

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, April 24-26, and May 1-3, 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.

↓ **65%** 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 ↓ **86%**
May 1-3, 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
67% -1%
33% -1%

Your mental wellbeing due to the Coronavirus
58% no change
26% -4%

The state of the U.S. economy
91% no change
58% +3%

The mental wellbeing of your family due to the Coronavirus
68% no change
29% -2%

The state of the global economy
89% +1%
51% no change

A member of your family contracting the Coronavirus
82% +1%
48% +2%

Contracting the Coronavirus
74% +3%
36% +1%

The quality of your children's education being negatively impacted²
77% -2%
45% -4%

MORE THAN HALF OF AMERICAN ADULTS KNOW SOMEONE WHO HAS BEEN QUARANTINED WITH, EXPOSED TO, OR DIAGNOSED WITH COVID-19
no change since last week

13%
March 13-15, 2020

53%
April 24-26, 2020

53%
May 1-3, 2020

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

↓ **42%**
Mild Anxiety
-4% since last week

↑ **19%**
Moderately Severe Anxiety
+4% since last week

↑ **26%**
Moderate Anxiety
+1% since last week

↓ **13%**
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 May 1-3, 2020



Seeing family members
86%
86%
83%
84%

Going to the movies
55%
55%
56%
57%

Interactions outside the home
85%
88%
85%
85%

Going to live events (theatre, concerts)
55%
56%
58%
58%

Celebrating special occasions
78%
81%
79%
81%

Shopping for non-essential items
81%
84%
83%
83%

Going to the gym
46%
44%
48%
45%

Your daily commuting habits
52%
52%
54%
51%

Going to restaurants, bars, etc...
85%
85%
82%
84%

Being able to physically go to work¹
58%
59%
58%
56%

Watching/attending sporting events
52%
55%
58%
54%

Socialization activities for your children²
82%
87%
84%
81%

Gambling on sports
23%
24%
28%
28%

Your child's school/day-care being open²
62%
75%
73%
67%



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 X is now the most in favor of relaxing stay-at-home and social distancing requirements NOW in order to boost the economy, with Gen Z right behind them.

↑ **61%**
Gen Z
+3% since last week

↑ **62%**
Gen X
+13% since last week

↓ **55%**
Millennials
-6% since last week

↑ **49%**
Baby Boomers
+7% 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 for Democrats, but decreased for Independents.

↑ **73%**
Republicans
+7% since last week

↓ **46%**
Independents
-12% since last week

↑ **45%**
Democrats
+8% since last week

¹(Base = Employed or not employed/unable to work) ²(Base = Have any children under the age 18 living at home)