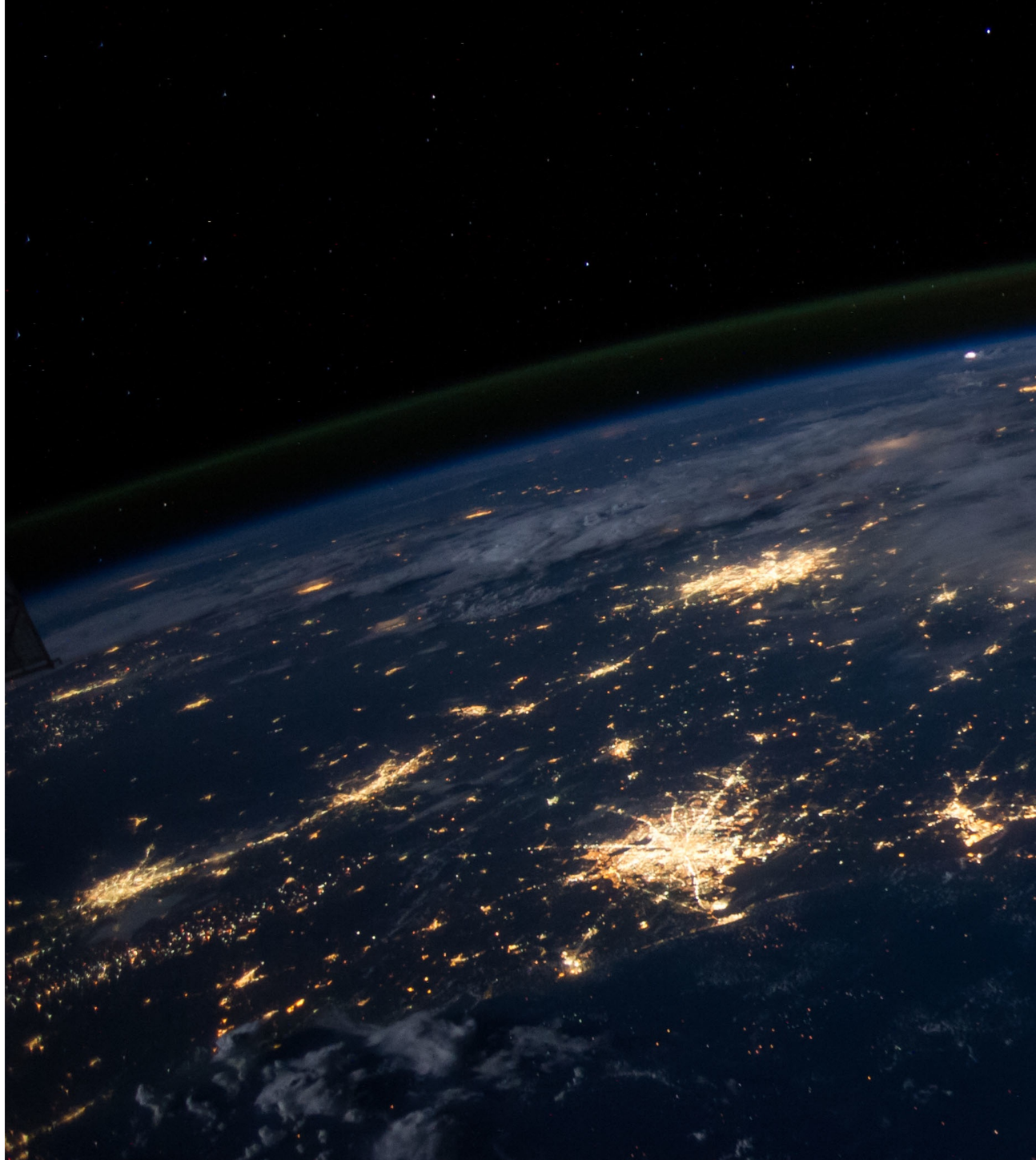
ECHELON INSIGHTS

COVID-19 and Society

Verified Voter Omnibus Survey

N=1,000 National Registered Voters
April 18-21, 2020



Key Findings

- COVID-19 hasn't changed how much people feel like they have to offer their community or society as a whole, but **people feel like they have more to offer their families during the crisis.**
- **Not seeing friends or family is the main hardship people report feeling as a result of COVID-19** (42% report this). This is followed by feeling down or anxious about the overall situation in the country (23%) and not being able to move freely or go about their daily routine (23%).
- While home during lockdown, **people are doing more live TV watching (52%), cleaning and organizing (41%), watching streaming services (41%), and cooking or baking (40%).**
- **During COVID-19, 5% overall report adopting a pet** that they wouldn't have otherwise adopted.

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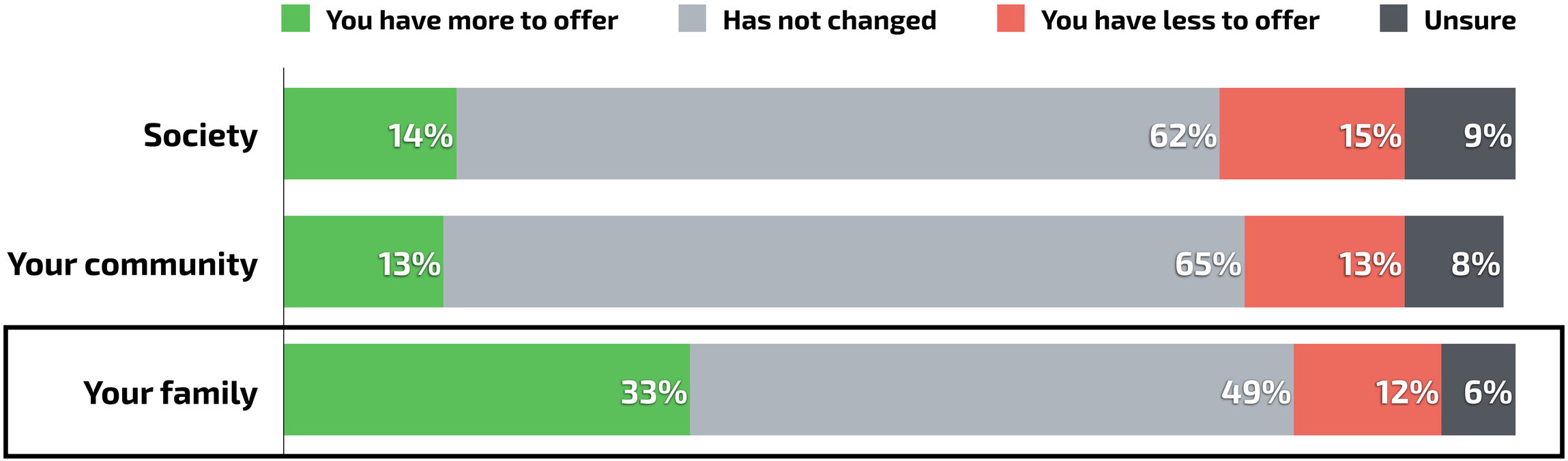
COVID-19 and Feelings of Personal Worth

The Coronavirus Crisis Has Given One Third A Greater Sense of Worth in Terms of What They Have to Offer Their Families

Q. Since the coronavirus crisis began, have you felt like you personally have more to offer [society/ your community/your family] these days, less to offer, or has this not changed?



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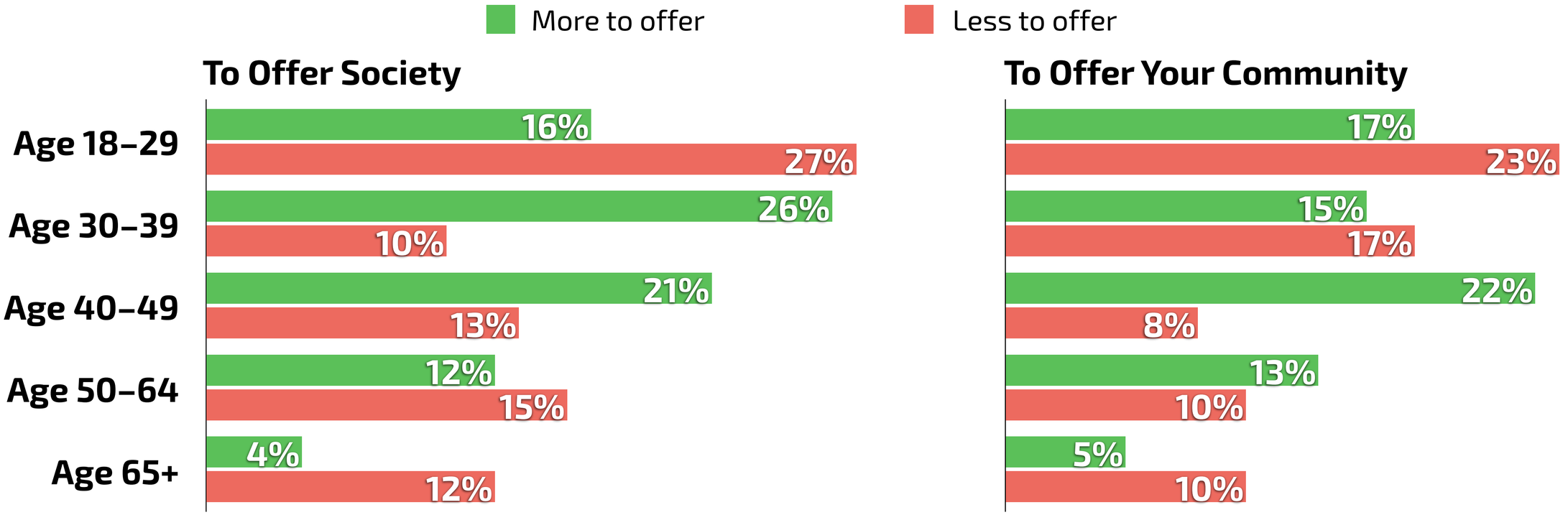
Young Adults Are More Likely Than Older Adults to Report Feeling They Have Less to Offer Society and Their Community Since The Crisis Began

Q. Since the coronavirus crisis began, have you felt like you personally have more to offer [society/ your community] these days, less to offer, or has this not changed?



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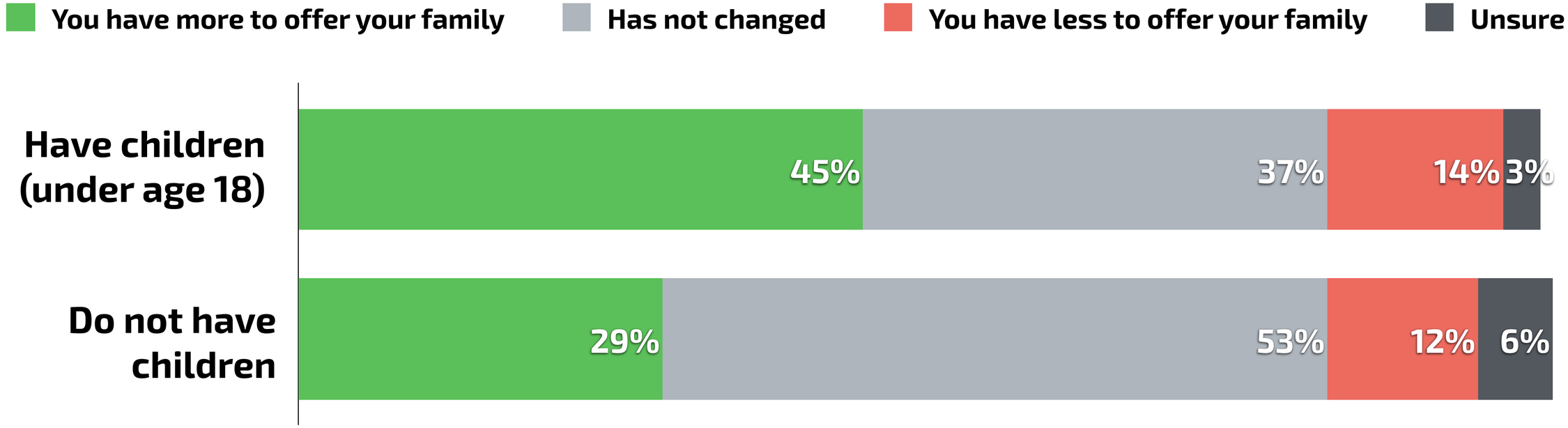
Those with Children Are More Likely Than Those Without to Report Feeling They Have More to Contribute to Their Family

Q. Since the coronavirus crisis began, have you felt like you personally have more to offer your family these days, less to offer, or has this not changed?



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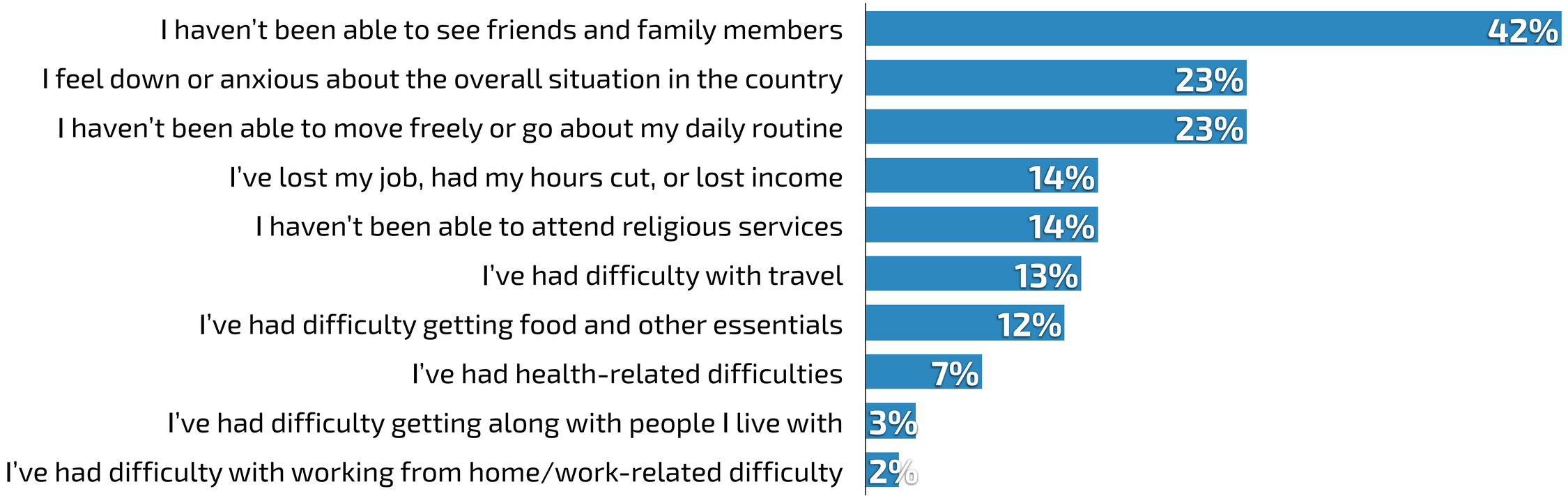
Personal Hardships

More Than 4 in 10 Say Being Unable to See Friends and Family Is One of the Greatest Hardships They Have Faced

Q. Which <u>one or two</u> of the following are the greatest hardships you personally have faced due to the spread of the coronavirus? Choose no more than two.



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Young Adults and Seniors Report Different Hardships, But Being Unable to See Friends and Family Is Among Top for Both Groups

Q. Which <u>one or two</u> of the following are the greatest hardships you personally have faced due to the spread of the coronavirus? Choose no more than two.

Top 3 Hardships for Young Adults (18–29)	
35%	I feel down or anxious about the overall situation in the country right now
32%	I haven't been able to see friends and family members
22%	I've lost my job, had my hours cut, or lost income

Top 3 Hardships for Seniors (65+)	
51%	I haven't been able to see friends and family members
34%	I haven't been able to move freely or go about my daily routine
21%	I haven't been able to attend religious services

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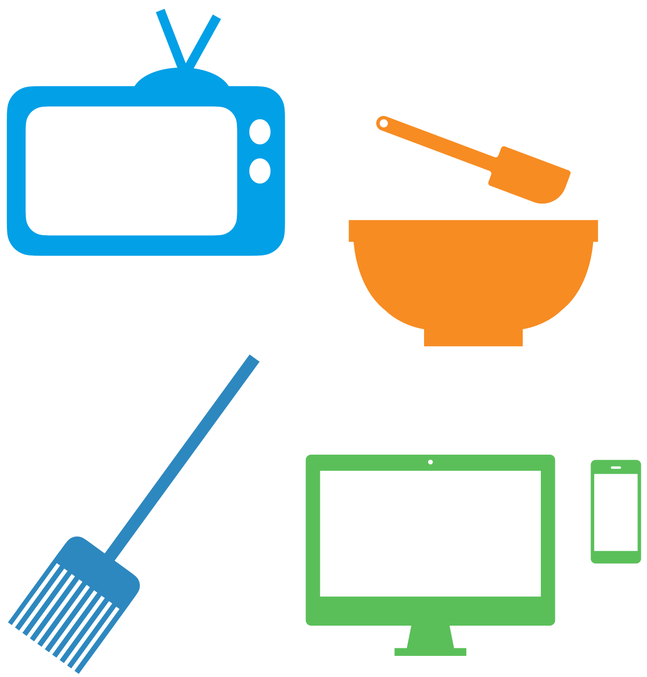
What People Do During Quarantine

Watching TV and Streaming Services, Cleaning, and Cooking or Baking Are the Most Common Social Distancing Pastimes

Q. While staying at home or social distancing because of the coronavirus, have you done any of the following activities more than you would under normal circumstances? Choose all that apply.



Watching live TV	**52%**
Cleaning or organizing your home	**41%**
Watching streaming services like Netflix, Amazon Prime, or Hulu	**41%**
Cooking or baking	**40%**
Reading	31%
Spending time on social media like Facebook, Twitter, Instagram, or Snapchat	30%
Talking on the phone	28%
Exercising	25%
Talking with friends or family through a video service like Zoom or Skype	22%
Playing video games	21%
Doing home improvement projects or making repairs	18%
Gardening	14%
Doing arts and crafts	11%
Arguing with people you live with	6%

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Watching TV and Streaming Services, Cleaning, and Cooking or Baking Are the Most Common Social Distancing Pastimes

Q. While staying at home or social distancing because of the coronavirus, have you done any of the following activities more than you would under normal circumstances? Choose all that apply.

52%
Watching live TV more

41%
Cleaning or organizing your home more

41%
Watching streaming services more

40%
Cooking or baking more

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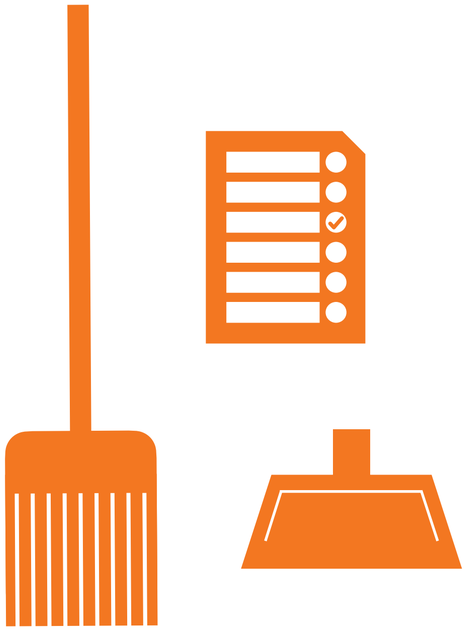
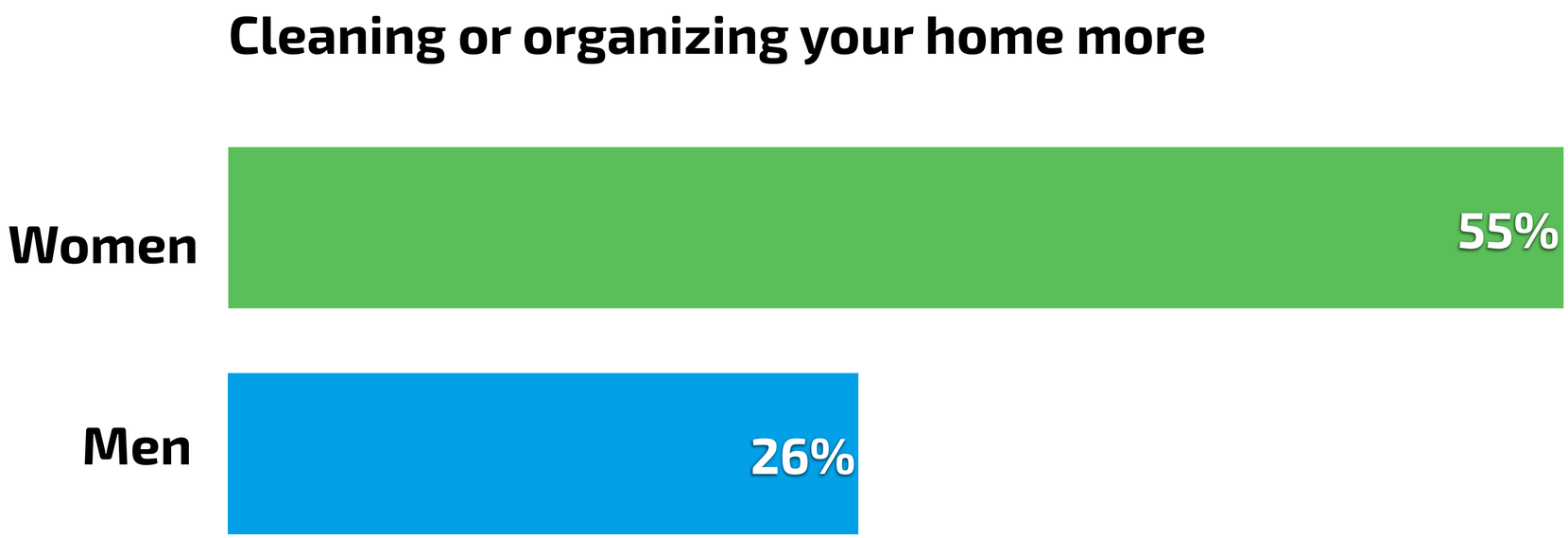
Twice as Many Women as Men Say They Have Been Cleaning or Organizing Their Homes More While Social Distancing

Q. While staying at home or social distancing because of the coronavirus, have you done any of the following activities more than you would under normal circumstances? Choose all that apply.





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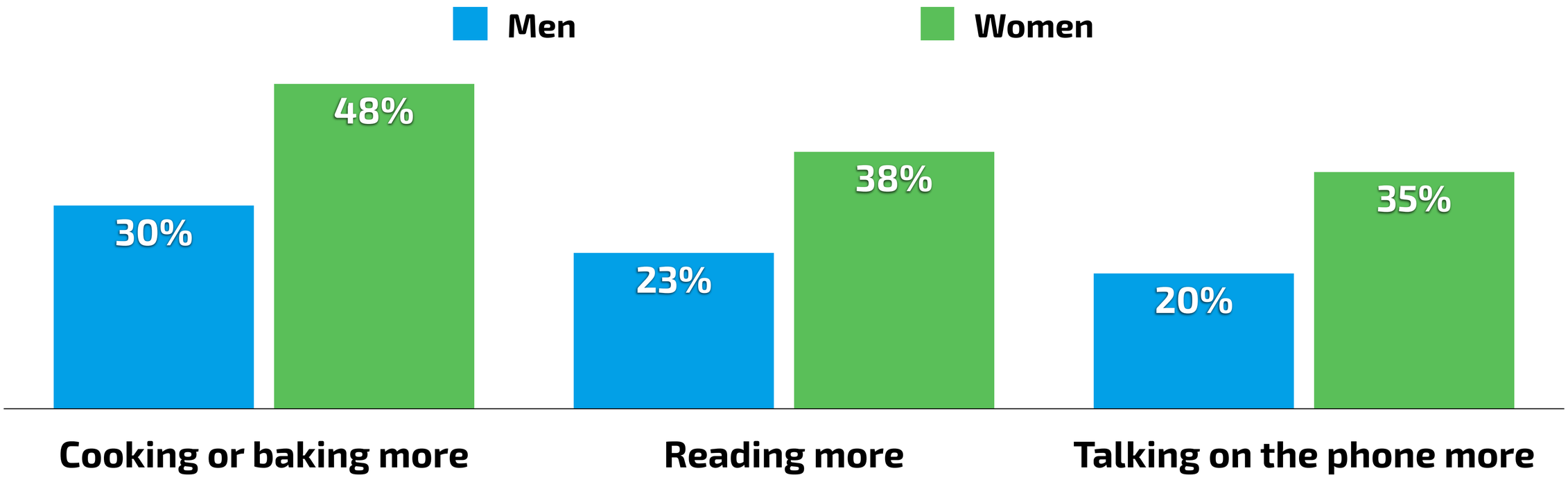
Women Are More Likely Than Men to Say They Have Been Cooking or Baking, Reading, and Talking on the Phone More

Q. While staying at home or social distancing because of the coronavirus, have you done any of the following activities more than you would under normal circumstances? Choose all that apply.



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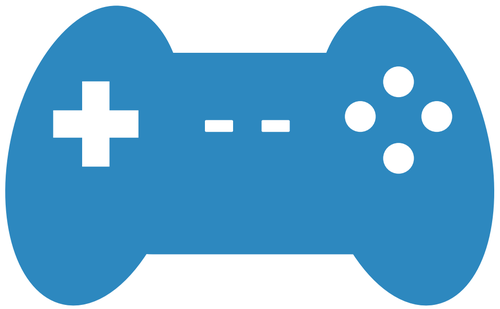
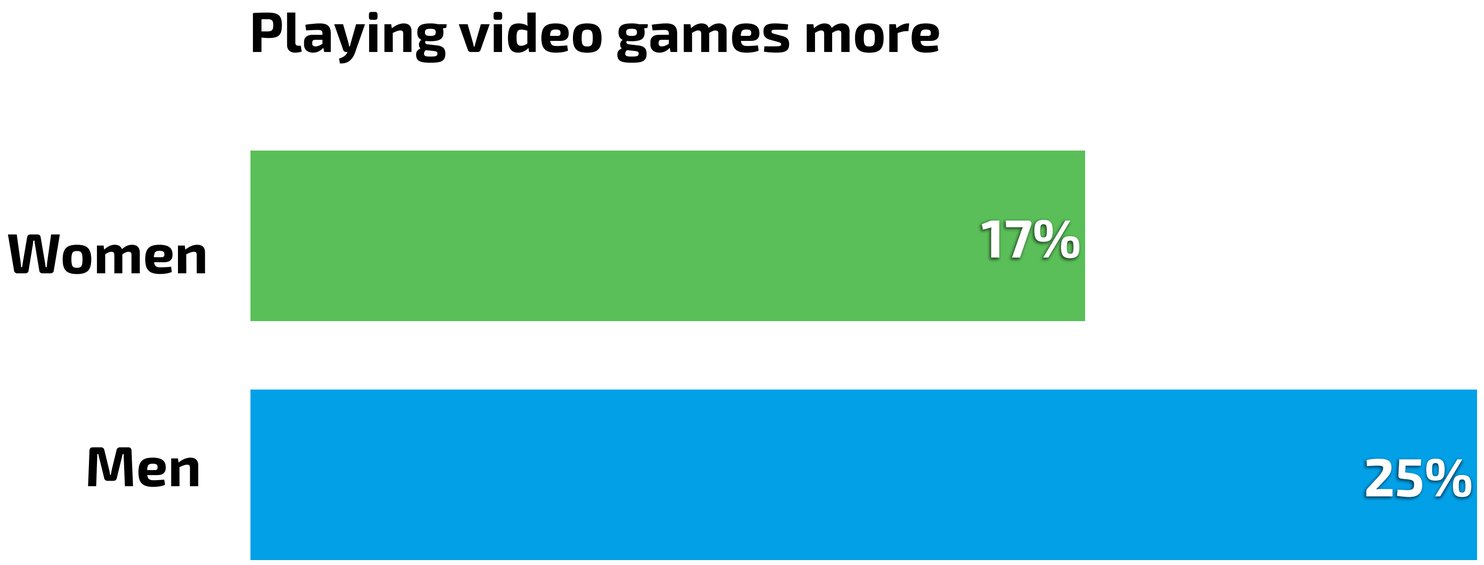
One Quarter of Men, Compared to 17% of Women, Have Played Video Games More While Social Distancing Due to COVID-19

Q. While staying at home or social distancing because of the coronavirus, have you done any of the following activities more than you would under normal circumstances? Choose all that apply.





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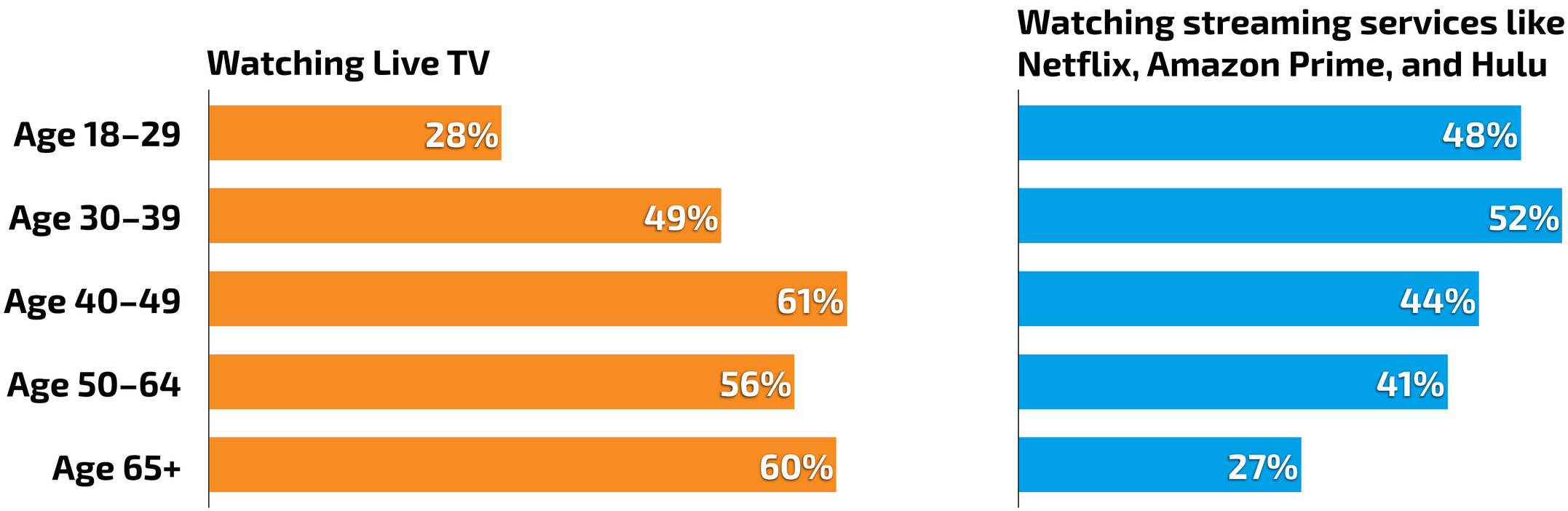
Older Adults Are Watching More Live TV, Younger Adults Are Watching More Streaming Services While at Home

Q. While staying at home or social distancing because of the coronavirus, have you done any of the following activities more than you would under normal circumstances? Choose all that apply.



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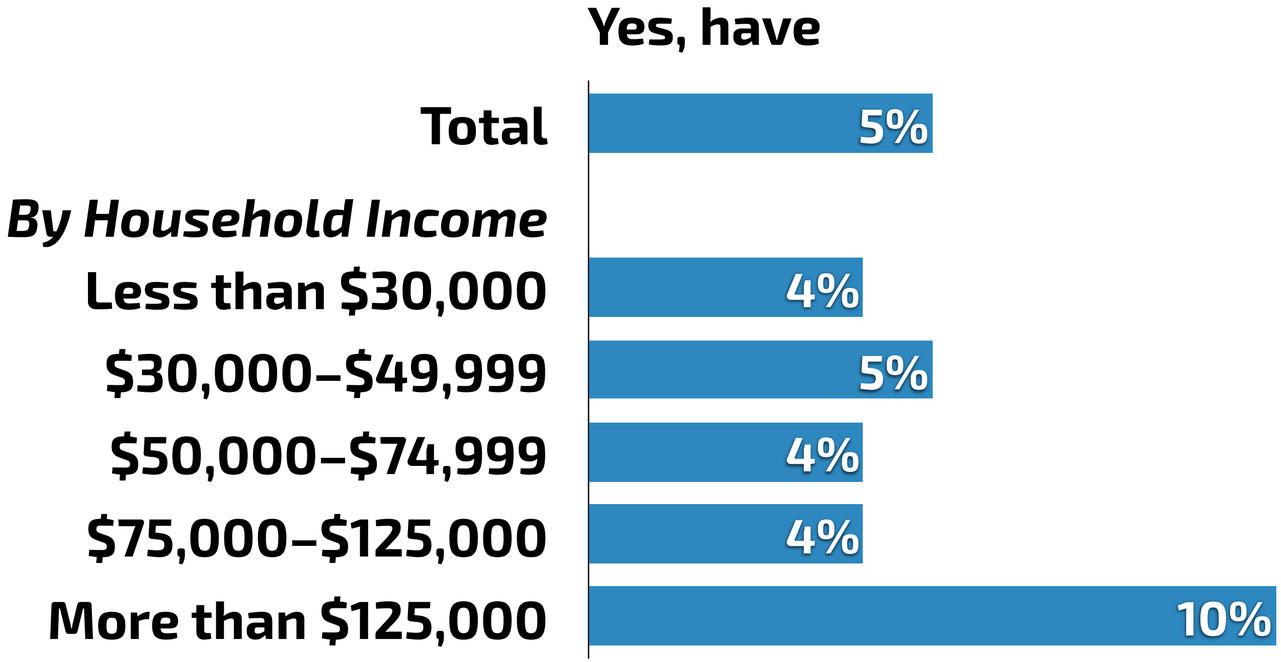
Five Percent Overall and 10% of Those with Annual Household Incomes of More Than $125,000 Have Decided to Adopt a Pet

Q. Have you or someone in your family decided to adopt a dog, cat, or other pet during the current period of social distancing that you would not have otherwise adopted?



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