

Harris Insights & Analytics LLC, A Stagwell Company

COVID, the economy and society

WAVE 38 INSIGHTS

November 20, 2020

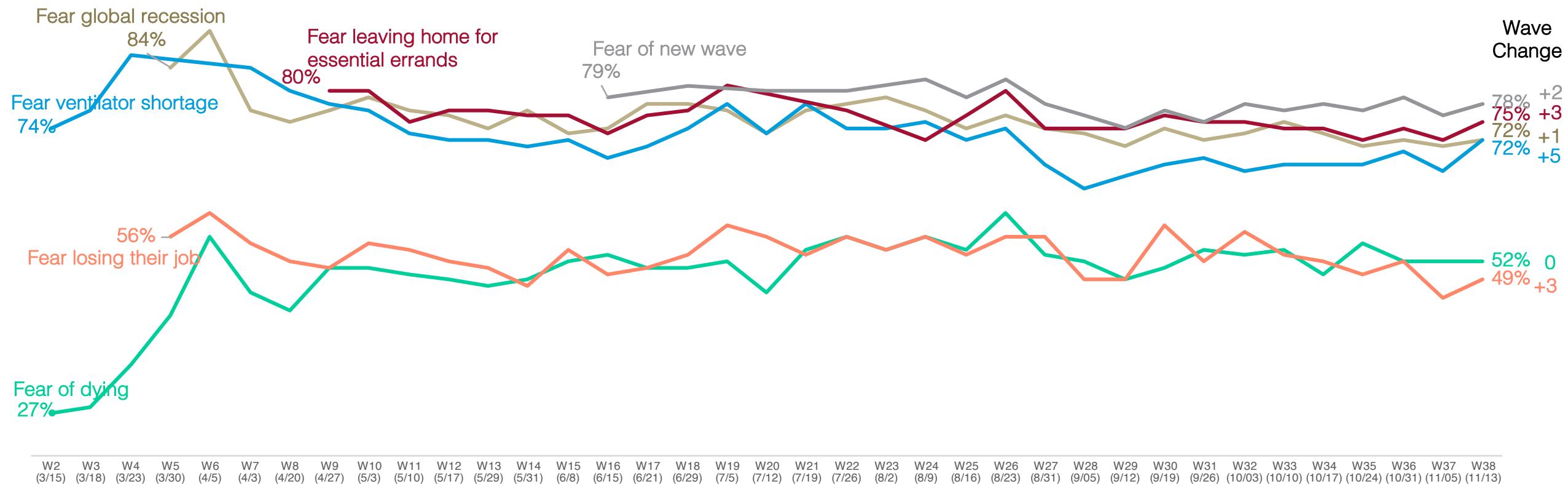




The curtain of fear over America (March – November 2020)

COVID

Trended Fear Curves During COVID19

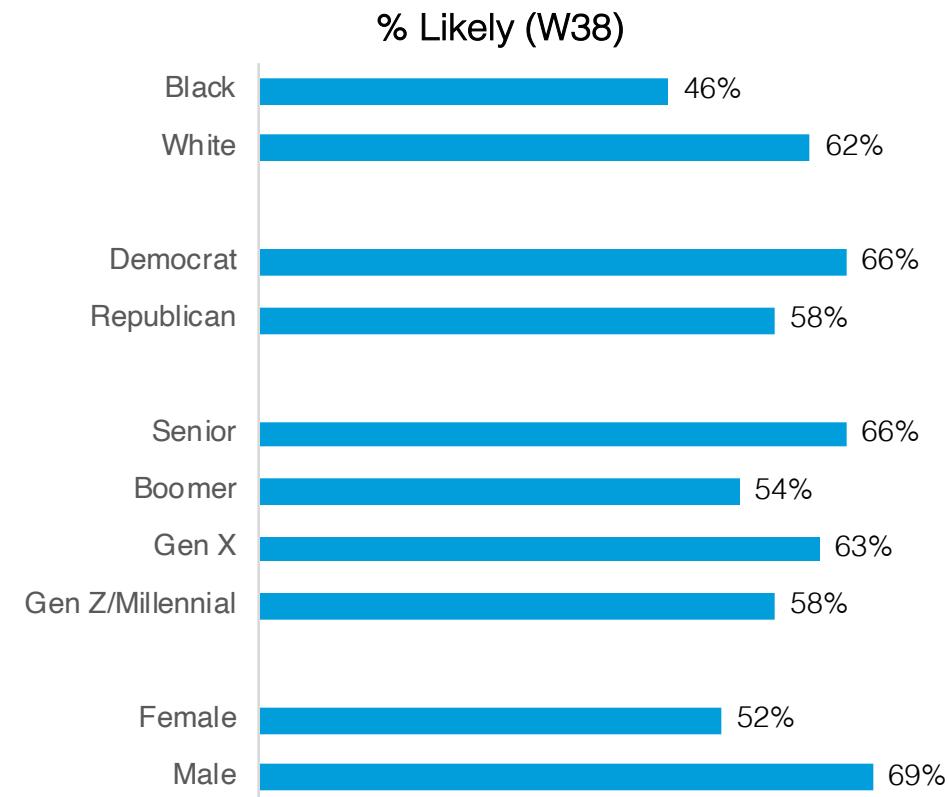
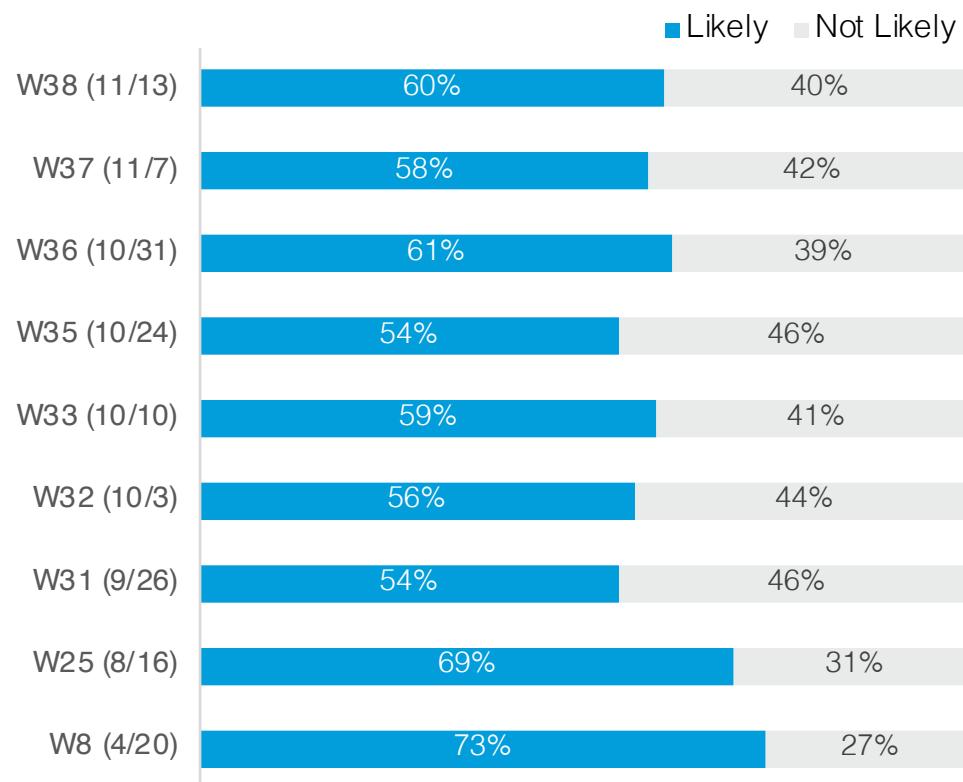




60% will get a vaccine as soon as available, less than April or August survey

VACCINE

How likely are you to get a COVID-19 vaccine as soon as it becomes available?



Source: Harris Poll COVID19 Tracker Wave 38

BASE: GENERAL PUBLIC W38 (n=1963)

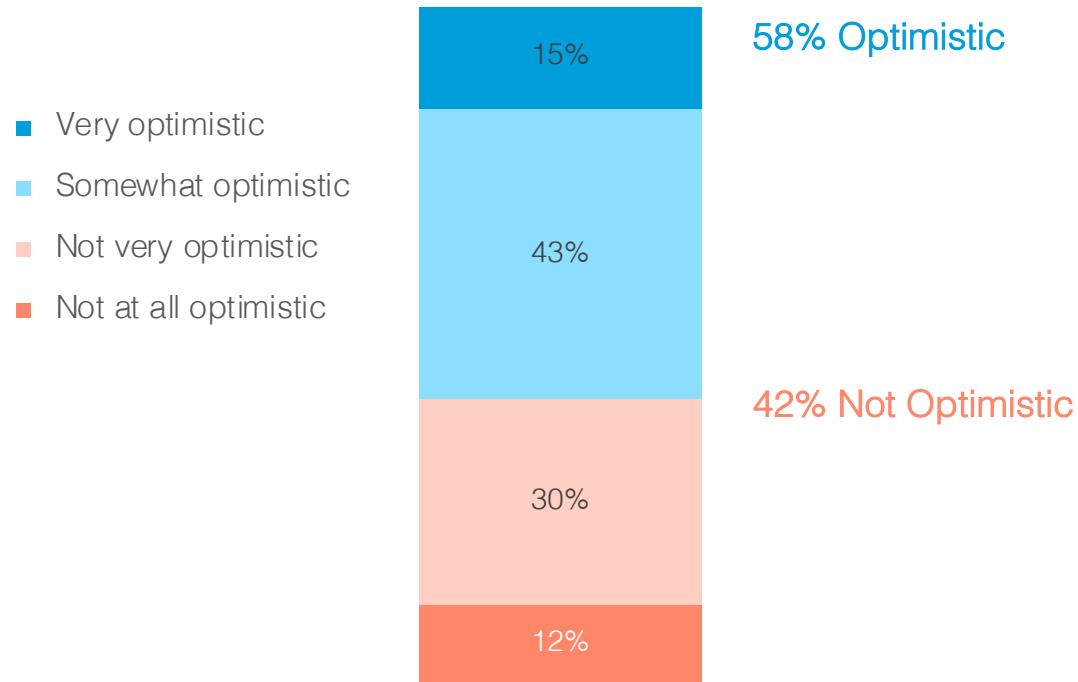
LI05X How likely are you to get a COVID-19 vaccine as soon as it becomes available?



News of a vaccine breakthrough is driving cautious optimism

VACCINE

With news of an effective vaccine on the way how optimistic are you that we will return to normal sooner rather than later?

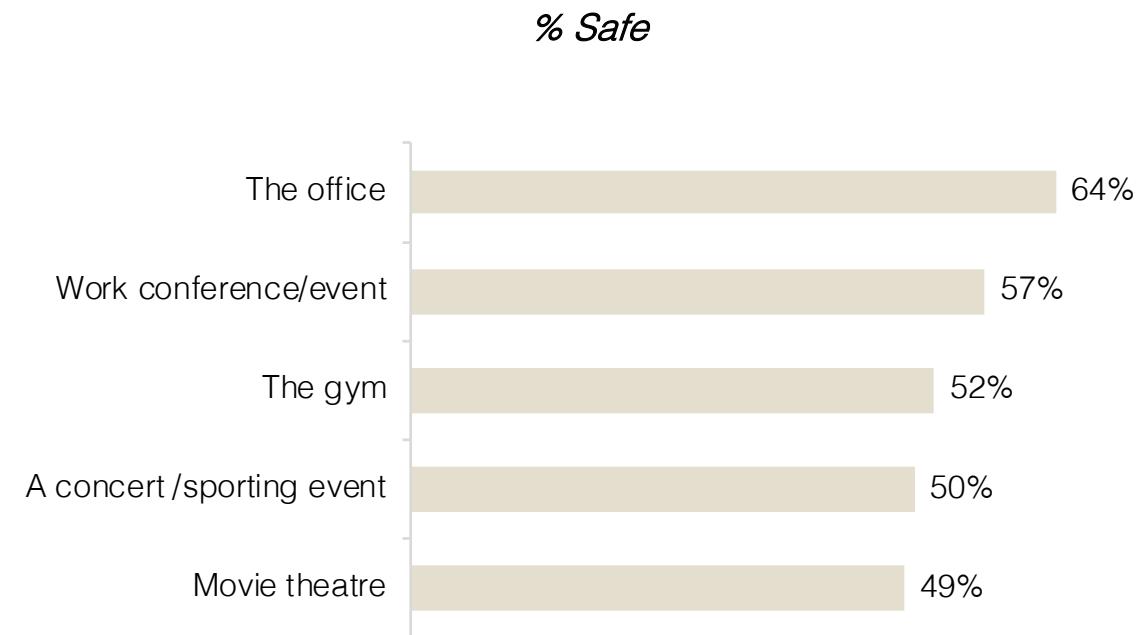


Source: Harris Poll COVID19 Tracker Wave 38
 BASE: GENERAL PUBLIC W38 (n=1963)

P04 With news of an effective vaccine on the way how optimistic are you that we will return to normal sooner rather than later?

P05 Now that we know there's an effective vaccine in development, if everyone could verify they were vaccinated before attending a public event, would you feel safe going to the following public events/places?

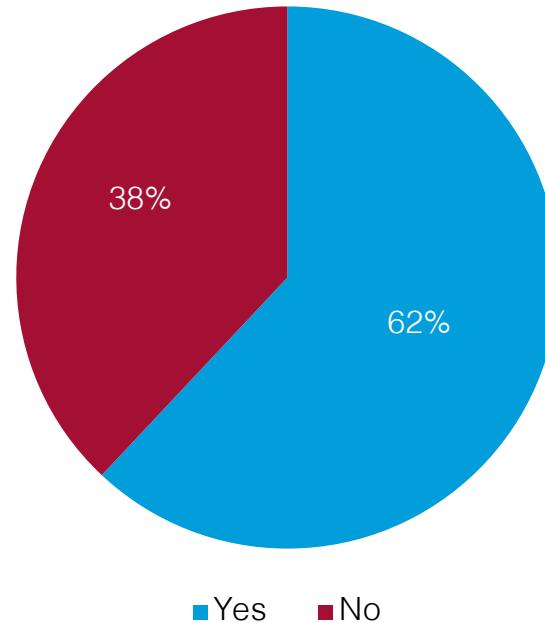
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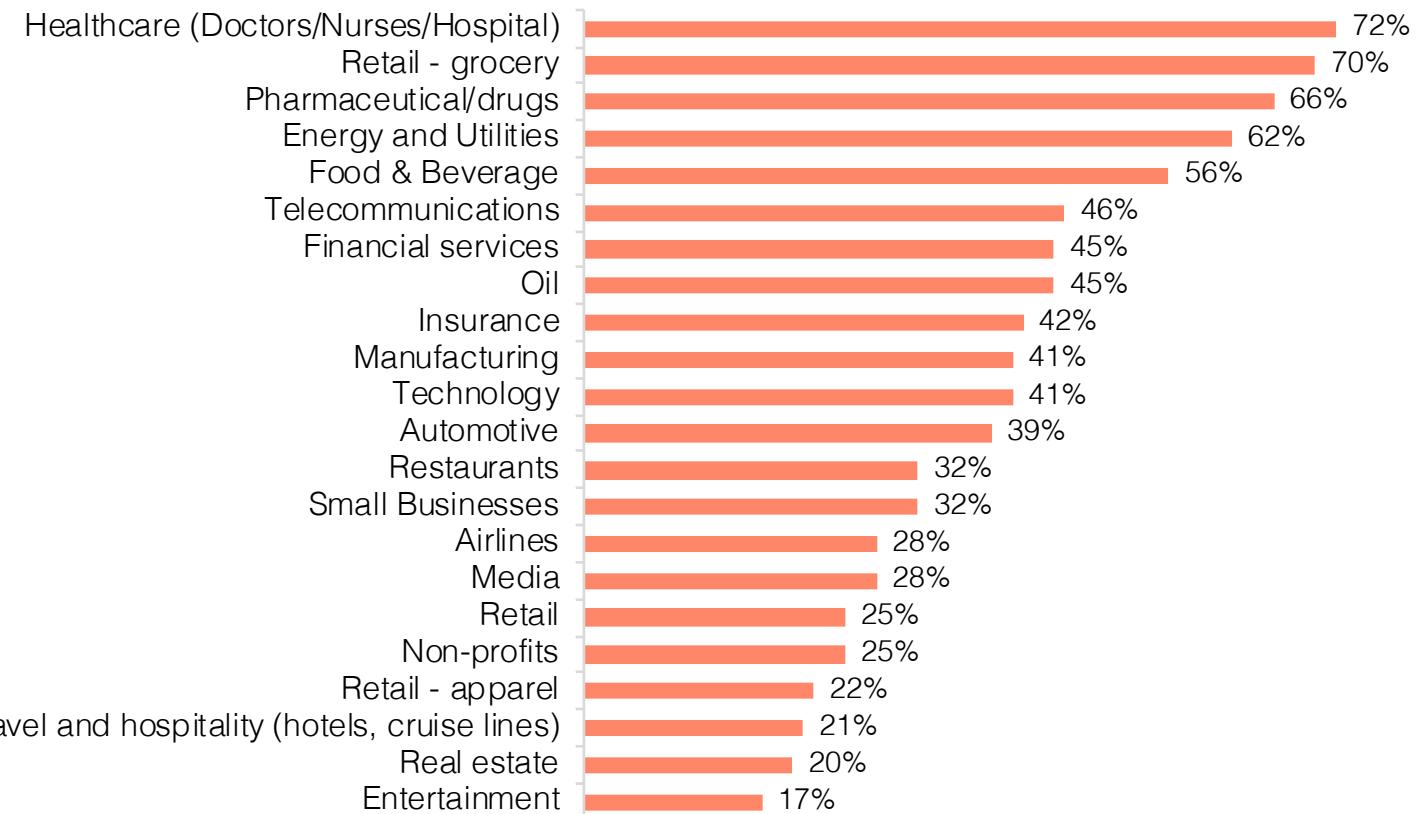
Healthcare, grocery, pharma remain top of essential businesses list

ESSENTIAL BUSINESSES

Do you think non-essential businesses should shut down again if cases of COVID-19 continue to rise?



Now that we are 8 months into the COVID-19 pandemic, which of the following type(s) of businesses do you consider to be essential?



Source: Harris Poll COVID19 Tracker Wave 38

BASE: GENERAL PUBLIC W38 (n=1963)

S04 Do you think non-essential businesses should shut down again if cases of COVID-19 continue to rise?

S05 Now that we are 8 months into the COVID-19 pandemic, which of the following type(s) of businesses do you consider essential? Please select all that apply.

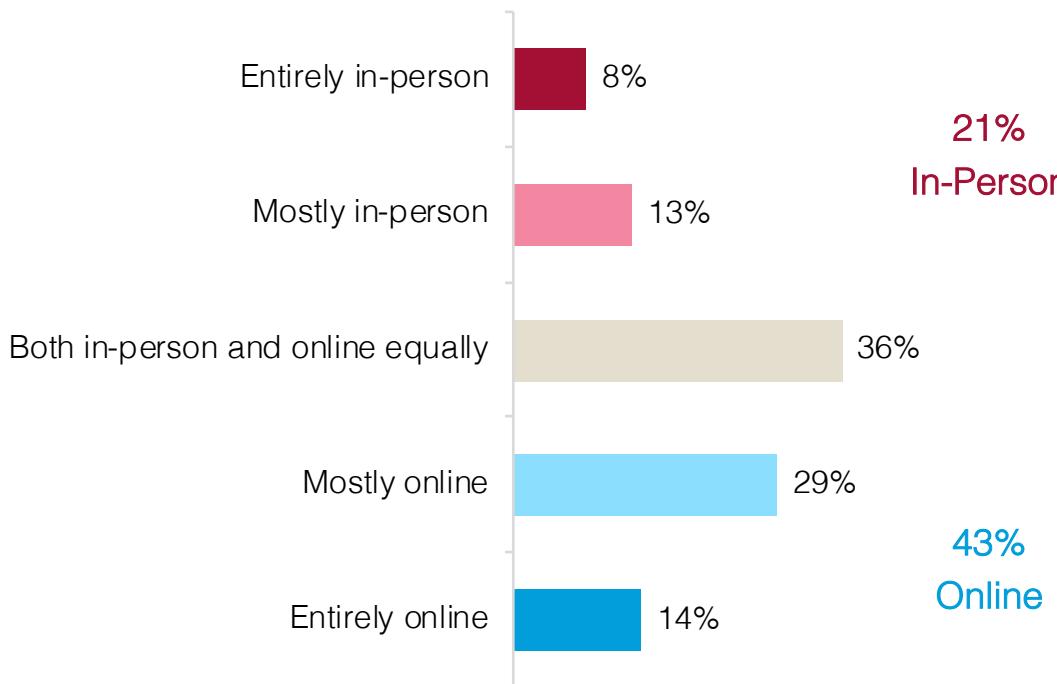
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Holiday shopping 2020: earlier, online, less spending

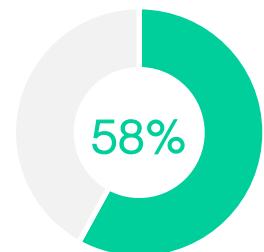
HOLIDAY SHOPPING

Thinking ahead to the upcoming holiday shopping season do you plan to do your shopping in-person or online?

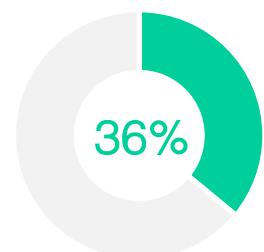


How well do each the following statements apply to you personally?
% Very/Somewhat Well

I have less spending money for the holidays this year due to the economic impact of the pandemic



The pandemic makes me want to spend more money on gifts for my friends and family this holiday season



Source: Harris Poll COVID19 Tracker Wave 38
BASE: PLANS TO SHOP FOR HOLIDAYS (1772)

BB4 Thinking ahead to the upcoming holiday shopping season, do you plan to do your shopping in-person or online?

BASE: GENERAL PUBLIC W38 (n=1963)

BB4A How well do each of the following statements apply to you personally?

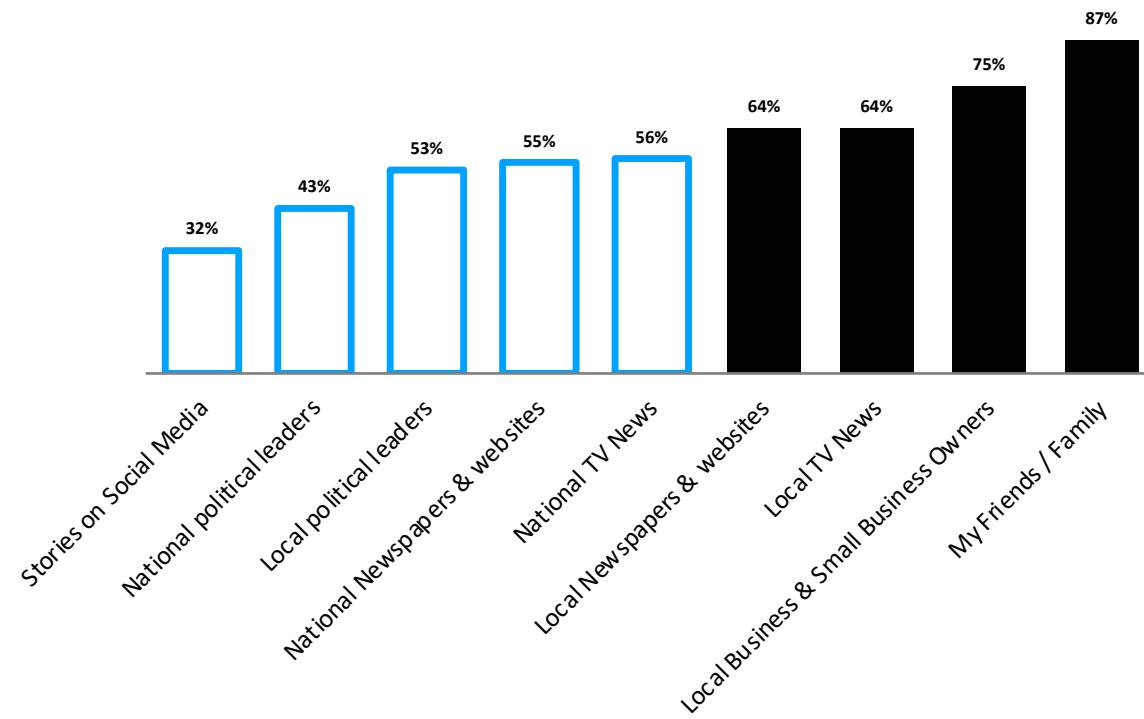
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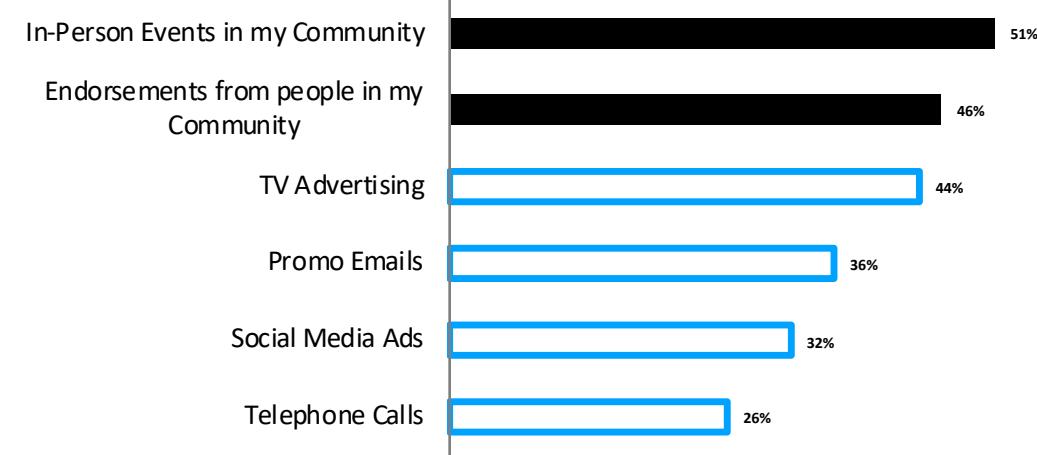
Trust in local businesses and local media continues to top national sources

LOCAL MATTERS

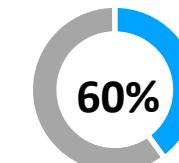
HOW MUCH DO YOU TRUST THE FOLLOWING SOURCES...



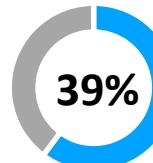
HOW DO YOU FEEL ABOUT RECEIVING NEW INFO...



**Top Result Among
Millennials**



In-Person Events
in my Community



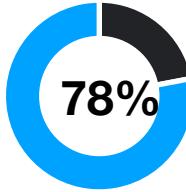
Telephone
Calls



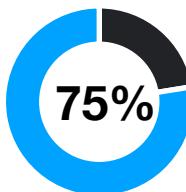
Consumers favor national companies that support local business, community

LOCAL MATTERS

PARTNERING LOCAL



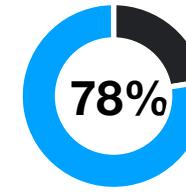
It would be **good for my local community** if a large national company or organization were to expand their presence in my local community by **hiring more workers, partnering with local businesses, or holding events in my area**



They would be more likely to make a purchase from a large national company if they were to **partner with small businesses** in my local community

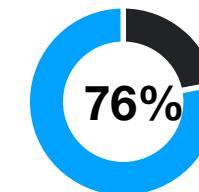
LOCAL VS. NATIONAL

62% tend to trust news and information from **local sources** more than national ones



COVID-19 IMPACT

Large national companies and organizations should be doing more to **support local small businesses** affected by the **coronavirus** pandemic



The coronavirus pandemic has made me **value the small businesses and community organizations** in my local area more now than I did before the pandemic



Thank you!

Mark Penn, Chairman, The Harris Poll
mark.penn@stagwellgroup.com

John Gerzema, CEO, The Harris Poll
jgerzema@harrisinsights.com