



# J.D. POWER

## COVID-19 Pulse Survey

April 24-26, 2020 Update

Global Business Intelligence

April 27, 2020

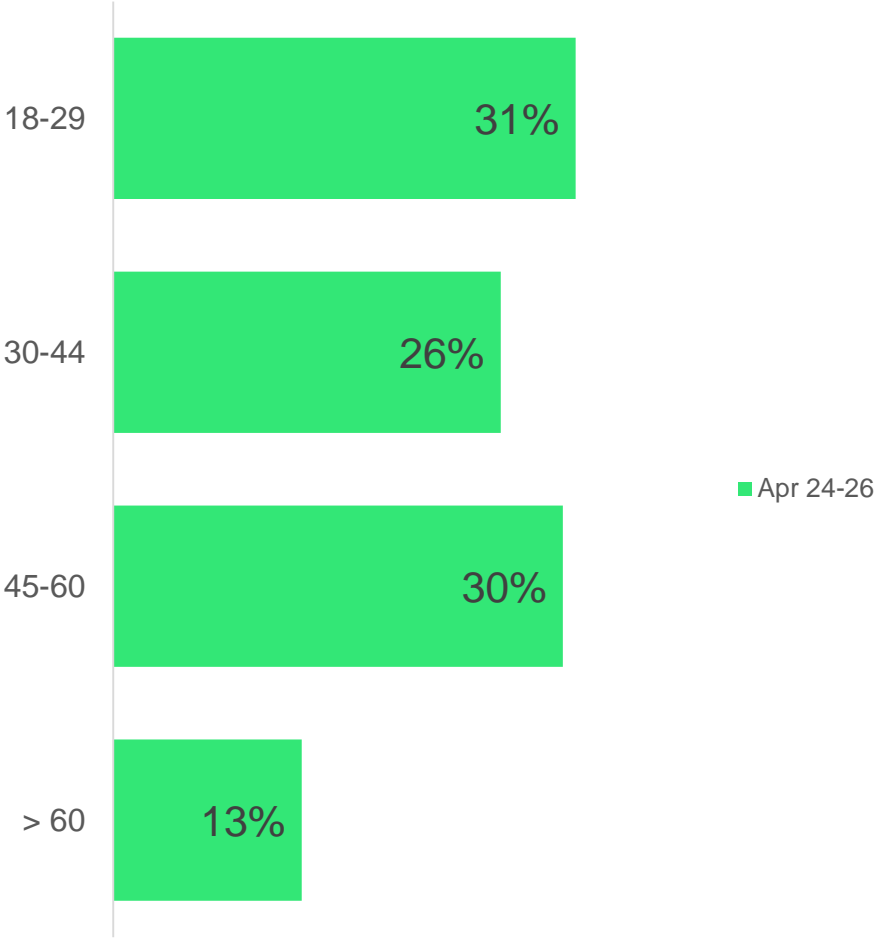
# Survey Methodology

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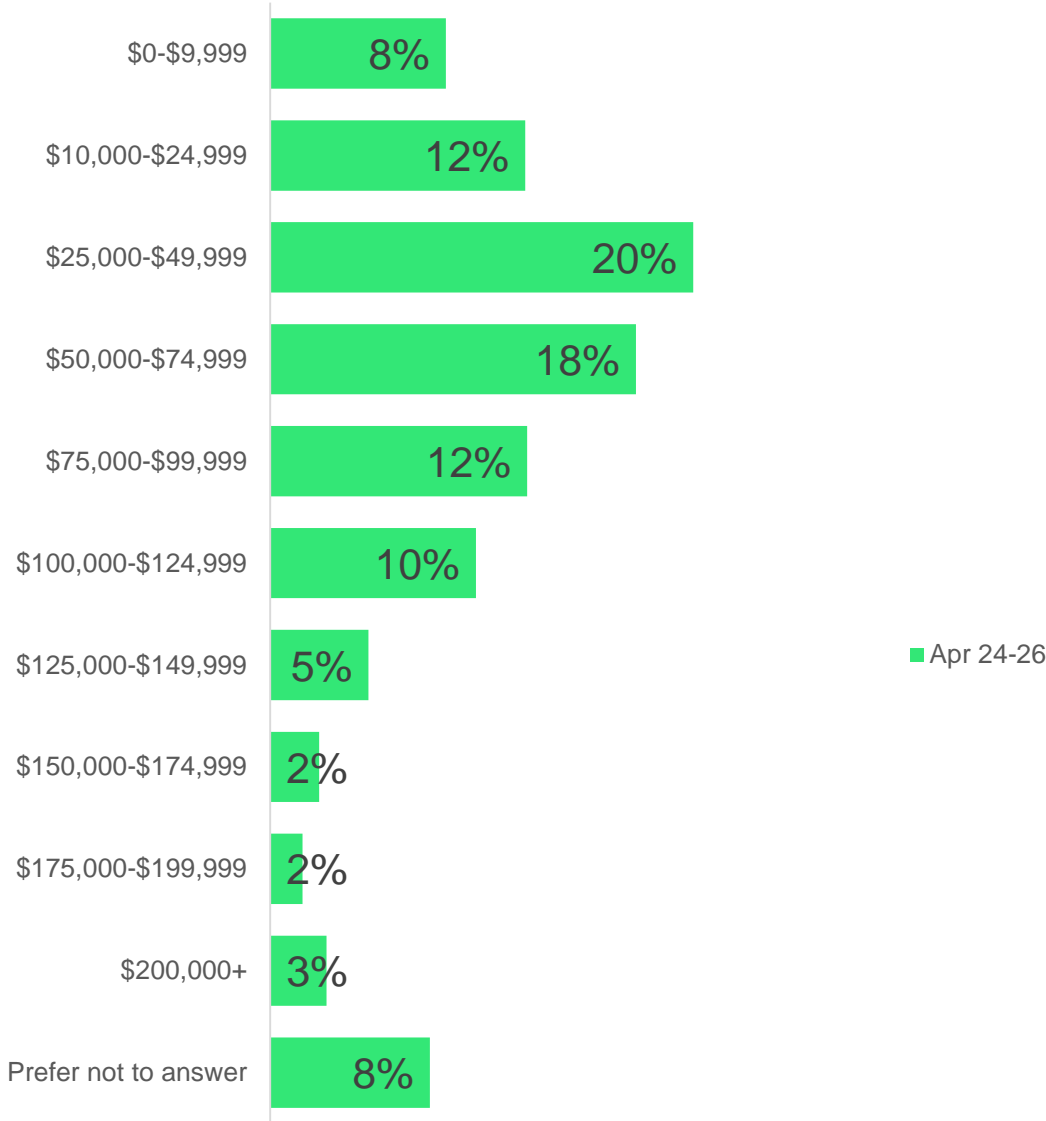
- Surveys were conducted online among U.S. consumers aged 18 and older
- February 28-March 1: n=1,198 (43% male, 57% female)
- March 14: n=1,868 (44% male, 56% female)
- March 20-21: n=1,674 (41% male, 59% female)
- March 27-29: n=1,752 (37% male, 63% female)
- April 3-5: n=1,817 (44% male, 56% female)
- April 10-12: n=1,902 (39% male, 61% female)
- April 17-19: n=1,901 (36% male, 64% female)
- April 24-26: n=2,004 (42% male, 58% female)

# Survey Methodology

### Distribution by Age

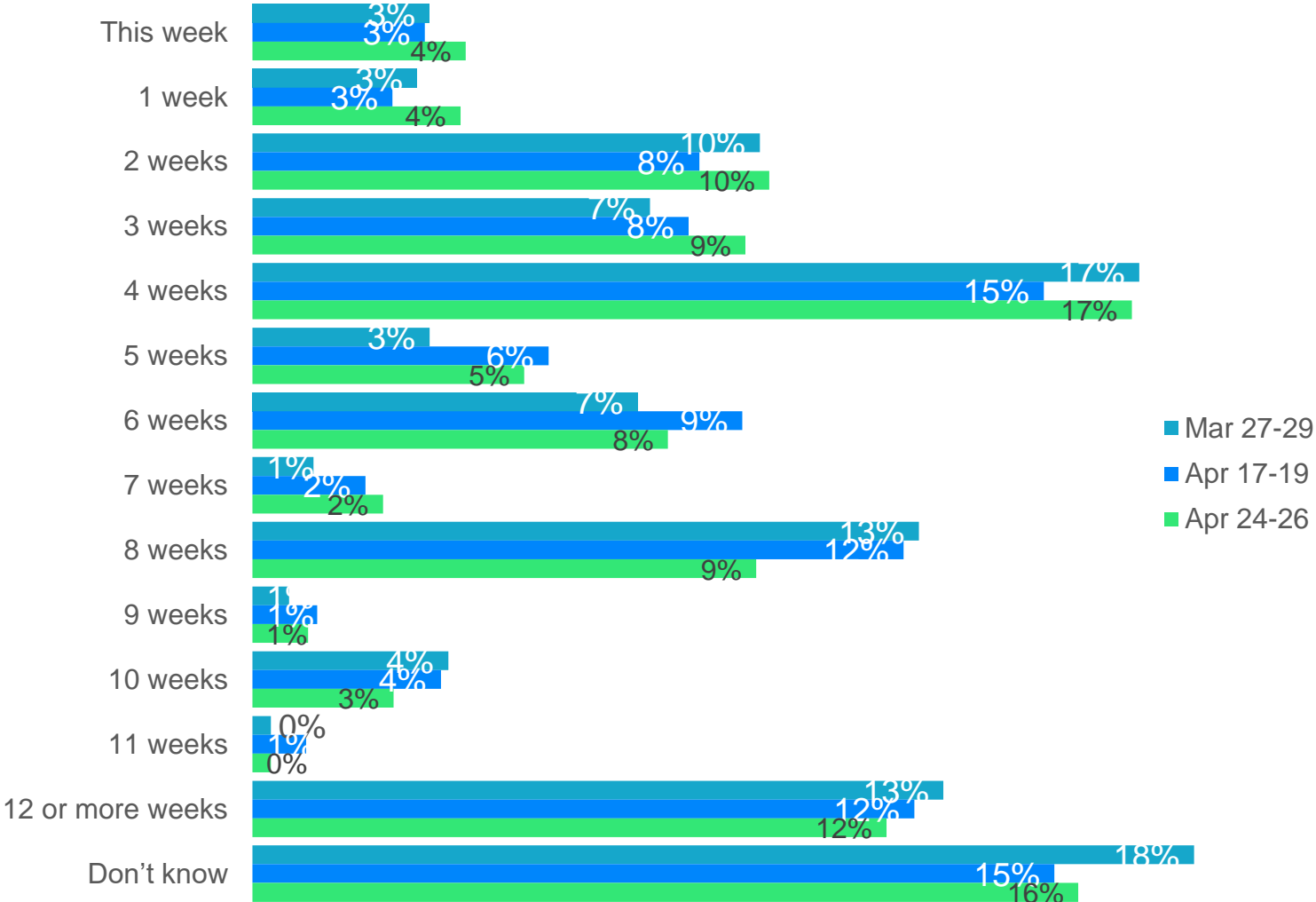


### Distribution by Income



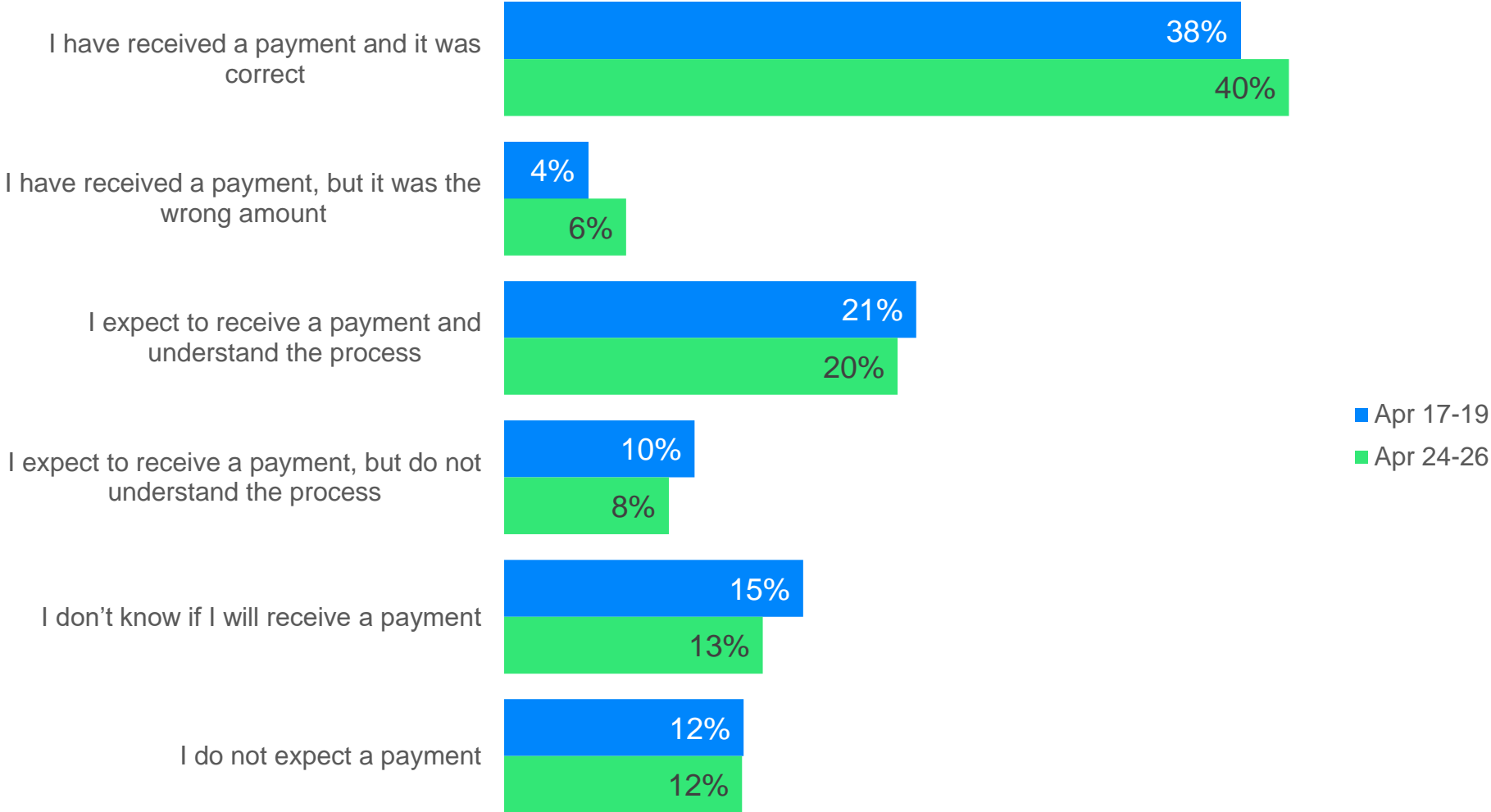
# General Perceptions of U.S. Adults

# In how many weeks do you believe stores and restaurants which have been closed due to the coronavirus crisis should reopen?

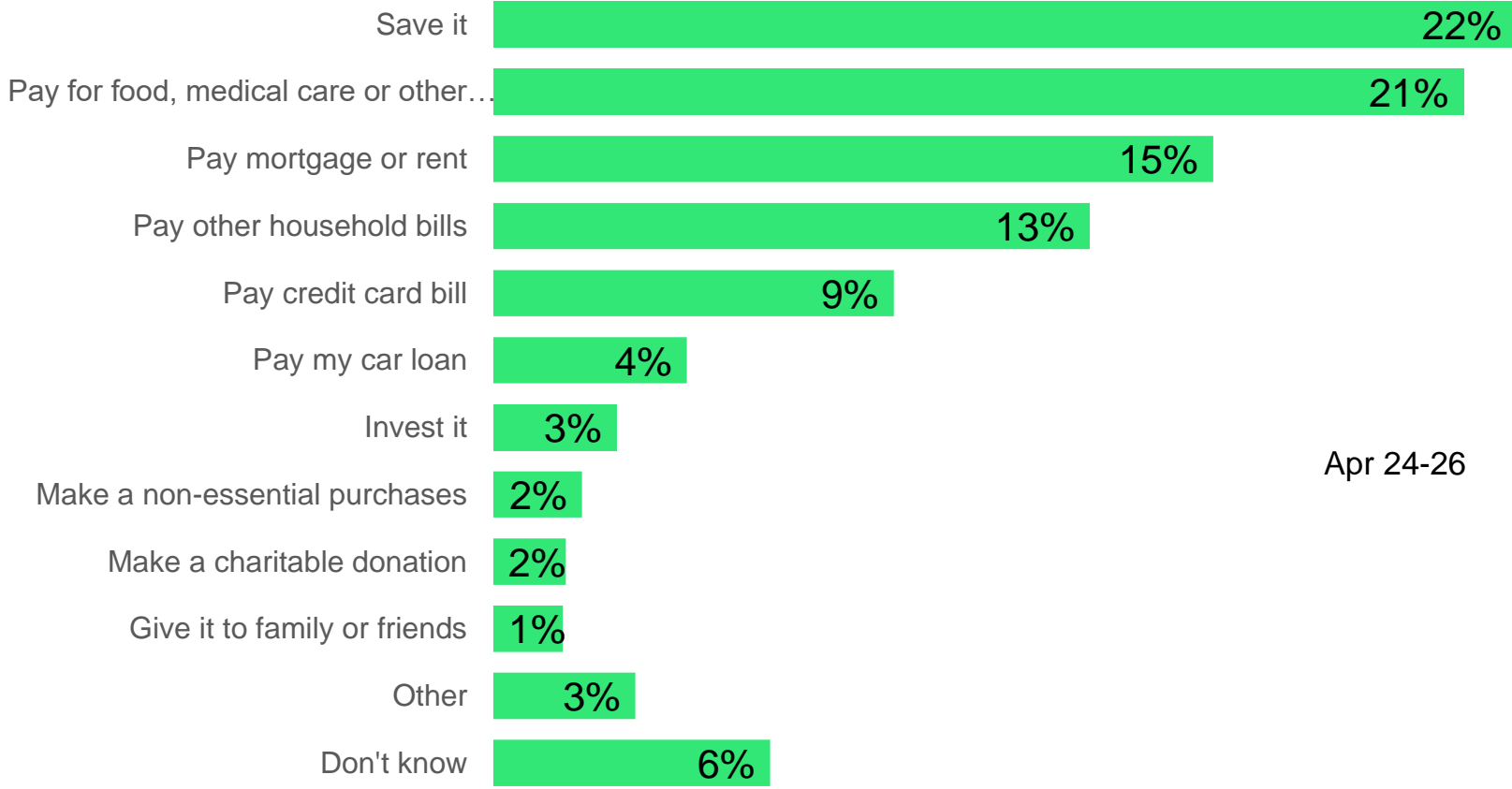


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# Under the recently passed CARES Act most Americans will receive a stimulus payment. Which of the following best describes your situation?

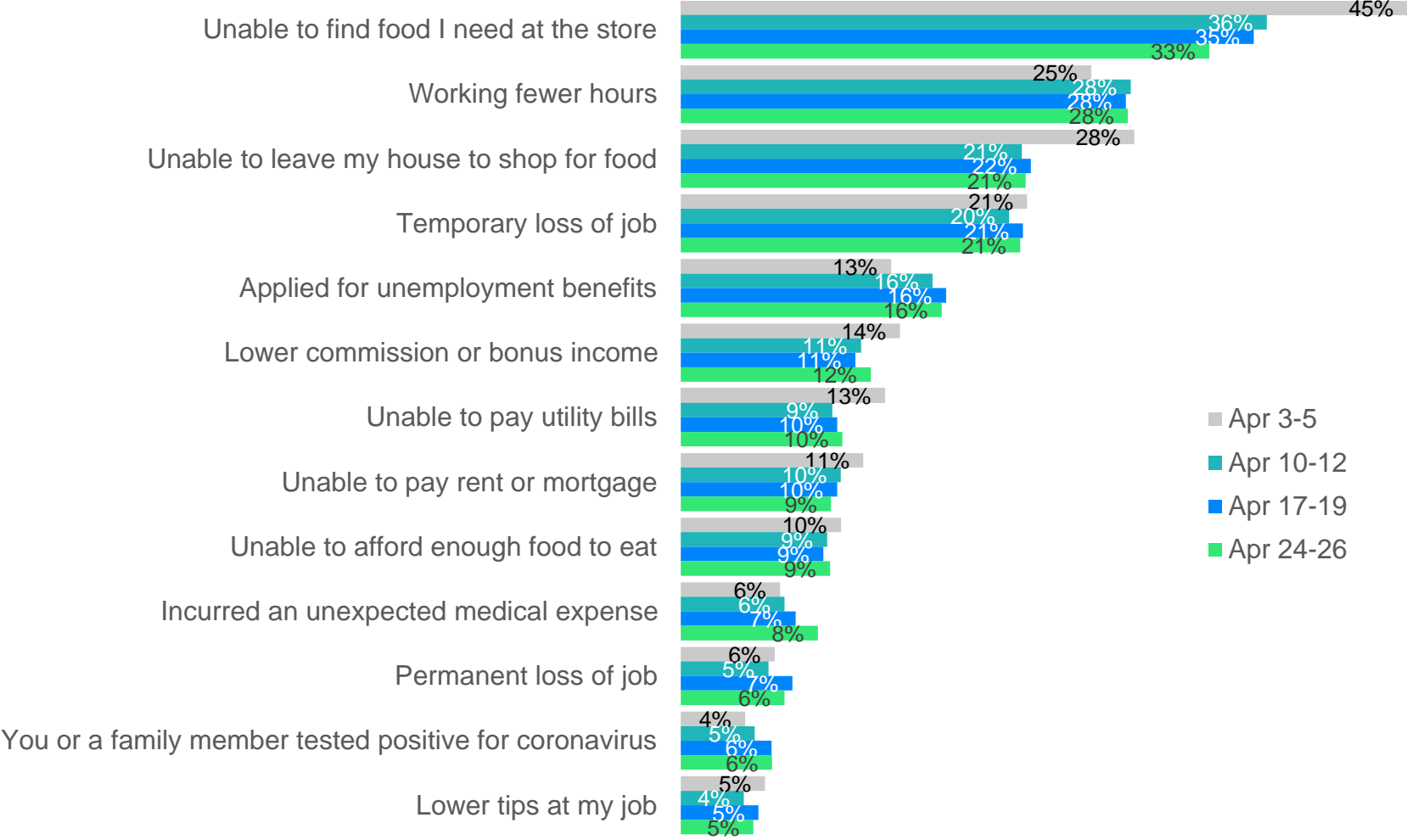


# How have you, or do you plan, to use the majority of the funds from your stimulus payment?



Apr 24-26

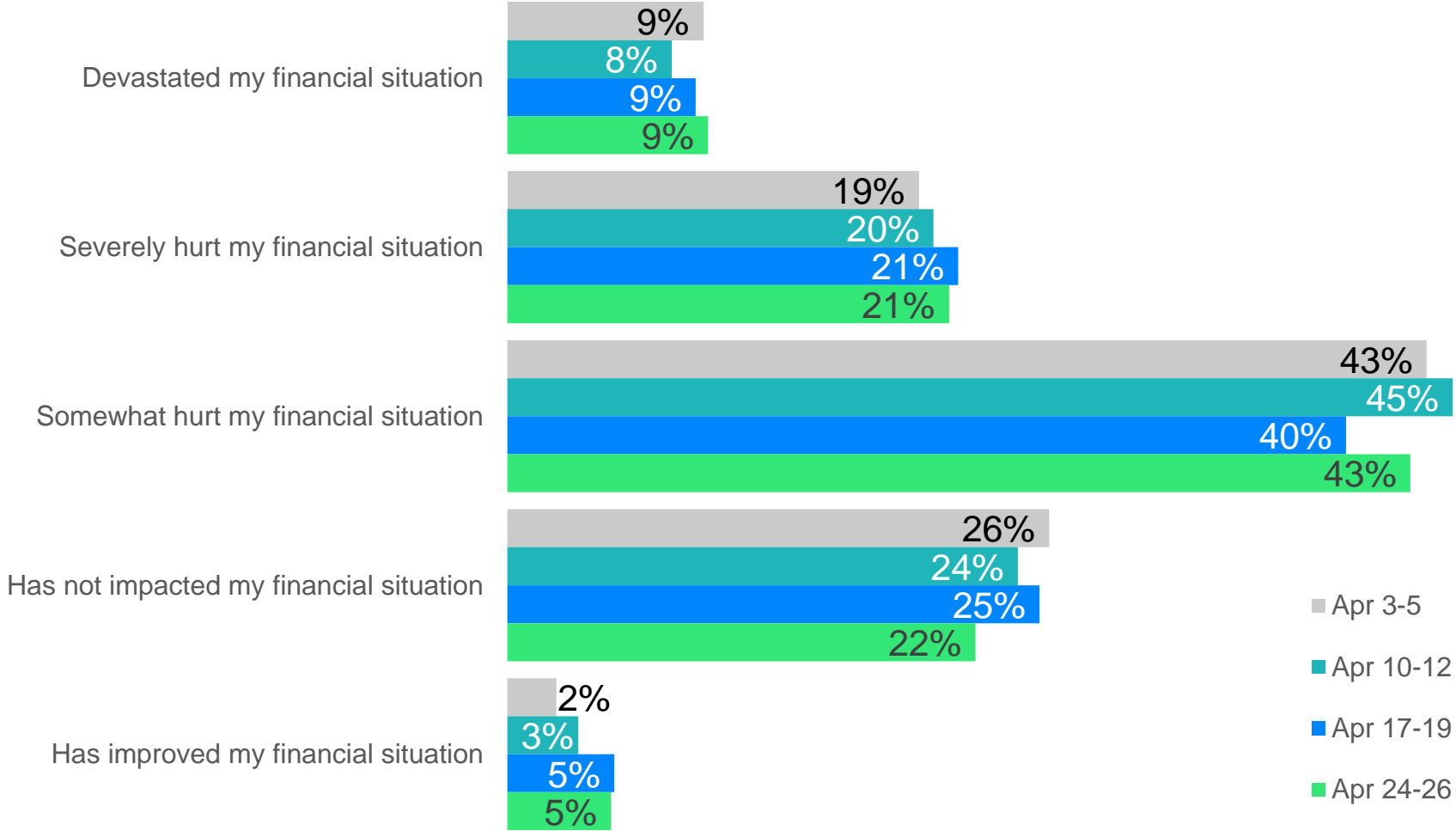
# Which of the following impacts from the coronavirus have you already experienced?



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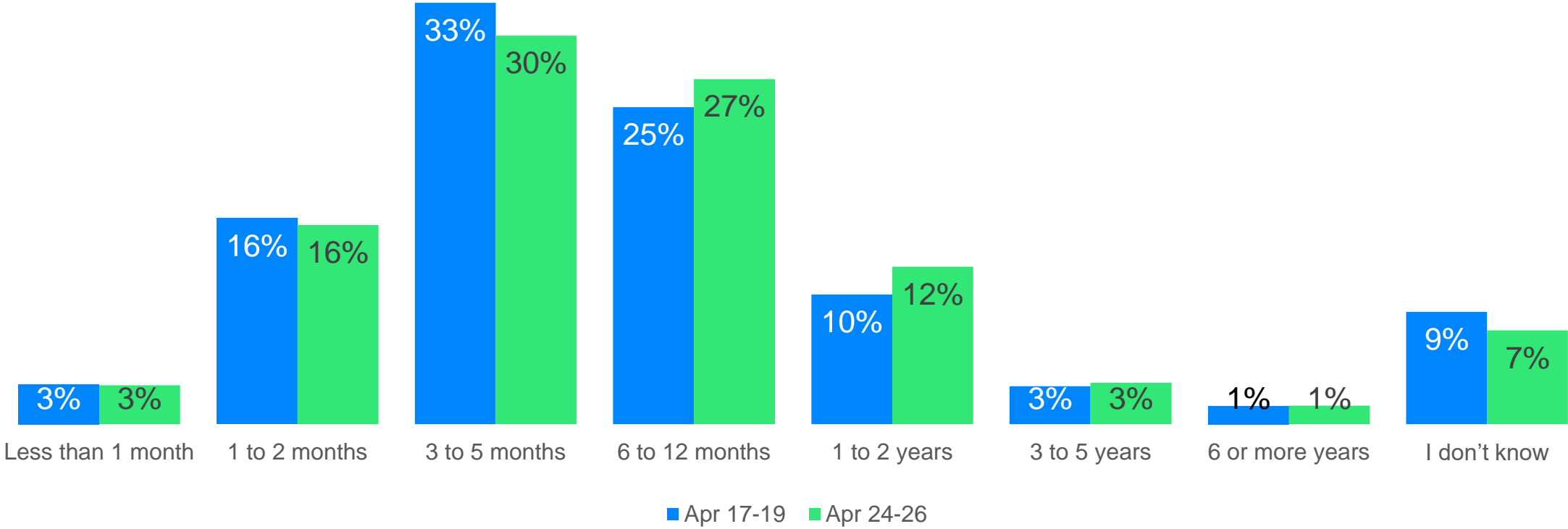


# How has the coronavirus crisis impacted your personal financial situation?



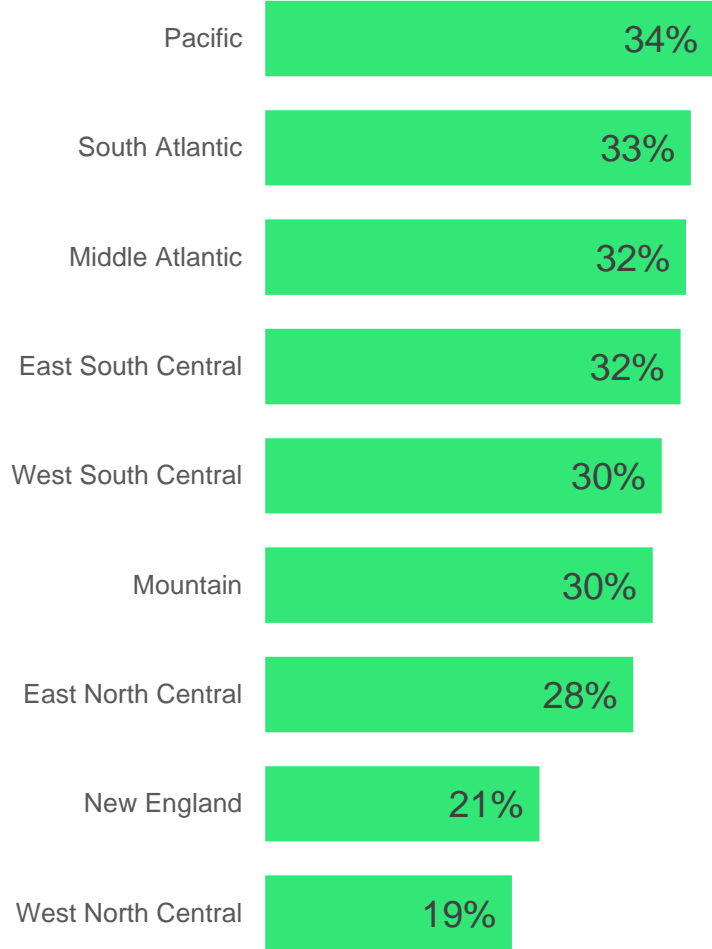
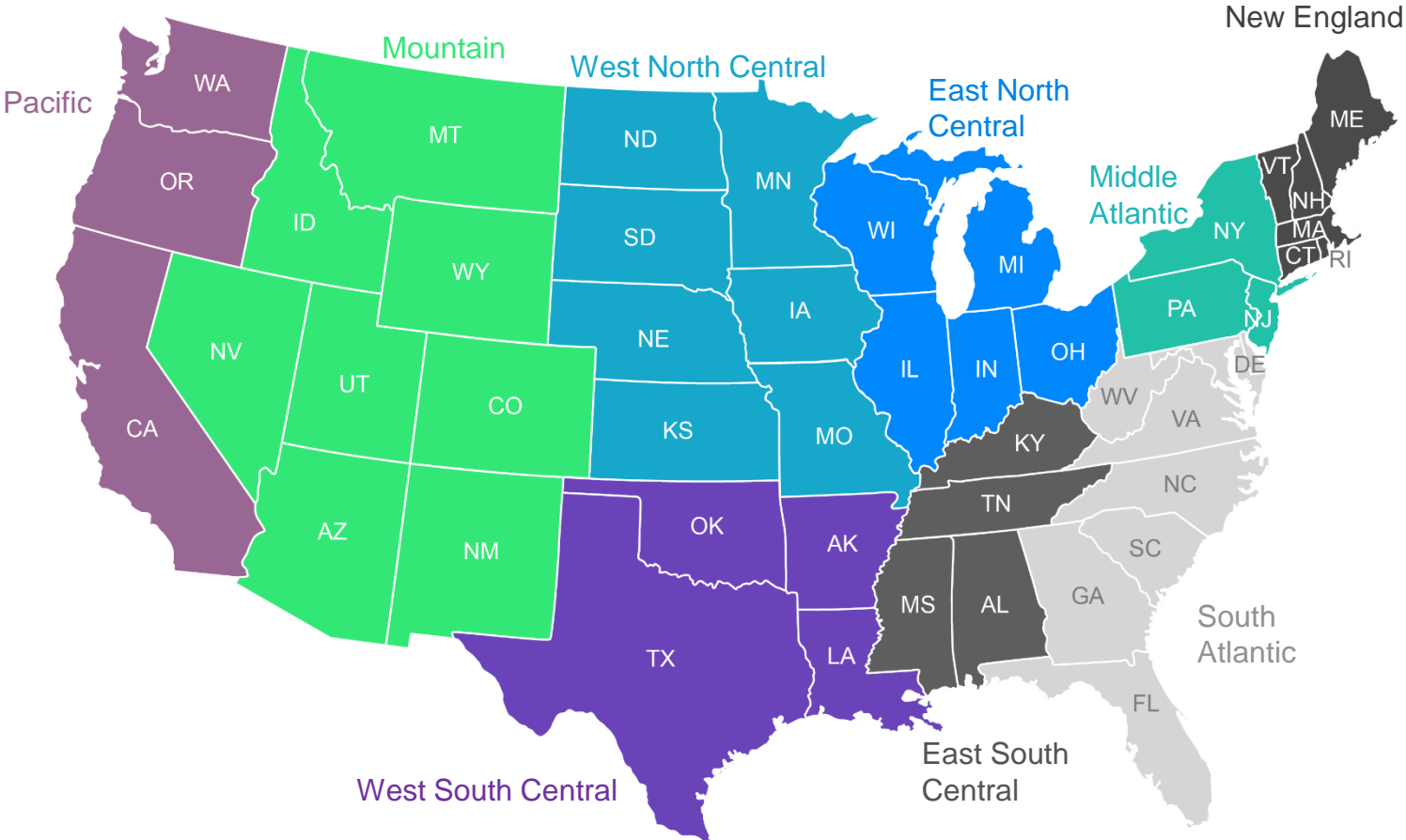
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# How long do you expect that your financial situation will be worse due to the coronavirus?



# How has the coronavirus crisis impacted your personal financial situation?

## % Devastated and Severely Hurt

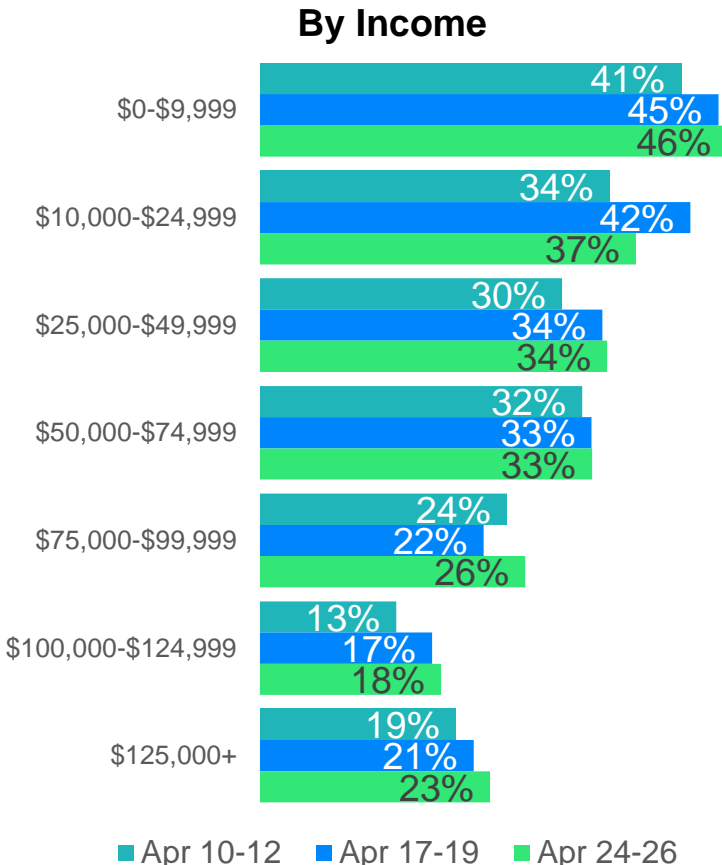
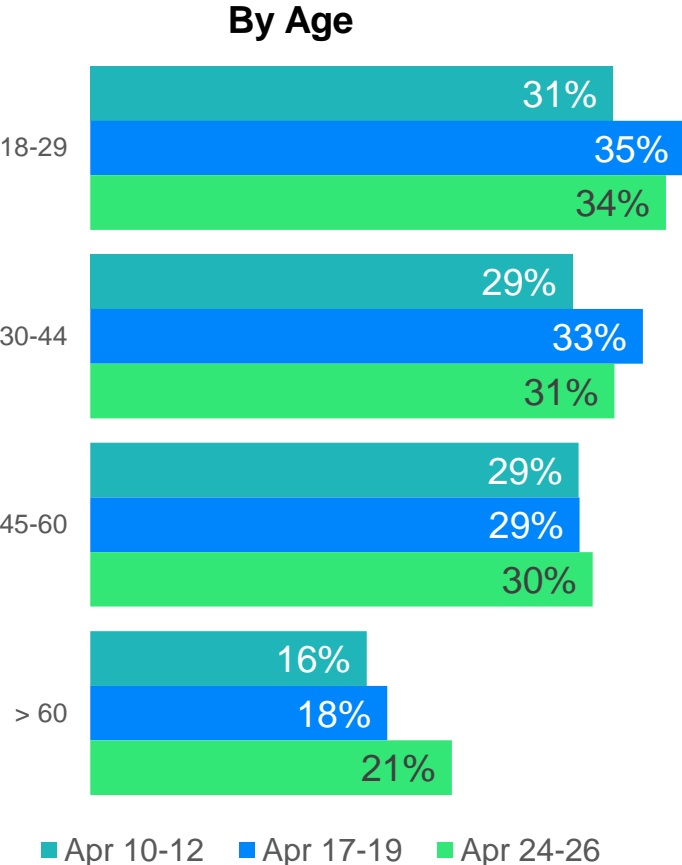


■ Apr 24-26

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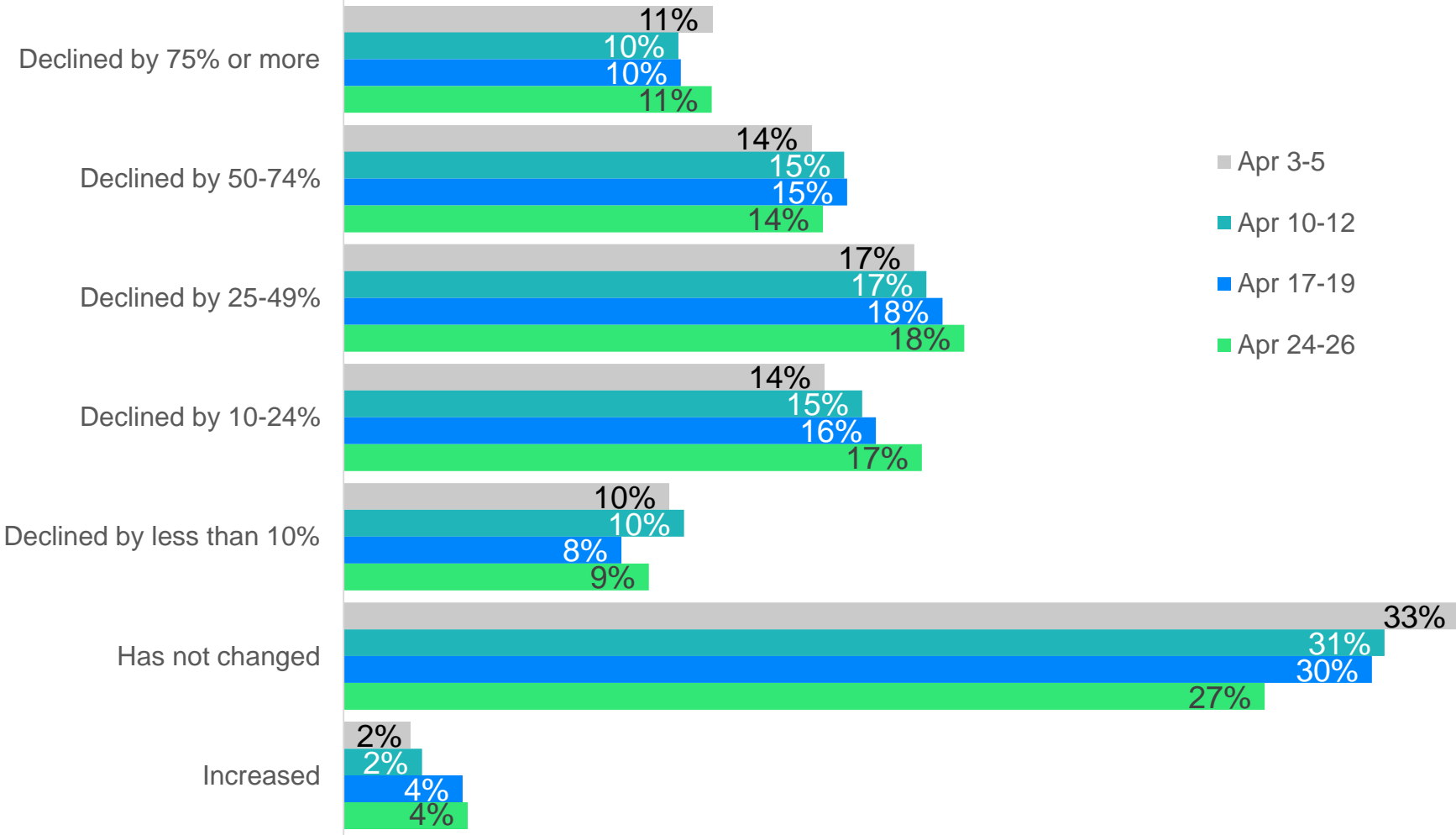
# How has the coronavirus crisis impacted your personal financial situation?

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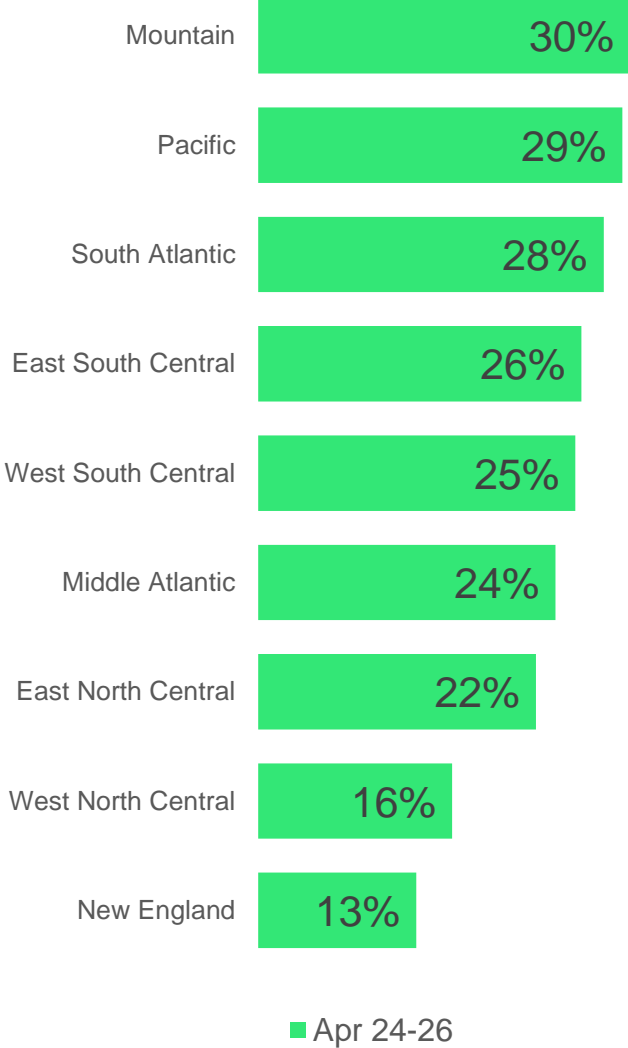
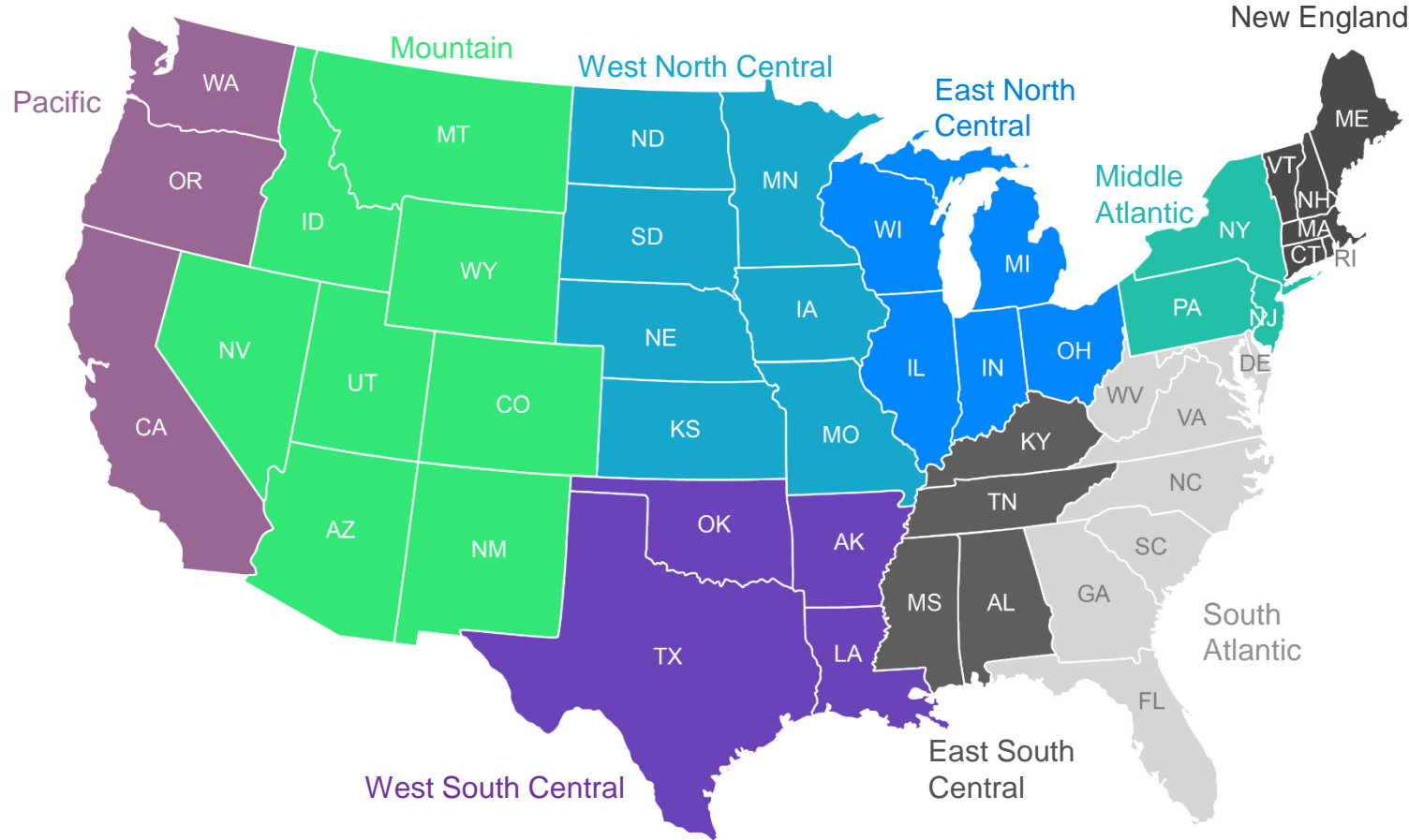
# How has your family's income changed since the coronavirus crisis began?



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# How has your family's income changed since the coronavirus crisis began?

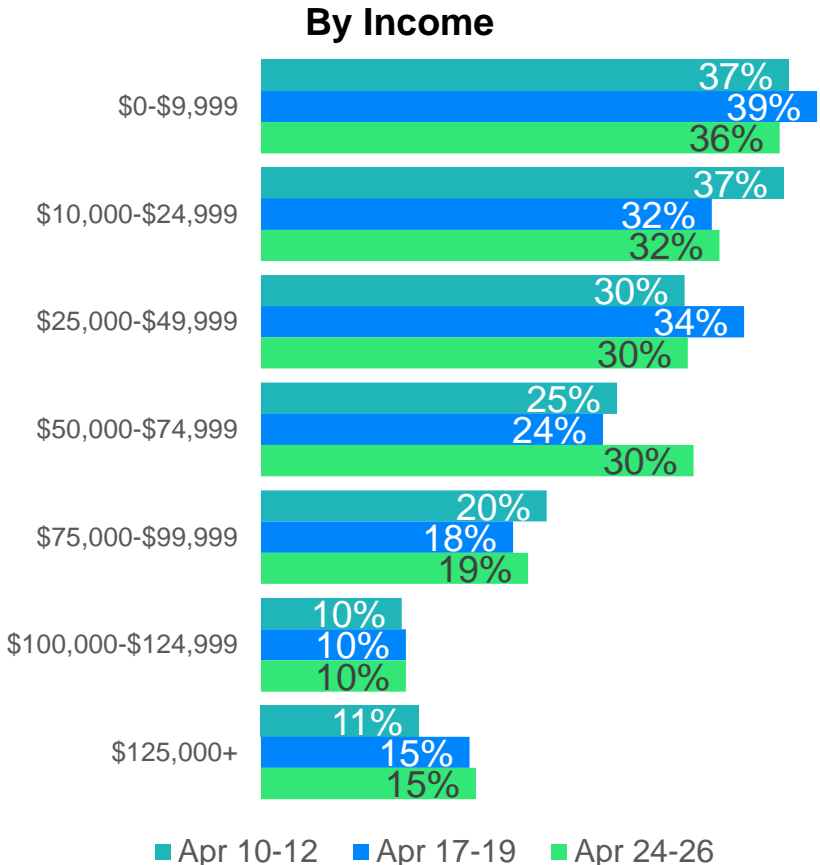
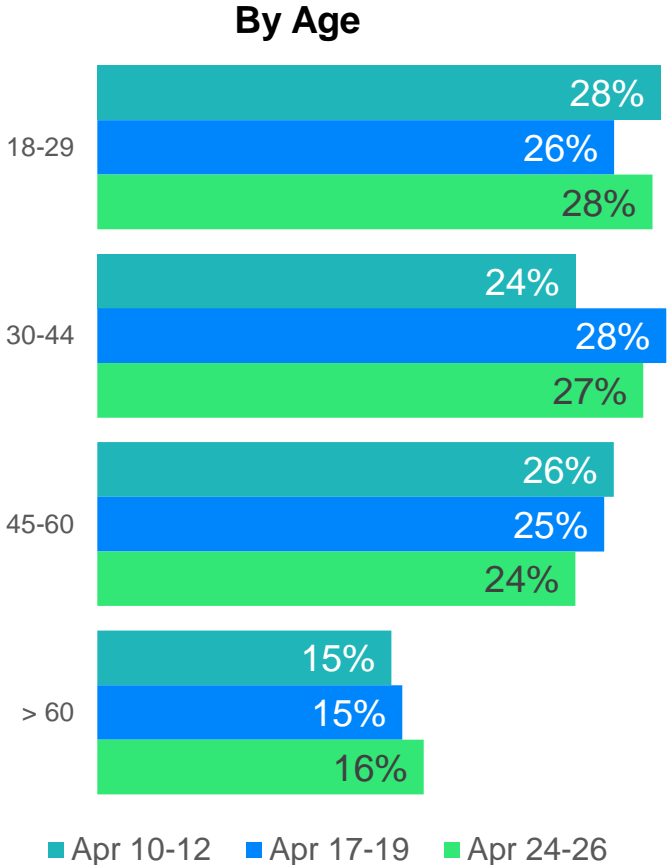
% Declined by 50% or More



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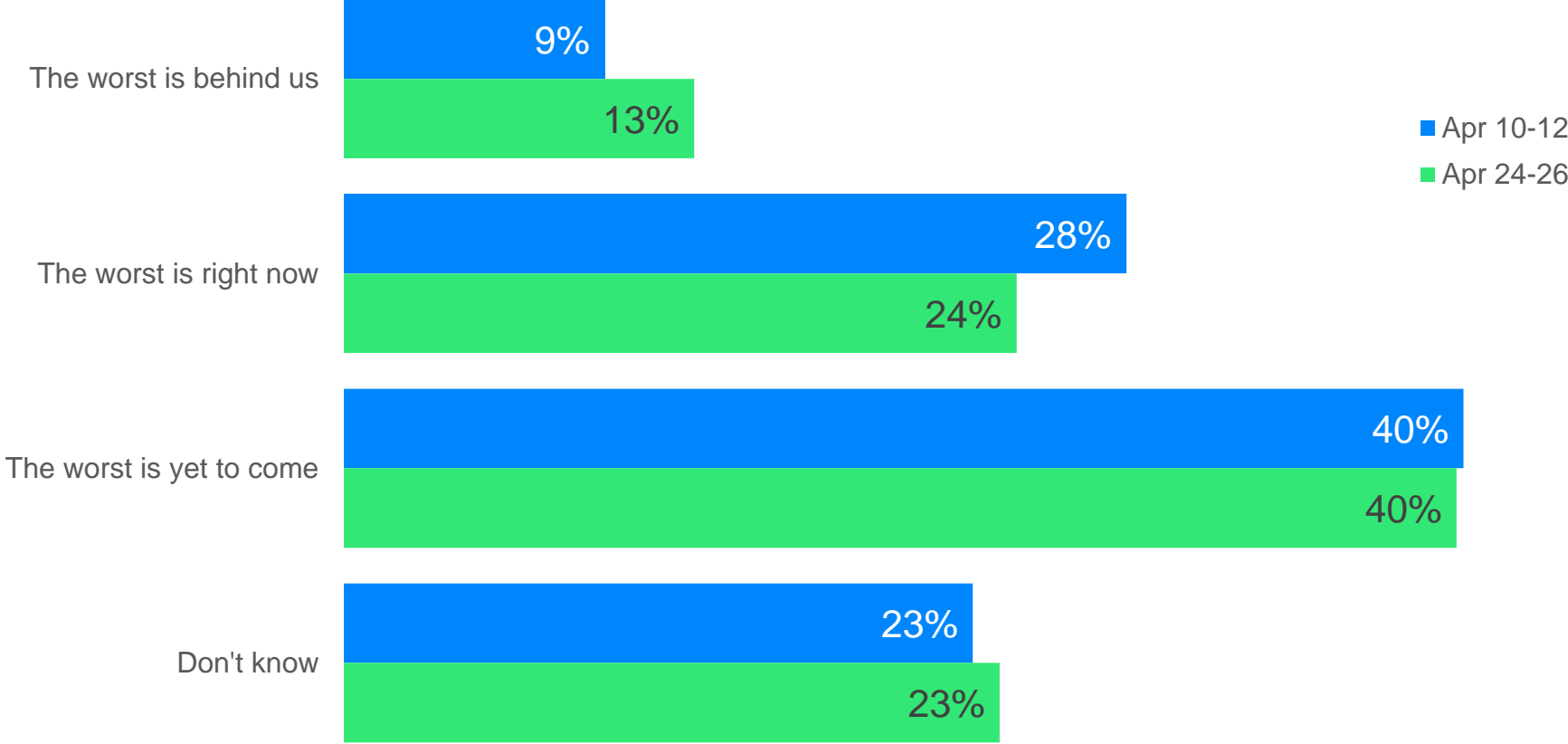
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% Declined by 50% or More



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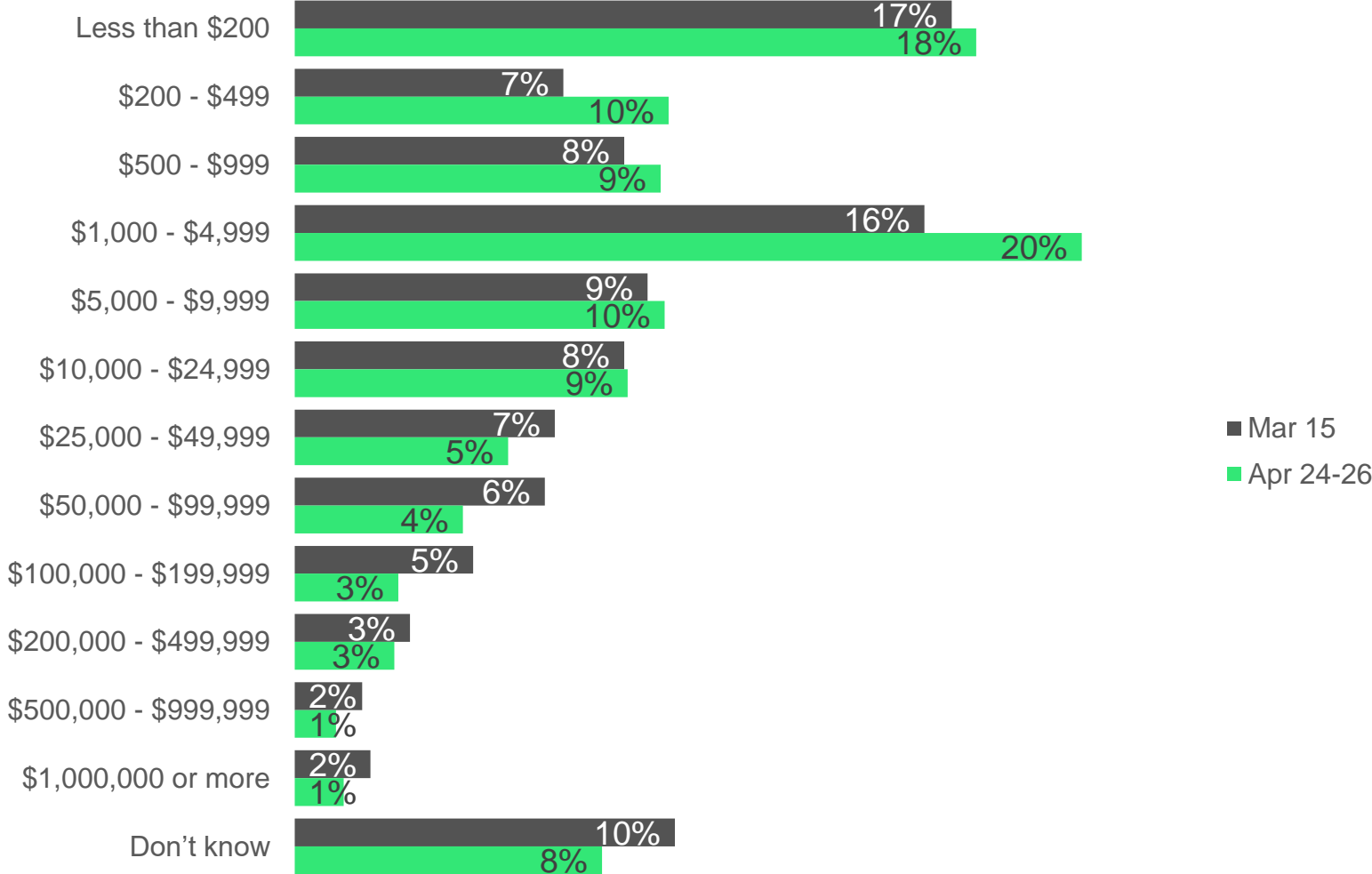
# Which statement comes closest to your view about the impact of the coronavirus crisis on your personal finances?





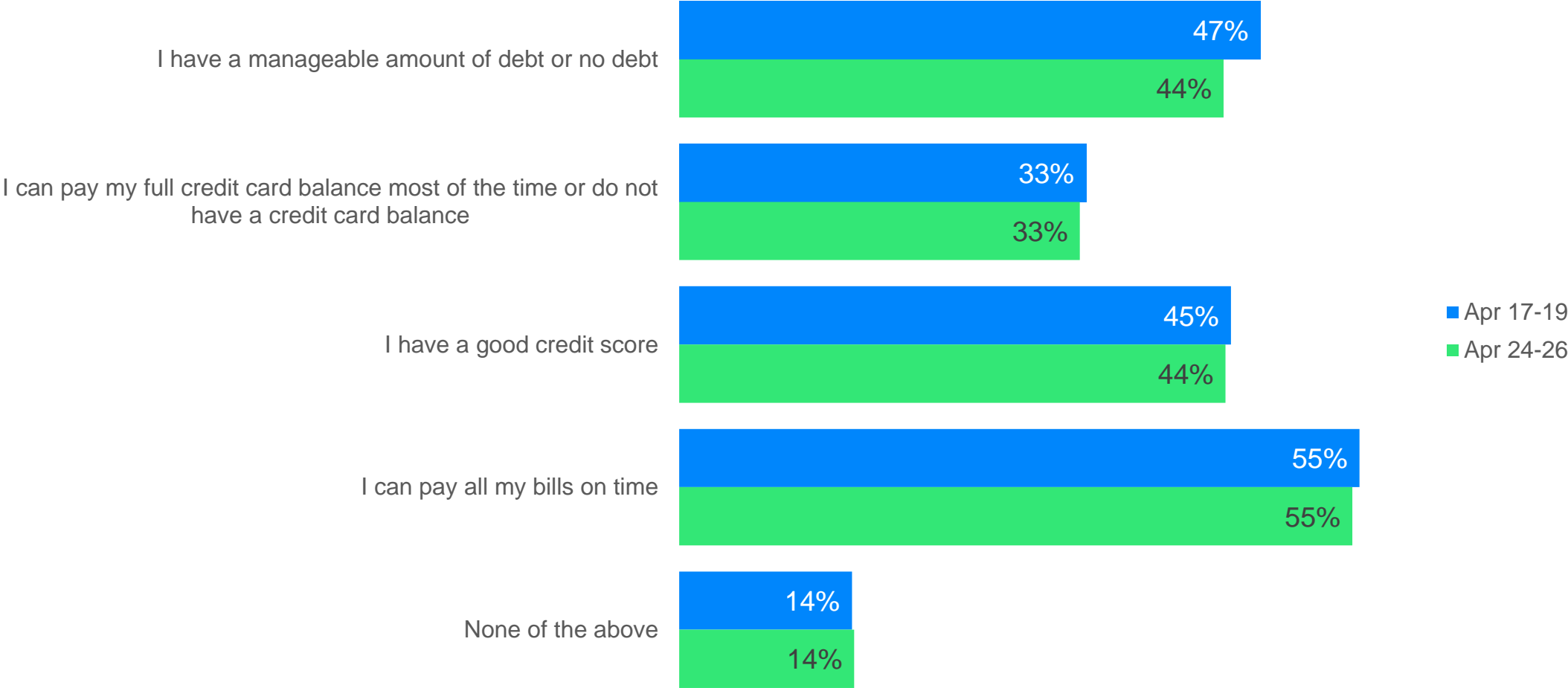
# Financial Health

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

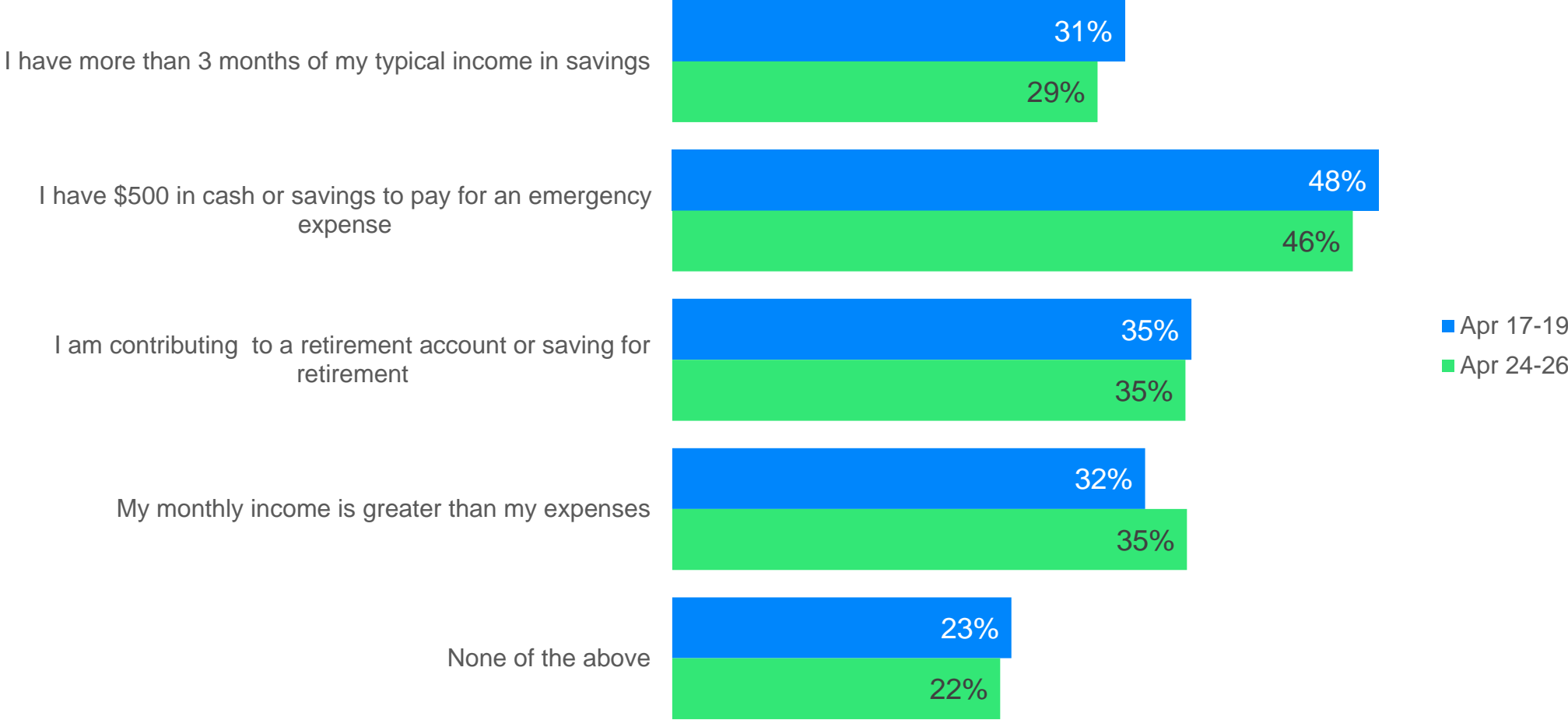


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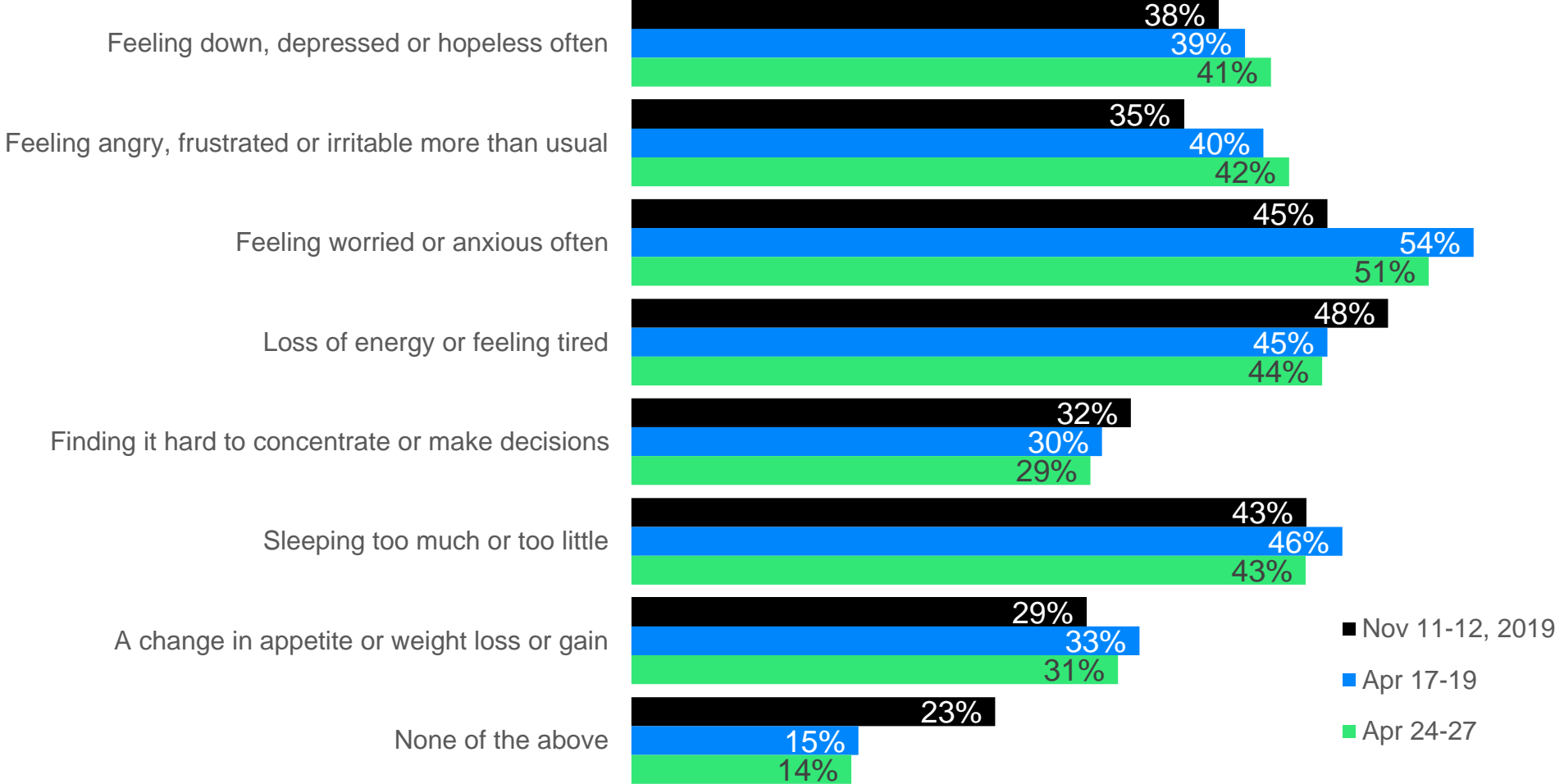
# Which of the following describe your borrowing situation?



# Which of the following describe your savings situation?



# Have you experienced any of the following for longer than two weeks since the beginning of the coronavirus crisis?



Note: Nov 11-12, 2019 question asked if experienced in the past 12 months.

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