

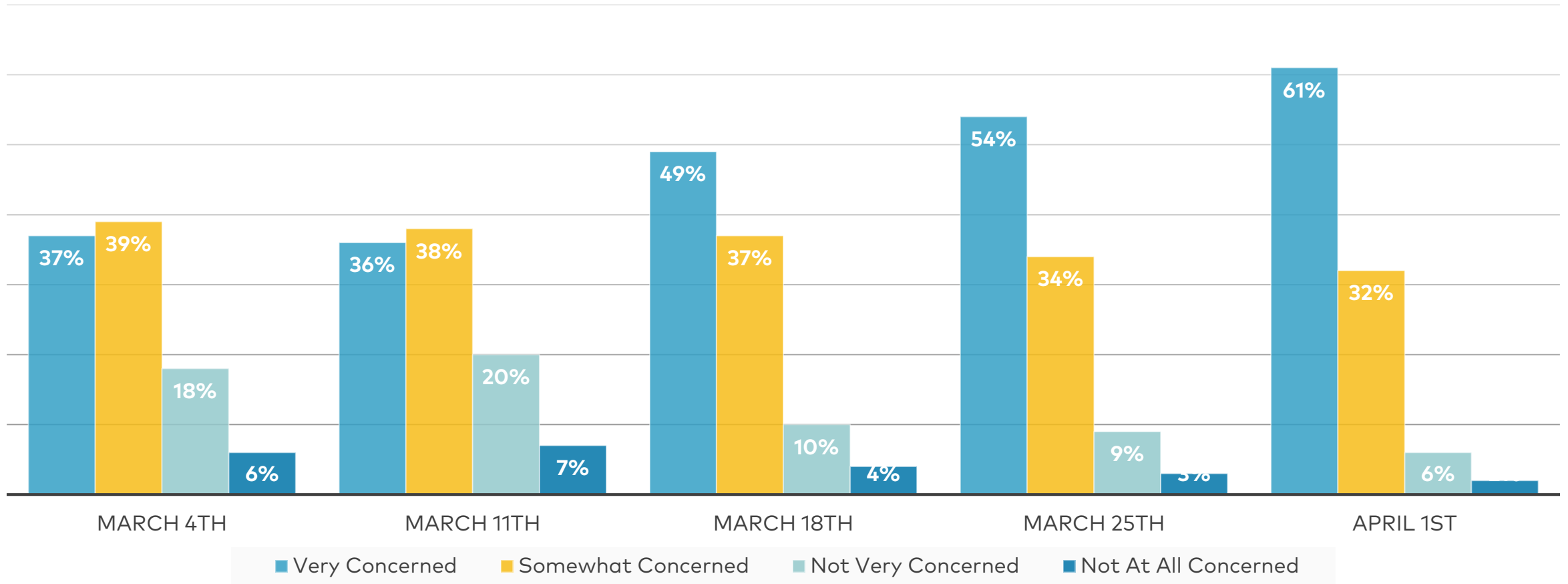
Consumer Brands Association

**CORONAVIRUS WEEKLY
SURVEY RESULTS:
WEEKS 1-5**



Growing concern

Are you concerned about the coronavirus generally?



Access concerns

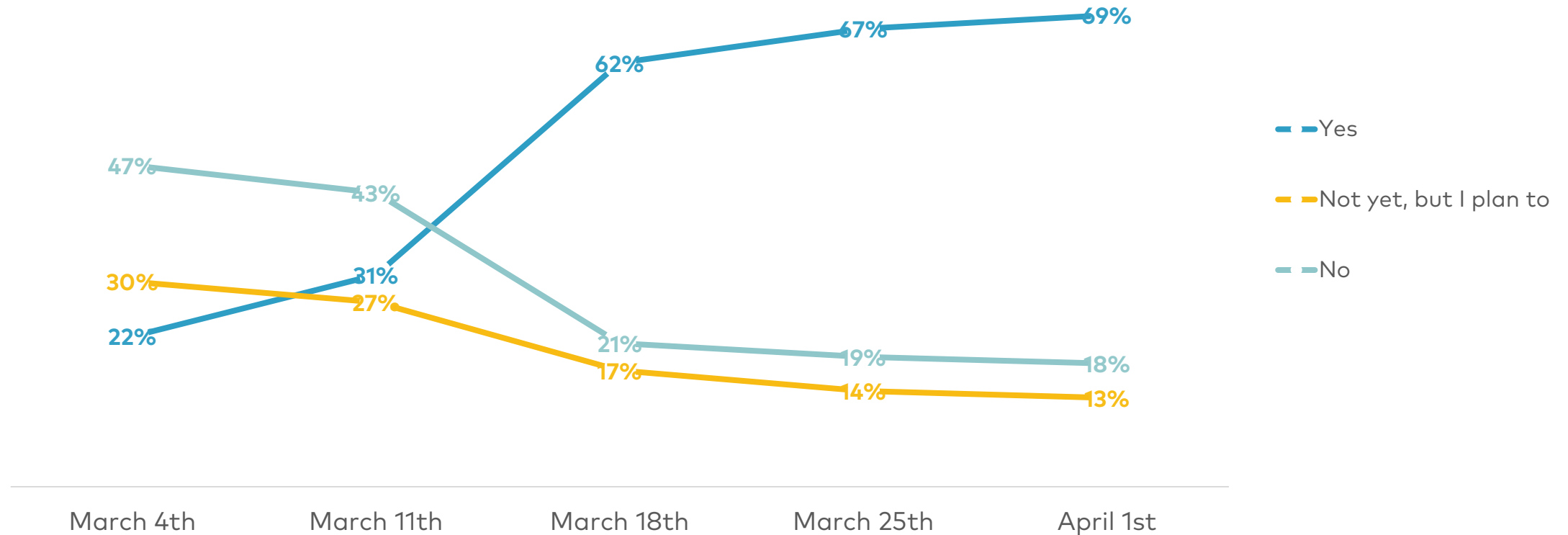
Are you concerned about access to the following product types?

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

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

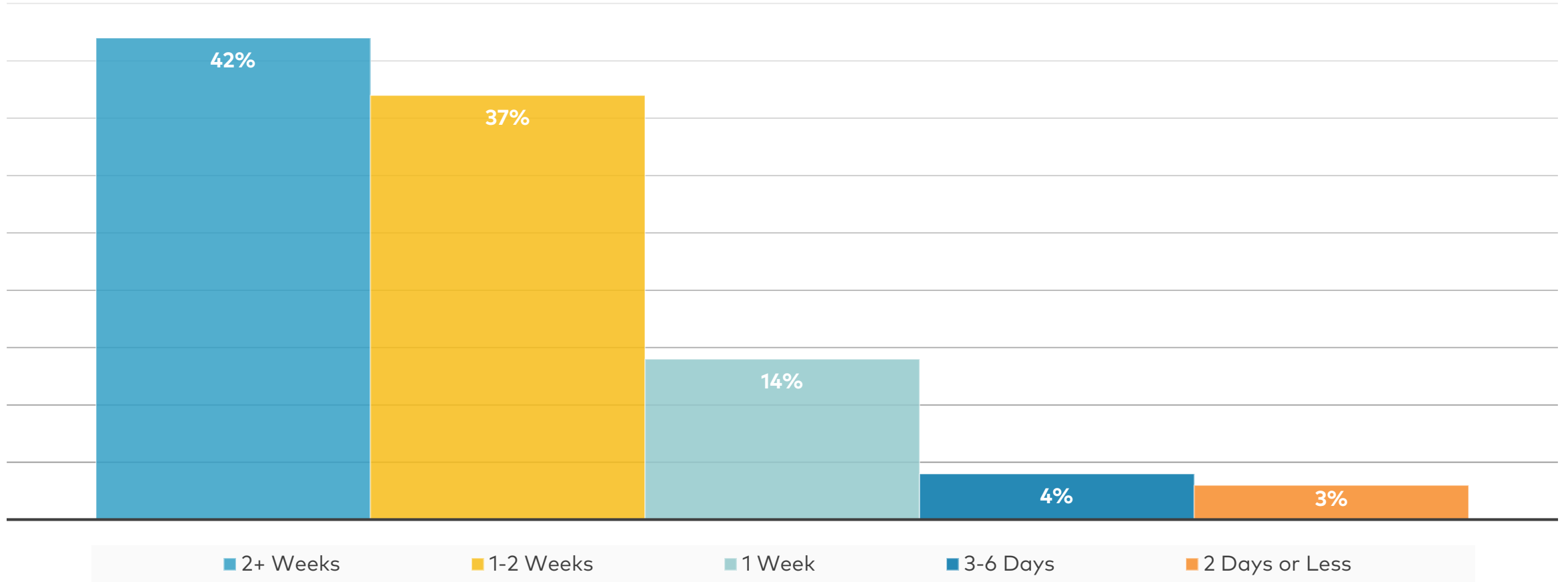
Americans are stocking up

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.*

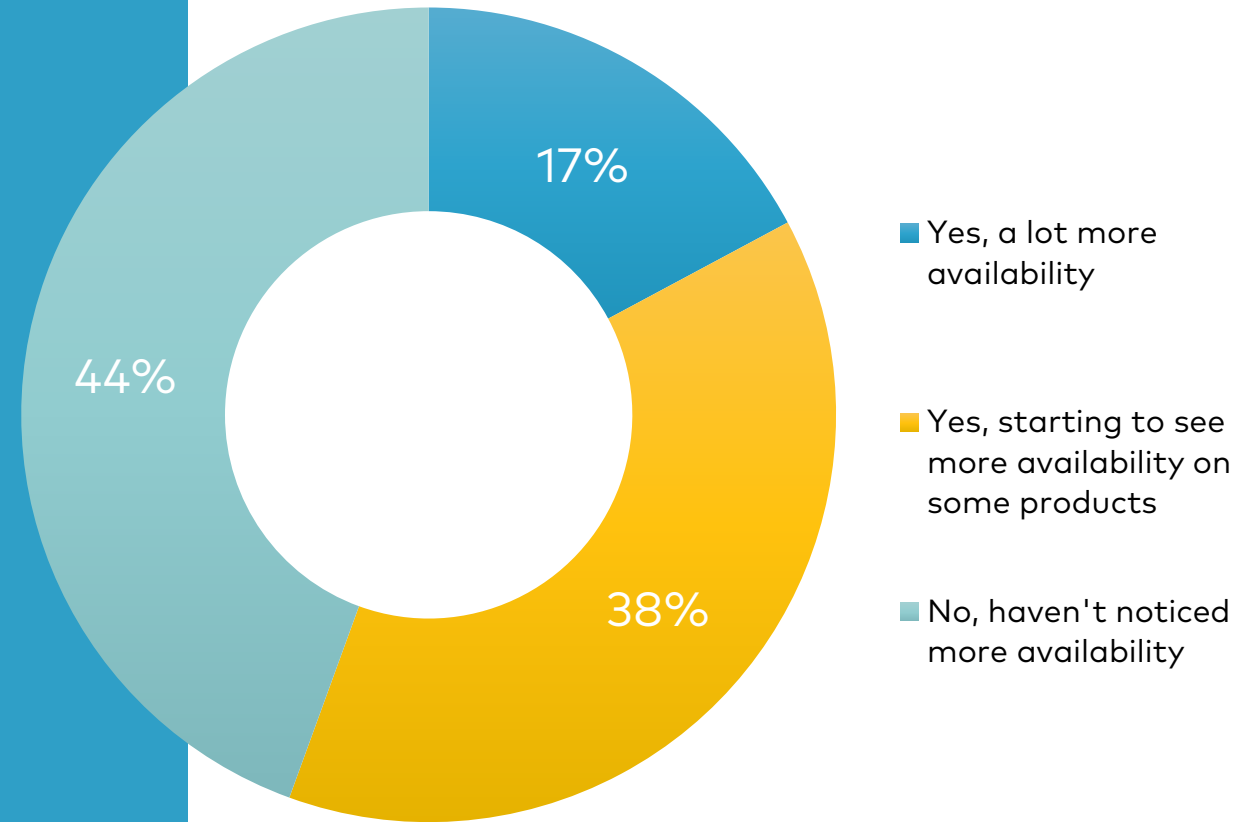
TOP 5

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



Back in Stock

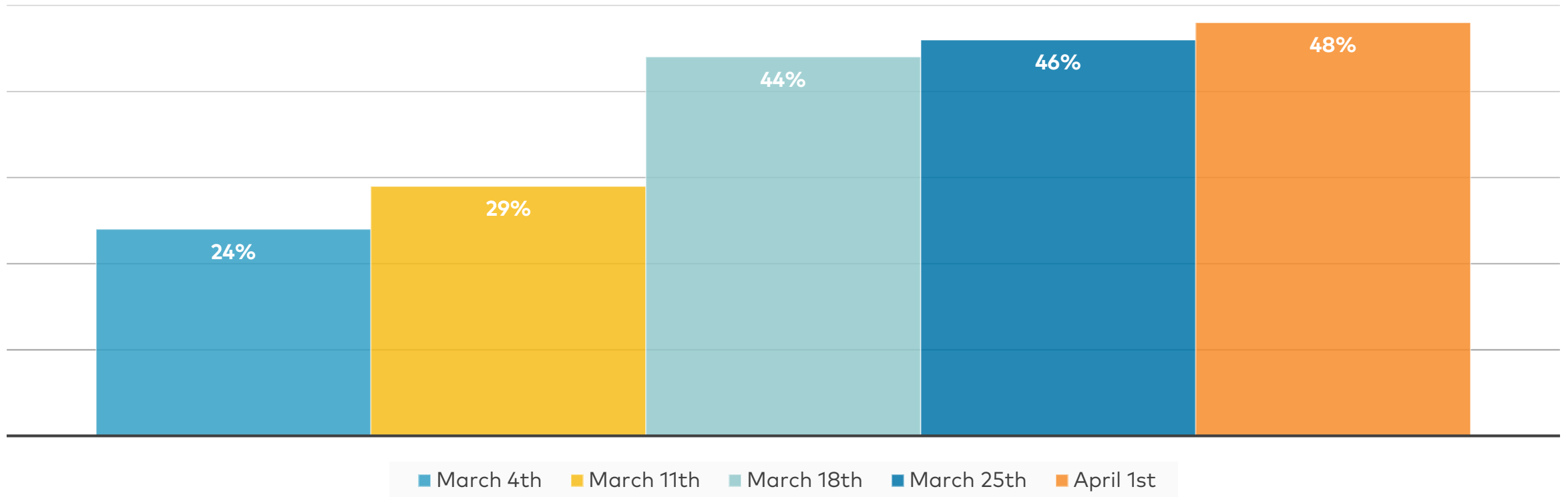
Have you noticed more restocks or availability of high-demand products?



More are seeing price gouging

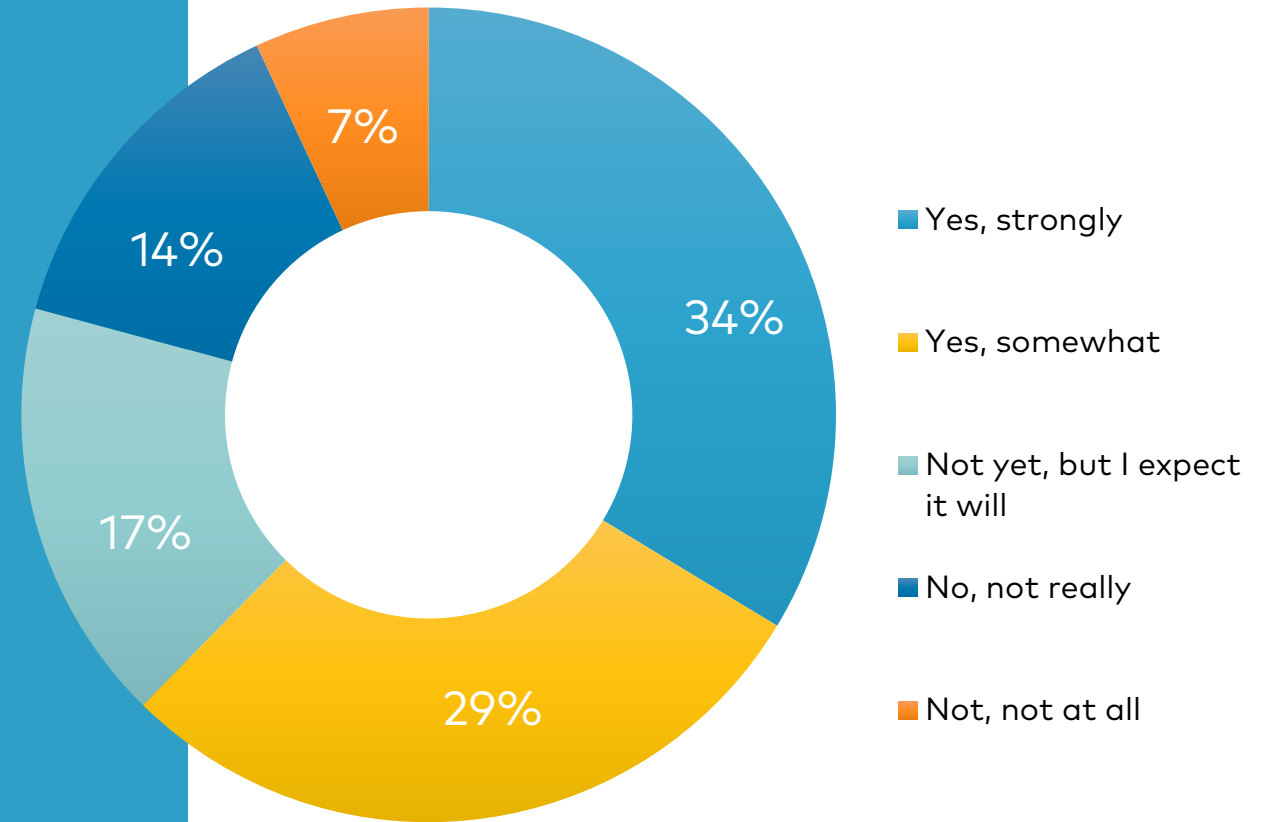
Have you personally seen price gouging on high-demand goods?

**Showing only "yes" responses*



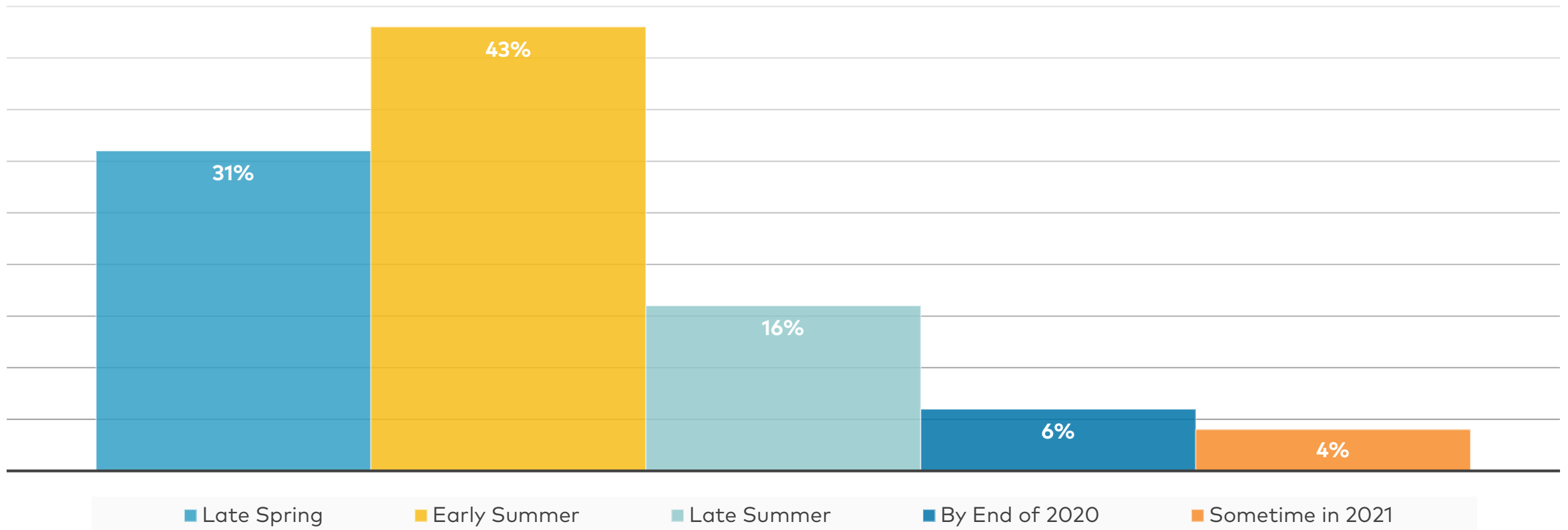
Financial Worries

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