



## Shifting Expectations II

Conducted online in the United States (N = 1,012), May 12<sup>th</sup> – May 14<sup>th</sup>, 2020

The margin of error for this study is +/- 3.09%

Question 1 <b>Generations.</b>		<b>TOTAL</b>
GEN Z - AGE 18-22		6%
MILLENNIAL GENERATION - AGE 23-38		30%
GENERATION X - AGE 39-54		26%
BABY BOOM GENERATION - AGE 55-73		32%
SILENT - AGE 74-91		6%
PREFER NOT TO ANSWER		0%

Question 2 <b>4 CENSUS REGIONS.<sup>1</sup></b>		
	<b>TOTAL</b>	<b>CENSUS<sup>2</sup></b>
NORTHEAST REGION - CT, ME, MA, NH, RI, VT, NJ, NY, PA	18%	17%
MIDWEST REGION - IN, IL, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD	21%	21%
SOUTH REGION - DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX	38%	38%
WEST REGION - AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA	23%	24%

Question 3 <b>What is your main ethnic or racial background? Please select the option with which you primarily identify.</b>		<b>TOTAL</b>
AFRICAN AMERICAN OR BLACK		12%
ASIAN AMERICAN OR ASIAN		5%
CAUCASIAN OR WHITE		66%
HISPANIC OR LATINO, INCLUDING MIXED HISPANIC RACES		15%
NATIVE RACES, WHICH INCLUDES AMERICAN INDIAN, ALASKA NATIVE, NATIVE HAWAIIAN, OR PACIFIC ISLANDER		1%
OTHER		1%
PREFER NOT TO ANSWER		*

<sup>1</sup> United States Census Bureau regional definition, accessed 05.17.20, [https://www2.census.gov/geo/pdfs/maps-data/maps/reference/us\\_regdiv.pdf](https://www2.census.gov/geo/pdfs/maps-data/maps/reference/us_regdiv.pdf)

<sup>2</sup> United States Census Bureau, assessed 05.17.20, [https://www.census.gov/popclock/data\\_tables.php?component=growth](https://www.census.gov/popclock/data_tables.php?component=growth)

Question 4	
<b>What is your gender identity?</b>	
	<b>TOTAL</b>
MALE	48%
FEMALE	52%
OTHER	*
PREFER NOT TO ANSWER	*

Question 5	
<b>What is the highest level of education you have completed to date?</b>	
	<b>TOTAL</b>
<b>TOTAL NO COLLEGE</b>	<b>52%</b>
LESS THAN HIGH SCHOOL	2%
HIGH SCHOOL GRADUATE	21%
SOME COLLEGE OR VOCATIONAL SCHOOL	29%
<b>TOTAL COLLEGE GRAD+</b>	<b>48%</b>
COLLEGE GRADUATE	33%
POST-GRADUATE	15%
PREFER NOT TO ANSWER	*

Question 6	
<b>Do you have any children aged under 18 living at home with you, or who you have regular responsibility for?</b>	
	<b>TOTAL</b>
YES	44%
NO	56%

Question 7	
<b>Which of the following best describes your current working status?</b>	
	<b>TOTAL</b>
<b>TOTAL EMPLOYED</b>	<b>51%</b>
EMPLOYED FULL-TIME	42%
EMPLOYED PART-TIME	9%
<b>TOTAL SELF EMPLOYED</b>	<b>7%</b>
SELF-EMPLOYED FULL-TIME	3%
SELF-EMPLOYED PART-TIME	4%
<b>TOTAL UNEMPLOYED</b>	<b>18%</b>
HOMEMAKER	7%
STUDENT	3%
UNEMPLOYED	9%
RETIRED	21%
OTHER	2%
PREFER NOT TO ANSWER	1%

Note: Due to rounding, totals may not add to 100%  
 \* denotes less than 0.5%

Question 8

**Which of the following best describes your unemployment status?**

*Asked of those who are unemployed. N = 92*

	<b>TOTAL</b>
<b>TOTAL CORONAVIRUS</b>	<b>39%</b>
LAI D OFF RECENTLY DUE TO EVENTS SURROUNDING THE CORONAVIRUS	27%
FURLOUGHED RECENTLY DUE TO EVENTS SURROUNDING THE CORONAVIRUS	12%
<b>TOTAL UNRELATED</b>	<b>56%</b>
UNEMPLOYED IN THE LAST 6 WEEKS UNRELATED TO THE CORONAVIRUS	15%
UNEMPLOYED FOR OVER 6 WEEKS	41%
PREFER NOT TO ANSWER	5%

Question 9

**Which of the following best describes the industry segment of the company/organization you work/worked in?**

	<b>SELF</b>	<b>FAMILY</b>	<b>TOTAL</b>
RETAIL	12%	12%	19%
EDUCATION	11%	12%	19%
HEALTH CARE [INCLUDING MEDICAL PROFESSIONALS, INSURANCE EMPLOYEES, AND HOME HEALTH]	10%	12%	19%
INFORMATION TECHNOLOGY	9%	9%	15%
BANKING AND FINANCIAL SERVICES	9%	9%	15%
CONSTRUCTION	7%	8%	14%
GOVERNMENT [FEDERAL/STATE OR PROVINCIAL/LOCAL OR MUNICIPAL]	6%	8%	12%
MANUFACTURING	6%	7%	11%
HOSPITALITY, GAMING, & LEISURE [INCLUDING FOOD, BEVERAGE, RESTAURANTS, AND HOTELS]	6%	7%	11%
AGRICULTURE AND FOOD	5%	6%	9%
TECHNOLOGY, MEDIA, & TELECOMMUNICATIONS	5%	6%	8%
AUTOMOTIVE	4%	5%	8%
AIRLINES AND AVIATION	3%	5%	7%
CONSUMER PRODUCTS	3%	5%	7%
ENERGY & NATURAL RESOURCES [INCLUDING UTILITIES]	3%	4%	7%
CHEMICALS AND MATERIALS	2%	4%	7%
TRUCKING	2%	4%	6%
LAW OR LEGAL	2%	4%	5%
PHARMACEUTICALS	2%	3%	5%
NATIONAL DEFENSE	2%	3%	4%
OTHER	30%	28%	40%

*Note: Due to rounding, totals may not add to 100%*

*\* denotes less than 0.5%*

Question 10

**How closely would you say you follow the news about your community by either reading the newspaper in print or online, reading community blogs, or by watching local news programs?**

	<b>TOTAL</b>
<b>TOTAL CLOSELY</b>	<b>79%</b>
VERY CLOSELY	40%
SOMEWHAT CLOSELY	39%
<b>TOTAL NOT CLOSELY</b>	<b>20%</b>
NOT TOO CLOSELY	14%
NOT AT ALL CLOSELY	7%
DON'T KNOW	*

Question 11

**Which of the following community activities have you done or participated in over the last year?**

	<b>TOTAL</b>
DONATED MONEY TO A COMMUNITY OR NEIGHBORHOOD ORGANIZATION	26%
VOLUNTEERED TIME TO A COMMUNITY OR NEIGHBORHOOD ORGANIZATION	24%
WRITTEN LETTERS TO THE EDITOR OF THE LOCAL PAPER	8%
CALLED INTO A LOCAL TALK RADIO SHOW	9%
SOUGHT OUT A COMMUNITY BLOG, WEBSITE OR SOCIAL MEDIA PAGE AND ACTIVELY PARTICIPATED IN CONVERSATIONS ON IT	17%
HAD A PERSONAL CONVERSATION WITH AN ELECTED OFFICIAL	12%
SIGNED A PETITION ABOUT A LOCAL OR NEIGHBORHOOD ISSUE	21%
ATTENDED A CITY, NEIGHBORHOOD, OR TOWN-HALL TYPE MEETING	18%
HELD A LEADERSHIP POSITION IN A COMMUNITY, NEIGHBORHOOD OR CHURCH ORGANIZATION	11%
BEEN ACTIVE IN YOUTH ACTIVITIES, SUCH AS COACHING A SPORTS TEAM ETC.	14%
NONE OF THE ABOVE	40%

*Note: Due to rounding, totals may not add to 100%*

*\* denotes less than 0.5%*

Question 12

How optimistic or pessimistic are you about the following?

	TOTAL OPTIMISTIC	TOTAL PESSIMISTIC	VERY OPTIMISTIC	SOMEWHAT OPTIMISTIC	SOMEWHAT PESSIMISTIC	VERY PESSIMISTIC	NEITHER OPTIMISTIC NOR PESSIMISTIC
<b>_1. My personal health</b>	74%	20%	34%	40%	14%	6%	6%
<b>_3. A company or scientific team from America developing a vaccine for the Coronavirus before the end of year</b>	64%	27%	29%	35%	18%	9%	9%
<b>_4. My personal finances</b>	59%	33%	26%	33%	22%	11%	8%
<b>_2. The health of people in my local community</b>	65%	26%	24%	41%	20%	7%	9%
<b>_5. The U.S. economy</b>	46%	49%	22%	24%	28%	21%	6%

Question 13

What is your current working situation during the Coronavirus pandemic?

Asked of those who are employed or self-employed. N = 582

	TOTAL
<b>REQUIRED WFH</b>	<b>51%</b>
THE GOVERNMENT HAS MANDATED THAT I WORK FROM HOME	23%
MY EMPLOYER HAS MANDATED OR RECOMMENDED THAT I WORK FROM HOME	28%
<b>CHOOSING WFH</b>	<b>13%</b>
I HAVE CHOSEN TO WORK FROM HOME, EVEN THOUGH MY EMPLOYER IS OPEN FOR BUSINESS	8%
I AM SELF-EMPLOYED AND HAVE CHOSEN TO WORK FROM HOME	5%
<b>NORMAL WORKPLACE</b>	<b>26%</b>
MY EMPLOYER IS OPEN FOR BUSINESS AND I CONTINUE TO WORK FROM MY USUAL WORKPLACE	21%
I AM SELF-EMPLOYED AND CONTINUE TO WORK FROM MY USUAL WORKPLACE	5%
I CANNOT PERFORM MY WORK DUTIES, SO I AM NOT WORKING	11%

Question 14

Are you considered an essential worker by your local, state, or federal government?

Asked of those working at location. N = 150

	TOTAL
YES	67%
NO	26%
UNSURE	7%

Question 15

How would you rate your employer's communications in each of the following areas since the Coronavirus pandemic began?

Asked of those who are employed. N = 512

	TOTAL EXCELLENT/ GOOD	TOTAL FAIR/ POOR	EXCELLENT	GOOD	FAIR	POOR	NOT APPLICABLE
<b>_1. Concern for your health and safety</b>	<b>76%</b>	<b>22%</b>	40%	36%	15%	7%	2%
<b>_2. Health benefits available to you</b>	<b>73%</b>	<b>22%</b>	38%	35%	12%	9%	5%
<b>_8. Effectively and efficiently working from home</b>	<b>81%</b>	<b>19%</b>	38%	43%	13%	6%	*
<b>_4. The future of the company you work for</b>	<b>73%</b>	<b>25%</b>	37%	36%	15%	10%	2%
<b>_9. Duration of working from home</b>	<b>78%</b>	<b>21%</b>	37%	41%	16%	5%	1%
<b>_5. Your working options</b>	<b>70%</b>	<b>26%</b>	34%	35%	15%	10%	4%
<b>_3. Your personal job security</b>	<b>69%</b>	<b>28%</b>	32%	37%	18%	9%	3%
<b>_6. Modifying your work hours</b>	<b>67%</b>	<b>25%</b>	30%	37%	18%	7%	8%
<b>_7. Potential furloughs or staff reductions</b>	<b>55%</b>	<b>34%</b>	26%	28%	22%	12%	12%

Question 16

The ways in which my employer handled the events surrounding the Coronavirus pandemic has changed the trust I have in my company's leadership in the following way:

Asked of those who are employed. N = 512

	TOTAL
<b>TOTAL INCREASED</b>	<b>61%</b>
SIGNIFICANTLY INCREASED THE TRUST I HAVE IN LEADERSHIP	36%
SLIGHTLY INCREASED THE TRUST I HAVE IN LEADERSHIP	26%
<b>TOTAL DECREASED</b>	<b>13%</b>
SLIGHTLY DECREASED THE TRUST I HAVE IN LEADERSHIP	7%
SIGNIFICANTLY DECREASED THE TRUST I HAVE IN LEADERSHIP	7%
DID NOT CHANGE THE TRUST I HAVE IN LEADERSHIP	25%

Note: Due to rounding, totals may not add to 100%

\* denotes less than 0.5%

**Do you agree or disagree with the following statement when it comes to your employer?**

*Asked of those who are employed. N = 512*

	<b>TOTAL AGREE</b>	<b>TOTAL DISAGREE</b>	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW
<b>17. My employer is treating all employees with the same concern for their well-being throughout the Coronavirus pandemic, regardless of who they are.</b>	<b>83%</b>	<b>15%</b>	52%	30%	9%	6%	3%
<b>18. The Coronavirus pandemic has highlighted that there is a fundamental unfairness in my company between employees who can work from home and employees who have to work on site.</b>	<b>52%</b>	<b>40%</b>	28%	25%	16%	24%	7%

Question 19

**Which statement comes closer to your view of your company?**

**I am concerned the Coronavirus pandemic has shown there will be negative feelings between those who have to work on-site and those who can work from home**

**I am encouraged by how everyone in my company has come together to look after each other and get the job done under difficult circumstances**

*Asked of those who are employed. N = 512*

	<b>TOTAL</b>
CONCERNED	33%
ENCOURAGED	58%
DON'T KNOW	9%

Question 20

**Which of the following actions would you MOST like to see major corporations take as a result of the Coronavirus pandemic? Please rank your top 3.**

	RANKED 1ST	RANKED 2ND	RANKED 3RD
<b>_2. Protecting the health and safety of their employees</b>	51%	31%	18%
<b>_1. Remaining financially able to avoid having to lay off their employees</b>	34%	41%	26%
<b>_5. Reducing their greenhouse gas emissions and the impact their operations have on the environment</b>	26%	36%	38%
<b>_4. Sustainable and responsible usage of water, land and other resources</b>	24%	28%	48%
<b>_6. Giving back to the communities where these companies operate</b>	24%	30%	46%
<b>_3. Providing transparency on how their executives are paid</b>	23%	34%	43%

*Note: Due to rounding, totals may not add to 100%*

*\* denotes less than 0.5%*

Question 21

As a result of the Coronavirus pandemic, how much attention are you paying to...

	<b>TOTAL MORE THAN USUAL</b>	<b>MUCH MORE THAN USUAL</b>	<b>SOMEWHAT MORE THAN USUAL</b>	<b>NO MORE THAN USUAL</b>
<b>_2. How companies care for their employees' safety and well-being</b>	<b>84%</b>	47%	37%	16%
<b>_3. How companies treat their customers</b>	<b>82%</b>	44%	37%	18%
<b>_1. How companies are paying or retaining their employees</b>	<b>78%</b>	39%	39%	22%
<b>_5. Leaders/CEOs stepping up to help others in need</b>	<b>77%</b>	40%	37%	23%
<b>_7. How companies are providing sick leave benefits to their employees</b>	<b>77%</b>	38%	39%	23%
<b>_6. How companies apply for or take government loans or grants</b>	<b>72%</b>	36%	36%	28%
<b>_4. How and where companies source their products/supply chains</b>	<b>70%</b>	32%	39%	30%

Note: Due to rounding, totals may not add to 100%

\* denotes less than 0.5%



Question 22\_1

**How companies and or leaders are paying or retaining their employees**

	<b><u>TOTAL</u></b>
<b>SPECIFIC COMPANIES</b>	<b>33%</b>
RETAILERS	13%
WALMART	6%
KROGER	1%
TARGET	1%
COSTCO	1%
HEB	1%
HOME DEPOT	1%
AMAZON	5%
RESTAURANTS	4%
FAST FOOD CHAINS/RESTAURANTS (NON SPECIFIC)	1%
DOMINOS	1%
MCDONALD'S	1%
TEXAS ROAD HOUSE	1%
CARS	3%
TESLA	1%
FORD	1%
TECHNOLOGY	2%
APPLE	1%
MICROSOFT	1%
GOOGLE	2%
BANKS	1%
TWITTER	1%
AIRLINES	1%
<b>OTHER POSITIVE/NEUTRAL MENTIONS</b>	<b>6%</b>
EXCELLENT/GOOD COMPANY/IMPORTANT (NON SPECIFIC)	3%
FAIR/OKAY/NEUTRAL	1%
ALL COMPANIES/ANY/STORES (GENERAL)	1%
<b>ACTIONS TAKEN</b>	<b>4%</b>
GOOD TREATMENT OF EMPLOYEES/PROVIDING BENEFITS/SICK TIME	2%
SOCIAL DISTANCING PRACTICES/PROTECTIVE GLASS PUT UP/6 FEET MARKERS	1%
<b>GENERAL NEGATIVE MENTIONS</b>	<b>2%</b>
TERRIBLE COMPANY/NEGATIVE (GENERAL)	1%
TREATING THEIR EMPLOYEES POORLY/TAKING ADVANTAGE OF THEIR WORKERS	1%
<b>SPECIFIC PEOPLE/LEADERS</b>	<b>1%</b>
GOVERNMENT	1%
<b>GENERAL INDUSTRY MENTIONS</b>	<b>1%</b>
OTHER	8%
NONE/NOTHING	14%
DON'T KNOW	7%
REFUSED	25%

Note: Due to rounding, totals may not add to 100%

\* denotes less than 0.5%

Question 22\_2

**How companies and or leaders care for their employees' safety and well-being**

	<b><u>TOTAL</u></b>
<b>SPECIFIC COMPANIES</b>	<b>33%</b>
RETAILERS	15%
WALMART	6%
KROGER	1%
TARGET	1%
COSTCO	1%
HOME DEPOT	1%
BEST BUY	1%
TYSON	1%
AMAZON	7%
RESTAURANTS	3%
MCDONALD'S	1%
FAST FOOD CHAINS/RESTAURANTS (NON SPECIFIC)	1%
CARS	2%
FORD	1%
GENERAL MOTORS/GM	1%
TECHNOLOGY	2%
APPLE	1%
GOOGLE	1%
BANKS	1%
FEDEX/FEDEX GROUND	1%
<b>OTHER POSITIVE/NEUTRAL MENTIONS</b>	<b>6%</b>
EXCELLENT/GOOD COMPANY/IMPORTANT (NON SPECIFIC)	3%
ALL COMPANIES/ANY/STORES (GENERAL)	2%
FAIR/OKAY/NEUTRAL	1%
<b>ACTIONS TAKEN</b>	<b>4%</b>
SOCIAL DISTANCING PRACTICES/PROTECTIVE GLASS PUT UP/6 FEET MARKERS	2%
GOOD TREATMENT OF EMPLOYEES/PROVIDING BENEFITS/SICK TIME	1%
ACTION TAKEN/HELPING OTHERS (NON SPECIFIC)	1%
<b>GENERAL INDUSTRY MENTIONS</b>	<b>3%</b>
HEALTHCARE/HOSPITALS	2%
SCHOOLS/COLLEGES/EDUCATION	1%
<b>GENERAL NEGATIVE MENTIONS</b>	<b>2%</b>
TERRIBLE COMPANY/NEGATIVE (GENERAL)	1%
<b>SPECIFIC PEOPLE/LEADERS</b>	<b>1%</b>
GOVERNMENT	1%
DONALD TRUMP	1%
OTHER	9%
NONE/NOTHING	12%
DON'T KNOW	6%
REFUSED	25%

Note: Due to rounding, totals may not add to 100%

\* denotes less than 0.5%

Question 22\_3

**How companies and or leaders treat their customers**

	<b><u>TOTAL</u></b>
<b>SPECIFIC COMPANIES</b>	<b>37%</b>
RETAILERS	18%
WALMART	8%
TARGET	2%
KROGER	2%
COSTCO	1%
HOME DEPOT	1%
PUBLIX	1%
SAM'S CLUB	1%
HEB	1%
AMAZON	7%
CARS	3%
FORD	1%
TESLA	1%
TOYOTA	1%
RESTAURANTS	3%
MCDONALD'S	1%
FAST FOOD CHAINS/RESTAURANTS (NON SPECIFIC)	1%
GOOGLE	2%
TECHNOLOGY	2%
DISNEY	1%
BANKS	1%
<b>OTHER POSITIVE/NEUTRAL MENTIONS</b>	<b>7%</b>
EXCELLENT/GOOD COMPANY/IMPORTANT (NON SPECIFIC)	4%
FAIR/OKAY/NEUTRAL	2%
ALL COMPANIES/ANY/STORES (GENERAL)	1%
<b>ACTIONS TAKEN</b>	<b>2%</b>
ACTION TAKEN/HELPING OTHERS (NON SPECIFIC)	1%
SOCIAL DISTANCING PRACTICES/PROTECTIVE GLASS PUT UP/6 FEET MARKERS	1%
<b>SPECIFIC PEOPLE/LEADERS</b>	<b>1%</b>
GOVERNMENT	1%
<b>GENERAL NEGATIVE MENTIONS</b>	<b>1%</b>
TERRIBLE COMPANY/NEGATIVE (GENERAL)	1%
<b>GENERAL INDUSTRY MENTIONS</b>	<b>1%</b>
OTHER	7%
NONE/NOTHING	14%
DON'T KNOW	5%
REFUSED	26%

Note: Due to rounding, totals may not add to 100%  
 \* denotes less than 0.5%

Question 22\_4

**How and where companies and or leaders source their products supply chains**

	<b><u>TOTAL</u></b>
<b>SPECIFIC COMPANIES</b>	<b>28%</b>
RETAILERS	13%
WALMART	6%
COSTCO	1%
TARGET	1%
ALBERTSONS	1%
PUBLIX	1%
KROGER	1%
AMAZON	5%
CARS	3%
FORD	2%
RESTAURANTS	2%
FAST FOOD CHAINS/RESTAURANTS (NON SPECIFIC)	1%
TECHNOLOGY	2%
APPLE	1%
GOOGLE	1%
GE	1%
<b>OTHER POSITIVE/NEUTRAL MENTIONS</b>	<b>6%</b>
EXCELLENT/GOOD COMPANY/IMPORTANT (NON SPECIFIC)	3%
CHINA CONCERNS/SHOP AMERICAN	2%
ALL COMPANIES/ANY/STORES (GENERAL)	1%
FAIR/OKAY/NEUTRAL	1%
<b>GENERAL INDUSTRY MENTIONS</b>	<b>2%</b>
HEALTHCARE/HOSPITALS	1%
SMALL BUSINESSES/LOCAL (NON-SPECIFIC)	1%
<b>SPECIFIC PEOPLE/LEADERS</b>	<b>1%</b>
GOVERNMENT	1%
<b>ACTIONS TAKEN</b>	<b>1%</b>
<b>GENERAL NEGATIVE MENTIONS</b>	<b>1%</b>
TERRIBLE COMPANY/NEGATIVE (GENERAL)	1%
OTHER	9%
NONE/NOTHING	18%
DON'T KNOW	9%
REFUSED	27%

Note: Due to rounding, totals may not add to 100%  
 \* denotes less than 0.5%

Question 22\_5

**How companies and or leaders are stepping up to help others in need**

	<b><u>TOTAL</u></b>
<b>SPECIFIC COMPANIES</b>	<b>32%</b>
RETAILERS	10%
WALMART	4%
FRITO LAY	1%
TARGET	1%
ADIDAS	1%
PUBLIX	1%
AMAZON	5%
RESTAURANTS	5%
FAST FOOD CHAINS/RESTAURANTS (NON SPECIFIC)	2%
MCDONALD'S	1%
SUBWAY	1%
CARS	3%
FORD	1%
TESLA	1%
SUBARU	1%
TECHNOLOGY	2%
APPLE	1%
BANKS	2%
GOOGLE	1%
ALLSTATE	1%
3M	1%
<b>OTHER POSITIVE/NEUTRAL MENTIONS</b>	<b>5%</b>
EXCELLENT/GOOD COMPANY/IMPORTANT (NON SPECIFIC)	3%
ALL COMPANIES/ANY/STORES (GENERAL)	1%
FAIR/OKAY/NEUTRAL	1%
<b>ACTIONS TAKEN</b>	<b>4%</b>
DONATIONS/BEING GENEROUS/PROVIDING MATERIALS	2%
ACTION TAKEN/HELPING OTHERS (NON SPECIFIC)	1%
<b>GENERAL INDUSTRY MENTIONS</b>	<b>3%</b>
NONPROFIT/CHARITIES/FOOD BANKS	2%
HEALTHCARE/HOSPITALS	1%
BIG COMPANIES/CORPORATIONS	1%
<b>SPECIFIC PEOPLE/LEADERS</b>	<b>3%</b>
GOVERNMENT	1%
DONALD TRUMP	1%
BILL GATES	1%
OTHER	11%
NONE/NOTHING	14%
DON'T KNOW	5%
REFUSED	24%

Note: Due to rounding, totals may not add to 100%

\* denotes less than 0.5%

Question 22\_6

**How companies apply for or take government loans or grants**

	<b><u>TOTAL</u></b>
<b>SPECIFIC COMPANIES</b>	<b>23%</b>
RESTAURANTS	7%
SHAKE SHACK	2%
RUTH CHRIS	2%
FAST FOOD CHAINS/RESTAURANTS (NON SPECIFIC)	1%
MCDONALD'S	1%
RETAILERS	4%
WALMART	2%
TARGET	1%
AMAZON	3%
BANKS	2%
BANKS (NON SPECIFIC)	1%
AIRLINES	2%
AIRLINES	1%
DELTA	1%
TECHNOLOGY	2%
APPLE	1%
GOOGLE	1%
CARS	1%
FORD	1%
<b>OTHER POSITIVE/NEUTRAL MENTIONS</b>	<b>4%</b>
EXCELLENT/GOOD COMPANY/IMPORTANT (NON SPECIFIC)	2%
ALL COMPANIES/ANY/STORES (GENERAL)	1%
FAIR/OKAY/NEUTRAL	1%
CHINA CONCERNS/SHOP AMERICAN	0%
<b>GENERAL INDUSTRY MENTIONS</b>	<b>4%</b>
SMALL BUSINESSES/LOCAL (NON-SPECIFIC)	2%
SCHOOLS/COLLEGES/EDUCATION	1%
HARVARD	1%
<b>SPECIFIC PEOPLE/LEADERS</b>	<b>2%</b>
LAKERS	1%
DONALD TRUMP	1%
GOVERNMENT	1%
<b>GENERAL NEGATIVE MENTIONS</b>	<b>2%</b>
BIG COMPANIES SHOULDN'T GET GRANTS/LOANS/ONLY SMALL COMPANIES	1%
TERRIBLE COMPANY/NEGATIVE (GENERAL)	1%
<b>ACTIONS TAKEN</b>	<b>1%</b>
GOOD TREATMENT OF EMPLOYEES/PROVIDING BENEFITS/SICK TIME	1%
OTHER	9%
NONE/NOTHING	18%
DON'T KNOW	8%
REFUSED	27%

Note: Due to rounding, totals may not add to 100%  
 \* denotes less than 0.5%

Question 22\_7

**How companies are providing sick leave benefits to their employees**

	<b><u>TOTAL</u></b>
<b>SPECIFIC COMPANIES</b>	<b>28%</b>
RETAILERS	11%
WALMART	5%
TARGET	1%
COSTCO	1%
HOME DEPOT	1%
TYSON	1%
KROGER	1%
WHOLE FOODS	1%
AMAZON	6%
TECHNOLOGY	2%
APPLE	1%
MICROSOFT	1%
CARS	2%
FORD	1%
GOOGLE	2%
RESTAURANTS	2%
MCDONALD'S	1%
BANKS	1%
<b>OTHER POSITIVE/NEUTRAL MENTIONS</b>	<b>5%</b>
EXCELLENT/GOOD COMPANY/IMPORTANT (NON SPECIFIC)	3%
ALL COMPANIES/ANY/STORES (GENERAL)	1%
FAIR/OKAY/NEUTRAL	1%
<b>GENERAL INDUSTRY MENTIONS</b>	<b>3%</b>
HEALTHCARE/HOSPITALS	2%
<b>ACTIONS TAKEN</b>	<b>3%</b>
GOOD TREATMENT OF EMPLOYEES/PROVIDING BENEFITS/SICK TIME	2%
<b>SPECIFIC PEOPLE/LEADERS</b>	<b>1%</b>
GOVERNMENT	1%
MARK CUBAN	1%
<b>GENERAL NEGATIVE MENTIONS</b>	<b>1%</b>
OTHER	8%
NONE/NOTHING	17%
DON'T KNOW	8%
REFUSED	27%

Note: Due to rounding, totals may not add to 100%  
 \* denotes less than 0.5%

Question 23

How has your perception of the following industries changed as a result of how they have handled the Coronavirus pandemic?

<b>TOTAL MORE FAVORABLE</b>	<b>TOTAL LESS FAVORABLE</b>	MUCH MORE FAVORABLE	SOMEWHAT MORE FAVORABLE	SOMEWHAT LESS FAVORABLE	MUCH LESS FAVORABLE	NO CHANGE - I HAVE A FAVORABLE IMPRESSION	NO CHANGE - I HAVE AN UNFAVORABLE IMPRESSION
<b>_2. Biotechnology/pharmaceuticals</b>							
51%	18%	22%	29%	12%	7%	21%	10%
<b>_5. Health insurance companies</b>							
47%	18%	21%	25%	12%	7%	23%	12%
<b>_3. Large retailers</b>							
50%	20%	18%	31%	13%	7%	24%	6%
<b>_1. Banks and financial services companies</b>							
47%	20%	18%	29%	13%	7%	25%	8%
<b>_4. Oil and gas producers</b>							
40%	19%	17%	23%	12%	7%	27%	14%

Question 24

There are certain CEOs who have volunteered to donate their salaries during the Coronavirus pandemic. Which statement comes closer to your view of this scenario?

	<b>TOTAL</b>
THESE CEOs ARE SIMPLY TRYING TO GET POSITIVE HEADLINES AND SHOWS HOW TRULY DIVIDED WE ARE IF THEY CAN EASILY HAND OVER THEIR SUPPOSEDLY HARD-EARNED PAY	29%
CEOS ARE DOING THEIR BEST TO ENSURE EMPLOYEES CONTINUE TO GET SALARIES DURING A TOUGH TIME WHEN COMPANIES ARE ON THE BRINK OF SHUTTING DOWN	53%
DON'T KNOW	18%

Question 25

Thinking about the federal government's response to the Coronavirus pandemic, who do you have more confidence in to lead the country through the Coronavirus pandemic?

	<b>TOTAL</b>
DONALD TRUMP	41%
JOE BIDEN	38%
BOTH EQUAL	5%
NOT SURE	14%
PREFER NOT TO ANSWER	3%

Note: Due to rounding, totals may not add to 100%  
 \* denotes less than 0.5%



Question 26

Thinking more specifically about industries receiving government funds or direct financial assistance as a result of the impact of the Coronavirus pandemic.

Regardless if the industry has or has not received any assistance, which industries deserve government funds or direct financial assistance from the federal government as a result of the impact of the Coronavirus pandemic?

Please pick your top 3 choices.

	<b>TOTAL</b>
HOSPITALS	45%
FARMERS	35%
GROCERY STORES	23%
CLINICAL LABORATORIES THAT TEST FOR DISEASES	19%
FOOD MANUFACTURING	18%
TRUCKERS	14%
MEAT PACKING	14%
AIRLINES	11%
RETAIL	11%
HEALTH INSURANCE COMPANIES	10%
BIOTECHNOLOGY/PHARMACEUTICALS	9%
HIGHER EDUCATION INSTITUTIONS	9%
MANUFACTURERS	8%
HOTELS	7%
ELECTRIC UTILITIES	6%
MASS TRANSIT	6%
BANKS & FINANCIAL SERVICES COMPANIES	5%
APP-BASED CARRY-OUT PROVIDERS	4%
CREDIT CARD AND PAYMENT COMPANIES	3%
OIL AND GAS PRODUCERS	3%
APP-BASED TRANSPORTATION PROVIDERS	3%
RESIDENTIAL CONSTRUCTION	3%
AUTOMOTIVE MANUFACTURERS	3%
COMMERCIAL CONSTRUCTION	3%
NONE OF THE ABOVE	9%

Note: Due to rounding, totals may not add to 100%  
 \* denotes less than 0.5%

Question 27

Some people have said the government should set specific actions that companies must do if they receive government funds or direct financial assistance.

Do you support or oppose companies taking the following actions to receive government funding?

	TOTAL SUPPORT	TOTAL OPPOSE	STRONGLY SUPPORT	SOMEWHAT SUPPORT	SOMEWHAT OPPOSE	STRONGLY OPPOSE
<b>_7. Promise to not furlough, lay-off, fire or reduce the pay or benefits to employees</b>	<b>88%</b>	<b>12%</b>	55%	34%	8%	4%
<b>_8. Ensure the company's manufacturing is majority American-made</b>	<b>86%</b>	<b>14%</b>	46%	40%	10%	4%
<b>_4. Donate CEO pay to ensure employees continue getting paid</b>	<b>85%</b>	<b>15%</b>	46%	39%	11%	4%
<b>_3. Publicly release all company expenditures 1 year after receiving funds</b>	<b>85%</b>	<b>15%</b>	42%	42%	11%	4%
<b>_1. Publicly release financial details of CEO and senior leadership pay</b>	<b>82%</b>	<b>18%</b>	43%	39%	13%	5%
<b>_2. Publicly release all company expenditures 1 year prior to receiving funds to show how the company was responsibly spending its money prior to the Coronavirus pandemic</b>	<b>80%</b>	<b>20%</b>	38%	42%	16%	4%
<b>_5. Discontinue buying back stock until government assistance is repaid</b>	<b>79%</b>	<b>21%</b>	38%	41%	16%	4%
<b>_6. Discontinue paying dividends to their investors until government assistance is repaid</b>	<b>72%</b>	<b>28%</b>	33%	39%	21%	7%

Question 28

Other companies that have not received government funding are in need of funding to continue operating.

Foreign-based governments and companies are actively looking to buy ownership stakes in these struggling U.S. companies.

Which statement comes closer to your view on how companies should proceed?

	TOTAL
COMPANIES SHOULD BE ABLE TO SELL TO FOREIGN-BASED GOVERNMENTS AND COMPANIES AS THEY SEE FIT	35%
COMPANIES SHOULD NOT BE ALLOWED SELL TO A FOREIGN ENTITY NO MATTER HOW CASH-STRAPPED THEY ARE	42%
DON'T KNOW	23%

Note: Due to rounding, totals may not add to 100%  
\* denotes less than 0.5%

Question 29

Some US lawmakers are calling for the Federal Trade Commission and Department of Justice to apply more scrutiny to mergers and acquisitions to prevent large companies from buying out smaller competitors to prevent monopolies from forming.

Which statement comes closer to your view of this situation?

	<b>TOTAL</b>
THE US FEDERAL GOVERNMENT SHOULD BLOCK THESE TYPES OF TRANSACTIONS	51%
THE US FEDERAL GOVERNMENT SHOULD NOT INTERVENE IN THESE TYPES OF TRANSACTIONS	28%
DON'T KNOW	20%

Question 30

Which statement comes closer to your view of banks and financial institutions amid the Coronavirus pandemic?

	<b>TOTAL</b>
THEIR ACTIONS DURING THE PANDEMIC WILL POSITIVELY AFFECT EVERYDAY AMERICANS	31%
THEIR ACTIONS DURING THE PANDEMIC WILL HAVE NO SIGNIFICANT IMPACT EITHER WAY ON EVERYDAY AMERICANS	25%
THEIR ACTIONS DURING THE PANDEMIC WILL NEGATIVELY AFFECT EVERYDAY AMERICANS.	23%
DON'T KNOW	21%

Question 31

Do you agree or disagree with the following statements?

	<b>TOTAL AGREE</b>	<b>TOTAL DISAGREE</b>	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE
<b>_1. The U.S. relies too heavily on foreign countries for our supply chains, products, and goods</b>	<b>86%</b>	<b>14%</b>	45%	41%	11%	3%
<b>_2. I'm willing to pay more for products if companies that make those goods move their manufacturing plants out of China</b>	<b>78%</b>	<b>22%</b>	35%	42%	17%	6%
<b>_3. China can be trusted to follow through on its trade-deal commitments to buy more American products this year</b>	<b>45%</b>	<b>55%</b>	17%	28%	31%	25%

Question 32

Which do you think is a better approach to improving the U.S. ECONOMY?

Increasing restrictions on products from overseas and requiring more products are made in the U.S.  
 Pursuing free trade agreements between the U.S. and other countries and reducing trade barriers like tariffs  
 Asked of Sample A. N = 507.

	<b>TOTAL</b>
INCREASING RESTRICTIONS	66%
FREE TRADE AGREEMENTS	34%

Note: Due to rounding, totals may not add to 100%  
 \* denotes less than 0.5%

Question 33

Which do you think is a better approach to improving the global economy?

Increasing restrictions on products from overseas and requiring more products are made in the U.S.  
 Pursuing free trade agreements between the U.S. and other countries and reducing trade barriers like tariffs  
 Asked of Sample B. N = 505.

	<b><u>TOTAL</u></b>
INCREASING RESTRICTIONS	66%
FREE TRADE AGREEMENTS	34%

Question 34

Would you support or oppose legislation that would:

Require labels on each product that indicate all of the countries where the product was designed, manufactured and assembled

AND

Indicate what percentage of the product was made in each country

	<b><u>TOTAL</u></b>
<b>TOTAL SUPPORT</b>	<b>94%</b>
STRONGLY SUPPORT	55%
SOMEWHAT SUPPORT	39%
<b>TOTAL OPPOSE</b>	<b>6%</b>
SOMEWHAT OPPOSE	4%
STRONGLY OPPOSE	2%

Question 35

How does the following impact your decision to purchase products? If the product is made in...

	TOTAL WOULD PURCHASE	THIS WILL NOT IMPACT MY DECISION AND I WOULD PURCHASE	I MAY NOT LIKE WHERE IT IS MADE BUT ULTIMATELY PURCHASE	I WILL NOT PURCHASE
<b>_4. Europe</b>	<b>88%</b>	56%	32%	12%
<b>_5. Latin or South America</b>	<b>84%</b>	48%	36%	16%
<b>_6. Mexico</b>	<b>83%</b>	46%	37%	17%
<b>_3. India</b>	<b>78%</b>	39%	39%	22%
<b>_2. Southeast Asia, not in China</b>	<b>76%</b>	37%	39%	24%
<b>_1. China</b>	<b>60%</b>	26%	34%	40%

Note: Due to rounding, totals may not add to 100%  
 \* denotes less than 0.5%

Question 36

How much extra are you willing to pay for a product that's made in America?

	<b>TOTAL</b>
ZERO - I'M NOT WILLING TO PAY MORE	24%
5% MORE	26%
10% MORE	27%
25% MORE	12%
50% MORE	7%
100% MORE	5%

Question 37

Some people have suggested that there should be legislation that would designate certain products, such as medical equipment, medical supplies and critical pharmaceuticals as “critical health supplies” and that federal, state and local governments and U.S. companies only be allowed to purchase these products from manufacturers that are **BASED IN COUNTRIES THAT ARE U.S. ALLIES.**

Would you support or oppose this legislation?

*Asked of Sample A. N = 507.*

<b>TOTAL SUPPORT</b>	<b>TOTAL OPPOSE</b>	STRONGLY SUPPORT	SOMEWHAT SUPPORT	SOMEWHAT OPPOSE	STRONGLY OPPOSE
<b>87%</b>	<b>13%</b>	40%	47%	10%	3%

Question 38

Some people have suggested that there should be legislation that would designate certain products, such as medical equipment, medical supplies and critical pharmaceuticals as “critical health supplies” and that federal, state and local governments and U.S. companies only be allowed to purchase these products from manufacturers that are **BASED IN NORTH AMERICA, SOUTH AMERICA OR EUROPE.**

Would you support or oppose this legislation?

*Asked of Sample B. N = 505.*

<b>TOTAL SUPPORT</b>	<b>TOTAL OPPOSE</b>	STRONGLY SUPPORT	SOMEWHAT SUPPORT	SOMEWHAT OPPOSE	STRONGLY OPPOSE
<b>85%</b>	<b>15%</b>	37%	48%	11%	4%

Question 39

Some people have suggested Congress pass legislation that would require certain products be manufactured in the U.S. to prevent supply shortages, even if those products are more expensive.

For each of the following industries, please indicate whether you support or oppose such legislation.

	<b>TOTAL SUPPORT</b>	<b>TOTAL OPPOSE</b>	STRONGLY SUPPORT	SOMEWHAT SUPPORT	SOMEWHAT OPPOSE	STRONGLY OPPOSE
<b>_1. Medical supplies such as masks, syringes, and swabs</b>	<b>88%</b>	<b>12%</b>	50%	38%	10%	3%
<b>_2. Pharmaceuticals that treat viruses</b>	<b>87%</b>	<b>13%</b>	46%	41%	10%	3%
<b>_3. Goods purchased by the U.S. Department of Defense</b>	<b>87%</b>	<b>13%</b>	45%	42%	11%	3%
<b>_4. Airplanes and airplane parts purchased by the Airlines</b>	<b>81%</b>	<b>19%</b>	36%	45%	15%	4%

Question 40

Recently, many commercial airlines have put in place specific policies to keep customers healthy and safe when flying, including requiring flyers to wear masks, using high-grade disinfectants that are often used in health facilities, and reducing seat capacity to allow for social distancing.

Having heard this, how safe would you feel to take a flight on a US-based airline today?

	<b>TOTAL</b>
<b>TOTAL SAFE</b>	<b>54%</b>
VERY SAFE	20%
SOMEWHAT SAFE	34%
<b>TOTAL NOT SAFE</b>	<b>40%</b>
NOT TOO SAFE	20%
NOT AT ALL SAFE	20%
DON'T KNOW	6%

Question 41

In the current environment, how important are the following factors in your selection of a retailer/brand to purchase from online while physical locations are closed?

	TOTAL IMPORTANT	TOTAL UNIMPORTANT	VERY IMPORTANT	SOMEWHAT IMPORTANT	SOMEWHAT UNIMPORTANT	VERY UNIMPORTANT
<b>_5. Availability of desired merchandise</b>	91%	9%	55%	36%	6%	3%
<b>_6. Timely delivery of online orders</b>	91%	9%	54%	37%	6%	3%
<b>_3. Strong customer service [purchase/returns]</b>	89%	11%	51%	38%	9%	2%
<b>_4. Company's treatment of employees during the Coronavirus pandemic</b>	88%	12%	49%	39%	8%	4%
<b>_1. Prior experience with brand/brand loyalty</b>	88%	12%	40%	48%	9%	3%
<b>_2. Promotional activity</b>	75%	25%	28%	47%	19%	6%

Question 42

Once your state/community reopens, which of the following is likely to describe your shopping behavior?

	TOTAL
I'LL RETURN TO MY NORMAL PRE-PANDEMIC SHOPPING BEHAVIOR	30%
I'LL CONTINUE TO SHOP PRIMARILY ONLINE	21%
I'LL PROBABLY SHOP MORE AT STANDALONE STORE LOCATIONS THAN AT LARGE MALLS	20%
I'LL BE MUCH MORE CONSCIOUS OF SPECIAL PROMOTIONS THAN BEFORE	13%
I'LL BUY ONLINE BUT PICK UP IN STORE	9%
I'LL VISIT PHYSICAL LOCATIONS TO SEE THE MERCHANDISE, BUT COMPLETE THE PURCHASE ONLINE	8%

Question 43

Please select up to 3 actions a company could take that will give you the confidence to visit a physical store versus online-only shopping.

	TOTAL
VISIBLE SAFETY MEASURES LIKE BARRIERS AT CASH REGISTERS, EMPLOYEES IN PPE, OBVIOUS SOCIAL DISTANCING AT PHYSICAL STORE	57%
CLEANLINESS OF STORE	53%
POSITIVE REPUTATION OF RETAILER THROUGH THE CORONAVIRUS PANDEMIC	34%
TRACK RECORD OF STAYING OPEN WITH NO REPORTED ILLNESSES FROM EMPLOYEES AND CUSTOMERS	31%
CLEAR STATEMENTS BY RETAILER REGARDING COMMITMENTS TO CONSUMER SAFETY	28%
AVAILABILITY OF FLEXIBLE OPTIONS LIKE CURBSIDE PICKUP/BOPIS	27%
POSITIVE WORD OF MOUTH FROM FRIENDS AND FAMILY	21%
OPPORTUNITY FOR SPECIAL APPOINTMENTS DURING OFF-HOURS	14%

Note: Due to rounding, totals may not add to 100%

\* denotes less than 0.5%

Question 44

**How long, on average, do you think it takes a pharmaceutical company to develop a vaccine for an illness?**

	<b><u>TOTAL</u></b>
UNDER 6 MONTHS	8%
6 MONTHS - 1 YEAR	19%
1 - 1 1/2 YEARS	19%
1 1/2 - 2 YEARS	19%
2 - 2 1/2 YEARS	9%
2 1/2 - 3 YEARS	5%
MORE THAN 3 YEARS	9%
DON'T KNOW	13%

Question 45

**Which statement comes closer to your view of the healthcare industry's approach to collaboration to address the Coronavirus pandemic?**

	<b><u>TOTAL</u></b>
THE INDUSTRY HAS COLLABORATED WELL TOGETHER	35%
THE INDUSTRY HAS NOT DONE ENOUGH TO COLLABORATE TOGETHER	24%
I HAVEN'T NOTICED/AM NOT AWARE OF ANY COLLABORATION	23%
DON'T KNOW	18%

Question 46

**Which statement comes closer to your view of pharmaceutical companies?**

**I trust that pharmaceutical companies are doing everything they can to develop a vaccine for the Coronavirus which all Americans can access**

**I am concerned pharmaceutical companies will misuse funds and price Americans out of accessing a vaccine for the Coronavirus**

	<b><u>TOTAL</u></b>
DOING EVERYTHING THEY CAN	45%
MISUSE FUNDS	42%
DON'T KNOW	13%



Question 47

Thinking about technology policy Congress can enact, which statement comes closer to your view of this situation?

**We need more regulation placed on technology companies to ensure the public's data is protected**

**We need less regulation on technology companies to ensure they can innovate and develop the latest technologies to adapt to the demands of the public**

	<b>TOTAL</b>
MORE REGULATION	55%
LESS REGULATION	30%
DON'T KNOW	15%

Question 48

As you may know, technology companies are developing so called tracking and tracing technology that, if people agree to share their location data from their smartphones, can be used to alert people if they been exposed to someone who has the Coronavirus. Which statement comes closer to your view of this situation?

**I am MORE encouraged than concerned by this because it will help individuals know if they have been exposed, it will be an important tool to help re-open businesses and other parts of daily life, and I trust the data will be used responsibly.**

**I am MORE concerned than encouraged by this because, while there may be some short-term benefit to public health, there is too great of a risk in technology companies and governments having access to this kind of data.**

	<b>TOTAL</b>
MORE ENCOURAGED	45%
MORE CONCERNED	55%

Question 49

Which of the following news networks are you most likely to get your news from? Please select only one network.

	<b>TOTAL</b>
CNN	27%
FOX NEWS	26%
MSNBC	9%
CNBC	5%
PBS	4%
BLOOMBERG	3%
SOMETHING ELSE	9%
I DON'T WATCH CABLE NEWS	18%

Question 50

How often do you visit the following social media platforms?

	MULTIPLE TIMES A DAY	ONCE A DAY	ONCE EVERY 2 DAYS	ONCE A WEEK	LESS OFTEN THAN ONCE A WEEK	I DON'T USE THIS PLATFORM
<b>_6. Facebook</b>	56%	17%	6%	5%	5%	11%
<b>_4. YouTube</b>	39%	16%	11%	10%	9%	15%
<b>_1. Instagram</b>	31%	14%	6%	5%	5%	39%
<b>_2. Twitter</b>	23%	11%	6%	6%	8%	46%
<b>_5. Snapchat</b>	20%	9%	5%	6%	6%	54%
<b>_7. LinkedIn</b>	9%	12%	6%	7%	12%	53%
<b>_3. Reddit</b>	8%	10%	8%	6%	7%	61%

Note: Due to rounding, totals may not add to 100%  
 \* denotes less than 0.5%

Question 51

**What is the primary reason you use each of the following social media platforms?**

	PRIMARILY PERSONAL	PRIMARILY PROFESSIONAL	PRIMARILY AS A NEWS SOURCE	EQUALLY PERSONAL, PROFESSIONAL AND AS A NEWS SOURCE
<b>_6. Facebook</b> <i>Asked of those who use the platform. N = 895.</i>	78%	9%	5%	8%
<b>_1. Instagram</b> <i>Asked of those who use the platform. N = 619.</i>	75%	12%	4%	9%
<b>_5. Snapchat</b> <i>Asked of those who use the platform. N = 471.</i>	73%	13%	7%	7%
<b>_4. YouTube</b> <i>Asked of those who use the platform. N = 860.</i>	61%	11%	12%	15%
<b>_2. Twitter</b> <i>Asked of those who use the platform. N = 548.</i>	54%	16%	16%	15%
<b>_3. Reddit</b> <i>Asked of those who use the platform. N = 394.</i>	44%	25%	18%	13%
<b>_7. LinkedIn</b> <i>Asked of those who use the platform. N = 473.</i>	27%	53%	10%	10%

Question 52

**Thinking of the reaction to the Coronavirus pandemic specifically, have you shared/posted a comment, picture or news story of...**

*Asked of those who use a social media platform. N = 970.*

	<b>TOTAL</b>
A COMPANY/BUSINESS LEADER GOING ABOVE AND BEYOND	33%
A COMPANY/BUSINESS LEADER NOT DOING THE RIGHT THING	14%
NONE OF THE ABOVE	53%

Note: Due to rounding, totals may not add to 100%

\* denotes less than 0.5%

Question 53

Do you listen to the following types of podcasts?

	TOTAL FREQUENTLY/ SOMETIMES	TOTAL RARELY /NEVER	FREQUENTLY	SOMETIMES	RARELY	NEVER
_9. Music	51%	49%	28%	23%	12%	37%
_2. News	50%	50%	26%	24%	11%	39%
_5. Comedy	46%	54%	21%	25%	13%	41%
_8. Health & Fitness	43%	57%	20%	22%	14%	44%
_6. Sports	39%	61%	20%	19%	12%	49%
_7. Business	35%	65%	18%	17%	16%	49%
_4. History	41%	59%	16%	25%	13%	46%
_10. Science	41%	59%	16%	25%	14%	45%
_3. True Crime	40%	60%	16%	23%	13%	47%
_1. Finance	37%	63%	16%	21%	15%	48%
_12. Reality Show/Celebrity	36%	64%	15%	21%	12%	52%
_11. Fiction	37%	63%	12%	24%	15%	49%

Question 54

How would you describe your primary place of residence?

	TOTAL
URBAN	30%
SUBURBAN	50%
RURAL	20%

Note: Due to rounding, totals may not add to 100%  
 \* denotes less than 0.5%

Question 55

Which of the following best describes your current relationship status?

	<u>TOTAL</u>
SINGLE AND NEVER MARRIED	25%
<b>TOTAL MARRIED</b>	<b>57%</b>
MARRIED	50%
NOT MARRIED, BUT LIVING WITH A PARTNER	7%
<b>TOTAL DIVORCED/SEPARATED/WIDOWED</b>	<b>18%</b>
DIVORCED	10%
SEPARATED	2%
WIDOWED	5%
PREFER NOT TO ANSWER	*

Question 56

Is there anyone over the age of 60 years living in your household?

	<u>TOTAL</u>
YES	22%
NO	77%
PREFER NOT TO ANSWER	1%

Question 57

Which of the following income groups includes your TOTAL HOUSEHOLD INCOME last year before taxes?

	<u>TOTAL</u>
<b>TOTAL &lt;\$50K</b>	<b>42%</b>
LESS THAN \$15,000	9%
\$15,000 TO LESS THAN \$30,000	14%
\$30,000 TO LESS THAN \$50,000	19%
<b>TOTAL \$50K - \$100K</b>	<b>30%</b>
\$50,000 TO LESS THAN \$75,000	17%
\$75,000 TO LESS THAN \$100,000	13%
<b>\$100,000 TO LESS THAN \$150,000</b>	<b>11%</b>
<b>TOTAL \$150K+</b>	<b>14%</b>
\$150,000 TO LESS THAN \$200,000	6%
\$200,000 TO LESS THAN \$250,000	2%
\$250,000 TO LESS THAN \$300,000	2%
\$300,000 TO LESS THAN \$350,000	*
\$350,000 TO LESS THAN \$400,000	1%
\$400,000 TO LESS THAN \$450,000	1%
\$450,000 TO LESS THAN \$500,000	1%
\$500,000 OR MORE	2%
PREFER NOT TO ANSWER	4%

Note: Due to rounding, totals may not add to 100%

\* denotes less than 0.5%

Question 58

**How would you describe your role in savings and investment decision making?**

	<b>TOTAL</b>
I AM THE PRIMARY DECISION MAKER FOR SAVINGS AND INVESTMENTS IN THE HOUSEHOLD	65%
I SHARE DECISION MAKING FOR SAVINGS AND INVESTMENTS IN THE HOUSEHOLD	29%
I DO NOT MAKE SAVINGS AND INVESTMENTS DECISIONS IN THE HOUSEHOLD	7%

Question 59

**Which of the following best describes the amount of savings and investment assets for your household?**

**This would include any combination of investments of stocks and bonds, mutual funds and ETF's, held in various types of accounts, such as defined contribution plans, advisory accounts, brokerage accounts, IRA's and other similar investment accounts.**

	<b>TOTAL</b>
UNDER \$5,000	33%
\$5,000 - \$9,999	8%
\$10,000 - \$99,999	24%
\$100,000 - \$499,999	19%
\$500,000 - \$999,999	8%
\$1,000,000 - \$4,999,999	5%
\$5,000,000 OR ABOVE	2%

Question 60

**Which of the following would you use to describe the size of your company?**

*Asked of those who are employed or self-employed. N = 582.*

	<b>TOTAL</b>
LARGE-SIZED: >250 EMPLOYEES, >USD\$50M TURNOVER	46%
MEDIUM-SIZED: <250 EMPLOYEES, <USD\$50M TURNOVER	27%
SMALL-SIZED: <50 EMPLOYEES, <USD\$10M TURNOVER	13%
MICRO-SIZED: <10 EMPLOYEES, <USD\$2M TURNOVER	14%

Question 61

**How would you categorize your current career level?**

*Asked of those who are employed or self-employed. N = 582.*

	<b>TOTAL</b>
ENTRY-LEVEL, FOR EXAMPLE: MINIMAL DECISION-MAKING AUTHORITY OR NO DIRECT REPORTS	25%
MID-LEVEL, FOR EXAMPLE: MANAGEMENT, SOME DECISION-MAKING AUTHORITY, SUPERVISING SOME DIRECT REPORTS WHILE STILL REPORTING TO SOMEONE ABOVE	40%
SENIOR OR EXECUTIVE LEVEL, FOR EXAMPLE: PRIMARY OR FINAL DECISION-MAKING AUTHORITY, MANAGING TEAM WITH LITTLE SUPERVISION, OR WORKING ON LEADERSHIP COMMITTEES	26%
NONE OF THE ABOVE	10%

Question 62

**Are you or is a member of your immediate family in a labor union?**

*Asked of those who are employed or self-employed. N = 582.*

	<b><u>TOTAL</u></b>
SELF	18%
FAMILY MEMBER	13%
BOTH	7%
NO	62%

Question 63

**In politics today, do you consider yourself to be a Republican, a Democrat or an Independent?**

	<b><u>TOTAL</u></b>
REPUBLICAN	33%
DEMOCRAT	40%
INDEPENDENT	23%
OTHER	1%
PREFER NOT TO ANSWER	4%

Question 64

**And, do you think of yourself to be a Conservative, Moderate or Liberal?**

	<b><u>TOTAL</u></b>
CONSERVATIVE	31%
MODERATE	37%
LIBERAL	27%
PREFER NOT TO ANSWER	5%