COVID, the economy and society

WAVE 28 INSIGHTS

September 11, 2020
Curtain of fear remains over America, yet fear is declining across the board

Trended Fear Curves During COVID19

- Fear of dying: 27%
- Fear of new wave: 79%
- Fear leaving home for essential errands: 80%
- Fear of global recession: 74%
- Fear of ventilator shortage: 76%
- Fear of losing their job: 56%
- Fear of losing their job: 54%
- Fear returning to public activity: 73%
- Fear of losing their job: 46%
- Think fear is irrational: 54%
- Think fear is sensible: 46%
- Wave Change:
  - W2: 74% 0
  - W3: 76% -2
  - W4: 73% -1
  - W5: 71% -7
  - W6: 71% +1
  - W7: 64% 0
  - W8: 64% -4
  - W9: 52% -1
  - W10: 49% -7
  - W11: 29% -1

Wave:
- W2: (3/15)
- W3: (3/18)
- W4: (3/23)
- W5: (3/30)
- W6: (4/3)
- W7: (4/3)
- W8: (4/7)
- W9: (5/10)
- W10: (5/17)
- W11: (5/29)
- W12: (5/31)
- W13: (6/8)
- W14: (6/15)
- W15: (6/21)
- W16: (6/29)
- W17: (7/5)
- W18: (7/12)
- W19: (7/19)
- W20: (7/26)
- W21: (8/2)
- W22: (8/9)
- W23: (8/16)
- W24: (8/23)
- W25: (8/31)
- W26: (9/05)
Americans most miss personal interactions with others

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

- Hugging friends and family: 50%
- Socializing without having to worry about putting others’ health at risk: 50%
- In person conversations: 50%
- Seeing friends/family smile: 47%
- Seeing people I haven’t seen in a while: 46%
- Feeling connected to others: 42%
- Hearing my friends/family laugh: 39%
- The excitement of getting ready to go out and see friends/family: 35%
- Playing games and/or music together: 25%
- Other: 3%
- N/A - I do not miss anything about in-person gatherings: 12%

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

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)

- Go out to dinner
- Go to a gym class
- Stay in a hotel
- Go to the movies
- Go to a sporting event
- Visit a casino
- Take a cruise

States began reopening

37%
35%
27%
25%
23%
21%
20%
17%
14%

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

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

- Much more dangerous: 28%
- Somewhat more dangerous: 42%
- Somewhat less dangerous: 22%
- Much less dangerous: 8%

Would you feel safe in a movie theater right now?

- Yes: 29%
- No: 71%

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?
Movie theaters will need to implement multiple policies to get people back.

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

- Social distancing (e.g., people sitting 6 feet apart) 66%
- Limit on the number of people allowed in (i.e., to adhere to social distancing) 66%
- Thoroughly cleaned theaters 63%
- Mandatory masks worn inside the theatre 61%
- Hand sanitizer stations throughout theatres 58%
- Other 3%
- N/A - There is nothing important in a movie theatre given COVID-19 12%

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.
Nearly half of Americans say theaters should operate at one-quarter capacity

What's an appropriate capacity for theaters to operate?

- 47% for 75%
- 41% for 50%
- 12% for 25%

Are you worried that movie theaters might not survive?

- 58% for No
- 42% for Yes

Source: Harris Poll COVID19 Tracker Wave 28
BASE: GENERAL PUBLIC W28 (n=2022)
MT04. What's an appropriate capacity for theaters to operate at?

Harris Insights & Analytics LLC, A Stagwell Company © 2020
Despite current fear, Americans want to see theaters survive

**MOVIE THEATERS**

Are you worried that movie theaters might not survive?

- Yes: 58%
- No: 42%

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

- A great deal: 28%
- Some: 30%
- Not much: 26%
- None: 17%

Source: Harris Poll COVID-19 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?
Americans also remain cautious to return to work within 30 days

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)

- Go to the office: 63%
- Take public transportation: 39%
- Greet people with a handshake: 32%
- Host/attend a large social gathering: 25%
- Fly on a plane: 23%

83% employees agree: If work is able to be done remotely, employers should not require employees to return to the office until COVID-19 is no longer a threat.

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

- Supplying all employees and visitors with masks, hand sanitizer, etc.: 43%
- Allow for remote work as long as possible until employees feel safe to return: 38%
- Immediate notification to all employees if someone tests positive for COVID-19: 37%
- Zero-tolerance policy for violating health and safety precautions: 27%
- Require health and safety precaution training for all employees: 24%
- Regular meetings or webinars to update employees on business, health matters: 14%
- None of these: 9%

Source: Harris Poll COVID19 Tracker Wave 28
BASE: GENERAL PUBLIC W28 (2022)
PAD4 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.
Employees will wait to return to the office until safety measures are met

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

“If work is able to be done remotely, employers should not require employees to return to the office until COVID-19 is no longer a threat.”

86% Agree

“Employees should be allowed to work-from-home during the pandemic until they feel comfortable to return.”

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?
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?

<table>
<thead>
<tr>
<th>Category</th>
<th>Increasing</th>
<th>Staying The Same</th>
<th>Decreasing</th>
<th>N/A - I do not feel stress over this category</th>
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</thead>
<tbody>
<tr>
<td>The future of the country</td>
<td>43%</td>
<td>31%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Going back to school</td>
<td>34%</td>
<td>28%</td>
<td>30%</td>
<td>8%</td>
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<tr>
<td>Children in school/students going back to college</td>
<td>31%</td>
<td>26%</td>
<td>12%</td>
<td>31%</td>
</tr>
<tr>
<td>Finances</td>
<td>29%</td>
<td>39%</td>
<td>14%</td>
<td>18%</td>
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<td>Family</td>
<td>28%</td>
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<td>11%</td>
<td>17%</td>
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<tr>
<td>Upcoming holidays</td>
<td>28%</td>
<td>34%</td>
<td>15%</td>
<td>23%</td>
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<td>My mental health</td>
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<tr>
<td>Work</td>
<td>24%</td>
<td>33%</td>
<td>13%</td>
<td>31%</td>
</tr>
<tr>
<td>House work</td>
<td>21%</td>
<td>45%</td>
<td>12%</td>
<td>22%</td>
</tr>
</tbody>
</table>

**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?
The Harris Poll: COVID-19 in the U.S.

Majority of married couples say pandemic has had positive impact on marriage

Are you currently married?

- Yes: 49%
- No: 51%

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

- Very positive impact: 27%
- Somewhat positive impact: 43%
- Somewhat negative impact: 22%
- Very negative impact: 8%

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?
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?

- Very positive impact: 30%
- Somewhat positive impact: 30%
- Somewhat negative impact: 27%
- Very negative impact: 13%

Positive Impact: 60%
Negative Impact: 40%

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?

- Very positive impact: 31%
- Somewhat positive impact: 36%
- Somewhat negative impact: 23%
- Very negative impact: 10%

Positive Impact: 66%
Negative Impact: 34%
Americans remain divided on who best to distribute COVID vaccine

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

- The States: 34%
- The Federal Government: 30%
- Private Businesses: 13%
- None of these: 23%

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

- Very prepared: 17%
- Somewhat prepared: 30%
- Not very prepared: 30%
- Not at all prepared: 24%

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?
Thank you!

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