The Coronavirus 2020 Crisis
US Consumer Sentiment Trend Report
March – May 2020
We are worried, but not panicked.
- While we are anxious, few among us are fearful or panicked.
- Over the past month our level of concern has declined a little.
  - Despite the constant stream of new pandemic information, people appear to have come to terms with the situation.
- Older folks and women are the most concerned.

Feelings are mixed on whether our fellow Americans are reacting appropriately.
- Many feel the societal reaction is on point, but just as many say COVID is being taken too lightly.
  - Note that those who feel the public is underreacting are largely those who themselves are most concerned, and vice versa.
  - Older folks and women are the most likely to feel that the public is underreacting.

Most feel media assessment is accurate.
- Still, a third feel the news media is exaggerating.
- Almost no one feels that the media is underselling it.

Coronavirus is hitting closer to home.
- While only a small percent of adults have been diagnosed with COVID-19, many people know someone else who has been diagnosed.
- Most individuals would at least consider getting a COVID-19 virus test.
  - 48% want to be tested and another 32% would consider it.
  - 53% would like to receive the antibody test to find out if they have had it in the past and another 30% would consider it.
There remains confusion on pandemic specifics.
- Almost a third believe coronavirus is no more dangerous than the flu, while another 14% don’t know.
- There has been an enormous amount of media discussion around vaccine development.
  - Still, only 72% know that a vaccine is not currently available. Ten percent think one is available, and another 18% are unsure.

Beliefs About COVID-19
(among US adults 18+)

<table>
<thead>
<tr>
<th>Agree</th>
<th>Don’t know</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is an effective vaccination available</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>The virus will probably come back in the fall</td>
<td>60%</td>
<td>32%</td>
</tr>
<tr>
<td>It is no more dangerous than the flu</td>
<td>31%</td>
<td>14%</td>
</tr>
</tbody>
</table>

* While there is no certainty, most medical experts expect another COVID wave in the fall.

Period ending May 9, 2020

Americans are taking precautions.
- Social distancing became ubiquitous in early April and has held steady.
- Two-thirds of people are only leaving home when “absolutely necessary”.
- Wearing PPE has grown steadily, and now over three-quarters are wearing masks.
  - Older adults are the most compliant with social distancing and PPE, but younger adults, too, are still largely compliant.
- Almost all claim they are abiding by the restrictions as closely as possible.
States are starting to open up. What now?
- Most states have reduced restrictions.
- Mobility tracking shows people are slowly increasing movements.
  - Outdoor activities have seen the largest increase.

Most feel the current level of restrictions is right.
- The remainder are evenly split between “not enough” and “too much”.

People will be slow to return to normal, if ever.
- Even if restrictions were lifted today, most would continue social distancing.
- Most feel it’s too early to remove restrictions, with two-thirds saying it’s too soon to lift the stay-at-home order.
- Four in five feel it is too early to open movie theaters.

Low-contact activities OK, higher contact, no.
- Low-contact activities will be the first to return.
- Most consumers are comfortable visiting friends and family and outdoor activities, but few are ready for theaters and concerts.
- In between are restaurants.

56% are ready to visit friends and family
31% are ready to go to a restaurant or bar (down 10 points from last month)
21% are ready to go to a movie theater
Trouble for restaurants and movie theaters ... now and potentially later.

- With no dine-in restaurant options, we are cooking at home more often.
  - And many are claiming that they will continue to cook more after social distancing ends.
- In addition, many are reluctant to return to restaurants once they do open.
- Takeout/delivery is a mixed bag.
  - While many are ordering takeout/delivery more often, a notable number are doing it less.

Stocks for full-service restaurants and movie theaters have been hit hard.

- Coffee shop and quick-serve brand stocks have also been hurt by the pandemic, but by far less.

Now: 61% are cooking at home more often
Later: 29% will continue to cook more post-COVID

Now: 35% Are doing takeout/delivery more
28% Are doing takeout/delivery less
Online shopping is increasing, but in-store is still larger.

- Overall, April online sales were up 8%.
- While online shopping has increased, there are still many shoppers who want to do at least some of their shopping in the store.
  - Among those who have increased their online shopping, almost half plan to continue at their new level post COVID-19.
- This would imply that COVID-19 will provide another hit to brick and mortar stores, but that they are not gone just yet.

More Amazon-Style and Local Online shopping.

- Yes, we are shopping online more often.
- But there is more than just an increase of Amazon-style online shopping.
- We are doing more local online shopping.
  - While this is most common for groceries, it is also happening in other categories such as electronics (Best Buy), hobby (JOANN Fabric & Crafts) and many more.
- In a way, Grubhub and Uber Eats are the restaurant versions of local online shopping.

![Frequency of Activities Since COVID-19](image)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less often</th>
<th>No change</th>
<th>More often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop online</td>
<td>12%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Order groceries locally for pickup or delivery</td>
<td>12%</td>
<td>60%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Summary

Most or all of shopping online 33%

Amazon-Style Shopping
When you order something from a retailer and they ship it to your door.

Local Online Shopping
Items are ordered online from a local store but not delivered by the retailer.
Customer pick-up or use a third-party Service.

Will continue to shop online more post COVID-19 46%
Most Americans do not anticipate a quick economic recovery.
- About half feel it will take at least a year for the country to bounce back.

We are spending less, saving more.
- Over half of consumers are spending less, a quarter say they are spending much less.
- Consumer spending is down significantly, especially in non-retail groceries.
- In addition, savings rates are up and credit card debt is down.
- This would imply there’s more at play beyond just having less money.
  ● Even if consumers have money, they are slow to spend it.

The economy is struggling.
- With consumer spending down, the economy is also falling (70% of GDP is driven by consumer spending).
- First quarter GDP (early estimates) is down 4.8%.
- The CBO (Congressional Budget Office) is estimating that the second quarter will be down almost 40%.
- Unfortunately, a slowing economy and increasing unemployment may cause consumers to spend even less.

### Time to Economy Recovers

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<tr>
<th>Time</th>
<th>Percentage</th>
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<tr>
<td>3 Months</td>
<td>10%</td>
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<tr>
<td>6 Months</td>
<td>19%</td>
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<tr>
<td>A year</td>
<td>24%</td>
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<tr>
<td>Two years or more</td>
<td>47%</td>
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### US Real GDP Growth

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<tr>
<th>Year</th>
<th>GDP Growth</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1932</td>
<td>-12.9%</td>
<td>Depression Bottom</td>
</tr>
<tr>
<td>2009</td>
<td>-2.5%</td>
<td>Financial Crisis</td>
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<tr>
<td>2015</td>
<td>2.9%</td>
<td></td>
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<tr>
<td>2016</td>
<td>1.6%</td>
<td></td>
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<tr>
<td>2017</td>
<td>2.4%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>2.9%</td>
<td></td>
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<tr>
<td>2019</td>
<td>2.3%</td>
<td></td>
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<tr>
<td>Q1 2020</td>
<td>-4.8%</td>
<td>BEA advanced estimate</td>
</tr>
<tr>
<td>Q2 2020</td>
<td>-39.6%</td>
<td>CBO forecast</td>
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</table>
Paradox: conservative and liberal perceptions differ, but not their actions.

- Conservatives are far less concerned about COVID and far more likely to feel the media is exaggerating the level of threat.
- Still, they are taking precautions of social distancing and wearing PPE at the same rate as other groups.
  - Part of this is that conservatives tend to be a little older and therefore more at risk.

State and local governments fare better than the feds.

- Americans feel local and state governments are doing a better job managing COVID than is the federal government.
- Not surprisingly, conservatives rate President Trump’s performance far higher than do liberals.
- But even among conservatives, the president’s response is seen as less than perfect.
  - Fewer than a third rate President Trump’s actions excellent/very good.
  - Note that his overall job approval among Republicans is typically in the 90% range.
  - This would imply that even staunch overall Trump supporters may not be satisfied with his handling of this pandemic.

Conservatives want fewer government restrictions.

- Conservatives are more likely to want restrictions lifted across the board.
- Still, even most conservatives are not ready to return to pre-COVID-19 life.
  - Almost half claim that they would continue to social distance.
  - Only about a quarter would go back to “normal”.

<table>
<thead>
<tr>
<th>What if the Restrictions Were Lifted Tomorrow?</th>
<th>Total</th>
<th>Conservatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue Social Distancing</td>
<td>57%</td>
<td>44%</td>
</tr>
<tr>
<td>In-between</td>
<td>24%</td>
<td>28%</td>
</tr>
<tr>
<td>Back to Normal</td>
<td>18%</td>
<td>27%</td>
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</table>
Public Perception
Worried, but not panicked.

- While few are panicked, almost all are at least nervous.
- Americans became more concerned for the first month of the pandemic, but now levels have flattened out and may be declining.
  - Over the past month the number of people who are not terribly worried (calm or nervous) has increased from 37% to 43%.

### Current Anxiety Level About COVID-19

(among US adults 18+)

- **Calm**: 21%
- **Nervous**: 21%
- **Worried**: 37%
- **Fearful**: 18%
- **Panicked**: 2%

**Period ending May 9, 2020**

**Base**: Total n651

**Q5**: All things considered, what is your anxiety level about the coronavirus disease 2019?
Women continue to be a little more worried than men.

- Women are more likely to be a family’s “Chief Healthcare Officer”, so it is not surprising that they are more concerned.
- While women may be somewhat more worried than men, they have trended together.
  - Both genders increased greatly in the first month and now are slowly declining.
Public Perception

COVID-19 is moving closer to home.

- A growing percent of the population knows someone who has contracted the disease.

Most people want to be COVID-tested.

- They are interested in both the virus test and the antibody test showing whether they had it in the past.

Who Has Been Diagnosed with COVID-19

(among US adults 18+)

- 71% Don’t personally know someone diagnosed with COVID-19
- 28% I personally know someone diagnosed with COVID-19
- 3% Me
- 11% Family member
- 17% Someone else

I Want to Take a Test

(among US adults 18+)

- COVID-19 Test: 48% Yes, 32% No, 20% Don’t know
- Antibody Test: 53% Yes, 30% No, 17% Don’t know

Period ending May 9, 2020
Most feel the media has it right.
- Over half of adults feel that the media is reporting accurately.
- Still, there are a notable number of Americans who feel the media is exaggerating.
- Very few feel that the media is underreporting.

Personal COVID-19 experience increases impressions of media accuracy.
- Those who know someone with COVID are more likely to feel the media is accurate.

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**Media’s Coverage**

( among US adults 18+)

- **Underreporting**: 12%
- **Accurately reporting**: 57%
- **Exaggerating**: 31%

Base: Total n698

QB1: Which of the below best describes your opinion of the media’s coverage of coronavirus disease 2019? The news media in the US is..
There are mixed feelings on the public reaction.

- A plurality feel they have it right, but many of their fellow Americans are underreacting or overreacting.
- They are twice as likely (40% vs 21%) to feel others are not taking things “seriously enough” than they are “overreacting”.

The media is doing better than the general public.

- Americans are more likely to feel the media is acting appropriately than are their fellow Americans in the general public.
- Over half (57%) feel that the media has it right, where only 40% feel the public has it right.

### Opinion of Public’s Reaction to COVID-19

(among US adults 18+)

- Not seriously enough: 40%
- Responding appropriately: 40%
- Overreacting: 21%

Period ending May 9, 2020

Base: Total n=698

QB3: Which of the below best describes your opinion of the public’s reaction to coronavirus disease 2019?
Public Perception

More risk leads to more worry.

- Older Americans in particular, feel that the general public is not sufficiently concerned.
- The message has been clear that others’ behavior will affect their safety.

Opinion of Public Reaction to COVID-19
(among US adults 18+)

<table>
<thead>
<tr>
<th></th>
<th>Younger (18 – 34)</th>
<th>Middle (35 – 49)</th>
<th>Older (50+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not serious enough</td>
<td>36%</td>
<td>37%</td>
<td>44%</td>
</tr>
<tr>
<td>Appropriate</td>
<td>39%</td>
<td>42%</td>
<td>39%</td>
</tr>
<tr>
<td>Overreacting</td>
<td>26%</td>
<td>20%</td>
<td>17%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020

Base: Ages 18-34 n197, Ages 35-49 n144, Ages 50+ n357

Q83: Which of the below best describes your opinion of the public’s reaction to coronavirus disease 2019?
Women are more concerned themselves, but also think others are underreacting.

Men are much more likely to not be terribly worried (Calm/Nervous +10) and much less likely to feel that others are not taking the situation serious enough.
There is still confusion on specifics.

- Almost a third believe coronavirus is no more dangerous than the flu, while another 14% don’t know.
- There has been an enormous amount of media discussion around vaccine development.
  - Still, only 72% know that a vaccine is currently not available.
  - 10% think one is available, and another 18% are not sure.

Beliefs About COVID-19
(among US adults 18+)

- There is an effective vaccination available: Agree 10%, Don’t know 18%, Disagree 72%
- If you recover from it, you can’t ever get it again: Agree 12%, Don’t know 46%, Disagree 41%
- The virus will probably come back in the fall: Agree 60%, Don’t know 32%, Disagree 9%
- It is no more dangerous than the flu: Agree 31%, Don’t know 14%, Disagree 55%
- Boosting your immune system with supplements/probiotics helps prevent catching it: Agree 28%, Don’t know 36%, Disagree 36%

* While there is no certainty, most medical experts expect another COVID wave in the fall.
Public Perception

Older adults know more.

- Those in their 50’s and beyond tend to have a more accurate understanding of the situation.
  - For example, almost all older adults (82%) understand that we are pre-vaccine vs. only 54% of young adults.
  - Young adults are over twice as likely to believe testing is available for anyone who wants it.
- Younger adults may be less engaged because they perceive COVID as less of a personal threat.

Beliefs About COVID-19

( among US adults 18+)

**Ages 18-34**

<table>
<thead>
<tr>
<th>Agree</th>
<th>Don’t know</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>19%</td>
<td>27%</td>
<td>54%</td>
</tr>
<tr>
<td>38%</td>
<td>16%</td>
<td>46%</td>
</tr>
<tr>
<td>52%</td>
<td>34%</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Not true**

There is an effective vaccination available

**Not true**

Testing is available for anyone who wants it

**True**

The virus will probably come back in the fall

<table>
<thead>
<tr>
<th>Agree</th>
<th>Don’t know</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>12%</td>
<td>82%</td>
</tr>
<tr>
<td>16%</td>
<td>15%</td>
<td>69%</td>
</tr>
<tr>
<td>66%</td>
<td>31%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020

* At the time this study was fielded, testing was not available for all that wanted it.
** While there is no certainty, many medical experts expect another COVID wave in the fall.

QA12: There are a lot of conflicting opinions regarding coronavirus disease 2019. Please indicate whether you agree or disagree with each of these statements?
The government is in step with what the public wants, but can’t please everyone.

- Most (60%) think that the restrictions are at about the right level, and an equal number feel the lockdown is too restrictive as not restrictive enough.
- A move in either direction will likely increase dissatisfaction.

The country is ready to start opening.

- This interview wave was fielded around the time most of the country was beginning to reopen.
  - Georgia was the first to reopen on April 27th, but most states began later.
- The upcoming interview wave will have early opening perceptions, with some surprising insights a near certainty.

### Opinion of COVID-Related Restrictions

(among US adults 18+)

- **18%** Not restrictive enough
- **60%** Just right
- **22%** Too restrictive

Period ending May 9, 2020

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Base: Total n=698
Q5: How do you feel about the corona-related restrictions in your area?
Americans are doing as much as possible.

- Almost everyone (88%) is abiding by the restrictions either very strictly or as much as possible.

As the adage says, “man bites dog is news, dog bites man isn’t.”

- Even young adults (age 18 – 34) say they are generally following the restrictions, with 83% doing at least as much as possible.
- This conflicts with the news media showing images of masses of people not complying with social distancing guidelines. Especially younger people.
  - This begs the question, *is the media just showing the exceptions?*

### Public Perception: Government Restrictions

**Base: Total n698**

QD6: How much are you abiding by the corona-related restrictions?

<table>
<thead>
<tr>
<th>Abiding by COVID-Related Restrictions (among US adults 18+)</th>
<th>88% Abiding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very strictly</td>
<td>38%</td>
</tr>
<tr>
<td>As much as possible</td>
<td>50%</td>
</tr>
<tr>
<td>Sometimes/not really/not at all</td>
<td>13%</td>
</tr>
</tbody>
</table>

% Abiding by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>% Abiding</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 34</td>
<td>83%</td>
</tr>
<tr>
<td>35 – 49</td>
<td>86%</td>
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<tr>
<td>50 – 64</td>
<td>89%</td>
</tr>
<tr>
<td>65+</td>
<td>94%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020

Base: Total n698
QD6: How much are you abiding by the corona-related restrictions?
Public Perception: Government Restrictions

We aren’t ready for full return to normal.
- Over half of adults say they would continue to social distance even if restrictions were lifted.
- Less than one in five is ready to get back to normal.

Look for a slow transition back.
- Even as states reopen, many Americans are not ready.
  - At minimum, people will continue to social distance. And while they may venture out little by little, we believe social activities will be at a much lower rate than pre-COVID, at least for a while.
- This is one of several indicators that a return to normal is likely to progress slowly.

Reaction if Restrictions Are Lifted Tomorrow
(among US adults 18+)

57% Continue to distance
24% Somewhere in-between
18% Back to normal

Period ending May 9, 2020
It’s also too soon for business as usual.

- Americans aren’t ready to see most businesses reopened.
- The least support goes to movie theaters, just one in five thinks they should be reopened.
- A few more are ready to open barber shops and salons, but still, two-thirds would like these to remain closed.
- All this implies that consumers will be slow to return once these are open for business.

**Not Ready to Open/Remove Restrictions**

(among US adults 18+ whose area has the restriction)

- 66% “Stay at home”
- 70% Religious services
- 79% Movie theaters
- 70% Restaurants/bars
- 65% Salon/barber/nail salon
- 65% Doggie daycare/boarding & grooming
- 76% Gyms

Period ending May 9, 2020

Base: Area has restriction; varies n674-625
QD3: When should the government remove the following restrictions?
A slow return to a new normal.

- We believe that the pace leading to the new normal will be slow, and once we arrive it will look different than the old normal.
- Just as states are reopening in stages, individuals will do the same.
  - Most will first test the waters to see how it goes.
  - With each successful step, they will get a little braver.
- Not everyone will be in lockstep.
  - A small (and likely vocal) minority will blaze trails.
  - A small minority will hold out for as long as possible.

First step, get feet wet
Economic Outlook
Economic Outlook

Most don’t expect a fast recovery.

- About half of Americas feel the economy will recover within a year.
- Less than a third believe it will recover by the 2020 election.

Concerns are even greater for individual jobs.

- According to a new survey published by Headspace, 70% of Americans fear they will lose their job in the next six months.

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**Speed of US Economy Recovery**

*Amount of months/years the public believes it will take for the US economy to recover from COVID-19 (among US adults 18+)*

Period ending May 9, 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>0%</th>
<th>10%</th>
<th>29%</th>
<th>53%</th>
<th>82%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2020</td>
<td></td>
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<td>Aug 2020</td>
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<td>Nov 2020</td>
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<td>May 2021</td>
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<td>Nov 2021</td>
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<td>May 2022</td>
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<td>Nov 2022</td>
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<tr>
<td>May 2023</td>
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<tr>
<td>Election</td>
<td>0%</td>
<td>10%</td>
<td>29%</td>
<td>53%</td>
<td>82%</td>
<td>100%</td>
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<tr>
<td>A year</td>
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Economic Outlook

Economic uncertainty is causing us to spend less.

- Over half of Americans are spending less.
  - A quarter are spending much less.
- The decrease in spending could be driven by a variety of factors:
  - Financial concerns
  - Stores being closed, so there are fewer buying options/temptations
  - Fear of going out, again presenting fewer buying options
  - Less need for some items since we are staying home
  - Less eating out

COVID-19 Impact on Spending Habits
(among US adults 18+)

- **11%** Spending more
- **31%** No change
- **59%** Spending less
  - Somewhat less 33%
  - A lot less 26%

Period ending May 9, 2020
Economic Outlook

We are hoarding cash.

- Beyond having less money to spend, consumers are holding on to the money they do have.
- Consumers are saving more, with the highest personal savings rate in over 30 years (13.1%).
- Credit card debt is also dropping.
  - March revolving credit debt dropped at an annualized rate of 30%.
- There are likely several factors here:
  - Paying down credit card balances
  - Less new credit card spending
  - Financial institutions closing accounts and/or lowering credit limits

### COVID-19 Impact on Spending Habits
Change in Credit Card Debt / Personal Savings Rate

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</thead>
<tbody>
<tr>
<td><strong>Change in revolving credit</strong> (annualized rate)</td>
<td>+5.5%</td>
<td>+6.8%</td>
<td>+5.6%</td>
<td>+3.1%</td>
<td>+3.8%</td>
<td>-30.9%</td>
</tr>
<tr>
<td><strong>Personal Savings Rate</strong></td>
<td>7.4%</td>
<td>6.3%</td>
<td>6.7%</td>
<td>8.8%</td>
<td>7.6%</td>
<td>13.1%</td>
</tr>
</tbody>
</table>

Federal Reserve Survey, Q1 2020
Economic Outlook

The overall economy is slowing, driven by slow consumer spending.

- The CBO (Congressional Budget Office) is estimating a near 40% decline in GDP in the second quarter.
  - That is significantly worse than in the Great Depression.
  - Note that the Great Depression was spread out over a prolonged duration, not compressed into one quarter.

Retail sales dropped 16 percent.

- Hardest hit were clothing stores.
- Even grocery stores are down.
  - This is likely due to pantry loading in March and online grocery orders.
- While online is up, it’s not nearly enough to offset brick and mortar declines.

### US Real GDP Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>GDP* Growth</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1932</td>
<td>-12.9%</td>
<td>Depression Bottom</td>
</tr>
<tr>
<td>2009</td>
<td>-2.5%</td>
<td>Financial Crisis</td>
</tr>
<tr>
<td>2015</td>
<td>2.9%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>1.6%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>2.4%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>2.9%</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>2.3%</td>
<td></td>
</tr>
<tr>
<td>Q1 2020</td>
<td>-4.8%</td>
<td>BEA advanced estimate</td>
</tr>
<tr>
<td>Q2 2020</td>
<td>-39.6%</td>
<td>CBO forecast</td>
</tr>
</tbody>
</table>

*Annualized Real GDP Growth Rate

### April Retail Sales

<table>
<thead>
<tr>
<th>Category</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total retail sales</td>
<td>-16.4%</td>
</tr>
<tr>
<td>Clothing stores</td>
<td>-78.8%</td>
</tr>
<tr>
<td>Electronics</td>
<td>-60.6%</td>
</tr>
<tr>
<td>Furniture</td>
<td>-58.7%</td>
</tr>
<tr>
<td>Sporting goods, hobbies</td>
<td>-38.0%</td>
</tr>
<tr>
<td>Restaurants/bars</td>
<td>-29.5%</td>
</tr>
<tr>
<td>Department stores</td>
<td>-28.9%</td>
</tr>
<tr>
<td>Gas stations</td>
<td>-28.8%</td>
</tr>
<tr>
<td>Grocery stores</td>
<td>-13.2%</td>
</tr>
<tr>
<td>Non-store (online)</td>
<td>8.4%</td>
</tr>
</tbody>
</table>

SOURCE: U.S. Census Bureau, Advanced Retail Trade Survey, May 15, 2020
Job losses are universal, but worse among lower income households.

- A survey by the Federal Reserve found that 40% of lower income households (less than $40K/year) who were working in February lost their jobs by the beginning of April. This compares to only 13% of those making over $100K/year.
- Higher income workers are more likely to be in occupations able to work from home, where lower income workers have greater concentration of restaurant, retail, and other professions that don’t lend to working from home.

Percent Who Lost Their Job in March or Early April

<table>
<thead>
<tr>
<th>Percent Who Lost Their Job</th>
<th>Lower Income Households</th>
<th>Higher Income Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>HH Income Less than $40K</td>
<td>HH Income Greater than $100K</td>
</tr>
</tbody>
</table>

Source: Federal Reserve survey
The Worst-Case Scenario:
A Vicious Cycle

Economic recovery is complicated.

- The speed of recovery depends upon consumers’ comfort and businesses’ outlook.
- Consumer spending drives 70% of the economy and without them there can be no recovery.
  - Currently, consumers’ financial fears are limiting their spending.
  - Consumers need to be comfortable that they are both physically and economically safe.
- Businesses are worried that there could be a prolonged downturn.
  - This is causing them to limit spending and, in many cases, lay off workers.
  - Layoffs are causing consumers to become more nervous, and therefore hoard cash.
- There is a risk of a vicious cycle where business reacts to consumers who react to business and so on.

Possible Economic Recovery Curves

Economic Outlook: Perspective
Behavior Changes
**Behavior Changes: Work Situation**

**Work situations have changed.**

- Most have seen a change in their work situation (among those who were working before the pandemic).
- A notable number (16%) are not working because of COVID.
- This corresponds to 32 million new unemployment claims over the past two months.

---

**COVID-19 Impact on Work Situation**
(among US adults 18+ who were full/part-time employed)

- **No change** 32%
- **Situation changed** 68%
  - Current job at home, 32%
  - Current job, more hours, 4%
  - Current job, fewer hours, 15%
  - Different job, 1%
  - Not working, 16%
  - Other, 1%

Period ending May 9, 2020
Social distancing has capped out; PPE usage continues to grow.

- Social distance compliance topped out in early April at about 88%.
- PPE usage is still growing, though the rate of growth is beginning to slow.
  - Note that PPE has become a requirement in some states and highly encouraged in others.

---

Household Actions
(among US adults 18+)

Social distancing
- March 14: 42%
- March 28: 50%
- April 11: 88%
- April 25: 77%
- May 9: 77%

Wearing PPE* in public
- March 14: 5%
- March 28: 100%
- April 11: 88%
- April 25: 77%
- May 9: 77%

Period ending

Q9: Which of the below actions have you/your household taken because of coronavirus disease 2019?

*Personal protective equipment such as face masks or disposable gloves
Older Americans are universally trying to protect themselves.  
- Nearly all are both social distancing and wearing PPE.  
- While younger adults are less compliant, the majority are taking precautions.  
  - Despite media stories claiming younger Americans are acting irresponsibly, based on this data most say they are not.

**Household Actions Taken**  
(among US adults 18+)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Social distancing</th>
<th>Wearing PPE* in public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Younger (18–34)</td>
<td>77%</td>
<td>66%</td>
</tr>
<tr>
<td>Middle (35–49)</td>
<td>88%</td>
<td>70%</td>
</tr>
<tr>
<td>Older (50+)</td>
<td>94%</td>
<td>90%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020

*Personal protective equipment such as face masks or disposable gloves*
Behavior Changes: Living Safe

We shop online, but not exclusively.
- A third of consumers are doing most or all their shopping online.
- While this is a large percentage, it is far from everybody.
- The remainder likely see shopping as one of those exception activities that is “absolutely necessary”.

Some social distance, but still leave the house.
- While almost everyone (88%) is social distancing, only a small number are sheltering at home.
- Two-thirds report they only leave the house when absolutely necessary.
- Another 21% are social distancing with at least a little travel from their home.

### Actions Taken Because of COVID-19
(among US adults 18+)

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only leave home when absolutely necessary</td>
<td>67%</td>
</tr>
<tr>
<td>Most/all shopping online</td>
<td>33%</td>
</tr>
<tr>
<td>Changed financial investments</td>
<td>11%</td>
</tr>
</tbody>
</table>

**Note:** This is a new question, so we don’t have trends yet.

Social Distancing / Leaving Home
- Social distancing: 88%
- Only leaving home when necessary: 67%
- Social distancing but leaving home: 21%

Period ending May 9, 2020
Behavior Changes: Protective Actions Taken

We are starting to leave the house again.

- Community Mobility Reports captures individuals’ movements via cell phone tracking.
- From this, we see a significant drop in mobility beginning in mid-March with mobility picking back up around mid-April.
- Parks have experienced the largest uptick in traffic, likely because many opened early and their open-air environment has low perceived risk.

Mobility dropped rapidly, returns slowly.

- Note that the slope of the drop is far steeper than that of the return.
- It will be interesting to watch this curve as more and more states reopen.

Community Mobility Reports tracks individuals’ movements via anonymized cell phone tracking data.

Source: Community Mobility Reports

Mobility Tracking

- The Big Drop
- The Beginning of the Slow Return

Source: Community Mobility Reports
Behavior Changes: Protective Actions Taken

Homemade masks are in.
- Almost three-quarters of adults now wear face masks (up from two-thirds last wave), most of them homemade.
- Disposable gloves are also common (39%).

Eye protection is rare (5%).
- This is despite data that the virus can easily enter the body through the eyes (hence the warnings not to touch your eyes).
- Eye coverage, however, has not been a key focus of published guidelines.

---

**PPE* Worn Because of COVID-19**
(among US adults 18+)

<table>
<thead>
<tr>
<th>Item</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homemade face mask</td>
<td>45%</td>
</tr>
<tr>
<td>Disposable surgical mask</td>
<td>31%</td>
</tr>
<tr>
<td>Disposable N95 respirator</td>
<td>13%</td>
</tr>
<tr>
<td>Disposable gloves</td>
<td>39%</td>
</tr>
<tr>
<td>Eye protection</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Personal protective equipment such as face masks or disposable gloves

Period ending May 9, 2020
There have recently been a few cases of coronavirus among animals, including house pets.

- New FDA guidelines suggest owners keep cats indoors during the pandemic and to avoid interacting with other people’s pets.
- Dogs should avoid dog parks and be kept at least six feet from other humans and animals.

Do pets need protection too?

- A small minority of pet parents have placed PPE on their pets.
- This is most common among dogs (would cats put up with a mask?).
- News of pets contracting the virus was new at the time this interview wave was collected.
  - The next wave should show whether pet PPE will increase or decline over time.

**Used PPE on Pet**

(among US adults 18+ who have a pet)

- 13% On dog
- 83% Have not used on pet
- 4% On cat

Period ending May 9, 2020

Owns a pet n421
QA11: Have you used a mask on your pet to protect them from infection?
QA11a: Please select the type of pet you have used a mask on.

*Personal protective equipment such as face masks*
Behavior Changes: Lifestyle Changes

More takeout for some, less for others—but more cooking for all.

- Eating out less often has translated to more cooking at home.
  - Over half of adults are cooking more.
- While many people are ordering restaurant takeout more frequently, there is also a notable number who are ordering takeout less often.
  - There may be many individual reasons for decreasing takeout, from having more time on their hands to cook, to financial considerations.
  - It also may be that household members are now home together at meal-times, so cooking makes more sense (i.e. taking the time for meal preparation may seem more logical the more mouths there are to feed).

Why Cook More at Home, Less Restaurant Food?

- More time on their hands to cook.
- An attempt to spend less money.
- Fewer restaurant options to choose from.
- More people at home to feed.
- A desire to interact with fewer people (takeout staff, delivery drivers, etc.).
- All of the above.

Frequency of Activities Since COVID-19

( among US adults 18+)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less often</th>
<th>No change</th>
<th>More often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cooking at home</td>
<td>6%</td>
<td>32%</td>
<td>61%</td>
</tr>
<tr>
<td>Order restaurant takeout</td>
<td>28%</td>
<td>37%</td>
<td>35%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020
Behavior Changes: Lifestyle Changes

More Amazon-Style and Local Online shopping.

- Yes, we are shopping online more often. But there is more than just an increase of Amazon-style online shopping.
- We are doing more local online shopping.
  - While this is most common for groceries, it is also happening in other categories such as electronics (Best Buy), hobby (JOANN Fabric & Crafts) and many more.
- In a way, Grubhub and Uber Eats are the restaurant versions of local online shopping.

Amazon-Style Shopping
When you order something from a retailer and they ship it to your door.

Local Online Shopping
When items are ordered online from a local store but are not delivered by the retailer. Either the customer can pick them up (curbside or in-store) or a third-party can deliver them (InstaCart, etc.).

Frequency of Activities Since COVID-19
(among US adults 18+)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less often</th>
<th>No change</th>
<th>More often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop online</td>
<td>12%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Order groceries locally for pickup or delivery</td>
<td>12%</td>
<td>60%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020
Behavior Changes: Lifestyle Changes

Couch potato risk.
- We are watching more television and our exercise story is mixed.
- We have more time to exercise, but no access to public gym facilities.
  - This has benefited the home fitness equipment category, which has shown enormous growth during COVID-19.
- How this will affect our waistlines, however, is TBD.
  - It’s unclear how our new exercise routine (or lack thereof) will balance against all that home cooking.

Frequency of Activities Since COVID-19
(among US adults 18+)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less often</th>
<th>No change</th>
<th>More often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch/stream TV or movies</td>
<td>8%</td>
<td>33%</td>
<td>59%</td>
</tr>
<tr>
<td>Exercise/workout</td>
<td>25%</td>
<td>48%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020
Behavior Changes: Lifestyle Changes

Are we changing how we socialize?

- We are using more technology than ever for communications, entertainment and logistics.
- While that could be said any time over the past 20 years, the pandemic has accelerated it.
- It isn’t clear whether we will embrace the technology permanently or decide that it was a temporary means to an end.
  - The answer will likely be highly individual (depends upon the person, depends upon the technology).

Frequency of Activities Since COVID-19
( among US adults 18+)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Less often</th>
<th>No change</th>
<th>More often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch/stream TV or movies</td>
<td>8%</td>
<td>33%</td>
<td>59%</td>
</tr>
<tr>
<td>FaceTime/video chat</td>
<td>10%</td>
<td>49%</td>
<td>41%</td>
</tr>
<tr>
<td>Spend quality time with family in household</td>
<td>12%</td>
<td>41%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020
Behavior Changes: Lifestyle Changes

While younger consumers are changing faster, older adults are changing tech use too.

- Almost 40% of older adults are shopping online more often.
- One-third are video-chatting more often.

### Activities Done More Often Since COVID-19

(among US adults 18+)

<table>
<thead>
<tr>
<th>Ages 18-34</th>
<th>Ages 50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watch TV/movies</td>
<td>51%</td>
</tr>
<tr>
<td>Shop online</td>
<td>39%</td>
</tr>
<tr>
<td>FaceTime/Video chat</td>
<td>33%</td>
</tr>
<tr>
<td>Order groceries delivery/pickup</td>
<td>21%</td>
</tr>
<tr>
<td>Exercise/workout</td>
<td>17%</td>
</tr>
</tbody>
</table>

Women are more likely to have increased their online shopping than men.

Period ending May 9, 2020

Base: Ages 18-34 n197, Ages 50+ n357
QD1: How has your lifestyle changed because of coronavirus disease 2019?
What Next?

Will cooking become a new normal?

- About 30% of US adults say they will continue to cook more at home once the pandemic ends.
  - While this is the intention, it’s unclear whether there will be time to deliver on the intent once life speeds up.
  - Also, while cooking may become the new normal it could be only transitional during the recovery period.
- Regardless, this implies restaurants may be slow to return to pre-COVID levels.

**Frequency of Cooking At Home During/After COVID-19**

(among US adults 18+)

Now

<table>
<thead>
<tr>
<th>During COVID</th>
<th>Later After COVID</th>
</tr>
</thead>
<tbody>
<tr>
<td>61% Cook at home more because of COVID</td>
<td>Continue cooking more at home</td>
</tr>
<tr>
<td>No change</td>
<td>Somewhat in between (16%)</td>
</tr>
<tr>
<td>Cook less</td>
<td>Go back to what I did before (17%)</td>
</tr>
</tbody>
</table>

29% Will continue cooking at home more often after COVID-19

Period ending May 9, 2020

Base: Total n698
QD1: How has your lifestyle changed because of coronavirus disease 2019?
QD1a: Once we are completely past COVID-19, how will your life change?
What Next?

Online shopping will continue to increase, but maybe not a seismic shift.

- While only 20% plan to continue their increased COVID-era online buying, this will still exacerbate brick and mortar’s decline.

Rumors of brick and mortar's death may be greatly exaggerated.

- Humans are social animals and we shop for reasons besides gaining possessions.
- The clamoring to have restrictions lifted implies that people want to get out and do things...shopping not least among them.

Frequency of Online Shopping During/After COVID-19
(among US adults 18+)

- 44% Shop online more because of COVID
- 20% Will continue increased online shopping after COVID
- 20% Continue shopping online more
- 11% Somewhat in between
- 12% Go back to what I did before
- 10% Shop online less

We Want To Get Out
No one likes “safer at home”. Online shopping may be efficient, but people like to get out.
We are ready to visit friends and family.
- Over half of adults would socialize once restrictions are lifted.
- Since time with loved ones is one of the most common activities, it makes sense that we long to make our way back to them.

Visit Family/Friends Once Restrictions Are Lifted
(among US adults 18+ who did activity pre-COVID-19)

56% Would/might visit

<table>
<thead>
<tr>
<th>How often?</th>
</tr>
</thead>
<tbody>
<tr>
<td>12% More than ever</td>
</tr>
<tr>
<td>(make up for lost time)</td>
</tr>
<tr>
<td>37% Back to normal</td>
</tr>
<tr>
<td>7% Less than before</td>
</tr>
<tr>
<td>44% Not right now</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020
Dine-in will likely struggle until coronavirus is no longer perceived as a threat.

- Less than a third (31%) are ready to return to restaurants and bars.
- While this may only be temporary, it would imply that the restaurant and bar industry should expect a slow recovery.
- In addition, many regions will have capacity limitations.
  - Even if guests want to return to dine-in service, can restaurants be profitable at 25% or 50% capacity?

---

Visit Restaurant/Bar Once Restrictions Are Lifted
(among US adults 18+ who did activity pre-COVID-19)

<table>
<thead>
<tr>
<th>How often?</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>6% More than ever (make up for lost time)</td>
<td>31%</td>
</tr>
<tr>
<td>21% Back to normal</td>
<td></td>
</tr>
<tr>
<td>4% Less than before</td>
<td></td>
</tr>
<tr>
<td>69% Not right now</td>
<td></td>
</tr>
</tbody>
</table>

Period ending May 9, 2020

Base: Did activity prior to COVID-19: n=641
QD8: If in your area ALL social distancing restrictions were lifted tomorrow, which of the following would you do?
QD8a: And how often would you do each of the following?
Investors are most concerned about full-service restaurants.

- While the entire restaurant sector has taken a beating, full-service restaurants have seen the largest equity drops.
- Quick-service restaurants and coffee shops tend to have a high level of takeout, so their model has inherently lower risk of interpersonal contact.
  - In addition, many have existing drive-thru infrastructure.

### Stock Performance

<table>
<thead>
<tr>
<th>Brand</th>
<th>Parent</th>
<th>Gain or Loss During Period</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1/1/18 - 1/1/20</td>
</tr>
<tr>
<td><strong>Quick Serve Brands</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>McDonald’s</td>
<td>McDonald’s</td>
<td>14%</td>
</tr>
<tr>
<td>Burger King</td>
<td>Restaurant Brands</td>
<td>-1%</td>
</tr>
<tr>
<td>Taco Bell, KFC, Pizza Hut</td>
<td>Yum! Brands</td>
<td>23%</td>
</tr>
<tr>
<td><strong>Full Service</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Olive Garden, et. al.</td>
<td>Darden</td>
<td>11%</td>
</tr>
<tr>
<td>Applebee’s, IHOP</td>
<td>Dine Brands Global</td>
<td>67%</td>
</tr>
<tr>
<td>Chili’s, Maggiano’s</td>
<td>Brinker International</td>
<td>5%</td>
</tr>
<tr>
<td>Outback, Carrabba’s, Bonefish</td>
<td>Bloomin’ Brands</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Coffee</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Starbucks</td>
<td>Starbucks</td>
<td>48%</td>
</tr>
<tr>
<td>Dunkin’</td>
<td>Dunkin’ Brands</td>
<td>20%</td>
</tr>
<tr>
<td><strong>S&amp;P 500</strong></td>
<td></td>
<td>21%</td>
</tr>
</tbody>
</table>
What Next?

Movie theater seats are too close for comfort.
- Currently, just about one in five is open to visiting a theater.
  - This is one of the lowest of the activities measured (only concerts and sporting events were lower).

The theater industry may be in trouble.
- After a successful release of the movie “Trolls”, Universal Studios announced that even after the pandemic subsides they may release some movies on-demand at the same time as theaters.
- Unsurprisingly, this received significant pushback from the theater industry, which was having a tough time pre-pandemic and now is in significant short-term financial danger.
  - Stock prices have plummeted.
  - Cinemex Holdings’ CMX Cinemas (theaters with a dine-in option) have already filed for bankruptcy.

### Movie Theater Stock Performance

<table>
<thead>
<tr>
<th>Stock Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movie Theater</td>
</tr>
<tr>
<td>AMC</td>
</tr>
<tr>
<td>Cinemark</td>
</tr>
<tr>
<td>Cineworld (Regal)</td>
</tr>
<tr>
<td>S&amp;P 500</td>
</tr>
</tbody>
</table>

Visit Theaters Once Restrictions Are Lifted

(among US adults 18+ who did activity pre-COVID-19)

<table>
<thead>
<tr>
<th>How often?</th>
</tr>
</thead>
<tbody>
<tr>
<td>6% More than ever (make up for lost time)</td>
</tr>
<tr>
<td>13% Back to normal</td>
</tr>
<tr>
<td>2% Less than before</td>
</tr>
<tr>
<td>79% Not right now</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020

Base: Did activity prior to COVID-19; n=514
QD8: If in your area ALL social distancing restrictions were lifted tomorrow, which of the following would you do?
QD8a: And how often would you do each of the following?
What Next?

What activities will we return to? Those where we can social distance.
- People are more likely to return to activities that do not involve significant contact and crowds.
- They are ready to go back to activities with small groups, such as visiting friends and family.

Which Activities Will Return to Normal

Which would you do once restrictions are lifted?
(among US adults 18+ who did activity prior to COVID-19)

Low Proximity to Others
- 58% Outdoor activity
- 56% Visit friends/family
- 41% Go to dog park
- 40% Salon/barber/nail salon

Medium Proximity
- 43% Take kids to park/playground
- 31% Go to restaurant/bar
- 30% Go to the gym
- 29% Go to shopping mall

High Proximity to Others
- 37% Attend religious service
- 22% Go to amusement park/water park
- 21% Go to movie theater
- 20% Attend concert/festival/sporting events

Base: Did activity prior to COVID-19; varies n658-123
QDB: If in your area ALL social distancing restrictions were lifted tomorrow, which of the following would you do?

Period ending May 9, 2020
What Next?

My personal car is safe, everything else is a question mark.

- People are comfortable traveling in their own vehicles where they can limit exposure to others.
- Most are not ready for other travel modes.
- While not measured, it could give some hope to hotels (especially domestic ones), which can be reached by car.

Travel Considered When Restrictions are Lifted
(among US adults 18+ who used type of travel before)

- **91%** Personal Car
- **44%** Plane
- **34%** Rideshare (Uber/Lyft)
- **31%** Public Transportation
- **25%** Cruise

Base: Used travel type prior to COVID-19; varies n698-395
QD9: If ALL social distancing restrictions were lifted in your area, which types of travel would you be willing to consider?

Period ending May 9, 2020
What Next?

Social distancing while still being social.

- For many businesses, one challenge will be to create a physically distanced environment that still gives that feeling of human connection.
- For some, it will involve decreasing maximum capacity, new infrastructure, or both.
- For others, it may mean a new approach to serving customers.
Political Analysis
And now…a word from our sponsors.

Section Preface

CI-SONAR is a non-partisan, independent market research consultancy supporting our clients for over 35 years.

Prior to this study, we had never conducted research within the political sphere. But this is a brave new world for many organizations, including ours. On a whim, we asked a single question in our pandemic tracker about political views, thinking it might perhaps yield interesting results.

It turned out to be the single largest differentiator for many, if not most, pandemic attitudes and behaviors.

We are sharing the resulting political analysis with you, but choicefully at the end of this report to keep it from occluding the larger story, of which politics is just one part.
Americans are relatively evenly spread across the political spectrum.

- About 25% identify as liberal and 30% conservative.

“The middle” is comprised of two different groups.

- 45% of Americans identify themselves as in the middle. They split into:
  - People who are in the middle of the political spectrum (~30%).
  - People who are not engaged in politics, and therefore are not really on the spectrum (~15%).

- A more detailed breakout analysis is planned for the next report.
Conservatives are less concerned.

- Most conservatives are calm or nervous with very few being fearful or panicked.
- Conversely, two-thirds of liberals are at least worried.

**Current Anxiety Level**
(among US adults 18+)

- 68% Liberals at least worried
- 56% Calm/Nervous
- 43% Worried
- 29% Panicked/Fearful

Period ending May 9, 2020

Base: Liberal n=180, Middle n=298, Conservative n=173
Q5: All things considered, what is your anxiety level about the coronavirus disease 2019?
There is a large partisan divide on sentiment towards media.

- Conservatives feel the media is exaggerating about the pandemic.
  - Given that they are less concerned about COVID-19, it is logical that they would think the media is overreacting to it.
  - In addition, some conservative commentators talk about how the media is exaggerating.
- Liberals and those in the middle feel that the media is generally accurate.

<table>
<thead>
<tr>
<th></th>
<th>Liberal</th>
<th>Middle</th>
<th>Conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underreporting</td>
<td>16%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Accurately reporting</td>
<td>72%</td>
<td>61%</td>
<td>39%</td>
</tr>
<tr>
<td>Exaggerating</td>
<td>12%</td>
<td>27%</td>
<td>53%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020
Liberals – we are not taking this serious enough. Conservatives are split.

- Most on the left think the public is not taking the coronavirus seriously enough.
- Conservatives are mixed, with many thinking we are overreacting, some that we are not taking it seriously enough and a plurality saying that we have it right.

Opinion of Public’s Reaction to COVID-19
(among US adults 18+)

- **62%**Liberal Not seriously enough
- **37%**Middle Not seriously enough
- **24%**Conservative Not seriously enough
- **28%**Liberal Responding appropriately
- **46%**Middle Responding appropriately
- **40%**Conservative Responding appropriately
- **9%**Liberal Overreacting
- **17%**Middle Overreacting
- **36%**Conservative Overreacting

Base: Liberal n160, Middle n323, Conservative n215

QB3: Which of the below best describes your opinion of the public’s reaction to coronavirus disease 2019?
**Political Analysis**

**Conservatives: less concerned but still taking precautions.**

- An interesting paradox: while conservatives’ perceptions differ greatly from liberals, their actions are similar.
  - Conservatives see the situation as less severe but still take precautions at a similar rate as liberals.
  - They do social distance and wear PPE a little less than their liberal counterparts, but the difference is not dramatic.

![Household Actions Chart]

**Household Actions**

(among US adults 18+)

- **Social distancing**
  - Liberal: 94%
  - Middle: 83%
  - Conservative: 89%

- **Wearing PPE* in public**
  - Liberal: 84%
  - Middle: 75%
  - Conservative: 75%

*Personal protective equipment such as face masks or disposable gloves

Base: Liberal n=180, Middle n=305, Conservative n=177

Q9. Which of the below actions have you/your household taken because of coronavirus disease 2019?

Period ending May 9, 2020
**Political Analysis**

**The government is right on restrictions?**

- Liberals and those in the middle feel the government has it right.
  - There is a notable number of liberals who feel the government should be more restrictive.
- Most conservatives also feel the government has it right.
  - The remaining conservatives say the government is too restrictive.

**Opinion on Corona-Related Restrictions**

(among US adults 18+)

<table>
<thead>
<tr>
<th>Not restrictive enough</th>
<th>Just right</th>
<th>Too restrictive</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liberal</strong></td>
<td><strong>Middle</strong></td>
<td><strong>Conservative</strong></td>
</tr>
<tr>
<td>29%</td>
<td>62%</td>
<td>9%</td>
</tr>
<tr>
<td>18%</td>
<td>65%</td>
<td>17%</td>
</tr>
<tr>
<td>9%</td>
<td>51%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Base: Liberal n160, Middle n323, Conservative n215
QD5: How do you feel about the corona-related restrictions in your area?

Period ending May 9, 2020
Regardless of affiliation, most are trying to abide by restrictions.

- Liberals are slightly more likely to be following restrictions than conservatives.
- While conservatives are less likely to follow the restrictions, most (80%) are still doing at least “as much as possible”.
- Once again, actions are not nearly as politically polarized as perceptions.

### Abiding by Corona-Related Restrictions

(among US adults 18+)

<table>
<thead>
<tr>
<th></th>
<th>Liberal</th>
<th>Middle</th>
<th>Conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very strictly</td>
<td>43%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>As much as possible</td>
<td>50%</td>
<td>49%</td>
<td>50%</td>
</tr>
<tr>
<td>Sometimes/not really/not at all</td>
<td>8%</td>
<td>11%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020
Conservatives want restrictions lifted.
- Across every activity measured, conservatives were much more likely to want restrictions lifted.
- Once this happens, it will be interesting to see the rates at which different groups return to these activities.

**Government Should End Restrictions Now**
(among US adults 18+ whose area has the restriction)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Liberal</th>
<th>Middle</th>
<th>Conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Stay at home&quot; order</td>
<td>19%</td>
<td>29%</td>
<td>53%</td>
</tr>
<tr>
<td>Movie theaters closed</td>
<td>9%</td>
<td>16%</td>
<td>39%</td>
</tr>
<tr>
<td>Restaurant/bar closed</td>
<td>15%</td>
<td>24%</td>
<td>52%</td>
</tr>
<tr>
<td>Religious services cancelled</td>
<td>12%</td>
<td>24%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020
Conservatives are more ready than others to return to a normal life.

Still, many of them are not ready just yet, even if restrictions are lifted.

- Liberal
- Middle
- Conservative

QD7: If social restrictions are lifted in your area tomorrow, would you...

Continue to social distance: Liberal 72%, Middle 58%, Conservative 44%

Somewhere in between: Liberal 19%, Middle 24%, Conservative 28%

Return to normal life: Liberal 8%, Middle 18%, Conservative 27%

Period ending May 9, 2020

Base: Liberal n=160, Middle n=323, Conservative n=215
The federal government is not impressing.

- Instead, state governments and local governments are earning the highest praise.
- Over a third of Americans don’t feel that any of the four are performing well.

**Government Handling of COVID-19**

*Top-two box on 5-pt scale: excellent/very good handling (among US adults 18+)*

- **President Trump**: 31%
- **US Federal Government**: 26%
- **State Government**: 41%
- **Local Government**: 41%

None of the four excellent/very good

Base: Total n=698
QC2: How would you rate each of the below US government officials/groups in terms of their handling of coronavirus disease 2019?
The federal response is highly polarized by party lines.

- Conservatives are vastly more likely to give President Trump high marks.
  - Still, even among conservatives, over a third do not give Trump top grades.
- The federal government also is perceived better among conservatives, though not as well as is President Trump.
- State government is viewed consistently regardless of political view.

**Government Handling of COVID-19**

*Top-two ratings on 5-pt scale: excellent/very good handling (among US adults 18+)*

<table>
<thead>
<tr>
<th></th>
<th>Liberal</th>
<th>Middle</th>
<th>Conservative</th>
</tr>
</thead>
<tbody>
<tr>
<td>President Trump</td>
<td>9%</td>
<td>22%</td>
<td>63%</td>
</tr>
<tr>
<td>US Federal Government</td>
<td>9%</td>
<td>19%</td>
<td>51%</td>
</tr>
<tr>
<td>State Government</td>
<td>9%</td>
<td>36%</td>
<td>46%</td>
</tr>
<tr>
<td>Local Government</td>
<td>34%</td>
<td>44%</td>
<td>50%</td>
</tr>
<tr>
<td>None of these</td>
<td>41%</td>
<td>48%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Period ending May 9, 2020

Base: Liberal n=160, Middle n=323, Conservative n=215

Q2: How would you rate each of the below US government officials/groups in terms of their handling of coronavirus disease 2019?
Appendix
Methodology

To better understand the impact COVID-19 is having on the lives of Americans, CI-SONAR has developed an ongoing study to track consumer sentiment and behaviors.

- A total of 4,331 interviews have been conducted to date.
  - Survey traffic has been carefully controlled to match the overall US population on age, gender and region.
  - Qualified respondents were US residents ages 18 and older.
- The survey is fielded every 1-2 weeks beginning on March 13th.

This report covers interviews conducted throughout March, April and May 2020.

- March 13-14
- March 23-24
- March 31-April 2
- April 7-8
- April 14-15
- April 21-22
- May 7-9
The next waves will have answers to even more exciting questions!

**Consumer Sentiment and Beliefs Around COVID-19**
- What are the primary sources of information for COVID-19?
- Are consumers interested in trying a vaccine for COVID-19?

**COVID-19’s Impact on Consumer Behavior**
- What are consumers doing to help prevent catching COVID-19?
- What are parents doing to help prevent their child from catching COVID-19?
- Are more people getting pets since COVID-19?
- How has COVID-19 impacted consumers’ beauty routines?

**COVID-19’s Impact on Shopping Behaviors and the Economy**
- How has COVID impacted how people shop (online vs. in-store)?
- How has COVID-19 impacted where consumers buy cosmetics and skincare products?
- What impact will COVID-19 continue to have on beauty services?
Thank You.

Want to explore more?
Go Deeper.

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