



Heart+Mind PulseSM

Wave 15
July 30, 2020

n=1,000 US adults age 18+
Online
Fielded July 21-23, 2020

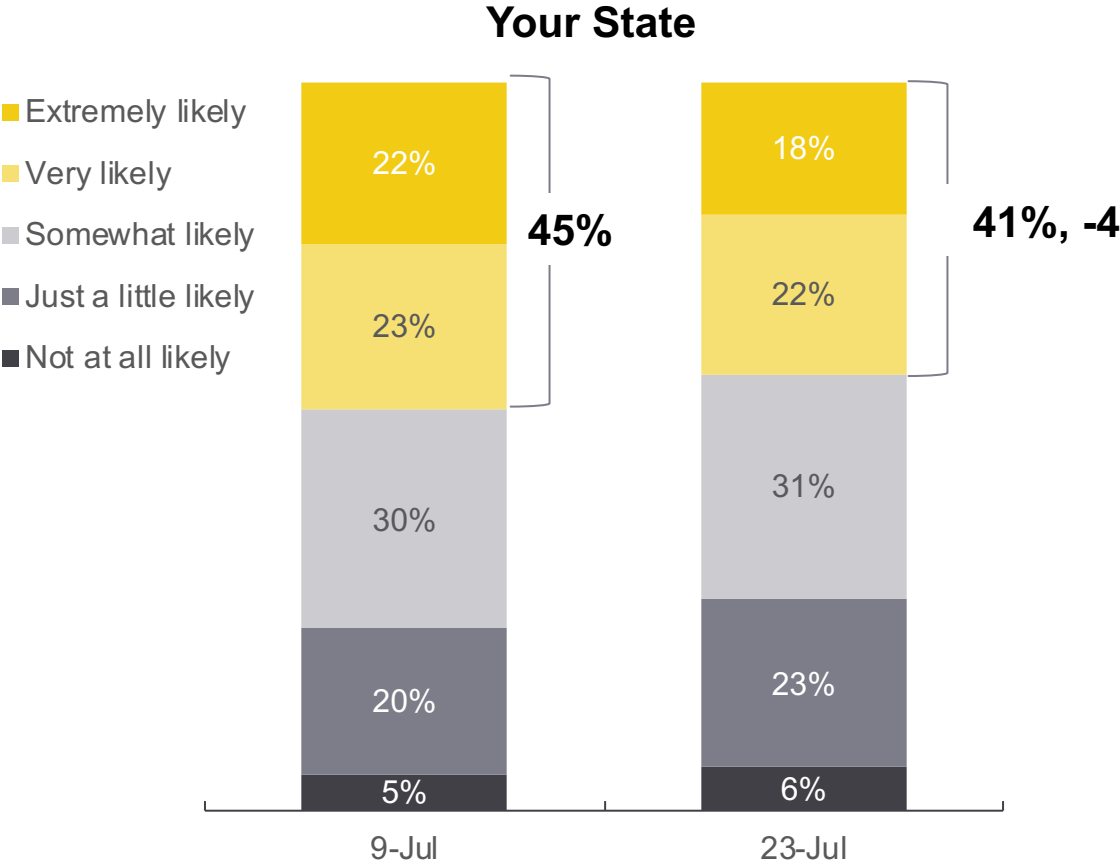
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202-870-1234

Learning to Live/Work/Play/Learn with the Virus

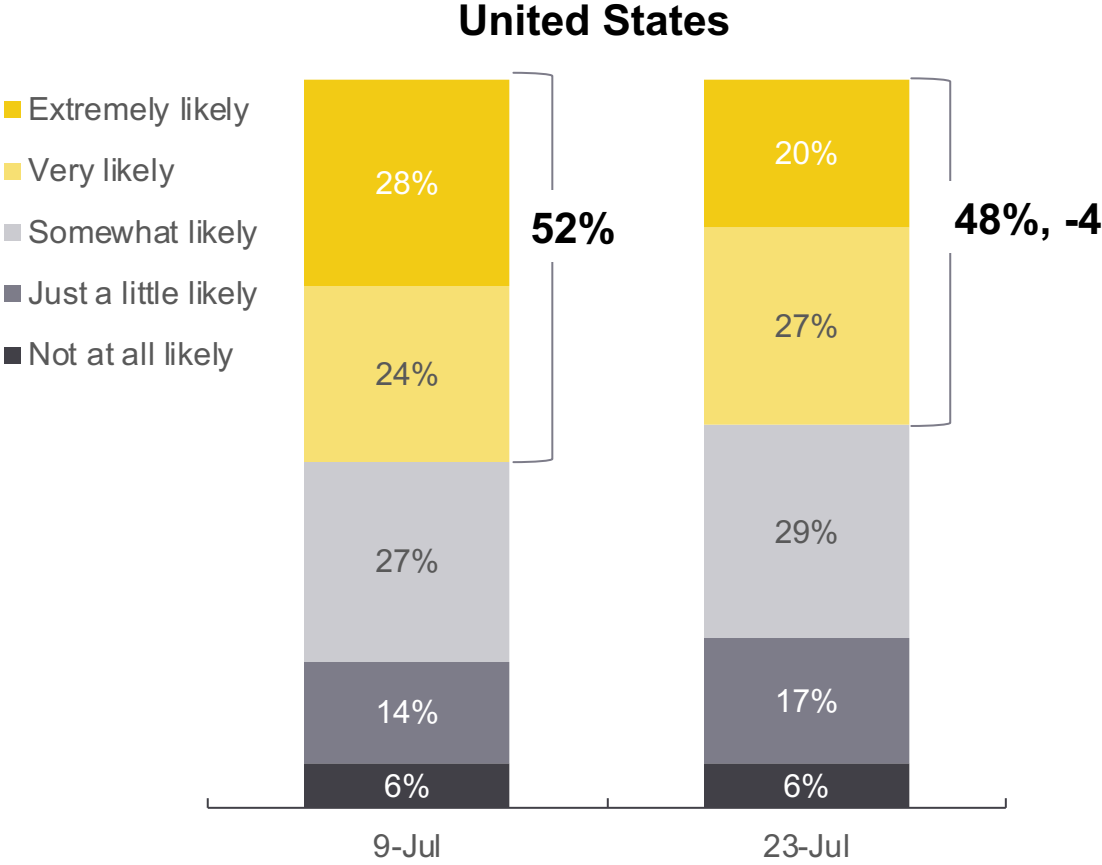
- Despite an increase in cases, and a recognition of that increase, Americans are less likely to believe there will be a second round of sheltering in place.
- An increasing number are returning to work, personal travel and day-to-day activities like worship services.
- The personal impact is seen as a long-term problem for the first time in our tracking.
- Economic outlook of Americans continues to sour.
- Americans more cautious but highly negative emotions like fear and anger are steady.

Americans less likely to believe a second "shelter-in-place" is coming

Q: How likely do you think it is that your state will see a spike in coronavirus cases that leads to a second shelter-in-place or stay-at-home order?



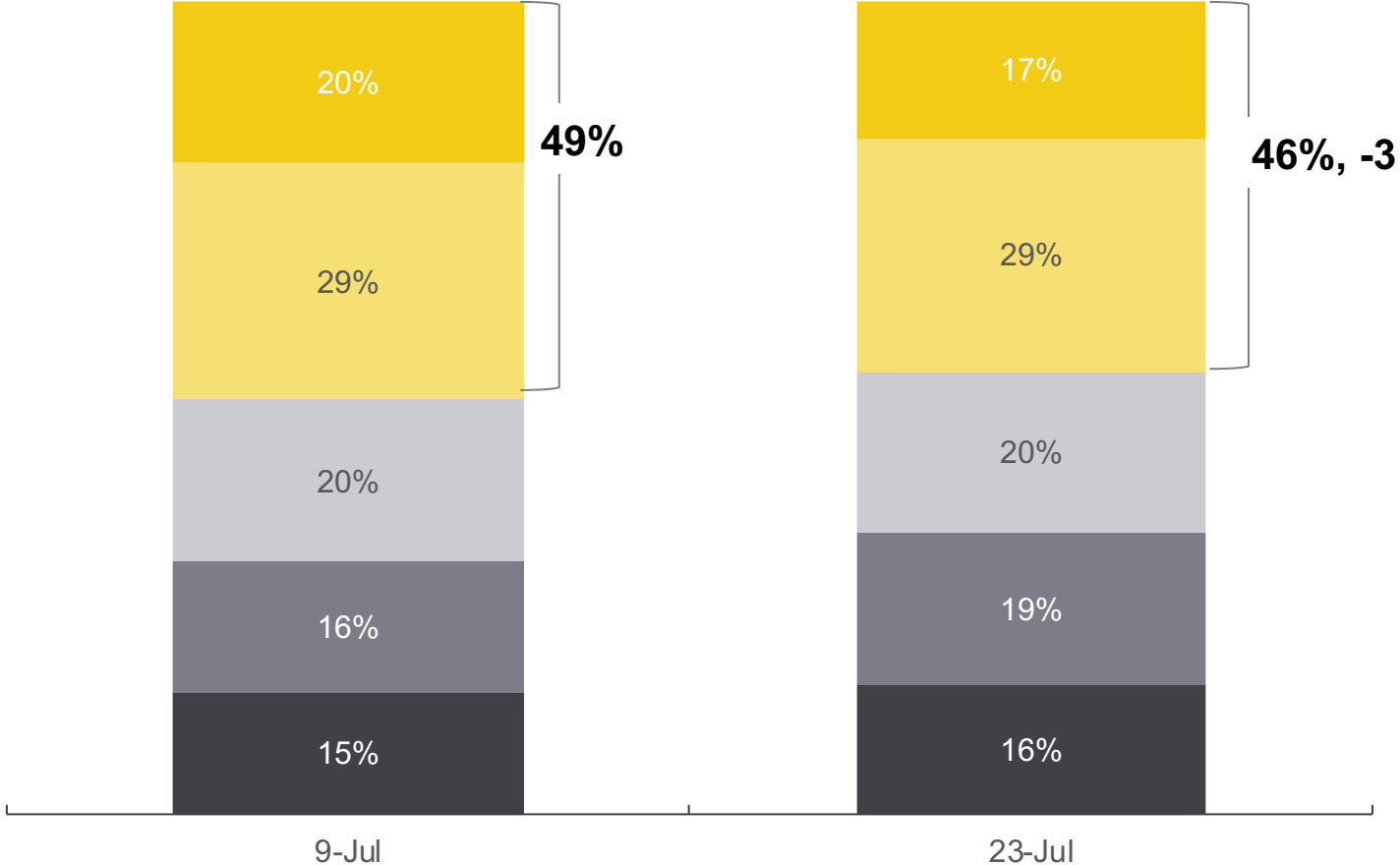
Q: How likely do you think it is that the United States will see a second wave of coronavirus cases in the fall that shuts down the economy again and leads to new stay-at-home and shelter-in-place orders?



Fewer Americans think we should stay shut until there is a vaccine

Q: The vast majority of the country should stay shut down until there is a vaccine or effective treatment for coronavirus.

- Completely agree
- Somewhat agree
- Neither
- Somewhat disagree
- Completely disagree

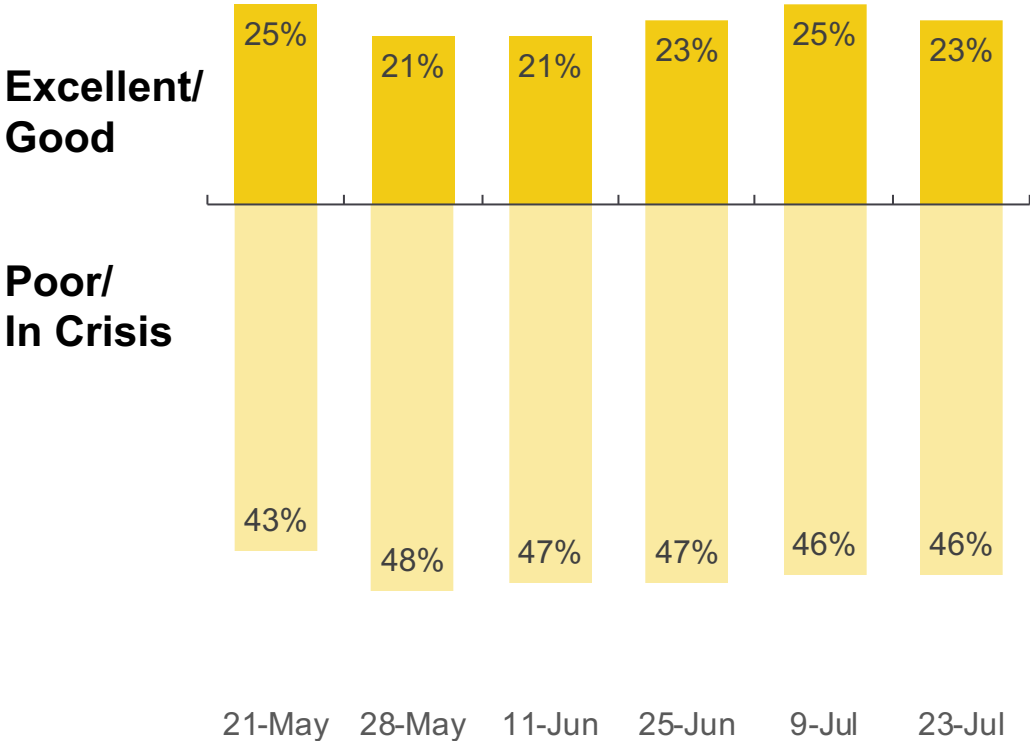


Americans see economy as worse off

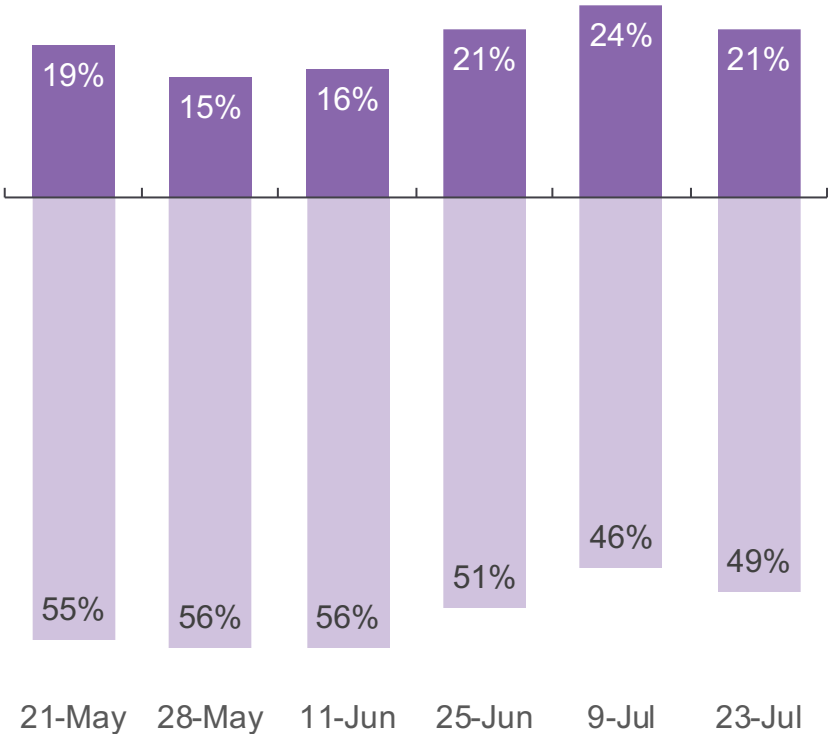
Q: How would you describe the state of public health in the US?

Q: How would you describe the state of the economy in the US?

State of Public Health

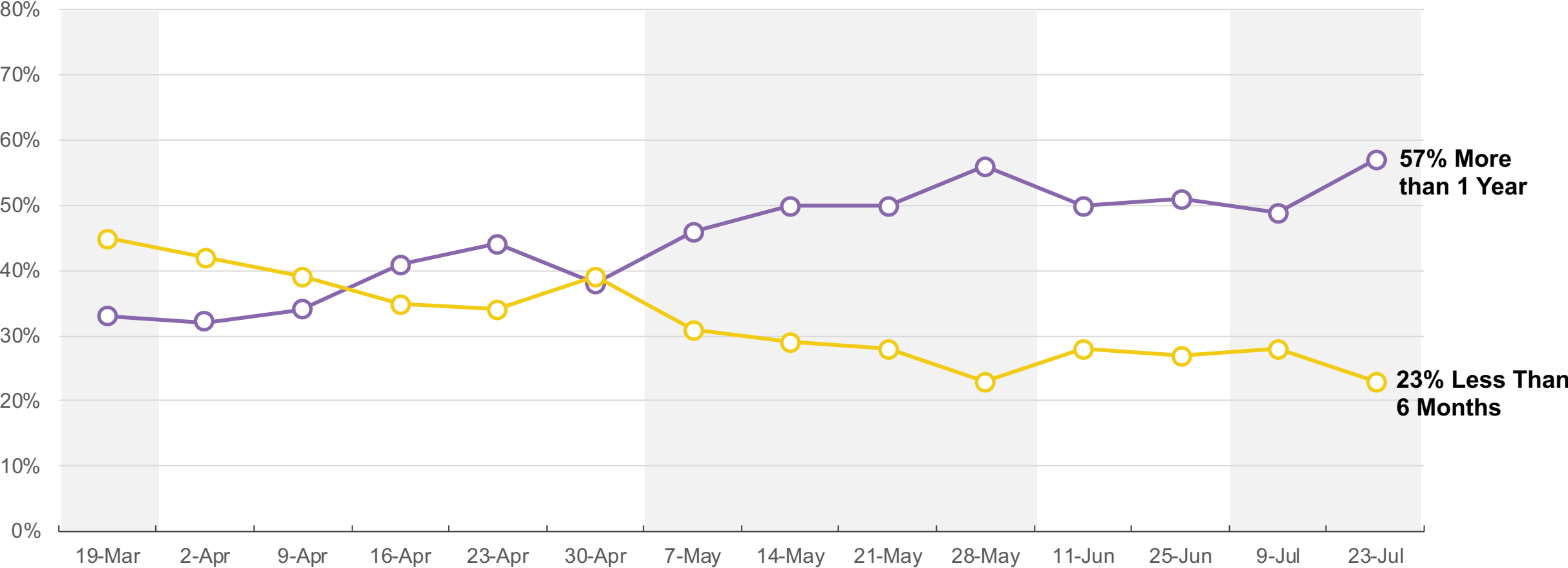


State of US Economy



Economic outlook continues to fall

Q: How long do you think the lingering impact of coronavirus would be to the overall economy?

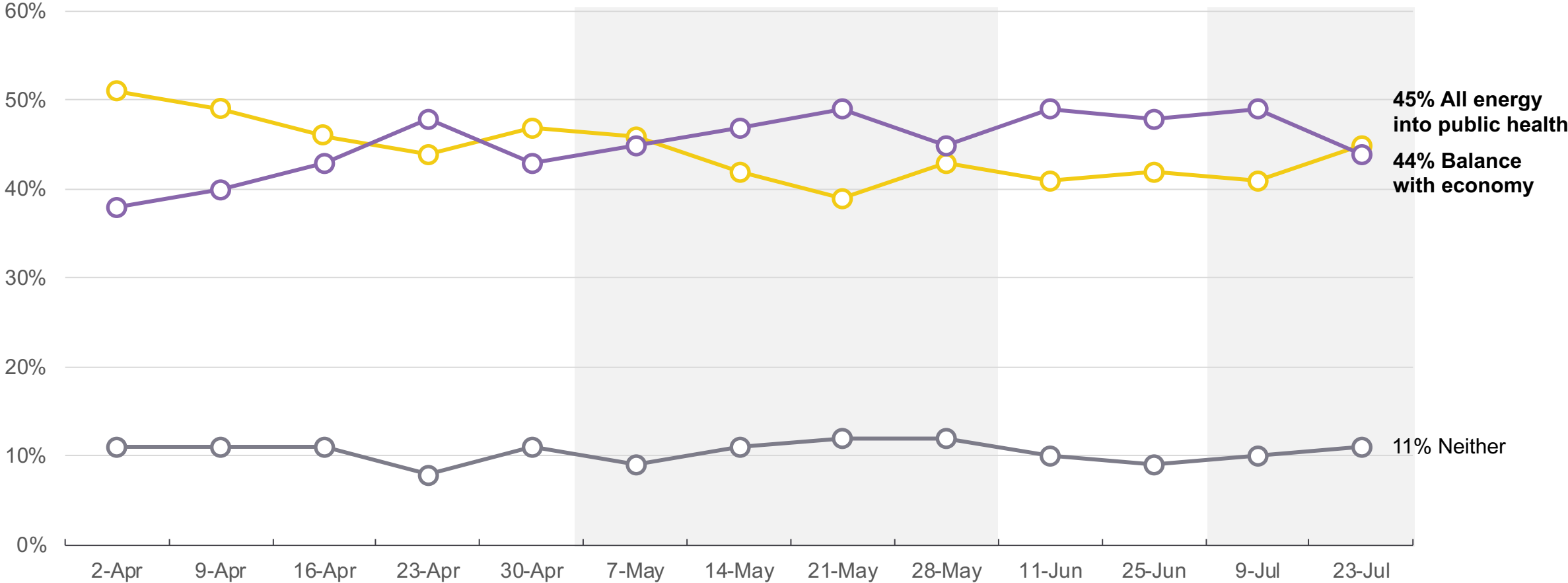


57% More than 1 Year

23% Less Than 6 Months

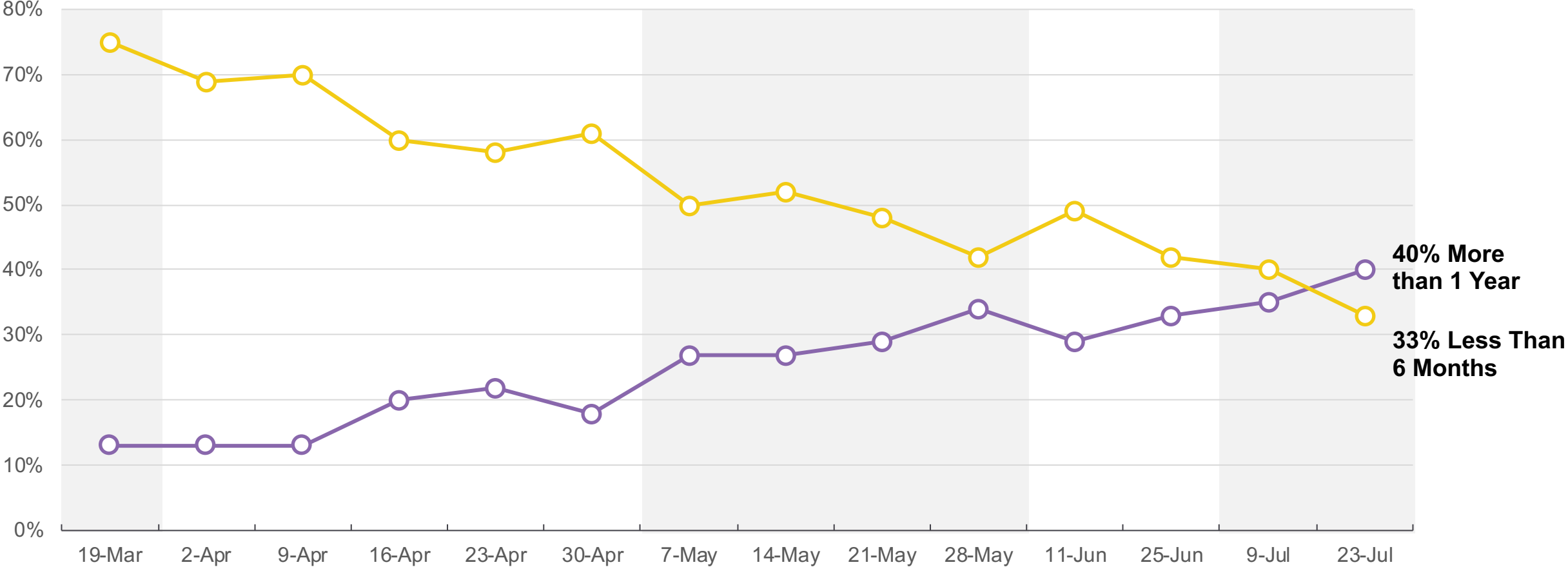
Call for balance between health and economy

Q: Please indicate which one you agree with more?



Personal impact now seen as a long-term problem

Q: How long do you think the impact of coronavirus will be to you personally?

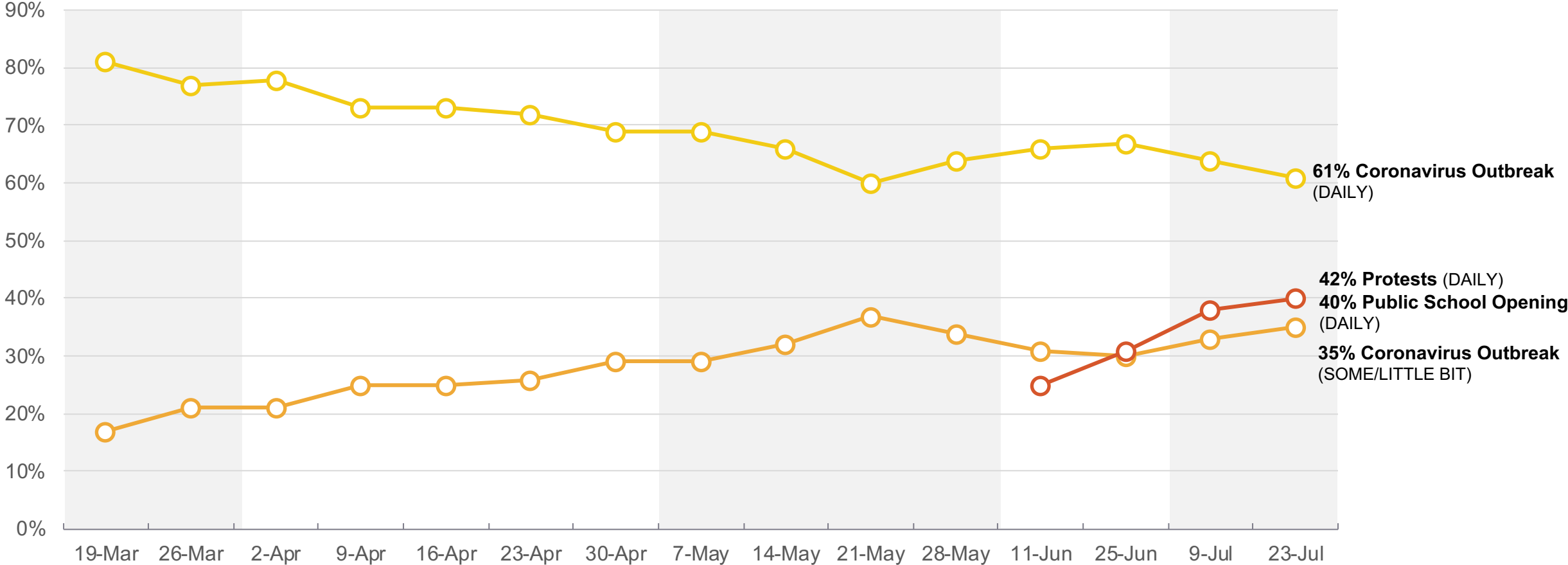


40% More than 1 Year

33% Less Than 6 Months

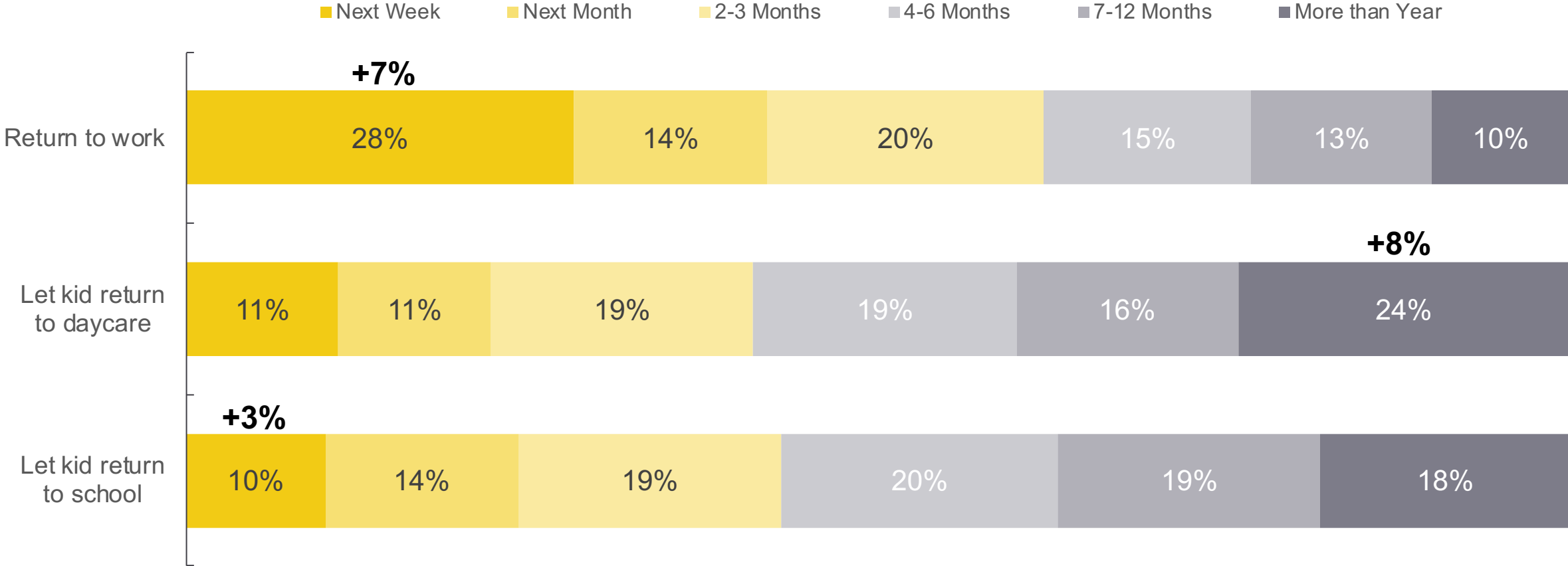
Americans increasingly stepping back from coronavirus news

Q: How closely have you followed news stories about each of the following?



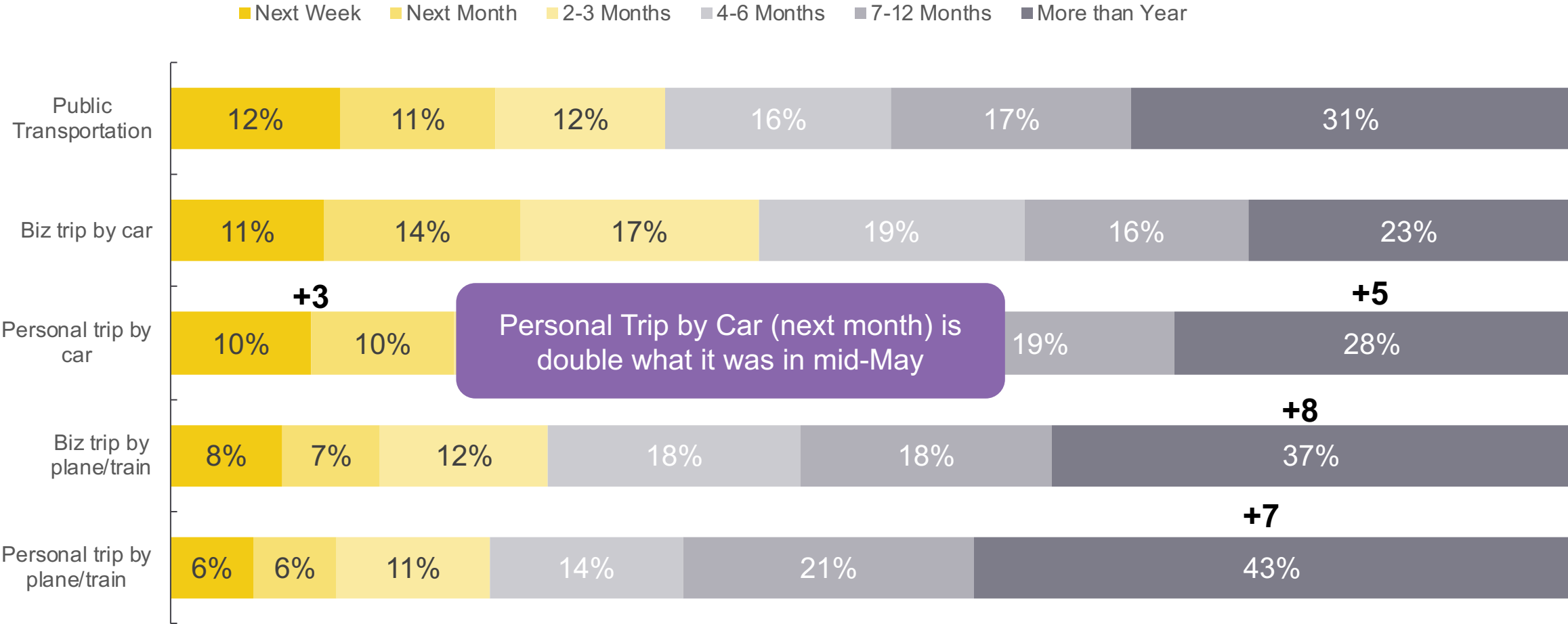
Rising numbers expect to return to work

Q: When are you likely to do each of the following?



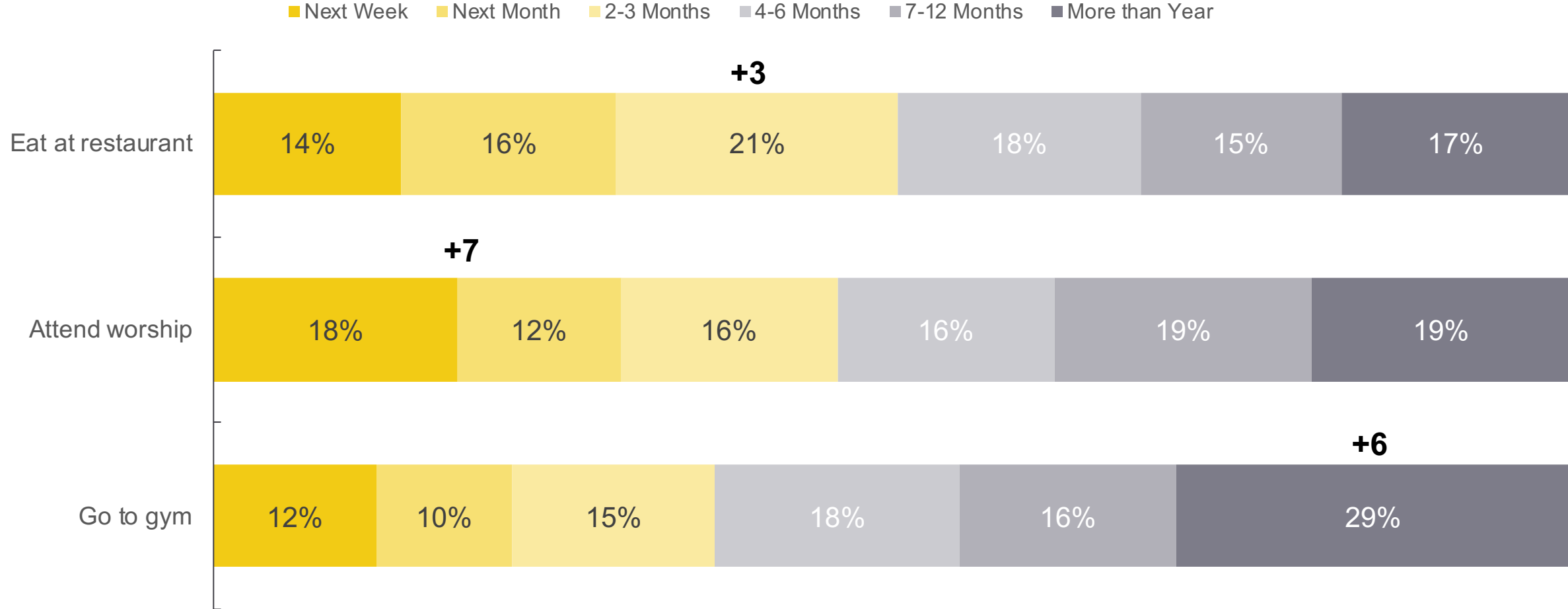
Personal travel continues to slowly trend upward

Q: When are you likely to do each of the following?



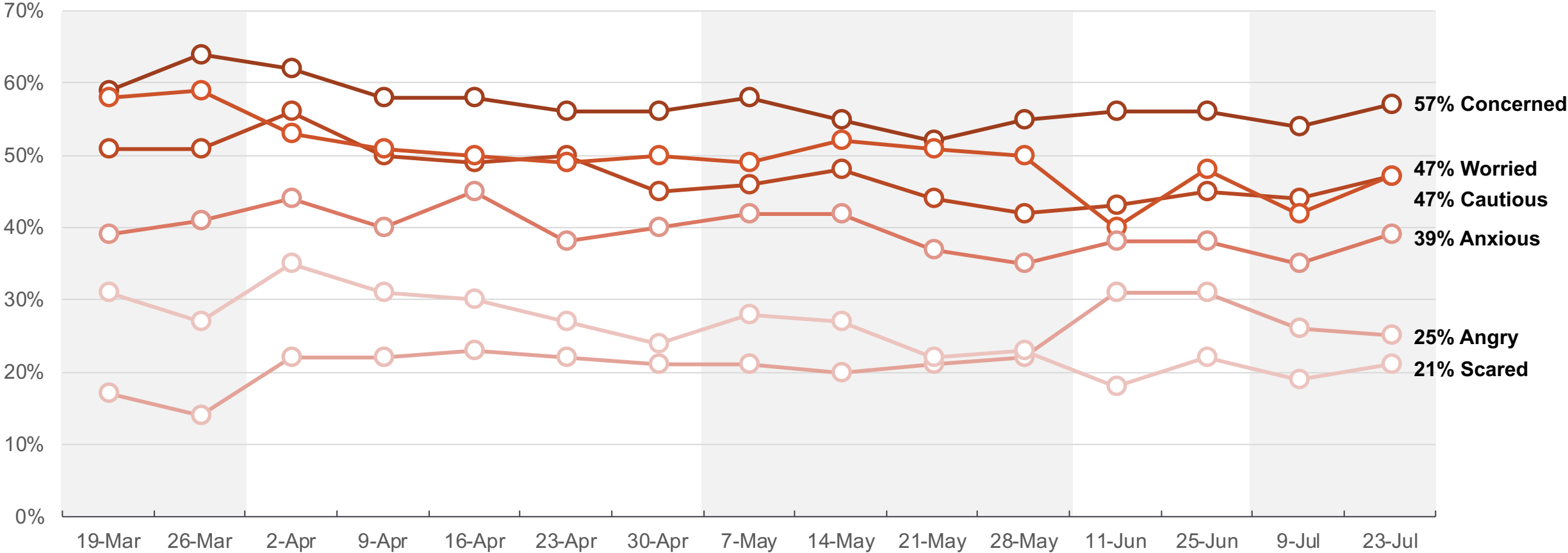
Worship attendance up

Q: When are you likely to do each of the following?



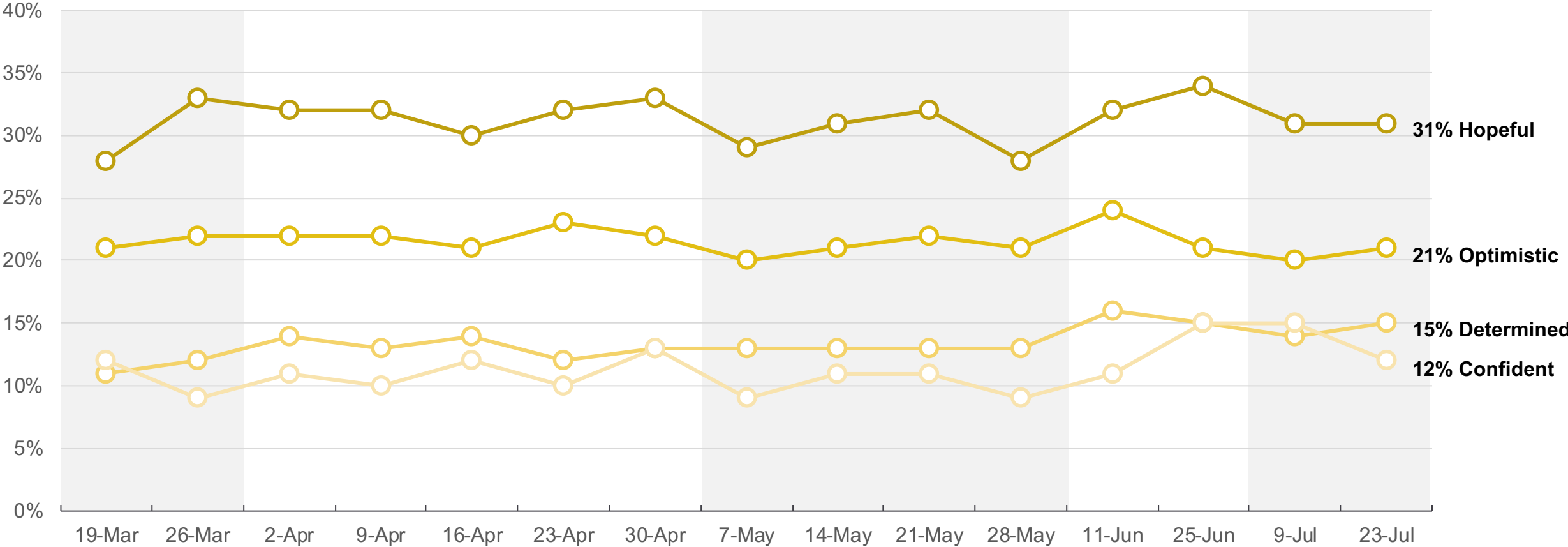
Uptick in emotions of trepidation

Q: Please select the words below that best describe the way you feel right now **in light of current events**.



Positive emotions remain flat

Q: Please select the words below that best describe the way you feel right now **in light of current events**.



Freedom increasingly declining, Americans concerned about social order and security

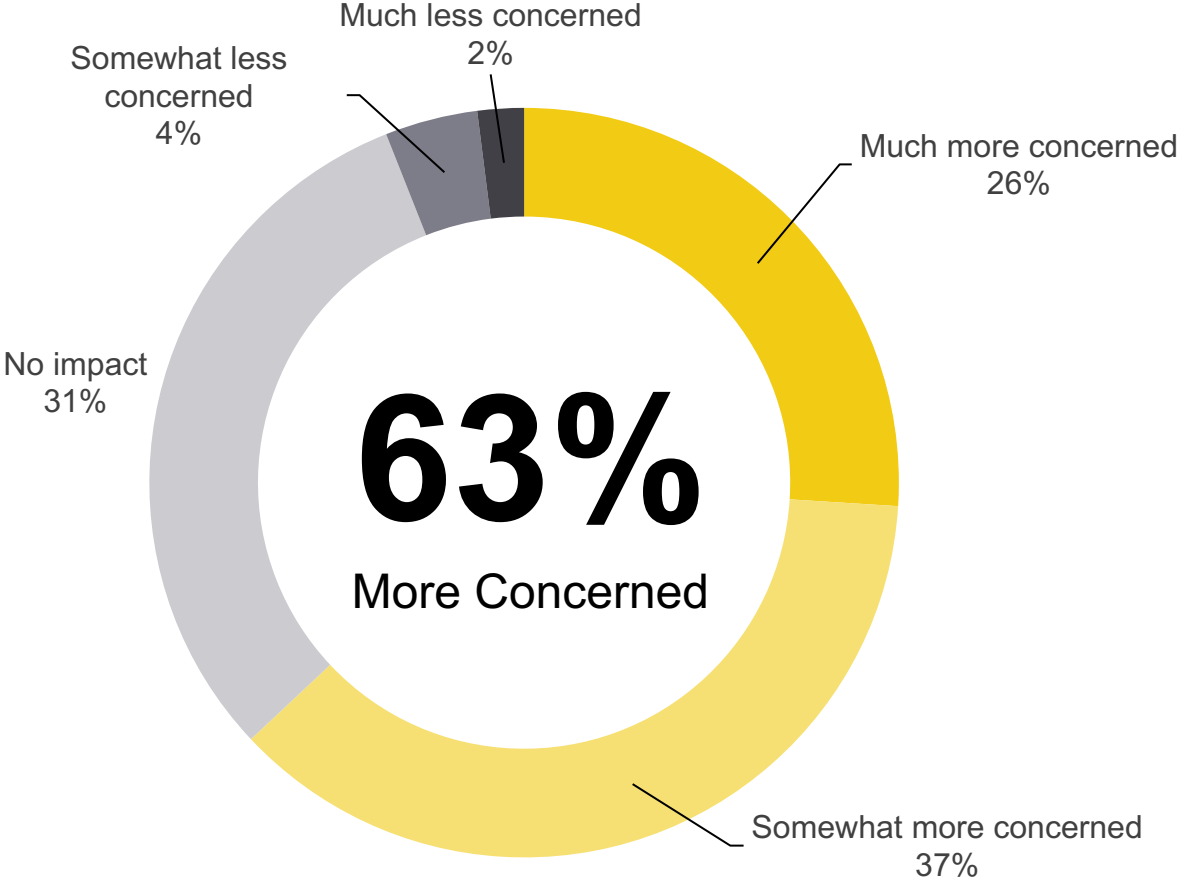


Financial Security



Our financial security has been shaken

Q: How has COVID-19 impacted your feelings on being financially secure?



Most acute among:

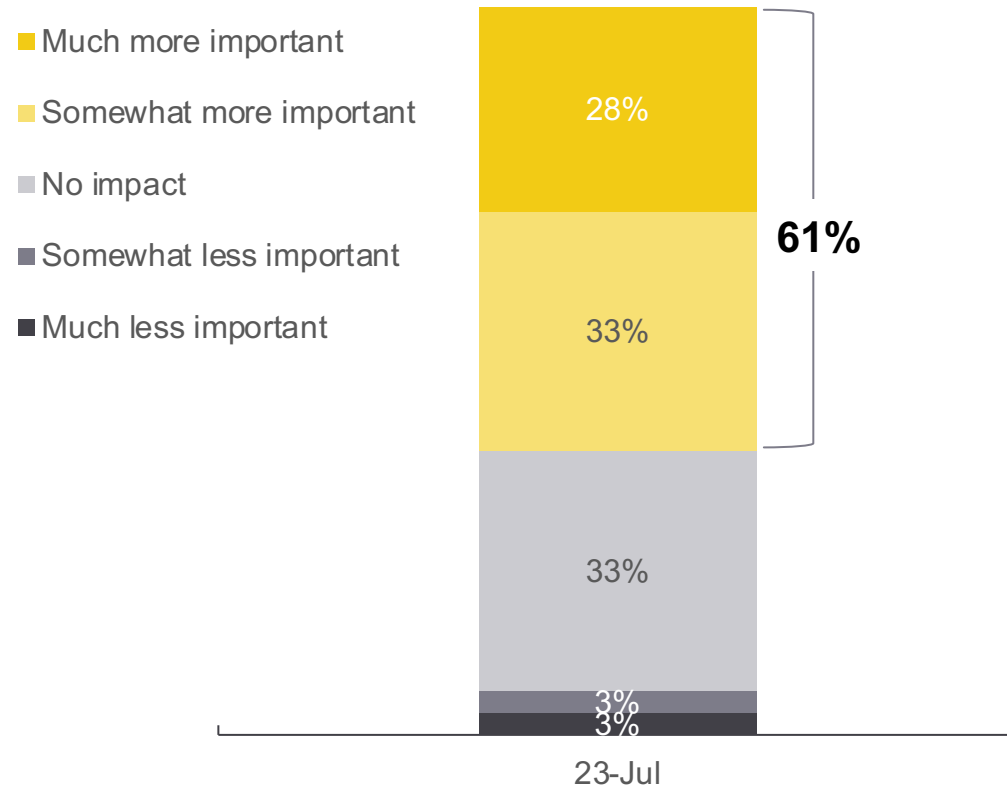
- 35-44 years old
- Women
- African Americans
- Kids at home

- Not driven by income

- Concern led by those working full time

Pandemic brings recognition on importance of having a financial plan

Importance of Having Financial Plan



Importance heightened among:

- Business owners
- Kids at home
- Urban dwellers
- Those who have noted these times cause feelings of anxiety, fear and being scared

Those with a plan or planner report different intensity of positive emotions related to these times

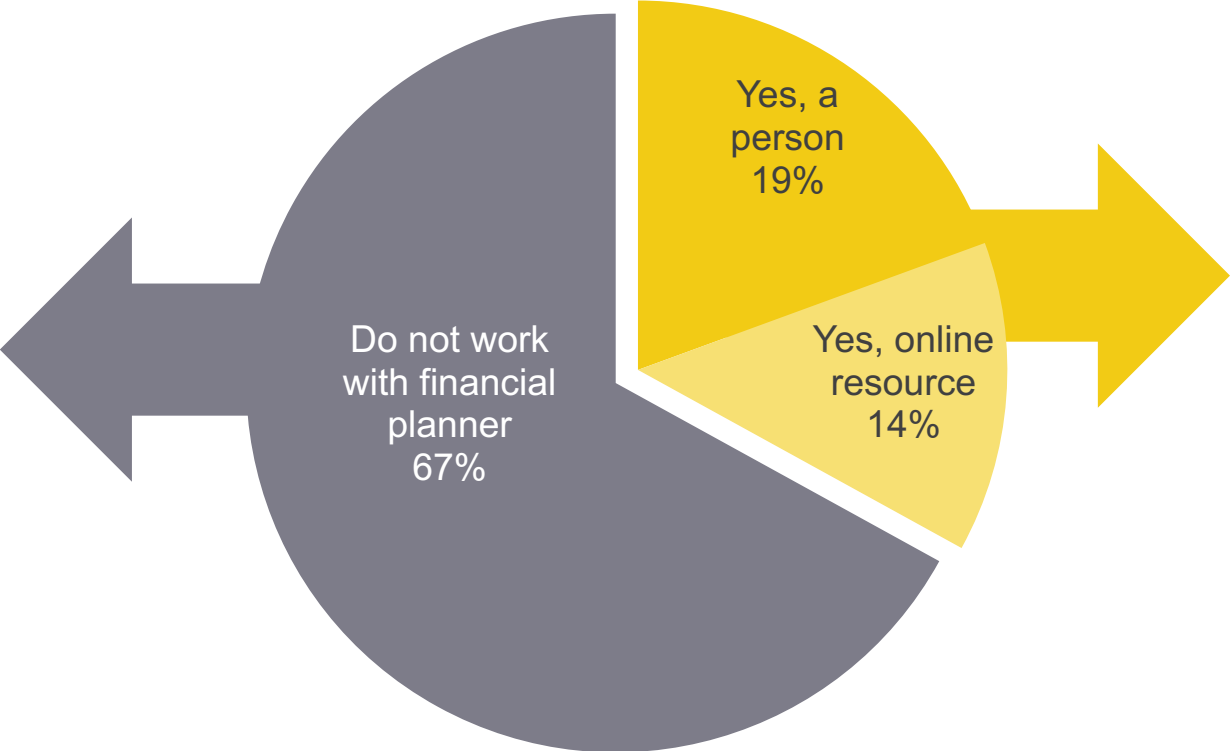
Working with Financial Planner

Significantly more report being:

- Concerned
- Cautious

No plan/planner over indexes among those

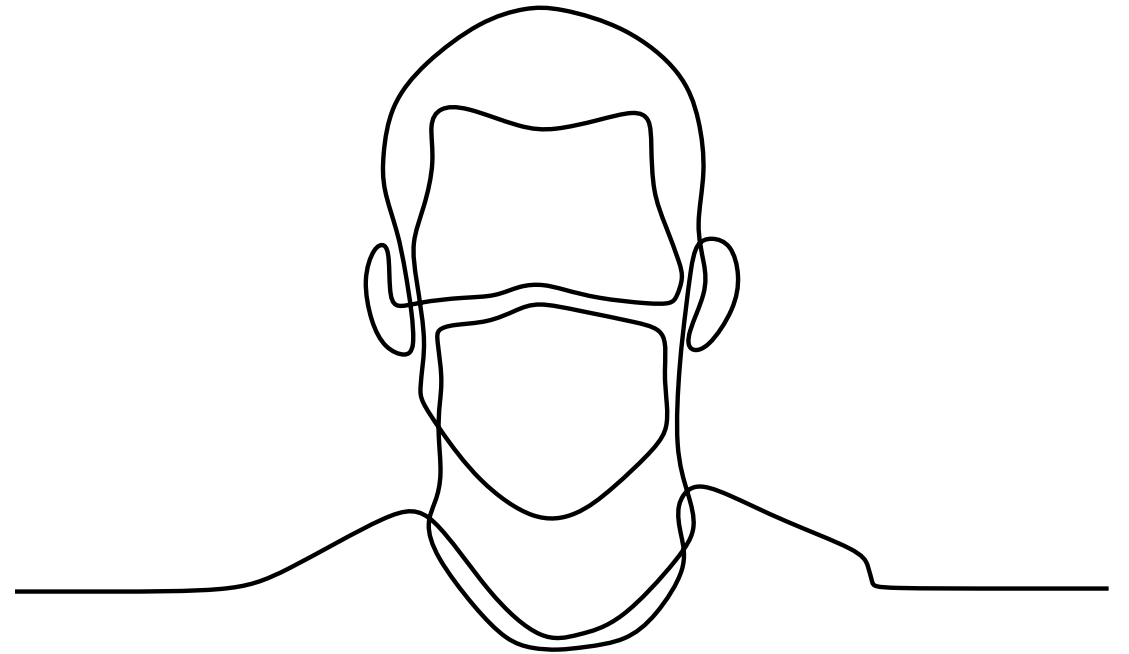
- Worried
- Scared
- Angry



Significantly more report being:

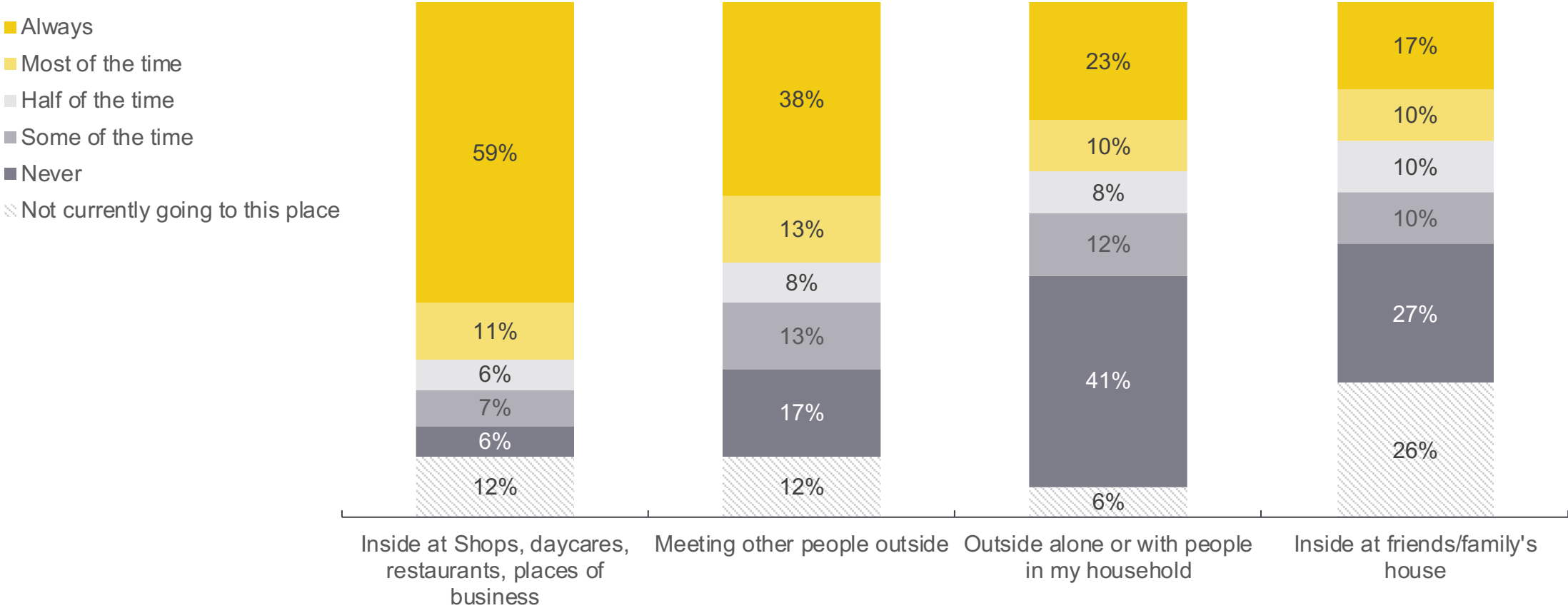
- Confident
- Supported

Masks



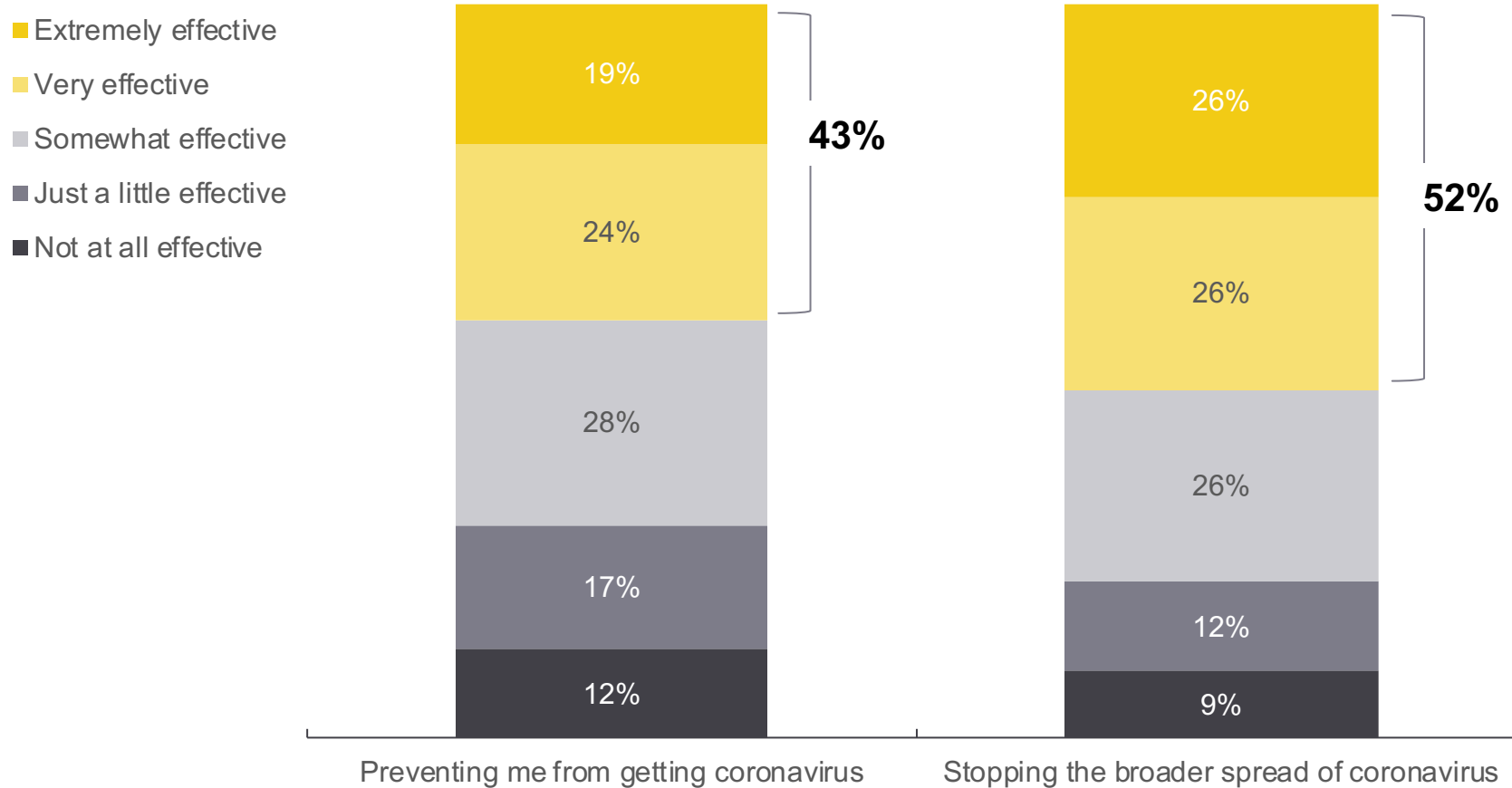
Majority of Americans largely wearing masks inside places of business

Q: How often do you wear a face mask when you are outside of your home in each of the following situations?



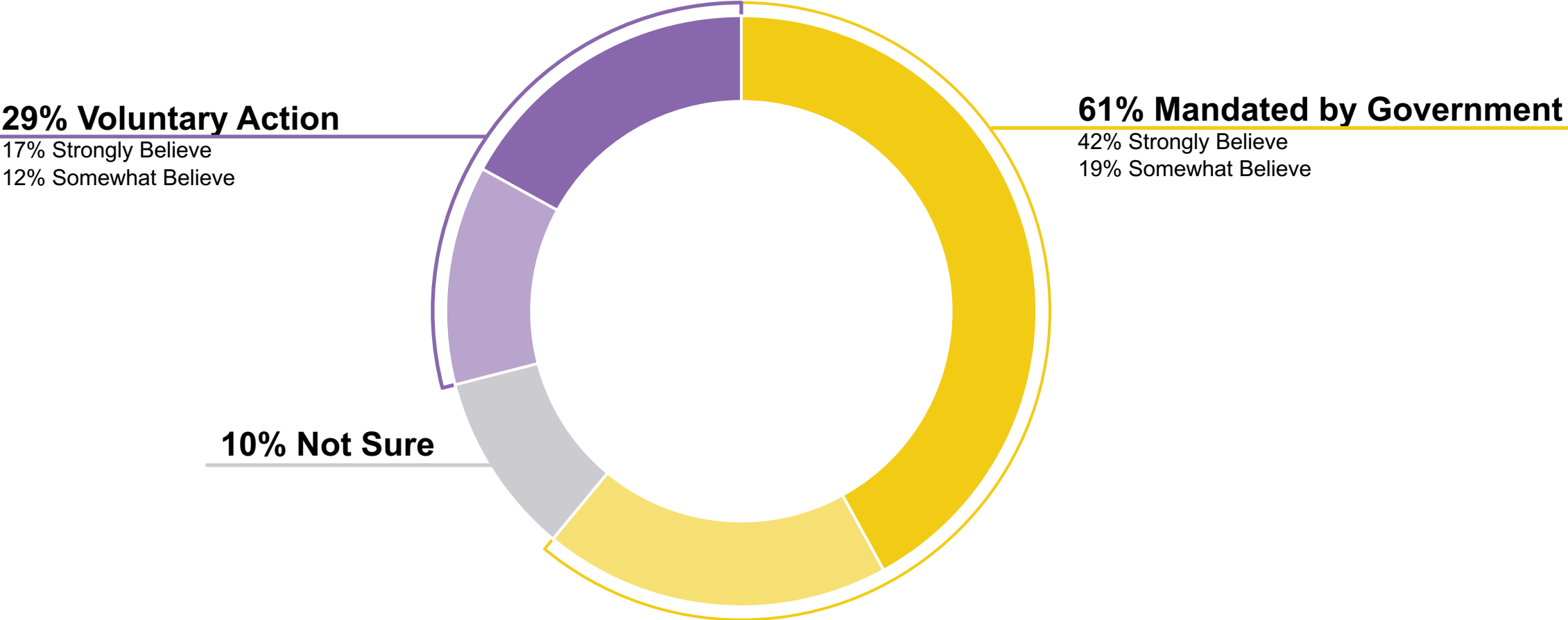
Just half of Americans think masks are very effective

Q: How effective do you think masks are at each of the following?



Despite questioning effectiveness, majority want to see government require masks

Q: Do you believe wearing a face mask in public should be mandated by the government or a voluntary action?



Most Americans think ignoring mask mandates should be punished through fines

Q: If wearing a face mask in public is made mandatory by the government, which do you think is the most appropriate punishment for not wearing one?

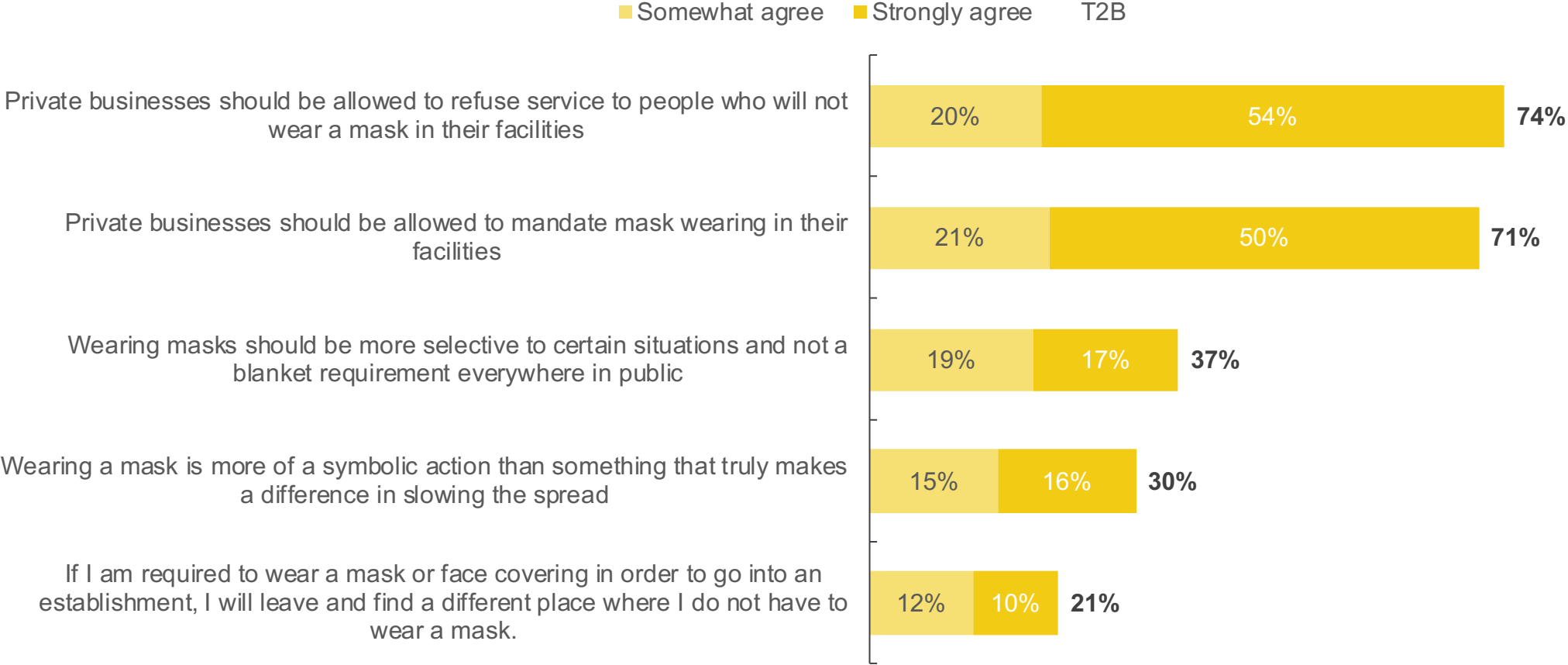


76% Civil Citation,
like a parking ticket

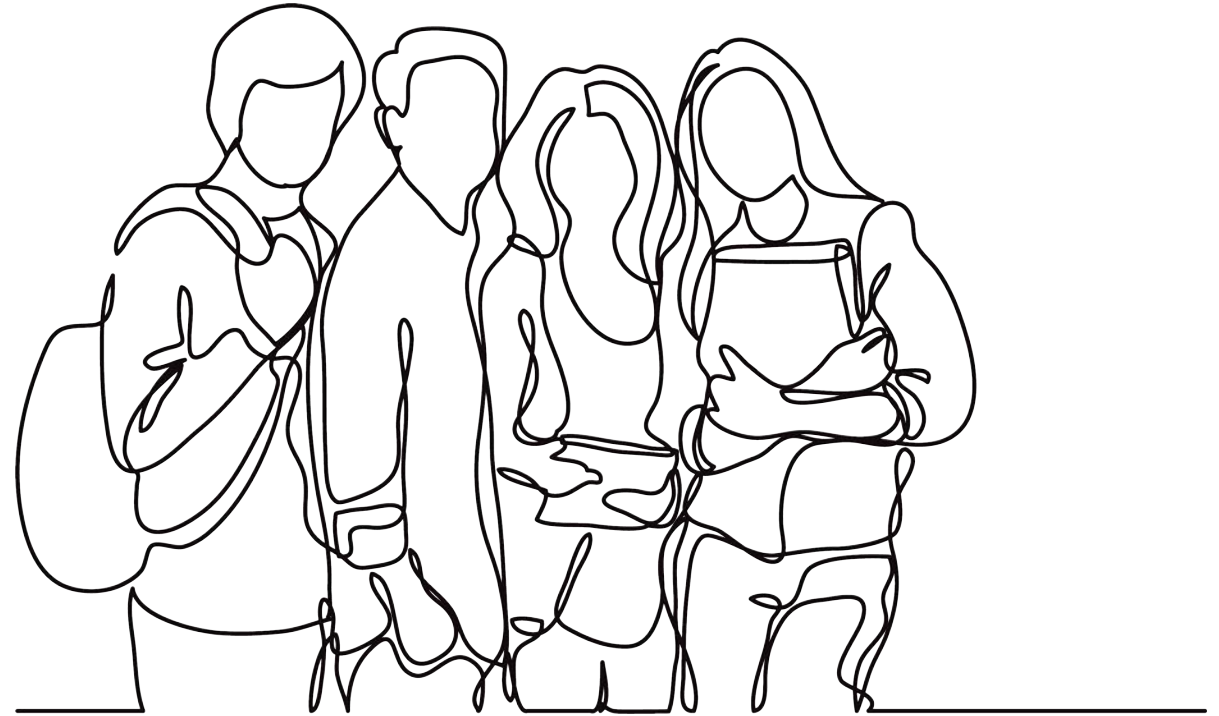
24% Arrest and
Criminal Charge

Private businesses should be able to make their own mask requirements

Q: How much do you agree or disagree with each of the following statements?

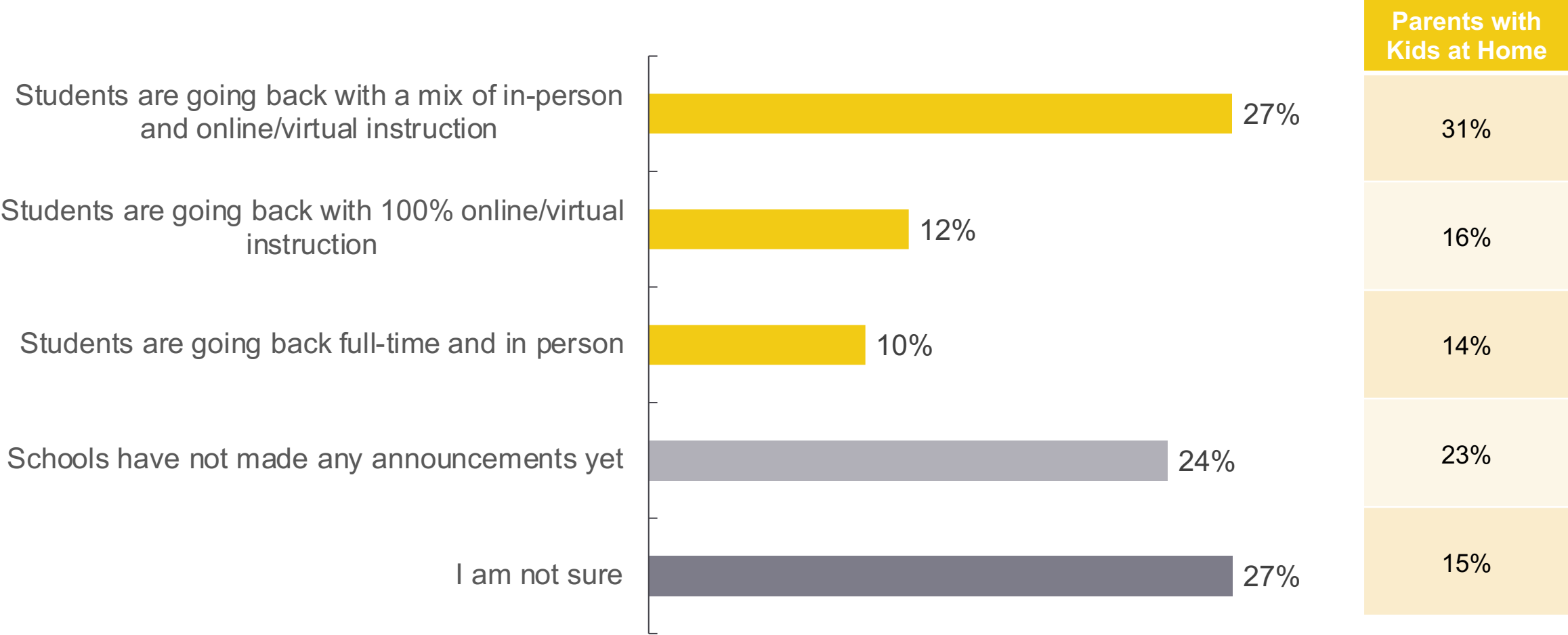


Parents and Schools



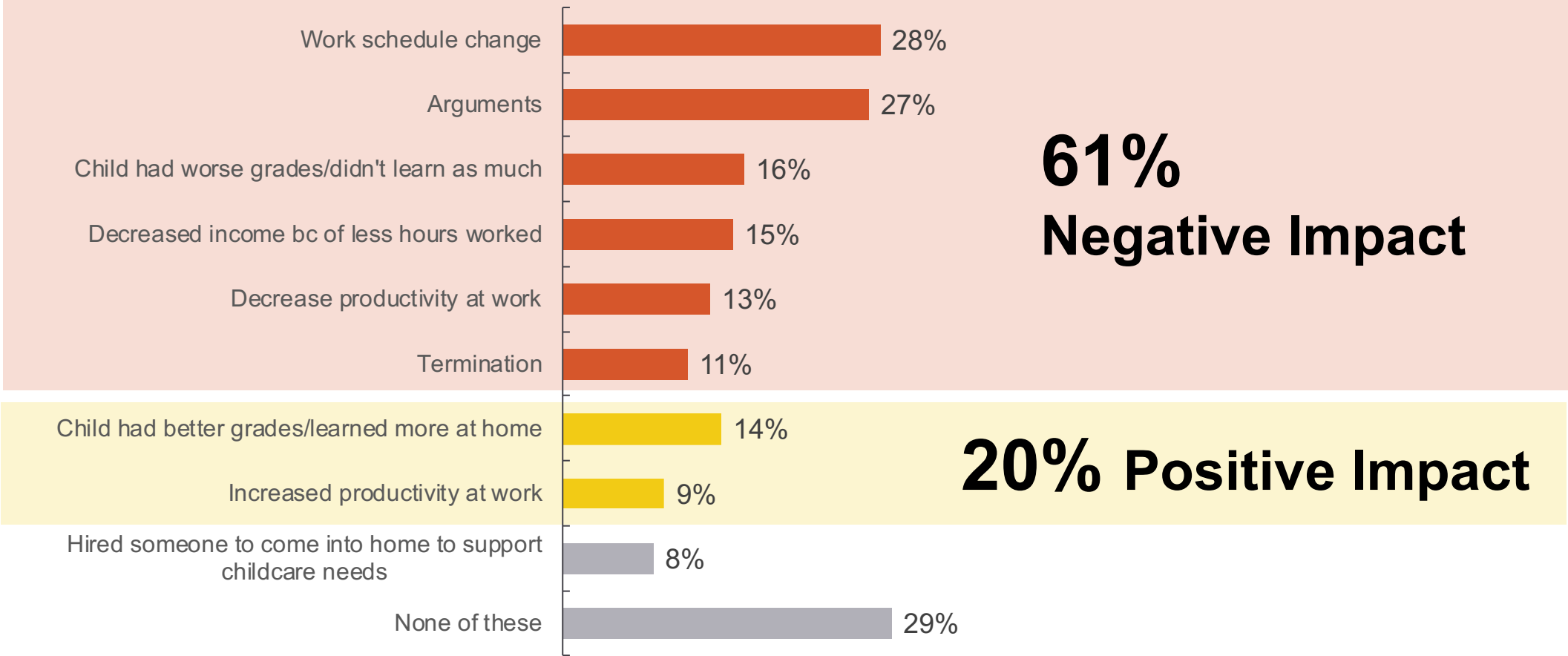
One-quarter of parents are still waiting for school announcements

Q: Has the public school system in your area announced its plan for the 2020-2021 school year?



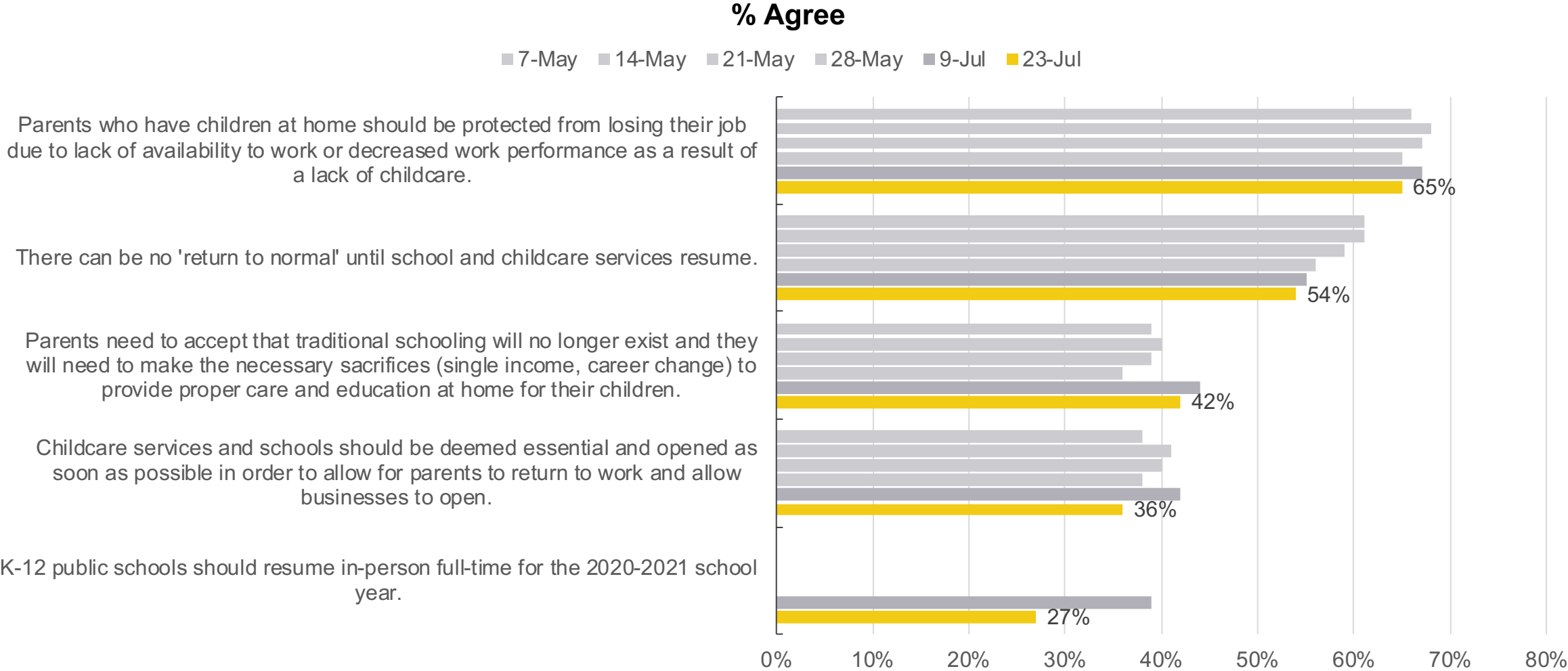
School and daycare closures are hitting families hard

Q: Which of the following, if any, have you experienced as a result of school and daycare closures?

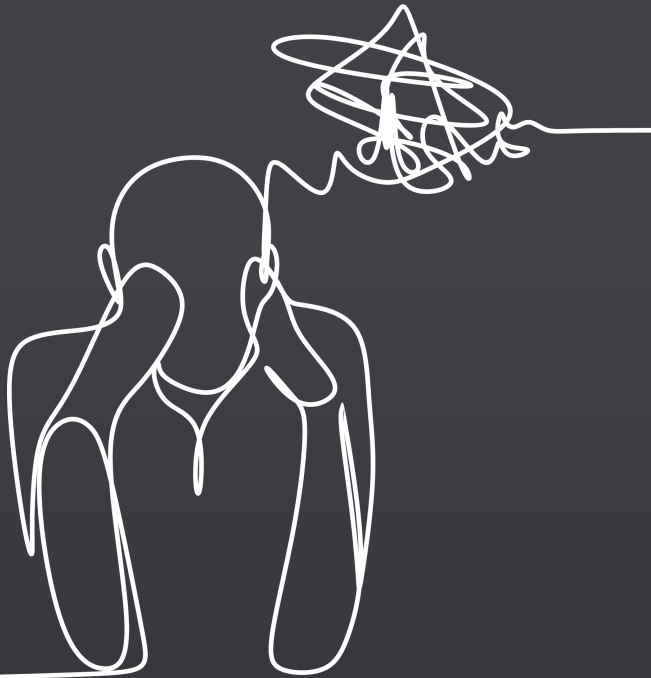


Less support for opening schools for in-person instruction

Q: Below are a series of statements. Please indicate whether you agree or disagree with each.



What does all this mean?



1. Americans are primed and ready for solutions. Offer them.
2. A critical mass of people are unlikely to tolerate a second shelter in place but need flexibility from employers/businesses/other commitments to feel at ease given the public health situation.
3. A recession/depression style economy is still looming – next steps will be very dependent on actions from Congress.