

A scientist in a white lab coat is working in a laboratory. He is leaning over a desk, writing on a clipboard with a pen. A desk lamp is illuminating his work area. The background shows shelves with various laboratory equipment and supplies.

KANTAR

Covid-19 Weekly Pulse

United States

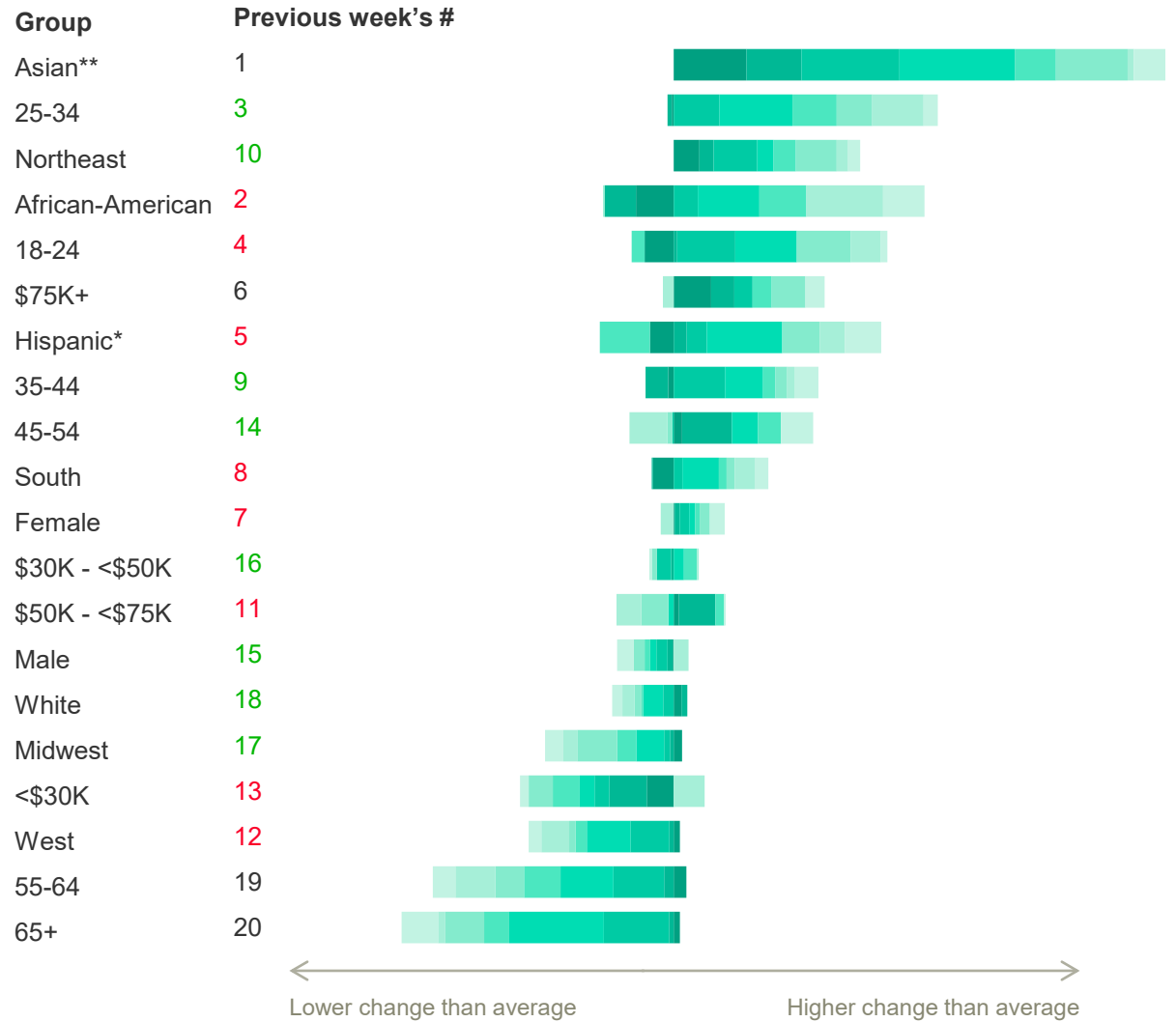
3/16/2020-3/22/2020

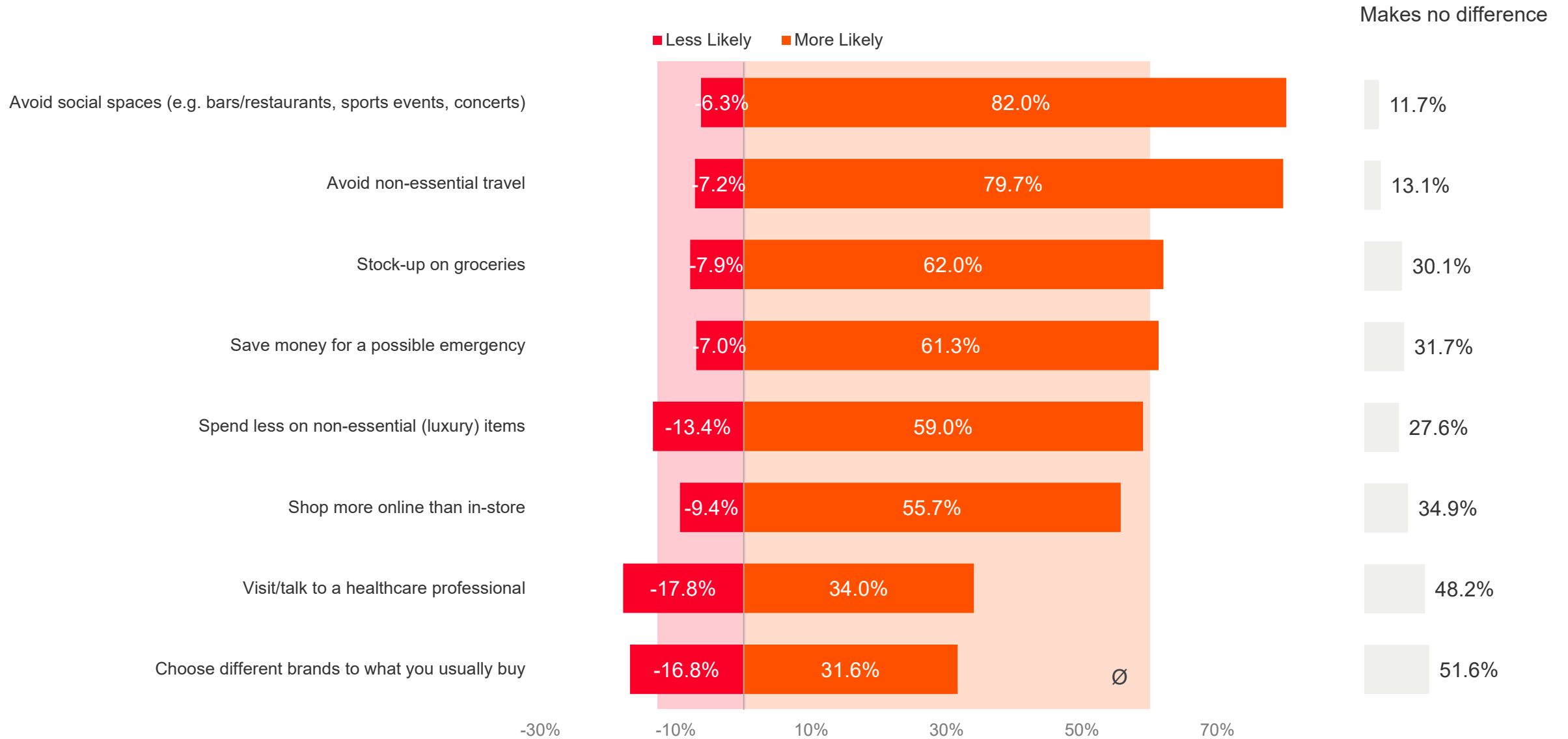
Thinking about the current
COVID-19 (coronavirus)
situation, how likely are you
to **change your behavior?**

Change Behavior

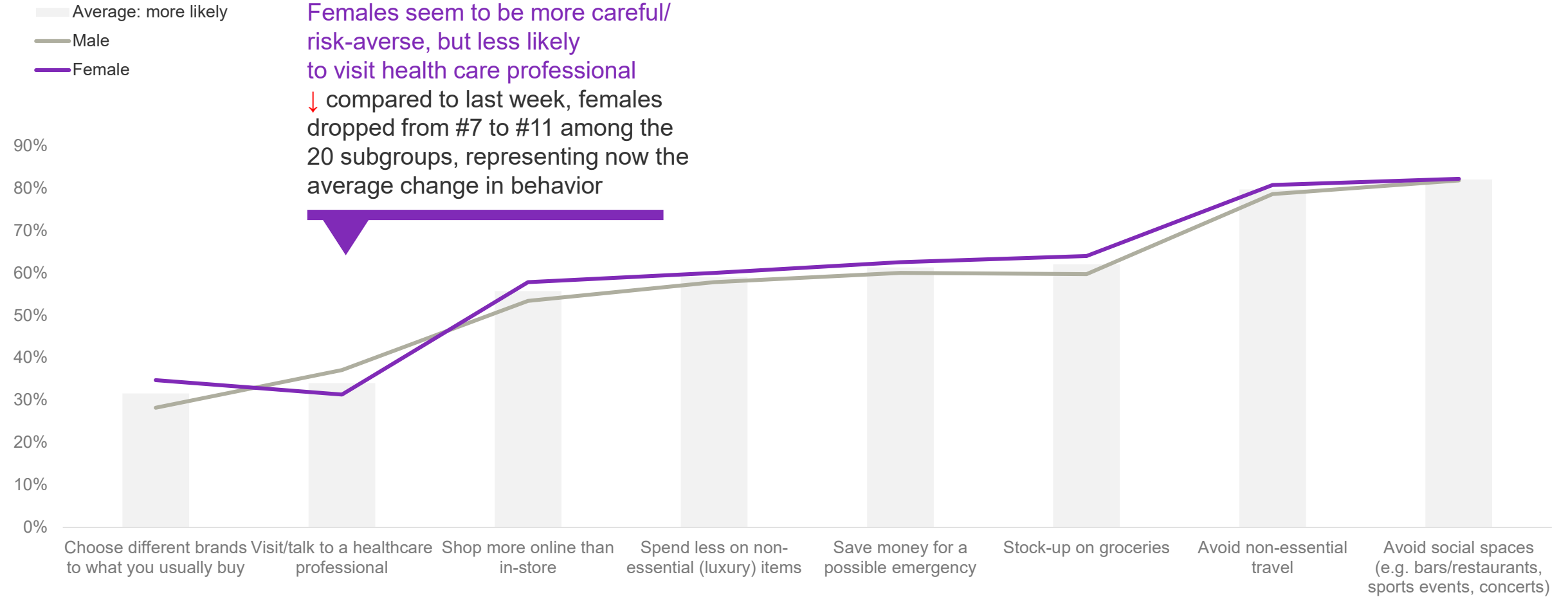
		Previous week's #	% most likely	Weekly Change %
1	Avoid social spaces (e.g. bars/ restaurants, sports events, concerts)	2	82%	+17%
2	Avoid non-essential travel	1	80%	+12%
3	Stock-up on groceries	4	62%	+10%
4	Save money for a possible emergency	3	61%	+9%
5	Spend less on non-essential (luxury) items	6	59%	+16%
6	Shop more online than in-store	5	56%	+11%
7	Visit/talk to a healthcare professional	7	34%	-3%
8	Choose different brands to what you usually buy	8	32%	+10%

Who will be more likely to change behavior?

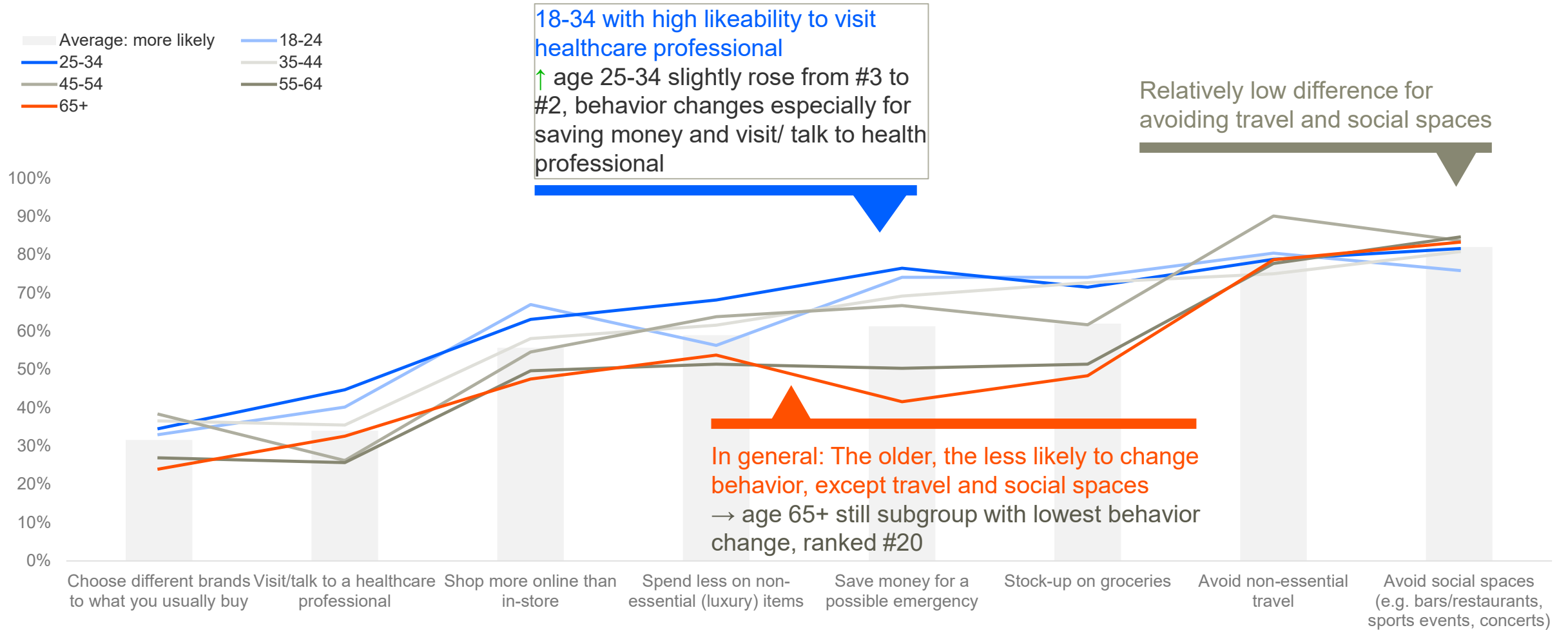




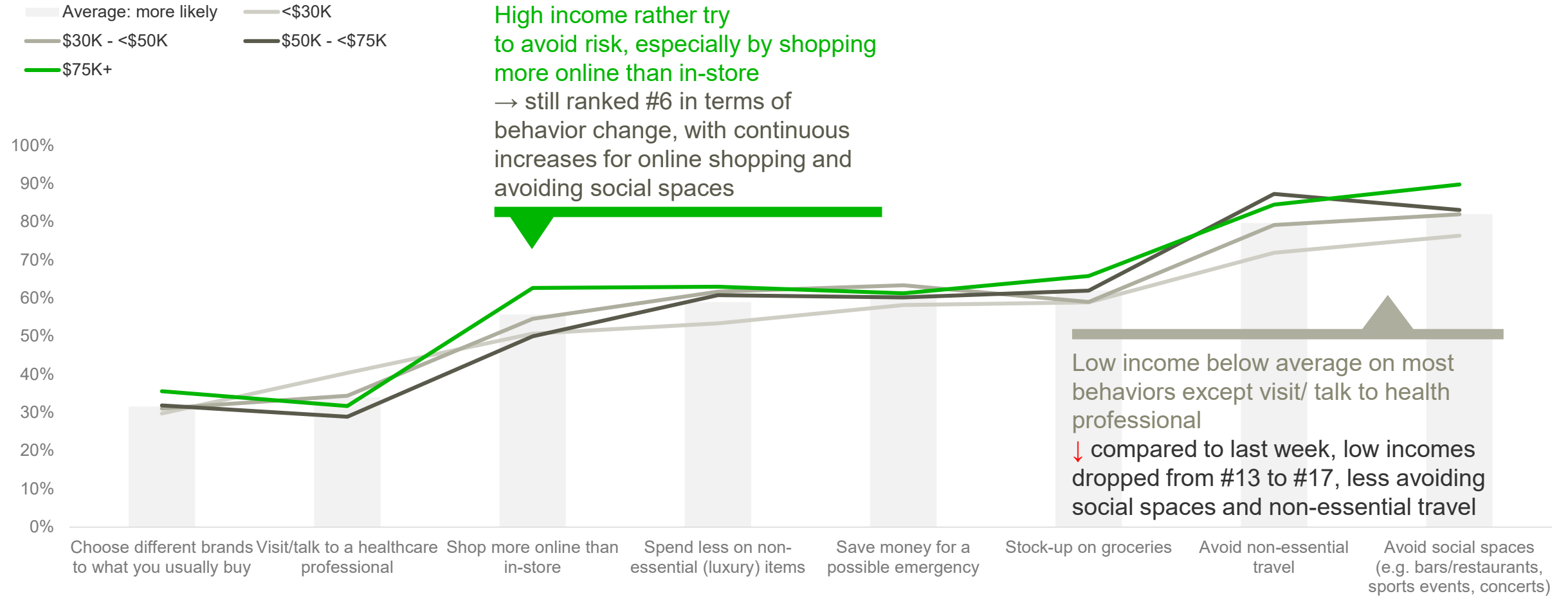
Gender



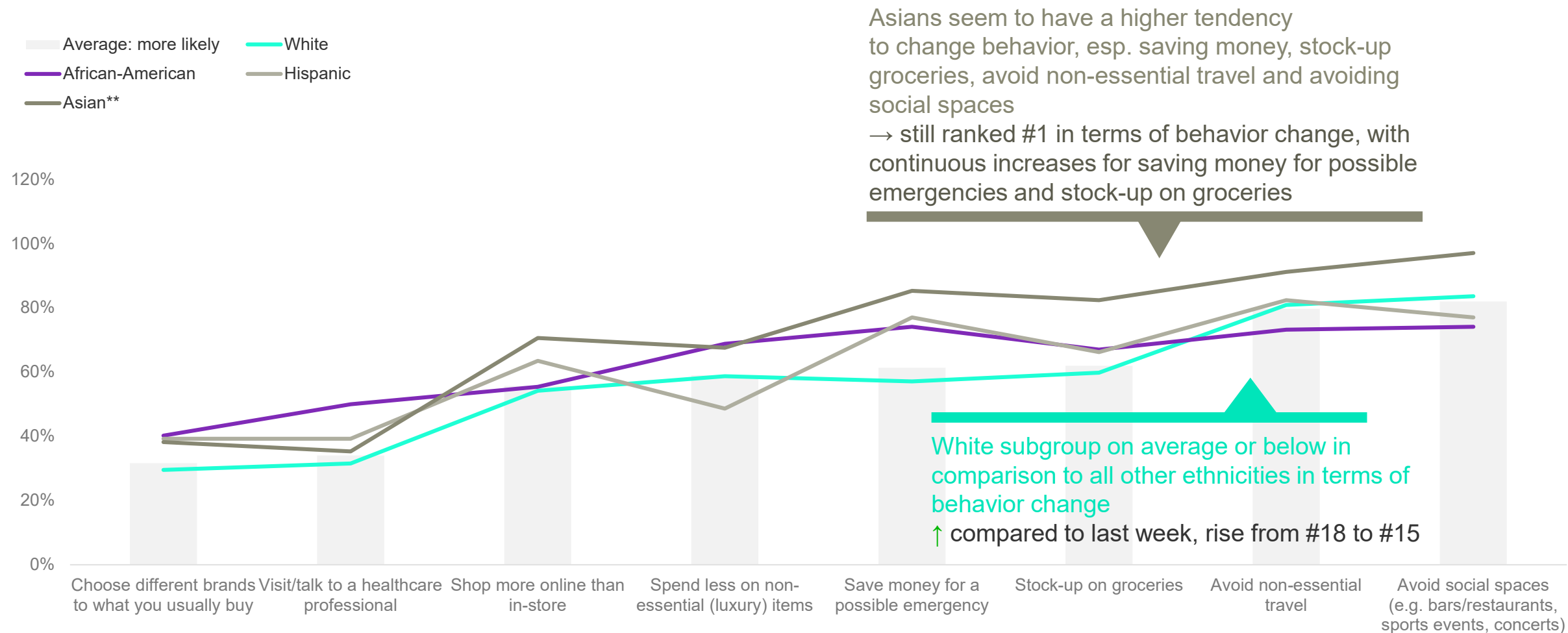
Age



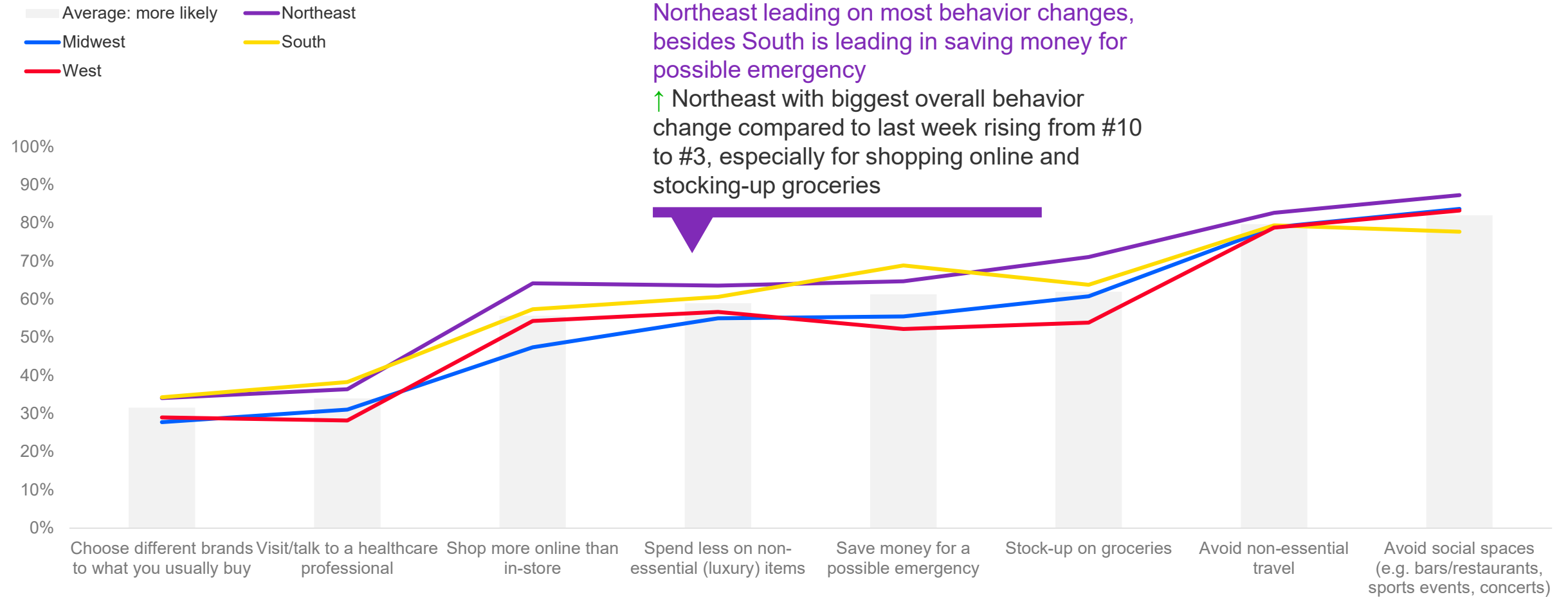
Income



Race



Region



Methodology & Sampling

Fieldwork Country:

United States of America

Sample Size:

n=1,000

Methodology:

100% online, sourced through Kantar's LifePoints panel

Target Sample:

US representative sample for age, gender, and region.

No additional qualification criteria.

Data Collection Period:

Wednesday 18th March – Sunday 22th March

Quota		US Census* Target Set
Age & Gender		
Male		
	18-24	5.5%
	25-34	9.5%
	35-44	8.5%
	45-54	5.4%
	55-64	8.3%
	65+	10.0%
Female		
	18-24	5.7%
	25-34	8.4%
	35-44	8.7%
	45-54	8.7%
	55-64	9.2%
	65+	12.1%
Region		
	Northeast	17.3%
	Midwest	20.9%
	South	37.3%
	West	24.5%

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