

To: Interested Parties
From: Heart+Mind Strategies
Date: March 30, 2020
Subject: Summary of Findings – Heart+Mind Strategies Coronavirus Poll – Wave 2

Methodology

Heart+Mind Strategies' Coronavirus Tracking Poll fielded its second wave March 25-26, 2020 using an online, opt-in panel. In total, a sample of n=1,006 interviews were conducted. Quotas were used to ensure a representative population on age, gender, ethnicity and region.

Wave 1 was conducted March 18-19, 2020 with a total sample of n=1,035.

This was an online quantitative survey. If we were to estimate a margin of error, it would be +/- 3.1% at 95% confidence. All polls have varying degrees of error this should always be considered when interpreting results.

Key Findings

Overview

- Just over three-quarters (77%) of Americans are following news about the Coronavirus daily. This is down from 81% last week, a statistically significant decline. (Q200)
 - Generation Z is much less likely to be tracking the news multiple times a day than their cohort counterparts (21% compared to 41% for the total) and compared to last week (33%, -12).
- The number of Americans who believe coronavirus is a real threat is up five points in the last week (from 73% to 78%) (Q231)
 - Millennials, who were slight less likely to believe the threat last week, are up 9 points to 78% and now on par with the total population.

Behavior Shifts

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- Similar numbers of Americans say they have modified (cancelled or adjusted) plans in a variety of areas of their lives but in many categories, there has been a significant increase in the number of outright cancellations. (Q300)
 - The biggest increase in cancelled plans are in socializing in groups of 10+ (61% cancelled, +11), working out at the gym (59% cancelled, +10), attending worship services (51% cancelled, +9), dining out (56% cancelled, +9), and planned time with family/friends (40% cancelled, +9)
- Americans are less likely than they were a week ago to expect to engage in a variety of activities showing the effect of a variety of lockdown and shelter-in-place orders. (Q400)
 - Fewer than one-in-ten expect to travel for personal (9%) or business (7%) reasons in the next two weeks.
 - Attending worship services (10%, -6), socializing in groups of ten or more (7%, -6) and working out at the gym (7%, -5) are also activities with fewer participants this week.

Economy

- Americans are less likely to increase investments (11% extremely/very likely, -5) and make a big purchase (9% extremely/very likely -5) compared to one week ago. (Q400)
- Nearly three-in-five Americans expect a negative impact on their personal finances, a figure similar to last week (58%, +1). (Q405)
- The number of Americans predicting a negative impact on the global (88%) and US economy (86%) is up 5 and 3 points respectively from last week. (Q410)

Human Element

- Nearly half of Americans believe the coronavirus outbreak is bringing us closer together (49%) which is up significantly from last week (+7). (Q230)
 - Democrats' views on unity are up significantly this week (54%, +10), while Republicans (55%, +8) and Independents (36%, +5), had smaller, but still noteworthy, upticks.
 - Millennials (45%, +8) and the Silent Generation (74%, +22) are significantly more likely to feel the crisis is bringing us closer together compared to last week.
- There has been a rise in the number of Americans who feel "concerned" (64%, +5). (Q210)
 - Despite an overall increase, Generation Z is less likely to be concerned (48%, -3). The largest increase in concern is among Generation X (65%, +8).
- Despite increased concern, there is also a higher number of Americans saying they are "hopeful" (33%, +5). (Q210)



- Half of Americans (50%) now believe the coronavirus crisis will have a negative impact on their mental health. This is up 6 points from last week. (Q405)
 - The sharpest increases are among Millennials (52%, +11) and Generation X (58%, +12).

Trust in Institutions

- Trust in most institutions started low last week and has fallen further. The CDC (59%) and the WHO (53%) have the most trust in the current crisis. (Q500)
 - Trust in government is down across the board: Federal government -6 (28%), State government -2 (37%), City or local government -6, (32%).
 - Fewer than one-third now trust a variety of media sources: Local broadcast (32%, -5), National broadcast (31%, -6), Local newspapers (27%, -4), National newspapers (25%, -7),