American Resolve:
Attitudes, values and lives in the pandemic.
THE HARRIS POLL: COVID-19 IN THE U.S.

COVID19 Survey Methodology

The Harris Poll is committed to providing the latest in public opinion polling on the Coronavirus outbreak as a free service to public health officials, media, policymakers, the business community, and the American public. We are in the field conducting bi-tri-weekly overnight polling among a nationally representative sample of U.S. adults on a range of different topics as this crisis continues to unfold. All data is published free on our website.

This survey (Wave 6) was conducted online within the U.S. by The Harris Poll from April 3-4.

Wave 6 was fielded online among a nationally representative sample of 1,993 U.S. adults from April 3 - 5, 2020.
Wave 5 was fielded online among a nationally representative sample of 2,016 U.S adults from March 28 - 30, 2020.
Wave 4 was fielded online among a nationally representative sample of 2,023 U.S adults from March 21-22, 2020.
Wave 3 was fielded online among a nationally representative sample of 2,019 U.S adults from March 17-19, 2020.
Wave 2 was fielded online among a nationally representative sample of 2,050 U.S adults from March14-15, 2020.
Wave 1 was fielded online among a nationally representative sample of 2,019 U.S adults from March 05 – 09, 2020.

This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. Results are weighted for age within gender, race/ethnicity, household income, and education where necessary to align them with their actual proportions in the population.

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American Society: Fear, Finances and the Future
The American Fear Curve Steepened Alongside The Coronavirus Spread

How concerned are you about the fear of dying as a result of contracting the corona virus?

54% thought national fear was irrational

Cases: 3,600
Deaths: 0
Wave 2 (3/14 - 3/15)

Cases: 6,300
Deaths: 100
Wave 3 (3/17 – 3/18)

Cases: 43,781
Deaths: 550
Wave 4 (3/21 – 3/23)

Cases: 123,578
Deaths: 3,000
Wave 5 (3/28 – 3/30)

Cases: 336,673
Deaths: 16,700+
Wave 6 (4/3 – 4/5)

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W2 (2050); W3 2019); W4 (2023) W5 (2016); W6 (1993)
Q18 Which of the following is true for you? I fear I could die as a result of contracting coronavirus/ I do not fear that I could die as a result of contracting coronavirus
But There Are Now Two Curves Americans Care About:

How concerned are you about the impact coronavirus (COVID-19) has on the following? (% Concerned)

- The American economy: 84% to 91% (+7*)
- The health of your older friends and relatives: 86% to 90% (+4*)
- The health of the broader American populace: 79% to 87% (+8*)
- Your personal health: 65% to 77% (+12*)

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W2 (2050); W6 (1993)
Q15 How concerned are you about the impact coronavirus (COVID-19) has on the following?

*Statistically Significant Difference
THE HARRIS POLL: COVID-19 IN THE U.S.

Most Believe The Global Economy Is Already In A Recession; More Concerned About Finances

**Q36A** Would you say we are in a global recession due to the coronavirus outbreak?

**Wave 5 (3/28 – 3/30)**
- 84% agree

**Wave 6 (4/3 – 4/5)**
- 90% agree

Change from **Wave 5** +6*

*Statistically Significant Difference

**Which do you think will have a bigger impact on you and your family?**

- **Coronavirus/COVID-19 itself**
  - 38%

- **The economic impacts of the coronavirus pandemic**
  - 62%
A Growing Majority Of Americans Are Concerned About Losing Their Jobs

**Percent Concerned About Job Loss**

- **Wave 5:**
  - Very Concerned: 24%
  - Somewhat Concerned: 28%
  - Not Very Concerned: 21%
  - Not At All Concerned: 21%

- **Wave 6:**
  - Very Concerned: 33%
  - Somewhat Concerned: 27%
  - Not Very Concerned: 19%
  - Not At All Concerned: 21%

60% are very/somewhat concerned that they will lose their job because of the Coronavirus.

*Statistically Significant Difference*
The Financial Impact Has Already Hit: Nearly A Fifth Have Lost Income Entirely

As a result of Covid-19, which of the following issues have happened to you personally?

- Lost income partially: 42%
- Stopped or cut back on other savings: 38%
- Stopped or cut back on retirement savings: 33%
- Provided financial support for a family member: 28%
- Missed (or will soon miss) a bill payment: 27%
- Accumulated more debt than normal: 27%
- Missed (or will soon miss) a rent/mortgage payment: 19%
- Provided financial support for a friend: 19%
- Lost income entirely: 19%

BASE: GENERAL PUBLIC W6 (1993)
EMP05 As a result of the current pandemic, have you or your household been impacted financially in any of the following ways?
Q9 Do you think your income in 2020 will be lower, higher or about the same as it was in 2019?
Only 3 In 10 Americans Have Enough In Savings To Last More Than 6 Months

If you were to lose your job, how long do you think you will be able to live on your savings?

- More than a year: 13%
- 12 months: 10%
- 7-11 months: 7%
- 1-6 months: 60%
- Would not be able to live on amount saved: 11%

Mean: 7.4 months
And 4 in 10 See Lower or Same Income; An Equal Number Are Taking on New Sources

As you look ahead in 2020 will your income be?

- **16%** Lower
- **43%** About the same
- **41%** Higher

38% have sought out new/additional sources of income

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W6 (1993)
EMP02 How concerned are you that you may lose your job due to the coronavirus outbreak?
Q36A Would you say we are in a global recession due to the coronavirus outbreak?

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American Life: Coping, Collaborating and Compassion
There Are a Mix of Conflicting Emotions on American Minds

Have you felt any of the following since the stay-home orders have gone into effect?

- **Appreciative**: 78%
- **Compassionate**: 77%
- **Angry**: 54%
- **Cabin fever**: 54%
- **Grateful**: 49%
- **Lonely**: 49%
- **Overwhelmed**: 37%
- **Claustrophobic**: 35%
- **Annoyed**: 33%

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W6 (1993)
FR01_1 Have you felt any of the following since the stay-home orders have gone into effect?
The American Home: Lost Boundaries, New Routines And Adapting on The Fly

Working From Home During Epidemic

- **Working from home is blurring the lines of work life balance**
  - 56% Work More Vs. 44% Who Work Less
  - 51% Maintain Clear Boundaries Vs. 49% Who Now Work Anytime That Is Needed

...Especially for the 58% Of Parents Who are Now Staying Home With Their Kids...

- 37% Feel Overwhelmed Trying To Balance Work At Home And Other Needs Of Family
- 35% Have Had Children Make Cameo Appearances On Video/Conference Calls
- 31% are experiencing frustrations with online school systems
Nearly Half Are Skipping Daily Showers and Working in PJ's

While working from home, are you more likely to...

- Skip a couple of days of showering: 50%
- Take a shower daily: 50%
- Roll out of bed and start working: 54%
- Maintain your morning routine: 46%
- Get properly dressed: 51%
- Wear PJs/Sweatpants: 49%

56% say they are actually working more now that they are home than they were in the office.

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: Working From Home Since The Coronavirus Pandemic (n=726)
FR02_1 While working from home, are you more likely to...
The Harris Poll: COVID-19 in the U.S.

More Families are on More Media; Over Half Are Watching 2+ Hours Of Additional Entertainment

**Entertainment Programming Watching Compared to Before Crisis**

- **56%** 2+ hours more than before
- **37%** Same amount
- **6%** Less than I was before

**Time Spent Following COVID-19 Outbreak**

- **Smartphone/tablet**
  - Decrease: 7%
  - About The Same: 33%
  - Increase: 60%

- **TV (cable or broadcast)**
  - Decrease: 10%
  - About The Same: 37%
  - Increase: 53%

- **Streaming TV (e.g., Netflix, Apple TV)**
  - Decrease: 9%
  - About The Same: 38%
  - Increase: 53%

- **Books**
  - Decrease: 12%
  - About The Same: 52%
  - Increase: 36%

- **Magazines**
  - Decrease: 17%
  - About The Same: 63%
  - Increase: 20%

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W6 (1993)
MED10: How much more entertainment programming are you watching than before the coronavirus crisis?

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### Usage Following Outbreak

<table>
<thead>
<tr>
<th>App Category</th>
<th>Less</th>
<th>About The Same</th>
<th>More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streaming services (e.g., Netflix, Hulu)</td>
<td>12%</td>
<td>36%</td>
<td>53%</td>
</tr>
<tr>
<td>Social media (e.g., Facebook, Instagram, Twitter)</td>
<td>12%</td>
<td>38%</td>
<td>50%</td>
</tr>
<tr>
<td>Games</td>
<td>14%</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>News apps</td>
<td>13%</td>
<td>44%</td>
<td>42%</td>
</tr>
<tr>
<td>Virtual meeting sites (e.g., Zoom, Teams)</td>
<td>19%</td>
<td>48%</td>
<td>33%</td>
</tr>
<tr>
<td>Music apps (e.g., Spotify, iTunes)</td>
<td>15%</td>
<td>52%</td>
<td>33%</td>
</tr>
<tr>
<td>Wellness apps (e.g., Meditation apps, work-outs)</td>
<td>18%</td>
<td>60%</td>
<td>22%</td>
</tr>
<tr>
<td>On-demand food delivery apps (e.g., UberEATS, Doordash)</td>
<td>22%</td>
<td>55%</td>
<td>22%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>22%</td>
<td>60%</td>
<td>18%</td>
</tr>
<tr>
<td>Dating apps</td>
<td>30%</td>
<td>59%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: Harris Poll COVID19 Tracker Wave 2-6

BASE: GENERAL PUBLIC W6 (1993)

MED02: Are you using each of the following more, less, or about the same since the coronavirus outbreak?
**THE HARRIS POLL: COVID-19 IN THE U.S.**

**Streaming is The New Survival Tool: One In Three Signed Up For Netflix In March**

**BASE: GENERAL PUBLIC W6 (1993)**

**MED06: Did you sign up for any of the following video streaming services during March?**

**MED08: How many on-demand streaming video services do you currently subscribe to? (This includes services like Netflix, Hulu, CBS All Access, etc, but excludes live TV services like YouTube TV, Sling, etc)**

**Streaming Services Signed Up For in March**

- Netflix: 30%
- Amazon Prime video: 23%
- Hulu: 21%
- Disney+: 20%
- YouTube TV: 18%
- HBO Now: 13%
- ESPN+: 11%
- CBS All Access: 11%
- Apple TV+: 11%
- Sling TV: 10%

**Number of Streaming Services Currently Subscribed To**

- None: 25%
- 1-2: 35%
- 3-4: 25%
- 5-9: 11%
- 10+: 4%
Americans Try to Strike a Balance Between News and Escape

Are you watching more or less of the following types of programming in your household than you were a month ago?

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: ALL RESPONDENTS (N=1993)
MED11 Are you watching more or less of the following types of programming in your household than you were a month ago?
Americans are Making The Most of Their Time in Isolation

33% of Gen Z/Millennials are using more Wellness apps (e.g., Meditation apps, work-outs)

41% of people are playing games more now than before COVID

45% of Gen Z/Millennials are increasing their daily exercise

- 42% of men
- 62% of Gen Z/Millennials

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: ALL RESPONDENTS (N=1993)
MED02 Are you using each of the following more, less, or about the same since the coronavirus outbreak?
The American Consumer: Revenge Spending and What Might Be Different
While More Pessimistic About The Near Term, Americans See A Shorter Horizon To Recovery

How many months will it take for the financial markets to recover?

- Wave 6 (4/3 – 4/5):
  - 1-10 Months: 55%
  - 11-20 Months: 30%
  - 21+ Months: 14%
  - Average: 8.8 months

- Wave 2 (3/14 - 3/15):
  - 1-10 Months: 71%
  - 11-20 Months: 19%
  - 21+ Months: 8%
  - Average: 11.4 months

*Statistically Significant Difference*
Americans Miss Their Social Life Before; Especially Dining Out And Gathering With Friends

What do you **miss the most** during this time you’re sheltered in place?

- Dining out at a restaurant / bar: 51%
- Gatherings with friends and family: 49%
- Shopping in stores: 39%
- Going to church: 23%
- Watching sports on TV: 20%
- Going to a social gathering: 18%
- Going to a movie theatre: 16%
- Going to the gym / work out class: 15%
- Working from the office: 11%
- Going to my local coffee shop: 11%
- Attending events (e.g., concerts, theatre, sporting events): 11%
- Traveling on an airplane: 10%
- Going to school or university: 7%

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W6 (1993)
FR05 Which of the following would you say you miss the most during this time of virus-related shutdowns? Select the top three.
Most Think the Pandemic Will Reshape Activities, Especially Travel and Socializing

Once the pandemic is over and things return to normal, what do you think will be very different, somewhat different or mostly the same?

<table>
<thead>
<tr>
<th></th>
<th>Mostly the same</th>
<th>Somewhat different</th>
<th>Very different</th>
<th>Different (NET)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel/vacation</td>
<td>34%</td>
<td>34%</td>
<td>32%</td>
<td>66%</td>
</tr>
<tr>
<td>Social activity</td>
<td>37%</td>
<td>36%</td>
<td>26%</td>
<td>62%</td>
</tr>
<tr>
<td>Shopping habits</td>
<td>41%</td>
<td>36%</td>
<td>23%</td>
<td>59%</td>
</tr>
<tr>
<td>Work life</td>
<td>52%</td>
<td>28%</td>
<td>20%</td>
<td>53%</td>
</tr>
<tr>
<td>Eating habits</td>
<td>54%</td>
<td>29%</td>
<td>16%</td>
<td>48%</td>
</tr>
<tr>
<td>Family life</td>
<td>58%</td>
<td>27%</td>
<td>15%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W6 (1993)
LID2 Once the pandemic is over and things return to normal, do you think each of the following areas of your life will be very different, somewhat different or mostly the same?
THE HARRIS POLL: COVID-19 IN THE U.S.

And They Have a Cautiously Optimistic Mindset About Resuming Public Life

Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

- Fly on a plane
- Go to a gym class
- Go out to dinner
- Stay in a hotel
- Go to the office
- Go to a sporting event
- Go to the movies
- Host a large gathering
- Take public transit

- Up to 3 months
- Up to 6 months
- 1 year or longer

<table>
<thead>
<tr>
<th>Activity</th>
<th>Up to 3 months</th>
<th>Up to 6 months</th>
<th>1 Year or Longer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fly on a plane</td>
<td>38%</td>
<td>57%</td>
<td>5%</td>
</tr>
<tr>
<td>Go to a gym class</td>
<td>58%</td>
<td>73%</td>
<td>10%</td>
</tr>
<tr>
<td>Go out to dinner</td>
<td>68%</td>
<td>85%</td>
<td>7%</td>
</tr>
<tr>
<td>Stay in a hotel</td>
<td>41%</td>
<td>64%</td>
<td>19%</td>
</tr>
<tr>
<td>Go to the office</td>
<td>77%</td>
<td>88%</td>
<td>7%</td>
</tr>
<tr>
<td>Go to a sporting event</td>
<td>61%</td>
<td>53%</td>
<td>19%</td>
</tr>
<tr>
<td>Go to the movies</td>
<td>72%</td>
<td>53%</td>
<td>14%</td>
</tr>
<tr>
<td>Host a large gathering</td>
<td>71%</td>
<td>51%</td>
<td>13%</td>
</tr>
<tr>
<td>Take public transit</td>
<td>65%</td>
<td>50%</td>
<td>15%</td>
</tr>
</tbody>
</table>
This is Creating a Noticeable Pent-up Demand For Travel, Shopping and Future-Proofing

Major Purchases Planned Once Things Return To Normal

- Going on vacation/travelling: 31% (Wave 6 4/3 – 4/5)
- Buying new clothes: 27%
- Buying new household goods, furniture or appliances: 19% (Wave 5 3/28 – 3/30)
- Attending a concert or sporting event: 16%
- Buying gifts for my friends/family: 16%
- Buying a car: 16%
- Other major purchase: 4% (Wave 6 4/3 – 4/5)
- Not planning a purchase: 41% (Wave 6 4/3 – 4/5)

Americans planning longer-term purchases:
- 59% and stockpile non-perishable foods
- 33% tech, wifi, new rental, more space
- 19% new household goods, furniture, etc.
- 18% purchase a gun
- 16% new car, gifts or non-essential items
- 13% remodel their houses

BASE: GENERAL PUBLIC W5 (2016); W6 (1993)
REV01 Are you planning any major purchases once things return to normal and businesses re-open? Please select all that apply.
American Institutions: Trust, Citizenship and Expectations
THE HARRIS POLL: COVID-19 IN THE U.S.

Despite the Economics, The American Public Continues To Be All-In To Flatten The Curve

Have Taken Steps To Make Sure They Leave Residence As Little As Possible

95%  

Up from 76% in W3

90% Would quarantine indoors
89% Would stop traveling domestically
75% Are willing to accept rationing for certain goods
86% Would stop hoarding items
43% Would donate some of their stimulus to hospitals

Q3A. Which of the following best describes your response to coronavirus? I have taken steps to make sure I leave my residence as little as possible / I have been leaving my residence as I normally would
Q15 Which of the following sacrifices would you be willing to make, in order to help America through the coronavirus outbreak?
They Are Even Willing To Sacrificing Privacy and Freedoms to Combat The Spread of Cv19

Would you support or oppose governments and public health officials having access to anonymous mobile location data so they can monitor which areas are practicing social distancing?

- **Support**: 60%
- **Oppose**: 40%

Would you support or oppose a required health screening before someone could be allowed to enter certain crowded public spaces?

- **Support**: 84%
- **Oppose**: 16%

**71% agree**: would you be willing to share your mobile location data so you can be alerted if you were to enter an area that posed a health risk?
As Well As Embracing Required Health Screenings and Local Registries

Once they are allowed to reopen, should certain **businesses** that host events be **required to conduct health screening** before allowing people to enter?

- 77% Yes
- 23% No

Would you support or oppose a **registry** that would allow you to see if any of your **neighbors** were diagnosed with COVID19?

- 65% Support
- 35% Oppose
The Harris Poll COVID19 Tracker Wave 2-6

Which of the following sources do you get your information from regarding the coronavirus (COVID-19) outbreak?

- National media: 56%
- Local media: 58%
- CDC: 49%
- The White House/President: 45%
- My local government: 44%
- Social media: 39%
- My governor: 48%
- Friends and family: 36%
- Doctors and nurses: 30%
- Government PSA’s / website: 23%
- Medical journals: 12%

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W2 (2050); W3 2019); W4 (2023) W5 (2016); W6 (1993)
Q23. Which of the following sources do you get your information from regarding the coronavirus (COVID-19) outbreak?
Doctors, Public Health and Scientists Are The Most Trusted Sources; Also Local vs. National

How trustworthy do you think each of the following sources are to provide accurate information regarding the coronavirus outbreak?

Summary of Very trustworthy + Somewhat trustworthy

Doctors and nurses: 93%
CDC: 85%
Medical journals: 87%
Government PSA's / website: 71%
My local government: 76%
My governor: 76%
Local media: 69%
Friends and family: 76%
National media: 60%
The White House/President: 53%
Social media: 35%

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W2 (2050); W3 (2019); W4 (2023) W5 (2016); W6 (1993)
Q24 How trustworthy do you think each of the following sources are to provide accurate information regarding the coronavirus outbreak?
The Public’s Opinion of Healthcare, Retail, Restaurants and Tech Has Improved Through Cv19

Feel More Positive Toward Industry Since Start of Coronavirus Pandemic

- Healthcare (Doctors/Nurses/Hospital): 54%
- Retail: 41%
- Restaurants: 30%
- Technology: 31%

**Wave 5 (3/28 – 3/30)**
- Healthcare (Doctors/Nurses/Hospital): 62%
- Retail: 48%
- Restaurants: 38%
- Technology: 37%

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W2 (2050); W3 (2019); W4 (2023); W5 (2016); W6 (1993)
Q38 How has your view of each of the following industries changed since the start of the coronavirus pandemic?
Americans Feel What a Company Does is More Important Than What it Says

Which of the following, if any, did the brand do to gain your respect?

- Company shifted manufacturing to support fight against COVID-19: 51%
- Company went to great lengths to support their employees: 48%
- Company contributed to the community: 43%
- Company helping the public through the crisis anyway they can: 37%
- Company did right by their customers: 34%
- Company launched new product/service that was useful: 29%
- Executives demonstrated leadership: 29%

BASE: QUALIFIED MALE (N=1231)
Q43: Which of the following, if any, did the brand do to gain your respect?
What is your opinion of companies who create advertisements about COVID-19?

- 38% believe it is a good thing regardless of actions they have taken, it shows they care.
- 26% think they're just doing it for publicity, most of them feel contrived/forced.
- 36% believe marketers should only advertise if they are have taken action to address COVID19.
- 8% never click on the ads.
- 11% click sometimes.
- 27% click often.
- 20% click always.

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W6 (1993)
MED04: Do you ever click on the ads you see related to COVID19?
MED05: What is your opinion of companies who create advertisements about COVID-19?
Americans Want Companies To Sacrifice For; Not Exploit The Crisis

Do these actions improve or worsen your opinion of the company?

- Harmed by the crisis asking for a bailout from the federal government.
  - Worsen Opinion: 44%
  - Improve Opinion: 56%

- Executives forgoes salaries, bonuses or other compensation.
  - Worsen Opinion: 16%
  - Improve Opinion: 84%

- Promises to relocate their manufacturing away from China and back to the United States.
  - Worsen Opinion: 14%
  - Improve Opinion: 86%

- Allows customers to forgo payments for up to 6 months or offers lower interest rates or other programs.
  - Worsen Opinion: 9%
  - Improve Opinion: 91%

- Shifts production to make equipment or supplies necessary to fight the pandemic.
  - Worsen Opinion: 9%
  - Improve Opinion: 91%

- Donates money, supplies or employee's time to aid relief in communities.
  - Worsen Opinion: 8%
  - Improve Opinion: 92%

Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W6 (1993)
FR05: Businesses and CEOs have responded in different ways to the pandemic. Below is a list of actions that companies have taken in response to the pandemic. Do these actions improve or worsen your opinion of the company?