



America Transformed: The Impact of COVID-19 in Ten Slides

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PUBLIC OPINION
STRATEGIES
turning questions into answers

Coronavirus Data Last Track/Current Track



	March 2020	April 2020	Net Difference
Very Worried	15%	33%	+18%
Total Worried	53%	73%	+20%
Changed Life in Very Major Way	8%	39%	+31%
Total Very/Fairly Major Way	26%	77%	+51%

	CNBC April 3-6, 2020	April 2020	Net Difference
Know Somebody w/Coronavirus	27%	40%	+13%

Coronavirus Social Impact



Not being able to see family and friends

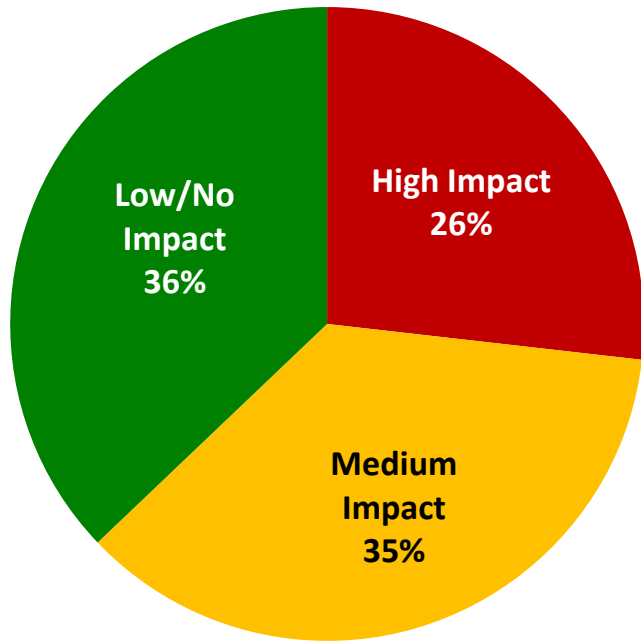
Worrying about a family member who is a medical professional treating patients

Being concerned about leaving your home for groceries or necessary supplies

Having a child at home whose school has been closed

Not being able to participate in a favorite hobby or interest

Worrying about a family member in a nursing home or long-term care facility



Low/No Social Impact	Medium Impact	High Social Impact
1-None of the above statements	2-3 of the above statements	4+ of the above statements

Coronavirus Social Impact Sub-Groups

Low/None Social Impact (1-0)	
All Voters	36%
Balance of Trump Groups	50%
GOP Type: Support Trump	46%
Hispanics	46%
Total Non-Whites	42%
Conservatives	42%
Not Watch GOP/Fox News	42%
Economy Already Has/Next Few Weeks Return to Normal	42%
Ages 65+	41%
Republicans	41%
Trump Voters	41%
April Stay at Home Orders	41%
South Region Whites	41%
Coronavirus Impact: Balance	41%
Core Supporters	40%
South Region	40%
Trump Handling CV: Not Serious/Well	40%
African Americans	40%
Men less than College	40%
Blue Collar Workers	40%
Watch GOP/Fox News	40%

Medium Social Impact (2-3)	
All Voters	35%
Midwest Region Whites	43%
Midwest Region	42%
Negative FT Both Biden and Trump	42%
White Women Less Than College	41%
Media Consumption: Social Media	41%
Media Consumption: Liberal	41%
Biden Voters, Not Positive	40%
White Women	40%
Northeast Region Whites	40%
White Independents	40%
White Women College+	40%
Retired	40%
Working From Home With Kids	40%
West Region Whites	39%
Suburban Women	39%
Inner Suburbs	39%

High Social Impact (4+)	
All Voters	26%
Working From Home With Kids	50%
Lost Wages	43%
Lost Job	40%
Unemployed	38%
Coronavirus Impact: High	37%
Media Consumption: MSNBC/CNN	35%
Economy Returns to Normal Next Year	35%
Ages 35-49	34%
Know Someone with Coronavirus	34%
Post Graduates	34%
Women Ages 18-49	33%
Core Opponents	33%
High Risk: Yes, someone else in HH	33%
Biden Voters	32%
Media Consumption: Liberal	32%
Independents	31%
2016 Clinton Voters	31%
Media Consumption: Broadcast	31%
Core Democrats	30%
Democrats	30%
Moderates	30%
Northeast Region	30%
Upper/Well To Do Class	30%
Trump Handling CV: Not Serious/Not Well	30%
Biden Voters/Not Positive	30%
White Collar Workers	30%

Impact Coronavirus is Having on Voters Socially



	Not being able to see family and friends	Being concerned about leaving your home for groceries or necessary supplies	Not being able to participate in a favorite hobby or interest	Worrying about a family member who is a medical professional treating patients	Having child at home whose school has been closed	Worrying about family member in a nursing home or long-term care facility
Overall	58%	45%	38%	35%	30%	19%
Men	57%	38%	42%	34%	30%	19%
Women	59%	51%	34%	35%	30%	19%
Ages 18-34	57%	48%	41%	39%	25%	23%
Ages 35-49	62%	47%	44%	37%	53%	20%
Ages 50-64	58%	43%	35%	35%	25%	16%
Ages 65+	55%	43%	35%	26%	12%	16%
Whites	61%	45%	40%	34%	29%	20%
African Americans	44%	42%	31%	36%	25%	13%
Hispanics	50%	46%	32%	34%	37%	20%
Poor/Working	56%	42%	36%	35%	31%	19%
Middle	60%	47%	37%	34%	29%	18%
Upper/Well To Do	58%	48%	45%	38%	31%	22%
Republicans	55%	37%	37%	31%	28%	17%
Independents	60%	44%	36%	41%	36%	21%
Democrats	60%	54%	40%	36%	30%	20%
Coronavirus Social Impact: High	86%	81%	76%	69%	57%	45%
Coronavirus Social Impact: Medium	71%	51%	46%	31%	33%	14%
Coronavirus Social Impact: Low	30%	18%	7%	17%	8%	6%
Lost Job	59%	48%	47%	43%	42%	27%
Lost Wages	72%	51%	60%	44%	46%	27%
Working From Home With Kids	74%	58%	52%	42%	-	28%

Coronavirus High Economic Impact Top Groups

Economic Impact

- You have lost your job
- You have lost your health insurance coverage
- Your wages or salary have been cut
- The possibility of losing your job or having your wages or salary cut

**Coronavirus
High Economic
Impact
36%**

Coronavirus High Economic Impact	
All Voters	36%
Unemployed	82%
Coronavirus High Social Impact	51%
Media Consumption: Liberal	48%
Independents	47%
Ages 18-34	46%
Women Ages 18-49	46%
White Independents	46%
Ages 35-49	43%
Men Ages 18-49	43%
Hispanics	43%
Liberals	43%
Media Consumption: CNN/MSNBC	42%
Balance of Trump Groups	42%
High Risk: Someone else in HH	41%
Whites	41%
Media Consumption: Social Media	41%
Media Consumption: Conservatives	41%
West Region	40%
Poor/Working Class	40%
Trump Handling CV: Not Serious/Not Well	40%
Core Trump Opponents	40%
Clinton States	40%
Some College	40%
Men less than College	40%
White Men less than College	40%
Total Employed	40%
Economy will recover next year or more	40%

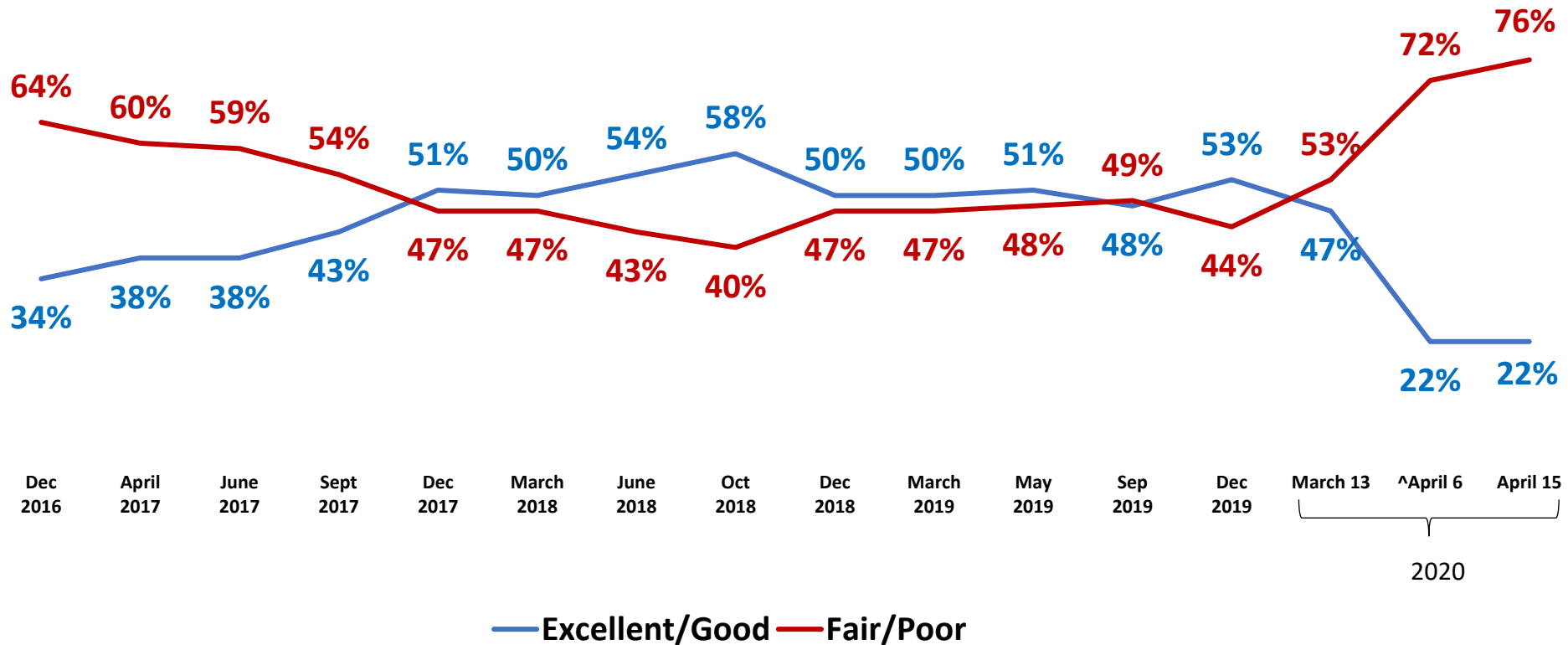
Impact Coronavirus is Having on Voters Economically



	Your workplace has moved to a telework or work from home situation	You worry about catching the coronavirus from co-workers or customers	The possibility of losing your job or having your wages or salary cut	Your wages or salary have been cut	You have lost your job	You have lost your health insurance coverage
Overall	29%	26%	23%	16%	11%	2%
Men	29%	24%	22%	18%	9%	2%
Women	30%	27%	23%	15%	11%	3%
Ages 18-34	35%	31%	24%	18%	18%	3%
Ages 35-49	42%	32%	34%	20%	11%	3%
Ages 50-64	28%	24%	21%	18%	6%	2%
Ages 65+	7%	13%	8%	8%	7%	2%
Whites	30%	25%	22%	16%	11%	3%
African Americans	27%	27%	20%	15%	13%	2%
Hispanics	25%	32%	29%	13%	8%	2%
Poor/Working	21%	27%	24%	17%	14%	4%
Middle	30%	25%	23%	17%	10%	2%
Upper/Well To Do	44%	27%	21%	14%	5%	2%
Republicans	25%	21%	17%	17%	8%	1%
Independents	33%	26%	30%	18%	15%	1%
Democrats	34%	29%	25%	16%	11%	4%
Coronavirus Social Impact: High	39%	41%	37%	27%	16%	5%
Coronavirus Social Impact: Medium	31%	23%	24%	17%	9%	2%
Coronavirus Social Impact: Low	23%	19%	12%	8%	8%	1%

This has been an extremely rapid drop in economic confidence...

How would you rate the current state of the economy? Would you say it is excellent, good, (only fair/not so good), or poor?



^2016-2019 and April 6 Data from CNBC All-America Economic Survey

Drops in Economic Confidence During Crisis



% Excellent/Good Prior to
Event

% Excellent/Good Soon
After Event

Drop in Economic
Confidence

9/11 Terrorist Attacks



32%
(9/10/01)*

28%
(2/06/02)*

-4 points
in 5 months

**from Gallup*

08' Financial Crash



26%
(12/10/07)**

7%
(6/21/08)**

-19 points in
6 months

COVID-19



47%
(3/13/20)

22%
(4/6/20)**

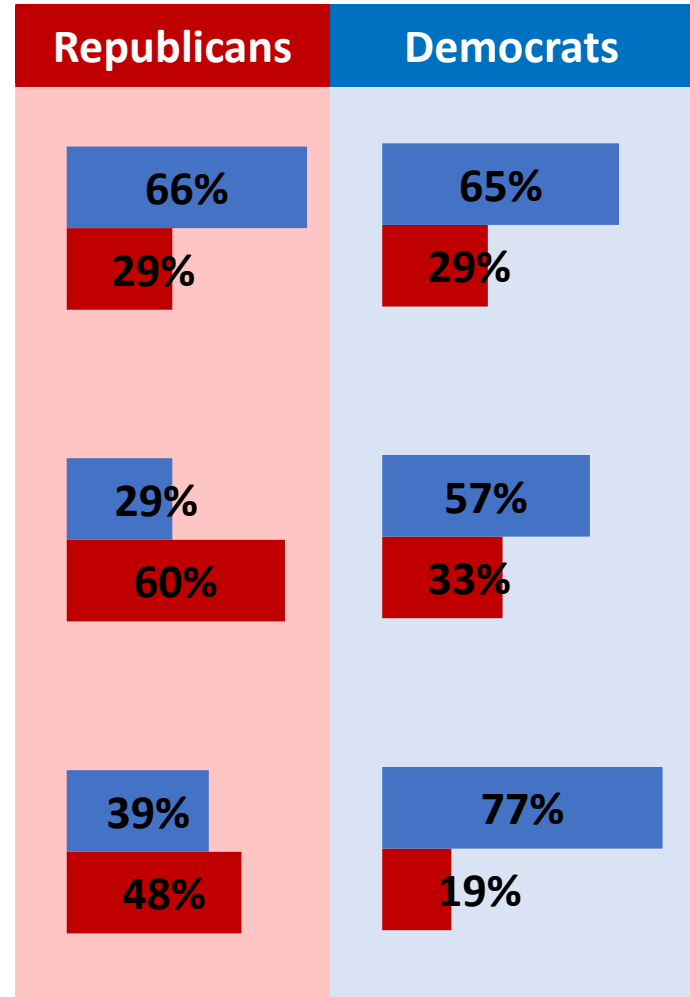
-25 points in
24 days

*** From CNBC All-America Economic Survey*

Partisan Issue Divide



Expansion of Government Role in Economy
 Approve/Disapprove



Government Spending
 Too little, recession longer/Too much, high debt



Loosening Stay-at-Home Restrictions
 Too quick, lives lost/Too fast, job loss

Concern about timing of re-opening the country



Which worries you more about responding to the coronavirus and restrictions that require most Americans to shelter in place and only leave their homes for essential needs:

“That the United States will move too quickly in loosening restrictions and the virus will continue to spread with more lives being lost.”

58%

“That the United States will take too long in loosening restrictions and the economic impact will be even worse with more jobs being lost.”

32%

	Too Quickly	Too Long	D/S
Republican	39%	48%	-9%
Independents	57%	30%	+27%
Democrats	77%	19%	+58%
Coronavirus Social Impact: High	58%	30%	+28%
Coronavirus Social Impact: Medium	67%	28%	+39%
Coronavirus Social Impact: Low	53%	36%	+17%