

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, March 20-22, March 27-29, April 3-5, and April 10-12, 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.

↓ **66%** feel we will continue to need to avoid crowds and close schools and businesses for 2 months or longer.
-5% since last week



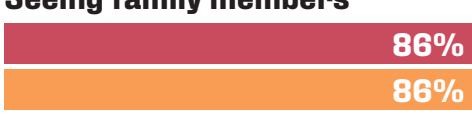
WHAT PEOPLE MISS MOST

How much have you MISSED each of the following as a result of lifestyle disruptions?

Key April 3-5, 2020 April 10-12, 2020



Seeing family members



Going to the movies



Interactions outside the home



Going to live events (theatre, concerts)



Celebrating special occasions



Shopping for non-essential items



Going to the gym



Your daily commuting habits



Going to restaurants, bars, etc...



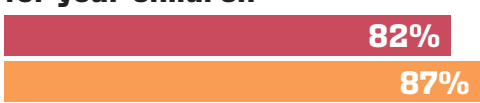
Being able to physically go to work¹



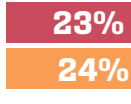
Watching/attending sporting events



Socialization activities for your children²



Gambling on sports



Your child's school/day-care being open²



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

13%
March 13-15, 2020

45%
April 3-5, 2020

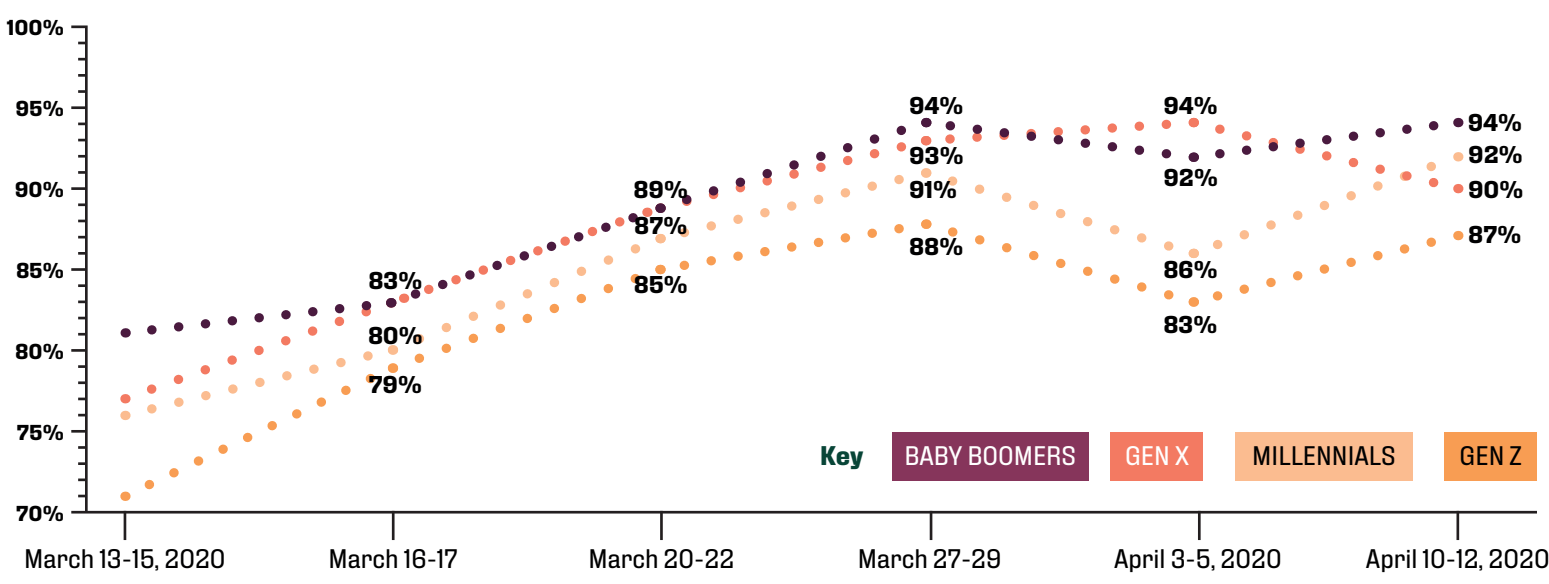
↑ 47%
April 10-12, 2020

WHO IS CONCERNED

How concerned are you about the Coronavirus?

Millennials and Baby Boomers are currently the most concerned, whereas concern amongst Gen X has gone down slightly.

GENERATIONS



CONCERN ACROSS ALL DEMOGRAPHICS
+2% since last week

78%
March 13-15, 2020

90%
April 3-5, 2020

↑ 92%
April 10-12, 2020

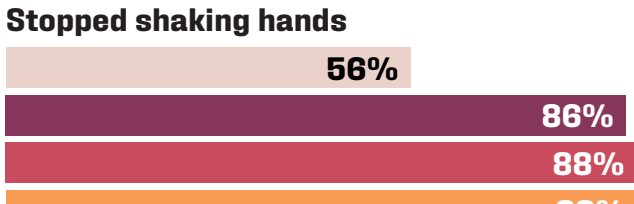
WHAT PEOPLE ARE DOING

Have you done any of the following in response to Coronavirus?

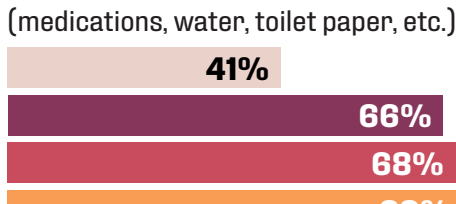
Key March 13-15, 2020 March 27-29, 2020 April 3-5, 2020 April 10-12, 2020



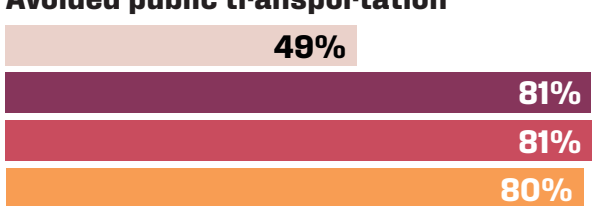
Stopped shaking hands



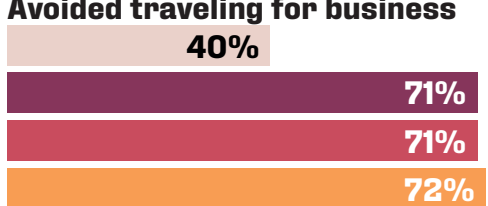
Stocked up on essentials (medications, water, toilet paper, etc.)



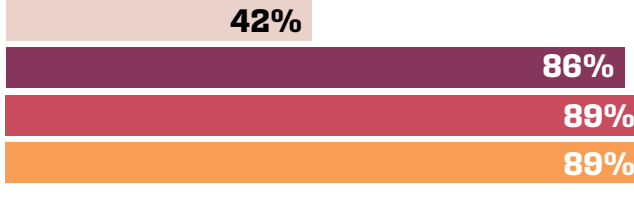
Avoided public transportation



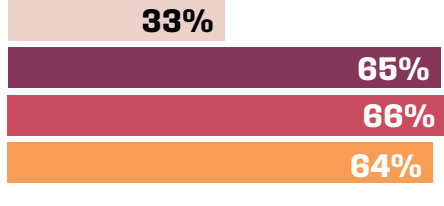
Avoided traveling for business



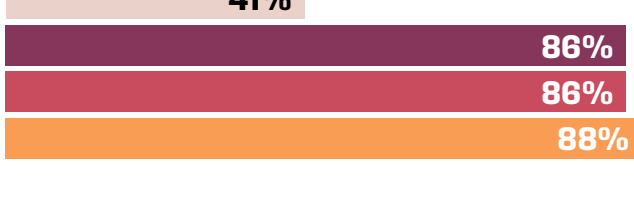
Cut back eating in restaurants



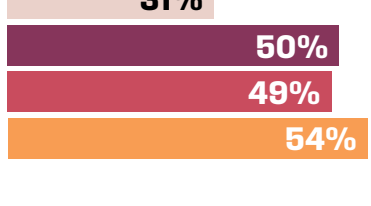
Changed plans for a vacation



Cut back on socializing



Increased online shopping



Cut back on shopping in stores for non-essentials



HOW PEOPLE ARE IMPACTED

Have you or has anyone in your household been directly impacted by the following?

Key March 13-15, 2020 March 27-29, 2020 April 3-5, 2020 April 10-12, 2020

