



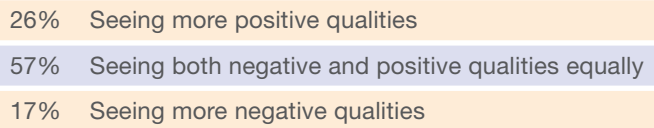
Hope Shines in Dark Times

Where were you during 9/11? Although nearly 20 years ago, you can probably remember exactly where you were and who you were with during that tragic day. Fast forward almost 20 years, and we find ourselves living through what will certainly be another period in our history that we will never forget. And once again, in a dark time, we are seeing some familiar and remarkable traits emerge. Optimism and kindness. It's uplifting to discover these bright spots in the midst of a pandemic.

When Ipsos' North America Omnibus set out to learn how Americans were keeping their spirits up during the Covid-19 outbreak, we were struck by their overall positivity. It is clear most Americans are optimistic that life will return to normal, and in the meantime, many are thinking of others, not just themselves. In fact, 70% of Americans say they have reached out to a friend, neighbor or loved one to help during the crisis.

Positive qualities overshadow negatives

Americans are seeing more positive qualities, like checking in on others, compared to negative traits such as hoarding supplies.



When asked, 93% say they can think of something positive they have personally enjoyed or experienced during the coronavirus outbreak.





Coping with Children & Crisis

The parenting rule book has been tossed aside for families to survive the new reality of quarantine. Parents have leaned towards extending screen time rather than limiting it. And, they are also trying to incorporate a regular schedule to keep their kids (and possibly themselves) on track. The most popular activities:

44%	Home schooling
43%	Get outside
38%	Exercise
28%	FaceTime friends/family
27%	Eat healthily
25%	Arts & Crafts
22%	Extend screen time
15%	Keep away from news
12%	Music/instruments
12%	Limit screen time
11%	Time on special purchase (game console, trampoline, etc.)
9%	Virtual tours (museums, national parks, etc.)
4%	Invite playmates/family over
1%	Take to camps or practices
9%	Nothing different

Future Plans

As we battle the coronavirus pandemic, it is hard to make predictions. One thing that seems to be easier to do is to have hope. Ever the optimists, Americans are already looking ahead to brighter days. 91% say they anticipate a return to normalcy. As of March 25, Americans predicted the following date as to when they expected to go back to pre-pandemic life:

3%	April 1
25%	May 1
24%	June 1
14%	July 1
9%	August 1
16%	Sometime after September 1
9%	Never will return to normal

Americans are looking forward to doing the following as soon as the coronavirus crisis is over:

46%	Eat out at restaurant
36%	Visit family
27%	Get back to work
27%	Go on vacation
19%	Go to a movie
11%	Buy toilet paper or hand sanitizer
10%	Attend/watch/participate— sports event
8%	Host/go to a party
8%	Go to a club/bar
7%	Attend a concert/theater
5%	Go back to school
5%	Graduate/attend a graduation
2%	Get married/attend a wedding

Once Americans return to the outside world, most men and women expect to be the same weight, despite being stripped of their gym access and fitness classes.

Do you expect to gain weight during the quarantine?

57%	No
43%	Yes

43% Yes { 29% up to 5 lbs.
14% over 5 lbs.

Hope in the Distance

If nothing else, the Covid-19 outbreak has exposed many things about us. We live in a deeply connected world, one where an outbreak in another continent can quickly spread to become a worldwide pandemic. So connected are we, that our economies rise and fall together. We can communicate with anyone at a moment's notice, thanks to technology. This is our world. Whether we like it or not, we are connected. It comes as no surprise that social distancing and self-isolation has created a bit of a *disconnect* for us. It is easy to feel lonely or despair during this time. That's why uncovering this optimism is a good reminder for us all. When resilience and optimism has been needed in our history, Americans have shown it. Resilience and optimism is needed now and Americans are showing it.



Ipsos U.S. eNation Omnibus completes five national surveys, weekly. Ipsos Omnibus offers a variety of services, including overnight and custom studies. Data for this study was generated by an Ipsos eNation online omnibus study of 1004 American adults, 18 and older, conducted March 25–26, 2020. If you would like complimentary access to this Life During Coronavirus Study, or to learn more about eNation omnibus, please contact:

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GAME CHANGERS