

US CONSUMERS RESPOND TO COVID-19

A weekly tracker examining Americans' worries and behavior changes directly related to COVID-19.



Marissa Gilbert, Associate
Director, Health and
Wellness Reports



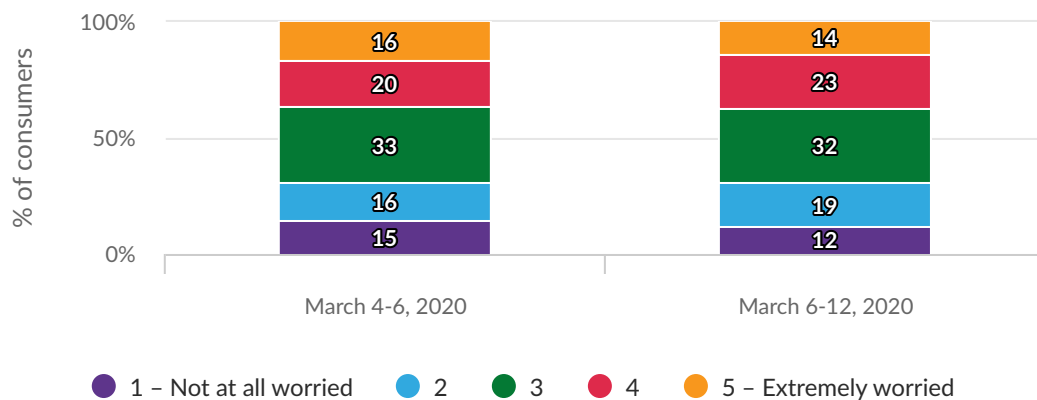
Mintel's perspective

As the scope and impact of the COVID-19 pandemic continues to unfold, many industries are looking at a chain reaction of challenges, as well as opportunities. While we at Mintel are always measuring changes in consumer behavior, we are taking an ever closer look here, and in the weeks to come, at the impact COVID-19 is currently having on consumer sentiment and behavior.

Worry over exposure to COVID-19 is holding steady...for now

- Moderate concern means brands can still assure consumers with ways to prepare, prevent or treat amidst a wider spread outbreak.
- As the number of cases in the US grow, worry will increase as more people identify close contact with someone known to have COVID-19.
- News from the CDC limiting gatherings for the next eight weeks and a string of state-level shutdowns is also likely to elevate the seriousness of the situation for many consumers.

US: "How worried are you about the risk of being exposed to the coronavirus (also known as COVID-19)?," March 2020



Data is weighted

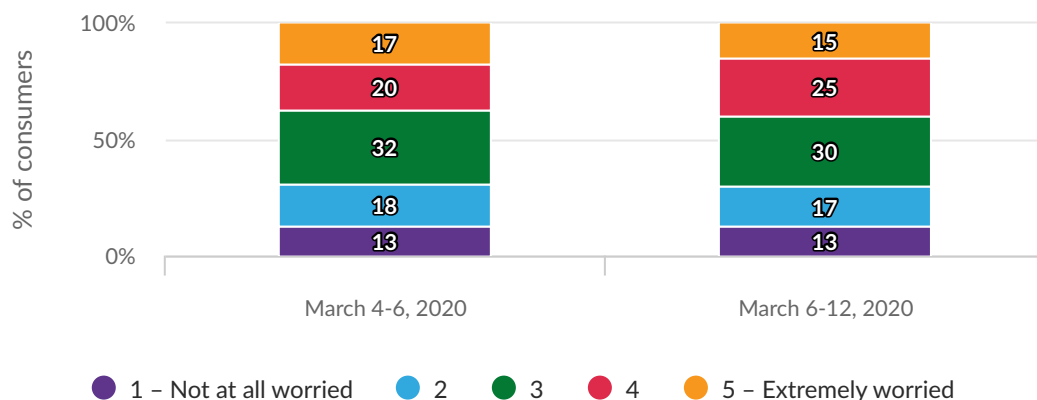
Base: internet users aged 18+

Source: Lightspeed/Mintel

Lifestyle impact increasing as travel and major events are restricted

- Consumers will crave a sense of normalcy in the days and weeks to come.
- Worry will continue to rise as US states enforce increasingly stringent social distancing measures.
- Brands are stepping up to help consumers feel more at home...at home.
- For example, Scholastic is offering free access to resources for kids during school closures, and Michael Symon is going live on the Food Network Kitchen Facebook page to demo pantry recipes.

US: "To what extent are you worried about how the outbreak might affect your lifestyle?," March 2020



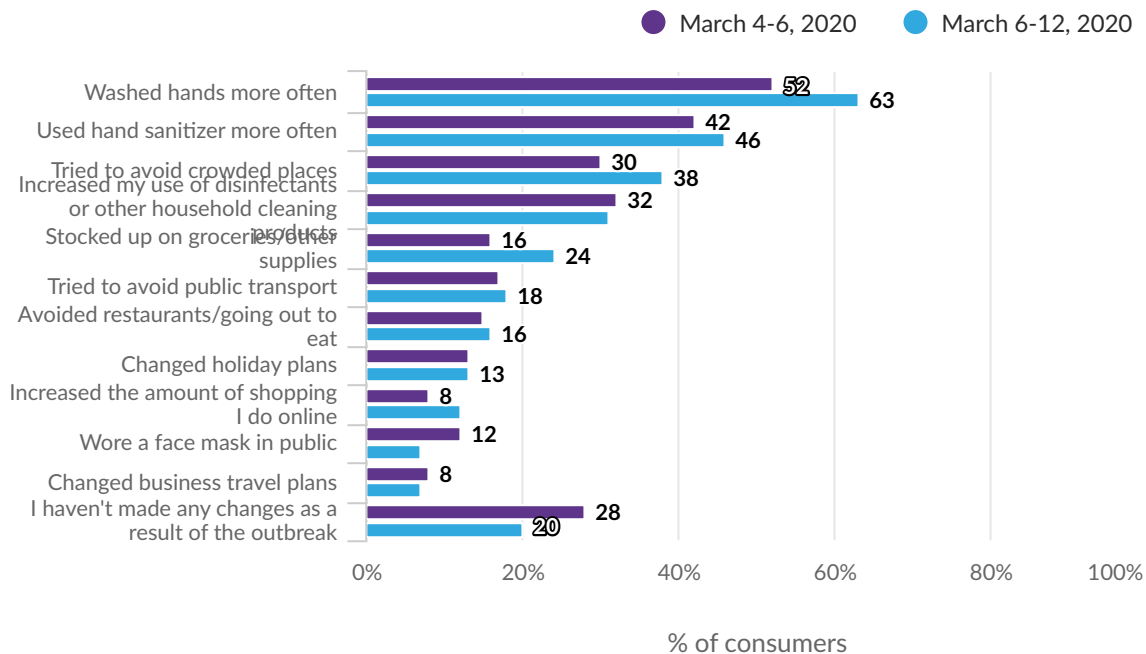
Data is weighted

Base: internet users 18+

Source: Lightspeed/Mintel

Proactive measures and home preparations increase as consumers focus on what they can control (their germs)

US: "Have you or your family made any changes as a result of the COVID-19/coronavirus outbreak? Please select all that apply," March 2020



Data is weighted

Base: internet users 18+

Source: Lightspeed/Mintel

Worry in the Midwest spikes as proximity to identified cases expands across the US; lifestyle impact felt by people in warmer states

	Risk of being exposed to COVID-19 (% worried)		Effect outbreak will have on lifestyle (% worried)		I haven't made any changes as a result of the outbreak	
	March 4-6	March 6-12	March 4-6	March 6-12	March 4-6	March 6-12
	%	%	%	%	%	%
Total	36	37	37	40	28	20
Northeast	39	33	45	36	26	19
Midwest	20	35	26	32	36	26
South	41	42	37	43	27	17
West	39	35	40	46	25	21

Data is weighted; % worried includes: Top 2 Box of 5-point scale (4, 5-Extremely Worried)

Base: internet users 18+

Source: Lightspeed/Mintel.

Adults 65+ are not increasingly alarmed, but have started making more lifestyle changes. Adults 55-64 have increased worry and action most

	Risk of being exposed to COVID-19 (% worried)		Affect outbreak will have on lifestyle (% worried)		I haven't made any changes as a result of the outbreak	
	March 4-6	March 6-12	March 4-6	March 6-12	March 4-6	March 6-12
	%	%	%	%	%	%
Total	36	37	37	40	28	20
18-34	40	40	43	43	21	15
35-44	40	40	42	44	26	20
45-54	36	35	33	38	28	22
55-64	31	38	30	38	40	23
65+	30	31	33	34	33	23

Data is weighted: % worried includes 4 and 5-Extremely Worried

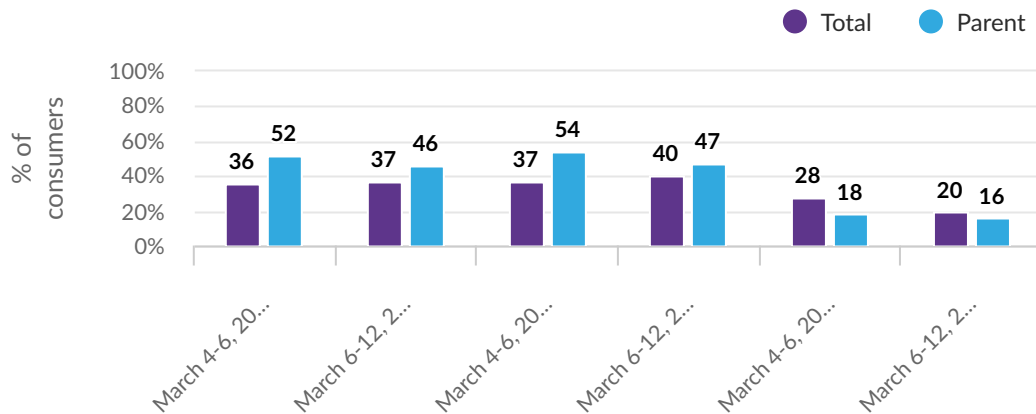
Base: internet users 18+

Source: Lightspeed/Mintel

Early preparation is easing worry for parents

- Parents already worry about sick kids and COVID-19 is new territory for them, which is likely why their worries spiked early.
- Parents' early worry was matched by prompt behavior changes and preparation measures to mitigate their family's exposure.

US: attitudes towards COVID-19, March 2020



Data is weighted: % worried includes 4 and 5-Extremely Worried

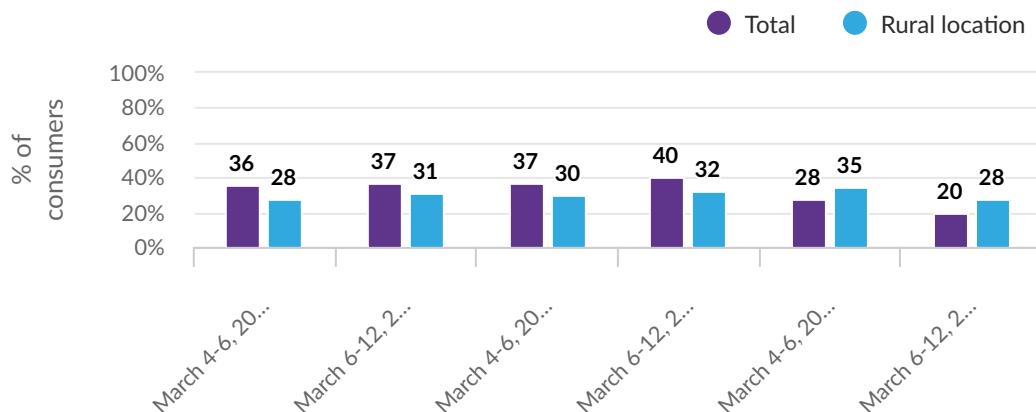
Base: internet users 18+

Source: Lightspeed/Mintel.

Rural consumers feel isolated from the spread of the virus, reflected in more modest change of behavior

- Rural residents have built in social distancing behaviors, unlike their more densely population counterparts in suburban and urban areas.
- If an outbreak impacts rural residents, these consumers are likely to be under prepared. And with more limited access to retailers and same day delivery services these consumers could be the hardest hit.

US: attitudes towards COVID-19, March 2020



Data is weighted: % worried includes 4 and 5-Extremely Worried

Base: internet users 18+

Source: Lightspeed/Mintel

Key news and confirmed number of COVID-19 cases

Key events and case numbers during the consumer research fielding period:
March 4-12, 2020

Significant events during our fielding period

March 4-6, 2020:

213 confirmed cases in the US

March 6, 2020:

President Trump signed \$8.3 billion emergency spending package to combat the coronavirus outbreak

March 11, 2020:

World Health Organization declares COVID-19 pandemic

President Trump announced the suspension of all travel from Europe (except the UK) to the US for 30 days

NBA suspends basketball season

March 12, 2020:

1.3K confirmed cases in the US

US stocks plummet in worst day of trading since Oct 19, 1987

MLB, NHL and NCAA postpone or cancel their seasons

Source: WHO (World Health Organization), [Our World in Data](#)



Meet the expert

Marissa Gilbert**Associate Director, Health and Wellness Reports**

Since joining Mintel in 2015, Marissa has drawn on her strong passion for health and wellness to develop insightful analysis and apply relevant industry trends across Mintel's Health and Wellness Reports. Marissa's strong research background in proprietary research spans several industries including CPG.

Read more by this expert | Get in touch

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a Chinese licensed market survey agent ([see Research Methodology China for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: info@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 5456 5605
Singapore	+65 (0)6 818 9850