

To: Interested Parties

From: Heart+Mind Strategies

Date: April 20, 2020

Subject: Summary of Findings – Heart+Mind Strategies Coronavirus Poll – Wave 5

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## Methodology

Heart+Mind Strategies' Coronavirus Tracking Poll fielded its fifth wave April 15-16, 2020 using an online, opt-in panel. In total, a sample of n=1,016 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.

Wave 2 was conducted March 25-26, 2020 with a total sample of n=1,006.

Wave 3 was conducted April 1-2, 2020 with a total sample of n=1,000.

Wave 4 was conducted April 8-9, 2020 with a total sample of n=1,001.

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 that should always be considered when interpreting results.

## Common Question Key Findings

### Overview

- The number of Americans checking the news multiple times a day for coronavirus updates has flattened out after a sharp decrease last week. Nearly three-quarters (73%, +0) check coronavirus-related news at least daily. (Q200)
- The number of Americans believing the coronavirus is a real threat instead of overblown has declined for the second week in a row to 77% (-2). (Q231)
  - The largest decrease is among Millennials (74%, -7).
  - Republicans are more likely to see the virus as overblown this week (29%, +3) but not as much as political Independents (37%, +9).
- The impact of the federal stimulus is being noticed with 68% of Americans (+19) saying someone in their household has received a direct benefit. Furthermore, a majority (63%) of those who have experienced a direct benefit say there is at least a moderate amount of positive impact. (Q204)

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- Republicans are the most likely to say there has been at least moderate positive impact to them directly because of the federal stimulus (71%). However, Democrats are not far behind (61%) – it is political Independents who are more skeptical with just 51% saying they have gotten at least a moderate benefit from the stimulus benefit they received.

## Economy

- There is a slight decrease in the number of Americans who believe we need to focus on the public health aspect of the coronavirus crisis first and foremost (46%, -3). (Q232)
  - Decreases are sharpest among Generation X (41%, -5) and Boomers (50%, -5).
  - The difference between Republicans and Democrats has grown 10 points over the last week. Over half (55%) of Republicans believe we need to balance health and economic concerns (last week 48%, +7) while only 31% of Democrats (34% last week, -3) feel the same way.
  - Political Independents have are shifting more towards a balance of health and economic concerns (38%, +6) although still a plurality favor a public health focus (41%, -12).
- This week there is a significant increase in the number of Americans who believe the economic impact of the coronavirus outbreak will last longer than one year (41%, +7). (Q610)
  - Concern is up significantly in all generations except Millennials (Generation Z 34%, +8; Generation X 40%, +7, Boomers 55%, +8).
  - There is an uptick in both Republicans' (36%, +8) and Democrats' (48%, +10) belief in economic impacts lasting longer than a year while Independents are growing more skeptical of this long-term effect (28%, -7).
- While the majority of Americans still believe the US and global economies are getting worse, figures are down from last week (74%, -5 and 75%, -4 respectively). (Q412)

## Behavior

- After large increases last week, there were smaller increases in a few behaviors that are connected to re-opening the economy. Now one-quarter (25%, +3) of American plan on dining out in the next two weeks and nearly one-fifth (19%, +2) plan to socialize in a group of ten or more people. (Q400)
  - Millennials continue to be the group most likely to say they will engage in these behaviors in the next two weeks (Dine out 32%, Socialize in a group of 10+ 26%). They are also significantly more likely to be planning to work out at the gym (27% vs. 16% Total) and plan travel for personal reasons (28% vs. 18% Total).

## Human Element

- There has been no meaningful change in the number of Americans who believe the coronavirus outbreak is bringing us closer together (54%, +1) compared to last week. (Q230)
  - There have been no significant shifts based on political ideology.
- Anxiety of Americans has inched up compared to last week (45%, +5), back to roughly where it was two weeks ago. (Q210)
  - Feelings of anxiety have jumped significantly among Millennials (49%, +10)
- The number of Americans feeling hopeful has fallen slightly to 30% (-2). However, there is a change in what is behind that hope – more Americans feel they have had time to reflect on what is most important in their life and that gives them hope (39%, +10). (Q212)
  - Just 22% are hopeful because they see conditions improving (-3).

## Trust in Institutions

- Trust in a variety of institutions is largely unchanged this week. Among governments, state governments continue to be the most trusted level (43%, +1). (Q500)
  - Trust in employers is up five points from last week (35%, +5).
  - Although overall trust in the WHO is not significantly different compared to last week (44%, -2), there are sharp changes based on Party ID. Republicans are significantly less likely to trust the WHO (35%, -9) after President Trump's comments. Independents lost some trust in the organization (40%, -4) and opinions of Democrats are largely unchanged (57%, +2).
  - Trust in media is low but largely steady from last week.
    - Broadcast News Media (31%, +2), Newspapers and Magazines (27%, +1).