

Consumers and Coronavirus

March 9-10, 2020

Public release research conducted by



Methodology



**Fielded
Early March 2020**



**2,000
US Adult Consumers
(Gen Pop)**



**Online
Survey**



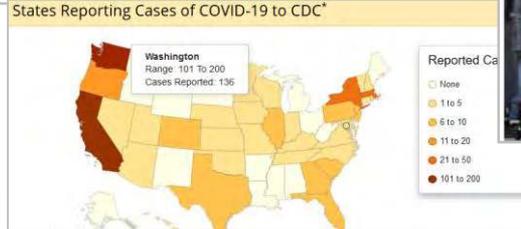
≤ 5 minutes

Where this study fits in the COVID-19 timeline

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

COVID-19: U.S. at a Glance*

- Total cases: 423
- Total deaths: 19
- States reporting cases: 35 (includes District of Columbia)



npr

Coronavirus: Italy Imposes Quarantine On 16 Million; U.S. Sees 1st East Coast Deaths

March 7, 2020 - 12:25 PM ET

The New York Times

Stocks Plunge, Rattled by Oil Market and Coronavirus

S&P 500 2,760.52 -7.13%	Dow 23,949.31 -7.41%	Nasdaq 8,027.29 -6.39%
Oil W.T.I. 32.82 -20.49%	FTSE Britain 5,965.77 -7.69%	Nikkei Japan 19,698.76 -5.07%

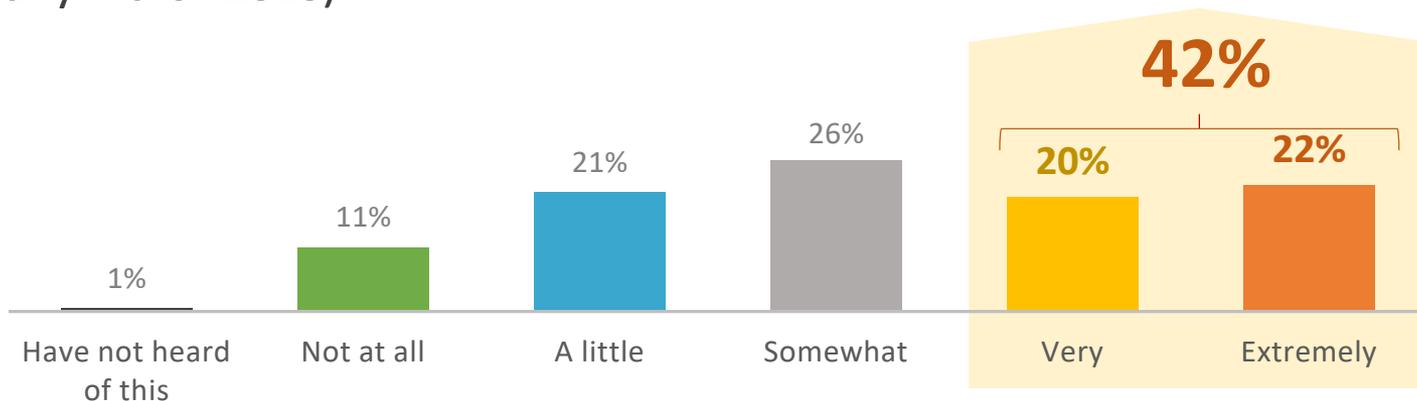
Daily change Last updated: 1:59 PM ET

Why the Outlook for the Economy Just Got Worse

Coronavirus worries already signaled a slowdown in consumer and service sectors. Then came abrupt moves in oil prices and bond yields.

US consumer concern with coronavirus

(early March 2020)



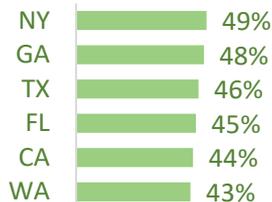
Most-concerned populations

(% very/extremely concerned)

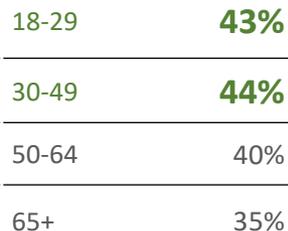
By Geography



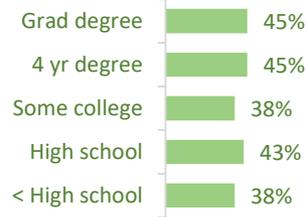
States with highest concern



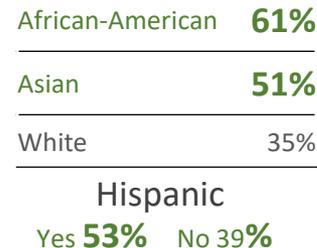
By Age



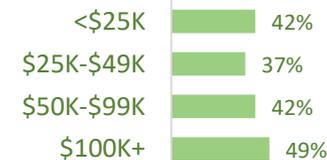
By Education



By Ethnicity



By HH Income



Lifestyle changes due to coronavirus

(early March 2020)

I am washing my hands more frequently than before	60%
I am using more hand sanitizer than I used to	46%
I stopped shaking hands with people	34%
I am avoiding or reducing at least some regular activities (e.g., shopping, religious services, going to the gym)	29%
I have avoided events and/or gatherings	28%
I am checking in with friends and family	27%
I have stocked up on supplies	24%
I have cancelled or postponed existing travel plans or decided not to make new travel plans	17%
I have discussed coronavirus with a doctor or healthcare professional	10%
I started wearing a surgical mask or face covering	8%
I am working from home or offsite	8%
I have kept my kids home from activities (e.g., school, sports, etc.)	7%
I have gotten myself tested for coronavirus	4%
I haven't made any changes	19%

Notable population differences



Asian consumers mention cancelling or postponing existing travel plans more frequently

32%



Highly-educated consumers mention cancelling or postponing existing travel plans more frequently

25%



Consumers in the West are cancelling or postponing existing travel plans more frequently, e.g., versus 12% in the Northeast.

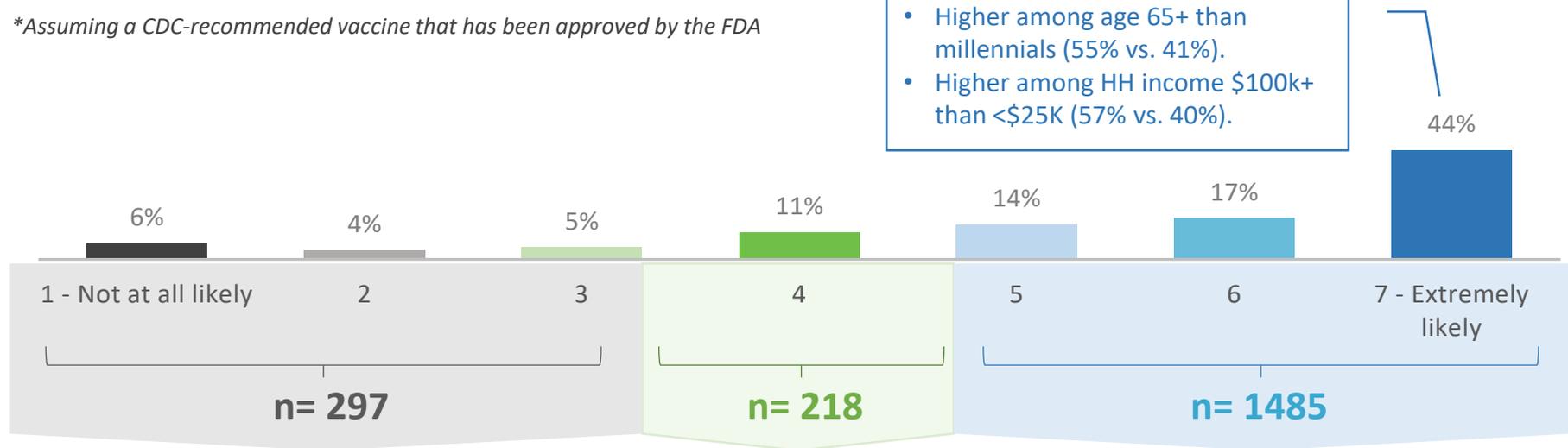
22%

Likelihood to get vaccinated*

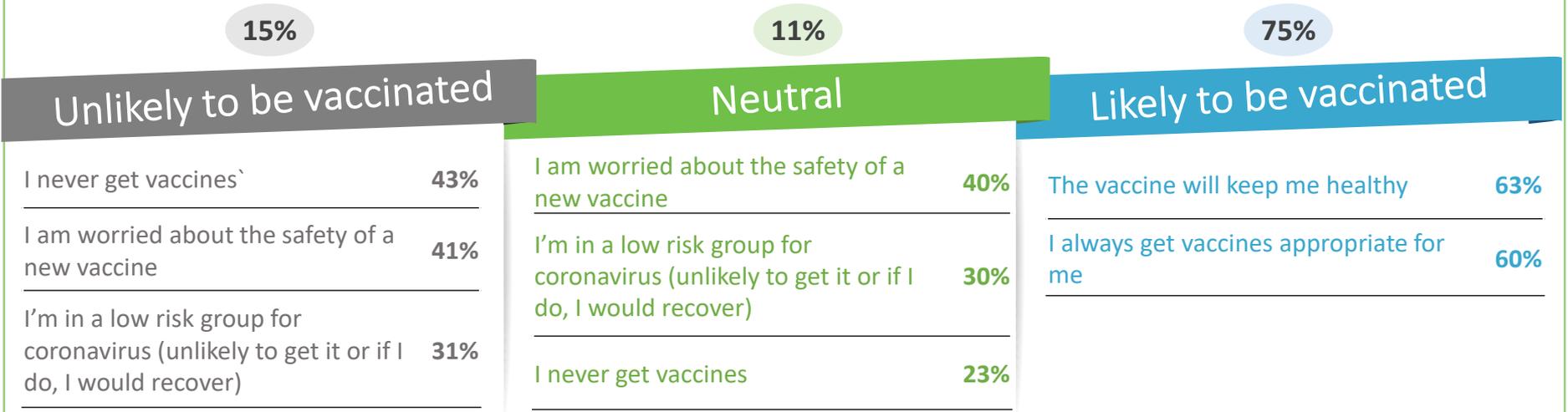
(early March 2020)

*Assuming a CDC-recommended vaccine that has been approved by the FDA

- Higher among age 65+ than millennials (55% vs. 41%).
- Higher among HH income \$100k+ than <\$25K (57% vs. 40%).



Top reasons for rating...



Reliability of coronavirus information sources

(early March 2020)

Political leaders (e.g.,
the President,
Congress)



f  Social media

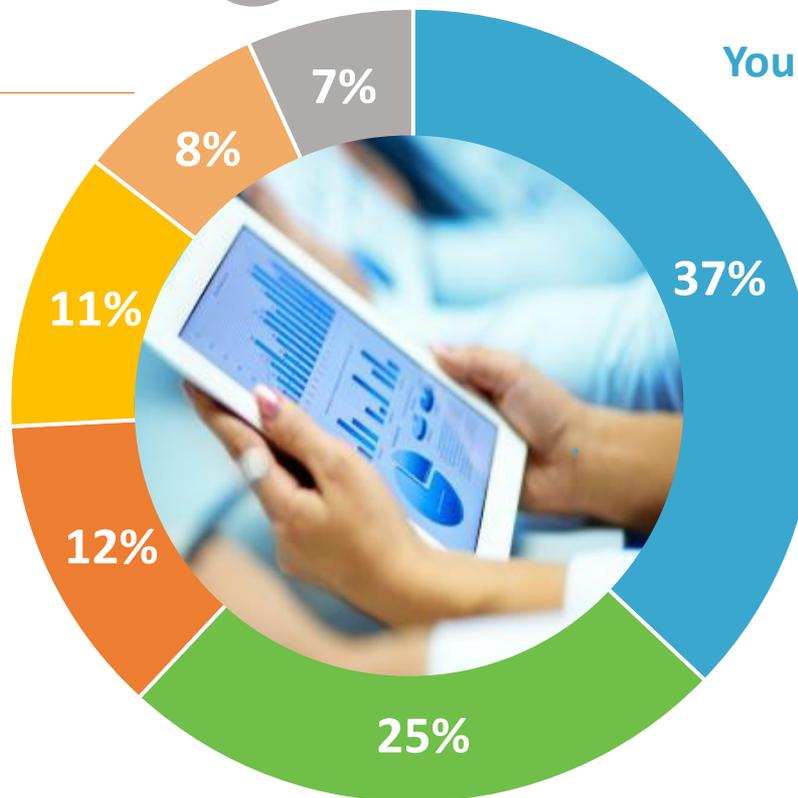
Your doctor



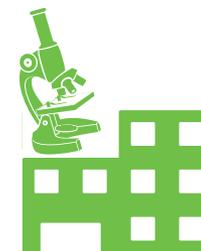
News media



Your health
insurer



Government medical
agencies (e.g., the CDC, NIH)



Perceived health risks relative to coronavirus

(early March 2020)

Ranked in Top 3 Disease Concerns

Cancer 48%

Heart disease 45%

Seasonal flu 44%

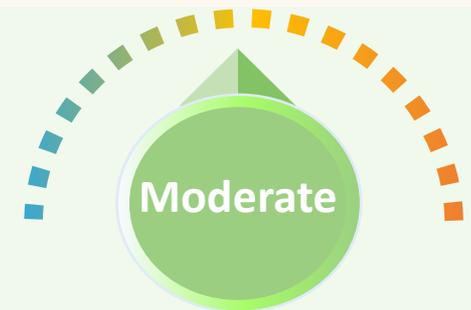
Coronavirus (COVID-19) 39%

Diabetes 36%

Alzheimer's 33%

AIDS and HIV 28%

Hepatitis 27%



- COVID-19 has the same rank (4th) and top 3 box percent (39%) even among those age 65+.
- Among these seniors, the main difference is a higher concern for Cancer (56%) and Heart disease (54%).



Key Findings

01

Four in ten US consumers are very or extremely concerned about coronavirus as of early March.

At this time, younger Americans are most concerned; not those age 65+. Concern is highest among African-Americans, Asians, and Hispanics.



02



More handwashing and hand sanitizer use are the top lifestyle changes made in response to the virus so far.

Nearly one third are also social distancing. Changing travel plans is also high among certain groups (e.g., Asians 32%) at this time.

03

The large majority of Americans (75%) say they would be likely to get a future coronavirus vaccination.

That is much higher than the 4 in 10 adults who get a seasonal flu shot. Even millennials are likely to get the future vaccine (74%), although the rate is higher among age 65+ (80%).



04



Consumers trust coronavirus information most from their doctor and government medical agencies like the CDC and NIH.

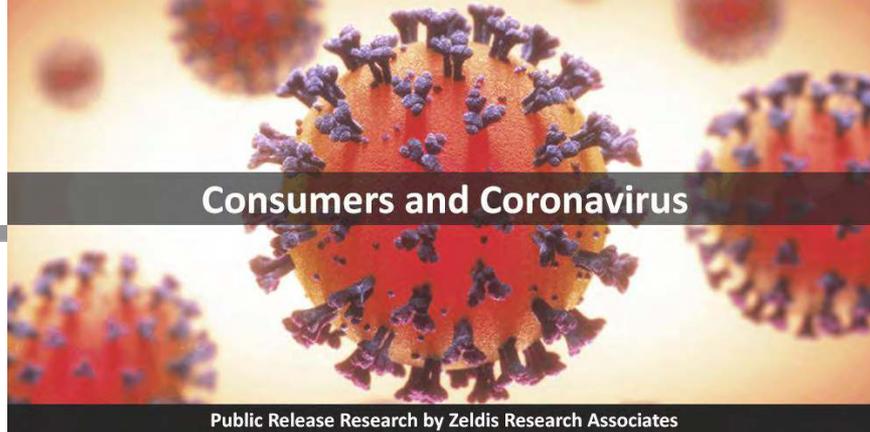
Trust is much lower for information from one's own health insurer or the news media. Political leaders and social media are the least trusted sources.

05

Americans have slightly less concern about the coronavirus than the seasonal flu at this time.

Cancer and heart disease are greater disease concerns at this time and are particularly greater concerns among seniors age 65+.





Thank you on behalf of:



For more information, please contact:
Jeff Mann, Senior Research Director, Zeldis Research
Jeff@ZeldisResearch.com | 609-737-7223, x217

Leanne Storer, Vice President, Zeldis Research
Leanne@ZeldisResearch.com | 609-737-7223, x205