



NRC HEALTH REPORT

Consumer-sentiment data on the coronavirus pandemic



Human understanding



Introduction

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

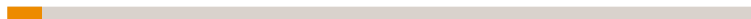
62%

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



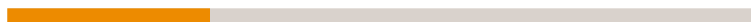
5%

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



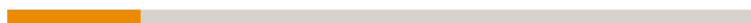
27%

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



18%

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

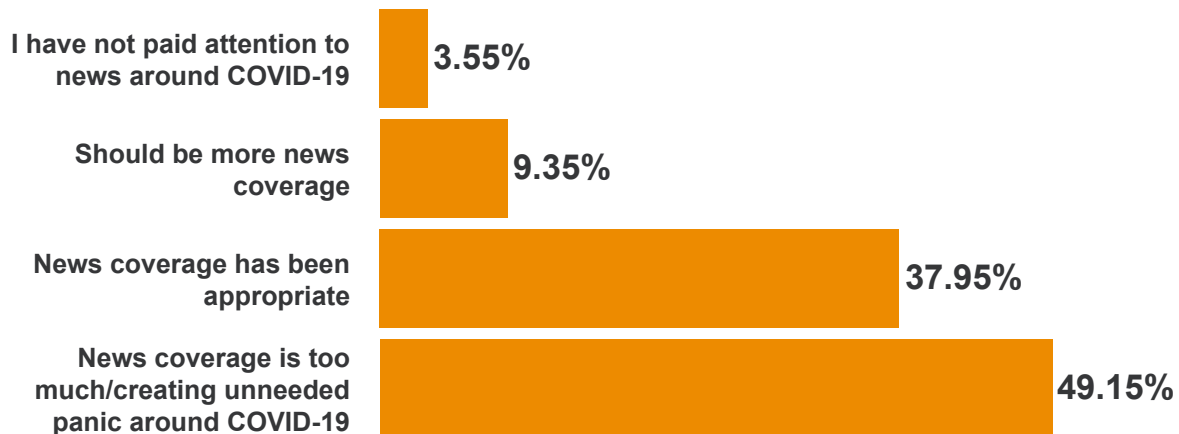




Impact of media coverage

49%

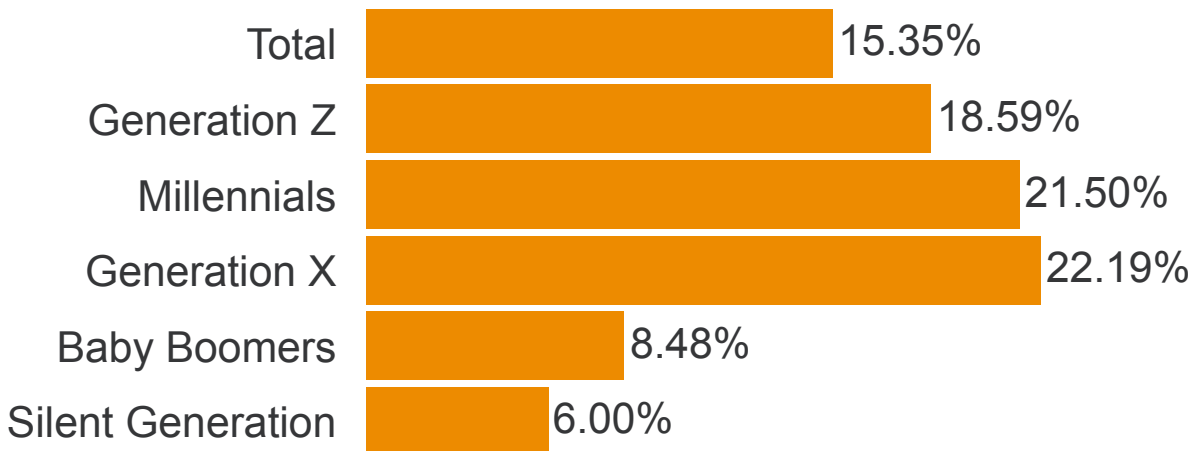
of consumers feel the news coverage is
too much and is creating unneeded panic
around the coronavirus





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

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

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

42%

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






Trust in healthcare


73%

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




96%

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



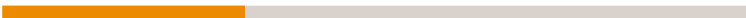
49%

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



33%

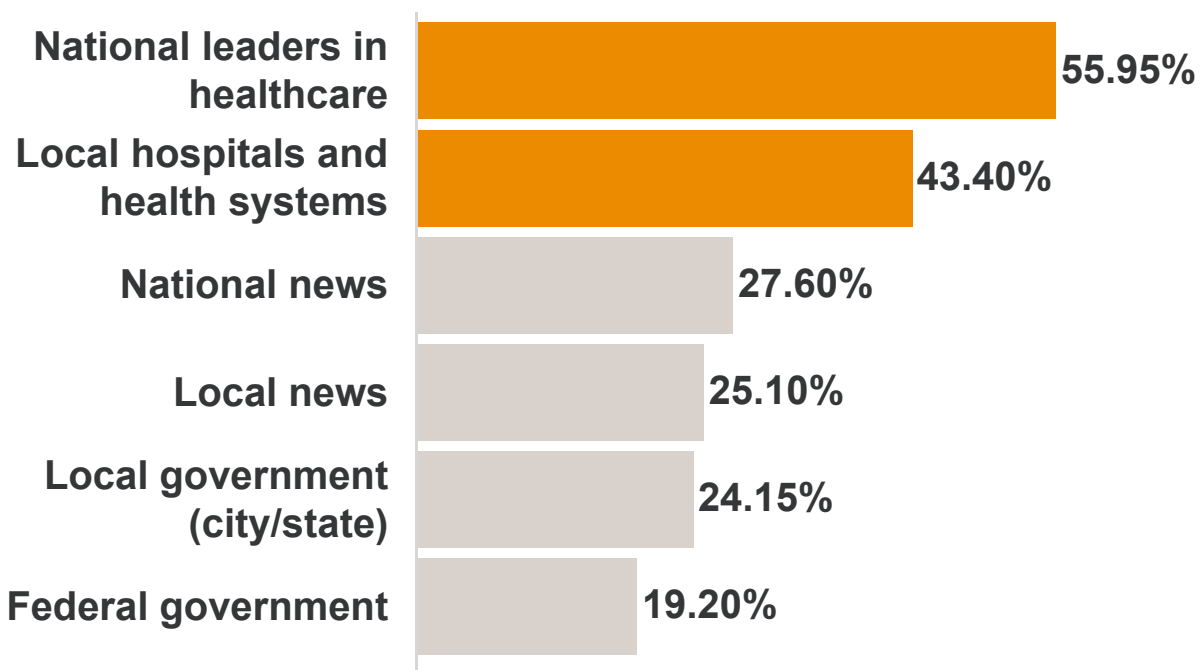
of women are confident in the **United States' ability** to minimize the coronavirus epidemic





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

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

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

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 or call 800.388.4264.

