

COVID-19 Reshaping Healthcare Attitudes in America

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The Harris Poll is Aggressively Delivering Credible, Trusted C-19 Perspectives


THE WALL STREET JOURNAL.
With America at Home, the Streaming War Is Hollywood's Ultimate Test



The Washington Post
The coronavirus crisis is turning Americans in both parties against China




AXIOS
Americans are losing their sense of invincibility toward coronavirus



Activity	Percentage
Go to the grocery store	85%
Dine out at a restaurant / bar	75%
Attend church	70%
Go to my local coffee shop	65%
Travel on an airplane	60%
Go to the gym	55%

FiveThirtyEight
How Are Americans Adjusting To Life In A Pandemic?



BUSINESS INSIDER
Gen Z is going to get slammed even worse than boomers by coronavirus layoffs



USA TODAY
Cash 'as important to Americans as Purell and toilet paper': 3 in 10 Americans have lost income due to coronavirus



POLITICO
POLITICO Playbook PM: Behind the scenes of Obama's Biden endorsement

By ANNA PALMER, JAKE SHERMAN, ELI OKUN and GARRETT ROSS | 04/14/2020 01:25 PM EDT

NEW ... SOME INTERESTING FRESH POLLING: HARRIS POLL, fresh out of the field, with a universe of 2,013: "Based on what you know and have heard, when do you think Americans should start returning to work and life as normal?"

- 9%: 1-2 weeks
- 23%: 3-4 weeks
- 51%: More than 4 weeks
- 18%: More than 6 weeks

61% of all Republicans returning to work

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



CNBC
Coronavirus crisis is causing financial stress for nearly 9 in 10 Americans

PUBLISHED THU, APR 16 2020-11:01 AM EDT

Top 10 stressors among American adults
Top stressors during the coronavirus outbreak

Having enough in emergency savings: 41%


ADWEEK
Americans Want Brands to Do Their Part Against Coronavirus, Then Advertise

Shoppers are ready to spend once the crisis is over

The Harris Poll
Harris Insights & Analytics, A Stagwell LLC Company



yahoo! finance
Coronavirus poll: 1 in 5 Americans say they won't fly for at least 4 months after 'flattening of the curve'



MARK PENN OF HARRIS POLL JOINS YAHOO FINANCE

THE WALL STREET JOURNAL.
Americans Favor Aggressive Coronavirus Measures, Poll Finds



MDC∞Partners

From Complacency to Fear

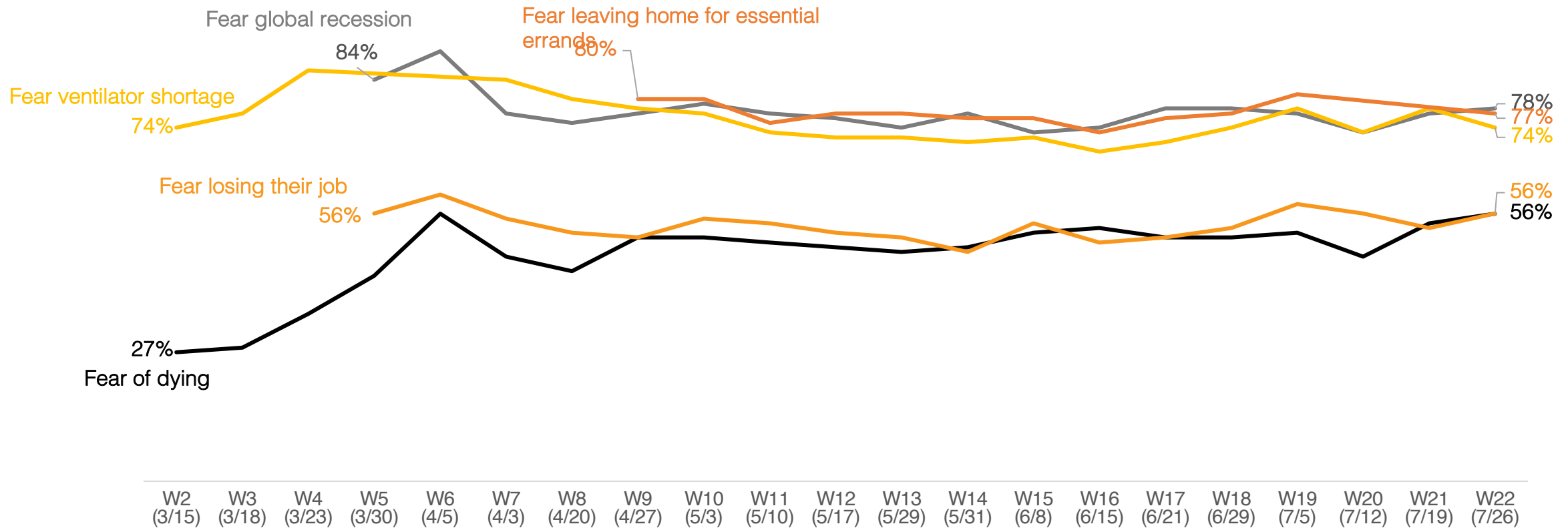
 The Harris Poll

Americans are Living in a High and Sustained State of Fear

54% thought national fear was irrational

Trended Fear Curves During COVID-19

73% now think national fear is sensible



Source: Harris Poll COVID19 Tracker

BASE: GENERAL PUBLIC W2 (2050): W3 (2019): W4 (2023) W5 (2016): W6 (1993): W7 (2013): W8 (2029): W9 (2050): W10 (2039): W11 (2030): W12 (1961): W13 (1996): W14 (1965): W15 (1969): W16 (1963): W17 (1962): W18 (3161): W19 (1957): W20 (1974): W21 (1970):

Set Against the Backdrop of COVID-19, The Future of America is Stressing People Out



STRESS IN AMERICA™ 2020

Stress in the Time of COVID-19

VOLUME TWO

83%

Of Americans say the future of our nation is a significant source of stress
(+17 points since 2019)

72%

Of Americans say this is the lowest point in the country's history that they can remember

71%

Of Americans say police violence toward BIPOC is a significant source of stress

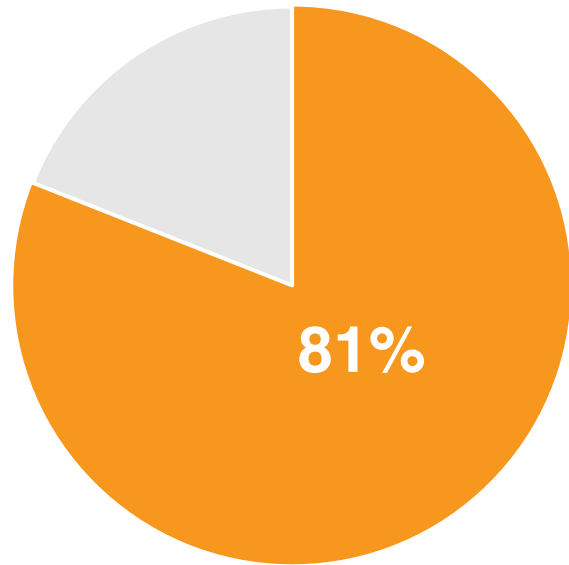
55%

Of Black Americans say discrimination is a significant source of stress
(+13 points from May 2020 to June 2020)

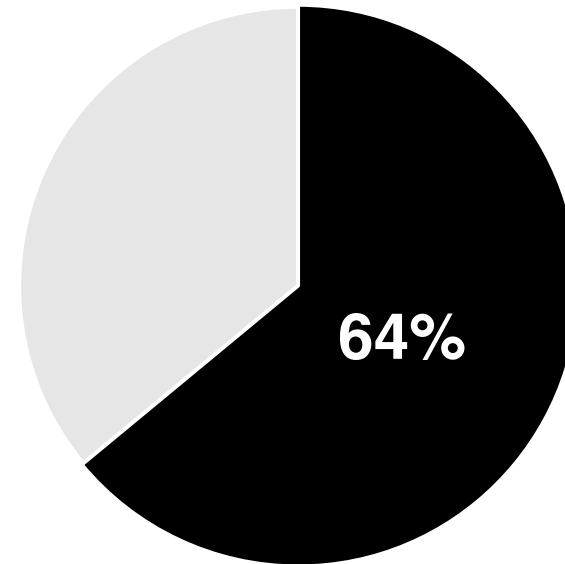
Source: The Harris Poll conducted this survey on behalf of APA from April 24 to May 4, 2020; the online survey included 3,013 adults age 18+ who reside in the United States.

Stress is Likely to Have a Lasting Impact on The Health of Younger Generations (Teens Themselves Agree)

Among U.S. Teens . . .



Say mental health is a significant issue for young people in the US



Believe that the experience of COVID-19 will have a lasting impact on their generation's mental health

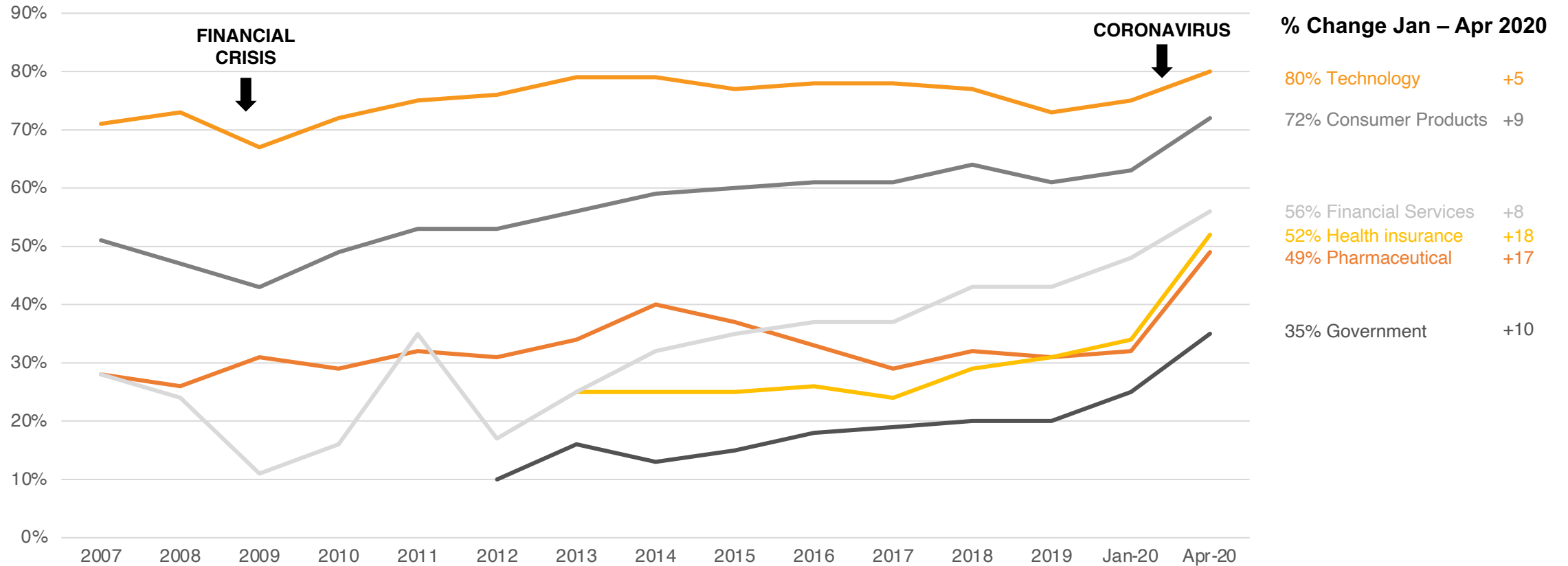


Source: Survey commissioned by National 4-H Council and conducted in May 2020 by The Harris Poll among 1,500 youth between the ages of 13-19 nationwide.

Where Have Americans Placed Their Confidence in the Crisis?

This is a Moment of Industry-level Reappraisal: Everything is Up for Grabs

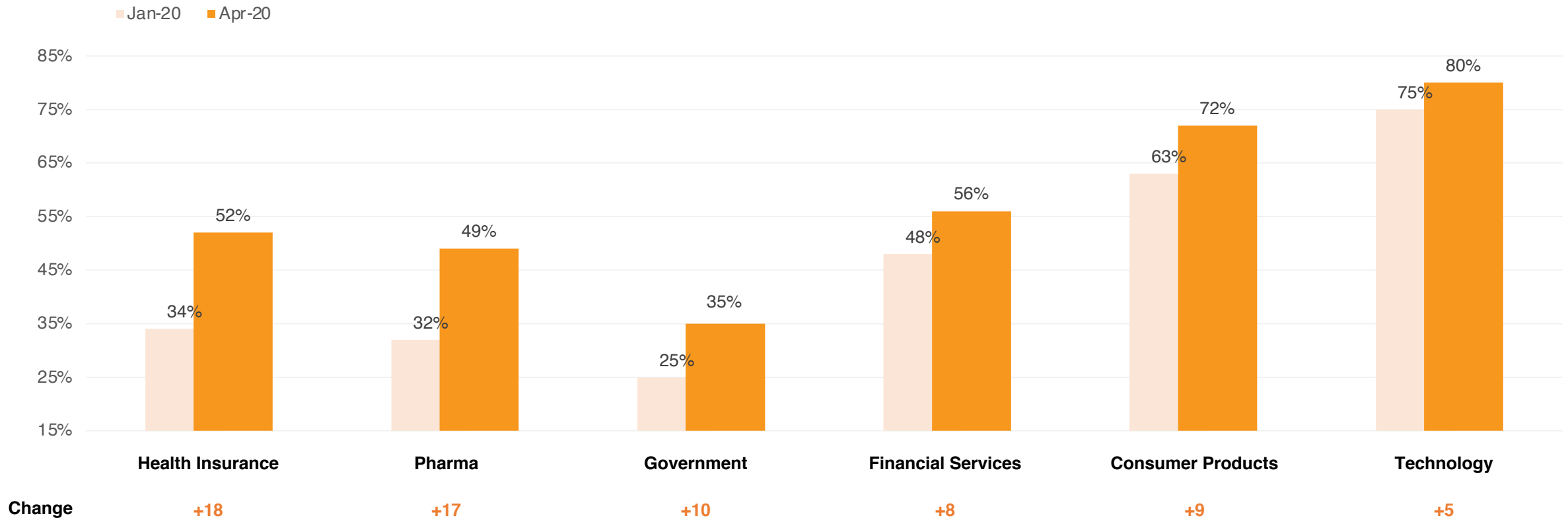
Select Industry Reputation Trends (% Positive Reputation; 5, 6, or 7 on a 7-point scale)



Base: All gen pop respondents (Jan: n=25,880, Apr: n=1,039) Q1314. For this question, we'd like you to think about industries in general. How would you rate the overall reputation of the following industries, where "1" means the industry has a "Very Bad" reputation and "7" means the industry has a "Very Good" reputation?

This Time, Companies and Industries are Part of The Solution

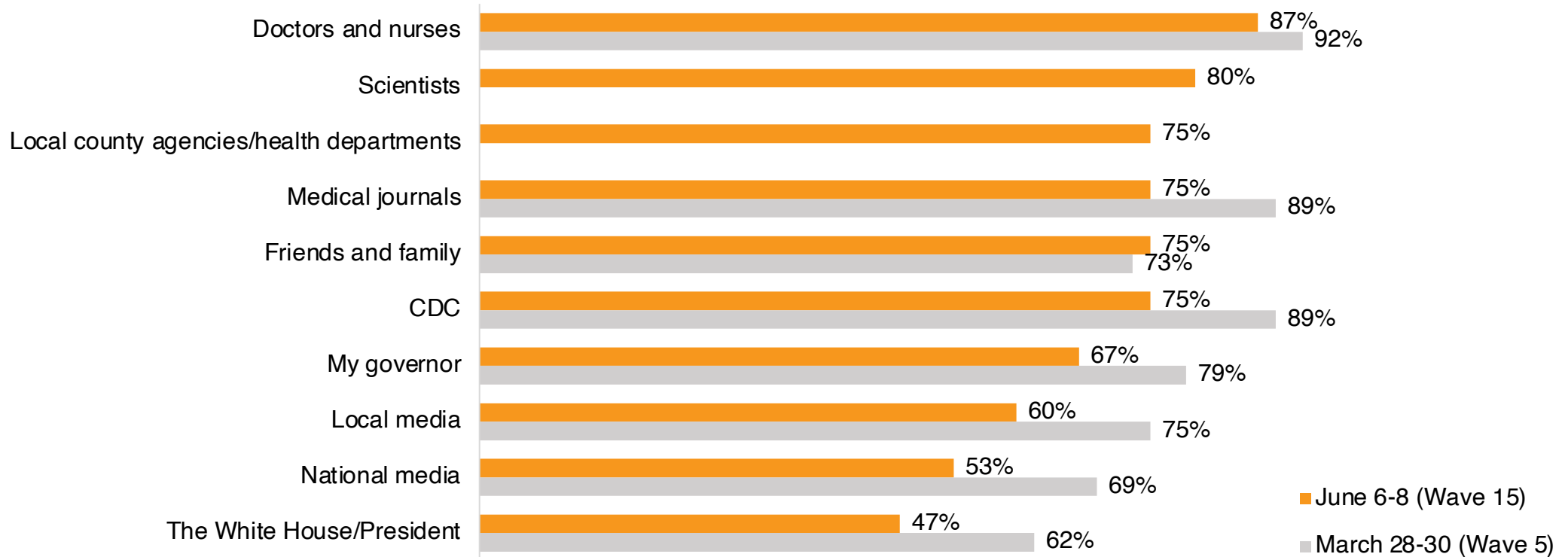
How would you rate the **overall reputation** of the following industries?



Base: All gen pop respondents (Jan 2020: n=25,880, April 2020: n=3,882) Q1314 For this question, we'd like you to think about industries in general. How would you rate the overall reputation of the following industries, where "1" means the industry has a "Very Bad" reputation and "7" means the industry has a "Very Good" reputation?

Healthcare and Science Rise to the Top as Trusted Sources for Information

How trustworthy do you think each of the following sources are to provide accurate information regarding the coronavirus outbreak?
Summary of Very + Somewhat trustworthy



Source: Harris Poll COVID19 Tracker W15
BASE: GENERAL PUBLIC W2 (2050); W5 (2016); W15 (1969)
Q24. How trustworthy do you think each of the following sources are to provide accurate information regarding the coronavirus outbreak?

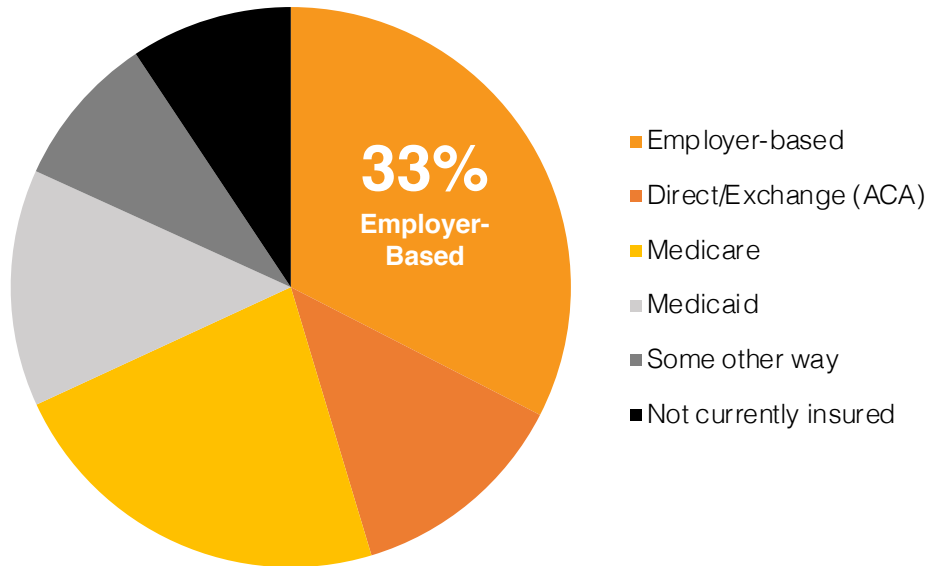
MDC∞Partners

American Engagement in Healthcare

 The Harris Poll

The Pandemic has Highlighted Problems with Healthcare Tied to Employment

How do you currently receive your primary health insurance coverage?



5.4M

Laid-off workers lost access to healthcare between February and May of 2020 (according to recently released research from Families USA)

56%

Of those currently employed are afraid they might lose their job as a result of COVID-19

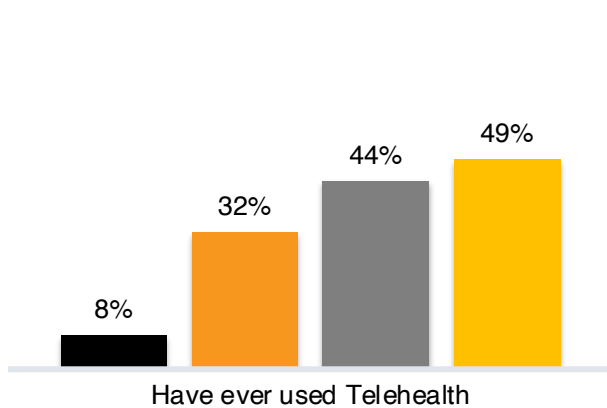
Source: Harris Poll COVID Tracker, June 2020

BASE: GENERAL PUBLIC(n=2092) QS1Q11: How do you currently receive your primary health insurance coverage?.

As Americans Postpone In-Person Visits, Telehealth Usage is Way Up

Have you ever used telehealth services?

■ Early 2019* ■ April 27-29 ■ May 21-25 ■ July 2-5

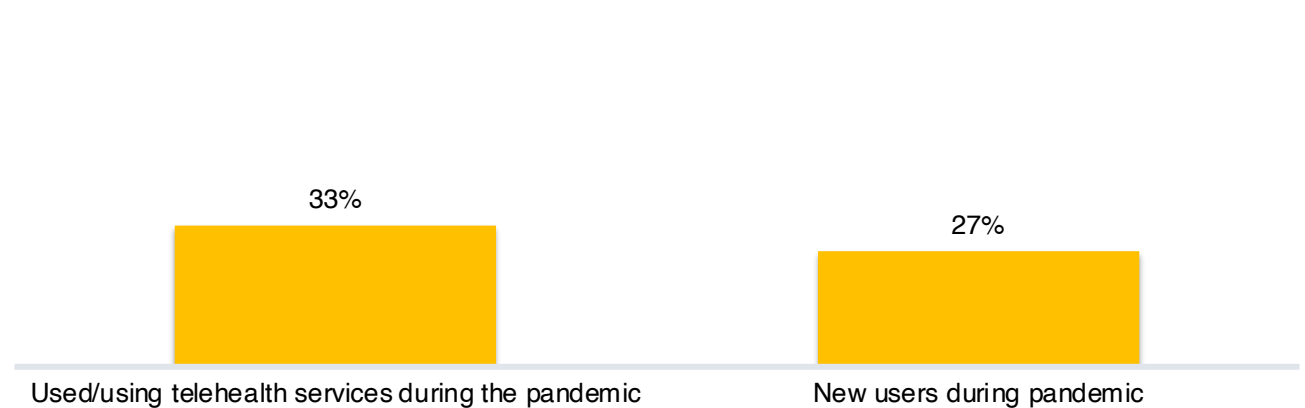


66%

Of Americans have postponed or cancelled healthcare visits due to the COVID-19 crisis[^]

27%

Of Americans used telehealth services for the first time during the pandemic



Source: Harris Poll COVID Tracker and *AmWell study conducted by Harris Poll in early 2019 among more than 2000 US Adults.

BASE: GENERAL PUBLIC (n=2081) W8 2020 (04-27-2020) (n=2,058) 05-21-2020 (N=2092) 07-05-2020

Q1 Have you ever used telehealth services? Please select all that apply. By 'telehealth services' we mean accessing medical services via phone, video call or video chat as opposed to an in-person visit with your healthcare provider.

Source: Survey conducted online within the United States by The Harris Poll on behalf of Revel Health from April 13-15, 2020 among 2,032 U.S. adults ages 18 and older.

[^] Harris and Revel Health, conducted April 1-15

Telehealth Visits are Newly Useful for Chronic Conditions, Diagnostics, and Mental Health

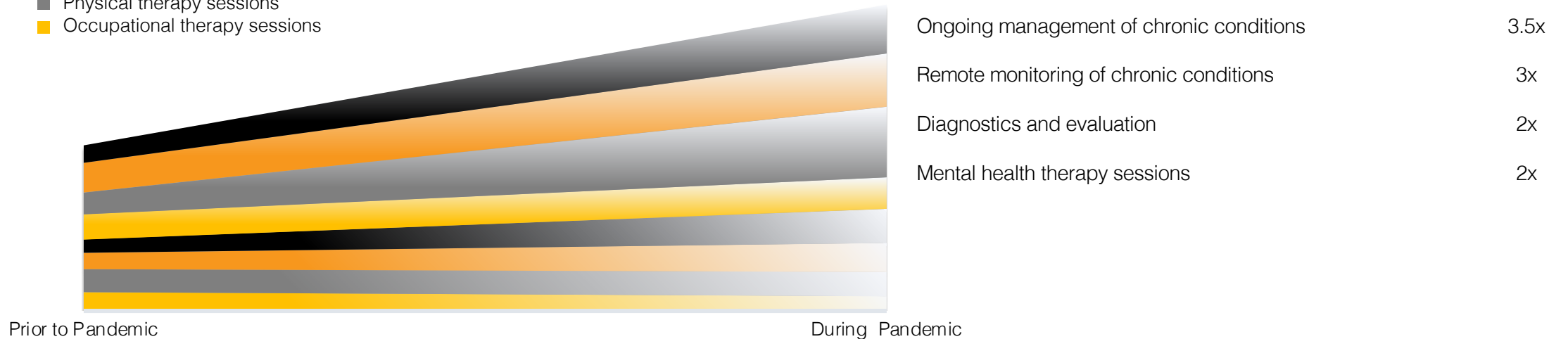
For which of the following have you used telehealth services?

37%

Of those who started using telehealth during the pandemic did so for ongoing management of chronic conditions

- On-going management of existing chronic conditions
- Remote monitoring of chronic condition
- Diagnostics and evaluation
- Mental help therapy sessions
- Nutritional consultations
- Well child visit
- Physical therapy sessions
- Occupational therapy sessions

Growth During Pandemic

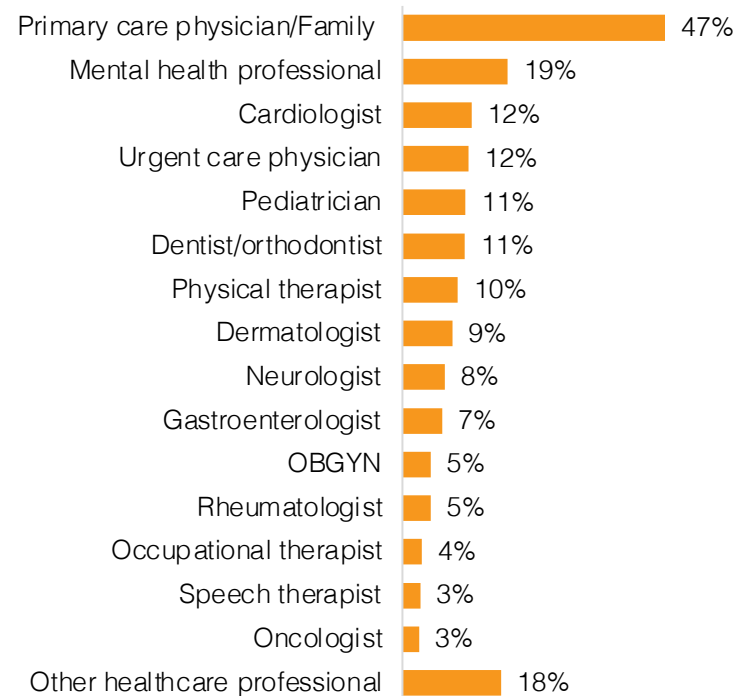


Source: Harris Poll COVID Tracker
 BASE: GENERAL PUBLIC (n=2081) W8 2020 (04-27-2020) (n=2,048 May 21-25, 2020)
 BASE: THOSE USED TELEHEALTH SERVICES: Q2 You indicated that you have used/are now using telehealth services. For which of the following have you used telehealth services? Please select all that apply.

Americans are Engaging with their Existing Physicians via Telehealth, and They Love It

What type of healthcare providers have you had telehealth visits with?

Base: Had a telehealth visit during the pandemic.



Among telehealth users . . .

82% love/like telehealth

80% are likely to continue using telehealth post COVID-19

Among non-users . . .

39% say they'd be more likely to consider telehealth if they could have an appointment with their primary care physician

Source: Harris Poll COVID Tracker

BASE: GENERAL PUBLIC, HAD TELEHEALTH VISIT (n=450/687) Q51Q5/5A: What type of healthcare providers have you had telehealth visits with before/during the pandemic?

BASE: GENERAL PUBLIC (n=2081) W8 2020 (04-27-2020)_Q3 USED TELEHEALTH: Overall, how do you feel about using telehealth services? NOT USED TELEHEALTH: How would you feel about the idea of using telehealth services?

Telehealth is Expected to Be a Key Part of Healthcare Moving Forward

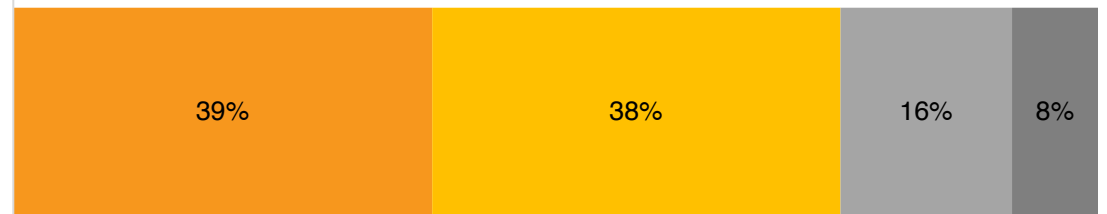
Do you agree that . . . ?

Telehealth should be covered by insurance after the pandemic



Agree strongly Agree somewhat Disagree somewhat Disagree strongly

I want to be able to use telehealth even after the pandemic is over

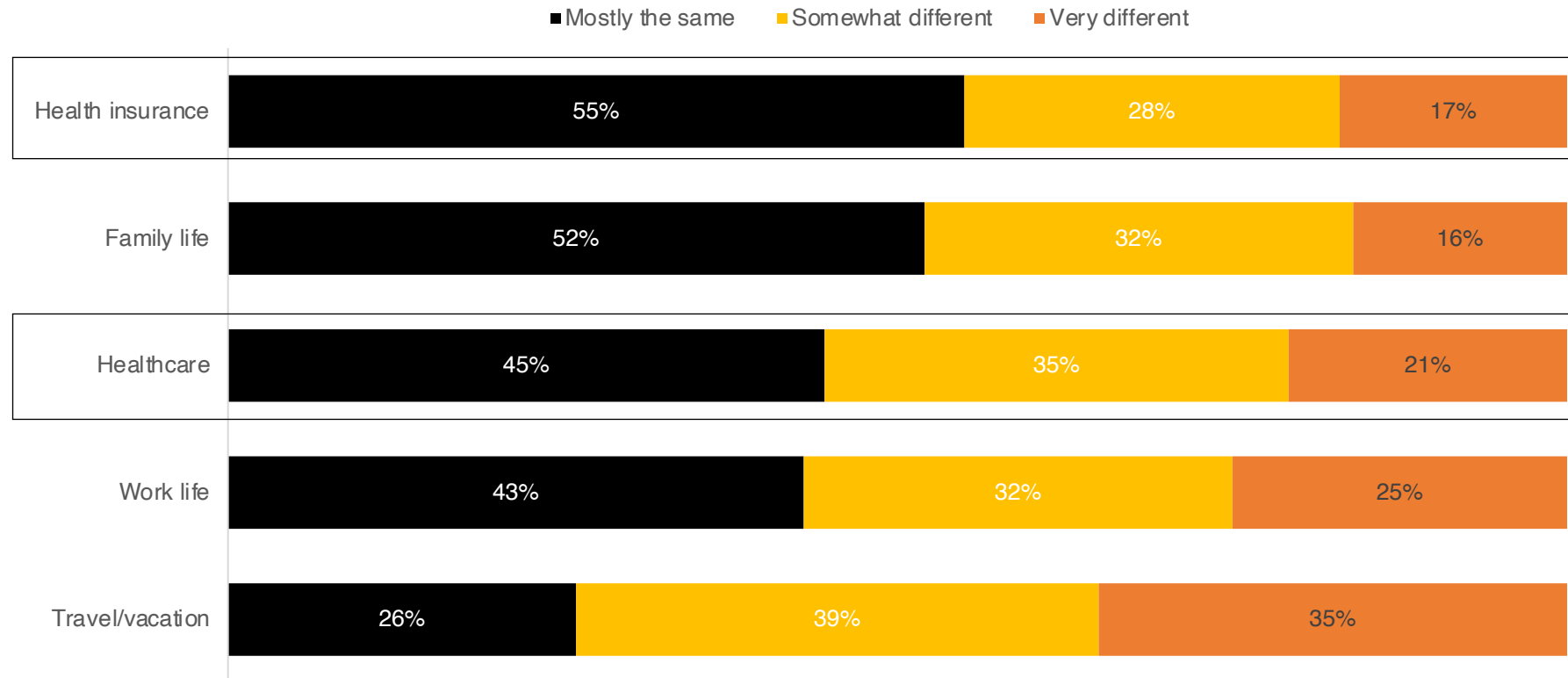


Source: Harris Poll COVID Tracker
BASE: GENERAL PUBLIC (n=2092) QS1Q10: Please indicate your agreement with each of the following statements regarding telehealth.

Opportunities for Reinvention

Moving Forward, Americans See Their Lives (and Healthcare) 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?



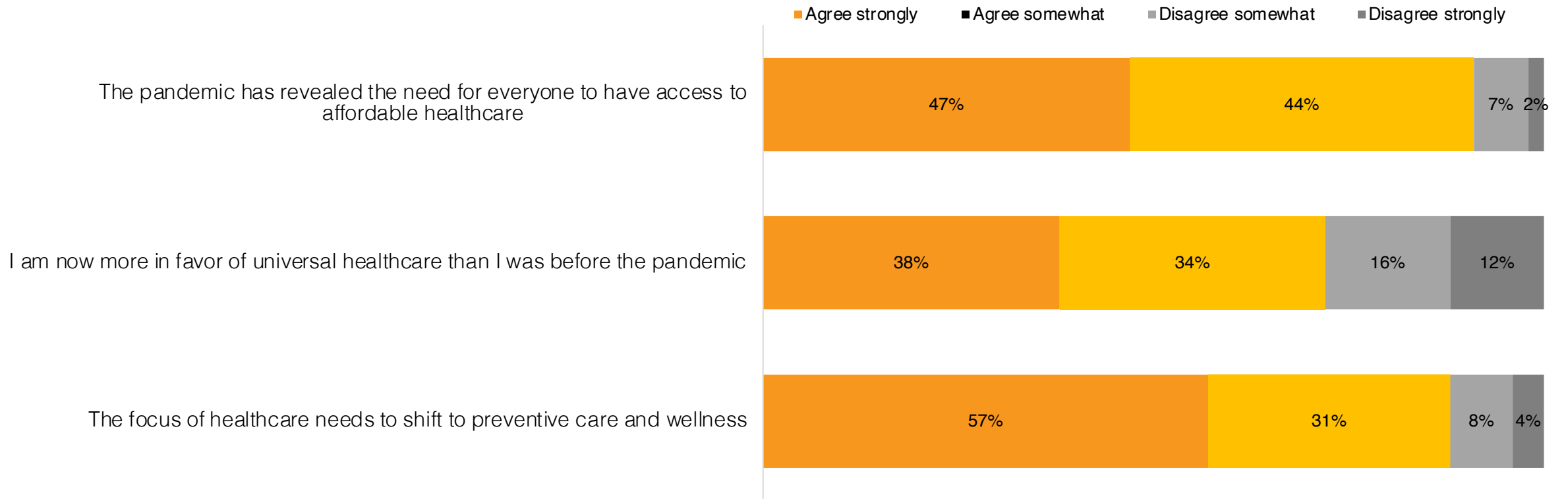
Source: Harris Poll COVID19 Tracker Wave 21

[BASE: GENERAL PUBLIC W19 \(1957\)](#)

LI02. 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?

The Health Care System is Poised for a “Reimagining”

Do you agree that . . .



Source: Harris Poll COVID Tracker
BASE: GENERAL PUBLIC (n=2092) QS1Q10: Please indicate your agreement with each of the following statements regarding telehealth.

Americans Are Willing to Give Up Privacy for Health and Safety

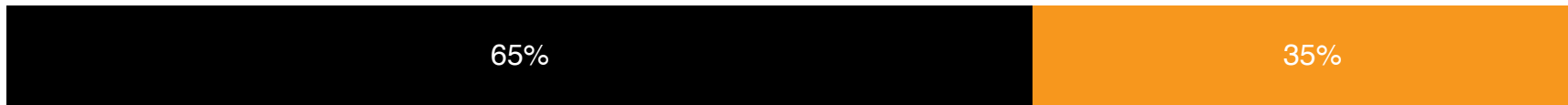
Do you approve or disapprove of **large technology companies** helping to trace coronavirus cases you may have been exposed to?



Do you support or oppose the use of AI to build **automated contact tracing apps** that help to track the virus spread by analyzing citizen data such as mobile phone locations?



Would you support or oppose a **registry** that would allow you to see if any of your **neighbors** were diagnosed with COVID-19?



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U.S.

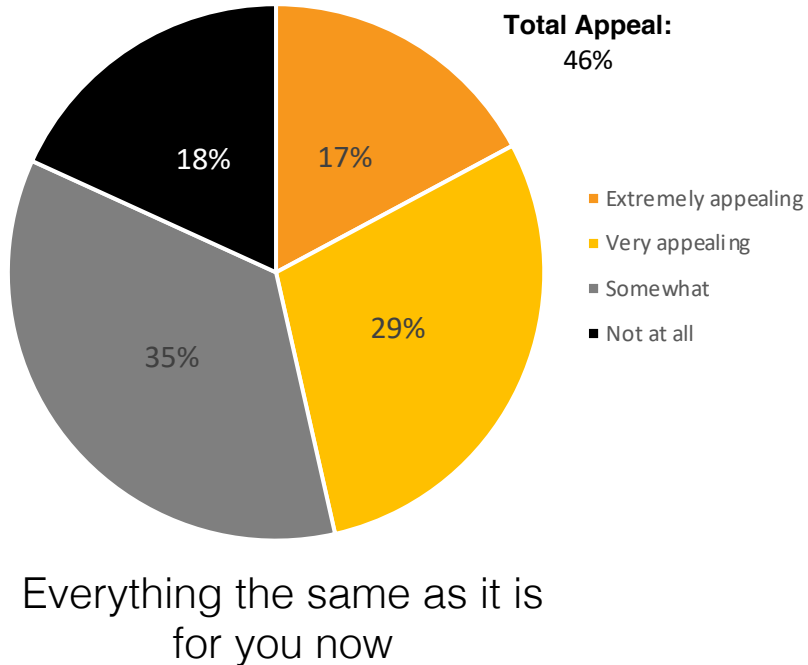
**Americans Favor Aggressive
Coronavirus Measures, Poll Finds**

Source: Harris Poll COVID19 Tracker Wave 2-8
BASE: GENERAL PUBLIC W8 (2029)

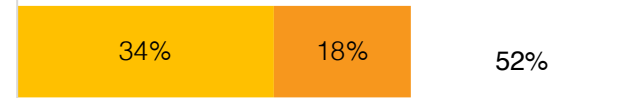
TCH01 Do you approve or disapprove of large technology companies helping to trace coronavirus cases you may have been exposed to
Would you support or oppose a registry that would allow you to see if any of your neighbors were diagnosed with COVID-19?

Status Quo Is Not Very Appealing to Most Americans

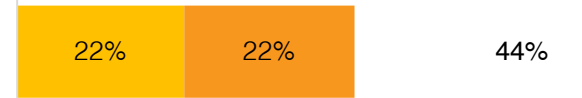
How appealing are each of the following healthcare and health insurance scenarios to you?



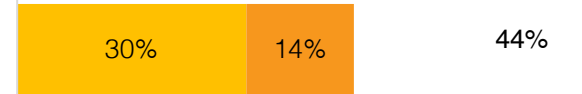
Being able to easily access your medical records and price shop for services as needed via a healthcare app



A program in which the government provides universal healthcare coverage for all citizens, eliminating the existing private health insurance system



Using telehealth as the first stop for your healthcare needs, supplemented by in-person visits as appropriate



A subscription or membership-model where you pay a regular fee for a set of included healthcare services during regular business hours



Very appealing Extremely appealing

Source: Harris Poll COVID Tracker
 BASE: GENERAL PUBLIC (n=2092) How appealing are each of the following healthcare and health insurance scenarios to you?.

Thank You

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