

# | The Great Adaptation

## The American Public Response to the 2020 Coronavirus Pandemic

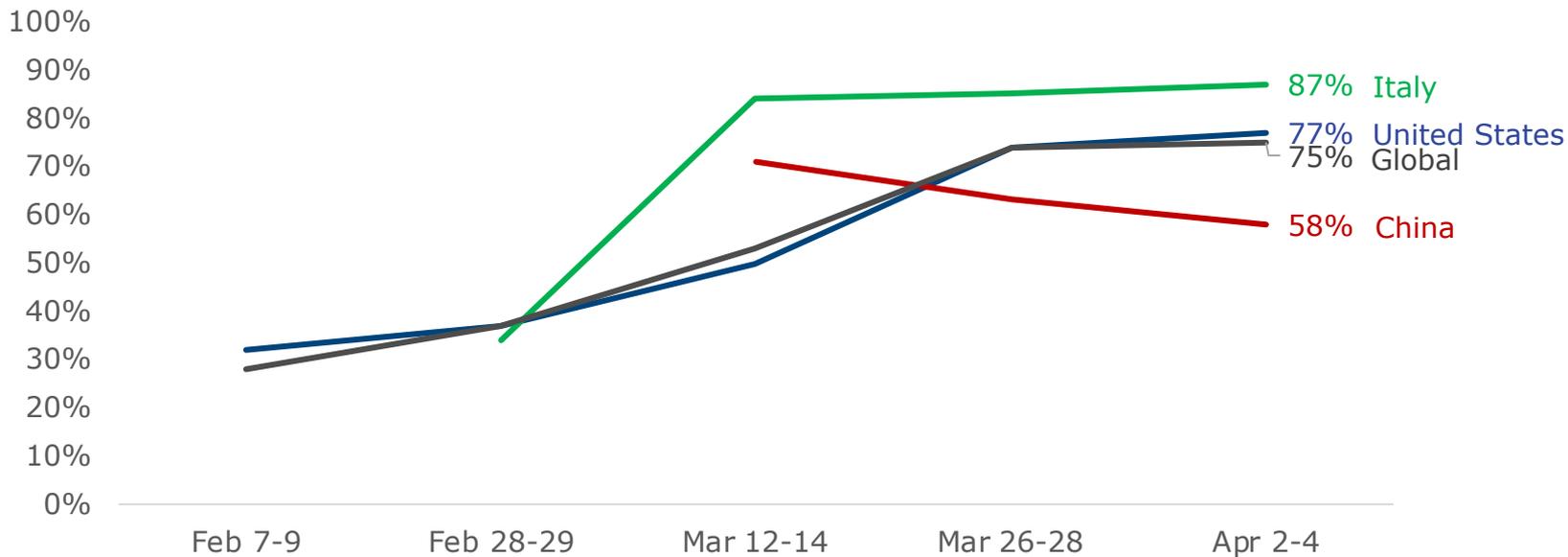
**Clifford Young**

**President, Ipsos U.S. Public Affairs**

# Threat to the Nation-State

## What level of threat do you think the coronavirus poses to your country

*% very high + high threat to the country*

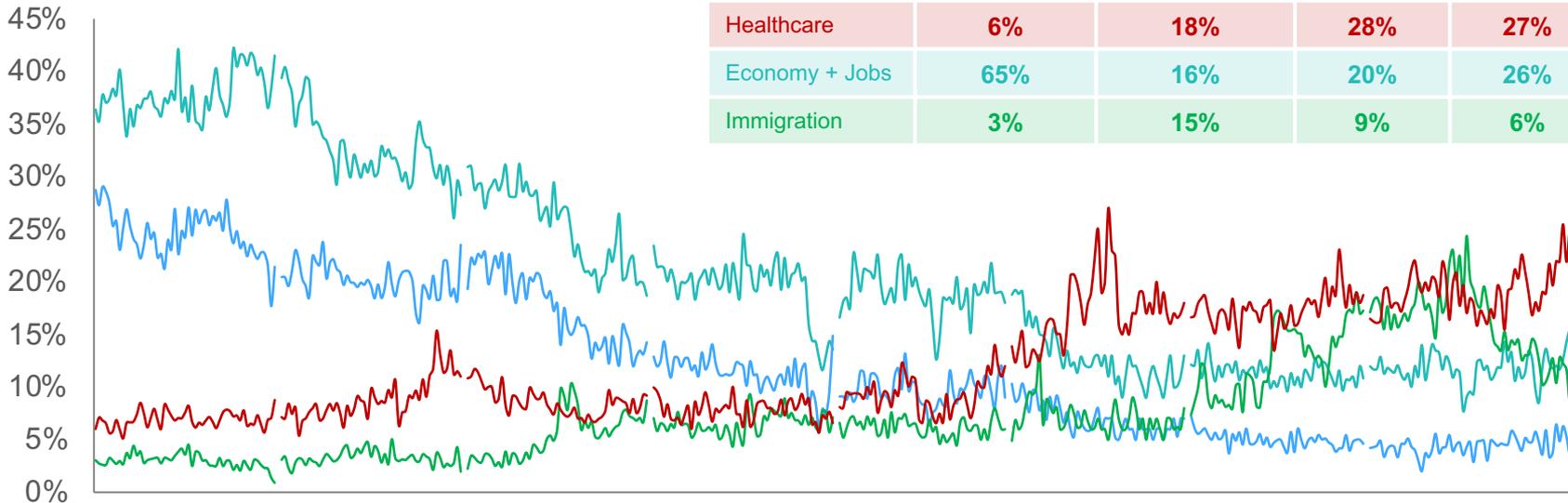


# Coronavirus Outbreak is 1st a Health Crisis

In your opinion, what is the most important problem facing the U.S. today?

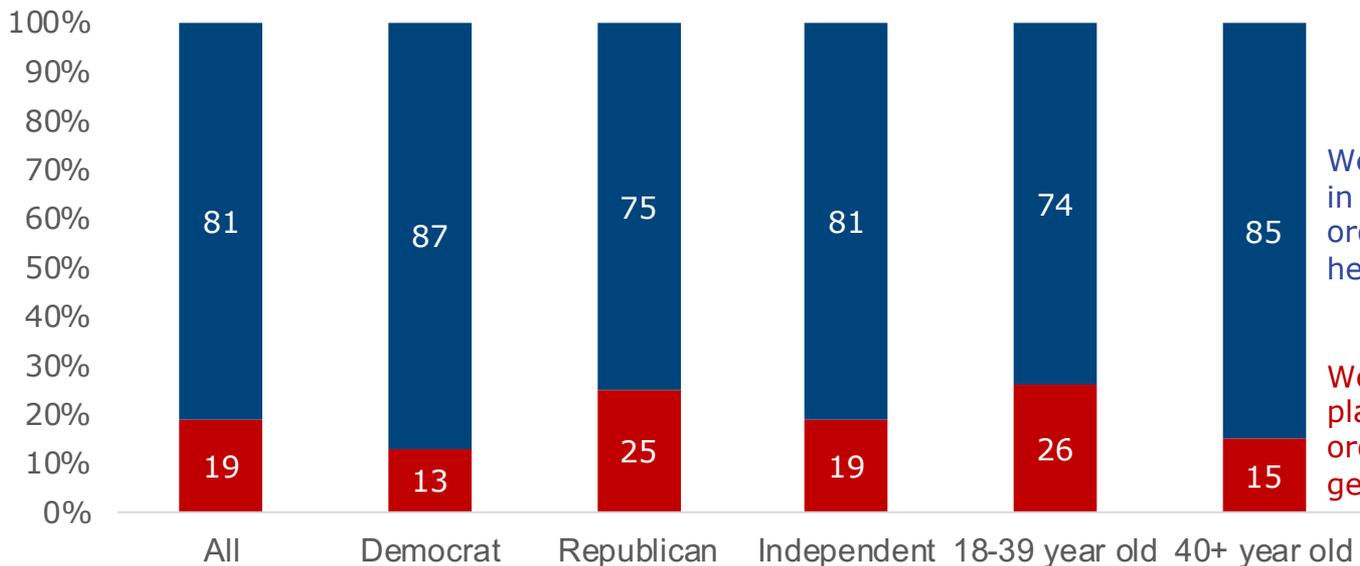
- Healthcare
- Economy generally
- Immigration
- Unemployment/jobs

	January 2012	December 2019	March 2020	April 2020
Healthcare	6%	18%	28%	27%
Economy + Jobs	65%	16%	20%	26%
Immigration	3%	15%	9%	6%



# Americans Prioritize Health over Economy

Which is closer to your opinion?

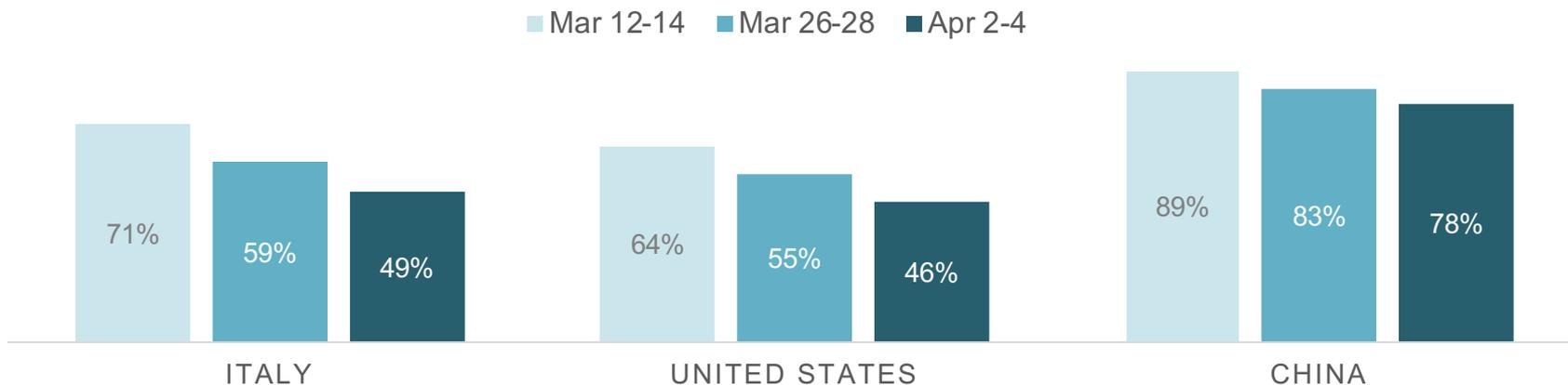


We should continue the “shelter in place” and “stay at home” orders/guidance until the public health officials say it is ok.

We should end the “shelter in place” and “stay at home” orders as soon as possible to get the economy going again.

# With the End Looking Further Down the Road

I expect things to return to normal by June  
Percent Strongly + Somewhat Agree



# | Widespread Behavioral Change

*Temporary Equilibrium*

# Americans are Rapidly Changing Their Personal Behavior

Have you done the following in the last week?

% Yes

March 13–16   March 20–23   March 27–30   April 3–6



# And Their Professional & Commercial Lives

Have you personally experienced the following in the last few weeks?

% Yes

March 13–16   March 20–23   March 27–30   April 3–6

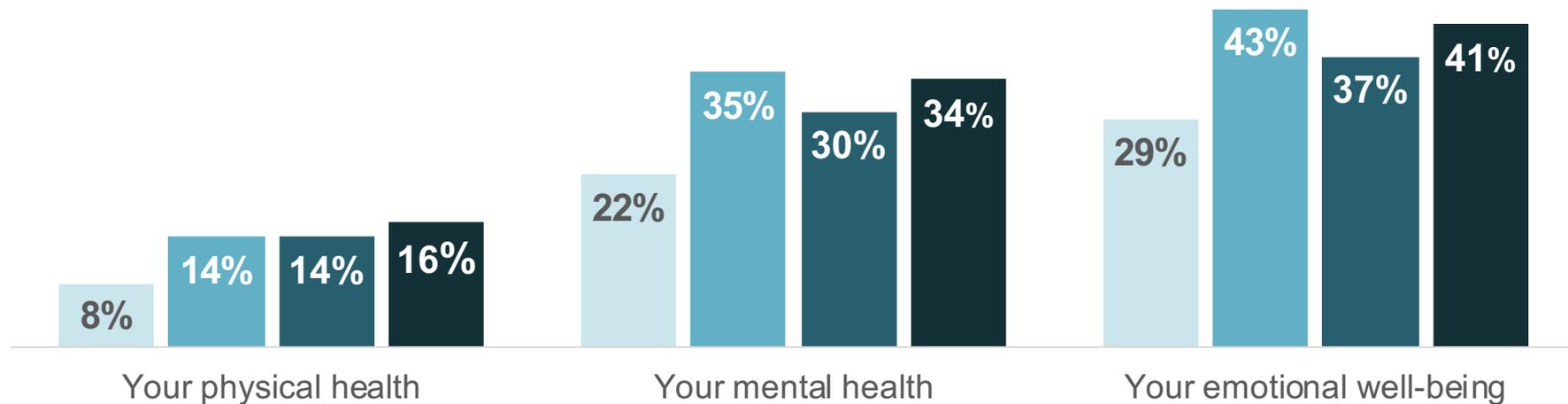


# It's Taking a Toll on Mental, Physical, and Emotional Health

How have the following changed in the last week, if at all?

% Gotten worse

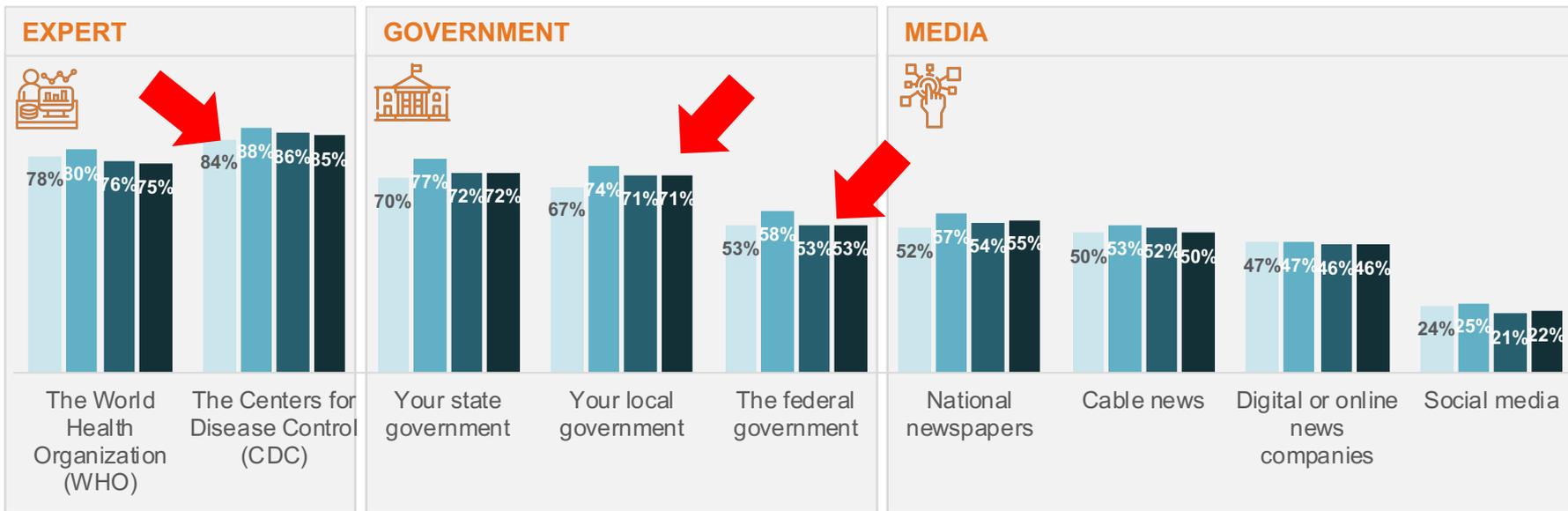
March 13-16   March 20-23   March 27-30   April 3-6



# | Government & Politics Today

# Americans Turning to Experts & Local Government for Info

■ March 13–16 
 ■ March 20–23 
 ■ March 27–30 
 ■ April 3-6



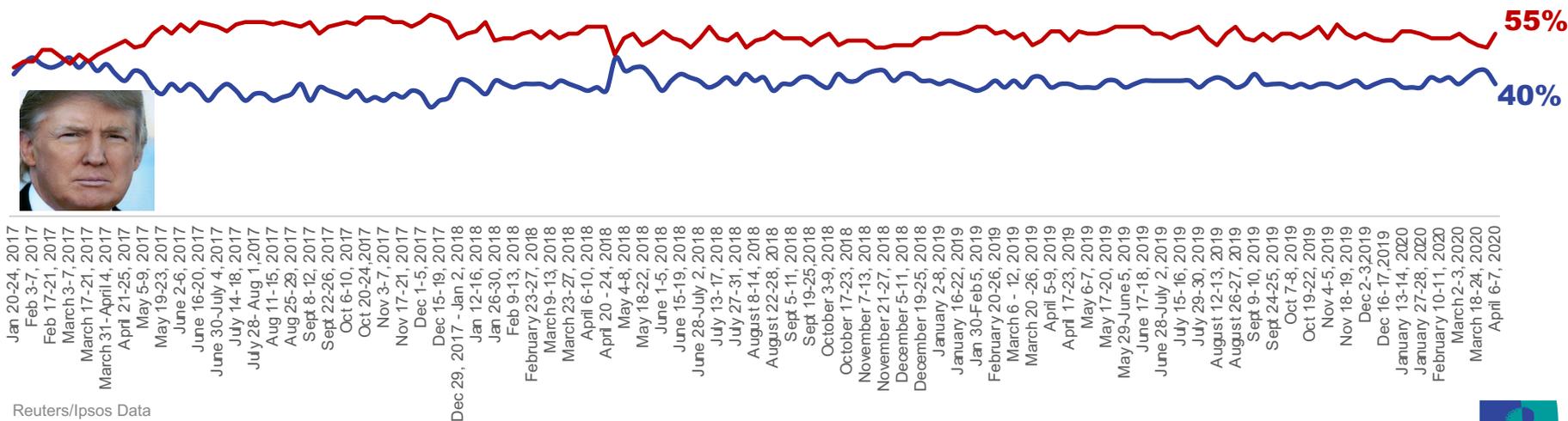
Axios/Ipsos Coronavirus Index % A great deal / fair amount

# Trump's "Rally Around the Flag" Bump Already Subsiding

Overall, do you approve or disapprove of the way Donald Trump is handling his job as President?

	Mar 2-3	Mar 16-17	Mar 18-24	Mar 30-31	Apr 6-7
Approval	40%	42%	44%	44%	40%
Disapproval	55%	53%	52%	51%	55%

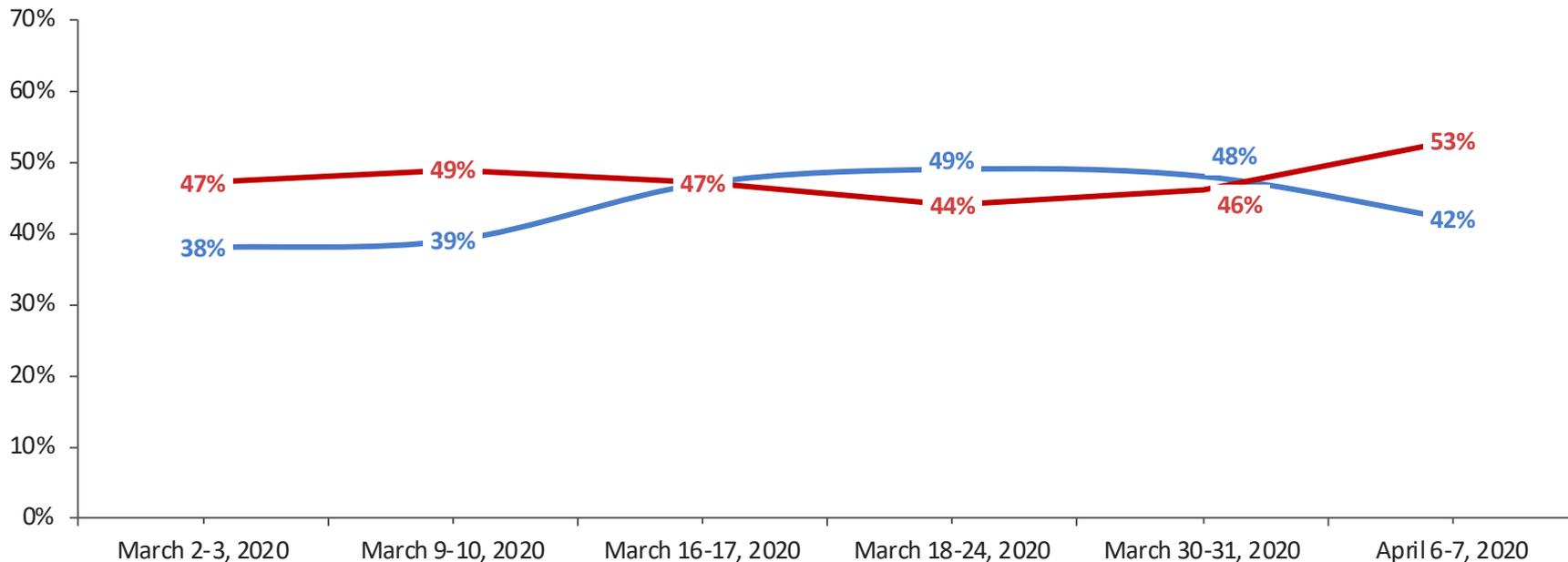
■ Total Approval  
■ Total Disapproval



Reuters/Ipsos Data

# Public Approval of President's Handling of Outbreak Waning

Do you approve or disapprove of the job President Trump is doing with the coronavirus outbreak?



Reuters/Ipsos Data

# Is Trump a Wartime President or a Depression President?

Wars driving positive political response, economic crises drive negative, natural disasters are mixed

Event Type	Percent change (Before and after event)	Metric
Currency devaluations	-17%	Approval rating
Blackouts	-10%	Approval rating
Spike in gas prices	-5%	Approval rating
Floods & droughts	-1.50%	Election vote share
Hurricanes	0	Approval ratings
Mass shootings	0%	Approval rating
Sports games	1.60%	Election vote share
Nominating conventions	10%	Voting Intention
Wars	16%	Approval rating
Terrorist attacks	22%	Approval rating

US presidential approval ratings: Gallup

Achen, Christopher H., and Larry M. Bartels. 2002. Blind Retrospection: Electoral Responses to Drought, Flu, and Shark Attacks." *Center for Democratic Studies*. Retrieved at: [https://www.vanderbilt.edu/csdi/research/CSDI\\_WP\\_05-2013.pdf](https://www.vanderbilt.edu/csdi/research/CSDI_WP_05-2013.pdf)

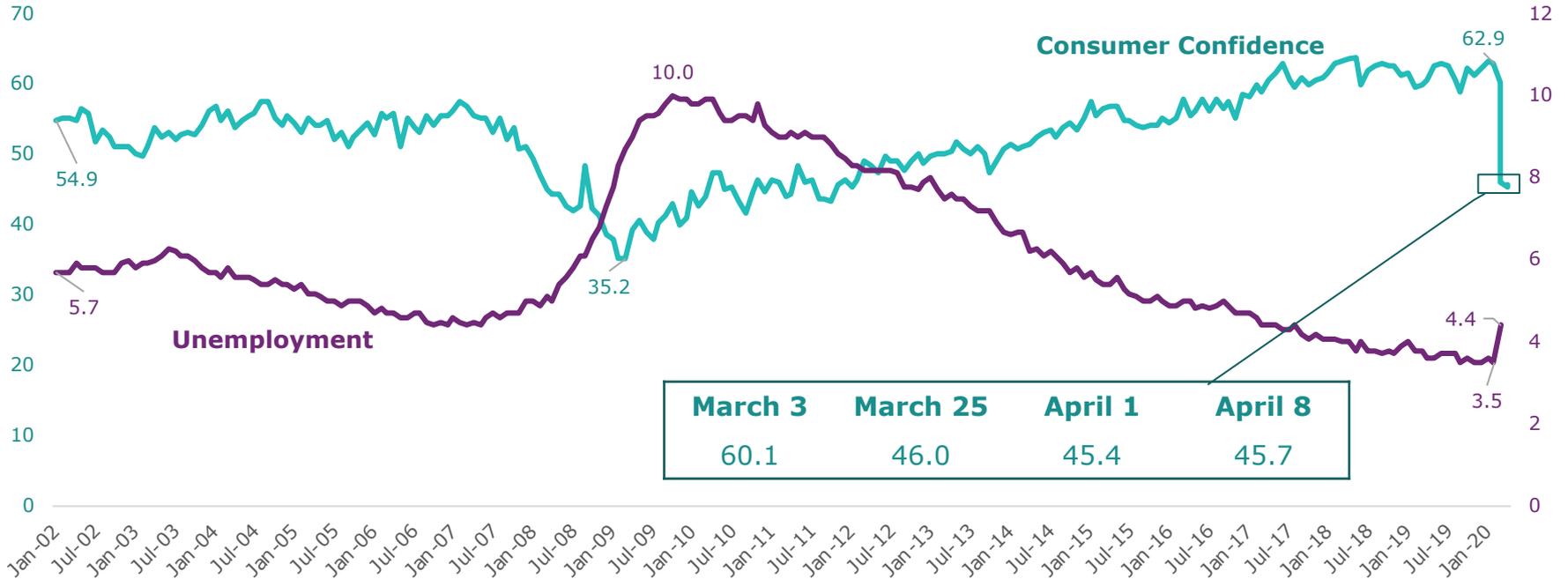
Atkinson, Matthew D., Christopher B. Mann, Santiago Olivella, Arthur M. Simon and Joseph E. Uscinski. 2014. "(Where) Do Campaigns Matter? The Impact of National Party Convention Location." *The Journal of Politics*, Vol. 76, No. 4.

Healy, Andrew, and Neil Malhotra. 2009. "Myopic Voters and Natural Disaster Policy." *American Political Science Review*. Vol. 103, No. 3.

# | Consumer Confidence & Beliefs

# Pandemic-Driven Collapse in American Consumer Confidence

American consumer confidence & unemployment 2002–2020

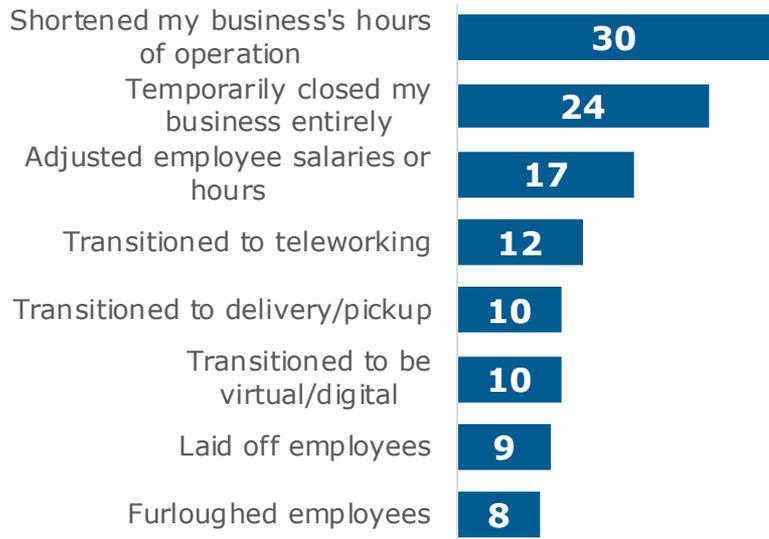


Ipsos Primary Consumer Sentiment Index / U.S. Bureau of Labor Statistics

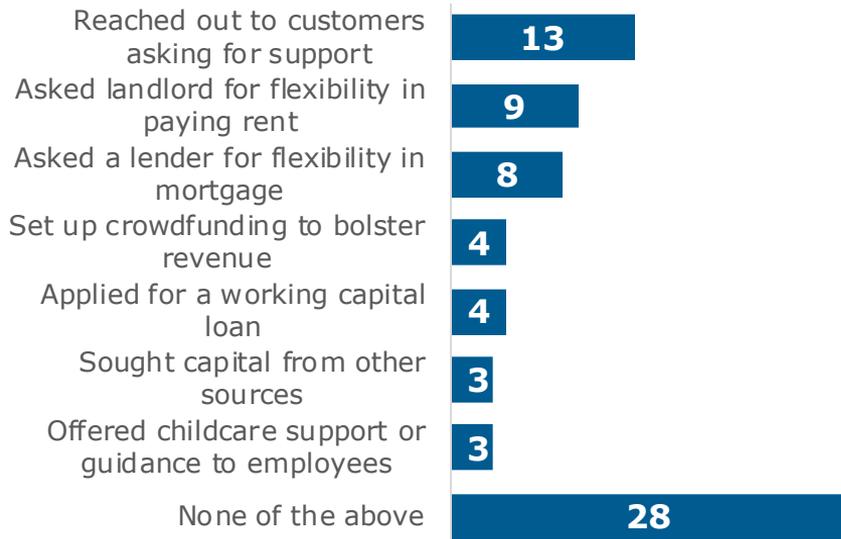
# Major Disruptions in the Small Business Sector

Q. Have you done any of the following in the last two weeks? (Select all that apply)

## Business Operations

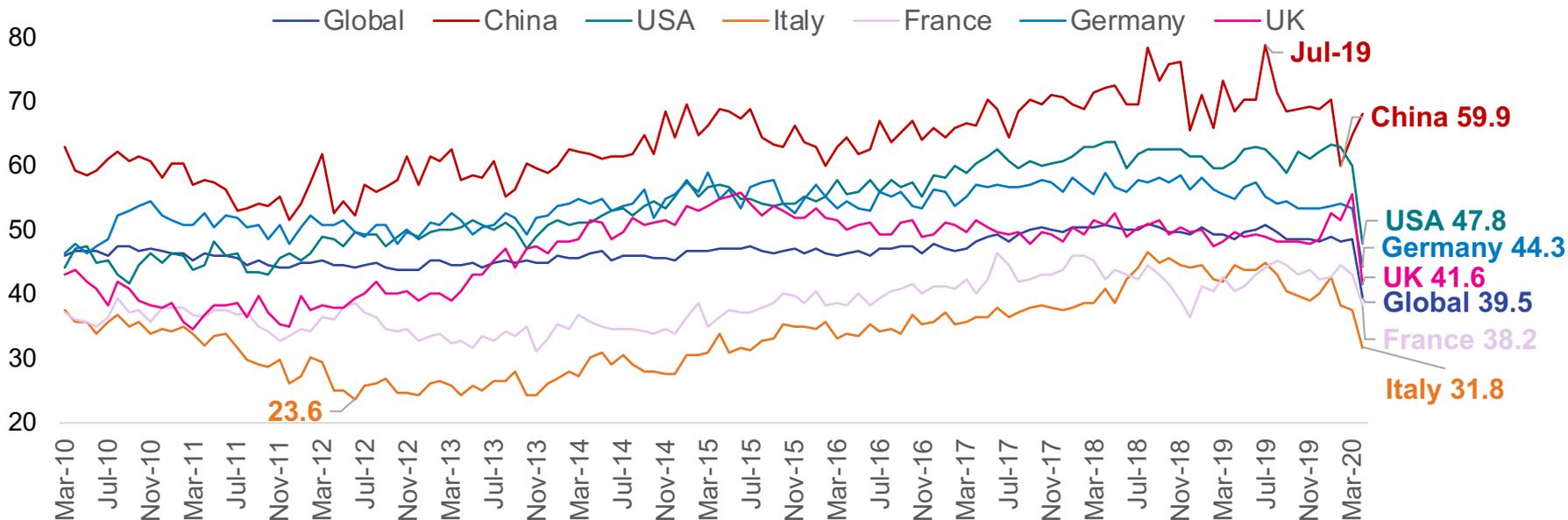


## Business Finances



# Reflected in Hard-Hit Countries Around the World

Global consumer confidence 2010–2020



Ipsos Primary Consumer Sentiment Index

# Running Into Limits of Supply Chain

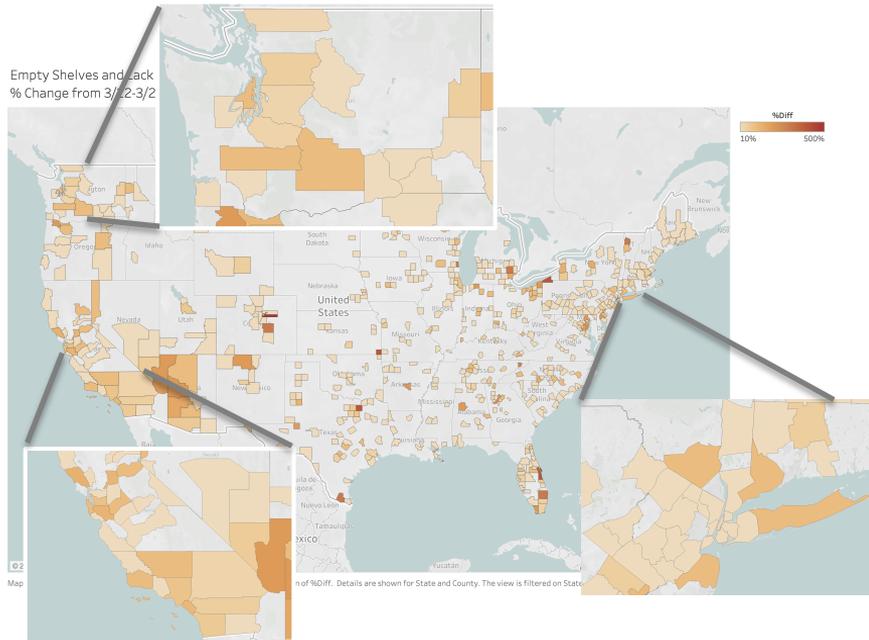
## Percent who agree that...

Buying whatever brand is available	62%
Relying on trusted brands	41%
Grocery store is well-stocked with food	32%
Grocery store is well-stocked with cleaning supplies and toilet paper	16%

## Percent say that... has gotten worse

Access to food and household needs	66%
Ability to afford household goods	24%

## Ipsos Biosurveillance Atlas analysis of change in social media mentions of “empty shelves” and “sold out”



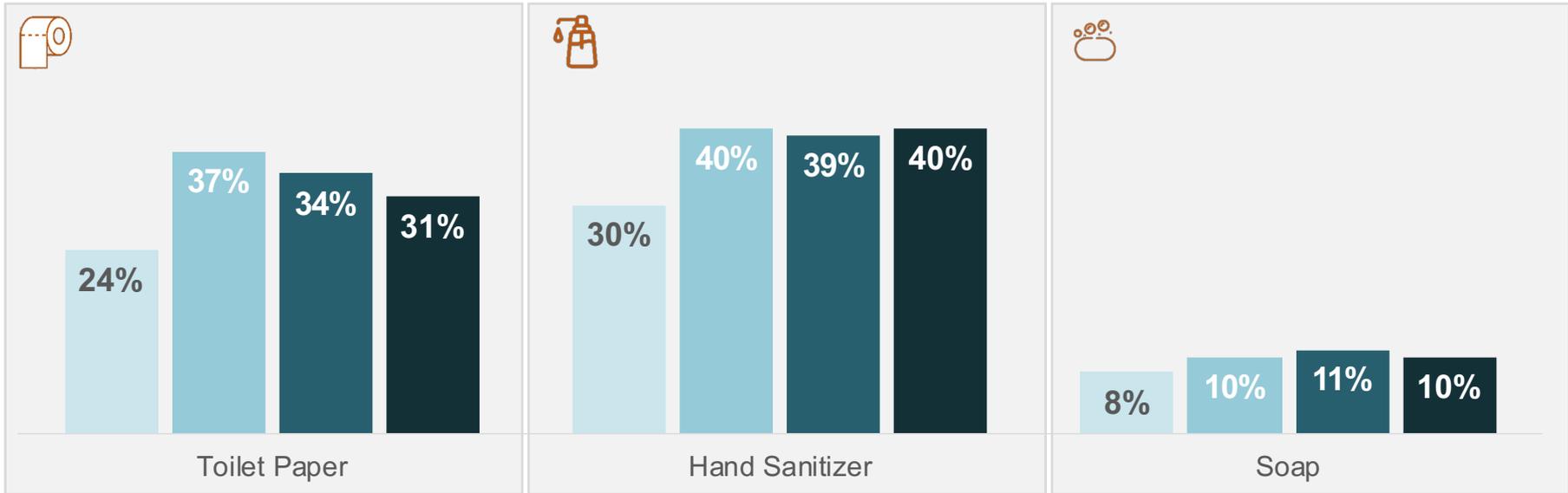
Ipsos WTF COVID-19 Tracker, March 20-23, 2020  
 Axios/Ipsos Coronavirus Index  
 Ipsos Biosurveillance Atlas

# Many Continue to Not Find Necessities

Have you bought or tried to buy any of the following in the last week?

% Yes, tried to purchase but was unable to

■ March 13–16 ■ March 20–23 ■ March 27–30 ■ April 3-6



# | QUESTIONS?

# IPSOS RESOURCES

## **Ipsos COVID-19 Research Portal**

(<https://www.ipsos.com/en-us/knowledge/society/covid19-research-in-uncertain-times>)

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## ***Cliff's Take* – Weekly Ipsos Thought Leadership**

## **Ipsos Global Consumer Confidence Index**

(<https://www.ipsosglobalindicators.com/>)

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## **All Ipsos Public Polling**

([Ipsos.com/en-us/news-and-polls/news](https://www.ipsos.com/en-us/news-and-polls/news))

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**On Twitter @cliffayoung or @jcbjackson**

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

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**You act better when you are sure.**