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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Mark Penn, Chairman

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John Gerzema, CEO
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”

54% thought national fear was irrational
47% now think national fear is sensible

27% Cases: 3,600 Deaths: 0
28% Cases: 6,300 Deaths: 100
35% Cases: 43,781 Deaths: 550
43% Cases: 123,578 Deaths: 3,000
56% Cases: 336,673 Deaths: 16,700+
75% Cases: 640,291 Deaths: 31,000+

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)

- The American economy: 84% to 89% (+5*)
- The health of your older friends and relatives: 86% to 88% (+2)
- The health of the broader American populace: 79% to 83% (+4*)
- Your personal health: 65% to 75% (+10*)

Source: Harris Poll COVID-19 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?
*Statistically Significant Difference

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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?

- Wave 2 (3/14 - 3/15): 77%
- Wave 3 (3/17 - 3/18): 81%
- Wave 7 (4/11 - 4/13): 86%

Change from Wave 2: +9%

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

- Coronavirus/COVID-19 itself: 65%
- The economic impacts of the coronavirus pandemic: 35%

Change from Wave 6: +3%

*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?

Wave 5
- Concerned (Net): 56%
  - Very Concerned: 28%
  - Somewhat Concerned: 21%
  - Not Very Concerned: 24%

Wave 6
- Concerned (Net): 60%
  - Very Concerned: 33%
  - Somewhat Concerned: 19%
  - Not Very Concerned: 21%

Wave 7
- Concerned (Net): 55%
  - Very Concerned: 29%
  - Somewhat Concerned: 23%
  - Not Very Concerned: 22%

-4*

55% are very/somewhat concerned that they will lose their job because of the Coronavirus

*Statistically Significant Difference
The Harris Poll: COVID-19 in the U.S.

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?

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I have been impacted financially in some other way</td>
<td>47%</td>
<td>46%</td>
</tr>
<tr>
<td>I have not been impacted financially</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>Sought out new or additional sources of income</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Stopped back on other savings</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Lost income partially</td>
<td>42%</td>
<td>31%*</td>
</tr>
<tr>
<td>Stopped or cut back on retirement savings</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>Provided financial support for a family member</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>Accumulated more debt than normal</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Missed (or will soon miss) a bill payment</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>Lost income entirely</td>
<td>19%</td>
<td>13%*</td>
</tr>
</tbody>
</table>

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

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
- Mean: 7.6 months
- Wave 7: 13%  Wave 6: 13%
- Wave 7: 5%  Wave 6: 7%

12 months
- Wave 7: 9%  Wave 6: 10%

7-11 months
- Wave 7: 5%  Wave 6: 7%

1-6 months
- Wave 7: 61%  Wave 6: 60%

Would not be able to live on amount saved
- Wave 7: 10%  Wave 6: 11%

40% would only be able to live on their savings for up to 3 months
- 13% 1 month
- 13% 2 months
- 14% 3 months

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.
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?

- **Lower**: 38%
- **About the same**: 41%
- **Higher**: 14%

38% have sought out new/additional sources of income.

*Statistically Significant Difference*
Americans Increasingly See a Longer Road to Financial Recovery

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

- **Wave 7 (4/11 – 4/13):**
  - 1-10 Months: 58%
  - 11-20 Months: 29%
  - 21+ Months: 12%
  - On Average: 11.1 months

- **Wave 5 (3/28 – 3/30):**
  - 1-10 Months: 60%
  - 11-20 Months: 28%
  - 21+ Months: 11%
  - On Average: 10.6 months

- **Wave 2 (3/14 – 3/15):**
  - 1-10 Months: 71%
  - 11-20 Months: 19%
  - 21+ Months: 8%
  - On Average: 8.8 months

Q37: How long do you believe it will take for financial markets to recover once the outbreak under control?
American Life: Coping, Collaborating and Compassion
There Are a Mix of Conflicting Emotions on American Minds

<table>
<thead>
<tr>
<th>Emotion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compassionate</td>
<td>77%</td>
</tr>
<tr>
<td>Appreciative</td>
<td>75%</td>
</tr>
<tr>
<td>Cabin fever</td>
<td>52%</td>
</tr>
<tr>
<td>Angry</td>
<td>51%</td>
</tr>
<tr>
<td>Lonely</td>
<td>48%</td>
</tr>
<tr>
<td>Grateful</td>
<td>48%</td>
</tr>
<tr>
<td>Overwhelmed</td>
<td>36%</td>
</tr>
<tr>
<td>Claustrophobic</td>
<td>33%</td>
</tr>
<tr>
<td>Annoyed</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: GENERAL PUBLIC W7 (2019)
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 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...

- Skip a couple of days of showering: 49%
- Take a shower daily: 51%
- Roll out of bed and start working: 52%
- Maintain your morning routine: 48%
- Get properly dressed: 51%
- Wear PJs/Sweatpants: 49%

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

Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: Working From Home Since The Coronavirus Pandemic (661)
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?

<table>
<thead>
<tr>
<th>Food Category</th>
<th>More (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home cooked meals</td>
<td>68%</td>
</tr>
<tr>
<td>Fresh food (vegetables, fruit)</td>
<td>42%</td>
</tr>
<tr>
<td>Snack foods (chips, nuts, granola bars)</td>
<td>40%</td>
</tr>
<tr>
<td>Coffee and tea</td>
<td>35%</td>
</tr>
<tr>
<td>Ready to eat meals (e.g., frozen pizzas)</td>
<td>35%</td>
</tr>
<tr>
<td>Candy and chocolate</td>
<td>26%</td>
</tr>
<tr>
<td>Soft drinks</td>
<td>24%</td>
</tr>
<tr>
<td>Alcohol (beer, wine, spirits)</td>
<td>20%</td>
</tr>
<tr>
<td>Fast food</td>
<td>17%</td>
</tr>
</tbody>
</table>

- 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?

- Giving in to more screen time to preoccupy kids: 50%
- Relying on more treats/snacks to keep my kids happy: 39%
- Kids making cameos on video or conference calls: 33%
- 'Mommy/Daddy' time out- walking away from kids to get a break: 31%
- Buying more toys, books or games to preoccupy kids: 30%
- Frustration with online schooling systems: 29%

Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: PARENT W7 (1099): BHVT5 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

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Change From Wave 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone/tablet</td>
<td>+3</td>
</tr>
<tr>
<td>TV (cable or broadcast)</td>
<td>-1</td>
</tr>
<tr>
<td>Streaming TV (e.g., Netflix, Apple TV)</td>
<td>+5*</td>
</tr>
<tr>
<td>Books</td>
<td>0</td>
</tr>
<tr>
<td>Magazines</td>
<td>+3*</td>
</tr>
</tbody>
</table>

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?

*Statistically Significant Difference
### Half Are Using Streaming Services and Social Media More Than Before the Outbreak

<table>
<thead>
<tr>
<th>Usage Following Outbreak</th>
<th>% More Change From Wave 5 (3/28 – 3/30)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streaming services (e.g., Netflix, Hulu)</td>
<td>11% - 36% - 54%</td>
</tr>
<tr>
<td>Social media (e.g., Facebook, Instagram, Twitter)</td>
<td>10% - 39% - 51%</td>
</tr>
<tr>
<td>Games</td>
<td>11% - 45% - 44%</td>
</tr>
<tr>
<td>Music apps (e.g., Spotify, iTunes)</td>
<td>11% - 51% - 38%</td>
</tr>
<tr>
<td>News apps</td>
<td>14% - 48% - 38%</td>
</tr>
<tr>
<td>Virtual meeting sites (e.g., Zoom, Teams)</td>
<td>18% - 49% - 33%</td>
</tr>
<tr>
<td>On-demand food delivery apps (e.g., UberEATS, Doordash)</td>
<td>22% - 54% - 24%</td>
</tr>
<tr>
<td>Wellness apps (e.g., Meditation apps, work-outs)</td>
<td>16% - 61% - 23%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>21% - 60% - 20%</td>
</tr>
<tr>
<td>Dating apps</td>
<td>27% - 63% - 10%</td>
</tr>
</tbody>
</table>

*Statistically Significant Difference

**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?
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

44% of Gen Z/Millennials are increasing their daily exercise

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

Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: ALL RESPONDENTS (W7 N=2013)
MED02 Are you using each of the following more, less, or about the same since the coronavirus outbreak?
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

- 91% 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
# THE HARRIS POLL: COVID-19 IN THE U.S.

**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?

<table>
<thead>
<tr>
<th>Activity</th>
<th>% A lot/Somewhat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Going to school or university</td>
<td>24%</td>
</tr>
<tr>
<td>Working from the office</td>
<td>31%</td>
</tr>
<tr>
<td>Traveling on an airplane</td>
<td>35%</td>
</tr>
<tr>
<td>Going to the gym/work out class</td>
<td>37%</td>
</tr>
<tr>
<td>Attending events like concerts, theatre and Sporting events</td>
<td>43%</td>
</tr>
<tr>
<td>Going to church</td>
<td>49%</td>
</tr>
<tr>
<td>Going to a movie theatre</td>
<td>44%</td>
</tr>
<tr>
<td>Going to my local coffee shop</td>
<td>45%</td>
</tr>
<tr>
<td>Watching sports on TV</td>
<td>46%</td>
</tr>
<tr>
<td>Attending events like concerts, theatre and Sporting events</td>
<td>46%</td>
</tr>
<tr>
<td>Going to a social gathering</td>
<td>59%</td>
</tr>
<tr>
<td>Shopping in stores</td>
<td>67%</td>
</tr>
<tr>
<td>Dining out at a restaurant/bar</td>
<td>70%</td>
</tr>
</tbody>
</table>

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

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%)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Going on vacation/travelling</td>
<td>28%</td>
<td>31%</td>
<td>24%</td>
</tr>
<tr>
<td>Buying new clothes</td>
<td>21%</td>
<td>27%</td>
<td>19%</td>
</tr>
<tr>
<td>Buying new household goods, furniture or appliances</td>
<td>18%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Attending a concert or sporting event</td>
<td>16%</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Buying gifts for my friends/family</td>
<td>14%</td>
<td>16%</td>
<td>12%</td>
</tr>
<tr>
<td>Buying a car</td>
<td>15%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Other major purchase</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Not planning a purchase</td>
<td>44%</td>
<td>41%</td>
<td>51%</td>
</tr>
</tbody>
</table>
The Harris Poll: COVID-19 in the U.S.

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?

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

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

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?

<table>
<thead>
<tr>
<th>Area</th>
<th>Very different</th>
<th>Somewhat different</th>
<th>Mostly the same</th>
<th>Same/Somewhat Different (Net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family life</td>
<td>16%</td>
<td>26%</td>
<td>59%</td>
<td>85%</td>
</tr>
<tr>
<td>Eating habits</td>
<td>17%</td>
<td>30%</td>
<td>52%</td>
<td>82%</td>
</tr>
<tr>
<td>Work life</td>
<td>22%</td>
<td>27%</td>
<td>51%</td>
<td>78%</td>
</tr>
<tr>
<td>Personal hygiene</td>
<td>23%</td>
<td>27%</td>
<td>50%</td>
<td>77%</td>
</tr>
<tr>
<td>Social activity</td>
<td>26%</td>
<td>41%</td>
<td>34%</td>
<td>75%</td>
</tr>
<tr>
<td>Shopping habits</td>
<td>24%</td>
<td>38%</td>
<td>37%</td>
<td>75%</td>
</tr>
<tr>
<td>Travel/vacation</td>
<td>33%</td>
<td>36%</td>
<td>31%</td>
<td>67%</td>
</tr>
</tbody>
</table>

Source: Harris Poll COVID19 Tracker Wave 2-7  
BASE: GENERAL PUBLIC W6 (1993); W7 (2013)

L02 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?
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

Source: Harris Poll COVID19 Tracker Wave 2-7

BASE: GENERAL PUBLIC WT (2013)

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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?

- 1-2 weeks from now: 9%
- 3-4 weeks from now: 23%
- More than a month from now: 51%
- More than six months from now: 18%

Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: GENERAL PUBLIC W7 (2013)
They’re Even Willing to Give Up Privacy for Mobility

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)
77% Yes
23% No

Wave 5
(3/28 – 3/30)
75% Yes
25% No
American Institutions: Trust, Citizenship and Expectations
Americans Are Getting Information On Covid-19 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?

- Local media: 56%
- National media: 53%
- My governor: 48%
- CDC: 44%
- My local government: 42%
- The White House/President: 39%
- Social media: 37%
- Friends and family: 35%
- Doctors and nurses: 26%
- Government PSA's / website: 23%
- Medical journals: 12%

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?
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?

<table>
<thead>
<tr>
<th>Source</th>
<th>Wave 2</th>
<th>Wave 5</th>
<th>Wave 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctors and nurses</td>
<td>92%</td>
<td>89%</td>
<td>89%</td>
</tr>
<tr>
<td>CDC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical journals</td>
<td>81%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>My local government</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My governor</td>
<td>79%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends and family</td>
<td>73%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government PSA's / website</td>
<td>71%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The White House/President</td>
<td>69%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td></td>
<td></td>
<td>62%</td>
</tr>
</tbody>
</table>

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?
Harris Insights & Analytics LLC, A Stagwell Company © 2020
THE HARRIS POLL: COVID-19 IN THE U.S.

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

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

- Donates money, supplies or employee's time to aid relief in communities: 12% Worse, 88% Better
- Shifts production to make equipment or supplies necessary to fight the pandemic: 12% Worse, 88% Better
- Allows customers to forgo payments for up to 6 months or offers lower interest rates or other programs: 12% Worse, 88% Better
- Executives forgoes salaries, bonuses or other compensation: 17% Worse, 83% Better
- Promises to relocate their manufacturing away from China and back to the United States: 18% Worse, 82% Better
- Harmed by the crisis asking for a bailout from the federal government: 45% Worse, 55% Better

Source: Harris Poll COVID19 Tracker Wave 2-7
BASE: GENERAL PUBLIC W7 (2013)
FRQ6: 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?

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?

24% Yes, 76% No

*Statistically Significant Difference
And Three Quarters Say Companies Should Be Messaging on COVID-19

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

- 7% Always
- 10% Often
- 28% Sometimes
- 21% Rarely
- 35% Never

I think they're just doing it for publicity, most of them feel contrived/forced (27%)
I think it is a good thing regardless of actions they have taken, it shows they care (40%)
Marketers should only advertise if they have taken action to address COVID-19 (33%)