

APCO Worldwide conducted a sixth weekly wave of U.S. public opinion research to understand the effect of COVID-19 on people, businesses and institutions. The poll was conducted on April 10, 2020. APCO, a global advisory and advocacy communications firm, will continue to track Americans' attitudes and behaviors related to COVID-19 over the coming weeks.

Americans have serious concerns about the 3-month outlook.

Seven-in-ten (69%) are concerned about what happens after social distancing restrictions are lifted, and 65% are worried about inadequate resources to support those in need (such as food pantries).

More than half (54%) are concerned that their job will be furloughed or terminated or their rent/mortgage will be unaffordable (55%) within three months.

58% of Americans are worried about the effects of the crisis on children's education.

There is significant solidarity among the U.S. public.

Greater than three-in-four Americans are satisfied with the crisis response

by local businesses, shipping services, telecom services, local and state governments, hospitals, health insurers and pharmaceutical companies.

Satisfaction in most divided around the federal government's actions

(57% satisfied, 43% unsatisfied). 31% of people are not satisfied with the actions of large international companies.

74% don't see a single company or corporate leader standing out, but for those who did, Amazon, Walmart and Bill Gates were most frequently cited.

Americans support changes made by businesses to respond to COVID-19 with many hoping they endure after the crisis.

Responses by businesses are seen as important,

including flexible work hours (90% important), continued pay for hourly employees and contractors who have had their hours cut (89%), opting to furlough rather than terminate employees (89%), creating employee relief funds (89%) and providing child care for employees (82%).

90% say it's important for CEOs to take pay cuts to avoid layoffs,

and for manufacturers to adapt to produce urgently needed medical equipment (90%), as well as defer loan repayments (89%) and donate to local charities (88%).

Certain workplace changes should endure beyond the crisis,

including keeping work-from-home policies (38%), changes to paid sick leave policies (26%) and health benefits (22%), as well as technological practices such as increased use of video-conferencing systems (21%).

Support for local businesses is important to most Americans, but fewer are taking actions to follow-through.

A majority say it's important to support local business,

with local food and grocery stores being the most vital (88% important), followed by local restaurants (82%), local service providers such as plumbers and electricians (79%) and independent workers such as cleaners, caregivers or childcare providers (79%).

But far fewer have taken concrete steps to support local businesses in the past month.

48% of Americans have ordered take-out from a local restaurant and 32% have ordered delivery. Only 14% have pre-purchased gift cards and only 12% have continued to be pay for a regular service even though they did not receive any product or service.

Environmental and social issues will remain important for businesses following the crisis.

About four-in-ten (39%) want companies to divide their resources between environmental, social, economic and COVID-19 causes.

Of those who want a singular focus,

29% of Americans say COVID-19 crisis response and prevention should be prioritized

over environmental commitments (17%) and social and economic causes (16%).

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Methodology note: APCO Worldwide conducted a poll of n=1,000 American adults on April 10, 2020. The study is based on a national sample, balanced by age, gender and region. Visit apcoworldwide.com/coronavirus for more information.