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### Clear Majority of Americans are Concerned About Coronavirus

Older respondents are more concerned about the impact on markets

**Washington, DC, February 28, 2020** — As we've seen increasing reports about the global spread of the novel coronavirus outbreak, Ipsos conducted new public opinion research to gauge the impact on the American public's behavior to date. Our study finds that while clear majorities of Americans are concerned about the impact of the coronavirus on the country, markets, and themselves, only a few have made significant changes to their behavior in the past few days.

This Ipsos survey finds that 74% of Americans are concerned about the impact of the coronavirus on the United States, with 61% concerned about the impact on the markets. Fifty-seven percent are concerned about the impact on them personally. Older respondents are more concerned about the impact on the country in the markets, while younger people are more concerned about the impacts on themselves.

Concern over the outbreak is increasing. Two in five Americans report their concern over the outbreak has grown in the past week (42%), and about half of Americans (50%) believe it is likely that the coronavirus will become a full-blown crisis in the United States. With this concern comes strong support for strong containment measures, like the federal government placing a quarantine on cities or towns – including large cities like New York, Chicago, or San Francisco – if the coronavirus is found there (80%).

Additionally, about a quarter of Americans (24%) report that they have started regularly checking for news online more frequently than a few weeks ago, suggesting greater desire for current updates. A third of Americans (34%) have also reported making a point to purchase preventative health products such as masks or gloves in the past few days.

Despite growing concern, only a minority of Americans report substantially changing their behaviors in the last few days with 12% saying they canceled plans to attend an event, 9% selling stocks or bonds, and 7% canceling travel plans.

**For full results, please refer to the following questionnaire.**



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### Full Annotated Questionnaire:

1. Compared to a few weeks ago, are you spending more, less, or about the same amount of time doing the following?

#### Total More Summary

	<b>Total (N=1,005)</b>	<b>Northeast (N=212)</b>	<b>Midwest (N=249)</b>	<b>South (N=338)</b>	<b>West (N=206)</b>
Checking for news updates online	24%	22%	20%	28%	23%
Watching news on TV	21%	19%	22%	24%	19%
Checking for news updates on social media	18%	17%	15%	17%	24%

#### a) Watching news on TV

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
A lot more	8%	6%	9%	7%	8%
A little more	14%	13%	13%	17%	10%
About the same amount	52%	62%	52%	49%	51%
A little less	10%	6%	10%	11%	11%
A lot less	8%	4%	10%	6%	11%
Not applicable	7%	8%	4%	8%	8%
Don't know	1%	1%	2%	2%	1%
<i>More (Net)</i>	<i>21%</i>	<i>19%</i>	<i>22%</i>	<i>24%</i>	<i>19%</i>
<i>Less (Net)</i>	<i>18%</i>	<i>10%</i>	<i>20%</i>	<i>17%</i>	<i>22%</i>



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### b) Checking for news updates online

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
A lot more	8%	8%	6%	10%	7%
A little more	16%	13%	14%	18%	16%
About the same amount	54%	59%	56%	50%	53%
A little less	9%	9%	12%	7%	8%
A lot less	5%	1%	5%	5%	9%
Not applicable	7%	8%	6%	7%	6%
Don't know	2%	1%	1%	3%	1%
<i>More (Net)</i>	<i>24%</i>	<i>22%</i>	<i>20%</i>	<i>28%</i>	<i>23%</i>
<i>Less (Net)</i>	<i>14%</i>	<i>10%</i>	<i>17%</i>	<i>12%</i>	<i>17%</i>

### c) Checking for news updates on social media

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
A lot more	8%	7%	7%	8%	10%
A little more	10%	11%	8%	9%	13%
About the same amount	50%	54%	54%	49%	46%
A little less	10%	8%	10%	13%	9%
A lot less	7%	6%	8%	8%	6%
Not applicable	14%	14%	12%	13%	15%
Don't know	1%	1%	1%	1%	1%
<i>More (Net)</i>	<i>18%</i>	<i>17%</i>	<i>15%</i>	<i>17%</i>	<i>24%</i>
<i>Less (Net)</i>	<i>17%</i>	<i>14%</i>	<i>18%</i>	<i>20%</i>	<i>15%</i>



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2. In the last few days, have you made a point to purchase any of the following?

Total Yes Summary

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Bottled water	52%	46%	42%	58%	54%
Medicine	42%	36%	40%	45%	42%
Preventative health products (vitamins, masks, gloves)	34%	34%	30%	37%	32%
Emergency supplies	17%	12%	14%	21%	16%

a) Preventative health products (vitamins, masks, gloves)

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
No	64%	66%	69%	59%	68%
Yes	34%	34%	30%	37%	32%
Don't know	2%	*	2%	4%	-

b) Medicine

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
No	57%	62%	60%	53%	58%
Yes	42%	36%	40%	45%	42%
Don't know	1%	1%	-	2%	1%

c) Emergency supplies

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
No	82%	85%	85%	78%	82%
Yes	17%	12%	14%	21%	16%
Don't know	2%	3%	1%	1%	1%

d) Bottled water

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
No	48%	54%	57%	40%	46%
Yes	52%	46%	42%	58%	54%
Don't know	1%	*	1%	2%	-



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3. In the last few days, have you done any of the following?

Total Yes Summary

	Total	Northeast	Midwest	South	West
Looked at options for additional insurance	13%	12%	9%	15%	13%
Cancelled plans to attend an event	12%	11%	13%	12%	14%
Sold stocks or bonds	9%	8%	8%	8%	10%
Canceled travel plans	7%	5%	9%	8%	5%

a) Canceled travel plans

	Total	Northeast	Midwest	South	West
No	91%	95%	91%	89%	93%
Yes	7%	5%	9%	8%	5%
Don't know	1%	-	*	3%	1%

b) Sold stocks or bonds

	Total	Northeast	Midwest	South	West
No	91%	91%	91%	91%	89%
Yes	9%	8%	8%	8%	10%
Don't know	1%	*	1%	1%	1%

c) Looked at options for additional insurance

	Total	Northeast	Midwest	South	West
No	86%	87%	89%	83%	86%
Yes	13%	12%	9%	15%	13%
Don't know	1%	*	2%	1%	1%

d) Cancelled plans to attend an event

	Total	Northeast	Midwest	South	West
No	86%	89%	85%	87%	84%
Yes	12%	11%	13%	12%	14%
Don't know	1%	-	2%	2%	2%



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4. You may have heard that there are cases of the Coronavirus in Italy. Italy has taken steps to quarantine entire cities or towns where the virus is present. To what extent would you support or oppose the United States placing a quarantine on a major city, such as New York, Chicago or San Francisco, if the virus is detected there?

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Strongly support	39%	38%	38%	41%	36%
Somewhat support	41%	46%	43%	36%	44%
Somewhat oppose	15%	14%	13%	17%	13%
Strongly oppose	5%	2%	6%	6%	7%
<i>Support (Net)</i>	<i>80%</i>	<i>83%</i>	<i>81%</i>	<i>77%</i>	<i>80%</i>
<i>Oppose (Net)</i>	<i>20%</i>	<i>17%</i>	<i>19%</i>	<i>23%</i>	<i>20%</i>

5. How concerned are you about the impact of the Coronavirus on:

### Total Concerned Summary

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
The United States	74%	80%	71%	74%	70%
The financial markets	61%	65%	58%	63%	56%
You personally	57%	65%	51%	55%	60%
Your children	45%	45%	43%	44%	46%

### a) You personally

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Very concerned	22%	18%	19%	25%	22%
Somewhat concerned	36%	48%	32%	30%	38%
Not very concerned	31%	28%	38%	30%	29%
Not concerned at all	9%	6%	10%	11%	8%
Not aware of the Coronavirus	1%	1%	-	1%	1%
Not applicable	2%	1%	2%	3%	2%
<i>Concerned (Net)</i>	<i>57%</i>	<i>65%</i>	<i>51%</i>	<i>55%</i>	<i>60%</i>
<i>Not concerned (Net)</i>	<i>10%</i>	<i>6%</i>	<i>10%</i>	<i>12%</i>	<i>9%</i>



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### b) Your children

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Very concerned	26%	25%	23%	28%	25%
Somewhat concerned	19%	19%	20%	16%	21%
Not very concerned	18%	16%	23%	18%	16%
Not concerned at all	8%	5%	7%	10%	9%
Not aware of the Coronavirus	1%	*	1%	2%	*
Not applicable	27%	34%	25%	25%	28%
<i>Concerned (Net)</i>	<i>45%</i>	<i>45%</i>	<i>43%</i>	<i>44%</i>	<i>46%</i>
<i>Not concerned (Net)</i>	<i>10%</i>	<i>6%</i>	<i>8%</i>	<i>12%</i>	<i>9%</i>

### c) The financial markets

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Very concerned	24%	27%	22%	24%	22%
Somewhat concerned	37%	39%	36%	39%	33%
Not very concerned	24%	23%	30%	18%	31%
Not concerned at all	9%	5%	9%	10%	8%
Not aware of the Coronavirus	1%	*	1%	1%	2%
Not applicable	5%	6%	2%	8%	4%
<i>Concerned (Net)</i>	<i>61%</i>	<i>65%</i>	<i>58%</i>	<i>63%</i>	<i>56%</i>
<i>Not concerned (Net)</i>	<i>10%</i>	<i>6%</i>	<i>10%</i>	<i>12%</i>	<i>10%</i>

### d) The United States

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Very concerned	33%	35%	28%	37%	30%
Somewhat concerned	41%	46%	43%	37%	40%
Not very concerned	18%	14%	23%	14%	24%
Not concerned at all	6%	3%	5%	9%	4%
Not aware of the Coronavirus	2%	*	1%	3%	*
Not applicable	1%	3%	1%	1%	1%
<i>Concerned (Net)</i>	<i>74%</i>	<i>80%</i>	<i>71%</i>	<i>74%</i>	<i>70%</i>
<i>Not concerned (Net)</i>	<i>7%</i>	<i>3%</i>	<i>6%</i>	<i>12%</i>	<i>5%</i>



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6. Over the past week, would you say your level of concern about the Coronavirus on you personally has increased, decreased or stayed the same?

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Increased	42%	47%	43%	41%	37%
Decreased	5%	3%	5%	7%	4%
Stayed the same	53%	50%	52%	52%	59%

7. Finally, what is the likelihood that the Coronavirus will become a full blown crisis in the United States?

	<b>Total</b>	<b>Northeast</b>	<b>Midwest</b>	<b>South</b>	<b>West</b>
Very likely	12%	11%	12%	15%	8%
Somewhat likely	38%	41%	35%	33%	46%
Not very likely	36%	34%	41%	33%	37%
Not likely at all	6%	6%	6%	8%	3%
Not sure/Not aware of Coronavirus	9%	8%	7%	11%	7%
<i>Likely (Net)</i>	50%	52%	46%	48%	54%
<i>Not likely (Net)</i>	14%	14%	13%	19%	9%





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### About the Study

These are some of the findings of an Ipsos poll conducted between February 26-27, 2020. For this survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 212 respondents in the Northeast, 249 in the Midwest, 338 in the South, and 206 in the West.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval of plus or minus 7.7 percentage points for the Northeast, plus or minus 7.1 percentage points in the Midwest, plus or minus 6.1 percentage points in the South, and plus or minus 7.8 percentage points in the West.

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