



# SURVEY HIGHLIGHTS/SUMMARY: AMERICANS' EXPECTATIONS AND NEW BEHAVIORS IN A POST-COVID-19 WORLD

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*aQity Research & Insights*

*Evanston, IL*

The COVID-19 pandemic in early 2020 has caused more change and disruption to the daily lives of US households than most can remember. The impact is widespread, affecting everything from global economies and investment markets down to personal decisions and behaviors like wearing face masks in public and washing one’s hands more often.

Many recent surveys have captured American’s attitudes toward these changes in terms of how it has impacted their household emotionally and financially. This survey, commissioned by aQity Research & Insights, probes further into some of the difficult financial decisions the US households have made and expect to make because of the pandemic’s impact on the economy, jobs, and stock market.

The survey also provides insight into Americans’ outlook for the future of long-term shifts in personal behaviors, expectations for household finances, and how long before the broader investment markets and overall economy will recover.

The survey results are based on a nationwide sample of n=2,002 adults ages 25 and older who are part of the Lightspeed/Kantar® online survey panel. Dates of data collection were April 17-21, 2020, approximately one month after the first statewide shelter-in-place orders were put in place.

Only those reporting household incomes of \$35,000 or more and who identify as the sole or a joint financial decision maker for the household were included. The recruiting included quotas to reflect the population, and the final respondent sample is weighted to reflect 2018 US Census data by region, age, gender, household income, as well as 2019 Gallup survey data for political party identification.

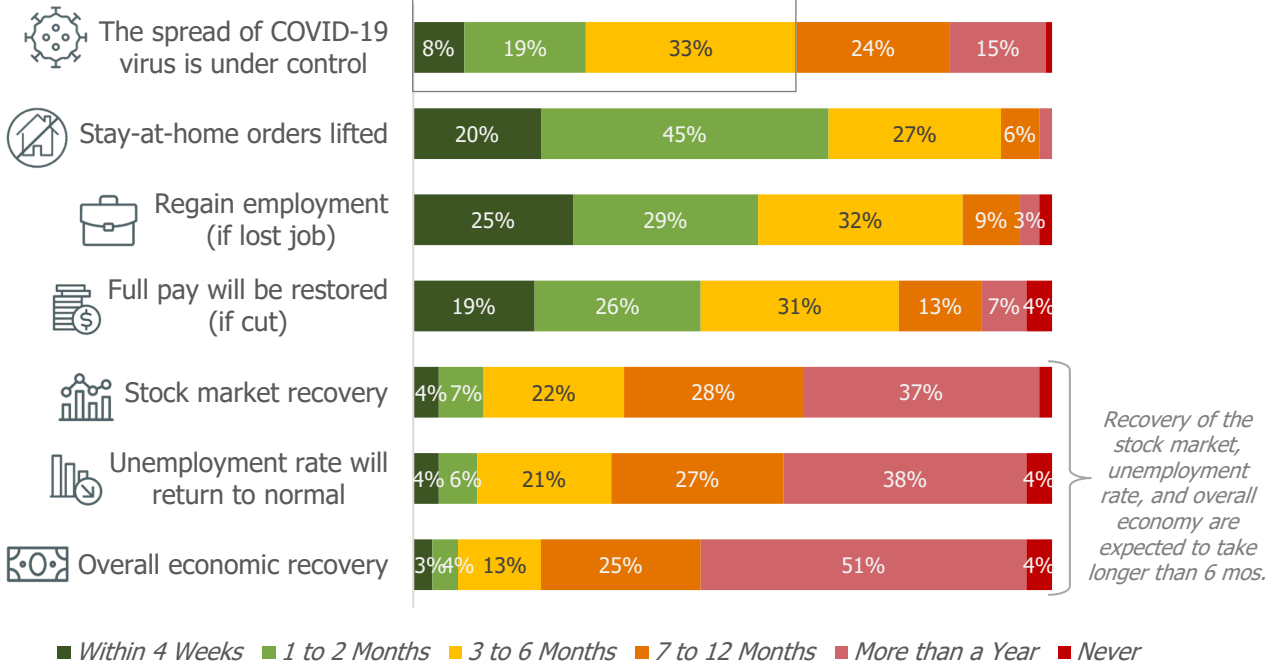
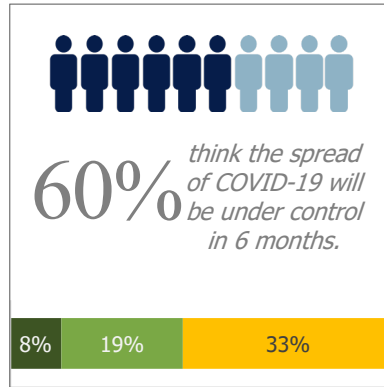
**SAMPLE COMPOSITION BY KEY ANALYSIS VARIABLES**

	<b>Unweighted n</b>	<b>Weighted Distribution</b>
Men	911	47%
Women	1,084	53%
Other/Prefer to self-identify	7	<0.5%
Millennials (born 1981-1995)	345	27%
GenX (born 1965-1980)	569	33%
Baby Boomers (born 1946-1964)	881	32%
Silent Generation (born before 1946)	207	8%
No Investable Assets (IA)*	343	17%
\$1-\$24.9K in IA	274	15%
\$25K-\$49.9K	140	8%
\$50K-\$99.9K	192	9%
\$100K-\$249.9K	319	15%
\$250K-\$499.9K	288	13%
\$500K-\$999.9K	242	11%
\$1M+ in IA	204	12%
Northeast (New England/Mid Atlantic)	453	17%
South (South Atlantic, East and West South Central)	726	37%
Midwest (East and West North Central)	461	22%
West (Mountain and Pacific)	362	24%
Republican	686	30%
Independent	654	39%
Democrat	662	31%
Use Paid/Professional Financial Advisor/Planner/Broker	665	33%
No Advisor	1,337	67%
All Respondents	2,002	100%

The 2020 COVID-19 pandemic and its effects on the economy and financial markets has meant job losses and tighter finances for many US households. While most expect the virus to be under control within a few months (along with lost jobs and household income restored), Americans believe the broader economy and investment markets will take much longer to recover.

Men, residents in the South, and Republicans tend to have a shorter timeline on controlling COVID-19's spread; roughly two-thirds or more (63%+) think it will be under control within six months.

The Northeast residents and Democrats in general are more pessimistic, with about half or more (46%) saying that the virus won't be under control for *more than six months*.



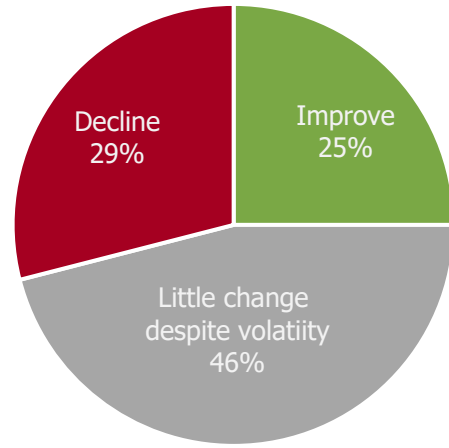
On the flip side, most believe social distancing will still continue more than six months from now. However, Millennials expect—or want—this behavior to disappear sooner, with half thinking it will end within six months (and one in four say within 2 months).









Americans are divided on their expectations of stock market performance in the next 2-3 months.

Affluent households (\$250K+ in investible assets) are more optimistic (3 in 10 say *improve*), while Millennials are more pessimistic (4 in 10 say *decline*).

**Stock Market Expectations**  
*(in the next 2-3 months)*



Looking ahead to a post-COVID-19 world, GenXers are consistently the most likely to continue personal safety behaviors. Conversely, the older Baby Boomer and especially Silent Generation segments are least likely to alter behaviors; most will return to their pre-pandemic behaviors.

<i>After COVID-19 is behind us, are you more likely to:</i>		All Respondents	Millennial	GenX	Baby Boomer	Silent Generation
	<b>Save money for emergencies</b>	41%	<b>59%</b>	50%	24%	11%
	<b>Wash hands more frequently</b>	53%	56%	<b>59%</b>	49%	34%
	<b>Wear face masks</b>	28%	31%	<b>33%</b>	24%	14%
	<b>Carry sanitizer/ disinfectant</b>	44%	<b>49%</b>	<b>51%</b>	38%	22%
	<b>Avoid shaking hands</b>	60%	48%	<b>67%</b>	62%	61%
	<b>Avoid events with 50+ people</b>	46%	39%	<b>50%</b>	46%	46%

*aQity Research (pronounced "acuity") is a full-service opinion research firm in Evanston, IL. Our team brings 20+ years of experience providing critical market research insights to leading financial services organizations including global asset management firms, financial advisors and wealth managers, and industry consultants.*

*For questions or additional information about these survey findings, please contact:*

**Jeff Andreasen, President**  
 ☎ 847-424-4171, ext. 218  
 ✉ j.andreasen@aqityresearch.com

**Marie Rice, Senior Associate**  
 ☎ 508-868-6657  
 ✉ m.rice@aqityresearch.com