

KEEPING THE PULSE OF THE CONSUMER AND COVID-19

Real-time insights delivered weekly on the **who, what, and how** of COVID-19.

CARAVAN
Omnibus Surveys

These Online CARAVAN® omnibus surveys were conducted March 13-15, March 16-17, and March 20-22, 2020. Approximately 1000 adults selected from opt-in panels were surveyed each time. The results are also weighted to U.S. Census data to be demographically representative.

MORE AND MORE PEOPLE KNOW SOMEONE WHO HAS BEEN QUARANTINED WITH, EXPOSED TO, OR DIAGNOSED WITH COVID-19.

13%
March 13-15, 2020

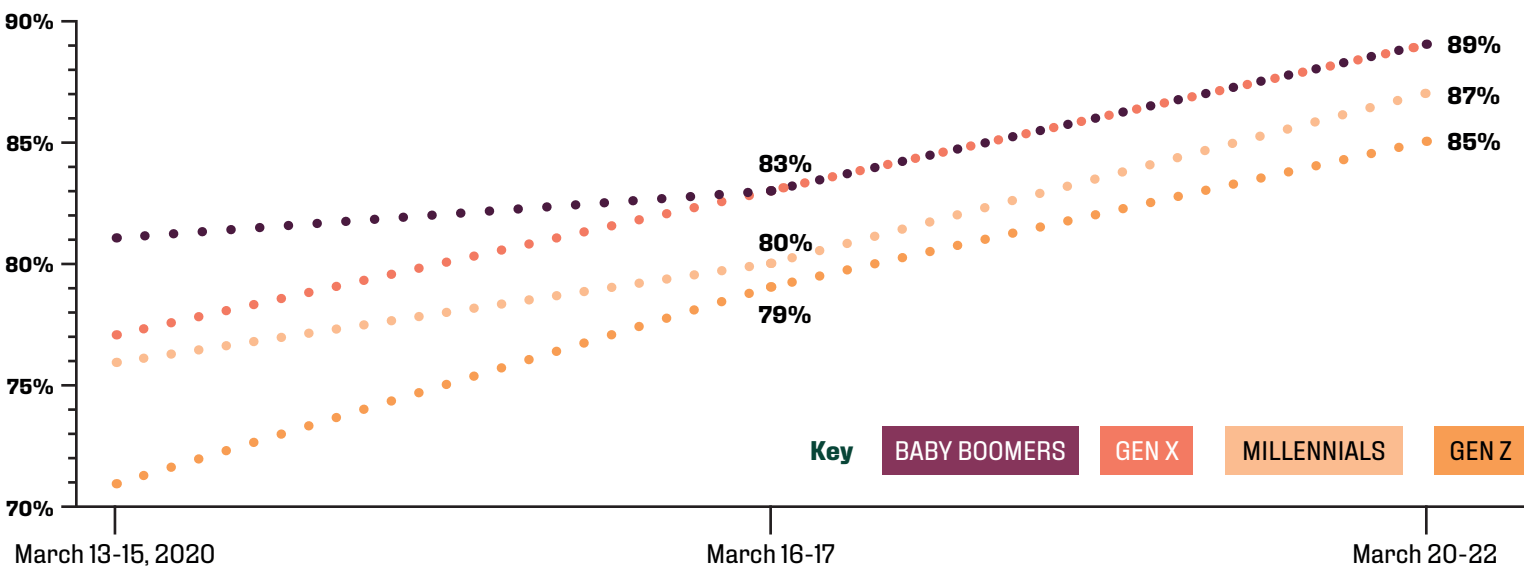
21%
March 16-17, 2020

↑ 34%
March 20-22, 2020

WHO IS CONCERNED How concerned are you about the Coronavirus?

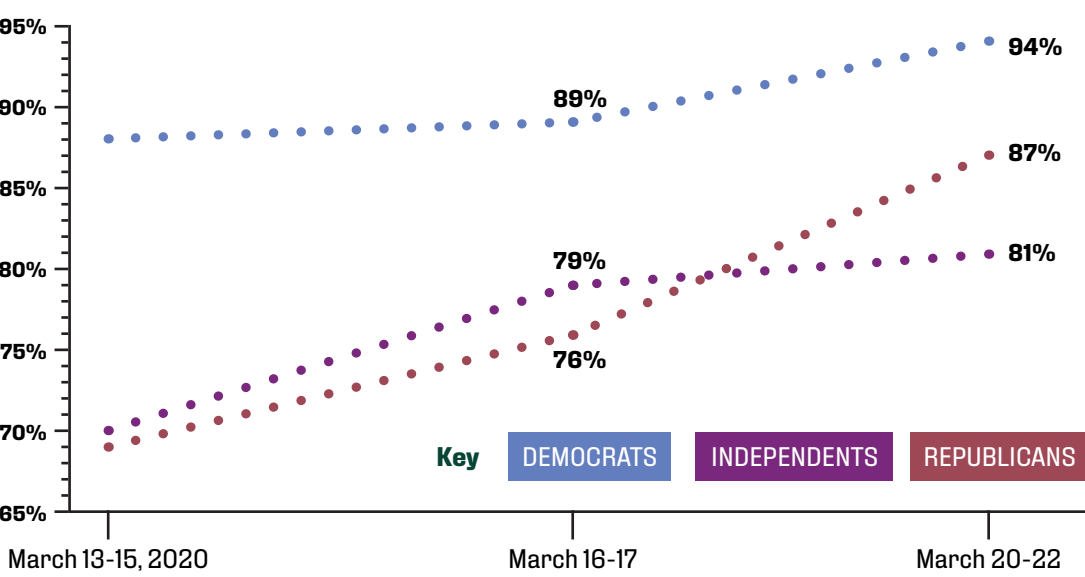
GENERATIONS

While Baby Boomers and Gen X remain the most concerned about the coronavirus, Millennials and Gen Z's concern increases dramatically.



POLITICAL PARTIES

While concern about the coronavirus is growing across all political parties, Democrats remain the most concerned over Republicans and Independents.



CONCERN IS GROWING ACROSS ALL DEMOGRAPHICS

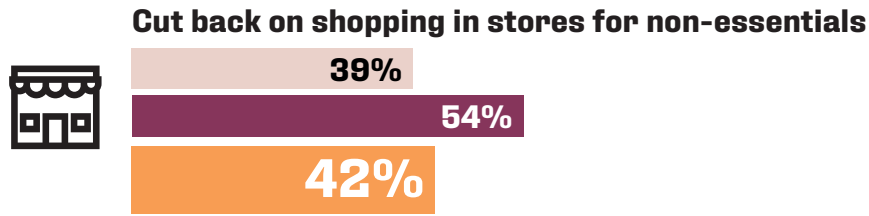
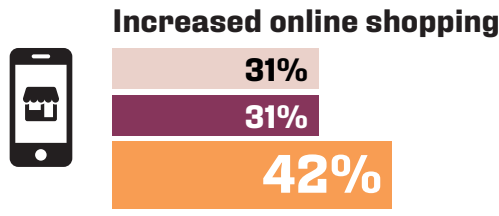
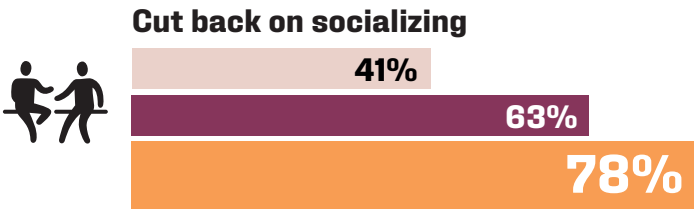
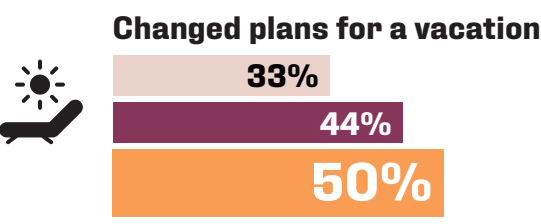
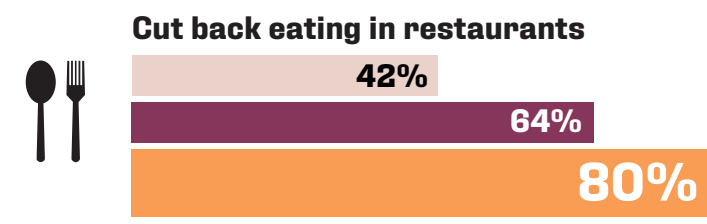
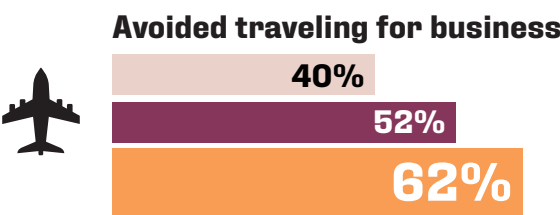
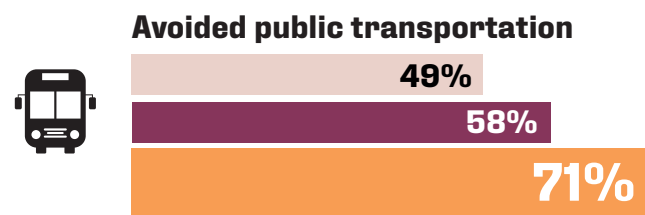
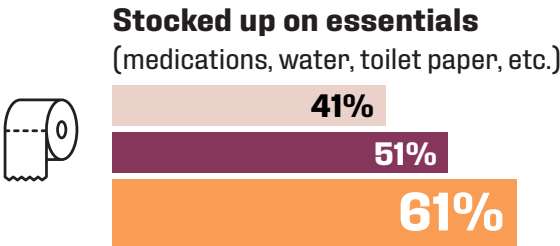
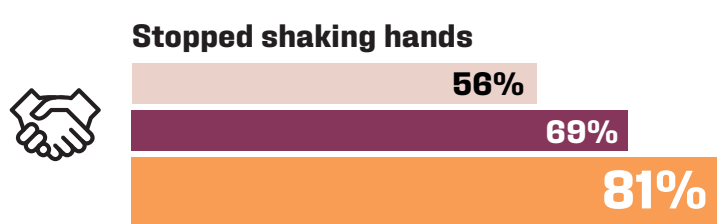
78%
March 13-15, 2020

82%
March 16-17, 2020

↑ 88%
March 20-22, 2020

WHAT PEOPLE ARE DOING Have you done or considered doing any of the following in response to Coronavirus?

Key March 13-15, 2020 March 16-17, 2020 March 20-22, 2020



HOW PEOPLE ARE IMPACTED Have you or has anyone in your household been directly impacted by the following?

Key March 13-15, 2020 March 16-17, 2020 March 20-22, 2020

