

# COVID-19 CONSUMER RESEARCH WAVE 21 EXECUTIVE SUMMARY

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July 24-26, 2020

**MDC** and **The Harris Poll** have partnered to conduct research to monitor the pulse of the American Consumer. The charts on the pages that follow provide insight into current consumer attitudes and behavior and can be used to help navigate the changing industry landscape.

Highlights from Wave 21 of **The Harris Poll** COVID Tracker show that fear continues, even as cases begin to show signs of leveling off. Perhaps sensing the worst is over, fear of ventilators declined 4 pts to (74%) of Americans. Yet fear of leaving the house is up 6 pts to (83%). American activities including near term returns back to the office, going out to dinner, gyms, etc all become more conservative.

Perhaps the most interesting stat this week is the number of Americans who say they ‘fear of dying from COVID’ and those saying they ‘fear of losing their job’ both at a majority (56%). For weeks, these two anxieties have intertwined like deadly snakes in a trade-off that was unimaginable five months ago. Fear of public transportation, returning to work, etc. are all underpinning these numbers.

We hope this information proves useful to you and your team as you address these changes in real time and strategize for your next moves.

As always, we are here to help. Please don’t hesitate to contact us with any questions you may have.

Positively,

**Ryan Linder** & The MDC Family





# WAVE 21

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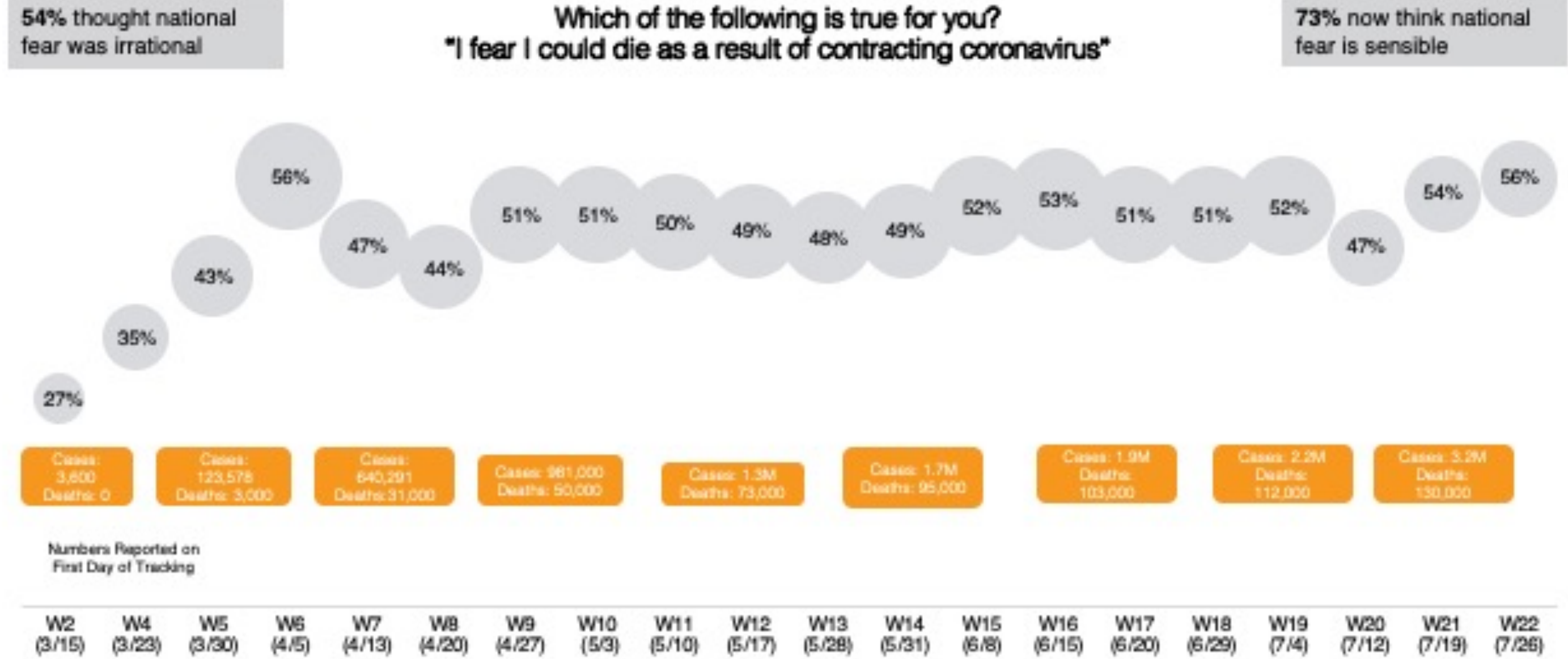
## WAVE 21 INTRODUCTION

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The following research was conducted between **July 24-26, 2020** by The Harris Poll. Fielded among a nationally representative sample of **1,998** U.S adults, the newest research demonstrates how consumers' perceptions are rapidly shifting as new developments emerge.

**THE HARRIS POLL:  
COVID-19 IN THE U.S.**

# American Fear Remains Ever- Present Even as States Reopen

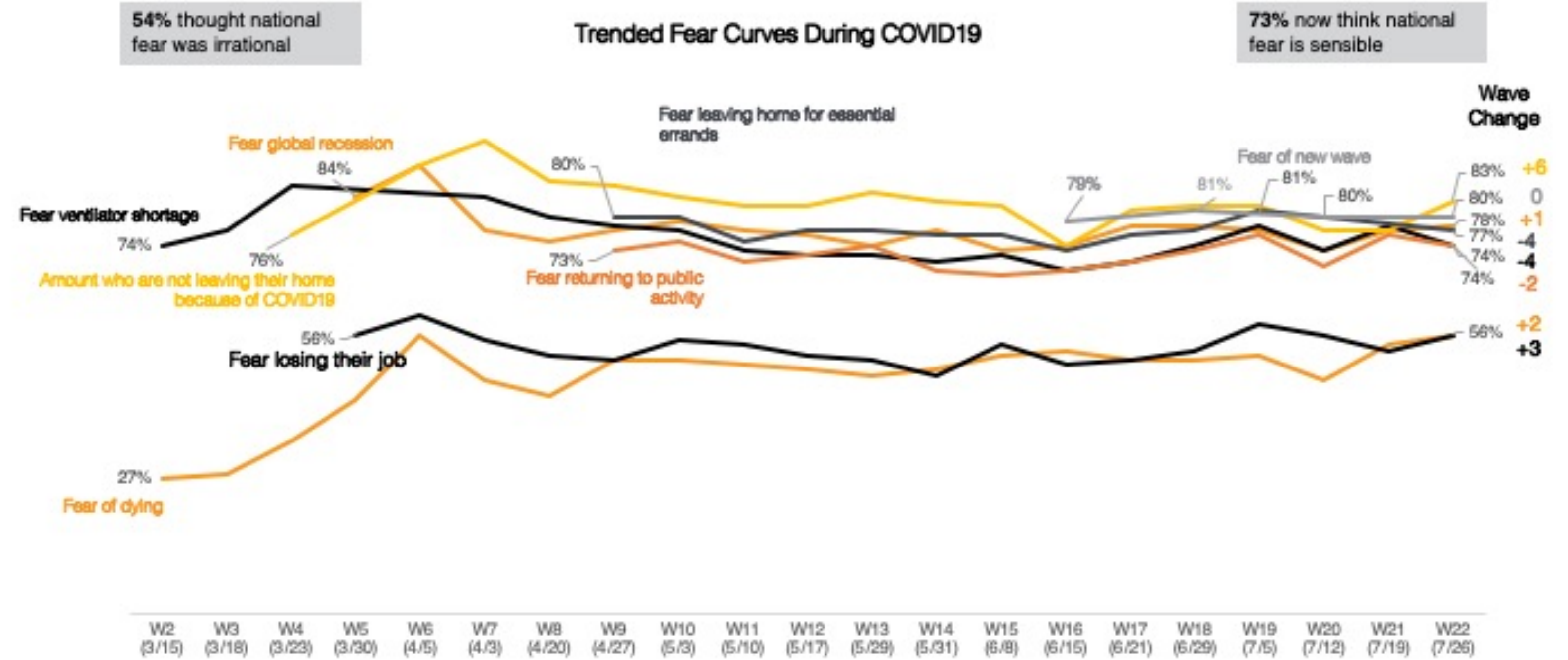


Source: Harris Poll COVID19 Tracker Wave 15  
 BASE: GENERAL PUBLIC W2 (2020); W3 (2020); W4 (2020); W5 (2020); W6 (1993); W7 (2013); W8 (2020); W9 (2020); W10 (2020); W11 (2020); W12 (1981); W13 (1998); W14 (1985); W15 (1989); W16 (1983); W17 (1982); W18 (3151); W19 (1957); W20 (1974); W21 (1970); W22 (1986)  
 Q18 Which of the following is true for you? I fear I could die as a result of contracting coronavirus/ I do not fear that I could die as a result of contracting coronavirus



THE HARRIS POLL:  
COVID-19 IN THE U.S.

# The Task for Communicators: Lifting the Curtain of Fear

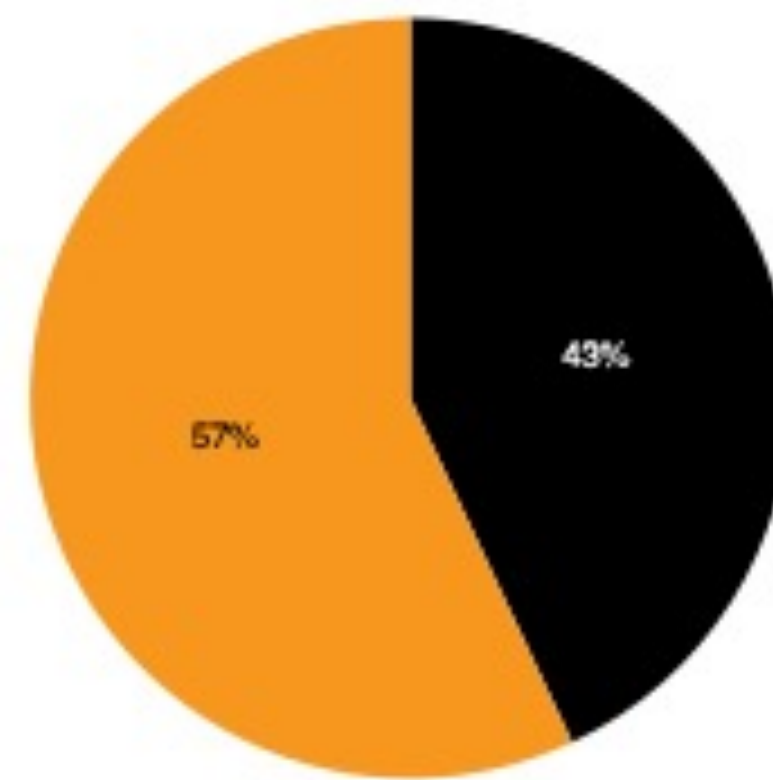




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COVID-19 IN THE U.S.

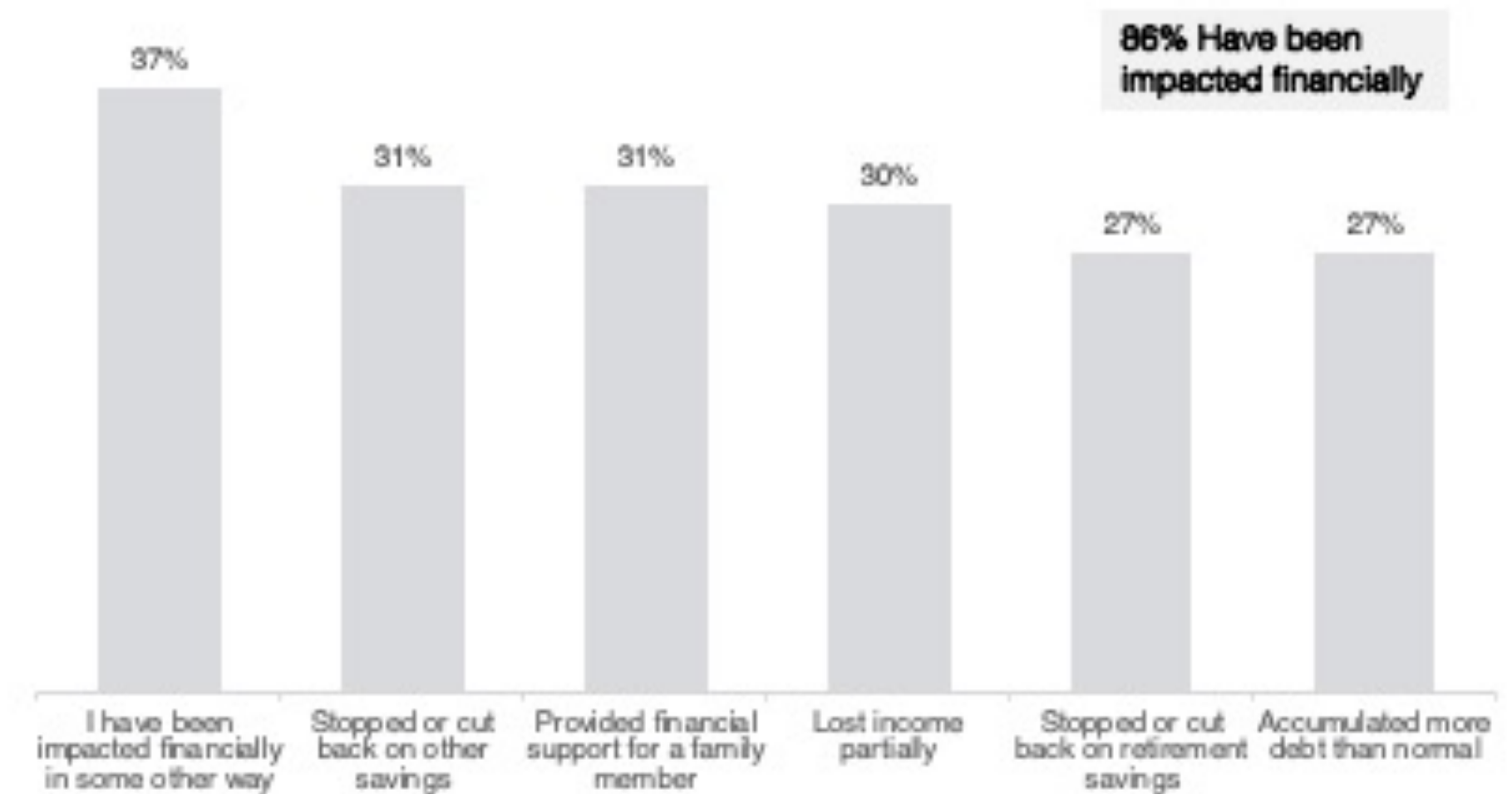
# Americans Say Economic Impact Will Have a Bigger Effect Personally Than the Virus Itself

Which do you think will have a bigger effect on you and your family?



■ Coronavirus/COVID-19 itself  
■ The economic impacts of the coronavirus pandemic

As a result of the current pandemic, have you or your household been impacted financially in any of the following ways?



Source: Harris Poll COVID19 Tracker Wave 22  
BASE: GENERAL PUBLIC W22 (1,989)

L101 Which do you think will have a bigger effect on the life of you and your family?

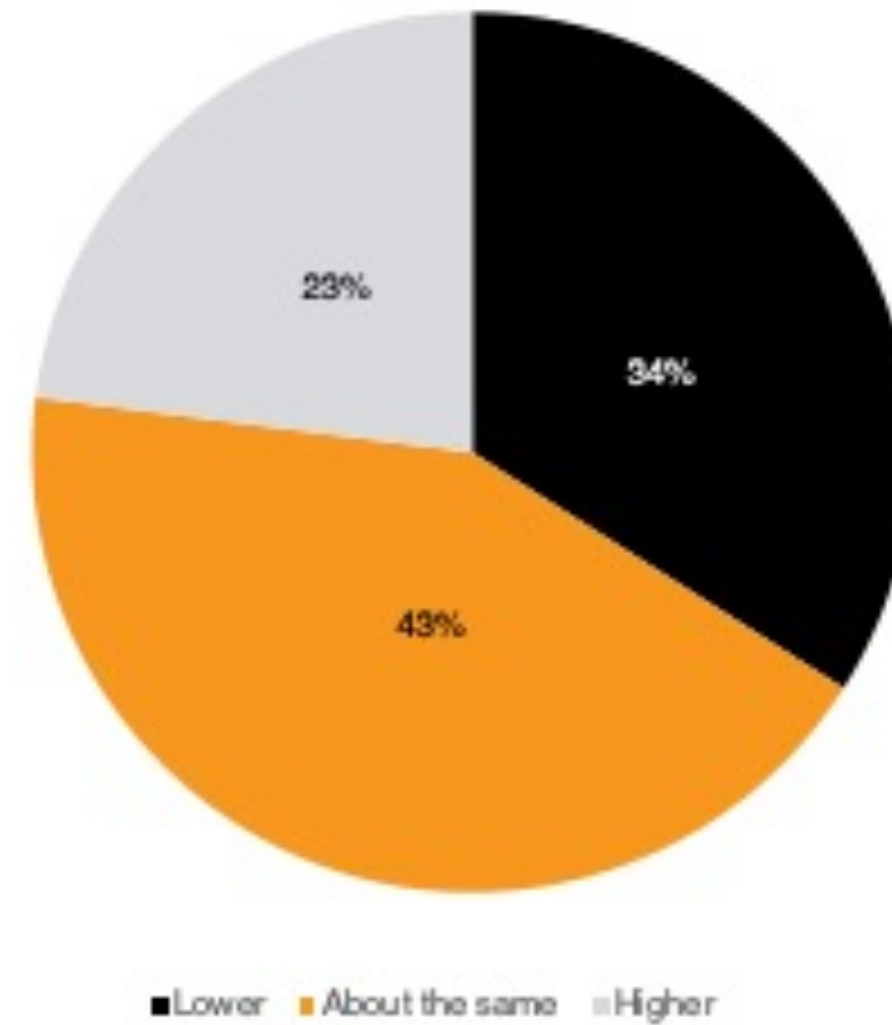
EMP05 As a result of the current pandemic, have you or your household been impacted financially in any of the following ways?



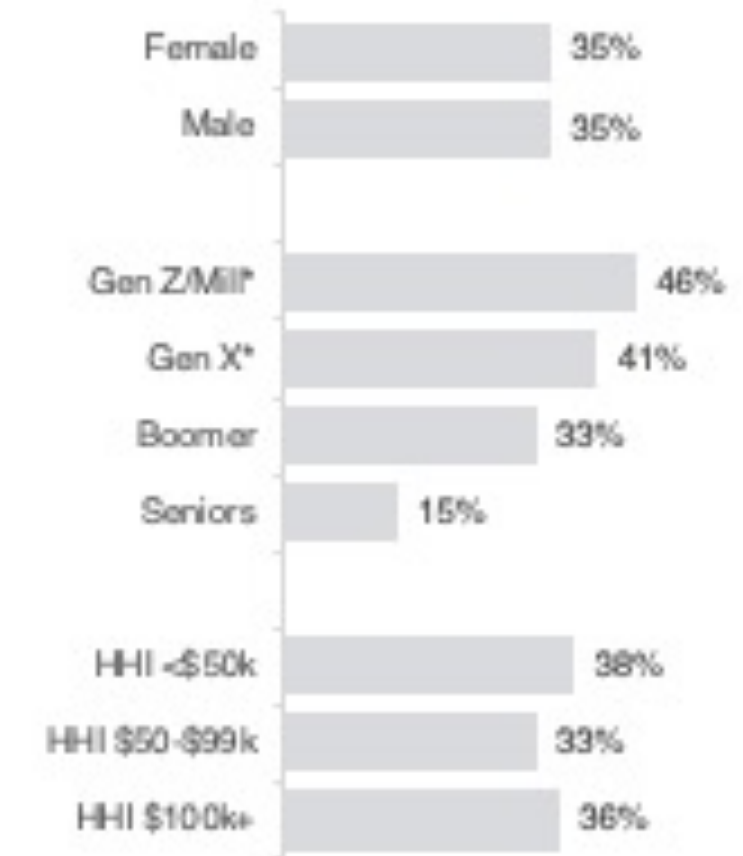
THE HARRIS POLL:  
COVID-19 IN THE U.S.

# Over a Third Expect Lower Income in 2020 and Are Seeking New Sources of Income

Do you think your income in 2020 will be lower, higher or about the same as it was in 2019?



35% have sought out new/additional sources of income



\*Statistically Significant Difference

Source: Harris Poll COVID19 Tracker Wave 22

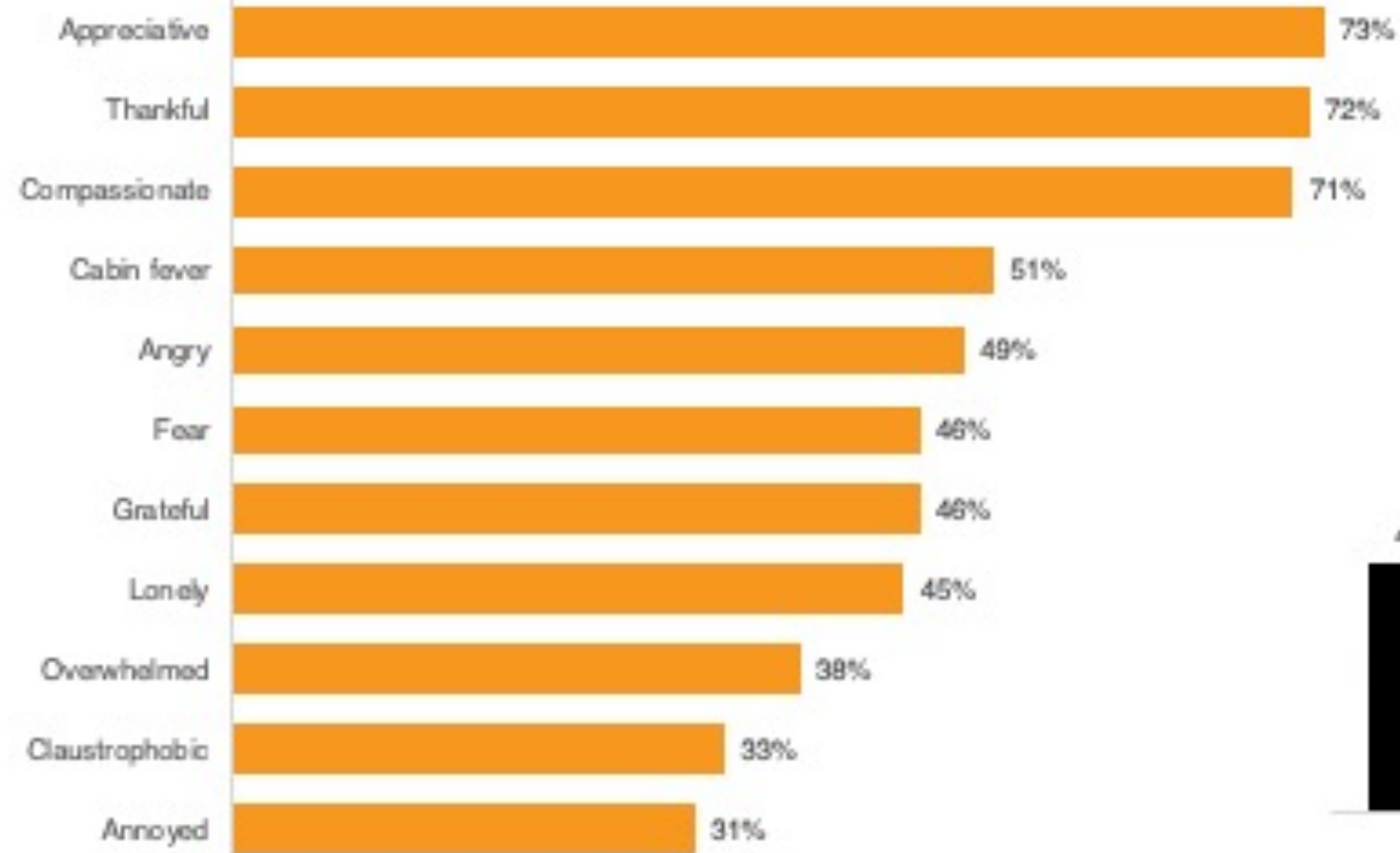
[PAGE: GENERAL PUBLIC WORKING](#)

Q9 Do you think your income in 2020 will be lower, higher or about the same as it was in 2019?



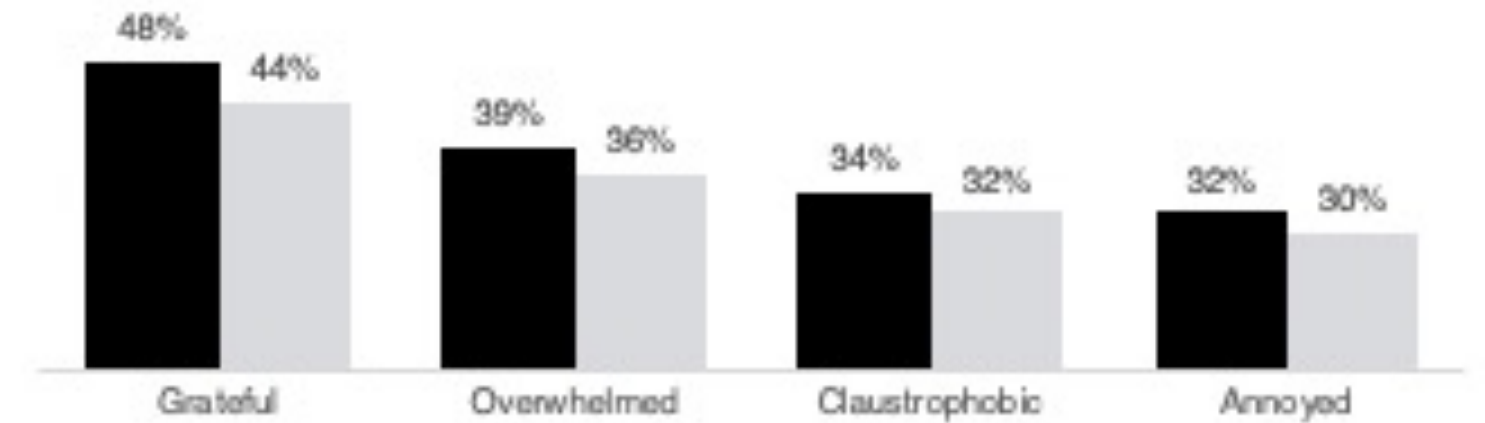
# America's Mix of Emotions\* During the Pandemic

Have you felt any of the following during the pandemic?



\* Especially Parents!

■ Parents ■ Non-Parents



Source: Harris Poll COVID19 Tracker Wave 22  
[BASE: GENERAL POP 18-72 11000](#)  
FR01\_1 Have you felt any of the following during the pandemic?



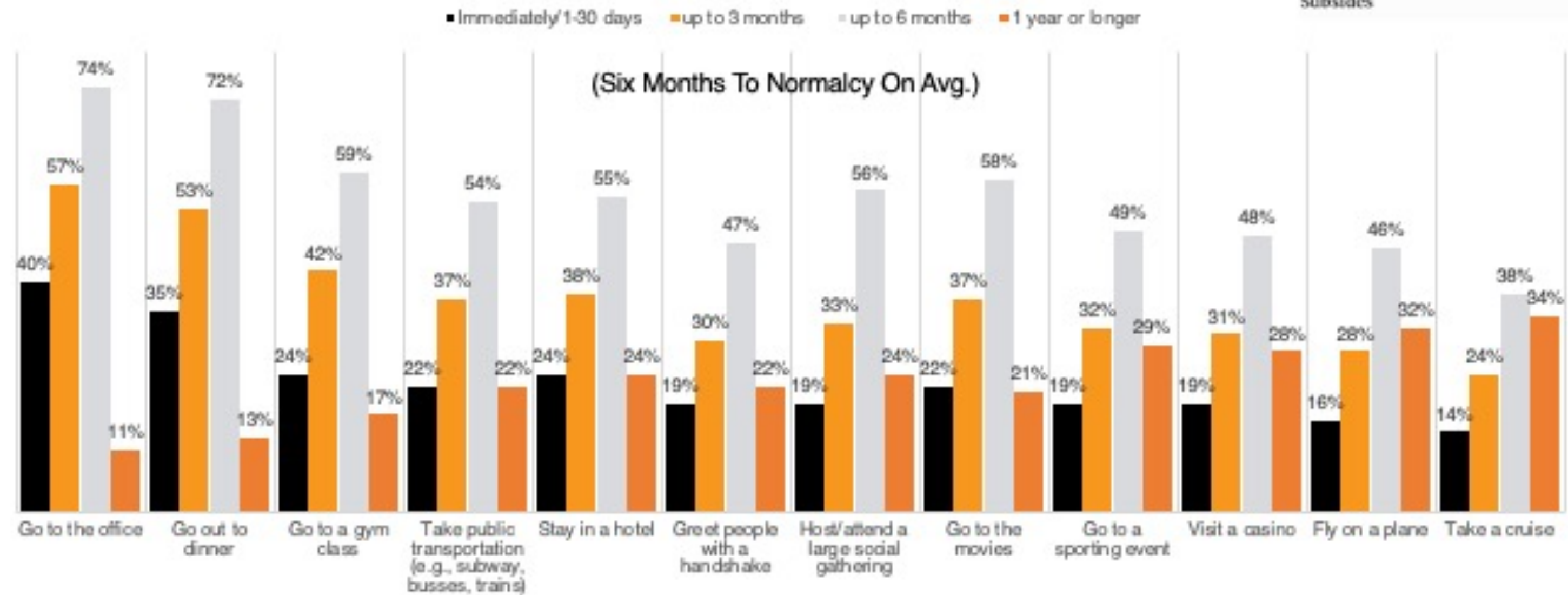
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COVID-19 IN THE U.S.

# Consumer Confidence Correlates with Distance and Familiarity

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?

**Forbes**

Poll: Two-Thirds Of Americans Won't Travel For At Least Three Months After COVID-19 Subsidies



Source: Harris Poll COVID19 Tracker Wave 22

BASE: GENERAL PUBLIC W22 (1388)

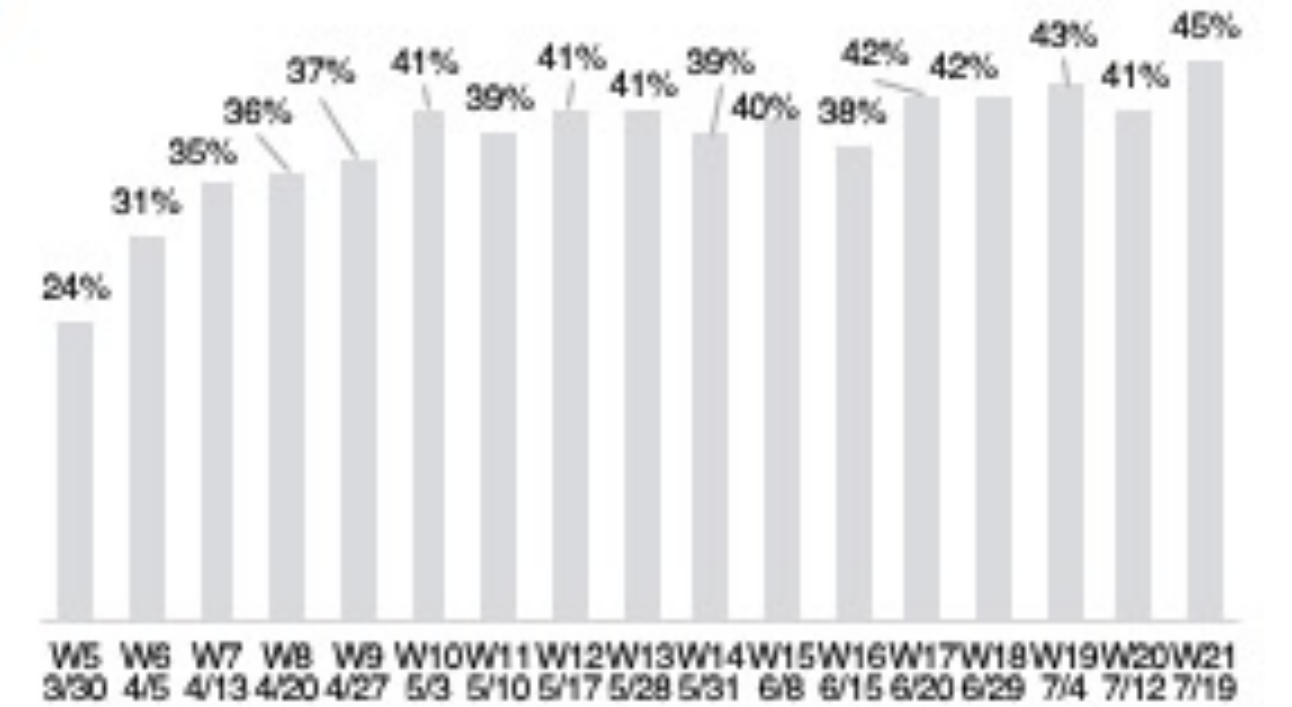
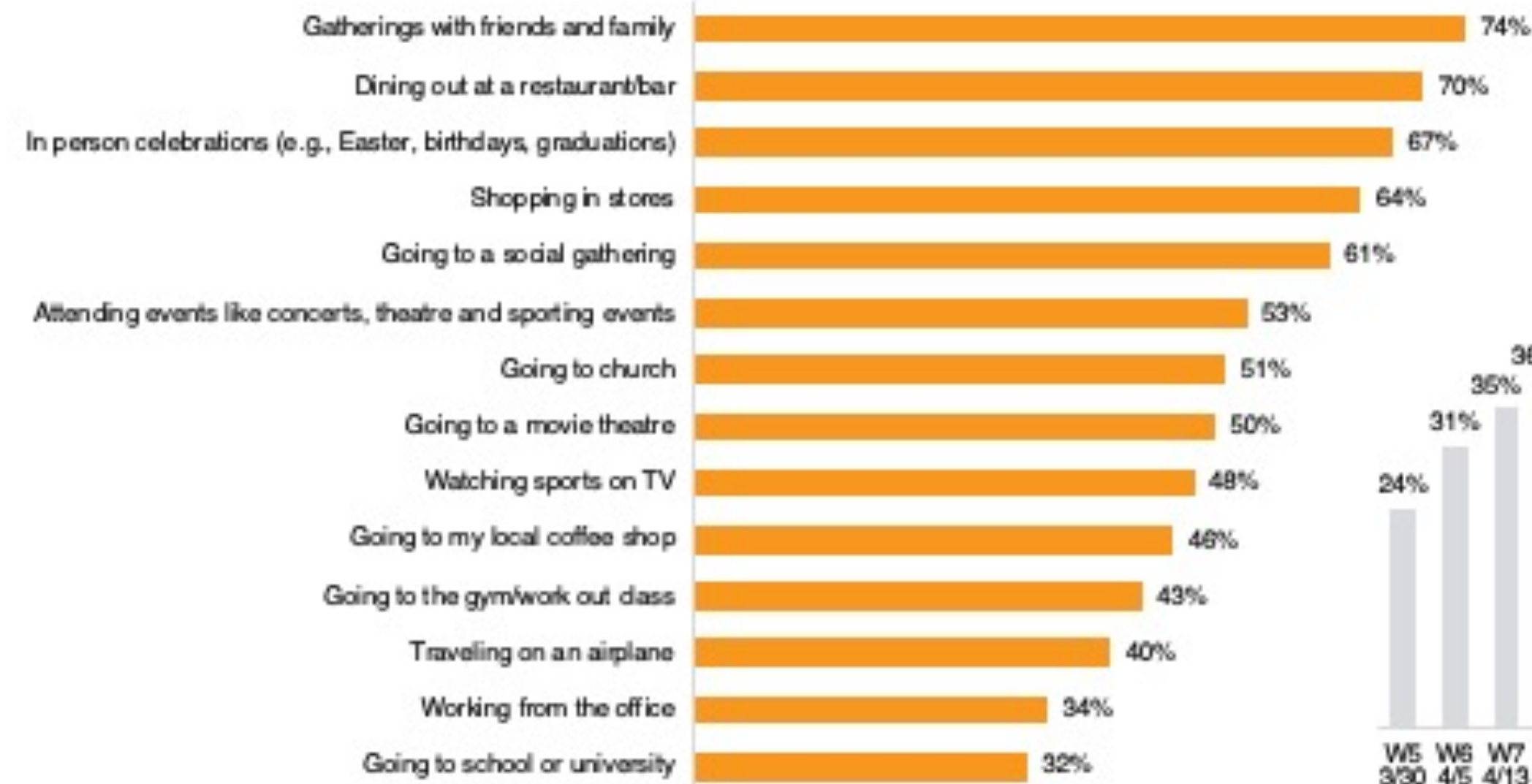
Q31B Once the government provides information that the spread of the virus is flattening how long will it take you to do each of the following?



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COVID-19 IN THE U.S.

# However, Americans Want Their Life Back – 4 in 10 Miss Traveling on an Airplane

How much would you say you miss each of the following during this time of virus-related shutdowns?  
% A lot/Somewhat



Source: Harris Poll COVID19 Tracker Wave 22

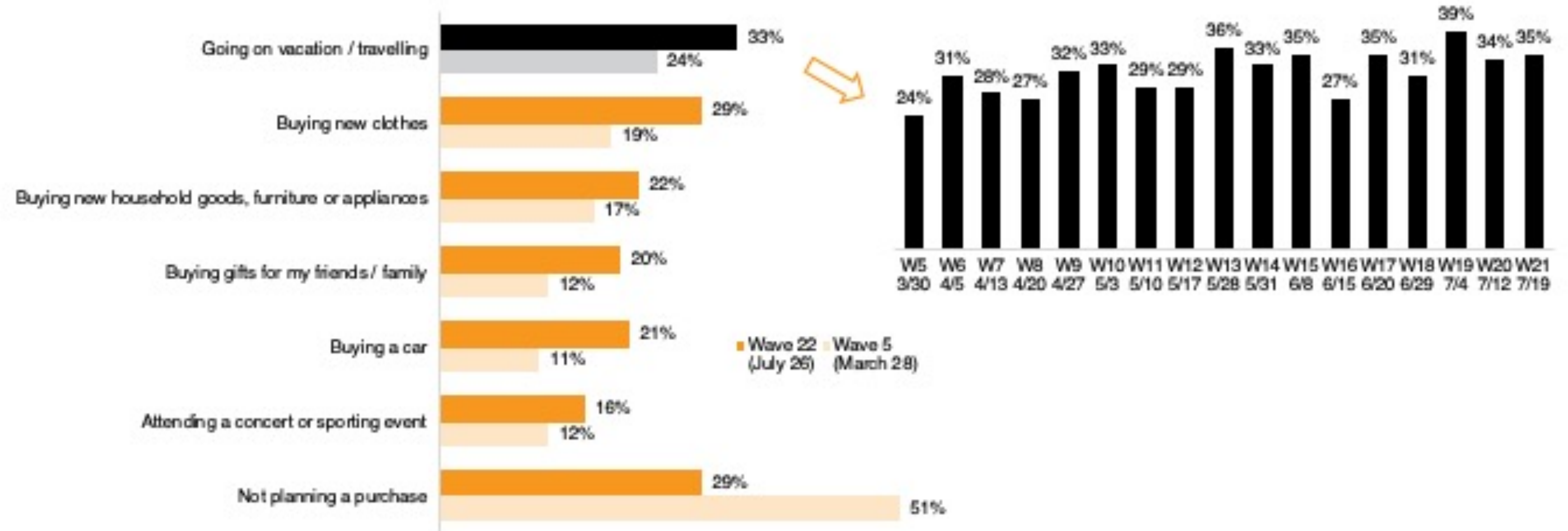
BASE: GENERAL PUBLIC W22 (1388)

FR05 How much would you say you miss each of the following during this time of virus-related shutdowns?



# And Pent-Up Demand is Building Across Categories ('Revenge Spending')

Major Purchases Planned Once Things Return To Normal



Source: Harris Poll COVID19 Tracker Wave 22  
BASE: GENERAL PUBLIC W22 (n=1888)

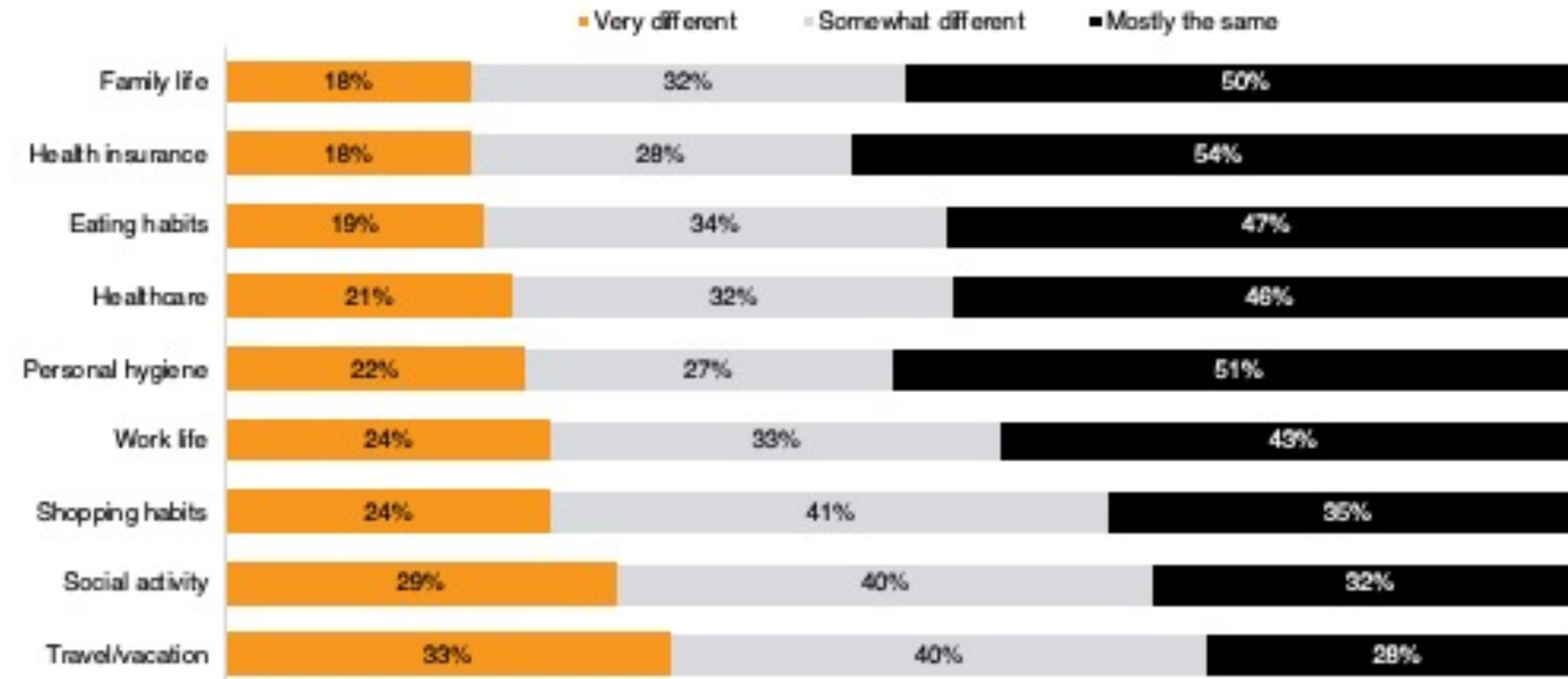
REV01: Are you planning any major purchases once things return to normal and businesses re-open? Please select all that apply.



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COVID-19 IN THE U.S.

# Moving Forward, Americans See Their Lives Changing in Fundamental Ways

Once the pandemic is over and things return to normal, what do you think will be very different, somewhat different or mostly the same?



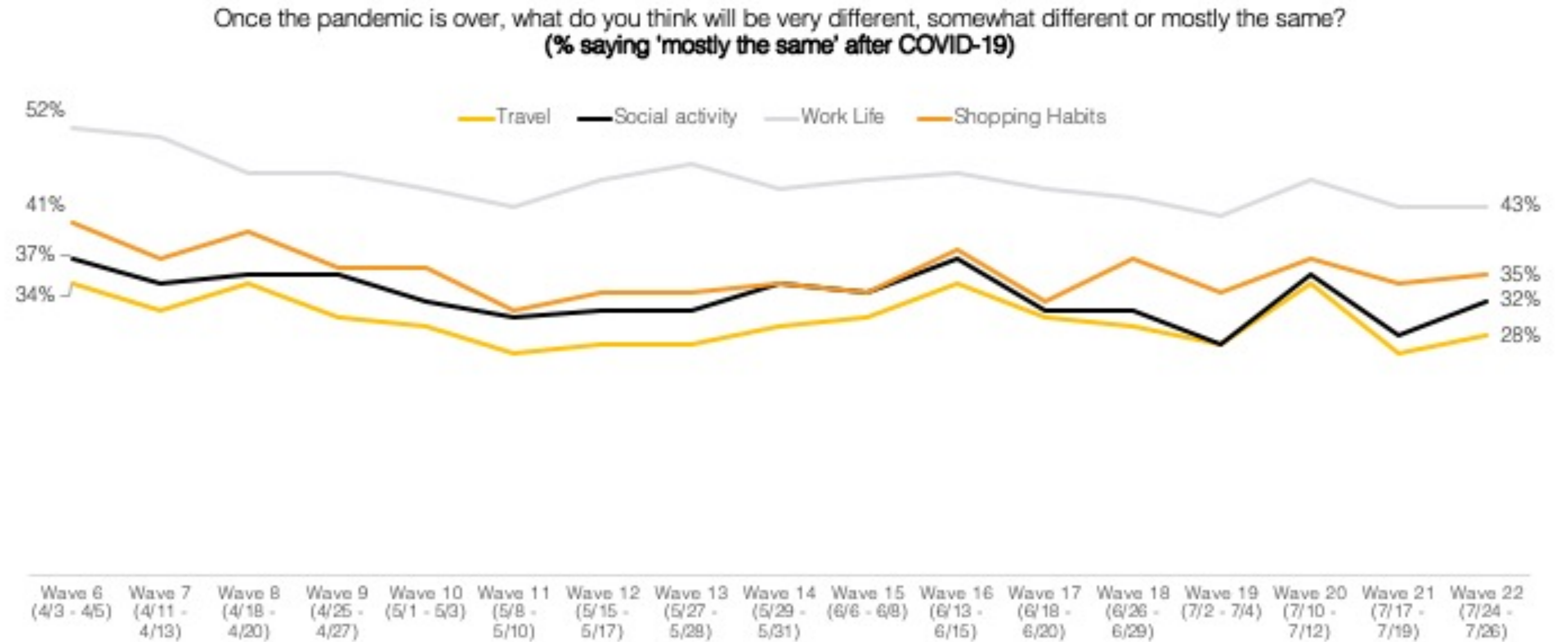
Source: Harris Poll COVID19 Tracker Wave 22  
BASE: GENERAL PUBLIC W22 (1958)

L102: Once the pandemic is over and things return to normal, do you think each of the following areas of your life will be very different, somewhat different or mostly the same?



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But Returning  
To Life As it Was  
Before Feels  
Less and Less  
Realistic;  
COVID-19 is  
Changing  
'Normal' As We  
Know it







**THANK YOU**

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