

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, April 17-19, and April 24-26, 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.

↓ **68%** feel we will continue to need to avoid crowds and close schools and businesses for 2 months or longer.
-1% since last week



CONCERN ACROSS ALL DEMOGRAPHICS ↓ **88%**
April 24-26, 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 +/- = Change since last week

 Your personal finances due to the Coronavirus

68% -3%
34% -2%

 Your mental wellbeing due to the Coronavirus

58% -4%
30% no change

 The state of the U.S. economy

91% -1%
55% -5%

 The mental wellbeing of your family due to the Coronavirus

68% -3%
31% -3%

 The state of the global economy

88% -1%
51% no change

 A member of your family contracting the Coronavirus

81% -5%
46% -6%

 Contracting the Coronavirus

71% -5%
35% -3%

 The quality of your children's education being negatively impacted²

79% -2%
49% -3%

MORE THAN HALF OF AMERICAN ADULTS KNOW SOMEONE WHO HAS BEEN QUARANTINED WITH, EXPOSED TO, OR DIAGNOSED WITH COVID-19
-1% since last week

13%
March 13-15, 2020

54%
April 17-19, 2020

↓ **53%**
April 24-26, 2020

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

46%
↑ Mild Anxiety
+6% since last week

15%
↓ Moderately Severe Anxiety
-2% since last week

25%
↓ Moderate Anxiety
-2% since last week

14%
↓ Severe Anxiety
-1% since last week



WHAT PEOPLE MISS MOST

How much have you MISSED each of the following as a result of the lifestyle disruptions caused by the Coronavirus outbreak?

Key April 3-5, 2020 April 10-12, 2020 April 17-19, 2020 April 24-26, 2020



Seeing family members

86%
86%
83%
84%

Going to the movies

55%
55%
56%
59%

Interactions outside the home

85%
88%
85%
86%

Going to live events (theatre, concerts)

55%
56%
58%
58%

Celebrating special occasions

78%
81%
79%
82%

Shopping for non-essential items

81%
84%
83%
82%

Going to the gym

46%
44%
48%
46%

Your daily commuting habits

52%
52%
54%
53%

Going to restaurants, bars, etc...

85%
85%
82%
85%

Being able to physically go to work¹

58%
59%
58%
59%

Watching/attending sporting events

52%
55%
58%
52%

Socialization activities for your children²

82%
87%
84%
85%

Gambling on sports

23%
24%
28%
25%

Your child's school/day-care being open²

62%
75%
73%
72%



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

GENERATIONAL While Gen Z and Millennials remain most in favor of relaxing stay-at-home and social distancing requirements now, the sentiment has actually decreased among Gen Z, and increased among Millennials.

↓ **58%**
Gen Z
-6% since last week

↑ **49%**
Gen X
+3% since last week

↑ **61%**
Millennials
+9% since last week

↑ **42%**
Baby Boomers
+3% since last week

POLITICAL PARTIES: While Republicans remain most in favor of relaxing stay-at-home and social distancing requirements now, the sentiment has increased across all political parties.

66%
Republicans
+3% since last week

58%
Independents
+15% since last week

37%
Democrats
+4% since last week