

To: Interested Parties

From: Heart+Mind Strategies

Date: April 6, 2020

Subject: Summary of Findings – Heart+Mind Strategies Coronavirus Poll – Wave 3

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## Methodology

Heart+Mind Strategies' Coronavirus Tracking Poll fielded its third wave April 1-2, 2020 using an online, opt-in panel. In total, a sample of n=1,000 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.

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.

## Common Question Key Findings

### Overview

- Americans are following news about the coronavirus in about equal numbers compared to last week – three quarters are reading news about the crisis at least daily (78%, +1). (Q200)
  - Generation Z continues to become less interested in consuming coronavirus news – just half (51%) are checking the news on this topic daily, down 12 points from last week. Generation X is tuning in daily more compared to last week (82%, +6).
- The number of Americans who believe coronavirus is a real threat is up five points in the last week (from 78% to 83%). (Q231)
- Just under one-third of Americans believe the personal impact of COVID-19 will last seven months or longer (31%). This is up 6 points from the last time the question was asked two weeks ago (25%). (Q605)
  - Republicans are slightly more concerned that personal impact will last seven months or longer (26%, +5) while political Independents are significantly more

likely to see long term personal implications both this week and compared to two weeks ago (42%, +13).

- In a first read on the CARES Act passed by Congress, one-third believe it will have a significant positive impact on Americans (34%). (Q202)
  - Millennials (40%) and Generation X (44%) are more likely to believe the law will have a benefit to Americans. Republicans are also more optimistic (47%), as are those in the Mid-Atlantic Census region (43%).

## Economy

- Over half of Americans (51%) believe we need to focus on the public health aspect of the coronavirus crisis first and foremost. Only 38% believe we must balance health and economic concerns. (Q232)
  - Republicans are significantly more likely to believe a balance of health and economic issues must be considered (51%, compared to Democrats 33%).
  - Among those who have recently been laid off, a plurality wants to see a balance of economic and health concerns (45% vs 42%) but still falls short of a majority
- Four-in-five (81%) believe the US economy has gotten worse in the past week. A similar number (80%) also believe the global economy has declined. (Q412)
  - Generation Z is significantly more likely to see no change in the global economy (24% vs. 11% total) and the US economy (19% vs. 9% total).
- Nearly three-in-five (58%) of Americans believe the economic impact of COVID-19 will last seven months or longer, representing a small increase from two weeks ago (+3). (Q610)
  - Most generations were essentially flat compared to two weeks ago, but Generation Z is less likely to believe in a long-term economic impact (40%, -4) and Boomers are more likely to see long-term economic implications (74%, +6).
- Generally, Americans think businesses and organizations are responding to the coronavirus crisis in an excellent or good way (43%). (Q240)
  - This figure is significantly higher among older Americans (Boomers 59%, Silent Generation 67%).

## Human Element

- Nearly half of Americans believe the coronavirus outbreak is bringing us closer together (53%) which is up from last week (+4). (Q230)
  - The feeling of unity has increased most in Generation X 51% (+7) and the Boomers 67% (+10).
- There is an increasing split between “micro” and “macro” views of Americans.

- **At home**, Americans are settling in and seeing positive impacts of their lives. People are seeing improved positive impacts in a variety of aspects of their lives – Relationship with children, 45% (+13), Relationship with partner, 40% (+11), Time with Family and Friends, 37% (+13), Activities, 26% (+12), Physical Health, 26% (+9). (Q405)
- **Away from home**, it is a different story. Americans are almost equally hopeful compared to last week (32%, -1) but more likely to feel Angry (22%, +8), Scared (35%, +8), and Worried (56%, +5). Half of Americans (50%) have been laid off or had hours or salary reduced. (Q210, Q1046C)
  - There is a sharp partisan difference on hope with Republicans feeling more hopeful this week (38%, +5) and Democrats starting to feel less hopeful (30%, -3).

#### Trust in Institutions

- After hitting a low point last week, trust in a variety of institutions is up significantly this week. (Q500)
  - Trust in Government is higher – Federal Government, 35% (+7), State Government, 44%, (+7), Local/City Government, 43% (+11).
    - Increased trust in the Federal Government has a partisan split with Republicans significantly more likely to be more trusting this week (52%, +13) although there were substantial gains among Independents (26%, +7) and Democrats (28%, +5) as well.
  - Americans have more trust in their employers, up 5 points from last week (33%).
  - Even trust in social media is up, although still low (18%, +7).