

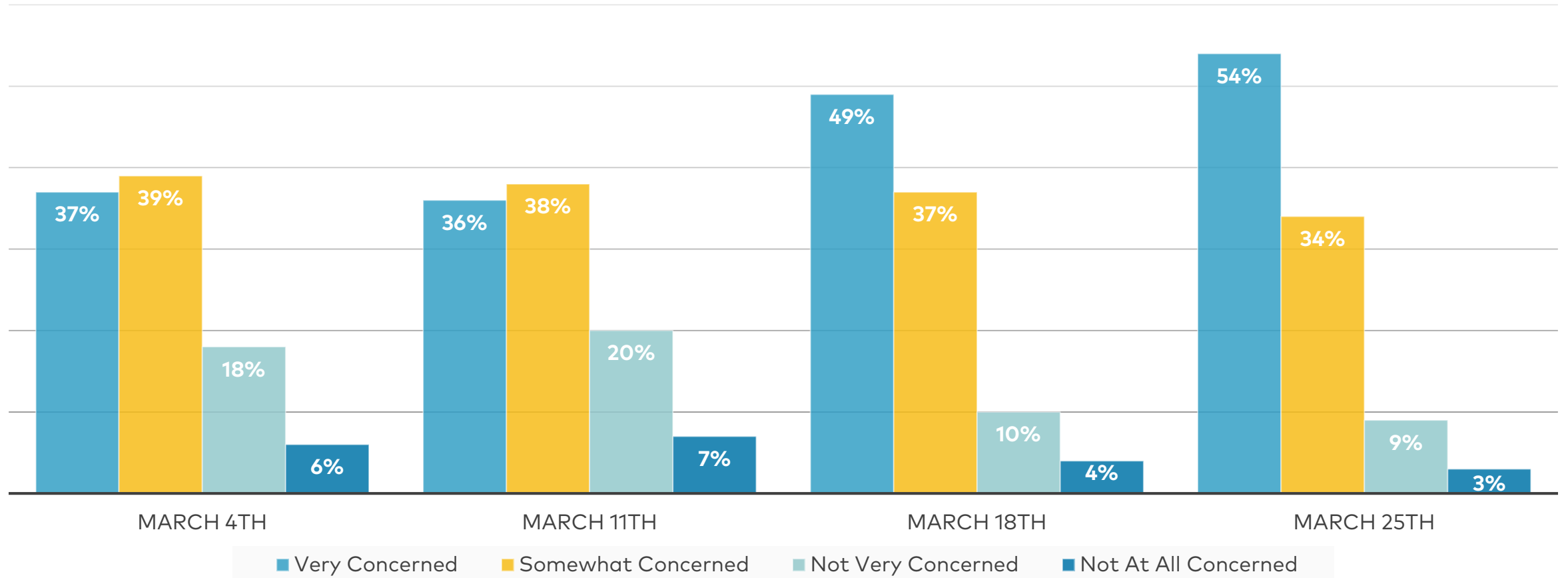
Consumer Brands Association

CORONAVIRUS WEEKLY
SURVEY RESULTS:
WEEKS 1-4



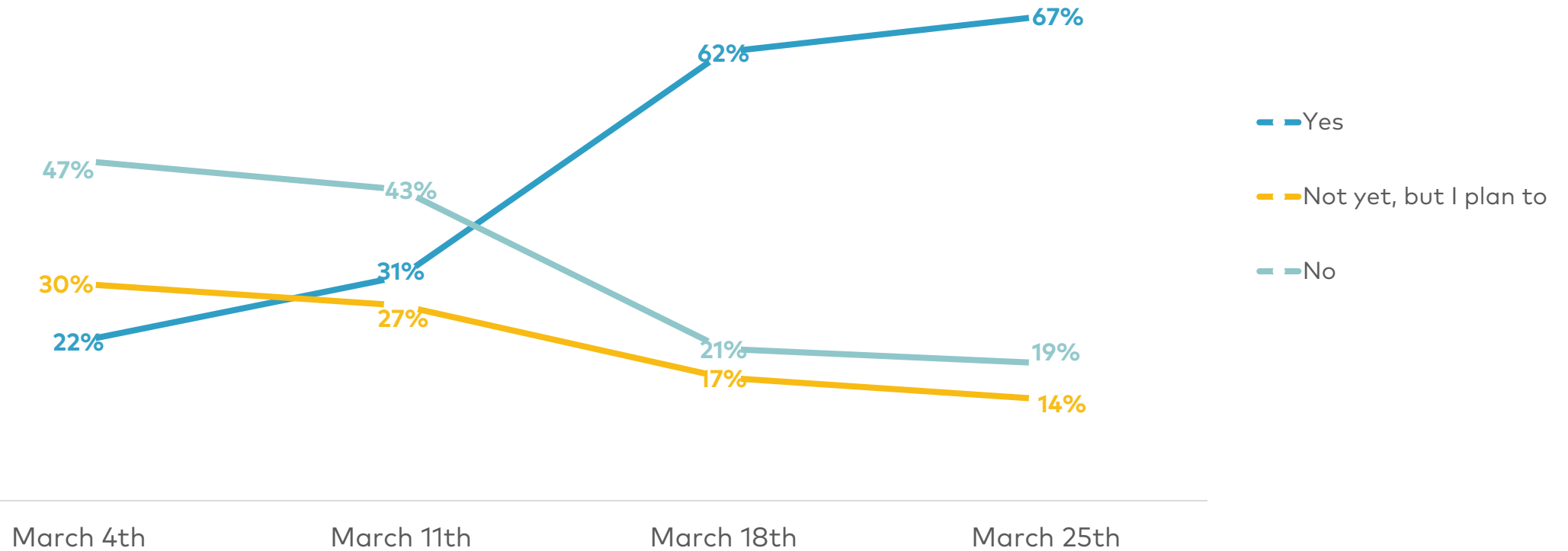
Growing concern

Are you concerned about the coronavirus generally?



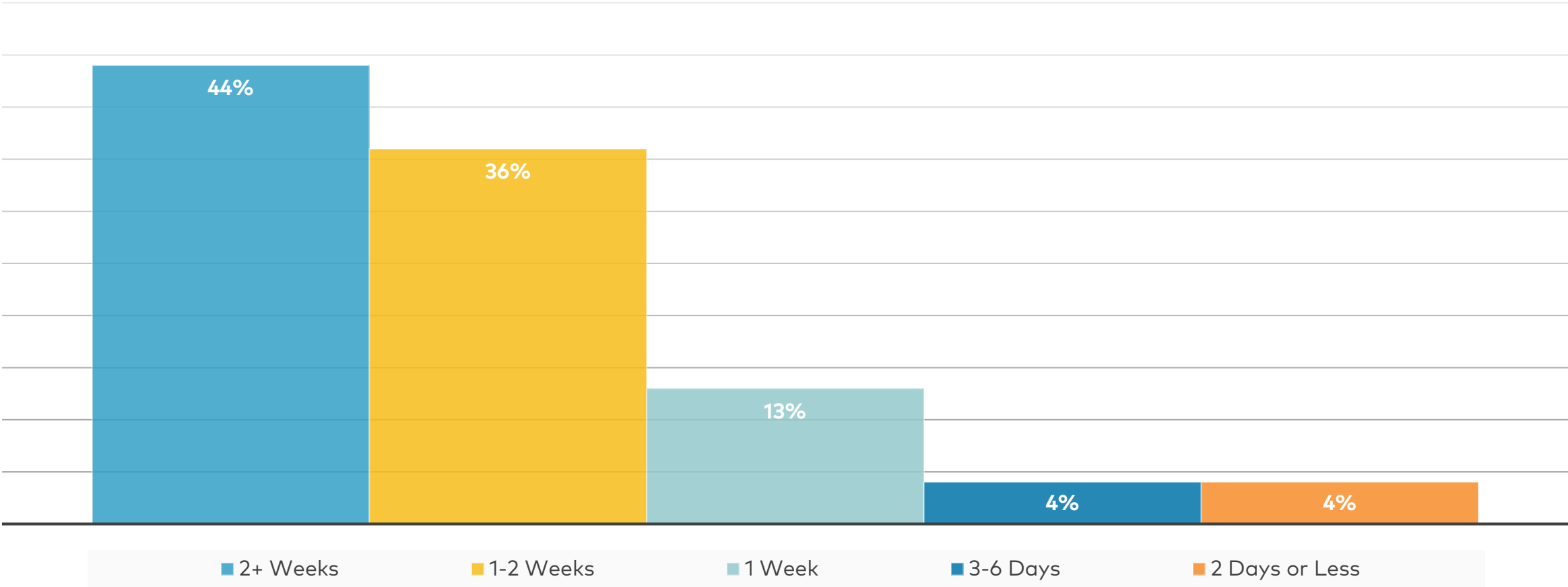
Americans are stocking up

Have you purchased supplies to prepare for coronavirus?



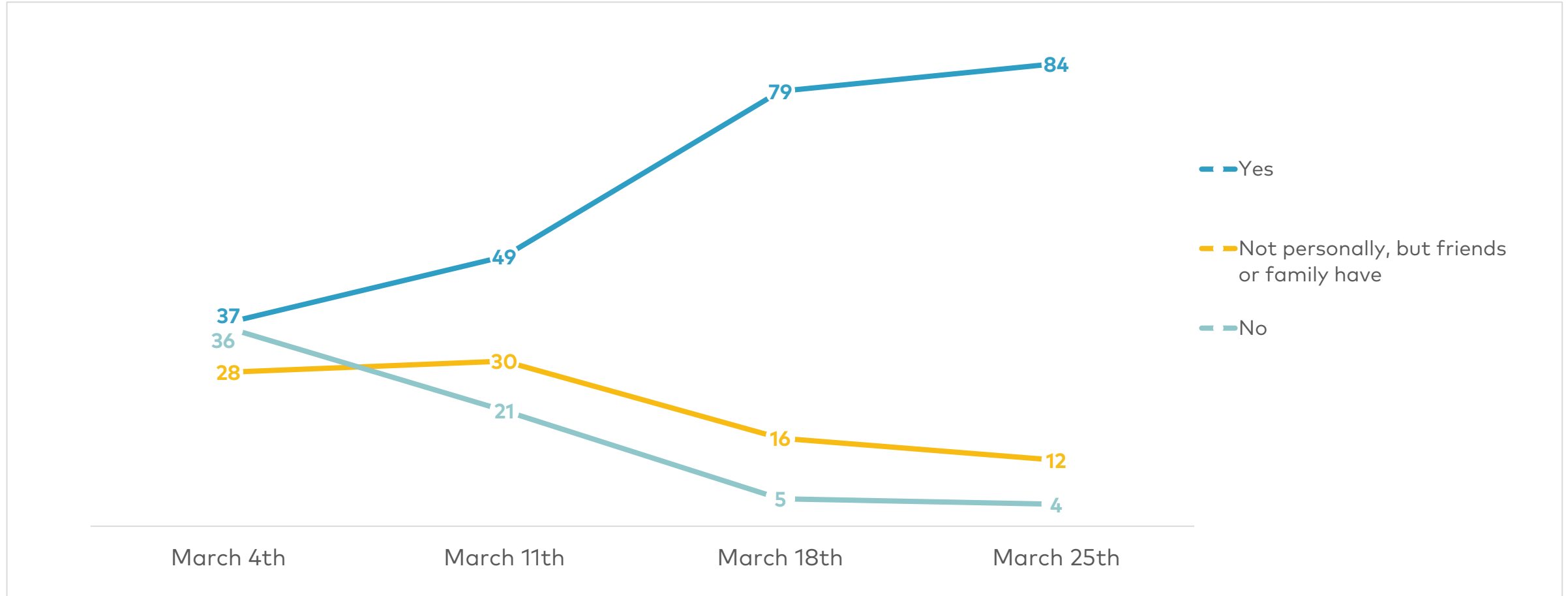
Most are well-stocked

How long are you stocked with essential products?



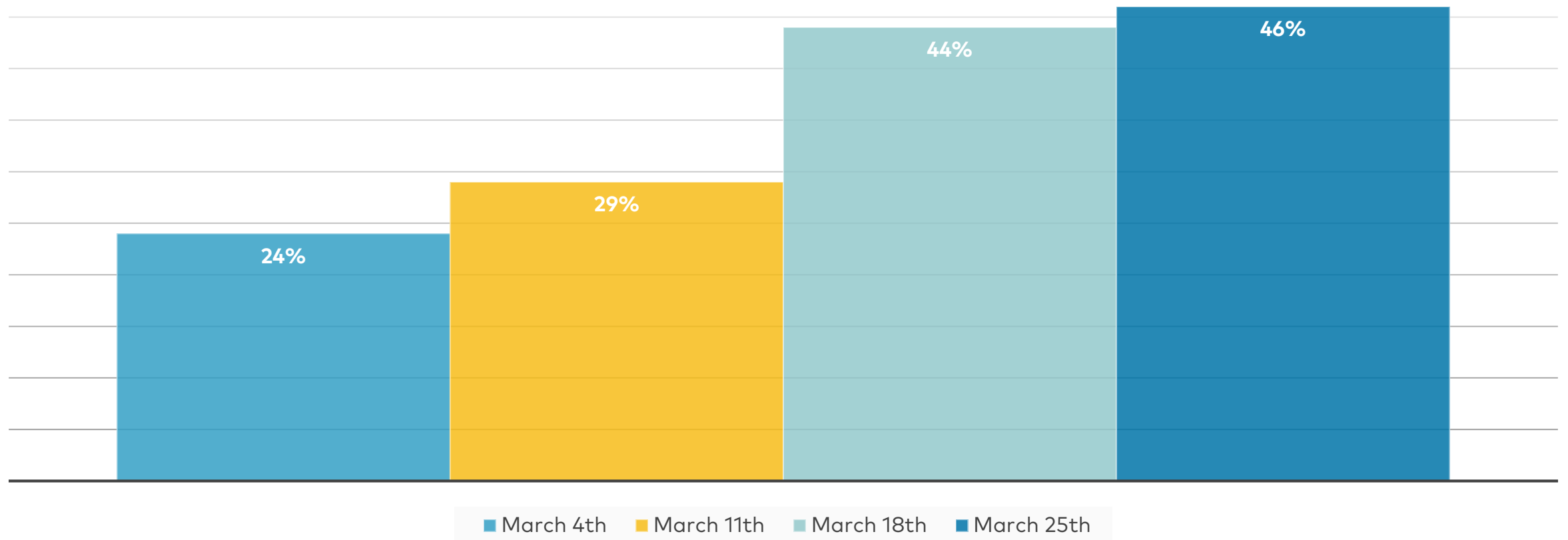
Shortages are commonplace

Have you noticed shortages or item limits on high-demand goods?



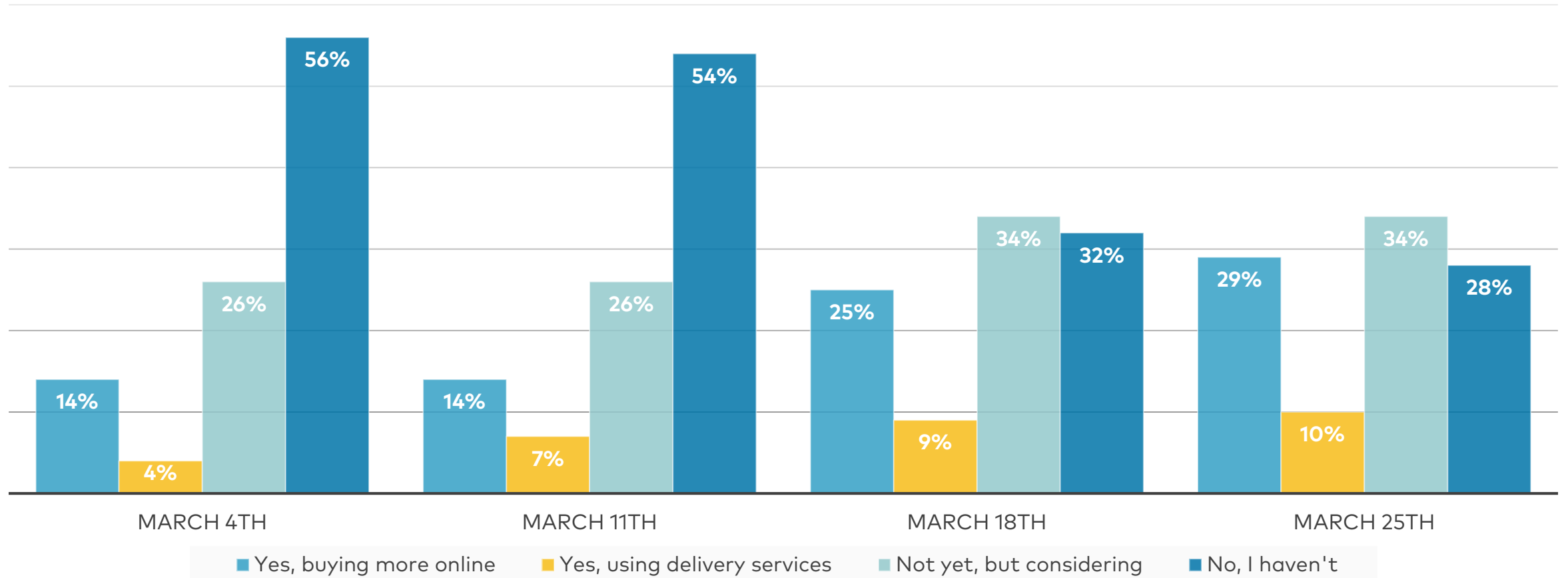
More are seeing price gouging

*Have you personally seen price gouging on high-demand goods?
Showing only "yes" responses



Changing habits

Have you changed your shopping habits due to coronavirus?



Access concerns

Are you concerned about access to the following product types?

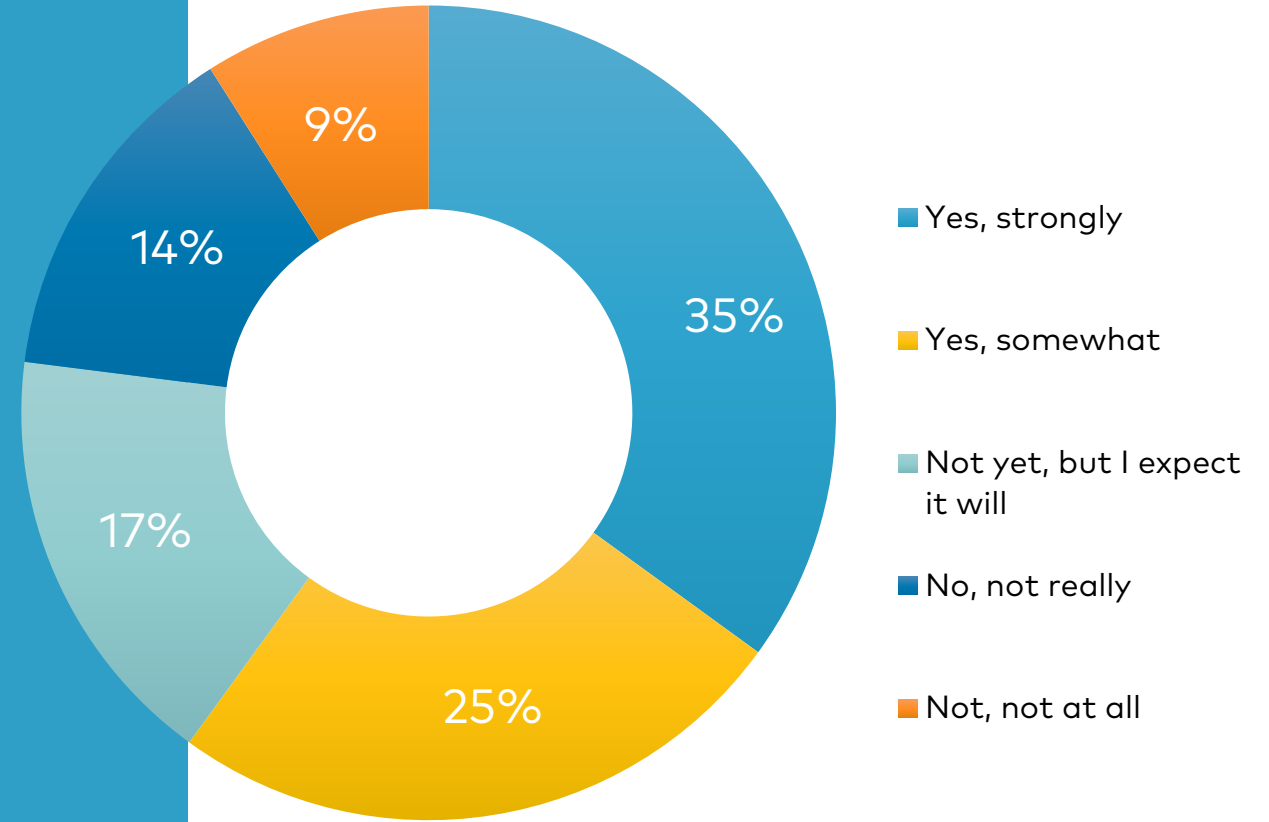
	Household Cleaning Supplies	Personal Care Items	Food and Beverage Products	Over-the-Counter Medicines
March 11 th	54%	56%	62%	58%
March 18 th	68%	70%	77%	64%
March 25 th	67%	63%	72%	62%

63% surveyed said their access concerns were driven by the fear that other people are hoarding essential products.



Financial Worries

Have the adverse effects of coronavirus made you concerned about your family's ability to pay bills or afford necessities?



METHODOLOGY

Consumer Brands Association has conducted four surveys of American adults (18+) powered by Toluna.

March 4, 604 adults

March 11, 709 adults

March 18, 711 adults

March 25, 926 adults