

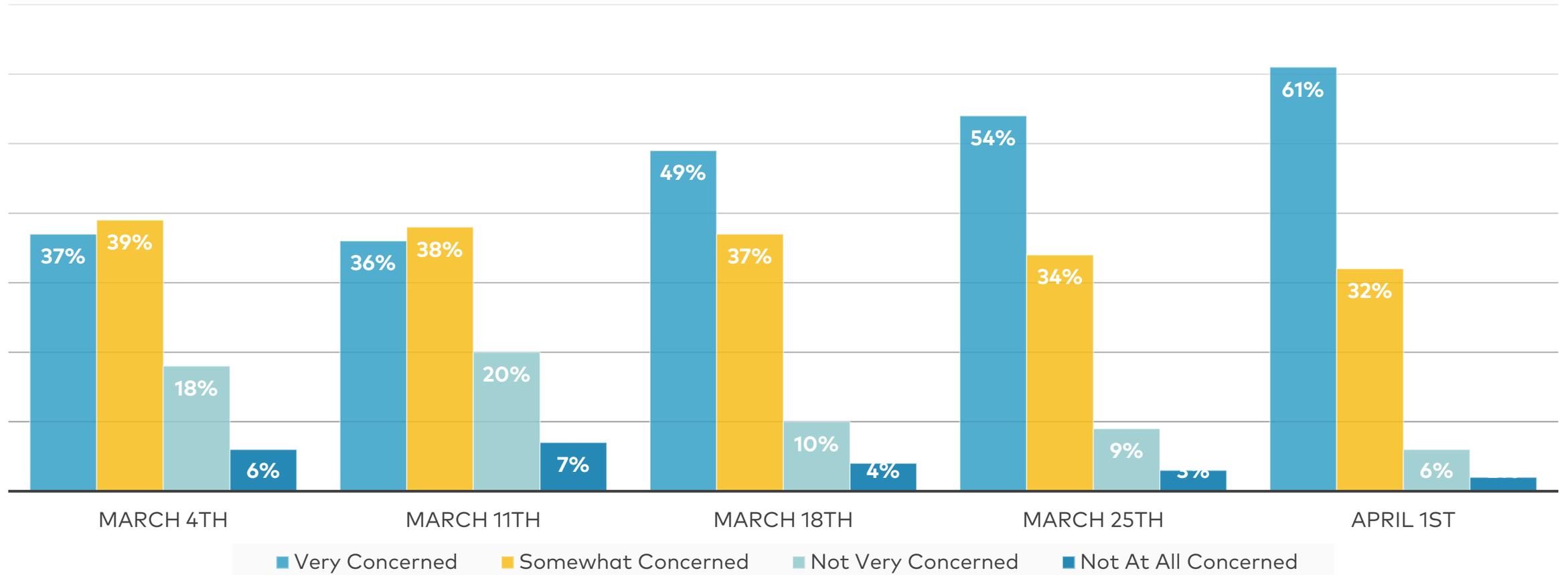
# Consumer Brands Association

CORONAVIRUS WEEKLY  
SURVEY RESULTS:  
WEEKS 1-5



# Growing concern

*Are you concerned about the coronavirus generally?*



# Access concerns

*Are you concerned about access to the following product types?*

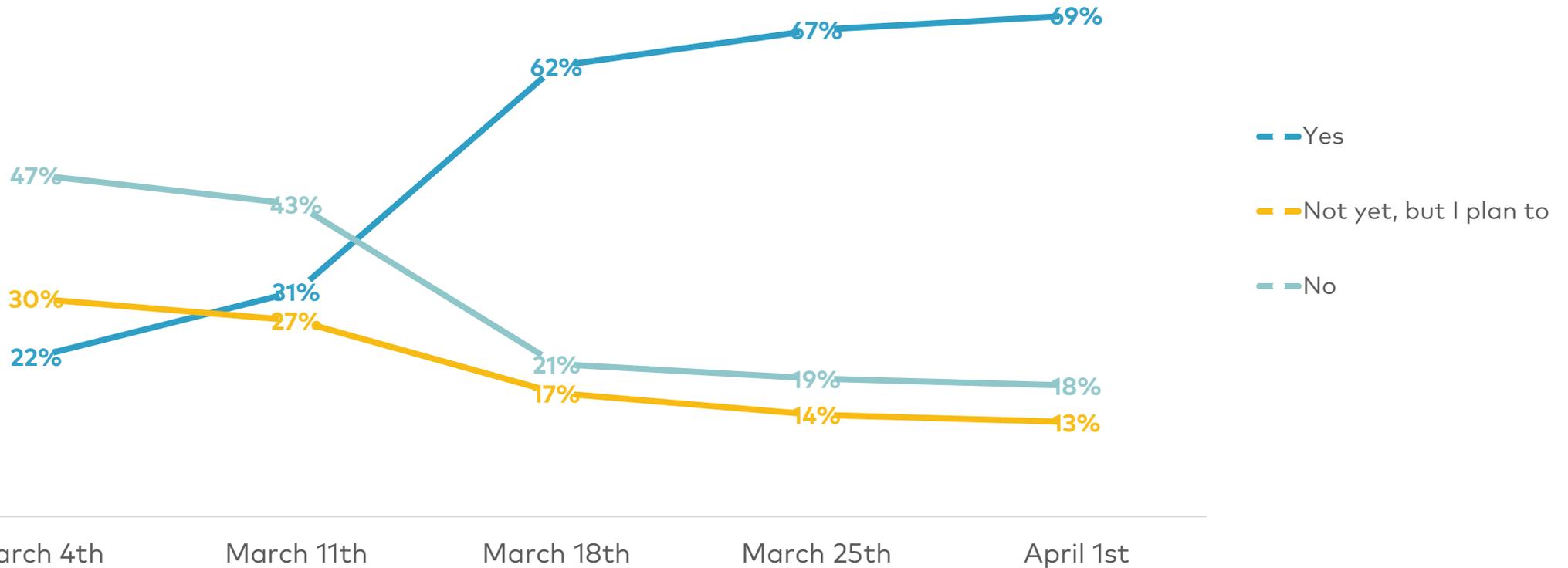
	Household Cleaning Supplies	Personal Care Items	Food and Beverage Products	Over-the-Counter Medicines
March 11 <sup>th</sup>	54%	56%	62%	58%
March 18 <sup>th</sup>	68%	70%	77%	64%
March 25 <sup>th</sup>	67%	63%	72%	62%
April 1 <sup>st</sup>	71%	62%	71%	60%

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



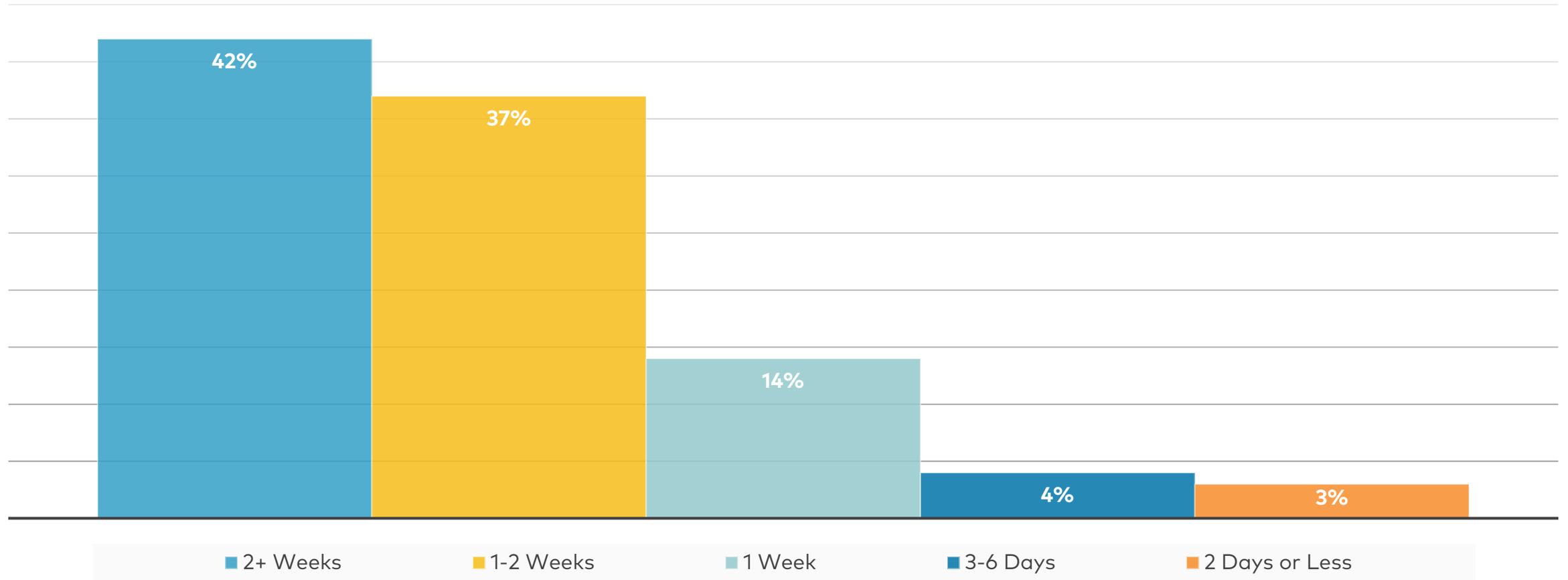
# Americans are stocking up

*Have you purchased supplies to prepare for coronavirus?*



# Most are well-stocked

*How long are you stocked with essential products?*



# Some Products Still Hard to Get:

*\*Showing Americans who reported difficulty accessing product types.*

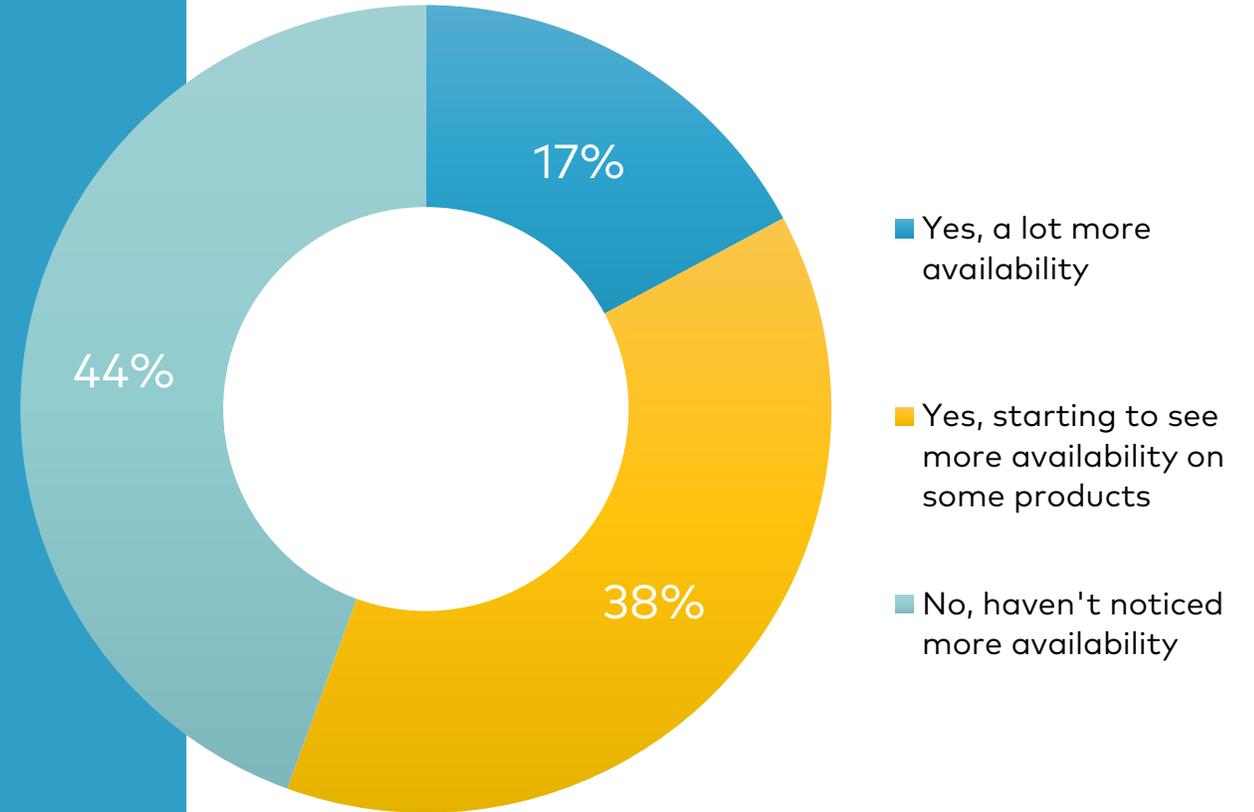
## TOP 5

1. Hand sanitizer (65%)
2. Toilet paper (62%)
3. Disinfecting wipes (57%)
4. Face masks (43%)
5. Cleaning supplies (39%)



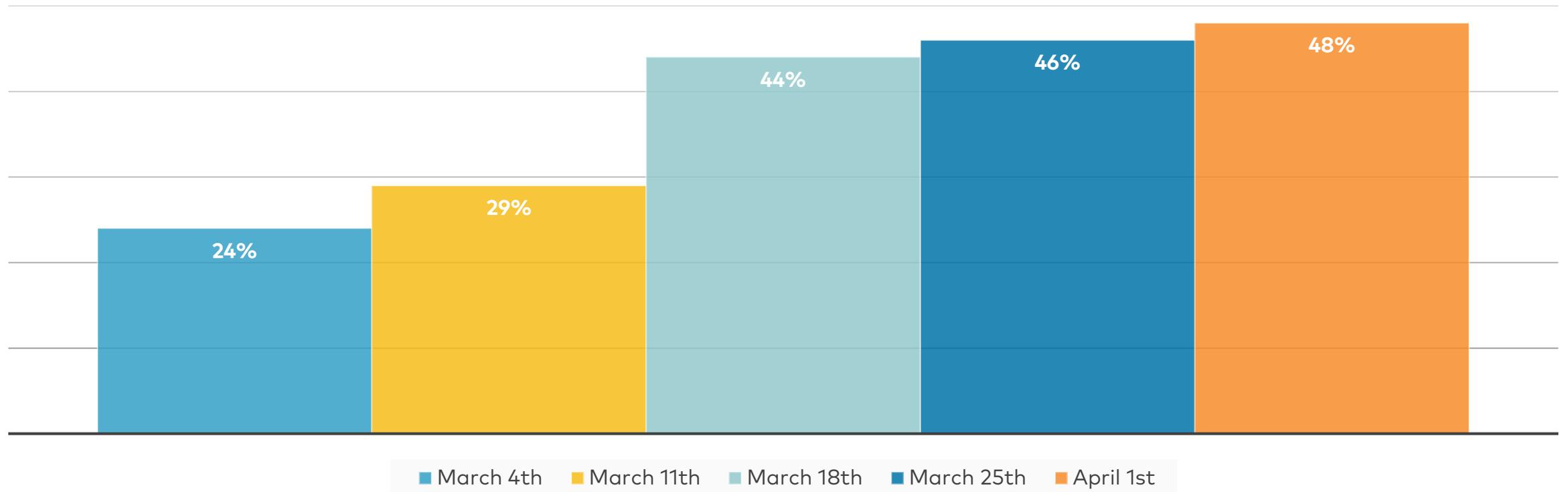
# Back in Stock

Have you noticed more restocks or availability of high-demand products?



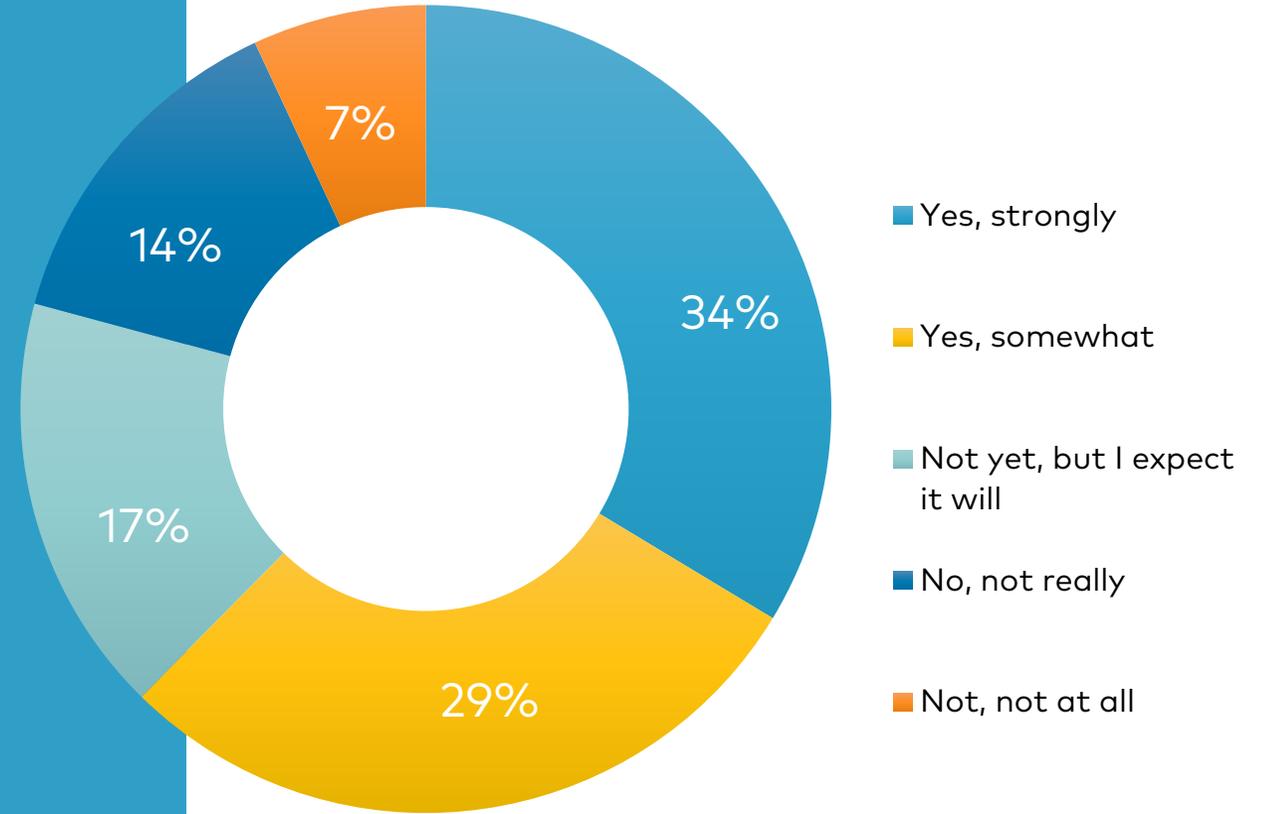
# More are seeing price gouging

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



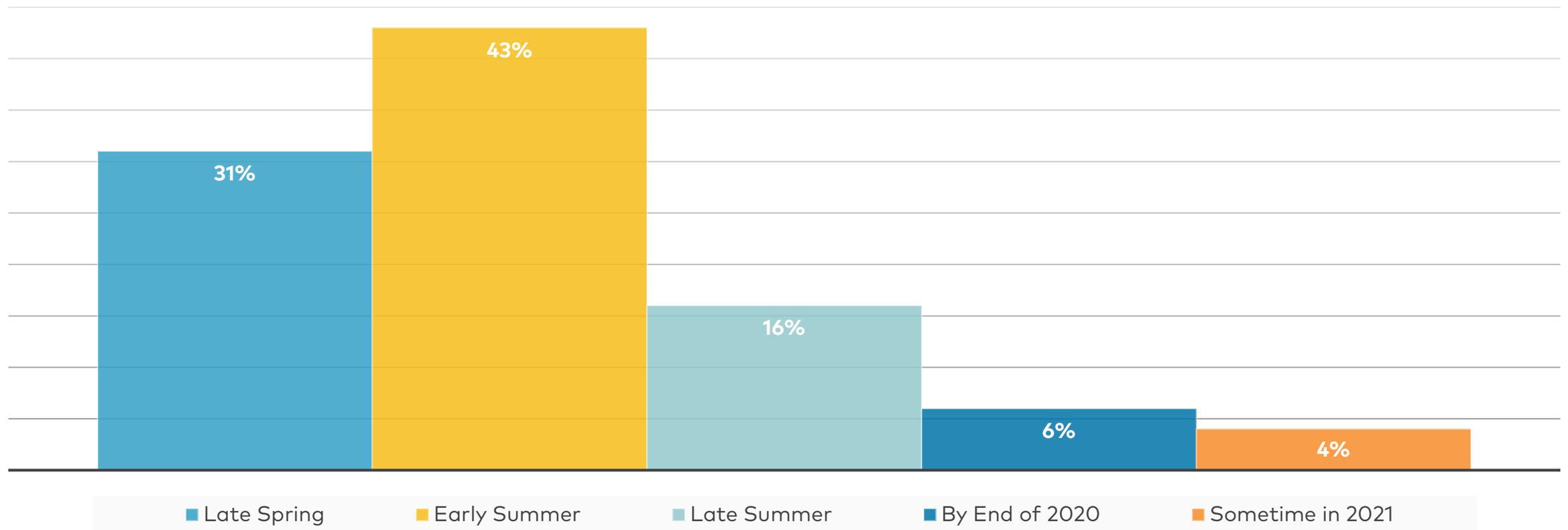
# Financial Worries

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



# When will it end?

*When do you think the majority of mitigation tactics against coronavirus will end?*



# METHODOLOGY

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

*March 4, 604 adults*

*March 11, 709 adults*

*March 18, 711 adults*

*March 25, 926 adults*

*April 1, 1,453 adults*