

# The Ad Platform: Consumer Confidence and Concern During the Coronavirus Pandemic

**AUDIO** |

**eMarketer Editors**

Ellen Houston, managing director at research firm Civis Analytics, joins host Nicole Perrin to talk about some of the company's recent polling about how consumers are reacting to the coronavirus pandemic. They cover media usage, job and virus worries, shopping behaviors and more.

**What Are US Adults Concerned About in the Next Few Months During the Coronavirus Pandemic?**

*% of respondents, by age, April 2020*

	<b>18-34</b>	<b>35-64</b>	<b>65+</b>
Paying for basic needs without going into debt	47%	39%	25%
Paying your rent/mortgage	51%	38%	14%
Paying for healthcare or medical needs	34%	31%	22%
Getting laid off from work	39%	30%	9%
Paying for groceries	39%	27%	13%
Getting your hours cut back at work	31%	26%	8%
Trying to find a new job	31%	17%	4%
Paying for childcare	13%	4%	1%
None	17%	24%	51%
No answer	1%	1%	1%

*Note: n=2,986*

*Source: LeanIn.Org and SurveyMonkey as cited in SurveyMonkey blog, April 10, 2020*

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