

# KEEPING THE PULSE OF THE CONSUMER AND COVID-19

Real-time insights delivered weekly on the who, what, and how of COVID-19.

CARAVAN<sup>®</sup>  
Omnibus Surveys

These Online CARAVAN<sup>®</sup> 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, May 8-10, and May 15-17, 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.

**22%** feel we will continue to need to avoid crowds and close schools and businesses for 6 months or longer.  
-3% since last week



**CONCERN ACROSS ALL DEMOGRAPHICS**  
+1% since last week

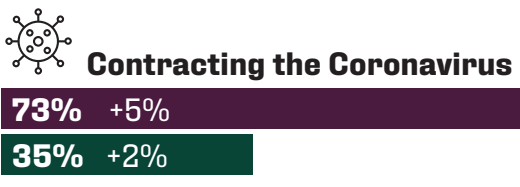
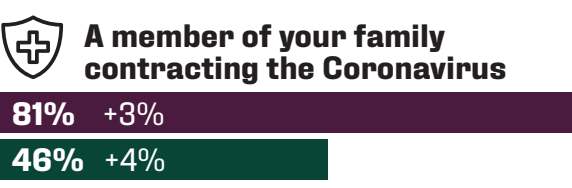
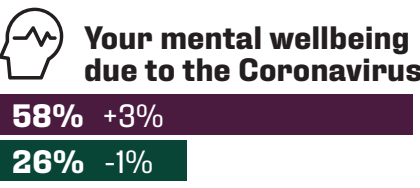
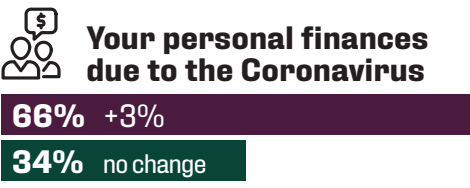
**85%**  
May 15-17, 2020

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

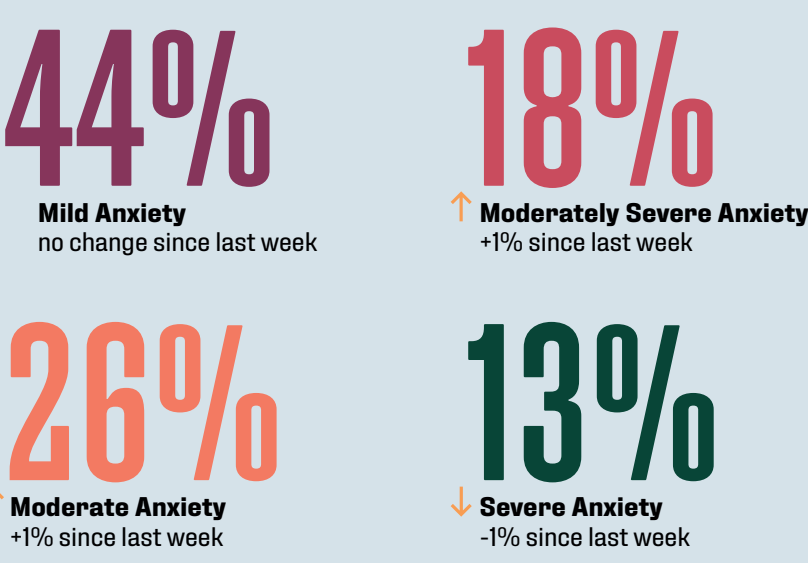
## OUR BIGGEST CONCERNS

Specifically, how concerned are you about:

Key Total Concerned Very Concerned +/- = Change since last week



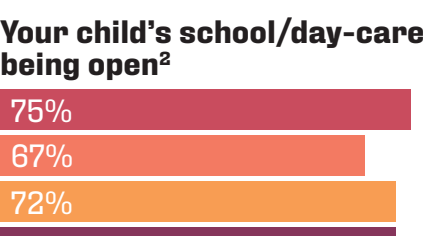
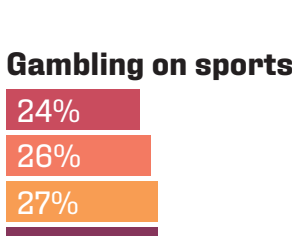
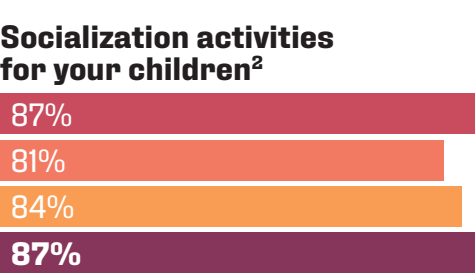
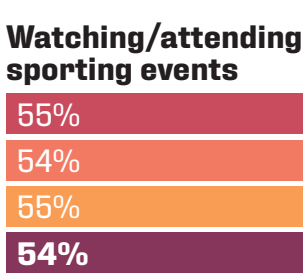
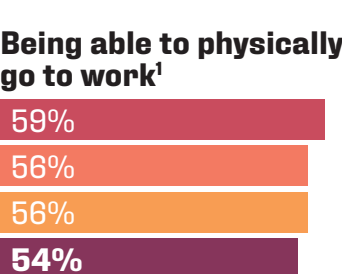
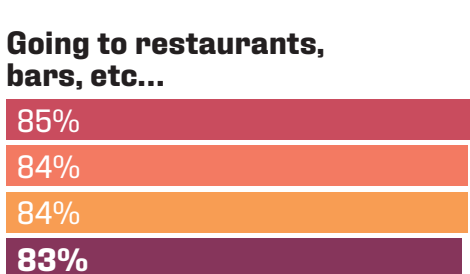
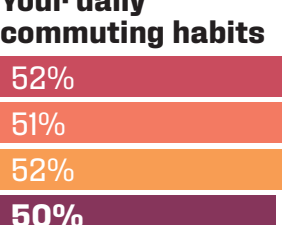
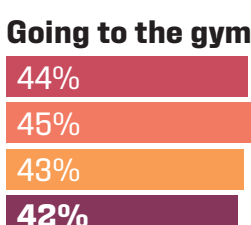
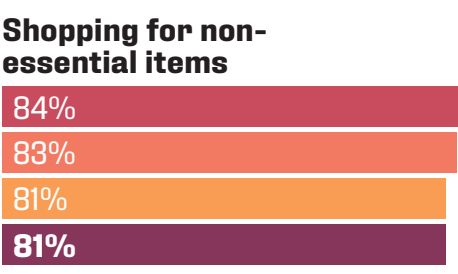
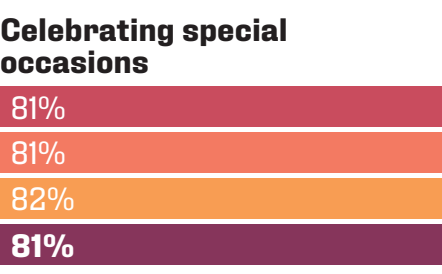
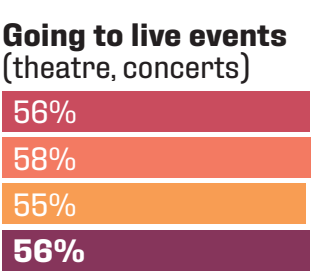
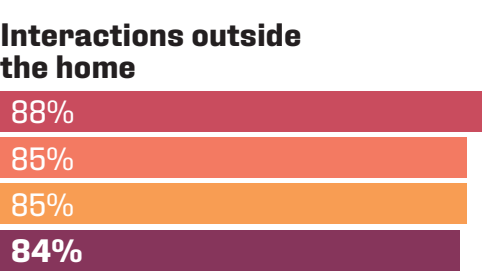
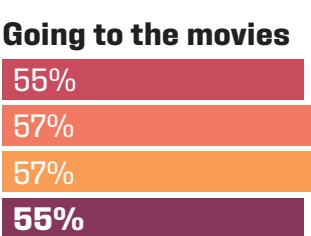
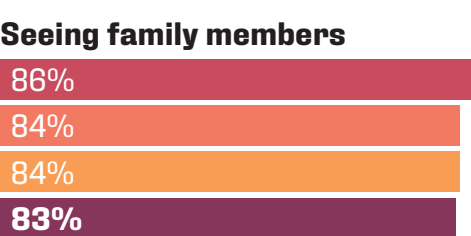
## What is your level of anxiety concerning the COVID-19 pandemic?



## 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 May 1-3, 2020 May 8-10, 2020 May 15-17, 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 is once again the most in favor of relaxing stay-at-home and social distancing requirements in order to boost the economy.

**71%**  
Gen Z  
+7% since last week

**64%**  
Gen X  
+5% since last week

**61%**  
Millennials  
-2% since last week

**54%**  
Baby Boomers  
no change 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 among Democrats as well.

**78%**  
Republicans  
+3% since last week

**54%**  
Independents  
-5% since last week

**48%**  
Democrats  
+2% since last week