



# J.D. POWER

Financial Services Intelligence

Coronavirus Financial Health Pulse Survey  
March 20-21 Update

**Jim Miller – Vice President, Banking and Payments Intelligence**

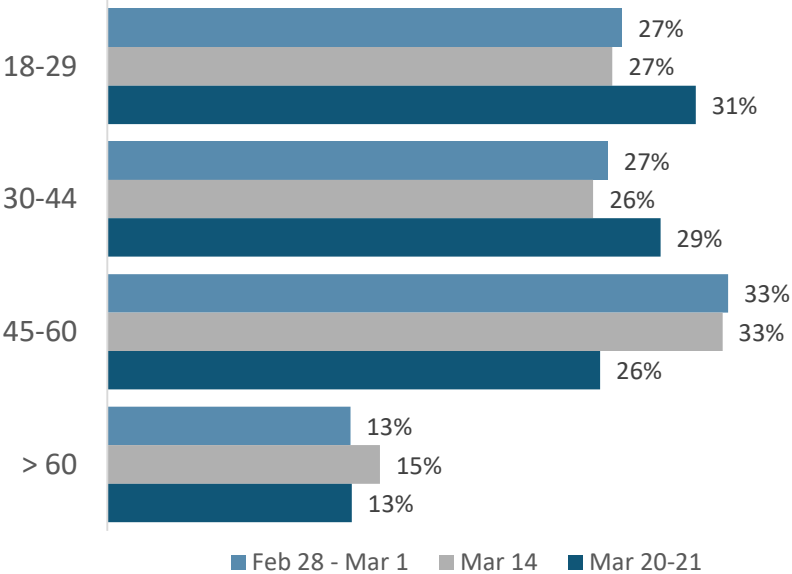
**[James.Miller@jdpa.com](mailto:James.Miller@jdpa.com)**

**March 23, 2020**

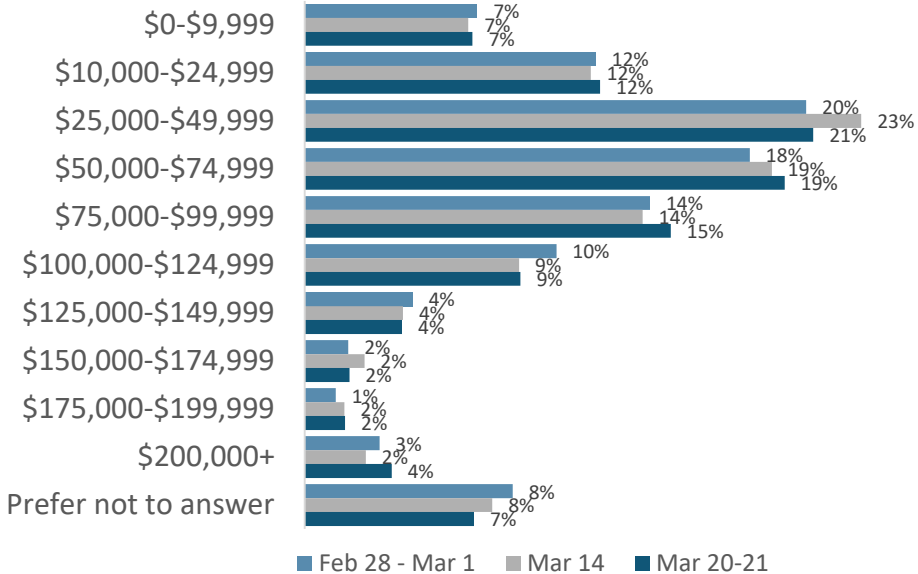
# Survey Methodology

- Surveys were fielded February 28 – March 1, 2020, March 14, 2020 and March 20-21, 2020.
- Surveys were conducted online among U.S. consumers aged 18 and older
- February 28-March 1: 1,198 completed surveys (43% male, 57% female)
- March 14: 1,868 completed surveys (44% male, 56% female)
- March 20-21: 1,674 completed surveys (41% male, 59% female)

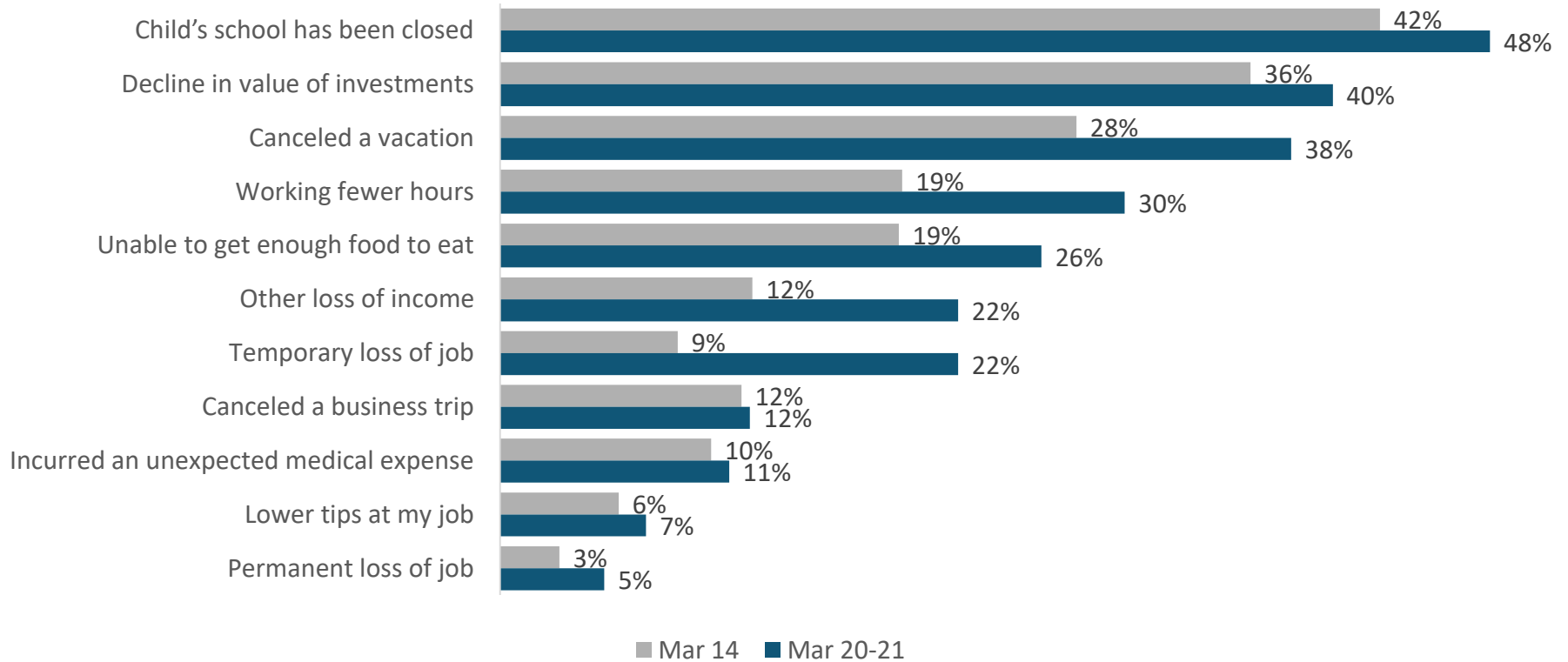
**Distribution by Age**



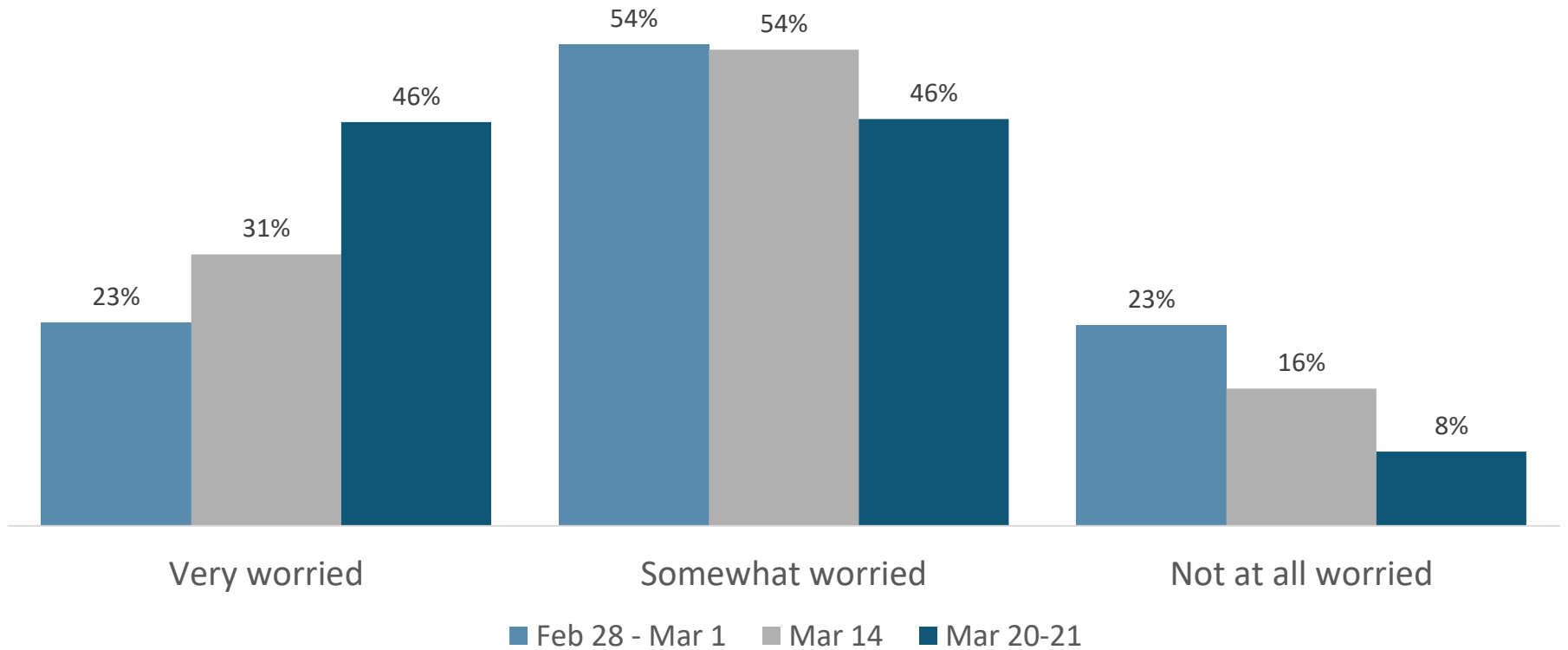
**Distribution by Income**



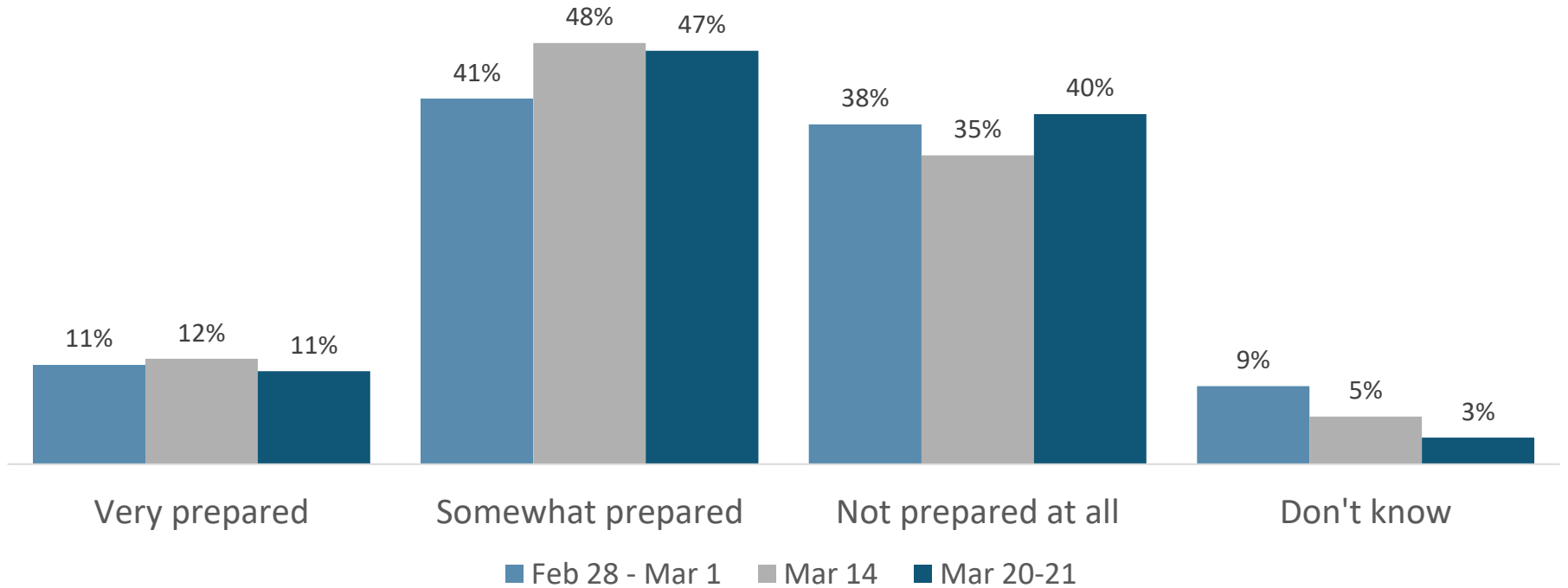
## Which of the following impacts from the coronavirus have you already experienced?



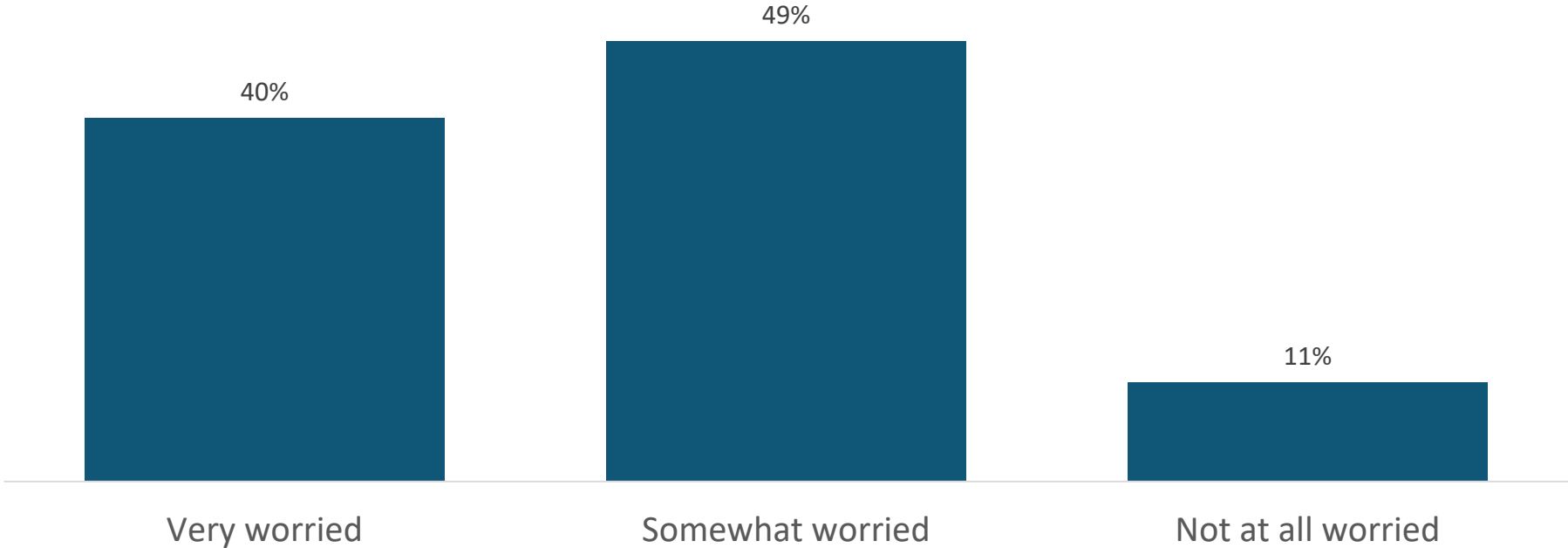
## How worried are you that the coronavirus will spread in your community?



## How prepared is the U.S. for an outbreak of coronavirus?

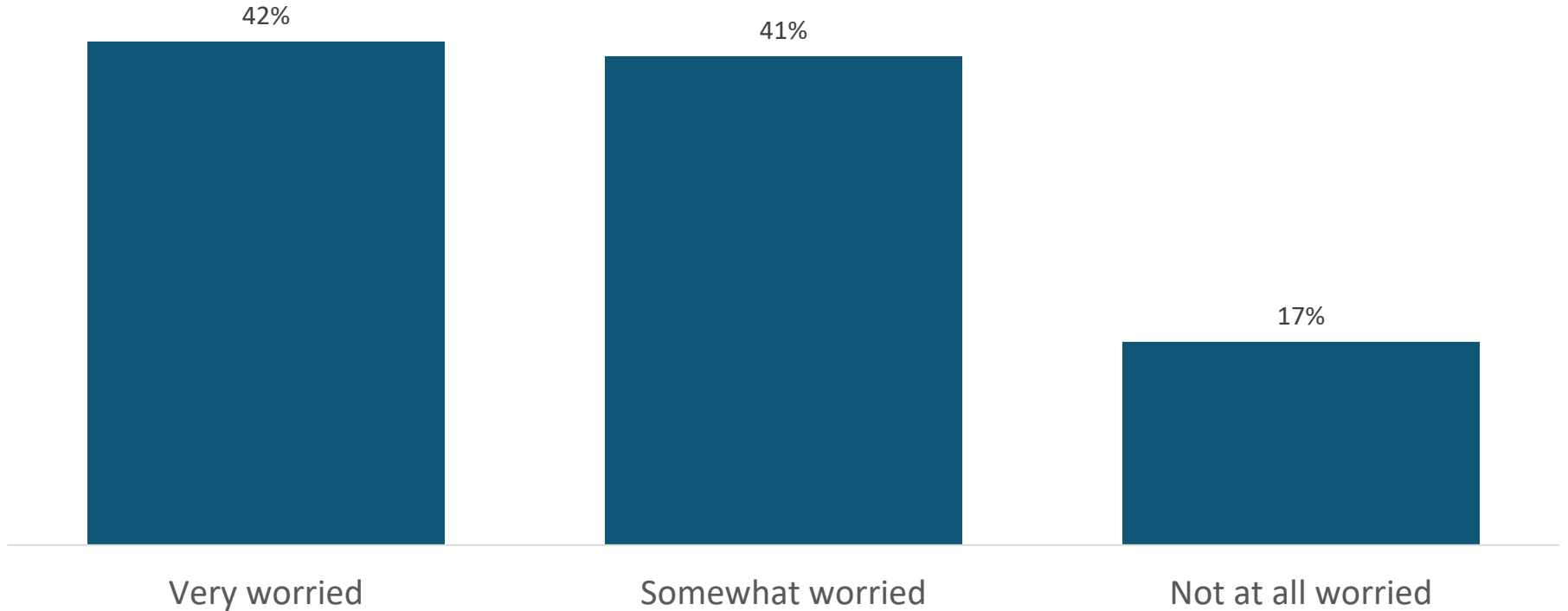


# How worried are you that you or someone in your family will get sick from the coronavirus?



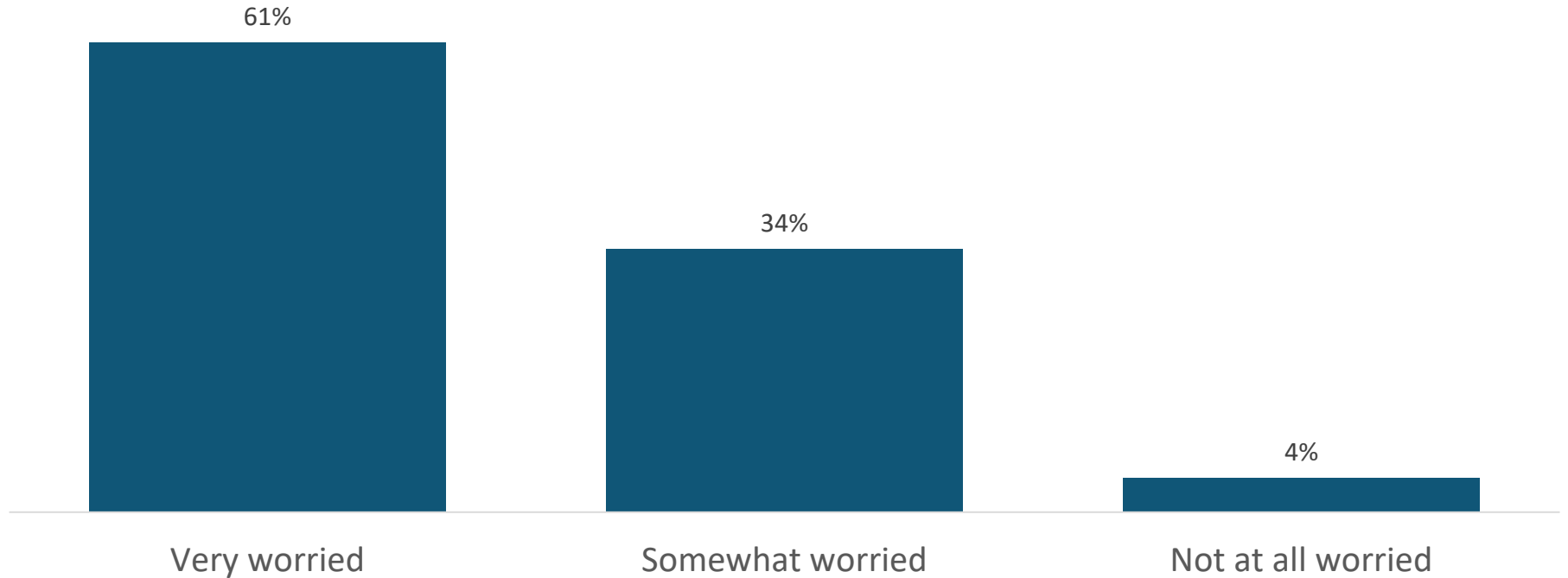
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## How worried are you that your family will lose income due to a workplace closure or reduced hours because of the coronavirus?



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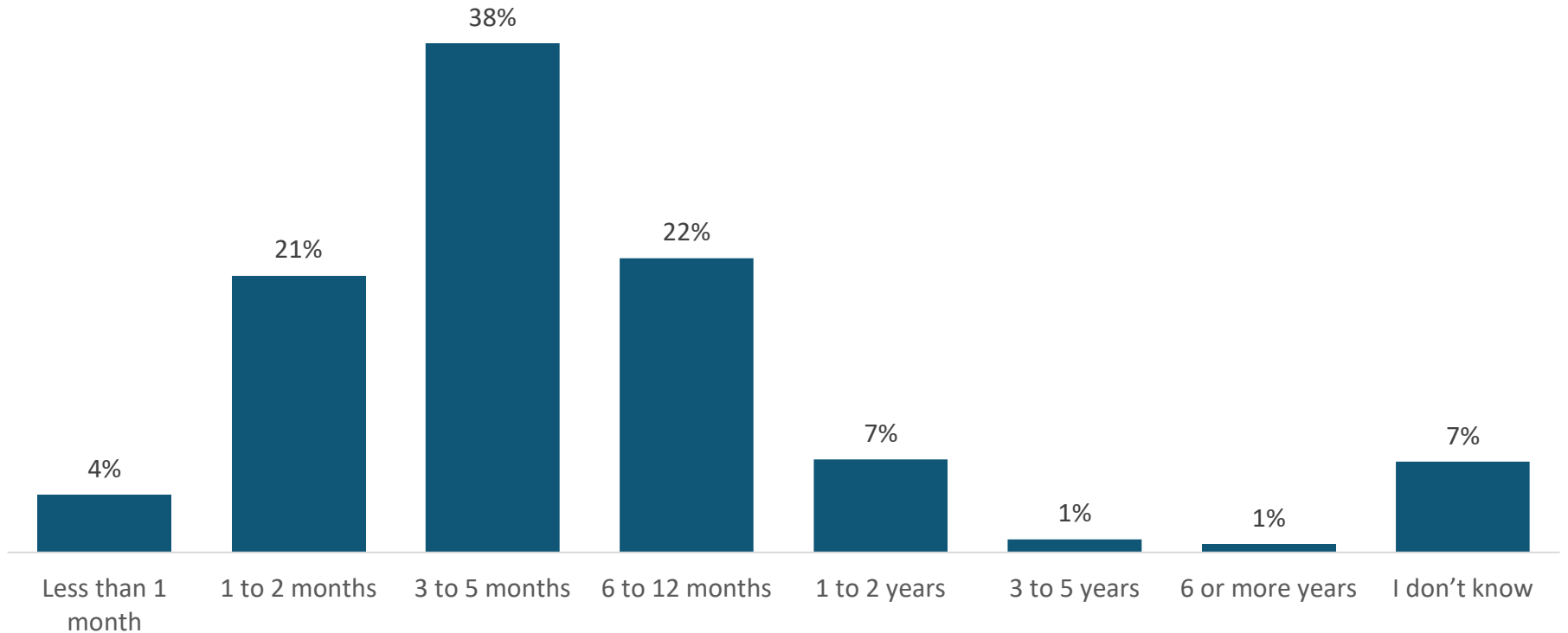
## How worried are you that the coronavirus will hurt the U.S. economy?



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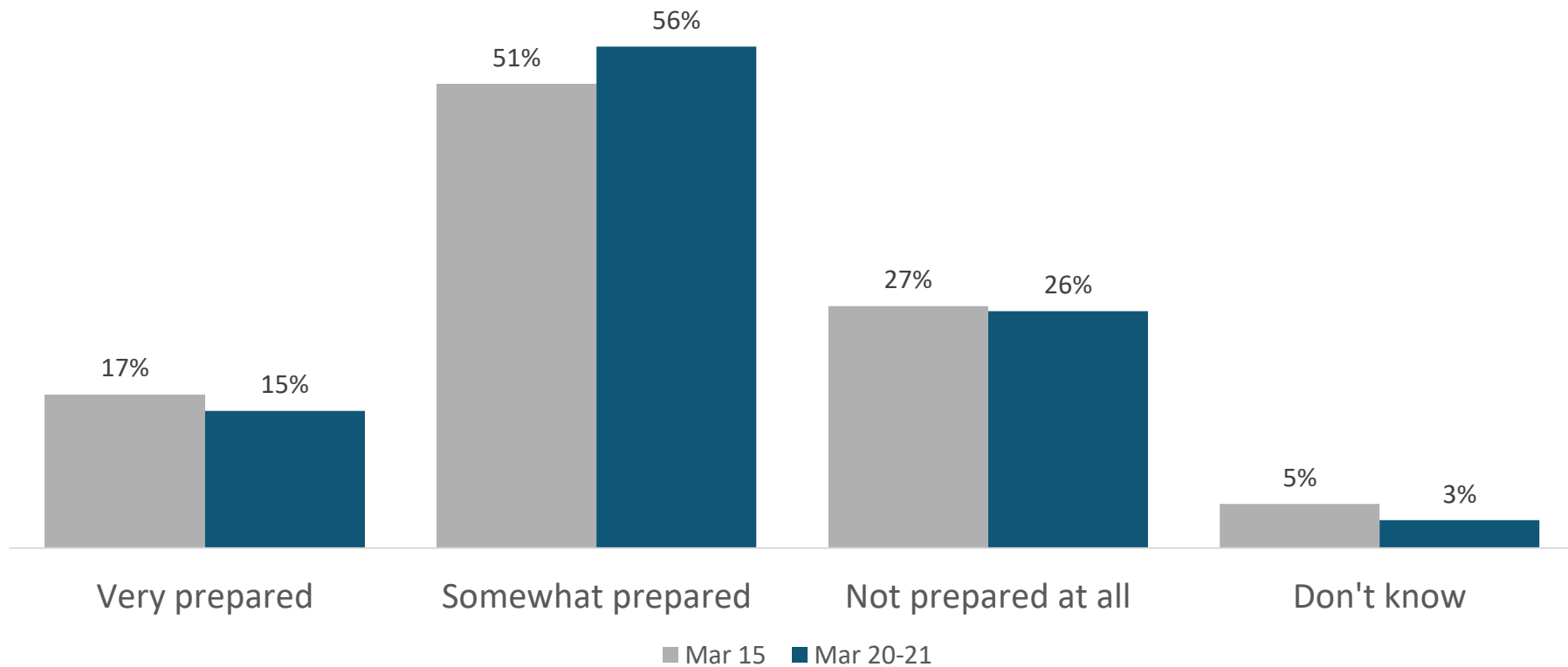


## How long do you expect the coronavirus crisis will last?

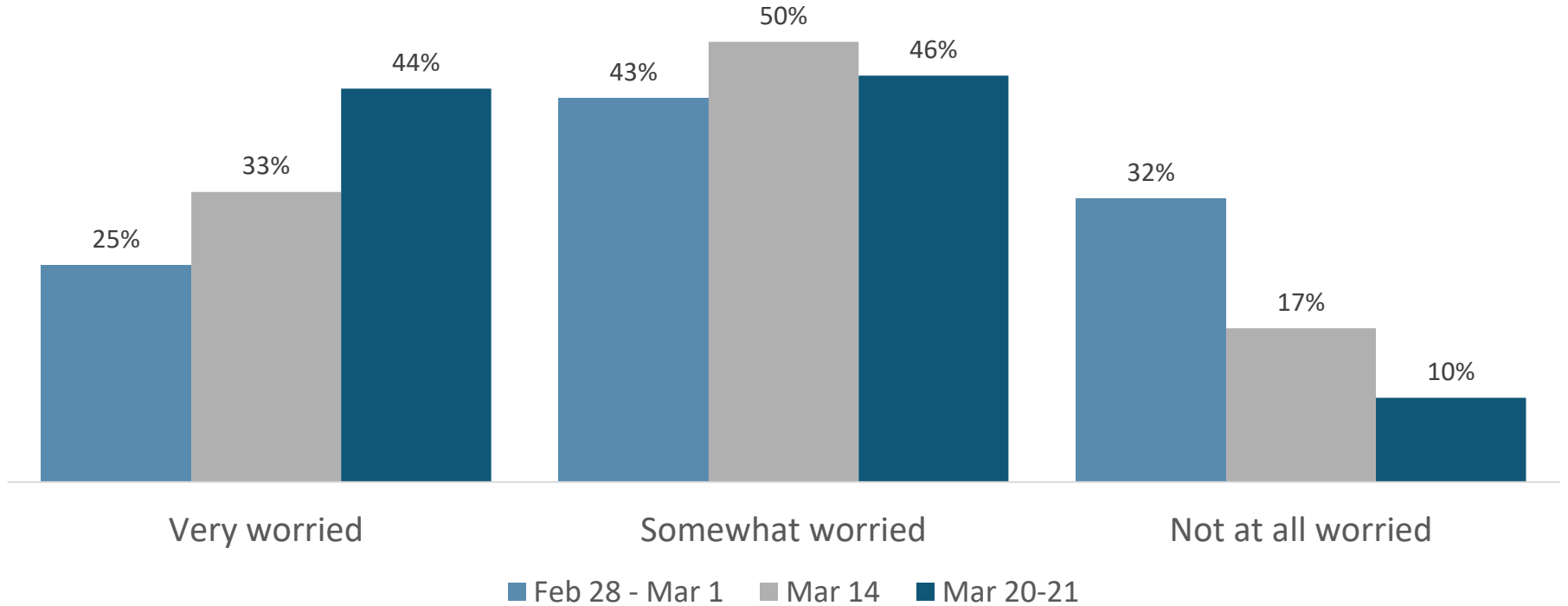


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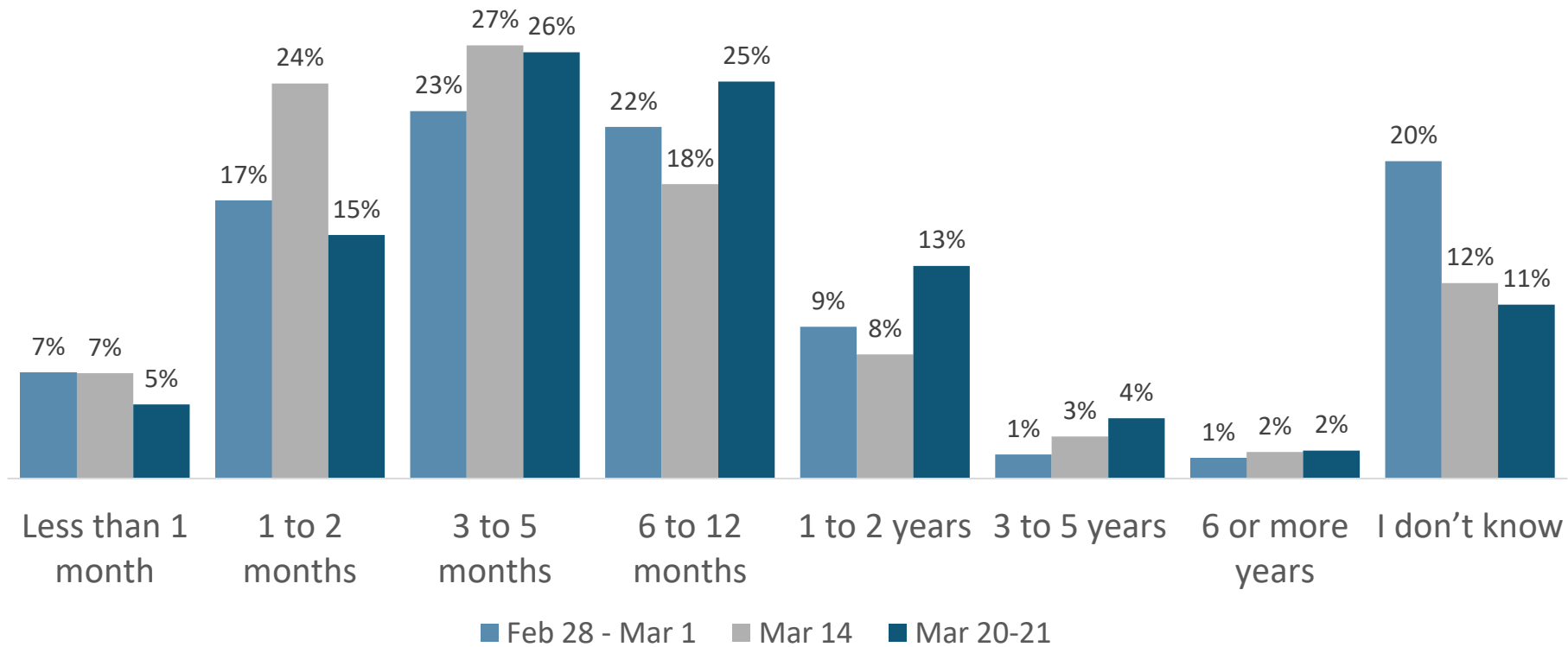
## How prepared are you financially to deal with the coronavirus?



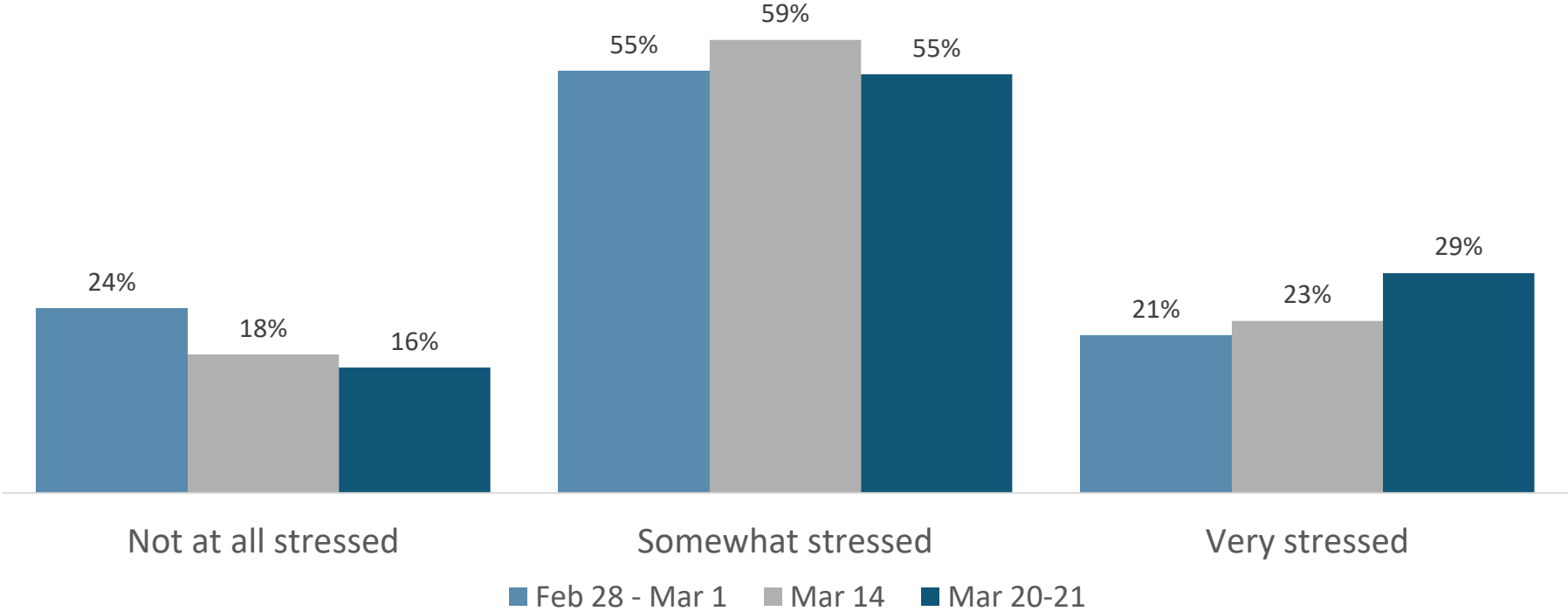
## How worried are you that the coronavirus will hurt your financial situation?



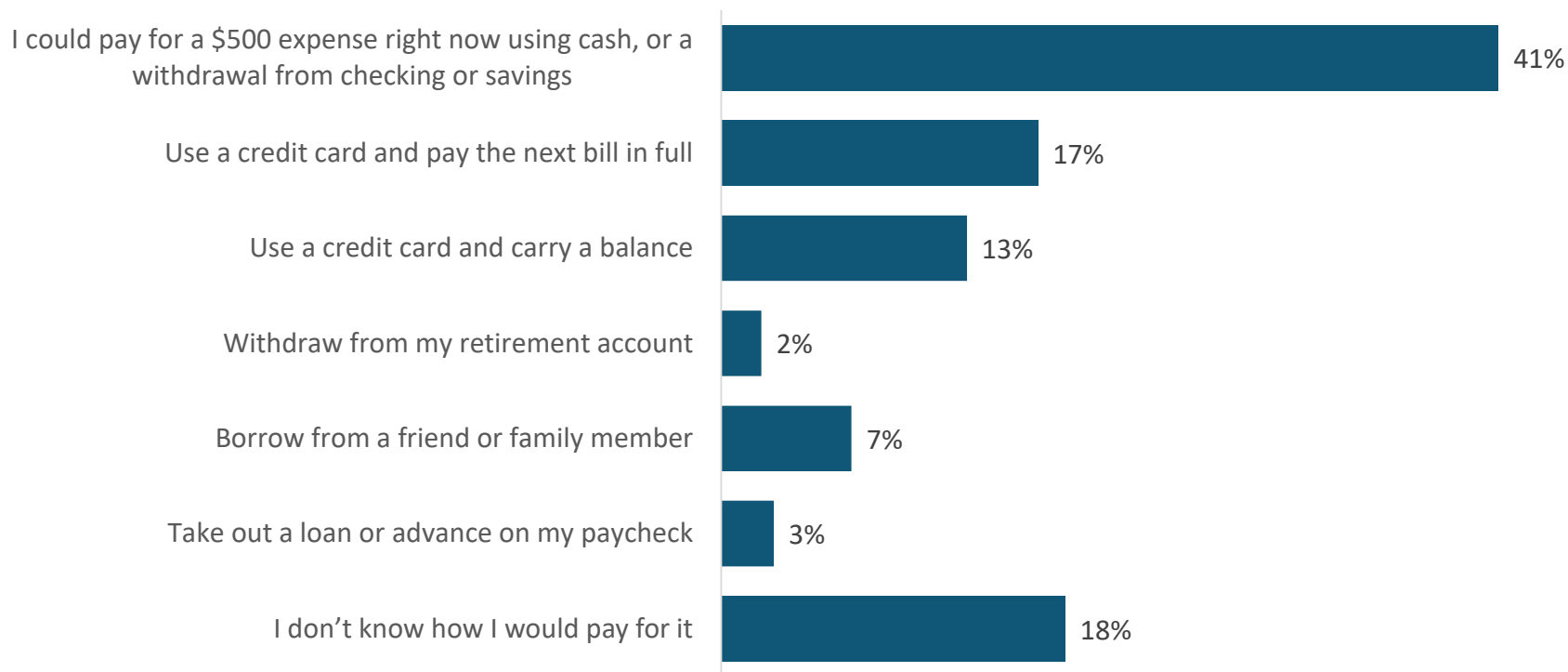
## How long do you expect that your financial situation will be worse due to the coronavirus? (among those who are somewhat or very worried it will hurt their financial situation)



Please rate your current level of stress about your overall financial situation.

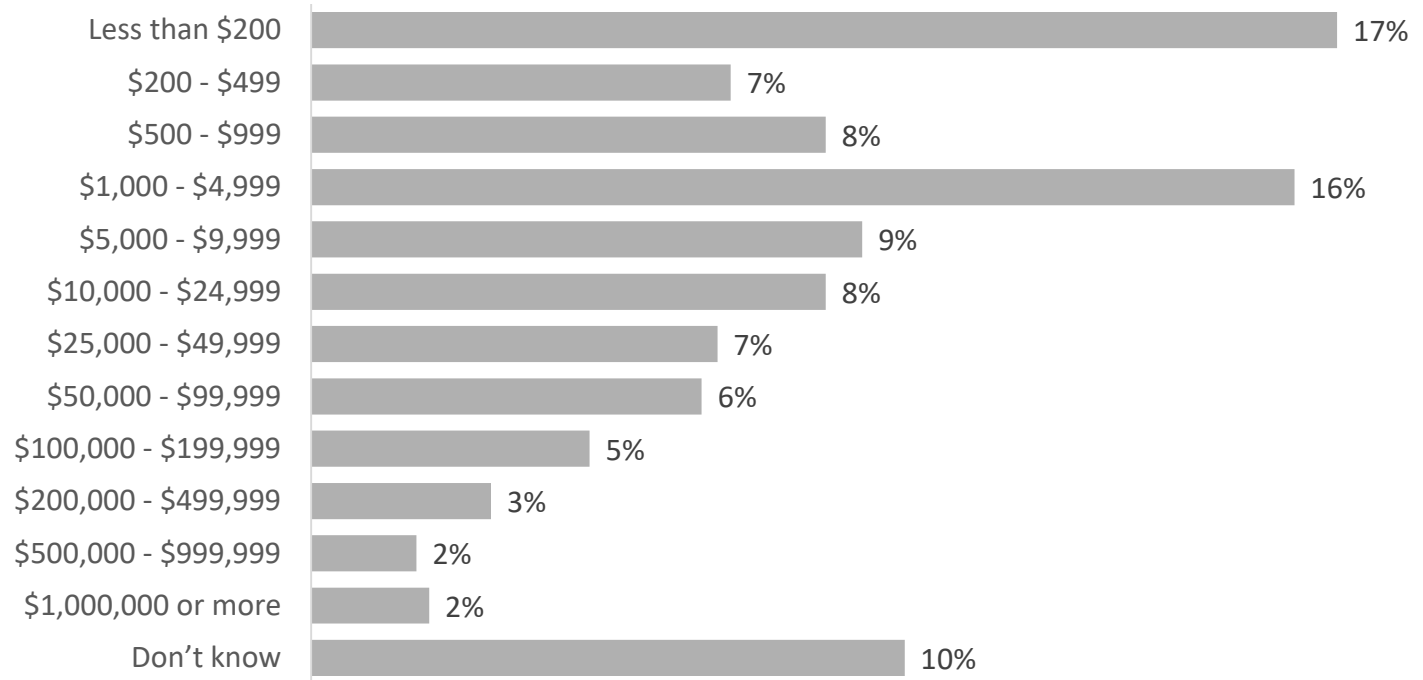


## If you needed \$500 for an emergency, such as a medical expense, car repair, or home repair, which of the following would you do?



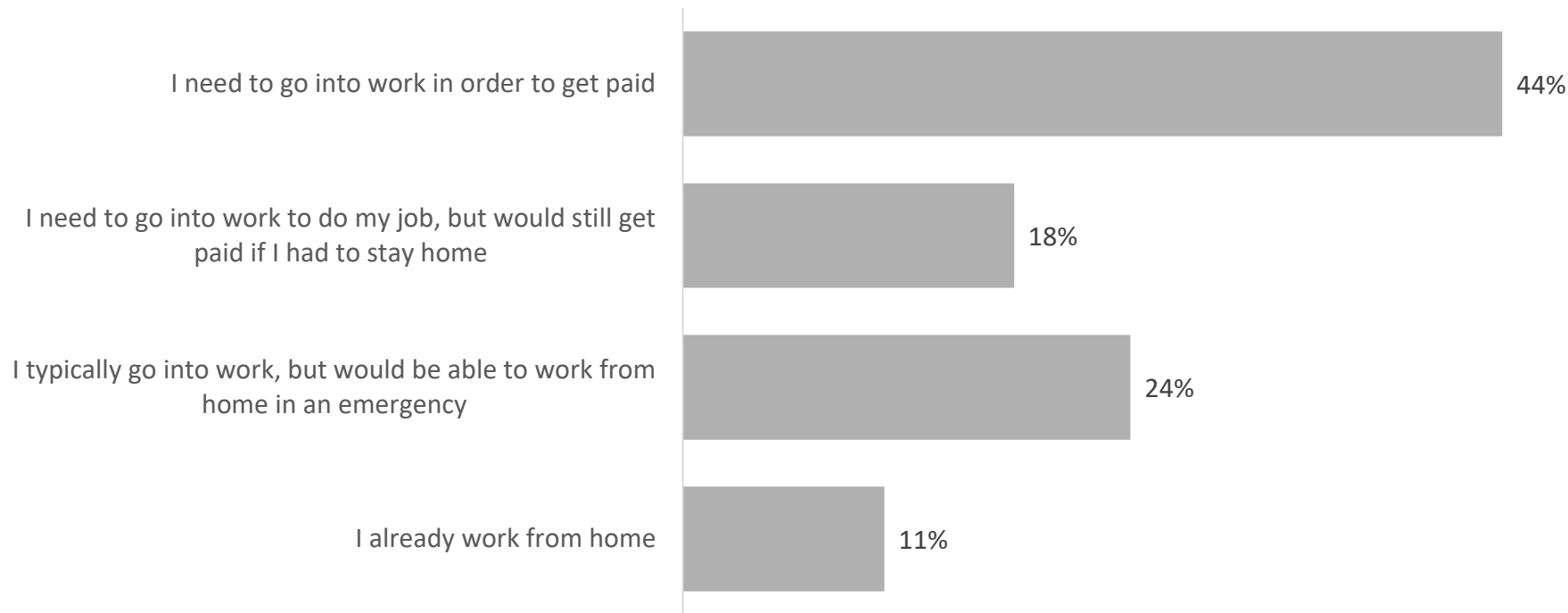
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## How much do you currently have saved? Include cash, bank accounts and investments. Do not include equity in your house and retirement accounts.



March 14, 2020

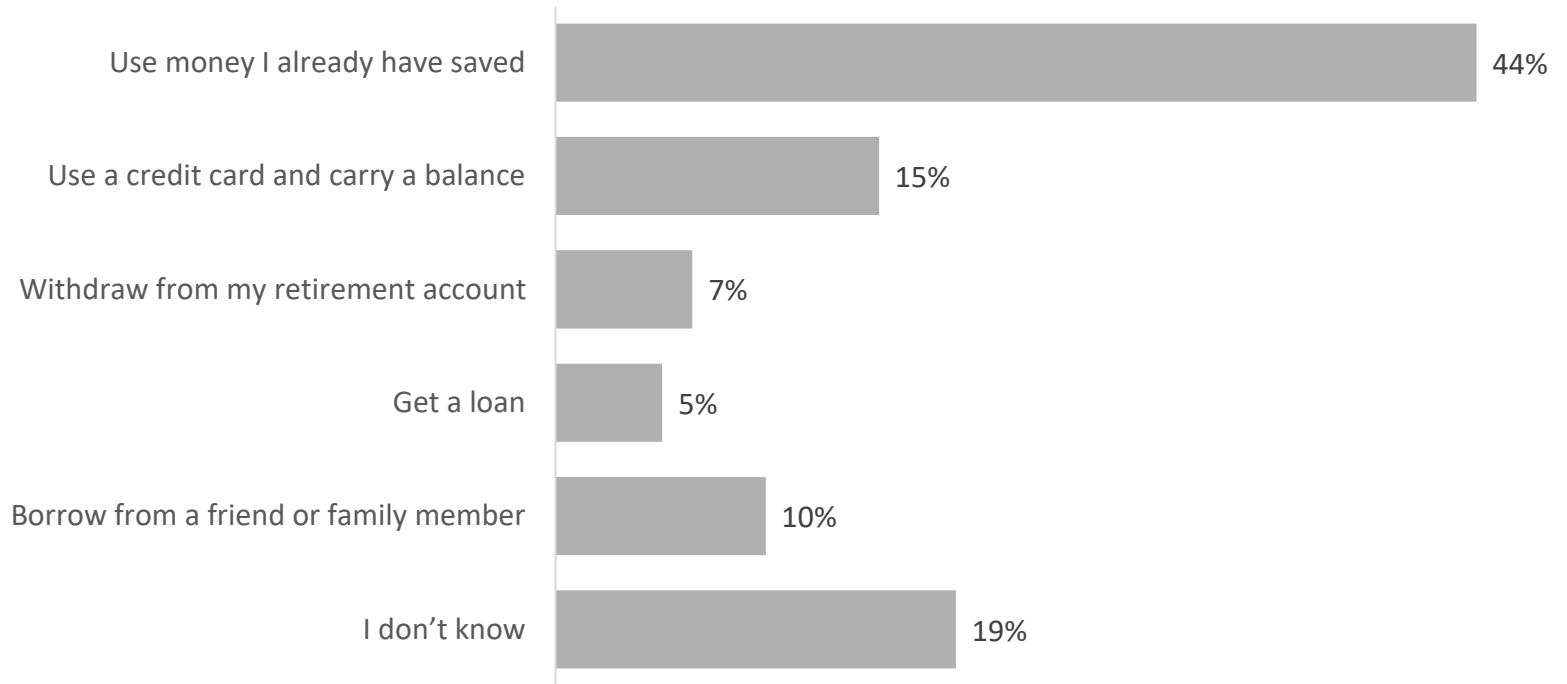
## In the event of an outbreak of the coronavirus and you cannot go into work, which statement best describes your working situation? (among full-time, part-time and self-employed)



March 14, 2020

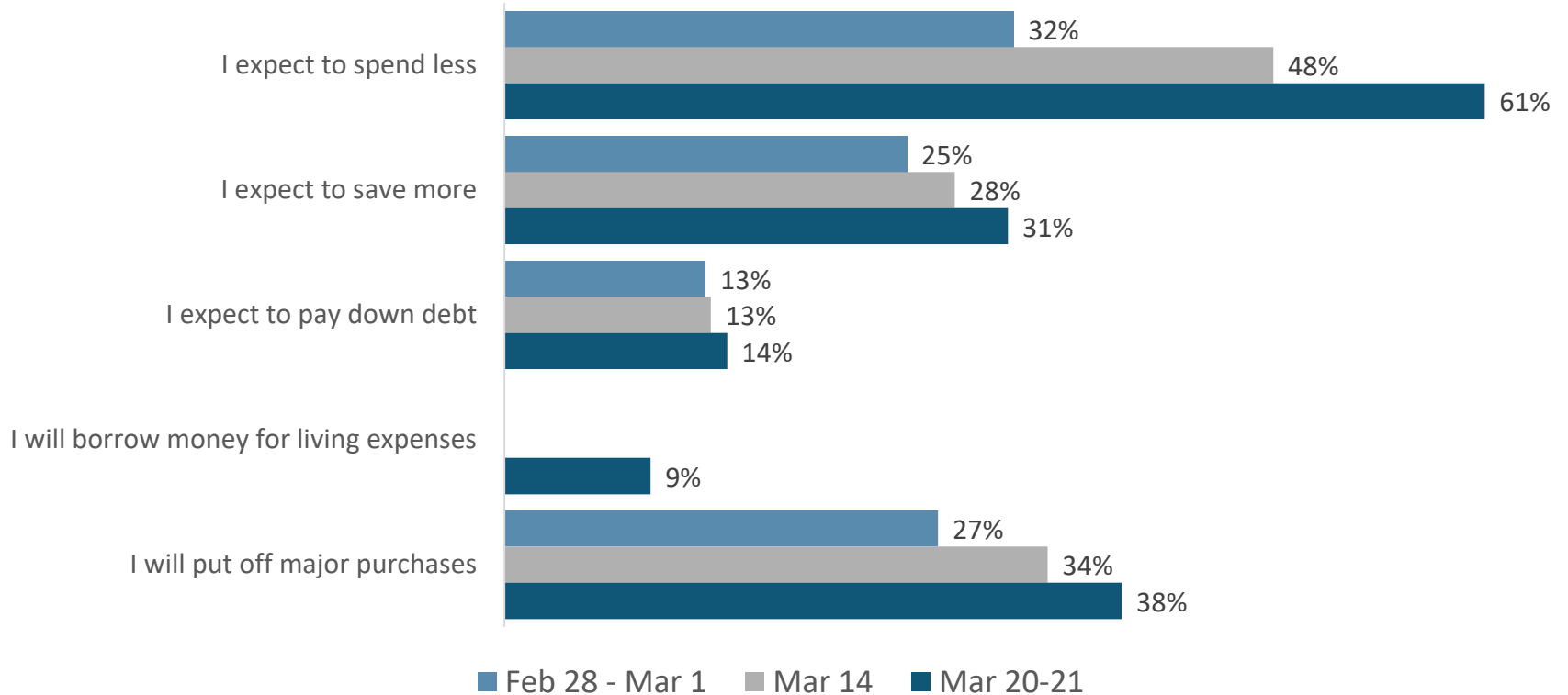


## If you could not work for a month, how would you pay for your living expenses? (among full-time, part-time and self-employed)

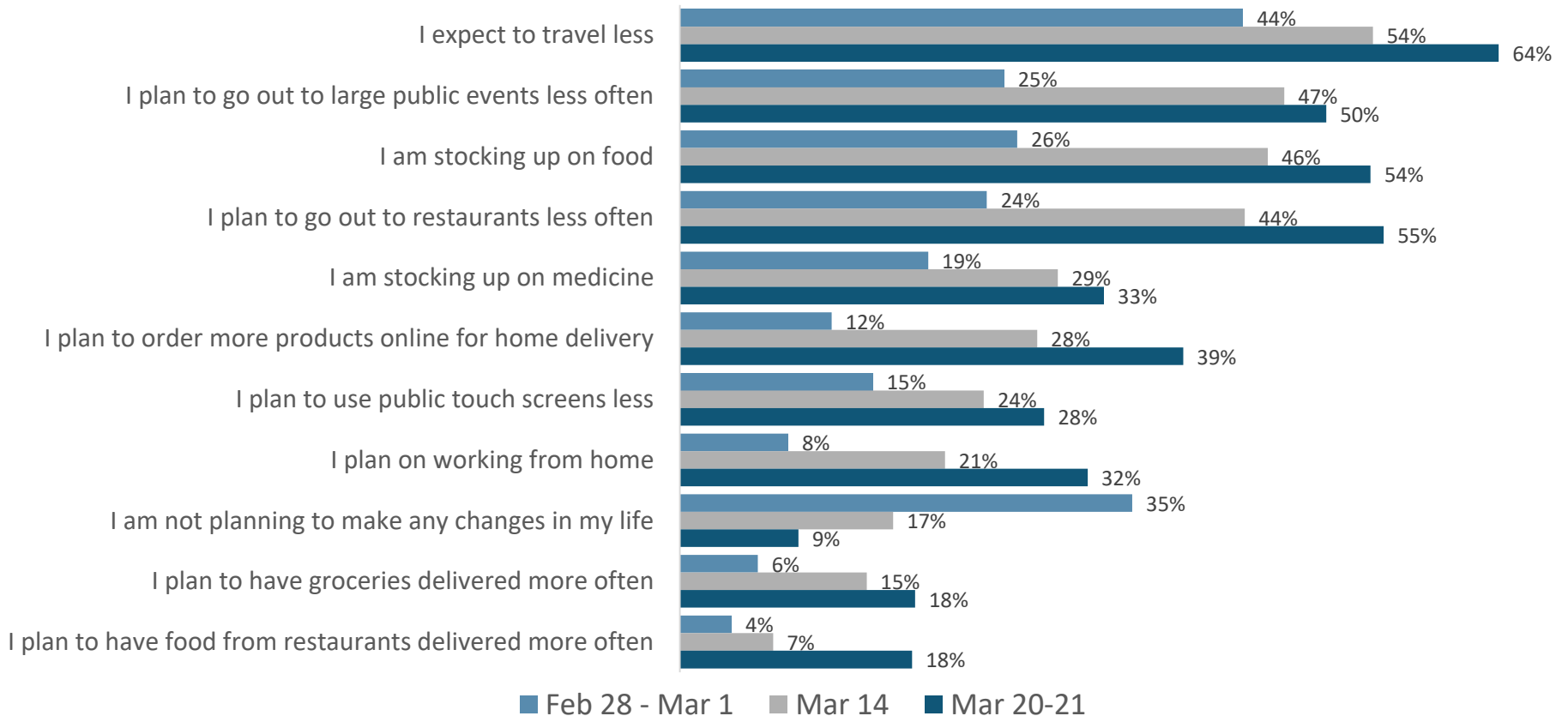


March 14, 2020

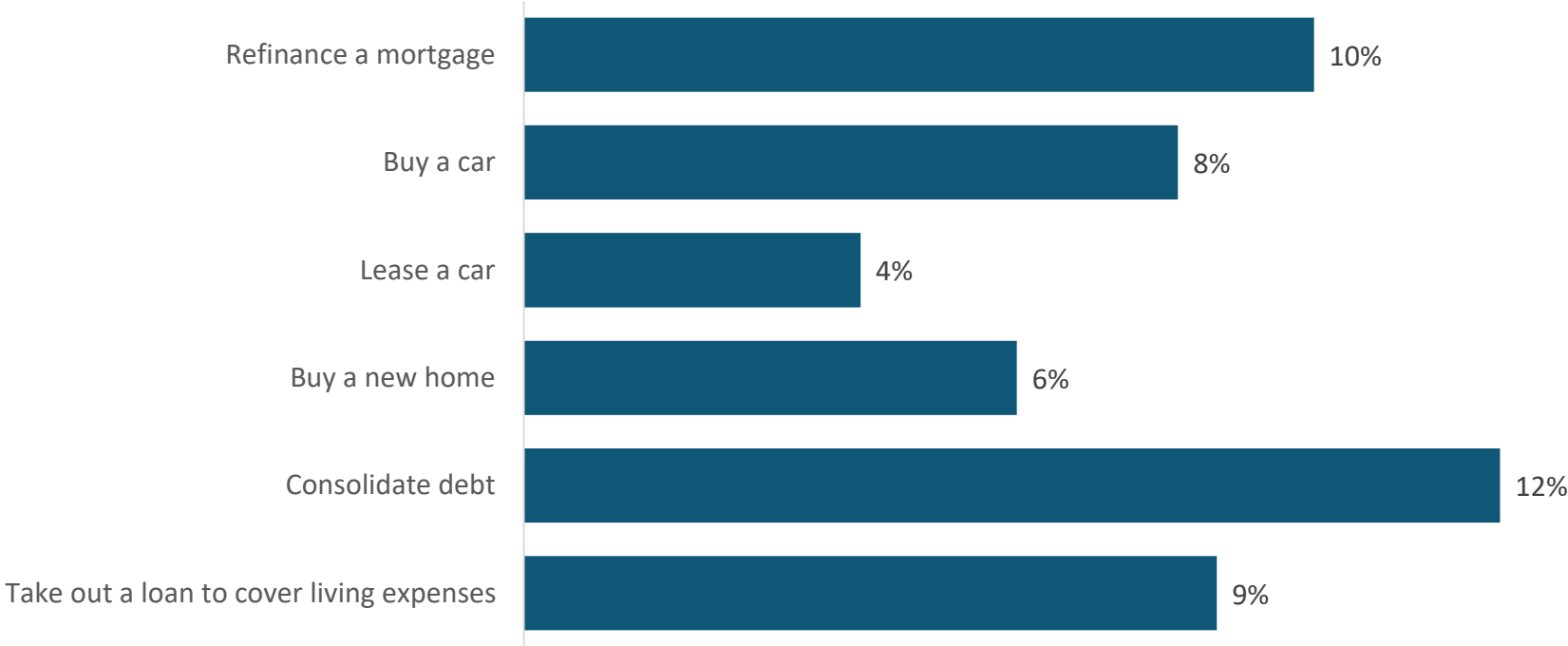
## Which of the following financial changes do you plan to make due to the coronavirus?



## Due to the coronavirus threat, which of the following do you plan to do differently?

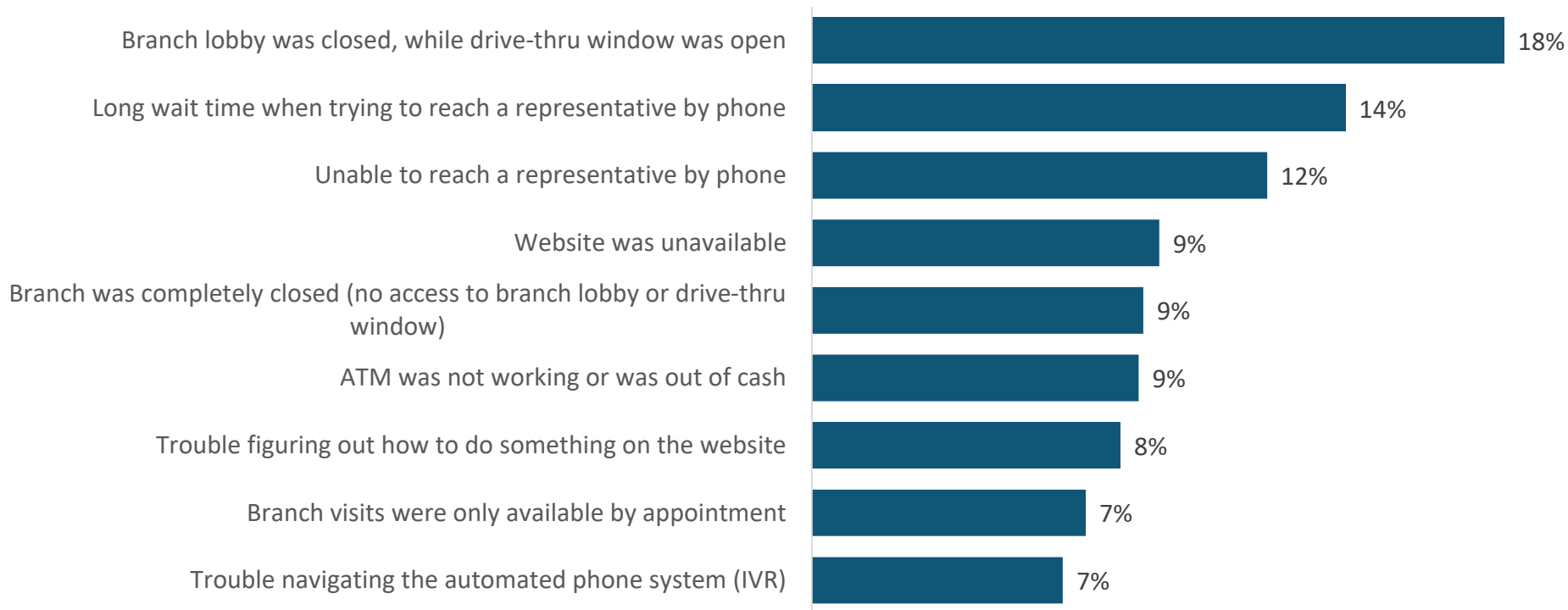


# Which of the following do you plan to do in the next 3 months?



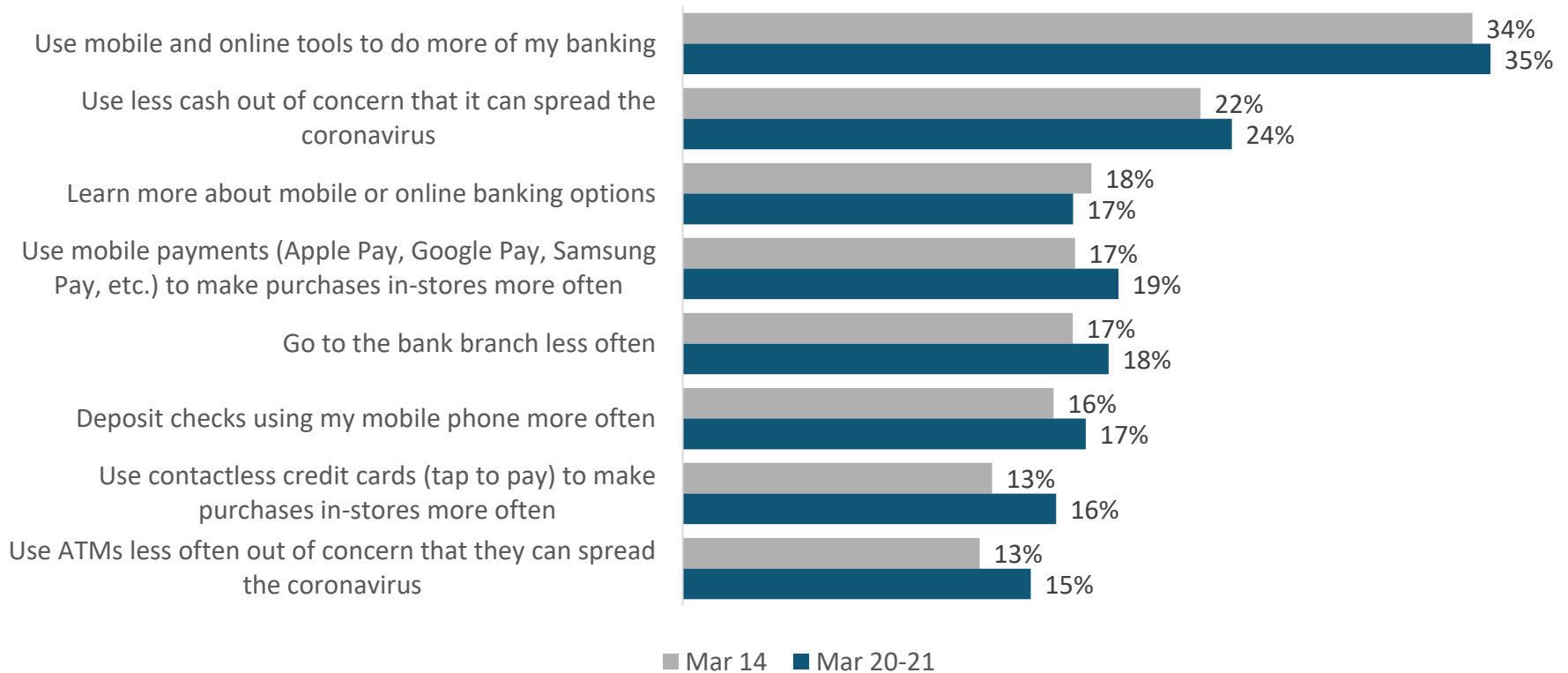
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## Which of the following have you recently experienced with a financial institution?

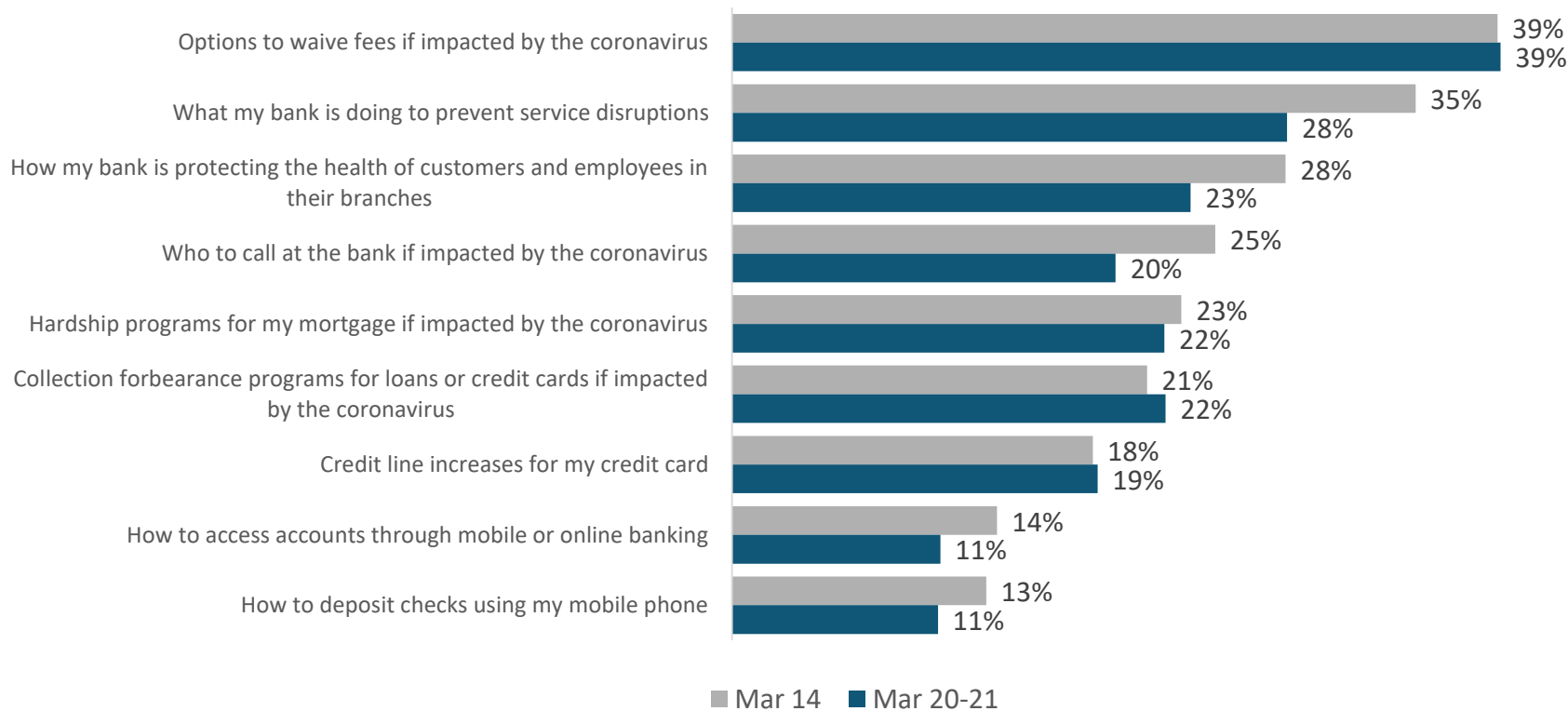


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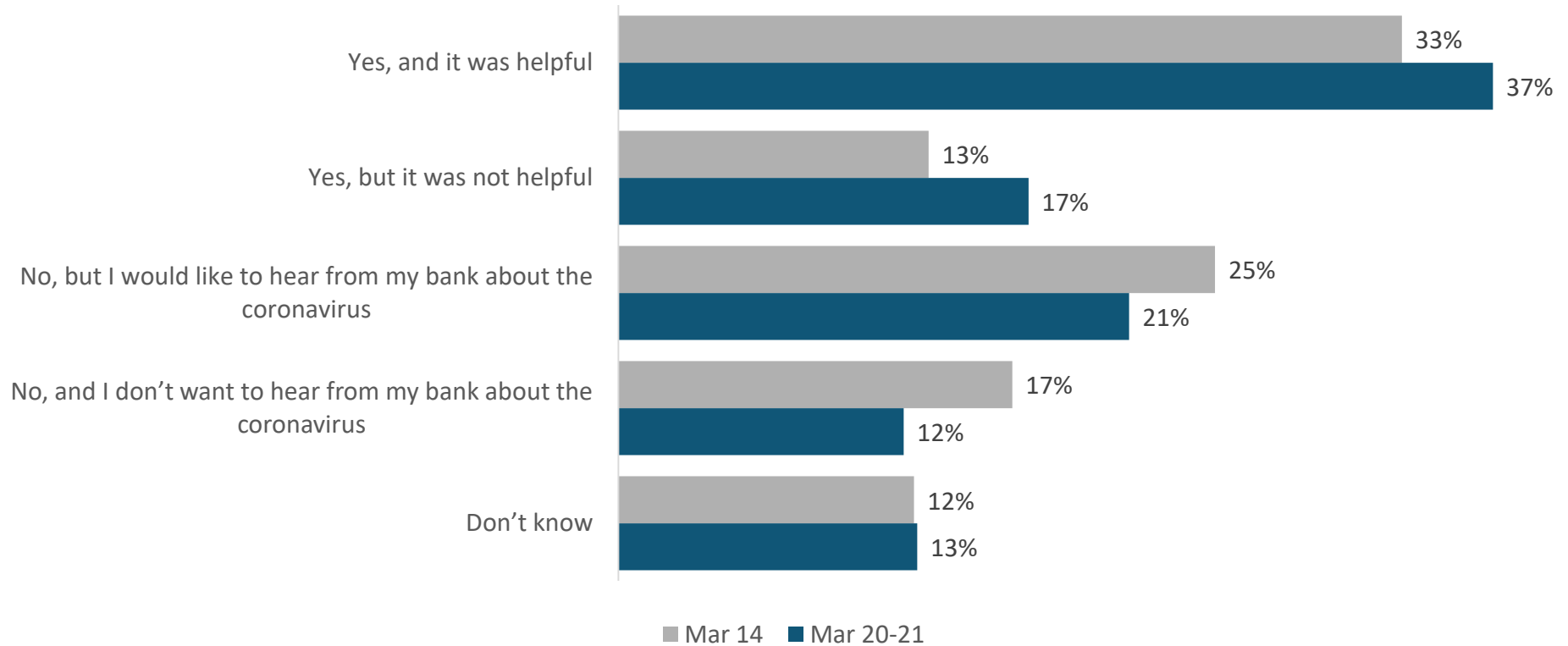
## Which of the following changes to how you bank and make payments do you plan to make due to the coronavirus?



## What information about the coronavirus crisis would you like to receive from your bank or credit card issuer?

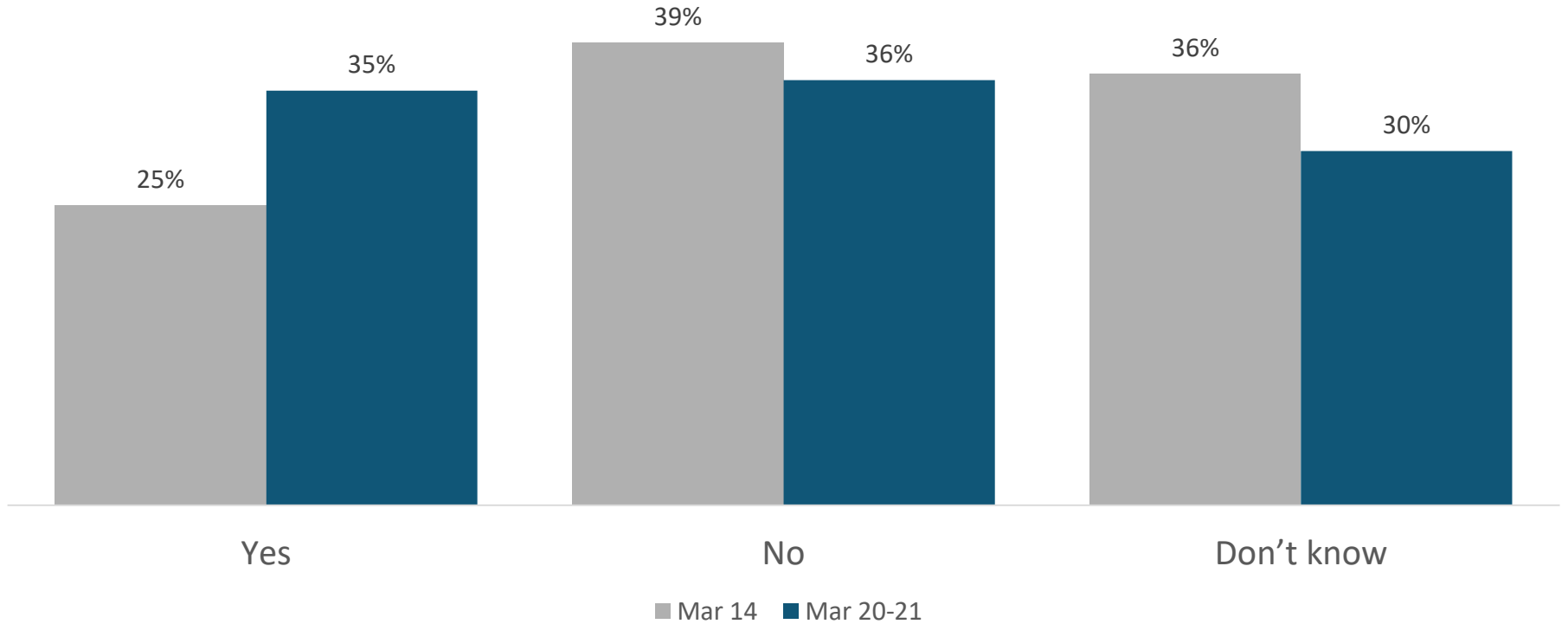


## Have you received communication from your primary bank regarding the coronavirus?

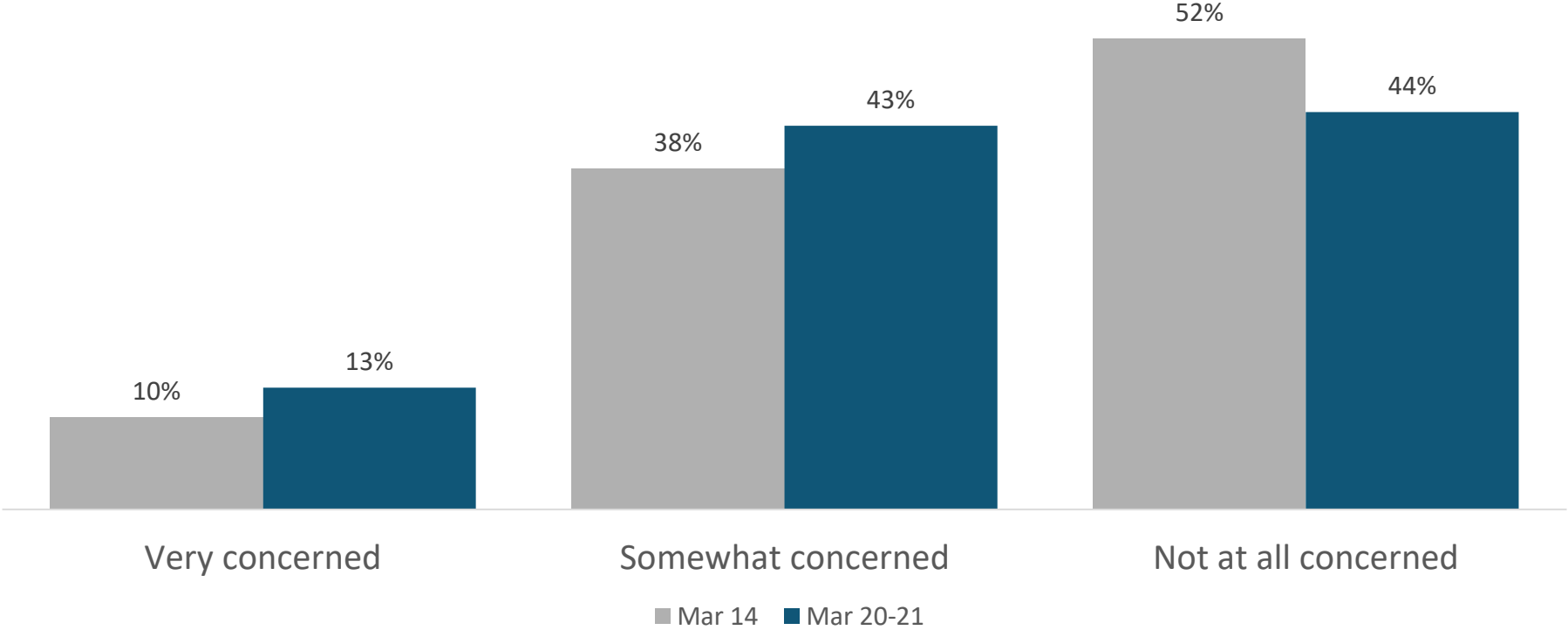




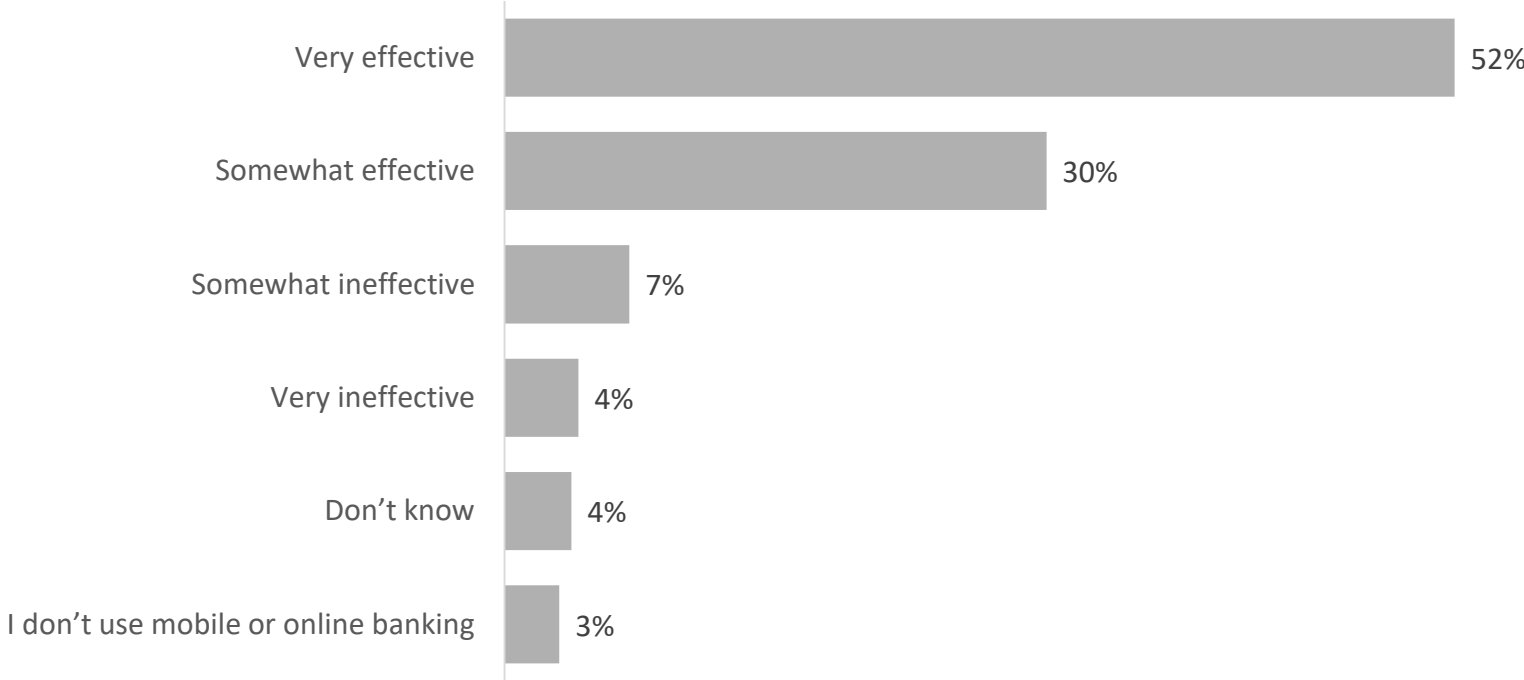
## Has your primary bank shown concern for your personal financial situation during the coronavirus crisis?



# How concerned are you that you will be able to continue to conduct your banking activities during the coronavirus crisis with your primary bank?

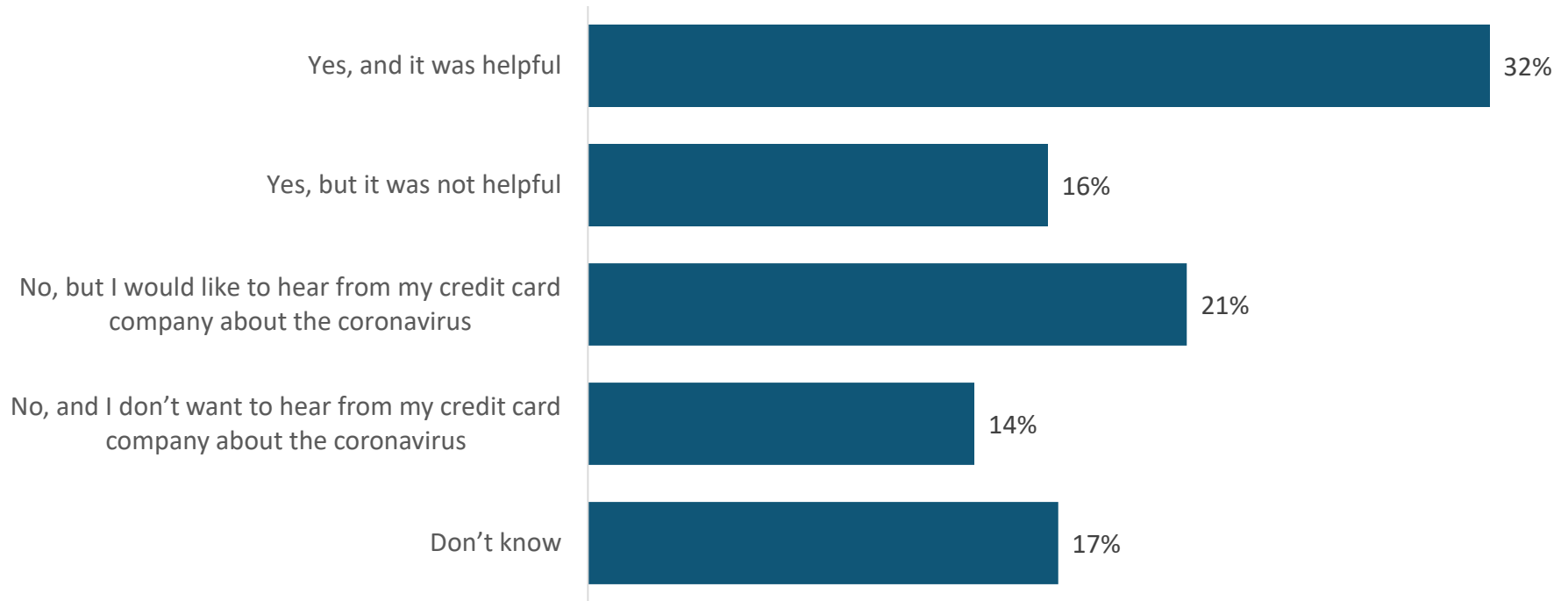


# How effective is your primary bank's mobile and online banking services at meeting your banking needs?



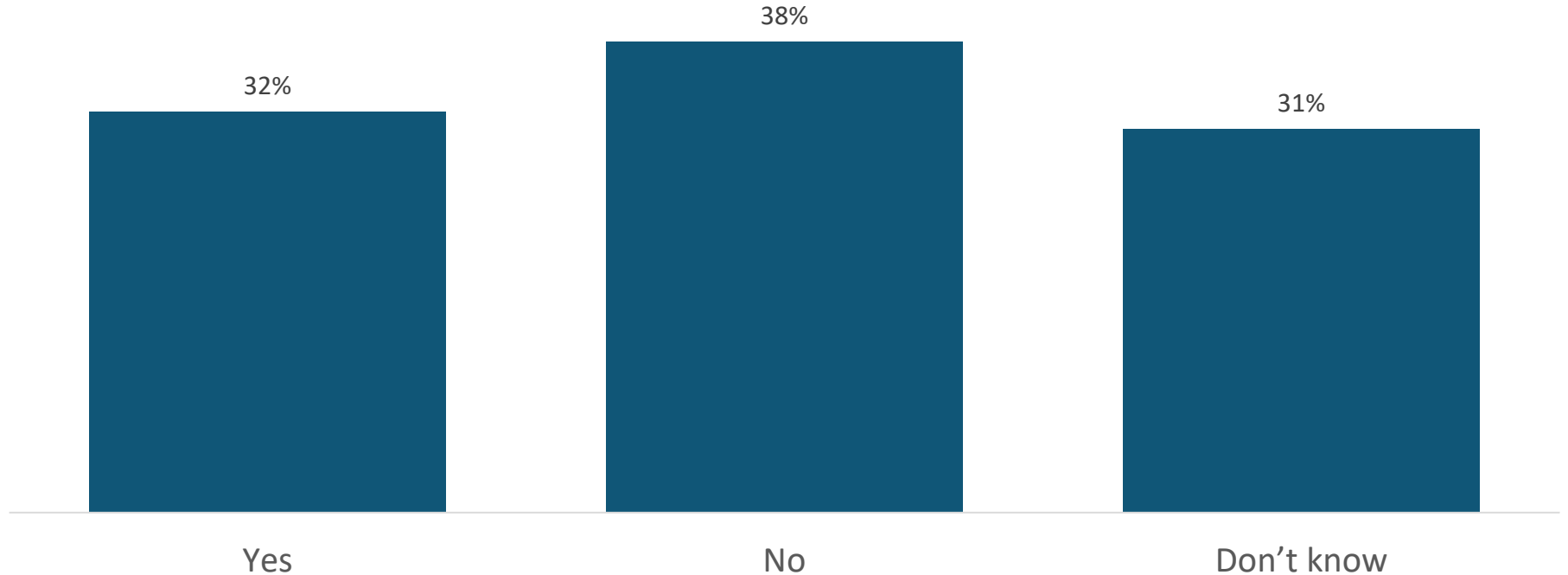
March 14, 2020

## Have you received communication from your primary credit card issuer regarding the coronavirus?



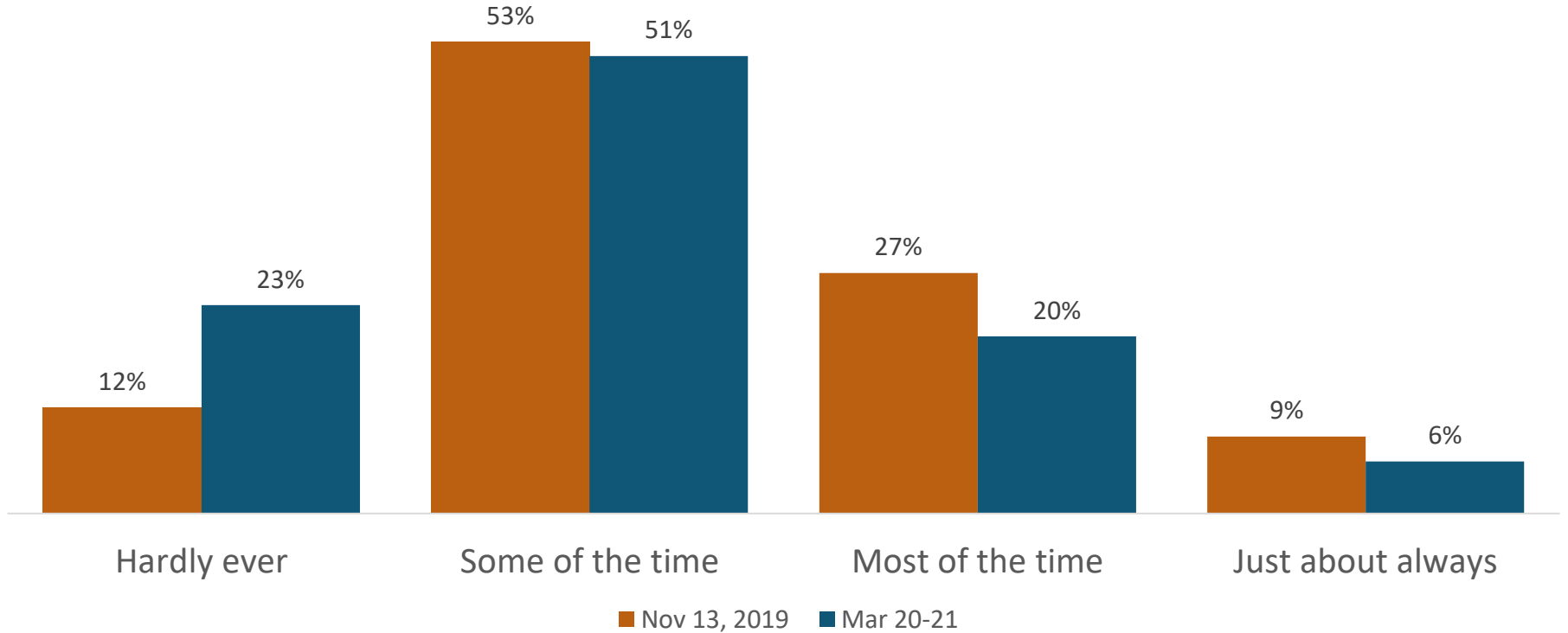
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## Has your primary credit card issuer shown concern for your personal financial situation during the coronavirus crisis?

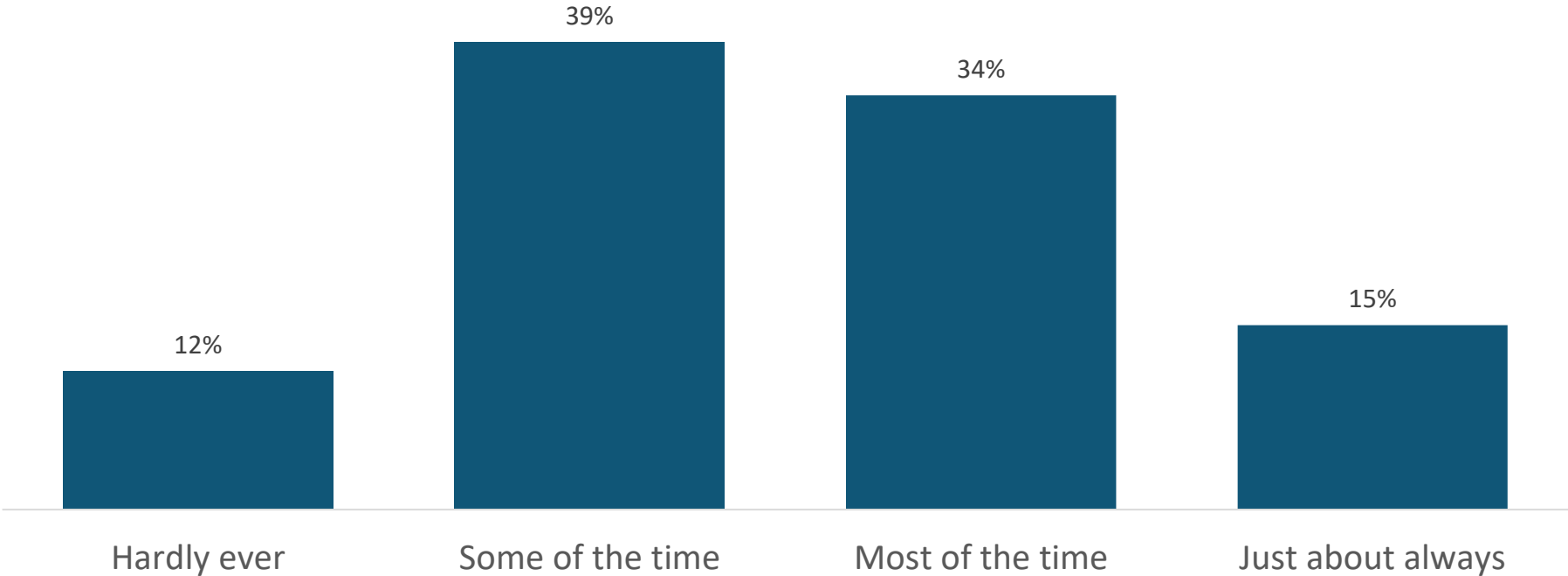


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## How often do banks do what is in the best interest of their customers?

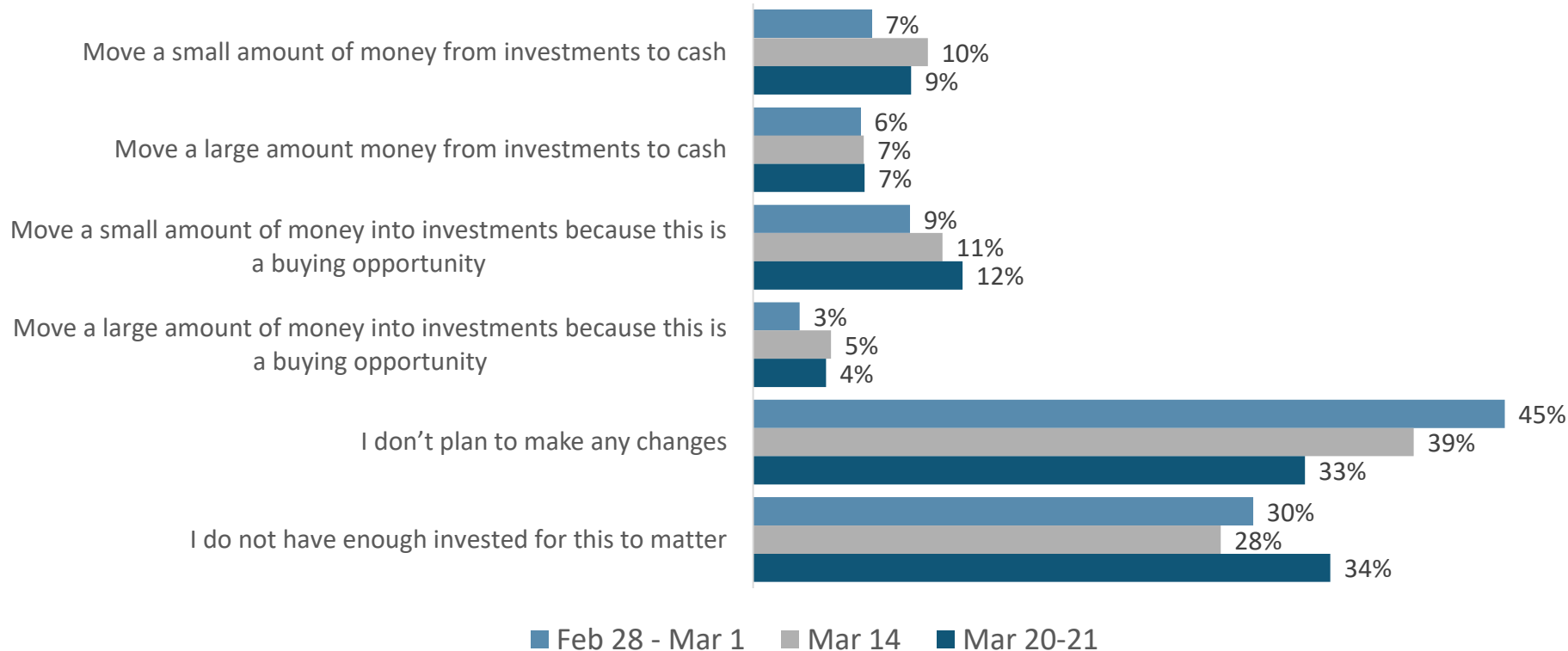


# How often do bank employees do what is in the best interest of their customers?



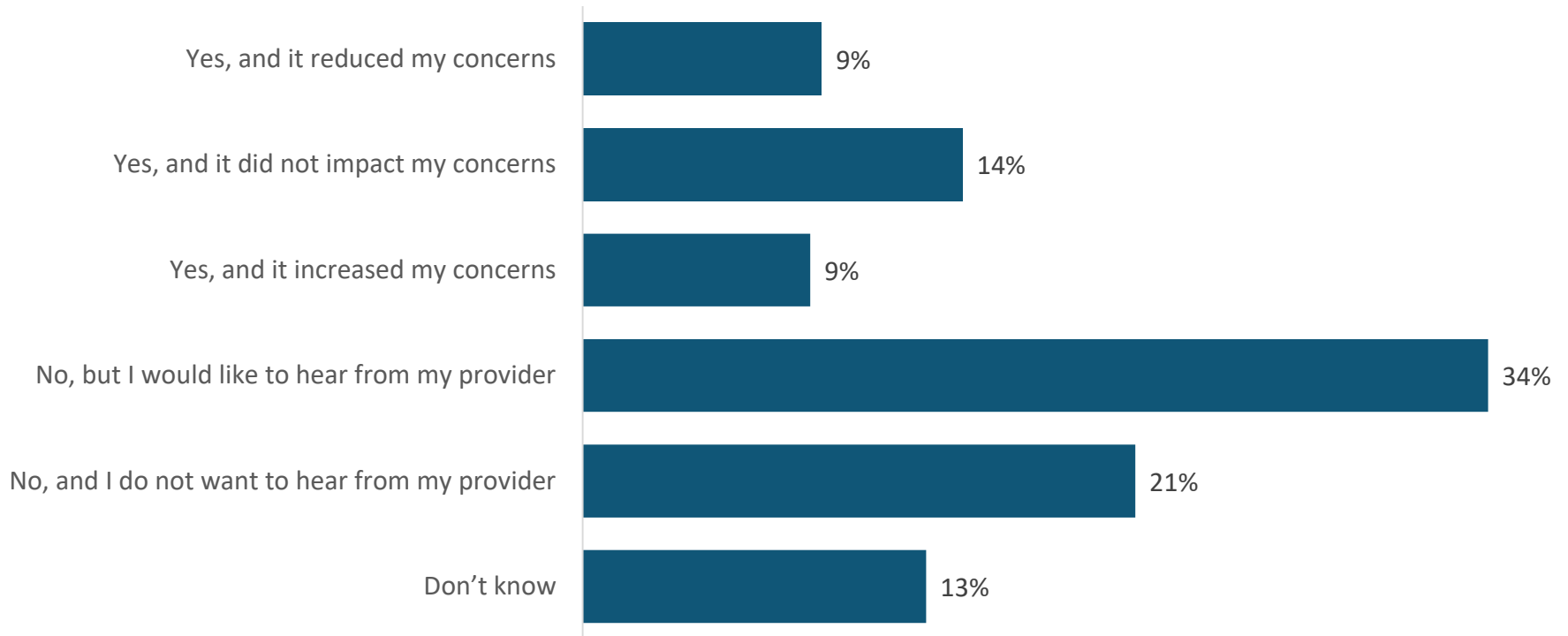
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## As a result of the coronavirus are you planning to make any changes to your investments?



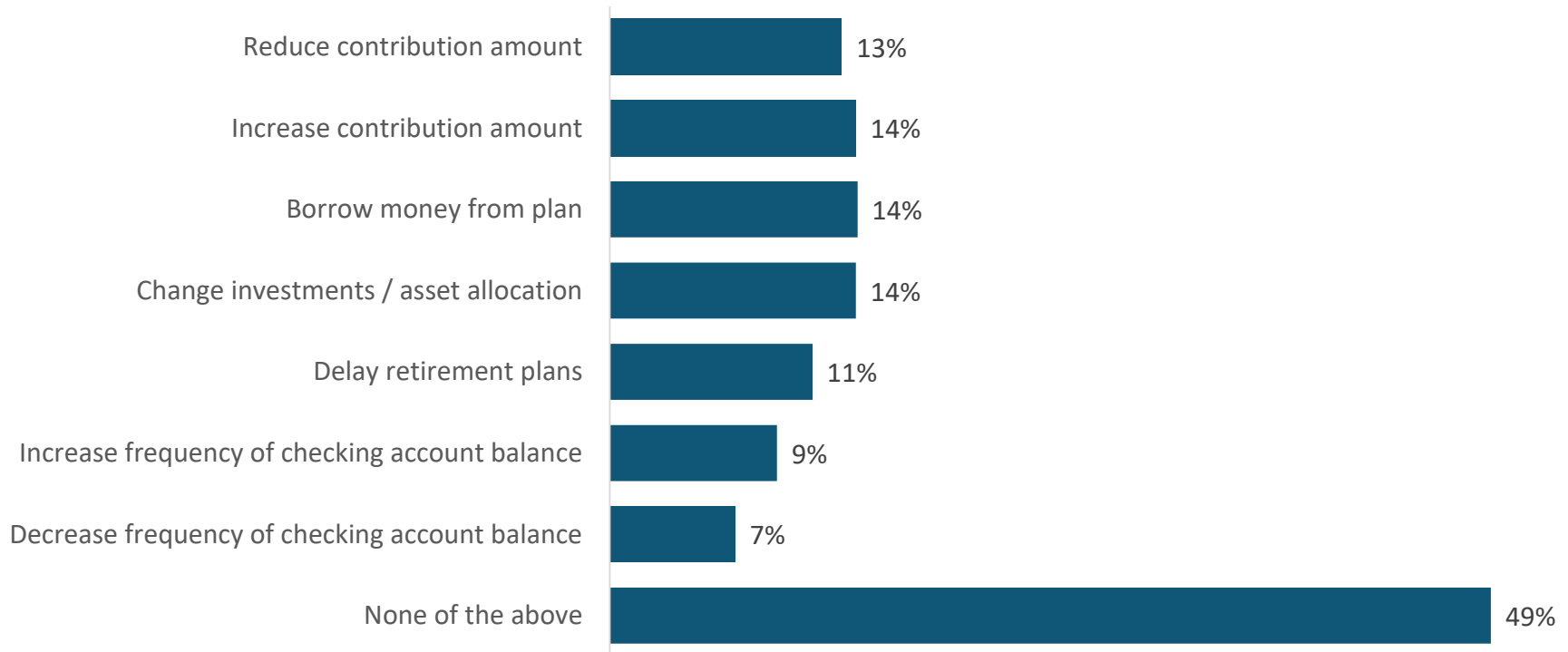


## Have you been contacted by your 401k or employer sponsored retirement plan provider about recent market volatility related to the coronavirus? (among those with plans)



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## Which of the following actions have you taken, or do you plan to take, with your 401k or employer sponsored retirement plan account as a result of recent events? (among those with plans)



March 20-21, 2020

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# Beyond Measure