An overview of consumers’ current trust and concern levels

**Trust and Concern Levels**

<table>
<thead>
<tr>
<th>Description</th>
<th>&lt; $50k</th>
<th>$50k-$100k</th>
<th>&gt; $100k</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media准确度</td>
<td>45.5%</td>
<td>44.8%</td>
<td>67.5%</td>
</tr>
<tr>
<td>WHO准确度</td>
<td>9.8%</td>
<td>26.0%</td>
<td>8.4%</td>
</tr>
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<td>Media exaggeration</td>
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Concern about contracting COVID-19 is highest among consumers who believe the media is underestimating the outbreak’s dangers.

How U.S. consumers are traveling and commuting in the wake of the epidemic

Even consumers who report being “somewhat,” “slightly,” or “not at all” concerned about the virus are changing their travel and commuting plans to minimize the risk of contracting it.

**Traveling**

- **Bookings are down on all accommodation types.**
  - **Brand-name hotel chains:** 26%
  - **Homestay rentals:** 30%
  - **Routiné hotels:** 30%

**Which factors would entice consumers to travel again?**

- 65% say they would need the CDC to declare the virus was under control.
- 63% would need to hear that a vaccine was ready to be released.

How shopping, eating and working have changed since the outbreak

Bridge millennials have slowed their usage of dine-in and take-out services more than any other age group.

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**Shopping**

- **In-store shopping:** 28.3%
- **Online shopping:** 10.5%
- **Contactless mobile shopping:** 58.2%