

Coronavirus Pulse Survey Research

April 17th, 2020

Questions fielded April 2-3 and April 10-12, 2020



Overall concern about Coronavirus appears to have leveled off, though concern remains high (87% are concerned). We also continue to see staggering levels of impact, though this has also created a stronger sense of community.

Highlights are below, and additional topline data can be found [here](#).

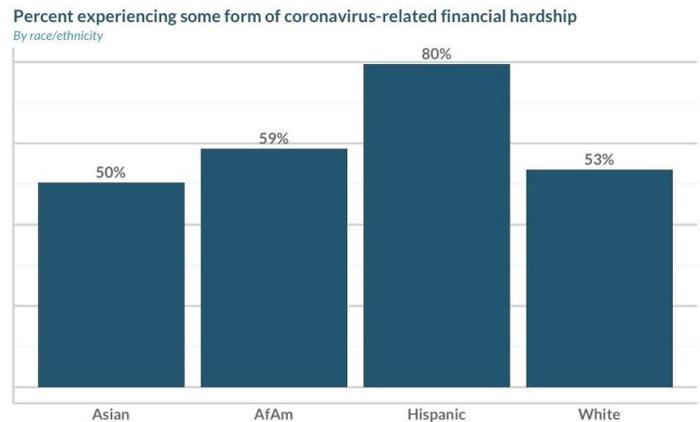
Almost 60% reported they or an immediate family member have experienced some form of financial hardship. This number is particularly high among Hispanic adults.

- 28% of Hispanics say they or a family member lost a job due to COVID-19, much higher than African American (15%), Asian (11%) and White (11%) respondents
- Hispanic participants also report losing income over reduced hours/fewer shifts (43%) more frequently than African American (30%), Asian (26%) and White (26%) participants

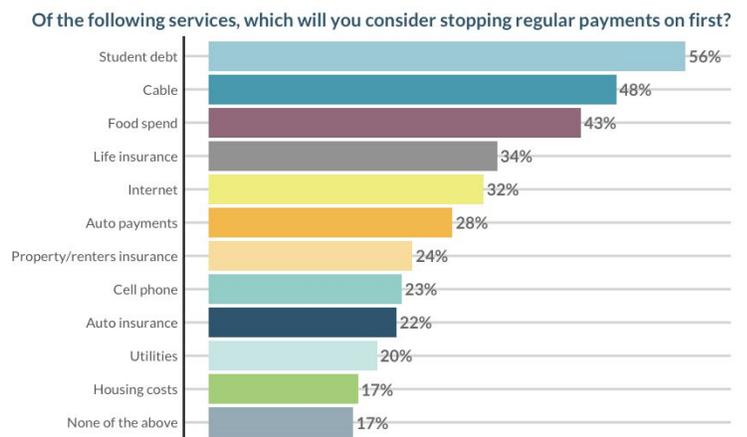
...and surprisingly, \$100k+ earning households indicated failing to make mortgage and rent payments (8%) about as often as those earning much less

The findings above are especially troubling considering as of April 3rd, nearly half of US adults were already having some difficulty affording daily purchases. Student debt (56%), cable (48%) and food spend (43%) are the areas where respondents will consider reducing spending first.

- Women (20%) more commonly said they would not cut back on payments in any of the provided categories (+8% over men)
- Advanced degree holders seem more willing to stop insurance payments than those at other levels of educational attainment (44% auto, 60% life, 48% property or renters)



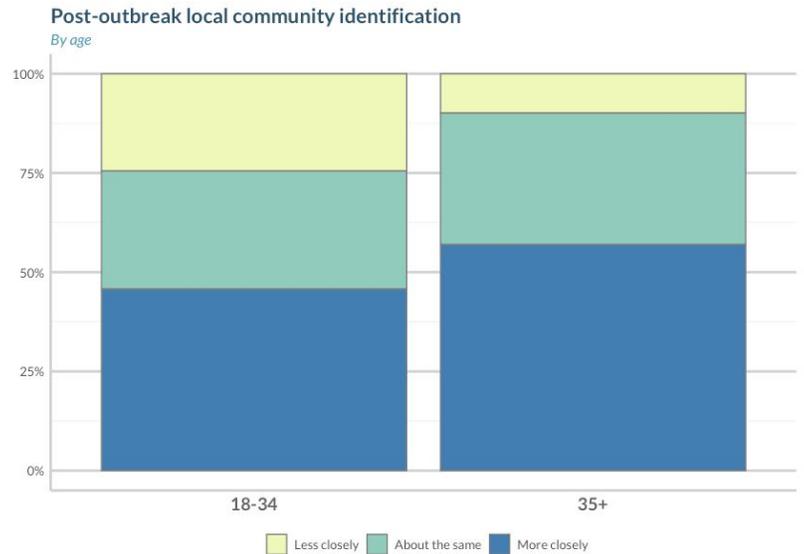
Week of April 10



Week of April 03

Despite the negative effects of COVID-19, the crisis is creating a stronger sense of community -- locally, nationally, and even globally.

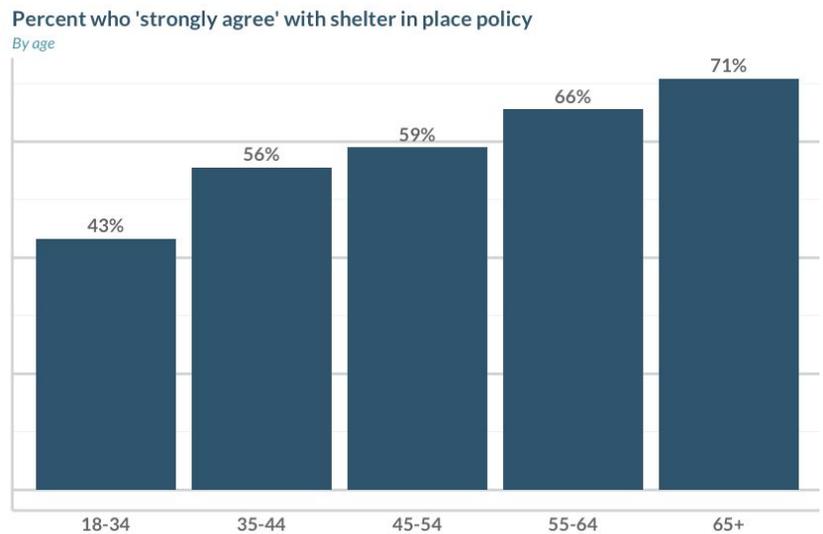
- This is especially pronounced among adults ages 35+, who report closer identification with their local and national communities more often than their younger counterparts (+11%, +15%, respectively)
- Nearly half of those surveyed (46%) indicate feeling closer to the global community, though this did not vary as much by age



Week of April 10

A month+ in, younger adults appear more optimistic about the duration of the pandemic: about 47% of 18-34 year olds strongly agree that the outbreak will last another month or more, compared to 64%+ of those 65+.

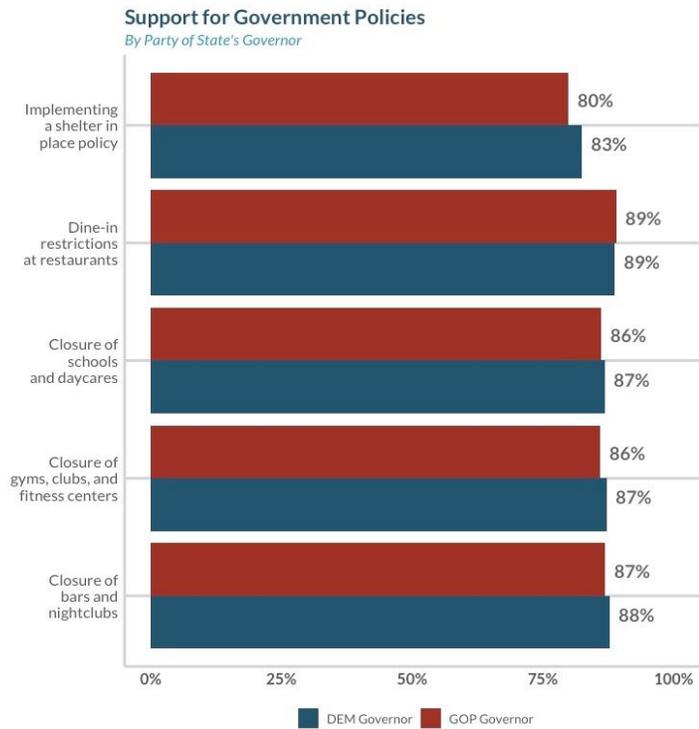
- This is evident in the strong positive correlation between age and likelihood of strong agreement with the closure of bars, restaurants and gyms (28%, 27%, 28% differences between 18-34 and 65+ respectively)
- Older respondents are also much more in favor of shelter in place policies (71% age 65+, +28% from 18-34)



Week of April 10

Support for government policies that promote social distancing remains high.

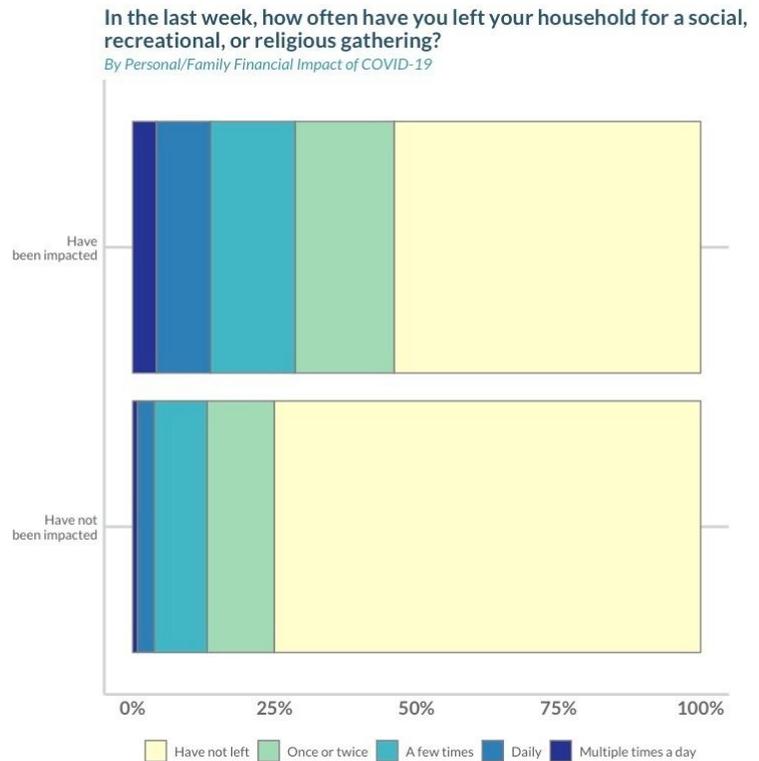
- Since the beginning of March, social distancing measures implemented by state and local governments have been supported by more than 80% of Americans.
- This strong level of support is consistent across states with both Republican and Democratic governors.
- Americans under 35 remain the least likely to support these measures.



Week of April 10

People who have been impacted by COVID-19 either financially or medically have left their homes for social, recreational or religious gatherings more frequently than those who haven't been impacted.

- 63% of respondents have not left their house in the last week, while only 10% have left daily or more.



Week of April 10

To track how consumer opinions and behaviors change, Cavis 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

Surveys were fielded from April 2-3 and 10-12, 2020 and included responses from 2,726 and 2,609 adults from across the country, respectively. Results have been weighted to be representative of the U.S. population.