

## The Pulse of COVID-19: *Harris Takes a Look at the Trends of the Past Week*

Most of us are, grief experts call it [anticipatory grieving](#)— the unknown loss of tomorrow, our old lives, human touch, our health, our financial wellbeing, etc. We've lost our collective sense of safety and security on a global level, and it will have long-term implications on our society in the future. At the same time, humanity is showing an incredible amount of resilience and creativity, finding new ways to live in this new normal, from [WWII vets dancing to Justin Timberlake](#), to [virtual proms](#), to meeting [new grandchildren through glass windows](#).

In New York, there is a heaviness that is unavoidable, it's in the air, weighing down on our lives and wellbeing. This week, it's particularly challenging to find the silver linings amid the mass loss of lives, but this also is the fundamental opportunity of leadership.

With that in mind, let's look into what's emerging in the market and how companies, individuals, animals, and communities are leading into the unknown as a source of information, insight, inspiration, and maybe even a point of levity.

This week we've woven Harris' latest data throughout the trends, highlighted **in green**.

**Action Hero Companies & Leadership:** It's all hands-on deck and Americans expect companies to pull out all the stops to help seize and control this pandemic. **All Americans want companies to take action to help fight the current pandemic, saying the following have most potential to improve their opinion: donating money, supplies or time (92%), allowing customers to forgo payments for up to 6 months (91%), shifting production to create supplies needed to fight the pandemic (91%), and having executive forgo salaries or other compensation (84%).**

- COVID-19 testing accelerates: The test times have rapidly improved from 45 minutes (two weeks ago), to 15 minutes (last week), to just 5 minutes this week with the announcement of **Abbott's ID NOW**, an FDA-approved lab-in-a-box test. Additionally, we are making progress with the [first FDA approved antibody lab testing](#) rolling out, and **Scanwell Health** is seeking FDA approval for an [at-home antibody blood test](#) (via finger prick + smartphone), which has already been approved in China.
- Researchers are leveraging **Google's** behavioral data to help identify [emerging COVID-19 outbreaks](#). For example, searches for "I can't smell" were highest in New York, New Jersey, Louisiana, and Michigan — four of the states with the highest rates of diagnosis.
- Supporting the front line: **American Express and Hilton** have partnered to offer healthcare workers up to [1MM free rooms across the US](#), while **Serta Simmons** bedding donated [10,000 mattresses to New York hospitals](#).
- Refueling the protective supply chain: **Tesla** released a video showing off its efforts to [build ventilators](#) using components from its Model 3 cars. **Apple's supply chain has now donated 20 million masks**, and they are designing 1MM face shields per week for medical workers that are fully adjustable and assemble in under two minutes. Meanwhile, an Apple supplier, **Flex**, is starting to assemble [thousands of ventilators](#).
- Helping the financially vulnerable: **TurboTax** launched a [free online portal](#) to help people who don't file taxes get their stimulus check faster.
- Crowdsourcing for good: **NASA issued agency-wide call for crowdsourcing** of ideas to fight the pandemic, while **Medtronic shared its portable ventilator design for free** to increase global production.



- Protecting employees: In addition to the measures taken to bolster the supply chain above, **Apple** is also offering [store employees \\$100 toward WFH gear and stress management tools](#). **84% of Americans say large companies' top priority should be keeping its employees safe, even if it means that customers need to wait to get their products, versus making sure their customers get their products as quickly as possible even if it means putting some employees at risk (16%).**
- Celebrating the real heroes: UK magazine **Grazia** replaced its usual celebrity cover with [everyday healthcare heroes](#), while **Vans** is selling custom sneakers to [support 80 small businesses](#), including skate shops and restaurants.
- **WSJ** highlights how [the pandemic's most powerful writer is a surgeon](#); read **Dr. Craig Smith's daily updates here** for a dose of reality and optimism. Brooklyn landlord **Mario Salerno** just [canceled rent for hundreds of tenants](#).

**Sanitary & Sanity Start-Ups:** Delivering what the world wants most right now, start-ups and businesses are ideating and crowdsourcing new ideas that meet consumers' needs for sanitation and sanity.

- We took a look at where consumers are directing their discretionary income on **Kickstarter** to get an understanding of where this trend could be headed. For example, [Hygiene Hand](#), an antimicrobial brass door opener started with a fundraising goal of \$5K has been funded by over 6,000 people, making over \$300K+. **Rev™**, [self-cleaning pure silver socks](#), had a fundraising goal of \$5K, and has already raised \$60K. **Lumio**, a UV self-cleaning toothbrush that [zaps germs with UV light](#), asked for \$11.5K, and received \$73K in support. Meanwhile, **PICO**, a concept that allows you to [garden inside with telescopic LED grow lights](#) and a self-watering system, asked for \$10K, and bloomed into over \$145K of support. Lastly, consumers are looking to find sanity and escape in a globetrotting board game, **Trekking the World**, which asked for \$32K, and people [have pledged more than \\$190K](#).
- As demand for mental health help soars, **SonderMind** [raises \\$27 million](#) to expand its services. The **World Health Organization in Africa** is holding virtual hackathons and offering up to [\\$20,000 in seed-funds](#) to finalists with digital solutions to stem COVID-19.
- Masks, masks, and masks: From DIY social media posts, to [fashion brand donations](#), to [new small business](#) opportunities, masks will become 2020's must-have accessory. And now the **CDC** shows you how to make a [face mask in 45 seconds](#), along with [Kate Hudson](#).

**The New Normal:** Repackaging our collective experiences, we are slowly emerging from the shock of the lockdown and starting to wrestle with the pieces of how life moves on from here, what does it look like and what will change?

- A WFH tipping point: While we know it's hard for some, most companies and employees are seeing the upside from working from home. **62% of Americans say they have been working from home since the coronavirus pandemic. A Harris Poll with GlassDoor shows that 67% of Americans were in favor of working remotely indefinitely, if their companies made such a policy mandatory. And that 60% of employees said they were confident they can efficiently do their job remotely if their companies instituted mandatory work-from-home standards.** According to **Gartner**, 74% of CFOs want to move (at least some of their workforce) [home permanently](#). And if you need inspiration, there are at least 100 ['Work From Home' playlists](#) now on **Spotify** to keep you going.
- Will we wonder why we ever waited in the doctor's office? **FCC** funded a \$200M [telehealth initiative](#) to help medical providers offer remote care,



while **Forward** launched 'Forward At Home' COVID-19 primary care service, sending users an [at-home-kit](#) with an EKG, connected thermometer, connected blood pressure cuff, and a pulse oximeter to upload vitals for virtual appointments.

- Reimagining dinner parties and wine tasting: An [Austin catering shop](#) is now offering virtual dinner parties where they'll deliver dinner for two and facilitate a virtual meal with others, while **Brooklyn Winery** is offering [virtual wine tasting](#) with the winemakers.
- Upskilling and side hustling: **53% of Young Americans (18-34 yrs old) have sought additional sources of income as a result of the current pandemic (38% of Americans overall)**. Many Americans are rethinking about how to secure their financial wellbeing in the future and e-learning is playing a pivotal role in that search, right now there are [over 450 free courses offered by Ivy League colleges](#) to learn something new, and even **Audible** is giving away [free audiobooks](#) to children and teens stuck at home. Out of this crisis, we might see an emergence of a more empowered self-directed learner, who is skilled, prepared and questioning the point of student loan debt.
- New signals and signs of the times: **Twitter** [verifies experts on COVID-19](#) to stop spreading false news. We see a new set of emojis roll out to adapt to the times, from [elbow bumps](#), to empty toilet paper rolls, to ['closed' signs](#).

**Cope-A-Chilla:** Craving the life we once had, people are getting creative, wacky and weird with their coping mechanisms. **54% of Americans report feeling cabin fever, including 65% of 18-34 year olds**. Yet, they are still grateful for the time off, **59% of 18-34 year olds say they feel grateful for 'the break from work to be at home with my family or by myself' (49% of Americans overall)**. As a society, we are finding new outlets for our energy highs and lows, so we can do our part by staying at home.

- Calm contagion: Finding our new chill by [overcompensating with artisan goods](#) such heirloom seeds and exclusive coffee beans, joining global [musical meditations](#) and [sleep meditations](#), listening to podcasts that will put you to sleep by [reading terms of service agreements](#). Colleges are even [pausing grades](#) to provide relief for stressed-out students.
- Putting a pause on beauty expectations: We're seeing [celebrities going make-up-less](#), and people shaving their [heads](#). Meanwhile, beauty mogul [billionaire](#) Kylie Jenner encourages her fans this is the time to experiment with things like healthy hair journeys saying ["this is just such a good time to take your hair out, nails out, go no lashes."](#)
- Free to be wacky: Diving into the 'why not's' of our creativity, we are seeing how people react to all this free time, from [women surprising their husbands in old wedding dresses](#), to [quarantine 'rainbow' nails](#), to [artists in NY](#) creating street art puns, to roommates [recreating classic paintings on instagram](#).
- Parents are pulling out all the stops: **70% of parents have increased use of streaming services (vs 42% of adults with no kids in the HH)**. Parents (54%) have also given in to more screen time, with many relying on more snacks (43%) and new toys (32%) - especially stressed out Dads (39% dads vs 25% of moms). Despite all of this entertainment kids still, make it into the Zoom feeds, with 35% of parents saying **their kids have made cameos on conference calls. :) KinderCare** is working to support distressed parents with [daily tips from Dr. Ray](#), and [free at-home lesson plans](#) that range from infants to school-age kids.
- Food, water, liquor? Americans have voted with their wallets on this one and showcased that, in these times, liquor is an essential to their coping mechanism: liquor sales are [up more than 75 percent](#) over the same time last year, since all bars are closed.
- Gammy-loving to the rescue, people are turning to Grandmas around the world for their comfort, wisdom, and [home cooking](#); for example, you can take a [virtual pasta-making class with this Italian grandma](#).



- If your IRL baking endeavors haven't been as fruitful as you'd hoped, [I Am Bread](#) is the world's easiest video game where the objective is simply to make toast.

**Bridging Digital Divide:** We cannot mention all these new normals and coping methods without fundamentally addressing the elephant in the room: broadband and mobile access. Many Americans are being left out of this evolving normal, which, in some ways, is shedding light on the inequalities that have persisted far too long. [Our research with the 4-H Youth Council and Microsoft shows that youth with unreliable broadband access are less confident about graduating, finding a job, and financial success.](#)

- **NYTimes** highlights that some schools across the country report that [fewer than half of their students are participating in online learning.](#)
- The good news is the next stimulus bill should fund the [FCC's Lifeline program](#), providing funding for connecting low-income families to telecommunications technologies, while others demand that the internet should be classified as a [public utility.](#)
- But this isn't just a connection problem, it's also a hardware issue. For example, in Philadelphia almost 15,000 students didn't own a computer; thus, this week the **school board** authorized spending [\\$11 million to buy as many as 50,000 computers](#) to make remote learning possible for all students. **Comcast** CEO Brian Roberts [donated \\$5 million to help pay for the equipment](#), while committing to giving customers [unlimited data for no additional charge](#) and making WiFi hotspots free for everyone.

**Animals Unleashed:** When people go away, the animals will play. As this lockdown literally [changes the way the earth moves](#), animals are finding new opportunities to provide levity and entertainment for their stressed human counterparts.

- Who says you can't teach an old dog new tricks? This [wine-delivering dog](#) helps maintain social distancing during happy hour, while this woman trained her dog to [deliver groceries to her elderly neighbors](#). Others are getting here are [hilarious ways](#) owners are keeping their pets entertained during quarantine: from 'stair fetch' to cat hamster wheels.
- Americans are turning to animals of all types - [dogs, cats, and even chickens](#) - to help cope with isolation as animal shelters report a [surge of applications](#). Animals are also comforting each other, like Ruby, [the pup who loves to pet others](#). Meanwhile, **PAWS Chicago** is [using its own food pantry](#) to provide extra pet food to higher risk pet owners.
- A lack of human traffic is also giving animals new opportunities, as you can now see [goats galloping through the streets of Wales](#), while this aquarium's coronavirus lockdown [gives dolphins the chance to meet a sloth](#). In other news, [these orangutans went viral for washing their hands properly](#).
- Animals win Employee of the Week, with these hilarious pictures of pets [working from home](#) with their human bosses. Even more epic, you can now [invite a goat](#) to your next Zoom meeting.

**Celebrations & Gathering Rewired:** We are hitting a popular time of religious, family, and coming-of-age celebrations in the U.S. and around the world, and people are getting resourceful to find new ways to celebrate together. [In recent Harris data, we see that the top 3 things Americans miss most are dining out at restaurants/bars \(51%\), gathering with friends and family \(49%\), and shopping in stores \(39%\), all of which are traditionally a big part of celebratory moments.](#) Last year, for example, last year NRF reported those celebrating Easter spent an average of \$151 per person, and about 8 in 10 U.S. adults participated.

- To keep the festivities alive this time of year, **Pope Francis** celebrated Palm Sunday [mass in an empty church](#), while parents are looking to create a ['magical' easter despite lockdown](#) and NYMag offers tips to host a [Spiritualish Zoom Seder](#). In a different



realm of celebration, disappointed fashionistas turn to [‘Sims’ to flaunt their Met gala](#) outfits.

- Weddings continue to bring out the creativity: this couple created a [150-person wedding ceremony in the Nintendo game “Animal Crossing”](#).
- Kid’s birthday parties go virtual: Indoor trampoline park **Sky Zone** is now offering virtual birthday parties with [hassle-free party planning for free](#), asking parents only to donate tips. Meanwhile, **Evite** has updated its app to allow [party hosts to add video chat links to their personalized invite](#) and is beta-testing their own Evite video chat.
- And, in a more empathetic ritual, when this 8-year old broke his arm, [his entire class sent digital signatures](#) to ‘sign’ his cast.

**Building The Roots Of Fandom:** Entertainment industries and streaming services are seeing this time as an opportunity to introduce and build lifelong fans, as they have the most captive audience that has ever existed. **More than half of Americans say their time watching streaming services has increased as a result of coronavirus (53%), and, since March, many Americans have signed up for streaming services, including Netflix (30%), Amazon Prime Video (23%), Hulu (21%), Disney+ (20%), YouTube TV (18%), HBO Now (13%), AppleTV+ (11%), CBS AllAccess (11%), ESPN+ (11%), and SlingTV (10%).**

- **HBO is giving away some of their best movies and shows for free**, under the banner #StayHomeBoxOffice. Also, HBO has built ‘GOT’, ‘Succession’, and ‘Westworld’ Zoom backgrounds to [liven up your meetings](#). The **NBA is preparing a televised H-O-R-S-E tournament**, while **Shaq** is going to host [movie watch-alongs on TNT](#). And **Phoebe Waller-Bridge** produced a [one-woman-theater show version of Fleabag](#).
- Entertainers coming together: The cast of [Hamilton Reunited](#) appeared on **John Krasinski’s** feel good YouTube show, while **Lady Gaga** is collaborating with the **World Health Organization** and **Pespi** to [throw a virtual concert](#) with **Elton John, Lizzo, and Billie Eilish** to “celebrate and encourage the power of the human spirit.”
- Content creation @ home: **Disney** is releasing a series of [new Frozen shorts made entirely at home](#), while **Charli XCX** has announced she is [making and will release a full album in quarantine](#).
- Creating a new generation of fans: With more abundant free time, Americans have more opportunities than ever to dive into art and culture. Now [you can live stream](#) the **Met Opera**, featuring Verdi’s Aida, Donizetti’s Don Pasquale among others, or catch the **National Orchestra of France** play [Bolero](#), using the magic of technology to weave together the sight and sounds of its musicians. And, if that gets you excited, consider supporting this **Kickstarter ‘Hear My Voice’**, a project to get more youth of color involved in the Opera.

**500 ft of Optimism:** Global outlooks are looking up as we come together to fight and overcome the current pandemic.

- Scientists have [never worked more closely together](#), as the NYTimes highlights “*more than 200 clinical trials have been launched, bringing together hospitals and laboratories around the globe.*”
- **Bill Gates** steps up as a voice of reason and cash flow to curb COVID-19, he offers a [three-step plan](#), is [funding 7 new factories for 7 potential coronavirus vaccines](#), and the second vaccine the Gate foundation has funded [is started human testing](#).
- Watch 52 **NYU medical students** [take their oaths early to volunteer](#) in the war against Covid-19. And despite the racism **Chinese-Americans** are facing, they are [tapping into their social networks to procure medical supplies from China](#) (thank you!).



# The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

- Stock markets are rebounding in [Europe](#) and [Tokyo](#)
- Oh, and **Google** is wiping out [Mosquitoes!](#)

A series from NYTimes: '[Dear Customers](#)': These Are the Emotional Store Signs of a Closed New York

That's it for now. Till next week.

Cheers,  
Libby & Abbey

If you want more custom insights or have additional burning questions, our teams are running 24hr OnDemand Flash Polls, and are conducting an ongoing syndicated COVID-19 Corporate Perception Monitor. For more details about these offerings and how we can best support your organization, please reach out to us at [information@harrisinsights.com](mailto:information@harrisinsights.com).

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