

# 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, April 10-12, and April 17-19, 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.

**↑ 69%** feel we will continue to need to avoid crowds and close schools and businesses for 2 months or longer.  
+3% since last week



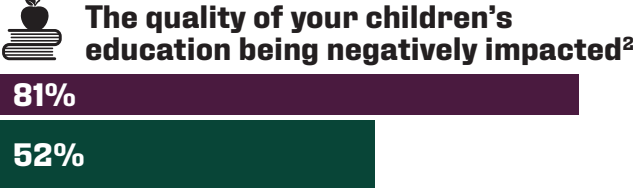
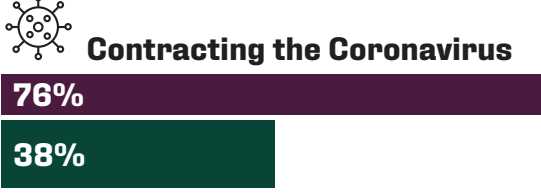
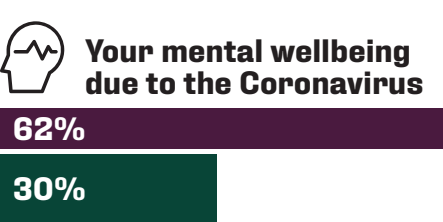
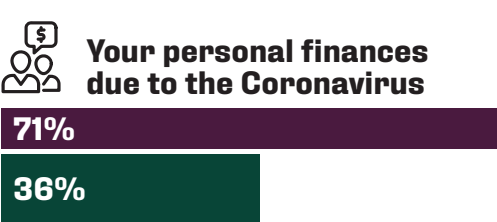
**CONCERN ACROSS ALL DEMOGRAPHICS** **↓ 90%**  
April 17-19, 2020  
-2% since last week

**Across the board, consumers are more concerned about their families than they are about themselves.**

## OUR BIGGEST CONCERNS

Specifically, how concerned are you about:

Key **Total Concerned** **Very Concerned**



**MORE AND MORE PEOPLE HAVE OR KNOW SOMEONE WHO HAS BEEN QUARANTINED WITH, EXPOSED TO, OR DIAGNOSED WITH COVID-19**  
+7% since last week

**13%**  
March 13-15, 2020

**47%**  
April 10-12, 2020

**↑ 54%**  
April 17-19, 2020

What is **your level of anxiety** concerning the COVID-19 pandemic?

**40%**  
Mild Anxiety

**17%**  
Moderately Severe Anxiety

**27%**  
Moderate Anxiety

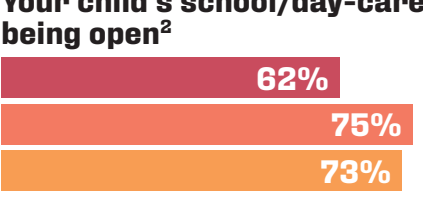
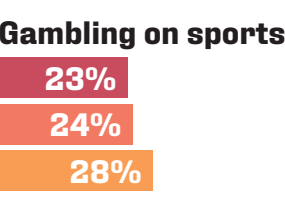
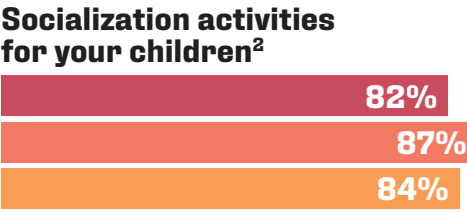
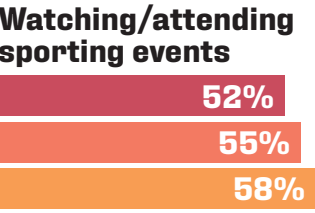
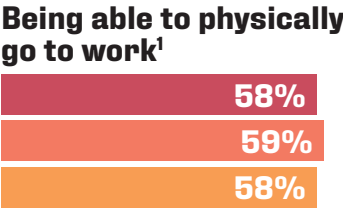
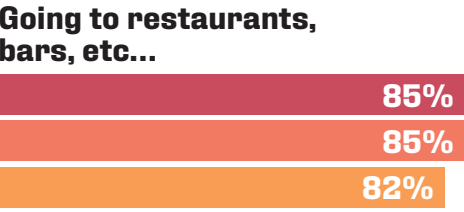
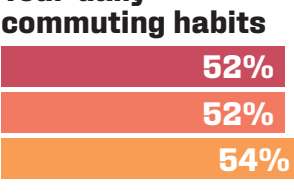
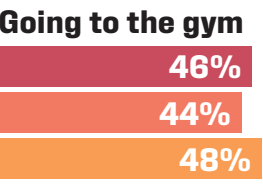
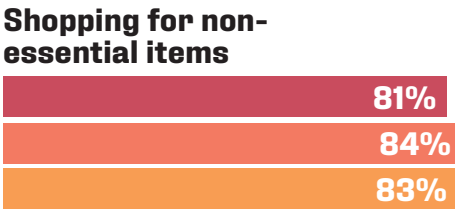
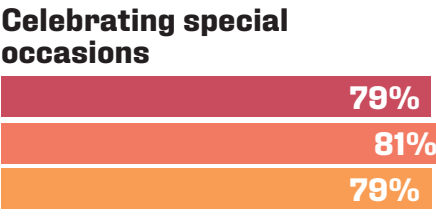
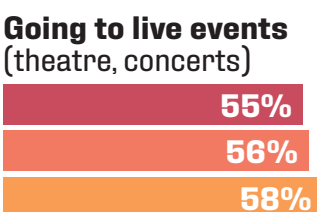
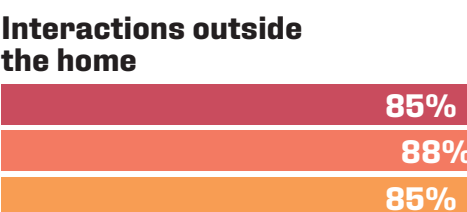
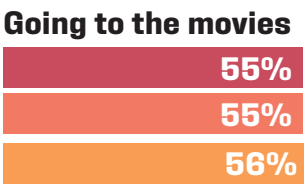
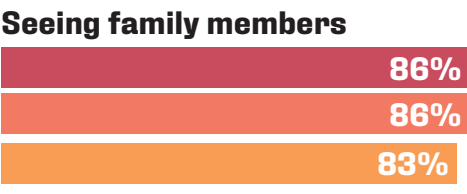
**15%**  
Severe Anxiety



## 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** **April 17-19, 2020**



In your opinion, should the United States start relaxing stay-at-home and social distancing requirements **NOW** in order to boost the economy?

**GENERATIONAL** Gen Z and Millennials are more in favor of relaxing stay-at-home and social distancing requirements now, whereas Gen X and Baby Boomers are less in favor.

**64%**  
Gen Z

**46%**  
Gen X

**52%**  
Millennials

**39%**  
Baby Boomers

**POLITICAL PARTIES:** Republicans are more in favor of relaxing stay-at-home and social distancing requirements now, whereas Democrats and Independents are less in favor.

**63%**  
Republicans

**43%**  
Independents

**33%**  
Democrats