



**NRC HEALTH REPORT**

# Consumer-sentiment data on the coronavirus pandemic

**nrc**  
HEALTH

Human understanding



# Introduction

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The outbreak of the coronavirus (COVID-19) has consumers feeling anxious. The situation has revealed the degree of trust that Americans have invested in their caregivers. People are turning to healthcare organizations for leadership, information, and stability as we weather this unprecedented crisis in public health.

To help guide leaders' decisions during this pandemic, NRC Health conducted a nationwide survey of consumers to learn about their perceptions of the coronavirus and how it is impacting the United States.

The insights provided within this report offer a deeper understanding of the needs, wants, and desires of healthcare consumers during this health crisis.



# Consumer concern related to the coronavirus

62%

of consumers are **very concerned** about the coronavirus and believe most or nearly everyone will be impacted



5%

of consumers are **not worried at all** about the coronavirus



27%

of men feel highly concerned and **believe everyone is at risk**



18%

of women feel highly concerned and **believe everyone is at risk**



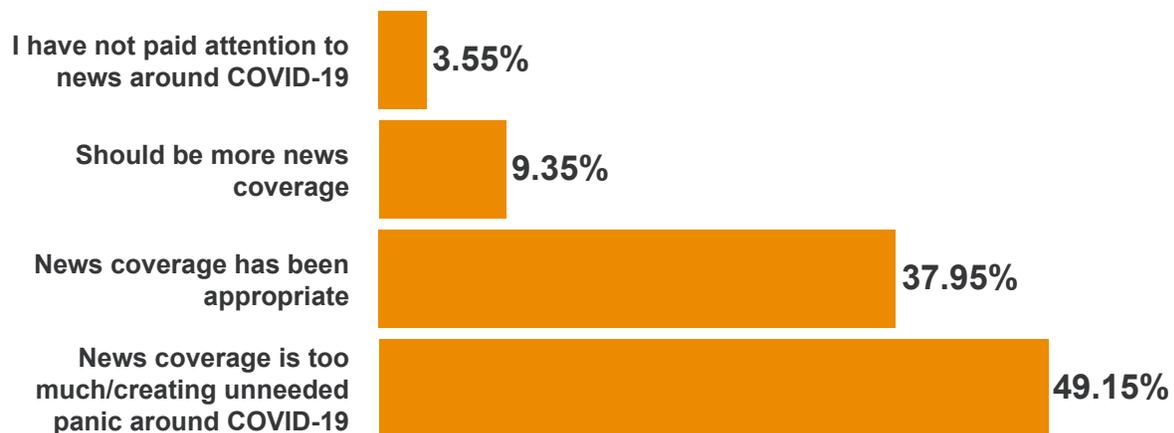


# Impact of media coverage

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49%

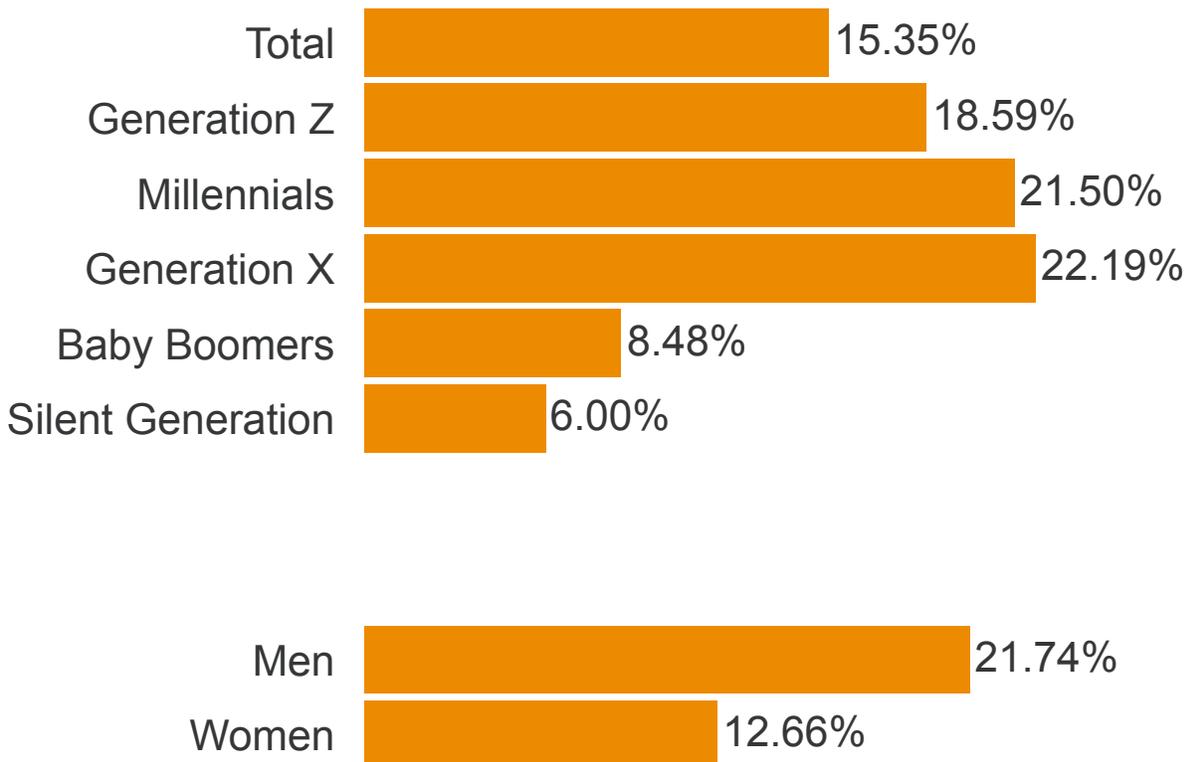
of consumers feel the news coverage is  
**too much and is creating unneeded panic**  
around the coronavirus





# Likelihood of contracting the coronavirus

Percent of U.S. consumers who think it is likely or very likely they will contract the coronavirus





# Treatment for the coronavirus

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67%

of U.S. consumers think it will take **three months or more before a treatment for the coronavirus is developed**, or that a treatment will not be developed at all





# Safety and risk

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71%

of patients would **prefer a separate waiting room for sick patients** versus other patients



67%

of people still **do not understand** the signs and symptoms of the coronavirus



50%

of U.S. consumers **feel that going to the doctor is more risky** during the coronavirus pandemic



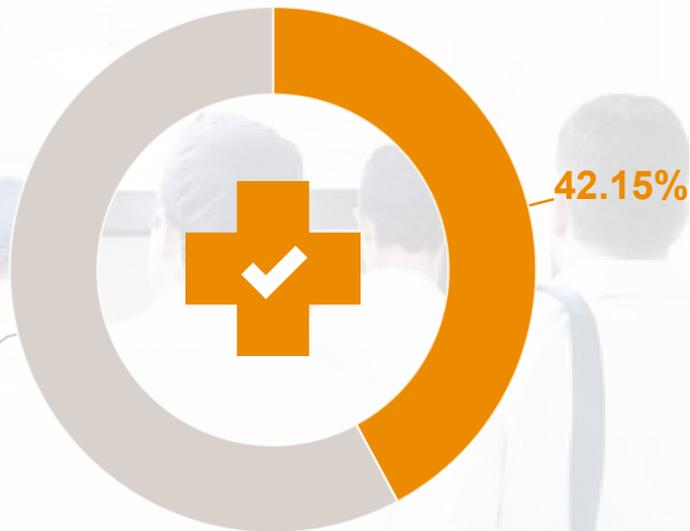


# Healthcare's capacity to handle the pandemic

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42%

of U.S. consumers feel that the **current healthcare system is equipped** to handle the coronavirus outbreak





# Trust in healthcare

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73%

of consumers are looking to the **healthcare system** to handle the crisis

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96%

of respondents think the **government** should play a role in managing the spread of the coronavirus

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49%

of men are confident in the **United States'** ability to minimize the coronavirus epidemic

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33%

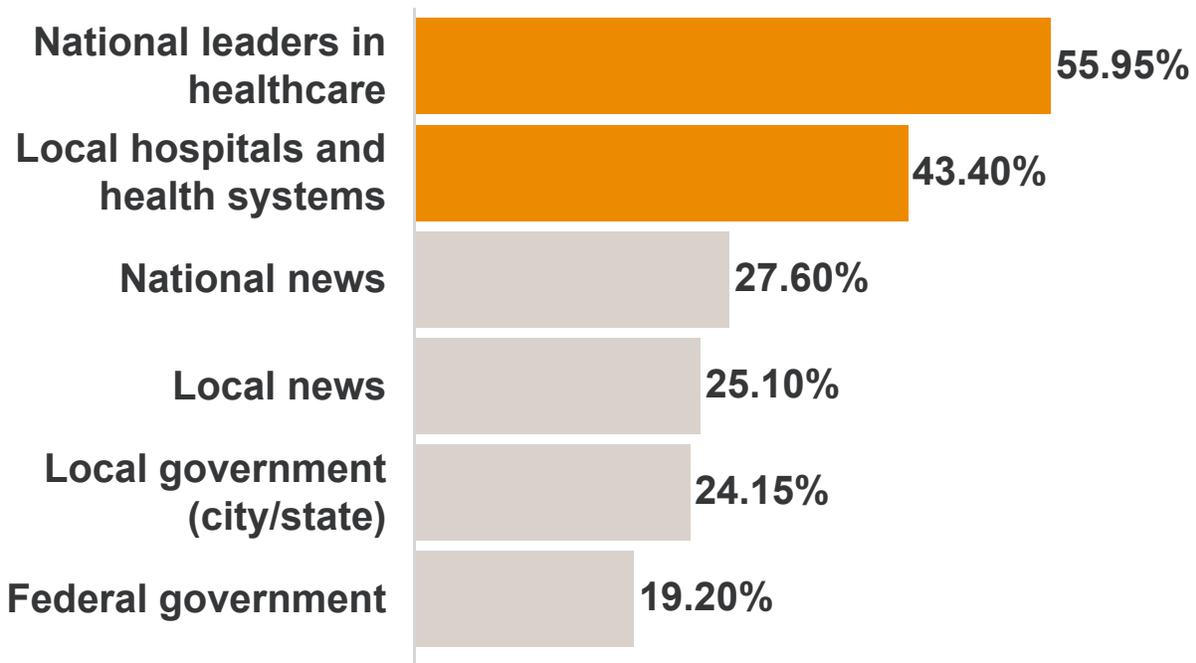
of women are confident in the **United States'** ability to minimize the coronavirus epidemic

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# To whom are U.S. consumers looking for information on the coronavirus?

**People trust their local hospitals/health systems more than the federal government or national news outlets**





# Healthcare perception

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31%

**of consumers feel more positive about healthcare since the outbreak, because they feel healthcare organizations are doing their best to keep us safe and treat the sick**





# Survey methodology

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NRC Health conducted a nationwide online survey of consumers aged 18 and over to learn about their perceptions of the coronavirus pandemic and how it is impacting the United States. In total, 2,000 responses were collected from March 13–17, 2020, giving the data a 2.2% error range at the 95% confidence level. Responses were collected and analyzed aggregately, by gender, and by age/generation groupings; the breakouts of these groups are shown below.

## **Gender distribution**

Male—29% of total respondents

Female—70% of total respondents

## **Age/generational distribution**

Generation Z (defined as ages 18–23)—20% of total responses

Millennials (defined as ages 24–39)—20% of total responses

Generation X (defined as ages 40–55)—20% of total responses

Baby Boomers (defined as ages 56–75)—20% of total responses

Silent Generation and Greatest Generation (defined as ages 75+)—20% of total responses

## **Regional distribution (regions as defined by the United States Census Bureau)**

West—23% of total responses

South—36% of total responses

Midwest—24% of total responses

Northeast—17% of total responses



# A special thank-you to our heroes in healthcare

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The strain of these special circumstances cannot be emphasized enough. To all of you—from executive leadership to physicians, frontline nursing staff, and support workers—your diligent devotion to the public good remains an inspiration.

We at NRC Health want you to know that you have our gratitude, our support, and our trust. And we want to help you focus on the crisis at hand, in any way we can.

If you have questions or need assistance, please contact [info@nrchealth.com](mailto:info@nrchealth.com) or call 800.388.4264.

