

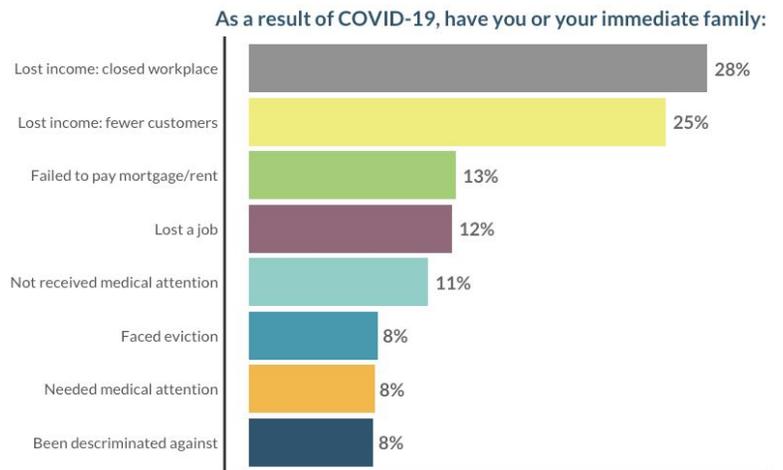
This week's data reflects widespread economic apprehension, but also concern for others over self. Respondents indicated being 'very concerned' about the local (56%) and global (57%) economy, as well as the health of loved ones (59%), more so than their own health (44%).

Additional highlights are below, with topline data [here](#).

The economic impact on Americans' everyday lives is worsening.

- 12% reported they or an immediate family member lost a job (slight up from last week)
 - This number rises to 20% for people who are 18-34
- 28% reported lost income due to a workplace closure
- One in four saw less income due to reduced customer activity

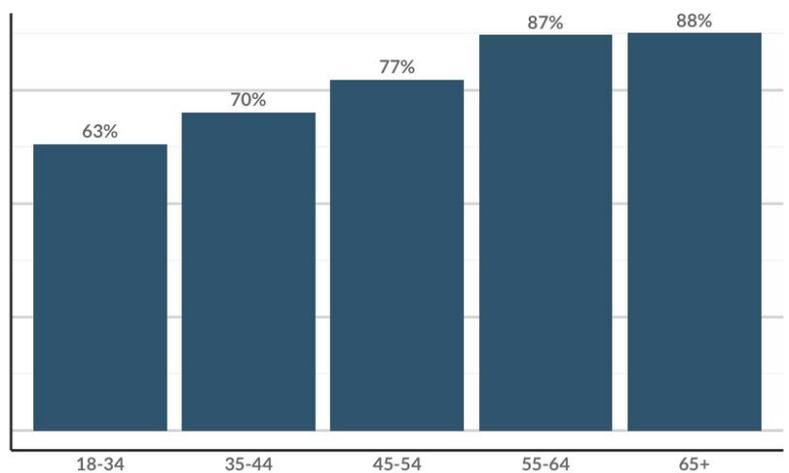
We are seeing 18-34 year olds impacted most. For example, 54% of those ages 18-34 reported difficulty affording daily purchases.



While 18-34 year olds are more impacted, they remain noticeably skeptical of social distancing practices.

- Nearly half felt the severity is exaggerated (45%)
- They display the lowest levels of agreement with many social distancing and government prevention policies (e.g. school, restaurant and nightclub closures).
- They reported lower adherence to common safety precautions, such as regular hand washing, maintaining distance from others (even when feeling healthy), avoiding public transit, and cleaning surfaces regularly.

Percent who believe staying away from others even when feeling healthy will prevent/delay COVID-19
By age

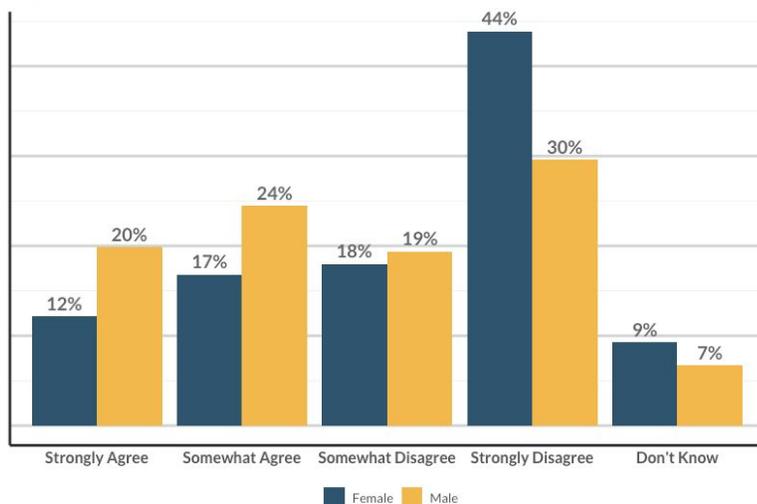


Despite heightened concern levels overall, there is a clear gender gap in perceived severity of COVID-19.

- 44% of men said coronavirus-related danger levels are exaggerated, compared to 29% of women
- Additionally, while the 65+ age group is most susceptible to the virus, about half disagreed with the statement “I’m likely to catch COVID-19.”

'The danger or severity of the outbreak has been over-exaggerated'

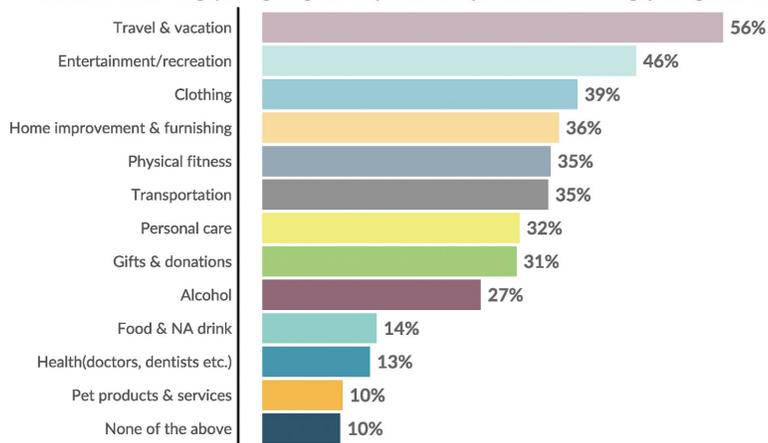
By gender



44% of respondents are struggling to afford everyday items, but the items likely to get budgeted out first differ by demographic.

- Respondents were more likely to cut back on their own personal health care (13%) than pet products (10%)
- Alcohol (27%) appears to take priority over entertainment (46%), clothing (39%), fitness (35%) and personal care (32%)
- Compared to the average American:
 - Those ages 65+ are least likely to give up alcohol (-12%)
 - Those 18-34 are least likely to give up entertainment (-12%) and home improvement (-6%)
 - Those ages 50-64 are more likely to give up gifts/donations (+8%)

...which of the following spending categories are you most likely to consider decreasing spending on first?



To track how consumer opinions and behaviors change, Civis will be fielding research weekly. Subscribe to receive updates as they’re available in your inbox [here](#). If you have questions about the research or want to request further analyses, please fill out the form below.

Methodology

Survey was fielded from March 26-27, 2020 and included responses from 1,980 adults across the country. Results have been weighted to be representative of the U.S. population.