



To: Interested Parties

From: Heart+Mind Strategies

Date: May 11, 2020

Subject: Summary of Findings – Heart+Mind Strategies Coronavirus Poll – Wave 8

Methodology

Heart+Mind Strategies' Coronavirus Tracking Poll fielded its eighth wave May 6-7, 2020 using an online, opt-in panel. In total, a sample of n=1,001 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.

Wave 6 was conducted April 22-23, 2020 with a total sample of n=1,000.

Wave 7 was conducted April 29-30, 2020 with a total sample of n=1,004

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

- **Attitudes on reopening the economy are consistent with last week with 55% of the country wanting to keep current stay-at-home orders and other restrictions in place, while 45% believe it is time to start relaxing restrictions (45%, +0). (Q245)**
- The number of Americans checking the news multiple times a day for coronavirus has risen for the first time in several weeks (32%, +4) while the number checking the news about the virus at least daily has stayed the same (69%, +0). (Q200)
- The number of Americans believing the coronavirus is a real threat instead of overblown increased three points this week to 80% (80%, +3). (Q231)
 - Boomers are now the cohort most likely to believe the virus is a real threat (85%, +5).

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- A partisan divide persists with 30% of Republicans believing the crisis is overblown compared to just 10% of Democrats and 23% of Independents.
- The federal stimulus continues to make an impact with 83% (+5) of Americans now saying someone in their household has been a direct beneficiary. Over half of the country (53%, +5) say they are receiving a benefit and that it is having substantial positive impact. (Q204)
 - While Republicans are the most likely to say there has been a positive impact (61%, +6), a majority of Democrats also agree (54%, +9). Independents are more critical of the impact of federal stimulus money (38%, -8) say it has had a moderate or great deal of positive impact.

Economy

- **A new question added this week shows a majority of Americans (56%) favor a Universal Basic Income (UBI) policy (tested at the \$1,000/month level). (Q206)**
 - **Support is higher than average among Millennials (62%) and Generation X (67%).**
 - **While Democrats are more likely to support UBI (68%), nearly half of Republicans do as well (49%).**
 - **Support is also higher among those who have been laid off (65%) or had other negative impacts on their employment, such as reduced pay or hours (64%).**
 - A follow up question indicates that over half of Americans (54%) have become more supportive of UBI during the virus outbreak including 46% of Republicans.
 - One-third (31%) of Republicans who have not seen negative job effects (layoff, pay reductions, etc.) have become more supporting of UBI in the last few months.
- **A question new this week shows that two-thirds of Americans (66%) agree that parents who have children at home and have decreased work performance as a result should have their jobs protected until childcare becomes available. (Q420)**
 - **Democrats are more likely to agree (75%) but Republicans also believe jobs of parents must be protected (64%).**
 - **There is no difference in opinion between those who have children at home (66%) and those who have never had children (65%).**
- The country just slightly favors a focus on public health (46%, -1) over a balance of economic and health concerns (45%, +3). (Q232)
 - Groups that tip in favor of balancing economic and public health concerns include Republicans (59%) and Americans ages 65+ (50%).

- This week represents one of the largest one-week increases in Americans' views on how long the economic impact will last. Now 69% (+8) believe the economic impacts will be felt for seven months or more. (Q610)

Behavior

- **Two-thirds of Americans (66%, -4) are taking actions that do not maximize social distancing. (Q335)**
 - The most common actions continue to be meeting friends or family with social distancing measures (23%, -3), going out without a mask (20%, -3) and going to the store for non-essential items (20%, +0).

Human Element

- New questions this week measured how Americans believe parents are dealing with the crisis.
 - **Over three-in-five (61%) of Americans believe there can be no return to “normal” until school and childcare services resume. (Q420)**
 - **There is strong bi-partisan agreement on this point.**
 - Over half of Americans believe there have been significant impacts to parents who are balancing work and the needs of their children with the strongest impacts perceived in Financial Stability (64%), Ability to Deal with Stress (62%) and Mental/Emotional Well-Being (60%). (Q415)
 - Interestingly, there is little difference between Americans who have children and home and those who do not.
 - Americans in household earning over \$100,000 a year are significantly more likely to see negative impact compared to Americans in lower-earning households.
- There was an uptick in many negative emotions this week. (Q210)
 - **More Americans now feel Scared (28%, +4) and Worried (49%, +3) while fewer feel Hopeful (29%, -4).**
 - **The top reason for feeling hopeful is now due to the opportunity to redefine society in a ways people believe have been needed for a long time (45%, +9).**

Trust in Institutions

- Trust for a variety of institutions has rebounded slightly. (Q500)
 - Trust in the CDC is up significantly this week after falling off over the course of the crisis (55%, +6).



- Trust in various levels of government is similar to last week (State 41%, +1; Local/City 38%, +0), Federal government (27%, -2).
- Trust in media in Broadcast Media (29%, -2) and Newspapers and Magazines (26%, -1) is down slightly this week.