

To: Interested Parties

From: Heart+Mind Strategies

Date: April 27, 2020

Subject: Summary of Findings – Heart+Mind Strategies Coronavirus Poll – Wave 6

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## Methodology

Heart+Mind Strategies' Coronavirus Tracking Poll fielded its sixth wave April 22-23, 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.

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.

Wave 5 was conducted April 15-16, 2020 with a total sample of n=1,016.

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

- **For the first time, we measured the number of Americans who believe stay-at-home and similar government orders should be relaxed. Two-in-five Americans (41%) believe it is time to relax orders keeping businesses closed and Americans at home. (Q245)**
  - **These figures are higher among those who have been laid off (56%), Republicans (52%), and those in urban locations (46%).**
- The number of Americans checking the news multiple times a day for coronavirus updates is down again this week (32%, -4) while the number checking daily has remained largely consistent (72%, -1). (Q200)
- The number of Americans believing the coronavirus is a real threat instead of overblown is holding steady with over three-quarters believing the threat is real many weeks into the crisis (78%, +1). (Q231)

- While Republicans and Democrats were slightly less likely this week to see the virus as a threat (Democrats 87%, -5; Republicans 69%, -2), political Independents are more likely to see the coronavirus as a real threat (70%, +7).
- Compared to last week, a similar number of Americans have seen a direct benefit of the federal stimulus (69%, +1) and slightly more see at least a moderate positive impact because of it (45%, +3). (Q204)
  - Democrats are seeing more personal positive impact from the stimulus compared to last week (49%, +7).

### Economy

- **For the first time, the number of Americans saying we need to balance economic concerns with public health (48%, +6) is higher than the number believing public health should be our sole focus right now (44%, -2). (Q232)**
  - Political Independents (47%, +9) and Republicans (64%, +9) are driving this shift while Democrats have only moved slight on this issue compared to last week (33%, +2).
  - Millennials are also more likely to want to consider the economy in policy decisions compared to last week (54%, +13).
  - Americans in the South Atlantic region (which includes GA and SC) are also more likely to favor a balance (54%, +14).
- The number of Americans who believe the economic impact of the coronavirus outbreak will last longer than one year has ticked up again this week. (44%, +3) building on a large increase last week. (Q610)

### Behavior

- **A new question this week shows that cooking (33%) and entertainment (33%) are the two areas where Americans have developed the best alternative routines during the crisis. (Q330)**
  - Generation Z is more likely than the average (33% vs. 18% Total) to say they have found a good way to adapt how they get their work done.
- **Americans are most likely to miss how they connected with friends (41%) and family (32%) before the crisis started.**
  - Boomers are particularly missing their old social routines with friends (50%) and family (41%).
- Over seven-in-ten (71%) believe there will be permanent changes to their routines because of the coronavirus outbreak. Younger generations are more likely to see changes to routines becoming permanent. (Q332)

- Plans for the next two weeks are similar compared to last week. There is an increase in the number planning to attend worship services (25%, +4) and a decrease in the number planning to spend time with family or friends (41%, -4). (Q400)

#### Human Element

- **The unifying days of the coronavirus crisis seem to be waning. There was an 11-point increase in the number of Americans who say the crisis is dividing us more than uniting us (35%, +11). (Q230)**
  - Increases are equally large among all political parties, including Independents.
  - Shifts are more noticeable among younger generations (Generation Z 39%, +14; Millennials 38%, +15).
- **Measuring changes in underlying values for the first time, half of Americans have seen a negative impact on their sense of freedom (55%), sense of peace of mind (48%), sense of security (47%) and sense of social order (46%).**
  - Boomers are more likely to have seen negative impacts on these dimensions.
  - There are minimal differences by political party.

#### Trust in Institutions

- Trust in a variety of institutions has dropped down this week. (Q500)
  - The CDC continues to be the most trusted entity of those tested but trust in the organization continues to decline (50%, -3).
  - The World Health Organization (WHO) has seen a six-point decline in trust this week to just over one-third of Americans (38%, -6).
  - State governments are now tied with local governments as the most trusted level after a five-point drop in trust among state government (State 36%, -7; Local 36%, -3). The Federal government continues to be untrusted by most Americans (28%, -2).
  - Trust in media in Broadcast Media (29%, -2) and Newspapers and Magazines (24%, -3) has dipped this week.