



The Pulse of America

NATIONAL OMNIBUS STUDY | 2020

Methodology



For the Pulse of America poll, Benenson Strategy Group conducted a 20-minute national survey among a representative sample of 1,500 adults using BSG's proprietary SMS Research Methodology.

March 2020						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

The survey fielded March 24–26, 2020.

The margin-of-error for topline results is $\pm 2.5\%$ at the 95% confidence level.

BSG's SMS Research Methodology



BSG's proprietary SMS methodology delivers accurate and statistically representative results based on rigorous data collection.

BSG's SMS research is conducted on a peer-to-peer texting platform using probability-based sampling from a national list of adults in the U.S. It is not panel-based. Field agents individually hand-send text messages to all individuals in our sample, inviting them to participate in an online survey. This method is TCPA compliant.

The contact and response rates for BSG's SMS research methodology exceed what is possible for other research methodologies.

- ✓ We design all surveys to work on mobile phones, tablets, laptops, and desktops.
- ✓ Our proprietary relationship with wireless carriers provides us information and feedback to maximize delivery of text messages
- ✓ Texting survey invites to respondents allows them to take surveys when it is convenient according to their own schedules

By using probability sampling, we give all adults in the sample universe a known and equal chance to be selected to participate in our studies. To create our probability samples, we use systematic sampling to select every 'nth' participant from a list of adults in the United States. We then use commercial models to stratify the sample by age and gender to account for different response rates among these demographics.

THE PULSE OF AMERICA: **Coronavirus and the American mindset**

Optimism regarding the U.S. economy over the next six months is fairly tepid and it doesn't get much stronger when looking one year out.

- Even one year out, only 29% say they are “very optimistic” and 35% say they are “somewhat optimistic.”

While Americans see a light at the end of the tunnel for life going “back to normal” it's not shining brightly:

- The majority still believe “normal” is several months away from now and 1 in 4 say it will be over a year before things get back to normal.
- And a majority say the corona virus crisis has affected their mental health, which likely stems from the fact that 46% are “extremely or very” concerned about the virus spreading to their family.

THE PULSE OF AMERICA: **Coronavirus and the Impact on the Economy**

The economic implications of the crisis loom large—roughly 9 out of 10 consumers are concerned about a recession.

Companies need to show people they're not taking advantage of consumers.

- Americans' are twice as concerned that prices for necessities will rise as they are about losing their job.

Typical anti-corporate sentiment is waning a bit during the crisis as consumers see a role for large corporations to play in responding to the crisis.

- While a majority see large corporations handling the crisis well, there is more corporate America can do, only 16% say large corporations are doing an excellent job and 43% say good job.

Coronavirus is not only affecting consumers' mindset, but also their purchasing behavior and preferences:

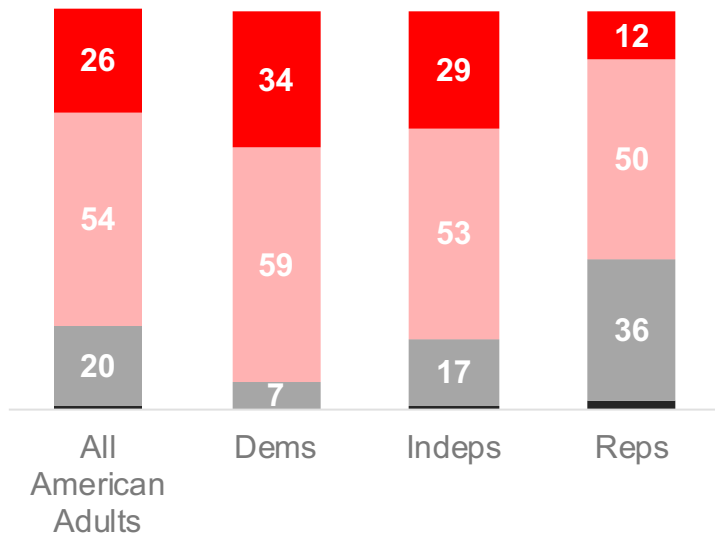
- Majority of consumers say they are buying more from companies that are helping their communities during this crisis.
- While internet buying is likely to increase, the vast majority of consumers are committed to purchasing as much as the can from local businesses because they believe they need help to survive.

Coronavirus is taking a toll: 4 out of 5 Americans don't see life getting back to normal in the near term and majority say their mental health is already affected

How long do you think it will be before life 'goes back to normal' after the coronavirus?

79% of Americans think it will be at least several months before life goes back to normal

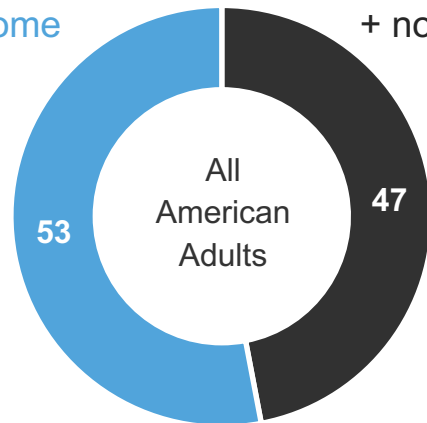
- More than a year from now or never
- Several months from now
- A few weeks from now
- Life right now feels about the same as always



Would you say that the situation with coronavirus has affected your mental health...?

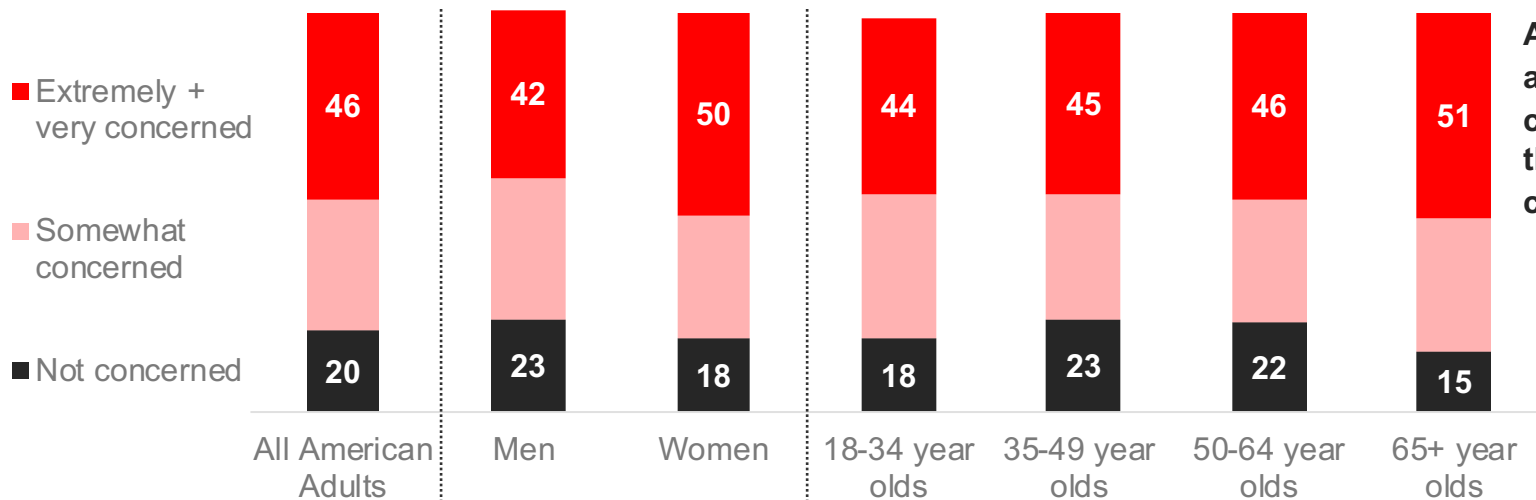
A great deal + some

Not very much + not at all



Most Americans are concerned the coronavirus will spread to their families, but to date only 17% believe they know someone who has tested positive

How concerned are you about coronavirus spreading to you or your family?

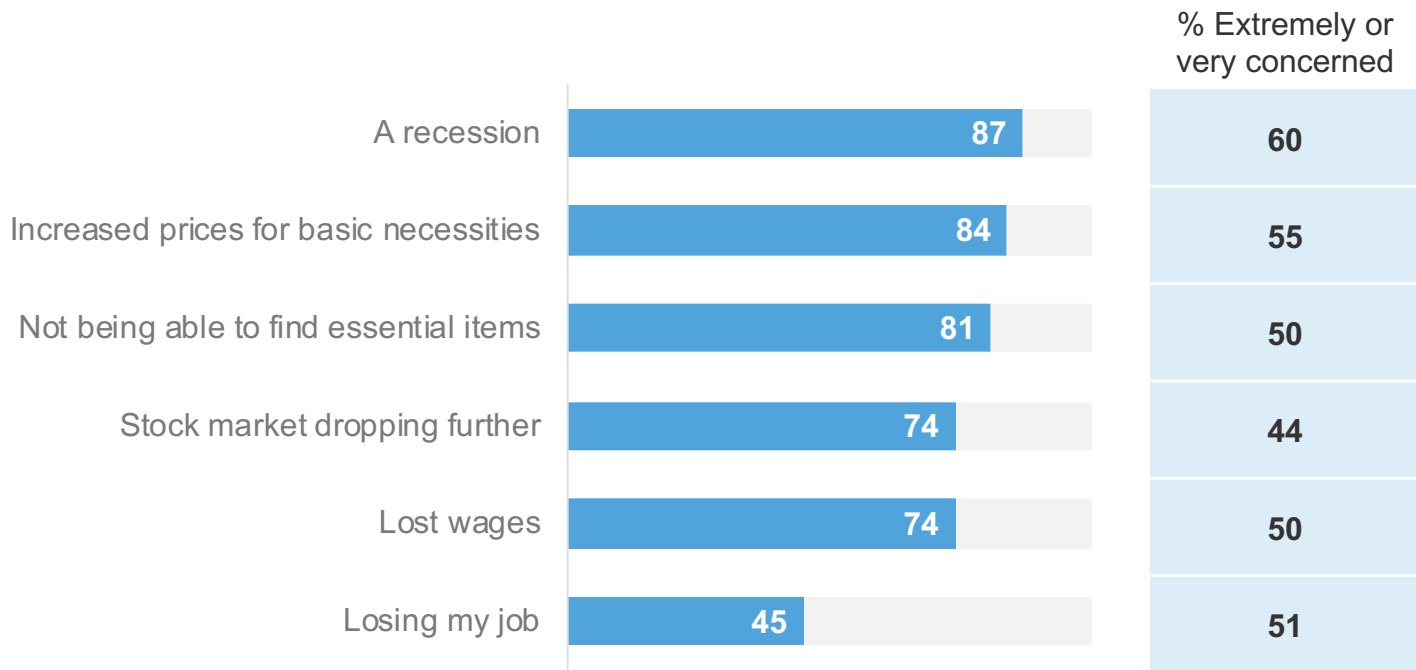


Americans of all ages are highly concerned about the spread of coronavirus

Americans are more concerned about the economic implications—risk of recession—than they are about the virus spreading to their families

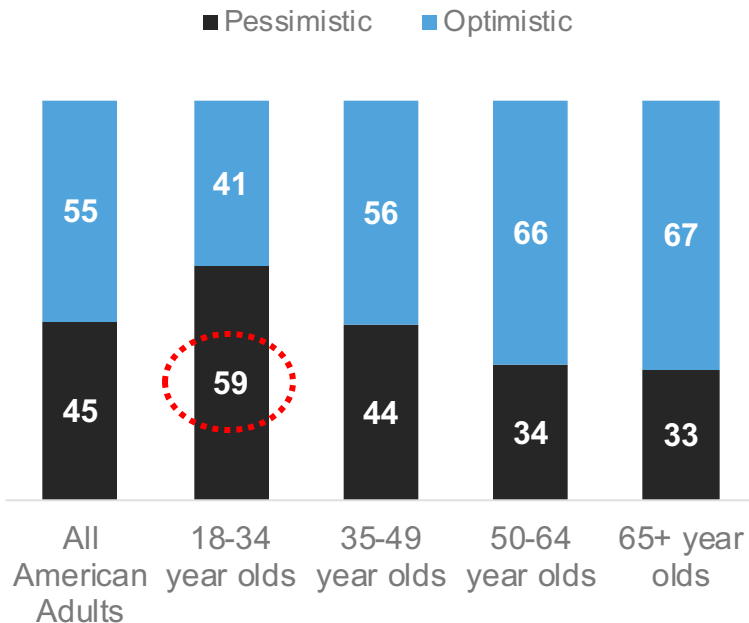
% of Americans who are **concerned** about each of the following possible impacts of the coronavirus

Americans are deeply concerned about corporate greed and price gouging—they are twice as likely to be concerned about price increases than losing their job.

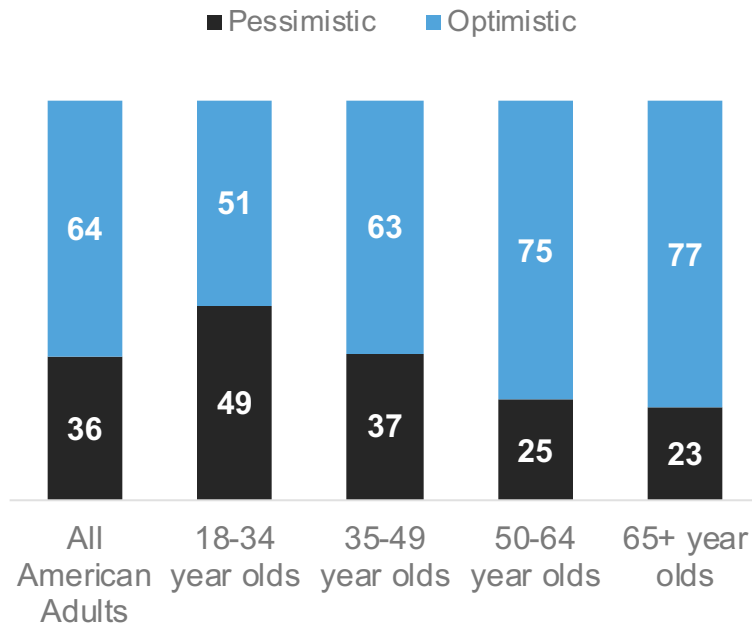


Optimism regarding the U.S. economy over the next six months is fairly tepid, especially among younger Americans

Thinking about the U.S. economy over the next 6 months, are you...?



Thinking about the U.S. economy over the next 12 months, are you...?



In general, majority believe corporate America is doing a good job dealing with coronavirus; 3/4 Americans think their employer is handling the crisis well

For each of the following people or groups, how well are each of them dealing with the coronavirus?



Brands are getting credit for their response to the crisis; consumers want to see brands lend a hand beyond their employees

Which of the following statements do you agree with more?

■ I don't think most of the brands and companies I buy from regularly are doing enough to help people who need help during this coronavirus crisis, so I'm switching the brands I buy.

■ I think most of the brands and companies I buy from regularly are acting responsibly during this coronavirus crisis, so I feel good about continuing to buy from them.

19

81

American Adults

■ It's nice to see companies and brands doing some things to help people and their communities during this coronavirus crisis but I'm going to stay loyal to the brands and companies I usually buy from.

■ I'm paying attention to which companies and brands are doing things to help people and their communities during this coronavirus crisis so that I can buy more of their products and use their services.

41

59

American Adults

Vast majority of consumers—of all ages—are committed to buying local to help their community businesses stay afloat

Which of the following statements do you agree with more?

I'm buying as much as I can from stores and shops in my community because **those businesses need our help if they are going to be able to survive during the coronavirus crisis.**

I'm doing more shopping on the internet now **because I don't want to go into stores and shops** during the coronavirus crisis.

