

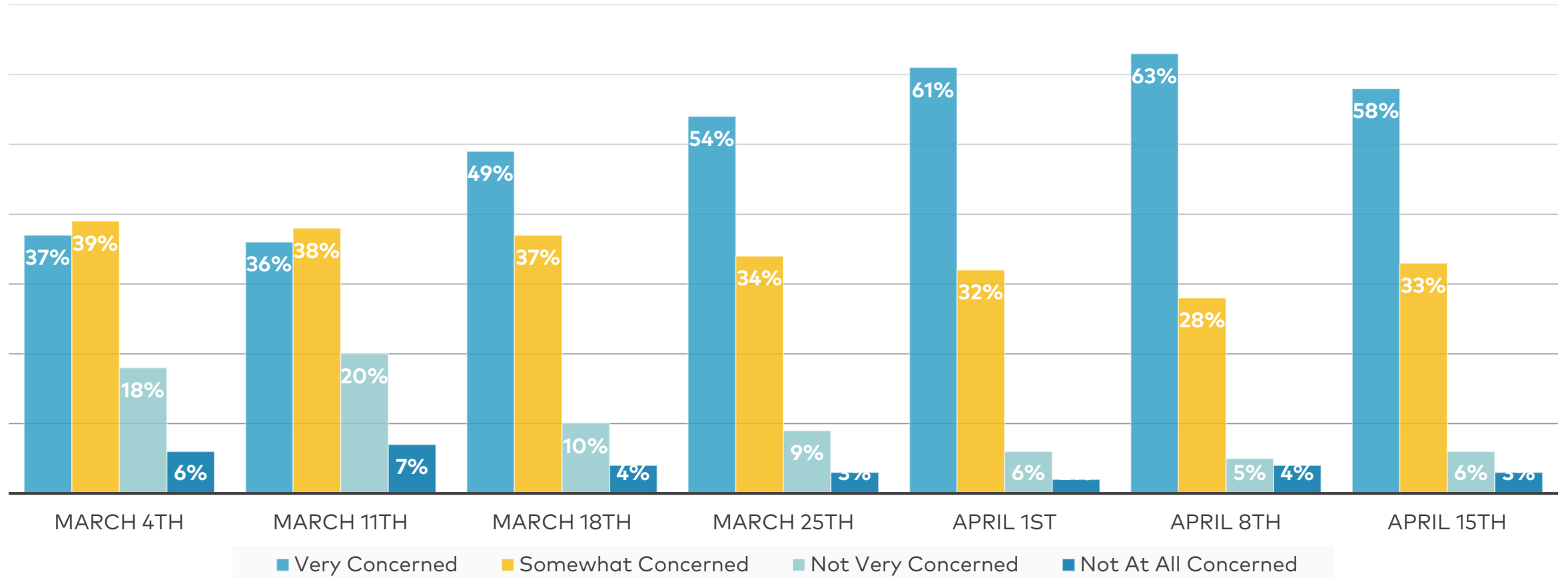
# Consumer Brands Association

CORONAVIRUS WEEKLY  
SURVEY RESULTS:  
WEEKS 1-7



# Concern dips for the first time

*Are you concerned about the coronavirus generally?*



# Access concerns

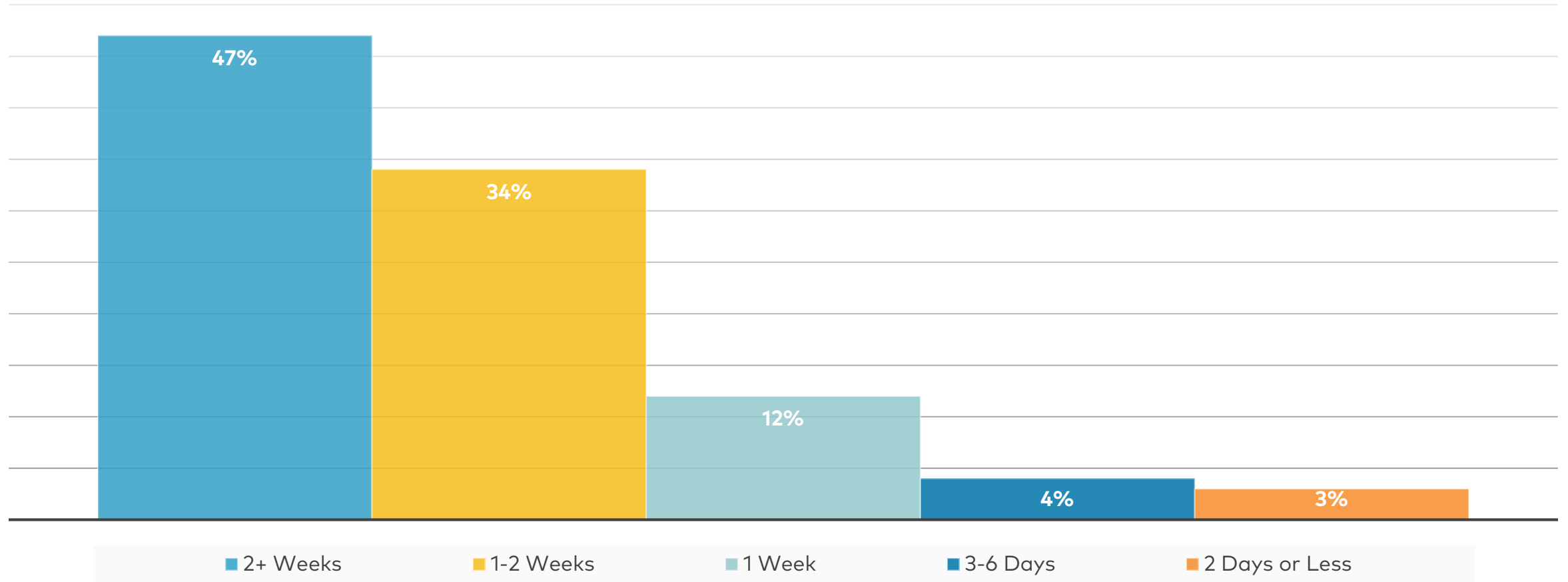
*Are you concerned about access to the following product types?*

	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%
April 8 <sup>th</sup>	72%	62%	65%	58%
April 15 <sup>th</sup>	74%	61%	64%	56%



# Most are well-stocked

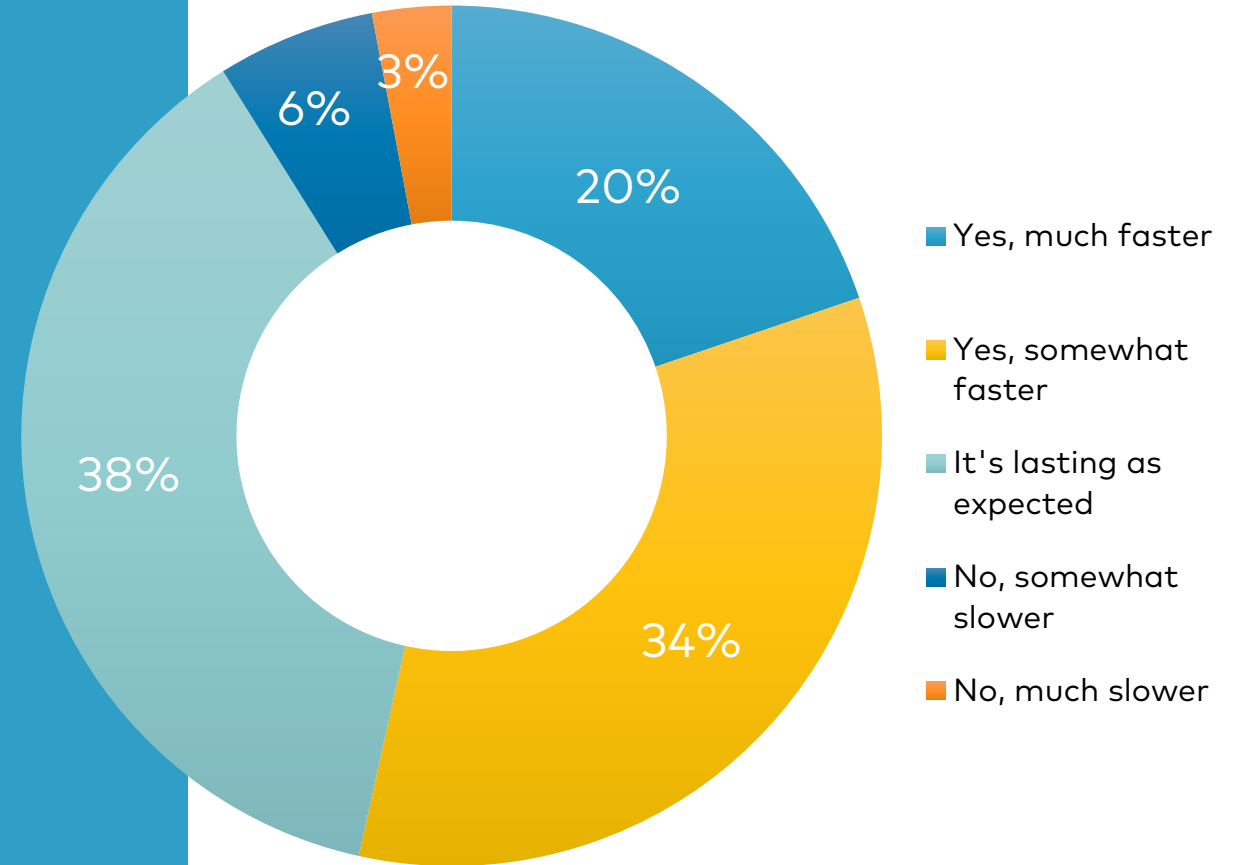
*How long are you stocked with essential products?*





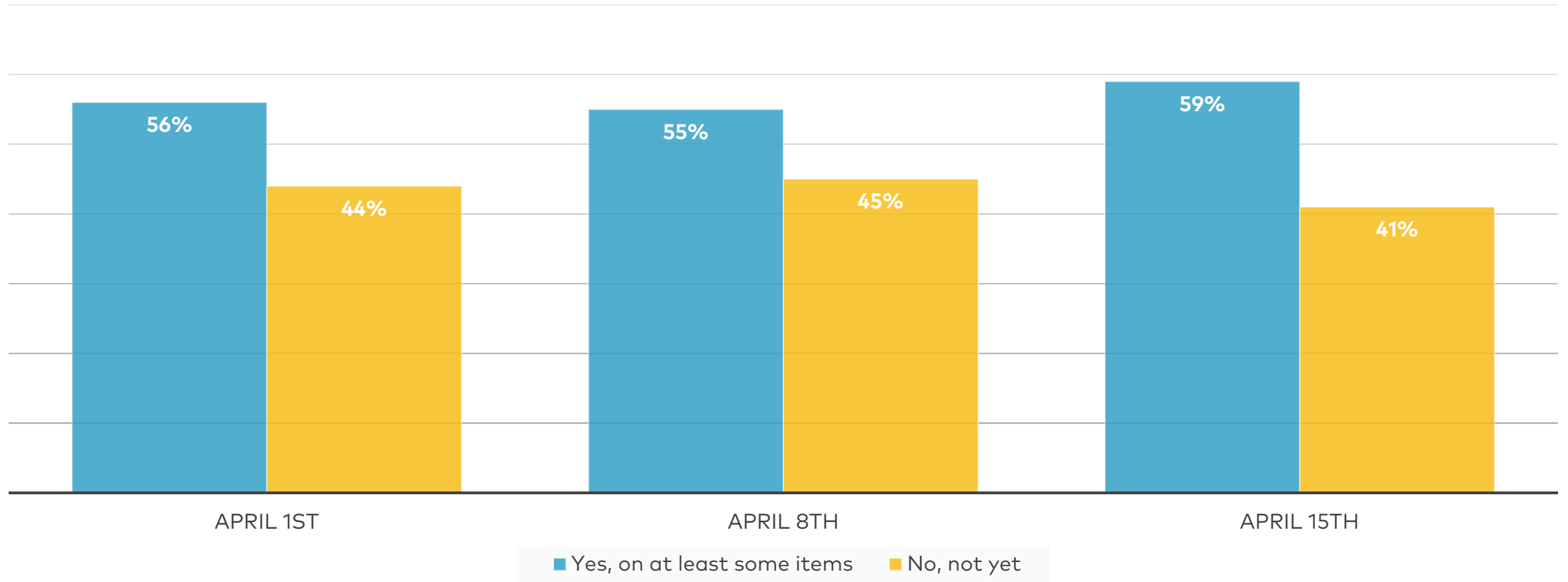
# Does it last?

Have you noticed you are running through your stock of essentials faster than anticipated?



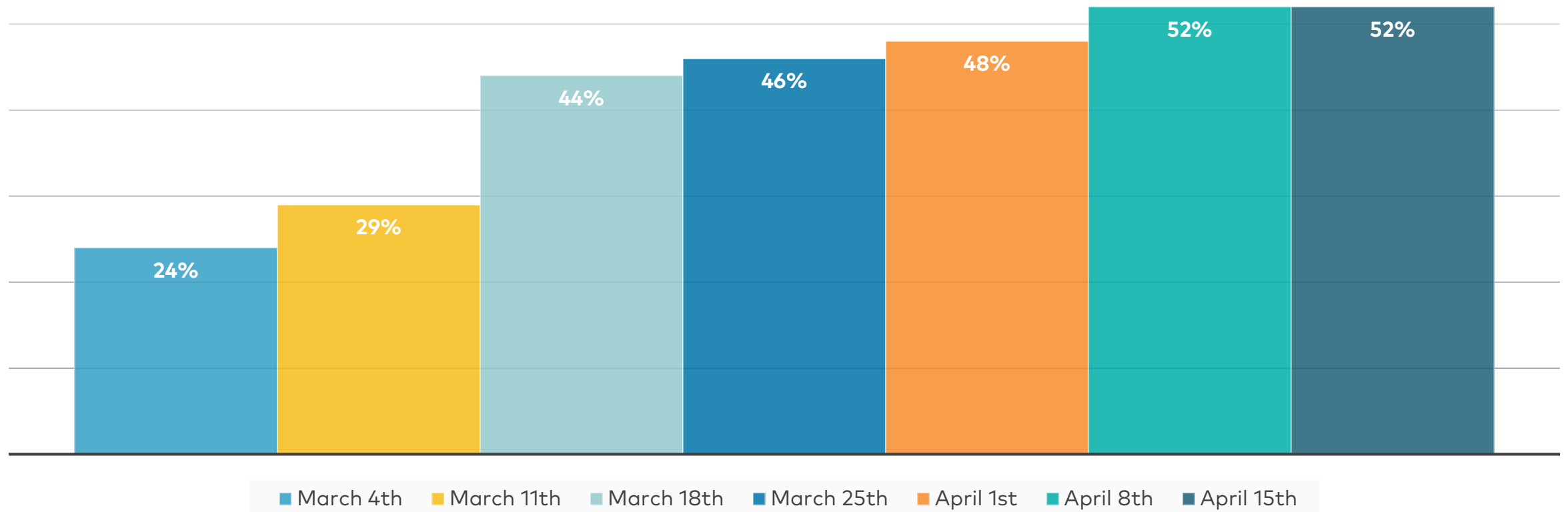
# Slowly coming back in stock

*Are you seeing more availability of high-demand products?*



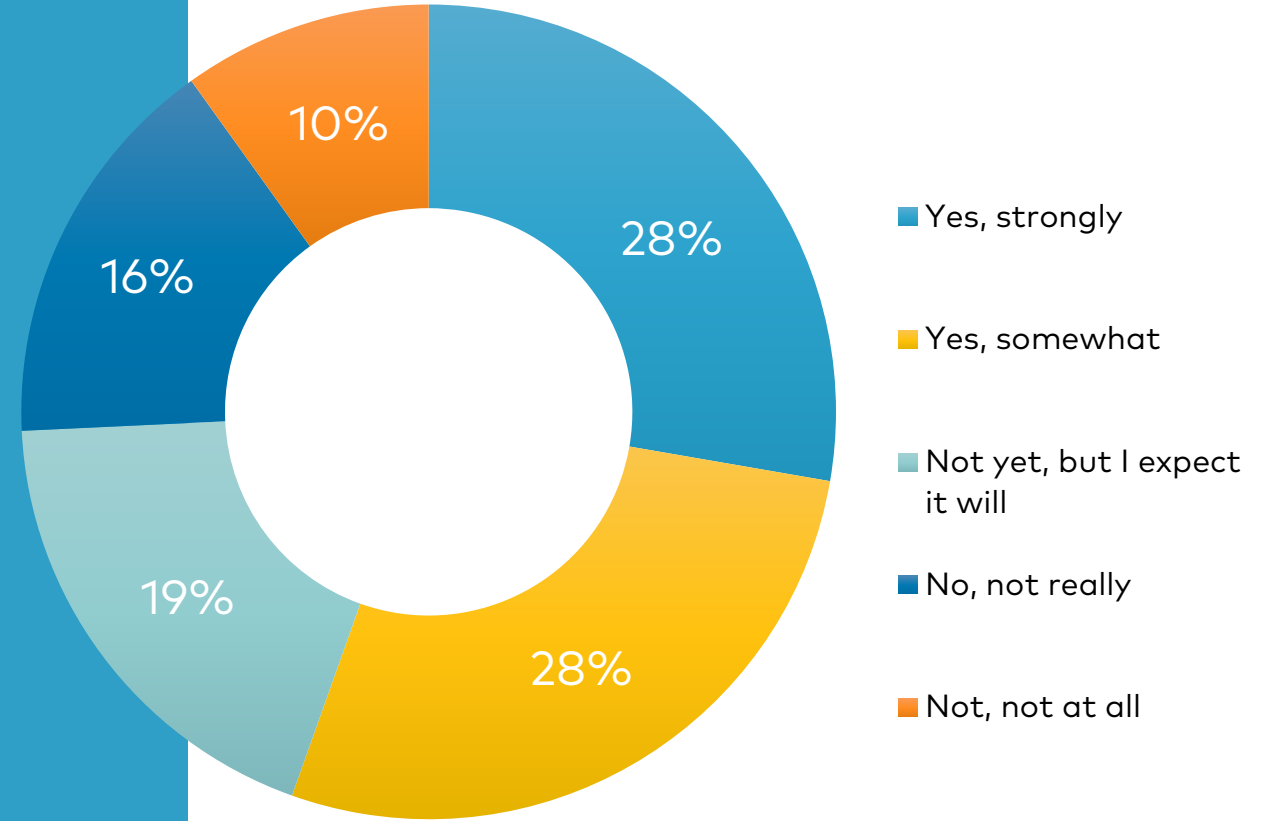
# Price gouging levels out

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



# Financial Worries

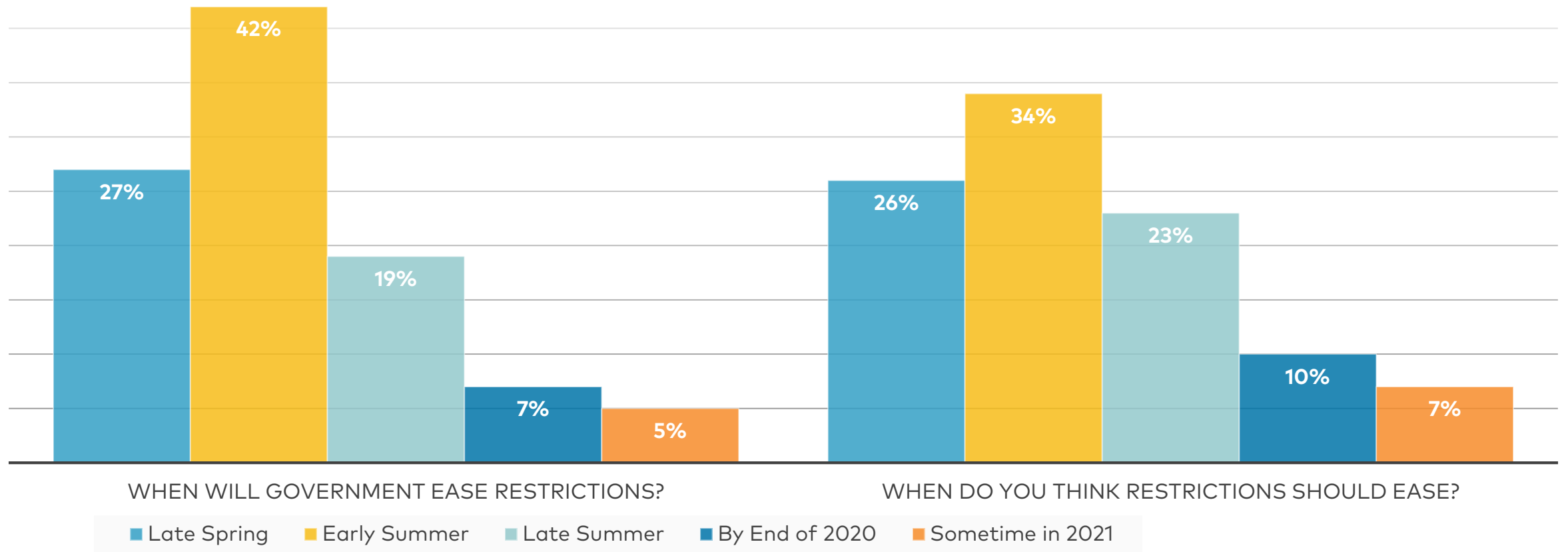
Have the adverse effects of coronavirus made you concerned about your family's ability to pay bills or afford necessities?





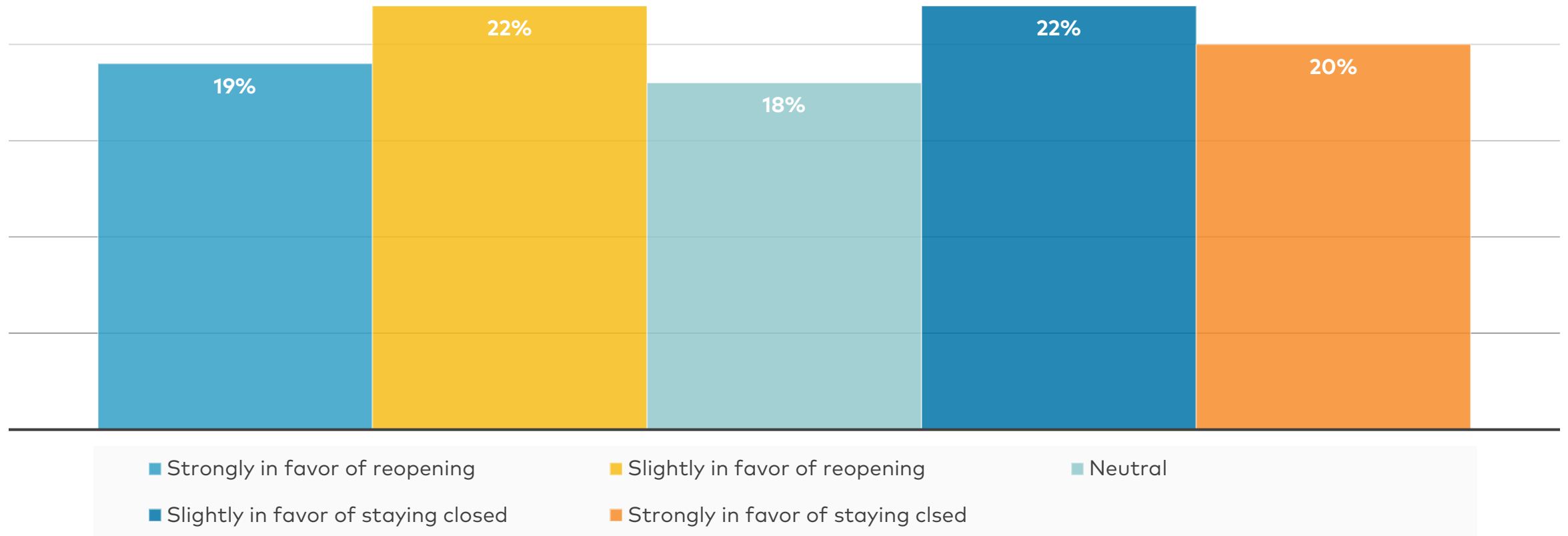
# When will it end?

*When people feel the government will ease restrictions is earlier than most people feel it should happen.*



# Divided on staying closed vs. reopening

*Where do you consider yourself in debate of staying closed for public health vs. reopening the economy?*



# 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*

*April 8, 1,018 adults*

*April 15, 1,020 adults*

