The Great Reopening

WAVE 20 INSIGHTS

July 17, 2020
THE HARRIS POLL: COVID-19 IN THE U.S.

The Task Ahead: Lifting the Curtain of Fear

**FEAR**

Trended Fear Curves During COVID-19

- Fear of dying: 27%
- Fear ventilator shortage: 74%
- Amount who are not leaving their home because of COVID19: 76%
- Fear losing their job: 56%
- Fear global recession: 84%
- Fear leaving home for essential errands: 80%
- Fear returning to public activity: 73%
- Fear of new wave: 81%

**Wave Change**

- W2 (3/15): 80% -1
- W3 (3/18): 77% -5
- W4 (3/23): 73% -4
- W5 (3/30): 73% -5
- W6 (4/5): 70% -6
- W7 (4/3): 56% -2
- W8 (4/27): 47% -5
- W9 (5/3): 81%
- W10 (5/10): 79%
- W11 (5/17): 77%
- W12 (5/29): 73%
- W13 (5/31): 70%
- W14 (6/8): 73%
- W15 (6/15): 80%
- W16 (6/21): 73%
- W17 (6/29): 70%
- W18 (7/5): 73%
- W19 (7/12): 70%
- W20 (7/19): 70%
More than Half of Americans Have Not Been Tested for COVID-19 and Don't Think They Should

Which of the following are true for you regarding coronavirus (COVID-19)?

- I have been tested for coronavirus
- I have not been tested for coronavirus, but think I should
- I have not been tested for coronavirus and don’t think I should
- Decline to Answer

<table>
<thead>
<tr>
<th>Group</th>
<th>5%</th>
<th>18%</th>
<th>21%</th>
<th>55%</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEM</td>
<td></td>
<td></td>
<td></td>
<td>51%</td>
</tr>
<tr>
<td>GOP*</td>
<td></td>
<td></td>
<td></td>
<td>61%</td>
</tr>
<tr>
<td>Seniors*</td>
<td></td>
<td></td>
<td></td>
<td>68%</td>
</tr>
<tr>
<td>Boomers*</td>
<td></td>
<td></td>
<td></td>
<td>60%</td>
</tr>
<tr>
<td>Gen X</td>
<td></td>
<td></td>
<td></td>
<td>51%</td>
</tr>
<tr>
<td>Gen Z/Millennial</td>
<td></td>
<td></td>
<td></td>
<td>47%</td>
</tr>
<tr>
<td>Urban*</td>
<td></td>
<td></td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td>Suburban</td>
<td></td>
<td></td>
<td></td>
<td>22%</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td></td>
<td></td>
<td>21%</td>
</tr>
</tbody>
</table>

Source: Harris Poll COVID19 Tracker Wave 20
Q17. Which of the following are true for you regarding coronavirus (COVID-19)?
Despite a Surge in Cases, Most Americans Have Not Been Tested for COVID-19 in Past Two Weeks

Have you been tested for coronavirus (COVID-19) in the past two weeks?

- **Women**: 92%
- **Men**: 8%
- **Seniors**: 95%
- **Boomers**: 91%
- **Gen X**: 77%
- **Gen Z/Millennial**: 81%

**Yes**: 85%
**No**: 15%

Source: Harris Poll COVID19 Tracker Wave 20
VC02. Have you been tested for coronavirus (COVID-19) in the past two weeks?
THE HARRIS POLL: COVID-19 IN THE U.S.

Americans Who Have Been Tested Say It’s Fast, Convenient and Accessible

**TESTING**

How easy or difficult would you describe the process of getting tested for the virus?

69% Easy

31% Difficult

Which of the following factor(s) made the process of getting tested for coronavirus easy?

- Easy to find the testing center: 53%
- Administering the test took no time at all: 49%
- I received my results quickly: 48%
- Clear instructions of expectations/guidelines when arriving at testing center: 42%
- Short line to wait in to get tested: 42%
- Clear instructions of how to administer the test: 33%
- Simple online survey to determine if I could get tested: 19%

Source: Harris Poll COVID19 Tracker Wave 20
BASE: HAVE BEEN TESTED FOR CORONAVIRUS W20 (378)
VC03 How easy of difficult would you describe the process of getting tested for the virus?
VC04 Which of the following factor(s) made the process of getting tested for coronavirus easy? Please select all that apply.
### Many Americans are Confident There will be a Vaccine by Early Spring 2021

**How confident are you that there will be a vaccine to combat the coronavirus by early spring of 2021?**

<table>
<thead>
<tr>
<th>Group</th>
<th>Confident</th>
<th>Not Confident</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Public</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>Men*</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>Women</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>GOP*</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>Dem*</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>Ind</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>Gen Z/Mill</td>
<td>59%</td>
<td>41%</td>
</tr>
<tr>
<td>Gen X*</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>Boomers</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Seniors*</td>
<td>70%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: Harris Poll COVID19 Tracker Wave 20

BASE: GENERAL PUBLIC W20 (1,974)

VC01. How confident are you that there will be a vaccine to combat the coronavirus by early Spring of 2021?
Everyone is Experiencing More Stress than Normal

How would you rate your overall level of stress right now?

<table>
<thead>
<tr>
<th>Category</th>
<th>High/Moderate Stress</th>
<th>Low Stress</th>
<th>No Stress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>56%</td>
<td>30%</td>
<td>14%</td>
</tr>
<tr>
<td>Women</td>
<td>62%</td>
<td>26%</td>
<td>12%</td>
</tr>
<tr>
<td>Gen Z/Mill</td>
<td>67%</td>
<td>23%</td>
<td>9%</td>
</tr>
<tr>
<td>Gen X</td>
<td>72%</td>
<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td>Boomers</td>
<td>55%</td>
<td>31%</td>
<td>15%</td>
</tr>
<tr>
<td>Seniors</td>
<td>35%</td>
<td>41%</td>
<td>23%</td>
</tr>
<tr>
<td>White</td>
<td>60%</td>
<td>27%</td>
<td>13%</td>
</tr>
<tr>
<td>African American</td>
<td>52%</td>
<td>34%</td>
<td>13%</td>
</tr>
<tr>
<td>Asian</td>
<td>53%</td>
<td>35%</td>
<td>14%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>69%</td>
<td>24%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Harris Poll COVID19 Tracker W20
HPQ1. How would you rate your overall level of stress right now?
America Weighs the Risks of Reopening Schools in the Fall

Thinking about your own situation, which of the following comes closest to your view regarding the next school year?

- The risks from COVID-19 are still too great, I favor having children learn remotely until a vaccine is created (44%)
- I think risks can be mitigated through a mix of distance learning and in-classroom instruction (32%)
- Educators have a responsibility to think creatively and strive to have children in the classroom in the fall (25%)

Political Division on Reopening Schools:

- The risks from COVID-19 are still too great and favor remote learning: 33% (GOP), 56% (Dem)
- Risks can be mitigated through a mix of distance and in-classroom learning: 32% (GOP), 29% (Dem)
- Educators have a responsibility to strive to have children in the classroom: 35% (GOP), 15% (Dem)

Source: Harris Poll COVID19 Tracker Wave 20
SCH12. Thinking about your own situation, which of the following comes closest to your view regarding the next school year?
Thoughts about Homeschooling and Concerns about Children Learning Remotely Abound

Does the current pandemic make you more open to homeschooling?

- Yes: 66%
- No: 34%

Which of the following are your top concerns, as it pertains to the parents, about children being educated online?

- Juggling work and supporting kids while at home doing online learning: 56%
- Costs of having to pay for more home supervision: 44%
- No one being able to watch the kids/supervise them: 44%
- Costs of preparing food which the school normally provides: 34%
Parents Have Deep Concerns about Children’s Ability to Thrive Without a Classroom

SCHOOLS

Which of the following are your top concerns as it pertains to children being educated online?

- They will lose out on the ability to socialize with their peers and teachers: 53%
- They will not receive the extra services they require: 47%
- They will not learn as well as in-person learning: 46%
- They will fall behind more than they would in in-person learning: 44%
- They will not receive the proper nutrition they typically receive in school: 31%

Socialization Concerns
- Rural: 64%
- Suburban: 52%
- Urban: 48%

Source: Harris Poll COVID19 Tracker Wave 20
BASE: HAVE BEEN TESTED FOR CORONAVIRUS W20 (376)
SCH14. Which of the following are your top concerns, as it pertains to the children, about children being educated online? Please select all that apply.
## Many Think Colleges Should Be All Online in the Fall

### SCHOOLS

**Given COVID-19, do you think colleges should be all online, hybrid, or in person this Fall?**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All online</td>
<td>44%</td>
</tr>
<tr>
<td>Hybrid model</td>
<td>41%</td>
</tr>
<tr>
<td>Allow students in person</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Which of the following best describes your plan for Fall semester due to COVID-19?**

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay at home and take online courses</td>
<td>34%</td>
</tr>
<tr>
<td>Do a hybrid of online courses and in-person classes (living at home)</td>
<td>22%</td>
</tr>
<tr>
<td>Do a hybrid of online courses and in-person classes (living on campus)</td>
<td>18%</td>
</tr>
<tr>
<td>Going back to college as normal for in-person classes</td>
<td>11%</td>
</tr>
<tr>
<td>Take a gap year</td>
<td>7%</td>
</tr>
<tr>
<td>I am not sure of my plans for Fall semester yet</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Harris Poll COVID19 Tracker Wave 20
SCHO8. Given COVID-19, do you think colleges should be all online, hybrid, or in person this Fall?
BASE: CURRENTLY ENROLLED/IN PROCESS OF APPLYING TO COLLEGE (477)
SCH11. Which of the following best describes your plan for Fall semester due to COVID-19?
A Strong Majority of Americans say Colleges Should Reduce Tuition If It’s All Online

Do you think online college degrees are as valuable as traditional college degrees?

- Yes: 68%
- No: 32%

If colleges offer all online courses should they reduce tuition or keep it the same?

- Reduce tuition costs: 83%
- Keep tuition costs the same: 17%

Source: Harris Poll COVID19 Tracker Wave 20
SCH10. Do you think online college degrees are as valuable as traditional college degrees?
SCH09. If colleges offer all online courses should they reduce tuition or keep it the same?
Thank you!

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

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