

The Harris Poll COVID19 Tracker Wave 22

Week of July 27, 2020

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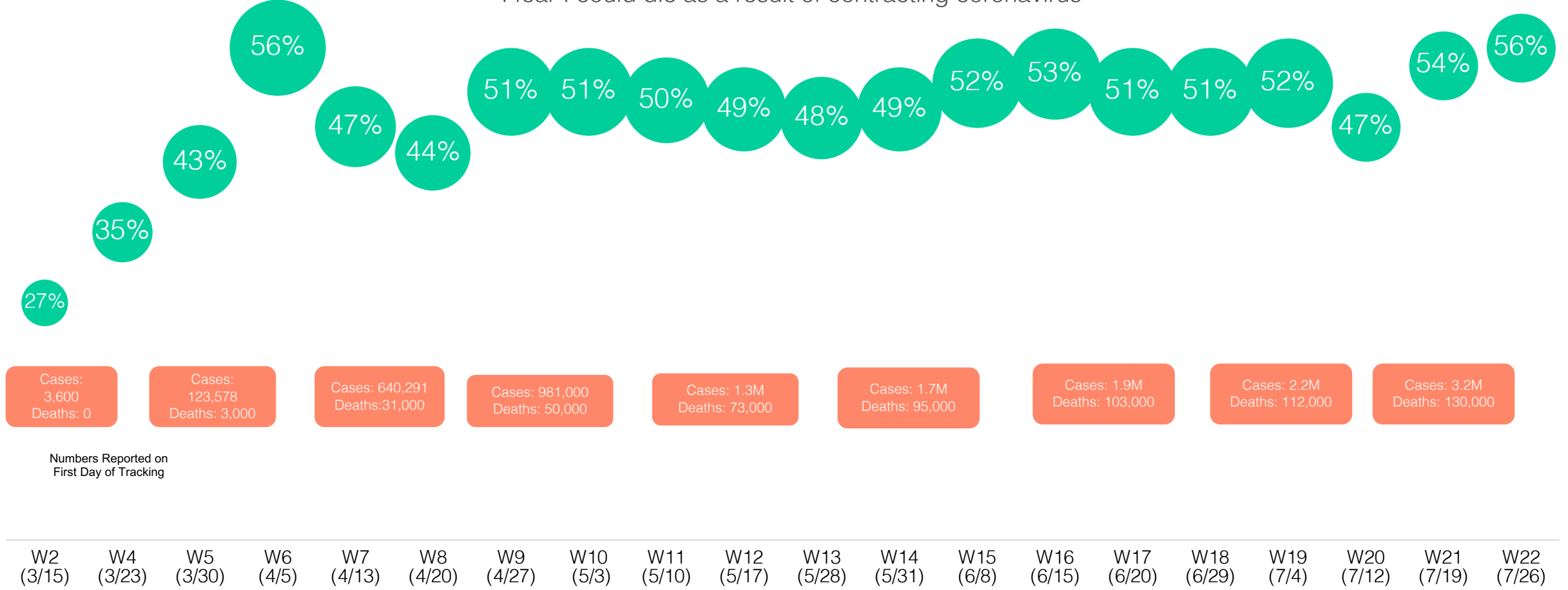


American Fear Remains Ever-Present Even as States Reopen

54% thought national fear was irrational

73% now think national fear is sensible

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



Numbers Reported on First Day of Tracking

Source: Harris Poll COVID19 Tracker Wave 15
 BASE: GENERAL PUBLIC W2 (2050); W3 (2019); W4 (2023) W5 (2016); W6 (1993); W7 (2013); W8 (2029); W9 (2050); W10 (2039); W11 (2030); W12 (1961); W13 (1996); W14 (1965); W15 (1969); W16 (1963); W17 (1962); W18 (3161); W19 (1957); W20 (1974); W21 (1970); W22 (1988)

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
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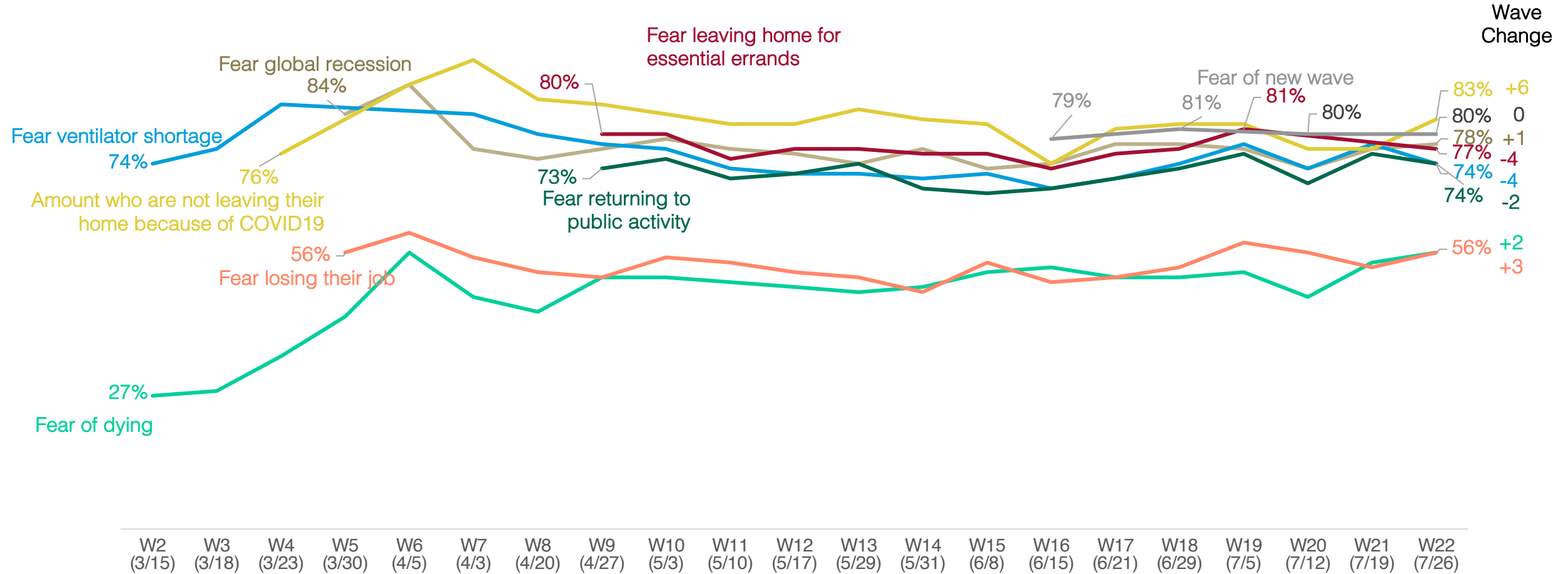


The Task for Communicators: Lifting the Curtain of Fear

54% thought national fear was irrational

Trended Fear Curves During COVID19

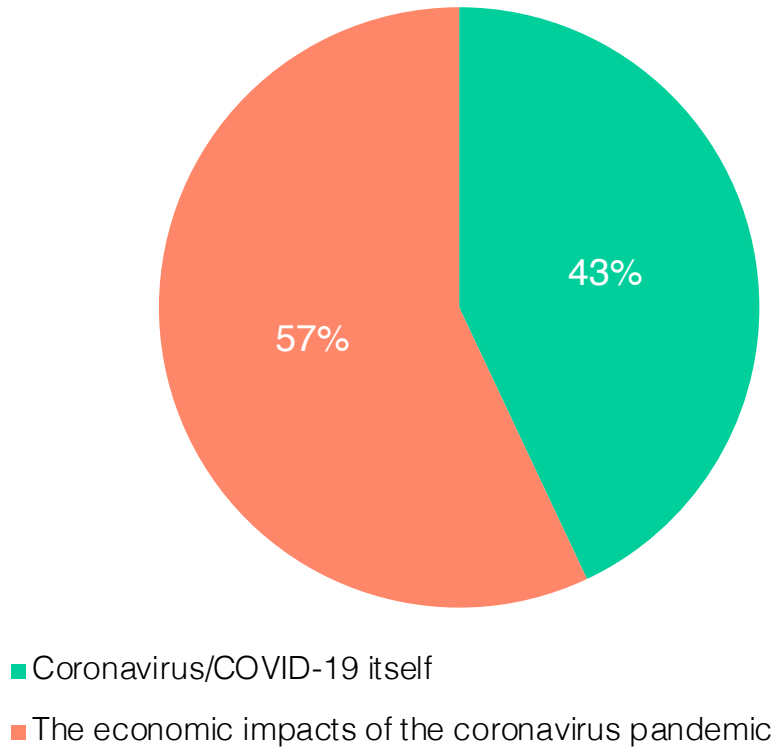
73% now think national fear is sensible



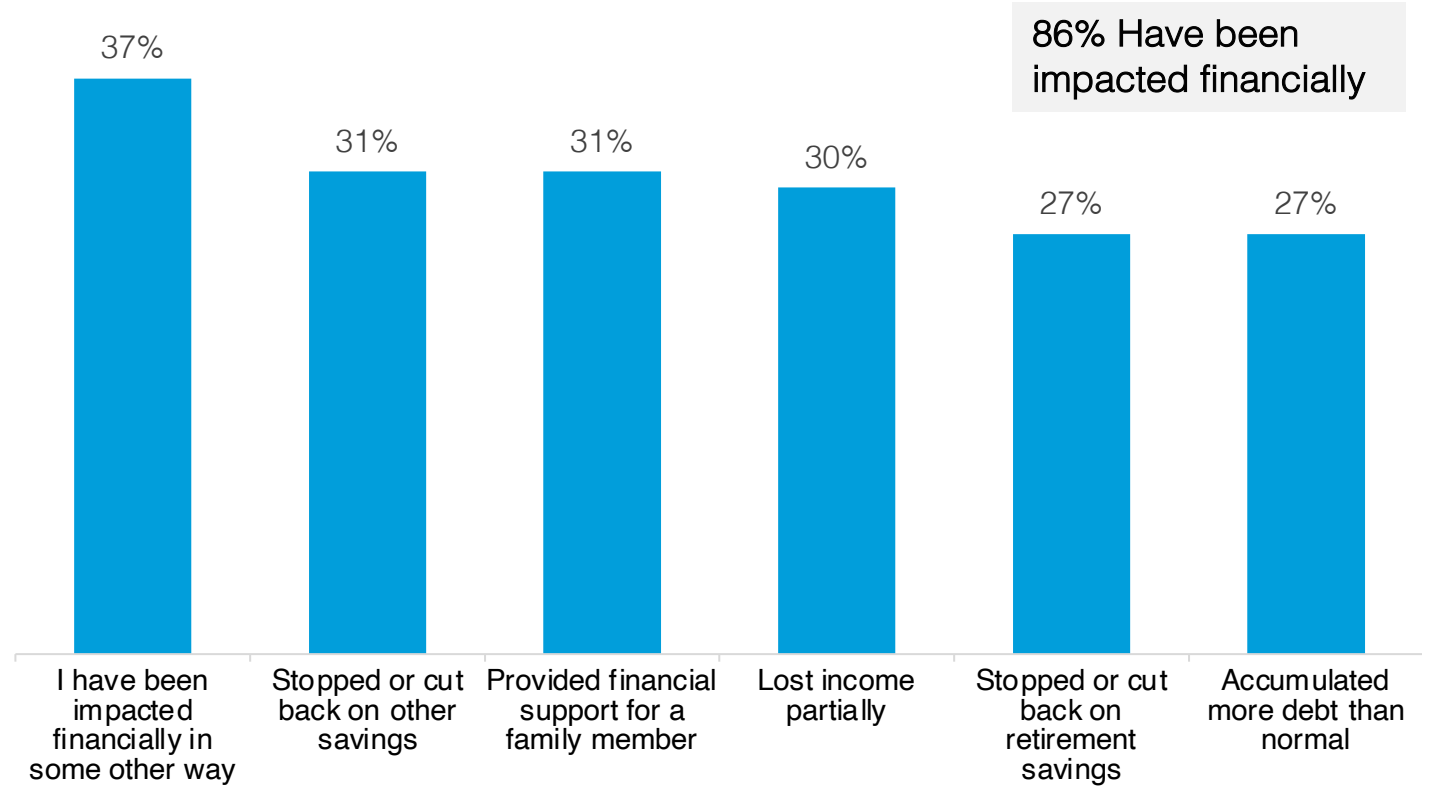


Americans Say Economic Impact Will Have a Bigger Effect Personally Than the Virus Itself

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



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



Source: Harris Poll COVID19 Tracker Wave 22

BASE: GENERAL PUBLIC W22 (1988)

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

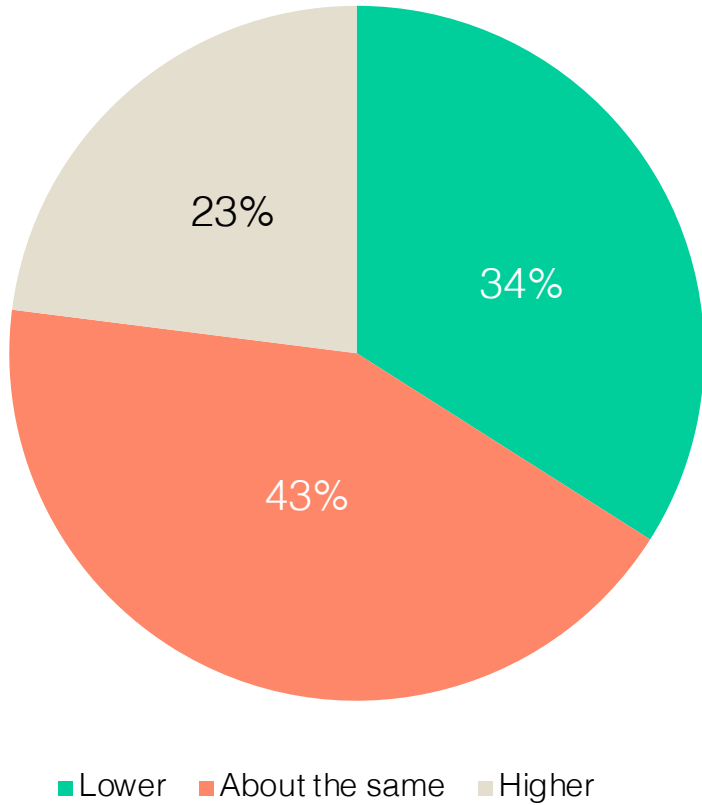
EMP05 As a result of the current pandemic, have you or your household been impacted financially in any of the following ways?

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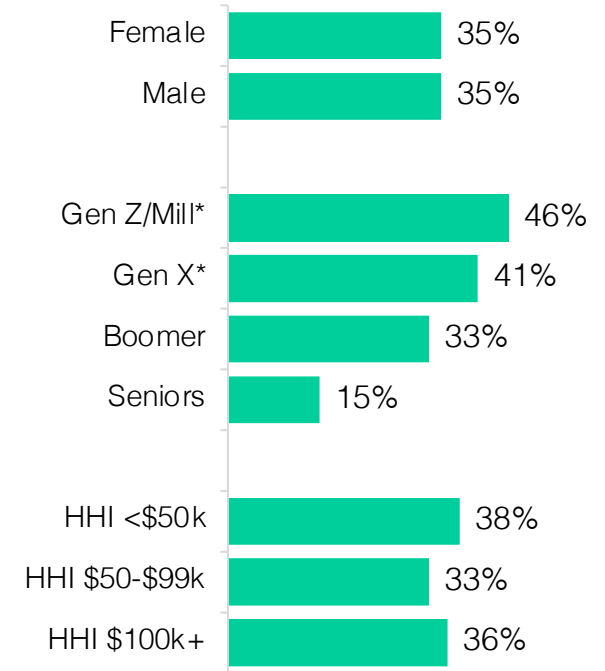


Over a Third Expect Lower Income in 2020 and Are Seeking New Sources

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



35% have sought out new/additional sources of income



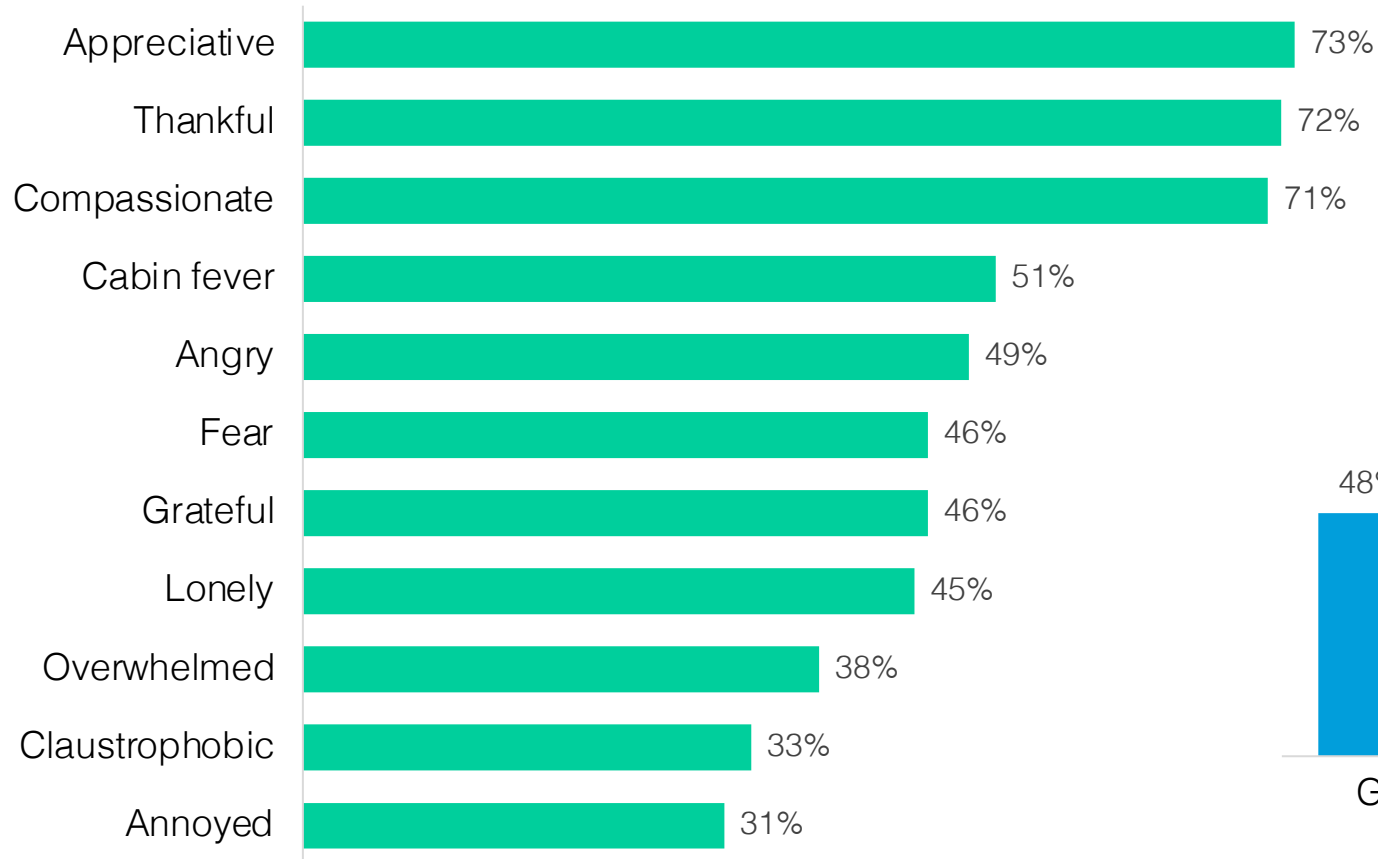
Source: Harris Poll COVID19 Tracker Wave 22
 BASE: GENERAL PUBLIC W22 (1988)
 Q9 Do you think your income in 2020 will be lower, higher or about the same as it was in 2019?
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*Statistically Significant Difference

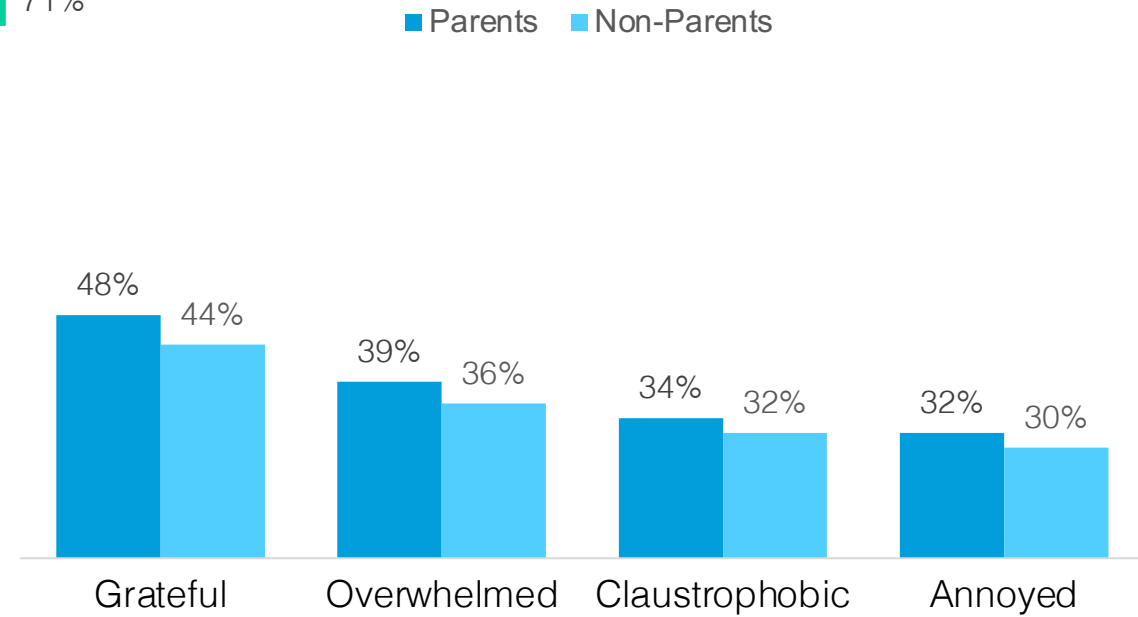


America's Mix of Emotions* During the Pandemic

Have you felt any of the following during the pandemic?



* Especially Parents!



Source: Harris Poll COVID19 Tracker Wave 22
 BASE: GENERAL PUBLIC W22 (1988)
 FR01_1 Have you felt any of the following during the pandemic?



Consumer Confidence Correlates with Distance and Familiarity

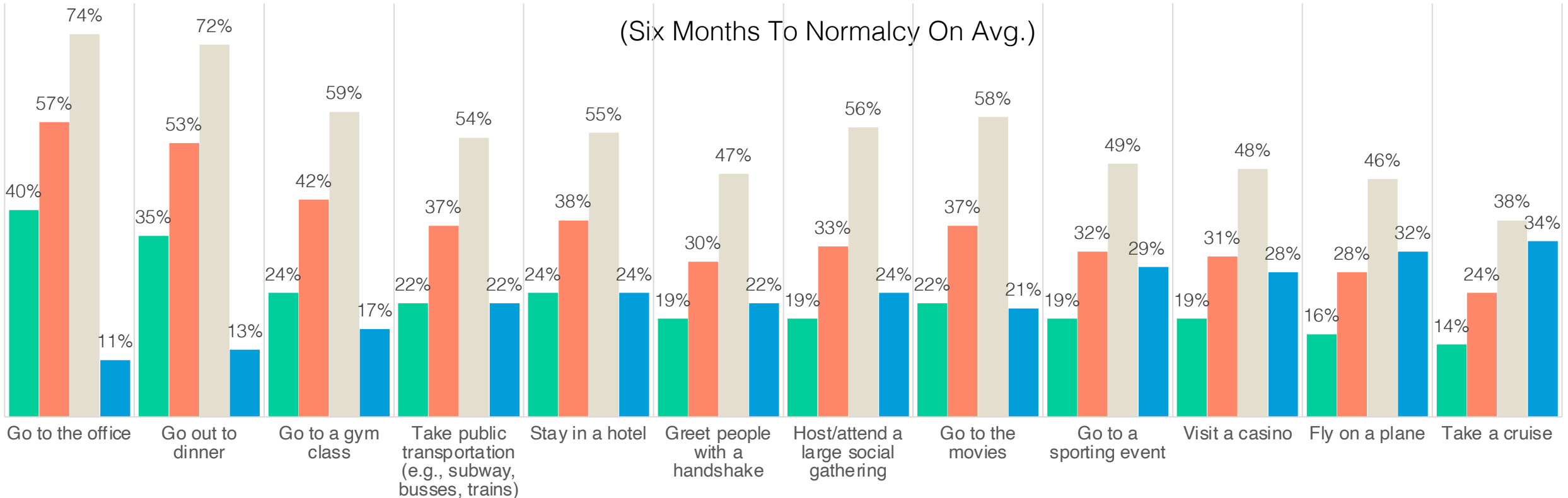
Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

■ Immediately/1-30 days ■ up to 3 months ■ up to 6 months ■ 1 year or longer

Forbes

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

(Six Months To Normalcy On Avg.)



Source: Harris Poll COVID19 Tracker Wave 22

BASE: GENERAL PUBLIC W22 (1988)

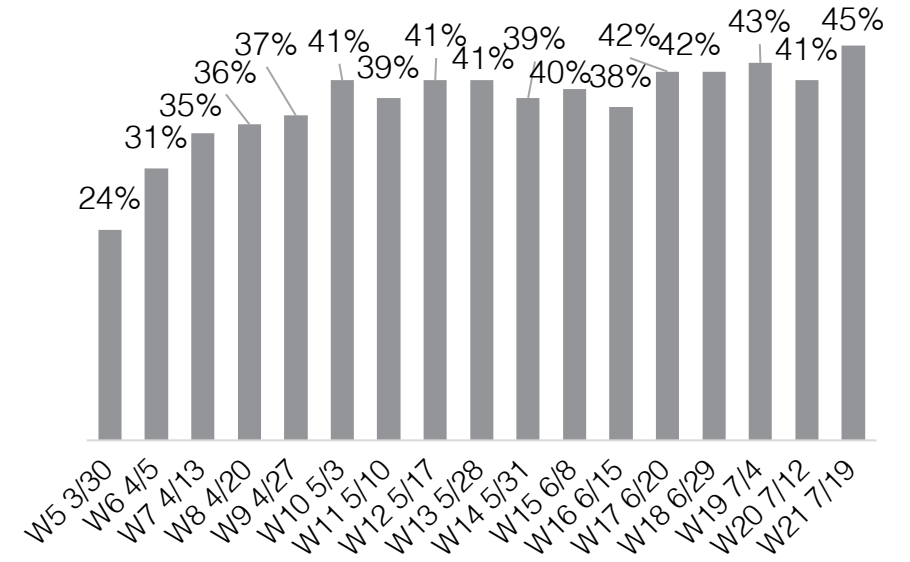
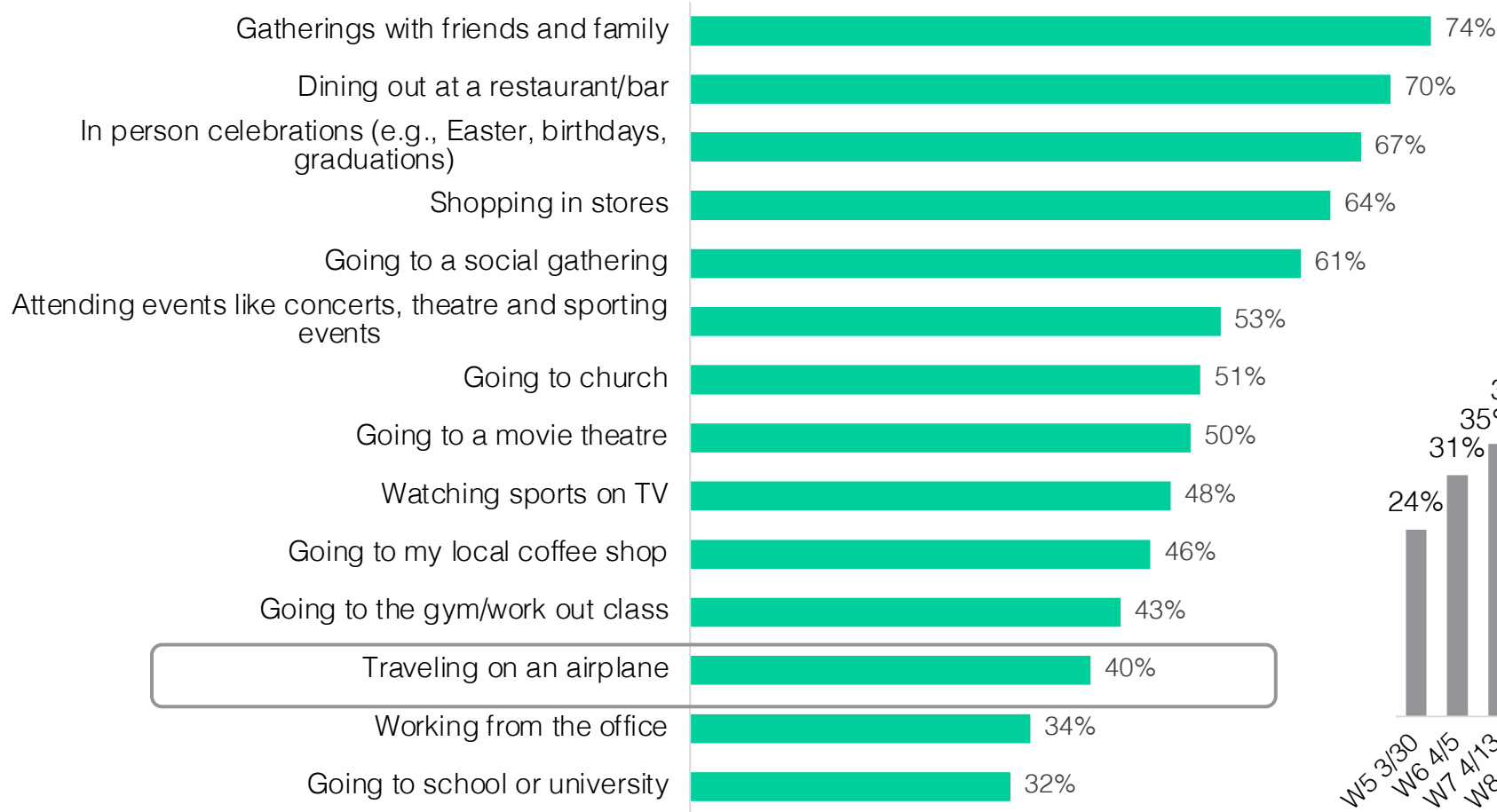
Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?

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However, Americans Want Their Life Back – 4 in 10 Miss Traveling on an Airplane

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 22

BASE: GENERAL PUBLIC W22 (1988)

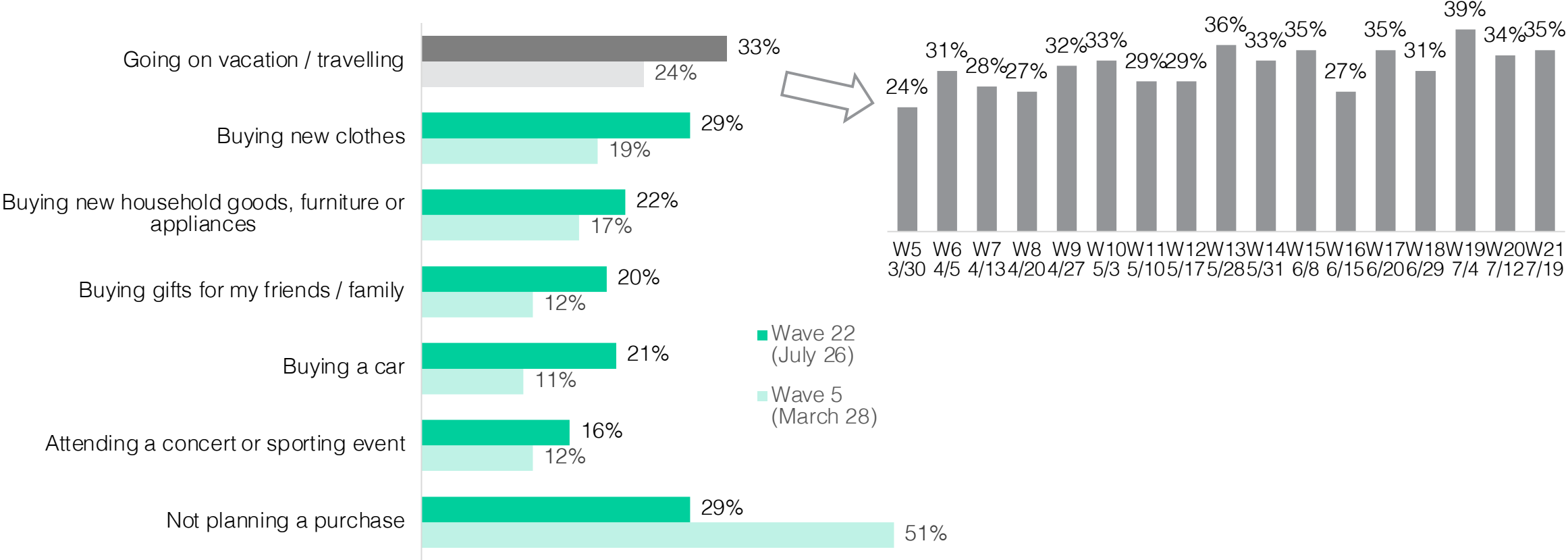
FR05 How much would you say you miss each of the following during this time of virus-related shutdowns?

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And Pent-Up Demand is Building Across Categories ('Revenge Spending')

Major Purchases Planned Once Things Return To Normal

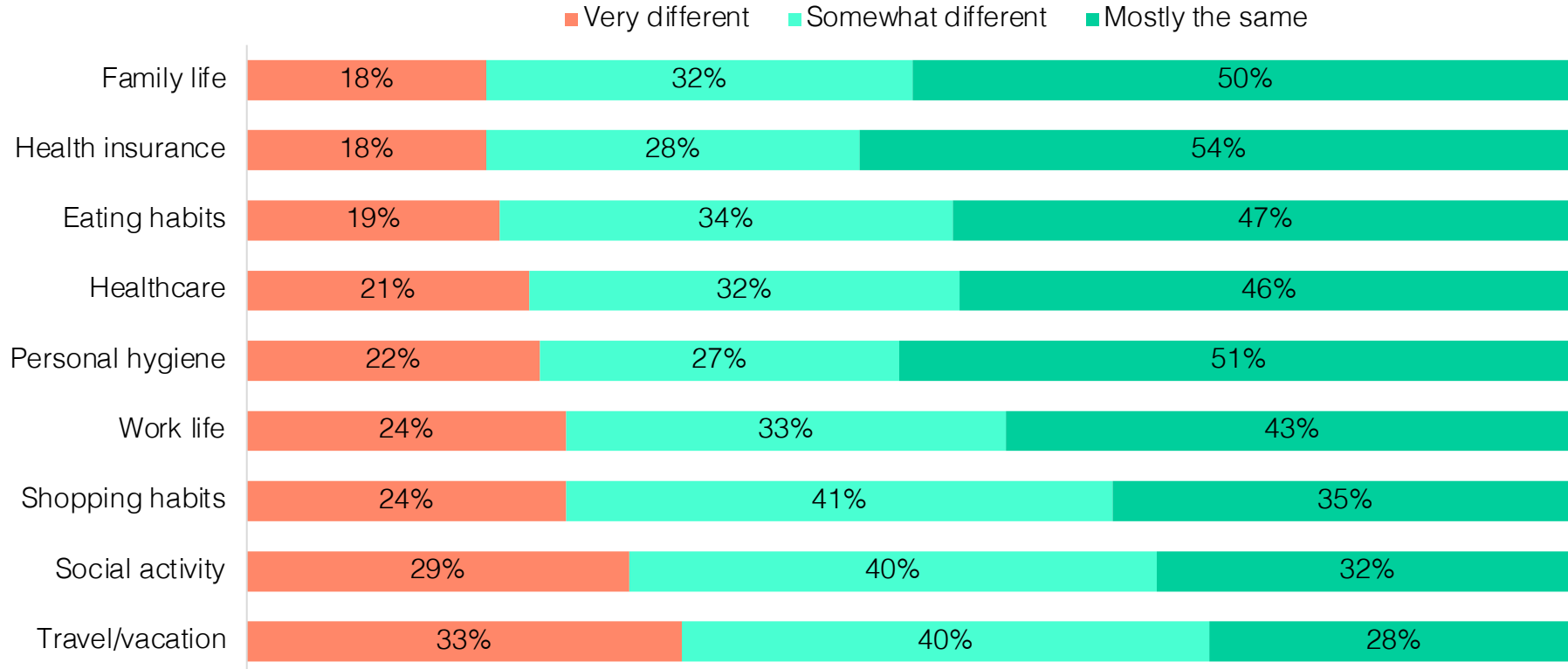


Source: Harris Poll COVID19 Tracker Wave 22
 BASE: GENERAL PUBLIC W22 (n=1988)
 REV01 Are you planning any major purchases once things return to normal and businesses re-open? Please select all that apply.
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Moving Forward, Americans See Their Lives Changing in Fundamental Ways

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 22

BASE: GENERAL PUBLIC W22 (1988)

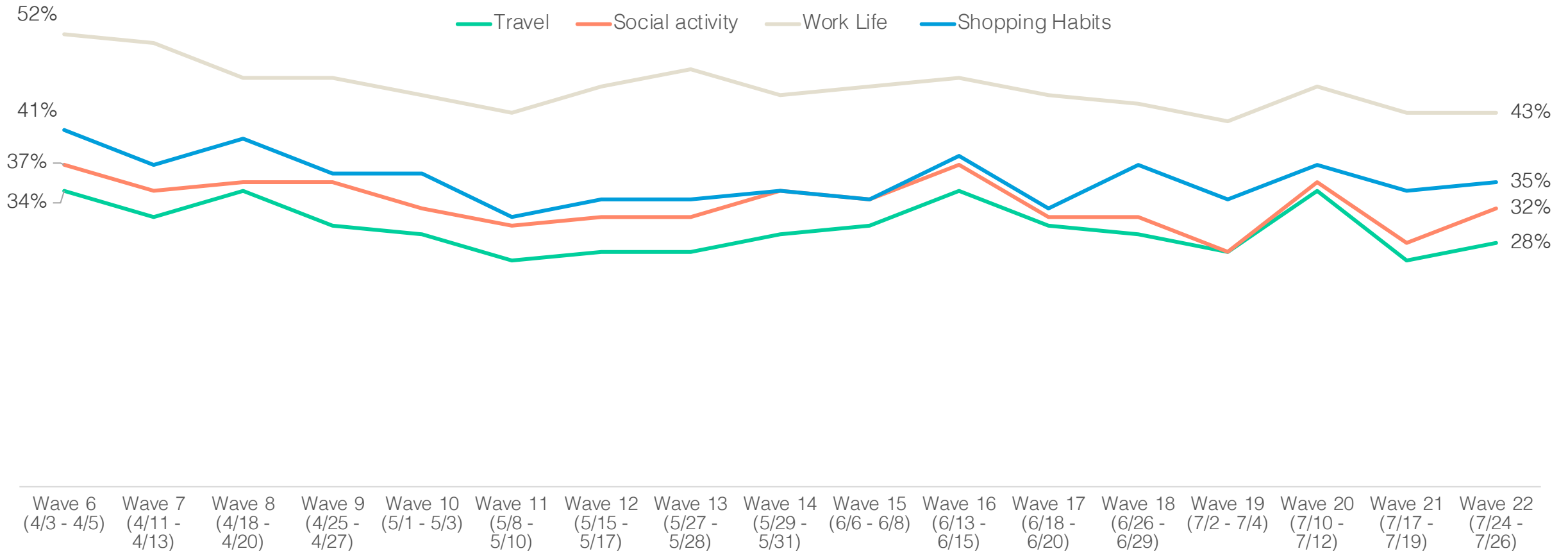
LI02 Once the pandemic is over and things return to normal, do you think each of the following areas of your life will be very different, somewhat different or mostly the same?

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But Returning To Life As it Was Before Feels Less and Less Realistic; COVID-19 is Changing 'Normal' As We Know it

Once the pandemic is over, what do you think will be very different, somewhat different or mostly the same?
 (% saying 'mostly the same' after COVID-19)





Thank you!

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