



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

American Resolve:

Attitudes, values and lives in the pandemic.





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 17-18, 2020.

Wave 2 was fielded online among a nationally representative sample of 2,050 U.S. adults from March 14-15, 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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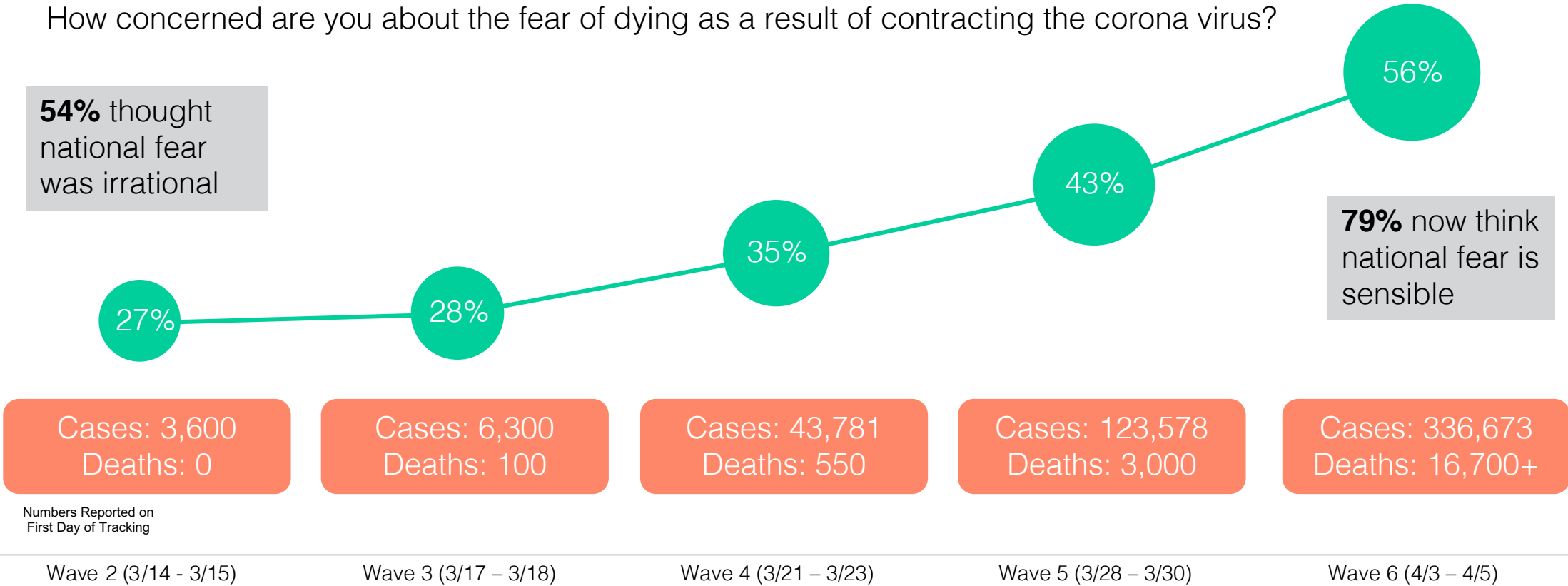


American Society: Fear, Finances and the Future



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?



Source: Harris Poll COVID19 Tracker Wave 2-6

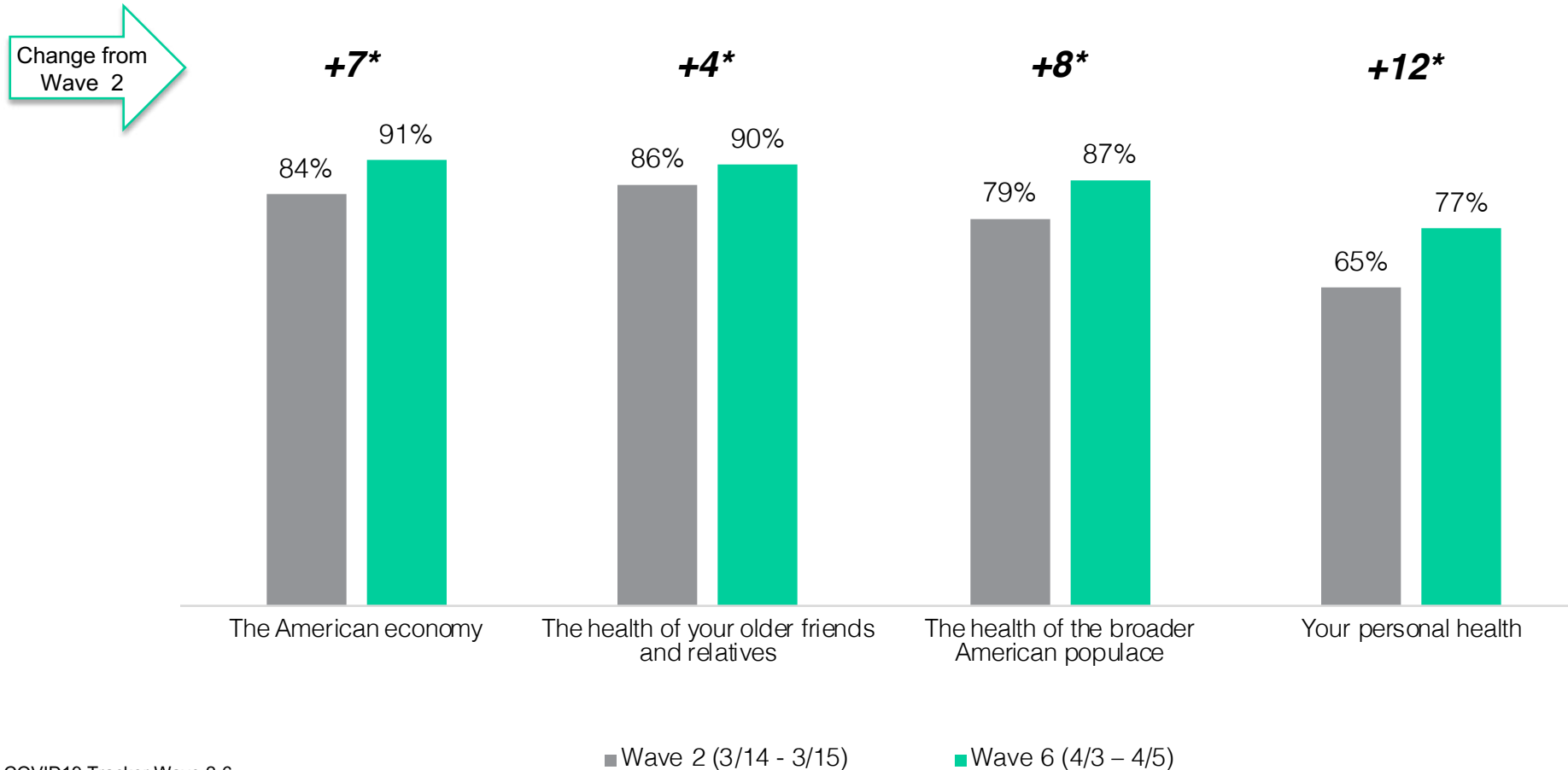
BASE: GENERAL PUBLIC W2 (2050); W3 (2019); W4 (2023) W5 (2016); W6 (1993)

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)



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?

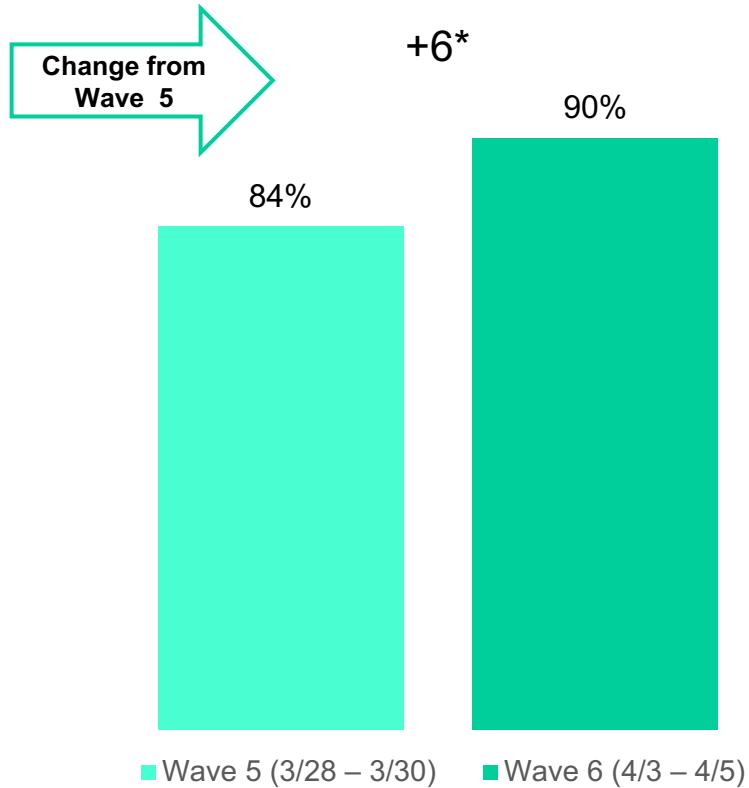
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*Statistically Significant Difference

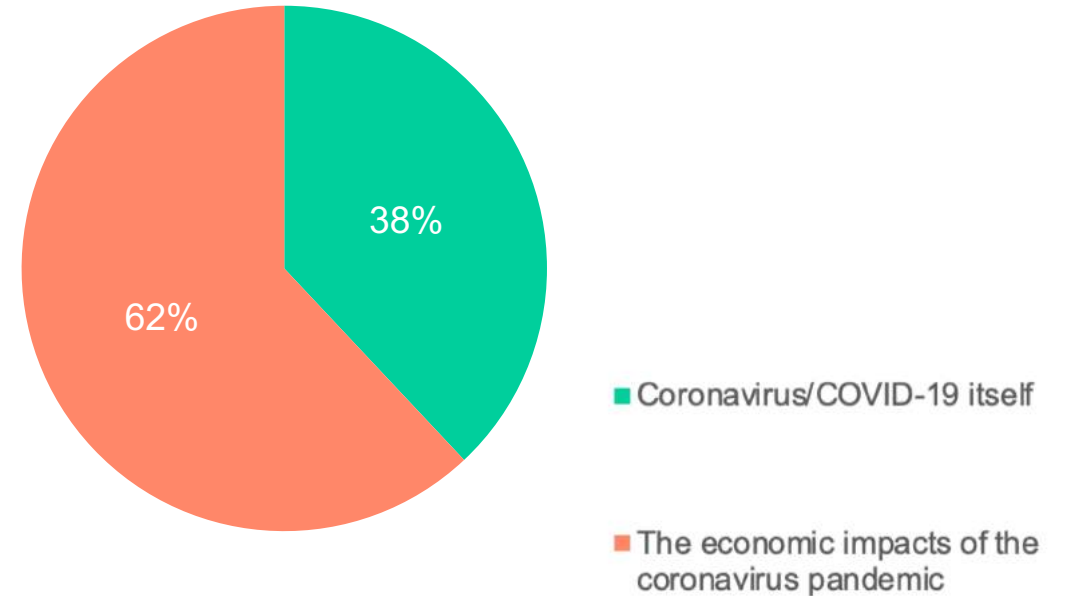


Most Believe The Global Economy Is Already In A Recession; More Concerned About Finances

Do you think we are already in global recession?
(% agree)

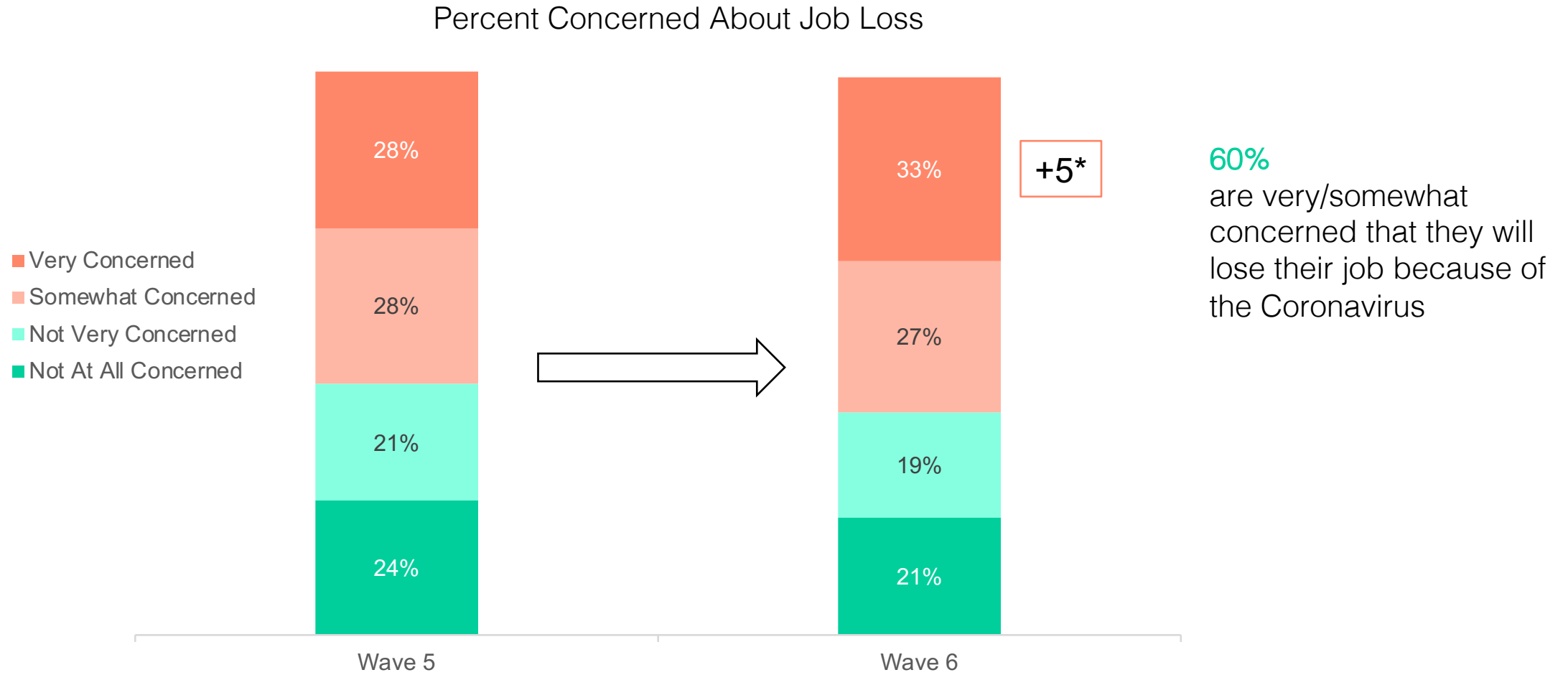


Which do you think will have a bigger impact on you and your family?





A Growing Majority Of Americans Are Concerned About Losing Their Jobs



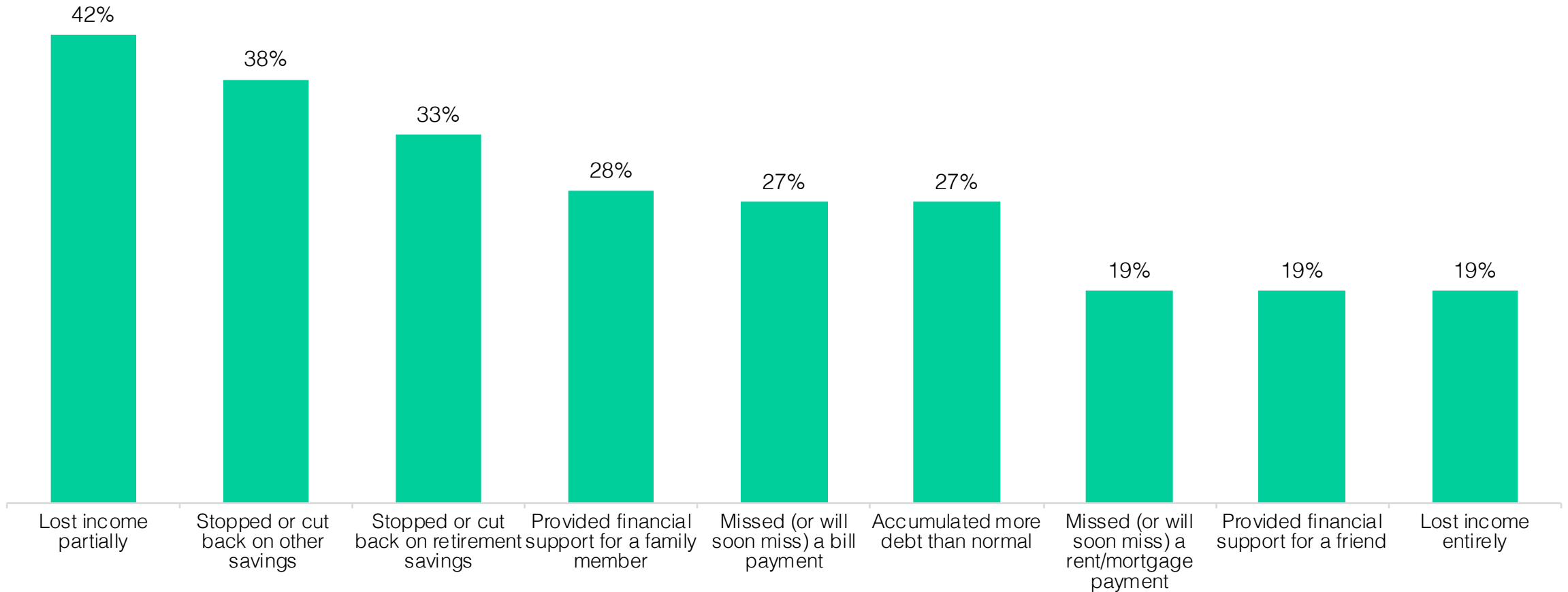
BASE: GENERAL PUBLIC W5 (1198); W6 (1161)
EMP02 How concerned are you that you may lose your job due to the coronavirus outbreak?

*Statistically Significant Difference **7**



The Financial Impact Has Already Hit: Nearly A Fifth Have Lost Income Entirely

As a result of Cv19, which of the following issues have happened to you personal?



BASE: GENERAL PUBLIC W6 (1993)

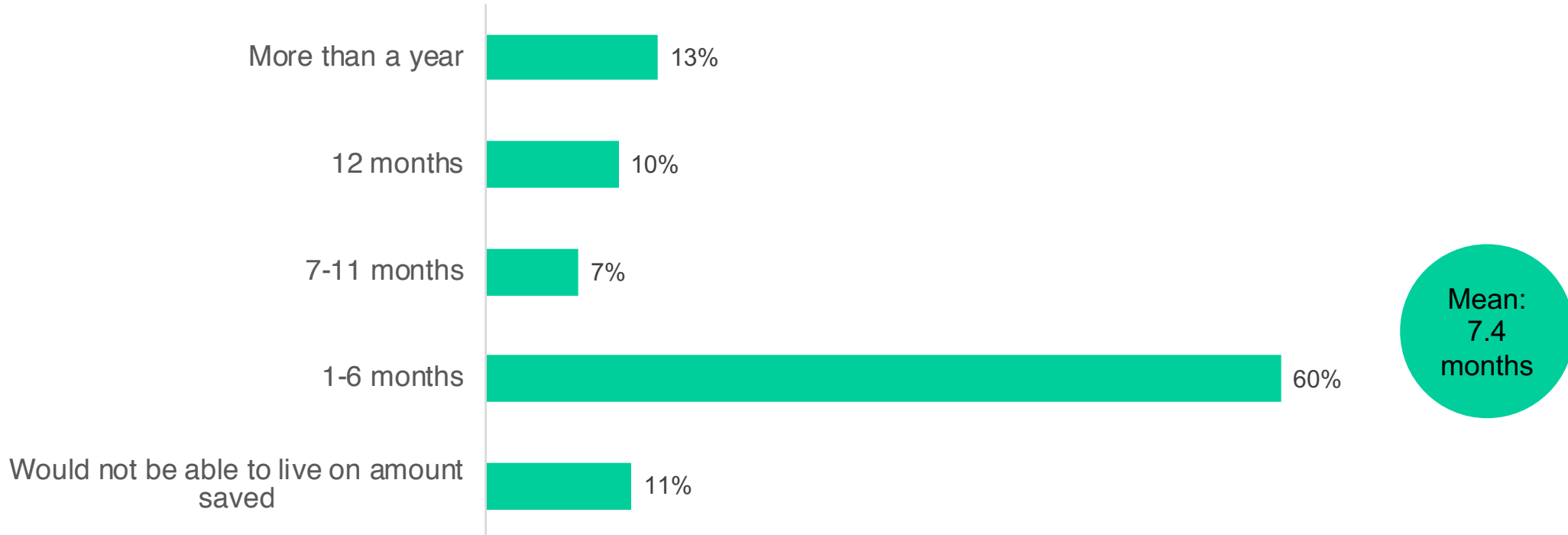
EMP05 As a result of the current pandemic, have you or your household been impacted financially in any of the following ways?

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

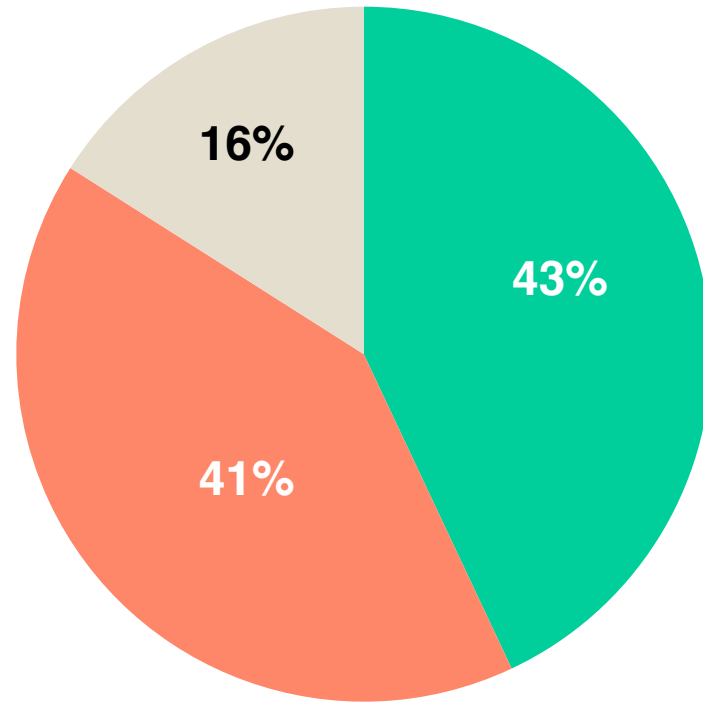
If you were to lose your job, how long do you think you will be able to live on your savings?





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?...



38%
have sought out
new/additional
sources of income

■ Lower ■ About the same ■ Higher

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?

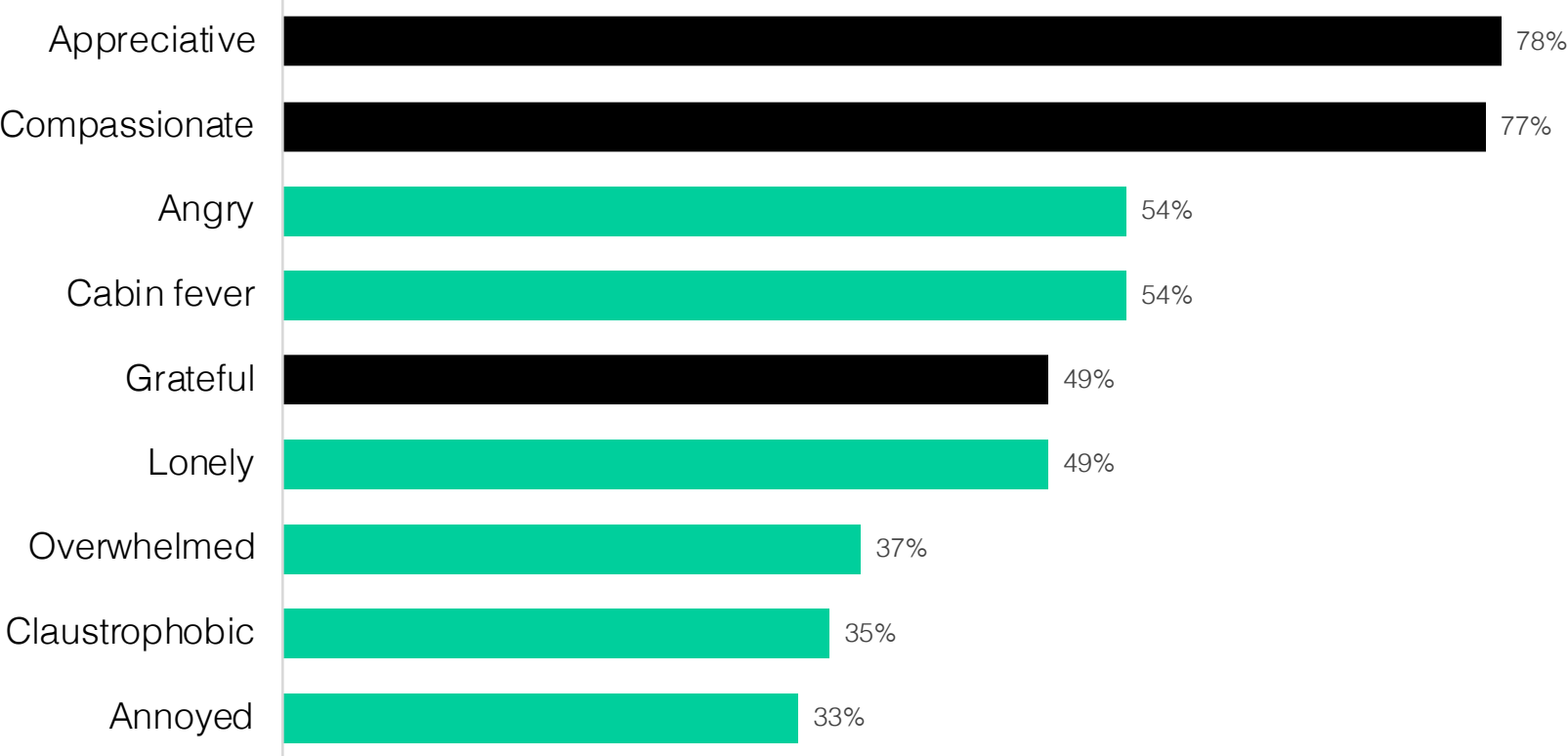


American Life: Coping, Collaborating and Compassion



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?

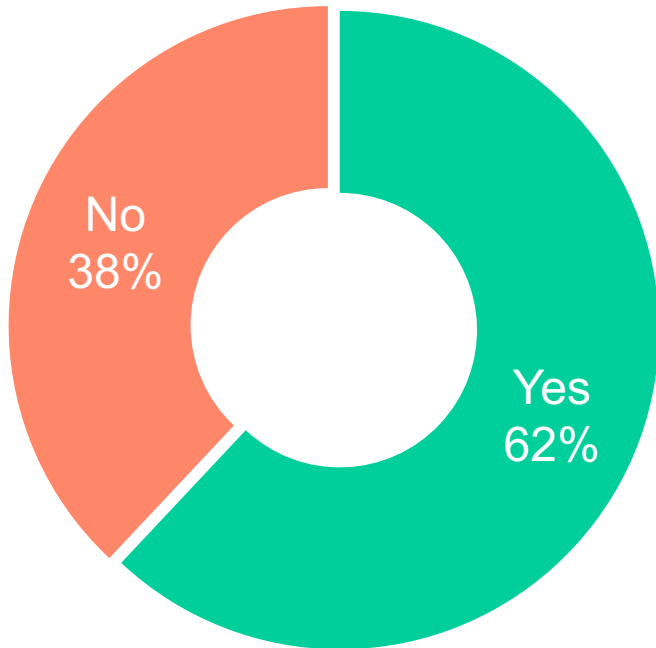


Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W6 (1993)
FR01_1 Have you felt any of the following since the stay-home orders have gone into effect?



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

BASE: EMPLOYED GENERAL PUBLIC W6 (1161)

EMP04 Have you been working from home since the coronavirus pandemic?

BASE: WORKING FROM HOME GENERAL PUBLIC W6 (731)

FR02_5 While working from home, are you more likely to...

BASE: PARENTS W6 (1109)

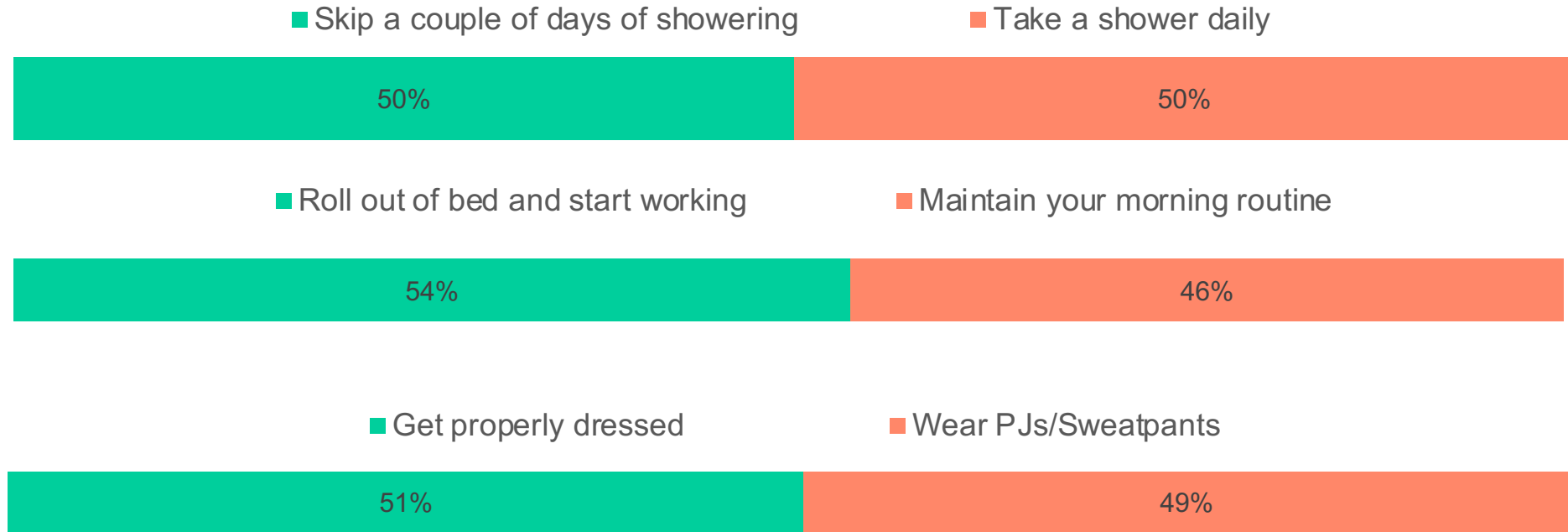
FR03 Are you a parent who is now staying at home with your child(ren)?

FR04_6 As a parent, have you experienced any of the following since the stay-home orders have gone into effect?



Nearly Half Are Skipping Daily Showers and Working in PJ's

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

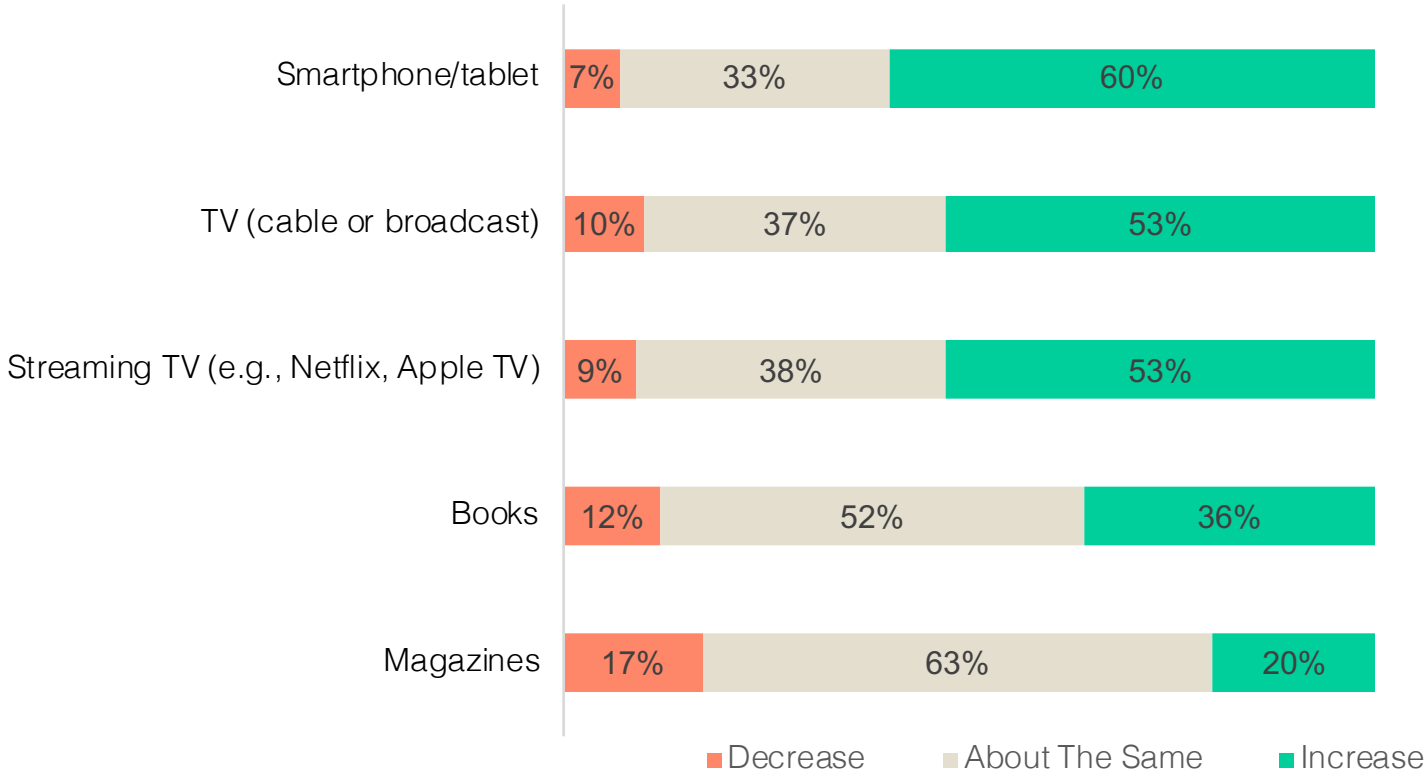


56% say they are actually working more now that they are home than they were in the office

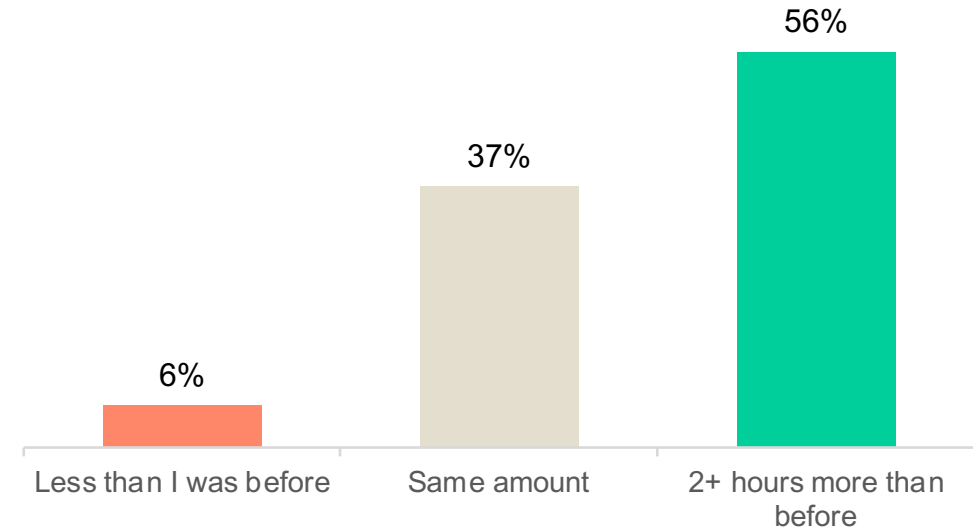


More Families are on More Media; Over Half Are Watching 2+ Hours Of Additional Entertainment

Time Spent Following COVID-19 Outbreak



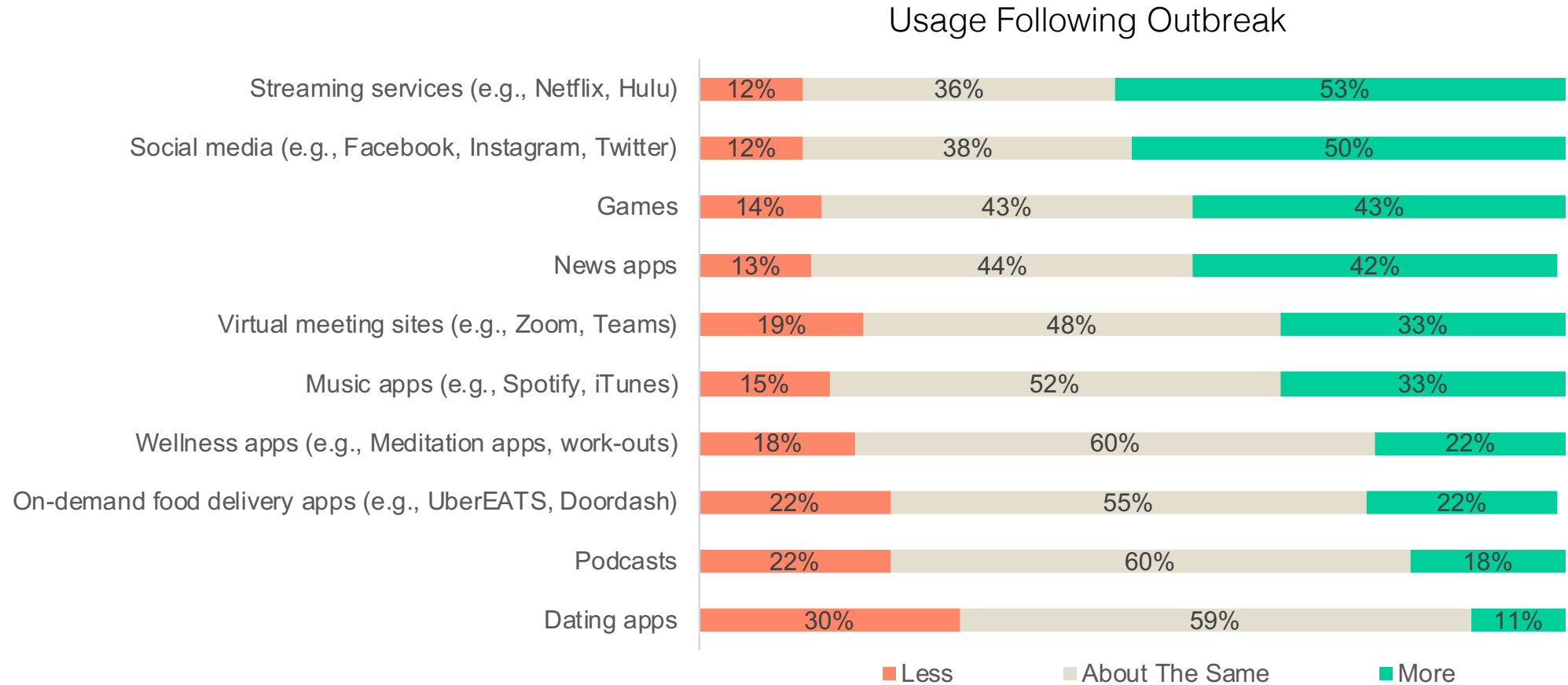
Entertainment Programming Watching Compared to Before Crisis



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?



Half Are Using Streaming Services And Social Media More Than Before The Outbreak

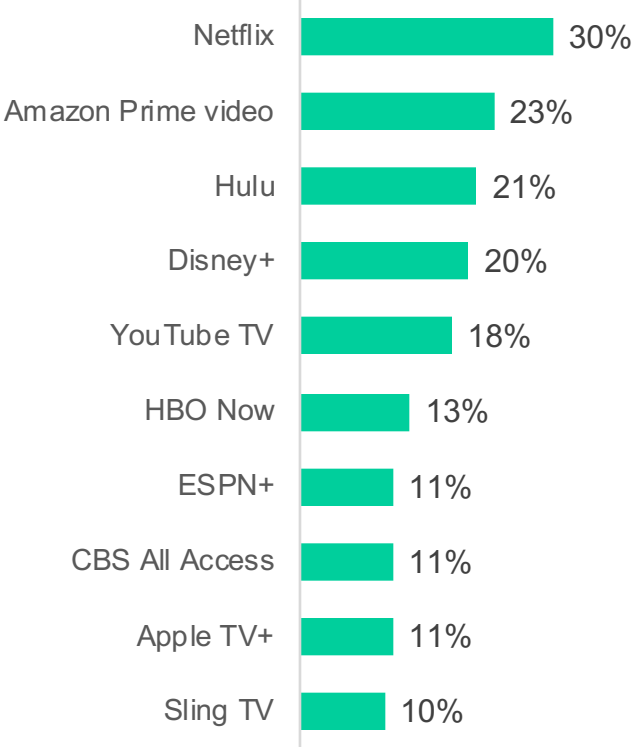


Source: Harris Poll COVID19 Tracker Wave 2-6
 BASE: GENERAL PUBLIC W6 (1993)
 MED02: Are you using each of the following more, less, or about the same since the coronavirus outbreak?

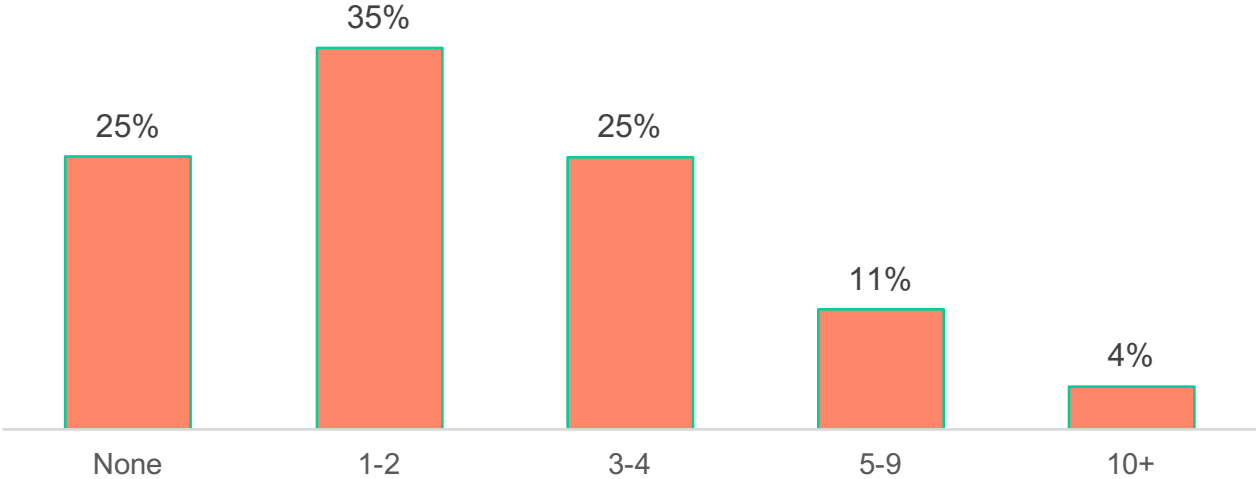


Streaming is The New Survival Tool: One In Three Signed Up For Netflix In March

Streaming Services Signed Up For in March



Number of Streaming Services Currently Subscribed To

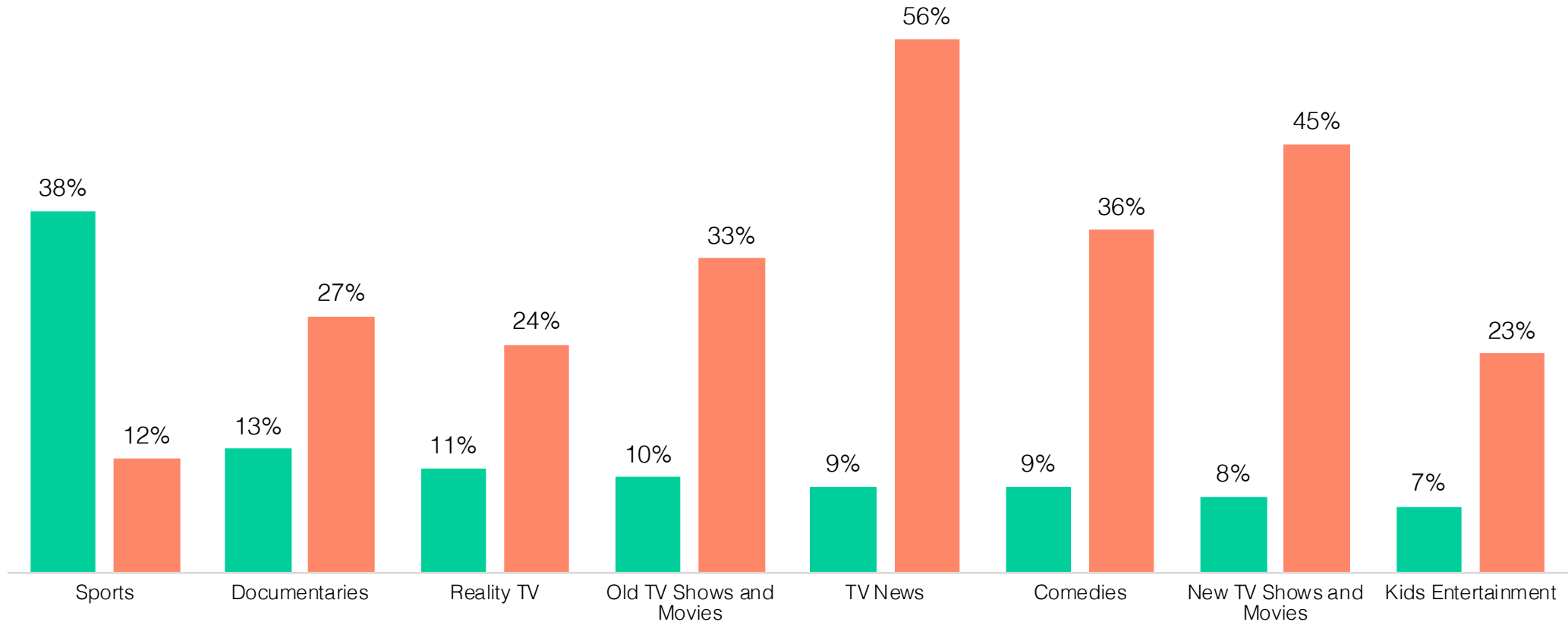


BASE: GENERAL PUBLIC W6 (1993)
 MED06: Did you sign up for any of the following video streaming services during March?
 MED08: How many on-demand streaming video services do you currently subscribe to? (This includes services like Netflix, Hulu,, CBS All Access, etc, but excludes live TV services like YouTube TV, Sling, etc)
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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

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

45%

of Gen Z/Millennials are increasing their daily exercise

Source: Harris Poll COVID19 Tracker Wave 2-6

BASE: ALL RESPONDENTS (N=1993)

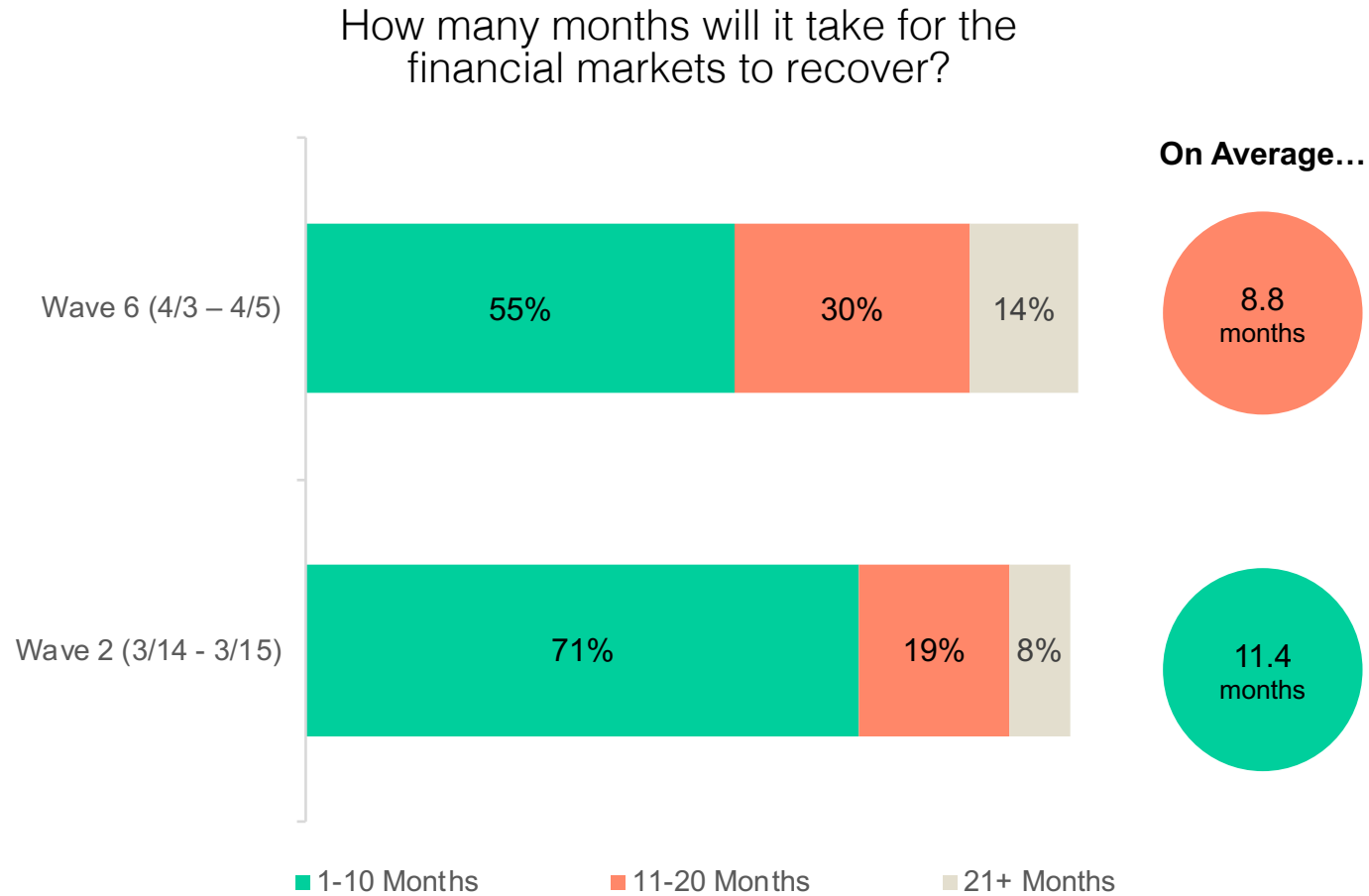
MED02 Are you using each of the following more, less, or about the same since the coronavirus outbreak?



The American Consumer: Revenge Spending and What Might Be Different



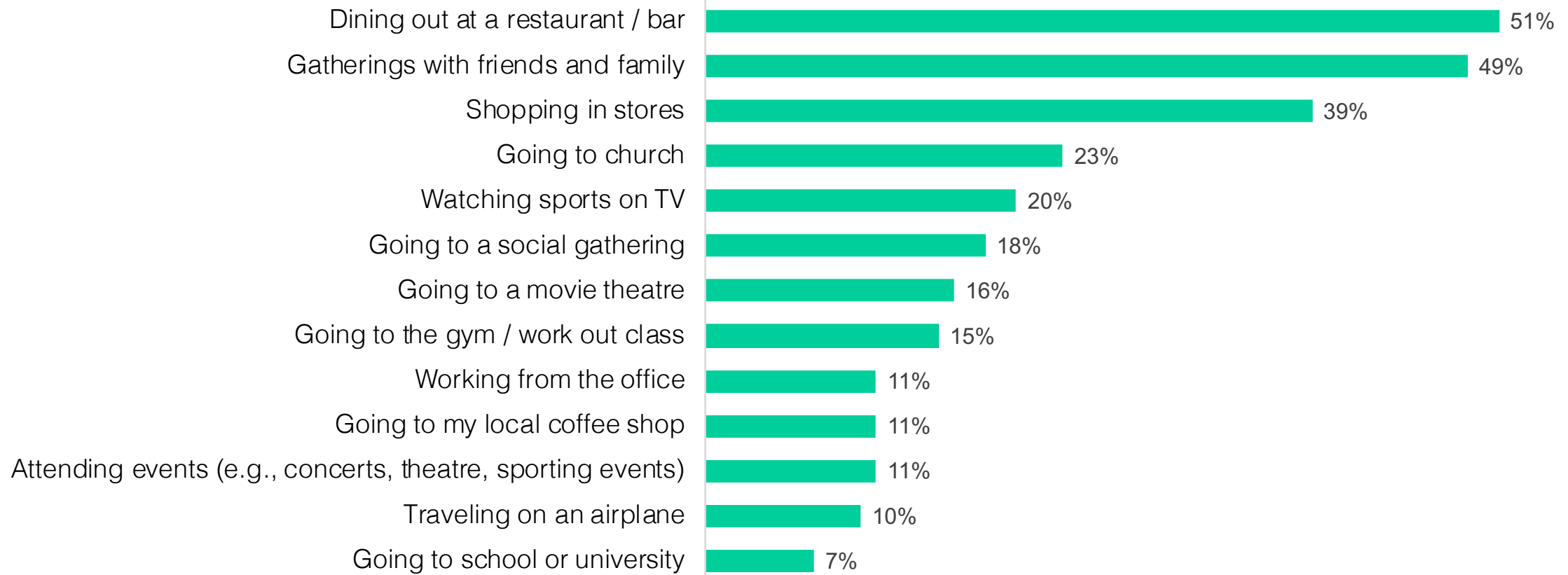
While More Pessimistic About The Near Term, Americans See A Shorter Horizon To Recovery





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?



Source: Harris Poll COVID19 Tracker Wave 2-6

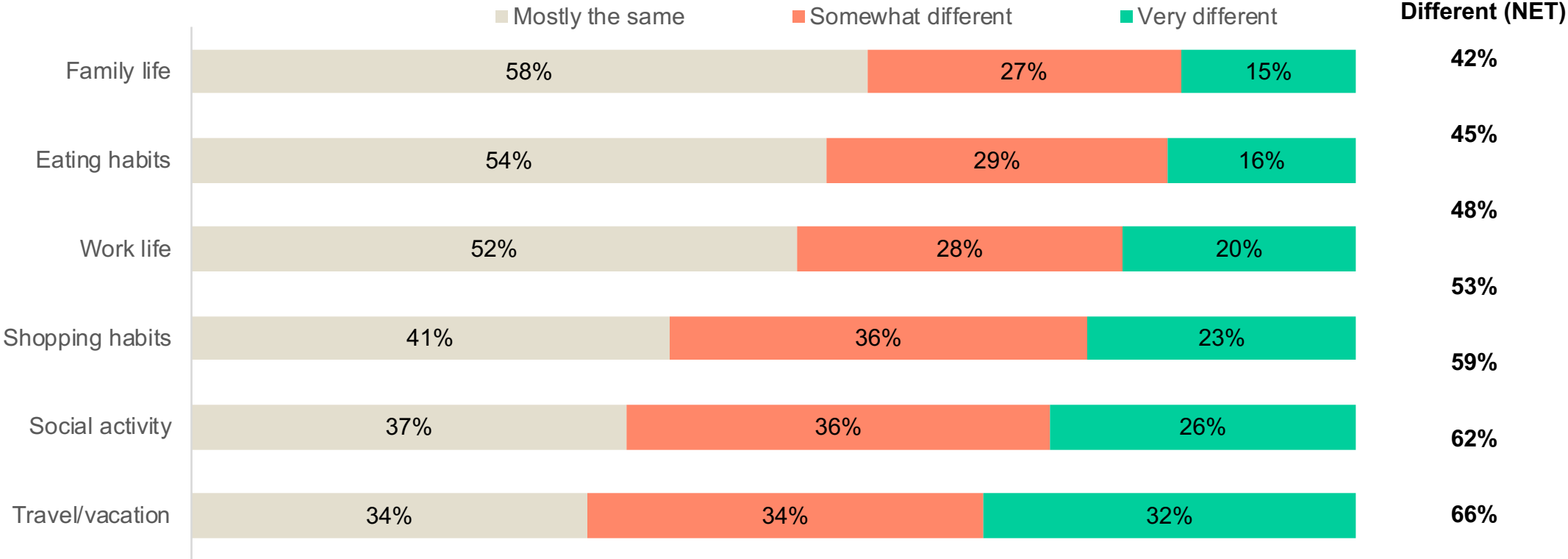
BASE: GENERAL PUBLIC W6 (1993)

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?



Source: Harris Poll COVID19 Tracker Wave 2-6

BASE: GENERAL PUBLIC W6 (1993)

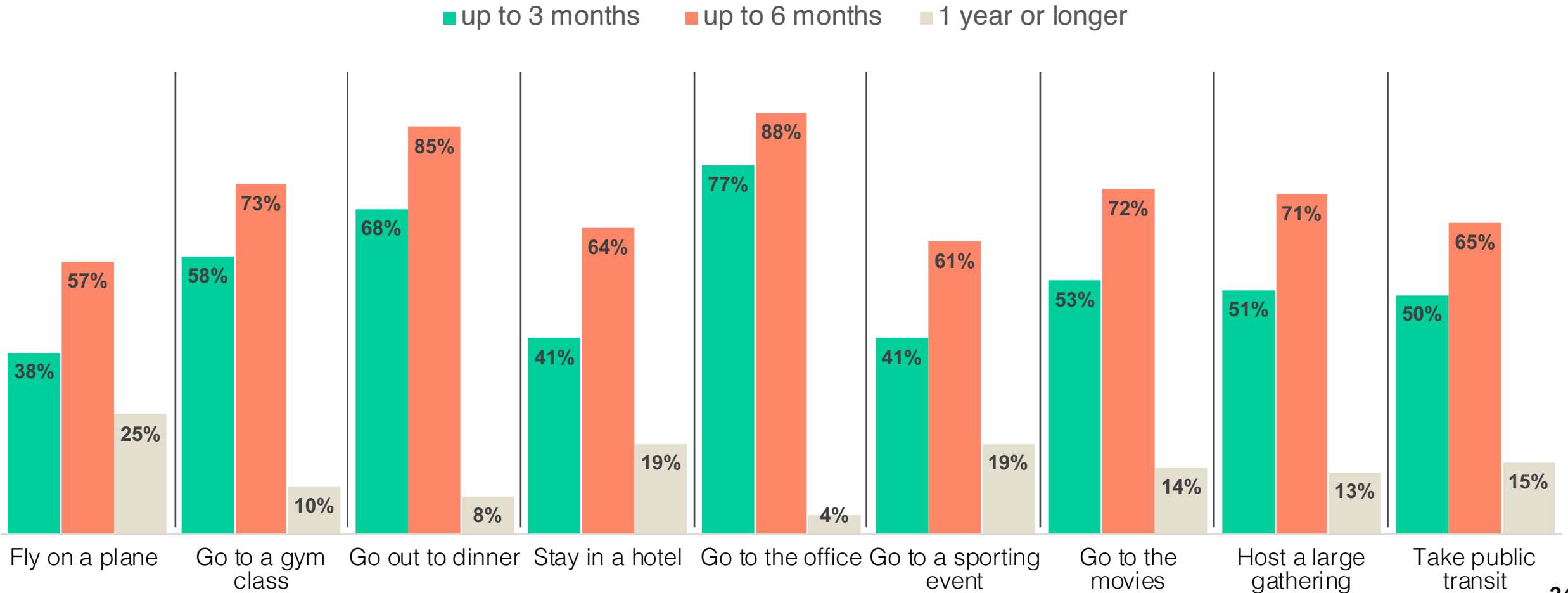
L102 Once the pandemic is over and things return to normal, do you think each of the following areas of your life will be very different, somewhat different or mostly the same?

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And They Have a Cautiously Optimistic Mindset About Resuming Public Life

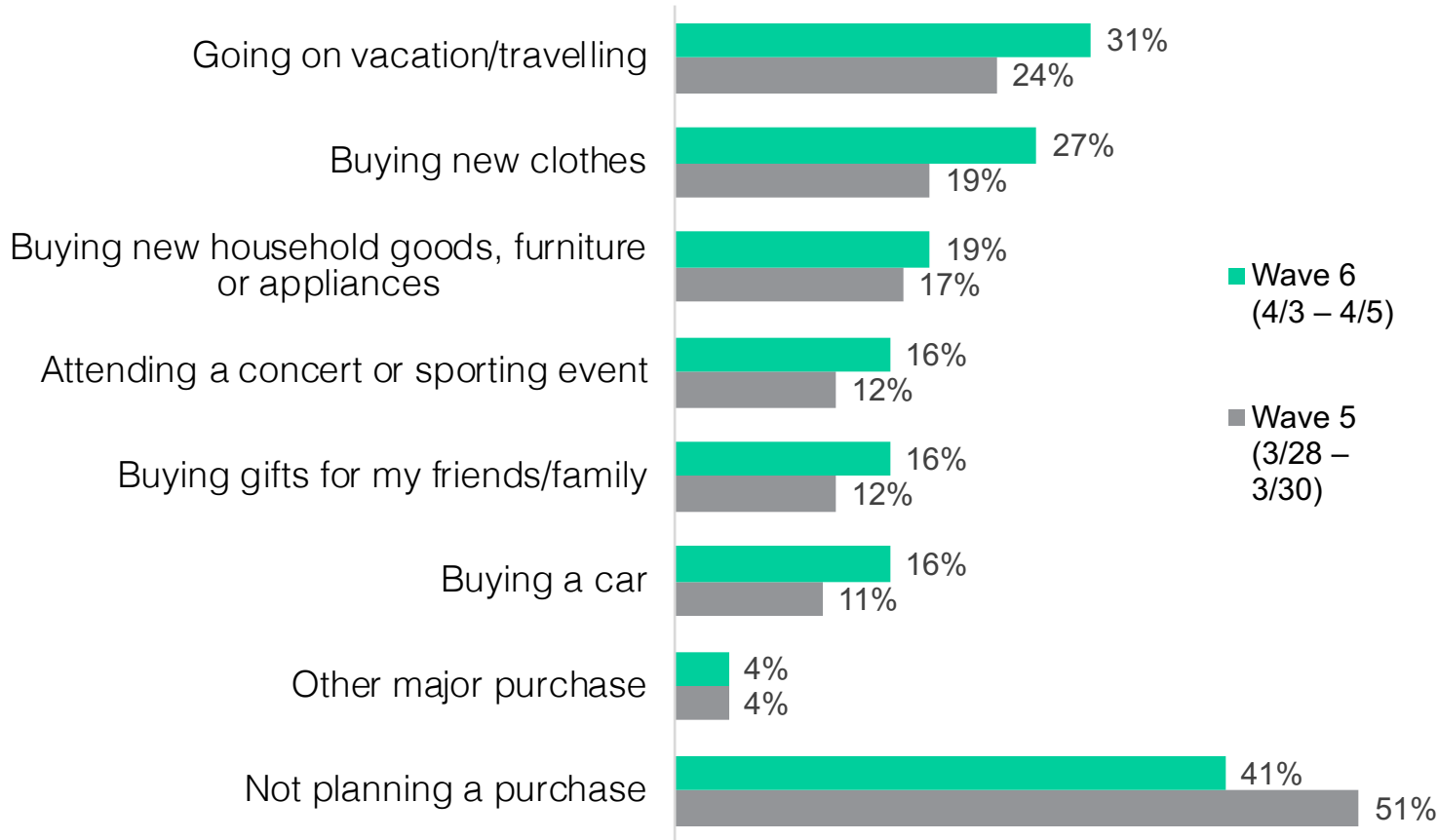
Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?





This is Creating a Noticeable Pent-up Demand For Travel, Shopping and Future-Proofing

Major Purchases Planned Once Things Return To Normal



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



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



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

BASE: GENERAL PUBLIC W6 (1993)

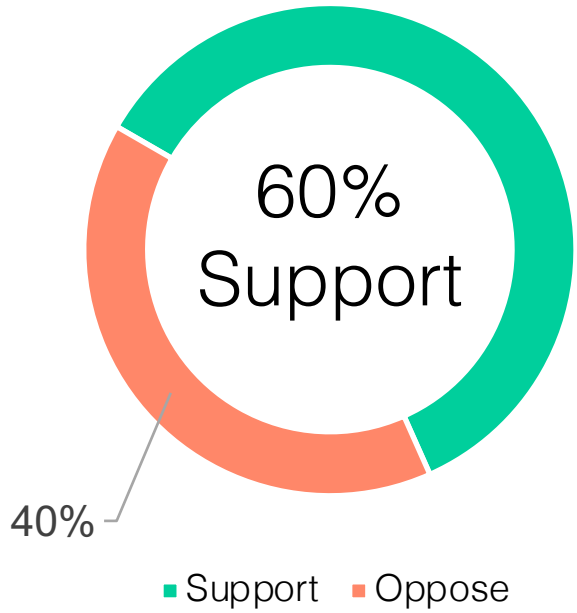
Q3A. Which of the following best describes your response to coronavirus? I have taken steps to make sure I leave my residence as little as possible / I have been leaving my residence as I normally would

Q15 Which of the following sacrifices would you be willing to make, in order to help America through the coronavirus outbreak?

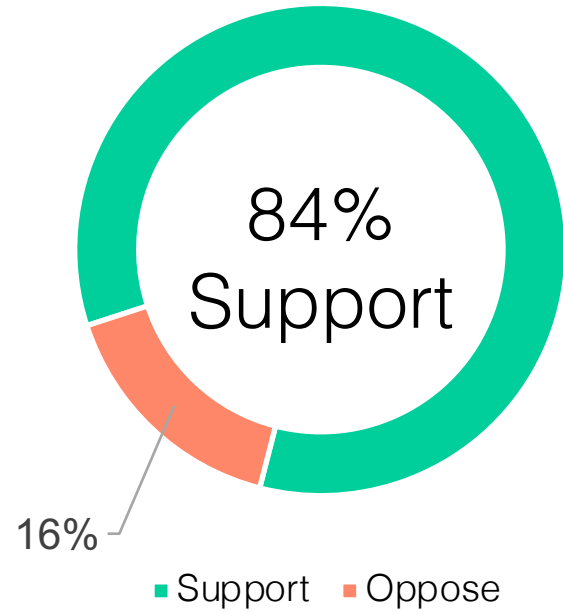


They Are Even Willing To Sacrificing Privacy and Freedoms to Combat The Spread of Cv19

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?



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

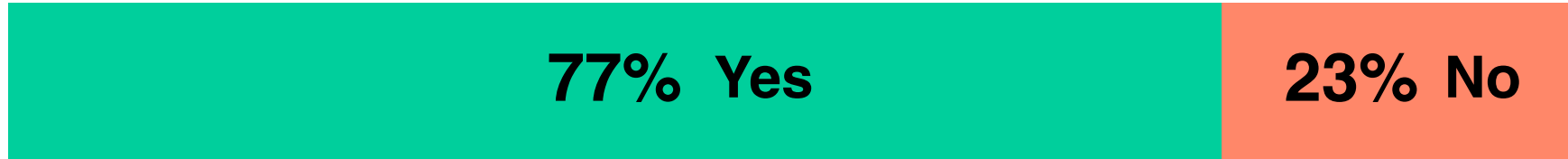


71% agree: would you be willing to share your mobile location data so you can be alerted if you were to enter an area that posed a health risk?

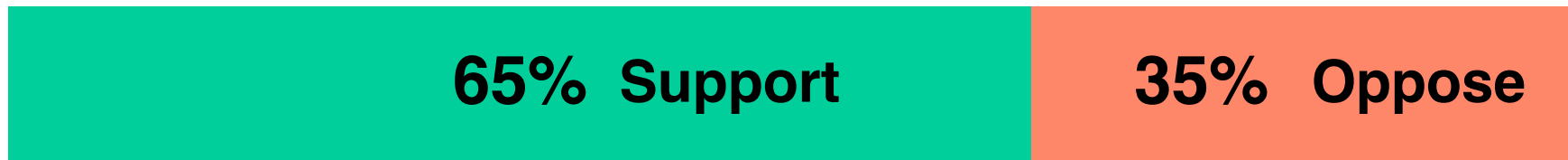


As Well As Embracing Required Health Screenings and Local Registries

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



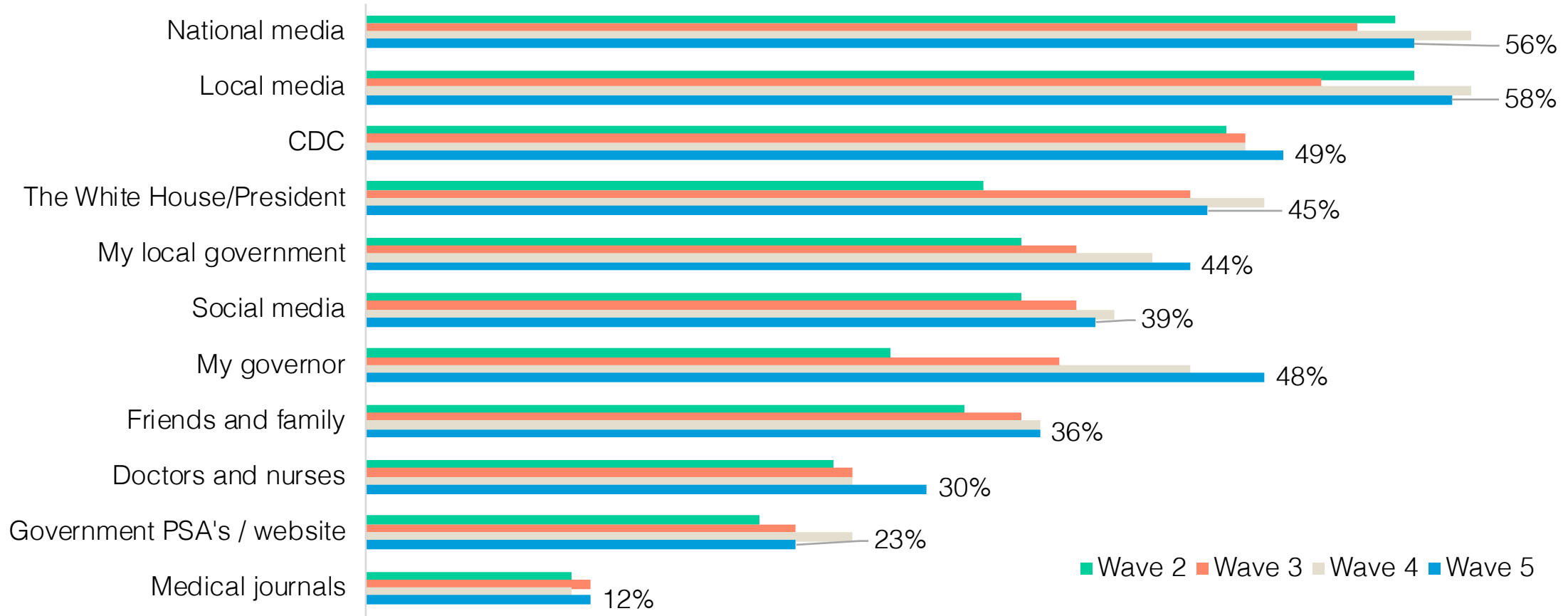
Would you support or oppose a **registry** that would allow you to see if any of your **neighbors** were diagnosed with COVID19?





Americans Are Getting Information on Cv19 From National and Local Media; CDC and POTUS

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



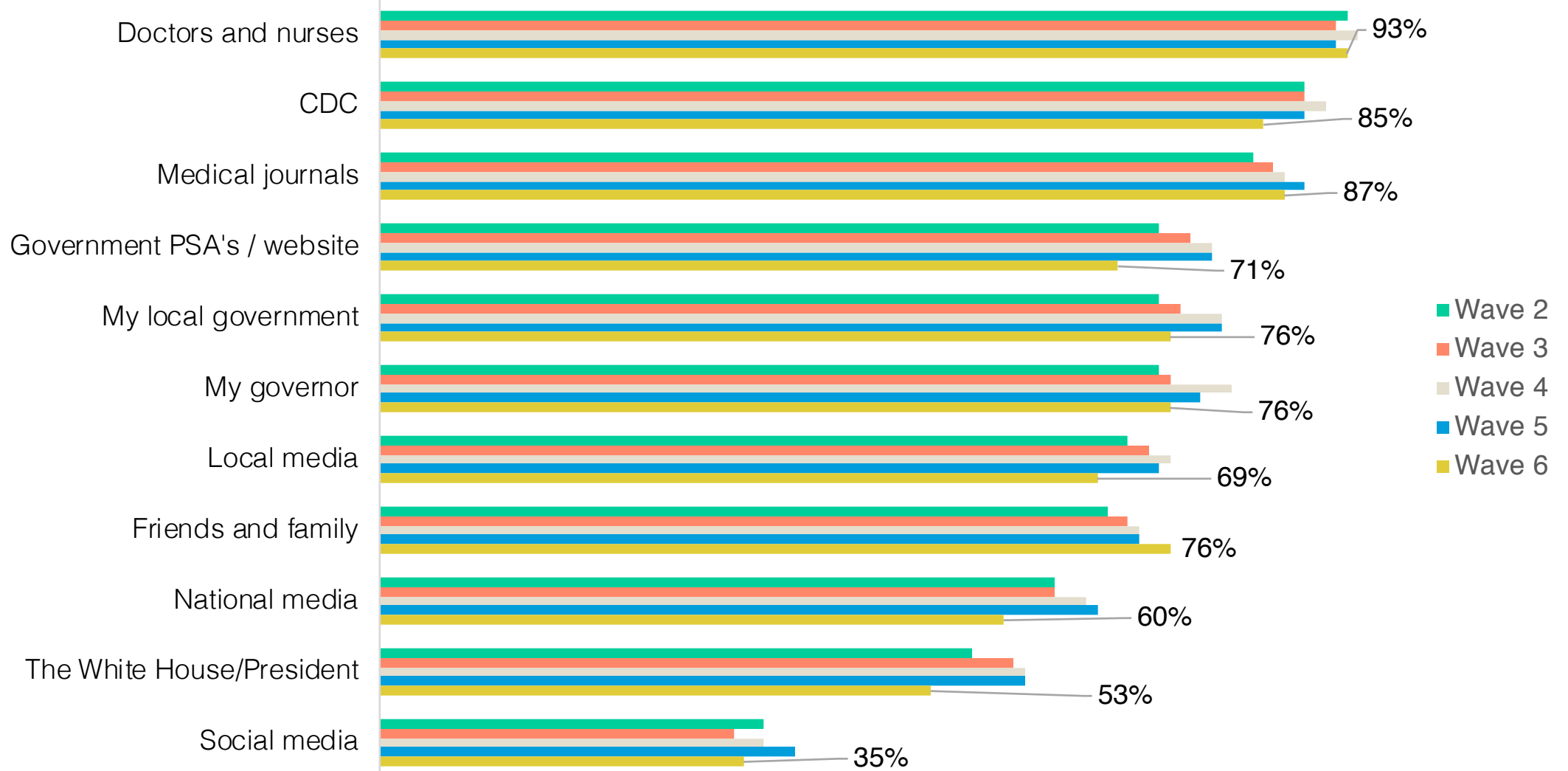
Source: Harris Poll COVID19 Tracker Wave 2-6
 BASE: GENERAL PUBLIC W2 (2050); W3 2019); W4 (2023) W5 (2016); W6 (1993)
 Q23. Which of the following sources do you get your information from regarding the coronavirus (COVID-19) outbreak?
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Doctors, Public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

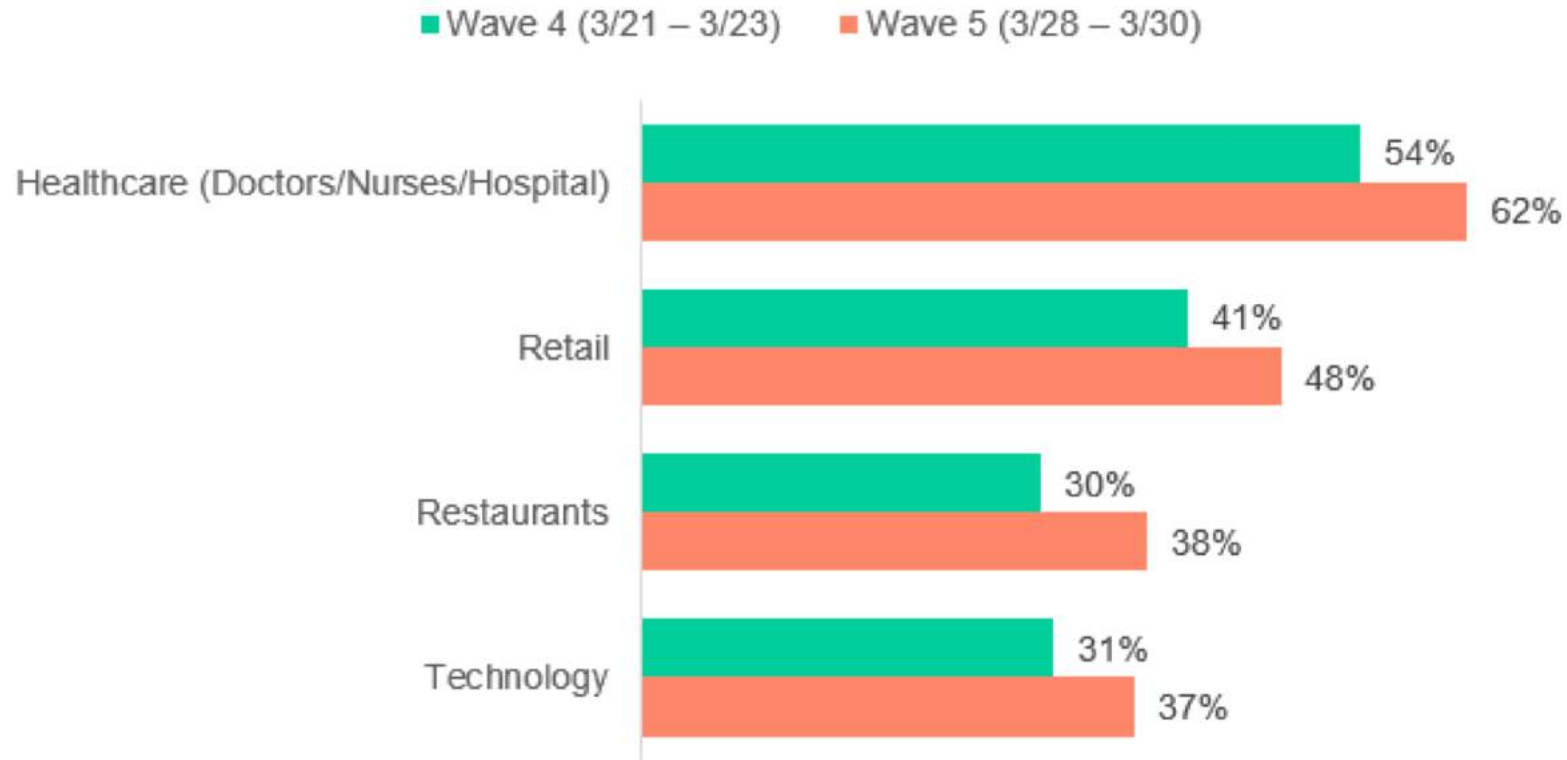


Source: Harris Poll COVID19 Tracker Wave 2-6
 BASE: GENERAL PUBLIC W2 (2020); W3 (2019); W4 (2023) W5 (2016); W6 (1993)
 Q24How trustworthy do you think each of the following sources are to provide accurate information regarding the coronavirus outbreak?



The Public's Opinion of Healthcare, Retail, Restaurants and Tech Has Improved Through Cv19

Feel More Positive Toward Industry Since Start of Coronavirus Pandemic



Source: Harris Poll COVID19 Tracker Wave 2-6

BASE: GENERAL PUBLIC W2 (2020); 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?



BASE: QUALIFIED MALE (N=1231)

Q43: Which of the following, if any, did the brand do to gain your respect?

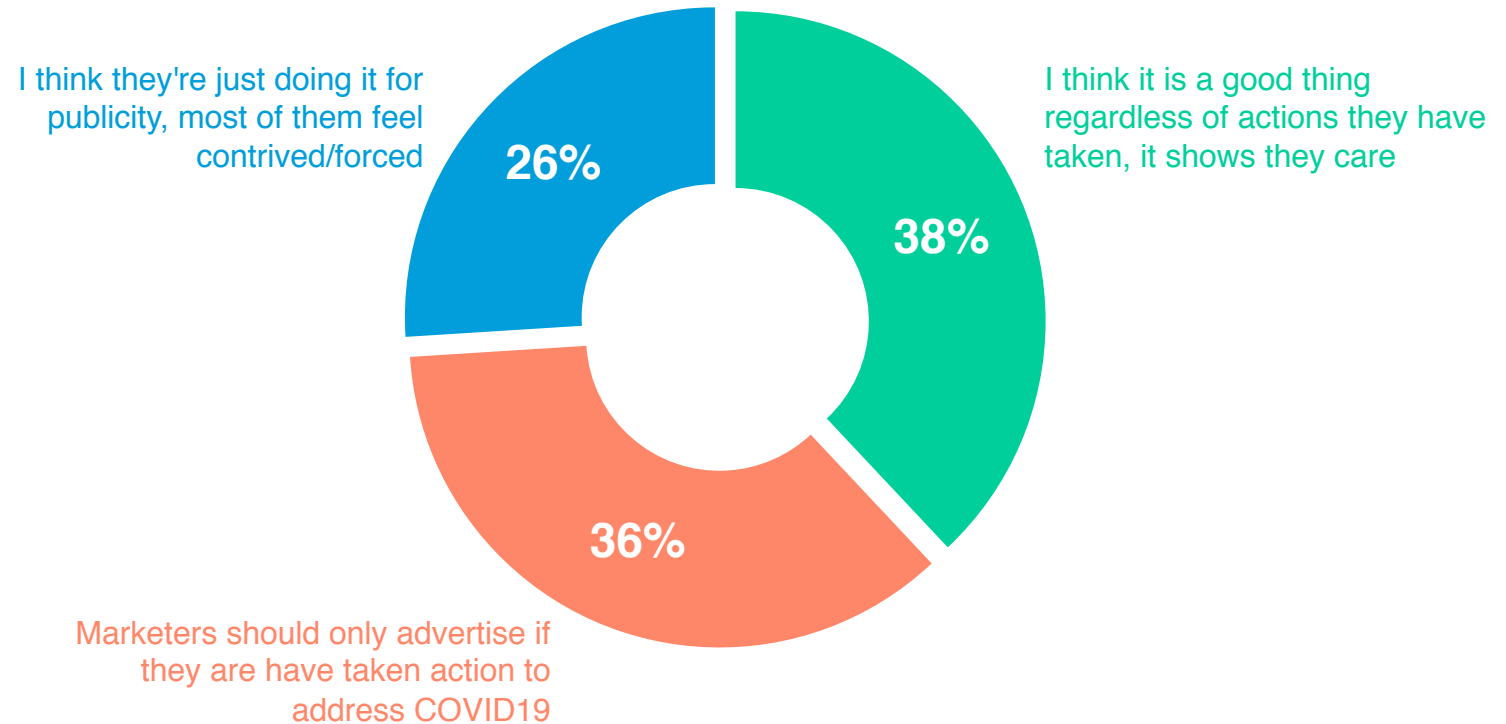
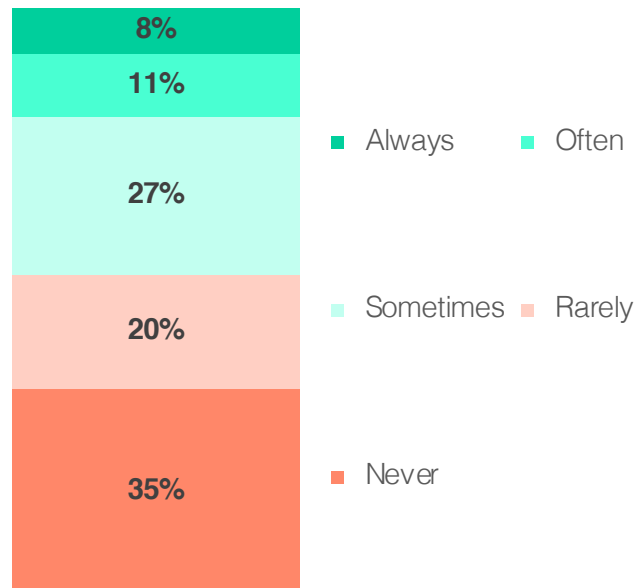
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Still Three Quarters Say Companies Should Be Messaging on COVID-19

What is your opinion of companies who create advertisements about COVID-19?

Clicking On The Ads Related To COVID-19 ^{C19}



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?

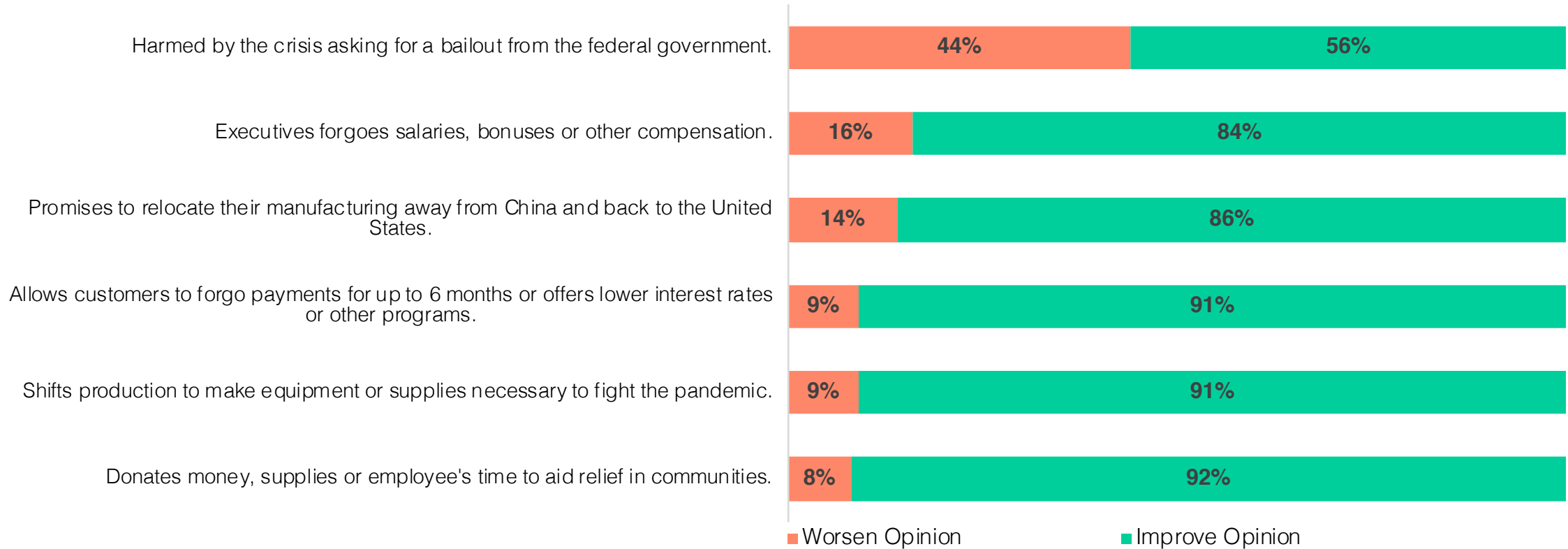
MED05: What is your opinion of companies who create advertisements about COVID-19?

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Americans Want Companies To Sacrifice For; Not Exploit The Crisis

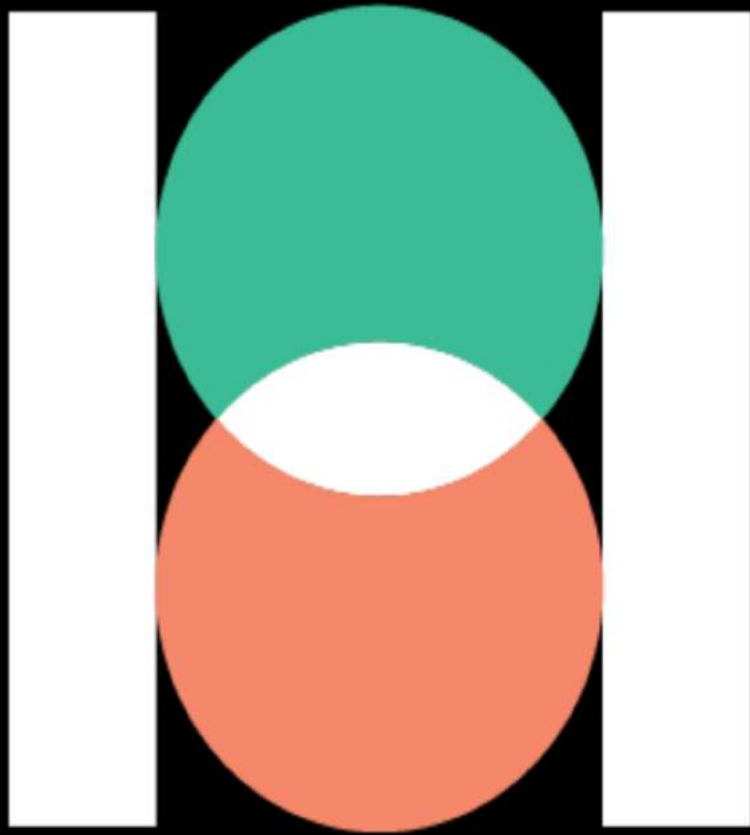
Do these actions improve or worsen your opinion of the company?



Source: Harris Poll COVID19 Tracker Wave 2-6
BASE: GENERAL PUBLIC W6 (1993)

FR06: 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?

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