



The Harris Poll

Harris Insights & Analytics LLC, A Stagwell Company

American Resolve:

Attitudes, values and lives in the pandemic.

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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 7 was fielded online among a nationally representative sample of 2,013 U.S adults from April 11 – 13, 2020.
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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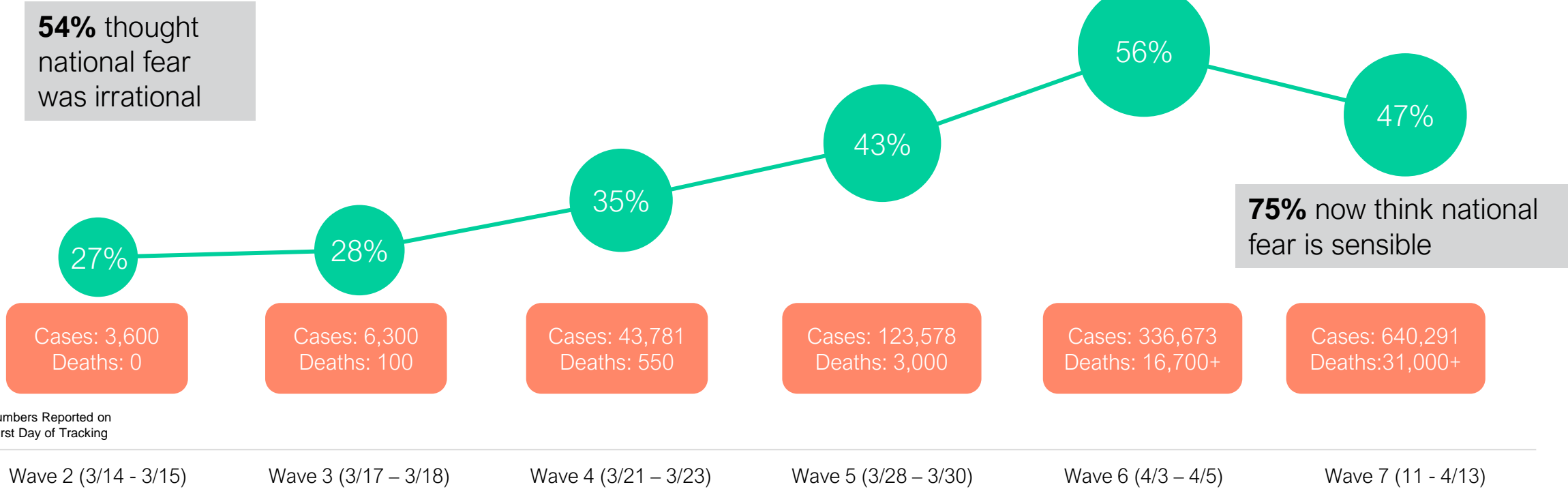


American Society: Fear, Finances and the Future



The American Fear Curve Has Started to Recede Even As Cases/Deaths Grow

Which of the following is true for you?
“I fear I could die as a result of contracting coronavirus”

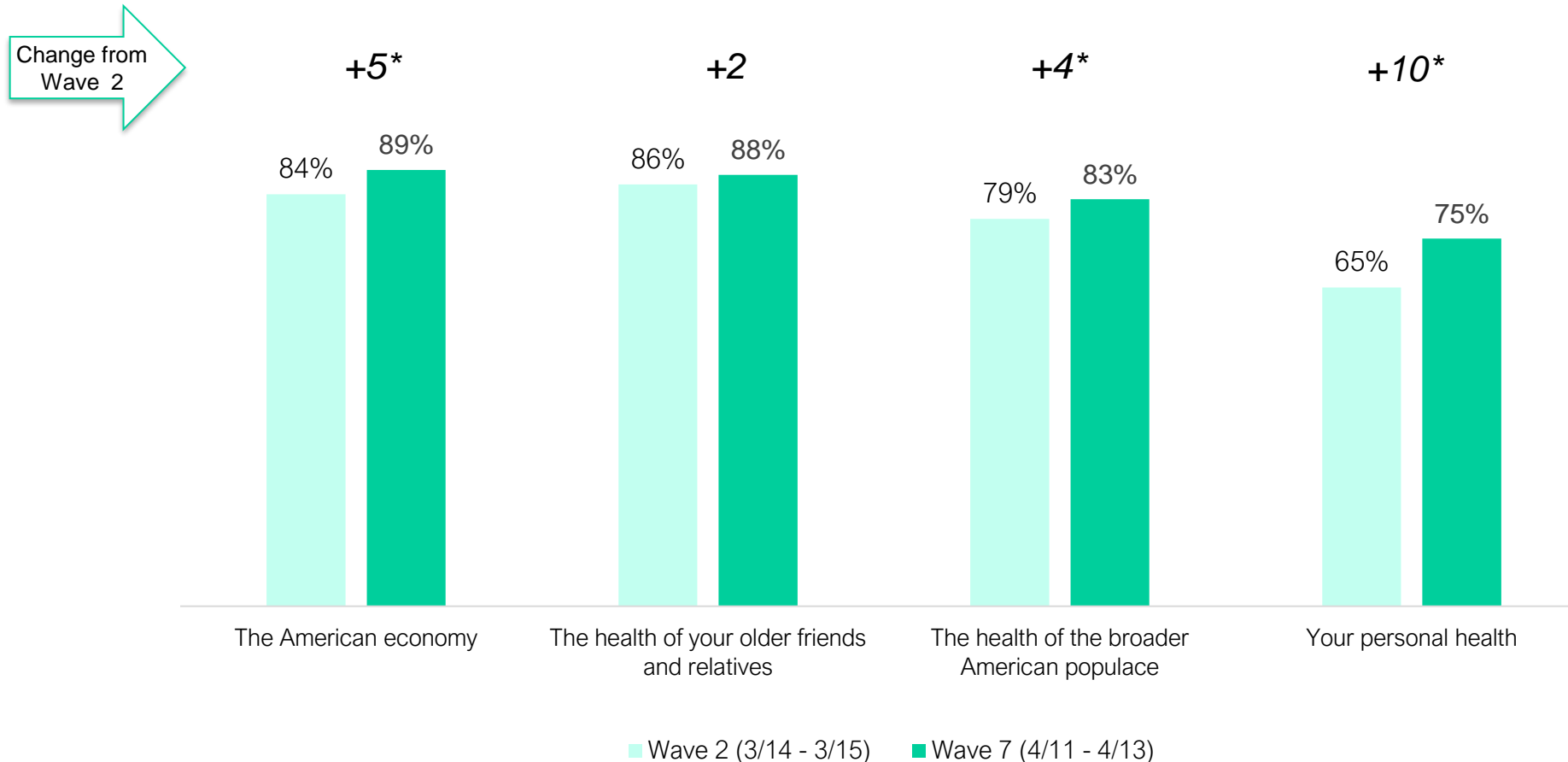


Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: GENERAL PUBLIC W2 (2050); W3 (2019); W4 (2023) W5 (2016); W6 (1993); W7 (2013)
Q18 Which of the following is true for you? I fear I could die as a result of contracting coronavirus/ I do not fear that I could die as a result of contracting coronavirus



But There Are Now Two Curves Americans Care About: Health & Economy

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



Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: GENERAL PUBLIC W2 (2050); W7 (2013)

Q15 How concerned are you about the impact coronavirus (COVID-19) has on the following?

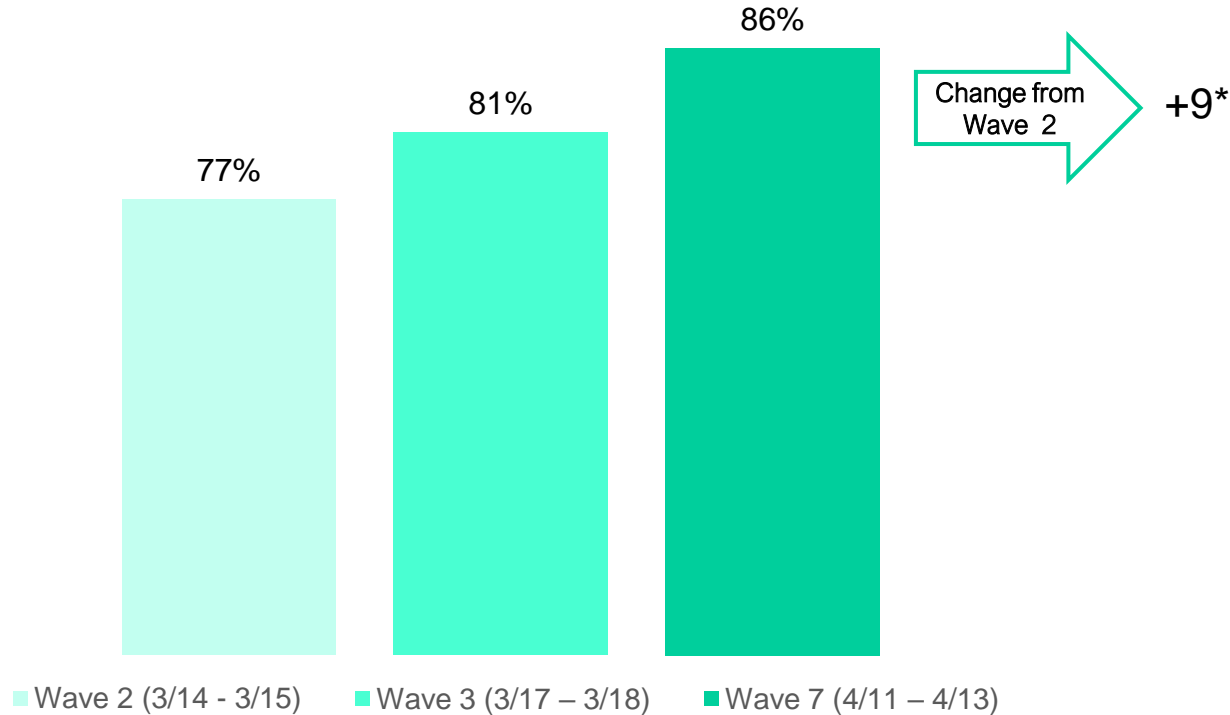
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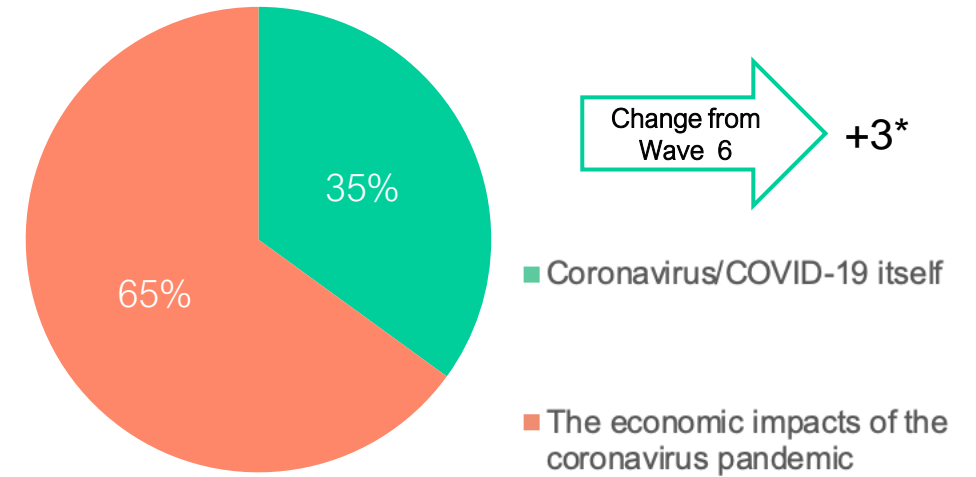
Americans Say Economic Impact Will Have a Bigger Effect Personally, Than The Virus Itself

How likely do you think it is that coronavirus (COVID-19) will cause a global recession?

(Very/Somewhat Likely)



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



BASE: GENERAL PUBLIC W6 (1993); W7 (2013)

Q36 How likely do you think it is that coronavirus (COVID-19) will cause a global recession?

LI01 Which do you think will have a bigger effect on the life of you and your family?

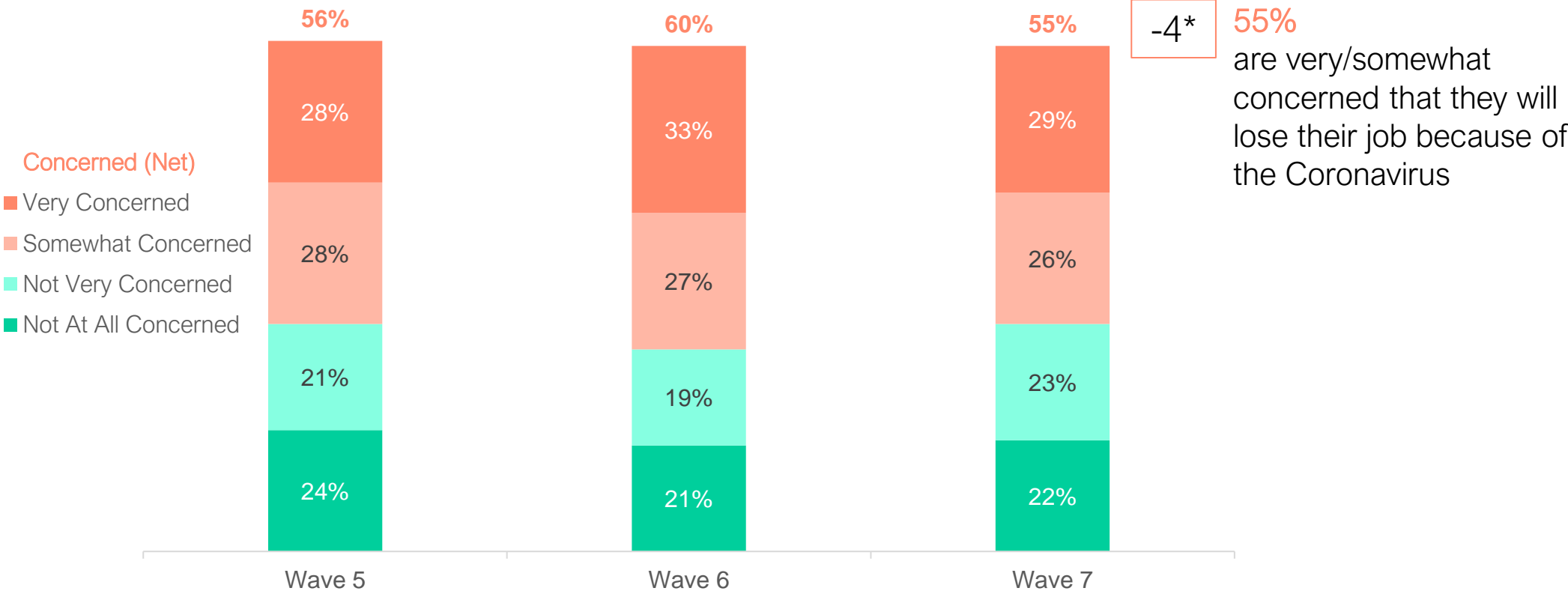
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*Statistically Significant Difference



Majority of Americans Are Concerned About Job Loss (Though Intensity Slightly Declining)

How concerned are you that you may lose your job due to the coronavirus outbreak?



BASE: GENERAL PUBLIC W5 (1198); W6 (1161); W7 (1147)
EMP02 How concerned are you that you may lose your job due to the coronavirus outbreak?
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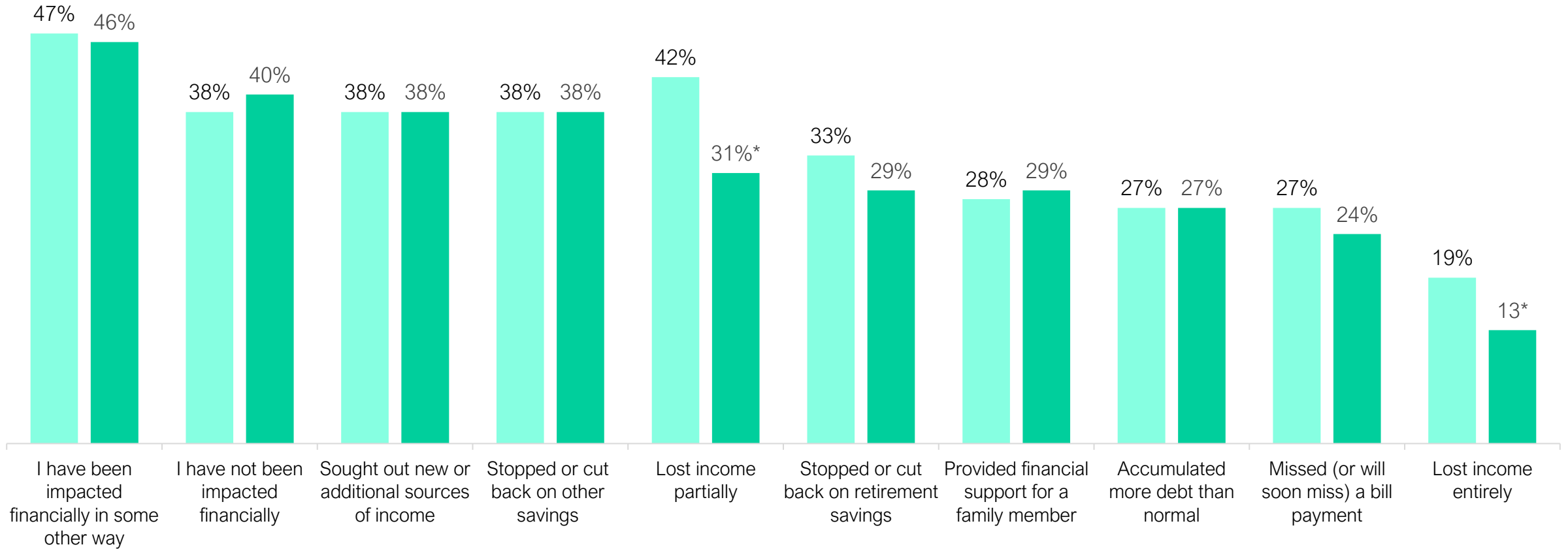
*Statistically Significant Difference



The Financial Impact Has Already Hit: More Than One in Ten Have Lost Income Entirely

As a result of Cv19, have you or your household been impacted financially in any of the following ways?

■ Wave 6 (4/3 – 4/5) ■ Wave 7 (4/11 – 4/13)



BASE: GENERAL PUBLIC W6 (1993); W7 (2013)

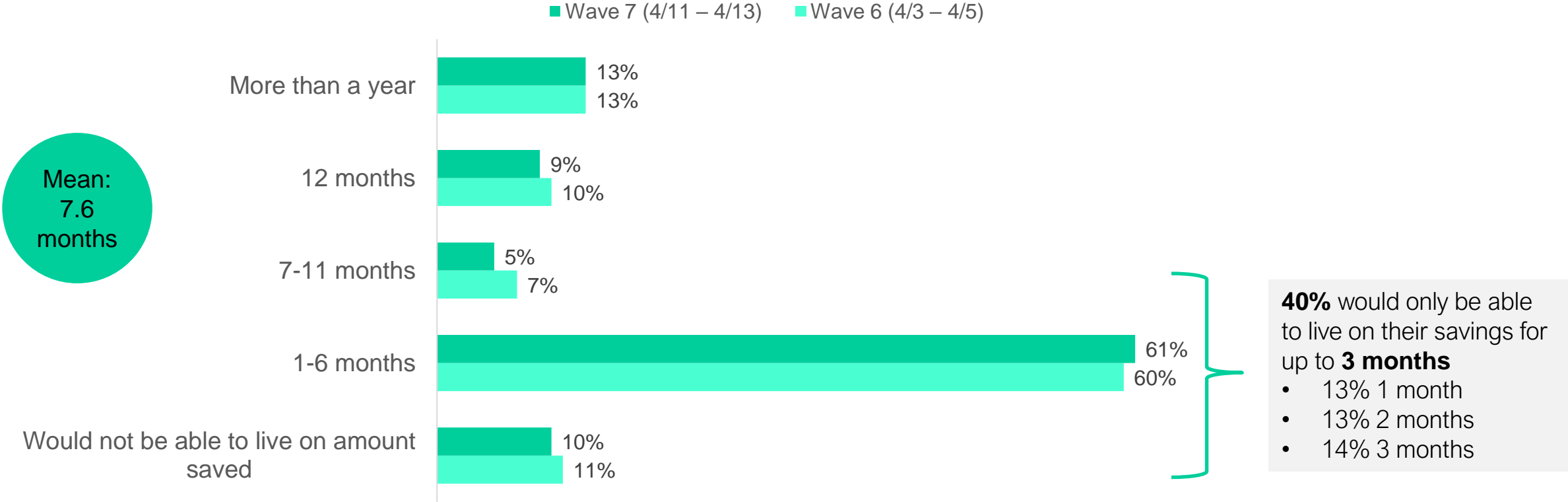
EMP05 As a result of the current pandemic, have you or your household been impacted financially in any of the following ways?

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?

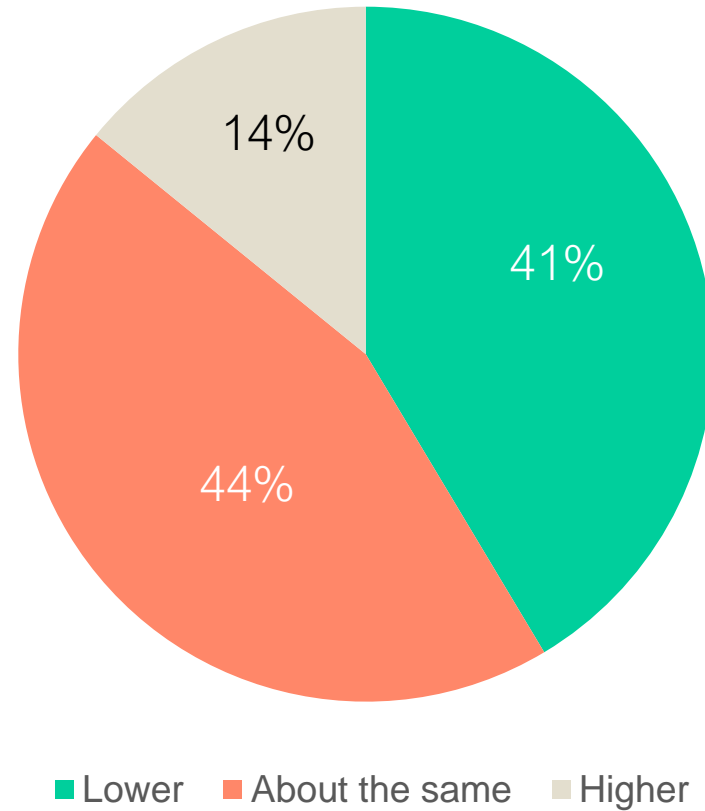


BASE: GENERAL PUBLIC W6 (1993); W7 (2013)
EMP06 If you were forced to rely on your savings due to the current pandemic, for how many months would you be able to live on the amount that you have saved? If you are not sure, please use your best estimate.
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And 4 in 10 Expect Lower Income in 2020; an Equal Number Are Seeking New Sources of Income

Do you think your income in 2020 will be lower, higher or about the same as it was in 2019?

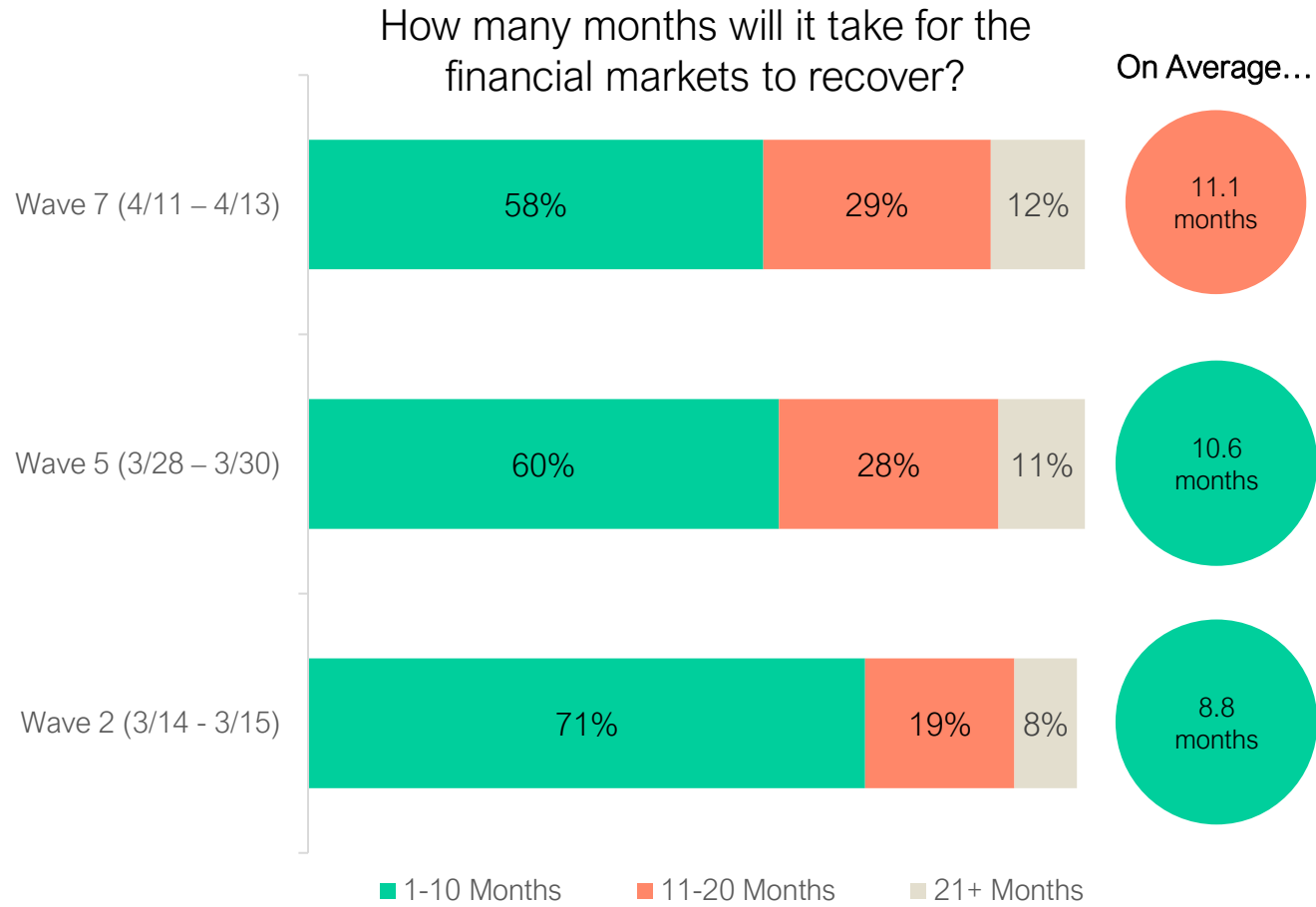


38%
have sought out
new/additional
sources of income

Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: GENERAL PUBLIC W7 (2013)
Q9 Do you think your income in 2020 will be lower, higher or about the same as it was in 2019?



Americans Increasingly See a Longer Road to Financial Recovery



BASE: GENERAL PUBLIC W2 (2020); W6 (1993); W7 (2013)

Q37 How long do you believe it will take for financial markets to recover once the outbreak under control?

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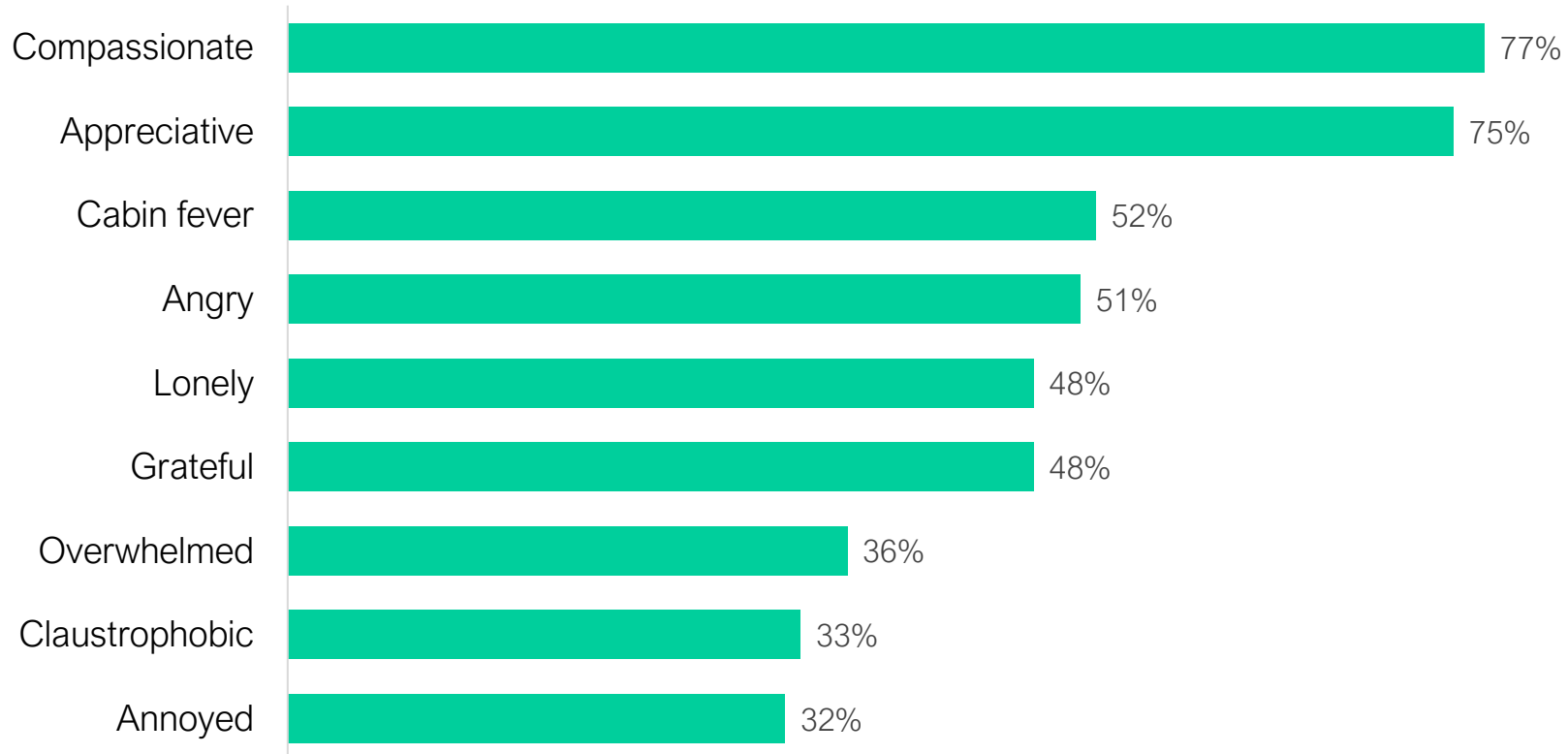


American Life: Coping, Collaborating and Compassion



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?

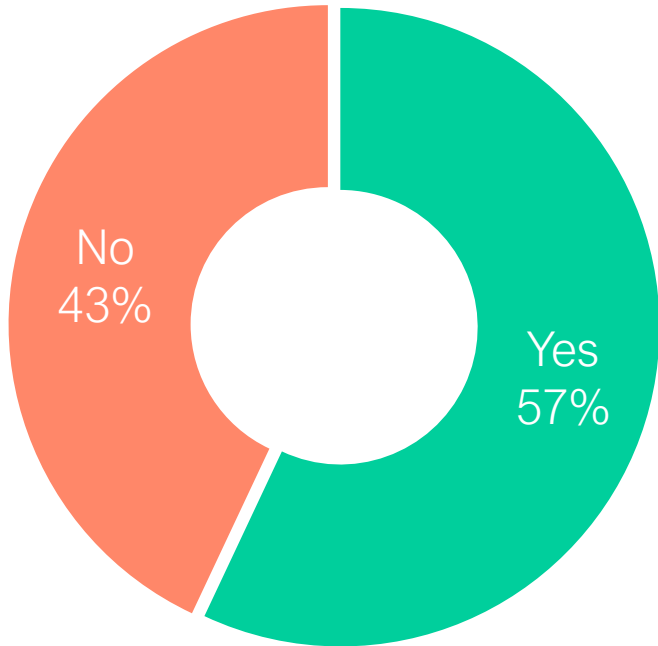


Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: GENERAL PUBLIC W7 (2013)
FR01_1 Have you felt any of the following since the stay-home orders have gone into effect?



The American Home in Quarantine: 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

- ✓ 53% Work More Vs. 47% Who Work Less
- ✓ 56% Maintain Clear Boundaries Vs. 44% Who Now Work Anytime That Is Needed
- ...Especially for the 52% Of Parents Who are Now Staying Home With Their Kids...
- ✓ 36% Feel Overwhelmed Trying To Balance Work At Home And Other Needs Of Family
- ✓ 33% Have Had Children Make Cameo Appearances On Video/Conference Calls
- ✓ 29% are experiencing frustrations with online school systems

BASE: EMPLOYED GENERAL PUBLIC W7 (1147)

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

BASE: WORKING FROM HOME GENERAL PUBLIC W7 (655)

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

BASE: PARENTS W7 (1099)

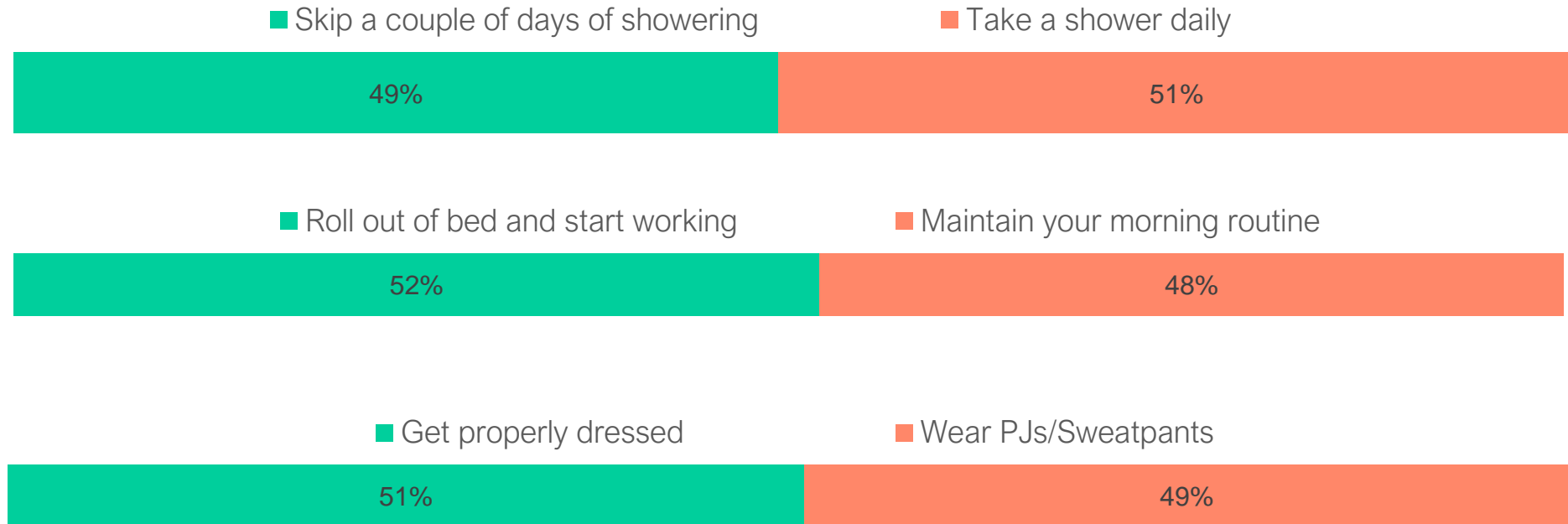
FR03 Are you a parent who is now staying at home with your child(ren)?

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...



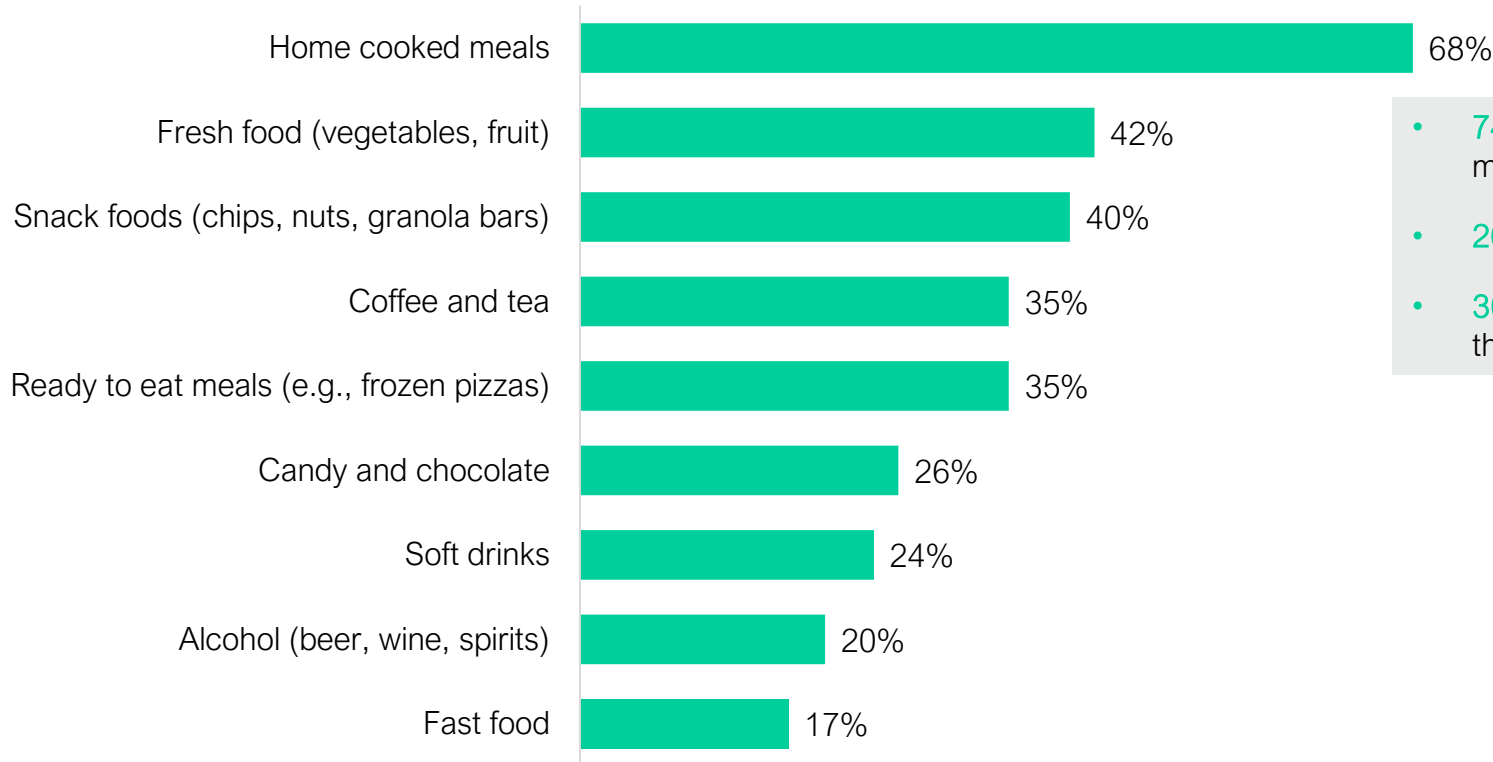
53% say they are actually working more now that they are home than they were in the office



Americans Are Turning To Indulgent/Healthy Foods and Drinks in Equal Measure

Since the coronavirus outbreak are you consuming more or less of the following?

Summary of More



- 74% of those earning \$75k+ are making more home cooked meals vs 59% of those earning under \$50k
- 26% of Gen Z/Millennials are consuming more fast food
- 30% of GenZ/Millennials are buying more alcohol vs only 9% of those age 65+

Source: Harris Poll COVID19 Tracker Wave 2-7

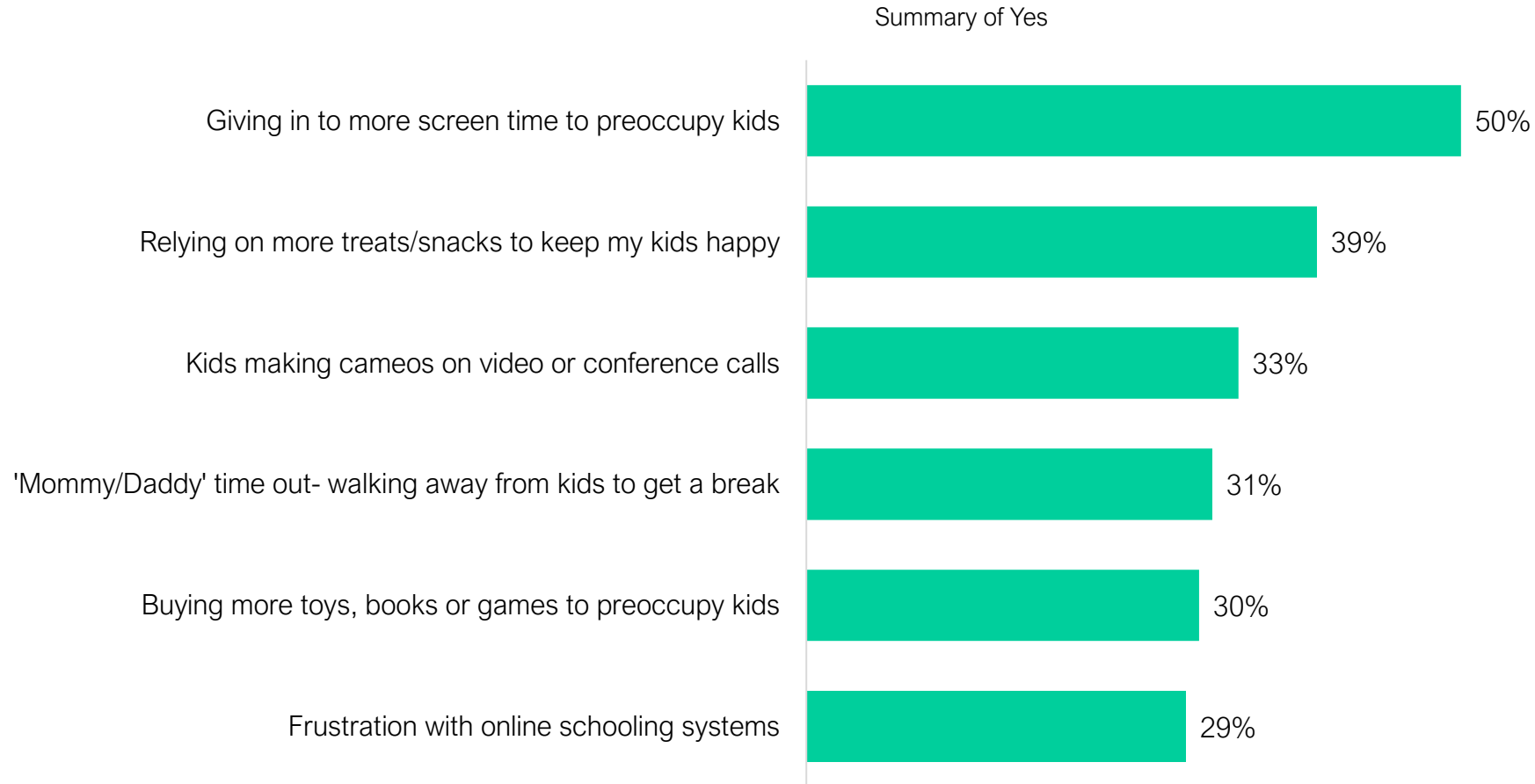
BASE: GENERAL PUBLIC W7 (2013)

BHV15 Since the coronavirus outbreak are you consuming more or less of the following?



As Tensions Rise With No Where To Go Parents Are Giving In To Their Kids

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



Source: Harris Poll COVID19 Tracker Wave 2-7

BASE: PARENT W7 (1099)

BHV15 As a parent, have you experienced any of the following since the stay-home orders have gone into effect? % Yes

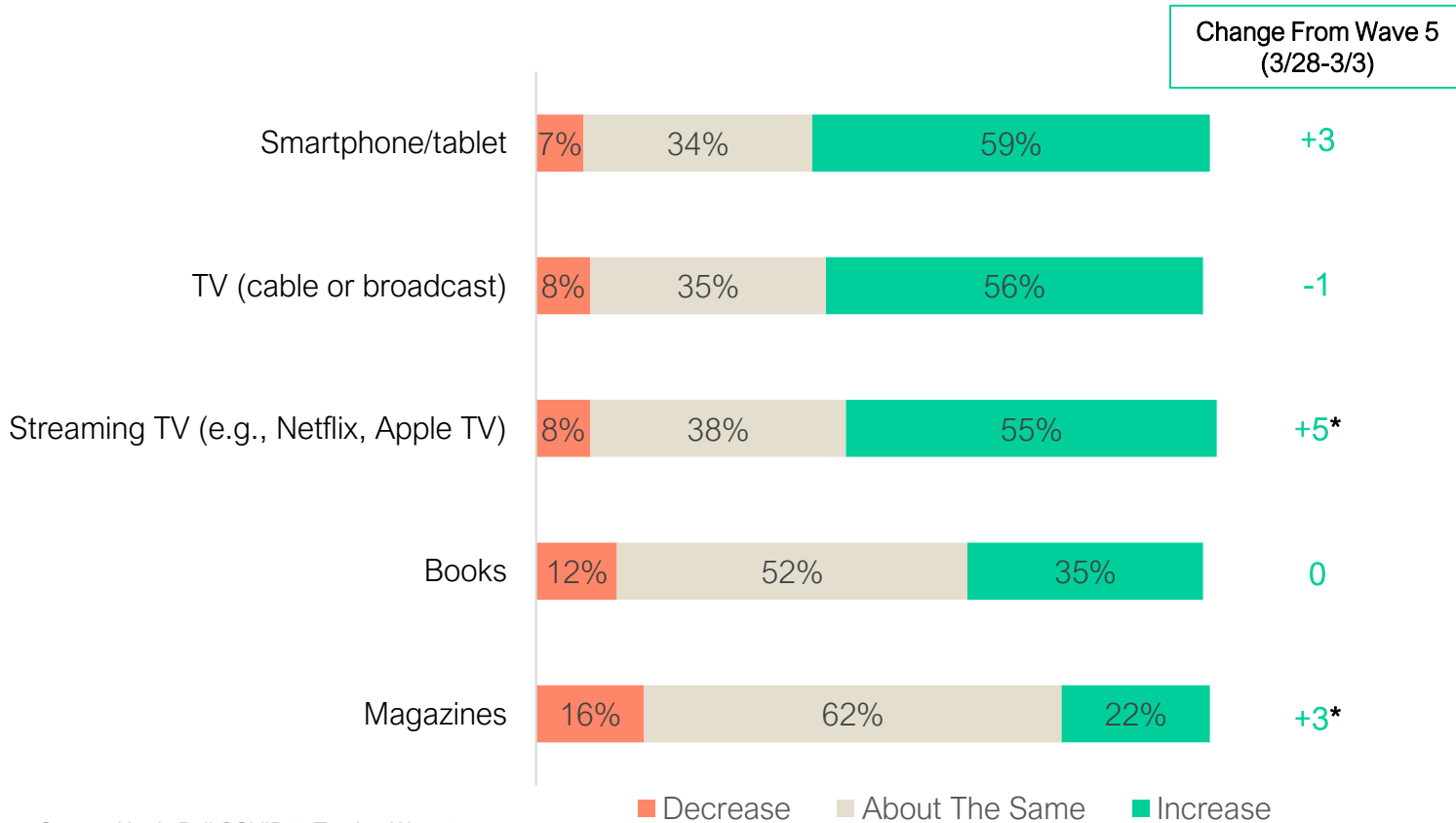
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More Families Are Turning to Streaming; 6 in 10 Are Watching 2+ Hours of Additional Entertainment

Have you increased or decreased your time spent on the following since the COVID19 outbreak, or has it not changed?

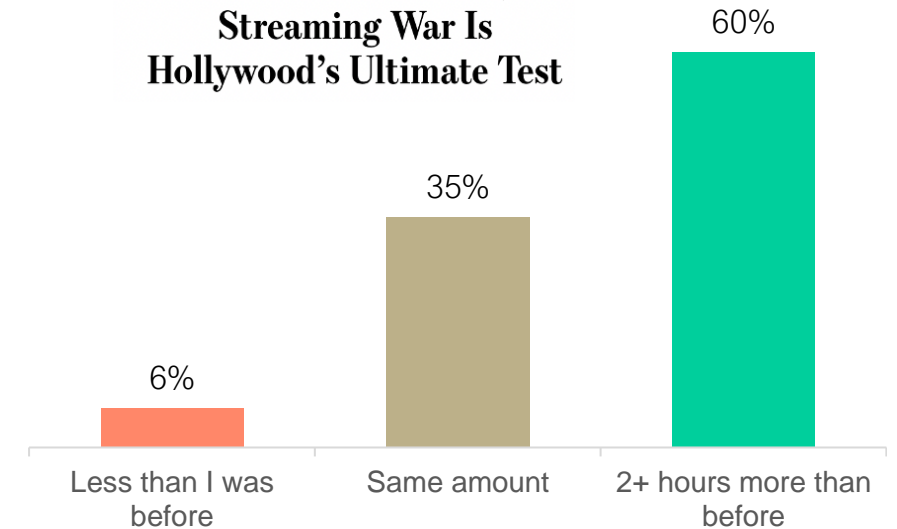
How much more entertainment programming are you watching than before the coronavirus crisis?



THE WALL STREET JOURNAL.

BUSINESS

With America at Home, the Streaming War Is Hollywood's Ultimate Test

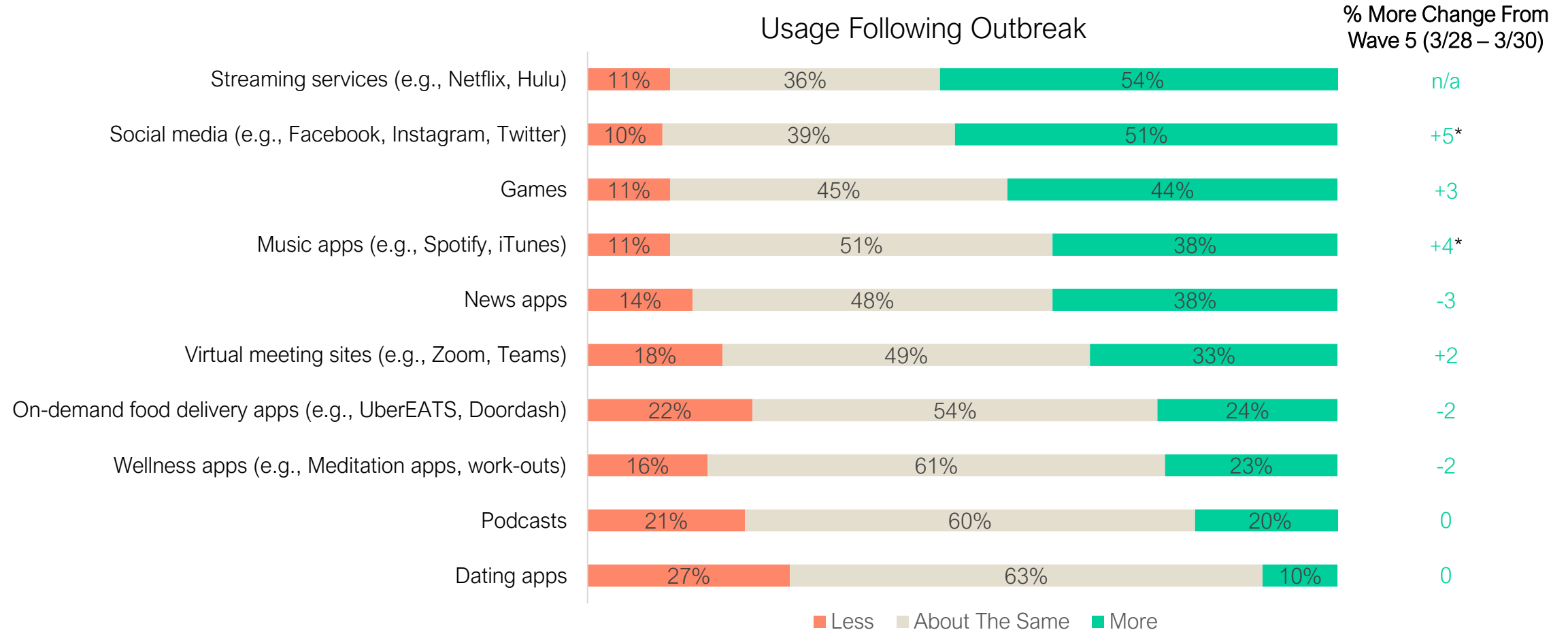


Source: Harris Poll COVID19 Tracker Wave 2-7
 BASE: GENERAL PUBLIC W5 (2016); W7 (2013)

MED10: How much more entertainment programming are you watching than before the coronavirus crisis?
 MED01: Have you increased or decreased your time spent on the following since the COVID19 outbreak, or has it not changed?



Half Are Using Streaming Services and Social Media More Than Before the Outbreak



Source: Harris Poll COVID19 Tracker Wave 2-7
 BASE: GENERAL PUBLIC W5 (2016); W7 (2013)
 MED02: Are you using each of the following more, less, or about the same since the coronavirus outbreak?
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Americans Are Making the Most of Their Time in Isolation

36%

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

44%

of people are playing **games** more now than before COVID

- 45% of men
- 60% of Gen Z/Millennials

44%

of Gen Z/Millennials are increasing their **daily exercise**



And, 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



87% Would quarantine indoors

85% Would stop traveling domestically

68% Are willing to accept rationing for certain goods
vs 72% in Wave 5

83% Would stop hoarding items
vs 89% in Wave 5

39% Would donate some of their stimulus to hospitals

BASE: GENERAL PUBLIC W3 (2019); W5 (2016); W7 (2013)

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?

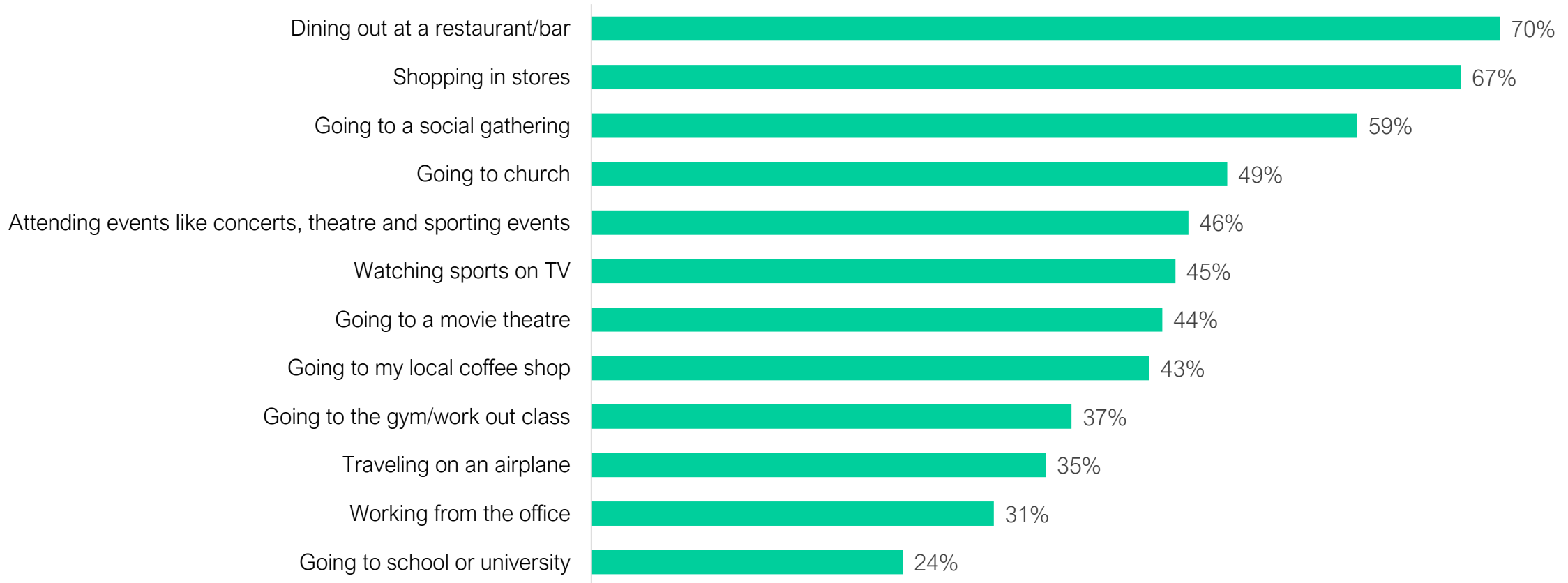


The American Consumer: Revenge Spending and What Might Be Different



Americans Miss Their Social Life Before; Especially Dining Out, Shopping, and Socializing

How much would you say you miss each of the following during this time of virus-related shutdowns?
% A lot/Somewhat



Source: Harris Poll COVID19 Tracker Wave 2-7

BASE: GENERAL PUBLIC W7 (2013)

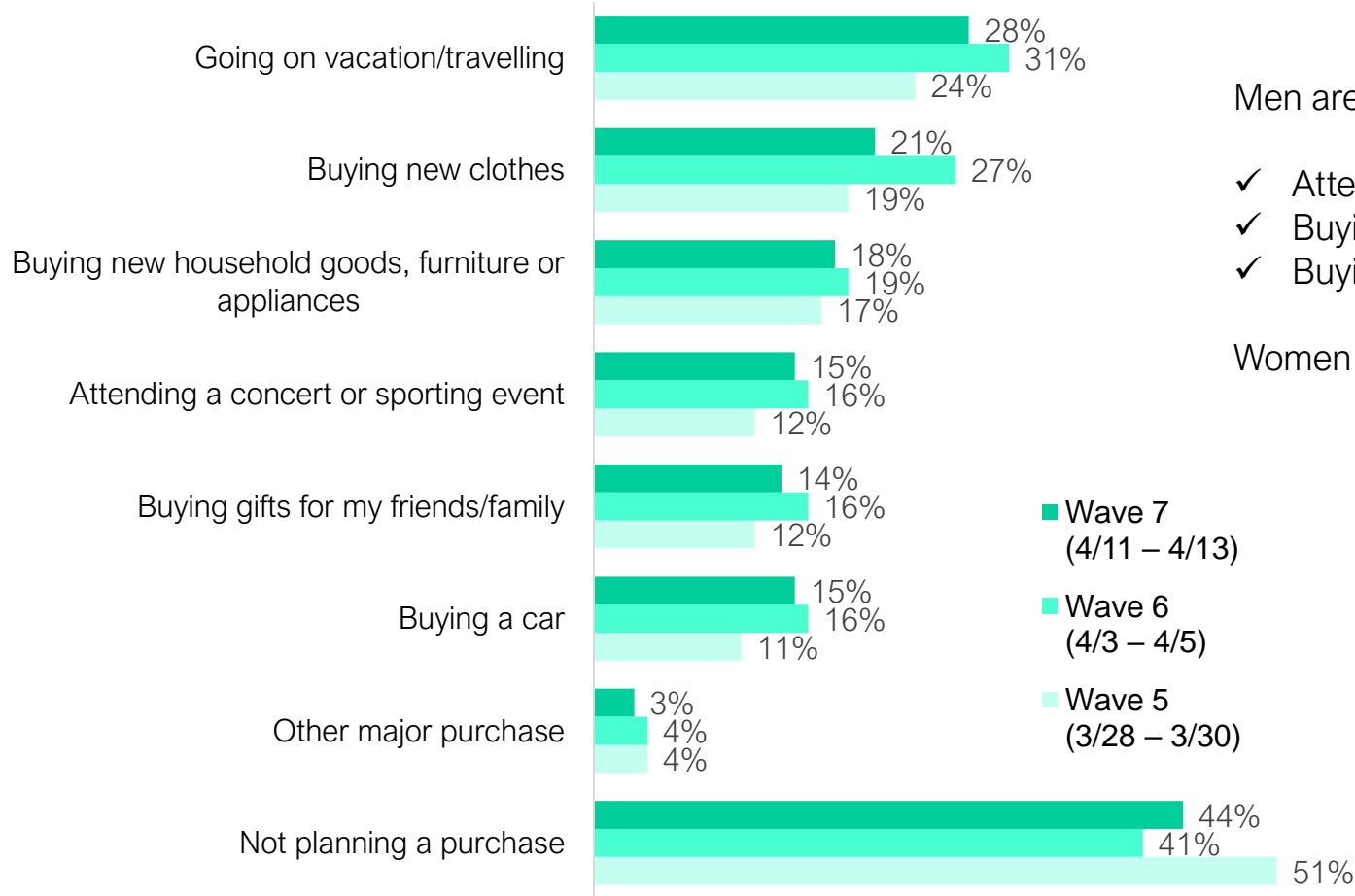
FR05 How much would you say you miss each of the following during this time of virus-related shutdowns?

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This is Creating a Noticeable Pent-up Demand for Travel and Shopping ('Revenge Spending')

Major Purchases Planned Once Things Return To Normal



Men are more likely than women to plan on:

- ✓ Attending a concert or sporting event (17% vs 13%)
- ✓ Buying a car (19% vs 11%)
- ✓ Buying gifts for friends/family (17% vs 12%)

Women are more likely to not plan any future purchase (47% vs 41%)



NANCY ARMOUR

Opinion: There will come a time when sports will be ready to return. Will we be?

Nancy Armour USA TODAY

BASE: GENERAL PUBLIC W5 (2016); W6 (1993); W7 (2013)

REV01 Are you planning any major purchases once things return to normal and businesses re-open? Please select all that apply.

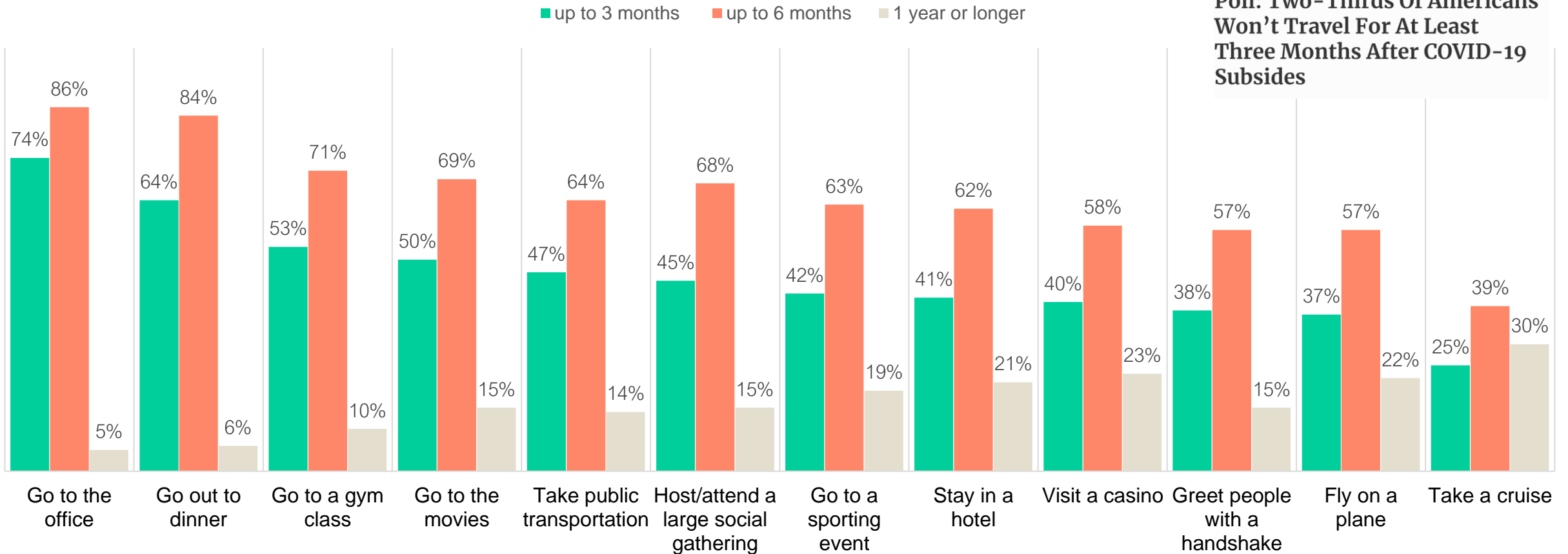


But They Have a Cautiously Optimistic Mindset About Resuming Public Life Within 3 Months

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?



Poll: Two-Thirds Of Americans Won't Travel For At Least Three Months After COVID-19 Subsidies



Source: Harris Poll COVID19 Tracker Wave 2-7

BASE: GENERAL PUBLIC W7 (2013)

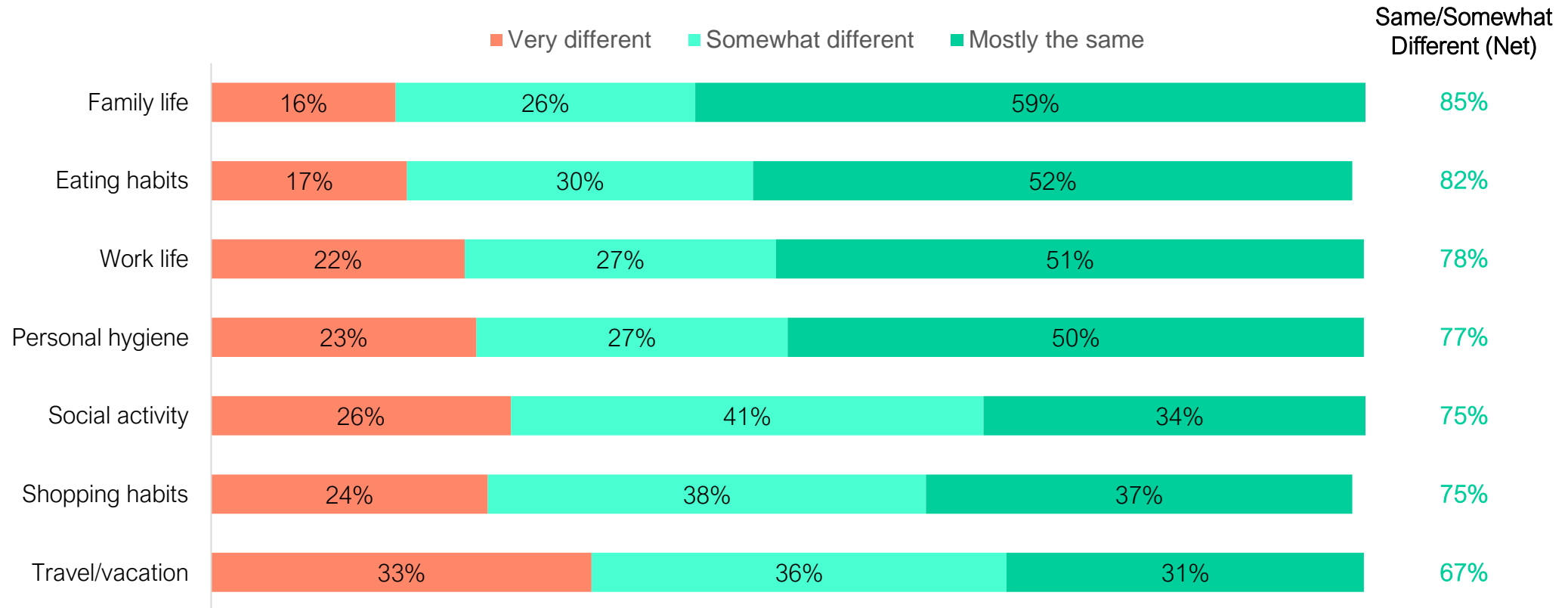
Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

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When They Do Return, Many Expect Normal Activities To Be Reshaped By The Pandemic

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 2-7
 BASE: GENERAL PUBLIC W6 (1993); W7 (2013)

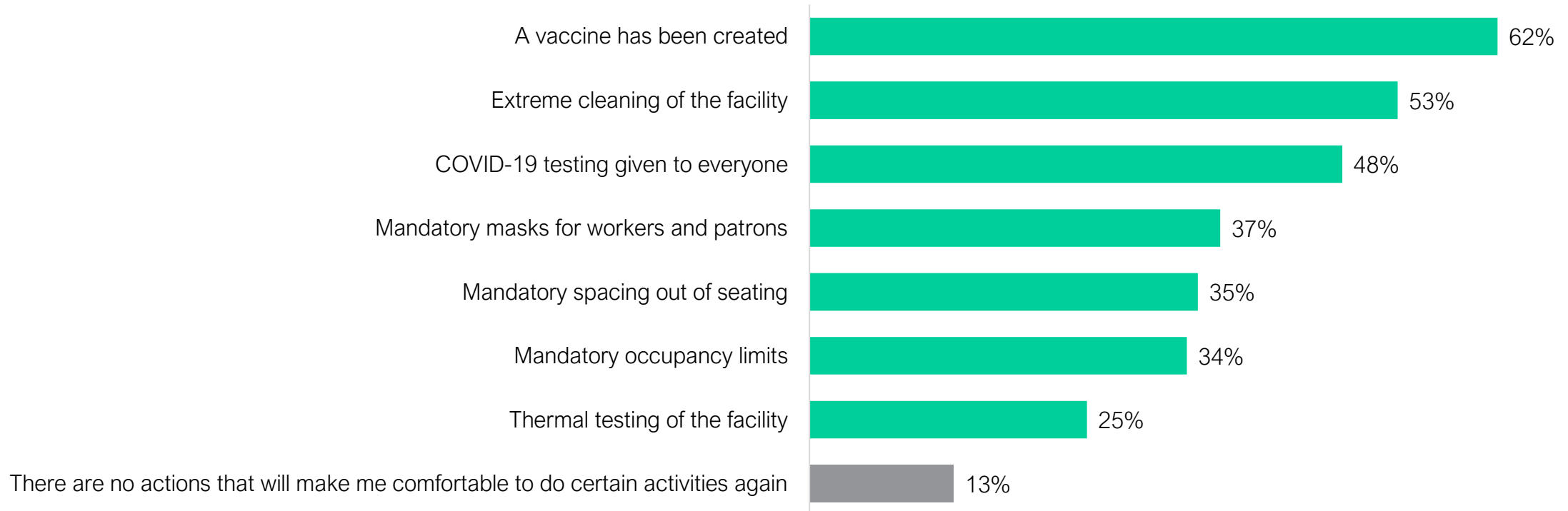
LI02 Once the pandemic is over and things return to normal, do you think each of the following areas of your life will be very different, somewhat different or mostly the same?

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For Most Americans, It Will Take a Vaccine To Make Them Comfortable Again, but One in Ten Say Nothing Will Make Them Comfortable to Do Certain Activities Again

Which of the following actions will make you comfortable to do certain activities again?



Source: Harris Poll COVID19 Tracker Wave 2-7

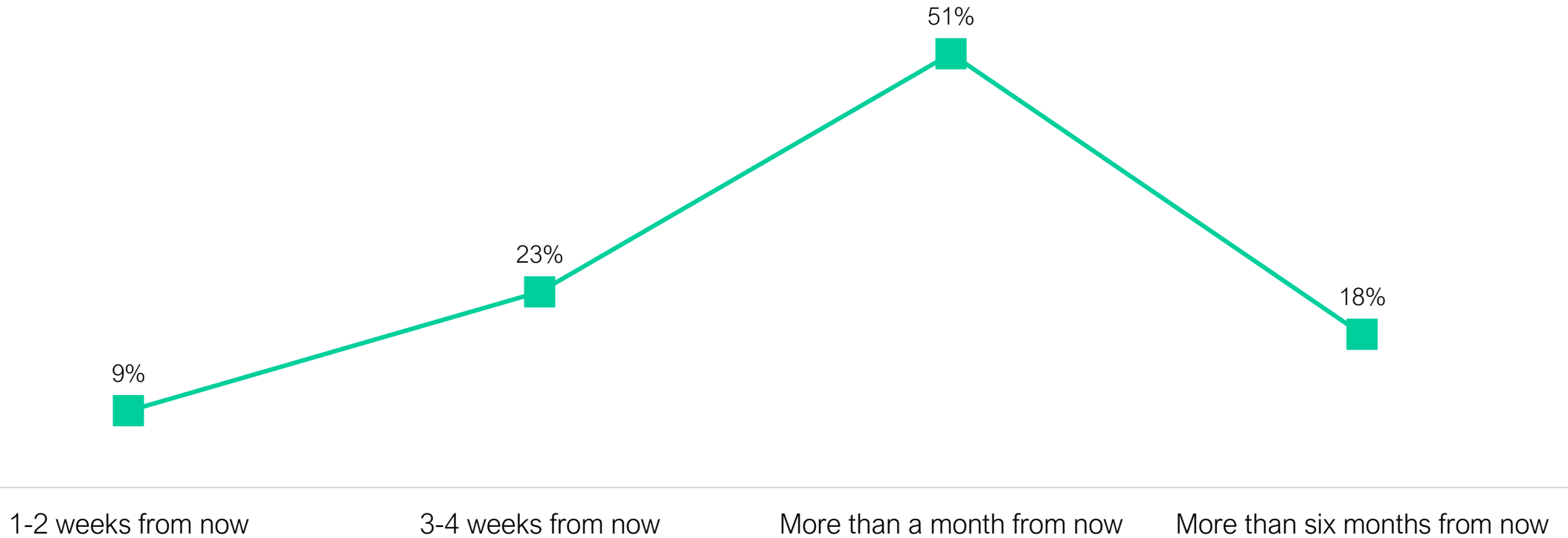
BASE: GENERAL PUBLIC W7 (2013)

BHV02 Which of the following actions will make you comfortable to do certain activities (e.g., fly, go to the gym, go to sporting events, go on a cruise, etc.) again? Please select all that apply.



Even So, There is Desire To Return to “Normal”; Half Think We Should Return in Month From Now

When do you think Americans should start returning to work and life as normal



Source: Harris Poll COVID19 Tracker Wave 2-7

BASE: GENERAL PUBLIC W7 (2013)

BHV07 Based on what you know and have heard, when do you think Americans should start returning to work and life as normal?.

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They're Even Willing to Give Up Privacy for Mobility

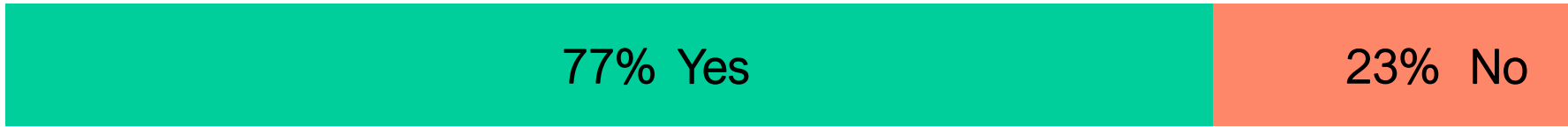
THE WALL STREET JOURNAL.

U.S.

Americans Favor Aggressive Coronavirus Measures, Poll Finds

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

Wave 7
(4/11 – 4/13)



Wave 5
(3/28 – 3/30)



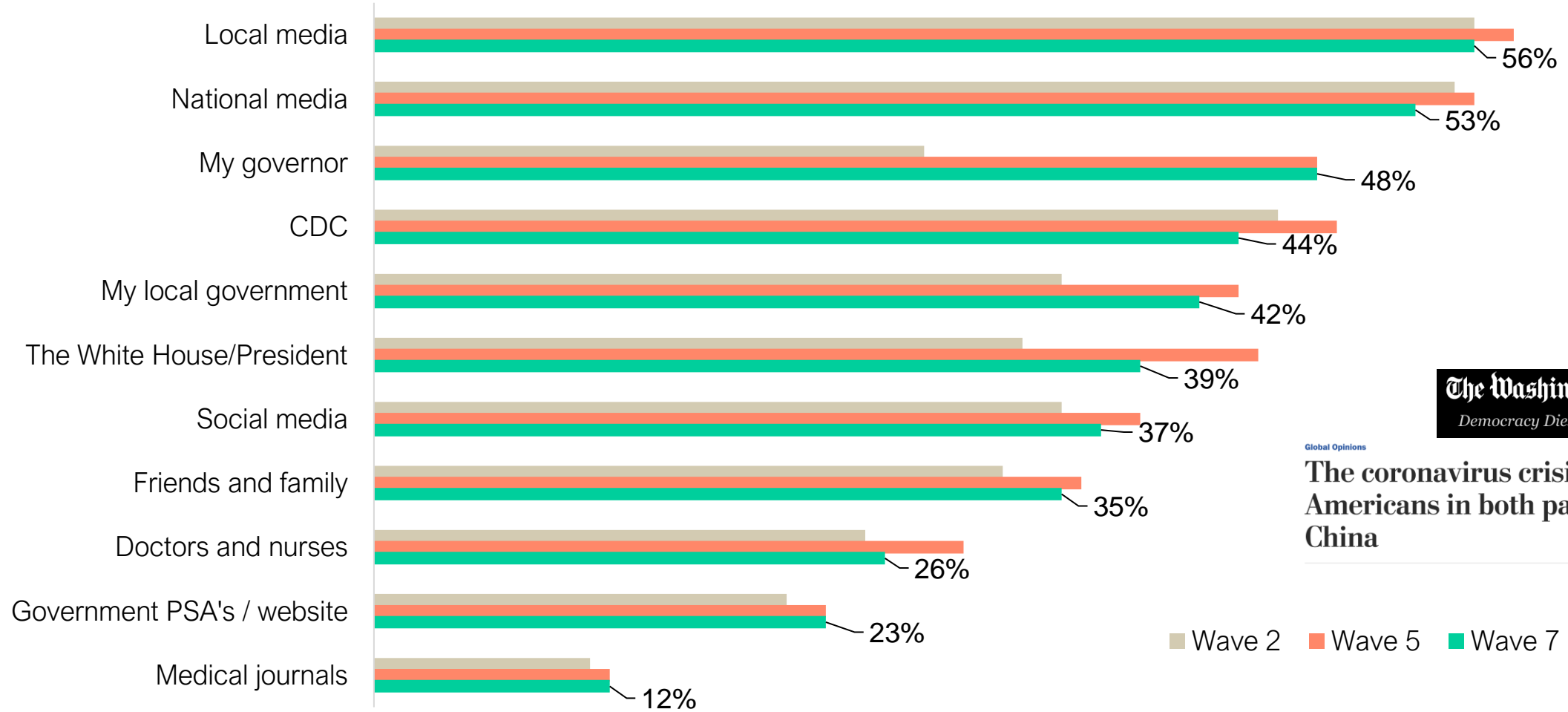


American Institutions: Trust, Citizenship and Expectations



Americans Are Getting Information On Cv19 From National and Local Media, Governors, And CDC

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



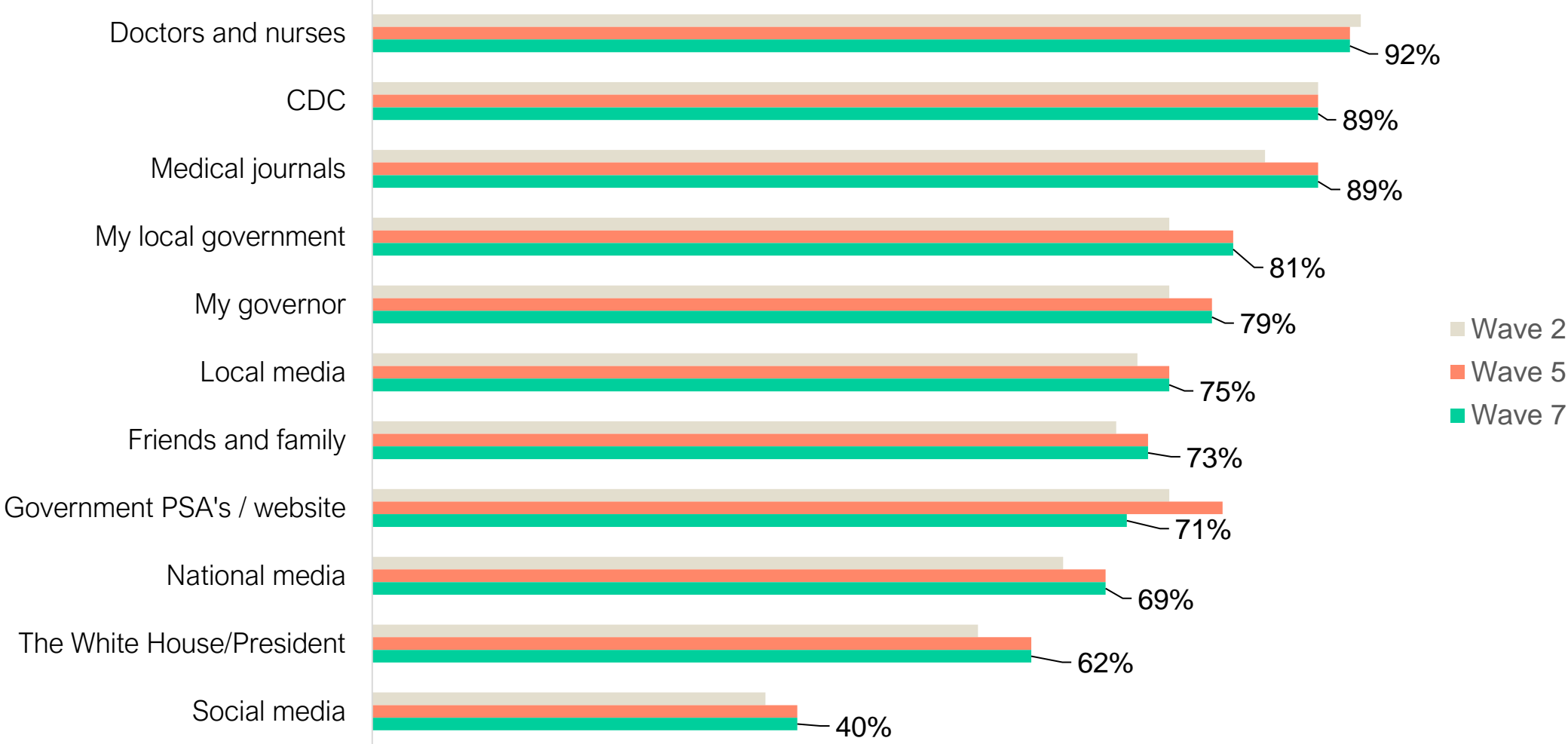
Global Opinions
The coronavirus crisis is turning Americans in both parties against China

Source: Harris Poll COVID19 Tracker Wave 2-7
 BASE: GENERAL PUBLIC W2 (2050); W5 (2016); W7 (2013)
 Q23. Which of the following sources do you get your information from regarding the coronavirus (COVID-19) outbreak?
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Doctors, CDC, Medical Journals Are The Most Trusted Sources

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

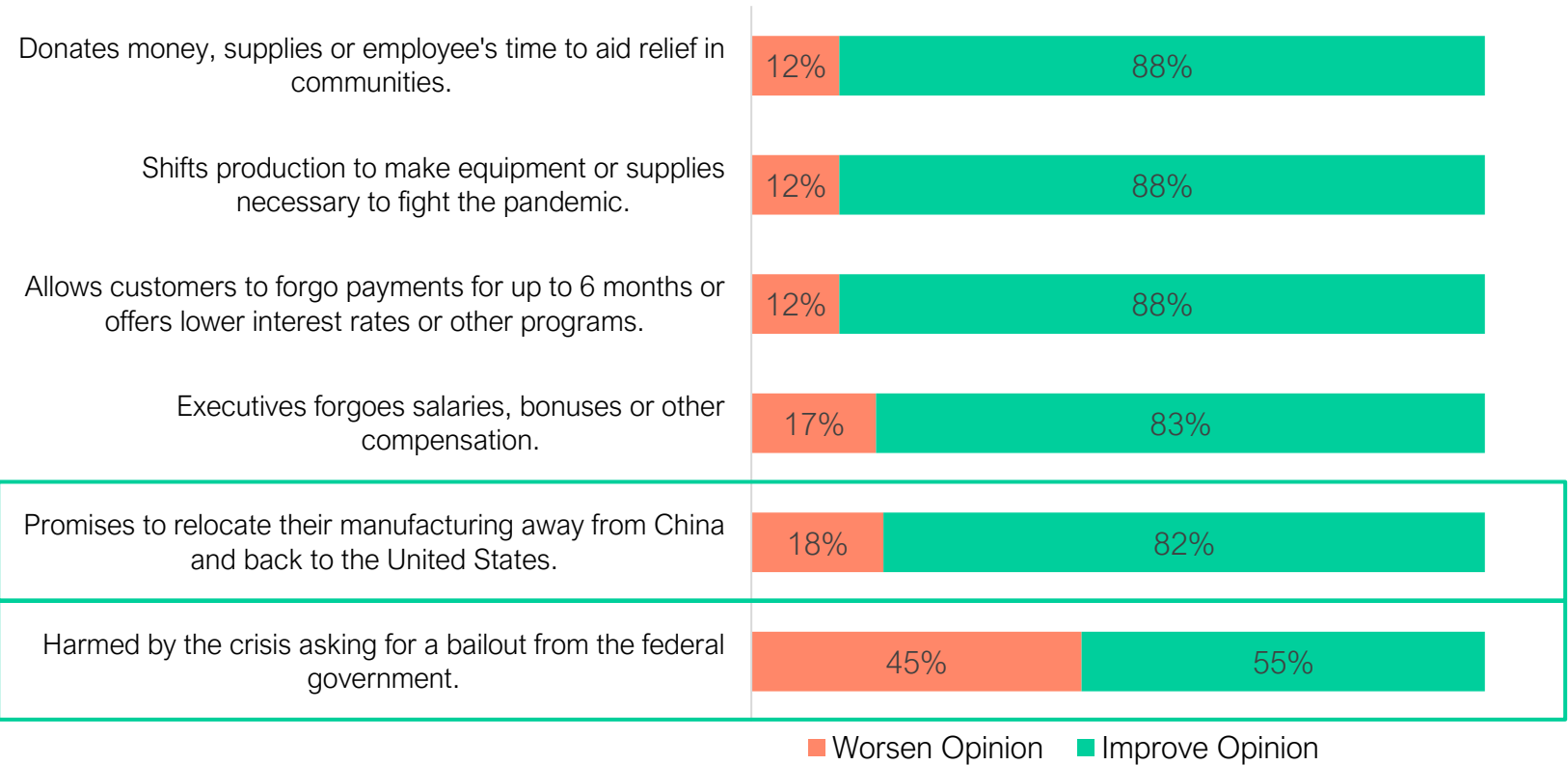


Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: GENERAL PUBLIC W2 (2050); W5 (2016); W7 (2013)
Q24. How trustworthy do you think each of the following sources are to provide accurate information regarding the coronavirus outbreak?
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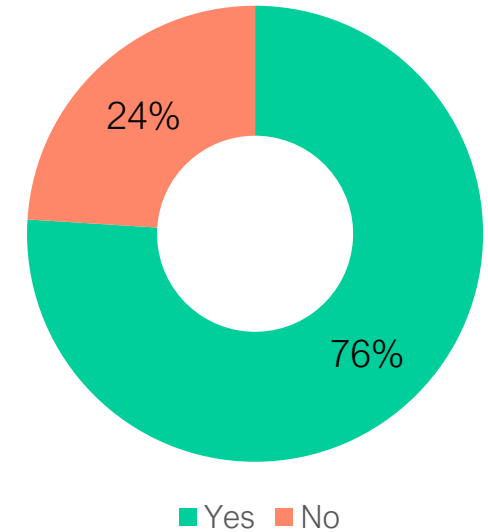


Americans Want Companies to Sacrifice for, Not Exploit, the Crisis

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



Should large national retailers be allowed to postpone rent payments if they cannot afford it due to the coronavirus, even if they remain open for business?



Source: Harris Poll COVID19 Tracker Wave 2-7
 BASE: GENERAL PUBLIC W7 (2013)

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?

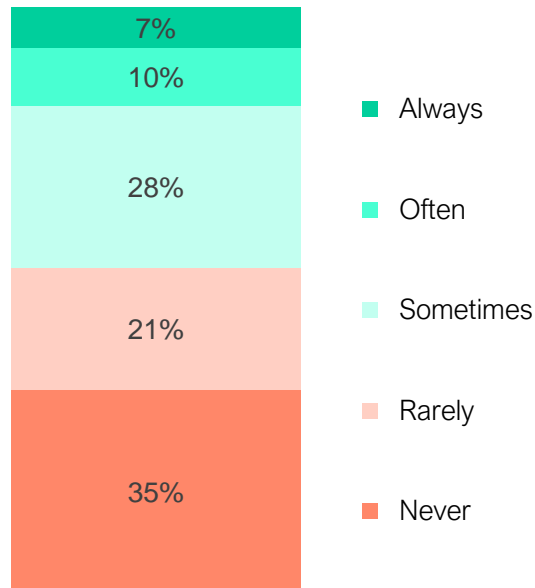
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*Statistically Significant Difference

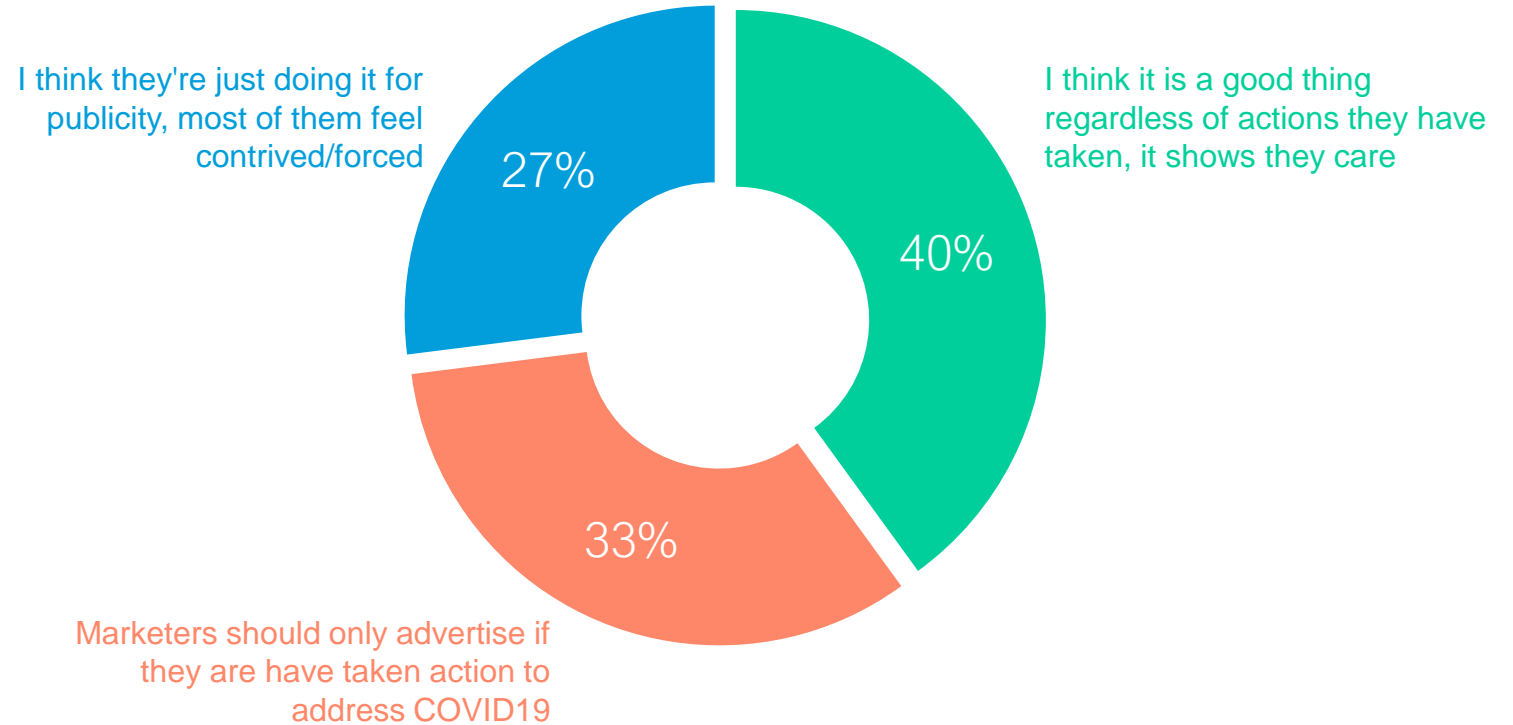


And Three Quarters Say Companies Should Be Messaging on COVID-19

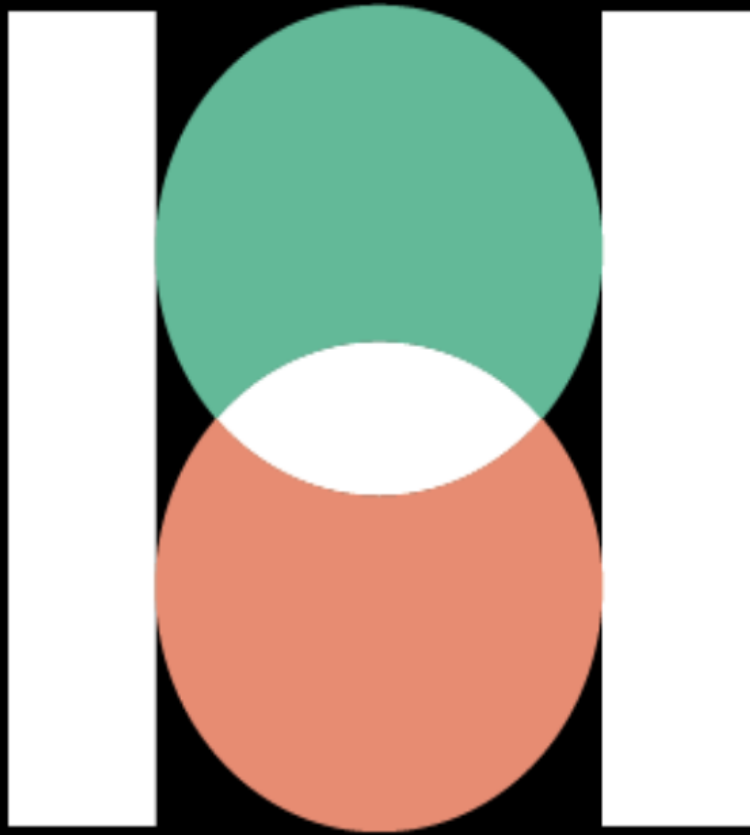
Clicking On The Ads Related To COVID-19



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



Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: GENERAL PUBLIC W7 (2013)
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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