% ABCDEFHijkl	435 28% AC	517 30% ACE	509 29% ACe	411 27% AC	539 29% AC
Sigma	1666 100%	1394 100%	1451 100%	1916 100%	1476 100%	1814 100%	1302 100%	1573 100%	1749 100%	1739 100%	1502 100%	1879 100%

Proportions/Mean: All Columns Tested (5%, 10% risk level)
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 166

Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Summary Of Immediately/1-30 Days

Base: Applicable Response (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Go to the office	641 49%	346 49%	295 50%	253 48%	214 53%	126 51%	47 39%	278 52%	253 45%	110 53%	171 52%	96 50%	345 48%	213 54% O	214 43%	214 52% o	393 50%	229 48%	113 49%	447 47%
Go out to dinner	643 34%	344 38% C	299 30%	235 40% FG	188 37% G	141 31%	79 21%	250 38%	248 29%	145 37% I	214 38% L	92 28%	308 33%	263 43% OP	180 25%	200 34% O	396 36%	235 31%	98 40%	399 33%
Go to a gym class	337 24%	207 29% C	130 19%	164 32% FG	109 27% FG	48 16%	18 10%	169 31%	110 18%	58 23%	93 27%	48 20%	181 24%	110 25%	116 21%	111 28%	198 24%	129 24%	70 30%	252 24%
Greet people with a handshake	446 24%	273 30% C	174 18%	183 32% FG	137 28% fg	87 20% G	39 11%	216 34% IJ	153 18%	77 20%	156 28% L	58 18%	211 23%	157 26% o	140 20%	150 26% o	275 25%	157 21%	76 31% t	287 24%
Stay in a hotel	411 23%	243 28% C	168 18%	171 30% FG	136 28% FG	74 17% g	29 9%	176 28% IJ	164 20%	71 20%	120 24% L	48 15%	225 25% L	154 27% O	119 17%	138 25% O	251 24%	149 21%	74 31% t	289 24%
Take public transportation (e.g., subway, busses, trains)	339 23%	230 29% C	110 15%	146 28% FG	123 29% FG	51 15%	19 8%	178 31% IJ	117 18%	45 17%	105 26%	53 21%	163 21%	109 24%	122 20%	109 25%	217 24%	111 20%	75 33% T	247 23%
Go to the movies	391 22%	244 29% C	147 16%	170 29% FG	133 28% FG	69 17% G	19 6%	194 31% IJ	137 17%	60 18%	118 25% L	49 16%	212 24% L	154 29% OP	129 19%	108 20%	251 25% r	130 19%	86 36% T	281 24%
Go to a sporting event	337 21%	222 27% C	115 15%	161 30% FG	120 27% FG	43 12%	13 6%	167 29% IJ	115 16%	55 18%	85 20%	43 16%	199 24% L	141 27% Op	106 18%	90 20%	219 23% r	105 18%	80 34% T	252 23%
Visit a casino	298 20%	194 25% C	104 15%	126 26% FG	115 28% FG	34 10%	23 9%	146 27% IJ	104 16%	48 17%	101 24% m	43 18%	142 19%	107 22%	100 17%	91 22%	190 21%	95 18%	67 30% T	217 21%
Host/attend a large social gathering	345 20%	199 24% C	146 16%	156 28% FG	111 23% FG	48 12%	30 10%	162 27% IJ	122 15%	62 18%	116 24% Lm	49 16%	164 19%	128 22% o	107 16%	111 22% o	211 21%	123 18%	63 27% T	248 21%
Fly on a plane	291 17%	198 24% C	93 11%	139 26% FG	92 21% FG	54 14% G	6 2%	133 22% T	111 14%	47 16%	66 16%	34 11%	175 20% L	105 20%	102 16%	83 17%	183 19%	99 15%	68 28% T	238 20%
Take a cruise	223 15%	152 20% C	72 10%	117 23% FG	79 20% FG	25 9% G	2 1%	138 26% IJ	55 9%	30 11%	51 15% I	23 9%	139 18% L	76 16%	79 14%	68 16%	146 17%	70 13%	67 30% T	183 17%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

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 Table 167

Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Summary Of Up To 3 Months

Base: Applicable Response (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Go to the office	867 67%	480 67%	387 66%	344 66%	292 72%	155 62%	76 62%	374 70%	353 63%	140 68%	221 67%	132 69%	482 67%	290 73% O	300 61%	277 67%	554 71% R	292 61%	173 75% T	631 66%
Go out to dinner	1066 96%	553 61% C	513 51%	379 65% FG	303 60% FG	207 46%	177 48%	412 63% J	443 51%	211 53%	337 60%	177 54%	509 55%	395 64% OP	341 47%	330 57% O	641 57%	407 54%	156 64%	681 56%
Go to a gym class	621 45%	378 53% C	244 36%	297 58% FG	214 53% FG	76 26%	34 18%	300 56% J	232 38%	89 36%	146 42%	96 41%	355 47%	222 50% O	224 40%	175 44%	403 49% R	199 37%	149 64%	489 47%
Stay in a hotel	734 40%	433 49% C	301 32%	291 51% FG	245 50% FG	135 32% G	63 19%	317 50% J	288 35%	128 35%	204 41%	107 34%	400 44% L	283 49% OP	238 34%	213 39%	465 44% R	251 35%	144 60% T	543 45%
Greet people with a handshake	746 40%	448 49% C	298 31%	304 53% eFG	229 46% FG	143 33% G	70 19%	340 53% J	275 32%	131 34%	239 43% L	101 32%	369 41% L	250 41%	262 38%	234 41%	465 43% R	259 35%	142 58% T	504 42%
Go to the movies	688 39%	402 47% C	287 32%	296 51% FG	223 47% FG	101 25%	68 23%	320 51% J	259 33%	110 32%	206 43% L	100 33%	360 41% I	250 46% Op	232 35%	206 38%	414 40%	259 38%	140 59% T	491 42%
Host/attend a large social gathering	659 38%	385 46% C	274 31%	293 52% EFG	201 42% FG	103 25%	62 21%	284 47% J	249 31%	127 36%	202 42% I	107 34%	320 37%	243 42% O	217 33%	199 39%	396 39%	242 36%	120 51% T	468 40%
Take public transportation (e.g., subway, busses, trains)	563 37%	365 46% C	198 28%	250 48% FG	203 48% FG	74 22%	36 15%	291 51% J	197 30%	75 28%	170 41% L	76 31%	291 38%	179 39%	213 35%	171 39%	369 41% R	179 32%	132 58% T	431 41%
Go to a sporting event	587 37%	374 46% C	213 28%	289 53% EFG	187 42% FG	77 22%	34 14%	281 49% J	224 32%	82 27%	152 36% I	79 29%	337 41% L	213 41% o	205 34%	169 37%	377 40% r	194 33%	136 59% T	454 42%
Visit a casino	518 35%	323 42% C	195 27%	214 44% FG	182 44% FG	77 23%	45 18%	241 45% J	194 30%	84 29%	154 37% L	83 36%	261 35% L	195 40% O	174 30%	149 35%	332 37% R	168 31%	117 52% T	404 39%
Fly on a plane	522 31%	334 41% C	188 22%	227 42% FG	176 41% FG	89 23% G	30 10%	260 43% J	192 25%	70 24%	121 29%	69 23%	310 36% KL	187 36% o	189 29%	146 30%	346 35% R	164 25%	135 56% T	453 38%
Take a cruise	404 28%	290 39% C	114 16%	198 40% FG	153 38% FG	31 11%	22 9%	236 44% J	130 20%	38 14%	85 24% L	39 15%	267 34% KL	154 33% O	129 23%	122 29%	283 32% R	111 21%	135 59% T	349 33%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 168

Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Summary Of 1 Day To 3 Months

Base: Applicable Response (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Go out to dinner	775 40%	391 43%	384 38%	276 47% F	216 43% F	138 30%	145 39%	307 47% J	332 38%	136 34%	234 41%	139 42%	367 40%	272 44% O	271 38%	232 40%	467 42%	298 39%	112 46%	507 42%
Go to the office	506 39%	278 39%	227 38%	211 40%	167 41% f	77 31%	50 41%	226 42%	198 35%	82 39%	115 35%	72 37%	301 42% k	161 41%	182 37%	163 40%	329 42%	165 35%	118 51% T	398 42%
Go to a gym class	474 34%	282 40% C	192 28%	223 44% FG	169 42% FG	54 18%	28 15%	228 42% J	184 30%	61 25%	99 29%	75 32%	282 38% K	179 40% Op	171 31%	124 31%	318 38%	145 27%	119 52% T	388 38%
Stay in a hotel	542 30%	323 37% C	220 23%	218 38% FG	174 35% FG	99 23%	52 16%	237 37% J	225 27%	81 22%	140 28%	89 29%	296 33%	223 39% OP	185 27%	134 24%	354 33% R	179 25%	108 45% T	426 36%
Go to the movies	517 30%	295 35% C	222 25%	219 38% FG	162 34% FG	79 19%	59 20%	245 39% J	195 25%	77 23%	146 31%	77 25%	280 32%	185 34% O	179 27%	153 28%	314 31%	196 29%	103 43% T	381 33%
Host/attend a large social gathering	509 29%	296 35% C	213 24%	218 39% eFG	153 32% FG	83 20%	55 18%	217 36% J	197 25%	95 27%	150 31%	83 27%	252 29%	186 32% o	170 26%	153 30%	305 30%	192 29%	91 39% t	368 32%
Greet people with a handshake	539 29%	317 34% C	222 23%	226 39% FG	174 35% FG	97 22% G	42 12%	254 40% J	200 23%	85 22%	142 26%	79 25%	288 32% KI	178 29%	202 29%	158 27%	339 31% r	189 25%	118 49% T	393 33%
Go to a sporting event	435 28%	275 34% C	160 21%	211 39% EFG	131 30% FG	64 18%	29 12%	204 36% J	179 26% J	52 17%	102 24%	61 22%	256 32% KL	155 30%	156 26%	124 27%	285 30% r	144 25%	100 43% T	349 32%
Take public transportation (e.g., subway, busses, trains)	411 27%	264 33% C	147 21%	197 38% FG	144 34% FG	46 14%	25 11%	217 38% J	145 22%	49 19%	104 25%	54 22%	231 30% I	131 29%	166 27%	115 26%	268 30%	136 24%	109 47% T	338 32%
Visit a casino	381 26%	237 31% C	144 20%	158 33% FG	119 29% fg	66 20%	38 15%	179 33% J	143 22%	59 20%	104 25%	63 27%	199 27% O	148 31% O	128 22%	105 25%	246 27%	125 23%	80 36%	305 29%
Fly on a plane	390 23%	245 30% C	145 17%	168 31% FG	130 30% FG	65 17% g	27 9%	205 34% J	139 18%	47 16%	81 19%	53 18%	236 27% KL	138 26%	152 23%	99 20%	277 28% R	107 17%	108 45% T	359 30%
Take a cruise	311 21%	224 30% C	88 12%	154 31% FG	117 29% FG	21 7%	20 8%	182 34% J	109 17% J	20 7%	58 17%	29 11%	214 28% KL	123 26% O	99 18%	89 21%	227 26% R	81 15%	108 48% T	284 27%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 169

Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Summary Of Up To 6 Months

Base: Applicable Response (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Go to the office	1034 79%	570 80%	464 79%	426 82% FG	345 84% FG	178 71%	85 69%	462 87% IJ	415 74%	157 76%	255 77%	154 80%	589 82%	324 82%	379 77%	331 81%	639 81%	371 78%	201 86% I	769 81%
Go out to dinner	1409 74%	701 77% C	709 71%	463 79% FG	399 79% FG	294 65%	254 69%	514 79% IJ	622 72%	273 69%	419 74%	237 72%	696 75%	490 80% O	465 65%	455 78% O	832 75%	551 73%	199 82%	917 76%
Go to a gym class	823 59%	470 66% C	353 51%	375 73% FG	275 68% FG	120 41% g	52 28%	398 74% IJ	306 50%	119 48%	198 57%	129 55%	466 62%	282 63%	314 57%	227 57%	520 63% R	284 53%	181 78%	656 64%
Stay in a hotel	1064 59%	608 69% C	456 49%	394 69% FG	332 68% FG	203 48%	135 41%	421 66% IJ	460 56%	183 51%	281 56%	175 56%	571 63% k	373 65% O	364 53%	327 59% o	652 61% R	387 54%	186 78% T	779 65%
Go to the movies	1003 57%	547 64% C	456 51%	410 71% FG	312 66% FG	169 42%	112 38%	423 68% IJ	405 51%	174 51%	283 60% L	154 50%	534 61% L	348 64% OP	355 53%	300 56%	591 58%	390 57%	178 74% T	706 60%
Host/attend a large social gathering	993 57%	553 65% C	439 49%	408 73% EFG	295 62% FG	174 43%	117 39%	418 70% IJ	388 49%	187 53%	271 57%	173 55%	503 58%	361 63% O	339 52%	293 57%	602 59%	369 55%	178 75% T	697 60%
Take public transportation (e.g., subway, busses, trains)	815 54%	511 65% C	304 43%	352 68% FG	280 67% FG	122 37% g	61 26%	409 71% IJ	293 44%	113 42%	225 54% I	113 45%	441 57% L	262 57%	331 54%	222 51%	532 59% R	266 47%	184 80% T	636 60%
Go to a sporting event	836 53%	525 64% C	311 41%	373 69% EFG	266 60% FG	133 38% g	64 27%	382 67% IJ	326 46%	128 42%	219 52%	125 46%	466 57% L	295 57% O	289 48%	253 56% o	519 55%	297 50%	170 74% T	633 58%
Greet people with a handshake	992 53%	561 61% C	431 45%	391 68% FG	310 62% FG	190 43% G	101 28%	442 69% IJ	379 44%	171 45%	302 54% I	145 46%	498 55% L	338 56%	350 50%	305 53%	595 55%	368 49%	179 73% T	676 57%
Visit a casino	751 51%	463 61% C	288 40%	295 61% FG	248 60% FG	125 38%	82 33%	324 61% IJ	295 45%	132 46%	203 49%	127 54%	391 52%	279 58% OP	270 47%	201 48%	489 54% R	239 45%	157 70% T	581 56%
Fly on a plane	792 48%	473 58% C	318 37%	341 63% EFG	236 54% FG	132 34%	83 28%	362 59% IJ	312 41%	117 40%	184 44%	121 41%	460 53% KL	278 53% op	297 45%	217 45%	503 51% R	272 42%	178 74% T	670 56%
Take a cruise	575 40%	401 54% C	174 25%	276 55% FG	209 52% FG	61 21% g	29 11%	317 59% IJ	189 29%	69 26%	119 34% I	66 25%	373 48% KL	197 42%	225 41%	154 36%	393 45% R	172 32%	172 76% T	499 47%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 170

Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Summary Of Year Or Longer

Base: Applicable Response (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Fly on a plane	483 29%	172 21%	311 37% B	91 17%	108 25% D	142 37% DE	141 47% DE	135 22%	246 32% H	102 27% H	125 30%	98 33%	231 26%	130 25%	210 32% n	143 29%	267 27%	209 32%	27 11%	296 25% S
Take a cruise	403 28%	134 18%	269 38% B	108 22%	99 25%	109 37% DE	87 34% De	107 20%	206 32% H	90 34% H	115 33% M	91 35% M	183 24%	130 28%	162 29%	111 26%	215 25%	176 33% Q	27 12%	253 24% S
Visit a casino	403 27%	153 20%	250 35% B	73 15%	105 25% D	118 36% DE	107 43% DE	107 20%	213 33% H	83 29% H	105 25%	67 29%	202 27%	115 24%	172 30%	116 28%	242 27%	157 29%	39 17%	261 25% S
Go to the movies	421 24%	156 18%	265 29% B	77 13%	89 19% d	145 36% DE	110 38% DE	92 15%	224 28% H	104 31% H	107 22%	87 29%	192 22%	103 19%	188 28% N	131 24%	244 24%	170 25%	29 12%	256 22% S
Go to a sporting event	373 24%	147 18%	226 30% B	85 16%	104 24% D	100 28% D	84 35% DE	89 16%	187 27% H	97 32% H	98 23%	79 29%	177 22%	135 26%	143 24%	95 21%	224 24%	138 24%	36 15%	230 21% s
Stay in a hotel	401 22%	131 15%	270 29% B	73 13%	87 18% d	134 32% DE	106 33% DE	111 17%	184 23% h	106 29% Hi	114 23%	75 24%	183 20%	98 17%	183 27% N	119 22%	236 22%	161 23%	24 10%	210 18% S
Take public transportation (e.g., subway, busses, trains)	320 21%	129 16%	190 27% B	77 15%	69 16%	88 27% DE	86 37% DE	68 12%	187 28% H	65 24% H	81 20%	66 26%	154 20%	81 18%	124 20%	115 26% N	180 20%	134 24%	10 4%	195 18% S
Host/attend a large social gathering	369 21%	127 15%	242 27% B	62 11%	73 15% d	126 31% DE	109 36% DE	71 12%	203 26% H	96 27% H	102 21%	73 24%	174 20%	111 19%	140 21%	118 23%	225 22%	139 21%	22 9%	210 18% S
Greet people with a handshake	328 17%	136 15%	192 20% B	65 11%	75 15%	98 22% De	91 25% DE	63 10%	195 23% H	70 18% H	105 19%	66 21%	138 15%	100 17%	121 17%	107 19%	191 18%	135 18%	16 7%	175 15% S
Go to a gym class	225 16%	90 13%	135 20% B	60 12%	57 14%	61 21% D	46 25% DE	61 11%	109 18% H	55 22% H	67 19% m	38 16%	105 14%	62 14%	87 16%	76 19%	128 15%	89 17%	12 5%	147 14% S
Go out to dinner	224 12%	90 10%	133 13% B	52 9%	36 7%	77 17% DE	58 16% DE	47 7%	103 12% H	74 19% Hi	63 11%	41 13%	95 10%	49 8%	115 16% NP	60 10%	129 12%	91 12%	10 4%	104 9% S
Go to the office	101 8%	51 7%	50 8%	38 7%	23 6%	25 10%	15 12%	30 6%	55 10% h	16 8%	32 10%	13 7%	54 7%	23 6%	52 11% n	26 6%	58 7%	39 8%	11 5%	66 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

Q33B_1 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
 Fly on a plane

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	1560	651	909	683	436	247	194	578	666	316	746	241	496	482	587	491	842	675	185	1062
Weighted Base	1666	816	850	543	434	388	300	610	764	292	420	294	872	525	654	487	984	645	240	1203
Up To 6 Months (Net)	792 48%	473 58% C	318 37%	341 63% EFG	236 54% FG	132 34%	83 28%	362 59% IJ	312 41%	117 40%	184 44%	121 41%	460 53% KL	278 53% op	297 45%	217 45%	503 51% R	272 42%	178 74% T	670 56%
Up To 3 Months (Sub-Net)	522 31%	334 41% C	188 22%	227 42% FG	176 41% FG	89 23%	30 10%	260 43% IJ	192 25%	70 24%	121 29%	69 23%	310 36% KL	187 36% o	189 29%	146 30%	346 35% R	164 25%	135 56% T	453 38%
Immediately/1-30 Days (Sub-Sub-Net)	291 17%	198 24% C	93 11%	139 26% FG	92 21% FG	54 14% G	6 2%	133 22% I	111 14%	47 16%	66 16%	34 11%	175 20% L	105 20%	102 16%	83 17%	183 19%	99 15%	68 28% T	238 20%
Immediately	132 8%	88 11% C	44 5%	59 11% FG	46 11% G	24 6% G	3 1%	55 9%	53 7%	24 8%	39 9%	16 6%	74 8%	49 9%	37 6%	46 10% o	69 7%	57 9%	27 11%	94 8%
1-30 days	159 10%	110 13% C	49 6%	80 15% FG	46 11% G	30 8% G	3 1%	78 13% I	58 8%	23 8%	27 6%	17 6%	101 12% KL	57 11%	65 10%	37 8%	114 12% R	42 6%	41 17% t	145 12%
2-3 months	231 14%	136 17% C	95 11%	88 16% FG	84 19% FG	35 9%	24 8%	127 21% IJ	81 11%	23 8%	54 13%	35 12%	135 15%	82 16%	87 13%	62 13%	163 17% R	65 10%	67 28% T	215 18%
4-6 months	270 16%	140 17%	130 15%	113 21% EF	60 14%	43 11%	53 18%	102 17%	121 16%	47 16%	63 15%	52 18%	150 17%	91 17%	108 16%	71 15%	157 16%	108 17%	43 18%	217 18%
7-11 months	234 14%	102 13%	132 15%	91 17%	62 14%	49 13%	32 11%	77 13% hJ	132 17% hJ	25 9%	51 12%	41 14%	132 15%	79 15%	76 12%	79 16%	125 13%	105 16%	28 11%	192 16%
A year or longer	483 29%	172 21% B	311 37% B	91 17%	108 25% D	142 37% DE	141 47% DE	135 22%	246 32% H	102 35% H	125 30%	98 33%	231 26%	130 25%	210 32% n	143 29%	267 27%	209 32%	27 11%	296 25% S
Never again	157 9%	68 8% C	89 11%	20 4%	28 6%	65 17% DE	44 15% DE	36 6%	74 10% h	48 16% Hi	60 14% M	34 11% M	49 6%	38 7%	71 11%	48 10%	89 9%	60 9%	8 3%	45 4%
1 Day To 3 Months (Net)	390 23%	245 30% C	145 17%	168 31% FG	130 30% FG	65 17% g	27 9%	205 34% IJ	139 18%	47 16%	81 19%	53 18%	236 27% KL	138 26%	152 23%	99 20%	277 28% R	107 17%	108 45% T	359 30%
Sigma	1666 100%	816 100%	850 100%	543 100%	434 100%	388 100%	300 100%	610 100%	764 100%	292 100%	420 100%	294 100%	872 100%	525 100%	654 100%	487 100%	984 100%	645 100%	240 100%	1203 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 172

**Q33B_2 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
 Go to a gym class**

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	1363	588	775	647	404	187	125	529	562	272	659	198	443	420	508	435	741	581	180	913
Weighted Base	1394	708	686	513	404	293	185*	538	607	249	346	236	749	445	554	395	828	532	231	1030
Up To 6 Months (Net)	823 59%	470 66% C	353 51%	375 73% FG	275 68% FG	120 41% g	52 28%	398 74% IJ	306 50%	119 48%	198 57%	129 55%	466 62%	282 63%	314 57%	227 57%	520 63% R	284 53%	181 78% T	656 64%
Up To 3 Months (Sub-Net)	621 45%	378 53% C	244 36%	297 58% FG	214 53% FG	76 26%	34 18%	300 56% IJ	232 38%	89 36%	146 42%	96 41%	355 47%	222 50% O	224 40%	175 44%	403 49% R	199 37%	149 64% T	489 47%
Immediately/1-30 Days (Sub-Sub-Net)	337 24%	207 29% C	130 19%	164 32% FG	108 27% FG	48 16%	18 10%	169 31%	110 18%	58 23%	93 27%	48 20%	181 24%	110 25%	116 21%	111 28% o	198 24%	129 24%	70 30%	252 24%
Immediately	148 11%	96 14% C	52 8%	74 14% FG	46 11% G	22 8%	6 3%	72 13%	48 8%	28 11%	47 14%	21 9%	74 10%	43 10%	53 10%	51 13%	85 10%	54 10%	30 13%	101 10%
1-30 days	189 14%	111 16% c	78 11%	90 18% FG	62 15% fg	26 9%	12 6%	97 18% I	62 10%	30 12%	46 13%	27 11%	108 14%	67 15%	63 11%	60 15%	113 14%	74 14%	40 17%	151 15%
2-3 months	284 20%	171 24% C	113 17%	133 26% FG	107 26% FG	28 10%	16 9%	131 24% J	122 20% J	31 13%	53 15%	48 20%	174 23% K	112 25% P	108 20%	64 16%	205 25% R	71 13%	79 34% T	237 23%
4-6 months	201 14%	92 13%	110 16%	78 15%	61 15%	45 15%	18 10%	98 18% I	74 12%	29 12%	52 15%	33 14%	111 15%	60 13%	90 16%	52 13%	117 14%	84 16%	32 14%	167 16%
7-11 months	136 10%	62 9%	74 11%	55 11%	35 9%	24 8%	22 12%	43 8%	74 12% h	18 7%	37 11%	25 11%	69 9%	36 8%	59 11%	42 11%	88 11%	46 9%	30 13%	107 10%
A year or longer	225 16%	90 13%	135 20% B	60 12%	57 14%	61 21% D	46 25% DE	61 11%	109 18% H	55 22% H	67 19% m	38 16%	105 14%	62 14%	87 16%	76 19%	128 15%	89 17%	12 5%	147 14% S
Never again	210 15%	87 12% B	124 18% B	22 4%	36 9% D	88 30% DE	65 35% DE	35 6%	119 20% H	57 23% H	44 13%	43 18%	109 15%	66 15%	94 17%	50 13%	93 11%	114 21% Q	9 4%	120 12% S
1 Day To 3 Months (Net)	474 34%	282 40% C	192 28%	223 44% FG	169 42% FG	54 18%	28 15%	228 42% IJ	184 30%	61 25%	99 29%	75 32%	282 38% K	179 40% Op	171 31%	124 31%	318 38% R	145 27%	119 52% T	388 38%
Sigma	1394 100%	708 100%	686 100%	513 100%	404 100%	293 100%	185 100%	538 100%	607 100%	249 100%	346 100%	236 100%	749 100%	445 100%	554 100%	395 100%	828 100%	532 100%	231 100%	1030 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 173

Q33B_3 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Take a cruise

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	1366	594	772	621	396	193	156	511	573	282	648	214	448	440	496	430	755	572	178	931
Weighted Base	1451	745	706	499	403	295	254*	538	647	266	350	262	776	471	553	426	877	541	227	1056
Up To 6 Months (Net)	575 40%	401 54% C	174 25%	276 55% FG	209 52% FG	61 21% g	29 11%	317 59% IJ	189 29%	69 26%	119 34% I	66 25%	373 48% KL	197 42%	225 41%	154 36%	393 45% R	172 32%	172 76% T	499 47%
Up To 3 Months (Sub-Net)	404 28%	290 39% C	114 16%	198 40% FG	153 38% FG	31 11%	22 9%	236 44% IJ	130 20%	38 14%	85 24% L	39 15%	267 34% KL	154 33% O	129 23%	122 29%	283 32% R	111 21%	135 59% T	349 33%
Immediately/1-30 Days (Sub-Sub-Net)	223 15%	152 20% C	72 10%	117 23% FG	79 20% FG	25 9% G	2 1%	138 26% IJ	55 9%	30 11%	51 15% L	23 9%	139 18% L	76 16%	79 14%	68 16%	146 17%	70 13%	67 30% T	183 17%
Immediately	92 6%	66 9% C	26 4%	44 9% FG	37 9% FG	10 3%	2 1%	53 10% I	21 3%	18 7%	27 8%	10 4%	53 7% KL	31 6%	30 5%	32 8%	56 6%	30 6%	27 12% T	65 6%
1-30 days	131 9%	86 11% C	45 6%	73 15% FG	43 11% FG	15 5% G	-	85 16% IJ	34 5%	12 5%	25 7%	13 5%	86 11% KL	46 10%	49 9%	36 8%	90 10%	40 7%	40 18% T	118 11%
2-3 months	180 12%	138 19% C	42 6%	81 16% FG	74 18% FG	6 2%	20 8% F	98 18% IJ	75 12% J	8 3%	34 10%	16 6%	128 17% KL	77 16% O	50 9%	53 13%	138 16% R	41 8%	68 30% T	166 16%
4-6 months	171 12%	111 15% C	60 9%	79 16% G	55 14% G	30 10% G	7 3%	81 15% I	59 9%	31 12%	33 10%	27 10%	106 14% NP	44 9%	96 17% NP	32 8%	110 12%	60 11%	37 16% T	149 14%
7-11 months	160 11%	76 10%	83 12%	62 12%	41 10%	29 10%	27 11%	55 10%	80 12%	25 9%	40 11%	27 10%	83 11% KL	64 14%	56 10%	40 9%	97 11%	60 11%	21 9% T	130 12%
A year or longer	403 28%	134 18% B	269 38% B	108 22%	99 25%	109 37% DE	87 34% De	107 20%	206 32% H	90 34% H	115 33% M	91 35% M	183 24% KM	130 28%	162 29%	111 26%	215 25% Q	176 33% Q	27 12% T	253 24% S
Never again	313 22%	133 18% B	180 25% B	53 11%	55 14%	95 32% DE	110 43% DE	59 11%	172 27% H	82 31% H	76 22% H	78 30% km	138 18%	80 17%	111 20%	122 29% NO	172 20%	133 25%	7 3% T	174 17% S
1 Day To 3 Months (Net)	311 21%	224 30% C	88 12%	154 31% FG	117 29% FG	21 7%	20 8%	182 34% IJ	109 17% J	20 7%	58 17%	29 11%	214 28% KL	123 26% O	99 18%	89 21%	227 26% R	81 15%	108 48% T	284 27%
Sigma	1451 100%	745 100%	706 100%	499 100%	403 100%	295 100%	254 100%	538 100%	647 100%	266 100%	350 100%	262 100%	776 100%	471 100%	553 100%	426 100%	877 100%	541 100%	227 100%	1056 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 174

**Q33B_4 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
 Go out to dinner**

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	1896	731	1165	778	539	314	265	658	789	449	995	277	525	590	670	636	1019	826	185	1069
Weighted Base	1916	912	1004	586	507	452	370	652	866	398	566	327	924	612	720	584	1116	758	242	1208
Up To 6 Months (Net)	1409 74%	701 77% C	709 71%	463 79% FG	399 79% FG	294 65%	254 69%	514 79% IJ	622 72%	273 69%	419 74%	237 72%	696 75%	490 80% O	465 65%	455 78% O	832 75%	551 73%	199 82% t	917 76%
Up To 3 Months (Sub-Net)	1066 56%	553 61% C	513 51%	379 65% FG	303 60% FG	207 46%	177 48%	412 63% IJ	443 51%	211 53%	337 60%	177 54%	509 55%	395 64% OP	341 47%	330 57% O	641 57%	407 54%	156 64% t	681 56%
Immediately/1-30 Days (Sub-Sub-Net)	643 34%	344 38% C	299 30%	235 40% FG	188 37% G	141 31% g	79 21%	250 38%	248 29%	145 37% I	214 38% L	92 28%	308 33%	263 43% OP	180 25%	200 34% O	396 36%	235 31%	98 40% t	399 33%
Immediately	291 15%	161 18% C	130 13%	103 18% G	86 17% G	69 15% g	33 9%	105 16%	112 13%	75 19% I	103 18% L	38 12%	141 15%	123 20% O	70 10%	98 17% O	173 16%	109 14%	44 18%	174 14%
1-30 days	352 18%	183 20%	169 17%	131 22% FG	102 20% g	73 16%	46 12%	145 22%	136 16%	71 18%	111 20%	54 16%	167 18%	140 23% O	109 15%	102 18%	223 20%	127 17%	53 22%	226 19%
2-3 months	423 22%	209 23%	214 21%	145 25% F	114 23% F	65 14%	98 27% F	162 25% J	196 23% J	65 16%	123 22%	85 26%	201 22%	131 21%	161 22%	130 22%	244 22%	172 23%	58 24%	281 23%
4-6 months	344 18%	148 16%	195 19%	84 14%	96 19% d	87 19%	77 21% d	102 16%	178 21% h	63 16%	82 14%	60 18%	188 20% K	96 16%	124 17%	124 21% n	191 17%	144 19%	43 18%	236 20%
7-11 months	223 12%	99 11%	124 12%	65 11%	60 12%	52 12%	46 12%	84 13% j	106 12%	32 8%	64 11%	38 11%	113 12%	57 9%	115 16% NP	50 9%	131 12%	89 12%	33 14%	156 13%
A year or longer	224 12%	90 10%	133 13%	52 9%	36 7%	77 17% DE	58 16% DE	47 7%	103 12% H	74 19% HI	63 11%	41 13%	95 10%	49 8%	115 16% NP	60 10%	129 12%	91 12%	10 4%	104 9% S
Never again	60 3%	23 3%	38 4%	7 1%	12 2%	30 7% DE	12 3%	7 1%	35 4% H	18 4% H	20 4%	11 4%	20 2%	15 3%	25 4%	20 3%	25 2%	27 4%	1 *	31 3% s
1 Day To 3 Months (Net)	775 40%	391 43%	384 38%	276 47% F	216 43% F	138 30%	145 39%	307 47% IJ	332 38%	136 34%	234 41%	139 42%	367 40%	272 44% o	271 38%	232 40%	467 42%	298 39%	112 46%	507 42%
Sigma	1916 100%	912 100%	1004 100%	586 100%	507 100%	452 100%	370 100%	652 100%	866 100%	398 100%	566 100%	327 100%	924 100%	612 100%	720 100%	584 100%	1116 100%	758 100%	242 100%	1208 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 175

Q33B_5 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Visit a casino

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	1428	619	809	602	427	229	170	520	589	319	725	204	434	451	519	458	810	577	174	908
Weighted Base	1476	760	716	482	416	329	250*	535	653	288	417	234	751	483	574	420	905	535	224	1039
Up To 6 Months (Net)	751 51%	463 61% C	288 40%	295 61% FG	248 60% FG	125 38%	82 33%	324 61% IJ	295 45%	132 46%	203 49%	127 54%	391 52%	279 58% OP	270 47%	201 48%	489 54% R	239 45%	157 70% T	581 56%
Up To 3 Months (Sub-Net)	518 35%	323 42% C	195 27%	214 44% FG	182 44% FG	77 23%	45 18%	241 45% IJ	194 30%	84 29%	154 37%	83 36%	261 35%	195 40% O	174 30%	149 35%	332 37%	168 31%	117 52% T	404 39%
Immediately/1-30 Days (Sub-Sub-Net)	298 20%	194 25% C	104 15%	126 26% FG	115 28% FG	34 10%	23 9%	146 27% IJ	104 16%	48 17%	101 24% m	43 18%	142 19%	107 22%	100 17%	91 22%	190 21%	95 18%	67 30% T	217 21%
Immediately	137 9%	85 11% C	51 7%	56 12% FG	63 15% FG	12 4%	6 2%	62 12%	50 8%	25 9%	50 12%	21 9%	62 8%	47 10%	46 8%	44 10%	85 9%	44 8%	37 17% T	99 10%
1-30 days	162 11%	108 14% C	53 7%	71 15% FG	52 12% FG	22 7%	17 7%	85 16% IJ	54 8%	23 8%	51 12%	23 10%	80 11%	61 13%	54 9%	47 11%	105 12%	51 10%	30 13%	119 11%
2-3 months	220 15%	129 17%	91 13%	87 18% G	68 16% g	43 13%	21 9%	95 18%	90 14%	35 12%	53 13%	40 17%	119 16%	87 18%	74 13%	58 14%	141 16%	73 14%	50 22%	187 18%
4-6 months	233 16%	140 18% C	93 13%	81 17%	66 16%	48 15%	38 15%	84 16%	101 16%	48 17%	49 12%	44 19% K	130 17% k	85 18%	96 17%	52 12%	158 17%	71 13%	40 18%	177 17%
7-11 months	199 13%	104 14%	95 13%	80 17% E	43 10%	46 14%	29 12%	73 14%	84 13%	42 15%	50 12%	28 12%	117 16%	62 13%	78 14%	59 14%	111 12%	85 16%	21 9%	136 13%
A year or longer	403 27%	153 20%	250 35% B	73 15%	105 25% D	118 36% DE	107 43% DE	107 20%	213 33% H	83 29% H	105 25%	67 29%	202 27%	115 24%	172 30%	116 28%	242 27%	157 29%	39 17%	261 25% S
Never again	123 8%	40 5%	83 12% B	33 7%	19 5%	40 12% dE	31 12% E	31 6%	61 9% h	32 11% h	59 14% LM	11 5%	41 5%	27 6%	53 9%	43 10% n	63 7%	54 10%	7 3%	61 6%
1 Day To 3 Months (Net)	381 26%	237 31% C	144 20%	158 33% FG	119 29% FG	66 20%	38 15%	179 33% IJ	143 22%	59 20%	104 25%	63 27%	199 27%	148 31% O	128 22%	105 25%	246 27%	125 23%	80 36%	305 29%
Sigma	1476 100%	760 100%	716 100%	482 100%	416 100%	329 100%	250 100%	535 100%	653 100%	288 100%	417 100%	234 100%	751 100%	483 100%	574 100%	420 100%	905 100%	535 100%	224 100%	1039 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

Q33B_6 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
Stay in a hotel

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	1742	694	1048	741	503	285	213	618	724	400	876	262	515	539	621	582	940	755	185	1050
Weighted Base	1814	880	934	570	492	426	326	634	818	363	501	311	912	574	690	550	1063	714	240	1196
Up To 6 Months (Net)	1064 59%	608 69% C	456 49%	394 69% FG	332 68% FG	203 48%	135 41%	421 66% IJ	460 56%	183 51%	281 56%	175 56%	571 63% k	373 65% O	364 53%	327 59% o	652 61% R	387 54%	186 78% T	779 65%
Up To 3 Months (Sub-Net)	734 40%	433 49% C	301 32%	291 51% FG	245 50% FG	135 32% G	63 19%	317 50% IJ	288 35%	128 35%	204 41%	107 34%	400 44% L	283 49% OP	238 34%	213 39%	465 44% R	251 35%	144 60% T	543 45%
Immediately/1-30 Days (Sub-Sub-Net)	411 23%	243 28% C	168 18%	171 30% FG	136 28% FG	74 17% g	29 9%	176 28% IJ	164 20%	71 20%	120 24% L	48 15%	225 25% L	154 27% O	119 17%	138 25% O	251 24%	149 21%	74 31% t	289 24%
Immediately	191 11%	110 12% C	82 9%	72 13% G	71 14% FG	36 9%	12 4%	80 13% I	64 8%	47 13%	64 13% L	18 6%	103 11% L	60 10%	53 8%	79 14% O	111 10%	71 10%	36 15% T	117 10%
1-30 days	220 12%	133 15% C	86 9%	99 17% FG	65 13% G	38 9%	18 5%	95 15% J	100 12% J	24 7%	56 11%	30 10%	122 13% L	95 16% OP	67 10%	59 11%	140 13%	78 11%	38 16% T	172 14%
2-3 months	323 18%	190 22% C	133 14%	119 21% FG	108 22% FG	61 14%	34 10%	142 22% IJ	124 15%	57 16%	84 17%	59 19%	175 19%	129 22% P	119 17%	75 14%	214 20% R	102 14%	70 29% T	253 21%
4-6 months	330 18%	176 20%	155 17%	104 18%	87 18%	68 16%	72 22%	104 16%	172 21%	55 15%	77 15%	68 22% k	172 19%	91 16%	126 18%	114 21%	186 18%	137 19%	42 17% T	236 20%
7-11 months	270 15%	109 12%	161 17% B	88 15%	60 12%	54 13%	67 21% Ei	83 13%	136 17%	51 14%	72 14%	51 16%	131 14%	84 15%	105 15%	81 15%	138 13%	129 18% Q	26 11% T	171 14%
A year or longer	401 22%	131 15%	270 29% B	73 13%	87 18% d	134 32% DE	106 33% DE	111 17%	184 23% h	106 29% Hi	114 23%	75 24%	183 20%	98 17%	183 27% N	119 22%	236 22%	161 23%	24 10% T	210 18% S
Never again	80 4%	31 4%	48 5%	15 3%	13 3%	35 8% DE	18 5%	19 3%	38 5%	23 6% i	34 7% IM	10 3%	26 3%	18 3%	39 6%	23 4%	36 3%	36 5%	3 1% T	36 3%
1 Day To 3 Months (Net)	542 30%	323 37% C	220 23%	218 38% FG	174 35% FG	99 23%	52 16%	237 37% IJ	225 27%	81 22%	140 28%	89 29%	296 33% L	223 39% OP	185 27%	134 24%	354 33% R	179 25%	108 45% T	426 36%
Sigma	1814 100%	880 100%	934 100%	570 100%	492 100%	426 100%	326 100%	634 100%	818 100%	363 100%	501 100%	311 100%	912 100%	574 100%	690 100%	550 100%	1063 100%	714 100%	240 100%	1196 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 177

**Q33B_7 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
 Go to the office**

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	1283	589	694	658	395	163	67	515	521	247	609	182	431	389	458	436	696	541	181	867
Weighted Base	1302	711	591	522	408	250*	122*	532	563	207	330	193	720	396	495	410	785	478	233	950
Up To 6 Months (Net)	1034 79%	570 80%	464 79%	426 82% Fg	345 84% FG	178 71%	85 69%	462 82% IJ	415 74%	157 76%	255 77%	154 80%	589 82%	324 82%	379 77%	331 81%	639 81%	371 78%	201 86% t	769 81%
Up To 3 Months (Sub-Net)	867 67%	480 67%	387 66%	344 66%	292 72%	155 62%	76 62%	374 70% i	353 63%	140 68%	221 67%	132 69%	482 67%	290 73% O	300 61%	277 67%	554 71% R	292 61%	173 75% T	631 66%
Immediately/1-30 Days (Sub-Sub-Net)	641 49%	346 49%	295 50%	253 48%	214 53%	126 51%	47 39%	278 52% i	253 45%	110 53%	171 52%	96 50%	345 48%	213 54% O	214 43%	214 52% o	393 50%	229 48%	113 49%	447 47%
Immediately	362 28%	202 28%	160 27%	133 25%	125 31%	78 31%	25 21%	148 28%	155 27%	59 28%	106 32% m	60 31%	182 25%	129 33% O	118 24%	114 28%	225 29%	127 27%	55 24%	233 25%
1-30 days	279 21%	144 20%	135 23%	120 23%	89 22%	48 19%	22 18%	130 24% i	98 17%	51 25%	65 20%	36 18%	163 23%	84 21%	96 19%	100 24%	169 21%	102 21%	58 25%	213 22%
2-3 months	226 17%	134 19%	92 16%	90 17%	78 19%	29 12%	29 23%	96 18%	100 18%	31 15%	50 15%	36 19%	137 19%	77 19%	86 17%	63 15%	161 20% R	63 13%	60 26% t	185 19%
4-6 months	166 13%	90 13%	77 13%	83 16% f	52 13%	23 9%	9 7%	88 16% j	62 11%	17 8%	34 10%	22 11%	107 15%	33 8%	79 16% N	54 13%	85 11%	78 16% Q	28 12%	138 15%
7-11 months	101 8%	62 9%	39 7%	49 9% g	28 7%	21 8%	2 2%	29 5%	56 10% H	15 7%	22 7%	11 6%	58 8%	25 6%	40 8%	36 9%	58 7%	40 8%	17 7%	77 8%
A year or longer	101 8%	51 7%	50 8%	38 7%	23 6%	25 10%	15 12%	30 6%	55 10% h	16 8%	32 10%	13 7%	54 7%	23 6%	52 11% n	26 6%	58 7%	39 8%	11 5%	66 7%
Never again	67 5%	28 4%	38 6%	9 2%	12 3%	26 10% DE	21 17% DE	11 2%	37 7% H	18 9% H	21 6% M	15 8% M	19 3%	25 6%	24 5%	18 4%	30 4%	28 6%	3 1%	38 4% s
1 Day To 3 Months (Net)	506 39%	278 39%	227 38%	211 40%	167 41% f	77 31%	50 41%	226 42% i	198 35%	82 39%	115 35%	72 37%	301 42% k	161 41%	182 37%	163 40%	329 42% r	165 35%	118 51% T	398 42%
Sigma	1302 100%	711 100%	591 100%	522 100%	408 100%	250 100%	122 100%	532 100%	563 100%	207 100%	330 100%	193 100%	720 100%	396 100%	495 100%	410 100%	785 100%	478 100%	233 100%	950 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 178

Q33B_8 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Go to a sporting event

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
	Unweighted Base	1510	657	853	686	441	237	146	555	628	327	733	236	474	484	553	473			827
Weighted Base	1573	821	752	544	440	350	239*	570	702	301	418	275	813	517	604	452	943	588	231	1094
Up To 6 Months (Net)	836 53%	525 64% C	311 41%	373 69% EFG	266 60% FG	133 38% g	64 27%	382 67% IJ	326 46%	128 42%	219 52%	125 46%	466 57% L	295 57% O	289 48%	253 56% o	519 55%	297 50%	170 74% T	633 58%
Up To 3 Months (Sub-Net)	587 37%	374 46% C	213 28%	289 53% EFG	187 42% FG	77 22%	34 14%	281 49% IJ	224 32%	82 27%	152 36% I	79 29%	337 41% L	213 41% o	205 34%	169 37%	377 40% r	194 33%	136 59% T	454 42%
Immediately/1-30 Days (Sub-Sub-Net)	337 21%	222 27% C	115 15%	161 30% FG	120 27% FG	43 12%	13 6%	167 29% IJ	115 16%	55 18%	85 20%	43 16%	199 24% L	141 27% Op	106 18%	90 20%	219 23% r	105 18%	80 34% T	252 23%
Immediately	152 10%	99 12% C	53 7%	78 14% FG	56 13% FG	14 4%	4 2%	77 13%	45 6%	30 10%	50 12%	18 7%	81 10%	58 11%	49 8%	45 10%	91 10%	50 8%	36 16% T	106 10%
1-30 days	185 12%	123 15% C	62 8%	82 15% FG	65 15% FG	30 8%	9 4%	90 16% IJ	70 10%	25 8%	36 9%	25 9%	118 14% K	84 16% OP	57 9%	45 10%	128 14% r	55 9%	43 19% t	147 13%
2-3 months	250 16%	152 19% C	98 13%	129 24% EFG	67 15%	34 10%	20 9%	114 20% J	109 16% J	27 9%	66 16%	36 13%	139 17%	72 14%	99 16%	79 18%	158 17%	89 15%	57 25% t	202 18%
4-6 months	249 16%	151 18% C	98 13%	84 15%	79 18%	56 16%	30 13%	101 18%	102 15%	46 15%	67 16%	46 17%	128 16%	82 16%	84 14%	84 19%	142 15%	103 17%	34 15%	179 16%
7-11 months	201 13%	86 10%	116 15% B	70 13%	53 12%	45 13%	34 14%	65 11%	96 14%	41 14%	57 14%	38 14%	98 12%	45 9%	96 16% N	61 13% n	124 13%	74 13%	25 11%	145 13%
A year or longer	373 24%	147 18%	226 30% B	85 16%	104 24% D	100 28% D	84 35% DE	89 16%	187 27% H	97 32% H	98 23%	79 29%	177 22%	135 26%	143 24%	95 21%	224 24%	138 24%	36 15%	230 21% s
Never again	163 10%	64 8%	99 13% B	16 3%	17 4%	73 21% DE	57 24% DE	34 6%	93 13% H	35 12% H	44 10%	33 12%	72 9%	42 8%	77 13% n	43 10%	77 8%	79 13% Q	*	86 8% S
1 Day To 3 Months (Net)	435 28%	275 34% C	160 21%	211 39% EFG	131 30% FG	64 18%	29 12%	204 36% IJ	179 26% J	52 17%	102 24%	61 22%	256 32% KL	155 30%	156 26%	124 27%	285 30% r	144 25%	100 43% T	349 32%
Sigma	1573 100%	821 100%	752 100%	544 100%	440 100%	350 100%	239 100%	570 100%	702 100%	301 100%	418 100%	275 100%	813 100%	517 100%	604 100%	452 100%	943 100%	588 100%	231 100%	1094 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 179

Q33B_9 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Go to the movies

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	1720	695	1025	760	485	278	197	626	715	379	873	260	499	517	620	583	928	742	184	1030
Weighted Base	1749	848	901	577	474	406	292	622	788	339	475	306	876	539	672	537	1025	681	240	1169
Up To 6 Months (Net)	1003 57%	547 64% C	456 51%	410 71% FG	312 66% FG	169 42%	112 38%	423 68% IJ	405 51%	174 51%	283 60% L	154 50%	534 61% L	348 64% OP	355 53%	300 56%	591 58%	390 57%	178 74% T	706 60%
Up To 3 Months (Sub-Net)	688 39%	402 47% C	287 32%	296 51% FG	223 47% FG	101 25%	68 23%	320 51% IJ	259 33%	110 32%	206 43% L	100 33%	360 41% I	250 46% Op	232 35%	206 38%	414 40%	259 38%	140 59% T	491 42%
Immediately/1-30 Days (Sub-Sub-Net)	391 22%	244 29% C	147 16%	170 29% FG	133 28% FG	69 17% G	19 6%	194 31% IJ	137 17%	60 18%	118 25% L	49 16%	212 24% L	154 29% OP	129 19%	108 20%	251 25% r	130 19%	86 36% T	281 24%
Immediately	171 10%	106 13% C	65 7%	78 13% FG	61 13% FG	23 6%	10 3%	75 12% i	64 8%	33 10%	60 13% lm	23 8%	80 9%	65 12% o	52 8%	54 10%	100 10%	63 9%	37 16% T	110 9%
1-30 days	220 13%	138 16% C	82 9%	92 16% G	72 15% G	47 12% G	9 3%	119 19% IJ	73 9%	28 8%	57 12% L	26 8%	132 15% L	90 17% oP	77 11%	54 10%	151 15% R	67 10%	49 20% t	171 15%
2-3 months	297 17%	157 19%	140 16%	126 22% F	89 19% F	32 8%	49 17% F	126 20% i	122 15%	49 15%	88 19%	51 17%	148 17% L	96 18%	103 15%	98 18%	163 16%	129 19%	54 22% T	209 18%
4-6 months	314 18%	145 17%	169 19%	114 20%	89 19%	68 17%	44 15%	103 17%	146 19%	65 19%	77 16%	54 18%	174 20% L	98 18%	123 18%	94 17%	177 17%	130 19%	37 16% T	215 18%
7-11 months	211 12%	100 12%	111 12%	78 13% I	58 12%	34 8%	40 14%	85 14%	93 12%	33 10%	48 10%	33 11%	120 14% L	48 9%	85 13%	77 14% n	140 14% r	64 9%	29 12% T	152 13%
A year or longer	421 24%	156 18% B	265 29% B	77 13% C	89 19% d	145 36% DE	110 38% DE	92 15% H	224 28% H	104 31% H	107 22% M	87 29%	192 22% M	103 19%	188 28% N	131 24% n	244 24% r	170 25%	29 12% T	256 22% S
Never again	114 7%	46 5% C	69 8%	13 2% C	14 3% C	58 14% DE	29 10% DE	21 3% I	66 8% H	27 8% H	37 8% M	32 10% M	31 3% M	40 7% O	44 7% O	30 6% O	50 5% Q	57 8% Q	4 2% T	54 5% s
1 Day To 3 Months (Net)	517 30%	295 35% C	222 25%	219 38% FG	162 34% FG	79 19%	59 20%	245 39% IJ	195 25%	77 23%	146 31%	77 25%	280 32% L	185 34% O	179 27%	153 28%	314 31%	196 29%	103 43% T	381 33%
Sigma	1749 100%	848 100%	901 100%	577 100%	474 100%	406 100%	292 100%	622 100%	788 100%	339 100%	475 100%	306 100%	876 100%	539 100%	672 100%	537 100%	1025 100%	681 100%	240 100%	1169 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 180

Q33B_10 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Host/attend a large social gathering

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	1701	681	1020	731	494	271	205	604	708	389	856	264	493	543	605	553	915	737	185	1022
Weighted Base	1739	845	894	560	473	407	300	598	791	351	477	312	861	576	654	510	1025	673	236	1162
Up To 6 Months (Net)	993 57%	553 65% C	439 49%	408 73% EFG	295 62% FG	174 43%	117 39%	418 70% IJ	388 49%	187 53%	271 57%	173 55%	503 58%	361 63% O	339 52%	293 57%	602 59%	369 55%	178 75% T	697 60%
Up To 3 Months (Sub-Net)	659 38%	385 46% C	274 31%	293 52% EFG	201 42% FG	103 25%	62 21%	284 47% IJ	249 31%	127 36%	202 42%	107 34%	320 37%	243 42% O	217 33%	199 39%	396 39%	242 36%	120 51% T	468 40%
Immediately/1-30 Days (Sub-Sub-Net)	345 20%	199 24% C	146 16%	156 28% FG	111 23% FG	48 12%	30 10%	162 27% IJ	122 15%	62 18%	116 24% Lm	49 16%	164 19%	128 22% o	107 16%	111 22% o	211 21%	123 18%	63 27%	248 21%
Immediately	150 9%	89 11% c	61 7%	75 13% FG	48 10% FG	20 5%	7 2%	67 11% I	51 6%	32 9%	52 11%	24 8%	68 8%	57 10%	47 7%	46 9%	92 9%	50 7%	30 13% t	99 9%
1-30 days	195 11%	110 13%	85 10%	82 15% FG	63 13% F	27 7%	23 8%	95 16% IJ	71 9%	29 8%	64 13% I	26 8%	96 11%	71 12%	59 9%	65 13%	120 12%	73 11%	33 14%	149 13%
2-3 months	314 18%	186 22% C	128 14%	136 24% eFG	90 19% G	56 14%	32 11%	122 20%	127 16%	65 19%	86 18%	57 18%	156 18%	115 20%	111 17%	88 17%	185 18%	119 18%	57 24% t	220 19%
4-6 months	333 19%	169 20%	165 18%	115 21%	94 20%	70 17%	54 18%	135 22%	139 18%	60 17%	69 14%	66 21% k	184 21% K	118 21%	121 19%	94 18%	205 20%	127 19%	57 24%	229 20%
7-11 months	239 14%	101 12%	138 15%	72 13%	76 16%	49 12%	42 14%	86 14%	115 14%	38 11%	70 15%	36 12%	126 15%	58 10%	111 17% N	70 14%	143 14%	90 13%	29 12%	177 15%
A year or longer	369 21%	127 15%	242 27% B	62 11%	73 15% d	126 31% DE	109 36% DE	71 12%	203 26% H	96 27% H	102 21%	73 24%	174 20%	111 19%	140 21%	118 23%	225 22%	139 21%	22 9%	210 18% S
Never again	138 8%	64 8%	75 8%	18 3%	29 6% d	59 14% DE	33 11% D	23 4%	85 11% H	30 8% H	34 7%	30 10%	58 7%	46 8%	64 10% p	28 6%	56 5%	75 11% Q	7 3%	78 7% s
1 Day To 3 Months (Net)	509 29%	296 35% C	213 24%	218 39% eFG	153 32% FG	83 20%	55 18%	217 36% IJ	197 25%	95 27%	150 31%	83 27%	252 29%	186 32% o	170 26%	153 30%	305 30%	192 29%	91 39% t	368 32%
Sigma	1739 100%	845 100%	894 100%	560 100%	473 100%	407 100%	300 100%	598 100%	791 100%	351 100%	477 100%	312 100%	861 100%	576 100%	654 100%	510 100%	1025 100%	673 100%	236 100%	1162 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 181

Q33B_11 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Take public transportation (e.g., subway, busses, trains)

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	1477	641	836	678	425	222	152	579	611	287	746	211	449	426	569	482	799	636	179	943
Weighted Base	1502	791	711	517	419	330	235*	575	661	266	413	249	769	458	607	437	905	563	229	1063
Up To 6 Months (Net)	815 54%	511 65% C	304 43%	352 68% FG	280 67% FG	122 37% g	61 26%	409 71% IJ	293 44%	113 42%	225 54% I	113 45%	441 57% L	262 57%	331 54%	222 51%	532 59% R	266 47%	184 80% T	636 60%
Up To 3 Months (Sub-Net)	563 37%	365 46% C	198 28%	250 48% FG	203 48% FG	74 22%	36 15%	291 51% IJ	197 30%	75 28%	170 41% L	76 31%	291 38%	179 39%	213 35%	171 39%	369 41% R	179 32%	132 58% T	431 41%
Immediately/1-30 Days (Sub-Sub-Net)	339 23%	230 29% C	110 15%	146 28% FG	123 29% FG	51 15%	19 8%	178 31% IJ	117 18%	45 17%	105 26% LM	53 21%	163 21%	109 24%	122 20%	109 25%	217 24%	111 20%	75 33% T	247 23%
Immediately	152 10%	101 13% C	51 7%	53 10% FG	59 14% FG	28 9%	11 5%	74 13% I	52 8%	25 10% LM	66 16% LM	22 9%	60 8%	48 10%	48 8%	56 13% O	101 11%	43 8%	24 10%	94 9%
1-30 days	187 12%	128 16% C	59 8%	93 18% FG	65 15% FG	22 7%	8 3%	104 18% IJ	64 10%	19 7%	39 9%	31 12%	103 13%	61 13%	74 12%	53 12%	116 13%	68 12%	52 23% T	153 14%
2-3 months	224 15%	136 17% c	88 12%	104 20% FG	79 19% FG	23 7%	17 7%	113 20% IJ	80 12%	30 11%	65 16% I	23 9%	128 17% L	70 15%	92 15%	62 14%	153 17% r	68 12%	57 25% T	185 17%
4-6 months	252 17%	146 18%	106 15%	102 20% G	77 18% g	48 15%	25 10%	118 20% i	96 15%	38 14%	54 13%	37 15%	150 20% K	84 18% p	117 19% P	51 12%	163 18%	86 15%	52 22% T	205 19%
7-11 months	167 11%	64 8%	103 15% B	61 12%	46 11%	37 11%	23 10%	57 10%	86 13%	24 9%	46 11%	33 13%	84 11%	49 11%	70 12%	48 11%	96 11%	67 12%	29 13%	131 12%
A year or longer	320 21%	129 16%	190 27% B	77 15%	69 16%	88 27% DE	86 37% DE	68 12%	187 28% H	65 24% H	81 20%	66 26%	154 20%	81 18%	124 20%	115 26% N	180 20%	134 24%	10 4%	195 18% S
Never again	200 13%	87 11% b	113 16% b	28 5%	24 6%	83 25% DE	65 28% DE	41 7%	95 14% H	64 24% HI	62 15%	38 15%	89 12%	65 14%	82 14%	52 12%	97 11%	96 17% Q	7 3%	101 10% S
1 Day To 3 Months (Net)	411 27%	264 33% C	147 21%	197 38% FG	144 34% FG	46 14%	25 11%	217 38% IJ	145 22%	49 19%	104 25%	54 22%	231 30% I	131 29%	166 27%	115 26%	268 30%	136 24%	109 47% T	338 32%
Sigma	1502 100%	791 100%	711 100%	517 100%	419 100%	330 100%	235 100%	575 100%	661 100%	266 100%	413 100%	249 100%	769 100%	458 100%	607 100%	437 100%	905 100%	563 100%	229 100%	1063 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 182

Q33B_12 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

Greet people with a handshake

Base: Applicable Response

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Unweighted Base	1846	737	1109	763	522	306	255	643	774	429	958	271	516	582	643	621	980	813	188	1054
Weighted Base	1879	920	958	577	498	438	365	642	853	384	556	318	901	606	696	577	1086	746	243	1192
Up To 6 Months (Net)	992 53%	561 61% C	431 45%	391 68% FG	310 62% FG	190 43% G	101 28%	442 69% IJ	379 44%	171 45%	302 54% I	145 46%	498 55% L	338 56%	350 50%	305 53%	595 55%	368 49%	179 73% T	676 57%
Up To 3 Months (Sub-Net)	746 40%	448 49% C	298 31%	304 53% eFG	229 46% FG	143 33% G	70 19%	340 53% IJ	275 32%	131 34%	239 43% L	101 32%	369 41% L	250 41%	262 38%	234 41%	465 43% R	259 35%	142 58% T	504 42%
Immediately/1-30 Days (Sub-Sub-Net)	446 24%	273 30% C	174 18%	183 32% FG	137 28% FG	87 20% G	39 11%	216 34% IJ	153 18%	77 20%	156 28% L	58 18%	211 23% o	157 26% o	140 20%	150 26% o	275 25%	157 21%	76 31% T	287 24%
Immediately	207 11%	130 14% C	76 8%	78 13% g	55 11% g	46 11% G	28 8%	86 13% I	75 9%	46 12% LM	96 17% LM	22 7%	81 9% o	71 12%	59 9%	76 13% o	126 12%	70 9%	23 10%	111 9%
1-30 days	240 13%	142 15% C	97 10%	105 18% FG	83 17% FG	41 9% G	11 3%	130 20% IJ	78 9%	31 8%	60 11% L	37 12%	130 14% L	85 14%	81 12%	73 13%	149 14%	87 12%	52 22% T	177 15%
2-3 months	299 16%	175 19% C	124 13%	121 21% FG	91 18% G	56 13% G	31 8%	124 19% I	122 14%	54 14%	83 15% L	42 13%	158 18% L	93 15%	121 17%	85 15%	190 17%	102 14%	66 27% T	216 18%
4-6 months	247 13%	113 12% C	133 14%	87 15% G	81 16% G	47 11% G	31 9%	102 16% J	104 12%	40 10%	63 11% L	45 14%	129 14% L	88 15%	88 13%	70 12%	131 12%	110 15%	37 15% T	172 14%
7-11 months	185 10%	94 10%	91 9%	73 13% F	54 11% F	18 4% F	40 11% F	73 11% I	73 9%	39 10%	52 9% L	29 9%	100 11% L	69 11%	70 10%	45 8%	107 10%	75 10%	35 15% T	133 11%
A year or longer	328 17%	136 15% C	192 20% B	65 11% B	75 15% B	98 22% De	91 25% DE	63 10% H	195 23% H	70 18% H	105 19% H	66 21% k	138 15% k	100 17%	121 17% n	107 19%	191 18%	135 18%	16 7% S	175 15% S
Never again	373 20%	129 14% B	244 26% B	48 8% B	60 12% B	132 30% DE	133 37% DE	64 10% H	205 24% H	104 27% H	98 18% H	78 24% k	165 18% k	98 16% n	156 22% n	119 21% q	194 18%	168 22% q	13 5% S	208 17% S
1 Day To 3 Months (Net)	539 29%	317 34% C	222 23%	226 39% FG	174 35% FG	97 22% G	42 12%	254 40% IJ	200 23%	85 22%	142 26% L	79 25%	288 32% KI	178 29%	202 29%	158 27%	339 31% r	189 25%	118 49% T	393 33%
Sigma	1879 100%	920 100%	958 100%	577 100%	498 100%	438 100%	365 100%	642 100%	853 100%	384 100%	556 100%	318 100%	901 100%	606 100%	696 100%	577 100%	1086 100%	746 100%	243 100%	1192 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used.

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 183

BB09 How much would you miss each of the following companies if they closed for good?
 Summary Of Somewhat/A Great Deal

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
United States Postal Service	388 83%	171 78%	217 89% B	107 75%	89 84%	79 86%	113 89% D	127 89%	182 79%	79 85%	139 78%	65 87%	163 86%	108 76%	158 88%	122 85%	226 86%	158 82%	38 83%	230 83%
UPS	418 83%	174 77%	244 88% B	110 74%	102 78%	106 91% De	100 92% De	114 77%	214 85%	90 86%	114 82%	62 82%	222 86%	127 88%	159 83%	133 78%	238 85%	172 83%	45 80%	281 82%
Google	400 83%	189 80%	211 86%	141 85%	85 83%	97 79%	76 83%	134 83%	182 81%	83 88%	98 75%	74 91% K	193 84% k	128 85%	157 84%	115 80%	231 86%	167 79%	46 85%	234 83%
Walmart	366 80%	165 79%	201 81%	116 80%	111 87%	67 77%	72 74%	141 85%	152 77%	73 78%	133 81%	54 82%	155 80%	124 85%	131 80%	111 75%	212 84%	141 76%	54 83%	211 79%
Amazon	365 79%	157 77%	208 82%	109 76%	117 89% DG	86 80%	53 68%	128 83% j	166 81%	71 70%	93 67%	64 90% K	189 84% K	103 87% P	144 82% p	119 71%	229 84% r	127 75%	44 84%	234 83%
YouTube	360 77%	182 81%	179 74%	104 81% G	96 86% G	97 77%	63 62%	129 82%	165 76%	67 73%	105 75%	64 87%	176 81%	108 72%	141 81%	112 78%	193 80%	160 78%	30 79%	220 78%
Visa	359 77%	191 81%	168 73%	109 80%	92 74%	102 82%	56 70%	119 83%	151 76%	90 72%	104 74%	52 73%	179 83%	116 78%	139 84% P	103 68%	195 82%	159 74%	60 87%	247 85%
Clorox	383 76%	172 69%	211 83% B	99 71%	94 75%	104 78%	85 83%	115 75%	188 80%	80 71%	115 69%	57 83% k	194 82% K	127 86% P	134 75%	122 70%	205 75%	169 79%	33 70%	212 79%
FedEx	362 75%	182 75%	180 74%	109 65%	100 79% D	86 92% DeG	67 70%	145 76%	133 73%	84 76%	100 67%	65 83% K	174 79% k	114 72%	141 79%	106 74%	226 78%	132 70%	53 76%	236 76%
General Mills	347 74%	148 66%	199 81% B	87 62%	87 72%	96 85% De	69 81%	105 67%	171 78% h	71 76%	105 71%	50 63%	170 80% L	114 76%	134 82% P	100 64%	200 76%	146 75%	39 64%	206 76% s
Microsoft	370 73%	163 70%	206 76%	105 72%	100 78%	87 69%	77 74%	121 76%	159 70%	89 75%	91 67%	71 75%	196 78% k	97 63%	154 84% Np	118 71%	205 75%	160 73%	54 86%	258 82%
Samsung	350 73%	164 79%	186 69%	117 71%	83 68%	95 81%	54 74%	129 78%	163 73%	58 66%	96 72%	49 74%	182 75%	119 77% p	138 79% P	93 62%	211 77%	135 68%	58 88% i	244 77%
Target	343 73%	163 74%	180 72%	121 77%	102 85% FG	65 63%	55 62%	146 85% Lj	143 69%	53 63%	100 69%	70 82%	156 73%	82 67%	143 78%	118 72%	207 81% R	129 66%	50 89% i	219 78%
Mastercard	326 73%	153 77%	173 70%	99 67%	93 77%	71 75%	64 75%	115 80% J	143 74%	68 62%	96 61%	38 59%	177 86% KL	112 78% p	136 74%	79 65%	204 79% R	120 66%	49 84%	221 78%
The Kraft Heinz Company	325 72%	123 66%	202 76% b	88 60%	81 69%	88 81% D	68 85%	102 65%	145 73%	78 81% h	90 73%	54 79%	155 69%	99 83% oP	117 70%	109 66%	187 71%	129 72%	41 77%	200 69%
Best Buy	334 71%	151 74%	184 70%	114 73%	76 67%	84 73%	61 71%	124 76% J	161 74% j	49 57%	86 66%	51 78%	187 75%	95 68%	152 78% p	88 65%	191 74%	140 70%	53 78%	235 78%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Summary Of Somewhat/A Great Deal

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	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
McDonald's	326 71%	151 76%	175 67%	99 70%	93 72%	78 68%	57 78%	129 76%	130 66%	68 74%	109 70%	57 77%	147 73%	111 79% P	135 76% P	80 57%	197 73%	122 71%	48 82%	214 75%
Coca-Cola	356 71%	174 76%	182 67%	104 71%	97 81% F	84 61%	70 72%	116 78%	158 68%	81 69%	96 74%	45 73%	199 73%	117 75% P	143 79% P	95 59%	200 72%	150 71%	50 87%	239 80%
The Hershey Company	338 71%	158 69%	180 73%	92 64%	68 74%	107 76%	71 71%	102 67%	151 68%	85 82% hi	104 74%	53 67%	146 69%	89 74%	119 68%	130 71%	193 72%	135 72%	35 76%	192 70%
Lowe's	334 71%	156 70%	177 71%	102 66%	70 68%	75 69%	87 83% De	124 68%	156 73%	55 74%	94 63%	55 70%	171 78% K	111 76%	132 71%	91 65%	194 74%	131 67%	51 73%	197 71%
Netflix	320 71%	146 67%	174 75%	96 77% G	104 82% FG	71 63%	49 56%	94 72%	157 77% J	69 59%	90 62%	58 79% K	156 77% K	89 68%	124 73%	106 70%	187 71%	123 72%	33 84%	207 81%
The Walt Disney Company	313 68%	149 66%	163 70%	100 68%	90 77% F	61 58%	62 69%	132 77% J	124 67%	57 57%	102 66%	53 74%	142 68%	85 68%	150 75% P	78 58%	179 72%	131 65%	41 77%	205 71%
Nestle	308 68%	132 68%	176 68%	95 66%	86 77% dg	78 68%	49 60%	116 73%	128 65%	64 66%	93 72%	46 72%	152 66%	94 69%	122 70%	92 64%	213 74% R	92 58%	39 70%	208 69%
Campbell's	344 68%	158 65%	186 71%	81 55%	92 68% d	93 74% D	77 82% D	106 65%	138 64%	100 80% hi	106 71%	64 70%	152 64%	130 74%	131 67%	83 62%	225 71%	115 66%	39 59%	212 65%
Walgreens	310 68%	124 66%	186 69%	107 71%	79 70%	66 66%	59 62%	126 75% J	129 66%	55 58%	109 70%	45 63%	143 71%	95 69%	123 69%	93 66%	187 71%	118 65%	50 84%	207 73%
Purell	325 68%	139 58%	186 77% B	105 64%	81 69%	82 69%	58 72%	121 70%	150 69%	55 59%	98 66%	51 63%	159 71%	93 64%	137 75% p	95 63%	179 66%	139 71%	43 77%	208 68%
The Home Depot	317 67%	138 62%	179 72%	93 56%	77 75% D	91 76% D	55 68%	98 65%	159 72%	60 60%	92 68%	57 67%	155 67%	104 73% p	123 71% p	90 58%	194 70%	115 63%	35 56%	191 65%
Procter & Gamble	311 67%	132 67%	179 66%	70 48%	69 65% D	80 75% D	92 86% DE	108 71%	136 64%	67 66%	87 63%	56 61%	152 73%	104 72%	124 69%	83 59%	183 73% r	125 62%	28 66%	184 66%
Johnson & Johnson	317 67%	161 67%	156 66%	101 68% f	92 76% F	46 51%	78 67%	121 69%	127 65%	69 65%	88 66%	51 72%	158 65%	106 70%	116 72% p	95 58%	180 70%	128 64%	46 73%	201 68%
General Electric	306 66%	161 70%	145 61%	73 53%	89 71% D	77 74% D	68 69% d	114 71%	142 65%	51 58%	93 62%	51 69%	152 72%	109 71% p	115 69% p	82 56%	205 74% R	93 55%	39 84%	190 69%
Tyson Foods	305 65%	157 68%	148 63%	90 60%	91 71%	75 67%	48 63%	97 69%	132 60%	76 70%	81 60%	57 80% K	155 69%	97 67%	94 68%	114 62%	191 68%	111 65%	53 85%	211 69%
Dollar General	290 65%	153 65%	136 64%	102 67%	84 74% F	47 52%	56 62%	112 75% i	121 55%	56 72% i	91 69%	44 57%	145 66%	93 69%	108 63%	88 63%	177 70% R	106 57%	42 74%	164 62%
Apple	303 65%	142 62%	161 67%	98 76% F	91 72% F	61 48%	54 62%	114 80% IJ	120 64% j	69 50%	78 52%	47 57%	158 76% KL	84 57%	122 73% n	98 63%	180 69%	115 58%	36 84%	205 72%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Burger King	319 64%	169 69%	149 59%	81 61%	98 71%	86 64%	53 57%	125 73%	130 56%	64 68%	94 63%	72 67%	136 62%	114 68%	125 66%	80 57%	210 73%	102 51%	52 78%	183 62%
CVS	293 64%	125 60%	168 67%	89 72%	68 59%	73 61%	63 63%	89 60%	148 68%	55 59%	86 56%	47 62%	144 71%	89 61%	117 68%	87 61%	170 63%	118 65%	29 64%	193 70%
Dell	301 63%	152 66%	149 61%	100 63%	69 61%	82 63%	50 68%	107 70%	138 58%	57 65%	81 59%	47 53%	163 73%	94 65%	129 64%	78 60%	188 68%	108 59%	46 76%	203 67%
Toyota	297 63%	169 68%	129 57%	93 66%	86 61%	59 63%	60 62%	113 72%	138 64%	46 46%	89 56%	50 67%	147 68%	115 69%	94 56%	89 63%	176 64%	119 63%	44 76%	197 65%
Facebook	301 62%	130 56%	171 67%	98 69%	96 72%	58 49%	50 55%	107 70%	141 63%	54 49%	78 57%	58 66%	148 65%	98 64%	121 74%	81 48%	203 69%	92 52%	44 74%	212 68%
Cottonelle	304 62%	126 58%	177 65%	80 53%	64 56%	82 70%	78 71%	109 63%	141 61%	54 60%	96 60%	50 63%	138 64%	94 68%	113 59%	97 60%	172 63%	126 61%	28 53%	195 63%
Sony	288 61%	133 57%	155 66%	93 65%	79 71%	68 57%	48 50%	95 75%	129 58%	64 53%	92 60%	47 53%	127 64%	94 58%	117 68%	77 57%	177 68%	104 54%	40 73%	174 65%
Bayer	278 60%	146 67%	132 53%	80 53%	89 68%	49 56%	59 64%	94 63%	123 56%	62 64%	76 55%	52 72%	138 61%	79 64%	126 62%	73 53%	181 66%	93 53%	47 64%	200 64%
United Airlines	286 60%	134 59%	152 60%	94 60%	73 65%	85 61%	34 48%	112 69%	139 62%	35 37%	55 43%	50 58%	170 69%	92 64%	119 63%	76 51%	178 62%	106 58%	48 74%	229 69%
Verizon	271 59%	129 59%	142 60%	77 56%	85 71%	64 57%	46 52%	122 71%	107 53%	42 49%	61 44%	42 54%	158 73%	90 59%	101 64%	80 54%	172 64%	93 52%	62 83%	182 66%
Ace Hardware	298 59%	135 59%	162 59%	76 54%	69 55%	84 61%	69 70%	95 62%	140 60%	63 55%	84 58%	55 57%	144 66%	112 70%	113 59%	73 48%	191 66%	103 53%	38 61%	203 63%
Southwest Airlines	296 59%	168 66%	128 52%	94 62%	85 68%	64 60%	52 45%	144 72%	106 53%	46 45%	72 42%	46 62%	166 75%	96 65%	103 59%	97 54%	182 64%	109 53%	60 83%	240 76%
NFL	251 59%	130 67%	121 52%	92 63%	87 70%	36 49%	37 44%	104 63%	103 58%	44 52%	79 52%	37 53%	128 71%	68 60%	100 62%	84 54%	154 67%	95 51%	35 71%	168 69%
Little Caesars	271 59%	132 62%	139 56%	90 64%	82 67%	51 54%	48 45%	103 65%	119 55%	49 54%	90 60%	47 66%	123 63%	85 63%	108 58%	77 55%	178 66%	88 50%	44 91%	171 59%
Ford	282 59%	150 64%	132 54%	84 58%	85 65%	55 61%	57 49%	110 68%	98 48%	73 64%	79 54%	39 51%	153 69%	89 58%	110 59%	82 58%	193 64%	86 54%	46 78%	185 61%
Chick-fil-A	287 59%	146 56%	142 61%	82 59%	81 62%	82 62%	42 47%	94 58%	133 58%	60 59%	75 50%	42 68%	160 64%	103 62%	98 61%	87 53%	169 63%	107 54%	28 45%	162 57%
SC Johnson	265 58%	134 59%	131 57%	62 44%	75 60%	60 67%	68 71%	87 59%	138 59%	41 52%	70 52%	51 63%	128 62%	96 59%	85 55%	84 60%	166 61%	97 56%	31 59%	174 58%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
PepsiCo	287 57%	143 55%	144 60%	84 55%	74 58%	68 59%	60 59%	114 70% J	130 56% J	42 39%	91 63%	64 63%	118 54%	99 55%	113 66% P	74 50%	174 59%	102 55%	39 62%	157 55%
Sam's Club	251 57%	121 59%	130 55%	93 60%	65 69% F	47 46%	45 52%	94 65%	112 55%	45 51%	69 52% I	28 37%	144 68% KL	93 63%	76 54%	82 55%	161 67% R	85 45%	42 89% T	178 63%
Domino's	244 57%	115 62%	129 53%	100 69% FG	71 65% Fg	39 40%	33 45%	96 67% I	88 49%	60 57%	80 57%	45 65%	105 55%	86 66% o	79 52%	79 54%	147 65% R	91 48%	38 77%	156 62%
Nike	284 57%	147 62%	136 53%	109 75% FG	81 73% FG	48 42%	46 36%	104 69% IJ	120 52%	60 51%	83 52%	51 60%	136 61%	54 42%	135 63% N	95 61% N	184 67% R	94 46%	38 86%	196 60%
Perdue Farms	275 57%	143 61%	132 53%	70 45%	63 52% D	75 67% D	68 70% De	107 63% J	123 56%	45 48%	89 49%	46 61%	122 61% k	83 66% P	116 58%	76 48%	170 61%	97 52%	39 62%	169 60%
Hulu	276 56%	142 58%	134 54%	103 67% FG	86 70% FG	57 49%	29 30%	119 72% IJ	109 49%	47 46%	91 58%	48 56%	122 55%	79 52%	118 65% p	78 51%	162 58%	106 54%	37 63%	176 61%
American Airlines	281 56%	144 61%	137 52%	76 57%	87 66% G	74 58%	44 42%	126 71% J	111 52%	45 39%	75 48%	46 55%	154 73% K	86 57%	110 62% p	84 49%	167 61%	111 55%	49 80%	204 67%
3M	248 56%	130 61%	118 51%	85 54%	64 61%	61 62%	38 46%	87 58% J	132 60%	28 40%	59 42%	35 44%	148 73% KL	92 61%	84 57%	72 50%	148 61%	97 52%	38 72%	172 65%
Pizza Hut	270 55%	126 55%	144 56%	92 64% Fg	80 64% Fg	46 43%	52 46%	96 60% J	126 59% J	48 42%	85 56%	43 55%	127 58%	93 56%	100 61%	77 49%	151 56%	112 55%	21 48%	169 56%
Intel	247 55%	126 65% C	121 48%	80 51%	63 63%	58 57%	46 53%	81 57%	107 54%	59 56%	69 48%	25 46%	134 62% K	67 53%	114 65% P	65 46%	142 57%	95 53%	30 58%	161 59%
General Motors	252 55%	141 63% C	111 48%	64 49%	76 63% d	53 50%	59 59%	110 65% Ij	91 49%	50 50%	69 50%	32 49%	137 64% K	90 69% P	94 56% p	68 43%	149 61% r	98 48%	40 85%	162 59%
Aldi	244 55%	117 58%	127 53%	74 53%	71 60%	48 52%	51 54%	91 60%	107 52%	46 55%	75 56% I	36 41%	124 62% L	79 59%	95 59%	70 47%	133 58%	110 53%	33 71%	164 63%
Hewlett-Packard Enterprise	262 55%	155 63% C	106 46%	50 37%	90 69% D	60 57% D	62 59% D	87 57%	126 60% J	49 43%	64 46%	61 63% K	136 62% K	89 57%	97 58%	75 50%	160 58%	97 52%	39 73%	168 58%
Scott	257 55%	118 54%	139 55%	80 50%	84 69% DF	50 47%	43 54%	105 65% J	110 53%	42 42%	71 50%	40 42%	139 68% KL	89 57%	96 54%	72 53%	155 57%	100 53%	35 60%	178 61%
Costco	246 55%	123 61% c	123 49%	81 60% F	72 65% F	43 38%	50 54%	106 67% IJ	101 48%	40 48%	65 45%	36 46%	133 64% KI	81 60%	95 52%	70 52%	151 58%	85 49%	37 83%	191 68%
Marriott	259 55%	141 59%	117 50%	72 54%	87 65% f	58 47%	41 51%	98 60%	101 56%	60 46%	63 44%	27 39%	153 69% KL	97 61% P	97 62% P	65 40%	174 61% R	78 46%	39 69%	176 67%
Kroger	237 54%	131 63% C	107 47%	92 59% G	70 62% G	50 53%	25 34%	88 59%	111 55%	39 46%	70 49%	38 52%	123 63% K	71 59%	93 58%	73 48%	137 58%	94 52%	28 65%	144 54%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Honda	241 54%	115 59%	126 50%	101 67% FG	68 61% FG	43 40%	29 37%	93 60%	103 53%	44 47%	79 53%	30 51%	120 58%	67 50%	107 61% P	67 48%	140 56%	100 53%	31 69%	157 58%
Smithfield Foods	250 54%	122 60%	128 49%	59 41%	75 65% D	71 61% D	45 52%	85 61%	111 49%	54 56%	61 45%	45 51%	142 65% K	103 67% OP	81 50%	66 45%	166 62% R	77 44%	47 72%	194 63%
Hallmark	249 54%	122 53%	127 55%	79 54%	70 61%	51 45%	50 56%	91 58% j	121 57% j	37 40%	65 45%	30 43%	144 63% KL	75 55%	115 61% P	59 43%	145 56%	102 52%	36 65%	162 60%
eBay	239 54%	127 62% C	112 47%	95 59% G	75 67% fG	38 51%	32 32%	99 66% I	96 45%	45 55%	69 48%	37 57%	122 59%	82 57%	88 55%	70 50%	144 59%	92 49%	37 72%	186 60%
IBM	260 53%	161 63% C	99 43%	76 53%	75 66% dF	54 45%	55 50%	114 69% J	95 46%	51 45%	74 47%	36 47%	146 65% KI	91 66% oP	106 52%	63 44%	166 58%	91 48%	38 79% T	176 59%
Starbucks	252 53%	116 52%	136 55%	83 61% G	64 56% G	71 57% g	34 35%	108 64% IJ	107 51%	37 40%	66 44%	36 51%	138 63% K	81 53%	99 57%	72 49%	137 54%	108 52%	29 54%	164 64%
ExxonMobil	251 53%	153 64% C	98 42%	69 45%	76 61% D	59 51%	47 60%	99 59%	101 49%	51 50%	61 43%	37 54%	147 62% K	97 57%	89 54%	65 48%	154 58%	94 48%	33 57%	201 65%
Delta Air Lines	244 53%	125 58%	119 48%	94 62% G	65 54% g	53 54%	32 35%	116 66% IJ	89 44%	39 47%	61 43%	34 42%	138 65% KL	101 62% P	85 52%	58 43%	152 56%	90 48%	42 81% T	166 63%
AT&T	256 53%	140 59% c	116 47%	88 61% G	65 54%	62 52%	41 40%	98 68% IJ	112 47%	46 44%	62 43%	42 50%	147 63% K	83 49%	108 59%	65 49%	150 59% r	103 47%	27 48%	190 62%
UnitedHealth Group	223 52%	118 61% C	105 45%	71 59%	64 51%	51 47%	37 50%	101 69% IJ	81 45%	41 41%	68 46%	34 55%	116 59% k	75 50%	95 64% nP	53 41%	137 53%	81 52%	50 78% T	169 59%
Whole Foods	244 52%	117 54%	127 50%	90 60%	58 55%	67 52%	29 34%	87 60% I	107 47%	51 52%	65 44%	45 61% k	122 54%	77 44%	98 58% n	70 56%	153 56%	86 48%	39 67%	167 55%
Macy's	234 51%	109 52%	125 50%	80 54%	79 62% FG	44 42%	32 40%	98 61% IJ	92 49%	44 40%	54 43%	47 50%	119 60% K	60 46%	93 60% np	81 46%	143 55%	87 48%	43 63%	164 57%
Wells Fargo	245 51%	130 60% C	116 43%	86 58% F	75 61% F	43 34%	41 48%	113 65% IJ	78 41%	54 44%	61 40%	30 50%	149 60% K	78 57%	85 49%	82 47%	166 55%	72 43%	47 80% T	180 58%
ESPN	227 50%	125 60% C	102 41%	73 53%	75 52%	43 54%	35 38%	105 62% IJ	80 42%	42 44%	55 41%	31 46%	123 57% K	67 55% P	105 57% P	55 36%	154 58% R	70 40%	44 75%	154 55%
Uber	218 49%	126 59% C	91 40%	73 61% fG	86 64% FG	42 43% G	17 19%	119 68% IJ	78 44% J	21 24%	51 33%	16 28%	145 71% KL	74 53%	85 52%	59 43%	139 52%	78 47%	42 76%	167 61%
Comcast	227 49%	126 62% C	100 40%	83 56% f	66 54%	37 39%	40 44%	80 57% J	110 50%	36 38%	59 43%	28 39%	134 56% kl	75 53%	83 53%	68 43%	137 54%	84 44%	31 75%	172 57%
NBA	224 49%	131 63% C	94 38%	73 53% F	91 68% DFG	31 30%	29 37%	106 66% IJ	83 41%	36 38%	68 44%	21 33%	130 59% KL	60 43%	108 54%	57 48%	158 57% R	61 37%	51 83% T	168 57%

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	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Hilton Hotels	246 49%	129 54%	117 44%	76 50% G	63 56% G	72 62% G	34 28%	92 59% i	108 45%	46 45%	57 39%	42 50%	136 56% K	83 54%	83 47%	81 48%	156 57% R	87 41%	35 69%	165 57%
Nissan	228 49%	115 50%	113 48%	81 53% G	65 57% G	50 49%	33 34%	91 62% IJ	94 45%	42 39%	74 45%	30 36%	115 61% KL	66 48%	87 51%	75 48%	142 55% R	80 41%	36 65% t	158 52%
Chevron	214 49%	127 64% C	87 36%	71 47% d	71 61% d	46 46%	26 36%	91 62% I	75 38%	49 50%	57 44%	21 39%	131 57% kl	91 54%	71 50%	52 40%	141 59% R	69 36%	43 76% T	148 54%
MLB	227 49%	121 55% c	106 42%	73 54% G	78 55% G	53 52% G	23 26%	87 54%	98 48%	42 40%	56 38%	45 50%	121 59% K	71 44%	93 56%	63 45%	145 56% R	77 39%	40 61%	170 59%
Capitol One	224 48%	145 59% C	79 36%	58 48%	64 54%	51 42%	52 51%	80 56%	103 46%	41 43%	57 36%	27 38%	120 60% KL	83 53%	82 48%	60 43%	123 46%	91 51%	28 72%	153 54%
Fox Corporation	222 48%	133 59% C	88 38%	92 58% F	55 52% f	36 35%	39 42%	92 62% IJ	86 43%	44 39%	60 43%	30 45%	118 54%	83 68% OP	77 44%	62 41%	128 52%	86 45%	44 75%	164 60%
Xfinity	213 48%	102 48%	112 49%	80 59% FG	66 55% fg	41 36%	26 37%	102 64% IJ	88 46% J	24 26%	55 41%	38 53%	110 55% K	75 51%	89 58% P	49 38%	138 55% R	72 41%	57 77% T	158 57%
Boeing	220 48%	120 55% C	99 42%	76 50%	66 55%	41 45%	37 39%	92 59% Ij	88 42%	40 43%	54 37%	32 39%	131 64% KL	75 52% P	98 53% p	47 38%	143 57% R	74 38%	48 73%	158 60%
Mars	210 48%	118 57% C	92 40%	68 48%	58 52%	44 45%	40 46%	77 56% J	98 48%	34 36%	51 37%	35 46%	118 57% K	74 54%	73 47%	63 44%	128 52%	79 44%	34 74%	147 55%
Papa John's	221 48%	110 56% C	110 42%	90 59% FG	78 62% FG	30 32%	23 26%	99 61% IJ	91 42%	31 36%	68 44%	35 58%	107 51%	57 45%	107 57% P	57 38%	137 49%	79 45%	44 66% t	147 54%
Bank of America	220 47%	101 53%	119 43%	92 60% FG	66 53% G	34 39%	27 29%	97 56% ij	90 43%	33 39%	53 37%	25 31%	132 63% KL	73 52%	80 52%	66 40%	133 51%	81 42%	39 66%	165 53%
Chipotle	207 47%	97 48%	110 46%	76 55%	63 52%	45 42%	23 31%	81 56% J	98 47%	28 33%	58 41%	32 40%	111 57% KI	59 53%	91 47%	57 43%	142 54% R	61 38%	34 76% T	136 50%
American Express	210 47%	125 51%	85 42%	77 54% F	73 56% F	26 27%	33 42%	107 62% IJ	70 37%	33 38%	55 41%	22 30%	128 58% KL	71 45%	84 58% P	55 38%	137 53% r	70 40%	35 71%	161 57%
T-Mobile	216 47%	115 53% c	100 41%	69 53% IG	78 62% FG	38 37%	31 30%	95 59% IJ	92 44%	29 31%	56 40%	45 52%	106 55% K	65 49%	96 52% P	54 38%	130 51%	83 43%	61 81% T	158 55%
Nintendo	221 47%	107 52%	114 43%	96 68% F	68 56% F	47 35%	10 13%	100 63% IJ	84 41%	37 34%	67 45%	23 34%	122 53% I	56 41%	96 52%	69 45%	137 51%	81 41%	37 69%	154 51%
Honeywell	220 46%	124 57% C	96 37%	65 47%	73 55%	50 42%	32 38%	90 60% Ij	88 38%	42 43%	52 36%	43 46%	103 53% K	76 56% P	88 45%	56 38%	142 54% R	71 37%	38 69%	154 53%
U.S. Bank	212 46%	124 54% C	88 38%	80 56% F	71 54% F	39 32%	21 34%	101 65% IJ	73 38%	38 33%	45 35%	21 33%	139 56% KL	57 46%	70 49%	85 44%	131 50%	77 40%	42 72% t	160 57%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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23 May 2020
 Table 183

BB09 How much would you miss each of the following companies if they closed for good?
 Summary Of Somewhat/A Great Deal

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
TripAdvisor	215 46%	122 50%	93 41%	77 52% G	60 51% g	41 47%	37 32%	87 57% J	91 43%	37 35%	44 33%	39 43%	122 56% K	62 42%	99 54% p	54 39%	125 52% r	89 39%	29 53%	182 61%
Gap	222 46%	119 52% c	103 40%	84 51% G	68 57% g	47 45%	23 24%	98 59% J	89 41%	36 34%	67 44%	36 43%	114 51%	67 45%	91 50%	64 40%	140 53% R	78 37%	43 75%	158 52%
Albertson's	221 44%	138 53% C	83 35%	84 54% fG	59 48%	37 37%	41 34%	101 60% J	81 36%	39 35%	60 41%	33 37%	119 52%	66 38%	95 51% n	60 43%	141 48%	76 38%	39 65% T	162 50%
Expedia	203 44%	103 50% c	99 39%	69 45%	60 56% Fg	36 34%	37 39%	80 52% J	90 43%	32 32%	53 37%	38 42%	108 53% K	60 42%	87 48%	55 39%	131 48%	69 38%	27 63%	157 53%
John Deere	208 44%	120 55% C	88 34%	63 47% g	75 53% G	41 41%	29 29%	84 51% i	79 38%	45 44%	58 39%	33 39%	110 51% k	84 56% OP	61 38%	63 38%	130 52% R	77 37%	32 57%	138 48%
Zoom Video	215 43%	115 45%	100 42%	70 55% FG	71 55% FG	47 31%	28 32%	99 62% J	88 38%	29 27%	47 31%	31 36%	129 56% KL	76 46%	80 47%	59 37%	141 49% r	71 36%	45 69%	155 55%
Trader Joe's	191 43%	93 47%	98 40%	83 57% FG	42 47% F	27 25%	38 39%	75 54% J	77 38%	39 38%	53 37%	40 53% k	86 45%	66 41%	71 49%	54 39%	106 43%	82 44%	32 63%	158 58%
Publix	195 43%	106 50% C	89 36%	81 54% F	41 42%	34 29%	39 43%	73 50% J	95 42%	27 32%	51 37%	38 39%	102 55% KI	66 50% P	81 46% p	49 33%	120 46%	73 38%	36 86%	140 54%
BP	192 42%	118 58% C	73 30%	60 44%	67 55% F	38 33%	27 34%	91 55% J	72 36%	29 35%	55 42%	26 36%	110 48%	56 39%	74 53% np	62 37%	123 47%	67 37%	34 61%	133 50%
Humana	189 42%	120 52% C	69 32%	60 46%	61 51% F	33 32%	36 37%	88 57% J	80 40%	22 22%	58 40%	26 31%	99 53% KL	69 47%	71 44%	49 35%	110 48%	78 37%	36 80%	129 53%
JetBlue Airways	199 42%	105 47%	94 37%	66 43%	57 47% f	29 30%	46 45%	81 51% J	90 47% J	27 22%	46 29%	30 46% k	113 49% K	64 42% p	89 57% nP	46 27%	115 44%	75 38%	38 77%	163 54%
NHL	186 42%	100 48% c	86 36%	62 48% fG	65 58% FG	27 30%	32 28%	86 55% J	71 36%	29 32%	66 45% l	26 29%	91 49% L	56 37%	80 46%	49 41%	116 48% r	70 36%	33 57%	135 51%
Pfizer	187 41%	74 41%	113 41%	49 36%	55 47% j	43 42%	40 40%	66 46% j	84 44%	38 31%	52 37%	19 33%	95 45%	65 46% P	84 50% P	38 26%	119 46% r	63 35%	27 48%	116 44%
Caterpillar	189 41%	125 53% C	64 28%	75 47%	49 42% g	41 36%	23 31%	83 51% j	72 34%	33 37%	55 36%	16 23%	109 50% KL	67 54% Op	55 31%	66 40%	104 39%	78 42%	33 57%	133 45%
Snapchat	201 41%	112 48% C	89 34%	89 61% FG	73 57% FG	30 25%	9 9%	113 55% J	66 34%	21 23%	45 30%	26 35%	123 52% KI	47 30%	81 45% n	73 47% N	123 43%	71 37%	39 71%	150 49%
GlaxoSmithKline	175 41%	113 51% C	62 30%	38 28%	64 49% DG	54 62% DG	19 24%	78 46% j	72 40%	25 30%	43 34%	25 38%	102 51% K	60 42%	77 46% p	38 31%	108 46% r	66 35%	34 59%	135 48%
JPMorgan Chase	181 40%	84 41%	97 39%	48 37%	57 51% d	51 40%	24 28%	77 53% J	80 37%	23 24%	58 34%	21 32%	97 48% k	71 50% P	65 41%	45 29%	111 44%	69 35%	40 79%	129 47%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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 Summary Of Somewhat/A Great Deal

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Singer	182 39%	98 39%	84 39%	64 41%	51 46%	29 29%	39 38%	61 42%	91 43%	31 28%	53 37%	15 21%	107 49%	63 41%	66 38%	53 38%	117 47%	62 31%	43 70%	119 40%
Tesla	182 39%	113 53%	69 27%	93 63%	55 48%	24 21%	10 11%	99 65%	69 31%	14 15%	44 31%	18 25%	115 50%	39 30%	86 50%	57 34%	127 45%	51 29%	50 80%	153 52%
Etsy	190 39%	103 43%	87 35%	80 50%	68 58%	24 22%	18 17%	78 51%	71 30%	42 39%	50 34%	21 25%	114 49%	61 35%	74 42%	55 39%	106 38%	79 39%	42 69%	138 47%
Anthem Health	178 38%	124 49%	55 25%	71 46%	52 41%	33 30%	23 30%	93 56%	59 32%	26 22%	49 35%	23 33%	104 45%	65 47%	67 39%	46 29%	109 41%	64 34%	40 64%	127 45%
Lockheed Martin	187 38%	109 47%	78 30%	61 44%	52 38%	44 34%	29 35%	82 49%	76 35%	28 26%	35 22%	28 29%	118 56%	47 41%	71 41%	69 34%	124 45%	58 28%	30 61%	149 51%
DoorDash	175 38%	91 51%	84 30%	69 53%	57 42%	35 31%	13 17%	73 46%	75 38%	27 27%	50 36%	28 34%	93 43%	47 41%	79 44%	49 30%	110 43%	61 32%	30 59%	138 48%
Aetna	178 38%	94 44%	83 33%	66 46%	61 46%	24 28%	26 25%	93 58%	58 29%	27 24%	42 28%	31 39%	102 47%	67 39%	82 49%	29 22%	120 42%	56 32%	41 81%	143 50%
Abbot	177 38%	108 51%	69 27%	51 37%	69 46%	26 29%	31 33%	85 51%	77 34%	15 20%	38 27%	28 38%	110 49%	76 46%	70 43%	30 22%	115 42%	59 32%	31 71%	143 49%
GrubHub	176 38%	87 45%	88 33%	78 48%	65 50%	17 18%	16 20%	97 53%	66 31%	13 18%	47 35%	24 37%	95 41%	62 40%	70 41%	44 31%	110 42%	62 31%	39 54%	134 44%
Twitter	186 37%	124 46%	62 27%	82 60%	60 48%	27 24%	16 13%	91 58%	74 30%	21 22%	40 29%	35 40%	98 41%	60 39%	79 43%	47 29%	123 44%	63 30%	35 73%	143 47%
Unilever	180 37%	111 44%	68 29%	35 30%	64 44%	48 38%	32 33%	67 47%	94 37%	19 21%	36 26%	26 34%	111 48%	55 34%	79 44%	46 31%	119 45%	58 28%	39 69%	120 41%
Citigroup	185 37%	114 44%	71 29%	52 40%	62 47%	40 28%	31 30%	89 52%	70 32%	25 23%	44 33%	25 27%	112 47%	65 46%	76 40%	43 25%	113 39%	69 35%	38 65%	140 47%
Airbnb	175 37%	94 41%	81 33%	73 48%	66 51%	22 21%	14 16%	82 53%	70 32%	24 23%	45 30%	15 20%	106 49%	59 37%	69 38%	48 35%	117 47%	55 26%	39 72%	140 51%
Instacart	162 36%	89 43%	73 31%	65 46%	67 54%	15 15%	14 18%	84 54%	52 26%	26 28%	41 28%	16 21%	102 52%	55 38%	61 40%	45 30%	103 44%	53 27%	39 61%	130 50%
Anheuser-Busch	173 36%	98 44%	75 29%	56 40%	60 52%	28 25%	29 26%	79 52%	62 30%	32 28%	49 31%	27 30%	93 47%	56 36%	78 43%	39 28%	111 42%	58 29%	32 58%	127 47%
Lyft	176 36%	100 42%	76 30%	71 45%	71 56%	25 25%	9 8%	74 46%	83 37%	19 18%	52 31%	26 29%	94 44%	47 33%	89 47%	40 25%	123 40%	48 27%	34 52%	138 44%
Wegmans	175 36%	104 48%	71 26%	60 42%	70 51%	19 18%	25 25%	87 54%	73 32%	15 15%	32 24%	16 20%	124 50%	57 39%	85 44%	32 21%	125 43%	45 25%	52 75%	146 47%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Prudential	153 35%	88 42% C	65 28%	50 39% F	57 47% F	26 23%	19 27%	73 47% J	54 31%	25 24%	47 30%	18 30%	86 44% k	48 31%	58 42%	46 33%	105 39% r	44 27%	41 61% t	128 47%
Cigna	170 34%	92 39%	78 30%	68 43% G	41 38% G	48 35% G	13 14%	76 51% J	72 29%	22 23%	35 26%	25 31%	107 43% K	56 37%	77 38% p	38 26%	114 41% R	54 26%	34 59%	136 42%
Shake Shack	148 34%	95 44% C	53 25%	65 51% FG	52 41% FG	16 17%	15 18%	75 51% J	49 26%	24 25%	43 28%	25 36%	79 42% k	61 34%	54 45% P	33 25%	99 38%	46 28%	41 72%	127 48%
MassMutual	148 33%	98 45% C	50 21%	64 42% FG	43 39% fg	21 21%	20 22%	58 41% I	62 27%	28 32%	37 25%	13 19%	90 45% KL	53 39% p	57 35%	39 25%	87 34%	56 31%	39 71%	117 42%
Cardinal Health	153 32%	100 44% C	53 22%	51 35% g	50 40% g	29 31%	24 22%	70 49% J	59 25%	23 25%	45 28%	14 27%	90 39% P	54 35% P	76 45% P	23 15%	102 38% R	43 24%	43 69%	122 43%
NY Life	154 32%	95 43% C	60 23%	57 40% FG	54 46% FG	25 20%	18 19%	83 51% J	61 27% J	10 10%	33 23%	9 12%	107 47% KL	45 32%	71 36%	38 27%	103 37% R	51 27%	45 80%	111 41%
Patagonia	148 32%	77 38% c	71 27%	64 40% FG	53 39% FG	19 21%	12 15%	79 45% J	54 26%	14 19%	37 25%	19 29%	89 39% K	46 37%	67 34%	34 25%	96 35%	47 26%	37 62%	127 44%
Kaiser Permanente	151 32%	90 38% C	61 26%	39 31% g	72 48% DFG	27 25%	13 14%	76 49% J	63 28%	12 12%	35 25%	18 28%	91 37% k	40 27%	76 40% P	34 25%	106 38% R	43 24%	33 55%	121 38%
Charles Schwab	132 32%	68 39% C	65 27%	43 32%	49 41% F	17 22%	23 27%	58 37% i	46 26%	29 34%	43 27%	16 22%	71 44% KL	38 28%	67 41% nP	27 22%	94 37% R	36 25%	27 55%	98 41%
Nordstrom	146 31%	73 35% C	72 28%	63 46% F	50 38% F	21 18%	11 15%	70 47% J	53 25%	22 21%	46 33%	21 24%	74 36% KL	43 26%	64 36% P	39 31%	82 31%	61 33%	31 59%	111 40%
Conagra	148 31%	94 40% C	54 23%	41 30%	51 41% F	19 17%	38 35% I	53 37%	65 28%	30 31%	38 24%	15 19%	87 42% KL	46 31%	62 35%	40 27%	97 37% r	50 25%	23 54%	109 38%
Merck	143 31%	77 36% C	65 27%	35 27%	54 37% F	32 30%	21 28%	57 37%	57 27%	28 30%	37 26%	17 22%	87 41% KL	54 39% P	58 35% P	30 19%	93 34%	47 26%	25 48%	100 36%
Berkshire Hathaway	142 31%	95 44% C	47 19%	58 40% F	46 37% F	17 16%	20 25%	80 48% J	46 23%	16 17%	33 22%	23 27%	86 43% KI	52 38% P	66 37% P	23 16%	90 34%	47 25%	41 70% T	126 45%
Morgan Stanley	140 31%	88 41% C	53 22%	54 34% g	42 36% g	28 31%	17 18%	77 46% J	47 23%	17 19%	34 23%	21 29%	77 39% K	56 39% P	52 31%	32 22%	84 33%	56 30%	45 71% T	102 38%
Roche	140 31%	85 41% C	55 22%	46 34% G	55 48% dFG	28 22%	11 13%	77 48% J	50 26% j	13 12%	31 20%	22 28%	87 44% K	39 25%	73 40% nP	28 23%	97 35%	43 25%	27 63%	113 40%
Huawei	135 30%	87 42% C	48 20%	46 38% G	54 41% G	34 28% G	2 2%	69 45% J	49 24%	18 19%	25 18%	11 16%	91 43% KL	46 32%	49 29%	40 29%	91 38% R	44 22%	47 69% T	113 41%
Royal Dutch Shell	136 30%	86 41% C	50 20%	62 38% F	35 32% F	15 15%	24 28%	70 42% J	55 26% j	11 13%	29 19%	24 28%	83 43% K	48 36%	51 26%	37 29%	88 33%	44 24%	33 69%	107 39%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Airbus	149 30%	99 39% C	50 20% 20%	66 41% FG	49 42% FG	27 21%	7 8%	89 53% IJ	51 23% J	9 8%	27 19%	16 22%	102 41% KL	32 25%	81 38% nP	36 23%	103 36% R	40 20%	45 67%	131 40%
Quicken Loans	144 30%	93 41% C	51 20%	48 37% IG	58 45% FG	30 22%	8 9%	75 47% IJ	48 22%	21 19%	30 20%	12 18%	97 40% KL	50 30%	61 39% P	34 21%	94 32%	49 26%	41 60%	105 38%
Molson Coors	138 30%	77 37% C	61 24%	42 33% G	54 49% DFG	26 21%	15 14%	63 39% IJ	60 27%	15 18%	25 17%	18 24%	94 44% KL	41 29%	72 36% P	25 20%	101 38% R	36 19%	35 71% T	110 41%
King Arthur	142 29%	92 40% C	51 21%	63 44% FG	53 43% FG	18 16%	8 8%	83 52% IJ	38 15%	22 29% I	32 23%	18 25%	91 38% K	40 26%	50 30%	52 32%	87 34%	56 25%	40 77%	116 40%
Seamless	134 28%	95 40% C	39 16%	47 34% F	61 47% dF	15 11%	11 15%	73 43% IJ	47 20%	14 19%	32 23%	21 25%	78 34% k	42 32% P	74 38% P	17 12%	106 38% R	27 14%	43 78%	117 38%
McKesson	129 28%	77 37% C	53 21%	48 30% G	44 35% G	26 31% g	11 13%	76 42% IJ	41 22%	13 14%	20 15%	15 19%	88 40% KL	40 27%	59 31%	31 25%	81 32%	46 23%	38 56% T	105 35%
Goldman Sachs	129 28%	87 39% C	42 17%	63 43% FG	52 39% FG	9 9%	6 7%	66 40% IJ	49 25%	14 14%	25 17%	16 24%	87 39% K	43 30% p	62 36% P	24 16%	89 32%	39 22%	35 64%	112 38%
Cargill	120 26%	76 33% C	43 18%	49 34% IG	36 30% g	24 19%	10 13%	53 38% IJ	41 19%	25 23%	28 19%	12 15%	74 35% KL	39 27%	43 26%	38 24%	62 25%	54 26%	29 54%	93 33%
H-E-B Grocery	116 25%	79 37% C	38 15%	44 33% FG	46 37% FG	12 10%	15 15%	60 40% IJ	39 18%	17 18%	32 19%	11 19%	65 33% K	30 20%	47 28%	39 27%	77 30% R	30 16%	31 53%	96 35%
Mondelez	112 23%	78 38% C	34 12%	59 38% FG	29 30% G	21 17% G	2 2%	66 37% IJ	33 16%	13 14%	21 16%	9 9%	81 36% KL	25 18%	58 29% n	30 20%	79 28% R	31 16%	32 64%	89 31%
Gilead	104 23%	60 31% C	44 17%	52 33% FG	34 34% FG	12 12%	6 6%	51 39% IJ	36 17%	16 16%	30 20%	16 24%	52 26% p	38 27% p	45 25% P	21 16%	69 29% R	33 16%	37 65% T	87 35%
Peloton	100 21%	57 26% C	43 17%	41 32% IG	35 25% G	21 19% G	3 3%	47 31% IJ	36 16%	17 17%	22 14%	16 24%	55 26% k	44 27% P	40 26% P	16 10%	68 25% r	27 15%	26 45%	85 30%
WeWork	90 19%	45 23% C	45 16%	32 24% Fg	40 34% FG	11 7%	7 9%	48 32% IJ	32 14%	10 11%	24 18%	9 11%	56 24% I	24 15%	45 27% Np	21 14%	62 23% r	28 14%	21 59%	75 26%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 184

BB09 How much would you miss each of the following companies if they closed for good?

Summary Of Not Much/None

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Nordstrom	255 55%	112 54%	143 56%	56 40%	66 50%	82 70% DE	51 69%	63 42%	120 57% H	73 70% H	67 47%	60 69% K	112 54%	106 65% Op	87 49%	63 51%	156 59%	95 50%	20 38%	150 53%
Quicken Loans	256 53%	109 48%	147 57%	49 37%	52 40%	90 66% DE	65 73% DE	59 37%	135 62% H	62 58% H	88 57%	36 56%	120 50%	88 53%	76 49%	92 57%	151 52%	101 55%	14 21%	134 49%
Twitter	263 53%	117 43%	145 63% B	47 34%	47 38%	80 70% DE	89 71% DE	58 37%	150 61% H	55 57% H	87 63% M	45 51%	118 49%	82 53%	79 43%	102 62% O	127 46%	131 62% Q	7 15%	128 42%
Peloton	247 52%	117 53%	130 50%	51 40%	70 50%	67 60% D	58 60% D	67 44%	126 56% H	53 53% H	77 50%	26 40%	120 55%	90 56%	75 48%	82 51%	136 49%	108 59%	28 48%	149 53%
Snapchat	249 51%	103 44%	146 56% b	48 33%	44 35%	79 66% DE	78 77% DE	78 38%	110 56% H	61 65% H	83 56% m	46 62% M	99 42%	99 63% oP	85 47%	65 42%	143 50%	103 54%	13 23%	137 44%
Goldman Sachs	232 50%	115 51%	117 48%	51 35%	49 36%	66 67% DE	66 75% DE	63 39%	112 56% H	57 55% h	72 50%	40 58%	100 44%	77 54% o	68 39%	87 58% O	136 48%	91 51%	19 34%	134 46%
Lyft	244 50%	115 48%	130 51%	72 46%	43 34%	53 53% E	76 69% DE	64 40%	116 52% H	64 59% H	81 48%	59 67% KM	98 45%	70 50%	85 45%	90 55%	143 47%	97 55%	28 43%	145 46%
GrubHub	223 48%	83 42%	140 52%	67 41%	49 38%	62 63% DE	45 58% de	68 37%	113 53% H	42 58% H	61 45%	34 53%	111 48%	79 51%	82 48%	62 44%	118 45%	102 52%	25 35%	133 44%
Charles Schwab	198 47%	84 48%	114 47%	51 37%	44 37%	50 66% DE	53 62% DE	57 36%	104 58% Hj	38 45%	77 48%	38 53%	70 43%	68 50%	73 45%	57 46%	120 47%	69 48%	13 27%	101 42%
Papa John's	218 47%	73 37%	145 55% B	54 35%	43 34%	59 63% DE	63 70% DE	55 34%	114 53% H	50 59% H	74 48%	25 42%	95 46%	64 51%	77 41%	77 52%	130 47%	85 48%	21 32%	113 41%
Anheuser-Busch	225 47%	93 42%	133 52%	45 32%	35 31%	72 65% DE	72 65% DE	45 30%	109 53% H	71 61% H	80 50%	53 59% M	79 39%	79 50%	75 41%	72 52%	122 46%	98 50%	17 32%	105 39%
Citigroup	237 47%	117 45%	120 49%	43 34%	52 40%	83 59% DE	58 56% D	52 30%	124 56% H	61 55% H	65 48%	48 51%	106 44%	62 44%	85 45%	89 52%	148 51%	84 42%	8 14%	116 39%
Tesla	220 47%	78 37%	142 56% B	43 29%	41 36%	78 70% DE	58 61% DE	41 27%	122 55% H	57 59% H	69 49%	40 54%	102 44%	76 57% o	72 42%	72 44%	122 43%	96 56% q	12 19%	123 42%
Airbnb	222 47%	102 44%	120 49%	58 38%	49 38%	59 55% DE	55 64% de	59 38%	108 50% H	56 53% H	76 51%	56%	91 42%	75 47%	82 45%	65 48%	106 42%	107 51%	13 24%	118 43%
Expedia	215 47%	89 43%	126 49%	57 37%	45 41%	64 60% De	50 53% d	61 39%	97 47% H	57 57% H	72 49%	43 48%	86 42%	72 51%	80 44%	63 45%	123 45%	88 49%	14 32%	121 41%
American Express	203 45%	108 44%	95 47%	46 33%	52 40%	66 68% DE	39 50%	55 31%	106 57% H	42 50% H	64 48%	47 64% KM	82 38%	73 47%	54 37%	76 52% o	112 43%	86 50%	14 27%	103 37%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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 Table 184

BB09 How much would you miss each of the following companies if they closed for good?

Summary Of Not Much/None

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Prudential	198 45%	91 43%	106 47%	41 32%	46 37%	74 64% DE	36 52%	60 39%	86 48%	51 49%	76 48%	35 60% M	78 40%	80 50%	55 39%	63 45%	130 48%	66 41%	22 32%	106 39%
Shake Shack	195 45%	94 43%	102 47%	38 30%	46 36%	68 71% DEg	43 52% D	55 37%	103 54% Hj	38 39%	69 45%	32 45%	82 43%	83 47%	44 37%	68 50% o	108 42%	83 50%	15 26%	100 38%
Gap	218 45%	99 43%	119 46%	67 40%	41 34%	66 68% DEF	45 55%	61 36%	108 50% h	50 47%	72 47%	37 44%	93 42%	65 43%	78 43%	76 48%	99 37%	114 55% Q	8 13%	127 42%
DoorDash	203 44%	65 36%	138 49% b	52 39%	60 44%	49 43%	43 55%	65 41%	95 48%	44 43%	63 46%	40 47%	88 41%	42 36%	88 49%	73 45%	112 43%	87 46%	10 20%	101 35%
Zoom Video	218 44%	117 45%	101 43%	46 36%	44 34%	85 57% DE	43 48%	49 31%	115 50% H	54 50% H	64 42%	45 53%	97 42%	66 41%	77 45%	74 47%	116 40%	101 51%	19 29%	111 39%
Uber	194 44%	75 35%	119 52% B	40 33%	43 32%	50 51% dE	61 68% DE	50 29%	89 50% H	55 61% H	86 55% M	40 70% M	54 26%	57 40%	69 43%	68 49%	115 43%	77 47%	13 24%	95 35%
Bank of America	205 44%	77 40%	128 47%	46 30%	50 40%	49 55% DE	59 62% DE	63 36%	100 48% h	42 49%	67 47% m	52 64% KM	73 35%	62 44%	64 41%	79 47%	113 44%	85 45%	20 34%	128 41%
NHL	196 44%	88 42%	108 45%	48 37%	34 30%	49 54% dE	65 58% DE	50 32%	94 47% H	53 57% H	57 39%	59 65% KM	70 38%	70 46%	73 42%	54 44%	95 39%	98 50% q	20 35%	98 37%
TripAdvisor	207 44%	107 44%	100 44%	54 36%	41 35%	42 48% DE	69 60% DE	48 31%	105 50% H	54 51% H	63 47%	45 49%	81 37%	71 47%	70 38%	66 47%	89 37%	113 50% q	25 45%	98 33%
Nintendo	207 44%	85 41%	122 46%	39 28%	48 40% d	63 47% D	56 74%	53 34%	98 48% H	55 51% h	68 46%	37 54%	92 40%	71 52% o	68 37%	68 44%	109 41%	93 48%	17 31%	126 42%
Chipotle	192 44%	84 42%	109 46%	48 35%	51 42%	55 52% d	39 52%	53 37%	93 44%	47 55% H	67 47%	45 57% M	71 37%	41 36%	88 46%	63 47%	103 39%	87 54% Q	8 17%	115 42% S
JPMorgan Chase	197 43%	97 47%	100 40%	48 36%	35 32%	56 44%	57 67%	45 31%	102 48% H	50 52% H	85 50% M	36 54% M	67 33%	48 34%	67 42%	82 53% N	102 40%	93 48%	4 8%	106 39%
Morgan Stanley	198 43%	82 38%	116 48%	54 34%	39 33%	48 54% DE	58 62% DE	51 31%	99 49% H	48 53% H	66 44%	41 55%	79 40%	53 37%	74 44%	71 49%	123 48% r	67 36%	12 19%	108 40% S
Nissan	200 43%	99 43%	101 43%	54 36%	40 35%	51 50% DE	55 57% DE	48 32%	97 47% H	55 51% H	71 43%	51 62% KM	65 34%	62 46%	73 43%	64 41%	102 40%	96 49%	14 26%	125 41% s
AT&T	208 43%	88 37%	120 48% b	48 33%	46 39%	55 46% De	59 58% De	41 29%	113 48% H	54 52% H	70 49% m	41 49%	83 35%	79 47%	72 39%	58 44%	95 37%	106 49% q	22 40%	108 35%
Aetna	202 43%	87 40%	114 45%	45 31%	47 35%	48 55% DE	62 60% DE	32 20%	113 57% H	57 50% H	72 48% m	37 45%	78 36%	77 45%	59 35%	65 51% o	121 43%	72 42%	8 16%	106 37%
Airbus	214 43%	112 44%	102 41%	58 36%	39 34%	60 46% DE	57 61% DE	43 25%	109 49% H	62 58% H	66 45%	37 52%	103 41%	58 45%	90 42%	66 42%	106 37%	105 52% Q	17 26%	123 38%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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BB09 How much would you miss each of the following companies if they closed for good?
 Summary Of Not Much/None

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
NBA	194 43%	63 30%	131 53% B	52 37% e	34 26%	62 60% DE	46 58% DE	49 30%	95 47% H	51 53% H	73 48% M	37 58% M	76 34%	73 53% oP	80 40%	42 35%	100 36%	89 54% Q	9 14%	102 35% S
Capitol One	197 43%	90 37%	107 49% b	47 39%	44 37%	65 53% e	43 41%	51 36%	104 47%	42 44% M	80 51% M	39 54% M	65 33%	59 38%	73 43%	65 47%	125 46%	69 39%	9 24%	105 37%
Cigna	211 42%	99 42%	111 43%	49 31%	38 35%	61 44% DEF	63 69% DEF	45 30%	121 49% H	45 46% h	54 39%	37 46%	105 42%	63 42%	85 42%	63 43%	104 37%	103 50% q	13 23%	130 40%
JetBlue Airways	202 42%	92 41%	109 43%	59 38%	49 40%	63 64% DEG	32 31%	60 37%	70 37%	72 58% HI	64 41%	23 35%	105 46%	60 40%	53 34%	89 53% nO	115 44%	85 43%	10 19%	109 36%
Chevron	186 42%	65 33%	121 50% B	56 37%	39 34%	49 49% E	42 58% DE	43 29%	105 54% Hj	37 38%	56 43%	27 51%	86 38%	71 42%	55 38%	60 47%	82 35%	99 52% Q	13 23%	106 39% S
T-Mobile	194 42%	79 37%	115 47%	46 35%	35 28%	50 48% E	63 61% DE	55 34%	91 44%	48 51% h	65 46%	36 42%	72 37%	58 43%	64 35%	72 50% O	100 39%	88 45%	11 15%	110 38% S
John Deere	198 42%	60 28%	138 53% B	48 36%	51 37%	53 53% d	45 45%	51 31%	108 52% Hj	39 38%	60 41%	42 50%	80 38%	48 32%	76 48% N	74 44%	98 39%	94 46%	17 30%	109 38%
Delta Air Lines	191 41%	85 39%	106 43%	50 33%	42 35%	43 44% DE	56 62% DE	53 31%	100 49% H	37 45% h	68 48% M	43 52% M	68 32%	54 33%	71 44%	66 48% n	102 38%	87 46%	9 19%	86 33% S
Etsy	203 41%	96 40%	107 43%	62 39%	37 31%	48 44% E	57 53% E	56 37%	109 47%	38 35%	47 32%	44 51% K	100 44%	76 44%	78 44%	49 35%	122 44%	79 39%	17 28%	124 43%
Molson Coors	193 41%	84 40%	109 42%	39 31%	33 30%	65 53% DE	56 52% DE	52 32%	109 49% H	32 38%	73 49% m	31 40%	79 37%	72 51% o	72 36%	48 38%	92 35%	92 49% Q	10 20%	93 35% S
Whole Foods	193 41%	86 40%	106 42%	51 34%	37 35%	56 43% DE	49 58% DE	53 37%	100 44%	39 40%	67 46%	26 34%	88 39%	78 44%	66 39%	49 39%	105 38%	81 45%	11 19%	118 39%
Starbucks	193 41%	91 40%	102 41%	44 32%	38 34%	52 42% DE	59 61% DE	51 30%	91 43% h	51 55% H	74 50% M	30 43%	70 32%	66 44%	65 38%	62 42%	102 40%	89 42%	20 37%	87 34%
Huawei	183 41%	88 43%	95 39%	41 33%	42 33%	51 43% DE	50 62% DE	50 33%	86 42%	47 50% H	66 47% M	40 60% M	71 34%	57 40%	74 44%	52 38%	88 36%	88 44%	14 21%	100 36% S
BP	184 41%	61 30%	123 50% B	43 32%	37 30%	64 56% DE	39 49%	37 22%	112 56% H	34 42% H	48 37%	37 52% km	84 37%	66 45%	57 41%	61 37%	100 38%	79 43%	13 24%	92 35% S
Pizza Hut	197 41%	94 41%	104 40%	48 33%	36 29%	57 54% dE	56 50% dE	59 37%	76 36%	62 54% HI	54 36%	34 43%	90 41%	65 39%	63 38%	69 45%	105 40%	87 42%	22 50%	122 40%
Macy's	186 41%	81 39%	105 42%	55 37%	40 32%	52 50% e	39 50% e	52 32%	78 41%	56 51% H	59 47% M	44 48% m	64 32%	62 48% o	51 33%	73 42%	99 38%	81 44%	23 33%	93 32% S
Hilton Hotels	202 40%	91 39%	111 42%	48 32%	42 37%	39 33% DEF	74 61% DEF	41 28%	120 50% H	42 41% h	71 49% M	39 47%	80 33%	57 37%	86 49% p	59 35%	103 38%	93 44%	11 22%	97 33% S

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	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
eBay	180 40%	65 32%	115 48% B	58 36%	29 26%	33 44% e	59 60% DE	44 29%	109 51% Hj	27 33%	64 45%	23 36%	81 39%	56 39%	70 43%	54 39%	91 38%	83 44%	12 24%	112 36%
Wells Fargo	196 40%	70 32%	126 47% B	48 32%	40 33%	69 54% DE	39 46%	51 29%	93 49% H	52 43% h	72 47% m	26 43%	84 34%	53 38%	70 41%	73 42%	112 37%	78 47%	9 15%	105 34% S
Trader Joe's	179 40%	63 32%	116 47% B	48 33%	33 37%	55 50% d	43 44%	47 33%	97 48% h	36 35%	60 42%	30 39%	77 41%	71 44%	52 36%	56 40%	103 42%	74 40%	18 36%	89 32%
Instacart	179 40%	92 44%	87 37% e	50 35% e	30 24%	61 59% DE	38 51%	45 29%	95 48% H	39 42%	62 43%	44 56% M	64 32%	54 38%	69 45%	56 38%	79 33%	96 49% Q	17 26%	85 33%
Comcast	183 40%	65 32%	118 46% B	47 32%	38 31%	52 55% DE	45 50% de	49 34%	89 40%	45 48%	62 46%	33 48%	83 35%	58 41%	62 39%	63 40%	97 38%	82 43%	7 17%	107 35%
NY Life	191 39%	90 40%	101 39% e	39 27%	29 25%	65 53% DE	58 58% DE	52 32%	88 39%	51 52% H	63 44% m	47 62% KM	72 31%	60 42%	75 38%	56 39%	117 42%	68 36%	12 20%	87 33%
Fox Corporation	181 39%	85 37%	96 42% e	47 30%	37 35%	52 51% D	45 48% d	40 27%	90 45% H	51 46% H	53 38%	28 42%	85 39%	39 29%	74 43% n	68 44% n	86 35%	86 45%	14 24%	87 32%
U.S. Bank	181 39%	80 35%	102 44% e	42 29%	42 31%	67 54% DE	31 51%	38 24%	89 47% H	54 48% H	56 44% M	37 56% M	78 31%	52 42%	53 37%	77 40%	104 39%	76 40%	11 19%	93 33% S
Humana	175 39%	78 34%	97 45% c	34 26%	42 36%	53 52% D	45 47% D	45 30%	86 43% h	45 46% h	62 42%	42 51% m	62 34%	58 40%	67 41%	51 36%	85 37%	90 43%	7 16%	81 33%
Berkshire Hathaway	179 39%	96 45% c	82 33%	41 28%	48 39%	49 45% D	41 50% D	53 32%	84 43%	42 43%	66 44%	26 31%	77 38%	53 38%	61 34%	65 46% o	103 39%	73 39%	13 23%	101 36% s
Merck	177 38%	102 47% C	75 31%	44 34%	48 33%	55 51% de	29 38%	47 31%	95 44% h	35 37%	58 40%	33 44%	74 34%	51 37%	65 39%	61 39%	104 38%	70 39%	16 31%	106 38%
MLB	179 38%	83 38%	96 39%	36 27%	51 36%	43 42% d	49 55% De	56 35%	81 40%	42 40%	67 45% M	37 41%	63 30%	69 43%	58 35%	52 37%	86 33%	90 46% Q	24 36%	88 30%
Honda	171 38%	65 33%	106 42% e	37 25%	36 33%	55 51% De	43 55% DE	55 35%	79 40%	36 38%	57 38%	24 42%	79 38%	60 45%	61 35%	50 36%	95 38%	74 40%	11 25%	94 35%
Hallmark	176 38%	84 37%	92 39%	53 36%	34 30%	59 53% dE	29 33%	53 33%	75 35%	48 53% Hi	59 41%	37 54% M	70 31%	49 36%	67 35%	60 44%	97 37%	78 39%	17 30%	98 36%
Lockheed Martin	186 38%	89 38%	97 38%	38 27%	48 35%	58 44% D	42 51%	49 29%	84 39%	53 50% H	61 38%	48 49% m	69 33%	39 34%	70 40%	78 39%	89 33%	94 46% Q	17 35%	93 32%
ExxonMobil	179 38%	72 30%	107 46% B	56 37%	40 31%	57 49% e	26 34%	51 31%	85 41%	43 42%	65 46% M	26 39%	75 32%	66 38%	58 35%	55 40%	95 36%	79 40%	19 32%	87 28%
Patagonia	174 38%	73 36%	101 39% e	53 33%	41 30%	46 53% DE	34 44%	54 31%	95 45% H	26 34%	54 36%	22 34%	91 40%	44 36%	83 41%	47 34%	102 37%	70 39%	16 28%	104 36%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Fielding Period: May 20 - 22, 2020
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23 May 2020
 Table 184

BB09 How much would you miss each of the following companies if they closed for good?

Summary Of Not Much/None

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Nike	188 38%	78 33%	109 42%	28 19%	25 23%	60 52% DE	74 58% DE	42 28%	97 42% H	48 41%	64 40%	34 40%	79 35%	73 56% OP	72 34%	43 28%	82 30%	103 50% Q	4 9%	115 35%
PepsiCo	188 38%	110 42% c	78 32%	60 39%	43 33%	47 40%	39 38%	41 25%	91 39% H	56 43% H	43 29%	34 33%	96 44% K	75 41%	51 30%	62 42%	109 37%	72 39%	20 31%	114 40%
IBM	183 38%	86 33%	96 42%	45 31%	30 26%	64 53% DE	44 41%	40 24%	93 45% H	50 44% H	55 35%	38 51% km	73 32%	35 25%	86 42% N	61 43% N	104 36%	74 39%	9 20%	100 34% s
Caterpillar	174 38%	80 34%	94 41%	47 30%	41 35%	45 40%	40 53%	48 30%	87 41%	38 43%	54 35%	42 62% KM	70 33%	42 34%	72 41%	60 37%	106 40%	65 35%	18 32%	102 34%
General Motors	171 38%	75 33%	96 41%	47 36%	39 32%	47 44%	38 38%	48 28%	79 43% H	44 44% h	56 40%	28 43%	73 34%	33 26%	63 38%	75 47% N	80 33%	88 43% q	4 9%	95 35%
Costco	168 37%	67 33%	101 41%	37 30%	34 30%	57 51% DE	40 43% d	42 27%	92 44% h	34 42% h	63 44% M	36 46% m	64 31%	47 36%	71 39%	50 37%	98 37%	67 39%	7 16%	73 26%
Sam's Club	163 37%	72 35%	92 39%	53 34%	22 23%	50 49% dE	39 45% E	44 30%	84 41%	36 41%	52 39% m	45 60% KM	60 28%	51 34%	54 38%	58 39%	69 29%	91 48% Q	4 9%	89 32% S
Pfizer	170 37%	81 45%	89 32%	55 41%	38 32%	38 36%	40 40%	46 32%	69 37%	54 44%	55 39%	23 40%	82 39%	53 37%	54 32%	63 43%	92 36%	73 41%	17 30%	98 37%
Domino's	159 37%	62 33%	97 40%	39 27%	29 26%	55 56% DE	37 50% DE	39 27%	83 47% H	37 35%	53 38%	23 33%	75 39%	37 29%	70 45% N	52 36%	67 30%	90 47% Q	5 11%	84 33%
ESPN	169 37%	52 25%	117 47% B	49 35%	51 35%	33 41%	37 39%	51 30%	85 45% H	33 34%	58 43%	31 45%	74 34%	42 34%	66 36%	60 40%	93 35%	72 41%	13 22%	93 33%
Hulu	181 37%	89 37%	91 37%	38 25%	35 28%	45 39% d	62 64% DEF	40 24%	97 44% H	43 42% H	52 33%	31 36%	90 40%	62 41%	55 30%	64 41%	103 37%	77 39%	20 35%	90 31%
Kaiser Permanente	174 37%	87 37%	87 36%	47 37%	47 31%	35 33%	46 51% E	42 27%	88 39% h	44 46% H	41 30%	28 44%	98 40%	58 40%	59 31%	57 42%	108 38%	63 35%	19 32%	119 38%
Albertson's	182 36%	89 34%	93 38%	40 26%	41 33%	42 42% d	58 48% D	44 26%	100 45% H	38 34%	49 34%	33 37%	81 35%	87 49% Op	46 25%	50 35%	106 36%	74 37%	17 29%	111 34%
Boeing	164 36%	76 35%	88 37%	44 29%	35 30%	36 39%	52% DE	40 26%	84 40% H	40 43% H	59 41% m	33 39%	59 29%	55 38%	61 33%	48 38%	76 30%	85 43% Q	13 20%	75 28%
Cargill	168 36%	101 44% C	67 28%	47 33%	36 29%	49 40%	36 47% e	37 26%	87 40% h	44 40%	49 34%	35 44%	76 37%	67 47% Op	50 30%	51 32%	100 40%	63 30%	21 38%	101 36%
Xfinity	157 36%	85 40%	72 32%	35 26%	38 31%	56 49% De	28 39%	42 26%	71 37% h	45 49% H	54 41%	28 38%	64 32%	60 40%	51 31%	47 36%	85 34%	68 39%	15 20%	87 31%
Singer	166 35%	111 44% C	56 26%	43 27%	33 30%	46 47% De	44 43% d	53 37%	62 29%	52 46% l	53 37%	36 48% m	70 32%	58 37%	64 37%	44 32%	75 30%	86 43% q	13 20%	105 35%

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 Summary Of Not Much/None

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Marriott	167 35%	74 31%	93 40%	41 30%	36 27%	60 48% DE	30 38%	51 31%	57 32%	59 46% hi	64 45% M	36 51% M	56 25%	48 30%	53 34%	67 42%	97 34%	67 39%	16 29%	69 26%
United Airlines	169 35%	87 38%	82 33%	49 31%	33 29%	52 37%	35 49%	42 26%	72 32%	55 58% HI	62 48% M	32 37%	67 27%	43 30%	62 33%	64 43%	99 34%	65 36%	14 21%	88 27%
Verizon	159 35%	77 35%	82 35%	47 34%	32 26%	43 38%	38 43%	46 27%	80 40% h	33 39%	69 49% M	34 44% M	49 22%	56 37%	43 27%	59 40%	82 31%	74 41%	10 14%	83 30% S
Honeywell	164 34%	69 32%	95 37%	38 27%	43 32%	46 39%	37 44% d	31 21%	102 45% H	30 31%	56 39%	34 36%	59 30%	38 28%	74 38%	51 35%	81 31%	75 39%	9 17%	85 29%
American Airlines	172 34%	70 29%	102 39%	44 33%	31 24%	48 37%	49 46% E	38 21%	83 39% H	51 45% H	64 42% M	30 35%	59 26%	55 36%	60 34%	56 33%	90 33%	74 37%	11 18%	80 26%
Facebook	164 34%	89 39%	75 30%	40 28%	34 25%	55 47% DE	35 38%	43 28%	76 34%	45 42%	48 35%	29 33%	75 33%	52 34% o	33 20% nO	80 48% q	87 29%	72 41% q	14 23%	90 29%
Ford	163 34%	71 30%	92 37%	49 34%	40 31%	26 29%	47 41%	43 26%	91 45% HU	30 26%	51 35%	33 44% m	61 28%	55 36%	66 36%	42 30%	94 31%	62 39%	12 20%	102 33% s
NFL	144 34%	49 25%	95 41% B	41 28%	29 24%	32 44% dE	42 50% DE	51 31%	63 35%	31 36%	60 40% M	27 39%	45 25%	37 33%	53 33%	54 35%	60 27%	77 41% Q	8 16%	61 25%
H-E-B Grocery	156 34%	73 35%	84 33%	47 35%	32 26%	33 30%	44 46% E	42 28%	84 38%	31 33%	57 34%	23 39%	63 32%	49 32%	64 38%	44 31%	82 32%	75 38%	21 36%	92 33%
Little Caesars	155 34%	57 27%	98 39% B	41 29%	34 28%	41 43%	39 36%	42 27%	86 40% h	28 31%	48 32%	23 32%	66 34%	41 30%	71 38%	44 31%	78 29%	73 41% q	1 3%	103 35%
Chick-fil-A	164 34%	91 35%	73 32%	44 32%	44 34%	43 32%	34 38%	53 33%	80 35%	32 32%	58 38%	19 30%	80 32%	53 32%	52 33%	59 36%	85 32%	74 37%	31 49%	98 34%
Roche	154 34%	73 35%	80 32%	38 28%	30 26%	61 48% DE	25 31%	37 23%	73 38% H	44 41% H	51 34%	30 39%	64 32%	54 35%	55 30%	45 37%	101 36%	52 30%	11 25%	86 30%
WeWork	157 33%	81 41% C	75 28%	41 31%	31 27%	51 36%	33 43%	30 20%	99 43% H	27 30%	44 32%	28 34%	83 35%	56 34%	51 32%	49 34%	81 31%	73 38%	2 6%	92 32%
Publix	150 33%	61 29%	89 36%	36 24%	36 37% d	49 42% D	29 31%	31 22%	94 42% H	25 29%	49 36%	34 35%	50 27%	38 29%	58 32%	55 37%	80 31%	66 35%	5 11%	72 28%
King Arthur	158 33%	70 31%	88 34%	38 27%	38 30%	37 33%	44 42% d	37 23%	97 39% H	24 31%	45 32%	29 41%	74 31%	56 36%	59 35%	43 27%	86 34%	65 30%	8 15%	88 30%
MassMutual	148 32%	64 29%	83 35%	34 23%	32 29%	51 50% DE	30 32%	27 19%	91 40% H	30 33% h	49 32%	26 39%	61 30%	36 26%	61 37%	51 33%	92 35%	52 29%	10 18%	79 28%
Royal Dutch Shell	146 32%	72 35%	74 30%	42 26%	37 34%	39 39%	28 33%	43 26%	79 38% h	25 30%	53 35%	31 37%	55 29%	38 29%	69 35%	39 31%	78 29%	62 34%	10 21%	89 32%

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 Summary Of Not Much/None

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Anthem Health	148 32%	87 35%	61 28%	32 20%	46 36% D	47 43% D	24 32%	34 21%	58 31% h	57 48% Hi	37 26%	28 40%	78 33%	44 31%	43 25%	62 39% o	86 33%	60 32%	18 28%	87 31%
Aldi	140 32%	61 30%	79 33%	39 28%	30 25%	37 40%	35 37%	44 29%	74 36%	22 26%	38 28%	44 50% KM	55 28%	42 31%	50 31%	48 33%	65 29%	72 35%	10 20%	64 25%
Wegmans	155 32%	66 30%	89 33%	38 26%	32 23%	45 42% e	40 40% e	38 24%	76 33%	41 41% H	49 37%	35 43% m	65 26%	49 33%	54 28%	52 34%	89 31%	63 34%	12 17%	83 27%
Ace Hardware	158 31%	70 31%	88 32%	47 33%	47 38%	42 30%	22 22%	40 26%	76 32%	41 36%	42 29%	36 38%	63 28%	38 24%	61 32%	60 39% N	82 28%	67 35%	16 27%	87 27%
Kroger	136 31%	54 26%	82 36%	37 23%	31 28%	34 36%	35 47% De	37 25%	65 32%	34 40% h	46 32%	28 39% m	48 24%	36 30%	44 27%	56 36%	67 29%	63 34%	9 22%	83 31%
Mars	135 31%	62 30%	73 32%	36 26%	32 28%	36 36%	32 36%	32 25%	69 34%	34 35%	46 34%	26 34%	60 29%	37 27%	55 35%	43 30%	72 29%	59 32%	10 21%	75 28%
Sony	144 31%	85 36% c	59 25%	35 25%	21 19%	49 41% dE	40 41% dE	21 17%	75 33% H	48 41% H	49 32%	39 44% M	51 26%	44 27%	52 30%	48 36%	64 25%	76 39% Q	8 15%	70 26%
Burger King	152 30%	61 25%	91 36% b	37 28%	33 24%	46 34%	36 39%	34 20%	90 38%	27 29%	43 29%	30 28%	72 33%	46 27%	55 29%	51 36%	62 22%	86 44% Q	9 14%	92 31% S
Mondelez	147 30%	75 37% c	72 26%	48 30%	22 22%	43 34%	35 34%	47 26%	69 33%	30 33%	45 34%	29 29%	70 31%	48 35%	56 29%	42 28%	90 32%	52 27%	15 29%	87 30%
Dell	144 30%	67 29%	78 32%	44 27%	37 33%	45 35%	19 26%	35 23%	86 37% h	23 26%	45 33% m	39 44% M	46 21%	45 31%	54 27%	46 35%	76 28%	60 33%	11 18%	83 27%
Apple	142 30%	78 34%	64 27%	28 21%	29 23%	59 46% DE	26 30%	23 16%	57 30% H	63 45% Hi	58 39% M	34 41% M	47 22%	55 38%	43 26%	44 28%	69 26%	71 36%	7 16%	69 24%
Unilever	148 30%	79 31%	69 29%	44 38% E	34 23%	41 32%	29 30%	36 25%	78 31%	33 36%	39 28%	30 39%	69 29%	50 31%	55 31%	43 29%	73 28%	72 34%	11 20%	85 29%
UnitedHealth Group	130 30%	54 28%	75 32%	26 21%	39 32%	36 34%	28 38% d	27 18%	67 37% H	36 36% H	47 32%	18 29%	55 28%	46 30%	31 21%	53 41% O	80 31%	49 31%	6 9%	82 29% S
Southwest Airlines	152 30%	73 29%	79 32%	41 26%	25 20%	33 31%	53 46% DE	43 22%	71 36% H	37 36% h	80 47% IM	22 29%	39 18%	39 26%	60 35%	52 29%	75 26%	74 36%	7 10%	65 20%
Cardinal Health	142 30%	57 25%	85 35%	49 33%	33 27%	26 28%	34 32%	26 18%	88 38% H	28 30%	40 25%	18 35%	81 35%	52 34%	38 23%	52 35% o	79 29%	58 32%	14 23%	80 28%
Abbot	139 30%	68 32%	72 28%	41 30%	36 24%	31 35%	31 33%	41 24%	73 32%	25 34%	45 32%	14 19%	68 30%	48 29%	43 26%	49 35%	69 25%	65 35%	8 19%	77 26%
Conagra	140 30%	73 31%	67 28%	50 38% E	28 22%	28 26%	34 32%	40 28%	71 31%	29 29%	57 36% m	20 26%	52 25%	50 34%	51 29%	40 27%	67 25%	66 34%	8 20%	79 27%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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 Summary Of Not Much/None

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
CVS	136 30%	67 32%	69 27%	25 20%	42 36% D	42 35% d	28 28%	44 30%	59 27%	33 35%	56 36% m	27 36%	50 25%	49 33%	44 26%	43 30%	86 32%	49 27%	14 30%	67 24%
Scott	139 30%	75 35%	64 25%	45 28%	26 22%	38 36%	29 37%	38 23%	63 30%	38 38% h	44 31% M	42 44% M	43 21%	51 33%	51 28%	37 28%	81 30%	52 28%	19 33%	75 26%
Toyota	140 30%	62 25%	78 35% b	41 29%	42 30%	26 28%	31 31%	35 23%	63 29%	42 42% H	56 35%	19 26%	55 25%	43 26%	57 35%	40 28%	73 27%	64 34%	12 21%	85 28%
Hewlett-Packard Enterprise	138 29%	66 27%	72 31%	48 36% Eg	28 22%	42 40% eg	20 19%	39 25%	56 27%	43 38%	47 34%	26 27%	59 27%	44 28%	48 28%	46 31%	81 29%	57 31%	15 27%	76 26%
Cottonelle	142 29%	71 32%	71 26%	54 36%	31 27%	28 24%	29 26%	40 23%	73 32%	29 33%	47 29%	26 32%	54 25%	37 27%	55 29%	49 30%	72 26%	62 30%	13 25%	87 28%
Perdue Farms	139 29%	65 28%	74 30%	47 31%	47 39% G	27 24%	18 19%	42 25%	68 31%	29 31%	57 32%	19 25%	58 29%	29 23%	59 30%	51 32%	75 27%	57 31%	21 34%	83 30%
Nestle	128 28%	59 31%	69 26%	40 27%	23 21%	34 29%	31 38% e	38 24%	63 32%	26 27%	31 24%	18 28%	69 30%	39 29%	46 26%	43 30%	67 23%	57 36% Q	15 27%	85 28%
The Walt Disney Company	129 28%	73 32%	56 24%	35 24%	24 20%	43 41% dE	27 30%	34 20%	54 29%	41 41% H	46 30%	17 24%	59 28%	35 28%	44 22%	51 38% O	58 23%	68 33% q	11 21%	70 24%
Bayer	130 28%	57 26%	73 29%	37 25%	27 21%	36 41% dE	30 32%	35 24%	72 33%	23 24%	43 31% L	12 16%	67 30% I	34 27%	52 26%	44 32%	74 27%	51 29%	22 30%	78 25%
Johnson & Johnson	133 28%	62 26%	72 30%	39 26%	21 17% DEg	42 48% DEg	31 27%	47 27%	58 30%	28 27%	39 29%	16 23%	77 32%	45 29%	37 23%	52 32%	70 27%	61 31%	16 25%	82 28%
Dollar General	125 28%	71 30%	54 25%	40 26%	23 20%	32 35%	30 33%	26 17%	81 37% Hj	17 22%	27 20%	25 32%	66 30%	37 27%	48 28%	40 28%	58 23%	64 34% q	13 22%	79 30%
GlaxoSmithKline	120 28%	66 30%	53 25%	39 29%	38 29%	17 19%	25 33%	43 25%	48 27%	28 34%	37 29%	15 23%	52 26%	44 31%	39 23%	37 31%	63 27%	51 27%	21 36%	76 27%
Walgreens	126 28%	54 29%	72 27%	33 22%	30 26%	33 33%	30 32%	34 20%	56 29%	36 39% H	37 24%	22 31%	55 27%	34 25%	48 27%	44 31%	68 26%	53 29%	9 15%	67 24%
Intel	123 28%	49 25%	74 30%	54 34% E	18 19%	26 25%	25 28%	35 25%	63 32%	25 24%	45 31%	20 36%	50 23%	42 33%	38 21%	43 30%	67 27%	47 26%	14 27%	71 26%
Tyson Foods	128 27%	53 23%	75 32%	46 31%	30 23%	31 27%	21 27%	30 21%	77 35% HJ	21 19%	41 30%	14 20%	64 29%	44 30%	39 28%	45 24%	75 27%	48 28%	7 10%	72 24%
3M	121 27%	61 29%	60 26%	43 27%	21 20%	26 27%	30 37% e	40 26%	59 27%	22 32%	41 29% M	33 41% M	36 18%	41 27%	33 22%	48 33%	62 25%	52 28%	14 27%	61 23%
The Home Depot	128 27%	72 33% c	56 22%	60 36% Ef	21 20%	26 22%	22 26%	43 29%	53 24%	32 32%	32 23%	26 31%	65 28%	34 24%	45 26%	50 32%	71 26%	54 29%	24 39%	92 31%

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	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Gilead	120 27%	53 28%	67 26%	55 34% e	22 23%	25 25%	18 20%	27 21%	72 34% Hj	21 20%	43 28%	19 30%	53 27%	24 18%	55 30% n	41 32% N	59 25%	57 29%	14 24%	71 28%
Seamless	126 27%	78 33% C	48 20%	39 28%	25 19%	48 37% E	13 19%	31 18%	72 31% H	24 33% h	43 31%	27 33%	50 22%	30 23%	56 29%	40 28%	61 22%	62 33% q	8 15%	80 26%
McKesson	121 26%	57 27%	65 26%	50 31% F	38 30% F	11 12%	23 26%	40 22%	49 26%	33 36% h	43 32% M	24 32%	43 19%	49 34% P	50 26%	23 19%	70 28%	49 25%	20 30%	75 25%
Smithfield Foods	121 26%	42 21%	79 31% b	46 32% e	23 20%	30 26%	21 25%	33 24%	71 32% j	17 17%	39 28%	24 28%	53 24%	26 17%	51 31% N	44 30% n	59 22%	58 33% q	13 20%	67 22%
Campbell's	131 26%	71 30%	60 23%	49 33% G	38 28%	31 25%	13 14%	47 29%	62 29%	22 17%	31 21%	23 25%	72 31%	35 20%	57 29%	39 29%	83 26%	43 25%	24 35%	97 30%
Coca-Cola	129 26%	51 22%	78 29%	31 22%	19 16%	51 37% dE	27 28%	29 19%	68 29%	32 27%	29 22%	15 23%	71 26%	37 24%	34 19%	58 36% O	70 26%	53 25%	7 12%	53 18%
McDonald's	116 25%	42 21%	75 29%	37 26%	31 24%	34 30%	14 20%	37 22%	60 30%	20 22%	39 25%	15 20%	52 26%	26 19%	37 21%	53 38% NO	65 24%	45 26%	7 12%	61 21%
SC Johnson	116 25%	60 26%	56 24%	52 37% eFG	32 25%	17 18%	15 15%	35 24%	65 28%	16 20%	33 25%	18 23%	55 26%	42 26%	46 30%	27 20%	73 27%	37 22%	17 32%	82 27%
Netflix	114 25%	64 29%	50 21%	25 20%	16 13%	41 36% dE	31 36% dE	28 21%	42 21%	43 37% hl	46 31% l	12 17%	44 22%	39 30%	42 25%	32 21%	65 25%	43 25%	6 16%	41 16%
Lowe's	117 25%	56 25%	61 25%	43 28% g	29 28% g	31 29% g	14 13%	47 26%	52 24%	18 24%	41 27%	22 27%	45 20%	31 21%	46 25%	40 29%	59 23%	54 28%	16 22%	69 25%
Best Buy	114 24%	47 23%	68 26%	33 21%	32 28%	29 26%	20 23%	32 20%	50 23%	32 37% Hi	37 28%	14 21%	55 22%	42 30%	37 19%	36 27%	63 24%	49 24%	12 18%	58 19%
Samsung	114 24%	39 19%	75 28%	40 24%	38 31%	22 18%	15 20%	33 20%	58 26%	24 26%	30 22%	16 25%	59 24%	31 20%	35 20%	48 32% no	58 21%	54 28%	6 10%	68 22% s
Target	109 23%	48 22%	61 24%	28 18%	15 12%	37 36% DE	28 32% dE	24 14%	63 30% H	21 25% h	36 25%	15 18%	52 24%	38 31% O	31 17%	39 24%	42 17%	58 29% Q	6 10%	53 19%
Pirell	108 22%	75 31% C	33 14%	35 21%	24 20%	30 25%	19 24%	28 16%	47 22%	33 36% Hi	31 21%	24 29%	47 21%	40 28%	35 19%	32 21%	62 23%	41 21%	9 16%	66 22%
The Hershey Company	105 22%	51 22%	54 22%	38 27%	18 20%	28 20%	21 21%	39 25%	52 23%	15 14%	27 19%	19 24%	50 24%	25 21%	39 22%	40 22%	60 22%	39 21%	9 19%	62 22%
General Electric	102 22%	52 23%	50 21%	34 25%	20 16%	22 21%	27 27%	23 14%	51 23%	28 32% H	37 25%	17 24%	38 18%	30 19%	31 19%	42 29%	47 17%	50 29% Q	4 9%	46 17%
Mastercard	97 22%	37 19%	60 24%	35 24%	24 20%	20 21%	18 21%	23 16%	43 22%	31 28%	47 30% M	22 35% M	25 12%	25 17%	39 21%	33 27%	47 18%	48 26%	6 9%	50 18%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 184

BB09 How much would you miss each of the following companies if they closed for good?
 Summary Of Not Much/None

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Procter & Gamble	100 22%	43 22%	57 21%	45 31% EG	18 16%	26 24%	12 11%	21 14%	54 25% H	26 25% h	37 27% m	25 28%	34 16%	27 18%	38 21%	36 26%	45 18%	51 25%	9 21%	60 22%
Microsoft	102 20%	55 24%	47 17%	26 18%	19 15%	37 29% e	20 20%	26 17%	53 23%	23 20%	34 25% m	23 24%	40 16%	43 28% O	26 14%	33 20%	52 19%	49 22%	7 11%	45 14%
FedEx	93 19%	45 19%	48 20%	47 28% EF	18 14%	7 8%	21 22% f	35 18%	36 20%	23 20%	37 25% m	12 15%	34 15%	34 21%	27 15%	32 23%	51 18%	42 22%	10 14%	59 19%
The Kraft Heinz Company	85 19%	45 24%	40 15%	41 28% f	22 19%	15 13%	7 9%	33 21%	41 21%	11 11%	18 14%	5 8%	59 26% KL	12 10%	36 21% n	37 22% n	49 19%	34 19%	9 16%	63 22%
Visa	86 19%	41 17%	45 20%	21 15%	23 19%	20 16%	22 28%	15 11%	43 21% h	29 23% h	28 20%	16 22%	31 14%	28 19%	19 11%	40 26% O	35 15%	46 21%	6 9%	30 10%
YouTube	86 18%	29 13% B	57 24% B	17 13%	11 10%	28 23% e	29 29% DE	26 16%	45 21%	15 17%	28 20%	9 12%	34 16%	40 27% op	25 15%	21 14%	42 17%	38 18%	7 18%	51 18%
General Mills	84 18%	55 25% C	29 12%	32 22%	25 19%	15 13%	12 14%	31 20%	34 15%	19 20%	31 21% m	25 32% M	25 12%	19 13%	21 13%	44 28% NO	49 19%	32 16%	12 20%	44 16%
Clorox	81 16%	53 21% C	28 11%	24 17%	14 11%	26 19%	17 16%	26 17%	28 12%	28 25%	33 20%	9 14%	31 13%	8 6%	42 24% N	30 17% N	45 17%	32 15%	5 10%	33 12%
Amazon	74 16%	38 19%	36 14%	27 18% E	9 7%	14 13%	24 31% Ef	23 15%	31 15%	20 19%	40 29% LM	4 5%	27 12%	15 12%	27 15%	32 19%	39 14%	30 17%	8 14%	37 13%
Walmart	70 15%	30 14%	40 16%	25 17%	15 12%	17 19%	14 14%	23 14%	35 18%	12 13%	21 13%	11 16%	37 19%	15 10%	29 18%	26 18%	33 13%	36 19%	9 14%	43 16%
UPS	68 14%	39 17%	30 11%	31 21% fG	23 17% G	10 9%	4 4%	27 18% j	33 13%	8 8%	21 15%	12 16%	31 12%	16 11%	28 15%	24 14%	31 11%	32 15%	9 16%	49 14%
Google	61 13%	35 15%	26 10%	12 7%	11 11%	25 21% D	13 14%	18 11%	35 15%	8 8%	27 21% Lm	6 7%	26 11%	22 15%	23 12%	15 11%	24 9%	37 18% q	5 9%	35 12%
United States Postal Service	56 12%	33 15%	23 9%	26 19% eG	10 9%	12 13%	8 6%	10 7%	34 15%	12 13%	26 14%	8 10%	21 11%	28 19% Op	15 9%	13 9%	27 10%	24 12%	3 6%	33 12%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 185

BB09_1 How much would you miss each of the following companies if they closed for good?

Tech
 Google

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	469	180	289	207	116	74	72	154	203	112	241	69	123	148	158	163	246	216	45	245
Weighted Base	483	236*	247	166	102*	123*	92*	162*	226	95*	131	81*	230*	151*	187*	145*	268	210	54**	281
Somewhat/A Great Deal (Net)	400 83%	189 80%	211 86%	141 85%	85 83%	97 79%	76 83%	134 83%	182 81%	83 88%	98 75%	74 91% K	193 84% k	128 85%	157 84%	115 80%	231 86%	167 79%	46 85%	234 83%
A great deal	270 56%	117 50%	153 62% b	95 57%	61 60%	66 54%	47 51%	96 59%	129 57%	45 47%	55 42%	56 68% K	140 61% K	78 52%	112 60%	80 55%	154 57%	116 55%	33 62%	160 57%
Somewhat	130 27%	71 30%	59 24%	46 28%	23 23%	31 25%	29 32%	38 23%	54 24%	39 41% HI	43 33%	19 23%	53 23%	50 33%	45 24%	36 25%	77 29%	51 24%	13 23%	74 26%
Not Much/None (Net)	61 13%	35 15%	26 10%	12 7%	11 11%	25 21% D	13 14%	18 11%	35 15%	8 8%	27 21% Lm	6 7%	26 11%	22 15%	23 12%	15 11%	24 9%	37 18% q	5 9%	35 12%
Not much	31 6%	16 7%	15 6%	8 5%	8 8%	11 9%	3 4%	8 5%	19 8%	4 4%	15 11% L	1 2%	13 6%	12 8%	7 4%	12 8%	11 4%	19 9%	5 8%	18 6%
None	30 6%	19 8%	11 4%	4 2%	3 3%	14 12% De	10 10% D	10 6%	16 7%	4 4%	12 9%	4 5%	14 6%	10 7%	16 9%	4 3%	13 5%	18 8%	*	17 6%
I am not at all familiar with this company	22 5%	12 5%	10 4%	12 7% F	7 6% f	-	3 3%	9 6%	9 4%	3 3%	6 5%	1 1%	11 5%	1 1%	7 4%	14 10% N	13 5%	7 3%	3 6%	12 4%
Sigma	483 100%	236 100%	247 100%	166 100%	102 100%	123 100%	92 100%	162 100%	226 100%	95 100%	131 100%	81 100%	230 100%	151 100%	187 100%	145 100%	268 100%	210 100%	54 100%	281 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 186

BB09_2 How much would you miss each of the following companies if they closed for good?

Tech
 Apple

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	470	173	297	188	143	82	57	162	169	139	262	66	114	142	155	173	239	216	38	252
Weighted Base	469	229*	240	129	125*	129*	86**	143*	187*	139*	149	82*	207*	146*	168*	155*	261	196	42**	286
Somewhat/A Great Deal (Net)	303 65%	142 62%	161 67%	98 76% F	91 72% F	61 48%	54 62%	114 80% IJ	120 64% j	69 50%	78 52%	47 57%	158 76% KL	84 57%	122 73% n	98 63%	180 69%	115 58%	36 84%	205 72%
A great deal	202 43%	82 36%	120 50% B	65 50% F	67 53% F	41 32%	29 33%	80 56% j	80 43%	42 30%	52 35%	35 43%	99 48% k	59 40%	76 45%	67 43%	122 47%	73 37%	29 68%	148 52%
Somewhat	102 22%	60 26%	41 17%	33 26%	24 19%	20 15%	25 29%	35 24%	40 21%	27 20%	25 17%	12 14%	59 28% kl	25 17%	46 27%	31 20%	58 22%	42 21%	7 17%	57 20%
Not Much/None (Net)	142 30%	78 34%	64 27%	28 21%	29 23%	59 46% DE	26 30%	23 16%	57 30% H	63 45% Hi	58 39% M	41 41% M	47 22%	55 38%	43 26%	44 28%	69 26%	71 36%	7 16%	69 24%
Not much	54 11%	33 14%	21 9%	15 12%	9 7%	20 16%	9 11%	14 10%	21 11%	19 14%	24 16% M	17 21% M	11 5%	22 15%	16 10%	15 10%	26 10%	27 14%	1 2%	19 7%
None	89 19%	45 20%	43 18%	12 10%	20 16%	39 31% De	17 19%	9 6%	36 19% H	44 31% H	34 23%	16 20%	35 17%	33 23%	27 16%	29 18%	42 16%	45 23%	6 14%	50 18%
I am not at all familiar with this company	23 5%	8 4%	15 6%	3 3%	5 4%	8 6%	6 8%	6 4%	10 5%	7 5%	13 9% M	2 2%	3 2%	7 5%	3 2%	13 8% o	12 5%	10 5%	-	12 4%
Sigma	469 100%	229 100%	240 100%	129 100%	125 100%	129 100%	86 100%	143 100%	187 100%	139 100%	149 100%	82 100%	207 100%	146 100%	168 100%	155 100%	261 100%	196 100%	42 100%	286 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 187

BB09_3 How much would you miss each of the following companies if they closed for good?

Tech
 Facebook

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	471	176	295	203	124	74	70	156	196	119	234	76	125	136	159	176	248	210	46	279
Weighted Base	484	230*	254	142	133*	117*	91*	153*	223*	109*	136	87*	227*	153*	163*	168*	295	177	60**	311
Somewhat/A Great Deal (Net)	301 62%	130 56%	171 67% b	98 69% F	96 72% Fg	58 49%	50 55%	107 70% J	141 63% j	54 49%	78 57%	58 66%	148 65%	98 64% p	121 74% P	81 48%	203 69% R	92 52%	44 74%	212 68%
A great deal	172 35%	73 32%	99 39%	61 43% g	51 38% fg	36 30%	24 27%	66 43% j	76 34%	30 27%	48 35%	39 45%	73 32%	53 34%	71 44% P	48 29%	116 39% r	49 28%	27 44%	120 39%
Somewhat	129 27%	56 25%	73 29%	37 26% g	45 34% fg	22 19%	26 28%	41 27%	64 29%	24 22%	30 22%	19 21%	74 33% k	46 30%	50 31%	33 20%	87 29%	43 24%	18 29%	92 29%
Not Much/None (Net)	164 34%	89 39%	75 30%	40 28%	34 25%	55 47% DE	35 38%	43 28%	76 34%	45 42%	48 35%	29 33%	75 33%	52 34% o	33 20%	80 48% nO	87 29%	72 41% q	14 23%	90 29%
Not much	48 10%	24 10%	24 10%	21 15% e	8 6%	11 9%	9 10%	15 10%	19 9%	14 13%	15 11%	9 10%	20 9%	20 13% o	7 4%	21 12% o	32 11%	16 9%	5 9%	30 10%
None	116 24%	65 28%	51 20%	20 14%	26 19%	45 38% DE	26 28% d	28 18%	57 26%	31 29%	34 25%	20 23%	55 24%	31 20%	26 16%	59 35% NO	55 19%	56 32% Q	9 15%	60 19%
I am not at all familiar with this company	19 4%	11 5%	8 3%	4 3%	4 3%	4 4%	7 7%	2 2%	6 3%	10 9% Hi	10 8% IM	1 1%	4 2%	3 2%	9 6%	6 4%	5 2%	13 7% Q	2 3%	9 3%
Sigma	484 100%	230 100%	254 100%	142 100%	133 100%	117 100%	91 100%	153 100%	223 100%	109 100%	136 100%	87 100%	227 100%	153 100%	163 100%	168 100%	295 100%	177 100%	60 100%	311 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 188

BB09_4 How much would you miss each of the following companies if they closed for good?

Tech
 Netflix

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	465	185	280	179	144	79	63	149	188	128	245	69	117	132	167	166	239	207	34	238
Weighted Base	452	219*	233	126*	126*	113*	88*	131*	204*	117*	146	73*	202*	130*	170*	152*	264	171*	39**	257
Somewhat/A Great Deal (Net)	320 71%	146 67%	174 75%	96 77% G	104 82% FG	71 63%	49 56%	94 72%	157 77% J	69 59%	90 62%	58 79% K	156 77% K	89 68%	124 73%	106 70%	187 71%	123 72%	33 84%	207 81%
A great deal	213 47%	87 40%	126 54% B	63 50%	73 58% I	44 39%	34 38%	68 52%	94 46%	50 43%	67 46%	41 56%	96 47%	62 47%	85 50%	66 44%	127 48%	78 46%	22 55%	137 53%
Somewhat	107 24%	59 27%	48 21%	34 27%	31 25%	27 24%	15 17%	26 20%	63 31% J	18 16%	23 16%	17 23%	60 30% K	27 21%	39 23%	40 26%	61 23%	45 26%	11 29%	70 27%
Not Much/None (Net)	114 25%	64 29%	50 21%	25 20%	16 13%	41 36% dE	31 36% dE	28 21%	42 21%	43 37% hI	46 31%	12 17%	44 22%	39 30%	42 25%	32 21%	65 25%	43 25%	6 16%	41 16%
Not much	41 9%	23 11%	18 8%	14 11%	10 8%	8 7%	9 10%	16 12% J	24 12% J	2 1%	14 9%	8 11%	16 8%	10 8%	26 15% P	5 3%	22 8%	17 10%	4 11%	18 7%
None	72 16%	41 19%	32 14%	11 9%	6 5%	33 29% DE	23 26% DE	12 9%	18 9%	41 35% HI	32 22% L	4 5%	28 14%	29 22% O	16 10%	27 18%	43 16%	26 15%	2 5%	23 9%
I am not at all familiar with this company	19 4%	10 4%	9 4%	4 3%	6 5%	1 1%	7 9% I	9 7%	5 2%	6 5%	10 7% M	3 4%	2 1%	2 1%	4 2%	13 9% no	11 4%	5 3%	-	8 3%
Sigma	452 100%	219 100%	233 100%	126 100%	126 100%	113 100%	88 100%	131 100%	204 100%	117 100%	146 100%	73 100%	202 100%	130 100%	170 100%	152 100%	264 100%	171 100%	39 100%	257 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 189

BB09_5 How much would you miss each of the following companies if they closed for good?

Tech
 Amazon

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	473	169	304	197	137	71	68	153	198	122	249	67	128	124	172	177	239	214	44	259
Weighted Base	460	205*	255	144	131*	107*	78*	154*	204	101*	138	71*	224*	118*	175	167*	274	170	53**	280
Somewhat/A Great Deal (Net)	365 79%	157 77%	208 82%	109 76%	117 89% DG	86 80%	53 68%	128 83% j	166 81%	71 70%	93 67%	64 90% K	189 84% K	103 87% P	144 82% p	119 71%	229 84% r	127 75%	44 84%	234 83%
A great deal	262 57%	103 51%	158 62% b	80 56%	83 63%	61 57%	37 48%	95 62%	112 55%	55 54%	68 49%	48 68% K	132 59%	68 57%	114 65% P	80 48%	174 64% R	81 48%	37 70%	177 63%
Somewhat	104 23%	54 26%	50 19%	29 20%	34 26%	25 23%	15 20%	33 21%	54 27%	16 16%	25 18%	15 21%	56 25%	35 30% o	30 17%	38 23%	55 20%	46 27%	8 15%	57 20%
Not Much/None (Net)	74 16%	38 19%	36 14%	27 18% E	9 7%	14 13%	24 31% Ef	23 15%	31 15%	20 19%	40 29% LM	4 5%	27 12%	15 12%	27 15%	32 19%	39 14%	30 17%	8 14%	37 13%
Not much	39 8%	23 11%	16 6%	20 14% E	4 3%	9 8%	6 8%	9 6%	22 11%	8 8%	18 13%	4 5%	17 8%	8 7%	18 10%	13 8%	20 7%	18 10%	5 9%	19 7%
None	34 7%	15 7%	20 8%	7 5%	4 3%	5 5%	18 23% DEF	14 9%	8 4%	12 12%	23 16% LM	-	10 4%	6 5%	9 5%	19 11%	20 7%	12 7%	3 5%	18 6%
I am not at all familiar with this company	21 5%	9 5%	12 5%	8 5%	5 4%	7 7%	1 1%	3 2%	7 3%	11 11% Hi	5 4%	4 5%	8 4%	*	4 2%	16 10% NO	5 2%	13 8% Q	1 1%	10 4%
Sigma	460 100%	205 100%	255 100%	144 100%	131 100%	107 100%	78 100%	154 100%	204 100%	101 100%	138 100%	71 100%	224 100%	118 100%	175 100%	167 100%	274 100%	170 100%	53 100%	280 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_6 How much would you miss each of the following companies if they closed for good?

Tech
 Twitter

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	461	193	268	190	129	71	71	155	199	107	240	70	125	143	156	162	243	205	39	244
Weighted Base	500	270*	230	138	124*	114*	124*	157*	246	97*	137	89*	239*	154*	183*	163*	276	211*	49**	302
Somewhat/A Great Deal (Net)	186 37%	124 46% C	62 27%	82 60% FG	60 48% FG	27 24%	16 13%	91 58% IJ	74 30%	21 22%	40 29%	35 40%	98 41% k	60 39%	79 43% p	47 29%	123 44% R	63 30%	35 73%	143 47%
A great deal	108 22%	76 28% C	32 14%	49 35% FG	40 32% FG	11 10%	8 6%	69 44% IJ	37 15% J	3 3%	20 15%	23 26%	57 24%	31 20%	51 28% p	26 16%	71 26%	37 18%	29 60%	88 29%
Somewhat	78 16%	48 18%	30 13%	34 24% G	20 16%	16 14%	8 7%	22 14%	37 15%	19 19%	20 14%	12 14%	41 17%	29 19%	28 15%	21 13%	52 19%	25 12%	6 13%	55 18%
Not Much/None (Net)	263 53%	117 43%	145 63% B	47 34%	47 38%	80 70% DE	89 71% DE	58 37%	150 61% H	55 57% H	87 63% M	45 51%	118 49%	82 53%	79 43%	102 62% O	127 46%	131 62% Q	7 15%	128 42%
Not much	93 19%	46 17%	47 21%	27 19%	19 15%	30 26%	18 15%	22 14%	56 23%	15 15%	25 18%	17 19%	47 20%	25 16%	36 20%	32 20%	54 20%	37 18%	4 8%	60 20%
None	169 34%	71 26%	98 43% B	20 15%	28 23%	50 44% DE	71 57% DE	35 22%	93 38% H	41 42% H	62 45% M	28 31%	70 29%	57 37%	43 24%	70 43% O	73 26%	94 44% Q	3 7%	68 23%
I am not at all familiar with this company	51 10%	29 11%	23 10%	9 6%	17 14%	7 6%	19 15%	9 6%	22 9%	20 21% HI	10 7%	8 9%	23 10%	12 8%	25 14%	14 9%	26 9%	17 8%	6 12%	31 10%
Sigma	500 100%	270 100%	230 100%	138 100%	124 100%	114 100%	124 100%	157 100%	246 100%	97 100%	137 100%	89 100%	239 100%	154 100%	183 100%	163 100%	276 100%	211 100%	49 100%	302 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_7 How much would you miss each of the following companies if they closed for good?

Tech
 IBM

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	474	188	286	199	129	76	70	163	189	122	258	58	127	143	182	149	251	208	42	256
Weighted Base	486	258	228	143	114*	119*	109*	165*	206*	114*	156	76*	226*	139*	204*	143*	286	189*	48*	297
Somewhat/A Great Deal (Net)	260 53%	161 63% C	99 43%	76 53%	75 66% dF	54 45%	55 50%	114 69% IJ	95 46%	51 45%	74 47%	36 47%	146 65% KI	91 66% oP	106 52%	63 44%	166 58%	91 48%	38 79% T	176 59%
A great deal	108 22%	72 28% C	36 16%	37 25% F	31 27% F	13 11%	28 26% f	58 35% lj	26 13%	25 21%	35 23%	13 17%	59 26%	33 24%	49 24%	27 19%	63 22%	44 23%	23 49% T	78 26%
Somewhat	152 31%	89 35%	62 27%	40 28%	44 39%	41 34%	27 25%	56 34%	69 33%	27 23%	38 25%	23 30%	87 39% K	58 42% oP	57 28%	36 25%	103 36% r	47 25%	14 30%	97 33%
Not Much/None (Net)	183 38%	86 33%	96 42%	45 31%	30 26%	64 53% DE	44 41%	40 24%	93 45% H	50 44% H	55 35%	38 51% km	73 32%	35 25%	86 42% N	61 43% N	104 36%	74 39%	9 20%	100 34% s
Not much	84 17%	42 16%	42 18%	26 18%	13 11%	24 20%	22 20%	22 13%	40 19%	23 20%	27 17%	17 22%	34 15%	20 14%	34 17%	30 21%	50 17%	32 17%	5 10%	50 17%
None	98 20%	44 17%	54 24%	19 13%	17 15%	40 34% DE	23 21%	18 11%	53 26% H	28 24% H	28 18%	21 28%	39 17%	15 11%	52 25% N	31 22% n	54 19%	41 22%	4 9%	51 17%
I am not at all familiar with this company	44 9%	10 4%	33 15% B	22 16% F	10 8% f	2 2%	10 9%	12 7%	19 9%	13 11%	28 18% LM	2 3%	7 3%	12 9%	13 6%	19 13%	16 5%	25 13% Q	1 2%	21 7%
Sigma	486 100%	258 100%	228 100%	143 100%	114 100%	119 100%	109 100%	165 100%	206 100%	114 100%	156 100%	76 100%	226 100%	139 100%	204 100%	143 100%	286 100%	189 100%	48 100%	297 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

BB09_8 How much would you miss each of the following companies if they closed for good?

Tech
 Samsung

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	462	168	294	198	127	77	60	169	204	89	239	59	132	140	164	158	241	210	44	258
Weighted Base	478	209*	269	164	123*	118*	74*	166*	223	89*	134	67*	244*	155*	174*	149*	273	197	66*	317
Somewhat/A Great Deal (Net)	350 73%	164 79%	186 69%	117 71%	83 68%	95 81%	54 74%	129 78%	163 73%	58 66%	96 72%	49 74%	182 75%	119 77% p	138 79% P	93 62%	211 77%	135 68%	58 88% t	244 77%
A great deal	196 41%	91 43%	106 39%	56 34%	56 45%	55 47%	30 40%	73 44% J	100 45% J	23 26%	54 41%	25 37%	111 45%	64 41%	77 44%	56 38%	125 46% r	68 35%	39 60% T	138 44%
Somewhat	153 32%	73 35%	80 30%	61 37% E	27 22%	40 34%	25 33%	55 33%	63 28%	35 39%	42 31%	25 37%	71 29%	55 36%	61 35%	37 25%	86 32%	66 34%	19 28%	106 33%
Not Much/None (Net)	114 24%	39 19%	75 28%	40 24%	38 31%	22 18%	15 20%	33 20%	58 26%	24 26%	30 22%	16 25%	59 24%	31 20%	35 20%	48 32% no	58 21%	54 28%	6 10%	68 22% s
Not much	61 13%	29 14%	32 12%	25 15%	16 13%	12 10%	8 10%	19 11%	36 16%	6 7%	13 10%	7 11%	36 15%	20 13%	19 11%	22 15%	36 13%	24 12%	5 7%	35 11%
None	54 11%	11 5%	43 16% B	15 9%	22 18%	10 8%	7 10%	14 8%	22 10%	17 20% h	17 13%	9 14%	24 10%	11 7%	17 10%	26 17% n	23 8%	30 15% q	1 2%	33 10% s
I am not at all familiar with this company	14 3%	5 3%	8 3%	7 4%	2 1%	1 *	4 6%	5 3%	2 1%	7 8% l	8 6% M	1 2%	3 1%	5 3%	1 1%	8 5% o	4 1%	8 4%	1 2%	5 2%
Sigma	478 100%	209 100%	269 100%	164 100%	123 100%	118 100%	74 100%	166 100%	223 100%	89 100%	134 100%	67 100%	244 100%	155 100%	174 100%	149 100%	273 100%	197 100%	66 100%	317 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 193

BB09_9 How much would you miss each of the following companies if they closed for good?

Tech
 eBay

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	471	179	292	207	131	64	69	173	199	99	255	60	127	147	167	157	253	203	40	289
Weighted Base	445	204*	241	160	111*	75*	99*	149*	215	81*	142	64*	207*	144*	161*	140*	243	188*	52**	310
Somewhat/A Great Deal (Net)	239 54%	127 62% C	112 47%	95 59% G	75 67% fG	38 51%	32 32%	99 66% I	96 45%	45 55%	69 48%	37 57%	122 59%	82 57%	88 55%	70 50%	144 59%	92 49%	37 72%	186 60%
A great deal	134 30%	73 36% c	61 25%	51 32%	40 36% g	24 32%	18 18%	53 36% i	53 25%	28 34%	35 25%	17 26%	76 37% k	51 36%	42 26%	41 29%	84 35%	47 25%	24 47%	106 34%
Somewhat	106 24%	54 27%	51 21%	43 27%	35 31% g	14 19%	14 14%	46 31% i	43 20%	17 21%	34 24%	20 31%	46 22%	31 21%	46 29%	29 20%	60 25%	45 24%	13 25%	79 26%
Not Much/None (Net)	180 40%	65 32%	115 48% B	58 36%	29 26%	33 44% e	59 60% DE	44 29%	109 51% Hj	27 33%	64 45%	23 36%	81 39%	56 39%	70 43%	54 39%	91 38%	83 44%	12 24%	112 36%
Not much	87 20%	29 14%	58 24% b	30 19%	18 17%	19 26%	20 20%	13 9%	61 28% H	14 17%	25 18%	9 14%	48 23%	28 19%	40 25% p	19 13%	51 21%	35 19%	5 9%	70 23%
None	93 21%	36 18%	57 23%	28 18%	11 10%	14 19%	40 40% DEf	30 20%	49 23%	14 17%	38 27% M	14 22%	32 16%	28 20%	29 18%	35 25%	41 17%	48 26%	8 15%	41 13%
I am not at all familiar with this company	26 6%	12 6%	14 6%	7 5%	7 6%	4 5%	8 8%	7 5%	10 5%	9 11%	10 7% m	4 7%	5 2%	6 4%	4 2%	16 12% nO	7 3%	12 6%	2 4%	12 4%
Sigma	445 100%	204 100%	241 100%	160 100%	111 100%	75 100%	99 100%	149 100%	215 100%	81 100%	142 100%	64 100%	207 100%	144 100%	161 100%	140 100%	243 100%	188 100%	52 100%	310 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 194

BB09_10 How much would you miss each of the following companies if they closed for good?

Tech
 YouTube

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	462	178	284	187	128	80	67	150	195	117	255	59	114	148	158	156	226	214	32	246
Weighted Base	467	225*	242	128	112*	125*	102*	158*	218*	91*	140	73*	217*	150*	174*	143*	241	206*	38**	282
Somewhat/A Great Deal (Net)	360 77%	182 81%	179 74%	104 81% G	96 86% G	97 77%	63 62%	129 82%	165 76%	67 73%	105 75%	64 87%	176 81%	108 72%	141 81%	112 78%	193 80%	160 78%	30 79%	220 78%
A great deal	225 48%	107 47%	119 49%	71 55% G	67 60% G	55 44%	32 32%	82 52% J	113 52% J	30 33%	71 50%	39 53%	103 48%	64 43%	96 55%	65 46%	118 49%	103 50%	21 56%	139 49%
Somewhat	135 29%	75 33%	60 25%	33 26%	29 26%	42 33%	31 31%	47 30%	51 24%	37 40% I	35 25%	25 34%	73 34%	43 29%	45 26%	47 33%	75 31%	57 28%	9 23%	81 29%
Not Much/None (Net)	86 18%	29 13%	57 24% B	17 13%	11 10%	28 23% e	29 29% DE	26 16%	45 21%	15 17%	28 20%	9 12%	34 16%	40 27% op	25 15%	21 14%	42 17%	38 18%	7 18%	51 18%
Not much	37 8%	14 6%	23 9%	9 7%	3 2%	15 12% e	10 10%	5 3%	26 12% H	6 6%	12 9%	6 8%	16 8%	16 11%	12 7%	9 6%	14 6%	22 11%	* 1%	22 8%
None	49 10%	14 6%	34 14% b	8 7%	8 8%	13 10%	19 19% d	20 13%	19 9%	10 10%	16 11%	3 4%	17 8%	24 16%	13 8%	11 8%	28 12%	16 8%	6 17%	29 10%
I am not at all familiar with this company	20 4%	14 6%	6 2%	7 5% i	5 4%	- -	9 9% f	3 2%	8 4%	9 10% Hi	6 5%	1 1%	7 3%	2 1%	8 4%	11 7% n	6 2%	8 4%	1 3%	11 4%
Sigma	467 100%	225 100%	242 100%	128 100%	112 100%	125 100%	102 100%	158 100%	218 100%	91 100%	140 100%	73 100%	217 100%	150 100%	174 100%	143 100%	241 100%	206 100%	38 100%	282 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 195

BB09_11 How much would you miss each of the following companies if they closed for good?

Tech
 Microsoft

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	472	182	290	189	143	77	63	161	186	125	244	71	129	145	158	169	233	224	47	250
Weighted Base	504	234*	271	146	128*	127*	104*	160*	226*	118*	136	94*	252*	154*	184*	166*	274	220	62**	315
Somewhat/A Great Deal (Net)	370 73%	163 70%	206 76%	105 72%	100 78%	87 69%	77 74%	121 76%	159 70%	89 75%	91 67%	71 75%	196 78% k	97 63%	154 84% Np	118 71%	205 75%	160 73%	54 86%	258 82%
A great deal	245 49%	111 47%	134 50%	74 51%	60 47%	65 51%	46 44%	84 52%	107 47%	54 46%	54 40%	44 47%	136 54% K	58 37%	102 55% N	85 51% n	143 52%	100 45%	37 60%	180 57%
Somewhat	125 25%	53 22%	72 27%	31 21%	40 31% f	22 18%	31 30%	37 23%	52 23%	35 30%	37 27%	26 28%	59 24%	39 25%	52 28%	33 20%	62 23%	60 27%	16 26%	78 25%
Not Much/None (Net)	102 20%	55 24%	47 17%	26 18%	19 15%	37 29% e	20 20%	26 17%	53 23%	23 20%	34 25% m	23 24%	40 16%	43 28% O	26 14%	33 20%	52 19%	49 22%	7 11%	45 14%
Not much	57 11%	33 14%	25 9%	13 9%	11 8%	17 14%	16 15%	16 10%	29 13%	12 10%	18 13%	18 20% M	17 7%	24 15% O	10 5%	23 14% o	36 13%	21 10%	7 11%	25 8%
None	45 9%	22 10%	23 8%	13 9%	9 7%	19 15%	4 4%	11 7%	23 10%	11 9%	17 12%	4 5%	23 9%	19 13%	16 9%	10 6%	16 6%	28 13% q	1 1%	20 6%
I am not at all familiar with this company	33 6%	16 7%	17 6%	15 10% i	8 6%	3 2%	7 6%	12 8%	15 6%	6 5%	11 8% l	1 1%	16 6%	14 9% o	4 2%	15 9% o	17 6%	10 5%	2 3%	12 4%
Sigma	504 100%	234 100%	271 100%	146 100%	128 100%	127 100%	104 100%	160 100%	226 100%	118 100%	136 100%	94 100%	252 100%	154 100%	184 100%	166 100%	274 100%	220 100%	62 100%	315 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 196

BB09_12 How much would you miss each of the following companies if they closed for good?

Tech
 Zoom Video

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	462	185	277	181	136	84	61	158	193	111	242	75	117	137	150	175	245	207	48	240
Weighted Base	495	258	237	127*	128*	150*	89*	159*	229*	107*	152	85*	232*	163*	173*	159*	290	198*	66**	281
Somewhat/A Great Deal (Net)	215 43%	115 45%	100 42%	70 55% FG	71 55% FG	47 31%	28 32%	99 62% IJ	88 38%	29 27%	47 31%	31 36%	129 56% KL	76 46%	80 47%	59 37%	141 49% r	71 36%	45 69%	155 55%
A great deal	95 19%	52 20%	43 18%	43 33% FG	29 23% F	10 6%	14 15%	51 32% IJ	32 14%	12 11%	21 14%	10 12%	60 26% kl	26 16%	38 22%	31 20%	64 22%	30 15%	23 35%	65 23%
Somewhat	120 24%	63 24%	57 24%	27 21%	41 32% g	37 25%	15 17%	48 30% j	56 24%	17 16%	26 17%	21 24%	69 30% k	50 30% p	43 25%	28 18%	76 26%	41 21%	22 34%	90 32%
Not Much/None (Net)	218 44%	117 45%	101 43%	46 36%	44 34%	85 57% DE	43 48%	49 31%	115 50% H	54 50% H	64 42%	45 53%	97 42%	66 41%	77 45%	74 47%	116 40%	101 51%	19 29%	111 39%
Not much	83 17%	46 18%	37 15%	24 19%	18 14%	29 19%	11 13%	25 16%	41 18%	17 16%	17 11%	21 24% K	43 18%	22 13%	24 14%	37 23%	50 17%	33 17%	7 11%	56 20%
None	135 27%	71 27%	65 27%	22 17%	26 20%	56 37% DE	32 36% D	25 16%	74 32% H	37 34% H	47 31%	24 28%	54 23%	45 28%	53 31%	37 24%	66 23%	68 34% q	12 18%	55 19%
I am not at all familiar with this company	62 12%	26 10%	35 15%	11 9%	14 11%	18 12%	18 20%	11 7%	26 11%	25 23% Hi	41 27% LM	10 11% M	6 3%	21 13%	15 9%	26 16%	34 12%	26 13%	2 3%	15 5%
Sigma	495 100%	258 100%	237 100%	127 100%	128 100%	150 100%	89 100%	159 100%	229 100%	107 100%	152 100%	85 100%	232 100%	163 100%	173 100%	159 100%	290 100%	198 100%	66 100%	281 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_13 How much would you miss each of the following companies if they closed for good?

Tech
 Hulu

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	476	178	298	210	140	65	61	168	197	111	253	77	118	140	173	163	252	210	44	258
Weighted Base	490	243*	247	154	124*	116*	97*	166*	222	102*	156	86*	221*	152*	183*	155*	281	199*	58**	289
Somewhat/A Great Deal (Net)	276 56%	142 58%	134 54%	103 67% FG	86 70% FG	57 49%	29 30%	119 72% IJ	109 49%	47 46%	91 58%	48 56%	122 55%	79 52%	118 65% P	78 51%	162 58%	106 54%	37 63%	176 61%
A great deal	161 33%	84 35%	77 31%	58 38% G	53 43% G	36 31% g	13 14%	72 44% lj	61 27%	27 27%	52 33%	31 36%	68 31%	44 29%	74 40% p	42 27%	95 34%	61 31%	24 41%	95 33%
Somewhat	115 23%	58 24%	57 23%	45 29% G	33 27% G	21 18% g	16 16%	47 28%	48 22%	20 19%	39 25%	17 20%	54 25%	35 23%	44 24% p	36 23%	67 24%	45 23%	13 22%	81 28%
Not Much/None (Net)	181 37%	89 37%	91 37%	38 25% G	35 28% G	45 39% d	62 64% DEF	40 24%	97 44% H	43 42% H	52 35%	31 36%	90 40%	62 41%	55 30% P	64 41%	103 37%	77 39%	20 35%	90 31%
Not much	79 16%	44 18%	35 14%	29 19% G	19 16% G	15 13% d	16 16% DEF	21 13%	46 21%	11 11%	15 9%	16 19%	47 21% K	29 19%	25 14% P	25 16% P	50 18%	29 15%	12 21%	55 19%
None	102 21%	46 19%	56 23%	9 6% G	16 13% d	30 26% De	47 48% DEF	19 11%	51 23% H	32 31% H	37 24%	15 17%	43 19%	33 22%	30 16% P	38 25% P	54 19%	47 24%	8 14%	36 12%
I am not at all familiar with this company	34 7%	12 5%	22 9%	12 8% e	2 2% E	14 12% E	5 5%	6 4%	16 7%	12 12% h	14 9%	7 8%	10 4%	11 7%	10 5% P	13 9%	16 6%	15 8%	1 2%	23 8%
Sigma	490 100%	243 100%	247 100%	154 100%	124 100%	116 100%	97 100%	166 100%	222 100%	102 100%	156 100%	86 100%	221 100%	152 100%	183 100%	155 100%	281 100%	199 100%	58 100%	289 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 198

BB09_14 How much would you miss each of the following companies if they closed for good?

Tech
 Sony

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	462	181	281	202	116	77	67	149	186	127	248	77	112	150	147	165	234	207	43	242
Weighted Base	470	235*	235	143	111*	120*	96*	128*	223*	120*	154	88*	198*	162*	173*	135*	259	193*	55**	268
Somewhat/A Great Deal (Net)	288 61%	133 57%	155 66%	93 65%	79 71% G	68 57%	48 50%	95 75% J	129 58%	64 53%	92 60%	47 53%	127 64%	94 58%	117 68%	77 57%	177 68% R	104 54%	40 73%	174 65%
A great deal	144 31%	69 30%	74 32%	55 39% IG	41 37% g	30 25%	18 19%	54 42% I	54 24%	36 30%	47 30%	24 27%	60 31%	36 22%	69 40% N	39 29%	94 36% r	46 24%	28 51%	84 31%
Somewhat	144 31%	64 27%	80 34%	38 26%	38 34%	38 32%	30 31%	41 32%	75 34%	28 23%	45 29%	23 26%	67 34%	58 36%	48 28%	38 28%	83 32%	58 30%	12 22%	90 33%
Not Much/None (Net)	144 31%	85 36% c	59 25%	35 25%	21 19%	49 41% dE	40 41% dE	21 17%	75 33% H	48 41% H	49 32%	39 44% M	51 26%	44 27%	52 30%	48 36%	64 25%	76 39% Q	8 15%	70 26%
Not much	68 15%	37 16%	31 13%	20 14%	9 8%	20 16%	20 21% e	11 9%	37 16%	21 17%	27 18%	14 16%	27 14%	26 16%	22 13%	21 15%	32 12%	35 18%	3 6%	32 12%
None	76 16%	48 20% c	28 12%	15 10%	12 11%	29 24% De	20 20%	10 8%	38 17% h	28 23% H	22 14%	25 28% KM	24 12%	18 11%	30 18%	28 20%	32 12%	41 21% q	5 9%	38 14%
I am not at all familiar with this company	38 8%	17 7%	21 9%	15 10% I	12 10%	3 3%	8 9%	11 9%	20 9%	7 6%	14 9%	2 3%	19 10%	24 15% O	4 2%	10 7%	18 7%	13 7%	7 12%	24 9%
Sigma	470 100%	235 100%	235 100%	143 100%	111 100%	120 100%	96 100%	128 100%	223 100%	120 100%	154 100%	88 100%	198 100%	162 100%	173 100%	135 100%	259 100%	193 100%	55 100%	268 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 199

BB09_15 How much would you miss each of the following companies if they closed for good?

Tech
 Snapchat

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	475	178	297	186	148	76	65	188	179	108	251	65	127	147	163	165	248	208	45	262
Weighted Base	493	233*	260	145	128*	119*	101*	205	195*	93*	149	74*	236*	158*	181*	154*	287	193	54**	309
Somewhat/A Great Deal (Net)	201 41%	112 48% C	89 34%	89 61% FG	73 57% FG	30 25% g	9 9%	113 55% IJ	66 34%	21 23%	45 30%	26 35%	123 52% KI	47 30%	81 45% n	73 47% N	123 43%	71 37%	39 71%	150 49%
A great deal	120 24%	74 32% C	46 18%	61 42% FG	42 32% FG	14 11%	4 4%	69 34% IJ	41 21%	10 10%	23 15%	19 25%	75 32% K	26 17%	44 24%	50 33% N	74 26%	44 23%	22 40%	90 29%
Somewhat	81 16%	38 16%	43 17%	28 19% G	32 25% G	16 14%	5 5%	44 22%	25 13%	12 13%	22 15%	7 10%	48 20%	20 13%	37 21%	23 15%	49 17%	27 14%	17 31%	60 19%
Not Much/None (Net)	249 51%	103 44%	146 56% b	48 33%	44 35%	79 66% DE	78 77% DE	78 38%	110 56% H	61 65% H	83 56% m	46 62% M	99 42%	99 63% oP	85 47%	65 42%	143 50%	103 54%	13 23%	137 44%
Not much	57 12%	23 10%	34 13%	21 15%	14 11%	10 9%	11 11%	25 12%	20 10%	12 13%	16 11%	9 12%	28 12%	17 11%	24 13%	16 10%	31 11%	26 13%	7 13%	43 14%
None	192 39%	80 34%	112 43%	27 18%	30 23%	68 57% DE	67 67% DE	53 26%	90 46% H	49 52% H	67 45% M	37 50% M	72 30%	82 52% OP	61 34%	49 32%	112 39%	78 40%	6 11%	95 31%
I am not at all familiar with this company	43 9%	18 8%	25 10%	8 6%	11 8%	11 9%	14 14%	13 7%	19 10%	11 12%	21 14% Lm	2 3%	14 6%	12 8%	15 8%	16 10%	22 8%	18 9%	3 5%	21 7%
Sigma	493 100%	233 100%	260 100%	145 100%	128 100%	119 100%	101 100%	205 100%	195 100%	93 100%	149 100%	74 100%	236 100%	158 100%	181 100%	154 100%	287 100%	193 100%	54 100%	309 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 200

BB09_16 How much would you miss each of the following companies if they closed for good?

Pharma
 Johnson & Johnson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	465	183	282	203	118	72	72	162	190	113	248	58	134	148	158	159	238	212	48	260
Weighted Base	476	240*	237	150	121*	89*	117*	176*	194*	106*	133	72*	242*	153*	160*	163*	258	201*	64**	297
Somewhat/A Great Deal (Net)	317 67%	161 67%	156 66%	101 68% f	92 76% F	46 51%	78 67%	121 69%	127 65%	69 65%	88 66%	51 72%	158 65%	106 70%	116 72% p	95 58%	180 70%	128 64%	46 73%	201 68%
A great deal	137 29%	70 29%	68 29%	44 30%	39 32%	18 20%	36 31%	58 33%	54 28%	26 25%	38 29%	27 37%	62 26%	49 32%	49 30%	40 24%	73 28%	62 31%	19 31%	82 28%
Somewhat	180 38%	91 38%	88 37%	57 38%	53 44%	27 31%	42 36%	63 36%	73 38%	43 41%	50 37%	25 35%	96 39%	57 38%	67 42%	55 34%	108 42%	66 33%	27 42%	119 40%
Not Much/None (Net)	133 28%	62 26%	72 30%	39 26%	21 17%	42 48% DEg	31 27%	47 27%	58 30%	28 27%	39 29%	16 23%	77 32%	45 29%	37 23%	52 32%	70 27%	61 31%	16 25%	82 28%
Not much	62 13%	33 14%	30 12%	22 14%	13 11%	19 21% g	9 8%	34 19% ij	19 10%	9 9%	16 12%	8 11%	38 16%	26 17%	15 10%	21 13%	41 16%	21 11%	8 13%	44 15%
None	71 15%	29 12%	42 18%	18 12%	7 6%	23 26% DE	22 19% e	13 8%	38 20% H	19 18% h	23 17%	9 12%	39 16%	19 12%	21 13%	31 19%	29 11%	40 20% q	7 12%	39 13%
I am not at all familiar with this company	26 5%	17 7%	9 4%	9 6%	9 7%	1 1%	8 7%	8 5%	10 5%	8 8%	7 5%	4 6%	8 3%	2 1%	8 5%	17 10% N	8 3%	11 6%	1 2%	13 4%
Sigma	476 100%	240 100%	237 100%	150 100%	121 100%	89 100%	117 100%	176 100%	194 100%	106 100%	133 100%	72 100%	242 100%	153 100%	160 100%	163 100%	258 100%	201 100%	64 100%	297 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 201

BB09_17 How much would you miss each of the following companies if they closed for good?

Pharma
 Pfizer

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	461	165	296	183	132	76	70	156	188	117	252	53	120	132	168	161	244	201	44	252
Weighted Base	456	181*	275	135*	117*	104*	100*	143*	190*	123*	143	59*	213*	142*	169*	146*	257	180*	57**	266
Somewhat/A Great Deal (Net)	187 41%	74 41%	113 41%	49 36%	55 47%	43 42%	40 40%	66 46% j	84 44%	38 31%	52 37%	19 33%	95 45%	65 46% P	84 50% P	38 26%	119 46% r	63 35%	27 48%	116 44%
A great deal	87 19%	33 18%	54 20%	25 18%	23 19%	23 22%	17 17%	35 25% J	41 22% J	10 8%	21 15%	10 17%	53 25% k	31 22% p	41 24% P	14 10%	53 21%	30 17%	18 32%	56 21%
Somewhat	100 22%	41 23%	59 22%	24 18%	32 27%	20 20%	23 23%	31 21%	42 22%	28 22%	31 22%	9 16%	43 20%	34 24%	43 26%	23 16%	66 26%	32 18%	9 16%	60 22%
Not Much/None (Net)	170 37%	81 45% c	89 32%	55 41%	38 32%	38 36%	40 40%	46 32%	69 37%	54 44%	55 39%	23 40%	82 39%	53 37%	54 32%	63 43%	92 36%	73 41%	17 30%	98 37%
Not much	68 15%	33 18%	35 13%	28 21% g	22 19%	10 9%	8 8%	25 17%	27 14%	16 13%	16 11%	10 17%	40 19%	21 15%	21 13%	26 18%	37 14%	30 17%	12 22%	50 19%
None	102 22%	48 27%	54 19%	27 20%	15 13%	28 27% e	31 31% E	21 15%	42 22%	38 31% H	39 27%	13 23%	42 20%	32 23%	33 19%	37 25%	55 21%	43 24%	5 9%	49 18%
I am not at all familiar with this company	99 22%	26 14%	73 27% B	31 23%	25 21%	23 22%	21 21%	31 22%	37 20%	31 25%	36 25%	16 27%	35 17%	24 17%	31 18%	45 31% no	47 18%	44 25%	12 22%	52 19%
Sigma	456 100%	181 100%	275 100%	135 100%	117 100%	104 100%	100 100%	143 100%	190 100%	123 100%	143 100%	59 100%	213 100%	142 100%	169 100%	146 100%	257 100%	180 100%	57 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 202

BB09_18 How much would you miss each of the following companies if they closed for good?

Pharma
 GlaxoSmithKline

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	457	187	270	185	144	70	58	161	188	108	233	54	130	140	165	152	235	212	41	264
Weighted Base	432	222	209	138	130*	87*	76*	169*	179	84*	129	66*	200*	143*	169*	120*	234	188	58**	279
Somewhat/A Great Deal (Net)	175 41%	113 51% C	62 30%	38 28%	64 49% DG	54 62% DG	19 24%	78 46% j	72 40%	25 30%	43 34%	25 38%	102 51% K	60 42%	77 46% p	38 31%	108 46% r	66 35%	34 59%	135 48%
A great deal	71 16%	44 20%	27 13%	19 13%	28 21% DG	14 16% DeG	11 14%	41 24% J	23 13%	7 9%	17 13%	15 23%	36 18%	26 18%	33 19%	13 11%	41 18%	30 16%	27 45%	57 20%
Somewhat	104 24%	69 31% C	35 17%	20 14%	36 28% DG	40 46% DeG	8 10%	38 22%	49 27%	18 21%	27 21%	10 15%	66 33% kl	35 24%	45 26%	25 21%	67 28%	36 19%	8 13%	78 28%
Not Much/None (Net)	120 28%	66 30%	53 25%	39 29%	38 29%	17 19%	25 33%	43 25%	48 27%	28 34%	37 29%	15 23%	52 26%	44 31%	39 23%	37 31%	63 27%	51 27%	21 36%	76 27%
Not much	53 12%	37 17% C	16 8%	23 17% G	23 17% G	7 8%	* *	27 16% j	22 12%	4 5%	12 10%	4 6%	37 18% k	18 13%	19 11%	16 13%	41 17% R	12 7%	16 28%	47 17%
None	66 15%	29 13%	37 18%	16 12%	15 12%	10 11%	25 33% DEF	16 10%	26 15%	24 29% HI	25 19% M	11 17%	15 8%	26 18%	20 12%	21 17%	22 10%	38 20% Q	5 9%	29 10%
I am not at all familiar with this company	137 32%	43 19%	94 45% B	60 44% EF	28 21%	16 18%	32 42% EF	48 28%	58 33%	30 36%	48 37% M	26 39% m	46 23%	38 27%	53 31%	46 38%	63 27%	72 38% q	3 5%	68 24%
Sigma	432 100%	222 100%	209 100%	138 100%	130 100%	87 100%	76 100%	169 100%	179 100%	84 100%	129 100%	66 100%	200 100%	143 100%	169 100%	120 100%	234 100%	188 100%	58 100%	279 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 203

BB09_19 How much would you miss each of the following companies if they closed for good?

Pharma
 McKesson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	474	178	296	212	142	66	54	187	173	114	240	71	127	138	178	158	236	226	50	275
Weighted Base	460	208*	252	160	126*	86*	88*	178	190*	91*	133	76*	218*	145*	193*	122*	251	201	67*	303
Somewhat/A Great Deal (Net)	129 28%	77 37% C	53 21%	48 30% G	44 35% G	26 31% g	11 13%	76 42% IJ	41 22%	13 14%	20 15%	15 19%	88 40% KL	40 27%	59 31%	31 25%	81 32%	46 23%	38 56% T	105 35%
A great deal	57 12%	35 17% c	21 9%	17 10% dG	25 20% dG	12 14%	3 3%	34 19% IJ	17 9%	6 6%	6 4%	7 9%	41 19% K	24 16%	23 12%	10 8%	48 19% R	7 3%	24 35% T	42 14%
Somewhat	73 16%	41 20%	31 12%	31 20%	19 15%	15 17%	8 9%	42 23% IJ	24 13%	7 8%	15 11%	8 11%	47 22% K	16 11%	36 19%	21 17%	32 13%	39 19%	14 21%	62 21%
Not Much/None (Net)	121 26%	57 27%	65 26%	50 31% F	38 30% F	11 12%	23 26%	40 22%	49 26%	33 36% h	43 32% M	24 32%	43 19%	49 34% P	50 26%	23 19%	70 28%	49 25%	20 30%	75 25%
Not much	53 12%	31 15%	23 9%	26 16% F	17 13% F	1 2%	10 11%	19 10%	22 11%	13 15%	11 8%	13 18% k	23 11%	26 18% P	19 10%	8 7%	36 15%	15 8%	13 19%	40 13%
None	68 15%	26 12%	42 17%	25 15%	21 17%	9 11%	13 14%	21 12%	27 14%	19 21%	33 24% M	11 14%	19 9%	22 15%	31 16%	15 12%	33 13%	34 17%	7 11%	35 12%
I am not at all familiar with this company	209 45%	75 36%	134 53% B	62 38%	44 35%	49 57% dE	54 62% DE	63 35%	101 53% H	46 50% h	70 52% m	37 48%	88 40%	57 39%	84 43%	69 56% No	100 40%	106 53% Q	9 14%	123 41% S
Sigma	460 100%	208 100%	252 100%	160 100%	126 100%	86 100%	88 100%	178 100%	190 100%	91 100%	133 100%	76 100%	218 100%	145 100%	193 100%	122 100%	251 100%	201 100%	67 100%	303 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 204

BB09_20 How much would you miss each of the following companies if they closed for good?

Pharma
 Bayer

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	465	167	298	198	130	65	72	159	204	102	252	68	117	126	177	162	247	199	53	273
Weighted Base	466	218*	248	152	131*	88*	93*	149*	221	96*	138	72*	225*	123*	204*	139*	272	176*	73*	314
Somewhat/A Great Deal (Net)	278 60%	146 67% C	132 53%	80 53%	89 68% D	49 56%	59 64%	94 63%	123 56%	62 64%	76 55%	52 72% K	138 61%	79 64%	126 62%	73 53%	181 66% R	93 53%	47 64%	200 64%
A great deal	122 26%	66 30%	56 23%	29 19%	40 30% d	25 29%	28 30%	41 27%	50 22%	32 33%	33 24%	27 37% k	56 25%	44 35% o	44 22%	35 25%	75 27%	45 26%	27 36%	86 27%
Somewhat	156 34%	80 37%	76 31%	52 34%	50 38%	24 27%	31 33%	53 36%	73 33%	30 31%	43 31%	25 34%	81 36%	36 29%	82 40% p	38 28%	106 39% r	48 27%	20 27%	115 37%
Not Much/None (Net)	130 28%	57 26%	73 29%	37 25%	27 21%	36 41% dE	30 32%	35 24%	72 33%	23 24%	43 31% L	12 16%	67 30% l	34 27%	52 26%	44 32%	74 27%	51 29%	22 30%	78 25%
Not much	74 16%	33 15%	41 17%	23 15%	13 10%	22 25% E	16 17%	16 11%	47 21% H	11 11%	25 18%	7 9%	37 16%	17 14%	31 15%	25 18%	41 15%	32 18%	12 16%	44 14%
None	57 12%	25 11%	32 13%	14 10%	15 11%	14 16%	14 14%	19 13%	25 11%	12 13%	18 13%	5 7%	30 13%	17 13%	21 10%	19 14%	32 12%	19 11%	10 14%	35 11%
I am not at all familiar with this company	57 12%	14 6%	43 17% B	35 23% eFG	15 11%	3 3%	4 5%	20 13%	26 12%	11 12%	19 14%	9 12%	20 9%	10 8%	25 12%	21 15%	18 7%	32 18% Q	4 6%	35 11%
Sigma	466 100%	218 100%	248 100%	152 100%	131 100%	88 100%	93 100%	149 100%	221 100%	96 100%	138 100%	72 100%	225 100%	123 100%	204 100%	139 100%	272 100%	176 100%	73 100%	314 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 205

BB09_21 How much would you miss each of the following companies if they closed for good?

Pharma
 Gilead

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	472	174	298	218	121	72	61	151	195	126	258	63	113	143	173	156	237	219	49	250
Weighted Base	449	191*	258	159	98*	99*	92*	133*	212*	104*	150	64*	196*	137*	184*	128*	236	198	58*	251
Somewhat/A Great Deal (Net)	104 23%	60 31% C	44 17%	52 33% FG	34 34% FG	12 12%	6 6%	51 39% IJ	36 17%	16 16%	30 20%	16 24%	52 26%	38 27% p	45 25%	21 16%	69 29% R	33 16%	37 65% T	87 35%
A great deal	54 12%	33 17% C	22 8%	33 21% eFG	11 11%	8 8%	3 3%	27 21% I	14 7%	13 12%	12 8%	6 9%	34 17% k	25 19% P	21 12%	8 6%	41 17% R	13 7%	26 46% T	52 21%
Somewhat	49 11%	27 14%	22 9%	19 12% eFG	23 24% DFG	4 4%	3 3%	24 18% J	22 10%	3 3%	18 12%	10 15%	18 9%	12 9%	24 13%	13 10%	27 11%	20 10%	11 19%	35 14%
Not Much/None (Net)	120 27%	53 28%	67 26%	55 34% e	22 23%	25 25%	18 20%	27 21% Hj	72 34% Hj	21 20%	43 28%	19 30%	53 27%	24 18%	55 30% n	41 32% N	59 25%	57 29%	14 24%	71 28%
Not much	38 9%	23 12% c	15 6%	25 16% FG	8 8%	2 2%	2 2%	8 6%	26 12% j	4 4%	11 7%	7 11%	19 10%	7 5%	20 11%	11 9%	28 12% r	10 5%	5 8%	29 11%
None	82 18%	30 16%	52 20%	29 18%	14 14%	22 23%	16 17%	19 14%	45 21%	17 17%	32 21%	12 19%	34 17%	17 13%	34 19%	30 24% n	31 13%	47 24% Q	9 16%	42 17%
I am not at all familiar with this company	225 50%	78 41%	148 57% B	53 33%	42 43%	62 63% DE	69 74% DE	54 41%	105 49%	67 64% Hi	78 52%	30 46%	91 46%	75 55%	84 46%	66 52%	109 46%	108 55%	6 11%	93 37% S
Sigma	449 100%	191 100%	258 100%	159 100%	98 100%	99 100%	92 100%	133 100%	212 100%	104 100%	150 100%	64 100%	196 100%	137 100%	184 100%	128 100%	236 100%	198 100%	58 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

BB09_22 How much would you miss each of the following companies if they closed for good?

Pharma
 Roche

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	463	166	297	180	137	84	62	152	184	127	256	65	115	146	171	146	263	193	38	255
Weighted Base	459	210*	248	136*	116*	128*	78*	159*	194*	106*	150	77*	201*	154*	182*	122*	278	174*	43**	285
Somewhat/A Great Deal (Net)	140 31%	85 41% C	55 22%	46 34% G	55 48% dFG	28 22%	11 13%	77 48% IJ	50 26% J	13 12%	31 20%	22 28%	87 44% K	39 25%	73 40% nP	28 23%	97 35%	43 25%	27 63%	113 40%
A great deal	64 14%	43 20% C	21 8%	21 15%	28 24% FG	9 7%	5 7%	36 22% IJ	24 12% J	4 4%	14 9%	14 18%	36 18% k	17 11%	32 18%	15 12%	40 14%	23 13%	14 31%	44 15%
Somewhat	76 17%	43 20%	34 14%	25 18% g	27 24% G	19 15%	5 6%	41 26% IJ	26 13%	9 9%	17 11%	8 10%	51 26% KI	22 14%	41 22% p	14 11%	56 20% r	20 11%	14 32%	69 24%
Not Much/None (Net)	154 34%	73 35%	80 32%	38 28%	30 26%	61 48% DE	25 31%	37 23%	73 38% H	44 41% H	51 34%	30 39%	64 32%	54 35%	55 30%	45 37%	101 36%	52 30%	11 25%	86 30%
Not much	56 12%	31 15%	25 10%	19 14%	9 7%	21 16%	6 8%	14 9%	23 12%	18 17%	13 9%	11 14%	26 13% p	24 15% p	24 13%	8 6%	44 16% R	12 7%	5 11%	39 14%
None	98 21%	43 20%	56 22%	18 14%	21 18%	40 31% D	18 23%	22 14%	50 26% h	26 24%	37 25%	19 24%	38 19%	30 20%	31 17%	37 30% O	57 20%	41 23%	6 14%	47 17%
I am not at all familiar with this company	165 36%	52 25%	113 46% B	52 38%	31 27%	39 30%	43 55% dEF	45 28%	71 37%	49 46% H	69 46% M	25 33%	49 25%	61 40%	55 30%	49 40%	81 29%	79 45% Q	5 11%	86 30%
Sigma	459 100%	210 100%	248 100%	136 100%	116 100%	128 100%	78 100%	159 100%	194 100%	106 100%	150 100%	77 100%	201 100%	154 100%	182 100%	122 100%	278 100%	174 100%	43 100%	285 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 207

BB09_23 How much would you miss each of the following companies if they closed for good?

Auto
 Ford

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	475	188	287	192	143	66	74	168	186	121	263	64	122	148	164	163	271	188	50	266
Weighted Base	481	234	246	144	131*	91*	116*	162*	204*	114*	146	76*	222*	153*	186*	141*	303	160*	59*	305
Somewhat/A Great Deal (Net)	282 59%	150 64%	132 54%	84 58%	85 65%	55 61%	57 49%	110 68%	98 48%	73 64%	79 54%	39 51%	153 69%	89 58%	110 59%	82 58%	193 64%	86 54%	46 78%	185 61%
A great deal	143 30%	74 32%	69 28%	41 28%	50 38%	24 27%	28 25%	61 37%	43 21%	40 35%	37 25%	18 24%	86 39%	42 27%	56 30%	45 32%	106 35%	37 23%	31 52%	102 33%
Somewhat	138 29%	76 32%	62 25%	43 30%	35 27%	31 34%	28 25%	49 30%	55 27%	33 29%	42 29%	20 27%	68 30%	47 31%	54 29%	37 26%	87 29%	49 30%	15 25%	84 27%
Not Much/None (Net)	163 34%	71 30%	92 37%	49 34%	40 31%	26 29%	47 41%	43 26%	91 45%	30 26%	51 35%	33 44%	61 28%	55 36%	66 36%	42 30%	94 31%	62 39%	12 20%	102 33%
Not much	92 19%	40 17%	52 21%	28 20%	21 16%	11 13%	32 28%	19 11%	59 29%	15 13%	21 14%	26 35%	38 17%	38 25%	35 19%	19 14%	53 18%	38 24%	9 15%	69 23%
None	71 15%	31 13%	40 16%	21 15%	19 15%	15 16%	16 13%	24 15%	32 16%	15 13%	30 21%	7 10%	23 10%	17 11%	31 17%	23 16%	40 13%	23 15%	3 5%	33 11%
I am not at all familiar with this company	36 8%	14 6%	22 9%	11 7%	5 4%	9 10%	11 10%	10 6%	14 7%	12 10%	16 11%	3 5%	7 3%	9 6%	10 5%	17 12%	17 6%	12 8%	1 2%	18 6%
Sigma	481 100%	234 100%	246 100%	144 100%	131 100%	91 100%	116 100%	162 100%	204 100%	114 100%	146 100%	76 100%	222 100%	153 100%	186 100%	141 100%	303 100%	160 100%	59 100%	305 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 208

BB09_24 How much would you miss each of the following companies if they closed for good?

Auto
 General Motors

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	469	182	287	181	137	80	71	168	180	121	257	60	118	146	140	183	234	222	35	236
Weighted Base	456	224	232	130*	120*	106*	100*	170*	186*	100*	139	65*	215*	130*	166*	160*	245	204	48**	274
Somewhat/A Great Deal (Net)	252 55%	141 63% C	111 48%	64 49%	76 63% d	53 50%	59 59%	110 65% lj	91 49%	50 50%	69 50%	32 49%	137 64% K	90 69% P	94 56% p	68 43%	149 61% r	98 48%	40 85%	162 59%
A great deal	134 29%	84 37% C	50 22%	33 26%	42 35%	32 30%	27 27%	63 37% l	43 23%	28 28%	32 23%	10 16%	87 40% KL	45 35% p	53 32%	36 23%	81 33%	52 26%	26 55%	98 36%
Somewhat	117 26%	57 25%	60 26%	31 24%	33 28%	21 20%	32 32%	47 28%	48 26%	22 22%	37 27%	22 34%	50 23%	44 34% P	41 25%	32 20%	68 28%	45 22%	14 30%	64 23%
Not Much/None (Net)	171 38%	75 33%	96 41%	47 36%	39 32%	47 44%	38 38%	48 28%	79 43% H	44 44% h	56 40%	28 43%	73 34%	33 26%	63 38%	75 47% N	80 33%	88 43% q	4 9%	95 35%
Not much	83 18%	38 17%	45 19%	29 22%	19 16%	18 17%	17 17%	29 17%	36 19%	17 17%	20 15%	13 19%	47 22%	12 9%	32 20% n	39 24% N	44 18%	38 18%	2 5%	54 20%
None	88 19%	37 17%	51 22%	18 14%	20 17%	29 27% d	22 22%	19 11%	43 23% H	27 27% H	36 26% M	15 24% m	26 12%	22 17%	30 18%	36 23%	35 14%	50 25% Q	2 4%	41 15%
I am not at all familiar with this company	34 7%	9 4%	25 11% B	19 15% EG	6 5%	6 6%	3 3%	12 7%	16 8%	6 6%	14 10% M	5 8%	6 3%	7 5%	10 6%	17 11%	16 6%	18 9%	3 6%	17 6%
Sigma	456 100%	224 100%	232 100%	130 100%	120 100%	106 100%	100 100%	170 100%	186 100%	100 100%	139 100%	65 100%	215 100%	130 100%	166 100%	160 100%	245 100%	204 100%	48 100%	274 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 209

BB09_25 How much would you miss each of the following companies if they closed for good?

Auto
 Tesla

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	465	181	284	193	127	80	65	156	185	124	251	61	128	129	158	178	262	193	43	251
Weighted Base	469	214	255	148	114*	111*	95*	153*	220*	96*	141	73*	230*	133*	171*	165*	284	173*	63**	294
Somewhat/A Great Deal (Net)	182 39%	113 53% C	69 27%	93 63% eFG	55 48% FG	24 21%	10 11%	99 65% IJ	69 31% J	14 15%	44 31%	18 25%	115 50% KL	39 30%	86 50% NP	57 34%	127 45% R	51 29%	50 80%	153 52%
A great deal	94 20%	63 29% C	31 12%	44 30% FG	29 25% G	16 14%	5 5%	60 39% IJ	30 14% J	4 4%	20 14%	11 15%	62 27% K	12 9%	45 26% N	37 22% N	71 25% R	21 12%	30 47%	83 28%
Somewhat	88 19%	50 23%	38 15%	48 33% FG	27 23% FG	8 7%	5 6%	39 26% J	39 18%	10 10%	24 17%	8 11%	53 23%	28 21%	41 24% P	20 12%	56 20%	29 17%	21 33%	69 24%
Not Much/None (Net)	220 47%	78 37%	142 56% B	43 29%	41 36%	78 70% DE	58 61% DE	41 27%	122 55% H	57 59% H	69 49%	40 54%	102 44%	76 57% o	72 42%	72 44%	122 43%	96 56% q	12 19%	123 42%
Not much	73 16%	28 13%	46 18%	24 16%	18 16%	16 14%	15 15%	16 10%	38 17%	20 21% h	18 13%	14 20%	39 17%	28 21% o	18 10%	28 17%	44 15%	29 17%	5 9%	50 17%
None	147 31%	51 24%	96 38% B	18 12%	23 20%	62 56% DE	43 45% DE	26 17%	84 38% H	37 39% H	51 36%	25 35%	63 27%	48 37%	54 32%	45 27%	78 27%	67 39% q	6 10%	73 25%
I am not at all familiar with this company	67 14%	23 11%	44 17%	13 9%	18 15%	10 9%	27 28% DF	12 8%	29 13%	25 26% Hi	28 20% M	15 21% M	13 5%	17 13%	14 8%	36 22% O	36 13%	26 15%	*	19 7%
Sigma	469 100%	214 100%	255 100%	148 100%	114 100%	111 100%	95 100%	153 100%	220 100%	96 100%	141 100%	73 100%	230 100%	133 100%	171 100%	165 100%	284 100%	173 100%	63 100%	294 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 210

BB09_26 How much would you miss each of the following companies if they closed for good?

Auto
 Honda

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	474	159	315	199	135	77	63	164	196	114	255	58	129	133	173	168	246	220	37	253
Weighted Base	446	195*	251	150	111*	107*	78*	155*	196*	95*	148	58*	209*	134*	175*	138*	250	188	45**	270
Somewhat/A Great Deal (Net)	241 54%	115 59%	126 50%	101 67% FG	68 61% FG	43 40%	29 37%	93 60%	103 53%	44 47%	79 53%	30 51%	120 58%	67 50%	107 61% P	67 48%	140 56%	100 53%	31 69%	157 58%
A great deal	115 26%	60 31%	55 22%	46 31% fg	40 36% FG	16 15%	13 16%	54 35% l	39 20%	21 23%	38 26%	15 27%	58 28%	30 22%	50 29%	35 26%	76 30% r	39 21%	21 45%	74 27%
Somewhat	126 28%	54 28%	71 28%	55 36% g	28 25%	27 25%	16 21%	39 25%	64 33%	23 24%	41 28%	14 25%	62 30%	37 28%	57 33%	31 23%	64 25%	61 33%	11 23%	83 31%
Not Much/None (Net)	171 38%	65 33%	106 42%	37 25%	36 33%	55 51% De	43 55% DE	55 35%	79 40%	36 38%	57 38%	24 42%	79 38%	60 45%	61 35%	50 36%	95 38%	74 40%	11 25%	94 35%
Not much	79 18%	39 20%	40 16%	22 15%	22 19%	15 14%	20 26%	26 17%	41 21%	13 13%	25 17%	12 22%	38 18%	35 26% O	16 9%	28 21% O	44 18%	35 19%	11 24%	55 20%
None	92 21%	26 13%	66 26% B	15 10%	15 13%	39 37% DE	23 29% De	29 19%	38 20%	24 25%	32 22%	12 20%	41 19%	25 19%	45 26%	22 16%	51 21%	39 21%	1 1%	39 15%
I am not at all familiar with this company	34 8%	16 8%	19 7%	12 8%	7 6%	9 8%	6 8%	7 4%	13 7%	14 15% H	12 8%	4 7%	10 5%	7 5%	7 4%	21 15% NO	15 6%	14 7%	3 6%	19 7%
Sigma	446 100%	195 100%	251 100%	150 100%	111 100%	107 100%	78 100%	155 100%	196 100%	95 100%	148 100%	58 100%	209 100%	134 100%	175 100%	138 100%	250 100%	188 100%	45 100%	270 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 211

BB09_27 How much would you miss each of the following companies if they closed for good?

Auto
 Toyota

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	471	190	281	194	147	71	59	154	199	118	253	63	126	153	163	155	260	200	46	277
Weighted Base	474	250	224	142	141*	93*	97*	157*	216*	100*	158	74*	217*	167*	166*	141*	275	190*	58**	301
Somewhat/A Great Deal (Net)	297 63%	169 68%	129 57%	93 66%	86 61%	59 63%	60 62%	113 72% J	138 64% J	46 46%	89 56%	50 67%	147 68% k	115 69%	94 56%	89 63%	176 64%	119 63%	44 76%	197 65%
A great deal	170 36%	88 35%	82 37%	55 39%	50 35%	34 37%	31 32%	67 43% J	79 37%	24 24%	33 21%	30 41% K	99 46% K	69 41%	56 34%	45 32%	112 41%	57 30%	34 58%	130 43%
Somewhat	128 27%	81 32% C	47 21%	38 27%	36 25%	25 26%	29 30%	46 29%	59 27%	22 22%	56 35% M	19 26%	48 22%	46 27%	37 23%	44 31%	65 23%	62 32%	10 18%	67 22%
Not Much/None (Net)	140 30%	62 25%	78 35% b	41 29%	42 30%	26 28%	31 31%	35 23%	63 29%	42 42% H	56 35%	19 26%	55 25%	43 26%	57 35%	40 28%	73 27%	64 34%	12 21%	85 28%
Not much	56 12%	18 7%	38 17% B	23 16%	18 13%	10 10%	6 6%	16 10%	27 12%	13 13%	18 11%	6 9%	29 13%	13 8%	27 16%	16 11%	28 10%	28 15%	4 8%	42 14%
None	84 18%	44 18%	40 18%	18 13%	25 17%	16 17%	25 26%	20 13%	36 17%	29 29% Hi	38 24% M	12 17%	26 12%	30 18%	30 18%	24 17%	45 16%	37 19%	8 14%	43 14%
I am not at all familiar with this company	36 8%	19 8%	17 8%	7 5%	13 9%	8 9%	7 7%	8 5%	16 7%	12 12%	14 9%	6 8%	14 7%	9 5%	15 9%	12 9%	25 9% r	7 3%	2 3%	20 7%
Sigma	474 100%	250 100%	224 100%	142 100%	141 100%	93 100%	97 100%	157 100%	216 100%	100 100%	158 100%	74 100%	217 100%	167 100%	166 100%	141 100%	275 100%	190 100%	58 100%	301 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 212

BB09_28 How much would you miss each of the following companies if they closed for good?

Retail
 Walmart

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	488	178	310	202	142	75	69	173	203	112	285	63	110	142	177	169	252	221	43	258
Weighted Base	456	209*	247	145	128*	87*	97*	166*	197	93*	165	66*	194*	146*	162*	147*	251	186*	65**	266
Somewhat/A Great Deal (Net)	366 80%	165 79%	201 81%	116 80%	111 87%	67 77%	72 74%	141 85%	152 77%	73 78%	133 81%	54 82%	155 80%	124 85%	131 80%	111 75%	212 84%	141 76%	54 83%	211 79%
A great deal	241 53%	114 54%	128 52%	76 52%	75 59%	41 48%	49 51%	102 61%	77 39%	63 68%	95 58%	32 48%	107 55%	76 52%	84 52%	82 55%	137 55%	99 53%	34 52%	138 52%
Somewhat	124 27%	51 24%	73 30%	40 28%	36 28%	26 30%	22 23%	39 24%	75 38%	10 11%	38 23%	22 33%	48 25%	48 33%	47 29%	29 20%	75 30%	43 23%	20 31%	73 27%
Not Much/None (Net)	70 15%	30 14%	40 16%	25 17%	15 12%	17 19%	14 14%	23 14%	35 18%	12 13%	21 13%	11 16%	37 19%	15 10%	29 18%	26 18%	33 13%	36 19%	9 14%	43 16%
Not much	34 7%	17 8%	16 7%	14 10%	7 5%	10 12%	2 2%	8 5%	16 8%	9 10%	8 5%	3 5%	22 11%	10 7%	11 6%	13 9%	18 7%	16 8%	5 7%	22 8%
None	37 8%	13 6%	24 10%	11 8%	8 6%	7 8%	11 12%	15 9%	19 10%	3 4%	13 8%	7 11%	15 8%	5 3%	19 12%	13 9%	15 6%	20 11%	5 7%	21 8%
I am not at all familiar with this company	20 4%	14 7%	5 2%	4 3%	2 1%	3 3%	11 12%	2 1%	10 5%	8 8%	10 6%	2 2%	3 1%	7 5%	3 2%	10 7%	6 3%	8 4%	2 2%	12 4%
Sigma	456 100%	209 100%	247 100%	145 100%	128 100%	87 100%	97 100%	166 100%	197 100%	93 100%	165 100%	66 100%	194 100%	146 100%	162 100%	147 100%	251 100%	186 100%	65 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 213

BB09_29 How much would you miss each of the following companies if they closed for good?

Retail
 Target

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	183	285	213	129	68	58	166	196	106	244	68	131	117	171	180	243	210	43	265
Weighted Base	469	219*	250	157	120*	104*	88*	177*	208*	84*	145	86*	215*	122*	182*	165*	256	197*	57*	281
Somewhat/A Great Deal (Net)	343 73%	163 74%	180 72%	121 77% f	102 85% FG	65 63%	55 62%	146 83% IJ	143 69%	53 63%	100 69%	70 82%	156 73%	82 67%	143 78%	118 72%	207 81% R	129 66%	50 89% t	219 78%
A great deal	171 36%	79 36%	92 37%	77 49% FG	47 40% g	26 25%	20 23%	79 45% i	65 31%	27 32%	54 37%	30 35%	78 36%	38 31%	82 45% p	51 31%	104 41%	62 32%	25 45%	118 42%
Somewhat	172 37%	84 38%	88 35%	44 28% D	54 45% D	39 37%	35 40%	67 38%	78 38%	26 31%	46 32%	40 47% k	78 36%	43 36%	61 34%	67 41%	103 40%	67 34%	25 44%	101 36%
Not Much/None (Net)	109 23%	48 22%	61 24%	28 18%	15 12%	37 36% DE	28 32% dE	24 14%	63 30% H	21 25% h	36 25%	15 18%	52 24%	38 31% O	31 17%	39 24%	42 17%	58 29% Q	6 10%	53 19%
Not much	41 9%	19 9%	22 9%	12 8%	6 5%	10 10%	13 14%	13 7%	17 8%	12 14%	15 10%	7 8%	16 7%	17 14% o	10 5%	14 9%	21 8%	17 8%	3 5%	20 7%
None	67 14%	29 13%	38 15%	16 10%	8 7%	27 26% DE	16 18%	12 7%	46 22% Hj	9 11%	21 14%	8 9%	36 17%	21 17%	21 12%	25 15%	21 8%	41 21% Q	3 6%	33 12%
I am not at all familiar with this company	18 4%	9 4%	9 4%	8 5%	3 3%	2 2%	5 6%	7 4%	1 1%	10 12% hl	10 7%	* 1%	7 3%	2 2%	8 4%	8 5%	7 3%	10 5%	* 1%	9 3%
Sigma	469 100%	219 100%	250 100%	157 100%	120 100%	104 100%	88 100%	177 100%	208 100%	84 100%	145 100%	86 100%	215 100%	122 100%	182 100%	165 100%	256 100%	197 100%	57 100%	281 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 214

BB09_30 How much would you miss each of the following companies if they closed for good?

Retail
 Best Buy

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	456	171	285	205	118	68	65	164	195	97	238	63	131	136	164	156	230	217	49	259
Weighted Base	469	204*	264	156	113*	114*	86*	164*	218*	86*	131	66*	249*	139*	194*	136*	260	201	68**	302
Somewhat/A Great Deal (Net)	334 71%	151 74%	184 70%	114 73%	76 67%	84 73%	61 71%	124 76% J	161 74% j	49 57%	86 66%	51 78%	187 75%	95 68%	152 78% p	88 65%	191 74%	140 70%	53 78%	235 78%
A great deal	193 41%	91 45%	102 39%	58 37%	52 46%	48 42%	35 40%	76 46% J	93 43%	24 28%	43 33%	22 33%	124 50% Kl	54 39%	84 43%	55 40%	128 49% R	63 31%	38 57%	142 47%
Somewhat	141 30%	59 29%	82 31%	56 36% E	24 21%	35 31%	27 31%	48 29%	68 31%	26 30%	43 33%	30 45% M	63 25%	40 29%	68 35%	33 24%	63 24%	77 38% Q	15 22%	92 31%
Not Much/None (Net)	114 24%	47 23%	68 26%	33 21%	32 28%	29 26%	20 23%	32 20%	50 23%	32 37% Hi	37 28%	14 21%	55 22%	42 30%	37 19%	36 27%	63 24%	49 24%	12 18%	58 19%
Not much	63 14%	29 14%	34 13%	17 11%	17 15%	19 16%	11 13%	19 12%	29 13%	15 18%	23 17%	7 11%	33 13%	22 16%	26 13%	16 11%	45 17% r	18 9%	3 5%	36 12%
None	51 11%	17 9%	33 13%	16 10%	15 14%	11 9%	9 10%	13 8%	21 10%	17 20% h	14 11%	7 11%	22 9%	19 14% o	11 6%	21 15% O	17 7%	31 15% Q	8 12%	22 7%
I am not at all familiar with this company	20 4%	7 4%	13 5%	9 6%	5 4%	1 1%	5 5%	7 4%	8 3%	5 6%	8 6%	* 1%	7 3%	3 2%	5 3%	12 9% no	6 2%	12 6%	3 4%	9 3%
Sigma	469 100%	204 100%	264 100%	156 100%	113 100%	114 100%	86 100%	164 100%	218 100%	86 100%	131 100%	66 100%	249 100%	139 100%	194 100%	136 100%	260 100%	201 100%	68 100%	302 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 215

BB09_31 How much would you miss each of the following companies if they closed for good?

Retail
 The Home Depot

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	469	173	296	209	124	74	62	152	202	115	245	66	133	132	161	176	243	212	45	254
Weighted Base	472	222*	250	167	103*	120*	82*	152*	220	100*	135	85*	231*	142*	174*	156*	276	183	62**	295
Somewhat/A Great Deal (Net)	317 67%	138 62%	179 72%	93 56%	77 75% D	91 76% D	55 68%	98 65%	159 72%	60 60%	92 68%	57 67%	155 67%	104 73% P	123 71% P	90 58%	194 70%	115 63%	35 56%	191 65%
A great deal	178 38%	71 32%	107 43% b	49 29%	48 47% D	56 47% D	25 30%	56 37%	92 42%	30 30%	55 41%	33 39%	82 35%	54 38%	70 40%	54 35%	109 40%	68 37%	22 35%	110 37%
Somewhat	139 29%	68 30%	71 29%	45 27%	29 28%	35 29%	31 37%	42 28%	67 30%	30 30%	36 27%	24 28%	74 32%	50 35%	53 30%	36 23%	85 31%	47 26%	13 21%	81 27%
Not Much/None (Net)	128 27%	72 33% c	56 22%	60 36% Ei	21 20%	26 22%	22 26%	43 29%	53 24%	32 32%	32 25%	26 31%	65 28%	34 24%	45 26%	50 32%	71 26%	54 29%	24 39%	92 31%
Not much	85 18%	44 20%	42 17%	44 26% eF	16 15%	13 11%	12 15%	35 23%	31 14%	19 19%	15 11%	23 27% K	43 19%	23 16%	29 17%	33 21%	53 19%	31 17%	20 32%	66 22%
None	43 9%	29 13% c	15 6%	16 10%	5 5%	13 11%	9 11%	9 6%	22 10%	12 12%	17 12%	3 4%	22 10%	10 7%	16 9%	17 11%	17 6%	23 12% q	4 7%	26 9%
I am not at all familiar with this company	26 6%	11 5%	15 6%	14 8%	5 5%	3 2%	5 6%	10 7%	8 4%	8 8%	11 9%	2 2%	11 5%	4 3%	7 4%	15 10%	11 4%	14 8%	3 5%	12 4%
Sigma	472 100%	222 100%	250 100%	167 100%	103 100%	120 100%	82 100%	152 100%	220 100%	100 100%	135 100%	85 100%	231 100%	142 100%	174 100%	156 100%	276 100%	183 100%	62 100%	295 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

BB09_32 How much would you miss each of the following companies if they closed for good?

Retail
 Costco

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	459	163	296	190	121	76	72	165	200	94	241	69	125	142	161	156	242	203	33	265
Weighted Base	450	201*	249	134	111*	112*	93*	158*	209	83*	143	78*	208*	134*	181*	135*	262	175	44**	282
Somewhat/A Great Deal (Net)	246 55%	123 61% c	123 49%	81 60% F	72 65% F	43 38%	50 54%	106 67% IJ	101 48%	40 48%	65 45%	36 46%	133 64% KI	81 60%	95 52%	70 52%	151 58%	85 49%	37 83%	191 68%
A great deal	145 32%	73 37%	71 29%	41 31%	50 45% DF	22 20%	31 33%	57 36%	58 28%	30 36%	37 26%	19 25%	79 38% k	48 36%	55 30%	42 31%	93 36% r	44 25%	23 53%	117 41%
Somewhat	101 22%	50 25%	52 21%	40 30%	22 19%	21 19%	19 20%	48 30% J	43 21%	10 12%	27 19%	17 21%	54 26%	32 24%	40 22%	29 21%	57 22%	42 24%	14 31%	74 26%
Not Much/None (Net)	168 37%	67 33%	101 41%	37 28%	34 30%	57 51% DE	40 43% d	42 27%	92 44% H	34 42% h	63 44% M	36 46% m	64 31%	47 36%	71 39%	50 37%	98 37%	67 39%	7 16%	73 26%
Not much	64 14%	24 12%	40 16%	16 12%	12 11%	28 25% deg	8 9%	20 13%	40 19% J	5 6%	19 13%	17 22%	28 14%	16 12%	30 16%	19 14%	27 10%	36 20% Q	3 6%	36 13%
None	104 23%	43 21%	61 25%	21 16%	21 19%	30 27%	32 34% De	22 14%	52 25% h	30 36% H	44 31% M	19 24%	35 17%	32 24%	41 23%	31 23%	70 27%	32 18%	4 10%	37 13%
I am not at all familiar with this company	36 8%	11 5%	25 10%	16 12% g	6 5%	12 10%	3 3%	11 7%	16 8%	9 10%	15 11%	6 8%	12 6%	5 4%	15 8%	15 11%	14 5%	22 13% Q	* 1%	18 6%
Sigma	450 100%	201 100%	249 100%	134 100%	111 100%	112 100%	93 100%	158 100%	209 100%	83 100%	143 100%	78 100%	208 100%	134 100%	181 100%	135 100%	262 100%	175 100%	44 100%	282 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 217

BB09_33 How much would you miss each of the following companies if they closed for good?

Retail
 Macy's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	472	180	292	194	143	73	62	154	189	129	236	76	124	151	152	169	238	220	52	252
Weighted Base	459	209	249	149	127*	105*	78*	160*	188	110*	126	93*	197*	130*	155*	174*	258	184	68*	286
Somewhat/A Great Deal (Net)	234 51%	109 52%	125 50%	80 54%	79 62% FG	44 42%	32 40%	98 61% ij	92 49%	44 40%	54 43%	47 50%	119 60% K	60 46%	93 60% np	81 46%	143 55%	87 48%	43 63%	164 57%
A great deal	108 24%	40 19%	68 27%	35 24% g	41 32% G	25 24%	7 9%	48 30% i	34 18%	26 24%	28 23%	12 13%	59 30% L	31 24%	46 30% p	31 18%	78 30% R	28 15%	20 30%	72 25%
Somewhat	126 28%	70 33% c	57 23%	44 30%	38 30%	19 18%	25 32%	50 31% J	58 31% J	18 16%	26 20%	35 37% K	60 30%	29 22%	47 31%	49 28%	65 25%	60 33%	23 33%	92 32%
Not Much/None (Net)	186 41%	81 39%	105 42%	55 37%	40 32%	52 50% e	39 50% e	52 32%	78 41%	56 51% H	59 47% M	44 48% m	64 32%	62 48% o	51 33%	73 42%	99 38%	81 44%	23 33%	93 32%
Not much	82 18%	35 17%	47 19%	32 22% E	11 9%	25 24% E	13 17%	22 14%	37 20%	23 21%	20 16%	25 27%	32 16%	24 19%	19 13%	38 22%	40 16%	41 22%	17 26%	53 19%
None	104 23%	46 22%	58 23%	22 15%	29 23%	27 26%	25 33% D	30 19%	40 21%	34 30%	39 31% M	19 20%	32 16%	38 29%	31 20%	35 20%	58 23%	40 22%	5 8%	40 14%
I am not at all familiar with this company	39 8%	19 9%	20 8%	14 10%	8 6%	9 8%	8 10%	10 6%	19 10%	10 9%	12 10% i	2 2%	15 8%	8 6%	11 7%	20 11%	16 6%	15 8%	2 3%	29 10%
Sigma	459 100%	209 100%	249 100%	149 100%	127 100%	105 100%	78 100%	160 100%	188 100%	110 100%	126 100%	93 100%	197 100%	130 100%	155 100%	174 100%	258 100%	184 100%	68 100%	286 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 218

BB09_34 How much would you miss each of the following companies if they closed for good?

Retail
 Gap

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	476	180	296	213	125	68	70	156	203	117	244	74	132	152	169	155	244	218	45	273
Weighted Base	488	231	257	167	119*	105*	97*	166*	216	105*	154	84*	224*	149*	181*	158*	265	209	57**	303
Somewhat/A Great Deal (Net)	222 46%	119 52% c	103 40%	84 51% G	68 57% G	47 45% g	23 24%	98 59% IJ	89 41%	36 34%	67 44%	36 43%	114 51%	67 45%	91 50%	64 40%	140 53% R	78 37%	43 75%	158 52%
A great deal	104 21%	58 25%	46 18%	33 20% G	44 37% DG	23 22% G	4 4%	54 32% IJ	33 15%	17 16%	35 23% I	8 10%	60 27% L	30 20%	45 25%	29 19%	69 26% r	35 17%	18 31%	80 26%
Somewhat	119 24%	61 27%	57 22%	52 31%	24 20%	24 23%	19 19%	44 26%	56 26%	19 18%	33 21%	27 33%	54 24%	38 25%	46 26%	35 22%	71 27%	43 21%	25 44%	78 26%
Not Much/None (Net)	218 45%	99 43%	119 46%	67 40%	41 34%	45 42%	66 68% DEF	61 36%	108 50% h	50 47%	72 47%	37 44%	93 42%	65 43%	78 43%	76 48%	99 37%	114 55% Q	8 13%	127 42%
Not much	96 20%	48 21%	48 19%	38 23% I	19 16%	10 9%	29 28% F	33 20%	40 19%	22 21%	32 20%	13 16%	48 22%	34 23%	27 15%	34 22%	51 19%	44 21%	6 10%	67 22%
None	123 25%	51 22%	72 28%	29 17%	22 18%	35 33% D	37 38% DE	28 17%	67 31% H	28 26%	40 26%	23 28%	45 20%	30 20%	51 28%	41 26%	48 18%	70 33% Q	2 3%	60 20%
I am not at all familiar with this company	48 10%	13 6%	35 13% B	15 9%	10 9%	14 13%	9 9%	8 5%	20 9%	19 18% H	15 10%	12 14%	17 8%	17 12%	12 7%	18 12%	27 10%	17 8%	7 12%	18 6%
Sigma	488 100%	231 100%	257 100%	167 100%	119 100%	105 100%	97 100%	166 100%	216 100%	105 100%	154 100%	84 100%	224 100%	149 100%	181 100%	158 100%	265 100%	209 100%	57 100%	303 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 219

BB09_35 How much would you miss each of the following companies if they closed for good?

Retail
 Nike

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	474	187	287	199	116	82	77	171	200	103	252	71	117	135	175	164	242	218	38	276
Weighted Base	498	239*	259	145	111*	116*	126*	151*	231	117*	159	84*	221*	130*	213*	155*	277	207*	44**	325
Somewhat/A Great Deal (Net)	284 57%	147 62%	136 53%	109 75% FG	81 73% FG	48 42%	46 36%	104 69% IJ	120 52%	60 51%	83 52%	51 60%	136 61%	54 42%	135 63% N	95 61% N	184 67% R	94 46%	38 86%	196 60%
A great deal	151 30%	76 32%	75 29%	65 45% FG	46 41% FG	19 17%	21 17%	64 43% IJ	59 26%	28 24%	42 26%	30 36%	74 34%	25 19%	79 37% N	47 30%	104 38% R	45 22%	26 58%	113 35%
Somewhat	133 27%	71 30%	62 24%	44 30%	35 32%	29 25%	24 19%	40 27%	61 26%	32 27%	41 26%	20 24%	61 28%	29 22%	55 26%	48 31%	80 29%	49 24%	13 29%	83 25%
Not Much/None (Net)	188 38%	78 33%	109 42%	28 19%	25 23%	60 52% DE	74 58% DE	42 28% H	97 42% H	48 41%	64 40%	34 40%	79 35%	73 56% OP	72 34%	43 28%	82 30%	103 50% Q	4 9%	115 35%
Not much	78 16%	30 12%	49 19%	19 13%	14 13%	18 15%	27 22%	23 15%	39 17%	16 14%	28 18%	8 10%	36 16%	25 19%	28 13%	25 16%	26 9%	52 25% Q	3 8%	53 16%
None	109 22%	49 20%	61 23%	9 6%	11 10%	43 37% DE	46 37% DE	19 13%	58 25% H	32 27% H	35 22%	25 30%	43 19%	47 37% OP	44 20%	18 12%	57 20%	51 25%	1 1%	61 19%
I am not at all familiar with this company	27 5%	13 6%	13 5%	8 5%	5 4%	7 6%	7 5%	4 3%	14 6%	9 8%	13 8% L	-	7 3%	3 2%	7 3%	16 11% no	10 4%	10 5%	2 5%	15 5%
Sigma	498 100%	239 100%	259 100%	145 100%	111 100%	116 100%	126 100%	151 100%	231 100%	117 100%	159 100%	84 100%	221 100%	130 100%	213 100%	155 100%	277 100%	207 100%	44 100%	325 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 220

BB09_36 How much would you miss each of the following companies if they closed for good?

Retail
 Lowe's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	172	296	204	128	67	69	182	198	88	255	68	126	145	166	157	238	213	58	258
Weighted Base	471	223*	248	155	103*	108*	105*	182	215	74*	151	79*	219*	146*	185*	140*	263	194	71*	277
Somewhat/A Great Deal (Net)	334 71%	156 70%	177 71%	102 66%	70 68%	75 69%	87 83% De	124 68%	156 73%	55 74%	94 63%	55 70%	171 78% K	111 76%	132 71%	91 65%	194 74%	131 67%	51 73%	197 71%
A great deal	173 37%	76 34%	97 39%	39 25%	38 37% d	43 40% d	54 51% D	59 32%	84 39%	30 41%	58 38%	37 47%	76 35%	61 42%	68 37%	44 31%	96 36%	72 37%	26 37%	104 38%
Somewhat	161 34%	80 36%	81 32%	64 41%	32 31%	31 29%	33 32%	65 35%	72 33%	24 33%	36 24%	18 23%	96 44% KL	50 34%	63 34%	47 34%	98 37%	59 31%	25 35%	93 33%
Not Much/None (Net)	117 25%	56 25%	61 25%	43 28% g	29 28% g	31 29% g	14 13%	47 26%	52 24%	18 24%	41 27%	22 27%	45 20%	31 21%	46 25%	40 29%	59 23%	54 28%	16 22%	69 25%
Not much	69 15%	33 15%	36 15%	28 18% g	17 17%	17 16%	7 7%	32 18%	30 14%	7 9%	22 14%	13 16%	26 12%	17 12%	27 15%	25 18%	36 14%	30 16%	9 12%	44 16%
None	48 10%	24 11%	25 10%	15 10%	12 12%	14 13%	7 7%	15 8%	22 10%	11 15%	20 13%	9 11%	18 8%	14 10%	19 10%	15 11%	23 9%	23 12%	7 10%	25 9%
I am not at all familiar with this company	20 4%	10 4%	10 4%	10 7%	4 4%	2 2%	4 4%	11 6%	7 3%	1 2%	15 10% M	2 3%	3 1%	4 3%	7 4%	9 6%	10 4%	10 5%	4 5%	11 4%
Sigma	471 100%	223 100%	248 100%	155 100%	103 100%	108 100%	105 100%	182 100%	215 100%	74 100%	151 100%	79 100%	219 100%	146 100%	185 100%	140 100%	263 100%	194 100%	71 100%	277 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 221

BB09_37 How much would you miss each of the following companies if they closed for good?

Retail
 Nordstrom

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	459	167	292	190	127	82	60	170	182	107	242	67	122	139	171	149	234	213	43	250
Weighted Base	463	207*	256	139	132*	117*	75**	149*	210*	104*	141	88*	206*	162*	177*	123*	266	188	54**	280
Somewhat/A Great Deal (Net)	146 31%	73 35%	72 28%	63 46% F	50 38% F	21 18%	11 15%	70 47% J	53 25%	22 21%	46 33%	21 24%	74 36%	43 26%	64 36%	39 31%	82 31%	61 33%	31 59%	111 40%
A great deal	72 16%	33 16%	39 15%	31 22% F	27 21% F	9 7%	5 7%	39 26% J	25 12%	8 7%	14 10%	14 15%	41 20% k	21 13%	31 18%	20 16%	47 18%	25 13%	19 36%	60 21%
Somewhat	73 16%	40 20%	33 13%	32 23% f	22 17%	12 11%	6 8%	31 20%	28 13%	15 14%	32 22% L	7 8%	33 16%	21 13%	33 19%	19 15%	35 13%	36 19%	12 23%	52 18%
Not Much/None (Net)	255 55%	112 54%	143 56%	56 40%	66 50%	82 70% DE	51 69%	63 42%	120 57% H	73 70% H	67 47%	60 54%	112 54%	106 65% Op	87 49%	63 51%	156 59%	95 50%	20 38%	150 53%
Not much	99 21%	54 26%	45 18%	33 24% e	17 13%	36 31% E	13 17%	27 18%	53 25%	19 18%	20 14%	29 33% K	45 22%	31 19%	40 23%	28 23%	55 21%	43 23%	7 12%	71 25%
None	156 34%	58 28%	98 38% b	23 17%	48 36% D	46 40% D	38 51%	35 24%	67 32%	54 52% Hi	47 33%	31 36%	67 33%	74 46% OP	47 27%	35 28%	100 38%	51 27%	14 26%	79 28%
I am not at all familiar with this company	62 13%	22 11%	40 16%	20 14%	16 12%	14 12%	12 16%	17 11%	37 18%	8 8%	28 20% IM	7 8%	21 10%	14 9%	26 15%	22 18% n	28 11%	32 17%	2 3%	20 7%
Sigma	463 100%	207 100%	256 100%	139 100%	132 100%	117 100%	75 100%	149 100%	210 100%	104 100%	141 100%	88 100%	206 100%	162 100%	177 100%	123 100%	266 100%	188 100%	54 100%	280 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 222

BB09_41 How much would you miss each of the following companies if they closed for good?

Airlines
 Delta Air Lines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	466	190	276	203	132	77	54	165	188	113	243	68	126	154	160	152	232	227	42	247
Weighted Base	461	215	247	152	121*	99*	90*	175*	204*	83*	142	82*	212*	162*	163*	136*	269	189	51*	261
Somewhat/A Great Deal (Net)	244 53%	125 58%	119 48%	94 62% G	65 54% g	53 54%	32 35%	116 66% J	89 44%	39 47%	61 43%	34 42%	138 65% KL	101 62% P	85 52%	58 43%	152 56%	90 48%	42 81% T	166 63%
A great deal	133 29%	70 32%	63 26%	50 33%	30 24%	36 36%	18 20%	75 43% I	42 21%	16 19%	25 18%	21 26%	78 37% K	59 36%	41 25%	33 24%	80 30%	51 27%	34 66% U	98 37%
Somewhat	111 24%	55 26%	56 23%	44 29%	36 30%	17 17%	14 15%	41 23%	47 23%	23 28%	36 25%	13 16%	60 28%	42 26%	44 27%	25 18%	72 27%	39 21%	8 16%	68 26%
Not Much/None (Net)	191 41%	85 39%	106 43%	50 33%	42 35%	43 44%	56 62% DE	53 31%	100 49% H	37 45% h	68 48% M	43 52% M	68 32%	54 33%	71 44%	66 48% n	102 38%	87 46%	9 19%	86 33% s
Not much	86 19%	41 19%	45 18%	31 21%	19 16%	16 16%	20 22%	29 16%	42 21%	15 18%	33 23% m	14 17%	30 14%	33 20%	31 19%	22 16%	48 18%	37 20%	7 13%	58 22%
None	105 23%	44 21%	61 25%	19 12%	22 19%	28 28% D	36 40% DE	25 14%	58 28% H	22 27% H	35 25% M	29 35% M	38 18%	21 13%	40 24% n	44 32% N	54 20%	50 27%	3 6%	29 11%
I am not at all familiar with this company	27 6%	5 2%	21 9% B	9 6%	14 11% f	2 2%	2 2%	6 3%	14 7%	8 8%	12 9% m	5 6%	6 3%	8 5%	7 4%	12 9%	15 6%	11 6%	-	9 4%
Sigma	461 100%	215 100%	247 100%	152 100%	121 100%	99 100%	90 100%	175 100%	204 100%	83 100%	142 100%	82 100%	212 100%	162 100%	163 100%	136 100%	269 100%	189 100%	51 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 223

BB09_42 How much would you miss each of the following companies if they closed for good?

Airlines
 United Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	462	186	276	207	119	86	50	151	206	105	240	68	135	140	172	150	247	203	49	272
Weighted Base	480	228*	252	157	113*	138*	72**	162*	224	95*	130	85*	246*	143*	189*	148*	289	183*	64**	330
Somewhat/A Great Deal (Net)	286 60%	134 59%	152 60%	94 60%	73 65%	85 61%	34 48%	112 69% J	139 62% J	35 37%	55 43%	50 58% k	170 69% K	92 64%	119 63%	76 51%	178 62%	106 58%	48 74%	229 69%
A great deal	123 26%	58 26%	65 26%	41 26%	27 24%	41 30%	15 22%	54 33% J	62 28% J	8 9%	22 17%	18 21%	80 33% K	37 25%	51 27%	36 25%	84 29%	40 22%	18 28%	105 32%
Somewhat	163 34%	76 33%	87 34%	53 34%	47 41%	44 32%	19 26%	58 36%	78 35%	27 28%	33 26%	32 38%	90 36% k	55 38%	68 36%	39 27%	94 33%	66 36%	30 46%	123 37%
Not Much/None (Net)	169 35%	87 38%	82 33%	49 31%	33 29%	52 37%	35 49%	42 26%	72 32%	55 58% HI	62 48% M	32 37%	67 27%	43 30%	62 33%	64 43%	99 34%	65 36%	14 21%	88 27%
Not much	78 16%	33 14%	46 18%	24 15%	17 15%	23 17%	14 20%	17 11%	40 18%	21 22% h	20 15%	15 18%	38 15%	17 12%	30 16%	31 21%	40 14%	38 21%	6 9%	47 14%
None	91 19%	54 24% c	37 15%	25 16%	16 14%	29 21%	21 30%	25 16%	31 14%	34 36% HI	43 33% IM	16 19%	30 12%	26 18%	32 17%	32 22%	59 20%	27 15%	8 12%	41 12%
I am not at all familiar with this company	25 5%	7 3%	18 7%	14 9% F	7 6%	2 1%	2 3%	8 5%	12 6%	5 6%	12 9% m	4 4%	8 3%	9 6%	8 4%	9 6%	12 4%	12 7%	3 5%	14 4%
Sigma	480 100%	228 100%	252 100%	157 100%	113 100%	138 100%	72 100%	162 100%	224 100%	95 100%	130 100%	85 100%	246 100%	143 100%	189 100%	148 100%	289 100%	183 100%	64 100%	330 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_43 How much would you miss each of the following companies if they closed for good?

Airlines
 American Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	478	187	291	173	147	83	75	167	191	120	256	72	119	137	160	181	246	213	45	258
Weighted Base	501	238	263	134	132*	128*	107*	176*	212*	113*	155	84*	224*	152*	178*	171*	275	201*	61**	306
Somewhat/A Great Deal (Net)	281 56%	144 61%	137 52%	76 57%	87 66% G	74 58%	44 42%	126 71% I	111 52%	45 39%	75 48%	46 55%	154 69% K	86 57%	110 62% P	84 49%	167 61%	111 55%	49 80%	204 67%
A great deal	147 29%	69 29%	78 30%	34 25%	44 33%	43 34%	26 24%	67 38% J	59 28%	22 19%	39 25%	19 23%	88 39% KI	48 31%	57 32%	42 25%	89 32%	57 28%	33 54%	120 39%
Somewhat	134 27%	75 31%	59 22%	42 31%	43 32% g	31 24%	18 17%	59 33%	52 25%	23 20%	36 23%	27 32%	67 30%	38 25%	53 30%	42 25%	78 28%	54 27%	16 27%	84 27%
Not Much/None (Net)	172 34%	70 29%	102 39%	44 33%	31 24%	48 37%	49 46% E	38 21%	83 39% H	51 45% H	64 42% M	30 35%	59 26%	55 36%	60 34%	56 33%	90 33%	74 37%	11 18%	80 26%
Not much	60 12%	31 13%	29 11%	22 17%	13 10%	14 11%	11 10%	15 9%	29 14%	15 14%	21 13%	14 16%	20 9%	19 13%	22 13%	18 11%	27 10%	32 16%	5 9%	38 12%
None	112 22%	39 16%	73 28% B	22 16%	18 14%	34 27% e	38 35% DE	22 13%	54 26% H	35 31% H	44 28% m	16 19%	40 18%	36 24%	38 21%	38 22%	63 23%	42 21%	6 10%	42 14%
I am not at all familiar with this company	49 10%	24 10%	25 9%	14 11%	14 11%	7 5%	14 13%	13 7%	18 8%	18 16%	16 10%	10 10%	10 5%	10 7%	8 4%	31 18% NO	18 6%	16 8%	1 1%	22 7%
Sigma	501 100%	238 100%	263 100%	134 100%	132 100%	128 100%	107 100%	176 100%	212 100%	113 100%	155 100%	84 100%	224 100%	152 100%	178 100%	171 100%	275 100%	201 100%	61 100%	306 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 225

BB09_44 How much would you miss each of the following companies if they closed for good?

Airlines
 JetBlue Airways

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	174	294	213	118	68	69	161	179	128	258	60	127	156	139	173	228	227	41	252
Weighted Base	477	225*	252	156	121*	98*	102*	160*	191*	125*	158	65*	229*	151*	158*	168*	261	199	50**	305
Somewhat/A Great Deal (Net)	199 42%	105 47%	94 37%	66 43%	57 47% f	29 30%	46 45%	81 51% J	90 47% J	27 22%	46 29%	30 46% k	113 49% K	64 42% p	89 57% nP	46 27%	115 44%	75 38%	38 77%	163 54%
A great deal	90 19%	49 22%	40 16%	30 19%	34 28% G	14 15%	11 11%	37 23%	38 20%	15 12%	25 16%	6 9%	53 23% I	31 20%	34 22%	25 15%	61 23% R	24 12%	21 42%	81 27%
Somewhat	109 23%	56 25%	54 21%	36 23%	23 19%	15 15%	35 35% f	45 28% J	53 28% J	12 10%	21 14%	24 37% K	59 26% K	33 22%	55 35% nP	21 13%	55 21%	52 26%	17 35%	82 27%
Not Much/None (Net)	202 42%	92 41%	109 43%	59 38%	49 40% DEG	63 64% DEG	32 31%	60 37%	70 37%	72 58% HI	64 41%	23 35%	105 46%	60 40%	53 34%	89 53% nO	115 44%	85 43%	10 19%	109 36%
Not much	67 14%	38 17%	29 11%	29 19% e	10 8%	19 20%	8 8%	26 16%	23 12%	19 15%	19 12%	8 12%	38 17%	21 14%	19 12%	27 16%	44 17%	22 11%	1 2%	46 15%
None	134 28%	54 24%	80 32%	29 19%	39 32% D	43 44% Dg	23 23%	34 21%	47 25%	54 43% HI	45 28%	15 23%	67 29%	39 26%	34 21%	62 37% O	70 27%	63 32%	8 17%	63 21%
I am not at all familiar with this company	76 16%	28 12%	48 19%	31 20% F	15 12%	6 6%	24 24% F	19 12%	31 16%	25 20%	48 30% M	13 19% M	12 5%	28 18%	15 10%	33 20% o	31 12%	39 20%	2 4%	33 11%
Sigma	477 100%	225 100%	252 100%	156 100%	121 100%	98 100%	102 100%	160 100%	191 100%	125 100%	158 100%	65 100%	229 100%	151 100%	158 100%	168 100%	261 100%	199 100%	50 100%	305 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 226

BB09_45 How much would you miss each of the following companies if they closed for good?

Manufacturing/Industrial

3M

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	467	184	283	204	132	68	63	161	196	110	261	63	122	153	145	169	242	213	46	244
Weighted Base	444	212	232	158	105*	98*	82*	152*	221*	71*	140	81*	204*	150*	149*	145*	244	188*	53*	266
Somewhat/A Great Deal (Net)	248 56%	130 61%	118 51%	85 54%	64 61%	61 62%	38 46%	87 58% J	132 60% J	28 40%	59 42%	35 44%	148 73% KL	92 61%	84 57%	72 50%	148 61%	97 52%	38 72%	172 65%
A great deal	114 26%	56 26%	58 25%	30 19%	26 24%	39 40% D	20 24%	37 24%	63 29%	14 20%	22 16%	17 21%	72 36% K	41 27%	44 30%	29 20%	63 26%	50 26%	11 21%	82 31%
Somewhat	133 30%	74 35%	60 26%	55 35%	38 36%	22 23%	18 22%	51 33% j	69 31%	14 19%	37 26%	18 22%	76 37% k	51 34%	40 27%	42 29%	85 35%	47 25%	27 51% T	90 34%
Not Much/None (Net)	121 27%	61 29%	60 26%	43 27%	21 20%	26 27%	30 37% e	40 26%	59 27%	22 32%	41 29% M	33 41% M	36 18%	41 27%	33 22%	48 33%	62 25%	52 28%	14 27%	61 23%
Not much	57 13%	34 16%	23 10%	21 13%	8 8%	13 13%	15 18%	23 15%	27 12%	7 10%	14 10%	19 23% Km	21 10%	16 10%	19 13%	23 16%	34 14%	23 12%	11 20%	32 12%
None	64 14%	27 13%	37 16%	23 14%	13 12%	13 13%	16 19%	17 11%	32 14%	15 22% h	27 19% M	14 17% m	15 7%	25 17%	14 10%	25 17%	28 12%	29 15%	4 7%	28 11%
I am not at all familiar with this company	75 17%	22 10%	53 23% B	30 19%	20 19%	11 11%	14 17%	24 16%	30 14%	20 29% HI	40 29% IM	13 16%	19 10%	18 12%	32 21%	25 18%	34 14%	39 21%	*	33 12% S
Sigma	444 100%	212 100%	232 100%	158 100%	105 100%	98 100%	82 100%	152 100%	221 100%	71 100%	140 100%	81 100%	204 100%	150 100%	149 100%	145 100%	244 100%	188 100%	53 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 227

BB09_46 How much would you miss each of the following companies if they closed for good?

Manufacturing/Industrial
 Honeywell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	466	179	287	195	119	80	72	148	211	107	246	73	112	137	168	161	244	202	40	257
Weighted Base	476	217	258	140	132*	120*	83*	150*	230	97*	143	93*	194*	134*	195*	147*	260	192	56**	290
Somewhat/A Great Deal (Net)	220 46%	124 57% C	96 37%	65 47%	73 55%	50 42%	32 38%	90 60% lj	88 38%	42 43%	52 36%	43 46%	103 53% K	76 56% P	88 45%	56 38%	142 54% R	71 37%	38 69%	154 53%
A great deal	107 22%	73 34% C	34 13%	33 24%	43 32% fg	20 17%	10 12%	55 37% j	37 16%	15 15%	19 14%	15 16%	63 32% kl	38 28% p	46 24%	23 16%	68 26%	36 19%	30 55%	83 29%
Somewhat	113 24%	51 24%	62 24%	32 23%	30 22%	30 25%	21 26%	35 23%	51 22%	27 28%	32 23%	28 30%	40 21%	38 28%	42 22%	33 22%	74 28% r	35 18%	8 14%	71 24%
Not Much/None (Net)	164 34%	69 32%	95 37%	38 27%	43 32%	46 39%	37 44% d	31 21%	102 45% H	30 31%	56 39%	34 36%	59 30%	38 28%	74 38%	51 35%	81 31%	75 39%	9 17%	85 29%
Not much	66 14%	29 14%	36 14%	24 17%	19 14%	12 10%	11 13%	15 10%	43 19% hj	8 8%	21 15%	21 22% m	21 11%	11 8%	36 18% n	19 13%	35 14%	29 15%	4 8%	38 13%
None	98 21%	40 18%	58 23%	14 10%	24 18%	34 28% D	26 31% D	17 11%	59 26% H	22 23% h	34 24%	13 14%	37 19%	27 20%	38 20%	33 22%	45 17%	46 24%	5 9%	47 16%
I am not at all familiar with this company	92 19%	24 11%	68 26% B	37 26% E	17 13%	23 19%	15 18%	28 19%	39 17%	25 26%	36 25%	16 17%	33 17%	20 15%	32 17%	39 27% n	38 15%	45 24% q	8 14%	51 18%
Sigma	476 100%	217 100%	258 100%	140 100%	132 100%	120 100%	83 100%	150 100%	230 100%	97 100%	143 100%	93 100%	194 100%	134 100%	195 100%	147 100%	260 100%	192 100%	56 100%	290 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 228

BB09_47 How much would you miss each of the following companies if they closed for good?

Manufacturing/Industrial
 General Electric

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	466	186	280	192	130	79	65	169	197	100	245	67	123	137	166	163	246	206	42	255
Weighted Base	466	229*	237	138	125*	105*	98*	161*	219	87*	151	74*	211*	155*	166*	145*	279	170	47**	275
Somewhat/A Great Deal (Net)	306 66%	161 70%	145 61%	73 53%	89 71% D	77 74% D	68 69% d	114 71%	142 65%	51 58%	93 62%	51 69%	152 72%	109 71% p	115 69% p	82 56%	205 74% R	93 55%	39 84%	190 69%
A great deal	162 35%	84 37%	78 33%	31 23%	48 38% D	37 35% D	46 47% D	66 41%	71 32%	25 28%	44 29%	27 37%	85 40%	59 38%	64 38%	40 27%	108 39% r	48 28%	24 50%	96 35%
Somewhat	144 31%	77 33%	68 29%	41 30%	41 33%	40 38%	21 22%	48 30%	71 32%	26 30%	49 33%	24 32%	67 32%	51 33%	52 31%	42 29%	97 35%	45 27%	16 34%	94 34%
Not Much/None (Net)	102 22%	52 25%	50 21%	34 25%	20 16%	22 21%	27 27%	23 14%	51 23%	28 32% H	37 25%	17 24%	38 18%	30 19%	31 19%	42 29%	47 17%	50 29% Q	4 9%	46 17%
Not much	49 11%	29 13%	20 8%	18 13% e	6 5%	6 5%	19 19% Ei	13 8%	25 12%	11 13%	19 13%	8 11%	20 9%	15 9%	12 7%	22 15%	19 7%	30 18% Q	3 7%	28 10%
None	53 11%	23 10%	30 13%	15 11%	14 11%	16 15%	8 8%	11 7%	26 12%	17 19% H	18 12%	9 13%	18 8%	15 10%	18 11%	20 14%	28 10%	20 12%	1 1%	18 6%
I am not at all familiar with this company	58 12%	16 7%	41 17% B	32 23% eFG	16 13%	6 6%	4 4%	23 14%	26 12%	8 10%	20 13%	5 7%	21 10%	16 10%	20 12%	22 15%	27 10%	27 16%	4 8%	39 14%
Sigma	466 100%	229 100%	237 100%	138 100%	125 100%	105 100%	98 100%	161 100%	219 100%	87 100%	151 100%	74 100%	211 100%	155 100%	166 100%	145 100%	279 100%	170 100%	47 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 229

BB09_48 How much would you miss each of the following companies if they closed for good?

Manufacturing/Industrial
 Boeing

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	464	179	285	190	135	74	65	160	185	119	249	73	117	141	161	162	240	211	46	238
Weighted Base	455	218*	238	152	119*	91*	93*	154*	208*	93*	145	83*	203*	144*	186*	125*	251	196*	66**	265
Somewhat/A Great Deal (Net)	220 48%	120 55% C	99 42%	76 50%	66 55%	41 45%	37 39%	92 59% lj	88 42%	40 43%	54 37%	32 39%	131 64% KL	75 52% p	98 53% p	47 38%	143 57% R	74 38%	48 73%	158 60%
A great deal	111 24%	69 32% C	42 18%	35 23%	32 27%	23 26%	20 22%	47 31% i	39 19%	24 26%	26 18%	16 20%	69 34% K	46 32% P	46 25% p	18 15%	74 30% R	34 17%	31 47%	86 33%
Somewhat	109 24%	51 24%	58 24%	41 27%	34 29%	18 19%	16 18%	44 29% j	49 24%	15 17%	28 20%	16 19%	62 30% k	28 20%	52 28%	29 23%	68 27%	40 20%	17 25%	72 27%
Not Much/None (Net)	164 36%	76 35%	88 37%	44 29%	35 30%	36 39%	49 52% DE	40 26%	84 40% H	40 43% H	59 41% m	33 39%	59 29%	55 38%	61 33%	48 38%	76 30%	85 43% Q	13 20%	75 28%
Not much	66 14%	33 15%	33 14%	25 16%	18 15%	7 7%	16 18%	24 15%	29 14%	13 14%	20 14%	15 18%	24 12%	23 16%	24 13%	19 15%	35 14%	29 15%	10 15%	35 13%
None	98 22%	43 20%	55 23%	19 13%	17 14%	29 32% DE	32 35% DE	16 11%	55 26% H	27 29% H	39 27% m	18 21%	35 17%	31 22%	38 20%	29 23%	41 16%	56 28% Q	3 5%	40 15%
I am not at all familiar with this company	72 16%	22 10%	50 21% B	32 21% g	18 15%	14 16%	8 8%	22 14%	36 17%	13 14%	32 22% M	18 21% M	13 6%	15 10%	27 14%	30 24% No	32 13%	37 19%	5 7%	31 12%
Sigma	455 100%	218 100%	238 100%	152 100%	119 100%	91 100%	93 100%	154 100%	208 100%	93 100%	145 100%	83 100%	203 100%	144 100%	186 100%	125 100%	251 100%	196 100%	66 100%	265 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 230

BB09_49 How much would you miss each of the following companies if they closed for good?

Healthcare/Health insurance
 CVS

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	466	183	283	179	135	77	75	155	199	112	254	65	119	141	165	160	247	209	45	250
Weighted Base	459	208	251	124	116*	119*	100*	148*	217*	94*	155	76*	204*	145*	171*	143*	270	182*	46**	275
Somewhat/A Great Deal (Net)	293 64%	125 60%	168 67%	89 72% e	68 59%	73 61%	63 63%	89 60%	148 68%	55 59%	86 56%	47 62%	144 71% K	89 61%	117 68%	87 61%	170 63%	118 65%	29 64%	193 70%
A great deal	157 34%	63 30%	94 37%	43 34%	32 28%	38 32%	44 44% e	44 30%	82 38%	30 32%	49 32%	22 29%	79 39%	43 30%	74 43% nP	39 27%	81 30%	73 40%	13 28%	102 37%
Somewhat	137 30%	62 30%	74 29%	46 37% G	36 31%	35 30%	19 19%	45 31%	66 30%	25 27%	37 24%	25 33%	65 32%	46 31%	43 25%	48 33%	89 33%	45 25%	17 36%	91 33%
Not Much/None (Net)	136 30%	67 32%	69 27%	25 20%	42 36% D	42 35% d	28 28%	44 30%	59 27%	33 35%	56 36% m	27 36%	50 25%	49 33%	44 26%	43 30%	86 32%	49 27%	14 30%	67 24%
Not much	60 13%	33 16%	26 11%	15 12%	16 14%	17 14%	11 11%	21 14%	27 12%	12 13%	27 17% m	11 14%	19 9%	22 15%	17 10%	20 14%	31 12%	27 15%	9 20%	31 11%
None	77 17%	34 16%	43 17%	9 7%	26 22% D	25 21% D	17 17%	24 16%	33 15%	21 22%	29 19%	17 22%	31 15%	27 18%	27 16%	23 16%	55 20%	21 12%	5 11%	36 13%
I am not at all familiar with this company	30 6%	15 7%	15 6%	11 9%	6 5%	4 4%	9 9%	14 10%	10 4%	6 6%	13 8%	2 3%	10 5%	8 5%	10 6%	13 9%	13 5%	16 9%	3 5%	14 5%
Sigma	459 100%	208 100%	251 100%	124 100%	116 100%	119 100%	100 100%	148 100%	217 100%	94 100%	155 100%	76 100%	204 100%	145 100%	171 100%	143 100%	270 100%	182 100%	46 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 231

BB09_50 How much would you miss each of the following companies if they closed for good?

Healthcare/Health insurance
 Walgreens

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	461	167	294	204	118	76	63	158	189	114	255	63	117	147	153	161	242	204	47	251
Weighted Base	458	187*	271	150	113*	100*	94*	169*	195*	94*	157	71*	203*	138*	179*	141*	264	180*	59*	284
Somewhat/A Great Deal (Net)	310 68%	124 66%	186 69%	107 71%	79 70%	66 66%	59 62%	126 75% J	129 66%	55 58%	109 70%	45 63%	143 71%	95 69%	123 69%	93 66%	187 71%	118 65%	50 84%	207 73%
A great deal	178 39%	76 40%	102 38%	46 30%	47 41%	43 43%	43 46%	84 50% I	60 31%	35 37%	63 40%	20 27%	88 43%	46 33%	82 46%	50 36%	113 43%	65 36%	27 46%	121 43%
Somewhat	132 29%	48 26%	84 31%	61 41% eFG	32 28%	23 23%	16 17%	42 25%	69 36% J	20 22%	46 29%	25 36%	55 27%	49 35% o	41 23%	42 30%	74 28%	53 29%	22 37%	86 30%
Not Much/None (Net)	126 28%	54 29%	72 27%	33 22%	30 26%	33 33%	30 32%	34 20%	56 29%	36 39% H	37 24%	22 31%	55 27%	34 25%	48 27%	44 31%	68 26%	53 29%	9 15%	67 24%
Not much	56 12%	29 16%	27 10%	17 11%	10 9%	15 15%	14 15%	20 12%	25 13%	11 12%	12 8%	16 22% Km	22 11%	13 10%	28 16%	14 10%	32 12%	24 13%	3 6%	31 11%
None	70 15%	25 13%	45 17%	16 11%	19 17%	18 18%	16 17%	13 8%	32 16% h	25 27% H	25 16%	6 9%	33 16%	21 15%	20 11%	30 21% o	36 14%	29 16%	6 9%	36 13%
I am not at all familiar with this company	22 5%	9 5%	12 5%	10 7%	5 4%	1 1%	5 6%	9 5%	10 5%	3 3%	10 7%	4 6%	5 2%	9 7%	7 4%	5 3%	10 4%	10 5%	1 1%	10 3%
Sigma	458 100%	187 100%	271 100%	150 100%	113 100%	100 100%	94 100%	169 100%	195 100%	94 100%	157 100%	71 100%	203 100%	138 100%	179 100%	141 100%	264 100%	180 100%	59 100%	284 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 232

BB09_51 How much would you miss each of the following companies if they closed for good?

Healthcare/Health insurance
 UnitedHealth Group

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	462	185	277	182	135	75	70	160	183	119	268	53	116	142	153	167	258	189	53	260
Weighted Base	427	195	232	120	125*	109*	73*	148*	180*	100*	149	61*	196*	150*	148*	129*	260	155*	65*	288
Somewhat/A Great Deal (Net)	223 52%	118 61% C	105 45%	71 59%	64 51%	51 47%	37 50%	101 69% J	81 45%	41 41%	68 46%	34 55%	116 59% k	75 50%	95 64% nP	53 41%	137 53%	81 52%	50 78% T	169 59%
A great deal	128 30%	75 38% C	53 23%	44 36% e	29 23%	30 27%	26 35%	64 43% J	43 24%	21 21%	40 27%	17 28%	69 35%	43 29%	56 37% P	29 22%	83 32%	43 28%	33 52% T	94 33%
Somewhat	95 22%	43 22%	51 22%	27 23%	36 29%	21 19%	11 15%	37 25%	38 21%	20 20%	28 19%	17 28%	47 24%	31 21%	39 27%	24 19%	55 21%	38 24%	17 26%	75 26%
Not Much/None (Net)	130 30%	54 28%	75 32%	26 21%	39 32%	36 34%	28 38% d	27 18%	67 37% H	36 36% H	47 32%	18 29%	55 28%	46 30%	31 21%	53 41% O	80 31%	49 31%	6 9%	82 28% S
Not much	47 11%	20 10%	26 11%	13 11%	16 13%	11 10%	6 9%	13 9%	25 14%	8 8%	14 10%	9 14%	22 11%	17 11%	16 11%	13 10%	28 11%	18 11%	5 8%	33 12%
None	83 19%	34 18%	49 21%	13 11%	23 19%	25 23% d	22 30% D	14 9%	42 23% H	28 28% H	33 22%	9 15%	34 17%	28 19%	15 10%	39 31% nO	52 20%	31 20%	* 1%	49 17% S
I am not at all familiar with this company	75 18%	23 12%	52 23% B	24 20%	21 17%	22 20%	8 11%	20 13%	32 18%	23 23%	34 23% m	10 16%	25 13%	30 20%	22 15%	23 18%	43 17%	26 17%	9 13%	37 13%
Sigma	427 100%	195 100%	232 100%	120 100%	125 100%	109 100%	73 100%	148 100%	180 100%	100 100%	149 100%	61 100%	196 100%	150 100%	148 100%	129 100%	260 100%	155 100%	65 100%	288 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 233

BB09_52 How much would you miss each of the following companies if they closed for good?

Healthcare/Health insurance

Aetna

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	467	183	284	195	136	69	67	165	179	123	245	68	130	157	160	150	251	199	44	257
Weighted Base	470	216	253	145	134*	87*	104*	159*	198*	112*	151	81*	216*	171*	169*	130*	284	173*	51**	287
Somewhat/A Great Deal (Net)	178 38%	94 44% c	83 33%	66 46% FG	61 46% fG	24 28%	26 25%	93 58% IJ	58 29%	27 24%	42 28%	31 39%	102 47% K	67 39% P	82 49% P	29 22%	120 42%	56 32%	41 81%	143 50%
A great deal	90 19%	40 19%	49 19%	29 20%	31 23%	11 13%	19 18%	51 32% IJ	24 12%	15 13%	22 14%	17 21%	48 22%	37 21% P	41 24% P	12 9%	62 22%	26 15%	21 41%	70 25%
Somewhat	88 19%	54 25% C	34 13%	37 26% G	30 23% G	13 15%	7 7%	42 27% J	34 17%	12 11%	20 13%	14 18%	53 25% k	30 18%	41 24% p	17 13%	58 20%	30 17%	20 40%	72 25%
Not Much/None (Net)	202 43%	87 40%	114 45%	45 31%	47 35%	48 55% DE	62 60% DE	32 20%	113 57% H	57 50% H	72 48% m	37 45%	78 36%	77 45%	59 35%	65 51% o	121 43%	72 42%	8 16%	106 37%
Not much	92 20%	45 21%	47 18%	21 15%	24 18%	21 24%	25 24%	19 12%	50 25% H	23 20%	26 17%	19 24%	42 20%	37 21%	21 12%	34 26% O	59 21%	31 18%	6 12%	58 20%
None	110 23%	42 20%	68 27%	24 16%	22 17%	26 30% de	37 36% DE	13 8%	63 32% H	34 30% H	47 31% M	18 22%	35 16%	40 23%	39 23%	31 24%	62 22%	41 24%	2 5%	48 17%
I am not at all familiar with this company	90 19%	35 16%	56 22%	34 23%	26 19%	15 18%	15 15%	34 22%	27 14%	29 26% i	36 24%	13 16%	36 17%	27 16%	28 16%	35 27% no	42 15%	45 26% Q	1 2%	38 13%
Sigma	470 100%	216 100%	253 100%	145 100%	134 100%	87 100%	104 100%	159 100%	198 100%	112 100%	151 100%	81 100%	216 100%	171 100%	169 100%	130 100%	284 100%	173 100%	51 100%	287 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 234

BB09_53 How much would you miss each of the following companies if they closed for good?

Healthcare/Health insurance

Cigna

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	182	286	206	122	78	62	157	202	109	233	70	131	139	171	158	248	207	43	268
Weighted Base	497	238	259	160	108*	139*	90*	150*	248	98*	137	80*	251*	150*	201*	145*	279	207*	59**	327
Somewhat/A Great Deal (Net)	170 34%	92 39%	78 30%	68 43% G	41 38% G	48 35% G	13 14%	76 51% IJ	72 29%	22 23%	35 26%	25 31%	107 43% K	56 37%	77 38% P	38 26%	114 41% R	54 26%	34 59%	136 42%
A great deal	91 18%	47 20%	43 17%	33 21% g	23 21% g	29 21%	6 7%	45 30% ij	31 13%	15 15%	20 15%	8 10%	60 24% l	28 18%	40 20%	23 16%	60 22%	29 14%	22 38%	69 21%
Somewhat	80 16%	45 19%	35 14%	35 22% g	19 17%	20 14%	6 7%	32 21% j	41 16%	7 8%	15 11%	17 21% k	46 19%	28 19%	37 18%	15 10%	54 19%	25 12%	12 21%	67 20%
Not Much/None (Net)	211 42%	99 42%	111 43%	49 31%	38 35%	61 44%	63 69% DEF	45 30%	121 49% H	45 46% h	54 39%	37 46%	105 42%	63 42%	85 42%	63 43%	104 37%	103 50% q	13 23%	130 40%
Not much	81 16%	38 16%	43 17%	19 12%	19 17%	15 11%	29 32% DE	24 16%	47 19%	11 11%	16 12%	20 25% K	45 18%	27 18%	31 15%	24 16%	37 13%	43 21%	7 11%	62 19%
None	129 26%	61 26%	68 26%	30 19%	19 17%	47 34% de	33 37% DE	21 14%	74 30% H	34 35% H	38 28%	17 21%	61 24%	35 24%	54 27%	40 27%	68 24%	61 29%	7 12%	68 21%
I am not at all familiar with this company	116 23%	46 19%	69 27%	42 26%	29 27%	29 21%	15 16%	29 19%	56 22%	31 32%	48 35% M	18 23%	39 15%	32 21%	39 19%	45 31% o	61 22%	50 24%	11 18%	61 19%
Sigma	497 100%	238 100%	259 100%	160 100%	108 100%	139 100%	90 100%	150 100%	248 100%	98 100%	137 100%	80 100%	251 100%	150 100%	201 100%	145 100%	279 100%	207 100%	59 100%	327 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_54 How much would you miss each of the following companies if they closed for good?

Healthcare/Health insurance
 Humana

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	452	183	269	176	136	77	63	162	182	108	247	65	112	133	158	161	214	227	38	229
Weighted Base	448	229*	218	129	118*	103*	97*	152*	198*	98*	146	83*	185*	145*	162*	142*	230	208	45**	246
Somewhat/A Great Deal (Net)	189 42%	120 52% C	69 32%	60 46%	61 51% F	33 32%	36 37%	88 57% IJ	80 40% J	22 22%	58 40%	26 31%	99 53% KL	69 47%	71 44%	49 35%	110 48%	78 37%	36 80%	129 53%
A great deal	90 20%	58 25% C	31 14%	34 26% eF	19 16%	11 10%	26 27% f	41 27% J	39 20%	9 9%	35 24%	18 22%	33 18%	29 20%	35 22%	26 18%	48 21%	41 20%	18 40%	62 25%
Somewhat	99 22%	62 27% c	38 17%	26 20%	42 35% DG	22 21%	10 10%	46 30% J	41 21%	12 13%	23 16%	8 9%	65 35% KL	40 28%	36 22%	23 16%	62 27% r	36 17%	17 39%	68 27%
Not Much/None (Net)	175 39%	78 34%	97 45%	34 26%	42 36%	53 52% D	45 47% D	45 30%	86 43% h	45 46% h	62 42%	42 51% m	62 34%	58 40%	67 41%	51 36%	85 37%	90 43%	7 16%	81 33%
Not much	62 14%	33 14%	29 13%	16 13%	11 9%	21 20%	13 14%	19 13%	31 16%	12 12%	20 13%	19 23% m	20 11%	13 9%	24 15%	24 17%	32 14%	29 14%	6 14%	30 12%
None	113 25%	45 20%	68 31% B	18 14%	31 26% D	32 31% D	32 33% D	26 17%	54 27%	33 34% H	42 29%	23 28%	42 23%	44 31%	43 26%	27 19%	52 23%	61 29%	1 2%	51 21%
I am not at all familiar with this company	83 19%	32 14%	52 24% b	35 27% E	15 13%	17 17%	16 16%	20 13%	32 16%	31 32% HI	26 18%	15 18%	24 13%	18 13%	23 14%	42 29% NO	35 15%	41 20%	2 4%	36 15%
Sigma	448 100%	229 100%	218 100%	129 100%	118 100%	103 100%	97 100%	152 100%	198 100%	98 100%	146 100%	83 100%	185 100%	145 100%	162 100%	142 100%	230 100%	208 100%	45 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 236

BB09_55 How much would you miss each of the following companies if they closed for good?

Financial
 Bank of America

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	471	165	306	196	139	69	67	173	191	107	268	65	111	140	156	175	237	216	41	265
Weighted Base	465	191	274	155	125*	88*	96*	172*	207*	85*	145	81*	210*	142*	156*	167*	258	191	59**	311
Somewhat/A Great Deal (Net)	220 47%	101 53%	119 43%	92 60% FG	66 53% G	34 39%	27 29%	97 56% ij	90 43%	33 39%	53 37%	25 31%	132 63% KL	73 52%	80 52%	66 40%	133 51%	81 42%	39 66%	165 53%
A great deal	123 26%	63 33% c	60 22%	53 34% fg	36 29%	16 18%	18 19%	62 36% l	40 19%	21 24%	32 22%	11 14%	77 37% KL	32 23%	55 35% np	36 22%	80 31%	41 21%	22 38%	94 30%
Somewhat	97 21%	38 20%	59 21%	39 25% g	30 24% g	18 21%	10 10%	34 20%	49 24%	13 15%	21 14%	14 18%	55 26% K	41 29% o	26 17%	30 18%	53 20%	40 21%	17 28%	71 23%
Not Much/None (Net)	205 44%	77 40%	128 47%	46 30%	50 40%	49 55% D	59 62% DE	63 36% h	100 48% h	42 49%	67 47% m	52 64% KM	73 35%	62 44%	64 41%	79 47%	113 44%	85 45%	20 34%	128 41%
Not much	86 18%	40 21%	46 17%	24 16%	16 13%	26 30% dE	20 20%	32 19%	40 19%	13 16%	27 19%	29 36% KM	24 12%	30 21%	27 17%	29 17%	53 20%	31 16%	13 23%	60 19%
None	119 26%	37 19%	82 30% b	22 14%	35 28% D	23 26%	40 41% D	30 17%	61 29% h	28 33% H	40 28%	23 29%	48 23%	33 23%	37 24%	49 30%	60 23%	54 28%	7 12%	68 22%
I am not at all familiar with this company	40 9%	13 7%	27 10%	17 11%	9 7%	5 6%	9 10%	13 7%	17 8%	10 12%	24 17% LM	4 4%	6 3%	6 4%	12 7%	22 13% n	12 5%	25 13% Q	-	18 6%
Sigma	465 100%	191 100%	274 100%	155 100%	125 100%	88 100%	96 100%	172 100%	207 100%	85 100%	145 100%	81 100%	210 100%	142 100%	156 100%	167 100%	258 100%	191 100%	59 100%	311 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 237

BB09_56 How much would you miss each of the following companies if they closed for good?

Financial
 Wells Fargo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	464	171	293	206	123	79	56	168	174	122	247	52	135	141	157	166	251	191	45	264
Weighted Base	486	218*	268	149	123*	128*	86*	174*	191*	121*	152	60*	248*	138*	172*	176*	303	166*	58*	311
Somewhat/A Great Deal (Net)	245 51%	130 60% C	116 43%	86 58% F	75 61% F	43 34%	41 48%	113 65% J	78 41%	54 44%	61 40%	30 50%	149 60% K	78 57%	85 49%	82 47%	166 55%	72 43%	47 80% T	180 58%
A great deal	126 26%	66 30%	60 22%	52 35% Fg	46 38% Fg	12 10%	16 18%	67 38% J	39 20%	21 17%	28 18%	11 18%	85 34% Kl	41 30%	41 24%	44 25%	83 27%	41 25%	30 51% T	102 33%
Somewhat	119 25%	64 29%	55 21%	34 23%	29 23%	31 24%	26 30%	47 27%	39 21%	33 27%	34 22%	19 32%	64 26%	37 27%	44 25%	38 21%	83 27%	31 19%	17 29%	79 25%
Not Much/None (Net)	196 40%	70 32%	126 47% B	48 32%	40 33%	69 54% DE	39 46%	51 29%	93 49% H	52 43% h	72 47% m	26 43%	84 34%	53 38%	70 41%	73 42%	112 37%	78 47%	9 15%	105 34% S
Not much	43 9%	15 7%	28 10%	19 13%	9 7%	11 8%	4 5%	20 12%	16 8%	7 6%	21 14% M	4 6%	15 6%	18 13%	13 7%	12 7%	26 9%	16 10%	6 10%	31 10%
None	153 31%	54 25%	98 37% b	29 19%	31 25%	58 46% DE	35 41% D	30 17%	77 41% H	45 37% H	51 33%	22 37%	70 28%	34 25%	57 33%	61 35%	86 28%	62 37%	3 5%	74 24% S
I am not at all familiar with this company	44 9%	18 8%	26 10%	16 10%	8 6%	15 12%	5 6%	10 6%	19 10%	15 12%	19 12%	4 7%	15 6%	7 5%	17 10%	20 12%	25 8%	16 10%	3 5%	26 8%
Sigma	486 100%	218 100%	268 100%	149 100%	123 100%	128 100%	86 100%	174 100%	191 100%	121 100%	152 100%	60 100%	248 100%	138 100%	172 100%	176 100%	303 100%	166 100%	58 100%	311 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 238

BB09_57 How much would you miss each of the following companies if they closed for good?

Financial
 American Express

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	452	191	261	193	128	76	55	167	188	97	233	65	124	153	144	155	231	207	35	251
Weighted Base	447	245	202	142*	130*	97*	78**	174*	188	85*	134	73*	219*	157*	144*	146*	259	173*	50**	282
Somewhat/A Great Deal (Net)	210 47%	125 51%	85 42%	77 54% F	73 56% F	26 27%	33 42%	107 62% IJ	70 37%	33 38%	55 41%	22 30%	128 58% KL	71 45%	84 58% P	55 38%	137 53% r	70 40%	35 71%	161 57%
A great deal	104 23%	72 29% C	32 16%	32 23%	40 31% f	15 15%	17 22%	57 33% I	29 15%	18 22%	26 19%	9 12%	69 31% KL	39 25%	39 27%	26 18%	68 26%	36 21%	23 46%	84 30%
Somewhat	106 24%	53 21%	53 26%	45 32% F	33 26% f	12 12%	16 20%	50 29%	41 22%	14 17%	29 21%	13 18%	59 27%	32 20%	44 31%	29 20%	69 27%	34 20%	13 25%	77 27%
Not Much/None (Net)	203 45%	108 44%	95 47%	46 33%	52 40%	66 68% DE	39 50%	55 31%	106 57% H	42 50% H	64 48%	47 64% KM	82 38%	73 47%	54 37%	76 52% o	112 43%	86 50%	14 27%	103 37%
Not much	103 23%	62 25%	41 20%	29 21%	33 25%	29 30%	12 15%	31 18%	56 30% h	16 19%	26 19%	19 26%	55 25%	42 27% o	22 15%	38 26%	64 25%	38 22%	12 24%	61 22%
None	100 22%	46 19%	54 27%	17 12%	18 14%	37 39% DE	28 35%	24 14%	50 27% H	26 31% H	39 29% M	28 38% M	28 13%	31 20%	32 22%	38 26%	48 19%	48 28%	2 3%	42 15%
I am not at all familiar with this company	34 8%	13 5%	21 10%	18 13% E	5 4%	4 4%	6 8%	12 7%	12 6%	10 12%	15 11% M	5 6%	9 4%	13 8%	7 5%	15 10%	10 4%	17 10% q	1 2%	17 6%
Sigma	447 100%	245 100%	202 100%	142 100%	130 100%	97 100%	78 100%	174 100%	188 100%	85 100%	134 100%	73 100%	219 100%	157 100%	144 100%	146 100%	259 100%	173 100%	50 100%	282 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 239

BB09_58 How much would you miss each of the following companies if they closed for good?

Financial
 Capitol One

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	461	183	278	184	127	77	73	150	208	103	262	64	109	155	153	153	248	202	30	246
Weighted Base	463	244*	219	121	118*	122*	103*	145*	223	95*	157	72*	199*	156*	169*	138*	271	177*	39**	281
Somewhat/A Great Deal (Net)	224 48%	145 59% C	79 36%	58 48%	64 54%	51 42%	52 51%	80 56%	103 46%	41 43%	57 36%	27 38%	120 60% KL	83 53%	82 48%	60 43%	123 46%	91 51%	28 72%	153 54%
A great deal	98 21%	68 28% C	31 14%	16 13%	38 32% DF	17 14%	28 27% d	41 28% I	34 15%	23 24%	35 22%	14 20%	39 20%	32 21%	45 28%	21 16%	44 16%	46 26% q	12 30%	72 26%
Somewhat	126 27%	77 32%	49 22%	42 35% e	26 22%	34 28%	25 24%	39 27%	69 31%	18 19%	22 14%	13 18%	80 40% KL	50 32%	38 22%	38 28%	79 29%	45 26%	16 42%	81 29%
Not Much/None (Net)	197 43%	90 37%	107 49% b	47 39%	44 37%	65 53% e	43 41%	51 36%	104 47%	42 44%	80 51% M	39 54% M	65 33% M	59 38%	73 43%	65 47%	125 46%	69 39%	9 24%	105 37%
Not much	86 19%	40 16%	47 21%	24 19%	24 21%	25 20%	14 13%	26 18%	48 21%	13 14%	29 18%	12 16%	42 21%	28 18%	23 14%	35 25% o	59 22%	27 15%	8 22%	51 18%
None	111 24%	50 21%	61 28%	23 19%	19 16%	40 33% dE	29 28%	26 18%	56 25%	29 30%	51 33% M	28 38% M	23 12%	32 20%	50 29%	30 22%	66 24%	42 24%	1 3%	53 19%
I am not at all familiar with this company	41 9%	9 4%	32 15% B	16 13%	11 9%	6 5%	8 8%	13 9%	16 7%	13 13%	20 13%	6 8%	14 7%	14 9%	14 8%	13 10%	22 8%	17 10%	1 4%	24 8%
Sigma	463 100%	244 100%	219 100%	121 100%	118 100%	122 100%	103 100%	145 100%	223 100%	95 100%	157 100%	72 100%	199 100%	156 100%	169 100%	138 100%	271 100%	177 100%	39 100%	281 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 240

BB09_59 How much would you miss each of the following companies if they closed for good?

Financial
 JPMorgan Chase

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	472	166	306	191	127	95	59	161	200	111	283	55	112	145	157	170	248	216	41	257
Weighted Base	456	205*	251	132	112*	127*	86**	146*	214*	96*	170	66*	201*	141*	160*	155*	254	196*	50**	275
Somewhat/A Great Deal (Net)	181 40%	84 41%	97 39%	48 37%	57 51% d	51 40%	24 28%	77 53% I	80 37%	23 24%	58 34%	21 32%	97 48% k	71 50% P	65 41%	45 29%	111 44%	69 35%	40 79%	129 47%
A great deal	101 22%	45 22%	56 22%	21 16%	28 25%	31 24%	21 24%	37 26% j	53 25% j	11 11%	30 18%	17 26%	54 27%	39 28% p	38 24%	24 15%	58 23%	41 21%	22 43%	74 27%
Somewhat	80 17%	38 19%	41 16%	27 20%	29 26%	20 16%	4 4%	40 28% ij	27 13%	13 13%	28 17%	4 6%	43 21% l	32 22%	27 17%	21 14%	52 21%	27 14%	18 36%	56 20%
Not Much/None (Net)	197 43%	97 47%	100 40%	48 36%	35 32%	56 44%	57 67%	45 31%	102 48% H	50 52% H	85 50% M	36 54% M	67 33%	48 34%	67 42%	82 53% N	102 40%	93 48%	4 8%	106 39%
Not much	83 18%	42 20%	41 17%	31 24%	16 14%	16 12%	21 24%	21 15%	53 25% hJ	10 10%	25 15%	14 20%	44 22%	17 12%	36 22%	30 19%	48 19%	34 18%	2 4%	54 20%
None	114 25%	55 27%	58 23%	17 13%	19 17%	41 32% De	37 43%	24 16%	49 23%	40 42% Hi	59 35% M	22 34% M	23 11%	30 21%	32 20%	52 33% o	54 21%	59 30%	2 4%	52 19%
I am not at all familiar with this company	78 17%	25 12%	54 21% b	36 27% i	20 18%	19 15%	4 5%	23 16%	32 15%	23 24%	27 16%	9 14%	37 18%	23 16%	27 17%	28 18%	42 16%	34 17%	7 14%	39 14%
Sigma	456 100%	205 100%	251 100%	132 100%	112 100%	127 100%	86 100%	146 100%	214 100%	96 100%	170 100%	66 100%	201 100%	141 100%	160 100%	155 100%	254 100%	196 100%	50 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 241

BB09_60 How much would you miss each of the following companies if they closed for good?

Financial
 Citigroup

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	469	193	276	169	144	87	69	175	184	110	240	70	129	142	162	165	250	208	43	256
Weighted Base	504	258	246	129*	131*	140*	103*	172	221*	111*	135	94*	239*	141*	190*	173*	292	198	58**	300
Somewhat/A Great Deal (Net)	185 37%	114 44% C	71 29%	52 40%	62 47% Fg	40 28%	31 30%	89 52% IJ	70 32%	25 23%	44 33%	25 27%	112 47% KL	65 46% P	76 40% P	43 25%	113 39%	69 35%	38 65%	140 47%
A great deal	79 16%	49 19%	30 12%	20 15% F	33 25% dF	5 3%	22 21% F	53 31% IJ	21 9%	5 5%	18 13%	10 10%	48 20%	25 18% p	40 21% P	14 8%	53 18%	25 12%	24 41%	68 23%
Somewhat	106 21%	66 25% c	41 16%	32 25% G	29 22% g	35 25% g	10 9%	36 21%	50 23%	20 18%	27 20%	15 16%	63 27%	40 28% p	37 19%	29 17%	61 21%	45 23%	14 25%	72 24%
Not Much/None (Net)	237 47%	117 45%	120 49%	43 34%	52 40%	83 59% DE	58 56% D	52 30%	124 56% H	61 55% H	65 48%	48 51%	106 44%	62 44%	85 45%	89 52%	148 51%	84 42%	8 14%	116 39%
Not much	88 17%	39 15%	49 20%	20 15%	22 17%	28 20%	18 18%	21 12%	48 22% h	18 17%	23 17%	19 21%	40 17%	23 16%	36 19%	29 17%	54 18%	34 17%	4 6%	56 19%
None	149 30%	77 30%	72 29%	24 18%	30 23%	55 39% De	40 38% D	30 18%	76 34% H	43 39% H	42 31%	29 30%	67 28%	40 28%	49 26%	60 35%	94 32%	50 25%	5 8%	60 20%
I am not at all familiar with this company	82 16%	27 10%	55 22% B	34 26% EF	17 13%	17 12%	14 14%	31 18%	27 12%	24 22%	26 19% M	21 23% M	21 9%	13 9%	29 15%	40 23% N	31 11%	45 23% Q	12 20%	44 15%
Sigma	504 100%	258 100%	246 100%	129 100%	131 100%	140 100%	103 100%	172 100%	221 100%	111 100%	135 100%	94 100%	239 100%	141 100%	190 100%	173 100%	292 100%	198 100%	58 100%	300 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 242

BB09_61 How much would you miss each of the following companies if they closed for good?

Financial
 U.S. Bank

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	479	187	292	202	145	81	51	169	177	133	255	56	143	138	168	173	246	226	51	257
Weighted Base	461	230	231	144	133*	124*	60**	155*	192*	114*	127	65*	248*	124*	144*	193*	265	192	58*	279
Somewhat/A Great Deal (Net)	212 46%	124 54% C	88 38%	80 56% F	71 54% F	39 32%	21 34%	101 65% J	73 38%	38 33%	45 35%	21 33%	139 56% KL	57 46%	70 49%	85 44%	131 50%	77 40%	42 72% t	160 57%
A great deal	101 22%	58 25%	44 19%	33 23%	39 30% f	18 14%	11 18%	52 34% J	30 16%	19 17%	23 18%	9 15%	65 26%	22 18%	33 23%	46 24%	68 26% r	31 16%	29 50% T	72 26%
Somewhat	111 24%	66 29% c	44 19%	47 33% F	32 24%	21 17%	10 16%	49 32% J	43 22%	18 16%	22 17%	12 19%	74 30% K	35 28%	37 26%	39 20%	64 24%	45 24%	13 22%	87 31%
Not Much/None (Net)	181 39%	80 35%	102 44%	42 29%	42 31%	67 54% DE	31 51%	38 24%	89 47% H	54 48% H	56 44% M	37 56% M	78 31%	52 42%	53 37%	77 40%	104 39%	76 40%	11 19%	93 33% S
Not much	74 16%	36 15%	38 17%	18 12%	17 13%	26 21%	13 21%	19 12%	44 23% hj	11 10%	17 14%	15 23%	38 15%	22 18%	27 19%	25 13%	42 16%	32 17%	6 11%	44 16%
None	108 23%	44 19%	64 28%	24 17%	24 18%	41 34% De	18 30%	19 12%	46 24% H	43 38% Hi	38 30% M	22 34% M	40 16%	30 24%	26 18%	52 27%	62 24%	45 23%	5 8%	49 18%
I am not at all familiar with this company	68 15%	27 12%	41 18%	22 15%	20 15%	17 14%	9 15%	16 10%	30 16%	22 19%	27 21% m	7 10%	31 12%	16 13%	21 14%	31 16%	30 11%	39 20% q	5 9%	27 10%
Sigma	461 100%	230 100%	231 100%	144 100%	133 100%	124 100%	60 100%	155 100%	192 100%	114 100%	127 100%	65 100%	248 100%	124 100%	144 100%	193 100%	265 100%	192 100%	58 100%	279 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_62 How much would you miss each of the following companies if they closed for good?

Financial
 Mastercard

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	469	179	290	200	125	72	72	154	194	121	265	58	125	146	165	158	250	210	48	259
Weighted Base	447	199*	248	147	121*	94*	84*	144*	194	109*	156	64*	205*	144*	182*	120*	259	182	59**	282
Somewhat/A Great Deal (Net)	326 73%	153 77%	173 70%	99 67%	93 77%	71 75%	64 75%	115 80% J	143 74%	68 62%	96 61%	38 59%	177 86% KL	112 78% p	136 74%	79 65%	204 79% R	120 66%	49 84%	221 78%
A great deal	185 41%	75 38%	110 45%	52 35%	59 49% d	32 34%	43 51% d	73 51% j	75 39%	38 34%	52 33%	24 37%	101 49% K	70 49% P	77 42%	39 32%	122 47% r	64 35%	32 55%	141 50%
Somewhat	141 32%	78 39% C	63 25%	47 32%	34 28%	39 41%	21 24%	42 29%	68 35%	31 28%	43 28%	14 21%	75 37% I	42 29%	59 32%	40 33%	82 32%	56 31%	17 28%	80 28%
Not Much/None (Net)	97 22%	37 19%	60 24%	35 24%	24 20%	20 21%	18 21%	23 16%	43 22%	31 28%	47 30% M	22 35% M	25 12% M	25 17%	39 21%	33 27%	47 18%	48 26%	6 9%	50 18%
Not much	54 12%	22 11%	31 13%	20 14%	16 13%	10 11%	7 8%	16 11%	28 14%	10 9%	25 16% m	11 17%	16 8%	12 8%	23 13%	18 15%	33 13%	20 11%	5 9%	34 12%
None	43 10%	15 7%	29 12%	14 10%	8 7%	10 10%	11 13%	8 5%	15 8%	21 19% HI	22 14% M	11 18% M	9 4%	13 9%	16 9%	15 12%	15 6%	28 15% Q	* 1%	16 6%
I am not at all familiar with this company	23 5%	8 4%	15 6%	14 9% e	3 3%	3 3%	3 3%	5 4%	8 4%	10 9%	14 9% M	4 7%	4 2%	7 5%	7 4%	9 7%	8 3%	14 8% q	4 7%	12 4%
Sigma	447 100%	199 100%	248 100%	147 100%	121 100%	94 100%	84 100%	144 100%	194 100%	109 100%	156 100%	64 100%	205 100%	144 100%	182 100%	120 100%	259 100%	182 100%	59 100%	282 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 244

BB09_63 How much would you miss each of the following companies if they closed for good?

Food
 Tyson Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	464	181	283	201	130	75	58	148	198	118	248	61	121	133	149	182	250	198	43	257
Weighted Base	468	231*	237	150	129*	113*	76*	140*	219	108*	136	71*	223*	144*	139*	185*	279	172*	62**	304
Somewhat/A Great Deal (Net)	305 65%	157 68%	148 63%	90 60%	91 71%	75 67%	48 63%	97 69%	132 60%	76 70%	81 60%	57 80% K	155 69%	97 67%	94 68%	114 62%	191 68%	111 65%	53 85%	211 69%
A great deal	148 32%	69 30%	78 33%	39 26%	44 34%	36 32%	28 37%	48 34%	58 26%	42 39%	42 31%	32 44%	69 31%	44 30%	41 29%	63 34%	91 33%	54 31%	21 33%	92 30%
Somewhat	157 34%	88 38%	70 29%	51 34%	47 37%	39 35%	20 26%	50 36%	74 34%	33 31%	40 29%	25 35%	85 38%	53 37%	53 38%	51 27%	100 36%	57 33%	32 51%	119 39%
Not Much/None (Net)	128 27%	53 23%	75 32%	46 31%	30 23%	31 27%	21 27%	30 21%	77 35% HJ	21 19%	41 30%	14 20%	64 29%	44 30%	39 28%	45 24%	75 27%	48 28%	7 10%	72 24%
Not much	54 12%	25 11%	30 12%	19 13%	22 17% f	6 5%	7 9%	16 11%	35 16% J	3 3%	21 15%	3 5%	28 12%	20 14%	22 16% P	12 7%	36 13%	17 10%	1 1%	36 12%
None	74 16%	28 12%	46 19%	27 18% E	7 6%	25 23% E	14 18% e	14 10%	42 19% h	18 16%	21 15%	11 15%	36 16%	24 16%	17 12%	33 18%	38 14%	31 18%	6 10%	35 12%
I am not at all familiar with this company	35 7%	21 9%	13 6%	13 9%	8 6%	7 6%	7 10%	13 9%	10 5%	12 11%	13 9% LM	1 1%	5 2%	4 2%	5 4%	26 14% NO	13 5%	13 7%	3 5%	22 7%
Sigma	468 100%	231 100%	237 100%	150 100%	129 100%	113 100%	76 100%	140 100%	219 100%	108 100%	136 100%	71 100%	223 100%	144 100%	139 100%	185 100%	279 100%	172 100%	62 100%	304 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 245

BB09_64 How much would you miss each of the following companies if they closed for good?

Food
 Cargill

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	462	177	285	190	131	77	64	145	192	125	249	71	112	142	152	168	246	200	45	251
Weighted Base	467	228*	239	143	123*	124*	77*	141*	217	109*	147	79*	209*	143*	165*	159*	249	207	55**	280
Somewhat/A Great Deal (Net)	120 26%	76 33% C	43 18%	49 34% fG	36 30% g	24 19%	10 13%	53 38% lj	41 19%	25 23%	28 19%	12 15%	74 35% KL	39 27%	43 26%	38 24%	62 25%	54 26%	29 54%	93 33%
A great deal	52 11%	38 16% C	14 6%	24 17% F	17 14%	6 5%	5 6%	25 17% i	18 8%	9 8%	14 9%	5 7%	28 14%	15 11%	24 15%	12 8%	27 11%	24 12%	17 31%	43 15%
Somewhat	68 15%	39 17%	29 12%	25 17%	19 16%	18 15%	5 7%	29 20% i	24 11%	16 14%	14 9%	7 8%	46 22% KI	24 17%	19 11%	26 16%	35 14%	30 15%	13 23%	50 18%
Not Much/None (Net)	168 36%	101 44% C	67 28%	47 33%	36 29%	49 40%	36 47% e	37 26%	87 40% h	44 40%	49 34%	35 44%	76 37%	67 47% Op	50 30%	51 32%	100 40%	63 30%	21 38%	101 36%
Not much	68 14%	40 18%	28 12%	16 11%	20 17%	22 18%	8 11%	12 9%	45 21% Hj	10 9%	13 9%	14 18%	41 19% K	31 22% O	15 9%	22 14%	53 21% R	14 7%	12 22%	47 17%
None	100 21%	61 27% c	39 17%	30 21%	16 13%	27 22%	27 36% E	25 18%	42 19%	33 31% h	37 25%	20 26%	36 17%	36 25%	35 21%	30 19%	47 19%	49 24%	9 16%	54 19%
I am not at all familiar with this company	180 38%	51 22%	129 54% B	48 33%	51 41%	50 41%	31 40%	51 36%	88 41%	40 37%	70 47% M	33 41%	59 28%	38 26%	72 44% N	70 44% N	87 35%	90 44%	4 8%	85 31%
Sigma	467 100%	228 100%	239 100%	143 100%	123 100%	124 100%	77 100%	141 100%	217 100%	109 100%	147 100%	79 100%	209 100%	143 100%	165 100%	159 100%	249 100%	207 100%	55 100%	280 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_65 How much would you miss each of the following companies if they closed for good?

Food
 Smithfield Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	458	166	292	195	127	67	69	151	199	108	242	71	122	152	154	152	247	197	42	266
Weighted Base	463	204*	259	144	116*	117*	86*	141*	226	96*	136	88*	218*	155*	162*	146*	269	175*	66**	311
Somewhat/A Great Deal (Net)	250 54%	122 60%	128 49%	59 41%	75 65% D	71 61% D	45 52%	85 61%	111 49%	54 56%	61 45%	45 51%	142 65% K	103 67% OP	81 50%	66 45%	166 62% R	77 44%	47 72%	194 63%
A great deal	118 25%	55 27%	63 24%	29 20%	39 34% DG	37 32% g	12 14%	42 30%	51 23%	24 25%	29 21%	23 26%	65 30%	40 26%	38 24%	40 27%	80 30% r	34 20%	30 46%	94 30%
Somewhat	132 29%	67 33%	65 25%	30 21%	36 31%	34 29%	33 38% D	43 31%	60 26%	30 31%	32 23%	22 25%	77 35% k	63 41% OP	43 26%	26 18%	86 32%	43 24%	17 26%	100 32%
Not Much/None (Net)	121 26%	42 21%	79 31% b	46 32% e	23 20%	30 26%	21 25%	33 24%	71 32% j	17 17%	39 28%	24 28%	53 24%	26 17%	51 31% N	44 30% n	59 22%	58 33% q	13 20%	67 22%
Not much	59 13%	25 12%	34 13%	26 18% E	8 7%	15 13%	10 12%	15 11%	38 17% j	5 5%	19 14%	13 15%	25 12%	11 7%	29 18% N	18 13%	31 11%	27 15%	6 10%	37 12%
None	63 14%	17 8%	46 18% B	20 14%	16 14%	16 13%	11 13%	18 13%	33 15%	12 12%	19 14%	11 13%	28 13%	16 10%	21 13%	26 18%	29 11%	31 18%	7 10%	30 10%
I am not at all familiar with this company	92 20%	40 20%	52 20%	39 27% ei	18 15%	15 13%	20 23%	22 16%	44 19%	26 27% j	36 27% M	18 21%	23 11%	25 16%	31 19%	36 24%	44 16%	40 23%	6 9%	49 16%
Sigma	463 100%	204 100%	259 100%	144 100%	116 100%	117 100%	86 100%	141 100%	226 100%	96 100%	136 100%	88 100%	218 100%	155 100%	162 100%	146 100%	269 100%	175 100%	66 100%	311 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 247

BB09_66 How much would you miss each of the following companies if they closed for good?

Food
 Perdue Farms

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	488	193	295	208	130	77	73	164	211	113	278	66	115	135	192	161	263	204	51	263
Weighted Base	484	235	249	153	121*	112*	97*	170*	221	93*	180	74*	198*	127*	199	158*	278	185*	63*	280
Somewhat/A Great Deal (Net)	275 57%	143 61%	132 53%	70 45%	63 52%	75 67% D	68 70% De	107 63% j	123 56%	45 48%	89 49%	46 61% k	122 61% k	83 66% P	116 58%	76 48%	170 61%	97 52%	39 62%	169 60%
A great deal	136 28%	68 29%	68 27%	28 18%	33 27%	33 30%	41 42% D	39 23%	73 33%	24 25%	40 22%	26 35%	59 30%	47 37% p	52 26%	37 23%	77 28%	54 29%	18 29%	84 30%
Somewhat	140 29%	75 32%	64 26%	41 27%	30 25%	41 37%	27 28%	68 40% J	50 23%	21 23%	48 27%	20 27%	63 32%	36 29%	64 32%	39 25%	93 34% r	43 23%	21 33%	85 30%
Not Much/None (Net)	139 29%	65 28%	74 30%	47 31%	47 39% G	27 24%	18 19%	42 24%	68 31%	29 31%	57 32%	19 25%	58 29%	29 23%	59 30%	51 32%	75 27%	57 31%	21 34%	83 30%
Not much	53 11%	16 7%	37 15% B	19 12%	17 14%	13 12%	5 5%	15 9%	33 15%	6 7%	24 13%	6 8%	24 12%	10 8%	27 14%	17 10%	34 12%	18 10%	9 14%	39 14%
None	86 18%	49 21%	37 15%	28 18%	30 25%	14 13%	14 14%	27 16%	36 16%	23 24%	34 19%	13 17%	35 17%	20 15%	32 16%	34 22%	41 15%	39 21%	12 19%	45 16%
I am not at all familiar with this company	70 14%	27 12%	43 17%	37 24% EFg	12 10%	10 9%	11 12%	21 13%	29 13%	20 21%	35 19% M	10 13%	18 9%	14 11%	24 12%	31 20%	33 12%	31 17%	3 5%	28 10%
Sigma	484 100%	235 100%	249 100%	153 100%	121 100%	112 100%	97 100%	170 100%	221 100%	93 100%	180 100%	74 100%	198 100%	127 100%	199 100%	158 100%	278 100%	185 100%	63 100%	280 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 248

BB09_67 How much would you miss each of the following companies if they closed for good?

CPG

Procter & Gamble

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	472	176	296	194	119	82	77	151	205	116	243	76	125	147	164	161	243	216	36	251
Weighted Base	466	196*	270	146	107*	106*	107*	152*	213	101*	140	92*	209*	145*	180*	141*	253	203*	42**	278
Somewhat/A Great Deal (Net)	311 67%	132 67%	179 66%	70 48%	69 59%	80 75%	92 86%	108 71%	136 64%	67 66%	87 63%	56 61%	152 73%	104 72%	124 69%	83 59%	183 73%	125 62%	28 66%	184 66%
A great deal	168 36%	65 33%	103 38%	37 25%	36 34%	35 33%	60 56%	54 36%	74 35%	40 39%	45 33%	32 35%	83 40%	53 36%	75 42%	40 28%	105 42%	63 31%	17 40%	93 33%
Somewhat	143 31%	67 34%	76 28%	34 23%	33 31%	45 42%	32 30%	54 35%	62 29%	28 27%	42 30%	24 26%	70 33%	52 36%	48 27%	43 31%	78 31%	63 31%	11 26%	91 33%
Not Much/None (Net)	100 22%	43 22%	57 21%	45 31%	18 16%	26 24%	12 11%	21 14%	54 25%	26 25%	37 27%	25 28%	34 16%	27 18%	38 21%	36 26%	45 18%	51 25%	9 21%	60 22%
Not much	52 11%	23 12%	28 10%	23 16%	10 10%	13 12%	5 5%	14 9%	32 15%	6 6%	12 9%	11 12%	26 12%	14 9%	25 14%	13 9%	22 9%	28 14%	2 5%	41 15%
None	49 10%	20 10%	29 11%	23 15%	7 7%	12 12%	7 6%	7 5%	22 10%	20 20%	25 18%	14 15%	8 4%	13 9%	13 7%	23 16%	23 9%	23 11%	7 17%	20 7%
I am not at all familiar with this company	55 12%	21 11%	34 13%	30 21%	20 19%	1 *	4 3%	24 15%	23 11%	8 8%	15 11%	10 11%	22 11%	14 10%	19 11%	21 15%	24 10%	26 13%	5 12%	33 12%
Sigma	466 100%	196 100%	270 100%	146 100%	107 100%	106 100%	107 100%	152 100%	213 100%	101 100%	140 100%	92 100%	209 100%	145 100%	180 100%	141 100%	253 100%	203 100%	42 100%	278 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 249

BB09_68 How much would you miss each of the following companies if they closed for good?

CPG
 Coca-Cola

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	473	174	299	191	124	87	71	145	201	127	249	57	139	153	162	158	246	211	49	255
Weighted Base	500	230*	271	145	119*	138*	98*	149*	234*	118*	131	62*	273*	156*	182*	162*	276	211*	57*	299
Somewhat/A Great Deal (Net)	356 71%	174 76%	182 67%	104 71%	97 81% F	84 61%	70 72%	116 78%	158 68%	81 69%	96 74%	45 73%	199 73%	117 75% P	143 79% P	95 59%	200 72%	150 71%	50 87%	239 80%
A great deal	237 47%	121 53%	116 43%	71 49%	55 46%	60 43%	50 51%	74 50%	102 43%	61 52%	61 47%	32 51%	130 48%	74 47%	100 55% p	63 39%	123 45%	111 52%	37 66%	160 53%
Somewhat	119 24%	53 23%	66 24%	32 22%	42 35% dF	25 18%	20 20%	42 28%	57 24%	20 17%	35 27%	14 22%	69 25%	43 27%	43 24%	33 20%	77 28%	39 19%	12 22%	79 26%
Not Much/None (Net)	129 26%	51 22%	78 29%	31 22%	19 16%	51 37% dE	27 28%	29 19%	68 29%	32 27%	29 22%	15 23%	71 26%	37 24%	34 19%	58 36% O	70 26%	53 25%	7 12%	53 18%
Not much	58 12%	28 12%	31 11%	19 13%	7 6%	23 16% e	10 10%	13 9%	34 15%	11 9%	17 13%	6 9%	28 10%	12 8%	21 12%	25 15%	33 12%	24 11%	4 7%	25 8%
None	70 14%	23 10%	47 17%	13 9%	12 10%	28 20% d	17 18%	15 10%	34 14%	21 18%	12 9%	9 14%	43 16%	25 16%	13 7%	33 20% O	37 13%	30 14%	2 4%	28 9%
I am not at all familiar with this company	16 3%	5 2%	11 4%	10 7%	3 3%	3 2%	*	4 3%	8 3%	4 4%	6 4%	2 3%	4 1%	2 1%	5 3%	9 6%	5 2%	8 4%	1 1%	7 2%
Sigma	500 100%	230 100%	271 100%	145 100%	119 100%	138 100%	98 100%	149 100%	234 100%	118 100%	131 100%	62 100%	273 100%	156 100%	182 100%	162 100%	276 100%	211 100%	57 100%	299 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 250

BB09_69 How much would you miss each of the following companies if they closed for good?

CPG
 PepsiCo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	474	202	272	191	136	81	66	159	203	112	241	72	128	156	164	154	243	212	47	258
Weighted Base	500	259	241	152	129*	116*	103*	163*	231	107*	145	102*	220*	181*	171*	148*	293	187	63**	285
Somewhat/A Great Deal (Net)	287 57%	143 55%	144 60%	84 55%	74 58%	68 59%	60 59%	114 70% J	130 56% J	42 39%	91 63%	64 63%	118 54%	99 55%	113 66% P	74 50%	174 59%	102 55%	39 62%	157 55%
A great deal	153 31%	79 30%	74 31%	45 29%	40 31%	42 36%	25 25%	62 38% J	67 29%	24 22%	49 33%	30 30%	69 31%	62 34% P	58 34% P	33 22%	91 31%	56 30%	17 27%	93 33%
Somewhat	134 27%	64 25%	70 29%	39 26%	34 26%	26 22%	35 34%	52 32% J	63 27%	18 17%	42 29%	34 33%	49 22%	38 21%	55 32% n	42 28%	83 28%	46 25%	22 35%	64 22%
Not Much/None (Net)	188 38%	110 42% c	78 32%	60 39%	43 33%	47 40%	39 38%	41 25%	91 39% H	56 53% H	43 29%	34 33%	96 44% K	75 41%	51 30%	62 42%	109 37%	72 39%	20 31%	114 40%
Not much	90 18%	62 24% C	28 12%	29 19%	24 18%	23 19%	14 14%	26 16%	38 16%	26 24%	15 10%	22 21% k	49 22% K	35 19%	21 12%	34 23% o	60 20%	28 15%	14 22%	61 21%
None	98 20%	48 19%	50 21%	30 20%	19 15%	24 21%	25 24%	15 9%	53 23% H	31 29% H	28 19%	12 12%	47 21%	40 22%	30 18%	28 19%	49 17%	44 23%	6 9%	54 19%
I am not at all familiar with this company	25 5%	6 2%	19 8% B	9 6%	12 9% f	1 1%	3 3%	7 5%	10 4%	8 8%	12 8% m	4 4%	6 3%	7 4%	7 4%	11 8%	10 4%	12 6%	4 7%	14 5%
Sigma	500 100%	259 100%	241 100%	152 100%	129 100%	116 100%	103 100%	163 100%	231 100%	107 100%	145 100%	102 100%	220 100%	181 100%	171 100%	148 100%	293 100%	187 100%	63 100%	285 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_70 How much would you miss each of the following companies if they closed for good?

CPG
 Cottonelle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	475	172	303	214	109	79	73	171	197	107	256	68	120	138	168	169	240	220	48	271
Weighted Base	491	219*	272	152	114*	116*	109*	173*	229	89*	160	79*	214*	138*	190*	163*	271	206	53*	308
Somewhat/A Great Deal (Net)	304 62%	126 58%	177 65%	80 53%	64 56%	82 70% D	78 71% D	109 63%	141 61%	54 60%	96 60%	50 63%	138 64%	94 68%	113 59%	97 60%	172 63%	126 61%	28 53%	195 63%
A great deal	135 27%	46 21%	89 33% b	31 21%	27 24%	39 34% d	36 33%	43 25%	75 33% j	17 19%	54 34%	21 27%	57 27%	40 29%	63 33% p	32 20%	78 29%	54 26%	13 25%	91 29%
Somewhat	169 34%	80 37%	89 32%	48 32%	37 32%	42 36%	41 38%	66 38%	66 29%	37 41%	42 27%	29 37%	81 38% k	54 39% o	50 28%	65 40% o	94 35%	72 35%	15 28%	104 34%
Not Much/None (Net)	142 29%	71 32%	71 26%	54 36%	31 27%	28 24%	29 26%	40 23%	73 32%	29 33%	47 29%	26 32%	54 25%	37 27%	55 29%	49 30%	72 26%	62 30%	13 25%	87 28%
Not much	73 15%	42 19% c	30 11%	31 20%	18 16%	12 10%	12 11%	22 12%	38 17%	13 15%	21 13%	12 15%	37 18%	11 8%	33 17% n	29 18% n	42 16%	30 15%	8 16%	55 18%
None	69 14%	28 13%	41 15%	23 16%	13 11%	16 14%	17 15%	18 10%	35 15%	16 18%	26 16% m	13 17%	16 8%	27 19%	22 12%	20 12%	29 11%	32 15%	5 9%	32 10%
I am not at all familiar with this company	46 9%	22 10%	24 9%	18 12% g	19 17% fG	6 5%	3 3%	24 14% i	15 7%	6 7%	17 11%	3 4%	22 10%	7 5%	22 12%	17 10%	27 10%	18 9%	12 23% t	26 8%
Sigma	491 100%	219 100%	272 100%	152 100%	114 100%	116 100%	109 100%	173 100%	229 100%	89 100%	160 100%	79 100%	214 100%	138 100%	190 100%	163 100%	271 100%	206 100%	53 100%	308 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

BB09_71 How much would you miss each of the following companies if they closed for good?

CPG
 Clorox

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	464	175	289	190	122	86	66	150	202	112	252	63	124	138	157	169	238	213	37	229
Weighted Base	501	248*	253	139	125*	133*	104*	153*	235	112*	167	69*	236*	149*	178*	174*	272	214*	48**	270
Somewhat/A Great Deal (Net)	383 76%	172 69%	211 83% B	99 71%	94 75%	104 78%	85 83%	115 75%	188 80%	80 71%	115 69%	57 83% k	194 82% K	127 86% P	134 75%	122 70%	205 75%	169 79%	33 70%	212 79%
A great deal	228 46%	92 37%	136 54% B	52 37%	61 49%	65 49%	50 48%	66 43%	110 47%	51 46%	82 49%	35 51%	102 43%	76 51%	82 46%	70 40%	136 50%	86 40%	14 30%	117 44%
Somewhat	155 31%	80 32%	74 29%	48 34%	33 26%	39 29%	36 35%	48 32%	78 33%	28 25%	33 20%	22 32% k	92 39% K	51 34%	52 29%	52 30%	69 25%	83 39% Q	19 40%	95 35%
Not Much/None (Net)	81 16%	53 21% C	28 11%	24 17%	14 11%	26 19%	17 16%	26 17%	28 12%	28 25% i	33 20%	9 14%	31 13%	8 6%	42 24% N	30 17% N	45 17%	32 15%	5 10%	33 12%
Not much	40 8%	24 10%	16 6%	13 9%	7 6%	18 14% g	2 2%	16 11%	17 7%	7 6%	13 8%	3 4%	19 8%	5 3%	23 13% N	11 7%	23 8%	16 7%	5 10%	20 7%
None	41 8%	29 12% C	12 5%	11 8%	7 5%	8 6%	15 15%	10 6%	11 5%	20 18% H	21 12% m	7 10%	12 5%	3 2%	19 10% N	19 11% N	22 8%	17 8%	-	13 5%
I am not at all familiar with this company	37 7%	23 9%	15 6%	16 11% FG	18 14% FG	3 2%	1 1%	13 9%	19 8%	5 5%	19 11% m	2 4%	11 5%	13 9% O	2 1%	22 13% O	22 8%	12 6%	10 20%	25 9%
Sigma	501 100%	248 100%	253 100%	139 100%	125 100%	133 100%	104 100%	153 100%	235 100%	112 100%	167 100%	69 100%	236 100%	149 100%	178 100%	174 100%	272 100%	214 100%	48 100%	270 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 253

BB09_72 How much would you miss each of the following companies if they closed for good?

CPG

Anheuser-Busch

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	476	181	295	188	129	82	77	158	197	121	263	68	113	146	163	167	252	207	43	250
Weighted Base	477	221*	256	140*	114*	111*	111*	152*	207	117*	159	89*	199*	156*	182*	139*	266	196*	55**	270
Somewhat/A Great Deal (Net)	173 36%	98 44% C	75 29%	56 40% f	60 52% FG	28 25%	29 26%	79 52% IJ	62 30%	32 28%	49 31%	27 30%	93 47% KI	56 36%	78 43% p	39 28%	111 42% r	58 29%	32 58%	127 47%
A great deal	89 19%	51 23% c	37 15%	28 20%	33 29% Fg	13 12%	15 13%	42 27% IJ	32 15%	15 13%	23 14%	19 21%	45 23%	35 22%	34 19%	19 14%	54 20%	32 16%	16 29%	64 24%
Somewhat	84 18%	47 21%	38 15%	28 20%	27 23%	15 14%	15 13%	37 24% i	30 14%	17 15%	27 17%	8 9%	49 24% L	21 13%	43 24% n	20 14%	57 21% r	25 13%	16 30%	63 23%
Not Much/None (Net)	225 47%	93 42%	133 52%	45 32%	35 31%	72 65% DE	72 65% DE	45 30%	109 53% H	71 61% H	80 50%	53 59% M	79 39%	79 50%	75 41%	72 52%	122 46%	98 50%	17 32%	105 39%
Not much	68 14%	35 16%	33 13%	23 17%	15 13%	18 16%	13 11%	16 11%	33 16%	19 16%	15 9%	13 14%	38 19% k	17 11%	25 14%	26 19%	35 13%	32 16%	8 14%	49 18%
None	157 33%	58 26%	99 39% B	22 15%	21 18%	55 49% DE	60 54% DE	29 19%	76 37% H	52 44% H	65 41% M	40 45% M	41 21%	61 39%	50 28%	46 33%	87 33%	66 34%	10 18%	56 21%
I am not at all familiar with this company	79 17%	30 14%	49 19%	39 28% eFG	19 17%	11 10%	9 8%	28 19%	37 18%	14 12%	30 19%	10 11%	27 14%	22 14%	29 16%	28 20%	33 12%	41 21% q	5 10%	38 14%
Sigma	477 100%	221 100%	256 100%	140 100%	114 100%	111 100%	111 100%	152 100%	207 100%	117 100%	159 100%	89 100%	199 100%	156 100%	182 100%	139 100%	266 100%	196 100%	55 100%	270 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 254

BB09_73 How much would you miss each of the following companies if they closed for good?

CPG
 Scott

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	476	188	288	222	126	67	61	173	190	113	258	68	122	145	171	160	254	207	43	273
Weighted Base	470	217	253	159	123*	108*	80**	163	208*	100*	144	95*	206*	155*	179*	136*	271	187*	57**	291
Somewhat/A Great Deal (Net)	257 55%	118 54%	139 55%	80 50%	84 69% DF	50 47%	43 54%	105 65% J	110 53%	42 42%	71 50%	40 42%	139 68% KL	89 57%	96 54%	72 53%	155 57%	100 53%	35 60%	178 61%
A great deal	114 24%	47 22%	67 26%	35 22%	40 33%	23 21%	16 20%	52 32% I	38 18%	24 24%	36 25%	16 17%	62 30%	40 26%	47 26%	27 20%	76 28%	36 19%	11 19%	85 29%
Somewhat	143 30%	71 33%	73 29%	44 28%	44 36%	28 26%	27 34%	53 33% J	72 35% J	18 18%	35 24%	24 26%	77 38% K	49 32%	49 27%	46 34%	79 29%	63 34%	24 41%	93 32%
Not Much/None (Net)	139 30%	75 35%	64 25%	45 28%	26 22%	38 36%	29 37%	38 23%	63 30%	38 38% h	44 31%	42 44% M	43 21%	51 33%	51 28%	37 28%	81 30%	52 28%	19 33%	75 26%
Not much	64 14%	34 15%	30 12%	22 14%	10 8%	20 19%	11 13%	22 13%	33 16%	9 9%	21 15%	22 23% M	18 9%	28 18%	22 13%	13 10%	36 13%	26 14%	10 17%	37 13%
None	76 16%	41 19%	34 14%	23 14%	16 13%	18 17%	19 23%	16 10%	30 15%	29 29% HI	23 16%	20 21%	24 12%	23 15%	28 16%	24 18%	45 17%	26 14%	9 15%	38 13%
I am not at all familiar with this company	74 16%	24 11%	49 19% b	34 22% E	12 10%	19 18%	8 10%	19 12%	35 17%	20 20%	28 20%	13 13%	24 12%	16 10%	32 18%	26 19%	35 13%	35 19%	4 7%	38 13%
Sigma	470 100%	217 100%	253 100%	159 100%	123 100%	108 100%	80 100%	163 100%	208 100%	100 100%	144 100%	95 100%	206 100%	155 100%	179 100%	136 100%	271 100%	187 100%	57 100%	291 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_74 How much would you miss each of the following companies if they closed for good?

CPG

The Hershey Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	459	174	285	194	113	86	66	153	195	111	249	64	114	125	157	177	250	195	38	236
Weighted Base	476	228*	248	143	92*	140*	100*	153*	220*	103*	141	79*	211*	119*	175*	181*	270	188*	46**	275
Somewhat/A Great Deal (Net)	338 71%	158 69%	180 73%	92 64%	68 74%	107 76%	71 71%	102 67%	151 68%	85 82% hi	104 74%	53 67%	146 69%	89 74%	119 68%	130 71%	193 72%	135 72%	35 76%	192 70%
A great deal	187 39%	76 33%	111 45% b	59 41%	44 47%	53 38%	32 32%	59 39%	85 38%	43 42%	62 44% M	36 46% m	64 30%	50 42%	62 35%	75 41%	97 36%	83 44%	23 51%	104 38%
Somewhat	151 32%	82 36%	70 28%	34 23%	24 27%	54 38% d	39 39% d	43 28%	66 30%	42 41%	41 29%	17 21%	82 39% l	38 32%	58 33%	55 30%	96 36%	52 28%	11 25%	88 32%
Not Much/None (Net)	105 22%	51 22%	54 22%	38 27%	18 20%	28 20%	21 21%	39 25%	52 23%	15 14%	27 19%	19 24%	50 24%	25 21%	39 22%	40 22%	60 22%	39 21%	9 19%	62 22%
Not much	58 12%	31 14%	27 11%	26 18% ef	8 8%	11 8%	13 13%	22 14% J	33 15% J	3 3%	16 11%	10 13%	25 12%	19 16%	22 13%	17 10%	31 11%	24 13%	5 11%	43 15%
None	47 10%	20 9%	27 11%	13 9%	11 12%	17 12%	7 7%	16 11%	19 9%	12 11%	11 8%	9 12%	25 12%	7 6%	17 10%	23 13%	29 11%	15 8%	3 7%	19 7%
I am not at all familiar with this company	33 7%	19 8%	14 6%	13 9%	6 6%	6 4%	9 9%	12 8%	18 8%	3 3%	10 7%	7 8%	15 7%	5 4%	17 9%	11 6%	17 6%	15 8%	2 5%	21 8%
Sigma	476 100%	228 100%	248 100%	143 100%	92 100%	140 100%	100 100%	153 100%	220 100%	103 100%	141 100%	79 100%	211 100%	119 100%	175 100%	181 100%	270 100%	188 100%	46 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 256

BB09_75 How much would you miss each of the following companies if they closed for good?

CPG

Molson Coors

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	472	173	299	177	129	87	79	158	209	105	254	63	128	143	182	147	247	209	46	245
Weighted Base	468	209*	259	128	110*	122*	108*	163*	221	84*	149	77*	216*	143*	198*	127*	266	187	49*	269
Somewhat/A Great Deal (Net)	138 30%	77 37% C	61 24%	42 33% G	54 49% DFG	26 21%	15 14%	63 39% IJ	60 27%	15 18%	25 17%	18 24%	94 44% KL	41 29%	72 36% P	25 20%	101 38% R	36 19%	35 71% T	110 41%
A great deal	60 13%	23 11%	37 14%	20 16% f	20 19% f	10 8%	10 9%	29 18% j	25 11%	6 7%	14 9%	6 7%	40 19% k	20 14%	30 15% R	11 8%	47 18% R	13 7%	16 32% T	48 18%
Somewhat	78 17%	54 26% C	24 9%	22 18% G	34 31% DFG	16 13%	5 5%	34 21%	35 16%	9 11%	11 7%	13 16% k	54 25% K	21 15%	42 21% p	15 11%	54 20% r	22 12%	19 39% T	62 23%
Not Much/None (Net)	193 41%	84 40%	109 42%	39 31%	33 30% DE	65 53% DE	56 52% DE	52 32%	109 49% H	32 38%	73 49% m	31 40%	79 37%	72 51% o	72 36%	48 38%	92 35% Q	92 49% Q	10 20%	93 35% S
Not much	45 10%	23 11%	22 8%	16 12%	7 6% E	15 12% E	8 7%	14 8%	27 12%	4 5%	16 11% I	7 9%	21 10%	17 12%	17 8% NO	11 9%	24 9% NO	20 11%	5 11% NO	29 11%
None	148 32%	61 29%	87 33%	24 19%	26 24% De	50 41% De	49 45% DE	38 23%	82 37% H	28 33%	57 38% m	24 31%	58 27% M	55 38%	56 28% NO	38 29%	68 26% Q	71 38% Q	5 9% S	64 24% S
I am not at all familiar with this company	137 29%	47 23%	90 35% B	46 36% E	23 21% E	32 26% E	37 34%	48 30%	52 23% I	37 44% I	51 34% M	28 36% M	43 20% M	30 21%	54 27% NO	54 42% NO	73 27% NO	60 32% NO	4 9% NO	66 25% S
Sigma	468 100%	209 100%	259 100%	128 100%	110 100%	122 100%	108 100%	163 100%	221 100%	84 100%	149 100%	77 100%	216 100%	143 100%	198 100%	127 100%	266 100%	187 100%	49 100%	269 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 257

BB09_76 How much would you miss each of the following companies if they closed for good?

CPG
 Campbell's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	477	181	296	194	133	87	63	150	198	129	249	70	128	162	167	148	263	198	48	269
Weighted Base	505	242*	263	148	136*	126*	94*	164*	215	125*	148	90*	235*	175*	195*	134*	317	175*	67*	325
Somewhat/A Great Deal (Net)	344 68%	158 65%	186 71%	81 55%	92 68% d	93 74% D	77 82% D	106 65%	138 64%	100 80% hl	106 71%	64 70%	152 64%	130 74%	131 67%	83 62%	225 71%	115 66%	39 59%	212 65%
A great deal	193 38%	86 36%	107 41%	42 28%	48 35%	66 53% De	37 40%	56 34%	82 38%	55 44%	61 41%	36 39%	80 34%	73 42%	75 38%	46 34%	139 44% R	53 30%	18 28%	123 38%
Somewhat	150 30%	71 29%	79 30%	39 26%	44 32%	27 22%	40 42% df	50 30%	56 26%	44 36%	45 30%	28 31%	72 31%	57 33%	56 29%	37 28%	85 27%	62 36%	21 31%	89 27%
Not Much/None (Net)	131 26%	71 30%	60 23%	49 33% G	38 28%	31 25%	13 14%	47 29%	62 29%	22 17%	31 21%	23 25%	72 31%	35 20%	57 29%	39 29%	83 26%	43 25%	24 35%	97 30%
Not much	75 15%	44 18%	32 12%	28 19%	25 18%	15 12%	8 8%	34 21% J	34 16%	7 6%	14 9%	9 10%	50 21% K	25 14%	28 15%	22 16%	49 16%	25 14%	16 24%	68 21%
None	56 11%	28 12%	28 11%	21 14%	13 9%	16 13%	5 6%	13 8%	29 13%	14 12%	17 12%	14 15%	22 9%	10 6%	29 15% n	17 13%	34 11%	18 10%	7 11%	29 9%
I am not at all familiar with this company	30 6%	13 5%	17 6%	18 12% ef	6 4%	2 1%	4 4%	11 7%	15 7%	4 3%	11 7%	4 4%	12 5%	10 6%	8 4%	12 9%	9 3%	17 9% Q	4 6%	16 5%
Sigma	505 100%	242 100%	263 100%	148 100%	136 100%	126 100%	94 100%	164 100%	215 100%	125 100%	148 100%	90 100%	235 100%	175 100%	195 100%	134 100%	317 100%	175 100%	67 100%	325 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 258

BB09_77 How much would you miss each of the following companies if they closed for good?

CPG
 Nestle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	473	157	316	200	130	76	67	161	193	119	249	62	130	143	165	165	266	195	47	276
Weighted Base	452	193*	260	145	112*	115*	81*	157*	198*	97*	129	64*	230*	136*	174*	143*	286	159*	56**	301
Somewhat/A Great Deal (Net)	308 68%	132 68%	176 68%	95 66%	86 77% dg	78 68%	49 60%	116 73%	128 65%	64 66%	93 72%	46 72%	152 66%	94 69%	122 70%	92 64%	213 74% R	92 58%	39 70%	208 69%
A great deal	177 39%	78 41%	99 38%	56 38%	49 44%	50 43%	23 29%	74 47% l	64 32%	39 40%	44 34%	26 41%	100 44%	56 41%	78 45% p	43 30%	122 43%	54 34%	23 41%	117 39%
Somewhat	131 29%	54 28%	77 30%	39 27%	37 33%	29 25%	26 32%	41 26%	64 32%	26 26%	49 38% M	20 31%	52 23%	38 28%	45 26%	48 34%	91 32%	39 25%	16 28%	91 30%
Not Much/None (Net)	128 28%	59 31%	69 26%	40 27%	23 21%	34 29%	31 38% e	38 24%	63 32%	26 27%	31 24%	18 28%	69 30%	39 29%	46 26%	43 30%	67 23%	57 36% Q	15 27%	85 28%
Not much	62 14%	27 14%	35 13%	23 16%	10 9%	18 16%	11 14%	20 13%	31 16%	11 11%	19 15%	12 18%	28 12%	17 12%	27 16%	18 13%	33 11%	29 18%	3 6%	42 14%
None	66 14%	32 16%	34 13%	16 11%	14 12%	16 14%	20 25% d	18 12%	32 16%	16 16%	13 10%	6 9%	41 18% k	22 16%	19 11%	25 18%	34 12%	28 18%	12 21%	43 14%
I am not at all familiar with this company	16 4%	2 1%	15 6% b	10 7%	3 2%	2 2%	1 1%	3 2%	7 3%	6 7%	5 4%	* *	9 4%	3 2%	6 3%	8 6%	6 2%	9 6%	2 4%	8 3%
Sigma	452 100%	193 100%	260 100%	145 100%	112 100%	115 100%	81 100%	157 100%	198 100%	97 100%	129 100%	64 100%	230 100%	136 100%	174 100%	143 100%	286 100%	159 100%	56 100%	301 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 259

BB09_78 How much would you miss each of the following companies if they closed for good?

CPG

The Kraft Heinz Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	467	166	301	214	129	65	59	161	204	102	243	61	124	128	165	174	243	213	39	266
Weighted Base	452	187*	265	147	117*	108*	80**	155*	200	97*	124	69*	224*	119*	168*	165*	262	180*	53**	289
Somewhat/A Great Deal (Net)	325 72%	123 66%	202 76% b	88 60%	81 69%	88 81% D	68 85%	102 65%	145 73%	78 81% h	90 73%	54 79%	155 69%	99 83% oP	117 70%	109 66%	187 71%	129 72%	41 77%	200 69%
A great deal	175 39%	61 33%	114 43%	43 29%	34 29%	56 52% DE	42 53%	41 27%	85 43% H	48 50% H	50 40%	33 48%	83 37%	59 50% O	53 32%	63 38%	114 43% r	58 32%	16 31%	105 36%
Somewhat	150 33%	62 33%	88 33%	45 30%	47 40%	32 30%	26 32%	60 39%	60 30%	30 31%	40 33%	22 31%	73 33%	40 33%	64 38%	46 28%	74 28%	72 40% q	24 46%	95 33%
Not Much/None (Net)	85 19%	45 24%	40 15%	41 28% f	22 19%	15 13%	7 9%	33 21%	41 21%	11 11%	18 14%	5 8%	59 26% KL	12 10%	36 21% n	37 22% n	49 19%	34 19%	9 16%	63 22%
Not much	53 12%	31 16% c	22 8%	23 15%	17 14%	8 7%	5 7%	27 18% J	22 11%	3 3%	11 9%	3 5%	37 17% l	9 7%	30 18% np	14 9%	34 13%	17 10%	6 11%	46 16%
None	32 7%	14 8%	18 7%	19 13% e	5 5%	7 6%	1 2%	6 4%	19 9%	8 8%	7 6%	2 3%	21 9%	4 3%	6 3%	23 14% NO	15 6%	16 9%	3 5%	17 6%
I am not at all familiar with this company	42 9%	19 10%	23 9%	18 12%	14 12%	6 5%	5 6%	21 13%	14 7%	8 8%	16 13% M	9 13% m	10 5%	8 7%	15 9%	19 12%	26 10%	17 9%	4 7%	26 9%
Sigma	452 100%	187 100%	265 100%	147 100%	117 100%	108 100%	80 100%	155 100%	200 100%	97 100%	124 100%	69 100%	224 100%	119 100%	168 100%	165 100%	262 100%	180 100%	53 100%	289 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 260

BB09_79 How much would you miss each of the following companies if they closed for good?

CPG

The Walt Disney Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	465	179	286	189	142	68	66	183	177	105	261	66	119	136	169	160	248	206	42	261
Weighted Base	458	225*	233	148	116*	105*	89*	173	185*	100*	154	71*	208*	124*	200*	134*	250	202*	53**	288
Somewhat/A Great Deal (Net)	313 68%	149 66%	163 70%	100 68%	90 77% F	61 58%	62 69%	132 77% J	124 67%	57 57%	102 66%	53 74%	142 68%	85 68%	150 75% P	78 58%	179 72%	131 65%	41 77%	205 71%
A great deal	171 37%	85 38%	86 37%	63 43% f	48 41% f	26 25%	34 38%	83 48% j	63 34%	25 25%	58 37%	27 38%	79 38%	45 36%	86 43%	41 30%	86 34%	84 42%	23 44%	121 42%
Somewhat	142 31%	65 29%	77 33%	37 25%	42 36% d	35 33%	28 31%	49 29%	60 33%	32 32%	44 29%	26 37%	63 30%	40 32%	64 32%	37 27%	93 37% R	47 23%	18 33%	84 29%
Not Much/None (Net)	129 28%	73 32%	56 24%	35 24%	24 20%	43 41% dE	27 30%	34 20%	54 29%	41 41% H	46 30%	17 24%	59 28%	35 28%	44 22%	51 38% O	58 23%	68 33% q	11 21%	70 24%
Not much	47 10%	30 13%	18 8%	18 12%	16 14%	7 7%	6 7%	22 13%	18 10%	7 7%	19 12%	5 7%	22 11%	15 12%	15 7%	18 13%	25 10%	22 11%	6 12%	32 11%
None	82 18%	44 19%	38 16%	17 12%	8 7%	36 34% DE	21 24% E	12 7%	35 19% H	34 34% Hi	27 18%	12 17%	37 18%	19 16%	29 15%	33 25%	33 13%	45 22% q	5 9%	38 13%
I am not at all familiar with this company	17 4%	3 1%	14 6% b	12 8% efg	3 2%	1 1%	1 1%	7 4%	8 4%	2 2%	6 4%	1 2%	7 3%	5 4%	6 3%	6 4%	13 5%	4 2%	1 1%	14 5%
Sigma	458 100%	225 100%	233 100%	148 100%	116 100%	105 100%	89 100%	173 100%	185 100%	100 100%	154 100%	71 100%	208 100%	124 100%	200 100%	134 100%	250 100%	202 100%	53 100%	288 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 261

BB09_80 How much would you miss each of the following companies if they closed for good?

Other
 Uber

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	463	187	276	164	158	75	66	168	179	116	262	55	124	138	166	159	257	196	41	247
Weighted Base	440	213	227	120*	134*	97*	90*	173*	177*	89*	156	58*	205*	140*	161*	138*	268	165	55**	276
Somewhat/A Great Deal (Net)	218 49%	126 59% C	91 40%	73 61% fG	86 64% FG	42 43% G	17 19%	119 68% IJ	78 44% J	21 24%	51 33%	16 28%	145 71% KL	74 53%	85 52%	59 43%	139 52%	78 47%	42 76%	167 61%
A great deal	108 25%	69 32% C	39 17%	32 26% G	49 37% G	23 23% G	5 5%	63 36% IJ	34 19%	11 12%	25 16%	6 11%	75 37% KL	41 30% p	42 26%	24 18%	83 31% R	25 15%	29 53%	89 32%
Somewhat	110 25%	57 27%	52 23%	41 35% fG	37 28% g	19 20%	12 14%	56 32% J	44 25% j	10 12%	26 17%	10 17%	70 34% KI	32 23%	42 26%	35 25%	56 21%	54 33% Q	13 23%	78 28%
Not Much/None (Net)	194 44%	75 35%	119 52% B	40 33%	43 32%	50 51% dE	61 68% DE	50 29%	89 50% H	55 61% H	86 55% M	40 70% M	54 26%	57 40%	69 43%	68 49%	115 43%	77 47%	13 24%	95 35%
Not much	69 16%	30 14%	39 17%	24 20%	19 14%	11 11%	15 17%	20 11%	39 22% h	11 12%	31 20%	11 20%	24 12%	22 15%	23 14%	25 18%	45 17%	23 14%	7 13%	38 14%
None	125 28%	44 21%	80 35% B	16 13%	24 18%	39 40% DE	46 51% DE	30 17%	50 28% h	44 50% HI	55 35% M	29 50% M	30 15%	35 25%	46 28%	43 31%	70 26%	54 33%	6 11%	57 21%
I am not at all familiar with this company	28 6%	12 5%	17 7%	7 6%	5 3%	5 6%	11 12% e	5 3%	11 6%	13 14% HI	19 12% IM	1 2%	7 3%	10 7%	8 5%	11 8%	14 5%	10 6%	-	13 5%
Sigma	440 100%	213 100%	227 100%	120 100%	134 100%	97 100%	90 100%	173 100%	177 100%	89 100%	156 100%	58 100%	205 100%	140 100%	161 100%	138 100%	268 100%	165 100%	55 100%	276 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 262

BB09_81 How much would you miss each of the following companies if they closed for good?

Other
 Lyft

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	470	176	294	197	133	74	66	149	199	122	258	67	123	134	164	172	255	199	44	263
Weighted Base	493	238*	255	157	126*	101*	110*	162*	223	108*	170	88*	216*	141*	188*	164*	305	176*	65**	316
Somewhat/A Great Deal (Net)	176 36%	100 42% c	76 30%	71 45% FG	71 56% FG	25 25% g	9 8%	74 46% J	83 37% J	19 18%	52 31%	26 29%	94 44% k	47 33%	89 47% nP	40 25%	123 40% R	48 27%	34 52%	138 44%
A great deal	72 15%	46 20% C	25 10%	28 18% G	28 23% G	15 15% G	1 *	29 18% J	39 17% J	4 3%	21 12%	12 13%	38 18%	29 21% P	30 16% p	12 8%	56 18% R	15 8%	14 22%	59 19%
Somewhat	105 21%	54 23%	51 20%	43 27% FG	42 34% FG	10 10%	9 8%	45 28% J	44 20%	16 15%	31 18%	14 16%	56 26%	18 13%	59 31% NP	28 17%	68 22%	34 19%	19 30%	78 25%
Not Much/None (Net)	244 50%	115 48%	130 51%	72 46%	43 34%	53 53% E	76 69% DE	64 40%	116 52%	64 59% H	81 48%	59 67% KM	98 45%	70 50%	85 45%	90 55%	143 47%	97 55%	28 43%	145 46%
Not much	98 20%	55 23%	43 17%	43 27% e	19 15%	19 19%	17 16%	32 20%	53 24% J	13 12%	27 16%	25 29% k	44 20%	33 23%	35 18%	31 19%	61 20%	33 19%	15 23%	73 23%
None	146 30%	60 25%	86 34%	29 19%	24 19%	35 34% De	59 54% DEf	32 20%	63 28%	51 47% HI	54 31%	34 38%	54 25%	37 26%	50 26%	59 36%	82 27%	64 37%	13 20%	72 23%
I am not at all familiar with this company	73 15%	23 10%	50 19% B	14 9%	13 10%	22 22% De	24 22% d	23 14%	24 11%	25 23% I	37 22% LM	3 4%	24 11%	24 17% o	15 8%	34 21% O	39 13%	30 17%	3 5%	33 10%
Sigma	493 100%	238 100%	255 100%	157 100%	126 100%	101 100%	110 100%	162 100%	223 100%	108 100%	170 100%	88 100%	216 100%	141 100%	188 100%	164 100%	305 100%	176 100%	65 100%	316 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 263

BB09_82 How much would you miss each of the following companies if they closed for good?

Other
 Purell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	467	191	276	194	133	82	58	173	191	103	250	66	124	134	175	158	242	206	40	262
Weighted Base	482	241	240	165	117*	119*	80**	172	216	93*	149	81*	223*	146*	183*	152*	269	196*	56**	305
Somewhat/A Great Deal (Net)	325 68%	139 58%	186 77% B	105 64%	81 69%	82 69%	58 72%	121 70%	150 69%	55 59%	98 66%	51 63%	159 71%	93 64%	137 75% P	95 63%	179 66%	139 71%	43 77%	208 68%
A great deal	186 39%	64 26%	123 51% B	50 31%	46 39%	57 48% D	33 41%	73 42%	82 38%	31 34%	56 37%	33 40%	85 38%	50 34%	87 48% nP	49 32%	91 34%	91 46% q	24 44%	113 37%
Somewhat	139 29%	76 31%	63 26%	54 33%	35 30%	25 21%	25 31%	48 28%	68 31%	24 25%	42 28%	18 22%	74 33%	43 29%	50 27%	47 31%	88 33%	49 25%	18 33%	95 31%
Not Much/None (Net)	108 22%	75 31% C	33 14%	35 21%	24 20%	30 25%	19 24%	28 16%	47 22%	33 36% Hi	31 21%	24 29%	47 21%	40 28%	35 19%	32 21%	62 23%	41 21%	9 16%	66 22%
Not much	58 12%	45 19% C	13 5%	26 15%	11 9%	17 14%	5 6%	17 10%	32 15%	10 10%	15 10%	13 15%	29 13%	23 16%	24 13%	11 7%	42 16% f	14 7%	8 15%	40 13%
None	49 10%	30 12%	20 8%	10 6%	13 11%	13 11%	14 17%	11 6%	15 7%	24 25% Hi	16 11%	11 14%	18 8%	17 12%	10 6%	22 14% o	20 7%	27 14%	1 1%	26 8%
I am not at all familiar with this company	49 10%	28 11%	22 9%	25 15%	13 11%	8 7%	4 5%	24 14%	20 9%	5 6%	20 13%	7 8%	17 8%	12 9%	12 6%	25 16% O	28 10%	16 8%	4 7%	31 10%
Sigma	482 100%	241 100%	240 100%	165 100%	117 100%	119 100%	80 100%	172 100%	216 100%	93 100%	149 100%	81 100%	223 100%	146 100%	183 100%	152 100%	269 100%	196 100%	56 100%	305 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 264

BB09_83 How much would you miss each of the following companies if they closed for good?

Other
 Instacart

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	460	171	289	189	145	68	58	163	187	110	253	66	115	140	151	169	241	204	46	229
Weighted Base	445	209*	236	141	125*	104*	75**	155	199*	92*	146	78*	198*	143*	152*	150*	237	194*	63**	262
Somewhat/A Great Deal (Net)	162 36%	89 43% c	73 31%	65 46% F	67 54% F	15 15%	14 18%	84 54% J	52 26%	26 28%	41 28%	16 21%	102 52% KL	55 38%	61 40%	45 30%	103 44% R	53 27%	39 61%	130 50%
A great deal	69 15%	33 16%	36 15%	27 19% f	32 25% F	7 7%	2 3%	40 26% J	23 12%	5 6%	20 14%	6 8%	41 21% I	29 20%	23 15%	17 11%	51 22% R	18 9%	21 34%	57 22%
Somewhat	93 21%	56 27% C	37 16%	38 27% F	35 28% F	8 8%	11 15%	44 28% I	29 14%	21 23%	21 14%	10 13%	61 31% KL	26 18%	39 25%	29 19%	52 22% R	35 18%	17 27%	73 28%
Not Much/None (Net)	179 40%	92 44%	87 37%	50 35% e	30 24%	61 59% DE	38 51%	45 29%	95 48% H	39 42%	62 43%	44 56% M	64 32%	54 38%	69 45%	56 38%	79 33%	96 49% Q	17 26%	85 33%
Not much	56 13%	30 14%	26 11%	23 16% e	10 8%	17 16%	6 8%	20 13%	28 14%	9 10%	19 13%	21 27% KM	14 7%	19 13%	22 15%	15 10%	24 10%	29 15%	5 8%	35 13%
None	123 28%	63 30%	60 26%	27 19%	20 16%	44 43% DE	32 43%	25 16%	68 34% H	30 33% H	43 30%	23 29%	51 25%	35 25%	46 30%	42 28%	55 23%	67 34% q	12 19%	51 19%
I am not at all familiar with this company	105 23%	27 13%	77 33% B	26 18%	28 23%	28 27%	23 31%	26 17%	52 26%	27 29%	43 29% M	18 23%	32 16%	34 24%	22 15%	48 32% O	54 23%	46 24%	8 13%	47 18%
Sigma	445 100%	209 100%	236 100%	141 100%	125 100%	104 100%	75 100%	155 100%	199 100%	92 100%	146 100%	78 100%	198 100%	143 100%	152 100%	150 100%	237 100%	194 100%	63 100%	262 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_84 How much would you miss each of the following companies if they closed for good?

Other
 Peloton

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	467	173	294	182	139	82	64	156	195	116	254	57	123	144	149	174	242	205	46	238
Weighted Base	477	219*	258	128	139*	112*	98*	151*	225*	101*	153	65*	216*	162*	154*	160*	278	184	58**	282
Somewhat/A Great Deal (Net)	100 21%	57 26%	43 17%	41 32% fG	35 25% G	21 19% G	3 3%	47 31% lj	36 16%	17 17%	22 14%	16 24%	55 26% k	44 27% P	40 26% P	16 10%	68 25% r	27 15%	26 45%	85 30%
A great deal	44 9%	27 12%	17 7%	14 11% g	21 15% G	7 6%	2 2%	17 11%	17 7%	11 10%	12 8%	6 10%	19 9%	22 13% P	20 13% P	3 2%	32 12%	10 5%	10 17%	32 11%
Somewhat	56 12%	30 14%	26 10%	27 21% eG	14 10% g	14 13% G	1 1%	30 20% IJ	20 9%	7 6%	10 6%	9 14%	36 17% K	22 14%	20 13%	14 9%	36 13%	17 9%	16 28%	52 19%
Not Much/None (Net)	247 52%	117 53%	130 50%	51 40%	70 50%	67 60% D	58 60% D	67 44%	126 56%	53 53%	77 50%	26 40%	120 55%	90 56%	75 48%	82 51%	136 49%	108 59%	28 48%	149 53%
Not much	85 18%	45 20%	41 16%	30 23% g	31 23%	14 13%	10 10%	31 20%	42 19%	13 13%	13 8%	9 14%	59 27% K	25 15%	31 20%	30 19%	55 20%	30 16%	18 32%	64 23%
None	162 34%	72 33%	89 35%	21 16%	39 28% d	53 48% DE	48 49% DE	37 24%	84 37% h	40 40% h	65 42% IM	17 26%	61 28%	65 40%	44 29%	52 32%	81 29%	77 42% Q	10 17%	85 30%
I am not at all familiar with this company	130 27%	45 21%	85 33% B	36 28%	34 24%	23 21%	37 38%	37 25%	63 28%	30 30%	54 35% M	23 36% M	41 19%	28 17%	40 26%	62 39% No	74 27%	49 27%	4 7%	48 17%
Sigma	477 100%	219 100%	258 100%	128 100%	139 100%	112 100%	98 100%	151 100%	225 100%	101 100%	153 100%	65 100%	216 100%	162 100%	154 100%	160 100%	278 100%	184 100%	58 100%	282 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 266

BB09_85 How much would you miss each of the following companies if they closed for good?

Other
 WeWork

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	462	161	301	180	120	98	64	156	191	115	241	69	130	163	149	150	233	216	32	248
Weighted Base	471	198*	272	132	117*	144*	78*	151*	228	91*	135	82*	235*	164*	163*	143*	266	195	36**	291
Somewhat/A Great Deal (Net)	90 19%	45 23%	45 16%	32 24% Fg	40 34% FG	11 7%	7 9%	48 32% IJ	32 14%	10 11%	24 18%	9 11%	56 24% I	24 15%	45 27% Np	21 14%	62 23% r	28 14%	21 59%	75 26%
A great deal	38 8%	21 11%	16 6%	17 13% F	16 13% F	-	5 7% f	22 15% ij	12 5%	4 4%	7 5%	5 6%	26 11%	15 9%	17 10%	6 4%	28 11%	9 5%	14 38%	35 12%
Somewhat	52 11%	23 12%	28 10%	15 11% FG	24 21% FG	11 7%	2 3%	26 17% i	20 9%	7 7%	17 13%	4 5%	30 13%	9 6%	28 17% N	15 10%	33 13%	18 9%	8 22%	39 14%
Not Much/None (Net)	157 33%	81 41% C	75 28%	41 31%	31 27%	51 36%	33 43%	30 20%	99 43% H	27 30%	44 32%	28 34%	83 35%	56 34%	51 32%	49 34%	81 31%	73 38%	2 6%	92 32%
Not much	51 11%	27 14%	24 9%	20 15% g	13 11%	15 10%	3 4%	15 10%	30 13%	6 6%	10 7%	14 17% k	27 11%	19 12%	19 12%	13 9%	33 12%	17 9%	2 6%	43 15%
None	105 22%	54 27%	51 19%	20 15%	19 16%	36 25%	30 39% DE	15 10%	69 30% H	22 24% H	34 25%	14 17%	56 24%	37 23%	32 20%	36 25%	48 18%	56 29% q	-	49 17%
I am not at all familiar with this company	225 48%	73 37%	152 56% B	60 45%	46 39%	82 57% e	37 48%	73 48%	98 43%	54 59% i	67 50%	45 55%	96 41%	83 51%	67 41%	74 52%	124 46%	94 48%	12 34%	125 43%
Sigma	471 100%	198 100%	272 100%	132 100%	117 100%	144 100%	78 100%	151 100%	228 100%	91 100%	135 100%	82 100%	235 100%	164 100%	163 100%	143 100%	266 100%	195 100%	36 100%	291 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 267

BB09_89 How much would you miss each of the following companies if they closed for good?

Travel/Hospitality
 Marriott

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	473	179	294	186	142	82	63	158	184	131	250	65	127	157	153	163	262	196	43	245
Weighted Base	474	239*	235	135	135*	124*	80*	164*	181*	130*	144	71*	222*	159*	156*	160*	286	170*	56**	264
Somewhat/A Great Deal (Net)	259 55%	141 59%	117 50%	72 54%	87 65% f	58 47%	41 51%	98 60%	101 56%	60 46%	63 44%	27 39%	153 69% KL	97 61% P	97 62% P	65 40%	174 61% R	78 46%	39 69%	176 67%
A great deal	103 22%	58 24%	45 19%	29 21%	44 33% dFg	17 14%	13 16%	53 32% IJ	29 16%	21 16%	26 18%	11 16%	59 27%	52 33% P	35 23% P	16 10%	67 23%	34 20%	22 39%	76 29%
Somewhat	155 33%	83 35%	72 31%	44 32%	43 32%	41 33%	28 35%	45 27%	71 40% h	39 30%	37 26%	16 23%	94 42% KL	45 28%	62 40%	49 30%	107 37% r	44 26%	17 30%	100 38%
Not Much/None (Net)	167 35%	74 31%	93 40%	41 30%	36 27%	60 48% DE	30 38%	51 31%	57 32%	59 46% hi	64 45% M	36 51% M	56 25%	48 30%	53 34%	67 42%	97 34%	67 39%	16 29%	69 26%
Not much	57 12%	28 12%	29 12%	20 15%	15 11%	15 12%	6 8%	24 14%	18 10%	15 11%	17 12%	8 11%	30 14%	17 11%	14 9%	25 16%	35 12%	22 13%	10 18%	32 12%
None	110 23%	46 19%	65 27%	21 15%	21 16%	44 36% DE	24 30% de	27 17%	39 21%	44 34% Hi	48 33% M	28 40% M	26 12%	31 19%	38 25%	41 26%	62 22%	45 27%	6 11%	36 14%
I am not at all familiar with this company	49 10%	24 10%	25 11%	22 16% i	12 9%	6 5%	9 11%	15 9%	23 13%	11 8%	17 12%	7 11%	13 6%	14 9%	6 4%	29 18% no	15 5%	25 15% Q	1 3%	20 7%
Sigma	474 100%	239 100%	235 100%	135 100%	135 100%	124 100%	80 100%	164 100%	181 100%	130 100%	144 100%	71 100%	222 100%	159 100%	156 100%	160 100%	286 100%	170 100%	56 100%	264 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 268

BB09_90 How much would you miss each of the following companies if they closed for good?

Travel/Hospitality
 Airbnb

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	461	180	281	189	138	75	59	158	196	107	238	66	123	145	165	151	233	209	42	253
Weighted Base	476	232	244	152	129*	108*	87*	154*	217	104*	149	74*	217*	158*	183*	135*	252	208	55*	275
Somewhat/A Great Deal (Net)	175 37%	94 41%	81 33%	73 48% FG	66 51% FG	22 21%	14 16%	82 53% IJ	70 32%	24 23%	45 30%	15 20%	106 49% KL	59 37%	69 38%	48 35%	117 47% R	55 26%	39 72% T	140 51%
A great deal	72 15%	41 18%	31 13%	30 19% FG	33 26% FG	8 7%	2 2%	42 27% IJ	23 10%	8 8%	12 8%	7 10%	47 21% K	26 17%	35 19% P	11 8%	57 23% R	15 7%	24 44% T	61 22%
Somewhat	102 22%	53 23%	49 20%	44 29% Fg	32 25%	15 14%	12 13%	40 26%	47 22%	15 15%	32 22% I	7 10%	60 28% L	32 20%	34 19%	36 27%	60 24%	40 19%	15 27%	79 29%
Not Much/None (Net)	222 47%	102 44%	120 49%	58 38%	49 38%	59 55% de	55 64% DE	59 38%	108 50% h	56 53% h	76 51%	41 56%	91 42%	75 47%	82 45%	65 48%	106 42%	107 51%	13 24%	118 43% S
Not much	67 14%	35 15%	33 13%	23 15%	20 15%	15 13%	10 11%	28 18% j	32 15%	7 7%	18 12%	12 17%	35 16% n	24 15%	26 14%	17 13%	31 12%	36 17%	5 10%	50 18%
None	155 32%	68 29%	87 36%	34 23%	30 23%	45 42% DE	45 53% DE	30 20%	75 35% H	49 47% H	59 40% M	29 39%	55 26%	51 32%	56 31%	48 35%	75 30%	71 34%	8 14%	69 25%
I am not at all familiar with this company	79 17%	35 15%	44 18%	21 14%	15 11%	26 24% e	18 20%	14 9%	40 18% h	25 24% H	28 19% M	18 24% M	20 9%	25 16%	32 17%	23 17%	29 11%	46 22% Q	3 5%	17 6%
Sigma	476 100%	232 100%	244 100%	152 100%	129 100%	108 100%	87 100%	154 100%	217 100%	104 100%	149 100%	74 100%	217 100%	158 100%	183 100%	135 100%	252 100%	208 100%	55 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 269

BB09_91 How much would you miss each of the following companies if they closed for good?

Travel/Hospitality
 Hilton Hotels

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	465	174	291	195	120	78	72	151	204	110	244	58	138	140	164	161	236	213	38	258
Weighted Base	500	237*	263	152	112*	116*	121*	157*	241	103*	146	83*	245*	154*	177*	169*	272	215*	50**	290
Somewhat/A Great Deal (Net)	246 49%	129 54%	117 44%	76 50% G	63 56% G	72 62% G	34 28%	92 59% i	108 45%	46 45%	57 39%	42 50%	136 56% K	83 54%	83 47%	81 48%	156 57% R	87 41%	35 69%	165 57%
A great deal	101 20%	60 25% c	41 16%	41 27% G	23 21%	25 22%	12 10%	43 28% i	40 17%	18 17%	21 14%	24 29% k	49 20%	29 19%	35 19%	37 22%	66 24%	34 16%	24 47%	70 24%
Somewhat	145 29%	69 29%	76 29%	36 24%	39 35% dg	47 41% DG	23 19%	49 31%	68 28%	28 28%	36 25%	17 21%	88 36% k	54 35%	48 27%	43 26%	90 33%	53 25%	11 22%	95 33%
Not Much/None (Net)	202 40%	91 39%	111 42%	48 32%	42 37%	39 33%	74 61% DEF	41 26%	120 50% H	42 41% h	71 49% M	39 47%	80 33%	57 37%	86 49% p	59 35%	103 38%	93 44%	11 22%	97 33%
Not much	77 15%	24 10%	54 20% B	25 17%	13 12%	20 17%	19 16%	15 10%	47 20% h	15 15%	25 17%	11 14%	36 15%	19 13%	44 25% nP	14 8%	38 14%	39 18%	3 6%	48 17%
None	125 25%	68 29%	57 22%	23 15%	29 26% d	19 16%	54 45% DEF	26 16%	72 30% H	27 26%	46 32% M	28 34% m	44 18%	37 24%	42 24%	46 27%	65 24%	55 25%	8 17%	48 17%
I am not at all familiar with this company	52 10%	17 7%	35 13%	27 18% EF	7 6%	5 4%	13 10%	24 15%	13 6%	15 14% i	18 12% i	2 3%	29 12%	15 10%	8 5%	29 17% O	13 5%	34 16% Q	4 9%	29 10%
Sigma	500 100%	237 100%	263 100%	152 100%	112 100%	116 100%	121 100%	157 100%	241 100%	103 100%	146 100%	83 100%	245 100%	154 100%	177 100%	169 100%	272 100%	215 100%	50 100%	290 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 270

BB09_92 How much would you miss each of the following companies if they closed for good?

Travel/Hospitality
 Expedia

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	471	165	306	202	121	77	71	161	196	114	255	73	117	131	167	173	244	215	31	253
Weighted Base	463	207*	256	152	109*	106*	95*	155*	208	100*	146	90*	202*	143*	180*	140*	272	180	43**	294
Somewhat/A Great Deal (Net)	203 44%	103 50% c	99 39%	69 45%	60 56% Fg	36 34%	37 39%	80 52% J	90 43%	32 32%	53 37%	38 42%	108 53% K	60 42%	87 48%	55 39%	131 48%	69 38%	27 63%	157 53%
A great deal	86 19%	42 20%	44 17%	26 17%	23 21%	12 11%	25 26% f	35 23%	37 18%	14 14%	22 15%	13 15%	48 24%	19 13%	26 26% np	21 15%	65 24% R	19 11%	16 36%	72 25%
Somewhat	117 25%	61 30%	55 22%	43 28% G	37 34% G	24 23%	12 13%	45 29%	53 26%	19 19%	32 22%	24 27%	60 29%	42 29%	41 23%	35 25%	66 24%	49 27%	12 27%	85 29%
Not Much/None (Net)	215 47%	89 43%	126 49%	57 37%	45 41%	64 60% De	50 53% d	61 39%	97 47%	57 57% H	72 49%	43 48%	86 42%	72 51%	80 44%	63 45%	123 45%	88 49%	14 32%	121 41%
Not much	98 21%	46 22%	52 20%	38 25%	21 19%	23 22%	17 17%	32 21%	49 24%	16 17%	29 20%	17 19%	43 21%	28 19%	40 22%	31 22%	50 18%	47 26%	7 17%	67 23%
None	117 25%	43 21%	74 29%	19 12%	24 22% d	40 38% De	34 36% D	29 19%	48 23%	41 41% Hi	43 30%	27 30%	42 21%	45 31%	40 22%	33 23%	73 27%	41 22%	7 16%	53 18%
I am not at all familiar with this company	45 10%	14 7%	31 12%	26 17% Ei	3 3%	7 6%	8 9%	14 9%	21 10%	10 10%	20 14% M	10 10%	9 5%	10 7%	13 7%	22 16% no	18 7%	24 13% q	2 4%	16 5%
Sigma	463 100%	207 100%	256 100%	152 100%	109 100%	106 100%	95 100%	155 100%	208 100%	100 100%	146 100%	90 100%	202 100%	143 100%	180 100%	140 100%	272 100%	180 100%	43 100%	294 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_93 How much would you miss each of the following companies if they closed for good?

Travel/Hospitality
 TripAdvisor

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	464	180	284	190	127	70	77	159	189	116	241	72	115	139	173	152	234	218	39	247
Weighted Base	472	244*	228	149	119*	88*	116*	154*	213*	105*	134	90*	217*	149*	184*	139*	239	226	55**	296
Somewhat/A Great Deal (Net)	215 46%	122 50%	93 41%	77 52% G	60 51% g	41 47%	37 32%	87 57% j	91 43%	37 35%	44 33%	39 43%	122 56% K	62 42%	99 54% p	54 39%	125 52% r	89 39%	29 53%	182 61%
A great deal	87 18%	53 22%	34 15%	42 28% fG	28 24% G	12 13%	6 5%	42 27% j	34 16%	11 10%	20 15%	22 24%	41 19%	22 15%	48 26% nP	18 13%	58 24% R	29 13%	19 35%	75 25%
Somewhat	128 27%	69 28%	59 26%	35 23%	32 27%	30 34%	32 27%	45 29%	56 26%	27 25%	25 19%	17 19%	81 37% KL	40 27%	51 28%	37 26%	66 28%	60 27%	10 18%	107 36%
Not Much/None (Net)	207 44%	107 44%	100 44%	54 36%	41 35%	42 48%	69 60% DE	48 31%	105 50% H	54 51% H	63 47%	45 49%	81 37%	71 47%	70 38%	66 47%	89 37%	113 50% q	25 45%	98 33%
Not much	93 20%	53 22%	41 18%	32 22%	19 16%	19 21%	23 20%	25 16%	47 22%	21 20%	24 18%	22 24%	37 17%	29 20%	35 19%	29 21%	41 17%	51 23%	14 25%	53 18%
None	114 24%	55 22%	59 26%	22 15%	22 19%	23 26%	46 40% DE	23 15%	59 28% H	33 31% H	38 29%	23 25%	45 21%	41 28%	36 19%	37 26%	48 20%	63 28%	11 21%	45 15%
I am not at all familiar with this company	50 11%	15 6%	35 15% B	18 12%	17 15%	5 6%	9 8%	19 12%	17 8%	14 14%	27 20% LM	7 7%	14 6%	17 11%	14 8%	19 14%	25 10%	23 10%	1 2%	17 6%
Sigma	472 100%	244 100%	228 100%	149 100%	119 100%	88 100%	116 100%	154 100%	213 100%	105 100%	134 100%	90 100%	217 100%	149 100%	184 100%	139 100%	239 100%	226 100%	55 100%	296 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 272

BB09_94 How much would you miss each of the following companies if they closed for good?

Energy
 ExxonMobil

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	467	186	281	216	118	77	56	171	186	110	239	66	132	148	156	163	246	208	45	268
Weighted Base	474	239*	235	154	126*	115*	78**	166*	205*	102*	143	68*	236*	172*	165*	136*	266	196*	59**	312
Somewhat/A Great Deal (Net)	251 53%	153 64% C	98 42%	69 45%	76 61% D	59 51%	47 60%	99 59%	101 49%	51 50%	61 43%	37 54%	147 62% K	97 57%	89 54%	65 48%	154 58%	94 48%	33 57%	201 65%
A great deal	108 23%	60 25%	48 20%	29 19%	35 27%	27 23%	18 23%	49 30% J	42 20%	17 17%	33 23%	13 19%	58 25%	48 28%	33 20%	26 19%	75 28% R	32 16%	23 39%	89 29%
Somewhat	143 30%	93 39% C	50 21%	40 26%	42 33%	31 27%	29 37%	49 30%	60 29%	34 33%	28 20%	24 35% k	88 38% K	49 28%	56 34%	38 28%	79 30%	63 32%	10 18%	112 36%
Not Much/None (Net)	179 38%	72 30%	107 46% B	56 37%	40 31%	57 49% e	26 34%	51 31%	85 41%	43 42%	65 46% M	26 39%	75 32%	66 38%	58 35%	55 40%	95 36%	79 40%	19 32%	87 28%
Not much	85 18%	35 15%	50 21%	30 20% e	13 10%	28 24% e	15 19%	27 16%	42 20%	17 16%	28 20%	15 23%	36 15%	30 18%	31 19%	24 17%	46 17%	36 18%	9 15%	50 16%
None	94 20%	37 16%	57 24% b	26 17%	27 21%	29 25%	12 15%	25 15%	43 21%	26 26%	37 26% m	11 16%	38 16%	36 21%	27 16%	31 23%	48 18%	42 22%	10 18%	37 12%
I am not at all familiar with this company	44 9%	14 6%	30 13% b	29 19% EF	10 8% F	-	5 6%	16 10%	19 9%	8 8%	16 11%	5 7%	14 6%	9 5%	18 11%	17 12%	17 6%	24 12%	6 11%	23 7%
Sigma	474 100%	239 100%	235 100%	154 100%	126 100%	115 100%	78 100%	166 100%	205 100%	102 100%	143 100%	68 100%	236 100%	172 100%	165 100%	136 100%	266 100%	196 100%	59 100%	312 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 273

BB09_95 How much would you miss each of the following companies if they closed for good?

Energy
 Royal Dutch Shell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	477	180	297	222	118	79	58	174	200	103	268	70	113	139	185	153	250	212	39	255
Weighted Base	457	209*	248	162	109*	101*	84*	165*	209	83*	151	84*	194*	132*	200	125*	264	180	47**	275
Somewhat/A Great Deal (Net)	136 30%	86 41% C	50 20%	62 38% F	35 32% F	15 15%	24 28%	70 42% IJ	55 26% J	11 13%	29 19%	24 28%	83 43% K	48 36%	51 26%	37 29%	88 33%	44 24%	33 69%	107 39%
A great deal	64 14%	39 19% c	25 10%	20 13%	15 14%	6 6%	22 26% dF	35 21% IJ	23 11%	6 8%	11 7%	16 20% K	36 19% K	16 12%	27 14%	21 17%	37 14%	26 15%	16 35%	53 19%
Somewhat	72 16%	47 22% C	25 10%	41 25% FG	20 18% G	9 9%	2 2%	35 21% J	33 16% j	5 6%	18 12%	7 9%	47 24% KL	32 25% Op	24 12%	16 13%	51 19% R	18 10%	16 34%	54 20%
Not Much/None (Net)	146 32%	72 35%	74 30%	42 26%	37 34%	39 39%	28 33%	43 26%	79 38% h	25 30%	53 35%	31 37%	55 29%	38 29%	69 35%	39 31%	78 29%	62 34%	10 21%	89 32%
Not much	57 12%	31 15%	26 10%	26 16%	13 12%	12 12%	6 7%	20 12%	34 16% J	3 4%	16 11%	15 18%	24 13%	17 13%	28 14%	12 10%	35 13%	22 12%	8 17%	49 18%
None	89 20%	41 20%	48 19%	16 10%	23 21% D	27 27% D	22 27% D	23 14%	45 21%	22 26% h	37 24%	16 19%	31 16%	20 15%	42 21%	27 22%	43 16%	40 22%	2 4%	41 15%
I am not at all familiar with this company	175 38%	51 24%	124 50% B	58 36%	37 34%	47 46%	32 39%	52 32%	75 36%	48 57% HI	69 46% M	29 34%	55 29%	46 35%	79 40%	49 39%	98 37%	74 41%	5 11%	79 29%
Sigma	457 100%	209 100%	248 100%	162 100%	109 100%	101 100%	84 100%	165 100%	209 100%	83 100%	151 100%	84 100%	194 100%	132 100%	200 100%	125 100%	264 100%	180 100%	47 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 274

BB09_96 How much would you miss each of the following companies if they closed for good?

Energy
 BP

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	456	181	275	185	128	83	60	175	180	101	243	64	126	133	154	169	246	195	44	244
Weighted Base	452	205*	247	137	121*	114*	79**	167*	202*	82*	131	71*	229*	146*	140*	166*	260	182*	56**	266
Somewhat/A Great Deal (Net)	192 42%	118 58% C	73 30%	60 44%	67 55% F	38 33%	27 34%	91 55% J	72 36%	29 35%	55 42%	26 36%	110 48%	56 39%	74 53% np	62 37%	123 47%	67 37%	34 61%	133 50%
A great deal	76 17%	39 19%	38 15%	28 20% F	36 30% F	2 2%	10 13%	39 23% J	30 15%	8 9%	28 21%	8 12%	40 18%	25 17%	27 20%	24 14%	61 23% R	16 9%	19 34%	63 24%
Somewhat	115 26%	80 39% C	36 14%	32 24%	31 25%	36 32%	16 21%	52 31%	42 21%	21 26%	28 21%	17 24%	70 30%	31 21%	46 33%	38 23%	62 24%	52 28%	15 28%	70 26%
Not Much/None (Net)	184 41%	61 30%	123 50% B	43 32%	37 30%	64 56% DE	39 49%	37 22%	112 56% H	34 42% H	48 37%	37 52% km	84 37%	66 45%	57 41%	61 37%	100 38%	79 43%	13 24%	92 35%
Not much	69 15%	31 15%	38 15%	15 11%	13 11%	20 18%	21 26%	17 10%	40 20% h	12 15%	16 12%	21 30% KM	26 11%	29 20%	21 15%	19 11%	39 15%	29 16%	5 8%	46 17%
None	115 25%	30 14%	85 35% B	29 21%	24 20%	44 39% DE	18 23%	20 12%	73 36% H	22 27% H	32 24%	16 23%	58 25%	37 25%	36 26%	42 25%	61 23%	50 28%	9 15%	46 17%
I am not at all familiar with this company	76 17%	26 13%	51 20%	34 24% eF	17 14%	12 10%	14 17%	39 23% I	18 9%	19 23% I	28 21%	8 12%	35 15%	24 16% o	10 7%	43 26% O	37 14%	36 20%	8 15%	40 15%
Sigma	452 100%	205 100%	247 100%	137 100%	121 100%	114 100%	79 100%	167 100%	202 100%	82 100%	131 100%	71 100%	229 100%	146 100%	140 100%	166 100%	260 100%	182 100%	56 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_97 How much would you miss each of the following companies if they closed for good?

Restaurants / Food Delivery

McDonald's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	477	178	299	194	134	92	57	172	187	118	268	63	119	145	166	166	256	204	44	259
Weighted Base	459	199	259	141	130*	115*	73*	170	198	91*	156	75*	202*	140*	177*	142*	272	170	59*	287
Somewhat/A Great Deal (Net)	326 71%	151 76%	175 67%	99 70%	93 72%	78 68%	57 78%	129 76%	130 66%	68 74%	109 70%	57 77%	147 73%	111 79% P	135 76% P	80 57%	197 73%	122 71%	48 82%	214 75%
A great deal	211 46%	93 47%	118 45%	59 42%	71 55% d	48 42%	33 45%	88 52%	83 42%	40 44%	60 39%	33 44%	109 54% K	74 53% P	84 48%	52 37%	137 50%	71 42%	37 62% t	139 49%
Somewhat	115 25%	58 29%	57 22%	40 28% e	22 17%	29 26%	24 33% e	41 24%	47 24%	28 30%	48 31% M	25 33% m	38 19%	37 27%	50 28%	28 20%	60 22%	50 30%	12 20%	75 26%
Not Much/None (Net)	116 25%	42 21%	75 29%	37 26%	31 24%	34 30%	14 20%	37 22%	60 30%	20 22%	39 25%	15 20%	52 26%	26 19%	37 21%	53 38% NO	65 24%	45 26%	7 12%	61 21%
Not much	60 13%	22 11%	38 15%	26 19%	15 12%	12 11%	6 8%	20 12%	31 16%	8 9%	19 12%	8 10%	27 13%	15 10%	17 9%	29 20% NO	30 11%	27 16%	4 6%	36 13%
None	57 12%	20 10%	37 14%	11 8%	16 12%	22 19% D	8 11%	16 9%	29 15%	12 13%	20 13%	8 10%	25 13%	12 8%	20 11%	25 17% n	35 13%	19 11%	3 6%	25 9%
I am not at all familiar with this company	16 4%	6 3%	10 4%	6 4%	6 4%	3 2%	2 3%	4 3%	8 4%	3 4%	8 5%	2 3%	4 2%	2 2%	5 3%	8 6%	10 4%	3 2%	3 6%	12 4%
Sigma	459 100%	199 100%	259 100%	141 100%	130 100%	115 100%	73 100%	170 100%	198 100%	91 100%	156 100%	75 100%	202 100%	140 100%	177 100%	142 100%	272 100%	170 100%	59 100%	287 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

BB09_98 How much would you miss each of the following companies if they closed for good?

Restaurants / Food Delivery
 Starbucks

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	466	176	290	194	126	79	67	178	191	97	254	64	118	133	167	166	235	216	37	239
Weighted Base	471	224*	248	137	113*	125*	97*	169*	210*	92*	149	70*	219*	152*	171*	148*	254	209*	53**	257
Somewhat/A Great Deal (Net)	252 53%	116 52%	136 55%	83 61% G	64 56% G	71 57% g	34 35%	108 64% ij	107 51%	37 40%	66 44%	36 51%	138 63% K	81 53%	99 57%	72 49%	137 54%	108 52%	29 54%	164 64%
A great deal	147 31%	66 30%	80 32%	51 37% G	36 32%	44 35% g	16 17%	68 41% ij	56 27%	22 24%	37 25%	24 34%	78 36%	51 33%	55 32%	41 28%	88 35%	56 27%	17 33%	92 36%
Somewhat	105 22%	50 22%	55 22%	32 23%	28 25%	28 22%	18 18%	40 23%	51 24%	15 16%	29 19%	12 17%	59 27%	31 20%	44 25%	31 21%	50 20%	52 25%	12 22%	72 28%
Not Much/None (Net)	193 41%	91 40%	102 41%	44 32%	38 34%	52 42%	59 61% DE	51 30%	91 43% h	51 55% H	74 50% M	30 43%	70 32%	66 44%	65 38%	62 42%	102 40%	89 42%	20 37%	87 34%
Not much	76 16%	42 19%	34 14%	26 19%	20 18%	12 10%	18 18%	29 17%	31 15%	15 17%	22 15%	12 17%	35 16%	25 17%	33 19%	17 12%	43 17%	31 15%	13 24%	43 17%
None	117 25%	49 22%	68 27%	18 13%	18 16%	40 32% De	41 43% DE	21 13%	60 28% H	35 38% H	52 35% M	18 26%	35 16%	41 27%	31 18%	44 30% o	59 23%	58 28%	7 13%	44 17%
I am not at all familiar with this company	27 6%	17 8%	10 4%	10 8%	11 10% f	2 1%	4 4%	10 6%	13 6%	4 5%	9 6%	4 5%	12 5%	4 3%	8 5%	14 10%	14 6%	13 6%	5 9%	7 3%
Sigma	471 100%	224 100%	248 100%	137 100%	113 100%	125 100%	97 100%	169 100%	210 100%	92 100%	149 100%	70 100%	219 100%	152 100%	171 100%	148 100%	254 100%	209 100%	53 100%	257 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 277

BB09_99 How much would you miss each of the following companies if they closed for good?
 Restaurants / Food Delivery
 Chipotle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	465	178	287	187	140	82	56	160	194	111	252	71	117	124	185	156	250	200	44	255
Weighted Base	439	201*	238	138	121*	107*	74**	144*	210*	86*	143	79*	193*	112*	193	135*	263	163*	44*	273
Somewhat/A Great Deal (Net)	207 47%	97 48%	110 46%	76 55%	63 52%	45 42%	23 31%	81 56% J	98 47%	28 33%	58 41%	32 40%	111 57% KI	59 53%	91 47%	57 43%	142 54% R	61 38%	34 76% T	136 50%
A great deal	77 18%	32 16%	45 19%	30 22%	26 22%	13 12%	8 10%	37 26% IJ	32 15%	8 9%	27 19%	10 12%	38 20%	24 22%	36 18%	17 13%	57 22% R	17 11%	18 41% T	53 19%
Somewhat	130 30%	65 32%	65 27%	45 33%	37 31%	32 30%	15 21%	44 31%	65 31%	20 24%	31 21%	22 28%	73 38% K	34 31%	55 29%	40 30%	85 32%	44 27%	15 34%	83 30%
Not Much/None (Net)	192 44%	84 42%	109 46%	48 35%	51 42%	55 52% d	39 52%	53 37%	93 44%	47 55% H	67 47%	45 57% M	71 37%	41 36%	88 46%	63 47%	103 39%	87 54% Q	8 17%	115 42% S
Not much	77 18%	39 19%	38 16%	30 22%	15 13%	20 19%	11 15%	25 17%	35 16%	18 21%	24 17%	20 25%	32 17%	16 14%	39 20%	22 17%	44 17%	32 20%	6 14%	55 20%
None	115 26%	45 22%	70 29%	18 13%	35 29% D	35 33% D	27 37%	28 20%	58 26%	29 34% h	43 30%	25 32%	39 20%	25 22%	50 26%	41 30%	59 22%	55 34% q	1 3%	60 22% S
I am not at all familiar with this company	40 9%	20 10%	20 8%	14 10%	7 6%	7 7%	12 16%	10 7%	19 9%	11 13%	18 12% lm	2 3%	11 6%	12 11%	14 7%	14 11%	19 7%	14 9%	3 7%	22 8%
Sigma	439 100%	201 100%	238 100%	138 100%	121 100%	107 100%	74 100%	144 100%	210 100%	86 100%	143 100%	79 100%	193 100%	112 100%	193 100%	135 100%	263 100%	163 100%	44 100%	273 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

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 Table 278

BB09_100 How much would you miss each of the following companies if they closed for good?

Restaurants / Food Delivery

Chick-fil-A

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	462	189	273	176	138	83	65	164	194	104	251	55	131	143	152	167	239	203	40	241
Weighted Base	490	260	230	138	130*	134*	89*	162*	228*	101*	151	62*	251*	166*	160*	164*	269	198*	63**	285
Somewhat/A Great Deal (Net)	287 59%	146 56%	142 61%	82 59%	81 62%	82 62%	42 47%	94 58%	133 58%	60 59%	75 50%	42 68% k	160 64% K	103 62%	98 61%	87 53%	169 63%	107 54%	28 45%	162 57%
A great deal	174 35%	85 33%	89 39%	55 40% g	45 35%	56 42% g	19 21%	63 39%	69 30%	42 42%	53 35%	19 31%	95 38%	77 46% P	62 39% P	36 22%	91 34%	76 38%	14 23%	109 38%
Somewhat	113 23%	61 23%	53 23%	27 20%	36 28%	27 20%	23 26%	31 19%	64 28%	17 17%	22 15%	23 37% K	65 26% K	26 16%	36 23%	51 31% N	77 29% R	31 16%	14 22%	53 18%
Not Much/None (Net)	164 34%	91 35%	73 32%	44 32%	44 34%	43 32%	34 38%	53 33%	80 35%	32 32%	58 38%	19 30%	80 32%	53 32%	52 33%	59 36%	85 32%	74 37%	31 49%	98 34%
Not much	77 16%	44 17%	33 14%	31 23% G	22 17%	18 14%	6 7%	27 16%	42 19%	8 8%	23 15%	12 19%	39 15%	27 16%	21 13%	29 17%	48 18%	28 14%	20 32%	47 16%
None	87 18%	47 18%	40 17%	13 9%	22 17%	25 19%	28 31% D	26 16%	37 16%	24 23%	35 23%	7 11%	41 16%	26 15%	31 19%	31 19%	38 14%	45 23% q	11 17%	51 18%
I am not at all familiar with this company	39 8%	23 9%	16 7%	12 9%	5 4%	8 6%	13 15% e	15 9%	15 6%	10 9%	18 12% IM	1 2%	11 5%	11 7%	10 6%	18 11%	16 6%	18 9%	4 6%	25 9%
Sigma	490 100%	260 100%	230 100%	138 100%	130 100%	134 100%	89 100%	162 100%	228 100%	101 100%	151 100%	62 100%	251 100%	166 100%	160 100%	164 100%	269 100%	198 100%	63 100%	285 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 279

BB09_101 How much would you miss each of the following companies if they closed for good?

Restaurants / Food Delivery

Domino's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	457	171	286	191	128	77	61	155	182	120	244	60	123	141	158	158	235	209	41	240
Weighted Base	428	185*	242	145	110*	97*	75*	143*	178	107*	140	69*	192*	129*	153*	146*	227	191	49**	253
Somewhat/A Great Deal (Net)	244 57%	115 62%	129 53%	100 69% FG	71 65% Fg	39 40%	33 45%	96 67% I	88 49%	60 57%	80 57%	45 65%	105 55%	86 66% o	79 52%	79 54%	147 65% R	91 48%	38 77%	156 62%
A great deal	125 29%	60 32%	65 27%	63 43% EFG	30 27%	20 20%	13 17%	52 36%	49 27%	25 23%	48 35%	22 32%	48 25%	43 33%	45 29%	38 26%	72 32%	50 26%	20 41%	81 32%
Somewhat	118 28%	55 30%	64 26%	37 25%	41 38% dF	19 20%	21 28%	44 31%	39 22%	36 33%	32 23%	23 33%	57 30%	43 33%	35 23%	41 28%	76 33% R	41 21%	18 37%	75 30%
Not Much/None (Net)	159 37%	62 33%	97 40%	39 27%	29 26%	55 56% DE	37 50% DE	39 27%	83 47% H	37 35%	53 38%	23 33%	75 39%	37 29%	70 45% N	52 36%	67 30%	90 47% Q	5 11%	84 33%
Not much	69 16%	26 14%	43 18%	29 20%	17 15%	13 13%	10 13%	21 14%	38 21% J	10 9%	26 18%	7 10%	35 18%	18 14%	24 15%	27 18%	32 14%	36 19%	4 8%	38 15%
None	90 21%	36 19%	55 23%	9 6%	12 11%	42 43% DE	27 36% DE	19 13%	45 25% H	27 25% h	27 19%	16 23%	40 21%	19 15%	46 30% Np	25 17%	36 16%	54 28% Q	1 3%	45 18%
I am not at all familiar with this company	25 6%	8 5%	16 7%	7 5%	10 9%	4 4%	4 6%	8 6%	7 4%	9 9%	7 5%	1 2%	12 6%	6 5%	4 3%	15 10% o	12 5%	10 5%	6 12%	13 5%
Sigma	428 100%	185 100%	242 100%	145 100%	110 100%	97 100%	75 100%	143 100%	178 100%	107 100%	140 100%	69 100%	192 100%	129 100%	153 100%	146 100%	227 100%	191 100%	49 100%	253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 280

BB09_102 How much would you miss each of the following companies if they closed for good?

Restaurants / Food Delivery
 Burger King

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	472	183	289	188	131	85	68	165	205	102	246	74	124	151	166	155	244	213	47	260
Weighted Base	498	246	252	132	137*	135*	93*	171*	234	93*	149	108*	219*	168*	190*	140*	289	198*	66*	294
Somewhat/A Great Deal (Net)	319 64%	169 69%	149 59%	81 61%	98 71%	86 64%	53 57%	125 73% I	130 56%	64 68%	94 63%	72 67%	136 62%	114 68%	125 66%	80 57%	210 73% R	102 51%	52 78% T	183 62%
A great deal	164 33%	84 34%	80 32%	46 35% f	62 45% Fg	29 21%	27 29%	68 40%	68 29%	28 30%	51 35%	38 35%	68 31%	68 40% P	63 33%	33 24%	104 36%	55 28%	39 59% T	94 32%
Somewhat	154 31%	85 35%	69 28%	35 27%	36 26%	57 42% de	26 28%	56 33%	62 27%	36 39%	43 29%	35 32%	69 31%	46 27%	62 33%	46 33%	106 37% R	46 23%	12 18%	89 30% s
Not Much/None (Net)	152 30%	61 25%	91 36% b	37 28%	33 24%	46 34%	36 39%	34 20%	90 38% H	27 29%	43 29%	30 28%	72 33%	46 27%	55 29%	51 36%	62 22%	86 44% Q	9 14%	92 31% S
Not much	80 16%	38 15%	42 17%	25 19%	16 12%	22 16%	17 18%	22 13%	39 17%	20 21%	27 18%	16 14%	34 16%	25 15%	24 13%	31 22%	36 12%	44 22% Q	8 13%	45 15%
None	72 14%	23 9%	49 19% B	12 9%	17 12%	24 18%	19 20% d	13 7%	51 22% HJ	8 8%	16 11%	15 14%	38 17%	21 12%	31 16%	20 14%	27 9%	43 21% Q	1 1%	47 16% S
I am not at all familiar with this company	27 6%	16 6%	12 5%	14 11% F	7 5%	3 2%	4 4%	12 7%	14 6%	2 2%	12 8%	5 5%	10 5%	8 5%	10 5%	9 6%	16 6%	10 5%	6 9%	19 6%
Sigma	498 100%	246 100%	252 100%	132 100%	137 100%	135 100%	93 100%	171 100%	234 100%	93 100%	149 100%	108 100%	219 100%	168 100%	190 100%	140 100%	289 100%	198 100%	66 100%	294 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 281

BB09_103 How much would you miss each of the following companies if they closed for good?

Restaurants / Food Delivery

Pizza Hut

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	467	191	276	189	133	77	68	158	198	111	241	68	129	153	149	165	243	206	39	257
Weighted Base	487	227	260	145	124*	106*	112*	161*	212	114*	151	80*	220*	166*	165*	156*	267	206*	43**	304
Somewhat/A Great Deal (Net)	270 55%	126 55%	144 56%	92 64% Fg	80 64% Fg	46 43%	52 46%	96 60% J	126 59% J	48 42%	85 56%	43 55%	127 58%	93 56%	100 61%	77 49%	151 56%	112 55%	21 48%	169 56%
A great deal	130 27%	62 27%	68 26%	52 36% G	36 29% g	27 25%	16 14%	56 35% j	51 24%	23 20%	47 31%	27 34%	51 23%	41 25%	48 29%	42 27%	82 31%	48 23%	11 24%	77 25%
Somewhat	139 29%	63 28%	76 29%	41 28%	43 35% f	19 18%	36 32%	40 25%	74 35%	25 22%	37 25%	16 21%	76 35%	52 31%	52 32%	35 23%	68 26%	65 31%	10 24%	92 30%
Not Much/None (Net)	197 41%	94 41%	104 40%	48 33%	36 29%	57 54% DE	56 50% dE	59 37%	76 36%	62 54% HI	54 36%	34 43%	90 41%	65 39%	63 38%	69 45%	105 40%	87 42%	22 50%	122 40%
Not much	94 19%	48 21%	46 18%	25 17%	16 13%	30 28% E	23 21%	29 18%	39 18%	26 23%	32 21%	15 18%	37 17%	23 14%	38 23%	32 21%	49 18%	41 20%	10 24%	57 19%
None	104 21%	46 20%	58 22%	23 16%	20 16%	27 26%	33 29% d	30 19%	37 18%	36 32% hi	23 15%	19 24%	53 24%	41 25%	25 15%	37 24%	56 21%	45 22%	11 26%	65 21%
I am not at all familiar with this company	19 4%	7 3%	12 5%	4 3%	8 7%	3 3%	4 3%	5 3%	10 5%	4 3%	12 8% M	2 3%	3 2%	8 5%	1 1%	9 6% o	11 4%	7 3%	1 1%	13 4%
Sigma	487 100%	227 100%	260 100%	145 100%	124 100%	106 100%	112 100%	161 100%	212 100%	114 100%	151 100%	80 100%	220 100%	166 100%	165 100%	156 100%	267 100%	206 100%	43 100%	304 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 282

BB09_104 How much would you miss each of the following companies if they closed for good?

Restaurants / Food Delivery

Papa John's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	473	170	303	200	133	72	68	165	195	113	260	55	126	131	168	174	254	206	52	250
Weighted Base	462	198	264	153	126*	94*	89*	162*	215	84*	154	59*	209*	126*	188	147*	278	175	66*	274
Somewhat/A Great Deal (Net)	221 48%	110 56% C	110 42%	90 59% FG	78 62% FG	30 32%	23 26%	99 61% IJ	91 42%	31 36%	68 44%	35 58%	107 51%	57 45%	107 57% P	57 38%	137 49%	79 45%	44 66% t	147 54%
A great deal	98 21%	49 25%	49 18%	43 28% FG	43 34% FG	10 10%	3 3%	42 26%	41 19%	14 17%	25 16%	12 21%	57 27% K	19 15%	50 27% n	29 20%	66 24%	30 17%	27 40% t	76 28%
Somewhat	123 27%	61 31%	62 23%	48 31%	35 28%	20 22%	20 23%	57 35% IJ	50 23%	16 20%	44 28%	22 38%	50 24%	38 30% p	57 30% p	28 19%	71 26%	50 28%	17 26%	70 26%
Not Much/None (Net)	218 47%	73 37%	145 55% B	54 35%	43 34%	59 63% DE	63 70% DE	55 34%	114 53% H	50 59% H	74 48%	25 42%	95 46%	64 51%	77 41%	77 52%	130 47%	85 48%	21 32%	113 41%
Not much	92 20%	42 21%	50 19%	25 16%	22 17%	23 25%	22 24%	29 18%	45 21%	18 21%	30 19%	11 18%	44 21%	32 26% o	27 14%	33 22%	63 23%	28 16%	13 19%	55 20%
None	126 27%	31 16%	95 36% B	29 19%	21 17%	36 38% DE	41 46% DE	25 16%	69 32% H	32 38% H	44 29%	14 23%	51 24%	32 25%	51 27%	44 30%	67 24%	57 32%	9 13%	58 21%
I am not at all familiar with this company	23 5%	15 8%	8 3%	9 6%	5 4%	4 5%	4 4%	8 5%	10 5%	4 5%	12 8%	-	7 3%	5 4%	4 2%	14 9% O	12 4%	11 6%	1 2%	14 5%
Sigma	462 100%	198 100%	264 100%	153 100%	126 100%	94 100%	89 100%	162 100%	215 100%	84 100%	154 100%	59 100%	209 100%	126 100%	188 100%	147 100%	278 100%	175 100%	66 100%	274 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 283

BB09_105 How much would you miss each of the following companies if they closed for good?

Restaurants / Food Delivery

Little Caesars

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	178	290	195	127	72	74	160	202	106	240	68	121	136	170	162	232	219	44	266
Weighted Base	462	212	250	140	122*	94*	106*	158*	215	89*	150	72*	196*	135*	187*	140*	268	177	49**	291
Somewhat/A Great Deal (Net)	271 59%	132 62%	139 56%	90 64% G	82 67% G	51 54%	48 45%	103 65%	119 55%	49 54%	90 60%	47 66%	123 63%	85 63%	108 58%	77 55%	178 66% R	88 50%	44 91%	171 59%
A great deal	130 28%	61 29%	70 28%	44 32% G	45 37% G	28 30% g	14 13%	51 32%	57 27%	23 25%	35 23%	21 30%	68 35% k	29 22%	66 35% n	35 25%	85 32%	42 24%	26 53%	84 29%
Somewhat	141 30%	71 33%	70 28%	46 33%	37 30%	23 25%	34 32%	52 33%	62 29%	26 29%	54 36%	26 36%	55 28%	56 41% O	42 22%	43 31%	93 35%	46 26%	18 38%	87 30%
Not Much/None (Net)	155 34%	57 27%	98 39% B	41 29%	34 28%	41 43%	39 36%	42 27%	86 40% h	28 31%	48 32%	23 32%	66 34%	41 30%	71 38%	44 31%	78 29%	73 41% q	1 3%	103 35%
Not much	75 16%	33 16%	42 17%	22 16%	14 11%	16 17%	23 22%	21 13%	37 17%	18 20%	26 17%	9 12%	33 17%	24 18%	32 17%	20 14%	40 15%	33 19%	-	51 18%
None	80 17%	24 11%	56 22% B	19 13%	20 17%	24 26% d	16 15%	21 13%	49 23% hj	10 11%	22 14%	14 19%	33 17%	17 12%	39 21%	24 17%	38 14%	39 22%	1 3%	51 18%
I am not at all familiar with this company	36 8%	24 11% c	12 5%	9 6%	6 5%	2 2%	19 18% DEF	13 8%	10 5%	13 14% i	13 9% m	2 2%	6 3%	9 7%	8 4%	18 13% O	12 5%	16 9%	3 6%	18 6%
Sigma	462 100%	212 100%	250 100%	140 100%	122 100%	94 100%	106 100%	158 100%	215 100%	89 100%	150 100%	72 100%	196 100%	135 100%	187 100%	140 100%	268 100%	177 100%	49 100%	291 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_106 How much would you miss each of the following companies if they closed for good?

Restaurants / Food Delivery
 Shake Shack

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	472	186	286	177	150	76	69	153	192	127	265	67	114	165	137	170	256	201	43	248
Weighted Base	434	217	218	128*	127*	96*	84*	146*	190*	98*	151	70*	189*	178*	122*	135*	259	165*	58**	262
Somewhat/A Great Deal (Net)	148 34%	95 44% C	53 25%	65 51% FG	52 41% FG	16 17%	15 18%	75 51% IJ	49 26%	24 25%	43 28%	25 36%	79 42% k	61 34%	54 45% P	33 25%	99 38%	46 28%	41 72%	127 48%
A great deal	58 13%	35 16%	22 10%	23 18% fg	24 19% fg	6 6%	4 5%	36 25% IJ	14 7%	7 8%	15 10%	18 25% Km	24 13%	23 13%	24 20% P	10 7%	40 16%	17 10%	22 38%	53 20%
Somewhat	91 21%	60 28% C	31 14%	42 33% FG	28 22% f	10 10%	11 13%	39 27%	35 18%	17 17%	28 18%	7 11%	54 29% L	38 21%	30 25%	23 17%	59 23%	29 18%	19 33%	74 28%
Not Much/None (Net)	195 45%	94 43%	102 47%	38 30%	46 36%	68 71% DEg	43 52% D	55 37%	103 54% Hj	38 39%	69 45%	32 45%	82 43%	83 47%	44 37%	68 50% o	108 42%	83 50%	15 26%	100 38%
Not much	51 12%	26 12%	25 12%	15 12%	17 13%	15 15%	5 6%	22 15%	21 11%	9 9%	20 13%	11 15%	19 10%	21 12%	8 6%	22 16% O	30 11%	21 13%	6 11%	35 13%
None	144 33%	68 31%	76 35%	24 18%	30 23%	53 55% DE	38 46% DE	33 23%	82 43% Hj	29 30%	49 32%	21 30%	63 33%	62 35%	37 30%	46 34%	78 30%	62 38%	9 15%	65 25%
I am not at all familiar with this company	90 21%	28 13%	63 29% B	24 19%	29 23%	12 13%	25 30% f	17 11%	38 20%	35 36% HI	40 26% m	13 19%	28 15%	34 19%	23 19%	34 25%	52 20%	36 22%	1 2%	35 14%
Sigma	434 100%	217 100%	218 100%	128 100%	127 100%	96 100%	84 100%	146 100%	190 100%	98 100%	151 100%	70 100%	189 100%	178 100%	122 100%	135 100%	259 100%	165 100%	58 100%	262 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 285

BB09_107 How much would you miss each of the following companies if they closed for good?

Restaurants / Food Delivery
 DoorDash

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	469	161	308	182	149	74	64	163	193	113	249	73	120	122	180	167	238	214	42	245
Weighted Base	460	180*	280	131	135*	115*	79*	159*	198	103*	138	85*	214*	114*	182*	163*	258	189	51**	286
Somewhat/A Great Deal (Net)	175 38%	91 51% C	84 30%	69 53% FG	57 42% G	35 31%	13 17%	73 46% J	75 38%	27 27%	50 36%	28 34%	93 43%	47 41%	79 44% P	49 30%	110 43%	61 32%	30 59%	138 48%
A great deal	79 17%	30 17%	50 18%	29 22% G	32 24% FG	13 11%	5 6%	44 28% J	30 15% J	5 5%	23 16%	11 13%	43 20%	26 23% P	39 21% P	15 9%	57 22% R	21 11%	20 38%	64 22%
Somewhat	95 21%	61 34% C	34 12%	40 30% eG	25 19%	22 19%	8 10%	29 18%	45 23%	22 21%	27 20%	17 20%	50 23%	21 19%	41 22%	34 21%	53 20%	39 21%	10 20%	74 26%
Not Much/None (Net)	203 44%	65 36%	138 49% b	52 39%	60 44%	49 43%	43 55%	65 41%	95 48%	44 43%	63 46%	40 47%	88 41%	42 36%	88 49%	73 45%	112 43%	87 46%	10 20%	101 35%
Not much	84 18%	36 20%	48 17%	27 21%	18 14%	28 24%	11 13%	29 18%	46 23%	10 9%	15 11%	19 23% k	45 21% k	20 17%	28 16%	36 22%	60 23% R	23 12%	8 15%	57 20%
None	119 26%	29 16%	90 32% B	24 19%	41 31% d	21 18%	32 41% DF	36 23%	49 25%	34 33%	48 35% M	21 25%	42 20%	22 19%	60 33% n	37 23%	52 20%	64 34% Q	3 5%	43 15%
I am not at all familiar with this company	82 18%	23 13%	58 21%	10 8%	18 13%	30 27% De	23 29% De	21 13%	29 15%	31 31% HI	25 18%	16 19%	34 16%	26 22% O	14 8%	42 25% O	36 14%	42 22%	11 21%	47 16%
Sigma	460 100%	180 100%	280 100%	131 100%	135 100%	115 100%	79 100%	159 100%	198 100%	103 100%	138 100%	85 100%	214 100%	114 100%	182 100%	163 100%	258 100%	189 100%	51 100%	286 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 286

BB09_108 How much would you miss each of the following companies if they closed for good?
 Restaurants / Food Delivery
 GrubHub

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	463	166	297	203	128	64	68	172	194	97	242	63	125	140	162	161	241	209	43	252
Weighted Base	468	196*	272	163	130*	98*	78*	182*	213	73*	136	65*	234*	155*	172*	141*	261	198*	71**	303
Somewhat/A Great Deal (Net)	176 38%	87 45% c	88 33%	78 48% FG	65 50% FG	17 18%	16 20%	97 53% IJ	66 31% j	13 18%	47 35%	24 37%	95 41%	62 40%	70 41%	44 31%	110 42% r	62 31%	39 54%	134 44%
A great deal	76 16%	35 18%	41 15%	34 21% FG	33 26% FG	6 6%	3 4%	49 27% IJ	25 12% j	2 3%	14 10%	10 16%	49 21% K	24 16%	29 17%	23 17%	52 20% r	22 11%	25 35%	60 20%
Somewhat	100 21%	52 27% c	48 18%	44 27% F	32 25% f	11 11%	13 16%	48 26%	41 19%	11 15%	33 24%	14 21%	46 20%	37 24%	42 24%	20 14%	57 22%	40 20%	14 19%	74 24%
Not Much/None (Net)	223 48%	83 42%	140 52%	67 41%	49 38%	62 63% DE	45 58% de	68 37%	113 53% H	42 58% H	61 45%	34 53%	111 48%	79 51%	82 48%	62 44%	118 45%	102 52%	25 35%	133 44%
Not much	79 17%	40 20%	39 14%	35 21% G	18 14%	23 23% G	4 5%	30 16%	42 20%	7 10%	14 10%	15 23% K	45 19% k	18 12%	33 19%	28 20%	37 14%	40 20%	10 15%	61 20%
None	144 31%	43 22%	102 37% B	32 20%	32 24%	39 40% De	41 53% DE	38 21%	71 33% h	35 48% Hi	47 35%	20 30%	66 28%	61 39% P	50 29%	34 24%	81 31%	62 31%	15 21%	72 24%
I am not at all familiar with this company	69 15%	26 13%	43 16%	18 11%	15 12%	19 19%	17 21%	18 10%	34 16%	18 24% H	28 20% m	6 10%	27 12%	14 9%	19 11%	36 25% NO	33 13%	34 17%	7 10%	36 12%
Sigma	468 100%	196 100%	272 100%	163 100%	130 100%	98 100%	78 100%	182 100%	213 100%	73 100%	136 100%	65 100%	234 100%	155 100%	172 100%	141 100%	261 100%	198 100%	71 100%	303 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 287

BB09_109 How much would you miss each of the following companies if they closed for good?

Restaurants / Food Delivery
 Seamless

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	186	282	195	127	89	57	177	202	89	252	67	121	134	172	162	244	214	39	265
Weighted Base	473	235	239	140	131*	132*	70**	170*	231	73*	138	83*	226*	133*	197*	143*	278	189	55**	306
Somewhat/A Great Deal (Net)	134 28%	95 40% C	39 16%	47 34% F	61 47% dF	15 11%	11 15%	73 43% IJ	47 20%	14 19%	32 23%	21 25%	78 34% k	42 32% P	74 38% P	17 12%	106 38% R	27 14%	43 78%	117 38%
A great deal	75 16%	52 22% C	23 9%	27 19% F	35 27% F	8 6%	4 6%	43 26% IJ	29 12%	3 3%	11 8%	12 14%	49 22% K	24 18% P	47 24% P	4 3%	58 21% R	17 9%	30 55%	63 21%
Somewhat	59 13%	43 18% C	16 7%	20 14% f	26 20% F	6 5%	7 10%	30 18% I	18 8%	11 15%	21 15%	9 11%	28 13%	18 14%	27 14%	14 10%	48 17% R	10 5%	13 24%	54 18%
Not Much/None (Net)	126 27%	78 33% C	48 20%	39 28%	25 19%	48 37% E	13 19%	31 18%	72 31% H	24 33% h	43 31%	27 33%	50 22%	30 23%	56 29%	40 28%	61 22%	62 33% q	8 15%	80 26%
Not much	51 11%	40 17% C	11 5%	21 15%	10 7%	18 13%	3 4%	14 8%	35 15% J	3 4%	12 8%	13 16%	26 12%	12 9%	28 14%	11 8%	29 11%	22 11%	6 11%	41 13%
None	75 16%	38 16%	37 16%	19 13%	15 12%	31 23%	11 15%	17 10%	37 16%	21 29% Hi	31 23% M	14 17%	24 11%	19 14%	28 14%	28 20%	32 11%	41 22% Q	2 4%	39 13%
I am not at all familiar with this company	213 45%	62 26%	152 64% B	53 38%	45 35%	69 52% e	46 65%	66 39%	112 49%	35 48%	63 46%	35 42%	98 43%	61 46%	66 34%	86 60% nO	111 40%	100 53% q	4 7%	108 35%
Sigma	473 100%	235 100%	239 100%	140 100%	131 100%	132 100%	70 100%	170 100%	231 100%	73 100%	138 100%	83 100%	226 100%	133 100%	197 100%	143 100%	278 100%	189 100%	55 100%	306 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 288

BB09_110 How much would you miss each of the following companies if they closed for good?

Grocery
 Trader Joe's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	463	158	305	202	112	78	71	157	188	118	254	64	114	144	150	169	240	210	43	255
Weighted Base	445	198*	246	146	91*	110*	99*	141*	202*	102*	145	76*	190*	161*	144*	139*	246	186	51**	273
Somewhat/A Great Deal (Net)	191 43%	93 47%	98 40%	83 57% Fg	42 47% F	27 25%	38 39%	75 54% lj	77 38%	39 38%	53 37%	40 53% k	86 45%	66 41%	71 49%	54 39%	106 43%	82 44%	32 63%	158 58%
A great deal	99 22%	46 23%	53 22%	40 28% F	26 28% F	12 11%	21 21%	48 34% lj	40 20%	11 11%	28 19%	24 32%	42 22%	39 24%	35 25%	24 17%	57 23%	40 21%	18 36%	85 31%
Somewhat	92 21%	47 24%	45 18%	43 30% F	17 18%	15 14%	17 18%	27 19%	37 18%	28 27%	26 18%	16 21%	44 23%	27 17%	35 24%	30 22%	49 20%	42 23%	14 27%	74 27%
Not Much/None (Net)	179 40%	63 32%	116 47% B	48 33%	33 37%	55 50% d	43 44%	47 33%	97 48% h	36 35%	60 42%	30 39%	77 41%	71 44%	52 36%	56 40%	103 42%	74 40%	18 36%	89 32%
Not much	80 18%	33 17%	47 19%	29 20%	14 15%	17 16%	20 20%	22 16%	50 25% j	8 8%	19 13%	19 25% k	40 21%	30 19%	29 20%	21 15%	41 17%	38 20%	13 25%	48 17%
None	99 22%	30 15%	69 28% B	18 13%	20 22%	38 35% D	23 24%	25 18%	47 23%	28 27%	42 29%	11 14%	38 20%	41 25%	24 16%	35 25%	61 25%	36 19%	6 11%	41 15%
I am not at all familiar with this company	75 17%	42 21%	33 13%	15 10%	15 17%	28 25% D	17 17%	19 13%	29 14%	27 27% hi	31 21% L	6 8%	26 14%	24 15%	21 15%	30 21%	38 15%	31 16%	*	26 10%
Sigma	445 100%	198 100%	246 100%	146 100%	91 100%	110 100%	99 100%	141 100%	202 100%	102 100%	145 100%	76 100%	190 100%	161 100%	144 100%	139 100%	246 100%	186 100%	51 100%	273 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 289

BB09_111 How much would you miss each of the following companies if they closed for good?

Grocery
 Publix

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	477	165	312	203	124	83	67	160	201	116	256	76	107	150	166	161	248	215	42	246
Weighted Base	457	212*	245	151	98*	117*	91*	144*	226	87*	137	96*	187*	130*	177*	150*	259	189	41**	259
Somewhat/A Great Deal (Net)	195 43%	106 50% C	89 36%	81 54% F	41 42%	34 29%	39 43%	73 50% J	95 42%	27 32%	51 37%	38 39%	102 55% KI	66 50% P	81 46% p	49 33%	120 46%	73 38%	36 86%	140 54%
A great deal	96 21%	44 21%	52 21%	38 25%	17 17%	24 20%	18 19%	35 24%	46 20%	15 17%	24 18%	25 26%	45 24%	36 28%	34 19%	26 17%	55 21%	40 21%	19 47%	67 26%
Somewhat	99 22%	62 29% C	37 15%	43 28% F	25 25% F	10 9%	21 23% f	37 26%	49 22%	12 14%	27 20%	13 14%	57 30% kL	29 23%	47 26% p	23 15%	65 25%	32 17%	16 40%	73 28%
Not Much/None (Net)	150 33%	61 29%	89 36%	36 24%	36 37% d	49 42% D	29 31%	31 22%	94 42% H	25 29%	49 36%	34 35%	50 27%	38 29%	58 32%	55 37%	80 31%	66 35%	5 11%	72 28%
Not much	44 10%	23 11%	21 9%	11 7%	13 13%	12 10%	8 9%	12 8%	30 13% j	3 3%	12 9%	11 12%	20 11%	9 7%	18 10%	17 11%	27 10%	16 9%	2 6%	24 9%
None	106 23%	38 18%	68 28% b	25 17%	23 24%	37 32% D	20 22%	20 14%	64 28% H	22 26% h	37 27% m	23 23%	30 16%	29 22%	39 22%	38 25%	53 20%	49 26%	2 5%	48 19%
I am not at all familiar with this company	112 24%	44 21%	67 27%	34 22%	20 21%	34 29%	23 26%	40 28% i	37 16%	34 39% i	37 27%	24 25%	35 19%	27 20%	39 22%	46 31%	60 23%	51 27%	1 3%	47 18%
Sigma	457 100%	212 100%	245 100%	151 100%	98 100%	117 100%	91 100%	144 100%	226 100%	87 100%	137 100%	96 100%	187 100%	130 100%	177 100%	150 100%	259 100%	189 100%	41 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 290

BB09_112 How much would you miss each of the following companies if they closed for good?

Grocery
 Kroger

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	465	175	290	202	127	77	59	153	202	110	252	65	116	130	164	171	239	207	41	243
Weighted Base	435	207*	229	156	114*	93*	73*	150*	201	85*	143	73*	196*	121*	161*	154*	236	183	44**	267
Somewhat/A Great Deal (Net)	237 54%	131 63% C	107 47%	92 59% G	70 62% G	50 53%	25 34%	88 59%	111 55%	39 46%	70 49%	38 52%	123 63% K	71 59%	93 58%	73 48%	137 58%	94 52%	28 65%	144 54%
A great deal	135 31%	68 33%	67 29%	45 29%	42 36%	29 31%	20 27%	48 32%	62 31%	25 29%	44 31%	23 32%	63 32%	41 34%	52 32%	42 27%	68 29%	62 34%	12 27%	72 27%
Somewhat	103 24%	63 30% C	40 17%	48 31% G	29 25% G	21 23% g	5 7%	40 27%	48 24%	14 17%	26 18%	14 20%	60 30% K	30 25%	41 26%	32 21%	69 29% R	32 18%	17 38%	72 27%
Not Much/None (Net)	136 31%	54 26%	82 36%	37 23%	31 28%	34 36%	35 47% De	37 25%	65 32%	34 40% h	46 32%	28 39% m	48 24%	36 30%	44 27%	56 36%	67 29%	63 34%	9 22%	83 31%
Not much	55 13%	26 12%	29 13%	20 13%	15 13%	10 11%	10 13%	22 15%	27 13%	5 6%	12 9%	10 14%	29 15%	14 12%	17 11%	24 15%	23 10%	30 17%	6 15%	43 16%
None	82 19%	29 14%	53 23% b	16 11%	17 15%	24 25% D	25 34% DE	15 10%	38 19% h	29 34% HI	34 24% M	18 25% M	19 9%	22 18%	27 17%	32 21%	45 19%	32 18%	3 7%	40 15%
I am not at all familiar with this company	62 14%	22 10%	41 18%	27 17%	12 11%	10 11%	13 18%	25 17%	26 13%	12 14%	27 19%	6 9%	25 13%	14 12%	24 15%	24 16%	32 13%	26 14%	6 13%	40 15%
Sigma	435 100%	207 100%	229 100%	156 100%	114 100%	93 100%	73 100%	150 100%	201 100%	85 100%	143 100%	73 100%	196 100%	121 100%	161 100%	154 100%	236 100%	183 100%	44 100%	267 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_113 How much would you miss each of the following companies if they closed for good?

Grocery
 Whole Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	463	167	296	201	124	84	54	154	193	116	262	66	112	150	160	153	246	199	44	259
Weighted Base	471	218*	253	150	106*	130*	84**	144*	229*	98*	146	74*	225*	175*	170*	126*	276	182*	58**	302
Somewhat/A Great Deal (Net)	244 52%	117 54%	127 50%	90 60%	58 55%	67 52%	29 34%	87 60% i	107 47%	51 52%	65 44%	45 61% k	122 54%	77 44%	98 58% n	70 56%	153 56%	86 48%	39 67%	167 55%
A great deal	109 23%	54 25%	55 22%	38 25%	35 33% F	21 16%	15 18%	53 37% J	43 19%	14 14%	30 21%	18 24%	56 25%	28 16%	50 30% N	31 25%	76 27%	32 18%	31 53%	84 28%
Somewhat	135 29%	62 29%	73 29%	52 35% e	22 21%	47 36% e	14 16%	34 24%	63 28%	38 38% h	34 24%	27 37% k	66 29%	49 28%	48 28%	39 31%	78 28%	55 30%	8 14%	83 28%
Not Much/None (Net)	193 41%	86 40%	106 42%	51 34%	37 35%	56 43%	49 58%	53 37%	100 44%	39 40%	67 46%	26 34%	88 39%	78 44%	66 39%	49 39%	105 38%	81 45%	11 19%	118 39%
Not much	81 17%	45 21%	36 14%	34 23%	15 14%	19 15%	13 15%	23 16%	38 17%	20 21%	23 16%	16 22%	39 17%	42 24% O	18 11%	21 17%	49 18%	30 17%	7 12%	48 16%
None	112 24%	41 19%	71 28%	17 11%	22 21%	37 29% D	36 42%	30 21%	62 27%	19 19%	44 30%	9 12%	49 22%	36 21%	48 28%	28 22%	55 20%	51 28%	4 8%	70 23%
I am not at all familiar with this company	34 7%	15 7%	19 7%	9 6%	11 11%	6 5%	7 8%	4 3%	22 9% h	8 8%	14 10%	4 5%	15 7%	21 12% o	6 3%	7 6%	18 7%	14 8%	8 14%	17 5%
Sigma	471 100%	218 100%	253 100%	150 100%	106 100%	130 100%	84 100%	144 100%	229 100%	98 100%	146 100%	74 100%	225 100%	175 100%	170 100%	126 100%	276 100%	182 100%	58 100%	302 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_114 How much would you miss each of the following companies if they closed for good?

Grocery
 Aldi

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	461	165	296	203	129	63	66	163	193	105	256	68	113	131	154	176	231	220	40	247
Weighted Base	442	202*	241	138	117*	92*	94*	150*	208*	84*	134	88*	199*	135*	160*	147*	228	206	47**	259
Somewhat/A Great Deal (Net)	244 55%	117 58%	127 53%	74 53%	71 60%	48 52%	51 54%	91 60%	107 52%	46 55%	75 56% I	36 41%	124 62% L	79 59%	95 59%	70 47%	133 58%	110 53%	33 71%	164 63%
A great deal	133 30%	55 27%	78 32%	29 21%	38 32%	30 32%	36 38% d	46 31%	62 30%	25 30%	48 36% L	15 17%	61 31%	49 36% P	56 35% P	29 19%	75 33%	57 28%	16 33%	87 34%
Somewhat	111 25%	61 30% c	49 20%	44 32% g	33 28%	19 20%	15 16%	45 30%	45 22%	21 25%	27 20%	20 23%	63 31% k	31 23%	39 24%	41 28%	58 25%	53 26%	17 37%	77 30%
Not Much/None (Net)	140 32%	61 30%	79 33%	39 28%	30 25%	37 40%	35 37%	44 29%	74 36%	22 26%	38 28%	44 50% KM	55 28%	42 31%	50 31%	48 33%	65 29%	72 35%	10 20%	64 25%
Not much	56 13%	29 15%	27 11%	19 14%	16 13%	13 14%	9 9%	20 13%	30 14%	6 8%	16 12%	21 24% KM	20 10%	19 14%	15 9%	22 15%	27 12%	28 14%	8 16%	29 11%
None	84 19%	32 16%	52 22%	20 14%	14 12%	24 26% e	26 28% de	24 16%	45 21%	16 19%	22 16%	23 26%	35 18%	23 17%	35 22%	26 17%	38 17%	44 21%	2 4%	35 14%
I am not at all familiar with this company	58 13%	24 12%	34 14%	26 19%	17 14%	7 8%	8 9%	16 11%	26 13%	16 19%	22 16%	8 9%	20 10%	14 10%	15 10%	29 20% o	30 13%	24 12%	4 9%	31 12%
Sigma	442 100%	202 100%	241 100%	138 100%	117 100%	92 100%	94 100%	150 100%	208 100%	84 100%	134 100%	88 100%	199 100%	135 100%	160 100%	147 100%	228 100%	206 100%	47 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 293

BB09_115 How much would you miss each of the following companies if they closed for good?

Grocery
 Wegmans

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	179	289	199	136	72	61	156	204	108	239	65	139	143	164	161	243	212	51	263
Weighted Base	490	218*	272	144	138*	106*	102*	161*	230	99*	134	82*	247*	147*	192*	152*	290	183	69*	314
Somewhat/A Great Deal (Net)	175 36%	104 48% C	71 26%	60 42% Fg	70 51% FG	19 18%	25 25%	87 54% IJ	73 32% J	15 15%	32 24%	16 20%	124 50% KL	57 39% P	85 44% P	32 21%	125 43% R	45 25%	52 75% T	146 47%
A great deal	85 17%	47 22%	38 14%	24 17% Fg	32 23%	12 12%	17 17%	44 27% IJ	31 14%	10 10%	16 12%	7 9%	63 25% KL	29 20%	40 21% p	16 10%	63 22% R	21 12%	21 31%	67 21%
Somewhat	89 18%	57 26% C	32 12%	36 25% FG	38 28% FG	7 7%	8 8%	43 26% J	42 18% J	5 5%	16 12%	9 11%	61 25% KI	28 19%	45 23% P	16 11%	62 22% R	24 13%	30 44% T	79 25%
Not Much/None (Net)	155 32%	66 30%	89 33%	38 26%	32 23%	45 42% de	40 40% e	38 24%	76 33%	41 41% H	49 37%	35 43% m	65 26%	49 33%	54 28%	52 34%	89 31%	63 34%	12 17%	83 27%
Not much	41 8%	16 7%	25 9%	12 8%	13 10%	5 4%	11 11%	19 12%	17 7%	5 5%	9 7%	16 20% KM	15 6%	11 7%	22 12%	8 5%	24 8%	17 9%	5 7%	35 11%
None	114 23%	50 23%	63 23%	26 18%	18 13%	40 38% DE	29 29%	19 12%	59 26% H	36 36% H	40 30%	19 23%	50 20%	38 26%	32 17%	44 29% o	65 22%	47 25%	7 10%	49 15%
I am not at all familiar with this company	161 33%	48 22%	113 41% B	47 32%	36 26%	42 39%	36 35%	36 22%	81 35% H	43 44% H	53 40% M	31 37%	58 23%	40 28%	53 27%	68 45% NO	76 26%	75 41% Q	5 7%	84 27% S
Sigma	490 100%	218 100%	272 100%	144 100%	138 100%	106 100%	102 100%	161 100%	230 100%	99 100%	134 100%	82 100%	247 100%	147 100%	192 100%	152 100%	290 100%	183 100%	69 100%	314 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 294

BB09_116 How much would you miss each of the following companies if they closed for good?

Sports
 NFL

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	463	168	295	201	132	61	69	163	182	118	253	64	115	131	156	176	239	210	43	249
Weighted Base	427	193*	234	146	124*	73*	84*	165*	178*	84*	152	70*	180*	112*	160*	155*	228	188	49**	243
Somewhat/A Great Deal (Net)	251 59%	130 67% C	121 52%	92 63% G	87 70% FG	36 49%	37 44%	104 63%	103 58%	44 52%	79 52%	37 53%	128 71% KL	68 60%	100 62%	84 54%	154 67% R	95 51%	35 71%	168 69%
A great deal	140 33%	76 39% C	64 27%	38 26%	56 45% DG	29 39% g	16 19%	60 36%	54 30%	26 31%	48 32%	17 25%	70 39%	44 39%	45 28%	50 33%	91 40% R	48 25%	22 45%	91 37%
Somewhat	112 26%	54 28%	58 25%	54 37% eF	30 24% f	7 10%	21 25%	44 27%	50 28%	18 21%	31 20%	20 28%	58 32% k	24 21%	54 34% np	33 22%	63 27%	47 25%	13 26%	77 32%
Not Much/None (Net)	144 34%	49 25%	95 41% B	41 28%	29 24%	32 44% dE	42 50% DE	51 31%	63 35%	31 36%	60 40% M	27 39%	45 25%	37 33%	53 33%	54 35%	60 27%	77 41% Q	8 16%	61 25%
Not much	44 10%	18 9%	27 11%	18 12%	11 9%	5 6%	11 13%	20 12%	16 9%	8 9%	20 13%	7 10%	15 8%	8 7%	25 16% np	11 7%	22 10%	20 10%	7 14%	25 10%
None	100 23%	31 16%	69 29% B	23 16%	18 15%	28 38% DE	31 37% DE	31 19%	46 26%	23 27%	40 26% m	20 28%	30 17%	29 26%	28 17%	43 28% o	38 17%	57 30% Q	1 2%	36 15%
I am not at all familiar with this company	32 7%	14 7%	17 7%	13 9%	8 7%	5 7%	5 6%	10 6%	12 7%	10 12%	13 9%	6 8%	7 4%	7 7%	8 5%	16 11%	14 6%	16 9%	7 13%	14 6%
Sigma	427 100%	193 100%	234 100%	146 100%	124 100%	73 100%	84 100%	165 100%	178 100%	84 100%	152 100%	70 100%	180 100%	112 100%	160 100%	155 100%	228 100%	188 100%	49 100%	243 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 295

BB09_117 How much would you miss each of the following companies if they closed for good?

Sports
 MLB

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	475	183	292	194	142	74	65	167	197	111	254	69	120	144	160	171	236	221	44	260
Weighted Base	468	218*	250	134	142*	103*	89*	160*	202*	106*	148	90*	206*	163*	166*	139*	262	196*	65**	289
Somewhat/A Great Deal (Net)	227 49%	121 55% c	106 42%	73 54% G	78 55% G	53 52% G	23 26%	87 54%	98 48%	42 40%	56 38%	45 50%	121 59% K	71 44%	93 56%	63 45%	145 56% R	77 39%	40 61%	170 59%
A great deal	120 26%	68 31% c	53 21%	41 31%	34 24%	29 28%	16 18%	41 25%	59 29%	20 19%	34 23%	26 29%	59 29%	44 27%	41 24%	36 26%	80 31% r	38 20%	23 35%	91 32%
Somewhat	107 23%	54 25%	54 21%	32 24% G	45 31% G	24 23% g	7 8%	47 29%	38 19%	22 21%	22 15%	19 22%	62 30% K	28 17%	52 31% Np	28 20%	65 25%	39 20%	17 26%	78 27%
Not Much/None (Net)	179 38%	83 38%	96 39%	36 27%	51 36%	43 42% d	49 55% De	56 35%	81 40%	42 40%	67 45% M	37 41%	63 30%	69 43%	58 35%	52 37%	86 33%	90 46% Q	24 36%	88 30%
Not much	75 16%	32 15%	43 17%	18 13%	22 16%	14 14%	21 24%	32 20% J	36 18%	7 7%	22 15%	10 11%	37 18%	35 22% O	14 9%	25 18% o	31 12%	42 21% q	15 23%	41 14%
None	104 22%	50 23%	54 22%	18 14%	29 20%	29 28% D	28 31% D	24 15%	45 22%	35 33% H	45 31% M	27 30% M	26 13%	34 21%	44 26%	27 19%	54 21%	48 24%	9 13%	47 16%
I am not at all familiar with this company	62 13%	14 7%	47 19% B	25 19% eF	13 9%	7 6%	17 19%	17 11%	23 11%	21 20%	25 17%	8 9%	22 11%	22 14%	15 9%	24 17%	31 12%	29 15%	2 3%	32 11%
Sigma	468 100%	218 100%	250 100%	134 100%	142 100%	103 100%	89 100%	160 100%	202 100%	106 100%	148 100%	90 100%	206 100%	163 100%	166 100%	139 100%	262 100%	196 100%	65 100%	289 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 296

BB09_118 How much would you miss each of the following companies if they closed for good?

Sports
 NHL

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	463	177	286	192	135	64	72	157	190	116	251	72	114	153	168	142	249	204	46	249
Weighted Base	447	209*	238	130	113*	91*	112*	156*	198*	93*	146	90*	187*	151*	175*	121*	244	195*	57**	265
Somewhat/A Great Deal (Net)	186 42%	100 48% c	86 36%	62 48% fG	65 58% FG	27 30%	32 28%	86 55% IJ	71 36%	29 32%	66 45% I	26 29%	91 49% L	56 37%	80 46%	49 41%	116 48% r	70 36%	33 57%	135 51%
A great deal	88 20%	47 23%	41 17%	30 23% G	33 29% G	20 21% G	6 6%	40 25%	34 17%	15 16%	31 21%	14 16%	42 22%	35 24%	36 20%	17 14%	68 28% R	20 10%	20 34%	67 25%
Somewhat	98 22%	53 25%	44 19%	32 25% F	32 29% F	8 8%	25 22%	46 30% ij	37 19%	15 16%	35 24%	12 13%	49 26% I	21 14%	45 26% n	32 26% n	48 20%	49 25%	13 23%	68 26%
Not Much/None (Net)	196 44%	88 42%	108 45%	48 37%	34 30%	49 54% dE	65 58% DE	50 32%	94 47% H	53 57% H	57 39%	59 65% KM	70 38%	46 46%	73 42%	54 44%	95 39%	98 50% q	20 35%	98 37%
Not much	60 13%	27 13%	33 14%	22 17%	16 14%	11 13%	11 9%	22 14%	25 13%	13 14%	12 8%	14 16%	30 16%	23 15%	27 15%	10 8%	38 16%	22 11%	8 13%	38 14%
None	137 31%	61 29%	75 32%	27 21%	18 16%	37 41% DE	54 48% DE	28 18%	68 35% H	40 43% H	46 31%	45 50% KM	41 22%	47 31%	46 27%	43 36%	57 23%	76 39% Q	12 21%	60 23%
I am not at all familiar with this company	64 14%	20 10%	44 19% b	20 15%	14 12%	15 17%	16 14%	20 13%	33 17%	11 11%	22 15% I	5 6%	25 13%	25 16%	22 12%	18 15%	33 13%	28 14%	5 8%	32 12%
Sigma	447 100%	209 100%	238 100%	130 100%	113 100%	91 100%	112 100%	156 100%	198 100%	93 100%	146 100%	90 100%	187 100%	151 100%	175 100%	121 100%	244 100%	195 100%	57 100%	265 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 297

BB09_119 How much would you miss each of the following companies if they closed for good?

Sports
 NBA

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	465	179	286	186	142	78	59	163	195	107	259	61	123	140	181	144	245	201	51	265
Weighted Base	456	207*	249	138	135*	103*	80*	161*	200	95*	153	64*	222*	138*	201*	117*	280	166	62*	293
Somewhat/A Great Deal (Net)	224 49%	131 63% C	94 38%	73 53% F	91 68% DFG	31 30%	29 37%	106 66% IJ	83 41%	36 38%	68 44%	21 33%	130 59% KL	60 43%	108 54%	57 48%	158 57% R	61 37%	51 83% T	168 57%
A great deal	132 29%	82 40% C	50 20%	38 27% DFG	61 45% DFG	17 16%	17 21%	67 42% IJ	49 25%	16 17%	37 24%	11 18%	80 36% KL	35 25%	71 35% p	27 23%	102 37% R	27 16%	33 53% t	112 38%
Somewhat	92 20%	49 23%	43 17%	35 25%	30 22%	14 14%	12 16%	38 24%	34 17%	20 21%	31 20%	9 15%	50 22%	25 18%	37 18%	30 26%	56 20%	34 20%	19 30%	56 19%
Not Much/None (Net)	194 43%	63 30%	131 53% B	52 37% e	34 26%	62 60% DE	46 58% DE	49 30%	95 47% H	51 53% H	73 48% M	37 58% M	76 34% M	73 53% oP	80 40%	42 35%	100 36%	89 54% Q	9 14%	102 35% S
Not much	66 14%	24 11%	42 17%	29 21% E	13 10%	13 12%	11 14%	19 12%	33 16%	14 15%	22 15%	8 13%	33 15%	24 17%	21 10%	21 18%	33 12%	31 19%	7 11%	45 16%
None	129 28%	39 19%	89 36% B	23 17%	21 16%	49 48% DE	35 44% DE	30 18%	62 31% H	37 39% H	51 33% M	28 44% M	43 19%	49 36% P	59 29% p	20 17%	68 24%	58 35% q	2 3%	57 19% S
I am not at all familiar with this company	37 8%	13 6%	24 10%	14 10%	9 7%	10 10%	4 5%	6 4%	23 11% h	8 9%	12 8%	6 10%	16 7%	5 3%	14 7%	19 16% NO	21 7%	15 9%	2 3%	23 8%
Sigma	456 100%	207 100%	249 100%	138 100%	135 100%	103 100%	80 100%	161 100%	200 100%	95 100%	153 100%	64 100%	222 100%	138 100%	201 100%	117 100%	280 100%	166 100%	62 100%	293 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 298

BB09_120 How much would you miss each of the following companies if they closed for good?

Sports
 ESPN

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	459	186	273	190	146	63	60	169	176	114	244	59	130	135	154	170	246	195	46	240
Weighted Base	457	209*	248	138	146*	79*	94*	170*	191*	96*	135	68*	218*	123*	184*	149*	265	177*	59**	279
Somewhat/A Great Deal (Net)	227 50%	125 60% C	102 41%	73 53%	75 52%	43 54%	35 38%	105 62% J	80 42%	42 44%	55 41%	31 46%	123 57% K	67 55% P	105 57% P	55 36%	154 58% R	70 40%	44 75%	154 55%
A great deal	121 27%	72 34% C	49 20%	37 27%	44 30% g	27 34% g	14 15%	53 31%	44 23%	24 25%	31 23%	17 25%	68 31%	34 28%	62 34% P	25 17%	89 34% R	31 17%	21 35%	79 28%
Somewhat	105 23%	53 25%	53 21%	36 26%	31 22%	16 20%	22 23%	52 31% i	36 19%	18 19%	24 18%	14 21%	55 25%	33 27%	43 23%	30 20%	65 25%	40 22%	23 40%	75 27%
Not Much/None (Net)	169 37%	52 25%	117 47% B	49 35%	51 35%	33 41%	37 39%	51 30%	85 45% H	33 34%	58 43%	31 45%	74 34%	42 34%	66 36%	60 40%	93 35%	72 41%	13 22%	93 33%
Not much	75 16%	17 8%	58 23% B	28 20% G	28 19% g	13 17%	6 6%	29 17%	35 18%	11 11%	18 13%	13 19%	42 19%	17 14%	38 21%	20 13%	44 17%	29 16%	5 8%	54 20%
None	94 21%	35 17%	58 24%	21 15%	22 15%	19 25%	31 33% DE	22 13%	50 26% H	22 23%	41 30% M	18 26%	32 14%	25 20%	28 15%	41 27% o	49 19%	43 24%	8 14%	39 14%
I am not at all familiar with this company	61 13%	32 15%	29 12%	16 11%	20 14%	4 5%	22 23% F	14 8%	26 13%	21 22% H	22 16%	6 9%	21 10%	13 11%	13 7%	34 23% nO	18 7%	34 19% Q	2 3%	31 11%
Sigma	457 100%	209 100%	248 100%	138 100%	146 100%	79 100%	94 100%	170 100%	191 100%	96 100%	135 100%	68 100%	218 100%	123 100%	184 100%	149 100%	265 100%	177 100%	59 100%	279 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_121 How much would you miss each of the following companies if they closed for good?

Logistics

FedEx

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	474	180	294	213	123	66	72	179	176	119	239	71	127	154	165	155	263	202	44	263
Weighted Base	483	242	241	168	127*	93*	95*	191*	182*	111*	149	79*	220*	159*	180*	144*	290	188*	70**	312
Somewhat/A Great Deal (Net)	362 75%	182 75%	180 74%	109 65%	100 79% D	86 92% DeG	67 70%	145 76%	133 73%	84 76%	100 67%	65 83% K	174 79% k	114 72%	141 79%	106 74%	226 78%	132 70%	53 76%	236 76%
A great deal	206 43%	98 40%	109 45%	70 42%	57 45% g	53 57% G	26 27%	75 39%	81 45%	51 46%	59 40%	42 53%	95 43%	67 42%	83 46%	56 39%	145 50% R	58 31%	28 40%	144 46%
Somewhat	156 32%	85 35%	71 29%	39 23%	44 34%	33 35%	40 42% D	70 37%	51 28%	34 31%	41 27%	24 30%	79 36%	47 30%	58 32%	51 35%	81 28%	74 39% q	25 36%	92 30%
Not Much/None (Net)	93 19%	45 19%	48 20%	47 28% EF	18 14%	7 8%	21 22% f	35 18%	36 20%	23 20%	37 25% m	12 15%	34 15%	34 21%	27 15%	32 23%	51 18%	42 22%	10 14%	59 19%
Not much	63 13%	26 11%	38 16%	35 21% F	15 12%	4 4%	9 10%	25 13%	24 13%	14 13%	20 14%	9 11%	26 12%	21 13%	15 9%	27 19% o	38 13%	25 13%	10 14%	45 14%
None	30 6%	19 8%	11 4%	12 7%	3 3%	3 4%	12 12% e	10 5%	12 7%	8 7%	17 11% M	4 5%	7 3%	13 8%	12 7%	6 4%	13 5%	17 9%	*	14 4%
I am not at all familiar with this company	27 6%	14 6%	13 5%	11 7% i	8 7%	-	8 8% i	11 6%	13 7%	4 3%	12 8%	1 2%	12 6%	11 7%	11 6%	5 4%	12 4%	14 7%	6 9%	17 5%
Sigma	483 100%	242 100%	241 100%	168 100%	127 100%	93 100%	95 100%	191 100%	182 100%	111 100%	149 100%	79 100%	220 100%	159 100%	180 100%	144 100%	290 100%	188 100%	70 100%	312 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 300

BB09_122 How much would you miss each of the following companies if they closed for good?

Logistics

UPS

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	475	180	295	192	133	78	72	148	212	115	247	65	139	143	167	165	240	216	37	280
Weighted Base	504	227*	277	149	130*	116*	109*	148*	252	104*	140	76*	257*	144*	191*	169*	279	206	56**	343
Somewhat/A Great Deal (Net)	418 83%	174 77%	244 88% B	110 74%	102 78%	106 91% De	100 92% De	114 77%	214 85%	90 86%	114 82%	62 82%	222 86%	127 88%	159 83%	133 78%	238 85%	172 83%	45 80%	281 82%
A great deal	252 50%	98 43%	154 56% b	69 47%	55 42%	73 63% dE	55 50%	67 45%	135 53%	51 49%	73 52%	31 40%	138 54%	70 48%	109 57% p	73 43%	149 53%	99 48%	21 37%	173 50%
Somewhat	166 33%	76 34%	90 32%	41 28%	47 36%	33 28%	45 41%	48 32%	79 31%	39 37%	41 29%	32 42%	83 32%	57 40% o	50 28%	59 35%	89 32%	72 35%	24 43%	108 32%
Not Much/None (Net)	68 14%	39 17%	30 11%	31 21% fG	23 17% G	10 9%	4 4%	27 18% j	33 13%	8 8%	21 15%	12 16%	31 12%	16 11%	28 15%	24 14%	31 11%	32 15%	9 16%	49 14%
Not much	34 7%	26 11% C	8 3%	14 9%	10 8%	7 6%	3 3%	10 7%	20 8%	4 4%	12 9%	5 7%	15 6%	9 6%	10 5%	15 9%	15 5%	18 9%	5 8%	24 7%
None	34 7%	13 6%	21 8%	17 12% fG	12 10% g	3 3%	1 1%	17 12%	13 5%	4 4%	9 6%	7 9%	15 6%	7 5%	18 9%	9 5%	16 6%	14 7%	4 8%	25 7%
I am not at all familiar with this company	17 3%	14 6% C	3 1%	7 5%	5 4%	-	5 5%	6 4%	5 2%	6 6%	5 3%	2 2%	5 2%	1 1%	4 2%	12 7% n	9 3%	2 1%	2 4%	13 4%
Sigma	504 100%	227 100%	277 100%	149 100%	130 100%	116 100%	109 100%	148 100%	252 100%	104 100%	140 100%	76 100%	257 100%	144 100%	191 100%	169 100%	279 100%	206 100%	56 100%	343 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 301

BB09_123 How much would you miss each of the following companies if they closed for good?

Logistics

United States Postal Service

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	464	179	285	193	122	67	82	142	210	112	259	66	114	142	165	157	243	208	41	252
Weighted Base	466	220*	246	142	105*	92*	127*	143*	230	93*	178	75*	190*	143*	179*	145*	262	192	46**	276
Somewhat/A Great Deal (Net)	388 83%	171 78%	217 88% B	107 75%	89 84%	79 86%	113 89% D	127 89% i	182 79%	79 85%	139 78%	65 87%	163 86%	108 76%	158 88% N	122 85%	226 86%	158 82%	38 83%	230 83%
A great deal	297 64%	115 52%	182 74% B	66 46%	63 60% d	70 76% De	98 77% De	92 65%	138 60%	67 72%	113 63%	56 74%	112 59%	77 54%	126 70% N	95 66%	177 67%	120 62%	23 51%	164 59%
Somewhat	91 19%	56 25% C	35 14%	41 29% FG	26 24% fg	9 10%	15 12%	35 24%	44 19%	12 13%	26 15%	9 13%	51 27% KI	31 22%	32 18%	27 19%	50 19%	38 20%	15 32%	66 24%
Not Much/None (Net)	56 12%	33 15%	23 9%	26 19% eG	10 9%	12 13%	8 6%	10 7%	34 15%	12 13%	26 14%	8 10%	21 11%	28 19% Op	15 9%	13 9%	27 10%	24 12%	3 6%	33 12%
Not much	31 7%	18 8%	13 5%	16 11% e	4 4%	4 4%	6 5%	7 5%	22 9% j	2 2%	14 8%	4 5%	12 6%	20 14% OP	7 4%	4 3%	19 7%	11 6%	3 6%	17 6%
None	25 5%	16 7%	9 4%	10 7%	5 5%	8 9%	2 1%	3 2%	12 5%	10 11% H	12 7%	4 5%	9 5%	8 5%	9 5%	9 6%	8 3%	13 7%	-	16 6%
I am not at all familiar with this company	22 5%	16 7%	7 3%	9 6%	7 7%	1 1%	6 4%	6 4%	14 6%	2 2%	13 7%	2 3%	5 3%	7 5%	6 3%	9 6%	9 4%	10 5%	5 11%	13 5%
Sigma	466 100%	220 100%	246 100%	142 100%	105 100%	92 100%	127 100%	143 100%	230 100%	93 100%	178 100%	75 100%	190 100%	143 100%	179 100%	145 100%	262 100%	192 100%	46 100%	276 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 302

BB09_124 How much would you miss each of the following companies if they closed for good?

Telecom
 AT&T

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	464	178	286	207	124	72	61	142	210	112	242	62	132	140	168	156	235	214	41	264
Weighted Base	485	237*	248	144	119*	120*	102*	144*	236*	105*	143	85*	235*	169*	184*	132*	254	217*	56**	307
Somewhat/A Great Deal (Net)	256 53%	140 59% c	116 47%	88 61% G	65 54%	62 52%	41 40%	98 68% IJ	112 47%	46 44%	62 43%	42 50%	147 63% K	83 49%	108 59%	65 49%	150 59% r	103 47%	27 48%	190 62%
A great deal	151 31%	79 33%	71 29%	47 33% g	45 38% g	37 31%	22 21%	59 41% ij	66 28%	26 25%	30 21%	17 20%	100 42% KL	53 31%	71 38% P	28 21%	85 34%	63 29%	17 30%	109 35%
Somewhat	105 22%	61 26%	45 18%	41 29% e	20 16%	25 21%	19 19%	40 27%	46 19%	20 19%	31 22%	25 29%	47 20%	31 18%	38 20%	37 28%	64 25%	40 18%	10 18%	81 26%
Not Much/None (Net)	208 43%	88 37%	120 48% b	48 33%	46 39%	55 46%	59 58% De	41 29%	113 48% H	54 52% H	70 49% m	41 49%	83 35%	79 47%	72 39%	58 44%	95 37%	106 49% q	22 40%	108 35%
Not much	81 17%	38 16%	43 17%	26 18%	19 16%	19 15%	17 17%	23 16%	45 19%	13 12%	22 16%	19 22%	37 16%	28 16%	26 14%	27 20%	38 15%	42 19%	11 19%	45 15%
None	127 26%	50 21%	77 31% b	22 15%	27 23%	37 31% D	42 41% De	18 12%	68 29% H	42 40% H	48 34% M	23 27%	46 19%	52 31%	45 24%	31 23%	57 22%	64 30%	12 21%	63 21%
I am not at all familiar with this company	21 4%	9 4%	12 5%	8 5%	8 7%	2 2%	2 2%	5 3%	11 5%	5 5%	11 7% m	1 2%	5 2%	6 4%	4 2%	10 7%	10 4%	8 4%	7 12%	9 3%
Sigma	485 100%	237 100%	248 100%	144 100%	119 100%	120 100%	102 100%	144 100%	236 100%	105 100%	143 100%	85 100%	235 100%	169 100%	184 100%	132 100%	254 100%	217 100%	56 100%	307 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 303

BB09_125 How much would you miss each of the following companies if they closed for good?

Telecom
 Verizon

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	454	172	282	188	133	76	57	167	181	106	243	64	123	149	149	156	241	201	49	241
Weighted Base	457	221*	237	139	120*	112*	87*	171*	201*	85*	140	78*	217*	152*	157*	149*	268	180	74*	276
Somewhat/A Great Deal (Net)	271 59%	129 59%	142 60%	77 56%	85 71% dg	64 57%	46 52%	122 71% IJ	107 53%	42 49%	61 44%	42 54%	158 73% KL	90 59%	101 64%	80 54%	172 64% r	93 52%	62 83% T	182 66%
A great deal	148 32%	72 33%	76 32%	40 29%	54 45% Dfg	31 28%	23 26%	71 42% lj	55 27%	22 26%	32 23%	31 40% K	79 37% K	55 37%	56 36%	37 25%	97 36%	47 26%	41 56% T	103 37%
Somewhat	123 27%	57 26%	66 28%	37 27%	30 25%	32 29%	23 26%	51 30%	52 26%	19 23%	29 21%	11 14%	78 36% KL	35 23%	45 29%	43 29%	75 28%	46 26%	20 27%	80 29%
Not Much/None (Net)	159 35%	77 35%	82 35%	47 34%	32 26%	43 38%	38 43%	46 27%	80 40% h	33 39%	69 49% M	34 44% M	49 22%	56 37%	43 27%	59 40%	82 31%	74 41%	10 14%	83 30% S
Not much	68 15%	45 21% C	23 10%	25 18%	12 10%	16 14%	15 17%	21 12%	43 21% J	4 5%	24 17%	17 22% m	23 11%	26 17%	19 12%	23 15%	43 16%	25 14%	8 11%	42 15%
None	91 20%	31 14%	60 25% B	22 16%	20 17%	27 24%	23 26%	25 14%	37 19%	29 34% Hi	45 32% M	17 21%	26 12%	30 20%	24 15%	37 25%	39 15%	49 27% Q	2 3%	41 15% S
I am not at all familiar with this company	27 6%	15 7%	12 5%	15 11% e	3 3%	5 5%	4 4%	4 2%	13 7%	10 12% H	10 7%	2 2%	11 5%	5 4%	13 8%	9 6%	14 5%	13 7%	3 4%	10 4%
Sigma	457 100%	221 100%	237 100%	139 100%	120 100%	112 100%	87 100%	171 100%	201 100%	85 100%	140 100%	78 100%	217 100%	152 100%	157 100%	149 100%	268 100%	180 100%	74 100%	276 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 304

BB09_126 How much would you miss each of the following companies if they closed for good?

Telecom
 Comcast

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	461	162	299	188	141	69	63	148	192	121	245	61	138	152	137	172	233	209	37	262
Weighted Base	458	204*	254	147	123*	96*	92*	142*	221*	95*	135	70*	239*	141*	158*	158*	255	190	42**	302
Somewhat/A Great Deal (Net)	227 49%	126 62% C	100 40%	83 56% f	66 54%	37 39%	40 44%	80 57% J	110 50%	36 38%	59 43%	28 39%	134 56% kl	75 53%	83 53%	68 43%	137 54%	84 44%	31 75%	172 57%
A great deal	121 26%	62 30%	59 23%	31 21%	39 32%	21 22%	29 32%	42 29% J	68 31% J	12 13%	26 19%	15 22%	78 33% K	43 30%	48 30%	30 19%	82 32% R	36 19%	21 49%	95 31%
Somewhat	105 23%	65 32% C	41 16%	52 35% eFG	27 22%	16 17%	11 12%	39 27%	43 19%	24 25%	32 24%	12 18%	56 24%	32 23%	35 22%	38 24%	56 22%	48 25%	11 26%	77 25%
Not Much/None (Net)	183 40%	65 32%	118 46% B	47 32%	38 31%	52 55% DE	45 50% de	49 34%	89 40%	45 48%	62 46%	33 48%	83 35%	58 41%	62 39%	63 40%	97 38%	82 43%	7 17%	107 35%
Not much	73 16%	18 9%	55 22% B	22 15%	18 15%	21 22%	11 12%	15 10%	47 21% h	11 12%	27 20%	14 20%	32 13%	25 18%	31 20%	17 11%	44 17%	29 15%	4 9%	52 17%
None	110 24%	47 23%	63 25%	25 17%	19 16%	31 32% de	35 38% DE	34 24%	41 19%	34 36%	35 26%	19 28%	52 22%	32 23%	31 20%	47 29%	53 21%	53 28%	4 8%	55 18%
I am not at all familiar with this company	48 11%	13 6%	35 14% b	17 12%	19 16%	6 6%	6 7%	13 9%	22 10%	14 14%	15 11%	9 13%	22 9%	9 6%	13 8%	27 17% N	21 8%	24 13%	3 8%	24 8%
Sigma	458 100%	204 100%	254 100%	147 100%	123 100%	96 100%	92 100%	142 100%	221 100%	95 100%	135 100%	70 100%	239 100%	141 100%	158 100%	158 100%	255 100%	190 100%	42 100%	302 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 305

BB09_127 How much would you miss each of the following companies if they closed for good?

Telecom

Dell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	464	184	280	199	133	83	49	157	195	112	246	72	121	130	176	158	234	212	44	257
Weighted Base	475	229	246	160	113*	129*	73**	152*	235	87*	139	89*	222*	144*	200	131*	275	183	61*	302
Somewhat/A Great Deal (Net)	301 63%	152 66%	149 61%	100 63%	69 61%	82 63%	50 68%	107 70% i	138 58%	57 65%	81 59%	47 53%	163 73% KL	94 65%	129 64%	78 60%	188 68%	108 59%	46 76%	203 67%
A great deal	159 33%	80 35%	78 32%	51 32%	39 35%	45 35%	23 32%	61 40%	71 30%	26 29%	34 25%	28 31%	92 42% K	58 40% o	56 28%	45 35%	109 40% R	48 26%	29 48%	115 38%
Somewhat	143 30%	72 31%	71 29%	49 31%	30 26%	37 28%	27 36%	45 30%	66 28%	31 36%	47 34%	20 22%	71 32%	36 25%	73 36%	33 25%	79 29%	60 33%	17 28%	87 29%
Not Much/None (Net)	144 30%	67 29%	78 32%	44 27%	37 33%	45 35%	19 26%	35 23%	86 37% h	23 26%	45 33% m	39 44% M	46 21%	45 31%	54 27%	46 35%	76 28%	60 33%	11 18%	83 27%
Not much	76 16%	35 15%	41 17%	26 16%	16 14%	21 16%	13 18%	20 13%	45 19%	11 12%	17 12%	23 28% K	32 15%	16 11%	32 16%	27 21%	44 16%	31 17%	10 17%	52 17%
None	69 15%	32 14%	37 15%	18 11%	21 19%	24 19%	6 8%	15 10%	41 18%	12 14%	29 21% M	16 18% M	14 6%	29 20%	22 11%	19 14%	33 12%	29 16%	1 1%	31 10% S
I am not at all familiar with this company	29 6%	10 4%	19 8%	16 10% i	7 6%	3 2%	4 5%	10 6%	12 5%	8 9%	12 9%	3 3%	13 6%	5 4%	18 9%	6 5%	11 4%	15 8%	4 7%	16 5%
Sigma	475 100%	229 100%	246 100%	160 100%	113 100%	129 100%	73 100%	152 100%	235 100%	87 100%	139 100%	89 100%	222 100%	144 100%	200 100%	131 100%	275 100%	183 100%	61 100%	302 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 306

BB09_128 How much would you miss each of the following companies if they closed for good?

Telecom
 Intel

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	473	172	301	211	123	75	64	158	198	117	264	49	135	137	178	158	234	218	43	263
Weighted Base	446	195*	251	158	100*	102*	86*	141*	199*	106*	144	55*	217*	128*	176*	143*	249	178	52**	271
Somewhat/A Great Deal (Net)	247 55%	126 65% C	121 48%	80 51%	63 63%	58 57%	46 53%	81 57%	107 54%	59 56%	69 48%	25 46%	134 62% K	67 53%	114 65% P	65 46%	142 57%	95 53%	30 58%	161 59%
A great deal	130 29%	72 37% C	57 23%	43 27%	37 37%	29 28%	21 24%	44 31%	54 27%	33 31%	33 23%	13 24%	79 36% K	37 29%	60 34%	33 23%	75 30%	50 28%	25 48%	94 35%
Somewhat	117 26%	54 28%	63 25%	37 24%	26 26%	29 29%	25 29%	38 27%	53 27%	27 25%	36 25%	12 22%	55 25%	30 24%	55 31%	32 23%	68 27%	45 25%	5 10%	67 25%
Not Much/None (Net)	123 28%	49 25%	74 30%	54 34% E	18 19%	26 25%	25 28%	35 25%	63 32%	25 24%	45 31%	20 36%	50 23%	42 33%	38 21%	43 30%	67 27%	47 26%	14 27%	71 26%
Not much	41 9%	14 7%	27 11%	27 17% eFG	7 7%	5 5%	2 2%	14 10%	24 12% J	3 3%	13 9%	9 17%	18 8%	14 11%	18 10%	8 6%	23 9%	17 10%	10 19%	35 13%
None	82 18%	35 18%	48 19%	27 17%	11 11%	21 21%	23 26%	21 15%	39 20%	22 21%	32 23%	11 19%	32 15%	28 22%	19 11%	35 24% O	44 18%	30 17%	4 8%	35 13%
I am not at all familiar with this company	76 17%	20 10%	56 22% B	23 15%	18 18%	18 18%	16 19%	26 18%	29 15%	21 20%	29 20%	10 18%	33 15%	18 14%	24 13%	34 24% o	39 16%	36 20%	7 14%	39 14%
Sigma	446 100%	195 100%	251 100%	158 100%	100 100%	102 100%	86 100%	141 100%	199 100%	106 100%	144 100%	55 100%	217 100%	128 100%	176 100%	143 100%	249 100%	178 100%	52 100%	271 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 307

BB09_129 How much would you miss each of the following companies if they closed for good?

Telecom
 Hewlett-Packard Enterprise

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	465	186	279	180	140	73	72	163	183	119	248	76	120	146	152	167	247	204	38	239
Weighted Base	476	245*	232	134	132*	107*	104*	153*	210*	113*	139	96*	220*	157*	168*	151*	276	185*	54**	288
Somewhat/A Great Deal (Net)	262 55%	155 63% C	106 46%	50 37%	90 69% D	60 57% D	62 59% D	87 57%	126 60% J	49 43%	64 46%	61 63% K	136 62% K	89 57%	97 58%	75 50%	160 58%	97 52%	39 73%	168 58%
A great deal	119 25%	71 29%	48 21%	26 19%	46 35% Df	21 20%	27 26%	44 29% j	57 27%	18 16%	32 23%	19 20%	67 31%	41 26%	41 24%	37 25%	83 30% R	32 17%	25 46%	81 28%
Somewhat	142 30%	84 34%	58 25%	24 18%	45 34% D	39 37% D	34 33% d	43 28%	69 33%	30 27%	32 23%	41 43% K	68 31%	48 31%	56 34%	38 25%	77 28%	65 35%	14 27%	87 30%
Not Much/None (Net)	138 29%	66 27%	72 31%	48 36% Eg	28 22%	42 40% eg	20 19%	39 25%	56 27%	43 38%	47 34%	26 27%	59 27%	44 28%	48 28%	46 31%	81 29%	57 31%	15 27%	76 26%
Not much	68 14%	34 14%	34 15%	23 17%	18 14%	18 17%	9 9%	23 15%	31 15%	14 12%	23 16%	11 11%	33 15%	30 19%	17 10%	22 14%	45 16%	23 12%	8 14%	40 14%
None	70 15%	32 13%	38 17%	24 18% E	10 8%	25 23% E	11 10%	16 10%	25 12%	30 26% HI	24 17%	15 16%	25 12%	15 9%	31 18%	25 16%	37 13%	34 18%	7 13%	36 13%
I am not at all familiar with this company	76 16%	24 10%	53 23% B	36 27% EF	13 10%	4 4%	23 22% ef	28 18%	28 13%	21 18%	28 20% Im	9 10%	26 12%	24 15%	23 14%	29 19%	35 13%	32 17%	-	44 15%
Sigma	476 100%	245 100%	232 100%	134 100%	132 100%	107 100%	104 100%	153 100%	210 100%	113 100%	139 100%	96 100%	220 100%	157 100%	168 100%	151 100%	276 100%	185 100%	54 100%	288 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 308

BB09_130 How much would you miss each of the following companies if they closed for good?

Telecom
 Merck

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	471	185	286	188	151	75	57	158	195	118	251	67	124	138	150	183	252	206	40	250
Weighted Base	461	216*	245	130	145*	109*	77*	153*	213	95*	144	75*	215*	138*	165*	158*	275	178	53**	280
Somewhat/A Great Deal (Net)	143 31%	77 36%	65 27%	35 27%	54 37%	32 30%	21 28%	57 37%	57 27%	28 30%	37 26%	17 22%	87 41% KL	54 39% P	58 35% P	30 19%	93 34%	47 26%	25 48%	100 36%
A great deal	71 15%	39 18%	32 13%	16 13%	26 18%	24 22% g	5 7%	23 15%	33 15%	15 16%	16 11%	7 10%	47 22% KI	27 20% P	31 19% P	13 8%	57 21% R	14 8%	17 32%	46 17%
Somewhat	72 16%	38 18%	33 14%	19 14%	28 20% f	9 8%	16 21%	35 23% I	24 11%	13 14%	21 15%	9 13%	40 19%	27 20%	27 17%	17 11%	36 13%	33 19%	9 17%	53 19%
Not Much/None (Net)	177 38%	102 47% C	75 31%	44 34%	48 33%	55 51% de	29 38%	47 31%	95 44% h	35 37%	58 40%	33 44%	74 34%	51 37%	65 39%	61 39%	104 38%	70 39%	16 31%	106 38%
Not much	89 19%	65 30% C	25 10%	25 19%	19 13%	28 26% e	17 22%	20 13%	51 24% h	18 19%	23 16%	22 29% k	41 19%	29 21%	29 18%	31 20%	50 18%	39 22%	13 24%	65 23%
None	87 19%	37 17%	50 21%	18 14%	29 20%	27 25%	13 17%	27 18%	44 20%	17 18%	35 24% m	11 15%	32 15%	22 16%	36 22%	30 19%	54 20%	31 17%	4 7%	41 14%
I am not at all familiar with this company	142 31%	37 17%	105 43% B	51 39% F	43 29%	21 20%	27 34%	49 32%	61 29%	32 34%	49 34%	25 34%	54 25%	33 24%	42 25%	67 42% NO	78 28%	61 34%	11 20%	74 27%
Sigma	461 100%	216 100%	245 100%	130 100%	145 100%	109 100%	77 100%	153 100%	213 100%	95 100%	144 100%	75 100%	215 100%	138 100%	165 100%	158 100%	275 100%	178 100%	53 100%	280 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 309

BB09_131 How much would you miss each of the following companies if they closed for good?

Telecom
 Abbot

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	474	179	295	189	135	72	78	164	201	109	247	66	132	152	166	156	259	205	36	272
Weighted Base	468	212*	255	137	151*	88*	92*	168*	225	74*	140	73*	224*	165*	165*	138*	271	185	44**	290
Somewhat/A Great Deal (Net)	177 38%	108 51% C	69 27%	51 37%	69 46% f	26 29%	31 33%	85 51% I	77 34% j	15 20%	38 27%	28 38%	110 49% K	76 46% P	70 43% P	30 22%	115 42% r	59 32%	31 71%	143 49%
A great deal	74 16%	46 22% C	28 11%	18 13%	23 15%	14 16%	19 20%	35 21%	31 14%	8 10%	16 11%	18 25% K	40 18%	36 22% P	26 16%	12 9%	42 16%	30 16%	10 24%	57 20%
Somewhat	103 22%	62 29% C	41 16%	33 24%	47 31% FG	12 13%	12 13%	50 30% J	46 20% j	7 10%	22 16%	10 14%	70 31% KL	40 25% p	44 27% P	18 13%	73 27% R	29 16%	20 47%	86 30%
Not Much/None (Net)	139 30%	68 32%	72 28%	41 30%	36 24%	31 35%	31 33%	41 24%	73 32%	25 34%	45 32%	14 19%	68 30%	48 29%	43 26%	49 35%	69 25%	65 35%	8 19%	77 26%
Not much	49 10%	29 14%	19 8%	17 12%	20 13%	6 6%	7 8%	21 12%	23 10%	6 7%	15 11%	8 11%	25 11%	16 10%	13 8%	20 14%	28 10%	19 10%	4 9%	40 14%
None	91 19%	38 18%	52 20%	25 18%	16 11%	26 29% E	24 26% E	20 12%	50 22% h	20 27% H	29 21%	6 8%	43 19%	32 19%	30 18%	29 21%	41 15%	45 25% q	4 10%	37 13%
I am not at all familiar with this company	152 32%	37 17%	115 45% B	45 33%	45 30%	31 36%	30 33%	42 25%	75 33%	34 46% H	58 41% M	31 42% M	46 21%	41 25%	51 31%	59 43% N	87 32%	62 33%	5 11%	70 24%
Sigma	468 100%	212 100%	255 100%	137 100%	151 100%	88 100%	92 100%	168 100%	225 100%	74 100%	140 100%	73 100%	224 100%	165 100%	165 100%	138 100%	271 100%	185 100%	44 100%	290 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 310

BB09_132 How much would you miss each of the following companies if they closed for good?

Telecom
 Dollar General

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	464	180	284	204	131	62	67	162	197	105	255	61	124	133	172	159	241	210	42	244
Weighted Base	447	235*	212	152	115*	90*	90*	149*	219*	78*	133	77*	219*	135*	171*	141*	252	185*	57**	263
Somewhat/A Great Deal (Net)	290 65%	153 65%	136 64%	102 67%	84 74% F	47 52%	56 62%	112 75% I	121 55%	56 72% i	91 69%	44 57%	145 66%	93 69%	108 63%	88 63%	177 70% R	106 57%	42 74%	164 62%
A great deal	138 31%	68 29%	70 33%	56 37%	36 31%	22 24%	23 26%	51 34%	57 26%	30 38%	51 38%	21 27%	64 29%	34 25%	48 28%	55 39% n	88 35%	49 26%	12 21%	74 28%
Somewhat	152 34%	85 36%	67 31%	46 30%	48 42%	25 28%	32 36%	61 41%	65 29%	27 34%	40 30%	23 30%	81 37%	59 44% P	60 35%	33 23%	90 36%	57 31%	30 53%	90 34%
Not Much/None (Net)	125 28%	71 30%	54 25%	40 26%	23 20%	32 35%	30 33%	26 17%	81 37% Hj	17 22%	27 20%	25 32%	66 30%	37 27%	48 28%	40 28%	58 23%	64 34% q	13 22%	79 30%
Not much	69 15%	41 17%	28 13%	28 18%	16 14%	13 14%	12 13%	18 12%	42 19%	9 11%	15 11%	12 16%	36 17%	24 18%	27 16%	18 13%	38 15%	30 16%	5 9%	49 19%
None	56 13%	30 13%	26 12%	12 8%	7 6%	19 21% DE	18 21% dE	8 5%	39 18% H	9 11%	12 9%	13 16%	30 14%	13 9%	22 13%	22 15%	20 8%	34 18% Q	7 13%	30 12%
I am not at all familiar with this company	32 7%	11 5%	21 10%	10 6%	7 6%	11 13%	4 5%	11 7%	16 8%	5 6%	15 11% M	10 8%	8 4%	5 4%	14 8%	13 9%	17 7%	15 8%	2 4%	20 8%
Sigma	447 100%	235 100%	212 100%	152 100%	115 100%	90 100%	90 100%	149 100%	219 100%	78 100%	133 100%	77 100%	219 100%	135 100%	171 100%	141 100%	252 100%	185 100%	57 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 311

BB09_133 How much would you miss each of the following companies if they closed for good?

Telecom
 Caterpillar

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	466	179	287	199	135	72	60	166	195	105	259	62	113	130	154	182	248	200	42	251
Weighted Base	463	235	228	158	116*	113*	76**	162*	212*	89*	155	68*	216*	124*	176*	163*	264	186*	57**	297
Somewhat/A Great Deal (Net)	189 41%	125 53% C	64 28%	75 47%	49 42%	41 36%	23 31%	83 51% I	72 34%	33 37%	55 36%	16 23%	109 50% KL	67 54% Op	55 31%	66 40%	104 39%	78 42%	33 57%	133 45%
A great deal	84 18%	57 24% C	27 12%	31 19%	14 12%	24 21%	14 19%	50 31% J	22 11%	12 13%	30 19% L	3 5%	49 23% L	36 29% O	16 9%	32 19% o	46 18%	34 18%	18 31%	50 17%
Somewhat	105 23%	68 29% C	37 16%	44 28% f	35 30% f	17 15%	9 12%	33 21%	50 24%	22 24%	25 16%	13 19%	60 28% k	31 25%	40 23%	34 21%	57 22%	44 24%	15 26%	83 28%
Not Much/None (Net)	174 38%	80 34%	94 41%	47 30%	41 35%	45 40%	40 53%	48 30%	87 41%	38 43%	54 35%	42 62% KM	70 33%	42 34%	72 41%	60 37%	106 40%	65 35%	18 32%	102 34%
Not much	64 14%	33 14%	31 13%	30 19% e	12 10%	15 14%	6 8%	21 13%	32 15%	10 11%	19 12%	10 15%	35 16%	15 12%	24 14%	24 15%	38 14%	25 13%	9 15%	48 16%
None	110 24%	47 20%	63 28%	17 11%	29 25% D	30 26% D	34 45%	27 17%	54 26%	29 32% H	35 23%	32 47% KM	36 17%	26 21%	48 27%	36 22%	68 26%	40 22%	10 17%	53 18%
I am not at all familiar with this company	101 22%	30 13%	70 31% B	36 23%	26 22%	27 24%	12 16%	31 19%	53 25%	17 19%	46 30% IM	10 15%	37 17%	15 12%	49 28% N	37 23% n	55 21%	43 23%	6 11%	62 21%
Sigma	463 100%	235 100%	228 100%	158 100%	116 100%	113 100%	76 100%	162 100%	212 100%	89 100%	155 100%	68 100%	216 100%	124 100%	176 100%	163 100%	264 100%	186 100%	57 100%	297 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 312

BB09_134 How much would you miss each of the following companies if they closed for good?

Telecom
 Lockheed Martin

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	476	190	286	210	132	79	55	177	188	111	255	73	113	131	157	188	236	221	41	254
Weighted Base	490	232*	258	140	136*	132*	83**	167*	216*	107*	158	96*	210*	115*	174*	201*	273	203	49**	294
Somewhat/A Great Deal (Net)	187 38%	109 47% C	78 30%	61 44%	52 38%	44 34%	29 35%	82 49% I	76 35%	28 26%	35 22%	28 29%	118 56% KL	47 41%	71 41%	69 34%	124 45% R	58 28%	30 61%	149 51%
A great deal	81 16%	47 20%	34 13%	26 18%	19 14%	18 13%	18 22%	40 24% J	34 16%	7 6%	14 9%	9 9%	55 26% KL	15 13%	40 23% p	25 13%	54 20% r	23 12%	18 37%	61 21%
Somewhat	106 22%	62 27% c	44 17%	36 26%	33 24%	27 20%	11 13%	43 26%	42 19%	21 20%	21 13%	19 20%	63 30% K	31 27%	31 18%	44 22%	69 25%	34 17%	12 25%	88 30%
Not Much/None (Net)	186 38%	89 38%	97 38%	38 27%	48 35%	58 44% D	42 51%	49 29%	84 39%	53 50% H	61 38%	48 49% m	69 33%	39 34%	70 40%	78 39%	89 33%	94 46% Q	17 35%	93 32%
Not much	65 13%	31 13%	34 13%	20 15%	15 11%	21 16%	8 9%	24 14%	30 14%	11 10%	21 13%	17 17%	24 12%	6 6%	34 19% N	24 12%	28 10%	35 17%	7 14%	33 11%
None	122 25%	58 25%	64 25%	17 12%	33 24% D	37 28% D	35 42%	25 15%	54 25% h	42 40% Hi	40 25%	31 32%	44 21%	32 28%	36 21%	54 27%	61 22%	58 29%	10 20%	60 21%
I am not at all familiar with this company	117 24%	34 15%	83 32% B	41 29%	36 26%	29 22%	11 14%	36 22%	55 26%	26 24%	62 39% LM	21 22%	24 11%	30 26%	33 19%	54 27%	61 22%	52 26%	2 4%	52 18%
Sigma	490 100%	232 100%	258 100%	140 100%	136 100%	132 100%	83 100%	167 100%	216 100%	107 100%	158 100%	96 100%	210 100%	115 100%	174 100%	201 100%	273 100%	203 100%	49 100%	294 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 313

BB09_135 How much would you miss each of the following companies if they closed for good?

Telecom
 John Deere

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	467	170	297	190	143	68	66	155	183	129	253	67	122	144	154	169	234	218	38	250
Weighted Base	476	218*	258	134*	141*	100*	100*	164*	209*	103*	146	84*	214*	152*	158*	166*	253	205	56**	290
Somewhat/A Great Deal (Net)	208 44%	120 55% C	88 34%	63 47% g	75 53% G	41 41%	29 29%	84 51% i	79 38%	45 44%	58 39%	33 39%	110 51% k	84 56% OP	61 38%	63 38%	130 52% R	77 37%	32 57%	138 48%
A great deal	103 22%	69 32% C	35 13%	30 22%	31 22%	21 21%	22 22%	42 26%	40 19%	21 21%	25 17%	18 21%	59 27% k	48 32% Op	27 17%	29 17%	71 28% R	32 15%	16 28%	72 25%
Somewhat	105 22%	52 24%	53 21%	33 25% G	44 31% G	20 20%	7 7%	42 26%	39 19%	23 23%	33 22%	15 18%	51 24%	37 24%	33 21%	35 21%	60 24%	45 22%	16 29%	66 23%
Not Much/None (Net)	198 42%	60 28%	138 53% B	48 36%	51 37%	53 53% d	45 45%	51 31%	108 52% HJ	39 38%	60 41%	42 50%	80 38%	48 32%	76 48% N	74 44%	98 39%	94 46%	17 30%	109 38%
Not much	86 18%	34 15%	52 20%	26 19%	22 15%	22 22%	15 15%	24 14%	47 22%	15 15%	28 19%	16 19%	38 18%	19 12%	36 23% n	31 19%	45 18%	40 20%	9 15%	57 20%
None	112 24%	26 12%	86 33% B	22 16%	30 21%	31 30% d	30 30%	27 17%	61 29% h	23 23%	32 22%	26 30%	42 20%	30 20%	40 25%	43 26%	53 21%	54 26%	8 15%	52 18%
I am not at all familiar with this company	70 15%	38 17%	32 13%	23 17% i	15 11%	6 6%	26 26% EF	29 17%	22 11%	19 19%	29 20% m	10 12%	24 11%	19 13%	22 14%	29 17%	25 10%	34 17%	7 12%	43 15%
Sigma	476 100%	218 100%	258 100%	134 100%	141 100%	100 100%	100 100%	164 100%	209 100%	103 100%	146 100%	84 100%	214 100%	152 100%	158 100%	166 100%	253 100%	205 100%	56 100%	290 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 314

BB09_136 How much would you miss each of the following companies if they closed for good?

Telecom
 Cardinal Health

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	188	280	205	133	67	63	146	223	99	273	48	123	141	158	169	235	214	42	256
Weighted Base	469	225*	245	147	123*	93*	108*	145*	233	92*	158	52*	232*	154*	167*	148*	269	180*	63**	286
Somewhat/A Great Deal (Net)	153 32%	100 44% C	53 22%	51 35%	50 40% g	29 31%	24 22%	70 49% IJ	59 25%	23 25%	45 28%	14 27%	90 39%	54 35% P	76 45% P	23 15%	102 38% R	43 24%	43 69%	122 43%
A great deal	75 16%	47 21% C	28 11%	26 18% G	23 19% G	22 23% G	5 4%	35 24% ij	31 13%	9 10%	17 11%	6 12%	51 22% K	25 16% P	43 26% P	7 5%	51 19%	20 11%	19 30%	64 22%
Somewhat	77 16%	52 23% C	25 10%	25 17%	27 22% f	7 8%	19 18%	35 24% I	28 12%	14 16%	27 17%	8 15%	39 17%	30 19%	32 19%	15 10%	50 19%	23 13%	24 38%	58 20%
Not Much/None (Net)	142 30%	57 25%	85 35%	49 33%	33 27%	26 28%	34 32%	26 18%	88 38% H	28 30%	40 25%	18 35%	81 35%	52 34%	38 23%	52 35% o	79 29%	58 32%	14 23%	80 28%
Not much	53 11%	27 12%	25 10%	31 21% eFG	13 11%	2 3%	6 5%	17 12%	32 14%	4 5%	14 9%	10 19% k	28 12%	22 14%	16 9%	15 10%	30 11%	22 12%	4 7%	41 15%
None	90 19%	30 13%	60 25% B	18 12%	20 16%	23 25% d	29 26% d	10 7%	57 24% H	24 26% H	26 16%	9 17%	53 23%	31 20%	23 13%	36 25% o	48 18%	37 20%	10 16%	38 13%
I am not at all familiar with this company	175 37%	69 30%	106 43% B	47 32%	40 32%	38 41%	50 46%	48 33%	86 37%	41 45%	73 47% M	20 38%	60 26%	48 31%	54 32%	73 50% NO	89 33%	79 44%	5 8%	84 29%
Sigma	469 100%	225 100%	245 100%	147 100%	123 100%	93 100%	108 100%	145 100%	233 100%	92 100%	158 100%	52 100%	232 100%	154 100%	167 100%	148 100%	269 100%	180 100%	63 100%	286 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 315

BB09_137 How much would you miss each of the following companies if they closed for good?

Telecom
 Anthem Health

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	473	175	298	199	138	77	59	164	192	117	248	66	127	142	160	171	253	205	47	251
Weighted Base	468	252	216	155	127*	111*	75**	166*	185*	117*	140	71*	234*	140*	170*	157*	265	190*	62**	285
Somewhat/A Great Deal (Net)	178 38%	124 49% C	55 25%	71 46% f	52 41%	33 30%	23 30%	93 56% J	59 32%	26 22%	49 35%	23 33%	104 45%	65 47% P	67 39%	46 29%	109 41%	64 34%	40 64%	127 45%
A great deal	99 21%	69 27% C	29 14%	33 22%	33 26%	16 15%	16 21%	55 33% J	26 14%	17 15%	25 18%	16 22%	57 24%	40 28% P	35 21%	23 15%	61 23%	34 18%	20 32%	72 25%
Somewhat	80 17%	54 22% C	25 12%	37 24%	18 15%	17 15%	7 9%	38 23% J	33 18%	9 8%	24 17%	8 11%	47 20%	26 18%	31 18%	23 14%	48 18%	31 16%	20 31%	55 19%
Not Much/None (Net)	148 32%	87 35%	61 28%	32 20%	46 36% D	47 43% D	24 32%	34 21%	58 31% h	57 48% H	37 26%	28 40%	78 33%	44 31%	43 25%	62 39% o	86 33%	60 32%	18 28%	87 31%
Not much	60 13%	39 16%	21 10%	15 10%	18 14%	17 16%	10 13%	16 10%	29 16%	14 12%	9 7%	16 23% K	34 15% k	18 13%	20 12%	22 14%	41 16%	19 10%	9 15%	40 14%
None	88 19%	48 19%	41 19%	17 11%	27 21% D	30 27% D	15 19%	18 11%	28 15%	42 36% H	28 20%	12 17%	44 19%	26 19%	23 13%	40 25% o	45 17%	42 22%	8 13%	47 16%
I am not at all familiar with this company	141 30%	41 16%	99 46% B	52 34%	30 23%	30 27%	28 38%	39 23%	68 37% H	34 29%	54 39% M	20 28%	52 22%	31 22%	61 36% n	49 31%	70 26%	65 34%	5 8%	71 25%
Sigma	468 100%	252 100%	216 100%	155 100%	127 100%	111 100%	75 100%	166 100%	185 100%	117 100%	140 100%	71 100%	234 100%	140 100%	170 100%	157 100%	265 100%	190 100%	62 100%	285 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 316

BB09_138 How much would you miss each of the following companies if they closed for good?

Telecom
 Prudential

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	459	174	285	183	126	87	63	153	179	127	262	60	111	159	143	157	263	184	51	250
Weighted Base	439	211*	227	130	123*	116*	69**	155*	178*	105*	158	59*	197*	158*	139*	141*	268	162*	68*	271
Somewhat/A Great Deal (Net)	153 35%	88 42% C	65 28%	50 39% F	57 47% F	26 23%	19 27%	73 47% J	54 31%	25 24%	47 30%	18 30%	86 44% k	48 31%	58 42%	46 33%	105 39% r	44 27%	41 61% t	128 47%
A great deal	56 13%	40 19% C	16 7%	20 16% F	26 21% F	5 4%	5 8%	34 22% J	16 9%	7 6%	15 10%	7 12%	34 17%	21 13%	22 16%	13 9%	39 15%	16 10%	20 30% t	49 18%
Somewhat	96 22%	48 23%	49 21%	30 23%	32 26%	22 19%	13 19%	39 25%	38 22%	19 18%	32 20%	11 19%	52 26%	27 17%	36 26%	33 24%	66 25%	28 17%	21 31%	79 29%
Not Much/None (Net)	198 45%	91 43%	106 47%	41 32%	46 37%	74 64% DE	36 52%	60 39%	86 48%	51 49%	76 48%	35 60% M	78 40%	80 50%	55 39%	63 45%	130 48%	66 41%	22 32%	106 39%
Not much	84 19%	49 23%	35 15%	20 15%	20 16%	31 26% DE	14 20%	29 19%	35 20%	20 19%	23 15%	16 28% k	44 22%	39 25%	23 17%	22 15%	62 23% r	22 13%	17 25%	50 19%
None	114 26%	42 20%	71 31% b	22 17%	26 21%	44 37% De	23 33%	31 20%	51 29%	31 29%	53 33% M	19 32% m	35 18%	41 26%	31 23%	42 30%	68 25%	44 27%	5 7%	55 20% S
I am not at all familiar with this company	88 20%	32 15%	57 25% b	39 30% EF	20 16%	16 14%	14 20%	22 14%	38 21%	29 27% h	35 22% l	6 9%	33 17%	30 19%	27 19%	31 22%	33 12%	52 32% Q	5 7%	37 14%
Sigma	439 100%	211 100%	227 100%	130 100%	123 100%	116 100%	69 100%	155 100%	178 100%	105 100%	158 100%	59 100%	197 100%	158 100%	139 100%	141 100%	268 100%	162 100%	68 100%	271 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 317

BB09_139 How much would you miss each of the following companies if they closed for good?

Telecom
 NY Life

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	164	304	174	147	80	67	167	194	107	241	74	125	142	171	155	248	207	39	248
Weighted Base	483	223*	261	143*	117*	123*	100*	163*	223*	97*	145	76*	229*	142*	200*	142*	279	191*	57**	267
Somewhat/A Great Deal (Net)	154 32%	95 43% C	60 23%	57 40% FG	54 46% FG	25 20%	18 19%	83 51% IJ	61 27% J	10 10%	33 23%	9 12%	107 47% KL	45 32%	71 36%	38 27%	103 37%	51 27%	45 80%	111 41%
A great deal	79 16%	47 21% c	32 12%	30 21% fg	29 25% FG	11 9%	8 8%	51 32% IJ	23 10%	5 5%	14 10% I	2 2%	63 28% KL	23 16%	42 21% P	13 9%	57 20% r	22 11%	31 55%	58 22%
Somewhat	76 16%	48 21% C	28 11%	27 19%	24 21%	14 11%	11 11%	32 20% J	38 17% j	5 5%	19 13%	8 10%	44 19%	22 15%	29 15%	25 18%	46 17%	29 15%	14 25%	52 20%
Not Much/None (Net)	191 39%	90 40%	101 39%	39 27%	29 25%	65 53% DE	58 58% DE	52 32%	88 39%	51 52% H	63 44% m	47 62% KM	72 31%	60 42%	75 38%	56 39%	117 42%	68 36%	12 20%	87 33%
Not much	49 10%	20 9%	30 11%	15 11%	6 5%	15 12%	13 13%	16 10%	27 12%	6 6%	11 7%	19 25% KM	19 8%	15 10%	22 11%	13 9%	31 11%	18 9%	2 3%	30 11%
None	141 29%	70 31%	71 27%	24 17%	23 20%	50 40% DE	45 45% DE	36 22%	61 27%	45 46% HI	53 36% M	28 37% m	53 23%	45 32%	53 27%	43 30%	86 31%	50 26%	10 17%	57 21%
I am not at all familiar with this company	138 29%	38 17%	100 38% B	47 33%	34 29%	33 27%	24 24%	27 17%	74 33% H	37 38% H	49 34% m	19 26%	50 22%	37 26%	53 27%	48 34%	59 21%	71 37% Q	-	70 26%
Sigma	483 100%	223 100%	261 100%	143 100%	117 100%	123 100%	100 100%	163 100%	223 100%	97 100%	145 100%	76 100%	229 100%	142 100%	200 100%	142 100%	279 100%	191 100%	57 100%	267 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 318

BB09_140 How much would you miss each of the following companies if they closed for good?

Telecom
 MassMutual

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	483	192	291	207	126	81	69	169	208	106	265	59	123	144	164	175	250	214	45	266
Weighted Base	457	218	239	151	110*	103*	93*	140*	226	90*	151	68*	203*	136*	164*	157*	260	180	56**	277
Somewhat/A Great Deal (Net)	148 33%	98 45% C	50 21%	64 42% FG	43 39% fg	21 21%	20 22%	58 41% l	62 27%	28 32%	37 25%	13 19%	90 45% KL	53 39% p	57 35%	39 25%	87 34%	56 31%	39 71%	117 42%
A great deal	47 10%	37 17% C	10 4%	20 13% f	19 18% FG	4 4%	4 4%	19 14%	16 7%	11 12%	15 10%	3 5%	26 13%	25 18% oP	14 9%	7 5%	22 8%	23 13%	21 37%	40 14%
Somewhat	102 22%	61 28% C	41 17%	44 29%	23 21%	17 17%	17 18%	39 27%	46 20%	17 19%	22 15%	9 14%	64 32% KI	28 20%	43 26%	32 20%	65 25%	33 18%	19 34%	77 28%
Not Much/None (Net)	148 32%	64 29%	83 35%	34 23%	32 29%	51 50% DE	30 32%	27 19%	91 40% H	30 33% h	49 32%	26 39%	61 30%	36 26%	61 37%	51 33%	92 35%	52 29%	10 18%	79 28%
Not much	56 12%	23 11%	33 14%	17 11%	13 12%	17 16%	9 10%	10 7%	36 16% h	10 11%	11 7%	13 19% K	31 15% k	13 10%	28 17%	14 9%	36 14%	18 10%	8 14%	40 14%
None	92 20%	41 19%	51 21%	17 11%	19 18%	35 34% De	21 22%	17 12%	55 24% H	20 23%	38 25%	13 20%	30 15%	22 16%	33 20%	37 23%	55 21%	33 19%	2 4%	39 14%
I am not at all familiar with this company	161 35%	56 26%	105 44% B	53 35%	35 32%	30 29%	42 46%	55 39%	74 33%	32 35%	65 43% M	29 43% m	51 25%	47 35%	46 28%	67 43% o	81 31%	72 40%	6 12%	81 29%
Sigma	457 100%	218 100%	239 100%	151 100%	110 100%	103 100%	93 100%	140 100%	226 100%	90 100%	151 100%	68 100%	203 100%	136 100%	164 100%	157 100%	260 100%	180 100%	56 100%	277 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 319

BB09_141 How much would you miss each of the following companies if they closed for good?

Telecom
 Morgan Stanley

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	470	171	299	206	135	68	61	176	194	100	267	62	112	134	177	159	241	215	49	249
Weighted Base	458	216*	242	158	118*	89*	93*	166*	201	91*	151	75*	199*	145*	169*	144*	256	189	64*	273
Somewhat/A Great Deal (Net)	140 31%	88 41% C	53 22%	54 34% g	42 36% g	28 31%	17 18%	77 46% IJ	47 23%	17 19%	34 23%	21 29%	77 39% K	56 39% P	52 31%	32 22%	84 33%	56 30%	45 71% T	102 38%
A great deal	69 15%	43 20% c	26 11%	27 17%	23 20% g	13 15%	5 6%	41 25% lj	17 9%	10 11%	16 10%	9 13%	38 19% k	21 15%	32 19%	15 11%	45 18%	23 12%	30 46% T	58 21%
Somewhat	72 16%	45 21% C	27 11%	28 17%	19 16%	15 16%	11 12%	36 21% J	30 15%	7 7%	19 12%	12 16%	39 20%	35 24% Op	20 12%	17 12%	39 15%	33 18%	16 25%	44 16%
Not Much/None (Net)	198 43%	82 36%	116 48%	54 34%	39 33%	48 54% DE	58 62% DE	51 31%	99 49% H	48 53% H	66 44%	41 55%	79 40%	53 37%	74 44%	71 49%	123 48% r	67 36%	12 19%	108 40% S
Not much	98 21%	42 20%	55 23%	33 21%	22 18%	20 23%	23 25%	28 17%	53 27%	16 18%	22 15%	25 33% K	50 25% k	24 16%	38 23%	36 25%	63 25%	32 17%	9 14%	61 22%
None	100 22%	39 18%	61 25%	21 13%	17 14%	27 31% De	35 37% DE	23 14%	45 23%	32 35% H	44 29% M	16 22%	29 14%	30 21%	35 21%	35 24%	60 23%	35 18%	3 4%	47 17% S
I am not at all familiar with this company	120 26%	47 22%	73 30%	51 32% F	37 32% f	13 15%	19 20%	39 23%	55 27%	26 29%	51 34% Lm	13 17%	43 22%	35 24%	43 26%	41 29%	49 19%	66 35% Q	7 10%	62 23% S
Sigma	458 100%	216 100%	242 100%	158 100%	118 100%	89 100%	93 100%	166 100%	201 100%	91 100%	151 100%	75 100%	199 100%	145 100%	169 100%	144 100%	256 100%	189 100%	64 100%	273 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 320

BB09_142 How much would you miss each of the following companies if they closed for good?

Telecom
 Berkshire Hathaway

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	475	176	299	185	145	88	57	175	176	124	265	65	117	138	163	174	242	214	49	260
Weighted Base	460	214	246	146	124*	109*	82*	166*	196*	98*	151	84*	201*	139*	181*	141*	261	186	58*	283
Somewhat/A Great Deal (Net)	142 31%	95 44% C	47 19%	58 40% F	46 37% F	17 16%	20 25%	80 48% J	46 23%	16 17%	33 22%	23 27%	86 43% Kl	52 38% P	66 37% P	23 16%	90 34%	47 25%	41 70% T	126 45%
A great deal	73 16%	46 21% C	27 11%	30 20% F	30 24% F	2 2%	11 14% f	44 26% J	22 11%	7 7%	14 9%	13 16%	45 22% K	25 18% P	41 22% P	7 5%	45 17%	24 13%	25 44% T	67 24%
Somewhat	69 15%	49 23% C	20 8%	29 20%	16 13%	15 14%	9 11%	36 22% ij	23 12%	9 10%	19 13%	9 11%	41 20%	27 20%	26 14%	16 11%	44 17%	23 12%	15 26%	59 21%
Not Much/None (Net)	179 39%	96 45% c	82 33%	41 28%	48 39%	49 45% D	41 50% D	53 32%	84 43%	42 43%	66 44%	26 31%	77 38%	53 38%	61 34%	65 46% o	103 39%	73 39%	13 23%	101 36% s
Not much	73 16%	44 21% c	29 12%	21 15%	21 17%	19 18%	12 14%	20 12%	40 21%	12 13%	17 11%	12 14%	42 21% k	24 17%	21 12%	28 20%	44 17%	27 15%	11 18%	57 20%
None	106 23%	52 24%	54 22%	20 13%	27 22%	30 27% D	30 36% D	33 20%	44 22%	30 30%	49 33% LM	14 17%	35 17%	29 21%	40 22%	37 26%	59 22%	46 25%	3 5%	44 16% S
I am not at all familiar with this company	140 30%	23 11%	116 47% B	47 32%	30 24%	43 39% e	20 25%	34 20%	67 34% H	39 40% H	51 34% M	35 42% M	38 19%	34 24%	53 29%	53 38% n	69 26%	66 35%	4 7%	56 20% S
Sigma	460 100%	214 100%	246 100%	146 100%	124 100%	109 100%	82 100%	166 100%	196 100%	98 100%	151 100%	84 100%	201 100%	139 100%	181 100%	141 100%	261 100%	186 100%	58 100%	283 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 321

BB09_143 How much would you miss each of the following companies if they closed for good?

Telecom
 Goldman Sachs

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	456	182	274	185	125	78	68	154	186	116	236	59	133	134	166	156	248	196	41	248
Weighted Base	467	224	243	145	134*	99*	89*	164*	200	103*	146	69*	225*	144*	174*	149*	282	178*	55**	295
Somewhat/A Great Deal (Net)	129 28%	87 39% C	42 17%	63 43% FG	52 39% FG	9 9%	6 7%	66 40% IJ	49 25%	14 14%	25 17%	16 24%	87 39% K	43 30% p	62 36% P	24 16%	89 32%	39 22%	35 64%	112 38%
A great deal	65 14%	38 17%	27 11%	31 21% FG	26 19% FG	4 4%	4 4%	40 24% IJ	15 8%	10 10%	13 9%	12 18%	39 17% k	23 16%	29 17%	13 9%	44 16%	21 12%	21 38%	61 21%
Somewhat	65 14%	50 22% C	15 6%	32 22% FG	26 19% FG	5 5%	2 2%	26 16% J	34 17% J	5 4%	12 8%	4 6%	48 21% KL	20 14%	33 19% P	11 8%	46 16%	19 11%	15 27%	51 17%
Not Much/None (Net)	232 50%	115 51%	117 48%	51 35%	49 36%	66 67% DE	66 75% DE	63 39%	112 56% H	57 55% h	72 50%	40 58%	100 44%	77 54% o	68 39% O	87 58% O	136 48%	91 51%	19 34%	134 46%
Not much	85 18%	48 21%	37 15%	28 19%	23 17%	17 17%	17 19%	26 16%	37 19%	22 22%	18 13%	13 19%	49 22% k	26 18%	23 13% o	36 24% o	47 17%	36 20%	10 18%	66 23%
None	147 31%	67 30%	80 33%	23 16%	26 19%	49 49% DE	49 55% DE	38 23%	75 37% H	35 34%	54 37% M	27 39% m	51 23%	51 36%	45 26%	51 34%	89 32%	55 31%	9 16%	68 23%
I am not at all familiar with this company	105 23%	22 10%	84 34% B	31 22%	34 25%	24 25%	16 18%	35 21%	39 20%	32 31%	48 33% IM	13 18%	39 17%	24 16%	44 25%	38 26%	56 20%	48 27%	1 2%	49 17%
Sigma	467 100%	224 100%	243 100%	145 100%	134 100%	99 100%	89 100%	164 100%	200 100%	103 100%	146 100%	69 100%	225 100%	144 100%	174 100%	149 100%	282 100%	178 100%	55 100%	295 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 322

BB09_144 How much would you miss each of the following companies if they closed for good?

Telecom
 General Mills

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	469	185	284	200	138	75	56	156	195	118	249	64	123	142	158	169	240	218	48	260
Weighted Base	470	223	247	142	133*	110*	85**	157*	219*	94*	148	79*	213*	150*	163*	156*	265	196	62*	271
Somewhat/A Great Deal (Net)	347 74%	148 66%	199 81% B	87 62%	96 72%	95 86% De	69 81%	105 67%	171 78% h	71 76%	105 71%	50 63%	170 80% L	114 76%	134 82% P	100 64%	200 76%	146 75%	39 64%	206 76% s
A great deal	197 42%	85 38%	112 45%	43 30%	47 36%	61 55% DE	46 54%	61 39%	97 44%	39 41%	68 46%	29 36%	89 42%	74 49%	63 39%	60 38%	113 43%	84 43%	20 33%	116 43%
Somewhat	150 32%	63 28%	87 35%	44 31%	49 37%	34 31%	23 27%	44 28%	74 34%	32 34%	37 25%	21 27%	81 38% k	40 26%	71 43% NP	40 26%	87 33%	62 32%	19 31%	89 33%
Not Much/None (Net)	84 18%	55 25% C	29 12%	32 22%	25 19%	15 13%	12 14%	31 20%	34 15%	19 20%	31 21% m	25 32% M	25 12%	19 13%	21 13%	44 28% NO	49 19%	32 16%	12 20%	44 16%
Not much	48 10%	35 16% C	13 5%	16 11%	15 12%	13 12%	3 4%	22 14%	19 9%	7 8%	12 8%	20 25% KM	17 8%	10 6%	16 10%	22 14%	29 11%	19 10%	8 14%	31 12%
None	36 8%	21 9%	15 6%	16 11% F	10 8%	1 1%	9 10%	10 6%	15 7%	12 12%	19 13% M	6 7%	8 4%	9 6%	5 3%	22 14% O	20 8%	13 6%	4 7%	13 5%
I am not at all familiar with this company	39 8%	19 9%	19 8%	23 16% F	11 8%	1 1%	4 5%	20 13% j	14 6%	4 4%	13 9%	4 6%	18 9%	17 12%	8 5%	13 8%	16 6%	18 9%	10 16% t	21 8%
Sigma	470 100%	223 100%	247 100%	142 100%	133 100%	110 100%	85 100%	157 100%	219 100%	94 100%	148 100%	79 100%	213 100%	150 100%	163 100%	156 100%	265 100%	196 100%	62 100%	271 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 323

BB09_145 How much would you miss each of the following companies if they closed for good?

Telecom
 Unilever

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	467	190	277	184	135	86	62	149	211	107	245	66	128	145	176	146	233	221	42	251
Weighted Base	486	252	234	115	146*	127*	97*	142*	251	93*	140	79*	233*	159*	178*	148*	263	209	57**	290
Somewhat/A Great Deal (Net)	180 37%	111 44% C	68 29%	35 30%	64 44% d	48 38%	32 33%	67 47% J	94 37% j	19 21%	36 26%	26 34%	111 48% K	55 34%	79 44%	46 31%	119 45% R	58 28%	39 69%	120 41%
A great deal	83 17%	53 21%	30 13%	13 11%	34 24% D	26 20%	10 10%	30 21% j	45 18%	8 9%	11 8%	10 13%	57 24% K	29 18%	35 20%	19 13%	68 26% R	14 7%	22 38%	60 21%
Somewhat	97 20%	59 23%	38 16%	22 19%	30 20%	22 17%	22 23%	37 26% j	49 19%	11 12%	25 18%	16 21%	55 24%	26 16%	44 25%	27 18%	51 19%	44 21%	17 30%	60 21%
Not Much/None (Net)	148 30%	79 31%	69 29%	44 38% E	34 23%	41 32%	29 30%	36 25%	78 31%	33 36%	39 28%	30 39%	69 29%	50 31%	55 31%	43 29%	73 28%	72 34%	11 20%	85 29%
Not much	65 13%	39 16%	26 11%	24 21% E	13 9%	17 13%	11 12%	16 11%	40 16%	9 10%	10 7%	21 27% KM	29 12%	20 12%	31 17%	14 10%	31 12%	33 16%	8 14%	42 15%
None	82 17%	40 16%	43 18%	19 17%	21 14%	25 19%	18 18%	20 14%	38 15%	24 26% h	29 20%	9 12%	40 17%	30 19%	24 14%	28 19%	42 16%	39 18%	3 5%	43 15%
I am not at all familiar with this company	159 33%	62 25%	97 41% B	37 32%	48 33%	38 30%	36 37%	39 28%	79 32%	40 43% h	65 46% LM	22 28%	53 23%	55 34%	44 25%	59 40% O	71 27%	80 38% q	7 12%	85 29%
Sigma	486 100%	252 100%	234 100%	115 100%	146 100%	127 100%	97 100%	142 100%	251 100%	93 100%	140 100%	79 100%	233 100%	159 100%	178 100%	148 100%	263 100%	209 100%	57 100%	290 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 324

BB09_146 How much would you miss each of the following companies if they closed for good?

Telecom
 Mondelez

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	472	171	301	199	119	80	74	171	178	123	241	76	126	135	172	165	250	211	42	257
Weighted Base	483	204*	279	157	99*	123*	103*	181	209*	93*	134	99*	224*	137*	197*	149*	281	194	51**	287
Somewhat/A Great Deal (Net)	112 23%	78 38% C	34 12%	59 38% FG	29 30% G	21 17% G	2 2%	66 37% IJ	33 16%	13 14%	21 16%	9 9%	81 36% KL	25 18%	58 29% n	30 20%	79 28% R	31 16%	32 64%	89 31%
A great deal	51 11%	37 18% C	13 5%	22 14% G	18 18% G	11 9% g	- -	31 17% IJ	15 7%	5 6%	9 7%	5 5%	36 16% KI	8 6%	25 13%	17 12%	33 12%	17 9%	18 35%	37 13%
Somewhat	61 13%	40 20% C	21 7%	37 24% EFG	11 12% g	10 8% g	2 2%	35 20% lj	18 9%	8 8%	12 9%	4 4%	45 20% KL	16 12%	33 17% p	12 8%	46 16% R	14 7%	15 29%	52 18%
Not Much/None (Net)	147 30%	75 37% c	72 26%	48 30%	22 22%	43 34%	35 34%	47 26%	69 33%	30 33%	45 34%	29 29%	70 31%	48 35%	56 29%	42 28%	90 32%	52 27%	15 29%	87 30%
Not much	41 9%	26 13% C	15 5%	18 11%	10 10%	8 6%	6 6%	18 10%	22 10%	2 2%	9 6%	8 8%	24 11%	14 11%	16 8%	11 7%	29 10%	12 6%	8 16%	34 12%
None	106 22%	49 24%	57 21%	30 19%	12 12%	35 28% E	29 28% E	29 16%	48 23%	29 31% H	37 27%	21 21%	46 21%	34 25%	40 20%	32 21%	61 22%	40 21%	7 13%	53 18%
I am not at all familiar with this company	224 46%	51 25%	173 62% B	50 32%	48 48% D	60 49% d	66 64% De	67 37%	107 51% h	49 53% H	68 51% M	60 61% M	73 32%	64 47%	83 42%	77 52%	111 40%	111 57% Q	3 7%	112 39%
Sigma	483 100%	204 100%	279 100%	157 100%	99 100%	123 100%	103 100%	181 100%	209 100%	93 100%	134 100%	99 100%	224 100%	137 100%	197 100%	149 100%	281 100%	194 100%	51 100%	287 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 325

BB09_147 How much would you miss each of the following companies if they closed for good?

Telecom
 Fox Corporation

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	470	178	292	211	126	76	57	153	188	129	265	61	115	132	161	177	240	209	45	248
Weighted Base	458	227*	231	157	106*	102*	92*	148*	199*	111*	138	67*	219*	132*	172*	154*	247	193*	58**	273
Somewhat/A Great Deal (Net)	222 48%	133 59% C	88 38%	92 58% F	55 52% f	36 35%	39 42%	92 62% IJ	86 43%	44 39%	60 43%	30 45%	118 54%	83 62% OP	77 44%	62 41%	128 52%	86 45%	44 75%	164 60%
A great deal	89 19%	61 27% C	28 12%	36 23% F	26 24% F	9 9%	18 20%	41 28% I	28 14%	20 18%	27 20%	10 15%	51 23%	37 28% O	24 14%	28 18%	59 24% R	25 13%	17 29%	67 24%
Somewhat	133 29%	72 32%	60 26%	56 35%	29 28%	27 26%	21 23%	51 34%	58 29%	24 22%	33 24%	20 29%	67 31%	46 35%	52 30%	34 22%	70 28%	61 32%	27 46%	98 36%
Not Much/None (Net)	181 39%	85 37%	96 42%	47 30%	37 35%	52 51% D	45 48% d	40 27%	90 45% H	51 46% H	53 38%	28 42%	85 39%	39 29%	74 43% n	68 44% n	86 35%	86 45%	14 24%	87 32%
Not much	55 12%	28 12%	26 11%	17 11%	21 19% g	11 11%	6 7%	16 11%	29 14%	10 9%	14 10%	8 12%	26 12%	11 8%	28 16%	16 10%	27 11%	26 14%	5 8%	35 13%
None	126 28%	57 25%	70 30%	30 19%	16 16%	41 40% DE	39 42% DE	24 16%	61 30% H	42 37% H	38 28%	20 30%	59 27%	28 21%	46 27%	52 34% n	59 24%	60 31%	10 16%	52 19%
I am not at all familiar with this company	56 12%	9 4%	47 20% B	19 12%	14 13%	15 14%	9 9%	16 11%	24 12%	16 14%	26 18% M	13 10%	16 7%	11 8%	21 12%	24 16%	32 13%	20 11%	*	22 8%
Sigma	458 100%	227 100%	231 100%	157 100%	106 100%	102 100%	92 100%	148 100%	199 100%	111 100%	138 100%	67 100%	219 100%	132 100%	172 100%	154 100%	247 100%	193 100%	58 100%	273 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 326

BB09_148 How much would you miss each of the following companies if they closed for good?

Telecom
 Patagonia

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	474	176	298	199	146	64	65	173	186	115	263	63	130	132	184	158	242	218	46	264
Weighted Base	463	202*	260	162	135*	88*	78*	176*	210*	76*	150	67*	230*	124*	201*	138*	273	180	59**	292
Somewhat/A Great Deal (Net)	148 32%	77 38% c	71 27%	64 40% fG	53 39% fG	19 21%	12 15%	79 45% IJ	54 26%	14 19%	37 25%	19 29%	89 39% K	46 37%	67 34%	34 25%	96 35%	47 26%	37 62%	127 44%
A great deal	57 12%	27 14%	29 11%	27 17% f	22 16% f	3 4%	4 6%	35 20% IJ	17 8%	5 6%	15 10%	9 13%	32 14%	15 12%	32 16% p	9 7%	39 14%	16 9%	17 29%	49 17%
Somewhat	91 20%	49 24%	42 16%	37 23% g	31 23% g	15 18%	8 10%	44 25% j	37 18%	10 13%	23 15%	10 16%	57 25% k	31 25%	35 17%	25 18%	57 21%	31 17%	20 34%	78 27%
Not Much/None (Net)	174 38%	73 36%	101 39%	53 33%	41 30%	46 53% DE	34 44%	54 31%	95 45% H	26 34%	54 36%	22 34%	91 40%	44 36%	83 41%	47 34%	102 37%	70 39%	16 28%	104 36%
Not much	59 13%	33 16%	27 10%	22 14%	13 10%	20 23% eG	4 5%	27 15% J	31 15% J	1 2%	14 9%	11 16%	35 15%	15 12%	35 17% P	10 7%	48 18% R	11 6%	12 20%	53 18%
None	115 25%	41 20%	75 29%	31 19%	27 20%	26 30%	31 39% DE	27 15%	63 30% H	25 32% H	41 27%	12 18%	56 24%	29 24%	48 24%	38 27%	54 20%	59 33% Q	5 8%	52 18%
I am not at all familiar with this company	141 30%	53 26%	88 34%	45 28%	41 31%	23 26%	32 41%	43 25%	61 29%	36 47% HI	58 39% M	25 38% M	50 22%	34 27%	50 25%	56 41% nO	75 27%	63 35%	6 10%	60 21%
Sigma	463 100%	202 100%	260 100%	162 100%	135 100%	88 100%	78 100%	176 100%	210 100%	76 100%	150 100%	67 100%	230 100%	124 100%	201 100%	138 100%	273 100%	180 100%	59 100%	292 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 327

BB09_149 How much would you miss each of the following companies if they closed for good?

Telecom
 Chevron

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	458	177	281	204	126	71	57	151	189	118	233	55	144	148	153	157	235	209	45	258
Weighted Base	440	198*	242	150	116*	100*	73**	147*	194	98*	130	53*	229*	169*	142*	128*	237	192*	57*	272
Somewhat/A Great Deal (Net)	214 49%	127 64% C	87 36%	71 47%	71 61% d	46 46%	26 36%	91 62% I	75 38%	49 50%	57 44%	21 39%	131 57% kl	91 54%	71 50%	52 40%	141 59% R	69 36%	43 76% T	148 54%
A great deal	88 20%	49 25% c	39 16%	39 26% F	38 33% F	6 6%	5 6%	42 29% I	28 14%	18 18%	20 15%	8 15%	60 26% k	43 25%	26 18%	19 15%	62 26% R	25 13%	24 43% T	70 26%
Somewhat	126 29%	77 39% C	49 20%	32 21%	33 28%	40 40% D	22 30%	49 33%	46 24%	31 32%	37 29%	13 24%	71 31%	48 28%	46 32%	33 25%	79 33% r	44 23%	19 33%	78 29%
Not Much/None (Net)	186 42%	65 33%	121 50% B	56 37%	39 34%	49 49%	42 58%	43 29%	105 54% Hj	37 38%	56 43%	27 51%	86 38%	71 42%	55 38%	60 47%	82 35%	99 52% Q	13 23%	106 39% S
Not much	79 18%	37 19%	41 17%	36 24% e	16 14%	20 20%	7 9%	31 21% J	40 21% J	8 8%	30 23%	8 15%	36 16%	23 13%	35 25% n	21 16%	39 16%	39 20%	8 13%	54 20%
None	107 24%	27 14%	79 33% B	20 13%	23 20%	28 28% D	35 49%	13 9%	65 33% H	29 30% H	27 20%	19 36% km	50 22%	49 29% O	19 13%	39 31% O	43 18%	61 31% Q	6 10%	51 19%
I am not at all familiar with this company	40 9%	6 3%	34 14% B	24 16% Et	6 5%	6 6%	4 6%	13 9%	15 7%	12 13%	17 13% M	6 11%	12 5%	7 4%	16 11% n	17 13% N	14 6%	24 13% q	*	18 7% s
Sigma	440 100%	198 100%	242 100%	150 100%	116 100%	100 100%	73 100%	147 100%	194 100%	98 100%	130 100%	53 100%	229 100%	169 100%	142 100%	128 100%	237 100%	192 100%	57 100%	272 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 328

BB09_150 How much would you miss each of the following companies if they closed for good?

Telecom
 Albertson's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	474	202	272	201	130	68	75	167	192	115	238	72	132	152	166	156	245	213	52	262
Weighted Base	503	262	241	157	124*	100*	122*	168*	224*	111*	145	89*	230*	177*	186*	140*	291	201	60*	326
Somewhat/A Great Deal (Net)	221 44%	138 53% C	83 35%	84 54% fG	59 48%	37 37%	41 34%	101 60% IJ	81 36%	39 35%	60 41%	33 37%	119 52%	66 38%	95 51% n	60 43%	141 48%	76 38%	39 65% T	162 50%
A great deal	96 19%	58 22%	38 16%	28 18%	36 29% dG	19 19%	13 11%	52 31% lj	25 11%	19 17%	31 21%	13 15%	45 20%	28 16%	38 20%	30 21%	65 22%	30 15%	24 39% T	66 20%
Somewhat	125 25%	80 30% C	46 19%	56 36% EF	23 19%	18 18%	28 23%	49 29%	56 25%	20 18%	29 20%	20 22%	74 32% k	38 22%	57 31%	30 21%	76 26%	47 23%	15 25%	95 29%
Not Much/None (Net)	182 36%	89 34%	93 38%	40 26%	41 33%	42 42% d	58 48% D	44 26% H	100 45% H	38 34%	49 34%	33 37%	81 35%	87 49% Op	46 25%	50 35%	106 36%	74 37%	17 29%	111 34%
Not much	73 14%	32 12%	41 17%	19 12%	20 16%	15 15%	19 15%	21 13%	43 19% j	9 8%	14 9%	18 20% k	36 16%	39 22% Op	17 9%	16 12%	46 16%	27 13%	12 20%	49 15%
None	109 22%	57 22%	52 22%	21 13%	21 17%	28 28% D	40 32% De	23 14%	57 26% H	29 26% h	35 24%	15 17%	45 19%	47 27% o	29 15%	33 24%	60 21%	47 23%	5 9%	62 19%
I am not at all familiar with this company	100 20%	35 13%	65 27% B	32 21%	24 19%	21 21%	23 19%	24 14%	43 19%	34 31% H	36 25% M	23 26% m	30 13%	23 13%	46 24% n	31 22%	44 15%	51 25% q	4 6%	53 16% S
Sigma	503 100%	262 100%	241 100%	157 100%	124 100%	100 100%	122 100%	168 100%	224 100%	111 100%	145 100%	89 100%	230 100%	177 100%	186 100%	140 100%	291 100%	201 100%	60 100%	326 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 329

BB09_151 How much would you miss each of the following companies if they closed for good?

Telecom
 H-E-B Grocery

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	478	185	293	196	135	74	73	161	192	125	277	61	115	153	166	159	248	219	46	260
Weighted Base	464	211	254	135	122*	111*	96*	150*	220*	94*	168	59*	199*	151*	170*	143*	257	196	58**	277
Somewhat/A Great Deal (Net)	116 25%	79 37% C	38 15%	44 33% FG	46 37% FG	12 10%	15 15%	60 40% IJ	39 18%	17 18%	32 19%	11 19%	65 33% K	30 20%	47 28%	39 27%	77 30% R	30 16%	31 53%	96 35%
A great deal	61 13%	45 21% C	17 7%	17 12% f	29 24% DF	4 3%	12 13%	35 23% ij	17 8%	10 10%	15 9%	2 3%	37 19% kl	18 12%	22 13%	22 15%	44 17% R	12 6%	19 33%	53 19%
Somewhat	55 12%	34 16% c	21 8%	28 21% FG	17 14% g	8 7%	2 3%	25 17%	23 10%	7 8%	16 10%	10 16%	28 14%	12 8%	25 15%	17 12%	33 13%	18 9%	11 20%	44 16%
Not Much/None (Net)	156 34%	73 35%	84 33%	47 35%	32 26%	33 30%	44 46% E	42 28%	84 38%	31 33%	57 34%	23 39%	63 32%	49 32%	64 38%	44 31%	82 32%	75 38%	21 36%	92 33%
Not much	46 10%	30 14% C	16 6%	24 18% IG	12 10%	8 7%	2 2%	19 13% j	23 11%	4 4%	13 8%	8 14%	21 11%	10 6%	22 13%	15 10%	26 10%	19 10%	7 12%	34 12%
None	111 24%	43 20%	68 27%	23 17%	20 16%	26 23%	42 44% DEf	23 16%	60 27% h	27 29% h	44 26%	15 25%	42 21%	39 26%	42 25%	29 20%	55 21%	55 28%	14 24%	58 21%
I am not at all familiar with this company	191 41%	59 28%	132 52% B	43 32%	45 37%	67 60% DEg	37 39%	48 32%	98 44% h	46 49% H	80 47% m	25 42%	71 36%	72 48% o	59 35%	61 42%	99 38%	91 46%	7 11%	89 32%
Sigma	464 100%	211 100%	254 100%	135 100%	122 100%	111 100%	96 100%	150 100%	220 100%	94 100%	168 100%	59 100%	199 100%	151 100%	170 100%	143 100%	257 100%	196 100%	58 100%	277 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 330

BB09_152 How much would you miss each of the following companies if they closed for good?

Telecom
 T-Mobile

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	474	180	294	186	136	72	80	157	195	122	263	70	116	136	161	177	242	220	52	251
Weighted Base	462	217*	245	131	125*	104*	102*	160*	207*	95*	142	88*	194*	134*	184*	143*	258	196	75*	287
Somewhat/A Great Deal (Net)	216 47%	115 53% c	100 41%	69 53% fG	78 62% FG	38 37%	31 30%	95 59% IJ	92 44%	29 31%	56 40%	45 52%	106 55% K	65 49%	96 52% P	54 38%	130 51%	83 43%	61 81% T	158 55%
A great deal	128 28%	77 36% C	51 21%	43 33% FG	53 43% FG	16 16%	16 15%	62 39% IJ	49 24%	18 19%	29 20%	21 24%	70 36% K	38 28%	63 34% P	28 19%	82 32%	46 23%	49 66% T	104 36%
Somewhat	88 19%	38 18%	49 20%	26 20%	24 19%	22 21%	15 15%	33 21%	43 21%	11 12%	28 19%	24 28%	36 18%	28 21%	33 18%	26 18%	48 19%	38 19%	12 15%	54 19%
Not Much/None (Net)	194 42%	79 37%	115 47%	46 35%	35 28%	50 48% E	63 61% DE	55 34%	91 44%	48 51% h	65 46%	36 42%	72 37%	58 43%	64 35%	72 50% O	100 39%	88 45%	11 15%	110 38% S
Not much	76 16%	33 15%	43 17%	21 16%	14 11%	16 16%	24 23%	26 16%	31 15%	19 20%	20 14%	9 10%	38 20%	22 16%	23 12%	31 22% o	46 18%	29 15%	5 6%	49 17% S
None	119 26%	46 21%	72 30%	24 19%	21 17%	34 33% de	39 38% DE	29 18%	60 29% h	29 31% h	46 32% M	27 31% m	34 17%	36 27%	42 23%	41 28%	55 21%	59 30%	6 9%	61 21% S
I am not at all familiar with this company	52 11%	22 10%	30 12%	16 12%	12 10%	15 15%	9 8%	10 6%	24 12%	18 18% H	21 15%	6 7%	17 9%	11 9%	23 13%	17 12%	27 11%	24 12%	3 4%	19 6%
Sigma	462 100%	217 100%	245 100%	131 100%	125 100%	104 100%	102 100%	160 100%	207 100%	95 100%	142 100%	88 100%	194 100%	134 100%	184 100%	143 100%	258 100%	196 100%	75 100%	287 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 331

BB09_153 How much would you miss each of the following companies if they closed for good?

Telecom
 Xfinity

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	461	187	274	189	132	82	58	168	180	113	240	55	122	144	149	168	241	204	50	248
Weighted Base	441	211*	230	136	121*	114*	72*	161	190*	91*	132	72*	199*	149*	164*	129*	251	176*	74*	279
Somewhat/A Great Deal (Net)	213 48%	102 48%	112 49%	80 59% FG	66 55% fg	41 36%	26 37%	102 64% IJ	88 46% J	24 26%	55 41%	38 53%	110 55% K	75 51%	89 55% P	49 38%	138 55% R	72 41%	57 77% T	158 57%
A great deal	120 27%	51 24%	69 30%	45 33%	35 29%	23 20%	17 24%	53 33%	48 25%	19 21%	34 26%	26 36%	56 28%	47 32%	42 26%	31 24%	74 29%	43 25%	33 44% t	87 31%
Somewhat	93 21%	51 24%	42 18%	35 26%	31 26%	18 16%	9 12%	49 30% J	39 21% J	4 5%	20 15%	12 16%	54 27% K	28 19%	47 29% P	18 14%	64 26% r	29 16%	25 33%	71 25%
Not Much/None (Net)	157 36%	85 40%	72 32%	35 26%	38 31%	56 49% De	28 39%	42 26%	71 37% h	45 49% H	54 41%	28 38%	64 32%	60 40%	51 31%	47 36%	85 34%	68 39%	15 20%	87 31%
Not much	56 13%	33 15%	23 10%	18 13%	9 7%	17 15%	12 17%	24 15%	20 11%	12 13%	16 12%	14 19%	21 11%	21 14%	16 10%	19 14%	25 10%	29 17%	6 8%	33 12%
None	101 23%	52 25%	49 21%	17 13%	29 24% d	39 34% D	16 23%	18 11%	50 27% H	33 36% H	39 29%	14 19%	43 22%	38 26%	35 21%	28 22%	60 24%	39 22%	9 12%	54 19%
I am not at all familiar with this company	71 16%	25 12%	46 20% b	21 15%	16 14%	17 15%	17 24%	17 11%	31 17%	22 25% H	23 18%	7 9%	25 12%	14 9%	23 14%	33 26% No	29 11%	36 20% q	2 3%	35 12% S
Sigma	441 100%	211 100%	230 100%	136 100%	121 100%	114 100%	72 100%	161 100%	190 100%	91 100%	132 100%	72 100%	199 100%	149 100%	164 100%	129 100%	251 100%	176 100%	74 100%	279 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 332

BB09_154 How much would you miss each of the following companies if they closed for good?

Telecom
 Sam's Club

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	457	167	290	202	115	75	65	158	195	104	239	64	133	138	154	165	238	205	46	257
Weighted Base	438	204*	234	155	95*	102*	87*	145*	206	87*	133	76*	213*	148*	142*	148*	239	191	47*	281
Somewhat/A Great Deal (Net)	251 57%	121 59%	130 55%	93 60%	65 69% F	47 46%	45 52%	94 65%	112 55%	45 51%	69 52% I	28 37%	144 68% KL	93 63%	76 54%	82 55%	161 67% R	85 45%	42 89% T	178 63%
A great deal	148 34%	68 33%	80 34%	53 34%	38 40% f	24 23%	34 39%	56 38%	60 29%	32 37%	38 29%	13 17%	94 44% KL	67 45% Op	34 24%	47 32%	100 42% R	46 24%	27 58% T	116 41%
Somewhat	103 24%	53 26%	50 21%	40 26%	28 29% g	24 23%	11 13%	39 26%	52 25%	12 14%	31 23%	15 20%	51 24%	26 17%	42 30% n	35 24%	61 25%	39 20%	14 31%	62 22%
Not Much/None (Net)	163 37%	72 35%	92 39%	53 34%	22 23%	50 49% dE	39 45% E	44 30%	84 41%	36 41%	52 39% m	45 60% KM	60 28%	51 34%	54 38%	58 39%	69 29%	91 48% Q	4 9%	89 32% S
Not much	62 14%	29 14%	33 14%	34 22% eI	11 11%	11 10%	7 8%	18 12%	36 17%	9 10%	17 13%	16 21%	28 13%	22 15%	22 15%	18 12%	27 11%	35 18%	3 6%	42 15% s
None	101 23%	43 21%	58 25%	19 12%	11 12%	39 39% DE	33 37% DE	26 18%	48 23%	27 31% h	35 26% M	29 39% M	31 15%	29 20%	32 23%	40 27%	43 18%	56 29% Q	2 3%	47 17% S
I am not at all familiar with this company	24 5%	11 5%	13 6%	9 6%	8 8%	5 5%	3 3%	7 5%	10 5%	7 8%	11 9%	2 3%	9 4%	4 3%	12 8%	8 5%	9 4%	15 8%	1 2%	14 5%
Sigma	438 100%	204 100%	234 100%	155 100%	95 100%	102 100%	87 100%	145 100%	206 100%	87 100%	133 100%	76 100%	213 100%	148 100%	142 100%	148 100%	239 100%	191 100%	47 100%	281 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 333

BB09_155 How much would you miss each of the following companies if they closed for good?

Telecom
 Southwest Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	192	276	187	124	79	78	170	188	110	250	60	121	144	166	158	235	219	49	264
Weighted Base	500	256	244	153*	125*	107*	115*	202*	197*	101*	170	74*	222*	148*	174*	178*	283	204	72**	317
Somewhat/A Great Deal (Net)	296 59%	168 66% C	128 52%	94 62% g	85 68% G	64 60%	52 45%	144 72% IJ	106 53%	46 45%	72 42%	46 62% K	166 75% K	96 65%	103 59%	97 54%	182 64% r	109 53%	60 83%	240 76%
A great deal	147 29%	82 32%	65 27%	38 25%	41 33%	31 29%	37 32%	81 40% IJ	50 26%	16 15%	45 26%	25 34%	70 32%	56 38% p	47 27%	45 25%	94 33%	52 25%	38 53%	120 38%
Somewhat	148 30%	85 33%	63 26%	56 37% G	44 35% G	33 31% G	15 13%	63 31%	55 28%	30 30%	28 16%	21 29%	95 43% K	41 27%	56 32%	52 29%	88 31%	57 28%	22 30%	120 38%
Not Much/None (Net)	152 30%	73 29%	79 32%	41 26%	25 20%	33 31% DE	53 46% DE	43 22%	71 36% H	37 36% h	80 47% IM	22 29%	39 18%	39 26%	60 35%	52 29%	75 26%	74 36%	7 10%	65 20%
Not much	63 13%	28 11%	34 14%	25 16%	10 8%	8 8%	20 17%	22 11%	30 15%	11 11%	25 15%	5 6%	28 12%	20 14%	23 13%	19 11%	36 13%	26 13%	6 8%	43 14%
None	89 18%	45 17%	44 18%	16 10%	16 13%	24 23% d	33 29% De	21 11%	42 21% H	26 26% H	55 32% M	17 23% M	12 5%	19 13%	37 21%	33 19%	38 14%	48 23% q	1 2%	21 7%
I am not at all familiar with this company	53 11%	15 6%	37 15% B	18 12%	14 12%	10 9%	10 9%	14 7%	21 10%	18 18% H	18 10%	6 8%	17 8%	12 8%	11 6%	29 16% O	26 9%	21 10%	5 8%	13 4%
Sigma	500 100%	256 100%	244 100%	153 100%	125 100%	107 100%	115 100%	202 100%	197 100%	101 100%	170 100%	74 100%	222 100%	148 100%	174 100%	178 100%	283 100%	204 100%	72 100%	317 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 334

BB09_156 How much would you miss each of the following companies if they closed for good?

Telecom
 Airbus

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	186	282	196	118	85	69	156	211	101	253	58	125	145	169	154	256	201	45	255
Weighted Base	500	253	248	162	115*	131*	93*	169*	224	107*	146	71*	251*	128*	216*	156*	287	200*	67**	325
Somewhat/A Great Deal (Net)	149 30%	99 39% C	50 20%	66 41% FG	49 42% FG	27 21%	7 8%	89 53% IJ	51 23% J	9 8%	27 19%	16 22%	102 41% KI	32 25%	81 38% nP	36 23%	103 36% R	40 20%	45 67%	131 40%
A great deal	77 15%	55 22% C	22 9%	32 19% G	30 26% FG	13 10%	3 3%	51 30% IJ	22 10%	4 4%	15 10%	8 12%	53 21% K	13 10%	45 21% n	19 12%	56 20% r	20 10%	26 39%	72 22%
Somewhat	72 14%	44 17%	28 11%	34 21% G	19 17% g	14 11%	4 4%	39 23% IJ	28 13%	5 5%	12 9%	8 11%	49 20% K	19 14%	37 17%	17 11%	47 16%	20 10%	19 28%	60 18%
Not Much/None (Net)	214 43%	112 44%	102 41%	58 36%	39 34%	60 46%	57 61% DE	43 25%	109 49% H	62 58% H	66 45%	37 52%	103 41%	58 45%	90 42%	66 42%	106 37%	105 52% Q	17 26%	123 38%
Not much	70 14%	43 17%	26 11%	31 19% E	9 8%	14 11%	16 17%	15 9%	45 20% HJ	9 9%	15 10%	8 11%	43 17%	19 15%	38 18% p	13 8%	39 14%	30 15%	8 12%	52 16%
None	144 29%	68 27%	76 31%	27 16%	30 26%	46 35% D	41 44% De	27 16%	64 29% H	53 49% HI	51 35% m	29 40% m	60 24%	39 31%	51 24%	53 34%	67 23%	74 37% Q	9 14%	71 22%
I am not at all familiar with this company	138 28%	42 17%	96 39% B	38 24%	27 24%	43 33%	29 31%	37 22%	65 29%	36 34%	53 36% M	19 26%	46 18%	38 30%	45 21%	55 35% O	78 27%	54 27%	5 7%	70 22%
Sigma	500 100%	253 100%	248 100%	162 100%	115 100%	131 100%	93 100%	169 100%	224 100%	107 100%	146 100%	71 100%	251 100%	128 100%	216 100%	156 100%	287 100%	200 100%	67 100%	325 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_157 How much would you miss each of the following companies if they closed for good?

Telecom
 Kaiser Permanente

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	468	192	276	188	143	72	65	160	201	107	252	60	139	135	170	163	241	212	46	261
Weighted Base	472	235	237	126	151*	107*	88*	154*	222*	96*	139	65*	246*	146*	190*	136*	280	180	60*	317
Somewhat/A Great Deal (Net)	151 32%	90 38% C	61 26%	39 31% g	72 48% DFG	27 25%	13 14%	76 49% IJ	63 28% J	12 12%	35 25%	18 28%	91 37% k	40 27%	76 40% P	34 25%	106 38% R	43 24%	33 55% T	121 38%
A great deal	78 16%	49 21% c	29 12%	19 15% DFG	43 28% DFG	10 10%	5 6%	45 29% IJ	31 14% J	2 2%	18 13%	11 17%	49 20%	18 12%	43 23% p	16 12%	58 21% R	18 10%	19 31% t	64 20%
Somewhat	73 15%	41 17%	32 14%	20 16%	29 19%	17 16%	7 8%	31 20%	32 14%	10 10%	18 13%	7 11%	43 17%	22 15%	33 17%	18 13%	48 17%	25 14%	14 23%	56 18%
Not Much/None (Net)	174 37%	87 37%	87 36%	47 37%	47 31%	35 33%	46 51% E	42 27%	88 39% h	44 46% H	41 30%	28 44%	98 40%	58 40%	59 31%	57 42%	108 38%	63 35%	19 32%	119 38%
Not much	61 13%	40 17% c	21 9%	24 19% i	19 13%	9 8%	9 10%	19 13%	32 14%	10 10%	10 7%	11 18% k	40 16% K	21 14%	24 13%	16 12%	50 18% R	10 6%	12 20%	49 15%
None	113 24%	47 20%	66 28%	23 18%	27 18%	26 24%	37 42% DE	23 15%	56 25% h	34 36% H	31 22%	17 26%	58 24%	38 26%	35 18%	40 30% o	58 21%	52 29%	7 12%	70 22%
I am not at all familiar with this company	148 31%	58 25%	90 38% B	40 32%	32 21%	45 42% E	30 34%	36 23%	71 32%	40 42% H	63 45% IM	19 28%	56 23%	48 33%	55 29%	45 33%	66 24%	75 41% Q	8 13%	78 25% s
Sigma	472 100%	235 100%	237 100%	126 100%	151 100%	107 100%	88 100%	154 100%	222 100%	96 100%	139 100%	65 100%	246 100%	146 100%	190 100%	136 100%	280 100%	180 100%	60 100%	317 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 336

BB09_158 How much would you miss each of the following companies if they closed for good?

Telecom
 Conagra

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	466	177	289	184	135	73	74	161	201	104	266	54	117	134	171	161	232	217	34	251
Weighted Base	472	234*	238	134	123*	108*	107*	143*	229	99*	158	75*	207*	146*	177*	148*	263	196	42**	289
Somewhat/A Great Deal (Net)	148 31%	94 40% C	54 23%	41 30%	51 41% F	19 17%	38 35% f	53 37%	65 28%	30 31%	38 24%	15 19%	87 42% KL	46 31%	62 35%	40 27%	97 37% r	50 25%	23 54%	109 38%
A great deal	80 17%	46 20%	33 14%	22 16%	35 28% dFg	8 7%	15 14%	35 24% ij	34 15%	11 11%	24 15%	7 10%	49 24%	30 21% p	35 20% p	15 10%	55 21% r	23 12%	16 39%	64 22%
Somewhat	68 14%	48 20% C	20 9%	19 14%	16 13%	11 10%	22 21%	17 12%	31 14%	19 19%	15 9%	7 10%	38 18% k	16 11%	27 15%	25 17%	41 16%	26 14%	6 15%	45 16%
Not Much/None (Net)	140 30%	73 31%	67 28%	50 38% E	28 22%	28 26%	34 32%	40 28%	71 31%	29 29%	57 36% m	20 26%	52 25%	50 34%	51 29%	40 27%	67 25%	66 34%	8 20%	79 27%
Not much	53 11%	36 15% c	17 7%	23 17% E	7 6%	10 9%	13 12%	21 14%	26 11%	7 7%	20 13%	5 6%	28 14%	18 12%	21 12%	15 10%	23 9%	27 14%	5 12%	38 13%
None	87 19%	37 16%	50 21%	28 21%	20 17%	18 16%	22 20%	20 14%	45 20%	23 23% M	37 23% M	15 20%	24 12%	32 22%	30 17%	26 17%	44 17%	39 20%	3 8%	41 14%
I am not at all familiar with this company	184 39%	67 29%	117 49% B	42 32%	44 36%	62 57% DEG	35 33%	51 35%	93 41%	40 40%	63 40%	41 54% M	68 33%	51 35%	64 36%	68 46%	100 38%	80 41%	11 26%	102 35%
Sigma	472 100%	234 100%	238 100%	134 100%	123 100%	108 100%	107 100%	143 100%	229 100%	99 100%	158 100%	75 100%	207 100%	146 100%	177 100%	148 100%	263 100%	196 100%	42 100%	289 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 337

BB09_159 How much would you miss each of the following companies if they closed for good?

Telecom
 Quicken Loans

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	461	181	280	175	135	81	70	153	188	120	249	59	131	140	154	167	250	203	45	244
Weighted Base	485	224	260	131*	128*	136*	89*	160*	217*	108*	154	65*	241*	168*	156*	161*	291	184*	68**	276
Somewhat/A Great Deal (Net)	144 30%	93 41% C	51 20%	48 37% fG	58 45% FG	30 22%	8 9%	75 47% IJ	48 22%	21 19%	30 20%	12 18%	97 40% KL	50 30%	61 39% P	34 21%	94 32%	49 26%	41 60%	105 38%
A great deal	66 14%	43 19% C	24 9%	26 20% G	23 18% G	16 11%	2 3%	32 20% i	22 10%	12 11%	12 8%	5 7%	44 18% K	14 9%	34 22% Np	18 11%	45 16%	21 12%	19 28%	45 16%
Somewhat	78 16%	50 22% C	27 11%	23 17% G	35 27% FG	14 10%	6 7%	43 27% IJ	26 12%	9 8%	18 12%	7 11%	53 22% K	36 21% p	26 17%	16 10%	48 17%	27 15%	22 32%	60 22%
Not Much/None (Net)	256 53%	109 48%	147 57%	49 37%	52 40%	90 66% DE	65 73% DE	59 37%	135 62% H	62 58% H	88 57%	36 56%	120 50%	88 53%	76 49%	92 57%	151 52%	101 55%	14 21%	134 49%
Not much	77 16%	34 15%	43 16%	24 18% g	20 16%	28 21% g	5 6%	24 15%	40 19%	13 12%	20 13%	8 13%	48 20%	21 12%	28 18%	28 18%	52 18%	25 13%	9 13%	54 20%
None	179 37%	75 33%	105 40%	26 19%	32 25%	62 45% DE	60 67% DEf	35 22%	95 44% H	50 46% H	69 45% M	28 43%	72 30%	68 40%	48 31%	63 39%	99 34%	76 42%	5 8%	80 29%
I am not at all familiar with this company	85 17%	23 10%	62 24% B	34 26% ei	18 14%	16 12%	16 18%	26 16%	34 16%	25 23%	35 23% M	17 26% M	24 10%	29 17%	20 13%	35 22%	46 16%	35 19%	13 19%	37 13%
Sigma	485 100%	224 100%	260 100%	131 100%	128 100%	136 100%	89 100%	160 100%	217 100%	108 100%	154 100%	65 100%	241 100%	168 100%	156 100%	161 100%	291 100%	184 100%	68 100%	276 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 338

BB09_160 How much would you miss each of the following companies if they closed for good?

Telecom
 Nissan

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	469	178	291	205	126	72	66	159	192	118	261	68	113	134	167	168	237	213	45	279
Weighted Base	464	228	237	153	113*	102*	97*	148*	208	108*	165	83*	189*	137*	171*	157*	257	193	55*	306
Somewhat/A Great Deal (Net)	228 49%	115 50%	113 48%	81 53% G	65 57% G	50 49%	33 34%	91 62% IJ	94 45%	42 39%	74 45%	30 36%	115 61% KL	66 48%	87 51%	75 48%	142 55% R	80 41%	36 65% t	158 52%
A great deal	109 24%	56 25%	53 23%	36 24%	34 30% G	26 26%	13 13%	49 33% IJ	45 22%	15 14%	31 19%	15 18%	61 32% K	34 25%	40 23%	36 23%	72 28% r	34 17%	25 45% T	75 24%
Somewhat	119 26%	59 26%	60 25%	45 29%	31 27%	23 23%	20 21%	43 29%	49 24%	27 25%	44 26%	15 18%	54 28%	32 23%	47 28%	39 25%	70 27%	46 24%	11 21%	84 27%
Not Much/None (Net)	200 43%	99 43%	101 43%	54 36%	40 35%	51 50%	55 57% DE	48 32%	97 47% H	55 51% H	71 43%	51 62% KM	65 34%	62 46%	73 43%	64 41%	102 40%	96 49%	14 26%	125 41% s
Not much	89 19%	45 20%	44 18%	34 22%	15 13%	14 14%	26 27% e	23 15%	50 24%	15 14%	21 13%	22 27% K	39 21%	26 19%	37 22%	26 17%	47 18%	41 21%	10 18%	61 20%
None	111 24%	54 24%	57 24%	21 13%	24 22%	37 36% De	29 30% D	25 17%	46 22%	40 37% Hi	49 30% M	29 35% M	26 14%	36 27%	36 21%	38 25%	55 21%	54 28%	5 8%	64 21% S
I am not at all familiar with this company	37 8%	14 6%	23 10%	18 12% F	8 7%	1 1%	9 10%	9 6%	16 8%	11 10%	20 12% Lm	1 2%	10 5%	9 7%	10 6%	17 11%	13 5%	18 9%	5 8%	22 7%
Sigma	464 100%	228 100%	237 100%	153 100%	113 100%	102 100%	97 100%	148 100%	208 100%	108 100%	165 100%	83 100%	189 100%	137 100%	171 100%	157 100%	257 100%	193 100%	55 100%	306 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 339

BB09_161 How much would you miss each of the following companies if they closed for good?

Telecom
 Hallmark

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	475	184	291	192	135	86	62	162	194	119	263	70	118	153	178	144	252	213	46	257
Weighted Base	463	229*	234	147*	115*	113*	89**	158*	214*	91*	144	69*	228*	136*	190*	137*	260	197*	56**	270
Somewhat/A Great Deal (Net)	249 54%	122 53%	127 55%	79 54%	70 61%	51 45%	50 56%	91 58% j	121 57% j	37 40%	65 45%	30 43%	144 63% KL	75 55%	115 61% P	59 43%	145 56%	102 52%	36 65%	162 60%
A great deal	105 23%	55 24%	51 22%	25 17%	39 34% Df	22 20%	19 22%	41 26%	49 23%	16 18%	21 15%	13 19%	70 31% K	40 29% P	51 27% P	15 11%	65 25%	40 20%	20 36%	75 28%
Somewhat	144 31%	67 29%	77 33%	54 37%	30 26%	29 26%	30 34%	51 32%	73 34%	20 22%	44 30%	17 24%	74 32%	35 26%	65 34%	44 32%	80 31%	62 32%	16 28%	87 32%
Not Much/None (Net)	176 38%	84 37%	92 39%	53 36%	34 30%	59 53% dE	29 33%	53 33%	75 35%	48 53% HI	59 41%	37 54% M	70 31%	49 36%	67 35%	60 44%	97 37%	78 39%	17 30%	98 36%
Not much	92 20%	44 19%	48 21%	32 22%	26 22%	24 22%	11 12%	30 19%	38 18%	25 27%	26 18%	22 31% km	38 17%	23 17%	37 20%	32 23%	62 24%	30 15%	10 18%	56 21%
None	84 18%	40 18%	44 19%	21 15%	9 8%	35 31% DE	19 21%	23 14%	38 18%	23 26%	33 23% m	16 23%	32 14%	26 19%	30 16%	28 21%	35 14%	48 24% Q	7 12%	41 15%
I am not at all familiar with this company	37 8%	23 10%	15 6%	15 10% i	11 9% f	2 2%	10 11%	14 9%	17 8%	6 7%	20 14% Lm	2 3%	14 6%	12 9%	8 4%	18 13% O	18 7%	18 9%	3 5%	11 4%
Sigma	463 100%	229 100%	234 100%	147 100%	115 100%	113 100%	89 100%	158 100%	214 100%	91 100%	144 100%	69 100%	228 100%	136 100%	190 100%	137 100%	260 100%	197 100%	56 100%	270 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 340

BB09_162 How much would you miss each of the following companies if they closed for good?

Telecom
 Etsy

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	483	186	297	210	127	76	70	159	208	116	259	66	127	160	160	163	253	212	50	253
Weighted Base	493	241	252	159	119*	108*	107*	152*	233*	108*	147	87*	230*	174*	179*	140*	275	202*	60**	291
Somewhat/A Great Deal (Net)	190 39%	103 43%	87 35%	80 50% FG	68 58% FG	24 22%	18 17%	78 51% I	71 30%	42 39%	50 34%	21 25%	114 49% KL	61 35%	74 42%	55 39%	106 38%	79 39%	42 69%	138 47%
A great deal	94 19%	49 20%	45 18%	42 26% FG	36 30% FG	9 8%	8 7%	34 23%	35 15%	25 23%	21 15%	4 5%	66 29% KL	35 20%	33 18%	27 19%	56 20%	36 18%	24 39%	65 22%
Somewhat	96 19%	54 22%	42 17%	38 24% g	32 27% fg	15 14%	11 10%	44 29% ij	35 15%	17 16%	29 19%	17 20%	48 21%	26 15%	42 23%	28 20%	50 18%	43 21%	18 30%	73 25%
Not Much/None (Net)	203 41%	96 40%	107 43%	62 39%	37 31%	48 44%	57 53% E	56 37%	109 47%	38 35%	47 32%	44 51% K	100 44%	76 44%	78 44%	49 35%	122 44%	79 39%	17 28%	124 43%
Not much	90 18%	41 17%	49 19%	42 26% EF	15 13%	13 12%	19 18%	26 17%	47 20%	16 15%	14 10%	15 17%	58 25% K	37 21% p	38 21% p	15 10%	63 23% r	25 13%	16 27%	73 25%
None	114 23%	55 23%	58 23%	20 12%	21 18%	35 32% De	38 35% De	31 20%	62 27%	21 20%	33 23%	29 34% m	42 18%	39 22%	41 23%	34 24%	60 22%	53 26%	1 2%	52 18%
I am not at all familiar with this company	99 20%	42 17%	57 23%	17 11%	14 12%	36 34% DE	32 30% DE	18 12%	53 23% h	28 26% H	49 34% M	21 25% M	16 7%	37 21%	26 15%	36 26% o	47 17%	44 22%	1 2%	29 10%
Sigma	493 100%	241 100%	252 100%	159 100%	119 100%	108 100%	107 100%	152 100%	233 100%	108 100%	147 100%	87 100%	230 100%	174 100%	179 100%	140 100%	275 100%	202 100%	60 100%	291 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 341

BB09_163 How much would you miss each of the following companies if they closed for good?

Telecom
 Nintendo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	473	170	303	199	135	87	52	166	196	111	264	57	118	138	152	183	244	214	41	258
Weighted Base	473	207*	266	141	121*	135*	76**	159*	205*	109*	148	69*	230*	135*	184*	153*	268	195*	54**	301
Somewhat/A Great Deal (Net)	221 47%	107 52%	114 43%	96 68% F	68 56% F	47 35%	10 13%	100 63% J	84 41%	37 34%	67 45%	23 34%	122 53% I	56 41%	96 52%	69 45%	137 51%	81 41%	37 69%	154 51%
A great deal	127 27%	62 30%	64 24%	61 43% eF	36 30%	25 19%	4 5%	73 46% J	43 21% J	10 9%	36 24%	11 16%	74 32% I	26 19%	62 34% N	39 26%	85 32% r	41 21%	24 45%	91 30%
Somewhat	94 20%	45 22%	49 19%	34 24%	31 26%	22 17%	6 8%	27 17%	41 20%	26 24%	31 21%	13 18%	48 21%	30 22%	35 19%	29 19%	52 19%	40 21%	13 24%	63 21%
Not Much/None (Net)	207 44%	85 41%	122 46%	39 28%	48 40% d	63 47% D	56 74%	53 34%	98 48% H	55 51% h	68 46%	37 54%	92 40%	71 52% o	68 37%	68 44%	109 41%	93 48%	17 31%	126 42%
Not much	81 17%	33 16%	48 18%	22 16%	22 18%	30 22%	7 10%	16 10%	43 21% H	22 20%	22 15%	12 17%	45 20%	25 18%	32 17%	24 16%	45 17%	34 18%	9 17%	61 20%
None	126 27%	51 25%	74 28%	17 12%	26 22% d	34 25% d	49 64%	37 23%	55 27%	33 31%	46 31% m	26 37% M	47 20%	46 34% O	36 20%	43 28%	63 24%	58 30%	8 14%	65 22%
I am not at all familiar with this company	45 10%	15 7%	30 11%	6 5%	5 4%	24 18% DE	10 13%	5 3%	23 11% h	17 16% H	13 9%	8 12%	16 7%	9 6%	20 11%	17 11%	22 8%	21 11%	-	21 7%
Sigma	473 100%	207 100%	266 100%	141 100%	121 100%	135 100%	76 100%	159 100%	205 100%	109 100%	148 100%	69 100%	230 100%	135 100%	184 100%	153 100%	268 100%	195 100%	54 100%	301 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 342

BB09_164 How much would you miss each of the following companies if they closed for good?

Telecom
 Ace Hardware

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	480	191	289	190	135	88	67	145	216	119	252	66	125	147	172	161	250	210	50	269
Weighted Base	502	229*	274	141	126*	137*	99*	153*	235	114*	144	95*	220*	159*	190*	153*	289	193	61*	322
Somewhat/A Great Deal (Net)	298 59%	135 59%	162 59%	76 54%	69 55%	84 61%	69 70%	95 62%	140 60%	63 55%	84 58%	55 57%	144 66%	112 70% P	113 59%	73 48%	191 66% R	103 53%	38 61%	203 63%
A great deal	132 26%	60 26%	71 26%	43 30%	33 26%	29 21%	27 27%	60 39% J	55 23%	17 15%	39 27%	21 23%	67 31%	57 36% P	47 25%	28 18%	87 30%	42 22%	21 34%	92 29%
Somewhat	166 33%	75 33%	91 33%	33 24%	36 29%	55 40% D	42 43% D	36 23%	85 36% h	46 40% H	45 31%	33 35%	77 35%	55 35%	66 35%	45 29%	104 36%	61 32%	17 27%	111 34%
Not Much/None (Net)	158 31%	70 31%	88 32%	47 33%	47 38%	42 30%	22 22%	40 26%	76 32%	41 36%	42 29%	36 38%	63 28%	38 24%	61 32%	60 39% N	82 28%	67 35%	16 27%	87 27%
Not much	78 16%	39 17%	39 14%	27 19% G	26 21% G	23 17% G	3 3%	17 11%	39 17%	22 19%	19 13%	14 15%	37 17%	24 15%	22 11%	32 21% o	44 15%	33 17%	10 16%	45 14%
None	80 16%	32 14%	48 18%	20 15%	21 17%	19 14%	19 20%	24 15%	37 16%	19 17%	23 16%	22 23% m	25 12%	14 9%	39 20% N	27 18%	38 13%	34 18%	6 10%	42 13%
I am not at all familiar with this company	47 9%	23 10%	24 9%	18 13%	10 8%	11 8%	8 8%	17 11%	19 8%	11 9%	18 13% m	5 5%	13 6%	9 6%	17 9%	20 13%	16 6%	23 12% q	7 12%	32 10%
Sigma	502 100%	229 100%	274 100%	141 100%	126 100%	137 100%	99 100%	153 100%	235 100%	114 100%	144 100%	95 100%	220 100%	159 100%	190 100%	153 100%	289 100%	193 100%	61 100%	322 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 343

BB09_165 How much would you miss each of the following companies if they closed for good?

Telecom

Visa

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	464	182	282	201	122	79	62	160	186	118	244	63	121	142	170	152	230	219	53	274
Weighted Base	466	237*	229	136	124*	124*	81**	143*	199*	124*	141	72*	215*	148*	165*	152*	239	215*	69**	289
Somewhat/A Great Deal (Net)	359 77%	191 81%	168 73%	109 80%	92 74%	102 82%	56 70%	119 83%	151 76%	90 72%	104 74%	52 73%	179 83%	116 78%	139 84% P	103 68%	195 82%	159 74%	60 87%	247 85%
A great deal	227 49%	119 50%	108 47%	65 48%	58 47%	59 48%	45 56%	79 55%	97 49%	51 41%	65 46%	34 47%	113 53%	75 51%	83 50%	69 45%	118 49%	107 50%	34 50%	153 53%
Somewhat	132 28%	72 30%	60 26%	44 32%	34 27%	43 34%	11 14%	40 28%	53 27%	39 31%	39 28%	19 26%	66 31%	41 28%	56 34%	34 22%	78 32%	52 24%	26 37%	94 33%
Not Much/None (Net)	86 19%	41 17%	45 20%	21 15%	23 19%	20 16%	22 28%	15 11%	43 21% h	29 23% h	28 20%	16 22%	31 14%	28 19%	19 11%	40 26% O	35 15%	46 21%	6 9%	30 10%
Not much	34 7%	15 6%	20 9%	9 7%	9 7%	11 9%	5 6%	6 4%	18 9%	9 8%	9 7%	10 13% m	10 5%	11 7%	8 5%	15 10%	17 7%	17 8%	3 5%	10 3%
None	52 11%	26 11%	26 11%	11 8%	14 11%	10 8%	17 21%	9 6%	24 12%	19 16% h	18 13%	6 9%	20 10%	17 11%	11 6%	25 16% o	18 8%	28 13%	3 4%	20 7%
I am not at all familiar with this company	20 4%	5 2%	15 7% b	7 5%	9 7%	2 2%	2 3%	9 6%	6 3%	5 4%	9 6%	3 5%	5 2%	4 3%	7 4%	9 6%	9 4%	10 5%	3 4%	12 4%
Sigma	466 100%	237 100%	229 100%	136 100%	124 100%	124 100%	81 100%	143 100%	199 100%	124 100%	141 100%	72 100%	215 100%	148 100%	165 100%	152 100%	239 100%	215 100%	69 100%	289 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 344

BB09_166 How much would you miss each of the following companies if they closed for good?

Telecom
 Charles Schwab

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	471	165	306	198	129	66	78	161	198	112	267	62	109	150	158	163	256	197	41	245
Weighted Base	419	175*	244	137	121*	76*	86*	156*	179	85*	161	72*	163*	135*	162*	122*	257	145	49**	238
Somewhat/A Great Deal (Net)	132 32%	68 39% C	65 27%	43 32%	49 41% F	17 22%	23 27%	58 37% i	46 26%	29 34%	43 27%	16 22%	71 44% KL	38 28%	67 41% nP	27 22%	94 37% R	36 25%	27 55%	98 41%
A great deal	54 13%	31 18% c	23 10%	21 16% f	24 20% Fg	3 4%	6 7%	26 17%	21 12%	8 9%	19 12%	6 9%	29 18%	15 11%	28 17% p	11 9%	43 17% R	10 7%	16 32%	40 17%
Somewhat	78 19%	37 21%	41 17%	22 16%	25 21%	14 18%	17 19%	32 20%	25 14%	21 25% i	24 15%	9 13%	42 26% kl	23 17%	39 24% p	16 13%	51 20%	25 17%	11 23%	58 24%
Not Much/None (Net)	198 47%	84 48%	114 47%	51 37%	44 37%	50 66% DE	53 62% DE	57 36%	104 58% Hj	38 45%	77 48%	38 53%	70 43%	68 50%	73 45%	57 46%	120 47%	69 48%	13 27%	101 42%
Not much	63 15%	35 20% c	28 11%	20 15%	12 10%	17 23% e	13 15%	26 17%	30 17%	7 8%	22 14%	13 18%	26 16%	15 11%	25 16%	22 18%	40 16%	22 15%	9 19%	36 15%
None	136 32%	49 28%	86 35%	31 22%	32 26%	33 43% De	41 47% DE	30 20%	74 41% H	31 37% H	54 34%	25 35%	44 27%	53 39%	48 30%	35 28%	80 31%	47 32%	4 8%	65 27%
I am not at all familiar with this company	89 21%	23 13%	65 27% B	43 31% FG	27 23%	8 11%	10 12%	41 26% i	29 16%	18 21%	42 26% M	18 25% m	22 13%	29 21%	22 13%	38 31% O	43 17%	40 28% Q	9 18%	39 16%
Sigma	419 100%	175 100%	244 100%	137 100%	121 100%	76 100%	86 100%	156 100%	179 100%	85 100%	161 100%	72 100%	163 100%	135 100%	162 100%	122 100%	257 100%	145 100%	49 100%	238 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

BB09_167 How much would you miss each of the following companies if they closed for good?

Telecom
 Singer

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	467	191	276	197	135	69	66	151	199	117	242	59	136	145	161	161	239	210	47	265
Weighted Base	470	253	216	156	112*	100*	102*	144*	214	112*	142	74*	219*	155*	176*	139*	249	202*	61**	301
Somewhat/A Great Deal (Net)	182 39%	98 39%	84 39%	64 41%	51 46% f	29 29%	39 38%	61 42% j	91 43% j	31 28%	53 37% l	15 21%	107 49% kL	63 41%	66 38%	53 38%	117 47% R	62 31%	43 70%	119 40%
A great deal	74 16%	35 14%	40 18%	26 17% F	20 18% F	5 5%	24 23% F	32 22% i	26 12%	17 15%	25 18%	11 15%	33 15%	30 19%	25 14%	20 15%	50 20%	24 12%	20 33%	48 16%
Somewhat	108 23%	64 25%	44 20%	38 24%	31 28%	25 25%	15 15%	29 20%	65 31% J	14 13%	28 19% L	4 5%	74 34% KL	33 22%	42 24%	33 24%	68 27%	38 19%	22 36%	72 24%
Not Much/None (Net)	166 35%	111 44% C	56 26%	43 27%	33 30%	46 47% De	44 43% d	53 37%	62 29%	52 46% l	53 37%	36 48% m	70 32%	58 37%	64 37%	44 32%	75 30%	86 43% q	13 20%	105 35%
Not much	59 13%	40 16%	20 9%	12 8%	14 12%	19 19% d	14 14%	21 15%	27 13%	11 10%	14 10%	20 27% KM	24 11%	22 14%	21 12%	16 11%	29 12%	30 15%	2 4%	38 12%
None	107 23%	71 28% C	36 17%	30 20%	19 17%	27 27%	30 29%	32 22%	35 16%	41 36% hl	39 27%	15 21%	46 21%	36 23%	43 24%	28 20%	46 18%	56 28% q	10 16%	68 23%
I am not at all familiar with this company	121 26%	44 17%	77 35% B	50 32%	28 25%	24 24%	20 19%	30 21%	61 28%	30 26%	36 25%	23 31%	43 20%	34 22%	45 26%	42 30%	56 23%	53 26%	6 10%	76 25%
Sigma	470 100%	253 100%	216 100%	156 100%	112 100%	100 100%	102 100%	144 100%	214 100%	112 100%	142 100%	74 100%	219 100%	155 100%	176 100%	139 100%	249 100%	202 100%	61 100%	301 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 346

BB09_168 How much would you miss each of the following companies if they closed for good?

Telecom
 King Arthur

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	473	169	304	193	139	74	67	154	206	113	248	63	130	145	156	172	234	232	41	246
Weighted Base	484	227*	257	143	125*	112*	105*	160*	248	76*	141	70*	242*	154*	169*	160*	257	220	53**	290
Somewhat/A Great Deal (Net)	142 29%	92 40% C	51 20%	63 44% FG	53 43% FG	18 16%	8 8%	83 52% IJ	38 15%	22 29% I	32 23%	18 25%	91 38% K	40 26%	50 30%	52 32%	87 34%	56 25%	40 77%	116 40%
A great deal	55 11%	36 16% C	18 7%	24 17% fg	18 15%	6 6%	5 5%	34 21% I	9 4%	11 15% I	11 8%	7 10%	36 15%	18 12%	16 9%	20 13%	33 13%	21 10%	15 29%	39 13%
Somewhat	88 18%	55 24% C	32 13%	39 27% FG	35 28% FG	12 11%	3 2%	48 30% IJ	28 11%	11 15%	21 15%	11 15%	54 23%	22 14%	34 20%	32 20%	53 21%	35 16%	25 47%	77 26%
Not Much/None (Net)	158 33%	70 31%	88 34%	38 27%	38 30%	37 33%	44 42% d	37 23%	97 39% H	24 31%	45 32%	29 41%	74 31%	56 36%	59 35%	43 27%	86 34%	65 30%	8 15%	88 30%
Not much	61 13%	31 13%	31 12%	19 13%	17 14%	15 13%	10 10%	21 13%	29 12%	12 15%	16 11%	18 25% KM	26 11%	19 12%	28 17%	14 9%	39 15%	22 10%	5 10%	39 14%
None	96 20%	40 17%	57 22%	19 14%	21 16%	22 20%	34 33% De	16 10%	68 28% H	12 16%	29 20%	11 16%	48 20%	37 24%	31 18%	29 18%	48 19%	43 20%	3 5%	49 17%
I am not at all familiar with this company	184 38%	65 29%	119 46% B	41 29%	34 27%	57 51% DE	52 50% DE	41 25%	113 46% H	30 40% h	65 46% M	24 34%	76 32%	58 38%	60 35%	66 41%	84 33%	98 45% q	4 8%	86 30%
Sigma	484 100%	227 100%	257 100%	143 100%	125 100%	112 100%	105 100%	160 100%	248 100%	76 100%	141 100%	70 100%	242 100%	154 100%	169 100%	160 100%	257 100%	220 100%	53 100%	290 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 347

BB09_169 How much would you miss each of the following companies if they closed for good?

Telecom
 Huawei

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	475	173	302	171	152	80	72	166	183	126	267	58	124	149	167	159	257	206	46	244
Weighted Base	450	205*	245	121*	130*	118*	80*	151*	204*	95*	141	67*	211*	145*	169*	136*	242	199*	68*	277
Somewhat/A Great Deal (Net)	135 30%	87 42% C	48 20%	46 38% G	54 41% G	34 28% G	2 2%	69 45% J	49 24%	18 19%	25 18%	11 16%	91 43% KL	46 32%	49 29%	40 29%	91 38% R	44 22%	47 69% T	113 41%
A great deal	58 13%	44 21% C	15 6%	19 15% G	27 21% G	12 10% g	* 1%	37 25% lj	10 5%	11 11%	10 7%	4 5%	38 18% KI	23 16%	24 14%	10 8%	47 19% R	11 6%	32 47% T	50 18%
Somewhat	77 17%	43 21%	34 14%	27 22% G	27 21% G	22 18% G	1 1%	32 21% J	38 19%	7 7%	16 11%	7 11%	52 25% KI	23 16%	25 15%	29 21%	44 18%	33 16%	15 22%	62 22%
Not Much/None (Net)	183 41%	88 43%	95 39%	41 33%	42 33%	51 43%	50 62% DE	50 33%	86 42%	47 50% H	66 47% M	40 60% M	71 34%	57 40%	74 44%	52 38%	88 36%	88 44%	14 21%	100 36% S
Not much	56 12%	27 13%	29 12%	18 15%	16 12%	10 8%	12 15%	17 11%	29 14%	10 11%	15 11%	16 24% Km	24 11%	18 13%	21 13%	16 12%	31 13%	25 12%	7 10%	40 14%
None	127 28%	62 30%	65 27%	22 18%	27 20%	41 35% De	38 47% DE	33 22%	57 28%	37 40% H	51 36% M	24 36%	48 23%	39 27%	53 32%	35 26%	57 24%	64 32%	7 10%	60 21%
I am not at all familiar with this company	131 29%	29 14%	102 42% B	35 29%	34 26%	34 29%	28 36%	32 21%	69 34% h	30 31%	49 35% m	16 24%	49 23%	41 28%	45 27%	45 33%	63 26%	67 34%	7 11%	65 23% s
Sigma	450 100%	205 100%	245 100%	121 100%	130 100%	118 100%	80 100%	151 100%	204 100%	95 100%	141 100%	67 100%	211 100%	145 100%	169 100%	136 100%	242 100%	199 100%	68 100%	277 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 348

BB09_170 How much would you miss each of the following companies if they closed for good?

Telecom
 Mars

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	478	186	292	214	121	76	67	156	206	116	263	73	121	143	167	168	242	220	40	256
Weighted Base	438	209	229	140	111*	99*	87*	138*	205	96*	137	76*	207*	136*	156*	145*	245	182*	46**	266
Somewhat/A Great Deal (Net)	210 48%	118 57% C	92 40%	68 48%	58 52%	44 45%	40 46%	77 56% J	98 48%	34 36%	51 37%	35 46%	118 57% K	74 54%	73 47%	63 44%	128 52%	79 44%	34 74%	147 55%
A great deal	94 21%	44 21%	50 22%	33 23%	28 25%	17 17%	16 19%	35 26%	43 21%	15 16%	29 21%	16 21%	46 22%	39 29% P	35 22%	20 14%	56 23%	36 20%	21 45%	64 24%
Somewhat	116 26%	74 35% C	42 18%	35 25%	30 27%	27 27%	24 27%	42 31%	55 27%	19 20%	22 16%	19 24%	71 34% K	34 25%	39 25%	43 30%	72 29%	43 24%	13 29%	84 31%
Not Much/None (Net)	135 31%	62 30%	73 32%	36 26%	32 28%	36 36%	32 36%	32 23%	69 34%	34 35%	46 34%	26 34%	60 29%	37 27%	55 35%	43 30%	72 29%	59 32%	10 21%	75 28%
Not much	61 14%	33 16%	28 12%	20 14% g	17 15% g	20 20% G	3 3%	14 10%	35 17%	12 13%	12 8%	12 16%	35 17% k	16 12%	27 17%	18 12%	41 17%	19 11%	2 4%	39 14%
None	75 17%	29 14%	45 20%	16 11%	14 13%	15 15%	29 33% DEI	19 13%	34 17%	22 23%	35 25%	14 18%	25 12%	21 16%	28 18%	26 18%	31 13%	40 22% q	8 17%	36 14%
I am not at all familiar with this company	93 21%	29 14%	64 28% B	36 26%	22 20%	20 20%	15 18%	28 21%	37 18%	28 29%	40 29% M	15 20%	30 14%	26 19%	28 18%	39 27%	45 18%	43 24%	2 5%	44 17%
Sigma	438 100%	209 100%	229 100%	140 100%	111 100%	99 100%	87 100%	138 100%	205 100%	96 100%	137 100%	76 100%	207 100%	136 100%	156 100%	145 100%	245 100%	182 100%	46 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 349

BB09_171 How much would you miss each of the following companies if they closed for good?

Telecom
 SC Johnson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	465	187	278	193	134	71	67	157	198	110	240	66	121	147	158	160	247	201	44	262
Weighted Base	458	227*	232	142	125*	90*	101*	146*	234*	78*	133	81*	206*	163*	156*	139*	272	171*	53**	300
Somewhat/A Great Deal (Net)	265 58%	134 59%	131 57%	62 44%	75 60% D	60 67% D	68 67% D	87 59%	138 59%	41 52%	70 52%	51 63%	128 62%	96 59%	85 55%	84 60%	166 61%	97 56%	31 59%	174 58%
A great deal	112 24%	52 23%	60 26%	25 18%	36 29% d	29 32% d	22 22%	41 28%	49 21%	23 29%	40 30% m	28 34% m	41 20%	34 21%	51 33% np	27 19%	73 27%	38 22%	20 38%	82 27%
Somewhat	153 33%	82 36%	71 31%	37 26%	39 31%	32 35%	46 45% D	46 31%	89 38% j	18 23%	30 22%	23 28%	87 42% K	62 38% O	34 22%	57 41% O	93 34%	58 34%	11 21%	93 31%
Not Much/None (Net)	116 25%	60 26%	56 24%	52 37% eFG	32 25%	17 18%	15 15%	35 24%	65 28%	16 20%	33 25%	18 23%	55 26%	42 26%	46 30%	27 20%	73 27%	37 22%	17 32%	82 27%
Not much	62 13%	31 13%	31 14%	33 23% eFG	16 12%	6 6%	8 8%	25 17%	31 13%	6 8%	14 11%	9 11%	35 17%	17 11%	36 23% NP	9 6%	42 15%	18 11%	13 25%	44 15%
None	54 12%	29 13%	24 11%	20 14%	16 13%	11 12%	7 7%	10 7%	34 14%	9 12%	19 14%	9 12%	20 10%	24 15%	11 7%	19 13%	32 12%	19 11%	4 7%	38 13%
I am not at all familiar with this company	78 17%	33 15%	44 19%	27 19%	18 15%	13 15%	19 18%	24 17%	32 14%	22 28%	31 23% M	12 15%	24 11%	25 15%	24 16%	28 20%	33 12%	38 22% q	5 9%	44 15%
Sigma	458 100%	227 100%	232 100%	142 100%	125 100%	90 100%	101 100%	146 100%	234 100%	78 100%	133 100%	81 100%	206 100%	163 100%	156 100%	139 100%	272 100%	171 100%	53 100%	300 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 350

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat Yes

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Google	314 77%	131 73%	183 80%	101 79%	83 75%	95 83%	35 63%	110 80%	146 78%	57 70%	96 74%	51 83%	141 79%	88 78%	130 78%	96 75%	184 78%	123 75%	37 88%	213 80%
Domino's	303 77%	152 84% C	151 71%	80 72%	82 79%	82 89% DG	58 67%	119 83%	117 74%	68 72%	92 79%	47 69%	149 80%	113 81%	100 77%	90 72%	169 84% R	121 69%	42 86%	183 80%
Johnson & Johnson	338 77%	137 70%	201 82% B	74 65%	75 76%	91 85% D	98 81% d	101 80%	175 78%	61 70%	98 74%	69 77%	151 81%	102 81%	124 81%	113 70%	179 80%	152 76%	37 82%	199 79%
Walgreens	297 77%	142 80%	154 74%	87 67%	65 71%	72 91% DE	73 85% D	92 76%	133 76%	72 78%	87 71%	41 81%	150 80%	95 80%	109 80%	92 70%	172 78%	119 76%	31 71%	180 76%
Tyson Foods	311 76%	153 73%	158 79%	79 66%	85 74%	87 92% DEg	59 75%	104 71%	141 80%	65 78%	111 77%	44 78%	143 76%	102 79%	135 80% p	74 67%	189 78%	115 73%	40 81%	206 79%
CVS	317 76%	151 71%	166 82% b	83 70%	89 77%	69 81%	75 78%	95 74%	157 77%	65 77%	92 74%	46 77%	162 78%	129 79%	105 80%	83 68%	176 76%	136 77%	27 64%	196 75%
Samsung	308 76%	137 78%	171 74%	88 74%	94 81% G	79 85% G	47 60%	96 84% J	160 80% J	52 58%	93 73%	56 72%	149 81%	80 66%	140 84% N	88 74%	187 85% R	114 68%	46 98%	209 80%
Clorox	306 75%	133 69%	173 81% B	85 70%	76 72%	86 90% DEG	59 71%	104 72%	148 82% hJ	53 66%	111 84% IM	48 71%	130 72%	113 74%	122 83% P	71 66%	191 75%	111 77%	36 67%	177 71%
Target	294 75%	134 73%	160 76%	81 64%	94 85% D	64 77% D	55 75%	113 84% I	118 68%	63 74%	103 78%	49 74%	134 74%	113 79% P	104 80% P	77 64%	163 73%	122 80%	45 89% T	182 75%
Coca-Cola	308 74%	139 75%	170 74%	88 67%	92 85% D	77 79% D	51 67%	116 80%	132 72%	61 70%	81 65%	60 75%	154 81% K	88 74%	132 80% p	88 68%	178 80%	129 70%	44 92%	186 76%
UPS	277 74%	118 73%	159 75%	105 72%	68 76%	58 73% d	45 79%	104 79% J	132 77% J	41 59%	92 73%	37 83%	129 75%	80 68%	112 81% n	85 73%	162 77%	105 70%	37 76%	190 77%
FedEx	324 74%	134 70%	190 77%	82 65%	88 75% d	101 80% DG	52 78%	115 84%	145 68%	64 73%	92 72%	52 72%	157 77%	104 71%	119 77%	100 74%	195 77%	121 71%	42 84%	206 75%
Microsoft	315 73%	161 72%	154 74%	89 63%	101 80% Dg	72 92% DG	53 62%	112 77%	139 71%	64 71%	88 74%	57 77%	155 75%	93 70%	136 80%	86 68%	183 77%	125 70%	32 77%	202 77%
Purell	277 73%	134 72%	143 74%	85 67%	80 79% d	61 81% d	52 66%	111 74%	112 72%	54 72%	82 66%	57 80%	122 73%	65 68%	103 73%	109 75%	167 75%	106 73%	41 76%	173 71%
Amazon	297 72%	142 71%	155 74%	89 67%	77 73% d	83 81% d	48 69%	108 73%	138 75%	50 65%	95 78%	46 80%	140 69%	92 77%	110 78% p	94 63%	173 75%	116 69%	36 65%	189 75%
The Kraft Heinz Company	286 72%	127 69%	159 75%	63 54%	83 77% D	75 85% D	65 79%	97 71%	123 70%	65 80%	89 68%	34 70%	143 75%	82 78% P	120 80% P	84 60%	176 77%	107 68%	43 85%	185 72%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat Yes

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Apple	293 72%	140 73%	153 71%	105 69%	68 68%	77 81%	43 72%	101 73%	149 75%	44 61%	92 72%	47 70%	138 76%	90 75%	117 75%	86 65%	176 77%	112 67%	46 81%	199 76%
Walmart	283 72%	127 68%	155 75%	99 70%	74 83% df	54 66%	57 68%	90 70%	130 71%	63 76%	95 74%	55 82% m	118 66%	88 74%	106 71%	88 70%	158 75%	119 68%	34 72%	171 69%
Campbell's	302 71%	152 73%	150 69%	86 65%	98 84% DF	61 64%	58 70%	101 70%	143 73%	58 70%	90 68%	63 70%	135 76%	105 79% P	114 77% P	82 58%	180 78% R	117 64%	41 79%	203 74%
Whole Foods	298 71%	159 76%	138 66%	82 66%	89 79% d	89 78%	38 56%	99 80% ij	139 68%	60 65%	84 74%	59 73%	143 72%	99 66%	115 79% n	83 68%	156 75%	138 68%	32 74%	193 75%
Visa	284 71%	127 73%	157 69%	94 73% g	81 78% G	60 75%	50 57%	82 74%	141 71%	61 68%	78 70%	49 74%	141 76%	79 62%	122 77% N	83 72%	162 72%	118 73%	32 78%	193 75%
American Airlines	306 71%	133 63%	173 78% B	77 62%	95 81% Dg	71 78% d	63 63%	112 75% J	139 75% J	56 57%	94 68%	37 65%	164 78%	84 66%	122 77%	100 68%	176 76%	126 68%	57 85%	196 79%
Cottonelle	282 71%	137 70%	145 71%	79 62%	80 74%	65 78%	58 71%	106 73%	114 69%	63 69%	84 66%	56 80%	128 71%	69 63%	126 76%	87 71%	148 70%	130 72%	41 66%	152 67%
General Motors	264 70%	132 75%	132 66%	70 61%	66 72%	65 70%	63 81%	94 74%	115 66%	55 73%	86 66%	44 67%	122 77% k	84 72%	109 73%	72 63%	156 72%	104 67%	38 71%	166 73%
Costco	291 70%	116 66%	175 72%	87 69%	74 72%	84 74%	47 63%	106 73%	129 72%	56 61%	86 71%	56 77%	126 67%	96 66%	112 82% NP	84 61%	177 70%	112 70%	40 71%	187 71%
Uber	265 69%	125 72%	141 67%	74 69%	84 78% F	63 59%	44 74%	94 74% J	133 73% J	39 51%	78 67%	51 70%	123 72%	76 62%	119 77% n	70 68%	152 71%	108 67%	31 65%	165 71%
Dollar General	274 69%	128 65%	147 73%	84 66%	65 71%	72 75%	53 65%	100 75%	117 64%	57 70%	100 75%	40 63%	123 68%	96 61%	117 77% n	62 70%	190 76% R	80 56%	40 80%	175 66%
United Airlines	294 69%	160 76% C	134 62%	85 69%	65 67%	77 78%	68 62%	91 71%	149 73% J	55 57%	102 67%	54 70%	118 75%	101 69%	110 75% p	83 62%	167 74%	125 66%	25 69%	179 73%
Ford	283 69%	143 73%	140 65%	82 64%	93 83% DFG	50 62%	58 64%	107 77%	118 66%	58 63%	82 67%	50 81% k	139 71%	75 65%	118 71%	90 69%	167 71%	113 67%	52 86%	178 69%
Mastercard	272 69%	116 64%	156 73%	86 60%	63 78% D	61 71%	62 73%	103 73%	114 66%	55 66%	75 65%	43 83% K	147 70%	83 73%	116 72%	73 60%	150 69%	113 69%	31 74%	178 68%
Verizon	290 69%	142 66%	148 72%	80 65%	88 74%	64 71%	57 65%	114 73%	129 67%	47 64%	86 70%	61 76%	136 69%	97 65%	107 78% p	86 64%	174 73%	114 66%	39 73%	197 71%
Delta Air Lines	258 69%	138 73%	120 65%	74 67%	72 72%	73 67%	39 71%	84 66%	125 76% J	49 58%	81 61%	54 84%	109 73% k	67 64%	114 77% np	77 63%	156 68%	101 72%	31 69%	166 74%
DoorDash	270 69%	128 67%	142 70%	76 71%	77 71%	75 69%	41 61%	94 76% J	125 69%	52 58%	72 57%	49 74% k	131 74% K	98 69%	88 71%	84 66%	164 73%	95 64%	31 74%	163 68%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat Yes

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Lowe's	263 69%	117 68%	146 69%	76 63%	74 72%	70 70%	43 72%	88 67%	115 71%	61 67%	84 66%	54 78%	110 69%	90 74% p	107 70%	66 60%	173 73% r	83 62%	42 76%	165 66%
The Hershey Company	259 68%	146 73%	114 64%	84 68%	66 69%	68 72%	41 64%	80 67%	115 70%	64 68%	78 66%	34 61%	134 72%	89 71%	111 72%	59 59%	163 71%	94 66%	34 78%	170 72%
United States Postal Service	283 68%	119 62%	164 74% b	85 63%	71 71%	75 72%	53 70%	108 66%	112 71%	63 68%	78 71%	49 72%	138 65%	75 69%	126 80% p	82 56%	182 71%	96 64%	48 78%	176 65%
Southwest Airlines	277 68%	131 70%	146 67%	82 63%	81 79% D	59 68%	55 65%	95 73% J	142 74% J	39 49%	80 67%	58 76%	128 69%	69 65%	152 77% p	56 55%	164 74%	110 64%	43 84%	185 73%
Sony	283 68%	137 71%	146 66%	84 68%	73 72%	65 70%	60 63%	100 77% j	127 66%	56 62%	104 74%	47 70%	125 67%	98 70%	111 72%	74 61%	180 71%	98 65%	26 73%	188 71%
Sam's Club	274 68%	134 64%	139 73%	75 58%	75 78% D	76 77% D	48 64%	88 73%	149 68%	37 59%	83 65%	60 81% k	122 68%	89 72% p	126 77% p	59 52%	160 74%	110 63%	41 75%	177 70%
Bayer	271 68%	132 66%	140 71%	59 49%	84 72% D	79 82% D	49 78%	102 72%	117 70%	52 60%	67 60%	48 68%	150 73% K	88 69% p	128 78% p	55 52%	179 73%	91 64%	39 72%	170 69%
AT&T	283 68%	121 65%	162 71%	83 65%	68 62%	84 79% de	48 67%	104 74%	128 68%	51 60%	84 68%	52 80%	133 67%	71 79% NP	129 60%	83 60%	165 68%	113 72%	38 83%	176 69%
Humana	284 68%	147 71%	137 66%	69 53%	84 74% D	62 77% D	69 75% D	87 65%	135 72%	63 66%	87 70%	40 65%	146 70%	106 78% p	100 70%	78 57%	177 72%	103 63%	38 79%	172 70%
YouTube	274 68%	137 76% C	137 62%	91 72% f	98 78% F	52 56%	33 57%	131 81% IJ	112 66% J	32 44%	91 73%	39 60%	126 72%	81 69%	122 74% p	71 60%	164 73%	105 65%	52 91%	177 68%
Kroger	272 68%	139 75% c	133 62%	69 58%	87 80% Dr	64 63%	51 73%	110 79% J	109 62%	52 63%	90 71%	35 62%	136 72%	77 67%	98 69%	96 68%	173 75% R	97 59%	44 88%	172 71%
Trader Joe's	255 68%	109 67%	146 69%	79 67%	78 70%	59 69%	39 65%	89 72%	119 65%	47 67%	80 64%	39 70%	122 71%	64 62%	123 77% nP	68 61%	156 72%	97 63%	32 71%	172 70%
Best Buy	273 68%	130 64%	143 72%	89 67%	77 74%	65 69%	42 60%	98 76%	118 66%	57 62%	95 69%	44 62%	118 69%	72 65%	121 76% p	81 60%	144 70%	123 66%	39 82%	160 73%
Pizza Hut	261 68%	106 67%	155 69%	86 64%	73 73%	59 73%	43 61%	93 68%	122 69%	45 64%	86 70%	38 63%	123 69%	78 75% p	118 71% p	65 57%	150 69%	105 66%	33 57%	165 69%
Nestle	289 68%	144 70%	145 66%	76 60%	67 67%	76 72%	70 74%	98 73% J	143 69%	49 55%	87 67%	48 55%	140 75% L	91 73% p	123 76% p	76 53%	182 72%	105 62%	33 73%	195 75%
McDonald's	274 67%	137 69%	136 66%	80 63%	99 74%	57 75%	38 56%	111 72%	123 62%	40 71%	105 75%	27 60%	128 64%	94 72%	108 67%	72 63%	171 68%	94 66%	41 76%	172 67%
Papa John's	289 67%	137 66%	152 69%	83 65%	81 79% dF	55 57%	71 69%	109 75% J	125 68%	56 55%	87 68%	61 66%	133 69%	93 71%	113 71%	83 60%	165 69%	118 66%	40 84%	177 68%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 350

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat Yes

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
The Walt Disney Company	264 67%	126 68%	138 67%	68 58%	93 83% DF	52 56%	51 74% d	91 75%	118 65%	55 61%	90 70%	45 70%	114 68%	66 62%	106 74%	91 65%	164 71%	98 66%	35 90%	168 72%
Marriott	263 67%	127 67%	136 67%	86 65%	68 68%	53 68%	56 69%	95 67%	111 67%	58 68%	81 66%	44 68%	130 70%	78 63%	109 76% nP	76 61%	149 66%	109 69%	36 64%	170 67%
UnitedHealth Group	281 67%	147 68%	134 66%	94 70%	66 60%	74 66%	48 76%	96 72%	111 62%	74 69%	79 61%	48 66%	141 72%	102 67%	98 72%	81 62%	166 70%	111 65%	47 81%	198 72%
Chevron	264 67%	121 72%	143 63%	83 61%	56 68%	79 71%	45 71%	97 71%	108 62%	58 70%	71 65%	39 73%	142 69%	74 70%	115 73% p	74 57% R	167 77% R	94 56%	36 94%	171 71%
Bank of America	267 67%	133 68%	134 65%	72 63%	73 68%	76 70%	46 65%	92 67%	121 70%	55 59%	82 66%	38 66%	136 70%	108 76% P	77 67%	82 57%	159 70%	105 65%	33 76%	164 70%
Ace Hardware	273 67%	132 65%	140 66%	71 56%	67 69%	71 69%	65 76%	68 54%	134 73% H	71 71% h	88 65%	53 71%	124 72%	80 75% P	106 70% p	87 57%	139 69%	128 67%	25 69%	145 63%
Netflix	271 66%	116 67%	155 66%	70 66%	86 76% G	64 73% g	51 50%	91 73%	131 61%	50 70%	96 67%	36 55%	131 71%	60 54%	126 75% N	85 67% R	176 73% R	90 58%	34 89%	161 70%
Intel	270 66%	134 69%	136 63%	81 64%	73 69%	52 60%	64 70%	89 72%	116 61%	65 66%	88 62%	49 65%	126 71%	95 69%	106 72% P	70 55%	147 66%	118 66%	35 88%	162 71%
Toyota	259 66%	133 73% C	126 59%	76 64%	70 70%	65 65%	48 65%	94 78% ij	133 66% J	32 45%	67 63%	43 61%	134 71%	69 63%	111 75% P	80 58%	155 70%	97 62%	33 76%	174 69%
Facebook	271 66%	111 60%	159 70%	85 65%	85 76% F	54 56%	46 63%	112 78% J	118 63% J	40 51%	86 68%	38 61%	134 68%	82 62%	128 76% nP	61 55%	144 64%	121 70%	41 76%	172 66%
U.S. Bank	257 66%	134 70%	124 61%	82 67%	65 70%	59 54%	52 74%	97 73%	103 62%	57 61%	80 62%	46 65%	114 68%	89 72% P	100 68%	69 56%	150 71%	104 61%	28 81%	159 67%
American Express	269 66%	130 65%	139 66%	89 67%	73 72%	64 70%	43 50%	101 78% J	123 63% J	44 53%	81 63%	54 70%	124 68%	69 54%	105 75% N	95 67%	146 66%	117 66%	24 63%	155 69%
IBM	263 65%	117 63%	146 68%	61 55%	65 65%	76 73% d	61 71%	98 74% J	119 69% J	47 48%	90 67%	38 64%	125 68%	67 62%	116 72% P	81 60%	153 69%	106 62%	41 84%	152 65%
Chick-fil-A	302 65%	143 68%	160 63%	97 70%	74 73%	68 57%	64 61%	109 77% J	141 66% J	53 50%	83 64%	58 74%	144 65%	79 70% P	135 74% P	88 53%	189 72% r	112 60%	30 74%	190 69%
The Home Depot	267 65%	113 62%	155 68%	71 54%	81 81% DG	62 68%	53 60%	87 68%	139 67% J	41 56%	95 71%	45 70%	115 62%	96 80% P	108 68% P	63 48%	164 71% r	98 59%	31 65%	168 63%
General Electric	251 65%	116 64%	135 66%	56 52%	99 82% DF	60 59%	35 65%	101 78% I	104 56% I	46 64%	73 61%	41 72%	124 70%	100 73% P	96 74% P	55 46%	170 74% R	72 52%	47 80%	179 67%
Pfizer	256 65%	105 62%	151 67%	57 43%	71 74% D	76 75% D	52 78%	90 68%	116 63% J	50 63%	81 64%	39 62%	128 68%	96 75% P	102 65% P	58 53%	148 68%	105 62%	33 82%	171 69%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Summary Of Definitely/Somewhat Yes

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	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
PepsiCo	264 65%	137 71% c	127 59%	68 59%	79 76% Df	55 57%	63 66%	108 75% J	113 63%	43 50%	91 66%	44 61%	120 69%	87 62%	108 75% P	69 55%	143 64%	116 69%	33 75%	164 67%
Aldi	257 64%	108 58%	149 70% b	82 63%	57 66%	68 64%	50 65%	97 71% J	118 66% J	42 50%	95 66%	44 70%	108 63%	82 72% P	112 67% P	63 53%	163 68%	92 61%	25 63%	144 63%
Burger King	250 64%	123 66%	127 63%	79 55%	66 72% D	66 71%	39 62%	83 70%	112 58%	55 70%	78 65%	47 68%	116 64%	84 69%	95 63%	71 60%	140 67%	107 64%	26 69%	152 64%
Starbucks	259 64%	123 60%	136 68%	72 63%	100 79% Df	49 61%	39 47%	99 72% J	115 65%	45 51%	72 64%	36 66%	140 65%	82 59%	107 76% NP	70 56%	174 73% R	78 53%	36 62%	173 70%
Hilton Hotels	258 64%	109 58%	149 69%	72 60%	89 79% Df	55 57%	42 58%	88 73%	111 61%	60 59%	74 68%	32 54%	140 69% I	76 67%	108 70% P	74 55%	140 66%	116 64%	32 72%	155 67%
General Mills	259 64%	120 61%	139 66%	72 59%	69 77% D	66 62%	52 60%	98 74% ij	113 60%	49 57%	84 68%	55 59%	106 66%	79 69% P	110 69% P	70 54%	164 69% r	91 58%	36 84%	147 64%
NFL	267 64%	134 66%	133 62%	96 67%	73 72% I	57 54%	41 59%	102 69% J	119 64%	46 55%	85 64%	37 66%	131 65%	56 52%	127 74% Np	85 61%	147 67%	114 61%	34 70%	155 66%
SC Johnson	249 64%	113 62%	136 66%	68 50%	75 76% D	70 79% D	37 55%	95 68%	108 61%	46 63%	64 56%	34 62%	141 71% K	87 71% P	94 66%	69 54%	170 72% R	76 52%	43 72%	167 70%
ExxonMobil	242 64%	121 69%	121 60%	77 60%	73 64%	56 71%	35 60%	102 73% J	101 61%	40 52%	84 65%	32 65%	115 64%	69 58%	91 67%	83 65%	157 66%	77 61%	40 72%	158 70%
Dell	254 64%	133 71% C	120 57%	94 70%	71 64%	59 65%	30 47%	96 65%	114 68%	44 52%	70 62%	37 56%	130 70%	76 67%	102 67%	76 57%	163 70% r	86 58%	39 77%	173 72%
Little Caesars	261 63%	110 60%	151 67%	83 65%	69 70%	64 61%	45 56%	103 73% I	101 57%	58 60%	86 62%	39 57%	126 69%	78 57%	104 67%	79 67%	149 69%	105 58%	40 63%	158 66%
NBA	258 63%	132 65%	126 61%	72 63%	87 77% dfG	52 59%	47 51%	90 67% J	124 68% J	44 48%	77 60%	29 47%	135 73% KL	89 65% P	119 77% nP	50 43%	147 71% r	107 59%	46 94%	169 69%
Macy's	239 63%	118 66%	121 60%	73 62%	70 63%	68 71%	27 50%	90 68% J	109 66% J	40 48%	72 59%	45 72%	112 67%	77 66%	89 66%	74 57%	145 67%	89 61%	28 86%	144 66%
T-Mobile	251 63%	129 65%	122 61%	69 56%	88 83% DF	56 57%	38 53%	104 68% J	110 68% J	37 44%	88 66%	40 67%	108 58%	58 55%	129 76% NP	63 51%	154 63%	90 62%	28 55%	159 66%
Capitol One	262 63%	118 63%	145 63%	69 57%	87 70% dG	57 76%	49 50%	100 65% J	126 67% J	36 48%	84 66%	44 71%	125 62%	77 56%	99 71% n	86 61%	138 62%	124 67%	31 80%	161 62%
Anthem Health	260 63%	126 68%	134 58%	62 60%	58 58%	96 71%	44 56%	75 70% J	140 63%	44 51%	73 56%	38 58%	146 71% K	67 54%	106 71% N	87 62%	136 63%	120 62%	22 65%	152 63%
Nissan	271 63%	130 59%	141 66%	83 65%	80 70%	54 58%	54 55%	125 70% J	111 61%	36 48%	70 59%	42 53%	138 69% I	101 69% P	114 72% P	56 44%	149 63%	114 63%	32 69%	165 66%

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23 May 2020
 Table 350

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat Yes

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Boeing	260 62%	116 61%	145 63%	56 46%	74 74% D	72 69% D	59 64% d	99 71% J	127 65% J	35 43%	72 58%	38 61%	138 70% k	87 62%	103 75% P	70 50%	166 67%	91 60%	45 87%	180 70%
Xfinity	266 62%	136 67%	130 58%	89 68% f	68 64%	44 51%	64 62%	96 70%	124 60%	45 55%	76 57%	44 66%	142 69% k	59 51%	132 74% NP	75 56%	154 63%	109 63%	31 75%	180 72%
eBay	256 62%	137 74% C	119 53%	76 61%	84 74% dG	45 59%	51 53%	99 66%	120 60%	37 60%	81 62%	43 65%	118 63%	70 66%	110 67% p	76 54%	159 65%	93 60%	39 81% T	167 64%
3M	231 61%	117 69% c	114 55%	56 51%	66 75% DF	50 55%	59 67% d	84 63%	108 65% J	40 50%	86 58%	36 64%	101 68%	97 67% P	82 66% p	53 49%	149 65%	76 56%	29 75%	149 67%
Scott	271 61%	127 58%	144 65%	71 51%	79 65% D	75 79% d	47 52%	77 56%	130 66%	64 59%	72 57%	41 63%	146 66%	94 63%	94 65%	83 56%	168 67%	99 56%	42 73%	164 64%
Cigna	242 61%	117 63%	125 60%	56 48%	90 76% DG	58 74% DG	37 45%	101 67% J	93 60%	49 52%	74 58%	46 62%	113 65%	77 65% p	98 67% P	68 51%	136 61%	101 63%	27 75%	151 62%
Perdue Farms	246 61%	116 65%	130 58%	58 46%	75 67% D	70 70% D	42 66% d	78 60%	112 68%	56 51%	72 59%	43 62%	115 61%	76 65%	91 63%	79 55%	144 65%	100 58%	34 68%	144 62%
GrubHub	240 61%	114 61%	127 60%	82 64% G	69 70% G	60 65% G	29 38%	94 72% J	102 56%	44 54%	78 62%	45 66%	105 59%	92 63%	81 71% P	67 50%	148 62%	87 58%	30 60%	162 63%
Zoom Video	237 61%	112 64%	125 58%	71 58%	60 68% g	69 68% g	37 47%	92 66% J	112 61%	33 49%	72 52%	46 67%	107 64%	82 56%	91 69%	65 57%	131 69% R	103 55%	32 69%	147 64%
Lyft	242 61%	122 61%	119 60%	86 63%	49 60%	69 64%	38 52%	83 68%	114 60%	44 52%	63 59%	41 60%	127 63%	73 56%	86 71% n	83 56%	143 67% r	93 53%	31 67%	169 64%
Procter & Gamble	247 60%	130 59%	117 62%	42 37%	82 70% D	61 67% D	61 74%	68 55%	124 62%	55 64%	72 57%	48 66%	119 63%	65 60%	97 64%	85 57%	123 61%	122 61%	36 67%	153 57%
Nike	259 60%	122 59%	138 60%	69 58%	74 66%	59 62%	57 54%	91 62%	120 60%	49 54%	90 65%	45 61%	115 60%	86 59%	107 67% p	66 51%	149 57%	109 69% q	32 50%	167 60%
Aetna	242 59%	115 60%	127 59%	57 44%	73 71% D	70 69% D	42 55%	65 57%	133 61%	44 57%	73 54%	41 61%	122 66%	63 58%	94 66%	85 55%	143 64%	96 56%	34 65%	138 56%
Nordstrom	236 59%	119 64%	117 55%	79 60%	65 65% g	56 66% g	36 44%	99 66% J	106 57%	31 48%	73 56%	32 51%	119 66%	66 53%	116 73% NP	54 47%	143 65%	88 54%	38 79%	154 61%
Wells Fargo	237 59%	97 53%	140 64%	88 69% F	70 72% F	49 47%	30 41%	96 71% j	101 57%	40 45%	76 55%	37 62%	113 60%	72 57%	91 66%	74 54%	128 54%	98 66% q	41 84%	162 62%
Gap	241 59%	105 58%	136 59%	66 61%	80 62%	58 53%	37 58%	89 70% J	125 62% J	27 33%	74 59%	36 63%	117 57%	71 53%	103 76% NP	67 48%	150 59%	87 59%	46 79%	167 62%
Prudential	236 59%	128 65% c	108 53%	71 52%	74 73% D	59 64%	32 44%	99 65%	93 56%	44 53%	51 49%	47 61%	128 71% K	70 63% p	101 66% P	65 47%	135 64%	99 56%	42 75%	151 62%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat Yes

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Tesla	252 59%	122 59%	130 58%	76 57% G	78 76% DG	69 66% G	29 32%	83 58%	134 65% J	34 44%	70 57%	39 58%	138 63%	69 59%	110 71% P	73 46%	158 61%	93 57%	30 66%	171 66%
ESPN	229 58%	115 62%	114 55%	57 57%	72 67%	47 52%	53 57%	81 66%	94 55%	54 54%	75 62%	41 58%	111 61%	68 60%	101 63%	59 50%	144 61%	83 56%	46 83%	149 64%
JPMorgan Chase	239 58%	119 58%	120 59%	71 58% DFG	78 75% DFG	40 51%	50 48%	93 67% i	107 53%	40 58%	75 57%	37 47%	113 66% l	72 54%	108 67% P	59 51%	146 59%	90 58%	35 76%	142 63%
Publix	250 58%	119 59%	131 58%	79 57%	68 68% f	63 51%	40 60%	88 61%	104 59%	58 54%	61 49%	33 64%	139 62% k	75 60%	92 60%	83 56%	149 64%	100 53%	47 80%	149 61%
Honeywell	230 58%	125 62%	105 54%	58 44% D	74 67% D	48 66% D	50 62%	88 58%	98 55%	43 64%	73 57%	51 64%	99 58%	74 56%	85 63%	71 54%	131 60%	97 57%	22 66%	146 58%
Smithfield Foods	233 58%	118 61%	115 55%	56 45% D	74 62% D	64 72% D	39 55%	72 62%	106 56%	55 55%	68 52%	51 57%	107 65% k	65 52%	94 65% R	74 54%	149 65% R	82 48%	41 74%	151 63%
Albertson's	233 57%	111 58%	123 56%	62 50% D	73 67% D	48 59%	51 53%	86 63%	99 55%	48 53%	72 53%	34 52%	120 68% k	67 56%	102 63%	65 51%	134 62%	98 55%	34 66%	147 60%
Chipotle	237 57%	113 54%	124 60%	89 66% F	69 72% F	56 43%	23 43%	115 71% J	93 53%	30 38%	73 58%	31 68%	118 54%	54 45%	119 79% NP	63 45%	154 59%	78 54%	43 76%	155 58%
Twitter	237 57%	140 62%	97 52%	75 57%	102 77% DF	38 48%	23 32%	110 73% J	94 54% j	34 37%	75 58%	39 54%	116 61%	78 59%	92 63%	68 50%	148 60%	85 53%	43 83%	162 61%
Expedia	232 57%	115 58%	117 56%	79 57%	69 66%	54 57%	31 45%	88 59%	105 59%	39 50%	60 58%	45 61%	121 58%	83 55%	92 62%	57 54%	145 60%	81 53%	38 84%	155 58%
Hewlett-Packard Enterprise	222 57%	97 67% C	125 51%	58 49%	69 67% D	63 57%	32 54%	70 61%	103 55%	49 56%	71 56%	42 71%	96 55%	81 65% p	80 55%	61 51%	135 61%	85 55%	32 83%	132 57%
John Deere	242 57%	124 61%	118 53%	80 56%	65 66%	52 55%	45 51%	91 63%	99 54%	53 54%	63 51%	28 48%	142 63%	70 46%	98 64% N	75 62% n	150 59%	89 55%	47 80%	170 59%
Fox Corporation	238 57%	105 51%	134 63% b	67 52%	58 57%	56 56%	57 64%	92 65% i	102 51%	44 57%	72 60%	51 65%	98 52%	82 65% p	86 59%	70 48%	128 60%	102 53%	30 65%	144 59%
TripAdvisor	233 57%	119 57%	114 56%	64 55%	78 69% d	59 60%	32 38%	96 63%	88 53%	50 52%	75 52%	31 51%	120 65% k	69 60% p	104 63% P	60 46%	153 59%	75 56%	35 77%	157 63%
BP	236 56%	132 65% C	104 49%	60 53%	87 70% DF	41 46%	48 53%	84 58%	114 58%	38 49%	67 49%	29 48%	129 67% K	87 57%	100 63% p	49 47%	152 61%	84 51%	55 76%	156 61%
Honda	228 56%	100 53%	128 59%	76 61% F	66 70% Fg	29 38%	58 51%	77 61%	107 55%	45 52%	82 64%	36 52%	98 55%	80 53%	80 58%	68 57%	112 59%	106 53%	39 79%	162 59%
Airbnb	212 56%	96 60%	116 53%	71 56% G	66 64% G	52 67% G	23 33%	87 57%	83 56%	43 54%	62 52%	31 54%	109 62%	56 49%	99 61%	58 55%	131 58%	79 54%	27 63%	143 59%

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Summary Of Definitely/Somewhat Yes

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Mars	221 56%	118 67% C	102 47%	54 49%	76 67% DF	51 46%	39 65%	91 62%	86 49%	43 60%	68 54%	30 54%	118 59%	74 59%	80 51%	67 60%	135 64% R	80 48%	43 82%	144 58%
Quicken Loans	221 55%	108 57%	113 54%	62 51%	75 68% D	61 63%	23 32%	82 61%	101 55%	37 47%	66 53%	38 51%	111 61%	54 50%	114 70% NP	53 41%	141 60%	77 49%	32 59%	145 59%
Hulu	224 55%	109 55%	115 55%	61 48%	70 72% D	56 61%	37 41%	88 59%	87 51%	49 56%	65 49%	26 42%	125 64% K	67 54%	98 64% P	59 46%	135 60%	88 51%	31 57%	157 59%
Hallmark	226 55%	124 56%	102 53%	67 57%	60 61%	56 57%	43 44%	82 63% J	103 54%	41 45%	65 55%	36 48%	110 58%	72 47% P	109 65% P	45 38%	121 55%	99 56%	28 67%	146 59%
Comcast	209 55%	91 52%	118 58%	69 51%	65 76% DF	49 47%	27 45%	83 62%	84 51%	42 52%	72 55%	24 48%	110 59%	72 63%	78 52%	59 51%	121 58%	83 54%	25 74%	142 62%
Merck	217 54%	89 49%	128 58%	52 42%	52 47%	42 57%	71 73% DE	64 50%	102 55%	51 55%	62 54%	29 55%	116 56%	66 55%	83 55%	67 51%	123 53%	93 59%	28 63%	134 56%
Morgan Stanley	222 53%	119 58%	103 49%	69 49%	64 63% dG	52 61%	37 42%	72 52%	102 55%	49 53%	56 46%	28 43%	126 61% KL	63 50%	101 63% nP	58 45%	132 57%	88 51%	47 80% T	151 59%
Citigroup	212 53%	107 58%	105 49%	57 44%	69 68% DF	45 51%	41 52%	85 65%	87 51%	40 42%	65 51%	30 44%	102 57%	61 53%	101 66% nP	50 39%	122 58%	89 49%	36 64%	149 56%
JetBlue Airways	208 53%	109 54%	99 53%	64 58%	63 56%	35 46%	46 50%	85 60% J	82 53%	42 43%	53 47%	36 52%	106 57%	74 57% P	73 63% P	62 42%	119 52%	88 57%	27 66%	139 62%
Goldman Sachs	217 52%	127 60% C	90 44%	52 45%	89 66% D	37 51%	39 43%	84 62% J	101 51%	31 40%	53 42%	24 33%	129 70% KL	80 51%	85 59% P	52 45%	147 57% r	69 44%	46 81%	142 57%
NHL	215 52%	88 50%	127 54%	54 48%	62 57%	56 55%	44 48%	74 59% J	103 54%	39 40%	68 55%	36 43%	97 55%	42 41%	119 72% NP	54 38%	134 54%	79 50%	24 67%	126 50%
MLB	224 52%	122 56%	102 49%	58 47%	76 67% DG	58 56% g	31 36%	84 59%	93 50%	47 46%	67 53%	31 56%	111 54%	71 54%	94 59% P	59 42%	137 59% r	82 47%	41 74%	146 55%
Snapchat	212 52%	109 57%	103 48%	80 59%	78 66%	31 44%	23 28%	101 65% IJ	91 51% J	20 27%	54 46%	44 50%	112 58%	55 50%	102 55%	55 50%	127 57%	81 46%	52 78%	150 57%
Nintendo	221 52%	100 51%	122 53%	72 58% G	64 59% G	56 53%	30 34%	88 65% IJ	94 48%	39 42%	64 48%	31 42%	119 62% kl	85 53%	89 61% P	47 39%	144 57%	74 46%	41 82%	166 63%
Kaiser Permanente	226 52%	108 56%	117 48%	71 54% g	61 59% G	56 56%	38 37%	83 57%	103 53%	40 42%	61 50%	32 44%	122 58%	72 46%	95 65% NP	59 44%	130 51%	93 55%	43 76%	158 55%
GlaxoSmithKline	206 51%	95 53%	110 50%	57 44%	53 56%	51 61%	45 49%	81 59% J	98 51%	26 38%	55 43%	25 39%	119 61% K	84 53%	65 55%	57 47%	135 56%	68 45%	40 68%	134 52%
Instacart	194 51%	101 56%	93 47%	77 54%	60 58%	40 47%	17 36%	86 69% IJ	83 48% j	24 31%	56 46%	49 63% K	79 52%	51 46%	73 58%	70 50%	118 55%	71 46%	32 76%	137 57%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Conagra	202 51%	125 59% C	77 42%	51 42%	56 53%	57 59% d	37 52%	74 53%	84 51%	44 47%	60 44%	32 52%	92 56%	81 57% P	81 57% P	40 36%	121 53%	78 50%	38 67%	130 57%
Cardinal Health	207 51%	122 59% C	84 43%	53 47%	55 57%	65 56%	34 43%	80 65% J	78 46%	49 44%	62 55%	33 48%	103 51%	54 46%	96 61% nP	56 43%	132 57% r	72 44%	27 85%	126 51%
MassMutual	214 50%	127 62% C	88 40%	62 50%	67 62%	51 46%	34 43%	78 59% j	85 50%	51 42%	59 48%	34 49%	112 55%	70 50%	100 59% P	44 39%	130 55%	83 48%	49 84%	135 51%
Charles Schwab	200 50%	90 52%	110 49%	54 42%	65 66% DG	50 56%	31 38%	74 57%	80 46%	46 48%	64 50%	34 49%	94 54%	54 44%	83 59% n	63 47%	126 52%	70 48%	23 64%	111 49%
Airbus	208 50%	107 61% C	101 42%	57 49%	61 54%	45 48%	45 50%	80 58% j	96 48%	33 42%	67 50%	37 54%	98 51%	82 58% P	82 53% p	44 37%	150 61% R	55 34%	41 80%	143 58%
Lockheed Martin	198 50%	116 60% C	82 48%	61 48%	58 52%	34 41%	44 57%	68 50%	86 50%	43 49%	54 44%	32 46%	100 56% k	65 54%	74 47%	59 48%	124 51%	71 48%	30 64%	132 53%
Singer	216 49%	112 55%	105 45%	63 48%	68 57% F	35 35%	49 58%	77 53%	94 49%	44 45%	61 50%	40 61%	103 47%	94 56% P	74 51%	49 39%	134 51%	78 47%	42 69%	145 53%
Caterpillar	200 49%	104 52%	96 46%	57 46%	59 57%	43 45%	41 50%	83 58% j	88 49%	30 35%	52 44%	38 59%	96 51%	62 46%	86 59% P	52 41%	136 54%	62 44%	35 67%	138 55%
NY Life	200 48%	112 57% C	89 40%	71 54% G	60 59% G	43 47%	26 29%	88 55%	73 43%	40 47%	49 37%	38 54% k	106 57% K	61 50%	90 56% P	49 37%	129 52%	66 43%	33 77%	137 54%
Anheuser-Busch	194 48%	97 51%	97 45%	50 39%	63 60% D	46 49%	35 45%	79 55%	79 46%	36 41%	58 46%	27 45%	105 54%	63 44%	93 59% nP	39 37%	123 55% R	68 40%	24 57%	117 50%
Shake Shack	193 47%	89 49%	104 46%	59 50%	57 52%	51 47%	26 36%	85 63% J	80 46% j	28 29%	60 46%	33 53%	94 49%	51 43%	82 58% nP	61 41%	115 50%	77 45%	34 71%	136 54%
Etsy	186 47%	93 48%	93 46%	61 58% F	59 56% f	42 38%	24 33%	75 57% j	72 39%	39 49%	56 46%	31 40%	90 55%	52 42%	82 57% np	52 42%	119 53% r	67 40%	38 79%	117 52%
Peloton	180 46%	95 52% c	84 40%	63 49%	59 57%	41 43%	17 25%	80 53% j	74 43%	26 36%	62 47%	28 35%	83 51%	63 49% p	70 53% P	47 35%	110 47%	67 44%	24 73%	126 49%
Unilever	172 45%	96 54% C	76 38%	53 42%	41 50%	36 47%	42 45%	70 56% J	76 43%	26 34%	67 47%	21 40%	76 52%	51 50%	69 44%	52 42%	91 47%	80 45%	33 73%	100 47%
H-E-B Grocery	184 45%	92 50%	93 40%	62 45%	46 42%	40 44%	36 49%	69 50%	78 40%	38 48%	53 45%	30 47%	92 44%	42 35%	80 51% n	62 45%	106 47%	75 41%	33 54%	139 50%
Patagonia	180 44%	95 46%	85 42%	57 42%	44 48%	63 57%	16 22%	62 46%	83 47%	36 36%	41 34%	22 40%	112 55% K	53 41%	91 55% P	37 32%	110 47%	67 44%	30 66%	120 50%
Wegmans	177 44%	82 48%	95 41%	63 48%	49 53% f	35 35%	30 37%	81 58% lj	59 34%	37 42%	55 40%	30 42%	79 48%	56 46%	69 45%	52 40%	105 46%	69 41%	39 71%	116 47%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 350

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat Yes

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Molson Coors	177 42%	96 50% C	81 36%	49 41%	65 56% d	43 40%	20 26%	73 50% J	81 43% J	24 28%	43 37%	20 35%	110 48%	64 44%	78 49% P	34 30%	108 45%	67 39%	41 68%	124 46%
Berkshire Hathaway	179 42%	100 49% c	79 36%	42 34%	66 55% D	51 49%	19 25%	76 50%	75 37%	28 39%	44 32%	28 44%	98 48% K	70 46% p	58 49% p	50 33%	109 47%	67 38%	38 79%	128 46%
Gilead	173 41%	113 54% C	60 29%	47 40%	45 44%	48 47%	33 33%	75 47%	65 40%	33 34%	40 31%	22 40%	108 52% K	55 46%	71 46%	47 32%	114 44%	56 38%	41 65%	120 48%
King Arthur	159 41%	76 47%	84 37%	58 43%	58 55% F	27 32%	16 25%	73 55% J	66 37%	20 26%	38 32%	29 37%	85 51% K	42 36%	64 47% R	54 40%	107 47% R	48 31%	37 79%	118 48%
Royal Dutch Shell	167 41%	103 48% C	63 33%	40 33%	51 50% D	33 36%	42 46%	62 46%	64 35%	41 46%	44 33%	29 42%	89 50% K	64 46%	47 33%	55 45%	94 44%	72 38%	30 61%	111 45%
Huawei	170 40%	104 52% C	66 30%	53 49% FG	65 59% FG	26 28%	26 24%	84 58% J	65 33%	22 26%	42 35%	20 37%	104 46%	50 41%	77 45%	43 34%	118 50% R	49 27%	39 77%	118 45%
Abbot	159 40%	75 41%	84 39%	47 34%	54 58% DF	28 31%	30 38%	61 47% J	78 41%	20 25%	48 36%	17 27%	87 45% J	48 39%	56 42%	55 38%	86 38%	69 43%	25 45%	112 45%
Roche	152 39%	85 46% c	66 32%	47 37%	42 48%	32 32%	30 39%	59 46% J	70 39%	23 27%	44 36%	30 38%	70 44%	38 36%	69 44%	45 35%	98 45%	52 33%	19 46%	99 41%
Cargill	172 38%	97 48% C	75 30%	44 34%	57 53% D	57 42%	13 17%	70 47% J	75 36%	27 30%	45 35%	18 31%	102 43%	50 35%	72 46%	50 34%	113 45% r	57 31%	32 63%	126 46%
McKesson	150 37%	90 43% c	60 31%	51 41%	36 38%	25 31%	36 38%	67 47% J	47 27%	36 41%	50 37%	22 41%	70 39%	36 30%	73 47% np	40 32%	82 37%	65 40%	43 73%	109 44%
WeWork	157 37%	104 53% C	53 23%	56 42%	69 56% dF	28 27%	4 6%	88 54% J	51 29%	18 22%	40 37%	23 37%	93 39%	38 30%	77 45% n	43 34%	110 41%	45 30%	34 69%	116 44%
Seamless	143 32%	71 35%	72 30%	49 39% iG	53 49% FG	29 23%	12 15%	63 49% J	50 26%	30 25%	45 32%	17 29%	76 36%	36 27%	60 37%	48 32%	91 34%	50 31%	29 75%	111 40%
Mondelez	112 29%	63 38% C	49 22%	44 34%	35 34%	23 27%	11 15%	55 42% J	36 20%	21 29%	31 24%	14 27%	62 33%	38 30%	48 33%	26 22%	72 35% R	34 20%	29 83%	87 39%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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23 May 2020
 Table 351

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat No

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Snapchat	157 39%	69 36%	88 41%	48 35%	32 27%	32 45%	45 56%	45 29%	74 41% h	39 54% H	49 42%	39 45%	62 32%	43 39%	70 38%	44 40%	74 34%	78 44%	13 19%	92 35%
Nintendo	159 37%	81 41%	78 34%	46 37%	37 34%	28 27%	47 55% def	38 28%	77 39%	44 47% H	47 35%	37 50%	65 34%	61 38%	44 30%	54 45% o	87 34%	65 41%	9 17%	78 30%
Twitter	153 37%	78 35%	75 40%	51 39% E	23 17%	35 45% E	44 61%	35 23%	73 42% H	45 49% H	40 31%	32 44%	68 36%	49 37%	47 32%	58 42%	86 35%	64 40%	9 17%	95 36%
Honda	146 36%	72 38%	74 34%	40 32%	21 23%	37 48% E	47 42% e	40 32%	69 36%	37 43%	32 25%	32 46% K	66 37%	61 41%	47 34%	39 32%	65 34%	75 38%	10 20%	94 34%
Hallmark	148 36%	79 36%	68 36%	37 31%	29 30%	39 40%	43 44%	36 27%	72 38%	40 44% h	37 31%	35 46%	73 38%	44 35%	48 29%	55 47% O	84 38%	62 35%	13 30%	78 32%
Nike	153 35%	72 35%	81 35%	41 34%	36 32%	34 36%	43 40%	51 35%	70 35%	32 35%	41 30%	28 37%	73 38%	58 40%	50 31%	46 36%	105 40% r	45 28%	31 48%	98 35%
Wells Fargo	141 35%	77 42% c	65 29%	25 20%	25 25%	49 47% DE	42 57%	33 24%	67 38% h	41 46% H	47 34%	21 36%	69 37%	48 38%	41 30%	52 38%	99 42% R	38 26%	7 14%	88 34%
NHL	144 35%	70 40%	74 31%	43 39%	39 36%	26 26%	36 39%	44 35%	58 31%	42 43%	35 28%	39 46% K	60 34%	38 37% O	34 21%	72 50% O	86 35%	57 36%	8 24%	97 38%
Gap	141 34%	70 38%	71 31%	33 31%	39 31%	44 40%	24 38%	29 23%	67 33%	45 55% HI	42 33%	17 30%	77 38%	54 41% O	29 22%	58 41% O	85 33%	53 36%	12 21%	91 33%
Etsy	133 34%	57 29%	77 38%	31 29%	28 26%	48 44% e	27 36%	29 22%	80 44% H	24 30%	35 29%	34 44%	55 34%	52 42%	42 29%	39 31%	66 30%	64 38%	3 6%	79 35%
Fox Corporation	141 34%	86 42% C	55 26%	46 36%	36 36%	36 36%	23 26%	36 25%	82 41% H	24 30%	27 22%	24 31%	81 43% K	34 27%	50 34%	56 39%	74 34%	65 34%	14 30%	85 35%
Charles Schwab	130 33%	62 36%	68 30%	36 28%	24 25%	33 37%	37 45% de	35 27%	60 35%	35 37%	35 28%	25 36%	60 35%	44 36%	37 26%	49 36%	87 36%	41 28%	12 33%	84 37%
Caterpillar	131 32%	79 40% C	52 25%	41 32%	25 24%	36 37%	29 36%	38 26%	58 32%	36 42% h	31 26%	17 25%	75 40% k	55 41% O	30 21%	46 36% o	84 33%	43 30%	14 27%	83 33%
Hulu	131 32%	67 34%	64 30%	48 37% E	20 21%	28 31%	34 38%	37 25%	71 41% H	23 26%	50 38% M	27 45%	45 23%	42 34%	39 25%	50 39% o	71 31%	56 32%	23 42%	72 27%
Starbucks	129 32%	73 35%	57 28%	36 32% e	23 18%	31 39% E	39 46%	38 27%	58 33%	34 38%	34 30%	19 34%	74 34%	54 39% O	26 18%	49 40% O	61 26%	58 39% q	22 38%	75 30%
Comcast	122 32%	71 40% C	50 25%	41 31% E	14 16%	43 42% E	23 39%	34 25%	59 36%	29 35%	38 29%	16 32%	61 33%	28 25%	54 35%	40 34%	72 35%	41 26%	6 18%	61 27%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Summary Of Definitely/Somewhat No

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Shake Shack	130 32%	69 38%	61 27%	35 29%	29 26%	38 35%	29 41%	29 21%	56 32%	45 46% Hi	33 25%	18 29%	69 37% k	46 39% o	36 25%	48 33%	77 33%	51 29%	6 14%	82 32%
Chipotle	130 31%	72 35%	58 28%	32 24%	21 22%	58 45% DE	19 36%	32 20%	68 39% H	30 38% H	31 25%	12 27%	79 37% k	56 46% O	24 16%	50 35% O	82 31%	47 33%	11 20%	87 33%
T-Mobile	122 31%	61 31%	61 30%	44 36% E	16 15%	31 32% E	31 44%	42 28%	42 26%	38 45% hl	36 27%	18 30%	62 34%	36 34% o	34 20%	52 42% O	78 32%	41 28%	20 40%	67 28%
Macy's	116 31%	49 28%	67 33%	42 26%	29 26%	24 25%	21 39%	29 22%	55 33% h	33 40% H	41 33%	17 26%	49 29%	38 32%	38 28%	40 31%	61 28%	47 32%	4 13%	61 28%
JPMorgan Chase	125 30%	65 32%	59 29%	32 26%	17 16%	32 40% E	45 43% dE	35 25%	78 39% hJ	12 18%	35 27%	33 42%	50 29%	48 36%	39 24%	38 33%	79 32%	45 29%	9 19%	64 28%
Burger King	118 30%	55 29%	64 31%	52 37% e	21 23%	22 24%	23 36%	25 21%	72 37% H	21 27%	34 28%	17 25%	58 32%	32 26%	44 29%	42 36%	60 28%	51 30%	8 21%	68 29%
Molson Coors	127 30%	54 28%	72 32%	27 23%	27 23%	43 40% De	29 38%	29 20%	69 36% H	29 34% h	24 21%	21 36% k	71 31%	53 36%	39 24%	35 30%	64 27%	58 34%	14 23%	75 28%
Facebook	124 30%	63 34%	61 27%	40 30%	26 23%	38 40% e	21 28%	28 20%	65 35% H	30 38% H	36 29%	20 32%	60 31%	47 36%	36 22%	40 36% o	76 34%	45 26%	13 24%	76 29%
Expedia	122 30%	66 33%	56 27%	34 25%	21 20%	35 37% e	32 46%	41 28%	56 31%	25 32%	25 24%	18 25%	68 33%	55 36%	35 24%	32 30%	69 28%	53 34%	6 13%	83 31%
John Deere	127 30%	57 28%	69 31%	38 26%	30 30%	30 32%	29 32%	35 24%	64 35%	28 28%	36 29%	17 28%	71 31%	63 42% OP	34 22%	30 25%	77 30%	49 30%	10 16%	87 30%
Nissan	129 30%	75 34%	54 25%	37 29%	23 20%	30 32%	38 39%	43 24%	61 34%	24 32%	39 32%	33 42% m	51 26%	40 27%	36 23%	52 41% O	77 33%	50 27%	12 25%	67 27%
Airbnb	112 30%	45 28%	67 31%	40 32%	24 24%	18 23%	30 42% e	42 27%	47 32%	24 30%	31 26%	21 36%	48 27%	39 35%	47 29%	26 25%	72 32%	40 27%	11 27%	74 31%
TripAdvisor	122 30%	64 31%	58 28%	30 25%	27 24%	33 33%	32 38%	36 23%	58 35% h	28 29%	37 25%	22 37%	58 32%	37 32%	39 23%	47 36%	78 30%	40 30%	6 13%	66 28%
Anheuser-Busch	120 30%	63 33%	56 26%	34 27%	23 21%	36 38% e	27 35%	32 22%	63 37% H	24 28%	32 25%	20 33%	59 31%	53 37% O	31 20%	36 34% O	58 26%	57 33%	12 29%	70 30%
MLB	127 30%	76 35%	51 24%	37 30%	25 22%	32 31%	32 37%	42 29%	54 29%	31 30%	34 27%	18 32%	64 31%	39 30%	40 25%	48 34%	61 26%	57 32%	14 25%	74 28%
eBay	121 30%	45 24%	76 34%	37 30%	24 21%	22 29%	38 39% e	42 28%	60 30%	18 30%	35 27%	18 27%	59 32%	30 28%	44 27%	47 33%	72 29%	46 30%	9 18%	80 31% s
Tesla	126 29%	76 37% C	50 22%	38 29% E	16 15%	25 24%	48 53% DEF	46 32%	53 26%	27 34%	31 25%	23 33%	62 28%	35 29% o	24 16%	68 43% O	69 27%	54 33%	15 33%	72 28%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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 Summary Of Definitely/Somewhat No

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Goldman Sachs	122 29%	67 32%	55 27%	32 28%	31 23%	20 27%	39 43%	30 22%	73 37% H	19 25%	33 26%	38 52% KM	39 21%	54 35%	32 22%	35 30%	73 28%	48 31%	9 16%	73 29%
NBA	119 29%	60 30%	59 29%	32 28%	20 18%	29 33%	38 41% E	34 25%	52 29%	33 36%	39 30%	27 45% M	45 24%	41 30% o	27 18%	51 44% O	56 27%	57 31%	2 5%	58 24%
Lyft	116 29%	65 33%	51 26%	41 30%	26 32%	31 29%	18 25%	28 23%	63 33%	26 30%	22 21%	23 34%	64 32%	46 35% o	26 22%	45 30%	54 26%	58 33%	13 29%	75 28%
ESPN	114 29%	53 29%	61 30%	31 31%	22 21%	31 35%	29 31%	30 25%	53 31%	31 32%	31 25%	20 29%	52 29%	40 35%	38 24%	36 31%	69 29%	40 27%	8 14%	57 24%
Nordstrom	115 29%	47 25%	68 32%	35 26%	26 27%	23 27%	31 38%	36 24%	62 33%	18 28%	40 31%	19 30%	49 27%	48 38% O	31 19%	36 32% o	55 25%	55 34%	8 17%	73 29%
NFL	120 29%	58 29%	62 29%	38 26%	21 21%	40 38% E	22 32%	38 26%	55 29%	28 33%	35 26%	13 23%	63 31%	37 34%	43 25%	41 29%	59 27%	59 31%	12 25%	69 29%
Toyota	113 29%	35 19%	78 37% B	37 31%	24 24%	34 34%	18 24%	20 16%	66 33% H	27 38% H	31 30%	24 34%	53 28%	37 34% o	29 20%	46 34% o	58 26%	53 34%	10 23%	67 26%
Hilton Hotels	115 29%	66 35% c	49 23%	39 32% E	18 16%	37 39% E	21 29%	28 23%	63 34%	25 25%	22 20%	24 40% K	59 29%	31 27%	34 22%	50 37% O	64 30%	46 25%	12 27%	69 30%
Quicken Loans	114 28%	59 31%	55 26%	33 27%	26 23%	23 23%	32 45%	36 26%	45 25%	33 41% i	31 25%	27 36%	49 27%	36 33% O	26 16%	52 40% O	69 29%	41 26%	20 37%	63 26%
JetBlue Airways	111 28%	71 35% C	40 21%	26 23%	35 31%	18 23%	33 36%	40 28%	40 26%	32 33%	33 29%	21 31%	55 29%	35 27%	27 24%	49 33% O	79 34% R	27 17%	13 33%	58 26%
Singer	123 28%	61 30%	63 27%	41 31%	25 20%	37 37% e	21 24%	45 31%	55 28%	24 24%	34 28%	4 6%	78 35%	45 27%	38 26%	41 32%	79 30%	43 26%	10 16%	71 26%
The Home Depot	115 28%	54 30%	61 27%	48 36% E	16 16%	23 25% e	28 32% e	34 27%	56 27%	25 34%	29 22%	15 23%	63 34% k	21 17%	42 26%	52 40% No	59 26%	54 32%	15 32%	81 30%
The Walt Disney Company	109 28%	51 28%	58 28%	39 33% E	18 16%	37 40% E	15 22%	27 22%	51 28%	31 34%	27 21%	19 29%	51 31%	38 36%	35 24%	36 25%	57 25%	44 30%	2 5%	56 24%
Nestle	118 28%	58 28%	61 28%	40 32%	25 26%	29 27%	24 25%	30 22%	57 28%	31 35%	35 27%	36 42% m	44 23%	32 26%	33 20%	54 38% O	63 25%	54 32%	12 26%	59 23%
McDonald's	112 28%	50 25%	62 30%	35 27%	28 21%	19 25%	30 44%	33 22%	65 33%	14 25%	30 22%	14 32%	61 31%	33 25%	48 30%	31 27%	74 29%	37 26%	12 23%	73 29%
Berkshire Hathaway	117 27%	73 36% C	43 20%	37 30% e	21 17%	22 21%	37 48%	28 19%	73 36% H	15 21%	39 28%	15 23%	60 30%	49 32% O	20 16%	47 31% O	58 25%	52 29%	8 15%	86 31%
NY Life	113 27%	58 30%	55 25%	30 22%	17 17%	24 26%	42 48% DEf	31 19%	57 34% H	25 29%	37 28%	24 34%	45 24%	36 30%	39 24%	38 29%	73 30%	36 24%	10 23%	67 26%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
AT&T	113 27%	57 31%	55 24%	35 28%	37 34%	18 17%	23 31%	31 22%	57 30%	25 29%	34 28%	12 19%	57 29%	43 37%	29 18%	41 29%	68 28%	38 24%	5 11%	67 26%
Little Caesars	112 27%	51 27%	61 27%	28 22%	22 22%	37 35%	24 30%	24 17%	55 31%	33 34%	34 25%	26 38%	42 23%	44 32%	41 26%	27 22%	53 24%	53 29%	17 27%	61 25%
ExxonMobil	103 27%	46 26%	57 28%	34 26%	31 27%	21 26%	18 30%	23 16%	54 33%	26 34%	28 22%	13 26%	57 32%	40 34%	34 25%	29 23%	68 29%	30 23%	15 27%	53 23%
United States Postal Service	112 27%	61 32%	51 23%	36 27%	23 24%	30 28%	22 30%	46 28%	41 26%	25 27%	27 25%	16 24%	65 31%	29 27%	27 17%	56 38%	66 26%	44 29%	12 19%	79 29%
Pizza Hut	103 27%	41 26%	61 27%	38 29%	19 19%	19 24%	27 38%	32 23%	49 28%	22 31%	30 24%	18 30%	49 27%	19 18%	40 24%	45 39%	52 24%	48 30%	16 28%	57 24%
Peloton	105 27%	61 33%	45 21%	29 23%	20 19%	37 39%	19 28%	27 18%	52 30%	26 37%	23 18%	23 28%	58 35%	37 29%	29 22%	39 29%	68 29%	33 22%	7 20%	69 27%
Seamless	118 27%	65 32%	54 22%	40 31%	21 19%	38 31%	20 23%	25 20%	60 31%	33 28%	32 22%	19 31%	67 31%	29 22%	49 31%	40 26%	77 29%	35 22%	8 21%	75 27%
Netflix	108 26%	41 24%	66 28%	29 28%	20 17%	18 20%	41 41%	25 20%	67 32%	15 22%	29 20%	25 39%	50 27%	40 36%	35 21%	32 25%	50 21%	52 34%	1 4%	57 25%
Huawei	111 26%	62 31%	49 22%	22 21%	23 21%	28 30%	38 35%	31 22%	58 30%	21 26%	30 26%	14 25%	62 27%	40 33%	31 18%	40 31%	57 24%	51 28%	7 15%	73 28%
Citigroup	104 26%	50 27%	54 25%	35 27%	23 23%	24 27%	22 28%	21 16%	50 29%	33 34%	35 28%	17 25%	46 26%	35 30%	33 21%	36 28%	55 26%	46 25%	11 19%	66 25%
Dell	104 26%	47 25%	57 27%	28 21%	35 32%	19 21%	22 35%	38 26%	39 23%	27 32%	30 26%	20 31%	43 23%	26 23%	37 24%	41 31%	55 24%	45 30%	6 11%	45 19%
YouTube	104 26%	33 18%	72 32%	27 21%	18 14%	40 44%	19 32%	24 15%	49 29%	30 43%	27 22%	21 32%	44 25%	34 29%	37 22%	34 28%	54 24%	46 29%	5 8%	74 28%
Royal Dutch Shell	106 26%	73 34%	33 17%	38 31%	26 26%	22 24%	20 21%	31 23%	57 31%	18 20%	31 23%	17 25%	54 31%	38 27%	34 24%	34 27%	63 30%	39 21%	13 27%	63 25%
American Express	106 26%	56 28%	50 24%	31 23%	20 20%	22 25%	33 38%	19 15%	57 29%	29 35%	30 23%	19 25%	50 27%	48 37%	28 20%	30 21%	60 27%	45 25%	10 27%	54 24%
The Hershey Company	98 26%	47 23%	51 29%	28 23%	22 23%	25 26%	23 35%	26 22%	45 27%	27 28%	34 29%	17 32%	41 22%	30 24%	37 24%	31 31%	53 23%	38 27%	10 22%	54 23%
Papa John's	111 26%	58 28%	53 24%	32 25%	19 18%	32 33%	28 27%	29 20%	46 25%	36 35%	29 23%	24 26%	53 27%	33 25%	34 21%	43 31%	62 26%	45 25%	6 13%	67 26%
PepsiCo	105 26%	43 22%	62 29%	34 30%	20 20%	31 32%	19 21%	30 21%	48 27%	27 32%	28 20%	23 32%	48 27%	42 30%	24 17%	39 31%	66 29%	35 21%	7 15%	57 24%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 351

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat No

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Lowe's	98 26%	41 24%	57 27%	36 30%	21 20%	29 29%	12 21%	33 25%	37 23%	28 30%	30 24%	16 22%	44 28%	29 24%	34 23%	35 32%	55 23%	40 30%	10 18%	64 26%
Best Buy	103 26%	57 28%	45 23%	31 23%	23 22%	26 28%	23 32%	26 20%	47 26%	30 32%	29 21%	21 29%	46 27%	34 31% O	25 16%	43 32% O	55 27%	44 24%	7 14%	44 20%
Capitol One	107 26%	48 26%	59 25%	32 27%	29 23%	14 18%	32 33%	42 27%	41 22%	24 32%	34 27%	14 23%	51 25%	47 34% P	31 22%	29 21%	66 30%	40 22%	7 17%	66 25%
Dollar General	101 25%	51 26%	49 25%	38 30%	24 26%	23 23%	16 20%	30 22%	51 28%	20 25%	23 17%	23 37% K	49 27%	48 31%	32 21%	21 23%	56 23%	43 31%	10 19%	76 29%
BP	106 25%	52 25%	54 25%	27 24%	28 23%	29 33%	21 24%	38 26%	53 27%	15 20%	39 29%	18 30%	44 23%	41 27%	36 22%	30 28%	69 28%	33 20%	12 17%	63 25%
Mastercard	100 25%	58 32% c	43 23%	46 32% E	12 15%	19 23%	23 27%	33 24%	45 26%	22 26%	31 27%	6 12%	54 26%	23 20%	38 24%	39 33%	60 27%	38 23%	8 20%	68 26%
Morgan Stanley	105 25%	55 27%	51 24%	37 27%	17 17%	20 24%	31 35% E	32 23%	53 29%	21 22%	32 26%	18 28%	51 25%	47 37% O	21 13%	37 29% O	58 25%	40 23%	9 15%	59 23%
Mars	100 25%	42 24%	57 26%	24 21%	21 18%	40 37% dE	15 25%	32 22%	51 29%	17 23%	32 25%	12 22%	53 27%	27 22%	46 29%	26 23%	48 23%	47 28%	8 14%	68 27%
Airbus	104 25%	49 28%	56 23%	18 15%	30 27% d	21 23%	35 38% D	29 21%	58 29%	17 21%	24 18%	14 21%	60 31% k	36 26%	36 23%	32 27%	41 17%	60 38% Q	6 11%	68 27%
Ford	102 25%	45 23%	57 26%	34 26% e	15 14%	22 28% e	31 34% E	25 18%	48 27%	29 32% h	34 28%	10 17%	47 24%	37 32% p	42 26%	23 17%	55 24%	44 26%	9 14%	66 26%
Visa	99 25%	43 25%	56 25%	31 24%	17 16%	13 17%	38 43% DE	24 21%	51 26%	24 27%	28 25%	14 21%	42 23%	42 33%	33 21%	24 21%	54 24%	37 23%	9 22%	58 22%
Sony	102 25%	44 23%	58 26%	29 23%	22 21%	25 27%	27 28%	23 18%	52 27%	27 31%	23 17%	19 29%	49 26%	33 23%	32 21%	38 32%	61 24%	40 26%	9 26%	62 23%
Bank of America	99 25%	51 26%	48 23%	30 27%	25 23%	21 19%	23 33%	33 24%	39 23%	27 29%	30 24%	18 31%	47 24%	25 17%	28 24%	46 32% n	56 24%	41 25%	9 20%	57 24%
Sam's Club	98 25%	60 29%	38 20%	41 32% E	15 15%	21 21%	22 29%	23 19%	56 26%	19 30%	27 21%	14 19%	51 29%	25 20%	30 18%	44 38% NO	48 22%	45 26%	13 24%	64 25%
Marriott	96 24%	52 27%	44 22%	29 21%	25 26%	21 27%	21 25%	35 25%	40 24%	21 24%	30 25%	17 27%	43 23%	36 29%	26 18%	35 28%	54 24%	37 23%	18 31%	66 26%
GrubHub	97 24%	56 30% c	41 20%	31 24%	22 23%	21 23%	23 30%	18 14%	52 28% H	27 33% H	22 17%	18 26%	54 30% k	33 22%	22 19%	42 31%	66 28%	29 19%	15 30%	61 23%
McKesson	98 24%	60 29%	38 20%	29 23%	20 21%	30 36%	19 20%	26 18%	53 31% h	19 22%	31 23%	11 20%	53 29%	38 32% O	24 15%	36 29% o	60 27%	33 21%	10 17%	52 21%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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23 May 2020
 Table 351

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat No

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
General Electric	94 24%	51 28%	43 21%	38 35% E	15 13%	26 26% e	14 25%	19 15%	63 34% HJ	11 16%	34 28%	12 21%	40 23%	26 19%	26 20%	42 35% NO	46 20%	46 33% Q	11 18%	64 24%
Chick-fil-A	112 24%	42 20%	70 28%	29 21%	23 23%	34 29%	26 25%	27 19%	56 26%	29 28%	31 24%	14 18%	63 28%	29 26%	31 17%	52 31% o	58 22%	50 27%	9 22%	63 23%
Lockheed Martin	97 24%	42 22%	54 26%	21 17%	24 22%	32 38% D	20 26%	25 18%	52 30% h	20 23%	18 15%	25 36% K	42 24%	33 28%	38 24%	26 21%	66 27%	28 19%	13 27%	54 22%
Uber	92 24%	42 24%	50 24%	26 24% e	14 13%	39 36% E	13 22%	20 16%	44 24%	27 36% H	27 24%	18 24%	40 24%	40 33% o	29 19%	22 21%	45 21%	44 28%	10 21%	52 22%
Wegmans	96 24%	55 32% C	41 18%	36 27%	20 22%	22 21%	19 23%	24 17%	59 34% HJ	13 15%	30 22%	9 13%	46 29% I	24 19%	42 27%	30 23%	62 27%	31 18%	8 14%	57 23%
Scott	105 24%	65 29% c	40 18%	37 27%	24 20%	13 14%	30 33%	29 21%	48 25%	28 26%	37 29%	19 29%	46 21%	41 27%	28 20%	35 24%	58 23%	39 22%	11 20%	61 24%
Ace Hardware	96 24%	46 24%	50 23%	38 31%	22 22%	21 21%	15 18%	41 33% J	40 22%	16 16%	36 27%	17 23%	35 20%	19 18%	31 21%	46 30%	46 23%	48 25%	8 21%	61 26%
Hewlett-Packard Enterprise	91 23%	24 16%	68 28% b	24 20%	20 19%	29 27%	19 31%	23 20%	52 28%	16 18%	28 23%	11 19%	48 28%	23 19%	42 29%	26 22%	56 26%	31 20%	4 11%	53 23%
United Airlines	100 23%	43 20%	57 27%	27 22%	22 22%	17 17%	34 32%	23 18%	49 24%	28 29%	42 27%	18 24%	29 19%	40 27%	29 20%	31 23%	48 21%	50 26%	10 28%	51 21%
U.S. Bank	92 23%	49 26%	43 21%	32 26%	17 18%	37 34% e	6 8%	23 17%	47 28%	22 24%	24 18%	19 27%	45 27%	25 20%	33 22%	34 28%	47 22%	40 23%	7 19%	61 25%
Apple	95 23%	49 26%	46 21%	44 29% f	24 24%	14 14%	13 22%	32 23%	45 23%	18 25%	31 24%	15 23%	43 23%	23 19%	37 23%	36 27%	44 19%	46 27%	10 17%	57 22%
Southwest Airlines	94 23%	41 22%	53 25%	36 28% E	14 14%	24 28%	20 23%	27 21%	41 21%	26 32%	26 22%	18 23%	47 25%	31 29%	34 17%	29 29% o	41 19%	47 27%	8 16%	52 20%
American Airlines	100 23%	65 31% C	35 16%	37 30% E	17 15%	15 17%	30 30% e	31 21%	39 21%	29 30%	31 22%	18 32%	43 20%	39 30%	32 20%	29 20%	49 21%	48 26%	9 14%	42 17%
H-E-B Grocery	95 23%	49 27%	46 20%	28 20%	38 35% D	20 22%	8 11%	39 28%	40 21%	16 20%	21 18%	12 19%	60 29% k	34 28%	27 17%	34 25%	54 24%	38 21%	23 39%	67 24%
Patagonia	94 23%	50 24%	44 22%	33 24%	19 21%	22 20%	20 28%	37 28% j	42 24%	15 15%	22 18%	14 25%	56 27%	40 31% O	25 15%	29 25%	66 28% R	24 16%	13 28%	66 28%
General Mills	93 23%	54 27%	39 19%	26 22%	12 14%	33 31% E	22 25%	18 14%	52 28% H	22 26% h	28 22%	24 26%	40 25%	21 18%	33 21%	39 30%	53 22%	38 24%	3 7%	47 20%
Delta Air Lines	86 23%	44 23%	42 22%	27 24%	18 18%	27 24%	14 26%	33 26%	28 17%	25 29%	36 27%	8 12%	34 23%	35 33% O	24 16%	27 22%	60 26% r	22 16%	12 27%	47 21%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 351

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat No

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Verizon	96 23%	49 23%	46 23%	31 26%	23 19%	26 28%	16 18%	36 23%	48 25%	11 15%	26 21%	19 24%	45 23%	40 27%	25 18%	30 22%	47 20%	48 28%	14 27%	57 20%
Smithfield Foods	91 23%	41 21%	51 24%	36 29%	29 24%	14 16%	12 17%	23 20%	54 28% j	15 15%	23 18%	24 27%	40 24%	36 29%	27 18%	29 21%	54 24%	35 21%	13 22%	58 24%
Boeing	93 22%	57 30% C	36 16%	33 28% E	13 13%	24 23%	23 25%	20 14%	51 26% h	23 28% h	29 23%	16 25%	42 21%	38 27% o	19 14%	36 26% o	58 23%	32 21%	4 8%	43 17%
Procter & Gamble	91 22%	63 29% C	28 15%	32 28%	22 18%	21 23%	15 19%	36 29%	39 20%	16 19%	29 23%	15 20%	47 25%	31 29%	36 24%	24 16%	56 28% r	34 17%	14 26%	72 27%
WeWork	94 22%	49 25%	45 20%	35 26% E	15 12%	31 30% E	13 21%	29 18%	44 24%	22 27%	22 20%	13 22%	59 25%	35 27%	33 19%	26 21%	66 25%	27 18%	11 22%	60 23%
Prudential	89 22%	45 23%	44 21%	31 23% g	13 13%	16 18%	28 38%	32 21%	44 26%	13 16%	24 23%	20 27%	33 18%	30 27%	27 18%	32 23%	47 22%	34 19%	10 18%	55 23%
Merck	88 22%	54 30% C	34 16%	30 25% g	26 24%	22 30% g	10 11%	23 18%	50 27%	16 17%	19 17%	12 23%	52 26%	33 27%	31 20%	25 19%	56 24%	29 19%	11 25%	54 23%
Roche	86 22%	55 29% C	31 15%	32 25% e	11 13%	23 23%	20 26%	28 22%	38 21%	20 24%	26 22%	12 15%	41 26%	29 27%	23 14%	35 27% o	45 21%	34 21%	11 26%	61 25%
Aldi	87 22%	53 28% C	35 16%	32 24%	19 22%	22 21%	15 19%	29 21%	35 20%	23 28%	25 18%	12 18%	47 27%	19 17%	40 24%	29 24%	56 23%	28 19%	14 34%	58 25%
Intel	89 22%	46 24%	43 20%	24 19%	26 24%	26 30%	14 15%	22 17%	48 26%	19 20%	32 23%	17 23%	36 20%	31 23%	23 15%	35 28% o	56 25%	32 18%	3 7%	45 20%
Cigna	86 22%	50 27%	37 17%	28 24%	17 14%	13 16%	29 35% Ei	30 20%	42 27%	15 16%	25 19%	17 23%	42 24%	27 23%	26 18%	33 24%	57 26% R	23 14%	8 22%	61 25%
Campbell's	92 22%	46 22%	46 21%	27 20% e	13 11%	31 33% E	22 26%	30 21%	48 24%	14 17%	31 23%	23 25%	34 19%	24 18%	31 21%	38 27%	44 19%	45 25%	10 19%	56 20%
IBM	87 22%	47 25%	40 19%	22 20%	21 21%	24 23%	19 22%	22 16%	27 16%	38 39% Hi	22 16%	14 24%	46 25%	30 28%	29 18%	27 20%	44 20%	41 24%	5 9%	53 23%
Instacart	81 21%	40 22%	41 21%	22 16%	20 19%	26 30% d	14 29%	16 13%	40 23% h	25 32% H	32 27% L	10 13%	34 23%	28 25%	23 18%	31 22%	50 23%	30 20%	7 16%	49 20%
General Motors	81 21%	39 22%	43 21%	25 22%	21 22%	21 22%	15 19%	24 19%	44 25%	13 18%	27 20%	19 29%	29 18%	26 22%	29 19%	27 23%	47 22%	32 21%	12 23%	47 20%
Aetna	86 21%	59 31% C	27 13%	32 25% E	12 11%	17 17%	26 34%	23 20%	43 20%	20 26%	33 24%	15 22%	34 19%	33 30% O	16 11%	37 24% o	48 22%	34 20%	14 27%	64 26%
Amazon	87 21%	43 21%	44 21%	31 24%	20 18%	16 16%	20 28%	26 17%	37 20%	24 31%	20 17%	10 17%	49 24%	22 18%	22 15%	43 29% o	42 18%	44 26%	14 25%	45 18%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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CMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat No

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Indep-ent/Other (P)	Yes (Q)			No (R)
Microsoft	91 21%	49 22%	43 20%	40 28% F	22 18%	6 7%	23 27% F	29 20%	49 25%	13 15%	23 19%	14 19%	46 22%	36 27% o	26 15%	30 24%	46 19%	43 24%	7 17%	54 21%
Coca-Cola	87 21%	40 22%	48 21%	33 25% E	11 10%	20 20%	25 32%	20 14%	45 24%	23 26%	36 29% m	16 20%	32 17%	26 22%	30 18%	31 24%	37 16%	48 26%	3 7%	49 20%
Publix	90 21%	53 26% c	37 17%	27 19%	14 14%	33 27%	17 26%	30 21%	38 21%	23 21%	28 23%	3 5%	56 25%	33 26%	25 16%	32 22%	47 20%	38 20%	9 16%	58 24%
Chevron	82 21%	34 20%	48 21%	36 26%	16 19%	18 16%	13 21%	19 14%	48 27% H	16 19%	24 22%	9 17%	41 20%	28 26% o	22 14%	32 25%	35 16%	45 27% q	3 6%	49 21%
Target	82 21%	44 24%	38 18%	37 29% E	13 12%	15 18%	16 22%	19 14%	49 28% Hj	14 16%	21 16%	15 22%	44 25%	26 18%	25 19%	31 26%	57 25% R	18 12%	5 11%	55 22% s
Albertson's	85 21%	51 27% C	34 15%	27 22%	19 18%	15 18%	24 25%	27 20%	42 23%	15 17%	31 23%	11 18%	36 20%	36 30% o	26 16%	23 18%	46 21%	32 18%	14 28%	58 23%
FedEx	91 21%	51 27% c	40 16%	32 26%	19 16%	25 20%	15 22%	17 12%	56 27% H	18 20%	29 23%	18 25%	37 18%	36 24%	31 20%	24 18%	46 18%	42 25%	7 13%	59 22%
Zoom Video	81 21%	38 22%	43 20%	31 25%	16 18%	20 20%	14 18%	23 16%	41 22%	17 25%	25 18%	12 18%	42 25%	29 20%	27 21%	25 22%	41 21%	31 17%	12 25%	52 23%
Xfinity	87 20%	45 22%	42 19%	27 21%	20 18%	26 31%	14 14%	26 18%	43 21%	19 23%	28 21%	11 17%	44 22%	34 29% O	24 14%	30 22%	60 24% r	25 14%	5 11%	44 18%
The Kraft Heinz Company	80 20%	50 27% C	31 15%	32 27%	19 18%	13 14%	17 20%	33 24%	35 20%	12 14%	29 22%	14 28%	36 19%	19 18%	20 14%	41 30% O	46 20%	32 20%	6 12%	54 21%
Trader Joe's	76 20%	40 25%	37 17%	24 20%	24 22%	18 20%	11 19%	21 17%	45 25%	11 16%	24 19%	14 24%	35 20%	23 22%	32 20%	21 19%	40 18%	34 22%	12 25%	49 20%
UnitedHealth Group	85 20%	54 25% c	31 15%	21 15%	27 25%	29 26%	9 14%	22 16%	44 25%	19 18%	28 22%	13 17%	42 22%	31 21%	25 18%	29 22%	54 23%	25 15%	8 14%	53 19%
3M	76 20%	31 18%	45 22%	17 15%	15 17%	24 26%	20 23%	18 13%	38 23%	20 25% h	31 21%	16 29%	22 15%	35 24% O	14 11%	27 25% O	48 21%	21 15%	7 17%	40 18%
Gilead	84 20%	46 22%	37 18%	37 32% EFG	18 17%	15 14%	15 15%	44 28% ij	27 16%	13 13%	26 20%	12 22%	43 21%	19 15%	29 19%	36 25%	51 20%	30 20%	18 29%	56 23%
UPS	73 20%	28 18%	45 21%	29 20%	14 16%	18 22%	12 21%	22 16%	30 18%	21 31% hi	25 20%	5 11%	35 20%	32 27% O	19 13%	23 19%	39 19%	33 22%	12 24%	46 19%
Perdue Farms	79 20%	31 17%	49 22%	29 23% F	25 23% f	10 10%	15 23%	24 19%	34 20%	22 20%	25 20%	8 11%	45 24%	26 22%	27 19%	27 19%	43 20%	32 19%	10 19%	51 22%
Costco	82 20%	34 20%	48 21%	31 25%	16 15%	14 13%	21 28%	24 17%	37 20%	21 23%	22 18%	8 11%	39 21%	33 23%	17 12%	33 24% o	47 19%	34 21%	11 20%	47 18%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 351

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat No

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Mondelez	76 20%	44 27% C	32 14%	34 26% F	31 30% F	6 7%	6 8%	30 23%	35 19%	12 16%	26 20%	10 19%	39 21%	23 18%	23 16%	30 26%	36 17%	38 22%	6 16%	43 19%
Cottonelle	78 20%	34 17%	44 22%	26 21%	16 15%	18 21%	18 22%	19 13%	37 22%	23 25%	30 23%	8 12%	35 20%	32 29% O	22 13%	24 19%	39 19%	36 20%	10 16%	45 20%
Walmart	77 19%	39 21%	37 18%	30 21% e	8 9%	21 25% e	18 22%	22 17%	41 22%	14 17%	21 17%	11 16%	45 25%	25 21%	26 17%	26 20%	41 19%	34 19%	4 8%	53 21%
Conagra	76 19%	54 25% C	22 12%	28 23%	21 20%	18 19%	8 12%	31 22%	28 17%	17 18%	24 18%	6 9%	43 26% I	27 19%	19 13%	31 27% O	55 24% R	14 9%	17 31%	45 20%
Domino's	76 19%	26 15%	49 23%	26 23% F	19 19% F	4 5%	26 30% F	19 14%	33 21%	23 25%	18 16%	16 24%	37 20%	25 17%	24 19%	27 22%	29 14%	44 25% q	6 13%	43 19%
Bayer	75 19%	46 23%	29 15%	31 26% F	19 16%	13 14%	12 18%	20 14%	34 20%	22 25%	19 17%	14 19%	42 20%	31 24%	24 14%	21 20%	43 18%	28 19%	11 20%	49 20%
Cargill	85 19%	50 25% C	34 14%	37 29% F	23 22%	14 10%	10 14%	30 20%	31 15%	23 26%	25 19%	8 14%	49 20%	31 22%	26 16%	28 19%	59 24% R	22 12%	17 33%	61 22%
GlaxoSmithKline	75 19%	39 21%	36 17%	23 18%	16 17%	17 20%	19 21%	17 13%	43 22%	15 22%	22 17%	16 25%	35 18%	25 16%	20 17%	30 25%	48 20%	25 17%	9 15%	49 19%
MassMutual	80 19%	35 17%	44 20%	24 19%	20 19%	24 21%	11 14%	28 21%	31 18%	21 17%	22 18%	14 20%	41 20%	37 27% O	22 13%	20 18%	47 20%	26 15%	8 15%	48 18%
King Arthur	72 19%	31 20%	41 18%	33 24% E	12 12%	13 15%	13 21%	13 10%	43 24% H	16 21% h	14 12%	20 25% k	36 21%	18 15%	24 18%	30 22%	33 15%	36 24% q	4 8%	46 19%
SC Johnson	72 18%	40 22%	32 15%	35 26% EF	12 12%	9 10%	16 23%	21 15%	45 25% hJ	6 9%	19 17%	12 22%	34 17%	21 17%	30 21%	21 16%	31 13%	38 26% Q	8 14%	41 17%
Honeywell	73 18%	41 20%	31 16%	37 28% E	14 13%	10 14%	11 13%	18 12%	42 24% h	12 18%	23 18%	16 20%	29 17%	26 20%	23 17%	24 18%	49 22% r	21 12%	11 32%	47 19%
Samsung	74 18%	30 17%	44 19%	22 19%	17 15%	10 10%	25 32% eF	13 11%	34 17%	27 30% Hi	26 20%	16 20%	30 17%	36 30% Op	18 11%	20 17%	27 12%	40 24% Q	1 1%	43 17%
DoorDash	72 18%	39 20%	33 16%	22 20%	23 21%	20 18%	8 11%	18 14%	38 21%	16 18%	30 24%	8 13%	30 17%	22 15%	23 18%	27 21%	36 16%	28 19%	5 11%	48 20%
Abbot	72 18%	43 24% c	29 13%	37 27% Ef	9 9%	12 13%	15 19%	29 22%	29 15%	15 18%	25 19%	19 29% m	26 14%	32 27% op	19 14%	21 14%	45 20%	22 14%	15 27%	46 18%
Whole Foods	75 18%	25 12%	50 24% B	27 22% B	20 17%	14 12%	15 22%	16 13%	44 22%	15 17%	15 14%	18 22%	34 17%	34 23% p	27 19%	14 11%	30 15%	45 22%	7 16%	47 18%
Walgreens	69 18%	25 14%	44 21%	27 21% f	22 24% f	6 8%	13 15%	19 16%	32 18%	18 19%	27 22%	7 15%	29 16%	20 17%	22 16%	27 20%	35 16%	30 19%	7 16%	45 19%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 351

COMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?
Summary Of Definitely/Somewhat No

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unilever	67 18%	42 23% c	26 13%	29 23% F	14 16%	5 7%	19 20%	20 16%	32 18%	15 20%	29 20%	11 22%	22 15%	21 20%	27 17%	19 16%	40 21%	23 13%	9 21%	41 19%
Kaiser Permanente	76 18%	40 21%	37 15%	27 21%	17 17%	20 20%	12 12%	34 23% j	33 17%	10 10%	20 16%	13 18%	42 20%	34 22%	19 13%	24 18%	49 19%	27 16%	9 17%	55 19%
CVS	72 17%	44 21%	27 13%	23 19%	20 17%	12 14%	17 18%	21 16%	37 18%	13 16%	17 14%	10 17%	39 19%	30 18%	18 14%	24 20%	38 16%	32 18%	9 22%	45 17%
Tyson Foods	69 17%	42 20%	28 14%	28 23% F	23 20% F	4 5%	14 18% f	32 22% j	29 16%	8 10%	23 16%	7 13%	37 20%	23 18%	20 12%	27 24% O	41 17%	25 16%	9 17%	39 15%
Purell	64 17%	31 16%	34 17%	24 19%	16 16%	10 13%	14 18%	25 17%	28 18%	11 15%	24 19%	8 11%	32 19%	16 17%	30 21%	19 13%	41 18%	16 11%	13 24%	42 17%
Anthem Health	68 16%	36 19%	33 14%	17 17%	21 21%	15 11%	15 19%	11 10%	43 20% h	15 17%	17 13%	11 16%	39 19%	33 26% Op	18 12%	18 13%	38 18%	30 16%	12 35%	53 22%
Kroger	65 16%	28 15%	38 18%	27 23% Eg	8 7%	24 24% E	6 9%	12 8%	37 21% H	17 21% H	19 15%	14 25%	29 15%	19 16%	24 17%	23 16%	32 14%	32 20%	2 3%	33 14%
Clorox	66 16%	41 22% c	25 12%	24 19%	17 16%	7 8%	19 22%	23 16%	23 13%	20 25%	13 10%	12 18%	40 22% K	26 17%	14 10%	26 24% O	44 17%	20 14%	14 26%	48 19%
Humana	68 16%	35 17%	33 16%	32 25% G	17 15%	10 12%	8 9%	24 18%	30 16%	13 14%	19 15%	8 14%	40 19%	21 15%	22 15%	25 18%	43 17%	25 15%	8 17%	43 18%
Pfizer	62 16%	39 23% C	23 10%	32 24% e	13 13%	12 12%	5 7%	15 11%	33 18%	15 19%	14 11%	8 13%	38 20% k	13 10%	26 16%	23 21% n	36 17%	23 13%	5 13%	33 13%
Google	63 15%	32 18%	31 13%	17 14%	18 16%	13 11%	15 27%	23 17%	26 14%	14 17%	24 18%	8 12%	26 15%	18 16%	30 18%	15 12%	40 17%	23 14%	4 10%	36 14%
Johnson & Johnson	64 14%	36 18%	28 11%	22 19% g	17 18%	15 14%	9 8%	17 13%	35 16%	11 13%	16 12%	17 19%	26 14%	13 10%	20 13%	31 19%	33 15%	27 13%	7 15%	36 14%
Cardinal Health	56 14%	33 16%	23 12%	25 22% e	10 10%	15 12%	7 9%	17 14%	28 16%	11 10%	14 12%	8 12%	31 16%	23 20% o	14 9%	19 14%	29 12%	23 14%	2 7%	36 15%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 352

CMP01_1 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Google

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	419	144	275	172	116	82	49	150	167	102	227	55	101	120	150	149	217	191	32	230
Weighted Base	409	181*	227	127	111*	115*	55**	138*	188*	82*	130	62*	178*	113*	167*	128*	237	164*	42**	266
Definitely/Somewhat Yes (Net)	314 77%	131 73%	183 80%	101 79%	83 75%	95 83%	35 63%	110 80%	146 78%	57 70%	96 74%	51 83%	141 79%	88 78%	130 78%	96 75%	184 78%	123 75%	37 88%	213 80%
Definitely yes	185 45%	77 43%	108 47%	52 41%	60 54%	59 51%	14 26%	63 46%	82 44%	39 48%	56 43%	24 38%	94 53%	45 40%	84 50%	56 44%	115 49%	68 41%	19 45%	134 50%
Somewhat yes	129 32%	54 30%	75 33%	48 38% E	24 21%	37 32%	20 37%	47 34%	64 34%	18 22%	40 31%	28 45% m	47 26%	43 38%	46 28%	40 31%	69 29%	56 34%	18 43%	80 30%
Definitely/Somewhat No (Net)	63 15%	32 16%	31 13%	17 14%	18 16%	13 11%	15 27%	23 17%	26 14%	14 17%	24 18%	8 12%	26 15%	18 16%	30 18%	15 12%	40 17%	23 14%	4 10%	36 14%
Somewhat no	27 7%	13 7%	13 6%	8 6%	8 7%	5 4%	6 11%	10 7%	14 7%	3 4%	9 7%	4 6%	13 7%	11 9%	11 7%	5 4%	19 8%	7 4%	2 5%	19 7%
Definitely no	36 9%	19 10%	17 8%	10 8%	11 9%	8 7%	9 15%	13 10%	12 6%	11 14%	15 12%	4 7%	14 8%	7 7%	18 11%	11 8%	20 9%	16 10%	2 6%	17 6%
I am not familiar with this company	31 8%	17 10%	14 6%	9 7%	10 9%	7 6%	6 11%	5 4%	16 9%	10 13% h	10 7%	3 5%	11 6%	7 6%	8 5%	17 13% O	13 6%	18 11%	1 2%	17 6%
Sigma	409 100%	181 100%	227 100%	127 100%	111 100%	115 100%	55 100%	138 100%	188 100%	82 100%	130 100%	62 100%	178 100%	113 100%	167 100%	128 100%	237 100%	164 100%	42 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 353

CMP01_2 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Apple

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	153	252	186	107	63	49	141	164	100	219	61	93	114	143	148	200	188	42	222
Weighted Base	408	193*	215	153*	100*	96*	60**	138*	199*	71*	128	67*	182*	119*	157*	132*	229	168*	57**	263
Definitely/Somewhat Yes (Net)	293 72%	140 73%	153 71%	105 69%	68 68%	77 81%	43 72%	101 73%	149 75%	44 61%	92 72%	47 70%	138 76%	90 75%	117 75%	86 65%	176 77%	112 67%	46 81%	199 76%
Definitely yes	180 44%	87 45%	93 43%	62 40%	43 43%	49 51%	27 45%	56 41%	92 46%	32 44%	62 49%	29 44%	78 43%	50 42%	87 55%	43 33%	111 49%	67 40%	27 47%	127 48%
Somewhat yes	113 28%	53 28%	60 28%	44 29%	25 25%	28 29%	16 27%	44 32%	57 29%	12 17%	30 23%	18 27%	60 33%	40 33%	30 19%	43 33%	65 28%	46 27%	19 34%	72 28%
Definitely/Somewhat No (Net)	95 23%	49 26%	46 21%	44 29%	24 24%	14 14%	13 22%	32 23%	45 23%	18 25%	31 24%	15 23%	43 23%	23 19%	37 23%	36 27%	44 19%	46 27%	10 17%	57 22%
Somewhat no	67 17%	35 18%	33 15%	32 21%	17 17%	12 12%	6 10%	23 17%	32 16%	13 18%	15 11%	12 18%	38 21%	15 13%	26 17%	26 20%	34 15%	31 19%	8 14%	40 15%
Definitely no	28 7%	15 8%	13 6%	12 8%	7 7%	2 2%	7 11%	9 7%	14 7%	5 7%	16 12%	3 5%	5 3%	8 7%	10 7%	9 7%	11 5%	15 9%	2 4%	17 6%
I am not familiar with this company	20 5%	3 1%	17 8%	3 2%	8 8%	5 5%	4 6%	5 4%	5 2%	9 13%	5 4%	5 7%	2 1%	6 5%	3 2%	10 8%	8 4%	10 6%	1 1%	6 2%
Sigma	408 100%	193 100%	215 100%	153 100%	100 100%	96 100%	60 100%	138 100%	199 100%	71 100%	128 100%	67 100%	182 100%	119 100%	157 100%	132 100%	229 100%	168 100%	57 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 354

CMP01_3 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Facebook

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	151	249	172	106	66	56	139	171	90	216	53	109	127	152	121	211	176	41	219
Weighted Base	412	185*	227	131*	112*	95*	73*	144*	188*	80*	127	62*	196*	132*	169*	111*	225	173*	54**	259
Definitely/Somewhat Yes (Net)	271 66%	111 60%	159 70%	85 65%	85 76% F	54 56%	46 63%	112 78% J	118 63%	40 51%	86 68%	38 61%	134 68%	82 62%	128 76% nP	61 55%	144 64%	121 70%	41 76%	172 66%
Definitely yes	152 37%	53 29%	100 44% B	48 37%	43 39%	31 32%	30 41%	52 36%	71 38%	29 37%	42 33%	21 34%	81 41%	48 37%	74 44% P	30 27%	80 36%	71 41%	20 36%	103 40%
Somewhat yes	118 29%	59 32%	60 26%	37 28%	42 37%	23 24%	16 22%	60 42% J	47 25%	11 14%	44 35%	17 28%	53 27%	34 26%	54 32%	31 28%	64 28%	50 29%	21 39%	69 27%
Definitely/Somewhat No (Net)	124 30%	63 34%	61 27%	40 30%	26 23%	38 40% e	21 28%	28 20%	65 35% H	30 38% H	36 29%	20 32%	60 31%	47 36% o	36 22%	40 36% o	76 34%	45 26%	13 24%	76 29%
Somewhat no	73 18%	47 26% C	25 11%	25 19%	15 13%	28 30% eG	5 7%	15 11%	46 25% H	11 14%	15 12%	11 18%	44 22% k	29 22% o	18 11%	26 23% o	43 19%	27 16%	7 13%	39 15%
Definitely no	51 12%	15 8%	36 16%	15 12%	11 10%	10 10%	15 21%	13 9%	19 10%	19 24% Hl	22 17% m	9 14%	16 8%	19 14%	18 11%	14 13%	33 15%	18 10%	6 12%	36 14%
I am not familiar with this company	18 4%	11 6%	7 3%	6 5%	1 1%	4 4%	6 9% e	3 2%	5 3%	9 12% Hl	5 4%	4 6%	2 1%	2 2%	5 3%	10 9% n	5 2%	6 4%	-	12 5%
Sigma	412 100%	185 100%	227 100%	131 100%	112 100%	95 100%	73 100%	144 100%	188 100%	80 100%	127 100%	62 100%	196 100%	132 100%	169 100%	111 100%	225 100%	173 100%	54 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 355

CMP01_4 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Netflix

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	147	267	148	135	61	70	139	176	99	239	59	103	113	153	148	224	176	32	208
Weighted Base	408	174*	234	106*	114*	87*	101*	123*	213*	71*	144	65*	184*	110*	170*	128*	240	154*	38**	230
Definitely/Somewhat Yes (Net)	271 66%	116 67%	155 66%	70 66%	86 76% G	64 73% g	51 50%	91 73%	131 61%	50 70%	96 67%	36 55%	131 71%	60 54%	126 75% N	85 67%	176 73% R	90 58%	34 89%	161 70%
Definitely yes	154 38%	69 40%	85 36%	41 39%	49 43%	29 33%	35 35%	57 46% j	75 35%	22 30%	51 35%	18 28%	80 44%	32 29%	72 43% n	50 39%	105 44% r	47 31%	24 64%	108 47%
Somewhat yes	117 29%	48 27%	70 30%	29 28%	37 33% G	35 40% G	16 16%	34 27%	55 26%	28 40%	45 31%	18 27%	51 27%	28 25%	54 32%	35 27%	71 30%	43 28%	10 25%	53 23%
Definitely/Somewhat No (Net)	108 26%	41 24%	66 28%	29 28%	20 17%	18 20%	41 41% Ei	25 20%	67 32%	15 22%	29 20%	25 39% K	50 27%	40 36% O	35 21%	32 25%	50 21%	52 34% Q	1 4%	57 25%
Somewhat no	60 15%	26 15%	34 15%	19 18% E	8 7%	12 14%	21 21% E	9 8%	44 21% Hj	6 9%	15 11%	12 18%	30 16%	34 31% OP	16 9%	10 8%	24 10%	33 21% Q	* 1%	33 14%
Definitely no	48 12%	16 9%	32 14%	10 10%	12 10%	6 7%	20 20%	16 13%	23 11%	9 13%	13 9%	14 21% k	20 11%	6 6%	19 11%	22 18% N	27 11%	19 13%	1 3%	24 10%
I am not familiar with this company	29 7%	16 9%	13 5%	6 6%	8 7%	5 6%	9 9%	8 6%	15 7%	6 9%	19 13% M	4 6%	3 2%	11 10%	8 5%	10 8%	13 5%	12 8%	3 7%	13 5%
Sigma	408 100%	174 100%	234 100%	106 100%	114 100%	87 100%	101 100%	123 100%	213 100%	71 100%	144 100%	65 100%	184 100%	110 100%	170 100%	128 100%	240 100%	154 100%	38 100%	230 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 356

CMP01_5 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Amazon

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	390	158	232	161	113	64	52	140	168	82	205	50	112	113	133	144	210	167	41	206
Weighted Base	410	201*	209	132*	106*	102*	70**	148*	185*	77*	121	57*	203*	120*	141*	149*	231	169*	55**	251
Definitely/Somewhat Yes (Net)	297 72%	142 71%	155 74%	89 67%	77 73%	83 81%	48 69%	108 73%	138 75%	50 65%	95 78%	46 80%	140 69%	92 77%	110 78%	94 63%	173 75%	116 69%	36 65%	189 75%
Definitely yes	192 47%	90 45%	101 49%	59 45%	47 45%	55 54%	30 43%	65 44%	93 50%	34 44%	54 45%	28 50%	101 50%	59 49%	74 53%	58 39%	111 48%	78 46%	22 41%	132 53%
Somewhat yes	105 26%	52 26%	53 26%	30 23%	30 28%	28 27%	17 25%	44 30%	45 25%	16 21%	40 33%	17 30%	39 19%	33 27%	36 26%	36 24%	62 27%	38 23%	13 24%	57 23%
Definitely/Somewhat No (Net)	87 21%	43 21%	44 21%	31 24%	20 18%	16 16%	20 28%	26 17%	37 20%	24 31%	20 17%	10 17%	49 24%	22 18%	22 15%	43 29%	42 18%	44 26%	14 25%	45 18%
Somewhat no	40 10%	17 8%	23 11%	16 12%	8 8%	5 5%	12 17%	19 13%	17 9%	4 5%	8 7%	6 10%	21 10%	16 14%	9 6%	15 10%	21 9%	19 11%	11 20%	24 10%
Definitely no	47 11%	26 13%	21 10%	15 12%	12 11%	12 12%	8 12%	7 5%	20 11%	20 26%	12 10%	4 7%	29 14%	6 5%	13 9%	28 19%	21 9%	25 15%	3 5%	21 8%
I am not familiar with this company	26 6%	16 8%	10 5%	12 9%	9 9%	3 3%	2 3%	14 10%	9 5%	3 4%	7 5%	1 3%	13 6%	6 5%	9 6%	11 8%	16 7%	9 5%	5 9%	17 7%
Sigma	410 100%	201 100%	209 100%	132 100%	106 100%	102 100%	70 100%	148 100%	185 100%	77 100%	121 100%	57 100%	203 100%	120 100%	141 100%	149 100%	231 100%	169 100%	55 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 357

CMP01_6 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Twitter

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	177	235	169	129	64	50	152	157	103	224	60	106	125	142	145	220	183	36	223
Weighted Base	415	227*	189	131*	132*	79*	73**	150*	174*	91*	129	73*	188*	133*	146*	137*	246	160*	52**	265
Definitely/Somewhat Yes (Net)	237 57%	140 62%	97 52%	75 57%	102 77% DF	38 48%	23 32%	110 73% IJ	94 54% j	34 37%	75 58%	39 54%	116 61%	78 59%	92 63%	68 50%	148 60%	85 53%	43 83%	162 61%
Definitely yes	126 30%	78 35%	48 25%	44 33% f	65 49% dF	13 16%	5 6%	59 39% J	50 29%	17 19%	34 27%	14 19%	75 40% KL	35 27%	53 36%	38 28%	88 36% r	37 23%	35 66%	98 37%
Somewhat yes	112 27%	62 27%	50 26%	31 24%	37 28%	25 31%	19 25%	51 34% j	44 25%	17 18%	41 32%	25 35%	40 21%	42 32%	39 27%	30 22%	60 24%	48 30%	8 16%	65 24%
Definitely/Somewhat No (Net)	153 37%	78 35%	75 40%	51 39% E	23 17%	35 45% E	44 61%	35 23%	73 42% H	45 49% H	40 31%	32 44%	68 36%	49 37%	47 32%	58 42%	86 35%	64 40%	9 17%	95 36%
Somewhat no	58 14%	23 10%	35 19% b	27 20% E	8 6%	11 14%	12 16%	18 12%	28 16%	12 13%	13 10%	8 11%	35 18%	12 9%	26 18%	19 14%	30 12%	26 16%	2 5%	42 16%
Definitely no	95 23%	56 25%	39 21%	24 18%	14 11%	24 31% E	33 45%	17 11%	45 26% H	33 36% H	27 21%	24 33% m	33 18%	37 28% o	21 14%	38 28% O	56 23%	38 24%	6 12%	53 20%
I am not familiar with this company	25 6%	8 4%	17 9%	6 4%	7 6%	6 8%	6 8%	6 4%	7 4%	12 14% hi	14 11% IM	1 2%	5 2%	7 5%	7 5%	12 8%	12 5%	12 7%	* 1%	8 3%
Sigma	415 100%	227 100%	189 100%	131 100%	132 100%	79 100%	73 100%	150 100%	174 100%	91 100%	129 100%	73 100%	188 100%	133 100%	146 100%	137 100%	246 100%	160 100%	52 100%	265 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 358

CMP01_7 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 IBM

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	151	253	171	119	63	51	129	166	109	232	52	96	117	139	148	215	178	37	214
Weighted Base	401	186*	215	112	100*	104*	86**	131*	173*	97*	135	60*	184*	107*	160*	135*	221	172*	48**	233
Definitely/Somewhat Yes (Net)	263 65%	117 63%	146 68%	61 55%	65 65%	76 73% d	61 71%	98 74% J	119 69% J	47 48%	90 67%	38 64%	125 68%	67 62%	116 72%	81 60%	153 69%	106 62%	41 84%	152 65%
Definitely yes	138 34%	60 32%	78 36%	26 23%	27 27%	51 49% DE	35 41%	47 36%	64 37%	27 28%	51 38%	23 38%	63 34%	35 33%	67 42% p	36 27%	86 39%	52 30%	15 32%	75 32%
Somewhat yes	124 31%	57 31%	67 31%	35 31%	38 38%	25 24%	26 31%	50 38% J	55 32%	19 20%	39 29%	16 26%	62 34%	31 29%	49 31%	44 33%	67 30%	54 32%	25 53%	76 33%
Definitely/Somewhat No (Net)	87 22%	47 25%	40 19%	22 20%	21 21%	24 23%	19 22%	22 16%	27 16%	38 39% HI	22 16%	14 24%	46 25%	30 28%	29 18%	27 20%	44 20%	41 24%	5 9%	53 23%
Somewhat no	54 14%	26 14%	28 13%	12 11%	13 13%	13 13%	16 19%	16 12%	15 8%	24 25% hl	9 7%	8 13%	34 18% K	23 21% O	13 8%	19 14%	26 12%	28 16%	2 4%	37 16%
Definitely no	32 8%	21 11%	12 6%	11 9%	8 8%	11 11%	3 3%	6 4%	13 7%	14 14% h	13 9%	6 11%	12 7%	7 7%	16 10%	9 7%	18 8%	13 8%	2 5%	16 7%
I am not familiar with this company	52 13%	22 12%	29 14%	28 25% eF	14 14% f	4 4%	6 7%	12 9%	27 15%	13 13%	23 17% m	7 12%	13 7%	10 10%	15 9%	26 20% o	24 11%	25 14%	3 7%	28 12%
Sigma	401 100%	186 100%	215 100%	112 100%	100 100%	104 100%	86 100%	131 100%	173 100%	97 100%	135 100%	60 100%	184 100%	107 100%	160 100%	135 100%	221 100%	172 100%	48 100%	233 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 359

CMP01_8 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Samsung

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	419	143	276	182	118	55	64	129	174	116	230	58	106	127	145	147	215	187	33	226
Weighted Base	406	174*	231	118	116*	93*	79*	114*	201*	91*	128	77*	183*	121*	167*	118*	221	168*	47**	261
Definitely/Somewhat Yes (Net)	308 76%	137 78%	171 74%	88 74%	94 81% G	79 85% G	47 60%	96 84% J	160 80% J	52 58%	93 73%	56 72%	149 81%	80 66%	140 84% N	88 74%	187 85% R	114 68%	46 98%	209 80%
Definitely yes	160 39%	67 38%	93 40%	42 35%	52 45% g	46 49% g	20 26%	49 43% J	94 47% J	17 19%	45 35%	24 31%	86 47%	35 29%	80 48% N	44 38%	103 47% r	56 33%	32 67%	115 44%
Somewhat yes	148 36%	70 40%	78 34%	46 39%	42 36%	33 36%	27 34%	47 41%	66 33%	35 38%	48 37%	31 41%	63 34%	45 37%	60 36%	43 37%	84 38%	58 34%	14 31%	94 36%
Definitely/Somewhat No (Net)	74 18%	30 17%	44 19%	22 19%	17 15%	10 10%	25 32% eF	13 11%	34 17%	27 30% Hi	26 20%	16 20%	30 17%	36 30% Op	18 11%	20 17%	27 12%	40 24% Q	1 1%	43 17%
Somewhat no	44 11%	15 9%	29 12%	12 11%	12 11%	5 6%	14 18%	5 4%	27 13% h	13 14% h	16 12%	8 10%	20 11%	23 19% O	10 6%	11 9%	13 6%	25 15% Q	*	29 11%
Definitely no	30 7%	15 8%	15 7%	10 8%	5 4%	4 4%	11 14%	8 7%	8 4%	14 16% I	10 8%	8 10%	11 6%	13 11%	8 5%	9 8%	14 6%	15 9%	*	14 5%
I am not familiar with this company	24 6%	8 4%	16 7%	8 7%	4 4%	5 5%	7 8%	5 5%	7 4%	11 13% I	9 7%	6 8%	4 2%	5 4%	9 5%	10 9%	6 3%	15 9% q	*	8 3%
Sigma	406 100%	174 100%	231 100%	118 100%	116 100%	93 100%	79 100%	114 100%	201 100%	91 100%	128 100%	77 100%	183 100%	121 100%	167 100%	118 100%	221 100%	168 100%	47 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 360

CMP01_9 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 eBay

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	417	159	258	164	122	64	67	141	187	89	214	57	114	111	165	141	211	191	41	236
Weighted Base	411	185*	225	125	113*	76*	97*	150*	199	62*	132	67*	187*	106*	165*	141*	246	154	48*	261
Definitely/Somewhat Yes (Net)	256 62%	137 74% C	119 53%	76 61%	84 74% dG	45 59%	51 53%	99 66%	120 60%	37 60%	81 62%	43 65%	118 63%	70 66%	110 67% p	76 54%	159 65%	93 60%	39 81% T	167 64%
Definitely yes	137 33%	70 38%	66 29%	39 31%	46 41%	25 32%	27 28%	51 34%	67 34%	19 31%	42 32%	20 29%	68 37%	45 42% P	59 36% p	33 23%	86 35%	49 32%	24 49%	97 37%
Somewhat yes	119 29%	67 36% C	53 23%	38 30%	38 33%	20 27%	24 25%	48 32%	54 27%	18 29%	39 30%	24 35%	50 27%	25 24%	51 31%	43 30%	73 30%	44 28%	15 31%	70 27%
Definitely/Somewhat No (Net)	121 30%	45 24%	76 34%	37 30%	24 21%	22 29%	38 39% e	42 28%	60 30%	18 30%	35 27%	18 27%	59 32%	30 28%	44 27%	47 33%	72 29%	46 30%	9 18%	80 31% s
Somewhat no	72 18%	23 12%	49 22% b	19 16%	16 14%	14 18%	23 24%	23 15%	37 19%	12 19%	16 12%	14 21%	35 19%	22 20%	23 14%	28 20%	50 20%	21 14%	5 10%	47 18%
Definitely no	49 12%	22 12%	27 12%	18 14%	8 7%	8 11%	15 15%	20 13%	23 12%	7 11%	20 15%	4 6%	24 13%	8 8%	22 13%	19 14%	22 9%	25 16% q	4 8%	34 13%
I am not familiar with this company	34 8%	3 2%	30 13% B	12 9%	5 5%	9 12%	8 8%	9 6%	18 9%	6 10%	15 11% m	5 8%	9 5%	5 5%	10 6%	18 13%	15 6%	15 10%	* 1%	14 5%
Sigma	411 100%	185 100%	225 100%	125 100%	113 100%	76 100%	97 100%	150 100%	199 100%	62 100%	132 100%	67 100%	187 100%	106 100%	165 100%	141 100%	246 100%	154 100%	48 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 361

CMP01_10 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 YouTube

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	163	249	175	133	59	45	148	170	94	213	60	109	116	150	146	212	189	41	227
Weighted Base	402	180*	222	126	125*	92*	58**	162*	169*	71*	124	65*	176*	118*	165*	119*	226	163*	57**	261
Definitely/Somewhat Yes (Net)	274 68%	137 76% C	137 62%	91 72% f	98 78% F	52 56%	33 57%	131 81% IJ	112 66% J	32 44%	91 73%	39 60%	126 72%	81 69%	122 74% p	71 60%	164 73%	105 65%	52 91%	177 68%
Definitely yes	154 38%	82 46% C	71 32%	47 37%	55 44%	29 32%	23 40%	71 44% J	65 39%	18 25%	53 42%	19 29%	74 42%	48 41%	69 42%	37 31%	116 51% R	35 22%	33 58%	99 38%
Somewhat yes	120 30%	55 30%	66 30%	44 35%	43 35%	23 25%	10 17%	60 37% J	46 27%	14 20%	38 31%	21 32%	52 30%	33 28%	53 32%	35 29%	48 21%	70 43% Q	18 33%	77 30%
Definitely/Somewhat No (Net)	104 26%	33 18%	72 32% B	27 21%	18 14%	40 44% DE	19 32%	24 15%	49 29% H	30 43% H	27 22%	21 32%	44 25%	34 29%	37 22%	34 28%	54 24%	46 29%	5 8%	74 28%
Somewhat no	54 14%	16 9%	39 18% b	15 12%	10 8%	18 20% e	11 20%	17 10%	22 13%	15 22% h	11 9%	9 14%	23 13%	29 25% OP	15 9%	11 9%	31 14%	23 14%	1 2%	39 15%
Definitely no	50 12%	17 9%	33 15%	12 10%	8 6%	22 24% DE	7 12%	8 5%	27 16% H	15 21% H	15 12%	12 19%	21 12%	5 4%	22 13% n	23 19% N	23 10%	23 14%	3 6%	35 13%
I am not familiar with this company	24 6%	10 6%	14 6%	8 7% f	9 7% f	-	7 11%	7 4%	8 5%	9 13% h	7 6%	5 7%	5 3%	3 3%	7 4%	14 12% No	8 4%	11 7%	* 1%	11 4%
Sigma	402 100%	180 100%	222 100%	126 100%	125 100%	92 100%	58 100%	162 100%	169 100%	71 100%	124 100%	65 100%	176 100%	118 100%	165 100%	119 100%	226 100%	163 100%	57 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 362

CMP01_11 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Microsoft

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	168	242	169	126	59	56	140	172	98	193	63	124	130	146	134	197	194	37	214
Weighted Base	430	222*	208	142*	125*	78*	86*	146*	195*	89*	119*	73*	207*	134*	170*	126*	238	180*	41**	261
Definitely/Somewhat Yes (Net)	315 73%	161 72%	154 74%	89 63%	101 80% Dg	72 92% DG	53 62%	112 77%	139 71%	64 71%	88 74%	57 77%	155 75%	93 70%	136 80%	86 68%	183 77%	125 70%	32 77%	202 77%
Definitely yes	180 42%	102 46%	77 37%	39 28%	62 49% D	44 57% D	35 40%	59 40%	84 43%	36 41%	46 38%	41 56% k	86 42%	54 40%	76 45%	49 39%	115 48% r	63 35%	17 42%	119 46%
Somewhat yes	135 31%	58 26%	77 37% b	50 36%	39 31%	28 35%	19 22%	53 36%	55 28%	27 31%	42 36%	16 22%	69 33%	39 29%	60 35%	36 29%	68 28%	62 34%	14 35%	83 32%
Definitely/Somewhat No (Net)	91 21%	49 22%	43 20%	40 28% F	22 18%	6 7%	23 27% F	29 20%	49 25%	13 15%	23 19%	14 19%	46 22%	36 27% o	26 15%	30 24%	46 19%	43 24%	7 17%	54 21%
Somewhat no	50 12%	28 13%	22 11%	26 18% F	16 12%	3 3%	6 7%	13 9%	33 17% j	5 5%	10 8%	9 12%	29 14%	22 17%	16 9%	12 9%	25 11%	23 13%	5 11%	31 12%
Definitely no	41 10%	21 9%	20 10%	14 10%	7 5%	3 4%	17 20% Ef	16 11%	16 8%	9 10%	13 11%	5 7%	17 8%	13 10%	10 6%	18 14% o	20 9%	20 11%	2 6%	22 9%
I am not familiar with this company	24 6%	13 6%	12 6%	12 9% ef	3 2%	* *	9 11% ef	5 3%	7 4%	12 13% HI	8 7%	2 3%	7 3%	5 4%	8 5%	11 8%	9 4%	12 7%	2 6%	5 2%
Sigma	430 100%	222 100%	208 100%	142 100%	125 100%	78 100%	86 100%	146 100%	195 100%	89 100%	119 100%	73 100%	207 100%	134 100%	170 100%	126 100%	238 100%	180 100%	41 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 363

CMP01_12 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Zoom Video

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	418	153	265	171	110	76	61	148	169	101	237	64	93	134	133	151	208	196	37	218
Weighted Base	391	175*	216	124*	89*	100*	78*	139*	185*	68*	138	68*	167*	147*	131*	113*	191	187*	47**	229
Definitely/Somewhat Yes (Net)	237 61%	112 64%	125 58%	71 58%	60 68%	69 68%	37 47%	92 66%	112 61%	33 49%	72 52%	46 67%	107 64%	82 56%	91 69%	65 57%	131 69%	103 55%	32 69%	147 64%
Definitely yes	128 33%	66 38%	62 29%	36 29%	35 39%	37 37%	20 25%	44 32%	64 35%	19 28%	37 27%	24 35%	61 37%	48 33%	50 38%	29 26%	77 40%	51 27%	18 38%	78 34%
Somewhat yes	109 28%	46 26%	63 29%	35 28%	26 29%	31 31%	17 22%	48 35%	47 26%	14 20%	35 26%	22 32%	46 28%	34 23%	40 31%	35 31%	54 28%	52 28%	14 31%	70 30%
Definitely/Somewhat No (Net)	81 21%	38 22%	43 20%	31 25%	16 18%	20 20%	14 18%	23 16%	41 22%	17 25%	25 18%	12 18%	42 25%	29 20%	27 21%	25 22%	41 21%	31 17%	12 25%	52 23%
Somewhat no	49 13%	28 16%	22 10%	17 14%	10 12%	15 15%	7 9%	12 9%	28 15%	9 13%	15 11%	7 10%	26 15%	23 16%	17 13%	9 8%	23 12%	22 12%	8 17%	34 15%
Definitely no	32 8%	11 6%	21 10%	14 12%	6 7%	5 5%	7 9%	11 8%	13 7%	8 12%	9 7%	5 7%	17 10%	6 4%	10 7%	16 14%	18 9%	9 5%	4 8%	18 8%
I am not familiar with this company	73 19%	24 14%	49 23%	21 17%	13 14%	12 12%	27 35%	24 17%	31 17%	18 26%	41 30%	10 15%	17 10%	36 24%	14 11%	23 21%	19 10%	53 28%	3 6%	29 13%
Sigma	391 100%	175 100%	216 100%	124 100%	89 100%	100 100%	78 100%	139 100%	185 100%	68 100%	138 100%	68 100%	167 100%	147 100%	131 100%	113 100%	191 100%	187 100%	47 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 364

CMP01_13 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Hulu

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	155	248	166	113	67	57	151	152	100	225	52	106	129	140	134	214	174	44	223
Weighted Base	408	199*	209	128*	97*	92*	91**	148*	172*	88*	132	61**	193*	125*	154*	129*	226	173*	55**	264
Definitely/Somewhat Yes (Net)	224 55%	109 55%	115 55%	61 48%	70 72% D	56 61%	37 41%	88 59%	87 51%	49 56%	65 49%	26 42%	125 64% K	67 54%	98 64% P	59 46%	135 60%	88 51%	31 57%	157 59%
Definitely yes	120 29%	65 33%	55 26%	27 21%	41 42% D	35 38% d	17 18%	52 35%	43 25%	25 29%	33 25%	8 14%	71 37%	34 27%	57 37% p	29 23%	73 32%	45 26%	21 37%	82 31%
Somewhat yes	105 26%	44 22%	60 29%	34 27%	29 29%	21 23%	20 23%	36 24%	45 26%	24 27%	31 24%	18 29%	54 28%	33 27%	41 27%	30 23%	61 27%	43 25%	11 19%	75 28%
Definitely/Somewhat No (Net)	131 32%	67 34%	64 30%	48 37% E	20 21%	28 31%	34 38%	37 25%	71 41% H	23 26%	50 38% M	27 45%	45 23%	42 34%	39 25%	50 39% o	71 31%	56 32%	23 42%	72 27%
Somewhat no	71 17%	41 21%	30 14%	29 23%	14 14%	11 12%	17 19%	16 11%	49 28% HJ	6 7%	23 17%	11 18%	35 18%	20 16%	21 13%	30 23%	35 15%	32 18%	15 27%	38 15%
Definitely no	60 15%	26 13%	34 16%	19 15%	6 7%	18 19%	17 18%	21 14%	22 13%	17 19%	27 21% M	16 27%	10 5%	22 17%	18 12%	20 16%	36 16%	24 14%	9 16%	34 13%
I am not familiar with this company	53 13%	22 11%	30 15%	19 15%	7 7%	7 8%	20 22%	23 16%	14 8%	16 18%	18 13%	13%	24 12%	16 12%	17 11%	20 15%	21 9%	30 17%	1 1%	34 13%
Sigma	408 100%	199 100%	209 100%	128 100%	97 100%	92 100%	91 100%	148 100%	172 100%	88 100%	132 100%	61 100%	193 100%	125 100%	154 100%	129 100%	226 100%	173 100%	55 100%	264 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 365

CMP01_14 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Sony

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	156	256	168	114	66	64	121	187	104	235	51	106	130	137	145	225	180	29	238
Weighted Base	413	192*	221	124*	102*	93*	95*	130*	193*	90*	140	67*	188*	139*	154*	120*	255	152*	36**	266
Definitely/Somewhat Yes (Net)	283 68%	137 71%	146 66%	84 68%	73 72%	65 70%	60 63%	100 77% j	127 66%	56 62%	104 74%	47 70%	125 67%	98 70%	111 72%	74 61%	180 71%	98 65%	26 73%	188 71%
Definitely yes	134 32%	64 33%	70 32%	40 33%	38 38%	30 33%	25 27%	60 46% l	43 22%	31 35%	62 44% Lm	13 19%	57 30%	46 33%	47 31%	41 34%	90 35%	42 28%	11 32%	81 30%
Somewhat yes	149 36%	72 38%	76 35%	44 36%	35 34%	35 38%	35 37%	41 31%	84 43% j	24 27%	42 30%	34 51% K	68 36%	52 37%	64 42% p	33 27%	90 35%	56 37%	15 41%	107 40%
Definitely/Somewhat No (Net)	102 25%	44 23%	58 26%	29 23%	22 21%	25 27%	27 28%	23 18%	52 27%	27 31%	23 17%	19 29%	49 26%	33 23%	32 21%	38 32%	61 24%	40 26%	9 26%	62 23%
Somewhat no	69 17%	29 15%	41 18%	22 18%	16 16%	12 13%	19 20%	18 14%	36 19%	15 17%	11 8%	10 14%	38 20% K	27 19%	18 11%	25 21%	41 16%	28 18%	8 23%	46 17%
Definitely no	33 8%	15 8%	17 8%	6 5%	6 6%	13 14%	7 8%	5 4%	16 8%	12 14% h	12 9%	10 15%	10 5%	6 4%	14 9%	13 11%	19 8%	12 8%	1 3%	16 6%
I am not familiar with this company	28 7%	12 6%	17 8%	10 8%	7 7%	3 3%	8 9%	7 5%	15 8%	7 7%	13 9% l	1 1%	14 7%	8 6%	11 7%	9 7%	14 5%	14 9%	* 1%	16 6%
Sigma	413 100%	192 100%	221 100%	124 100%	102 100%	93 100%	95 100%	130 100%	193 100%	90 100%	140 100%	67 100%	188 100%	139 100%	154 100%	120 100%	255 100%	152 100%	36 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 366

CMP01_15 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Tech
 Snapchat

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	152	254	174	120	60	52	151	167	88	212	70	107	110	165	131	209	181	51	229
Weighted Base	407	190*	217	136*	119*	71**	81**	156*	179*	73*	116	88*	191*	111*	186*	111*	220	176*	66**	264
Definitely/Somewhat Yes (Net)	212 52%	109 57%	103 48%	80 59%	78 66%	31 44%	23 28%	101 65% i	91 51% j	20 27%	54 46%	44 50%	112 58%	55 50%	102 55%	55 50%	127 57%	81 46%	52 78%	150 57%
Definitely yes	122 30%	66 35%	57 26%	44 32%	43 36%	21 29%	15 18%	63 40% j	49 28%	10 14%	30 25%	22 25%	69 36%	34 31%	57 31%	32 29%	80 36% r	41 23%	35 53%	90 34%
Somewhat yes	90 22%	43 23%	47 22%	36 26%	36 30%	10 15%	8 10%	39 25%	42 23%	9 13%	24 21%	22 25%	43 22%	21 19%	45 24%	24 21%	47 21%	41 23%	16 25%	60 23%
Definitely/Somewhat No (Net)	157 39%	69 36%	88 41%	48 35%	32 27%	32 45%	45 56%	45 29%	74 41% h	39 54% H	49 42%	39 45%	62 32%	43 39%	70 38%	44 40%	74 34%	78 44%	13 19%	92 35%
Somewhat no	72 18%	32 17%	40 18%	20 15%	23 19%	15 21%	14 18%	22 14%	38 21%	12 16%	25 21%	18 20%	27 14%	17 15%	33 18%	23 20%	41 19%	28 16%	6 9%	45 17%
Definitely no	85 21%	37 19%	48 22%	28 21% E	9 7%	17 24%	31 38%	22 14%	35 20%	27 37% H	24 21%	21 24%	34 18%	26 23%	37 20%	22 20%	33 15%	50 28% Q	7 10%	47 18%
I am not familiar with this company	38 9%	12 6%	26 12%	8 6%	9 7%	8 11%	13 16%	10 6%	14 8%	14 19% H	13 12%	5 6%	18 9%	13 12%	14 7%	11 10%	19 9%	17 10%	2 3%	22 8%
Sigma	407 100%	190 100%	217 100%	136 100%	119 100%	71 100%	81 100%	156 100%	179 100%	73 100%	116 100%	88 100%	191 100%	111 100%	186 100%	111 100%	220 100%	176 100%	66 100%	264 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 367

CMP01_16 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Pharma
 Johnson & Johnson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	148	265	163	109	66	75	130	182	101	218	68	96	116	132	165	217	180	31	212
Weighted Base	440	196*	244	114*	98*	107*	122*	127*	225*	88*	132	89*	186*	125*	153*	162*	223	200*	45**	252
Definitely/Somewhat Yes (Net)	338 77%	137 70%	201 82% B	74 65%	75 76%	91 85% D	98 81% d	101 80%	175 78%	61 70%	98 74%	69 77%	151 81%	102 81%	124 81%	113 70%	179 80%	152 76%	37 82%	199 79%
Definitely yes	198 45%	74 38%	124 51% b	43 38%	48 50%	42 39%	64 53%	59 47%	108 48%	30 34%	62 47%	41 46%	85 46%	58 46%	79 51% p	61 38%	110 49%	86 43%	24 52%	124 49%
Somewhat yes	140 32%	63 32%	77 32%	31 27%	26 27%	49 45% de	34 28%	42 33%	67 30%	31 35%	36 28%	28 31%	66 35%	44 35%	45 29%	52 32%	70 31%	66 33%	13 29%	74 30%
Definitely/Somewhat No (Net)	64 14%	36 18%	28 11%	22 19% g	17 18%	15 14%	9 8%	17 13%	35 16%	11 13%	16 12%	17 19%	26 14%	13 10%	20 13%	31 19%	33 15%	27 13%	7 15%	36 14%
Somewhat no	45 10%	24 12%	21 9%	12 10%	13 13%	12 12%	8 6%	12 9%	27 12%	5 6%	5 4%	15 17% K	24 13% K	11 9%	15 10%	19 12%	25 11%	20 10%	4 9%	27 11%
Definitely no	19 4%	12 6%	7 3%	10 9% g	4 5%	2 2%	2 1%	5 4%	8 4%	6 7%	11 8% M	2 3%	2 1%	2 2%	5 3%	12 7%	9 4%	6 3%	3 6%	10 4%
I am not familiar with this company	39 9%	23 12%	16 6%	17 15% eF	6 6%	2 1%	14 12% f	9 7%	14 6%	15 17% hI	18 14% LM	3 3%	9 5%	11 8%	10 7%	18 11%	11 5%	21 11%	1 3%	17 7%
Sigma	440 100%	196 100%	244 100%	114 100%	98 100%	107 100%	122 100%	127 100%	225 100%	88 100%	132 100%	89 100%	186 100%	125 100%	153 100%	162 100%	223 100%	200 100%	45 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 368

CMP01_17 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Pharma
 Pfizer

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	154	251	176	109	71	49	136	172	97	221	55	108	118	146	141	202	195	37	237
Weighted Base	395	170*	225	132	96*	100*	67**	132*	184*	79*	128	63*	188*	127*	158*	110*	218	170*	40**	247
Definitely/Somewhat Yes (Net)	256 65%	105 62%	151 67%	57 43%	71 74% D	76 75% D	52 78%	90 68%	116 63%	50 63%	81 64%	39 62%	128 68%	96 75% P	102 65%	58 53%	148 68%	105 62%	33 82%	171 69%
Definitely yes	155 39%	60 35%	95 42%	26 20%	43 44% D	52 52% D	34 51%	53 40%	70 38%	32 41%	46 36%	26 42%	80 42%	64 50% P	61 39%	30 27%	89 41%	65 38%	20 50%	100 41%
Somewhat yes	101 26%	45 27%	56 25%	31 24%	28 29%	24 23%	18 27%	37 28%	46 25%	17 22%	35 27%	12 20%	48 26%	32 25%	41 26%	28 26%	60 27%	40 24%	13 32%	70 29%
Definitely/Somewhat No (Net)	62 16%	39 23% C	23 10%	32 24% e	13 13%	12 12%	5 7%	15 11%	33 18%	15 19%	14 11%	8 13%	38 20% k	13 10%	26 16%	23 21% n	36 17%	23 13%	5 13%	33 13%
Somewhat no	33 8%	19 11%	14 6%	16 12%	8 9%	6 6%	3 5%	3 2%	26 14% H	4 5%	7 6%	4 6%	20 11%	6 5%	12 7%	15 14% n	19 8%	14 8%	-	14 6%
Definitely no	29 7%	19 11% c	10 4%	17 13% e	4 4%	7 7%	2 3%	12 9%	7 4%	11 14% I	6 5%	4 6%	18 10%	7 5%	14 9%	8 7%	18 8%	8 5%	5 13%	19 8%
I am not familiar with this company	77 19%	26 15% c	51 23%	43 32% EF	12 13%	12 12%	10 15%	27 21%	35 19%	15 18%	33 26% M	16 26% m	22 12%	19 15%	30 19%	29 26% n	34 16%	42 25% q	2 5%	43 17%
Sigma	395 100%	170 100%	225 100%	132 100%	96 100%	100 100%	67 100%	132 100%	184 100%	79 100%	128 100%	63 100%	188 100%	127 100%	158 100%	110 100%	218 100%	170 100%	40 100%	247 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 369

CMP01_18 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Pharma
 GlaxoSmithKline

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	149	250	177	105	57	60	135	166	98	221	50	111	150	110	139	224	164	45	233
Weighted Base	400	180*	219	128	94*	85*	92*	138*	192*	70*	127	63**	193*	158*	118*	123*	241	151*	59**	256
Definitely/Somewhat Yes (Net)	206 51%	95 53%	110 50%	57 44%	53 56%	51 61%	45 49%	81 59% J	98 51%	26 38%	55 43%	25 39%	119 61% K	84 53%	65 55%	57 47%	135 56%	68 45%	40 68%	134 52%
Definitely yes	102 25%	44 24%	58 26%	20 16%	25 26% d	33 39% D	24 26%	41 29%	47 24%	14 20%	26 20%	15 24%	55 29% p	47 30%	33 28%	22 18%	68 28%	32 21%	15 26%	66 26%
Somewhat yes	104 26%	52 29%	53 24%	36 28%	28 29%	19 22%	22 23%	40 29%	51 27%	12 18%	30 23%	10 16%	63 33%	37 23%	32 27%	36 29%	67 28%	36 24%	25 42%	68 26%
Definitely/Somewhat No (Net)	75 19%	39 21%	36 17%	23 18%	16 17%	17 20%	19 21%	17 13%	43 22%	15 22%	22 17%	16 25%	35 18%	25 16%	20 17%	30 25%	48 20%	25 17%	9 15%	49 19%
Somewhat no	45 11%	23 13%	22 10%	10 8%	9 9%	11 13%	15 17%	10 7%	25 13%	10 15%	8 7%	15 23%	21 11%	16 10%	11 9%	18 15%	27 11%	18 12%	3 5%	27 10%
Definitely no	30 8%	16 9%	14 6%	13 10%	8 8%	6 7%	4 4%	8 6%	18 9%	5 7%	14 11%	1 2%	14 7%	9 6%	9 8%	12 10%	21 9%	7 5%	6 10%	22 9%
I am not familiar with this company	119 30%	46 26%	72 33%	49 38% F	25 27%	17 20%	28 30%	40 29%	51 27%	28 40%	50 39% M	23 36%	40 20%	50 32%	33 28%	36 29%	58 24%	58 38% Q	10 17%	74 29%
Sigma	400 100%	180 100%	219 100%	128 100%	94 100%	85 100%	92 100%	138 100%	192 100%	70 100%	127 100%	63 100%	193 100%	158 100%	118 100%	123 100%	241 100%	151 100%	59 100%	256 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 370

CMP01_19 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Pharma
 McKesson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	163	242	174	111	54	66	140	169	96	223	50	104	116	147	142	205	186	50	222
Weighted Base	401	208*	193	126	97*	82*	96*	142*	172*	87*	135	54*	182*	119*	157*	125*	223	162*	58**	245
Definitely/Somewhat Yes (Net)	150 37%	90 43% c	60 31%	51 41%	36 38%	25 31%	36 38%	67 47% I	47 27%	36 41%	50 37%	22 41%	70 39%	36 30%	73 47% np	40 32%	82 37%	65 40%	43 73%	109 44%
Definitely yes	87 22%	51 24%	36 19%	23 18%	28 28%	17 21%	20 20%	41 29% I	24 14%	22 25%	28 21%	10 19%	44 24%	17 14%	50 32% NP	20 16%	44 20%	43 26%	20 34%	62 25%
Somewhat yes	62 16%	39 19%	24 12%	28 23% E	9 9%	8 10%	17 17%	25 18%	23 13%	14 16%	22 16%	12 22%	27 15%	19 16%	23 15%	20 16%	38 17%	22 14%	23 39%	47 19%
Definitely/Somewhat No (Net)	98 24%	60 29%	38 20%	29 23%	20 21%	30 36%	19 20%	26 18%	53 31% h	19 22%	31 23%	11 20%	53 29%	38 32% O	24 15%	36 29% o	60 27%	33 21%	10 17%	52 21%
Somewhat no	58 14%	36 17%	22 12%	18 14%	11 11%	18 22%	12 12%	18 13%	32 19%	8 9%	15 11%	10 19%	31 17%	22 18%	15 10%	21 17%	38 17%	16 10%	5 9%	39 16%
Definitely no	40 10%	24 12%	15 8%	11 9%	9 10%	12 15%	7 8%	8 5%	21 12%	11 13%	16 12%	* 1%	23 12%	17 14% o	8 5%	15 12%	23 10%	17 10%	5 8%	13 5%
I am not familiar with this company	154 38%	58 28%	96 50% B	46 37%	40 42%	27 33%	41 42%	49 35%	72 42%	32 37%	53 40%	21 40%	58 32%	44 37%	60 38%	49 39%	80 36%	64 39%	6 10%	84 34%
Sigma	401 100%	208 100%	193 100%	126 100%	97 100%	82 100%	96 100%	142 100%	172 100%	87 100%	135 100%	54 100%	182 100%	119 100%	157 100%	125 100%	223 100%	162 100%	58 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 371

CMP01_20 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Pharma
 Bayer

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	161	245	169	123	62	52	144	156	106	208	60	120	137	146	123	216	177	43	230
Weighted Base	397	201*	196	120*	117*	97*	63**	142*	168*	87*	112	70*	205*	127*	164*	105*	244	143*	54**	246
Definitely/Somewhat Yes (Net)	271 68%	132 66%	140 71%	59 49%	84 72%	79 82%	49 78%	102 72%	117 70%	52 60%	67 60%	48 68%	150 73%	88 69%	128 78%	55 52%	179 73%	91 64%	39 72%	170 69%
Definitely yes	155 39%	76 38%	79 40%	31 26%	51 44%	54 56%	19 30%	55 39%	73 44%	27 31%	43 38%	22 31%	87 43%	48 38%	75 46%	31 30%	106 44%	48 34%	26 48%	97 39%
Somewhat yes	116 29%	55 28%	60 31%	28 23%	33 28%	25 26%	30 48%	46 33%	44 26%	26 29%	24 22%	26 37%	63 30%	39 31%	53 32%	24 23%	72 30%	43 30%	13 24%	74 30%
Definitely/Somewhat No (Net)	75 19%	46 23%	29 15%	31 26%	19 16%	13 14%	12 18%	20 14%	34 20%	22 25%	19 17%	14 19%	42 20%	31 24%	24 14%	21 20%	43 18%	28 19%	11 20%	49 20%
Somewhat no	45 11%	27 13%	18 9%	22 18%	13 11%	4 5%	6 9%	15 11%	23 14%	8 9%	9 8%	8 11%	28 14%	19 15%	15 9%	11 11%	26 11%	19 13%	10 18%	31 13%
Definitely no	30 7%	19 9%	11 5%	9 8%	6 5%	9 9%	6 9%	4 3%	11 7%	14 16%	10 9%	6 8%	14 7%	11 9%	9 5%	10 9%	17 7%	9 6%	1 2%	18 7%
I am not familiar with this company	51 13%	23 12%	27 14%	30 25%	14 12%	5 5%	3 4%	21 15%	17 10%	13 15%	26 23%	9 13%	14 7%	9 7%	12 7%	29 28%	22 9%	24 17%	4 8%	26 11%
Sigma	397 100%	201 100%	196 100%	120 100%	117 100%	97 100%	63 100%	142 100%	168 100%	87 100%	112 100%	70 100%	205 100%	127 100%	164 100%	105 100%	244 100%	143 100%	54 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 372

CMP01_21 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Pharma
 Gilead

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	167	238	160	116	69	60	146	151	108	214	50	117	119	140	146	230	163	49	217
Weighted Base	420	210*	210	116*	102*	103*	100*	161*	162*	97*	129	55**	210*	121*	154*	145*	258	150*	62**	249
Definitely/Somewhat Yes (Net)	173 41%	113 54% C	60 29%	47 40%	45 44%	48 47%	33 33%	75 47%	65 40%	33 34%	40 31%	22 40%	108 52% K	55 46%	71 46%	47 32%	114 44%	56 38%	41 65%	120 48%
Definitely yes	100 24%	58 28%	41 20%	15 13%	23 22%	32 31% D	30 30% D	38 23%	41 25%	21 22%	17 13%	14 26%	68 33% K	27 22%	45 29%	28 19%	59 23%	41 27%	17 28%	71 29%
Somewhat yes	73 17%	54 26% C	19 9%	32 27% G	22 22% G	16 16% g	3 3%	38 24%	24 15%	12 12%	23 18%	8 14%	40 19%	28 23%	26 17%	19 13%	55 21% r	16 10%	23 38%	49 20%
Definitely/Somewhat No (Net)	84 20%	46 22%	37 18%	37 32% EFg	18 17%	15 14%	15 15%	44 28% ij	27 16%	13 13%	26 20%	12 22%	43 21%	19 15%	29 19%	36 25%	51 20%	30 20%	18 29%	56 23%
Somewhat no	54 13%	33 16%	21 10%	25 21% Eg	8 8%	12 12%	9 9%	30 19% j	22 13%	3 3%	10 7%	8 14%	36 17% k	12 10%	16 11%	25 17%	32 12%	21 14%	13 20%	40 16%
Definitely no	29 7%	13 6%	16 8%	12 10%	9 9%	2 2%	6 6%	15 9%	5 3%	10 10%	16 12% M	5 8%	7 3%	6 5%	12 8%	11 7%	19 7%	9 6%	5 8%	16 6%
I am not familiar with this company	164 39%	51 24%	112 54% B	33 28%	39 38%	40 39%	52 52% D	41 25%	71 44% H	52 53% H	64 49% M	21 38%	59 28%	47 39%	54 35%	62 43%	93 36%	64 43%	4 6%	73 29%
Sigma	420 100%	210 100%	210 100%	116 100%	102 100%	103 100%	100 100%	161 100%	162 100%	97 100%	129 100%	55 100%	210 100%	121 100%	154 100%	145 100%	258 100%	150 100%	62 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 373

CMP01_22 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Pharma
 Roche

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	397	148	249	172	98	67	60	139	170	88	206	66	101	105	158	134	202	178	37	222
Weighted Base	393	187*	206	128	87*	100*	78**	128*	181*	84*	121	78*	160*	105*	158*	130*	216	157*	42**	242
Definitely/Somewhat Yes (Net)	152 39%	85 46% c	66 32%	47 37%	42 48%	32 32%	30 39%	59 46% j	70 39%	23 27%	44 36%	30 38%	70 44%	38 36%	69 44%	45 35%	98 45% r	52 33%	19 46%	99 41%
Definitely yes	69 18%	35 19%	34 16%	21 16%	20 23%	17 17%	11 14%	22 17%	34 19%	13 16%	17 14%	15 19%	35 22%	16 15%	34 22%	19 15%	45 21%	24 15%	5 12%	55 23%
Somewhat yes	83 21%	50 27% c	33 16%	26 20%	22 26%	15 15%	19 25%	37 29% j	36 20%	10 12%	27 22%	14 19%	35 22%	22 21%	35 22%	26 20%	53 25%	28 18%	14 33%	45 19%
Definitely/Somewhat No (Net)	86 22%	55 29% c	31 15%	32 25% e	11 13%	23 23%	20 26%	28 22%	38 21%	20 24%	26 22%	12 15%	41 26%	29 27% o	23 14%	35 27% o	45 21%	34 21%	11 26%	61 25%
Somewhat no	49 12%	34 18% c	15 8%	22 17% e	4 5%	14 14%	9 11%	17 13%	24 13%	9 10%	13 11%	5 7%	28 17%	19 18%	16 10%	14 11%	30 14%	13 8%	7 17%	36 15%
Definitely no	37 9%	21 11%	16 8%	10 8%	7 8%	8 8%	11 15%	11 9%	14 8%	11 13%	13 11%	7 9%	13 8%	9 9%	6 4%	21 16% o	14 7%	20 13%	4 10%	24 10%
I am not familiar with this company	155 40%	47 25%	108 53% b	49 38%	34 39%	45 45%	27 35%	41 32%	73 40%	41 49% h	51 42%	36 47% m	49 30%	39 37%	66 42%	50 39%	73 34%	71 45% q	12 28%	82 34%
Sigma	393 100%	187 100%	206 100%	128 100%	87 100%	100 100%	78 100%	128 100%	181 100%	84 100%	121 100%	78 100%	160 100%	105 100%	158 100%	130 100%	216 100%	157 100%	42 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 374

CMP01_23 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Auto
 Ford

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	161	247	157	122	63	66	141	172	95	214	54	113	133	148	127	220	175	43	228
Weighted Base	411	195*	216	129*	111*	80*	92*	139*	179*	93*	123	62*	196*	116*	165*	130*	234	168*	61**	258
Definitely/Somewhat Yes (Net)	283 69%	143 73%	140 65%	82 64%	93 83% DFG	50 62%	58 64%	107 77%	118 66%	58 63%	82 67%	50 81% k	139 71%	75 65%	118 71%	90 69%	167 71%	113 67%	52 86%	178 69%
Definitely yes	156 38%	77 39%	80 37%	44 34%	57 51% DG	33 41%	23 25%	59 42%	69 39%	29 31%	47 38%	21 34%	82 42%	47 41%	66 40%	44 34%	90 38%	65 39%	35 57%	93 36%
Somewhat yes	127 31%	66 34%	61 28%	38 30%	36 32%	17 21%	36 39%	48 34%	49 27%	30 32%	36 29%	30 48% KM	57 29%	28 24%	52 32%	47 36%	77 33%	48 28%	17 28%	85 33%
Definitely/Somewhat No (Net)	102 25%	45 23%	57 26%	34 26% e	15 14%	22 28% e	31 34% E	25 18%	48 27%	29 32% h	34 28%	10 17%	47 24%	37 32% p	42 26%	23 17%	55 24%	44 26%	9 14%	66 26%
Somewhat no	59 14%	29 15%	30 14%	26 20%	12 10%	11 14%	11 12%	15 11%	34 19%	11 12%	23 18%	5 8%	30 15%	22 19%	22 13%	16 12%	29 12%	28 17%	8 13%	38 15%
Definitely no	42 10%	15 8%	27 13%	8 6%	4 3%	11 14% e	20 22% DE	10 7%	15 8%	18 19% hi	11 9%	6 9%	17 9%	15 13%	21 12%	7 5%	27 11%	16 9%	1 1%	28 11%
I am not familiar with this company	26 6%	8 4%	18 9%	13 10%	3 3%	8 10%	2 3%	8 6%	13 7%	5 6%	7 5%	1 2%	10 5%	4 4%	5 3%	17 13% no	12 5%	12 7%	-	14 5%
Sigma	411 100%	195 100%	216 100%	129 100%	111 100%	80 100%	92 100%	139 100%	179 100%	93 100%	123 100%	62 100%	196 100%	116 100%	165 100%	130 100%	234 100%	168 100%	61 100%	258 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 375

CMP01_24 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Auto
 General Motors

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	158	254	167	112	73	60	144	177	91	226	55	102	114	151	147	209	190	46	208
Weighted Base	379	177*	201	116*	92*	93*	78**	127*	176*	76*	131	66*	159*	116*	148*	114*	216	156*	53*	228
Definitely/Somewhat Yes (Net)	264 70%	132 75%	132 66%	70 61%	66 72%	65 70%	63 81%	94 74%	115 66%	55 73%	86 66%	44 67%	122 77% k	84 72%	109 73%	72 63%	156 72%	104 67%	38 71%	166 73%
Definitely yes	155 41%	66 37%	89 44%	38 32%	37 41%	35 37%	45 58%	52 41%	76 43%	27 36%	57 44% L	15 23%	75 48% L	48 42%	72 49% P	35 30%	92 43%	62 40%	22 42%	105 46%
Somewhat yes	109 29%	66 37% C	43 22%	33 28%	29 31%	30 33%	18 23%	42 33% i	39 22%	28 37% i	29 22%	29 44% K	47 30%	35 30%	37 25%	37 33%	64 30%	43 28%	15 29%	62 27%
Definitely/Somewhat No (Net)	81 21%	39 22%	43 21%	25 22%	21 22%	21 22%	15 19%	24 19%	44 25%	13 18%	27 20%	19 29%	29 18%	26 22%	29 19%	27 23%	47 22%	32 21%	12 23%	47 20%
Somewhat no	46 12%	24 14%	22 11%	16 14%	18 20%	8 9%	4 5%	17 13% j	26 15% j	3 4%	12 9%	12 18%	20 13%	18 16%	16 11%	12 11%	25 12%	19 12%	9 17%	29 13%
Definitely no	35 9%	14 8%	21 10%	9 8%	3 3%	13 14% E	11 14%	7 5%	18 10%	11 14% h	14 11%	7 11%	9 6%	8 7%	13 9%	14 12%	22 10%	13 8%	3 6%	18 8%
I am not familiar with this company	33 9%	7 4%	26 13% B	20 18% Ei	5 6%	7 8%	*	10 8%	16 9%	7 9%	18 14% IM	3 4%	8 5%	7 6%	11 7%	16 14%	13 6%	19 12% q	3 6%	15 7%
Sigma	379 100%	177 100%	201 100%	116 100%	92 100%	93 100%	78 100%	127 100%	176 100%	76 100%	131 100%	66 100%	159 100%	116 100%	148 100%	114 100%	216 100%	156 100%	53 100%	228 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 376

CMP01_25 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Auto
 Tesla

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	157	246	167	104	70	62	144	172	87	200	57	125	124	122	157	222	171	33	217
Weighted Base	430	205*	225	134*	102*	104*	90*	145*	206*	79*	122*	68*	219*	118*	154*	158*	259	165*	45**	259
Definitely/Somewhat Yes (Net)	252 59%	122 59%	130 58%	76 57% G	78 76% DG	69 66% G	29 32%	83 58%	134 65% J	34 44%	70 57%	39 58%	138 63%	69 59%	110 71% P	73 46%	158 61%	93 57%	30 66%	171 66%
Definitely yes	133 31%	61 30%	72 32%	47 35% g	39 39% G	30 29%	16 18%	43 30%	67 33%	23 29%	36 29%	19 27%	75 34%	36 31%	52 34%	44 28%	79 31%	53 32%	17 38%	93 36%
Somewhat yes	119 28%	61 30%	59 26%	29 22% DG	39 38% DG	13 38% dG	14%	40 28%	67 33% J	12 15%	34 28%	21 30%	63 29%	33 28%	58 38% P	29 18%	78 30%	41 25%	13 28%	78 30%
Definitely/Somewhat No (Net)	126 29%	76 37% C	50 22% E	38 29% E	16 15%	25 24% DEF	48 53% DEF	46 32%	53 26%	27 34%	31 25%	23 33%	62 28%	35 29% o	24 16% O	68 43% O	69 27%	54 33%	15 33%	72 28%
Somewhat no	69 16%	44 21% C	25 11%	27 20% I	11 11%	8 7% eF	23 26% eF	29 20%	28 13%	12 16%	15 12%	8 12%	42 19%	19 16%	14 9% O	36 23% O	36 14%	32 20% O	12 27%	46 18%
Definitely no	58 13%	32 16%	25 11%	11 9%	4 4%	17 17% e	25 27% DE	17 12%	26 12%	15 19%	16 13%	14 21% m	20 9%	15 13%	10 7% O	32 20% O	34 13%	22 13%	3 6%	26 10%
I am not familiar with this company	51 12%	7 3%	45 20% B	19 14%	9 8%	10 10%	13 15%	15 11%	19 9%	17 22% hi	22 18% m	6 9%	19 9%	14 12%	20 13%	17 11%	32 12%	18 11%	*	16 6%
Sigma	430 100%	205 100%	225 100%	134 100%	102 100%	104 100%	90 100%	145 100%	206 100%	79 100%	122 100%	68 100%	219 100%	118 100%	154 100%	158 100%	259 100%	165 100%	45 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 377

CMP01_26 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Auto
 Honda

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	145	262	173	101	57	76	140	178	89	226	61	95	129	140	138	186	204	34	232
Weighted Base	406	189*	217	124*	93*	77*	112*	127*	194*	86*	128	70*	179*	149*	138*	119*	190*	199*	50**	275
Definitely/Somewhat Yes (Net)	228 56%	100 53%	128 59%	76 61% F	66 70% Fg	29 38%	58 51%	77 61%	107 55%	45 52%	82 64%	36 52%	98 55%	80 53%	80 58%	68 57%	112 59%	106 53%	39 79%	162 59%
Definitely yes	100 25%	42 22%	57 26%	36 29%	32 35% Ig	13 16%	19 17%	35 28%	42 22%	22 26%	41 32%	16 22%	39 22%	37 25%	36 26%	26 22%	50 26%	48 24%	17 35%	69 25%
Somewhat yes	129 32%	57 30%	71 33%	40 32%	33 36%	17 22%	39 34%	42 33%	65 33%	22 26%	41 33%	21 30%	59 33%	42 28%	44 32%	42 36%	62 33%	58 29%	22 44%	92 34%
Definitely/Somewhat No (Net)	146 36%	72 36%	74 34%	40 32%	21 23%	37 48% E	47 42% e	40 32%	69 36%	37 43%	32 25%	42 46% K	66 37%	61 41%	47 34%	39 32%	65 34%	75 38%	10 20%	94 34%
Somewhat no	88 22%	45 24%	44 20%	23 18%	17 19%	21 27%	27 24%	20 16%	46 24%	22 26%	16 13%	22 31% K	40 23% k	43 29% P	29 21%	17 14%	42 22%	41 21%	8 16%	62 22%
Definitely no	58 14%	28 15%	30 14%	18 14% e	4 4%	16 21% E	20 18% e	20 16%	23 12%	15 17%	16 13%	11 15%	26 14%	18 12%	18 13%	22 18%	23 12%	34 17%	2 4%	33 12%
I am not familiar with this company	32 8%	17 9%	15 7%	8 7%	6 6%	10 13%	7 6%	9 7%	18 9%	5 6%	13 10%	1 2%	15 8%	9 6%	11 8%	12 10%	13 7%	18 9%	* 1%	19 7%
Sigma	406 100%	189 100%	217 100%	124 100%	93 100%	77 100%	112 100%	127 100%	194 100%	86 100%	128 100%	70 100%	179 100%	149 100%	138 100%	119 100%	190 100%	199 100%	50 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 378

CMP01_27 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Auto
 Toyota

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	392	150	242	161	103	75	53	120	177	95	200	55	111	124	129	139	202	177	37	216
Weighted Base	394	181*	213	119*	101*	100*	73**	121*	202*	70*	106	70*	190*	109*	147*	137*	222	157*	44**	253
Definitely/Somewhat Yes (Net)	259 66%	133 73% C	126 59%	76 64%	70 70%	65 65%	48 65%	94 78% j	133 66% J	32 45%	67 63%	43 61%	134 71%	69 63%	111 75% P	80 58%	155 70%	97 62%	33 76%	174 69%
Definitely yes	134 34%	73 40% c	61 29%	35 29%	38 37%	29 29%	32 44%	46 38% j	78 38% J	10 15%	32 31%	22 32%	72 38%	38 35%	62 42% P	33 24%	86 39%	44 28%	19 44%	89 35%
Somewhat yes	125 32%	60 33%	65 31%	41 35%	33 32%	36 36%	15 21%	49 40% i	55 27%	21 30%	34 32%	20 29%	63 33%	30 28%	49 33%	46 34%	69 31%	53 34%	14 32%	85 34%
Definitely/Somewhat No (Net)	113 29%	35 19%	78 37% B	37 31%	24 24%	34 34%	18 24%	20 16%	66 33% H	27 38% H	31 30%	24 34%	53 28%	37 34% o	29 20%	46 34% o	58 26%	53 34%	10 23%	67 26%
Somewhat no	50 13%	22 12%	28 13%	22 19%	13 13%	11 11%	4 5%	13 11%	25 12%	12 17%	12 11%	10 15%	27 14%	21 19% O	10 7%	19 14%	29 13%	21 13%	7 17%	34 13%
Definitely no	63 16%	12 7%	50 24% B	15 12%	11 11%	23 23%	14 19%	7 6%	41 21% H	14 20% H	19 18%	13 19%	26 14%	16 15%	19 13%	28 20%	29 13%	32 20%	3 6%	33 13%
I am not familiar with this company	22 6%	13 7%	9 4%	6 5%	7 6%	1 1%	8 11%	7 6%	3 1%	12 17% hl	8 8% M	3 5%	3 2%	3 3%	7 5%	12 8%	9 4%	7 4%	1 1%	12 5%
Sigma	394 100%	181 100%	213 100%	119 100%	101 100%	100 100%	73 100%	121 100%	202 100%	70 100%	106 100%	70 100%	190 100%	109 100%	147 100%	137 100%	222 100%	157 100%	44 100%	253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 379

CMP01_28 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Retail
 Walmart

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	155	259	181	106	64	63	133	177	104	228	65	98	128	147	139	206	195	34	222
Weighted Base	394	186*	208	140	89*	82*	83*	127*	184*	83*	129	67*	179*	119*	149*	127*	211	175*	47**	247
Definitely/Somewhat Yes (Net)	283 72%	127 68%	155 75%	99 70%	74 83% df	54 66%	57 68%	90 70%	130 71%	63 76%	95 74%	55 82% m	118 66%	88 74%	106 71%	88 70%	158 75%	119 68%	34 72%	171 69%
Definitely yes	193 49%	83 45%	110 53%	61 44%	57 65% DF	32 39%	42 51%	69 54%	81 44%	43 51%	64 50%	34 50%	86 48%	67 57%	68 46%	57 45%	115 55%	76 43%	23 48%	118 48%
Somewhat yes	90 23%	44 24%	46 22%	38 27%	16 18%	22 27%	14 17%	20 16%	49 27% h	20 24%	31 24%	21 32% m	32 18%	21 17%	38 26%	31 25%	43 20%	44 25%	11 24%	53 21%
Definitely/Somewhat No (Net)	77 19%	39 21%	37 18%	30 21% e	8 9%	21 25% e	18 22%	22 17%	41 22%	14 17%	21 17%	11 16%	45 25%	25 21%	26 17%	26 20%	41 19%	34 19%	4 8%	53 21%
Somewhat no	39 10%	21 11%	18 9%	19 14% e	4 4%	11 13%	5 6%	8 7%	28 15% hJ	3 4%	6 4%	6 9%	28 16% K	14 12%	12 8%	13 10%	19 9%	20 11%	2 4%	32 13%
Definitely no	38 10%	18 10%	19 9%	11 8%	4 5%	10 12%	13 15%	14 11%	13 7%	11 13%	16 12%	5 7%	17 9%	11 9%	14 9%	13 10%	22 10%	14 8%	2 4%	21 8%
I am not familiar with this company	35 9%	20 11%	15 7%	11 8%	7 8%	8 9%	8 10%	16 12%	13 7%	6 7%	12 9%	1 2%	17 9%	6 5%	16 11%	12 10%	12 6%	22 12% q	9 19%	24 10%
Sigma	394 100%	186 100%	208 100%	140 100%	89 100%	82 100%	83 100%	127 100%	184 100%	83 100%	129 100%	67 100%	179 100%	119 100%	149 100%	127 100%	211 100%	175 100%	47 100%	247 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 380

CMP01_29 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Retail
 Target

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	416	166	250	166	130	67	53	135	165	116	222	66	106	139	122	155	220	180	45	226
Weighted Base	394	184*	210	127*	111*	83*	73**	135*	174*	85*	132	67*	180*	143*	130*	121*	223	153*	51*	244
Definitely/Somewhat Yes (Net)	294 75%	134 73%	160 76%	81 64%	94 85% D	64 77%	55 75%	113 84% I	118 68%	63 74%	103 78%	49 74%	134 74%	113 79% P	104 80% P	77 64%	163 73%	122 80%	45 89% T	182 75%
Definitely yes	178 45%	79 43%	98 47%	48 38%	52 46%	36 44%	42 57%	65 48%	75 43%	38 44%	64 49% L	20 30%	89 49% L	71 50% P	64 49% P	43 35%	98 44%	77 50%	22 44%	110 45%
Somewhat yes	117 30%	54 30%	62 30%	34 26%	42 38%	28 34%	13 17%	49 36%	42 24%	26 30%	39 29%	30 44% KM	45 25%	42 29%	40 31%	34 28%	65 29%	46 30%	23 45% T	72 29%
Definitely/Somewhat No (Net)	82 21%	44 24%	38 18%	37 29% E	13 12%	15 18%	16 22%	19 14%	49 28% HJ	14 16%	21 16%	15 22%	44 25%	26 18%	25 19%	31 26%	57 25% R	18 12%	5 11%	55 22% S
Somewhat no	38 10%	17 9%	20 10%	24 19% Ei	5 5%	5 6%	3 4%	9 7%	26 15% J	3 4%	6 5%	4 6%	28 15% K	13 9%	11 8%	14 11%	26 12%	10 6%	5 11%	30 12%
Definitely no	45 11%	27 14%	18 9%	14 11%	8 7%	10 12%	13 18%	10 8%	24 14%	10 12%	15 11%	11 16%	16 9%	13 9%	14 11%	17 14%	30 14%	9 6%	-	25 10% S
I am not familiar with this company	18 4%	7 4%	11 5%	8 7%	3 3%	4 4%	2 3%	3 2%	7 4%	8 9% H	8 6% m	3 4%	2 1%	4 3%	1 1%	13 11% NO	3 1%	13 8% Q	*	8 3%
Sigma	394 100%	184 100%	210 100%	127 100%	111 100%	83 100%	73 100%	135 100%	174 100%	85 100%	132 100%	67 100%	180 100%	143 100%	130 100%	121 100%	223 100%	153 100%	51 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 381

CMP01_30 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Retail
 Best Buy

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	417	171	246	186	109	71	51	151	171	95	231	61	101	119	148	150	202	200	37	211
Weighted Base	403	203*	200	133	104*	95*	71**	130*	180*	93*	139	71*	170*	110*	158*	134*	206	186*	48**	218
Definitely/Somewhat Yes (Net)	273 68%	130 64%	143 72%	89 67%	77 74%	65 69%	42 60%	98 76%	118 66%	57 62%	95 69%	44 62%	118 69%	72 65%	121 76% P	81 60%	144 70%	123 66%	39 82%	160 73%
Definitely yes	133 33%	69 34%	64 32%	39 29%	36 35%	34 36%	25 35%	42 32%	56 31%	35 38%	51 37%	20 28%	57 34%	37 34%	61 39% P	35 26%	77 38%	55 30%	23 48%	80 36%
Somewhat yes	140 35%	61 30%	79 40%	50 38%	41 39%	32 33%	17 25%	56 43% J	62 34%	22 24%	44 32%	25 35%	61 36%	34 31%	60 38%	46 34%	67 32%	68 36%	16 33%	80 37%
Definitely/Somewhat No (Net)	103 26%	57 28%	45 23%	31 23%	23 22%	26 28%	23 32%	26 20%	47 26%	30 32%	29 21%	21 29%	46 27%	34 31% O	25 16%	43 32% O	55 27%	44 24%	7 14%	44 20%
Somewhat no	56 14%	28 14%	28 14%	20 15%	17 17%	15 15%	4 6%	20 15%	28 16%	8 9%	9 7%	11 16%	33 20% K	17 15%	13 8%	26 20% O	34 17%	21 11%	5 10%	31 14%
Definitely no	47 12%	29 14%	18 9%	11 8%	6 6%	12 12%	19 26%	6 5%	19 10%	22 24% Hi	19 14%	10 14%	13 8%	18 16%	12 8%	17 13%	21 10%	23 13%	2 4%	13 6%
I am not familiar with this company	26 7%	15 8%	11 6%	13 10%	4 4%	3 4%	6 8%	5 4%	15 8%	6 6%	15 11% m	6 8%	6 3%	4 4%	12 8%	10 8%	7 3%	19 10% q	2 4%	15 7%
Sigma	403 100%	203 100%	200 100%	133 100%	104 100%	95 100%	71 100%	130 100%	180 100%	93 100%	139 100%	71 100%	170 100%	110 100%	158 100%	134 100%	206 100%	186 100%	48 100%	218 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 382

CMP01_31 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Retail
 The Home Depot

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	145	267	178	98	71	65	135	183	94	226	58	100	122	145	145	211	187	41	228
Weighted Base	410	182*	228	131*	99*	91*	88*	128*	208*	74*	133	64*	186*	120*	159*	131*	229	166*	48**	268
Definitely/Somewhat Yes (Net)	267 65%	113 62%	155 68%	71 54%	81 81% DG	62 68%	53 60%	87 68%	139 67%	41 56%	95 71%	45 70%	115 62%	96 80% P	108 68% P	63 48%	164 71% r	98 59%	31 65%	168 63%
Definitely yes	152 37%	63 35%	88 39%	33 25%	46 47% D	38 41% d	35 39%	49 39%	83 40%	20 27%	52 39%	24 37%	68 37%	59 49% P	57 36%	35 27%	98 43%	53 32%	16 34%	99 37%
Somewhat yes	115 28%	49 27%	66 29%	38 29%	35 35%	24 27%	18 21%	38 29%	56 27%	22 29%	43 32%	21 33%	47 25%	37 31%	51 32%	28 21%	66 29%	45 27%	15 31%	69 26%
Definitely/Somewhat No (Net)	115 28%	54 30%	61 27%	48 36% E	16 16%	23 25%	28 32% e	34 27%	56 27%	25 34%	29 22%	15 23%	63 34% k	21 17%	42 26%	52 40% No	59 26%	54 32%	15 32%	81 30%
Somewhat no	68 16%	39 22% c	28 12%	35 26% Ei	7 7%	12 13%	14 15%	23 18%	36 17%	8 11%	16 12%	8 12%	38 20%	12 10%	27 17%	29 22% n	36 16%	30 18%	10 22%	52 19%
Definitely no	47 12%	14 8%	33 14%	13 10%	9 9%	11 12%	15 17%	11 8%	20 10%	17 22% Hi	12 9%	7 11%	25 13%	9 7%	15 9%	24 18% n	23 10%	23 14%	5 10%	29 11%
I am not familiar with this company	28 7%	15 8%	13 6%	13 10%	3 3%	6 7%	7 8%	7 5%	13 6%	8 11%	10 7%	4 6%	8 4%	3 3%	10 6%	15 12% N	6 3%	15 9% q	2 4%	20 7%
Sigma	410 100%	182 100%	228 100%	131 100%	99 100%	91 100%	88 100%	128 100%	208 100%	74 100%	133 100%	64 100%	186 100%	120 100%	159 100%	131 100%	229 100%	166 100%	48 100%	268 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 383

CMP01_32 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Retail
 Costco

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	148	255	159	116	74	54	144	155	104	215	56	110	129	126	148	223	172	43	218
Weighted Base	418	175*	243	126*	103*	113*	75*	146*	179*	93*	121	72*	187*	145*	137*	137*	252	160*	56**	263
Definitely/Somewhat Yes (Net)	291 70%	116 66%	175 72%	87 69%	74 72%	84 74%	47 63%	106 73%	129 72%	56 61%	86 71%	56 77%	126 67%	96 66%	112 82% NP	84 61%	177 70%	112 70%	40 71%	187 71%
Definitely yes	152 36%	49 28%	103 42% B	44 35%	40 38%	47 42%	21 28%	55 38%	55 31%	42 45%	47 39%	28 38%	66 35%	51 35%	68 50% nP	33 24%	99 39%	53 33%	23 40%	101 38%
Somewhat yes	139 33%	67 38%	72 30%	42 33%	34 33%	36 32%	26 35%	51 35% J	73 41% J	15 16%	39 32%	28 39%	60 32%	45 31%	44 32%	50 37%	78 31%	59 37%	17 30%	86 33%
Definitely/Somewhat No (Net)	82 20%	34 20%	48 20%	31 25%	16 15%	14 13%	21 28%	24 17%	37 20%	21 23%	22 18%	8 11%	39 21%	33 23%	17 12%	33 24% o	47 19%	34 21%	11 20%	47 18%
Somewhat no	52 12%	27 15%	25 10%	20 15% e	7 7%	12 11%	13 17%	18 12%	17 10%	17 18%	11 9%	4 6%	31 16%	21 15%	13 9%	18 13%	34 13%	18 11%	9 15%	31 12%
Definitely no	30 7%	8 4%	23 9%	11 9%	9 8%	2 2%	8 11%	6 4%	19 11%	5 5%	11 9%	4 5%	8 4%	11 8%	4 3%	15 11% O	13 5%	16 10%	2 4%	16 6%
I am not familiar with this company	45 11%	24 14%	20 8%	9 7%	14 13%	15 14%	7 9%	16 11%	14 8%	15 16%	13 10%	8 11%	22 12%	16 11%	8 6%	20 15% o	29 12%	14 9%	5 10%	29 11%
Sigma	418 100%	175 100%	243 100%	126 100%	103 100%	113 100%	75 100%	146 100%	179 100%	93 100%	121 100%	72 100%	187 100%	145 100%	137 100%	137 100%	252 100%	160 100%	56 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 384

CMP01_33 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Retail
 Macy's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	151	255	162	125	68	51	145	158	103	214	56	105	126	137	143	212	179	34	220
Weighted Base	380	179*	201	119*	110*	96*	54**	132*	165*	83*	123	63*	166*	117*	135*	129*	215	146*	33**	219
Definitely/Somewhat Yes (Net)	239 63%	118 66%	121 60%	73 62%	70 63%	68 71%	27 50%	90 68% J	109 66% J	40 48%	72 59%	45 72%	112 67%	77 66%	89 66%	74 57%	145 67%	89 61%	28 86%	144 66%
Definitely yes	116 31%	59 33%	57 28%	36 30%	37 33%	30 31%	14 26%	53 40% J	49 30% J	14 17%	36 30%	18 28%	57 34%	32 28%	48 35%	36 28%	82 38% R	31 21%	13 41%	74 34%
Somewhat yes	123 32%	59 33%	63 31%	38 32%	33 30%	39 41%	13 24%	37 28%	60 36%	26 32%	36 29%	28 44% k	54 33%	44 38%	41 30%	38 29%	63 29%	58 40%	15 45%	70 32%
Definitely/Somewhat No (Net)	116 31%	49 28%	67 33%	42 35%	29 26%	24 25%	21 39%	29 22%	55 33% h	33 40% H	41 33%	17 26%	49 29%	38 32%	38 28%	40 31%	61 28%	47 32%	4 13%	61 28%
Somewhat no	79 21%	39 22%	40 20%	25 21%	22 20%	20 21%	12 21%	17 13%	39 24% h	23 27% H	26 21%	12 18%	37 22%	25 22%	25 19%	28 22%	44 20%	30 21%	4 12%	39 18%
Definitely no	37 10%	10 6%	27 13% b	17 14%	7 6%	4 4%	9 17%	12 9%	15 9%	10 12%	15 12%	5 8%	12 7%	12 11%	13 9%	12 9%	17 8%	17 12%	* 1%	21 10%
I am not familiar with this company	25 7%	11 6%	14 7% b	4 3%	12 11% d	3 4%	6 11%	13 10% l	2 1%	10 12% l	9 7%	1 2%	6 4%	3 2%	8 6%	15 11% N	10 4%	9 6%	* 1%	14 6%
Sigma	380 100%	179 100%	201 100%	119 100%	110 100%	96 100%	54 100%	132 100%	165 100%	83 100%	123 100%	63 100%	166 100%	117 100%	135 100%	129 100%	215 100%	146 100%	33 100%	219 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 385

CMP01_34 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Retail
 Gap

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	159	245	147	138	73	46	138	182	84	219	41	121	129	128	147	218	174	40	221
Weighted Base	409	181*	228	108*	128*	109*	65**	127*	201*	81*	125	58**	204*	133*	136*	141*	253	148*	57**	271
Definitely/Somewhat Yes (Net)	241 59%	105 58%	136 59%	66 61%	80 62%	58 53%	37 58%	89 70% J	125 62% J	27 33%	74 59%	36 63%	117 57%	71 53%	103 76% NP	67 48%	150 59%	87 59%	46 79%	167 62%
Definitely yes	108 26%	55 30%	53 23%	24 23%	37 29%	20 19%	26 41%	46 36% J	53 26% J	9 12%	36 29%	21 36%	45 22%	34 25%	45 33%	29 21%	67 27%	41 28%	19 33%	74 27%
Somewhat yes	133 32%	50 28%	82 36%	42 39%	43 33%	37 34%	11 17%	43 34%	72 36%	17 22%	38 30%	15 26%	72 35%	37 28%	58 43% np	38 27%	83 33%	46 31%	27 47%	93 34%
Definitely/Somewhat No (Net)	141 34%	70 38%	71 31%	33 31%	39 31%	44 40%	24 38%	29 23%	67 33%	45 55% HI	42 33%	17 30%	77 38%	54 41% O	29 22%	58 41% O	85 33%	53 36%	12 21%	91 33%
Somewhat no	81 20%	43 24%	38 17%	20 18%	22 17%	24 22%	15 23%	22 18%	38 19%	21 26%	22 18%	9 16%	47 23%	30 23%	22 16%	29 21%	52 20%	28 19%	5 9%	56 21%
Definitely no	60 15%	27 15%	33 15%	14 13%	17 13%	20 18%	9 14%	7 5%	30 15% HI	24 29% HI	20 16%	8 14%	30 15%	24 18% O	8 6%	28 20% O	33 13%	24 17%	6 11%	35 13%
I am not familiar with this company	28 7%	6 4%	21 9% b	8 8%	9 7%	7 6%	3 5%	9 7%	9 5%	9 12%	9 7%	4 8%	10 5%	9 6%	3 2%	16 11% O	18 7%	8 5%	-	13 5%
Sigma	409 100%	181 100%	228 100%	108 100%	128 100%	109 100%	65 100%	127 100%	201 100%	81 100%	125 100%	58 100%	204 100%	133 100%	136 100%	141 100%	253 100%	148 100%	57 100%	271 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 386

CMP01_35 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Retail
 Nike

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	143	262	156	111	68	70	136	180	89	214	61	105	130	140	135	218	173	39	215
Weighted Base	435	204*	230	120*	113*	96*	107*	145*	198*	92*	139	75*	192*	146*	160*	129*	262	159*	64**	278
Definitely/Somewhat Yes (Net)	259 60%	122 59%	138 60%	69 58%	74 66%	59 62%	57 54%	91 62%	120 60%	49 54%	90 65%	45 61%	115 60%	86 59%	107 67% p	66 51%	149 57%	109 69% q	32 50%	167 60%
Definitely yes	132 30%	69 34%	63 27%	37 31%	39 35%	25 26%	31 29%	51 35%	59 30%	22 24%	49 35%	21 28%	61 31%	41 28% p	71 44% NP	20 16%	78 30%	54 34%	19 29%	90 32%
Somewhat yes	127 29%	53 26%	75 32%	31 26%	35 32%	34 36%	26 25%	39 27%	61 31%	27 30%	41 30%	25 33%	55 29%	45 31%	36 23%	46 36% o	70 27%	56 35%	14 21%	77 28%
Definitely/Somewhat No (Net)	153 35%	72 35%	81 35%	41 34%	36 32%	34 36%	43 40%	51 35%	70 35%	32 35%	41 30%	28 37%	73 38%	58 40%	50 31%	46 36%	105 40% r	45 28%	31 48%	98 35%
Somewhat no	89 21%	46 23%	43 19%	24 20%	26 23%	19 20%	20 19%	31 21%	50 25% j	8 9%	18 13%	16 22%	53 28% k	30 21%	38 23%	21 17%	61 23%	26 16%	21 33%	61 22%
Definitely no	64 15%	26 13%	38 17%	17 14%	10 9%	15 16%	22 21%	20 14%	20 10%	24 26% l	23 17%	12 16%	20 10%	27 19% o	12 8%	25 19% o	44 17%	19 12%	10 15%	37 13%
I am not familiar with this company	22 5%	10 5%	11 5%	10 8%	2 2%	3 3%	7 7%	3 2%	8 4%	10 11% h	7 5%	2 2%	4 2%	2 1%	3 2%	17 13% NO	8 3%	5 3%	1 2%	13 5%
Sigma	435 100%	204 100%	230 100%	120 100%	113 100%	96 100%	107 100%	145 100%	198 100%	92 100%	139 100%	75 100%	192 100%	146 100%	160 100%	129 100%	262 100%	159 100%	64 100%	278 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 387

CMP01_36 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Retail
 Lowe's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	396	150	246	172	106	72	46	137	149	110	213	57	102	116	147	133	212	170	37	232
Weighted Base	384	173*	211	120	103*	100*	60**	131*	161*	91*	127	70*	160*	121*	152*	111*	238	135*	55**	248
Definitely/Somewhat Yes (Net)	263 69%	117 68%	146 69%	76 63%	74 72%	70 70%	43 72%	88 67%	115 71%	61 67%	84 66%	54 78%	110 69%	90 74% P	107 70%	66 60%	173 73% r	83 62%	42 76%	165 66%
Definitely yes	133 35%	57 33%	76 36%	38 32%	40 39%	30 30%	25 41%	45 34%	58 36%	30 33%	44 34%	28 39%	54 34%	41 34%	60 39%	32 29%	87 37%	44 32%	21 38%	74 30%
Somewhat yes	130 34%	60 35%	70 33%	37 31%	34 33%	40 40%	19 31%	43 33%	57 35%	31 34%	40 32%	27 38%	56 35%	49 40%	47 31%	34 31%	86 36%	40 29%	21 39%	90 36%
Definitely/Somewhat No (Net)	98 26%	41 24%	57 27%	36 30%	21 20%	29 29%	12 21%	33 25%	37 23%	28 30%	30 24%	16 22%	44 28%	29 24%	34 23%	35 32%	55 23%	40 30%	10 18%	64 26%
Somewhat no	58 15%	21 12%	37 17%	21 18%	13 12%	17 17%	6 10%	22 17%	23 14%	13 15%	11 9%	7 10%	34 21% K	14 11%	24 16%	20 18%	31 13%	25 19%	6 11%	39 16%
Definitely no	41 11%	20 12%	21 10%	15 12%	8 8%	12 12%	6 10%	11 9%	15 9%	15 16%	19 15% m	9 12%	10 7%	15 13%	10 7%	15 14%	24 10%	14 11%	4 7%	25 10%
I am not familiar with this company	22 6%	14 8%	8 4%	8 7%	8 8%	1 1%	5 8%	10 8%	9 6%	3 3%	13 10% Lm	-	6 3%	2 2%	11 7%	9 8% n	10 4%	12 9%	3 6%	20 8%
Sigma	384 100%	173 100%	211 100%	120 100%	103 100%	100 100%	60 100%	131 100%	161 100%	91 100%	127 100%	70 100%	160 100%	121 100%	152 100%	111 100%	238 100%	135 100%	55 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 388

CMP01_37 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Retail
 Nordstrom

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	157	255	172	112	66	62	138	177	97	231	46	110	126	145	141	211	186	39	227
Weighted Base	398	185*	213	132*	99*	86*	81*	149*	185*	64*	130	62*	179*	126*	159*	113*	221	162*	48**	253
Definitely/Somewhat Yes (Net)	236 59%	119 64%	117 55%	79 60%	65 65% g	56 66% g	36 44%	99 66% J	106 57%	31 48%	73 56%	32 51%	119 66%	66 53%	116 73% NP	54 47%	143 65%	88 54%	38 79%	154 61%
Definitely yes	121 30%	62 34%	59 28%	38 29%	34 34%	20 24%	29 35%	49 33%	58 31%	14 22%	38 29%	11 18%	66 37% I	38 30% P	67 42% P	16 14%	81 37% R	39 24%	23 49%	91 36%
Somewhat yes	115 29%	57 31%	58 27%	41 31% G	31 31% G	36 42% G	7 9%	50 33%	48 26%	17 26%	36 27%	21 33%	53 30%	28 22%	49 31%	37 33%	62 28%	49 30%	14 31%	63 25%
Definitely/Somewhat No (Net)	115 29%	47 25%	68 32%	35 26%	26 27%	23 27%	31 38%	36 24%	62 33%	18 28%	40 31%	19 30%	49 27%	48 38% O	31 19%	36 32% o	55 25%	55 34%	8 17%	73 29%
Somewhat no	69 17%	27 15%	42 20%	22 16%	16 16%	16 19%	16 19%	18 12%	43 23% h	8 13%	20 15%	13 21%	32 18%	33 26% O	19 12%	18 16%	35 16%	30 18%	5 11%	44 18%
Definitely no	46 12%	20 11%	26 12%	13 10%	11 11%	7 8%	15 19%	17 12%	19 10%	9 15%	20 15%	6 9%	17 9%	16 13%	12 8%	18 16%	20 9%	26 16%	3 6%	28 11%
I am not familiar with this company	47 12%	19 10%	28 13%	19 14%	8 8%	6 7%	14 18%	15 10%	17 9%	15 24% HI	17 13% m	11 18% M	11 6%	11 9%	12 8%	24 21% nO	23 10%	19 12%	2 4%	27 11%
Sigma	398 100%	185 100%	213 100%	132 100%	99 100%	86 100%	81 100%	149 100%	185 100%	64 100%	130 100%	62 100%	179 100%	126 100%	159 100%	113 100%	221 100%	162 100%	48 100%	253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 389

CMP01_41 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Airlines
 Delta Air Lines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	172	229	168	119	72	42	140	159	102	227	51	98	114	142	145	209	183	38	220
Weighted Base	375	190*	186	110*	100*	110*	55**	127*	164*	85*	134	64**	149*	105*	148*	122*	229	140*	45**	223
Definitely/Somewhat Yes (Net)	258 69%	138 73%	120 65%	74 67%	72 72%	73 67%	39 71%	84 66%	125 76% J	49 58%	81 61%	54 84%	109 73% k	67 64%	114 77% np	77 63%	156 68%	101 72%	31 69%	166 74%
Definitely yes	142 38%	64 34%	79 43%	35 32%	40 40%	36 33%	32 57%	49 38%	72 44% J	22 26%	50 37%	31 48%	55 37%	34 32%	61 42%	48 39%	93 41%	48 34%	14 32%	93 42%
Somewhat yes	116 31%	75 39% C	41 22%	39 35%	32 32%	37 34%	8 14%	35 28%	53 32%	27 32%	31 23%	23 36%	54 36% k	34 32%	52 35%	30 24%	63 28%	52 37%	16 36%	73 33%
Definitely/Somewhat No (Net)	86 23%	44 23%	42 22%	27 24%	18 18%	27 24%	14 26%	33 26%	28 17%	25 29%	36 27%	8 12%	34 23%	35 33% O	24 16%	27 22%	60 26% r	22 16%	12 27%	47 21%
Somewhat no	48 13%	32 17% c	16 8%	16 14%	9 9%	16 15%	7 12%	16 13%	20 12%	11 14%	22 17%	1 2%	22 15%	20 19% O	10 7%	18 15%	36 16% r	9 7%	5 10%	22 10%
Definitely no	38 10%	12 6%	26 14% b	11 10%	9 9%	10 9%	8 14%	16 13%	8 5%	13 16% i	14 10%	7 10%	13 8%	15 14%	14 10%	9 7%	23 10%	13 9%	8 17%	26 11%
I am not familiar with this company	32 8%	7 4%	24 13% B	10 9%	10 10%	10 9%	2 4%	10 8%	11 7%	10 12%	17 12% m	2 3%	6 4%	4 3%	10 7%	18 15% N	13 6%	17 12% q	2 4%	10 4%
Sigma	375 100%	190 100%	186 100%	110 100%	100 100%	110 100%	55 100%	127 100%	164 100%	85 100%	134 100%	64 100%	149 100%	105 100%	148 100%	122 100%	229 100%	140 100%	45 100%	223 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 390

CMP01_42 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Airlines
 United Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	158	249	158	122	62	65	136	180	91	225	57	91	121	142	144	211	186	28	211
Weighted Base	426	212*	215	122*	97*	99*	108*	127*	204*	96*	154	77*	158*	146*	146*	134*	226	190*	36**	246
Definitely/Somewhat Yes (Net)	294 69%	160 76% C	134 62%	85 69%	65 67%	77 78%	68 62%	91 71%	149 73% J	55 57%	102 67%	54 70%	118 75%	101 69%	110 75% P	83 62%	167 74%	125 66%	25 69%	179 73%
Definitely yes	170 40%	86 40%	84 39%	38 31%	38 39%	52 52% D	42 39%	54 43%	77 38%	38 40%	65 42%	32 42%	62 40%	53 36%	70 48%	47 35%	93 41%	77 41%	14 38%	103 42%
Somewhat yes	124 29%	75 35% c	49 23%	47 38%	27 28%	25 25%	25 23%	36 29%	71 35% J	17 17%	38 25%	22 28%	56 35%	48 33%	40 28%	36 26%	74 33%	48 25%	11 30%	76 31%
Definitely/Somewhat No (Net)	100 23%	43 20%	57 27%	27 22%	22 22%	17 17%	34 32%	23 18%	49 24%	28 29%	42 27%	18 24%	29 19%	40 27%	29 20%	31 23%	48 21%	50 26%	10 28%	51 21%
Somewhat no	55 13%	25 12%	30 14%	19 16%	10 11%	6 6%	19 18%	13 11%	29 14%	13 14%	21 13%	14 18%	18 12%	27 19% O	13 9%	15 11%	26 11%	28 15%	8 21%	32 13%
Definitely no	45 11%	18 8%	27 13%	8 6%	11 12%	11 11%	15 14%	10 8%	20 10%	15 16%	21 14%	4 6%	11 7%	13 9%	16 11%	16 12%	22 10%	22 11%	2 7%	19 8%
I am not familiar with this company	32 8%	9 4%	24 11% b	10 8%	10 11%	5 5%	7 6%	13 10%	6 3%	13 14% I	10 6%	4 6%	10 7%	5 3%	7 5%	21 15% NO	11 5%	16 8%	1 3%	16 7%
Sigma	426 100%	212 100%	215 100%	122 100%	97 100%	99 100%	108 100%	127 100%	204 100%	96 100%	154 100%	77 100%	158 100%	146 100%	146 100%	134 100%	226 100%	190 100%	36 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 391

CMP01_43 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Airlines
 American Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	155	257	165	116	65	66	142	162	108	229	44	117	130	138	144	214	186	42	210
Weighted Base	432	210*	222	124*	117*	90*	100*	150*	184*	98*	138	58**	211*	128*	158*	146*	233	185*	66**	248
Definitely/Somewhat Yes (Net)	306 71%	133 63%	173 78% B	77 62%	95 81% Dg	71 78% d	63 63%	112 75% J	139 75% J	56 57%	94 68%	37 65%	164 78%	84 66%	122 77%	100 68%	176 76%	126 68%	57 85%	196 79%
Definitely yes	190 44%	76 36%	114 51% B	37 30%	59 51% D	58 64% DG	36 36%	58 39%	92 50%	40 41%	46 33%	26 44%	113 53% K	51 40%	71 45%	68 46%	106 46%	82 44%	37 55%	128 51%
Somewhat yes	116 27%	57 27%	60 27%	40 32% f	35 30% f	13 15%	27 27%	53 36% J	47 26%	16 16%	48 34%	12 21%	51 24%	33 26%	51 32%	32 22%	70 30%	44 24%	20 30%	68 27%
Definitely/Somewhat No (Net)	100 23%	65 31% C	35 16% E	37 30% E	17 15%	15 17%	30 30% e	31 21%	39 21%	29 30%	31 22%	18 32%	43 20%	39 30%	32 20%	29 20%	49 21%	48 26%	9 14%	42 17%
Somewhat no	56 13%	40 19% C	16 7%	22 18%	11 9%	9 10%	14 14%	13 8%	27 15%	16 16%	12 9%	12 20%	28 13%	26 20% p	17 11%	13 9%	33 14%	20 11%	6 9%	25 10%
Definitely no	44 10%	26 12%	18 8%	15 12%	7 6%	6 7%	16 16%	18 12%	12 7%	13 14%	19 13%	7 11%	15 7%	13 10%	15 10%	16 11%	16 7%	28 15% q	3 4%	17 7%
I am not familiar with this company	26 6%	12 6%	14 6%	10 8%	5 4%	4 5%	7 7%	7 5%	6 3%	13 13% hi	13 10% M	2 4%	4 2%	5 4%	4 3%	17 12% O	8 4%	11 6%	* 1%	11 4%
Sigma	432 100%	210 100%	222 100%	124 100%	117 100%	90 100%	100 100%	150 100%	184 100%	98 100%	138 100%	58 100%	211 100%	128 100%	158 100%	146 100%	233 100%	185 100%	66 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 392

CMP01_44 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Airlines
 JetBlue Airways

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	153	249	158	124	55	65	141	147	114	221	53	105	129	125	148	211	182	34	218
Weighted Base	391	203*	188	111*	111*	76**	93**	141*	153*	97*	113	68**	188*	128*	116*	147*	228	155*	40**	223
Definitely/Somewhat Yes (Net)	208 53%	109 54%	99 53%	64 58%	63 56%	35 46%	46 50%	85 60% j	82 53%	42 43%	53 47%	36 52%	106 57%	74 57% p	73 63% P	62 42%	119 52%	88 57%	27 66%	139 62%
Definitely yes	110 28%	56 28%	54 29%	39 35%	36 33%	13 17%	22 24%	39 28%	47 31%	24 25%	28 24%	16 24%	61 33%	38 30%	39 34%	32 22%	67 29%	42 27%	10 24%	81 36%
Somewhat yes	98 25%	52 26%	46 24%	25 23%	26 24%	22 29%	24 26%	45 32% j	35 23%	18 18%	25 22%	19 28%	45 24%	35 27%	33 29%	29 20%	52 23%	46 30%	17 42%	58 26%
Definitely/Somewhat No (Net)	111 28%	71 35% C	40 21%	26 23%	35 31%	18 23%	33 36%	40 28%	40 26%	32 33%	33 29%	21 31%	55 29%	35 27%	27 24%	49 33%	79 34% R	27 17%	13 33%	58 26%
Somewhat no	55 14%	32 16%	23 12%	15 14%	19 17%	3 4%	18 19%	18 12%	23 15%	15 15%	15 13%	10 15%	30 16%	12 10%	11 10%	32 21% no	39 17% r	12 8%	7 17%	35 16%
Definitely no	56 14%	39 19% C	17 9%	10 9%	16 14%	15 19%	16 17%	22 16%	17 11%	17 17%	18 16%	11 16%	25 13%	22 17%	16 14%	18 12%	39 17%	15 10%	7 16%	23 10%
I am not familiar with this company	72 18%	23 11%	49 26% B	21 19%	14 12%	23 31%	13 14%	17 12%	32 21%	24 24% h	27 24% m	11 16%	27 14%	20 16%	16 13%	36 25%	31 13%	40 26% Q	* 1%	26 12%
Sigma	391 100%	203 100%	188 100%	111 100%	111 100%	76 100%	93 100%	141 100%	153 100%	97 100%	113 100%	68 100%	188 100%	128 100%	116 100%	147 100%	228 100%	155 100%	40 100%	223 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 393

CMP01_45 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Manufacturing/Industrial

3M

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	149	259	159	106	75	68	144	155	109	242	47	94	143	123	142	217	177	34	222
Weighted Base	377	171*	206	110*	88*	91*	88*	133*	165*	80*	149	56**	147*	145*	124*	108*	228	135*	39**	223
Definitely/Somewhat Yes (Net)	231 61%	117 69% c	114 55%	56 51%	66 75% DF	50 55%	59 67% d	84 63%	108 65% j	40 50%	86 58%	36 64%	101 68%	97 67% P	82 66% p	53 49%	149 65%	76 56%	29 75%	149 67%
Definitely yes	138 37%	78 46% C	60 29%	26 24%	35 40% D	29 32%	48 55% DF	46 34%	69 42%	24 30%	57 38%	16 29%	59 40%	56 39%	51 41%	31 29%	89 39%	48 35%	13 32%	89 40%
Somewhat yes	93 25%	39 23%	54 26%	29 27% g	31 35% G	22 24%	11 12%	38 29%	39 24%	16 20%	29 19%	19 35%	42 28%	40 28%	30 24%	22 21%	60 26%	28 21%	17 43%	60 27%
Definitely/Somewhat No (Net)	76 20%	31 18%	45 22%	17 15%	15 17%	24 26%	20 23%	18 13%	38 23%	20 25% h	31 21%	16 29%	22 15%	35 24% O	14 11%	27 25% O	48 21%	21 15%	7 17%	40 18%
Somewhat no	52 14%	24 14%	28 14%	10 9%	12 14%	18 20% d	12 14%	13 10%	27 16%	12 15%	22 15%	9 15%	16 11%	30 21% O	7 5%	15 14% o	31 14%	14 11%	3 9%	31 14%
Definitely no	24 6%	7 4%	17 8%	7 6%	3 4%	6 7%	8 9%	5 4%	11 7%	8 11%	9 6%	7 13%	6 4%	5 3%	7 5%	12 11% n	17 7%	7 5%	3 8%	9 4%
I am not familiar with this company	70 19%	22 13%	48 23% b	38 34% EFG	7 8%	16 18%	9 10%	31 24% i	19 12%	19 24% i	33 22%	4 7%	25 17%	13 9%	29 24% N	27 25% N	31 14%	38 28% Q	3 7%	34 15%
Sigma	377 100%	171 100%	206 100%	110 100%	88 100%	91 100%	88 100%	133 100%	165 100%	80 100%	149 100%	56 100%	147 100%	145 100%	124 100%	108 100%	228 100%	135 100%	39 100%	223 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 394

CMP01_46 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Manufacturing/Industrial
 Honeywell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	165	241	178	114	58	56	139	177	90	216	62	105	130	123	153	214	183	29	226
Weighted Base	397	201*	195	131	111*	73*	81**	151*	178*	67*	128	79*	170*	131*	136*	130*	218	171*	34**	249
Definitely/Somewhat Yes (Net)	230 58%	125 62%	105 54%	58 44%	74 67% D	48 66% D	50 62%	88 58%	98 55%	43 64%	73 57%	51 64%	99 58%	74 56%	85 63%	71 54%	131 60%	97 57%	22 66%	146 58%
Definitely yes	108 27%	62 31%	46 24%	23 18%	35 32% D	23 32%	27 33%	49 32%	43 24%	16 23%	42 33%	19 23%	42 25%	37 28%	48 35% P	24 18%	65 30%	42 25%	18 54%	77 31%
Somewhat yes	121 31%	63 31%	59 30%	34 26%	39 35%	25 34%	23 29%	39 26%	55 31%	28 41% h	31 24%	32 41% k	57 34%	37 28%	38 28%	47 36%	65 30%	55 32%	4 12%	69 28%
Definitely/Somewhat No (Net)	73 18%	41 20%	31 16%	37 28% E	14 13%	10 14%	11 13%	18 12%	42 24% h	12 18%	23 18%	16 20%	29 17%	26 20%	23 17%	24 18%	49 22% r	21 12%	11 32%	47 19%
Somewhat no	48 12%	29 14%	20 10%	26 20% E	9 8%	6 8%	7 9%	12 8%	30 17% h	7 10%	14 11%	12 14%	20 12%	17 13%	20 15%	12 9%	33 15%	13 8%	6 18%	34 14%
Definitely no	24 6%	12 6%	12 6%	12 9%	5 4%	4 6%	3 4%	7 4%	13 7%	5 7%	9 7%	4 5%	10 6%	9 7%	3 2%	12 10% o	15 7%	7 4%	5 14%	13 5%
I am not familiar with this company	94 24%	35 18%	59 30% B	37 28%	23 21%	15 20%	20 25%	45 30%	37 21%	12 18%	33 25%	13 16%	42 25%	31 24%	28 20%	35 27%	39 18%	53 31% Q	1 3%	57 23%
Sigma	397 100%	201 100%	195 100%	131 100%	111 100%	73 100%	81 100%	151 100%	178 100%	67 100%	128 100%	79 100%	170 100%	131 100%	136 100%	130 100%	218 100%	171 100%	34 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 395

CMP01_47 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Manufacturing/Industrial
 General Electric

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	146	260	172	122	64	48	136	172	98	222	51	102	126	137	143	214	178	40	240
Weighted Base	386	181*	205	109*	121*	101*	55**	129*	184*	73*	120	57*	177*	136*	130*	120*	230	138*	59**	269
Definitely/Somewhat Yes (Net)	251 65%	116 64%	135 66%	56 52%	99 82% DF	60 59%	35 65%	101 78% I	104 56%	46 64%	73 61%	41 72%	124 70%	100 73% P	96 74% P	55 46%	170 74% R	72 52%	47 80%	179 67%
Definitely yes	136 35%	58 32%	78 38%	31 29%	55 46% DF	25 25%	24 44%	59 45% I	47 26%	30 41%	44 37%	23 41%	62 35%	55 41% P	49 38%	31 26%	95 42% R	37 26%	35 60%	97 36%
Somewhat yes	115 30%	58 32%	57 28%	25 23%	44 36% d	34 34%	12 21%	42 33%	56 31%	16 22%	29 24%	18 31%	62 35%	44 33%	47 36% P	24 20%	75 33%	35 26%	12 20%	82 31%
Definitely/Somewhat No (Net)	94 24%	51 28%	43 21%	38 35% E	15 13%	26 26% e	14 25%	19 15%	63 34% HJ	11 16%	34 28%	12 21%	40 23%	26 19%	26 20%	42 35% NO	46 20%	46 33% Q	11 18%	64 24%
Somewhat no	59 15%	38 21% C	21 10%	23 21% E	9 7%	17 17%	9 17%	12 9%	40 22% H	7 9%	19 16%	6 11%	32 18%	17 13%	21 16%	21 17%	36 16%	22 16%	8 13%	42 16%
Definitely no	35 9%	13 7%	22 11%	15 14% e	7 5%	9 9%	4 8%	7 6%	23 12%	5 6%	15 12% m	6 10%	8 5%	9 7%	5 4%	21 18% no	10 4%	24 18% Q	3 5%	22 8%
I am not familiar with this company	41 11%	15 8%	27 13%	15 14% e	7 5%	15 14%	5 10%	9 7%	18 10%	15 21% Hi	13 11%	4 7%	12 7%	10 8%	9 7%	23 19% no	13 6%	20 14% Q	1 2%	26 10%
Sigma	386 100%	181 100%	205 100%	109 100%	121 100%	101 100%	55 100%	129 100%	184 100%	73 100%	120 100%	57 100%	177 100%	136 100%	130 100%	120 100%	230 100%	138 100%	59 100%	269 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 396

CMP01_48 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Manufacturing/Industrial

Boeing

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	145	264	162	114	68	65	141	169	99	222	49	111	138	126	145	209	189	36	230
Weighted Base	417	189*	228	120*	101*	103*	92*	139*	196*	82*	125	62**	196*	139*	138*	139*	246	153	52**	257
Definitely/Somewhat Yes (Net)	260 62%	116 61%	145 63%	56 46%	74 74% D	72 69% D	59 64% d	99 71% J	127 65% J	35 43%	72 58%	38 61%	138 70% k	87 62%	103 75% P	70 50%	166 67%	91 60%	45 87%	180 70%
Definitely yes	153 37%	72 38%	81 35%	32 27%	43 42% d	45 44% d	32 35%	69 49% J	64 32%	21 25%	38 31%	23 37%	83 42% k	50 36%	63 46% P	39 28%	101 41%	52 34%	27 53%	109 42%
Somewhat yes	108 26%	44 23%	64 28%	23 19%	32 32% d	26 25%	26 29%	30 21%	63 32% j	15 18%	34 27%	15 25%	54 28%	37 26%	40 29%	31 22%	65 26%	40 26%	18 35%	71 27%
Definitely/Somewhat No (Net)	93 22%	57 30% C	36 16%	33 28% E	13 13%	24 23%	23 25%	20 14%	51 26% h	23 28% h	29 23%	16 25%	42 21%	38 27% o	19 14%	36 26% o	58 23%	32 21%	4 8%	43 17%
Somewhat no	61 15%	39 20% C	22 10%	15 13%	10 10%	21 20%	15 17%	15 11%	30 16%	15 19%	19 15%	11 18%	29 15%	31 22% O	11 8%	19 14%	42 17%	16 10%	4 8%	30 12%
Definitely no	32 8%	18 10%	14 6%	18 15% EF	4 4%	3 3%	7 8%	4 3%	20 10% h	8 9%	10 8%	5 8%	14 7%	7 5%	9 6%	17 12%	16 6%	16 10%	-	13 5%
I am not familiar with this company	63 15%	16 9%	47 21% B	31 26% eFg	13 13%	8 8%	11 11%	21 15%	18 9%	24 29% hi	24 19% M	8 13%	17 8%	15 11%	16 11%	33 24% No	23 9%	31 20% Q	2 4%	34 13%
Sigma	417 100%	189 100%	228 100%	120 100%	101 100%	103 100%	92 100%	139 100%	196 100%	82 100%	125 100%	62 100%	196 100%	139 100%	138 100%	139 100%	246 100%	153 100%	52 100%	257 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 397

CMP01_49 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Healthcare/Health insurance
 CVS

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	392	154	238	154	116	61	61	125	167	100	212	51	104	129	120	143	208	170	30	210
Weighted Base	417	214*	203	120*	115*	85*	97*	129*	203*	85*	125	60*	209*	164*	130*	123*	232	177*	42**	262
Definitely/Somewhat Yes (Net)	317 76%	151 71%	166 82% b	83 70%	89 77%	69 81%	75 78%	95 74%	157 77%	65 77%	92 74%	46 77%	162 78%	129 79%	105 80%	83 68%	176 76%	136 77%	27 64%	196 75%
Definitely yes	208 50%	100 47%	108 53%	52 43%	58 51%	41 48%	57 59%	63 49%	101 50%	44 52%	61 49%	29 48%	109 52%	88 54% p	72 56% p	47 39%	116 50%	90 51%	18 44%	127 49%
Somewhat yes	109 26%	51 24%	58 28%	32 26%	30 27%	28 33%	18 19%	32 25%	56 27%	21 25%	31 25%	17 29%	53 25%	40 25%	32 25%	36 29%	60 26%	46 26%	8 20%	69 26%
Definitely/Somewhat No (Net)	72 17%	44 21%	27 13%	23 19%	20 17%	12 14%	17 18%	21 16%	37 18%	13 16%	17 14%	10 17%	39 19%	30 18%	18 14%	24 20%	38 16%	32 18%	9 22%	45 17%
Somewhat no	47 11%	26 12%	21 10%	13 11%	13 11%	10 12%	11 11%	14 11%	25 12%	8 10%	8 7%	7 11%	28 13%	24 15%	11 8%	11 9%	25 11%	21 12%	5 13%	32 12%
Definitely no	25 6%	19 9%	6 3%	10 8%	7 6%	2 2%	6 7%	7 6%	12 6%	5 6%	9 7%	3 5%	11 5%	5 3%	7 5%	13 10%	13 6%	11 6%	4 9%	13 5%
I am not familiar with this company	28 7%	18 9%	10 5%	14 12%	6 6%	4 5%	4 4%	13 10%	9 4%	6 8%	15 12% M	3 6%	8 4%	6 3%	8 6%	15 12% N	18 8%	9 5%	6 14%	20 8%
Sigma	417 100%	214 100%	203 100%	120 100%	115 100%	85 100%	97 100%	129 100%	203 100%	85 100%	125 100%	60 100%	209 100%	164 100%	130 100%	123 100%	232 100%	177 100%	42 100%	262 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 398

CMP01_50 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Healthcare/Health insurance
 Walgreens

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	398	151	247	169	107	64	58	138	168	92	218	46	105	123	137	138	201	184	33	218
Weighted Base	386	178*	209	130*	92*	78*	86*	120*	174*	93*	123	50**	188*	119*	136*	131*	219	157*	43**	236
Definitely/Somewhat Yes (Net)	297 77%	142 80%	154 74%	87 67%	65 71%	72 91% DE	73 85% D	92 76%	133 76%	72 78%	87 71%	41 81%	150 80%	95 80%	109 80%	92 70%	172 78%	119 76%	31 71%	180 76%
Definitely yes	151 39%	59 33%	92 44%	34 26%	36 39% d	36 46% D	46 53% D	41 34%	66 38%	44 47%	50 41%	20 41%	71 38%	52 44%	51 37%	49 37%	89 41%	59 37%	17 39%	90 38%
Somewhat yes	146 38%	84 47% C	62 30%	53 41%	29 32%	36 46%	27 32%	50 42%	67 39%	28 30%	37 30%	20 41%	79 42%	44 37%	59 43%	43 33%	82 38%	60 39%	14 32%	89 38%
Definitely/Somewhat No (Net)	69 18%	25 14%	44 21%	27 21% f	22 24% f	6 8%	13 15%	19 16%	32 18%	18 19%	27 22%	7 15%	29 16%	20 17%	22 16%	27 20%	35 16%	30 19%	7 16%	45 19%
Somewhat no	41 11%	14 8%	27 13%	19 15%	11 12%	3 4%	8 9%	15 12% j	23 13% j	3 3%	13 10%	6 11%	21 11%	16 13%	16 11%	10 8%	25 11%	16 10%	6 14%	32 14%
Definitely no	28 7%	11 6%	17 8%	8 6%	11 12%	3 4%	5 6%	4 4%	8 5%	15 16% HI	15 12% m	2 4%	9 5%	4 4%	6 5%	17 13% no	9 4%	15 9%	1 1%	13 5%
I am not familiar with this company	21 5%	11 6%	10 5%	16 12% FG	5 5%	* -	- -	9 7%	9 5%	3 3%	8 7%	2 4%	8 4%	3 3%	5 4%	13 10%	13 6%	7 5%	6 13%	12 5%
Sigma	386 100%	178 100%	209 100%	130 100%	92 100%	78 100%	86 100%	120 100%	174 100%	93 100%	123 100%	50 100%	188 100%	119 100%	136 100%	131 100%	219 100%	157 100%	43 100%	236 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 399

CMP01_51 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Healthcare/Health insurance
 UnitedHealth Group

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	167	237	170	108	72	54	127	169	108	212	56	110	141	118	145	216	173	37	219
Weighted Base	419	215*	204	135*	110*	112*	63**	133*	179*	108*	130	73*	197*	151*	137*	132*	236	170*	58**	275
Definitely/Somewhat Yes (Net)	281 67%	147 68%	134 66%	94 70%	66 60%	74 66%	48 76%	96 72%	111 62%	74 69%	79 61%	48 66%	141 72%	102 67%	98 72%	81 62%	166 70%	111 65%	47 81%	198 72%
Definitely yes	154 37%	81 38%	73 36%	39 29%	38 34%	48 43%	29 47%	59 44%	48 27%	47 44%	43 33%	26 36%	79 40%	64 42%	45 33%	46 35%	100 43%	54 32%	23 40%	108 39%
Somewhat yes	127 30%	66 31%	61 30%	55 40%	28 25%	26 23%	18 29%	37 28%	63 35%	27 25%	36 27%	22 30%	62 32%	38 25%	54 39%	36 27%	65 28%	57 33%	24 41%	90 33%
Definitely/Somewhat No (Net)	85 20%	54 25%	31 15%	21 15%	27 25%	29 26%	9 14%	22 16%	44 25%	19 18%	28 22%	13 17%	42 22%	31 21%	25 18%	29 22%	54 23%	25 15%	8 14%	53 19%
Somewhat no	51 12%	29 13%	22 11%	11 8%	22 20%	14 13%	4 6%	13 9%	33 19%	5 5%	12 10%	5 7%	32 16%	16 11%	15 11%	19 15%	29 12%	19 11%	5 8%	38 14%
Definitely no	35 8%	25 12%	9 4%	10 7%	6 5%	15 13%	5 7%	9 7%	11 6%	14 13%	15 12%	7 10%	10 5%	15 10%	9 7%	10 8%	24 10%	7 4%	3 6%	15 5%
I am not familiar with this company	53 13%	14 7%	39 19%	21 15%	17 15%	9 8%	7 10%	16 12%	23 13%	14 13%	23 18%	12 17%	14 7%	18 12%	14 10%	21 16%	17 7%	34 20%	3 5%	24 9%
Sigma	419 100%	215 100%	204 100%	135 100%	110 100%	112 100%	63 100%	133 100%	179 100%	108 100%	130 100%	73 100%	197 100%	151 100%	137 100%	132 100%	236 100%	170 100%	58 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 400

CMP01_52 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Healthcare/Health insurance

Aetna

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	158	247	173	111	66	55	127	178	100	221	60	99	121	137	147	197	193	35	223
Weighted Base	407	192*	215	127*	103*	101*	76**	113*	217*	77*	135	67*	185*	109*	144*	155*	223	172*	52**	248
Definitely/Somewhat Yes (Net)	242 59%	115 60%	127 59%	57 44%	73 71% D	70 69% D	42 55%	65 57%	133 61%	44 57%	73 54%	41 61%	122 66%	63 58%	94 66%	85 55%	143 64%	96 56%	34 65%	138 56%
Definitely yes	128 32%	55 28%	74 34%	31 24%	42 41% D	37 36%	19 25%	40 35%	65 30%	24 31%	38 28%	19 28%	71 38%	35 32%	53 37%	41 26%	83 37%	44 26%	19 36%	72 29%
Somewhat yes	113 28%	60 31%	53 25%	26 20%	31 30%	33 33%	23 30%	25 22%	68 31%	20 26%	35 26%	22 33%	52 28%	28 26%	41 29%	44 28%	60 27%	51 30%	15 29%	66 27%
Definitely/Somewhat No (Net)	86 21%	59 31% C	27 13%	32 25% E	12 11%	17 17%	26 34%	23 20%	43 20%	20 26%	33 24%	15 22%	34 19%	33 30% O	16 11%	37 24% o	48 22%	34 20%	14 27%	64 26%
Somewhat no	47 11%	35 18% C	11 5%	24 19% E	7 7%	9 9%	7 9%	12 11%	26 12%	8 11%	19 14%	6 9%	17 9%	15 14%	13 9%	19 12%	27 12%	16 9%	7 13%	34 14%
Definitely no	40 10%	24 12%	16 7%	8 6%	4 4%	8 8%	19 25%	11 10%	17 8%	12 16%	14 10%	9 13%	17 9%	18 17% O	3 2%	18 12% O	22 10%	18 10%	7 14%	30 12%
I am not familiar with this company	79 19%	18 10%	61 28% B	39 31% eF	18 17%	14 14%	8 11%	25 22%	41 19%	13 17%	29 22%	12 18%	29 15%	13 12%	33 23%	33 21%	32 14%	43 25% q	4 7%	46 18%
Sigma	407 100%	192 100%	215 100%	127 100%	103 100%	101 100%	76 100%	113 100%	217 100%	77 100%	135 100%	67 100%	185 100%	109 100%	144 100%	155 100%	223 100%	172 100%	52 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 401

CMP01_53 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Healthcare/Health insurance

Cigna

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	150	253	161	124	64	54	145	151	107	214	63	106	111	140	152	205	185	29	212
Weighted Base	397	187*	210	117*	118*	79*	83*	150*	153*	94*	129	75*	174*	117*	147*	133*	223	161*	36**	242
Definitely/Somewhat Yes (Net)	242 61%	117 63%	125 60%	56 48%	90 76% DG	58 74% DG	37 45%	101 67% j	93 60%	49 52%	74 58%	46 62%	113 65%	77 65% p	98 67% P	68 51%	136 61%	101 63%	27 75%	151 62%
Definitely yes	134 34%	59 32%	75 36%	20 17%	51 44% D	40 50% Dg	23 28%	51 34%	51 33%	32 34%	42 32%	31 41%	59 34%	39 34%	62 42% P	33 25%	73 33%	60 37%	16 45%	83 34%
Somewhat yes	108 27%	58 31%	50 24%	36 31%	39 33%	19 24%	15 18%	50 34% J	42 27%	16 17%	33 25%	16 21%	54 31%	37 32%	36 25%	35 26%	64 28%	41 26%	11 30%	68 28%
Definitely/Somewhat No (Net)	86 22%	50 27%	37 17%	28 24%	17 14%	13 16%	29 35% Ef	30 20%	42 27%	15 16%	25 19%	17 23%	42 24%	27 23%	26 18%	33 24%	57 26% R	23 14%	8 22%	61 25%
Somewhat no	53 13%	29 15%	24 11%	20 17%	11 9%	7 8%	15 19%	25 16%	20 13%	8 8%	11 9%	7 9%	34 20% K	18 15%	13 9%	22 17%	32 14%	18 11%	4 11%	42 18%
Definitely no	33 8%	21 11%	13 6%	8 7%	6 5%	6 8%	13 16% e	5 3%	21 14% H	7 8%	14 11%	11 14% m	8 5%	9 8%	14 9%	10 8%	25 11% R	5 3%	4 11%	19 8%
I am not familiar with this company	69 17%	20 11%	49 23% B	33 28% EF	11 10%	8 10%	16 20%	19 13%	19 13%	30 32% HI	30 23% M	12 16%	18 11%	13 11%	22 15%	33 25% N	30 13%	37 23% q	1 3%	30 12%
Sigma	397 100%	187 100%	210 100%	117 100%	118 100%	79 100%	83 100%	150 100%	153 100%	94 100%	129 100%	75 100%	174 100%	117 100%	147 100%	133 100%	223 100%	161 100%	36 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 402

CMP01_54 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Healthcare/Health insurance

Humana

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	391	158	233	160	109	60	62	135	158	98	208	51	111	130	137	124	203	181	38	190
Weighted Base	416	208*	208	130*	113*	80*	92*	134*	187*	95*	125	61*	208*	136*	142*	139*	247	163*	48**	244
Definitely/Somewhat Yes (Net)	284 68%	147 71%	137 66%	69 53%	84 74% D	62 77% D	69 75% D	87 65%	135 72%	63 66%	87 70%	40 65%	146 70%	106 78% P	100 70%	78 57%	177 72%	103 63%	38 79%	172 70%
Definitely yes	159 38%	76 36%	83 40%	26 20%	54 48% D	39 48% D	40 43% D	49 37%	73 39%	37 39%	54 43%	19 31%	82 39%	55 41%	59 41%	45 32%	98 40%	61 37%	17 35%	88 36%
Somewhat yes	125 30%	71 34%	54 26%	43 33%	30 26%	23 29%	29 32%	38 28%	62 33%	26 27%	33 26%	21 34%	64 31%	51 38%	41 29%	33 24%	79 32%	42 26%	21 44%	84 34%
Definitely/Somewhat No (Net)	68 16%	35 17%	33 16%	32 25% G	17 15%	10 12%	8 9%	24 18%	30 16%	13 14%	19 15%	8 14%	40 19%	21 15%	22 15%	25 18%	43 17%	25 15%	8 17%	43 18%
Somewhat no	39 9%	20 10%	19 9%	20 15% g	11 10%	5 7%	3 3%	15 11%	20 11%	4 4%	9 7%	3 4%	27 13%	14 10%	16 11%	9 7%	27 11%	12 7%	7 14%	27 11%
Definitely no	29 7%	15 7%	14 7%	13 10%	6 5%	5 6%	5 6%	9 7%	10 6%	9 10%	10 8%	6 9%	12 6%	7 5%	6 4%	16 11%	16 6%	13 8%	2 4%	17 7%
I am not familiar with this company	64 15%	27 13%	38 18%	28 22%	13 11%	9 11%	15 16%	23 17%	22 12%	19 20%	19 16%	13 21%	23 11%	9 6%	20 14%	35 26% N	27 11%	35 22% Q	2 4%	29 12%
Sigma	416 100%	208 100%	208 100%	130 100%	113 100%	80 100%	92 100%	134 100%	187 100%	95 100%	125 100%	61 100%	208 100%	136 100%	142 100%	139 100%	247 100%	163 100%	48 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 403

CMP01_55 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Financial
 Bank of America

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	161	248	174	110	72	53	132	175	102	223	57	108	130	125	154	216	182	36	221
Weighted Base	400	195*	205	114	107*	109*	70**	136*	171*	93*	124	58*	193*	142*	115*	143*	229	162*	43**	235
Definitely/Somewhat Yes (Net)	267 67%	133 68%	134 65%	72 63%	73 68%	76 70%	46 65%	92 67%	121 70%	55 59%	82 66%	38 66%	136 70%	108 76% P	77 67%	82 57%	159 70%	105 65%	33 76%	164 70%
Definitely yes	150 37%	73 38%	77 37%	42 37%	36 33%	45 41%	27 39%	49 36%	65 38%	36 38%	48 39%	27 47%	68 36%	54 38%	43 38%	53 37%	88 39%	61 37%	18 41%	95 41%
Somewhat yes	117 29%	59 30%	57 28%	30 26%	37 35%	31 28%	19 26%	43 31%	55 32%	19 20%	33 27%	11 19%	67 35%	54 38% P	34 29%	29 20%	71 31%	45 28%	15 35%	69 29%
Definitely/Somewhat No (Net)	99 25%	51 26%	48 23%	30 27%	25 23%	21 19%	23 33%	33 24%	39 23%	27 29%	30 24%	18 31%	47 24%	25 17%	28 24%	46 32% n	56 24%	41 25%	9 20%	57 24%
Somewhat no	48 12%	25 13%	23 11%	14 12%	9 8%	12 11%	13 19%	15 11%	22 13%	10 11%	13 11%	7 11%	24 12%	13 9%	13 11%	21 15%	26 11%	21 13%	1 3%	25 11%
Definitely no	51 13%	26 13%	25 12%	17 15%	16 15%	9 8%	10 14%	18 13%	17 10%	16 18%	16 13%	11 19%	23 12%	11 8%	15 13%	25 17%	30 13%	20 12%	7 17%	32 14%
I am not familiar with this company	34 9%	11 6%	23 11%	11 10%	9 9%	12 11%	1 2%	11 8%	12 7%	12 12%	12 10%	2 3%	10 5%	9 7%	10 9%	15 11%	14 6%	16 10%	2 4%	14 6%
Sigma	400 100%	195 100%	205 100%	114 100%	107 100%	109 100%	70 100%	136 100%	171 100%	93 100%	124 100%	58 100%	193 100%	142 100%	115 100%	143 100%	229 100%	162 100%	43 100%	235 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 404

CMP01_56 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Financial
 Wells Fargo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	154	251	169	113	72	51	139	167	99	223	51	108	132	128	145	211	180	37	234
Weighted Base	401	181*	220	126*	97*	104*	74**	136*	176*	89*	137	59**	187*	127*	139*	136*	238	148*	49**	263
Definitely/Somewhat Yes (Net)	237 59%	97 53%	140 64%	88 69% F	70 72% F	49 47%	30 41%	96 71% ij	101 57%	40 45%	76 55%	37 62%	113 60%	72 57%	91 66%	74 54%	128 54%	98 66% q	41 84%	162 62%
Definitely yes	115 29%	41 23%	74 33%	41 33%	32 33%	28 27%	13 18%	49 36% j	54 31% j	12 14%	39 28%	13 21%	57 31%	29 23%	54 39% np	32 23%	68 28%	46 31%	23 46%	77 29%
Somewhat yes	122 30%	55 31%	67 30%	47 37% f	38 39% F	21 20%	17 23%	47 35%	47 27%	28 31%	37 27%	24 41%	56 30%	42 33%	38 27%	42 31%	60 25%	52 35%	19 38%	85 32%
Definitely/Somewhat No (Net)	141 35%	77 42% c	65 29%	25 20%	25 25%	49 47% DE	42 57%	33 24%	67 38% h	41 46% H	47 34%	21 36%	69 37%	48 38%	41 30%	52 38%	99 42% R	38 26%	7 14%	88 34%
Somewhat no	75 19%	38 21%	37 17%	12 9%	19 20% d	23 22% d	22 29%	29 21% j	39 22% j	7 8%	21 15%	9 15%	45 24%	26 21%	19 14%	31 22%	51 21%	24 16%	1 1%	54 21%
Definitely no	66 16%	38 21%	27 12%	14 11%	5 6%	26 25% DE	20 27%	5 3%	28 16% H	33 37% HI	26 19%	13 21%	23 12%	22 18%	22 16%	21 16%	49 20% R	14 9%	6 12%	34 13%
I am not familiar with this company	24 6%	8 4%	16 7%	13 10% e	3 3%	6 5%	2 2%	7 5%	8 5%	8 9%	15 11% M	1 2%	6 3%	7 5%	6 4%	11 8%	11 5%	12 8%	1 2%	13 5%
Sigma	401 100%	181 100%	220 100%	126 100%	97 100%	104 100%	74 100%	136 100%	176 100%	89 100%	137 100%	59 100%	187 100%	127 100%	139 100%	136 100%	238 100%	148 100%	49 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 405

CMP01_57 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Financial
 American Express

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	164	249	171	118	62	62	140	177	96	223	60	109	119	135	159	203	198	29	208
Weighted Base	410	199*	211	132*	102*	90*	86**	130*	196*	84*	128	76*	182*	128*	140*	142*	223	178*	38**	224
Definitely/Somewhat Yes (Net)	269 66%	130 65%	139 66%	89 67%	73 72%	64 70%	43 50%	101 78% J	123 63%	44 53%	81 63%	54 70%	124 68%	69 54%	105 75% N	95 67%	146 66%	117 66%	24 63%	155 69%
Definitely yes	137 33%	63 32%	74 35%	37 28%	43 42% D	41 45% d	17 20%	59 45% J	57 29%	21 25%	38 30%	25 33%	71 39%	28 22%	59 42% N	51 36% n	79 36%	58 33%	20 54%	85 38%
Somewhat yes	131 32%	67 34%	65 31%	52 40%	30 29%	23 25%	26 31%	42 33%	66 34%	23 28%	43 33%	29 38%	53 29%	41 32%	47 33%	44 31%	67 30%	59 33%	4 9%	70 31%
Definitely/Somewhat No (Net)	106 26%	56 28%	50 24%	31 23%	20 20%	22 25%	33 38%	19 15%	57 29% H	29 35% H	30 23%	19 25%	50 27%	48 37% OP	28 20%	30 21%	60 27%	45 25%	10 27%	54 24%
Somewhat no	68 17%	40 20%	28 13%	20 15%	10 9%	17 18%	22 25%	11 9%	43 22% H	14 7%	17 13%	15 19%	33 18%	33 26% O	11 8%	24 17%	36 16%	31 17%	8 22%	31 14%
Definitely no	38 9%	16 8%	22 10%	11 8%	10 10%	6 6%	11 13%	8 6%	14 7%	15 18% Hi	13 10%	5 6%	17 9%	15 11%	17 12% p	6 4%	24 11%	14 8%	2 5%	22 10%
I am not familiar with this company	35 9%	13 7%	22 11%	13 10%	9 8%	4 5%	10 11%	10 7%	15 8%	10 12%	17 13% M	3 5%	8 4%	12 9%	6 5%	17 12% o	17 8%	16 9%	4 9%	14 6%
Sigma	410 100%	199 100%	211 100%	132 100%	102 100%	90 100%	86 100%	130 100%	196 100%	84 100%	128 100%	76 100%	182 100%	128 100%	140 100%	142 100%	223 100%	178 100%	38 100%	224 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 406

CMP01_58 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Financial
 Capitol One

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	152	250	163	120	51	68	159	154	89	212	54	114	131	128	143	208	185	31	221
Weighted Base	418	187*	231	122*	124*	75**	98*	155*	188*	75*	127	62*	202*	139*	140*	140*	223	185*	39**	261
Definitely/Somewhat Yes (Net)	262 63%	118 63%	145 63%	69 57%	87 70% dG	57 76%	49 50%	100 65% j	126 67% J	36 48%	84 66%	44 71%	125 62%	77 56%	99 71% n	86 61%	138 62%	124 67%	31 80%	161 62%
Definitely yes	123 29%	64 34%	59 26%	33 27%	46 38% G	26 35%	18 18%	56 38% j	51 27%	16 22%	49 38% M	22 36%	50 25%	36 26%	55 39% nP	33 24%	72 32%	51 28%	17 43%	73 28%
Somewhat yes	139 33%	54 29%	85 37%	36 30%	41 33%	31 41%	31 32%	45 29%	75 40%	20 26%	35 27%	22 35%	76 37%	42 30%	45 32%	53 38%	66 30%	72 39%	14 37%	88 34%
Definitely/Somewhat No (Net)	107 26%	48 26%	59 25%	32 27%	29 23%	14 18%	32 33%	42 27%	41 22%	24 32%	34 27%	14 23%	51 25%	47 34% p	31 22%	29 21%	66 30%	40 22%	7 17%	66 25%
Somewhat no	64 15%	24 13%	40 17%	21 18%	22 18%	7 9%	14 14%	23 15%	29 16%	12 15%	14 11%	10 15%	34 17%	32 23% P	20 15%	12 9%	41 18%	23 13%	6 15%	40 15%
Definitely no	43 10%	24 13%	19 8%	11 9%	7 6%	7 9%	18 19% E	19 12%	11 6%	12 16% I	20 16%	5 8%	17 8%	16 11%	10 7%	17 12%	25 11%	17 9%	1 3%	26 10%
I am not familiar with this company	49 12%	21 11%	28 12%	20 16% E	8 6%	4 6%	17 17% e	12 8%	21 11%	15 20% H	9 7%	4 6%	26 13%	14 10%	10 7%	25 18% o	19 9%	22 12%	1 3%	34 13%
Sigma	418 100%	187 100%	231 100%	122 100%	124 100%	75 100%	98 100%	155 100%	188 100%	75 100%	127 100%	62 100%	202 100%	139 100%	140 100%	140 100%	223 100%	185 100%	39 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 407

CMP01_59 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Financial
 JPMorgan Chase

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	166	240	171	102	64	69	146	174	86	214	57	111	124	150	132	222	178	41	215
Weighted Base	409	205*	204	123	103*	79*	103*	139*	201*	68*	131*	79*	172*	132*	161*	115*	249	155*	45**	226
Definitely/Somewhat Yes (Net)	239 58%	119 58%	120 59%	71 58%	78 75% DFG	40 51%	50 48%	93 67% i	107 53%	40 58%	75 57%	37 47%	113 66% l	72 54%	108 67% p	59 51%	146 59%	90 58%	35 76%	142 63%
Definitely yes	111 27%	51 25%	59 29%	28 23%	42 41% DF	11 14%	29 28%	54 39% l	39 19%	18 26%	45 34%	17 22%	43 25%	23 17%	61 38% Np	27 23%	75 30%	35 23%	22 49%	64 28%
Somewhat yes	128 31%	68 33%	60 29%	43 35%	35 34%	29 37%	21 21%	39 28%	68 34%	22 32%	30 23%	20 25%	70 40% K	49 37%	47 29%	32 28%	71 28%	55 35%	13 28%	78 34%
Definitely/Somewhat No (Net)	125 30%	65 32%	59 29%	32 26%	17 16%	32 40% E	45 43% dE	35 25%	78 39% HJ	12 18%	35 27%	33 42%	50 29%	48 36%	39 24%	38 33%	79 32%	45 29%	9 19%	64 28%
Somewhat no	75 18%	47 23% c	29 14%	14 11%	14 14%	17 22%	30 29% De	17 12%	52 26% HJ	6 9%	22 17%	27 34% KM	26 15%	29 22%	23 14%	24 20%	46 18%	29 19%	1 2%	42 19%
Definitely no	49 12%	19 9%	31 15%	18 15% E	2 2%	15 18% E	14 14% E	18 13%	25 13%	6 9%	13 10%	6 8%	24 14%	19 14%	16 10%	15 13%	33 13%	16 10%	8 17%	22 10%
I am not familiar with this company	45 11%	20 10%	25 12%	21 17%	9 9%	7 9%	9 8%	12 8%	17 9%	16 24% HI	21 16% M	8 11%	9 5%	13 10%	14 9%	18 16%	24 10%	20 13%	2 5%	20 9%
Sigma	409 100%	205 100%	204 100%	123 100%	103 100%	79 100%	103 100%	139 100%	201 100%	68 100%	131 100%	79 100%	172 100%	132 100%	161 100%	115 100%	249 100%	155 100%	45 100%	226 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 408

CMP01_60 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Financial
 Citigroup

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	415	161	254	186	110	65	54	140	169	106	228	54	107	130	141	144	200	205	42	242
Weighted Base	398	184*	214	130*	102*	88*	78**	130*	172*	96*	127	68*	177*	116*	153*	130*	210	182*	56**	263
Definitely/Somewhat Yes (Net)	212 53%	107 58%	105 49%	57 44%	69 68% Df	45 51%	41 52%	85 65% j	87 51%	40 42%	65 51%	30 44%	102 57%	61 53%	101 66% nP	50 39%	122 58%	89 49%	36 64%	149 56%
Definitely yes	95 24%	52 28%	42 20%	22 17%	35 34% D	18 21%	20 25%	44 34% j	38 22%	12 13%	37 30%	16 24%	41 23%	33 28% P	51 33% P	12 9%	60 29% r	34 19%	19 34%	65 25%
Somewhat yes	117 29%	55 30%	63 29%	35 27%	34 34%	27 30%	21 27%	41 31%	49 28%	28 29%	27 22%	14 20%	60 34% k	28 24%	50 33%	39 30%	62 29%	55 30%	17 30%	83 32%
Definitely/Somewhat No (Net)	104 26%	50 27%	54 25%	35 27%	23 23%	24 27%	22 28%	21 16%	50 29% h	33 34% H	35 28%	17 25%	46 26%	35 30%	33 21%	36 28%	55 26%	46 25%	11 19%	66 25%
Somewhat no	55 14%	30 16%	25 12%	19 14%	12 11%	17 19%	8 10%	14 11%	28 16%	13 14%	17 13%	12 18%	21 12%	23 20% P	21 14%	10 8%	34 16%	20 11%	7 12%	37 14%
Definitely no	49 12%	20 11%	29 14%	17 13%	12 12%	7 8%	14 18%	7 6%	22 13%	20 20% H	18 14%	5 7%	25 14%	12 10%	12 8%	26 20% O	21 10%	26 14%	4 7%	28 11%
I am not familiar with this company	82 21%	27 15%	55 26% b	37 29% E	10 9%	19 22% e	16 20%	24 18%	35 20%	23 24%	27 21%	21 31% m	29 16%	20 17%	19 13%	43 33% NO	32 15%	47 26% q	9 17%	49 19%
Sigma	398 100%	184 100%	214 100%	130 100%	102 100%	88 100%	78 100%	130 100%	172 100%	96 100%	127 100%	68 100%	177 100%	116 100%	153 100%	130 100%	210 100%	182 100%	56 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 409

CMP01_61 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Financial
 U.S. Bank

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	155	246	164	112	67	58	139	154	108	221	57	98	119	137	145	205	186	30	219
Weighted Base	392	191*	202	122*	92*	109*	70**	133*	167*	92*	129	71*	167*	123*	148*	122*	212*	172*	35**	239
Definitely/Somewhat Yes (Net)	257 66%	134 70%	124 61%	82 67%	65 70%	59 54%	52 74%	97 73%	103 62%	57 61%	80 62%	46 65%	114 68%	89 72% p	100 68%	69 56%	150 71%	104 61%	28 81%	159 67%
Definitely yes	152 39%	80 42%	71 35%	43 35%	31 33%	35 32%	43 61%	63 47% i	57 34%	32 35%	49 38%	31 43%	61 36%	47 38%	63 43%	42 34%	91 43%	59 35%	17 49%	89 37%
Somewhat yes	106 27%	53 28%	53 26%	39 32%	34 37%	24 22%	9 13%	35 26%	47 28%	25 27%	32 24%	15 21%	53 32%	42 34%	37 25%	27 22%	60 28%	45 26%	11 31%	70 29%
Definitely/Somewhat No (Net)	92 23%	49 26%	43 21%	32 26%	17 18%	37 34% e	6 8%	23 17%	47 28%	22 24%	24 18%	19 27%	45 27%	25 20%	33 22%	34 28%	47 22%	40 23%	7 19%	61 25%
Somewhat no	47 12%	26 13%	21 11%	16 13%	11 12%	16 15%	3 5%	14 11%	25 15%	8 9%	11 8%	9 13%	24 14%	13 11%	18 12%	15 13%	22 10%	22 13%	5 13%	34 14%
Definitely no	45 11%	24 12%	21 11%	16 13%	6 7%	21 19% e	2 3%	8 6%	23 14%	14 15%	13 10%	10 13%	22 13%	11 9%	15 10%	19 16%	25 12%	18 10%	2 6%	27 11%
I am not familiar with this company	43 11%	8 4%	35 18% B	8 6%	10 11%	13 12%	12 18%	13 10%	17 10%	14 15%	25 19% M	6 9%	8 5%	9 7%	15 10%	19 16%	14 7%	28 16% Q	-	19 8%
Sigma	392 100%	191 100%	202 100%	122 100%	92 100%	109 100%	70 100%	133 100%	167 100%	92 100%	129 100%	71 100%	167 100%	123 100%	148 100%	122 100%	212 100%	172 100%	35 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 410

CMP01_62 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Financial
 Mastercard

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	153	251	186	101	62	55	151	160	93	215	55	111	114	155	135	203	189	38	234
Weighted Base	395	180*	214	143*	81*	86*	85*	141*	171*	83*	115	52*	210*	115*	160*	121*	219	164*	41**	260
Definitely/Somewhat Yes (Net)	272 69%	116 64%	156 73%	86 60%	63 78% D	61 71%	62 73%	103 73%	114 66%	55 66%	75 65%	43 83% K	147 70%	83 73%	116 72%	73 60%	150 69%	113 69%	31 74%	178 68%
Definitely yes	132 33%	68 38%	64 30%	41 29%	39 49% DG	29 33%	23 27%	56 40% J	56 33%	20 24%	37 32%	18 35%	73 35%	37 32%	57 36%	39 32%	78 36%	51 31%	18 45%	83 32%
Somewhat yes	140 35%	48 27%	91 43% B	45 31%	23 29%	33 38%	39 46%	47 33%	57 34%	35 43%	39 34%	25 48%	75 36%	46 41%	59 37%	34 28%	72 33%	62 38%	12 30%	95 37%
Definitely/Somewhat No (Net)	100 25%	58 32% c	43 20%	46 32% E	12 15%	19 23%	23 27%	33 24%	45 26%	22 26%	31 27%	6 12%	54 26%	23 20%	38 24%	39 33%	60 27%	38 23%	8 20%	68 26%
Somewhat no	68 17%	36 20%	32 15%	30 21% e	7 9%	10 12%	21 25% E	22 16%	34 20%	12 14%	16 14%	4 8%	41 20%	16 14%	26 16%	26 22%	41 19%	26 16%	4 9%	51 19%
Definitely no	32 8%	21 12% c	11 5%	16 11% g	5 7%	9 11%	1 2%	11 8%	11 7%	10 12%	15 13% m	2 4%	12 6%	7 6%	12 8%	13 11%	19 8%	12 7%	5 12%	17 7%
I am not familiar with this company	23 6%	7 4%	16 8%	12 8% g	6 7%	6 7%	-	5 3%	12 7%	6 8%	9 8%	2 5%	8 4%	8 7%	6 4%	8 7%	9 4%	13 8%	2 5%	14 6%
Sigma	395 100%	180 100%	214 100%	143 100%	81 100%	86 100%	85 100%	141 100%	171 100%	83 100%	115 100%	52 100%	210 100%	115 100%	160 100%	121 100%	219 100%	164 100%	41 100%	260 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 411

CMP01_63 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Food
 Tyson Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	151	254	168	113	64	60	135	167	103	231	49	104	125	143	137	220	175	37	219
Weighted Base	408	209*	199	120*	115*	94*	79*	147*	177*	83*	145	57*	187*	129*	170*	110*	241	158*	50**	260
Definitely/Somewhat Yes (Net)	311 76%	153 73%	158 79%	79 66%	85 74%	87 92% DEg	59 75%	104 71%	141 80%	65 78%	111 77%	44 78%	143 76%	102 79%	135 80% p	74 67%	189 78%	115 73%	40 81%	206 79%
Definitely yes	186 45%	83 40%	103 52% b	41 34%	50 44%	56 59% D	39 49%	68 46%	85 48%	33 40%	66 45%	26 45%	85 45%	54 42%	89 52%	42 39%	114 47%	71 45%	22 43%	116 45%
Somewhat yes	125 31%	70 33%	55 28%	38 32%	35 31%	31 33%	21 26%	37 25%	57 32%	32 38%	45 31%	19 33%	58 31%	47 37%	47 27%	31 28%	75 31%	44 28%	19 38%	89 34%
Definitely/Somewhat No (Net)	69 17%	42 20%	28 14%	28 23% F	23 20% F	4 5%	14 18% f	32 22% j	29 16%	8 10%	23 16%	7 13%	37 20%	23 18%	20 12% O	27 24% O	41 17%	25 16%	9 17%	39 15%
Somewhat no	49 12%	30 14%	19 10%	23 19% F	18 16% F	2 2%	6 7%	22 15% j	24 14%	2 3%	14 10%	4 6%	30 16%	15 12%	18 10%	16 15%	30 13%	16 10%	8 15%	29 11%
Definitely no	21 5%	12 6%	8 4%	5 4%	5 4%	2 3%	8 10%	10 7%	5 3%	6 7%	9 6%	4 6%	8 4%	8 6%	2 1%	11 10% O	11 5%	9 6%	1 2%	10 4%
I am not familiar with this company	28 7%	15 7%	14 7%	13 10%	6 6%	3 3%	6 8%	11 7%	7 4%	10 12% i	11 7%	5 9%	7 4%	4 3%	15 9%	9 8%	10 4%	17 11% q	1 2%	15 6%
Sigma	408 100%	209 100%	199 100%	120 100%	115 100%	94 100%	79 100%	147 100%	177 100%	83 100%	145 100%	57 100%	187 100%	129 100%	170 100%	110 100%	241 100%	158 100%	50 100%	260 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 412

CMP01_64 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Food
 Cargill

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	159	251	169	109	79	53	138	180	92	212	52	120	135	138	137	206	189	37	222
Weighted Base	448	202*	247	129*	108*	137*	74**	149*	210*	89*	129	58*	238*	142*	157*	148*	251	184*	51**	275
Definitely/Somewhat Yes (Net)	172 38%	97 48% C	75 30%	44 34%	57 53% D	57 42%	13 17%	70 47% j	75 36%	27 30%	45 35%	18 31%	102 43%	50 35%	72 46%	50 34%	113 45% r	57 31%	32 63%	126 46%
Definitely yes	82 18%	52 26% C	30 12%	22 17%	22 20%	30 22%	9 12%	36 24%	31 15%	15 17%	25 20%	9 16%	47 20%	21 15%	35 22%	26 18%	48 19%	34 19%	15 30%	57 21%
Somewhat yes	89 20%	44 22%	45 18%	22 17%	35 32% D	27 20%	4 6%	34 23%	43 21%	12 13%	20 15%	9 15%	55 23%	29 20%	37 23%	24 16%	65 26% R	23 13%	17 33%	68 25%
Definitely/Somewhat No (Net)	85 19%	50 25% C	34 14%	37 29% F	23 22%	14 10%	10 14%	30 20%	31 15%	23 26%	25 19%	8 14%	49 20%	31 22%	26 16%	28 19%	59 24% R	22 12%	17 33%	61 22%
Somewhat no	51 11%	30 15%	21 8%	24 19% eF	9 9%	9 7%	8 11%	21 14%	15 7%	14 16%	9 7%	5 9%	35 15%	17 12%	19 12%	15 10%	41 16% R	8 4%	10 20%	40 14%
Definitely no	34 8%	20 10%	14 5%	13 10%	14 13% f	5 4%	2 2%	9 6%	16 8%	9 10%	15 12%	3 5%	13 6%	13 9%	7 4%	13 9%	18 7%	14 7%	7 13%	22 8%
I am not familiar with this company	192 43%	55 27%	137 56% B	48 37%	28 26%	65 48% E	51 69%	49 33%	104 49% H	39 44%	59 46%	32 56% m	87 37%	62 44%	60 38%	70 47%	79 31%	105 57% Q	2 4%	87 32%
Sigma	448 100%	202 100%	247 100%	129 100%	108 100%	137 100%	74 100%	149 100%	210 100%	89 100%	129 100%	58 100%	238 100%	142 100%	157 100%	148 100%	251 100%	184 100%	51 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 413

CMP01_65 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Food
 Smithfield Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	160	251	171	124	60	56	123	185	103	218	69	98	126	142	143	213	190	41	227
Weighted Base	406	194*	212	126	120*	89*	71*	116*	190*	100*	130	88*	164*	124*	144*	137*	229	171	56**	241
Definitely/Somewhat Yes (Net)	233 58%	118 61%	115 55%	56 45%	74 62% D	64 72% D	39 55%	72 62%	106 56%	55 55%	68 52%	51 57%	107 65% k	65 52%	94 65%	74 54%	149 65% R	82 48%	41 74%	151 63%
Definitely yes	123 30%	66 34%	57 27%	27 22%	41 34% d	34 39% d	21 29%	39 33%	58 31%	26 27%	38 29%	29 33%	49 30%	25 20%	56 39% N	42 31%	69 30%	54 32%	23 41%	82 34%
Somewhat yes	110 27%	52 27%	58 28%	29 23%	33 28%	29 33%	19 26%	33 28%	48 26%	29 29%	30 23%	21 24%	58 35% k	40 32%	38 28%	32 24%	80 35% R	28 16%	18 33%	69 29%
Definitely/Somewhat No (Net)	91 23%	41 21%	51 24%	36 29%	29 24%	14 16%	12 17%	23 20%	54 28%	15 15%	23 18%	24 27%	40 24%	36 29%	27 18%	29 21%	54 24%	35 21%	13 22%	58 24%
Somewhat no	52 13%	19 10%	33 16%	23 18% G	18 15%	8 9%	3 5%	13 11%	34 18% J	6 6%	11 8%	8 10%	30 18% k	25 20% p	16 11%	12 8%	30 13%	22 13%	7 13%	37 15%
Definitely no	39 10%	21 11%	18 9%	13 10%	11 9%	6 7%	9 12%	10 8%	20 11%	9 9%	12 9%	16 18% M	10 6%	11 9%	11 7%	17 13%	24 11%	13 8%	5 10%	21 9%
I am not familiar with this company	81 20%	35 18%	45 21%	33 26% ei	17 14%	11 12%	20 28% e	22 19%	29 15%	30 30% I	39 30% IM	14 15%	18 11%	23 19%	24 16%	34 25%	26 11%	54 31% Q	2 4%	32 13%
Sigma	406 100%	194 100%	212 100%	126 100%	120 100%	89 100%	71 100%	116 100%	190 100%	100 100%	130 100%	88 100%	164 100%	124 100%	144 100%	137 100%	229 100%	171 100%	56 100%	241 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 414

CMP01_66 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Food
 Perdue Farms

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	149	259	170	106	78	54	129	180	99	217	55	113	118	149	141	206	190	34	221
Weighted Base	404	180*	225	126*	113*	101*	65*	130*	165	109*	123	70*	187*	117*	145*	143*	220	172*	51**	234
Definitely/Somewhat Yes (Net)	246 61%	116 65%	130 58%	58 46%	75 67% D	70 70% D	42 66% d	78 60%	112 68% j	56 51%	72 59%	43 62%	115 61%	76 65%	91 63%	79 55%	144 65%	100 58%	34 68%	144 62%
Definitely yes	138 34%	74 41% c	64 29%	33 26%	40 36%	44 43% d	21 33%	42 33%	62 38%	33 30%	47 38%	20 28%	60 32%	38 32%	57 39%	43 30%	79 36%	59 34%	21 41%	82 35%
Somewhat yes	108 27%	42 24%	65 29%	25 20%	35 31%	27 27%	21 33%	36 27%	49 30%	23 21%	25 20%	23 33%	54 29%	38 33%	34 23%	36 25%	65 30%	42 24%	14 27%	63 27%
Definitely/Somewhat No (Net)	79 20%	31 17%	49 22%	29 23% E	25 23% E	10 10%	15 23%	24 19%	34 20%	22 20%	25 20%	8 11%	45 24%	26 22%	27 19%	27 19%	43 20%	32 19%	10 19%	51 22%
Somewhat no	41 10%	15 9%	26 12%	19 15% F	15 14% f	3 3%	4 6%	12 9%	25 15% j	4 4%	9 7%	4 5%	28 15% k	13 11%	20 14%	8 6%	28 13%	13 8%	5 9%	30 13%
Definitely no	38 9%	15 9%	23 10%	10 8%	10 9%	7 7%	11 17%	12 9%	9 5%	17 16%	16 13%	4 5%	16 9%	12 11%	7 5%	19 13% o	15 7%	19 11%	5 10%	22 9%
I am not familiar with this company	79 20%	33 18%	46 21%	39 31% EG	12 11%	21 21%	7 11%	28 21% i	20 12%	31 29% i	26 21%	19 28%	28 15%	15 13%	27 19%	37 26% n	33 15%	40 23%	7 13%	38 16%
Sigma	404 100%	180 100%	225 100%	126 100%	113 100%	101 100%	65 100%	130 100%	165 100%	109 100%	123 100%	70 100%	187 100%	117 100%	145 100%	143 100%	220 100%	172 100%	51 100%	234 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 415

CMP01_67 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG
 Procter & Gamble

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	169	235	168	118	67	51	135	180	89	218	64	103	105	138	161	197	197	40	227
Weighted Base	409	221*	188	115	118*	92*	83**	124*	200*	85*	127	73*	187*	108*	152*	149*	200*	198*	54**	271
Definitely/Somewhat Yes (Net)	247 60%	130 59%	117 62%	42 37%	82 70% D	61 67% D	61 74%	68 55%	124 62%	55 64%	72 57%	48 66%	119 63%	65 60%	97 64%	85 57%	123 61%	122 61%	36 67%	153 57%
Definitely yes	127 31%	74 33%	53 28%	20 17%	51 43% D	27 29%	29 35%	39 31%	53 27%	35 42%	45 36%	23 32%	56 30%	43 39%	43 28%	42 28%	66 33%	60 30%	17 31%	82 30%
Somewhat yes	120 29%	57 26%	64 34%	22 19%	31 26% D	34 37% D	32 39%	30 24%	71 36%	19 23%	27 21%	25 34% k	63 34% k	22 21%	54 36% n	44 29%	57 28%	62 31%	19 36%	71 26%
Definitely/Somewhat No (Net)	91 22%	63 29% C	28 15%	32 26%	22 18%	21 23%	15 19%	36 29%	39 20%	16 19%	29 23%	15 20%	47 25%	31 29%	36 24%	24 16%	56 28% r	34 17%	14 26%	72 27%
Somewhat no	49 12%	34 15%	15 8%	19 16%	10 9%	17 19%	3 4%	17 13%	25 13%	7 9%	10 8%	9 12%	30 16%	22 20% P	16 10%	11 8%	28 14%	21 11%	5 10%	39 15%
Definitely no	42 10%	29 13%	12 7%	14 12%	11 10%	4 5%	12 15%	19 15%	14 7%	9 11%	18 14%	6 8%	17 9%	9 8%	20 13%	13 9%	28 14%	13 6%	9 17%	33 12%
I am not familiar with this company	71 17%	27 12%	43 23% B	41 35% EF	14 12%	9 10%	7 8%	21 16%	36 18%	14 16%	26 21% m	10 14%	21 11%	12 11%	19 13%	39 26% NO	21 11%	43 22% Q	4 7%	45 17%
Sigma	409 100%	221 100%	188 100%	115 100%	118 100%	92 100%	83 100%	124 100%	200 100%	85 100%	127 100%	73 100%	187 100%	108 100%	152 100%	149 100%	200 100%	198 100%	54 100%	271 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 416

CMP01_68 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG
 Coca-Cola

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	143	267	178	108	70	54	141	171	98	218	72	99	115	152	143	206	196	35	216
Weighted Base	414	184*	230	131	108*	98*	77**	145*	182*	87*	124	80*	190*	120*	165*	130*	224	184*	48**	243
Definitely/Somewhat Yes (Net)	308 74%	139 75%	170 74%	88 67%	92 85% D	77 79%	51 67%	116 80%	132 72%	61 70%	81 65%	60 75%	154 81% K	88 74%	132 80% P	88 68%	178 80%	129 70%	44 92%	186 76%
Definitely yes	155 37%	68 37%	87 38%	45 34%	47 44%	33 34%	30 39%	65 45%	64 35%	26 30%	48 39%	26 33%	72 38%	45 38%	71 43% P	39 30%	89 40%	65 35%	30 62%	88 36%
Somewhat yes	153 37%	70 38%	83 36%	44 33%	45 41%	44 45%	21 27%	51 35%	67 37%	35 40%	32 26%	33 41% K	81 43% K	43 36%	61 37%	50 38%	90 40%	63 34%	15 31%	98 40%
Definitely/Somewhat No (Net)	87 21%	40 22%	48 21%	33 25% E	11 10%	20 20%	25 32%	20 14%	45 24%	23 26%	36 29% M	16 20%	32 17%	26 22%	30 18%	31 24%	37 16%	48 26%	3 7%	49 20%
Somewhat no	50 12%	20 11%	30 13%	19 15%	7 6%	14 14%	10 13%	8 5%	32 17% H	10 12%	14 11%	9 12%	24 13%	19 15%	13 8%	18 14%	14 6%	34 19% Q	* 1%	28 11%
Definitely no	38 9%	20 11%	18 8%	13 10%	4 3%	6 6%	15 19%	12 9%	13 7%	12 14%	22 18% M	7 9%	7 4%	8 7%	16 10%	13 10%	23 10%	14 7%	3 6%	21 9%
I am not familiar with this company	18 4%	6 3%	13 5%	11 8%	5 5%	1 1%	1 1%	9 6%	6 3%	4 4%	7 6%	4 5%	5 2%	5 4%	4 2%	10 8% O	9 4%	8 4%	* 1%	8 3%
Sigma	414 100%	184 100%	230 100%	131 100%	108 100%	98 100%	77 100%	145 100%	182 100%	87 100%	124 100%	80 100%	190 100%	120 100%	165 100%	130 100%	224 100%	184 100%	48 100%	243 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 417

CMP01_69 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG
 PepsiCo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	165	242	167	116	68	56	150	159	98	220	57	103	123	139	145	199	193	35	217
Weighted Base	409	194*	215	115	103*	96*	94*	145*	179*	86*	137	73*	175*	140*	144*	125*	224	167*	45**	244
Definitely/Somewhat Yes (Net)	264 65%	137 71% c	127 59%	68 59%	79 76% Df	55 57%	63 66%	108 75% J	113 63%	43 50%	91 66%	44 61%	120 69%	87 62%	108 75% P	69 55%	143 64%	116 69%	33 75%	164 67%
Definitely yes	132 32%	64 33%	69 32%	25 22%	42 40% D	30 32%	35 37% d	57 39%	50 28%	26 30%	50 36% I	15 20%	66 37% I	43 31%	56 39%	33 26%	83 37%	49 29%	15 35%	75 31%
Somewhat yes	132 32%	73 38%	58 27%	43 37%	37 36%	25 26%	27 29%	52 36% J	63 35% j	17 20%	41 30%	30 41%	55 31%	44 31%	52 36%	36 28%	61 27%	67 40% q	18 40%	89 37%
Definitely/Somewhat No (Net)	105 26%	43 22%	62 29%	34 30%	20 20%	31 32%	19 21%	30 21%	48 27%	27 32%	28 20%	23 32%	48 27%	42 30% o	24 17% O	39 31% O	66 29%	35 21%	7 15%	57 24%
Somewhat no	54 13%	25 13%	29 13%	19 17%	13 12%	13 14%	9 9%	17 12%	24 13%	13 15%	12 9%	9 13%	28 16%	21 15%	13 9%	20 16%	37 16%	17 10%	7 15%	39 16%
Definitely no	51 13%	19 10%	33 15%	15 13%	8 8%	18 19%	10 11%	14 9%	23 13%	14 17%	16 12%	14 19%	20 11%	21 15%	11 8%	20 16%	29 13%	18 11%	-	19 8%
I am not familiar with this company	40 10%	13 7%	27 12%	13 12% e	4 4%	10 10%	13 13%	6 4%	18 10%	16 18% H	19 13% M	5 7%	7 4%	11 8%	12 8%	17 14%	15 7%	17 10%	5 11%	22 9%
Sigma	409 100%	194 100%	215 100%	115 100%	103 100%	96 100%	94 100%	145 100%	179 100%	86 100%	137 100%	73 100%	175 100%	140 100%	144 100%	125 100%	224 100%	167 100%	45 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 418

CMP01_70 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG
 Cottonelle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	149	253	159	123	60	60	144	163	95	218	59	104	117	147	138	201	190	44	213
Weighted Base	400	196*	204	126*	108*	83*	82*	145*	164*	91*	128	70*	180*	109*	167*	123*	211	181*	62**	226
Definitely/Somewhat Yes (Net)	282 71%	137 70%	145 71%	79 62%	80 74%	65 78%	58 71%	106 73%	114 69%	63 69%	84 66%	56 80%	128 71%	69 63%	126 76%	87 71%	148 70%	130 72%	41 66%	152 67%
Definitely yes	140 35%	61 31%	79 39%	41 33%	40 37%	36 43%	24 29%	45 31%	65 40%	30 34%	49 38%	25 36%	60 33%	39 35%	61 36%	41 33%	69 33%	71 39%	29 47%	76 33%
Somewhat yes	142 35%	76 39%	66 32%	37 30%	41 38%	30 35%	34 42%	61 42%	49 30%	32 36%	36 28%	31 44% k	68 38%	30 28%	65 39%	46 38%	79 38%	58 32%	12 19%	76 34%
Definitely/Somewhat No (Net)	78 20%	34 17%	44 22%	26 21%	16 15%	18 21%	18 22%	19 13%	37 22%	23 25%	30 23%	8 12%	35 20%	32 28% O	22 13%	24 19%	39 19%	36 20%	10 16%	45 20%
Somewhat no	45 11%	17 9%	27 13%	17 14%	12 11%	7 8%	9 11%	10 7%	25 15% h	10 11%	13 10%	3 5%	26 15%	21 19% O	13 8%	11 9%	24 11%	19 10%	9 14%	27 12%
Definitely no	34 8%	17 9%	17 8%	9 7%	4 4%	11 14% e	10 12%	9 6%	12 7%	13 14%	17 13% m	5 7%	9 5%	11 10%	9 6%	13 11%	16 7%	17 10%	1 2%	18 8%
I am not familiar with this company	40 10%	24 13%	15 7%	22 17% F	12 11% F	* 1%	5 7%	21 14%	14 8%	5 6%	14 11%	6 9%	17 9%	8 8%	19 11%	12 10%	23 11%	15 8%	11 18%	30 13%
Sigma	400 100%	196 100%	204 100%	126 100%	108 100%	83 100%	82 100%	145 100%	164 100%	91 100%	128 100%	70 100%	180 100%	109 100%	167 100%	123 100%	211 100%	181 100%	62 100%	226 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 419

CMP01_71 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG
 Clorox

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	161	247	168	116	64	60	138	177	93	221	59	109	132	143	133	210	186	38	213
Weighted Base	405	192*	213	123	104*	95*	83*	146*	180*	80*	132	67*	181*	152*	146*	107*	254	144	53**	251
Definitely/Somewhat Yes (Net)	306 75%	133 69%	173 81% B	85 70%	76 72%	86 90% DEG	59 71%	104 72%	148 82% hJ	53 66%	111 84% IM	48 71%	130 72%	113 74%	122 83% P	71 66%	191 75%	111 77%	36 67%	177 71%
Definitely yes	211 52%	86 45%	126 59% B	50 41%	40 38%	72 75% DE	50 60% dE	72 49%	99 55%	40 50%	86 65% M	34 51%	77 42%	73 48%	88 60%	50 47%	132 52%	78 54%	16 29%	118 47%
Somewhat yes	95 23%	47 24%	48 22%	35 29% FG	36 34% FG	14 15%	9 11%	32 22%	49 27%	13 16%	25 19%	14 20%	53 29%	40 26%	34 23%	20 19%	59 23%	33 23%	20 37%	60 24%
Definitely/Somewhat No (Net)	66 16%	41 22% c	25 12%	24 19% f	17 16%	7 8%	19 22% f	23 16%	23 13%	20 25% i	13 10%	12 18%	40 22% K	26 17%	14 10%	26 24% O	44 17%	20 14%	14 26%	48 19%
Somewhat no	35 9%	20 10%	15 7%	13 11%	11 10%	6 6%	5 6%	15 11%	10 5%	9 12%	5 4%	4 6%	25 14% K	19 13% O	5 3%	11 10% o	21 8%	13 9%	7 13%	28 11%
Definitely no	32 8%	22 11%	10 5%	10 8%	6 6%	2 2%	13 16% F	8 5%	13 7%	11 13%	8 6%	9 13%	14 8%	7 4%	9 6%	15 14% N	23 9%	7 5%	7 13%	20 8%
I am not familiar with this company	33 8%	18 10%	15 7%	14 11% f	12 12% f	3 3%	5 6%	18 13% i	8 5%	7 8%	7 6%	7 10%	12 7%	13 8%	10 7%	10 10%	19 8%	13 9%	4 7%	25 10%
Sigma	405 100%	192 100%	213 100%	123 100%	104 100%	95 100%	83 100%	146 100%	180 100%	80 100%	132 100%	67 100%	181 100%	152 100%	146 100%	107 100%	254 100%	144 100%	53 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 420

CMP01_72 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG

Anheuser-Busch

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	158	245	173	111	60	59	146	156	101	206	60	113	127	150	126	209	180	40	225
Weighted Base	405	192*	213	128	105*	94*	78*	144*	173*	88*	128	61*	192*	142*	159*	104*	224	170*	41**	236
Definitely/Somewhat Yes (Net)	194 48%	97 51%	97 45%	50 39%	63 60% D	46 49%	35 45%	79 55%	79 46%	36 41%	58 46%	27 45%	105 54%	63 44%	93 59% nP	39 37%	123 55% R	68 40%	24 57%	117 50%
Definitely yes	86 21%	39 21%	46 22%	18 14%	31 30% D	17 19%	19 24%	39 27% i	27 16%	20 23%	32 25%	10 16%	44 23%	26 18%	39 25%	20 20%	62 28% R	22 13%	9 21%	49 21%
Somewhat yes	108 27%	58 30%	50 24%	31 24%	32 30%	29 31%	17 22%	40 28%	52 30%	16 19%	27 21%	17 29%	61 32%	36 26%	54 34% P	18 18%	61 27%	46 27%	15 36%	68 29%
Definitely/Somewhat No (Net)	120 30%	63 33%	56 26%	34 27%	23 21%	36 38% e	27 35%	32 22%	63 37% H	24 28%	32 25%	20 33%	59 31%	53 37% O	31 20%	36 34% O	58 26%	57 33%	12 29%	70 30%
Somewhat no	74 18%	38 20%	36 17%	23 18%	16 16%	21 22%	13 17%	23 16%	44 25% J	7 8%	15 12%	11 18%	41 21%	33 23%	23 14%	18 18%	36 16%	36 21%	9 23%	51 22%
Definitely no	46 11%	25 13%	21 10%	11 9%	6 6%	15 16%	14 18%	9 6%	20 11%	17 20% H	17 13%	9 15%	18 9%	20 14% o	9 6%	17 16% O	22 10%	21 12%	3 6%	19 8%
I am not familiar with this company	91 23%	31 16%	60 28% B	44 35% EFg	20 19%	12 13%	15 19%	33 23%	31 18%	27 31% i	37 29% M	13 22%	28 15%	27 19%	34 22%	30 29%	43 19%	45 27%	6 14%	48 20%
Sigma	405 100%	192 100%	213 100%	128 100%	105 100%	94 100%	78 100%	144 100%	173 100%	88 100%	128 100%	61 100%	192 100%	142 100%	159 100%	104 100%	224 100%	170 100%	41 100%	236 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 421

CMP01_73 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG
 Scott

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	152	255	169	116	66	56	129	162	116	219	53	107	135	133	139	206	188	37	212
Weighted Base	443	219*	224	137*	121*	95*	91**	139*	196*	108*	126	65*	220*	150*	145*	148*	252	176*	57**	258
Definitely/Somewhat Yes (Net)	271 61%	127 58%	144 65%	71 51%	79 65% d	75 79% D	47 52%	77 56%	130 66%	64 59%	72 57%	41 63%	146 66%	94 63%	94 65%	83 56%	168 67%	99 56%	42 73%	164 64%
Definitely yes	121 27%	53 24%	68 30%	29 21%	43 36% d	34 36% d	15 16%	30 22%	67 34% h	23 21%	30 24%	22 34%	64 29%	40 27%	43 30%	37 25%	78 31%	41 24%	16 29%	72 28%
Somewhat yes	150 34%	74 34%	77 34%	42 30%	36 30%	41 43%	32 36%	47 34%	63 32%	41 38%	42 33%	19 30%	82 37%	54 36%	51 35%	46 31%	90 36%	58 33%	25 44%	92 36%
Definitely/Somewhat No (Net)	105 24%	65 29% c	40 18%	37 27%	24 20%	13 14%	30 33%	29 21%	48 25%	28 26%	37 29%	19 29%	46 21%	41 27%	28 20%	35 24%	58 23%	39 22%	11 20%	61 24%
Somewhat no	65 15%	42 19% c	24 11%	31 22% F	15 13%	6 7%	13 14%	21 15%	34 18%	10 9%	18 14%	6 9%	38 17%	26 18%	17 12%	22 15%	38 15%	23 13%	9 16%	49 19%
Definitely no	40 9%	23 10%	17 7%	6 5%	9 7%	7 8%	17 19%	7 5%	14 7%	18 17% Hi	19 15% M	13 19% M	8 4%	15 10%	12 8%	13 9%	20 8%	16 9%	2 4%	12 5%
I am not familiar with this company	67 15%	28 13%	39 18%	30 22% F	17 14%	7 7%	14 15%	33 24% I	18 9%	16 15%	18 14%	5 8%	28 13%	15 10%	23 16%	30 20% n	26 10%	38 21% Q	4 7%	32 13%
Sigma	443 100%	219 100%	224 100%	137 100%	121 100%	95 100%	91 100%	139 100%	196 100%	108 100%	126 100%	65 100%	220 100%	150 100%	145 100%	148 100%	252 100%	176 100%	57 100%	258 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 422

CMP01_74 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG

The Hershey Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	397	168	229	169	115	63	50	132	163	102	212	54	113	127	146	124	205	180	36	225
Weighted Base	379	201*	178	123	97*	94*	65**	118*	165*	95*	118	55*	186*	126*	155*	99*	229	141*	44**	235
Definitely/Somewhat Yes (Net)	259 68%	146 73%	114 64%	84 68%	66 69%	68 72%	41 64%	80 67%	115 70%	64 68%	78 66%	34 61%	134 72%	89 71%	111 72%	59 59%	163 71%	94 66%	34 78%	170 72%
Definitely yes	112 30%	62 31%	50 28%	43 35%	32 33%	9 10%	28 43%	38 32%	48 29%	27 28%	39 33%	12 22%	57 31%	43 34%	45 29%	25 25%	67 29%	45 32%	23 53%	78 33%
Somewhat yes	147 39%	83 41%	64 36%	41 33%	34 35%	58 62%	14 21%	42 36%	68 41%	37 39%	40 34%	22 39%	76 41%	46 37%	67 43%	34 34%	96 42%	49 35%	11 25%	92 39%
Definitely/Somewhat No (Net)	98 26%	47 23%	51 29%	28 23%	22 23%	25 26%	23 35%	26 22%	45 27%	27 28%	34 29%	17 32%	41 22%	30 24%	37 24%	31 31%	53 23%	38 27%	10 22%	54 23%
Somewhat no	61 16%	33 16%	28 15%	18 15%	16 17%	15 16%	11 17%	21 18%	23 14%	17 18%	21 18%	9 17%	26 14%	21 16%	20 13%	20 20%	32 14%	26 18%	7 15%	27 12%
Definitely no	37 10%	14 7%	23 13%	10 8%	6 6%	9 10%	12 18%	6 5%	22 13%	10 10%	13 11%	8 15%	15 8%	9 7%	17 11%	11 11%	21 9%	12 9%	3 7%	26 11%
I am not familiar with this company	22 6%	8 4%	13 8%	11 9%	8 9%	2 2%	* 1%	12 10%	5 3%	4 4%	6 5%	4 8%	11 6%	7 5%	6 4%	9 9%	12 5%	9 7%	-	11 5%
Sigma	379 100%	201 100%	178 100%	123 100%	97 100%	94 100%	65 100%	118 100%	165 100%	95 100%	118 100%	55 100%	186 100%	126 100%	155 100%	99 100%	229 100%	141 100%	44 100%	235 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 423

CMP01_75 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG
 Molson Coors

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	405	151	254	162	123	71	49	135	168	102	205	58	117	130	147	128	214	176	37	225
Weighted Base	421	194*	227	120*	117*	108*	76**	146*	188*	87*	116	58*	227*	146*	160*	115*	240	170*	60**	269
Definitely/Somewhat Yes (Net)	177 42%	96 50% C	81 36%	49 41%	65 56% d	43 40%	20 26%	73 50% J	81 43% j	24 28%	43 37%	20 35%	110 48%	64 44%	78 49% P	34 30%	108 45%	67 39%	41 68%	124 46%
Definitely yes	77 18%	49 25% C	28 12%	23 19%	29 25%	20 18%	6 7%	27 18%	36 19%	14 16%	23 20%	9 16%	41 18%	24 16%	37 23%	16 14%	43 18%	34 20%	18 30%	51 19%
Somewhat yes	100 24%	47 24%	53 23%	26 22%	36 31%	24 22%	14 19%	46 31% J	44 24%	10 11%	19 17%	11 19%	68 30% K	41 28%	41 26%	18 16%	65 27%	33 19%	23 38%	73 27%
Definitely/Somewhat No (Net)	127 30%	54 28%	72 32%	27 23%	27 23%	43 40% De	29 38%	29 20%	69 36% H	29 34% h	24 21%	21 36% k	71 31%	53 36%	39 24%	35 30%	64 27%	58 34%	14 23%	75 28%
Somewhat no	80 19%	35 18%	45 20%	14 12%	20 17%	28 26% d	18 24%	16 11%	52 28% Hj	11 13%	8 7%	16 27% K	50 22% K	36 25% o	21 13%	22 19%	37 16%	38 23%	12 21%	52 19%
Definitely no	47 11%	19 10%	28 12%	13 11%	7 6%	16 14%	11 14%	12 8%	17 9%	18 21% hi	16 14%	5 9%	21 9%	17 12%	18 11%	13 11%	27 11%	20 12%	1 2%	23 8%
I am not familiar with this company	117 28%	43 22%	74 32%	44 37% Ei	25 21%	22 20%	27 35%	45 31%	39 21%	33 38% I	49 42% M	17 29%	46 20%	28 20%	43 27%	46 40% N	68 28%	45 26%	6 9%	70 26%
Sigma	421 100%	194 100%	227 100%	120 100%	117 100%	108 100%	76 100%	146 100%	188 100%	87 100%	116 100%	58 100%	227 100%	146 100%	160 100%	115 100%	240 100%	170 100%	60 100%	269 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 424

CMP01_76 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG
 Campbell's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	156	251	165	133	67	42	130	171	106	210	67	107	131	122	154	219	178	40	230
Weighted Base	424	207*	216	131*	116*	94*	82**	144*	197*	82*	132	89*	177*	134*	149*	141*	233	182*	51**	275
Definitely/Somewhat Yes (Net)	302 71%	152 73%	150 69%	86 65%	98 84% DF	61 64%	58 70%	101 70%	143 73%	58 70%	90 68%	63 70%	135 76%	105 79% P	114 77% P	82 58%	180 78% R	117 64%	41 79%	203 74%
Definitely yes	132 31%	73 35%	59 27%	38 29%	49 42% d	33 35%	12 14%	41 29%	61 31%	30 36%	46 35%	26 29%	55 31%	41 31%	58 39% P	32 23%	88 38% R	43 24%	21 42%	85 31%
Somewhat yes	170 40%	79 38%	91 42%	48 37%	48 42%	27 29%	46 56%	60 41%	82 42%	28 34%	44 33%	37 41%	80 45%	64 48%	56 38%	50 35%	92 39%	73 40%	19 38%	118 43%
Definitely/Somewhat No (Net)	92 22%	46 22%	46 21%	27 20% e	13 11%	31 33% E	22 26%	30 21%	48 24%	14 17%	31 23%	23 25%	34 19%	24 18%	31 21%	38 27%	44 19%	45 25%	10 19%	56 20%
Somewhat no	49 12%	23 11%	26 12%	21 16%	9 8%	11 11%	8 10%	21 14%	22 11%	6 8%	17 13%	11 13%	17 10%	10 7%	23 16%	16 12%	23 10%	24 13%	4 8%	35 13%
Definitely no	43 10%	23 11%	20 9%	5 4%	3 3%	20 22% DE	14 16%	10 7%	25 13%	8 9%	14 11%	11 12%	17 10%	14 10%	7 5%	21 15% O	21 9%	21 12%	6 12%	21 8%
I am not familiar with this company	30 7%	9 5%	21 10%	19 14% EF	6 5%	3 3%	3 3%	13 9%	7 3%	10 13% I	11 8%	4 4%	8 5%	5 4%	4 3%	21 15% NO	9 4%	20 11% Q	1 1%	16 6%
Sigma	424 100%	207 100%	216 100%	131 100%	116 100%	94 100%	82 100%	144 100%	197 100%	82 100%	132 100%	89 100%	177 100%	134 100%	149 100%	141 100%	233 100%	182 100%	51 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 425

CMP01_77 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG
 Nestle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	416	157	259	176	111	70	59	141	179	96	215	64	108	110	147	159	221	184	38	220
Weighted Base	427	207*	220	126*	100*	107*	95*	133*	205*	89*	131	86*	187*	123*	163*	141*	253	167*	45**	260
Definitely/Somewhat Yes (Net)	289 68%	144 70%	145 66%	76 60%	67 67%	76 72%	70 74%	98 73% J	143 69%	49 55%	87 67%	48 55%	140 75% L	91 73% P	123 76% P	76 53%	182 72%	105 62%	33 73%	195 75%
Definitely yes	152 36%	74 36%	79 36%	32 26%	37 37%	37 35%	45 48% D	66 50% J	67 33%	19 21%	49 37%	22 26%	74 40%	41 33%	73 45% P	38 27%	104 41% r	48 29%	23 50%	110 42%
Somewhat yes	137 32%	70 34%	67 30%	43 34%	30 30%	39 36%	25 26%	31 24%	75 37% h	30 34%	38 29%	25 29%	66 35%	49 40%	50 31%	37 26%	77 31%	57 34%	11 23%	85 33%
Definitely/Somewhat No (Net)	118 28%	58 28%	61 28%	40 32%	25 26%	29 27%	24 25%	30 22%	57 28%	31 35%	35 27%	36 42% m	44 23%	32 26%	33 20%	54 38% O	63 25%	54 32%	12 26%	59 23%
Somewhat no	61 14%	26 12%	35 16%	21 17%	14 14%	14 13%	12 13%	16 12%	32 15%	13 15%	22 17%	14 17%	23 13%	21 17%	16 10%	24 17%	36 14%	24 14%	3 8%	36 14%
Definitely no	58 13%	32 16%	25 12%	19 15%	12 12%	15 14%	12 12%	13 10%	26 13%	18 21%	13 10%	21 25% Km	20 11%	11 9%	17 10%	29 21% no	27 11%	30 18%	8 18%	23 9%
I am not familiar with this company	20 5%	5 3%	15 7%	10 8% i	7 7%	1 1%	1 1%	5 4%	5 3%	9 10% i	9 7%	3 3%	4 2%	1 1%	7 4%	12 8% n	8 3%	9 5%	* 1%	6 2%
Sigma	427 100%	207 100%	220 100%	126 100%	100 100%	107 100%	95 100%	133 100%	205 100%	89 100%	131 100%	86 100%	187 100%	123 100%	163 100%	141 100%	253 100%	167 100%	45 100%	260 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 426

CMP01_78 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG

The Kraft Heinz Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	151	255	173	120	68	45	131	174	101	225	48	105	112	145	149	207	189	39	233
Weighted Base	395	184*	212	118*	108*	88*	82**	137*	176*	82*	130	49*	190*	105*	150*	140*	230	158*	50**	256
Definitely/Somewhat Yes (Net)	286 72%	127 69%	159 75%	63 54%	83 77% D	75 85% D	65 79%	97 71%	123 70%	65 80%	89 68%	34 70%	143 75%	82 78% P	120 80% P	84 60%	176 77%	107 68%	43 85%	185 72%
Definitely yes	164 41%	72 39%	92 43%	32 27%	51 47% D	38 43% d	43 53%	51 37%	70 40%	43 53%	57 44%	20 41%	76 40%	39 37%	72 48%	53 38%	101 44%	62 39%	32 64%	99 39%
Somewhat yes	122 31%	55 30%	67 32%	32 27%	32 30%	37 42%	22 27%	46 34%	53 30%	22 28%	32 24%	14 29%	67 35%	44 42% P	47 32%	31 22%	75 33%	45 28%	11 21%	86 34%
Definitely/Somewhat No (Net)	80 20%	50 27% C	31 15%	32 27%	19 18%	13 14%	17 20%	33 24%	35 20%	12 14%	29 22%	14 28%	36 19%	19 18%	20 14%	41 30% O	46 20%	32 20%	6 12%	54 21%
Somewhat no	45 11%	28 15% c	16 8%	18 16%	14 13%	12 14%	* *	16 12%	23 13%	5 6%	11 8%	7 13%	26 14%	9 9%	15 10%	20 15%	27 12%	16 10%	4 8%	33 13%
Definitely no	36 9%	21 12%	15 7%	14 12% F	5 5%	1 1%	16 20%	17 12%	12 7%	7 8%	18 14% M	7 14% m	10 5%	9 9%	5 4%	21 15% O	19 8%	16 10%	2 5%	21 8%
I am not familiar with this company	29 7%	7 4%	22 10% b	22 19% EF	6 6%	1 1%	* *	7 5%	18 10%	4 5%	12 9%	1 2%	11 6%	4 4%	10 7%	14 10%	8 4%	19 12% Q	1 3%	17 7%
Sigma	395 100%	184 100%	212 100%	118 100%	108 100%	88 100%	82 100%	137 100%	176 100%	82 100%	130 100%	49 100%	190 100%	105 100%	150 100%	140 100%	230 100%	158 100%	50 100%	256 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 427

CMP01_79 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

CPG

The Walt Disney Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	418	156	262	166	127	61	64	126	184	108	230	58	103	120	141	157	214	189	30	214
Weighted Base	392	185*	207	118*	112*	93*	69*	122*	181*	90*	129	65*	167*	107*	144*	141*	231	148*	39**	233
Definitely/Somewhat Yes (Net)	264 67%	126 68%	138 67%	68 58%	93 83% DF	52 56%	51 74% d	91 75%	118 65%	55 61%	90 70%	45 70%	114 68%	66 62%	106 74%	91 65%	164 71%	98 66%	35 90%	168 72%
Definitely yes	134 34%	60 32%	74 36%	35 30%	47 42%	24 26%	28 41%	45 37%	64 35%	26 29%	50 39%	27 42%	49 29%	36 33%	58 40%	41 29%	81 35%	53 36%	15 39%	83 36%
Somewhat yes	130 33%	66 36%	64 31%	33 28%	46 41% d	28 30%	23 33%	46 38%	54 30%	29 33%	40 31%	18 28%	65 39%	31 29%	49 34%	51 36%	83 36%	45 30%	20 51%	84 36%
Definitely/Somewhat No (Net)	109 28%	51 28%	58 28%	39 33% E	18 16%	37 40% E	15 22%	27 22%	51 28%	31 34%	27 21%	19 29%	51 31%	38 36%	35 24%	36 25%	57 25%	44 30%	2 5%	56 24%
Somewhat no	60 15%	35 19%	25 12%	23 19% eG	11 10%	24 26% EG	2 3%	18 14%	29 16%	13 15%	10 8%	8 12%	35 21% K	17 16%	23 16%	20 14%	34 15%	25 17%	1 1%	37 16%
Definitely no	49 13%	16 9%	33 16%	16 14%	7 6%	13 14% E	13 19% E	9 8%	22 12%	18 20% h	17 13%	11 17%	16 9%	21 20% O	12 8%	16 11%	23 10%	19 13%	2 4%	19 8%
I am not familiar with this company	19 5%	8 4%	11 5%	11 10% E	2 2%	4 4%	2 3%	4 3%	11 6%	4 5%	12 9% IM	1 2%	2 1%	3 2%	3 2%	14 10% nO	10 4%	6 4%	2 4%	9 4%
Sigma	392 100%	185 100%	207 100%	118 100%	112 100%	93 100%	69 100%	122 100%	181 100%	90 100%	129 100%	65 100%	167 100%	107 100%	144 100%	141 100%	231 100%	148 100%	39 100%	233 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 428

CMP01_80 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Other
 Uber

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	155	253	163	117	74	54	141	166	101	218	60	100	126	144	138	219	178	42	227
Weighted Base	383	174*	208	108*	107*	108*	60**	126*	181*	75*	115	72*	171*	124*	156*	104*	213	161*	47**	231
Definitely/Somewhat Yes (Net)	265 69%	125 72%	141 67%	74 69%	84 78%	63 59%	44 74%	94 74%	133 73%	39 51%	78 67%	51 70%	123 72%	76 62%	119 77%	70 68%	152 71%	108 67%	31 65%	165 71%
Definitely yes	136 36%	57 33%	79 38%	36 33%	48 45%	30 28%	23 38%	50 39%	65 36%	21 28%	46 40%	12 17%	71 42%	38 30%	59 38%	40 38%	79 37%	57 35%	17 37%	81 35%
Somewhat yes	129 34%	67 39%	62 30%	38 36%	36 33%	33 31%	21 36%	44 35%	68 37%	17 23%	32 28%	38 53%	52 30%	39 31%	60 39%	30 29%	73 34%	52 32%	13 28%	84 36%
Definitely/Somewhat No (Net)	92 24%	42 24%	50 24%	26 24%	14 13%	39 36%	13 22%	20 16%	44 24%	27 36%	27 24%	18 24%	40 24%	40 33%	29 19%	22 21%	45 21%	44 28%	10 21%	52 22%
Somewhat no	46 12%	18 11%	28 13%	18 16%	8 7%	16 15%	5 9%	15 12%	21 12%	10 14%	9 8%	11 16%	23 13%	22 18%	13 8%	11 11%	18 9%	28 17%	8 18%	32 14%
Definitely no	45 12%	23 13%	22 10%	8 8%	6 6%	23 21%	8 13%	5 4%	23 13%	17 22%	18 16%	6 9%	18 10%	18 15%	16 10%	11 10%	27 12%	16 10%	2 4%	19 8%
I am not familiar with this company	26 7%	8 4%	18 9%	8 7%	10 9%	6 5%	3 4%	12 10%	4 2%	10 13%	10 9%	4 6%	8 5%	7 6%	7 5%	12 11%	16 7%	8 5%	7 14%	14 6%
Sigma	383 100%	174 100%	208 100%	108 100%	107 100%	108 100%	60 100%	126 100%	181 100%	75 100%	115 100%	72 100%	171 100%	124 100%	156 100%	104 100%	213 100%	161 100%	47 100%	231 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 429

CMP01_81 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Other
 Lyft

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	159	242	186	103	68	44	135	171	95	210	55	109	132	122	147	195	189	43	237
Weighted Base	399	200*	199	137*	81*	108*	73**	122*	191*	85*	106	68*	203*	130*	122*	147*	212*	176*	47**	265
Definitely/Somewhat Yes (Net)	242 61%	122 61%	119 60%	86 63%	49 60%	69 64%	38 52%	83 68%	114 60%	44 52%	63 59%	41 60%	127 63%	73 56%	86 71% n	83 56%	143 67% r	93 53%	31 67%	169 64%
Definitely yes	118 30%	57 28%	62 31%	41 30%	33 41%	34 31%	11 15%	44 36%	53 28%	21 24%	29 27%	20 29%	62 31%	24 18%	47 39% N	47 32% n	66 31%	50 28%	17 36%	87 33%
Somewhat yes	123 31%	66 33%	57 29%	46 33% e	16 20%	35 32%	27 36%	39 32%	61 32%	24 28%	34 32%	21 31%	65 32%	49 38%	39 32%	35 24%	77 36% r	43 25%	14 31%	82 31%
Definitely/Somewhat No (Net)	116 29%	65 33%	51 26%	41 30%	26 32%	31 29%	18 25%	28 23%	63 33%	26 30%	22 21%	23 34%	64 32%	46 35% o	26 22%	45 30%	54 26%	58 33%	13 29%	75 28%
Somewhat no	62 16%	42 21% C	19 10%	19 14%	13 16%	23 21%	6 9%	11 9%	38 20% h	13 15%	12 11%	10 15%	37 18%	24 18%	19 16%	19 13%	35 16%	24 14%	5 10%	42 16%
Definitely no	54 14%	23 11%	32 16%	22 16%	12 15%	9 8%	12 16%	17 14%	25 13%	13 15%	10 10%	13 19%	27 13%	22 17% O	7 6%	26 17% o	20 9%	34 19% q	9 18%	33 12%
I am not familiar with this company	41 10%	12 6%	29 14% b	10 7%	7 8%	8 7%	17 23%	11 9%	15 8%	15 18%	21 20% LM	4 6%	11 6%	12 9%	9 8%	20 14%	15 7%	24 14%	2 5%	21 8%
Sigma	399 100%	200 100%	199 100%	137 100%	81 100%	108 100%	73 100%	122 100%	191 100%	85 100%	106 100%	68 100%	203 100%	130 100%	122 100%	147 100%	212 100%	176 100%	47 100%	265 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 430

CMP01_82 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Other
 Purell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	159	245	173	113	65	53	155	158	91	219	62	107	107	145	152	217	173	46	226
Weighted Base	380	187*	193	126	101*	74*	78**	149*	157*	74*	125	72*	167*	95*	140*	145*	222	146*	54**	242
Definitely/Somewhat Yes (Net)	277 73%	134 72%	143 74%	85 67%	80 79%	61 81%	52 66%	111 74%	112 72%	54 72%	82 66%	57 80%	122 73%	65 68%	103 73%	109 75%	167 75%	106 73%	41 76%	173 71%
Definitely yes	158 41%	58 31%	99 51%	34 27%	48 48%	42 56%	34 43%	59 40%	65 42%	33 45%	62 50%	31 43%	51 30%	38 41%	59 42%	60 41%	97 44%	57 39%	14 26%	83 34%
Somewhat yes	119 31%	75 40%	44 23%	51 40%	32 32%	19 25%	18 23%	51 34%	47 30%	21 28%	20 16%	26 37%	71 43%	26 28%	44 31%	49 34%	70 31%	49 34%	27 50%	90 37%
Definitely/Somewhat No (Net)	64 17%	31 16%	34 17%	24 19%	16 16%	10 13%	14 18%	25 17%	28 18%	11 15%	24 19%	8 11%	32 19%	16 17%	30 21%	19 13%	41 18%	16 11%	13 24%	42 17%
Somewhat no	31 8%	13 7%	18 9%	13 10%	10 10%	1 1%	6 8%	16 10%	12 8%	3 4%	9 7%	5 7%	17 10%	9 9%	15 11%	6 4%	23 10%	6 4%	8 16%	23 9%
Definitely no	34 9%	18 10%	16 8%	11 9%	6 6%	9 12%	7 10%	10 7%	15 10%	9 12%	16 12%	3 4%	15 9%	7 7%	14 10%	13 9%	17 8%	10 7%	4 8%	19 8%
I am not familiar with this company	39 10%	23 12%	16 8%	17 14%	5 4%	4 5%	13 16%	13 9%	17 11%	9 12%	19 15%	7 10%	13 8%	14 15%	8 5%	17 12%	15 7%	24 16%	*	27 11%
Sigma	380 100%	187 100%	193 100%	126 100%	101 100%	74 100%	78 100%	149 100%	157 100%	74 100%	125 100%	72 100%	167 100%	95 100%	140 100%	145 100%	222 100%	146 100%	54 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 431

CMP01_83 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Other
 Instacart

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	156	253	179	119	63	48	140	176	93	222	69	92	122	139	148	222	178	43	237
Weighted Base	377	179*	198	141	103*	85*	47**	126*	173*	78*	121	78*	150*	111*	127*	139*	214	155*	42**	241
Definitely/Somewhat Yes (Net)	194 51%	101 56%	93 47%	77 54%	60 58%	40 47%	17 36%	86 69% IJ	83 48% J	24 31%	56 46%	49 63% K	79 52%	51 46%	73 58%	70 50%	118 55%	71 46%	32 76%	137 57%
Definitely yes	98 26%	49 28%	49 25%	38 27%	36 35% f	15 18%	9 19%	48 38% IJ	36 21%	14 18%	28 23%	21 27%	45 30%	17 16%	44 35% N	37 26%	54 25%	39 25%	17 40%	63 26%
Somewhat yes	96 25%	52 29%	44 22%	39 28%	24 23%	25 29%	8 17%	38 31% J	48 28% j	10 12%	28 23%	28 36% k	34 23%	33 30%	29 23%	33 24%	63 30%	32 21%	15 36%	74 31%
Definitely/Somewhat No (Net)	81 21%	40 22%	41 21%	22 16%	20 19%	26 30% d	14 29%	16 13%	40 23% h	25 32% H	32 27% L	10 13%	34 23%	28 25%	23 18%	31 22%	50 23%	30 20%	7 16%	49 20%
Somewhat no	40 11%	22 12%	18 9%	11 7%	10 10%	8 10% d	11 23%	9 7%	17 10%	14 18% h	19 16% L	4 5%	14 9%	16 15%	9 7%	14 10%	27 13%	12 8%	3 8%	23 10%
Definitely no	41 11%	18 10%	23 12%	12 8%	9 9%	17 20% d	3 6%	7 5%	23 13% h	11 14%	13 11%	6 8%	21 14%	11 10%	13 11%	16 12%	22 10%	19 12%	3 7%	26 11%
I am not familiar with this company	102 27%	38 21%	64 32% b	42 30%	24 23%	20 23% d	16 35%	23 19%	50 29%	29 37% H	33 27%	19 24%	38 25%	33 30%	31 24%	39 28%	47 22%	54 35% Q	4 9%	54 22%
Sigma	377 100%	179 100%	198 100%	141 100%	103 100%	85 100%	47 100%	126 100%	173 100%	78 100%	121 100%	78 100%	150 100%	111 100%	127 100%	139 100%	214 100%	155 100%	42 100%	241 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 432

CMP01_84 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Other
 Peloton

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	144	259	177	106	71	49	142	165	96	213	64	99	126	130	147	212	178	30	225
Weighted Base	395	182*	213	130*	104*	95*	67**	149*	174*	72*	131	80*	163*	128*	132*	135*	233	152*	33**	254
Definitely/Somewhat Yes (Net)	180 46%	95 52% c	84 40%	63 49%	59 57%	41 43%	17 25%	80 53% j	74 43%	26 36%	62 47%	28 35%	83 51%	63 49% p	70 53% P	47 35%	110 47%	67 44%	24 73%	126 49%
Definitely yes	77 20%	44 24%	33 16%	21 16%	28 27%	22 23%	7 10%	34 23%	35 20%	8 11%	32 24%	10 13%	32 20%	27 21% p	35 26% P	15 11%	45 19%	30 20%	10 30%	47 19%
Somewhat yes	102 26%	52 28%	51 24%	42 32%	31 30%	19 20%	10 15%	46 31%	39 22%	18 25%	30 23%	18 22%	51 31%	36 28%	35 27%	32 24%	65 28%	37 24%	14 44%	78 31%
Definitely/Somewhat No (Net)	105 27%	61 33% C	45 21%	29 23%	20 19%	37 39% dE	19 28%	27 18%	52 30% h	26 37% H	23 18%	23 28%	58 35% K	37 29%	29 22%	39 29%	68 29%	33 22%	7 20%	69 27%
Somewhat no	56 14%	30 16%	26 12%	18 14%	12 12%	20 21%	6 9%	17 12%	35 20% J	3 5%	7 5%	7 9%	42 25% KL	23 18% p	21 16%	11 8%	39 17%	17 11%	5 15%	46 18%
Definitely no	49 13%	31 17% c	19 9%	12 9%	8 8%	17 18%	13 19%	10 6%	17 10%	23 32% HI	17 13%	15 19%	16 10%	13 10%	8 6%	28 21% nO	29 13%	17 11%	2 5%	22 9%
I am not familiar with this company	110 28%	26 14%	84 39% B	37 29%	25 24%	17 18%	31 47%	43 29%	48 27%	20 27%	46 35% M	29 36% M	22 13%	28 22%	33 25%	49 36% n	55 24%	51 34%	2 7%	60 24%
Sigma	395 100%	182 100%	213 100%	130 100%	104 100%	95 100%	67 100%	149 100%	174 100%	72 100%	131 100%	80 100%	163 100%	128 100%	132 100%	135 100%	233 100%	152 100%	33 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 433

CMP01_85 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Other
 WeWork

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	165	248	184	118	58	53	157	169	87	208	63	126	125	152	136	231	174	39	237
Weighted Base	425	195*	229	132	125*	103*	65**	165*	179*	81*	108	61*	239*	127*	172*	126*	271	150*	49**	263
Definitely/Somewhat Yes (Net)	157 37%	104 53% C	53 23%	56 42%	69 56% dF	28 27%	4 6%	88 54% IJ	51 29%	18 22%	40 37%	23 37%	93 39%	38 30%	77 45% n	43 34%	110 41%	45 30%	34 69%	116 44%
Definitely yes	83 20%	53 27% C	30 13%	27 21%	37 30%	15 15%	4 6%	48 29% I	23 13%	13 15%	22 20%	11 18%	50 21%	17 13%	41 24%	25 20%	55 20%	28 19%	19 40%	61 23%
Somewhat yes	74 17%	51 26% C	23 10%	28 21%	32 26%	13 13%	* 1%	41 25% J	28 16%	5 7%	18 17%	12 20%	44 18%	21 16%	35 21%	18 14%	55 20%	17 11%	14 29%	55 21%
Definitely/Somewhat No (Net)	94 22%	49 25%	45 20%	35 26% E	15 12%	31 30% E	13 21%	29 18%	44 24%	22 27%	22 20%	13 22%	59 25%	35 27%	33 19%	26 21%	66 25%	27 18%	11 22%	60 23%
Somewhat no	54 13%	30 15%	24 10%	23 18% e	10 8%	15 14%	6 9%	19 11%	23 13%	12 15%	10 9%	7 11%	38 16%	23 18%	17 10%	14 11%	38 14%	16 10%	8 16%	39 15%
Definitely no	40 10%	19 10%	21 9%	12 9%	6 4%	16 16%	7 11%	11 6%	21 11%	9 11%	12 12%	7 11%	21 9%	12 10%	16 9%	13 10%	29 11%	12 8%	3 6%	21 8%
I am not familiar with this company	173 41%	42 21%	131 57% B	42 32%	40 32%	44 43%	48 73%	47 29%	84 47% H	41 51% H	46 43%	25 40%	87 36%	55 43%	62 36%	56 45%	94 35%	77 52% Q	5 10%	88 33%
Sigma	425 100%	195 100%	229 100%	132 100%	125 100%	103 100%	65 100%	165 100%	179 100%	81 100%	108 100%	61 100%	239 100%	127 100%	172 100%	126 100%	271 100%	150 100%	49 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 434

CMP01_89 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Travel/Hospitality
 Marriott

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	154	245	171	112	59	57	142	167	90	216	53	101	119	135	145	208	177	47	222
Weighted Base	392	189*	203	134*	100*	77*	81**	142*	165*	85*	122	65*	187*	124*	143*	126*	224	157*	57**	256
Definitely/Somewhat Yes (Net)	263 67%	127 67%	136 67%	86 65%	68 68%	53 68%	56 69%	95 67%	111 67%	58 68%	81 66%	44 68%	130 70%	78 63%	109 76% nP	76 61%	149 66%	109 69%	36 64%	170 67%
Definitely yes	138 35%	61 32%	78 38%	42 31%	27 27%	31 39%	39 48%	41 29%	60 37%	37 44%	41 33%	22 33%	68 37%	45 37%	55 38%	38 30%	76 34%	61 39%	15 27%	98 38%
Somewhat yes	125 32%	66 35%	59 29%	44 33%	41 41%	22 29%	18 22%	54 38%	50 31%	21 24%	40 33%	23 35%	61 33%	32 26%	55 38%	38 30%	73 32%	48 31%	21 37%	73 28%
Definitely/Somewhat No (Net)	96 24%	52 27%	44 22%	29 21%	25 26%	21 27%	21 25%	35 25%	40 24%	21 24%	30 25%	17 27%	43 23%	36 29%	26 18%	35 28%	54 24%	37 23%	18 31%	66 26%
Somewhat no	53 13%	29 16%	23 12%	16 12%	12 12%	16 21%	8 10%	17 12%	24 14%	12 14%	12 10%	8 12%	28 15%	19 16%	17 12%	16 13%	29 13%	21 13%	9 16%	40 16%
Definitely no	43 11%	22 12%	21 10%	12 9%	13 13%	5 6%	13 16%	18 13%	16 10%	9 10%	18 15%	9 14%	14 8%	16 13%	8 6%	19 15% o	25 11%	16 10%	9 15%	26 10%
I am not familiar with this company	33 8%	11 6%	22 11%	19 14%	6 7%	3 4%	4 5%	12 9%	14 9%	6 8%	11 9%	4 5%	14 8%	10 8%	8 6%	14 12%	21 9%	12 7%	3 5%	20 8%
Sigma	392 100%	189 100%	203 100%	134 100%	100 100%	77 100%	81 100%	142 100%	165 100%	85 100%	122 100%	65 100%	187 100%	124 100%	143 100%	126 100%	224 100%	157 100%	57 100%	256 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 435

CMP01_90 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Travel/Hospitality

Airbnb

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	395	149	246	174	110	53	58	150	157	88	215	52	103	113	152	130	216	170	38	218
Weighted Base	379	162*	218	128*	102*	78*	72*	152*	149*	79*	120	58*	176*	113*	162*	105*	227	147*	42**	242
Definitely/Somewhat Yes (Net)	212 56%	96 60%	116 53%	71 56% G	66 64% G	52 67% G	23 33%	87 57%	83 56%	43 54%	62 52%	31 54%	109 62%	56 49%	99 61%	58 55%	131 58%	79 54%	27 63%	143 59%
Definitely yes	128 34%	56 35%	72 33%	37 29%	37 36%	39 50% DG	16 22%	46 30%	51 34%	32 40%	38 31%	13 23%	71 40% I	28 25%	67 42% N	33 32%	72 32%	56 38%	10 23%	85 35%
Somewhat yes	84 22%	40 25%	44 20%	35 27% G	29 28% G	13 17%	7 10%	41 27%	32 21%	11 14%	24 20%	18 31%	38 22%	28 25%	32 20%	24 23%	59 26% r	23 16%	17 41%	58 24%
Definitely/Somewhat No (Net)	112 30%	45 28%	67 31%	40 32%	24 24%	18 23%	30 42% e	42 27%	47 32%	24 30%	31 26%	21 36%	48 27%	39 35%	47 29%	26 25%	72 32%	40 27%	11 27%	74 31%
Somewhat no	57 15%	26 16%	31 14%	27 21% E	7 7%	8 11%	15 21% e	22 14%	28 19%	7 9%	12 10%	9 15%	30 17%	21 19%	26 16%	10 9%	43 19% r	14 9%	10 23%	42 17%
Definitely no	55 15%	19 12%	36 17%	14 11%	17 17%	10 12%	15 21%	20 13%	19 13%	16 21%	19 16%	12 21%	18 10%	18 16%	21 13%	17 16%	29 13%	26 18%	2 4%	33 13%
I am not familiar with this company	55 14%	20 13%	34 16%	16 13%	12 12%	8 10%	19 26% d	24 15%	19 13%	12 16%	27 22% IM	6 10%	19 11%	18 16%	16 10%	21 20% o	24 11%	28 19%	4 10%	25 10%
Sigma	379 100%	162 100%	218 100%	128 100%	102 100%	78 100%	72 100%	152 100%	149 100%	79 100%	120 100%	58 100%	176 100%	113 100%	162 100%	105 100%	227 100%	147 100%	42 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 436

CMP01_91 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Travel/Hospitality
 Hilton Hotels

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	149	251	157	117	67	59	127	166	107	209	56	110	108	157	135	193	196	33	202
Weighted Base	403	188*	215	121*	113*	97*	72*	121*	182*	101*	110	60*	203*	114*	154*	135*	213	181*	44**	229
Definitely/Somewhat Yes (Net)	258 64%	109 58%	149 69%	72 60%	89 79% DFg	55 57%	42 58%	88 73%	111 61%	60 59%	74 68%	32 54%	140 69% I	76 67%	108 70% P	74 55%	140 66%	116 64%	32 72%	155 67%
Definitely yes	143 35%	67 36%	76 35%	40 33%	51 45%	28 29%	24 33%	50 41%	58 32%	35 35%	39 35%	15 24%	85 42% I	43 38%	56 37%	43 32%	83 39%	59 33%	22 49%	89 39%
Somewhat yes	115 29%	42 22%	73 34% b	32 27%	38 34%	27 28%	18 25%	38 32%	53 29%	24 24%	35 32%	18 29%	55 27%	33 29%	51 33%	31 23%	57 27%	57 31%	10 23%	66 29%
Definitely/Somewhat No (Net)	115 29%	66 35% c	49 23%	39 32% E	18 16%	37 39% E	21 29%	28 23%	63 34%	25 25%	22 20%	24 40% K	59 29%	31 27%	34 22%	50 37% O	64 30%	46 25%	12 27%	69 30%
Somewhat no	72 18%	37 20%	35 16%	18 15%	15 14%	23 23% E	16 23%	13 11%	47 26% HJ	12 12%	11 10%	12 19%	44 22% K	20 17%	23 15%	29 22%	44 21%	23 13%	5 11%	46 20%
Definitely no	43 11%	29 16% C	14 6%	22 18% E	3 2%	15 15% E	4 6%	15 12%	16 9%	13 12%	10 9%	12 20% KM	15 8%	11 10%	11 7%	21 16%	20 9%	23 12%	7 16%	23 10%
I am not familiar with this company	30 7%	12 7%	17 8%	10 8%	6 6%	4 4%	9 13%	5 4%	8 5%	16 16% HI	14 13% M	4 6%	4 2%	7 6%	12 8%	11 8%	9 4%	20 11% q	* 1%	6 3%
Sigma	403 100%	188 100%	215 100%	121 100%	113 100%	97 100%	72 100%	121 100%	182 100%	101 100%	110 100%	60 100%	203 100%	114 100%	154 100%	135 100%	213 100%	181 100%	44 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 437

CMP01_92 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Travel/Hospitality
 Expedia

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	167	244	183	113	67	48	147	184	80	200	65	123	143	142	126	218	179	37	240
Weighted Base	406	199*	207	139	104*	94*	69**	147*	180*	79*	104	73*	208*	153*	147*	106*	242	154*	45**	267
Definitely/Somewhat Yes (Net)	232 57%	115 58%	117 56%	79 57%	69 66%	54 57%	31 45%	88 59%	105 59%	39 50%	60 58%	45 61%	121 58%	83 55%	92 62%	57 54%	145 60%	81 53%	38 84%	155 58%
Definitely yes	115 28%	49 25%	66 32%	36 26%	37 35%	29 31%	13 19%	44 30%	52 29%	19 24%	25 24%	17 24%	69 33%	34 22%	53 36%	28 26%	75 31%	39 25%	17 39%	75 28%
Somewhat yes	117 29%	66 33%	51 25%	43 31%	32 31%	24 26%	18 25%	43 29%	53 30%	20 26%	34 33%	27 37%	52 25%	50 32%	39 28%	29 27%	70 29%	42 27%	20 46%	79 30%
Definitely/Somewhat No (Net)	122 30%	66 33%	56 27%	34 25%	21 20%	35 37%	32 46%	41 28%	56 31%	25 32%	25 24%	18 25%	68 33%	55 36%	35 24%	32 30%	69 28%	53 34%	6 13%	83 31%
Somewhat no	67 17%	34 17%	33 16%	19 14%	9 9%	22 23%	18 26%	18 13%	36 20%	13 17%	16 15%	11 16%	38 18%	30 20%	19 13%	19 17%	39 16%	28 18%	3 6%	49 19%
Definitely no	55 13%	32 16%	23 11%	15 11%	12 11%	13 14%	14 21%	22 15%	20 11%	12 16%	10 9%	7 9%	30 14%	24 16%	16 11%	14 13%	29 12%	25 16%	3 7%	34 13%
I am not familiar with this company	52 13%	18 9%	34 16%	25 18%	15 14%	6 6%	6 9%	19 13%	19 10%	14 18%	19 18%	10 14%	19 9%	15 10%	20 14%	17 16%	28 12%	20 13%	1 2%	29 11%
Sigma	406 100%	199 100%	207 100%	139 100%	104 100%	94 100%	69 100%	147 100%	180 100%	79 100%	104 100%	73 100%	208 100%	153 100%	147 100%	106 100%	242 100%	154 100%	45 100%	267 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 438

CMP01_93 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Travel/Hospitality
 TripAdvisor

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	170	240	156	124	73	57	149	164	97	224	54	107	122	155	133	237	153	39	228
Weighted Base	412	209*	204	116*	113*	99*	84**	152*	165*	95*	145	60*	185*	115*	166*	131*	260	132*	45**	249
Definitely/Somewhat Yes (Net)	233 57%	119 57%	114 56%	64 55%	78 69% d	59 60%	32 38%	96 63%	88 53%	50 52%	75 52%	31 51%	120 65% k	69 60% p	104 63% P	60 46%	153 59%	75 56%	35 77%	157 63%
Definitely yes	117 28%	55 26%	62 31%	28 24%	39 35%	34 34%	16 20%	59 39% j	36 22%	22 23%	39 27%	9 15%	65 35% L	32 28%	54 33%	31 24%	74 28%	41 31%	22 50%	77 31%
Somewhat yes	116 28%	64 31%	51 25%	36 31%	39 35%	25 26%	15 18%	36 24%	52 31%	28 29%	36 25%	22 36%	55 30%	37 32%	50 30%	29 22%	79 30%	33 25%	12 27%	79 32%
Definitely/Somewhat No (Net)	122 30%	64 31%	58 28%	30 25%	27 24%	33 33%	32 38%	36 23%	58 35% h	28 29%	37 25%	22 37%	58 32%	37 32%	39 23%	47 36%	78 30%	40 30%	6 13%	66 26%
Somewhat no	71 17%	38 18%	33 16%	20 17%	18 16%	22 22%	11 14%	21 14%	38 23%	11 12%	22 15%	14 23%	32 18%	22 19%	22 13%	27 21%	45 17%	25 19%	4 8%	37 15%
Definitely no	51 12%	26 13%	25 12%	10 8%	10 9%	11 11%	21 25%	15 10%	20 12%	17 17%	15 11%	8 14%	26 14%	15 13%	17 10%	20 15%	33 13%	15 11%	2 4%	28 11%
I am not familiar with this company	57 14%	25 12%	32 16%	23 20% Ei	7 6%	7 7%	20 24%	21 14%	18 11%	18 19%	33 23% M	7 12% m	7 4%	9 8%	24 14%	24 18% n	30 11%	18 13%	5 10%	26 11%
Sigma	412 100%	209 100%	204 100%	116 100%	113 100%	99 100%	84 100%	152 100%	165 100%	95 100%	145 100%	60 100%	185 100%	115 100%	166 100%	131 100%	260 100%	132 100%	45 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 439

CMP01_94 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Energy
 ExxonMobil

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	160	246	163	122	68	53	145	165	96	220	49	110	122	138	146	220	168	44	218
Weighted Base	379	176*	204	128*	113*	79*	59*	139*	164*	76*	128	50*	180*	118*	135*	127*	238	127*	56*	226
Definitely/Somewhat Yes (Net)	242 64%	121 69%	121 60%	77 60%	73 64%	56 71%	35 60%	102 73% J	101 61%	40 52%	84 65%	32 65%	115 64%	69 58%	91 67%	83 65%	157 66%	77 61%	40 72%	158 70%
Definitely yes	127 33%	68 39%	59 29%	33 26%	43 38% d	27 34%	23 40%	51 36%	59 36%	17 23%	39 30%	18 36%	65 36%	40 34%	46 34%	41 32%	90 38% r	34 27%	22 39%	83 37%
Somewhat yes	115 30%	52 30%	63 31%	44 35%	30 26%	29 37%	12 20%	51 36%	42 25%	23 30%	45 35%	14 28%	50 28%	29 25%	45 33%	42 33%	67 28%	43 34%	18 33%	75 33%
Definitely/Somewhat No (Net)	103 27%	46 26%	57 28%	34 26%	31 27%	21 26%	18 30%	23 16%	54 33% H	26 34% H	28 22%	13 26%	57 32%	40 34%	34 25%	29 23%	68 29%	30 23%	15 27%	53 23%
Somewhat no	61 16%	24 14%	37 18%	22 17%	21 18%	12 15%	7 12%	13 9%	35 22% H	13 18%	13 10%	7 14%	38 21% k	24 20%	19 14%	19 15%	42 18%	17 14%	9 17%	31 14%
Definitely no	41 11%	22 12%	20 10%	12 9%	10 9%	8 11%	11 18%	10 7%	19 11%	13 16% h	15 12%	6 12%	19 11%	16 14%	15 11%	10 8%	25 11%	12 10%	6 10%	22 10%
I am not familiar with this company	35 9%	9 5%	25 12% b	17 13% i	9 8%	2 3%	6 10%	15 11%	9 6%	10 14%	16 13% M	5 10%	8 5%	9 8%	11 8%	15 12%	13 5%	20 16% Q	1 2%	15 7%
Sigma	379 100%	176 100%	204 100%	128 100%	113 100%	79 100%	59 100%	139 100%	164 100%	76 100%	128 100%	50 100%	180 100%	118 100%	135 100%	127 100%	238 100%	127 100%	56 100%	226 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 440

CMP01_95 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Energy
 Royal Dutch Shell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	161	240	165	115	64	57	134	165	102	224	57	94	129	147	125	205	187	35	221
Weighted Base	408	215*	193	123*	102*	92*	92*	133*	185*	90*	134	68*	178*	141*	145*	123*	214	188*	48**	248
Definitely/Somewhat Yes (Net)	167 41%	103 48% C	63 33%	40 33%	51 50% D	33 36%	42 46%	62 46%	64 35%	41 46%	44 33%	29 42%	89 50% K	64 46%	47 33%	55 45%	94 44%	72 38%	30 61%	111 45%
Definitely yes	76 19%	50 23% c	27 14%	15 12%	30 29% Df	12 13%	20 22%	28 21%	27 15%	22 24%	17 13%	12 18%	43 24% k	31 22%	23 16%	22 18%	48 22%	29 15%	15 31%	57 23%
Somewhat yes	90 22%	54 25%	37 19%	25 20%	21 21%	22 24%	22 24%	34 25%	37 20%	20 22%	27 20%	16 24%	45 25%	33 24%	24 17%	33 27%	46 21%	43 23%	15 31%	55 22%
Definitely/Somewhat No (Net)	106 26%	73 34% C	33 17%	38 31%	26 26%	22 24%	20 21%	31 23%	57 31%	18 20%	31 23%	17 25%	54 31%	38 27%	34 24%	34 27%	63 30%	39 21%	13 27%	63 25%
Somewhat no	57 14%	43 20% C	14 7%	22 18%	19 18%	9 10%	7 7%	14 10%	39 21% HJ	5 5%	11 8%	6 9%	40 22% K	20 14%	24 17%	13 10%	37 17%	20 11%	7 15%	44 18%
Definitely no	49 12%	30 14%	19 10%	16 13%	8 7%	12 13%	13 14%	17 13%	18 10%	13 14%	21 15%	10 15%	15 8%	18 12%	10 7%	21 17% o	26 12%	19 10%	6 13%	19 8%
I am not familiar with this company	136 33%	39 18%	97 50% B	44 36%	25 24%	37 40%	30 33%	41 31%	64 35%	31 35%	59 44% M	23 33%	35 19%	39 28%	63 44% NP	34 28%	57 27%	77 41% Q	5 11%	74 30%
Sigma	408 100%	215 100%	193 100%	123 100%	102 100%	92 100%	92 100%	133 100%	185 100%	90 100%	134 100%	68 100%	178 100%	141 100%	145 100%	123 100%	214 100%	188 100%	48 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 441

CMP01_96 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Energy
 BP

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	158	251	165	110	66	68	140	179	90	235	50	101	133	144	132	217	182	40	218
Weighted Base	418	204*	214	113*	125*	90*	90*	145*	196*	77*	138	60**	192*	154*	159*	105*	247	165*	72**	254
Definitely/Somewhat Yes (Net)	236 56%	132 65% C	104 49%	60 53%	87 70% DF	41 46%	48 53%	84 58%	114 58%	38 49%	67 49%	29 48%	129 67% K	87 57%	100 63% P	49 47%	152 61%	84 51%	55 76%	156 61%
Definitely yes	121 29%	72 35% c	50 23%	29 26%	56 45% DFG	16 18%	20 22%	47 32%	51 26%	23 30%	37 27%	10 16%	68 36%	55 36% P	44 28%	22 21%	81 33%	40 24%	34 48%	89 35%
Somewhat yes	115 27%	61 30%	54 25%	31 27%	31 25%	25 28%	28 31%	37 26%	63 32%	15 19%	31 22%	19 32%	61 32%	32 21%	56 35% n	27 25%	71 29%	43 26%	20 28%	66 26%
Definitely/Somewhat No (Net)	106 25%	52 25%	54 25%	27 24%	28 23%	29 33%	21 24%	38 26%	53 27%	15 20%	39 29%	18 30%	44 23%	41 27%	36 22%	30 28%	69 28%	33 20%	12 17%	63 25%
Somewhat no	70 17%	38 18%	33 15%	18 16%	22 18%	14 15%	17 19%	28 19%	34 17%	8 10%	23 16%	11 19%	33 17%	28 18%	27 17%	16 15%	49 20%	18 11%	8 11%	47 18%
Definitely no	36 9%	14 7%	22 10%	10 8%	6 5%	16 18% eg	5 5%	10 7%	19 10%	7 9%	17 12%	6 11%	11 6%	13 8%	9 6%	14 13%	20 8%	14 9%	4 5%	16 6%
I am not familiar with this company	76 18%	20 10%	56 26% B	26 23% E	9 8%	19 21% e	21 23% E	23 16%	30 15%	24 31% hl	31 23% M	13 22%	19 10%	26 17%	24 15%	26 25%	26 11%	48 29% Q	5 7%	35 14%
Sigma	418 100%	204 100%	214 100%	113 100%	125 100%	90 100%	90 100%	145 100%	196 100%	77 100%	138 100%	60 100%	192 100%	154 100%	159 100%	105 100%	247 100%	165 100%	72 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 442

CMP01_97 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery

McDonald's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	156	253	165	129	65	50	150	176	83	232	44	109	120	144	145	225	169	42	223
Weighted Base	407	199*	208	128*	134*	76*	68**	154*	197*	56*	140	45**	199*	130*	162*	114*	253	141*	53**	256
Definitely/Somewhat Yes (Net)	274 67%	137 69%	136 66%	80 63%	99 74%	57 75%	38 56%	111 72%	123 62%	40 71%	105 75%	27 60%	128 64%	94 72%	108 67%	72 63%	171 68%	94 66%	41 76%	172 67%
Definitely yes	159 39%	74 37%	85 41%	44 35%	58 43%	28 37%	28 41%	65 42%	65 33%	28 50%	67 48%	22 49%	60 30%	58 44%	54 33%	46 41%	108 43%	47 33%	20 37%	100 39%
Somewhat yes	115 28%	64 32%	52 25%	36 28%	41 30%	29 38%	10 14%	46 30%	58 29%	12 21%	39 28%	5 11%	68 34%	36 27%	54 33%	26 22%	63 25%	47 33%	21 39%	71 28%
Definitely/Somewhat No (Net)	112 28%	50 25%	62 30%	35 27%	28 21%	19 25%	30 44%	33 22%	65 33%	14 25%	30 22%	14 32%	61 31%	33 25%	48 30%	31 27%	74 29%	37 26%	12 23%	73 29%
Somewhat no	61 15%	30 15%	31 15%	19 15%	19 14%	9 12%	14 20%	18 12%	38 19%	5 9%	15 11%	10 23%	34 17%	20 16%	25 16%	15 13%	43 17%	18 13%	7 12%	51 20%
Definitely no	51 13%	20 10%	31 15%	16 12%	8 6%	10 13%	17 24%	15 10%	27 14%	9 16%	15 11%	4 9%	27 14%	13 10%	23 14%	15 14%	31 12%	19 13%	6 11%	22 8%
I am not familiar with this company	21 5%	11 6%	10 5%	13 10%	8 6%	- -	- -	9 6%	9 5%	3 4%	4 3%	3 8%	10 5%	4 3%	6 4%	11 10%	8 3%	11 8%	* 1%	11 4%
Sigma	407 100%	199 100%	208 100%	128 100%	134 100%	76 100%	68 100%	154 100%	197 100%	56 100%	140 100%	45 100%	199 100%	130 100%	162 100%	114 100%	253 100%	141 100%	53 100%	256 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 443

CMP01_98 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery

Starbucks

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	158	242	163	123	62	52	131	165	104	216	47	114	141	128	131	216	171	34	212
Weighted Base	405	206*	199	114*	127*	80*	84**	139*	177*	89*	112	55**	217*	141*	141*	123*	238	148*	58**	248
Definitely/Somewhat Yes (Net)	259 64%	123 60%	136 68%	72 63%	100 79% Df	49 61%	39 47%	99 72% J	115 65%	45 51%	72 64%	36 66%	140 65%	82 59%	107 76% NP	70 56%	174 73% R	78 53%	36 62%	173 70%
Definitely yes	139 34%	69 34%	70 35%	39 34%	54 43%	26 33%	20 24%	53 38%	65 37%	21 24%	31 28%	17 30%	85 39% k	51 36%	57 41% p	31 25%	108 45% R	27 18%	23 40%	93 38%
Somewhat yes	120 30%	54 26%	67 33%	33 29%	45 36%	23 28%	19 23%	46 33%	50 28%	24 26%	41 36% m	20 36%	54 25%	32 23%	50 36%	38 31%	66 28%	51 35%	12 21%	79 32%
Definitely/Somewhat No (Net)	129 32%	73 35%	57 28%	36 32% e	23 18%	31 39% E	39 46%	38 27%	58 33%	34 38%	34 30%	19 34%	74 34%	54 39% O	26 18%	49 40% O	61 26%	58 39% q	22 38%	75 30%
Somewhat no	61 15%	32 16%	29 14%	18 16%	15 12%	12 15%	16 19%	14 10%	34 19%	13 15%	15 13%	7 13%	38 18%	29 21% o	12 9%	20 16%	33 14%	22 15%	13 23%	36 14%
Definitely no	69 17%	41 20%	28 14%	18 16%	9 7%	19 24% E	23 27%	24 18%	24 14%	21 23%	19 17%	12 22%	35 16%	25 18%	14 10%	30 24% O	28 12%	36 24% Q	9 16%	39 16%
I am not familiar with this company	16 4%	10 5%	6 3%	6 5%	4 3%	* *	6 7%	1 1%	4 2%	10 11% Hl	6 6% m	-	3 2%	4 3%	8 5%	4 3%	3 1%	12 8% Q	-	1 *
Sigma	405 100%	206 100%	199 100%	114 100%	127 100%	80 100%	84 100%	139 100%	177 100%	89 100%	112 100%	55 100%	217 100%	141 100%	141 100%	123 100%	238 100%	148 100%	58 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 444

CMP01_99 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery

Chipotle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	161	243	177	100	80	47	148	168	88	226	36	116	120	135	149	222	168	44	221
Weighted Base	414	208*	206	136	95*	131*	53**	161*	176*	77*	126	45**	216*	121*	151*	142*	263	143*	56**	268
Definitely/Somewhat Yes (Net)	237 57%	113 54%	124 60%	89 66% F	69 72% F	56 43%	23 43%	115 71% J	93 53%	30 38%	73 58%	31 68%	118 54%	54 45%	119 79% NP	63 45%	154 59%	78 54%	43 76%	155 58%
Definitely yes	116 28%	52 25%	64 31%	38 28%	30 31%	31 23%	17 32%	57 35% J	49 28% J	10 13%	37 30%	14 30%	61 28%	22 18%	68 45% NP	26 18%	71 27%	44 31%	17 31%	78 29%
Somewhat yes	121 29%	61 29%	60 29%	51 37% F	39 41% F	26 20%	5 10%	58 36%	44 25%	19 25%	36 29%	18 39%	57 26%	32 27%	51 34%	38 26%	84 32%	34 23%	25 45%	77 29%
Definitely/Somewhat No (Net)	130 31%	72 35%	58 28%	32 24%	21 22%	58 45% DE	19 36%	32 20%	68 39% H	30 38% H	31 25%	12 27%	79 37% k	56 46% O	24 16%	50 35% O	82 31%	47 33%	11 20%	87 33%
Somewhat no	91 22%	53 26%	38 18%	25 19%	14 15%	46 35% DE	6 12%	24 15%	47 26% h	21 27%	21 17%	6 14%	62 29% K	34 28% O	16 10%	41 29% O	56 21%	35 25%	6 10%	61 23%
Definitely no	39 9%	19 9%	20 10%	7 5%	7 7%	12 9%	13 24%	8 5%	22 12% h	9 12%	11 8%	6 12%	17 8%	21 18% OP	9 6%	9 6%	27 10%	12 9%	6 10%	27 10%
I am not familiar with this company	47 11%	23 11%	24 12%	14 10%	5 6%	16 12%	11 22%	14 9%	15 9%	18 23% HI	21 17% m	2 5%	19 9%	11 9%	7 5%	29 20% nO	26 10%	18 13%	3 5%	26 10%
Sigma	414 100%	208 100%	206 100%	136 100%	95 100%	131 100%	53 100%	161 100%	176 100%	77 100%	126 100%	45 100%	216 100%	121 100%	151 100%	142 100%	263 100%	143 100%	56 100%	268 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 445

CMP01_100 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery

Chick-fil-A

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	150	249	164	107	72	56	135	163	101	204	58	112	111	139	149	221	166	27	212
Weighted Base	462	209*	254	138*	101*	118*	105*	142*	215*	106*	130	78*	222*	113*	182*	167*	262	187*	40**	276
Definitely/Somewhat Yes (Net)	302 65%	143 68%	160 63%	97 70%	74 73%	68 57%	64 61%	109 77% J	141 66% j	53 50%	83 64%	58 74%	144 65%	79 70% p	135 74% P	88 53%	189 72% r	112 60%	30 74%	190 69%
Definitely yes	149 32%	67 32%	82 32%	46 33%	31 31%	40 34%	31 30%	53 37% j	72 34%	24 23%	40 31%	27 35%	75 34%	34 30%	70 39%	44 27%	86 33%	62 33%	11 26%	104 38%
Somewhat yes	154 33%	76 36%	78 31%	51 37%	42 42% f	28 24%	33 31%	56 40%	69 32%	29 27%	43 33%	31 39%	69 31%	45 39%	65 36%	44 26%	102 39% r	50 27%	19 47%	86 31%
Definitely/Somewhat No (Net)	112 24%	42 20%	70 28%	29 21%	23 23%	34 29%	26 25%	27 19%	56 26%	29 28%	31 24%	14 18%	63 28%	29 26%	31 17%	52 31% o	58 22%	50 27%	9 22%	63 23%
Somewhat no	62 13%	28 13%	34 13%	22 16%	11 11%	17 14%	12 11%	16 12%	32 15%	13 13%	17 13%	4 5%	38 17%	21 19% O	13 7%	28 17% o	33 13%	26 14%	9 22%	38 14%
Definitely no	50 11%	14 7%	37 14% b	7 5%	12 12%	17 14% d	14 14%	11 8%	24 11%	16 15%	14 11%	10 13%	25 11%	8 7%	18 10%	24 14%	25 9%	24 13%	-	26 9%
I am not familiar with this company	47 10%	24 12%	23 9%	12 9%	4 4%	17 14% e	15 14%	6 4%	18 8%	24 23% H	16 13%	6 8%	15 7%	5 5%	15 8%	27 16% N	16 6%	25 13% q	2 5%	22 8%
Sigma	462 100%	209 100%	254 100%	138 100%	101 100%	118 100%	105 100%	142 100%	215 100%	106 100%	130 100%	78 100%	222 100%	113 100%	182 100%	167 100%	262 100%	187 100%	40 100%	276 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 446

CMP01_101 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery

Domino's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	158	251	171	112	59	67	151	158	100	214	58	109	121	133	155	201	184	44	209
Weighted Base	395	182*	213	111*	104*	93*	87*	143*	158*	94*	115	68*	187*	140*	130*	124*	202	176*	49**	230
Definitely/Somewhat Yes (Net)	303 77%	152 84% C	151 71%	80 72%	82 79%	82 89% DG	58 67%	119 83%	117 74%	68 72%	92 79%	47 69%	149 80%	113 81%	100 77%	90 72%	169 84% R	121 69%	42 86%	183 80%
Definitely yes	157 40%	77 42%	80 38%	42 38%	43 41%	35 38%	37 42%	71 50% J	61 39%	25 26%	58 50% Lm	19 28%	69 37%	54 38%	54 42%	49 39%	80 40%	71 40%	20 40%	79 34%
Somewhat yes	146 37%	76 42%	71 33%	38 34%	39 38%	48 51% dG	22 25%	47 33%	56 36%	43 46%	34 30%	28 41%	80 43% k	60 43%	46 35%	41 33%	89 44% R	50 28%	23 46%	104 45%
Definitely/Somewhat No (Net)	76 19%	26 15%	49 23%	26 23% F	19 19% F	4 5%	26 30% F	19 14%	33 21%	23 25%	18 16%	16 24%	37 20%	25 17%	24 19%	27 22%	29 14%	44 25% q	6 13%	43 19%
Somewhat no	44 11%	13 7%	31 15% b	16 14% F	9 8%	1 1%	19 22% eF	8 6%	26 16% H	10 11%	8 7%	9 14%	24 13%	20 14%	10 8%	14 11%	19 10%	22 13%	4 8%	26 11%
Definitely no	31 8%	13 7%	18 8%	10 9%	11 10%	3 3%	7 8%	11 8%	7 4%	13 14%	10 9%	7 10%	13 7%	4 3%	14 11% n	13 10% n	9 5%	22 12% Q	3 5%	17 8%
I am not familiar with this company	16 4%	3 2%	13 6%	5 4%	3 2%	6 7%	2 3%	5 3%	7 5%	3 3%	6 5% m	5 8% M	2 1%	2 2%	6 5%	7 6%	4 2%	10 6%	* 1%	3 1%
Sigma	395 100%	182 100%	213 100%	111 100%	104 100%	93 100%	87 100%	143 100%	158 100%	94 100%	115 100%	68 100%	187 100%	140 100%	130 100%	124 100%	202 100%	176 100%	49 100%	230 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 447

CMP01_102 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery

Burger King

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	162	251	182	107	65	59	135	174	104	224	61	106	128	153	132	211	187	33	229
Weighted Base	391	187*	203	144	91*	93*	63*	119*	193*	79*	121	69*	182*	121*	152*	118*	211	168*	37**	236
Definitely/Somewhat Yes (Net)	250 64%	123 66%	127 63%	79 55%	66 72% D	66 71%	39 62%	83 70%	112 58%	55 70%	78 65%	47 68%	116 64%	84 69%	95 63%	71 60%	140 67%	107 64%	26 69%	152 64%
Definitely yes	133 34%	55 29%	78 38%	43 30%	41 45% d	29 32%	20 32%	45 37%	61 32%	27 35%	46 38%	23 33%	58 32%	41 34%	59 39%	33 28%	78 37%	54 32%	14 37%	71 30%
Somewhat yes	118 30%	68 36% c	50 24%	37 26%	25 28%	37 40%	19 30%	39 32%	51 27%	28 35%	33 27%	24 35%	58 32%	44 36%	36 24%	38 32%	62 29%	53 31%	12 32%	81 34%
Definitely/Somewhat No (Net)	118 30%	55 29%	64 31%	52 37% e	21 23%	22 24%	23 36%	25 21%	72 37% H	21 27%	34 28%	17 25%	58 32%	32 26%	44 29%	42 36%	60 28%	51 30%	8 21%	68 29%
Somewhat no	67 17%	32 17%	35 17%	32 22%	15 17%	12 13%	8 13%	16 14%	45 23% J	6 8%	16 13%	11 16%	37 20%	19 16%	29 19%	20 17%	39 19%	26 15%	7 20%	44 19%
Definitely no	51 13%	23 12%	28 14%	21 15%	6 6%	10 11%	15 23% E	9 7%	27 14%	15 20% H	18 15%	7 10%	21 12%	13 11%	15 10%	22 19%	20 10%	25 15%	1 2%	24 10%
I am not familiar with this company	22 6%	9 5%	12 6%	12 8%	4 5%	4 5%	1 2%	11 9%	9 4%	2 3%	9 7%	4 6%	7 4%	5 4%	12 8%	5 4%	10 5%	11 6%	3 9%	16 7%
Sigma	391 100%	187 100%	203 100%	144 100%	91 100%	93 100%	63 100%	119 100%	193 100%	79 100%	121 100%	69 100%	182 100%	121 100%	152 100%	118 100%	211 100%	168 100%	37 100%	236 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 448

CMP01_103 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery

Pizza Hut

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	150	255	181	114	57	53	142	181	82	216	56	107	114	159	132	212	179	44	217
Weighted Base	384	159*	225	133	100*	81*	71**	137*	176*	71*	124	61*	180*	104*	166*	114*	217	158*	58**	238
Definitely/Somewhat Yes (Net)	261 68%	106 67%	155 69%	86 64%	73 73%	59 73%	43 61%	93 68%	122 69%	45 64%	86 70%	38 63%	123 69%	78 75% P	118 71% P	65 57%	150 69%	105 66%	33 57%	165 69%
Definitely yes	139 36%	54 34%	85 38%	45 34%	35 35%	34 43%	24 34%	46 33%	70 40%	23 32%	45 37% L	11 17%	76 42% L	38 37%	68 41%	32 28%	82 38%	55 35%	20 35%	95 40%
Somewhat yes	122 32%	52 33%	70 31%	41 31%	37 37%	25 31%	19 27%	47 34%	52 30%	23 32%	41 33%	28 45% M	48 27%	39 38%	50 30%	33 29%	68 31%	50 32%	12 22%	70 29%
Definitely/Somewhat No (Net)	103 27%	41 26%	61 27%	38 29%	19 19%	19 24%	27 38%	32 23%	49 28%	22 31%	30 24%	18 30%	49 27%	19 18%	40 24%	45 39% No	52 24%	48 30%	16 28%	57 24%
Somewhat no	69 18%	25 16%	43 19%	22 17%	11 11%	13 16%	23 33%	24 17%	38 22%	7 10%	18 15%	11 18%	35 20%	14 13%	26 16%	29 25%	43 20%	26 16%	15 26%	42 18%
Definitely no	34 9%	16 10%	18 8%	16 12%	8 8%	6 8%	4 6%	8 6%	11 6%	14 20% HI	12 9%	7 11%	14 8%	5 5%	13 8%	16 14% n	9 4%	22 14% Q	2 3%	15 7%
I am not familiar with this company	21 5%	12 7%	9 4%	9 7%	9 9%	2 3%	* 1%	12 9% I	5 3%	4 6%	8 6%	5 8%	7 4%	8 8%	8 5%	5 4%	15 7%	5 3%	9 15%	16 7%
Sigma	384 100%	159 100%	225 100%	133 100%	100 100%	81 100%	71 100%	137 100%	176 100%	71 100%	124 100%	61 100%	180 100%	104 100%	166 100%	114 100%	217 100%	158 100%	58 100%	238 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 449

CMP01_104 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery

Papa John's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	162	250	163	116	69	64	142	164	106	214	74	108	129	145	138	220	181	41	236
Weighted Base	430	208*	221	127*	103*	97*	103*	145*	183*	101*	129	92*	193*	132*	159*	138*	239	179*	48**	259
Definitely/Somewhat Yes (Net)	289 67%	137 66%	152 69%	83 65%	81 79% dF	55 57%	71 69%	109 75% J	125 68%	56 55%	87 68%	61 66%	133 69%	93 71%	113 71%	83 60%	165 69%	118 66%	40 84%	177 68%
Definitely yes	151 35%	62 30%	89 40%	35 27%	46 44% D	33 34%	38 37%	60 41%	61 33%	31 31%	51 39%	33 35%	65 34%	51 39% p	69 43% P	31 23%	95 40%	56 31%	22 46%	98 38%
Somewhat yes	138 32%	75 36%	63 28%	48 38% f	35 34%	21 22%	33 32%	49 34%	64 35%	25 25%	37 29%	28 31%	67 35%	42 32%	44 28%	52 38%	70 29%	62 35%	18 38%	79 31%
Definitely/Somewhat No (Net)	111 26%	58 28%	53 24%	32 25%	19 18%	32 33%	28 27%	29 20%	46 25%	36 35% h	29 23%	24 26%	53 27%	33 25%	34 21%	43 31%	62 26%	45 25%	6 13%	67 26%
Somewhat no	67 16%	35 17%	32 14%	19 15%	12 11%	18 19%	18 17%	18 12%	32 18%	17 17%	17 13%	12 14%	37 19%	16 12%	15 9%	36 26% NO	36 15%	28 16%	5 10%	46 18%
Definitely no	44 10%	23 11%	21 9%	13 10%	7 7%	13 14%	11 10%	11 8%	14 8%	19 19% hi	12 9%	12 13%	16 8%	17 13%	19 12%	7 5%	26 11%	17 10%	1 3%	21 8%
I am not familiar with this company	30 7%	13 6%	17 8%	12 9%	3 3%	10 11%	4 4%	8 5%	13 7%	9 9%	12 10%	7 8%	8 4%	6 4%	13 8%	12 8%	12 5%	15 9%	1 3%	14 6%
Sigma	430 100%	208 100%	221 100%	127 100%	103 100%	97 100%	103 100%	145 100%	183 100%	101 100%	129 100%	92 100%	193 100%	132 100%	159 100%	138 100%	239 100%	179 100%	48 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 450

CMP01_105 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery

Little Caesars

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	154	254	177	105	68	58	148	168	92	218	55	107	126	148	134	198	198	43	230
Weighted Base	412	185*	227	126	99*	106*	81*	140*	176*	96*	138	68*	183*	138*	156*	118*	217	182*	63**	241
Definitely/Somewhat Yes (Net)	261 63%	110 60%	151 67%	83 65%	69 70%	64 61%	45 56%	103 73% I	101 57%	58 60%	86 62%	39 57%	126 69%	78 57%	104 67%	79 67%	149 69%	105 58%	40 63%	158 66%
Definitely yes	118 29%	49 26%	69 30%	46 36% G	24 24%	35 33%	13 16%	42 30%	48 27%	27 29%	39 28%	14 21%	61 33%	42 31%	39 25%	36 31%	65 30%	48 27%	16 26%	76 32%
Somewhat yes	144 35%	61 33%	83 36%	37 29%	45 46% Df	30 28%	32 39%	61 43% I	53 30%	30 31%	47 34%	24 36%	65 35%	36 26%	65 41% n	43 36%	84 39%	57 31%	23 37%	82 34%
Definitely/Somewhat No (Net)	112 27%	51 27%	61 27%	28 22%	22 22%	37 35%	24 30%	24 17%	55 31% H	33 34% H	34 25%	26 38%	42 23%	44 32%	41 26%	27 22%	53 24%	53 29%	17 27%	61 25%
Somewhat no	66 16%	27 15%	39 17%	18 14%	16 16%	20 19%	12 15%	18 13%	31 17%	18 18%	23 16%	14 21%	25 14%	28 20%	24 15%	15 13%	30 14%	34 19%	14 22%	38 16%
Definitely no	46 11%	24 13%	22 10%	10 8%	6 6%	18 17%	12 15%	6 5%	24 14% H	15 16% H	11 8%	12 17%	17 9%	17 12%	17 11%	12 10%	23 10%	19 11%	3 5%	23 10%
I am not familiar with this company	39 9%	24 13%	15 7%	15 12%	8 8%	4 4%	11 14%	13 9%	20 11%	6 6%	18 13%	3 5%	15 8%	15 11%	11 7%	13 11%	15 7%	24 13%	7 10%	22 9%
Sigma	412 100%	185 100%	227 100%	126 100%	99 100%	106 100%	81 100%	140 100%	176 100%	96 100%	138 100%	68 100%	183 100%	138 100%	156 100%	118 100%	217 100%	182 100%	63 100%	241 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 451

CMP01_106 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery
 Shake Shack

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	157	244	155	120	70	56	128	173	100	216	55	104	115	128	158	211	181	38	220
Weighted Base	408	182*	226	119*	110*	108*	71*	136*	175*	97*	131	63*	189*	119*	141*	147*	230	172*	48**	252
Definitely/Somewhat Yes (Net)	193 47%	89 49%	104 46%	59 50%	57 52%	51 47%	26 36%	85 63% I	80 46% J	28 29%	60 46%	33 53%	94 49%	51 43%	82 58% nP	61 41%	115 50%	77 45%	34 71%	136 54%
Definitely yes	96 24%	38 21%	57 25%	33 28% f	30 27% f	15 14%	18 25%	41 31%	35 20%	20 20%	31 24%	15 24%	45 24%	25 21%	40 28%	31 21%	56 24%	40 24%	18 39%	64 26%
Somewhat yes	98 24%	51 28%	47 21%	26 22%	27 25%	36 34% G	8 11%	44 32% J	45 26% J	9 9%	29 22%	18 29%	49 26%	26 22%	42 30%	29 20%	59 26%	36 21%	16 33%	71 28%
Definitely/Somewhat No (Net)	130 32%	69 38%	61 27%	35 29%	29 26%	38 35%	29 41%	29 21%	56 32%	45 46% Hi	33 25%	18 29%	69 37% k	46 39% o	36 25%	48 33%	77 33%	51 29%	6 14%	82 32%
Somewhat no	58 14%	28 15%	30 13%	21 18%	13 12%	13 12%	11 15%	12 9%	33 19% h	13 14%	10 8%	10 16%	36 19% K	20 16%	16 12%	22 15%	37 16%	21 12%	4 9%	40 16%
Definitely no	72 18%	41 22%	31 14%	14 11%	16 14%	24 23%	18 25% d	17 12%	23 13%	32 33% Hi	22 17%	8 13%	33 17%	27 22%	19 14%	26 18%	40 17%	30 17%	2 4%	42 17%
I am not familiar with this company	84 21%	24 13%	60 27% B	25 21%	24 22%	19 18%	17 23%	22 16%	39 22%	24 24%	38 29% M	11 18%	26 14%	22 19%	24 17%	39 26%	38 17%	44 26%	7 15%	35 14%
Sigma	408 100%	182 100%	226 100%	119 100%	110 100%	108 100%	71 100%	136 100%	175 100%	97 100%	131 100%	63 100%	189 100%	119 100%	141 100%	147 100%	230 100%	172 100%	48 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 452

CMP01_107 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery
 DoorDash

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	398	158	240	152	128	72	46	133	162	103	220	56	99	127	125	146	216	165	33	217
Weighted Base	394	191*	203	107*	109*	109*	68**	123*	180*	90*	126	66*	176*	142*	124*	128*	226	148*	42**	241
Definitely/Somewhat Yes (Net)	270 69%	128 67%	142 70%	76 71%	77 71%	75 69%	41 61%	94 76% J	125 69%	52 58%	72 57%	49 74% k	131 74% K	98 69%	88 71%	84 66%	164 73%	95 64%	31 74%	163 68%
Definitely yes	143 36%	63 33%	80 39%	37 34%	46 43%	45 41%	15 21%	55 45% j	62 34%	25 28%	41 32%	19 29%	77 44%	50 35%	48 39%	45 35%	98 43% R	41 28%	22 53%	86 36%
Somewhat yes	127 32%	66 34%	62 31%	39 36%	31 29%	30 28%	27 39%	38 31%	63 35%	27 30%	31 25%	30 46% K	54 31%	48 34%	40 33%	40 31%	67 29%	54 36%	9 21%	77 32%
Definitely/Somewhat No (Net)	72 18%	39 20%	33 16%	22 20%	23 21%	20 18%	8 11%	18 14%	38 21%	16 18%	30 24%	8 13%	30 17%	22 15%	23 18%	27 21%	36 16%	28 19%	5 11%	48 20%
Somewhat no	41 10%	25 13%	16 8%	16 15%	12 11%	9 8%	5 7%	11 9%	24 13%	6 7%	14 11%	4 6%	22 12%	15 10%	12 10%	14 11%	20 9%	15 10%	3 7%	32 13%
Definitely no	31 8%	14 7%	17 8%	6 5%	11 10%	11 10%	3 4%	7 6%	14 8%	10 11%	15 12% m	5 7%	9 5%	7 5%	11 9%	13 10%	16 7%	13 9%	2 4%	16 7%
I am not familiar with this company	52 13%	24 12%	28 14%	10 9%	9 8%	14 13%	19 28%	12 10%	18 10%	22 25% HI	25 19% M	13 13%	14 8%	23 16%	13 10%	16 13%	26 11%	25 17%	6 14%	29 12%
Sigma	394 100%	191 100%	203 100%	107 100%	109 100%	109 100%	68 100%	123 100%	180 100%	90 100%	126 100%	66 100%	176 100%	142 100%	124 100%	128 100%	226 100%	148 100%	42 100%	241 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 453

CMP01_108 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery
 GrubHub

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	149	253	176	102	63	61	140	164	98	216	62	94	135	121	146	216	173	37	228
Weighted Base	397	186*	211	129	99*	92*	76*	131*	183*	82*	125	68*	178*	147*	114*	135*	238	151*	50**	259
Definitely/Somewhat Yes (Net)	240 61%	114 61%	127 60%	82 64% G	69 70% G	60 65% G	29 38%	94 72% J	102 56%	44 54%	78 62%	45 66%	105 59%	92 63%	81 71% P	67 50%	148 62%	87 58%	30 60%	162 63%
Definitely yes	129 33%	62 33%	68 32%	46 36%	42 42% g	25 27%	17 22%	58 44% j	50 27%	22 26%	43 34%	24 35%	54 30%	41 28%	50 44% np	39 29%	77 32%	50 33%	16 33%	80 31%
Somewhat yes	111 28%	52 28%	59 28%	36 28%	27 28%	35 38% G	12 16%	36 28%	52 28%	23 28%	35 28%	21 30%	50 28%	52 35% p	31 27%	28 21%	72 30%	37 24%	14 28%	82 32%
Definitely/Somewhat No (Net)	97 24%	56 30% c	41 20%	31 24%	22 23%	21 23%	23 30%	18 14%	52 28% H	27 33% H	22 17%	18 26%	54 30% k	33 22%	22 19%	42 31%	66 28%	29 19%	15 30%	61 23%
Somewhat no	55 14%	34 18% c	21 10%	24 19%	10 10%	15 17%	5 7%	13 10%	28 15%	14 17%	7 5%	15 22% K	32 18% K	16 11%	14 12%	25 18%	42 18% R	11 7%	12 25%	40 15%
Definitely no	42 11%	21 11%	21 10%	7 5%	12 12%	6 6%	18 23% Df	5 4%	24 13% H	13 16% H	15 12%	3 4%	22 12%	17 11%	8 7%	17 13%	24 10%	18 12%	2 5%	21 8%
I am not familiar with this company	59 15%	17 9%	43 20% B	16 12%	8 8%	11 12%	25 33% DEF	19 15%	29 16%	11 13%	25 20% lm	6 9%	19 11%	22 15%	11 10%	26 19%	23 10%	34 23% Q	5 10%	36 14%
Sigma	397 100%	186 100%	211 100%	129 100%	99 100%	92 100%	76 100%	131 100%	183 100%	82 100%	125 100%	68 100%	178 100%	147 100%	114 100%	135 100%	238 100%	151 100%	50 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 454

CMP01_109 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Restaurants / Food Delivery
 Seamless

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	410	149	261	166	108	70	66	122	180	108	227	52	108	117	138	155	220	175	34	223
Weighted Base	444	201*	243	127*	109*	124*	84*	129*	197*	118*	141	61*	214*	131*	161*	152*	267	160*	38**	280
Definitely/Somewhat Yes (Net)	143 32%	71 35%	72 30%	49 39% fG	53 49% FG	29 23%	12 15%	63 49% IJ	50 26%	30 25%	45 32%	17 29%	76 36%	36 27%	60 37%	48 32%	91 34%	50 31%	29 75%	111 40%
Definitely yes	67 15%	23 12%	43 18%	18 14%	33 30% DFG	9 7%	7 9%	28 22%	25 13%	14 12%	19 14%	5 8%	41 19%	19 14%	37 23% P	11 7%	46 17%	20 13%	11 28%	50 18%
Somewhat yes	77 17%	48 24% C	29 12%	32 25% G	20 19% g	20 16%	5 6%	35 27% lj	26 13%	16 14%	26 18%	13 21%	36 17%	17 13%	23 14%	37 24%	45 17%	30 18%	18 46%	61 22%
Definitely/Somewhat No (Net)	118 27%	65 32%	54 22%	40 31%	21 19%	38 31%	20 23%	25 20%	60 31%	33 28%	32 22%	19 31%	67 31%	29 22%	49 31%	40 26%	77 29%	35 22%	8 21%	75 27%
Somewhat no	72 16%	43 21% c	29 12%	25 19% e	10 9%	29 23% e	8 10%	15 12%	46 23% hJ	11 9%	16 11%	12 19%	44 21%	21 16%	36 23% P	14 9%	53 20%	18 11%	3 8%	54 19%
Definitely no	46 10%	22 11%	25 10%	15 12%	11 10%	9 7%	11 13%	10 8%	14 7%	22 18% i	15 11%	7 11%	23 11%	7 6%	13 8%	26 17% No	23 9%	17 10%	5 13%	21 8%
I am not familiar with this company	183 41%	66 33%	117 48% B	38 30%	35 32%	58 46% d	52 62% DE	41 31%	86 44%	56 47%	65 46% m	25 41%	71 33%	67 51% O	52 32%	64 42%	99 37%	76 47%	2 5%	94 34%
Sigma	444 100%	201 100%	243 100%	127 100%	109 100%	124 100%	84 100%	129 100%	197 100%	118 100%	141 100%	61 100%	214 100%	131 100%	161 100%	152 100%	267 100%	160 100%	38 100%	280 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 455

CMP01_110 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Grocery
 Trader Joe's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	149	261	174	121	68	47	150	167	93	235	50	101	106	167	137	223	179	38	237
Weighted Base	375	162*	213	118*	111*	86*	59**	123*	182*	70*	125	56**	172*	104*	160*	112*	216	153*	45**	247
Definitely/Somewhat Yes (Net)	255 68%	109 67%	146 69%	79 67%	78 70%	59 69%	39 65%	89 72%	119 65%	47 67%	80 64%	39 70%	122 71%	64 62%	123 77% nP	68 61%	156 72%	97 63%	32 71%	172 70%
Definitely yes	126 33%	45 28%	80 38%	39 33%	37 33%	28 33%	21 35%	44 36%	57 31%	24 35%	41 33%	20 36%	55 32%	22 21%	68 42% N	36 32%	80 37%	44 29%	16 35%	79 32%
Somewhat yes	129 34%	64 39%	66 31%	40 34%	41 36%	31 36%	18 30%	45 36%	62 34%	22 32%	39 31%	19 34%	67 39%	42 40%	55 34%	32 29%	76 35%	53 35%	16 36%	93 38%
Definitely/Somewhat No (Net)	76 20%	40 25%	37 17%	24 20%	24 22%	18 20%	11 19%	21 17%	45 25%	11 16%	24 19%	14 24%	35 20%	23 22%	32 20%	21 19%	40 18%	34 22%	12 25%	49 20%
Somewhat no	40 11%	21 13%	19 9%	12 11%	16 15%	7 8%	4 7%	13 10%	25 13%	3 5%	9 7%	6 11%	24 14%	14 14%	16 10%	10 9%	25 12%	15 9%	10 22%	27 11%
Definitely no	36 10%	18 11%	18 8%	11 9%	8 7%	10 12%	7 12%	8 7%	20 11%	8 11%	15 12%	8 13%	11 6%	9 8%	16 10%	12 11%	14 7%	19 13%	2 3%	22 9%
I am not familiar with this company	44 12%	14 8%	30 14%	15 13%	10 9%	10 11%	9 16%	13 11%	18 10%	12 18%	21 17%	3 6%	16 9%	17 16% O	5 3%	22 20% O	20 9%	23 15%	2 4%	25 10%
Sigma	375 100%	162 100%	213 100%	118 100%	111 100%	86 100%	59 100%	123 100%	182 100%	70 100%	125 100%	56 100%	172 100%	104 100%	160 100%	112 100%	216 100%	153 100%	45 100%	247 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 456

CMP01_111 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Grocery
 Publix

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	418	154	264	178	114	78	48	141	163	114	227	48	121	122	144	152	213	196	43	217
Weighted Base	429	203*	225	139*	100*	123*	67**	145*	177*	107*	123	51**	224*	126*	153*	150*	231	189*	59**	244
Definitely/Somewhat Yes (Net)	250 58%	119 59%	131 58%	79 57%	68 68% f	63 51%	40 60%	88 61%	104 59%	58 54%	61 49%	33 64%	139 62% k	75 60%	92 60%	83 56%	149 64%	100 53%	47 80%	149 61%
Definitely yes	115 27%	45 22%	69 31%	33 23%	35 35%	29 24%	18 27%	45 31%	49 28%	20 19%	35 28%	15 30%	59 27%	35 27%	44 28%	37 24%	73 31%	42 22%	24 40%	75 31%
Somewhat yes	135 32%	74 36%	61 27%	47 34%	33 33%	34 27%	22 33%	43 30%	55 31%	38 35%	26 21%	17 34%	80 36% K	41 32%	48 31%	47 31%	76 33%	58 31%	23 39%	75 31%
Definitely/Somewhat No (Net)	90 21%	53 26% c	37 17%	27 19%	14 14%	33 27%	17 26%	30 21%	38 21%	23 21%	28 23%	3 5%	56 25%	33 26%	25 16%	32 22%	47 20%	38 20%	9 16%	58 24%
Somewhat no	51 12%	35 17% C	16 7%	18 13% e	5 5%	21 17% e	7 11%	14 10%	27 15%	11 10%	13 11%	2 4%	35 16%	20 16%	16 10%	15 10%	30 13%	18 9%	6 10%	34 14%
Definitely no	39 9%	18 9%	21 9%	9 6%	9 9%	11 9%	10 15%	16 11%	11 6%	12 11%	15 12%	1 1%	21 9%	13 10%	9 6%	17 11%	17 7%	20 11%	3 5%	24 10%
I am not familiar with this company	88 21%	31 15%	57 25% b	33 24%	18 18%	27 22%	10 14%	26 18%	36 20%	26 25%	34 28% M	16 31%	29 13%	18 14%	37 24%	34 23%	36 16%	51 27% Q	3 5%	36 15%
Sigma	429 100%	203 100%	225 100%	139 100%	100 100%	123 100%	67 100%	145 100%	177 100%	107 100%	123 100%	51 100%	224 100%	126 100%	153 100%	150 100%	231 100%	189 100%	59 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 457

CMP01_112 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Grocery
 Kroger

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	149	257	164	120	71	51	145	163	98	217	52	114	123	134	149	219	179	35	232
Weighted Base	399	186*	214	119*	109*	102*	69*	140*	175*	84*	127	57*	190*	115*	142*	142*	229	164*	50**	241
Definitely/Somewhat Yes (Net)	272 68%	139 75% c	133 62%	69 58%	87 80% Df	64 63%	51 73%	110 79% J	109 62%	52 63%	90 71%	35 62%	136 72%	77 67%	98 69%	96 68%	173 75% R	97 59%	44 88%	172 71%
Definitely yes	148 37%	78 42%	70 33%	36 30%	54 50% DF	28 27%	29 42%	62 44% i	54 31%	32 38%	59 46% L	14 25%	68 36%	34 29%	63 44% n	51 36%	88 38%	60 36%	28 55%	94 39%
Somewhat yes	124 31%	61 33%	63 30%	33 28%	33 30%	36 36%	22 31%	49 35%	55 31%	21 25%	31 25%	21 37%	68 36%	43 38%	35 25%	46 32%	85 37% R	38 23%	17 33%	78 32%
Definitely/Somewhat No (Net)	65 16%	28 15%	38 18%	27 23% Eg	8 7%	24 24% E	6 9%	12 8%	37 21% H	17 21% H	19 15%	14 25%	29 15%	19 16%	24 17%	23 16%	32 14%	32 20%	2 3%	33 14%
Somewhat no	39 10%	14 7%	25 12%	18 15% E	6 5%	10 10%	4 6%	7 5%	25 14% h	6 7%	9 7%	7 12%	20 10%	14 12%	11 8%	13 9%	18 8%	20 13%	2 3%	26 11%
Definitely no	27 7%	14 7%	13 6%	8 7%	2 2%	15 14% Eg	2 2%	4 3%	11 7%	11 14% H	10 8%	7 13% m	9 5%	5 4%	12 9%	10 7%	14 6%	12 7%	-	7 3%
I am not familiar with this company	62 16%	20 11%	43 20% b	23 19%	13 12%	14 13%	12 18%	18 13%	30 17%	14 17%	17 14%	8 14%	25 13%	19 17%	20 14%	23 16%	25 11%	34 21% Q	4 9%	36 15%
Sigma	399 100%	186 100%	214 100%	119 100%	109 100%	102 100%	69 100%	140 100%	175 100%	84 100%	127 100%	57 100%	190 100%	115 100%	142 100%	142 100%	229 100%	164 100%	50 100%	241 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 458

CMP01_113 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Grocery
 Whole Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	158	253	177	115	69	50	138	169	104	204	64	114	132	148	131	196	204	32	222
Weighted Base	420	210*	210	124	113*	115*	67**	124*	205*	92*	113	81*	200*	152*	147*	122*	208	205*	43**	258
Definitely/Somewhat Yes (Net)	298 71%	159 76%	138 66%	82 66%	89 79% d	89 78%	38 56%	99 80% ij	139 68%	60 65%	84 74%	59 73%	143 72%	99 66%	115 79% n	83 68%	156 75%	138 68%	32 74%	193 75%
Definitely yes	162 39%	87 41%	75 36%	45 36%	53 47%	38 33%	25 38%	47 38%	91 45% J	24 26%	52 46%	29 37%	71 36%	48 32%	73 50% Np	41 34%	85 41%	76 37%	22 51%	112 43%
Somewhat yes	136 32%	72 34%	63 30%	37 29%	36 32%	51 44% d	12 18%	52 42% l	47 23%	36 39% i	32 28%	29 36%	72 36%	51 34%	42 29%	42 34%	71 34%	62 30%	10 23%	81 31%
Definitely/Somewhat No (Net)	75 18%	25 12%	50 24% B	27 22%	20 17%	14 12%	15 22%	16 13%	44 22%	15 17%	15 14%	18 22%	34 17%	34 23% p	27 19%	14 11%	30 15%	45 22%	7 16%	47 18%
Somewhat no	46 11%	13 6%	32 15% B	17 14%	11 9%	9 8%	9 13%	6 5%	28 14% h	11 12%	5 5%	10 12%	29 14% K	22 15%	14 9%	10 8%	19 9%	27 13%	4 9%	30 12%
Definitely no	30 7%	12 6%	18 9%	9 8%	9 8%	5 5%	6 9%	10 8%	16 8%	4 5%	10 9% m	8 10% m	5 3%	12 8%	14 9%	4 3%	12 6%	18 9%	3 7%	17 7%
I am not familiar with this company	47 11%	26 12%	21 10%	16 13% e	5 4%	12 10%	15 22%	8 7%	22 11%	17 18% h	14 13%	4 5%	23 11%	18 12% O	4 3%	25 21% O	21 10%	21 10%	4 10%	18 7%
Sigma	420 100%	210 100%	210 100%	124 100%	113 100%	115 100%	67 100%	124 100%	205 100%	92 100%	113 100%	81 100%	200 100%	152 100%	147 100%	122 100%	208 100%	205 100%	43 100%	258 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 459

CMP01_114 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Grocery
 Aldi

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	153	248	168	101	75	57	147	160	94	224	54	100	120	153	128	226	165	37	219
Weighted Base	400	186*	214	130*	86*	106*	77*	137*	179*	83*	144	63*	172*	115*	166*	119*	239	152*	40**	228
Definitely/Somewhat Yes (Net)	257 64%	108 58%	149 70% b	82 63%	57 66%	68 64%	50 65%	97 71% J	118 66% j	42 50%	95 66%	44 70%	108 63%	82 72% P	112 67% p	63 53%	163 68%	92 61%	25 63%	144 63%
Definitely yes	131 33%	46 25%	85 40% B	49 38%	27 31%	32 30%	23 30%	46 34%	63 35%	22 26%	49 34%	20 32%	53 31%	37 32%	62 38%	32 27%	84 35%	46 30%	14 35%	77 34%
Somewhat yes	126 32%	62 33%	64 30%	32 25%	30 35%	36 34%	27 35%	51 37%	55 31%	20 24%	46 32%	24 38%	55 32%	45 39%	49 30%	32 26%	80 33%	46 30%	11 28%	68 30%
Definitely/Somewhat No (Net)	87 22%	53 28% C	35 16%	32 24%	19 22%	22 21%	15 19%	29 21%	35 20%	23 28%	25 18%	12 18%	47 27%	19 17%	40 24%	29 24%	56 23%	28 19%	14 34%	58 25%
Somewhat no	49 12%	27 15%	22 10% EG	27 21% EG	7 8%	10 10%	4 6%	21 15%	23 13%	6 7%	11 8%	6 9%	29 17% k	12 10%	23 14%	14 12%	29 12%	19 13%	11 28%	35 15%
Definitely no	38 10%	26 14% c	13 6%	5 4%	12 14% D	11 11%	10 13% d	8 6%	13 7%	17 21% HI	14 10%	6 9%	18 11%	7 6%	17 10%	15 12%	27 11%	9 6%	2 6%	23 10%
I am not familiar with this company	55 14%	25 14% c	30 14%	17 13%	10 11%	16 15%	12 16%	11 8%	26 14%	18 22% H	24 16%	7 12%	17 10%	14 12%	14 9%	27 23% O	20 8%	31 21% Q	1 3%	25 11%
Sigma	400 100%	186 100%	214 100%	130 100%	86 100%	106 100%	77 100%	137 100%	179 100%	83 100%	144 100%	63 100%	172 100%	115 100%	166 100%	119 100%	239 100%	152 100%	40 100%	228 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 460

CMP01_115 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Grocery
 Wegmans

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	148	254	166	113	68	55	150	155	97	215	56	103	117	140	145	211	177	41	214
Weighted Base	404	170*	235	130*	92*	101*	81**	140*	175*	89*	135*	71*	163*	121*	154*	130*	228	169*	54**	244
Definitely/Somewhat Yes (Net)	177 44%	82 48%	95 41%	63 48%	49 53% f	35 35%	30 37%	81 58% ij	59 34%	37 42%	55 40%	30 42%	79 48%	56 46%	69 45%	52 40%	105 46%	69 41%	39 71%	116 47%
Definitely yes	93 23%	44 26%	49 21%	27 20%	26 28% f	14 14%	26 32%	42 30% i	32 18%	20 22%	30 22%	19 27%	36 22%	33 27%	34 22%	26 20%	62 27%	30 18%	18 33%	57 23%
Somewhat yes	84 21%	38 22%	46 20%	36 28%	23 25% f	21 20%	4 5%	39 28% i	27 15%	17 20%	24 18%	11 15%	43 26%	23 19%	35 23%	26 20%	43 19%	39 23%	21 39%	59 24%
Definitely/Somewhat No (Net)	96 24%	55 32% C	41 18%	36 27%	20 22%	22 21%	19 23%	24 17%	59 34% HJ	13 15%	30 22%	9 13%	46 29% i	24 19%	42 27%	30 23%	62 27%	31 18%	8 14%	57 23%
Somewhat no	61 15%	35 21% C	26 11%	24 18%	11 12% f	18 18%	8 10%	15 11%	37 21% h	9 10%	16 12%	7 9%	32 19%	17 14%	29 19%	14 11%	41 18%	18 10%	8 14%	37 15%
Definitely no	35 9%	20 12%	16 7%	12 9%	9 10% f	4 4%	11 14%	9 6%	22 13%	4 5%	15 11%	3 4%	15 9%	6 5%	13 9%	16 12%	21 9%	13 8%	-	20 8%
I am not familiar with this company	131 33%	33 20%	98 42% B	32 24%	23 25%	45 44% DE	32 39%	36 26%	57 33%	39 44% H	50 37% M	32 45% M	37 23%	41 34%	43 28%	47 36%	61 27%	69 41% Q	8 14%	71 29%
Sigma	404 100%	170 100%	235 100%	130 100%	92 100%	101 100%	81 100%	140 100%	175 100%	89 100%	135 100%	71 100%	163 100%	121 100%	154 100%	130 100%	228 100%	169 100%	54 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 461

CMP01_116 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Sports
 NFL

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	166	240	166	112	76	52	148	163	95	212	47	123	109	150	147	206	188	31	208
Weighted Base	417	203*	214	143*	101*	105*	69*	147*	186*	85*	134	56*	201*	107*	171*	139*	219	188*	49**	235
Definitely/Somewhat Yes (Net)	267 64%	134 66%	133 62%	96 67%	73 72% f	57 54%	41 59%	102 69% j	119 64%	46 55%	85 64%	37 66%	131 65%	56 52%	127 74% Np	85 61%	147 67%	114 61%	34 70%	155 66%
Definitely yes	137 33%	83 41% C	54 25%	48 34%	38 38%	29 28%	21 30%	60 41% i	50 27%	27 32%	52 39%	19 34%	61 30%	26 24%	74 43% NP	37 27%	76 34%	60 32%	24 49%	78 33%
Somewhat yes	130 31%	51 25%	79 37% b	48 34%	35 34%	28 26%	20 29%	42 29%	69 37% j	19 22%	33 25%	18 32%	70 35%	30 28%	53 31%	48 34%	71 33%	54 29%	11 22%	77 33%
Definitely/Somewhat No (Net)	120 29%	58 29%	62 29%	38 26%	21 21%	40 38% E	22 32%	38 26%	55 29%	28 33%	35 26%	13 23%	63 31%	37 34%	43 25%	41 29%	59 27%	59 31%	12 25%	69 29%
Somewhat no	62 15%	33 16%	29 13%	24 17%	12 12%	16 15%	9 13%	19 13%	31 17%	11 14%	11 8%	9 16%	37 19% K	20 19%	23 13%	18 13%	29 13%	30 16%	11 22%	49 21%
Definitely no	59 14%	25 12%	33 16%	13 9%	9 9%	24 23% DE	13 19%	19 13%	23 12%	17 20%	24 18%	4 7%	26 13%	16 15%	20 12%	23 16%	30 14%	28 15%	2 4%	20 9%
I am not familiar with this company	30 7%	11 6%	19 9%	9 6%	7 7%	8 7%	6 9%	7 5%	12 7%	11 12%	14 10% M	6 11% m	7 3%	15 14% O	2 1%	14 10% O	13 6%	16 8%	2 4%	11 5%
Sigma	417 100%	203 100%	214 100%	143 100%	101 100%	105 100%	69 100%	147 100%	186 100%	85 100%	134 100%	56 100%	201 100%	107 100%	171 100%	139 100%	219 100%	188 100%	49 100%	235 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 462

CMP01_117 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Sports
 MLB

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	167	234	160	110	75	56	142	163	96	208	54	110	118	143	140	195	183	34	223
Weighted Base	429	219*	210	124*	114*	104*	87*	143*	185*	102*	127	56*	207*	131*	159*	139*	232	176*	55**	267
Definitely/Somewhat Yes (Net)	224 52%	122 56%	102 49%	58 47%	76 67% DG	58 56% g	31 36%	84 59%	93 50%	47 46%	67 53%	31 56%	111 54%	71 54%	94 59% P	59 42%	137 59% r	82 47%	41 74%	146 55%
Definitely yes	129 30%	65 29%	64 31%	37 30%	40 35%	36 35%	16 19%	49 34%	50 27%	30 29%	38 30%	16 28%	71 34%	45 34%	50 31%	34 25%	81 35%	46 26%	28 50%	81 30%
Somewhat yes	95 22%	57 26%	38 18%	21 17%	37 32% D	22 21%	15 17%	35 25%	42 23%	17 17%	29 23%	15 27%	41 20%	26 20%	44 28%	25 18%	56 24%	37 21%	14 25%	65 24%
Definitely/Somewhat No (Net)	127 30%	76 35%	51 24%	37 30%	25 22%	32 31%	32 37%	42 29%	54 29%	31 30%	34 27%	18 32%	64 31%	39 30%	40 25%	48 34%	61 26%	57 32%	14 25%	74 28%
Somewhat no	71 17%	40 18%	32 15%	19 16%	15 13%	21 20%	16 18%	23 16%	36 20%	12 12%	13 10%	5 8%	45 22% KI	18 14%	28 17%	26 18%	35 15%	33 19%	10 18%	42 16%
Definitely no	55 13%	36 16%	19 9%	18 15%	10 9%	11 11%	16 19%	19 13%	18 10%	18 18%	21 16%	14 24% M	19 9%	21 16%	12 8%	22 16%	26 11%	25 14%	4 7%	32 12%
I am not familiar with this company	78 18%	22 10%	57 27% B	29 23% e	13 11%	14 13%	23 27% e	17 12%	38 20%	24 23%	26 20%	7 12%	32 15%	21 16%	25 16%	32 23%	33 14%	37 21%	1 1%	47 18%
Sigma	429 100%	219 100%	210 100%	124 100%	114 100%	104 100%	87 100%	143 100%	185 100%	102 100%	127 100%	56 100%	207 100%	131 100%	159 100%	139 100%	232 100%	176 100%	55 100%	267 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 463

CMP01_118 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Sports
 NHL

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	147	266	161	120	71	61	129	178	106	216	72	99	118	143	152	223	177	31	236
Weighted Base	412	176*	237	111*	108*	100*	92*	126*	190*	97*	122	84*	177*	102*	166*	144*	247	158*	36**	251
Definitely/Somewhat Yes (Net)	215 52%	88 50%	127 54%	54 48%	62 57%	56 55%	44 48%	74 59% j	103 54%	39 40%	68 55%	36 43%	97 55%	42 41%	119 72% NP	54 38%	134 54%	79 50%	24 67%	126 50%
Definitely yes	103 25%	47 27%	55 23%	19 17%	34 31% d	27 27%	24 25%	29 23%	49 26%	25 25%	33 27%	18 21%	43 25%	24 23%	54 33% P	25 17%	72 29%	30 19%	12 32%	58 23%
Somewhat yes	113 27%	41 23%	71 30%	35 31%	28 26%	29 29%	21 22%	44 35% j	54 28% j	14 15%	35 29%	18 22%	54 30%	18 18%	65 39% NP	29 20%	62 25%	49 31%	12 34%	68 27%
Definitely/Somewhat No (Net)	144 35%	70 40%	74 31%	43 39%	39 36%	26 26%	36 39%	44 35%	58 31%	42 43%	35 28%	39 46% K	60 34%	38 37% O	34 21%	72 50% O	86 35%	57 36%	8 24%	97 38%
Somewhat no	84 20%	40 23%	44 19%	26 23%	25 23%	16 16%	18 19%	33 26%	34 18%	18 18%	20 16%	14 17%	45 25%	19 19%	22 13% O	44 30% O	60 24%	24 15%	7 19%	66 26%
Definitely no	60 14%	30 17%	30 13%	17 15%	15 13%	9 9%	19 20%	12 9%	24 13%	24 25% Hi	15 12%	25 29% KM	15 8%	19 18% o	13 8%	28 20% O	26 10%	33 21% Q	2 5%	31 12%
I am not familiar with this company	53 13%	17 10%	36 15%	15 13%	7 7%	19 19% e	12 13%	7 6%	29 15% h	17 17% h	20 16%	9 11%	20 11%	22 22% O	13 8%	18 13%	28 11%	21 14%	3 9%	28 11%
Sigma	412 100%	176 100%	237 100%	111 100%	108 100%	100 100%	92 100%	126 100%	190 100%	97 100%	122 100%	84 100%	177 100%	102 100%	166 100%	144 100%	247 100%	158 100%	36 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 464

CMP01_119 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Sports
 NBA

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	156	249	162	118	60	65	135	174	96	220	54	103	133	150	122	205	187	36	217
Weighted Base	409	202*	207	114*	114*	87*	93*	134*	182*	93*	129	61*	185*	138*	154*	117*	209	184*	48**	244
Definitely/Somewhat Yes (Net)	258 63%	132 65%	126 61%	72 63%	87 77% dfG	52 59%	47 51%	90 67% J	124 68% J	44 48%	77 60%	29 47%	135 73% kL	89 65% P	119 77% nP	50 43%	147 71% r	107 59%	46 94%	169 69%
Definitely yes	131 32%	65 32%	66 32%	37 32%	41 36%	24 28%	29 31%	39 29%	68 37%	24 26%	44 34%	15 24%	66 36%	53 38% P	59 38% P	19 16%	76 36%	54 29%	28 57%	82 34%
Somewhat yes	127 31%	67 33%	60 29%	35 30%	46 40% G	28 32%	19 20%	51 38% j	56 31%	20 22%	33 25%	14 23%	68 37%	36 26%	60 39%	31 27%	72 34%	53 29%	18 37%	87 35%
Definitely/Somewhat No (Net)	119 29%	60 30%	59 29%	32 26%	20 18%	29 33%	38 41% E	34 25%	52 29%	33 36%	39 30%	27 45% M	45 24%	41 30% o	27 18%	51 44% O	56 27%	57 31%	2 5%	58 24%
Somewhat no	55 14%	25 12%	31 15%	15 13%	13 12%	16 18%	11 12%	17 13%	20 11%	19 20%	22 17%	7 12%	22 12%	19 14%	16 11%	20 17%	27 13%	24 13%	2 5%	35 14%
Definitely no	64 16%	36 18%	29 14%	17 15%	7 6%	12 14%	28 30% dE	17 13%	32 18%	15 16%	16 13%	20 33% KM	23 13%	22 16% o	11 7%	31 27% O	29 14%	33 18%	-	23 9%
I am not familiar with this company	32 8%	10 5%	21 10%	11 9%	6 6%	7 8%	7 8%	11 8%	6 3%	15 16% I	13 10% M	5 8%	4 2%	8 6%	8 5%	16 14% o	5 3%	19 10% Q	*	18 7%
Sigma	409 100%	202 100%	207 100%	114 100%	114 100%	87 100%	93 100%	134 100%	182 100%	93 100%	129 100%	61 100%	185 100%	138 100%	154 100%	117 100%	209 100%	184 100%	48 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 465

CMP01_120 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Sports
 ESPN

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	142	261	156	121	60	66	130	166	107	219	53	106	117	144	142	214	179	38	222
Weighted Base	391	186*	206	101*	107*	90*	93*	122*	170*	99*	122	70*	182*	113*	160*	118*	235	148*	56**	234
Definitely/Somewhat Yes (Net)	229 58%	115 62%	114 55%	57 57%	72 67%	47 52%	53 57%	81 66%	94 55%	54 54%	75 62%	41 58%	111 61%	68 60%	101 63%	59 50%	144 61%	83 56%	46 83%	149 64%
Definitely yes	126 32%	63 34%	63 31%	28 28%	43 40%	26 29%	29 31%	39 32%	57 33%	30 30%	46 38%	16 23%	62 34%	28 25%	63 39%	36 30%	74 32%	51 34%	23 41%	89 38%
Somewhat yes	103 26%	52 28%	51 25%	29 29%	29 27%	20 23%	24 26%	42 34%	37 22%	24 24%	29 23%	25 36%	49 27%	40 36%	39 24%	23 20%	70 30%	33 22%	23 42%	60 26%
Definitely/Somewhat No (Net)	114 29%	53 29%	61 30%	31 31%	22 21%	31 35%	29 31%	30 25%	53 31%	31 32%	31 25%	20 29%	52 29%	40 35%	38 24%	36 31%	69 29%	40 27%	8 14%	57 24%
Somewhat no	52 13%	21 12%	31 15%	18 18%	11 10%	10 11%	14 15%	16 13%	26 16%	10 10%	14 11%	5 7%	25 14%	23 20%	18 11%	12 10%	29 12%	20 14%	4 8%	41 18%
Definitely no	61 16%	32 17%	30 15%	13 13%	11 11%	21 24%	15 17%	14 12%	26 15%	21 21%	17 14%	15 21%	27 15%	17 15%	20 13%	24 20%	40 17%	19 13%	3 6%	16 7%
I am not familiar with this company	49 12%	18 10%	31 15%	12 12%	13 12%	12 14%	11 12%	11 9%	24 14%	14 14%	16 13%	9 13%	19 11%	5 5%	20 13%	23 19%	23 10%	25 17%	2 4%	28 12%
Sigma	391 100%	186 100%	206 100%	101 100%	107 100%	90 100%	93 100%	122 100%	170 100%	99 100%	122 100%	70 100%	182 100%	113 100%	160 100%	118 100%	235 100%	148 100%	56 100%	234 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 466

CMP01_121 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Logistics
 FedEx

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	159	243	165	110	73	54	134	180	88	205	64	105	116	151	135	209	176	34	223
Weighted Base	437	192*	246	127*	118*	126*	67**	137*	213*	87*	128	72*	205*	147*	155*	135*	251	171*	50**	276
Definitely/Somewhat Yes (Net)	324 74%	134 70%	190 77%	82 65%	88 75%	101 80% d	52 78%	115 84% l	145 68%	64 73%	92 72%	52 72%	157 77%	104 71%	119 77%	100 74%	195 77%	121 71%	42 84%	206 75%
Definitely yes	170 39%	69 36%	101 41%	33 26%	59 50% D	56 45% D	22 34%	70 51% l	69 32%	31 35%	54 43%	21 29%	83 40%	52 35%	59 38%	59 44%	109 43%	59 35%	23 46%	101 37%
Somewhat yes	153 35%	64 34%	89 36%	49 39% e	30 25%	45 36%	30 45%	44 32%	76 36%	33 37%	37 29%	31 43%	75 36%	53 36%	60 39%	41 30%	86 34%	61 36%	19 38%	105 38%
Definitely/Somewhat No (Net)	91 21%	51 27% c	40 16%	32 26%	19 16%	25 20%	15 22%	17 12%	56 27% H	18 20%	29 23%	18 25%	37 18%	36 24%	31 20%	24 18%	46 18%	42 25%	7 13%	59 22%
Somewhat no	51 12%	30 16%	21 9%	15 12%	11 9%	14 11%	11 16%	8 6%	33 15% h	10 11%	16 12%	7 10%	26 13%	28 19% P	17 11%	6 4%	29 11%	21 12%	6 12%	41 15%
Definitely no	40 9%	21 11%	19 8%	17 13%	9 7%	11 9%	4 6%	8 6%	23 11%	8 9%	14 11%	11 16% m	11 5%	8 6%	14 9%	18 13%	17 7%	21 12%	1 1%	18 7%
I am not familiar with this company	23 5%	7 4%	16 6%	12 10% F	10 9% F	-	-	5 4%	11 5%	6 7%	7 5%	2 3%	11 5%	7 5%	4 3%	11 8%	11 4%	7 4%	2 3%	11 4%
Sigma	437 100%	192 100%	246 100%	127 100%	118 100%	126 100%	67 100%	137 100%	213 100%	87 100%	128 100%	72 100%	205 100%	147 100%	155 100%	135 100%	251 100%	171 100%	50 100%	276 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 467

CMP01_122 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Logistics

UPS

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	147	256	192	110	60	41	148	166	89	220	45	112	124	137	142	209	180	42	241
Weighted Base	374	162*	212	146	90*	80*	58**	132*	172*	70*	126	44*	172*	119*	138*	117*	209	150*	49**	249
Definitely/Somewhat Yes (Net)	277 74%	118 73%	159 75%	105 72%	68 76%	58 73%	45 79%	104 79% J	132 77% J	41 59%	92 73%	37 83%	129 75%	80 68%	112 81% n	85 73%	162 77%	105 70%	37 76%	190 77%
Definitely yes	172 46%	73 45%	99 47%	59 40%	43 48%	40 50%	30 53%	65 49%	80 46%	27 39%	59 47%	22 49%	83 48%	48 41%	78 56% nP	45 39%	109 52% r	58 39%	21 44%	109 44%
Somewhat yes	105 28%	45 28%	60 28%	47 32%	25 28%	19 23%	15 26%	39 30%	52 30%	14 20%	33 26%	15 34%	45 26%	32 27%	34 25%	40 34%	53 25%	47 31%	16 32%	81 33%
Definitely/Somewhat No (Net)	73 20%	28 18%	45 21%	29 20%	14 16%	18 22%	12 21%	22 16%	30 18%	21 31% hi	25 20%	5 11%	35 20%	32 27% O	19 13%	23 19%	39 19%	33 22%	12 24%	46 19%
Somewhat no	45 12%	17 11%	28 13%	20 14%	8 9%	13 16%	5 8%	13 10%	19 11%	12 18%	14 11%	2 4%	25 14%	24 20% oP	13 10%	8 7%	26 12%	19 12%	9 18%	30 12%
Definitely no	28 8%	11 7%	17 8%	9 6%	6 7%	5 7%	7 13%	8 6%	11 6%	9 13%	11 9%	3 6%	10 6%	8 7%	6 4%	15 12% o	13 6%	14 9%	3 6%	17 7%
I am not familiar with this company	23 6%	16 10% c	8 4%	12 8%	8 9%	4 5%	*	7 5%	9 5%	7 10%	9 7%	3 6%	9 5%	6 5%	8 6%	9 8%	9 4%	12 8%	-	12 5%
Sigma	374 100%	162 100%	212 100%	146 100%	90 100%	80 100%	58 100%	132 100%	172 100%	70 100%	126 100%	44 100%	172 100%	119 100%	138 100%	117 100%	209 100%	150 100%	49 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 468

CMP01_123 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Logistics

United States Postal Service

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	143	262	177	101	72	55	158	153	94	199	64	113	113	142	150	219	178	44	236
Weighted Base	413	190*	223	134*	99*	104*	75**	163*	158*	92*	110	69*	211*	109*	158*	146*	256	149*	61**	269
Definitely/Somewhat Yes (Net)	283 68%	119 62%	164 74% b	85 63%	71 71%	75 72%	53 70%	108 66%	112 71%	63 68%	78 71%	49 72%	138 65%	75 69%	126 80% p	82 56%	182 71%	96 64%	48 78%	176 65%
Definitely yes	165 40%	64 33%	101 46% b	48 35%	47 47%	48 46%	23 30%	64 39%	72 46%	29 32%	44 41%	26 38%	83 39%	42 39%	75 48% p	48 33%	115 45% r	47 32%	26 43%	103 38%
Somewhat yes	118 29%	55 29%	63 28%	37 28%	24 24%	27 26%	30 40%	44 27%	40 26%	33 36%	33 30%	23 33%	55 26%	33 30%	51 32%	34 23%	67 26%	49 33%	22 35%	73 27%
Definitely/Somewhat No (Net)	112 27%	61 32%	51 23%	36 27%	23 24%	30 28%	22 30%	46 28%	41 26%	25 27%	27 25%	16 24%	65 31%	29 27%	27 17%	56 38% o	66 26%	44 29%	12 19%	79 29%
Somewhat no	83 20%	48 25% c	34 15%	29 21%	16 16%	20 19%	19 25%	42 26% j	31 20%	10 11%	19 18%	11 16%	49 23%	22 20%	19 12%	42 28% o	51 20%	32 22%	10 17%	60 22%
Definitely no	29 7%	13 7%	16 7%	8 6%	8 8%	10 10%	4 5%	4 3%	10 6%	15 17% hi	8 7%	5 8%	16 7%	8 7%	7 5%	14 10%	16 6%	12 8%	2 3%	20 7%
I am not familiar with this company	19 4%	11 6%	8 4%	13 10% f	5 5%	-	-	9 6%	5 3%	4 5%	5 4%	3 5%	9 4%	5 4%	5 3%	8 6%	7 3%	10 6%	2 3%	14 5%
Sigma	413 100%	190 100%	223 100%	134 100%	99 100%	104 100%	75 100%	163 100%	158 100%	92 100%	110 100%	69 100%	211 100%	109 100%	158 100%	146 100%	256 100%	149 100%	61 100%	269 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 469

CMP01_124 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 AT&T

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	156	250	170	111	67	58	147	163	96	215	54	112	110	147	149	213	175	36	225
Weighted Base	414	187*	227	127*	109*	106*	73*	141*	189*	84*	125	65*	199*	115*	162*	138*	242	158*	45**	255
Definitely/Somewhat Yes (Net)	283 68%	121 65%	162 71%	83 65%	68 62%	84 79% de	48 67%	104 74%	128 68%	51 60%	84 68%	52 80%	133 67%	71 62%	129 79% NP	83 60%	165 68%	113 72%	38 83%	176 69%
Definitely yes	157 38%	65 35%	92 41%	46 36%	38 35%	52 49%	21 30%	53 37%	77 41%	27 32%	45 36%	30 46%	74 37%	44 39%	76 47% P	36 26%	100 41%	55 35%	17 38%	105 41%
Somewhat yes	126 30%	56 30%	70 31%	37 29%	30 27%	33 31%	27 37%	52 37%	51 27%	23 28%	40 32%	22 34%	59 30%	27 23%	53 32%	47 34%	65 27%	58 37%	20 45%	71 28%
Definitely/Somewhat No (Net)	113 27%	57 31%	55 24%	35 28%	37 34% f	18 17%	23 31%	31 22%	57 30%	25 29%	34 28%	12 19%	57 29%	43 37% O	29 18%	41 29%	68 28%	38 24%	5 11%	67 26%
Somewhat no	71 17%	41 22%	30 13%	26 21% F	24 22% F	7 7%	13 18%	22 16%	41 22%	7 9%	21 17%	3 5%	40 20% I	27 23% O	19 11%	26 19%	48 20%	18 12%	3 6%	45 18%
Definitely no	42 10%	17 9%	25 11%	9 7%	13 12%	10 10%	9 13%	9 6%	15 8%	17 21% HI	14 11%	9 14%	17 8%	16 14%	11 7%	15 11%	19 8%	20 13%	3 6%	22 9%
I am not familiar with this company	19 5%	9 5%	10 4%	9 7%	4 4%	4 4%	2 2%	5 4%	4 2%	9 11% I	6 5%	1 1%	9 4%	*	4 2%	14 10% NO	9 4%	7 4%	2 5%	12 5%
Sigma	414 100%	187 100%	227 100%	127 100%	109 100%	106 100%	73 100%	141 100%	189 100%	84 100%	125 100%	65 100%	199 100%	115 100%	162 100%	138 100%	242 100%	158 100%	45 100%	255 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 470

CMP01_125 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Verizon

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	163	249	165	122	68	57	157	169	86	215	62	113	128	130	154	215	190	44	240
Weighted Base	421	215*	206	123*	119*	90*	88**	156*	192*	73*	123	79*	198*	148*	138*	136*	238	173*	54*	277
Definitely/Somewhat Yes (Net)	290 69%	142 66%	148 72%	80 65%	88 74%	64 71%	57 65%	114 73%	129 67%	47 64%	86 70%	61 76%	136 69%	97 65%	107 78% p	86 64%	174 73%	114 66%	39 73%	197 71%
Definitely yes	160 38%	79 37%	81 39%	41 34%	53 44%	30 33%	36 41%	70 45%	65 34%	25 35%	51 41%	33 41%	74 37%	51 35%	58 42%	51 38%	101 42%	59 34%	21 38%	108 39%
Somewhat yes	130 31%	62 29%	67 33%	39 32%	35 30%	34 38%	21 24%	44 28%	64 33%	21 29%	36 29%	28 35%	62 32%	46 31%	49 35%	35 26%	73 31%	55 31%	19 34%	89 32%
Definitely/Somewhat No (Net)	96 23%	49 23%	46 23%	31 26%	23 19%	26 28%	16 18%	36 23%	48 25%	11 15%	26 21%	19 24%	45 23%	40 27%	25 18%	30 22%	47 20%	48 28%	14 27%	57 20%
Somewhat no	58 14%	29 14%	29 14%	20 16%	12 10%	16 18%	10 12%	25 16%	28 15%	5 7%	13 11%	8 11%	33 16%	28 19%	16 12%	14 10%	30 13%	28 16%	12 22%	39 14%
Definitely no	38 9%	20 9%	18 9%	12 9%	11 9%	9 10%	6 7%	12 8%	20 10%	6 8%	13 10%	10 13%	12 6%	12 8%	9 7%	16 12%	17 7%	21 12%	3 5%	17 6%
I am not familiar with this company	36 8%	24 11%	11 6%	11 9% f	9 7%	1 1%	15 17%	6 4%	15 8%	15 21% HI	11 9% L	-	16 8% I	11 7%	6 4%	19 14% O	17 7%	11 6%	* 1%	23 8% s
Sigma	421 100%	215 100%	206 100%	123 100%	119 100%	90 100%	88 100%	156 100%	192 100%	73 100%	123 100%	79 100%	198 100%	148 100%	138 100%	136 100%	238 100%	173 100%	54 100%	277 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 471

CMP01_126 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Comcast

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	144	262	179	103	67	57	146	161	99	234	45	105	132	140	134	204	186	34	213
Weighted Base	382	177*	204	134*	85*	104*	59**	133*	167*	82*	130	51**	185*	113*	151*	117*	209	155*	33**	228
Definitely/Somewhat Yes (Net)	209 55%	91 52%	118 58%	69 51%	65 76% DF	49 47%	27 45%	83 62%	84 51%	42 52%	72 55%	24 48%	110 59%	72 63%	78 52%	59 51%	121 58%	83 54%	25 74%	142 62%
Definitely yes	106 28%	51 29%	56 27%	35 26%	25 29%	29 28%	18 31%	41 31%	37 22%	28 34%	30 23%	7 14%	66 36% k	38 34%	36 24%	32 27%	56 27%	50 32%	13 40%	78 34%
Somewhat yes	103 27%	40 23%	62 30%	34 25%	40 47% DF	20 20%	9 15%	41 31%	47 28%	14 18%	41 32%	17 33%	44 24%	33 29%	42 28%	27 23%	65 31%	33 21%	11 34%	64 28%
Definitely/Somewhat No (Net)	122 32%	71 40% C	50 25%	41 31% E	14 16%	43 42% E	23 39%	34 25%	59 36%	29 35%	38 29%	16 32%	61 33%	28 25%	54 35%	40 34%	72 35%	41 26%	6 18%	61 27%
Somewhat no	78 20%	44 25%	33 16%	30 22%	11 13%	22 22%	14 25%	23 18%	42 25%	13 15%	20 16%	9 18%	43 23%	14 13%	38 25% h	25 21%	46 22%	26 17%	1 4%	39 17%
Definitely no	44 11%	27 15%	17 8%	11 9%	3 4%	21 20% dE	9 15%	10 8%	17 10%	16 20% h	17 13%	7 14%	18 10%	13 12%	15 10%	15 13%	27 13%	14 9%	5 14%	22 10%
I am not familiar with this company	51 13%	15 8%	36 18% b	24 18% e	7 8%	12 11%	9 15%	17 13%	23 14%	11 13%	21 16% m	10 21%	14 8%	13 12%	20 13%	18 15%	16 8%	31 20% Q	3 8%	25 11%
Sigma	382 100%	177 100%	204 100%	134 100%	85 100%	104 100%	59 100%	133 100%	167 100%	82 100%	130 100%	51 100%	185 100%	113 100%	151 100%	117 100%	209 100%	155 100%	33 100%	228 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 472

CMP01_127 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Dell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	155	250	177	123	55	50	163	157	85	226	56	94	103	156	146	215	174	39	216
Weighted Base	399	187*	212	134*	110*	90**	65**	147*	168*	84*	115	67*	186*	114*	152*	134*	235	150*	51**	240
Definitely/Somewhat Yes (Net)	254 64%	133 71% C	120 57%	94 70%	71 64%	59 65%	30 47%	96 65%	114 68%	44 52%	70 62%	37 56%	130 70%	76 67%	102 67%	76 57%	163 70% r	86 58%	39 77%	173 72%
Definitely yes	122 31%	62 33%	60 28%	44 33%	43 40%	26 28%	9 14%	58 39% J	48 29%	15 18%	35 30%	15 22%	69 37%	46 41% P	49 32%	27 20%	80 34%	41 27%	24 47%	90 37%
Somewhat yes	132 33%	71 38%	61 29%	50 37% e	27 25%	33 37%	21 33%	38 26%	65 39% h	28 34%	36 31%	23 34%	61 33%	30 26%	53 35%	49 37%	83 35%	46 30%	15 30%	83 35%
Definitely/Somewhat No (Net)	104 26%	47 25%	57 27%	28 21%	35 32%	19 21%	22 35%	38 26%	39 23%	27 32%	30 26%	20 31%	43 23%	26 23%	37 24%	41 31%	55 24%	45 30%	6 11%	45 19%
Somewhat no	62 16%	33 18%	29 14%	19 14%	17 16%	14 15%	13 20%	25 17%	23 13%	15 18%	14 12%	13 20%	26 14%	17 15%	21 14%	24 18%	40 17%	21 14%	5 9%	22 9%
Definitely no	42 11%	14 7%	28 13%	9 7%	18 17% d	5 5%	10 15%	13 9%	17 10%	12 15%	16 14%	7 11%	17 9%	9 8%	16 10%	18 13%	15 6% Q	25 16% Q	1 2%	23 9%
I am not familiar with this company	41 10%	7 4%	34 16% B	12 9%	4 4%	13 14%	12 19%	13 9%	15 9%	13 16%	14 12%	9 13%	13 7%	12 10%	13 9%	17 12%	16 7%	18 12%	6 13%	22 9%
Sigma	399 100%	187 100%	212 100%	134 100%	110 100%	90 100%	65 100%	147 100%	168 100%	84 100%	115 100%	67 100%	186 100%	114 100%	152 100%	134 100%	235 100%	150 100%	51 100%	240 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 473

CMP01_128 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Intel

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	148	264	167	114	65	66	132	174	106	232	64	92	134	134	144	212	189	27	204
Weighted Base	410	193*	217	126*	106*	86*	92*	124*	189*	97*	141	75*	177*	137*	146*	127*	224	177*	40**	230
Definitely/Somewhat Yes (Net)	270 66%	134 69%	136 63%	81 64%	73 69%	52 60%	64 70%	89 72%	116 61%	65 66%	88 62%	49 65%	126 71%	95 69% p	106 72% P	70 55%	147 66%	118 66%	35 88%	162 71%
Definitely yes	139 34%	63 33%	75 35%	36 29%	47 44% dF	17 19%	39 42% F	59 48% J	55 29%	25 25%	50 36% L	12 16%	73 41% L	39 28%	62 42% n	38 30%	86 39%	50 28%	21 52%	93 41%
Somewhat yes	131 32%	71 37%	60 28%	44 35%	26 25%	35 41%	26 28%	30 24%	61 32%	40 41% h	37 26%	53 50% KM	53 30%	56 41% p	44 30%	31 25%	61 27%	67 38%	14 36%	69 30%
Definitely/Somewhat No (Net)	89 22%	46 24%	43 20%	24 19%	26 24%	26 30%	14 15%	22 17%	48 26%	19 20%	32 23%	17 23%	36 20%	31 23%	23 15%	35 28% o	56 25%	32 18%	3 7%	45 20%
Somewhat no	59 14%	33 17%	26 12%	17 14%	14 13%	19 22%	10 11%	16 13%	32 17%	11 11%	17 12%	11 14%	31 17%	18 13%	17 12%	24 19%	39 17%	20 11%	3 7%	31 14%
Definitely no	30 7%	13 7%	17 8%	7 6%	12 11%	7 8%	4 4%	5 4%	16 9%	9 9%	15 11% M	7 9%	6 3%	13 10%	6 4%	11 9%	17 8%	12 7%	-	14 6%
I am not familiar with this company	51 12%	13 7%	38 17% B	21 17% e	7 7%	9 10%	14 15%	13 11%	25 13%	13 14%	21 15%	12 12%	15 8%	11 8%	18 12%	22 17%	21 9%	27 15%	2 5%	22 9%
Sigma	410 100%	193 100%	217 100%	126 100%	106 100%	86 100%	92 100%	124 100%	189 100%	97 100%	141 100%	75 100%	177 100%	137 100%	146 100%	127 100%	224 100%	177 100%	40 100%	230 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 474

CMP01_129 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Hewlett-Packard Enterprise

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	132	272	184	109	62	49	138	170	96	222	48	104	119	141	144	209	180	33	228
Weighted Base	390	145*	245	118	102*	110*	60**	114*	188*	88*	125	59*	174*	125*	144*	121*	220	157*	39**	232
Definitely/Somewhat Yes (Net)	222 57%	97 67% C	125 51%	58 49%	69 67% D	63 57%	32 54%	70 61%	103 55%	49 56%	71 56%	42 71%	96 55%	81 65% P	80 55%	61 51%	135 61%	85 55%	32 83%	132 57%
Definitely yes	107 27%	42 29%	65 27%	23 20%	30 29%	35 32%	19 32%	29 25%	50 26%	29 33%	29 23%	24 40% K	54 31%	41 33%	38 26%	28 23%	64 29%	42 27%	15 39%	60 26%
Somewhat yes	115 30%	56 38% C	60 24%	35 29%	39 38%	28 26%	13 22%	41 36%	53 28%	21 24%	41 33%	18 31%	42 24%	40 32%	42 29%	33 27%	71 32%	43 28%	17 45%	72 31%
Definitely/Somewhat No (Net)	91 23%	24 16%	68 28% B	24 20%	20 19%	29 27%	19 31%	23 20%	52 28%	16 18%	28 23%	11 19%	48 28%	23 19%	42 29%	26 22%	56 26%	31 20%	4 11%	53 23%
Somewhat no	64 16%	14 10%	50 21% B	18 15%	15 14%	23 21%	9 14%	15 13%	44 23% HJ	6 7%	15 12%	7 11%	39 23% K	19 15%	28 19%	17 14%	42 19%	21 13%	4 10%	39 17%
Definitely no	27 7%	10 7%	18 7%	6 5%	5 5%	6 5%	10 17%	8 7%	9 5%	10 12%	13 11%	4 8%	9 5%	4 3%	14 10%	9 7%	15 7%	10 7%	* 1%	14 6%
I am not familiar with this company	76 20%	24 17%	52 21%	36 31% E	14 14%	18 16%	9 15%	22 19%	32 17%	22 25%	26 21%	6 10%	29 17%	20 16%	23 16%	33 28% O	29 13%	40 25% Q	2 6%	47 20%
Sigma	390 100%	145 100%	245 100%	118 100%	102 100%	110 100%	60 100%	114 100%	188 100%	88 100%	125 100%	59 100%	174 100%	125 100%	144 100%	121 100%	220 100%	157 100%	39 100%	232 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 475

CMP01_130 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Merck

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	146	264	166	117	58	69	140	163	107	220	50	110	117	151	142	214	184	30	211
Weighted Base	403	182*	220	122*	110*	73*	97*	126*	184*	92*	115	53*	206*	121*	152*	130*	232	158*	45**	239
Definitely/Somewhat Yes (Net)	217 54%	89 49%	128 58%	52 42%	52 47%	42 57%	71 73% DE	64 50%	102 55%	51 55%	62 54%	29 55%	116 56%	66 55%	83 55%	67 51%	123 53%	93 59%	28 63%	134 56%
Definitely yes	112 28%	46 25%	66 30%	18 14%	25 23%	26 36% D	43 45% DE	27 21%	57 31%	28 30%	28 24%	16 31%	64 31%	35 29%	45 29%	33 25%	55 24%	57 36% q	15 33%	61 26%
Somewhat yes	104 26%	43 24%	61 28%	34 28%	27 24%	16 22%	28 28%	37 29%	45 24%	23 25%	34 30%	13 24%	52 25%	31 26%	39 25%	34 26%	68 29%	36 23%	13 30%	73 31%
Definitely/Somewhat No (Net)	88 22%	54 30% C	34 16%	30 25% g	26 24%	22 30% g	10 11%	23 18%	50 27%	16 17%	19 17%	12 23%	52 26%	33 27%	31 20%	25 19%	56 24%	29 19%	11 25%	54 23%
Somewhat no	55 14%	34 19% c	21 10%	14 12%	17 15%	15 20%	9 10%	14 11%	33 18%	8 9%	8 7%	4 7%	42 20% KI	21 17%	19 13%	15 11%	39 17%	15 9%	6 14%	32 14%
Definitely no	33 8%	20 11%	13 6%	16 13% G	9 8%	7 10%	1 1%	8 6%	18 10%	7 8%	12 10%	8 15% m	11 5%	12 10%	12 8%	10 7%	16 7%	15 9%	5 11%	22 9%
I am not familiar with this company	98 24%	39 22%	58 27%	40 33% Fg	32 29% f	9 13%	16 16%	40 32% I	32 17%	26 28%	34 29% m	12 22%	38 18%	22 18%	37 25%	39 30%	53 23%	36 23%	5 12%	50 21%
Sigma	403 100%	182 100%	220 100%	122 100%	110 100%	73 100%	97 100%	126 100%	184 100%	92 100%	115 100%	53 100%	206 100%	121 100%	152 100%	130 100%	232 100%	158 100%	45 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 476

CMP01_131 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Abbot

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	143	266	182	106	66	55	140	177	92	231	53	108	129	126	154	220	174	40	226
Weighted Base	402	183*	218	136*	94*	92*	80**	128*	191*	82*	132	64*	191*	121*	133*	148*	228	160*	55**	252
Definitely/Somewhat Yes (Net)	159 40%	75 41%	84 39%	47 34%	54 58% DF	28 31%	30 38%	61 47% J	78 41% j	20 25%	48 36%	17 27%	87 45% i	48 39%	56 42%	55 38%	86 38%	69 43%	25 45%	112 45%
Definitely yes	76 19%	38 21%	38 17%	18 14%	23 25% d	16 18%	18 23%	24 18%	45 24% j	7 9%	22 17%	9 14%	39 20%	31 26%	23 18%	22 15%	41 18%	34 21%	6 10%	54 22%
Somewhat yes	83 21%	37 20%	46 21%	28 21%	31 33% dF	12 13%	12 15%	37 29% i	33 17%	13 16%	26 19%	8 13%	48 25%	17 14%	33 25%	34 23%	46 20%	34 21%	19 35%	58 23%
Definitely/Somewhat No (Net)	72 18%	43 24% c	29 13%	37 27% Ei	9 9%	12 13%	15 19%	29 22%	29 15%	15 18%	25 19%	19 29% m	26 14%	32 27% op	19 14%	21 14%	45 20%	22 14%	15 27%	46 18%
Somewhat no	41 10%	24 13%	17 8%	19 14%	7 7%	4 5%	10 13%	15 12%	18 10%	7 8%	15 11%	12 18% m	13 7%	23 19% op	10 7%	7 5%	29 13% r	8 5%	7 13%	32 13%
Definitely no	32 8%	20 11%	12 6%	18 13% E	2 2%	7 8%	5 6%	13 10%	10 5%	8 10%	9 7%	7 11%	13 7%	9 7%	9 7%	14 9%	17 7%	13 8%	8 14%	14 5%
I am not familiar with this company	170 42%	65 36%	105 48% b	52 38%	31 33%	52 57% dE	35 44%	39 30%	85 44% h	47 57% H	60 45%	28 44%	78 41%	41 34%	58 43%	71 48% n	97 42%	70 44%	15 28%	94 37%
Sigma	402 100%	183 100%	218 100%	136 100%	94 100%	92 100%	80 100%	128 100%	191 100%	82 100%	132 100%	64 100%	191 100%	121 100%	133 100%	148 100%	228 100%	160 100%	55 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 477

CMP01_132 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Dollar General

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	157	255	176	110	67	59	148	160	104	236	51	105	144	131	137	228	175	40	225
Weighted Base	396	196*	200	128*	91*	96*	81*	134*	181*	81*	134	63*	181*	156*	153*	88*	250	141*	50**	264
Definitely/Somewhat Yes (Net)	274 69%	128 65%	147 73%	84 66%	65 71%	72 75%	53 65%	100 75%	117 64%	57 70%	100 75%	40 63%	123 68%	96 61%	117 77% n	62 70%	190 76% R	80 56%	40 80%	175 66%
Definitely yes	133 34%	45 23%	88 44% B	44 35%	31 34%	36 38%	22 27%	50 37%	55 30%	28 34%	54 40%	21 34%	54 30%	35 22%	70 46% Np	28 32%	91 36%	40 29%	18 35%	79 30%
Somewhat yes	142 36%	83 42% c	59 29%	40 31%	34 38%	36 37%	31 39%	50 38%	62 34%	29 36%	46 34%	19 30%	68 38%	61 39%	47 31%	33 38%	99 40% r	39 28%	23 45%	96 36%
Definitely/Somewhat No (Net)	101 25%	51 26%	49 25%	38 30%	24 26%	23 23%	16 20%	30 22%	51 28%	20 25%	23 17%	23 37% K	49 27%	48 31%	32 21%	21 23%	56 23%	43 31%	10 19%	76 29%
Somewhat no	62 16%	34 17%	28 14%	24 19%	15 16%	16 17%	8 9%	17 12%	37 21%	8 10%	9 7%	15 23% K	36 20% K	35 23% Op	18 12%	9 10%	37 15%	24 17%	2 4%	51 19%
Definitely no	39 10%	17 9%	21 11%	14 11%	9 10%	7 7%	9 11%	13 10%	13 7%	12 15%	13 10%	8 13%	12 7%	13 8%	13 9%	12 14%	19 8%	19 13%	8 15%	24 9%
I am not familiar with this company	21 5%	17 9% C	4 2%	5 4%	3 3%	2 2%	12 14% def	3 2%	14 8%	4 5%	11 8%	-	10 5%	12 7%	4 3%	5 6%	3 1%	18 13% Q	*	14 5%
Sigma	396 100%	196 100%	200 100%	128 100%	91 100%	96 100%	81 100%	134 100%	181 100%	81 100%	134 100%	63 100%	181 100%	156 100%	153 100%	88 100%	250 100%	141 100%	50 100%	264 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 478

CMP01_133 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Caterpillar

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	149	259	172	107	65	64	142	165	101	216	57	102	118	140	150	226	171	42	211
Weighted Base	408	200*	208	126*	104*	95*	82*	144*	179*	85*	118	65*	189*	135*	145*	127*	255	143*	53**	250
Definitely/Somewhat Yes (Net)	200 49%	104 52%	96 46%	57 46%	59 57%	43 45%	41 50%	83 58% J	88 49%	30 35%	52 44%	38 59%	96 51%	62 46%	86 59% P	52 41%	136 54%	62 44%	35 67%	138 55%
Definitely yes	76 19%	41 20%	35 17%	22 18%	20 19%	15 15%	19 24%	39 27% J	30 17%	7 8%	22 19%	14 22%	37 20%	21 16%	40 27% P	15 12%	42 17%	33 23%	15 28%	60 24%
Somewhat yes	124 31%	64 32%	61 29%	35 28%	40 38%	28 30%	21 26%	43 30%	58 32%	23 27%	30 26%	24 37%	59 31%	40 30%	46 32%	38 30%	94 37% R	29 20%	20 39%	79 31%
Definitely/Somewhat No (Net)	131 32%	79 40% C	52 25%	41 32%	25 24%	36 37%	29 36%	38 26%	58 32%	36 42% h	31 26%	17 25%	75 40% k	55 41% O	30 21%	46 36% o	84 33%	43 30%	14 27%	83 33%
Somewhat no	87 21%	57 28% C	30 14%	22 18%	16 16%	29 30%	19 24%	21 14%	45 25% h	21 25%	15 13%	10 15%	61 32% k	43 32% O	19 13%	25 19%	61 24%	22 16%	11 21%	63 25%
Definitely no	44 11%	23 11%	22 10%	18 15%	9 9%	7 7%	10 12%	17 12%	13 7%	15 17%	16 14%	7 10%	15 8%	12 9%	11 8%	21 16%	23 9%	20 14%	3 7%	20 8%
I am not familiar with this company	76 19%	16 8%	60 29% B	28 22%	20 19%	17 18%	12 14%	23 16%	33 19%	20 23%	34 29% M	11 16%	17 9%	18 13%	29 20%	29 23%	34 13%	38 26% Q	3 5%	30 12%
Sigma	408 100%	200 100%	208 100%	126 100%	104 100%	95 100%	82 100%	144 100%	179 100%	85 100%	118 100%	65 100%	189 100%	135 100%	145 100%	127 100%	255 100%	143 100%	53 100%	250 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 479

CMP01_134 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Lockheed Martin

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independ-ent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	163	245	168	122	58	60	151	170	87	224	53	111	116	153	139	221	180	37	241
Weighted Base	399	192*	207	126*	111*	84*	78*	137*	174*	88*	123	70*	178*	119*	157*	123*	245	147*	46**	249
Definitely/Somewhat Yes (Net)	198 50%	116 60% C	82 39%	61 48%	58 52%	34 41%	44 57%	68 50%	86 50%	43 49%	54 44%	32 46%	100 56% k	65 54%	74 47%	59 48%	124 51%	71 48%	30 64%	132 53%
Definitely yes	94 24%	49 26%	45 22%	27 22%	27 25%	17 20%	23 29%	33 24%	36 21%	25 29%	26 21%	14 20%	46 26%	31 26%	39 25%	24 20%	64 26%	29 20%	18 39%	67 27%
Somewhat yes	103 26%	67 35% C	37 18%	34 27%	31 28%	18 21%	21 27%	35 26%	50 29%	18 20%	27 22%	18 26%	54 31%	34 28%	35 22%	35 28%	60 25%	42 28%	12 25%	65 26%
Definitely/Somewhat No (Net)	97 24%	42 22%	54 26%	21 17%	24 22%	32 38% D	20 26%	25 18%	52 30% h	20 23%	18 15%	25 36% K	42 24%	33 28%	38 24%	26 21%	66 27%	28 19%	13 27%	54 22%
Somewhat no	56 14%	31 16%	25 12%	13 10%	18 16%	17 21%	8 10%	21 16% j	30 17% j	4 5%	11 9%	11 16%	30 17%	19 16%	19 12%	17 14%	34 14%	19 13%	6 13%	30 12%
Definitely no	41 10%	11 6%	29 14% b	8 6%	6 6%	15 17% de	12 15%	4 3%	21 12% H	16 18% H	7 5%	14 20% KM	12 7%	14 12%	18 12%	8 7%	32 13%	9 6%	7 14%	24 10%
I am not familiar with this company	105 26%	34 18%	71 34% B	44 35% g	29 26%	18 21%	14 18%	43 32%	36 21%	25 28%	51 42% LM	13 18%	35 20%	21 18%	45 29%	38 31% n	55 22%	48 33%	4 9%	63 25%
Sigma	399 100%	192 100%	207 100%	126 100%	111 100%	84 100%	78 100%	137 100%	174 100%	88 100%	123 100%	70 100%	178 100%	119 100%	157 100%	123 100%	245 100%	147 100%	46 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 480

CMP01_135 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 John Deere

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	162	248	182	112	61	55	137	159	114	213	54	121	126	142	142	212	188	46	229
Weighted Base	425	202*	223	144	98*	94*	89*	144*	184*	98*	122	59*	227*	151*	154*	121*	255	163*	59**	289
Definitely/Somewhat Yes (Net)	242 57%	124 61%	118 53%	80 56%	65 66%	52 55%	45 51%	91 63%	99 54%	53 54%	63 51%	28 48%	142 63%	70 46%	98 64% N	75 62% n	150 59%	89 55%	47 80%	170 59%
Definitely yes	100 24%	59 29% c	41 18%	31 22%	27 27%	19 20%	24 27%	35 25%	36 20%	29 30%	30 25%	12 21%	55 24%	25 16%	39 25%	37 31% n	65 26%	35 21%	18 30%	66 23%
Somewhat yes	142 33%	65 32%	77 35%	49 34%	38 39%	33 35%	22 25%	55 38%	63 34%	24 24%	33 27%	16 27%	87 38% k	45 30%	59 39%	38 31%	84 33%	54 33%	30 50%	104 36%
Definitely/Somewhat No (Net)	127 30%	57 28%	69 31%	38 26%	30 30%	30 32%	29 32%	35 24%	64 35%	28 28%	36 29%	17 28%	71 31%	63 42% OP	34 22%	30 25%	77 30%	49 30%	10 16%	87 30%
Somewhat no	79 18%	48 24% c	31 14%	23 16%	20 21%	21 22%	15 17%	19 13%	44 24% h	16 16%	18 15%	10 17%	50 22%	44 29% OP	22 14%	13 11%	51 20%	27 16%	9 15%	58 20%
Definitely no	48 11%	9 5%	39 17% B	15 11%	9 9%	10 10%	14 15%	16 11%	20 11%	12 12%	18 15%	7 11%	21 9%	20 13%	12 8%	17 14%	26 10%	22 13%	1 1%	29 10%
I am not familiar with this company	56 13%	20 10%	36 16%	26 18% E	4 4%	11 12%	15 16% e	18 13%	21 11%	17 17%	24 20% M	14 24% M	14 6%	18 12%	22 15%	16 13%	28 11%	26 16%	2 3%	32 11%
Sigma	425 100%	202 100%	223 100%	144 100%	98 100%	94 100%	89 100%	144 100%	184 100%	98 100%	122 100%	59 100%	227 100%	151 100%	154 100%	121 100%	255 100%	163 100%	59 100%	289 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 481

CMP01_136 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Cardinal Health

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	396	164	232	162	115	67	52	130	154	112	204	62	108	125	125	146	208	174	34	216
Weighted Base	406	207*	198	112*	97*	117*	79**	124*	171*	111*	112	68*	201*	117*	157*	132*	233	163*	32**	245
Definitely/Somewhat Yes (Net)	207 51%	122 59% C	84 43%	53 47%	55 57%	65 56%	34 43%	80 65% J	78 46%	49 44%	62 55%	33 48%	103 51%	54 46%	96 61% nP	56 43%	132 57% r	72 44%	27 85%	126 51%
Definitely yes	121 30%	74 36% c	48 24%	29 26%	32 33%	41 35%	19 24%	47 38%	48 28%	27 24%	37 33% L	11 16%	73 36% L	30 26%	59 38%	32 25%	76 33%	44 27%	18 58%	77 32%
Somewhat yes	85 21%	49 23%	37 19%	23 21%	23 24%	24 21%	15 19%	33 27%	30 18%	22 20%	25 22%	22 33% M	31 15%	24 21%	37 24%	24 18%	55 24%	28 17%	9 28%	49 20%
Definitely/Somewhat No (Net)	56 14%	33 16%	23 12%	25 22% e	10 10%	15 12%	7 9%	17 14%	28 16%	11 10%	14 12%	8 12%	31 16%	23 20% o	14 9%	19 14%	29 12%	23 14%	2 7%	36 15%
Somewhat no	39 10%	22 11%	17 9%	16 14%	6 6%	12 10%	6 7%	13 11%	19 11%	7 7%	6 5%	6 9%	27 13% k	17 15%	11 7%	11 8%	20 9%	17 10%	-	27 11%
Definitely no	17 4%	11 5%	6 3%	9 8%	4 4%	3 2%	1 2%	4 3%	9 5%	4 4%	8 7% m	2 4%	5 2%	6 6%	2 2%	8 6%	9 4%	6 4%	2 7%	9 4%
I am not familiar with this company	143 35%	52 25%	91 46% B	35 31%	32 33%	37 32%	38 49%	26 21%	66 38% H	51 46% H	36 32%	27 39%	66 33%	39 34%	47 30%	56 43%	72 31%	68 42%	2 7%	83 34%
Sigma	406 100%	207 100%	198 100%	112 100%	97 100%	117 100%	79 100%	124 100%	171 100%	111 100%	112 100%	68 100%	201 100%	117 100%	157 100%	132 100%	233 100%	163 100%	32 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 482

CMP01_137 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Anthem Health

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	153	250	152	107	85	59	124	182	97	227	49	109	124	136	143	210	187	28	207
Weighted Base	415	185*	230	103*	99*	135*	78*	107*	221*	86*	129	66*	206*	125*	150*	140*	218	193*	34**	240
Definitely/Somewhat Yes (Net)	260 63%	126 68%	134 58%	62 60%	58 58%	96 71%	44 56%	75 70% j	140 63%	44 51%	73 56%	38 58%	146 71% K	67 54%	106 71% N	87 62%	136 63%	120 62%	22 65%	152 63%
Definitely yes	154 37%	83 45% C	71 31%	36 35%	31 32%	65 48% eg	21 27%	45 42% j	86 39%	23 26%	43 33% l	11 17%	98 48% KL	42 34%	65 44%	46 33%	77 35%	76 39%	13 39%	101 42%
Somewhat yes	106 25%	43 23%	63 27%	26 25%	27 27%	31 23%	23 29%	30 28%	54 24%	22 25%	30 23%	27 41% Km	47 23%	24 20%	41 27%	40 29%	59 27%	44 23%	9 26%	51 21%
Definitely/Somewhat No (Net)	68 16%	36 19%	33 14%	17 17%	21 21%	15 11%	15 19%	11 10%	43 20% h	15 17%	17 13%	11 16%	39 19%	33 26% Op	18 12%	18 13%	38 18%	30 16%	12 35%	53 22%
Somewhat no	40 10%	19 10%	20 9%	9 9%	16 16% F	6 4%	9 12%	4 3%	34 15% HJ	2 3%	5 4%	4 7%	30 14% K	23 18% oP	12 8%	4 3%	24 11%	16 8%	3 9%	37 16%
Definitely no	29 7%	17 9%	12 5%	9 8%	5 5%	9 7%	6 7%	7 6%	9 4%	12 14%	12 9%	6 10%	9 4%	10 8%	6 4%	13 10%	14 7%	14 7%	9 25%	16 6%
I am not familiar with this company	87 21%	24 13%	63 28% B	24 23%	20 20%	24 18%	19 25%	22 20%	38 17%	27 32% i	39 30% M	17 25% m	22 11%	25 20%	26 17%	36 26%	43 20%	43 22%	-	35 15%
Sigma	415 100%	185 100%	230 100%	103 100%	99 100%	135 100%	78 100%	107 100%	221 100%	86 100%	129 100%	66 100%	206 100%	125 100%	150 100%	140 100%	218 100%	193 100%	34 100%	240 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 483

CMP01_138 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Prudential

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	162	245	185	112	64	46	141	166	100	196	60	119	114	146	147	200	189	47	236
Weighted Base	402	197*	205	135	102*	91*	74**	151*	168*	83*	104	76*	180*	111*	154*	138*	211	177*	56**	244
Definitely/Somewhat Yes (Net)	236 59%	128 65% c	108 53%	71 52%	74 73% D	59 64%	32 44%	99 65%	93 56%	44 53%	51 49%	47 61%	128 71% K	70 63% p	101 66% P	65 47%	135 64%	99 56%	42 75%	151 62%
Definitely yes	108 27%	68 35% C	40 19%	31 23%	38 37% D	22 24%	17 24%	41 27%	41 24%	26 31%	22 21%	21 27%	58 32% k	32 29% p	53 35% P	22 16%	63 30%	44 25%	22 38%	88 36%
Somewhat yes	129 32%	60 31%	68 33%	40 30%	37 36%	37 40%	15 20%	57 38% j	53 31%	19 22%	29 28%	26 34%	70 39%	38 34%	48 31%	42 31%	71 34%	55 31%	21 37%	63 26%
Definitely/Somewhat No (Net)	89 22%	45 23%	44 21%	31 23%	13 13%	16 18%	28 38%	32 21%	44 26%	13 16%	24 23%	20 27%	33 18%	30 27%	27 18%	32 23%	47 22%	34 19%	10 18%	55 23%
Somewhat no	47 12%	22 11%	25 12%	17 13%	9 9%	11 12%	10 13%	19 13%	22 13%	7 8%	11 10%	11 14%	19 11%	19 17%	14 9%	14 10%	28 13%	16 9%	7 13%	29 12%
Definitely no	42 10%	24 12%	18 9%	14 10%	4 4%	6 6%	18 25%	13 9%	22 13%	6 8%	13 13%	10 13%	14 8%	11 10%	13 8%	18 13%	20 9%	18 10%	3 6%	26 10%
I am not familiar with this company	77 19%	23 12%	53 26% B	34 25% e	14 14%	16 17%	13 18%	20 13%	31 18%	26 31% Hi	29 28% LM	9 12%	20 11%	11 10%	25 16%	41 30% NO	30 14%	43 25% q	4 6%	38 16%
Sigma	402 100%	197 100%	205 100%	135 100%	102 100%	91 100%	74 100%	151 100%	168 100%	83 100%	104 100%	76 100%	180 100%	111 100%	154 100%	138 100%	211 100%	177 100%	56 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 484

CMP01_139 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 NY Life

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	165	249	164	122	70	58	148	155	111	225	54	111	127	152	135	217	182	33	229
Weighted Base	415	194*	221	132*	101*	92*	89*	160*	170*	85*	132	71*	186*	122*	160*	133*	245	153*	43**	256
Definitely/Somewhat Yes (Net)	200 48%	112 57% C	89 40%	71 54% G	60 59% G	43 47%	26 29%	88 55%	73 43%	40 47%	49 37%	38 54% k	106 57% K	61 50%	90 56% P	49 37%	129 52%	66 43%	33 77%	137 54%
Definitely yes	104 25%	64 33% C	39 18%	30 22%	38 38% DG	24 26%	12 13%	41 26%	39 23%	24 28%	29 22%	15 21%	56 30%	39 32% p	41 25%	25 19%	68 28%	32 21%	21 48%	76 29%
Somewhat yes	96 23%	47 24%	49 22%	42 32% g	21 21%	19 21%	14 16%	46 29%	34 20%	16 19%	21 15%	23 32% K	50 27% k	22 18%	50 31% np	25 19%	60 25%	34 22%	12 28%	62 24%
Definitely/Somewhat No (Net)	113 27%	58 30%	55 25%	30 22%	17 17%	24 26%	42 48% DEF	31 19%	57 34% H	25 29%	37 28%	24 34%	45 24%	36 30%	39 24%	38 29%	73 30%	36 24%	10 23%	67 26%
Somewhat no	57 14%	33 17%	24 11%	18 13%	7 7%	15 17%	17 19% e	17 11%	27 16%	13 15%	13 10%	10 14%	32 17%	24 20%	19 12%	14 11%	34 14%	21 14%	7 16%	38 15%
Definitely no	56 14%	26 13%	30 14%	12 9%	10 9%	9 10%	25 29% DEF	14 9%	30 18% h	12 14%	24 18% M	14 20% M	12 7%	12 10%	20 13%	24 18%	39 16%	15 10%	3 8%	28 11%
I am not familiar with this company	101 24%	24 12%	77 35% B	31 24%	25 24%	25 27%	21 23%	41 26%	40 23%	21 24%	46 35% LM	9 13%	36 19%	25 20%	31 20%	45 34% nO	44 18%	51 34% Q	-	52 20%
Sigma	415 100%	194 100%	221 100%	132 100%	101 100%	92 100%	89 100%	160 100%	170 100%	85 100%	132 100%	71 100%	186 100%	122 100%	160 100%	133 100%	245 100%	153 100%	43 100%	256 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 485

CMP01_140 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 MassMutual

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	147	262	173	111	74	51	128	170	111	219	58	107	132	149	128	209	189	42	232
Weighted Base	425	204*	221	124*	108*	112*	81**	133*	170*	122*	123	70*	203*	140*	171*	114*	237	173*	58**	263
Definitely/Somewhat Yes (Net)	214 50%	127 62% C	88 40%	62 50%	67 62%	51 46%	34 43%	78 59% j	85 50%	51 42%	59 48%	34 49%	112 55%	70 50%	100 59% P	44 39%	130 55%	83 48%	49 84%	135 51%
Definitely yes	105 25%	68 33% C	37 17%	31 25%	35 32% f	18 16%	20 25%	43 33%	37 22%	25 21%	32 26%	10 15%	60 29%	26 19%	58 34% Np	21 19%	65 27%	40 23%	27 47%	67 26%
Somewhat yes	109 26%	58 29%	51 23%	31 25%	32 29%	33 29%	14 17%	35 26%	48 28%	26 21%	26 21%	24 34%	52 26%	44 31%	42 25%	23 20%	65 27%	43 25%	22 37%	68 26%
Definitely/Somewhat No (Net)	80 19%	35 17%	44 20%	24 19%	20 19%	24 21%	11 14%	28 21%	31 18%	21 17%	22 18%	14 20%	41 20%	37 27% O	22 13%	20 18%	47 20%	26 15%	8 15%	48 18%
Somewhat no	51 12%	26 13%	24 11%	12 9%	14 13%	20 18%	5 6%	21 16%	16 10%	14 11%	11 9%	6 9%	33 16%	26 19% p	17 10%	8 7%	31 13%	15 9%	3 5%	35 13%
Definitely no	29 7%	9 4%	20 9%	13 10%	6 6%	4 4%	6 8%	7 5%	14 8%	7 6%	11 9%	8 11%	8 4%	11 8%	6 3%	12 11% o	16 7%	11 7%	5 9%	13 5%
I am not familiar with this company	131 31%	42 21%	89 40% B	38 31%	21 20%	36 33%	35 44%	27 20%	54 32%	50 41% H	42 35%	22 31%	50 25%	33 23%	48 28%	50 44% No	60 25%	63 37% q	1 1%	79 30%
Sigma	425 100%	204 100%	221 100%	124 100%	108 100%	112 100%	81 100%	133 100%	170 100%	122 100%	123 100%	70 100%	203 100%	140 100%	171 100%	114 100%	237 100%	173 100%	58 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 486

CMP01_141 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Morgan Stanley

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	174	236	173	121	53	63	140	167	103	216	59	116	125	153	132	211	184	51	230
Weighted Base	416	206*	210	141*	102*	85**	88*	139*	184*	93*	122	64*	205*	128*	160*	129*	232	172*	59*	256
Definitely/Somewhat Yes (Net)	222 53%	119 58%	103 49%	69 49%	64 63% dG	52 61%	37 42%	72 52%	102 55%	49 53%	56 46%	28 43%	126 61% KI	63 50%	101 63% nP	58 45%	132 57%	88 51%	47 80% T	151 59%
Definitely yes	97 23%	49 24%	48 23%	25 18%	21 21%	28 33%	22 25%	28 20%	35 19%	34 36% hl	32 26% L	6 10%	51 25% I	26 20%	46 29%	25 20%	63 27%	34 20%	18 31%	56 22%
Somewhat yes	125 30%	70 34%	55 26%	43 31%	43 42% G	24 28%	15 17%	43 31% j	66 36% J	16 17%	24 20%	22 34% k	75 37% K	38 29%	56 35%	32 25%	69 30%	54 31%	29 49% t	94 37%
Definitely/Somewhat No (Net)	105 25%	55 27%	51 24%	37 27%	17 17%	20 24%	31 35% E	32 23%	53 29%	21 22%	32 26%	18 28%	51 25%	47 37% O	21 13%	37 29% O	58 25%	40 23%	9 15%	59 23%
Somewhat no	62 15%	32 16%	30 14%	25 18% e	8 8%	9 10%	21 23% E	25 18%	24 13%	13 14%	12 10%	11 18%	36 17%	29 22% O	15 9%	19 15%	37 16%	19 11%	7 12%	43 17%
Definitely no	43 10%	22 11%	21 10%	12 9%	9 9%	11 13%	10 11%	7 5%	29 15% H	8 9%	20 16% M	7 11%	15 7%	19 15% O	7 4%	18 14% O	21 9%	21 12%	2 3%	16 6%
I am not familiar with this company	88 21%	32 15%	56 27% B	35 25%	21 20%	13 15%	20 23%	35 25%	30 16%	23 25%	34 28% M	18 28% m	28 14%	17 13%	37 23%	34 27% n	42 18%	45 26%	3 6%	47 18% S
Sigma	416 100%	206 100%	210 100%	141 100%	102 100%	85 100%	88 100%	139 100%	184 100%	93 100%	122 100%	64 100%	205 100%	128 100%	160 100%	129 100%	232 100%	172 100%	59 100%	256 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 487

CMP01_142 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Berkshire Hathaway

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	161	248	170	119	68	52	147	171	91	212	57	111	122	122	165	224	172	39	238
Weighted Base	426	206*	220	124*	121*	104*	77**	153*	200*	72*	136	64*	204*	152*	120*	154*	233	178*	49**	275
Definitely/Somewhat Yes (Net)	179 42%	100 49% c	79 36%	42 34%	66 55% D	51 49%	19 25%	76 50%	75 37%	28 39%	44 32%	28 44%	98 48% K	70 46% p	58 49% p	50 33%	109 47%	67 38%	38 79%	128 46%
Definitely yes	81 19%	54 26% C	27 12%	16 13%	38 31% Df	15 14%	12 16%	36 23%	29 14%	16 22%	26 19%	10 16%	40 20%	35 23%	27 22%	19 13%	51 22%	30 17%	22 45%	62 23%
Somewhat yes	98 23%	46 22%	52 24%	26 21%	29 24%	36 35%	7 9%	40 26%	46 23%	12 17%	18 13%	18 28% K	57 28% K	35 23%	31 26%	31 20%	59 25%	37 21%	17 34%	66 24%
Definitely/Somewhat No (Net)	117 27%	73 36% C	43 20%	37 30% e	21 17%	22 21%	37 48%	28 19%	73 36% H	15 21%	39 28%	15 23%	60 30%	49 32% O	20 16%	47 31% O	58 25%	52 29%	8 15%	86 31%
Somewhat no	66 15%	37 18%	29 13%	25 20% e	11 9%	11 10%	19 24%	14 9%	41 21% H	10 14%	25 18% L	2 4%	37 18% L	35 23% O	11 9%	20 13%	38 16%	24 14%	4 7%	51 18%
Definitely no	51 12%	37 18% C	14 6%	12 10%	9 8%	11 11%	18 23%	14 9%	32 16%	5 7%	14 10%	12 19%	24 12%	14 9%	9 7%	28 18% o	20 9%	27 15%	4 8%	35 13%
I am not familiar with this company	131 31%	33 16%	98 45% B	44 36%	34 28%	31 30%	21 27%	49 32%	53 26%	29 40%	54 40% M	22 33%	46 23%	32 21%	42 35% n	56 37% N	65 28%	59 33%	3 6%	62 22%
Sigma	426 100%	206 100%	220 100%	124 100%	121 100%	104 100%	77 100%	153 100%	200 100%	72 100%	136 100%	64 100%	204 100%	152 100%	120 100%	154 100%	233 100%	178 100%	49 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 488

CMP01_143 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Goldman Sachs

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	165	238	159	134	55	55	143	167	93	213	56	108	138	132	133	235	164	41	221
Weighted Base	416	212*	204	116*	135*	74*	91**	137*	200*	79*	124	72*	186*	156*	143*	117*	258	155*	57**	249
Definitely/Somewhat Yes (Net)	217 52%	127 60% C	90 44%	52 45%	89 66% D	37 51%	39 43%	84 62% J	101 51%	31 40%	53 42%	24 33%	129 70% KL	80 51%	85 59% P	52 45%	147 57% R	69 44%	46 81%	142 57%
Definitely yes	101 24%	55 26%	46 23%	19 17%	47 35% D	24 33% d	11 12%	35 26%	49 25%	17 21%	22 18%	11 15%	65 35% KL	42 27%	38 26%	22 18%	69 27%	32 21%	18 31%	73 29%
Somewhat yes	116 28%	72 34% c	44 22%	33 28%	42 31%	13 17%	28 31%	49 36% j	52 26%	15 18%	31 25%	13 17%	64 34% l	38 24%	47 33%	31 26%	79 31%	36 23%	28 49%	69 28%
Definitely/Somewhat No (Net)	122 29%	67 32%	55 27%	32 26%	31 23%	20 27%	39 43%	30 22% H	73 37% H	19 25%	33 26%	38 52% KM	39 21%	54 35%	32 22%	35 30%	73 28%	48 31%	9 16%	73 29%
Somewhat no	67 16%	32 15%	35 17%	22 19%	24 17%	7 10%	14 16%	18 13%	38 19%	11 14%	13 11%	22 31% KM	26 14%	38 24% Op	16 11%	13 11%	43 17%	23 15%	7 12%	51 20%
Definitely no	55 13%	35 16%	21 10%	11 9%	7 5%	12 17% e	25 27%	12 9%	35 17%	9 11%	20 16% m	15 11% M	14 7%	16 11%	16 11%	23 19%	30 11%	26 17%	3 4%	22 9%
I am not familiar with this company	77 18%	18 9%	59 29% B	31 27% E	16 12%	17 23%	13 14%	23 17%	25 13%	28 36% HI	39 31% IM	11 15%	17 9%	22 14%	26 18%	29 25%	37 15%	38 24% q	2 3%	33 13%
Sigma	416 100%	212 100%	204 100%	116 100%	135 100%	74 100%	91 100%	137 100%	200 100%	79 100%	124 100%	72 100%	186 100%	156 100%	143 100%	117 100%	258 100%	155 100%	57 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 489

CMP01_144 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 General Mills

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	149	256	165	103	74	63	129	167	109	206	74	98	120	145	140	219	175	33	201
Weighted Base	406	196*	209	121*	90*	107*	87*	133*	187*	85*	125*	92*	161*	115*	160*	130*	236	158*	43**	230
Definitely/Somewhat Yes (Net)	259 64%	120 61%	139 66%	72 59%	69 77% D	66 62%	52 60%	98 74% ij	113 60%	49 57%	84 68%	55 59%	106 66%	79 69% p	110 69% p	70 54%	164 69% r	91 58%	36 84%	147 64%
Definitely yes	131 32%	52 26%	79 38% b	27 22%	36 40% D	38 36%	29 34%	45 34%	66 35%	19 22%	49 39%	24 26%	51 32%	43 37% p	59 37% p	29 22%	95 40% R	33 21%	16 38%	76 33%
Somewhat yes	129 32%	68 35%	60 29%	44 37%	33 37%	28 26%	23 26%	53 40% l	46 25%	30 35%	35 28%	31 33%	55 34%	36 32%	51 32%	41 32%	69 29%	58 37%	19 46%	70 31%
Definitely/Somewhat No (Net)	93 23%	54 27%	39 19%	26 22%	12 14%	33 31% E	22 25%	18 14%	52 28% H	22 26% h	28 22%	24 26%	40 25%	21 18%	33 21%	39 30%	53 22%	38 24%	3 7%	47 20%
Somewhat no	44 11%	27 14%	17 8%	18 14%	7 8%	14 13%	5 5%	9 7%	28 15%	7 8%	13 11%	10 11%	19 12%	13 11%	14 9%	17 13%	25 11%	17 11%	3 7%	24 11%
Definitely no	49 12%	27 14%	22 10%	9 7%	5 5%	19 18% de	17 19% de	10 7%	24 13%	16 18% h	15 12%	14 15%	20 13%	8 7%	19 12%	22 17% n	27 12%	21 14%	-	23 10%
I am not familiar with this company	53 13%	22 11%	31 15%	24 19% i	9 10%	8 7%	13 15%	16 12%	22 12%	14 17%	13 10%	13 15%	15 9%	15 13%	17 11%	21 16%	20 8%	28 18% Q	4 9%	36 16%
Sigma	406 100%	196 100%	209 100%	121 100%	90 100%	107 100%	87 100%	133 100%	187 100%	85 100%	125 100%	92 100%	161 100%	115 100%	160 100%	130 100%	236 100%	158 100%	43 100%	230 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 490

CMP01_145 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Unilever

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	145	258	174	108	55	66	136	175	92	237	43	92	110	147	146	201	190	38	216
Weighted Base	379	177*	202	125*	83*	76*	94*	125*	177*	77*	141	51**	148*	102*	155*	122*	192	177*	45**	214
Definitely/Somewhat Yes (Net)	172 45%	96 54% C	76 38%	53 42%	41 50%	36 47%	42 45%	70 56% J	76 43%	26 34%	67 47%	21 40%	76 52%	51 50%	69 44%	52 42%	91 47%	80 45%	33 73%	100 47%
Definitely yes	91 24%	42 24%	49 24%	25 20%	17 20%	20 27%	28 30%	39 31%	35 20%	16 22%	39 27%	7 14%	44 30%	25 25%	38 25%	28 23%	45 24%	46 26%	14 32%	53 25%
Somewhat yes	81 21%	54 30% C	27 13%	27 22%	24 29%	16 20%	14 15%	30 24%	41 23%	10 13%	28 20%	13 26%	32 22%	26 26%	31 20%	24 20%	45 24%	34 20%	19 41%	47 22%
Definitely/Somewhat No (Net)	67 18%	42 23% c	26 13%	29 23% F	14 16%	5 7%	19 20%	20 16%	32 18%	15 20%	29 20%	11 22%	22 15%	21 20%	27 17%	19 16%	40 21%	23 13%	9 21%	41 19%
Somewhat no	43 11%	29 16% C	14 7%	17 14%	11 14%	3 4%	10 11%	12 10%	20 11%	11 14%	13 9%	7 13%	17 12%	17 16%	17 11%	9 7%	24 13%	15 9%	9 19%	28 13%
Definitely no	24 6%	12 7%	12 6%	12 9%	2 3%	2 2%	8 9%	8 7%	12 7%	4 6%	16 11% m	4 8%	5 3%	4 4%	10 6%	10 9%	15 8%	8 5%	1 1%	13 6%
I am not familiar with this company	140 37%	40 23%	100 50% B	43 35%	28 34%	35 46%	33 35%	35 28%	69 39%	35 46% h	46 32%	19 38%	50 34%	30 29%	59 38%	51 42%	62 32%	73 41%	3 6%	74 34%
Sigma	379 100%	177 100%	202 100%	125 100%	83 100%	76 100%	94 100%	125 100%	177 100%	77 100%	141 100%	51 100%	148 100%	102 100%	155 100%	122 100%	192 100%	177 100%	45 100%	214 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
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 Weighted To The U.S. General Adult Population - Propensity

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 Table 491

CMP01_146 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Mondelez

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	395	145	250	178	106	57	54	129	182	84	218	50	109	112	146	137	209	173	27	206
Weighted Base	388	164*	224	129*	101*	84*	74**	130*	183*	74*	128	52*	188*	127*	146*	115*	208	168*	35**	224
Definitely/Somewhat Yes (Net)	112 29%	63 38% C	49 22%	44 34%	35 34%	23 27%	11 15%	55 42% I	36 20%	21 29%	31 24%	14 27%	62 33%	38 30%	48 33%	26 22%	72 35% R	34 20%	29 83%	87 39%
Definitely yes	50 13%	35 21% C	15 7%	20 15%	13 13%	12 14%	6 8%	21 16%	18 10%	12 16%	16 13%	3 5%	29 15%	17 14%	22 15%	11 9%	33 16%	16 9%	15 42%	40 18%
Somewhat yes	62 16%	28 17%	34 15%	24 19%	22 22%	11 13%	5 6%	34 26% Ij	18 10%	9 13%	15 11%	11 21%	33 18%	21 16%	26 18%	15 13%	39 19%	19 11%	14 41%	47 21%
Definitely/Somewhat No (Net)	76 20%	44 27% C	32 14%	34 26% F	31 30% F	6 7%	6 8%	30 23%	35 19%	12 16%	26 20%	10 19%	39 21%	23 18%	23 16%	30 26%	36 17%	38 22%	6 16%	43 19%
Somewhat no	34 9%	22 13% C	12 5%	15 12%	14 13% f	2 3%	3 4%	15 11% J	19 10%	1 1%	9 7%	6 12%	18 10%	16 12%	12 8%	6 5%	19 9%	15 9%	2 5%	22 10%
Definitely no	42 11%	22 13%	21 9%	18 14%	17 17% f	3 4%	3 5%	15 12%	16 9%	11 15%	17 13%	4 7%	21 11%	7 6%	11 7%	24 21% NO	17 8%	23 14%	4 10%	21 9%
I am not familiar with this company	200 52%	58 35%	142 64% B	52 40%	36 35%	55 66% DE	57 77%	46 35%	113 61% H	42 56% H	72 56%	28 54%	86 46%	66 52%	75 51%	59 52%	100 48%	96 57%	1 1%	95 42%
Sigma	388 100%	164 100%	224 100%	129 100%	101 100%	84 100%	74 100%	130 100%	183 100%	74 100%	128 100%	52 100%	188 100%	127 100%	146 100%	115 100%	208 100%	168 100%	35 100%	224 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
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 Table 492

CMP01_147 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Fox Corporation

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	156	247	172	112	60	59	143	158	102	202	66	105	112	140	151	199	187	40	219
Weighted Base	419	206*	214	127*	101*	101*	90*	142*	200*	77*	120*	79*	187*	127*	147*	144*	215	192*	46**	243
Definitely/Somewhat Yes (Net)	238 57%	105 51%	134 63% b	67 52%	58 57%	56 56%	57 64%	92 65% i	102 51%	44 57%	72 60%	51 65%	98 52%	82 65% p	86 59%	70 48%	128 60%	102 53%	30 65%	144 59%
Definitely yes	117 28%	45 22%	72 34% b	35 27%	32 32%	29 29%	21 23%	54 38% i	37 19%	26 34%	40 33%	23 29%	47 25%	35 28%	49 34%	33 23%	63 29%	52 27%	18 38%	76 31%
Somewhat yes	121 29%	60 29%	61 29%	32 25%	26 25%	28 27%	36 41%	38 27%	65 33%	18 23%	32 27%	28 36%	51 27%	47 37%	37 25%	37 26%	65 30%	51 26%	13 27%	68 28%
Definitely/Somewhat No (Net)	141 34%	86 42% C	55 26%	46 36%	36 36%	36 36%	23 26%	36 25%	82 41% H	24 30%	27 22%	24 31%	81 43% K	34 27%	50 34%	56 39%	74 34%	65 34%	14 30%	85 35%
Somewhat no	81 19%	52 25% C	30 14%	32 25% G	19 18% G	29 28% G	2 2%	16 11%	57 29% HJ	8 10%	10 8%	11 13%	57 30% KI	27 21%	35 24%	19 13%	49 23%	32 17%	9 19%	58 24%
Definitely no	60 14%	35 17%	25 12%	14 11%	17 17%	8 7%	21 23% i	20 14%	25 12%	16 20%	17 14%	14 18%	24 13%	8 6%	15 10%	37 26% NO	25 12%	33 17%	5 10%	27 11%
I am not familiar with this company	40 9%	15 7%	25 12%	15 12%	7 7%	8 8%	9 10%	14 10%	16 8%	10 12%	22 18% LM	3 4%	8 4%	11 8%	11 7%	18 13%	13 6%	25 13%	3 6%	14 6%
Sigma	419 100%	206 100%	214 100%	127 100%	101 100%	101 100%	90 100%	142 100%	200 100%	77 100%	120 100%	79 100%	187 100%	127 100%	147 100%	144 100%	215 100%	192 100%	46 100%	243 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 493

CMP01_148 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Patagonia

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	163	238	181	100	71	49	129	168	104	207	59	116	127	139	135	209	172	35	206
Weighted Base	409	207*	202	136*	92*	110*	71**	133*	175*	101*	120	55*	206*	128*	166*	115*	234	151*	45**	238
Definitely/Somewhat Yes (Net)	180 44%	95 46%	85 42%	57 42%	44 48%	63 57%	16 22%	62 46%	83 47%	36 36%	41 34%	22 40%	112 55% K	53 41%	91 55% P	37 32%	110 47%	67 44%	30 66%	120 50%
Definitely yes	69 17%	35 17%	34 17%	19 14%	22 24%	22 20%	6 9%	29 22%	26 15%	14 14%	16 13%	7 12%	47 23%	21 17% p	40 24% P	8 7%	43 18%	25 17%	15 33%	50 21%
Somewhat yes	111 27%	61 29%	51 25%	39 28%	22 24%	41 37%	10 13%	32 24%	57 33%	22 22%	25 21%	15 27%	66 32%	32 25%	51 31%	29 25%	68 29%	41 27%	15 33%	70 29%
Definitely/Somewhat No (Net)	94 23%	50 24%	44 22%	33 24%	19 21%	22 20%	20 28%	37 28% j	42 24%	15 15%	22 18%	14 25%	56 27%	40 31% O	25 15%	29 25%	66 28% R	24 16%	13 28%	66 28%
Somewhat no	50 12%	32 15%	19 9%	20 14% i	14 15%	5 5%	12 17%	25 18% j	21 12%	5 5%	11 9%	7 13%	31 15%	23 18% o	12 7%	15 13%	39 17% R	7 5%	10 22%	37 16%
Definitely no	43 11%	18 9%	25 12%	13 10%	6 6%	16 15%	8 11%	12 9%	21 12%	10 10%	11 9%	7 12%	25 12%	17 13%	13 8%	14 12%	27 11%	16 11%	3 6%	29 12%
I am not familiar with this company	135 33%	62 30%	72 36%	45 33%	29 31%	25 23%	35 49%	35 26%	50 29%	50 50% Hi	58 48% M	19 35% M	37 18%	35 28%	50 30%	49 43% n	58 25%	61 40% Q	3 6%	52 22%
Sigma	409 100%	207 100%	202 100%	136 100%	92 100%	110 100%	71 100%	133 100%	175 100%	101 100%	120 100%	55 100%	206 100%	128 100%	166 100%	115 100%	234 100%	151 100%	45 100%	238 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
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 Table 494

CMP01_149 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Chevron

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	393	142	251	171	100	65	57	138	156	99	206	55	100	116	139	138	195	185	33	204
Weighted Base	394	168*	226	137*	82*	112*	62**	137*	174*	83*	108	53*	205*	106*	158*	130*	216	168*	39**	239
Definitely/Somewhat Yes (Net)	264 67%	121 72%	143 63%	83 61%	56 68%	79 71%	45 71%	97 71%	108 62%	58 70%	71 65%	39 73%	142 69%	74 70%	115 73% p	74 57%	167 77% R	94 56%	36 94%	171 71%
Definitely yes	124 32%	54 32%	70 31%	40 29%	29 35%	37 33%	18 29%	48 35%	56 32%	21 25%	34 31%	17 31%	69 34%	35 33% p	66 42% P	23 18%	78 36%	46 28%	20 52%	86 36%
Somewhat yes	139 35%	67 40%	73 32%	43 31%	27 33%	43 38%	26 42%	50 36%	52 30%	38 46% i	37 34%	22 42%	73 36%	39 37%	48 31%	52 40%	89 41% r	48 29%	16 42%	85 35%
Definitely/Somewhat No (Net)	82 21%	34 20%	48 21%	36 26%	16 19%	18 16%	13 21%	19 14%	48 27% H	16 19%	24 22%	9 17%	41 20%	28 26% o	22 14%	32 25%	35 16%	45 27% q	3 6%	49 21%
Somewhat no	46 12%	19 11%	27 12%	25 18%	8 10%	11 10%	2 3%	6 5%	33 19% H	7 8%	11 10%	2 4%	30 15%	14 13%	16 10%	16 13%	20 9%	24 14%	1 3%	29 12%
Definitely no	36 9%	15 9%	21 9%	11 8%	8 9%	7 6%	11 17%	12 9%	14 8%	10 12%	13 12% m	7 13%	11 5%	14 13% o	6 4%	16 12% o	15 7%	21 12%	1 3%	20 8%
I am not familiar with this company	48 12%	12 7%	36 16% b	18 13%	10 13%	15 13%	5 8%	21 15%	19 11%	8 10%	14 13%	5 10%	22 11%	4 4%	21 13% n	23 18% N	14 7%	29 17% Q	-	19 8%
Sigma	394 100%	168 100%	226 100%	137 100%	82 100%	112 100%	62 100%	137 100%	174 100%	83 100%	108 100%	53 100%	205 100%	106 100%	158 100%	130 100%	216 100%	168 100%	39 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
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23 May 2020
 Table 495

CMP01_150 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Albertson's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	150	253	160	118	63	62	135	170	98	216	55	101	108	149	146	199	189	41	216
Weighted Base	408	190*	218	122*	108*	81*	96*	136*	181*	92*	135	64*	178*	119*	161*	128*	214	176*	51*	247
Definitely/Somewhat Yes (Net)	233 57%	111 58%	123 56%	62 50%	73 67% D	48 59%	51 53%	86 63%	99 55%	48 53%	72 53%	34 52%	120 68% k	67 56%	102 63%	65 51%	134 62%	98 55%	34 66%	147 60%
Definitely yes	118 29%	47 25%	71 32%	25 20%	47 44% DF	17 21%	28 30%	49 37%	46 26%	22 24%	43 32%	16 25%	55 31%	30 25%	52 32%	36 28%	66 31%	52 29%	21 41% t	70 28%
Somewhat yes	116 28%	64 34%	52 24%	37 30%	26 24%	31 38%	23 24%	37 27%	53 29%	26 29%	29 21%	17 27%	65 37% K	37 31%	50 31%	29 23%	68 32%	46 26%	13 25%	77 31%
Definitely/Somewhat No (Net)	85 21%	51 27% C	34 15%	27 22%	19 18%	15 18%	24 25%	27 20%	42 23%	15 17%	31 23%	11 18%	36 20%	36 30% o	26 16%	23 18%	46 21%	32 18%	14 28%	58 23%
Somewhat no	55 13%	34 18% c	21 10%	17 14%	12 11%	11 13%	15 16%	22 16%	23 13%	10 11%	17 13%	5 7%	27 15%	26 22% P	20 12%	9 7%	29 13%	20 12%	10 20%	43 17%
Definitely no	30 7%	18 9%	13 6%	11 9%	7 6%	4 5%	9 9%	6 4%	19 11%	6 6%	14 10%	7 10%	9 5%	10 9%	6 4%	14 11% o	17 8%	12 7%	4 8%	15 6%
I am not familiar with this company	89 22%	27 14%	62 28% B	34 27% e	16 15%	19 23%	21 22%	22 16%	39 22%	28 31% h	32 24% M	19 30% M	21 12%	16 13%	34 21%	40 31% N	34 16%	47 27% q	3 6%	42 17% S
Sigma	408 100%	190 100%	218 100%	122 100%	108 100%	81 100%	96 100%	136 100%	181 100%	92 100%	135 100%	64 100%	178 100%	119 100%	161 100%	128 100%	214 100%	176 100%	51 100%	247 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 496

CMP01_151 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 H-E-B Grocery

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	149	259	180	119	60	49	147	166	95	218	56	112	117	152	139	212	184	42	232
Weighted Base	413	183*	230	137	110*	92*	74**	138*	197*	78*	117	65*	207*	120*	156*	137*	223	180*	60**	278
Definitely/Somewhat Yes (Net)	184 45%	92 50%	93 40%	62 45%	46 42%	40 44%	36 49%	69 50%	78 40%	38 48%	53 45%	30 47%	92 44%	42 35%	80 51% n	62 45%	106 47%	75 41%	33 54%	139 50%
Definitely yes	82 20%	44 24%	38 16%	28 21%	19 17%	15 16%	19 26%	30 22%	39 20%	13 17%	23 19%	16 24%	39 19%	10 8%	44 29% N	28 20% n	42 19%	39 21%	15 26%	68 25%
Somewhat yes	103 25%	48 26%	55 24%	34 24%	27 24%	25 28%	17 23%	39 28%	39 20%	25 31%	30 26%	15 22%	52 25%	33 27%	36 23%	34 25%	64 29%	36 20%	17 29%	71 25%
Definitely/Somewhat No (Net)	95 23%	49 27%	46 20%	28 20%	38 35% D	20 22%	8 11%	39 28%	40 21%	16 20%	21 18%	12 19%	60 29% k	34 28%	27 17%	34 25%	54 24%	38 21%	23 39%	67 24%
Somewhat no	62 15%	37 20% c	25 11%	21 15%	24 22%	16 18%	1 1%	28 21% J	30 15%	4 5%	7 6%	9 13%	45 22% K	25 21%	18 12%	19 14%	44 20% R	16 9%	19 32%	49 18%
Definitely no	33 8%	12 7%	20 9%	7 5%	14 13% d	4 5%	8 10%	10 8%	11 6%	11 14%	14 12%	4 6%	15 7%	8 7%	9 6%	15 11%	9 4%	22 12% Q	4 7%	18 6%
I am not familiar with this company	133 32%	42 23%	91 40% B	48 35%	26 23%	31 34%	29 40%	30 22%	78 40% H	25 32%	43 37%	22 35%	55 27%	44 37%	48 31%	41 30%	64 29%	67 37%	4 7%	72 26%
Sigma	413 100%	183 100%	230 100%	137 100%	110 100%	92 100%	74 100%	138 100%	197 100%	78 100%	117 100%	65 100%	207 100%	120 100%	156 100%	137 100%	223 100%	180 100%	60 100%	278 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 497

CMP01_152 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 T-Mobile

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	151	255	158	120	71	57	148	163	95	228	45	111	108	159	139	222	170	44	227
Weighted Base	399	198*	201	124*	107*	97*	71**	153*	161*	85*	133	60**	185*	106*	170*	123*	243	145*	51**	242
Definitely/Somewhat Yes (Net)	251 63%	129 65%	122 61%	69 56%	88 83% DF	56 57%	38 53%	104 68% J	110 68% J	37 44%	88 66%	40 67%	108 58%	58 55%	129 76% NP	63 51%	154 63%	90 62%	28 55%	159 66%
Definitely yes	136 34%	68 34%	68 34%	35 28%	42 40%	34 35%	24 34%	57 37%	57 35%	22 26%	48 36%	25 42%	58 31%	24 23%	79 46% NP	33 27%	89 37%	45 31%	15 30%	87 36%
Somewhat yes	115 29%	62 31%	53 26%	34 27%	46 43% DF	22 22%	14 19%	47 30%	52 33%	16 19%	40 30%	14 24%	51 27%	34 32%	50 30%	31 25%	65 27%	45 31%	13 26%	72 30%
Definitely/Somewhat No (Net)	122 31%	61 31%	61 30%	44 36% E	16 15%	31 32% E	31 44%	42 28%	42 26%	38 45% H	36 27%	18 30%	62 34%	36 34% O	34 20%	52 42% O	78 32%	41 28%	20 40%	67 28%
Somewhat no	63 16%	36 18%	27 13%	35 29% E	9 9%	14 14%	4 6%	26 17%	23 14%	14 16%	16 12%	4 6%	41 22% K	17 17%	20 12%	25 21%	35 14%	24 16%	11 21%	38 16%
Definitely no	60 15%	26 13%	34 17%	9 7%	6 6%	17 18% de	27 38%	16 10%	19 12%	25 29% H	20 15%	14 24%	22 12%	19 18%	15 9%	26 21% O	43 18%	17 12%	10 19%	29 12%
I am not familiar with this company	26 7%	8 4%	18 9%	11 9%	3 3%	10 11%	2 3%	7 5%	10 6%	9 11%	9 7%	2 4%	15 8%	11 11%	7 4%	8 7%	11 5%	14 10%	2 5%	16 7%
Sigma	399 100%	198 100%	201 100%	124 100%	107 100%	97 100%	71 100%	153 100%	161 100%	85 100%	133 100%	60 100%	185 100%	106 100%	170 100%	123 100%	243 100%	145 100%	51 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 498

CMP01_153 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Xfinity

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	409	157	252	172	119	58	60	137	180	92	224	57	107	122	156	131	226	173	33	213
Weighted Base	426	204*	222	131	106*	85*	103*	138*	206*	82*	133	67*	206*	115*	177*	134*	245	174*	41**	248
Definitely/Somewhat Yes (Net)	266 62%	136 67%	130 58%	89 68% f	68 64%	44 51%	64 62%	96 70%	124 60%	45 55%	76 57%	44 66%	142 69% k	59 51%	132 74% NP	75 56%	154 63%	109 63%	31 75%	180 72%
Definitely yes	143 34%	78 38%	65 29%	50 38%	36 33%	23 27%	34 33%	50 36%	67 33%	26 31%	41 30%	17 26%	84 41%	29 25%	74 42% N	41 30%	84 34%	57 33%	15 37%	106 43%
Somewhat yes	122 29%	58 28%	65 29%	39 30%	33 31%	20 24%	30 29%	46 33%	57 28%	20 24%	35 26%	27 40%	58 28%	29 26%	58 33%	35 26%	70 29%	52 30%	16 38%	73 30%
Definitely/Somewhat No (Net)	87 20%	45 22%	42 19%	27 21%	20 18%	26 31%	14 14%	26 18%	43 21%	19 23%	28 21%	11 17%	44 22%	34 29% O	24 14%	30 22%	60 24% r	25 14%	5 11%	44 18%
Somewhat no	46 11%	25 12%	21 9%	17 13% g	11 11%	14 16% g	4 3%	18 13%	20 10%	7 9%	14 11%	5 7%	27 13%	21 18% O	9 5%	16 12%	30 12%	15 9%	1 3%	28 11%
Definitely no	41 10%	20 10%	21 9%	10 7%	8 8%	12 15%	11 10%	7 5%	22 11%	12 14% h	14 11%	6 10%	17 8%	13 11%	14 8%	14 10%	30 12%	9 5%	3 8%	16 7%
I am not familiar with this company	73 17%	23 11%	50 23% B	15 12%	18 17%	15 18%	25 24%	16 12%	39 19%	17 21%	29 22% M	12 18%	20 10%	23 20%	21 12%	29 22%	32 13%	40 23% q	6 14%	25 10%
Sigma	426 100%	204 100%	222 100%	131 100%	106 100%	85 100%	103 100%	138 100%	206 100%	82 100%	133 100%	67 100%	206 100%	115 100%	177 100%	134 100%	245 100%	174 100%	41 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 499

CMP01_154 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Sam's Club

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	175	236	187	103	64	57	131	192	88	229	55	100	127	150	134	202	195	43	230
Weighted Base	400	210*	190	129	97*	99*	75**	119*	218*	63*	128	73*	179*	123*	163*	114*	216	174*	54**	252
Definitely/Somewhat Yes (Net)	274 68%	134 64%	139 73%	75 58%	75 78% D	76 77% D	48 64%	88 73%	149 68%	37 59%	83 65%	60 81% k	122 68%	89 72% P	126 77% P	59 52%	160 74%	110 63%	41 75%	177 70%
Definitely yes	160 40%	85 40%	75 39%	40 31%	49 50% D	42 42%	29 39%	61 51% J	87 40% J	12 19%	43 34%	36 49% k	74 41%	50 41% P	85 52% P	25 22%	87 40%	71 41%	29 54%	114 45%
Somewhat yes	114 28%	49 24%	65 34%	35 27%	27 27%	34 35%	18 25%	26 22%	62 29%	26 40% H	40 31%	23 32%	48 27%	39 32%	41 25%	34 30%	74 34% r	39 22%	11 20%	63 25%
Definitely/Somewhat No (Net)	98 25%	60 29%	38 20%	41 32% E	15 15%	21 21%	22 29%	23 19%	56 26%	19 30%	27 21%	14 19%	51 29%	25 20%	30 18%	44 38% NO	48 22%	45 26%	13 24%	64 25%
Somewhat no	51 13%	30 14%	21 11%	24 19%	9 9%	10 10%	8 11%	12 10%	32 15%	7 11%	15 12%	8 11%	26 15%	17 14%	19 11%	15 13%	28 13%	20 11%	5 8%	40 16%
Definitely no	47 12%	30 14%	18 9%	17 13%	6 6%	11 11%	13 17%	11 9%	24 11%	12 19%	12 9%	6 8%	25 14%	7 6%	12 7%	28 25% NO	19 9%	25 15%	8 15%	25 10%
I am not familiar with this company	28 7%	16 7%	13 7%	14 11%	7 7%	2 2%	5 7%	9 8%	12 6%	7 10%	17 14% LM	-	6 3%	10 8%	7 4%	12 10%	8 4%	18 11% q	1 2%	11 5%
Sigma	400 100%	210 100%	190 100%	129 100%	97 100%	99 100%	75 100%	119 100%	218 100%	63 100%	128 100%	73 100%	179 100%	123 100%	163 100%	114 100%	216 100%	174 100%	54 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 500

CMP01_155 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Southwest Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	146	263	177	114	58	60	142	169	98	226	59	100	108	164	137	205	190	41	225
Weighted Base	405	188*	216	130*	102*	87*	86*	131*	193*	80*	119	77*	187*	106*	197*	101*	220	172*	51**	253
Definitely/Somewhat Yes (Net)	277 68%	131 70%	146 67%	82 63%	81 79% D	59 68%	55 65%	95 73% J	142 74% J	39 49%	80 67%	58 76%	128 69%	69 65%	152 77% P	56 55%	164 74%	110 64%	43 84%	185 73%
Definitely yes	137 34%	56 30%	81 37%	28 21%	43 43% D	36 41% D	30 35%	42 32%	75 39%	20 25%	47 40%	24 31%	62 33%	27 26%	88 44% NP	21 21%	81 37%	56 32%	13 25%	82 32%
Somewhat yes	140 35%	75 40%	65 30%	54 41%	37 37%	23 27%	26 30%	53 41% j	67 35%	19 24%	33 28%	34 45% k	67 36%	42 39%	64 33%	34 34%	83 38%	54 31%	30 59%	103 41%
Definitely/Somewhat No (Net)	94 23%	41 22%	53 25%	36 28% E	14 14%	24 28%	20 23%	27 21%	41 21%	26 32%	26 22%	18 23%	47 25%	31 29%	34 17%	29 29% o	41 19%	47 27%	8 16%	52 20%
Somewhat no	51 13%	23 12%	28 13%	22 17% Eg	6 5%	18 21% Eg	5 5%	14 10%	31 16%	6 8%	10 8%	4 5%	36 19% Kl	19 18%	19 10%	13 12%	27 12%	21 12%	3 6%	33 13%
Definitely no	43 11%	18 10%	26 12%	14 10%	8 8%	6 7%	15 18%	13 10%	10 5%	20 25% Hl	16 14% m	14 18% M	11 6%	12 11%	15 8%	17 16% o	15 7%	26 15% q	5 9%	18 7%
I am not familiar with this company	34 8%	16 9%	17 8%	13 10%	7 7%	4 5%	10 12%	9 7%	10 5%	15 19% hl	13 11% l	1 1%	11 6%	6 6%	11 5%	16 16% no	15 7%	16 9%	*	16 6%
Sigma	405 100%	188 100%	216 100%	130 100%	102 100%	87 100%	86 100%	131 100%	193 100%	80 100%	119 100%	77 100%	187 100%	106 100%	197 100%	101 100%	220 100%	172 100%	51 100%	253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 501

CMP01_156 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Airbus

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	152	256	160	128	57	63	136	168	104	234	58	94	134	140	134	219	181	42	222
Weighted Base	416	176*	240	118*	114*	94*	91*	137*	200*	79*	134	70*	193*	142*	155*	120*	247	160*	51**	247
Definitely/Somewhat Yes (Net)	208 50%	107 61% C	101 42%	57 49%	61 54%	45 48%	45 50%	80 58% j	96 48%	33 42%	67 50%	37 54%	98 51%	82 58% P	82 53% p	44 37%	150 61% R	55 34%	41 80%	143 58%
Definitely yes	79 19%	35 20%	44 18%	21 18%	22 19%	21 22%	15 17%	27 19%	43 22%	9 11%	27 20%	11 16%	39 20%	17 12%	40 26% N	22 18%	61 25% R	17 11%	13 26%	46 19%
Somewhat yes	130 31%	72 41% C	57 24%	37 31%	39 34%	24 25%	30 33%	53 39%	52 26%	24 31%	40 30%	26 37%	59 31%	65 46% OP	42 27%	23 19%	89 36% r	37 23%	27 54%	97 39%
Definitely/Somewhat No (Net)	104 25%	49 28%	56 23%	18 15%	30 27% d	21 23%	35 38% D	29 21%	58 29%	17 21%	24 18%	14 21%	60 31% k	36 26%	36 23%	32 27%	41 17%	60 38% Q	6 11%	68 27%
Somewhat no	58 14%	24 13%	34 14%	13 11%	20 18%	9 10%	15 17%	19 14%	29 14%	10 13%	13 10%	10 15%	30 16%	23 16%	22 14%	13 11%	28 11%	27 17%	3 6%	36 14%
Definitely no	46 11%	25 14%	21 9%	5 4%	10 9%	12 13%	20 22% De	10 7%	30 15%	7 8%	12 9%	4 6%	30 15%	13 9%	14 9%	19 16%	13 5%	34 21% Q	3 5%	32 13%
I am not familiar with this company	104 25%	20 12%	83 35% B	43 36% EG	22 20%	28 30%	11 12%	29 21%	46 23%	29 37% hi	42 31% M	18 26%	35 18%	23 16%	37 24%	43 36% N	56 23%	45 28%	5 9%	37 15%
Sigma	416 100%	176 100%	240 100%	118 100%	114 100%	94 100%	91 100%	137 100%	200 100%	79 100%	134 100%	70 100%	193 100%	142 100%	155 100%	120 100%	247 100%	160 100%	51 100%	247 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 502

CMP01_157 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Kaiser Permanente

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	145	262	160	112	64	71	137	165	105	207	64	112	122	143	142	222	175	38	224
Weighted Base	437	192*	245	132*	103*	100*	102*	146*	195*	96*	122	72*	211*	155*	146*	135*	254	171*	56**	285
Definitely/Somewhat Yes (Net)	226 52%	108 56%	117 48%	71 54% g	61 59% G	56 56%	38 37%	83 57%	103 53%	40 42%	61 50%	32 44%	122 58%	72 46%	95 65% NP	59 44%	130 51%	93 55%	43 76%	158 55%
Definitely yes	118 27%	58 30%	60 24%	34 26%	34 33%	31 31%	19 19%	45 31%	50 26%	22 23%	35 28% I	10 14%	68 32% L	37 24%	55 38% nP	25 19%	62 25%	55 32%	30 53%	78 27%
Somewhat yes	108 25%	50 26%	58 24%	38 29%	27 26%	24 24%	19 18%	38 26%	52 27%	18 18%	27 22%	22 30%	54 26%	35 22%	39 27%	34 25%	68 27%	38 22%	13 23%	80 28%
Definitely/Somewhat No (Net)	76 18%	40 21%	37 15%	27 21%	17 17%	20 20%	12 12%	34 23% J	33 17%	10 10%	20 16%	13 18%	42 20%	34 22%	19 13%	24 18%	49 19%	27 16%	9 17%	55 19%
Somewhat no	51 12%	30 16%	21 8%	19 14%	8 8%	14 14%	10 10%	23 16%	21 11%	6 6%	6 5%	10 13% K	35 17% K	31 20% O	6 4%	14 10%	34 13%	16 10%	6 11%	38 13%
Definitely no	26 6%	10 5%	16 7%	8 6%	9 9%	6 6%	2 2%	11 7%	11 6%	4 4%	14 12% M	4 5%	7 3%	3 2%	13 9% n	10 8%	15 6%	10 6%	3 6%	18 6%
I am not familiar with this company	135 31%	44 23%	91 37% B	33 25%	25 24%	25 25%	52 51% DEF	29 20%	60 31%	46 48% Hi	41 33% m	27 37% m	47 22%	50 32%	33 23%	52 38% O	75 29%	51 30%	4 7%	72 25%
Sigma	437 100%	192 100%	245 100%	132 100%	103 100%	100 100%	102 100%	146 100%	195 100%	96 100%	122 100%	72 100%	211 100%	155 100%	146 100%	135 100%	254 100%	171 100%	56 100%	285 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 503

CMP01_158 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Conagra

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	163	238	170	108	69	54	142	156	103	224	54	97	136	130	135	197	186	35	206
Weighted Base	396	213*	183	121*	106*	97*	72**	139*	164*	93*	137	61*	165*	143*	142*	112*	229	154*	56**	229
Definitely/Somewhat Yes (Net)	202 51%	125 59% C	77 42%	51 42%	56 53%	57 59% d	37 52%	74 53%	84 51%	44 47%	60 44%	32 52%	92 56%	81 57% P	81 57% P	40 36%	121 53%	78 50%	38 67%	130 57%
Definitely yes	98 25%	61 29%	37 20%	21 18%	35 34% D	25 26%	16 22%	35 25%	36 22%	26 28%	27 20%	10 16%	48 29%	38 26%	42 30% p	18 16%	65 29%	30 20%	20 36%	70 30%
Somewhat yes	104 26%	65 30%	40 22%	30 24%	21 20%	32 33%	22 30%	39 28%	48 29%	17 19%	33 24%	22 36%	44 27%	44 31%	39 27%	22 20%	56 24%	48 31%	18 31%	60 26%
Definitely/Somewhat No (Net)	76 19%	54 25% C	22 12%	28 23%	21 20%	18 19%	8 12%	31 22%	28 17%	17 18%	24 18%	6 9%	43 26% l	27 19%	19 13%	31 27% O	55 24% R	14 9%	17 31%	45 20%
Somewhat no	45 11%	35 16% C	10 5%	18 15%	12 12%	10 11%	4 6%	20 15%	13 8%	11 12%	10 7%	4 7%	27 17% k	16 11%	5 4%	23 21% O	35 15% R	4 3%	11 19%	26 11%
Definitely no	32 8%	19 9%	12 7%	10 8%	9 8%	8 8%	4 6%	11 8%	15 9%	6 6%	14 10%	1 2%	16 9%	11 8%	13 10%	7 6%	20 9%	10 6%	6 11%	19 8%
I am not familiar with this company	118 30%	33 16%	84 46% B	42 35%	28 26%	21 22%	27 37%	34 24%	52 32%	32 34%	53 39% M	24 39% M	30 18%	35 24%	42 29%	41 37%	52 23%	62 41% Q	1 2%	54 23%
Sigma	396 100%	213 100%	183 100%	121 100%	106 100%	97 100%	72 100%	139 100%	164 100%	93 100%	137 100%	61 100%	165 100%	143 100%	142 100%	112 100%	229 100%	154 100%	56 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 504

CMP01_159 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Quicken Loans

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	153	251	171	117	68	48	141	164	99	222	62	99	113	141	150	208	183	42	211
Weighted Base	401	190*	211	122*	110*	98*	71**	136*	185*	80*	123	75*	183*	109*	162*	130*	236	157*	54**	245
Definitely/Somewhat Yes (Net)	221 55%	108 57%	113 54%	62 51%	75 68% D	61 63%	23 32%	82 61%	101 55%	37 47%	66 53%	38 51%	111 61%	54 50%	114 70% NP	53 41%	141 60%	77 49%	32 59%	145 59%
Definitely yes	111 28%	44 23%	66 32%	22 18%	37 33% D	37 37% D	15 21%	43 32%	48 26%	19 24%	34 28%	18 24%	54 29%	24 22%	58 36% P	28 22%	69 29%	40 25%	13 24%	66 27%
Somewhat yes	110 27%	64 33% c	46 22%	39 32%	38 35%	25 25%	8 11%	39 29%	53 29%	18 22%	31 25%	21 28%	58 31%	30 27%	55 34% P	25 19%	71 30%	38 24%	19 36%	80 33%
Definitely/Somewhat No (Net)	114 28%	59 31%	55 26%	33 27%	26 23%	23 23%	32 45%	36 26%	45 25%	33 41% i	31 25%	27 36%	49 27%	36 33% O	26 16%	52 40% O	69 29%	41 26%	20 37%	63 26%
Somewhat no	70 17%	39 20%	31 15%	22 18%	21 19%	12 12%	15 21%	25 18%	29 16%	16 20%	16 13%	15 20%	34 19%	28 25% O	16 10%	26 20% o	48 20%	20 13%	17 33%	39 16%
Definitely no	45 11%	21 11%	24 11%	11 9%	5 5%	11 11%	17 24%	11 8%	16 9%	17 21% Hi	14 12%	12 16%	14 8%	9 8%	10 6%	26 20% no	22 9%	21 13%	2 4%	23 10%
I am not familiar with this company	66 16%	23 12%	43 20%	27 22% E	9 9%	14 14%	16 22%	18 13%	38 21%	10 12%	26 21%	10 13%	23 13%	19 17%	22 14%	25 19%	25 11%	39 25% Q	2 4%	37 15%
Sigma	401 100%	190 100%	211 100%	122 100%	110 100%	98 100%	71 100%	136 100%	185 100%	80 100%	123 100%	75 100%	183 100%	109 100%	162 100%	130 100%	236 100%	157 100%	54 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 505

CMP01_160 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Nissan

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	156	258	170	119	68	57	161	158	95	216	57	108	122	151	141	205	196	37	215
Weighted Base	434	219*	215	128*	115*	93*	98**	177*	181*	75*	119*	78*	198*	147*	159*	127*	236	182*	47**	248
Definitely/Somewhat Yes (Net)	271 63%	130 59%	141 66%	83 65%	80 70%	54 58%	54 55%	125 70% J	111 61%	36 48%	70 59%	42 53%	138 69% I	101 69% P	114 72% P	56 44%	149 63%	114 63%	32 69%	165 66%
Definitely yes	136 31%	68 31%	68 32%	47 36%	45 40% f	21 22%	23 24%	74 42% I	39 21%	23 31%	35 30% L	7 9%	84 42% KL	58 40% p	48 30%	29 23%	72 31%	61 33%	16 33%	81 33%
Somewhat yes	136 31%	62 29%	73 34%	37 28%	35 30%	34 36%	30 31%	51 28%	72 40% J	13 17%	35 29%	34 43% m	54 27%	43 29%	66 42% P	26 21%	77 33%	53 29%	17 36%	84 34%
Definitely/Somewhat No (Net)	129 30%	75 34%	54 25%	37 29%	23 20%	30 32%	38 39%	43 24%	61 34%	24 32%	39 32%	33 42% m	51 26%	40 27%	36 23%	52 41% O	77 33%	50 27%	12 25%	67 27%
Somewhat no	78 18%	56 26% C	22 10%	24 18%	15 13%	21 23%	18 19%	25 14%	39 22%	13 18%	23 19%	17 21%	34 17%	25 17%	15 9%	38 30% O	48 20%	28 15%	7 15%	48 19%
Definitely no	50 12%	19 9%	31 15%	14 11%	8 7%	9 9%	20 20%	18 10%	22 12%	11 14%	15 13%	16 20% m	17 9%	15 10%	21 13%	14 11%	29 12%	22 12%	5 10%	19 8%
I am not familiar with this company	34 8%	14 6%	20 9%	8 6%	11 10%	9 9%	6 6%	9 5%	10 5%	15 20% HI	10 9%	4 5%	10 5%	5 4%	8 5%	20 16% NO	10 4%	18 10%	3 6%	16 7%
Sigma	434 100%	219 100%	215 100%	128 100%	115 100%	93 100%	98 100%	177 100%	181 100%	75 100%	119 100%	78 100%	198 100%	147 100%	159 100%	127 100%	236 100%	182 100%	47 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 506

CMP01_161 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Hallmark

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	174	230	164	112	68	60	138	173	93	211	61	107	124	148	132	216	176	38	218
Weighted Base	411	220*	191	117*	98*	98*	98*	131*	190*	90*	118	75*	190*	126*	167*	118*	219	178*	42**	246
Definitely/Somewhat Yes (Net)	226 55%	124 56%	102 53%	67 57%	60 61%	56 57%	43 44%	82 63% j	103 54%	41 45%	65 55%	36 47%	110 58%	72 57% P	109 65% P	45 38%	121 55%	99 56%	28 67%	146 59%
Definitely yes	109 26%	67 31%	41 22%	32 27%	35 36% f	19 19%	23 23%	45 34%	44 23%	20 22%	36 30%	17 23%	55 29%	31 25%	58 35% P	19 17%	59 27%	50 28%	15 35%	72 29%
Somewhat yes	117 28%	57 26%	60 32%	35 30%	25 25%	38 38%	20 20%	38 29%	59 31%	21 23%	29 25%	19 25%	55 29%	41 32%	51 31%	25 22%	62 29%	50 28%	13 32%	74 30%
Definitely/Somewhat No (Net)	148 36%	79 36%	68 36%	37 31%	29 30%	39 40%	43 44%	36 27%	72 38%	40 44% h	37 31%	35 46%	73 38%	44 35%	48 29%	55 47% O	84 38%	62 35%	13 30%	78 32%
Somewhat no	67 16%	35 16%	31 17%	23 20%	15 15%	18 19%	10 11%	14 11%	45 24% HJ	7 8%	17 14%	10 14%	39 20%	25 20%	24 14%	17 15%	34 15%	31 18%	7 17%	45 18%
Definitely no	81 20%	44 20%	37 19%	14 12%	14 15%	20 21%	32 33% De	22 17%	26 14%	33 37% HI	20 17%	25 33% km	34 18%	19 15%	24 15%	38 32% NO	50 23%	30 17%	5 13%	34 14%
I am not familiar with this company	38 9%	17 8%	21 11%	13 11%	9 9%	3 3%	12 12%	13 10%	15 8%	9 10%	16 14% M	5 6%	7 4%	11 8%	9 5%	18 15% o	14 6%	17 10%	2 4%	22 9%
Sigma	411 100%	220 100%	191 100%	117 100%	98 100%	98 100%	98 100%	131 100%	190 100%	90 100%	118 100%	75 100%	190 100%	126 100%	167 100%	118 100%	219 100%	178 100%	42 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 507

CMP01_162 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Etsy

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	158	250	153	125	72	58	141	166	101	213	71	101	129	141	138	215	186	38	216
Weighted Base	395	193*	203	106*	106*	110*	74**	132*	183*	80*	121	79*	163*	126*	145*	125*	222	169*	47**	227
Definitely/Somewhat Yes (Net)	186 47%	93 48%	93 46%	61 58% F	59 56% f	42 38%	24 33%	75 57% I	72 39%	39 49%	56 46%	31 40%	90 55%	52 42%	82 57% np	52 42%	119 53% r	67 40%	38 79%	117 52%
Definitely yes	94 24%	48 25%	46 23%	26 24%	32 30% f	17 16%	19 25%	35 27%	39 21%	19 24%	34 28% L	9 11%	47 29% L	23 18%	42 29%	28 23%	55 25%	39 23%	20 42%	55 24%
Somewhat yes	93 23%	45 24%	47 23%	36 34%	27 25%	25 22%	6 7%	40 31% i	33 18%	20 25%	22 18%	22 28%	43 26%	29 23%	40 27%	24 19%	64 29% R	28 17%	18 37%	62 27%
Definitely/Somewhat No (Net)	133 34%	57 29%	77 38%	31 29%	28 26%	48 44% e	27 36%	29 22%	80 44% H	24 30%	35 29%	34 44%	55 34%	52 42%	42 29%	39 31%	66 30%	64 38%	3 6%	79 35%
Somewhat no	77 19%	40 21%	37 18%	21 19%	18 17%	26 23%	12 17%	22 17%	47 26% J	8 10%	22 18%	20 25%	32 20%	31 25%	21 15%	25 20%	35 16%	40 23%	2 4%	51 22%
Definitely no	56 14%	17 9%	39 19% B	10 10%	9 9%	22 20%	14 19%	7 5%	33 18% H	16 20% H	14 11%	15 19%	22 14%	21 17%	20 14%	14 11%	31 14%	24 14%	1 3%	28 12%
I am not familiar with this company	76 19%	43 22%	33 16%	14 13%	19 18%	20 18%	23 31%	28 21%	31 17%	17 21%	30 25% M	13 16%	18 11%	21 17%	21 15%	34 27% o	38 17%	38 22%	7 14%	31 13%
Sigma	395 100%	193 100%	203 100%	106 100%	106 100%	110 100%	74 100%	132 100%	183 100%	80 100%	121 100%	79 100%	163 100%	126 100%	145 100%	125 100%	222 100%	169 100%	47 100%	227 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 508

CMP01_163 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Nintendo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	151	259	167	114	69	60	137	162	111	221	53	109	148	137	125	215	185	36	232
Weighted Base	425	197*	229	125*	108*	106*	87*	136*	194*	95*	133	72*	193*	159*	145*	121*	254	161*	50**	265
Definitely/Somewhat Yes (Net)	221 52%	100 51%	122 53%	72 58% G	64 59% G	56 53%	30 34%	88 65% IJ	94 48%	39 42%	64 48%	31 42%	119 62% kl	85 53%	89 61% P	47 39%	144 57%	74 46%	41 82%	166 63%
Definitely yes	118 28%	50 26%	68 30%	36 29%	27 25%	39 37%	17 20%	39 29%	60 31%	20 21%	31 24%	17 24%	63 33%	45 28%	46 32%	27 22%	85 33% R	33 20%	16 32%	87 33%
Somewhat yes	103 24%	49 25%	54 23%	36 29% g	37 34% FG	17 16%	12 14%	49 36% lj	34 17%	19 21%	32 24%	14 19%	56 29%	40 25%	43 29% p	20 17%	59 23%	41 25%	25 50%	79 30%
Definitely/Somewhat No (Net)	159 37%	81 41%	78 34%	46 37%	37 34%	28 27%	47 55% deF	38 28%	77 39%	44 47% H	47 35%	37 50%	65 34%	61 38%	44 30%	54 45% o	87 34%	65 41%	9 17%	78 30%
Somewhat no	88 21%	50 25%	38 17%	24 19%	19 17%	19 18%	25 29%	21 15%	45 23%	22 23%	26 19%	23 31%	33 17%	34 22%	26 18%	28 23%	47 18%	37 23%	6 11%	45 17%
Definitely no	71 17%	31 16%	40 18%	22 17%	18 17%	9 8%	22 26%	17 13%	31 16%	22 24%	21 16%	14 19%	32 17%	27 17%	18 12%	26 22%	41 16%	28 18%	3 6%	34 13%
I am not familiar with this company	45 11%	17 8%	29 13%	7 6%	7 7%	21 20% De	10 11%	10 7%	24 12%	11 12%	22 17% M	5 7%	9 5%	13 8%	13 9%	19 16%	22 9%	22 13%	*	20 8%
Sigma	425 100%	197 100%	229 100%	125 100%	108 100%	106 100%	87 100%	136 100%	194 100%	95 100%	133 100%	72 100%	193 100%	159 100%	145 100%	121 100%	254 100%	161 100%	50 100%	265 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 509

CMP01_164 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Ace Hardware

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	416	157	259	180	104	82	50	139	169	108	222	60	105	106	151	159	199	204	34	230
Weighted Base	409	196*	214	125*	97*	102*	85**	126*	184*	99*	136	74*	173*	106*	150*	153*	201	192*	37**	231
Definitely/Somewhat Yes (Net)	273 67%	132 68%	140 66%	71 56%	67 69%	71 69%	65 76%	68 54%	134 73% H	71 71% h	88 65%	53 71%	124 72%	80 75% P	106 70% p	87 57%	139 69%	128 67%	25 69%	145 63%
Definitely yes	113 28%	44 23%	69 32%	25 20%	24 25%	31 31%	32 38%	31 24%	58 32%	24 24%	37 27%	27 37%	45 26%	34 32%	46 31%	32 21%	60 30%	53 28%	5 15%	58 25%
Somewhat yes	160 39%	88 45%	72 34%	45 36%	42 44%	39 39%	33 38%	37 29%	76 41%	47 47% h	52 38%	26 34%	79 46%	45 43%	59 40%	55 36%	79 39%	75 39%	20 54%	88 38%
Definitely/Somewhat No (Net)	96 24%	46 24%	50 23%	38 31%	22 22%	21 21%	15 18%	41 33% J	40 22%	16 16%	36 27%	17 23%	35 20%	19 18%	31 21%	46 30%	46 23%	48 25%	8 21%	61 26%
Somewhat no	53 13%	24 12%	29 14%	19 15%	15 15%	13 13%	7 8%	21 17% j	27 15%	6 6%	18 13%	10 14%	21 12%	14 13%	19 12%	20 13%	23 11%	30 15%	5 13%	39 17%
Definitely no	43 10%	22 11%	20 10%	20 16%	7 7%	8 8%	8 9%	20 16% i	13 7%	10 10%	19 14%	7 9%	15 8%	5 5%	13 8%	25 17% N	23 11%	19 10%	3 9%	22 9%
I am not familiar with this company	40 10%	17 9%	23 11%	16 13%	9 9%	10 10%	5 6%	17 13% i	10 6%	13 13%	12 8%	4 6%	14 8%	7 7%	13 9%	20 13%	16 8%	16 8%	3 9%	25 11%
Sigma	409 100%	196 100%	214 100%	125 100%	97 100%	102 100%	85 100%	126 100%	184 100%	99 100%	136 100%	74 100%	173 100%	106 100%	150 100%	153 100%	201 100%	192 100%	37 100%	231 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 510

CMP01_165 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Visa

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	411	143	268	179	119	53	60	123	184	104	210	56	109	131	152	128	209	186	36	223
Weighted Base	401	174*	227	129*	104*	79**	88*	111*	200*	90*	112	66*	186*	128*	159*	114*	225	162*	41**	257
Definitely/Somewhat Yes (Net)	284 71%	127 73%	157 69%	94 73% g	81 78% G	60 75%	50 57%	82 74%	141 71%	61 68%	78 70%	49 74%	141 76%	79 62%	122 77% N	83 72%	162 72%	118 73%	32 78%	193 75%
Definitely yes	170 42%	88 51% C	81 36%	54 42%	49 47%	37 46%	30 34%	42 38%	90 45%	38 43%	47 42%	35 53%	79 43%	45 35%	81 51% n	44 38%	93 41%	75 46%	18 43%	117 45%
Somewhat yes	114 29%	39 22%	75 33% b	40 31%	32 31%	23 29%	20 22%	40 36%	52 26%	23 25%	31 27%	14 22%	62 33%	34 27%	41 26%	39 34%	69 31%	43 26%	15 35%	77 30%
Definitely/Somewhat No (Net)	99 25%	43 25%	56 25%	31 24%	17 16%	13 17%	38 43% DE	24 21%	51 26%	24 27%	28 25%	14 21%	42 23%	42 33%	33 21%	24 21%	54 24%	37 23%	9 22%	58 22%
Somewhat no	55 14%	25 14%	31 14%	23 18% e	9 8%	6 7%	18 20%	19 17%	27 14%	9 10%	14 13%	5 7%	30 16%	27 21% op	17 11%	11 10%	33 15%	18 11%	8 19%	33 13%
Definitely no	44 11%	19 11%	25 11%	8 6%	8 8%	7 9%	20 23% DE	5 4%	24 12%	16 17% H	14 13%	10 15%	12 6%	15 12%	16 10%	13 11%	21 9%	19 12%	2 4%	25 10%
I am not familiar with this company	17 4%	3 2%	14 6%	5 4%	6 6%	7 8%	-	5 4%	8 4%	5 5%	6 5%	3 4%	3 2%	6 5%	3 2%	8 7%	8 4%	7 4%	-	6 2%
Sigma	401 100%	174 100%	227 100%	129 100%	104 100%	79 100%	88 100%	111 100%	200 100%	90 100%	112 100%	66 100%	186 100%	128 100%	159 100%	114 100%	225 100%	162 100%	41 100%	257 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 511

CMP01_166 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Charles Schwab

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	149	265	181	107	68	58	138	170	106	224	58	107	133	145	136	226	178	29	210
Weighted Base	397	173*	224	129	98*	89*	81*	129*	173*	95*	127	70*	174*	121*	142*	134*	242	145*	36**	229
Definitely/Somewhat Yes (Net)	200 50%	90 52%	110 49%	54 42%	65 66% DG	50 56%	31 38%	74 57%	80 46%	46 48%	64 50%	34 49%	94 54%	54 44%	83 59% n	63 47%	126 52%	70 48%	23 64%	111 49%
Definitely yes	104 26%	51 30%	53 24%	25 20%	35 36% D	28 32%	16 19%	40 31%	40 23%	25 26%	36 28%	14 21%	47 27%	23 19%	47 33% n	35 26%	67 28%	37 25%	13 38%	52 23%
Somewhat yes	96 24%	39 23%	56 25%	29 22%	30 30%	22 24%	15 19%	33 26%	41 24%	21 23%	28 22%	20 28%	47 27%	31 25%	37 26%	28 21%	59 24%	33 23%	9 26%	59 26%
Definitely/Somewhat No (Net)	130 33%	62 36%	68 30%	36 28%	24 25%	33 37%	37 45% de	35 27%	60 35%	35 37%	35 28%	25 36%	60 35%	44 36%	37 26%	49 36%	87 36%	41 28%	12 33%	84 37%
Somewhat no	72 18%	38 22%	34 15%	22 17%	13 13%	18 20%	19 24%	20 16%	45 26% HJ	7 7%	21 16%	11 15%	39 23%	21 17%	25 17%	27 20%	52 21%	18 13%	3 9%	54 24%
Definitely no	58 15%	24 14%	33 15%	14 11%	12 12%	15 17%	17 21%	15 11%	15 8%	28 30% HI	14 11%	14 21%	21 12%	23 19%	13 9%	22 16%	35 14%	22 15%	9 25%	31 13%
I am not familiar with this company	68 17%	20 12%	47 21% b	39 30% EF	9 10%	6 6%	14 17%	21 16%	33 19%	14 15%	28 22% m	11 15%	20 11%	24 20%	21 15%	23 17%	29 12%	34 24% Q	1 3%	33 15%
Sigma	397 100%	173 100%	224 100%	129 100%	98 100%	89 100%	81 100%	129 100%	173 100%	95 100%	127 100%	70 100%	174 100%	121 100%	142 100%	134 100%	242 100%	145 100%	36 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 512

CMP01_167 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Singer

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	409	153	256	166	111	68	64	140	164	105	211	47	122	140	135	134	217	180	43	226
Weighted Base	438	204*	234	132*	121*	101*	84**	147*	192*	98*	124	65**	220*	166*	145*	126*	263	166*	61**	275
Definitely/Somewhat Yes (Net)	216 49%	112 55%	105 45%	63 48%	68 57% F	35 35%	49 58%	77 53%	94 49%	44 45%	61 50%	40 61%	103 47%	94 56% P	74 51%	49 39%	134 51%	78 47%	42 69%	145 53%
Definitely yes	108 25%	59 29%	49 21%	27 21%	40 33% dF	12 12%	29 34%	36 24%	54 28%	18 18%	29 24%	21 32%	53 24%	50 30%	35 24%	23 19%	73 28%	35 21%	24 40%	73 27%
Somewhat yes	108 25%	53 26%	56 24%	36 28%	28 23%	23 23%	20 24%	42 28%	40 21%	26 27%	32 26%	19 29%	50 23%	44 26%	39 27%	25 20%	61 23%	43 26%	18 29%	72 26%
Definitely/Somewhat No (Net)	123 28%	61 30%	63 27%	41 31%	25 20%	37 37% e	21 24%	45 31%	55 28%	24 24%	34 28%	4 6%	78 35%	45 27%	38 26%	41 32%	79 30%	43 26%	10 16%	71 26%
Somewhat no	77 18%	36 18%	41 17%	22 17%	16 13%	23 23%	16 19%	25 17%	43 22%	10 10%	12 10%	2 2%	61 28% K	30 18%	21 14%	26 21%	55 21%	21 13%	4 6%	51 19%
Definitely no	46 11%	24 12%	22 9%	19 14%	8 7%	15 14%	5 5%	20 14%	12 6%	14 15%	22 18% M	3 4%	17 8%	15 9%	18 12%	14 11%	24 9%	22 13%	6 10%	20 7%
I am not familiar with this company	98 22%	32 15%	67 28% B	27 21%	28 23%	29 28%	14 17%	25 17%	43 23%	30 31% h	28 23%	21 33%	39 18%	28 17%	33 23%	37 29% n	50 19%	45 27%	9 15%	58 21%
Sigma	438 100%	204 100%	234 100%	132 100%	121 100%	101 100%	84 100%	147 100%	192 100%	98 100%	124 100%	65 100%	220 100%	166 100%	145 100%	126 100%	263 100%	166 100%	61 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 513

CMP01_168 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 King Arthur

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	136	278	183	113	65	53	139	176	99	223	65	103	125	137	152	232	170	40	230
Weighted Base	388	160*	228	136	105*	84*	63**	132*	179*	76*	117	78*	169*	115*	137*	135*	227	153*	47**	245
Definitely/Somewhat Yes (Net)	159 41%	76 47%	84 37%	58 43%	58 55% F	27 32%	16 25%	73 55% IJ	66 37%	20 26%	38 32%	29 37%	85 51% K	42 36%	64 47%	54 40%	107 47% R	48 31%	37 79%	118 48%
Definitely yes	73 19%	29 18%	44 19%	20 15%	32 31% Df	13 15%	9 14%	34 26% j	30 17%	10 13%	18 15%	14 18%	37 22%	15 13%	38 28% Np	20 15%	55 24% R	16 11%	11 24%	52 21%
Somewhat yes	86 22%	46 29% C	39 17%	38 28%	26 25%	14 17%	7 11%	39 30% j	37 21%	10 13%	20 17%	15 19%	48 29% k	27 23%	26 19%	34 25%	51 23%	31 21%	26 55%	66 27%
Definitely/Somewhat No (Net)	72 19%	31 20%	41 18%	33 24% E	12 12%	13 15%	13 21%	13 10%	43 24% H	16 21% h	14 12%	20 25% k	36 21%	18 15%	24 18%	30 22%	33 15%	36 24% q	4 8%	46 19%
Somewhat no	39 10%	18 11%	21 9%	20 14% e	5 5%	8 10%	5 9%	5 4%	27 15% H	7 9%	7 6%	10 13%	22 13%	13 11%	12 9%	14 10%	21 9%	16 10%	2 4%	27 11%
Definitely no	33 9%	13 8%	20 9%	14 10%	7 7%	4 5%	8 13%	7 5%	17 9%	9 12%	7 6%	9 12%	14 8%	5 4%	12 9%	16 12%	12 5%	20 13% Q	2 5%	19 8%
I am not familiar with this company	157 40%	53 33%	104 45% b	44 33%	35 33%	44 52% De	34 54%	46 35%	69 39%	41 39%	65 56% LM	29 38%	48 28%	56 49%	49 36%	51 38%	87 38%	68 45%	6 13%	81 33%
Sigma	388 100%	160 100%	228 100%	136 100%	105 100%	84 100%	63 100%	132 100%	179 100%	76 100%	117 100%	78 100%	169 100%	115 100%	137 100%	135 100%	227 100%	153 100%	47 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 514

CMP01_169 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Huawei

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	396	142	254	145	112	68	71	138	164	94	207	51	117	114	152	130	205	179	34	217
Weighted Base	422	202*	221	108*	110*	95*	109*	144*	196*	83*	117	55*	227*	123*	172*	128*	235	180*	51**	261
Definitely/Somewhat Yes (Net)	170 40%	104 52% C	66 30%	53 49% FG	65 59% FG	26 28%	26 24%	84 58% IJ	65 33%	22 26%	42 35%	20 37%	104 46%	50 41%	77 45%	43 34%	118 50% R	49 27%	39 77%	118 45%
Definitely yes	105 25%	65 32% C	40 18%	31 28%	40 36% FG	15 16%	20 18%	56 39% IJ	35 18%	15 18%	22 18%	9 16%	73 32% KI	33 26%	49 28%	24 19%	79 34% R	26 14%	25 49%	72 28%
Somewhat yes	65 15%	39 19%	26 12%	22 21% G	25 23% G	11 12%	6 6%	28 19%	30 15%	7 9%	20 17%	11 21%	31 14%	18 14%	28 17%	19 15%	39 17%	24 13%	14 28%	45 17%
Definitely/Somewhat No (Net)	111 26%	62 31%	49 22%	22 21%	23 21%	28 30%	38 35%	31 22%	58 30%	21 26%	30 26%	14 25%	62 27%	40 33% o	31 18%	40 31% o	57 24%	51 28%	7 15%	73 28%
Somewhat no	52 12%	27 13%	25 11%	14 13%	12 11%	10 11%	16 14%	22 15%	25 13%	5 6%	16 14%	5 10%	27 12%	17 14%	15 9%	20 15%	37 16%	15 8%	5 10%	37 14%
Definitely no	59 14%	36 18%	24 11%	8 7%	11 10%	18 19% d	22 20% d	9 7%	33 17% h	16 20% H	14 12%	8 15%	35 16%	23 19%	15 9%	20 16%	20 9%	36 20% Q	2 5%	36 14%
I am not familiar with this company	141 33%	36 18%	105 48% B	33 30%	23 20%	40 43% E	46 42% E	28 20%	73 37% H	40 48% H	45 39% m	21 38%	61 27%	33 27%	63 37%	45 35%	60 25%	80 45% Q	4 8%	71 27%
Sigma	422 100%	202 100%	221 100%	108 100%	110 100%	95 100%	109 100%	144 100%	196 100%	83 100%	117 100%	55 100%	227 100%	123 100%	172 100%	128 100%	235 100%	180 100%	51 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 515

CMP01_170 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 Mars

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	150	257	158	129	66	54	157	155	95	218	57	110	125	143	139	212	181	41	222
Weighted Base	394	176*	219	110*	114*	110*	61**	149*	174*	72*	125	56*	198*	124*	157*	113*	212	168*	53**	250
Definitely/Somewhat Yes (Net)	221 56%	118 67% C	102 47%	54 49%	76 67% DF	51 46%	39 65%	91 62%	86 49%	43 60%	68 54%	30 54%	118 59%	74 59%	80 51%	67 60%	135 64% R	80 48%	43 82%	144 58%
Definitely yes	95 24%	53 30% c	42 19%	22 20%	35 31%	26 24%	12 20%	42 29%	34 19%	19 26%	35 28%	11 20%	47 24%	27 22%	37 23%	31 28%	63 30% r	30 18%	22 41%	59 24%
Somewhat yes	126 32%	65 37%	61 28%	32 29%	41 36%	25 23%	27 45%	49 33%	52 30%	24 34%	33 26%	19 33%	70 35%	46 37%	43 27%	36 32%	72 34%	50 30%	22 41%	85 34%
Definitely/Somewhat No (Net)	100 25%	42 24%	57 26%	24 21%	21 18%	40 37% dE	15 25%	32 22%	51 29%	17 23%	32 25%	12 22%	53 27%	27 22%	46 29%	26 23%	48 23%	47 28%	8 14%	68 27%
Somewhat no	59 15%	23 13%	36 16%	16 15% e	7 6%	28 25% E	8 14%	13 9%	40 23% HJ	5 8%	15 12%	2 3%	41 21% L	16 13%	33 21% P	10 9%	33 16%	25 15%	4 8%	43 17%
Definitely no	41 10%	19 11%	22 10%	8 7%	14 13%	12 11%	7 11%	19 13%	10 6%	11 16% i	17 13% m	11 19% M	12 6%	12 9%	13 8%	16 14%	15 7%	22 13%	4 7%	24 10%
I am not familiar with this company	74 19%	15 9%	59 27% B	33 30% E	16 14%	19 17%	6 11%	25 17%	37 21%	12 17%	26 21%	14 24%	28 14%	23 19%	31 20%	19 17%	29 14%	40 24% q	2 4%	38 15%
Sigma	394 100%	176 100%	219 100%	110 100%	114 100%	110 100%	61 100%	149 100%	174 100%	72 100%	125 100%	56 100%	198 100%	124 100%	157 100%	113 100%	212 100%	168 100%	53 100%	250 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 516

CMP01_171 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic?

Telecom
 SC Johnson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	150	258	184	106	66	52	135	178	95	209	59	110	119	136	153	209	184	42	213
Weighted Base	391	183*	207	136	100*	88*	67**	140*	177*	73*	114	55*	199*	122*	141*	128*	236	145*	59**	239
Definitely/Somewhat Yes (Net)	249 64%	113 62%	136 66%	68 50%	75 76% D	70 79% D	37 55%	95 68%	108 61%	46 63%	64 56%	34 62%	141 71% K	87 71% P	94 66%	69 54%	170 72% R	76 52%	43 72%	167 70%
Definitely yes	133 34%	64 35%	69 33%	34 25%	42 42% D	38 43% D	20 29%	53 38%	56 32%	24 32%	29 25%	16 30%	84 42% K	45 37%	54 39%	34 27%	96 40% R	37 25%	20 34%	94 39%
Somewhat yes	116 30%	49 27%	67 32%	34 25%	33 33%	32 36%	17 25%	42 30%	52 30%	22 31%	35 31%	18 33%	57 29%	42 35%	39 28%	35 27%	74 31%	39 27%	22 37%	73 31%
Definitely/Somewhat No (Net)	72 18%	40 22%	32 15%	35 26% EF	12 12%	9 10%	16 23%	21 15%	45 25% HJ	6 9%	19 17%	12 22%	34 17%	21 17%	30 21%	21 16%	31 13%	38 26% Q	8 14%	41 17%
Somewhat no	36 9%	22 12%	15 7%	23 17% F	8 8%	3 3%	3 4%	13 9%	21 12%	3 4%	7 6%	5 9%	23 12%	14 11%	18 13% P	5 4%	18 8%	16 11%	6 10%	26 11%
Definitely no	36 9%	18 10%	17 8%	12 9%	4 4%	6 7%	13 19%	7 5%	24 14% h	4 5%	12 11%	8 14%	11 6%	8 6%	12 8%	16 13%	13 5%	22 15% Q	3 5%	15 6%
I am not familiar with this company	69 18%	30 16%	39 19%	33 24% ei	12 12%	9 11%	15 22%	25 18%	24 14%	21 28% I	31 27% M	8 15%	23 12%	14 11%	18 12%	38 30% NO	36 15%	31 21%	8 14%	31 13%
Sigma	391 100%	183 100%	207 100%	136 100%	100 100%	88 100%	67 100%	140 100%	177 100%	73 100%	114 100%	55 100%	199 100%	122 100%	141 100%	128 100%	236 100%	145 100%	59 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 517

CMP02 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
 Summary Of Trust Somewhat/Very Much

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Clorox	343 83%	140 76%	203 89% B	93 78%	91 81%	75 87%	84 89%	101 78%	159 86%	83 87%	97 85%	68 87%	159 81%	134 87% P	120 88% P	88 74%	183 81%	151 86%	40 80%	214 82%
UPS	334 83%	178 81%	156 85%	103 78%	94 86%	61 85%	76 84%	129 83%	147 84%	58 79%	104 77%	66 84%	150 87% K	111 89% P	135 83%	88 77%	193 82%	130 84%	52 94%	212 84%
Target	324 83%	167 84%	157 81%	111 80%	89 85%	63 81%	60 85%	127 85%	134 83%	63 78%	89 78%	39 77%	172 91% KL	109 87% P	118 84%	97 76%	197 84%	117 81%	49 81%	201 85%
United States Postal Service	325 82%	143 77%	182 87% b	79 74%	99 86% d	63 75%	85 93% DF	101 81%	154 82%	70 84%	104 86%	52 93%	147 79%	97 87% P	128 86%	100 74%	180 84%	140 85%	30 78%	191 79%
FedEx	379 82%	191 81%	188 83%	108 81%	85 74%	96 83%	89 91% E	118 82%	188 82%	73 81%	99 84%	55 75%	202 85%	98 84%	145 87%	136 87%	222 83%	154 82%	49 86%	223 83%
Microsoft	319 82%	164 84%	155 79%	94 79%	81 84%	88 82%	56 83%	107 87% j	145 82%	66 75%	101 73%	62 87% k	138 89% K	97 86% P	131 86% P	91 73%	187 87% R	129 76%	44 89%	231 87%
Walmart	328 81%	148 82%	180 80%	86 74%	95 83%	81 81%	66 89%	119 80%	151 81%	58 82%	101 82%	41 85%	164 79%	120 96% OP	116 78%	92 71%	201 82%	116 78%	43 87%	211 83%
Samsung	351 81%	179 82%	172 80%	102 74%	109 91% D	79 79%	61 82%	135 90% j	156 79%	60 70%	86 74%	59 80%	184 86% K	131 85% K	118 78%	101 79%	200 83%	146 80%	60 97%	220 83%
Lowe's	327 81%	153 76%	173 85% b	102 75%	82 83%	81 89%	62 78%	121 81%	140 82%	67 78%	95 71%	45 86% k	167 86% K	112 87% P	120 82%	95 73%	180 81%	136 82%	40 80%	214 81%
Walgreens	315 80%	147 76%	168 85% b	85 71%	110 85% D	65 84%	56 85%	115 79%	148 81%	52 81%	120 81%	47 75%	139 88% j	104 85% P	121 81%	89 75%	207 84%	104 77%	47 84%	197 82%
Coca-Cola	301 80%	142 78%	160 82%	101 77%	90 82%	59 74%	51 92%	122 90% j	121 76%	58 71%	93 80%	47 90%	148 80%	95 80%	104 77%	103 83%	184 83%	108 76%	47 97%	201 79%
Google	342 80%	149 78%	193 81%	113 77%	98 84%	79 78%	52 82%	140 83% j	146 83% j	56 65%	90 78%	53 84%	184 80%	102 82%	143 83%	96 75%	205 83%	133 78%	49 83%	230 82%
Purell	302 79%	143 75%	159 83%	80 74%	75 79%	72 81%	76 84%	102 76%	130 78%	71 86%	107 77%	64 80%	120 81%	108 82%	112 83%	82 71%	193 84% f	102 74%	41 92%	191 83%
Mastercard	330 79%	158 79%	172 79%	86 71%	98 81%	74 90% D	71 77%	123 77%	130 79%	77 83%	106 74%	55 83%	154 82%	119 80%	119 88% P	92 69%	204 83%	123 77%	42 79%	217 80%
Ford	337 79%	191 81%	146 76%	91 77%	77 78%	98 77%	70 87%	114 79%	158 79%	65 77%	110 78%	57 75%	150 82%	101 83%	127 75%	109 80%	191 81%	138 76%	50 96%	204 83%
CVS	326 79%	149 75%	177 83%	87 71%	89 78%	76 85% d	73 86%	118 78%	148 83%	60 73%	108 79%	53 73%	141 80%	97 77%	131 83%	98 76%	187 81%	127 76%	51 81%	206 79%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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CMP02 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Summary Of Trust Somewhat/Very Much

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Johnson & Johnson	323 79%	155 81%	168 77%	95 74%	74 73%	87 86%	67 85%	113 79%	135 79%	76 78%	106 74%	44 78%	157 82%	113 83%	114 78%	96 75%	187 82%	134 77%	34 79%	198 79%
Nike	318 78%	125 77%	193 78%	114 82%	67 68%	89 85%	48 73%	109 83%	161 80%	48 65%	97 75%	59 82%	153 83%	121 76%	114 86%	84 72%	201 82%	109 72%	49 86%	212 81%
The Hershey Company	292 78%	130 75%	162 80%	78 64%	81 78%	53 82%	80 93%	108 73%	114 80%	69 84%	86 78%	47 77%	138 77%	103 84%	104 76%	85 74%	169 79%	116 76%	34 72%	191 77%
The Home Depot	314 77%	133 74%	182 80%	94 71%	80 75%	59 76%	81 89%	91 71%	149 79%	74 83%	104 84%	62 81%	131 72%	119 85%	109 73%	85 73%	171 77%	137 78%	36 84%	213 78%
PepsiCo	279 77%	117 79%	162 75%	77 67%	73 76%	81 82%	49 90%	96 71%	127 82%	56 75%	86 75%	56 80%	120 77%	106 83%	97 75%	77 72%	158 78%	114 77%	33 79%	168 76%
Nestle	319 77%	150 76%	169 77%	99 74%	81 76%	78 79%	61 79%	113 82%	143 78%	63 66%	89 76%	54 81%	163 76%	105 76%	122 78%	92 76%	197 74%	117 80%	68 95%	214 78%
Visa	318 76%	145 79%	174 74%	81 71%	81 79%	85 75%	71 82%	109 75%	137 77%	72 78%	97 74%	54 75%	153 81%	104 79%	123 75%	92 76%	192 82%	120 71%	31 76%	205 79%
Netflix	329 76%	159 72%	169 81%	94 77%	94 83%	83 76%	58 67%	121 82%	146 80%	62 62%	97 73%	62 82%	155 82%	112 78%	126 82%	91 68%	188 76%	137 79%	48 88%	216 81%
Sony	301 76%	150 80%	151 72%	101 80%	79 70%	69 73%	52 83%	110 84%	126 72%	66 72%	98 77%	43 74%	141 77%	110 83%	101 69%	90 76%	171 77%	120 73%	51 90%	200 80%
Dell	292 76%	144 78%	148 74%	74 62%	92 87%	77 87%	49 68%	112 77%	127 81%	52 65%	95 75%	47 76%	134 78%	82 74%	123 79%	86 74%	169 79%	120 75%	31 84%	171 74%
Amazon	306 76%	156 78%	150 73%	89 80%	98 76%	81 73%	38 71%	114 80%	117 70%	74 78%	76 68%	51 69%	162 83%	97 92%	114 70%	95 70%	184 79%	116 70%	44 93%	185 82%
T-Mobile	304 76%	156 84%	148 68%	65 65%	96 86%	74 71%	69 81%	102 74%	144 78%	58 71%	102 73%	37 72%	157 81%	114 79%	111 79%	79 67%	190 80%	109 70%	44 78%	176 81%
Pizza Hut	317 75%	155 74%	162 77%	96 72%	90 79%	62 83%	69 70%	125 81%	114 71%	77 74%	107 76%	58 85%	142 75%	96 74%	117 78%	103 74%	196 82%	112 69%	49 83%	196 76%
The Walt Disney Company	321 75%	164 73%	157 78%	91 71%	82 81%	68 66%	81 84%	85 70%	169 81%	68 68%	94 73%	46 73%	160 78%	100 74%	128 80%	94 70%	177 80%	142 72%	25 78%	209 78%
Burger King	294 75%	141 75%	153 75%	79 70%	102 83%	64 72%	49 72%	109 78%	129 71%	57 77%	86 69%	62 79%	134 79%	113 83%	102 74%	79 66%	169 80%	119 69%	52 91%	187 74%
Ace Hardware	283 75%	121 72%	162 76%	74 55%	86 88%	55 79%	69 87%	82 77%	144 72%	57 77%	87 73%	52 87%	130 74%	104 89%	98 68%	80 68%	176 80%	104 69%	34 90%	164 74%
Hulu	323 74%	170 74%	153 74%	98 74%	84 83%	71 71%	69 69%	115 81%	146 72%	62 68%	85 71%	47 72%	173 79%	106 79%	113 70%	104 75%	179 80%	136 70%	53 80%	220 79%

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	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Chick-fil-A	266 74%	134 75%	133 73%	99 76%	60 66%	60 83% e	47 73%	84 70%	127 79%	55 71%	74 68%	46 78%	129 79% k	106 82% o	88 69%	72 71%	157 83% R	96 65%	38 77%	177 77%
General Motors	312 74%	143 75%	168 73%	87 62%	66 72%	79 81% D	80 87% De	93 74%	161 76%	58 69%	77 65%	71 78%	151 80% K	87 77%	118 77%	106 69%	182 77%	123 73%	38 89%	185 77%
Hewlett-Packard Enterprise	314 74%	157 78%	157 71%	81 61%	95 79% D	75 78% d	63 83% D	97 68%	150 79%	67 74%	83 66%	53 80% k	162 80% K	93 78%	132 74%	89 71%	181 76%	131 72%	31 86%	196 75%
American Express	311 74%	151 77%	160 72%	81 65%	71 73%	73 74%	85 87% D	105 76%	148 74%	58 69%	91 70%	64 73%	136 80%	121 83% P	98 75%	92 64%	178 76%	123 72%	47 89%	213 77%
Domino's	294 74%	157 78%	137 69%	104 74%	80 82% g	56 73%	54 64%	106 74%	123 74%	64 73%	94 79%	55 73%	129 75%	77 74%	120 81% P	97 66%	167 77%	122 70%	37 73%	200 79%
Best Buy	292 73%	132 73%	160 75%	99 73%	74 70%	64 75%	55 78%	116 81%	116 70%	60 68%	93 78%	59 69%	127 76%	98 83% P	117 73%	78 64%	179 81% R	107 65%	42 92%	180 81%
Honda	313 73%	136 74%	177 73%	80 74%	81 75%	94 77%	57 65%	100 76%	152 76%	60 63%	91 73%	49 79%	158 74%	102 73%	114 72%	97 75%	173 78%	136 71%	31 93%	200 73%
Cottonelle	278 73%	135 70%	143 77%	83 67%	75 75%	65 72%	54 85%	95 73%	122 71%	61 78%	98 79%	47 61%	118 75%	77 80%	116 72%	85 70%	149 76%	119 70%	32 61%	161 72%
Kroger	249 73%	111 73%	138 74%	64 62%	72 73%	60 80% D	53 83%	89 75% j	112 78% j	47 61%	90 73%	44 82%	110 75%	99 78%	81 75%	69 65%	164 78%	82 69%	32 76%	151 71%
Whole Foods	312 73%	149 71%	162 75%	89 80%	84 75%	62 66%	77 70%	78 76%	160 70%	73 78%	78 62%	52 75%	161 79% K	124 79%	92 71%	95 68%	184 79% r	120 66%	51 86%	195 81%
Scott	295 73%	147 76%	149 70%	75 63%	80 71%	51 75%	90 85% D	96 71%	144 78% j	55 65%	117 77%	58 79%	112 70%	101 77%	108 72%	87 70%	182 74%	111 72%	46 90%	183 72%
Trader Joe's	302 73%	147 69%	155 77%	82 68%	92 73%	69 77%	57 73%	106 74% j	152 82% j	44 50%	80 63%	51 72%	160 82% K	84 69%	121 76%	97 72%	185 74%	113 71%	35 74%	186 77%
Sam's Club	301 72%	149 71%	152 74%	88 66%	80 77%	71 72%	61 77%	90 73%	149 75%	62 66%	83 66%	58 85% K	140 74%	103 75%	104 80% P	94 63%	182 75%	111 71%	33 67%	182 75%
Costco	303 72%	136 67%	167 77%	81 66%	94 77%	62 70%	66 76%	107 74%	122 73%	74 69%	86 71%	48 75%	151 74%	95 72%	103 77%	105 69%	166 78% r	122 66%	38 68%	197 77%
Little Caesars	284 72%	120 71%	164 73%	78 65%	78 75%	60 69%	69 82%	98 72%	127 77%	58 65%	90 71%	40 70%	137 77%	108 81% P	96 78% P	80 59%	189 79% R	88 62%	41 78%	173 75%
Campbell's	281 72%	119 69%	161 75%	85 63%	68 74%	67 70%	61 91%	87 75%	129 71%	65 70%	89 73%	51 76%	132 76%	80 72%	122 73%	78 71%	163 76%	116 69%	31 78%	174 74%
YouTube	266 72%	118 66%	148 77%	81 69%	90 83% D	52 68%	42 62%	113 80% j	105 68%	48 63%	87 73%	43 71%	127 72%	76 67%	117 82% NP	73 63%	167 77%	97 66%	49 88%	171 76%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Hilton Hotels	321 71%	145 69%	176 73%	93 71%	76 72%	81 70%	70 73%	106 75%	142 75%	73 61%	87 64%	62 78%	154 73%	101 76%	114 71%	106 68%	175 72%	135 70%	51 99%	212 77%
General Electric	304 71%	167 72%	137 70%	61 45%	79 80%	88 87%	75 86%	93 67%	131 73%	79 74%	96 75%	55 80%	135 69%	116 84%	91 63%	96 67%	178 79%	118 64%	32 61%	177 69%
Toyota	282 71%	142 75%	140 68%	91 74%	70 72%	81 71%	41 66%	100 75%	117 71%	65 67%	80 66%	37 54%	153 82%	114 79%	90 73%	78 61%	170 74%	107 71%	30 76%	194 77%
United Airlines	267 71%	135 72%	132 70%	84 67%	64 76%	56 67%	63 77%	91 71%	123 74%	53 64%	90 65%	35 62%	123 79%	88 74%	109 74%	71 64%	130 77%	131 67%	33 90%	166 76%
Gap	283 71%	118 66%	165 75%	87 72%	81 81%	68 65%	48 63%	96 78%	139 68%	49 65%	80 62%	39 66%	150 80%	71 66%	129 74%	83 71%	164 75%	114 68%	20 68%	171 75%
Dollar General	270 71%	120 75%	150 68%	78 69%	74 72%	78 78%	40 61%	96 83%	113 64%	62 69%	75 69%	53 76%	125 70%	106 78%	104 71%	60 61%	181 78%	86 59%	29 88%	160 68%
Verizon	281 71%	112 70%	169 71%	82 61%	62 71%	66 71%	71 85%	86 68%	133 73%	62 68%	81 70%	46 66%	143 75%	88 75%	105 74%	87 64%	164 72%	114 70%	31 70%	171 71%
The Kraft Heinz Company	277 71%	116 68%	161 73%	71 58%	68 76%	71 67%	68 90%	84 76%	125 65%	68 75%	84 68%	50 80%	126 74%	97 81%	86 64%	94 68%	140 73%	130 69%	30 72%	160 72%
Nissan	294 70%	140 76%	154 66%	96 67%	68 73%	71 66%	60 81%	101 69%	145 76%	49 58%	97 73%	38 60%	145 72%	87 74%	114 66%	93 73%	172 75%	117 66%	31 69%	197 74%
McDonald's	307 70%	151 71%	156 70%	83 63%	84 75%	89 74%	52 70%	102 70%	152 75%	54 60%	104 72%	45 70%	140 72%	95 77%	125 75%	87 59%	199 76%	105 64%	32 86%	188 70%
AT&T	274 70%	129 68%	146 73%	95 74%	76 78%	50 66%	53 61%	108 78%	118 69%	49 61%	84 70%	45 74%	132 70%	101 73%	107 75%	66 60%	148 71%	117 69%	33 86%	190 75%
American Airlines	279 70%	166 78%	113 60%	80 61%	76 79%	49 66%	73 74%	97 78%	120 67%	62 65%	102 68%	36 72%	131 72%	104 77%	94 70%	81 62%	169 75%	106 64%	30 68%	181 78%
Apple	281 69%	141 70%	140 69%	76 66%	89 85%	74 63%	42 62%	105 75%	121 71%	56 58%	88 65%	50 74%	136 78%	94 72%	104 77%	84 59%	187 77%	90 61%	40 81%	187 74%
Macy's	267 69%	130 69%	137 70%	72 63%	79 73%	55 68%	62 74%	97 77%	121 68%	49 60%	84 67%	47 75%	122 68%	88 75%	91 63%	88 71%	146 69%	112 68%	42 82%	164 72%
Tyson Foods	303 69%	130 64%	172 74%	77 57%	84 82%	85 71%	57 72%	130 75%	120 66%	52 65%	93 73%	49 70%	137 65%	91 73%	119 70%	92 65%	205 79%	92 55%	42 81%	182 68%
Southwest Airlines	283 69%	153 70%	130 68%	77 63%	80 74%	73 65%	54 78%	112 72%	126 75%	46 52%	76 62%	43 62%	153 81%	91 70%	84 64%	108 73%	150 69%	129 69%	42 81%	180 73%
Procter & Gamble	281 69%	157 73%	125 64%	65 48%	93 82%	59 65%	63 93%	110 71%	121 65%	50 74%	85 65%	40 61%	146 79%	97 82%	106 67%	77 59%	183 77%	95 58%	40 80%	192 71%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Fielding Period: May 20 - 22, 2020
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23 May 2020
 Table 517

CMP02 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Summary Of Trust Somewhat/Very Much

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Aldi	271 69%	139 70%	132 67%	77 63%	71 70%	68 80% d	55 64%	86 71%	132 71%	53 62%	78 64%	53 78%	121 71%	84 79% P	106 70%	81 60%	148 72%	113 65%	33 75%	173 73%
Capitol One	284 69%	124 65%	160 72%	92 65%	82 79% df	54 62%	57 69%	105 75%	129 65%	50 68%	83 67%	53 65%	135 75%	95 72%	106 70%	83 64%	183 75% R	89 60%	44 79%	200 75%
Marriott	293 69%	154 70%	139 67%	72 58%	79 75% D	75 70%	68 74%	102 68%	141 72%	50 62%	84 61%	64 79% K	137 72%	113 78% P	96 67%	83 61%	185 76% R	100 60%	50 87%	186 76%
General Mills	264 69%	123 62%	141 75% B	75 55%	65 73% D	59 74% d	65 83% D	88 66%	111 68%	65 74%	93 71%	33 62%	132 73%	87 74%	91 67%	87 66%	146 70%	116 72%	31 66%	165 68%
Delta Air Lines	292 69%	136 69%	156 68%	96 73%	75 61%	70 75%	51 67%	112 74% j	134 68%	46 58%	73 63%	46 60%	155 75% k	92 68%	110 74%	90 64%	168 68%	119 70%	48 76%	204 73%
Starbucks	285 69%	123 68%	162 70%	82 70%	75 72%	63 58%	65 75%	99 80% j	134 69%	52 54%	88 69%	40 60%	138 67%	100 67%	102 73%	83 66%	175 69%	109 69%	40 75%	213 78%
Bayer	295 68%	125 65%	170 71%	78 58%	69 68%	83 78% D	66 73%	78 66%	143 74%	74 61%	82 68%	47 61%	143 71%	97 71%	114 66%	84 68%	178 74% r	111 61%	37 74%	157 67%
John Deere	276 68%	150 71%	126 65%	72 59%	77 81% D	69 68%	58 67%	84 61%	135 75%	58 66%	81 61%	53 79%	129 71%	84 78% O	91 61%	101 69%	163 75%	109 62%	31 66%	167 69%
Papa John's	258 68%	124 69%	134 66%	80 63%	82 75%	36 63%	59 68%	100 69%	116 69%	41 61%	87 67%	31 60%	124 70%	80 71%	109 68%	69 64%	128 67%	124 68%	28 73%	157 70%
Hallmark	270 67%	126 69%	144 65%	97 64%	71 65%	42 63%	59 79%	99 67%	133 71% j	38 55%	84 74%	43 70%	126 66%	98 81% OP	95 63%	77 59%	154 68%	111 69%	39 66%	172 69%
NBA	269 67%	135 67%	134 67%	73 72% G	86 76% G	69 64%	41 51%	107 79% j	125 65%	37 50%	86 57%	32 60%	130 76% K	89 62%	119 77% nP	61 59%	163 70%	96 64%	34 71%	179 74%
Nintendo	275 67%	147 71%	128 63%	87 73% f	96 77% F	56 58%	36 50%	102 74%	130 64%	44 60%	76 64%	38 61%	146 73%	91 75% P	111 72% P	73 54%	180 77% R	91 54%	42 77%	181 72%
UnitedHealth Group	262 67%	119 68%	143 66%	86 66%	72 66%	66 70%	38 65%	103 71%	106 64%	53 63%	66 62%	35 52%	152 76% KL	91 73%	97 64%	74 63%	154 64%	104 71%	55 88%	175 72%
DoorDash	277 66%	141 69%	136 64%	72 67%	88 72%	53 60%	65 64%	103 70%	123 69%	51 57%	72 59%	47 64%	149 76% K	97 67%	96 67%	84 65%	185 74% R	80 53%	46 88%	179 68%
ESPN	249 66%	118 70%	132 63%	65 64%	87 77% dF	53 57%	44 63%	102 77% j	104 64%	43 59%	73 59%	41 68%	127 75% K	64 60%	96 68%	89 69%	150 68%	97 65%	42 91%	173 76%
IBM	267 66%	116 66%	151 66%	63 54%	67 66%	79 78% D	58 70% d	73 63%	138 71%	56 60%	72 58%	52 74% k	132 72% k	79 70%	111 70%	78 58%	166 68%	97 64%	27 63%	170 67%
Xfinity	284 66%	147 69%	137 63%	97 68%	70 74%	68 60%	48 62%	116 72%	121 64%	47 59%	79 59%	50 71%	141 70%	71 62%	132 74% P	81 59%	171 69%	106 64%	47 80%	184 70%

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Summary Of Trust Somewhat/Very Much

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
TripAdvisor	277 66%	137 71%	140 62%	80 59%	71 67%	86 76% d	40 61%	83 68%	143 68%	51 58%	76 57%	47 61%	144 76% Kl	83 72% P	113 74% P	81 53%	165 73% R	108 58%	33 71%	194 74%
Comcast	279 66%	111 64%	169 67%	73 59%	65 73% d	80 70%	61 63%	95 72%	131 65%	53 59%	82 61%	39 72%	147 70%	85 67%	103 66%	91 65%	164 70%	111 61%	28 82%	185 74%
3M	264 66%	130 68%	134 64%	77 61%	62 68%	66 65%	58 70%	81 66%	125 72% j	58 55%	79 59%	33 59%	145 75% K	82 68%	108 67%	74 62%	153 71%	107 62%	31 59%	158 66%
Expedia	259 65%	111 67%	147 64%	66 53%	64 70% D	71 73% D	57 68%	86 64%	122 67%	51 63%	64 58%	41 61%	133 73% K	77 68%	102 69%	80 59%	157 68%	90 60%	28 80%	176 74%
Chipotle	261 65%	128 69%	134 62%	87 67%	70 65%	57 68%	47 58%	88 60%	121 71%	52 61%	82 63%	37 57%	131 72%	80 70%	111 64%	70 61%	159 66%	89 61%	39 69%	162 69%
Chevron	268 65%	145 76% C	123 55%	87 62%	73 74% f	60 56%	49 70%	80 62%	142 71% j	47 55%	83 60%	39 57%	135 76% Kl	106 81% OP	86 57%	76 57%	155 69%	106 59%	42 89%	172 72%
Aetna	272 65%	144 73% C	128 57%	61 49%	72 69% D	66 67% D	73 81% D	92 67%	129 64%	50 64%	66 54%	47 68%	139 70% K	118 81% OP	91 62%	63 49%	163 69%	97 59%	47 85%	174 69%
Intel	274 65%	123 65%	151 64%	75 66%	81 67%	56 55%	63 69%	104 74%	125 67%	45 46%	95 63%	39 59%	131 68%	90 61%	111 69%	73 63%	173 66%	97 64%	39 72%	181 70%
Caterpillar	239 64%	120 71% c	119 59%	71 55%	63 70% dg	70 83% DG	35 51%	65 64%	127 68%	46 56%	59 47%	40 69% K	129 79% K	81 70%	88 66%	70 57%	135 69%	100 62%	25 64%	159 69%
SC Johnson	267 64%	114 59%	153 69%	68 62%	78 78% DF	53 53%	60 63%	94 75% J	124 64%	50 52%	86 66%	42 60%	121 67%	91 66%	95 66%	81 61%	163 69%	97 61%	32 66%	162 62%
Citigroup	265 64%	123 71% c	142 59%	57 47%	73 68% D	76 78% D	59 68% D	86 66%	120 64%	58 63%	73 57%	36 64%	130 67%	95 74% P	101 65%	68 53%	177 73% R	81 53%	32 83%	172 67%
Bank of America	248 64%	138 68%	110 59%	80 71%	59 61%	61 64%	47 59%	98 71% J	119 65% j	31 48%	66 51%	36 63%	138 75% K	76 68%	87 63%	84 61%	149 72% R	93 54%	39 88%	152 69%
U.S. Bank	265 64%	147 68%	118 59%	97 69% f	68 66%	43 52%	57 65%	98 78% lj	112 57%	55 61%	71 59%	51 70%	135 66%	88 72% o	94 56%	83 67%	162 68%	100 59%	45 85%	173 65%
Prudential	273 64%	165 70% C	109 57%	71 51%	68 69% D	77 69% d	57 71%	94 70%	121 62%	58 59%	85 60%	43 64%	141 71%	84 65%	112 69%	78 56%	176 76% R	95 51%	33 68%	175 67%
NHL	257 64%	134 68%	123 59%	66 59%	87 75% Dg	62 62%	42 55%	106 71% j	101 60%	50 57%	74 58%	32 57%	136 72% K	72 65%	102 67%	83 59%	162 66%	92 60%	41 85%	159 70%
NFL	251 63%	133 67%	118 60%	82 66%	77 77% d	58 64%	34 41%	98 75% lj	103 56%	50 61%	89 65%	52 65%	101 63%	82 64%	101 68%	68 58%	153 71% R	89 54%	42 86%	160 70%
eBay	284 63%	147 64%	137 62%	87 67%	80 71%	64 57%	53 56%	108 76% lj	124 58%	52 55%	61 57%	48 71%	157 64%	90 61%	107 68%	87 59%	159 65%	118 60%	41 75%	178 65%

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Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Publix	275 63%	138 65%	137 60%	88 62%	67 68%	67 58%	53 65%	101 69%	125 68%	49 46%	63 48%	47 60%	157 75%	85 64%	109 65%	80 59%	170 68%	102 57%	55 88%	200 68%
Boeing	251 63%	137 73%	114 54%	63 54%	73 69%	66 64%	49 67%	82 67%	127 63%	42 55%	61 54%	57 58%	119 73%	77 72%	103 66%	71 52%	163 72%	87 52%	42 81%	173 71%
Perdue Farms	249 62%	121 64%	128 61%	57 44%	69 66%	66 71%	56 78%	89 63%	112 64%	47 58%	76 61%	33 46%	126 72%	86 70%	86 59%	76 59%	145 67%	100 58%	43 84%	164 67%
Honeywell	264 62%	137 67%	127 58%	75 58%	81 69%	32 38%	77 81%	99 66%	116 62%	48 57%	72 59%	33 49%	145 70%	80 68%	97 58%	87 63%	165 70%	98 54%	41 79%	178 65%
GrubHub	225 62%	102 65%	123 60%	74 63%	66 69%	50 61%	35 52%	90 75%	96 63%	39 44%	69 59%	39 59%	112 71%	66 64%	80 61%	78 62%	125 63%	95 61%	25 78%	152 69%
MLB	248 62%	137 75%	111 51%	70 59%	79 75%	59 68%	40 45%	102 74%	92 52%	54 62%	75 58%	41 64%	118 66%	80 68%	83 59%	85 61%	160 65%	83 57%	48 80%	164 66%
JPMorgan Chase	238 62%	111 62%	126 62%	66 59%	80 70%	53 58%	38 59%	90 74%	109 59%	38 50%	65 51%	39 61%	122 72%	68 67%	103 63%	67 56%	149 67%	85 56%	44 88%	141 67%
Zoom Video	263 62%	118 56%	146 68%	84 62%	89 73%	59 61%	32 44%	87 64%	131 64%	44 53%	64 50%	32 56%	152 70%	79 62%	95 64%	89 59%	160 67%	93 55%	40 83%	188 69%
Wells Fargo	275 61%	137 68%	138 56%	98 65%	74 66%	57 58%	46 53%	125 77%	105 51%	45 56%	74 61%	33 53%	156 65%	85 61%	125 68%	65 52%	168 65%	103 59%	53 73%	179 63%
BP	245 61%	99 64%	146 59%	65 52%	77 72%	55 52%	49 74%	98 68%	103 60%	44 52%	73 57%	40 52%	126 71%	96 72%	95 58%	55 51%	158 65%	83 54%	42 67%	157 67%
Mars	225 60%	108 63%	117 58%	65 53%	63 65%	50 69%	47 59%	99 63%	93 65%	33 46%	71 57%	27 48%	115 72%	59 59%	91 65%	75 58%	138 68%	83 52%	18 62%	137 60%
JetBlue Airways	252 60%	117 65%	135 56%	74 59%	62 60%	57 52%	60 71%	89 66%	128 63%	35 43%	58 49%	46 80%	139 63%	78 64%	109 62%	66 53%	129 57%	122 65%	35 83%	173 69%
Anheuser-Busch	229 60%	112 70%	116 52%	49 42%	61 61%	81 71%	38 70%	68 59%	122 63%	39 51%	80 58%	26 50%	110 64%	84 70%	93 57%	51 51%	150 64%	75 54%	28 69%	139 59%
Anthem Health	224 60%	112 69%	112 53%	59 51%	64 66%	58 65%	43 58%	99 64%	76 56%	49 57%	72 54%	28 49%	120 69%	65 62%	108 65%	51 48%	158 66%	63 50%	43 82%	158 64%
Humana	230 59%	110 60%	119 58%	63 47%	70 66%	48 60%	49 74%	89 66%	107 59%	33 47%	71 60%	34 52%	116 64%	72 59%	95 69%	63 49%	143 63%	85 55%	27 63%	126 56%
Facebook	267 59%	136 63%	131 56%	80 66%	98 78%	50 44%	40 42%	99 65%	126 57%	42 54%	75 58%	37 53%	143 62%	110 74%	87 52%	70 52%	160 66%	101 51%	49 74%	176 63%
Nordstrom	244 58%	121 56%	123 60%	75 59%	66 61%	55 52%	48 60%	94 65%	113 63%	38 39%	71 59%	47 62%	114 58%	79 62%	101 64%	64 47%	153 58%	88 59%	52 70%	162 64%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
ExxonMobil	223 57%	116 62%	108 52%	74 52%	61 68% Df	37 48%	52 62%	98 68% J	88 52%	37 47%	67 57%	38 62%	108 58%	71 68% P	94 59%	58 46%	146 65% R	74 48%	30 67%	155 64%
Fox Corporation	241 57%	114 60%	127 54%	77 56%	68 62%	52 53%	44 57%	83 68% J	121 54%	38 47%	63 55%	39 53%	126 60%	91 72% OP	88 51%	63 49%	158 63% R	80 48%	50 82%	153 60%
Twitter	231 57%	109 59%	122 55%	80 67% fG	73 69% FG	53 48%	26 36%	101 74% J	92 51%	38 42%	72 56%	30 42%	116 67% L	61 53%	118 64% p	52 49%	152 63% R	70 46%	36 77% t	160 64%
Charles Schwab	256 57%	145 65% C	111 48%	63 46%	73 67% d	73 65% d	47 51%	102 64% j	112 56%	42 47%	79 61%	44 55%	123 59%	83 66% p	92 57%	81 50%	162 64% R	90 48%	44 87%	163 60%
Pfizer	252 57%	104 54%	148 59%	51 39%	62 67% d	93 75% DE	45 59%	76 53%	127 61%	49 51%	55 43%	25 49%	163 71% K	91 62% p	100 62% P	61 45%	155 62%	92 51%	36 74%	166 60%
NY Life	226 56%	120 65% C	107 49%	64 50%	60 58%	54 52%	48 52%	83 62% J	121 60% J	23 33%	63 52%	30 52%	124 60%	73 53%	104 62%	49 50%	145 61%	79 49%	31 76%	158 60%
Tesla	220 56%	117 61%	103 51%	77 58%	58 63% g	45 58%	39 43%	88 68% J	102 58% J	30 34%	65 53%	34 44%	111 64% L	68 57%	81 55%	71 56%	134 60%	83 50%	30 66%	163 64%
Lyft	227 56%	93 59%	134 54%	79 59%	52 56%	70 59%	26 42%	70 54%	121 62%	36 44%	53 49%	35 60%	128 59%	82 68% P	91 55%	55 44%	123 58%	98 55%	31 77%	154 60%
Etsy	206 55%	83 54%	123 56%	72 59%	60 67% G	39 48%	34 43%	78 61%	83 49%	45 60%	63 53%	31 56%	102 56%	62 56%	88 58%	56 51%	117 57%	88 54%	23 62%	134 58%
Smithfield Foods	231 55%	132 61% c	99 49%	57 48%	64 65% D	53 52%	58 58%	79 56%	108 53%	45 57%	74 51%	37 47%	115 63%	94 62%	71 52%	67 50%	148 66% R	79 42%	23 69%	140 56%
Cigna	226 54%	120 60%	105 49%	63 49%	57 53%	62 69% D	43 50%	80 60%	102 53%	43 49%	64 50%	36 55%	108 60%	95 69% oP	82 54% p	48 39%	160 59% r	63 47%	46 72%	153 60%
Uber	233 54%	107 54%	126 55%	72 59% G	76 65% G	51 50%	33 39%	84 65% J	123 59% J	26 29%	69 49%	30 47%	127 64% KI	67 57%	106 58%	60 47%	153 60% r	78 47%	46 73%	172 61%
Singer	228 53%	103 52%	125 55%	60 40%	52 56% d	56 65% D	60 60% D	96 59%	85 52%	46 45%	71 51%	31 50%	121 58%	79 60%	71 48%	77 52%	145 61% R	80 44%	32 67%	161 58%
Lockheed Martin	209 53%	119 62% C	90 44%	38 36%	80 68% D	49 51%	42 58%	65 53%	110 59% J	33 40%	41 41%	42 58% k	117 60% K	93 63% P	62 55%	53 40%	134 56% R	74 51%	37 75%	142 60%
GlaxoSmithKline	210 52%	121 57%	89 47%	48 43%	70 58% d	63 57%	30 49%	80 53%	105 55%	26 42%	62 45%	31 45%	113 64% KI	61 49%	97 61% P	52 44%	147 61% R	62 41%	40 70%	143 54%
Snapchat	211 52%	105 56%	106 48%	77 65% F	66 61% F	40 39%	28 38%	78 57% j	108 53%	25 40%	50 40%	30 57% k	119 59% K	64 50%	75 48%	72 59%	139 57% R	69 46%	29 68%	144 57%
Airbus	217 52%	133 63% C	84 41%	58 46%	72 59%	41 48%	47 55%	86 61% J	101 54% J	30 33%	62 50% L	18 27%	131 64% KL	75 56%	78 52%	64 48%	148 60% R	67 41%	42 86%	146 58%

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	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Instacart	229 51%	91 48%	137 53%	67 54%	71 62% Ig	50 44%	41 42%	96 65% J	93 47%	39 40%	50 45%	39 52%	134 56%	83 58%	78 50%	68 45%	143 56%	82 46%	38 74% T	149 55%
Albertson's	209 50%	97 48%	112 53%	49 37%	61 62% D	49 51%	49 57%	66 51%	102 50%	42 50%	71 57% M	55 70% M	70 39%	71 54%	74 48%	64 49%	132 56%	74 44%	31 64%	120 48%
Morgan Stanley	197 50%	97 52%	100 47%	59 47%	51 51%	53 55%	33 45%	61 49%	89 49%	47 52%	54 42%	30 54%	106 56% k	72 60% P	74 52% p	51 38%	122 58% R	71 40%	25 60%	134 55%
Quicken Loans	192 49%	105 59% C	87 41%	65 48%	57 55%	37 51%	33 43%	72 50%	65 45%	55 56%	58 49%	27 46%	101 53%	63 57% o	45 40%	84 51%	102 48%	87 53%	29 66%	111 49%
Merck	191 48%	106 56% C	84 41%	50 39%	35 42%	59 61% De	46 52%	58 48%	94 46%	39 55%	53 39%	32 43%	97 57% K	60 53%	86 50%	45 40%	129 55% R	59 40%	26 70%	116 50%
MassMutual	192 47%	93 54% c	99 42%	47 35%	59 62% Dg	46 54% d	39 43%	80 51%	85 47%	27 39%	45 38%	39 50%	97 54% K	91 60% OP	61 43%	40 35%	117 50%	67 43%	38 73%	127 51%
Kaiser Permanente	180 47%	107 58% C	73 37%	51 42%	67 62% D	39 47%	23 33%	85 65% LJ	65 37%	30 40%	56 46% L	18 25%	104 59% L	54 46%	77 53%	50 41%	126 55% R	51 34%	36 78%	128 54%
Peloton	202 47%	118 53% c	85 40%	51 40%	73 58% D	36 42%	42 47%	78 53%	93 45%	31 40%	51 42%	31 43%	114 53%	66 51%	76 46%	60 45%	133 50%	65 42%	37 71%	149 53%
Airbnb	197 46%	92 48%	105 45%	68 54%	54 56%	49 40%	26 32%	72 53% J	88 48%	36 34%	55 42%	28 41%	109 54%	51 43%	99 58% P	47 34%	124 52%	69 40%	28 54%	135 50%
Abbot	180 46%	88 46%	93 46%	58 41%	47 53%	49 48%	27 42%	70 47%	68 46%	43 42%	46 37%	21 37%	107 55% K	51 39%	68 49%	62 49%	107 46%	72 47%	31 61%	119 50%
Shake Shack	182 46%	85 45%	97 46%	81 59% F	58 54% F	30 33%	13 21%	77 60% LJ	78 40%	26 35%	52 38%	25 46%	100 54% K	56 49%	65 42%	60 47%	109 47%	69 43%	30 76%	129 52%
Molson Coors	180 45%	94 53% c	86 39%	47 41%	46 46%	42 46%	45 49%	72 49%	79 46%	29 37%	45 36%	35 49%	98 56% K	87 56% P	59 45% p	33 30%	90 42%	87 50%	19 66%	121 52%
Goldman Sachs	190 45%	88 46%	102 45%	50 45% g	56 52% G	61 53% G	23 26%	76 55% J	98 49% J	16 20%	58 47%	28 33%	93 51% I	55 38%	79 57% Np	56 42%	113 48%	73 43%	34 69%	116 48%
Wegmans	193 45%	109 49%	84 40%	56 48%	57 49%	37 36%	44 44%	76 51%	86 43%	30 37%	55 39%	33 50%	92 50%	40 32%	91 50% N	62 48% n	113 50% r	72 38%	36 76%	154 54%
Unilever	182 44%	94 47%	88 41%	46 37%	59 57% D	52 47%	25 34%	65 49%	75 42%	41 41%	47 41%	28 41%	101 49%	60 44%	77 50%	45 36%	115 47%	64 39%	29 76%	125 46%
Huawei	178 44%	116 60% C	63 29%	59 48% Fg	73 59% FG	23 27%	23 31%	69 51%	72 41%	37 39%	34 29%	27 43%	113 54% K	77 51%	49 39%	52 40%	122 51% R	54 34%	63 81% T	142 53%
Cardinal Health	180 43%	92 55% C	88 35%	60 47% G	55 49% G	54 48% G	11 16%	72 55% I	69 36%	39 39%	34 30%	23 43%	110 50% K	54 45%	76 44%	50 40%	109 45%	70 42%	30 73%	120 52%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 517

CMP02 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?
 Summary Of Trust Somewhat/Very Much

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
H-E-B Grocery	169 42%	100 49% C	69 35%	49 41%	54 50%	31 36%	35 40%	76 60% IJ	65 35%	29 32%	51 37%	33 54% k	78 48%	42 34%	71 52% N	56 40%	106 47%	56 36%	30 75%	107 48%
Cargill	165 41%	94 49% C	72 35%	52 41%	53 45%	38 45%	24 33%	61 44% j	89 45% J	15 25%	35 28%	34 49% K	91 49%	60 49%	47 36%	58 41%	103 44%	57 36%	31 59%	122 47%
Conagra	159 41%	94 53% C	65 31%	58 44%	39 40%	31 35%	31 44%	85 57% IJ	47 31%	27 32%	55 42% l	18 26%	78 46% L	59 51% o	50 35%	50 38%	111 50% R	44 28%	31 66%	114 45%
Roche	160 41%	99 51% C	61 31%	47 39%	57 57% DG	37 40%	20 24%	67 52% ij	60 36%	33 33%	48 32%	19 29%	81 56% KL	46 35%	65 44%	49 42%	114 47% R	41 29%	32 59%	101 47%
Berkshire Hathaway	145 40%	81 55% C	64 30%	44 39%	37 38%	33 44%	31 42%	58 46% J	75 44% J	12 20%	42 35%	26 33%	76 53% KI	41 38%	72 48% p	33 32%	84 41%	56 39%	18 54%	117 48%
Patagonia	167 40%	88 46%	79 35%	56 45%	43 41%	46 42%	22 29%	78 55% lj	54 30%	35 36%	35 30%	32 50% K	96 45% K	52 41%	61 41%	55 39%	107 45%	58 34%	34 61%	123 49%
King Arthur	164 39%	98 48% C	67 31%	64 40%	39 48%	32 32%	29 38%	78 46%	65 36%	21 32%	50 33%	14 25%	91 49% KL	39 36%	75 44%	50 36%	97 42%	61 36%	39 72%	120 48%
Royal Dutch Shell	153 39%	89 50% C	64 29%	50 41%	34 36%	44 41%	26 34%	71 48% J	63 38%	19 24%	34 28%	38 52% K	76 44% K	59 44%	47 34%	47 38%	80 39%	71 40%	24 52%	111 43%
Gilead	139 38%	73 45% c	65 32%	53 41% G	56 54% G	17 24%	12 19%	64 53% IJ	54 34%	20 23%	35 28%	15 27%	82 48% KL	37 33%	65 48% nP	36 30%	87 39%	49 37%	35 74%	107 46%
Seamless	149 37%	89 48% C	61 28%	40 37%	65 57% DF	30 30%	14 18%	60 48% l	47 28%	42 40%	39 31%	19 24%	86 52% KL	51 36%	60 40%	38 35%	97 43% R	51 30%	25 71%	98 42%
Mondelez	153 35%	106 45% C	47 23%	49 37% G	58 50% FG	32 29%	16 18%	70 50% IJ	54 27%	29 28%	41 29%	16 30%	87 42% k	49 40%	60 36%	44 29%	105 45% R	46 24%	33 72%	118 43%
McKesson	132 34%	64 37% C	68 31%	43 34%	50 44% f	19 26%	20 25%	56 42% J	51 30%	24 30%	34 29%	20 32%	70 37%	48 40%	50 35%	33 26%	83 40% R	45 26%	24 59%	101 40%
WeWork	126 33%	82 45% C	45 22%	40 35%	54 44% F	18 21%	15 22%	74 58% IJ	36 19%	17 23%	22 19%	9 18%	90 43% KL	41 33%	51 36%	35 28%	88 42% R	35 21%	32 68%	96 41%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 518

CMP02 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Summary Of Do Not Trust At All/Too Much

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Facebook	162 36%	67 31%	95 40%	36 30%	23 19%	55 49% DE	48 51% DE	46 30%	94 42%	22 29%	48 37%	31 44%	80 35%	36 24%	71 42% N	56 41% N	69 29%	92 46% Q	17 25%	94 33%
Snapchat	139 34%	68 37%	71 32%	36 30%	30 28%	45 43%	28 39%	43 31%	72 35%	24 38%	55 44% m	17 32%	61 31%	50 39%	55 35%	34 28%	82 34%	52 34%	13 31%	82 32%
Uber	146 34%	74 37%	72 31%	39 32%	34 29%	35 34%	38 44%	34 27%	72 34%	40 44% h	53 38%	26 40%	56 28%	37 31%	52 28%	58 45% O	73 29%	64 39%	16 25%	93 33%
Airbnb	143 34%	74 39%	69 30%	36 28%	26 27%	45 37%	36 45%	44 33%	59 32%	40 37%	45 35%	22 32%	70 34%	32 28%	54 31%	58 42%	71 30%	68 39%	16 31%	91 34%
Twitter	133 33%	62 33%	71 32%	30 25%	27 25%	39 35%	38 52% DE	29 21%	74 41% H	30 34%	43 33%	30 42%	48 28%	44 38%	51 28%	38 36%	64 26%	67 44% Q	9 18%	73 29%
Lyft	125 31%	53 34%	72 29%	39 29%	26 28%	33 28%	28 43%	45 34%	49 25%	32 38%	39 35%	15 26%	63 29%	24 20%	49 30%	51 41% N	60 28%	62 35%	9 23%	80 31%
ExxonMobil	118 30%	59 32%	59 29%	38 27%	20 22%	29 38%	31 37%	38 26%	59 35%	21 27%	39 33%	15 24%	57 30%	26 25%	45 28%	48 38%	56 25%	56 36% q	13 28%	64 27%
Goldman Sachs	125 30%	65 34%	60 26%	26 23%	27 25%	30 26%	42 49% DEF	31 23%	60 30%	33 40% H	30 24%	36 42% K	50 28%	54 37%	34 24%	36 27%	69 29%	51 30%	14 29%	73 30%
eBay	127 28%	68 29%	59 27%	35 27%	23 20%	37 33%	33 34%	26 18%	67 31% h	35 37% H	31 29%	13 19%	76 31%	41 28%	39 25%	47 32%	65 26%	60 31%	10 18%	78 28%
NFL	111 28%	57 29%	54 27%	31 25%	16 16%	20 23%	44 53%	23 18%	64 35% H	25 30%	33 24%	20 25%	54 34%	38 29%	41 28%	33 28%	46 22%	60 36% Q	6 13%	54 24%
Wells Fargo	126 28%	42 21%	83 34% B	34 23%	27 24%	33 34%	32 37%	22 14%	78 38% H	25 32% H	33 28%	22 36%	60 25%	41 30%	44 24%	40 32%	64 25%	57 32%	17 24%	71 25%
Fox Corporation	115 27%	47 25%	68 29%	36 26%	28 26%	28 28%	22 29%	29 24%	66 30%	20 24%	28 25%	22 31%	59 28%	20 16%	52 30% n	43 34% N	59 24%	54 33%	6 9%	69 27%
Quicken Loans	102 26%	43 24%	59 28%	29 21%	23 22%	26 36% d	24 31%	35 24%	46 32%	21 22%	26 22%	15 25%	59 31%	26 24%	33 30%	43 26%	68 32% r	32 19%	10 24%	61 27%
Tesla	103 26%	51 26%	52 26%	40 30% E	15 16%	16 21%	31 35% e	27 21%	48 27%	27 31%	25 20%	23 30%	48 28%	25 21%	49 34%	29 22%	47 21%	56 34% Q	9 20%	62 24%
Delta Air Lines	109 26%	55 28%	54 24%	26 20%	38 31%	21 23%	24 32%	31 20%	56 28%	23 29%	31 27%	26 34%	47 23%	38 28%	33 22%	38 27%	66 27%	43 25%	12 20%	64 23%
Starbucks	105 25%	51 28%	55 23%	27 23%	27 26%	35 32%	17 19%	21 17%	48 25%	36 37% H	29 23%	9 18%	59 29%	43 29%	30 22%	32 26%	62 25%	40 25%	12 23%	52 19%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
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23 May 2020
 Table 518

CMP02 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Summary Of Do Not Trust At All/Too Much

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Papa John's	96 25%	44 24%	52 26%	40 32% E	18 16%	14 24%	25 28%	34 24%	45 27%	17 25%	33 26%	19 37%	38 22%	23 20%	39 24%	35 32%	45 24%	50 27%	10 27%	52 23%
Bank of America	97 25%	50 25%	47 25%	22 19%	26 27%	28 29%	22 27%	28 20%	46 25%	23 36% h	45 35% M	20 35%	30 17%	24 21%	36 26%	37 27%	35 17%	62 36% Q	2 5%	51 23%
YouTube	92 25%	55 31% c	37 19%	30 26% E	15 13%	25 32% E	23 34%	24 17%	43 28%	25 33% H	27 23%	15 25%	47 27%	35 31% O	21 15%	36 31% O	45 21%	43 30%	6 11%	49 22%
Etsy	93 25%	40 26%	52 24%	38 31%	19 21%	8 10%	28 35%	29 23%	49 29%	15 20%	28 23%	13 24%	46 25%	27 24%	37 24%	29 26%	47 23%	44 27%	11 31%	59 25%
AT&T	97 25%	57 30% c	39 20%	25 20%	16 17%	21 28%	34 38% DE	24 17%	49 28% h	24 30%	30 25%	10 16%	53 28%	32 23%	32 22%	34 31%	50 24%	44 26%	5 13%	54 21%
Merck	98 25%	56 29%	42 20%	34 27%	17 20%	19 19%	28 31%	26 21%	57 28%	15 21%	32 24%	26 34%	38 22%	26 23%	44 25%	27 24%	48 20%	42 29%	6 16%	65 28%
Macy's	93 24%	44 23%	49 25%	31 28%	24 22%	19 23%	19 22%	23 18%	49 27%	21 26%	30 24%	12 20%	46 26%	24 21%	42 29%	26 21%	47 22%	44 27%	8 15%	52 23%
McDonald's	104 24%	50 23%	54 24%	42 32% e	22 20%	23 19%	17 23%	36 24%	41 20%	27 30%	34 24%	14 22%	50 25%	23 19%	35 21%	46 31%	56 21%	47 29%	5 13%	64 24%
Tyson Foods	103 24%	60 29% c	44 19%	35 26% e	14 14%	32 27%	22 28%	34 20%	48 26%	22 27%	22 17%	19 27%	62 29% k	29 23%	36 21%	39 27%	40 16%	63 37% Q	6 12%	66 25%
Nordstrom	99 24%	57 27%	42 20%	33 26%	24 22%	18 18%	24 30%	29 20%	39 22%	31 32%	27 23%	15 20%	48 24%	31 24%	38 24%	31 23%	62 23%	37 25%	12 16%	51 20%
Capitol One	97 24%	54 28%	43 19%	32 23%	13 13%	29 33% E	23 28%	20 14%	58 29% H	19 25%	28 22%	24 29%	32 18%	28 21%	34 22%	35 28%	44 18%	47 31% Q	9 17%	50 19%
Huawei	94 23%	42 22%	52 24%	26 21%	17 14%	36 42% DEg	15 20%	25 18%	53 30% hj	16 17%	23 20%	14 22%	51 24%	32 21%	33 26%	30 23%	48 20%	44 28%	10 13%	64 24% s
NBA	92 23%	49 24%	43 22%	24 23%	18 16%	20 18%	30 37% Ef	22 16%	53 28% h	17 23%	43 29%	15 19%	33 19%	33 23%	28 18%	31 29%	50 21%	34 23%	9 19%	53 22%
ESPN	86 23%	40 24%	46 22%	21 21%	15 13%	29 31% E	20 29%	20 15%	43 27% h	22 27%	35 28% M	8 16%	27 16%	30 28%	31 22%	24 19%	48 22%	36 24%	2 4%	35 16%
Smithfield Foods	95 23%	46 21%	49 24%	24 20%	13 13%	29 29% e	29 29% e	30 22%	50 25%	15 19%	28 19%	23 29%	45 25%	33 22%	36 27%	26 19%	38 17%	57 30% Q	8 23%	57 23%
Shake Shack	90 23%	67 36% C	23 11%	26 19%	23 22%	22 25%	18 29%	23 18%	53 27%	14 19%	28 20%	18 33%	43 23%	22 19%	38 25%	30 23%	43 19%	45 28%	9 23%	58 23%
Nintendo	92 22%	49 23%	43 21%	21 18%	21 17%	27 28%	23 32%	24 17%	53 26%	15 20%	25 21%	17 27%	48 24%	18 15%	29 19%	44 32% No	39 17%	47 28% q	11 21%	51 20%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
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23 May 2020
 Table 518

CMP02 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Summary Of Do Not Trust At All/Too Much

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Apple	90 22%	48 24%	42 21%	27 24% e	12 11%	36 31% E	15 21%	25 18%	38 22%	27 28%	31 23%	15 22%	37 21%	27 21%	26 20%	36 26%	45 19%	40 27%	7 14%	51 20%
Comcast	94 22%	50 29% c	43 17%	24 20%	20 22%	23 19%	27 28%	24 18%	48 24%	21 24%	28 21%	12 22%	48 23%	29 23%	38 24%	26 19%	43 18%	49 27%	6 17%	47 19%
Boeing	88 22%	42 22%	46 22%	27 23%	16 15%	31 30% e	15 20%	26 21%	44 22%	18 24%	25 22%	22 23%	35 22%	20 19%	29 19%	38 28%	43 19%	43 26%	9 17%	52 21%
BP	88 22%	41 27%	47 19%	36 29%	21 20%	23 22%	7 11%	32 22%	40 23%	16 19%	27 21%	22 28%	30 17%	13 10%	37 23% N	37 35% N	44 18%	42 27%	14 22%	51 22%
Verizon	87 22%	40 25%	47 20%	41 31% G	17 20%	19 21%	9 11%	31 24%	37 20%	19 21%	22 19%	15 21%	43 22%	21 18%	33 23%	33 24%	46 20%	39 24%	9 21%	51 21%
GrubHub	78 22%	36 23%	43 21%	24 20%	18 19%	14 17%	23 34%	18 15%	36 24%	24 27%	26 22%	17 27%	27 17%	23 22%	26 20%	29 23%	38 19%	39 25%	5 16%	39 18%
Dollar General	82 22%	25 16%	57 26%	20 18%	21 20%	21 21%	20 31%	14 12%	48 27% H	20 23%	19 18%	14 21%	43 24%	18 13%	34 23%	30 30% N	36 15%	45 31% Q	2 7%	59 25%
Chipotle	86 21%	38 20%	49 22%	25 19%	23 21%	19 23%	19 24%	33 23%	33 19%	20 23%	23 18%	21 33%	32 18%	21 19%	37 22%	28 24%	43 18%	41 28% q	11 20%	49 21%
TripAdvisor	90 21%	41 21%	49 21%	36 27% I	24 23%	16 14%	14 22%	29 24%	49 23%	13 14%	31 23%	19 25%	36 19%	19 17%	29 19%	41 27%	41 18%	49 26%	12 27%	53 20%
JPMorgan Chase	82 21%	44 24%	38 19%	18 16%	17 14%	26 28% e	22 34%	19 16%	42 23%	21 28%	36 28% m	14 22%	27 16%	21 21%	30 18%	32 26%	39 18%	39 26%	3 6%	38 18%
Instacart	95 21%	66 35% C	29 11%	21 17%	21 18%	33 29%	20 21%	18 12%	51 26% H	26 26% H	22 20%	20 27%	46 19%	20 14%	34 22%	41 27% n	41 16%	45 25%	5 9%	48 18%
Hallmark	85 21%	37 20%	48 22%	40 26%	25 23%	16 23%	5 6%	35 24%	36 19%	15 21%	21 18%	11 17%	52 27%	16 13%	36 24% n	33 25% n	55 24%	27 17%	16 27%	53 21%
Zoom Video	90 21%	57 27% C	33 15%	34 25% e	17 14%	24 25%	16 22%	18 13%	46 22%	26 31% H	27 21%	11 20%	49 22%	27 21%	32 21%	31 21%	44 18%	43 25%	6 12%	56 20%
Conagra	82 21%	38 21%	44 21%	22 17%	23 24%	15 17%	21 30%	29 20%	34 22%	18 22%	25 19%	23 33% km	31 19%	19 17%	37 26%	26 20%	37 17%	42 27% q	6 14%	52 21%
JetBlue Airways	89 21%	38 21%	50 21%	27 22%	28 28% G	25 23%	8 10%	22 16%	44 22%	22 27%	22 19%	6 11%	54 24%	28 23%	31 18%	30 24%	54 24%	31 17%	4 10%	53 21%
American Airlines	84 21%	34 16%	50 27% b	37 29% E	13 13%	16 21%	18 18%	21 17%	48 26%	15 16%	29 19%	11 22%	41 23%	24 18%	25 19%	34 26%	38 17%	44 27%	12 28%	41 18%
Charles Schwab	95 21%	51 23%	44 19%	25 18%	15 14%	18 16%	36 39% DEF	30 19%	44 22%	21 23%	26 20%	18 22%	44 21%	29 23%	34 21%	32 20%	44 18%	48 26%	3 6%	56 20%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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23 May 2020
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CMP02 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Summary Of Do Not Trust At All/Too Much

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Anheuser-Busch	80 21%	28 18%	52 23%	29 26%	24 24%	16 14%	10 19%	25 21%	41 21%	14 19%	25 18%	12 23%	39 23%	22 18%	39 24%	18 18%	48 20%	30 22%	9 22%	53 23%
Expedia	81 20%	40 24%	41 18%	30 24%	13 14%	15 15%	24 28%	27 20%	35 19%	19 23%	28 25%	18 26%	31 17%	18 16%	31 21%	32 23%	43 18%	35 24%	5 15%	38 16%
Southwest Airlines	83 20%	44 20%	39 20%	33 28%	18 17%	26 23%	5 7%	31 20%	28 17%	24 28%	29 24%	22 32% M	27 15%	30 23%	31 23%	22 15%	40 19%	41 22%	9 18%	46 19%
Hilton Hotels	90 20%	47 23%	43 18%	24 18%	21 19%	31 27%	15 16%	22 16%	33 18%	35 30% h	31 23%	13 16%	43 21%	14 10%	41 25% N	36 23% n	50 21%	40 21%	1 1%	49 18%
Abbot	79 20%	54 28% C	25 12%	32 23%	14 16%	22 21%	11 17%	32 21%	22 15%	25 25%	18 15%	11 19%	44 23%	35 27%	24 17%	20 16%	48 21%	27 18%	14 28%	54 23%
The Walt Disney Company	86 20%	57 25% c	29 14%	32 25%	14 14%	26 25%	13 13%	30 25%	30 15%	25 26%	27 21%	12 20%	41 20%	34 25%	23 15%	29 21%	39 17%	43 22%	7 22%	49 19%
Albertson's	83 20%	53 26% C	30 14%	35 26%	18 18%	17 17%	13 15%	31 24%	39 19%	13 15%	18 14%	5 6%	57 31% KL	23 17%	36 23%	24 19%	44 19%	37 22%	16 34%	64 26%
Perdue Farms	80 20%	39 21%	41 19%	36 28%	19 18%	16 17%	8 12%	28 20%	32 18%	19 24%	19 15%	21 30% k	33 19%	20 16%	36 24%	24 19%	39 18%	39 22%	6 12%	44 18%
Sam's Club	83 20%	45 22%	37 18%	33 25%	19 18%	18 18%	13 16%	26 21%	41 20%	17 18%	31 25%	9 13%	37 20%	25 18%	19 15%	38 26%	43 18%	35 22%	14 26%	51 21%
Toyota	79 20%	35 19%	43 21%	22 18%	19 20%	24 21%	13 21%	24 18%	35 21%	20 20%	29 24%	21 31% M	27 14%	20 14%	31 25%	27 22%	42 18%	33 22%	10 24%	50 20%
Domino's	79 20%	36 18%	43 22%	26 19%	11 11%	15 19%	27 32% E	28 19%	34 20%	17 20%	20 17%	13 17%	39 22%	22 21%	23 16%	34 23%	36 17%	42 24%	12 23%	42 17%
MLB	78 20%	30 16%	48 22%	23 20%	16 15%	15 17%	25 28%	16 11%	45 26% H	17 20%	29 23%	9 13%	35 19%	19 16%	29 20%	30 22%	37 15%	39 27% Q	10 18%	40 16%
Peloton	84 20%	48 22%	36 17%	27 21%	25 20%	22 25%	10 11%	29 20%	36 18%	19 24%	19 15%	14 19%	49 23%	32 25%	33 20%	19 14%	50 19%	31 20%	7 14%	55 19%
Chick-fil-A	70 20%	32 18%	38 21%	22 17%	26 29% df	10 13%	12 18%	29 24%	28 17%	13 17%	25 23%	12 21%	32 19%	21 16%	30 23%	19 19%	26 14%	38 26% Q	11 22%	44 19%
Morgan Stanley	78 20%	43 23%	35 16%	29 23%	18 18%	16 17%	15 20%	29 24% j	39 21%	9 10%	26 20%	8 13%	40 21%	22 18%	25 18%	31 23%	34 16%	42 23%	13 31%	49 20%
Pizza Hut	82 19%	39 19%	43 20%	30 23%	22 19%	11 15%	18 18%	23 15%	39 24%	19 18%	22 15%	9 13%	46 24%	28 22%	29 20%	24 17%	38 16%	40 25%	10 16%	50 20%
Prudential	83 19%	50 21%	33 17%	34 25%	17 17%	22 19%	10 13%	18 13%	44 22%	21 22%	31 22%	10 14%	37 19%	23 18%	31 19%	28 21%	32 14%	49 26% Q	10 21%	48 19%

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Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Pfizer	86 19%	47 25%	39 15%	26 20%	24 21%	20 16%	15 20%	28 20%	32 16%	25 26%	31 24%	12 25%	34 15%	26 18%	35 22%	25 18%	49 20%	32 18%	7 15%	53 19%
Amazon	77 19%	34 17%	43 21%	17 15%	26 20%	21 19%	14 26%	28 20%	37 22%	12 13%	27 24% M	19 26% m	25 13%	5 5%	40 24% N	32 24% N	42 18%	35 21%	3 7%	33 15%
Cigna	78 19%	38 19%	40 19%	21 16%	23 22%	15 17%	19 22%	18 13%	46 24% h	15 16%	20 16%	20 30% k	33 18%	11 8%	29 19% N	38 31% N	52 19%	26 20%	12 19%	41 16%
Marriott	81 19%	39 18%	41 20%	26 21%	15 15%	24 23%	15 16%	29 19%	34 17%	18 23%	26 19%	10 12%	37 20%	14 10%	33 23% N	33 24% N	35 14%	45 27% Q	5 9%	34 14%
Little Caesars	74 19%	33 20%	41 18%	29 24%	20 20%	17 19%	8 10%	25 18%	31 18%	18 20%	25 19%	15 26%	27 15%	15 11%	17 14%	42 31% NO	30 13%	41 29% Q	6 11%	43 19%
Singer	80 19%	46 23%	34 15%	24 16%	23 25%	16 19%	17 17%	31 19%	21 13%	28 28% l	24 17%	12 19%	41 20%	24 18%	26 17%	30 21%	44 18%	35 19%	8 18%	49 19%
Procter & Gamble	76 19%	42 20%	34 18%	32 24%	18 16%	22 24%	4 6%	22 14%	47 25% h,j	7 11%	24 18%	17 26%	32 17%	10 9%	34 21% N	32 25% N	35 15%	41 25% q	9 18%	49 18%
Nissan	78 19%	37 20%	42 18%	31 21%	18 20%	20 18%	10 13%	26 18%	32 17%	20 24%	21 16%	13 21%	40 20%	17 14%	38 22%	24 19%	32 14%	44 25% q	5 12%	44 17%
United Airlines	70 19%	41 22%	30 16%	24 19%	15 18%	18 22%	13 15%	26 20%	28 17%	17 20%	32 23%	14 25%	21 14%	19 16%	27 18%	25 23%	23 13%	46 23% q	2 4%	34 16%
Airbus	77 19%	40 19%	37 18%	24 19%	21 17%	16 19%	17 20%	21 15%	35 19%	21 23%	17 14%	16 24%	43 21%	37 28% op	22 15%	18 14%	39 16%	37 22%	4 9%	49 19%
Honda	79 18%	39 21%	39 16%	18 16%	20 19%	18 14%	23 26%	21 16%	36 18%	22 23%	21 17%	5 9%	50 24% l	28 20%	35 22%	15 12%	40 18%	37 19%	1 4%	58 21%
Bayer	79 18%	40 21%	39 16%	25 19%	21 21%	15 14%	18 19%	20 17%	35 18%	24 20%	20 16%	21 27%	32 16%	27 20%	31 18%	21 17%	40 17%	38 21%	8 17%	53 22%
NHL	74 18%	34 17%	40 19%	20 18%	15 13%	22 22%	17 22%	26 18%	33 20%	15 17%	27 21%	16 28%	27 15%	14 12%	25 17%	35 25% n	38 16%	35 23%	4 7%	29 13%
Berkshire Hathaway	66 18%	34 23%	32 15%	24 21%	19 19%	11 15%	12 16%	22 18%	27 16%	17 27%	22 18%	14 18%	27 19%	24 23%	22 15%	19 19%	35 17%	25 18%	9 28%	45 18%
Gap	73 18%	40 22%	34 15%	21 18%	10 11%	18 17%	23 31%	18 15%	38 19%	17 23%	35 27% M	13 22%	23 12%	22 20%	30 17%	21 18%	35 16%	33 20%	7 22%	39 17%
Chevron	76 18%	28 15%	48 21%	23 17%	14 14%	30 28%	9 13%	26 21%	34 17%	15 18%	30 21%	20 29% m	23 13%	12 9%	37 25% N	27 20% n	30 13%	46 26% Q	4 8%	38 16%
Costco	76 18%	52 26% C	25 11%	26 22%	20 16%	14 16%	16 18%	25 17%	30 18%	21 20%	20 17%	9 14%	40 19%	25 19%	18 13%	33 22%	28 13%	45 24% q	14 24%	47 18%

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Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Sony	72 18%	29 16%	42 20%	19 15%	26 23%	18 19%	8 13%	18 14%	34 20%	19 21%	18 14%	14 24%	33 18%	17 13%	35 24% n	19 16%	35 16%	36 22%	3 6%	41 16%
Xfinity	77 18%	37 17%	41 19%	20 14%	11 11%	28 24% e	19 25%	22 14%	37 20%	19 23%	29 21%	10 14%	34 17%	23 20%	26 14%	29 21%	35 14%	38 23%	7 12%	43 16%
Intel	76 18%	40 21%	37 15%	22 20%	20 16%	20 20%	14 15%	14 10%	35 19%	27 28% H	31 21%	13 20%	31 16%	29 20%	25 16%	22 19%	49 19%	22 14%	2 4%	38 15%
Best Buy	71 18%	30 17%	41 19%	27 20% f	27 25% F	6 6%	12 17%	20 14%	35 21%	16 18%	19 16%	19 22%	30 18%	18 15%	26 16%	27 23%	33 15%	36 22%	3 6%	33 15%
Burger King	71 18%	33 18%	37 18%	29 25% e	16 13%	18 20%	8 12%	24 17%	35 19%	12 16%	21 17%	15 20%	28 16%	14 10%	27 20%	30 25% N	29 14%	39 22%	5 9%	49 19%
Citigroup	73 18%	33 19%	40 19%	24 19%	21 20%	12 13%	15 18%	26 20%	32 17%	15 16%	28 22%	7 13%	35 18%	19 15%	21 13%	33 26% o	43 18%	25 16%	6 16%	44 17%
General Mills	68 18%	49 25% C	19 10%	25 18%	16 18%	15 19%	12 16%	21 16%	30 19%	16 18%	22 17%	15 28%	29 16%	21 18%	26 19%	20 15%	31 15%	32 20%	13 29%	43 18%
Roche	69 18%	37 19%	32 16%	22 19%	17 17%	12 13%	18 22%	23 17%	23 14%	24 24%	26 17%	12 18%	28 19%	24 19%	25 17%	20 17%	34 14%	29 21%	12 21%	40 19%
Campbell's	68 17%	37 21%	31 14%	32 24%	16 18%	15 16%	4 7%	17 15%	39 22%	12 12%	19 16%	13 20%	30 17%	16 14%	34 21%	18 16%	31 14%	35 21%	5 11%	42 18%
Humana	68 17%	41 22% c	27 13%	28 21%	16 15%	14 17%	10 15%	19 14%	35 19%	13 19%	20 17%	8 13%	34 19%	26 21%	17 13%	25 19%	33 14%	34 22%	8 19%	45 20%
Ford	74 17%	43 18%	31 16%	22 18%	18 18%	25 19%	9 11%	27 19%	36 18%	11 14%	26 18%	13 17%	30 17%	14 11%	38 23% n	22 16%	39 16%	34 19%	1 1%	34 14%
Nike	70 17%	27 17%	42 17%	22 15%	22 22%	14 14%	12 18%	20 16%	34 17%	16 21%	28 22% m	10 14%	20 11%	32 20%	15 12%	23 19%	27 11%	41 27% Q	6 10%	35 13%
Visa	71 17%	34 19%	36 16%	17 15%	16 15%	23 21%	15 17%	31 21%	28 16%	12 13%	23 17%	12 18%	28 15%	19 14%	31 19%	20 17%	33 14%	34 20%	8 21%	41 16%
Kaiser Permanente	65 17%	40 22% c	25 12%	28 23% e	13 12%	11 13%	13 19%	14 11%	34 19%	17 23% h	21 17%	14 20%	27 15%	14 12%	20 14%	31 26% No	27 12%	37 25% Q	7 16%	36 15%
PepsiCo	62 17%	23 15%	39 18%	27 24%	15 16%	14 14%	5 9%	28 21%	25 16%	9 12%	22 19%	10 14%	26 17%	15 12%	23 18%	24 22%	33 16%	25 17%	6 15%	38 17%
Netflix	72 17%	50 23% C	22 10%	25 21% e	12 10%	15 14%	20 23%	22 15%	24 13%	27 27% hl	30 22% L	6 7%	30 16%	23 16%	18 11%	31 23% o	47 19%	21 12%	6 11%	40 15%
Coca-Cola	63 17%	36 20%	27 14%	23 17%	17 15%	20 25%	4 7%	10 7%	31 20% H	22 27% H	18 16%	2 3%	35 19%	20 17%	30 22% p	13 11%	34 15%	28 20%	2 3%	43 17%

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	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
DoorDash	70 17%	33 16%	36 17%	19 18%	20 16%	18 20%	13 13%	24 16%	26 15%	19 21%	24 20%	7 10%	30 15%	28 19%	26 18%	15 12%	33 13%	36 24% q	2 4%	49 19%
IBM	67 17%	39 22% c	29 12%	23 20%	19 18%	13 13%	12 15%	18 16%	28 15%	21 22%	22 17%	11 16%	33 18%	22 19%	23 15%	22 16%	43 18%	22 14%	10 24%	47 18%
NY Life	67 17%	41 22% c	26 12%	26 21%	14 14%	12 15%	14 15%	17 13%	31 16%	18 26% h	19 16%	4 7%	41 20% l	29 21%	21 13%	17 17%	33 14%	33 21%	8 19%	43 16%
Lockheed Martin	65 16%	40 21% c	24 12%	19 18%	15 12%	18 19%	13 18%	22 18%	31 16%	11 14%	14 14%	13 19%	36 19%	13 9%	22 19% n	30 22% N	39 16%	24 16%	6 11%	43 18%
SC Johnson	68 16%	46 24% C	22 10%	20 18%	17 16%	20 20%	11 11%	14 11%	27 14%	27 28% HI	23 17%	9 14%	27 15%	17 13%	26 18%	24 18%	40 17%	22 14%	7 15%	49 19%
Mars	61 16%	36 21%	25 12%	24 20%	15 16%	9 13%	12 15%	22 14%	25 18%	13 18%	18 14%	16 29% km	22 14%	18 18%	25 18%	18 14%	23 11%	37 23% Q	7 24%	41 18%
Molson Coors	65 16%	40 22% C	25 11%	27 24% Eg	11 11%	20 22%	8 8%	22 15%	26 15%	17 22%	20 16%	11 16%	30 17%	16 11%	27 21% n	21 19%	34 16%	29 16%	5 16%	34 15%
MassMutual	66 16%	41 24% C	25 10%	33 25% EG	5 5%	19 22% E	9 10%	26 16%	32 18%	8 12%	20 17%	10 12%	32 18%	19 13%	17 12%	30 26% NO	44 19%	18 12%	6 12%	42 17%
Cardinal Health	68 16%	38 23% C	30 12%	25 19%	20 17%	16 15%	8 11%	17 13%	33 18%	17 17%	20 17%	8 16%	37 16%	19 16%	29 17%	20 16%	43 18%	19 12%	7 18%	44 19%
General Motors	68 16%	33 17%	35 15%	32 23%	12 13%	14 14%	10 11%	18 14%	32 15%	18 21%	22 18%	15 16%	28 15%	22 19%	21 14%	25 16%	34 14%	28 17%	3 8%	33 14%
American Express	67 16%	29 15%	38 17%	26 21%	17 18%	11 11%	13 13%	17 13%	38 19%	12 14%	27 20%	17 20%	20 12%	16 11%	22 17%	29 20%	34 14%	33 19%	3 5%	45 16%
Publix	70 16%	43 20%	27 12%	21 15%	14 14%	24 21%	11 14%	16 11%	22 12%	32 30% HI	30 23% I	8 10%	29 14%	26 20%	19 11%	24 18%	37 15%	30 17%	4 6%	38 13%
Royal Dutch Shell	63 16%	43 24% C	20 9%	25 21%	15 16%	17 16%	5 7%	26 17%	15 9%	22 28% I	26 21% L	5 6%	30 17%	22 16%	21 15%	20 16%	33 16%	25 14%	12 25%	46 18%
Walmart	64 16%	26 14%	38 17%	24 21%	15 13%	17 17%	8 11%	24 16%	29 16%	11 15%	19 15%	3 7%	38 19%	5 4%	27 18% N	33 25% N	35 14%	28 19%	5 9%	36 14%
Unilever	65 16%	45 23% C	20 9%	20 16%	12 12%	15 13%	18 24%	26 20%	23 13%	16 16%	15 13%	8 12%	40 19%	17 13%	17 11%	30 24% nO	41 17%	24 14%	6 15%	46 17%
Nestle	65 16%	33 17%	32 15%	19 15%	16 15%	15 15%	15 19%	16 11%	28 15%	21 22%	19 16%	9 13%	36 17%	24 18%	25 16%	16 13%	44 17%	21 14%	3 4%	40 15% S
U.S. Bank	65 16%	37 17%	27 14%	17 12%	14 14%	17 21%	16 19%	12 9%	33 17%	20 23% h	23 19%	8 11%	31 15%	13 11%	29 17%	22 18%	22 9%	42 25% Q	4 7%	40 15%

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Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Cottonelle	59 16%	34 18%	25 14%	20 16%	18 18%	13 15%	8 12%	18 14%	31 18%	11 14%	18 14%	23 30% KM	17 11%	14 15%	28 17%	17 14%	27 14%	30 17%	12 22%	36 16%
Mastercard	65 16%	35 17%	30 14%	23 19% f	17 14%	5 6%	20 21% f	25 16%	28 17%	12 13%	28 19%	7 10%	28 15%	27 18% o	10 8%	28 21% O	35 14%	25 16%	10 19%	46 17%
The Home Depot	63 16%	27 15%	36 16%	25 19%	20 19%	9 12%	9 10%	27 21% j	28 15%	8 9%	14 12%	7 9%	37 21%	17 12%	26 17%	20 17%	37 17%	25 14%	4 9%	47 17%
3M	62 15%	39 20% c	23 11%	22 17%	17 19%	18 18%	5 6%	19 16%	30 17%	13 12%	23 17%	4 7%	32 17%	24 20%	26 16%	13 11%	29 13%	31 18%	10 20%	43 18%
T-Mobile	62 15%	25 13%	38 17%	22 21%	14 13%	16 15%	10 12%	24 18%	29 16%	9 11%	27 19%	10 19%	24 12%	15 11%	22 15%	25 22%	34 14%	28 18%	7 12%	29 13%
Kroger	52 15%	26 17%	26 14%	25 24% F	16 16%	4 6%	7 11%	16 14%	22 15%	14 19%	20 16%	5 9%	26 18%	14 11%	19 18%	19 18%	25 12%	21 18%	7 17%	42 20%
Aetna	64 15%	31 16%	34 15%	23 18%	14 13%	19 19%	9 10%	16 12%	35 17%	12 16%	25 21%	10 15%	27 13%	11 8%	22 15%	31 24% N	31 13%	30 18%	5 9%	32 13%
Google	65 15%	31 16%	34 14%	25 17%	16 14%	15 15%	9 15%	19 11%	27 15%	20 23%	18 16%	8 12%	39 17%	23 18%	18 10%	25 19%	32 13%	30 17%	10 17%	47 17%
Hulu	66 15%	34 15%	32 16%	23 18%	12 11%	20 20%	11 11%	14 9%	36 18%	16 18%	18 15%	13 19%	32 14%	17 13%	28 17%	21 15%	33 15%	30 15%	10 16%	39 14%
General Electric	65 15%	40 17%	25 13%	39 28% EFG	10 10%	9 9%	7 8%	24 17%	26 14%	16 15%	18 14%	7 11%	34 17%	14 10%	27 19%	23 16%	27 12%	32 18%	17 32%	47 18%
The Kraft Heinz Company	59 15%	25 15%	34 15%	30 25% EG	10 11%	16 15%	3 4%	11 10%	39 20% h	10 11%	19 15%	8 12%	24 14%	12 10%	27 20% n	20 14%	19 10%	38 20% Q	7 17%	37 16%
Johnson & Johnson	61 15%	26 14%	35 16%	23 18%	17 16%	13 13%	8 10%	18 13%	27 16%	16 16%	27 19%	8 15%	25 13%	13 9%	23 16%	25 19%	29 12%	29 17%	4 9%	34 14%
Cargill	59 15%	39 20% C	20 10%	25 20%	17 14%	10 12%	7 10%	24 17%	24 12%	11 18%	17 13%	8 12%	34 18%	18 15%	21 16%	20 14%	31 13%	27 18%	10 19%	46 18%
Patagonia	61 15%	22 11%	40 18%	26 21%	17 16%	10 9%	9 11%	18 13%	37 21% j	7 7%	17 14%	5 7%	38 17%	10 8%	22 15%	29 20% N	29 12%	32 18%	11 20%	39 16%
UnitedHealth Group	58 15%	33 19%	25 11%	19 15%	20 18%	10 11%	8 14%	21 15%	29 18%	8 9%	20 18%	9 14%	24 12%	18 14%	24 16%	16 14%	44 18%	14 10%	4 7%	35 14%
Microsoft	57 15%	28 15%	29 15%	22 18%	10 10%	19 17%	7 11%	13 10%	29 17%	15 17%	25 18%	8 11%	18 11%	14 13%	17 11%	26 21%	23 11%	32 19% q	4 9%	31 11%
H-E-B Grocery	58 15%	38 19% c	20 10%	24 20% f	16 15%	6 6%	13 15%	15 12%	32 17%	11 12%	26 19% L	3 4%	25 15%	18 14%	13 9%	28 20% o	26 11%	27 17%	6 15%	35 16%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 518

CMP02 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Summary Of Do Not Trust At All/Too Much

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Whole Foods	62 14%	29 14%	33 15%	12 11%	16 14%	19 20%	15 14%	15 14%	41 18% J	6 7%	18 14%	10 15%	31 15%	17 11%	20 16%	25 18%	27 11%	33 18%	8 14%	32 13%
GlaxoSmithKline	57 14%	43 20% C	13 7%	21 19% e	10 8%	19 17%	6 11%	21 14%	24 12%	12 20%	21 16%	9 13%	24 13%	23 19% o	13 9%	20 17%	28 12%	26 17%	8 15%	39 15%
Trader Joe's	59 14%	37 17%	22 11%	18 15%	23 18%	9 10%	8 11%	22 15%	23 12%	14 16%	20 16%	12 18%	22 11%	23 19%	18 12%	18 13%	36 14%	21 13%	10 21%	37 15%
Ace Hardware	53 14%	25 15%	28 13%	34 25% EFG	7 7%	5 7%	7 9%	13 12%	31 16%	9 12%	17 14%	6 10%	26 14%	7 6%	24 17% n	22 18% N	22 10%	25 16%	3 9%	31 14%
Honeywell	59 14%	37 18% c	22 10%	19 15%	13 11%	17 20%	10 10%	20 14%	29 15%	10 12%	23 19%	7 11%	29 14%	11 9%	30 18%	18 13%	24 10%	33 18%	4 7%	43 16%
Target	55 14%	29 14%	26 13%	19 14%	14 13%	11 14%	11 15%	15 10%	24 15%	15 19%	20 17% m	8 17%	15 8%	15 12%	19 14%	21 16%	31 13%	21 15%	8 13%	30 13%
FedEx	64 14%	36 15%	28 12%	19 14% G	26 23% G	15 13%	4 4%	21 15%	33 14%	11 12%	15 13%	14 19%	31 13%	19 16%	33 18% p	13 8%	39 15%	24 13%	8 14%	40 15%
Gilead	51 14%	34 21% C	18 9%	30 23% Eg	11 11%	4 5%	6 10%	19 16%	19 12%	13 14%	18 15%	7 14%	25 15%	16 14%	12 9%	23 19% o	33 15%	15 11%	7 15%	33 14%
Aldi	55 14%	31 15%	24 12%	25 21% ei	10 10%	6 7%	14 16%	18 15%	25 14%	11 13%	18 15%	13 13%	25 15%	8 7%	16 11%	30 22% NO	25 12%	26 15%	9 21%	36 15%
Lowe's	56 14%	35 17%	21 11%	25 18% f	15 15%	5 5%	12 15%	22 15%	20 12%	13 16%	24 18%	5 10%	24 12%	11 8%	20 14%	26 20% n	31 14%	21 13%	9 18%	41 16%
Mondelez	61 14%	42 18% c	20 9%	28 21% eG	13 11%	15 14%	5 6%	14 10%	36 18%	12 12%	17 12%	12 22%	30 14%	15 13%	26 16%	20 13%	38 17%	19 10%	7 16%	42 15%
CVS	56 14%	35 18% c	21 10%	21 17%	16 14%	10 11%	10 12%	20 13%	21 12%	15 18%	16 12%	11 15%	27 15%	24 19%	16 10%	17 13%	28 12%	25 15%	7 11%	38 15%
WeWork	53 14%	33 18% c	20 10%	11 10%	17 14%	15 17%	9 13%	14 11%	29 15%	10 13%	20 17%	7 15%	24 12%	16 13%	17 12%	19 15%	27 13%	24 14%	4 9%	20 9%
Seamless	54 13%	32 17%	22 10%	19 18%	17 14%	15 14%	4 5%	21 16%	25 15%	8 8%	15 12%	20 25% kM	14 8%	12 9%	19 13%	23 21% n	28 12%	25 14%	5 15%	30 13%
Dell	51 13%	25 14%	26 13%	28 23% EF	7 7%	8 9%	8 12%	19 13%	18 11%	14 18%	15 12%	8 13%	24 14%	16 15%	20 13%	15 13%	26 12%	21 13%	3 7%	40 17%
Samsung	55 13%	27 12%	28 13%	21 15%	8 7%	19 18% e	8 11%	9 6%	30 15% h	17 20% H	17 15%	12 16%	24 11%	13 8%	25 16%	18 14%	30 12%	23 12%	1 2%	30 11%
Scott	51 13%	28 14%	24 11%	13 11%	16 15%	9 13%	13 12%	22 16%	15 8%	14 17%	14 9%	6 8%	28 18%	15 12%	21 14%	15 12%	34 14%	17 11%	3 6%	39 15%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 518

CMP02 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Summary Of Do Not Trust At All/Too Much

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
McKesson	50 13%	31 18% c	19 9%	24 19% E	5 5%	13 17% e	8 11%	13 9%	30 18%	6 8%	15 13%	5 7%	27 14%	12 10%	21 14%	17 14%	20 10%	27 15%	7 16%	35 14%
United States Postal Service	50 13%	31 17%	19 9%	18 17% G	13 12% G	18 22% G	* *	18 14%	27 14%	5 6%	11 9%	3 5%	35 19% k	12 11%	16 11%	22 16%	26 12%	19 12%	8 20%	36 15%
Wegmans	54 12%	34 15%	20 9%	17 15%	13 11%	13 13%	10 10%	22 15%	22 11%	10 12%	22 16%	4 7%	25 14%	16 13%	23 13%	14 11%	23 10%	27 15%	2 3%	38 13%
Purell	47 12%	32 17% C	15 8%	15 14% g	14 14% g	14 16% g	3 4%	18 13%	22 13%	7 8%	17 12%	7 8%	21 14%	11 8%	14 11%	22 19% n	24 11%	21 15%	3 6%	24 10%
John Deere	49 12%	25 12%	24 12%	21 18%	9 10%	13 13%	6 7%	22 16%	21 11%	6 7%	23 17%	5 8%	17 10%	8 7%	23 15%	19 13%	20 9%	26 15%	8 16%	28 12%
King Arthur	50 12%	23 11%	27 12%	25 16%	14 17%	10 10%	1 1%	18 11%	22 12%	10 15%	19 13%	7 13%	20 11%	14 13%	18 11%	17 13%	24 10%	24 14%	11 21%	29 11%
The Hershey Company	44 12%	23 13%	21 11%	22 18% I	14 13%	3 5%	6 7%	17 11%	22 15%	6 7%	14 13%	5 9%	22 12%	10 8%	18 13%	16 14%	19 9%	24 16%	8 17%	33 13%
Walgreens	46 12%	30 15% c	16 8%	22 18% E	9 7%	7 9%	9 13%	18 13%	21 12%	6 10%	17 11%	12 19% m	12 7%	15 12%	18 12%	13 11%	25 10%	19 14%	6 11%	28 12%
Caterpillar	42 11%	23 14%	19 9%	18 14% I	6 7%	3 3%	16 23% EF	8 8%	17 9%	17 20% hi	21 17%	4 8%	14 9%	10 8%	13 10%	20 16%	23 12%	15 9%	5 14%	22 9%
Anthem Health	41 11%	20 12%	21 10%	23 20% fG	10 11%	6 7%	2 3%	16 10%	14 10%	11 13%	14 11%	7 12%	18 11%	9 9%	19 12%	13 12%	26 11%	15 12%	7 14%	27 11%
Hewlett-Packard Enterprise	45 11%	21 11%	24 11%	17 13%	10 8%	15 16%	3 4%	17 12%	16 8%	12 14%	13 11%	6 9%	23 11%	15 13%	14 8%	16 13%	26 11%	17 9%	2 7%	26 10%
UPS	40 10%	23 11%	17 9%	20 15% E	5 4%	5 8%	10 11%	18 11%	12 7%	10 14%	19 14%	7 9%	13 7%	6 5%	19 12%	15 13%	23 10%	16 10%	2 3%	22 9%
Clorox	39 9%	28 15% C	11 5%	16 14% G	12 11%	8 9%	2 3%	16 12%	13 7%	10 10%	10 9%	9 11%	20 10%	14 9%	10 7%	15 13%	28 13%	10 6%	6 12%	29 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 519

CMPO2_1 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Google

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	410	154	256	177	118	61	54	156	161	93	206	62	117	126	145	139	207	188	39	223
Weighted Base	428	190*	238	146*	116*	102*	64**	165*	177*	86*	115	63*	231*	125*	174*	129*	247	169*	59**	281
Trust Somewhat/Very Much (Net)	342 80%	149 78%	193 81%	113 77%	98 84%	79 78%	52 82%	140 85% J	146 83% J	56 65%	90 78%	53 84%	184 80%	102 82%	143 83%	96 75%	205 83%	133 78%	49 83%	230 82%
Trust very much	184 43%	103 54% C	81 34%	72 49%	52 44%	35 34%	26 41%	98 59% J	64 36%	22 26%	50 43%	27 43%	100 43%	60 48%	79 45%	45 35%	124 50% R	57 34%	32 54%	134 48%
Trust somewhat	158 37%	46 24%	112 47% B	41 28%	46 40%	45 44% d	26 41%	42 26%	82 46% H	34 39%	40 35%	26 41%	84 36%	42 34%	64 37%	52 40%	81 33%	75 44% q	17 29%	96 34%
Do Not Trust At All/Too Much (Net)	65 15%	31 16%	34 14%	25 17%	16 14%	15 15%	9 15%	19 11%	27 15%	20 23%	18 16%	8 12%	39 17%	23 18%	18 10%	25 19%	32 13%	30 17%	10 17%	47 17%
Do not trust too much	35 8%	9 5%	26 11%	15 10%	12 10%	3 3%	5 7%	9 6%	14 8%	11 13%	11 9%	4 6%	19 8%	14 11%	8 5%	13 10%	21 9%	12 7%	8 14%	24 9%
Do not trust at all	31 7%	22 12% C	9 4%	10 7%	4 3%	13 12%	5 7%	10 6%	12 7%	9 10%	7 6%	3 5%	20 9%	9 7%	10 6%	12 9%	10 4%	17 10% q	1 2%	23 8%
I am not familiar with this company	20 5%	10 5%	11 4%	8 6%	3 2%	7 7%	2 3%	6 3%	4 2%	10 12% h	7 6%	2 4%	7 3%	-	12 7% N	8 6% N	11 5%	7 4%	-	4 1%
Sigma	428 100%	190 100%	238 100%	146 100%	116 100%	102 100%	64 100%	165 100%	177 100%	86 100%	115 100%	63 100%	231 100%	125 100%	174 100%	129 100%	247 100%	169 100%	59 100%	281 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 520

CMP02_2 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Apple

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	158	252	163	106	79	62	140	162	108	233	56	94	133	132	145	212	187	37	224
Weighted Base	405	203*	202	115*	105*	117*	69*	139*	170*	96*	134	68*	174*	130*	134*	141*	243	147*	49**	252
Trust Somewhat/Very Much (Net)	281 69%	141 70%	140 69%	76 66%	89 85% DFG	74 63%	42 62%	105 75% j	121 71%	56 58%	88 65%	50 74%	136 78% k	94 72%	104 77% P	84 59%	187 77% R	90 61%	40 81%	187 74%
Trust very much	154 38%	85 42%	69 34%	40 34%	57 55% DFG	42 36%	15 22%	68 49% j	61 36%	25 26%	45 34%	30 44%	73 42%	54 42%	59 44% p	40 29%	119 49% R	33 22%	29 59%	116 46%
Trust somewhat	128 32%	56 28%	72 35%	36 32%	32 30%	28 28%	40 40%	37 27%	60 35%	31 32%	42 32%	20 30%	62 36%	39 30%	45 33%	43 31%	68 28%	58 39% q	11 22%	72 28%
Do Not Trust At All/Too Much (Net)	90 22%	48 24%	42 21%	27 24% e	12 11%	36 31% E	15 21%	25 18%	38 22%	27 28%	31 23%	15 22%	37 21%	27 21%	26 20%	36 26%	45 19%	40 27%	7 14%	51 20%
Do not trust too much	63 16%	33 16%	30 15%	19 17% e	7 7%	27 23% E	10 14%	18 13%	28 16%	17 18%	19 14%	10 15%	32 18%	15 11%	21 16%	27 19%	30 12%	29 20%	5 10%	37 15%
Do not trust at all	26 7%	15 7%	12 6%	8 7%	5 5%	9 7%	5 7%	7 5%	10 6%	10 10%	12 9% m	4 7%	5 3%	12 10%	5 4%	9 6%	15 6%	11 8%	2 4%	14 6%
I am not familiar with this company	34 8%	14 7%	20 10%	12 10% e	3 3%	7 6%	12 17% E	10 7%	12 7%	13 13%	15 11% M	3 5%	2 1%	9 7%	4 3%	21 15% O	11 5%	16 11% q	2 5%	13 5%
Sigma	405 100%	203 100%	202 100%	115 100%	105 100%	117 100%	69 100%	139 100%	170 100%	96 100%	134 100%	68 100%	174 100%	130 100%	134 100%	141 100%	243 100%	147 100%	49 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 521

CMP02_3 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Facebook

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	159	252	168	115	69	59	155	174	82	212	52	127	121	156	134	218	180	43	226
Weighted Base	453	217*	236	122*	125*	113*	94*	153*	223*	77*	130	70*	231*	150*	170*	134*	241	200*	67**	280
Trust Somewhat/Very Much (Net)	267 59%	136 63%	131 56%	80 66% FG	98 78% dFG	50 44%	40 42%	99 65%	126 57%	42 54%	75 58%	37 53%	143 62%	110 74% OP	87 52%	70 52%	160 66% R	101 51%	49 74%	176 63%
Trust very much	124 27%	67 31%	58 25%	38 31% F	52 42% FG	17 15%	18 19%	59 39% I	47 21%	18 23%	31 24%	18 25%	72 31%	54 36% O	36 21%	35 26%	79 33% r	44 22%	29 43%	89 32%
Trust somewhat	143 32%	70 32%	73 31%	43 35%	46 37%	33 29%	22 24%	40 26%	79 35%	24 31%	44 34%	19 27%	71 31%	57 38%	51 30%	35 26%	81 34%	58 29%	21 31%	87 31%
Do Not Trust At All/Too Much (Net)	162 36%	67 31%	95 40%	36 30%	23 19%	55 49% DE	48 51% DE	46 30%	94 42%	22 29%	48 37%	31 44%	80 35%	36 24%	71 42% N	56 41% N	69 29%	92 46% Q	17 25%	94 33%
Do not trust too much	75 17%	25 11%	50 21% b	24 20%	14 11%	22 20%	15 16%	31 20% j	39 18%	5 7%	28 22%	12 17%	34 15%	15 10%	35 21% n	25 18%	33 14%	41 20%	6 9%	52 19%
Do not trust at all	87 19%	43 20%	44 19%	12 10%	10 8%	33 29% DE	33 35% DE	16 10%	55 25% H	17 22% h	20 15%	18 26%	46 20%	20 14%	36 21%	31 23%	36 15%	52 26% q	11 16%	42 15%
I am not familiar with this company	24 5%	14 6%	10 4%	5 4%	4 3%	8 7%	7 7%	8 5%	3 1%	13 17% HI	7 5%	3 4%	8 3%	3 2%	11 7%	9 7%	12 5%	6 3%	*	11 4%
Sigma	453 100%	217 100%	236 100%	122 100%	125 100%	113 100%	94 100%	153 100%	223 100%	77 100%	130 100%	70 100%	231 100%	150 100%	170 100%	134 100%	241 100%	200 100%	67 100%	280 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 522

CMP02_4 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Netflix

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	416	171	245	157	123	75	61	144	170	102	222	67	100	141	132	143	226	176	42	226
Weighted Base	431	221*	210	122*	113*	108*	87*	149*	183*	99*	133	76*	189*	144*	154*	134*	247	174*	55**	267
Trust Somewhat/Very Much (Net)	329 76%	159 72%	169 81%	94 77%	94 83% g	83 76%	58 67%	121 82% J	146 80% J	62 62%	97 73%	62 82%	155 82%	112 78%	126 82% p	91 68%	188 76%	137 79%	48 88%	216 81%
Trust very much	164 38%	89 40%	75 36%	59 48% F	54 47% F	20 18%	32 37% f	71 48% J	65 35%	29 29%	46 35%	31 40%	81 43%	56 39% p	77 50% P	31 24%	100 41%	62 36%	31 57%	126 47%
Trust somewhat	165 38%	70 32%	95 45% B	35 28%	41 36% DEG	63 58%	26 30%	51 34%	81 44%	33 34%	51 39%	31 41%	74 39%	57 39%	48 31%	60 45%	88 36%	75 43%	17 31%	90 34%
Do Not Trust At All/Too Much (Net)	72 17%	50 23% C	22 10%	25 21% e	12 10%	15 14%	20 23%	22 15%	24 13%	27 27% h	30 22% L	6 7%	30 16%	23 16%	18 11%	31 23% o	47 19%	21 12%	6 11%	40 15%
Do not trust too much	53 12%	35 16%	19 9%	15 12%	9 8%	11 10%	19 22% e	9 6%	21 11%	23 24% Hi	19 15%	6 7%	22 12%	15 11%	14 9%	24 18%	40 16% r	13 7%	4 7%	26 10%
Do not trust at all	19 4%	15 7% c	3 2%	11 9% g	3 3% g	4 4%	1 1%	12 8% l	3 1%	4 4%	11 8% L	-	8 4%	8 6%	3 2%	8 6%	7 3%	8 5%	2 3%	14 5%
I am not familiar with this company	29 7%	11 5%	18 9%	3 3%	7 6%	11 10%	9 10%	6 4%	14 8%	10 10%	5 4%	8 11% M	4 2%	8 5%	10 7%	11 8%	11 5%	16 9%	1 2%	12 4%
Sigma	431 100%	221 100%	210 100%	122 100%	113 100%	108 100%	87 100%	149 100%	183 100%	99 100%	133 100%	76 100%	189 100%	144 100%	154 100%	134 100%	247 100%	174 100%	55 100%	267 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 523

CMPO2_5 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Amazon

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	167	240	156	144	67	40	137	162	108	211	63	109	106	147	154	212	186	37	214
Weighted Base	404	200*	204	112*	128*	111*	53**	143*	166*	95*	113	73*	196*	105*	164*	136*	233	165*	47**	226
Trust Somewhat/Very Much (Net)	306 76%	156 78%	150 73%	89 80%	98 76%	81 73%	38 71%	114 80%	117 70%	74 78%	76 68%	51 69%	162 83% K	97 92% OP	114 70%	95 70%	184 79%	116 70%	44 93%	185 82%
Trust very much	174 43%	93 46%	81 40%	56 50% F	61 48% F	32 29%	25 47%	71 50% J	73 44%	29 31%	42 37%	31 42%	92 47%	58 55% P	76 46% P	40 29%	105 45%	68 41%	22 48%	117 52%
Trust somewhat	132 33%	63 32%	69 34%	33 30%	37 29%	49 44%	13 25%	43 30%	44 27%	45 47% Hl	34 30%	20 27%	70 36%	39 37%	38 23%	55 41% O	79 34%	48 29%	21 45%	68 30%
Do Not Trust At All/Too Much (Net)	77 19%	34 17%	43 21%	17 15%	26 20%	21 19%	14 26%	28 20%	37 22%	12 13%	27 24% M	19 26% m	25 13%	5 5%	40 24% N	32 24% N	42 18%	35 21%	3 7%	33 15%
Do not trust too much	46 11%	17 9%	29 14%	7 6%	18 14% d	9 8%	12 22%	16 11%	22 13%	8 9%	17 15%	5 7%	18 9%	4 4%	24 15% N	18 13% n	24 10%	22 13%	-	18 8%
Do not trust at all	31 8%	17 8%	15 7%	10 9%	8 6%	12 11%	2 4%	12 9%	15 9%	4 4%	10 9%	14 19% kM	7 4%	2 1%	16 10% n	14 10% n	18 8%	13 8%	3 7%	15 7%
I am not familiar with this company	21 5%	10 5%	11 5%	6 5%	4 3%	9 8%	2 3%	1 1%	12 8% H	8 9% H	9 8%	4 5%	9 4%	3 3%	10 6%	9 7%	7 3%	15 9% q	-	8 3%
Sigma	404 100%	200 100%	204 100%	112 100%	128 100%	111 100%	53 100%	143 100%	166 100%	95 100%	113 100%	73 100%	196 100%	105 100%	164 100%	136 100%	233 100%	165 100%	47 100%	226 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 524

CMP02_6 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Twitter

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	153	258	167	113	72	59	142	162	107	230	51	99	130	153	128	219	181	41	221
Weighted Base	407	186*	221	119*	106*	109*	72*	136*	181*	90*	129	71*	173*	115*	186*	106*	241	154*	47*	249
Trust Somewhat/Very Much (Net)	231 57%	109 59%	122 55%	80 67% FG	73 69% FG	53 48%	26 36%	101 74% IJ	92 51%	38 42%	72 56%	30 42%	116 67% L	61 53%	118 64% P	52 49%	152 63% R	70 46%	36 77% T	160 64%
Trust very much	98 24%	62 33% C	36 16%	41 34% FG	39 37% FG	9 9%	9 12%	48 35% IJ	33 18%	17 19%	27 21%	10 14%	57 33% KL	25 22%	52 28%	21 20%	76 32% R	20 13%	27 58% T	79 32%
Trust somewhat	133 33%	47 25%	86 39% B	39 32%	34 32%	44 40%	17 24%	53 39% J	59 33%	21 24%	45 35%	20 28%	59 34%	36 31%	66 36%	31 30%	75 31%	50 33%	9 19%	81 32% S
Do Not Trust At All/Too Much (Net)	133 33%	62 33%	71 32%	30 25%	27 25%	39 35%	38 52% DE	29 21%	74 41% H	30 34%	43 33%	30 42%	48 28%	44 38%	51 28%	38 36%	64 26%	67 44% Q	9 18%	73 29%
Do not trust too much	71 17%	36 20%	34 16%	21 18%	15 15%	18 16%	16 22%	16 12%	40 22% h	15 16%	21 16%	15 21%	27 16%	23 20%	27 15%	20 19%	34 14%	36 23% q	3 6%	44 18% S
Do not trust at all	63 15%	26 14%	37 17%	9 7%	11 11%	21 19% d	22 30% DE	13 10%	34 19%	16 17%	22 17%	15 21%	20 12%	20 18%	24 13%	18 17%	29 12%	32 20%	6 12%	28 11%
I am not familiar with this company	43 10%	15 8%	28 13%	10 8%	7 6%	18 16%	9 12%	6 5%	15 8%	21 24% HI	14 11%	11 16% m	10 6%	11 10%	16 9%	15 14%	26 11%	17 11%	2 5%	16 7%
Sigma	407 100%	186 100%	221 100%	119 100%	106 100%	109 100%	72 100%	136 100%	181 100%	90 100%	129 100%	71 100%	173 100%	115 100%	186 100%	106 100%	241 100%	154 100%	47 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 525

CMPO2_7 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 IBM

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	417	153	264	176	103	70	68	137	181	99	215	69	102	117	146	154	225	177	36	221
Weighted Base	405	176*	230	118	103*	101*	84*	117*	195*	93*	124	70*	184*	113*	158*	135*	244	151*	43**	252
Trust Somewhat/Very Much (Net)	267 66%	116 66%	151 66%	63 54%	67 66%	79 78% D	58 70% d	73 63%	138 71%	56 60%	72 58%	52 74% k	132 72% k	79 70%	111 70%	78 58%	166 68%	97 64%	27 63%	170 67%
Trust very much	112 28%	47 27%	65 28%	27 23%	34 33%	32 32%	18 22%	38 33% j	57 29%	17 18%	26 21%	19 27%	63 35% K	33 30% p	55 35% P	23 17%	76 31%	34 23%	16 38%	83 33%
Trust somewhat	156 38%	69 39%	87 38%	36 30%	34 33%	46 46% d	40 48% d	35 30%	81 42%	39 42%	47 38%	32 46%	68 37%	45 40%	56 36%	54 40%	89 37%	63 42%	11 25%	87 34%
Do Not Trust At All/Too Much (Net)	67 17%	39 22% c	29 12%	23 20%	19 18%	13 13%	12 15%	18 16%	28 15%	21 22%	22 17%	11 16%	33 18%	22 19%	23 15%	22 16%	43 18%	22 14%	10 24%	47 18%
Do not trust too much	40 10%	19 11%	21 9%	13 11%	17 16% f	4 4%	6 7%	12 10%	19 10%	9 10%	7 5%	9 12%	23 13%	10 8%	16 10%	14 11%	27 11%	12 8%	6 13%	32 13%
Do not trust at all	27 7%	19 11% C	8 3%	10 9% e	2 2%	9 8%	6 8%	7 6%	9 5%	11 12%	15 12%	3 4%	10 5%	12 11%	7 4%	8 6%	16 7%	9 6%	5 11%	14 6%
I am not familiar with this company	71 17%	21 12%	50 22% b	32 27% F	17 16%	9 9%	13 15%	25 22%	29 15%	17 18%	30 24% LM	7 10%	19 10%	12 11%	23 15%	35 26% No	35 14%	32 21%	6 13%	36 14%
Sigma	405 100%	176 100%	230 100%	118 100%	103 100%	101 100%	84 100%	117 100%	195 100%	93 100%	124 100%	70 100%	184 100%	113 100%	158 100%	135 100%	244 100%	151 100%	43 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 526

CMPO2_8 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Samsung

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	402	161	241	171	109	69	53	138	172	92	191	62	118	128	138	136	220	173	39	227
Weighted Base	433	219*	215	138*	120*	101*	75**	150*	199*	85*	117	74*	215*	155*	151*	127*	241	184*	62**	265
Trust Somewhat/Very Much (Net)	351 81%	179 82%	172 80%	102 74%	109 91% D	79 79%	61 82%	135 90% I	156 79%	60 70%	86 74%	59 80%	184 86% K	131 85%	118 78%	101 79%	200 83%	146 80%	60 97%	220 83%
Trust very much	179 41%	96 44%	83 39%	49 36%	67 56% D	40 40%	22 30%	87 58% I	71 36%	21 25%	44 38%	29 39%	98 46%	78 50% P	57 38%	44 35%	111 46%	66 36%	37 60%	121 46%
Trust somewhat	172 40%	83 38%	89 41%	53 38%	41 35%	39 39%	39 52%	48 32%	85 43%	39 46%	42 36%	30 41%	86 40%	54 35%	61 40%	57 45%	89 37%	81 44%	23 37%	98 37%
Do Not Trust At All/Too Much (Net)	55 13%	27 12%	28 13%	21 15%	8 7%	19 18% e	8 11%	9 6%	30 15% h	17 20% H	17 15%	12 16%	24 11%	13 8%	25 16%	18 14%	30 12%	23 12%	1 2%	30 11%
Do not trust too much	29 7%	11 5%	18 8%	10 7%	4 4%	7 7%	7 10%	4 3%	19 10% h	6 7%	9 7%	5 6%	14 6%	4 3%	16 11% n	8 6%	15 6%	10 6%	1 2%	19 7%
Do not trust at all	27 6%	16 7%	10 5%	11 8%	4 3%	12 12%	1 1%	5 3%	11 5%	11 13% H	8 7%	7 9%	10 5%	8 5%	8 6%	10 8%	14 6%	12 7%	* 1%	11 4%
I am not familiar with this company	27 6%	13 6%	15 7%	15 11% e	3 3%	3 3%	6 8%	6 4%	13 6%	8 10%	14 12% M	3 4%	7 3%	11 7%	8 6%	8 6%	11 5%	15 8%	* 1%	15 6%
Sigma	433 100%	219 100%	215 100%	138 100%	120 100%	101 100%	75 100%	150 100%	199 100%	85 100%	117 100%	74 100%	215 100%	155 100%	151 100%	127 100%	241 100%	184 100%	62 100%	265 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 527

CPM02_9 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 eBay

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	149	254	169	113	61	60	133	166	104	195	60	121	121	140	142	205	189	36	221
Weighted Base	450	230*	221	130*	113*	113*	94**	141*	215*	94*	107	67*	245*	147*	158*	146*	244	195*	55**	274
Trust Somewhat/Very Much (Net)	284 63%	147 64%	137 62%	87 67%	80 71%	64 57%	53 56%	108 76% J	124 58%	52 55%	61 57%	48 71%	157 64%	90 61%	107 68%	87 59%	159 65%	118 60%	41 75%	178 65%
Trust very much	95 21%	46 20%	50 22%	32 25% I	34 30% F	14 12%	16 16%	47 33% J	34 16%	14 15%	25 24%	11 17%	55 23%	37 25%	37 23%	22 15%	69 28% R	24 12%	24 45%	75 27%
Trust somewhat	189 42%	101 44%	87 40%	55 42%	46 41%	50 45%	37 39%	60 43%	90 42%	38 41%	35 33%	37 55% K	102 42%	53 36%	71 45%	65 44%	90 37%	94 48%	16 30%	103 38%
Do Not Trust At All/Too Much (Net)	127 28%	68 29%	59 27%	35 27%	23 20%	37 33%	33 34%	26 18%	67 31% h	35 37% H	31 29%	13 19%	76 31%	41 28%	39 25%	47 32%	65 26%	60 31%	10 18%	78 28%
Do not trust too much	81 18%	51 22%	30 14%	21 16%	13 11%	24 22%	22 24%	17 12%	41 19%	23 24%	23 22%	8 11%	48 20%	21 14%	31 20%	29 20%	42 17%	38 19%	2 3%	53 19%
Do not trust at all	46 10%	17 7%	29 13%	14 11%	10 9%	13 11%	10 11%	8 6%	26 12%	12 13%	8 8%	5 8%	28 12%	21 14% o	7 5%	18 12%	23 9%	23 12%	8 14%	25 9%
I am not familiar with this company	39 9%	15 6%	24 11%	8 6%	11 9%	11 10%	9 10%	8 6%	24 11%	7 8%	15 14% M	6 9%	11 4%	15 11%	12 7%	12 8%	21 9%	17 9%	4 8%	19 7%
Sigma	450 100%	230 100%	221 100%	130 100%	113 100%	113 100%	94 100%	141 100%	215 100%	94 100%	107 100%	67 100%	245 100%	147 100%	158 100%	146 100%	244 100%	195 100%	55 100%	274 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 528

CMPO2_10 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 YouTube

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	155	244	162	126	55	56	141	162	96	221	57	102	116	147	136	203	185	42	212
Weighted Base	371	178*	193	117*	109*	77*	68**	140*	155*	76*	119	61*	175*	113*	142*	116*	217	146*	55**	225
Trust Somewhat/Very Much (Net)	266 72%	118 66%	148 77%	81 69%	90 83% D	52 68%	42 62%	113 80% J	105 68%	48 63%	87 73%	43 71%	127 72%	76 67%	117 82% NP	73 63%	167 77%	97 66%	49 88%	171 76%
Trust very much	132 36%	66 37%	66 34%	46 39%	52 48% f	21 27%	13 19%	69 49% J	49 32%	14 18%	40 34%	24 39%	62 35%	44 39%	57 40%	32 27%	85 39%	45 31%	29 52%	98 44%
Trust somewhat	134 36%	52 29%	82 43% B	35 30%	38 35%	31 40%	29 43%	43 31%	56 36%	34 45%	47 39%	19 32%	65 37%	32 29%	60 42%	41 36%	81 37%	52 35%	20 36%	72 32%
Do Not Trust At All/Too Much (Net)	92 25%	55 31% c	37 19%	30 26% E	15 13%	25 32% E	23 34%	24 17%	43 28%	25 33% H	27 23%	15 25%	47 27%	35 31% O	21 15%	36 31% O	45 21%	43 30%	6 11%	49 22%
Do not trust too much	63 17%	42 24% C	21 11%	20 17% E	7 7%	16 21% e	20 30%	19 14%	31 20%	13 17%	18 15%	9 14%	34 19%	20 18%	17 12%	25 22%	30 14%	32 22%	4 7%	34 15%
Do not trust at all	29 8%	13 7%	16 8%	10 9%	7 7%	9 11%	3 5%	5 3%	12 8%	12 16% H	9 8%	7 11%	13 7%	14 13% O	4 3%	11 9% o	15 7%	11 7%	2 3%	15 6%
I am not familiar with this company	13 4%	5 3%	9 4%	6 5%	5 4%	* 1%	2 4%	3 2%	7 5%	3 4%	6 5%	3 4%	2 1%	2 2%	4 3%	7 6%	5 2%	6 4%	1 1%	6 2%
Sigma	371 100%	178 100%	193 100%	117 100%	109 100%	77 100%	68 100%	140 100%	155 100%	76 100%	119 100%	61 100%	175 100%	113 100%	142 100%	116 100%	217 100%	146 100%	55 100%	225 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 529

CMP02_11 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Microsoft

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	166	247	158	129	77	49	141	170	102	238	56	97	117	143	153	209	194	35	237
Weighted Base	390	195*	195	118*	97*	107*	68**	124*	178*	88*	138	71*	156*	113*	152*	125*	214	169	49**	266
Trust Somewhat/Very Much (Net)	319 82%	164 84%	155 79%	94 79%	81 84%	88 82%	56 83%	107 87% j	145 82%	66 75%	101 73%	62 87% k	138 89% K	97 86% p	131 86% P	91 73%	187 87% R	129 76%	44 89%	231 87%
Trust very much	160 41%	90 46%	69 36%	42 36%	50 51% D	40 37%	28 41%	57 46%	69 39%	33 38%	51 37%	30 42%	77 49% k	51 45% p	71 46% P	38 30%	105 49% R	52 31%	31 64%	128 48%
Trust somewhat	159 41%	73 38%	86 44%	52 44%	31 32%	48 44%	28 42%	50 40%	76 43%	33 37%	50 36%	33 46%	61 39%	45 40%	60 40%	53 43%	82 38%	77 45%	13 26%	103 39%
Do Not Trust At All/Too Much (Net)	57 15%	28 15%	29 15%	22 18%	10 10%	19 17%	7 11%	13 10%	29 17%	15 17%	25 18%	8 11%	18 11%	14 13%	17 11%	26 21%	23 11%	32 19% q	4 9%	31 11%
Do not trust too much	34 9%	18 9%	16 8%	14 12%	7 8%	9 9%	3 5%	12 10%	16 9%	6 6%	15 11%	6 9%	10 7%	10 9%	11 7%	13 11%	17 8%	16 9%	2 4%	21 8%
Do not trust at all	23 6%	11 5%	13 6%	8 7%	2 3%	9 9%	4 6%	1 1%	13 7% H	9 11% H	10 7%	1 2%	8 5%	4 4%	7 4%	13 10%	6 3%	16 9% Q	2 5%	9 3%
I am not familiar with this company	14 4%	2 1%	11 6% b	3 2%	6 6%	1 1%	4 7%	3 3%	3 2%	7 8% i	12 9% M	1 2%	-	2 2%	4 3%	8 6%	5 2%	9 5%	1 2%	5 2%
Sigma	390 100%	195 100%	195 100%	118 100%	97 100%	107 100%	68 100%	124 100%	178 100%	88 100%	138 100%	71 100%	156 100%	113 100%	152 100%	125 100%	214 100%	169 100%	49 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 530

CMP02_12 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Zoom Video

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	411	167	244	172	118	71	50	140	175	96	227	42	118	120	136	155	198	197	34	223
Weighted Base	426	211*	215	136*	121*	98*	72**	137*	205*	85*	129	56**	218*	128*	148*	150*	239	171*	48**	273
Trust Somewhat/Very Much (Net)	263 62%	118 56%	146 68% b	84 62%	89 73%	59 61%	32 44%	87 64%	131 64%	44 53%	64 50%	32 56%	152 70% K	79 62%	95 64%	89 59%	160 67% r	93 55%	40 83%	188 69%
Trust very much	126 30%	67 32%	60 28%	46 34%	47 39% F	19 20%	14 20%	46 34%	59 29%	22 25%	27 21%	13 23%	76 35% K	37 29%	52 35%	37 25%	84 35% R	34 20%	25 52%	107 39%
Trust somewhat	137 32%	51 24%	86 40% B	38 28%	41 34%	40 41%	17 24%	41 30%	72 35%	23 27%	37 29%	19 33%	75 35%	42 33%	43 29%	52 35%	76 32%	59 34%	15 31%	81 30%
Do Not Trust At All/Too Much (Net)	90 21%	57 27% C	33 15%	34 25% e	17 14%	24 25%	16 22%	18 13%	46 22%	26 31% H	27 21%	11 20%	49 22%	27 21%	32 21%	31 21%	44 18%	43 25%	6 12%	56 20%
Do not trust too much	46 11%	31 15% c	15 7%	21 15%	12 10%	12 12%	1 2%	9 7%	26 13%	11 12%	11 9%	4 7%	29 13%	8 6%	21 14%	17 11%	27 11%	19 11%	3 7%	34 12%
Do not trust at all	44 10%	26 13%	17 8%	13 10%	4 4%	12 12%	15 20%	9 7%	19 9%	16 18% h	16 13%	8 13%	19 9%	19 15%	11 7%	14 10%	17 7%	24 14%	2 5%	22 8%
I am not familiar with this company	73 17%	36 17%	37 17%	19 14%	16 13%	14 15%	24 34%	31 23%	28 14%	14 17%	37 29% M	13 24%	17 8%	23 18%	21 14%	29 20%	35 15%	35 21%	2 5%	29 11%
Sigma	426 100%	211 100%	215 100%	136 100%	121 100%	98 100%	72 100%	137 100%	205 100%	85 100%	129 100%	56 100%	218 100%	128 100%	148 100%	150 100%	239 100%	171 100%	48 100%	273 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 531

CMP02_13 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Hulu

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	178	232	173	111	71	55	138	174	98	210	54	120	128	138	144	203	190	42	236
Weighted Base	434	228*	207	133*	101*	101*	100*	143*	201*	90*	119*	66*	219*	135*	160*	139*	224	196*	66**	280
Trust Somewhat/Very Much (Net)	323 74%	170 74%	153 74%	98 74%	84 83%	71 71%	69 69%	115 81%	146 72%	62 68%	85 71%	47 72%	173 79%	106 79%	113 70%	104 75%	179 80%	136 70%	53 80%	220 79%
Trust very much	148 34%	81 35%	67 32%	50 37%	52 52%	21 21%	25 25%	72 50%	53 26%	23 26%	32 27%	26 40%	85 39%	45 34%	66 41%	36 26%	100 45%	48 24%	35 53%	102 36%
Trust somewhat	175 40%	89 39%	86 42%	48 37%	32 32%	50 50%	44 44%	44 31%	93 46%	38 42%	52 44%	21 32%	88 40%	61 45%	47 29%	68 49%	79 35%	88 45%	18 28%	119 42%
Do Not Trust At All/Too Much (Net)	66 15%	34 15%	32 16%	23 18%	12 11%	20 20%	11 11%	14 9%	36 18%	16 18%	18 15%	13 19%	32 14%	17 13%	28 17%	21 15%	33 15%	30 15%	10 16%	39 14%
Do not trust too much	42 10%	19 8%	22 11%	14 11%	5 5%	11 11%	11 11%	9 6%	26 13%	7 7%	12 10%	7 10%	20 9%	11 8%	20 12%	11 8%	21 10%	19 10%	8 12%	27 10%
Do not trust at all	24 6%	14 6%	10 5%	9 7%	6 6%	9 9%	-	5 3%	10 5%	9 10%	6 5%	6 9%	11 5%	7 5%	8 5%	10 7%	12 5%	11 6%	2 4%	12 4%
I am not familiar with this company	46 11%	24 11%	21 10%	11 8%	5 5%	10 10%	20 20%	14 10%	19 9%	13 14%	16 14%	6 9%	14 6%	11 8%	20 13%	14 10%	12 5%	30 15%	3 4%	21 7%
Sigma	434 100%	228 100%	207 100%	133 100%	101 100%	101 100%	100 100%	143 100%	201 100%	90 100%	119 100%	66 100%	219 100%	135 100%	160 100%	139 100%	224 100%	196 100%	66 100%	280 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 532

CMP02_14 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Sony

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	397	156	241	162	122	70	43	131	167	99	213	49	110	127	136	134	203	183	41	219
Weighted Base	396	188*	208	126*	113*	95*	63**	131*	175*	91*	128	59*	184*	133*	146*	117*	221	163*	56**	249
Trust Somewhat/Very Much (Net)	301 76%	150 80%	151 72%	101 80%	79 70%	69 73%	52 83%	110 84% i	126 72%	66 72%	98 77%	43 74%	141 77%	110 83% O	101 69%	90 76%	171 77%	120 73%	51 90%	200 80%
Trust very much	133 33%	79 42% C	54 26%	39 31%	49 43%	34 35%	11 18%	58 44% I	44 25%	31 34%	39 31%	18 30%	66 36%	46 34%	52 36%	34 29%	82 37%	48 29%	32 56%	101 41%
Trust somewhat	168 42%	72 38%	97 46%	62 49% E	30 27%	35 37%	41 65%	52 40%	81 46%	35 39%	59 46%	26 44%	75 41%	65 49% o	48 33%	55 47% o	89 40%	72 44%	19 34%	99 40%
Do Not Trust At All/Too Much (Net)	72 18%	29 16%	42 20%	19 15%	26 23%	18 19%	8 13%	18 14%	34 20%	19 21%	18 14%	14 24%	33 18%	17 13%	35 24% n	19 16%	35 16%	36 22%	3 6%	41 16%
Do not trust too much	51 13%	20 10%	32 15%	15 12%	23 20%	10 11%	3 6%	13 10%	29 16%	9 10%	7 6%	8 14%	32 17% K	11 8%	30 20% Np	11 9%	26 12%	25 15%	2 4%	36 14%
Do not trust at all	20 5%	10 5%	11 5%	5 4%	3 3%	8 8%	4 7%	4 3%	6 3%	10 11% hi	11 8% M	6 10% M	1 1%	6 5%	6 4%	8 7%	9 4%	11 7%	1 2%	5 2%
I am not familiar with this company	24 6%	8 4%	15 7%	6 5%	7 7%	8 8%	3 4%	3 2%	15 9% h	6 6%	12 9%	1 2%	10 5%	5 4%	10 7%	8 7%	15 7%	7 4%	2 4%	8 3%
Sigma	396 100%	188 100%	208 100%	126 100%	113 100%	95 100%	63 100%	131 100%	175 100%	91 100%	128 100%	59 100%	184 100%	133 100%	146 100%	117 100%	221 100%	163 100%	56 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 533

CMP02_15 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Tech
 Snapchat

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	152	253	157	111	76	61	143	178	84	219	51	110	120	146	139	222	171	35	231
Weighted Base	405	186*	219	119*	108*	105*	73**	137*	205*	63*	125	52*	200*	127*	156*	122*	244	152*	43**	254
Trust Somewhat/Very Much (Net)	211 52%	105 56%	106 48%	77 65% F	66 61% F	40 39%	28 38%	78 57% j	108 53%	25 40%	50 40%	30 57% k	119 59% K	64 50%	75 48%	72 59%	139 57%	69 46%	29 68%	144 57%
Trust very much	78 19%	47 26% C	30 14%	35 30% F	30 27% F	10 9%	3 4%	41 30% lj	27 13%	9 15%	15 12%	12 23%	48 24% K	33 26%	25 16%	20 16%	51 21%	26 17%	16 37%	63 25%
Trust somewhat	133 33%	58 31%	76 35%	41 35%	36 33%	31 29%	25 34%	36 26%	81 40% h	16 25%	34 27%	18 35%	70 35%	31 25%	49 32%	53 43% N	88 36%	43 28%	13 31%	82 32%
Do Not Trust At All/Too Much (Net)	139 34%	68 37%	71 32%	36 30%	30 28%	45 43%	28 39%	43 31%	72 35%	24 38%	55 44% m	17 32%	61 31%	50 39%	55 35%	34 28%	82 34%	52 34%	13 31%	82 32%
Do not trust too much	88 22%	45 24%	43 20%	21 18%	22 20%	25 24%	20 27%	27 20%	44 22%	16 26%	35 28% L	5 9%	42 21%	30 24%	37 24%	21 17%	51 21%	32 21%	10 23%	52 21%
Do not trust at all	51 13%	23 13%	28 13%	15 12%	8 8%	20 19%	9 12%	15 11%	28 14%	8 13%	19 16%	12 23% m	19 10%	20 16%	17 11%	14 11%	31 13%	20 13%	3 7%	29 12%
I am not familiar with this company	55 14%	13 7%	42 19% B	6 5%	13 12%	20 19% D	17 23%	17 12%	24 12%	14 22%	21 17%	5 11%	20 10%	13 10%	26 17%	16 13%	23 10%	31 20% Q	1 1%	28 11%
Sigma	405 100%	186 100%	219 100%	119 100%	108 100%	105 100%	73 100%	137 100%	205 100%	63 100%	125 100%	52 100%	200 100%	127 100%	156 100%	122 100%	244 100%	152 100%	43 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 534

CMP02_16 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Pharma
 Johnson & Johnson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	152	260	164	120	66	62	134	174	104	233	51	106	124	136	152	211	190	32	222
Weighted Base	410	190*	220	129*	101*	101*	79*	142*	171*	97*	143	57*	192*	135*	146*	129*	229	173*	43**	249
Trust Somewhat/Very Much (Net)	323 79%	155 81%	168 77%	95 74%	74 73%	87 86%	67 85%	113 79%	135 79%	76 78%	106 74%	44 78%	157 82%	113 83%	114 78%	96 75%	187 82%	134 77%	34 79%	198 79%
Trust very much	161 39%	69 36%	92 42%	42 33%	47 46%	39 38%	33 42%	63 44%	55 32%	44 45%	61 43%	22 39%	73 38%	70 51% P	56 38%	36 28%	103 45%	58 34%	23 54%	105 42%
Trust somewhat	162 39%	86 45%	76 35%	53 41% e	27 26%	48 48% E	34 43%	50 35%	80 47%	32 33%	45 31%	22 39%	85 44% k	43 32%	58 40%	60 47% n	84 37%	75 44%	11 25%	93 37%
Do Not Trust At All/Too Much (Net)	61 15%	26 14%	35 16%	23 18%	17 16%	13 13%	8 10%	18 13%	27 16%	16 16%	27 19%	8 15%	25 13%	13 9%	23 16%	25 19%	29 12%	29 17%	4 9%	34 14%
Do not trust too much	34 8%	13 7%	22 10%	12 9%	12 12%	3 3%	7 9%	12 9%	11 7%	11 11%	14 10%	2 4%	18 9%	8 6%	13 9%	14 11%	18 8%	16 9%	2 5%	24 10%
Do not trust at all	27 7%	14 7%	13 6%	11 9%	4 4%	10 10%	1 1%	6 4%	15 9%	5 5%	13 9%	6 11%	7 4%	5 4%	11 7%	11 9%	11 5%	13 8%	2 4%	10 4%
I am not familiar with this company	26 6%	9 5%	17 8%	10 8%	11 11% f	1 1%	4 5%	11 8%	10 6%	5 5%	11 7%	4 8%	9 5%	10 7%	8 6%	8 6%	14 6%	10 6%	5 12%	17 7%
Sigma	410 100%	190 100%	220 100%	129 100%	101 100%	101 100%	79 100%	142 100%	171 100%	97 100%	143 100%	57 100%	192 100%	135 100%	146 100%	129 100%	229 100%	173 100%	43 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 535

CMP02_17 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Pharma
 Pfizer

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	150	258	168	116	72	52	137	165	106	215	47	119	128	135	145	199	194	30	224
Weighted Base	446	194*	252	130*	114*	125*	77**	142*	208*	96*	130	50**	231*	147*	162*	137*	248	182*	49**	277
Trust Somewhat/Very Much (Net)	252 57%	104 54%	148 59%	51 39%	62 55%	93 75%	45 59%	76 53%	127 61%	49 51%	55 43%	25 49%	163 71%	91 62%	100 62%	61 45%	155 62%	92 51%	36 74%	166 60%
Trust very much	88 20%	45 23%	44 17%	20 15%	32 28%	23 18%	14 18%	30 21%	36 18%	22 22%	27 21%	11 22%	49 21%	43 29%	25 15%	20 15%	62 25%	23 12%	23 48%	61 22%
Trust somewhat	164 37%	60 31%	104 41%	31 24%	30 27%	71 57%	32 41%	45 32%	91 44%	28 29%	28 22%	14 27%	114 49%	48 32%	75 46%	41 30%	92 37%	70 38%	13 26%	105 38%
Do Not Trust At All/Too Much (Net)	86 19%	47 25%	39 15%	26 20%	24 21%	20 16%	15 20%	28 20%	32 16%	25 26%	31 24%	12 25%	34 15%	26 18%	35 22%	25 18%	49 20%	32 18%	7 15%	53 19%
Do not trust too much	52 12%	28 14%	24 10%	19 15%	13 12%	9 7%	11 14%	20 14%	14 7%	18 19%	17 13%	3 7%	25 11%	15 10%	19 12%	18 13%	30 12%	18 10%	7 14%	39 14%
Do not trust at all	34 8%	19 10%	15 6%	7 5%	11 10%	12 9%	5 6%	8 6%	18 9%	7 8%	13 10%	9 18%	9 4%	11 7%	16 10%	7 5%	19 8%	14 8%	* 1%	14 5%
I am not familiar with this company	108 24%	42 22%	66 26%	53 41%	27 24%	11 9%	16 21%	38 27%	48 23%	21 22%	44 34%	13 27%	34 15%	31 21%	27 17%	50 37%	44 18%	58 32%	5 11%	58 21%
Sigma	446 100%	194 100%	252 100%	130 100%	114 100%	125 100%	77 100%	142 100%	208 100%	96 100%	130 100%	50 100%	231 100%	147 100%	162 100%	137 100%	248 100%	182 100%	49 100%	277 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 536

CMP02_18 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Pharma
 GlaxoSmithKline

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	398	182	216	158	122	75	43	150	155	93	216	58	100	137	139	122	215	171	45	232
Weighted Base	401	213*	189	111*	120*	109*	61**	150*	191*	61*	137	68*	178*	123*	158*	120*	242	151*	57**	265
Trust Somewhat/Very Much (Net)	210 52%	121 57%	89 47%	48 43%	70 58% d	63 57%	30 49%	80 53%	105 55%	26 42%	62 45%	31 45%	113 64% KI	61 49%	97 61% P	52 44%	147 61% R	62 41%	40 70%	143 54%
Trust very much	97 24%	53 25%	45 24%	23 21%	32 27%	26 24%	15 25%	44 29%	40 21%	14 22%	27 20%	17 26%	52 29%	29 23%	47 30%	21 18%	71 29% r	26 17%	21 37%	76 29%
Trust somewhat	113 28%	69 32%	44 23%	24 22%	38 31%	36 33%	15 24%	36 24%	65 34% j	12 20%	34 25%	13 20%	61 34%	32 26%	50 31%	31 26%	76 31%	36 24%	19 34%	68 26%
Do Not Trust At All/Too Much (Net)	57 14%	43 20% C	13 7%	21 19% e	10 8%	19 17%	6 11%	21 14%	24 12%	12 20%	21 16%	9 13%	24 13%	23 19% o	13 9%	20 17%	28 12%	26 17%	8 15%	39 15%
Do not trust too much	36 9%	30 14% C	6 3%	13 12%	9 7%	9 8%	6 10%	15 10%	20 10%	2 3%	10 7%	8 12%	18 10%	13 11%	10 6%	13 11%	19 8%	15 10%	6 11%	28 11%
Do not trust at all	21 5%	14 6%	7 4%	8 7% e	1 1%	10 9% e	1 1%	6 4%	4 2%	10 17% HI	11 8%	1 1%	6 3%	10 8%	4 2%	7 6%	9 4%	11 7%	2 3%	11 4%
I am not familiar with this company	134 33%	48 23%	86 46% B	42 38%	40 33%	28 26%	25 40%	49 33%	62 33%	23 38%	53 39% M	28 42% M	41 23%	40 32%	47 30%	47 39%	67 28%	63 42% Q	9 15%	82 31%
Sigma	401 100%	213 100%	189 100%	111 100%	120 100%	109 100%	61 100%	150 100%	191 100%	61 100%	137 100%	68 100%	178 100%	123 100%	158 100%	120 100%	242 100%	151 100%	57 100%	265 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 537

CMP02_19 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Pharma
 McKesson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	142	266	182	120	60	46	137	165	106	224	57	103	125	145	138	202	193	38	228
Weighted Base	391	174*	217	126	113*	73*	78**	134*	174*	82*	117	63*	188*	120*	145*	125*	207	175*	40**	256
Trust Somewhat/Very Much (Net)	132 34%	64 37%	68 31%	43 34%	50 44% f	19 26%	20 25%	56 42%	51 30%	24 30%	34 29%	20 32%	70 37%	48 40%	50 35%	33 26%	83 40% R	45 26%	24 59%	101 40%
Trust very much	59 15%	26 15%	33 15%	14 11%	31 27% Df	8 11%	5 6%	23 17%	18 11%	17 20%	18 15%	7 11%	32 17%	27 23% P	20 14%	11 9%	38 19% r	17 10%	15 36%	47 18%
Trust somewhat	73 19%	38 22%	35 16%	29 23%	19 17%	10 14%	15 19%	33 24% j	33 19%	8 9%	17 14%	13 21%	37 20%	21 18%	30 21%	22 17%	45 22%	28 16%	9 23%	54 21%
Do Not Trust At All/Too Much (Net)	50 13%	31 18% c	19 9%	24 19% E	5 5%	13 17% e	8 11%	13 9%	30 18%	6 8%	15 13%	5 7%	27 14%	12 10%	21 14%	17 14%	20 10%	27 15%	7 16%	35 14%
Do not trust too much	37 9%	21 12%	16 7%	16 13% E	2 2%	11 15% E	8 10%	11 8%	23 13% j	2 3%	8 7%	2 3%	24 13%	7 6%	19 13%	11 9%	14 7%	22 12%	6 16%	28 11%
Do not trust at all	13 3%	10 6%	3 1%	7 6%	3 3%	2 2%	1 1%	2 1%	7 4%	4 5%	7 6%	3 4%	3 2%	5 4%	2 1%	7 5%	6 3%	5 3%	* 1%	7 3%
I am not familiar with this company	209 54%	79 45%	131 60% B	59 47%	58 51%	42 57%	50 64%	66 49%	92 53%	51 63%	67 58%	39 61%	92 49%	60 50%	74 51%	75 60%	104 50%	103 59%	10 25%	120 47%
Sigma	391 100%	174 100%	217 100%	126 100%	113 100%	73 100%	78 100%	134 100%	174 100%	82 100%	117 100%	63 100%	188 100%	120 100%	145 100%	125 100%	207 100%	175 100%	40 100%	256 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 538

CMPO2_20 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

**Pharma
 Bayer**

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	393	141	252	168	106	67	52	125	157	111	201	60	104	119	143	131	201	183	35	194
Weighted Base	432	193*	239	135*	101*	106*	90**	118*	193*	121*	120	76*	201*	135*	173*	123*	241	182*	49**	234
Trust Somewhat/Very Much (Net)	295 68%	125 65%	170 71%	78 58%	69 68%	83 78% D	66 73%	78 66%	143 74%	74 61%	82 68%	47 61%	143 71%	97 71%	114 66%	84 68%	178 74% r	111 61%	37 74%	157 67%
Trust very much	112 26%	52 27%	60 25%	36 27%	29 28%	26 24%	21 23%	28 24%	56 29%	27 23%	27 22%	23 30%	58 29%	43 31% P	51 29% p	19 15%	74 31% r	36 20%	24 48%	70 30%
Trust somewhat	184 42%	73 38%	110 46%	42 31%	40 40%	57 54% D	45 50%	50 42%	87 45%	47 38%	55 46%	24 32%	85 42%	54 40%	64 37%	66 53% o	104 43%	76 41%	13 26%	87 37%
Do Not Trust At All/Too Much (Net)	79 18%	40 21%	39 16%	25 19%	21 21%	15 14%	18 19%	20 17%	35 18%	24 20%	20 16%	21 27%	32 16%	27 20%	31 18%	21 17%	40 17%	38 21%	8 17%	53 22%
Do not trust too much	45 10%	18 9%	28 12%	12 9%	12 11%	9 8%	13 15%	11 10%	16 8%	18 15%	6 5%	18 24% KM	17 9%	15 11%	20 11%	11 9%	20 8%	25 14%	7 14%	31 13%
Do not trust at all	34 8%	23 12% c	11 5%	13 10%	10 9%	6 6%	4 5%	9 8%	19 10%	6 5%	13 11%	2 3%	15 7%	12 9%	11 7%	10 9%	19 8%	13 7%	2 3%	21 9%
I am not familiar with this company	58 13%	28 14%	30 13%	32 24% EF	11 11%	8 7%	7 7%	19 16% i	15 8%	23 19% i	19 15%	8 11%	26 13%	12 9%	28 16%	18 15%	24 10%	33 18%	4 9%	25 11%
Sigma	432 100%	193 100%	239 100%	135 100%	101 100%	106 100%	90 100%	118 100%	193 100%	121 100%	120 100%	76 100%	201 100%	135 100%	173 100%	123 100%	241 100%	182 100%	49 100%	234 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 539

CMPO2_21 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Pharma
 Gilead

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	143	261	169	119	55	61	139	161	104	226	55	101	135	129	140	218	171	43	211
Weighted Base	369	163*	205	127*	104*	73**	65*	121*	160*	88*	122	53*	173*	114*	136*	119*	223	133*	48**	232
Trust Somewhat/Very Much (Net)	139 38%	73 45% c	65 32%	53 41% G	56 54% G	17 24%	12 19%	64 53% IJ	54 34%	20 23%	35 28%	15 27%	82 48% KL	37 33%	65 48% nP	36 30%	87 39%	49 37%	35 74%	107 46%
Trust very much	66 18%	37 23%	29 14%	25 20% g	33 32% dG	4 5%	4 6%	29 24% i	22 14%	15 17%	14 12%	7 14%	43 25% K	17 15%	32 23%	17 14%	42 19%	23 17%	20 41%	52 22%
Trust somewhat	72 20%	36 22%	36 18%	27 22%	23 22%	14 18%	8 13%	35 29% J	32 20% J	6 6%	21 17%	7 14%	40 23%	20 17%	34 25%	19 16%	45 20%	26 19%	16 33%	55 24%
Do Not Trust At All/Too Much (Net)	51 14%	34 21% C	18 9%	30 23% Eg	11 11%	4 5%	6 10%	19 16%	19 12%	13 14%	18 15%	7 14%	25 15%	16 14%	12 9%	23 19% o	33 15%	15 11%	7 15%	33 14%
Do not trust too much	21 6%	15 9% c	6 3%	12 9%	4 4%	2 2%	4 6%	5 4%	14 9%	2 3%	8 6%	3 5%	11 6%	6 5%	8 6%	7 6%	15 7%	6 4%	2 4%	14 6%
Do not trust at all	30 8%	19 11%	11 5%	18 14%	7 7%	2 3%	3 4%	14 12% i	5 3%	10 12%	10 9%	4 8%	14 8%	10 9%	4 3%	16 13% O	18 8%	9 7%	5 10%	19 8%
I am not familiar with this company	179 49%	57 35%	122 60% B	45 35%	36 35%	52 71%	46 71% DE	37 31%	87 54% H	55 63% H	70 57% M	32 59% M	65 38% M	61 53%	58 43%	60 51%	103 46%	70 52%	5 11%	93 40%
Sigma	369 100%	163 100%	205 100%	127 100%	104 100%	73 100%	65 100%	121 100%	160 100%	88 100%	122 100%	53 100%	173 100%	114 100%	136 100%	119 100%	223 100%	133 100%	48 100%	232 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 540

CMP02_22 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Pharma
 Roche

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	157	254	171	110	68	62	140	168	103	242	57	87	131	145	135	218	178	46	213
Weighted Base	393	195*	198	118	100*	93*	82*	130*	164*	99*	151	67*	146*	129*	148*	116*	240	139*	55**	215
Trust Somewhat/Very Much (Net)	160 41%	99 51% C	61 31%	47 39%	57 57% DG	37 40%	20 24%	67 52% ij	60 36%	33 33%	48 32%	19 29%	81 56% KL	46 35%	65 44%	49 42%	114 47% R	41 29%	32 59%	101 47%
Trust very much	71 18%	44 23% c	26 13%	19 16%	24 24%	16 17%	12 14%	38 29% l	15 9%	17 17%	22 15%	6 9%	35 24% l	21 16%	31 21%	19 16%	54 22% R	15 11%	17 31%	39 18%
Trust somewhat	89 23%	54 28% c	35 18%	27 23% g	33 33% G	21 23%	8 10%	29 22%	44 27%	16 16%	25 17%	13 20%	47 32% K	25 19%	34 23%	30 26%	60 25%	26 19%	15 28%	63 29%
Do Not Trust At All/Too Much (Net)	69 18%	37 19%	32 16%	22 19%	17 17%	12 13%	18 22%	23 17%	23 14%	24 24%	26 17%	12 18%	28 19%	24 19%	25 17%	20 17%	34 14%	29 21%	12 21%	40 19%
Do not trust too much	39 10%	22 11%	17 9%	11 9%	11 11%	6 6%	12 14%	14 11%	12 8%	12 13%	12 8%	7 10%	20 14%	19 15% p	14 9%	6 5%	21 9%	15 11%	10 17%	26 12%
Do not trust at all	30 8%	15 8%	15 7%	11 10%	6 6%	7 7%	6 8%	8 6%	10 6%	11 11%	14 9%	5 8%	8 5%	5 4%	11 7%	14 12% n	14 6%	15 10%	2 4%	14 7%
I am not familiar with this company	164 42%	59 30%	105 53% B	49 42% E	27 27%	44 47% e	45 54% E	40 31%	82 50% H	42 43%	77 51% M	36 54% M	37 25%	59 46%	58 39%	47 40%	92 38%	69 50%	11 19%	73 34%
Sigma	393 100%	195 100%	198 100%	118 100%	100 100%	93 100%	82 100%	130 100%	164 100%	99 100%	151 100%	67 100%	146 100%	129 100%	148 100%	116 100%	240 100%	139 100%	55 100%	215 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 541

CMP02_23 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Auto
 Ford

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	169	232	147	114	81	59	139	170	92	215	58	96	120	138	143	205	184	39	211
Weighted Base	427	235*	192	118*	100*	128*	81*	144*	199*	84*	141	76*	183*	121*	169*	136*	236	181*	52**	246
Trust Somewhat/Very Much (Net)	337 79%	191 81%	146 76%	91 77%	77 78%	98 77%	70 87%	114 79%	158 79%	65 77%	110 78%	57 75%	150 82%	101 83%	127 75%	109 80%	191 81%	138 76%	50 96%	204 83%
Trust very much	143 34%	98 42%	45 23%	40 34%	38 38%	36 28%	28 35%	62 43%	59 29%	23 27%	51 36%	21 28%	68 37%	43 36%	66 39%	34 25%	92 39%	47 26%	36 69%	102 42%
Trust somewhat	194 46%	93 40%	101 53%	51 43%	39 40%	62 48%	42 52%	53 37%	99 50%	42 50%	59 42%	36 47%	82 45%	58 48%	61 36%	75 55%	99 42%	91 50%	14 27%	102 41%
Do Not Trust At All/Too Much (Net)	74 17%	43 18%	31 16%	22 18%	18 18%	25 19%	9 11%	27 19%	36 18%	11 14%	26 18%	13 17%	30 17%	14 11%	38 23%	22 16%	39 16%	34 19%	1 1%	34 14%
Do not trust too much	50 12%	30 13%	20 10%	13 11%	15 15%	13 10%	8 10%	22 16%	23 11%	5 6%	17 12%	4 6%	27 15%	10 9%	23 13%	17 12%	27 11%	22 12%	-	29 12%
Do not trust at all	24 6%	13 5%	11 6%	8 7%	3 4%	11 9%	1 1%	4 3%	13 7%	7 8%	9 7%	9 11%	4 2%	4 3%	16 9%	5 4%	12 5%	12 6%	1 1%	6 2%
I am not familiar with this company	16 4%	1 *	15 8%	5 4%	4 4%	5 4%	1 2%	3 2%	5 3%	7 9%	5 4%	6 8%	3 2%	6 5%	4 2%	5 4%	7 3%	9 5%	2 3%	8 3%
Sigma	427 100%	235 100%	192 100%	118 100%	100 100%	128 100%	81 100%	144 100%	199 100%	84 100%	141 100%	76 100%	183 100%	121 100%	169 100%	136 100%	236 100%	181 100%	52 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 542

CMP02_24 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Auto
 General Motors

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	415	157	258	182	105	61	67	132	186	97	206	69	113	121	140	154	220	179	38	226
Weighted Base	421	190*	231	140	91*	98*	92*	126*	211	84*	118	91*	188*	114*	153*	154*	236	170*	43**	242
Trust Somewhat/Very Much (Net)	312 74%	143 75%	168 73%	87 62%	66 72%	79 81% D	80 87% De	93 74%	161 76%	58 69%	77 65%	71 78%	151 80% K	87 77%	118 77%	106 69%	182 77%	123 73%	38 89%	185 77%
Trust very much	107 26%	57 30%	50 22%	37 27%	30 33%	21 22%	19 21%	44 35% i	47 22%	17 20%	28 24%	31 34%	47 25%	28 25%	48 32%	31 20%	64 27%	41 24%	26 59%	76 31%
Trust somewhat	204 49%	86 45%	118 51%	50 36%	36 40%	58 59% De	61 66% DE	50 39%	114 54% h	41 49%	49 41%	40 44%	103 55% k	59 52%	70 46%	75 49%	117 50%	82 48%	13 29%	109 45%
Do Not Trust At All/Too Much (Net)	68 16%	33 17%	35 15%	32 23%	12 13%	14 14%	10 11%	18 14%	32 15%	18 21%	22 18%	15 16%	28 15%	22 19%	21 14%	25 16%	34 14%	28 17%	3 8%	33 14%
Do not trust too much	41 10%	18 9%	24 10%	20 15%	8 9%	6 6%	7 7%	8 7%	21 10%	12 14%	12 10%	8 9%	18 10%	12 11%	10 7%	19 12%	23 10%	14 8%	3 7%	26 11%
Do not trust at all	27 6%	15 8%	11 5%	12 8%	3 4%	8 8%	4 4%	10 8%	11 5%	6 7%	9 8%	6 7%	10 5%	10 9%	11 7%	6 4%	11 5%	14 8%	* 1%	7 3%
I am not familiar with this company	41 10%	14 7%	27 12%	21 15% fG	14 15% G	5 5%	2 2%	15 12%	18 8%	8 10%	19 16% lM	5 6%	9 5%	5 4%	14 9%	23 15% N	20 9%	18 11%	2 3%	24 10%
Sigma	421 100%	190 100%	231 100%	140 100%	91 100%	98 100%	92 100%	126 100%	211 100%	84 100%	118 100%	91 100%	188 100%	114 100%	153 100%	154 100%	236 100%	170 100%	43 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 543

CMP02_25 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Auto
 Tesla

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	159	241	170	106	64	60	136	179	85	207	64	105	119	146	135	209	184	36	230
Weighted Base	394	193*	201	133*	92*	78*	90*	129*	177*	88*	123	78*	174*	119*	146*	129*	222	167*	45**	254
Trust Somewhat/Very Much (Net)	220 56%	117 61%	103 51%	77 58%	58 63% g	45 58%	39 43%	88 68% J	102 58% J	30 34%	65 53%	34 44%	111 64% L	68 57%	81 55%	71 56%	134 60%	83 50%	30 66%	163 64%
Trust very much	108 27%	70 36% C	38 19%	46 34% Fg	36 39% FG	10 13%	16 17%	63 48% IJ	35 20%	10 11%	34 28% I	11 14%	60 35% L	31 26%	45 31%	31 24%	77 35% R	30 18%	20 45%	84 33%
Trust somewhat	112 28%	48 25%	65 32%	31 24%	22 24%	35 45% DE	24 26%	25 19%	67 38% Hj	20 23%	31 25%	23 30%	51 29%	37 31%	35 24%	40 31%	57 25%	53 32%	9 21%	79 31%
Do Not Trust At All/Too Much (Net)	103 26%	51 26%	52 26%	40 30% E	15 16%	16 21%	31 35% e	27 21%	48 27%	27 31%	25 20%	23 30%	48 28%	25 21%	49 34%	29 22%	47 21%	56 34% Q	9 20%	62 24%
Do not trust too much	66 17%	34 18%	31 16%	26 20% E	7 7%	10 13%	23 25% E	15 12%	27 15%	23 26% h	13 10%	17 22% k	34 19%	21 17%	28 19%	17 13%	33 15%	33 20%	7 17%	41 16%
Do not trust at all	38 10%	17 9%	21 10%	14 11%	8 9%	6 8%	9 9%	12 10%	21 12%	4 5%	12 10%	7 9%	15 9%	5 4%	21 15% N	11 9%	14 6%	23 14% q	2 4%	20 8%
I am not familiar with this company	71 18%	25 13%	46 23% b	16 12%	19 21%	16 21%	20 22%	14 11%	26 15%	31 35% Hi	33 27% M	20 26% M	14 8%	26 22% o	17 11%	29 22% o	41 18%	27 16%	6 13%	29 11%
Sigma	394 100%	193 100%	201 100%	133 100%	92 100%	78 100%	90 100%	129 100%	177 100%	88 100%	123 100%	78 100%	174 100%	119 100%	146 100%	129 100%	222 100%	167 100%	45 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 544

CMP02_26 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Auto
 Honda

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	144	265	147	119	76	67	128	172	109	213	56	114	132	142	135	204	193	28	228
Weighted Base	427	184*	243	108*	108*	123*	88*	132*	200*	96*	124	62*	214*	139*	159*	129*	223	191*	33**	274
Trust Somewhat/Very Much (Net)	313 73%	136 74%	177 73%	80 74%	81 75%	94 77%	57 65%	100 76%	152 76%	60 63%	91 73%	49 79%	158 74%	102 73%	114 72%	97 75%	173 78%	136 71%	31 93%	200 73%
Trust very much	120 28%	67 36% C	53 22%	39 36% g	34 31%	32 26%	16 18%	45 34%	52 26%	23 24%	39 32%	18 28%	61 29%	39 28%	51 32%	29 23%	78 35% R	40 21%	20 61%	84 31%
Trust somewhat	193 45%	69 38%	123 51% b	42 39%	47 43%	63 51%	42 47%	55 42%	101 50%	37 39%	52 42%	32 51%	97 45%	62 45%	63 40%	68 52%	95 42%	96 50%	10 31%	116 42%
Do Not Trust At All/Too Much (Net)	79 18%	39 21%	39 16%	18 16%	20 19%	18 14%	23 26%	21 16%	36 18%	22 23%	21 17%	5 9%	50 24% I	28 20%	35 22%	15 12%	40 18%	37 19%	1 4%	58 21%
Do not trust too much	50 12%	23 12%	27 11%	13 12%	18 16%	9 7%	10 11%	19 14%	20 10%	11 11%	12 10%	2 3%	36 17% L	10 7%	30 19% NP	9 7%	27 12%	22 11%	1 4%	41 15%
Do not trust at all	29 7%	16 9%	12 5%	5 4%	3 2%	8 7%	13 15% dE	2 2%	16 8% h	11 11% H	9 8%	4 6%	15 7% 7	18 13% O	4 3%	6 5%	13 6%	15 8%	-	17 6%
I am not familiar with this company	36 8%	9 5%	27 11%	10 9%	7 6%	11 9%	8 9%	10 8%	11 6%	14 15% i	11 9% M	7 12% M	5 2%	9 6%	10 6%	17 13%	9 4%	18 10%	1 4%	16 6%
Sigma	427 100%	184 100%	243 100%	108 100%	108 100%	123 100%	88 100%	132 100%	200 100%	96 100%	124 100%	62 100%	214 100%	139 100%	159 100%	129 100%	223 100%	191 100%	33 100%	274 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 545

CMP02_27 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Auto
 Toyota

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	157	245	165	114	73	50	141	156	105	219	60	100	122	132	148	219	168	32	224
Weighted Base	396	189*	207	123*	97*	113*	62**	132*	166*	98*	121	68*	186*	145*	124*	127*	231	150*	40**	251
Trust Somewhat/Very Much (Net)	282 71%	142 75%	140 68%	91 74%	70 72%	81 71%	41 66%	100 75%	117 71%	65 67%	80 66%	37 54%	153 82% KL	114 79% P	90 73%	78 61%	170 74%	107 71%	30 76%	194 77%
Trust very much	107 27%	59 31%	48 23%	39 32% F	39 40% F	17 15%	12 19%	44 33% J	44 26%	19 20%	28 23%	14 20%	60 32%	52 36% P	37 30% P	19 15%	77 33% R	27 18%	17 41%	84 33%
Trust somewhat	175 44%	83 44%	92 45%	52 42%	31 32%	63 56% E	29 46%	56 42%	74 44%	46 47%	52 43%	24 34%	93 50%	63 43%	53 43%	59 47%	93 40%	80 53% q	14 34%	110 44%
Do Not Trust At All/Too Much (Net)	79 20%	35 19%	43 21%	22 18%	19 20%	24 21%	13 21%	24 18%	35 21%	20 20%	29 24%	21 31% M	27 14%	20 14%	31 25%	27 22%	42 18%	33 22%	10 24%	50 20%
Do not trust too much	61 16%	24 12%	38 18%	16 13%	11 12%	23 21%	10 17%	20 15%	27 16%	14 14%	17 14%	19 27% km	25 13%	17 11%	25 21%	19 15%	34 15%	25 16%	7 17%	41 16%
Do not trust at all	17 4%	12 6%	6 3%	6 5%	8 8% f	1 1%	3 4%	3 3%	8 5%	6 6%	12 10% M	3 4%	2 1%	4 3%	5 4%	8 6%	7 3%	8 5%	3 7%	9 4%
I am not familiar with this company	35 9%	12 6%	23 11%	9 8%	9 9%	8 7%	8 13%	9 7%	13 8%	13 13%	13 10% M	10 14% M	6 3%	10 7%	3 2%	21 17% no	19 8%	11 7%	-	7 3%
Sigma	396 100%	189 100%	207 100%	123 100%	97 100%	113 100%	62 100%	132 100%	166 100%	98 100%	121 100%	68 100%	186 100%	145 100%	124 100%	127 100%	231 100%	150 100%	40 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 546

CMP02_28 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Retail
 Walmart

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	154	245	166	117	71	45	145	169	85	217	41	120	112	146	141	223	163	40	223
Weighted Base	405	181*	224	116*	115*	100*	74**	148*	186*	71*	123	48**	207*	125*	150*	131*	244	148*	49**	253
Trust Somewhat/Very Much (Net)	328 81%	148 82%	180 80%	86 74%	95 83%	81 81%	66 89%	119 80%	151 81%	58 82%	101 82%	41 85%	164 79%	120 96% OP	116 78%	92 71%	201 82%	116 78%	43 87%	211 83%
Trust very much	182 45%	97 54% C	85 38%	48 41%	58 50%	35 35%	41 56%	65 44%	80 43%	37 52%	57 46%	26 53%	87 42%	70 56% P	64 43%	47 36%	104 42%	69 47%	34 70%	119 47%
Trust somewhat	146 36%	51 28%	95 43% B	38 33%	37 33%	46 46%	25 33%	54 36%	71 38%	21 30%	44 36%	15 32%	77 37%	50 40%	52 35%	45 34%	97 40%	46 31%	8 17%	92 36%
Do Not Trust At All/Too Much (Net)	64 16%	26 14%	38 17%	24 21%	15 13%	17 17%	8 11%	24 16%	29 16%	11 15%	19 15%	3 7%	38 19%	5 4%	27 18% N	33 25% N	35 14%	28 19%	5 9%	36 14%
Do not trust too much	44 11%	14 8%	30 14%	18 15%	11 10%	12 12%	3 4%	14 10%	22 12%	8 12%	14 11%	2 4%	25 12%	4 3%	22 15% N	18 14% N	22 9%	22 15%	2 4%	24 9%
Do not trust at all	20 5%	12 7%	8 3%	6 5%	3 3%	5 5%	5 7%	10 7%	7 4%	3 4%	5 4%	1 3%	13 6%	1 1%	5 3%	14 11% No	13 5%	7 4%	3 5%	12 5%
I am not familiar with this company	13 3%	7 4%	6 3%	6 5%	5 4%	2 2%	-	5 3%	6 3%	2 3%	4 3%	4 8%	5 2%	1 *	6 4%	6 4%	8 3%	5 3%	2 4%	6 3%
Sigma	405 100%	181 100%	224 100%	116 100%	115 100%	100 100%	74 100%	148 100%	186 100%	71 100%	123 100%	48 100%	207 100%	125 100%	150 100%	131 100%	244 100%	148 100%	49 100%	253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 547

CMPO2_29 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

**Retail
 Target**

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	168	242	184	122	53	51	155	166	89	224	48	109	124	138	148	218	176	44	219
Weighted Base	392	200*	192	139*	104*	78*	71**	149*	163*	81*	115	51*	188*	124*	141*	127*	233	144*	60*	237
Trust Somewhat/Very Much (Net)	324 83%	167 84%	157 81%	111 80%	89 85%	63 81%	60 85%	127 85%	134 83%	63 78%	89 78%	39 77%	172 91% KL	109 87%	118 84%	97 76%	197 84%	117 81%	49 81%	201 85%
Trust very much	123 31%	66 33%	57 29%	41 30%	54 51% DF	14 18%	14 19%	63 42% I	32 20%	28 35% i	34 30%	14 27%	67 36%	47 38%	39 28%	36 29%	76 33%	47 32%	28 47%	84 35%
Trust somewhat	201 51%	101 51%	100 52%	70 50% E	35 34%	49 63% E	47 66%	64 43%	102 63% HJ	35 44%	55 48%	25 50%	105 56%	62 50%	79 56%	61 48%	121 52%	70 49%	20 34%	117 49% S
Do Not Trust At All/Too Much (Net)	55 14%	29 14%	26 13%	19 14%	14 13%	11 14%	11 15%	15 10%	24 15%	15 19%	20 17% m	8 17%	15 8%	15 12%	19 14%	21 16%	31 13%	21 15%	8 13%	30 13%
Do not trust too much	44 11%	23 12%	21 11%	15 11%	10 9%	9 11%	10 14%	11 7%	22 14%	11 13%	16 14% m	6 11%	13 7%	10 8%	18 13%	15 12%	24 10%	17 12%	6 10%	24 10%
Do not trust at all	11 3%	6 3%	5 3%	4 3%	4 4%	2 2%	1 1%	4 3%	2 1%	4 5%	4 4%	3 6%	3 1%	5 4%	1 1%	5 4%	7 3%	4 3%	2 3%	5 2%
I am not familiar with this company	14 4%	4 2%	10 5%	8 6%	2 2%	4 5%	-	7 5%	4 2%	3 3%	6 5% M	3 6% M	1	1 1%	4 3%	9 7% n	6 2%	6 4%	4 6%	6 3%
Sigma	392 100%	200 100%	192 100%	139 100%	104 100%	78 100%	71 100%	149 100%	163 100%	81 100%	115 100%	51 100%	188 100%	124 100%	141 100%	127 100%	233 100%	144 100%	60 100%	237 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 548

CMPO2_30 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Retail
 Best Buy

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	154	245	166	114	62	57	137	161	101	205	68	101	125	134	140	205	179	35	204
Weighted Base	398	180*	217	137*	106*	85*	70*	143*	166*	89*	119	85*	168*	118*	159*	121*	223	163*	45**	222
Trust Somewhat/Very Much (Net)	292 73%	132 73%	160 73%	99 73%	74 70%	64 75%	55 78%	116 81%	116 70%	60 68%	93 78%	59 69%	127 76%	98 83% P	117 73%	78 64%	179 81% R	107 65%	42 92%	180 81%
Trust very much	112 28%	58 32%	54 25%	43 32%	34 32%	18 21%	17 24%	65 45% J	38 23% J	9 10%	25 21%	29 34%	56 34% k	47 40% P	50 32% P	15 12%	77 35% R	34 21%	28 62%	89 40%
Trust somewhat	180 45%	75 41%	105 48%	56 41%	40 37%	46 54%	38 54%	51 36%	78 47%	51 58% H	68 57% LM	30 35%	70 42%	51 43%	66 42%	63 52%	102 46%	73 45%	14 30%	91 41%
Do Not Trust At All/Too Much (Net)	71 18%	30 17%	41 19%	27 20% I	27 25% F	6 6%	12 17%	20 14%	35 21%	16 18%	19 16%	19 22%	30 18%	18 15%	26 16%	27 23%	33 15%	36 22%	3 6%	33 15%
Do not trust too much	51 13%	21 11%	31 14%	19 14%	21 19% I	6 6%	6 9%	16 11%	27 16%	9 10%	15 13%	11 13%	23 14%	11 9%	19 12%	21 18%	29 13%	20 12%	2 5%	29 13%
Do not trust at all	20 5%	10 5%	10 5%	9 6%	6 6%	-	5 7% I	5 3%	8 5%	7 8%	4 3%	8 9%	7 4%	8 6%	7 4%	6 5%	4 2%	16 10% Q	* 1%	4 2%
I am not familiar with this company	35 9%	18 10%	17 8%	10 7%	5 5%	16 19% dE	4 5%	7 5%	15 9%	12 14% h	7 6%	8 10%	11 7%	2 2%	16 10% N	16 13% N	10 5%	21 13% Q	1 2%	9 4%
Sigma	398 100%	180 100%	217 100%	137 100%	106 100%	85 100%	70 100%	143 100%	166 100%	89 100%	119 100%	85 100%	168 100%	118 100%	159 100%	121 100%	223 100%	163 100%	45 100%	222 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 549

CMP02_31 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Retail
 The Home Depot

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	160	253	175	122	59	57	135	175	103	215	65	109	128	148	137	213	192	35	250
Weighted Base	407	180*	227	132	107*	78*	90*	129*	189*	89*	124	76*	182*	140*	149*	117*	223	176*	43**	273
Trust Somewhat/Very Much (Net)	314 77%	133 74%	182 80%	94 71%	80 75%	59 76%	81 89% De	91 71%	149 79%	74 83%	104 84% m	62 81%	131 72%	119 85% op	109 73%	85 73%	171 77%	137 78%	36 84%	213 78%
Trust very much	114 28%	50 28%	64 28%	39 30%	34 32%	21 27%	20 22%	40 31%	46 24%	28 32%	41 33%	24 32%	47 26%	45 32%	39 26%	31 26%	72 32%	40 23%	26 59%	85 31%
Trust somewhat	200 49%	82 46%	118 52%	54 41%	46 43%	39 49%	61 67% DE	51 40%	103 55% h	46 51%	63 51%	38 49%	85 47%	75 53%	71 48%	54 46%	99 44%	96 55%	11 24%	127 47%
Do Not Trust At All/Too Much (Net)	63 16%	27 15%	36 16%	25 19%	20 19%	9 12%	9 10%	27 21% j	28 15%	8 9%	14 12%	7 9%	37 21%	17 12%	26 17%	20 17%	37 17%	25 14%	4 9%	47 17%
Do not trust too much	46 11%	21 12%	25 11%	12 9%	18 17% d	8 10%	9 9%	24 18% j	19 10%	4 5%	8 6%	4 5%	32 18% kl	13 9%	23 16%	11 9%	27 12%	19 11%	4 9%	39 14%
Do not trust at all	17 4%	6 4%	10 5%	13 10% Efg	2 2%	1 1%	* *	3 3%	10 5%	4 4%	7 5%	3 4%	5 3%	5 3%	3 2%	9 8% o	10 5%	6 3%	- -	7 3%
I am not familiar with this company	29 7%	20 11% c	10 4%	13 10% g	6 6%	10 12% g	1 1%	11 9%	11 6%	7 8%	6 5%	7 10%	13 7%	4 3%	14 9% n	12 10% n	15 7%	14 8%	3 7%	14 5%
Sigma	407 100%	180 100%	227 100%	132 100%	107 100%	78 100%	90 100%	129 100%	189 100%	89 100%	124 100%	76 100%	182 100%	140 100%	149 100%	117 100%	223 100%	176 100%	43 100%	273 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 550

CMP02_32 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Retail
 Costco

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	161	239	152	118	69	61	145	155	100	204	60	109	140	122	138	194	188	42	222
Weighted Base	420	202*	218	121*	122*	89*	87*	145*	166*	108*	121	64*	204*	134*	135*	151*	214*	184*	56**	258
Trust Somewhat/Very Much (Net)	303 72%	136 67%	167 77%	81 66%	94 77%	62 70%	66 76%	107 74%	122 73%	74 69%	86 71%	48 75%	151 74%	95 72%	103 77%	105 69%	166 78%	122 66%	38 68%	197 77%
Trust very much	139 33%	63 31%	76 35%	40 33%	49 41%	26 29%	24 28%	54 37%	54 32%	31 29%	26 21%	26 41%	78 38%	44 33%	49 36%	47 31%	75 35%	58 31%	22 40%	112 44%
Trust somewhat	164 39%	73 36%	91 42%	41 33%	44 37%	37 41%	42 48%	53 36%	68 41%	43 40%	60 50%	22 34%	73 36%	52 39%	55 41%	58 38%	92 43%	64 35%	15 28%	85 33%
Do Not Trust At All/Too Much (Net)	76 18%	52 26%	25 11%	26 22%	20 16%	14 16%	16 18%	25 17%	30 18%	21 20%	20 17%	9 14%	40 19%	25 19%	18 13%	33 22%	28 13%	45 24%	14 24%	47 18%
Do not trust too much	48 12%	32 16%	16 7%	17 14%	11 9%	12 13%	9 10%	22 15%	13 8%	14 13%	10 8%	6 9%	28 14%	18 13%	14 10%	17 11%	25 12%	23 12%	10 17%	33 13%
Do not trust at all	28 7%	19 10%	9 4%	9 8%	9 7%	3 3%	7 8%	4 2%	17 10%	8 7%	11 9%	3 5%	12 6%	7 5%	4 3%	17 11%	3 1%	22 12%	4 7%	14 6%
I am not familiar with this company	40 10%	14 7%	26 12%	14 12%	8 7%	12 14%	5 6%	13 9%	15 9%	13 12%	15 12%	7 11%	13 7%	13 10%	14 10%	13 9%	20 9%	18 10%	4 8%	13 5%
Sigma	420 100%	202 100%	218 100%	121 100%	122 100%	89 100%	87 100%	145 100%	166 100%	108 100%	121 100%	64 100%	204 100%	134 100%	135 100%	151 100%	214 100%	184 100%	56 100%	258 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 551

CMP02_33 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Retail
 Macy's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	160	251	174	122	55	60	135	164	112	219	63	102	130	150	131	217	183	43	228
Weighted Base	386	190*	196	113	109*	81**	83*	126*	179*	82*	125	62*	178*	118*	144*	123*	210	164*	51**	228
Trust Somewhat/Very Much (Net)	267 69%	130 69%	137 70%	72 63%	79 73%	55 68%	62 74%	97 77% J	121 68%	49 60%	84 67%	47 75%	122 68%	88 75%	91 63%	88 71%	146 69%	112 68%	42 82%	164 72%
Trust very much	93 24%	42 22%	51 26%	28 25%	33 30%	15 19%	17 20%	37 30%	37 21%	19 23%	33 26%	16 26%	43 24%	34 29%	31 21%	29 23%	55 26%	38 23%	18 34%	65 29%
Trust somewhat	174 45%	88 46%	86 44%	43 38%	46 42%	40 49%	45 54%	60 48%	84 47%	30 37%	51 41%	31 49%	79 44%	55 46%	60 42%	59 48%	91 43%	74 45%	24 47%	99 43%
Do Not Trust At All/Too Much (Net)	93 24%	44 23%	49 25%	31 28%	24 22%	19 23%	19 22%	23 18%	49 27%	21 26%	30 24%	12 20%	46 26%	24 21%	42 29%	26 21%	47 22%	44 27%	8 15%	52 23%
Do not trust too much	66 17%	28 15%	38 19%	22 20%	17 16%	15 19%	11 13%	15 12%	38 21%	13 16%	15 12%	8 13%	42 23% k	20 17%	32 22% p	14 11%	37 17%	29 18%	5 10%	41 18%
Do not trust at all	27 7%	16 8%	11 6%	9 8%	7 6%	3 4%	8 10%	8 6%	11 6%	8 10%	15 12% M	4 7%	4 2%	4 3%	10 7%	12 10%	10 5%	15 9%	3 6%	11 5%
I am not familiar with this company	26 7%	15 8%	11 5%	10 9%	5 5%	7 9%	3 4%	6 5%	9 5%	11 14% hi	11 9%	3 5%	11 6%	6 5%	11 8%	9 8%	18 8%	8 5%	2 3%	12 5%
Sigma	386 100%	190 100%	196 100%	113 100%	109 100%	81 100%	83 100%	126 100%	179 100%	82 100%	125 100%	62 100%	178 100%	118 100%	144 100%	123 100%	210 100%	164 100%	51 100%	228 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 552

CMP02_34 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Retail
 Gap

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	417	159	258	179	114	75	49	139	181	97	227	56	109	118	161	138	217	186	28	210
Weighted Base	400	179*	222	120	99*	105*	76**	123*	203*	74*	130	58*	189*	108*	175*	118*	219	167*	30**	229
Trust Somewhat/Very Much (Net)	283 71%	118 66%	165 75%	87 72%	81 81% f	68 65%	48 63%	96 78%	139 68%	49 65%	80 62%	39 66%	150 80% K	71 66%	129 74%	83 71%	164 75%	114 68%	20 68%	171 75%
Trust very much	80 20%	41 23%	39 18%	22 18%	28 28%	20 19%	10 14%	31 25%	39 19%	11 14%	23 17%	8 14%	44 23%	20 18%	42 24%	19 16%	58 27% R	21 13%	8 25%	58 25%
Trust somewhat	203 51%	77 43%	126 57% b	65 54%	53 54%	48 46%	37 49%	65 53%	100 49%	38 51%	57 44%	31 53%	106 56%	51 47%	88 50%	64 55%	106 48%	93 56%	13 43%	113 49%
Do Not Trust At All/Too Much (Net)	73 18%	40 22%	34 15%	21 18%	10 11%	18 17%	23 31%	18 15%	38 19%	17 23%	35 27% M	13 22%	23 12%	22 20%	30 17%	21 18%	35 16%	33 20%	7 22%	39 17%
Do not trust too much	52 13%	30 17%	21 10%	15 12%	5 6%	11 11%	21 27%	10 8%	30 15%	12 17%	23 18%	10 18%	18 10%	17 16%	20 11%	15 13%	28 13%	20 12%	5 17%	28 12%
Do not trust at all	21 5%	9 5%	12 6%	7 6%	5 5%	7 6%	3 4%	8 7%	8 4%	5 7%	12 9% M	3 5%	4 2%	5 4%	11 6%	6 5%	7 3%	13 8%	2 5%	10 5%
I am not familiar with this company	44 11%	21 12%	23 10%	12 10%	8 8%	19 18%	5 7%	9 7%	26 13%	9 12%	15 11%	6 11%	16 8%	15 14%	15 9%	13 11%	20 9%	20 12%	3 10%	20 9%
Sigma	400 100%	179 100%	222 100%	120 100%	99 100%	105 100%	76 100%	123 100%	203 100%	74 100%	130 100%	58 100%	189 100%	108 100%	175 100%	118 100%	219 100%	167 100%	30 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 553

CMP02_35 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Retail
 Nike

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	136	271	176	114	75	42	133	175	99	220	65	100	139	134	134	227	163	41	223
Weighted Base	408	161*	247	140*	98*	104*	66**	132*	202*	74*	129	73*	184*	159*	132*	117*	245	151*	57**	262
Trust Somewhat/Very Much (Net)	318 78%	125 77%	193 78%	114 82% e	67 68%	89 85% E	48 73%	109 83% J	161 80% j	48 65%	97 75%	59 82%	153 83%	121 76%	114 86% P	84 72%	201 82% r	109 72%	49 86%	212 81%
Trust very much	125 31%	56 35%	69 28%	47 34%	36 36%	28 26%	15 23%	46 35%	64 32%	15 21%	38 30%	15 21%	68 37% I	41 26%	46 35%	38 33%	92 37% R	29 19%	27 47%	88 34%
Trust somewhat	193 47%	69 43%	124 50%	67 48% E	31 32%	61 59% E	33 50%	63 48%	97 48%	33 44%	58 45%	44 61% k	85 46%	79 50%	68 51%	46 39%	110 45%	80 53%	22 39%	124 48%
Do Not Trust At All/Too Much (Net)	70 17%	27 17%	42 17%	22 15%	22 22%	14 14%	12 18%	20 16%	34 17%	16 21%	28 22% m	10 14%	20 11%	32 20%	15 12%	23 19%	27 11%	41 27% Q	6 10%	35 13%
Do not trust too much	43 11%	13 8%	30 12%	12 8%	14 14%	6 6%	11 17%	17 13%	18 9%	7 10%	19 15%	3 4%	14 7%	23 15%	11 8%	9 8%	17 7%	26 17% Q	4 6%	24 9%
Do not trust at all	27 7%	14 9%	13 5%	10 7%	8 8%	8 8%	1 1%	3 2%	15 8%	8 11% H	9 7%	7 10%	6 4%	8 5%	5 4%	14 12% o	10 4%	15 10%	2 4%	11 4%
I am not familiar with this company	20 5%	9 6%	11 4%	4 3%	9 9% df	1 1%	6 9%	2 2%	7 4%	11 14% H	4 3%	3 4%	11 6%	7 4%	3 2%	10 9%	16 7% r	1 1%	2 4%	15 6%
Sigma	408 100%	161 100%	247 100%	140 100%	98 100%	104 100%	66 100%	132 100%	202 100%	74 100%	129 100%	73 100%	184 100%	159 100%	132 100%	117 100%	245 100%	151 100%	57 100%	262 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 554

CMP02_36 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Retail
 Lowe's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	165	247	181	116	64	51	154	162	96	229	49	109	132	147	133	217	171	43	238
Weighted Base	405	202*	203	135*	99*	91*	80**	149*	170*	86*	133	52*	194*	128*	146*	131*	223	165*	49**	263
Trust Somewhat/Very Much (Net)	327 81%	153 76%	173 85% b	102 75%	82 83%	81 89%	62 78%	121 81%	140 82%	67 78%	95 71%	45 86% k	167 86% K	112 87% P	120 82%	95 73%	180 81%	136 82%	40 80%	214 81%
Trust very much	155 38%	82 41%	72 36%	46 34%	48 49% d	38 41%	23 28%	67 45%	63 37%	25 29%	45 34%	22 43%	77 40%	49 38%	70 48% P	36 27%	92 41%	60 36%	27 56%	105 40%
Trust somewhat	172 43%	71 35%	101 50% B	56 41%	34 35%	43 47%	39 49%	54 36%	77 45%	42 49%	50 37%	23 43%	89 46%	63 49% o	50 34%	59 45%	88 40%	76 46%	12 24%	109 41%
Do Not Trust At All/Too Much (Net)	56 14%	35 17%	21 11%	25 18% f	15 15%	5 5%	12 15%	22 15%	20 12%	13 16%	24 18%	5 10%	24 12%	11 8%	20 14%	26 20% n	31 14%	21 13%	9 18%	41 16%
Do not trust too much	35 9%	24 12% c	11 5%	17 12%	10 10%	3 4%	5 6%	10 7%	16 9%	8 10%	13 9%	3 7%	18 9%	8 6%	14 10%	13 10%	24 11%	8 5%	6 13%	30 11%
Do not trust at all	21 5%	11 5%	11 5%	8 6%	5 5%	1 2%	7 9%	12 8%	4 3%	5 6%	11 8%	2 4%	6 3%	3 2%	6 4%	13 10% n	7 3%	13 8%	3 5%	12 4%
I am not familiar with this company	22 5%	14 7%	8 4%	9 6%	2 2%	6 6%	6 7%	6 4%	10 6%	6 7%	15 11% M	2 3%	4 2%	5 4%	6 4%	10 8%	12 5%	8 5%	1 2%	8 3%
Sigma	405 100%	202 100%	203 100%	135 100%	99 100%	91 100%	80 100%	149 100%	170 100%	86 100%	133 100%	52 100%	194 100%	128 100%	146 100%	131 100%	223 100%	165 100%	49 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 555

CMP02_37 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Retail
 Nordstrom

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	399	162	237	163	106	70	60	138	157	104	208	55	107	119	141	139	219	171	49	209
Weighted Base	421	217*	205	128*	108*	104*	81*	144*	180*	97*	120	76*	197*	127*	159*	136*	266	148*	73*	256
Trust Somewhat/Very Much (Net)	244 58%	121 56%	123 60%	75 59%	66 61%	55 52%	48 60%	94 65% J	113 63% J	38 39%	71 59%	47 62%	114 58%	79 62% p	101 64% P	64 47%	153 58%	88 59%	52 70%	162 64%
Trust very much	91 22%	51 24%	40 20%	33 26% F	32 29% F	9 8%	17 22%	48 33% J	33 18%	10 10%	27 23%	16 21%	47 24%	46 36% OP	27 17%	18 13%	69 26% r	22 15%	28 39% t	66 26%
Trust somewhat	153 36%	70 32%	83 41%	42 33%	35 32%	46 44%	31 38%	45 32%	80 44% j	28 29%	44 37%	31 41%	67 34%	33 26%	74 47% N	46 34%	84 32%	66 45% q	23 32%	96 38%
Do Not Trust At All/Too Much (Net)	99 24%	57 27%	42 20%	33 26%	24 22%	18 18%	24 30%	29 20%	39 22%	31 32%	27 23%	15 20%	48 24%	31 24%	38 24%	31 23%	62 23%	37 25%	12 16%	51 20%
Do not trust too much	63 15%	35 16%	27 13%	21 16%	19 18%	9 8%	14 17%	22 15%	28 15%	13 14%	13 11%	9 11%	38 19%	23 18%	22 14%	18 13%	40 15%	23 16%	10 14%	39 15%
Do not trust at all	37 9%	22 10%	15 7%	12 9%	5 4%	10 9%	10 13%	7 5%	12 7%	18 18% HI	14 11% m	6 9%	9 5%	8 6%	16 10%	13 9%	22 8%	14 9%	1 2%	12 5%
I am not familiar with this company	78 18%	38 18%	39 19%	20 16%	18 17%	31 30% dg	8 10%	21 15%	28 15%	29 29% hi	22 18%	14 18%	36 18%	17 14%	19 12%	41 30% NO	51 19%	23 16%	10 13%	42 16%
Sigma	421 100%	217 100%	205 100%	128 100%	108 100%	104 100%	81 100%	144 100%	180 100%	97 100%	120 100%	76 100%	197 100%	127 100%	159 100%	136 100%	266 100%	148 100%	73 100%	256 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 556

CMP02_41 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Airlines
 Delta Air Lines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	148	262	171	123	67	49	147	168	95	211	60	112	127	138	145	211	190	44	233
Weighted Base	425	195*	230	132*	123*	94*	76**	152*	196*	78*	116	76*	206*	136*	149*	140*	247	170*	63**	278
Trust Somewhat/Very Much (Net)	292 69%	136 69%	156 68%	96 73%	75 61%	70 75%	51 67%	112 74% j	134 68%	46 58%	73 63%	46 60%	155 75% k	92 68%	110 74%	90 64%	168 68%	119 70%	48 76%	204 73%
Trust very much	119 28%	58 29%	61 27%	46 35%	32 26%	25 27%	16 21%	56 37% j	49 25%	14 18%	33 29%	22 29%	57 28%	44 32% p	51 34% p	24 17%	70 29%	46 27%	28 45%	94 34%
Trust somewhat	173 41%	78 40%	95 41%	50 38%	43 35%	45 48%	35 46%	56 37%	85 43%	32 41%	39 34%	24 31%	98 48% kl	49 36%	58 39%	66 47%	97 39%	73 43%	20 31%	110 40%
Do Not Trust At All/Too Much (Net)	109 26%	55 28%	54 24%	26 20%	38 31%	21 23%	24 32%	31 20%	56 28%	23 29%	31 27%	26 34%	47 23%	38 28%	33 22%	38 27%	66 27%	43 25%	12 20%	64 23%
Do not trust too much	80 19%	43 22%	37 16%	17 13%	34 28% df	12 13%	18 23%	25 17%	38 20%	17 22%	19 16%	18 24%	41 20%	32 24%	19 13%	29 21%	58 24% r	22 13%	11 17%	51 18%
Do not trust at all	29 7%	12 6%	17 8%	9 7%	4 3%	9 10%	7 9%	6 4%	17 9%	6 8%	12 10% m	8 11%	7 3%	6 4%	14 9%	9 7%	8 3%	21 12% q	2 3%	13 5%
I am not familiar with this company	24 6%	5 2%	19 8% b	10 8%	10 8%	3 3%	1 1%	8 5%	6 3%	9 12% l	12 11% m	4 6%	4 2%	6 4%	6 4%	12 8%	13 5%	9 5%	3 5%	10 3%
Sigma	425 100%	195 100%	230 100%	132 100%	123 100%	94 100%	76 100%	152 100%	196 100%	78 100%	116 100%	76 100%	206 100%	136 100%	149 100%	140 100%	247 100%	170 100%	63 100%	278 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 557

CMP02_42 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Airlines
 United Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	162	239	173	111	61	56	139	156	106	234	46	97	114	144	143	183	205	34	222
Weighted Base	376	188*	188	126*	85*	83*	82**	128*	166*	82*	138	57**	156*	119*	147*	110*	169	196*	37**	220
Trust Somewhat/Very Much (Net)	267 71%	135 72%	132 70%	84 67%	64 76%	56 67%	63 77%	91 71%	123 74%	53 64%	90 65%	35 62%	123 79% k	88 74%	109 74%	71 64%	130 77%	131 67%	33 90%	166 76%
Trust very much	117 31%	74 39% C	43 23%	34 27%	34 40% df	19 23%	29 36%	44 35% J	59 36% J	13 16%	41 30%	20 36%	53 34%	53 44% P	47 32% P	17 15%	70 42% R	46 23%	14 38%	83 38%
Trust somewhat	150 40%	61 33%	89 47% B	50 40%	30 35%	37 44%	33 41%	47 37%	64 38%	40 48%	49 36%	15 26%	70 45%	35 30%	61 42%	54 49% N	59 35%	85 43%	19 52%	84 38%
Do Not Trust At All/Too Much (Net)	70 19%	41 22%	30 16%	24 19%	15 18%	18 22%	13 15%	26 20%	28 17%	17 20%	32 23%	14 25%	21 14%	19 16%	27 18%	25 23%	23 13%	46 23% q	2 4%	34 16%
Do not trust too much	41 11%	22 11%	19 10%	15 12%	9 10%	8 10%	9 11%	14 11%	16 10%	11 13%	17 12%	12 21%	11 7%	12 10%	15 10%	14 13%	16 9%	25 13%	-	20 9%
Do not trust at all	29 8%	19 10%	10 6%	9 7%	7 8%	10 12%	4 4%	11 9%	12 7%	6 7%	15 11%	2 4%	11 7%	7 6%	12 8%	11 10%	7 4%	21 11% q	2 4%	14 7%
I am not familiar with this company	39 10%	12 6%	27 14% b	18 14% e	5 6%	9 11%	7 8%	11 8%	16 9%	13 15%	16 12%	7 12%	12 8%	12 10%	12 8%	14 13%	17 10%	20 10%	2 6%	19 9%
Sigma	376 100%	188 100%	188 100%	126 100%	85 100%	83 100%	82 100%	128 100%	166 100%	82 100%	138 100%	57 100%	156 100%	119 100%	147 100%	110 100%	169 100%	196 100%	37 100%	220 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 558

CMP02_43 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Airlines
 American Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	160	247	177	107	57	66	136	166	105	240	50	91	130	138	139	221	175	40	215
Weighted Base	400	213*	187	131*	96*	74*	99*	125*	181*	94*	149	49*	180*	135*	134*	131*	224	166*	44**	233
Trust Somewhat/Very Much (Net)	279 70%	166 78% C	113 60%	80 61%	76 79% D	49 66%	73 74%	97 78%	120 67%	62 65%	102 68%	36 72%	131 72%	104 77% P	94 70%	81 62%	169 75% r	106 64%	30 68%	181 78%
Trust very much	97 24%	63 30% c	35 18%	34 26%	32 33% g	16 22%	16 16%	41 33% l	33 19%	23 24%	33 22%	13 25%	51 28%	45 34% P	31 23%	21 16%	70 31% R	27 16%	15 34%	75 32%
Trust somewhat	182 45%	103 49%	78 42%	47 36%	45 47%	32 44%	57 58% D	55 45%	87 48%	39 42%	69 46%	23 47%	80 44%	59 43%	63 47%	60 46%	99 44%	79 48%	15 34%	106 45%
Do Not Trust At All/Too Much (Net)	84 21%	34 16%	50 27% b	37 29% E	13 13%	16 21%	18 18%	21 17%	48 26%	15 16%	29 19%	11 22%	41 23%	24 18%	25 19%	34 26%	38 17%	44 27%	12 28%	41 18%
Do not trust too much	46 12%	18 8%	28 15%	19 15%	9 10%	6 8%	12 12%	14 11%	26 15%	6 6%	18 12%	7 14%	19 11%	14 10%	15 11%	18 13%	19 8%	27 16%	1 3%	21 9%
Do not trust at all	38 9%	16 8%	21 11%	18 14% E	3 3%	10 14% e	6 7%	7 6%	21 12%	9 10%	11 7%	4 8%	21 12%	10 8%	11 8%	17 13%	19 9%	17 10%	11 24%	20 8%
I am not familiar with this company	37 9%	13 6%	24 13% b	13 10%	7 8%	12 12%	8 8%	7 5%	13 7%	18 19% H	18 12%	3 5%	9 5%	7 5%	14 11%	16 12%	18 8%	16 9%	2 5%	11 5%
Sigma	400 100%	213 100%	187 100%	131 100%	96 100%	74 100%	99 100%	125 100%	181 100%	94 100%	149 100%	49 100%	180 100%	135 100%	134 100%	131 100%	224 100%	166 100%	44 100%	233 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 559

CMP02_44 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Airlines
 JetBlue Airways

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	146	258	173	102	64	65	134	176	94	215	47	117	112	145	147	196	194	33	228
Weighted Base	421	181*	240	124*	103*	109*	85*	135*	204*	82*	118	58**	220*	121*	174*	125*	224*	186*	42**	252
Trust Somewhat/Very Much (Net)	252 60%	117 65%	135 56%	74 59%	62 60%	57 52%	60 71%	89 66% J	128 63% J	35 43%	58 49%	46 80%	139 63% k	78 64%	109 62%	66 53%	129 57%	122 65%	35 83%	173 69%
Trust very much	90 21%	44 24%	46 19%	30 24%	28 27%	15 13%	18 21%	26 19%	48 23%	17 20%	21 18%	20 35%	47 21%	23 19%	48 27% p	19 16%	55 24%	35 19%	17 40%	73 29%
Trust somewhat	162 39%	73 40%	89 37%	44 36%	34 33%	42 39%	42 49%	63 47% J	81 40% j	19 23%	37 32%	26 44%	92 42%	55 45%	61 35%	47 37%	74 33%	87 47% q	18 42%	100 40%
Do Not Trust At All/Too Much (Net)	89 21%	38 21%	50 21%	27 22%	28 28% G	25 23%	8 10%	22 16%	44 22%	22 27%	22 19%	6 11%	54 24%	28 23%	31 18%	30 24%	54 24%	31 17%	4 10%	53 21%
Do not trust too much	70 17%	29 16%	41 17%	21 17%	21 20% g	23 21% g	5 6%	20 15%	35 17%	15 18%	12 10%	5 9%	47 21% k	19 16%	29 16%	22 18%	46 21%	23 12%	3 8%	43 17%
Do not trust at all	19 5%	10 5%	9 4%	6 5%	7 7%	3 2%	3 4%	2 2%	9 5%	7 9% h	10 8%	1 2%	7 3%	9 7% o	2 1%	8 7% o	7 3%	8 4%	1 3%	10 4%
I am not familiar with this company	80 19%	25 14%	54 23%	24 19%	13 12%	27 24%	17 20%	24 18%	31 15%	25 30% i	37 32% M	5 9%	28 13%	16 13%	35 20%	29 23%	42 19%	34 18%	3 7%	26 10%
Sigma	421 100%	181 100%	240 100%	124 100%	103 100%	109 100%	85 100%	135 100%	204 100%	82 100%	118 100%	58 100%	220 100%	121 100%	174 100%	125 100%	224 100%	186 100%	42 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 560

CMPO2_45 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Manufacturing/Industrial

3M

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	158	253	166	111	74	60	136	168	107	238	47	107	128	152	131	207	192	37	198
Weighted Base	402	192*	209	126*	91*	102*	83**	123*	174*	105*	134	57**	194*	120*	161*	120*	216	172*	52**	239*
Trust Somewhat/Very Much (Net)	264 66%	130 68%	134 64%	77 61%	62 68%	66 65%	58 70%	81 66%	125 72% j	58 55%	79 59%	33 59%	145 75% K	82 68%	108 67%	74 62%	153 71%	107 62%	31 59%	158 66%
Trust very much	102 25%	52 27%	49 24%	38 30%	29 32%	19 19%	15 19%	39 32%	38 22%	24 23%	31 23%	13 23%	57 29%	36 30%	36 22%	30 25%	48 22%	52 30%	12 23%	60 25%
Trust somewhat	162 40%	78 41%	84 40%	39 31%	33 36%	47 46%	43 51%	42 34%	87 50% hj	34 32%	49 36%	20 36%	88 46%	46 38%	72 44%	44 37%	105 49% R	55 32%	19 36%	98 41%
Do Not Trust At All/Too Much (Net)	62 15%	39 20% c	23 11%	22 17%	17 19%	18 18%	5 6%	19 16%	30 17% j	13 12%	23 17%	4 7%	32 17%	24 20%	26 16%	13 11%	29 13%	31 18%	10 20%	43 18%
Do not trust too much	41 10%	23 12%	18 9%	15 12%	12 14%	10 10%	4 4%	15 12% j	22 13% j	4 4%	12 9%	3 4%	24 12%	13 11%	20 12%	8 7%	20 9%	21 12%	9 18%	29 12%
Do not trust at all	21 5%	17 9% C	4 2%	7 6%	4 5%	8 8%	2 2%	4 3%	8 5%	9 9%	11 8%	1 2%	8 4%	10 8%	6 4%	5 4%	9 4%	10 6%	1 2%	14 6%
I am not familiar with this company	76 19%	23 12%	53 25% B	27 22%	12 13%	17 17%	20 24%	23 18%	19 11%	34 33% hi	32 24% M	20 35%	16 8%	15 12%	27 17%	33 28% N	35 16%	34 20%	11 21%	38 16%
Sigma	402 100%	192 100%	209 100%	126 100%	91 100%	102 100%	83 100%	123 100%	174 100%	105 100%	134 100%	57 100%	194 100%	120 100%	161 100%	120 100%	216 100%	172 100%	52 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 561

CMP02_46 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Manufacturing/Industrial
 Honeywell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	166	241	174	124	50	59	152	164	91	203	61	118	109	160	138	209	188	41	240
Weighted Base	424	204*	220	129	117*	83**	95*	150*	189*	86*	122	67*	208*	118*	169*	138*	236	181*	51**	273
Trust Somewhat/Very Much (Net)	264 62%	137 67%	127 58%	75 58%	81 69%	32 38%	77 81% D	99 66%	116 62%	48 57%	72 59%	33 49%	145 70% L	80 68%	97 58%	87 63%	165 70% R	98 54%	41 79%	178 65%
Trust very much	103 24%	43 21%	60 27%	35 27%	36 30%	12 14%	20 21%	58 38% J	31 16%	15 17%	31 26%	14 20%	49 24%	33 28%	46 27%	24 17%	72 31% R	31 17%	21 42%	75 28%
Trust somewhat	161 38%	94 46% C	67 31%	40 31%	45 38%	20 24%	56 60% De	42 28%	86 45% H	34 40%	41 34%	19 29%	96 46% kl	46 39%	51 30%	63 46% o	93 40%	67 37%	19 38%	103 38%
Do Not Trust At All/Too Much (Net)	59 14%	37 18% c	22 10%	19 15%	13 11%	17 20%	10 10%	20 14%	29 15%	10 12%	23 19%	7 11%	29 14%	11 9%	30 18%	18 13%	24 10%	33 18%	4 7%	43 16%
Do not trust too much	46 11%	31 15% c	16 7%	15 11%	10 9%	14 17%	7 8%	16 11%	25 13%	5 6%	15 12%	3 5%	29 14%	7 6%	25 15%	14 10%	19 8%	27 15%	2 4%	37 14%
Do not trust at all	13 3%	6 3%	7 3%	5 4%	3 3%	3 3%	2 2%	4 3%	3 2%	5 6%	8 7% M	4 6% M	-	4 3%	5 3%	4 3%	5 2%	6 3%	2 4%	6 2%
I am not familiar with this company	101 24%	30 15%	71 32% B	35 27% G	24 20%	34 41%	8 9%	30 20%	43 23%	27 32%	27 22%	27 40% KM	34 17%	27 23%	42 25%	32 24%	47 20%	50 27%	7 13%	52 19%
Sigma	424 100%	204 100%	220 100%	129 100%	117 100%	83 100%	95 100%	150 100%	189 100%	86 100%	122 100%	67 100%	208 100%	118 100%	169 100%	138 100%	236 100%	181 100%	51 100%	273 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 562

CMP02_47 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Manufacturing/Industrial
 General Electric

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	394	169	225	162	108	66	58	132	158	104	210	50	107	122	133	139	203	172	44	217
Weighted Base	426	231*	195	138*	99*	102*	88*	140*	180*	107*	128	69*	197*	138*	144*	144*	226	182*	52**	257
Trust Somewhat/Very Much (Net)	304 71%	167 72%	137 70%	61 45%	79 80% D	88 87% D	75 86% D	93 67%	131 73%	79 74%	96 75%	55 80%	135 69%	116 84% OP	91 63%	96 67%	178 79% R	118 64%	32 61%	177 69%
Trust very much	119 28%	62 27%	58 29%	23 17%	39 40% D	36 36% D	20 23%	42 30%	46 25%	31 29%	34 27%	27 39%	56 29%	39 28%	49 34%	32 22%	78 35% R	39 21%	16 31%	82 32%
Trust somewhat	185 43%	106 46%	79 41%	39 28%	40 40%	52 51% D	55 62% DE	51 37%	86 48%	48 45%	62 48%	28 40%	79 40%	78 56% O	43 30%	65 45% o	100 44%	78 43%	16 30%	95 37%
Do Not Trust At All/Too Much (Net)	65 15%	40 17%	25 13%	39 28% EFG	10 10%	9 9%	7 8%	24 17%	26 14%	16 15%	18 14%	7 11%	34 17%	14 10%	27 19%	23 16%	27 12%	32 18%	17 32%	47 18%
Do not trust too much	43 10%	28 12%	14 7%	24 18% efg	7 7%	7 6%	5 5%	16 11%	16 9%	10 10%	8 6%	6 9%	27 14%	9 7%	23 16% n	10 7%	18 8%	24 13%	10 19%	33 13%
Do not trust at all	22 5%	12 5%	10 5%	15 11% e	3 3%	2 2%	2 3%	8 6%	9 5%	5 5%	10 8%	1 2%	7 4%	5 4%	4 3%	13 9%	9 4%	9 5%	7 13%	14 6%
I am not familiar with this company	57 13%	24 10%	34 17%	37 27% EFG	10 10%	4 4%	5 6%	23 16%	23 13%	12 11%	15 11%	7 10%	28 14%	7 5%	26 18% N	24 17% N	21 9%	33 18% q	3 7%	33 13%
Sigma	426 100%	231 100%	195 100%	138 100%	99 100%	102 100%	88 100%	140 100%	180 100%	107 100%	128 100%	69 100%	197 100%	138 100%	144 100%	144 100%	226 100%	182 100%	52 100%	257 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 563

CMP02_48 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Manufacturing/Industrial
 Boeing

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	155	247	159	115	70	58	126	181	95	200	75	105	114	153	135	214	175	46	227
Weighted Base	400	190*	210	117*	106*	104*	73**	123*	202*	76*	112	99*	164*	107*	157*	136*	225	166*	52*	244
Trust Somewhat/Very Much (Net)	251 63%	137 73% C	114 54%	63 54%	73 69% d	66 64%	49 67%	82 67%	127 63%	42 55%	61 54%	57 58%	119 73% KI	77 72% P	103 66% p	71 52%	163 72% R	87 52%	42 81%	173 71%
Trust very much	88 22%	60 32% C	27 13%	27 23%	27 26%	26 25%	7 10%	38 31% I	34 17%	15 19%	21 19%	21 21%	40 24%	29 27% P	44 28% P	15 11%	65 29% R	21 13%	23 44% T	64 26%
Trust somewhat	163 41%	77 41%	86 41%	36 31%	46 43%	40 38%	42 57%	43 35%	93 46%	27 36%	40 36%	36 37%	80 49% k	48 45%	60 38%	56 41%	98 43%	65 39%	20 38%	109 45%
Do Not Trust At All/Too Much (Net)	88 22%	42 22%	46 22%	27 23%	16 15%	31 30% e	15 20%	26 21%	44 22%	18 24%	25 22%	22 23%	35 22%	20 19%	29 19%	38 28%	43 19%	43 26%	9 17%	52 21%
Do not trust too much	53 13%	28 15%	25 12%	17 15%	7 7%	18 17%	11 15%	18 15%	27 13%	8 10%	14 12%	10 10%	27 16%	11 10%	16 10%	26 19%	23 10%	28 17%	7 13%	35 14%
Do not trust at all	35 9%	14 7%	21 10%	9 8%	8 8%	13 13%	4 5%	7 6%	17 8%	11 14%	12 10%	13 13%	9 5%	10 9%	13 8%	12 9%	20 9%	15 9%	2 5%	17 7%
I am not familiar with this company	61 15%	10 5%	51 24% B	27 23% F	17 16%	7 7%	10 13%	15 12%	30 15%	16 21%	26 23% M	19 20% M	9 6%	10 9%	24 16%	27 20% n	19 9%	36 22% Q	1 1%	20 8% s
Sigma	400 100%	190 100%	210 100%	117 100%	106 100%	104 100%	73 100%	123 100%	202 100%	76 100%	112 100%	99 100%	164 100%	107 100%	157 100%	136 100%	225 100%	166 100%	52 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 564

CMPO2_49 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Healthcare/Health insurance
 CVS

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	404	151	253	175	112	60	57	152	161	91	222	53	99	116	140	148	209	182	46	229
Weighted Base	413	198*	215	123*	114*	90*	86**	152*	179*	82*	136	72*	176*	126*	158*	129*	230	167*	63**	262
Trust Somewhat/Very Much (Net)	326 79%	149 75%	177 83%	87 71%	89 78%	76 85% d	73 86%	118 78%	148 83%	60 73%	108 79%	53 73%	141 80%	97 77%	131 83%	98 76%	187 81%	127 76%	51 81%	206 79%
Trust very much	168 41%	94 47% c	74 35%	41 33%	54 48% d	30 34%	43 50%	61 40%	65 37%	42 51%	54 39%	34 47%	65 37%	47 37%	72 45%	49 38%	108 47% R	54 32%	29 46%	102 39%
Trust somewhat	158 38%	55 28%	103 48% B	46 38%	35 30%	46 51% E	31 36%	57 38% j	83 46% J	18 22%	54 40%	19 26%	76 43%	50 40%	59 37%	49 38%	79 34%	73 43%	22 35%	105 40%
Do Not Trust At All/Too Much (Net)	56 14%	35 18% c	21 10%	21 17%	16 14%	10 11%	10 12%	20 13%	21 12%	15 18%	16 12%	11 15%	27 15%	24 19%	16 10%	17 13%	28 12%	25 15%	7 11%	38 15%
Do not trust too much	31 8%	19 10%	12 6%	9 7%	12 11%	6 7%	4 5%	10 6%	15 8%	6 8%	9 7%	2 3%	18 10%	11 9%	13 8%	7 5%	16 7%	14 8%	4 6%	24 9%
Do not trust at all	25 6%	16 8%	9 4%	12 10%	4 3%	4 4%	6 7%	10 7%	6 4%	8 10%	7 5%	8 11%	9 5%	13 10% O	2 1%	10 8% o	12 5%	11 7%	3 6%	14 5%
I am not familiar with this company	31 7%	14 7%	17 8%	15 12%	10 8%	4 4%	2 3%	14 9%	9 5%	7 9%	12 9%	9 12%	8 5%	5 4%	11 7%	14 11%	15 6%	15 9%	5 8%	17 6%
Sigma	413 100%	198 100%	215 100%	123 100%	114 100%	90 100%	86 100%	152 100%	179 100%	82 100%	136 100%	72 100%	176 100%	126 100%	158 100%	129 100%	230 100%	167 100%	63 100%	262 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 565

CMP02_50 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Healthcare/Health insurance
 Walgreens

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	170	240	171	128	53	58	152	168	90	236	54	96	115	149	146	226	170	49	215
Weighted Base	392	194*	198	120	129*	78**	66**	146*	182*	64*	147	62*	157*	123*	150*	119*	247	135*	57**	239
Trust Somewhat/Very Much (Net)	315 80%	147 76%	168 85% b	85 71%	110 85% D	65 84%	56 85%	115 79%	148 81%	52 81%	120 81%	47 75%	139 88% I	104 85%	121 81%	89 75%	207 84%	104 77%	47 84%	197 82%
Trust very much	153 39%	73 38%	80 41%	39 32%	55 43%	32 41%	27 41%	66 46%	61 34%	25 39%	62 42%	22 35%	64 41%	45 37%	59 39%	49 41%	102 41%	49 36%	21 36%	101 42%
Trust somewhat	162 41%	74 38%	88 45%	46 38%	55 43%	33 43%	28 43%	49 34%	87 48% h	26 41%	58 39%	25 40%	75 47%	59 48%	62 42%	41 34%	105 42%	55 41%	27 47%	96 40%
Do Not Trust At All/Too Much (Net)	46 12%	30 15% c	16 8%	22 18% E	9 7%	7 9%	9 13%	18 13%	21 12%	6 10%	17 11%	12 19% m	12 7%	15 12%	18 12%	13 11%	25 10%	19 14%	6 11%	28 12%
Do not trust too much	28 7%	20 10% c	8 4%	14 12% E	4 3%	6 7%	4 6%	12 8%	13 7%	2 3%	9 6%	7 11%	9 6%	8 7%	13 9%	6 5%	17 7%	11 8%	3 6%	18 8%
Do not trust at all	18 5%	10 5%	8 4%	8 6%	5 4%	2 2%	4 7%	6 4%	8 4%	4 7%	8 6%	5 8% m	2 1%	7 6%	5 3%	7 6%	8 3%	8 6%	3 5%	10 4%
I am not familiar with this company	31 8%	17 9%	14 7%	14 11%	10 8%	5 7%	1 2%	12 8%	13 7%	6 9%	11 7%	4 6%	7 4%	4 3%	11 7%	17 14% N	16 6%	13 9%	3 6%	14 6%
Sigma	392 100%	194 100%	198 100%	120 100%	129 100%	78 100%	66 100%	146 100%	182 100%	64 100%	147 100%	62 100%	157 100%	123 100%	150 100%	119 100%	247 100%	135 100%	57 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

CMP02_51 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Healthcare/Health insurance
 UnitedHealth Group

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	398	142	256	170	118	61	49	150	159	89	200	63	114	122	150	126	223	166	48	219
Weighted Base	393	175*	218	130	110*	94*	59**	145*	165*	84*	106	66*	199*	124*	151*	118*	242	146*	62**	242
Trust Somewhat/Very Much (Net)	262 67%	119 68%	143 66%	86 66%	72 66%	66 70%	38 65%	103 71%	106 64%	53 63%	66 62%	35 52%	152 76% KL	91 73%	97 64%	74 63%	154 64%	104 71%	55 88%	175 72%
Trust very much	133 34%	71 41% c	61 28%	41 32%	38 34%	26 27%	28 48%	64 44% l	38 23%	30 36%	31 29%	11 17%	89 45% KL	54 43% O	41 27%	38 32%	86 36%	45 31%	40 65%	99 41%
Trust somewhat	129 33%	47 27%	82 38%	45 34%	34 31%	40 42%	10 17%	39 27%	68 41% h	22 27%	35 33%	24 36%	63 32%	38 30%	56 37%	35 30%	68 28%	59 40% q	14 23%	76 31%
Do Not Trust At All/Too Much (Net)	58 15%	33 19%	25 11%	19 15%	20 18%	10 11%	8 14%	21 15%	29 18%	8 9%	20 18%	9 14%	24 12%	18 14%	24 16%	16 14%	44 18%	14 10%	4 7%	35 14%
Do not trust too much	35 9%	21 12%	15 7%	10 8%	14 13%	8 8%	3 5%	12 8%	19 12%	4 5%	8 7%	6 10%	19 10%	10 8%	17 11%	9 7%	29 12% R	6 4%	4 6%	26 11%
Do not trust at all	23 6%	12 7%	10 5%	9 7%	5 5%	3 3%	5 9%	9 6%	10 6%	4 4%	12 11% M	3 4%	5 2%	8 7%	7 5%	7 6%	14 6%	8 6%	1 1%	9 4%
I am not familiar with this company	73 19%	23 13%	50 23% b	25 19%	18 16%	18 19%	12 21%	20 14%	30 18%	24 28% h	20 19%	34% KM	23 11%	15 12%	30 20%	28 24% n	44 18%	27 19%	3 4%	32 13%
Sigma	393 100%	175 100%	218 100%	130 100%	110 100%	94 100%	59 100%	145 100%	165 100%	84 100%	106 100%	66 100%	199 100%	124 100%	151 100%	118 100%	242 100%	146 100%	62 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 567

CMP02_52 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Healthcare/Health insurance

Aetna

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	413	152	261	165	111	74	63	140	177	96	220	50	117	136	130	147	209	189	37	218
Weighted Base	420	196*	224	126*	104*	99*	91*	138*	204*	78*	122	69*	198*	145*	146*	129*	235	165*	55**	252
Trust Somewhat/Very Much (Net)	272 65%	144 73% C	128 57%	61 49%	72 69% D	66 67% D	73 81% D	92 67%	129 64%	50 64%	66 54%	47 68%	139 70% K	118 81% OP	91 62%	63 49%	163 69%	97 59%	47 85%	174 69%
Trust very much	119 28%	73 37% C	46 21%	28 22%	41 39% D	26 26%	25 27%	52 38% ij	50 24%	18 23%	28 23%	22 32%	61 31%	40 28%	57 39% P	21 17%	87 37% R	24 15%	30 54%	81 32%
Trust somewhat	153 36%	70 36%	82 37%	33 26%	31 30%	40 41% d	49 54% DE	40 29%	80 39%	32 42%	38 31%	25 36%	78 39%	77 53% OP	34 23%	42 32%	75 32%	73 44% q	17 31%	92 37%
Do Not Trust At All/Too Much (Net)	64 15%	31 16%	34 15%	23 18%	14 13%	19 19%	9 10%	16 12%	35 17%	12 16%	25 21%	10 15%	27 13%	11 8%	22 15%	31 24% N	31 13%	30 18%	5 9%	32 13%
Do not trust too much	40 10%	20 10%	20 9%	13 11%	9 9%	8 8%	9 10%	13 10%	20 10%	7 9%	13 11%	4 5%	22 11%	9 6%	19 13%	13 10%	20 9%	17 10%	5 9%	25 10%
Do not trust at all	24 6%	11 6%	13 6%	9 7% g	4 4%	11 11% g	* 9%	3 2%	16 8%	5 7% M	12 10% M	7 10% m	5 3%	3 2%	3 2%	18 14% NO	11 5%	13 8%	-	7 3%
I am not familiar with this company	84 20%	22 11%	62 28% B	42 33% EFG	19 18%	14 15%	8 9%	29 21%	39 19%	16 20%	31 25%	11 17%	33 17%	16 11%	33 23% n	34 27% N	41 17%	38 23%	3 6%	46 18%
Sigma	420 100%	196 100%	224 100%	126 100%	104 100%	99 100%	91 100%	138 100%	204 100%	78 100%	122 100%	69 100%	198 100%	145 100%	146 100%	129 100%	235 100%	165 100%	55 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 568

CMP02_53 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Healthcare/Health insurance

Cigna

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	159	249	166	112	62	68	133	171	104	213	54	111	131	141	136	219	178	42	227
Weighted Base	414	200*	214	128*	108*	90*	87*	135*	191*	89*	127	66*	181*	137*	152*	125*	274	133*	64**	254
Trust Somewhat/Very Much (Net)	226 54%	120 60%	105 49%	63 49%	57 53%	62 69% D	43 50%	80 60%	102 53%	43 49%	64 50%	36 55%	108 60%	95 69% oP	82 54% p	48 39%	160 59% r	63 47%	46 72%	153 60%
Trust very much	98 24%	56 28%	41 19%	25 20%	28 26%	31 34% dg	13 15%	39 29%	38 20%	21 23%	28 22%	16 25%	46 25%	49 36% OP	29 19%	19 15%	76 28% R	20 15%	28 43%	69 27%
Trust somewhat	128 31%	64 32%	64 30%	37 29%	29 27%	31 34%	30 35%	41 31%	64 33%	23 26%	36 28%	20 30%	63 35%	46 33%	53 35%	29 23%	84 31%	42 32%	18 28%	84 33%
Do Not Trust At All/Too Much (Net)	78 19%	38 19%	40 19%	21 16%	23 22%	15 17%	19 22%	18 13%	46 24% h	15 16%	20 16%	20 30% k	33 18%	11 8%	29 19% N	38 31% N	52 19%	26 20%	12 19%	41 16%
Do not trust too much	45 11%	18 9%	27 13%	11 9%	9 9%	10 11%	15 17%	5 4%	29 15% H	11 12% h	9 7%	13 20% K	22 12%	5 3%	18 12% n	22 18% N	30 11%	15 12%	3 5%	28 11%
Do not trust at all	33 8%	20 10%	13 6%	10 8%	14 13%	5 5%	4 5%	13 9%	17 9%	4 4%	11 9%	7 10%	11 6%	6 4%	11 7%	16 13% n	22 8%	11 8%	9 14%	12 5%
I am not familiar with this company	110 27%	41 21%	69 32% b	45 35% F	27 25%	13 15%	25 29%	36 27%	43 22%	31 35%	43 34% Lm	10 16%	40 22%	32 23%	40 26%	38 31%	62 23%	44 33% q	6 9%	60 24%
Sigma	414 100%	200 100%	214 100%	128 100%	108 100%	90 100%	87 100%	135 100%	191 100%	89 100%	127 100%	66 100%	181 100%	137 100%	152 100%	125 100%	274 100%	133 100%	64 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 569

CMP02_54 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Healthcare/Health insurance
 Humana

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	164	242	177	119	59	51	143	176	87	203	60	118	119	147	140	217	179	33	217
Weighted Base	388	183*	205	136	107*	80*	66**	136*	181*	71*	118	65*	182*	122*	138*	129*	228	153*	43**	224
Trust Somewhat/Very Much (Net)	230 59%	110 60%	119 58%	63 47%	70 66% D	48 60%	49 74%	89 66% J	107 59%	33 47%	71 60%	34 52%	116 64%	72 59%	95 69% P	63 49%	143 63%	85 55%	27 63%	126 56%
Trust very much	96 25%	49 27%	47 23%	33 24%	29 27%	16 21%	18 27%	47 35% I	30 16%	19 26%	33 28%	17 27%	39 21%	35 29% P	39 28% P	21 17%	60 27%	35 23%	17 41%	54 24%
Trust somewhat	134 35%	62 34%	72 35%	31 23%	41 39% D	31 39% d	31 47%	42 31%	77 43% J	15 21%	37 32%	17 26%	77 42% I	36 30%	56 41%	42 32%	82 36%	49 32%	10 22%	72 32%
Do Not Trust At All/Too Much (Net)	68 17%	41 22% c	27 13%	28 21%	16 15%	14 17%	10 15%	19 14%	35 19%	13 19%	20 17%	8 13%	34 19%	26 21%	17 13%	25 19%	33 14%	34 22%	8 19%	45 20%
Do not trust too much	51 13%	31 17%	20 10%	20 15%	11 10%	11 14%	8 12%	16 12%	24 13%	11 15%	10 9%	6 9%	32 17% k	21 17% o	10 8%	19 15%	27 12%	23 15%	8 18%	37 17%
Do not trust at all	17 4%	10 6%	7 3%	8 6%	5 5%	2 3%	2 2%	3 3%	11 6%	3 4%	10 8% M	3 4%	3 1%	5 4%	7 5%	6 4%	6 3%	11 7%	1 1%	8 4%
I am not familiar with this company	91 23%	32 17%	59 29% b	44 33% e	20 19%	18 23%	8 11%	27 20%	40 22%	24 34% h	27 23%	22 35% M	31 17%	25 20%	25 18%	41 32% O	52 23%	34 23%	8 18%	52 23%
Sigma	388 100%	183 100%	205 100%	136 100%	107 100%	80 100%	66 100%	136 100%	181 100%	71 100%	118 100%	65 100%	182 100%	122 100%	138 100%	129 100%	228 100%	153 100%	43 100%	224 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 570

CMP02_55 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Financial
 Bank of America

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	156	245	165	115	66	55	140	168	93	230	41	104	112	138	151	202	190	39	209
Weighted Base	387	202*	185	113*	97*	96*	80**	139*	184*	64*	129	57**	183*	112*	138*	137*	207	172*	44**	221
Trust Somewhat/Very Much (Net)	248 64%	138 68%	110 59%	80 71%	59 61%	61 64%	47 59%	98 71% J	119 65% J	31 48%	66 51%	36 63%	138 75% K	76 68%	87 63%	84 61%	149 72% R	93 54%	39 88%	152 69%
Trust very much	106 27%	57 28%	49 26%	30 27%	33 34%	22 23%	21 26%	46 33% J	51 28% J	8 13%	23 18%	21 37%	57 31% K	27 25%	47 34%	32 23%	69 33% R	34 20%	23 52%	68 31%
Trust somewhat	142 37%	81 40%	61 33%	50 44% E	26 27%	39 41%	27 33%	52 38%	68 37%	22 35%	43 33%	14 25%	80 44%	49 44%	41 29%	52 38%	80 39%	59 34%	16 36%	84 38%
Do Not Trust At All/Too Much (Net)	97 25%	50 25%	47 25%	22 19%	26 27%	28 29%	22 27%	28 20%	46 25%	23 36% h	45 35% M	20 35%	30 17%	24 21%	36 26%	37 27%	35 17%	62 36% Q	2 5%	51 23%
Do not trust too much	66 17%	32 16%	34 19%	14 13%	17 18%	21 22%	13 17%	20 14%	31 17%	16 24%	29 22% m	13 23%	23 12%	20 18%	25 18%	20 15%	22 11%	43 25% Q	2 4%	38 17%
Do not trust at all	31 8%	19 9%	13 7%	8 7%	9 9%	7 7%	8 10%	9 6%	15 8%	8 12%	16 12% M	7 12%	8 4%	4 3%	11 8%	17 12% n	12 6%	19 11%	* 1%	13 6%
I am not familiar with this company	42 11%	14 7%	28 15% b	11 10%	12 13%	7 7%	12 14%	12 9%	19 10%	10 16%	18 14%	1 2%	15 8%	11 10%	15 11%	16 12%	23 11%	17 10%	3 8%	18 8%
Sigma	387 100%	202 100%	185 100%	113 100%	97 100%	96 100%	80 100%	139 100%	184 100%	64 100%	129 100%	57 100%	183 100%	112 100%	138 100%	137 100%	207 100%	172 100%	44 100%	221 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 571

CMP02_56 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Financial
 Wells Fargo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	418	152	266	197	104	63	54	147	175	96	209	50	128	131	160	127	224	180	45	236
Weighted Base	448	203*	245	150	112*	98*	88*	163*	206*	79*	121	63*	240*	139*	184*	125*	259	176*	72**	282
Trust Somewhat/Very Much (Net)	275 61%	137 68% c	138 56%	98 65%	74 66%	57 58%	46 53%	125 77% J	105 51%	45 56%	74 61%	33 53%	156 65%	85 61%	125 68% p	65 52%	168 65%	103 59%	53 73%	179 63%
Trust very much	107 24%	47 23%	60 24%	32 21%	34 30%	19 20%	21 24%	57 35% j	33 16%	16 20%	35 29%	21 33%	48 20%	38 27% p	54 29% p	15 12%	70 27%	35 20%	23 32%	70 25%
Trust somewhat	169 38%	90 45% c	78 32%	66 44%	40 36%	37 38%	25 28%	68 42%	72 35%	29 36%	38 32%	13 20%	108 45% kl	47 34%	71 39%	50 40%	97 38%	68 39%	29 40%	108 38%
Do Not Trust At All/Too Much (Net)	126 28%	42 21%	83 34% B	34 23%	27 24%	33 34%	32 37%	22 14%	78 38% H	25 32% H	33 28%	22 36%	60 25%	41 30%	44 24%	40 32%	64 25%	57 32%	17 24%	71 25%
Do not trust too much	56 12%	19 9%	37 15%	19 13%	14 13%	10 10%	13 14%	12 7%	35 17% H	9 11%	18 15%	6 10%	26 11%	17 12%	21 11%	18 14%	28 11%	24 14%	4 5%	36 13%
Do not trust at all	70 16%	23 11%	47 19%	15 10%	12 11%	23 24% D	19 22% d	11 7%	42 21% H	17 21% H	15 12%	16 26% k	34 14%	24 17%	24 13%	22 18%	36 14%	32 18%	14 19%	34 12%
I am not familiar with this company	47 11%	23 12%	24 10%	18 12%	11 10%	9 9%	9 11%	15 9%	23 11%	9 12%	14 11%	11% k	24 10%	13 9%	15 8%	20 16%	28 11%	16 9%	2 3%	33 12%
Sigma	448 100%	203 100%	245 100%	150 100%	112 100%	98 100%	88 100%	163 100%	206 100%	79 100%	121 100%	63 100%	240 100%	139 100%	184 100%	125 100%	259 100%	176 100%	72 100%	282 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 572

CMP02_57 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Financial
 American Express

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	138	267	177	99	70	59	147	164	94	221	63	94	130	131	144	207	182	32	229
Weighted Base	420	197*	223	126	97*	99*	98*	138*	198*	84*	132	88*	170*	145*	132*	143*	235	171*	53**	276
Trust Somewhat/Very Much (Net)	311 74%	151 77%	160 72%	81 65%	71 73%	73 74%	85 87% D	105 76%	148 74%	58 69%	91 70%	64 73%	136 80%	121 83% P	98 75%	92 64%	178 76%	123 72%	47 89%	213 77%
Trust very much	132 32%	78 40% C	54 24%	29 23%	46 48% DG	32 32%	25 25%	56 41% I	49 25%	27 32%	47 35%	19 22%	60 35%	50 34%	47 35%	36 25%	90 38% R	37 21%	35 66%	103 37%
Trust somewhat	178 42%	73 37%	105 47%	52 42% e	25 26%	41 41%	60 61% DEF	49 36%	98 50% h	31 37%	45 34%	45 51% k	76 45%	71 49%	52 39%	56 39%	88 38%	87 51% q	12 23%	110 40%
Do Not Trust At All/Too Much (Net)	67 16%	29 15%	38 17%	26 21%	17 18%	11 11%	13 13%	17 13%	38 19%	12 14%	27 20%	17 20%	20 12%	16 11%	22 17%	29 20%	34 14%	33 19%	3 5%	45 16%
Do not trust too much	47 11%	24 12%	23 10%	18 15%	11 11%	10 10%	8 8%	7 5%	31 16% H	8 10%	16 12%	15 17%	15 9%	11 8%	18 14%	18 12%	24 10%	22 13%	1 1%	35 13%
Do not trust at all	20 5%	6 3%	15 7%	8 6%	7 7%	1 1%	5 5%	10 7%	7 3%	4 4%	11 8%	3 3%	5 3%	5 3%	4 3%	11 8%	10 4%	11 6%	2 4%	10 4%
I am not familiar with this company	42 10%	17 8%	25 11%	18 15% G	8 8%	15 15% G	-	15 11%	13 6%	14 17% i	13 10%	6 7%	15 9%	8 5%	11 8%	23 16% n	22 10%	15 9%	3 6%	18 6%
Sigma	420 100%	197 100%	223 100%	126 100%	97 100%	99 100%	98 100%	138 100%	198 100%	84 100%	132 100%	88 100%	170 100%	145 100%	132 100%	143 100%	235 100%	171 100%	53 100%	276 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 573

CMP02_58 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Financial
 Capitol One

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	150	252	181	107	59	55	145	169	88	216	63	98	117	134	151	209	175	43	221
Weighted Base	413	191*	222	141*	103*	86*	82**	140*	199*	74*	124	81*	180*	133*	151*	129*	245	148*	56**	268
Trust Somewhat/Very Much (Net)	284 69%	124 65%	160 72%	92 65%	82 79% df	54 62%	57 69%	105 75%	129 65%	50 68%	83 67%	53 65%	135 75%	95 72%	106 70%	83 64%	183 75% R	89 60%	44 79%	200 75%
Trust very much	123 30%	64 33%	59 27%	32 23%	42 41% D	24 28%	24 30%	52 37% i	50 25%	21 29%	39 31%	19 23%	61 34%	56 42% oP	43 28%	24 19%	94 38% R	26 17%	26 47%	84 31%
Trust somewhat	161 39%	60 31%	101 46% B	60 42%	40 38%	29 34%	32 39%	52 38%	79 40%	29 39%	44 35%	34 42%	74 41%	39 29%	64 42%	58 45% n	90 37%	63 42%	18 32%	117 43%
Do Not Trust At All/Too Much (Net)	97 24%	54 28%	43 19%	32 23%	13 13%	29 33% E	23 28%	20 14%	58 29% H	19 25%	28 22%	24 29%	32 18%	28 21%	34 22%	35 28%	44 18%	47 31% Q	9 17%	50 19%
Do not trust too much	68 17%	37 19%	32 14%	25 18% e	7 7%	18 21% e	18 22%	12 9%	43 22% H	13 18%	17 14%	14 18%	27 15%	21 16%	21 14%	26 21%	31 13%	30 20%	7 13%	39 15%
Do not trust at all	29 7%	17 9%	11 5%	7 5%	6 6%	11 12%	5 6%	8 6%	15 8%	5 7%	10 8%	10 12% m	5 3%	7 5%	13 8%	9 7%	12 5%	16 11%	2 4%	11 4%
I am not familiar with this company	32 8%	13 7%	19 8%	17 12%	8 8%	4 5%	2 3%	15 11%	11 6%	5 7%	14 11%	4 5%	13 7%	10 7%	11 7%	11 8%	18 7%	13 9%	2 4%	18 7%
Sigma	413 100%	191 100%	222 100%	141 100%	103 100%	86 100%	82 100%	140 100%	199 100%	74 100%	124 100%	81 100%	180 100%	133 100%	151 100%	129 100%	245 100%	148 100%	56 100%	268 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 574

CMP02_59 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Financial
 JPMorgan Chase

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	419	168	251	165	130	73	51	144	186	89	227	60	105	109	162	148	225	177	43	211
Weighted Base	385	180*	205	113*	115*	92*	64**	123*	186*	76*	129	63*	170*	101*	162*	121*	220	153*	51**	209
Trust Somewhat/Very Much (Net)	238 62%	111 62%	126 62%	66 59%	80 70%	53 58%	38 59%	90 74% J	109 59%	38 50%	65 51%	39 61%	122 72% K	68 67%	103 63%	67 56%	149 67% r	85 56%	44 88%	141 67%
Trust very much	93 24%	47 26%	46 23%	28 25%	39 34% f	17 19%	9 14%	49 40% J	29 16%	15 19%	21 16%	6 10%	64 37% KL	33 33% p	37 23%	23 19%	63 29% r	28 18%	26 51%	71 34%
Trust somewhat	145 38%	65 36%	80 39%	38 34%	41 36%	36 39%	29 45%	41 34%	80 43%	23 31%	44 34%	33 51% km	59 34%	34 34%	66 41%	44 36%	85 39%	57 37%	19 37%	69 33%
Do Not Trust At All/Too Much (Net)	82 21%	44 24%	38 19%	18 16%	17 14%	26 28% e	22 34%	19 16%	42 23%	21 28%	36 28% m	14 22%	27 16%	21 21%	30 18%	32 26%	39 18%	39 26%	3 6%	38 18%
Do not trust too much	52 14%	31 17%	21 10%	14 12%	8 7%	19 21% E	11 17%	13 11%	31 17%	9 11%	20 16%	10 15%	20 12%	13 13%	20 13%	18 15%	32 14%	19 12%	2 3%	25 12%
Do not trust at all	30 8%	12 7%	17 8%	4 3%	8 7%	6 7%	11 17%	6 5%	11 6%	12 16% Hi	16 12% M	4 7%	7 4%	7 7%	9 6%	13 11%	7 3%	20 13% Q	1 3%	12 6%
I am not familiar with this company	65 17%	24 14%	41 20%	29 26%	18 16%	13 14%	4 7%	13 11%	35 19%	17 22%	28 21% m	11 17%	21 12%	13 13%	30 18%	22 18%	33 15%	29 19%	3 7%	31 15%
Sigma	385 100%	180 100%	205 100%	113 100%	115 100%	92 100%	64 100%	123 100%	186 100%	76 100%	129 100%	63 100%	170 100%	101 100%	162 100%	121 100%	220 100%	153 100%	51 100%	209 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 575

CMP02_60 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Financial
 Citigroup

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	143	263	168	112	67	59	139	168	99	211	58	106	123	137	146	226	166	29	231
Weighted Base	413	173*	240	122*	108*	97*	86*	130*	189*	94*	128	56*	195*	129*	156*	128*	243	153*	38**	256
Trust Somewhat/Very Much (Net)	265 64%	123 71% c	142 59%	57 47%	73 68% D	76 78% D	59 68% D	86 66%	120 64%	58 63%	73 57%	36 64%	130 67%	95 74% P	101 65%	68 53%	177 73% R	81 53%	32 83%	172 67%
Trust very much	97 23%	51 30% c	46 19%	22 18%	33 31% d	26 27%	16 19%	39 30% i	33 17%	25 27%	21 17%	11 20%	50 26%	37 28%	37 24%	23 18%	74 30% R	23 15%	19 49%	78 31%
Trust somewhat	168 41%	72 42%	96 40%	36 29%	40 37%	50 51% D	43 50% D	47 36%	88 46%	33 35%	52 40%	25 44%	80 41%	59 45%	64 41%	45 36%	103 42%	58 38%	13 34%	94 37%
Do Not Trust At All/Too Much (Net)	73 18%	33 19%	40 17%	24 19%	21 20%	12 13%	15 18%	26 20%	32 17%	15 16%	28 22%	7 13%	35 18%	19 15%	21 13%	33 26% o	43 18%	25 16%	6 16%	44 17%
Do not trust too much	45 11%	21 12%	24 10%	15 12%	13 12%	8 8%	10 11%	17 13%	22 12%	6 6%	11 9%	4 6%	29 15%	13 10%	12 7%	20 16%	26 10%	16 11%	6 16%	32 13%
Do not trust at all	28 7%	12 7%	16 7%	9 7%	9 8%	5 5%	6 7%	9 7%	10 5%	9 10%	17 13% M	4 7%	7 3%	6 5%	9 6%	13 10%	18 7%	9 6%	-	12 5%
I am not familiar with this company	75 18%	17 10%	59 24% B	41 34% EFG	13 12%	9 10%	12 14%	18 14%	37 20%	20 21%	27 21%	13 23%	29 15%	15 12%	33 21%	27 21%	23 10%	46 30% Q	*	40 16%
Sigma	413 100%	173 100%	240 100%	122 100%	108 100%	97 100%	86 100%	130 100%	189 100%	94 100%	128 100%	56 100%	195 100%	129 100%	156 100%	128 100%	243 100%	153 100%	38 100%	256 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 576

CMP02_61 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Financial
 U.S. Bank

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	169	245	183	109	62	60	133	187	94	222	57	114	124	154	136	214	188	40	238
Weighted Base	415	216*	198	141*	103*	84*	87*	126*	198*	91*	120	73*	205*	123*	169*	123*	239	168*	52**	265
Trust Somewhat/Very Much (Net)	265 64%	147 68%	118 59%	97 69% f	68 66%	43 52%	57 65%	98 78% lj	112 57%	55 61%	71 59%	51 70%	135 66%	88 72% o	94 56%	83 67%	162 68%	100 59%	45 85%	173 65%
Trust very much	120 29%	73 34%	47 24%	52 37% FG	41 40% FG	12 14%	15 17%	66 53% IJ	39 20%	14 16%	25 21%	19 26%	76 37% K	37 30%	54 32%	29 24%	75 31%	43 26%	35 66%	92 35%
Trust somewhat	145 35%	75 35%	71 36%	45 32%	27 26%	31 38%	42 48% E	31 25%	73 37%	41 45% H	47 39%	32 44%	59 29%	51 42% O	40 24%	54 44% O	87 37%	56 34%	10 19%	81 31%
Do Not Trust At All/Too Much (Net)	65 16%	37 17%	27 14%	17 12%	14 14%	17 21%	16 19%	12 9%	33 17%	20 23% h	23 19%	8 15%	31 15%	13 11%	29 17%	22 18%	22 9%	42 25% Q	4 7%	40 15%
Do not trust too much	47 11%	27 13%	20 10%	10 7%	9 9%	13 16%	15 17%	8 6%	23 12%	16 18% h	14 11%	8 10%	25 12%	12 10%	21 13%	14 11%	19 8%	29 17% Q	4 7%	30 11%
Do not trust at all	18 4%	10 5%	8 4%	7 5%	5 5%	4 5%	2 2%	4 3%	10 5%	4 4% lm	10 8% lm	* 1%	6 3%	1 1%	8 5%	8 7%	4 2%	13 8% Q	-	11 4%
I am not familiar with this company	85 20%	32 15%	53 27% B	27 19%	21 20%	23 27%	14 16%	16 13%	53 27% H	15 17%	25 21%	14 19%	39 19%	22 18%	45 27% p	18 15%	55 23%	26 16%	4 7%	51 19%
Sigma	415 100%	216 100%	198 100%	141 100%	103 100%	84 100%	87 100%	126 100%	198 100%	91 100%	120 100%	73 100%	205 100%	123 100%	169 100%	123 100%	239 100%	168 100%	52 100%	265 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 577

CMP02_62 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Financial
 Mastercard

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	162	246	163	126	56	63	154	150	104	219	57	110	125	126	157	208	188	40	220
Weighted Base	417	201*	216	121*	121*	83*	93*	159*	165*	93*	144	67*	187*	149*	135*	133*	246	160*	53**	272
Trust Somewhat/Very Much (Net)	330 79%	158 79%	172 79%	86 71%	98 81%	74 90% D	71 77%	123 77%	130 79%	77 83%	106 74%	55 83%	154 82%	119 80%	119 88% P	92 69%	204 83%	123 77%	42 79%	217 80%
Trust very much	161 39%	88 44%	73 34%	45 37%	53 44% g	38 46% g	25 27%	74 46% j	59 36%	28 30%	43 30%	25 37%	89 47% K	56 37%	70 51% P	36 27%	118 48% R	41 26%	32 60%	121 44%
Trust somewhat	169 40%	70 35%	99 46%	41 34%	45 37%	36 44%	46 50%	49 31%	71 43%	49 53% H	64 44%	31 46%	65 35%	63 42%	49 36%	57 43%	87 35%	82 51% Q	10 19%	96 35%
Do Not Trust At All/Too Much (Net)	65 16%	35 17%	30 14%	23 19% f	17 14%	5 6%	20 21% f	25 16%	28 17%	12 13%	28 19%	7 10%	28 15%	27 18% o	10 8%	28 21% O	35 14%	25 16%	10 19%	46 17%
Do not trust too much	36 9%	16 8%	19 9%	10 8% f	11 9% f	1 1%	14 15% F	14 8%	14 9%	8 9%	19 13% m	5 7%	10 5%	18 12%	8 6%	10 8%	21 9%	11 7%	2 4%	25 9%
Do not trust at all	29 7%	18 9%	11 5%	13 11%	5 4%	5 6%	6 7%	12 7%	13 8%	4 5%	9 6%	2 3%	17 9%	9 6%	3 2%	18 13% O	14 6%	14 9%	8 15%	21 8%
I am not familiar with this company	23 5%	9 4%	14 6%	12 10% g	6 5%	3 4%	2 2%	11 7%	8 5%	3 4%	10 7%	5 8%	5 3%	3 2%	6 5%	13 10% n	7 3%	12 8% q	1 2%	9 3%
Sigma	417 100%	201 100%	216 100%	121 100%	121 100%	83 100%	93 100%	159 100%	165 100%	93 100%	144 100%	67 100%	187 100%	149 100%	135 100%	133 100%	246 100%	160 100%	53 100%	272 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 578

CMP02_63 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Food
 Tyson Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	148	259	167	108	79	53	155	162	90	208	61	112	119	146	142	222	174	39	224
Weighted Base	437	203*	234	136*	102*	121*	79**	174*	182*	81*	127	71*	210*	126*	169*	142*	259	169*	51**	265
Trust Somewhat/Very Much (Net)	303 69%	130 64%	172 74%	77 57%	84 82% D	85 71%	57 72%	130 75%	120 66%	52 65%	93 73%	49 70%	137 65%	91 73%	119 70%	92 65%	205 79% R	92 55%	42 81%	182 68%
Trust very much	134 31%	68 34%	65 28%	46 34%	34 33% D	30 25%	23 29%	71 40% J	48 26%	15 19%	35 28%	18 26%	71 34%	39 31%	57 34%	37 26%	99 38% R	34 20%	29 56%	84 32%
Trust somewhat	169 39%	62 31%	107 46% B	31 23%	50 49% D	55 45% D	34 43%	60 34%	72 39%	37 46%	58 46% m	31 45%	66 31%	52 42%	62 37%	54 38%	105 41%	58 34%	13 24%	98 37%
Do Not Trust At All/Too Much (Net)	103 24%	60 29% c	44 19%	35 26% e	14 14%	32 27%	22 28%	34 20%	48 26%	22 27%	22 17%	19 27%	62 29% k	29 23%	36 21%	39 27%	40 16%	63 37% Q	6 12%	66 25%
Do not trust too much	69 16%	38 19%	31 13%	21 16%	11 11%	22 18%	15 18%	25 14%	30 16%	15 18%	14 11%	13 19%	42 20%	16 12%	20 12%	33 23% o	29 11%	40 24% Q	3 5%	45 17%
Do not trust at all	34 8%	22 11%	12 5%	14 10% e	3 3%	10 8%	7 9%	9 5%	18 10%	7 8%	8 6%	6 9%	20 9%	13 11%	15 9%	5 4%	11 4%	23 14% Q	3 7%	20 8%
I am not familiar with this company	31 7%	13 6%	18 8%	24 17% EF	4 4%	3 3%	*	10 6%	15 8%	7 8%	12 10%	2 2%	12 6%	5 4%	14 8%	12 8%	14 5%	14 8%	4 7%	18 7%
Sigma	437 100%	203 100%	234 100%	136 100%	102 100%	121 100%	79 100%	174 100%	182 100%	81 100%	127 100%	71 100%	210 100%	126 100%	169 100%	142 100%	259 100%	169 100%	51 100%	265 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 579

CMP02_64 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Food
 Cargill

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	151	250	166	117	67	51	144	177	80	217	56	108	118	141	142	207	182	35	229
Weighted Base	399	192*	207	127*	118*	83*	71**	139*	199*	61*	124	69*	187*	123*	132*	144*	234	156*	53**	259
Trust Somewhat/Very Much (Net)	165 41%	94 49% C	72 35%	52 41%	53 45%	38 45%	24 33%	61 44% j	89 45% J	15 25%	35 28%	34 49% K	91 49% K	60 49%	47 36%	58 41%	103 44%	57 36%	31 59%	122 47%
Trust very much	51 13%	27 14%	24 11%	24 19%	13 11%	12 14%	2 3%	21 15%	22 11%	8 13%	10 8%	12 18%	29 15%	23 19% P	17 13%	11 7%	26 11%	24 16%	15 28%	47 18%
Trust somewhat	114 29%	66 34% c	48 23%	27 22%	40 34% d	26 31%	21 30%	40 28% j	67 34% J	8 13%	25 20%	22 32%	63 33% K	36 30%	30 23%	48 33%	77 33% r	32 21%	16 31%	75 29%
Do Not Trust At All/Too Much (Net)	59 15%	39 20% C	20 10%	25 20%	17 14%	10 12%	7 10%	24 17%	24 12%	11 18%	17 13%	8 12%	34 18%	18 15%	21 16%	20 14%	31 13%	27 18%	10 19%	46 18%
Do not trust too much	41 10%	31 16% C	10 5%	15 11%	11 9%	10 12%	6 8%	17 12%	18 9%	5 9%	8 7%	4 6%	28 15% k	15 13%	15 11%	11 7%	24 10%	17 11%	7 12%	34 13%
Do not trust at all	18 5%	8 4%	10 5%	11 8%	6 5%	* *	1 2%	7 5%	6 3%	6 9%	8 7%	4 6%	6 3%	3 2%	6 5%	9 6%	8 3%	11 7%	3 6%	12 5%
I am not familiar with this company	175 44%	60 31%	115 56% B	50 40%	48 41%	35 43%	41 57%	54 39%	86 43%	34 56% h	73 59% LM	27 39%	62 33%	44 36%	64 49%	66 46%	99 42%	72 46%	12 23%	91 35%
Sigma	399 100%	192 100%	207 100%	127 100%	118 100%	83 100%	71 100%	139 100%	199 100%	61 100%	124 100%	69 100%	187 100%	123 100%	132 100%	144 100%	234 100%	156 100%	53 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 580

CMP02_65 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Food
 Smithfield Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	165	238	157	118	69	59	144	170	89	220	63	105	132	127	144	207	184	32	220
Weighted Base	420	216*	203	118*	99*	102*	101*	140*	202*	78*	144*	78*	182*	153*	135*	132*	222	188*	33**	248
Trust Somewhat/Very Much (Net)	231 55%	132 61% c	99 49%	57 48%	64 65% D	53 52%	58 58%	79 56%	108 53%	45 57%	74 51%	37 47%	115 63%	94 62%	71 52%	67 50%	148 66% R	79 42%	23 69%	140 56%
Trust very much	103 25%	61 28%	42 21%	31 27%	33 34% g	21 21%	18 18%	43 31%	46 23%	14 18%	34 23%	14 18%	56 31%	40 26%	41 30% p	23 17%	76 34% R	26 14%	12 38%	71 29%
Trust somewhat	128 31%	71 33%	57 28%	25 22%	31 31%	32 31%	40 40% d	35 25%	62 31%	31 39%	40 28%	23 30%	59 33%	54 36% o	30 22%	44 33%	71 32%	53 28%	10 31%	68 28%
Do Not Trust At All/Too Much (Net)	95 23%	46 21%	49 24%	24 20%	13 13%	29 29% e	29 29% e	30 22%	50 25%	15 19%	28 19%	23 29%	45 25%	33 22%	36 27%	26 19%	38 17%	57 30% Q	8 23%	57 23%
Do not trust too much	62 15%	36 16%	26 13%	16 14%	10 10%	25 25% E	11 10%	21 15%	32 16%	9 11%	20 14%	15 20%	27 15%	20 13%	26 19%	16 12%	23 10%	39 21% Q	4 14%	37 15%
Do not trust at all	34 8%	11 5%	23 11% b	8 7%	3 3%	4 4%	18 18% dE	9 7%	18 9%	6 8%	8 6%	7 9%	18 10%	14 9%	11 8%	9 7%	15 7%	18 9%	3 10%	20 8%
I am not familiar with this company	93 22%	38 18%	55 27%	37 32% G	22 22%	20 19%	14 14%	31 22%	44 22%	18 24%	42 29% M	19 24%	22 12%	25 16%	28 21%	40 30% n	37 17%	53 28% q	3 8%	51 21%
Sigma	420 100%	216 100%	203 100%	118 100%	99 100%	102 100%	101 100%	140 100%	202 100%	78 100%	144 100%	78 100%	182 100%	153 100%	135 100%	132 100%	222 100%	188 100%	33 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 581

CMP02_66 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Food
 Perdue Farms

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	152	261	177	115	68	53	143	175	95	222	61	103	119	145	149	199	198	37	230
Weighted Base	399	188*	212	130*	104*	94*	72**	142*	175*	83*	124	72*	175*	124*	145*	130*	215	174*	51**	245
Trust Somewhat/Very Much (Net)	249 62%	121 64%	128 61%	57 44%	69 66% D	66 71% D	56 78%	89 63%	112 64%	47 58%	76 61%	33 46%	126 72% L	86 70%	86 59%	76 59%	145 67%	100 58%	43 84%	164 67%
Trust very much	98 25%	58 31% C	39 19%	23 18%	30 29% d	29 31%	15 21%	42 29%	38 22%	18 22%	30 24%	18 24%	48 28%	34 28%	29 20%	35 27%	65 30% r	32 18%	25 49%	69 28%
Trust somewhat	151 38%	62 33%	89 42%	34 27%	39 37%	37 40%	41 57%	47 33%	74 43%	29 36%	46 37% l	15 21%	78 45% L	52 42%	57 39%	42 32%	80 37%	69 39%	18 35%	95 39%
Do Not Trust At All/Too Much (Net)	80 20%	39 21%	41 19%	36 28%	19 18%	16 17%	8 12%	28 20%	32 18%	19 24%	19 15%	21 30% k	33 19%	20 16%	36 24%	24 19%	39 18%	39 22%	6 12%	44 18%
Do not trust too much	56 14%	26 14%	30 14%	25 19%	17 16%	10 10%	5 7%	20 14%	22 13%	14 17%	9 8%	14 19% k	28 16% k	15 12%	23 16%	18 14%	32 15%	23 13%	6 12%	37 15%
Do not trust at all	23 6%	13 7%	10 5%	11 9%	2 2%	6 7%	3 5%	8 6%	10 6%	5 6%	9 7%	8 11% m	5 3%	5 4%	12 8%	6 5%	7 3%	16 9% q	-	7 3%
I am not familiar with this company	71 18%	28 15%	42 20%	36 28% ei	16 15%	11 12%	7 10%	25 17%	30 17%	16 19%	29 24% M	18 25% M	16 9%	18 14%	24 16%	29 23%	32 15%	34 20%	2 4%	36 15%
Sigma	399 100%	188 100%	212 100%	130 100%	104 100%	94 100%	72 100%	142 100%	175 100%	83 100%	124 100%	72 100%	175 100%	124 100%	145 100%	130 100%	215 100%	174 100%	51 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 582

CMP02_67 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG

Procter & Gamble

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	420	166	254	184	117	66	53	153	166	101	239	50	101	117	153	150	214	194	39	236
Weighted Base	408	214*	194	136	114*	91*	68**	155*	186*	67*	130	65*	185*	119*	159*	130*	238	163*	51**	270
Trust Somewhat/Very Much (Net)	281 69%	157 73%	125 64%	65 48%	93 82% Df	59 65% d	63 93%	110 71%	121 65%	50 74%	85 65%	40 61%	146 79% KL	97 82% OP	106 67%	77 59%	183 77% R	95 58%	40 80%	192 71%
Trust very much	128 31%	75 35%	53 27%	36 26%	42 37%	20 22%	30 45%	60 39% I	46 25%	22 32%	38 29%	23 36%	65 35%	48 41% o	40 25%	39 30%	95 40% R	33 20%	20 39%	91 34%
Trust somewhat	153 38%	82 38%	72 37%	30 22%	52 45% D	39 43% D	33 48%	49 32%	76 41%	28 42%	47 36%	16 25%	81 44% I	49 42%	66 41%	38 29%	88 37%	62 38%	21 40%	101 37%
Do Not Trust At All/Too Much (Net)	76 19%	42 20%	34 18%	32 24%	18 16%	22 24%	4 6%	22 14%	47 25% hJ	7 11%	24 18%	17 26%	32 17%	10 9%	34 21% N	32 25% N	35 15%	41 25% q	9 18%	49 18%
Do not trust too much	47 11%	25 12%	21 11%	21 16%	10 9%	15 17%	* 1%	13 8%	29 15%	5 8%	11 9%	7 11%	27 15%	6 5%	22 14%	18 14%	26 11%	20 12%	2 4%	34 12%
Do not trust at all	30 7%	17 8%	13 7%	11 8%	8 7%	7 8%	4 5%	9 6%	18 10%	2 3%	13 10% M	10 15% M	5 2%	4 3%	12 7%	14 11%	9 4%	21 13% Q	7 14%	16 6%
I am not familiar with this company	51 12%	15 7%	35 18% B	38 28% EF	3 2%	9 10%	1 1%	23 15%	18 10%	10 15%	22 17% M	9 13% m	7 4%	11 9%	19 12%	20 16%	21 9%	27 17% q	1 2%	29 11%
Sigma	408 100%	214 100%	194 100%	136 100%	114 100%	91 100%	68 100%	155 100%	186 100%	67 100%	130 100%	65 100%	185 100%	119 100%	159 100%	130 100%	238 100%	163 100%	51 100%	270 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 583

CMP02_68 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG
 Coca-Cola

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	148	255	184	118	57	44	138	163	102	214	46	115	123	139	141	210	177	42	232
Weighted Base	377	182*	194	132*	109*	80**	55**	135*	159*	83*	116	52**	186*	118*	134*	124*	224	141*	48**	253
Trust Somewhat/Very Much (Net)	301 80%	142 78%	160 82%	101 77%	90 82%	59 74%	51 92%	122 90% J	121 76%	58 71%	93 80%	47 90%	148 80%	95 80%	104 77%	103 83%	184 83%	108 76%	47 97%	201 79%
Trust very much	137 36%	81 45% C	55 28%	55 42%	40 36%	22 27%	20 36%	71 53% J	42 27%	23 28%	31 27%	32 62%	69 37%	44 37%	42 32%	51 41%	88 39%	49 34%	28 57%	97 38%
Trust somewhat	164 44%	60 33%	104 54% B	46 35%	50 46%	37 47%	31 56%	50 37%	79 50%	35 43%	62 53%	14 27%	79 42%	51 43%	61 46%	52 42%	97 43%	59 42%	19 39%	104 41%
Do Not Trust At All/Too Much (Net)	63 17%	36 20%	27 14%	23 17%	17 15%	20 25%	4 7%	10 7%	31 20% H	22 27% H	18 16%	2 3%	35 19%	20 17%	30 22% P	13 11%	34 15%	28 20%	2 3%	43 17%
Do not trust too much	36 10%	20 11%	16 8%	12 9%	10 9%	13 16%	1 3%	5 3%	20 13% H	11 13% H	10 8%	1 2%	19 10%	6 5%	23 17% NP	7 6%	21 9%	15 11%	*	25 10%
Do not trust at all	27 7%	16 9%	11 6%	11 8%	7 6%	7 8%	2 4%	5 4%	11 7%	11 13% h	9 7%	* 1%	16 8%	14 12%	6 5%	6 5%	13 6%	13 9%	1 3%	18 7%
I am not familiar with this company	13 3%	5 3%	8 4%	8 6%	2 2%	1 1%	1 1%	4 3%	6 4%	2 3%	5 4%	4 7%	2 1%	3 3%	1 1%	9 7% o	5 2%	6 4%	-	10 4%
Sigma	377 100%	182 100%	194 100%	132 100%	109 100%	80 100%	55 100%	135 100%	159 100%	83 100%	116 100%	52 100%	186 100%	118 100%	134 100%	124 100%	224 100%	141 100%	48 100%	253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 584

CMP02_69 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG
 PepsiCo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	140	267	172	109	75	51	149	165	93	221	67	97	131	139	137	194	200	32	222
Weighted Base	364	149*	215	115*	97*	99*	54**	134*	154*	75*	115	70*	156*	127*	129*	107*	203	148	41**	221
Trust Somewhat/Very Much (Net)	279 77%	117 79%	162 75%	77 67%	73 76%	81 82% d	49 90%	96 71%	127 82% h	56 75%	86 75%	56 80%	120 77%	106 83%	97 75%	77 72%	158 78%	114 77%	33 79%	168 76%
Trust very much	111 31%	52 35%	60 28%	31 27%	39 40% d	25 26%	16 31%	53 40% l	35 22%	24 31%	34 29%	29 42% M	38 24%	45 36%	42 32%	24 23%	74 37% R	35 24%	19 47%	69 31%
Trust somewhat	168 46%	66 44%	102 47%	46 40%	34 35%	56 56% dE	32 60%	42 32%	92 60% Hj	33 44%	52 46%	27 38%	82 52%	60 47%	55 42%	52 49%	83 41%	79 53% q	14 33%	99 45%
Do Not Trust At All/Too Much (Net)	62 17%	23 15%	39 18%	27 24%	15 16%	14 14%	5 9%	28 21%	25 16%	9 12%	22 19%	10 14%	26 17%	15 12%	23 18%	24 22%	33 16%	25 17%	6 15%	38 17%
Do not trust too much	41 11%	14 9%	27 13%	22 19% ef	9 9%	7 7%	2 4%	17 12%	18 12%	6 8%	12 11%	7 10%	20 13%	9 7%	17 14%	15 14%	23 11%	16 11%	3 8%	26 12%
Do not trust at all	21 6%	9 6%	11 5%	5 4%	6 7%	7 7%	3 5%	11 8%	7 4%	3 4%	10 8%	3 4%	6 4%	6 5%	5 4%	9 9%	10 5%	9 6%	3 7%	11 5%
I am not familiar with this company	23 6%	9 6%	14 7%	11 10%	8 8%	4 4%	*	11 8% l	3 2%	9 13% l	7 6%	4 6%	10 6%	7 5%	10 7%	6 6%	12 6%	10 6%	2 5%	16 7%
Sigma	364 100%	149 100%	215 100%	115 100%	97 100%	99 100%	54 100%	134 100%	154 100%	75 100%	115 100%	70 100%	156 100%	127 100%	129 100%	107 100%	203 100%	148 100%	41 100%	221 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 585

CMP02_70 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG
 Cottonelle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	162	247	172	125	65	47	155	168	86	238	59	94	109	153	147	208	186	39	225
Weighted Base	379	194*	185	125*	101*	90*	64**	129*	172*	79*	124	78*	159*	97*	162*	121*	196	170*	52**	224
Trust Somewhat/Very Much (Net)	278 73%	135 70%	143 77%	83 67%	75 75%	65 72%	54 85%	95 73%	122 71%	61 78%	98 79% L	47 61%	118 75%	77 80%	116 72%	85 70%	149 76%	119 70%	32 61%	161 72%
Trust very much	104 28%	50 26%	54 29%	35 28%	33 33%	30 33%	6 10%	36 28%	53 31%	16 21%	34 28%	22 28%	41 26%	35 36%	41 25%	29 24%	56 29%	46 27%	10 19%	55 24%
Trust somewhat	173 46%	85 44%	88 48%	49 39%	42 42%	35 39%	48 75%	59 46%	69 40%	45 57% i	64 52% L	26 33%	78 49%	42 44%	75 46%	56 46%	93 48%	73 43%	22 42%	107 48%
Do Not Trust At All/Too Much (Net)	59 16%	34 18%	25 14%	20 16%	18 18%	13 15%	8 12%	18 14%	31 18%	11 14%	18 14%	23 30% KM	17 11%	14 15%	28 17%	17 14%	27 14%	30 17%	12 22%	36 16%
Do not trust too much	32 8%	19 10%	12 7%	11 9%	9 9%	4 5%	7 11%	9 7%	14 8%	10 12%	9 7%	14 18% KM	9 6%	12 12%	13 8%	7 6%	16 8%	15 9%	4 8%	19 8%
Do not trust at all	28 7%	15 8%	13 7%	9 7%	9 9%	9 10%	1 1%	9 7%	18 10%	1 1%	9 7%	9 12%	9 5%	3 3%	15 9%	10 8%	11 6%	15 9%	7 14%	17 8%
I am not familiar with this company	42 11%	25 13%	17 9%	21 17% e	7 7%	12 13%	2 3%	17 13%	18 11%	7 9%	8 6%	7 9%	23 15% k	5 6%	18 11%	19 16% n	19 10%	21 12%	9 17%	27 12%
Sigma	379 100%	194 100%	185 100%	125 100%	101 100%	90 100%	64 100%	129 100%	172 100%	79 100%	124 100%	78 100%	159 100%	97 100%	162 100%	121 100%	196 100%	170 100%	52 100%	224 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 586

CMP02_71 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG
 Clorox

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	143	265	145	128	58	77	124	178	106	206	61	118	137	136	135	207	192	34	217
Weighted Base	411	184*	227	118*	112*	87*	94*	130*	185*	95*	114	79*	195*	154*	137*	120*	227	175*	50**	260
Trust Somewhat/Very Much (Net)	343 83%	140 76%	203 89% B	93 78%	91 81%	75 87%	84 89%	101 78%	159 86%	83 87%	97 85%	68 87%	159 81%	134 87% p	120 88% P	88 74%	183 81%	151 86%	40 80%	214 82%
Trust very much	204 50%	78 43%	125 55% b	56 48%	49 44%	49 56%	50 53%	71 54%	82 44%	51 54%	58 51%	44 56%	94 48%	86 56% p	70 51%	48 40%	115 51%	87 50%	28 57%	137 53%
Trust somewhat	139 34%	61 33%	77 34%	36 31%	41 37%	27 31%	34 36%	30 23%	77 41% H	32 33%	38 34%	24 30%	65 34%	48 31%	50 36%	41 34%	69 30%	64 36%	12 23%	77 29%
Do Not Trust At All/Too Much (Net)	39 9%	28 15% C	11 5%	16 14% G	12 11%	8 9%	2 3%	16 12%	13 7%	10 10%	10 9%	9 11%	20 10%	14 9%	10 7%	15 13%	28 13%	10 6%	6 12%	29 11%
Do not trust too much	20 5%	16 9% C	4 2%	11 10% fg	8 7%	* *	1 1%	9 7%	10 6%	1 1%	4 4%	5 6%	11 6%	4 3%	5 4%	11 9%	14 6%	6 3%	1 3%	17 6%
Do not trust at all	19 5%	12 7%	6 3%	5 4%	4 4%	8 9%	2 2%	7 5%	3 1%	9 9% I	6 5%	4 5%	9 5%	9 6%	5 3%	4 4%	14 6%	4 3%	4 9%	12 5%
I am not familiar with this company	29 7%	16 9%	13 6%	9 8%	8 8%	4 4%	8 8%	13 10%	14 7%	3 3%	7 6%	2 3%	16 8%	6 4%	7 5%	16 14% No	15 7%	14 8%	4 8%	17 7%
Sigma	411 100%	184 100%	227 100%	118 100%	112 100%	87 100%	94 100%	130 100%	185 100%	95 100%	114 100%	79 100%	195 100%	154 100%	137 100%	120 100%	227 100%	175 100%	50 100%	260 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 587

CMP02_72 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG

Anheuser-Busch

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	407	143	264	161	109	82	55	133	177	97	243	48	99	135	144	128	224	172	31	213
Weighted Base	384	159*	224	116*	99*	115*	54**	116*	192*	76*	138	53*	172*	121*	162*	100*	236	139*	41**	234
Trust Somewhat/Very Much (Net)	229 60%	112 70% C	116 52%	49 42%	61 61% D	81 71% D	38 70%	68 59%	122 63%	39 51%	80 58%	26 50%	110 64%	84 70% P	93 57%	51 51%	150 64%	75 54%	28 69%	139 59%
Trust very much	83 22%	49 31% C	34 15%	19 16%	37 37% DF	20 17%	8 14%	33 28% J	40 21%	11 14%	35 25%	9 17%	36 21%	35 29% P	34 21%	15 15%	59 25%	23 17%	12 30%	59 25%
Trust somewhat	145 38%	63 40%	82 36%	30 26%	24 24%	61 53% DE	30 56%	35 31%	81 42%	28 37%	45 33%	17 33%	74 43%	50 41%	59 37%	36 36%	91 39%	52 37%	16 38%	81 34%
Do Not Trust At All/Too Much (Net)	80 21%	28 18%	52 23%	29 26%	24 24%	16 14%	10 19%	25 21%	41 21%	14 19%	25 18%	12 23%	39 23%	22 18%	39 24%	18 18%	48 20%	30 22%	9 22%	53 23%
Do not trust too much	53 14%	20 13%	32 14%	21 18%	18 19%	11 9%	2 5%	18 15%	26 14%	9 11%	10 8%	7 13%	35 20% K	14 12%	30 18%	9 9%	35 15%	15 11%	8 20%	41 17%
Do not trust at all	28 7%	8 5%	20 9%	8 7%	6 6%	6 5%	8 14%	7 6%	15 8%	6 8%	15 11% M	6 11% m	5 3%	8 7%	10 6%	10 10%	13 5%	15 11%	1 2%	13 5%
I am not familiar with this company	75 20%	19 12%	56 25% B	37 32% EF	14 14%	17 15%	6 11%	23 20%	29 15%	23 30% I	33 24% m	14 27% m	23 13%	14 12%	30 18%	31 31% No	38 16%	34 24%	4 9%	42 18%
Sigma	384 100%	159 100%	224 100%	116 100%	99 100%	115 100%	54 100%	116 100%	192 100%	76 100%	138 100%	53 100%	172 100%	121 100%	162 100%	100 100%	236 100%	139 100%	41 100%	234 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 588

CMP02_73 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG
 Scott

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	161	244	163	112	61	69	145	162	98	226	64	96	116	152	137	222	175	39	225
Weighted Base	405	193*	211	119*	112*	68*	106*	136*	183*	86*	151*	74*	160*	130*	150*	124*	247	153*	51**	254
Trust Somewhat/Very Much (Net)	295 73%	147 76%	149 70%	75 63%	80 71%	51 75%	90 85% D	96 71%	144 78% J	55 65%	117 77%	58 79%	112 70%	101 77%	108 72%	87 70%	182 74%	111 72%	46 90%	183 72%
Trust very much	122 30%	60 31%	61 29%	34 28%	35 31%	21 31%	32 30%	52 38% J	55 30%	15 18%	53 35%	23 31%	45 28%	43 33%	46 30%	33 27%	82 33%	40 26%	16 32%	81 32%
Trust somewhat	173 43%	86 45%	87 41%	41 34%	45 40%	30 44%	57 54% D	44 33%	89 48% H	40 47%	63 42%	35 48%	67 42%	58 45%	62 41%	53 43%	100 41%	71 46%	30 59%	103 40%
Do Not Trust At All/Too Much (Net)	51 13%	28 14%	24 11%	13 11%	16 15%	9 13%	13 12%	22 16%	15 8%	14 17%	14 9%	6 8%	28 18%	15 12%	21 14%	15 12%	34 14%	17 11%	3 6%	39 15%
Do not trust too much	38 9%	19 10%	19 9%	10 8%	15 13%	4 6%	9 8%	18 14%	12 7%	7 9%	8 5%	6 8%	23 14% k	9 7%	17 11%	12 10%	28 11%	9 6%	3 6%	32 12%
Do not trust at all	14 3%	8 4%	5 2%	3 3%	1 1%	5 7%	4 4%	3 3%	3 2%	7 8%	6 4%	-	6 4%	7 5%	4 3%	3 3%	6 2%	8 5%	-	8 3%
I am not familiar with this company	58 14%	19 10%	39 18% b	31 26% e/g	16 14% g	8 12%	3 3%	18 13%	24 13%	16 19%	21 14%	12%	19 12%	14 11%	21 14%	22 18%	31 13%	26 17%	2 4%	31 12%
Sigma	405 100%	193 100%	211 100%	119 100%	112 100%	68 100%	106 100%	136 100%	183 100%	86 100%	151 100%	74 100%	160 100%	130 100%	150 100%	124 100%	247 100%	153 100%	51 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 589

CPG02_74 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG

The Hershey Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	153	248	171	113	56	61	152	144	105	211	61	101	126	136	139	204	184	39	223
Weighted Base	375	172*	203	120	104*	65*	86*	148*	144*	83*	110	61*	180*	123*	137*	115*	213	152*	48**	250
Trust Somewhat/Very Much (Net)	292 78%	130 75%	162 80%	78 64%	81 78% d	53 82% d	80 93% De	108 73%	114 80%	69 84%	86 78%	47 77%	138 77%	103 84%	104 76%	85 74%	169 79%	116 76%	34 72%	191 77%
Trust very much	126 34%	53 31%	73 36%	31 26%	32 31%	26 40%	37 43% d	48 32%	40 28%	37 45%	43 39%	22 35%	56 31%	56 45% oP	42 31%	28 25%	81 38%	42 27%	19 40%	75 30%
Trust somewhat	166 44%	77 45%	89 44%	46 39%	49 47%	28 43%	43 50%	60 40%	74 52%	32 38%	43 39%	26 42%	83 46%	47 38%	62 45%	57 49%	88 41%	75 49%	15 32%	117 47%
Do Not Trust At All/Too Much (Net)	44 12%	23 13%	21 11%	22 18% f	14 13%	3 5%	6 7%	17 11%	22 15%	6 7%	14 13%	5 9%	22 12%	10 8%	18 13%	16 14%	19 9%	24 16%	8 17%	33 13%
Do not trust too much	24 6%	12 7%	12 6%	12 10%	7 7%	* 1%	4 5%	10 7%	12 8%	2 2%	9 8%	1 2%	12 7%	6 5%	12 9%	6 6%	10 5%	13 8%	2 4%	20 8%
Do not trust at all	21 5%	11 6%	10 5%	9 8%	6 6%	3 4%	2 2%	6 4%	10 7%	4 5%	5 5%	4 7%	10 6%	5 4%	6 5%	10 8%	9 4%	12 8%	6 13%	12 5%
I am not familiar with this company	39 10%	19 11%	20 10%	21 18% G	9 9% g	8 13% G	* *	24 16% i	8 5%	8 9%	10 9%	9 15%	19 11%	10 8%	15 11%	14 12%	25 12%	11 7%	6 12%	26 10%
Sigma	375 100%	172 100%	203 100%	120 100%	104 100%	65 100%	86 100%	148 100%	144 100%	83 100%	110 100%	61 100%	180 100%	123 100%	137 100%	115 100%	213 100%	152 100%	48 100%	250 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 590

CMP02_75 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG
 Molson Coors

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	159	243	164	116	63	59	149	161	92	223	62	95	130	138	134	210	179	32	207
Weighted Base	396	179*	218	113*	100*	91*	93*	147*	171*	78*	126	72*	174*	155*	132*	110*	214	174*	29**	230
Trust Somewhat/Very Much (Net)	180 45%	94 53% c	86 39%	47 41%	46 46%	42 46%	45 49%	72 49%	79 46%	29 37%	45 36%	35 49%	98 56% K	87 56% P	59 45% p	33 30%	90 42%	87 50%	19 66%	121 52%
Trust very much	58 15%	29 16%	29 13%	19 17% F	19 20% F	3 4%	16 17% f	29 19%	23 13%	6 8%	19 15% L	1 1%	38 22% L	26 17%	23 18% p	9 8%	28 13%	29 17%	7 26%	37 16%
Trust somewhat	122 31%	65 37%	56 26%	27 24%	26 27%	39 43% De	30 32%	44 30%	56 33%	22 28%	27 21%	34 47% K	60 34% k	61 40% P	36 27%	24 22%	61 29%	58 33%	12 41%	84 36%
Do Not Trust At All/Too Much (Net)	65 16%	40 22% C	25 11%	27 24% Eg	11 11%	20 22%	8 8%	22 15%	26 15%	17 22%	20 16%	11 16%	30 17%	16 11%	27 21% n	21 19%	34 16%	29 16%	5 16%	34 15%
Do not trust too much	36 9%	22 12%	14 7%	20 17% Eg	5 5%	6 7%	5 5%	16 11%	14 8%	7 9%	10 8%	5 7%	21 12%	5 3%	18 14% N	14 12% N	19 9%	16 9%	3 12%	25 11%
Do not trust at all	29 7%	18 10%	11 5%	7 6%	5 5%	13 15%	3 3%	6 4%	12 7%	10 13% h	11 9%	7 9%	8 5%	12 8%	10 7%	7 7%	16 7%	13 7%	1 4%	9 4%
I am not familiar with this company	152 38%	45 25%	107 49% B	40 35%	43 43%	29 32%	40 43%	54 36%	65 38%	33 42%	60 48% M	26 35%	47 27%	51 33%	45 34%	56 51% NO	90 42%	58 34%	5 18%	76 33%
Sigma	396 100%	179 100%	218 100%	113 100%	100 100%	91 100%	93 100%	147 100%	171 100%	78 100%	126 100%	72 100%	174 100%	155 100%	132 100%	110 100%	214 100%	174 100%	29 100%	230 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 591

CMP02_76 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG
 Campbell's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	150	257	184	101	67	55	136	170	101	227	57	99	122	152	133	195	200	32	221
Weighted Base	389	174*	216	135	92*	96*	67**	116*	180*	93*	121	68*	175*	112*	167*	110*	215	167*	40**	237
Trust Somewhat/Very Much (Net)	281 72%	119 69%	161 75%	85 63%	68 74%	67 70%	61 91%	87 75%	129 71%	65 70%	89 73%	51 76%	132 76%	80 72%	122 73%	78 71%	163 76%	116 69%	31 78%	174 74%
Trust very much	119 30%	55 31%	64 30%	43 32%	23 25%	25 26%	28 42%	44 38%	50 28%	25 27%	42 35%	31 46% M	44 25%	40 35% P	62 37% P	18 16%	69 32%	49 29%	19 48%	79 33%
Trust somewhat	162 42%	65 37%	97 45%	42 31%	45 49% D	43 44%	33 49%	43 37%	79 44%	40 43%	47 38%	20 30%	88 51% I	41 37%	60 36%	61 55% NO	94 44%	68 40%	12 30%	95 40%
Do Not Trust At All/Too Much (Net)	68 17%	37 21%	31 14%	32 24% I	16 18%	15 16%	4 7%	17 15%	39 22%	12 12%	19 16%	13 20%	30 17%	16 14%	34 21%	18 16%	31 14%	35 21%	5 11%	42 18%
Do not trust too much	45 12%	24 14%	21 10%	24 18% I	11 12%	6 7%	3 4%	13 11%	28 16% J	3 4%	9 8%	6 8%	26 15%	9 8%	25 15%	11 10%	24 11%	19 12%	2 5%	34 14%
Do not trust at all	23 6%	13 7%	10 5%	8 6%	5 5%	9 9%	1 2%	4 3%	11 6%	8 9%	10 8% m	8 11% M	4 2%	7 6%	9 5%	7 6%	7 3%	16 9% q	2 6%	8 3%
I am not familiar with this company	41 10%	17 10%	23 11%	18 13%	8 8%	13 14%	2 3%	12 10%	12 7%	16 18% i	13 11%	3 5%	13 7%	15 14%	10 6%	15 13%	22 10%	16 10%	4 11%	21 9%
Sigma	389 100%	174 100%	216 100%	135 100%	92 100%	96 100%	67 100%	116 100%	180 100%	93 100%	121 100%	68 100%	175 100%	112 100%	167 100%	110 100%	215 100%	167 100%	40 100%	237 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 592

CMP02_77 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG
 Nestle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	160	241	174	114	61	52	144	160	97	219	52	106	120	142	139	222	169	46	227
Weighted Base	416	198*	218	133*	108*	98*	77**	137*	184*	95*	117	67*	215*	139*	157*	121*	265	146*	71*	275
Trust Somewhat/Very Much (Net)	319 77%	150 76%	169 77%	99 74%	81 76%	78 79%	61 79%	113 82% j	143 78%	63 66%	89 76%	54 81%	163 76%	105 76%	122 78%	92 76%	197 74%	117 80%	68 95% T	214 78%
Trust very much	127 30%	62 31%	64 30%	43 32%	41 38%	26 26%	17 22%	53 39% j	56 31%	17 18%	36 31%	19 29%	68 32%	37 27%	58 37%	32 26%	92 35%	35 24%	37 51% T	89 32%
Trust somewhat	192 46%	88 44%	104 48%	56 42%	40 37%	52 53%	44 57%	60 43%	87 47%	46 48%	53 45%	35 52%	95 44%	68 49%	64 41%	60 50%	105 40%	82 56% Q	31 44%	126 46%
Do Not Trust At All/Too Much (Net)	65 16%	33 17%	32 15%	19 15%	16 15%	15 15%	15 19%	16 11%	28 15%	21 22%	19 16%	9 13%	36 17%	24 18%	25 16%	16 13%	44 17%	21 14%	3 4%	40 15% S
Do not trust too much	49 12%	22 11%	26 12%	13 10%	13 12%	8 8%	14 19%	10 7%	26 14%	13 14%	12 10%	9 13%	28 13%	18 13%	21 13%	10 8%	34 13%	15 10%	* *	28 10% S
Do not trust at all	16 4%	10 5%	6 3%	6 5%	2 2%	7 7%	* 1%	6 4%	3 1%	8 9%	7 6%	* *	8 4%	7 5%	4 2%	6 5%	10 4%	6 4%	3 4%	12 4%
I am not familiar with this company	32 8%	15 8%	17 8%	15 11%	11 10%	6 6%	1 2%	9 6%	12 7%	11 11%	10 8%	4 6%	16 7%	9 6%	10 6%	13 11%	24 9%	8 5%	1 1%	20 7% S
Sigma	416 100%	198 100%	218 100%	133 100%	108 100%	98 100%	77 100%	137 100%	184 100%	95 100%	117 100%	67 100%	215 100%	139 100%	157 100%	121 100%	265 100%	146 100%	71 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 593

CMP02_78 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG

The Kraft Heinz Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	146	262	183	96	74	55	122	176	110	218	53	101	120	131	157	198	198	31	214
Weighted Base	393	171*	222	122	90*	106*	75*	110*	191*	91*	124	62*	171*	120*	134*	138*	191*	190*	42**	223
Trust Somewhat/Very Much (Net)	277 71%	116 68%	161 73%	71 58%	68 76% D	71 67%	68 90% DF	84 76%	125 65%	68 75%	84 68%	50 80%	126 74%	97 81% O	86 64%	94 68%	140 73%	130 69%	30 72%	160 72%
Trust very much	104 27%	44 26%	60 27%	31 25%	25 28%	23 21%	26 35%	34 31%	50 26%	21 23%	41 33%	22 36%	38 22%	37 31%	41 30%	27 19%	58 30%	45 24%	10 23%	56 25%
Trust somewhat	173 44%	71 42%	101 46%	40 33%	43 48% d	48 45%	42 55% D	50 45%	75 39%	47 52%	44 35%	27 44%	88 52% K	60 50% o	45 34%	67 49% o	82 43%	86 45%	20 49%	104 47%
Do Not Trust At All/Too Much (Net)	59 15%	25 15%	34 15%	30 25% EG	10 11%	16 15%	3 4%	11 10%	39 20% h	10 11%	19 15%	8 12%	24 14%	12 10%	27 20% n	20 14%	19 10%	38 20% Q	7 17%	37 16%
Do not trust too much	37 9%	16 9%	21 10%	22 18% IG	7 8%	8 7%	* 4%	6 5%	26 13%	6 6%	11 9%	3 5%	19 11%	6 5%	18 14% n	13 10%	13 7%	24 13%	5 11%	30 14%
Do not trust at all	22 6%	10 6%	12 6%	8 7%	2 3%	8 8%	3 4%	5 4%	13 7%	4 4%	8 6%	4 7%	5 3%	6 5%	9 7%	6 5%	6 3%	14 8%	2 6%	6 3%
I am not familiar with this company	57 14%	30 17%	27 12%	21 17% g	12 14%	19 18%	4 6%	15 14%	28 15%	13 15%	20 16%	5 8%	20 12%	12 10%	21 16%	24 17%	33 17%	21 11%	4 10%	26 12%
Sigma	393 100%	171 100%	222 100%	122 100%	90 100%	106 100%	75 100%	110 100%	191 100%	91 100%	124 100%	62 100%	171 100%	120 100%	134 100%	138 100%	191 100%	190 100%	42 100%	223 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 594

CMP02_79 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

CPG

The Walt Disney Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	164	247	168	107	70	66	132	177	102	226	51	104	119	151	141	193	206	24	220
Weighted Base	429	226*	203	128*	102*	103*	97*	121*	208*	100*	128	63*	205*	136*	159*	134*	222*	197*	32**	266
Trust Somewhat/Very Much (Net)	321 75%	164 73%	157 78%	91 71%	82 81%	68 66%	81 84% f	85 70%	169 81% hj	68 68%	94 73%	46 73%	160 78%	100 74%	128 80%	94 70%	177 80%	142 72%	25 78%	209 78%
Trust very much	134 31%	64 29%	70 34%	46 36%	40 40%	25 24%	23 24%	48 39% i	54 26%	32 32%	49 38%	20 31%	62 30%	41 30%	67 42% p	27 20%	86 39% R	47 24%	18 57%	95 36%
Trust somewhat	187 44%	100 44%	88 43%	45 35%	42 41%	43 42%	58 60% De	37 31%	115 55% HJ	35 36%	46 36%	27 42%	99 48% k	59 44%	61 38%	67 50%	91 41%	95 48%	7 21%	114 43%
Do Not Trust At All/Too Much (Net)	86 20%	57 25% c	29 14%	32 25%	14 14%	26 25%	13 13%	30 25% i	30 15%	25 26%	27 21%	12 20%	41 20%	34 25%	23 15%	29 21%	39 17%	43 22%	7 22%	49 19%
Do not trust too much	51 12%	30 13%	21 10%	24 19% e	9 8%	9 8%	10 10%	21 18%	22 10%	8 8%	16 12%	4 6%	27 13%	17 13%	16 10%	18 14%	19 9%	31 16%	5 15%	36 14%
Do not trust at all	35 8%	26 12% c	8 4%	8 6%	6 6%	17 17% dg	3 3%	9 7%	8 4%	17 17% i	11 9%	9 14%	14 7%	17 12% o	7 5%	11 8%	20 9%	12 6%	2 6%	13 5%
I am not familiar with this company	21 5%	5 2%	16 8% b	5 4%	5 5%	9 9%	2 3%	6 5%	8 4%	7 7%	7 6%	5 7%	4 2%	2 1%	8 5%	11 8% n	7 3%	12 6%	-	8 3%
Sigma	429 100%	226 100%	203 100%	128 100%	102 100%	103 100%	97 100%	121 100%	208 100%	100 100%	128 100%	63 100%	205 100%	136 100%	159 100%	134 100%	222 100%	197 100%	32 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 595

CMP02_80 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Other
 Uber

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	156	250	160	110	72	64	140	171	95	223	51	107	111	160	135	229	166	46	223
Weighted Base	429	198*	231	122*	117*	103*	86*	129*	209*	90*	139	65*	199*	117*	183*	128*	252	164*	63**	280
Trust Somewhat/Very Much (Net)	233 54%	107 54%	126 55%	72 59% G	76 65% G	51 50%	33 39%	84 65% J	123 59% J	26 29%	69 49%	30 47%	127 64% Kl	67 57%	106 58%	60 47%	153 60% r	78 47%	46 73%	172 61%
Trust very much	91 21%	55 28% C	37 16%	28 23%	35 30% I	15 15%	13 15%	40 31% J	45 21% J	7 7%	30 22%	13 20%	46 23%	30 26%	41 23%	20 15%	62 25%	29 17%	24 38%	76 27%
Trust somewhat	142 33%	52 26%	89 39% b	44 36%	41 35%	36 35%	21 24%	44 34%	78 37% j	20 22%	38 28%	17 27%	80 40% k	37 32%	65 35%	40 31%	90 36%	49 30%	22 35%	95 34%
Do Not Trust At All/Too Much (Net)	146 34%	74 37%	72 31%	39 32%	34 29%	35 34%	38 44%	34 27%	72 34%	40 44% h	53 38%	26 40%	56 28%	37 31%	52 28%	58 45% O	73 29%	64 39%	16 25%	93 33%
Do not trust too much	87 20%	43 22%	44 19%	23 19%	17 15%	18 17%	29 34% dE	18 14%	46 22%	23 25%	31 22%	13 20%	37 19%	19 16%	33 18%	35 28%	47 19%	33 20%	8 12%	64 23%
Do not trust at all	60 14%	31 16%	28 12%	16 13%	17 15%	17 17%	9 10%	16 13%	26 12%	17 19%	22 16%	14 21%	19 10%	18 15%	19 11%	22 17%	26 10%	32 19% q	8 13%	29 11%
I am not familiar with this company	49 11%	17 9%	32 14%	11 9%	7 6%	16 16%	15 17% e	11 9%	14 7%	24 26% Hl	17 12%	8 13%	16 8%	13 11%	25 14%	11 9%	27 11%	22 13%	1 2%	15 5%
Sigma	429 100%	198 100%	231 100%	122 100%	117 100%	103 100%	86 100%	129 100%	209 100%	90 100%	139 100%	65 100%	199 100%	117 100%	183 100%	128 100%	252 100%	164 100%	63 100%	280 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 596

CMP02_81 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Other
 Lyft

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	136	272	181	104	75	48	128	188	92	206	50	124	117	146	145	190	201	32	229
Weighted Base	408	158*	249	134	92*	118*	64**	130*	195*	82*	109	58*	218*	120*	163*	124*	213	179*	40**	258
Trust Somewhat/Very Much (Net)	227 56%	93 59%	134 54%	79 59%	52 56%	70 59%	26 42%	70 54%	121 62% j	36 44%	53 49%	35 60%	128 59%	82 68% P	91 55%	55 44%	123 58%	98 55%	31 77%	154 60%
Trust very much	83 20%	37 24%	46 18%	30 23%	24 26%	24 20%	5 8%	27 20%	35 18%	22 26%	19 18%	7 13%	54 25%	33 28%	28 17%	22 18%	55 26% r	27 15%	19 47%	69 27%
Trust somewhat	144 35%	56 35%	88 35%	49 36%	28 30%	46 39%	21 34%	44 33% j	85 44% J	15 18%	34 31%	28 47%	74 34%	49 40% P	62 38%	33 27%	68 32%	71 40%	12 30%	86 33%
Do Not Trust At All/Too Much (Net)	125 31%	53 34%	72 29%	39 29%	26 28%	33 28%	28 43%	45 34%	49 25%	32 38%	39 35%	15 26%	63 29%	24 20%	49 30%	51 41% N	60 28%	62 35%	9 23%	80 31%
Do not trust too much	86 21%	35 22%	50 20%	28 21%	12 13%	25 21%	21 33%	30 23%	33 17%	23 28%	22 20%	10 16%	50 23%	9 8%	37 23% N	39 32% N	42 20%	42 24%	5 13%	60 23%
Do not trust at all	39 10%	18 11%	22 9%	11 8%	14 15%	8 6%	6 10%	14 11%	16 8%	9 11%	17 15% M	6 10%	13 6%	15 12%	12 8%	12 10%	18 8%	20 11%	4 10%	20 8%
I am not familiar with this company	56 14%	12 8%	44 17% B	16 12%	15 16%	15 13%	10 15%	15 12%	26 13%	14 18%	17 16%	8 14%	26 12%	14 12%	23 14%	18 15%	30 14%	19 11%	-	24 9%
Sigma	408 100%	158 100%	249 100%	134 100%	92 100%	118 100%	64 100%	130 100%	195 100%	82 100%	109 100%	58 100%	218 100%	120 100%	163 100%	124 100%	213 100%	179 100%	40 100%	258 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 597

CMP02_82 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Other
 Purell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	156	245	159	107	68	67	128	175	98	231	63	89	125	141	135	220	169	36	226
Weighted Base	381	191*	191	108*	94*	89*	90*	134*	165*	82*	139	80*	148*	132*	134*	115*	229	138*	45**	229
Trust Somewhat/Very Much (Net)	302 79%	143 75%	159 83%	80 74%	75 79%	72 81%	76 84%	102 76%	130 78%	71 86%	107 77%	64 80%	120 81%	108 82%	112 83% p	82 71%	193 84% r	102 74%	41 92%	191 83%
Trust very much	171 45%	79 41%	92 48%	46 43%	38 40%	34 38%	53 59% ef	48 36%	81 49%	41 50%	51 37%	45 56% K	68 46%	72 54% P	60 45%	39 34%	111 48%	58 42%	27 60%	120 52%
Trust somewhat	131 34%	65 34%	67 35%	34 31%	37 39%	38 43%	22 25%	54 40%	48 29%	30 36%	56 40% l	19 24%	52 35%	37 28%	52 39%	43 37%	82 36%	44 32%	14 31%	71 31%
Do Not Trust At All/Too Much (Net)	47 12%	32 17% C	15 8%	15 14% g	14 14% g	14 16% g	3 4%	18 13%	22 13%	7 8%	17 12%	7 8%	21 14%	11 8%	14 11%	22 19% n	24 11%	21 15%	3 6%	24 10%
Do not trust too much	29 8%	21 11% c	8 4%	10 9%	9 10%	9 10%	2 2%	12 9%	13 8%	4 5%	7 5%	6 8%	16 11%	6 5%	8 6%	15 13%	20 9%	9 6%	* 1%	15 6%
Do not trust at all	18 5%	11 6%	6 3%	6 5%	4 5%	6 6%	2 2%	6 5%	9 5%	3 3%	10 7% l	* 7%	6 4%	4 3%	6 5%	7 6%	4 2%	12 9% Q	2 5%	9 4%
I am not familiar with this company	32 8%	15 8%	17 9%	13 12% i	6 7%	2 3%	11 12%	14 10%	13 8%	5 6%	15 11%	9 11%	6 4%	13 10%	8 6%	11 10%	13 5%	15 11%	1 2%	15 6%
Sigma	381 100%	191 100%	191 100%	108 100%	94 100%	89 100%	90 100%	134 100%	165 100%	82 100%	139 100%	80 100%	148 100%	132 100%	134 100%	115 100%	229 100%	138 100%	45 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 598

CMP02_83 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Other
 Instacart

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	416	159	257	168	125	60	63	139	170	107	203	60	133	132	146	138	218	188	43	223
Weighted Base	447	190*	257	123	114*	113*	96*	149*	199*	99*	111	75*	239*	143*	155*	149*	255	178*	52*	270
Trust Somewhat/Very Much (Net)	229 51%	91 48%	137 53%	67 54%	71 62% fg	50 44%	41 42%	96 65% IJ	93 47%	39 40%	50 45%	39 52%	134 56%	83 58%	78 50%	68 45%	143 56%	82 46%	38 74% T	149 55%
Trust very much	85 19%	42 22%	43 17%	25 20%	32 28% G	18 16%	10 10%	40 27% ij	31 16%	13 13%	20 18%	15 20%	46 19%	38 26% p	26 17%	21 14%	54 21%	28 16%	22 42% T	59 22%
Trust somewhat	144 32%	50 26%	94 37%	42 34%	38 33%	32 28%	31 32%	55 37%	62 31%	26 26%	30 27%	24 32%	88 37%	46 32%	52 33%	46 31%	89 35%	53 30%	16 31%	90 33%
Do Not Trust At All/Too Much (Net)	95 21%	66 35% C	29 11%	21 17%	21 18%	33 29%	20 21%	18 12%	51 26% H	26 26% H	22 20%	20 27%	46 19%	20 14%	34 22%	41 27% n	41 16%	45 25%	5 9%	48 18%
Do not trust too much	55 12%	35 18% C	20 8%	14 11%	12 10%	18 15%	12 13%	12 8%	26 13%	17 17%	11 10%	11 15%	26 11%	7 5%	26 18% N	22 15% n	27 11%	22 12%	4 8%	33 12%
Do not trust at all	40 9%	31 16% C	9 3%	8 6%	9 8%	15 13%	8 8%	5 4%	25 13% H	10 10%	11 10%	9 12%	19 8%	13 9%	9 6%	19 13%	14 5%	23 13% q	* 1%	15 6%
I am not familiar with this company	123 28%	32 17%	91 35% B	35 28%	23 20%	30 27%	35 36% e	35 24%	55 27%	34 34%	39 35%	16 21%	59 25%	40 28%	43 28%	41 27%	71 28%	52 29%	9 18%	73 27%
Sigma	447 100%	190 100%	257 100%	123 100%	114 100%	113 100%	96 100%	149 100%	199 100%	99 100%	111 100%	75 100%	239 100%	143 100%	155 100%	149 100%	255 100%	178 100%	52 100%	270 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 599

CMP02_84 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Other
 Peloton

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	163	242	171	122	62	50	140	172	93	205	58	122	119	141	145	220	169	40	228
Weighted Base	430	220*	210	128	126*	87*	89**	148*	204*	78*	120*	71*	214*	131*	166*	133*	267	153*	52**	280
Trust Somewhat/Very Much (Net)	202 47%	118 53% c	85 40%	51 40%	73 58% D	36 42%	42 47%	78 53%	93 45%	31 40%	51 42%	31 43%	114 53%	66 51%	76 46%	60 45%	133 50%	65 42%	37 71%	149 53%
Trust very much	54 13%	41 19% C	13 6%	13 10%	30 24% DF	5 7%	6 7%	32 22% IJ	19 10%	3 4%	20 17% I	4 6%	30 14%	26 20% P	19 11%	10 7%	37 14%	17 11%	18 35%	42 15%
Trust somewhat	148 34%	76 35%	72 34%	38 30%	43 34%	32 37%	35 40%	46 31%	73 36%	28 37%	31 26%	27 38%	84 39% k	41 31%	57 34%	50 38%	96 36%	48 31%	19 36%	107 38%
Do Not Trust At All/Too Much (Net)	84 20%	48 22%	36 17%	27 21%	25 20%	22 25%	10 11%	29 20%	36 18%	19 24%	19 15%	14 19%	49 23%	32 25%	33 20%	19 14%	50 19%	31 20%	7 14%	55 19%
Do not trust too much	65 15%	42 19%	23 11%	20 16%	22 18%	15 18%	8 9%	25 17%	31 15%	10 12%	10 8%	8 12%	47 22% K	27 21% p	27 16%	11 9%	41 15%	22 14%	5 10%	49 18%
Do not trust at all	19 4%	6 3%	12 6%	7 5%	3 2%	7 8%	2 3%	4 3%	5 3%	9 12% hi	9 7% M	5 7% m	2 1%	5 4%	6 4%	7 6%	8 3%	9 6%	2 4%	6 2%
I am not familiar with this company	144 33%	55 25%	89 42% B	50 39% E	28 22%	28 33%	37 42%	41 27%	76 37%	27 35%	51 42% M	27 37%	51 24%	32 25%	57 34%	54 41% n	84 32%	58 38%	8 15%	76 27%
Sigma	430 100%	220 100%	210 100%	128 100%	126 100%	87 100%	89 100%	148 100%	204 100%	78 100%	120 100%	71 100%	214 100%	131 100%	166 100%	133 100%	267 100%	153 100%	52 100%	280 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 600

CMP02_85 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Other
 WeWork

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	156	247	155	133	65	50	141	176	86	226	46	114	129	132	142	207	187	36	213
Weighted Base	388	183*	205	113*	121*	88*	66**	129*	187*	72*	118	47*	208*	125*	141*	122*	211	167*	47**	232
Trust Somewhat/Very Much (Net)	126 33%	82 45% C	45 22%	40 35%	54 44% F	18 21%	15 22%	74 58% J	36 19%	17 23%	22 19%	9 18%	90 43% KL	41 33%	51 36%	35 28%	88 42% R	35 21%	32 68%	96 41%
Trust very much	40 10%	29 16% C	10 5%	14 12% F	26 21% F	-	-	30 24% J	7 4%	2 3%	8 7%	4 8%	25 12%	18 15%	11 8%	10 8%	29 14% r	9 5%	20 42%	35 15%
Trust somewhat	87 22%	52 29% c	35 17%	26 23%	28 23%	18 21%	15 22%	44 34% I	29 15%	14 20%	14 12%	5 10%	66 31% KL	23 18%	40 28%	24 20%	58 28% r	26 16%	12 26%	61 26%
Do Not Trust At All/Too Much (Net)	53 14%	33 18% c	20 10%	11 10%	17 14%	15 17%	9 13%	14 11%	29 15%	10 13%	20 17%	7 15%	24 12%	16 13%	17 12%	19 15%	27 13%	24 14%	4 9%	20 9%
Do not trust too much	23 6%	13 7%	10 5%	5 5%	9 7%	7 8%	2 3%	9 7%	8 4%	7 9%	10 8%	1 3%	12 6%	11 9%	7 5%	5 4%	16 8%	6 4%	1 2%	12 5%
Do not trust at all	29 8%	20 11% c	9 4%	6 5%	8 7%	8 9%	7 11%	6 4%	21 11%	3 4%	11 9%	6 12%	12 6%	5 4%	11 7%	13 11%	11 5%	18 11%	3 7%	8 3%
I am not familiar with this company	209 54%	68 37%	141 69% B	61 55% e	50 41%	55 62% e	42 64%	40 31%	123 66% H	45 63% H	76 64% M	32 67% M	94 45%	67 54%	73 52%	68 56%	96 46%	108 65% Q	11 22%	116 50%
Sigma	388 100%	183 100%	205 100%	113 100%	121 100%	88 100%	66 100%	129 100%	187 100%	72 100%	118 100%	47 100%	208 100%	125 100%	141 100%	122 100%	211 100%	167 100%	47 100%	232 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 601

CMP02_89 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Travel/Hospitality
 Marriott

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	162	242	153	103	78	70	148	167	89	214	62	109	135	133	136	218	168	43	214
Weighted Base	426	218*	208	124*	104*	106*	92*	151*	195*	80*	138	82*	190*	145*	144*	136*	245	168*	57**	244
Trust Somewhat/Very Much (Net)	293 69%	154 70%	139 67%	72 58%	79 75% D	75 70%	68 74%	102 68%	141 72%	50 62%	84 61%	64 79% K	137 72%	113 78% P	96 67%	83 61%	185 76% R	100 60%	50 87%	186 76%
Trust very much	110 26%	61 28%	49 23%	26 21%	31 30%	26 24%	27 29%	47 31%	44 22%	19 24%	33 24%	24 30%	49 26%	47 32% P	41 29% p	21 16%	79 32% R	30 18%	23 40%	86 35%
Trust somewhat	183 43%	93 43%	90 43%	46 37%	48 46%	49 46%	41 44%	55 37%	97 50% h	31 38%	51 37%	40 49%	87 46%	66 45%	55 38%	62 45%	106 43%	70 42%	27 47%	100 41%
Do Not Trust At All/Too Much (Net)	81 19%	39 18%	41 20%	26 21%	15 15%	24 23%	15 16%	29 19%	34 17%	18 23%	26 19%	10 12%	37 20%	14 10%	33 23% N	33 24% N	35 14%	45 27% Q	5 9%	34 14%
Do not trust too much	60 14%	29 13%	31 15%	20 16%	9 9%	18 17%	12 13%	19 13%	28 14%	13 16%	18 13%	8 10%	29 15%	8 5%	27 19% N	24 18% N	27 11%	32 19%	2 3%	25 10%
Do not trust at all	21 5%	10 5%	10 5%	6 5%	6 6%	6 6%	3 3%	9 6%	6 3%	6 7%	8 6%	2 2%	8 4%	7 5%	5 4%	9 7%	8 3%	13 8%	3 5%	9 4%
I am not familiar with this company	53 12%	25 11%	28 13%	25 20% eF	10 10%	8 7%	9 10%	20 14%	20 10%	12 15%	28 21% IM	7 9%	16 8%	18 12%	15 11%	20 15%	25 10%	23 14%	3 5%	24 10%
Sigma	426 100%	218 100%	208 100%	124 100%	104 100%	106 100%	92 100%	151 100%	195 100%	80 100%	138 100%	82 100%	190 100%	145 100%	144 100%	136 100%	245 100%	168 100%	57 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 602

CMPO2_90 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Travel/Hospitality
 Airbnb

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	407	159	248	173	115	70	49	148	158	101	220	56	105	117	147	143	217	175	39	220
Weighted Base	426	192*	234	126*	97*	122*	80**	135*	184*	107*	131	68*	203*	117*	171*	137*	240	173*	52**	267
Trust Somewhat/Very Much (Net)	197 46%	92 48%	105 45%	68 54%	54 56%	49 40%	26 32%	72 53% J	88 48%	36 34%	55 42%	28 41%	109 54%	51 43%	99 58% P	47 34%	124 52%	69 40%	28 54%	135 50%
Trust very much	67 16%	42 22% C	25 10%	28 22% F	21 21% F	8 6%	11 13%	27 20%	29 16%	11 10%	19 14%	7 10%	40 20%	25 22%	26 15%	15 11%	45 19%	20 12%	13 25%	56 21%
Trust somewhat	130 31%	50 26%	80 34%	40 32%	34 35%	41 33%	15 19%	45 34%	59 32%	25 24%	37 28%	21 31%	70 34%	25 22%	73 43% NP	31 23%	80 33%	48 28%	15 29%	78 29%
Do Not Trust At All/Too Much (Net)	143 34%	74 39%	69 30%	36 28%	26 27%	45 37%	36 45%	44 33%	59 32%	40 37%	45 35%	22 32%	70 34%	32 28%	54 31%	58 42%	71 30%	68 39%	16 31%	91 34%
Do not trust too much	81 19%	35 18%	46 20%	24 19%	19 20%	27 22%	11 13%	26 19%	34 19%	21 19%	26 20%	5 7%	44 22% I	14 12%	35 21%	31 23%	38 16%	40 23%	7 13%	53 20%
Do not trust at all	63 15% C	40 21%	23 10%	12 10%	7 7%	18 14%	26 32%	18 13%	25 14%	19 18%	20 15%	17 25%	26 13%	18 16%	18 11%	26 19%	33 14%	28 16%	9 18%	39 14%
I am not familiar with this company	86 20%	26 13%	60 26% B	23 18%	16 17%	28 23%	18 23%	19 14%	36 20%	31 28% h	30 23% M	18 27% m	23 12%	34 29% O	18 11%	33 24% O	45 19%	36 21%	7 14%	41 15%
Sigma	426 100%	192 100%	234 100%	126 100%	97 100%	122 100%	80 100%	135 100%	184 100%	107 100%	131 100%	68 100%	203 100%	117 100%	171 100%	137 100%	240 100%	173 100%	52 100%	267 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 603

CMPO2_91 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Travel/Hospitality
 Hilton Hotels

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	155	255	156	113	77	64	132	165	113	217	58	114	121	141	148	214	184	35	225
Weighted Base	449	208*	241	131*	106*	116*	96*	142*	188*	119*	137	79*	210*	133*	161*	156*	242	192*	52**	277
Trust Somewhat/Very Much (Net)	321 71%	145 69%	176 73%	93 71%	76 72%	81 70%	70 73%	106 75%	142 75% j	73 61%	87 64%	62 78%	154 73%	101 76%	114 71%	106 68%	175 72%	135 70%	51 99%	212 77%
Trust very much	108 24%	60 29%	49 20%	42 32%	23 22%	26 23%	17 18%	41 29%	43 23%	24 20%	21 16%	20 25%	54 26% k	32 24%	42 26%	35 22%	72 30% R	30 16%	28 53%	80 29%
Trust somewhat	212 47%	85 41%	128 53% b	52 39%	53 50%	55 47%	53 55%	65 46%	99 53%	48 41%	66 48%	42 53%	100 48%	69 52%	72 45%	71 46%	104 43%	105 55% q	24 45%	132 48%
Do Not Trust At All/Too Much (Net)	90 20%	47 23%	43 18%	24 18%	21 19%	31 27%	15 16%	22 16%	33 18%	35 30% h	31 23%	13 16%	43 21%	14 10%	41 25% N	36 23% n	50 21%	40 21%	1 1%	49 18%
Do not trust too much	64 14%	34 16%	30 12%	17 13%	14 13%	18 16%	14 15%	13 9%	26 14%	24 20% h	16 12%	12 15%	33 16%	6 4%	31 19% N	27 17% N	36 15%	27 14%	1 1%	33 12%
Do not trust at all	27 6%	13 6%	14 6%	7 5%	6 6%	12 11% g	1 1%	9 6%	7 4%	11 9%	15 11% L	* 1%	11 5%	8 6%	10 6%	9 6%	13 5%	14 7%	-	16 6%
I am not familiar with this company	38 8%	17 8%	21 9%	14 11%	9 9%	4 3%	11 11%	13 9%	13 7%	11 9%	19 14% m	4 6%	12 6%	18 14% O	6 4%	14 9%	17 7%	17 9%	-	16 6%
Sigma	449 100%	208 100%	241 100%	131 100%	106 100%	116 100%	96 100%	142 100%	188 100%	119 100%	137 100%	79 100%	210 100%	133 100%	161 100%	156 100%	242 100%	192 100%	52 100%	277 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 604

CMP02_92 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Travel/Hospitality
 Expedia

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	415	145	270	173	107	73	62	144	173	98	210	62	118	122	149	144	214	188	31	227
Weighted Base	397	167*	231	125	92*	96*	84*	134*	182*	81*	110	67*	184*	113*	149*	135*	231	150	35**	239
Trust Somewhat/Very Much (Net)	259 65%	111 67%	147 64%	66 53%	64 70% D	71 73% D	57 68%	86 64%	122 67%	51 63%	64 58%	41 61%	133 73% K	77 68%	102 69%	80 59%	157 68%	90 60%	28 80%	176 74%
Trust very much	103 26%	54 32% c	49 21%	30 24%	27 30%	20 21%	25 29%	44 33%	42 23%	16 20%	25 22%	21 32%	54 30%	19 17%	46 31% N	38 28%	73 32% R	27 18%	17 48%	81 34%
Trust somewhat	156 39%	57 35%	98 43%	36 29%	37 40%	51 52% D	33 39%	41 31%	80 44% h	35 43%	39 36%	20 29%	79 43%	58 51% P	57 38%	42 31%	84 37%	62 42%	11 32%	95 40%
Do Not Trust At All/Too Much (Net)	81 20%	40 24%	41 18%	30 24%	13 14%	15 15%	24 28%	27 20%	35 19%	19 23%	28 25%	18 26%	31 17%	18 16%	31 21%	32 23%	43 18%	35 24%	5 15%	38 16%
Do not trust too much	55 14%	24 15%	30 13%	20 16%	7 8%	8 9%	19 22% e	18 13%	20 11%	17 21%	16 15%	12 17%	25 14%	15 13%	23 15%	17 12%	31 13%	24 16%	3 9%	27 11%
Do not trust at all	27 7%	16 9%	11 5%	10 8%	5 6%	6 7%	5 6%	9 7%	15 8%	2 3%	12 11% M	6 9%	6 3%	3 3%	9 6%	15 11% n	12 5%	12 8%	2 6%	11 4%
I am not familiar with this company	57 14%	15 9%	42 18% b	28 23% G	15 16% G	11 11% g	3 4%	21 16%	25 14%	11 14%	19 17%	13 13%	19 11%	18 16%	15 10%	24 18%	31 13%	25 17%	2 5%	25 10%
Sigma	397 100%	167 100%	231 100%	125 100%	92 100%	96 100%	84 100%	134 100%	182 100%	81 100%	110 100%	67 100%	184 100%	113 100%	149 100%	135 100%	231 100%	150 100%	35 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 605

CMP02_93 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Travel/Hospitality
 TripAdvisor

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	419	159	260	171	116	74	58	131	182	106	227	65	104	122	142	155	221	187	45	225
Weighted Base	420	193*	228	134*	107*	114*	66**	123*	210*	88*	132	77*	189*	115*	153*	152*	227	186*	47*	263
Trust Somewhat/Very Much (Net)	277 66%	137 71%	140 62%	80 59%	71 67%	86 76% d	40 61%	83 68%	143 68%	51 58%	76 57%	47 61%	144 76% KI	83 72% P	113 74% P	81 53%	165 73% R	108 58%	33 71%	194 74%
Trust very much	107 25%	57 29%	50 22%	40 29%	30 28%	24 21%	13 20%	38 31%	48 23%	21 24%	31 24%	15 20%	59 31%	35 30%	41 27%	31 20%	67 29%	40 21%	20 42%	87 33%
Trust somewhat	170 40%	80 42%	90 39%	40 30%	41 38%	62 55% De	27 41%	45 37%	95 45%	30 34%	44 34%	32 41%	85 45%	48 42%	72 47% p	50 33%	98 43%	68 37%	13 28%	107 41%
Do Not Trust At All/Too Much (Net)	90 21%	41 21%	49 21%	36 27% f	24 23%	16 14%	14 22%	29 24%	49 23%	13 14%	31 23%	19 25%	36 19%	19 17%	29 19%	41 27%	41 18%	49 26%	12 27%	53 20%
Do not trust too much	52 12%	25 13%	27 12%	22 17%	15 14%	10 9%	4 7%	16 13%	27 13%	9 11%	19 14%	14 18%	17 9%	7 6%	19 13%	25 16% n	25 11%	27 14%	4 9%	34 13%
Do not trust at all	38 9%	17 9%	21 9%	14 10%	9 9%	6 5%	10 15%	13 11%	22 10%	3 4%	12 9%	5 7%	19 10%	12 11%	10 7%	16 11%	16 7%	22 12%	8 18% t	19 7%
I am not familiar with this company	53 13%	14 7%	39 17% B	19 14%	12 11%	11 10%	11 17%	10 8%	18 9%	24 28% HI	26 19% M	11 14% m	9 5%	13 11%	11 7%	30 20% O	21 9%	30 16%	1 3%	16 6%
Sigma	420 100%	193 100%	228 100%	134 100%	107 100%	114 100%	66 100%	123 100%	210 100%	88 100%	132 100%	77 100%	189 100%	115 100%	153 100%	152 100%	227 100%	186 100%	47 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 606

CMP02_94 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Energy
 ExxonMobil

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	396	146	250	172	104	57	63	141	164	91	199	55	116	111	142	143	206	176	37	222
Weighted Base	391	185*	206	141*	90*	76*	84*	144*	168*	78*	117*	61*	188*	104*	159*	127*	223	154*	44**	243
Trust Somewhat/Very Much (Net)	223 57%	116 62%	108 52%	74 52%	61 68% Df	37 48%	52 62%	98 68% IJ	88 52%	37 47%	67 57%	38 62%	108 58%	71 68% P	94 59%	58 46%	146 65% R	74 48%	30 67%	155 64%
Trust very much	79 20%	41 22%	38 18%	25 18%	25 28% F	6 9%	22 26% f	47 32% I	17 10%	15 19%	29 25%	10 16%	33 18%	29 28% p	31 19%	19 15%	54 24% r	22 14%	18 40%	59 24%
Trust somewhat	144 37%	75 40%	70 34%	49 35%	36 40%	30 39%	30 35%	51 36%	71 42%	22 28%	38 32%	28 46%	75 40%	42 40%	63 40%	39 31%	92 41%	52 34%	12 26%	96 39%
Do Not Trust At All/Too Much (Net)	118 30%	59 32%	59 29%	38 27%	20 22%	29 38%	31 37%	38 26%	59 35%	21 27%	39 33%	15 24%	57 30%	26 25%	45 28%	48 38%	56 25%	56 36% q	13 28%	64 27%
Do not trust too much	77 20%	33 18%	45 22%	24 17%	7 8%	20 27% E	25 30% E	22 15%	40 24%	15 19%	21 18%	14 22%	38 20%	15 14%	29 18%	33 26%	35 16%	40 26% q	9 19%	42 17%
Do not trust at all	41 11%	27 14% c	14 7%	14 10%	13 14%	9 11%	6 7%	16 11%	19 11%	7 8%	17 15% L	1 2%	18 10%	11 10%	15 10%	15 12%	21 9%	16 11%	4 9%	22 9%
I am not familiar with this company	49 13%	10 5%	39 19% B	29 20% eG	8 9%	11 14% g	1 1%	8 6%	21 12%	20 25% Hi	11 10%	8 14%	23 12%	8 7%	21 13%	21 16%	21 9%	24 15%	2 5%	24 10%
Sigma	391 100%	185 100%	206 100%	141 100%	90 100%	76 100%	84 100%	144 100%	168 100%	78 100%	117 100%	61 100%	188 100%	104 100%	159 100%	127 100%	223 100%	154 100%	44 100%	243 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

CMP02_95 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Energy
 Royal Dutch Shell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	152	259	171	110	78	52	147	159	105	233	61	93	120	140	151	207	189	38	219
Weighted Base	396	177*	219	122*	93*	106*	76**	149*	167*	79*	125	73*	175*	133*	139*	124*	206	178*	47**	258
Trust Somewhat/Very Much (Net)	153 39%	89 50% C	64 29%	50 41%	34 36%	44 41%	26 34%	71 48% J	63 38%	19 24%	34 28%	38 52% K	76 44% K	59 44%	47 34%	47 38%	80 39%	71 40%	24 52%	111 43%
Trust very much	47 12%	35 20% C	12 6%	17 14% f	21 22% F	4 4%	5 7%	28 19% j	15 9%	4 5%	7 6%	13 17% K	26 15% k	22 17% p	17 12%	8 6%	30 15%	14 8%	13 27%	42 16%
Trust somewhat	106 27%	54 31%	52 24%	33 27% e	13 14%	40 38% E	21 27%	43 29%	48 29%	15 19%	27 22%	25 35%	51 29%	36 27%	30 22%	39 32%	49 24%	56 31%	12 25%	69 27%
Do Not Trust At All/Too Much (Net)	63 16%	43 24% C	20 9%	25 21%	15 16%	17 16%	5 7%	26 17%	15 9%	22 28% l	26 21% L	5 6%	30 17%	22 16%	21 15%	20 16%	33 16%	25 14%	12 25%	46 18%
Do not trust too much	33 8%	22 13% c	11 5%	15 12%	10 11%	5 5%	4 5%	16 10%	9 6%	9 11%	12 10%	1 6%	18 10% l	10 7%	16 12%	8 6%	16 8%	13 7%	8 18%	31 12%
Do not trust at all	29 7%	21 12% C	9 4%	10 9%	5 5%	12 12%	1 2%	10 7%	5 3%	14 17% hl	13 11%	4 6%	12 7%	12 9%	5 3%	12 10%	17 8%	12 7%	3 7%	15 6%
I am not familiar with this company	180 45%	45 25%	135 62% B	47 39%	44 47%	45 42%	44 59%	52 35%	90 54% H	38 48%	65 52% m	30 42%	69 39%	52 39%	71 51%	56 46%	93 45%	83 47%	11 23%	100 39%
Sigma	396 100%	177 100%	219 100%	122 100%	93 100%	106 100%	76 100%	149 100%	167 100%	79 100%	125 100%	73 100%	175 100%	133 100%	139 100%	124 100%	206 100%	178 100%	47 100%	258 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 608

CMP02_96 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Energy
 BP

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	138	268	178	114	68	46	148	158	100	211	67	104	129	153	124	212	184	40	221
Weighted Base	402	155*	247	124*	107*	106*	65**	145*	173*	84*	128	77*	177*	133*	163*	107*	241	154*	63**	235
Trust Somewhat/Very Much (Net)	245 61%	99 64%	146 59%	65 52%	77 72% Df	55 52%	49 74%	98 68% j	103 60%	44 52%	73 57%	40 52%	126 71% kL	96 72% oP	95 58%	55 51%	158 65% r	83 54%	42 67%	157 67%
Trust very much	112 28%	63 40% C	50 20%	31 25%	46 43% DF	16 15%	19 29%	54 37% I	36 21%	22 26%	30 24%	13 17%	66 37% kL	46 35% P	48 29%	19 17%	85 35% R	26 17%	26 41%	83 35%
Trust somewhat	133 33%	36 23%	97 39% B	34 27%	31 28%	39 37%	29 45%	44 30%	67 39%	22 26%	42 33%	27 35%	61 34%	49 37%	47 29%	36 34%	72 30%	57 37%	16 26%	74 32%
Do Not Trust At All/Too Much (Net)	88 22%	41 27%	47 19%	36 29%	21 20%	23 22%	7 11%	32 22%	40 23%	16 19%	27 21%	22 28%	30 17%	13 10%	37 23% N	37 35% N	44 18%	42 27%	14 22%	51 22%
Do not trust too much	53 13%	26 17%	28 11%	20 16%	12 11%	19 18%	2 3%	16 11%	29 17%	9 10%	11 9%	16 21% k	22 12%	10 7%	20 12%	24 22% N	31 13%	23 15%	4 7%	30 13%
Do not trust at all	34 9%	15 10%	19 8%	17 14%	9 9%	3 3%	5 7%	16 11%	11 7%	7 8%	16 12% m	6 7%	8 5%	4 3%	17 11% n	13 12% N	13 5%	20 13% q	10 16%	21 9%
I am not familiar with this company	70 17%	15 10%	54 22% B	23 18% e	9 8%	28 26% E	10 15%	15 11%	29 17%	25 29% H	29 22% m	15 20%	20 12%	23 18%	31 19%	16 14%	40 17%	29 19%	7 11%	27 12%
Sigma	402 100%	155 100%	247 100%	124 100%	107 100%	106 100%	65 100%	145 100%	173 100%	84 100%	128 100%	77 100%	177 100%	133 100%	163 100%	107 100%	241 100%	154 100%	63 100%	235 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 609

CMPO2_97 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery

McDonald's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	163	251	171	116	79	48	142	172	100	218	59	111	122	151	141	228	173	34	233
Weighted Base	436	214*	223	131*	112*	120*	73**	145*	201*	90*	144	64*	196*	123*	167*	147*	262	163*	37**	269
Trust Somewhat/Very Much (Net)	307 70%	151 71%	156 70%	83 63%	84 75%	89 74%	52 70%	102 70%	152 75% j	54 60%	104 72%	45 70%	140 72%	95 77% P	125 75% P	87 59%	199 76% r	105 64%	32 86%	188 70%
Trust very much	130 30%	63 30%	67 30%	32 24%	48 43% DF	27 22%	23 32%	59 40% l	45 23%	26 29%	50 35%	23 36%	55 28%	45 36% p	54 32%	31 21%	91 35% r	38 23%	18 49%	84 31%
Trust somewhat	177 41%	87 41%	90 40%	51 39%	36 32%	62 51% e	28 39%	43 30%	106 53% HJ	28 31%	54 37%	22 34%	85 43%	50 41%	71 43%	56 38%	108 41%	67 41%	14 37%	104 38%
Do Not Trust At All/Too Much (Net)	104 24%	50 23%	54 24%	42 32% e	22 20%	23 19%	17 23%	36 24%	41 20%	27 30%	34 24%	14 22%	50 25%	23 19%	35 21%	46 31% n	56 21%	47 29%	5 13%	64 24%
Do not trust too much	65 15%	31 14%	34 15%	31 23% EF	12 11%	8 7%	14 19%	18 12%	27 13%	21 23%	22 15%	9 13%	31 16%	11 9%	19 11%	35 24% NO	37 14%	26 16%	4 12%	38 14%
Do not trust at all	39 9%	19 9%	20 9%	11 8%	11 10%	15 12%	3 4%	18 12%	15 7%	7 7%	12 8%	6 9%	19 10%	12 10%	16 10%	11 8%	18 7%	21 13%	* 1%	26 10%
I am not familiar with this company	25 6%	13 6%	12 5%	6 5%	5 5%	9 7%	5 7%	8 5%	8 4%	9 10%	7 5%	5 8%	5 3%	5 4%	7 4%	14 9%	8 3%	11 7%	1 1%	17 6%
Sigma	436 100%	214 100%	223 100%	131 100%	112 100%	120 100%	73 100%	145 100%	201 100%	90 100%	144 100%	64 100%	196 100%	123 100%	167 100%	147 100%	262 100%	163 100%	37 100%	269 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 610

CMP02_98 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery

Starbucks

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	144	268	169	111	72	60	131	180	101	229	44	112	139	125	148	229	174	41	227
Weighted Base	415	180*	235	117*	104*	108*	86**	123*	196*	96*	126	50**	206*	150*	139*	126*	252	157*	54**	274
Trust Somewhat/Very Much (Net)	285 69%	123 68%	162 69%	82 70%	75 72%	63 58%	65 75%	99 80% j	134 69%	52 54%	88 69%	40 80%	138 67%	100 67%	102 73%	83 66%	175 69%	109 69%	40 75%	213 78%
Trust very much	131 32%	71 39% C	61 26%	39 33% f	44 43% F	20 18%	29 34%	52 42% j	58 30%	21 22%	38 30%	22 44%	66 32%	42 28%	58 42% np	32 25%	90 36%	40 26%	27 50%	106 39%
Trust somewhat	154 37%	52 29%	101 43% B	44 37%	31 30%	44 40%	36 41%	47 38%	76 39%	30 32%	50 40%	18 36%	72 35%	59 39%	44 32%	51 40%	85 34%	68 44%	14 26%	107 39%
Do Not Trust At All/Too Much (Net)	105 25%	51 28%	55 23%	27 23%	27 26%	35 32%	17 19%	21 17%	48 25%	36 37% H	29 23%	9 18%	59 29%	43 29%	30 22%	32 26%	62 25%	40 25%	12 23%	52 19%
Do not trust too much	62 15%	26 14%	37 16%	18 16%	16 15%	17 16%	11 13%	13 10%	33 17%	17 17%	15 12%	5 10%	41 20%	20 13%	20 15%	22 17%	37 15%	25 16%	6 12%	31 11%
Do not trust at all	43 10%	25 14%	18 8%	8 7%	11 11%	18 17%	6 7%	8 7%	16 8%	19 20% Hi	15 12%	4 8%	19 9%	23 15%	10 7%	10 8%	25 10%	15 10%	6 11%	21 8%
I am not familiar with this company	25 6%	7 4%	18 8%	8 7%	2 1%	10 9% e	5 6%	3 3%	13 7%	8 9%	9 7%	1 1%	10 5%	7 5%	7 5%	11 8%	15 6%	8 5%	1 2%	9 3%
Sigma	415 100%	180 100%	235 100%	117 100%	104 100%	108 100%	86 100%	123 100%	196 100%	96 100%	126 100%	50 100%	206 100%	150 100%	139 100%	126 100%	252 100%	157 100%	54 100%	274 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 611

CMP02_99 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery
 Chipotle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	148	261	179	112	59	59	151	158	100	228	53	105	123	160	126	218	175	40	216
Weighted Base	402	186*	216	129*	108*	84*	81*	145*	171*	86*	131	64**	181*	114*	174*	114*	240	147*	56**	234
Trust Somewhat/Very Much (Net)	261 65%	128 69%	134 62%	87 67%	70 65%	57 68%	47 58%	88 60%	121 71%	52 61%	82 63%	37 57%	131 72%	80 70%	111 64%	70 61%	159 66%	89 61%	39 69%	162 69%
Trust very much	88 22%	40 21%	49 22%	37 29% Fg	35 33% Fg	5 6%	11 14%	41 28% J	38 22%	9 11%	31 23%	15 23%	39 22%	37 33% O	29 17%	22 19%	59 25%	22 15%	17 30%	59 25%
Trust somewhat	173 43%	88 47%	85 39%	50 39%	35 32%	53 62% DE	36 44%	47 32%	83 49% H	43 50% h	51 39%	22 34%	92 51%	43 38%	82 47%	48 42%	99 41%	67 46%	22 38%	103 44%
Do Not Trust At All/Too Much (Net)	86 21%	38 20%	49 22%	25 19%	23 21%	19 23%	19 24%	33 23%	33 19%	20 23%	23 18%	21 33%	32 18%	21 19%	37 22%	28 24%	43 18%	41 28% q	11 20%	49 21%
Do not trust too much	60 15%	27 15%	32 15%	15 11%	18 17%	15 18%	12 15%	16 11%	27 16%	16 19%	13 10%	15 23%	24 13%	17 15%	24 14%	18 16%	29 12%	29 20%	10 17%	41 18%
Do not trust at all	27 7%	10 6%	16 8%	11 8%	5 4%	4 5%	7 9%	17 12%	6 3%	4 4%	10 8%	6 10%	8 4%	4 3%	13 7%	10 9%	14 6%	12 8%	2 3%	8 4%
I am not familiar with this company	55 14%	21 11%	34 16%	17 13%	15 14%	8 9%	15 18%	24 17%	17 10%	14 16%	26 20% m	6 10%	18 10%	13 11%	25 14%	17 15%	38 16%	16 11%	6 11%	23 10%
Sigma	402 100%	186 100%	216 100%	129 100%	108 100%	84 100%	81 100%	145 100%	171 100%	86 100%	131 100%	64 100%	181 100%	114 100%	174 100%	114 100%	240 100%	147 100%	56 100%	234 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 612

CMP02_100 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery

Chick-fil-A

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	393	158	235	180	106	60	47	142	153	98	208	54	109	119	138	136	199	174	45	222
Weighted Base	359	177*	181	131	91*	73*	64**	120*	161*	78*	109	59*	164*	129*	128*	102*	190	149*	50**	231
Trust Somewhat/Very Much (Net)	266 74%	134 75%	133 73%	99 76%	60 66%	60 83%	47 73%	84 70%	127 79%	55 71%	74 68%	46 78%	129 79%	106 82%	88 69%	72 71%	157 83%	96 65%	38 77%	177 77%
Trust very much	129 36%	70 39%	59 33%	49 37%	32 35%	26 35%	23 36%	43 35%	59 37%	28 35%	38 35%	28 48%	55 34%	59 46%	38 29%	33 32%	76 40%	46 31%	20 40%	84 36%
Trust somewhat	137 38%	64 36%	73 40%	51 39%	28 31%	35 48%	23 36%	42 35%	68 42%	28 35%	36 33%	18 30%	73 45%	47 37%	51 40%	39 39%	80 42%	50 33%	19 37%	94 41%
Do Not Trust At All/Too Much (Net)	70 20%	32 18%	38 21%	22 17%	26 29%	10 13%	12 18%	29 24%	28 17%	13 17%	25 23%	12 21%	32 19%	21 16%	30 23%	19 19%	26 14%	38 26%	11 22%	44 19%
Do not trust too much	43 12%	18 10%	24 13%	17 13%	11 13%	6 8%	9 14%	16 13%	21 13%	6 7%	18 16%	7 12%	17 10%	11 8%	21 16%	11 11%	17 9%	22 15%	4 8%	25 11%
Do not trust at all	27 8%	14 8%	14 8%	5 4%	15 17%	4 6%	3 5%	13 11%	7 4%	7 10%	7 7%	5 9%	15 9%	10 8%	9 7%	8 8%	9 5%	16 11%	7 15%	19 8%
I am not familiar with this company	22 6%	12 7%	11 6%	9 7%	5 5%	3 4%	6 9%	7 6%	6 4%	9 12%	10 9%	1 1%	3 2%	2 1%	10 8%	11 10%	7 4%	15 10%	* 1%	9 4%
Sigma	359 100%	177 100%	181 100%	131 100%	91 100%	73 100%	64 100%	120 100%	161 100%	78 100%	109 100%	59 100%	164 100%	129 100%	128 100%	102 100%	190 100%	149 100%	50 100%	231 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 613

CMP02_101 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery

Domino's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	150	257	180	106	56	65	139	165	103	219	57	101	117	143	147	205	193	38	221
Weighted Base	399	200*	198	140*	97*	77*	84*	143*	168*	88*	120	76*	173*	104*	149*	145*	217	174*	51**	254
Trust Somewhat/Very Much (Net)	294 74%	157 78%	137 69%	104 74%	80 82% g	56 73%	54 64%	106 74%	123 74%	64 73%	94 79%	55 73%	129 75%	77 74%	120 81% P	97 66%	167 77%	122 70%	37 73%	200 79%
Trust very much	125 31%	78 39% C	47 24%	56 40% G	31 32%	21 27%	17 20%	53 37%	46 28%	26 29%	37 31%	19 25%	65 37%	35 34%	53 35%	37 25%	73 34%	50 29%	27 53%	91 36%
Trust somewhat	169 42%	79 39%	91 46%	48 34%	49 50% D	36 46%	37 44%	54 38%	77 46%	38 44%	57 47%	36 48%	64 37%	42 41%	68 45%	60 41%	93 43%	72 42%	10 20%	109 43%
Do Not Trust At All/Too Much (Net)	79 20%	36 18%	43 22%	26 19%	11 11%	15 19%	27 32% E	28 19%	34 20%	17 20%	20 17%	13 17%	39 22%	22 21%	23 16%	34 23%	36 17%	42 24%	12 23%	42 17%
Do not trust too much	58 15%	30 15%	28 14%	18 13%	10 11%	9 11%	22 26% de	22 15%	22 13%	15 17%	10 8%	13 17%	32 18% K	15 15%	18 12%	25 17%	28 13%	30 17%	9 18%	32 13%
Do not trust at all	20 5%	6 3%	14 7%	9 6%	1 1%	6 8%	5 6%	6 4%	12 7%	3 3%	10 9%	-	7 4%	6 6%	5 3%	9 6%	8 4%	12 7%	3 5%	10 4%
I am not familiar with this company	26 7%	8 4%	18 9%	10 7%	6 7%	7 8%	3 4%	9 6%	11 6%	6 7%	6 5%	7 10%	5 3%	5 5%	6 4%	15 11%	14 7%	10 6%	2 4%	12 5%
Sigma	399 100%	200 100%	198 100%	140 100%	97 100%	77 100%	84 100%	143 100%	168 100%	88 100%	120 100%	76 100%	173 100%	104 100%	149 100%	145 100%	217 100%	174 100%	51 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 614

CMP02_102 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery

Burger King

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	167	243	174	126	61	49	148	168	94	223	64	99	130	129	151	199	197	42	226
Weighted Base	393	188*	205	114*	123*	88*	68**	139*	181*	73*	125	79*	171*	135*	137*	121*	211	173*	57**	252
Trust Somewhat/Very Much (Net)	294 75%	141 75%	153 75%	79 70%	102 83% d	64 72%	49 72%	109 78%	129 71%	57 77%	86 69%	62 79%	134 79%	113 83% P	102 74%	79 66%	169 80% r	119 69%	52 91%	187 74%
Trust very much	120 30%	69 37% c	51 25%	37 33% F	59 48% DF	13 15%	10 15%	70 50% J	29 16%	21 29% i	36 29%	20 26%	58 34%	44 33%	45 33%	30 25%	74 35%	44 26%	32 56%	90 36%
Trust somewhat	174 44%	72 38%	102 50%	42 37%	43 35%	50 57% dE	39 58%	39 28%	100 55% H	35 48% H	50 40%	42 53%	77 45%	69 51%	57 41%	49 41%	95 45%	75 43%	20 35%	98 39%
Do Not Trust At All/Too Much (Net)	71 18%	33 18%	37 18%	29 25% e	16 13%	18 20%	8 12%	24 17%	35 19%	12 16%	21 17%	15 20%	28 16%	14 10%	27 20%	30 25% N	29 14%	39 22%	5 9%	49 19%
Do not trust too much	42 11%	20 11%	22 11%	18 15% E	6 5%	11 13%	7 10%	13 10%	25 14%	3 5%	12 9%	11 14%	16 10%	5 3%	23 17% N	14 11% n	18 8%	23 13%	4 7%	32 13%
Do not trust at all	29 7%	13 7%	16 8%	11 10%	10 9%	7 8%	1 1%	11 8%	10 5%	8 11%	9 8%	4 6%	12 7%	9 7%	4 3%	16 13% O	12 6%	16 9%	1 2%	16 6%
I am not familiar with this company	28 7%	14 7%	14 7%	6 5%	5 4%	7 7%	11 16%	6 4%	17 10%	5 7%	18 14% LM	1 2%	8 5%	9 7%	8 6%	11 9%	12 6%	15 9%	* 1%	16 6%
Sigma	393 100%	188 100%	205 100%	114 100%	123 100%	88 100%	68 100%	139 100%	181 100%	73 100%	125 100%	79 100%	171 100%	135 100%	137 100%	121 100%	211 100%	173 100%	57 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 615

CMP02_103 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery

Pizza Hut

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	162	246	179	104	61	64	153	147	108	230	57	99	118	144	146	207	186	37	207
Weighted Base	421	209*	211	133*	114*	75*	98*	154*	162*	104*	140	68*	191*	131*	150*	140*	239	163*	59**	258
Trust Somewhat/Very Much (Net)	317 75%	155 74%	162 77%	96 72%	90 79%	62 83%	69 70%	125 81%	114 71%	77 74%	107 76%	58 85%	142 75%	96 74%	117 78%	103 74%	196 82% R	112 69%	49 83%	196 76%
Trust very much	133 32%	77 37%	56 26%	43 32% f	51 45% Fg	14 18%	25 26%	74 48% IJ	43 27%	16 15%	45 32%	23 34%	62 32%	33 25%	66 44% NP	34 24%	94 39% R	36 22%	33 55%	97 38%
Trust somewhat	184 44%	77 37%	106 50% b	52 39% c	39 34% DEg	49 65% DEg	43 44%	51 33%	71 44%	62 59% H	62 44%	35 51%	81 42%	63 48% o	51 34%	69 50% o	102 43%	76 47%	17 28%	99 38%
Do Not Trust At All/Too Much (Net)	82 19%	39 19%	43 20%	30 23%	22 19%	11 15%	18 18%	23 15%	39 24%	19 18%	22 15%	9 13%	46 24%	28 22%	29 20%	24 17%	38 16%	40 25%	10 16%	50 20%
Do not trust too much	55 13%	16 8%	39 18% B	19 15%	10 9%	10 13%	16 16%	17 11%	34 21% hJ	4 4%	13 9%	7 10%	31 16%	19 15%	22 15%	14 10%	32 14%	22 14%	5 8%	36 14%
Do not trust at all	26 6%	23 11% C	4 2%	11 8%	12 10%	2 2%	2 2%	6 4%	5 3%	15 15% HI	9 6%	2 3%	15 8%	9 7%	7 5%	10 7%	6 2%	18 11% Q	5 8%	15 6%
I am not familiar with this company	22 5%	16 7%	7 3%	7 5%	2 2%	2 2%	12 12% e	7 4%	8 5%	7 7%	11 8% M	2 2%	2 1%	6 5%	4 2%	13 9% o	5 2%	11 7% q	* 1%	12 4%
Sigma	421 100%	209 100%	211 100%	133 100%	114 100%	75 100%	98 100%	154 100%	162 100%	104 100%	140 100%	68 100%	191 100%	131 100%	150 100%	140 100%	239 100%	163 100%	59 100%	258 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 616

CMP02_104 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery

Papa John's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	150	255	170	121	54	60	148	164	93	224	49	104	107	165	133	192	202	33	217
Weighted Base	381	179*	202	126*	110*	57**	87*	145*	168*	68*	130	52*	176*	113*	160*	108*	192	183*	39**	224
Trust Somewhat/Very Much (Net)	258 68%	124 69%	134 66%	80 63%	82 75%	36 63%	59 68%	100 69%	116 69%	41 61%	87 67%	31 60%	124 70%	80 71%	109 68%	69 64%	128 67%	124 68%	28 73%	157 70%
Trust very much	123 32%	64 36%	59 29%	40 31%	44 40%	17 31%	22 25%	55 38%	53 31%	16 24%	42 33%	13 26%	61 35%	44 39%	55 35%	24 22%	61 32%	57 31%	16 41%	74 33%
Trust somewhat	134 35%	60 33%	75 37%	40 32%	38 35%	19 33%	37 42%	45 31%	64 38%	25 37%	45 34%	18 34%	62 35%	36 32%	54 33%	45 42%	67 35%	67 37%	12 32%	84 37%
Do Not Trust At All/Too Much (Net)	96 25%	44 24%	52 26%	40 32%	18 16%	14 24%	25 28%	34 24%	45 27%	17 25%	33 26%	19 37%	38 22%	23 20%	39 24%	35 32%	45 24%	50 27%	10 27%	52 23%
Do not trust too much	66 17%	30 17%	37 18%	23 18%	13 12%	8 14%	22 25%	17 12%	39 23%	10 15%	19 15%	12 22%	32 18%	13 12%	29 18%	24 23%	35 18%	31 17%	9 22%	38 17%
Do not trust at all	30 8%	14 8%	16 8%	17 14%	5 4%	6 10%	2 3%	17 12%	6 4%	7 10%	14 11%	8 15%	7 4%	10 8%	10 6%	10 10%	11 6%	19 10%	2 4%	14 6%
I am not familiar with this company	27 7%	11 6%	16 8%	6 5%	10 9%	7 12%	4 4%	11 7%	7 4%	10 14%	9 7%	2 3%	14 8%	10 9%	13 8%	4 4%	18 10%	8 4%	* 1%	14 6%
Sigma	381 100%	179 100%	202 100%	126 100%	110 100%	57 100%	87 100%	145 100%	168 100%	68 100%	130 100%	52 100%	176 100%	113 100%	160 100%	108 100%	192 100%	183 100%	39 100%	224 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 617

CMP02_105 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery

Little Caesars

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independ-ent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	149	256	167	119	62	57	135	159	111	212	55	109	140	120	145	219	175	44	215
Weighted Base	393	170*	223	119	104*	86*	84**	137*	166*	89*	126	57*	179*	134*	123*	136*	240	142*	52**	232
Trust Somewhat/Very Much (Net)	284 72%	120 71%	164 73%	78 65%	78 75%	60 69%	69 82%	98 72%	127 77%	58 65%	90 71%	40 70%	137 77%	108 81% P	96 78% P	80 59%	189 79% R	88 62%	41 78%	173 75%
Trust very much	102 26%	48 28%	54 24%	34 29%	25 24%	19 22%	24 29%	47 34% j	38 23%	17 19%	42 33%	11 20%	45 25%	34 25%	35 28%	34 25%	81 34% R	21 15%	13 24%	61 26%
Trust somewhat	181 46%	72 42%	110 49%	43 36%	52 50% d	41 48%	44 53%	51 37%	89 54% H	42 47%	48 38%	28 50%	92 51% k	74 55% P	61 49% p	46 34%	108 45%	67 47%	28 54%	112 48%
Do Not Trust At All/Too Much (Net)	74 19%	33 20%	41 18%	29 24%	20 20%	17 19%	8 10%	25 18%	31 18%	18 20%	25 19%	15 26%	27 15%	15 11%	17 14%	42 31% NO	30 13%	41 29% Q	6 11%	43 19%
Do not trust too much	48 12%	18 11%	30 14%	18 15%	15 14%	10 11%	6 7%	17 13%	21 13%	10 11%	11 9%	8 14%	23 13%	8 6%	12 10%	28 21% No	20 8%	28 20% Q	2 4%	31 13%
Do not trust at all	26 6%	15 9%	10 5%	11 9%	5 5%	7 8%	2 3%	8 6%	10 6%	8 9%	13 11% M	7 11% M	4 2%	7 5%	5 4%	14 10%	10 4%	13 9%	4 8%	12 5%
I am not familiar with this company	35 9%	17 10%	19 8%	13 11%	6 6%	10 11%	7 8%	14 10%	8 5%	13 15% i	12 9%	3 4%	15 8%	11 9%	10 8%	14 10%	21 9%	13 9%	5 10%	15 7%
Sigma	393 100%	170 100%	223 100%	119 100%	104 100%	86 100%	84 100%	137 100%	166 100%	89 100%	126 100%	57 100%	179 100%	134 100%	123 100%	136 100%	240 100%	142 100%	52 100%	232 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 618

CMP02_106 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery

Shake Shack

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	161	246	185	118	59	45	139	177	91	229	50	108	119	140	148	225	173	35	227
Weighted Base	398	187*	211	137	106*	91*	63**	129*	194*	75*	137	54*	186*	115*	156*	127*	229	160*	39**	248
Trust Somewhat/Very Much (Net)	182 46%	85 45%	97 46%	81 59% F	58 54% F	30 33%	13 21%	77 60% IJ	78 40%	26 35%	52 38%	25 46%	100 54% K	56 49%	65 42%	60 47%	109 47%	69 43%	30 76%	129 52%
Trust very much	68 17%	43 23% C	25 12%	32 23% F	29 27% F	3 4%	4 6%	44 34% IJ	17 9%	8 10%	12 9%	7 14%	48 26% K	28 25% P	27 17%	13 10%	48 21% r	17 11%	21 52%	60 24%
Trust somewhat	114 28%	42 22%	72 34% b	49 35%	29 27%	26 29%	10 15%	34 26%	62 32%	18 24%	40 29%	18 33%	52 28%	28 24%	38 24%	48 37% o	61 27%	52 33%	9 23%	69 28%
Do Not Trust At All/Too Much (Net)	90 23%	67 36% C	23 11%	26 19%	23 22%	22 25%	18 29%	23 18%	53 27%	14 19%	28 20%	18 33%	43 23%	22 19%	38 25%	30 23%	43 19%	45 28%	9 23%	58 23%
Do not trust too much	75 19%	56 30% C	19 9%	24 17%	19 17%	14 16%	18 29%	21 16%	45 23%	9 12%	20 15%	13 24%	41 22%	21 18%	29 18%	26 20%	38 17%	34 21%	9 23%	55 22%
Do not trust at all	15 4%	12 6% c	4 2%	2 2%	5 4%	8 9% d	-	2 2%	8 4%	5 7%	7 5%	5 8% M	2 1%	1 1%	10 6%	4 3%	4 2%	11 7% q	-	3 1%
I am not familiar with this company	127 32%	35 19%	91 43% B	31 22%	25 24%	39 43% De	32 50%	29 22%	63 32%	35 46% H	57 42% LM	11 21%	43 23%	37 32%	53 34%	37 29%	78 34%	46 29%	1 1%	61 25%
Sigma	398 100%	187 100%	211 100%	137 100%	106 100%	91 100%	63 100%	129 100%	194 100%	75 100%	137 100%	54 100%	186 100%	115 100%	156 100%	127 100%	229 100%	160 100%	39 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 619

CMP02_107 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery

DoorDash

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	154	248	152	125	66	59	144	157	101	211	52	106	139	133	130	217	168	37	223
Weighted Base	417	203*	215	107*	122*	88*	101*	149*	179*	89*	121	73*	195*	146*	142*	129*	250	152*	52**	263
Trust Somewhat/Very Much (Net)	277 66%	141 69%	136 64%	72 67%	88 72%	53 60%	65 64%	103 70%	123 69%	51 57%	72 59%	47 64%	149 76% K	97 67%	96 67%	84 65%	185 74% R	80 53%	46 88%	179 68%
Trust very much	92 22%	51 25%	41 19%	30 28% F	42 34% FG	4 5%	16 16%	51 34% IJ	30 17%	12 13%	19 16%	15 21%	57 29% K	30 21%	45 32% P	17 13%	68 27% R	21 14%	24 46%	76 29%
Trust somewhat	185 44%	90 44%	95 44%	41 39%	46 38%	49 56% de	48 48%	52 35%	93 52% H	39 44%	53 43%	32 43%	91 47%	67 46%	50 35%	67 52% o	117 47%	59 39%	22 42%	102 39%
Do Not Trust At All/Too Much (Net)	70 17%	33 16%	36 17%	19 18%	20 16%	18 20%	13 13%	24 16%	26 15%	19 21%	24 20%	7 10%	30 15%	28 19%	26 18%	15 12%	33 13%	36 24% q	2 4%	49 19%
Do not trust too much	43 10%	15 8%	28 13%	11 10%	14 12%	11 13%	7 7%	15 10%	20 11%	9 10%	11 9%	7 10%	20 10%	18 12%	18 13%	7 5%	17 7%	26 17% Q	1 2%	35 13%
Do not trust at all	26 6%	18 9%	8 4%	8 8%	6 5%	6 7%	6 6%	9 6%	7 4%	10 12% i	14 11% L	-	10 5%	10 7%	8 5%	8 6%	16 6%	10 6%	1 2%	14 5%
I am not familiar with this company	71 17%	29 14%	42 19%	16 15%	14 11%	17 19%	24 23%	21 14%	30 17%	20 22%	25 21% M	19 26% M	17 8%	20 14%	21 15%	29 23%	31 13%	36 24% Q	4 8%	35 13%
Sigma	417 100%	203 100%	215 100%	107 100%	122 100%	88 100%	101 100%	149 100%	179 100%	89 100%	121 100%	73 100%	195 100%	146 100%	142 100%	129 100%	250 100%	152 100%	52 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 620

CMP02_108 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery
 GrubHub

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	139	260	164	113	69	53	131	169	99	214	58	105	121	135	143	207	182	33	215
Weighted Base	362	156*	206	117*	95*	82*	67**	119*	153*	89*	118	65*	157*	103*	132*	127*	197	157*	32**	220
Trust Somewhat/Very Much (Net)	225 62%	102 65%	123 60%	74 63%	66 69%	50 61%	35 52%	90 75% j	96 63% j	39 44%	69 59%	39 59%	112 71% k	66 64%	80 61%	78 62%	125 63%	95 61%	25 78%	152 69%
Trust very much	78 22%	48 31% C	31 15%	30 26%	29 30% F	11 13%	8 13%	42 35% j	27 17%	10 11%	19 16%	16 25%	40 26%	28 27%	27 21%	23 18%	50 25%	28 18%	14 45%	61 28%
Trust somewhat	146 40%	54 35%	92 45%	43 37%	37 39%	40 49%	26 39%	48 40%	69 45%	29 33%	50 42%	22 34%	72 46%	37 36%	53 40%	56 44%	75 38%	67 43%	11 33%	90 41%
Do Not Trust At All/Too Much (Net)	78 22%	36 23%	43 21%	24 20%	18 19%	14 17%	23 34%	18 15%	36 24%	24 27%	26 22%	17 26%	27 17%	23 22%	26 20%	29 23%	38 19%	39 25%	5 16%	39 18%
Do not trust too much	53 15%	24 15%	29 14%	17 14%	10 10%	10 12%	16 24%	10 9%	27 18% h	15 17%	15 12%	13 20%	21 14%	15 15%	17 13%	20 16%	22 11%	31 20% q	5 15%	26 12%
Do not trust at all	26 7%	12 8%	14 7%	7 6%	9 9%	4 4%	6 10%	8 7%	9 6%	8 9%	11 10%	4 6%	6 4%	8 8%	9 7%	9 7%	16 8%	8 5%	* 1%	14 6%
I am not familiar with this company	59 16%	18 12%	40 20%	20 17%	11 12%	18 22%	10 14%	12 10%	21 14%	26 29% h	22 19%	10 15%	17 11%	14 14%	25 19%	19 15%	34 17%	23 15%	2 6%	28 13%
Sigma	362 100%	156 100%	206 100%	117 100%	95 100%	82 100%	67 100%	119 100%	153 100%	89 100%	118 100%	65 100%	157 100%	103 100%	132 100%	127 100%	197 100%	157 100%	32 100%	220 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 621

CMP02_109 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Restaurants / Food Delivery
 Seamless

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	155	246	158	123	67	53	140	152	109	210	62	101	134	148	119	212	181	28	211
Weighted Base	402	184*	218	106*	115*	102*	78**	126*	169*	106*	124	80*	165*	142*	151*	109*	223	173*	35**	235
Trust Somewhat/Very Much (Net)	149 37%	89 48% C	61 28%	40 37%	65 57% DF	30 30%	14 18%	60 48% I	47 28%	42 40%	39 31%	19 24%	86 52% KL	51 36%	60 40%	38 35%	97 43% R	51 30%	25 71%	98 42%
Trust very much	64 16%	48 26% C	15 7%	13 13%	34 30% DF	8 8%	8 10%	28 22% I	19 11%	17 16%	16 13%	6 8%	37 22% I	26 18%	25 17%	13 12%	48 21% R	16 9%	15 43%	48 20%
Trust somewhat	86 21%	40 22%	45 21%	26 25%	31 27%	23 22%	6 8%	32 25%	28 17%	25 24%	23 18%	13 16%	49 30% k	25 17%	35 23%	26 24%	49 22%	35 20%	10 29%	50 21%
Do Not Trust At All/Too Much (Net)	54 13%	32 17%	22 10%	19 18%	17 14%	15 14%	4 5%	21 16%	25 15%	8 8%	15 12%	20 25% KM	14 8%	12 9%	19 13%	23 21% n	28 12%	25 14%	5 15%	30 13%
Do not trust too much	29 7%	15 8%	14 6%	11 10%	8 7%	8 8%	1 2%	12 10%	9 6%	7 7%	7 5%	12 15% KM	7 5%	5 3%	10 7%	14 13% N	18 8%	9 5%	3 9%	19 8%
Do not trust at all	25 6%	17 9%	8 4%	8 8%	9 8%	6 6%	2 3%	8 7%	15 9%	1 1%	8 7%	8 10%	7 4%	8 5%	9 6%	9 8%	10 4%	16 9%	2 7%	11 5%
I am not familiar with this company	198 49%	63 34%	135 62% B	48 45% E	34 29%	57 56% E	60 77%	46 36%	98 58% I	55 52%	70 57% M	41 51%	65 39%	79 56%	72 48%	48 44%	99 44%	97 56%	5 13%	107 45%
Sigma	402 100%	184 100%	218 100%	106 100%	115 100%	102 100%	78 100%	126 100%	169 100%	106 100%	124 100%	80 100%	165 100%	142 100%	151 100%	109 100%	223 100%	173 100%	35 100%	235 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 622

CMP02_110 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Grocery
 Trader Joe's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	167	233	160	124	66	50	149	158	93	219	52	108	112	141	147	208	178	37	219
Weighted Base	416	214*	202	121*	126*	91*	78**	143*	186*	87*	128	71*	194*	121*	159*	135*	249	158*	47**	243
Trust Somewhat/Very Much (Net)	302 73%	147 69%	155 77%	82 68%	92 73%	69 77%	57 73%	106 74% J	152 82% J	44 50%	80 63%	51 72%	160 82% K	84 69%	121 76%	97 72%	185 74%	113 71%	35 74%	186 77%
Trust very much	116 28%	62 29%	55 27%	41 34%	43 34%	26 28%	7 9%	46 32%	55 29%	16 19%	27 21%	17 24%	69 35% K	23 19%	54 34% n	40 29%	81 33%	35 22%	26 54%	85 35%
Trust somewhat	185 45%	85 40%	100 50%	41 34%	49 39%	44 48%	51 65%	60 42%	97 52% J	27 32%	54 42%	34 49%	91 47%	61 50%	68 42%	57 42%	104 42%	78 49%	9 20%	101 41%
Do Not Trust At All/Too Much (Net)	59 14%	37 17%	22 11%	18 15%	23 18%	9 10%	8 11%	22 15%	23 12%	14 16%	20 16%	12 18%	22 11%	23 19%	18 13%	18 13%	36 14%	21 13%	10 21%	37 15%
Do not trust too much	34 8%	21 10%	13 6%	10 8%	12 10%	4 4%	8 10%	7 5%	19 10%	8 9%	10 8%	11 16% m	11 6%	14 11%	10 6%	11 8%	21 9%	12 8%	5 10%	23 9%
Do not trust at all	25 6%	16 7%	9 4%	9 7%	10 8%	5 6%	* *	14 10%	5 2%	6 7%	10 8%	1 2%	11 5%	9 7%	9 6%	7 5%	15 6%	9 6%	5 11%	15 6%
I am not familiar with this company	55 13%	31 14%	25 12%	20 17%	11 9%	12 13%	13 16%	15 11%	11 6%	29 34% HI	28 22% M	7 10%	12 6%	15 12%	20 12%	21 15%	28 11%	24 15%	3 6%	20 8%
Sigma	416 100%	214 100%	202 100%	121 100%	126 100%	91 100%	78 100%	143 100%	186 100%	87 100%	128 100%	71 100%	194 100%	121 100%	159 100%	135 100%	249 100%	158 100%	47 100%	243 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 623

CMP02_111 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Grocery
 Publix

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	398	153	245	170	97	75	56	130	167	101	208	62	108	118	142	138	214	175	42	238
Weighted Base	438	211*	227	141*	100*	115*	82*	147*	184*	106*	131	77*	208*	134*	168*	136*	250	178*	63**	293
Trust Somewhat/Very Much (Net)	275 63%	138 65%	137 60%	88 62%	67 68%	67 58%	53 65%	101 69% J	125 68% J	49 46%	63 48%	47 60%	157 75% KI	85 64%	109 65%	80 59%	170 68%	102 57%	55 88%	200 68%
Trust very much	120 27%	74 35% C	47 21%	35 25%	32 32%	31 27%	22 27%	47 32%	52 28%	21 20%	31 24%	19 25%	63 30%	49 37% P	43 26%	28 20%	80 32%	39 22%	34 54%	89 31%
Trust somewhat	155 35%	65 31%	90 40%	52 37%	36 36%	36 31%	31 38%	55 37%	73 39%	28 26%	32 24%	27 35%	94 45% K	36 27%	67 40%	52 39%	90 36%	63 35%	21 34%	111 38%
Do Not Trust At All/Too Much (Net)	70 16%	43 20%	27 12%	21 15%	14 14%	24 21%	11 14%	16 11%	22 12%	32 30% HI	30 23% I	8 10%	29 14%	26 20%	19 11%	24 18%	37 15%	30 17%	4 6%	38 13%
Do not trust too much	48 11%	31 15%	18 8%	13 10%	6 6%	18 16%	11 13%	9 6%	16 9%	23 22% HI	22 17% L	4 5%	22 11%	21 16%	15 9%	13 10%	26 10%	19 11%	-	28 10%
Do not trust at all	21 5%	12 6%	9 4%	7 5%	8 8%	6 5%	* 1%	7 5%	5 3%	9 9%	8 6%	4 5%	6 3%	5 4%	4 3%	12 8%	11 4%	11 6%	4 6%	10 3%
I am not familiar with this company	93 21%	30 14%	63 28% B	33 23%	18 18%	24 21%	18 22%	30 21%	37 20%	25 24%	38 29% M	23 29% M	23 11%	22 17%	39 23%	31 23%	43 17%	46 26%	4 6%	55 19%
Sigma	438 100%	211 100%	227 100%	141 100%	100 100%	115 100%	82 100%	147 100%	184 100%	106 100%	131 100%	77 100%	208 100%	134 100%	168 100%	136 100%	250 100%	178 100%	63 100%	293 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 624

CMP02_112 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Grocery
 Kroger

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	147	257	155	115	71	63	141	157	106	238	50	96	149	125	130	224	170	32	215
Weighted Base	340	153*	187	103*	98*	75*	64**	119*	144*	77*	124	54*	147*	127*	107*	106*	211	119*	42**	212
Trust Somewhat/Very Much (Net)	249 73%	111 73%	138 74%	64 62%	72 73%	60 80% D	53 83%	89 75% j	112 78% J	47 61%	90 73%	44 82%	110 75%	99 78%	81 75%	69 65%	164 78%	82 69%	32 76%	151 71%
Trust very much	101 30%	48 31%	53 28%	19 19%	37 38% D	26 35% D	18 29%	28 24%	53 37% h	20 26%	36 29%	17 32%	46 31%	44 34%	31 29%	27 25%	77 37% R	24 20%	15 37%	59 28%
Trust somewhat	147 43%	63 41%	84 45%	45 44%	35 35%	33 45%	34 54%	61 52% j	59 41%	27 35%	54 43%	27 49%	64 43%	55 43%	50 47%	43 40%	87 41%	58 49%	16 39%	92 43%
Do Not Trust At All/Too Much (Net)	52 15%	26 17%	26 14%	25 24% F	16 16%	4 6%	7 11%	16 14%	22 15%	14 19%	20 16%	5 9%	26 18%	14 11%	19 18%	19 18%	25 12%	21 18%	7 17%	42 20%
Do not trust too much	30 9%	15 10%	15 8%	14 13% F	10 10%	2 2%	5 7%	5 4%	17 12% h	8 10%	8 6%	2 5%	18 12%	7 6%	15 14% n	8 8%	16 8%	9 8%	3 7%	27 13%
Do not trust at all	22 7%	12 8%	11 6%	11 11%	6 6%	3 4%	2 3%	11 9%	5 3%	7 9%	12 10%	2 4%	8 5%	7 6%	4 4%	11 11%	9 4%	12 10% q	4 10%	15 7%
I am not familiar with this company	39 12%	16 10%	23 13%	14 14%	10 10%	11 14%	4 6%	13 11%	10 7%	16 21% l	14 11%	5 10%	11 8%	14 11%	8 7%	18 17% o	22 11%	16 13%	3 7%	19 9%
Sigma	340 100%	153 100%	187 100%	103 100%	98 100%	75 100%	64 100%	119 100%	144 100%	77 100%	124 100%	54 100%	147 100%	127 100%	107 100%	106 100%	211 100%	119 100%	42 100%	212 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 625

CMP02_113 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Grocery
 Whole Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	158	255	166	115	65	67	122	189	102	219	58	111	138	131	144	214	187	42	212
Weighted Base	427	210*	217	111*	112*	94*	110*	103*	229*	94*	127	70*	203*	158*	129*	140*	234	180*	60**	241
Trust Somewhat/Very Much (Net)	312 73%	149 71%	162 75%	89 80%	84 75%	62 66%	77 70%	78 76%	160 70%	73 78%	78 62%	52 75%	161 79% K	124 79%	92 71%	95 68%	184 79% r	120 66%	51 86%	195 81%
Trust very much	115 27%	53 25%	62 29%	37 33% g	40 35% g	18 19%	20 18%	30 29%	58 25%	27 29%	28 22%	25 35%	59 29%	59 37% P	38 30% P	18 13%	76 33% r	38 21%	24 39%	83 34%
Trust somewhat	197 46%	96 46%	101 46%	52 47%	44 39%	44 47%	57 52%	49 47%	102 44%	46 49%	50 40%	27 39%	102 50%	66 42%	54 42%	77 55%	108 46%	82 46%	28 47%	112 46%
Do Not Trust At All/Too Much (Net)	62 14%	29 14%	33 15%	12 11%	16 14%	19 20%	15 14%	15 14%	41 18% j	6 7%	18 14%	10 15%	31 15%	17 11%	20 16%	25 18%	27 11%	33 18%	8 14%	32 13%
Do not trust too much	36 9%	14 6%	23 10%	6 6%	12 11%	13 14%	5 5%	10 9%	23 10%	3 4%	12 9%	3 4%	21 10%	15 9%	8 7%	13 10%	20 9%	16 9%	5 9%	27 11%
Do not trust at all	25 6%	15 7%	10 5%	6 6%	3 3%	6 6%	10 9%	5 5%	17 8%	3 3%	6 4%	7 11%	10 5%	2 1%	12 9% N	12 8% n	6 3%	17 10% Q	3 5%	5 2%
I am not familiar with this company	53 13%	32 15%	21 10%	10 9%	13 11%	13 13%	18 16%	10 10%	29 13%	15 16%	31 24% IM	7 11%	11 5%	17 11%	17 13%	20 14%	24 10%	27 15%	* 1%	15 6%
Sigma	427 100%	210 100%	217 100%	111 100%	112 100%	94 100%	110 100%	103 100%	229 100%	94 100%	127 100%	70 100%	203 100%	158 100%	129 100%	140 100%	234 100%	180 100%	60 100%	241 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 626

CMP02_114 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Grocery

Aldi

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	160	252	167	116	56	73	129	177	106	224	53	103	112	143	157	221	178	35	212
Weighted Base	394	197*	197	122*	101*	85*	85*	122*	186*	86*	122	68*	170*	106*	153*	135*	205	173*	43**	236
Trust Somewhat/Very Much (Net)	271 69%	139 70%	132 67%	77 63%	71 70%	68 80%	55 64%	86 71%	132 71%	53 62%	78 64%	53 78%	121 71%	84 79%	106 70%	81 60%	148 72%	113 65%	33 75%	173 73%
Trust very much	105 27%	55 28%	50 25%	32 26%	34 34%	17 20%	21 25%	43 35%	45 24%	17 20%	40 32%	21 31%	41 24%	35 33%	41 27%	28 21%	66 32%	38 22%	19 43%	67 28%
Trust somewhat	166 42%	84 42%	83 42%	45 37%	37 37%	51 59%	33 39%	44 36%	87 47%	36 41%	38 31%	32 47%	80 47%	49 46%	65 43%	53 39%	83 40%	74 43%	14 32%	106 45%
Do Not Trust At All/Too Much (Net)	55 14%	31 15%	24 12%	25 21%	10 10%	6 7%	14 16%	18 15%	25 14%	11 13%	18 15%	9 13%	25 15%	8 7%	16 11%	30 22%	25 12%	26 15%	9 21%	36 15%
Do not trust too much	38 10%	22 11%	16 8%	15 12%	6 6%	6 7%	11 13%	16 13%	13 7%	9 11%	12 9%	6 9%	19 11%	5 5%	13 8%	21 15%	21 10%	17 10%	5 12%	25 11%
Do not trust at all	16 4%	8 4%	8 4%	10 8%	4 4%	-	2 3%	2 1%	13 7%	2 2%	6 5%	3 4%	7 4%	3 3%	4 2%	10 7%	4 2%	9 5%	4 9%	11 5%
I am not familiar with this company	68 17%	28 14%	40 20%	20 16%	20 20%	11 13%	17 20%	18 15%	28 15%	22 25%	27 22%	6 8%	24 14%	14 13%	30 19%	24 18%	31 15%	34 20%	2 3%	27 11%
Sigma	394 100%	197 100%	197 100%	122 100%	101 100%	85 100%	85 100%	122 100%	186 100%	86 100%	122 100%	68 100%	170 100%	106 100%	153 100%	135 100%	205 100%	173 100%	43 100%	236 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 627

CMP02_115 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Grocery
 Wegmans

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	170	242	163	126	66	57	145	179	88	224	50	108	119	152	141	202	195	40	240
Weighted Base	434	221*	212	117*	116*	103*	98*	150*	202*	82*	142	65*	184*	126*	180*	128*	226	188*	48**	284
Trust Somewhat/Very Much (Net)	193 45%	109 49%	84 40%	56 48%	57 49%	37 36%	44 44%	76 51%	86 43%	30 37%	55 39%	33 50%	92 50%	40 32%	91 50% N	62 48% n	113 50% r	72 38%	36 76%	154 54%
Trust very much	68 16%	44 20% c	23 11%	22 19%	26 22% f	9 9%	11 11%	36 24% j	23 11%	9 11%	21 15%	15 23%	31 17%	17 14%	32 18%	19 15%	47 21% r	20 11%	12 25%	56 20%
Trust somewhat	125 29%	65 29%	61 29%	34 29%	32 27%	27 27%	33 33%	40 27%	64 32%	22 26%	34 24%	18 28%	61 33%	23 18%	59 33% n	43 34% n	66 29%	52 28%	24 50%	98 35%
Do Not Trust At All/Too Much (Net)	54 12%	34 15%	20 9%	17 15%	13 11%	13 13%	10 10%	22 15%	22 11%	10 12%	22 16%	4 7%	25 14%	16 13%	23 13%	14 11%	23 10%	27 15%	2 3%	38 13%
Do not trust too much	33 8%	21 10%	12 6%	12 10%	11 9%	4 4%	7 7%	16 11% j	17 8%	-	12 8%	4 7%	17 9%	7 6%	15 8%	11 9%	15 7%	18 10%	2 3%	26 9%
Do not trust at all	20 5%	12 6%	8 4%	6 5%	2 2%	9 9%	3 3%	5 4%	5 2%	10 12% h	11 7%	-	8 4%	9 7%	8 4%	3 2%	8 4%	9 5%	-	12 4%
I am not familiar with this company	187 43%	79 36%	108 51% B	44 38%	46 40%	53 51%	45 45%	52 34%	93 46%	42 51% h	65 46%	28 43%	67 36%	69 55% O	66 37%	52 40%	91 40%	88 47%	10 21%	92 32%
Sigma	434 100%	221 100%	212 100%	117 100%	116 100%	103 100%	98 100%	150 100%	202 100%	82 100%	142 100%	65 100%	184 100%	126 100%	180 100%	128 100%	226 100%	188 100%	48 100%	284 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 628

CMP02_116 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Sports

NFL

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	161	243	180	102	65	57	135	174	95	219	62	99	126	149	129	206	179	38	219
Weighted Base	396	198*	198	125	100*	90*	82**	131*	183*	83*	136	80*	159*	129*	149*	119*	215	165*	49**	229
Trust Somewhat/Very Much (Net)	251 63%	133 67%	118 60%	82 66%	77 77% d	58 64%	34 41%	98 75% lj	103 56%	50 61%	89 65%	52 65%	101 63%	82 64%	101 68%	68 58%	153 71% R	89 54%	42 86%	160 70%
Trust very much	107 27%	58 29%	49 25%	41 33% f	39 39% F	17 19%	10 12%	50 38% l	34 18%	22 27%	31 23%	22 27%	48 30%	28 22%	44 30%	34 29%	73 34% R	29 17%	25 51%	75 33%
Trust somewhat	145 37%	75 38%	70 35%	41 33%	39 39%	41 46%	24 29%	48 36%	69 38%	28 34%	58 42%	30 37%	53 33%	54 42%	56 38%	34 29%	80 37%	61 37%	17 35%	85 37%
Do Not Trust At All/Too Much (Net)	111 28%	57 29%	54 27%	31 25%	16 16%	20 23%	44 53%	23 18%	64 35% H	25 30%	33 24%	20 25%	54 34%	38 29%	41 28%	33 28%	46 22%	60 36% Q	6 13%	54 24%
Do not trust too much	71 18%	37 19%	33 17%	14 11%	12 12%	11 13%	33 41%	15 11%	40 22% h	16 20%	18 13%	14 17%	37 23%	27 21%	27 18%	17 14%	35 16%	33 20%	2 5%	35 15%
Do not trust at all	41 10%	20 10%	21 11%	18 14% E	4 4%	9 10%	10 13%	8 6%	24 13%	8 10%	15 11%	6 8%	17 11%	11 8%	14 9%	16 13%	12 5%	27 16% Q	4 8%	20 9%
I am not familiar with this company	34 8%	8 4%	26 13% B	11 9%	6 6%	12 13%	4 5%	10 7%	16 9%	8 10%	14 10% M	8 10% m	4 3%	9 7%	7 5%	18 15% O	15 7%	16 10%	* 1%	15 6%
Sigma	396 100%	198 100%	198 100%	125 100%	100 100%	90 100%	82 100%	131 100%	183 100%	83 100%	136 100%	80 100%	159 100%	129 100%	149 100%	119 100%	215 100%	165 100%	49 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 629

CMP02_117 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Sports
 MLB

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	145	264	169	110	66	64	140	174	95	230	50	102	118	147	144	227	174	40	220
Weighted Base	400	183*	217	117*	106*	87*	90*	139*	175*	86*	128	64**	179*	118*	141*	140*	246	146*	59**	251
Trust Somewhat/Very Much (Net)	248 62%	137 75% C	111 51%	70 59%	79 75% dG	59 68% g	40 45%	102 74% I	92 52%	54 62%	75 58%	41 64%	118 66%	80 68%	83 59%	85 61%	160 65%	83 57%	48 80%	164 66%
Trust very much	104 26%	66 36% C	38 18%	29 24%	41 39% dFg	16 19%	18 20%	55 40% Ij	28 16%	21 24%	32 25%	25 38%	46 26%	40 34% P	42 30% p	22 16%	77 31% R	26 18%	34 58%	78 31%
Trust somewhat	144 36%	71 39%	73 33%	41 35%	38 36%	43 49% G	22 24%	47 34%	64 37%	33 38%	43 34%	17 26%	72 40%	40 34%	41 29%	63 45% o	82 34%	56 39%	13 22%	86 34%
Do Not Trust At All/Too Much (Net)	78 20%	30 16%	48 22%	23 20%	16 15%	15 17%	25 28%	16 11%	45 26% H	17 20%	29 23%	9 13%	35 19%	19 16%	29 20%	30 22%	37 15%	39 27% Q	10 18%	40 16%
Do not trust too much	56 14%	23 13%	33 15%	18 15%	12 11%	8 9%	18 20%	11 8%	36 20% H	9 11%	21 16%	3 5%	31 17%	11 10%	23 16%	22 16%	30 12%	24 16%	10 18%	32 13%
Do not trust at all	22 6%	7 4%	15 7%	5 4%	4 4%	6 7%	7 8%	4 3%	10 5%	8 9%	8 6%	6 9%	4 2%	8 7%	6 4%	8 6%	7 3%	15 10% Q	-	8 3%
I am not familiar with this company	74 18%	16 9%	58 27% B	25 21% e	11 10%	13 15%	25 28% E	21 15%	38 22%	15 17%	24 19%	15 23%	26 15%	19 16%	30 21%	25 18%	49 20%	24 16%	1 2%	46 18%
Sigma	400 100%	183 100%	217 100%	117 100%	106 100%	87 100%	90 100%	139 100%	175 100%	86 100%	128 100%	64 100%	179 100%	118 100%	141 100%	140 100%	246 100%	146 100%	59 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 630

CMP02_118 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Sports
 NHL

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	161	253	158	126	70	60	145	158	111	234	51	101	114	141	159	217	188	38	218
Weighted Base	404	197*	207	111*	116*	100*	76*	148*	167*	89*	129	57*	188*	112*	152*	140*	244	153*	49**	227
Trust Somewhat/Very Much (Net)	257 64%	134 68%	123 59%	66 59%	87 75% Dg	62 62%	42 55%	106 71% j	101 60%	50 57%	74 58%	32 57%	136 72% K	72 65%	102 67%	83 59%	162 66%	92 60%	41 85%	159 70%
Trust very much	86 21%	50 26%	35 17%	27 24% g	35 30% G	16 16%	8 10%	42 28% i	26 16%	18 20%	30 23% L	4 7%	47 25% L	30 27%	32 21%	23 16%	56 23%	27 18%	19 39%	56 25%
Trust somewhat	171 42%	84 43%	87 42%	39 35%	52 45%	46 45%	34 45%	64 43%	75 45%	33 37%	44 34%	28 49%	89 47% k	42 37%	69 46%	60 43%	105 43%	65 42%	22 45%	103 45%
Do Not Trust At All/Too Much (Net)	74 18%	34 17%	40 19%	20 18%	15 13%	22 22%	17 22%	26 18%	33 20%	15 17%	27 21%	16 28%	27 15%	14 12%	25 17%	35 25% n	38 16%	35 23%	4 7%	29 13%
Do not trust too much	48 12%	26 13%	22 11%	12 10%	6 5%	17 16% e	13 18% e	18 12%	21 12%	8 9%	14 11%	13 23% km	20 10%	10 9%	13 8%	25 18% o	27 11%	20 13%	2 3%	21 9%
Do not trust at all	26 7%	9 4%	18 8%	8 7%	9 8%	5 5%	4 5%	8 5%	12 7%	6 7%	13 10%	3 5%	8 4%	4 3%	13 8%	10 7%	11 4%	15 10%	2 4%	8 4%
I am not familiar with this company	74 18%	28 14%	45 22%	26 23% e	14 12%	17 17%	17 23%	16 11%	33 20%	24 27% H	28 22%	9 16%	25 13%	26 23%	25 16%	23 16%	45 18%	26 17%	4 8%	38 17%
Sigma	404 100%	197 100%	207 100%	111 100%	116 100%	100 100%	76 100%	148 100%	167 100%	89 100%	129 100%	57 100%	188 100%	112 100%	152 100%	140 100%	244 100%	153 100%	49 100%	227 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 631

CMP02_119 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Sports
 NBA

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	168	234	149	130	71	52	134	173	95	224	52	105	130	139	133	208	174	40	216
Weighted Base	402	202*	200	101*	112*	107*	81*	136*	194*	73*	150	53**	170*	143*	155*	104*	234	149*	49**	242
Trust Somewhat/Very Much (Net)	269 67%	135 67%	134 67%	73 72% G	86 76% G	69 64%	41 51%	107 79% J	125 65%	37 50%	86 57%	32 60%	130 76% K	89 62%	119 77% nP	61 59%	163 70%	96 64%	34 71%	179 74%
Trust very much	120 30%	63 31%	57 28%	30 30%	49 43% dFG	24 23%	17 20%	56 41% IJ	48 25%	16 23%	42 28%	21 40%	54 31%	35 24%	63 41% NP	22 21%	82 35% r	35 23%	18 37%	88 36%
Trust somewhat	149 37%	72 36%	77 39%	42 42%	37 33%	45 42%	25 31%	51 38%	78 40%	20 28%	44 29%	11 20%	77 45% K	54 38%	55 36%	39 38%	82 35%	61 41%	16 34%	91 37%
Do Not Trust At All/Too Much (Net)	92 23%	49 24%	43 22%	24 23%	18 16%	20 18%	30 37% Ef	22 16%	53 28% h	17 23%	43 29%	15 29%	33 19%	33 23%	28 18%	31 29%	50 21%	34 23%	9 19%	53 22%
Do not trust too much	56 14%	31 16%	24 12%	16 16%	12 11%	10 9%	17 21%	11 8%	37 19% h	7 10%	25 16%	12 22%	19 11%	19 13%	22 14%	15 14%	28 12%	22 15%	8 17%	30 13%
Do not trust at all	36 9%	17 9%	19 9%	8 8%	6 5%	9 9%	13 16% e	11 8%	16 8%	9 13%	19 13%	3 6%	14 8%	14 10%	7 4%	16 15% O	22 10%	12 8%	1 2%	23 9%
I am not familiar with this company	41 10%	18 9%	23 11%	5 5%	8 7%	19 17% D	9 11%	7 5%	15 8%	19 27% HI	21 14% M	6 11%	7 4%	21 15% O	7 5%	12 12%	20 9%	20 13%	5 10%	10 4%
Sigma	402 100%	202 100%	200 100%	101 100%	112 100%	107 100%	81 100%	136 100%	194 100%	73 100%	150 100%	53 100%	170 100%	143 100%	155 100%	104 100%	234 100%	149 100%	49 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 632

CMP02_120 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Sports
 ESPN

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	398	144	254	156	123	70	49	141	166	91	220	46	105	116	127	155	213	177	40	210
Weighted Base	377	168*	209	101*	113*	93*	70**	132*	161*	84*	123	54*	169*	106*	141*	130*	221	150*	47**	228
Trust Somewhat/Very Much (Net)	249 66%	118 70%	132 63%	65 64%	87 77% dF	53 57%	44 63%	102 77% jJ	104 64%	43 52%	73 59%	41 75% k	127 75% K	64 60%	96 68%	89 69%	150 68%	97 65%	42 91%	173 76%
Trust very much	107 28%	61 36% C	46 22%	34 33% F	53 47% dF	12 13%	9 12%	53 40% I	30 19%	24 28%	30 24%	17 31%	59 35%	27 25%	46 32%	34 27%	72 33%	35 23%	31 67%	82 36%
Trust somewhat	142 38%	57 34%	86 41%	31 31%	34 30%	41 44%	36 51%	49 37%	73 46% J	20 24%	43 35%	24 44%	69 40%	37 35%	51 36%	54 42%	78 35%	63 42%	11 24%	92 40%
Do Not Trust At All/Too Much (Net)	86 23%	40 24%	46 22%	21 21%	15 13%	29 31% E	20 29%	20 15%	43 27% h	22 27%	35 28% M	8 16%	27 16%	30 28%	31 22%	24 19%	48 22%	36 24%	2 4%	35 16%
Do not trust too much	46 12%	28 17% c	18 9%	11 11%	10 8%	17 18%	8 12%	12 9%	21 13%	14 16%	16 13%	3 6%	17 10%	16 15%	19 13%	11 8%	29 13%	16 11%	1 3%	26 11%
Do not trust at all	40 11%	12 7%	28 13%	10 10%	6 5%	12 13%	12 17%	9 6%	23 14%	8 10%	19 15% M	5 9%	10 6%	14 13%	12 9%	13 10%	19 8%	19 13%	*	10 4%
I am not familiar with this company	42 11%	11 6%	31 15% b	15 14%	11 9%	11 12%	6 9%	10 7%	14 9%	18 22% HI	16 13%	5 10%	15 9%	12 11%	14 10%	17 13%	23 10%	17 11%	3 6%	19 8%
Sigma	377 100%	168 100%	209 100%	101 100%	113 100%	93 100%	70 100%	132 100%	161 100%	84 100%	123 100%	54 100%	169 100%	106 100%	141 100%	130 100%	221 100%	150 100%	47 100%	228 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 633

CMP02_121 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Logistics

FedEx

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	161	253	167	116	70	61	131	180	103	196	64	122	113	155	146	226	178	39	234
Weighted Base	463	235*	228	134*	115*	116*	98*	144*	228*	91*	118*	72*	240*	116*	189*	157*	267	189*	57**	269
Trust Somewhat/Very Much (Net)	379 82%	191 81%	188 83%	108 81%	85 74%	96 83%	89 91% E	118 82%	188 82%	73 81%	99 84%	55 75%	202 85%	98 84%	145 77%	136 87%	222 83%	154 82%	49 86%	223 83%
Trust very much	185 40%	102 43%	83 36%	62 46%	43 38%	42 36%	37 38%	71 49% I	79 35%	35 38%	50 43%	26 36%	104 43%	49 42%	84 44%	52 33%	117 44%	67 36%	33 58%	125 47%
Trust somewhat	195 42%	89 38%	105 46%	46 34%	42 37%	54 47%	53 54% d	47 33%	109 48% h	39 43%	49 41%	29 39%	99 41%	48 42%	62 33%	85 54% O	105 39%	87 46%	16 28%	98 37%
Do Not Trust At All/Too Much (Net)	64 14%	36 15%	28 12%	19 14% g	26 23% G	15 13%	4 4%	21 15%	33 14%	11 12%	15 13%	14 19%	31 13%	19 16%	33 18% p	13 8%	39 15%	24 13%	8 14%	40 15%
Do not trust too much	45 10%	25 11%	20 9%	16 12% g	17 15% g	9 7%	3 3%	9 7%	28 12%	8 9%	7 6%	9 13%	25 10%	16 14%	20 11%	9 6%	29 11%	16 8%	8 14%	32 12%
Do not trust at all	19 4%	11 5%	8 3%	3 2%	9 8% g	7 6%	* *	12 8% i	5 2%	3 3%	9 7%	5 7%	6 2%	3 2%	13 7%	3 2%	10 4%	8 4%	-	8 3%
I am not familiar with this company	19 4%	7 3%	12 5%	7 5%	4 3%	4 4%	5 5%	5 3%	7 3%	7 8%	4 3%	4 5%	6 3%	-	11 6% n	8 5%	6 2%	10 6%	-	5 2%
Sigma	463 100%	235 100%	228 100%	134 100%	115 100%	116 100%	98 100%	144 100%	228 100%	91 100%	118 100%	72 100%	240 100%	116 100%	189 100%	157 100%	267 100%	189 100%	57 100%	269 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 634

CMP02_122 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Logistics

UPS

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	159	247	178	114	52	62	160	158	88	218	61	109	116	152	138	208	184	43	223
Weighted Base	403	219*	184	132	110*	71*	90*	155*	175*	73*	136	79*	172*	125*	164*	114*	236	155*	55**	253
Trust Somewhat/Very Much (Net)	334 83%	178 81%	156 85%	103 78%	94 86%	61 85%	76 84%	129 83%	147 84%	58 79%	104 77%	66 84%	150 87% k	111 89% p	135 83%	88 77%	193 82%	130 84%	52 94%	212 84%
Trust very much	185 46%	100 46%	85 46%	55 41%	55 50%	29 41%	46 51%	69 44%	84 48%	32 44%	57 42%	36 46%	83 48%	62 49% p	85 52% p	38 33%	109 46%	71 46%	40 71%	130 51%
Trust somewhat	149 37%	77 35%	71 39%	48 36%	40 36%	31 44%	30 33%	60 39%	63 36%	26 35%	47 34%	29 37%	67 39%	49 39%	50 30%	50 44% o	84 36%	59 38%	12 22%	82 32%
Do Not Trust At All/Too Much (Net)	40 10%	23 11%	17 9%	20 15% E	5 4%	5 8%	10 11%	18 11%	12 7%	10 14%	19 14%	7 9%	13 7%	6 5%	19 12%	15 13%	23 10%	16 10%	2 3%	22 9%
Do not trust too much	26 6%	11 5%	15 8%	13 10%	5 4%	5 8%	3 3%	11 7%	10 5%	6 8%	10 8%	7 9%	7 4%	3 2%	14 9%	9 8%	16 7%	9 6%	1 1%	15 6%
Do not trust at all	14 4%	13 6% c	2 1%	7 5%	-	-	7 8% e	7 4%	3 2%	5 6%	9 6%	-	5 3%	3 3%	5 3%	6 5%	7 3%	7 5%	1 2%	7 3%
I am not familiar with this company	29 7%	18 8%	11 6%	10 7%	11 10%	5 7%	4 4%	8 5%	16 9%	5 7%	13 9%	6 7%	9 5%	8 6%	10 6%	12 10%	20 8%	9 6%	2 3%	19 8%
Sigma	403 100%	219 100%	184 100%	132 100%	110 100%	71 100%	90 100%	155 100%	175 100%	73 100%	136 100%	79 100%	172 100%	125 100%	164 100%	114 100%	236 100%	155 100%	55 100%	253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 635

CMP02_123 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Logistics

United States Postal Service

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	154	254	152	131	58	67	136	175	97	237	43	106	124	142	142	202	194	37	223
Weighted Base	395	186*	209	106*	115*	83*	91*	124*	187*	83*	121	56**	187*	111*	150*	134*	216	165*	39**	241
Trust Somewhat/Very Much (Net)	325 82%	143 77%	182 87% b	79 74%	99 86% d	63 75%	85 93% DF	101 81%	154 82%	70 84%	104 86%	52 93%	147 79%	97 87% p	128 86%	100 74%	180 84%	140 85%	30 78%	191 79%
Trust very much	180 46%	93 50%	87 42%	44 41%	55 48% f	25 30%	56 62% DF	57 46%	77 41%	46 55%	59 49%	29 52%	78 42%	50 45%	69 46%	60 45%	108 50%	70 42%	16 42%	103 43%
Trust somewhat	145 37%	50 27%	95 45% B	35 33%	44 38%	38 46%	29 31%	44 35%	77 41%	24 29%	45 37%	23 41%	69 37%	47 42%	59 39%	40 30%	73 34%	70 42%	14 35%	88 36%
Do Not Trust At All/Too Much (Net)	50 13%	31 17%	19 9%	18 17% G	13 12% G	18 22% G	* *	18 14%	27 14%	5 6%	11 9%	3 5%	35 19% k	12 11%	16 11%	22 16%	26 12%	19 12%	8 20%	36 15%
Do not trust too much	23 6%	14 8%	9 4%	7 6% g	5 4%	11 13% G	- *	7 6%	16 8% j	* *	3 2%	1 1%	19 10% K	8 7%	8 5%	7 5%	12 6%	11 6%	2 6%	17 7%
Do not trust at all	27 7%	17 9%	10 5%	11 11% G	8 7% g	7 8%	* *	11 9%	11 6%	5 6%	8 7%	2 4%	15 8%	4 4%	8 5%	14 11%	14 6%	9 5%	5 13%	18 8%
I am not familiar with this company	20 5%	12 6%	8 4%	9 9% e	2 2%	3 3%	6 6%	6 5%	6 3%	8 10%	6 5%	1 2%	5 3%	2 2%	6 4%	13 9% n	9 4%	6 4%	1 2%	14 6%
Sigma	395 100%	186 100%	209 100%	106 100%	115 100%	83 100%	91 100%	124 100%	187 100%	83 100%	121 100%	56 100%	187 100%	111 100%	150 100%	134 100%	216 100%	165 100%	39 100%	241 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 636

CMP02_124 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 AT&T

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	159	240	165	107	64	63	144	163	92	216	49	114	125	146	128	204	181	34	224
Weighted Base	390	191*	200	128*	98*	76*	88*	139*	171*	80*	121	61*	188*	138*	143*	109*	208	171*	39**	252
Trust Somewhat/Very Much (Net)	274 70%	129 68%	146 73%	95 74%	76 78% g	50 66%	53 61%	108 78% j	118 69%	49 61%	84 70%	45 74%	132 70%	101 73%	107 75% p	66 60%	148 71%	117 69%	33 86%	190 75%
Trust very much	118 30%	60 31%	58 29%	40 31%	38 39% F	14 18%	26 30%	52 37% i	42 24%	24 30%	33 27%	19 31%	62 33%	51 37% P	52 37% P	15 14%	76 37% R	36 21%	23 60%	84 33%
Trust somewhat	156 40%	69 36%	87 44%	55 43%	38 39%	36 47%	27 31%	56 40%	76 44%	24 30%	51 43%	26 43%	70 37%	51 37%	55 39%	51 46%	72 35%	81 48% q	10 26%	105 42%
Do Not Trust At All/Too Much (Net)	97 25%	57 30% c	39 20%	25 20%	16 17%	21 28%	34 38% DE	24 17%	49 28% h	24 30%	30 25%	10 16%	53 28%	32 23%	32 22%	34 31%	50 24%	44 26%	5 13%	54 21%
Do not trust too much	45 11%	21 11%	24 12%	12 10%	11 12%	6 8%	15 17%	8 6%	26 15% h	11 13%	12 10%	7 11%	26 14%	11 8%	18 13%	15 14%	25 12%	18 11%	5 13%	24 10%
Do not trust at all	52 13%	37 19% C	15 8%	13 10%	5 5%	15 20% E	19 21% E	16 11%	23 13%	13 17%	18 15%	3 5%	28 15%	20 15%	13 9%	18 17%	26 12%	26 15%	-	29 12%
I am not familiar with this company	19 5%	4 2%	15 7% b	8 7%	5 5%	5 7%	1 1%	7 5%	5 3%	7 9%	7 6% m	6 10% M	3 1%	5 4%	4 3%	10 9%	10 5%	10 6%	1 2%	9 3%
Sigma	390 100%	191 100%	200 100%	128 100%	98 100%	76 100%	88 100%	139 100%	171 100%	80 100%	121 100%	61 100%	188 100%	138 100%	143 100%	109 100%	208 100%	171 100%	39 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 637

CMP02_125 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Verizon

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	133	274	167	109	69	62	135	170	102	215	66	106	119	142	146	227	170	33	221
Weighted Base	398	160*	237	134*	89*	92*	83*	126*	181*	91*	115	71*	191*	118*	142*	138*	228	164*	44**	241
Trust Somewhat/Very Much (Net)	281 71%	112 70%	169 71%	82 61%	62 71%	66 71%	71 85% D	86 68%	133 73%	62 68%	81 70%	46 66%	143 75%	88 75%	105 74%	87 64%	164 72%	114 70%	31 70%	171 71%
Trust very much	127 32%	48 30%	79 33%	36 27%	34 39%	30 33%	27 32%	45 36%	54 30%	28 30%	36 31%	25 35%	64 33%	51 43% O P	43 30%	33 24%	83 36%	42 26%	21 47%	88 36%
Trust somewhat	154 39%	64 40%	90 38%	46 35%	28 32%	35 38%	44 53% de	41 32%	79 44%	34 38%	45 39%	22 31%	80 42%	37 32%	63 44%	54 39%	80 35%	72 44%	10 23%	83 35%
Do Not Trust At All/Too Much (Net)	87 22%	40 25%	47 20%	41 31% G	17 20%	19 21%	9 11%	31 24%	37 20%	19 21%	22 19%	15 21%	43 22%	21 18%	33 23%	33 24%	46 20%	39 24%	9 21%	51 21%
Do not trust too much	66 17%	29 18%	37 16%	34 25% Eg	10 11%	14 15%	8 10%	21 17%	32 18%	12 13%	14 12%	11 15%	36 19%	13 11%	26 18%	27 20%	31 14%	33 20%	7 15%	39 16%
Do not trust at all	21 5%	11 7%	9 4%	7 5%	8 9%	5 6%	1 1%	9 7%	4 2%	7 8%	8 7%	4 5%	7 3%	8 7%	7 5%	6 4%	14 6%	6 4%	2 5%	13 5%
I am not familiar with this company	30 8%	9 6%	21 9%	11 8%	9 10%	7 8%	3 4%	9 7%	12 6%	10 11%	13 11% M	10 14% M	5 3%	9 8%	4 3%	17 13% O	19 8%	11 7%	4 9%	18 8%
Sigma	398 100%	160 100%	237 100%	134 100%	89 100%	92 100%	83 100%	126 100%	181 100%	91 100%	115 100%	71 100%	191 100%	118 100%	142 100%	138 100%	228 100%	164 100%	44 100%	241 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 638

CMP02_126 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Comcast

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	136	266	167	102	65	68	141	155	106	216	51	107	127	130	145	206	188	28	208
Weighted Base	424	172*	252	123*	90*	116*	96*	133*	201*	90*	136	55*	210*	128*	157*	140*	236	182*	34**	250
Trust Somewhat/Very Much (Net)	279 66%	111 64%	169 67%	73 59%	65 73% d	80 70%	61 63%	95 72%	131 65%	53 59%	82 61%	39 72%	147 70%	85 67%	103 66%	91 65%	164 70%	111 61%	28 82%	185 74%
Trust very much	107 25%	50 29%	57 23%	32 26%	35 39% FG	22 19%	18 19%	35 26%	56 28%	17 19%	32 24%	19 35%	54 26%	25 19%	54 34% np	28 20%	69 29%	38 21%	14 40%	72 29%
Trust somewhat	172 41%	60 35%	112 44%	41 33%	30 34%	59 51% d	42 44%	61 46%	75 38%	36 40%	50 37%	20 37%	93 44%	60 47% o	49 31%	63 45%	95 40%	72 40%	14 42%	113 45%
Do Not Trust At All/Too Much (Net)	94 22%	50 29% c	43 17%	24 20%	20 22%	23 19%	27 28%	24 18%	48 24%	21 24%	28 21%	12 22%	48 23%	29 23%	38 24%	26 19%	43 18%	49 27%	6 17%	47 19%
Do not trust too much	56 13%	29 17%	27 11%	9 8%	15 17% d	15 13%	16 16%	18 14%	23 11%	15 16%	17 13%	8 15%	28 14%	21 16% p	27 17% P	8 6%	30 13%	24 13%	3 9%	30 12%
Do not trust at all	38 9%	21 12%	17 7%	15 12%	4 4%	7 6%	12 12%	6 4%	25 13% h	7 7%	11 8%	4 7%	20 10%	8 6%	12 8%	18 13%	13 6%	25 14% q	3 8%	16 7%
I am not familiar with this company	51 12%	11 7%	40 16% b	26 21% Eg	5 6%	13 11%	8 8%	13 10%	22 11%	16 18%	25 18% IM	3 6%	15 7%	13 10%	15 10%	22 16%	29 12%	22 12%	*	18 7%
Sigma	424 100%	172 100%	252 100%	123 100%	90 100%	116 100%	96 100%	133 100%	201 100%	90 100%	136 100%	55 100%	210 100%	128 100%	157 100%	140 100%	236 100%	182 100%	34 100%	250 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 639

CMP02_127 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Dell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	150	253	164	119	69	51	145	160	98	216	56	100	114	150	139	217	172	29	212
Weighted Base	385	185*	200	119*	106*	88*	72**	147*	158*	80*	127	62*	172*	111*	157*	117*	214	160*	37**	230
Trust Somewhat/Very Much (Net)	292 76%	144 78%	148 74%	74 62%	92 87% D	77 87% D	49 68%	112 77%	127 81% J	52 65%	95 75%	47 76%	134 78%	82 74%	123 79%	86 74%	169 79%	120 75%	31 84%	171 74%
Trust very much	112 29%	67 36% C	45 23%	26 22%	40 38% D	29 33%	17 23%	53 38% J	42 27%	17 21%	39 30%	15 23%	55 32%	48 43% O P	44 28%	20 17%	68 32%	43 27%	21 56%	80 35%
Trust somewhat	180 47%	77 42%	103 51%	47 40%	52 49%	48 55%	32 45%	60 41%	85 54%	35 44%	57 45%	33 53%	79 46%	35 31%	79 51% N	66 56% N	101 47%	77 48%	10 27%	92 40%
Do Not Trust At All/Too Much (Net)	51 13%	25 14%	26 13%	28 23% E F	7 7%	8 9%	8 12%	19 13%	18 11%	14 18%	15 12%	8 13%	24 14%	16 15%	20 13%	15 13%	26 12%	21 13%	3 7%	40 17%
Do not trust too much	37 10%	18 10%	19 10%	20 17% E F	7 6%	2 3%	8 11%	14 9%	12 7%	11 14%	12 9%	6 10%	16 9%	11 10%	13 8%	13 11%	19 9%	14 8%	3 7%	30 13%
Do not trust at all	14 4%	7 4%	7 3%	8 7% e	1 1%	5 6%	* *	5 4%	6 4%	3 4%	3 3%	2 3%	8 5%	5 5%	7 4%	2 2%	7 3%	7 5%	-	10 4%
I am not familiar with this company	42 11%	16 8%	26 13%	18 15% e f	6 6%	3 4%	14 20%	15 10%	12 8%	14 17%	16 13%	11 10%	14 8%	13 11%	14 9%	15 13%	19 9%	20 12%	4 9%	19 8%
Sigma	385 100%	185 100%	200 100%	119 100%	106 100%	88 100%	72 100%	147 100%	158 100%	80 100%	127 100%	62 100%	172 100%	111 100%	157 100%	117 100%	214 100%	160 100%	37 100%	230 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 640

CMP02_128 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Intel

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	408	154	254	154	121	70	63	133	173	102	228	60	99	131	139	138	224	173	34	220
Weighted Base	425	188*	237	113*	120*	100*	91*	141*	186*	98*	151	66*	192*	147*	162*	116*	261	152*	55**	259
Trust Somewhat/Very Much (Net)	274 65%	123 65%	151 64%	75 66%	81 67%	56 55%	63 69%	104 74% J	125 67% J	45 46%	95 63%	39 59%	131 68%	90 61%	111 69%	73 63%	173 66%	97 64%	39 72%	181 70%
Trust very much	102 24%	59 31% C	42 18%	26 23%	36 30%	16 16%	23 25%	53 37% I	38 20%	11 12%	43 28%	17 25%	42 22%	42 29% p	40 25%	19 16%	79 30% R	23 15%	17 31%	76 30%
Trust somewhat	172 41%	64 34%	109 46% b	48 42%	45 38%	39 39%	40 44%	51 36%	88 47%	33 34%	52 35%	23 34%	89 47%	47 32%	71 44%	55 47% n	94 36%	74 49% q	23 41%	105 41%
Do Not Trust At All/Too Much (Net)	76 18%	40 21%	37 15%	22 20%	20 16%	20 20%	14 15%	14 10%	35 19%	27 28% H	31 21%	13 20%	31 16%	29 20%	25 16%	22 19%	49 19%	22 14%	2 4%	38 15%
Do not trust too much	49 12%	26 14%	23 10%	12 11%	15 13%	11 11%	11 12%	8 6%	24 13%	17 17% H	20 13%	8 12%	20 11%	20 14%	18 11%	10 9%	32 12%	13 8%	1 2%	23 9%
Do not trust at all	28 6%	14 7%	14 6%	10 9%	5 4%	10 10%	3 3%	7 5%	11 6%	10 10%	12 8%	5 8%	10 5%	9 6%	7 4%	12 10%	17 6%	9 6%	1 2%	14 6%
I am not familiar with this company	74 17%	25 13%	49 21%	17 15%	19 16%	24 24%	14 15%	23 16%	26 14%	26 26% I	25 16%	13 20%	30 16%	28 19%	25 16%	21 18%	40 15%	33 22%	13 23%	40 15%
Sigma	425 100%	188 100%	237 100%	113 100%	120 100%	100 100%	91 100%	141 100%	186 100%	98 100%	151 100%	66 100%	192 100%	147 100%	162 100%	116 100%	261 100%	152 100%	55 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

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 Table 641

CMP02_129 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Hewlett-Packard Enterprise

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	153	251	167	121	61	55	141	168	95	210	59	112	115	150	139	214	181	33	221
Weighted Base	424	202*	222	132*	119*	97*	75*	144*	190*	90*	126	66*	203*	119*	180*	125*	238	181*	35**	262
Trust Somewhat/Very Much (Net)	314 74%	157 78%	157 71%	81 61%	95 79% D	75 78% d	63 83% D	97 68%	150 79%	67 74%	83 66%	53 80% k	162 80% K	93 78%	132 74%	89 71%	181 76%	131 72%	31 86%	196 75%
Trust very much	96 23%	52 26%	44 20%	29 22%	38 32% f	15 15%	14 19%	51 35% J	31 17%	14 15%	29 23%	16 24%	50 24%	31 26%	40 22%	25 20%	67 28% R	28 16%	17 49%	59 23%
Trust somewhat	218 51%	105 52%	113 51%	52 39%	57 48%	61 63% D	48 64% D	47 33%	118 62% H	53 59% H	54 43%	37 56%	112 55%	61 52%	93 52%	64 51%	114 48%	102 57%	13 37%	137 52%
Do Not Trust At All/Too Much (Net)	45 11%	21 11%	24 11%	17 13%	10 8%	15 16%	3 4%	17 12%	16 8%	12 14%	13 11%	6 9%	23 11%	15 13%	14 8%	16 13%	26 11%	17 9%	2 7%	26 10%
Do not trust too much	28 7%	11 6%	16 7%	9 7%	7 6%	9 9%	3 4%	13 9%	11 6%	4 4%	7 5%	5 7%	16 8%	8 6%	9 5%	11 8%	14 6%	13 7%	1 4%	17 7%
Do not trust at all	17 4%	10 5%	8 3%	9 7%	3 2%	6 6%	-	4 3%	5 3%	9 10% i	7 5%	1 2%	7 4%	7 6%	5 3%	5 4%	13 5%	4 2%	1 3%	8 3%
I am not familiar with this company	65 15%	24 12%	41 19%	34 26% EF	15 12%	7 7%	10 13%	29 20%	25 13%	11 12%	30 23% IM	7 11%	19 9%	12 10%	33 18%	20 16%	31 13%	33 18%	2 7%	40 15%
Sigma	424 100%	202 100%	222 100%	132 100%	119 100%	97 100%	75 100%	144 100%	190 100%	90 100%	126 100%	66 100%	203 100%	119 100%	180 100%	125 100%	238 100%	181 100%	35 100%	262 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 642

CMP02_130 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Merck

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	150	262	168	108	76	60	140	190	82	238	53	104	113	161	138	215	184	30	227
Weighted Base	398	191*	207	127*	85*	97*	89*	121*	207*	70*	135	75*	171*	113*	173*	112*	236	148*	37**	233
Trust Somewhat/Very Much (Net)	191 48%	106 56% C	84 41%	50 39%	35 42%	59 61% De	46 52%	58 48%	94 46%	39 55%	53 39%	32 43%	97 57% K	60 53%	86 50%	45 40%	129 55% R	59 40%	26 70%	116 50%
Trust very much	79 20%	48 25% c	31 15%	26 20%	15 18%	19 19%	20 22%	26 22%	40 19%	13 18%	19 14%	18 25%	42 24% k	31 27% P	42 24% P	6 5%	60 25% R	19 13%	13 34%	56 24%
Trust somewhat	112 28%	59 31%	53 26%	24 19%	20 24%	41 42% De	27 30%	31 26%	54 26%	26 37%	34 25%	14 19%	56 32%	29 26%	44 25%	39 35%	70 29%	40 27%	14 36%	60 26%
Do Not Trust At All/Too Much (Net)	98 25%	56 29%	42 20%	34 27%	17 20%	19 19%	28 31%	26 21%	57 28%	15 21%	32 24%	26 34%	38 22%	26 23%	44 25%	27 24%	48 20%	42 29%	6 16%	65 28%
Do not trust too much	60 15%	35 18%	25 12%	15 12%	12 14%	9 10%	24 28% df	13 11%	40 19%	7 10%	18 13%	16 21%	24 14%	21 18%	25 15%	14 13%	28 12%	28 19%	2 6%	43 19%
Do not trust at all	38 9%	21 11%	17 8%	20 16% eg	5 6%	9 9%	3 4%	12 10%	18 9%	8 11%	14 11%	10 13%	14 8%	6 5%	19 11%	13 12%	19 8%	15 10%	4 11%	21 9%
I am not familiar with this company	109 27%	29 15%	81 39% B	43 34% fg	33 38% FG	19 20%	15 16%	37 31%	55 27%	17 24%	50 37% M	17 23%	36 21%	27 24%	43 25%	40 35%	60 25%	47 32%	5 14%	52 22%
Sigma	398 100%	191 100%	207 100%	127 100%	85 100%	97 100%	89 100%	121 100%	207 100%	70 100%	135 100%	75 100%	171 100%	113 100%	173 100%	112 100%	236 100%	148 100%	37 100%	233 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 643

CMP02_131 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Abbot

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	394	144	250	180	99	64	51	135	157	102	218	44	109	119	137	138	213	169	38	207
Weighted Base	394	190*	203	140	89*	102*	63**	147*	146*	101*	122	56**	195*	130*	137*	127*	231	154*	51**	236
Trust Somewhat/Very Much (Net)	180 46%	88 46%	93 46%	58 41%	47 53%	49 48%	27 42%	70 47%	68 46%	43 42%	46 37%	21 37%	107 55% K	51 39%	68 49%	62 49%	107 46%	72 47%	31 61%	119 50%
Trust very much	73 19%	35 18%	39 19%	20 14%	26 30% D	17 16%	11 17%	33 22%	25 17%	16 16%	16 13%	9 16%	47 24% k	20 16%	33 24%	20 16%	46 20%	26 17%	12 24%	48 20%
Trust somewhat	107 27%	53 28%	54 26%	38 27%	21 24%	32 31%	16 26%	37 25%	43 30%	27 27%	29 24%	12 22%	60 31%	31 24%	35 26%	41 32%	60 26%	45 30%	19 37%	71 30%
Do Not Trust At All/Too Much (Net)	79 20%	54 28% C	25 12%	32 23%	14 16%	22 21%	11 17%	32 21%	22 15%	25 25%	18 15%	11 19%	44 23%	35 27%	24 17%	20 16%	48 21%	27 18%	14 28%	54 23%
Do not trust too much	49 12%	37 19% C	12 6%	20 14%	8 9%	10 10%	10 16%	19 13%	16 11%	14 14%	6 5%	8 14%	32 16% K	22 17%	15 11%	12 9%	29 12%	18 11%	11 22%	37 16%
Do not trust at all	30 8%	17 9%	13 7%	12 9%	6 7%	11 11%	1 1%	13 9%	7 5%	11 11%	12 10%	3 5%	12 6%	13 10%	9 6%	9 7%	19 8%	10 6%	3 6%	16 7%
I am not familiar with this company	134 34%	48 25%	86 42% B	50 36%	27 30%	31 31%	26 40%	46 31%	55 38%	33 33%	58 48% M	24 43%	44 22%	44 34%	46 34%	45 35%	77 33%	55 36%	5 11%	64 27%
Sigma	394 100%	190 100%	203 100%	140 100%	89 100%	102 100%	63 100%	147 100%	146 100%	101 100%	122 100%	56 100%	195 100%	130 100%	137 100%	127 100%	231 100%	154 100%	51 100%	236 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 644

CMP02_132 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Dollar General

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	397	137	260	154	130	62	51	124	164	109	203	64	102	129	139	129	210	175	29	217
Weighted Base	382	159*	223	112*	104*	101*	66**	116*	177*	89*	109	70*	178*	135*	147*	100*	231	145*	33**	234
Trust Somewhat/Very Much (Net)	270 71%	120 75%	150 68%	78 69%	74 72%	78 78%	40 61%	96 83% I	113 64%	62 69%	75 69%	53 76%	125 70%	106 78% P	104 71%	60 61%	181 78% R	86 59%	29 88%	160 68%
Trust very much	108 28%	59 37% C	49 22%	36 33%	39 37% f	21 21%	12 19%	52 45% J	34 19%	23 26%	34 31%	16 23%	51 29%	40 30%	42 29%	26 26%	84 37% R	23 16%	15 46%	80 34%
Trust somewhat	162 42%	61 38%	101 45%	41 37%	36 34%	57 56% dE	28 43%	44 38%	79 45%	39 44%	42 38%	37 53% k	73 41%	65 48%	62 42%	35 35%	96 42%	62 43%	14 42%	80 34%
Do Not Trust At All/Too Much (Net)	82 22%	25 16%	57 26%	20 18%	21 20%	21 21%	20 31%	14 12%	48 27% H	20 23%	19 18%	14 21%	43 24%	18 13%	34 23%	30 30% N	36 15%	45 31% Q	2 7%	59 25%
Do not trust too much	57 15%	16 10%	41 18%	16 14%	15 14%	12 12%	14 22%	10 8%	33 18% h	15 16%	15 14%	12 18%	27 15%	15 11%	18 13%	23 23% n	26 11%	30 20% q	2 7%	40 17%
Do not trust at all	26 7%	10 6%	16 7%	4 4%	6 6%	9 9%	6 9%	5 4%	15 9%	6 6%	4 4%	2 3%	16 9%	3 2%	16 11% n	7 7%	9 4%	16 11% q	* 1%	19 8%
I am not familiar with this company	29 8%	14 9%	15 7%	14 13% F	9 8% f	1 1%	5 8%	6 5%	17 9%	7 8%	14 13% Im	2 3%	10 6%	12 9%	9 6%	9 9%	15 6%	14 10%	2 5%	16 7%
Sigma	382 100%	159 100%	223 100%	112 100%	104 100%	101 100%	66 100%	116 100%	177 100%	89 100%	109 100%	70 100%	178 100%	135 100%	147 100%	100 100%	231 100%	145 100%	33 100%	234 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 645

CMP02_133 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Caterpillar

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	392	146	246	172	106	60	54	113	180	99	221	49	99	117	122	153	194	181	32	225
Weighted Base	371	167*	204	129*	90*	84*	68*	102*	186*	83*	126	58*	164*	115*	132*	124*	194	162*	39**	229
Trust Somewhat/Very Much (Net)	239 64%	120 71% c	119 59%	71 55%	63 70% dg	70 83% DG	35 51%	65 64%	127 68%	46 56%	59 47%	40 69% K	129 79% K	81 70%	88 66%	70 57%	135 69%	100 62%	25 64%	159 69%
Trust very much	90 24%	51 30% c	39 19%	36 27%	25 28%	15 18%	14 21%	29 29%	47 25%	13 16%	23 18%	18 30%	49 30% k	31 27% p	41 31% P	17 14%	56 29%	32 20%	18 45%	70 31%
Trust somewhat	149 40%	69 41%	80 39%	36 28%	38 42% d	55 66% DEG	21 30%	36 35%	80 43%	33 40%	36 29%	22 39%	81 49% K	50 43%	46 35%	54 43%	78 40%	68 42%	8 20%	89 39%
Do Not Trust At All/Too Much (Net)	42 11%	23 14%	19 9%	18 14% f	6 7%	3 3%	16 23% EF	8 8%	17 9%	17 20% hi	21 17%	4 8%	14 9%	10 8%	13 10%	20 16%	23 12%	15 9%	5 14%	22 9%
Do not trust too much	26 7%	14 8%	12 6%	10 7% i	4 5%	* 18% eF	12 18%	6 6%	10 6%	10 12%	11 9%	1 3%	11 7%	4 4%	9 7%	12 10%	18 9%	8 5%	3 7%	15 7%
Do not trust at all	16 4%	9 5%	7 4%	8 6%	2 2%	2 3%	4 6%	2 2%	7 4%	7 8%	10 8% m	3 5%	3 2%	5 5%	3 2%	8 6%	5 3%	7 4%	3 6%	7 3%
I am not familiar with this company	90 24%	25 15%	65 32% B	40 31% i	21 23%	12 14%	17 26%	29 28%	42 22%	20 24%	46 36% M	13 23%	20 12%	24 21%	32 24%	34 27%	36 19%	48 29% q	9 22%	48 21%
Sigma	371 100%	167 100%	204 100%	129 100%	90 100%	84 100%	68 100%	102 100%	186 100%	83 100%	126 100%	58 100%	164 100%	115 100%	132 100%	124 100%	194 100%	162 100%	39 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 646

CMP02_134 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Lockheed Martin

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	149	253	166	122	62	52	133	167	102	193	61	116	140	117	145	223	166	37	212
Weighted Base	393	190*	203	107	117*	96*	73**	123*	187*	83*	99	72*	196*	147*	114*	132*	238	145*	50**	237
Trust Somewhat/Very Much (Net)	209 53%	119 62% C	90 44%	38 36%	80 68% D	49 51%	42 58%	65 53%	110 59% J	33 40%	41 41%	42 58% k	117 60% K	93 63% P	62 55%	53 40%	134 56%	74 51%	37 75%	142 60%
Trust very much	78 20%	55 29% C	22 11%	12 12%	40 34% Df	17 17%	9 12%	24 19%	33 18%	20 24%	12 12%	17 24%	48 24% K	40 27% P	28 25% P	9 7%	47 20%	30 21%	22 44%	68 29%
Trust somewhat	131 33%	64 33%	67 33%	26 24%	40 34%	32 33%	33 45%	41 34% J	77 41% J	13 16%	29 29%	24 34%	69 35%	53 36%	34 30%	44 33%	86 36%	44 30%	16 31%	75 32%
Do Not Trust At All/Too Much (Net)	65 16%	40 21% c	24 12%	19 18%	15 12%	18 19%	13 18%	22 18%	31 16%	11 14%	14 14%	13 19%	36 19%	13 9%	22 19% n	30 22% N	39 16%	24 16%	6 11%	43 18%
Do not trust too much	41 10%	28 15% c	13 6%	11 10%	10 9%	12 12%	8 10%	16 13%	18 10%	7 9%	7 8%	8 11%	26 13%	9 6%	14 12%	18 14%	25 11%	16 11%	4 8%	29 12%
Do not trust at all	23 6%	12 6%	11 6%	8 8%	4 3%	6 6%	5 7%	7 5%	13 7%	4 5%	7 7%	5 7%	11 6%	4 3%	8 7%	11 9%	14 6%	8 6%	2 4%	14 6%
I am not familiar with this company	120 30%	31 16%	89 44% B	49 46% E	23 20%	29 31%	18 25%	35 29%	46 25%	38 46% hi	44 45% LM	17 24%	42 21%	41 28%	30 26%	49 37%	66 28%	47 33%	7 14%	51 22%
Sigma	393 100%	190 100%	203 100%	107 100%	117 100%	96 100%	73 100%	123 100%	187 100%	83 100%	99 100%	72 100%	196 100%	147 100%	114 100%	132 100%	238 100%	145 100%	50 100%	237 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 647

CMP02_135 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 John Deere

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	398	163	235	164	107	70	57	146	164	88	223	54	97	109	148	141	198	185	37	218
Weighted Base	405	210*	195	122*	95*	101*	87**	139*	179*	87*	132	67*	181*	108*	150*	147*	218	175*	47**	241
Trust Somewhat/Very Much (Net)	276 68%	150 71%	126 65%	72 59%	77 81% D	69 68%	58 67%	84 61%	135 75% H	58 66%	81 61%	53 79% k	129 71%	84 78% O	91 61%	101 69%	163 75% r	109 62%	31 66%	167 69%
Trust very much	104 26% C	76 36% C	29 15%	34 28%	30 31%	20 20%	21 24%	38 27%	43 24%	23 26%	29 22%	20 30%	54 30%	41 38% O	27 18%	36 24%	67 31%	36 21%	24 51%	78 32%
Trust somewhat	172 42%	74 35%	98 50% B	38 31%	47 49% D	49 49% d	38 43%	46 33%	91 51% H	35 40%	52 40%	33 49%	75 42%	43 40%	64 42%	65 44%	96 44%	73 42%	7 15%	89 37%
Do Not Trust At All/Too Much (Net)	49 12%	25 12%	24 12%	21 18%	9 10%	13 13%	6 7%	22 16%	21 11%	6 7%	23 17%	5 8%	17 10%	8 7%	23 15%	19 13%	20 9%	26 15%	8 16%	28 12%
Do not trust too much	28 7%	13 6%	15 8%	13 11%	7 7%	4 3%	5 6%	16 12% J	11 6%	1 1%	6 4%	5 8%	13 7%	6 5%	11 7%	11 8%	13 6%	13 8%	6 13%	18 8%
Do not trust at all	21 5%	12 6%	9 5%	8 7%	3 3%	9 9%	1 1%	6 4%	10 6%	6 6%	17 13% LM	-	4 2%	2 2%	12 8%	8 5%	6 3%	12 7%	2 3%	10 4%
I am not familiar with this company	79 20%	35 17%	45 23%	28 23% E	9 10%	19 19%	23 26%	32 23%	24 13%	23 26% i	28 21%	13%	35 19%	17 15%	36 24%	26 18%	35 16%	40 23%	8 17%	46 19%
Sigma	405 100%	210 100%	195 100%	122 100%	95 100%	101 100%	87 100%	139 100%	179 100%	87 100%	132 100%	67 100%	181 100%	108 100%	150 100%	147 100%	218 100%	175 100%	47 100%	241 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 648

CMP02_136 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Cardinal Health

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	416	138	278	181	119	57	59	130	176	110	211	57	118	128	146	142	213	191	35	207
Weighted Base	421	168*	252	128	114*	111*	69*	131*	190*	99*	116	53*	222*	121*	173*	127*	240	168*	41**	233
Trust Somewhat/Very Much (Net)	180 43%	92 55% C	88 35%	60 47% G	55 49% G	54 48% G	11 16%	72 55% I	69 36%	39 39%	34 30%	23 43%	110 50% K	54 45%	76 44%	50 40%	109 45%	70 42%	30 73%	120 52%
Trust very much	76 18%	42 25% C	34 14%	23 18% g	26 23% G	23 21% g	4 6%	32 24% I	18 9%	27 27% I	15 13%	6 11%	49 22% k	24 20%	33 19%	20 15%	49 20%	27 16%	19 47%	56 24%
Trust somewhat	104 25%	51 30%	53 21%	37 29% G	30 26% g	30 27% g	7 10%	41 31% J	51 27% j	13 13%	20 17%	17 32% k	61 27% k	30 25%	43 25%	31 24%	60 25%	43 26%	11 26%	64 28%
Do Not Trust At All/Too Much (Net)	68 16%	38 23% C	30 12%	25 19%	20 17%	16 15%	8 11%	17 13%	33 18%	17 17%	20 17%	8 16%	37 16%	19 16%	29 17%	20 16%	43 18%	19 12%	7 18%	44 19%
Do not trust too much	43 10%	21 13%	22 9%	16 13%	12 11%	10 9%	5 8%	11 8%	26 13%	7 7%	11 9%	5 9%	26 12%	11 9%	22 13%	10 8%	29 12%	11 6%	4 10%	29 12%
Do not trust at all	25 6%	17 10% C	8 3%	9 7%	8 7%	6 5%	2 3%	6 5%	8 4%	11 11%	9 8%	4 7%	10 5%	7 6%	7 4%	10 8%	15 6%	9 5%	3 8%	15 7%
I am not familiar with this company	173 41%	38 22%	135 53% B	43 34%	38 34%	41 37%	50 73% DEF	42 32%	88 46% h	43 43%	62 53% M	22 41%	75 34%	48 40%	68 39%	57 44%	88 37%	78 47%	4 10%	69 30%
Sigma	421 100%	168 100%	252 100%	128 100%	114 100%	111 100%	69 100%	131 100%	190 100%	99 100%	116 100%	53 100%	222 100%	121 100%	173 100%	127 100%	240 100%	168 100%	41 100%	233 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 649

CMP02_137 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Anthem Health

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	150	250	175	99	65	61	155	148	97	229	54	97	111	154	135	219	171	40	217
Weighted Base	376	163*	213	115*	98*	89*	74*	155*	134*	87*	132	56*	172*	104*	166*	106*	240	127*	53**	245
Trust Somewhat/Very Much (Net)	224 60%	112 69% C	112 53%	59 51%	64 66% d	58 65%	43 58%	99 64%	76 56%	49 57%	72 54%	28 49%	120 69% KL	65 62%	108 65% P	51 48%	158 66% R	63 50%	43 82%	158 64%
Trust very much	108 29%	61 37% C	47 22%	31 27%	32 33%	32 36%	13 18%	59 38% J	36 27%	13 15%	31 23%	12 22%	64 37% k	27 26%	55 33%	26 24%	87 36% R	21 16%	29 55%	79 32%
Trust somewhat	116 31%	51 31%	64 30%	28 24%	32 33%	26 29%	30 40%	40 26%	40 29%	36 42% h	41 31%	15 27%	56 32%	38 36%	53 32%	25 23%	71 30%	42 33%	15 28%	79 32%
Do Not Trust At All/Too Much (Net)	41 11%	20 12%	21 10%	23 20% IG	10 11%	6 7%	2 3%	16 10%	14 10%	11 13%	14 11%	7 12%	18 11%	9 9%	19 12%	13 12%	26 11%	15 12%	7 14%	27 11%
Do not trust too much	24 6%	10 6%	14 6%	16 14% EIG	3 3%	3 4%	1 2%	9 6%	10 7%	6 6%	8 6%	4 8%	11 7%	7 6%	11 7%	6 5%	15 6%	8 6%	6 11%	20 8%
Do not trust at all	17 5%	10 6%	7 3%	6 5%	7 8%	3 3%	1 2%	8 5%	4 3%	5 6%	7 5%	2 4%	7 4%	3 3%	8 5%	7 6%	11 4%	7 5%	1 2%	7 3%
I am not familiar with this company	111 30%	31 19%	80 38% B	34 29%	23 23%	25 29%	29 39%	40 26%	45 33%	26 30%	46 35% M	22 38% M	34 20%	30 29%	38 23%	43 40% O	56 23%	49 39% Q	2 4%	60 25%
Sigma	376 100%	163 100%	213 100%	115 100%	98 100%	89 100%	74 100%	155 100%	134 100%	87 100%	132 100%	56 100%	172 100%	104 100%	166 100%	106 100%	240 100%	127 100%	53 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 650

CMP02_138 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Prudential

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	165	239	178	100	69	57	128	179	97	220	54	112	114	144	146	203	192	32	221
Weighted Base	429	236*	192	139	98*	112*	80**	135*	196*	98*	143	68*	199*	128*	162*	138*	232	187*	48**	261
Trust Somewhat/Very Much (Net)	273 64%	165 70% C	109 57%	71 51%	68 69% D	77 69% d	57 71%	94 70%	121 62%	58 59%	85 60%	43 64%	141 71%	84 65%	112 69%	78 56%	176 76% R	95 51%	33 68%	175 67%
Trust very much	93 22%	60 25%	34 17%	27 19%	27 28% f	15 14%	24 30%	42 32% j	37 19%	14 14%	27 19%	20 29%	46 23%	30 23% p	48 P	16 11%	63 27% r	30 16%	17 35%	73 28%
Trust somewhat	180 42%	105 44%	75 39%	44 32%	41 42%	62 55% D	33 41%	52 38%	84 43%	45 45%	58 41%	24 35%	95 48%	54 42%	64 40%	62 45%	113 49% r	66 35%	16 33%	102 39%
Do Not Trust At All/Too Much (Net)	83 19%	50 21%	33 17%	34 25%	17 17%	22 19%	10 13%	18 13%	44 22%	21 22%	31 22%	10 14%	37 19%	23 18%	31 19%	28 21%	32 14%	49 26% Q	10 21%	48 19%
Do not trust too much	49 11%	33 14%	17 9%	18 13%	11 11%	12 11%	8 10%	8 6%	26 13%	15 15%	19 13%	4 5%	25 13%	11 9%	19 12%	19 14%	16 7%	31 17% Q	7 13%	34 13%
Do not trust at all	34 8%	17 7%	17 9%	16 12%	6 6%	10 9%	2 2%	10 7%	18 9%	6 6%	13 9%	6 9%	12 6%	12 9%	12 8%	10 7%	16 7%	18 10%	4 7%	14 6%
I am not familiar with this company	72 17%	22 9%	50 26% B	34 24% ei	13 13%	13 11%	13 16%	22 17%	31 16%	19 19%	26 18%	15 22%	21 11%	21 17%	19 12%	32 23% o	24 10%	42 23% Q	5 11%	38 14%
Sigma	429 100%	236 100%	192 100%	139 100%	98 100%	112 100%	80 100%	135 100%	196 100%	98 100%	143 100%	68 100%	199 100%	128 100%	162 100%	138 100%	232 100%	187 100%	48 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 651

CMP02_139 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 NY Life

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	149	254	165	113	58	67	133	169	101	208	56	118	134	143	126	220	176	35	227
Weighted Base	402	185*	218	128*	103*	80*	91*	134*	201*	68*	120	57*	206*	138*	167*	97*	239	159*	41**	263
Trust Somewhat/Very Much (Net)	226 56%	120 65% C	107 49%	64 50%	60 58%	54 68% d	48 52%	83 62% J	121 60% J	23 33%	63 52%	30 52%	124 60%	73 53%	104 62%	49 50%	145 61%	79 49%	31 76%	158 60%
Trust very much	88 22%	55 30% C	33 15%	21 17%	27 27%	20 24%	20 22%	38 28% J	46 23% J	4 6%	24 20%	9 16%	52 25%	25 18%	50 30% P	13 13%	61 25%	26 16%	17 43%	76 29%
Trust somewhat	138 34%	65 35%	73 34%	43 34%	33 32%	35 43%	28 31%	45 34%	75 37%	19 27%	38 32%	21 36%	71 35%	48 35%	54 32%	36 37%	85 35%	53 33%	13 33%	81 31%
Do Not Trust At All/Too Much (Net)	67 17%	41 22% c	26 12%	26 21%	14 14%	12 15%	14 15%	17 13%	31 16%	18 26% h	19 16%	4 7%	41 20% I	29 21%	21 13%	17 17%	33 14%	33 21%	8 19%	43 16%
Do not trust too much	49 12%	31 17% c	18 8%	20 15%	10 10%	6 8%	13 14%	10 7%	28 14%	10 15%	16 13%	2 3%	31 15%	18 13%	18 11%	13 13%	20 8%	28 18% Q	8 19%	32 12%
Do not trust at all	18 4%	10 5%	8 4%	7 5%	5 4%	6 7%	1 1%	7 6%	3 1%	7 11% I	4 3%	2 3%	11 5%	10 7%	4 2%	4 4%	13 5%	5 3%	-	11 4%
I am not familiar with this company	110 27%	24 13%	86 39% B	37 29%	29 28%	14 17%	30 33%	34 25%	48 24%	27 40% hi	38 32% m	23 41% M	40 20%	36 26%	42 25%	32 32%	61 26%	48 30%	2 5%	62 24%
Sigma	402 100%	185 100%	218 100%	128 100%	103 100%	80 100%	91 100%	134 100%	201 100%	68 100%	120 100%	57 100%	206 100%	138 100%	167 100%	97 100%	239 100%	159 100%	41 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 652

CMP02_140 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 MassMutual

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	157	256	179	105	62	67	147	177	89	214	74	101	142	131	140	221	179	40	218
Weighted Base	406	170*	235	134	94*	86*	92*	157*	178*	70*	117	78*	181*	152*	140*	114*	233	158*	53**	249
Trust Somewhat/Very Much (Net)	192 47%	93 54% c	99 42%	47 35%	59 62% Dg	46 54% d	39 43%	80 51%	85 47%	27 39%	45 38%	39 50%	97 54% K	91 60% OP	61 43%	40 35%	117 50%	67 43%	38 73%	127 51%
Trust very much	76 19%	44 26% C	32 14%	23 17%	27 28% F	8 10%	17 19%	46 29% J	27 15% J	2 4%	20 17%	16 21%	38 21%	35 23% P	34 24% P	7 6%	56 24% R	18 11%	18 34%	59 24%
Trust somewhat	116 29%	49 29%	67 28%	24 18%	32 34% D	38 44% Dg	22 24%	34 22%	57 32%	25 35%	25 21%	23 29%	59 33%	56 37% O	27 19%	33 29%	61 26%	49 31%	20 39%	68 27%
Do Not Trust At All/Too Much (Net)	66 16%	41 24% C	25 10%	33 25% EG	5 5%	19 22% E	9 10%	26 16%	32 18%	8 12%	20 17%	10 12%	32 18%	19 13%	17 12%	30 26% NO	44 19%	18 12%	6 12%	42 17%
Do not trust too much	37 9%	24 14% c	14 6%	19 14% E	3 4%	11 12%	4 5%	13 8%	24 13% J	1 1%	10 8%	8 10%	17 10%	5 3%	15 11% n	18 16% N	22 9%	12 8%	4 8%	23 9%
Do not trust at all	29 7%	18 10%	11 5%	14 11% E	1 1%	8 10%	5 5%	13 8%	8 5%	8 11%	11 9%	2 3%	15 8%	15 10% O	2 1% O	12 10% O	23 10%	6 4%	2 3%	19 7%
I am not familiar with this company	148 37%	36 21%	112 48% B	53 40%	31 32%	21 25%	44 47% f	52 33%	62 35%	34 49% h	52 44% M	29 37%	51 28%	41 27%	62 44% N	45 39%	72 31%	72 46% Q	8 16%	80 32%
Sigma	406 100%	170 100%	235 100%	134 100%	94 100%	86 100%	92 100%	157 100%	178 100%	70 100%	117 100%	78 100%	181 100%	152 100%	140 100%	114 100%	233 100%	158 100%	53 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 653

CMP02_141 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Morgan Stanley

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	159	252	171	127	67	46	130	178	103	220	54	114	122	141	148	209	193	37	229
Weighted Base	397	185*	212	127*	100*	97*	74**	124*	182*	91*	130	56*	189*	120*	141*	136*	211	178*	42**	244
Trust Somewhat/Very Much (Net)	197 50%	97 52%	100 47%	59 47%	51 51%	53 55%	33 45%	61 49%	89 49%	47 52%	54 42%	30 54%	106 56% k	72 60% P	74 52% p	51 38%	122 58% R	71 40%	25 60%	134 55%
Trust very much	72 18%	48 26% C	24 11%	27 21% f	21 21% f	7 8%	16 22%	30 24% l	22 12%	20 22%	23 17%	13 22%	37 19%	27 22%	24 17%	21 15%	58 28% R	14 8%	12 28%	51 21%
Trust somewhat	125 32%	49 26%	77 36%	32 25%	30 30%	46 48% De	17 23%	31 25%	67 37%	28 30%	32 24%	18 32%	70 37% k	45 37% p	50 35%	31 23%	64 31%	57 32%	14 33%	83 34%
Do Not Trust At All/Too Much (Net)	78 20%	43 23%	35 16%	29 23%	18 18%	16 17%	15 20%	29 24% j	39 21%	9 10%	26 20%	8 13%	40 21%	22 18%	25 18%	31 23%	34 16%	42 23%	13 31%	49 20%
Do not trust too much	44 11%	26 14%	18 9%	15 12%	13 13%	7 7%	10 13%	18 15%	21 11%	5 6%	13 10%	6 11%	25 13%	17 14%	15 11%	12 9%	22 10%	22 12%	8 18%	31 13%
Do not trust at all	33 8%	17 9%	17 8%	14 11%	4 4%	10 10%	5 7%	11 9%	18 10%	4 5%	13 10%	1 2%	15 8%	5 4%	10 7%	19 14% N	12 6%	20 11%	5 13%	18 7%
I am not familiar with this company	123 31%	46 25%	77 36% b	39 31%	31 31%	27 28%	26 35%	34 27% j	54 30%	35 38%	50 38% M	18 32%	42 22%	26 22%	42 30%	54 40% N	55 26%	66 37% q	4 9%	61 25%
Sigma	397 100%	185 100%	212 100%	127 100%	100 100%	97 100%	74 100%	124 100%	182 100%	91 100%	130 100%	56 100%	189 100%	120 100%	141 100%	136 100%	211 100%	178 100%	42 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 654

CMP02_142 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Berkshire Hathaway

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	146	259	177	112	61	55	148	167	90	229	68	84	124	144	137	199	192	29	234
Weighted Base	359	147*	212	114	98*	75*	73**	125*	172*	62*	119	78*	142*	106*	150*	103*	206	141*	34**	246
Trust Somewhat/Very Much (Net)	145 40%	81 55% C	64 30%	44 39%	37 38%	33 44%	31 42%	58 46% J	75 44% J	12 20%	42 35%	26 33%	76 53% KI	41 38%	72 48% P	33 32%	84 41%	56 39%	18 54%	117 48%
Trust very much	71 20%	40 27% C	32 15%	22 19%	16 16%	17 23%	17 23%	25 20% J	42 24% J	4 7%	18 15%	11 15%	42 30% KI	23 22% P	37 25% P	11 11%	43 21%	26 19%	9 26%	63 26%
Trust somewhat	74 21%	42 28% C	32 15%	23 20%	22 22%	15 21%	14 19%	33 26% J	33 19%	8 13%	24 20%	14 19%	33 23%	18 17%	35 23% P	21 21%	41 20%	29 21%	10 28%	54 22%
Do Not Trust At All/Too Much (Net)	66 18%	34 23%	32 15%	24 21%	19 19%	11 15%	12 16%	22 18%	27 16%	17 27%	22 18%	14 18%	27 19%	24 23%	22 15%	19 19%	35 17%	25 18%	9 28%	45 18%
Do not trust too much	46 13%	28 19% C	18 8%	17 15%	11 11%	7 9%	11 15%	16 12%	21 12%	9 15%	11 9%	12 15%	21 15%	18 17%	14 9%	14 14%	22 11%	19 13%	5 15%	32 13%
Do not trust at all	20 5%	5 4%	14 7%	7 6%	8 8%	5 6%	1 1%	6 5%	6 3%	7 12%	11 9%	2 3%	6 4%	6 5%	9 6%	5 5%	13 7%	6 4%	4 13%	12 5%
I am not familiar with this company	148 41%	32 22%	116 55% B	46 40%	42 43%	30 41%	30 41%	45 36%	70 41%	33 53% h	56 47% M	38 49% M	39 28%	42 39%	56 37%	51 50%	86 42%	61 43%	6 18%	84 34%
Sigma	359 100%	147 100%	212 100%	114 100%	98 100%	75 100%	73 100%	125 100%	172 100%	62 100%	119 100%	78 100%	142 100%	106 100%	150 100%	103 100%	206 100%	141 100%	34 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 655

CMP02_143 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Goldman Sachs

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	156	258	153	117	81	63	129	177	108	220	69	101	132	132	150	215	184	38	221
Weighted Base	420	192*	228	110*	108*	116*	86*	138*	199*	83*	125	87*	183*	147*	139*	134*	236	171*	49**	242
Trust Somewhat/Very Much (Net)	190 45%	88 46%	102 45%	50 45% g	56 52% G	61 53% G	23 26%	76 55% J	98 49% J	16 20%	58 47%	28 33%	93 51% I	55 38%	79 57% Np	56 42%	113 48%	73 43%	34 69%	116 48%
Trust very much	82 20%	52 27% C	31 13%	24 22% G	34 32% IG	19 16%	5 6%	51 37% J	27 14%	4 5%	18 14%	9 11%	53 29% KL	22 15%	34 25%	26 20%	53 22%	29 17%	27 55%	64 27%
Trust somewhat	108 26%	36 19%	72 31% B	26 24%	22 20%	42 36% e	17 20%	25 18%	70 35% HJ	12 14%	41 32%	19 22%	40 22%	33 23%	44 32%	30 22%	60 26%	44 26%	6 13%	52 21%
Do Not Trust At All/Too Much (Net)	125 30%	65 34%	60 26%	26 23%	27 25%	30 26% DEF	42 49%	31 23%	60 30%	33 40% H	30 24%	36 42% K	50 28%	54 37%	34 24%	36 27%	69 29%	51 30%	14 29%	73 30%
Do not trust too much	64 15%	32 17%	32 14%	10 9%	17 16%	14 12%	23 27% D	16 12%	29 14%	19 23%	12 10%	26 30% KM	22 12%	33 22% o	14 10%	17 13%	33 14%	27 16%	6 12%	41 17%
Do not trust at all	61 14%	33 17%	28 12%	16 14%	10 10%	16 13%	19 22%	15 11%	32 16%	14 17%	18 14%	10 11%	29 16%	22 15%	19 14%	19 14%	36 15%	24 14%	9 18%	32 13%
I am not familiar with this company	105 25%	39 20%	66 29%	34 31%	24 22%	25 22%	21 25%	31 22%	41 21%	34 41% HI	37 29%	22 25%	40 22%	37 25%	26 19%	42 31% o	53 23%	47 27%	1 2%	53 22%
Sigma	420 100%	192 100%	228 100%	110 100%	108 100%	116 100%	86 100%	138 100%	199 100%	83 100%	125 100%	87 100%	183 100%	147 100%	139 100%	134 100%	236 100%	171 100%	49 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 656

CMP02_144 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 General Mills

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	156	255	183	101	67	60	145	162	104	232	46	107	129	135	147	216	179	44	224
Weighted Base	384	197*	187	138*	89*	80*	78*	132*	163*	88*	130	53**	181*	116*	136*	132*	209	161*	46**	241
Trust Somewhat/Very Much (Net)	264 69%	123 62%	141 75% B	75 55%	65 73% D	59 74% d	65 83% D	88 66%	111 68%	65 74%	93 71%	33 62%	132 73%	87 74%	91 67%	87 66%	146 70%	116 72%	31 66%	165 68%
Trust very much	100 26%	48 24%	52 28%	35 25%	34 39% d	17 21%	14 18%	41 31% I	29 18%	30 34% I	42 32%	7 13%	49 27%	34 30%	35 26%	31 23%	61 29%	39 24%	11 24%	67 28%
Trust somewhat	164 43%	75 38%	89 47%	41 29%	31 35%	42 53% De	50 65% DE	47 35%	82 50% h	35 39%	51 39%	26 48%	83 46%	52 45%	56 41%	56 42%	84 40%	77 48%	20 42%	97 40%
Do Not Trust At All/Too Much (Net)	68 18%	49 25% C	19 10%	25 18%	16 18%	15 19%	12 16%	21 16%	30 19%	16 18%	22 17%	15 28%	29 16%	21 18%	26 19%	20 15%	31 15%	32 20%	13 29%	43 18%
Do not trust too much	51 13%	36 18% C	15 8%	17 12%	15 17%	9 11%	10 13%	20 15%	20 12%	11 12%	15 11%	9 17%	27 15%	16 14%	18 13%	17 13%	28 13%	22 13%	11 23%	38 16%
Do not trust at all	17 4%	13 7%	4 2%	8 6%	1 1%	6 7%	2 2%	1 1%	10 6% h	5 6% h	8 6% m	6 11%	2 1%	5 4%	8 6%	3 3%	3 2%	10 6% q	3 6%	6 2%
I am not familiar with this company	53 14%	26 13%	27 14%	38 28% EFG	8 9%	6 8%	1 1%	23 18%	22 14%	7 8%	15 12%	6 11%	20 11%	9 7%	19 14%	25 19% N	32 15%	13 8%	2 5%	33 14%
Sigma	384 100%	197 100%	187 100%	138 100%	89 100%	80 100%	78 100%	132 100%	163 100%	88 100%	130 100%	53 100%	181 100%	116 100%	136 100%	132 100%	209 100%	161 100%	46 100%	241 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 657

CMP02_145 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Unilever

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	150	249	165	111	69	54	134	162	103	209	56	112	121	143	135	221	168	30	226
Weighted Base	414	199*	215	124	104*	112*	74**	132*	181*	100*	115	69*	205*	136*	153*	124*	243	166*	38**	271
Trust Somewhat/Very Much (Net)	182 44%	94 47%	88 41%	46 37%	59 57% D	52 47%	25 34%	65 49%	75 42%	41 41%	47 41%	28 41%	101 49%	60 44%	77 50%	45 36%	115 47%	64 39%	29 76%	125 46%
Trust very much	68 16%	43 21% c	25 12%	22 18%	27 26% f	13 12%	6 8%	32 24% J	28 15%	7 7%	16 14%	7 9%	42 20%	24 18% p	34 22% P	9 8%	52 21% R	16 9%	16 41%	53 20%
Trust somewhat	114 28%	51 26%	63 29%	24 19%	32 31% d	39 35% d	19 26%	33 25%	47 26%	34 34%	30 27%	22 32%	59 29%	36 26%	43 28%	36 29%	63 26%	49 29%	13 35%	72 27%
Do Not Trust At All/Too Much (Net)	65 16%	45 23% C	20 9%	20 16%	12 12%	15 13%	18 24%	26 20%	23 13%	16 16%	15 13%	8 12%	40 19%	17 13%	17 11%	30 24% nO	41 17%	24 14%	6 15%	46 17%
Do not trust too much	36 9%	22 11%	14 7%	15 12%	5 5%	5 4%	11 15%	18 14% i	11 6%	7 7%	6 5%	5 7%	26 12% k	8 6%	12 8%	17 13%	28 12%	8 5%	4 11%	33 12%
Do not trust at all	29 7%	23 12% C	6 3%	5 4%	7 7%	10 9%	7 9%	8 6%	12 7%	9 9%	9 8%	3 5%	14 7%	10 7%	5 4%	14 11% o	13 5%	16 10%	1 4%	14 5%
I am not familiar with this company	167 40%	60 30%	106 49% B	58 47% e	33 31%	45 40%	31 42%	41 31%	83 46% h	43 43%	53 46% M	32 47%	64 31%	59 43%	59 39%	49 39%	87 36%	78 47%	3 9%	99 37%
Sigma	414 100%	199 100%	215 100%	124 100%	104 100%	112 100%	74 100%	132 100%	181 100%	100 100%	115 100%	69 100%	205 100%	136 100%	153 100%	124 100%	243 100%	166 100%	38 100%	271 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 658

CMP02_146 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Mondelez

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	174	235	167	121	69	52	130	182	97	223	52	108	118	128	163	200	195	34	233
Weighted Base	443	234*	209	130*	115*	110*	88*	141*	197	104*	142	54*	206*	123*	167*	154*	233	194*	46**	277
Trust Somewhat/Very Much (Net)	153 35%	106 45% C	47 23%	49 37% G	58 50% FG	32 29%	16 18%	70 50% IJ	54 27%	29 28%	41 29%	16 30%	87 42% k	49 40%	60 36%	44 29%	105 45% R	46 24%	33 72%	118 43%
Trust very much	80 18%	54 23% c	26 13%	29 22% G	31 27% G	16 15%	4 4%	42 30% IJ	29 14%	10 9%	23 16%	6 11%	46 23%	26 22%	34 20%	20 13%	59 25% R	20 10%	16 34%	63 23%
Trust somewhat	73 17%	52 22% C	21 10%	20 15%	27 23%	15 14%	12 13%	29 20%	25 13%	19 19%	19 13%	10 19%	41 20%	23 19%	26 16%	24 16%	46 20%	26 13%	17 37%	55 20%
Do Not Trust At All/Too Much (Net)	61 14%	42 18% c	20 9%	28 21% eG	13 11%	15 14%	5 6%	14 10%	36 18%	12 12%	17 12%	12 22%	30 14%	15 13%	26 16%	20 13%	38 17%	19 10%	7 16%	42 15%
Do not trust too much	40 9%	29 13% c	11 5%	13 10%	11 9%	11 10%	5 6%	9 6%	23 12%	8 8%	9 6%	6 10%	24 12%	12 10%	18 11%	11 7%	31 13% R	7 4%	3 6%	30 11%
Do not trust at all	21 5%	12 5%	9 4%	14 11% EG	2 2%	4 4%	-	5 3%	12 6%	4 4%	8 5%	6 11% M	6 3%	4 3%	8 5%	9 6%	7 3%	12 6%	5 10%	11 4%
I am not familiar with this company	229 52%	87 37%	142 68% B	54 41%	45 39%	63 57% e	67 78% DE	58 41%	108 55% h	63 61% H	84 59% M	26 48%	89 43%	58 47%	81 49%	90 58%	90 38%	129 67% Q	6 13%	117 42%
Sigma	443 100%	234 100%	209 100%	130 100%	115 100%	110 100%	88 100%	141 100%	197 100%	104 100%	142 100%	54 100%	206 100%	123 100%	167 100%	154 100%	233 100%	194 100%	46 100%	277 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 659

CMP02_147 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Fox Corporation

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	149	257	171	117	66	52	128	183	95	205	63	112	118	143	145	218	175	44	220
Weighted Base	424	189*	235	137*	110*	100*	78**	121*	222*	81*	115	73*	211*	127*	171*	127*	249	164*	61**	255
Trust Somewhat/Very Much (Net)	241 57%	114 60%	127 54%	77 56%	68 62%	52 53%	44 57%	83 68% j	121 54%	38 47%	63 55%	39 53%	126 60%	91 72% OP	88 51%	63 49%	158 63% R	80 48%	50 82%	153 60%
Trust very much	99 23%	45 24%	54 23%	35 25%	31 28%	17 17%	17 22%	39 32% i	42 19%	18 23%	18 16%	21 28%	55 26%	35 28%	43 25%	21 16%	69 28%	30 18%	30 49%	78 30%
Trust somewhat	142 33%	69 37%	72 31%	43 31%	37 33%	36 36%	27 35%	44 36%	78 35%	20 24%	45 39%	18 25%	71 34%	55 44% O	44 26%	42 33%	88 35%	50 31%	20 32%	75 29%
Do Not Trust At All/Too Much (Net)	115 27%	47 25%	68 29%	36 26%	28 26%	28 28%	22 29%	29 24%	66 30%	20 24%	28 25%	22 31%	59 28%	20 16%	52 30% n	43 34% N	59 24%	54 33%	6 9%	69 27%
Do not trust too much	53 12%	29 15%	24 10%	19 14%	11 10%	11 11%	12 15%	12 10%	30 13%	11 13%	14 13%	10 13%	26 12%	16 12%	17 10%	20 16%	29 12%	23 14%	4 7%	36 14%
Do not trust at all	62 15%	18 9%	44 19% b	17 12%	17 16%	17 17%	11 14%	17 14%	37 17%	9 11%	14 12%	13 17%	33 15%	5 4%	35 20% N	23 18% N	30 12%	31 19%	1 2%	32 13%
I am not familiar with this company	68 16%	28 15%	40 17%	24 17%	14 13%	19 19%	11 14%	10 8%	35 16%	23 29% Hi	24 21%	12 16%	26 13%	16 12%	31 18%	22 17%	33 13%	31 19%	6 9%	33 13%
Sigma	424 100%	189 100%	235 100%	137 100%	110 100%	100 100%	78 100%	121 100%	222 100%	81 100%	115 100%	73 100%	211 100%	127 100%	171 100%	127 100%	249 100%	164 100%	61 100%	255 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 660

CMP02_148 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Patagonia

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	147	263	174	117	66	53	148	156	106	222	59	111	122	133	155	226	177	37	214
Weighted Base	416	191*	225	124*	107*	108*	77**	141*	178*	97*	118	65*	216*	125*	150*	141*	240	173*	56**	252
Trust Somewhat/Very Much (Net)	167 40%	88 46%	79 35%	56 45%	43 41%	46 42%	22 29%	78 55% lj	54 30%	35 36%	35 30%	32 50% K	96 45% K	52 41%	61 41%	55 39%	107 45%	58 34%	34 61%	123 49%
Trust very much	64 16%	37 19%	28 12%	19 15%	29 27% df	12 11%	5 6%	42 30% J	11 6%	12 12%	11 9%	12 18%	40 18% k	24 19%	27 18%	14 10%	53 22% R	11 6%	21 37%	48 19%
Trust somewhat	103 25%	51 27%	52 23%	37 29% E	15 14%	34 32% E	18 23%	36 26%	43 24%	24 24%	24 21%	20 32%	57 26%	28 22%	34 23%	41 29%	54 22%	48 28%	13 24%	75 30%
Do Not Trust At All/Too Much (Net)	61 15%	22 11%	40 18%	26 21%	17 16%	10 9%	9 11%	18 13%	37 21%	7 7%	17 14%	5 7%	38 17%	10 8%	22 15%	29 20% N	29 12%	32 18%	11 20%	39 16%
Do not trust too much	42 10%	17 9%	25 11%	18 14%	12 11%	7 6%	6 7%	11 8%	27 15% J	3 3%	5 4%	3 5%	34 16% Kl	6 5%	15 10%	21 15% n	19 8%	23 13%	8 14%	31 12%
Do not trust at all	20 5%	5 2%	15 7%	8 7%	5 5%	3 3%	3 4%	7 5%	10 5%	3 4%	12 10% M	2 2%	4 2%	4 3%	8 5%	8 6%	11 4%	9 5%	3 6%	8 3%
I am not familiar with this company	187 45%	81 42%	107 47%	42 34%	47 44%	52 48%	46 60%	45 32%	87 49% H	55 57% H	66 56% M	28 43%	82 38%	63 50%	67 45%	58 41%	103 43%	83 48%	11 19%	90 36%
Sigma	416 100%	191 100%	225 100%	124 100%	107 100%	108 100%	77 100%	141 100%	178 100%	97 100%	118 100%	65 100%	216 100%	125 100%	150 100%	141 100%	240 100%	173 100%	56 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 661

CMP02_149 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Chevron

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	137	274	165	111	77	58	122	175	114	230	50	100	139	129	143	214	186	34	211
Weighted Base	414	190*	224	139*	98*	107*	70**	128*	200*	86*	139	68*	178*	131*	149*	133*	223	178*	47**	239
Trust Somewhat/Very Much (Net)	268 65%	145 76% C	123 55%	87 62%	73 74% f	60 56%	49 70%	80 62%	142 71% j	47 55%	83 60%	39 57%	135 76% KI	106 81% OP	86 57%	76 57%	155 69%	106 59%	42 89%	172 72%
Trust very much	79 19%	49 26% C	30 13%	25 18% F	37 38% DF	5 5%	11 17%	28 22%	38 19%	13 16%	20 15%	8 12%	50 28% KI	34 26% P	31 21%	14 11%	54 24% r	25 14%	21 45%	65 27%
Trust somewhat	189 46%	96 50%	93 42%	61 44%	36 36%	55 51%	38 54%	51 40%	104 52%	34 39%	63 45%	31 45%	85 48%	73 55% O	55 37%	62 46%	101 45%	81 45%	21 43%	107 45%
Do Not Trust At All/Too Much (Net)	76 18%	28 15%	48 21%	23 17%	14 14%	30 28%	9 13%	26 21%	34 17%	15 18%	30 21%	20 29% m	23 13%	12 9%	37 25% N	27 20% n	30 13%	46 26% Q	4 8%	38 16%
Do not trust too much	44 11%	15 8%	30 13%	17 13%	10 10%	16 15%	1 1%	12 9%	26 13%	7 8%	16 12%	8 12%	17 10%	4 3%	20 14% N	20 15% N	15 7%	29 16% Q	2 4%	24 10%
Do not trust at all	31 8%	13 7%	18 8%	6 4%	4 4%	14 13% d	8 11%	15 12% i	8 4%	8 10%	14 10% m	11 16% M	6 3%	7 6%	17 11%	7 5%	15 7%	16 9%	2 4%	14 6%
I am not familiar with this company	70 17%	17 9%	53 24% B	29 21%	11 11%	18 17%	12 17%	22 17%	25 12%	23 27% I	26 19%	10 14%	20 11%	13 10%	26 18%	31 23% N	38 17%	27 15%	2 3%	28 12%
Sigma	414 100%	190 100%	224 100%	139 100%	98 100%	107 100%	70 100%	128 100%	200 100%	86 100%	139 100%	68 100%	178 100%	131 100%	149 100%	133 100%	223 100%	178 100%	47 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 662

CMP02_150 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Albertson's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	155	250	165	111	69	60	125	177	103	211	66	96	131	144	130	226	169	39	222
Weighted Base	416	203*	213	133*	98*	98*	87**	128*	205*	83*	125*	79*	181*	131*	154*	131*	236	169*	48**	251
Trust Somewhat/Very Much (Net)	209 50%	97 48%	112 53%	49 37%	61 62% D	49 51%	49 57%	66 51%	102 50%	42 50%	71 57% M	55 70% M	70 39%	71 54%	74 48%	64 49%	132 56%	74 44%	31 64%	120 48%
Trust very much	71 17%	37 18%	34 16%	21 16%	27 28% df	12 13%	11 12%	25 20%	35 17%	11 13%	28 22%	12 15%	30 17%	27 20%	29 19%	15 12%	49 21%	22 13%	15 31%	43 17%
Trust somewhat	138 33%	59 29%	78 37%	28 21%	34 34% d	37 38% d	39 44%	40 32%	67 33%	31 37%	43 35% m	43 54% KM	40 22%	44 34%	45 29%	49 37%	83 35%	53 31%	16 34%	78 31%
Do Not Trust At All/Too Much (Net)	83 20%	53 26% C	30 14%	35 26%	18 18%	17 17%	13 15%	31 24%	39 19%	13 15%	18 14%	5 6%	57 31% KL	23 17%	36 23%	24 19%	44 19%	37 22%	16 34%	64 26%
Do not trust too much	50 12%	29 14%	21 10%	21 16%	12 13%	9 10%	7 9%	19 15% J	28 14%	3 3%	7 6%	3 4%	37 20% KL	12 9%	29 19% P	9 7%	28 12%	22 13%	9 19%	43 17%
Do not trust at all	33 8%	24 12% C	9 4%	14 11%	6 6%	7 7%	6 7%	12 9%	11 5%	10 12%	11 8%	1 2%	20 11%	11 8%	7 5%	15 11%	16 7%	16 9%	7 15%	21 8%
I am not familiar with this company	124 30%	53 26%	71 33%	49 37% E	19 19%	32 32%	24 28%	31 24%	64 31%	29 35%	36 29%	19 24%	54 30%	37 28%	44 28%	43 32%	60 26%	57 34%	1 2%	67 27%
Sigma	416 100%	203 100%	213 100%	133 100%	98 100%	98 100%	87 100%	128 100%	205 100%	83 100%	125 100%	79 100%	181 100%	131 100%	154 100%	131 100%	236 100%	169 100%	48 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 663

CMP02_151 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 H-E-B Grocery

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	151	262	178	113	61	61	122	181	110	235	58	95	125	129	159	215	183	31	204
Weighted Base	401	203*	198	119	109*	86*	88*	125*	187*	89*	141	62*	164*	123*	137*	142*	225	156*	41**	223
Trust Somewhat/Very Much (Net)	169 42%	100 49% C	69 35%	49 41%	54 50%	31 36%	35 40%	76 60% J	65 35%	29 32%	51 37%	33 54% K	78 48%	42 34%	71 52% N	56 40%	106 47%	56 36%	30 75%	107 48%
Trust very much	71 18%	42 20%	29 15%	23 19%	27 25% f	8 10%	12 14%	30 24%	27 15%	13 14%	27 19%	13 20%	26 16%	19 16%	31 22%	21 15%	45 20%	21 13%	17 43%	47 21%
Trust somewhat	98 24%	58 29%	40 20%	26 22%	27 25%	23 26%	23 26%	45 36% J	37 20%	16 18%	25 17%	21 34% K	52 32% K	22 18%	41 30%	35 25%	62 28%	35 22%	13 32%	60 27%
Do Not Trust At All/Too Much (Net)	58 15%	38 19% c	20 10%	24 20% f	16 15%	6 6%	13 15%	15 12%	32 17%	11 12%	26 19% L	3 4%	25 15%	18 14%	13 9%	28 20% o	26 11%	27 17%	6 15%	35 16%
Do not trust too much	33 8%	23 11% c	10 5%	15 12%	10 9%	4 4%	4 5%	10 8%	16 9%	6 7%	15 10%	1 2%	16 10%	12 10%	8 6%	13 9%	19 9%	9 6%	4 10%	25 11%
Do not trust at all	26 6%	15 7%	11 5%	9 7%	6 6%	2 2%	9 10%	6 4%	16 8%	5 5%	11 8%	1 2%	9 6%	6 5%	5 4%	15 11%	6 3%	17 11% Q	2 5%	10 5%
I am not familiar with this company	174 43%	66 32%	108 55% B	47 39%	38 35%	49 57% dE	39 45%	34 27%	90 48% H	49 56% H	63 45%	26 42%	60 37%	64 52%	52 38%	58 41%	93 41%	74 47%	4 10%	81 36%
Sigma	401 100%	203 100%	198 100%	119 100%	109 100%	86 100%	88 100%	125 100%	187 100%	89 100%	141 100%	62 100%	164 100%	123 100%	137 100%	142 100%	225 100%	156 100%	41 100%	223 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 664

CMP02_152 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 T-Mobile

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	391	146	245	147	118	70	56	129	167	95	213	48	107	132	131	128	210	172	40	204
Weighted Base	402	185*	217	101*	113*	104*	85*	137*	184*	81*	139	52**	194*	144*	141*	117*	238	156*	56**	217
Trust Somewhat/Very Much (Net)	304 76%	156 84% C	148 68%	65 65%	96 86% Df	74 71%	69 81% d	102 74%	144 78%	58 71%	102 73%	37 72%	157 81%	114 79%	111 79%	79 67%	190 80%	109 70%	44 78%	176 81%
Trust very much	125 31%	73 39% C	53 24%	29 29%	51 45% dF	17 17%	28 33%	61 44% IJ	47 26%	18 22%	47 34%	9 18%	65 33%	54 38% P	50 35% P	22 19%	98 41% R	28 18%	28 50%	85 39%
Trust somewhat	178 44%	83 45%	95 44%	36 36%	45 40%	56 54% d	41 48%	41 30%	97 53% H	40 49% H	55 40%	28 54%	93 48%	60 42%	62 44%	57 49%	92 39%	81 52% q	16 28%	91 42%
Do Not Trust At All/Too Much (Net)	62 15%	25 13%	38 17%	22 21%	14 13%	16 15%	10 12%	24 18%	29 16%	9 11%	27 19%	10 19%	24 12%	15 11%	22 15%	25 22%	34 14%	28 18%	7 12%	29 13%
Do not trust too much	50 12%	21 11%	29 13%	17 17%	13 11%	10 9%	10 12%	22 16% J	25 14% J	3 4%	20 14%	7 13%	22 12%	10 7%	18 13%	22 18% n	27 11%	23 15%	7 12%	26 12%
Do not trust at all	12 3%	4 2%	8 4%	4 4%	2 1%	6 6%	* *	3 2%	3 2%	6 7%	7 5% m	3 6%	1 1%	5 4%	3 2%	4 3%	7 3%	5 3%	-	3 1%
I am not familiar with this company	36 9%	5 2%	32 15% B	14 14% E	2 2%	14 14% E	6 7%	10 8%	11 6%	14 18% hl	11 8%	5 10%	13 7%	15 10%	9 6%	13 11%	14 6%	19 12%	5 10%	12 6%
Sigma	402 100%	185 100%	217 100%	101 100%	113 100%	104 100%	85 100%	137 100%	184 100%	81 100%	139 100%	52 100%	194 100%	144 100%	141 100%	117 100%	238 100%	156 100%	56 100%	217 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 665

CMP02_153 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Xfinity

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	406	172	234	173	106	73	54	148	170	88	207	62	114	114	149	143	223	170	51	234
Weighted Base	430	212	218	143*	95*	114*	78**	162*	187*	81*	133	71*	201*	114*	178*	138*	248	166*	58*	261
Trust Somewhat/Very Much (Net)	284 66%	147 69%	137 63%	97 68%	70 74%	68 60%	48 62%	116 72%	121 64%	47 59%	79 59%	50 71%	141 70%	71 62%	132 74% P	81 59%	171 69%	106 64%	47 80%	184 70%
Trust very much	143 33%	93 44% C	51 23%	58 40% f	35 37%	29 25%	22 28%	76 47% J	47 25%	20 24%	42 31%	23 32%	77 39%	24 21%	76 43% N	43 31%	95 38% r	44 27%	31 54% T	95 36%
Trust somewhat	141 33%	54 26%	86 39% B	40 28%	35 37%	40 35%	26 34%	39 24%	73 39% H	28 34%	37 28%	28 39%	64 32%	47 41%	55 31%	38 28%	76 30%	61 37%	15 26%	88 34%
Do Not Trust At All/Too Much (Net)	77 18%	37 17%	41 19%	20 14%	11 11%	28 24% e	19 25%	22 14%	37 20%	19 23%	29 21%	10 14%	34 17%	23 20%	26 14%	29 21%	35 14%	38 23%	7 12%	43 16%
Do not trust too much	46 11%	20 10%	25 12%	12 8%	3 3%	17 14% E	14 19%	11 7%	22 12%	13 16% h	13 9%	9 13%	20 10%	17 15%	18 10%	11 8%	18 7%	25 15% q	4 6%	27 10%
Do not trust at all	32 7%	16 8%	15 7%	8 6%	8 8%	11 10%	5 6%	11 7%	15 8%	5 7%	16 12% i	1 2%	14 7%	6 5%	8 4%	19 13% nO	17 7%	13 8%	3 6%	16 6%
I am not familiar with this company	69 16%	28 13%	41 19%	26 18%	14 15%	18 16%	11 14%	24 15%	30 16%	15 18%	26 19%	10 14%	25 12%	20 18%	20 11%	28 20%	42 17%	23 14%	4 8%	35 13%
Sigma	430 100%	212 100%	218 100%	143 100%	95 100%	114 100%	78 100%	162 100%	187 100%	81 100%	133 100%	71 100%	201 100%	114 100%	178 100%	138 100%	248 100%	166 100%	58 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 666

CMP02_154 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Sam's Club

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	159	248	186	106	58	57	133	177	97	223	53	100	121	136	150	199	188	42	211
Weighted Base	416	211*	205	133*	105*	98*	80**	123*	200*	93*	127	68*	189*	137*	131*	148*	243	157*	49**	244
Trust Somewhat/Very Much (Net)	301 72%	149 71%	152 74%	88 66%	80 77%	71 72%	61 77%	90 73%	149 75%	62 66%	83 66%	58 85% K	140 74%	103 75%	104 80% P	94 63%	182 75%	111 71%	33 67%	182 75%
Trust very much	133 32%	76 36%	57 28%	46 34% f	42 40% F	19 19%	27 33%	52 42% ij	58 29%	22 24%	38 30%	27 39%	61 32%	58 42% P	42 32%	33 22%	81 33%	50 32%	20 40%	87 35%
Trust somewhat	168 40%	73 35%	95 46% b	43 32%	38 37%	53 53% D	35 44%	38 31%	91 46% h	39 42%	45 35%	31 46%	79 42%	45 33%	63 48% n	61 41%	101 42%	61 39%	13 27%	95 39%
Do Not Trust At All/Too Much (Net)	83 20%	45 22%	37 18%	33 25%	19 18%	18 18%	13 16%	26 21%	41 20%	17 18%	31 25%	9 13%	37 20%	25 18%	19 15%	38 26%	43 18%	35 22%	14 28%	51 21%
Do not trust too much	56 13%	31 15%	24 12%	26 20% F	15 14%	6 6%	8 11%	20 16% j	31 15%	5 5%	19 15%	4 6%	28 15%	11 8%	15 12%	29 20% n	32 13%	21 14%	11 23%	38 15%
Do not trust at all	27 7%	14 7%	13 6%	7 5%	4 4%	12 12%	4 5%	6 4%	10 5%	12 13%	12 9%	5 7%	9 5%	14 10%	4 3%	9 6%	11 4%	14 9%	2 5%	14 6%
I am not familiar with this company	32 8%	17 8%	15 7%	12 9%	5 5%	9 10%	6 7%	8 6%	10 5%	15 16% l	13 10%	1 2%	12 6%	10 7%	7 5%	16 11%	18 7%	11 7%	2 5%	11 5%
Sigma	416 100%	211 100%	205 100%	133 100%	105 100%	98 100%	80 100%	123 100%	200 100%	93 100%	127 100%	68 100%	189 100%	137 100%	131 100%	148 100%	243 100%	157 100%	49 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 667

CMP02_155 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Southwest Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	163	238	159	113	72	57	148	159	94	214	58	102	129	133	139	191	198	41	215
Weighted Base	410	218*	192	121*	107*	112*	70**	155*	167*	88*	121*	70*	189*	131*	131*	148*	216*	186*	52**	248
Trust Somewhat/Very Much (Net)	283 69%	153 70%	130 68%	77 63%	80 74%	73 65%	54 78%	112 72% J	126 75% J	46 52%	76 62%	43 62%	153 81% KL	91 70%	84 64%	108 73%	150 69%	129 69%	42 81%	180 73%
Trust very much	101 25%	60 28%	40 21%	27 23%	32 30%	19 17%	22 31%	50 32% J	42 25% J	8 9%	35 29%	21 30%	42 22%	43 33% P	32 24%	25 17%	59 27%	40 22%	16 30%	72 29%
Trust somewhat	183 45%	93 42%	90 47%	49 41%	48 44%	54 48%	32 46%	62 40%	83 50%	38 43%	41 34%	23 32%	111 59% KL	48 36%	53 40%	82 56% No	91 42%	88 47%	27 51%	109 44%
Do Not Trust At All/Too Much (Net)	83 20%	44 20%	39 20%	33 28%	18 17%	26 23%	5 7%	31 20%	28 17%	24 28%	29 24%	22 32% M	27 15%	30 23%	31 23%	22 15%	40 19%	41 22%	9 18%	46 19%
Do not trust too much	50 12%	26 12%	23 12%	20 16%	14 13%	12 11%	4 6%	19 12%	17 10%	14 16%	17 14%	11 16%	19 10%	18 14%	19 14%	13 9%	26 12%	23 12%	5 9%	30 12%
Do not trust at all	33 8%	17 8%	15 8%	14 11% e	3 3%	14 13% e	1 1%	11 7%	11 6%	11 12%	12 10%	11 16% M	9 5%	12 9%	12 9%	9 6%	15 7%	18 10%	4 8%	17 7%
I am not familiar with this company	44 11%	21 10%	23 12%	11 9%	9 9%	13 12%	11 15%	13 8%	13 8%	18 20% hi	17 14% M	4 6%	8 4%	10 8%	16 12%	18 12%	26 12%	17 9%	*	21 9%
Sigma	410 100%	218 100%	192 100%	121 100%	107 100%	112 100%	70 100%	155 100%	167 100%	88 100%	121 100%	70 100%	189 100%	131 100%	131 100%	148 100%	216 100%	186 100%	52 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 668

CMP02_156 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Airbus

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	162	247	173	126	63	47	140	167	102	213	54	119	119	151	139	219	181	36	222
Weighted Base	418	211*	207	126	122*	85*	85**	141*	186*	92*	123*	66*	204*	134*	151*	133*	247	166*	49**	252
Trust Somewhat/Very Much (Net)	217 52%	133 63% C	84 41%	58 46%	72 59%	41 48%	47 55%	86 61% J	101 54% J	30 33%	62 50% L	18 27%	131 64% kL	75 56%	78 52%	64 48%	148 60% R	67 41%	42 86%	146 58%
Trust very much	84 20%	57 27% C	27 13%	25 20% f	40 33% dF	6 7%	13 16%	49 35% J	30 16% J	5 6%	19 15%	9 14%	55 27% k	32 24%	33 22%	19 14%	55 22% R	29 17%	30 62%	71 28%
Trust somewhat	133 32%	75 36%	58 28%	33 26%	32 26%	35 41% d	34 40%	37 26%	71 38%	25 27%	43 35% L	8 13%	75 37% L	42 32%	45 30%	45 34%	93 38% R	39 23%	12 24%	75 30%
Do Not Trust At All/Too Much (Net)	77 19%	40 19%	37 18%	24 19%	21 17%	16 19%	17 20%	21 15%	35 19%	21 23%	17 14%	16 24%	43 21% op	37 28% op	22 15%	18 14%	39 16% R	37 22%	4 9%	49 19%
Do not trust too much	55 13%	30 14%	25 12%	14 11%	10 8%	13 16%	17 20%	11 8%	27 15%	16 18%	9 7%	11 17%	33 16% k	27 20% P	17 12%	10 8%	24 10% q	30 18% q	1 2%	34 14%
Do not trust at all	23 5%	10 5%	12 6%	9 7%	10 8%	3 3%	* *	10 7%	8 4%	5 5%	8 6%	4 7%	10 5% L	10 7%	4 3%	8 6%	15 6% R	7 4%	4 7%	14 6%
I am not familiar with this company	124 30%	39 18%	85 41% B	44 35%	30 25%	28 33%	21 24%	34 24%	49 27%	41 44% HI	45 36% M	33 50% M	31 15%	22 16%	51 34% N	51 38% N	60 24% R	61 37% Q	2 5%	57 23%
Sigma	418 100%	211 100%	207 100%	126 100%	122 100%	85 100%	85 100%	141 100%	186 100%	92 100%	123 100%	66 100%	204 100%	134 100%	151 100%	133 100%	247 100%	166 100%	49 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 669

CMP02_157 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Kaiser Permanente

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	155	251	174	116	65	51	143	171	92	222	56	109	126	132	148	218	177	39	217
Weighted Base	383	183*	199	122*	108*	83*	69**	130*	178*	75*	122	70*	177*	117*	145*	121*	228	148*	46**	238
Trust Somewhat/Very Much (Net)	180 47%	107 58% C	73 37%	51 42%	67 62% D	39 47%	23 33%	85 65% IJ	65 37%	30 40%	56 46% L	18 25%	104 59% L	54 46%	77 53%	50 41%	126 55% R	51 34%	36 78%	128 54%
Trust very much	84 22%	58 32% C	25 13%	31 25%	35 32% f	13 16%	4 6%	51 39% IJ	24 14%	9 12%	26 21% l	6 8%	50 28% L	23 19%	42 29% p	19 16%	64 28% R	18 12%	24 52%	61 26%
Trust somewhat	97 25%	49 27%	48 24%	20 17%	32 30% D	26 32% d	18 26%	34 26%	41 23%	22 29%	31 25%	12 17%	54 31%	31 26%	36 25%	30 25%	62 27%	33 22%	12 27%	67 28%
Do Not Trust At All/Too Much (Net)	65 17%	40 22% c	25 12%	28 23% e	13 12%	11 13%	13 19%	14 11%	34 19%	17 23% h	21 17%	14 20%	27 15%	14 12%	20 14%	31 26% No	27 12%	37 25% Q	7 16%	36 15%
Do not trust too much	36 10%	21 11%	16 8%	22 18% EF	5 5%	3 4%	6 8%	11 8%	19 11%	7 9%	12 10%	7 10%	17 9%	6 5%	11 7%	19 16% n	17 7%	19 13%	6 14%	22 9%
Do not trust at all	28 7%	19 11%	9 5%	6 5%	7 7%	8 9%	7 10%	4 3%	15 8%	10 13% H	9 7%	7 10%	10 6%	7 6%	10 7%	12 10%	10 4%	17 12% q	1 2%	15 6%
I am not familiar with this company	137 36%	36 20%	101 51% B	43 35%	28 26%	33 40%	34 49%	31 24%	79 44% H	28 37%	45 37%	38 55% kM	46 26%	50 42%	47 33%	40 33%	75 33%	60 41%	3 6%	73 31%
Sigma	383 100%	183 100%	199 100%	122 100%	108 100%	83 100%	69 100%	130 100%	178 100%	75 100%	122 100%	70 100%	177 100%	117 100%	145 100%	121 100%	228 100%	148 100%	46 100%	238 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 670

CMP02_158 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Conagra

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	165	247	180	115	64	53	142	161	109	225	65	102	123	138	151	210	189	40	230
Weighted Base	388	179*	210	133*	96*	88*	71**	150*	154*	84*	130	71*	169*	116*	141*	131*	221	158*	46**	254
Trust Somewhat/Very Much (Net)	159 41%	94 53% C	65 31%	58 44%	39 40%	31 35%	31 44%	85 57% J	47 31%	27 32%	55 42% I	18 26%	78 46% L	59 51% O	50 35%	50 38%	111 50% R	44 28%	31 66%	114 45%
Trust very much	70 18%	45 25% C	25 12%	28 21%	21 22%	9 10%	12 17%	52 35% J	13 8%	5 6%	28 21%	9 13%	34 20%	24 21%	26 18%	20 15%	52 23% R	18 12%	18 40%	53 21%
Trust somewhat	88 23%	49 27%	39 19%	30 23%	17 18%	22 24%	19 27%	33 22%	35 22%	21 25%	28 21%	9 13%	45 26%	35 30% O	24 17%	30 23%	59 27% r	25 16%	12 26%	61 24%
Do Not Trust At All/Too Much (Net)	82 21%	38 21%	44 21%	22 17%	23 24%	15 17%	21 30%	29 20%	34 22%	18 22%	25 19%	23 33% km	31 19%	19 17%	37 26%	26 20%	37 17%	42 27% q	6 14%	52 21%
Do not trust too much	61 16%	29 16%	32 15%	12 9%	19 20% d	10 11%	19 27%	24 16%	25 16%	12 14%	12 9%	20 29% K	28 16%	13 11%	29 20%	19 15%	30 14%	29 18%	5 10%	45 18%
Do not trust at all	21 5%	9 5%	12 6%	10 7%	4 4%	5 6%	2 3%	5 4%	9 6%	6 8%	13 10% M	3 4%	3 2%	6 5%	8 6%	7 5%	7 3%	13 8%	2 4%	8 3%
I am not familiar with this company	148 38%	47 26%	101 48% B	53 40%	34 35%	43 48%	18 26%	36 24%	73 47% H	39 47% H	50 38%	29 41%	60 35%	38 32%	55 39%	55 42%	73 33%	73 46% q	9 20%	87 35%
Sigma	388 100%	179 100%	210 100%	133 100%	96 100%	88 100%	71 100%	150 100%	154 100%	84 100%	130 100%	71 100%	169 100%	116 100%	141 100%	131 100%	221 100%	158 100%	46 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 671

CMP02_159 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Quicken Loans

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	408	150	258	186	109	54	59	143	147	118	221	56	105	122	122	164	209	186	36	214
Weighted Base	389	178*	211	137	102*	73*	77**	145*	146*	98*	119	58*	188*	110*	112*	167*	213	164*	44**	228
Trust Somewhat/Very Much (Net)	192 49%	105 59% C	87 41%	65 48%	57 55%	37 51%	33 43%	72 50%	65 45%	55 56%	58 49%	27 46%	101 53%	63 57% o	45 40%	84 51%	102 48%	87 53%	29 66%	111 49%
Trust very much	59 15%	29 17%	29 14%	24 17% f	28 28% F	3 4%	4 5%	27 18%	17 12%	15 15%	21 17%	7 12%	30 16%	25 22% P	18 16%	16 10%	33 15%	25 15%	13 29%	42 18%
Trust somewhat	133 34%	76 43% C	57 27%	41 30%	28 28%	35 47% de	29 38%	46 32%	48 33%	40 40%	37 31%	20 34%	71 38%	38 34%	27 24%	68 41% O	70 33%	62 38%	16 37%	69 30%
Do Not Trust At All/Too Much (Net)	102 26%	43 24%	59 28%	29 21%	23 22%	26 36% de	24 31%	35 24%	46 32%	21 22%	26 22%	15 25%	59 31%	26 24%	33 30%	43 26%	68 32% r	32 19%	10 24%	61 27%
Do not trust too much	85 22%	38 21%	48 23%	25 18%	20 20%	23 31%	17 23%	32 22%	40 27% j	13 14%	18 15%	12 20%	55 29% K	20 18%	30 27%	35 21%	57 27% r	25 16%	10 23%	57 25%
Do not trust at all	17 4%	5 3%	12 6%	4 3%	2 2%	4 5%	6 8%	3 2%	6 4%	8 8%	8 7%	3 5%	4 2%	6 5%	3 3%	8 5%	11 5%	6 4%	* 1%	3 1%
I am not familiar with this company	95 24%	30 17%	65 31% B	43 31% F	23 22%	9 12%	20 26%	38 26%	35 24%	22 23%	35 29% M	17 29% m	29 16%	21 19%	34 30%	40 24%	43 20%	45 27%	4 10%	56 25%
Sigma	389 100%	178 100%	211 100%	137 100%	102 100%	73 100%	77 100%	145 100%	146 100%	98 100%	119 100%	58 100%	188 100%	110 100%	112 100%	167 100%	213 100%	164 100%	44 100%	228 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 672

CMP02_160 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Nissan

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	159	246	183	110	58	54	152	164	89	214	53	115	111	156	138	212	182	36	230
Weighted Base	418	183*	235	144	92*	108*	74**	145*	190*	83*	133	63*	200*	119*	172*	127*	229	178*	44**	266
Trust Somewhat/Very Much (Net)	294 70%	140 76% c	154 66%	96 67%	68 73%	71 66%	60 81%	101 69%	145 76% J	49 58%	97 73%	38 60%	145 72%	87 74%	114 66%	93 73%	172 75%	117 66%	31 69%	197 74%
Trust very much	111 27%	58 31%	54 23%	43 30%	32 34% f	20 18%	17 24%	58 40% J	39 21%	14 17%	32 24%	15 23%	62 31%	39 33%	44 26%	28 22%	75 33% r	36 20%	16 36%	85 32%
Trust somewhat	183 44%	82 45%	100 43%	53 37%	36 39%	51 47%	42 57%	42 29%	106 56% H	35 42%	65 48%	23 37%	83 41%	48 40%	70 41%	65 51%	97 42%	81 45%	15 33%	112 42%
Do Not Trust At All/Too Much (Net)	78 19%	37 20%	42 18%	31 21%	18 20%	20 18%	10 13%	26 18%	32 17%	20 24%	21 16%	13 21%	40 20%	17 14%	38 22%	24 19%	32 14%	44 25% q	5 12%	44 17%
Do not trust too much	57 14%	25 13%	32 14%	22 16%	12 13%	14 13%	8 11%	18 12%	26 14%	13 16%	12 9%	9 14%	34 17%	9 8%	32 19% n	15 12%	25 11%	32 18%	4 9%	38 14%
Do not trust at all	21 5%	12 7%	9 4%	8 6%	6 7%	6 5%	2 2%	8 6%	6 3%	7 8%	9 7%	5 7%	6 3%	7 6%	5 3%	8 7%	7 3%	12 7%	2 4%	6 2%
I am not familiar with this company	46 11%	7 4%	39 17% B	17 12%	7 7%	18 16%	4 6%	18 13%	12 6%	15 18% i	15 11%	11 18% m	15 8%	15 12%	20 12%	11 9%	25 11%	17 10%	8 18%	24 9%
Sigma	418 100%	183 100%	235 100%	144 100%	92 100%	108 100%	74 100%	145 100%	190 100%	83 100%	133 100%	63 100%	200 100%	119 100%	172 100%	127 100%	229 100%	178 100%	44 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 673

CMP02_161 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Hallmark

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	415	153	262	197	120	46	52	143	185	87	214	57	116	130	147	138	217	186	46	232
Weighted Base	403	181*	222	151	110*	67**	75**	148*	187*	68*	114	62*	190*	122*	150*	131*	227	161*	58*	249
Trust Somewhat/Very Much (Net)	270 67%	126 69%	144 65%	97 64%	71 65%	42 63%	59 79%	99 67%	133 71% j	38 55%	84 74%	43 70%	126 66%	98 81% OP	95 63%	77 59%	154 68%	111 69%	39 66%	172 69%
Trust very much	107 26%	53 29%	54 24%	46 30%	33 31%	10 15%	17 23%	50 34% i	40 21%	16 24%	29 26%	13 21%	60 32%	40 33% p	42 28%	24 19%	69 31%	36 22%	26 45% t	76 31%
Trust somewhat	163 40%	73 40%	90 41%	51 34%	38 35%	32 48%	42 56%	49 33%	93 50% Hj	21 31%	54 48% m	30 49%	65 34%	58 47%	53 35%	52 40%	85 37%	75 46%	13 21%	96 38% S
Do Not Trust At All/Too Much (Net)	85 21%	37 20%	48 22%	40 26%	25 23%	16 23%	5 6%	35 24%	36 19%	15 21%	21 18%	11 17%	52 27%	16 13%	36 24% n	33 25% n	55 24%	27 17%	16 27%	53 21%
Do not trust too much	56 14%	24 13%	32 14%	26 17%	18 17%	11 16%	1 2%	27 19% i	17 9%	12 17%	7 7%	5 8%	44 23% Kl	8 6%	28 19% N	20 16% n	35 15%	18 11%	7 12%	36 15%
Do not trust at all	29 7%	12 7%	17 7%	14 9%	6 6%	5 8%	4 5%	7 5%	19 10%	3 4%	13 12% M	6 10%	8 4%	8 6%	8 6%	13 10%	20 9%	9 6%	8 14% t	17 7%
I am not familiar with this company	48 12%	19 10%	30 13%	15 10%	13 12%	9 14%	11 14%	14 9%	18 10%	16 23% Hi	9 8%	8 12%	13 7%	8 7%	19 13%	21 16% n	19 8%	23 14%	4 7%	24 10%
Sigma	403 100%	181 100%	222 100%	151 100%	110 100%	67 100%	75 100%	148 100%	187 100%	68 100%	114 100%	62 100%	190 100%	122 100%	150 100%	131 100%	227 100%	161 100%	58 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 674

CMP02_162 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Etsy

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	141	258	177	104	56	62	135	171	93	210	55	111	116	151	132	202	187	35	221
Weighted Base	374	155*	218	123	90*	80**	80*	128*	171*	75*	119	55*	182*	111*	152*	110*	206	162*	37**	233
Trust Somewhat/Very Much (Net)	206 55%	83 54%	123 56%	72 59%	60 67% G	39 48%	34 43%	78 61%	83 49%	45 60%	63 53%	31 56%	102 56%	62 56%	88 58%	56 51%	117 57%	88 54%	23 62%	134 58%
Trust very much	75 20%	42 27% c	34 15%	30 24% G	33 37% dG	6 8%	5 7%	32 25%	31 18%	12 16%	20 16%	16 29%	38 21%	18 16%	38 25%	19 17%	53 26% R	22 13%	14 36%	60 26%
Trust somewhat	131 35%	42 27%	89 41% B	42 34%	27 30%	33 41%	29 36%	45 35%	53 31%	33 44%	43 37%	15 27%	64 35%	45 40%	49 32%	37 33%	64 31%	66 41%	10 25%	74 32%
Do Not Trust At All/Too Much (Net)	93 25%	40 26%	52 24%	38 31%	19 21%	8 10%	28 35%	29 23%	49 29%	15 20%	28 23%	13 24%	46 25%	27 24%	37 24%	29 26%	47 23%	44 27%	11 31%	59 25%
Do not trust too much	49 13%	16 10%	33 15%	26 21%	12 13%	2 3%	9 11%	9 7%	34 20% HJ	6 8%	15 13%	7 14%	26 14%	12 11%	23 15%	14 13%	26 12%	23 14%	5 13%	35 15%
Do not trust at all	43 12%	24 16%	19 9%	12 10%	7 8%	6 7%	19 23% dE	20 15%	15 9%	9 11%	13 11%	6 11%	20 11%	14 13%	14 9%	15 14%	21 10%	21 13%	7 17%	25 11%
I am not familiar with this company	75 20%	32 20%	43 20%	13 10%	11 12%	33 42%	18 22% d	21 16%	39 23%	15 20%	28 24%	11 19%	34 19%	22 20%	28 18%	25 23%	43 21%	30 19%	3 8%	40 17%
Sigma	374 100%	155 100%	218 100%	123 100%	90 100%	80 100%	80 100%	128 100%	171 100%	75 100%	119 100%	55 100%	182 100%	111 100%	152 100%	110 100%	206 100%	162 100%	37 100%	233 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 675

CMP02_163 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Nintendo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	166	241	167	127	59	54	139	172	96	201	61	118	121	150	136	211	183	42	235
Weighted Base	412	209*	203	118*	125*	97*	72**	137*	203*	72*	117*	63*	200*	122*	154*	136*	232	169*	55**	251
Trust Somewhat/Very Much (Net)	275 67%	147 71%	128 63%	87 73% f	96 77% F	56 58%	36 50%	102 74%	130 64%	44 60%	76 64%	38 61%	146 73%	91 75% P	111 72% P	73 54%	180 77% R	91 54%	42 77%	181 72%
Trust very much	103 25%	63 30% c	40 20%	39 33% F	52 42% F	10 10%	2 3%	47 34% I	40 20%	16 23%	25 22%	12 19%	64 32%	26 21%	44 29%	33 24%	81 35% R	21 13%	30 55%	77 31%
Trust somewhat	172 42%	85 41%	87 43%	48 40%	44 36%	46 47%	34 47%	55 40%	90 44%	27 38%	50 43%	26 41%	82 41%	65 53% P	66 43%	41 30%	99 43%	70 41%	12 21%	104 42%
Do Not Trust At All/Too Much (Net)	92 22%	49 23%	43 21%	21 18%	21 17%	27 28%	23 32%	24 17%	53 26%	15 20%	25 21%	17 27%	48 24%	18 15%	29 19%	44 32% No	39 17%	47 28% q	11 21%	51 20%
Do not trust too much	54 13%	24 11%	30 15%	12 11%	14 11%	18 19%	10 13%	16 12%	32 16%	5 7%	11 9%	10 16%	31 16%	15 12%	15 10%	23 17%	29 12%	23 14%	9 15%	37 15%
Do not trust at all	38 9%	25 12%	13 6%	8 7%	7 6%	9 9%	13 19%	8 6%	21 10%	9 13%	15 12%	7 11%	16 8%	3 3%	14 9%	21 15% N	11 5%	24 14% Q	3 5%	15 6%
I am not familiar with this company	45 11%	13 6%	33 16% B	11 9%	8 6%	14 14%	13 18%	12 8%	20 10%	14 19% hi	17 14% M	8 12% M	7 3%	12 10%	14 9%	19 14%	13 6%	30 18% Q	2 3%	18 7%
Sigma	412 100%	209 100%	203 100%	118 100%	125 100%	97 100%	72 100%	137 100%	203 100%	72 100%	117 100%	63 100%	200 100%	122 100%	154 100%	136 100%	232 100%	169 100%	55 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 676

CMP02_164 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Ace Hardware

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	134	268	182	108	52	60	126	179	97	209	56	107	118	137	147	202	187	32	215
Weighted Base	379	167*	212	134	97*	70*	78*	107*	199*	73*	118	60*	177*	116*	145*	118*	220	150*	37**	223
Trust Somewhat/Very Much (Net)	283 75%	121 72%	162 76%	74 55%	86 88% D	55 79% D	69 87% D	82 77%	144 72%	57 77%	87 73%	52 87% k	130 74%	104 89% OP	98 68%	80 68%	176 80% r	104 69%	34 90%	164 74%
Trust very much	94 25%	37 22%	58 27%	23 17%	31 32% D	17 25%	22 29%	29 27%	44 22%	21 29%	29 24%	26 43% KM	37 21%	34 29%	32 22%	28 24%	60 27%	34 23%	13 34%	59 26%
Trust somewhat	188 50%	84 50%	104 49%	51 38%	54 56% D	37 54%	46 59% D	53 50%	100 50%	35 48%	58 49%	26 44%	93 53%	70 60% op	66 46%	52 44%	117 53%	70 46%	21 56%	105 47%
Do Not Trust At All/Too Much (Net)	53 14%	25 15%	28 13%	34 25% EFG	7 7%	5 7%	7 9%	13 12%	31 16%	9 12%	17 14%	6 10%	26 14%	7 6%	24 17% n	22 18% N	22 10%	25 16%	3 9%	31 14%
Do not trust too much	40 10%	19 11%	21 10%	25 19% Efg	6 6%	4 5%	5 7%	11 10%	23 12%	5 7%	12 10%	6 9%	20 11%	5 5%	19 13%	16 13% n	20 9%	16 11%	3 9%	26 12%
Do not trust at all	13 3%	6 4%	7 3%	9 7% e	1 1%	2 2%	2 2%	2 1%	8 4%	4 5%	5 4%	1 1%	5 3%	2 1%	5 4%	6 5%	3 1%	9 6% q	-	6 2%
I am not familiar with this company	44 12%	21 12%	23 11%	26 20% EG	5 5%	10 14%	3 4%	12 12%	24 12%	8 11%	14 12% l	2 3%	21 12%	5 5%	23 16% N	16 13% n	21 10%	21 14%	*	27 12%
Sigma	379 100%	167 100%	212 100%	134 100%	97 100%	70 100%	78 100%	107 100%	199 100%	73 100%	118 100%	60 100%	177 100%	116 100%	145 100%	118 100%	220 100%	150 100%	37 100%	223 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 677

CMP02_165 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Visa

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	155	254	159	106	84	60	148	162	99	219	61	104	132	138	139	211	183	32	220
Weighted Base	416	183*	233	114*	103*	113*	87*	146*	177*	93*	132	71*	188*	132*	163*	121*	236	169*	41**	260
Trust Somewhat/Very Much (Net)	318 76%	145 79%	174 74%	81 71%	81 79%	85 75%	71 82%	109 75%	137 77%	72 78%	97 74%	54 75%	153 81%	104 79%	123 75%	92 76%	192 82%	120 71%	31 76%	205 79%
Trust very much	136 33%	72 40%	64 27%	39 35%	37 36%	29 25%	31 35%	60 41%	44 25%	33 35%	52 40%	44 40%	48 25%	51 39%	48 29%	37 30%	84 36%	50 29%	22 53%	83 32%
Trust somewhat	182 44%	72 40%	110 47%	42 37%	44 43%	56 49%	40 46%	49 34%	93 53%	40 43%	45 34%	22 31%	105 56%	52 40%	75 46%	55 45%	108 46%	71 42%	9 23%	121 47%
Do Not Trust At All/Too Much (Net)	71 17%	34 19%	36 16%	17 15%	16 15%	23 21%	15 17%	31 21%	28 16%	12 13%	23 17%	12 18%	28 15%	19 14%	31 19%	20 17%	33 14%	34 20%	8 21%	41 16%
Do not trust too much	54 13%	25 13%	29 12%	13 12%	10 9%	18 16%	13 15%	26 18%	18 10%	10 10%	18 14%	9 13%	22 12%	13 10%	26 16%	14 12%	24 10%	29 17%	4 10%	33 13%
Do not trust at all	17 4%	10 5%	7 3%	4 4%	6 6%	5 5%	2 2%	5 3%	10 5%	3 3%	5 4%	3 5%	6 3%	6 5%	5 3%	6 5%	10 4%	6 3%	5 11%	8 3%
I am not familiar with this company	27 7%	4 2%	23 10%	15 14%	6 5%	5 5%	1 1%	6 4%	13 7%	8 9%	11 9%	5 7%	7 4%	9 7%	9 6%	9 7%	10 4%	14 8%	1 3%	14 6%
Sigma	416 100%	183 100%	233 100%	114 100%	103 100%	113 100%	87 100%	146 100%	177 100%	93 100%	132 100%	71 100%	188 100%	132 100%	163 100%	121 100%	236 100%	169 100%	41 100%	260 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 678

CMP02_166 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Charles Schwab

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	415	159	256	177	112	68	58	144	174	97	213	58	113	121	133	161	205	197	37	225
Weighted Base	451	221*	230	137*	110*	113*	92*	161*	201*	90*	131	81*	209*	127*	162*	163*	252	187*	51**	273
Trust Somewhat/Very Much (Net)	256 57%	145 65% C	111 48%	63 46%	73 67% D	73 65% d	47 51%	102 64% j	112 56%	42 47%	79 61%	44 55%	123 59%	83 66% p	92 57%	81 50%	162 64% R	90 48%	44 87%	163 60%
Trust very much	101 22%	71 32% C	30 13%	21 15%	33 30% D	23 21%	24 26%	48 30% i	35 17%	18 20%	26 20%	18 22%	50 24%	37 29% P	47 29% P	18 11%	65 26%	34 18%	23 45%	76 28%
Trust somewhat	155 34%	74 33%	81 35%	42 31%	41 37%	49 44%	23 25%	54 34%	77 38%	24 27%	53 41%	27 33%	74 35%	47 37%	45 28%	64 39%	97 38%	56 30%	21 41%	87 32%
Do Not Trust At All/Too Much (Net)	95 21%	51 23%	44 19%	25 18%	15 14%	18 16%	36 39% DEF	30 19%	44 22%	21 23%	26 20%	18 20%	44 21%	29 23%	34 21%	32 20%	44 18%	48 26%	3 6%	56 20%
Do not trust too much	61 14%	34 15%	27 12%	15 11%	10 10%	10 9%	25 27% DEF	20 13%	26 13%	15 16%	14 11%	13 16%	34 16%	18 14%	23 14%	20 13%	27 11%	34 18%	-	39 14%
Do not trust at all	34 7%	17 8%	17 7%	10 7%	5 5%	8 7%	11 12%	10 6%	18 9%	6 7%	12 9%	5 6%	10 5%	11 8%	12 7%	11 7%	17 7%	14 8%	3 6%	17 6%
I am not familiar with this company	101 22%	26 12%	75 33% B	49 36% EFG	21 19%	22 20%	9 9%	28 18%	45 23%	27 30%	25 19%	19 23%	42 20%	15 12%	36 22%	50 31% N	46 18%	49 26%	3 7%	55 20%
Sigma	451 100%	221 100%	230 100%	137 100%	110 100%	113 100%	92 100%	161 100%	201 100%	90 100%	131 100%	81 100%	209 100%	127 100%	162 100%	163 100%	252 100%	187 100%	51 100%	273 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 679

CMP02_167 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Singer

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	159	252	198	101	50	62	155	159	97	223	53	116	119	138	154	211	189	39	235
Weighted Base	427	199*	228	149	94*	86*	99*	162*	164*	101*	139	62*	209*	131*	148*	148*	240	181*	48**	277
Trust Somewhat/Very Much (Net)	228 53%	103 52%	125 55%	60 40%	52 56% d	56 65% D	60 60% D	96 59%	85 52%	46 45%	71 51%	31 50%	121 58%	79 60%	71 48%	77 52%	145 61% R	80 44%	32 67%	161 58%
Trust very much	83 19%	38 19%	45 20%	17 12%	29 31% D	14 17%	22 22%	44 27% ij	26 16%	12 12%	30 22%	8 13%	44 21%	30 23%	25 17%	27 18%	53 22%	29 16%	17 35%	69 25%
Trust somewhat	145 34%	65 33%	80 35%	42 29%	23 25%	42 49% DE	38 38%	53 32%	59 36%	33 33%	41 30%	23 37%	77 37%	49 37%	46 31%	50 34%	93 39%	51 28%	15 32%	91 33%
Do Not Trust At All/Too Much (Net)	80 19%	46 23%	34 15%	24 16%	23 25%	16 19%	17 17%	31 19%	21 13%	28 28% i	24 17%	12 19%	41 20%	24 18%	26 17%	30 21%	44 18%	35 19%	8 18%	49 18%
Do not trust too much	54 13%	29 14%	26 11%	16 11%	15 16%	9 10%	14 15%	22 14%	16 10%	16 16%	8 6%	11 17% K	34 16% K	16 12%	19 13%	19 13%	29 12%	24 14%	8 17%	38 14%
Do not trust at all	26 6%	18 9%	8 3%	8 5%	8 9%	7 9%	2 2%	8 5%	5 3%	12 12% i	16 11% IM	1 2%	7 3%	8 6%	7 5%	11 7%	15 6%	10 6%	* 1%	11 4%
I am not familiar with this company	120 28%	50 25%	70 31%	65 44% EFG	18 20%	14 16%	22 23%	35 22%	57 35% h	27 27%	44 31%	19 31%	47 22%	29 22%	51 34%	40 27%	50 21%	66 36% Q	7 16%	66 24%
Sigma	427 100%	199 100%	228 100%	149 100%	94 100%	86 100%	99 100%	162 100%	164 100%	101 100%	139 100%	62 100%	209 100%	131 100%	148 100%	148 100%	240 100%	181 100%	48 100%	277 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 680

CMP02_168 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 King Arthur

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	169	240	195	101	68	45	155	169	85	236	52	99	101	151	157	203	188	41	232
Weighted Base	419	203*	216	159	83*	102*	75**	169*	183*	67*	151	55*	185*	111*	172*	136*	234	171*	54**	250
Trust Somewhat/Very Much (Net)	164 39%	98 48% C	67 31%	64 40%	39 48%	32 32%	29 38%	78 46%	65 36%	21 32%	50 33%	14 25%	91 49% KL	39 36%	75 44%	50 36%	97 42%	61 36%	39 72%	120 48%
Trust very much	67 16%	43 21% C	24 11%	24 15%	22 26% d	15 15%	6 8%	45 26% l	9 5%	13 19% l	19 13% l	2 3%	45 24% KL	23 20%	25 14%	19 14%	47 20% r	19 11%	22 41%	55 22%
Trust somewhat	98 23%	55 27%	43 20%	40 25%	18 22%	17 17%	23 30%	33 20%	56 31% hJ	8 13%	31 21%	12 22%	46 25%	17 15%	51 29% n	30 22%	50 21%	43 25%	16 30%	65 26%
Do Not Trust At All/Too Much (Net)	50 12%	23 11%	27 12%	25 16%	14 17%	10 10%	1 1%	18 11%	22 12%	10 15%	19 13%	7 13%	20 11%	14 13%	18 11%	17 13%	24 10%	24 14%	11 21%	29 11%
Do not trust too much	29 7%	13 6%	16 7%	14 9%	8 10%	5 5%	1 1%	10 6%	13 7%	5 8%	7 5%	1 2%	18 10%	10 9%	12 7%	7 5%	13 6%	15 8%	6 11%	18 7%
Do not trust at all	21 5%	10 5%	11 5%	11 7%	6 7%	5 5%	-	8 5%	8 5%	5 7%	12 8% M	6 11% M	2 1%	4 4%	7 4%	10 8%	10 4%	9 5%	5 9%	11 4%
I am not familiar with this company	205 49%	82 40%	123 57% B	70 44%	29 35%	60 58% E	46 61%	74 43%	96 52%	35 53%	81 54% m	34 62% M	74 40%	57 51%	79 46%	69 51%	113 48%	86 50%	4 8%	102 41%
Sigma	419 100%	203 100%	216 100%	159 100%	83 100%	102 100%	75 100%	169 100%	183 100%	67 100%	151 100%	55 100%	185 100%	111 100%	172 100%	136 100%	234 100%	171 100%	54 100%	250 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 681

CMP02_169 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Huawei

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	161	252	165	121	69	58	141	166	106	213	53	124	135	129	149	225	178	54	235
Weighted Base	407	192*	215	124	123*	84*	76*	136*	176*	96*	117	63*	209*	151*	126*	131*	242	158*	77*	271
Trust Somewhat/Very Much (Net)	178 44%	116 60% C	63 29%	59 48% Fg	73 59% FG	23 27%	23 31%	69 51%	72 41%	37 39%	34 29%	27 43%	113 54% K	77 51%	49 39%	52 40%	122 51% R	54 34%	63 81% T	142 53%
Trust very much	87 21%	51 27% c	36 17%	31 25% FG	47 38% dFG	5 6%	3 4%	44 33% lj	25 14%	18 19%	16 13%	7 11%	63 30% KL	48 32% P	28 23% P	10 8%	69 29% R	18 11%	36 47% T	81 30%
Trust somewhat	91 22%	64 34% C	27 13%	28 23%	26 21%	17 21%	20 27%	25 19%	47 27%	19 20%	19 16%	20 32% K	50 24%	29 19%	21 17%	42 32% nO	53 22%	37 23%	27 34% t	61 23%
Do Not Trust At All/Too Much (Net)	94 23%	42 22%	52 24%	26 21%	17 14%	36 42% DEg	15 20%	25 18%	53 30% hj	16 17%	23 20%	14 22%	51 24%	32 21%	33 26%	30 23%	48 20%	44 28%	10 13%	64 24% s
Do not trust too much	61 15%	19 10%	42 19% b	14 11%	13 11%	20 23% de	14 19%	16 12%	37 21% j	8 8%	12 11%	14 22%	31 15%	23 15%	22 17%	17 13%	34 14%	25 16%	5 7%	44 16% s
Do not trust at all	33 8%	23 12% c	10 5%	12 10% eg	4 3%	16 19% EG	1 1%	9 6%	16 9%	8 8%	11 9%	* *	20 10%	9 6%	11 9%	13 10%	13 5%	19 12% q	4 5%	20 7%
I am not familiar with this company	135 33%	34 18%	101 47% B	39 31%	33 27%	26 31%	37 49% dE	42 31%	51 29%	43 45% i	59 50% M	22 35%	44 21%	42 28%	44 35%	49 38%	72 30%	59 38%	5 7%	64 24% S
Sigma	407 100%	192 100%	215 100%	124 100%	123 100%	84 100%	76 100%	136 100%	176 100%	96 100%	117 100%	63 100%	209 100%	151 100%	126 100%	131 100%	242 100%	158 100%	77 100%	271 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 682

CMP02_170 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 Mars

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	395	150	245	169	108	62	56	139	148	108	215	52	97	111	135	149	216	164	33	221
Weighted Base	372	172*	200	123*	98*	73*	79**	157*	143*	72*	125	56*	160*	101*	140*	131*	204	158*	29**	229
Trust Somewhat/Very Much (Net)	225 60%	108 63%	117 58%	65 53%	63 65%	50 69%	47 59%	99 63% j	93 65% J	33 46%	71 57%	27 48%	115 72% kL	59 59%	91 65%	75 58%	138 68% R	83 52%	18 62%	137 60%
Trust very much	87 23%	51 30% c	36 18%	33 27%	26 26%	14 19%	15 18%	50 32% I	22 15%	15 21%	33 26%	9 16%	42 26%	21 21%	34 24%	31 24%	50 24%	35 22%	7 23%	50 22%
Trust somewhat	138 37%	57 33%	81 41%	32 26%	38 39%	36 50% D	32 41%	49 31%	71 50% HJ	18 25%	38 30%	18 32%	73 46% k	38 37%	57 40%	44 34%	88 43% r	48 30%	12 40%	87 38%
Do Not Trust At All/Too Much (Net)	61 16%	36 21%	25 12%	24 20%	15 16%	9 13%	12 15%	22 14%	25 18%	13 18%	18 14%	16 29% km	22 14%	18 18%	25 18%	18 14%	23 11%	37 23% Q	7 24%	41 18%
Do not trust too much	42 11%	23 13%	19 10%	19 15% I	11 11%	2 3%	11 14%	19 12%	14 10%	9 12%	9 7%	10 17% k	19 12%	13 13%	16 11%	13 10%	14 7%	28 18% Q	5 18%	32 14%
Do not trust at all	19 5%	13 8%	6 3%	6 5%	5 5%	7 10%	1 1%	3 2%	11 8%	4 6%	9 7%	7 12% M	3 2%	4 4%	9 7%	5 4%	9 4%	9 6%	2 7%	9 4%
I am not familiar with this company	86 23%	28 16%	58 29% B	34 27%	19 20%	13 18%	20 26%	36 23%	24 17%	26 36% I	36 29% M	13 23%	23 14%	24 24%	25 17%	38 29%	44 21%	38 24%	4 13%	51 22%
Sigma	372 100%	172 100%	200 100%	123 100%	98 100%	73 100%	79 100%	157 100%	143 100%	72 100%	125 100%	56 100%	160 100%	101 100%	140 100%	131 100%	204 100%	158 100%	29 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 683

CMP02_171 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic?

Telecom
 SC Johnson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	404	152	252	145	120	74	65	135	165	104	220	55	100	126	131	147	215	174	32	220
Weighted Base	416	193*	223	109*	110*	100*	96*	125*	195*	96*	130	70*	180*	138*	144*	134*	237	160*	48**	260
Trust Somewhat/Very Much (Net)	267 64%	114 59%	153 69%	68 62%	86 78% DF	53 53%	60 63%	94 75% J	124 64%	50 52%	86 66%	42 60%	121 67%	91 66%	95 66%	81 61%	163 69%	97 61%	32 66%	162 62%
Trust very much	110 27%	59 30%	52 23%	30 27%	42 38% fG	21 21%	18 19%	50 40% lJ	41 21%	19 20%	34 26%	17 25%	51 29%	46 34% P	44 31% P	20 15%	75 32% r	32 20%	21 44%	71 27%
Trust somewhat	157 38%	55 29%	101 45% B	38 35%	44 40%	32 32%	42 44%	43 35%	83 42%	31 32%	53 41%	24 35%	69 38%	45 32%	51 35%	61 46%	87 37%	65 40%	11 23%	91 35%
Do Not Trust At All/Too Much (Net)	68 16%	46 24% C	22 10%	20 18%	17 16%	20 20%	11 11%	14 11%	27 14%	27 28% Hi	23 17%	9 14%	27 15%	17 13%	26 18%	24 18%	40 17%	22 14%	7 15%	49 19%
Do not trust too much	43 10%	27 14%	16 7%	13 12%	10 9%	13 13%	8 8%	6 5%	18 9%	19 19% Hi	10 8%	9 13%	16 9%	7 5%	20 14% n	15 11%	23 10%	15 9%	3 6%	32 12%
Do not trust at all	25 6%	19 10% C	6 3%	7 6%	8 7%	8 8%	3 3%	8 6%	9 5%	9 9%	13 10%	* *	11 6%	10 7%	6 4%	9 7%	17 7%	7 5%	4 9%	17 6%
I am not familiar with this company	81 19%	33 17%	48 21%	21 19% E	7 7%	27 27% E	25 26% E	18 14%	44 23%	19 20%	21 16%	19 27%	33 18%	30 22%	23 16%	28 21%	34 14%	41 26% Q	9 19%	49 19%
Sigma	416 100%	193 100%	223 100%	109 100%	110 100%	100 100%	96 100%	125 100%	195 100%	96 100%	130 100%	70 100%	180 100%	138 100%	144 100%	134 100%	237 100%	160 100%	48 100%	260 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 684

CMP03 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Summary Of Somewhat/Very Good Response

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Google	311 81%	146 85%	165 78%	103 78%	79 86%	67 88%	62 74%	119 84%	143 80%	49 78%	97 81%	55 88%	142 79%	96 82%	116 82%	99 79%	169 77%	131 86%	32 86%	187 78%
Netflix	310 77%	153 77%	158 78%	93 72%	84 76%	93 86% d	41 75%	105 79%	142 75%	63 81%	85 75%	59 83%	153 77%	92 86% p	125 76%	93 72%	185 76%	121 81%	29 77%	185 78%
United States Postal Service	325 76%	158 72%	167 80%	77 63%	87 81% d	89 78% d	73 87% D	112 76%	149 76%	65 77%	89 74%	59 79%	163 78%	99 83%	117 73%	110 73%	172 79%	149 76%	21 66%	189 77%
Walgreens	305 75%	140 72%	165 78%	83 61%	79 77% D	68 86% D	75 85% D	94 63%	154 83% H	57 80% h	98 71%	69 82%	124 75%	96 83% p	121 76%	89 68%	166 74%	133 78%	35 66%	192 76%
FedEx	308 75%	132 68%	176 82% B	78 63%	78 76%	78 83% D	74 82% D	94 73%	149 75%	65 80%	123 77%	54 81%	125 74%	100 77%	119 82% P	90 66%	172 77%	131 76%	27 60%	174 77%
CVS	310 74%	150 74%	161 74%	71 56%	90 81% D	72 85% D	78 81% D	117 72%	140 75%	54 76%	96 74%	54 78%	148 74%	97 79%	131 77%	82 66%	187 75%	119 74%	26 63%	197 74%
Walmart	322 74%	142 70%	180 77%	80 65%	84 73%	93 84% D	66 75%	121 79%	131 71%	70 71%	95 78%	51 71%	162 73%	111 74%	115 76%	96 72%	206 78%	108 68%	36 77%	190 72%
UPS	282 74%	114 65%	168 81% B	81 63%	72 70%	70 86% De	59 85% D	105 75%	122 73%	55 73%	90 77%	42 71%	132 71%	92 78%	102 75%	87 69%	157 74%	120 74%	45 75%	181 73%
Samsung	301 74%	126 72%	175 75%	81 64%	84 78% D	71 82%	66 75%	112 76%	138 75%	51 67%	80 67%	43 82%	164 78% k	102 73%	118 76%	81 72%	163 79%	136 71%	29 87%	178 74%
The Home Depot	299 73%	116 69%	182 77%	65 58%	72 74% D	101 86% D	61 75%	90 79%	129 69%	79 74%	90 74%	47 75%	145 72%	119 85% P	100 74% p	80 60%	167 72%	128 75%	40 77%	183 74%
Ford	313 73%	153 73%	160 73%	90 67%	82 80% d	79 76%	62 73%	104 69%	128 76%	80 75%	98 74%	50 69%	145 76%	117 77%	89 67%	107 75%	170 75%	139 75%	49 83%	189 70%
Domino's	304 73%	118 65%	185 79% B	72 57%	85 78% D	84 73% d	63 93%	120 78%	124 68%	60 73%	94 71%	54 75%	139 77%	115 77%	85 76%	103 66%	196 78% r	97 66%	43 74%	184 76%
AT&T	306 73%	133 69%	173 75%	69 60%	95 79% D	77 80% D	65 73%	99 75%	151 72%	56 71%	84 68%	63 84% K	133 70%	101 73%	124 80% P	82 63%	175 76%	121 70%	33 71%	196 75%
Ace Hardware	295 72%	140 75%	156 71%	83 65%	69 74%	56 72%	87 81% d	100 72%	143 72%	52 75%	90 67%	38 68%	150 77%	99 83% O	91 63%	104 73%	168 72%	127 75%	28 81%	177 74%
YouTube	287 72%	123 69%	164 75%	94 67%	81 84% DG	68 77%	44 61%	112 78% I	97 63%	79 79% i	92 71%	41 73%	136 74%	102 79% P	113 78% P	73 59%	161 73%	114 72%	37 70%	168 73%
Pizza Hut	270 71%	113 71%	157 72%	77 63%	68 71%	61 74%	65 81% d	92 73%	119 67%	59 80%	94 77%	63 75%	101 68%	78 75%	101 67%	92 73%	135 74%	124 71%	33 87%	155 72%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 684

CMP03 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Summary Of Somewhat/Very Good Response

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
PepsiCo	280 71%	110 67%	170 74%	77 60%	93 80% D	73 71%	38 79%	93 72%	127 71%	61 70%	76 68%	48 79%	142 70%	102 72%	101 67%	77 75%	164 72%	112 71%	40 68%	191 71%
Clorox	298 70%	144 67%	154 74%	77 56%	79 72% D	87 82% D	55 76%	89 67%	130 73%	78 71%	100 77%	49 68%	139 73%	96 74%	107 66%	94 72%	186 72%	107 70%	34 60%	194 71%
Verizon	272 70%	112 64%	161 75% b	72 59%	61 69%	75 74%	64 83% D	80 67%	131 72%	61 70%	78 66%	46 69%	131 73%	107 81% P	97 71% p	68 57%	146 71%	122 69%	33 79%	178 73%
Coca-Cola	278 70%	128 71%	150 68%	68 61%	98 75% D	76 71%	36 71%	86 70%	130 67%	63 75%	82 67%	43 77%	141 72%	90 77%	97 66%	91 67%	168 74%	105 66%	42 75%	179 73%
Little Caesars	284 69%	160 75% c	124 63%	77 64%	73 72%	54 65%	80 77%	107 74%	120 64%	57 73%	102 78%	56 68%	120 67%	92 69%	104 72%	88 67%	168 72%	106 64%	36 66%	186 74%
Burger King	286 69%	120 75%	165 66%	71 54%	78 72% D	81 77% D	56 81%	92 65%	135 69%	58 79%	93 69%	48 68%	130 71%	110 83% OP	104 64%	71 61%	170 73%	112 64%	39 79%	178 73%
McDonald's	304 69%	139 64%	166 74%	77 64%	78 74%	70 62%	79 77%	90 68%	141 72%	74 66%	98 74%	50 71%	136 67%	94 76% p	123 70%	88 62%	191 74%	110 66%	40 71%	187 69%
Target	289 69%	126 63%	163 74% b	71 57%	71 72% D	75 80% D	75 70%	110 69%	120 74%	59 61%	90 64%	58 82% K	127 69%	87 69%	103 73%	99 66%	169 71%	116 69%	34 63%	164 67%
Amazon	256 69%	130 72%	126 66%	74 66%	68 68%	66 72%	48 70%	91 73%	105 66%	61 67%	74 69%	45 66%	121 71%	80 68%	96 78% P	81 61%	159 69%	96 70%	31 69%	150 70%
The Walt Disney Company	254 69%	117 67%	137 70%	79 62%	76 71%	54 80% d	44 68%	76 61%	131 75% h	47 69%	80 68%	59 77%	109 66%	85 74% p	106 71%	63 59%	146 71%	106 67%	25 64%	174 70%
General Motors	261 69%	127 69%	134 69%	66 57%	60 65%	58 68%	76 89%	84 65%	118 72%	59 67%	89 67%	47 81%	115 69%	94 74% p	98 72%	69 59%	150 72%	107 66%	34 78%	164 69%
Chick-fil-A	289 69%	138 67%	150 70%	74 59%	82 72% d	85 76% d	48 69%	97 68%	129 69%	62 68%	83 66%	27 53%	167 76%	107 75%	80 66%	102 65%	183 72%	99 64%	40 64%	167 69%
Visa	272 68%	141 69%	131 67%	65 55%	78 73% D	78 72% d	51 80%	99 72%	111 65%	61 69%	85 70%	53 76%	127 68%	109 75%	89 66%	74 64%	163 69%	106 70%	21 54%	178 68%
Costco	282 68%	125 67%	157 70%	74 57%	66 69%	74 74% D	69 77% D	89 66%	135 73%	58 61%	76 70%	52 73%	140 69%	94 71%	113 72%	75 61%	147 69%	131 69%	41 65%	172 68%
General Electric	267 68%	135 74%	132 64%	59 57%	75 66%	67 79% D	66 75% d	83 66%	146 73%	38 59%	88 67%	48 88%	120 67%	99 71%	94 68%	74 65%	164 69%	101 69%	30 69%	176 72%
Mastercard	305 68%	173 72%	132 64%	78 61%	76 64%	72 73% D	77 77% d	101 64%	140 69%	64 74%	102 72%	52 71%	132 66%	112 78% Op	96 62%	96 65%	179 68%	117 68%	42 72%	181 68%
Nestle	249 68%	131 72%	118 64%	61 53%	73 68% d	74 80% D	41 82%	91 68%	104 63%	54 81% i	74 71%	53 79%	109 64%	87 74%	91 69%	72 61%	169 70%	75 66%	25 53%	141 66%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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23 May 2020
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Summary Of Somewhat/Very Good Response

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Nike	262 68%	127 66%	135 70%	71 63%	87 77% df	53 59%	50 71%	88 69%	115 67%	59 66%	81 66%	32 58%	132 73% l	94 70%	112 72% p	56 58%	146 66%	109 70%	27 71%	178 76%
Sam's Club	275 67%	123 62%	152 72%	75 57%	80 71% d	51 70%	68 76% d	106 70%	109 66%	60 66%	88 67%	50 68%	133 71%	83 71%	100 66%	93 66%	158 70%	115 66%	44 77%	175 68%
Trader Joe's	269 67%	128 67%	141 67%	65 57%	86 72% d	56 65%	62 76%	93 69%	121 70%	55 60%	81 59%	49 71%	124 73% K	90 74% P	110 71% P	69 56%	136 67%	129 69%	36 74%	186 72%
Microsoft	283 67%	130 63%	153 71%	74 57%	85 76% d	80 74% d	44 61%	106 75% J	131 68% j	46 52%	75 61%	48 77%	149 69%	98 77% P	116 68%	70 55%	157 70%	123 64%	49 85%	192 74%
Apple	271 67%	121 65%	150 68%	82 63%	66 67%	57 71%	66 69%	100 70%	123 68%	48 58%	91 67%	40 70%	125 67%	87 70%	108 68%	77 63%	158 68%	112 67%	29 62%	167 72%
Papa John's	277 67%	140 71%	137 63%	68 63%	92 78% D	82 64%	35 58%	92 72%	118 63%	66 67%	88 68%	47 71%	130 66%	98 70%	94 66%	85 64%	163 66%	108 69%	38 84%	173 70%
Whole Foods	265 67%	112 64%	153 69%	73 56%	88 75% D	72 72% d	33 66%	103 71%	114 65%	48 63%	95 73%	32 61%	126 65%	81 70%	112 72% p	73 57%	151 67%	112 69%	28 78%	173 74%
Honda	275 67%	148 70%	127 63%	82 61%	80 70%	61 72%	53 67%	94 66%	135 69%	46 62%	75 63%	51 77%	132 70%	89 73%	103 66%	83 62%	160 71%	108 66%	37 85%	162 69%
Southwest Airlines	283 67%	151 71%	132 63%	84 66%	62 63%	76 72%	61 66%	97 67%	144 68%	42 60%	74 67%	43 56%	156 73% l	97 77% P	102 68%	83 57%	174 70%	108 64%	31 71%	202 73%
Lowe's	266 67%	112 63%	154 70%	59 53%	67 67% d	79 83% De	61 66%	83 62%	123 70%	60 67%	88 65%	42 72%	131 71%	91 76% P	94 67%	82 59%	133 65%	130 72%	40 74%	163 68%
Delta Air Lines	284 67%	134 70%	151 64%	61 54%	78 74% D	76 68%	70 71% d	108 82% J	125 60%	51 59%	83 62%	42 72%	141 72%	88 66%	105 68%	92 66%	173 69%	109 64%	33 80%	199 74%
Campbell's	251 66%	108 60%	143 71%	68 53%	64 71% D	55 64%	64 83%	69 63%	127 68%	56 66%	96 69%	57 81% M	89 60%	79 78% OP	88 62%	85 62%	145 73% r	102 60%	23 66%	152 69%
Johnson & Johnson	284 66%	142 69%	141 63%	69 57%	72 69%	76 70%	67 69%	105 65%	123 70%	55 60%	84 65%	58 82% KM	132 64%	91 76% O	95 59%	97 65%	163 66%	118 68%	31 73%	180 66%
The Kraft Heinz Company	279 66%	121 64%	158 67%	64 48%	71 67% D	81 78% D	63 79%	99 66%	121 64%	58 71%	90 68%	34 64%	141 66%	101 73%	95 63%	82 61%	156 66%	114 68%	41 67%	180 67%
Sony	257 66%	134 68%	124 63%	66 51%	76 69% D	66 83% D	49 68%	103 66%	106 64%	49 68%	91 71%	34 63%	121 64%	102 69% p	101 70% p	54 55%	149 68%	102 64%	53 68%	163 66%
Macy's	255 66%	110 66%	146 65%	77 59%	76 65%	67 75%	35 67%	103 77% l	105 58%	48 63%	69 59%	34 78% K	134 68%	89 69%	92 70%	74 57%	138 67%	113 67%	34 61%	162 69%
Dell	260 65%	130 68%	130 62%	75 60%	81 66%	51 60%	54 78%	106 72% l	99 58%	55 67%	87 67%	37 65%	131 68%	69 65%	108 69%	84 61%	165 66%	89 62%	29 59%	165 64%

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	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Starbucks	256 65%	129 69%	128 62%	86 61%	68 69%	50 63%	53 69%	84 66%	129 66%	43 59%	67 60%	38 70%	137 67%	75 64%	104 63%	77 68%	141 63%	109 68%	38 74%	154 63%
The Hershey Company	254 65%	125 60%	129 70%	67 55%	79 68%	55 63%	53 81%	93 68%	121 71%	39 48%	100 74%	38 63%	105 59%	70 64%	114 65%	70 66%	162 66%	88 63%	36 57%	144 61%
General Mills	267 65%	128 63%	140 67%	58 47%	73 67%	70 69%	66 84%	91 61%	119 64%	57 73%	83 71%	46 65%	121 61%	106 78%	94 62%	67 53%	157 66%	109 64%	22 64%	160 64%
Nissan	275 65%	137 67%	139 62%	73 57%	67 66%	71 67%	63 71%	94 65%	123 67%	58 60%	76 61%	58 75%	133 64%	93 72%	105 64%	78 58%	167 63%	107 71%	30 67%	174 67%
Best Buy	255 64%	133 70%	122 59%	78 63%	77 67%	56 62%	44 66%	86 64%	118 66%	51 61%	80 59%	50 70%	113 67%	101 70%	90 65%	64 56%	152 67%	100 62%	40 80%	161 66%
Procter & Gamble	267 64%	114 60%	153 67%	64 48%	77 66%	59 74%	67 78%	84 60%	122 67%	61 66%	77 65%	38 65%	144 66%	76 71%	110 66%	81 57%	153 70%	108 60%	52 74%	179 65%
Toyota	248 64%	113 63%	134 65%	75 54%	62 71%	66 72%	45 64%	70 57%	121 68%	57 65%	84 65%	35 64%	121 64%	82 70%	100 64%	66 57%	138 65%	105 63%	31 69%	169 71%
3M	285 64%	176 71%	109 54%	54 48%	75 65%	59 69%	96 73%	105 68%	122 63%	58 60%	77 53%	51 67%	150 73%	109 65%	105 67%	71 58%	175 66%	108 63%	36 72%	184 68%
NFL	246 64%	126 66%	120 62%	67 53%	79 68%	52 67%	48 67%	83 62%	103 63%	60 67%	80 61%	44 58%	116 69%	88 72%	92 60%	66 60%	148 64%	94 65%	30 71%	163 66%
Dollar General	241 64%	101 60%	140 66%	74 57%	56 59%	74 74%	36 67%	80 62%	106 60%	55 75%	85 69%	43 68%	101 60%	78 69%	79 60%	84 63%	149 71%	85 54%	22 59%	157 64%
IBM	277 63%	128 61%	149 66%	66 51%	67 62%	84 72%	59 70%	94 64%	128 63%	54 62%	73 59%	54 71%	139 66%	80 58%	115 68%	82 63%	175 66%	99 63%	22 51%	183 67%
DoorDash	248 63%	115 63%	133 64%	66 58%	72 70%	65 74%	45 51%	76 61%	131 69%	40 52%	78 56%	47 75%	116 68%	69 57%	100 73%	80 58%	159 67%	83 58%	29 73%	150 64%
Hallmark	280 63%	117 57%	163 69%	72 52%	75 67%	74 76%	58 63%	106 69%	126 61%	49 59%	82 66%	34 51%	140 67%	108 82%	109 65%	63 44%	158 70%	120 58%	39 80%	186 69%
Chipotle	269 63%	140 63%	130 63%	66 58%	88 67%	64 60%	51 67%	101 68%	116 63%	52 54%	69 61%	39 62%	149 67%	91 71%	86 61%	92 59%	147 60%	118 69%	39 65%	178 68%
Cottonelle	252 63%	121 63%	131 63%	68 50%	72 75%	50 63%	63 69%	99 64%	100 63%	54 60%	92 63%	36 57%	108 67%	68 65%	101 63%	83 62%	152 68%	96 59%	31 66%	142 62%
Capitol One	253 62%	117 64%	136 62%	74 56%	57 55%	73 83%	49 60%	95 64%	117 64%	41 55%	71 59%	41 68%	130 66%	63 64%	105 68%	85 55%	143 63%	103 64%	31 67%	172 63%
Bank of America	246 62%	135 71%	111 55%	77 60%	60 62%	56 64%	53 65%	81 64%	109 62%	56 62%	81 63%	49 73%	107 63%	81 72%	95 57%	69 61%	153 64%	89 61%	36 78%	170 66%

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	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Wells Fargo	276 62%	137 63%	139 62%	67 53%	87 69% D	63 61%	60 68%	100 69%	130 61%	46 55%	72 56%	50 70%	146 65%	98 64%	96 61%	83 61%	168 63%	106 64%	40 71%	171 61%
Hilton Hotels	276 62%	124 59%	152 65%	86 58%	67 67%	71 60%	52 66%	97 66%	138 64%	41 51%	87 61%	55 63%	123 67%	71 57%	128 70% np	76 56%	145 62%	128 66%	30 65%	177 64%
Scott	252 62%	108 60%	144 64%	63 44%	68 70% D	65 77% D	56 70%	92 63%	112 63%	48 58%	70 56%	37 59%	131 69% k	84 67%	85 62%	83 58%	172 71% R	79 51%	35 75%	160 67%
Purell	252 62%	116 58%	136 65%	63 54%	71 66%	55 64%	63 66%	96 66%	82 54%	74 67%	77 60%	42 64%	116 62%	73 57%	101 66%	78 62%	142 65%	106 59%	37 67%	166 65%
SC Johnson	254 62%	124 64%	130 60%	65 52%	82 68% D	52 59%	55 72% D	82 61%	109 60%	63 68%	76 57%	45 66%	126 67%	83 67%	107 63%	64 55%	154 66%	99 58%	42 73%	156 63%
American Express	236 62%	102 58%	134 65%	74 54%	70 78% DF	43 53%	49 66%	78 67% J	123 67% J	35 42%	71 62%	44 60%	105 65%	77 68% p	106 65% p	54 51%	130 59%	103 65%	29 62%	166 66%
Pfizer	243 61%	127 67% c	116 55%	45 41%	68 59% D	70 81% DE	60 69% D	87 60%	114 63%	42 58%	67 56%	46 67%	122 63%	75 61%	102 62%	67 59%	146 65%	89 56%	21 67%	161 62%
Marriott	232 61%	121 61%	111 60%	68 48%	67 71% D	47 67% d	50 66%	72 65%	124 66%	37 43%	76 62%	44 61%	101 61%	85 74% P	92 61% p	55 47%	138 64%	88 56%	30 58%	162 65%
American Airlines	259 60%	120 60%	139 60%	65 49%	50 53%	83 72% De	61 69% d	75 58%	129 61%	55 61%	78 68% m	56 72%	120 56%	75 60%	85 59%	98 61%	139 58%	114 63%	34 68%	166 62%
Hulu	254 60%	92 53%	162 65%	80 52%	54 58%	65 75% D	54 62%	69 51%	142 66% h	43 58%	74 63%	34 55%	134 60%	84 59%	107 63%	63 56%	127 58%	123 63%	20 45%	154 57%
Bayer	256 60%	125 69% c	131 53%	61 46%	78 69% D	66 61%	52 68% D	87 62%	112 59%	57 59%	74 65%	52 68%	116 57%	86 68%	101 59%	70 53%	147 58%	107 65%	37 60%	151 57%
BP	258 60%	125 61%	133 58%	54 47%	68 60%	76 69% D	59 64%	88 64%	110 58%	60 57%	74 58%	48 59%	126 64%	97 67%	93 56%	68 55%	160 63%	95 58%	33 68%	173 62%
Facebook	246 59%	100 50%	146 68% B	71 58%	62 58%	82 72%	32 44%	90 62%	112 60%	44 53%	73 60%	42 67%	114 56%	57 49%	107 68% N	82 58%	149 60%	93 59%	36 60%	159 61%
Citigroup	242 59%	131 66% c	111 53%	60 46%	77 74% D	64 59%	42 62%	77 55%	107 57%	58 70%	72 58%	49 63%	114 62%	71 68%	86 55%	85 58%	147 62%	90 56%	33 72%	158 61%
Zoom Video	229 59%	96 52%	133 66% b	69 58%	61 67%	62 61%	37 50%	69 55%	128 63%	32 53%	60 44%	43 63% k	115 68% K	71 55%	82 61%	77 61%	132 61%	93 57%	30 65%	125 61%
UnitedHealth Group	245 59%	115 59%	130 59%	86 52%	51 57%	69 69% d	39 66%	114 70% IJ	96 53%	35 49%	82 63%	41 61%	106 56%	76 58%	121 67% P	48 47%	148 61%	96 56%	33 64%	152 59%
GrubHub	245 59%	115 53%	130 65% b	67 51%	65 54%	57 68% d	56 71%	78 56%	110 58%	57 65%	75 58%	41 63%	117 57%	76 57%	106 64%	63 54%	153 61%	91 57%	33 58%	170 63%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Humana	234 59%	119 60%	116 57%	55 42%	64 63% D	63 67% D	52 72%	84 58%	101 59%	48 58%	63 56%	51 68%	112 63%	76 69% P	94 62% P	64 46%	135 62%	97 57%	39 68%	129 55%
Intel	230 58%	114 65% c	116 53%	73 55%	69 66%	56 56%	31 58%	81 58%	108 66% J	42 47%	72 55%	33 54%	117 65%	83 64%	93 64%	54 57%	141 61%	84 55%	38 79%	159 65%
Xfinity	230 58%	101 56%	129 60%	61 53%	65 64% G	68 78% DG	37 41%	76 56%	104 60%	50 58%	63 51%	39 56%	121 66% K	83 63%	79 55%	68 56%	144 63%	85 53%	31 65%	159 63%
Aldi	242 58%	104 57%	137 59%	57 48%	79 69% Df	54 51%	52 68%	74 60%	110 58%	58 56%	74 59%	47 74% km	106 55%	82 66%	90 54%	69 55%	131 55%	107 65%	31 72%	155 59%
Kroger	235 58%	115 57%	120 59%	46 42%	83 58% D	67 75% De	39 63%	82 60%	85 49%	68 70% l	84 64% m	49 77% M	97 51%	73 60%	84 57%	78 57%	146 59%	89 60%	34 60%	130 53%
JPMorgan Chase	236 58%	133 62%	103 54%	52 43%	65 66% D	76 68% D	43 57%	88 66% J	104 59%	44 45%	85 58%	44 59%	99 62%	76 57%	98 62%	62 54%	140 65% r	92 53%	36 71%	158 61%
Anheuser-Busch	239 58%	125 65% c	114 52%	47 38%	68 67% D	60 60% D	63 72% D	63 48%	136 64% H	40 57%	66 54%	37 53%	130 64%	71 64%	101 57%	67 54%	141 64% r	96 52%	34 63%	152 61%
Nordstrom	228 58%	92 58%	137 57%	63 53%	63 62%	56 56%	47 62%	73 55%	111 63%	44 52%	65 52%	36 56%	113 64%	80 61%	98 61% p	51 48%	139 61%	86 54%	23 67%	157 66%
Boeing	257 58%	131 59%	126 56%	72 52%	61 61%	55 55%	70 64%	107 64% j	114 56%	35 46%	64 51%	36 59%	146 64% k	81 60%	95 56%	81 56%	138 59%	113 57%	40 61%	165 59%
Prudential	214 57%	104 60%	110 56%	50 39%	60 62% D	58 67% D	46 78%	69 55%	108 63%	37 49%	59 52%	34 58%	115 65% k	78 64% P	87 61% p	49 45%	115 57%	97 60%	39 64%	154 63%
Gap	210 57%	90 55%	120 59%	66 48%	54 63% d	46 63%	44 63%	78 65%	90 53%	42 55%	69 53%	32 71%	93 60%	73 65% P	79 60% p	58 47%	133 64% R	71 49%	23 71%	131 58%
ExxonMobil	230 57%	110 60%	120 54%	63 51%	62 60%	50 55%	55 64%	67 59%	109 58%	55 54%	83 62% l	31 45%	96 56%	64 56%	90 59%	77 56%	124 55%	105 61%	19 39%	136 58%
eBay	245 57%	103 58%	142 56%	68 50%	70 62%	63 56%	46 62%	101 66% ij	101 52%	43 49%	87 67% M	28 53%	109 51%	81 54%	91 57%	74 59%	153 60%	87 55%	34 59%	130 55%
TripAdvisor	208 57%	105 58%	103 55%	61 56%	70 63%	46 53%	32 51%	78 60%	87 59%	43 47%	55 48%	39 61%	103 62% k	77 64%	73 53%	58 52%	119 55%	85 57%	35 82%	148 64%
Hewlett-Packard Enterprise	244 57%	124 57%	119 56%	59 46%	71 70% D	60 57%	54 55%	88 63%	108 57%	47 47%	67 58%	52 60%	111 57%	81 59%	82 52%	80 59%	145 61%	98 54%	36 76%	163 59%
Tyson Foods	223 56%	106 57%	117 56%	59 46%	69 71% D	61 58%	34 51%	86 62%	94 54%	43 53%	74 55%	34 54%	100 59%	81 66%	76 52%	66 52%	128 61%	91 52%	42 69%	127 58%
Comcast	221 56%	107 58%	114 55%	66 53%	58 61%	62 59%	35 53%	88 62% j	108 56%	25 45%	73 54%	34 57%	99 58%	77 63%	89 56%	56 50%	136 58%	84 57%	33 65%	154 63%

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NBA	223 56%	103 56%	120 56%	76 60%	50 51%	57 53%	40 60%	75 57%	95 61%	53 48%	65 54%	48 68%	98 52%	72 51%	91 68% nP	59 48%	117 54%	104 58%	34 63%	149 62%
United Airlines	240 56%	104 51%	136 60%	95 62%	70 57%	44 52%	32 46%	91 63%	101 51%	48 55%	72 55%	35 64%	116 54%	70 63%	91 54%	79 53%	141 57%	96 56%	27 75%	163 63%
Cigna	229 56%	112 59%	118 53%	40 35%	74 69% D	80 63% D	35 55%	86 62% J	116 59% J	27 37%	61 53%	44 74% Km	115 57%	77 60%	86 58%	66 49%	126 59%	100 54%	22 44%	155 57%
Twitter	223 56%	99 56%	125 55%	59 52%	65 62%	59 63%	40 45%	77 62%	102 51%	44 58%	64 49%	38 60%	114 61%	65 48%	95 62%	64 55%	127 56%	89 56%	25 60%	145 60%
Etsy	222 55%	99 56%	122 55%	80 57%	74 66%	39 47%	29 44%	86 57%	88 52%	48 60%	57 52%	35 42%	118 65% KL	59 55%	91 56%	72 54%	131 55%	86 58%	46 76%	157 63%
Nintendo	229 55%	117 56%	112 54%	81 62%	61 63%	67 55%	20 32%	84 65% J	106 54%	39 45%	53 49%	33 57%	129 57%	66 53%	92 59%	70 54%	128 55%	96 56%	33 57%	145 55%
T-Mobile	229 55%	95 52%	133 58%	48 44%	77 60% d	44 54%	60 63% d	81 61% J	116 58%	32 41%	81 64%	38 58%	102 52%	74 55%	84 55%	71 57%	146 60%	78 50%	25 68%	139 53%
Caterpillar	220 55%	126 63% C	93 47%	46 39%	56 58% D	66 66% D	53 62% D	75 54%	93 54%	52 60%	64 49%	36 58%	109 62% k	88 68% oP	73 53%	59 45%	135 60%	82 51%	30 70%	138 56%
John Deere	225 54%	113 62% c	112 49%	51 43%	62 61% D	49 44%	63 77%	77 57%	103 51%	45 58%	62 53%	41 65%	110 53%	93 64% o	70 48%	62 51%	115 50%	107 61%	15 37%	134 55%
Expedia	205 54%	105 61% c	101 48%	58 50%	64 56%	44 52%	40 61%	90 64% IJ	78 50%	37 44%	80 58%	32 59%	86 51%	47 51%	96 59%	62 50%	122 55%	79 53%	19 54%	128 55%
NHL	229 54%	117 55%	112 52%	66 46%	69 61% d	44 47%	50 66%	78 54%	95 51%	56 60%	69 51%	53 63%	94 52%	85 60%	80 53%	64 49%	121 53%	100 56%	29 80%	136 56%
Tesla	224 54%	116 58%	108 50%	50 45%	51 57%	60 53%	63 61%	78 60% J	117 55% J	28 37%	68 53%	39 58%	104 55%	76 58%	75 53%	73 50%	106 50%	113 60%	19 50%	141 57%
Quicken Loans	218 54%	99 56%	119 52%	54 43%	49 53%	70 68% D	45 53%	79 51%	98 56%	41 53%	65 52%	36 51%	108 59%	80 56%	85 56%	53 47%	121 55%	93 51%	22 54%	139 55%
U.S. Bank	211 53%	89 50%	121 57%	60 46%	56 56%	48 55%	46 61%	76 55%	96 52%	39 55%	79 62% L	23 38%	98 53%	65 54%	90 55%	56 50%	106 49%	95 58%	27 59%	146 54%
Chevron	208 53%	86 56%	121 52%	57 45%	70 73% DF	53 48%	27 50%	75 64% j	89 51%	43 46%	69 58%	39 55%	93 54%	72 58%	87 55%	49 46%	110 49%	94 62% q	27 65%	147 58%
Fox Corporation	215 53%	124 58% c	91 47%	55 45%	60 55%	47 56%	53 59%	88 65% IJ	80 48%	47 45%	76 57%	33 48%	97 52%	74 59%	78 51%	63 49%	137 54%	74 52%	36 71%	130 53%
Aetna	205 53%	96 51%	109 55%	56 41%	50 52%	56 70% De	42 57%	78 54%	96 53%	31 49%	62 49%	34 55%	101 55%	53 54%	85 52%	66 53%	113 50%	88 56%	36 63%	141 53%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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CMP03 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Summary Of Somewhat/Very Good Response

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
JetBlue Airways	230 52%	118 60% C	112 46%	55 44%	68 60% d	47 47%	60 59%	97 62% J	105 51%	28 35%	60 46%	54 59%	103 55%	82 53%	81 55%	67 49%	139 53%	86 53%	47 67%	153 56%
ESPN	211 52%	120 56%	91 48%	68 52%	61 61% G	53 53%	29 38%	75 60%	82 49%	55 48%	69 55%	25 44%	110 55%	65 49%	94 59%	52 47%	127 56%	83 51%	39 69%	144 56%
Uber	210 52%	109 54%	101 50%	54 46%	68 63% D	49 51%	39 48%	91 66% J	88 47%	31 39%	85 62% M	36 54%	84 46%	70 60%	70 52%	70 46%	133 55%	72 48%	24 57%	137 55%
MLB	217 52%	111 57%	106 47%	50 40%	68 63% D	59 55%	40 49%	70 55%	92 48%	55 54%	55 45%	48 57%	96 56%	76 54%	85 56%	56 43%	116 52%	98 54%	23 67%	124 55%
Albertson's	218 51%	103 52%	115 51%	60 46%	56 59%	54 51%	49 54%	77 57%	102 52%	38 42%	57 48%	42 59%	103 53%	80 56%	82 54%	56 44%	142 58% r	74 45%	42 64%	138 58%
Lyft	203 51%	107 53%	96 49%	64 52%	54 52%	44 55%	41 46%	70 56% J	101 56% J	33 36%	69 53%	36 56%	87 50%	69 54%	64 47%	71 54%	126 59% R	76 44%	26 61%	127 54%
Honeywell	204 51%	91 51%	113 50%	56 43%	51 48%	46 59%	51 58%	72 57%	85 45%	47 55%	61 49%	53 72% KM	78 44%	82 56%	69 52%	53 43%	134 57% R	66 42%	36 58%	130 53%
Singer	197 50%	96 51%	102 50%	54 40%	65 60% D	42 58% d	37 48%	92 62% J	68 43%	37 44%	59 47%	30 44%	104 57%	61 51%	69 49%	67 51%	116 55%	75 46%	22 61%	124 51%
Publix	208 50%	90 46%	117 54%	49 41%	51 50%	62 62% D	46 50%	76 52%	101 55% J	31 37%	73 50%	38 67% km	90 48%	71 54% p	96 54% p	41 39%	123 51%	82 49%	27 55%	122 49%
Instacart	212 50%	107 53%	104 48%	51 46%	66 60%	34 42%	60 50%	76 59% J	92 48%	44 43%	66 51%	31 45%	109 57%	85 58%	63 47%	64 46%	123 49%	84 52%	40 74%	127 57%
Morgan Stanley	196 50%	96 58% c	100 44%	41 35%	58 62% D	42 46%	56 60% D	71 56%	90 48%	35 44%	63 51%	24 43%	100 52%	69 62% oP	76 46%	52 43%	118 54%	78 46%	28 74%	131 58%
Perdue Farms	190 50%	101 54%	89 46%	47 41%	46 42%	50 57%	47 67%	62 52%	84 48%	44 50%	63 53%	36 53%	85 50%	62 55%	78 49%	51 45%	132 52%	57 48%	34 66%	132 53%
Anthem Health	206 49%	113 57% C	93 42%	57 40%	58 55% d	52 52%	39 55%	77 53% J	94 52% J	34 37%	49 44%	44 48%	104 56%	63 49%	87 56% p	55 41%	118 50%	87 50%	28 58%	133 50%
Snapchat	209 48%	99 47%	110 50%	75 50% FG	63 55% G	39 39%	32 33%	72 59% I	85 44%	53 44%	64 54% I	30 39%	103 50%	56 38%	81 60% N	72 49%	121 50%	80 47%	24 63%	136 50%
Mars	203 48%	82 46%	121 50%	48 36%	53 59% D	61 62% D	41 42%	64 54%	101 48%	38 43%	68 53%	28 45%	96 46%	76 52%	57 42%	70 52%	127 58% R	73 40%	27 54%	122 48%
Charles Schwab	179 48%	93 53%	86 43%	54 41%	54 50%	36 50%	35 55%	79 53% J	71 48%	29 37%	50 40%	27 42%	95 61% KI	47 46%	77 58% P	55 39%	106 52%	73 45%	37 71%	112 50%
Goldman Sachs	201 48%	113 56% C	88 40%	67 50%	52 50%	47 46%	36 42%	67 50% J	100 56% J	34 31%	53 42%	30 39%	105 57% KI	70 49%	74 47%	57 46%	113 48%	85 48%	33 61%	133 51%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Summary Of Somewhat/Very Good Response

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Kaiser Permanente	183 47%	91 47%	92 46%	48 40%	47 51%	59 52%	29 44%	75 57%	79 47%	29 32%	44 33%	23 36%	111 65% KL	43 37%	83 57% N	56 44%	119 54% r	64 41%	42 71%	125 53%
Smithfield Foods	185 46%	92 49%	93 43%	51 39%	53 54% d	43 46%	37 47%	61 48%	83 45%	41 45%	61 45%	37 54%	76 45%	66 50%	69 46%	51 42%	116 50%	66 43%	33 59%	125 49%
Merck	178 46%	66 44%	112 47%	37 28%	47 47% D	63 63% D	31 53%	49 42%	100 52% j	29 37%	43 38%	25 35%	100 56% KL	48 46%	84 50%	46 39%	113 51% r	60 38%	23 53%	108 44%
Airbnb	179 46%	99 53% c	80 39%	56 49% g	54 58% fG	43 42%	25 31%	72 55% J	79 44%	27 34%	50 37%	34 48%	93 57% K	44 42%	78 51%	58 42%	104 48%	71 43%	32 72%	135 56%
Cardinal Health	173 43%	108 58% C	65 31%	54 44%	47 47%	40 45%	32 37%	66 53% J	76 42%	31 34%	49 39%	29 40%	91 52%	40 40%	71 47%	62 43%	109 46%	58 41%	35 76%	135 52%
Wegmans	178 42%	106 49% C	72 36%	41 37%	54 47% d	37 38%	47 46%	75 51% J	76 41%	27 30%	41 33%	30 40%	99 49% K	67 43%	64 42%	48 42%	109 45%	64 37%	31 69%	124 48%
Molson Coors	186 41%	105 46%	81 36%	48 35%	62 51% d	44 43%	32 34%	83 55% J	76 38%	27 26%	31 27%	30 45% K	121 50% K	37 36%	77 44%	72 41%	101 42%	80 40%	43 62%	134 48%
Shake Shack	165 41%	86 46%	79 37%	52 45%	48 43% d	28 30%	36 45%	66 47%	61 39%	37 36%	53 38%	11 19%	93 52% KL	37 37%	76 49%	52 35%	101 44%	60 38%	21 67%	115 50%
Peloton	158 41%	89 45%	70 37%	44 36%	57 51% d	43 50%	15 22%	60 43%	74 45% j	24 29%	39 34%	30 39%	87 50% K	52 39%	59 46%	46 38%	96 46%	59 35%	36 64%	117 49%
Unilever	168 40%	86 44%	81 36%	46 36%	39 40% d	38 38%	45 45%	68 45% j	76 41%	23 28%	34 28%	25 36%	102 51% K	45 35%	69 46%	54 37%	88 38%	77 44%	26 68%	118 43%
Lockheed Martin	159 39%	81 42%	78 37%	42 30%	40 37% d	53 55% De	24 42%	59 41%	68 39%	32 37%	39 32%	17 31%	101 47% K	58 47%	51 38%	50 34%	103 42%	53 36%	25 58%	91 37%
Roche	148 39%	84 45% c	64 33%	44 37%	53 42% d	31 37%	20 37%	61 41%	58 37%	29 39%	36 30%	19 38%	92 48% K	49 40%	56 42%	43 35%	98 42%	47 33%	37 58% T	104 43%
Airbus	157 39%	91 45% c	66 32%	36 32% d	45 43% d	40 40%	37 40%	63 51% j	72 35%	22 29%	50 38%	23 44%	81 44%	59 38%	56 42%	42 36%	100 46% R	55 31%	28 55%	109 41%
Berkshire Hathaway	164 38%	85 45% c	78 33%	35 33% d	49 42% d	47 44%	32 34%	60 41%	78 39%	26 31%	46 32%	12 21%	87 47% k	56 45%	55 35%	52 36%	100 39%	62 37%	26 61%	100 40%
NY Life	152 38%	81 44% c	71 33%	43 35% d	50 40% d	25 32%	34 45%	72 47% ij	56 33%	24 31%	49 42% L	14 18%	87 45% L	51 36%	60 37%	41 41%	96 41%	55 34%	28 47%	102 41%
H-E-B Grocery	151 37%	76 44%	75 32%	49 39% d	30 29% d	38 40%	33 41%	51 50% lj	74 34%	26 30%	31 26%	29 38%	88 46% K	44 33%	72 48% nP	35 28%	82 39%	66 36%	21 44%	108 42%
GlaxoSmithKline	149 36%	73 35%	76 37%	35 30% d	48 43% d	33 38%	32 35%	62 39% j	67 42% J	20 22%	46 34%	18 35%	78 41%	43 35%	54 41%	52 34%	85 37%	61 35%	25 42%	93 37%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
McKesson	136 36%	95 50% C	41 22%	49 34%	42 47% d	33 41%	12 21%	63 49% j	43 26%	30 37%	44 33%	12 24%	77 45% L	46 44%	41 32%	50 35%	83 42% r	51 30%	24 71%	96 42%
Abbot	143 36%	80 43% c	64 31%	27 22%	54 52% Df	23 31%	39 42% D	59 46% ij	55 32%	29 30%	39 29%	26 46%	73 40%	57 44% P	53 38%	33 27%	89 39%	52 34%	29 66%	97 45%
MassMutual	148 36%	82 42% c	65 31%	48 34%	40 40%	30 32%	30 40%	53 43%	61 32%	34 37%	44 41%	17 27%	79 37%	37 30%	69 41%	42 36%	90 41%	56 31%	28 61%	97 38%
Huawei	143 36%	90 43% C	53 28%	59 49% F	52 47% F	20 23%	11 14%	70 52% J	59 33% j	14 17%	37 27%	13 23%	89 48% KL	38 38%	53 37%	52 33%	98 42% R	43 28%	42 74%	109 43%
Royal Dutch Shell	145 35%	91 45% C	54 26%	46 36%	49 47% f	34 30%	15 27%	69 52% J	59 30%	17 22%	47 33% l	11 19%	85 44% L	49 34%	59 41%	36 31%	89 37%	52 34%	33 65%	108 44%
Gilead	143 35%	94 45% C	48 25%	32 26% Df	52 47% Df	29 29%	30 40%	61 48% J	52 30%	30 30%	30 24%	22 32%	85 47% K	42 33%	59 41%	42 33%	96 39%	47 33%	23 46%	105 40%
Conagra	134 35%	66 36%	68 34%	37 32%	38 33% F	23 31%	35 45%	66 42% j	48 32%	20 25%	45 34%	16 39%	63 34%	53 44% p	48 32%	33 28%	83 37%	50 34%	25 60%	78 36%
WeWork	144 34%	103 46% C	41 21%	45 36%	39 44% F	24 24%	36 33%	66 48% j	51 27%	27 29%	36 23%	28 38%	77 45% K	42 33%	52 33%	50 36%	94 34%	44 32%	37 71%	115 44%
Cargill	131 33%	78 43% C	53 24%	33 29%	40 39% F	18 19%	40 45%	51 39% j	67 34% j	13 18%	35 27%	37 45% k	58 33% K	47 34%	43 30%	41 35%	78 36%	51 29%	21 49%	94 39%
King Arthur	132 31%	70 38% c	62 26%	34 27%	49 46% DFG	26 25%	23 26%	64 44% J	42 24%	26 25%	32 26%	17 26%	73 36%	47 33%	51 32%	35 28%	90 35%	41 25%	28 53%	93 38%
Seamless	122 31%	73 38% C	49 24%	47 39% f	34 35% F	25 23%	16 24%	60 46% J	46 26%	17 18%	36 29%	21 31%	59 34%	32 24%	56 41% Np	34 27%	68 32%	52 32%	22 46%	89 38%
Patagonia	116 30%	64 36% c	52 24%	44 36% g	34 37% g	23 25%	16 19%	48 37%	47 26%	21 28%	30 23%	15 23%	64 38% K	40 33%	42 31%	34 26%	77 34%	38 25%	23 51%	85 35%
Mondelez	116 27%	70 38% C	46 19%	42 33%	31 32%	26 24%	17 20%	43 32%	59 26%	14 22%	22 19%	19 27%	69 33% K	33 25%	43 26%	40 31%	73 31%	41 24%	33 60%	83 33%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Uber	128 32%	69 34%	59 29%	45 38% E	25 23%	34 35%	24 30%	32 23%	63 34%	32 41% h	32 23%	20 30%	73 40% K	34 29%	40 30%	54 36%	69 29%	57 38%	19 43%	83 33%
Tyson Foods	119 30%	66 36%	53 25%	35 27%	22 23%	34 32%	29 43%	35 25%	61 35%	23 29%	40 29%	24 38%	48 29%	33 27%	46 31%	41 32%	62 30%	54 31%	18 29%	70 32%
Facebook	124 30%	80 40% C	44 20%	39 32%	28 27%	29 25%	27 37%	39 27%	64 34%	21 25%	37 30%	15 24%	66 33%	46 40% O	38 24%	40 28%	69 28%	52 33%	15 25%	74 28%
Fox Corporation	113 28%	64 30%	49 25%	48 39% Fg	30 27%	15 18%	20 22%	27 20%	62 37% Hj	24 23%	26 19%	18 25%	64 35% K	33 26%	49 32%	31 24%	69 27%	40 28%	11 23%	75 31%
United Airlines	119 28%	67 33%	52 23%	42 27%	32 26%	24 29%	21 31%	42 29%	59 30%	18 21%	36 27%	8 14%	71 33% L	27 24%	55 32%	37 25%	66 27%	48 28%	8 23%	74 29%
Lyft	104 26%	57 29%	47 24%	33 27%	30 29%	24 31%	16 18%	39 31%	39 22%	26 29%	28 21%	15 23%	53 30%	31 25%	40 29%	33 25%	47 22%	51 30%	16 38%	69 30%
ESPN	104 26%	58 27%	46 24%	38 29%	27 27%	22 23%	17 22%	27 22%	52 31%	25 22%	27 22%	15 28%	58 29%	42 32% p	42 26%	20 18%	62 27%	35 21%	12 21%	74 29%
Wells Fargo	114 26%	70 32% C	44 19%	42 33% eg	27 21%	30 29%	15 17%	33 23%	56 26%	24 29%	28 21%	14 19%	66 29%	46 30%	36 23%	32 24%	70 26%	38 23%	14 25%	88 31%
Twitter	103 26%	52 29%	51 23%	36 32% e	19 18%	25 27%	22 24%	33 27%	59 30% j	10 14%	36 28%	13 21%	48 26%	40 30%	38 25%	24 21%	63 28%	38 24%	12 29%	62 26%
American Airlines	109 25%	63 31% c	47 20%	49 36% FG	31 33% Fg	15 13%	15 17%	37 29%	51 24%	21 23%	21 18%	10 13%	74 34% KL	41 33% p	37 25%	32 20%	63 26%	44 25%	13 27%	78 29%
Snapchat	109 25%	72 35% C	36 16%	35 28%	28 24%	27 28%	19 20%	23 19%	57 30%	28 24%	14 12%	22 28% K	65 31% K	51 34% O	26 19%	32 21%	61 25%	39 23%	9 23%	83 31%
Gap	92 25%	49 30%	43 21%	47 34%	19 23%	15 20%	11 15%	27 23%	49 29%	16 21%	33 26%	8 18%	43 28%	21 18%	35 27%	36 29%	43 20%	45 31% q	9 28%	61 27%
Tesla	103 25%	60 30%	43 20%	35 32%	20 23%	22 19%	27 26%	37 28%	51 24%	16 21%	29 23%	16 24%	48 25%	22 17%	34 24%	47 32% n	57 27%	39 21%	13 34%	70 29%
Airbus	100 25%	70 35% C	30 15%	31 28%	24 24%	30 30%	14 15%	24 19%	55 27%	21 28%	27 21%	11 20%	58 31%	37 24%	35 28%	28 24%	47 22%	49 28%	13 24%	83 31%
Perdue Farms	94 25%	44 23%	50 26%	25 22%	41 37% d	22 25%	6 8%	31 26%	49 28%	14 16%	21 18%	12 18%	52 31% k	33 30% p	43 27%	18 16%	66 26%	26 22%	13 25%	65 26%
eBay	105 24%	45 25%	60 23%	44 32% fG	37 33% fG	18 16%	6 8%	37 24%	48 25%	20 22%	23 18%	14 26%	64 30% k	41 28%	42 27%	22 17%	60 24%	40 25%	15 26%	75 32%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Summary Of Somewhat/Very Bad Response

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
NHL	102 24%	56 27%	46 21%	39 27%	22 19%	31 33%	10 13%	43 30% j	44 23%	15 16%	31 23%	14 17%	53 30%	32 23%	46 30%	24 18%	61 27%	37 21%	4 11%	65 27%
T-Mobile	98 24%	63 34% C	36 16%	40 37% G	35 27% G	20 25% G	3 3%	39 29%	47 23%	13 16%	27 21%	14 21%	55 28%	30 22%	44 29%	24 19%	57 24%	39 25%	10 27%	74 29%
Expedia	90 24%	46 27%	45 21%	35 30%	29 25%	14 17%	13 19%	38 27%	33 21%	19 23%	25 18%	6 11%	58 34% KL	25 28%	37 22%	28 23%	61 27%	29 19%	14 41%	70 30%
NBA	94 24%	48 26%	47 21%	30 24%	21 21%	24 22%	19 28%	33 25%	27 17%	34 31% i	29 24%	12 17%	50 26%	40 29%	25 18%	29 24%	51 23%	43 24%	12 22%	55 23%
Hulu	100 24%	66 38% C	34 13%	51 33% FG	28 30% FG	8 9%	12 14%	46 34% lj	41 19%	13 17%	17 14%	18 29% k	63 28% K	32 23%	40 24%	27 25%	50 23%	49 25%	19 44%	81 30%
Airbnb	91 23%	48 26%	43 21%	30 26%	24 25%	25 24%	13 16%	33 25%	43 24%	15 19%	31 22%	15 22%	37 23%	20 19%	46 30% p	25 18%	55 25%	34 20%	8 18%	62 26%
Chevron	90 23%	47 30% c	42 18%	42 33% E	13 14%	29 27%	5 9%	23 19%	48 27%	19 20%	26 22%	14 19%	46 27%	33 27%	34 22%	23 21%	61 27%	26 17%	14 34%	67 26%
U.S. Bank	90 23%	58 32% C	32 15%	47 36% FG	27 27% FG	9 11%	7 9%	36 26%	42 23%	12 18%	17 13%	15 25%	55 30% K	29 24%	40 25%	21 19%	59 27%	30 18%	13 30%	73 27%
NY Life	91 23%	64 35% C	28 13%	43 35% FG	31 25% G	14 18% g	3 4%	46 30% J	39 23% J	8 16%	18 16%	21 28%	50 25%	36 26%	39 24%	16 16%	55 24%	34 21%	23 38%	74 30%
Toyota	88 23%	50 28% c	37 18%	47 34% EF	16 19%	14 15%	10 15%	33 27%	37 20%	18 20%	21 16%	11 20%	53 28% k	22 19%	43 28%	23 19%	53 25%	34 20%	13 30%	56 23%
The Walt Disney Company	83 22%	41 24%	42 21%	41 32% Ef	14 13%	11 17%	16 25%	37 30% j	36 21%	10 14%	23 20%	13 17%	44 27%	22 19%	34 23%	27 26%	41 20%	41 26%	11 30%	57 23%
Starbucks	88 22%	40 22%	48 23%	37 26%	21 22%	13 17%	17 22%	32 25%	39 20%	18 25%	26 23%	11 20%	46 23%	27 23%	39 24%	23 20%	57 25%	29 18%	9 18%	71 29% s
MassMutual	91 22%	62 32% C	29 14%	41 29% g	18 18%	23 24%	10 13%	30 24%	49 26% j	12 13%	18 16%	8 12%	65 30% KL	40 33% Op	29 17%	23 19%	50 23%	38 21%	10 22%	77 30%
Smithfield Foods	90 22%	49 26%	42 19%	37 28%	23 24%	19 20%	12 15%	39 31% i	34 18%	17 19%	30 22%	14 20%	43 26%	33 25%	36 24%	21 18%	53 23%	33 22%	15 28%	63 25%
Visa	88 22%	48 24%	40 21%	38 32%	22 21%	20 19%	8 13%	32 23%	42 25%	14 15%	26 21%	9 13%	47 25%	33 23%	33 24%	22 19%	54 23%	31 20%	16 43%	68 26%
Comcast	87 22%	46 25%	40 19%	32 25%	15 16%	21 20%	19 28%	37 26%	35 18%	15 27%	35 26%	11 19%	37 22%	25 21%	41 26%	20 18%	52 22%	30 20%	15 29%	58 24%
Hallmark	98 22%	60 29% C	38 16%	53 38% EFG	15 13%	16 17%	14 14%	31 20%	49 24%	18 22%	25 20%	17 25%	46 22%	13 10%	45 27% N	40 28% N	39 17%	51 25%	9 19%	62 23%

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	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
Aetna	85 22%	59 31% C	26 13%	43 31% F	26 26% f	9 11%	8 11%	35 24%	41 23%	9 14%	24 19%	6 9%	50 27% L	25 25% P	47 29% P	14 11%	65 29% R	18 12%	19 33%	65 24%
GlaxoSmithKline	89 22%	72 35% C	18 9%	39 33% e/G	24 21%	16 19%	10 11%	44 28%	30 19%	16 17%	22 16%	8 16%	55 29% K	27 22%	24 18%	39 26%	58 25%	28 16%	20 34%	74 29%
Nintendo	90 22%	48 23%	42 20%	32 24%	24 25%	29 23%	5 9%	32 24% J	50 26% J	8 10%	22 21%	10 17%	53 24%	32 25%	36 23%	22 17%	56 24%	33 19%	19 34%	76 29%
Bank of America	86 22%	45 24%	41 20%	33 26%	27 27%	19 22%	7 9%	32 25%	38 21%	17 18%	28 22%	10 16%	43 25%	19 17%	46 27%	22 19%	54 22%	31 21%	8 18%	60 23%
General Mills	90 22%	56 28% C	34 16%	46 37% EF	16 15%	20 20%	8 10%	45 30% J	38 20%	7 9%	19 16%	18 25%	48 24%	16 12%	39 26% N	34 27% N	47 20%	39 23%	9 25%	68 27%
Sony	85 22%	50 25%	35 18%	47 36% F	28 25% f	7 9%	3 4%	40 26% J	37 22%	8 11%	19 15%	15 28% k	46 25%	36 25%	30 20%	19 19%	52 24%	32 20%	19 25%	70 28%
Honda	89 22%	55 26%	34 17%	38 29% e	19 16%	16 19%	16 20%	36 26%	39 20%	14 18%	27 22%	11 16%	45 24%	21 17%	40 25%	28 21%	49 22%	33 20%	6 14%	53 23%
Citigroup	88 21%	52 26%	35 17%	35 27% e	15 14%	27 25%	11 17%	37 27% J	46 25%	5 6%	21 17%	17 23%	46 25%	20 20%	44 28% p	23 16%	57 24%	27 16%	11 24%	66 25%
Patagonia	84 21%	53 30% C	31 14%	38 31% FG	22 24%	13 14%	11 13%	40 31% Ij	32 17%	12 16%	19 15%	8 12%	49 29% KI	17 14%	34 25%	33 25% n	48 21%	28 18%	16 35%	68 28%
The Hershey Company	84 21%	60 29% C	24 13%	40 33% E	20 17%	20 23%	3 4%	30 21%	28 16%	26 32% i	19 14%	11 19%	46 26% k	29 26%	32 19%	23 21%	48 20%	33 23%	21 34%	67 28%
GrubHub	89 21%	54 25%	34 17%	35 26% f	34 28% f	10 12%	10 13%	34 24%	41 22%	14 16%	25 19%	14 22%	47 23%	34 26%	30 18%	25 21%	55 22%	32 20%	18 31%	65 24%
Conagra	82 21%	58 31% C	24 12%	28 24%	24 21%	26 34%	4 5%	32 20%	30 20%	20 26%	25 19%	4 11%	50 27% l	25 21%	30 20%	27 23%	50 23%	26 17%	13 32%	59 27%
NFL	82 21%	46 24%	37 19%	39 31% eG	21 18%	16 21%	7 10%	40 30% J	32 20%	10 11%	28 21%	11 15%	39 23%	22 18%	38 25%	22 20%	52 23%	29 20%	9 22%	59 24%
Dollar General	80 21%	39 23%	42 20%	42 33% F	22 23%	15 15%	2 4%	33 26% J	39 22%	9 12%	18 15%	9 14%	49 29% KI	20 18%	39 30% p	21 16%	35 17%	43 28% q	14 36%	65 26%
Huawei	85 21%	54 26% c	31 16%	26 22%	24 21%	14 16%	21 26%	32 24%	33 18%	20 24%	31 23%	9 16%	37 20%	20 21%	30 21%	34 22%	44 19%	32 21%	3 5%	66 26%
Burger King	88 21%	33 21%	55 22%	49 38% EF	21 20%	12 11%	5 7%	40 28% J	39 20%	8 11%	28 21%	15 22%	39 21%	14 11%	49 30% N	25 21% n	49 21%	37 21%	10 20%	57 23%
Chipotle	90 21%	50 22%	41 20%	32 28%	25 19%	20 19%	14 18%	30 20%	48 26% j	13 13%	27 24%	12 18%	46 21%	24 19%	35 25%	31 20%	48 20%	37 22%	16 27%	60 23%

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	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22) (A)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
TripAdvisor	78 21%	42 23%	36 19%	30 27%	27 24%	11 13%	10 16%	37 28%	29 20%	12 13%	27 24%	16 25%	33 20%	23 19%	29 21%	26 23%	51 24%	27 18%	7 17%	59 25%
Quicken Loans	85 21%	49 27%	37 16%	35 28%	26 28%	11 10%	14 16%	49 31%	24 14%	13 17%	24 20%	13 19%	40 22%	26 18%	35 23%	25 22%	54 25%	30 17%	13 31%	63 25%
Cigna	86 21%	53 28%	34 15%	32 28%	17 16%	27 22%	10 16%	31 22%	30 15%	25 34%	20 17%	3 5%	53 26%	32 25%	33 22%	21 16%	55 26%	23 12%	12 24%	72 26%
Best Buy	83 21%	38 20%	45 22%	25 20%	32 28%	19 21%	8 12%	30 22%	37 21%	17 20%	28 21%	8 11%	45 27%	31 22%	24 18%	27 24%	56 25%	24 15%	5 10%	62 26%
Kroger	85 21%	58 29%	27 13%	40 36%	35 24%	5 6%	5 8%	29 22%	44 25%	12 12%	17 13%	2 3%	64 33%	32 26%	34 23%	19 14%	52 21%	30 20%	21 36%	70 29%
McDonald's	92 21%	62 29%	30 13%	31 25%	18 17%	28 25%	15 15%	32 24%	35 18%	25 23%	23 18%	14 20%	46 23%	24 19%	35 23%	33 23%	42 17%	38 23%	13 24%	69 26%
Goldman Sachs	88 21%	52 26%	36 16%	26 19%	22 21%	17 17%	23 27%	31 23%	35 19%	22 20%	26 21%	14 19%	43 23%	38 27%	28 18%	23 18%	62 26%	24 14%	13 25%	60 23%
PepsiCo	82 21%	50 31%	32 14%	40 31%	15 13%	23 22%	5 9%	28 21%	38 21%	17 19%	21 19%	11 18%	47 23%	29 21%	37 25%	16 16%	46 20%	34 22%	14 24%	61 23%
MLB	87 21%	52 27%	36 16%	45 36%	13 12%	16 15%	14 17%	26 21%	46 24%	15 15%	33 27%	11 13%	39 23%	31 22%	30 20%	27 21%	39 17%	43 23%	7 22%	61 27%
Johnson & Johnson	89 21%	38 18%	51 23%	31 26%	20 19%	18 16%	21 21%	35 21%	35 20%	20 21%	30 23%	6 8%	46 22%	16 14%	41 25%	31 21%	62 25%	24 14%	11 27%	56 21%
Publix	85 21%	58 29%	28 13%	35 29%	28 28%	12 12%	11 12%	35 24%	38 21%	12 15%	20 13%	5 9%	56 29%	26 20%	44 25%	15 15%	59 25%	25 15%	15 31%	69 28%
Lockheed Martin	83 21%	49 25%	35 16%	59 41%	15 14%	6 6%	4 7%	36 25%	35 20%	12 14%	11 9%	10 19%	57 26%	22 18%	28 20%	34 23%	45 18%	35 24%	12 28%	65 27%
Marriott	79 21%	53 27%	26 14%	47 33%	13 13%	17 25%	2 3%	26 24%	37 20%	15 18%	22 18%	17 24%	36 22%	19 17%	38 25%	21 18%	42 20%	33 21%	13 26%	60 24%
Morgan Stanley	81 21%	44 26%	37 16%	31 26%	7 8%	29 32%	14 15%	21 16%	46 24%	15 19%	22 18%	13 22%	41 21%	18 16%	45 28%	18 15%	40 18%	39 23%	8 20%	50 22%
Honeywell	82 20%	51 28%	32 14%	32 24%	24 22%	21 26%	6 7%	37 29%	30 16%	15 18%	24 19%	3 4%	52 29%	28 20%	30 22%	24 20%	54 23%	25 16%	20 33%	67 27%
ExxonMobil	82 20%	45 25%	37 17%	34 28%	24 23%	16 17%	9 10%	31 27%	38 20%	13 13%	23 17%	14 19%	45 26%	33 29%	33 21%	17 12%	53 23%	29 17%	25 52%	65 28%
Cottonelle	81 20%	44 23%	37 18%	36 27%	7 8%	19 25%	18 20%	30 19%	36 23%	15 17%	30 20%	18 28%	26 16%	19 19%	38 24%	23 17%	40 18%	38 23%	7 15%	48 21%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Peloton	78 20%	58 29% C	20 11%	40 33% EF	16 15%	13 15%	9 13%	34 25%	26 16%	17 20%	16 14%	16 21%	41 24%	34 25%	24 19%	19 16%	43 20%	30 18%	16 29%	55 23%
Albertson's	85 20%	49 25%	36 16%	34 26% G	22 23% g	21 19%	8 9%	36 26% j	38 19%	11 13%	14 12%	15 21%	47 24% K	27 19%	38 25%	20 15%	55 23%	25 15%	21 32%	63 26%
Little Caesars	82 20%	44 21%	38 19%	29 24%	18 18%	21 25%	14 13%	27 19%	42 22%	13 17%	18 14%	13 16%	44 25% k	27 20%	32 22%	24 18%	45 19%	36 22%	16 30%	52 21%
Hilton Hotels	88 20%	60 29% C	28 12%	41 28%	20 20%	22 19%	5 7%	30 20%	43 20%	15 18%	24 17%	13 15%	46 25%	26 20%	37 20%	25 19%	50 21%	33 17%	11 24%	63 23%
Walmart	86 20%	46 23%	40 17%	30 25%	25 22%	15 14%	16 18%	29 19%	35 19%	23 23%	17 14%	18 24%	50 22%	33 22%	35 23%	19 14%	53 20%	32 20%	8 18%	67 25%
Nestle	72 20%	42 23%	31 17%	38 33% EF	20 18%	11 12%	3 7%	26 20%	41 25% J	5 8%	15 15%	9 14%	44 26% k	22 19%	25 19%	25 22%	49 20%	21 19%	18 38%	53 25%
Boeing	88 20%	49 22%	39 17%	37 27% g	15 15%	22 22%	13 12%	38 22%	37 18%	13 17%	24 19%	14 23%	47 21%	24 18%	48 28% P	16 11%	41 18%	44 22%	20 30%	64 23%
Microsoft	83 20%	49 24%	34 16%	43 33% EF	13 12%	17 16%	10 14%	23 16%	42 22%	18 20%	28 23%	8 12%	43 20%	15 12%	39 23%	29 23%	38 17%	44 23%	8 15%	49 19%
Humana	78 20%	48 24% c	31 15%	48 37% EF	11 10%	13 14%	7 10%	33 23%	35 20%	11 13%	14 12%	15 19%	41 23% k	19 17%	34 22%	26 19%	38 17%	37 21%	17 30%	63 27%
Prudential	73 20%	46 26% C	27 14%	39 30% f	19 19%	13 15%	2 4%	31 25%	28 17%	13 17%	19 17%	9 16%	39 22%	24 20%	26 18%	23 21%	41 20%	28 17%	20 33%	54 22%
American Express	74 19%	45 26% C	29 14%	40 29% E	12 13%	21 26%	1 2%	26 23%	34 18%	14 17%	21 18%	15 21%	28 17%	17 15%	33 20%	24 23%	46 21%	26 17%	18 38%	47 19%
Intel	76 19%	40 23%	36 16%	33 24% f	20 19%	12 12%	11 20%	34 25%	28 17%	14 15%	23 18%	13 21%	37 20%	28 22%	33 20%	14 15%	43 18%	29 19%	10 21%	57 23%
Target	81 19%	50 25% C	31 14%	41 33% eFG	19 19%	11 12%	10 9%	37 23% i	21 13%	23 24%	23 16%	9 13%	46 25%	26 21%	26 18%	29 19%	47 20%	32 19%	17 31%	63 26%
Bayer	82 19%	37 20%	45 18%	28 21%	21 19%	22 20%	11 15%	23 16%	35 18%	24 25%	14 12%	10 13%	49 24% K	19 15%	32 19%	30 23%	57 22% r	21 13%	15 25%	64 24%
Verizon	74 19%	41 23%	33 15%	36 30% eG	15 17%	17 17%	6 7%	24 20%	33 18%	17 19%	22 19%	17 26%	29 16%	18 14%	29 21%	26 22%	41 20%	30 17%	8 19%	48 19%
Aldi	79 19%	38 21%	41 18%	36 30% ef	19 17%	17 16%	7 9%	33 26% J	38 20% j	8 8%	20 16%	6 9%	51 27% KL	12 9%	39 24% N	28 22% N	52 22%	25 15%	8 20%	60 23%
Macy's	74 19%	39 23%	35 16%	30 23%	25 21%	11 13%	8 15%	18 13%	45 25% h	12 15%	28 23% i	4 9%	41 21%	24 19%	25 19%	25 19%	45 22%	24 14%	20 36%	55 24%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Zoom Video	73 19%	51 28% C	22 11%	34 28%	18 20%	20 20%	1 1%	27 22%	38 19%	8 13%	20 15%	7 11%	45 27% kl	28 22%	27 20%	18 14%	45 21%	26 16%	16 35%	50 25%
Scott	77 19%	40 22%	37 16%	41 28% f	17 17%	10 12%	9 11%	39 26% i	26 15%	12 14%	23 19%	17 26%	32 17%	27 22%	28 21%	21 15%	37 15%	38 24%	9 20%	48 20%
Roche	72 19%	49 26% C	22 12%	29 24%	22 18%	16 19%	5 9%	33 22%	31 20%	8 11%	23 19%	14 27%	34 18%	33 27% O	13 10%	25 21% o	46 20%	23 16%	18 28%	52 22%
Delta Air Lines	80 19%	43 23%	37 16%	31 28% eg	15 14%	22 20%	12 13%	17 13%	48 23%	15 18%	23 17%	8 14%	40 20%	29 22%	31 20%	20 14%	45 18%	34 20%	3 8%	52 19%
AT&T	79 19%	45 23%	34 15%	28% f	21 17%	14 14%	13 15%	26 20%	41 20%	12 15%	25 20% l	6 8%	44 23% j	25 18%	27 17%	27 21%	42 18%	36 21%	13 28%	50 19%
Singer	73 19%	54 29% C	19 10%	32 24%	19 18%	12 16%	11 14%	30 20%	29 18%	15 18%	19 15%	10 15%	44 24%	27 23%	28 20%	18 14%	44 21%	23 14%	12 32%	61 25%
The Kraft Heinz Company	79 19%	44 24%	35 15%	38 28% F	21 20%	7 7%	14 17%	30 19%	39 21%	10 13%	19 14%	4 7%	50 24% L	28 20%	26 17%	25 19%	50 21%	22 13%	15 24%	57 21%
Nissan	80 19%	45 22%	35 16%	43 33% EFG	18 17% g	15 14%	5 5%	36 25% j	33 18%	11 11%	23 18%	9 12%	44 21%	20 16%	29 18%	31 23%	57 21%	19 12%	14 33%	63 24%
Coca-Cola	75 19%	37 20%	38 17%	28 25%	22 17%	20 18%	5 10%	30 24%	31 16%	14 17%	23 19%	8 14%	40 21%	16 13%	33 23%	26 19%	38 16%	35 22%	11 19%	49 20%
Dell	75 19%	39 20%	36 17%	27 22%	20 17%	20 23%	8 12%	22 15%	43 25%	10 12%	24 18%	11 19%	36 19%	27 25%	29 19%	19 14%	44 18%	29 21%	14 28%	59 23%
SC Johnson	76 19%	39 20%	37 17%	33 26% G	19 16%	19 21%	6 8%	26 19%	38 21%	13 14%	28 21%	14 20%	35 18%	23 19%	31 18%	23 19%	37 16%	38 22%	13 22%	58 23%
Campbell's	71 19%	48 27% C	22 11%	32 25%	17 19%	21 24%	1 2%	25 23%	30 16%	15 18%	18 13%	9 13%	35 23%	16 16%	32 22%	23 17%	35 17%	32 19%	10 28%	47 21%
Abbot	73 19%	47 25% C	26 13%	39 32% FG	22 21% G	8 11%	4 4%	26 21% J	41 24% J	5 6%	18 13%	4 7%	48 26% K	24 18%	23 16%	27 22%	49 21%	20 14%	15 33%	61 28%
JetBlue Airways	81 18%	45 23%	37 15%	32 26%	21 19%	14 14%	13 13%	28 18%	43 21%	11 14%	24 18%	12 14%	42 23%	40 25% P	31 21% P	11 8%	52 20%	25 15%	11 16%	62 23%
Pfizer	74 18%	37 19%	37 18%	29 27% Fg	29 25% Fg	6 7%	9 11%	33 22%	33 18%	8 11%	18 15%	11 17%	41 21%	21 17%	33 20%	19 17%	49 22%	24 15%	9 28%	59 23%
Amazon	68 18%	31 17%	37 19%	27 24%	17 17%	20 21%	4 6%	24 19%	28 18%	16 18%	18 17%	20 30% m	27 16%	26 22%	21 17%	21 16%	36 16%	31 22%	12 27%	45 21%
Sam's Club	75 18%	51 26% C	24 11%	41 31% EG	15 14%	13 18%	5 6%	29 19%	29 17%	18 19%	14 11%	12 16%	42 23% K	20 17%	35 23%	20 14%	45 20%	29 16%	13 23%	56 22%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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23 May 2020
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CMP03 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?
Summary Of Somewhat/Very Bad Response

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Gilead	73 18%	50 24% C	23 12%	39 34% EF	20 18%	10 10%	5 6%	26 20%	33 19%	15 15%	19 16%	8 11%	39 22%	21 16%	32 22%	20 16%	48 20%	19 13%	18 36%	56 21%
Etsy	73 18%	36 20%	37 17%	29 21%	22 20%	13 16%	9 13%	32 21%	33 20%	8 10%	24 22%	14 17%	33 18%	25 23%	31 19%	17 13%	44 18%	27 18%	12 20%	48 19%
Merck	71 18%	34 23%	36 15%	33 25% f	20 20%	12 12%	6 11%	25 21% J	40 21% J	5 6%	16 14%	16 22%	35 19%	19 18%	32 19%	20 17%	36 16%	34 21%	9 21%	59 24%
Nordstrom	72 18%	34 22%	38 16%	23 20%	17 17%	18 18%	13 17%	29 22%	32 18%	10 12%	24 19%	15 23%	28 16%	18 14%	39 24%	15 14%	44 19%	25 16%	8 22%	46 19%
Capitol One	73 18%	40 22%	33 15%	34 26% F	27 26% F	7 8%	6 7%	35 24%	27 15%	11 15%	21 18%	12 19%	37 19%	20 21%	25 17%	27 18%	48 21%	23 14%	14 29%	60 22%
Papa John's	75 18%	40 20%	35 16%	28 26% e	17 14%	22 17%	8 13%	27 21%	31 17%	17 17%	22 17%	8 13%	42 21%	29 21%	25 17%	21 16%	47 19%	25 16%	7 16%	51 20%
Molson Coors	82 18%	53 24% C	29 13%	39 28% Ei	15 12%	14 14%	14 15%	23 16%	44 22%	15 14%	17 15%	9 13%	54 22%	24 24%	29 17%	28 16%	45 19%	34 17%	16 23%	57 20%
Caterpillar	72 18%	46 23% C	25 13%	33 28% FG	19 20%	12 12%	7 9%	31 22%	30 17%	11 13%	18 14%	7 11%	47 27% KI	19 15%	25 18%	28 21%	50 22% R	19 12%	12 27%	58 24%
Royal Dutch Shell	73 18%	44 22%	29 14%	35 27% ei	16 15%	15 13%	8 13%	25 19%	33 17%	15 20%	28 20%	7 11%	39 20%	24 16%	28 19%	22 19%	48 20%	21 14%	11 22%	61 25%
General Motors	68 18%	44 24% C	24 12%	23 20%	20 22%	19 23%	6 7%	32 25% I	19 12%	17 20%	21 16%	8 14%	33 20%	26 20%	21 16%	21 18%	39 18%	27 17%	9 20%	51 22%
Berkshire Hathaway	76 18%	40 21%	36 15%	25 24% f	22 19%	11 10%	18 19%	32 22% J	36 18%	8 10%	16 11%	14 23%	45 24% K	17 14%	32 20%	27 19%	50 20%	24 15%	8 19%	49 20%
Cargill	71 18%	48 26% C	24 11%	28 24% e	14 14%	20 22%	9 10%	32 24%	28 15%	11 15%	19 15%	11 14%	39 23%	25 18%	24 16%	23 19%	41 19%	29 16%	15 35%	53 22%
Nike	69 18%	45 23% C	24 13%	26 24%	17 15%	20 22%	5 7%	22 17%	32 19%	15 17%	21 17%	14 26%	31 17%	23 17%	26 17%	19 20%	43 20%	23 15%	8 22%	37 16%
Xfinity	70 18%	39 22%	31 14%	30 26% Fg	23 23% f	7 8%	10 11%	39 29% IJ	25 14%	6 7%	19 15%	11 16%	37 20%	22 17%	31 22%	17 14%	40 18%	26 16%	14 29%	55 22%
Mastercard	79 18%	47 20%	32 15%	30 23% g	26 22%	14 14%	9 9%	37 24%	31 15%	11 13%	18 13%	11 15%	42 21%	17 12%	36 24% n	25 17%	51 19%	24 14%	14 23%	60 22%
UnitedHealth Group	73 18%	50 26% C	23 10%	42 25% F	20 23% F	4 4%	6 10%	28 17%	39 22% j	6 8%	23 18%	6 9%	41 22%	21 16%	33 19%	18 18%	50 21%	22 13%	14 28%	58 23%
JPMorgan Chase	71 18%	43 20%	29 15%	29 24%	15 16%	16 14%	11 14%	25 19%	31 17%	15 16%	26 18%	12 16%	30 19%	28 21% p	33 20% p	10 9%	36 17%	28 16%	14 27%	52 20%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Summary Of Somewhat/Very Bad Response

Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Apple	71 17%	43 23% c	28 13%	35 27% ef	15 15%	9 11%	13 13%	32 22%	30 16%	9 11%	22 17%	12 21%	35 19%	18 14%	36 23%	17 14%	42 18%	25 15%	16 34%	49 21%
Southwest Airlines	74 17%	35 16%	39 19%	18 14%	25 26% d	14 13%	16 18%	32 22%	32 15%	10 14%	14 12%	20 27% k	39 18%	19 15%	26 17%	29 20%	35 14%	35 20%	8 19%	47 17%
Anthem Health	73 17%	47 24% C	25 12%	39 27% E	11 10%	19 19%	4 6%	28 19%	35 19%	10 11%	15 13%	13 14%	41 22%	24 18%	26 16%	23 17%	44 19%	23 13%	9 18%	55 21%
Charles Schwab	65 17%	41 23% C	24 12%	31 24% g	18 16%	11 15%	5 8%	25 17%	30 20%	11 14%	23 19%	9 15%	28 18%	17 17%	19 14%	30 21%	33 16%	30 19%	11 21%	48 21%
Lowe's	69 17%	39 22%	30 13%	32 29% FG	23 23% Fg	5 5%	9 10%	33 25% J	27 15%	9 10%	22 16%	9 15%	35 19%	17 14%	27 19%	25 18%	44 21%	24 13%	11 21%	50 21%
Shake Shack	69 17%	41 22%	28 13%	27 24% m	20 18%	14 15%	7 9%	28 19%	27 17%	14 14%	34 25% n	10 18%	25 14%	17 17%	34 21%	19 13%	40 17%	27 17%	5 16%	46 20%
BP	73 17%	44 22%	29 13%	30 27% FG	22 20% g	14 13%	6 6%	20 14%	43 23%	10 10%	11 11%	9 11%	49 25% K	24 16%	33 20%	17 14%	42 17%	29 17%	9 18%	59 21%
Clorox	71 17%	44 20%	28 13%	35 28% eF	15 14%	11 10%	10 14%	28 21%	23 13%	20 18%	18 14%	12 17%	26 14%	21 16%	31 19%	19 15%	45 18%	21 14%	17 30%	53 19%
YouTube	66 17%	39 22% c	27 12%	35 25% Eg	11 11%	12 14%	11 11%	23 16%	35 23% J	9 9%	20 16%	12 21%	32 17%	15 11%	27 18%	25 20%	34 15%	31 19%	15 29%	45 19%
Kaiser Permanente	65 17%	46 24% C	20 10%	35 28% EF	11 12%	15 13%	6 8%	21 16%	32 19%	12 13%	25 19%	11 16%	29 17%	22 19%	27 18%	17 13%	37 17%	22 14%	8 14%	50 21%
Anheuser-Busch	69 17%	43 22% c	26 12%	28 23% g	14 14%	17 17%	9 10%	24 19%	35 17%	9 12%	20 17%	10 14%	36 18%	20 18%	29 17%	20 16%	30 14%	36 19%	13 24%	46 18%
Chick-fil-A	70 17%	44 21% c	26 12%	37 29% eF	20 18% f	6 6%	7 9%	31 22%	30 16%	9 10%	20 16%	9 17%	40 18%	21 14%	31 25% P	19 12%	39 15%	26 17%	16 25%	54 22%
IBM	72 17%	48 23% C	25 11%	26 20% g	23 22% g	17 15%	6 7%	26 18%	35 17%	12 14%	19 16%	8 10%	42 20%	32 23% O	15 9%	25 19% o	51 19% r	16 10%	15 35%	52 19%
Whole Foods	65 17%	44 25% C	22 10%	36 28% EFG	12 10%	12 12%	5 10%	28 19%	29 16%	9 12%	16 12%	12 23%	36 18%	15 13%	30 20%	20 16%	41 18%	22 14%	8 22%	37 16%
H-E-B Grocery	67 17%	40 23% C	27 12%	29 22% f	30 29% F	8 9%	* *	17 17%	39 18%	11 12%	17 14%	7 9%	39 20%	34 26% O	14 9%	18 15%	38 18%	27 15%	23 49%	56 22%
UPS	63 16%	42 24% C	21 10%	32 25% FG	20 19% g	8 10%	3 5%	24 17%	30 18%	9 12%	15 13%	8 13%	39 21%	19 16%	20 15%	24 19%	43 20%	19 12%	12 20%	53 21%
FedEx	68 16%	47 24% C	20 9%	36 19% FG	19 19% G	8 9%	4 4%	27 21% j	34 17%	7 9%	18 12%	9 14%	38 23% K	25 19%	16 11%	27 20%	41 18%	23 13%	17 38%	54 22%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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Base: All Respondents (Variable Bases)

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unilever	69 16%	40 20%	29 13%	31 25% G	18 18% g	14 14%	6 6%	30 20% J	34 18% J	5 6%	22 18%	14 20%	30 15%	11 9%	32 21% n	26 18%	38 16%	29 17%	5 13%	48 18%
Samsung	66 16%	41 23% C	25 11%	31 24% g	17 16%	10 11%	8 10%	21 14%	31 17%	15 19%	23 19% I	3 6%	34 16%	25 18%	23 15%	18 16%	32 15%	30 15%	3 10%	43 18%
King Arthur	68 16%	37 20%	31 13%	25 20%	18 17%	14 13%	11 13%	26 18%	26 15%	16 15%	16 13%	5 7%	39 19%	19 13%	28 18%	21 17%	48 19%	18 11%	12 22%	51 21%
Ford	68 16%	36 17%	32 15%	32 24% E	11 11%	14 13%	11 13%	35 23% J	23 14%	10 9%	14 10%	14 19%	40 21% k	21 14%	34 25% nP	13 9%	40 17%	24 13%	10 17%	57 21%
Mars	67 16%	46 26% C	21 9%	36 27% FG	15 16%	11 11%	6 6%	24 21%	30 14%	12 14%	17 13%	8 13%	39 19%	25 17%	25 19%	16 12%	25 11%	31 17%	9 19%	54 21%
Pirell	65 16%	39 19%	26 13%	23 19%	20 18%	14 16%	9 9%	21 15%	34 22% J	9 9%	21 17%	4 6%	37 20% I	27 21%	19 12%	19 15%	45 21% R	18 10%	14 25%	52 20%
Procter & Gamble	66 16%	42 22% C	24 10%	33 25% F	22 19%	8 8%	5 5%	31 22% J	28 15%	7 7%	17 14%	7 12%	39 18%	21 19%	29 18%	16 11%	42 19%	22 12%	14 19%	51 19%
Mondelez	67 16%	41 22% C	26 11%	36 29% eFG	17 17% G	13 12% g	1 1%	25 18%	32 14%	10 16%	21 18%	7 11%	31 15%	28 22%	25 15%	14 11%	43 18%	17 10%	11 20%	47 19%
Pizza Hut	60 16%	29 18%	31 14%	25 20% G	16 17% g	16 19% g	3 4%	18 15%	35 19%	7 9%	13 11%	12 14%	32 22% k	14 13%	30 20%	16 12%	31 17%	26 15%	4 10%	39 18%
The Home Depot	64 16%	37 22% C	27 11%	33 23% EF	10 10%	8 7%	14 17%	20 17%	31 17%	13 12%	19 16%	8 13%	34 17%	14 10%	23 17%	26 20%	38 17%	24 14%	10 19%	52 21%
United States Postal Service	66 15%	40 18%	26 12%	34 28% EFG	15 14%	11 10%	6 7%	23 16%	29 15%	13 16%	19 16%	13 18%	30 14%	13 11%	27 17%	26 18%	32 14%	28 14%	10 32%	43 18%
Seamless	60 15%	40 21% C	20 10%	30 25% F	20 21% F	6 6%	3 4%	27 21%	21 12%	12 13%	20 16%	8 12%	28 16%	20 15%	20 14%	20 16%	35 16%	19 11%	12 26%	45 19%
WeWork	64 15%	37 16%	27 14%	34 27% EFG	11 12%	9 8%	11 10%	22 16%	35 18%	7 8%	26 17%	7 9%	29 17%	9 7%	38 24% Np	18 13%	42 15%	20 15%	14 27%	47 18%
General Electric	59 15%	31 17%	28 13%	24 13% iG	20 18%	8 10%	7 8%	27 22% J	27 13%	5 8%	20 16%	2 4%	34 19%	21 15%	27 20% p	11 10%	41 17%	17 12%	11 25%	42 17%
John Deere	62 15%	40 22% C	22 9%	26 22%	20 19%	15 14%	1 2%	24 17%	29 15%	9 12%	21 18%	5 8%	36 17%	28 19%	15 10%	20 16%	41 18%	20 11%	14 35%	47 19%
Trader Joe's	59 15%	30 16%	30 14%	25 22%	18 15%	14 17%	3 3%	25 19%	20 11%	15 16%	18 13%	10 14%	31 18%	17 14%	20 13%	22 18%	34 17%	24 13%	8 16%	40 15%
Domino's	62 15%	39 22% C	22 9%	37 30% EF	13 12%	11 10%	1 1%	23 15%	25 14%	14 17%	20 15%	8 11%	29 16%	27 18%	14 13%	20 13%	37 15%	21 14%	14 23%	47 19%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
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	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Wave 13 Total (5/20 - 5/22)	Male (B)	Female (C)	18-34 (D)	35-49 (E)	50-64 (F)	65+ (G)	Urban (H)	Suburban (I)	Rural (J)	Less than \$50k (K)	\$50k - \$75k (L)	\$75k+ (M)	Republican (N)	Democrat (O)	Independent/Other (P)	Yes (Q)			No (R)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
McKesson	55 15%	31 16%	24 13%	41 28% EF	6 7%	6 8%	2 3%	19 15%	28 17%	8 10%	14 11%	9 18%	31 18%	9 9%	25 20% n	21 14%	30 15%	22 13%	8 23%	44 19%
3M	65 15%	44 18%	22 11%	30 27% EG	9 8%	16 18%	10 7%	25 16%	30 16%	10 11%	19 13%	10 14%	36 17%	22 13%	25 16%	18 15%	40 15%	21 12%	8 17%	47 17%
DoorDash	57 15%	28 15%	29 14%	29 26% FG	16 16% g	10 11%	2 3%	29 23% ij	22 11%	7 9%	27 19% l	4 6%	24 14%	21 18% o	10 8%	26 19% o	29 12%	25 17%	9 23%	43 18%
Walgreens	59 14%	36 19%	23 11%	39 28% EFG	8 8%	5 7%	6 7%	35 24% ij	17 9%	6 9%	23 17%	6 8%	28 17%	13 11%	29 18%	17 13%	34 15%	22 13%	11 21%	40 16%
CVS	60 14%	28 14%	32 15%	32 25% EF	12 10%	5 6%	12 12%	30 18% j	26 14%	4 5%	18 14%	9 13%	30 15%	16 13%	21 12%	23 18%	35 14%	21 13%	11 27%	48 18%
Cardinal Health	56 14%	29 15%	27 13%	25 20% EF	14 14%	11 13%	6 6%	24 19%	22 12%	9 10%	17 14%	15 21%	21 12%	20 19%	19 12%	18 12%	30 13%	21 15%	7 15%	42 16%
Instacart	59 14%	31 15%	28 13%	33 30% EFG	10 9%	7 9%	8 7%	19 15%	26 14%	13 13%	14 10%	9 13%	29 15%	19 13%	26 20%	13 9%	37 15%	20 12%	10 19%	40 18%
Wegmans	59 14%	36 16%	23 11%	28 25% eFG	16 14%	4 4%	11 10%	23 16%	26 14%	10 11%	18 14%	7 9%	33 16%	19 12%	24 16%	16 14%	31 13%	26 15%	7 15%	42 16%
Ace Hardware	57 14%	28 15%	29 13%	21 16% f	11 12%	7 9%	18 17%	28 20% i	20 10%	8 12%	21 16%	8 14%	25 13%	10 8%	28 19% n	18 13%	36 15%	18 10%	6 17%	39 16%
Hewlett-Packard Enterprise	59 14%	41 19% C	18 8%	27 22% C	16 16%	14 13%	1 1%	21 15%	30 16%	8 8%	11 10%	11 13%	34 18%	21 15%	19 12%	19 14%	36 15%	20 11%	7 15%	51 19%
Google	48 13%	22 13%	26 12%	20 15% F	10 11%	11 11%	11 13%	14 10%	25 14%	10 16%	10 8%	8 12%	28 16%	16 13%	14 10%	19 15%	34 15%	13 9%	3 7%	37 16%
Netflix	50 13%	26 13%	25 12%	27 21% F	14 12%	5 5%	4 8%	20 15%	20 11%	10 12%	14 12%	8 11%	26 13%	8 8%	24 15%	18 14%	31 13%	17 12%	8 21%	35 15%
Costco	47 11%	30 16% c	17 8%	26 20% FG	15 16% F	1 1%	5 5%	23 17% i	15 8%	9 9%	11 10%	6 9%	27 13%	13 10%	15 9%	19 15%	29 14%	15 8%	13 20%	38 15%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 686

CMP03_1 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Google

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	396	148	248	177	105	54	60	140	169	87	215	52	107	120	131	145	205	180	35	224
Weighted Base	384	173*	211	131*	92*	77*	84*	142*	179*	63*	120	63*	180*	118*	142*	125*	219	152*	37**	238
Somewhat/Very Good Response (Net)	311 81%	146 85%	165 78%	103 78%	79 86%	67 88%	62 74%	119 84%	143 80%	49 78%	97 81%	55 88%	142 79%	96 82%	116 82%	99 79%	169 77%	131 86%	32 86%	187 78%
Very good response	133 35%	73 42%	60 28%	63 48%	35 39%	16 21%	18 22%	69 49%	43 24%	21 33%	45 37%	20 32%	60 33%	40 34%	49 34%	44 36%	79 36%	50 33%	18 48%	89 37%
Somewhat good response	178 46%	73 42%	105 50%	39 30%	43 47%	51 67%	44 52%	50 35%	100 56%	29 45%	53 44%	35 56%	82 45%	56 48%	68 48%	55 44%	91 41%	80 53%	14 38%	98 41%
Somewhat/Very Bad Response (Net)	48 13%	22 13%	26 12%	20 15%	10 11%	8 11%	11 13%	14 10%	25 14%	10 16%	10 8%	8 12%	28 16%	16 13%	14 10%	19 15%	34 15%	13 9%	3 7%	37 16%
Somewhat bad response	26 7%	7 4%	19 9%	9 7%	7 8%	5 6%	6 7%	12 8%	7 4%	8 12%	6 5%	6 9%	12 7%	9 8%	7 5%	10 8%	17 8%	8 5%	1 2%	24 10%
Very bad response	22 6%	15 9%	7 3%	11 8%	3 3%	3 5%	5 6%	2 1%	18 10%	2 3%	4 3%	2 3%	16 9%	7 6%	7 5%	8 7%	17 8%	5 3%	2 6%	13 6%
I am not familiar with this company	25 6%	4 3%	20 10%	9 7%	3 4%	1 2%	11 13%	9 7%	11 6%	4 6%	13 11%	-	10 5%	6 5%	11 8%	7 6%	16 7%	8 5%	2 7%	14 6%
Sigma	384 100%	173 100%	211 100%	131 100%	92 100%	77 100%	84 100%	142 100%	179 100%	63 100%	120 100%	63 100%	180 100%	118 100%	142 100%	125 100%	219 100%	152 100%	37 100%	238 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 687

CMP03_2 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Apple

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	404	154	250	174	109	54	67	145	157	102	229	48	101	127	145	132	202	193	34	215
Weighted Base	405	186*	219	130*	98*	81*	96*	143*	180*	83*	135	56**	186*	125*	159*	122*	232	166*	46**	231
Somewhat/Very Good Response (Net)	271 67%	121 65%	150 68%	82 63%	66 67%	57 71%	66 69%	100 70%	123 68%	48 58%	91 67%	40 70%	125 67%	87 70%	108 68%	77 63%	158 68%	112 67%	29 62%	167 72%
Very good response	85 21%	52 28%	33 15%	29 22%	27 28%	11 14%	18 18%	44 31%	28 15%	13 15%	28 21%	11 19%	42 22%	28 23%	42 26%	15 12%	43 18%	41 25%	16 35%	58 25%
Somewhat good response	187 46%	69 37%	117 53%	53 41%	39 40%	46 56%	48 50%	56 39%	96 53%	35 43%	63 47%	29 51%	83 45%	59 47%	65 41%	62 51%	115 50%	71 43%	12 27%	109 47%
Somewhat/Very Bad Response (Net)	71 17%	43 23%	28 13%	35 27%	15 15%	9 11%	13 13%	32 22%	30 16%	9 11%	22 17%	12 21%	35 19%	18 14%	36 23%	17 14%	42 18%	25 15%	16 34%	49 21%
Somewhat bad response	44 11%	25 13%	19 9%	28 21%	7 7%	3 4%	6 6%	20 14%	19 10%	6 7%	12 9%	5 8%	27 14%	8 7%	26 16%	10 8%	25 11%	17 10%	7 14%	33 14%
Very bad response	27 7%	18 10%	9 4%	7 6%	8 8%	5 6%	7 7%	12 8%	11 6%	4 5%	11 8%	7 13%	8 4%	10 8%	10 6%	7 6%	18 8%	8 5%	9 19%	15 7%
I am not familiar with this company	63 16%	22 12%	41 19%	13 10%	17 18%	15 19%	17 18%	10 7%	27 15%	25 31%	22 16%	5 9%	27 14%	20 16%	16 10%	28 23%	32 14%	30 18%	2 4%	15 7%
Sigma	405 100%	186 100%	219 100%	130 100%	98 100%	81 100%	96 100%	143 100%	180 100%	83 100%	135 100%	56 100%	186 100%	125 100%	159 100%	122 100%	232 100%	166 100%	46 100%	231 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 688

CMP03_3 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Facebook

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	146	257	163	111	75	54	148	165	90	219	54	104	112	150	141	215	179	42	224
Weighted Base	415	201*	214	121*	106*	114*	74**	143*	188*	83*	123	63*	204*	115*	157*	142*	248	159*	59**	259
Somewhat/Very Good Response (Net)	246 59%	100 50%	146 68% B	71 58%	62 58%	82 72%	32 44%	90 62%	112 60%	44 53%	73 60%	42 67%	114 56%	57 49%	107 68% N	82 58%	149 60%	93 59%	36 60%	159 61%
Very good response	88 21%	38 19%	49 23%	24 20%	32 30%	26 23%	5 7%	41 29% J	36 19%	11 13%	32 26%	12 19%	41 20%	18 16%	44 28%	25 18%	65 26% R	20 13%	21 36%	71 27%
Somewhat good response	159 38%	62 31%	97 45% B	46 38%	30 28%	56 49% E	27 37%	48 34%	77 41%	34 41%	42 34%	30 48%	73 36%	39 34%	63 40%	57 40%	84 34%	73 46% q	15 24%	89 34%
Somewhat/Very Bad Response (Net)	124 30%	80 40% C	44 20%	39 32%	28 27%	29 25%	27 37%	39 27%	64 34%	21 25%	37 30%	15 24%	66 33%	46 40% O	38 24%	40 28%	69 28%	52 33%	15 25%	74 28%
Somewhat bad response	75 18%	49 25% C	26 12%	23 19%	15 14%	18 16%	25%	17 12%	47 25% H	11 14%	19 15%	9 14%	45 22%	26 23%	26 17%	22 16%	35 14%	38 24% q	5 9%	49 19%
Very bad response	49 12%	31 15%	18 8%	16 13%	13 12%	11 9%	9 13%	23 16%	17 9%	9 11%	18 15%	7 11%	22 11%	20 18%	11 7%	17 12%	34 14%	14 9%	9 16%	25 9%
I am not familiar with this company	45 11%	20 10%	25 11%	12 10%	16 15% F	3 3%	14 19%	15 10%	12 6%	18 22% H	13 10%	5 8%	24 12%	12 10%	12 8%	21 14%	30 12%	13 8%	9 15%	27 10%
Sigma	415 100%	201 100%	214 100%	121 100%	106 100%	114 100%	74 100%	143 100%	188 100%	83 100%	123 100%	63 100%	204 100%	115 100%	157 100%	142 100%	248 100%	159 100%	59 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 689

CMP03_4 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Netflix

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	417	158	259	186	118	68	45	147	176	94	223	64	102	111	144	162	215	191	35	221
Weighted Base	401	199*	203	128	110*	108*	54**	134*	190*	78*	113	70*	198*	107*	164*	130*	243	151*	38**	235
Somewhat/Very Good Response (Net)	310 77%	153 77%	158 78%	93 72%	84 76%	93 86% d	41 75%	105 79%	142 75%	63 81%	85 75%	59 83%	153 77%	92 86% p	125 76%	93 72%	185 76%	121 81%	29 77%	185 78%
Very good response	90 22%	39 19%	51 25%	38 30%	30 27%	16 14%	6 10%	31 23%	42 22%	17 21%	32 28%	15 22%	38 19%	29 27%	38 23%	22 17%	59 24%	29 19%	12 31%	60 25%
Somewhat good response	221 55%	114 57%	107 53%	55 43%	54 49%	77 72% DE	35 64%	75 56%	100 53%	47 60%	53 47%	43 62%	115 58%	63 59%	87 53%	71 54%	126 52%	93 61%	17 46%	125 53%
Somewhat/Very Bad Response (Net)	50 13%	26 13%	25 12%	27 21% F	14 12%	5 5%	4 8%	20 15%	20 11%	10 12%	14 12%	8 11%	26 13%	8 8%	24 15%	18 14%	31 13%	17 12%	8 21%	35 15%
Somewhat bad response	32 8%	16 8%	15 8%	15 12%	10 9%	3 3%	4 7%	14 11%	12 7%	5 6%	7 6%	6 9%	18 9%	5 4%	19 12%	8 6%	19 8%	11 7%	4 11%	24 10%
Very bad response	19 5%	9 5%	9 5%	12 9%	4 3%	2 2%	1 1%	6 5%	8 4%	5 6%	7 6%	2 2%	8 4%	4 3%	5 3%	10 8%	11 5%	7 5%	4 10%	12 5%
I am not familiar with this company	41 10%	20 10%	20 10%	9 7%	13 12%	10 9%	9 17%	8 6%	28 15% h	5 7%	15 13%	4 5%	19 9%	7 6%	15 9%	19 15%	27 11%	12 8%	1 2%	16 7%
Sigma	401 100%	199 100%	203 100%	128 100%	110 100%	108 100%	54 100%	134 100%	190 100%	78 100%	113 100%	70 100%	198 100%	107 100%	164 100%	130 100%	243 100%	151 100%	38 100%	235 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

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 Table 690

CMP03_5 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Amazon

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	392	159	233	164	113	59	56	144	156	92	211	56	98	124	130	138	210	174	36	206
Weighted Base	373	182*	191	111	100*	92*	69**	125*	158*	90*	108	68*	171*	117*	123*	132*	229	137*	45**	214
Somewhat/Very Good Response (Net)	256 69%	130 72%	126 66%	74 66%	68 68%	66 72%	48 70%	91 73%	105 66%	61 67%	74 69%	45 66%	121 71%	80 68%	96 78% P	81 61%	159 69%	96 70%	31 69%	150 70%
Very good response	115 31%	67 37% c	47 25%	34 30%	40 40% F	18 20%	23 33%	49 39% I	32 20%	34 37% i	38 36%	17 26%	46 27%	41 35%	44 36% p	29 22%	72 31%	41 30%	23 51%	66 31%
Somewhat good response	142 38%	63 35%	79 41%	40 36%	28 28% E	48 52% E	26 37%	42 34%	73 46% j	27 30%	36 33%	27 40%	75 44%	39 33%	52 42%	51 39%	87 38%	55 40%	8 18%	84 39%
Somewhat/Very Bad Response (Net)	68 18%	31 17%	37 19%	27 24%	17 17%	20 21%	4 6%	24 19%	28 18%	16 18%	18 17%	20 30% m	27 16%	26 22%	21 17%	21 16%	36 16%	31 22%	12 27%	45 21%
Somewhat bad response	47 13%	18 10%	29 15%	22 20%	12 12%	11 12%	2 3%	17 13%	17 11%	13 15%	13 12%	14 21%	18 10%	19 16%	11 9%	17 13%	24 11%	21 15%	10 21%	33 15%
Very bad response	21 6%	13 7%	8 4%	6 5%	5 5%	9 10%	2 3%	7 6%	11 7%	3 3%	5 5%	6 9%	9 5%	7 6%	10 8%	4 3%	11 5%	10 7%	3 6%	12 5%
I am not familiar with this company	48 13%	20 11%	28 15%	10 9%	15 15%	6 7%	16 24%	10 8%	25 16%	13 15%	15 14% I	3 4%	24 14%	12 10%	6 5%	30 23% nO	35 15%	11 8%	2 4%	20 9%
Sigma	373 100%	182 100%	191 100%	111 100%	100 100%	92 100%	69 100%	125 100%	158 100%	90 100%	108 100%	68 100%	171 100%	117 100%	123 100%	132 100%	229 100%	137 100%	45 100%	214 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 691

CMP03_6 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Twitter

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	134	266	165	112	63	60	125	179	96	225	59	95	121	139	140	209	170	31	212
Weighted Base	401	177*	225	113*	105*	94*	90*	123*	201*	77*	129	63*	189*	134*	152*	116*	227	160*	42**	244
Somewhat/Very Good Response (Net)	223 56%	99 56%	125 55%	59 52%	65 62%	59 63%	40 45%	77 62%	102 51%	44 58%	64 49%	38 60%	114 61%	65 48%	95 62%	64 55%	127 56%	89 56%	25 60%	145 60%
Very good response	81 20%	41 23%	40 18%	22 20%	21 20%	23 24%	15 17%	32 26%	31 15%	18 23%	22 17%	13 20%	45 24%	19 14%	36 24%	26 23%	38 17%	40 25%	14 32%	54 22%
Somewhat good response	142 35%	57 32%	85 38%	37 33%	44 42%	36 38%	25 28%	44 36%	71 35%	26 34%	41 32%	25 40%	69 37%	45 34%	59 39%	38 33%	89 39%	49 31%	12 28%	91 37%
Somewhat/Very Bad Response (Net)	103 26%	52 29%	51 23%	36 32%	19 18%	25 27%	22 24%	33 27%	59 30%	10 14%	36 28%	13 21%	48 26%	40 30%	38 25%	24 21%	63 28%	38 24%	12 29%	62 26%
Somewhat bad response	55 14%	33 19%	22 10%	20 18%	10 10%	15 16%	10 11%	14 11%	37 18%	4 6%	20 15%	4 7%	27 14%	27 20%	18 12%	10 9%	33 15%	21 13%	5 11%	30 12%
Very bad response	48 12%	19 11%	29 13%	16 14%	9 8%	11 11%	12 14%	19 15%	23 11%	6 8%	16 13%	9 14%	21 11%	13 10%	20 13%	14 12%	30 13%	17 10%	8 18%	32 13%
I am not familiar with this company	75 19%	26 15%	49 22%	17 15%	20 20%	10 10%	28 31%	14 df	39 20%	22 29%	30 23%	12 19%	26 14%	29 22%	18 12%	28 24%	36 16%	33 21%	5 11%	36 15%
Sigma	401 100%	177 100%	225 100%	113 100%	105 100%	94 100%	90 100%	123 100%	201 100%	77 100%	129 100%	63 100%	189 100%	134 100%	152 100%	116 100%	227 100%	160 100%	42 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 692

CMP03_7 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 IBM

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	420	154	266	176	115	71	58	141	191	88	222	59	109	118	155	147	217	190	30	236
Weighted Base	437	210*	226	128*	107*	117*	84*	147*	203*	87*	123	75*	211*	137*	169*	131*	265	158*	43**	275
Somewhat/Very Good Response (Net)	277 63%	128 61%	149 66%	66 51%	67 62%	84 72% D	59 70% d	94 64%	128 63%	54 62%	73 59%	54 71%	139 66%	80 58%	115 68%	82 63%	175 66%	99 63%	22 51%	183 67%
Very good response	74 17%	40 19%	34 15%	17 14%	27 26% df	13 11%	15 18%	38 26% J	27 14%	8 9%	23 19%	12 16%	32 15%	24 18%	34 20%	16 12%	44 17%	28 18%	10 22%	51 18%
Somewhat good response	203 46%	87 42%	116 51%	48 38%	39 37%	71 61% DE	44 52%	56 38%	101 50%	46 53%	50 40%	41 55%	107 51%	55 40%	81 48%	67 51%	131 50%	71 45%	13 29%	132 48%
Somewhat/Very Bad Response (Net)	72 17%	48 23% C	25 11%	26 20% g	23 22% g	17 15%	6 7%	26 18%	35 17%	12 14%	19 16%	8 10%	42 20%	32 23% O	15 9%	25 19% o	51 19% r	16 10%	15 35%	52 19%
Somewhat bad response	55 12%	35 16%	20 9%	16 12%	20 19%	12 10%	6 7%	12 8%	31 15%	12 14%	17 14%	7 9%	28 13%	24 17%	13 8%	18 13%	37 14%	13 8%	10 22%	37 14%
Very bad response	18 4%	13 6%	5 2%	10 8% g	3 3%	5 4%	-	14 9% J	4 2%	-	2 2%	1 1%	14 7%	9 6% o	2 1%	8 6% o	14 5%	4 2%	6 13%	15 5%
I am not familiar with this company	88 20%	35 17%	53 23%	37 29% eF	17 16%	15 13%	19 22%	26 18%	40 20%	21 24%	31 25% m	14 19%	30 14%	25 18%	39 23%	24 18%	39 15%	43 27% Q	6 13%	40 14%
Sigma	437 100%	210 100%	226 100%	128 100%	107 100%	117 100%	84 100%	147 100%	203 100%	87 100%	123 100%	75 100%	211 100%	137 100%	169 100%	131 100%	265 100%	158 100%	43 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 693

CMP03_8 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Samsung

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	418	155	263	179	123	58	58	147	170	101	227	49	121	128	155	135	205	206	30	216
Weighted Base	408	175*	233	126	108*	86**	88*	147*	184*	77*	119	52*	210*	139*	156*	113*	205	192*	34**	239
Somewhat/Very Good Response (Net)	301 74%	126 72%	175 75%	81 64%	84 78% D	71 82%	66 75%	112 76%	138 75%	51 67%	80 67%	43 82%	164 78% k	102 73%	118 76%	81 72%	163 79%	136 71%	29 87%	178 74%
Very good response	97 24%	57 32% C	41 17%	34 27%	32 30%	15 18%	15 17%	50 34% I	29 16%	19 24%	28 23%	17 32%	48 23%	38 27%	37 23%	23 20%	54 26%	42 22%	15 45%	56 23%
Somewhat good response	204 50%	69 40%	134 58% B	46 36%	52 48%	56 65%	50 57% D	62 42%	110 59% Hj	32 42%	52 44%	26 50%	116 55%	64 46%	82 52%	58 52%	108 53%	94 49%	14 41%	122 51%
Somewhat/Very Bad Response (Net)	66 16%	41 23% C	25 11%	31 24% g	17 16%	10 11%	8 10%	21 14%	31 17%	15 19%	23 19%	3 6%	34 16%	25 18%	23 15%	18 16%	32 15%	30 15%	3 10%	43 18%
Somewhat bad response	40 10%	23 13%	17 7%	18 14%	14 13%	2 2%	6 7%	15 10%	17 9%	8 10%	15 12%	2 4%	22 11%	21 15% o	10 6%	9 8%	19 9%	16 8%	3 9%	30 13%
Very bad response	26 6%	18 11% C	8 3%	13 10%	4 3%	8 10%	2 2%	6 4%	14 7%	7 9%	8 7%	1 2%	12 6%	5 3%	13 8%	9 8%	12 6%	14 7%	* 1%	13 5%
I am not familiar with this company	41 10%	8 4%	33 14% B	15 12%	7 6%	5 6%	14 16%	15 10%	15 8%	11 14%	16 13% M	6 12%	12 6%	12 9%	15 10%	13 12%	11 5%	27 14% Q	1 4%	18 8%
Sigma	408 100%	175 100%	233 100%	126 100%	108 100%	86 100%	88 100%	147 100%	184 100%	77 100%	119 100%	52 100%	210 100%	139 100%	156 100%	113 100%	205 100%	192 100%	34 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 694

CMP03_9 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 eBay

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	148	260	164	118	68	58	138	166	104	217	48	111	128	136	144	215	175	39	198
Weighted Base	433	179*	255	136*	113*	111*	73*	152*	193*	88*	130	53*	212*	149*	159*	126*	254	159*	58**	235
Somewhat/Very Good Response (Net)	245 57%	103 58%	142 56%	68 50%	70 62%	63 56%	46 62%	101 66% ij	101 52%	43 49%	87 67% M	28 53%	109 51%	81 54%	91 57%	74 59%	153 60%	87 55%	34 59%	130 55%
Very good response	89 21%	44 24%	45 18%	27 20%	37 33% dFG	16 15%	9 12%	54 35% IJ	22 11%	13 15%	21 16%	9 17%	55 26%	34 23%	31 19%	24 19%	63 25% r	23 15%	21 37%	64 27%
Somewhat good response	156 36%	60 33%	97 38%	41 30%	32 28%	46 42%	37 50% DE	47 31%	79 41%	30 34%	66 51% M	19 36%	53 25%	46 31%	60 38%	49 39%	90 35%	64 40%	13 22%	66 28%
Somewhat/Very Bad Response (Net)	105 24%	45 25%	60 23%	44 32% IG	37 33% fG	18 16%	8 8%	37 24%	48 25%	20 22%	23 18%	14 26%	64 30% k	41 28%	42 27%	22 17%	60 24%	40 25%	15 26%	75 32%
Somewhat bad response	71 16%	32 18%	39 15%	25 18% G	31 27% fG	14 13% g	1 2%	20 13%	40 20%	11 13%	17 13%	6 11%	46 21%	32 22% P	28 18%	11 9%	45 18%	21 14%	11 19%	48 20%
Very bad response	34 8%	13 7%	21 8%	20 14% eF	6 6%	3 3%	5 6%	16 11%	9 5%	9 10%	7 5%	8 14% k	19 9%	9 6%	14 9%	11 9%	15 6%	19 12%	4 7%	27 11%
I am not familiar with this company	83 19%	31 17%	53 21%	24 18% E	6 6%	31 28% E	22 30% E	14 9%	44 23% H	25 29% H	19 15%	11 21%	39 18%	27 18%	26 16%	30 24%	41 16%	31 20%	9 15%	31 13%
Sigma	433 100%	179 100%	255 100%	136 100%	113 100%	111 100%	73 100%	152 100%	193 100%	88 100%	130 100%	53 100%	212 100%	149 100%	159 100%	126 100%	254 100%	159 100%	58 100%	235 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 695

CMP03_10 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 YouTube

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	418	157	261	180	119	60	59	158	157	103	226	57	109	137	137	144	232	169	42	218
Weighted Base	398	178*	220	140	96*	89*	73*	144*	155*	99*	129	56*	183*	129*	145*	123*	221	160*	52**	230
Somewhat/Very Good Response (Net)	287 72%	123 69%	164 75%	94 67%	81 84% DG	68 77%	44 61%	112 78% I	97 63%	79 79% I	92 71%	41 73%	136 74%	102 79% P	113 78% P	73 59%	161 73%	114 72%	37 70%	168 73%
Very good response	118 30%	63 35%	55 25%	45 32% G	39 40% G	27 30% g	8 10%	56 39% I	34 22%	28 29%	32 25%	15 26%	60 33%	32 25%	54 37%	32 26%	71 32%	40 25%	22 42%	75 33%
Somewhat good response	169 43%	60 34%	109 49% B	50 35%	42 43%	41 46%	37 50%	56 39%	63 41%	50 50%	60 47%	26 46%	76 41%	69 54% P	59 41%	41 33%	90 41%	75 47%	14 28%	93 40%
Somewhat/Very Bad Response (Net)	66 17%	39 22% c	27 12%	35 25% Eg	11 11%	12 14%	8 11%	23 16%	35 23% J	9 9%	20 16%	12 21%	32 17%	15 11%	27 18%	25 20%	34 15%	31 19%	15 29%	45 19%
Somewhat bad response	33 8%	21 12% c	12 5%	14 10%	4 4%	12 13%	4 5%	7 5%	21 13% h	5 5%	12 9%	7 9%	13 7%	6 4%	12 8%	16 13% n	16 7%	17 10%	6 11%	19 8%
Very bad response	33 8%	18 10%	15 7%	21 15% F	7 8%	1 1%	4 6%	16 11%	14 9%	3 3%	8 6%	4 8%	19 10%	9 7%	15 10%	9 8%	17 8%	14 9%	9 18%	26 11%
I am not familiar with this company	44 11%	15 8%	29 13%	11 8%	5 5%	8 9%	21 28% DEI	9 6%	23 15% h	12 12%	17 13%	4 7%	16 9%	13 10%	5 4%	26 21% nO	26 12%	14 9%	1 1%	17 8%
Sigma	398 100%	178 100%	220 100%	140 100%	96 100%	89 100%	73 100%	144 100%	155 100%	99 100%	129 100%	56 100%	183 100%	129 100%	145 100%	123 100%	221 100%	160 100%	52 100%	230 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 696

CMP03_11 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Microsoft

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	159	253	174	113	73	52	145	173	94	219	54	117	121	147	144	204	198	42	226
Weighted Base	423	206*	217	130*	111*	109*	73**	141*	194*	88*	123	62*	218*	127*	170*	126*	224	192	57**	259
Somewhat/Very Good Response (Net)	283 67%	130 63%	153 71%	74 57%	85 76% D	80 74% d	44 61%	106 75% J	131 68% j	46 52%	75 61%	48 77%	149 69%	98 77% P	116 68%	70 55%	157 70%	123 64%	49 85%	192 74%
Very good response	90 21%	53 26%	37 17%	34 26% F	39 35% F	9 8%	8 11%	46 32% J	34 17%	10 12%	30 25%	14 22%	43 20%	25 20%	39 23%	26 21%	57 25%	31 16%	30 52%	70 27%
Somewhat good response	194 46%	77 38%	116 54% B	40 31%	46 41%	71 66% DE	37 50%	61 43%	97 50%	36 40%	45 37%	34 54% k	106 49% k	73 57% P	77 45%	44 35%	100 45%	92 48%	19 33%	121 47%
Somewhat/Very Bad Response (Net)	83 20%	49 24%	34 16%	43 33% EF	13 12%	17 16%	10 14%	23 16%	42 22%	18 20%	28 23%	8 12%	43 20%	15 12%	39 23% n	29 23%	38 17%	44 23%	8 15%	49 19%
Somewhat bad response	60 14%	35 17%	25 11%	28 22% E	8 8%	13 12%	10 14%	13 9%	33 17%	14 15%	23 19%	4 7%	28 13%	10 8%	29 17% n	21 17%	27 12%	32 16%	7 12%	33 13%
Very bad response	24 6%	14 7%	9 4%	15 11%	5 4%	4 4%	* *	10 7%	9 5%	4 5%	4 4%	3 5%	15 7%	5 4%	10 6%	8 6%	11 5%	12 6%	2 3%	17 6%
I am not familiar with this company	56 13%	26 13%	30 14%	13 10%	13 12%	11 10%	19 25%	12 9%	20 10%	24 27% HI	20 16%	7 11%	25 12%	14 11%	15 9%	28 22% nO	29 13%	25 13%	-	18 7%
Sigma	423 100%	206 100%	217 100%	130 100%	111 100%	109 100%	73 100%	141 100%	194 100%	88 100%	123 100%	62 100%	218 100%	127 100%	170 100%	126 100%	224 100%	192 100%	57 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 697

CMP03_12 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Zoom Video

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	153	256	169	112	73	55	141	177	91	235	56	101	120	148	141	216	182	37	194
Weighted Base	387	185*	202	120*	90*	102*	74**	124*	202*	60*	135	68*	169*	128*	134*	125*	217	162*	46**	204
Somewhat/Very Good Response (Net)	229 59%	96 52%	133 66% b	69 58%	61 67%	62 61%	37 50%	69 55%	128 63%	32 53%	60 44%	43 63% k	115 68% K	71 55%	82 61%	77 61%	132 61%	93 57%	30 65%	125 61%
Very good response	102 26%	45 24%	57 28%	34 28%	27 30%	28 27%	14 18%	31 25%	54 27%	18 29%	30 22%	21 30%	47 28%	36 28%	35 26%	32 26%	64 29%	36 22%	15 33%	49 24%
Somewhat good response	127 33%	51 28%	75 37%	35 29%	34 37%	34 33%	24 32%	38 30%	74 37%	14 24%	30 22%	22 33%	68 40% K	35 27%	47 35%	45 36%	68 31%	57 35%	15 32%	76 37%
Somewhat/Very Bad Response (Net)	73 19%	51 28% C	22 11%	34 28%	18 20%	20 20%	1 1%	27 22%	38 19%	8 13%	20 15%	7 11%	45 27% kl	28 22%	27 20%	18 14%	45 21%	26 16%	16 35%	50 25%
Somewhat bad response	43 11%	33 18% C	11 5%	16 13%	12 13%	15 14%	1 1%	15 12%	21 11%	6 11%	14 10%	3 4%	25 15%	21 17%	13 10%	9 7%	24 11%	19 11%	9 20%	34 16%
Very bad response	30 8%	19 10%	11 6%	18 15%	6 7%	6 5%	-	12 10%	17 8%	1 2%	6 5%	4 6%	19 11%	7 5%	15 11%	9 7%	21 10%	7 4%	7 15%	17 8%
I am not familiar with this company	85 22%	37 20%	48 24%	17 14%	11 12%	20 20%	36 49%	28 23%	36 18%	20 34% I	55 41% M	18 27% M	9 5%	29 23%	25 19%	31 24%	40 19%	44 27%	-	28 14%
Sigma	387 100%	185 100%	202 100%	120 100%	90 100%	102 100%	74 100%	124 100%	202 100%	60 100%	135 100%	68 100%	169 100%	128 100%	134 100%	125 100%	217 100%	162 100%	46 100%	204 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 698

CMP03_13 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Hulu

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	422	138	284	198	113	55	56	135	188	99	218	56	122	131	153	138	202	212	34	232
Weighted Base	423	173*	251	155	94*	86*	88*	134*	214*	75*	118	61*	223*	141*	171*	111*	218	197	44**	268
Somewhat/Very Good Response (Net)	254 60%	92 53%	162 65%	80 52%	54 58%	65 75% D	54 62%	69 51%	142 66% h	43 58%	74 63%	34 55%	134 60%	84 59%	107 63%	63 56%	127 58%	123 63%	20 45%	154 57%
Very good response	75 18%	36 21%	39 16%	26 16%	18 19%	14 16%	18 20%	29 21%	29 14%	17 23%	31 26% m	8 14%	34 15%	25 17%	28 16%	22 20%	40 18%	34 17%	9 21%	47 17%
Somewhat good response	179 42%	56 32%	123 49% B	55 35%	36 38%	51 59% De	37 42%	40 30%	113 53% HJ	26 35%	44 37%	25 42%	99 44%	59 42%	80 46%	40 36%	87 40%	89 45%	11 24%	107 40%
Somewhat/Very Bad Response (Net)	100 24%	66 38% C	34 13%	51 33% FG	28 30% Fg	8 9%	12 14%	46 34% lj	41 19%	13 17%	17 14%	18 29% k	63 28% K	32 23%	40 24%	27 25%	50 23%	49 25%	19 44%	81 30%
Somewhat bad response	62 15%	37 21% C	25 10%	31 20% F	16 17% f	4 4%	12 13%	25 18%	30 14%	7 10%	8 7%	10 17% k	42 19% K	18 13%	34 20% p	10 9%	28 13%	34 17%	10 24%	50 19%
Very bad response	38 9%	29 17% C	9 3%	20 13% G	12 13% G	4 5%	1 1%	21 16% l	11 5%	6 8%	9 7%	8 12%	21 10%	14 10%	6 4%	17 16% O	22 10%	16 8%	9 20%	31 11%
I am not familiar with this company	70 17%	15 9%	55 22% B	23 15%	12 13%	14 16%	21 24%	20 15%	32 15%	19 25%	27 23% M	10 16%	27 12%	26 18%	23 14%	21 19%	42 19%	25 12%	5 11%	34 13%
Sigma	423 100%	173 100%	251 100%	155 100%	94 100%	86 100%	88 100%	134 100%	214 100%	75 100%	118 100%	61 100%	223 100%	141 100%	171 100%	111 100%	218 100%	197 100%	44 100%	268 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 699

CMP03_14 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Sony

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	158	244	171	111	66	54	155	164	83	220	51	110	131	143	128	204	182	44	216
Weighted Base	392	197*	195	130	110*	80*	72**	156*	166*	71*	129	53*	188*	147*	145*	99*	219	159*	78**	249
Somewhat/Very Good Response (Net)	257 66%	134 68%	124 63%	66 51%	76 69% D	66 83% D	49 68%	103 66%	106 64%	49 68%	91 71%	34 63%	121 64%	102 69% P	101 70% P	54 55%	149 68%	102 64%	53 68%	163 66%
Very good response	73 18%	41 21%	31 16%	24 19%	33 30% F	8 10%	7 10%	37 24% I	23 14%	13 18%	23 18%	6 12%	36 19%	32 22%	24 16%	17 17%	47 22%	22 14%	29 38%	52 21%
Somewhat good response	185 47%	92 47%	92 47%	42 32%	43 39%	58 73% DE	42 59%	66 42%	83 50%	36 50%	68 53%	27 51%	84 45%	70 48%	77 53% P	37 38%	101 46%	80 50%	24 31%	111 45%
Somewhat/Very Bad Response (Net)	85 22%	50 25%	35 18%	47 36% F	28 25% f	7 9%	3 4%	40 26% J	37 22%	8 11%	19 15%	15 28% K	46 25%	36 25%	30 20%	19 19%	52 24%	32 20%	19 25%	70 28%
Somewhat bad response	49 13%	28 14%	21 11%	27 21% F	16 15%	4 5%	2 3%	27 17%	17 10%	6 8%	10 8%	11 20% K	27 14%	20 13%	19 13%	11 11%	32 15%	17 11%	12 15%	38 15%
Very bad response	36 9%	22 11%	13 7%	20 15% f	12 10%	3 4%	1 1%	14 9%	20 12%	2 3%	9 7%	4 8%	19 10%	17 11%	11 7%	8 8%	20 9%	15 9%	7 9%	32 13%
I am not familiar with this company	50 13%	13 7%	36 19% B	18 13%	7 6%	6 8%	19 27%	12 8%	23 14%	14 20% h	19 14%	4 8%	21 11%	9 6%	14 10%	26 26% NO	18 8%	25 16% q	6 7%	16 7%
Sigma	392 100%	197 100%	195 100%	130 100%	110 100%	80 100%	72 100%	156 100%	166 100%	71 100%	129 100%	53 100%	188 100%	147 100%	145 100%	99 100%	219 100%	159 100%	78 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 700

CMOP3_15 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Tech
 Snapchat

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	156	254	171	111	68	60	127	172	111	205	69	103	131	133	146	196	198	28	224
Weighted Base	432	209*	222	122*	115*	98*	97*	122*	191*	119*	118	76*	206*	148*	135*	148*	243	171*	38**	271
Somewhat/Very Good Response (Net)	209 48%	99 47%	110 50%	75 62% FG	63 55% G	39 39%	32 33%	72 59% i	85 44%	53 44%	64 54% l	30 39%	103 50%	56 38%	81 60% N	72 49%	121 50%	80 47%	24 63%	136 50%
Very good response	63 15%	37 18%	26 12%	29 24% Fg	22 19% F	3 3%	9 10%	32 26% J	18 9%	13 11%	16 14%	8 10%	30 15%	20 14%	28 20% p	15 10%	37 15%	23 13%	14 36%	42 15%
Somewhat good response	146 34%	62 30%	84 38%	47 38%	41 36%	36 37%	23 24%	40 33%	67 35%	40 34%	47 40%	22 29%	73 35%	36 24%	53 39% n	57 38% n	84 34%	57 34%	10 27%	94 35%
Somewhat/Very Bad Response (Net)	109 25%	72 35% C	36 16%	35 28%	28 24%	27 28%	19 20%	23 19%	57 30%	28 24%	14 12%	22 28% K	65 31% K	51 34% O	26 19%	32 21%	61 25%	39 23%	9 23%	83 31%
Somewhat bad response	75 17%	45 21%	30 13%	22 18%	17 15%	22 22%	14 15%	15 12%	41 21%	19 16%	11 9%	16 21% k	45 22% K	37 25% p	21 15%	17 12%	43 18%	30 17%	2 5%	55 20%
Very bad response	34 8%	27 13% C	6 3%	13 11%	10 9%	5 6%	5 5%	8 7%	17 9%	9 8%	3 3%	5 7%	19 9% k	14 9%	5 4%	15 10%	18 8%	10 6%	7 18%	28 10%
I am not familiar with this company	114 26%	38 18%	76 34% B	12 10%	24 21% d	33 33% D	46 47% DE	27 22%	49 26%	38 32%	40 34% M	25 32% m	39 19%	41 28%	29 21%	44 30%	62 25%	51 30%	5 14%	52 19%
Sigma	432 100%	209 100%	222 100%	122 100%	115 100%	98 100%	97 100%	122 100%	191 100%	119 100%	118 100%	76 100%	206 100%	148 100%	135 100%	148 100%	243 100%	171 100%	38 100%	271 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 701

CPM03_16 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Pharma
 Johnson & Johnson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	420	162	258	167	116	73	64	161	155	104	218	62	117	127	142	151	226	185	36	231
Weighted Base	431	207*	224	119*	105*	109*	98*	163*	175*	93*	129	70*	207*	120*	163*	148*	249	173*	43**	274
Somewhat/Very Good Response (Net)	284 66%	142 69%	141 63%	69 57%	72 69%	76 70%	67 69%	105 65%	123 70%	55 60%	84 65%	58 82% KM	132 64%	91 76% O	95 59%	97 65%	163 66%	118 68%	31 73%	180 66%
Very good response	112 26%	68 33% C	43 19%	34 29%	35 33% f	20 19%	22 22%	48 30%	40 23%	24 26%	30 23%	25 35%	53 25%	37 31%	39 24%	35 24%	76 30%	36 21%	22 52%	82 30%
Somewhat good response	172 40%	74 36%	98 44%	34 29%	37 35%	55 51% D	45 47% d	57 35%	83 48%	32 34%	54 42%	33 47%	79 38%	54 45%	56 35%	62 42%	88 35%	82 47% q	9 21%	99 36%
Somewhat/Very Bad Response (Net)	89 21%	38 18%	51 23%	31 26%	20 19%	18 16%	21 21%	35 21%	35 20%	20 21%	30 23% L	6 8%	46 22% l	16 14%	41 25% n	31 21%	62 25% r	24 14%	11 27%	56 21%
Somewhat bad response	73 17%	32 15%	42 19%	25 21%	16 15%	16 15%	16 17%	27 16%	29 17%	17 19%	24 19% L	1 2%	40 19% L	14 11%	33 20%	27 18%	51 20%	20 12%	10 23%	47 17%
Very bad response	16 4%	7 3%	9 4%	6 5%	4 4%	1 1%	4 4%	8 5%	5 3%	2 2%	6 4%	4 6%	6 3%	3 2%	8 5%	5 3%	11 4%	3 2%	2 4%	9 3%
I am not familiar with this company	58 13%	26 13%	32 14%	20 17%	13 12%	15 14%	10 10%	23 14%	17 10%	18 19%	15 12%	7 10%	29 14%	12 10%	26 16%	20 13%	24 10%	32 18% q	1 1%	37 14%
Sigma	431 100%	207 100%	224 100%	119 100%	105 100%	109 100%	98 100%	163 100%	175 100%	93 100%	129 100%	70 100%	207 100%	120 100%	163 100%	148 100%	249 100%	173 100%	43 100%	274 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 702

CPM03_17 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Pharma
 Pfizer

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	157	248	147	126	69	63	140	166	99	225	53	105	125	148	132	206	185	32	221
Weighted Base	400	190*	210	111*	115*	87*	87*	146*	181*	73*	120	69*	192*	122*	165*	113*	226	160*	31**	258
Somewhat/Very Good Response (Net)	243 61%	127 67% c	116 55%	45 41%	68 59% D	70 81% DE	60 69% D	87 60%	114 63%	42 58%	67 56%	46 67%	122 63%	75 61%	102 62%	67 59%	146 65%	89 56%	21 67%	161 62%
Very good response	68 17%	38 20%	30 14%	15 14%	27 23% g	18 21%	8 9%	30 21%	24 13%	13 18%	20 17%	10 14%	35 18%	23 19%	30 18%	14 13%	47 21% r	18 11%	10 32%	47 18%
Somewhat good response	175 44%	90 47%	86 41%	30 27%	41 36%	52 60% DE	52 60% DE	57 39%	90 49%	29 39%	47 39%	36 53%	86 45%	52 42%	71 43%	53 47%	99 44%	71 44%	11 35%	114 44%
Somewhat/Very Bad Response (Net)	74 18%	37 19%	37 18%	29 27% Fg	29 25% Fg	6 7%	9 11%	33 22%	33 18%	8 11%	18 15%	11 17%	41 21%	21 17%	33 20%	19 17%	49 22%	24 15%	9 28%	59 23%
Somewhat bad response	46 11%	27 14%	19 9%	20 18% Fg	17 15%	4 4%	5 6%	13 9%	27 15%	6 8%	10 9%	8 12%	25 13%	18 15%	17 10%	11 10%	28 12%	17 11%	7 23%	38 15%
Very bad response	28 7%	9 5%	18 9%	9 8%	12 10%	2 2%	4 5%	19 13% ij	6 4%	2 3%	8 7%	3 5%	16 8%	3 3%	17 10% n	7 7%	21 9%	6 4%	1 5%	21 8%
I am not familiar with this company	83 21%	26 14%	57 27% B	36 33% EF	19 16%	11 12%	18 20%	26 18%	34 19%	23 31% h	34 29% M	11 16%	29 15%	26 21%	30 18%	27 24%	31 14%	47 30% Q	2 5%	39 15%
Sigma	400 100%	190 100%	210 100%	111 100%	115 100%	87 100%	87 100%	146 100%	181 100%	73 100%	120 100%	69 100%	192 100%	122 100%	165 100%	113 100%	226 100%	160 100%	31 100%	258 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 703

CPM03_18 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Pharma
 GlaxoSmithKline

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	166	241	163	127	61	56	152	161	94	222	52	106	118	143	146	211	185	39	221
Weighted Base	408	205*	203	117*	112*	87*	91*	157*	157*	94*	136	52*	188*	123*	133*	152*	227	171*	58**	254
Somewhat/Very Good Response (Net)	149 36%	73 35%	76 37%	35 30%	48 43% d	33 38%	32 35%	62 39% j	67 42% J	20 22%	46 34%	18 35%	78 41%	43 35%	54 41%	52 34%	85 37%	61 35%	25 42%	93 37%
Very good response	44 11%	22 11%	22 11%	16 13% g	21 18% fG	6 7%	2 2%	30 19% IJ	12 8%	2 2%	12 9%	5 9%	25 13%	13 10%	19 14%	12 8%	32 14% r	10 6%	10 18%	31 12%
Somewhat good response	105 26%	51 25%	54 26%	20 17%	28 25%	28 32% d	30 33% d	32 20%	54 35% Hj	18 19%	34 25%	13 26%	53 28%	30 24%	35 26%	40 26%	52 23%	51 30%	14 24%	61 24%
Somewhat/Very Bad Response (Net)	89 22%	72 35% C	18 9%	39 33% eFG	24 21%	16 19%	10 11%	44 28%	30 19%	16 17%	22 16%	8 16%	55 29% K	27 22%	24 18%	39 26%	58 25%	28 16%	20 34%	74 29%
Somewhat bad response	59 14%	46 22% C	13 7%	19 16%	20 18% g	15 17%	5 6%	25 16%	18 12%	16 17%	14 10%	4 7%	37 20% k	23 19%	14 10%	22 15%	38 17%	17 10%	13 22%	53 21%
Very bad response	30 7%	26 13% C	4 2%	20 17% EFg	4 4%	1 1%	5 5%	18 12% J	12 7% j	1 1%	8 6%	5 9%	17 9%	3 3%	10 8%	17 11% n	20 9%	11 6%	7 12%	21 8%
I am not familiar with this company	170 42%	61 30%	109 54% B	43 37%	40 36%	37 43%	49 54% de	52 33%	60 39%	58 61% HI	68 50% M	26 49% m	55 29%	54 44%	55 41%	61 40%	85 37%	83 48%	14 24%	87 34%
Sigma	408 100%	205 100%	203 100%	117 100%	112 100%	87 100%	91 100%	157 100%	157 100%	94 100%	136 100%	52 100%	188 100%	123 100%	133 100%	152 100%	227 100%	171 100%	58 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 704

CPM03_19 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Pharma
 McKesson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	158	246	187	110	63	44	143	161	100	223	54	105	110	139	155	209	183	35	224
Weighted Base	374	189*	185	146	89*	80*	59**	128*	165*	81*	132	48*	171*	104*	126*	144*	198	168*	33**	227
Somewhat/Very Good Response (Net)	136 36%	95 50% C	41 22%	49 34%	42 47% d	33 41%	12 21%	63 49% I	43 26%	30 37%	44 33%	12 24%	77 45% L	46 44%	41 32%	50 35%	83 42% r	51 30%	24 71%	96 42%
Very good response	47 12%	33 17% C	14 7%	18 12%	23 26% DF	5 6%	1 1%	23 18% I	13 8%	10 13%	14 10%	4 8%	27 16%	14 13%	13 11%	20 14%	31 15%	15 9%	13 38%	32 14%
Somewhat good response	90 24%	62 33% C	28 15%	32 22%	18 21%	28 35%	12 20%	40 31% I	30 18%	20 24%	30 23%	8 16%	50 29%	32 31%	27 22%	30 21%	52 26%	36 22%	11 33%	64 28%
Somewhat/Very Bad Response (Net)	55 15%	31 16%	24 13%	41 28% EF	6 7%	6 8%	2 3%	19 15%	28 17%	8 10%	14 11%	9 18%	31 18%	9 9%	25 20% n	21 14%	30 15%	22 13%	8 23%	44 19%
Somewhat bad response	40 11%	21 11%	19 10%	31 21% EF	3 3%	5 6%	2 3%	10 8%	26 16% J	3 4%	8 6%	5 9%	26 15% k	8 8%	21 16% p	11 7%	22 11%	15 9%	6 17%	33 15%
Very bad response	15 4%	10 5%	5 3%	10 7%	4 4%	2 2%	-	9 7% i	2 1%	5 6%	6 4%	4 9%	5 3%	1 1%	4 3% n	10 7%	8 4%	7 4%	2 6%	11 5%
I am not familiar with this company	183 49%	63 34%	120 65% B	56 38%	41 46%	41 51%	45 76%	47 36% i	93 57% H	43 53% h	74 56% M	28 58% M	62 36%	49 47%	61 48%	73 51%	85 43%	95 57% q	2 6%	87 38%
Sigma	374 100%	189 100%	185 100%	146 100%	89 100%	80 100%	59 100%	128 100%	165 100%	81 100%	132 100%	48 100%	171 100%	104 100%	126 100%	144 100%	198 100%	168 100%	33 100%	227 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 705

CPMP03_20 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Pharma
 Bayer

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	150	262	165	118	69	60	140	175	97	202	58	122	117	161	134	222	181	50	233
Weighted Base	428	180*	248	132*	112*	107*	77*	141*	190	98*	113	76*	203*	127*	170*	131*	255	166*	61*	266
Somewhat/Very Good Response (Net)	256 60%	125 69% C	131 53%	61 46%	78 69% D	66 61%	52 68% D	87 62%	112 59%	57 59%	74 65%	52 68%	116 57%	86 68%	101 59%	70 53%	147 58%	107 65%	37 60%	151 57%
Very good response	76 18%	47 26% C	29 12%	19 14%	37 33% DFG	14 13%	6 8%	36 26% J	30 16%	10 10%	22 19%	10 13%	43 21%	26 20%	27 16%	23 17%	53 21%	21 13%	15 25%	52 19%
Somewhat good response	180 42%	77 43%	103 41%	42 32%	41 36%	52 48% d	45 59% DE	51 36%	82 43%	47 48%	52 46%	42 55% m	73 36%	60 47%	73 43%	47 36%	94 37%	86 52% Q	21 35%	100 37%
Somewhat/Very Bad Response (Net)	82 19%	37 20%	45 18%	28 21%	21 19%	22 20%	11 15%	23 16%	35 18%	24 25%	14 12%	10 13%	49 24% K	19 15%	32 19%	30 23%	57 22% r	21 13%	15 25%	64 24%
Somewhat bad response	65 15%	30 17%	35 14%	16 12%	17 15%	22 20%	11 14%	19 14%	23 12%	23 23%	10 9%	8 10%	39 19% K	17 13%	22 13%	26 20%	47 18% r	16 10%	11 18%	51 19%
Very bad response	17 4%	6 4%	10 4%	12 9% Fg	5 4%	-	*	3 2%	12 6%	2 2%	4 3%	2 3%	10 5%	2 2%	11 6%	4 3%	10 4%	5 3%	4 6%	13 5%
I am not familiar with this company	90 21%	18 10%	72 29% B	43 33% Ei	13 12%	20 18%	14 18%	31 22%	43 23%	16 17%	25 23%	14 18%	37 18%	22 17%	37 22%	31 24%	51 20%	37 23%	10 16%	50 19%
Sigma	428 100%	180 100%	248 100%	132 100%	112 100%	107 100%	77 100%	141 100%	190 100%	98 100%	113 100%	76 100%	203 100%	127 100%	170 100%	131 100%	255 100%	166 100%	61 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 706

CPMP03_21 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Pharma
 Gilead

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	162	239	165	116	79	41	131	157	113	210	59	105	126	133	142	204	182	43	227
Weighted Base	403	210*	193	114*	112*	102*	75**	129*	175*	99*	123	70*	179*	128*	146*	129*	243	143*	51**	260
Somewhat/Very Good Response (Net)	143 35%	94 45% C	48 25%	32 28%	52 47% Df	29 29%	30 40%	61 48% lj	52 30%	30 30%	30 24%	22 32%	85 47% K	42 33%	59 41%	42 33%	96 39%	47 33%	23 46%	105 40%
Very good response	43 11%	30 14% c	13 7%	9 8%	20 18% d	7 7%	6 8%	18 14% l	8 5%	17 17% l	6 5%	8 12%	28 15% K	15 12%	15 10%	13 10%	31 13%	12 8%	12 23%	30 12%
Somewhat good response	100 25%	64 31% c	36 18%	23 20%	32 28%	22 21%	23 31%	43 34% J	44 25%	13 13%	24 20%	14 20%	57 32% k	27 21%	44 30%	29 23%	65 27%	35 24%	12 23%	75 29%
Somewhat/Very Bad Response (Net)	73 18%	50 24% C	23 12%	39 34% EF	20 18%	10 10%	5 6%	26 20%	33 19%	15 15%	19 16%	8 11%	39 22%	21 16%	32 22%	20 16%	48 20%	19 13%	18 36%	56 21%
Somewhat bad response	49 12%	32 15%	17 9%	25 22% F	13 12%	6 6%	4 5%	14 11%	22 12%	13 14%	13 11%	4 6%	25 14%	10 8%	23 16%	16 12%	33 14%	11 8%	11 21%	36 14%
Very bad response	24 6%	18 9%	6 3%	14 12% f	6 6%	4 4%	1 1%	12 9% j	11 6%	2 2%	6 5%	3 5%	14 8%	11 8%	9 6%	4 3%	15 6%	8 6%	8 15%	20 8%
I am not familiar with this company	187 46%	65 31%	122 63% B	44 38%	40 36%	63 62% DE	41 54%	42 32%	90 52% H	55 55% H	74 60% M	40 57% M	56 31%	66 51%	54 37%	67 52% o	99 41%	77 54% q	9 17%	99 38%
Sigma	403 100%	210 100%	193 100%	114 100%	112 100%	102 100%	75 100%	129 100%	175 100%	99 100%	123 100%	70 100%	179 100%	128 100%	146 100%	129 100%	243 100%	143 100%	51 100%	260 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 707

COMP03_22 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Pharma
 Roche

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	393	155	238	162	125	61	45	156	146	91	207	50	113	120	136	137	209	173	50	228
Weighted Base	380	187*	192	117*	125*	83*	54**	149*	157*	74*	122	51*	192*	123*	134*	122*	230	143*	63*	240
Somewhat/Very Good Response (Net)	148 39%	84 45% c	64 33%	44 37%	53 42%	31 37%	20 37%	61 41%	58 37%	29 39%	36 30%	19 38%	92 48% K	49 40%	56 42%	43 35%	98 42%	47 33%	37 58% T	104 43%
Very good response	43 11%	23 12%	21 11%	8 7%	29 23% DF	3 4%	3 6%	19 13%	14 9%	10 13%	9 7%	8 16%	26 13%	13 11%	16 12%	14 12%	30 13%	13 9%	18 28% T	36 15%
Somewhat good response	104 27%	61 33%	43 22%	35 30%	24 19%	28 33%	17 31%	42 28%	43 28%	19 26%	27 22%	11 21%	66 34% k	35 29%	40 30%	29 24%	67 29%	34 24%	19 30%	67 28%
Somewhat/Very Bad Response (Net)	72 19%	49 26% C	22 12%	29 24%	22 18%	16 19%	5 9%	33 22%	31 20%	8 11%	23 19%	14 27%	34 18%	33 27% O	13 10%	25 21% o	46 20%	23 16%	18 28%	52 22%
Somewhat bad response	50 13%	39 21% C	11 6%	20 17%	15 12%	13 16%	1 2%	17 11%	27 17%	6 8%	12 10%	9 17%	28 14%	25 20% O	5 4%	20 16% O	32 14%	16 11%	15 24%	37 15%
Very bad response	22 6%	10 6%	12 6%	9 7%	7 5%	3 3%	4 7%	16 10%	5 3%	2 3%	11 9%	5 10%	7 3%	8 7%	8 6%	6 5%	14 6%	8 5%	3 4%	15 6%
I am not familiar with this company	161 42%	54 29%	106 55% B	45 38%	50 40%	37 44%	29 54%	55 37%	68 43%	37 50%	63 52% M	18 35%	66 34%	41 34%	65 49% n	54 44%	87 38%	72 51% q	8 13%	85 35% S
Sigma	380 100%	187 100%	192 100%	117 100%	125 100%	83 100%	54 100%	149 100%	157 100%	74 100%	122 100%	51 100%	192 100%	123 100%	134 100%	122 100%	230 100%	143 100%	63 100%	240 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 708

CPMP03_23 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Auto
 Ford

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	412	164	248	172	116	73	51	146	155	111	220	63	105	129	131	152	226	175	39	224
Weighted Base	427	209*	218	135*	102*	104*	86**	152*	168*	107*	132	72*	191*	151*	132*	144*	227	187*	59**	270
Somewhat/Very Good Response (Net)	313 73%	153 73%	160 73%	90 67%	82 80% d	79 76%	62 73%	104 69%	128 76%	80 75%	98 74%	50 69%	145 76%	117 77%	89 67%	107 75%	170 75%	139 75%	49 83%	189 70%
Very good response	126 29%	68 33%	58 26%	35 26%	37 36%	36 35%	18 20%	53 35%	39 23%	33 31%	28 22%	19 26%	75 39% K	42 28%	36 27%	48 33%	69 30%	55 29%	35 60%	87 32%
Somewhat good response	187 44%	85 41%	102 47%	55 41%	45 44%	42 41%	45 52%	51 34%	89 53% H	47 44%	69 52% M	31 43%	70 37%	75 50%	53 40%	59 41%	101 45%	84 45%	14 23%	102 38%
Somewhat/Very Bad Response (Net)	68 16%	36 17%	32 15%	32 24% E	11 11%	14 13%	11 13%	35 23% J	23 14%	10 9%	14 10%	14 19%	40 21% k	21 14%	34 25% nP	13 9%	40 17%	24 13%	10 17%	57 21%
Somewhat bad response	43 10%	22 11%	21 10%	17 12%	5 5%	13 13%	8 10%	23 15% J	18 11%	3 3%	8 6%	10 13%	25 13%	13 9%	23 17% P	8 5%	25 11%	16 9%	6 10%	36 13%
Very bad response	25 6%	14 7%	11 5%	15 11% F	6 6%	1 1%	3 3%	12 8%	5 3%	7 7%	6 4%	4 5%	15 8%	8 5%	11 8%	6 4%	15 7%	8 4%	4 8%	21 8%
I am not familiar with this company	46 11%	20 9%	26 12%	13 10%	9 9%	11 11%	12 14%	12 8%	17 10%	17 16%	21 16% M	9 12% m	6 3%	13 9%	10 7%	23 16%	17 7%	23 12%	-	23 9%
Sigma	427 100%	209 100%	218 100%	135 100%	102 100%	104 100%	86 100%	152 100%	168 100%	107 100%	132 100%	72 100%	191 100%	151 100%	132 100%	144 100%	227 100%	187 100%	59 100%	270 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 709

CPM03_24 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Auto
 General Motors

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	147	258	166	110	67	62	130	166	109	221	53	104	140	146	119	216	179	34	214
Weighted Base	380	185*	195	115*	93*	86*	86**	129*	164*	88*	132*	59*	167*	127*	135*	118*	209	162*	44**	236
Somewhat/Very Good Response (Net)	261 69%	127 69%	134 69%	66 57%	60 65%	58 68%	76 89%	84 65%	118 72%	59 67%	89 67%	47 81%	115 69%	94 74% p	98 72%	69 59%	150 72%	107 66%	34 78%	164 69%
Very good response	97 26%	51 28%	46 23%	23 20%	24 26%	23 26%	27 31%	37 29%	34 21%	26 29%	35 27%	9 16%	47 28%	37 29%	41 30% p	19 16%	55 26%	42 26%	19 43%	59 25%
Somewhat good response	164 43%	76 41%	88 45%	43 37%	36 38%	36 42%	50 58%	47 36%	84 51% h	33 38%	54 41%	38 65% KM	68 41%	57 45%	57 42%	50 43%	95 45%	65 40%	16 36%	104 44%
Somewhat/Very Bad Response (Net)	68 18%	44 24% C	24 12%	23 20%	20 22%	19 23%	6 7%	32 25%	19 12%	17 20%	21 16%	8 14%	33 20%	26 20%	21 16%	21 18%	39 18%	27 17%	9 20%	51 22%
Somewhat bad response	48 13%	32 17% c	16 8%	13 11%	17 18%	12 14%	5 6%	19 15%	15 9%	14 16%	16 12%	4 6%	25 15%	16 12%	15 11%	17 14%	25 12%	20 13%	2 4%	34 15%
Very bad response	20 5%	12 7%	8 4%	10 9%	3 3%	7 9%	* *	13 10%	4 2%	3 4%	5 4%	4 8%	8 5%	10 8%	6 4%	4 4%	14 6%	7 4%	7 17%	17 7%
I am not familiar with this company	51 13%	14 8%	37 19% B	26 23% i	13 14%	8 9%	4 5%	13 10%	27 16%	12 13%	22 16%	3 5%	19 12%	7 6%	16 12%	27 23% N	21 10%	28 17%	1 1%	21 9%
Sigma	380 100%	185 100%	195 100%	115 100%	93 100%	86 100%	86 100%	129 100%	164 100%	88 100%	132 100%	59 100%	167 100%	127 100%	135 100%	118 100%	209 100%	162 100%	44 100%	236 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 710

COMP03_25 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Auto
 Tesla

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	396	146	250	165	96	74	61	137	168	91	218	50	98	110	125	161	188	188	32	215
Weighted Base	418	201*	217	111*	88*	115*	104*	131*	212*	75*	128	67*	191*	130*	141*	148*	212*	188*	39**	245
Somewhat/Very Good Response (Net)	224 54%	116 58%	108 50%	50 45%	51 57%	60 53%	63 61%	78 60% j	117 55% j	28 37%	68 53%	39 58%	104 55%	76 58%	75 53%	73 50%	106 50%	113 60%	19 50%	141 57%
Very good response	75 18%	37 19%	38 17%	22 19%	16 18%	15 13%	22 21%	35 26% i	29 14%	12 16%	23 18%	7 10%	36 19%	29 22%	23 16%	24 16%	42 20%	30 16%	10 25%	44 18%
Somewhat good response	149 36%	78 39%	70 32%	28 25%	34 39% d	45 39%	41 39%	44 33%	89 42% j	16 21%	45 35%	32 47%	68 36%	47 36%	52 37%	50 34%	65 31%	83 44% q	10 26%	97 39%
Somewhat/Very Bad Response (Net)	103 25%	60 30%	43 20%	35 32%	20 23%	22 19%	27 26%	37 28%	51 24%	16 21%	29 23%	16 24%	48 25%	22 17%	34 24%	47 32% n	57 27%	39 21%	13 34%	70 29%
Somewhat bad response	73 18%	38 19%	35 16%	21 19%	16 18%	14 13%	22 22%	28 21%	35 16%	10 14%	17 13%	13 20%	35 18%	16 12%	22 16%	35 24%	38 18%	30 16%	7 19%	55 22%
Very bad response	30 7%	22 11% c	8 4%	14 13%	4 5%	7 6%	4 4%	9 7%	16 8%	6 7%	13 10%	3 5%	13 7%	6 4%	12 8%	13 8%	19 9%	9 5%	6 14%	15 6%
I am not familiar with this company	91 22%	25 12% c	66 30% B	26 24%	17 20%	33 28%	14 14%	16 12%	44 21%	31 42% HI	31 24%	12 18%	39 20%	32 25%	32 22%	27 18%	49 23%	37 19%	6 16%	34 14%
Sigma	418 100%	201 100%	217 100%	111 100%	88 100%	115 100%	104 100%	131 100%	212 100%	75 100%	128 100%	67 100%	191 100%	130 100%	141 100%	148 100%	212 100%	188 100%	39 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 711

CPM03_26 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Auto
 Honda

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	163	246	169	121	64	55	133	178	98	208	58	112	122	147	140	205	187	34	204
Weighted Base	411	212*	200	134*	114*	84*	79**	142*	195*	74*	119*	67*	189*	122*	156*	133*	225	165*	43**	235
Somewhat/Very Good Response (Net)	275 67%	148 70%	127 63%	82 61%	80 70%	61 72%	53 67%	94 66%	135 69%	46 62%	75 63%	51 77%	132 70%	89 73%	103 66%	83 62%	160 71%	108 66%	37 85%	162 69%
Very good response	68 17%	36 17%	32 16%	25 19%	24 21%	9 11%	10 13%	26 18%	28 14%	14 19%	22 19%	7 10%	32 17%	19 16%	30 19%	19 14%	41 18%	23 14%	11 26%	40 17%
Somewhat good response	206 50%	112 53%	95 47%	57 42%	56 49%	51 61%	42 54%	68 48%	107 55%	32 43%	53 44%	44 67%	100 53%	70 57%	72 46%	64 48%	119 53%	86 52%	26 60%	122 52%
Somewhat/Very Bad Response (Net)	89 22%	55 26%	34 17%	38 29%	19 16%	16 19%	16 20%	36 26%	39 20%	14 18%	27 22%	11 16%	45 24%	21 17%	40 25%	28 21%	49 22%	33 20%	6 14%	53 23%
Somewhat bad response	66 16%	42 20%	24 12%	28 21%	14 13%	13 15%	11 14%	23 16%	31 16%	12 17%	15 13%	10 15%	35 19%	16 13%	27 18%	22 17%	33 15%	26 16%	4 8%	41 18%
Very bad response	23 6%	13 6%	10 5%	10 8%	4 4%	3 4%	5 6%	13 9%	8 4%	1 2%	12 10%	1 2%	9 5%	4 4%	12 8%	6 4%	15 7%	6 4%	2 5%	12 5%
I am not familiar with this company	47 12%	8 4%	39 20%	14 10%	15 13%	8 9%	10 13%	12 8%	21 11%	14 19%	17 14%	5 7%	13 7%	12 10%	14 9%	22 16%	16 7%	24 15%	* 1%	19 8%
Sigma	411 100%	212 100%	200 100%	134 100%	114 100%	84 100%	79 100%	142 100%	195 100%	74 100%	119 100%	67 100%	189 100%	122 100%	156 100%	133 100%	225 100%	165 100%	43 100%	235 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 712

CPM03_27 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Auto
 Toyota

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	148	254	174	110	71	47	134	166	102	225	53	102	130	141	131	198	189	39	210
Weighted Base	388	180*	208	140*	87*	92*	70**	122*	178*	87*	129	55*	189*	116*	155*	116*	212	168*	45**	239
Somewhat/Very Good Response (Net)	248 64%	113 63%	134 65%	75 54%	62 71% D	66 72% d	45 64%	70 57%	121 68%	57 65%	84 65%	35 64%	121 64%	82 70%	100 64%	66 57%	138 65%	105 63%	31 69%	169 71%
Very good response	73 19%	37 21%	36 17%	27 19%	20 23%	16 17%	10 15%	32 26% i	25 14%	17 19%	27 21%	7 12%	37 20%	19 16%	38 25%	17 14%	45 21%	27 16%	12 27%	49 20%
Somewhat good response	175 45%	76 43%	98 47%	48 34%	42 48% d	50 55% D	34 50%	38 31%	96 54% H	40 46%	57 44%	29 52%	84 44%	63 54% o	62 40%	49 42%	92 43%	78 46%	19 42%	120 50%
Somewhat/Very Bad Response (Net)	88 23%	50 28% c	37 18%	47 34% EF	16 19%	14 15%	10 15%	33 27%	37 20%	18 20%	21 16%	11 20%	53 28% k	22 19%	43 28%	23 19%	53 25%	34 20%	13 30%	56 23%
Somewhat bad response	67 17%	46 26% C	21 10%	39 28% Ei	9 11%	13 14%	6 9%	19 16%	33 19%	15 17%	14 11%	8 14%	43 23% K	18 15%	31 20%	19 16%	39 18%	28 17%	12 27%	44 18%
Very bad response	20 5%	4 2%	16 8% b	8 6%	7 8%	1 1%	4 6%	14 11%	3 2%	3 4%	7 5%	3 5%	11 6%	5 4%	12 8%	4 3%	14 7%	6 3%	1 2%	12 5%
I am not familiar with this company	52 14%	16 9%	37 18% b	17 12%	9 10%	12 13%	15 21%	19 15%	21 12%	12 14%	24 19% M	9 16%	15 8%	12 10%	13 8%	28 24% NO	21 10%	29 17%	*	14 6%
Sigma	388 100%	180 100%	208 100%	140 100%	87 100%	92 100%	70 100%	122 100%	178 100%	87 100%	129 100%	55 100%	189 100%	116 100%	155 100%	116 100%	212 100%	168 100%	45 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 713

CMOP3_28 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Retail
 Walmart

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	152	254	155	118	72	61	148	151	107	212	55	121	123	132	151	218	171	35	215
Weighted Base	436	204*	232	122*	114*	111*	88*	153*	184*	98*	122	72*	221*	149*	153*	134*	265	159*	46**	264
Somewhat/Very Good Response (Net)	322 74%	142 70%	180 77%	80 65%	84 73%	93 84% D	66 75%	121 79%	131 71%	70 71%	95 78%	51 71%	162 73%	111 74%	115 76%	96 72%	206 78%	108 68%	36 77%	190 72%
Very good response	145 33%	71 35%	74 32%	40 33%	40 35%	43 39%	21 24%	69 45%	41 22%	35 36% i	40 33%	16 23%	81 37%	52 35%	42 27%	51 38%	103 39% R	38 24%	24 52%	83 31%
Somewhat good response	178 41%	72 35%	106 46%	39 32%	43 38%	50 45%	45 51% d	52 34%	90 49% h	35 36%	55 45%	35 48%	81 37%	59 40%	73 48% p	45 34%	103 39%	70 44%	12 25%	108 41%
Somewhat/Very Bad Response (Net)	86 20%	46 23%	40 17%	30 25%	25 22%	15 14%	16 18%	29 19%	35 19%	23 23%	17 14%	18 24%	50 22%	33 22%	35 23%	19 14%	53 20%	32 20%	8 18%	67 25%
Somewhat bad response	50 11%	22 11%	27 12%	17 14%	13 12%	11 10%	8 9%	17 11%	27 15% j	5 5%	10 8%	9 12%	29 13%	17 12%	21 14%	11 8%	30 11%	18 11%	5 10%	39 15%
Very bad response	37 8%	24 12% c	12 5%	13 11%	11 10%	5 4%	8 9%	11 7%	8 4%	18 18% hl	7 5%	9 12%	21 9%	15 10%	14 9%	8 6%	23 9%	14 9%	4 8%	28 11%
I am not familiar with this company	27 6%	15 7%	12 5%	12 10%	6 5%	3 3%	6 7%	4 2%	18 10% h	5 5%	11 9%	3 4%	9 4%	5 4%	3 2%	19 14% NO	6 2%	19 12% Q	2 5%	7 3%
Sigma	436 100%	204 100%	232 100%	122 100%	114 100%	111 100%	88 100%	153 100%	184 100%	98 100%	122 100%	72 100%	221 100%	149 100%	153 100%	134 100%	265 100%	159 100%	46 100%	264 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 714

CMOP3_29 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Retail
 Target

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	164	243	165	110	66	66	148	146	113	219	60	104	126	128	153	225	171	39	217
Weighted Base	419	200*	219	125*	98*	89*	107*	159*	162*	97*	141	70*	183*	126*	142*	151*	238	168*	54**	246
Somewhat/Very Good Response (Net)	289 69%	126 63%	163 74% b	71 57%	71 72% d	71 80% D	75 70%	110 69%	120 74%	59 61%	90 64%	58 82% K	127 69%	87 69%	103 73%	99 66%	169 71%	116 69%	34 63%	164 67%
Very good response	79 19%	27 13%	53 24% B	28 22% G	25 26% G	18 20%	9 8%	29 18%	31 19%	19 20%	27 19%	18 26%	31 17%	21 17%	27 19%	31 20%	51 21%	27 16%	14 25%	44 18%
Somewhat good response	209 50%	99 50%	110 50%	43 35%	46 47%	54 60% D	66 62% D	80 51%	89 55%	40 41%	63 44%	39 56%	96 52%	65 52%	76 53%	69 45%	118 50%	88 52%	21 38%	120 49%
Somewhat/Very Bad Response (Net)	81 19%	50 25% C	31 14%	41 33% eFG	19 19%	11 12%	10 9%	37 23% i	21 13%	23 24%	23 16%	9 13%	46 25%	26 21%	26 18%	29 19%	47 20%	32 19%	17 31%	63 26%
Somewhat bad response	43 10%	26 13%	17 8%	25 20% EFG	6 6%	6 7%	6 6%	13 8%	13 8%	17 18% hi	14 10%	3 4%	24 13%	11 9%	16 12%	15 10%	21 9%	19 11%	6 11%	33 14%
Very bad response	38 9%	24 12%	14 6%	16 13%	13 13%	5 5%	4 4%	24 15% i	8 5%	6 6%	9 7%	6 9%	22 12%	15 12%	9 7%	14 9%	25 11%	13 8%	10 19%	30 12%
I am not familiar with this company	49 12%	24 12%	25 11%	12 10%	9 9%	7 8%	22 20%	13 8%	21 13%	15 16%	28 20% LM	3 5%	10 6%	14 11%	13 9%	23 15%	22 9%	21 12%	3 6%	19 8%
Sigma	419 100%	200 100%	219 100%	125 100%	98 100%	89 100%	107 100%	159 100%	162 100%	97 100%	141 100%	70 100%	183 100%	126 100%	142 100%	151 100%	238 100%	168 100%	54 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 715

CPM03_30 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Retail
 Best Buy

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	155	256	186	110	65	50	133	173	105	232	52	100	132	129	150	210	187	34	225
Weighted Base	396	190*	206	124	115*	90*	66**	134*	178*	84*	136	72*	167*	143*	140*	114*	226	159	51**	244
Somewhat/Very Good Response (Net)	255 64%	133 70%	122 59%	78 63%	77 67%	56 62%	44 66%	86 64%	118 66%	51 61%	80 59%	50 70%	113 67%	101 70% p	90 65%	64 56%	152 67%	100 62%	40 80%	161 66%
Very good response	74 19%	37 19%	37 18%	26 21%	23 20%	17 19%	7 11%	23 17%	37 21%	14 17%	24 18%	13 17%	34 21%	25 17%	31 22%	19 16%	49 22%	23 14%	12 23%	58 24%
Somewhat good response	181 46%	96 50%	85 41%	52 42%	53 46%	39 44%	36 55%	63 47%	81 45%	37 44%	56 41%	38 52%	78 47%	76 53%	60 43%	45 40%	102 45%	77 48%	29 56%	102 42%
Somewhat/Very Bad Response (Net)	83 21%	38 20%	45 22%	25 20%	32 28%	19 21%	8 12%	30 22%	37 21%	17 20%	28 21%	8 11%	45 27% l	31 22%	24 18%	27 24%	56 25% r	24 15%	5 10%	62 26%
Somewhat bad response	66 17%	32 17%	34 17%	20 16%	26 23%	18 20%	2 4%	20 15%	32 18%	14 16%	18 14%	6 9%	39 23% l	26 18%	18 13%	21 19%	43 19%	20 13%	5 10%	52 21%
Very bad response	17 4%	7 3%	11 5%	5 4%	6 5%	1 1%	6 9%	10 7%	5 3%	3 4%	10 7%	1 2%	6 4%	5 3%	6 5%	6 5%	14 6%	4 2%	-	11 4%
I am not familiar with this company	58 15%	20 10%	39 19% b	22 17% E	7 6%	15 17% e	14 22%	19 14%	24 13%	16 19%	28 20% M	14 20% M	10 6%	11 8%	25 18% n	22 20% N	18 8%	36 23% Q	5 10%	21 9%
Sigma	396 100%	190 100%	206 100%	124 100%	115 100%	90 100%	66 100%	134 100%	178 100%	84 100%	136 100%	72 100%	167 100%	143 100%	140 100%	114 100%	226 100%	159 100%	51 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 716

CMOP3_31 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Retail
 The Home Depot

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	137	271	166	111	66	65	136	168	104	226	57	103	137	126	145	202	196	39	222
Weighted Base	408	169*	238	112*	97*	118*	81**	114*	186*	107*	121	63*	202*	140*	134*	134*	230*	171*	52**	245
Somewhat/Very Good Response (Net)	299 73%	116 69%	182 77%	65 58%	72 74% D	101 86% D	61 75%	90 79%	129 69%	79 74%	90 74%	47 75%	145 72%	119 85% P	100 74% p	80 60%	167 72%	128 75%	40 77%	183 74%
Very good response	90 22%	42 25%	48 20%	23 21%	21 22%	29 24%	16 20%	29 26%	43 23%	18 16%	32 27%	14 22%	42 21%	38 27% p	33 25%	18 14%	44 19%	44 26%	8 16%	53 22%
Somewhat good response	209 51%	75 44%	135 57% b	42 37%	51 52% d	73 61% D	44 55%	61 54%	86 46%	62 58%	57 47%	34 53%	103 51%	81 58%	67 50%	62 46%	123 53%	84 49%	32 61%	130 53%
Somewhat/Very Bad Response (Net)	64 16%	37 22% C	27 11%	33 29% EF	10 10%	8 7%	14 17%	20 17%	31 17%	13 12%	19 16%	8 13%	34 17%	14 10%	23 17%	26 20%	38 17%	24 14%	10 19%	52 21%
Somewhat bad response	44 11%	24 14%	20 8%	18 16% f	8 8%	7 6%	12 15%	14 13%	21 11%	8 8%	12 10%	5 7%	25 13%	7 5%	17 13%	20 15% n	27 12%	15 9%	9 18%	39 16%
Very bad response	20 5%	13 8%	7 3%	15 14% EF	2 2%	1 1%	2 2%	5 5%	10 5%	5 4%	7 6%	3 5%	9 4%	7 5%	6 5%	6 5%	11 5%	9 5%	1 1%	13 5%
I am not familiar with this company	45 11%	16 9%	29 12%	14 13%	15 16%	9 8%	7 8%	4 3%	26 14% H	15 14% h	13 10%	8 13%	23 11%	7 5%	11 8%	27 20% No	26 11%	19 11%	2 4%	11 5%
Sigma	408 100%	169 100%	238 100%	112 100%	97 100%	118 100%	81 100%	114 100%	186 100%	107 100%	121 100%	63 100%	202 100%	140 100%	134 100%	134 100%	230 100%	171 100%	52 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 717

CMP03_32 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Retail
 Costco

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	151	257	159	118	61	70	135	170	103	207	54	120	127	141	140	209	183	45	225
Weighted Base	413	188*	225	128*	95*	100*	90*	134*	184*	95*	109	70*	203*	133*	157*	123*	213	189*	63**	252
Somewhat/Very Good Response (Net)	282 68%	125 67%	157 70%	74 57%	66 69%	74 74% d	69 77% D	89 66%	135 73%	58 61%	76 70%	52 73%	140 69%	94 71%	113 72%	75 61%	147 69%	131 69%	41 65%	172 68%
Very good response	94 23%	46 25%	48 21%	35 27%	22 23%	14 14%	23 26%	35 26%	40 22%	20 21%	27 25%	20 28%	41 20%	35 26%	37 24%	22 18%	52 24%	41 22%	15 24%	58 23%
Somewhat good response	188 46%	79 42%	109 48%	39 30%	44 46% D	60 60% D	46 51% D	54 40%	95 52%	38 41%	49 45%	32 45%	99 49%	59 45%	76 48%	53 43%	95 45%	90 47%	26 41%	114 45%
Somewhat/Very Bad Response (Net)	47 11%	30 16% c	17 8%	26 20% FG	15 16% F	1 1%	5 5%	23 17% i	15 8%	9 9%	11 10%	6 9%	27 13%	13 10%	15 9%	19 15%	29 14%	15 8%	13 20%	38 15%
Somewhat bad response	26 6%	19 10% C	7 3%	15 12% F	7 8% f	-	3 3%	16 12% lj	7 4%	3 3%	7 7%	3 4%	14 7%	6 5%	9 5%	11 9%	14 7%	10 5%	7 11%	22 9%
Very bad response	21 5%	11 6%	10 4%	10 8%	8 8%	1 1%	2 2%	7 5%	7 4%	6 6%	4 3%	3 4%	13 6%	7 5%	6 4%	8 6%	15 7%	5 3%	6 10%	16 6%
I am not familiar with this company	84 20%	33 17%	51 23%	29 23%	14 15%	25 25%	16 18%	22 16%	34 19%	28 29% h	22 20%	13 18%	36 18%	26 19%	30 19%	29 23%	37 17%	44 23%	9 15%	41 16%
Sigma	413 100%	188 100%	225 100%	128 100%	95 100%	100 100%	90 100%	134 100%	184 100%	95 100%	109 100%	70 100%	203 100%	133 100%	157 100%	123 100%	213 100%	189 100%	63 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 718

CMOP3_33 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Retail
 Macy's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	148	254	171	126	60	45	137	169	96	217	42	117	126	136	140	200	186	40	218
Weighted Base	389	166*	223	130*	118*	90*	51**	133*	180*	76*	118	43*	197*	128*	131*	130*	207	168*	55**	234
Somewhat/Very Good Response (Net)	255 66%	110 66%	146 65%	77 59%	76 65%	67 75%	35 67%	103 77%	105 58%	48 63%	69 59%	34 78%	134 68%	89 69%	92 70%	74 57%	138 67%	113 67%	34 61%	162 69%
Very good response	87 22%	44 26%	44 20%	33 25%	36 31%	12 13%	6 11%	43 32%	23 13%	21 28%	20 17%	8 20%	56 28%	26 20%	33 25%	29 22%	48 23%	37 22%	20 36%	53 23%
Somewhat good response	168 43%	66 40%	102 46%	44 34%	40 34%	55 62%	29 56%	60 45%	81 45%	27 36%	49 42%	26 59%	79 40%	63 49%	59 45%	46 35%	91 44%	75 45%	14 25%	108 46%
Somewhat/Very Bad Response (Net)	74 19%	39 23%	35 16%	30 23%	25 21%	11 13%	8 15%	18 13%	45 25%	12 15%	28 23%	4 9%	41 21%	24 19%	25 19%	25 19%	45 22%	24 14%	20 36%	55 24%
Somewhat bad response	48 12%	27 16%	22 10%	21 16%	17 15%	8 9%	2 5%	12 9%	28 16%	9 11%	19 16%	2 5%	27 14%	16 12%	13 10%	20 15%	35 17%	10 6%	15 27%	36 15%
Very bad response	25 7%	12 7%	13 6%	9 7%	8 7%	3 4%	5 11%	6 5%	16 9%	3 4%	9 8%	2 5%	13 7%	8 6%	12 9%	5 4%	11 5%	14 8%	5 9%	20 8%
I am not familiar with this company	60 15%	18 11%	42 19%	23 18%	17 14%	11 12%	9 17%	13 10%	30 17%	17 22%	21 18%	5 12%	22 11%	16 12%	13 10%	31 24%	24 12%	31 19%	2 3%	17 7%
Sigma	389 100%	166 100%	223 100%	130 100%	118 100%	90 100%	51 100%	133 100%	180 100%	76 100%	118 100%	43 100%	197 100%	128 100%	131 100%	130 100%	207 100%	168 100%	55 100%	234 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 719

CMOP3_34 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Retail
 Gap

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	398	149	249	176	103	69	50	129	168	101	218	44	97	119	129	150	200	180	29	214
Weighted Base	368	163*	205	138*	86*	74*	70**	120*	172*	76*	129	45**	155*	112*	132*	125*	210	145	33**	225
Somewhat/Very Good Response (Net)	210 57%	90 55%	120 59%	66 48%	54 63% d	46 63%	44 63%	78 65%	90 53%	42 55%	69 53%	32 71%	93 60%	73 65% P	79 60% p	58 47%	133 64% R	71 49%	23 71%	131 58%
Very good response	53 14%	29 18%	24 12%	20 15%	24 28% DF	6 8%	2 3%	23 20% i	16 9%	14 18%	18 14%	5 11%	26 17%	22 20% p	19 14%	12 10%	34 16%	15 10%	12 37%	34 15%
Somewhat good response	157 43%	61 37%	96 47%	46 33%	30 35%	40 54% De	42 59%	54 45%	74 43%	28 37%	51 39%	27 60%	67 43%	51 45%	61 46%	46 37%	99 47%	56 38%	11 33%	98 43%
Somewhat/Very Bad Response (Net)	92 25%	49 30%	43 21%	47 34%	19 23%	15 20%	11 15%	27 23%	49 29%	16 21%	33 26%	8 18%	43 28%	21 18%	35 27%	36 29%	43 20%	45 31% q	9 28%	61 27%
Somewhat bad response	60 16%	29 18%	30 15%	27 19%	13 15%	11 15%	9 13%	15 12%	34 20%	11 14%	21 16%	4 8%	29 18%	15 14%	25 19%	19 15%	30 14%	26 18%	7 22%	38 17%
Very bad response	32 9%	20 12%	13 6%	20 15%	7 8%	4 6%	1 2%	13 10%	15 9%	5 6%	12 9%	4 10%	15 9%	5 5%	10 8%	17 14% n	13 6%	19 13% q	2 6%	24 10%
I am not familiar with this company	66 18%	24 15%	42 20%	25 18%	12 14%	13 17%	16 22%	15 13%	32 19%	19 24% h	28 21% m	5 11%	19 12%	18 16%	17 13%	30 24% o	34 16%	30 20%	*	32 14%
Sigma	368 100%	163 100%	205 100%	138 100%	86 100%	74 100%	70 100%	120 100%	172 100%	76 100%	129 100%	45 100%	155 100%	112 100%	132 100%	125 100%	210 100%	145 100%	33 100%	225 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 720

CM03_35 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Retail
 Nike

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	168	243	163	127	64	57	140	175	96	220	56	114	135	151	125	221	174	36	217
Weighted Base	387	193*	194	112*	114*	90*	71**	127*	171*	89*	123	55*	181*	134*	156*	97*	220	156*	38**	236
Somewhat/Very Good Response (Net)	262 68%	127 66%	135 70%	71 63%	87 77% df	53 59%	50 71%	88 69%	115 67%	59 66%	81 66%	32 58%	132 73% l	94 70%	112 72% p	56 58%	146 66%	109 70%	27 71%	178 76%
Very good response	91 23%	48 25%	43 22%	26 23%	35 31% f	14 16%	15 22%	31 24%	38 22%	22 24%	29 23%	8 15%	48 26%	35 26%	38 24%	18 19%	59 27%	27 18%	17 45%	64 27%
Somewhat good response	171 44%	80 41%	92 47%	45 40%	52 46%	39 44%	35 49%	57 45%	77 45%	37 42%	52 43%	24 43%	84 47%	60 45%	74 47%	38 39%	87 40%	81 52% q	10 26%	114 48%
Somewhat/Very Bad Response (Net)	69 18%	45 23% c	24 13%	26 24%	17 15%	20 22%	5 7%	22 17%	32 19%	15 17%	21 17%	14 26%	31 17%	23 17%	26 17%	19 20%	43 20%	23 15%	8 22%	37 16%
Somewhat bad response	36 9%	25 13% c	11 6%	15 13%	8 7%	11 13%	2 3%	11 9%	18 11%	7 7%	15 12%	4 7%	15 8%	10 7%	17 11%	9 9%	25 11%	10 6%	3 7%	20 8%
Very bad response	33 8%	20 10%	13 7%	12 11%	9 8%	9 10%	3 5%	11 8%	14 8%	8 10%	6 5%	10 19% K	16 9%	13 10%	9 6%	11 11%	18 8%	13 8%	6 15%	17 7%
I am not familiar with this company	56 15%	21 11%	35 18%	15 13%	9 8%	17 18%	15 22%	17 14%	24 14%	15 17%	21 17%	16 16%	18 10%	16 12%	18 11%	22 23% no	31 14%	24 15%	3 7%	21 9%
Sigma	387 100%	193 100%	194 100%	112 100%	114 100%	90 100%	71 100%	127 100%	171 100%	89 100%	123 100%	55 100%	181 100%	134 100%	156 100%	97 100%	220 100%	156 100%	38 100%	236 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 721

CMOP3_36 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Retail
 Lowe's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	155	258	163	118	67	65	141	165	107	234	59	97	128	133	152	202	195	38	216
Weighted Base	399	178*	221	111*	100*	95*	93*	134*	176*	90*	135	59*	185*	120*	139*	140*	204	181*	54**	240
Somewhat/Very Good Response (Net)	266 67%	112 63%	154 70%	59 53%	67 67% d	79 83% De	61 66%	83 62%	123 70%	60 67%	88 65%	42 72%	131 71%	91 76% P	94 67%	82 59%	133 65%	130 72%	40 74%	163 68%
Very good response	93 23%	44 24%	49 22%	26 23%	33 32% g	21 22%	14 15%	41 31% I	30 17%	22 25%	32 23%	14 25%	44 24%	34 28%	30 22%	28 20%	51 25%	40 22%	22 40%	58 24%
Somewhat good response	174 44%	68 38%	105 48%	33 30%	35 35%	58 61% DE	47 51% D	42 31%	93 53% H	38 43%	56 41%	28 47%	86 47%	56 47%	63 45%	54 39%	82 40%	90 50%	18 34%	105 44%
Somewhat/Very Bad Response (Net)	69 17%	39 22%	30 13%	32 29% FG	23 23% Fg	5 5%	9 10%	33 25% J	27 15%	9 10%	22 16%	9 15%	35 19%	17 14%	27 19%	25 18%	44 21%	24 13%	11 21%	50 21%
Somewhat bad response	49 12%	33 18% C	17 8%	26 24% FG	17 17% fG	4 4%	3 3%	22 17% J	22 12%	5 6%	14 10%	5 8%	28 15%	13 11%	16 11%	21 15%	28 14%	20 11%	7 14%	39 16%
Very bad response	20 5%	7 4%	13 6%	6 5%	6 6%	1 1%	6 7%	11 8%	5 3%	4 4%	8 6%	4 7%	7 4%	5 4%	11 8%	4 3%	15 8%	4 2%	4 7%	11 5%
I am not familiar with this company	64 16%	27 15%	37 17%	20 18%	10 10%	11 12%	23 25% e	18 13%	26 15%	20 23%	26 19%	8 13%	19 10%	12 10%	19 14%	33 24% N	27 13%	27 15%	3 5%	26 11%
Sigma	399 100%	178 100%	221 100%	111 100%	100 100%	95 100%	93 100%	134 100%	176 100%	90 100%	135 100%	59 100%	185 100%	120 100%	139 100%	140 100%	204 100%	181 100%	54 100%	240 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 722

CMOP3_37 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Retail
 Nordstrom

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	140	262	175	110	61	56	143	164	95	215	54	103	121	152	129	207	183	29	225
Weighted Base	395	157*	238	118	101*	100*	76*	134*	177*	85*	125	65*	175*	130*	159*	106*	227	158*	34**	237
Somewhat/Very Good Response (Net)	228 58%	92 58%	137 57%	63 53%	63 62%	56 56%	47 62%	73 55%	111 63%	44 52%	65 52%	36 56%	113 64%	80 61%	98 61%	51 48%	139 61%	86 54%	23 67%	157 66%
Very good response	53 13%	22 14%	31 13%	14 12%	18 18%	18 18%	3 4%	19 15%	25 14%	8 10%	11 9%	9 14%	31 18%	19 14%	21 14%	13 12%	32 14%	19 12%	5 15%	42 18%
Somewhat good response	175 44%	70 45%	105 44%	49 41%	45 44%	38 38%	44 57%	54 40%	86 48%	36 42%	54 44%	27 42%	81 46%	61 47%	76 48%	38 36%	107 47%	67 42%	18 51%	115 49%
Somewhat/Very Bad Response (Net)	72 18%	34 22%	38 16%	23 20%	17 17%	18 18%	13 17%	29 22%	32 18%	10 12%	24 19%	15 23%	28 16%	18 14%	39 24%	15 14%	44 19%	25 16%	8 22%	46 19%
Somewhat bad response	46 12%	27 17%	19 8%	17 14%	9 9%	14 14%	6 8%	16 12%	21 12%	9 11%	13 11%	13 20%	17 9%	9 7%	25 16%	12 11%	26 12%	18 11%	3 10%	27 12%
Very bad response	26 6%	7 4%	19 8%	7 6%	8 8%	4 4%	7 9%	13 10%	11 6%	1 1%	10 8%	2 4%	11 6%	9 7%	14 9%	3 3%	18 8%	8 5%	4 12%	19 8%
I am not familiar with this company	95 24%	31 20%	64 27%	32 27%	21 20%	26 26%	16 21%	32 24%	33 19%	30 36%	35 28%	14 21%	35 20%	32 25%	23 14%	40 38%	44 19%	47 30%	4 11%	34 14%
Sigma	395 100%	157 100%	238 100%	118 100%	101 100%	100 100%	76 100%	134 100%	177 100%	85 100%	125 100%	65 100%	175 100%	130 100%	159 100%	106 100%	227 100%	158 100%	34 100%	237 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 723

CPM03_41 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Airlines
 Delta Air Lines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	140	265	167	100	71	67	127	174	104	223	50	101	120	137	148	214	183	28	221
Weighted Base	427	191*	236	111*	104*	112*	99*	131*	209*	87*	135	59*	197*	134*	154*	139*	250	171*	42**	268
Somewhat/Very Good Response (Net)	284 67%	134 70%	151 64%	61 54%	78 74% D	76 68%	70 71% d	108 82% J	125 60%	51 59%	83 62%	42 72%	141 72%	88 66%	105 68%	92 66%	173 69%	109 64%	33 80%	199 74%
Very good response	103 24%	57 30% c	46 19%	16 14%	33 32% D	20 18%	34 34% D	46 35% I	38 18%	18 21%	26 20%	12 21%	56 28%	44 33% P	40 26% p	19 13%	72 29% r	29 17%	16 38%	82 31%
Somewhat good response	182 43%	77 40%	105 44%	45 40%	45 43%	56 50%	36 37%	62 47%	87 42%	33 38%	57 42%	30 51%	86 44%	44 33%	64 42%	73 53% N	101 41%	80 47%	18 42%	117 44%
Somewhat/Very Bad Response (Net)	80 19%	43 23%	37 16%	31 28% eg	15 14%	22 20%	12 13%	17 13%	48 23%	15 18%	23 17%	8 14%	40 20%	29 22%	31 20%	20 14%	45 18%	34 20%	3 8%	52 19%
Somewhat bad response	56 13%	28 14%	29 12%	20 18%	12 11%	14 12%	10 11%	9 7%	41 20% HJ	6 7%	16 12%	6 11%	32 16%	22 17%	20 13%	15 11%	25 10%	31 18%	2 5%	39 14%
Very bad response	24 6%	16 8%	8 3%	11 9%	3 3%	8 8%	2 2%	7 6%	7 4%	9 11%	7 5%	2 3%	9 4%	7 5%	12 8%	5 4%	21 8%	3 2%	1 3%	13 5%
I am not familiar with this company	62 14%	14 7%	48 20% B	20 18%	12 11%	14 12%	16 17%	7 5%	35 17% H	20 23% H	29 21% M	8 14%	16 8%	17 13%	18 12%	27 20%	31 13%	28 16%	5 12%	17 6%
Sigma	427 100%	191 100%	236 100%	111 100%	104 100%	112 100%	99 100%	131 100%	209 100%	87 100%	135 100%	59 100%	197 100%	134 100%	154 100%	139 100%	250 100%	171 100%	42 100%	268 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 724

CMP03_42 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Airlines
 United Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	161	251	184	117	59	52	140	181	91	206	55	121	106	151	155	209	189	30	224
Weighted Base	430	203*	227	153	123*	85*	68**	145*	197*	88*	131*	55*	213*	111*	170*	149*	247	169*	37**	256
Somewhat/Very Good Response (Net)	240 56%	104 51%	136 60%	95 62%	70 57%	44 52%	32 46%	91 63%	101 51%	48 55%	72 55%	35 64%	116 54%	70 63%	91 54%	79 53%	141 57%	96 56%	27 75%	163 63%
Very good response	79 18%	43 21%	36 16%	41 27%	21 17%	7 9%	10 15%	31 22%	37 19%	11 12%	21 16%	15 28%	40 19%	26 24%	29 17%	24 16%	45 18%	33 19%	16 43%	54 21%
Somewhat good response	161 38%	61 30%	100 44% B	54 35%	49 40%	37 43%	21 31%	60 41%	64 33%	37 42%	51 39%	20 36%	76 36%	44 39%	62 37%	55 37%	96 39%	63 37%	11 31%	109 42%
Somewhat/Very Bad Response (Net)	119 28%	67 33%	52 23%	42 27%	32 26%	24 29%	21 31%	42 29%	59 30%	18 21%	36 27%	8 14%	71 33% L	27 24%	55 32%	37 25%	66 27%	48 28%	8 23%	74 29%
Somewhat bad response	81 19%	45 22%	37 16%	23 15%	26 21%	19 22%	14 21%	22 15%	49 25%	10 11%	23 18%	4 7%	51 24% L	23 21%	42 25% P	17 11%	44 18%	35 20%	4 11%	50 20%
Very bad response	38 9%	22 11%	16 7%	19 13% e	6 5%	6 7%	7 10%	19 13% I	10 5%	8 9%	13 10%	4 7%	20 9%	4 3%	13 8%	21 14% N	22 9%	14 8%	4 11%	24 9%
I am not familiar with this company	71 16%	32 16%	39 17%	16 11%	22 18%	17 20%	16 23%	12 8%	37 19% H	22 25% H	23 17%	12 22%	26 12%	14 13%	24 14%	32 22%	40 16%	26 15%	1 3%	19 8%
Sigma	430 100%	203 100%	227 100%	153 100%	123 100%	85 100%	68 100%	145 100%	197 100%	88 100%	131 100%	55 100%	213 100%	111 100%	170 100%	149 100%	247 100%	169 100%	37 100%	256 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 725

CPM03_43 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Airlines
 American Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	159	250	162	109	79	59	139	176	94	204	61	119	119	127	163	219	178	36	219
Weighted Base	431	200*	232	133*	93*	116*	89*	129*	212*	91*	116	79*	216*	125*	145*	162*	238	180*	50**	266
Somewhat/Very Good Response (Net)	259 60%	120 60%	139 60%	65 49%	50 53%	83 72% De	61 69% d	75 58%	129 61%	55 61%	78 68% m	56 72%	120 56%	75 60%	85 59%	98 61%	139 58%	114 63%	34 68%	166 62%
Very good response	82 19%	38 19%	45 19%	21 16%	21 23%	26 22%	14 16%	32 25%	32 15%	18 20%	22 19%	14 18%	45 21%	26 21%	20 14%	36 22%	53 22%	29 16%	16 32%	56 21%
Somewhat good response	177 41%	83 41%	94 41%	44 33%	28 30%	57 50% de	47 53% dE	43 34%	96 45%	37 41%	56 48% m	42 54% m	75 35%	50 40%	65 45%	62 38%	86 36%	84 47%	18 36%	110 41%
Somewhat/Very Bad Response (Net)	109 25%	63 31% c	47 20%	49 36% FG	31 33% Fg	15 13%	15 17%	37 29%	51 24%	21 23%	21 18%	10 13%	74 34% KL	41 33% p	37 25%	32 20%	63 26%	44 25%	13 27%	78 29%
Somewhat bad response	70 16%	37 19%	32 14%	27 20% f	20 21% f	10 9%	13 15%	22 17%	34 16%	14 15%	16 14%	6 7%	45 21% l	31 24% P	22 15%	17 10%	40 17%	29 16%	12 25%	50 19%
Very bad response	39 9%	25 13%	14 6%	21 16% FG	11 12% fg	5 4%	2 2%	15 12%	17 8%	7 8%	5 5%	4 5%	29 13% k	10 8%	14 10%	15 9%	23 10%	16 9%	1 2%	28 10%
I am not familiar with this company	63 15%	17 8%	46 20% B	19 14%	13 14%	18 16%	13 15%	16 13%	32 15%	14 16%	16 14%	12 15%	22 10%	9 7%	23 16%	31 19% N	36 15%	21 12%	2 5%	23 8%
Sigma	431 100%	200 100%	232 100%	133 100%	93 100%	116 100%	89 100%	129 100%	212 100%	91 100%	116 100%	79 100%	216 100%	125 100%	145 100%	162 100%	238 100%	180 100%	50 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 726

CP03_44 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Airlines
 JetBlue Airways

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	141	262	160	114	60	69	141	173	89	216	61	102	128	133	142	212	178	38	217
Weighted Base	440	195*	245	125*	114*	100*	102*	156*	205*	79*	130*	92*	188*	156*	149*	136*	264	164*	70**	271
Somewhat/Very Good Response (Net)	230 52%	118 60% C	112 46%	55 44%	68 60% d	47 47%	60 59%	97 62% J	105 51%	28 35%	60 46%	54 59%	103 55%	82 53%	81 55%	67 49%	139 53%	86 53%	47 67%	153 56%
Very good response	43 10%	21 11%	22 9%	15 12% F	19 17% F	1 1%	7 7%	25 16% I	8 4%	10 13% i	9 7%	5 5%	26 14%	19 12%	14 10%	9 7%	26 10%	14 8%	19 27%	36 13%
Somewhat good response	188 43%	97 50% c	91 37%	40 32%	49 43%	46 46%	53 52% D	72 46% J	97 47% J	18 23%	51 39%	49 54%	77 41%	63 40%	67 45%	58 43%	114 43%	73 44%	28 40%	117 43%
Somewhat/Very Bad Response (Net)	81 18%	45 23%	37 15%	32 26%	21 19%	14 14%	13 13%	28 18%	43 21%	11 14%	24 18%	12 12%	42 23%	40 25% P	31 21% P	11 8%	52 20%	25 15%	11 16%	62 23%
Somewhat bad response	62 14%	31 16%	30 12%	24 19%	15 13%	11 11%	12 11%	18 11%	35 17%	9 12%	18 14%	11 12%	32 17%	27 17% p	25 17% p	10 7%	38 15%	19 11%	6 9%	46 17%
Very bad response	20 5%	14 7%	6 3%	9 7%	6 6%	3 3%	2 2%	10 6%	8 4%	2 2%	6 5%	2 2%	10 5%	12 8% p	6 4%	2 1%	14 5%	6 4%	5 7%	16 6%
I am not familiar with this company	129 29%	32 17%	96 39% B	37 30%	24 21%	39 39% e	29 28%	31 20%	57 28%	40 51% H	46 36% m	25 28%	42 23%	34 22%	37 25%	58 42% NO	73 28%	53 32%	12 17%	56 21%
Sigma	440 100%	195 100%	245 100%	125 100%	114 100%	100 100%	102 100%	156 100%	205 100%	79 100%	130 100%	92 100%	188 100%	156 100%	149 100%	136 100%	264 100%	164 100%	70 100%	271 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 727

CM03_45 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Manufacturing/Industrial

3M

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	159	253	161	118	61	72	141	167	104	234	54	105	139	140	133	226	172	39	216
Weighted Base	446	247*	199	113*	115*	87*	131*	154*	195*	97*	145	76*	207*	168*	156*	122*	264	170*	50**	270
Somewhat/Very Good Response (Net)	285 64%	176 71% C	109 54%	54 48%	75 65% D	59 69% D	96 73% D	105 68%	122 63%	58 60%	77 53%	51 67%	150 73% K	109 65%	105 67%	71 58%	175 66%	108 63%	36 72%	184 68%
Very good response	103 23%	58 23%	45 23%	24 21%	32 28%	25 29%	22 17%	46 30% I	36 18%	22 23%	29 20%	14 18%	59 29%	47 28%	33 21%	23 19%	68 26%	33 19%	24 47%	62 23%
Somewhat good response	182 41%	119 48% C	63 32%	30 26%	43 38%	34 39%	74 57% De	59 38%	87 44%	36 37%	48 33%	37 49%	90 44%	63 37%	71 46%	48 39%	107 41%	75 44%	13 25%	122 45%
Somewhat/Very Bad Response (Net)	65 15%	44 18%	22 11%	30 27% EG	9 8%	16 18%	10 7%	25 16%	30 16%	10 11%	19 13%	10 14%	36 17%	22 13%	25 16%	18 15%	40 15%	21 12%	8 17%	47 17%
Somewhat bad response	46 10%	33 13%	13 7%	19 17% eg	7 7%	13 15%	7 5%	17 11%	22 11%	8 8%	11 7%	9 11%	27 13%	16 9%	20 12%	11 9%	32 12%	10 6%	7 13%	35 13%
Very bad response	19 4%	10 4%	9 4%	11 10% Eg	2 2%	3 4%	3 2%	8 5%	9 4%	3 3%	8 6%	2 2%	9 4%	6 4%	5 3%	7 6%	8 3%	11 6%	2 4%	13 5%
I am not familiar with this company	96 22%	27 11%	69 35% B	29 26%	30 26%	11 13%	25 19%	25 16%	43 22%	28 29% h	49 34% M	14 19%	21 10%	36 22%	27 17%	33 27%	48 18%	42 25%	6 11%	39 14%
Sigma	446 100%	247 100%	199 100%	113 100%	115 100%	87 100%	131 100%	154 100%	195 100%	97 100%	145 100%	76 100%	207 100%	168 100%	156 100%	122 100%	264 100%	170 100%	50 100%	270 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 728

CMOP3_46 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Manufacturing/Industrial
 Honeywell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	149	257	173	118	62	53	141	168	97	214	59	108	133	143	130	226	167	43	226
Weighted Base	402	179*	223	130	106*	78*	88**	127*	191*	84*	124	74*	180*	146*	133*	124*	234	160*	61**	244
Somewhat/Very Good Response (Net)	204 51%	91 51%	113 50%	56 43%	51 48%	46 59%	51 58%	72 57%	85 45%	47 55%	61 49%	53 72% KM	78 44%	82 56%	69 52%	53 43%	134 57% R	66 42%	36 58%	130 53%
Very good response	44 11%	23 13%	22 10%	12 9%	19 18%	13 17%	*	21 17% I	14 7%	9 11%	13 11%	6 8%	24 13%	22 15%	13 10%	9 7%	28 12%	14 9%	12 20%	31 13%
Somewhat good response	160 40%	69 38%	91 41%	44 34%	32 30%	33 42%	51 58%	51 40%	72 38%	37 44%	47 38%	47 64% KM	54 30%	60 41%	56 42%	45 36%	106 45% r	52 33%	24 39%	99 41%
Somewhat/Very Bad Response (Net)	82 20%	51 28% C	32 14%	32 24%	24 22%	21 26%	6 7%	37 29%	30 16%	15 18%	24 19% L	3 4%	52 29% L	28 20%	30 22%	24 20%	54 23% J	25 16%	20 33%	67 27%
Somewhat bad response	52 13%	28 16%	23 11%	14 11%	15 14%	19 25% D	4 4%	21 16% J	18 9%	13 16%	15 12% L	-	34 19% L	17 11%	17 13%	18 14%	32 14%	17 11%	5 9%	38 15%
Very bad response	31 8% C	23 13% C	8 4%	18 14% F	9 8%	1 2%	2 3%	17 13% J	13 7%	1 2%	9 7%	3 4%	17 10%	12 8%	12 9%	6 5%	22 9%	8 5%	15 24%	29 12%
I am not familiar with this company	116 29%	37 21%	79 35% B	42 32% F	32 30% f	11 15%	31 35%	18 14%	75 39% H	23 27% h	40 32%	17 24%	50 28%	35 24%	34 26%	46 37%	45 19%	68 42% Q	5 9%	47 19%
Sigma	402 100%	179 100%	223 100%	130 100%	106 100%	78 100%	88 100%	127 100%	191 100%	84 100%	124 100%	74 100%	180 100%	146 100%	133 100%	124 100%	234 100%	160 100%	61 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 729

CMP03_47 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Manufacturing/Industrial
 General Electric

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	158	244	154	119	66	63	133	183	86	227	44	102	127	139	136	207	183	38	211
Weighted Base	390	183*	207	103*	115*	85*	87*	125*	201*	65*	130	55**	180*	139*	137*	115*	237	147*	44**	246
Somewhat/Very Good Response (Net)	267 68%	135 74%	132 64%	59 57%	75 66%	67 79% D	66 75% d	83 66%	146 73%	38 59%	88 67%	48 88%	120 67%	99 71%	94 68%	74 65%	164 69%	101 69%	30 69%	176 72%
Very good response	71 18%	34 19%	37 18%	26 25% G	24 21% G	17 20% g	5 5%	29 23%	35 17%	7 11%	25 19%	7 13%	34 19%	25 18%	28 20%	19 16%	48 20%	23 15%	17 38%	54 22%
Somewhat good response	196 50%	100 55%	95 46%	32 31%	52 45% d	50 59% D	61 70% DE	54 43%	111 55%	31 48%	63 48%	41 75%	86 48%	74 53%	66 48%	56 48%	116 49%	78 53%	14 31%	122 50%
Somewhat/Very Bad Response (Net)	59 15%	31 17%	28 13%	24 23% IG	20 18%	8 10%	7 8%	27 22% j	27 13%	5 8%	20 16%	2 4%	34 19%	21 15%	27 20% p	11 10%	41 17%	17 12%	11 25%	42 17%
Somewhat bad response	34 9%	24 13% C	10 5%	10 10%	14 12%	4 5%	6 7%	17 14%	15 8%	2 3%	14 11%	1 2%	18 10%	14 10%	13 9%	7 6%	27 11%	7 5%	9 20%	25 10%
Very bad response	24 6%	7 4%	18 8%	14 13% G	7 6%	4 4%	* 1%	10 8%	11 6%	3 5%	6 5%	1 2%	15 9%	6 4%	14 10%	4 4%	14 6%	10 7%	2 4%	17 7%
I am not familiar with this company	65 17%	17 9%	48 23% B	21 20%	19 17%	10 12%	15 17%	15 12%	28 14%	22 33% HI	22 17%	5 8%	26 14%	19 14%	16 12%	29 26% nO	33 14%	29 19%	3 6%	28 11%
Sigma	390 100%	183 100%	207 100%	103 100%	115 100%	85 100%	87 100%	125 100%	201 100%	65 100%	130 100%	55 100%	180 100%	139 100%	137 100%	115 100%	237 100%	147 100%	44 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 730

CMOP3_48 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Manufacturing/Industrial

Boeing

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	157	248	178	97	67	63	154	166	85	205	59	115	128	151	126	197	197	54	226
Weighted Base	446	223*	223	137*	100*	101*	109*	168*	202*	77*	125*	61*	228*	134*	168*	145*	235	197*	66*	278
Somewhat/Very Good Response (Net)	257 58%	131 59%	126 56%	72 52%	61 61%	55 55%	70 64%	107 64% j	114 56%	35 46%	64 51%	36 59%	146 64% k	81 60%	95 56%	81 56%	138 59%	113 57%	40 61%	165 59%
Very good response	78 17%	49 22%	29 13%	31 23% F	23 23% F	7 7%	16 15%	40 24% I	24 12%	14 18%	21 17%	6 10%	48 21%	29 22%	25 15%	23 16%	38 16%	35 18%	19 29%	55 20%
Somewhat good response	179 40%	82 37%	97 43%	40 29%	37 38% D	48 48% D	53 49% D	67 40%	90 45% j	22 28%	43 34%	30 49% k	98 43%	52 39%	69 41%	58 40%	100 43%	79 40%	21 32%	110 40%
Somewhat/Very Bad Response (Net)	88 20%	49 22%	39 17%	37 27% g	15 15%	22 22%	13 12%	38 22% i	37 18%	13 17%	24 19%	14 23%	47 21%	24 18%	48 28% P	16 11%	41 18%	44 22%	20 30%	64 23%
Somewhat bad response	62 14%	33 15%	29 13%	23 17%	10 10%	20 19%	9 8%	22 13% i	32 16%	9 11%	11 9%	12 19%	36 16%	17 13%	33 19% P	12 8%	30 13%	31 16%	11 16%	46 16%
Very bad response	26 6%	16 7%	10 4%	14 10%	5 5%	3 3%	4 4%	16 10% i	6 3%	4 6%	13 10%	2 3%	11 5%	7 5%	15 9%	4 3%	12 5%	13 6%	9 14%	18 7%
I am not familiar with this company	102 23%	43 19%	58 26%	29 21%	23 24%	23 23%	26 24%	23 14% i	51 25% h	28 37% H	37 30% M	11 18%	35 16%	29 21%	26 15%	47 33% O	56 24%	40 20%	6 8%	49 18% s
Sigma	446 100%	223 100%	223 100%	137 100%	100 100%	101 100%	109 100%	168 100%	202 100%	77 100%	125 100%	61 100%	228 100%	134 100%	168 100%	145 100%	235 100%	197 100%	66 100%	278 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 731

CMP03_49 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Healthcare/Health insurance
 CVS

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	407	155	252	173	111	64	59	152	177	78	213	62	111	128	147	132	214	181	38	231
Weighted Base	418	201*	217	127*	111*	84*	95*	163*	185*	70*	130	69*	201*	124*	171*	124*	248	162*	42**	266
Somewhat/Very Good Response (Net)	310 74%	150 74%	161 74%	71 56%	90 81% D	72 85% D	78 81% D	117 72%	140 75%	54 76%	96 74%	54 78%	148 74%	97 79%	131 77%	82 66%	187 75%	119 74%	26 63%	197 74%
Very good response	106 25%	42 21%	64 30%	27 21%	36 32%	19 23%	24 25%	41 25%	50 27%	15 21%	39 30% M	30 43% M	30 15%	36 29%	42 25%	27 22%	59 24%	45 28%	8 20%	64 24%
Somewhat good response	205 49%	108 54%	97 45%	44 34%	55 49% d	53 63% D	54 56% D	77 47%	89 48%	39 55%	58 44%	24 35%	117 59% KL	61 49%	89 52%	55 44%	129 52%	74 46%	18 43%	134 50%
Somewhat/Very Bad Response (Net)	60 14%	28 14%	32 15%	32 25% EF	12 10%	5 6%	12 12%	30 18% J	26 14%	4 5%	18 14%	9 13%	30 15%	16 13%	21 12%	23 18%	35 14%	21 13%	11 27%	48 18%
Somewhat bad response	27 7%	11 6%	16 7%	12 10%	8 7%	1 2%	6 6%	15 9%	10 5%	3 4%	7 5%	6 9%	13 6%	4 3%	6 3%	17 14% NO	14 6%	12 8%	3 7%	22 8%
Very bad response	33 8%	17 8%	16 7%	19 15% E	3 3%	4 5%	6 6%	15 9%	17 9%	1 1%	11 8%	3 4%	17 9%	12 9%	15 9%	6 5%	22 9%	9 6%	8 20%	26 10%
I am not familiar with this company	48 11%	23 12%	24 11%	25 20% eg	9 8%	7 8%	6 7%	16 10%	19 10%	13 18%	16 12%	6 9%	23 11%	10 8%	18 11%	19 15%	26 10%	21 13%	4 10%	21 8%
Sigma	418 100%	201 100%	217 100%	127 100%	111 100%	84 100%	95 100%	163 100%	185 100%	70 100%	130 100%	69 100%	201 100%	124 100%	171 100%	124 100%	248 100%	162 100%	42 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 732

CMP03_50 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Healthcare/Health insurance
 Walgreens

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	407	154	253	171	115	58	63	145	168	94	222	69	96	111	147	149	213	180	37	217
Weighted Base	406	195*	211	137*	102*	78*	89*	149*	185*	72*	138	84*	167*	115*	159*	131*	224	170*	52**	253
Somewhat/Very Good Response (Net)	305 75%	140 72%	165 78%	83 61%	79 77% D	68 86% D	75 85% D	94 63%	154 83% H	57 80% h	98 71%	69 82%	124 75%	96 83% p	121 76%	89 68%	166 74%	133 78%	35 66%	192 76%
Very good response	106 26%	39 20%	67 32% b	31 23%	38 37% Df	16 20%	22 24%	43 29%	41 22%	22 30%	40 29%	23 27%	38 23%	36 31%	35 22%	36 27%	67 30%	37 22%	17 33%	68 27%
Somewhat good response	199 49%	101 52%	98 46%	52 38%	41 41%	52 66% DE	53 60% De	51 34%	113 61% H	36 49%	58 42%	46 55%	87 52%	60 52%	86 54% p	53 41%	98 44%	96 56% q	17 33%	124 49%
Somewhat/Very Bad Response (Net)	59 14%	36 19%	23 11%	39 28% EFG	8 8%	5 7%	6 7%	35 24% ij	17 9%	6 9%	23 17%	6 8%	28 17%	13 11%	29 18%	17 13%	34 15%	22 13%	11 21%	40 16%
Somewhat bad response	28 7%	17 9%	11 5%	20 15% EG	5 5%	3 4%	* 7%	18 12% ij	9 5%	1 2%	8 6%	4 5%	15 9%	8 7%	14 9%	7 5%	19 8%	9 5%	8 15%	23 9%
Very bad response	30 7%	19 10%	12 5%	19 14% Ei	3 3%	2 3%	6 7%	17 11%	8 4%	5 7%	15 11%	2 3%	13 8%	5 5%	15 10%	10 7%	15 7%	13 8%	3 6%	17 7%
I am not familiar with this company	42 10%	18 9%	23 11%	14 11%	15 14%	5 7%	7 8%	20 13%	14 8%	8 11%	17 12%	10 10%	14 8%	7 6%	10 6%	26 20% NO	24 11%	15 9%	7 13%	21 8%
Sigma	406 100%	195 100%	211 100%	137 100%	102 100%	78 100%	89 100%	149 100%	185 100%	72 100%	138 100%	84 100%	167 100%	115 100%	159 100%	131 100%	224 100%	170 100%	52 100%	253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 733

CMP03_51 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Healthcare/Health insurance
 UnitedHealth Group

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	171	230	181	100	74	46	143	170	88	209	61	107	113	156	132	202	196	38	231
Weighted Base	414	193*	221	165	89*	100*	60**	162*	182*	70*	131	67*	190*	131*	180*	103*	242	171	51**	257
Somewhat/Very Good Response (Net)	245 59%	115 59%	130 59%	86 52%	51 57%	69 69% d	39 66%	114 70% J	96 53%	35 49%	82 63%	41 61%	106 56%	76 58%	121 67% P	48 47%	148 61%	96 56%	33 64%	152 59%
Very good response	91 22%	54 28% C	37 17%	42 25% f	22 25%	12 12%	15 25%	48 29% I	28 16%	15 21%	27 21%	14 21%	45 24%	32 24%	38 21%	21 21%	65 27% R	26 15%	19 37%	57 22%
Somewhat good response	154 37%	61 32%	93 42%	44 27%	29 33%	57 57% DE	24 40%	66 41%	68 37%	20 29%	55 42%	27 40%	62 33%	44 34%	83 46% P	27 26%	83 34%	70 41%	14 27%	94 37%
Somewhat/Very Bad Response (Net)	73 18%	50 26% C	23 10%	42 25% F	20 23% F	4 4%	6 10%	28 17%	39 22% J	6 8%	23 18%	6 9%	41 22%	21 16%	33 19%	18 18%	50 21%	22 13%	14 28%	58 23%
Somewhat bad response	48 12%	36 19% C	12 6%	28 17% F	18 20% F	1 1%	1 2%	18 11%	27 15%	3 4%	11 9%	4 6%	33 17% Kl	15 11%	20 11%	13 13%	35 14%	13 8%	8 17%	44 17%
Very bad response	25 6%	14 7%	11 5%	14 9%	2 2%	3 3%	5 8%	9 6%	13 7%	3 4%	12 9%	2 4%	8 4%	6 5%	13 7%	5 5%	15 6%	9 5%	5 11%	14 5%
I am not familiar with this company	96 23%	28 15%	68 31% B	37 23%	18 20%	27 27%	15 24%	20 13%	46 25% H	30 43% Hi	25 19%	20 30%	42 22%	34 26% o	26 14%	37 36% O	44 18%	53 31% Q	4 8%	47 18%
Sigma	414 100%	193 100%	221 100%	165 100%	89 100%	100 100%	60 100%	162 100%	182 100%	70 100%	131 100%	67 100%	190 100%	131 100%	180 100%	103 100%	242 100%	171 100%	51 100%	257 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 734

CMP03_52 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Healthcare/Health insurance

Aetna

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	172	241	188	113	66	46	145	164	104	224	57	108	113	158	142	215	188	45	260
Weighted Base	389	190*	199	138	97*	81*	73**	145*	180*	64*	128	61*	182*	100*	163*	126*	226	156*	58*	266
Somewhat/Very Good Response (Net)	205 53%	96 51%	109 55%	56 41%	50 52%	56 70% De	42 57%	78 54%	96 53%	31 49%	62 49%	34 55%	101 55%	53 54%	85 52%	66 53%	113 50%	88 56%	36 63%	141 53%
Very good response	65 17%	37 20%	28 14%	18 13%	22 22%	13 16%	12 17%	26 18%	26 14%	13 20%	19 15%	3 5%	38 21%	14 14%	29 18%	22 18%	38 17%	24 15%	21 37% T	49 19%
Somewhat good response	140 36%	59 31%	81 41%	38 27%	29 30%	44 54% DE	30 40%	51 36%	70 39%	19 29%	43 34%	31 50% k	62 34%	40 40%	56 34%	44 35%	75 33%	64 41%	15 26%	91 34%
Somewhat/Very Bad Response (Net)	85 22%	59 31% C	26 13%	43 31% F	26 26% f	9 11%	8 11%	35 24%	41 23%	9 14%	24 19%	6 9%	50 27% L	25 25% P	47 29% P	14 11%	65 29% R	18 12%	19 33%	65 24%
Somewhat bad response	53 14%	39 20% C	14 7%	26 19%	18 18%	7 9%	3 4%	20 14%	26 14%	7 11%	15 11%	2 4%	31 17% I	17 17% P	30 18% P	6 5%	41 18% R	10 7%	14 24%	41 15%
Very bad response	32 8%	21 11%	12 6%	17 13%	8 8%	2 2%	5 7%	15 11%	15 8%	2 4%	10 8%	3 5%	18 10%	7 7%	17 11%	8 6%	24 11%	8 5%	5 9%	24 9%
I am not familiar with this company	99 25%	34 18%	64 32% B	39 28%	21 22%	16 20%	23 32%	32 22%	44 24%	23 36% h	41 32% M	22 36% M	31 17%	21 21%	32 19%	46 36% nO	48 21%	50 32% q	2 4%	60 23% S
Sigma	389 100%	190 100%	199 100%	138 100%	97 100%	81 100%	73 100%	145 100%	180 100%	64 100%	128 100%	61 100%	182 100%	100 100%	163 100%	126 100%	226 100%	156 100%	58 100%	266 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 735

CMP03_53 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Healthcare/Health insurance

Cigna

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	397	151	246	154	113	76	54	139	168	90	205	50	115	112	145	140	194	191	35	238
Weighted Base	411	190*	220	113*	108*	126*	63**	139*	198	74*	117	59*	202*	128*	149*	133*	212	184*	50**	273
Somewhat/Very Good Response (Net)	229 56%	112 59%	118 53%	40 35%	74 69% D	80 63% D	35 55%	86 62% J	116 59% J	27 37%	61 53%	44 74% Km	115 57%	77 60%	86 58%	66 49%	126 59%	100 54%	22 44%	155 57%
Very good response	73 18%	42 22%	31 14%	23 20%	25 23%	21 17%	5 7%	34 25% J	34 17%	5 7%	19 17%	12 21%	41 20%	13 10%	37 25% N	23 17%	44 21%	26 14%	13 25%	54 20%
Somewhat good response	156 38%	70 37%	87 39%	17 15%	50 46% D	59 47% D	30 48%	52 37%	82 41%	22 30%	42 36%	31 53% km	73 36%	64 50% OP	49 33%	43 32%	82 39%	74 40%	9 19%	101 37%
Somewhat/Very Bad Response (Net)	86 21%	53 28% C	34 15%	32 28% e	17 16%	27 22%	10 16%	31 22%	30 15%	25 34% I	20 17%	3 5%	53 26% L	32 25%	33 22%	21 16%	55 26% R	23 12%	12 24%	72 26%
Somewhat bad response	50 12%	28 15%	22 10%	19 16%	13 12%	18 14%	* 1%	13 9%	23 12%	14 18%	13 12%	3 5%	32 16%	22 17% P	19 13%	9 7%	31 15%	16 9%	7 14%	42 15%
Very bad response	37 9%	25 13% c	12 5%	13 12%	5 4%	9 7%	10 15%	18 13% I	7 4%	11 15% I	6 5%	-	21 10% I	10 8%	14 10%	12 9%	24 11% R	7 4%	5 10%	30 11%
I am not familiar with this company	95 23%	26 14%	69 31% B	41 36% EF	17 15%	19 15%	18 29%	22 16%	52 26%	21 29%	36 31% M	12 21%	35 17%	19 15%	30 20%	46 35% NO	31 15%	61 33% Q	16 32%	47 17%
Sigma	411 100%	190 100%	220 100%	113 100%	108 100%	126 100%	63 100%	139 100%	198 100%	74 100%	117 100%	59 100%	202 100%	128 100%	149 100%	133 100%	212 100%	184 100%	50 100%	273 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 736

CMP03_54 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Healthcare/Health insurance
 Humana

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	398	157	241	167	117	59	55	145	154	99	197	62	108	117	140	141	216	171	41	217
Weighted Base	399	198*	201	130*	103*	94*	73**	144*	171*	84*	113	75*	177*	110*	151*	138*	219	171*	56**	232
Somewhat/Very Good Response (Net)	234 59%	119 60%	116 57%	55 42%	64 63% D	63 67% D	52 72%	84 58%	101 59%	48 58%	63 56%	51 68%	112 63%	76 69% P	94 62% P	64 46%	135 62%	97 57%	39 68%	129 55%
Very good response	75 19%	42 21%	33 16%	21 16%	19 18%	13 14%	22 30%	36 25% I	20 12%	18 22%	29 25% m	15 20%	26 15%	28 25%	21 14%	26 19%	45 21%	29 17%	14 24%	45 19%
Somewhat good response	159 40%	77 39%	82 41%	34 26%	45 44% D	50 53% D	30 41%	48 33%	81 47% h	30 36%	35 31%	36 48% k	86 49% K	49 44% p	73 48% P	38 27%	90 41%	67 39%	25 44%	83 36%
Somewhat/Very Bad Response (Net)	78 20%	48 24% c	31 15%	48 37% EF	11 10%	13 14%	7 10%	33 23%	35 20%	11 13%	14 12%	15 19%	41 23% k	19 17%	34 22%	26 19%	38 17%	37 21%	17 30%	63 27%
Somewhat bad response	47 12%	27 13%	21 10%	25 19% E	7 7%	8 9%	7 10%	17 12%	24 14%	6 7%	8 7%	9 12%	26 15%	12 11%	23 15%	13 9%	19 9%	27 16%	7 13%	40 17%
Very bad response	31 8%	21 11%	10 5%	22 17% E1	4 4%	5 5%	-	16 11%	11 6%	4 5%	5 5%	6 8%	15 8%	7 6%	11 7%	13 9%	19 9%	10 6%	10 17%	23 10%
I am not familiar with this company	87 22%	32 16%	55 27% B	28 21%	28 27%	18 19%	14 19%	27 19%	35 21%	25 29%	36 32% LM	9 12%	24 13%	15 14%	23 15%	48 35% NO	46 21%	37 22%	1 1%	41 18%
Sigma	399 100%	198 100%	201 100%	130 100%	103 100%	94 100%	73 100%	144 100%	171 100%	84 100%	113 100%	75 100%	177 100%	110 100%	151 100%	138 100%	219 100%	171 100%	56 100%	232 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 737

CM03_55 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Financial
 Bank of America

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	159	246	175	112	65	53	132	173	100	222	56	94	113	146	146	219	176	35	219
Weighted Base	395	192*	203	128*	98*	87*	81**	126*	178*	91*	128	67*	169*	113*	168*	114*	239	145*	46**	258
Somewhat/Very Good Response (Net)	246 62%	135 71% C	111 55%	77 60%	60 62%	56 64%	53 65%	81 64%	109 62%	56 62%	81 63%	49 73%	107 63%	81 72% o	95 57%	69 61%	153 64%	89 61%	36 78%	170 66%
Very good response	72 18%	40 21%	32 16%	31 24%	23 24%	12 14%	6 7%	32 25%	27 15%	13 14%	27 22%	14 21%	31 18%	23 20%	35 21%	15 13%	49 21%	22 15%	19 41%	60 23%
Somewhat good response	174 44%	95 50%	79 39%	46 36%	37 38%	44 51%	47 58%	49 39%	82 46%	43 47%	53 42%	35 52%	76 45%	59 52% o	60 36%	54 48%	104 43%	67 46%	17 36%	110 43%
Somewhat/Very Bad Response (Net)	86 22%	45 24%	41 20%	33 26%	27 27%	19 22%	7 9%	32 25%	38 21%	17 18%	28 22%	10 16%	43 25%	19 17%	46 27%	22 19%	54 22%	31 21%	8 18%	60 23%
Somewhat bad response	57 15%	27 14%	30 15%	15 12%	19 19%	16 19%	7 8%	17 13%	27 15%	14 15%	20 16%	9 13%	25 15%	11 10%	34 20% n	12 11%	35 15%	21 14%	2 5%	39 15%
Very bad response	29 7%	18 9%	11 6%	18 14%	8 8%	3 3%	1 1%	15 12%	11 6%	3 3%	8 6%	1 2%	19 11%	8 7%	12 7%	9 8%	18 8%	10 7%	6 13%	21 8%
I am not familiar with this company	62 16%	11 6%	51 25% B	18 14%	11 11%	12 14%	21 26%	14 11%	30 17%	18 20%	19 15%	8 12%	19 11%	12 11%	27 16%	23 20%	33 14%	26 18%	2 5%	28 11%
Sigma	395 100%	192 100%	203 100%	128 100%	98 100%	87 100%	81 100%	126 100%	178 100%	91 100%	128 100%	67 100%	169 100%	113 100%	168 100%	114 100%	239 100%	145 100%	46 100%	258 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 738

CMPO3_56 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Financial
 Wells Fargo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	424	165	259	171	121	76	56	141	192	91	223	56	124	135	140	149	231	179	42	230
Weighted Base	443	218*	226	126*	125*	103*	88*	145*	214	85*	129	72*	225*	152*	157*	135*	268	165*	56**	282
Somewhat/Very Good Response (Net)	276 62%	137 63%	139 62%	67 53%	87 69% D	63 61%	60 68%	100 69%	130 61%	46 55%	72 56%	50 70%	146 65%	98 64%	96 61%	83 61%	168 63%	106 64%	40 71%	171 61%
Very good response	86 19%	55 25% C	32 14%	20 16%	37 29% dF	12 11%	18 20%	41 28% I	30 14%	16 18%	20 15%	11 15%	50 22%	40 26% P	32 21% p	14 10%	57 21%	29 18%	27 48%	62 22%
Somewhat good response	190 43%	82 38%	108 48%	46 37%	50 40%	51 49%	43 48%	59 40%	101 47%	31 36%	53 41%	39 54%	96 43%	58 38%	64 41%	69 51%	111 41%	77 47%	13 23%	109 39%
Somewhat/Very Bad Response (Net)	114 26%	70 32% C	44 19%	42 33% eg	27 21%	30 29%	15 17%	33 23%	56 26%	24 29%	28 21%	14 19%	66 29%	46 30%	36 23%	32 24%	70 26%	38 23%	14 25%	88 31%
Somewhat bad response	75 17%	49 22% C	26 12%	28 22%	17 14%	19 19%	11 12%	19 13%	38 18%	19 22%	15 12%	11 16%	44 20%	33 22%	26 17%	17 12%	41 15%	31 19%	8 14%	64 23%
Very bad response	38 9%	21 10%	17 8%	14 11%	9 7%	10 10%	5 5%	14 10%	18 9%	6 7%	13 10%	2 3%	22 10%	13 9%	10 6%	15 11%	29 11%	7 4%	6 11%	24 8%
I am not familiar with this company	53 12%	10 5%	43 19% B	17 14%	12 10%	11 11%	13 14%	12 8%	27 13%	14 17%	29 23% M	8 11%	13 6%	8 5%	25 16% N	20 15% n	30 11%	20 12%	2 4%	23 8%
Sigma	443 100%	218 100%	226 100%	126 100%	125 100%	103 100%	88 100%	145 100%	214 100%	85 100%	129 100%	72 100%	225 100%	152 100%	157 100%	135 100%	268 100%	165 100%	56 100%	282 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 739

CMOP3_57 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Financial
 American Express

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	162	242	177	108	67	52	133	170	101	213	63	97	116	154	134	210	187	39	239
Weighted Base	382	175*	206	136	89*	82*	74**	114*	185*	83*	114	73*	161*	113*	163*	106*	219	158*	46**	251
Somewhat/Very Good Response (Net)	236 62%	102 58%	134 65%	74 54%	70 78% DF	43 53%	49 66%	78 69% J	123 67% J	35 42%	71 62%	44 60%	105 65%	77 68% P	106 65% P	54 51%	130 59%	103 65%	29 62%	166 66%
Very good response	58 15%	33 19%	24 12%	20 15%	22 25% F	7 8%	8 11%	29 25% J	21 11%	8 9%	21 18%	16 21%	20 12%	16 14%	25 15%	17 16%	35 16%	23 14%	14 31%	40 16%
Somewhat good response	178 47%	69 39%	109 53% b	54 39%	48 53% d	36 45%	40 54%	49 43%	102 55% J	27 33%	50 44%	28 39%	85 53%	61 54% P	81 50% P	37 35%	95 44%	81 51%	14 31%	126 50%
Somewhat/Very Bad Response (Net)	74 19%	45 26% C	29 14% E	40 29% E	12 13%	21 26%	1 2%	26 23%	34 18%	14 17%	21 18%	15 17%	28 17%	17 15%	33 20% P	24 23%	46 21%	26 17%	18 38%	47 19%
Somewhat bad response	43 11%	28 16% c	15 8%	27 20% E	5 6%	10 13%	1 1%	12 11%	25 14%	6 7%	11 10%	9 12%	19 12%	10 9%	17 10%	17 16%	28 13%	15 9%	12 27%	29 11%
Very bad response	30 8%	17 10%	13 6%	13 10%	6 7%	10 13%	* 13%	13 12% i	9 5%	8 10%	10 8%	6 9%	9 5%	7 6%	16 10%	7 7%	18 8%	12 7%	5 12%	19 7%
I am not familiar with this company	72 19%	28 16%	44 21%	22 16%	7 8%	17 21% e	24 33%	10 8%	28 15%	34 41% HI	22 20%	14 19%	28 17%	19 17%	24 15%	28 26% o	43 19%	28 18%	-	38 15%
Sigma	382 100%	175 100%	206 100%	136 100%	89 100%	82 100%	74 100%	114 100%	185 100%	83 100%	114 100%	73 100%	161 100%	113 100%	163 100%	106 100%	219 100%	158 100%	46 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 740

CPM03_58 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Financial
 Capitol One

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	158	254	178	121	58	55	151	161	100	211	57	116	109	153	150	209	189	37	235
Weighted Base	405	183*	222	132	103*	89*	82**	148*	182*	75*	120	60*	198*	98*	153*	153*	226	160*	47**	273
Somewhat/Very Good Response (Net)	253 62%	117 64%	136 62%	74 56%	57 55%	73 83% DE	49 60%	95 64%	117 64%	41 55%	71 59%	41 68%	130 66%	63 64%	105 68%	85 55%	143 63%	103 64%	31 67%	172 63%
Very good response	68 17%	36 20%	32 15%	22 17%	21 21%	19 22%	6 7%	34 23%	20 11%	14 19%	21 17%	13 21%	33 17%	17 18%	33 22%	18 12%	37 16%	29 18%	16 34%	44 16%
Somewhat good response	184 46%	80 44%	104 47%	52 39%	35 34%	54 61% DE	43 53%	61 41%	97 53% j	27 36%	50 42%	28 47%	97 49%	46 47%	72 47%	67 43%	106 47%	74 46%	16 33%	128 47%
Somewhat/Very Bad Response (Net)	73 18%	40 22%	33 15%	34 26% F	27 26% F	7 8%	6 7%	35 24%	27 15%	11 15%	21 18%	12 19%	37 19%	20 21%	25 17%	27 18%	48 21%	23 14%	14 29%	60 22%
Somewhat bad response	42 10%	22 12%	20 9%	24 18% i	9 9%	4 5%	4 5%	16 11%	19 10%	7 9%	15 13%	6 10%	20 10%	10 10%	14 9%	18 11%	23 10%	15 10%	6 12%	32 12%
Very bad response	32 8%	18 10%	13 6%	10 8%	17 17% dF	2 3%	2 2%	19 13%	8 4%	4 6%	6 5%	6 9%	18 9%	11 11%	11 7%	10 6%	24 11%	7 5%	8 17%	27 10%
I am not familiar with this company	79 19%	27 15%	52 23%	24 18%	19 19%	8 9%	27 33%	17 12%	39 21%	23 30% H	28 23%	8 13%	30 15%	15 15%	23 15%	41 27% o	36 16%	34 21%	2 4%	41 15%
Sigma	405 100%	183 100%	222 100%	132 100%	103 100%	89 100%	82 100%	148 100%	182 100%	75 100%	120 100%	60 100%	198 100%	98 100%	153 100%	153 100%	226 100%	160 100%	47 100%	273 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 741

CP03_59 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Financial
 JPMorgan Chase

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	168	241	172	104	81	52	133	177	99	235	61	86	123	148	138	205	187	36	219
Weighted Base	407	216*	191	122*	97*	112*	76**	132*	178*	97*	148	75*	159*	134*	158*	115*	216	174*	50**	258
Somewhat/Very Good Response (Net)	236 58%	133 62%	103 54%	52 43%	65 66% D	76 68% D	43 57%	88 66% J	104 59%	44 45%	85 58%	44 59%	99 62%	76 57%	98 62%	62 54%	140 65% r	92 53%	36 71%	158 61%
Very good response	57 14%	27 12%	30 16%	15 13%	21 21%	14 13%	7 9%	26 20%	23 13%	8 8%	14 9%	11 15%	30 19% k	16 12%	28 18%	13 11%	31 14%	26 15%	16 32%	44 17%
Somewhat good response	179 44%	106 49%	73 38%	37 30%	44 45% d	62 55% D	37 48%	62 46%	82 46%	36 36%	71 48%	33 44%	69 43%	60 45%	70 44%	49 43%	109 51% r	67 38%	20 39%	114 44%
Somewhat/Very Bad Response (Net)	71 18%	43 20%	29 15%	29 24%	15 16%	16 14%	11 14%	25 19%	31 17%	15 16%	26 18%	12 16%	30 19%	28 21% p	33 21% p	10 9%	36 17%	28 16%	14 27%	52 20%
Somewhat bad response	45 11%	31 14%	15 8%	19 16%	11 11%	9 8%	7 9%	18 13%	19 10%	9 9%	16 11%	6 9%	21 13%	16 12%	21 13%	8 7%	25 12%	15 9%	8 16%	41 16%
Very bad response	26 6%	12 6%	14 7%	10 9%	5 5%	7 6%	4 5%	8 6%	12 7%	6 6%	10 7%	6 8%	9 6%	12 9% p	12 7%	2 2%	11 5%	12 7%	6 11%	11 4%
I am not familiar with this company	100 25%	40 19%	60 31% B	40 33% Ei	17 18%	20 18%	22 29%	20 15%	42 24%	38 39% Hi	36 24%	18 25%	29 19%	30 22%	27 17%	43 37% nO	39 18%	54 31% Q	1 2%	49 19%
Sigma	407 100%	216 100%	191 100%	122 100%	97 100%	112 100%	76 100%	132 100%	178 100%	97 100%	148 100%	75 100%	159 100%	134 100%	158 100%	115 100%	216 100%	174 100%	50 100%	258 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 742

CMOP3_60 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Financial
 Citigroup

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	167	243	165	116	72	57	140	178	92	224	61	102	115	135	160	224	172	36	228
Weighted Base	408	200*	208	129*	104*	108*	67*	139*	185	83*	124	77*	184*	104*	156*	148*	236	161*	46**	261
Somewhat/Very Good Response (Net)	242 59%	131 66% c	111 53%	60 46%	77 74% D	64 59%	42 62%	77 55%	107 57%	58 70%	72 58%	49 63%	114 62%	71 68%	86 55%	85 58%	147 62%	90 56%	33 72%	158 61%
Very good response	76 19%	56 28% C	20 10%	26 20%	33 32% FG	11 10%	6 9%	39 28% I	21 11%	16 20%	22 17%	8 10%	47 25% I	27 26%	26 16%	24 16%	49 21%	23 15%	21 46%	54 21%
Somewhat good response	166 41%	75 38%	91 44%	34 26%	43 42% D	53 49% D	35 53% D	38 27%	86 46% H	42 50% H	51 41%	41 53% m	67 37%	44 42%	61 39%	62 42%	98 42%	67 41%	12 26%	105 40%
Somewhat/Very Bad Response (Net)	88 21%	52 26%	35 17%	35 27% e	15 14%	27 25%	11 17%	37 27% J	46 25% J	5 6%	21 17%	17 23%	46 25%	20 20%	44 28% p	23 16%	57 24%	27 16%	11 24%	66 25%
Somewhat bad response	57 14%	30 15%	28 13%	17 13%	8 8%	21 19%	11 16%	21 15% J	33 18% J	4 4%	15 12%	13 17%	28 15%	9 9%	30 19%	18 12%	33 14%	21 13%	5 12%	44 17%
Very bad response	30 7%	23 11% C	8 4%	18 14% G	6 6%	6 5%	1 1%	17 12% J	13 7%	1 1%	6 5%	4 6%	18 10%	11 11% p	14 9%	5 3%	24 10%	6 3%	6 12%	22 8%
I am not familiar with this company	78 19%	17 8%	62 30% B	34 26% E	13 12%	18 16%	14 21%	25 18%	33 18%	20 24%	31 25% M	11 14%	24 13%	13 12%	26 17%	39 27% N	32 14%	45 28% Q	2 4%	36 14%
Sigma	408 100%	200 100%	208 100%	129 100%	104 100%	108 100%	67 100%	139 100%	185 100%	83 100%	124 100%	77 100%	184 100%	104 100%	156 100%	148 100%	236 100%	161 100%	46 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 743

CMOP3_61 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Financial
 U.S. Bank

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			(S)
Unweighted Base	398	144	254	169	103	65	61	129	179	90	219	53	109	126	143	129	206	178	33	235
Weighted Base	394	180*	214	130*	100*	88*	76*	138*	184*	71*	128	61*	187*	120*	163*	111*	217	164*	45**	272
Somewhat/Very Good Response (Net)	211 53%	89 50%	121 57%	60 46%	56 56%	48 55%	46 61%	76 55%	96 52%	39 55%	79 62% L	23 38%	98 53%	65 54%	90 55%	56 50%	106 49%	95 58%	27 59%	146 54%
Very good response	65 17%	40 22% C	25 12%	22 17%	26 26% G	11 13%	5 7%	38 27% J	22 12%	5 7%	24 18%	9 15%	33 17%	18 15%	27 16%	20 18%	37 17%	24 15%	22 49%	50 18%
Somewhat good response	146 37%	49 27%	96 45% B	38 29%	30 30%	37 42%	41 54% DE	38 27%	74 40% h	34 48% H	55 43% L	14 23%	66 35%	47 39%	63 39%	35 32%	69 32%	71 43% q	4 10%	96 35%
Somewhat/Very Bad Response (Net)	90 23%	58 32% C	32 15%	47 36% FG	27 27% fG	9 11%	7 9%	36 26%	42 23%	12 18%	17 13%	15 25% k	55 30% K	29 24%	40 25%	21 19%	59 27%	30 18%	13 30%	73 27%
Somewhat bad response	65 16%	44 25% C	20 9%	36 28% eFG	14 14%	9 11%	5 7%	26 19%	28 15%	11 15%	12 9%	12 20% k	38 20% K	19 16%	27 17%	18 16%	37 17%	26 16%	13 29%	50 18%
Very bad response	26 7%	14 8%	12 6%	11 9% F	13 13% Fg	-	2 2%	10 7%	14 8%	2 3%	5 4%	3 5%	17 9%	10 8%	13 8%	4 3%	22 10% R	4 2%	*	23 8%
I am not familiar with this company	93 24%	33 18%	60 28% b	22 17%	17 17%	30 35% De	23 30%	27 20%	46 25%	20 28%	32 25%	22 37% M	33 18%	26 22%	33 20%	34 31%	52 24%	39 24%	5 12%	53 19%
Sigma	394 100%	180 100%	214 100%	130 100%	100 100%	88 100%	76 100%	138 100%	184 100%	71 100%	128 100%	61 100%	187 100%	120 100%	163 100%	111 100%	217 100%	164 100%	45 100%	272 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 744

CMOP3_62 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Financial
 Mastercard

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	417	180	237	166	116	62	73	141	181	95	217	58	112	136	146	135	227	173	49	239
Weighted Base	446	240*	206	127	118*	99*	101*	156*	203*	87*	141	72*	199*	144*	155*	148*	262	172*	59*	269
Somewhat/Very Good Response (Net)	305 68%	173 72%	132 64%	78 61%	76 64%	72 73%	77 77% d	101 64%	140 69%	64 74%	102 72%	52 71%	132 66%	112 78% Op	96 62%	96 65%	179 68%	117 68%	42 72%	181 68%
Very good response	104 23%	62 26%	43 21%	29 23%	31 26%	29 30%	15 15%	48 31% l	33 16%	23 26%	36 25%	9 12%	54 27% l	37 26%	28 18%	40 27%	73 28% r	30 17%	27 46% t	68 25%
Somewhat good response	200 45%	111 46%	89 43%	49 39%	45 38%	43 43%	62 62% DE	52 34%	106 52% H	41 48%	66 47%	43 59% M	78 39%	75 53% p	68 44%	56 38%	106 40%	88 51%	15 25%	114 42% S
Somewhat/Very Bad Response (Net)	79 18%	47 20%	32 15%	30 23% g	26 22%	14 14%	9 9%	37 24%	31 15%	11 13%	18 13%	11 15%	42 21%	17 12%	36 24% n	25 17%	51 19%	24 14%	14 23%	60 22%
Somewhat bad response	46 10%	22 9%	23 11%	18 14%	10 9%	8 8%	9 9%	21 13% j	22 11%	3 4%	12 9%	9 13%	22 11%	6 4%	25 18% N	15 10%	23 9%	21 12%	2 4%	36 13% s
Very bad response	33 7%	25 10% c	8 4%	11 9% G	16 13% G	6 6%	* *	17 11%	9 4%	8 9%	5 4%	1 2%	20 10%	11 8%	12 8%	10 7%	28 11% R	4 2%	12 20% t	24 9%
I am not familiar with this company	63 14%	20 8%	43 21% B	19 15%	16 14%	13 13%	14 14%	18 12%	33 16%	12 14%	21 15%	10 14%	26 13%	14 10%	22 14%	27 18%	32 12%	30 17%	3 5%	27 10%
Sigma	446 100%	240 100%	206 100%	127 100%	118 100%	99 100%	101 100%	156 100%	203 100%	87 100%	141 100%	72 100%	199 100%	144 100%	155 100%	148 100%	262 100%	172 100%	59 100%	269 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 745

CMP03_63 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Food
 Tyson Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	398	148	250	170	100	73	55	138	167	93	231	48	93	119	139	140	197	187	39	201
Weighted Base	396	186*	210	128*	97*	104*	67**	138*	176*	82*	135	63**	169*	123*	146*	127*	210*	174*	61**	219
Somewhat/Very Good Response (Net)	223 56%	106 57%	117 56%	59 46%	69 71% D	61 58%	34 51%	86 62%	94 54%	43 53%	74 55%	34 54%	100 59%	81 66%	76 52%	66 52%	128 61%	91 52%	42 69%	127 58%
Very good response	68 17%	37 20%	31 15%	15 12%	31 32% DF	15 14%	7 11%	27 20%	22 12%	19 24% i	26 19%	6 9%	32 19%	25 20%	24 17%	19 15%	45 22% r	21 12%	15 24%	36 16%
Somewhat good response	155 39%	69 37%	86 41%	44 35%	38 39%	46 44%	27 41%	59 43%	73 41%	24 29%	48 36%	28 45%	68 40%	56 45%	52 36%	48 38%	83 40%	70 40%	27 44%	90 41%
Somewhat/Very Bad Response (Net)	119 30%	66 36%	53 25%	35 27%	22 23%	34 32%	29 43%	35 25%	61 35%	23 29%	40 29%	24 38%	48 29%	33 27%	46 31%	41 32%	62 30%	54 31%	18 29%	70 32%
Somewhat bad response	71 18%	36 19%	35 17%	22 18%	17 17%	10 10%	22 32%	19 14%	36 20%	16 20%	24 18%	12 19%	31 18%	23 18%	28 19%	20 16%	46 22%	23 13%	12 19%	45 20%
Very bad response	48 12%	30 16%	18 9%	13 10%	5 5%	24 23% dE	7 11%	16 11%	26 15%	7 8%	16 12%	12 20%	18 10%	10 8%	18 12%	21 16%	16 8%	31 18% Q	6 10%	25 11%
I am not familiar with this company	53 13%	14 7%	40 19% B	34 26% EF	6 6%	10 9%	4 6%	18 13%	20 12%	15 18%	22 16%	5 7%	20 12%	9 8%	24 17%	19 15%	20 9%	29 16%	2 3%	23 11%
Sigma	396 100%	186 100%	210 100%	128 100%	97 100%	104 100%	67 100%	138 100%	176 100%	82 100%	135 100%	63 100%	169 100%	123 100%	146 100%	127 100%	210 100%	174 100%	61 100%	219 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 746

CMOP3_64 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Food
 Cargill

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	141	258	163	110	70	56	132	175	92	222	59	101	124	137	138	207	184	31	208
Weighted Base	399	180*	219	115*	103*	92*	89**	133*	194*	72*	126	82*	175*	136*	145*	118*	218	175*	44**	239
Somewhat/Very Good Response (Net)	131 33%	78 43% C	53 24%	33 29%	40 39% F	18 19%	40 45%	51 39% J	67 34% J	13 18%	35 27%	37 45% k	58 33%	47 34%	43 30%	41 35%	78 36%	51 29%	21 49%	94 39%
Very good response	40 10%	26 14% c	14 6%	13 11%	16 16%	6 6%	5 6%	21 16% J	17 9%	2 2%	7 6%	13 16% k	19 11%	15 11%	12 9%	12 11%	31 14% R	8 4%	8 18%	26 11%
Somewhat good response	91 23%	52 29% c	39 18%	20 17%	24 23%	12 13%	35 40%	31 23%	49 25%	11 15%	27 22%	24 29%	38 22%	32 23%	31 21%	29 24%	47 22%	43 25%	13 31%	68 28%
Somewhat/Very Bad Response (Net)	71 18%	48 26% C	24 11%	28 24% e	14 14%	20 22%	9 10%	32 24%	28 15%	11 15%	19 15%	11 14%	39 23%	25 18%	24 16%	23 19%	41 19%	29 16%	15 35%	53 22%
Somewhat bad response	45 11%	31 17% C	14 6%	20 17%	8 8%	14 15%	4 4%	22 16%	16 8%	7 10%	10 8%	5 6%	30 17% k	19 14%	14 10%	13 11%	32 15%	14 8%	12 28%	41 17%
Very bad response	26 6%	16 9%	10 4%	8 7%	6 5%	7 7%	5 6%	10 7%	12 6%	4 5%	9 7%	6 8%	10 6%	6 5%	10 7%	10 8%	9 4%	15 9%	3 7%	12 5%
I am not familiar with this company	197 49%	54 30%	143 65% B	55 47%	49 48%	54 59%	39 44%	50 38%	99 51% h	49 67% Hi	72 57% m	34 41%	78 44%	65 48%	78 54%	54 46%	99 45%	96 55%	7 16%	93 39%
Sigma	399 100%	180 100%	219 100%	115 100%	103 100%	92 100%	89 100%	133 100%	194 100%	72 100%	126 100%	82 100%	175 100%	136 100%	145 100%	118 100%	218 100%	175 100%	44 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 747

CMOP3_65 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Food
 Smithfield Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	146	262	179	101	70	58	123	183	102	225	58	95	129	145	134	223	170	42	223
Weighted Base	403	186*	217	132	97*	94*	80**	126*	185*	93*	136	68*	168*	133*	150*	121*	232	153*	56*	253
Somewhat/Very Good Response (Net)	185 46%	92 49%	93 43%	51 39%	53 54% d	43 46%	37 47%	61 48%	83 45%	41 45%	61 45%	37 54%	76 45%	66 50%	69 46%	51 42%	116 50%	66 43%	33 59%	125 49%
Very good response	56 14%	38 20% C	18 8%	18 14%	20 21%	9 9%	9 11%	29 23% J	18 10%	8 9%	20 15%	5 7%	29 17%	20 15%	15 10%	21 17%	43 19% R	10 7%	16 28% T	38 15%
Somewhat good response	130 32%	54 29%	76 35%	34 25%	33 34%	35 37%	29 36%	32 25%	65 35%	33 36%	41 30%	32 47% KM	46 28%	46 35%	54 36%	30 25%	72 31%	56 36%	17 31%	87 34%
Somewhat/Very Bad Response (Net)	90 22%	49 26%	42 19%	37 28%	23 24%	19 20%	12 15%	39 31% i	34 18%	17 19%	30 22%	14 20%	43 26%	33 25%	36 24%	21 18%	53 23%	33 22%	15 28%	63 25%
Somewhat bad response	60 15%	37 20% c	24 11%	23 17%	16 16%	12 13%	10 12%	22 17%	26 14%	13 14%	21 15%	8 11%	30 18%	24 18%	21 14%	15 12%	38 17%	20 13%	13 23%	46 18%
Very bad response	30 7%	12 7%	18 8%	14 11%	7 7%	7 7%	2 3%	17 14%	8 4%	5 5%	9 6%	6 9%	13 8%	9 7%	15 10%	6 5%	15 6%	14 9%	3 5%	17 7%
I am not familiar with this company	128 32%	46 24%	82 38% B	44 33%	21 22%	32 34%	30 38%	26 21%	68 37% H	34 37% h	45 33%	18 26%	50 30%	34 26%	45 30%	49 40% n	63 27%	54 35%	8 13%	65 26% s
Sigma	403 100%	186 100%	217 100%	132 100%	97 100%	94 100%	80 100%	126 100%	185 100%	93 100%	136 100%	68 100%	168 100%	133 100%	150 100%	121 100%	232 100%	153 100%	56 100%	253 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 748

CMOP3_66 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Food
 Perdue Farms

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	397	154	243	166	114	65	52	133	172	92	220	54	100	129	147	121	220	169	37	227
Weighted Base	384	189*	195	115*	111*	87*	70**	120*	175*	88*	119	67*	169*	113*	158*	113*	254	120*	51**	251
Somewhat/Very Good Response (Net)	190 50%	101 54%	89 46%	47 41%	46 42%	50 57%	47 67%	62 52%	84 48%	44 50%	63 53%	36 53%	85 50%	62 55%	78 49%	51 45%	132 52%	57 48%	34 66%	132 53%
Very good response	72 19%	39 21%	33 17%	17 15%	19 17%	20 23%	15 21%	17 14%	33 19%	21 24%	25 21%	10 14%	38 22%	23 20%	28 18%	21 19%	50 20%	22 19%	10 19%	58 23%
Somewhat good response	118 31%	62 33%	56 29%	30 26%	27 24%	29 33%	32 46%	45 37%	50 29%	23 26%	39 33%	26 39%	47 28%	39 34%	50 31%	30 27%	83 33%	35 29%	24 47%	74 30%
Somewhat/Very Bad Response (Net)	94 25%	44 23%	50 26%	25 22%	41 37%	22 25%	6 8%	31 26%	49 28%	14 16%	21 18%	12 18%	52 31%	33 30%	43 27%	18 16%	66 26%	26 22%	13 25%	65 26%
Somewhat bad response	49 13%	16 8%	33 17%	14 12%	23 21%	7 8%	5 8%	20 16%	24 14%	5 6%	11 9%	9 14%	26 16%	17 15%	25 18%	7 6%	31 12%	16 13%	3 7%	32 13%
Very bad response	45 12%	28 15%	17 9%	12 10%	18 16%	15 17%	* 1%	11 9%	25 14%	9 10%	10 9%	3 4%	25 15%	16 15%	17 11%	11 10%	35 14%	10 8%	9 18%	32 13%
I am not familiar with this company	99 26%	43 23%	56 29%	43 37%	24 21%	15 18%	17 24%	27 22%	43 24%	30 34%	34 29%	19 29%	32 19%	18 16%	38 24%	43 38%	55 22%	37 31%	5 9%	53 21%
Sigma	384 100%	189 100%	195 100%	115 100%	111 100%	87 100%	70 100%	120 100%	175 100%	88 100%	119 100%	67 100%	169 100%	113 100%	158 100%	113 100%	254 100%	120 100%	51 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 749

CPM03_67 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG

Procter & Gamble

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	155	248	172	114	65	52	141	164	98	210	53	116	111	140	152	205	188	47	228
Weighted Base	416	189*	227	134*	117*	80*	85**	141*	183*	92*	118	59*	217*	107*	165*	144*	220	180*	71**	277
Somewhat/Very Good Response (Net)	267 64%	114 60%	153 67%	64 48%	77 66% D	59 74% D	67 78%	84 60%	122 67%	61 66%	77 65%	38 65%	144 66%	76 71%	110 66%	81 57%	153 70%	108 60%	52 74%	179 65%
Very good response	99 24%	51 27%	48 21%	20 15%	35 30% D	24 30% d	20 23%	38 27%	39 21%	21 23%	21 18%	17 28%	60 27%	29 27%	34 20%	36 25%	58 27%	36 20%	22 31%	70 25%
Somewhat good response	168 40%	63 33%	105 46% b	45 33%	42 36%	35 43%	47 55%	46 33%	83 45%	39 43%	56 47%	21 36%	85 39%	47 44%	76 46% p	45 31%	95 43%	72 40%	31 43%	109 39%
Somewhat/Very Bad Response (Net)	66 16%	42 22% C	24 10%	33 25% F	22 19%	6 8%	5 5%	31 22% J	28 15%	7 7%	17 14%	7 12%	39 18%	21 19%	29 18%	16 11%	42 19%	22 12%	14 19%	51 19%
Somewhat bad response	44 11%	27 14%	17 8%	17 13%	19 16%	5 6%	3 3%	18 12%	21 12%	5 5%	10 9%	4 7%	28 13%	11 10%	23 14%	10 7%	28 13%	13 7%	8 11%	33 12%
Very bad response	22 5%	16 8% c	6 3%	16 12% Ei	3 2%	2 2%	2 2%	14 10% j	6 3%	2 2%	7 6%	3 6%	11 5%	10 9%	6 4%	6 4%	14 6%	8 5%	6 8%	18 6%
I am not familiar with this company	83 20%	33 17% c	51 22%	37 27% e	18 16%	15 18%	14 16%	25 18% j	33 18%	25 27%	24 21%	13 23%	34 16%	10 10%	26 16%	47 32% NO	26 12%	50 28% Q	5 7%	47 17%
Sigma	416 100%	189 100%	227 100%	134 100%	117 100%	80 100%	85 100%	141 100%	183 100%	92 100%	118 100%	59 100%	217 100%	107 100%	165 100%	144 100%	220 100%	180 100%	71 100%	277 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 750

CPM03_68 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG
 Coca-Cola

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	157	244	159	131	66	45	133	169	99	212	54	108	115	141	145	205	180	43	210
Weighted Base	399	180*	219	113*	130*	106*	50**	122*	192*	84*	122	56*	196*	117*	147*	135*	228	159*	56**	245
Somewhat/Very Good Response (Net)	278 70%	128 71%	150 68%	68 61%	98 75% D	76 71%	36 71%	86 70%	130 67%	63 75%	82 67%	43 77%	141 72%	90 77%	97 66%	91 67%	168 74%	105 66%	42 75%	179 73%
Very good response	104 26%	55 30%	50 23%	22 20%	46 36% D	28 26%	8 16%	47 38% I	34 17%	24 28%	27 22%	13 24%	60 30%	42 36% P	38 26%	25 18%	77 34% R	27 17%	31 55%	71 29%
Somewhat good response	174 44%	74 41%	100 46%	46 41%	52 40%	48 45%	28 55%	39 32%	96 50% H	39 46%	55 45%	30 53%	81 41%	48 41%	59 40%	66 49%	91 40%	77 49%	11 19%	108 44%
Somewhat/Very Bad Response (Net)	75 19%	37 20%	38 17%	28 25%	22 17%	20 18%	5 10%	30 24%	31 16%	14 17%	23 19%	8 14%	40 21%	16 13%	33 23%	26 19%	38 16%	35 22%	11 19%	49 20%
Somewhat bad response	54 13%	29 16%	24 11%	15 14%	17 13%	16 15%	5 10%	16 13%	25 13%	12 14%	16 13%	6 10%	29 15%	10 8%	24 16%	20 14%	29 13%	23 15%	7 12%	31 13%
Very bad response	21 5%	8 4%	14 6%	12 11% e	5 4%	4 4%	-	13 11% Ij	6 3%	2 2%	7 6%	2 4%	12 6%	6 5%	9 6%	6 5%	8 4%	12 7%	4 7%	18 7%
I am not familiar with this company	46 12%	15 8%	31 14%	16 14%	10 7%	11 10%	10 19%	7 6%	32 17% H	7 9%	17 14%	5 9%	15 8%	11 10%	16 11%	18 14%	23 10%	19 12%	3 6%	18 7%
Sigma	399 100%	180 100%	219 100%	113 100%	130 100%	106 100%	50 100%	122 100%	192 100%	84 100%	122 100%	56 100%	196 100%	117 100%	147 100%	135 100%	228 100%	159 100%	56 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 751

CPM03_69 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG
 PepsiCo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	145	267	173	123	71	45	140	164	108	213	57	115	135	142	135	226	172	45	229
Weighted Base	395	165*	230	128*	116*	102*	48**	129*	178*	87*	112	61*	201*	142*	150*	104*	228	158*	59**	267
Somewhat/Very Good Response (Net)	280 71%	110 67%	170 74%	77 60%	93 80% D	73 71%	38 79%	93 72%	127 71%	61 70%	76 68%	48 79%	142 70%	102 72%	101 67%	77 75%	164 72%	112 71%	40 68%	191 71%
Very good response	76 19%	38 23%	38 17%	30 23%	28 24%	13 13%	5 10%	31 24%	27 15%	17 20%	25 22%	16 26%	30 15%	27 19%	31 21%	18 17%	50 22%	23 15%	23 38%	56 21%
Somewhat good response	205 52%	73 44%	132 57% b	47 37%	64 55% D	60 59% D	33 69%	61 48%	99 56%	44 50%	51 46%	32 53%	112 56%	75 53%	70 47%	60 58%	114 50%	89 56%	17 29%	135 51%
Somewhat/Very Bad Response (Net)	82 21%	50 31% C	32 14%	40 31% E	15 13%	23 22%	5 9%	28 21%	38 21%	17 19%	21 19%	11 18%	47 23%	29 21%	37 25%	16 16%	46 20%	34 22%	14 24%	61 23%
Somewhat bad response	57 15%	35 21% C	22 10%	22 17%	10 9%	20 20%	5 9%	16 13%	29 16%	12 14%	13 12%	6 10%	36 18%	24 17%	23 15%	11 11%	34 15%	22 14%	9 15%	44 16%
Very bad response	25 6%	15 9%	9 4%	18 14% EF	5 4%	3 2%	-	11 9%	9 5%	5 5%	8 7%	5 8%	12 6%	5 4%	14 9%	5 5%	12 5%	13 8%	6 10%	18 7%
I am not familiar with this company	32 8%	4 2%	28 12% B	11 9%	9 8%	6 6%	12%	9 7%	14 8%	9 11%	15 14% lm	2 3%	12 6%	10 7%	12 8%	10 10%	18 8%	12 8%	5 8%	15 6%
Sigma	395 100%	165 100%	230 100%	128 100%	116 100%	102 100%	48 100%	129 100%	178 100%	87 100%	112 100%	61 100%	201 100%	142 100%	150 100%	104 100%	228 100%	158 100%	59 100%	267 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 752

CPM03_70 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG
 Cottonelle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	417	168	249	184	115	57	61	143	178	96	237	53	101	123	154	140	211	192	38	234
Weighted Base	400	192*	208	135	96*	78*	91*	154*	158	89*	145	64*	161*	104*	161*	135*	224	163*	47**	227
Somewhat/Very Good Response (Net)	252 63%	121 63%	131 63%	68 50%	72 75% D	50 63%	63 69% d	99 64%	100 63%	54 60%	92 63%	36 57%	108 67%	68 65%	101 63%	83 62%	152 68%	96 59%	31 66%	142 62%
Very good response	77 19%	38 20%	39 19%	25 18%	24 25%	16 21%	12 13%	33 22%	30 19%	14 16%	33 23% I	6 10%	32 20%	27 26%	29 18%	21 15%	43 19%	32 20%	13 28%	41 18%
Somewhat good response	175 44%	83 43%	92 44%	43 32%	48 50% D	33 42%	51 56% D	65 42%	70 45%	39 45%	59 40%	30 47%	76 47%	40 38%	72 45%	63 46%	108 48%	64 39%	18 38%	100 44%
Somewhat/Very Bad Response (Net)	81 20%	44 23%	37 18%	36 27% E	7 8%	19 25% E	18 20% e	30 19%	36 23%	15 17%	30 20%	18 28%	26 16%	19 19%	38 24%	23 17%	40 18%	38 23%	7 15%	48 21%
Somewhat bad response	39 10%	25 13%	15 7%	22 16% Eg	5 5%	8 10%	5 5%	10 6%	24 15% h	6 7%	15 10%	5 8%	17 10%	11 10%	14 9%	15 11%	15 7%	22 14% q	5 10%	27 12%
Very bad response	41 10%	19 10%	22 11%	14 11% E	2 2%	11 14% E	14 15% E	20 13%	12 8%	9 10%	15 10%	13 20% M	9 6%	9 8%	24 15% p	8 6%	25 11%	16 10%	2 5%	21 9%
I am not familiar with this company	68 17%	27 14%	41 19%	32 23%	17 18%	9 12%	10 11%	26 17%	22 14%	20 23%	23 16%	10 15%	27 17%	17 17%	21 13%	29 22%	33 15%	28 17%	9 19%	37 16%
Sigma	400 100%	192 100%	208 100%	135 100%	96 100%	78 100%	91 100%	154 100%	158 100%	89 100%	145 100%	64 100%	161 100%	104 100%	161 100%	135 100%	224 100%	163 100%	47 100%	227 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 753

CPG03_71 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG
 Clorox

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	167	238	163	124	73	45	138	157	110	218	59	104	136	130	139	224	170	41	230
Weighted Base	424	214*	209	137*	110*	106*	72**	134*	179*	111*	130	72*	190*	131*	163*	130*	257	154*	56**	272
Somewhat/Very Good Response (Net)	298 70%	144 67%	154 74%	77 56%	79 72% D	87 82% D	55 76%	89 67%	130 73%	78 71%	100 77%	49 68%	139 73%	96 74%	107 66%	94 72%	186 72%	107 70%	34 60%	194 71%
Very good response	136 32%	65 30%	70 34%	38 28%	27 25%	41 38%	30 41%	32 24%	50 28%	54 49% HI	54 42% M	26 36%	51 27%	50 38%	44 27%	42 32%	83 33%	49 32%	13 23%	89 33%
Somewhat good response	162 38%	78 36%	84 40%	39 28%	52 47% D	46 44% d	25 35%	58 43% J	80 45% J	25 22%	46 36%	23 32%	88 46%	46 36%	64 39%	52 40%	102 40%	58 38%	21 37%	105 39%
Somewhat/Very Bad Response (Net)	71 17%	44 20%	28 13%	35 26% eF	15 14%	11 10%	10 14%	28 21%	23 13%	20 18%	18 14%	12 17%	26 14%	21 16%	31 19%	19 15%	45 18%	21 14%	17 30%	53 19%
Somewhat bad response	54 13%	35 17%	19 9%	25 18%	10 9%	11 10%	9 12%	23 17% I	14 8%	17 15%	14 11%	9 13%	17 9%	17 13%	23 14%	14 11%	32 12%	18 12%	13 22%	38 14%
Very bad response	17 4%	8 4%	9 4%	10 8%	5 4%	-	2 2%	5 4%	9 5%	3 2%	4 3%	3 4%	10 5%	4 3%	8 5%	5 4%	14 5%	3 2%	5 8%	15 5%
I am not familiar with this company	55 13%	27 13%	28 13%	24 18%	16 14%	8 7%	7 10%	16 12%	26 15%	13 11%	11 9%	11 16%	24 13%	13 10%	25 15%	17 13%	25 10%	26 17%	5 10%	25 9%
Sigma	424 100%	214 100%	209 100%	137 100%	110 100%	106 100%	72 100%	134 100%	179 100%	111 100%	130 100%	72 100%	190 100%	131 100%	163 100%	130 100%	257 100%	154 100%	56 100%	272 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 754

CPM03_72 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG
 Anheuser-Busch

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	415	161	254	160	113	75	67	137	180	98	217	64	112	132	149	134	214	195	39	213
Weighted Base	412	193*	219	121*	102*	101*	88*	131*	210*	70*	121	69*	204*	110*	177*	124*	221	186*	55**	249
Somewhat/Very Good Response (Net)	239 58%	125 65% c	114 52%	47 38%	68 67% D	60 60% D	63 72% D	63 48%	136 64% H	40 57%	66 54%	37 53%	130 64%	71 64%	101 57%	67 54%	141 64% r	96 52%	34 63%	152 61%
Very good response	76 18%	51 26% C	25 11%	12 10%	36 36% DFG	17 17%	10 12%	35 27% J	36 17% J	5 6%	25 21% L	5 7%	46 22% L	28 26%	28 16%	20 16%	51 23% r	24 13%	22 39%	57 23%
Somewhat good response	162 39%	74 38%	89 41%	34 28%	32 31%	43 43%	53 60% DE	28 21%	99 47% H	36 51% H	41 34%	32 47%	84 41%	43 39%	73 41%	47 38%	90 41%	72 39%	13 23%	95 38%
Somewhat/Very Bad Response (Net)	69 17%	43 22% c	26 12%	28 23% g	14 14%	17 17%	9 10%	24 19%	35 17%	9 12%	20 17%	10 14%	36 18%	20 18%	29 17%	20 16%	30 14%	36 19%	13 24%	46 18%
Somewhat bad response	44 11%	31 16% C	14 6%	21 17% G	10 10%	11 11%	2 3%	17 13%	24 11%	3 5%	11 9%	7 10%	24 12%	14 13%	17 10%	13 11%	20 9%	22 12%	11 21%	29 12%
Very bad response	24 6%	12 6%	13 6%	7 6%	5 5%	5 5%	7 8%	7 6%	12 5%	5 8%	9 8%	3 5%	12 6%	6 5%	12 7%	6 5%	10 4%	14 7%	2 3%	16 7%
I am not familiar with this company	105 25%	26 13%	79 36% B	46 38% EFG	19 19%	24 23%	16 18%	44 34% I	39 19%	21 30%	35 29% m	22 32%	38 19%	20 18%	47 26%	38 31% n	50 23%	54 29%	7 13%	51 21%
Sigma	412 100%	193 100%	219 100%	121 100%	102 100%	101 100%	88 100%	131 100%	210 100%	70 100%	121 100%	69 100%	204 100%	110 100%	177 100%	124 100%	221 100%	186 100%	55 100%	249 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 755

CPM03_73 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG
 Scott

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	158	249	180	109	62	56	145	162	100	211	62	107	126	136	145	225	172	37	224
Weighted Base	406	180*	226	143	98*	84*	81**	147*	176*	82*	125	63*	190*	126*	137*	143*	241	156*	47**	240
Somewhat/Very Good Response (Net)	252 62%	108 60%	144 64%	63 44%	68 70% D	65 77% D	56 70%	92 63%	112 63%	48 58%	70 56%	37 59%	131 69% k	84 67%	85 62%	83 58%	172 71% R	79 51%	35 75%	160 67%
Very good response	60 15%	32 18%	29 13%	21 15%	23 24% f	8 10%	8 10%	27 19%	20 11%	13 16%	27 22%	8 13%	25 13%	25 20% P	26 19% P	9 7%	43 18%	18 11%	11 23%	37 15%
Somewhat good response	191 47%	76 42%	115 51%	42 29%	45 46% D	57 67% De	48 59%	65 44%	92 52%	34 42%	43 34%	29 46%	107 56% K	59 47%	59 43%	73 51%	130 54% R	61 39%	24 52%	123 51%
Somewhat/Very Bad Response (Net)	77 19%	40 22%	37 16%	41 28% f	17 17%	10 12%	9 11%	39 26% j	26 15%	12 14%	23 19%	17 26%	32 17%	27 22%	28 21%	21 15%	37 15%	38 24%	9 20%	48 20%
Somewhat bad response	49 12%	25 14%	23 10%	28 19% F	16 16% F	2 3%	4 4%	23 15%	18 10%	8 10%	14 11%	11 17%	21 11%	14 11%	21 16%	13 9%	21 9%	26 17% q	4 8%	34 14%
Very bad response	28 7%	14 8%	14 6%	13 9% E	2 2%	8 9%	5 7%	16 11%	8 5%	3 4%	9 7%	6 9%	11 6%	13 10%	7 5%	8 6%	16 7%	12 8%	6 12%	13 5%
I am not familiar with this company	78 19%	33 18%	45 20%	40 28% EF	13 13%	9 11%	16 20%	16 11%	39 22% h	23 28% H	32 25% m	10 15%	26 14%	15 12%	23 17%	39 27% N	31 13%	40 25% Q	3 5%	33 14%
Sigma	406 100%	180 100%	226 100%	143 100%	98 100%	84 100%	81 100%	147 100%	176 100%	82 100%	125 100%	63 100%	190 100%	126 100%	137 100%	143 100%	241 100%	156 100%	47 100%	240 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 756

CPM03_74 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG

The Hershey Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	162	239	167	116	66	52	152	156	93	233	47	102	109	163	129	215	174	46	213
Weighted Base	391	208*	183	122*	116*	87*	66**	138*	172*	82*	135	61**	178*	110*	175*	106*	244	139*	63**	236
Somewhat/Very Good Response (Net)	254 65%	125 60%	129 70%	67 55%	79 68%	55 63%	53 81%	93 68% J	121 71% J	39 48%	100 74% M	38 63%	105 59%	70 64%	114 65%	70 66%	162 66%	88 63%	36 57%	144 61%
Very good response	88 22%	54 26%	34 18%	35 29% F	32 28% F	8 9%	13 19%	48 35% J	30 17%	10 12%	30 23%	19 32%	35 20%	16 15%	44 25%	28 26%	67 28% R	18 13%	20 32%	52 22%
Somewhat good response	166 42%	71 34%	95 52% B	32 26% d	47 40% d	47 54% D	40 62%	45 33%	92 53% Hj	29 36%	70 52%	19 32%	70 39%	54 49%	70 40%	42 40%	95 39%	70 50%	16 25%	91 39%
Somewhat/Very Bad Response (Net)	84 21%	60 29% C	24 13% E	40 33% E	20 17%	20 23%	3 4%	30 21%	28 16%	26 32% i	19 14%	11 19%	46 26% k	29 26%	32 19%	23 21%	48 20%	33 23%	21 34%	67 28%
Somewhat bad response	55 14%	38 18% c	17 9%	25 21%	14 12%	14 16%	1 2%	16 12%	20 11%	19 24% hi	10 8%	7 11%	36 20% K	23 21% o	18 10%	14 13%	34 14%	20 14%	15 23%	47 20%
Very bad response	29 7%	22 11% c	7 4%	15 13%	6 5%	6 7%	1 2%	14 10%	8 5%	7 8%	9 7%	5 7%	10 6%	6 5%	14 8%	8 8%	14 6%	13 9%	7 11%	20 8%
I am not familiar with this company	54 14%	24 11%	30 16%	15 12%	17 14%	12 14%	10 15%	15 11%	23 13%	16 20%	16 12%	11 18%	26 15%	11 10%	29 16%	14 13%	34 14%	19 14%	6 9%	26 11%
Sigma	391 100%	208 100%	183 100%	122 100%	116 100%	87 100%	66 100%	138 100%	172 100%	82 100%	135 100%	61 100%	178 100%	110 100%	175 100%	106 100%	244 100%	139 100%	63 100%	236 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 757

CPM03_75 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG
 Molson Coors

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	155	245	166	118	55	61	128	174	98	198	60	117	99	138	163	200	187	45	212
Weighted Base	453	225*	228	138*	121*	102*	92*	149*	200*	104*	116*	67*	242*	102*	176*	176*	241	200*	69**	281
Somewhat/Very Good Response (Net)	186 41%	105 46%	81 36%	48 35%	62 51% d	44 43%	32 34%	83 55% IJ	76 38%	27 26%	31 27%	30 45% K	121 50% K	37 36%	77 44%	72 41%	101 42%	80 40%	43 62%	134 48%
Very good response	47 10%	31 14% c	15 7%	20 15% IG	23 19% FG	4 3%	1 1%	31 21% IJ	13 6%	3 3%	5 4%	4 6%	36 15% K	17 16% P	22 13% p	8 5%	29 12%	15 7%	21 31%	41 15%
Somewhat good response	139 31%	73 32%	66 29%	28 21%	39 32%	40 39% D	31 34%	52 35%	63 32%	24 23%	27 23%	26 39% k	85 35% k	20 20%	55 31%	63 36% n	72 30%	65 33%	21 31%	93 33%
Somewhat/Very Bad Response (Net)	82 18%	53 24% C	29 13%	39 28% Ei	15 12%	14 14%	14 15%	23 16%	44 22%	15 14%	17 15%	9 13%	54 22%	24 24%	29 17%	28 16%	45 19%	34 17%	16 23%	57 20%
Somewhat bad response	50 11%	29 13%	20 9%	17 12%	11 9%	14 14%	8 8%	16 11%	24 12%	10 9%	13 11%	6 8%	30 12%	20 20% op	16 9%	14 8%	29 12%	18 9%	8 12%	29 10%
Very bad response	32 7%	24 10% c	8 4%	23 16% EF	3 3%	-	6 7%	7 5%	20 10%	5 5%	4 4%	3 5%	24 10%	4 4%	14 8%	14 8%	16 7%	16 8%	8 11%	28 10%
I am not familiar with this company	185 41%	68 30%	118 52% B	50 36%	45 37%	45 44%	46 50%	43 29%	81 40%	62 60% HI	67 58% IM	28 42%	68 28%	41 40%	69 40%	75 43%	95 39%	86 43%	10 15%	90 32%
Sigma	453 100%	225 100%	228 100%	138 100%	121 100%	102 100%	92 100%	149 100%	200 100%	104 100%	116 100%	67 100%	242 100%	102 100%	176 100%	176 100%	241 100%	200 100%	69 100%	281 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 758

CPM03_76 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG
 Campbell's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	156	257	177	111	70	55	140	171	102	239	55	96	105	148	160	204	194	32	223
Weighted Base	381	180*	201	127*	90*	85*	78**	110*	186*	84*	138	70*	149*	101*	142*	138*	199	169*	35**	221
Somewhat/Very Good Response (Net)	251 66%	108 60%	143 71%	68 53%	64 71% D	55 64%	64 83%	69 63%	127 68%	56 66%	96 69%	57 81% M	89 60%	79 78% OP	88 62%	85 62%	145 73% r	102 60%	23 66%	152 69%
Very good response	70 18%	40 22%	30 15%	25 20%	17 19%	10 12%	17 22%	23 21%	30 16%	17 20%	25 18%	16 23%	25 17%	23 23%	20 14%	27 20%	34 17%	33 19%	11 31%	36 16%
Somewhat good response	181 48%	68 38%	113 56% B	43 33%	47 52% D	44 52% D	47 61%	46 42%	97 52%	39 46%	71 51%	41 58%	64 43%	56 55%	68 48%	57 42%	111 56% R	69 41%	12 35%	116 52%
Somewhat/Very Bad Response (Net)	71 19%	48 27% C	22 11%	32 25%	17 19%	21 24%	1 2%	25 23%	30 16%	15 18%	18 13%	9 13%	35 23%	16 16%	32 22%	23 17%	35 17%	32 19%	10 28%	47 21%
Somewhat bad response	45 12%	32 16% C	14 7%	18 14%	14 15%	13 15%	1 1%	18 16%	15 8%	12 14%	13 10%	3 4%	22 15%	8 7%	18 13%	20 14%	24 12%	19 11%	6 18%	30 14%
Very bad response	25 7%	17 9%	9 4%	13 11%	3 4%	8 9%	1 1%	7 7%	15 8%	3 4%	5 4%	7 10%	13 8%	9 9%	13 9%	3 2%	10 5%	14 8%	3 10%	16 7%
I am not familiar with this company	58 15%	23 13%	35 18%	28 22% e	9 10%	10 12%	12 15%	16 14%	29 16%	13 16%	24 17%	4 5%	25 17%	6 6%	23 16% n	30 22% N	20 10%	35 21% Q	2 6%	23 10%
Sigma	381 100%	180 100%	201 100%	127 100%	90 100%	85 100%	78 100%	110 100%	186 100%	84 100%	138 100%	70 100%	149 100%	101 100%	142 100%	138 100%	199 100%	169 100%	35 100%	221 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 759

CPG03_77 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG
 Nestle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	397	144	253	164	122	62	49	138	172	87	210	53	106	116	148	133	229	154	40	209
Weighted Base	366	182*	184	115*	108*	93*	50**	133*	166*	67*	104	67*	170*	117*	132*	117*	243	114*	48**	215
Somewhat/Very Good Response (Net)	249 68%	131 72%	118 64%	61 53%	73 68% d	74 80% D	41 82%	91 68%	104 63%	54 81% i	74 71%	53 79%	109 64%	87 74%	91 69%	72 61%	169 70%	75 66%	25 53%	141 66%
Very good response	76 21%	48 26% c	28 15%	21 19%	35 32% D	17 19%	2 5%	40 30% j	26 16%	10 15%	28 27% L	7 10%	37 22%	22 19%	31 24%	23 20%	59 24% r	14 13%	18 38%	51 24%
Somewhat good response	173 47%	83 46%	90 49%	39 34%	38 35%	57 61% DE	39 78%	51 38%	78 47%	44 66% Hi	46 44%	47 70% KM	72 43%	65 55%	60 45%	49 42%	110 45%	61 54%	7 15%	91 42%
Somewhat/Very Bad Response (Net)	72 20%	42 25%	31 17%	38 33% EF	20 18%	11 12%	3 7%	26 20%	41 25% J	5 8%	15 15%	9 14%	44 26% k	22 19%	25 19%	25 22%	49 20%	21 19%	18 38%	53 25%
Somewhat bad response	47 13%	29 16%	18 10%	22 19%	11 10%	11 12%	3 6%	17 12%	27 16%	4 6%	11 11%	6 9%	26 15% k	15 13%	17 13%	15 13%	29 12%	17 15%	13 26%	31 15%
Very bad response	25 7%	13 7%	13 7%	16 14% F	9 8% f	-	*	10 7%	14 9%	2 2%	4 4%	3 4%	18 10% k	6 5%	9 6%	11 9%	20 8%	5 4%	6 12%	22 10%
I am not familiar with this company	44 12%	9 5%	35 19% B	16 14%	15 14%	7 8%	5 11%	16 12%	21 13%	7 11%	15 15%	5 7%	17 10%	8 7%	16 12%	20 17%	25 10%	17 15%	4 9%	20 9%
Sigma	366 100%	182 100%	184 100%	115 100%	108 100%	93 100%	50 100%	133 100%	166 100%	67 100%	104 100%	67 100%	170 100%	117 100%	132 100%	117 100%	243 100%	114 100%	48 100%	215 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 760

CPM03_78 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG

The Kraft Heinz Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	154	254	165	119	66	58	148	165	95	214	51	120	117	150	141	220	170	40	232
Weighted Base	423	187*	236	133*	106*	104*	80**	152*	190*	82*	131	53*	213*	139*	150*	135*	237	168*	62**	270
Somewhat/Very Good Response (Net)	279 66%	121 64%	158 67%	64 48%	71 67% D	81 78% D	63 79%	99 66%	121 64%	58 71%	90 68%	34 64%	141 66%	101 73%	95 63%	82 61%	156 66%	114 68%	41 67%	180 67%
Very good response	80 19%	39 21%	41 17%	17 13%	21 19%	18 17%	24 30%	27 17%	36 19%	17 21%	27 20%	8 14%	40 19%	31 22%	28 19%	21 15%	46 20%	29 17%	8 14%	51 19%
Somewhat good response	199 47%	82 44%	117 50%	46 35%	51 48% d	63 60% D	39 49%	73 48%	85 45%	41 50%	63 48%	27 50%	100 47%	71 51%	67 44%	62 46%	110 46%	85 50%	33 53%	129 48%
Somewhat/Very Bad Response (Net)	79 19%	44 24%	35 15%	38 28% E	21 20% f	7 7%	14 17%	30 19%	39 21%	10 13%	19 14%	4 7%	50 24% L	28 20%	26 17%	25 19%	50 21%	22 13%	15 24%	57 21%
Somewhat bad response	58 14%	32 17%	26 11%	33 24% F	16 15%	6 5%	4 5%	15 10%	39 20% hJ	4 5%	12 9%	2 3%	43 20% KL	24 17%	15 10%	19 14%	38 16%	18 11%	13 21%	43 16%
Very bad response	21 5%	12 7%	9 4%	5 4%	5 5%	1 1%	10 12%	14 9%	1 *	6 8% I	7 5%	2 4%	7 3%	4 3%	11 7%	6 5%	12 5%	4 2%	2 3%	14 5%
I am not familiar with this company	65 15%	22 12%	43 18%	32 24% e	13 13%	16 16%	4 5%	23 15%	29 15%	13 16%	23 17%	15 29% M	23 11%	9 7%	30 20% N	27 20% N	31 13%	32 19%	6 10%	32 12%
Sigma	423 100%	187 100%	236 100%	133 100%	106 100%	104 100%	80 100%	152 100%	190 100%	82 100%	131 100%	53 100%	213 100%	139 100%	150 100%	135 100%	237 100%	168 100%	62 100%	270 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 761

CPM03_79 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

CPG

The Walt Disney Company

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	401	165	236	179	124	55	43	143	169	89	216	62	104	119	144	138	215	178	36	237
Weighted Base	369	174	195	128	108*	67*	65**	125*	176*	68*	118	77*	165*	114*	149*	107*	207	159*	38**	248
Somewhat/Very Good Response (Net)	254 69%	117 67%	137 70%	79 62%	76 71%	54 80%	44 68%	76 61%	131 75%	47 69%	80 68%	59 77%	109 66%	85 74%	106 71%	63 59%	146 71%	106 67%	25 64%	174 70%
Very good response	86 23%	39 22%	48 24%	24 19%	37 34%	17 25%	9 13%	25 20%	48 27%	13 19%	29 25%	25 32%	30 18%	28 24%	37 25%	22 20%	56 27%	30 19%	10 25%	59 24%
Somewhat good response	167 45%	78 45%	89 46%	55 43%	40 37%	37 55%	36 55%	51 41%	83 47%	34 49%	51 43%	34 45%	79 48%	57 50%	69 47%	41 39%	90 43%	76 48%	15 39%	115 46%
Somewhat/Very Bad Response (Net)	83 22%	41 24%	42 21%	41 32%	14 13%	11 17%	16 25%	37 30%	36 21%	10 14%	23 20%	13 17%	44 27%	22 19%	34 23%	27 26%	41 20%	41 26%	11 30%	57 23%
Somewhat bad response	43 12%	20 11%	24 12%	18 14%	7 7%	8 12%	10 15%	21 17%	16 9%	7 10%	14 12%	8 11%	19 12%	11 10%	17 12%	15 14%	23 11%	19 12%	2 4%	29 12%
Very bad response	40 11%	21 12%	18 9%	23 18%	7 6%	3 4%	6 10%	16 13%	20 12%	3 4%	9 8%	5 6%	25 15%	11 9%	17 11%	12 12%	17 8%	22 14%	10 25%	28 11%
I am not familiar with this company	32 9%	16 9%	17 9%	8 6%	18 16%	2 4%	5 7%	12 10%	9 5%	12 17%	15 12%	5 6%	11 7%	8 7%	9 6%	16 15%	20 10%	12 8%	2 6%	17 7%
Sigma	369 100%	174 100%	195 100%	128 100%	108 100%	67 100%	65 100%	125 100%	176 100%	68 100%	118 100%	77 100%	165 100%	114 100%	149 100%	107 100%	207 100%	159 100%	38 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 762

CMOP3_80 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Other
 Uber

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	417	158	259	164	124	69	60	145	179	93	235	54	106	115	139	163	224	179	33	224
Weighted Base	403	201*	202	117*	108*	96*	82**	138*	186*	79*	137	67*	181*	117*	135*	150*	240	150*	43**	250
Somewhat/Very Good Response (Net)	210 52%	109 54%	101 50%	54 46%	68 63% D	49 51%	39 48%	91 66% J	88 47%	31 39%	85 62% M	36 54%	84 46%	70 60%	70 52%	70 46%	133 55%	72 48%	24 57%	137 55%
Very good response	64 16%	34 17%	30 15%	22 19% f	27 25% F	7 7%	8 9%	39 28% J	20 11%	5 6%	22 16%	9 13%	31 17%	26 22% p	21 15%	17 11%	44 18%	16 11%	7 17%	50 20%
Somewhat good response	146 36%	75 37%	71 35%	32 27%	40 37%	42 44% d	32 39%	53 38%	67 36%	26 33%	63 46% M	28 41%	53 29%	44 37%	50 37%	53 35%	88 37%	56 37%	17 40%	87 35%
Somewhat/Very Bad Response (Net)	128 32%	69 34%	59 29%	45 38% E	25 23%	34 35%	24 30%	32 23%	63 34%	32 41% h	32 25%	20 30%	73 40% K	34 29%	40 30%	54 36%	69 29%	57 38%	19 43%	83 33%
Somewhat bad response	84 21%	46 23%	38 19%	26 22%	14 13%	24 25%	20 25%	15 11%	44 24% H	25 32% H	22 16%	13 20%	47 26%	19 16%	24 18%	42 28%	48 20%	35 24%	11 25%	56 22%
Very bad response	43 11%	22 11%	21 10%	19 16%	11 10%	9 10%	4 5%	17 12%	19 10%	7 9%	10 7%	7 10%	26 14%	15 13%	16 12%	12 8%	21 9%	22 14%	8 18%	27 11%
I am not familiar with this company	66 16%	23 11%	43 21% b	19 16%	15 14%	13 14%	18 22%	14 10%	35 19%	16 20%	20 14%	11 16%	24 13%	14 12%	25 19%	27 18%	38 16%	21 14%	-	30 12%
Sigma	403 100%	201 100%	202 100%	117 100%	108 100%	96 100%	82 100%	138 100%	186 100%	79 100%	137 100%	67 100%	181 100%	117 100%	135 100%	150 100%	240 100%	150 100%	43 100%	250 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 763

CMOP3_81 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Other
 Lyft

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	161	251	176	119	58	59	144	164	104	225	55	109	132	141	139	208	192	36	228
Weighted Base	395	201*	195	123*	103*	80*	89**	124*	181*	90*	130	64*	175*	126*	137*	132*	212	174*	43**	233
Somewhat/Very Good Response (Net)	203 51%	107 53%	96 49%	64 52%	54 52%	44 55%	41 46%	70 56% J	101 56% J	33 36%	69 53%	36 55%	87 50%	69 54%	64 47%	71 54%	126 59% R	76 44%	26 61%	127 54%
Very good response	55 14%	31 15%	24 13%	19 16%	25 24% f	7 9%	4 5%	22 18%	22 12%	12 13%	19 15%	11 17%	21 12%	22 18%	19 14%	14 11%	35 17%	20 12%	7 16%	37 16%
Somewhat good response	148 37%	76 38%	72 37%	44 36%	29 28%	38 47% e	37 42%	48 38% j	79 44% J	21 23%	50 38%	25 39%	66 38%	47 37%	45 33%	56 43%	91 43%	56 32%	19 44%	90 39%
Somewhat/Very Bad Response (Net)	104 26%	57 29%	47 24%	33 27%	30 29%	24 31%	16 18%	39 31%	39 22%	26 29%	28 21%	15 23%	53 30%	31 25%	40 29%	33 25%	47 22%	51 30%	16 38%	69 30%
Somewhat bad response	80 20%	41 21%	39 20%	28 22%	18 17%	19 23%	16 18%	29 23%	33 18%	18 20%	23 17%	11 18%	43 25%	23 18%	31 23%	26 20%	29 14%	45 26% Q	16 38%	53 23%
Very bad response	24 6%	16 8%	8 4%	6 5%	12 12% d	6 7%	* *	10 8%	6 3%	8 9%	5 4%	3 5%	10 5%	8 7%	9 6%	7 5%	18 9%	6 3%	* *	16 7%
I am not familiar with this company	88 22%	36 18%	52 27%	26 21%	20 19%	11 14%	32 35%	16 13%	41 23%	31 35% H	34 26%	14 22%	34 20%	26 21%	33 24%	28 21%	39 18%	47 27%	1 1%	37 16%
Sigma	395 100%	201 100%	195 100%	123 100%	103 100%	80 100%	89 100%	124 100%	181 100%	90 100%	130 100%	64 100%	175 100%	126 100%	137 100%	132 100%	212 100%	174 100%	43 100%	233 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 764

CMOP3_82 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Other
 Purell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	154	248	153	118	69	62	140	148	114	211	56	108	122	141	139	207	184	40	218
Weighted Base	407	199*	208	118*	108*	85*	95*	144*	152*	110*	128	66*	186*	128*	152*	126*	218	179*	55**	254
Somewhat/Very Good Response (Net)	252 62%	116 58%	136 65%	63 54%	71 66%	55 64%	63 66%	96 66%	82 54%	74 67%	77 60%	42 64%	116 62%	73 57%	101 66%	78 62%	142 65%	106 59%	37 67%	166 65%
Very good response	120 30%	50 25%	70 34%	31 27%	34 32%	26 31%	28 29%	47 32%	37 24%	36 33%	37 29%	24 37%	50 27%	40 31%	46 30%	34 27%	71 32%	46 26%	15 27%	76 30%
Somewhat good response	132 32%	66 33%	66 32%	32 27%	37 34%	28 33%	35 37%	49 34%	45 29%	38 35%	40 31%	18 27%	66 35%	33 26%	54 36%	44 35%	72 33%	60 33%	22 40%	90 36%
Somewhat/Very Bad Response (Net)	65 16%	39 19%	26 13%	23 19%	20 18%	14 16%	9 9%	21 15%	34 22%	9 9%	21 17%	4 6%	37 20%	27 21%	19 12%	19 15%	45 21%	18 10%	14 25%	52 20%
Somewhat bad response	43 10%	24 12%	19 9%	14 12%	11 10%	10 12%	7 8%	7 5%	28 18%	7 6%	13 10%	2 4%	27 14%	16 13%	10 7%	16 13%	32 15%	9 5%	6 10%	34 13%
Very bad response	22 5%	15 8%	7 3%	9 8%	9 8%	3 4%	1 1%	14 10%	6 4%	2 2%	8 6%	2 3%	10 5%	11 8%	8 5%	3 3%	13 6%	9 5%	8 15%	18 7%
I am not familiar with this company	90 22%	44 22%	46 22%	32 27%	17 16%	17 20%	24 25%	27 19%	37 24%	26 24%	29 23%	19 30%	33 18%	28 22%	33 22%	29 23%	30 14%	55 31%	4 8%	37 14%
Sigma	407 100%	199 100%	208 100%	118 100%	108 100%	85 100%	95 100%	144 100%	152 100%	110 100%	128 100%	66 100%	186 100%	128 100%	152 100%	126 100%	218 100%	179 100%	55 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 765

COMP03_83 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Other
 Instacart

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	415	135	280	157	115	70	73	144	164	107	230	59	96	140	121	154	223	183	35	197
Weighted Base	421	204*	218	110*	110*	82*	119*	128*	191*	102*	130	69*	190*	148*	135*	138*	252	161*	54**	223*
Somewhat/Very Good Response (Net)	212 50%	107 53%	104 48%	51 46%	66 60%	34 42%	60 50%	76 59% j	92 48%	44 43%	66 51%	31 45%	109 57%	85 58%	63 47%	64 46%	123 49%	84 52%	40 74%	127 57%
Very good response	76 18%	43 21%	33 15%	28 25% FG	30 27% FG	7 8%	12 10%	32 25%	31 16%	13 13%	20 15%	11 15%	42 22%	32 22%	17 13%	27 20%	38 15%	36 22%	20 37%	51 23%
Somewhat good response	135 32%	64 32%	71 33%	24 21%	36 33%	28 34%	48 40% D	43 34%	61 32%	31 30%	47 36%	20 29%	67 35%	53 36%	46 34%	36 26%	84 33%	49 30%	20 37%	76 34%
Somewhat/Very Bad Response (Net)	59 14%	31 15%	28 13%	33 30% EFG	10 9%	7 9%	8 7%	19 15%	26 14%	13 13%	14 10%	9 13%	29 15%	19 13%	26 20%	13 9%	37 15%	20 12%	10 19%	40 18%
Somewhat bad response	32 8%	14 7%	18 8%	19 17% EFG	4 4%	2 3%	7 6%	13 10%	16 9%	3 3%	10 7%	7 10%	13 7%	13 9%	13 10%	5 4%	14 6%	17 10%	5 10%	22 10%
Very bad response	27 6%	17 8%	10 4%	14 13% G	7 6%	5 6%	1 1%	7 5%	10 5%	10 10%	4 3%	2 3%	16 8%	6 4%	13 10%	8 6%	23 9%	3 2%	5 9%	18 8%
I am not familiar with this company	151 36%	65 32%	86 39%	26 24%	33 30%	41 49% De	51 43% D	33 26%	72 38%	46 45% H	50 38%	29 43%	52 27%	43 29%	46 34%	62 45% n	93 37%	57 35%	4 7%	56 25%
Sigma	421 100%	204 100%	218 100%	110 100%	110 100%	82 100%	119 100%	128 100%	191 100%	102 100%	130 100%	69 100%	190 100%	148 100%	135 100%	138 100%	252 100%	161 100%	54 100%	223 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 766

CMOP3_84 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Other
 Peloton

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	156	250	179	111	63	53	143	162	101	213	54	109	125	134	147	202	193	44	220
Weighted Base	387	198*	189	121	112*	85*	69**	138*	164*	84*	115	78*	174*	136*	129*	122*	210	166*	57**	240
Somewhat/Very Good Response (Net)	158 41%	89 45%	70 37%	44 36%	57 51% d	43 50%	15 22%	60 43%	74 45% j	24 29%	39 34%	30 39%	87 50% K	52 39%	59 46%	46 38%	96 46%	59 35%	36 64%	117 49%
Very good response	49 13%	33 16%	17 9%	20 17%	23 21% f	6 7%	-	30 22% IJ	14 8%	6 7%	15 13%	7 10%	27 15%	11 8%	19 15%	19 15%	33 16%	15 9%	18 32%	35 15%
Somewhat good response	109 28%	56 28%	53 28%	24 19%	33 30%	37 44% D	15 22%	30 21%	61 37% H	19 22%	24 21%	23 30%	60 35% k	41 30%	40 31%	28 22%	63 30%	44 26%	18 32%	81 34%
Somewhat/Very Bad Response (Net)	78 20%	58 29% C	20 11%	40 33% EF	16 15%	13 15%	9 13%	34 25%	26 16%	17 20%	16 14%	16 21%	41 24%	34 25%	24 19%	19 16%	43 20%	30 18%	16 29%	55 23%
Somewhat bad response	36 9%	23 12%	13 7%	16 13%	11 9%	6 7%	4 6%	15 11%	15 9%	6 8%	14 12%	4 5%	17 10%	12 9%	16 13%	8 6%	21 10%	11 7%	7 13%	29 12%
Very bad response	42 11%	35 18% C	7 4%	24 20% E	6 5%	7 8%	5 7%	20 14%	12 7%	11 13%	3 2%	13 16% K	24 14% K	22 16%	8 6%	11 9%	22 10%	19 12%	9 16%	26 11%
I am not familiar with this company	151 39%	52 26% C	99 53% B	38 31%	39 35%	30 35%	45 65%	44 32%	64 39%	43 51% H	60 52% M	31 40%	46 26%	50 36%	45 35%	57 46%	71 34%	77 46% q	4 8%	68 28%
Sigma	387 100%	198 100%	189 100%	121 100%	112 100%	85 100%	69 100%	138 100%	164 100%	84 100%	115 100%	78 100%	174 100%	136 100%	129 100%	122 100%	210 100%	166 100%	57 100%	240 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 767

COMP03_85 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Other
 WeWork

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	154	245	152	108	73	66	126	181	92	214	64	94	121	136	142	237	150	38	221
Weighted Base	425	225*	199	124*	89*	103*	109*	138*	193*	93*	155	74*	170*	130*	155*	140*	277	135*	52**	258
Somewhat/Very Good Response (Net)	144 34%	103 46% C	41 21%	45 36%	39 44% F	24 24%	36 33%	66 48% IJ	51 27%	27 29%	36 23%	28 38% k	77 45% K	42 33%	52 33%	50 36%	94 34%	44 32%	37 71%	115 44%
Very good response	49 11%	33 15%	16 8%	16 13%	20 22% FG	6 6%	6 6%	31 23% I	7 4%	10 11%	16 10%	5 7%	28 16%	21 16%	14 9%	15 10%	37 13%	10 8%	20 38%	40 15%
Somewhat good response	95 22%	70 31% C	25 13%	28 23%	20 22%	18 18%	29 27%	35 25%	44 23%	17 18%	20 13%	23 31% K	49 29% K	22 17%	38 24%	36 25%	57 21%	33 25%	17 32%	75 29%
Somewhat/Very Bad Response (Net)	64 15%	37 16%	27 14% EFG	34 27%	11 12%	9 8%	11 10%	22 16%	35 18%	7 8%	26 17%	7 9%	29 17%	9 7%	38 24% Np	18 13%	42 15%	20 15%	14 27%	47 18%
Somewhat bad response	45 11%	28 12%	17 9%	25 20% eFG	9 10%	5 5%	5 5%	10 7%	31 16% J	4 5%	13 8%	4 5%	27 16% I	7 5%	24 16% n	15 10%	32 12%	12 9%	11 22%	36 14%
Very bad response	19 4%	9 4%	10 5%	9 7%	2 2%	3 3%	6 5%	12 9% i	4 2%	3 3%	13 9% M	3 4%	2 1%	2 2%	14 9% np	3 2%	10 4%	8 6%	3 5%	10 4%
I am not familiar with this company	217 51%	86 38%	131 66% B	45 36%	39 44%	70 68% DE	62 57% D	50 36% i	107 55% H	59 64% H	92 60% M	39 53%	65 38%	79 61% O	66 43%	72 51%	140 51%	72 53%	1 2%	97 38%
Sigma	425 100%	225 100%	199 100%	124 100%	89 100%	103 100%	109 100%	138 100%	193 100%	93 100%	155 100%	74 100%	170 100%	130 100%	155 100%	140 100%	277 100%	135 100%	52 100%	258 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 768

COMP03_89 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Travel/Hospitality
 Marriott

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	161	239	182	115	57	46	128	169	103	208	61	106	117	150	133	202	184	43	229
Weighted Base	383	198*	185	141	95*	71*	76**	110*	187*	86*	122	73*	167*	115*	151*	117*	213	157*	51**	250
Somewhat/Very Good Response (Net)	232 61%	121 61%	111 60%	68 48%	67 71% D	47 67% d	50 66%	72 65% J	124 66% J	37 43%	76 62%	44 61%	101 61%	85 74% P	92 61% p	55 47%	138 64%	88 56%	30 58%	162 65%
Very good response	71 19%	43 22%	28 15%	32 23%	23 25%	10 15%	5 7%	25 23% j	36 20%	9 10%	15 12%	8 10%	47 28% KL	23 20%	26 17%	22 19%	48 22% r	19 12%	17 34%	61 24%
Somewhat good response	161 42%	79 40%	83 45%	36 25%	44 46% D	37 52% D	45 59%	46 42%	87 47% j	28 32%	61 50% M	37 51% m	54 32%	62 54% P	66 44% p	33 28%	90 42%	69 44%	12 24%	101 40%
Somewhat/Very Bad Response (Net)	79 21%	53 27% C	26 14%	47 33% E	13 13%	17 25%	2 3%	26 24%	37 20%	15 18%	22 18%	17 24%	36 22%	19 17%	38 25%	21 18%	42 20%	33 21%	13 26%	60 24%
Somewhat bad response	55 14%	38 19% C	17 9%	35 25% E	7 8%	10 14%	2 3%	18 16%	24 13%	13 15%	17 14%	7 10%	29 17%	13 11%	25 17%	17 15%	34 16%	18 11%	12 24%	44 18%
Very bad response	24 6%	15 7%	9 5%	11 8%	5 5%	7 10%	-	8 8%	13 7%	2 3%	5 4%	10 14% km	7 4%	6 6%	13 9%	4 4%	7 3%	16 10% q	1 2%	16 7%
I am not familiar with this company	72 19%	23 12%	48 26% B	27 19%	15 16%	6 8%	24 32%	12 11%	26 14%	34 39% HI	25 20%	11 15%	30 18%	11 9%	21 14%	41 35% NO	34 16%	36 23%	8 16%	28 11%
Sigma	383 100%	198 100%	185 100%	141 100%	95 100%	71 100%	76 100%	110 100%	187 100%	86 100%	122 100%	73 100%	167 100%	115 100%	151 100%	117 100%	213 100%	157 100%	51 100%	250 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 769

CMOP3_90 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Travel/Hospitality
 Airbnb

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	166	236	160	109	77	56	133	170	99	220	61	102	109	139	154	203	187	37	219
Weighted Base	393	189*	204	114*	94*	103*	82*	133*	181*	80*	138	71*	163*	104*	151*	137*	217	166*	44**	243
Somewhat/Very Good Response (Net)	179 46%	99 53% c	80 39%	56 49% g	54 58% fG	43 42%	25 31%	72 55% J	79 44%	27 34%	50 37%	34 48%	93 57% K	44 42%	78 51%	58 42%	104 48%	71 43%	32 72%	135 56%
Very good response	45 12%	29 16% c	16 8%	22 19% FG	20 22% FG	2 2%	1 1%	25 19% I	13 7%	8 10%	10 8%	7 9%	28 17% k	13 12%	19 12%	14 10%	32 15% r	12 7%	19 43%	37 15%
Somewhat good response	134 34%	70 37%	64 31%	34 30%	34 36%	41 39%	25 30%	48 36%	67 37%	19 24%	40 29%	27 38%	64 39%	31 30%	59 39%	44 32%	72 33%	59 35%	13 29%	99 41%
Somewhat/Very Bad Response (Net)	91 23%	48 26%	43 21%	30 26%	24 25%	25 24%	13 16%	33 25%	43 24%	15 19%	31 22%	15 22%	37 23%	20 19%	46 30% p	25 18%	55 25%	34 20%	8 18%	62 26%
Somewhat bad response	65 17%	30 16%	35 17%	21 19% g	20 21% G	19 19% g	5 6%	23 18%	31 17%	10 13%	22 16%	9 13%	26 16%	17 16%	32 21%	16 12%	41 19%	22 14%	5 12%	41 17%
Very bad response	26 7%	18 10%	8 4%	9 8%	4 4%	5 5%	8 10%	9 7%	12 7%	5 6%	9 7%	6 8%	11 7%	4 4%	13 9%	9 7%	14 7%	11 7%	2 6%	21 9%
I am not familiar with this company	123 31%	41 22%	81 40% B	28 24%	15 17%	35 34% E	44 54% DE	27 21%	58 32%	37 47% H	57 41% M	22 31%	33 20%	41 39% O	28 18%	54 40% O	58 27%	62 37%	5 10%	45 19%
Sigma	393 100%	189 100%	204 100%	114 100%	94 100%	103 100%	82 100%	133 100%	181 100%	80 100%	138 100%	71 100%	163 100%	104 100%	151 100%	137 100%	217 100%	166 100%	44 100%	243 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 770

CMOP3_91 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Travel/Hospitality
 Hilton Hotels

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	155	251	173	101	80	52	139	178	89	218	65	99	119	149	138	200	191	35	224
Weighted Base	443	209*	235	147*	99*	118*	79**	148*	215*	81*	142	87*	184*	126*	182*	135*	234	193*	47**	277
Somewhat/Very Good Response (Net)	276 62%	124 59%	152 65%	86 58%	67 67%	71 60%	52 66%	97 66%	138 64%	41 51%	87 61%	55 63%	123 67%	71 57%	128 70% np	76 56%	145 62%	128 66%	30 65%	177 64%
Very good response	70 16%	30 14%	40 17%	23 16%	21 21%	22 19%	4 5%	30 21%	28 13%	12 15%	16 11%	13 15%	38 21% k	20 16%	34 18%	16 12%	43 18%	26 13%	13 29%	49 18%
Somewhat good response	206 46%	94 45%	112 48%	62 42%	46 46%	49 42%	48 62%	67 45%	110 51%	29 36%	71 50%	42 48%	85 46%	52 41%	95 52%	60 44%	103 44%	102 53%	17 36%	128 46%
Somewhat/Very Bad Response (Net)	88 20%	60 29% C	28 12%	41 28%	20 20%	22 19%	5 7%	30 20%	43 20%	15 18%	24 17%	13 15%	46 25%	26 20%	37 20%	25 19%	50 21%	33 17%	11 24%	63 23%
Somewhat bad response	62 14%	43 21% C	19 8%	26 17%	12 12%	20 17%	4 6%	16 11%	37 17%	10 12%	16 11%	10 12%	31 17%	20 16%	26 14%	17 12%	34 15%	24 13%	7 15%	46 17%
Very bad response	26 6%	17 8%	9 4%	15 10%	7 7%	2 2%	1 1%	14 9%	7 3%	5 6%	8 6%	3 3%	15 8%	6 5%	11 6%	8 6%	16 7%	8 4%	4 9%	17 6%
I am not familiar with this company	80 18%	25 12%	54 23% B	21 14%	13 13%	25 21%	21 27%	21 14%	34 16%	25 31% Hi	32 22% M	19 22% M	15 8%	29 23% O	17 9%	34 25% O	38 16%	32 17%	5 11%	37 13%
Sigma	443 100%	209 100%	235 100%	147 100%	99 100%	118 100%	79 100%	148 100%	215 100%	81 100%	142 100%	87 100%	184 100%	126 100%	182 100%	135 100%	234 100%	193 100%	47 100%	277 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 771

COMP03_92 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Travel/Hospitality
 Expedia

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	406	147	259	170	116	62	58	143	154	109	229	51	103	105	156	145	220	176	32	227
Weighted Base	380	172*	209	116*	115*	84*	65*	140*	156*	84*	139	54*	169*	92*	164*	124*	222	150*	35**	232
Somewhat/Very Good Response (Net)	205 54%	105 61% c	101 48%	58 50%	64 56%	44 52%	40 61%	90 64% j	78 50%	37 44%	80 58%	32 59%	86 51%	47 51%	96 59%	62 50%	122 55%	79 53%	19 54%	128 55%
Very good response	58 15%	42 24% C	17 8%	25 22% F	19 16% f	3 4%	11 17% f	32 23% i	17 11%	10 12%	28 20%	5 9%	24 14%	14 15%	24 15%	20 16%	33 15%	23 15%	12 34%	39 17%
Somewhat good response	147 39%	63 37%	84 40%	33 28%	45 39%	41 48% D	29 44%	58 41%	62 40%	27 32%	52 37%	27 51%	62 37%	33 36%	72 44%	42 34%	90 40%	57 38%	7 20%	88 38%
Somewhat/Very Bad Response (Net)	90 24%	46 27%	45 21%	35 30%	29 25%	14 17%	13 19%	38 27%	33 21%	19 23%	25 18%	6 11%	58 34% KL	25 28%	37 22%	28 23%	61 27%	29 19%	14 41%	70 30%
Somewhat bad response	56 15%	29 17%	27 13%	18 15%	16 14%	12 14%	10 16%	19 13%	19 12%	17 21%	17 12%	2 3%	36 21% L	19 21% o	17 10%	19 16%	37 16%	18 12%	9 25%	44 19%
Very bad response	35 9%	17 10%	18 9%	17 15% Fg	13 11%	2 2%	2 4%	19 14% j	13 9%	2 2%	8 6%	4 8%	22 13%	6 6%	20 12%	9 7%	24 11%	10 7%	6 16%	26 11%
I am not familiar with this company	85 22%	21 12%	63 30% B	23 20%	22 19%	27 32%	13 19%	12 9%	45 29% H	28 33% H	34 24%	16 30% m	25 15%	20 22%	31 19%	34 27%	39 18%	43 28% q	1 4%	35 15%
Sigma	380 100%	172 100%	209 100%	116 100%	115 100%	84 100%	65 100%	140 100%	156 100%	84 100%	139 100%	54 100%	169 100%	92 100%	164 100%	124 100%	222 100%	150 100%	35 100%	232 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 772

COMP03_93 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Travel/Hospitality
 TripAdvisor

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	154	249	166	121	60	56	144	159	100	212	56	112	132	139	132	221	173	40	231
Weighted Base	369	180*	188	109*	112*	85*	61**	130*	148*	91*	114	63*	166*	120*	138*	111*	214	148*	43**	232
Somewhat/Very Good Response (Net)	208 57%	105 58%	103 55%	61 56%	70 63%	46 53%	32 51%	78 60%	87 59%	43 47%	55 48%	39 61%	103 62% k	77 64%	73 53%	58 52%	119 55%	85 57%	35 82%	148 64%
Very good response	62 17%	39 22% c	23 12%	23 21% F	28 25% F	5 6%	6 9%	35 27% I	9 6%	18 20% I	12 11%	11 17%	37 22% K	22 18%	17 13%	23 20%	37 17%	23 16%	20 48%	46 20%
Somewhat good response	146 40%	66 37%	80 43%	38 35%	42 37%	41 47%	26 42%	44 34%	78 53% HJ	24 27%	43 38%	28 44%	66 40%	55 46%	56 41%	36 32%	81 38%	62 42%	14 34%	102 44%
Somewhat/Very Bad Response (Net)	78 21%	42 23%	36 19%	30 27% J	27 24%	11 13%	10 16%	27 28% J	29 20%	12 13%	27 24%	16 25%	33 20%	23 19%	29 21%	26 23%	51 24%	27 18%	7 17%	59 25%
Somewhat bad response	59 16%	28 16%	31 17%	23 21% J	19 17%	9 10%	9 14%	28 22%	22 15%	10 11%	21 18%	11 18%	26 16%	16 14%	24 17%	19 17%	42 20%	17 12%	5 12%	44 19%
Very bad response	19 5%	13 7%	5 3%	7 6%	8 7%	3 3%	1 2%	9 7%	7 5%	2 3%	6 6%	4 7%	7 4%	7 5%	6 4%	6 6%	9 4%	10 6%	2 5%	15 7%
I am not familiar with this company	82 22%	34 19%	49 26%	19 17%	15 13%	29 33% dE	20 33%	14 11%	32 22% h	36 40% HI	32 28%	9 14%	30 18%	20 17%	35 25%	27 25%	45 21%	36 24%	1 1%	25 11%
Sigma	369 100%	180 100%	188 100%	109 100%	112 100%	85 100%	61 100%	130 100%	148 100%	91 100%	114 100%	63 100%	166 100%	120 100%	138 100%	111 100%	214 100%	148 100%	43 100%	232 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 773

CPM03_94 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Energy
 ExxonMobil

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	159	247	173	112	64	57	135	172	99	223	62	95	119	142	145	204	193	40	205
Weighted Base	404	182*	222	123	103*	92*	86*	114*	189*	101*	134	70*	172*	114*	153*	137*	226	172*	48**	234
Somewhat/Very Good Response (Net)	230 57%	110 60%	120 54%	63 51%	62 60%	50 55%	55 64%	67 59%	109 58%	55 54%	83 62% l	31 45%	96 56%	64 56%	90 59%	77 56%	124 55%	105 61%	19 39%	136 58%
Very good response	60 15%	32 18%	27 12%	15 12%	23 23% dg	14 15%	7 9%	17 15%	24 13%	18 18%	20 15%	7 10%	26 15%	16 14%	20 13%	24 17%	36 16%	23 13%	9 18%	32 14%
Somewhat good response	171 42%	78 43%	93 42%	48 39%	38 37%	37 40%	48 56% de	49 43%	85 45%	37 37%	64 48%	24 34%	70 41%	48 42%	69 45%	53 39%	88 39%	82 47%	10 21%	104 45%
Somewhat/Very Bad Response (Net)	82 20%	45 25%	37 17%	34 28% G	24 23%	16 17%	9 10%	31 27% j	38 20%	13 13%	23 17%	14 19%	45 26%	33 29% P	33 21%	17 12%	53 23%	29 17%	25 52%	65 28%
Somewhat bad response	60 15%	32 18%	28 13%	25 21% g	17 16%	11 12%	7 8%	21 18%	29 16%	10 10%	14 10%	11 15%	35 20% k	21 18%	27 17%	13 9%	40 18%	20 12%	19 39%	49 21%
Very bad response	22 5%	13 7%	9 4%	9 7%	7 7%	4 5%	2 2%	10 9%	9 5%	3 3%	9 6%	3 4%	10 6%	12 10% p	6 4%	4 3%	13 6%	9 5%	6 13%	17 7%
I am not familiar with this company	91 23%	27 15%	64 29% B	26 21%	18 17%	26 28%	22 25%	16 14%	42 22%	33 32% H	28 21%	25 36% KM	31 18%	18 16%	31 20%	43 31% N	49 22%	39 23%	4 8%	32 14%
Sigma	404 100%	182 100%	222 100%	123 100%	103 100%	92 100%	86 100%	114 100%	189 100%	101 100%	134 100%	70 100%	172 100%	114 100%	153 100%	137 100%	226 100%	172 100%	48 100%	234 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 774

COMP03_95 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Energy
 Royal Dutch Shell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	158	245	170	117	72	44	134	169	100	231	54	101	128	144	131	213	175	39	213
Weighted Base	409	201*	208	130*	105*	116*	57**	132*	200*	77*	141	59*	195*	147*	146*	116*	241	153*	51**	243
Somewhat/Very Good Response (Net)	145 35%	91 45% C	54 26%	46 36%	49 47% f	34 30%	15 27%	69 52% IJ	59 30%	17 22%	47 33% I	11 19%	85 44% L	49 34%	59 41%	36 31%	89 37%	52 34%	33 65%	108 44%
Very good response	37 9%	32 16% C	5 2%	14 10% F	22 21% dF	1 1%	*	25 19% ij	7 3%	5 6%	9 7%	*	27 14% L	15 10%	16 11%	6 5%	27 11%	9 6%	15 30%	31 13%
Somewhat good response	108 27%	59 29%	49 24%	33 25%	28 26%	33 29%	15 26%	44 33% J	53 26%	12 15%	37 27%	11 19%	58 30%	35 24%	44 30%	30 26%	62 26%	44 29%	18 35%	77 32%
Somewhat/Very Bad Response (Net)	73 18%	44 22%	29 14%	35 27% ef	16 15%	15 13%	8 13%	25 19%	33 17%	15 20%	28 20%	7 11%	39 20%	24 16%	28 19%	22 19%	48 20%	21 14%	11 22%	61 25%
Somewhat bad response	43 11%	27 14%	16 8%	21 16% e	6 6%	13 11%	3 6%	17 13%	14 7%	12 16% i	17 12%	5 9%	21 11%	14 10%	16 11%	13 11%	28 12%	11 7%	4 7%	37 15%
Very bad response	30 7%	17 9%	13 6%	14 11% f	9 9%	3 2%	4 7%	8 6%	19 9%	3 4%	11 7%	1 2%	18 9%	10 7%	12 8%	8 7%	20 8%	10 7%	8 15%	24 10%
I am not familiar with this company	190 47%	65 33%	125 60% B	49 38%	40 38%	67 57% De	34 60%	38 29%	107 54% H	45 59% H	66 47%	41 70% KM	71 37%	74 50%	59 40%	58 50%	103 43%	79 52%	7 13%	73 30%
Sigma	409 100%	201 100%	208 100%	130 100%	105 100%	116 100%	57 100%	132 100%	200 100%	77 100%	141 100%	59 100%	195 100%	147 100%	146 100%	116 100%	241 100%	153 100%	51 100%	243 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 775

COMP03_96 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Energy
 BP

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	413	165	248	160	125	69	59	149	172	92	228	51	110	131	158	124	216	182	45	233
Weighted Base	431	204*	228	114*	113*	110*	93*	137*	190*	105*	127	81*	196*	144*	164*	123*	254	164*	48**	281
Somewhat/Very Good Response (Net)	258 60%	125 61%	133 58%	54 47%	68 60%	76 69% D	59 64%	88 64%	110 58%	60 57%	74 58%	48 59%	126 64%	97 67%	93 56%	68 55%	160 63%	95 58%	33 68%	173 62%
Very good response	64 15%	32 16%	32 14%	19 17%	24 21%	13 12%	8 9%	32 23% I	20 10%	12 12%	24 19%	8 10%	28 14%	23 16%	19 12%	22 17%	40 16%	24 15%	14 29%	47 17%
Somewhat good response	194 45%	93 46%	101 44%	35 31%	44 39%	63 57% De	51 55% D	56 41%	90 47%	48 45%	50 40%	40 49%	99 50%	74 51%	73 45%	46 38%	120 47%	70 43%	19 39%	126 45%
Somewhat/Very Bad Response (Net)	73 17%	44 22%	29 13%	30 27% FG	22 20% g	14 13%	6 6%	20 14%	43 23% J	10 10%	14 11%	9 11%	49 25% K	24 16%	33 20%	17 14%	42 17%	29 17%	9 18%	59 21%
Somewhat bad response	53 12%	32 15%	21 9%	18 16%	16 14%	13 12%	6 6%	15 11%	29 15% J	9 9%	11 9%	5 6%	36 19% k	15 11%	21 13%	17 14%	26 10%	25 15%	8 16%	43 15%
Very bad response	20 5%	13 6%	8 3%	12 11% FG	7 6%	1 1%	-	5 4%	14 8%	1 1%	3 3%	4 5%	13 7% P	8 6% P	12 7% P	-	17 7%	4 2%	1 1%	15 5%
I am not familiar with this company	100 23%	35 17%	66 29% B	30 26%	22 20%	20 18%	28 30%	29 21%	37 19%	34 33%	38 30% M	24 30% M	21 11%	23 16%	38 23%	39 31% n	52 21%	41 25%	7 14%	49 18%
Sigma	431 100%	204 100%	228 100%	114 100%	113 100%	110 100%	93 100%	137 100%	190 100%	105 100%	127 100%	81 100%	196 100%	144 100%	164 100%	123 100%	254 100%	164 100%	48 100%	281 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 776

CPMP03_97 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery

McDonald's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	162	243	153	111	68	73	134	165	106	216	52	108	117	150	138	218	173	39	210
Weighted Base	441	217*	223	121*	105*	113*	102*	133*	197*	111*	132	71*	202*	124*	175*	142*	257	165*	56**	270
Somewhat/Very Good Response (Net)	304 69%	139 64%	166 74%	77 64%	78 74%	70 62%	79 77%	90 68%	141 72%	74 66%	98 74%	50 71%	136 67%	94 76% P	123 70%	88 62%	191 74%	110 66%	40 71%	187 69%
Very good response	103 23%	46 21%	56 25%	27 22%	36 34% I	21 18%	19 18%	36 27%	46 24%	20 18%	41 31%	14 20%	41 20%	25 20%	42 24%	36 26%	66 26%	34 20%	18 31%	65 24%
Somewhat good response	202 46%	92 43%	109 49%	50 42%	42 40%	50 44%	60 59% de	54 41%	95 48%	53 48%	57 43%	36 51%	95 47%	70 56% P	81 46%	51 36%	125 49%	76 46%	22 39%	122 45%
Somewhat/Very Bad Response (Net)	92 21%	62 29% C	30 13%	31 25%	18 17%	28 25%	15 15%	32 24%	35 18%	25 23%	23 18%	14 20%	46 23%	24 19%	35 20%	33 23%	42 17%	38 23%	13 24%	69 26%
Somewhat bad response	51 11%	33 15%	18 8%	20 17% E	6 6%	17 15%	8 8%	14 11%	27 14%	9 8%	12 9%	6 8%	30 15%	10 8%	22 13%	18 13%	29 11%	16 10%	2 4%	39 14%
Very bad response	41 9%	29 14% C	12 5%	10 9%	12 12%	11 10%	8 7%	17 13%	8 4%	16 14%	12 9%	9 12%	16 8%	13 11%	13 8%	15 10%	14 5%	22 13% Q	11 20%	30 11%
I am not familiar with this company	44 10%	16 7%	28 12%	12 10%	9 9%	15 13%	8 8%	11 8%	21 11%	12 11%	11 8%	6 9%	21 10%	6 5%	17 10%	21 15% n	23 9%	17 10%	3 6%	14 5%
Sigma	441 100%	217 100%	223 100%	121 100%	105 100%	113 100%	102 100%	133 100%	197 100%	111 100%	132 100%	71 100%	202 100%	124 100%	175 100%	142 100%	257 100%	165 100%	56 100%	270 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 777

CMOP3_98 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery
 Starbucks

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	396	153	243	178	97	60	61	133	163	100	215	50	107	110	141	145	210	172	49	224
Weighted Base	394	187*	207	140*	98*	79*	77**	127*	195*	72*	113	54*	206*	117*	164*	113*	225	159*	51*	246
Somewhat/Very Good Response (Net)	256 65%	129 69%	128 62%	86 61%	68 69%	50 63%	53 69%	84 66%	129 66%	43 59%	67 60%	38 70%	137 67%	75 64%	104 63%	77 68%	141 63%	109 68%	38 74% t	154 63%
Very good response	79 20%	41 22%	38 18%	34 24%	28 29%	11 14%	6 8%	34 27%	32 17%	13 18%	27 24%	7 14%	43 21%	22 19%	31 19%	26 23%	55 25% r	21 13%	19 36% t	52 21%
Somewhat good response	177 45%	87 47%	89 43%	52 37%	39 40%	39 49%	47 61%	50 39%	97 49%	30 42%	41 36%	31 56% K	94 46%	53 45%	73 45%	50 45%	86 38%	88 55% Q	19 38%	102 41%
Somewhat/Very Bad Response (Net)	88 22%	40 22%	48 23%	37 26%	21 22%	13 17%	17 22%	32 25%	39 20%	18 25%	26 23%	11 20%	46 23%	27 23%	39 24%	23 20%	57 25%	29 18%	9 18%	71 29% s
Somewhat bad response	52 13%	19 10%	33 16%	21 15% E	4 4%	11 14%	15 20%	17 13%	20 10%	15 21%	15 13%	7 12%	27 13%	14 12%	24 15%	13 12%	33 15%	16 10%	4 7%	41 17% s
Very bad response	37 9%	21 11%	15 7%	16 11%	17 17% F	2 3%	2 2%	15 11%	19 10%	3 5%	11 10%	4 8%	19 9%	12 10%	15 9%	10 8%	23 10%	13 8%	6 11%	30 12%
I am not familiar with this company	50 13%	18 10%	32 15%	18 12%	9 9%	16 20%	7 9%	11 9%	28 14%	11 15%	20 17%	5 10%	22 11%	15 13%	21 13%	14 12%	27 12%	21 13%	4 8%	22 9%
Sigma	394 100%	187 100%	207 100%	140 100%	98 100%	79 100%	77 100%	127 100%	195 100%	72 100%	113 100%	54 100%	206 100%	117 100%	164 100%	113 100%	225 100%	159 100%	51 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 778

CPMP03_99 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery
 Chipotle

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	180	230	157	132	70	51	140	172	98	209	51	122	116	132	162	214	184	45	234
Weighted Base	427	221*	206	114*	131*	106*	76**	148*	184*	96*	114	63*	225*	128*	141*	158*	245	173*	60*	263
Somewhat/Very Good Response (Net)	269 63%	140 63%	130 63%	66 58%	88 67%	64 60%	51 67%	101 68%	116 63%	52 54%	69 61%	39 62%	149 67%	91 71%	86 61%	92 59%	147 60%	118 69%	39 65%	178 68%
Very good response	64 15%	31 14%	33 16%	20 17%	21 16%	19 18%	5 7%	24 16%	29 16%	11 12%	17 15%	11 17%	34 15%	18 14%	19 13%	27 17%	35 14%	27 16%	11 18%	42 16%
Somewhat good response	205 48%	108 49%	97 47%	47 41%	67 51%	45 43%	46 60%	77 52%	87 47%	41 42%	52 46%	29 45%	116 51%	73 57%	67 47%	65 41%	112 46%	91 53%	28 47%	136 52%
Somewhat/Very Bad Response (Net)	90 21%	50 22%	41 20%	32 26%	25 19%	20 19%	14 18%	30 20%	48 26%	13 13%	27 24%	12 18%	46 21%	24 19%	35 25%	31 20%	48 20%	37 22%	16 27%	60 23%
Somewhat bad response	66 15%	40 18%	26 12%	23 20%	16 12%	19 18%	9 12%	19 13%	36 20%	11 11%	17 15%	9 14%	38 17%	18 14%	24 17%	24 15%	33 13%	29 17%	11 19%	45 17%
Very bad response	25 6%	10 4%	15 7%	9 8%	9 7%	2 2%	5 6%	11 7%	12 7%	2 2%	10 9%	3 4%	9 4%	7 5%	11 8%	7 5%	15 6%	9 5%	5 8%	15 6%
I am not familiar with this company	67 16%	32 14%	36 17%	15 13%	18 14%	22 21%	12 16%	17 11%	19 11%	31 33%	18 15%	12 20%	29 13%	13 10%	20 14%	34 22%	50 20%	17 10%	5 8%	25 9%
Sigma	427 100%	221 100%	206 100%	114 100%	131 100%	106 100%	76 100%	148 100%	184 100%	96 100%	114 100%	63 100%	225 100%	128 100%	141 100%	158 100%	245 100%	173 100%	60 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 779

CMP03_100 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery

Chick-fil-A

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	165	237	169	114	68	51	133	173	96	214	45	118	133	116	153	213	176	46	216
Weighted Base	421	206*	215	125	115*	111*	70**	143*	187*	90*	125	52**	218*	143*	121*	157*	254	155*	63*	242
Somewhat/Very Good Response (Net)	289 69%	138 67%	150 70%	74 59%	82 72% d	85 76% d	48 69%	97 68%	129 69%	62 68%	83 66%	27 53%	167 76%	107 75%	80 66%	102 65%	183 72%	99 64%	40 64%	167 69%
Very good response	110 26%	53 26%	57 26%	33 26%	36 32%	22 20%	18 26%	42 29%	41 22%	27 30%	32 25%	11 21%	61 28%	44 30%	28 24%	38 24%	72 28%	33 22%	19 31%	64 26%
Somewhat good response	179 42%	85 41%	94 44%	41 33%	46 40%	62 56% D	30 42%	56 39%	88 47%	35 38%	51 41%	17 32%	106 48%	63 44%	51 42%	64 41%	111 44%	66 42%	21 33%	103 43%
Somewhat/Very Bad Response (Net)	70 17%	44 21% c	26 12%	37 29% eF	20 18% f	6 6%	7 9%	31 22%	30 16%	9 10%	20 16%	9 17%	40 18%	21 14%	31 25% P	19 12%	39 15%	26 17%	16 25%	54 22%
Somewhat bad response	50 12%	29 14%	21 10%	30 24% eF	14 12% F	-	6 9%	22 15%	22 12%	5 6%	12 9%	6 12%	30 14%	12 9%	26 21% NP	12 8%	33 13%	13 9%	15 23%	38 16%
Very bad response	20 5%	15 7% c	5 2%	7 5%	7 6%	6 6%	* *	9 6%	8 4%	3 4%	8 6%	2 5%	10 5%	8 6%	5 4%	7 4%	6 3%	13 8% q	1 2%	16 6%
I am not familiar with this company	62 15%	23 11% c	39 18%	15 12%	12 10%	21 18%	15 22%	15 10%	28 15%	20 22%	23 18% M	16 30%	12 5%	15 11%	10 9%	37 23% nO	32 13%	30 19%	7 11%	21 9%
Sigma	421 100%	206 100%	215 100%	125 100%	115 100%	111 100%	70 100%	143 100%	187 100%	90 100%	125 100%	52 100%	218 100%	143 100%	121 100%	157 100%	254 100%	155 100%	63 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 780

CMP03_101 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery

Domino's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	146	262	171	109	71	57	140	170	98	216	59	99	138	117	153	215	173	49	213
Weighted Base	417	183*	235	125*	109*	115*	68**	153*	182*	82*	132	71*	181*	149*	112*	156*	252	146*	59*	243
Somewhat/Very Good Response (Net)	304 73%	118 65%	185 79% B	72 57%	85 78% D	84 73% d	63 93%	120 78%	124 68%	60 73%	94 71%	54 75%	139 77%	115 77%	85 76%	103 66%	196 78% r	97 66%	43 74%	184 76%
Very good response	113 27%	49 27%	64 27%	34 27%	42 38% f	24 21%	13 20%	57 37% j	39 21%	18 21%	33 25%	22 30%	57 31%	45 30%	30 27%	38 24%	72 28%	35 24%	21 36%	75 31%
Somewhat good response	190 46%	69 38%	121 52% b	37 30%	43 39%	60 52% D	50 73%	63 41%	85 47%	42 52%	62 47%	32 45%	82 46%	70 47%	55 49%	65 42%	125 49%	62 42%	22 37%	109 45%
Somewhat/Very Bad Response (Net)	62 15%	39 22% C	22 9%	37 30% EF	13 12%	11 10%	1 1%	23 15%	25 14%	14 17%	20 15%	8 11%	29 16%	27 18%	14 13%	20 13%	37 15%	21 14%	14 23%	47 19%
Somewhat bad response	36 9%	22 12% c	13 6%	18 14%	8 7%	9 8%	1 1%	10 7%	16 9%	10 12%	15 11%	4 5%	13 7%	17 11%	7 7%	11 7%	22 9%	10 7%	7 12%	24 10%
Very bad response	26 6%	17 9%	9 4%	19 15% EF	5 5%	2 2%	-	13 8%	9 5%	4 5%	5 4%	4 5%	16 9%	10 7%	7 6%	9 6%	15 6%	11 8%	7 11%	22 9%
I am not familiar with this company	52 13%	25 14%	27 12%	17 13%	12 11%	20 17%	4 6%	10 6%	34 19% H	8 10%	18 13%	10 15%	13 7%	7 5%	13 11%	32 21% N	19 8%	28 19% Q	2 3%	13 5%
Sigma	417 100%	183 100%	235 100%	125 100%	109 100%	115 100%	68 100%	153 100%	182 100%	82 100%	132 100%	71 100%	181 100%	149 100%	112 100%	156 100%	252 100%	146 100%	59 100%	243 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 781

CMP03_102 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery
 Burger King

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	413	137	276	183	106	71	53	145	181	87	222	59	108	120	156	137	217	185	40	224
Weighted Base	413	161*	252	131	108*	105*	69**	141*	197*	74*	136	70*	182*	133*	164*	116*	231	174*	50**	243
Somewhat/Very Good Response (Net)	286 69%	120 75%	165 66%	71 54%	78 72% D	81 77% D	56 81%	92 65%	135 69%	58 79%	93 69%	48 69%	130 71%	110 83% OP	104 64%	71 61%	170 73%	112 64%	39 79%	178 73%
Very good response	84 20%	39 24%	45 18%	21 16%	34 31% D	19 18%	10 15%	40 28% I	33 17%	11 15%	29 21%	12 18%	41 23%	32 24%	36 22%	16 14%	52 23%	30 17%	23 45%	60 24%
Somewhat good response	202 49%	81 51%	120 48%	50 38%	44 41%	62 59% De	46 67%	52 37%	102 52% h	47 64% H	64 47%	36 51%	89 49%	78 59% O	69 42%	55 47%	117 51%	81 47%	17 34%	118 49%
Somewhat/Very Bad Response (Net)	88 21%	33 21%	55 22%	49 38% EF	21 20%	12 11%	5 7%	40 28% J	39 20%	8 11%	28 21%	15 22%	39 21%	14 11%	49 30% N	25 21% n	49 21%	37 21%	10 20%	57 23%
Somewhat bad response	63 15%	22 14%	41 16%	34 26% F	17 16%	11 10%	1 2%	27 19%	30 15%	7 9%	20 15%	11 15%	28 16%	9 7%	35 22% N	18 16%	36 15%	26 15%	6 11%	39 16%
Very bad response	25 6%	11 7%	14 5%	16 12% eF	4 4%	1 1%	4 6%	14 10%	10 5%	1 2%	8 6%	5 7%	11 6%	5 4%	13 8%	6 5%	13 6%	11 6%	4 9%	18 7%
I am not familiar with this company	39 10%	7 5%	32 13% b	10 8%	9 8%	13 12%	8 11%	9 6%	23 11%	8 10%	14 11%	6 9%	13 7%	8 6%	10 6%	20 18% nO	13 5%	26 15% Q	* 1%	8 3%
Sigma	413 100%	161 100%	252 100%	131 100%	108 100%	105 100%	69 100%	141 100%	197 100%	74 100%	136 100%	70 100%	182 100%	133 100%	164 100%	116 100%	231 100%	174 100%	50 100%	243 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 782

CMP03_103 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery

Pizza Hut

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	396	144	252	169	104	62	61	136	165	95	215	62	99	111	148	137	193	184	36	211
Weighted Base	379	161*	218	121	95*	82*	81*	126*	179*	74*	123	84*	148*	103*	150*	125*	184	174*	38**	215
Somewhat/Very Good Response (Net)	270 71%	113 71%	157 72%	77 63%	68 71%	61 74%	65 81% d	92 73%	119 67%	59 80%	94 77%	63 75%	101 68%	78 75%	101 67%	92 73%	135 74%	124 71%	33 87%	155 72%
Very good response	94 25%	41 26%	52 24%	43 36% G	24 26% G	20 25% g	6 7%	36 29%	36 20%	22 29%	30 25%	19 22%	42 28%	27 26%	29 19%	37 30%	52 28%	36 21%	21 55%	61 28%
Somewhat good response	177 47%	72 45%	105 48%	34 28% D	43 46% D	40 49% DEF	60 74%	56 44%	83 47%	38 51%	64 52%	44 53%	59 40%	50 49%	72 48%	55 44%	84 46%	88 51%	12 32%	94 44%
Somewhat/Very Bad Response (Net)	60 16%	29 18%	31 14%	25 20% G	16 17% g	16 19% g	3 4%	18 15%	35 19%	7 9%	13 11%	12 14%	32 22% k	14 13%	30 20%	16 12%	31 17%	26 15%	4 10%	39 18%
Somewhat bad response	41 11%	17 11%	23 11%	16 13% g	13 14% g	8 10% g	3 4%	13 11%	23 13%	4 6%	10 8%	4 4%	24 16% l	11 10%	17 11%	13 10%	19 10%	20 11%	2 4%	28 13%
Very bad response	19 5%	12 7%	7 3%	9 7% g	3 3% g	8 9% g	-	5 4%	12 7%	2 3%	3 3%	8 10%	8 5%	3 3%	13 9% p	3 2%	12 6%	6 4%	2 6%	11 5%
I am not familiar with this company	48 13%	18 11%	30 14%	20 16%	11 12%	6 7%	12 15%	16 13%	25 14%	8 11%	15 12%	11 11%	16 10%	12 11%	19 12%	18 14%	18 10%	24 14%	1 3%	21 10%
Sigma	379 100%	161 100%	218 100%	121 100%	95 100%	82 100%	81 100%	126 100%	179 100%	74 100%	123 100%	84 100%	148 100%	103 100%	150 100%	125 100%	184 100%	174 100%	38 100%	215 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 783

CMP03_104 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery

Papa John's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	157	243	152	115	84	49	137	161	102	215	52	109	133	121	146	215	173	31	205
Weighted Base	414	196*	218	108*	118*	128*	61**	128*	187*	99*	130	66*	195*	140*	142*	132*	248	156*	45**	248
Somewhat/Very Good Response (Net)	277 67%	140 71%	137 63%	68 63%	92 78% D	82 64%	35 58%	92 72%	118 63%	66 67%	88 68%	47 71%	130 66%	98 70%	94 66%	85 64%	163 66%	108 69%	38 84%	173 70%
Very good response	98 24%	59 30% C	39 18%	21 20%	46 39% DF	26 20%	4 7%	39 31% I	32 17%	26 26%	33 25%	11 17%	53 27%	27 19%	44 31%	26 20%	67 27%	31 20%	24 55%	73 29%
Somewhat good response	179 43%	81 41%	98 45%	47 43%	46 39%	56 44%	31 50%	53 41%	86 46%	40 40%	56 43%	36 54%	77 39%	72 51% O	49 34%	58 44%	97 39%	77 49%	13 30%	100 40%
Somewhat/Very Bad Response (Net)	75 18%	40 20%	35 16%	28 26% e	17 14%	22 17%	8 13%	27 21%	31 17%	17 17%	22 17%	8 13%	42 21%	29 21%	25 17%	21 16%	47 19%	25 16%	7 16%	51 20%
Somewhat bad response	58 14%	30 16%	27 13%	17 15%	16 14%	19 15%	6 10%	19 15%	26 14%	13 13%	16 12%	5 8%	36 18%	25 18%	17 12%	16 12%	35 14%	21 13%	3 8%	42 17%
Very bad response	17 4%	10 5%	7 3%	11 10% Ei	1 *	4 3%	2 3%	7 6%	5 3%	4 4%	6 5%	3 5%	6 3%	4 3%	8 5%	5 4%	12 5%	4 3%	4 8%	9 3%
I am not familiar with this company	62 15%	16 8%	46 21% B	12 11%	9 7%	24 18% e	18 29%	9 7%	37 20% H	16 16%	20 15%	11 16%	24 12%	12 9%	24 17%	26 20% n	37 15%	23 15%	-	24 10%
Sigma	414 100%	196 100%	218 100%	108 100%	118 100%	128 100%	61 100%	128 100%	187 100%	99 100%	130 100%	66 100%	195 100%	140 100%	142 100%	132 100%	248 100%	156 100%	45 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 784

CMP03_105 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery

Little Caesars

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	397	167	230	164	101	65	67	144	163	90	209	60	112	121	134	142	205	181	36	217
Weighted Base	409	214*	195	120*	102*	82*	104*	143*	188*	77*	129*	82*	178*	133*	145*	132*	232	165*	55**	252
Somewhat/Very Good Response (Net)	284 69%	160 75% c	124 63%	77 64%	73 72%	54 65%	80 77%	107 74%	120 64%	57 73%	102 78%	56 68%	120 67%	92 69%	104 72%	88 67%	168 72%	106 64%	36 66%	186 74%
Very good response	97 24%	58 27%	39 20%	42 35% FG	24 23%	13 16%	18 17%	42 30%	41 22%	14 18%	33 26%	16 19%	47 26%	34 26%	33 22%	30 23%	59 26%	31 19%	16 29%	66 26%
Somewhat good response	187 46%	102 48%	85 44%	35 29%	50 48% D	40 49% D	62 60% D	64 45%	79 42%	43 56%	68 53%	40 49%	73 41%	57 43%	71 49%	58 44%	108 47%	75 45%	20 37%	120 48%
Somewhat/Very Bad Response (Net)	82 20%	44 21%	38 19%	29 24%	18 18%	21 25%	14 13%	27 19%	42 22%	13 17%	18 14%	13 16%	44 25% k	27 20%	32 22%	24 18%	45 19%	36 22%	16 30%	52 21%
Somewhat bad response	55 13%	26 12%	28 15%	23 19% e	8 8%	12 14%	11 11%	21 15%	28 15%	5 7%	14 11%	12 15%	27 15%	15 11%	19 13%	21 16%	29 12%	26 15%	11 20%	34 14%
Very bad response	28 7%	18 8%	10 5%	6 5%	10 9%	9 11%	3 3%	6 4%	14 7%	8 10%	4 3%	1 2%	16 9%	12 9% p	13 9% p	3 2%	16 7%	11 6%	5 10%	18 7%
I am not familiar with this company	43 11%	10 4%	34 17% B	14 12%	11 11%	8 10%	10 10%	10 7%	26 14%	8 10%	10 8%	13 15%	15 8%	14 10%	9 6%	20 15% o	19 8%	23 14%	2 4%	14 6%
Sigma	409 100%	214 100%	195 100%	120 100%	102 100%	82 100%	104 100%	143 100%	188 100%	77 100%	129 100%	82 100%	178 100%	133 100%	145 100%	132 100%	232 100%	165 100%	55 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 785

CMP03_106 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery
 Shake Shack

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	159	251	161	125	64	60	153	158	99	239	52	94	108	146	156	205	191	28	220
Weighted Base	402	188*	215	115*	114*	94*	80**	142*	158*	102*	137	56*	177*	98*	156*	148*	229	161*	32**	233
Somewhat/Very Good Response (Net)	165 41%	86 46%	79 37%	52 45%	48 43%	28 30%	36 45%	66 47%	61 39%	37 36%	53 38% L	11 19%	93 52% KL	37 37%	76 49%	52 35%	101 44%	60 38%	21 67%	115 50%
Very good response	33 8%	20 11%	12 6%	15 13% F	13 12% F	-	4 5%	24 17% IJ	4 3%	4 4%	11 8%	4 7%	18 10%	9 9%	17 11%	6 4%	20 9%	12 7%	11 33%	28 12%
Somewhat good response	132 33%	66 35%	66 31%	37 32%	35 31%	28 30%	32 40%	42 30%	57 36%	33 32%	42 31% L	7 13%	75 42% L	28 28%	58 37%	46 31%	82 36%	49 30%	11 33%	87 38%
Somewhat/Very Bad Response (Net)	69 17%	41 22%	28 13%	27 24%	20 18%	14 15%	7 9%	28 19%	27 17%	14 14%	34 25% m	10 18%	25 14%	17 17%	34 21%	19 13%	40 17%	27 17%	5 16%	46 20%
Somewhat bad response	41 10%	25 13%	16 7%	15 13%	9 8%	11 12%	5 7%	17 12%	15 9%	9 9%	21 15% m	7 12%	13 7%	9 9%	22 14%	10 7%	19 8%	20 12%	3 8%	26 11%
Very bad response	28 7%	16 8%	13 6%	12 11%	11 10%	3 4%	2 2%	11 8%	13 8%	5 5%	13 9%	3 6%	12 7%	8 8%	12 7%	9 6%	21 9%	8 5%	3 8%	20 9%
I am not familiar with this company	169 42%	61 32%	108 50% B	35 31%	45 40%	52 55% D	36 46%	48 34%	70 44%	51 50%	50 37%	35 63% KM	60 34%	45 46% o	47 30%	77 52% O	88 38%	73 45%	5 17%	71 31%
Sigma	402 100%	188 100%	215 100%	115 100%	114 100%	94 100%	80 100%	142 100%	158 100%	102 100%	137 100%	56 100%	177 100%	98 100%	156 100%	148 100%	229 100%	161 100%	32 100%	233 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 786

CMP03_107 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery
 DoorDash

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	142	259	175	104	63	59	128	167	106	228	53	99	126	129	146	225	162	31	216
Weighted Base	392	184*	209	114	102*	87*	89*	125*	189*	78*	139	63*	171*	119*	135*	137*	239	143*	40**	235
Somewhat/Very Good Response (Net)	248 63%	115 63%	133 64%	66 58%	72 70% g	65 74% dg	45 51%	76 61%	131 69% J	40 52%	78 56%	47 75% k	116 68%	69 57%	100 73% np	80 58%	159 67%	83 58%	29 73%	150 64%
Very good response	90 23%	52 28% c	37 18%	30 26% G	34 33% G	24 28% G	2 2%	34 27%	39 21%	17 21%	24 17%	11 18%	50 29% k	24 20%	41 30%	25 18%	63 26%	24 17%	16 39%	62 26%
Somewhat good response	158 40%	63 34%	95 46%	36 31%	39 38%	41 47%	43 49% d	43 34%	92 48% hj	24 31%	54 39%	36 57% km	66 39%	45 38%	59 44%	54 40%	96 40%	59 41%	13 33%	88 37%
Somewhat/Very Bad Response (Net)	57 15%	28 15%	29 14%	29 26% IG	16 16% g	10 11%	2 3%	29 23% ij	22 11%	7 9%	27 19%	4 6%	24 14%	21 18% o	10 8%	26 19% o	29 12%	25 17%	9 23%	43 18%
Somewhat bad response	36 9%	20 11%	16 8%	19 17% IG	10 9%	6 6%	2 2%	17 13%	14 7%	6 8%	17 12%	3 4%	15 9%	10 8%	6 4%	20 15% O	18 8%	16 11%	3 7%	26 11%
Very bad response	21 5%	8 4%	13 6%	10 8% g	7 6%	4 5%	1 1%	12 10% j	8 4%	1 1%	10 7%	1 2%	9 5%	11 9%	4 3%	5 4%	11 5%	9 6%	6 16%	17 7%
I am not familiar with this company	87 22%	40 22%	47 23%	19 17%	14 14%	13 15%	41 47% DEF	20 16%	37 19%	31 39% HI	34 25%	12 19%	31 18%	30 25%	25 19%	32 23%	50 21%	35 25%	2 4%	43 18%
Sigma	392 100%	184 100%	209 100%	114 100%	102 100%	87 100%	89 100%	125 100%	189 100%	78 100%	139 100%	63 100%	171 100%	119 100%	135 100%	137 100%	239 100%	143 100%	40 100%	235 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 787

CMP03_108 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery
 GrubHub

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	169	242	172	119	61	59	154	169	88	226	53	112	117	152	142	226	174	43	237
Weighted Base	417	217*	200	133*	122*	84*	78**	139*	189*	89*	130	65*	204*	133*	166*	118*	252	159*	58**	271
Somewhat/Very Good Response (Net)	245 59%	115 53%	130 65% b	67 51%	65 54%	57 68% d	56 71%	78 56%	110 58%	57 65%	75 58%	41 63%	117 57%	76 57%	106 64%	63 54%	153 61%	91 57%	33 58%	170 63%
Very good response	82 20%	42 19%	40 20%	26 20%	26 21%	14 16%	16 21%	39 28% ij	31 16%	12 13%	26 20%	8 12%	39 19%	25 19%	36 22%	20 17%	53 21%	29 18%	18 31%	61 23%
Somewhat good response	164 39%	73 34%	90 45% b	41 31%	40 33%	43 51% De	40 50%	39 28%	79 42% h	46 52% H	49 38%	33 51%	78 38%	50 38%	70 42%	44 37%	100 40%	62 39%	15 26%	108 40%
Somewhat/Very Bad Response (Net)	89 21%	54 25%	34 17%	35 26% f	34 28% f	10 12%	10 13%	34 24%	41 22%	14 16%	25 19%	12 22%	47 23%	34 26%	30 18%	25 21%	55 22%	32 20%	18 31%	65 24%
Somewhat bad response	56 13%	36 17%	19 10%	21 16%	18 15%	9 10%	8 11%	20 14%	30 16%	6 7%	17 13%	10 15%	27 13%	17 13%	22 13%	17 14%	40 16%	13 8%	6 10%	37 14%
Very bad response	33 8%	18 8%	15 8%	14 11% f	16 13% f	1 2%	2 2%	14 10%	11 6%	8 9%	8 6%	5 7%	20 10%	17 13%	9 5%	8 7%	15 6%	18 11%	12 20%	28 10%
I am not familiar with this company	82 20%	47 22%	36 18%	31 23%	22 18%	17 20%	13 16%	27 19%	38 20%	18 20%	30 23%	9 14%	39 19%	23 18%	29 17%	30 26%	44 18%	36 23%	7 12%	37 14%
Sigma	417 100%	217 100%	200 100%	133 100%	122 100%	84 100%	78 100%	139 100%	189 100%	89 100%	130 100%	65 100%	204 100%	133 100%	166 100%	118 100%	252 100%	159 100%	58 100%	271 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 788

CMP03_109 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Restaurants / Food Delivery
 Seamless

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	159	246	177	107	70	51	127	172	106	232	56	90	114	142	149	204	183	38	214
Weighted Base	394	193*	200	122*	97*	109*	66**	129*	175*	90*	126	68*	174*	132*	139*	123*	214	164*	48**	235
Somewhat/Very Good Response (Net)	122 31%	73 38% C	49 24%	47 39% f	34 35%	25 23%	16 24%	60 46% J	46 26%	17 18%	36 29%	21 31%	59 34%	32 24%	56 41% Np	34 27%	68 32%	52 32%	22 46%	89 38%
Very good response	33 8%	20 11%	12 6%	16 13%	10 10%	5 5%	2 3%	14 11%	14 8%	5 5%	12 10%	3 4%	17 10%	11 9%	13 10%	8 6%	20 9%	12 8%	8 17%	26 11%
Somewhat good response	89 23%	53 27%	36 18%	31 26%	24 25%	20 18%	14 21%	46 36% J	31 18%	12 13%	24 19%	18 27%	41 24%	20 15%	43 31% N	26 21%	48 22%	40 24%	14 29%	63 27%
Somewhat/Very Bad Response (Net)	60 15%	40 21% C	20 10%	30 25% F	20 21% F	6 6%	3 4%	27 21%	21 12%	12 13%	20 16%	8 12%	28 16%	20 15%	20 14%	20 16%	35 16%	19 11%	12 26%	45 19%
Somewhat bad response	45 12%	32 16% C	14 7%	21 18% f	17 17% f	6 6%	1 2%	23 18%	16 9%	7 8%	14 11%	6 9%	23 13%	15 11%	17 13%	13 11%	27 12%	14 9%	10 21%	34 14%
Very bad response	15 4%	8 4%	7 3%	9 8% F	4 4%	-	2 2%	4 3%	6 3%	5 5%	6 4%	2 3%	5 3%	5 4%	3 2%	7 6%	8 4%	4 3%	2 5%	11 5%
I am not familiar with this company	212 54%	80 42%	131 66% B	44 36%	43 44%	78 71% DE	47 71%	43 33%	108 62% H	61 68% H	69 55%	39 58%	88 50%	80 61% O	62 45%	69 56%	111 52%	93 57%	13 28%	102 43%
Sigma	394 100%	193 100%	200 100%	122 100%	97 100%	109 100%	66 100%	129 100%	175 100%	90 100%	126 100%	68 100%	174 100%	132 100%	139 100%	123 100%	214 100%	164 100%	48 100%	235 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 789

CMP03_110 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Grocery
 Trader Joe's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	155	251	161	118	72	55	142	164	100	226	52	105	118	145	143	202	190	35	229
Weighted Base	400	190*	210	113*	120*	85*	82**	135*	174*	92*	138	70*	170*	123*	153*	124*	204	186*	49**	261
Somewhat/Very Good Response (Net)	269 67%	128 67%	141 67%	65 57%	86 72% d	56 65%	62 76%	93 69%	121 70%	55 60%	81 59%	49 71%	124 73% K	90 74% P	110 71% P	69 56%	136 67%	129 69%	36 74%	186 72%
Very good response	77 19%	45 24%	31 15%	21 19% F	34 28% F	4 5%	18 22%	41 31% I	19 11%	16 18%	25 18%	11 15%	37 22%	32 26% P	27 18%	18 14%	41 20%	33 18%	18 37%	57 22%
Somewhat good response	192 48%	83 44%	109 52%	44 39%	52 43%	45 60% De	55%	52 38%	102 59% Hj	39 42%	56 41%	39 55%	87 51%	58 48%	83 54%	51 41%	95 47%	96 51%	18 37%	130 50%
Somewhat/Very Bad Response (Net)	59 15%	30 16%	30 14%	25 22%	18 15%	14 17%	3 3%	25 19%	20 11%	15 16%	18 13%	10 14%	31 18%	17 14%	20 13%	22 18%	34 17%	24 13%	8 16%	40 15%
Somewhat bad response	47 12%	21 11%	26 12%	16 14%	15 13%	14 17%	1 2%	17 12%	18 10%	13 14%	13 10%	10 14%	24 14%	14 12%	17 11%	16 13%	28 14%	19 10%	3 7%	31 12%
Very bad response	12 3%	8 4%	4 2%	8 7% I	2 2%	-	1 2%	8 6% I	2 1%	2 2%	5 3%	* *	7 4%	3 2%	3 2%	7 5%	6 3%	5 3%	5 10%	9 4%
I am not familiar with this company	72 18%	32 17%	40 19%	24 21%	16 13%	15 18%	17 20%	17 12%	33 19%	22 24%	39 28% M	10 15%	14 8%	16 13%	24 15%	33 26% no	33 16%	33 18%	5 10%	34 13%
Sigma	400 100%	190 100%	210 100%	113 100%	120 100%	85 100%	82 100%	135 100%	174 100%	92 100%	138 100%	70 100%	170 100%	123 100%	153 100%	124 100%	204 100%	186 100%	49 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 790

CMP03_111 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Grocery
 Publix

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	155	257	171	112	62	67	145	162	105	230	55	107	128	154	130	220	181	36	217
Weighted Base	413	197*	216	120*	101*	100*	92*	147*	182*	84*	146	57*	189*	131*	177*	105*	240	166*	50**	247
Somewhat/Very Good Response (Net)	208 50%	90 46%	117 54%	49 41%	51 50%	62 62% D	46 50%	76 52%	101 55% J	31 37%	73 50%	38 67% km	90 48%	71 54% p	96 54% p	41 39%	123 51%	82 49%	27 55%	122 49%
Very good response	73 18%	35 18%	39 18%	16 13%	19 19%	13 13%	25 27% d	28 19%	38 21% j	7 9%	30 20%	17 30% M	23 12%	33 26% P	30 17%	10 10%	41 17%	31 19%	10 21%	43 17%
Somewhat good response	134 32%	56 28%	79 36%	33 28%	32 31%	49 49% DeG	21 22%	48 33%	62 34%	24 28%	43 30%	21 37%	67 36%	37 28%	66 37%	31 29%	82 34%	51 30%	17 33%	79 32%
Somewhat/Very Bad Response (Net)	85 21%	58 29% C	28 13%	35 29% FG	28 28% fG	12 12%	11 12%	35 24%	38 21%	12 15%	20 13%	5 9%	56 29% KL	26 20%	44 25%	15 15%	59 25% r	25 15%	15 31%	69 28%
Somewhat bad response	58 14%	37 19% c	20 9%	22 18% f	20 19% f	6 6%	10 11%	27 19% j	25 14%	5 6%	11 8%	3 5%	44 23% KL	22 17% p	29 18% p	7 6%	38 16%	18 11%	14 28%	49 20%
Very bad response	28 7%	20 10% C	7 3%	13 10% G	9 9% g	6 6%	* 6%	8 5%	13 7%	7 8%	8 6%	3 4%	12 6% 6%	4 3%	15 9%	9 8%	21 9%	6 4%	1 2%	20 8%
I am not familiar with this company	120 29%	49 25%	71 33%	36 30%	22 22%	26 26%	36 39% e	36 25%	44 24%	40 48% HI	53 37% M	13 24%	43 23%	34 26%	37 21%	49 47% NO	58 24%	60 36% q	7 15%	57 23%
Sigma	413 100%	197 100%	216 100%	120 100%	101 100%	100 100%	92 100%	147 100%	182 100%	84 100%	146 100%	57 100%	189 100%	131 100%	177 100%	105 100%	240 100%	166 100%	50 100%	247 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 791

CMP03_112 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Grocery
 Kroger

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	163	248	161	136	67	47	142	159	110	219	56	114	118	142	151	225	177	40	226
Weighted Base	405	201*	203	110*	143*	89*	62**	135*	172*	97*	131	63*	192*	122*	146*	136*	247	149*	57**	244
Somewhat/Very Good Response (Net)	235 58%	115 57%	120 59%	46 42%	83 58% D	67 75% De	39 63%	82 60%	85 49%	68 70% I	84 64% m	49 77% M	97 51%	73 60%	84 57%	78 57%	146 59%	89 60%	34 60%	130 53%
Very good response	79 19%	30 15%	48 24%	20 18%	24 17%	19 22%	15 24%	23 17%	26 15%	29 30% hl	27 21%	19 29%	31 16%	27 22%	23 15%	29 21%	49 20%	30 20%	11 20%	37 15%
Somewhat good response	156 39%	84 42%	72 35%	26 24%	59 41% D	47 53% D	24 39%	58 43%	59 34%	39 40%	56 43%	30 48%	66 35%	46 38%	61 42%	49 36%	97 39%	59 40%	23 40%	92 38%
Somewhat/Very Bad Response (Net)	85 21%	58 29% C	27 13%	40 36% F	35 24% F	5 6%	5 8%	29 22%	44 25% J	12 12%	17 13%	2 3%	64 33% KL	32 26% p	34 23%	19 14%	52 21%	30 20%	21 36%	70 29%
Somewhat bad response	54 13%	40 20% C	15 7%	26 24% eF	19 13%	5 6%	4 6%	19 14% j	30 18% J	5 5%	13 10%	2 2%	39 20% kL	18 15%	25 17% p	11 8%	30 12%	21 14%	17 30%	45 18%
Very bad response	31 8%	19 9%	12 6%	13 12% F	16 11% F	-	1 2%	10 8%	13 8%	7 7%	4 3%	* 1%	25 13% KL	13 11%	9 6%	8 6%	22 9%	9 6%	4 6%	25 10%
I am not familiar with this company	85 21%	29 14%	56 28% B	24 22%	26 18%	17 19%	18 29%	24 18%	43 25%	18 18%	30 23%	13 20%	30 16%	17 14%	28 19%	40 29% N	50 20%	30 20%	2 4%	44 18%
Sigma	405 100%	201 100%	203 100%	110 100%	143 100%	89 100%	62 100%	135 100%	172 100%	97 100%	131 100%	63 100%	192 100%	122 100%	146 100%	136 100%	247 100%	149 100%	57 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 792

CMP03_113 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Grocery
 Whole Foods

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	150	258	178	121	62	47	152	162	94	229	45	107	119	137	152	201	197	30	210
Weighted Base	397	176*	221	129	118*	99*	51*	145*	176*	75*	131	52*	194*	116*	155*	126*	226	162*	36**	236
Somewhat/Very Good Response (Net)	265 67%	112 64%	153 69%	73 56%	88 75% D	72 72% d	33 66%	103 71%	114 65%	48 63%	95 73%	32 61%	126 65%	81 70%	112 72% p	73 57%	151 67%	112 69%	28 78%	173 74%
Very good response	94 24%	40 23%	54 24%	31 24%	36 31%	17 17%	10 20%	43 29% i	30 17%	22 29%	33 25%	13 25%	45 23%	25 22%	38 24%	31 25%	54 24%	39 24%	11 29%	64 27%
Somewhat good response	171 43%	72 41%	99 45%	41 32%	52 44%	55 55% D	23 45%	60 42%	84 48%	26 35%	63 48%	19 36%	81 42%	56 48% p	74 48% p	41 33%	97 43%	74 45%	18 49%	110 47%
Somewhat/Very Bad Response (Net)	65 17%	44 25% C	22 10%	36 28% EFG	12 10%	12 12%	5 10%	28 19%	29 16%	9 12%	16 12%	12 23%	36 18%	15 13%	30 20%	20 16%	41 18%	22 14%	8 22%	37 16%
Somewhat bad response	45 11%	26 15%	19 9%	19 15%	9 7%	12 12%	5 10%	16 11%	21 12%	8 11%	11 9%	8 15%	25 13%	10 8%	21 13%	15 12%	28 12%	16 10%	7 20%	23 10%
Very bad response	20 5%	18 10% C	2 1%	17 14% EFG	3 2%	-	-	12 8% j	8 5%	1 1%	5 3%	4 7%	11 6%	6 5%	10 6%	5 4%	13 6%	6 4%	1 2%	14 6%
I am not familiar with this company	66 17%	20 11%	46 21% b	20 15%	18 16%	15 16%	12 24%	14 10%	33 19%	19 25% H	19 15%	8 16%	32 17%	20 17%	13 8%	34 27% O	34 15%	27 17%	-	25 11%
Sigma	397 100%	176 100%	221 100%	129 100%	118 100%	99 100%	51 100%	145 100%	176 100%	75 100%	131 100%	52 100%	194 100%	116 100%	155 100%	126 100%	226 100%	162 100%	36 100%	236 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 793

CMP03_114 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Grocery

Aldi

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	154	258	168	117	68	59	140	167	105	224	61	102	123	145	144	216	182	35	223
Weighted Base	416	183*	234	119*	114*	107*	77**	124*	189*	103*	126	64*	192*	125*	166*	126*	239	165*	43**	262
Somewhat/Very Good Response (Net)	242 58%	104 57%	137 59%	57 48%	79 69% Df	54 51%	52 68%	74 60%	110 58%	58 56%	74 59%	47 74% km	106 55%	82 66%	90 54%	69 55%	131 55%	107 65%	31 72%	155 59%
Very good response	81 19%	40 22%	41 18%	18 15%	31 28% dF	12 11%	20 26%	31 25%	29 15%	21 20%	26 21%	18 28%	33 17%	34 27%	27 16%	20 16%	45 19%	34 20%	19 44%	51 20%
Somewhat good response	161 39%	64 35%	96 41%	38 32%	47 41%	43 40%	33 43%	43 35%	81 43%	37 35%	48 38%	29 46%	73 38%	48 38%	63 38%	50 40%	86 36%	73 44%	12 28%	104 40%
Somewhat/Very Bad Response (Net)	79 19%	38 21%	41 18%	36 30% ef	19 17%	17 16%	7 9%	33 26% J	38 20% j	8 8%	20 16%	6 9%	51 27% kL	12 9%	39 24% N	28 22% N	52 22%	25 15%	8 20%	60 23%
Somewhat bad response	63 15%	30 17%	33 14%	30 25% E	10 8%	17 16%	7 9%	20 16%	35 18%	8 8%	18 14%	4 7%	39 20% l	10 8%	31 19% n	22 18% n	39 16%	22 13%	6 14%	47 18%
Very bad response	16 4%	8 4%	8 3%	6 5%	10 8% F	-	-	12 10% J	3 2%	-	2 1%	1 2%	12 6%	2 2%	8 5%	6 4%	13 5%	3 2%	3 6%	13 5%
I am not familiar with this company	96 23%	40 22%	55 24%	27 22%	16 14%	35 33% E	17 23%	17 14%	41 22%	37 36% Hi	32 25%	11 17%	35 18%	31 25%	36 22%	28 23%	56 23%	33 20%	4 9%	47 18%
Sigma	416 100%	183 100%	234 100%	119 100%	114 100%	107 100%	77 100%	124 100%	189 100%	103 100%	126 100%	64 100%	192 100%	125 100%	166 100%	126 100%	239 100%	165 100%	43 100%	262 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 794

CMP03_115 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Grocery
 Wegmans

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	409	156	253	152	127	66	64	155	151	103	211	59	115	136	148	125	212	185	44	226
Weighted Base	422	217*	205	111*	113*	97*	102*	147*	185*	90*	125	77*	202*	155*	153*	114*	241	172*	45**	259
Somewhat/Very Good Response (Net)	178 42%	106 49% C	72 35%	41 37%	54 47%	37 38%	47 46%	75 51% J	76 41%	27 30%	41 33%	30 40%	99 49% K	67 43%	64 42%	48 42%	109 45%	64 37%	31 69%	124 48%
Very good response	51 12%	31 14%	20 10%	18 17% F	15 14% f	3 3%	15 15% f	27 18% J	23 12% J	1 2%	15 12%	5 7%	30 15%	22 14%	20 13%	9 8%	33 14%	16 9%	15 34%	38 15%
Somewhat good response	127 30%	75 35%	51 25%	22 20%	38 34% d	34 35% d	32 31%	48 33%	53 29%	25 28%	26 21%	25 33%	68 34% k	44 28%	44 29%	38 34%	76 32%	49 28%	16 35%	86 33%
Somewhat/Very Bad Response (Net)	59 14%	36 16%	23 11%	28 25% eFg	16 14% f	4 4%	11 10%	23 16%	26 14%	10 11%	18 14%	7 9%	33 16%	19 12%	24 16%	16 14%	31 13%	26 15%	7 15%	42 16%
Somewhat bad response	40 10%	28 13%	13 6%	17 15% F	12 11% F	1 1%	11 10% f	13 9%	18 10%	9 10%	10 8%	5 6%	25 13%	12 8%	15 10%	12 11%	23 9%	17 10%	4 8%	28 11%
Very bad response	18 4%	8 4%	10 5%	11 10% eG	4 3%	3 3%	-	10 7%	7 4%	1 1%	8 6%	2 3%	8 4%	6 4%	8 5%	4 3%	9 4%	9 5%	3 7%	15 6%
I am not familiar with this company	185 44%	75 35%	110 54% B	42 38%	43 38%	56 58% De	44 43%	49 33%	83 45%	53 59% H	66 53% M	39 51%	70 35%	70 45%	65 43%	50 44%	101 42%	82 48%	7 16%	92 36%
Sigma	422 100%	217 100%	205 100%	111 100%	113 100%	97 100%	102 100%	147 100%	185 100%	90 100%	125 100%	77 100%	202 100%	155 100%	153 100%	114 100%	241 100%	172 100%	45 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 795

CMP03_116 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Sports
 NFL

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	153	254	178	112	56	61	136	160	111	227	64	98	119	156	132	210	184	33	229
Weighted Base	386	192*	194	126*	115*	74*	72*	133*	163*	90*	132	75*	168*	122*	154*	110*	232	145*	43**	246
Somewhat/Very Good Response (Net)	246 64%	126 66%	120 62%	67 53%	79 68% d	52 71% d	48 67%	83 62%	103 63%	60 67%	80 61%	44 58%	116 69%	88 72%	92 60%	66 60%	148 64%	94 65%	30 71%	163 66%
Very good response	75 19%	46 24%	29 15%	25 20%	22 19%	10 13%	19 26%	36 27% I	20 12%	18 20%	27 21%	10 14%	34 20%	29 23%	30 20%	16 14%	43 19%	30 20%	15 36%	53 22%
Somewhat good response	171 44%	81 42%	91 47%	42 33%	57 50% D	43 58% D	30 41%	47 35%	83 51% H	42 46%	53 40%	33 44%	82 49%	59 49%	62 40%	50 45%	105 45%	64 44%	15 35%	110 45%
Somewhat/Very Bad Response (Net)	82 21%	46 24%	37 19%	39 31% eG	21 18%	16 21%	7 10%	40 30% J	32 20%	10 11%	28 21%	11 15%	39 23%	22 18%	38 25%	22 20%	52 23%	29 20%	9 22%	59 24%
Somewhat bad response	64 16%	31 16%	33 17%	31 25% eG	13 11%	14 18%	6 9%	31 23% J	25 16%	7 8%	17 13%	10 13%	32 19%	17 14%	33 22%	13 12%	41 18%	22 15%	9 22%	45 18%
Very bad response	19 5%	15 8% c	4 2%	7 6%	8 7%	2 3%	1 2%	10 7%	7 4%	3 3%	10 8%	1 2%	7 4%	5 4%	5 3%	9 8%	11 5%	8 5%	-	14 6%
I am not familiar with this company	58 15%	20 11% c	38 19% b	21 16%	16 14%	6 8%	16 23% f	10 8%	28 17% h	20 22% H	24 18% M	21 27% M	13 8%	12 10%	24 16%	23 20% n	31 14%	22 15%	3 8%	24 10%
Sigma	386 100%	192 100%	194 100%	126 100%	115 100%	74 100%	72 100%	133 100%	163 100%	90 100%	132 100%	75 100%	168 100%	122 100%	154 100%	110 100%	232 100%	145 100%	43 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 796

CMP03_117 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Sports
 MLB

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	149	263	169	119	71	53	131	181	100	210	66	101	141	131	140	203	193	29	209
Weighted Base	420	194*	226	124	107*	108*	82*	127*	191	102*	122	85*	170*	140*	151*	129*	224	182	35**	226
Somewhat/Very Good Response (Net)	217 52%	111 57%	106 47%	50 40%	68 63% D	59 55%	40 49%	70 55%	92 48%	55 54%	55 45%	48 57%	96 56%	76 54%	85 56%	56 43%	116 52%	98 54%	23 67%	124 55%
Very good response	74 18%	46 24% C	28 12%	16 13%	31 29% D F	11 11%	16 19%	30 24% I	23 12%	21 20%	15 12%	22 26% K	30 18%	28 20%	28 18%	18 14%	38 17%	34 19%	18 52%	42 19%
Somewhat good response	143 34%	65 34%	78 34%	34 28%	37 35%	48 44% d	24 30%	40 32%	69 36%	34 33%	40 33%	26 31%	66 39%	48 34%	57 38%	38 29%	78 35%	64 35%	5 15%	82 36%
Somewhat/Very Bad Response (Net)	87 21%	52 27% c	36 16%	45 36% EFG	13 12%	16 15%	14 17%	26 21%	46 24%	15 15%	33 27% L	11 13%	39 23%	31 22%	30 20%	27 21%	39 17%	43 23%	7 22%	61 27%
Somewhat bad response	57 14%	36 19% C	21 9%	27 22% E	7 6%	14 13%	9 12%	15 12%	33 17%	10 10%	19 16%	5 6%	30 17% I	19 14%	20 13%	18 14%	23 10%	29 16%	2 6%	43 19%
Very bad response	30 7%	15 8%	15 7%	17 14% eF	6 6%	2 2%	5 6%	12 9%	13 7%	5 5%	14 11%	6 7%	10 6%	12 8%	10 7%	9 7%	16 7%	13 7%	5 16%	18 8%
I am not familiar with this company	116 28%	31 16%	85 37% B	29 23%	26 25%	33 31%	27 33%	31 24%	53 28%	32 31%	33 27%	26 31%	35 21%	33 24%	36 24%	46 36%	69 31%	42 23%	4 11%	41 18%
Sigma	420 100%	194 100%	226 100%	124 100%	107 100%	108 100%	82 100%	127 100%	191 100%	102 100%	122 100%	85 100%	170 100%	140 100%	151 100%	129 100%	224 100%	182 100%	35 100%	226 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 797

CMP03_118 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Sports
 NHL

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	165	245	184	116	60	50	137	166	107	226	68	92	140	133	137	208	184	34	212
Weighted Base	425	210*	215	143	113*	93*	76**	145*	188*	93*	137	85*	179*	143*	151*	131*	230	181*	36**	244
Somewhat/Very Good Response (Net)	229 54%	117 55%	112 52%	66 46%	69 61% d	44 47%	50 66%	78 54%	95 51%	56 60%	69 51%	53 63%	94 52%	85 60%	80 53%	64 49%	121 53%	100 56%	29 80%	136 56%
Very good response	64 15%	37 18%	26 12%	28 20% f	21 19% g	6 7%	8 10%	23 16%	18 10%	23 24% h	20 15%	6 7%	34 19%	24 16%	24 16%	16 12%	33 14%	27 15%	18 48%	41 17%
Somewhat good response	165 39%	79 38%	86 40%	37 26% D	48 42% D	38 40%	43 56%	55 38%	77 41%	33 36%	49 36%	47 55% KM	60 33%	62 43%	56 37%	48 36%	88 38%	73 41%	11 32%	96 39%
Somewhat/Very Bad Response (Net)	102 24%	56 27%	46 21%	39 27%	22 19%	31 33%	10 13%	43 30% j	44 23%	15 16%	31 23%	14 17%	53 30%	32 23%	46 30%	24 18%	61 27%	37 21%	4 11%	65 27%
Somewhat bad response	76 18%	46 22%	31 14%	27 19%	18 16%	27 29%	5 7%	29 20%	35 18%	13 14%	18 13%	12 14%	44 24% k	24 17%	34 22%	18 14%	49 21%	25 14%	2 5%	52 21%
Very bad response	26 6%	11 5%	15 7%	12 8%	4 4%	4 5%	5 7%	14 10%	9 5%	2 2%	13 10%	2 3%	9 5%	8 6%	12 8%	6 4%	12 5%	12 7%	2 7%	14 6%
I am not familiar with this company	94 22%	37 18%	57 27%	38 27%	22 20%	18 19%	16 20%	24 16%	49 26%	22 24%	36 27%	17 20%	32 18%	25 18%	26 17%	43 33% NO	48 21%	43 24%	3 9%	42 17%
Sigma	425 100%	210 100%	215 100%	143 100%	113 100%	93 100%	76 100%	145 100%	188 100%	93 100%	137 100%	85 100%	179 100%	143 100%	151 100%	131 100%	230 100%	181 100%	36 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 798

CMP03_119 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Sports
 NBA

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	147	257	173	106	74	51	143	150	111	216	60	107	127	141	136	210	189	40	231
Weighted Base	399	183*	217	126*	98*	109*	66**	132*	157*	110*	121	71*	191*	141*	135*	124*	216	178*	55**	242
Somewhat/Very Good Response (Net)	223 56%	103 56%	120 56%	76 60%	50 51%	57 53%	40 60%	75 57%	95 61%	53 48%	65 54%	48 68%	98 52%	72 51%	91 68% nP	59 48%	117 54%	104 58%	34 63%	149 62%
Very good response	100 25%	56 30%	44 20%	40 32%	26 26%	20 19%	13 20%	44 33% I	27 17%	29 26%	21 17%	24 34% K	50 26%	28 20%	39 29%	32 26%	49 23%	50 28%	24 43%	69 28%
Somewhat good response	124 31%	47 26%	76 35%	36 29%	24 24%	37 34%	26 40%	31 24%	68 43% HJ	24 22%	45 37% m	24 34%	48 25%	44 31%	52 39% P	28 22%	68 32%	54 30%	11 20%	81 33%
Somewhat/Very Bad Response (Net)	94 24%	48 26%	47 21%	30 24%	21 21%	24 22%	19 28%	33 25%	27 17%	34 31% I	29 24%	12 17%	50 26%	40 29%	25 18%	29 24%	51 23%	43 24%	12 22%	55 23%
Somewhat bad response	68 17%	40 22%	28 13%	21 16%	17 18%	16 15%	14 21%	26 20%	21 13%	21 19%	20 17%	9 13%	37 19%	26 18%	21 15%	21 17%	41 19%	26 15%	11 20%	41 17%
Very bad response	27 7%	8 4%	19 9%	10 8%	4 4%	8 8%	5 7%	7 6%	6 4%	14 12% I	9 7%	3 4%	14 7%	15 10%	4 3%	8 6%	10 4%	17 10%	1 1%	14 6%
I am not familiar with this company	82 20%	32 18%	50 23%	20 15%	28 28% d	27 25%	7 11%	23 18%	35 22%	23 21% I	27 22%	11 15%	42 22%	28 20%	18 14%	35 28% O	48 22%	31 17%	8 15%	38 16%
Sigma	399 100%	183 100%	217 100%	126 100%	98 100%	109 100%	66 100%	132 100%	157 100%	110 100%	121 100%	71 100%	191 100%	141 100%	135 100%	124 100%	216 100%	178 100%	55 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 799

CMP03_120 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Sports
 ESPN

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	178	225	174	106	65	58	146	158	99	218	53	111	123	145	135	207	185	45	232
Weighted Base	405	216*	189	131*	100*	99*	75*	124*	167*	113*	125	56*	200*	133*	159*	113*	226	164*	56**	257
Somewhat/Very Good Response (Net)	211 52%	120 56%	91 48%	68 52%	61 61% G	53 53%	29 38%	75 60%	82 49%	55 48%	69 55%	25 44%	110 55%	65 49%	94 59%	52 47%	127 56%	83 51%	39 69%	144 56%
Very good response	68 17%	47 22% C	21 11%	18 14%	26 26% d	14 14%	10 14%	30 24% i	22 13%	16 14%	19 15%	4 8%	40 20%	20 15%	36 23% p	12 11%	49 22% R	18 11%	17 31%	50 19%
Somewhat good response	143 35%	73 34%	70 37%	50 39%	35 35%	39 39%	18 24%	45 36%	60 36%	39 34%	50 40%	20 36%	70 35%	45 34%	58 36%	40 36%	78 34%	65 40%	22 38%	94 37%
Somewhat/Very Bad Response (Net)	104 26%	58 27%	46 24%	38 29%	27 27%	22 23%	17 22%	27 22%	52 31%	25 22%	27 22%	15 28%	58 29%	42 32% p	42 26%	20 18%	62 27%	35 21%	12 21%	74 29%
Somewhat bad response	62 15%	32 15%	30 16%	20 15%	14 14%	13 13%	15 19%	18 15%	27 16%	17 15%	19 15%	8 15%	33 17%	21 16%	28 17%	13 11%	40 18% r	15 9%	8 14%	47 18%
Very bad response	43 11%	26 12%	17 9%	18 14% g	13 13% g	9 9%	2 3%	9 7%	26 15%	8 7%	8 7%	7 13%	25 12%	21 16%	14 9%	8 7%	22 10%	21 13%	4 7%	27 10%
I am not familiar with this company	89 22%	38 17%	51 27% b	24 19%	12 12%	24 24%	29 39% DE	22 18%	34 20%	33 29%	29 23%	16 28%	32 16%	26 19%	24 15%	40 35% NO	37 16%	46 28% q	5 10%	40 16%
Sigma	405 100%	216 100%	189 100%	131 100%	100 100%	99 100%	75 100%	124 100%	167 100%	113 100%	125 100%	56 100%	200 100%	133 100%	159 100%	113 100%	226 100%	164 100%	56 100%	257 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 800

CMP03_121 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Logistics
 FedEx

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	156	256	164	111	71	66	138	167	107	239	53	101	117	141	154	212	186	36	226
Weighted Base	411	196*	216	124*	103*	95*	90*	130*	200*	81*	159	67*	168*	130*	145*	136*	222	173*	46**	244
Somewhat/Very Good Response (Net)	308 75%	132 68%	176 82% B	78 63%	78 76%	78 83% D	74 82% D	94 73%	149 75%	65 80%	123 77%	54 81%	125 74%	100 77%	119 82% P	90 66%	172 77%	131 76%	27 60%	174 71%
Very good response	120 29%	51 26%	69 32%	31 25%	40 39% d	26 28%	24 26%	46 36% l	41 20%	34 41%	52 33%	16 24%	50 30%	43 33%	39 27%	38 28%	76 34%	42 24%	15 32%	75 31%
Somewhat good response	188 46%	81 42%	107 49%	47 38%	38 37%	52 55% de	50 56% de	48 37%	109 54% Hj	31 38%	71 45%	37 56%	74 44%	57 44%	80 55% P	51 38%	96 43%	89 51%	13 28%	99 40%
Somewhat/Very Bad Response (Net)	68 16%	47 24% C	20 9%	36 29% FG	19 19% G	8 9%	4 4%	27 21% j	34 17%	7 9%	18 12%	9 14%	38 23% K	25 19%	16 11%	27 20%	41 18%	23 13%	17 38%	54 22%
Somewhat bad response	34 8%	26 13% C	8 4%	17 14% fG	14 14%	3 3%	* *	11 8%	21 10%	3 3%	14 9%	3 4%	16 10%	7 6%	8 6%	18 13%	16 7%	15 9%	5 10%	23 9%
Very bad response	34 8%	21 11%	12 6%	19 16% EFG	6 5%	5 6%	3 4%	16 12%	13 7%	4 5%	5 3%	7 10%	22 13% K	17 13% o	8 5%	9 7%	25 11%	8 5%	12 27%	31 13%
I am not familiar with this company	35 9%	16 8%	19 9%	10 8%	5 5%	8 8%	12 14%	9 7%	17 8%	10 12%	17 11% M	3 5%	5 3%	5 4%	10 7%	20 14% N	10 4%	18 11% q	1 3%	17 7%
Sigma	411 100%	196 100%	216 100%	124 100%	103 100%	95 100%	90 100%	130 100%	200 100%	81 100%	159 100%	67 100%	168 100%	130 100%	145 100%	136 100%	222 100%	173 100%	46 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 801

CMP03_122 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Logistics
 UPS

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	418	161	257	173	128	62	55	146	168	104	228	60	101	124	142	152	213	194	47	227
Weighted Base	382	175*	207	128*	102*	81*	70*	139*	167*	76*	117	59*	185*	118*	137*	127*	213	162*	60**	247
Somewhat/Very Good Response (Net)	282 74%	114 65%	168 81% B	81 63%	72 70%	70 86% De	59 85% D	105 75%	122 73%	55 73%	90 77%	42 71%	132 71%	92 78%	102 75%	87 69%	157 74%	120 74%	45 75%	181 73%
Very good response	123 32%	57 33%	66 32%	37 29%	39 38%	32 39%	15 22%	49 36%	42 25%	31 41%	41 35%	17 28%	58 32%	45 38%	40 29%	38 30%	73 34%	45 28%	24 40%	78 32%
Somewhat good response	159 42%	56 32%	103 50% B	44 34%	33 33%	38 47%	43 62% DE	55 40%	80 48% j	24 31%	49 42%	25 43%	74 40%	47 40%	63 46%	49 39%	84 39%	75 46%	21 35%	103 42%
Somewhat/Very Bad Response (Net)	63 16%	42 24% C	21 10%	32 25% FG	20 19% g	8 10%	3 5%	24 17%	30 18%	9 12%	15 13%	8 13%	39 21%	19 16%	20 15%	24 19%	43 20%	19 12%	12 20%	53 21%
Somewhat bad response	36 9%	25 15% C	11 5%	17 14% G	13 13% G	5 7%	* 5%	9 6%	21 12%	6 8%	6 5%	1 2%	28 15% KL	11 10%	11 8%	14 11%	26 12%	9 6%	8 14%	31 13%
Very bad response	27 7%	17 10%	10 5%	14 11%	7 6%	3 3%	3 5%	15 11%	10 6%	3 4%	9 8%	6 11%	11 6%	8 6%	9 7%	10 8%	17 8%	10 6%	3 6%	21 9%
I am not familiar with this company	37 10%	19 11%	18 9%	16 12%	11 10%	3 4%	7 11%	11 8%	15 9%	12 16%	12 11%	9 16%	14 7%	6 5%	14 11%	16 13%	13 6%	23 14% q	3 5%	13 5%
Sigma	382 100%	175 100%	207 100%	128 100%	102 100%	81 100%	70 100%	139 100%	167 100%	76 100%	117 100%	59 100%	185 100%	118 100%	137 100%	127 100%	213 100%	162 100%	60 100%	247 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 802

CMP03_123 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Logistics

United States Postal Service

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	170	238	155	120	69	64	143	167	98	205	60	118	121	136	151	207	188	33	217
Weighted Base	427	219*	208	122*	107*	115*	83*	147*	196*	84*	121	74*	208*	119*	159*	149*	218	197*	32**	247
Somewhat/Very Good Response (Net)	325 76%	158 72%	167 80%	77 63%	87 81% D	89 78% d	73 87% D	112 76%	149 76%	65 77%	89 74%	59 79%	163 78%	99 83%	117 73%	110 73%	172 79%	149 76%	21 66%	189 77%
Very good response	154 36%	68 31%	86 41%	41 34%	43 41%	32 28%	38 45%	63 43% j	55 28%	36 43% i	48 40%	26 35%	73 35%	44 37%	62 39%	48 32%	84 39%	66 34%	18 55%	79 32%
Somewhat good response	171 40%	91 41%	81 39%	35 29%	44 41%	57 50% D	35 42%	49 33%	94 48% h	28 34%	42 34%	33 45%	90 43%	55 47%	55 35%	61 41%	88 40%	83 42%	4 12%	111 45%
Somewhat/Very Bad Response (Net)	66 15%	40 18%	26 12%	34 28% EFG	15 14%	11 10%	6 7%	23 16%	29 15%	13 16%	19 16%	13 18%	30 14%	13 11%	27 17%	26 18%	32 14%	28 14%	10 32%	43 18%
Somewhat bad response	42 10%	24 11%	18 9%	20 16%	8 8%	9 8%	5 5%	13 9%	22 11%	7 9%	14 12%	10 13%	15 7%	7 6%	14 9%	21 14%	21 10%	16 8%	8 26%	26 11%
Very bad response	24 6%	16 7%	8 4%	14 11% Fg	7 6%	2 2%	1 1%	10 7%	8 4%	6 7%	5 4%	3 5%	15 7%	6 5%	13 8%	5 4%	11 5%	11 6%	2 6%	17 7%
I am not familiar with this company	36 8%	20 9%	16 8%	12 10%	5 5%	14 13%	5 6%	12 8%	18 9%	6 7%	13 11%	2 3%	16 8%	7 6%	16 10%	13 9%	14 7%	20 10%	1 2%	14 6%
Sigma	427 100%	219 100%	208 100%	122 100%	107 100%	115 100%	83 100%	147 100%	196 100%	84 100%	121 100%	74 100%	208 100%	119 100%	159 100%	149 100%	218 100%	197 100%	32 100%	247 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 803

CMP03_124 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 AT&T

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	415	153	262	159	116	74	66	145	176	94	213	66	109	128	147	140	199	197	36	234
Weighted Base	421	191*	230	114*	120*	97*	90*	133*	210*	79*	123	75*	189*	137*	155*	129*	229	174*	47**	261
Somewhat/Very Good Response (Net)	306 73%	133 69%	173 75%	69 60%	95 79% D	77 80% D	65 73%	99 75%	151 72%	56 71%	84 68%	63 84% K	133 70%	101 73%	124 80% P	82 63%	175 76%	121 70%	33 71%	196 75%
Very good response	78 18%	32 17%	46 20%	26 23% f	31 26% g	10 11%	10 11%	39 30% J	30 14%	8 10%	22 18%	11 15%	41 22%	21 15%	36 23%	21 16%	57 25% R	20 11%	23 50%	61 23%
Somewhat good response	228 54%	101 53%	127 55%	43 37%	64 53% d	67 69% D	55 62% D	60 45%	120 57%	48 61% h	62 50%	52 69% KM	92 49%	80 58%	87 56%	61 47%	118 52%	102 58%	10 21%	135 52%
Somewhat/Very Bad Response (Net)	79 19%	45 23%	34 15%	31 28% f	21 17%	14 14%	13 15%	26 20%	41 20%	12 15%	25 20%	6 8%	44 23% I	25 18%	27 17%	27 21%	42 18%	36 21%	13 28%	50 19%
Somewhat bad response	53 13%	25 13%	28 12%	21 18%	12 10%	8 9%	12 13%	17 13%	28 13%	8 11%	21 17%	5 7%	27 14%	13 10%	19 12%	21 16%	25 11%	26 15%	7 16%	27 10%
Very bad response	26 6%	20 10% C	6 3%	11 9% g	9 7%	6 6%	1 1%	10 7%	14 7%	3 4%	4 3%	1 2%	17 9%	12 8%	8 5%	7 5%	16 7%	10 6%	6 12%	23 9%
I am not familiar with this company	36 9%	14 7%	23 10%	14 12% e	5 4%	6 6%	12 13%	7 6%	17 8%	11 14% h	14 12%	5 7%	12 6%	12 9%	5 3%	20 15% O	13 6%	17 10%	*	14 5%
Sigma	421 100%	191 100%	230 100%	114 100%	120 100%	97 100%	90 100%	133 100%	210 100%	79 100%	123 100%	75 100%	189 100%	137 100%	155 100%	129 100%	229 100%	174 100%	47 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 804

CMP03_125 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Verizon

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	136	272	168	107	75	58	128	169	111	221	49	109	123	146	139	208	189	34	234
Weighted Base	389	175*	214	122*	88*	102*	77*	119*	182*	88*	118	67*	179*	131*	137*	121*	206	176*	43**	245
Somewhat/Very Good Response (Net)	272 70%	112 64%	161 75% b	72 59%	61 69%	75 74%	64 83% D	80 67%	131 72%	61 70%	78 66%	46 69%	131 73%	107 81% P	97 71% p	68 57%	146 71%	122 69%	33 79%	178 73%
Very good response	83 21%	50 28% C	33 15%	16 13%	26 30% D	18 17%	23 30% D	27 23%	38 21%	17 19%	23 19%	20 30%	35 19%	37 28%	25 18%	21 18%	47 23%	34 19%	19 44%	60 24%
Somewhat good response	190 49%	62 35%	128 60% B	56 46%	35 40%	57 56%	41 53%	52 44%	93 51%	44 50%	55 47%	26 39%	96 54%	70 53%	72 53% p	47 39%	100 49%	87 50%	15 35%	118 48%
Somewhat/Very Bad Response (Net)	74 19%	41 23%	33 15%	36 30% eG	15 17%	17 17%	6 7%	24 20%	33 18%	17 19%	22 19%	17 26%	29 16%	18 14%	29 21%	26 22%	41 20%	30 17%	8 19%	48 19%
Somewhat bad response	46 12%	24 14%	22 10%	23 19% fg	10 11%	8 8%	5 6%	18 15%	15 8%	13 14%	16 13%	7 10%	20 11%	13 10%	14 10%	20 16%	28 13%	16 9%	6 13%	31 13%
Very bad response	28 7%	17 10%	11 5%	13 11% g	5 6%	10 9%	1 1%	6 5%	18 10%	4 5%	7 6%	11 16% km	9 5%	5 4%	16 11%	7 6%	13 6%	14 8%	3 6%	17 7%
I am not familiar with this company	43 11%	23 13%	20 9%	14 11%	12 14%	10 9%	7 10%	16 13%	17 9%	10 11%	18 15%	4 5%	19 11%	6 5%	11 8%	26 21% NO	19 9%	24 14%	1 2%	19 8%
Sigma	389 100%	175 100%	214 100%	122 100%	88 100%	102 100%	77 100%	119 100%	182 100%	88 100%	118 100%	67 100%	179 100%	131 100%	137 100%	121 100%	206 100%	176 100%	43 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 805

CMP03_126 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Comcast

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	148	255	179	98	75	51	137	175	91	228	54	97	125	146	132	225	165	35	219
Weighted Base	392	184*	208	126	94*	105*	66**	143*	193*	56*	134	60*	171*	123*	158*	111*	235	147*	50**	244
Somewhat/Very Good Response (Net)	221 56%	107 58%	114 55%	66 53%	58 61%	62 59%	35 53%	88 62% j	108 56%	25 45%	73 54%	34 57%	99 58%	77 63%	89 56%	56 50%	136 58%	84 57%	33 65%	154 63%
Very good response	69 18%	37 20%	32 15%	31 24%	18 19%	18 17%	3 4%	35 24% i	26 14%	8 13%	24 18%	8 13%	33 19%	23 19%	28 18%	17 16%	46 19%	23 16%	17 34%	54 22%
Somewhat good response	152 39%	70 38%	82 39%	36 28%	40 42% d	44 42%	32 49%	53 37%	81 42%	18 31%	48 36%	26 44%	65 38%	54 44%	60 38%	38 34%	90 38%	61 42%	16 31%	100 41%
Somewhat/Very Bad Response (Net)	87 22%	46 25%	40 19%	32 25%	15 16%	21 20%	19 28%	37 26%	35 18%	15 27%	35 26%	11 19%	37 22%	25 21%	41 26%	20 18%	52 22%	30 20%	15 29%	58 24%
Somewhat bad response	51 13%	35 19% c	17 8%	17 13%	12 13%	14 14%	9 13%	19 13%	21 11%	11 20%	20 15%	7 12%	24 14%	17 14%	22 14%	12 11%	33 14%	14 10%	9 18%	33 14%
Very bad response	35 9%	12 6%	23 11%	15 12%	3 3%	7 6%	10 15%	18 12%	14 7%	4 7%	15 11%	4 7%	14 8%	8 7%	19 12%	8 7%	19 8%	16 11%	6 12%	25 10%
I am not familiar with this company	84 21%	30 16%	54 26%	28 22%	21 23% e	22 21%	13 19%	18 12%	50 26% h	16 29% h	26 19%	15 24%	35 20%	21 17%	28 18%	35 32% no	47 20%	33 22%	3 6%	33 13%
Sigma	392 100%	184 100%	208 100%	126 100%	94 100%	105 100%	66 100%	143 100%	193 100%	56 100%	134 100%	60 100%	171 100%	123 100%	158 100%	111 100%	235 100%	147 100%	50 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 806

CMP03_127 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Dell

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	155	257	165	127	69	51	136	181	95	224	50	115	117	141	154	230	172	36	236
Weighted Base	400	192*	208	124*	122*	85*	69**	147*	171*	83*	129	57*	192*	106*	157*	137*	248	143*	50**	259
Somewhat/Very Good Response (Net)	260 65%	130 68%	130 62%	75 60%	81 66%	51 60%	54 78%	106 72%	99 58%	55 67%	87 67%	37 65%	131 68%	69 65%	108 69%	84 61%	165 66%	89 62%	29 59%	165 64%
Very good response	76 19%	40 21%	36 17%	26 21%	31 26%	13 16%	5 8%	39 26%	24 14%	14 17%	29 22%	7 12%	39 20%	26 24%	28 18%	22 16%	54 22%	21 15%	16 31%	49 19%
Somewhat good response	184 46%	90 47%	93 45%	49 39%	49 40%	38 44%	48 70%	67 46%	76 44%	41 50%	58 45%	30 54%	92 48%	43 40%	80 51%	61 45%	111 45%	68 47%	14 28%	116 45%
Somewhat/Very Bad Response (Net)	75 19%	39 20%	36 17%	27 22%	20 17%	20 23%	8 12%	22 15%	43 25%	10 12%	24 18%	11 19%	36 19%	27 25%	29 19%	19 14%	44 18%	29 21%	14 28%	59 23%
Somewhat bad response	51 13%	30 16%	21 10%	16 13%	14 11%	13 15%	7 11%	14 10%	28 16%	9 11%	14 10%	9 16%	25 13%	14 14%	26 17%	10 7%	30 12%	20 14%	11 21%	38 15%
Very bad response	24 6%	9 5%	15 7%	11 8%	7 5%	6 8%	* 1%	8 6%	15 9%	1 1%	10 8%	1 3%	11 6%	12 12%	2 2%	9 7%	15 6%	9 7%	3 6%	21 8%
I am not familiar with this company	65 16%	23 12%	42 20%	22 18%	21 17%	14 17%	7 11%	19 13%	29 17%	18 21%	18 14%	9 16%	24 13%	11 10%	19 12%	35 25%	39 16%	25 17%	7 13%	35 14%
Sigma	400 100%	192 100%	208 100%	124 100%	122 100%	85 100%	69 100%	147 100%	171 100%	83 100%	129 100%	57 100%	192 100%	106 100%	157 100%	137 100%	248 100%	143 100%	50 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 807

CMP03_128 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Intel

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	153	249	179	111	66	46	132	166	104	217	52	113	124	141	137	207	182	38	218
Weighted Base	393	174*	219	134	105*	100*	54**	140*	164*	89*	131	60*	180*	130*	167*	96*	232	152*	48**	246
Somewhat/Very Good Response (Net)	230 58%	114 65% c	116 53%	73 55%	69 66%	56 56%	31 58%	81 58%	108 66% J	42 47%	72 55%	33 54%	117 65%	83 64%	93 55%	54 57%	141 61%	84 55%	38 79%	159 65%
Very good response	66 17%	46 26% C	21 9%	24 18% f	30 28% F	6 6%	7 12%	34 25% ij	21 13%	11 13%	17 13%	11 18%	37 21%	34 26% OP	22 13%	11 11%	41 18%	24 16%	24 49%	55 23%
Somewhat good response	163 42%	68 39%	96 44%	49 37%	40 38%	49 49%	25 46%	46 33%	87 53% HJ	30 34%	55 42%	22 36%	79 44%	49 38%	71 42%	43 45%	100 43%	60 40%	15 30%	103 42%
Somewhat/Very Bad Response (Net)	76 19%	40 23%	36 16%	33 24% f	20 19%	12 12%	11 20%	34 25% i	28 17%	14 15%	23 18%	13 21%	37 20%	28 22%	33 20%	14 15%	43 18%	29 19%	10 21%	57 23%
Somewhat bad response	46 12%	27 16%	18 8%	18 13%	13 12%	6 6%	9 17%	17 12%	19 12%	10 11%	14 10%	9 15%	20 11%	16 13%	20 12%	10 10%	27 12%	15 10%	6 11%	35 14%
Very bad response	30 8%	13 7%	18 8%	15 11%	7 7%	6 6%	2 4%	18 13%	9 5%	4 4%	10 7%	4 6%	16 9%	12 9%	13 8%	5 5%	15 7%	14 9%	4 9%	22 9%
I am not familiar with this company	87 22%	21 12%	66 30% B	28 21%	15 14%	32 32% E	12 22%	25 18%	28 17%	34 38% HI	36 27% M	15 24%	27 15%	18 14%	42 25%	27 28% N	48 21%	39 26%	-	30 12%
Sigma	393 100%	174 100%	219 100%	134 100%	105 100%	100 100%	54 100%	140 100%	164 100%	89 100%	131 100%	60 100%	180 100%	130 100%	167 100%	96 100%	232 100%	152 100%	48 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 808

CMP03_129 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Hewlett-Packard Enterprise

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	165	238	171	103	70	59	134	172	97	214	58	103	124	135	144	205	184	39	225
Weighted Base	431	218*	213	126*	102*	105*	98**	141*	189*	101*	114	87*	194*	139*	156*	136*	238	183*	47**	276
Somewhat/Very Good Response (Net)	244 57%	124 57%	119 56%	59 46%	71 70% D	60 57%	54 55%	88 63%	108 57%	47 47%	67 58%	52 60%	111 57%	81 59%	82 52%	80 59%	145 61%	98 54%	36 76%	163 59%
Very good response	57 13%	33 15%	24 11%	15 12%	22 21%	18 17%	2 2%	34 24% J	13 7%	9 9%	15 13%	4 5%	37 19% I	23 16%	20 13%	14 10%	42 18% r	15 8%	19 41%	40 15%
Somewhat good response	187 43%	92 42%	96 45%	44 35%	50 49%	41 40%	52 53%	54 38%	95 50%	39 38%	51 45%	48 55%	74 38%	59 42%	62 40%	67 49%	103 43%	84 46%	16 35%	122 44%
Somewhat/Very Bad Response (Net)	59 14%	41 19% C	18 8%	27 22%	16 16%	14 13%	1 1%	21 15%	30 16%	8 8%	11 10%	11 13%	34 18%	21 15%	19 12%	19 14%	36 15%	20 11%	7 15%	51 19%
Somewhat bad response	44 10%	30 14% c	14 7%	15 12%	14 14%	14 13%	1 1%	15 10%	22 12%	8 7%	9 8%	8 9%	26 13%	18 13%	14 9%	12 9%	28 12%	15 8%	3 7%	38 14%
Very bad response	14 3%	11 5%	4 2%	12 10% eF	2 2%	-	-	6 5%	7 4%	* *	2 1%	4 4%	9 4%	3 2%	5 4%	6 5%	8 3%	6 3%	3 7%	14 5%
I am not familiar with this company	129 30%	53 24%	76 36% b	40 32% E	15 14%	31 30% e	42 43%	31 22%	51 27%	46 45% Hi	37 32%	24 28%	48 25%	37 26%	55 35%	37 27%	57 24%	65 35% q	4 9%	62 22%
Sigma	431 100%	218 100%	213 100%	126 100%	102 100%	105 100%	98 100%	141 100%	189 100%	101 100%	114 100%	87 100%	194 100%	139 100%	156 100%	136 100%	238 100%	183 100%	47 100%	276 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 809

CMP03_130 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Merck

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	144	257	177	115	66	43	135	171	95	202	64	108	111	155	135	212	178	33	229
Weighted Base	390	151*	239	131	101*	100*	58**	119*	192*	80*	114	72*	180*	104*	167*	119*	221	160*	44**	246
Somewhat/Very Good Response (Net)	178 46%	66 44%	112 47%	37 28%	47 47% D	63 63% D	31 53%	49 42%	100 52% j	29 37%	43 38%	25 35%	100 56% KL	48 46%	84 50%	46 39%	113 51% r	60 38%	23 53%	108 44%
Very good response	32 8%	21 14% C	11 5%	9 7%	12 12%	7 7%	4 7%	12 10%	13 7%	7 9%	10 8%	3 4%	14 8%	14 14% O	4 2%	13 11% O	20 9%	8 5%	7 16%	20 8%
Somewhat good response	146 37%	45 30%	101 42% b	29 22%	35 35% d	55 55% DE	27 47%	37 31%	87 45% hJ	22 28%	34 30%	22 31%	86 48% KI	33 32%	80 48% nP	33 28%	93 42%	53 33%	16 37%	88 36%
Somewhat/Very Bad Response (Net)	71 18%	34 23%	36 15%	33 25% f	20 20%	12 12%	6 11%	25 21% J	40 21% J	5 6%	16 14%	16 22%	35 19%	19 18%	32 19%	20 17%	36 16%	34 21%	9 21%	59 24%
Somewhat bad response	56 14%	29 19%	27 11%	26 20%	13 13%	11 11%	6 11%	18 15% J	37 19% J	1 1%	12 10%	13 18%	28 16%	16 16%	26 15%	14 12%	26 12%	30 18%	8 18%	47 19%
Very bad response	14 4%	5 3%	9 4%	7 5%	7 7% f	* *	-	7 6%	3 2%	4 5%	4 3%	3 4%	7 4%	3 3%	6 4%	5 5%	10 4%	4 3%	1 3%	12 5%
I am not familiar with this company	141 36%	51 33%	91 38%	61 46% eF	34 34%	26 26%	21 36%	44 37%	52 27%	45 57% HI	55 48% M	31 42% m	45 25%	37 36%	51 31%	53 45% o	71 32%	66 41%	12 27%	80 32%
Sigma	390 100%	151 100%	239 100%	131 100%	101 100%	100 100%	58 100%	119 100%	192 100%	80 100%	114 100%	72 100%	180 100%	104 100%	167 100%	119 100%	221 100%	160 100%	44 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 810

CMP03_131 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Abbot

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	398	162	236	158	114	62	64	142	157	99	221	48	109	126	130	142	211	172	39	205
Weighted Base	394	186*	208	121*	106*	74*	94*	128*	171*	95*	135	56**	185*	128*	141*	124*	229	151*	44**	217
Somewhat/Very Good Response (Net)	143 36%	80 43% c	64 31%	27 22%	54 52% Df	23 31%	39 42% D	59 46% ij	55 32%	29 30%	39 29%	26 46%	73 40%	57 44% P	53 38%	33 27%	89 39%	52 34%	29 66%	97 45%
Very good response	42 11%	28 15% c	14 7%	10 8%	17 16%	6 8%	9 9%	23 18% ij	13 7%	7 7%	12 9%	6 10%	22 12%	20 15%	10 7%	12 10%	23 10%	17 11%	12 26%	27 13%
Somewhat good response	101 26%	52 28%	50 24%	17 14%	37 35% D	17 22%	30 32% D	36 28%	43 25%	22 23%	27 20%	20 36%	51 28%	37 29% p	43 30% p	21 17%	66 29%	35 23%	17 39%	70 32%
Somewhat/Very Bad Response (Net)	73 19%	47 25% C	26 13%	39 32% FG	22 21% G	8 11%	4 4%	26 21% J	41 24% J	5 6%	18 13%	4 7%	48 26% K	24 18%	23 16%	27 22%	49 21%	20 14%	15 33%	61 28%
Somewhat bad response	53 14%	38 21% C	15 7%	23 19% G	18 17% G	8 11%	4 4%	19 15% J	30 18% J	5 5%	11 8%	3 5%	36 20% K	19 15%	15 11%	19 15%	40 17% r	12 8%	9 20%	46 21%
Very bad response	20 5%	8 4%	11 5%	15 13% EFG	4 3%	-	*	7 6%	12 7%	1 1%	7 5%	1 2%	12 6%	4 3%	7 5%	8 6%	9 4%	8 6%	6 13%	15 7%
I am not familiar with this company	178 45%	59 32%	118 57% B	55 45% E	29 28%	43 58% E	51 54% E	43 34%	74 43%	61 64% HI	78 58% M	26 46%	64 34%	48 37%	66 46%	64 52% n	91 40%	79 52% q	*	59 27%
Sigma	394 100%	186 100%	208 100%	121 100%	106 100%	74 100%	94 100%	128 100%	171 100%	95 100%	135 100%	56 100%	185 100%	128 100%	141 100%	124 100%	229 100%	151 100%	44 100%	217 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 811

CMP03_132 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Dollar General

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	403	150	253	175	113	63	52	145	165	93	209	60	105	118	137	148	205	188	38	230
Weighted Base	378	167*	211	129	94*	100*	54**	128*	177*	73*	123	62*	170*	112*	132*	134*	210	156*	38**	245
Somewhat/Very Good Response (Net)	241 64%	101 60%	140 66%	74 57%	56 59%	74 74% d	36 67%	80 62%	106 60%	55 75%	85 69%	43 68%	101 60%	78 69%	79 60%	84 63%	149 71% R	85 54%	22 59%	157 64%
Very good response	80 21%	44 26%	36 17%	32 25%	28 30% f	14 13%	7 12%	33 25% i	25 14%	22 30% l	35 29% M	16 26%	26 15%	29 26%	24 18%	27 20%	46 22%	28 18%	6 17%	47 19%
Somewhat good response	161 42%	57 34%	104 49% B	42 33%	28 30%	61 60% DE	30 55%	47 37%	81 46%	32 44%	50 41%	26 42%	75 44%	49 44%	55 41%	57 43%	103 49% r	56 36%	16 42%	110 45%
Somewhat/Very Bad Response (Net)	80 21%	39 23%	42 20%	42 33% F	22 23%	15 15%	2 4%	33 26% j	39 22%	9 12%	18 15%	9 14%	49 29% Kl	20 18%	39 30% p	21 16%	35 17%	43 28% q	14 36%	65 26%
Somewhat bad response	61 16%	29 18%	31 15%	33 25% I	16 17%	11 11%	1 3%	26 20% J	31 17%	4 6%	14 11%	5 9%	38 22% kl	15 13%	31 23% p	15 11%	25 12%	34 22% q	12 32%	50 20%
Very bad response	20 5%	10 6%	10 5%	9 7%	6 6%	4 4%	1 1%	7 6%	8 5%	4 6%	4 4%	4 6%	11 6%	6 5%	8 6%	6 4%	10 5%	9 6%	1 4%	15 6%
I am not familiar with this company	57 15%	27 16%	30 14%	13 10%	17 18%	11 11%	16 29%	15 12%	32 18%	10 13%	20 16%	11 17%	20 12%	14 12%	14 11%	29 22% o	26 12%	28 18%	2 4%	23 9%
Sigma	378 100%	167 100%	211 100%	129 100%	94 100%	100 100%	54 100%	128 100%	177 100%	73 100%	123 100%	62 100%	170 100%	112 100%	132 100%	134 100%	210 100%	156 100%	38 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 812

CMP03_133 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Caterpillar

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	396	163	233	150	113	76	57	130	164	102	208	60	98	128	132	136	198	183	36	215
Weighted Base	399	200*	199	116*	97*	100*	85*	140*	173*	86*	131	63*	175*	130*	138*	130*	224	161*	43**	245
Somewhat/Very Good Response (Net)	220 55%	126 63% C	93 47%	46 39%	56 58% D	66 66% D	53 62% D	75 54%	93 54%	52 60%	64 49%	36 58%	109 62% k	88 68% oP	73 53%	59 45%	135 60%	82 51%	30 70%	138 56%
Very good response	54 13%	44 22% C	9 5%	19 17%	18 19% g	11 11%	5 6%	17 12%	20 12%	16 19%	16 12%	7 11%	26 15%	20 15%	19 14%	15 12%	31 14%	22 14%	12 28%	39 16%
Somewhat good response	166 42%	82 41%	84 42%	26 23%	38 39% D	55 55% D	48 56% D	58 42%	73 42%	35 41%	48 37%	29 47%	83 47%	68 53% P	55 39%	43 33%	104 47%	60 37%	18 42%	99 40%
Somewhat/Very Bad Response (Net)	72 18%	46 23% C	25 13%	33 28% FG	19 20%	12 12%	7 9%	31 22%	30 17%	11 13%	18 14%	7 11%	47 27% KI	19 15%	25 18%	28 21%	50 22% R	19 12%	12 27%	58 24%
Somewhat bad response	59 15%	39 19% c	20 10%	24 21%	15 16%	12 12%	7 9%	25 18%	25 14%	10 12%	16 12%	7 11%	36 20%	14 11%	22 16%	23 18%	42 19% R	14 9%	10 23%	48 20%
Very bad response	13 3%	8 4%	5 3%	8 8% Fg	4 4%	-	-	7 5%	5 3%	1 1%	2 1%	-	11 6%	5 4%	3 2%	5 4%	7 3%	5 3%	2 4%	10 4%
I am not familiar with this company	107 27%	27 13%	80 40% B	38 32%	22 23%	22 22%	25 29%	34 24%	50 29%	23 27%	49 37% M	20 32% M	19 11%	23 17%	41 29% n	44 34% N	39 17%	60 37% Q	1 3%	49 20%
Sigma	399 100%	200 100%	199 100%	116 100%	97 100%	100 100%	85 100%	140 100%	173 100%	86 100%	131 100%	63 100%	175 100%	130 100%	138 100%	130 100%	224 100%	161 100%	43 100%	245 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 813

CMP03_134 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Lockheed Martin

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	154	248	175	110	65	52	138	158	106	210	49	120	122	132	148	227	158	34	223
Weighted Base	406	193*	213	143*	109*	97*	57*	146*	173*	86*	122	53*	215*	122*	136*	147*	247	146*	44**	243
Somewhat/Very Good Response (Net)	159 39%	81 42%	78 37%	42 30%	40 37%	53 55% De	24 42%	59 41%	68 39%	32 37%	39 32%	17 31%	101 47% K	58 47%	51 38%	50 34%	103 42%	53 36%	25 58%	91 37%
Very good response	27 7%	12 6%	15 7%	10 7%	11 10%	5 5%	1 2%	13 9%	7 4%	7 8%	5 4%	2 5%	20 9%	6 5%	7 5%	14 9%	19 8%	8 6%	9 21%	17 7%
Somewhat good response	132 33%	69 36%	63 30%	32 23%	29 26%	48 50% DE	23 40% d	46 32%	61 35%	25 29%	34 28%	14 27%	81 38%	52 42% P	44 33%	36 25%	85 34%	44 30%	16 37%	75 31%
Somewhat/Very Bad Response (Net)	83 21%	49 25%	35 16%	59 41% EFG	15 14%	6 6%	4 7%	36 25%	35 20%	12 14%	11 9%	10 19%	57 26% K	22 18%	28 20%	34 23%	45 18%	35 24%	12 28%	65 27%
Somewhat bad response	39 10%	25 13%	15 7%	28 19% EFG	7 6%	3 3%	3 4%	12 8%	24 14%	3 3%	6 5%	4 8%	25 12% K	11 9%	16 11%	13 9%	25 10%	13 9%	4 9%	32 13%
Very bad response	44 11%	24 12%	20 9%	31 22% EFG	8 8%	3 3%	1 2%	24 17%	11 6%	9 10%	5 4%	6 11%	32 15% K	10 8%	12 9%	21 15%	21 8%	22 15%	8 19%	34 14%
I am not familiar with this company	163 40%	63 33%	100 47% B	42 29%	54 50% D	38 39%	29 51% D	50 35%	70 40%	43 49% h	71 59% M	26 50% M	57 27% K	43 35%	57 42%	63 43%	99 40%	58 40%	6 14%	86 36%
Sigma	406 100%	193 100%	213 100%	143 100%	109 100%	97 100%	57 100%	146 100%	173 100%	86 100%	122 100%	53 100%	215 100%	122 100%	136 100%	147 100%	247 100%	146 100%	44 100%	243 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 814

CMP03_135 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 John Deere

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	399	133	266	164	109	65	61	152	159	88	216	54	109	133	135	131	203	184	30	217
Weighted Base	413	184*	229	117*	102*	111*	82**	135*	201*	77*	117	63*	207*	146*	146*	121*	230	176*	39**	243
Somewhat/Very Good Response (Net)	225 54%	113 62% c	112 49%	51 43%	62 61% D	49 44%	63 77%	77 57%	103 51%	45 58%	62 53%	41 65%	110 53%	93 64% o	70 48%	62 51%	115 50%	107 61%	15 37%	134 55%
Very good response	66 16%	35 19%	30 13%	14 12%	25 25% d	15 14%	11 14%	26 19%	27 13%	13 17%	17 15%	8 13%	35 17%	28 19% p	29 20% P	9 7%	41 18%	22 13%	6 16%	43 18%
Somewhat good response	159 39%	78 42%	82 36%	37 31%	37 36%	34 30%	52 63%	51 38%	76 38%	32 41%	45 38%	33 52%	75 36%	65 45% O	41 28%	53 44% o	74 32%	85 48% Q	8 21%	91 38%
Somewhat/Very Bad Response (Net)	62 15%	40 22% C	22 9%	26 22%	20 19%	15 14%	1 2%	24 17%	29 15%	9 12%	21 18%	5 8%	36 17%	28 19%	15 10%	20 16%	41 18%	20 11%	14 35%	47 19%
Somewhat bad response	40 10%	26 14% c	14 6%	16 14%	12 12%	11 10%	* 1%	14 11%	19 10%	7 9%	11 9%	3 5%	26 13%	17 12%	12 8%	12 9%	26 11%	14 8%	3 9%	29 12%
Very bad response	22 5%	14 8%	7 3%	10 8%	8 7%	4 3%	1 1%	9 7%	10 5%	3 3%	10 8%	2 3%	10 5%	11 7%	3 2%	8 7%	15 7%	6 4%	10 26%	18 7%
I am not familiar with this company	126 31%	30 16%	96 42% B	41 35% E	20 20%	47 43% E	18 22%	35 26%	68 34%	23 30%	35 30%	16 26%	61 29%	25 17%	61 42% N	40 33% N	74 32%	49 28%	11 28%	62 25%
Sigma	413 100%	184 100%	229 100%	117 100%	102 100%	111 100%	82 100%	135 100%	201 100%	77 100%	117 100%	63 100%	207 100%	146 100%	146 100%	121 100%	230 100%	176 100%	39 100%	243 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 815

CMP03_136 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Cardinal Health

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	155	250	172	116	60	57	122	167	116	212	62	101	114	141	150	218	169	35	232
Weighted Base	398	188*	210	123*	101*	88*	87**	125*	181*	92*	123*	71*	175*	101*	152*	145*	238	143*	46**	261
Somewhat/Very Good Response (Net)	173 43%	108 58% C	65 31%	54 44%	47 47%	40 45%	32 37%	66 53% J	76 42%	31 34%	49 39%	29 40%	91 52%	40 40%	71 47%	62 43%	109 46%	58 41%	35 76%	135 52%
Very good response	57 14%	39 21% C	18 8%	19 16% F	25 25% F	3 3%	10 11%	33 26% J	16 9%	7 8%	19 16%	8 12%	28 16%	10 10%	24 16%	23 16%	44 18% R	10 7%	22 49%	50 19%
Somewhat good response	116 29%	69 37% C	47 22%	35 29%	22 22%	37 42% E	22 25%	33 26%	60 33%	24 26%	29 24%	20 28%	63 36% k	30 30%	47 31%	39 27%	66 28%	49 34%	13 27%	85 32%
Somewhat/Very Bad Response (Net)	56 14%	29 15%	27 13%	25 20%	14 14%	11 13%	6 6%	24 19%	22 12%	9 10%	17 14%	15 21%	21 12%	20 19%	19 12%	18 12%	30 13%	21 15%	7 15%	42 16%
Somewhat bad response	27 7%	12 6%	15 7%	14 12%	8 8%	3 4%	2 2%	10 8%	12 7%	5 6%	9 7%	6 8%	12 7%	8 7%	9 6%	10 7%	14 6%	10 7%	5 11%	22 8%
Very bad response	29 7%	17 9%	12 6%	11 9%	6 6%	8 9%	4 5%	14 11%	10 6%	4 5%	8 7%	9 12%	9 5%	12 12%	10 6%	7 5%	16 7%	11 8%	2 4%	21 8%
I am not familiar with this company	169 43%	51 27%	118 56% B	43 35%	39 39%	37 42%	49 57%	35 28%	83 46% H	51 56% H	58 47%	28 39%	63 36%	41 41%	62 41%	66 45%	99 42%	64 45%	4 9%	84 32%
Sigma	398 100%	188 100%	210 100%	123 100%	101 100%	88 100%	87 100%	125 100%	181 100%	92 100%	123 100%	71 100%	175 100%	101 100%	152 100%	145 100%	238 100%	143 100%	46 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 816

CMP03_137 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Anthem Health

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	410	149	261	172	115	67	56	135	158	117	209	67	108	124	143	143	216	179	34	225
Weighted Base	420	200*	220	143*	106*	100*	71**	146*	180*	93*	112	92*	187*	130*	156*	134*	237	173*	49**	263
Somewhat/Very Good Response (Net)	206 49%	113 57% C	93 42%	57 40%	58 55% d	52 52%	39 55%	77 53% j	94 52% j	34 37%	49 44%	44 48%	104 56%	63 49%	87 56% p	55 41%	118 50%	87 50%	28 58%	133 50%
Very good response	62 15%	43 22% C	18 8%	24 17%	17 16%	9 9%	10 15%	32 22% ij	21 12%	8 9%	10 9%	11 12%	36 19% K	15 12%	33 21% p	13 10%	42 18%	19 11%	18 38%	37 14%
Somewhat good response	144 34%	69 35%	75 34%	32 22%	41 38% D	42 42% D	29 41%	45 31%	73 41%	26 28%	40 35%	33 36%	68 36%	48 37%	54 35%	42 31%	76 32%	67 39%	10 21%	95 36%
Somewhat/Very Bad Response (Net)	73 17%	47 24% C	25 12%	39 27% E	11 10%	19 19%	4 6%	28 19%	35 19%	10 11%	15 13%	13 14%	41 22%	24 18%	26 16%	23 17%	44 19%	23 13%	9 18%	55 21%
Somewhat bad response	45 11%	28 14%	17 8%	22 15%	7 7%	13 13%	3 5%	19 13%	21 12%	5 6%	9 8%	11 12%	24 13%	16 12%	17 11%	13 10%	25 10%	16 9%	5 10%	30 12%
Very bad response	27 7%	19 10% c	8 4%	17 12%	4 3%	6 6%	1 1%	9 6%	14 8%	5 5%	6 5%	2 2%	17 9%	8 6%	9 6%	10 8%	19 8%	7 4%	4 8%	25 9%
I am not familiar with this company	141 34%	39 20%	102 46% B	47 33%	37 35%	30 30%	27 39%	41 28%	51 28%	49 52% HI	48 43% M	35 38% m	42 22%	43 33%	43 28%	56 42% o	74 31%	63 37%	12 24%	75 29%
Sigma	420 100%	200 100%	220 100%	143 100%	106 100%	100 100%	71 100%	146 100%	180 100%	93 100%	112 100%	92 100%	187 100%	130 100%	156 100%	134 100%	237 100%	173 100%	49 100%	263 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 817

CMP03_138 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Prudential

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	403	145	258	182	113	53	55	142	173	88	217	57	99	121	143	139	203	189	46	219
Weighted Base	372	175*	197	131*	96*	86*	59**	125*	170*	77*	112	59*	177*	122*	141*	109*	201	162*	61**	246
Somewhat/Very Good Response (Net)	214 57%	104 60%	110 56%	50 39%	60 62% D	58 67% D	46 78%	69 55%	108 63%	37 49%	59 52%	34 58%	115 65% k	78 64% P	87 61% p	49 45%	115 57%	97 60%	39 64%	154 63%
Very good response	47 13%	26 15%	21 10%	10 8%	18 19% D	10 12%	9 15%	18 15%	20 12%	9 12%	17 15%	3 5%	27 15%	15 13%	24 17% p	8 7%	30 15%	16 10%	10 17%	32 13%
Somewhat good response	167 45%	78 44%	89 45%	41 31%	41 43%	47 55% D	37 63%	50 40%	88 52%	28 37%	42 37%	31 53%	88 50% k	62 51%	63 44%	42 38%	85 42%	81 50%	29 47%	122 49%
Somewhat/Very Bad Response (Net)	73 20%	46 26% C	27 14%	39 30% f	19 19%	13 15%	2 4%	31 25%	28 17%	13 17%	19 17%	9 16%	39 22%	24 20%	26 18%	23 21%	41 20%	28 17%	20 33%	54 22%
Somewhat bad response	50 13%	32 18% c	18 9%	22 17%	16 17%	10 12%	1 2%	19 15%	21 12%	10 13%	11 10%	6 11%	27 15%	16 13%	19 13%	15 14%	27 14%	19 12%	11 18%	36 14%
Very bad response	23 6%	14 8%	9 5%	17 13% Ei	3 3%	3 3%	1 2%	12 10%	8 5%	3 4%	8 7%	3 5%	12 7%	8 7%	7 5%	8 7%	13 7%	9 6%	9 15%	19 8%
I am not familiar with this company	86 23%	25 14%	61 31% B	41 32% e	18 19%	15 18%	11 19%	26 20%	34 20%	26 34% i	34 31% M	15 26%	22 13%	20 17%	28 20%	37 34% No	45 22%	37 23%	2 3%	38 15%
Sigma	372 100%	175 100%	197 100%	131 100%	96 100%	86 100%	59 100%	125 100%	170 100%	77 100%	112 100%	59 100%	177 100%	122 100%	141 100%	109 100%	201 100%	162 100%	61 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 818

CMP03_139 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 NY Life

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	155	256	170	119	56	66	144	165	102	220	58	113	142	149	120	211	188	39	232
Weighted Base	402	185*	217	123*	125*	78*	76*	154*	169*	79*	117	75*	196*	140*	160*	102*	233	161*	59**	248
Somewhat/Very Good Response (Net)	152 38%	81 44% c	71 33%	43 35%	50 40%	25 32%	34 45%	72 47% ij	56 33%	24 31%	49 42% L	14 18%	87 45% L	51 36%	60 37%	41 41%	96 41%	55 34%	28 47%	102 41%
Very good response	47 12%	22 12%	26 12%	19 15%	17 13%	7 9%	5 6%	24 15%	17 10%	7 9%	14 12%	3 4%	30 15%	20 14%	22 13%	6 6%	39 17% R	8 5%	13 22%	37 15%
Somewhat good response	105 26%	60 32% c	45 21%	24 19%	33 27%	18 23%	29 39% D	48 31%	39 23%	17 22%	34 29% I	11 14%	58 30% I	31 22%	39 24%	36 35%	58 25%	46 29%	15 25%	65 26%
Somewhat/Very Bad Response (Net)	91 23%	64 35% C	28 13%	43 35% IG	31 25% G	14 18% g	3 4%	46 30% J	39 23% J	6 8%	18 16%	21 28%	50 25%	36 26%	39 24%	16 16%	55 24%	34 21%	23 38%	74 30%
Somewhat bad response	55 14%	38 20% C	17 8%	16 13% g	23 19% G	14 18% G	1 2%	25 17% j	25 15%	4 5%	10 8%	14 18%	31 16%	27 20% p	20 12%	8 7%	34 14%	20 12%	17 29%	43 17%
Very bad response	37 9%	26 14% C	11 5%	27 22% EFG	8 6%	* *	2 2%	21 13% j	14 8%	2 3%	9 8%	8 10%	19 10%	9 6%	19 12%	8 8%	21 9%	14 9%	6 10%	31 13%
I am not familiar with this company	159 39%	40 21%	119 55% B	37 30%	44 35%	39 50% d	39 51% D	36 23%	74 44% H	48 61% Hi	50 42% m	40 53% M	59 30%	53 38%	61 38%	44 43%	82 35%	73 45%	8 14%	72 29%
Sigma	402 100%	185 100%	217 100%	123 100%	125 100%	78 100%	76 100%	154 100%	169 100%	79 100%	117 100%	75 100%	196 100%	140 100%	160 100%	102 100%	233 100%	161 100%	59 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 819

CMP03_140 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 MassMutual

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	400	154	246	173	109	60	58	124	186	90	193	60	123	109	153	138	208	180	36	209
Weighted Base	408	195*	212	140	100*	93*	75*	124*	191*	92*	107	64*	214*	123*	167*	119*	217	181*	46**	255
Somewhat/Very Good Response (Net)	148 36%	82 42% c	65 31%	48 34%	40 40%	30 32%	30 40%	53 43%	61 32%	34 37%	44 41%	17 27%	79 37%	37 30%	69 41%	42 36%	90 41%	56 31%	28 61%	97 38%
Very good response	48 12%	30 15%	19 9%	14 10%	13 13%	16 17%	6 8%	16 13%	14 7%	19 20%	13 12%	3 4%	29 13%	4 3%	23 14% N	21 17% N	27 13%	20 11%	10 22%	29 11%
Somewhat good response	99 24%	53 27%	47 22%	34 24%	28 28%	14 15%	24 32%	37 30% j	47 24%	15 16%	31 29%	15 23%	50 23%	32 26%	45 27%	21 18%	62 29%	36 20%	18 39%	68 27%
Somewhat/Very Bad Response (Net)	91 22%	62 32% C	29 14%	41 29% g	18 18%	23 24%	10 13%	30 24% j	49 26% j	12 13%	18 16%	8 12%	65 30% KL	40 33% Op	29 17%	23 19%	50 23%	38 21%	10 22%	77 30%
Somewhat bad response	60 15%	43 22% C	17 8%	27 19% g	11 11%	19 20% g	4 5%	13 10%	36 19%	12 13%	10 10%	6 9%	43 20% k	24 20%	21 12%	16 13%	37 17%	21 11%	4 9%	49 19%
Very bad response	31 8%	19 10%	12 6%	14 10%	8 8%	4 4%	6 7%	18 14% j	13 7% j	-	7 7%	2 3%	22 10%	16 13% o	8 5%	7 6%	13 6%	17 9%	6 13%	29 11%
I am not familiar with this company	169 41%	51 26%	118 55% B	51 37%	41 41%	41 44%	36 47%	41 33%	81 43%	46 50% h	46 43%	39 61% KM	70 33%	46 38%	69 41%	54 45%	78 36%	87 48% q	8 18%	80 32%
Sigma	408 100%	195 100%	212 100%	140 100%	100 100%	93 100%	75 100%	124 100%	191 100%	92 100%	107 100%	64 100%	214 100%	123 100%	167 100%	119 100%	217 100%	181 100%	46 100%	255 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 820

CMP03_141 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Morgan Stanley

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	406	138	268	164	117	64	61	125	179	102	218	54	114	134	142	130	206	191	34	209
Weighted Base	395	167*	228	116*	94*	93*	93*	127*	190*	79*	125	57*	191*	110*	164*	122*	220	168*	38**	227
Somewhat/Very Good Response (Net)	196 50%	96 58% c	100 44%	41 35%	58 62% D	42 46%	56 60% D	71 56%	90 48%	35 44%	63 51%	24 43%	100 52%	69 62% oP	76 46%	52 43%	118 54%	78 46%	28 74%	131 58%
Very good response	59 15%	28 17%	31 14%	15 13%	21 22%	12 13%	12 13%	18 14%	30 16%	11 14%	14 11%	2 3%	38 20% L	27 24% P	23 14%	10 8%	41 19%	18 11%	12 31%	43 19%
Somewhat good response	137 35%	68 41%	69 30%	26 22%	37 40% D	31 33%	44 47% D	53 42%	60 32%	23 30%	49 40%	22 39%	62 33%	42 38%	53 32%	42 35%	77 35%	60 36%	16 44%	88 39%
Somewhat/Very Bad Response (Net)	81 21%	44 26%	37 16%	31 26% E	7 8%	29 32% E	14 15%	21 16%	46 24%	15 19%	22 18%	13 22%	41 21%	18 16%	45 28% p	18 15%	40 18%	39 23%	8 20%	50 22%
Somewhat bad response	55 14%	29 18%	26 11%	21 18% E	5 5%	22 23% Eg	8 9%	9 7%	34 18% h	12 16%	11 9%	5 9%	33 17% k	10 9%	33 20% n	12 10%	27 12%	26 15%	2 7%	36 16%
Very bad response	26 7%	14 9%	12 5%	10 9%	3 3%	8 8%	6 6%	12 9%	12 6%	2 3%	11 9%	7 13% m	7 4%	7 7%	12 8%	6 5%	13 6%	13 8%	5 13%	14 6%
I am not familiar with this company	118 30%	27 16%	91 40% B	45 39% i	28 30%	21 23%	24 26%	35 27%	54 28%	29 37%	40 32%	20 35%	50 26%	24 22%	42 26%	52 42% NO	62 28%	52 31%	2 6%	46 20%
Sigma	395 100%	167 100%	228 100%	116 100%	94 100%	93 100%	93 100%	127 100%	190 100%	79 100%	125 100%	57 100%	191 100%	110 100%	164 100%	122 100%	220 100%	168 100%	38 100%	227 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 821

CMP03_142 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Berkshire Hathaway

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	146	268	154	124	70	66	136	182	96	229	47	113	127	147	140	231	173	34	216
Weighted Base	427	191*	236	107*	117*	107*	95*	145*	197*	84*	142	60**	188*	124*	160*	142*	255	167*	42**	248
Somewhat/Very Good Response (Net)	164 38%	85 45% c	78 33%	35 33%	49 42%	47 44%	32 34%	60 41%	78 39%	26 31%	46 32%	12 21%	87 47% k	56 45%	55 35%	52 36%	100 39%	62 37%	26 61%	100 40%
Very good response	43 10%	29 15% C	14 6%	9 8%	15 13%	11 10%	8 9%	14 10%	14 7%	14 17% i	11 7%	3 5%	19 10%	18 15% P	19 12% p	6 4%	29 11%	14 8%	10 24%	22 9%
Somewhat good response	121 28%	56 29%	64 27%	26 25%	34 29%	36 34%	24 25%	46 31% J	63 32% J	12 14%	36 25%	10 16%	68 37% k	38 31%	36 23%	46 32%	71 28%	48 29%	16 37%	79 32%
Somewhat/Very Bad Response (Net)	76 18%	40 21%	36 15%	25 24% i	22 19%	11 10%	18 19%	32 22% j	36 18%	8 10%	16 11%	14 23%	45 24% K	17 14%	32 20%	27 19%	50 20%	24 15%	8 19%	49 20%
Somewhat bad response	62 14%	36 19% c	25 11%	19 18%	15 13%	10 9%	18 18%	24 17%	31 16%	7 8%	11 8%	14 23%	36 19% K	15 12%	24 15%	23 16%	38 15%	22 13%	7 16%	36 15%
Very bad response	14 3%	4 2%	10 4%	6 6%	7 6%	2 2%	* *	8 6%	5 2%	2 2%	5 4%	- -	9 5%	2 2%	8 5%	5 3%	12 5%	2 1%	1 3%	13 5%
I am not familiar with this company	187 44%	65 34%	122 52% B	47 44%	46 40%	49 45%	46 48%	53 37%	84 42%	50 59% Hi	80 56% M	34 56%	55 29%	51 41%	73 46%	63 44%	105 41%	80 48%	9 20%	99 40%
Sigma	427 100%	191 100%	236 100%	107 100%	117 100%	107 100%	95 100%	145 100%	197 100%	84 100%	142 100%	60 100%	188 100%	124 100%	160 100%	142 100%	255 100%	167 100%	42 100%	248 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 822

CMP03_143 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Goldman Sachs

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	158	247	173	99	71	62	127	162	116	214	59	103	134	133	138	205	189	38	225
Weighted Base	423	202*	221	132	103*	102*	86*	134*	180*	109*	128	76*	186*	143*	156*	125*	236	177*	54**	259
Somewhat/Very Good Response (Net)	201 48%	113 56% C	88 40%	67 50%	52 50%	47 46%	36 42%	67 50% J	100 56% J	34 31%	53 42%	30 39%	105 57% KI	70 49%	74 47%	57 46%	113 48%	85 48%	33 61%	133 51%
Very good response	59 14%	36 18%	23 10%	24 18%	14 13%	9 9%	12 15%	25 19%	21 12%	13 12%	13 10%	6 7%	32 17%	23 16%	26 16%	11 8%	39 17%	18 10%	14 26%	45 17%
Somewhat good response	142 34%	77 38%	65 29%	43 32%	38 37%	38 37%	23 27%	41 31%	79 44% hJ	22 20%	41 32%	24 32%	73 39%	47 33%	48 31%	47 38%	74 31%	67 38%	19 35%	88 34%
Somewhat/Very Bad Response (Net)	88 21%	52 26% c	36 16%	26 19%	22 21%	17 17%	23 27%	31 23%	35 19%	22 20%	26 21%	14 19%	43 23%	38 27%	28 18%	23 18%	62 26% R	24 14%	13 25%	60 23%
Somewhat bad response	52 12%	27 14%	24 11%	13 10%	5 5%	12 12%	21 25% DE	18 13%	18 10%	16 15%	16 12%	10 13%	22 12%	18 12%	21 13%	13 10%	38 16% R	12 7%	7 13%	29 11%
Very bad response	37 9%	25 12% c	12 5%	13 10%	17 16% fg	5 5%	2 3%	14 10%	17 10%	6 5%	11 8%	4 6%	21 11%	20 14% O	7 4%	10 8%	24 10%	12 7%	6 12%	32 12%
I am not familiar with this company	134 32%	36 18%	97 44% B	40 30%	30 29%	38 37%	27 31%	36 27%	45 25%	53 48% HI	49 38% M	32 42% M	38 20%	35 24%	55 35%	45 36%	61 26%	67 38% q	8 14%	66 25%
Sigma	423 100%	202 100%	221 100%	132 100%	103 100%	102 100%	86 100%	134 100%	180 100%	109 100%	128 100%	76 100%	186 100%	143 100%	156 100%	125 100%	236 100%	177 100%	54 100%	259 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 823

CMP03_144 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 General Mills

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	165	239	159	120	71	54	145	165	94	206	54	115	121	138	145	225	169	31	234
Weighted Base	413	204*	209	125*	108*	102*	78**	148*	187*	79*	117	71*	197*	135*	152*	126*	237	170*	34**	252
Somewhat/Very Good Response (Net)	267 65%	128 63%	140 67%	58 47%	73 67% D	70 69% D	66 84%	91 61%	119 64%	57 73%	83 71%	46 65%	121 61%	106 78% OP	94 62%	67 53%	157 66%	109 64%	22 64%	160 64%
Very good response	78 19%	38 19%	40 19%	15 12%	23 21%	19 19%	20 26%	35 24%	27 15%	15 20%	36 31% IM	10 14%	26 13%	25 19%	31 20%	21 17%	47 20%	31 18%	9 26%	46 18%
Somewhat good response	190 46%	90 44%	100 48%	43 34%	50 46%	51 50% d	46 58%	56 38%	92 49%	42 53%	47 40%	36 51%	94 48%	80 60% OP	63 41%	46 36%	111 47%	78 46%	13 38%	114 45%
Somewhat/Very Bad Response (Net)	90 22%	56 28% C	34 16%	46 37% EF	16 15%	20 20%	8 10%	45 30% J	38 20%	7 9%	19 16%	18 25%	48 24%	16 12%	39 26% N	34 27% N	47 20%	39 23%	9 25%	68 27%
Somewhat bad response	57 14%	37 18% c	20 10%	30 24% E	10 9%	14 13%	4 5%	27 18% j	25 13%	4 6%	11 10%	9 13%	32 16%	10 8%	26 17% n	20 16%	27 12%	26 15%	7 19%	44 17%
Very bad response	33 8%	20 10%	13 6%	17 13%	6 6%	6 6%	4 5%	17 12%	13 7%	3 4%	8 6%	8 12%	17 8%	6 4%	13 9%	14 11%	19 8%	13 8%	2 6%	25 10%
I am not familiar with this company	56 14%	20 10%	36 17%	21 17%	19 18%	12 11%	5 6%	12 8%	30 16%	14 18%	15 13%	7 10%	28 14%	13 10%	19 12%	24 19%	33 14%	22 13%	3 10%	23 9%
Sigma	413 100%	204 100%	209 100%	125 100%	108 100%	102 100%	78 100%	148 100%	187 100%	79 100%	117 100%	71 100%	197 100%	135 100%	152 100%	126 100%	237 100%	170 100%	34 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 824

CMP03_145 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Unilever

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	402	158	244	164	110	64	64	156	151	95	206	56	110	113	135	154	208	179	37	221
Weighted Base	424	199*	225	126*	98*	101*	99*	153*	186*	85*	121	72*	199*	129*	150*	144*	232	176*	38**	273
Somewhat/Very Good Response (Net)	168 40%	86 44%	81 36%	46 36%	39 40%	38 38%	45 45%	68 45% j	76 41%	23 28%	34 28%	25 36%	102 51% K	45 35%	69 46%	54 37%	88 38%	77 44%	26 68%	118 43%
Very good response	47 11%	23 12%	24 11%	17 13%	11 11%	6 6%	13 14%	23 15%	15 8%	9 11%	10 8%	3 4%	31 15%	16 13%	20 13%	11 8%	27 12%	18 10%	8 21%	33 12%
Somewhat good response	121 29%	64 32%	57 25%	29 23%	28 29%	32 32%	31 32%	45 30%	61 33% j	14 17%	25 20%	23 31%	71 36% K	29 23%	49 32%	43 30%	61 26%	59 33%	18 46%	85 31%
Somewhat/Very Bad Response (Net)	69 16%	40 20%	29 13%	31 25% G	18 18% g	14 14%	6 6%	30 20% J	34 18% j	5 6%	22 18%	14 20%	30 15%	11 9%	32 21% n	26 18%	38 16%	29 17%	5 13%	48 18%
Somewhat bad response	40 9%	22 11%	18 8%	16 13% G	10 10% g	12 12% g	1 1%	13 8%	24 13% j	3 3%	12 10%	11 15%	14 7%	5 4%	20 13% n	14 10%	17 7%	20 12%	2 5%	26 9%
Very bad response	29 7%	18 9%	11 5%	15 12% F	7 8%	2 2%	5 5%	17 11%	10 6%	2 3%	10 8%	3 5%	15 8%	6 5%	12 8%	12 8%	20 9%	9 5%	3 8%	22 8%
I am not familiar with this company	187 44%	72 36%	115 51% B	49 39%	41 42%	49 48%	48 48%	55 36%	76 41%	57 67% H	65 53% M	32 44%	68 34%	73 56% O	50 33%	64 44%	106 46%	70 40%	7 19%	106 39%
Sigma	424 100%	199 100%	225 100%	126 100%	98 100%	101 100%	99 100%	153 100%	186 100%	85 100%	121 100%	72 100%	199 100%	129 100%	150 100%	144 100%	232 100%	176 100%	38 100%	273 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 825

CMP03_146 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom

Mondelez

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	150	256	176	107	66	57	136	177	93	210	54	115	120	149	137	195	187	40	209
Weighted Base	423	184*	239	127	98*	110*	87*	136*	222*	65*	118	68*	210*	128*	167*	128*	237	172*	55**	252
Somewhat/Very Good Response (Net)	116 27%	70 38% C	46 19%	42 33%	31 32%	26 24%	17 20%	43 32%	59 26%	14 22%	22 19%	19 27%	69 33% K	33 25%	43 26%	40 31%	73 31%	41 24%	33 60%	83 33%
Very good response	37 9%	21 11%	16 7%	14 11% G	15 15% G	8 7%	1 1%	16 12%	17 8%	4 6%	4 3%	5 8%	28 13% K	10 8%	18 11%	9 7%	26 11%	10 6%	13 24%	29 12%
Somewhat good response	79 19%	49 26% C	30 13%	28 22%	16 17%	18 16%	17 19%	27 20%	42 19%	10 16%	18 16%	14 20%	41 20%	23 18%	25 15%	31 24%	47 20%	31 18%	20 36%	54 21%
Somewhat/Very Bad Response (Net)	67 16%	41 22% C	26 11%	36 29% eFG	17 17% G	13 12% g	1 1%	25 18%	32 14%	10 16%	21 18%	7 11%	31 15%	28 22%	25 15%	14 11%	43 18%	17 10%	11 20%	47 19%
Somewhat bad response	40 9%	25 13% c	15 6%	27 21% EFG	8 8%	5 4%	1 1%	18 13%	18 8%	4 7%	13 11%	5 8%	21 10%	18 14%	10 6%	11 9%	24 10%	11 6%	7 13%	31 12%
Very bad response	27 6%	16 9%	11 5%	10 8% g	9 9% g	8 8%	-	7 5%	14 6%	6 9%	9 7%	2 3%	11 5%	10 8%	14 9%	3 2%	20 8%	6 4%	4 7%	16 6%
I am not familiar with this company	240 57%	74 40%	167 70% B	49 39%	51 52%	71 64% D	69 80% DE	68 50%	131 59%	41 62%	74 63%	42 62%	110 52%	68 53%	99 59%	74 58%	120 51%	114 66% Q	11 20%	122 48%
Sigma	423 100%	184 100%	239 100%	127 100%	98 100%	110 100%	87 100%	136 100%	222 100%	65 100%	118 100%	68 100%	210 100%	128 100%	167 100%	128 100%	237 100%	172 100%	55 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

CMP03_147 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

23 May 2020
 Table 826

Telecom
 Fox Corporation

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	408	167	241	153	126	65	64	135	161	112	218	58	110	121	140	147	229	169	37	215
Weighted Base	406	212*	194	123*	109*	84*	90*	135*	167*	104*	134	70*	184*	125*	154*	127*	255	144*	50**	244
Somewhat/Very Good Response (Net)	215 53%	124 58% c	91 47%	55 45%	60 55%	47 56%	53 59%	88 65% IJ	80 48%	47 45%	76 57%	33 48%	97 52%	74 59%	78 51%	63 49%	137 54%	74 52%	36 71%	130 53%
Very good response	75 18%	50 24% C	25 13%	25 20%	26 24% g	15 18%	9 10%	34 25% J	29 18%	11 11%	21 16%	13 18%	40 22%	28 22%	31 20%	17 13%	50 20%	24 17%	22 44%	58 24%
Somewhat good response	140 34%	73 35%	66 34%	30 25%	34 31%	31 38%	44 49% De	53 39%	50 30%	36 34%	55 41%	20 29%	57 31%	46 37%	47 31%	46 36%	87 34%	50 35%	14 27%	72 30%
Somewhat/Very Bad Response (Net)	113 28%	64 30%	49 25%	48 39% Fg	30 27%	15 18%	20 22%	27 20%	62 37% Hj	24 23%	26 19%	18 25%	64 35% K	33 26%	49 32%	31 24%	69 27%	40 28%	11 23%	75 31%
Somewhat bad response	71 18%	47 22% c	24 13%	27 22%	22 20%	10 12%	11 13%	22 16%	32 19%	17 17%	17 13%	9 13%	44 24% k	23 18%	37 24% P	11 9%	50 19%	21 15%	3 5%	45 19%
Very bad response	42 10%	17 8%	24 13%	20 17% e	8 7%	5 6%	9 9%	5 4%	30 18% Hj	7 6%	9 7%	9 12%	20 11%	10 8%	12 8%	19 15%	20 8%	19 13%	9 17%	30 12%
I am not familiar with this company	78 19%	24 12%	54 28% B	20 17%	20 18%	21 26%	17 19%	20 15%	25 15%	33 32% Hi	31 23% m	19 27% m	24 13%	18 14%	27 18%	33 26% n	48 19%	30 21%	3 6%	39 16%
Sigma	406 100%	212 100%	194 100%	123 100%	109 100%	84 100%	90 100%	135 100%	167 100%	104 100%	134 100%	70 100%	184 100%	125 100%	154 100%	127 100%	255 100%	144 100%	50 100%	244 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 827

CMP03_148 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Patagonia

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	149	252	166	112	63	60	132	182	87	212	57	104	121	129	151	203	187	38	223
Weighted Base	392	176*	215	124*	93*	91*	84*	129*	185*	77*	127	63*	168*	123*	135*	134*	227	152*	46**	242
Somewhat/Very Good Response (Net)	116 30%	64 36% c	52 24%	44 36% g	34 37% g	23 25%	16 19%	48 37%	47 26%	21 28%	30 23%	15 23%	64 38% K	40 33%	42 31%	34 26%	77 34%	38 25%	23 51%	85 35%
Very good response	37 9%	26 15% C	11 5%	16 13% f	13 14% f	3 4%	5 6%	21 17% l	8 4%	8 10%	7 6%	2 3%	27 16% Kl	13 11%	12 9%	12 9%	24 11%	12 8%	13 29%	27 11%
Somewhat good response	79 20%	38 21%	41 19%	28 23%	21 23%	19 21%	10 12%	26 20%	39 21%	13 17%	23 18%	13 20%	36 22%	27 22%	30 22%	22 17%	53 23%	26 17%	10 22%	58 24%
Somewhat/Very Bad Response (Net)	84 21%	53 30% C	31 14%	38 31% FG	22 24%	13 14%	11 13%	40 31% lj	32 17%	12 16%	19 15%	8 12%	49 29% Kl	17 14%	34 25%	33 25% n	48 21%	28 18%	16 35%	68 28%
Somewhat bad response	62 16%	37 21% c	25 12%	29 23% G	18 20% G	12 13%	3 4%	34 26% J	25 14%	3 4%	12 10%	4 7%	43 25% KL	9 8%	29 22% N	24 18% n	42 19%	19 13%	13 28%	52 21%
Very bad response	22 6%	16 9% c	6 3%	10 8%	4 4%	1 1%	7 9%	6 4%	6 3%	10 12% l	7 6%	3 5%	6 4%	7 6%	5 3%	10 7%	6 3%	9 6%	3 6%	16 7%
I am not familiar with this company	191 49%	59 34%	132 61% B	42 34%	37 40%	55 61% DE	58 69% DE	42 32%	106 57% H	43 56% H	78 61% M	41 65% M	55 33%	66 54%	59 44%	66 49%	102 45%	86 57% q	6 14%	90 37%
Sigma	392 100%	176 100%	215 100%	124 100%	93 100%	91 100%	84 100%	129 100%	185 100%	77 100%	127 100%	63 100%	168 100%	123 100%	135 100%	134 100%	227 100%	152 100%	46 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 828

CMP03_149 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Chevron

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	135	270	187	100	73	45	133	178	94	227	60	91	131	137	137	191	198	30	229
Weighted Base	389	155*	233	126	96*	111*	55**	118*	176*	94*	119	71*	172*	125*	157*	106*	224*	153*	42**	255
Somewhat/Very Good Response (Net)	208 53%	86 56%	121 52%	57 45%	70 73% DF	53 48%	27 50%	75 64% j	89 51%	43 46%	69 58%	39 55%	93 54%	72 58%	87 55%	49 46%	110 49%	94 62% q	27 65%	147 58%
Very good response	55 14%	31 20% c	24 10%	24 19% f	21 21% g	9 8%	2 3%	28 23% ij	18 10%	9 9%	23 20%	11 15%	19 11%	19 15%	18 11%	18 17%	29 13%	22 14%	13 31%	37 15%
Somewhat good response	153 39%	56 36%	97 42%	33 26%	49 51% D	45 40%	26 47%	47 40%	71 40%	34 37%	45 38%	28 40%	75 43%	53 42%	69 44% p	31 29%	80 36%	72 47%	14 34%	110 43%
Somewhat/Very Bad Response (Net)	90 23%	47 30% c	42 18%	42 33% E	13 14%	29 27%	5 9%	23 19%	48 27%	19 20%	26 22%	14 19%	46 27%	33 27%	34 22%	23 21%	61 27%	26 17%	14 34%	67 26%
Somewhat bad response	66 17%	33 21%	33 14%	30 24% E	6 6%	25 23% E	5 8%	17 14%	31 18%	18 19%	18 15%	11 15%	35 20%	25 20%	23 15%	19 18%	51 23% R	15 10%	12 28%	51 20%
Very bad response	23 6%	14 9%	9 4%	12 9%	7 7%	4 4%	* 1%	6 5%	17 10%	1 1%	9 7%	3 4%	11 6%	8 7%	11 7%	4 4%	10 4%	11 7%	3 7%	16 6%
I am not familiar with this company	91 23%	22 14%	69 30% B	27 22%	13 14%	28 26%	22 41%	20 17%	39 22% j	32 34% h	24 20%	18 26%	33 19%	20 16%	36 23%	35 33% N	54 24%	32 21%	* 1%	40 16%
Sigma	389 100%	155 100%	233 100%	126 100%	96 100%	111 100%	55 100%	118 100%	176 100%	94 100%	119 100%	71 100%	172 100%	125 100%	157 100%	106 100%	224 100%	153 100%	42 100%	255 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 829

CMP03_150 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Albertson's

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	146	256	175	100	69	58	125	173	104	204	58	114	136	132	134	220	170	41	212
Weighted Base	423	196*	227	131*	94*	107*	91*	137*	196*	91*	117	71*	194*	143*	151*	129*	243	164*	65**	239
Somewhat/Very Good Response (Net)	218 51%	103 52%	115 51%	60 46%	56 59%	54 51%	49 54%	77 57%	102 52%	38 42%	57 48%	42 59%	103 53%	80 56%	82 54%	56 44%	142 58% r	74 45%	42 64%	138 58%
Very good response	64 15%	41 21% C	23 10%	16 13%	23 24% df	10 10%	14 16%	24 18%	28 14%	12 13%	19 16%	13 18%	28 15%	21 15%	23 16%	20 15%	43 18%	19 12%	17 26%	44 18%
Somewhat good response	154 36%	62 32%	92 40%	43 33%	33 35%	44 41%	34 38%	53 39%	74 38%	27 29%	38 32%	29 40%	75 39%	59 41%	59 39%	36 28%	98 40%	55 33%	25 38%	94 39%
Somewhat/Very Bad Response (Net)	85 20%	49 25%	36 16%	34 26% G	22 23% g	21 19%	8 9%	26 26% j	38 19%	11 13%	14 12%	15 21%	47 24% K	27 19%	38 25%	20 15%	55 23%	25 15%	21 32%	63 26%
Somewhat bad response	60 14%	35 18%	25 11%	26 20% I	17 18%	9 9%	8 9%	28 21% J	28 14%	4 4%	9 8%	8 11%	39 20% K	23 16%	21 14%	17 13%	41 17%	15 9%	20 31%	51 21%
Very bad response	25 6%	14 7%	11 5%	8 6%	5 5%	11 11% g	* *	7 5%	10 5%	8 9%	5 4%	7 10%	8 4%	4 3%	17 12% Np	3 2%	14 6%	10 6%	* 1%	13 5%
I am not familiar with this company	120 28%	44 23%	76 33% b	37 28%	17 18%	32 30% E	34 38% E	24 17%	55 28%	41 45% HI	47 40% LM	14 20%	44 22%	37 26%	31 20%	53 41% nO	46 19%	65 39% Q	2 3%	38 16%
Sigma	423 100%	196 100%	227 100%	131 100%	94 100%	107 100%	91 100%	137 100%	196 100%	91 100%	117 100%	71 100%	194 100%	143 100%	151 100%	129 100%	243 100%	164 100%	65 100%	239 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 830

CMP03_151 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 H-E-B Grocery

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	402	131	271	170	107	67	58	114	190	98	211	62	107	135	129	138	214	176	33	212
Weighted Base	407	175*	232	128*	103*	95*	80**	100*	220	87*	119	76*	191*	132*	151*	124*	210	185*	47**	260
Somewhat/Very Good Response (Net)	151 37%	76 44%	75 32%	49 39%	30 29%	38 40%	33 41%	51 50% lj	74 34%	26 30%	31 26%	29 38%	88 46% K	44 33%	72 48% nP	35 28%	82 39%	66 36%	21 44%	108 42%
Very good response	47 11%	28 16% c	18 8%	25 20% Ef	7 6%	7 7%	8 11%	19 19% l	19 9%	9 10%	15 13%	6 8%	23 12%	13 10%	18 12%	15 12%	33 16% R	12 6%	11 23%	30 12%
Somewhat good response	104 26%	48 27%	57 24%	24 19%	24 23%	31 33%	25 31%	31 31%	55 25%	17 20%	16 14%	23 30% K	64 34% K	30 23%	54 36% P	20 16%	49 23%	54 29%	10 22%	78 30%
Somewhat/Very Bad Response (Net)	67 17%	40 23% C	27 12%	29 22% i	30 29% F	8 9%	* *	17 17%	39 18%	11 12%	17 14%	7 9%	39 20% O	34 26% O	14 9%	18 15%	38 18%	27 15%	23 49%	56 22%
Somewhat bad response	40 10%	25 15% c	15 6%	24 19% F	13 13%	3 3%	* *	7 7%	28 13%	4 5%	8 7%	3 4%	25 13%	19 14%	11 7%	11 9%	27 13% f	11 6%	14 30%	35 13%
Very bad response	27 7%	15 8%	12 5%	5 4%	17 16% D	5 6%	- -	10 10%	11 5%	7 8%	9 7%	4 5%	14 7% O	16 12% O	4 2%	8 6%	10 5%	16 9%	9 19%	21 8%
I am not familiar with this company	189 46%	58 33%	130 56% B	50 39%	43 42%	49 51%	47 59%	33 32%	107 48% H	50 57% H	70 59% M	40 53% m	64 34%	54 41%	64 42%	71 57% no	90 43%	92 50%	3 7%	95 37%
Sigma	407 100%	175 100%	232 100%	128 100%	103 100%	95 100%	80 100%	100 100%	220 100%	87 100%	119 100%	76 100%	191 100%	132 100%	151 100%	124 100%	210 100%	185 100%	47 100%	260 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 831

CMP03_152 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 T-Mobile

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	414	147	267	159	135	57	63	141	175	98	229	60	105	126	153	135	223	178	40	237
Weighted Base	413	184*	229	108*	128*	81*	96*	134*	201*	78*	128	66*	196*	136*	152*	125*	243	155*	37**	260
Somewhat/Very Good Response (Net)	229 55%	95 52%	133 58%	48 44%	77 60% d	44 54%	60 63% d	81 61% J	116 58% j	32 41%	81 64%	38 58%	102 52%	74 55%	84 55%	71 57%	146 60%	78 50%	25 68%	139 53%
Very good response	67 16%	35 19%	32 14%	16 15%	31 24% g	11 13%	10 10%	26 19%	28 14%	13 16%	25 20%	10 14%	28 15%	26 20%	24 16%	17 13%	40 17%	25 16%	12 33%	43 17%
Somewhat good response	162 39%	61 33%	101 44%	32 30%	46 36%	33 41%	50 53% D	55 41% j	87 43% J	20 25%	56 44%	29 44%	73 37%	48 35%	60 39%	54 43%	106 44%	53 34%	13 35%	95 37%
Somewhat/Very Bad Response (Net)	98 24%	63 34% C	36 16%	40 37% G	35 27% G	20 25% G	3 3%	39 29%	47 23%	13 16%	27 21%	14 21%	55 28%	30 22%	44 29%	24 19%	57 24%	39 25%	10 27%	74 29%
Somewhat bad response	63 15%	38 21% c	26 11%	24 22% G	21 16% G	17 21% G	1 1%	26 20%	24 12%	13 16%	21 16%	11 17%	30 15%	21 16%	26 17%	16 13%	36 15%	27 17%	5 13%	45 17%
Very bad response	35 8%	25 13% C	10 4%	16 15% fG	14 11%	3 4%	2 2%	12 9% j	22 11% J	* *	6 5%	2 4%	25 13% k	9 6%	18 12%	8 7%	22 9%	12 8%	5 13%	30 12%
I am not familiar with this company	86 21%	26 14%	60 26% B	20 18%	16 13%	17 21%	33 34% dE	14 11%	39 19%	33 42% HI	19 15%	14 21%	39 20%	32 23%	24 16%	30 24%	40 16%	39 25%	2 5%	46 18%
Sigma	413 100%	184 100%	229 100%	108 100%	128 100%	81 100%	96 100%	134 100%	201 100%	78 100%	128 100%	66 100%	196 100%	136 100%	152 100%	125 100%	243 100%	155 100%	37 100%	260 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 832

CMP03_153 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Xfinity

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	406	149	257	165	119	63	59	142	161	103	231	54	99	131	141	134	229	162	40	224
Weighted Base	395	181*	214	116*	102*	87*	91*	135*	173*	87*	124	70*	185*	131*	143*	121*	228	159*	48**	251
Somewhat/Very Good Response (Net)	230 58%	101 56%	129 60%	61 53%	65 64% G	68 78% DG	37 41%	76 56%	104 60%	50 58%	63 51%	39 56%	121 66% K	83 63%	79 55%	68 56%	144 63%	85 53%	31 65%	159 63%
Very good response	66 17%	35 20%	31 14%	16 14%	21 20%	20 23%	10 11%	25 18%	31 18%	11 12%	22 17%	8 12%	33 18%	25 19%	17 12%	24 20%	47 21%	18 11%	10 22%	41 16%
Somewhat good response	164 42%	65 36%	99 46%	45 39%	44 43%	48 55% G	27 29%	51 38%	73 42%	40 46%	42 33%	31 44%	88 48% k	58 44%	63 44%	43 36%	97 43%	67 42%	21 43%	118 47%
Somewhat/Very Bad Response (Net)	70 18%	39 22%	31 14%	30 26% Fg	23 23% f	7 8%	10 11%	39 29% J	25 14%	6 7%	19 15%	11 16%	37 20%	22 17%	31 22%	17 14%	40 18%	26 16%	14 29%	55 22%
Somewhat bad response	44 11%	24 13%	20 9%	18 16% g	15 15% g	7 8%	3 4%	28 20% J	13 8%	4 4%	14 11%	7 9%	22 12%	14 11%	20 14%	10 8%	26 11%	15 10%	9 19%	32 13%
Very bad response	26 7%	15 8%	11 5%	12 10% F	8 8% f	-	6 7%	12 9%	12 7%	2 3%	5 4%	4 6%	15 8%	7 6%	11 8%	7 6%	14 6%	11 7%	5 10%	23 9%
I am not familiar with this company	95 24%	41 23%	54 25%	25 21%	14 14%	12 14%	44 48% DEF	19 14%	45 26% h	31 35% H	42 34% M	20 28% m	27 14%	26 20%	33 23%	36 30%	44 19%	48 30% q	3 6%	36 15%
Sigma	395 100%	181 100%	214 100%	116 100%	102 100%	87 100%	91 100%	135 100%	173 100%	87 100%	124 100%	70 100%	185 100%	131 100%	143 100%	121 100%	228 100%	159 100%	48 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 833

CMP03_154 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Sam's Club

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	161	248	174	115	57	63	143	158	108	217	62	111	127	132	150	208	193	40	225
Weighted Base	409	199*	210	132*	114*	73*	90*	152*	166*	91*	131	74*	186*	117*	151*	141*	227	174*	57**	257
Somewhat/Very Good Response (Net)	275 67%	123 62%	152 72%	75 57%	80 71% d	51 70%	68 76% d	106 70%	109 66%	60 66%	88 67%	50 68%	133 71%	83 71%	100 66%	93 66%	158 70%	115 66%	44 77%	175 68%
Very good response	78 19%	41 21%	37 17%	32 24% F	27 24% f	6 8%	13 14%	42 28% I	18 11%	18 19%	27 21%	16 21%	34 19%	30 25% p	28 19%	20 14%	52 23% r	23 13%	22 39%	49 19%
Somewhat good response	197 48%	82 41%	115 55% B	43 33%	54 47% d	45 62% D	55 62% D	64 42%	91 55%	42 46%	60 46%	35 47%	98 53%	53 45%	71 47%	73 52%	106 46%	91 52%	22 38%	126 49%
Somewhat/Very Bad Response (Net)	75 18%	51 26% C	24 11%	41 31% EG	15 14%	13 18%	5 6%	29 19%	29 17%	18 19%	14 11%	12 16%	42 23% K	20 17%	35 23%	20 14%	45 20%	29 16%	13 23%	56 22%
Somewhat bad response	48 12%	31 16% c	17 8%	26 20% EG	8 7%	10 13%	5 5%	20 13%	15 9%	13 15%	10 8%	7 9%	28 15% K	15 13%	20 13%	14 10%	23 10%	24 14%	7 12%	36 14%
Very bad response	27 6%	20 10% C	7 3%	15 12% G	8 7%	3 4%	*	8 5%	14 8%	4 5%	4 3%	5 7%	14 8%	5 4%	15 10%	6 5%	22 9% r	5 3%	6 10%	20 8%
I am not familiar with this company	58 14%	24 12%	34 16%	15 11%	18 16%	9 12%	16 18%	17 11%	28 17%	14 15%	30 23% M	11 15% m	11 6%	14 12%	16 11%	28 20%	24 11%	31 18%	-	26 10%
Sigma	409 100%	199 100%	210 100%	132 100%	114 100%	73 100%	90 100%	152 100%	166 100%	91 100%	131 100%	74 100%	186 100%	117 100%	151 100%	141 100%	227 100%	174 100%	57 100%	257 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 834

CMP03_155 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Southwest Airlines

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			(Q)
Unweighted Base	406	163	243	173	118	64	51	157	169	80	211	64	107	128	136	142	215	182	40	233
Weighted Base	423	214*	209	127	99*	106*	91**	143*	211*	70**	111	77*	215*	127*	149*	147*	247	170*	43*	275
Somewhat/Very Good Response (Net)	283 67%	151 71%	132 63%	84 66%	62 63%	76 72%	61 66%	97 67%	144 68%	42 60%	74 67%	43 56%	156 73% I	97 77% P	102 68%	83 57%	174 70%	108 64%	31 71%	202 73%
Very good response	99 23%	72 34% C	27 13%	40 32% F	26 26% f	12 12%	20 22%	50 35% I	37 18%	12 17%	31 28%	12 16%	52 24%	42 33% P	36 24%	20 14%	61 24%	38 22%	18 42% T	75 27%
Somewhat good response	184 43%	79 37%	105 50% b	43 34%	36 36%	64 60% DE	41 45%	47 33%	107 51% H	30 44%	44 40%	31 40%	104 48%	55 43%	66 44%	63 43%	114 46%	70 42%	13 30%	128 46% S
Somewhat/Very Bad Response (Net)	74 17%	35 16%	39 19%	18 14%	25 26% d	14 13%	16 18%	32 22%	32 15%	10 14%	14 12%	20 27% k	39 18%	19 15%	26 17%	29 20%	35 14%	35 20%	8 19%	47 17%
Somewhat bad response	56 13%	23 11%	32 16%	15 12%	15 16%	10 9%	16 18%	20 14%	27 13%	9 13%	10 9%	16 21% k	29 14%	13 10%	22 15%	21 14%	27 11%	26 15%	6 13%	31 11%
Very bad response	18 4%	11 5%	7 3%	4 3%	10 10% d	4 4%	* *	12 8%	5 2%	1 1%	4 4%	4 6%	10 5%	6 5%	4 2%	8 6%	8 3%	9 5%	3 6%	16 6%
I am not familiar with this company	67 16%	28 13%	39 19%	25 20%	12 12%	16 15%	14 16%	15 10%	34 16%	18 26%	23 20% M	13 17%	19 9%	11 8%	21 14%	35 24% N	39 16%	27 16%	4 9%	26 9%
Sigma	423 100%	214 100%	209 100%	127 100%	99 100%	106 100%	91 100%	143 100%	211 100%	70 100%	111 100%	77 100%	215 100%	127 100%	149 100%	147 100%	247 100%	170 100%	43 100%	275 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 835

CMP03_156 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Airbus

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	173	236	173	118	62	56	140	182	87	224	51	101	136	140	133	210	184	40	233
Weighted Base	405	200*	205	111	104*	99*	91*	123*	205*	77*	131	54*	185*	156*	133*	116*	216	175*	52**	264
Somewhat/Very Good Response (Net)	157 39%	91 45% c	66 32%	36 32%	45 43%	40 40%	37 40%	63 51% ij	72 35%	22 29%	50 38%	23 44%	81 44%	59 38%	56 42%	42 36%	100 46% R	55 31%	28 55%	109 41%
Very good response	43 11%	29 15% c	14 7%	10 9%	26 25% DFG	2 2%	5 6%	26 21% i	8 4%	10 12% i	14 11%	1 2%	25 14% i	21 13%	15 11%	8 7%	34 16% R	8 5%	13 26%	36 14%
Somewhat good response	114 28%	62 31%	52 25%	26 23%	19 18%	38 38% E	32 35% e	37 30%	64 31% j	13 16%	35 27%	22 41%	56 30%	39 25%	41 31%	34 29%	67 31%	46 26%	15 29%	74 28%
Somewhat/Very Bad Response (Net)	100 25%	70 35% C	30 15%	31 28%	24 24%	30 30%	14 15%	24 19%	55 27%	21 28%	27 21%	11 20%	58 31%	37 24%	35 26%	28 24%	47 22%	49 28%	13 24%	83 31%
Somewhat bad response	77 19%	54 27% C	23 11%	26 23% g	16 16%	26 26% g	8 9%	17 14%	40 20%	20 25%	20 15%	9 17%	45 25%	23 15%	31 23%	23 19%	35 16%	39 22%	8 16%	63 24%
Very bad response	23 6%	16 8%	7 4%	5 5%	8 8%	4 4%	6 6%	6 5%	15 7%	2 2%	7 5%	2 3%	13 7%	14 9%	4 3%	5 5%	12 5%	10 6%	4 8%	20 7%
I am not familiar with this company	148 36%	39 20%	109 53% B	44 40%	34 33%	29 30%	40 44%	37 30%	77 38%	34 44%	54 41% M	20 37%	45 25%	60 38%	41 31%	47 40%	69 32%	71 41%	11 21%	72 27%
Sigma	405 100%	200 100%	205 100%	111 100%	104 100%	99 100%	91 100%	123 100%	205 100%	77 100%	131 100%	54 100%	185 100%	156 100%	133 100%	116 100%	216 100%	175 100%	52 100%	264 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 836

CMP03_157 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Kaiser Permanente

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	168	237	171	113	72	49	145	170	90	235	62	91	126	133	146	216	179	45	210
Weighted Base	390	191*	199	121*	91*	112*	66**	130*	168*	92*	132	65*	172*	115*	147*	129*	221	154*	59**	236
Somewhat/Very Good Response (Net)	183 47%	91 47%	92 46%	48 40%	47 51%	59 52%	29 44%	75 57% J	79 47%	29 32%	44 33%	23 36%	111 65% KL	43 37%	83 57% N	56 44%	119 54% r	64 41%	42 71%	125 53%
Very good response	64 17%	40 21%	24 12%	14 11%	26 28% D	22 20%	3 5%	38 29% IJ	16 10%	10 11%	16 12%	6 10%	41 24% kl	16 14%	34 23% p	14 11%	51 23% R	13 9%	21 35%	46 19%
Somewhat good response	118 30%	51 26%	68 34%	34 28%	21 23%	37 33%	26 39%	37 28% j	62 37% j	19 21%	27 21%	17 26%	69 40% K	27 24%	49 34%	42 33%	68 31%	50 33%	22 37%	79 34%
Somewhat/Very Bad Response (Net)	65 17%	46 24% C	20 10%	35 28% EF	11 12%	15 13%	6 8%	21 16%	32 19%	12 13%	25 19%	11 16%	29 17%	22 19%	27 18%	17 13%	37 17%	22 14%	8 14%	50 21%
Somewhat bad response	51 13%	37 19% C	14 7%	24 20% E	7 8%	15 13%	5 8%	13 10%	26 15%	11 12%	20 15%	7 11%	23 13%	17 15%	24 16%	10 8%	30 14%	14 9%	5 9%	40 17%
Very bad response	15 4%	9 5%	6 3%	11 9% F	4 4%	-	*	8 6%	6 4%	1 1%	5 4%	3 5%	6 4%	5 4%	3 2%	7 5%	7 3%	8 5%	3 5%	10 4%
I am not familiar with this company	143 37%	55 29%	87 44% B	39 32%	34 37%	39 35%	31 47%	34 26%	57 34%	51 56% HI	63 48% M	31 48% M	32 19%	50 44% O	37 25%	56 43% O	65 29%	69 45% Q	9 14%	61 26%
Sigma	390 100%	191 100%	199 100%	121 100%	91 100%	112 100%	66 100%	130 100%	168 100%	92 100%	132 100%	65 100%	172 100%	115 100%	147 100%	129 100%	221 100%	154 100%	59 100%	236 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 837

CMP03_158 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Conagra

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	153	248	160	127	55	59	156	150	95	232	40	105	126	151	124	217	175	36	202
Weighted Base	384	184*	200	115*	114*	77*	78**	157*	147*	80*	132	41*	185*	121*	148*	115*	223	149*	41**	220
Somewhat/Very Good Response (Net)	134 35%	66 36%	68 34%	37 32%	38 33%	23 31%	35 45%	66 42% j	48 32%	20 25%	45 34%	16 39%	63 34%	53 44% p	48 32%	33 28%	83 37%	50 34%	25 60%	78 36%
Very good response	44 11%	26 14%	18 9%	22 19% F	14 12% f	1 2%	7 9%	29 19% ij	10 7%	4 6%	8 6%	6 16% k	30 16% K	14 12%	11 7%	19 17% o	30 14%	14 9%	14 34%	26 12%
Somewhat good response	90 23%	40 22%	49 25%	15 13%	24 21%	22 29% d	28 36%	37 23%	37 25%	16 20%	38 29% m	10 24%	33 18%	39 32% P	37 25% p	13 12%	53 24%	37 25%	11 26%	53 24%
Somewhat/Very Bad Response (Net)	82 21%	58 31% C	24 12%	28 24%	24 21%	26 34%	4 5%	32 20%	30 20%	20 26%	25 19%	4 11%	50 27% l	25 21%	30 20%	27 23%	50 23%	26 17%	13 32%	59 27%
Somewhat bad response	68 18%	51 28% C	17 8%	19 16%	21 19%	23 30%	4 5%	22 14%	26 18%	20 24%	19 14%	3 6%	44 24% l	19 15%	27 18%	23 20%	47 21% r	16 11%	7 17%	47 21%
Very bad response	14 4%	7 4%	8 4%	9 7%	3 3%	3 3%	-	10 6%	4 3%	1 1%	7 5%	2 4%	5 3%	7 6%	3 2%	4 4%	3 1%	10 7% Q	6 15%	12 5%
I am not familiar with this company	169 44%	61 33%	108 54% B	51 44%	52 46%	28 36%	39 50%	60 38%	70 48%	39 49%	61 47%	20 50%	72 39%	43 35%	70 47%	56 49%	89 40%	73 49%	3 8%	83 38%
Sigma	384 100%	184 100%	200 100%	115 100%	114 100%	77 100%	78 100%	157 100%	147 100%	80 100%	132 100%	41 100%	185 100%	121 100%	148 100%	115 100%	223 100%	149 100%	41 100%	220 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 838

CMP03_159 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Quicken Loans

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	157	247	169	108	65	62	143	168	93	213	64	105	129	145	130	199	196	36	227
Weighted Base	406	177*	230	126*	93*	103*	84*	156*	174*	77*	124	70*	184*	142*	151*	113*	218	182*	40**	254
Somewhat/Very Good Response (Net)	218 54%	99 56%	119 52%	54 43%	49 53%	70 68% D	45 53%	79 51%	98 56%	41 53%	65 52%	36 51%	108 59%	80 56%	85 56%	53 47%	121 55%	93 51%	22 54%	139 55%
Very good response	49 12%	27 15%	21 9%	18 14%	17 19% g	8 8%	5 6%	28 18% I	13 8%	8 10%	18 14%	7 10%	23 13%	20 14%	21 14%	8 7%	30 14%	18 10%	9 21%	28 11%
Somewhat good response	169 42%	72 41%	97 42%	36 29%	32 34%	62 60% DE	39 46% d	51 33%	85 49% H	33 43%	47 38%	29 41%	85 46%	60 42%	64 42%	45 40%	90 41%	76 42%	13 33%	110 43%
Somewhat/Very Bad Response (Net)	85 21%	49 27% C	37 16%	35 28% F	26 28% F	11 10%	14 16%	49 31% Ij	24 14%	13 17%	24 20%	13 19%	40 22%	26 18%	35 23%	25 22%	54 25%	30 17%	13 31%	63 25%
Somewhat bad response	56 14%	31 18%	24 11%	25 20% F	19 20% F	4 4%	8 9%	36 23% J	15 9%	5 7%	13 11%	11 16%	29 16%	15 10%	22 15%	19 17%	32 15%	24 13%	8 20%	48 19%
Very bad response	30 7%	17 10%	12 5%	10 8%	7 7%	7 7%	6 7%	13 8%	9 5%	8 10%	11 9%	2 3%	11 6%	11 8%	12 8%	6 5%	22 10%	7 4%	5 11%	15 6%
I am not familiar with this company	103 25%	29 17%	74 32% B	36 29%	19 20%	23 22%	26 31%	28 18%	52 30% h	23 30%	35 28%	21 30%	35 19%	37 26%	31 21%	35 31%	44 20%	58 32% q	6 14%	53 21%
Sigma	406 100%	177 100%	230 100%	126 100%	93 100%	103 100%	84 100%	156 100%	174 100%	77 100%	124 100%	70 100%	184 100%	142 100%	151 100%	113 100%	218 100%	182 100%	40 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 839

CMP03_160 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Nissan

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	416	153	263	166	113	72	65	144	163	109	215	67	113	126	139	151	241	167	35	230
Weighted Base	426	203*	223	128*	102*	107*	89*	146*	183*	97*	124	76*	208*	129*	163*	135*	267	151*	44**	260
Somewhat/Very Good Response (Net)	275 65%	137 67%	139 62%	73 57%	67 66%	71 67%	63 71%	94 65%	123 67%	58 60%	76 61%	58 75%	133 64%	93 72% p	105 64%	78 58%	167 63%	107 71%	30 67%	174 67%
Very good response	76 18%	43 21%	33 15%	26 21%	25 24%	15 14%	9 11%	31 21% j	36 20% j	8 9%	19 15%	10 13%	45 22%	17 14%	42 26% nP	16 12%	44 16%	31 21%	15 34%	62 24%
Somewhat good response	200 47%	94 46%	106 47%	47 37%	43 42%	56 53% d	54 61% De	63 43%	87 47%	50 51%	57 46%	47 62% kM	87 42%	75 59% O	63 39%	62 46%	123 46%	76 50%	15 33%	112 43%
Somewhat/Very Bad Response (Net)	80 19%	45 22%	35 16%	43 33% EFG	18 17% g	15 14%	5 5%	36 25% j	33 18%	11 11%	23 18%	9 12%	44 21%	20 16%	29 18%	31 23%	57 21%	19 12%	14 33%	63 24%
Somewhat bad response	54 13%	33 16%	21 10%	28 22% EG	9 9%	12 11%	4 5%	25 17%	20 11%	9 9%	19 15%	5 7%	28 14%	13 10%	17 11%	24 18%	38 14%	14 9%	9 21%	42 16%
Very bad response	26 6%	12 6%	14 6%	14 11% FG	8 8% g	3 3%	*	11 8%	13 7%	2 2%	4 3%	4 5%	16 8%	7 6%	11 7%	8 6%	19 7%	5 3%	5 12%	21 8%
I am not familiar with this company	71 17%	21 10%	49 22% B	12 9%	17 17%	20 19%	21 23% d	16 11%	27 15%	28 29% Hi	25 20%	10 13%	31 15%	16 12%	29 18%	25 19%	43 16%	25 17%	-	23 9%
Sigma	426 100%	203 100%	223 100%	128 100%	102 100%	107 100%	89 100%	146 100%	183 100%	97 100%	124 100%	76 100%	208 100%	129 100%	163 100%	135 100%	267 100%	151 100%	44 100%	260 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 840

CMP03_161 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Hallmark

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	401	151	250	157	116	72	56	142	167	92	209	57	110	129	142	130	211	178	40	219
Weighted Base	444	207*	237	140*	112*	98*	93*	154*	208*	83*	125	68*	210*	132*	167*	144*	225	205*	48**	270
Somewhat/Very Good Response (Net)	280 63%	117 57%	163 69% b	72 52%	75 67% d	74 76% D	58 63%	106 69%	126 61%	49 59%	82 66%	34 51%	140 67% I	108 82% OP	109 65% P	63 44%	158 70% r	120 58%	39 80%	186 69%
Very good response	81 18%	34 16%	47 20%	24 17%	27 24%	14 14%	16 17%	41 27% J	33 16%	7 8%	21 17%	13 20%	43 20%	41 31% OP	20 12%	20 14%	44 20%	36 18%	20 42%	65 24%
Somewhat good response	199 45%	83 40%	116 49%	48 34%	49 43%	61 62% De	42 45%	65 42%	93 45%	42 51%	62 49% L	21 31%	97 46%	67 51% P	89 53% P	43 30%	114 51%	84 41%	18 38%	122 45%
Somewhat/Very Bad Response (Net)	98 22%	60 29% C	38 16%	53 38% EFG	15 13%	16 17%	14 14%	31 20%	49 24%	18 22%	25 20%	17 25%	46 22%	13 10%	45 27% N	40 28% N	39 17%	51 25%	9 19%	62 23%
Somewhat bad response	64 14%	37 18%	27 11%	32 23% eg	12 10%	13 14%	7 8%	20 13%	35 17%	9 11%	17 13%	10 15%	33 16%	8 6%	31 19% N	25 17% n	30 13%	33 16%	8 16%	36 13%
Very bad response	34 8%	23 11% c	11 5%	21 15% EF	3 3%	3 3%	6 7%	11 7%	14 7%	9 11%	8 7%	7 10%	13 6%	5 4%	13 8%	16 11%	9 4%	18 9%	1 3%	26 10%
I am not familiar with this company	66 15%	30 14% c	36 15%	15 11%	22 20% f	7 7%	21 23% f	17 11%	33 16%	16 19%	18 14%	17 25% m	24 12%	11 8%	14 8%	41 28% NO	28 12%	35 17%	1 1%	21 8%
Sigma	444 100%	207 100%	237 100%	140 100%	112 100%	98 100%	93 100%	154 100%	208 100%	83 100%	125 100%	68 100%	210 100%	132 100%	167 100%	144 100%	225 100%	205 100%	48 100%	270 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 841

CMP03_162 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Etsy

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	412	153	259	190	116	54	52	154	158	100	210	76	102	109	154	149	218	180	45	232
Weighted Base	400	176*	224	139	111*	82**	67**	150*	170*	80*	111	85*	181*	106*	161*	133*	239	148*	60**	251
Somewhat/Very Good Response (Net)	222 55%	99 56%	122 55%	80 57%	74 66%	39 47%	29 44%	86 57%	88 52%	48 60%	57 52%	35 42%	118 65% kL	59 55%	91 56%	72 54%	131 55%	86 58%	46 76%	157 63%
Very good response	74 18%	32 18%	42 19%	26 19%	23 20%	23 28%	2 3%	25 16%	31 18%	18 23%	15 14%	11 13%	46 25% k	22 21%	30 18%	22 17%	37 16%	33 22%	19 31%	51 20%
Somewhat good response	148 37%	67 38%	81 36%	53 38%	51 46%	16 19%	27 41%	61 41%	57 34%	30 37%	42 38%	24 28%	72 40%	37 35%	61 38%	50 38%	94 39%	53 36%	27 45%	107 42%
Somewhat/Very Bad Response (Net)	73 18%	36 20%	37 17%	29 21%	22 20%	13 16%	9 13%	32 21%	33 20%	8 10%	24 22%	14 17%	33 18%	25 23%	31 19%	17 13%	44 18%	27 18%	12 20%	48 19%
Somewhat bad response	52 13%	29 16%	23 10%	22 15%	16 15%	12 14%	2 3%	21 14%	27 16%	4 5%	13 12%	12 14%	25 14%	19 18% p	23 14%	10 8%	31 13%	19 13%	11 18%	37 15%
Very bad response	21 5%	7 4%	14 6%	8 6%	5 5%	1 1%	7 10%	11 7%	7 4%	4 5%	11 10%	3 3%	7 4%	6 6%	8 5%	7 5%	13 5%	8 6%	1 1%	11 4%
I am not familiar with this company	106 26%	41 23%	65 29%	30 22%	16 14%	31 37%	29 43%	33 22%	49 29%	24 30%	30 27%	35 41% kM	31 17%	22 21%	40 25%	43 32%	64 27%	35 24%	3 4%	46 18%
Sigma	400 100%	176 100%	224 100%	139 100%	111 100%	82 100%	67 100%	150 100%	170 100%	80 100%	111 100%	85 100%	181 100%	106 100%	161 100%	133 100%	239 100%	148 100%	60 100%	251 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 842

CMP03_163 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Nintendo

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	163	246	176	113	67	53	141	170	98	217	50	119	122	149	138	216	181	46	228
Weighted Base	412	206*	206	131*	97*	121*	63**	130*	196*	86*	107	58*	225*	126*	157*	129*	233	173*	57**	261
Somewhat/Very Good Response (Net)	229 55%	117 56%	112 54%	81 62%	61 63%	67 55%	20 32%	84 65% J	106 54%	39 45%	53 49%	33 57%	129 57%	66 53%	92 59%	70 54%	128 55%	96 56%	33 57%	145 55%
Very good response	64 15%	35 17%	28 14%	25 19%	27 28% F	12 10%	1 1%	31 24% I	20 10%	13 15%	14 13%	6 11%	42 19%	12 9%	34 22% n	18 14%	42 18%	21 12%	16 28%	45 17%
Somewhat good response	165 40%	81 39%	84 41%	56 43%	34 35%	56 46%	19 30%	53 41%	86 44%	26 30%	39 36%	26 46%	88 39%	55 43%	58 37%	52 40%	86 37%	76 44%	16 29%	100 38%
Somewhat/Very Bad Response (Net)	90 22%	48 23%	42 20%	32 24%	24 25%	29 23%	5 9%	32 24% J	50 26% J	8 10%	22 21%	10 17%	53 24%	32 25%	36 23%	22 17%	56 24%	33 19%	19 34%	76 29%
Somewhat bad response	60 15%	31 15%	29 14%	22 17%	13 13%	23 19%	3 5%	21 16% J	37 19% J	2 3%	14 13%	8 14%	35 16%	16 12%	28 18%	17 13%	38 16%	21 12%	10 17%	52 20%
Very bad response	30 7%	17 8%	13 6%	10 8%	11 12%	6 5%	3 4%	11 8%	13 7%	6 7%	8 7%	2 4%	18 8%	16 13%	8 5%	6 4%	18 8%	12 7%	9 16%	23 9%
I am not familiar with this company	94 23%	42 20%	52 25%	19 14%	12 12%	26 21%	37 60%	14 11%	40 21%	39 45% HI	32 30% m	15 26%	43 19%	28 22%	29 18%	36 28%	49 21%	44 25%	5 9%	41 16%
Sigma	412 100%	206 100%	206 100%	131 100%	97 100%	121 100%	63 100%	130 100%	196 100%	86 100%	107 100%	58 100%	225 100%	126 100%	157 100%	129 100%	233 100%	173 100%	57 100%	261 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 843

CMP03_164 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Ace Hardware

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	152	253	175	107	63	60	131	186	88	225	54	106	118	127	160	209	188	24	215
Weighted Base	407	187*	220	129*	93*	78*	107*	138*	199*	70*	134	56*	195*	119*	146*	142*	233	169*	34**	241
Somewhat/Very Good Response (Net)	295 72%	140 75%	156 71%	83 65%	69 74%	56 72%	87 81% d	100 72%	143 72%	52 75%	90 67%	38 68%	150 77%	99 83% O	91 63%	104 73%	168 72%	127 75%	28 81%	177 74%
Very good response	86 21%	56 30% C	30 14%	29 22%	26 28%	15 20%	16 15%	40 29% I	30 15%	16 24%	31 23%	8 13%	43 22%	24 20%	26 18%	37 26%	51 22%	34 20%	11 33%	47 19%
Somewhat good response	209 51%	83 44%	126 57% b	54 42%	43 46%	41 52%	71 66% De	60 43%	113 57% h	36 51%	59 44%	31 54%	107 55%	76 64% Op	65 45%	68 48%	116 50%	92 55%	16 48%	131 54%
Somewhat/Very Bad Response (Net)	57 14%	28 15%	29 13%	21 16%	11 12%	7 9%	18 17%	28 20% I	20 10%	8 12%	21 16%	8 14%	25 13%	10 8%	28 19% n	18 13%	36 15%	18 10%	6 17%	39 16%
Somewhat bad response	36 9%	17 9%	19 9%	12 9%	8 8%	4 5%	13 12%	16 11%	14 7%	7 9%	13 10%	4 7%	17 9%	7 5%	14 9%	16 11%	21 9%	13 8%	4 12%	27 11%
Very bad response	20 5%	11 6%	10 4%	9 7%	3 3%	4 5%	5 5%	13 9%	6 3%	2 2%	8 6%	4 7%	7 4%	4 3%	15 10% P	2 2%	14 6%	4 2%	2 5%	11 5%
I am not familiar with this company	56 14%	20 11%	35 16%	25 19% G	13 14% G	15 19% G	3 2%	10 7%	36 18% h	9 13%	22 17%	10 18%	20 11%	10 8%	26 18%	20 14%	30 13%	25 15%	1 2%	25 10%
Sigma	407 100%	187 100%	220 100%	129 100%	93 100%	78 100%	107 100%	138 100%	199 100%	70 100%	134 100%	56 100%	195 100%	119 100%	146 100%	142 100%	233 100%	169 100%	34 100%	241 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 844

CMP03_165 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Visa

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	411	163	248	164	125	72	50	145	172	94	217	63	106	141	141	129	217	183	30	237
Weighted Base	397	202*	195	118*	107*	108*	63**	138*	170*	89*	123	69*	186*	145*	136*	116*	238	152*	39**	260
Somewhat/Very Good Response (Net)	272 68%	141 69%	131 67%	65 55%	78 73% D	78 72% d	51 80%	99 72%	111 65%	61 69%	85 70%	53 76%	127 68%	109 75%	89 66%	74 64%	163 69%	106 70%	21 54%	178 68%
Very good response	76 19%	39 19%	38 19%	24 20%	32 30% F	14 13%	7 10%	40 29% ij	23 14%	13 15%	26 21%	8 12%	38 21%	34 24% o	16 12%	26 23%	55 23% r	20 13%	15 38%	54 21%
Somewhat good response	195 49%	102 50%	94 48%	41 35%	46 43% D	64 59% D	44 70%	60 43%	88 52%	48 54%	59 48%	44 63% k	89 48%	74 51%	73 54%	48 41%	108 45%	86 57%	6 16%	124 48%
Somewhat/Very Bad Response (Net)	88 22%	48 24%	40 21%	38 32%	22 21%	20 19%	8 13%	32 23%	42 25%	14 15%	26 21%	9 13%	47 25%	33 23%	33 24%	22 19%	54 23%	31 20%	16 43%	68 26%
Somewhat bad response	51 13%	27 13%	24 12%	23 19%	12 12%	13 12%	3 4%	13 9%	31 18%	7 8%	14 11%	4 6%	27 15%	21 15%	16 12%	14 12%	29 12%	21 14%	12 30%	39 15%
Very bad response	37 9%	22 11%	16 8%	15 12%	10 9%	7 7%	6 9%	19 14%	12 7%	6 7%	12 10%	4 6%	20 10%	12 8%	17 12%	9 8%	26 11%	10 6%	5 13%	29 11%
I am not familiar with this company	37 9%	13 7%	24 12%	16 13%	7 7%	10 9%	4 7%	6 5%	17 10%	14 15% h	11 9%	8 12%	13 7%	4 3%	13 10% n	19 17% N	20 8%	15 10%	1 3%	14 5%
Sigma	397 100%	202 100%	195 100%	118 100%	107 100%	108 100%	63 100%	138 100%	170 100%	89 100%	123 100%	69 100%	186 100%	145 100%	136 100%	116 100%	238 100%	152 100%	39 100%	260 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 845

CMP03_166 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Charles Schwab

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	416	150	266	179	123	52	62	156	155	105	232	56	99	120	141	155	215	192	42	220
Weighted Base	375	175*	200	131*	107*	73*	65*	149*	148*	78*	125	64*	156*	102*	132*	141*	206	160*	52**	225
Somewhat/Very Good Response (Net)	179 48%	93 53%	86 43%	54 41%	54 50%	36 50%	35 55%	79 53% j	71 48%	29 37%	50 40%	27 42%	95 61% KI	47 46%	77 58% P	55 39%	106 52%	73 45%	37 71%	112 50%
Very good response	50 13%	31 18% c	19 10%	26 20% g	12 11%	9 12%	3 5%	27 18%	17 11%	6 8%	10 8%	2 3%	38 24% KL	16 15%	21 16%	14 10%	32 16%	18 11%	8 15%	38 17%
Somewhat good response	129 34%	62 36%	67 33%	28 21%	41 39% D	28 38% d	32 49% D	52 35%	54 36%	23 30%	40 32%	25 39%	57 37%	31 31%	56 43% p	41 29%	75 36%	54 34%	29 56%	74 33%
Somewhat/Very Bad Response (Net)	65 17%	41 23% C	24 12%	31 24% g	18 16%	11 15%	5 8%	25 17%	30 20%	11 14%	23 19%	9 15%	28 18%	17 17%	19 14%	30 21%	33 16%	30 19%	11 21%	48 21%
Somewhat bad response	48 13%	26 15%	21 11%	21 16% g	13 12%	11 15%	3 4%	20 14%	20 14%	8 10%	17 14%	6 9%	22 14%	11 10%	13 10%	24 17%	26 13%	21 13%	10 20%	37 17%
Very bad response	17 5%	14 8% C	3 1%	10 7% i	5 4%	-	3 4%	5 3%	10 6%	3 4%	6 5%	4 6%	5 3%	6 6%	5 4%	6 4%	7 3%	10 6%	1 1%	11 5%
I am not familiar with this company	131 35%	41 23%	91 45% B	46 35%	36 33%	25 35%	24 37%	45 30%	48 32%	38 49% HI	52 42% M	28 43% M	33 21%	38 37%	37 28%	56 40%	66 32%	57 36%	4 8%	65 29%
Sigma	375 100%	175 100%	200 100%	131 100%	107 100%	73 100%	65 100%	149 100%	148 100%	78 100%	125 100%	64 100%	156 100%	102 100%	132 100%	141 100%	206 100%	160 100%	52 100%	225 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 846

CMP03_167 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Singer

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers (S)	Leisure Travelers (T)	
	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	159	245	179	116	55	54	148	155	101	213	58	116	115	135	154	198	190	27	222
Weighted Base	391	189*	202	134*	108*	73*	77**	150*	158*	84*	125	69*	182*	120*	140*	131*	211	163*	36**	242
Somewhat/Very Good Response (Net)	197 50%	96 51%	102 50%	54 40%	65 60% D	42 58% d	37 48%	92 62% lj	68 43%	37 44%	59 47%	30 44%	104 57%	61 51%	69 49%	67 51%	116 55%	75 46%	22 61%	124 51%
Very good response	43 11%	19 10%	24 12%	18 13%	22 20% F	3 4%	1 1%	32 21% J	5 3%	6 7%	7 6%	1 2%	34 19% KL	11 9%	8 6%	24 18% O	25 12%	14 8%	6 17%	26 11%
Somewhat good response	154 39%	76 40%	78 39%	36 27%	43 40% d	39 54% D	37 48%	60 40%	63 40%	31 37%	52 42%	29 42%	70 39%	50 42%	61 44%	43 33%	90 43%	62 38%	16 44%	98 41%
Somewhat/Very Bad Response (Net)	73 19%	54 29% C	19 10%	32 24%	19 18%	12 16%	11 14%	30 20%	29 18%	15 18%	19 15%	10 15%	44 24%	27 23%	28 20%	18 14%	44 21%	23 14%	12 32%	61 25%
Somewhat bad response	49 12%	35 19% C	13 7%	23 17%	10 9%	9 12%	6 8%	18 12%	21 13%	9 11%	10 8%	3 4%	35 19% KL	17 14%	21 15%	11 8%	33 16%	14 9%	10 28%	39 16%
Very bad response	25 6%	19 10% C	6 3%	8 6%	9 8%	3 3%	5 6%	12 8%	8 5%	5 6%	9 7%	7 11%	9 5%	10 8%	7 5%	7 5%	11 5%	9 5%	2 4%	21 9%
I am not familiar with this company	121 31%	39 21%	81 40% B	49 36% e	24 22%	19 26%	29 37%	27 18%	61 39% H	32 38% H	47 38% M	28 41% M	34 19%	32 26%	43 30%	46 35%	52 25%	64 39% Q	3 7%	57 24%
Sigma	391 100%	189 100%	202 100%	134 100%	108 100%	73 100%	77 100%	150 100%	158 100%	84 100%	125 100%	69 100%	182 100%	120 100%	140 100%	131 100%	211 100%	163 100%	36 100%	242 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

CMP03_168 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

23 May 2020
 Table 847

Telecom
 King Arthur

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)		18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes	No			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	405	144	261	174	109	63	59	143	160	102	199	54	120	121	140	144	213	182	41	216
Weighted Base	425	183*	242	127	107*	104*	87*	146*	175*	104*	121	67*	201*	143*	157*	125*	253	166*	54**	247
Somewhat/Very Good Response (Net)	132 31%	70 38% c	62 26%	34 27%	49 46% DFG	26 25%	23 26%	64 44% IJ	42 24%	26 25%	32 26%	17 26%	73 36%	47 33%	51 32%	35 28%	90 35%	41 25%	28 53%	93 38%
Very good response	42 10%	31 17% C	11 4%	10 8% f	26 25% DFG	-	6 7%	25 17% I	8 5%	9 8%	11 9%	4 6%	23 12%	19 13%	13 9%	9 7%	33 13% r	8 5%	15 28%	26 10%
Somewhat good response	91 21%	39 21%	52 21%	25 20%	23 21%	26 25%	17 19%	39 27%	33 19%	18 17%	21 17%	13 20%	50 25%	28 19%	37 24%	26 21%	57 22%	33 20%	13 25%	68 28%
Somewhat/Very Bad Response (Net)	68 16%	37 20%	31 13%	25 20%	18 17%	14 13%	11 13%	26 18%	26 15%	16 15%	16 13%	5 7%	39 19%	19 13%	28 18%	21 17%	48 19%	18 11%	12 22%	51 21%
Somewhat bad response	49 12%	24 13%	25 10%	20 16%	11 10%	9 9%	10 11%	19 13%	22 12%	9 8%	11 9%	4 7%	31 15%	17 12%	18 12%	14 11%	34 13%	14 8%	10 20%	41 17%
Very bad response	19 4%	13 7%	6 2%	5 4%	7 7%	5 5%	2 2%	7 5%	5 3%	7 7%	5 4%	* 1%	8 4%	2 2%	9 6%	7 6%	14 6%	5 3%	1 2%	11 4%
I am not familiar with this company	224 53%	76 41%	149 61% B	68 53% E	40 37%	64 61% E	53 61% E	56 38%	107 61% H	62 60% H	73 60% M	45 67% M	89 44%	78 54%	79 50%	68 55%	115 46%	107 64% Q	14 26%	102 41%
Sigma	425 100%	183 100%	242 100%	127 100%	107 100%	104 100%	87 100%	146 100%	175 100%	104 100%	121 100%	67 100%	201 100%	143 100%	157 100%	125 100%	253 100%	166 100%	54 100%	247 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 848

CMP03_169 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Huawei

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	404	168	236	172	120	62	50	141	178	85	218	56	108	108	141	155	214	173	48	234
Weighted Base	399	206*	193	122	113*	84*	80**	134*	181*	84*	137	55*	184*	99*	145*	155*	233	151*	57**	254
Somewhat/Very Good Response (Net)	143 36%	90 43% C	53 28%	59 49% F	52 47% F	20 23%	11 14%	70 52% IJ	59 33% j	14 17%	37 27%	13 23%	89 48% KL	38 38%	53 37%	52 33%	98 42% R	43 28%	42 74%	109 43%
Very good response	36 9%	27 13% C	9 5%	17 14% f	16 14% f	3 3%	1 1%	23 17% lj	9 5%	4 5%	8 6%	4 8%	22 12%	9 9%	18 13%	9 6%	28 12% r	7 5%	17 29%	30 12%
Somewhat good response	107 27%	62 30%	44 23%	42 34%	37 33%	17 20%	11 14%	47 35% J	50 28% j	10 11%	29 21%	8 15%	67 36% KL	29 29%	35 24%	43 28%	70 30%	36 24%	26 45%	79 31%
Somewhat/Very Bad Response (Net)	85 21%	54 26% c	31 16%	26 22%	24 21%	14 16%	21 26%	32 24%	33 18%	20 24%	31 23%	9 16%	37 20%	20 21%	30 21%	34 22%	44 19%	32 21%	3 5%	66 26%
Somewhat bad response	43 11%	27 13%	16 8%	17 14%	13 11%	7 8%	6 8%	19 15%	15 8%	8 10%	13 9%	7 13%	22 12%	8 8%	20 14%	15 10%	26 11%	16 11%	2 4%	36 14%
Very bad response	42 11%	27 13%	15 8%	10 8%	11 9%	7 8%	15 18%	12 9%	18 10%	11 13%	18 13%	2 3%	15 8%	12 12%	11 7%	19 12%	18 8%	16 10%	1 1%	30 12%
I am not familiar with this company	172 43%	63 30%	109 56% B	37 30%	37 33%	51 60% DE	48 59%	33 24%	89 49% H	50 60% H	69 50% M	33 60% M	59 32%	41 41%	61 42%	70 45%	91 39%	76 50%	12 20%	80 31%
Sigma	399 100%	206 100%	193 100%	122 100%	113 100%	84 100%	80 100%	134 100%	181 100%	84 100%	137 100%	55 100%	184 100%	99 100%	145 100%	155 100%	233 100%	151 100%	57 100%	254 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 849

CMP03_170 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 Mars

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	409	143	266	180	107	61	61	124	184	101	216	47	117	140	132	137	199	190	35	230
Weighted Base	420	181*	239	134	90*	99*	97*	118*	212*	90*	128	62*	208*	148*	136*	136*	220	182*	49**	252
Somewhat/Very Good Response (Net)	203 48%	82 46%	121 50%	48 36%	53 59% D	61 62% D	41 42%	64 54%	101 48%	38 43%	68 53%	28 45%	96 46%	76 52%	57 42%	70 52%	127 58% R	73 40%	27 54%	122 48%
Very good response	44 11%	21 11%	24 10%	10 8%	25 27% DFG	8 8%	2 2%	21 18% I	15 7%	8 9%	14 11%	4 6%	23 11%	22 15%	12 9%	11 8%	32 15% r	12 7%	10 20%	31 12%
Somewhat good response	159 38%	62 34%	97 41%	38 28%	29 32%	53 54% DE	39 41%	42 36%	86 41%	30 33%	53 42%	24 39%	74 35%	54 37%	45 33%	60 44%	94 43%	62 34%	17 34%	91 36%
Somewhat/Very Bad Response (Net)	67 16%	46 26% C	21 9%	36 27% FG	15 16%	11 11%	6 6%	24 21%	30 14%	12 14%	17 13%	8 13%	39 19%	25 17%	25 19%	16 12%	25 11%	31 17%	9 19%	54 21%
Somewhat bad response	43 10%	28 15% C	15 6%	22 17% I	10 11%	6 6%	6 6%	15 12%	19 9%	10 11%	14 11% L	* 1%	26 12% I	20 13%	15 11%	8 6%	16 7%	18 10%	5 10%	36 14%
Very bad response	24 6%	18 10% C	5 2%	14 10% G	5 5%	5 5%	-	10 8%	12 5%	2 3%	3 2%	7 12% K	13 6%	6 4%	10 7%	8 6%	9 4%	13 7%	4 9%	18 7%
I am not familiar with this company	150 36%	52 29%	98 41% b	50 38% e	23 25%	27 27%	50 52% EF	30 25%	81 38% h	39 44% H	43 34%	27 43%	73 35%	46 31%	54 40%	50 36%	69 31%	77 42%	13 27%	76 30%
Sigma	420 100%	181 100%	239 100%	134 100%	90 100%	99 100%	97 100%	118 100%	212 100%	90 100%	128 100%	62 100%	208 100%	148 100%	136 100%	136 100%	220 100%	182 100%	49 100%	252 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: May 20 - 22, 2020
 COVID-19
 Weighted To The U.S. General Adult Population - Propensity

23 May 2020
 Table 850

CMP03_171 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic?

Telecom
 SC Johnson

Base: All Respondents

	Gender		Age				Region			HHI			Political party			Parent		Business Travelers	Leisure Travelers	
	Wave 13 Total (5/20 - 5/22)	Male	Female	18-34	35-49	50-64	65+	Urban	Suburban	Rural	Less than \$50k	\$50k - \$75k	\$75k+	Republican	Democrat	Independent/Other	Yes			No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			(R)
Unweighted Base	407	156	251	163	120	63	61	133	167	107	224	57	106	116	148	143	217	183	40	213
Weighted Base	410	194*	216	126*	120*	88*	76*	135*	183*	92*	134	69*	188*	123*	169*	118*	234	171*	58**	246
Somewhat/Very Good Response (Net)	254 62%	124 64%	130 60%	65 52%	82 68% D	52 59%	55 72% D	82 61%	109 60%	63 68%	76 57%	45 66%	126 67%	83 67%	107 63%	64 55%	154 66%	99 58%	42 73%	156 63%
Very good response	96 23%	53 27%	42 20%	24 19%	46 39% D/G	18 20%	8 10%	41 30% I	24 13%	31 34% I	21 15%	11 15%	61 33% K/I	33 26%	36 21%	27 23%	61 26%	33 19%	30 52%	65 27%
Somewhat good response	158 39%	71 36%	88 41%	42 33%	35 29% D/G	34 39%	48 62% D/E/F	42 31%	85 47% H	32 34%	55 41%	35 50%	64 34%	50 40%	72 42%	37 31%	93 40%	66 38%	12 21%	91 37%
Somewhat/Very Bad Response (Net)	76 19%	39 20%	37 17%	33 26% G	19 16%	19 21%	6 8%	26 19%	38 21%	13 14%	28 21%	14 20%	35 18%	23 19%	31 18%	23 19%	37 16%	38 22%	13 22%	58 23%
Somewhat bad response	56 14%	31 16%	25 12%	24 19% G	16 13%	13 15%	4 5%	16 12%	32 18%	8 8%	19 14%	10 14%	28 15%	15 12%	23 14%	18 15%	31 13%	25 14%	10 17%	44 18%
Very bad response	20 5%	8 4%	12 6%	9 7%	3 3%	5 6%	2 3%	10 7%	5 3%	5 5%	9 7%	4 6%	7 4%	8 6%	7 4%	5 4%	6 3%	14 8% q	3 5%	14 6%
I am not familiar with this company	80 19%	31 16%	49 23%	28 22%	19 16%	18 20%	15 20%	27 20%	36 20%	17 18%	30 22%	10 15%	27 15%	18 14%	31 19%	31 26%	43 18%	34 20%	3 5%	32 13%
Sigma	410 100%	194 100%	216 100%	126 100%	120 100%	88 100%	76 100%	135 100%	183 100%	92 100%	134 100%	69 100%	188 100%	123 100%	169 100%	118 100%	234 100%	171 100%	58 100%	246 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G - H/I/J - K/L/M - N/O/P - Q/R - S/T
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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1	1	WAL01 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
2	2	WAL02 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
3	3	WAL03 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
4	4	WAL04 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
5	5	WAL05 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
6	6	WAL06 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
7	7	WAL07 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
8	8	WAL08 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
9	9	WAL09 Which are you more likely to do post COVID-19 (e.g., when the economy opens or the curve flattened)?
10	10	WAL10 Moving forward, which of the following things will you prioritize that you didn't before COVID-19? Please select all that apply.
12	11	WAL11 How do you think the pandemic has impacted the following issues? Summary Of Exacerbated The Issue / Made The Issue Worse
14	12	WAL11 How do you think the pandemic has impacted the following issues? Summary Of Improved The Issue
16	13	WAL11 How do you think the pandemic has impacted the following issues? Summary Of No Change
18	14	WAL11_1 How do you think the pandemic has impacted the following issues? LGBTQ rights
19	15	WAL11_2 How do you think the pandemic has impacted the following issues? Immigration
20	16	WAL11_3 How do you think the pandemic has impacted the following issues? Climate change
21	17	WAL11_4 How do you think the pandemic has impacted the following issues? Drug addiction
22	18	WAL11_5 How do you think the pandemic has impacted the following issues? Gender equality
23	19	WAL11_6 How do you think the pandemic has impacted the following issues? Environmental efforts
24	20	WAL11_7 How do you think the pandemic has impacted the following issues? Gun violence
25	21	WAL11_8 How do you think the pandemic has impacted the following issues? Poverty
26	22	WAL11_9 How do you think the pandemic has impacted the following issues? Job creation
27	23	WAL11_10 How do you think the pandemic has impacted the following issues? Domestic violence
28	24	WAL11_11 How do you think the pandemic has impacted the following issues? Racial equality
29	25	WAL11_12 How do you think the pandemic has impacted the following issues? Hunger
30	26	WAL11_13 How do you think the pandemic has impacted the following issues? Sexual harassment
31	27	WAL11_14 How do you think the pandemic has impacted the following issues? Education
32	28	WAL11_15 How do you think the pandemic has impacted the following issues? Good health and well being
33	29	WAL11_16 How do you think the pandemic has impacted the following issues? Supporting veterans
34	30	WAL11_17 How do you think the pandemic has impacted the following issues? Access to healthcare
35	31	WAL11_18 How do you think the pandemic has impacted the following issues? Data privacy
36	32	WAL12 Thinking about your life moving forward, how important are the following issues to you personally? Summary Of Very/Somewhat Important
38	33	WAL12 Thinking about your life moving forward, how important are the following issues to you personally? Summary Of Not At All/Not Very Important
40	34	WAL12_19 Thinking about your life moving forward, how important are the following issues to you personally? LGBTQ rights
41	35	WAL12_20 Thinking about your life moving forward, how important are the following issues to you personally? Immigration
42	36	WAL12_21 Thinking about your life moving forward, how important are the following issues to you personally? Climate change

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43	37	WAL12_22 Thinking about your life moving forward, how important are the following issues to you personally? Drug addiction
44	38	WAL12_23 Thinking about your life moving forward, how important are the following issues to you personally? Gender equality
45	39	WAL12_24 Thinking about your life moving forward, how important are the following issues to you personally? Environmental efforts
46	40	WAL12_25 Thinking about your life moving forward, how important are the following issues to you personally? Gun violence
47	41	WAL12_26 Thinking about your life moving forward, how important are the following issues to you personally? Poverty
48	42	WAL12_27 Thinking about your life moving forward, how important are the following issues to you personally? Job creation
49	43	WAL12_28 Thinking about your life moving forward, how important are the following issues to you personally? Domestic violence
50	44	WAL12_29 Thinking about your life moving forward, how important are the following issues to you personally? Racial equality
51	45	WAL12_30 Thinking about your life moving forward, how important are the following issues to you personally? Hunger
52	46	WAL12_31 Thinking about your life moving forward, how important are the following issues to you personally? Sexual harassment
53	47	WAL12_32 Thinking about your life moving forward, how important are the following issues to you personally? Education
54	48	WAL12_33 Thinking about your life moving forward, how important are the following issues to you personally? Good health and well being
55	49	WAL12_34 Thinking about your life moving forward, how important are the following issues to you personally? Supporting veterans
56	50	WAL12_35 Thinking about your life moving forward, how important are the following issues to you personally? Access to healthcare
57	51	WAL12_36 Thinking about your life moving forward, how important are the following issues to you personally? Data privacy
58	52	WAL12_37 Thinking about your life moving forward, how important are the following issues to you personally? Supporting small business
59	53	WAL13 In general, has the pandemic made you more or less tolerant of sharing your personal data and information with companies?
60	54	WAL14 How willing are you to share your personal data and information with companies working to fight the COVID19 pandemic?
61	55	WAL15 Why are you more willing to share your personal data and information? Please select all that apply.
62	56	WAL16 How important are each of the following today for corporate America? Summary Of More Important
63	57	WAL16 How important are each of the following today for corporate America? Summary Of Less Important
64	58	WAL16_1 How important are each of the following today for corporate America? Employer / employee relationships
65	59	WAL16_2 How important are each of the following today for corporate America? Protecting the health and safety of employees
66	60	WAL16_3 How important are each of the following today for corporate America? Corporate role in the communities in which they operate
67	61	WAL16_4 How important are each of the following today for corporate America? Taking action for the greater social good
68	62	WAL16_5 How important are each of the following today for corporate America? Authentic messaging on corporate purpose and values
69	63	WAL16_6 How important are each of the following today for corporate America? Prioritization of both shareholder profit and company purpose.
70	64	WAL16_7 How important are each of the following today for corporate America? Speaking out on social issues
71	65	WAL16_8 How important are each of the following today for corporate America? Transparent supply chain practices
72	66	WAL16_9 How important are each of the following today for corporate America? Business strategies that prioritize social performance measures in addition to financial performance
73	67	WAL16_10 How important are each of the following today for corporate America? Product innovation
74	68	WAL16_11 How important are each of the following today for corporate America? Customer service
75	69	WAL16_12 How important are each of the following today for corporate America? Stock performance

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76	70	WAL16_13 How important are each of the following today for corporate America? Meaningful communication from the CEO
77	71	WAL17 How do you think COVID19 is impacting the 2020 Presidential election? Please select all that apply.
78	72	AA01 On average, how many vacations/leisure trips do you normally take each year by plane?
80	73	AA02 On average, how many business trips do you normally take each year by plane?
82	74	AA03 How safe do you/would you feel traveling by the following means of transportation right now? Summary Of Very/Somewhat Safe
83	75	AA03 How safe do you/would you feel traveling by the following means of transportation right now? Summary Of Not At All/Not Very Safe
84	76	AA03_1 How safe do you/would you feel traveling by the following means of transportation right now? Subway
85	77	AA03_2 How safe do you/would you feel traveling by the following means of transportation right now? Trains
86	78	AA03_3 How safe do you/would you feel traveling by the following means of transportation right now? Commercial flights
87	79	AA03_4 How safe do you/would you feel traveling by the following means of transportation right now? Personal cars
88	80	AA03_5 How safe do you/would you feel traveling by the following means of transportation right now? Ubers
89	81	AA03_6 How safe do you/would you feel traveling by the following means of transportation right now? Taxi
90	82	AA03_7 How safe do you/would you feel traveling by the following means of transportation right now? Bike shares
91	83	GE03 How safe do you think the following means of transportation are right now? Summary Of Very/Somewhat Safe
92	84	GE03 How safe do you think the following means of transportation are right now? Summary Of Not At All/Not Very Safe
93	85	GE03_1 How safe do you think the following means of transportation are right now? Subway
94	86	GE03_2 How safe do you think the following means of transportation are right now? Trains
95	87	GE03_3 How safe do you think the following means of transportation are right now? Commercial flights
96	88	GE03_4 How safe do you think the following means of transportation are right now? Personal cars
97	89	GE03_5 How safe do you think the following means of transportation are right now? Ubers
98	90	GE03_6 How safe do you think the following means of transportation are right now? Taxi
99	91	GE03_7 How safe do you think the following means of transportation are right now? Bike shares
100	92	AA04 How safe do you think the following means of transportation will be in 3 months from now? Summary Of Very/Somewhat Safe
101	93	AA04 How safe do you think the following means of transportation will be in 3 months from now? Summary Of Not At All/Not Very Safe
102	94	AA04_1 How safe do you think the following means of transportation will be in 3 months from now? Subway
103	95	AA04_2 How safe do you think the following means of transportation will be in 3 months from now? Trains
104	96	AA04_3 How safe do you think the following means of transportation will be in 3 months from now? Commercial flights
105	97	AA04_4 How safe do you think the following means of transportation will be in 3 months from now? Personal cars
106	98	AA04_5 How safe do you think the following means of transportation will be in 3 months from now? Ubers
107	99	AA04_6 How safe do you think the following means of transportation will be in 3 months from now? Taxi
108	100	AA04_7 How safe do you think the following means of transportation will be in 3 months from now? Bike shares
109	101	AA05 Once stay home orders are lifted in your area, how soon do you plan on traveling by airplane?
110	102	AA06 Which of the following will make you comfortable to fly on an airplane again? Please select all that apply.
111	103	AA07 How comfortable would you feel traveling on an aircraft that is full, assuming all necessary safety precautions have been taken by you and by the airline?

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112	104	AA08 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19? Summary Of Essential
113	105	AA08 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19? Summary Of Non-Essential
114	106	AA08_1 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19? Business meetings with clients (e.g. existing business contracts)
115	107	AA08_2 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19? Business meetings with prospective clients (e.g. new business development)
116	108	AA08_3 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19? Internal organizational meetings (e.g., meetings with your staff)
117	109	AA08_4 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19? Company retreats, offsites, team building meetings etc
118	110	AA08_5 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19? Keynote business events and professional conferences
119	111	AA08_6 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19? Business travel for on-site quality control at production sites / factories
120	112	AA08_7 After restrictions are lifted for stay at home, what will you consider essential vs non-essential business travel after COVID19? Meetings to manage fast-moving developments (e.g. new business opportunities, new asks from clients, etc.)
121	113	AA09 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Summary Of Essential
122	114	AA09 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Summary Of Non-Essential
123	115	AA09_1 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Summer vacations with friends/family
124	116	AA09_2 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Visits to see close family members (parents, kids, siblings, grandparents, etc.)
125	117	AA09_3 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Visits to see close friends
126	118	AA09_4 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Holiday travel (e.g. Thanksgiving, Christmas, Rosh Hashanah, Yom Kippur etc.)
127	119	AA09_5 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Travel for weddings, graduations, etc. of immediate family and close friends
128	120	AA09_6 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Travel for weddings, graduations, etc. of other family and friends
129	121	AA09_7 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Spur of the moment travel (e.g. weekend getaways, etc.)
130	122	AA09_8 After restrictions are lifted for stay at home, what will you consider essential vs non-essential leisure travel after COVID19? Religious travel, pilgrimages, and retreats
131	123	AA10 Which of the following destination conditions would you be willing to travel to for essential travel? Summary Of Essential Business Travel
132	124	AA10 Which of the following destination conditions would you be willing to travel to for essential travel? Summary Of Essential Non-Business Travel
133	125	AA10_1 Which of the following destination conditions would you be willing to travel to for essential travel? International travel to countries that have limited community transmission (CDC Level 1)
134	126	AA10_2 Which of the following destination conditions would you be willing to travel to for essential travel? International travel to countries that have ongoing/widespread community transmission (CDC Level 2 and 3 countries)
135	127	AA10_3 Which of the following destination conditions would you be willing to travel to for essential travel? Domestic travel to regions that have limited community transmission
136	128	AA10_4 Which of the following destination conditions would you be willing to travel to for essential travel? Domestic travel to regions that have ongoing/widespread community transmission
137	129	AA11 As you look out on the remainder of this year, are you likely or unlikely to take the following actions? Summary Of Likely
138	130	AA11 As you look out on the remainder of this year, are you likely or unlikely to take the following actions? Summary Of Unlikely
139	131	AA11_1 As you look out on the remainder of this year, are you likely or unlikely to take the following actions? Substitute business meetings that require flying with virtual meetings or gatherings (e.g., Zoom, Facetime, Teams, Blue Jeans, other)
140	132	AA11_2 As you look out on the remainder of this year, are you likely or unlikely to take the following actions? Travel by car for summer vacations instead of flying (e.g., road trips)
141	133	AA11_3 As you look out on the remainder of this year, are you likely or unlikely to take the following actions? Substitute vacations with staycations
142	134	AA11_4 As you look out on the remainder of this year, are you likely or unlikely to take the following actions? Substitute winter holiday travel with virtual gatherings (e.g., Zoom, Facetime)
143	135	AA11_5 As you look out on the remainder of this year, are you likely or unlikely to take the following actions? Substitute short distance flights with driving

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144	136	AA12	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Summary Of More Likely
145	137	AA12	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Summary Of Less Likely
146	138	AA12	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Summary Of No Change
147	139	AA12_1	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Shared data on where the airplane has been, including the crew
148	140	AA12_2	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Pre-travel testing/screening for passengers/crew to ensure no passenger is infected or has the antibodies from recovery
149	141	AA12_3	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Pre-travel testing/screening for passengers/crew to ensure no passenger is traveling with ongoing transmission
150	142	AA12_4	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? News and information from the airline on where it is safe to travel to and from
151	143	AA12_5	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Reconfiguring airports for social distancing
152	144	AA12_6	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Cleaning services guarantee hygienic wipe down of seats
153	145	AA12_7	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Hand sanitizer packets handed out with snacks
154	146	AA12_8	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Mandatory masks on the plane for passengers and crew
155	147	AA12_9	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Required temperature tests for passengers and crew
156	148	AA12_10	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Adjust boarding process to allow 6' social distance and avoid overcrowding
157	149	AA12_11	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Guarantee of circulating air
158	150	AA12_12	Would you be more or less likely to travel with an airline if the airline took the following actions to make flying safer during COVID19? Contact-less menus / disposable silverware
159	151	AA13	How favorable is your opinion of the following companies? Summary Of Very/Somewhat Favorable
160	152	AA13	How favorable is your opinion of the following companies? Summary Of Very/Somewhat Unfavorable
161	153	AA13_1	How favorable is your opinion of the following companies? Delta
162	154	AA13_2	How favorable is your opinion of the following companies? American
163	155	AA13_3	How favorable is your opinion of the following companies? United
164	156	AA13_4	How favorable is your opinion of the following companies? Southwest
165	157	AA14	How has your view of the following companies changed since the coronavirus pandemic? Summary Of More Positive
166	158	AA14	How has your view of the following companies changed since the coronavirus pandemic? Summary Of More Negative
167	159	AA14	How has your view of the following companies changed since the coronavirus pandemic? Summary Of No Change
168	160	AA14_1	How has your view of the following companies changed since the coronavirus pandemic? Delta
169	161	AA14_2	How has your view of the following companies changed since the coronavirus pandemic? American
170	162	AA14_3	How has your view of the following companies changed since the coronavirus pandemic? United
171	163	AA14_4	How has your view of the following companies changed since the coronavirus pandemic? Southwest
172	164	AA15	Which airline do you trust the most to fly with during the coronavirus pandemic? Please select one.
173	165	Q33B	Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?
174	166	Q33B	Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Summary Of Immediately/1-30 Days
175	167	Q33B	Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Summary Of Up To 3 Months

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176	168	Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Summary Of 1 Day To 3 Months
177	169	Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Summary Of Up To 6 Months
178	170	Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Summary Of Year Or Longer
179	171	Q33B_1 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Fly on a plane
180	172	Q33B_2 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Go to a gym class
181	173	Q33B_3 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Take a cruise
182	174	Q33B_4 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Go out to dinner
183	175	Q33B_5 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Visit a casino
184	176	Q33B_6 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Stay in a hotel
185	177	Q33B_7 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Go to the office
186	178	Q33B_8 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Go to a sporting event
187	179	Q33B_9 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Go to the movies
188	180	Q33B_10 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Host/attend a large social gathering
189	181	Q33B_11 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Take public transportation (e.g., subway, busses, trains)
190	182	Q33B_12 Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following? Greet people with a handshake
191	183	BB09 How much would you miss each of the following companies if they closed for good? Summary Of Somewhat/A Great Deal
201	184	BB09 How much would you miss each of the following companies if they closed for good? Summary Of Not Much/None
211	185	BB09_1 How much would you miss each of the following companies if they closed for good? Tech Google
212	186	BB09_2 How much would you miss each of the following companies if they closed for good? Tech Apple
213	187	BB09_3 How much would you miss each of the following companies if they closed for good? Tech Facebook
214	188	BB09_4 How much would you miss each of the following companies if they closed for good? Tech Netflix
215	189	BB09_5 How much would you miss each of the following companies if they closed for good? Tech Amazon
216	190	BB09_6 How much would you miss each of the following companies if they closed for good? Tech Twitter
217	191	BB09_7 How much would you miss each of the following companies if they closed for good? Tech IBM

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218	192	BB09_8 How much would you miss each of the following companies if they closed for good? Tech Samsung
219	193	BB09_9 How much would you miss each of the following companies if they closed for good? Tech eBay
220	194	BB09_10 How much would you miss each of the following companies if they closed for good? Tech YouTube
221	195	BB09_11 How much would you miss each of the following companies if they closed for good? Tech Microsoft
222	196	BB09_12 How much would you miss each of the following companies if they closed for good? Tech Zoom Video
223	197	BB09_13 How much would you miss each of the following companies if they closed for good? Tech Hulu
224	198	BB09_14 How much would you miss each of the following companies if they closed for good? Tech Sony
225	199	BB09_15 How much would you miss each of the following companies if they closed for good? Tech Snapchat
226	200	BB09_16 How much would you miss each of the following companies if they closed for good? Pharma Johnson & Johnson
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229	203	BB09_19 How much would you miss each of the following companies if they closed for good? Pharma McKesson
230	204	BB09_20 How much would you miss each of the following companies if they closed for good? Pharma Bayer
231	205	BB09_21 How much would you miss each of the following companies if they closed for good? Pharma Gilead
232	206	BB09_22 How much would you miss each of the following companies if they closed for good? Pharma Roche
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252	226	BB09_45 How much would you miss each of the following companies if they closed for good? Manufacturing/Industrial 3M
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255	229	BB09_48 How much would you miss each of the following companies if they closed for good? Manufacturing/Industrial Boeing
256	230	BB09_49 How much would you miss each of the following companies if they closed for good? Healthcare/Health insurance CVS
257	231	BB09_50 How much would you miss each of the following companies if they closed for good? Healthcare/Health insurance Walgreens
258	232	BB09_51 How much would you miss each of the following companies if they closed for good? Healthcare/Health insurance UnitedHealth Group
259	233	BB09_52 How much would you miss each of the following companies if they closed for good? Healthcare/Health insurance Aetna
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261	235	BB09_54 How much would you miss each of the following companies if they closed for good? Healthcare/Health insurance Humana
262	236	BB09_55 How much would you miss each of the following companies if they closed for good? Financial Bank of America
263	237	BB09_56 How much would you miss each of the following companies if they closed for good? Financial Wells Fargo

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275	249	BB09_68 How much would you miss each of the following companies if they closed for good? CPG Coca-Cola
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279	253	BB09_72 How much would you miss each of the following companies if they closed for good? CPG Anheuser-Busch
280	254	BB09_73 How much would you miss each of the following companies if they closed for good? CPG Scott
281	255	BB09_74 How much would you miss each of the following companies if they closed for good? CPG The Hershey Company
282	256	BB09_75 How much would you miss each of the following companies if they closed for good? CPG Molson Coors
283	257	BB09_76 How much would you miss each of the following companies if they closed for good? CPG Campbell's
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290	264	BB09_83 How much would you miss each of the following companies if they closed for good? Other Instacart
291	265	BB09_84 How much would you miss each of the following companies if they closed for good? Other Peloton
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293	267	BB09_89 How much would you miss each of the following companies if they closed for good? Travel/Hospitality Marriott
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296	270	BB09_92 How much would you miss each of the following companies if they closed for good? Travel/Hospitality Expedia
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298	272	BB09_94 How much would you miss each of the following companies if they closed for good? Energy ExxonMobil
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301	275	BB09_97 How much would you miss each of the following companies if they closed for good? Restaurants / Food Delivery McDonald's
302	276	BB09_98 How much would you miss each of the following companies if they closed for good? Restaurants / Food Delivery Starbucks
303	277	BB09_99 How much would you miss each of the following companies if they closed for good? Restaurants / Food Delivery Chipotle
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306	280	BB09_102 How much would you miss each of the following companies if they closed for good? Restaurants / Food Delivery Burger King
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308	282	BB09_104 How much would you miss each of the following companies if they closed for good? Restaurants / Food Delivery Papa John's
309	283	BB09_105 How much would you miss each of the following companies if they closed for good? Restaurants / Food Delivery Little Caesars

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312	286	BB09_108 How much would you miss each of the following companies if they closed for good? Restaurants / Food Delivery GrubHub
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319	293	BB09_115 How much would you miss each of the following companies if they closed for good? Grocery Wegmans
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324	298	BB09_120 How much would you miss each of the following companies if they closed for good? Sports ESPN
325	299	BB09_121 How much would you miss each of the following companies if they closed for good? Logistics FedEx
326	300	BB09_122 How much would you miss each of the following companies if they closed for good? Logistics UPS
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328	302	BB09_124 How much would you miss each of the following companies if they closed for good? Telecom AT&T
329	303	BB09_125 How much would you miss each of the following companies if they closed for good? Telecom Verizon
330	304	BB09_126 How much would you miss each of the following companies if they closed for good? Telecom Comcast
331	305	BB09_127 How much would you miss each of the following companies if they closed for good? Telecom Dell
332	306	BB09_128 How much would you miss each of the following companies if they closed for good? Telecom Intel

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346	320	BB09_142 How much would you miss each of the following companies if they closed for good? Telecom Berkshire Hathaway
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350	324	BB09_146 How much would you miss each of the following companies if they closed for good? Telecom Mondelez
351	325	BB09_147 How much would you miss each of the following companies if they closed for good? Telecom Fox Corporation
352	326	BB09_148 How much would you miss each of the following companies if they closed for good? Telecom Patagonia
353	327	BB09_149 How much would you miss each of the following companies if they closed for good? Telecom Chevron
354	328	BB09_150 How much would you miss each of the following companies if they closed for good? Telecom Albertson's
355	329	BB09_151 How much would you miss each of the following companies if they closed for good? Telecom H-E-B Grocery

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359	333	BB09_155 How much would you miss each of the following companies if they closed for good? Telecom Southwest Airlines
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362	336	BB09_158 How much would you miss each of the following companies if they closed for good? Telecom Conagra
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366	340	BB09_162 How much would you miss each of the following companies if they closed for good? Telecom Etsy
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375	349	BB09_171 How much would you miss each of the following companies if they closed for good? Telecom SC Johnson
376	350	CMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Summary Of Definitely/Somewhat Yes
386	351	CMP01 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Summary Of Definitely/Somewhat No
396	352	CMP01_1 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech Google
397	353	CMP01_2 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Tech Apple

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419	375	CMP01_24 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Auto General Motors
420	376	CMP01_25 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Auto Tesla

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454	410	CMP01_62 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Financial Mastercard
455	411	CMP01_63 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Food Tyson Foods
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465	421	CMP01_73 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CPG Scott
466	422	CMP01_74 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CPG The Hershey Company

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471	427	CMP01_79 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? CPG The Walt Disney Company
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473	429	CMP01_81 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Other Lyft
474	430	CMP01_82 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Other Purell
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476	432	CMP01_84 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Other Peloton
477	433	CMP01_85 Do you think each of the following companies should be providing solutions during the COVID-19 pandemic? Other WeWork
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603	541	CMP02_23 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Auto Ford
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725	663	CMP02_151 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom H-E-B Grocery
726	664	CMP02_152 How much would you say you trust each of the following companies to respond appropriately and effectively to the COVID-19 pandemic? Telecom T-Mobile
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756	685	CMP03 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Summary Of Somewhat/Very Bad Response
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787	707	CMP03_22 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Pharma Roche
788	708	CMP03_23 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Auto Ford
789	709	CMP03_24 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Auto General Motors
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791	711	CMP03_26 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Auto Honda
792	712	CMP03_27 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Auto Toyota
793	713	CMP03_28 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Retail Walmart
794	714	CMP03_29 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Retail Target
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815	735	CMP03_53 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Healthcare/Health insurance Cigna
816	736	CMP03_54 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Healthcare/Health insurance Humana
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822	742	CMP03_60 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Financial Citigroup
823	743	CMP03_61 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Financial U.S. Bank
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901	821	CMP03_142 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Berkshire Hathaway
902	822	CMP03_143 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Goldman Sachs
903	823	CMP03_144 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom General Mills
904	824	CMP03_145 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Unilever
905	825	CMP03_146 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Mondelez
906	826	CMP03_147 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Fox Corporation
907	827	CMP03_148 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Patagonia
908	828	CMP03_149 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Chevron
909	829	CMP03_150 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Albertson's
910	830	CMP03_151 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom H-E-B Grocery
911	831	CMP03_152 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom T-Mobile
912	832	CMP03_153 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Xfinity
913	833	CMP03_154 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Sam's Club
914	834	CMP03_155 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Southwest Airlines
915	835	CMP03_156 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Airbus
916	836	CMP03_157 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Kaiser Permanente
917	837	CMP03_158 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Conagra
918	838	CMP03_159 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Quicken Loans

23 May 2020

Fielding Period: May 20 - 22, 2020

COVID-19

Weighted To The U.S. General Adult Population - Propensity

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919	839	CMP03_160 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Nissan
920	840	CMP03_161 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Hallmark
921	841	CMP03_162 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Etsy
922	842	CMP03_163 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Nintendo
923	843	CMP03_164 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Ace Hardware
924	844	CMP03_165 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Visa
925	845	CMP03_166 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Charles Schwab
926	846	CMP03_167 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Singer
927	847	CMP03_168 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom King Arthur
928	848	CMP03_169 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Huawei
929	849	CMP03_170 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom Mars
930	850	CMP03_171 For each of the following companies, do you think that the company has had a good response or a poor response to the coronavirus pandemic? Telecom SC Johnson