

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, May 1-3, and May 8-10, 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.

25% feel we will continue to need to avoid crowds and close schools and businesses for longer than 6 months.
+6% since last week



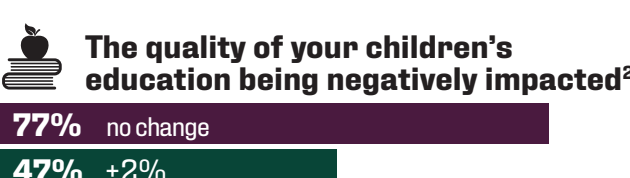
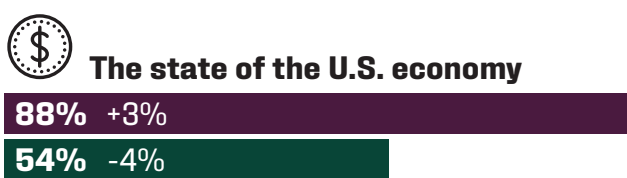
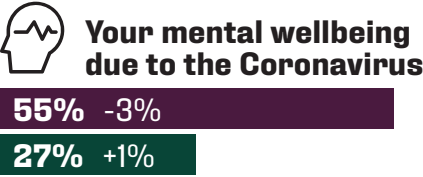
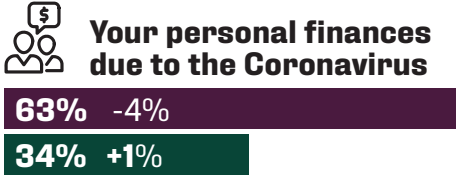
CONCERN ACROSS ALL DEMOGRAPHICS **84%**
-2% since last week
May 8-10, 2020

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



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

13%
March 13-15, 2020

53%
May 1-3, 2020

51%
May 8-10, 2020

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

44%
↑ Mild Anxiety
+2% since last week

17%
↓ Moderately Severe Anxiety
-2% since last week

25%
↓ Moderate Anxiety
-1% since last week

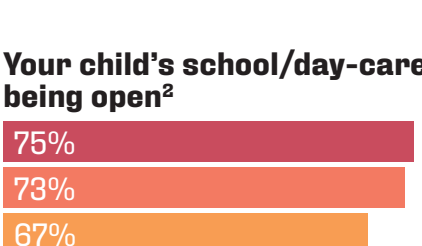
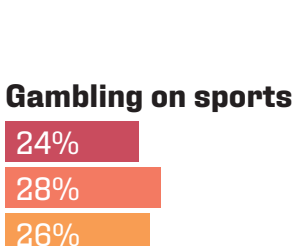
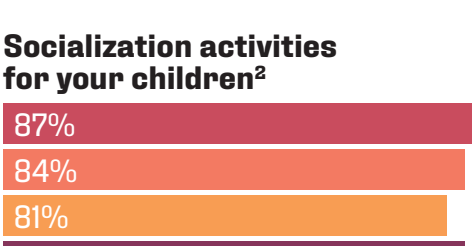
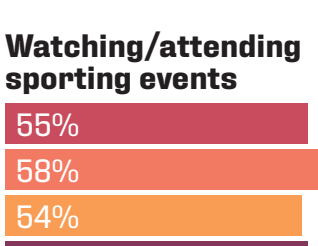
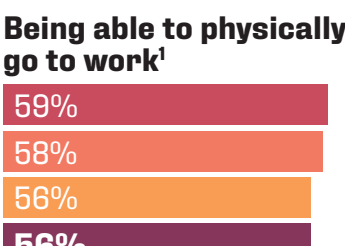
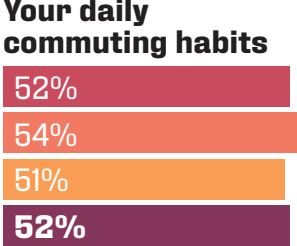
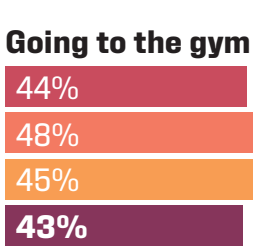
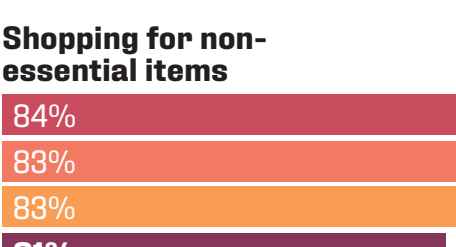
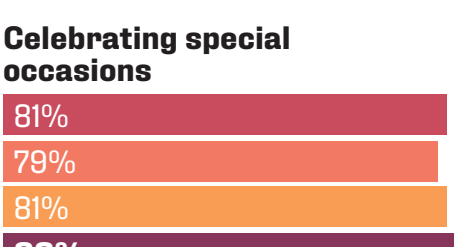
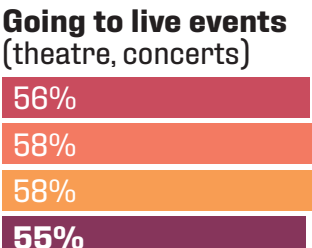
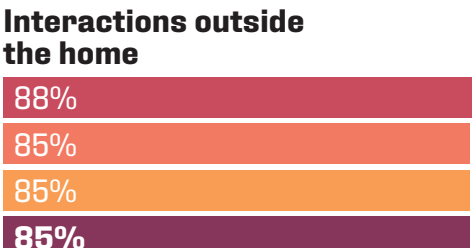
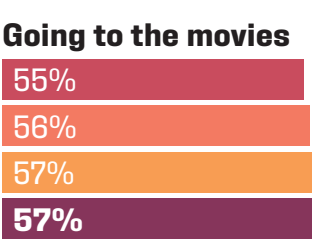
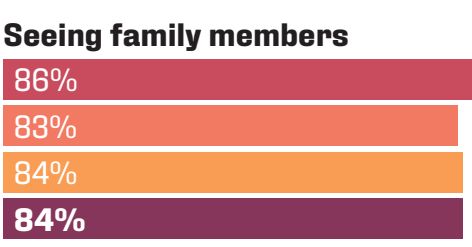
14%
↑ Severe Anxiety
+1% since last week



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 10-12, 2020 April 17-19, 2020 May 1-3, 2020 May 8-10, 2020



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

GENERATIONAL Gen Z and Millennials are now the most in favor of relaxing stay-at-home and social distancing requirements, but Gen X and Baby Boomers are not far behind.

64%
↑ Gen Z
+3% since last week

59%
↓ Gen X
-3% since last week

63%
↑ Millennials
+8% since last week

54%
↑ Baby Boomers
+5% since last week

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

75%
↑ Republicans
+2% since last week

59%
↑ Independents
+13% since last week

46%
↑ Democrats
+1% since last week