

# COVID, the economy and society

**WAVE 28 INSIGHTS**

**September 11, 2020**

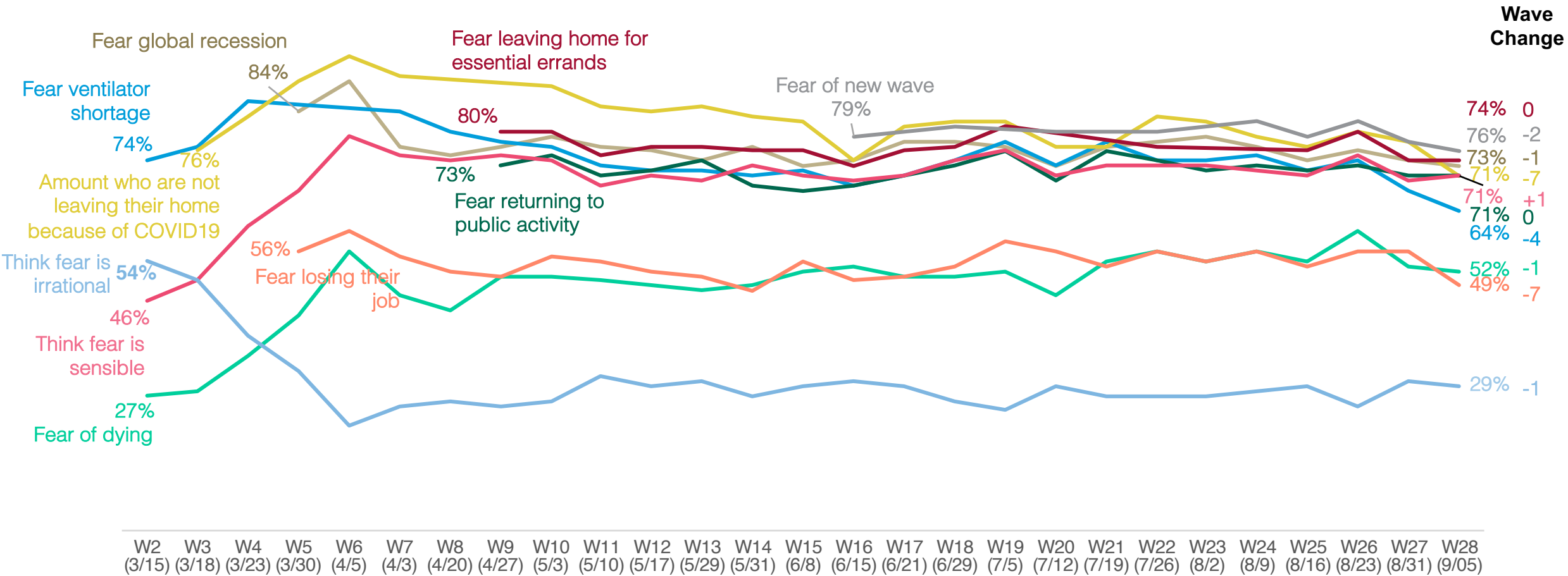




# Curtain of fear remains over America, yet fear is declining across the board

COVID

Trended Fear Curves During COVID19

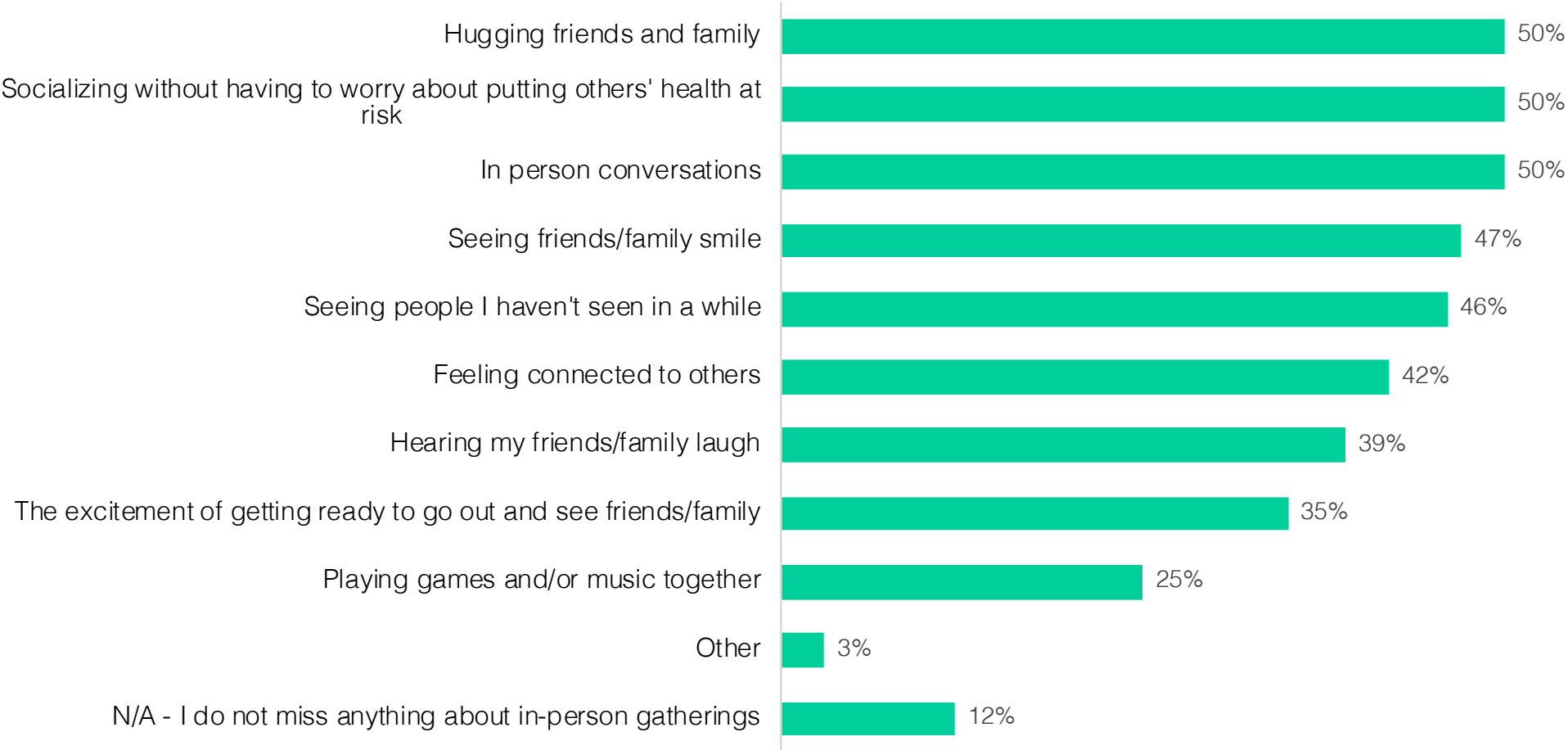




# Americans most miss personal interactions with others

COVID

Which of the following do you miss about in-person gatherings? Please select all that apply.



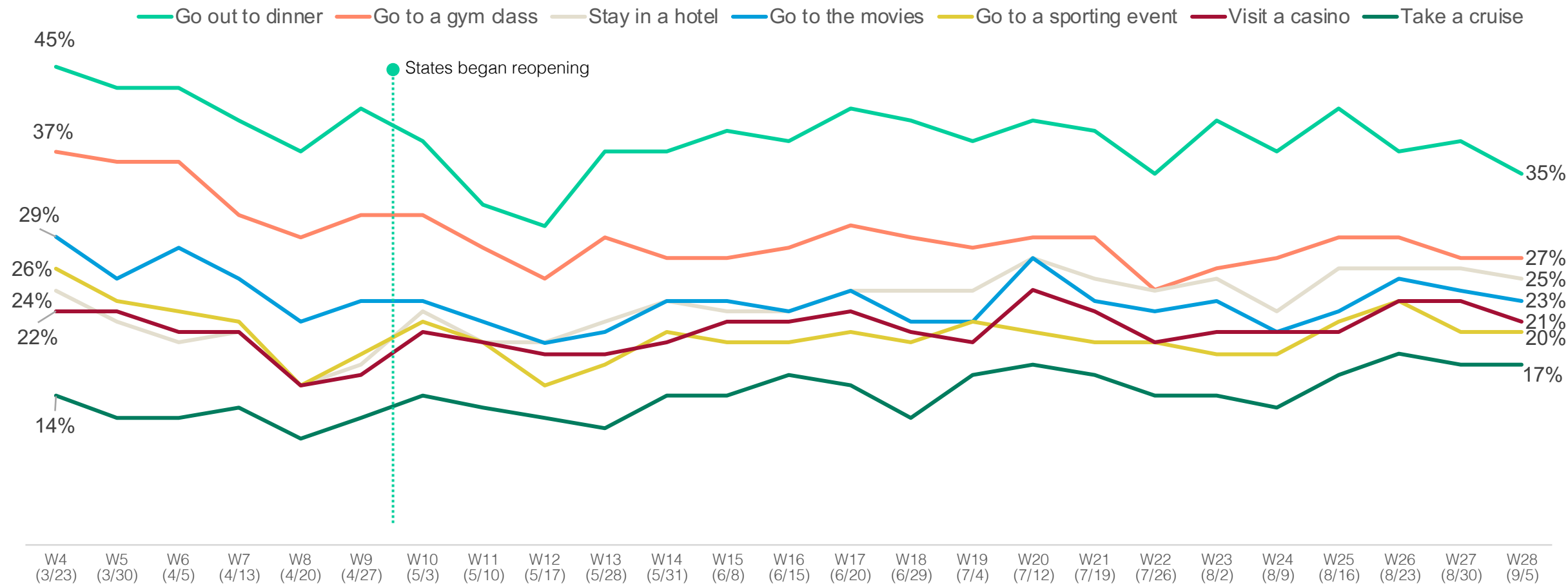
Source: Harris Poll COVID19 Tracker Wave 28  
BASE: GENERAL PUBLIC W28 (n=2022)  
PG01. Which of the following do you miss about in-person gatherings? Please select all that apply.  
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# Comfort in returning to leisure activities in 30 days lower today than March

## COVID

Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?  
(Summary of within 30 days)

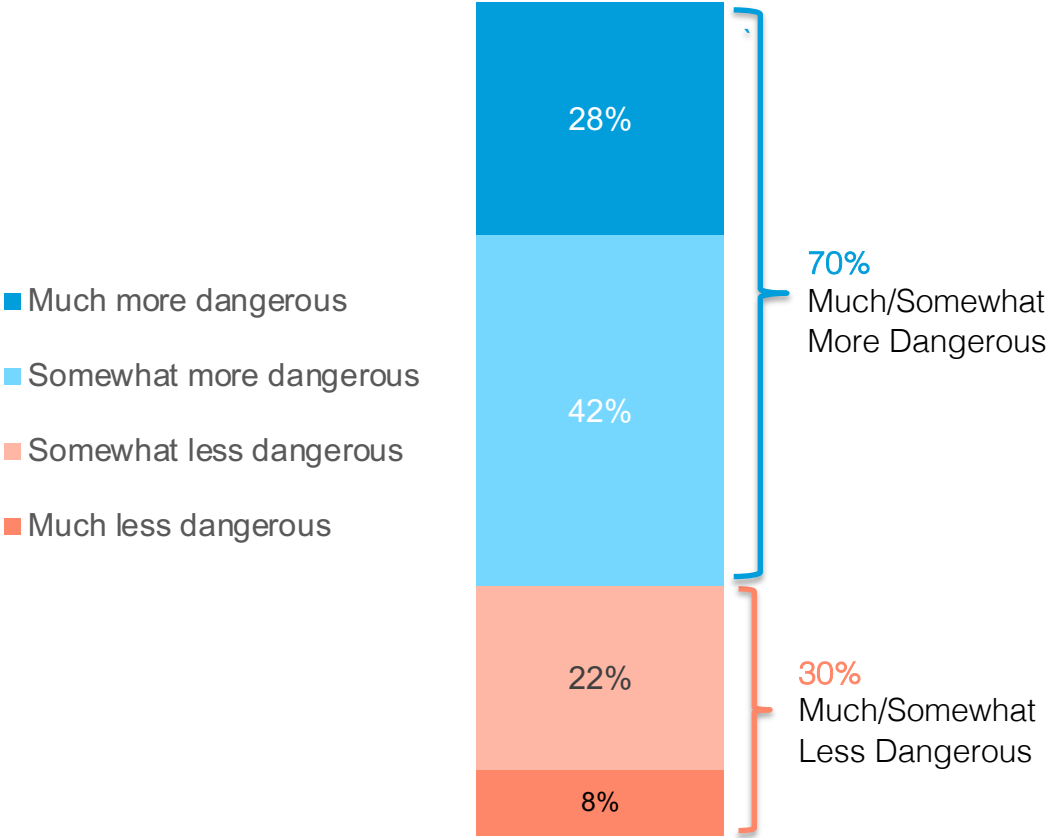




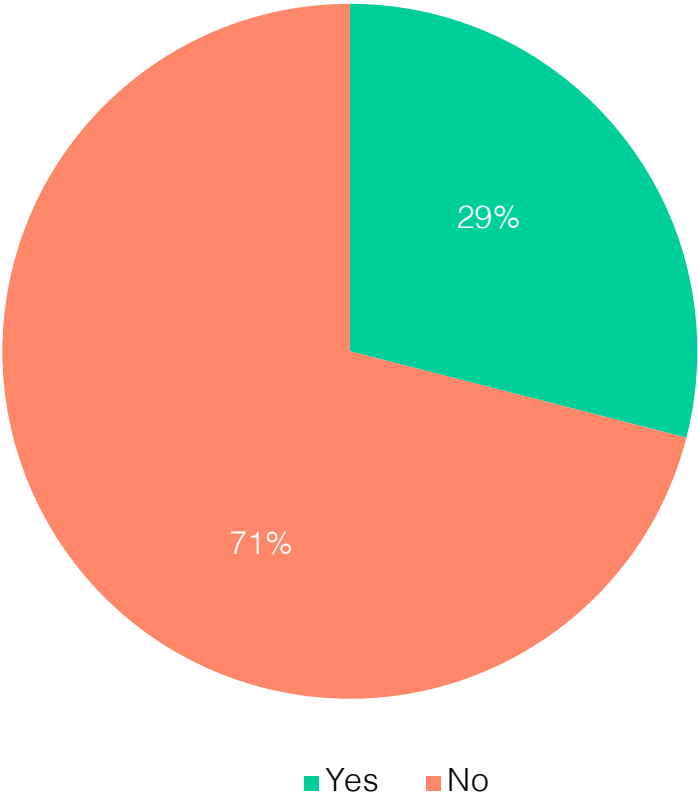
# Most Americans do not feel safe going to movie theaters right now

## MOVIE THEATERS

Do you think movie theaters are more or less dangerous than other types of public gatherings right now?



Would you feel safe in a movie theater right now?



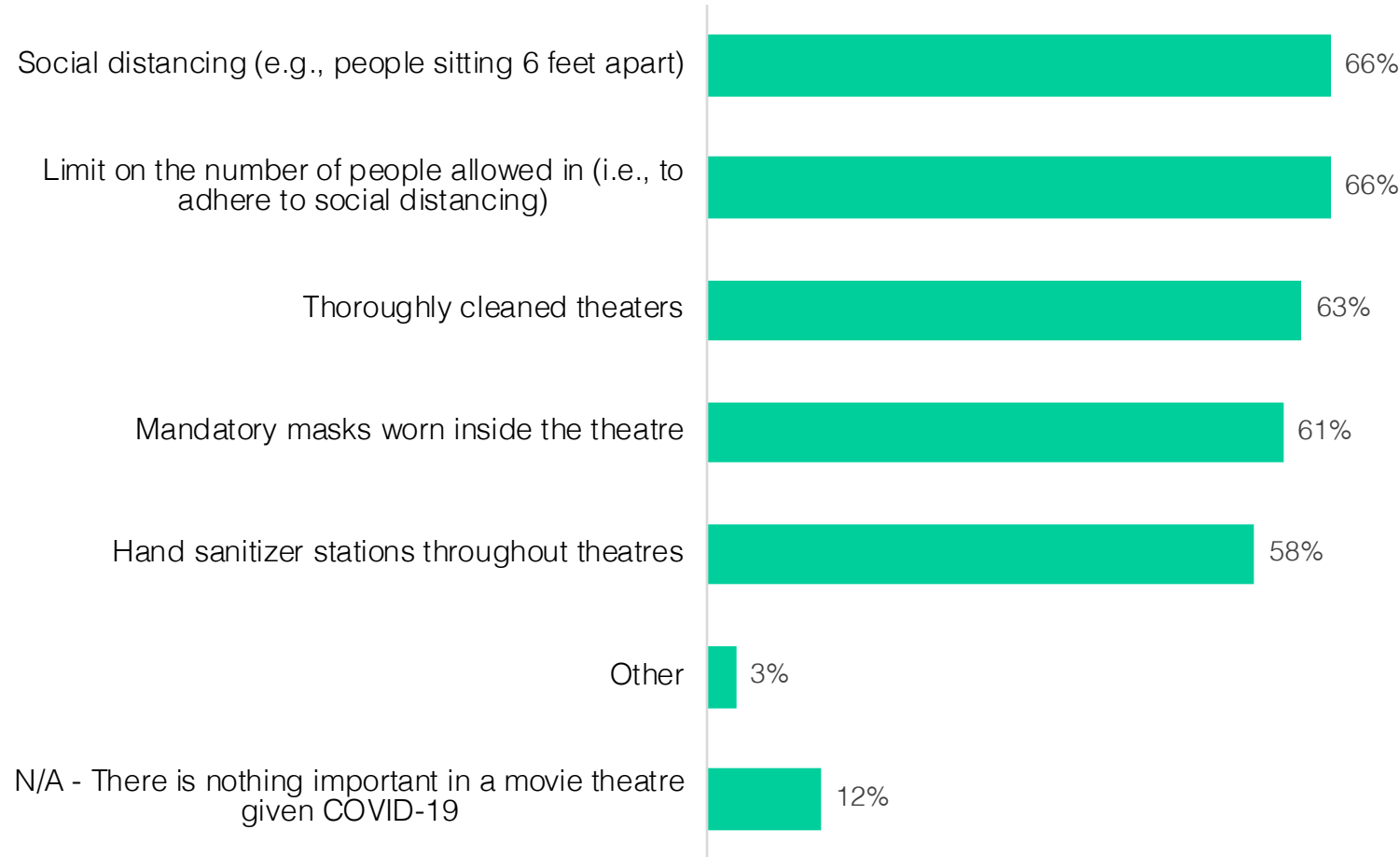
Source: Harris Poll COVID19 Tracker Wave 28  
BASE: GENERAL PUBLIC W28 (n=2022)  
MT01. Do you think movie theaters are more or less dangerous than other types of public gatherings right now?  
MT02. Would you feel safe in a movie theater right now?  
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# Movie theaters will need to implement multiple policies to get people back

## MOVIE THEATERS

Which of the following are among the most important in a movie theater given COVID-19? Please select all that apply.



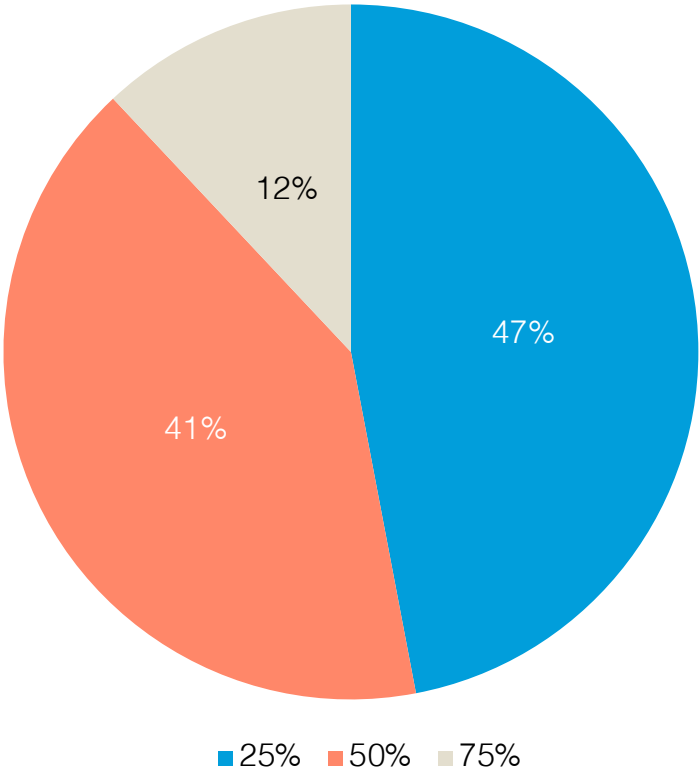
Source: Harris Poll COVID19 Tracker Wave 28  
BASE: GENERAL PUBLIC W28 (n=2022)  
MT03. Which of the following are among the most important in a movie theater given COVID-19? Please select all that apply.  
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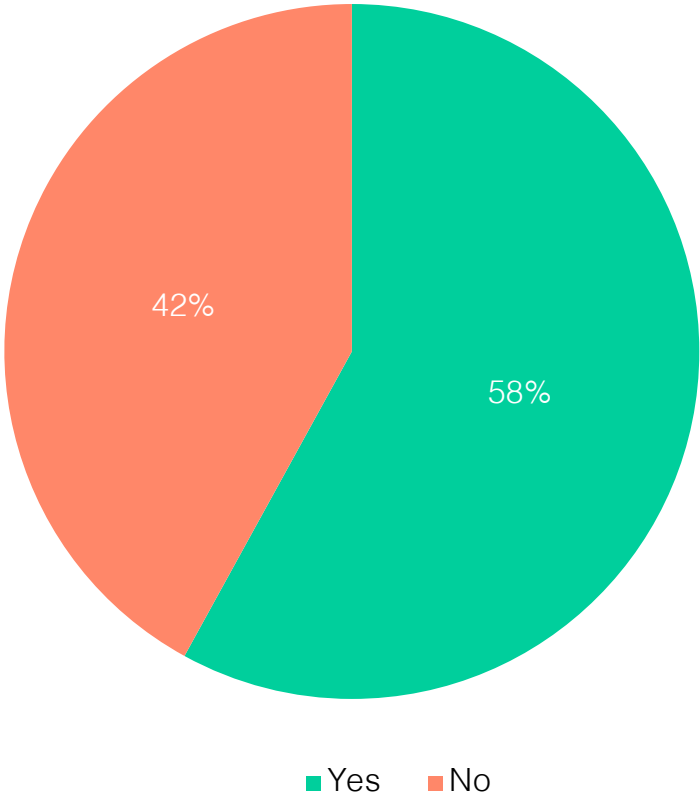
# Nearly half of Americans say theaters should operate at one-quarter capacity

## MOVIE THEATERS

What's an appropriate capacity for theaters to operate?



Are you worried that movie theaters might not survive?



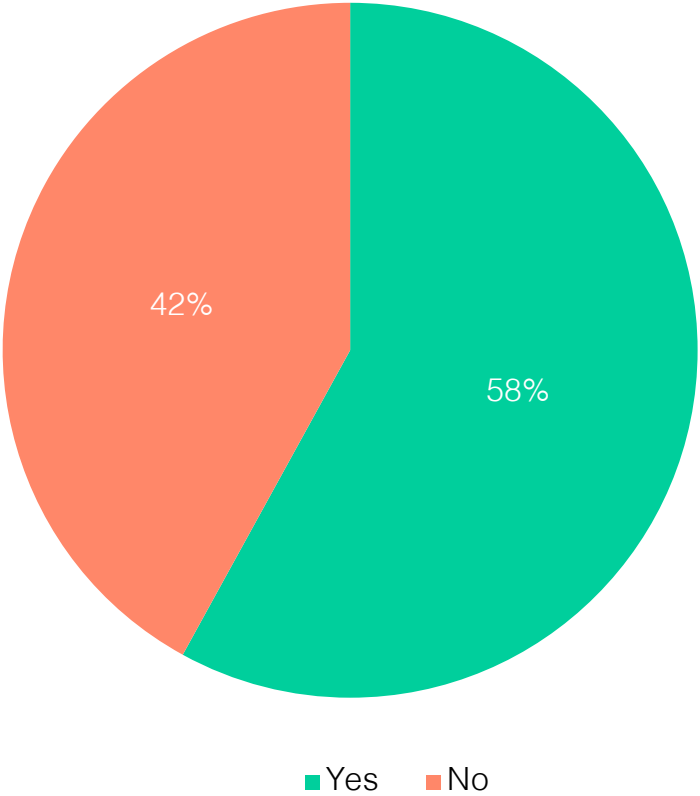
Source: Harris Poll COVID19 Tracker Wave 28  
BASE: GENERAL PUBLIC W28 (n=2022)  
MT04. What's an appropriate capacity for theaters to operate at?  
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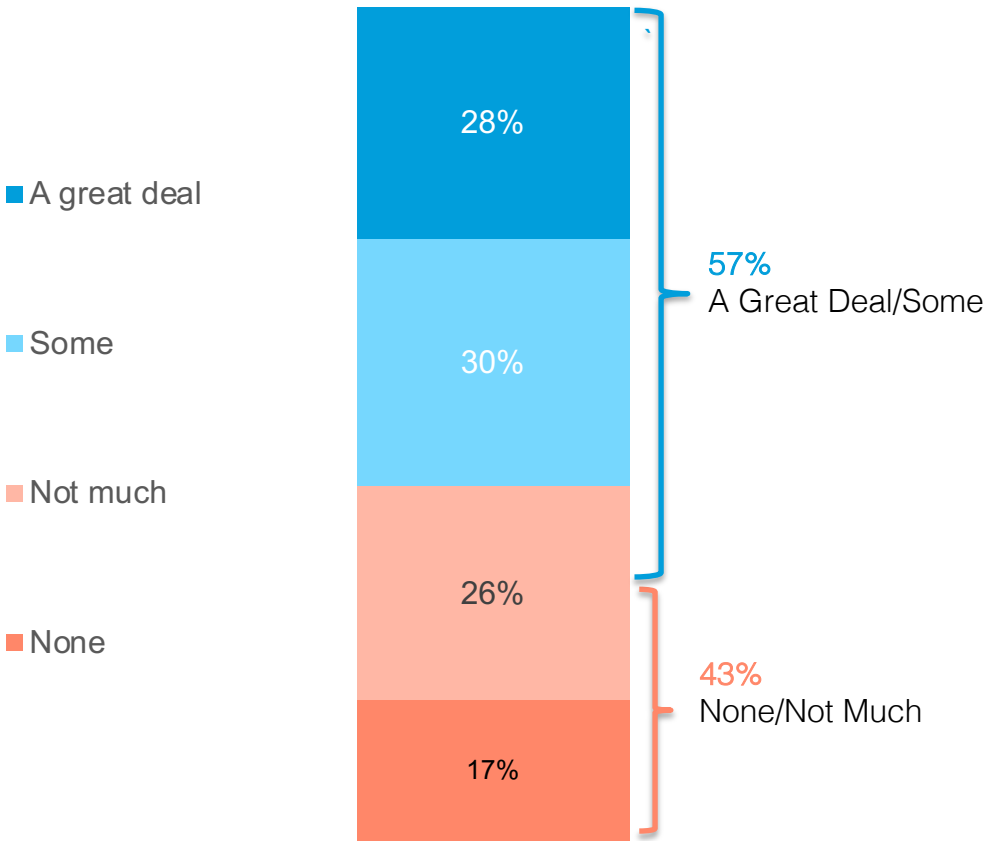
# Despite current fear, Americans want to see theaters survive

## MOVIE THEATERS

Are you worried that movie theaters might not survive?



How much would you miss movie theatres if they were no longer around?



Source: Harris Poll COVID19 Tracker Wave 28  
BASE: GENERAL PUBLIC W28 (n=2022)  
MT06. How much would you miss movie theatres if they were no longer around?  
MT05. Are you worried that movie theaters might not survive?  
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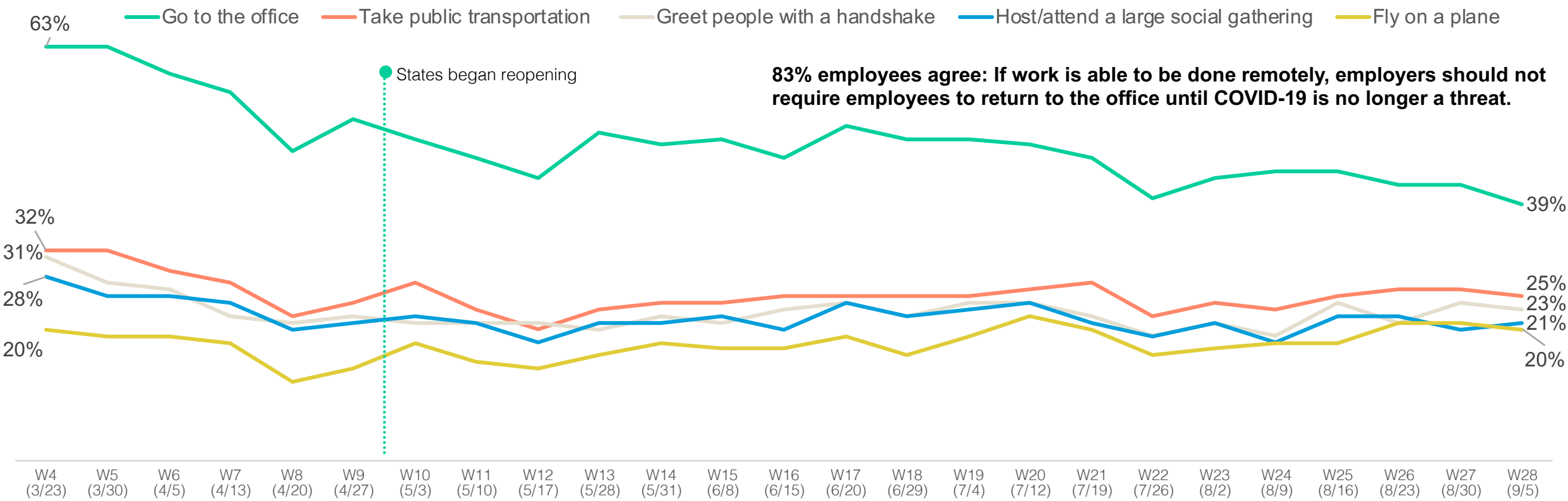




# Americans also remain cautious to return to work within 30 days

## RETURN TO THE OFFICE

Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?  
(Summary of within 30 days)

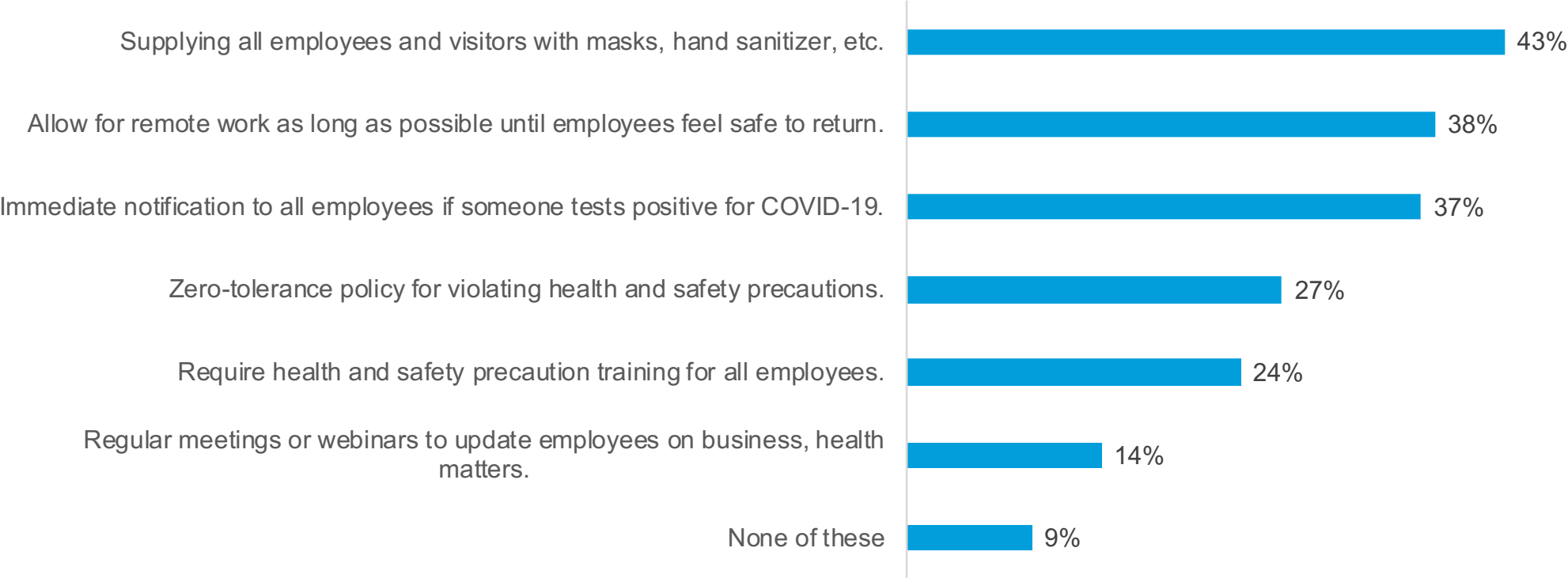




# PPE, remote work, communication are what Americans want for businesses

## RETURN TO THE OFFICE

As economies reopen and people return to work following lockdowns, how can companies best assure employees that their company is operating safely?



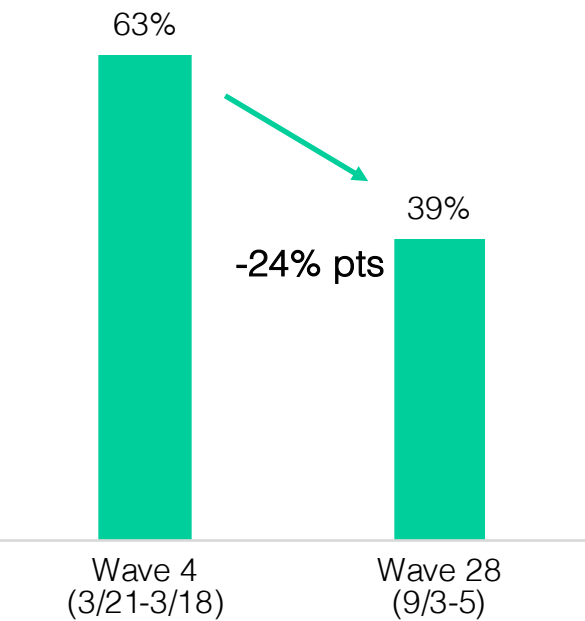
Source: Harris Poll COVID19 Tracker Wave 28  
BASE: GENERAL PUBLIC W28 (2022)  
PA04 As economies reopen and people return to work following lockdowns, how can companies best assure employees that their company is operating safely? Please select two.  
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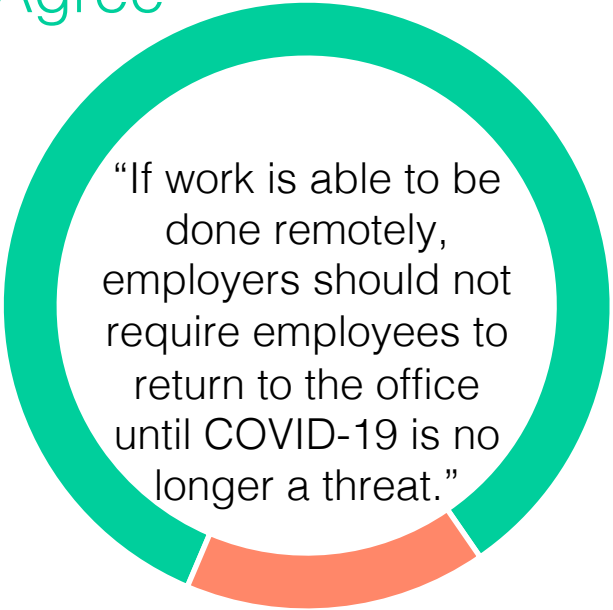
# Employees will wait to return to the office until safety measures are met

## RETURN TO THE OFFICE

Once the government provides information that the spread of the virus is flattening how long will it take you to go to the office?  
*(Immediately/1-30 days)*

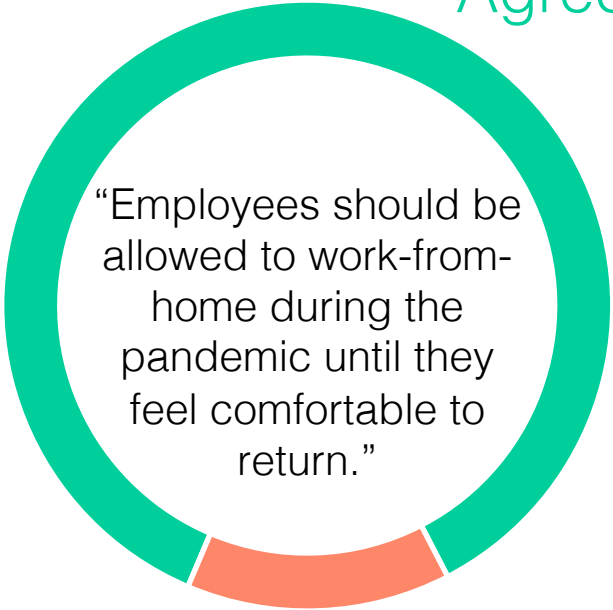


84%  
Agree



16%  
disagree

86%  
Agree



14%  
disagree

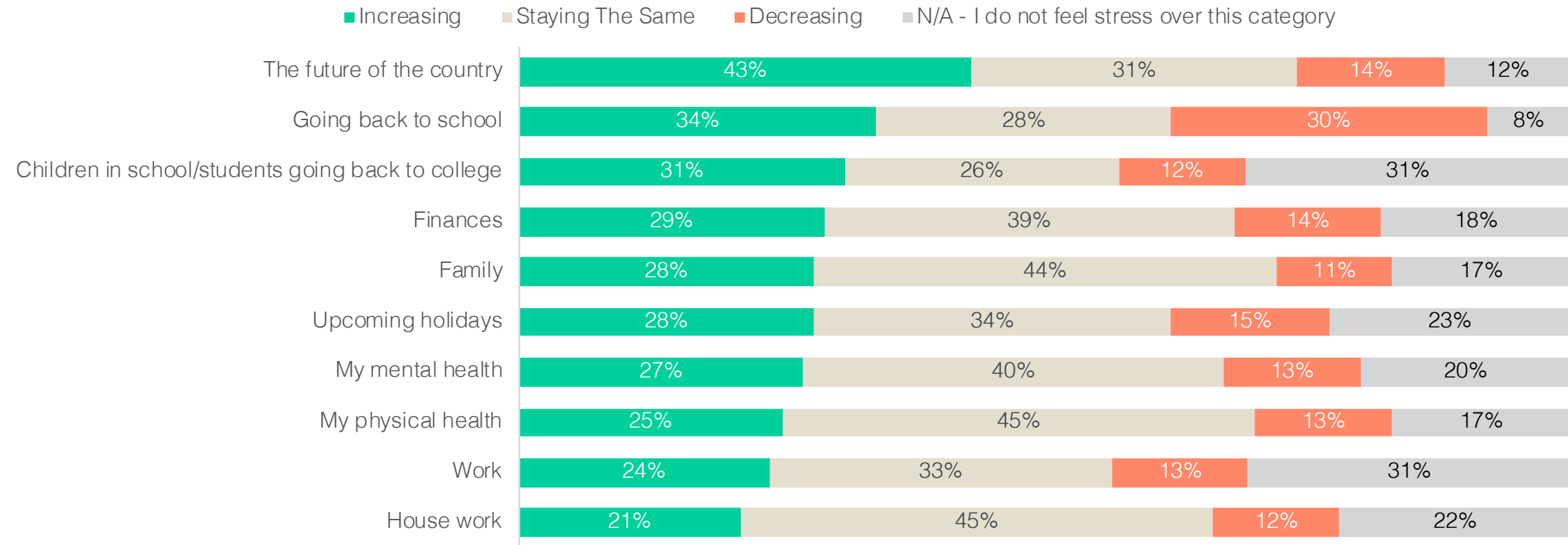
Source: Harris Poll COVID19 Tracker Wave 28  
BASE: GENERAL PUBLIC W28 (2022)  
Q33B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following.  
EMP17 As social distancing restrictions related to the COVID-19 pandemic end, offices that previously introduced work-from-home policies will begin to re-open. How much do you agree or disagree with each of the following?  
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# Americans are stressed about several things, including future of the U.S.

## STRESS

Now that the summer is over, is your stress increasing, decreasing or staying the same for each of the following categories?



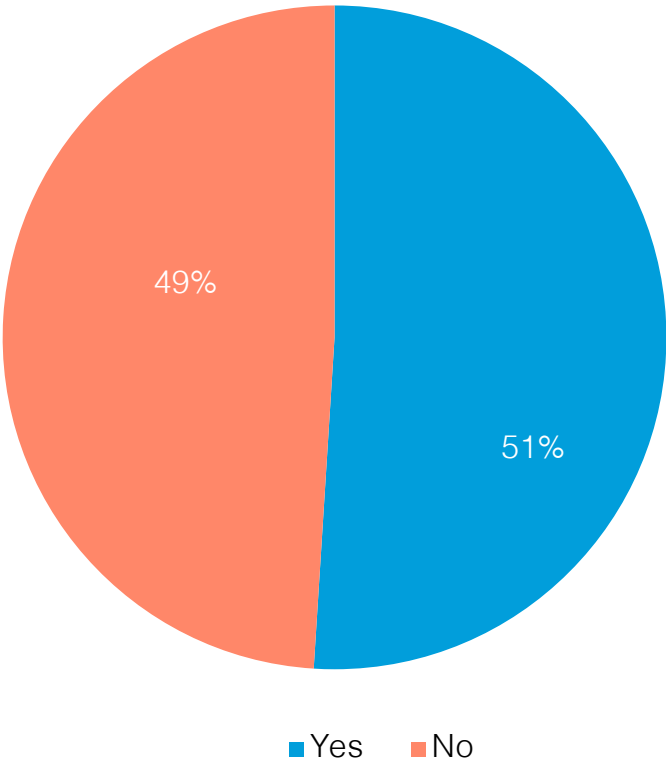
Source: Harris Poll COVID19 Tracker Wave 28  
BASE: GENERAL PUBLIC W28 (n=2022)  
RST01. Now that the summer is over, is your stress increasing, decreasing or staying the same for each of the following categories?  
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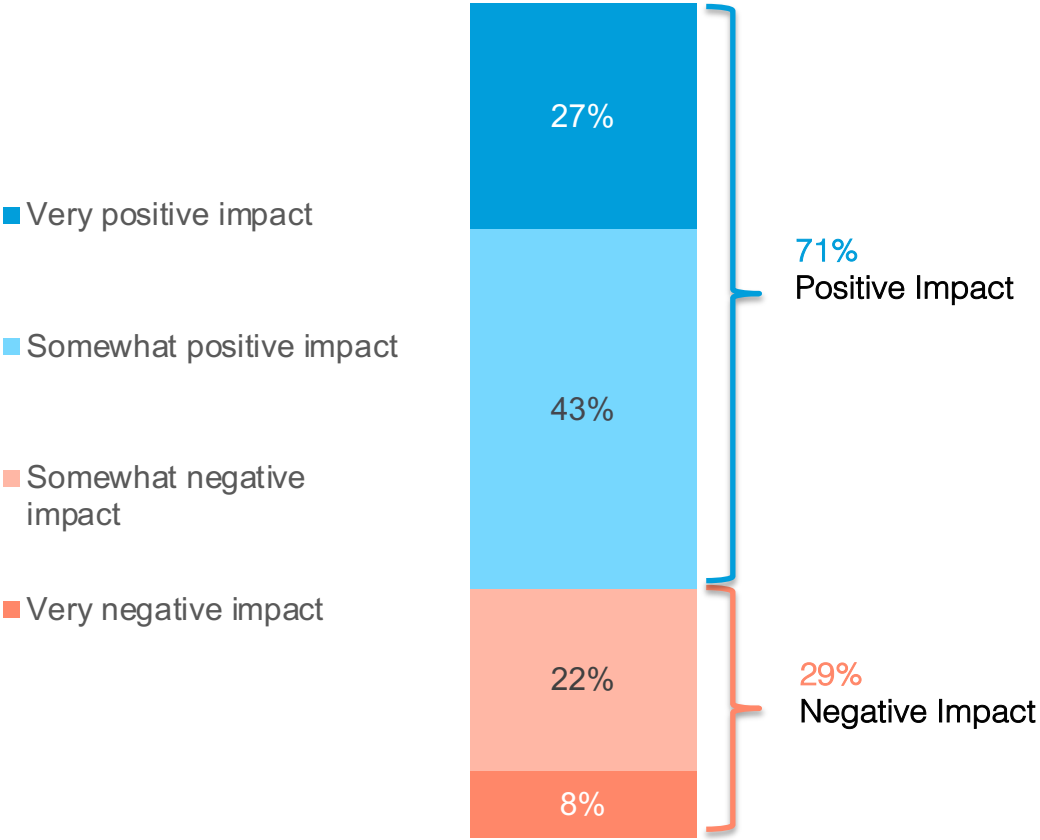
# Majority of married couples say pandemic has had positive impact on marriage

## STRESS

Are you currently married?



How much of a positive or negative impact would you say the COVID-19 pandemic has had on your marriage?

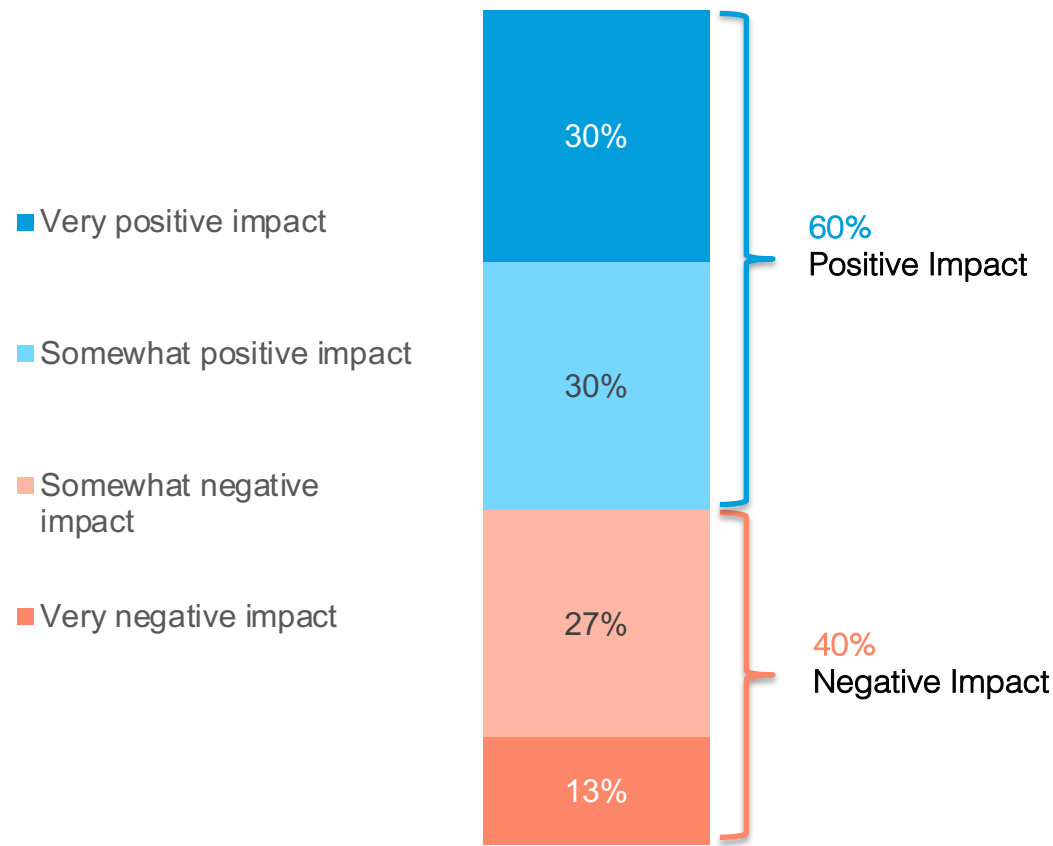


Source: Harris Poll COVID19 Tracker Wave 28  
BASE: GENERAL PUBLIC W28 (n=2022)  
RL02A. Are you currently married?  
BASE: CURRENTLY MARRIED W28 (n=1108)  
RL02. How much of a positive or negative impact would you say the COVID-19 pandemic has had on your marriage?  
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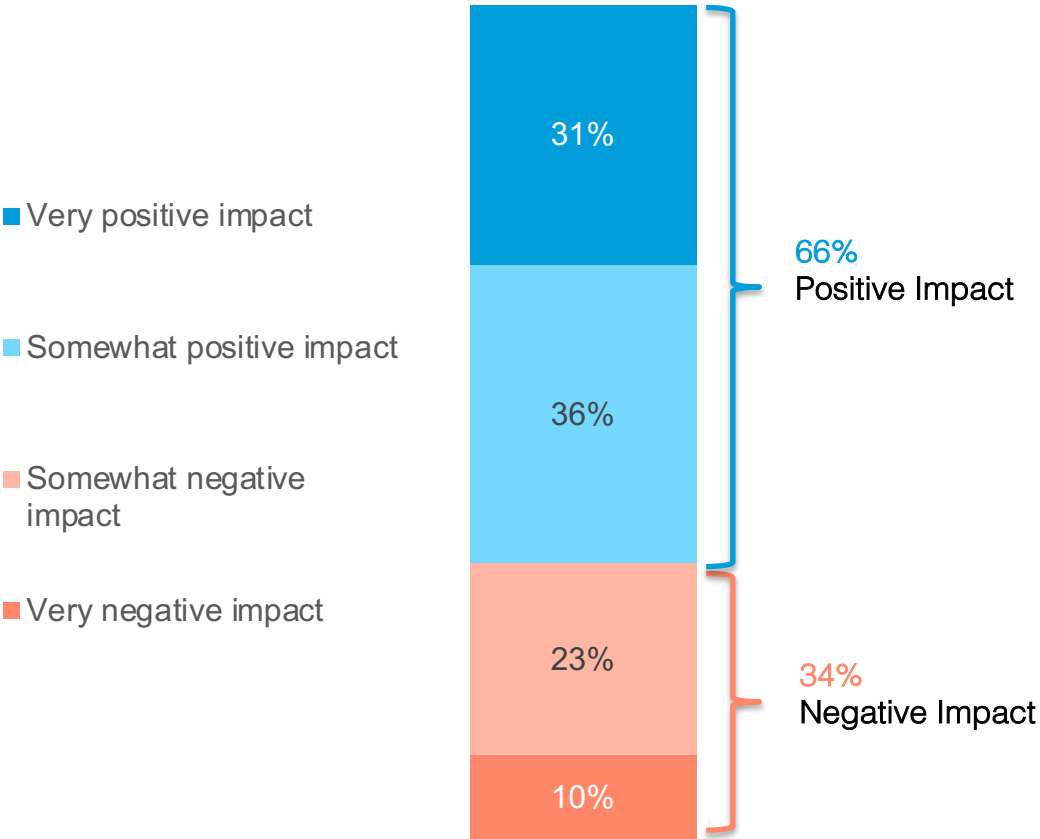


# Children back at home has been a positive household impact

How much of a positive or negative impact has the COVID-19 pandemic had on your household with your kid(s) doing virtual schooling from home?



How much of a positive or negative impact has the COVID-19 pandemic had on your marriage with your kid(s) doing virtual schooling from home?



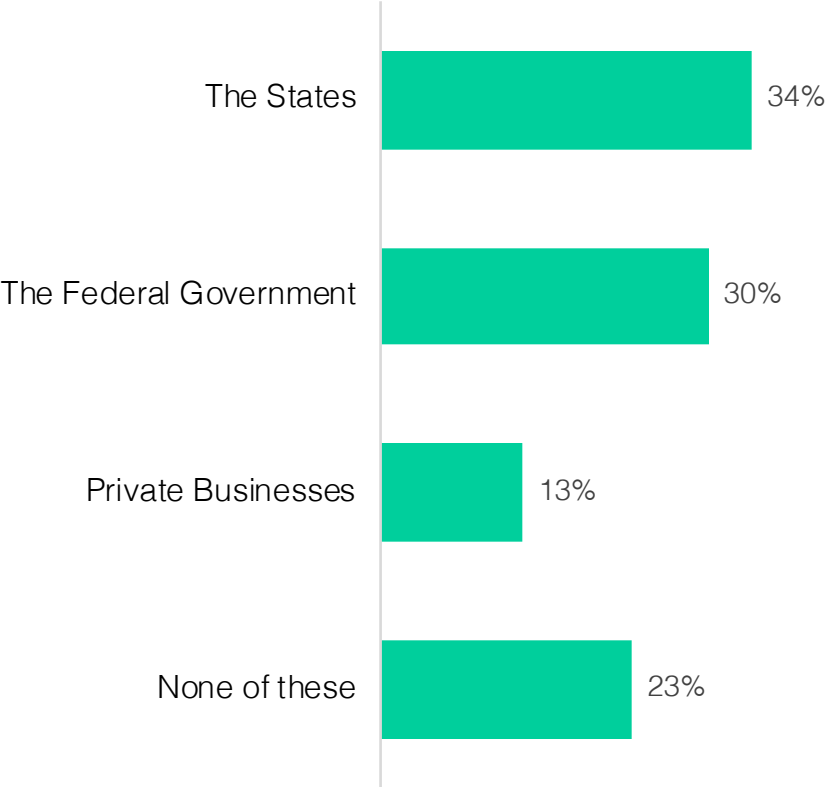
Source: Harris Poll COVID19 Tracker Wave 28  
BASE: KID(S) ARE DOING VIRTUAL SCHOOLING FROM HOME W28 (n=800)  
RL03. How much of a positive or negative impact has the COVID-19 pandemic had on your household with your kid(s) doing virtual schooling from home?  
RL04. How much of a positive or negative impact has the COVID-19 pandemic had on your marriage with your kid(s) doing virtual schooling from home?



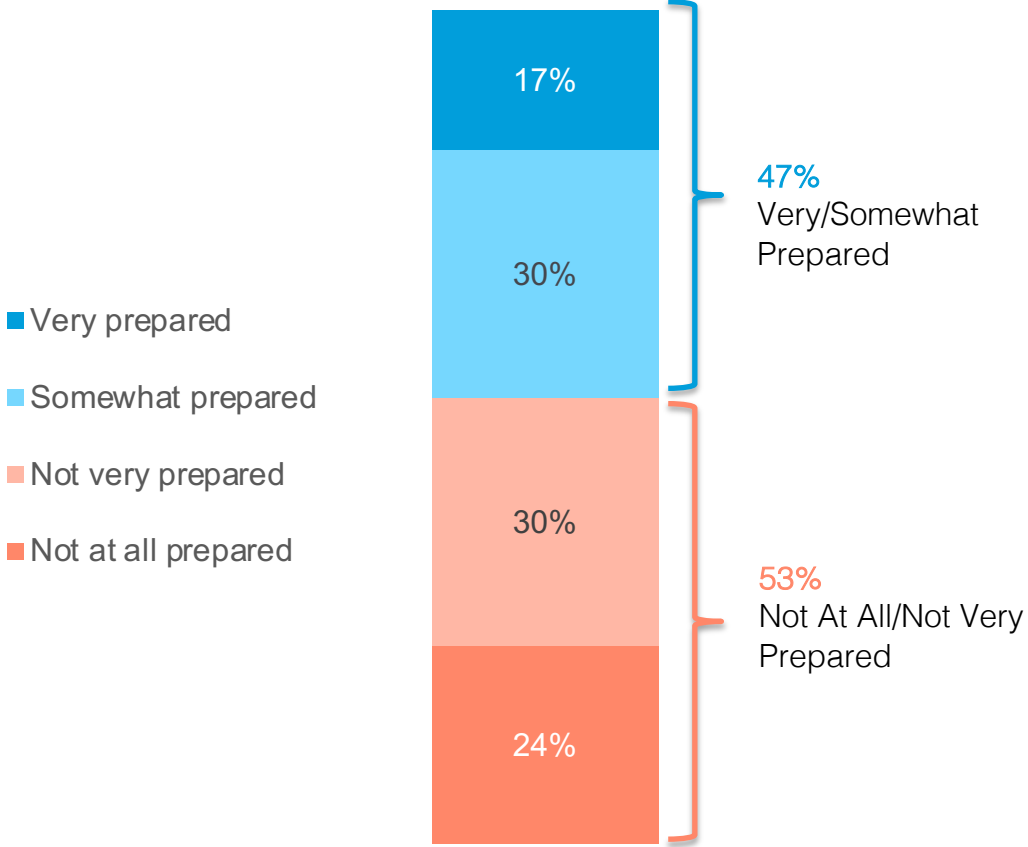
# Americans remain divided on who best to distribute COVID vaccine

## VACCINE

Who do you think is best prepared to distribute the coronavirus vaccine when ready?



How prepared do you think the United States is as a whole to deliver the coronavirus vaccine?



Source: Harris Poll COVID19 Tracker Wave 28  
BASE: GENERAL PUBLIC W28 (n=2022)  
VD01. Who do you think is best prepared to distribute the coronavirus vaccine when ready?  
VD02. How prepared do you think the United States is as a whole to deliver the coronavirus vaccine?  
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# Thank you!

Mark Penn, Chairman, The Harris Poll  
[mark.penn@stagwellgroup.com](mailto:mark.penn@stagwellgroup.com)

John Gerzema, CEO, The Harris Poll  
[jgerzema@harrisinsights.com](mailto:jgerzema@harrisinsights.com)