

America Adapting

On March 13, 2020, APCO Worldwide conducted a second weekly wave of U.S. public opinion research to understand the effect of COVID-19 on people, businesses and institutions. APCO, a global advisory and advocacy communications firm, will continue to track Americans' attitudes and behaviors related to COVID-19 over the coming weeks.



55% of Americans view Europe travel ban as helping stop spread of COVID-19.



Most people believe U.S. institutions are prepared to respond to COVID-19, but **businesses are viewed as least prepared.**



56% of people will begin to save more in preparation for wage or job loss in 2020.



57% of Americans are stockpiling household supplies, and 53% are putting off major purchases in 2020.

Millennial Americans are the most worried about contracting COVID-19, with younger and older expressing notably less concern.

The oldest and youngest Americans are least worried about contracting the coronavirus,

with just 29% of those under 25 years old saying they are "extremely" or "very" worried and only 24% of those 65 years old and over feeling these levels of concern, whereas 56% of millennials (those aged 25–44) are worried about contracting the virus.

Asian Americans are most worried about contracting COVID-19 (83% somewhat, very or extremely worried)

compared to Caucasian Americans (67%), African Americans (64%) and Hispanic Americans (66%).

Still, nine in 10 Americans (90%)

continue to view COVID-19 as a serious condition, consistent with the [March 5 polling](#).

Most people believe the United States is prepared to respond to COVID-19, with least confidence in the U.S. federal government (66%) and local school districts (63%).

Four in five Americans say their own households are prepared (83%).

Three-quarters or more believe the health system is prepared, with local hospital (79%) and primary healthcare provider (77%) seen as being slightly more prepared than American hospitals (76%).

When it comes to government preparedness, seven in 10 say state (73%) and local (69%) governments are prepared, but slightly less say the same for the U.S. federal government (66%). Near the bottom of the list, only three in five believe local school districts (63%) are prepared.

American businesses are seen as institutions that are the least prepared for COVID-19 (58%). They are also more likely to be seen as doing what is good for their own business (53%) than what is good for their employees (11%).

Despite skepticism in business preparedness and motivations in general, three-quarters of workers believe their own employers are prepared (74%) to respond to COVID-19.

Workers feel their employers are prepared to:

- share information with all employees (79%);
- implement leave or sick pay policies (72%);
- deploy technology solutions (71%) and;
- implement voluntary policies (66%) to enable flexible or remote work.

Lower income and part-time workers

generally feel their employer is less well-prepared to support alternative work arrangements to respond to COVID-19.

Only one in five of those earning \$50,000 or less (20%) and part-time (18%) workers

see their employers as “extremely” or “very” prepared with technology that enables flexible or remote work, contrasted by three in four of those earning more than \$150,000 (75%) and half of full-time (53%) workers.

Local sources of information are trusted more than national sources, with the CDC being the notable exception (95% trusted).

Nine in 10 trust their local news (89%) and state governor (89%), compared to slightly lower (but still high) trust in national news (85%) and U.S. federal government (84%).

President Trump was the least trusted source of information, though still trusted by a two-thirds majority (65%).

Nearly nine-in-10 view the CDC (87%) as responding effectively to COVID-19, versus just 60% for President Trump's effectiveness.

Eight in 10 believe their local hospital (85%) and public health department (81%) are effective,

with slightly less saying the same about pharmaceutical companies (72%).

About three in five believe airlines (64%) and local public transportation organizations (60%)

are being effective in their response.

By a two-to-one margin, Americans view the 30-day European travel ban as having comparatively negative effect on the U.S. and European economies, but 55% believe it will help stop the spread of the virus in the United States.

Americans are mixed in their assessment

on the impact of the measure on collaborative U.S.-European relations (34% positive, 30% negative) and views of the United States from other countries beyond Europe (34% positive, 32% negative).

The COVID-19 outbreak will affect Americans' behaviors this year. In 2020, most people will begin to save more in preparation for wage or job loss (56%) and one in two will now not plan to go on vacation.

57% of Americans are stockpiling household supplies,

and 53% are putting off major purchases in 2020.

Long-term life decisions are being impacted too,

with nearly half of relevant respondents saying they will delay plans to have a baby (46%) or get married (45%).

Employment matters are mixed,

with most neither more nor less likely to change their retirement plans (44%) or look for a job (36%).



APCO Worldwide is an advisory and advocacy communications consultancy helping leading public and private sector organizations build and protect organizational reputations, relationships and brands, and act with agility in handling dynamic marketplace and social issues. APCO has more than 800 employees based in more than 30 global markets. More information can be found at apcoworldwide.com.

Methodology note: APCO Worldwide conducted a poll of n=1,000 American adults on March 13, 2020. The study is based on a national sample provided by Dynata, balanced by age, gender and region. Contact APCO for further details about the study methodology or its findings: apcoworldwide.com/coronavirus