

A stack of coins is shown in the background, overlaid with a blue digital network of glowing nodes and connecting lines, suggesting a financial or technological theme.

# J.D. POWER

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## Financial Services COVID-19 Pulse Survey

May 8-10, 2020 Update

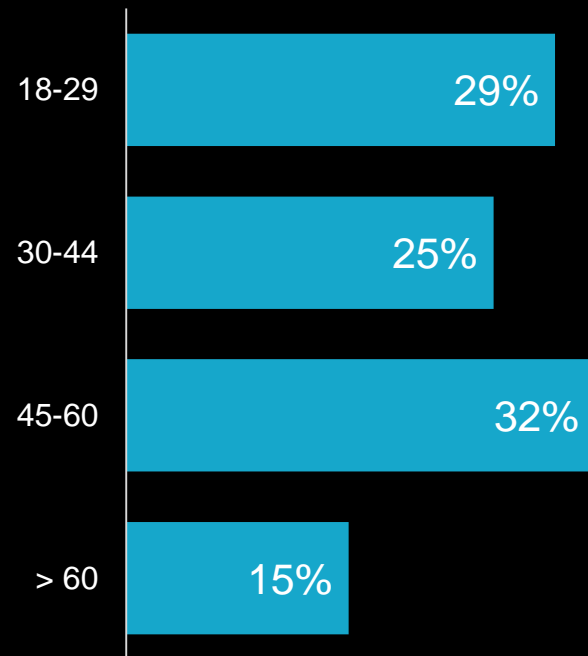
Jim Miller – Vice President, Banking and Payments Intelligence  
[James.Miller@jdpa.com](mailto:James.Miller@jdpa.com)

May 11, 2020

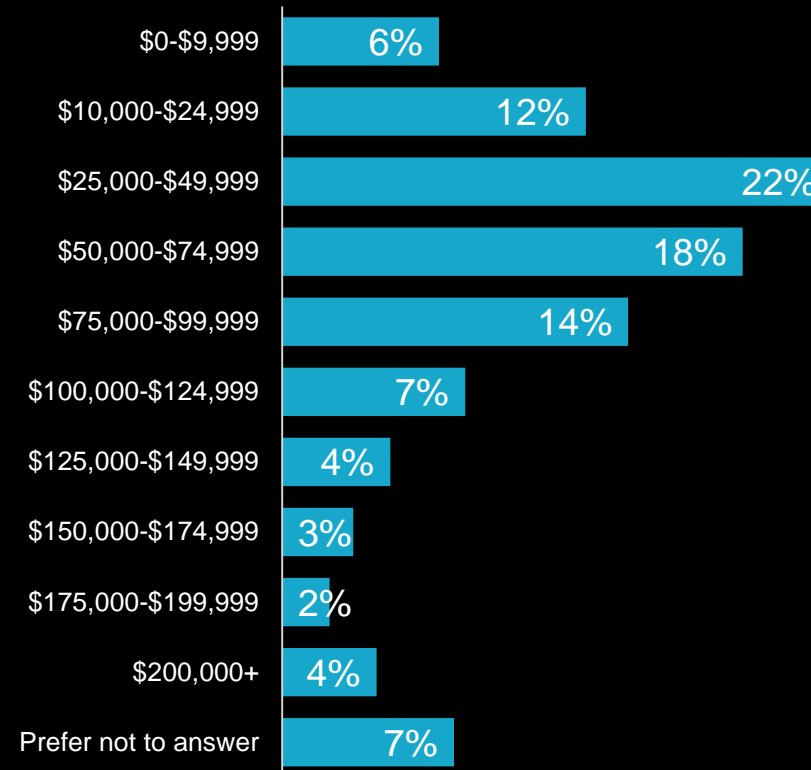
# Survey Methodology

- Surveys were conducted online among U.S. consumers aged 18 and older
- May 8-10: n=2,027 (46% male, 54% female)

**Distribution by Age**

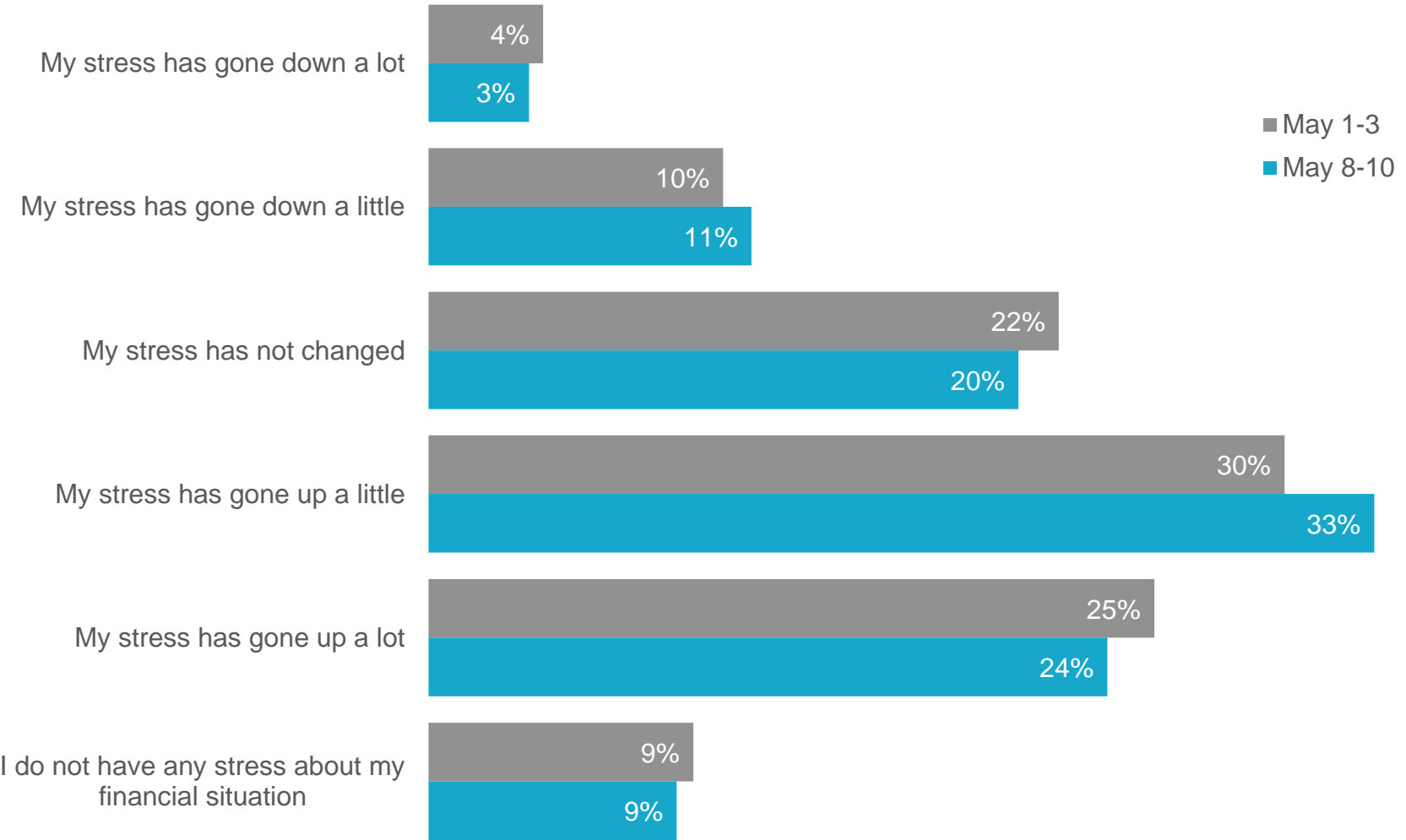


**Distribution by Income**

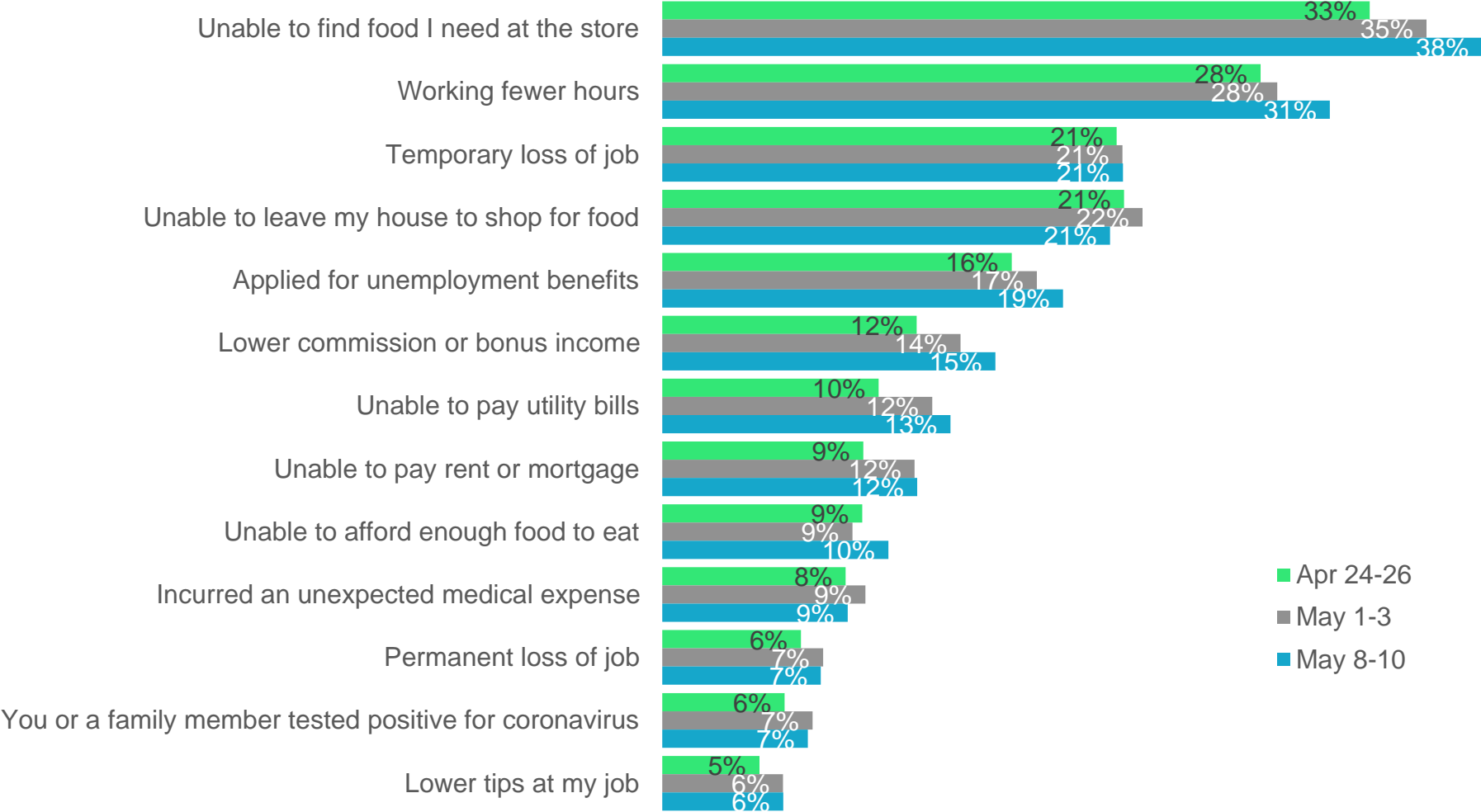


# General Perceptions of U.S. Adults

# In the past several weeks, how has the level of stress about your financial situation changed?

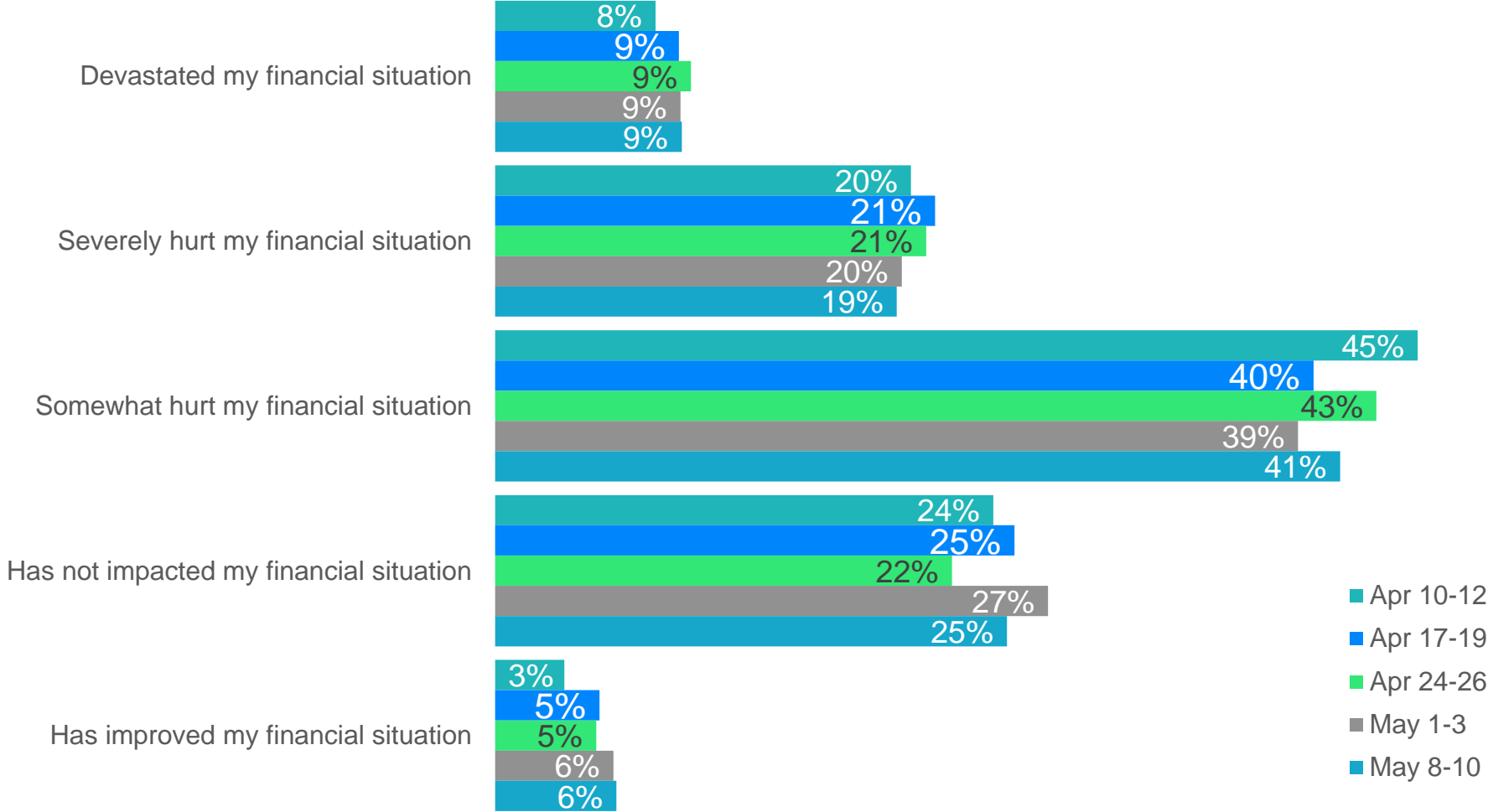


# Which of the following impacts from the coronavirus have you already experienced?



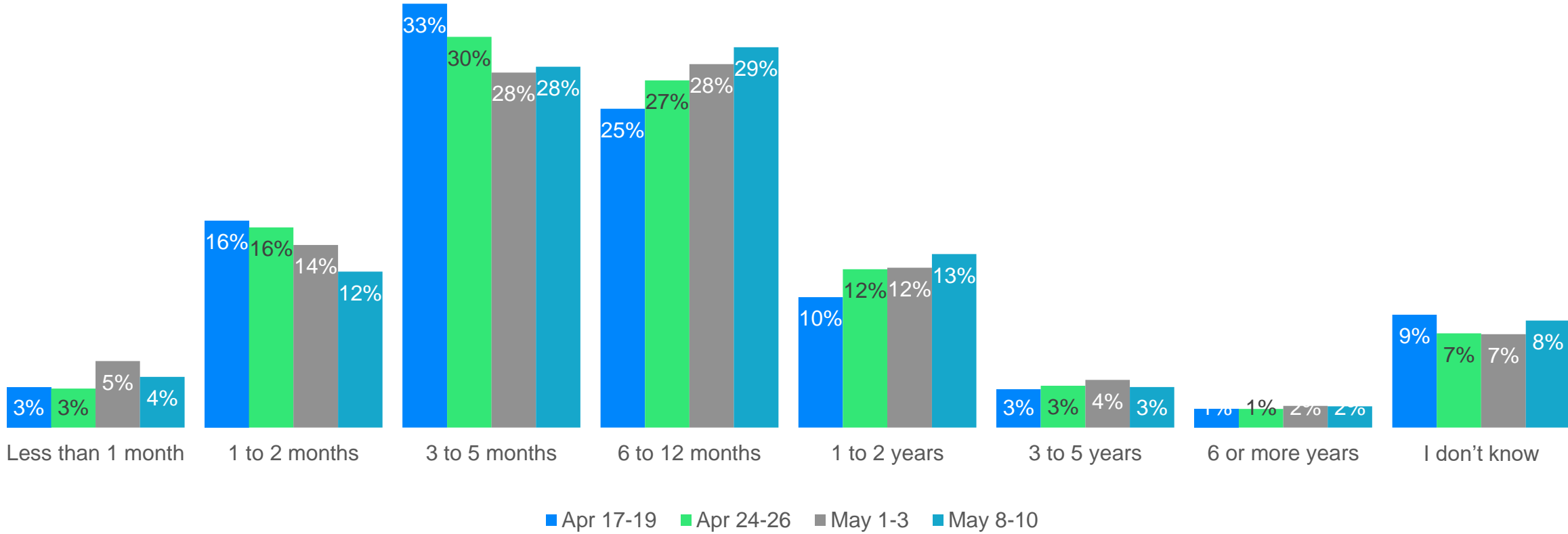
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# How has the coronavirus crisis impacted your personal financial situation?



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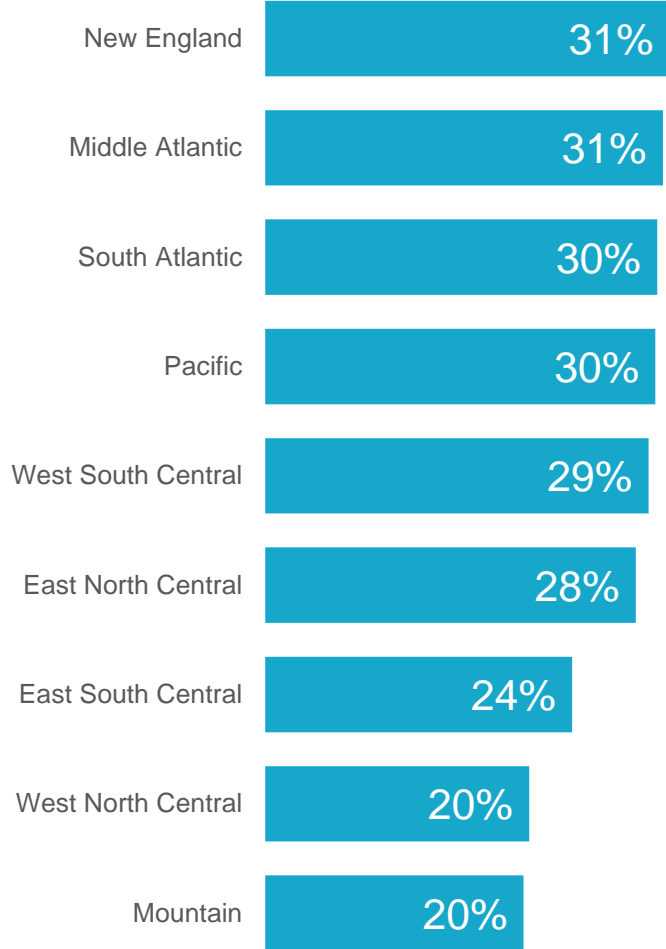
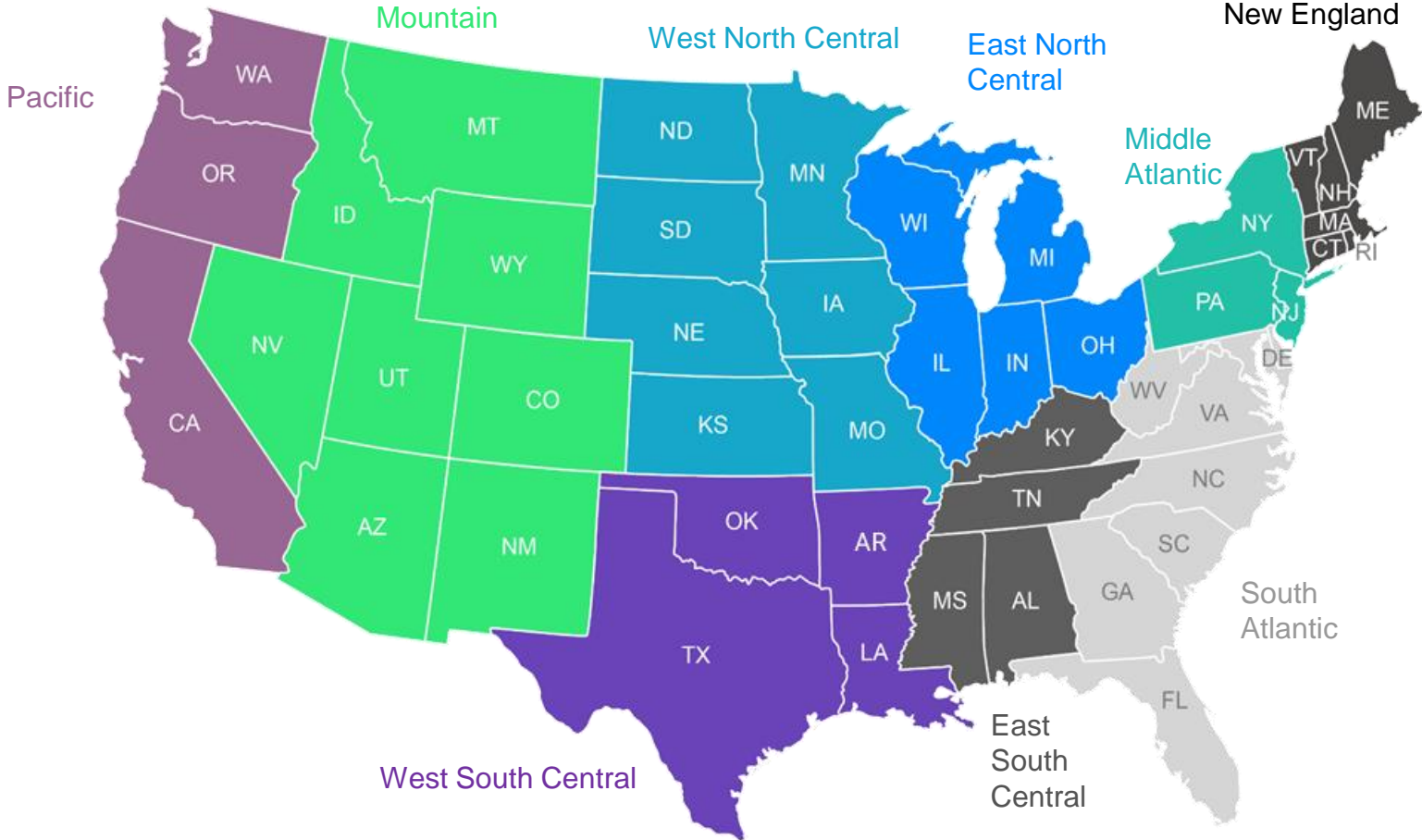
# How long do you expect that your financial situation will be worse due to the coronavirus?



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

## % Devastated and Severely Hurt



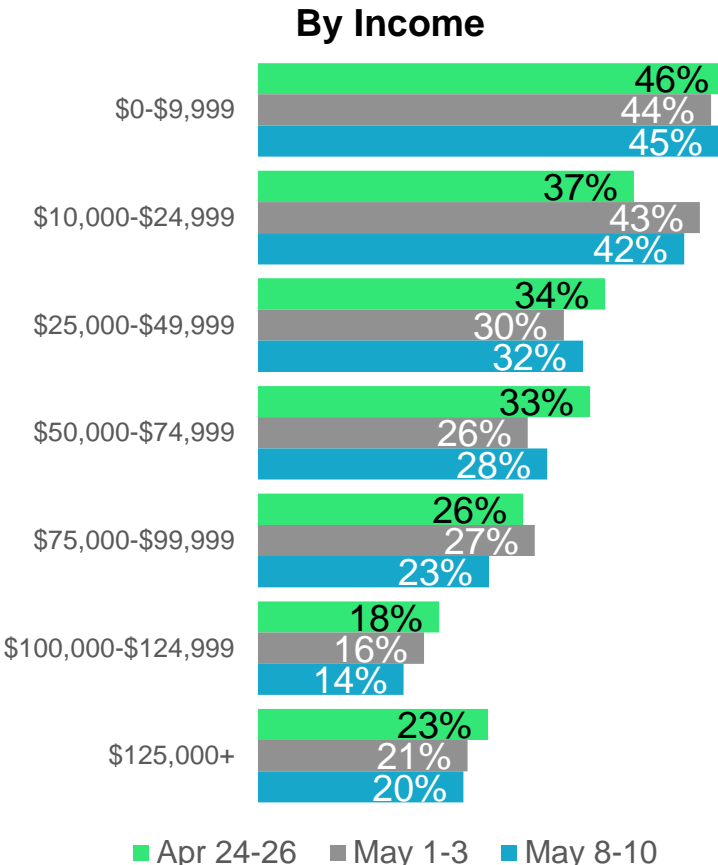
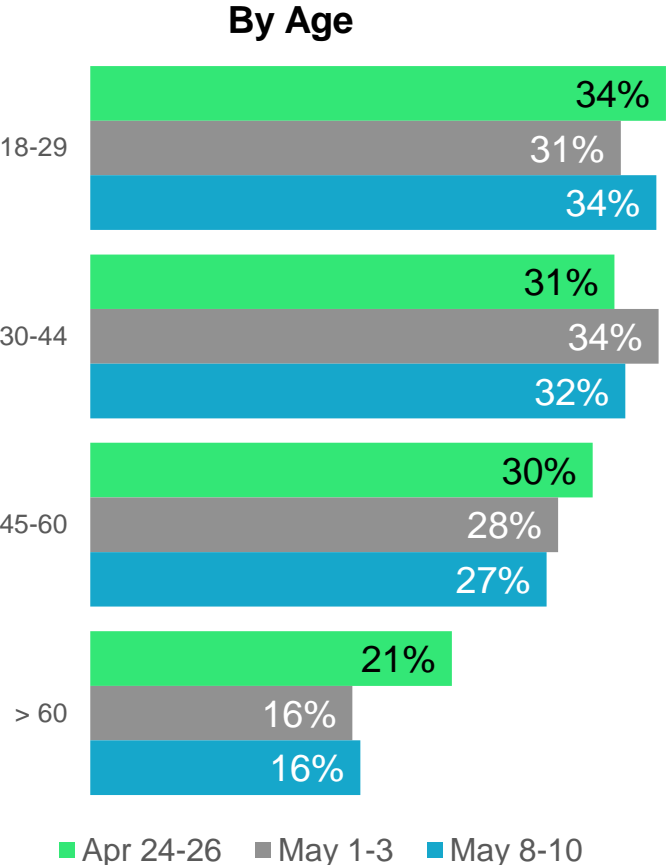
■ May 8-10

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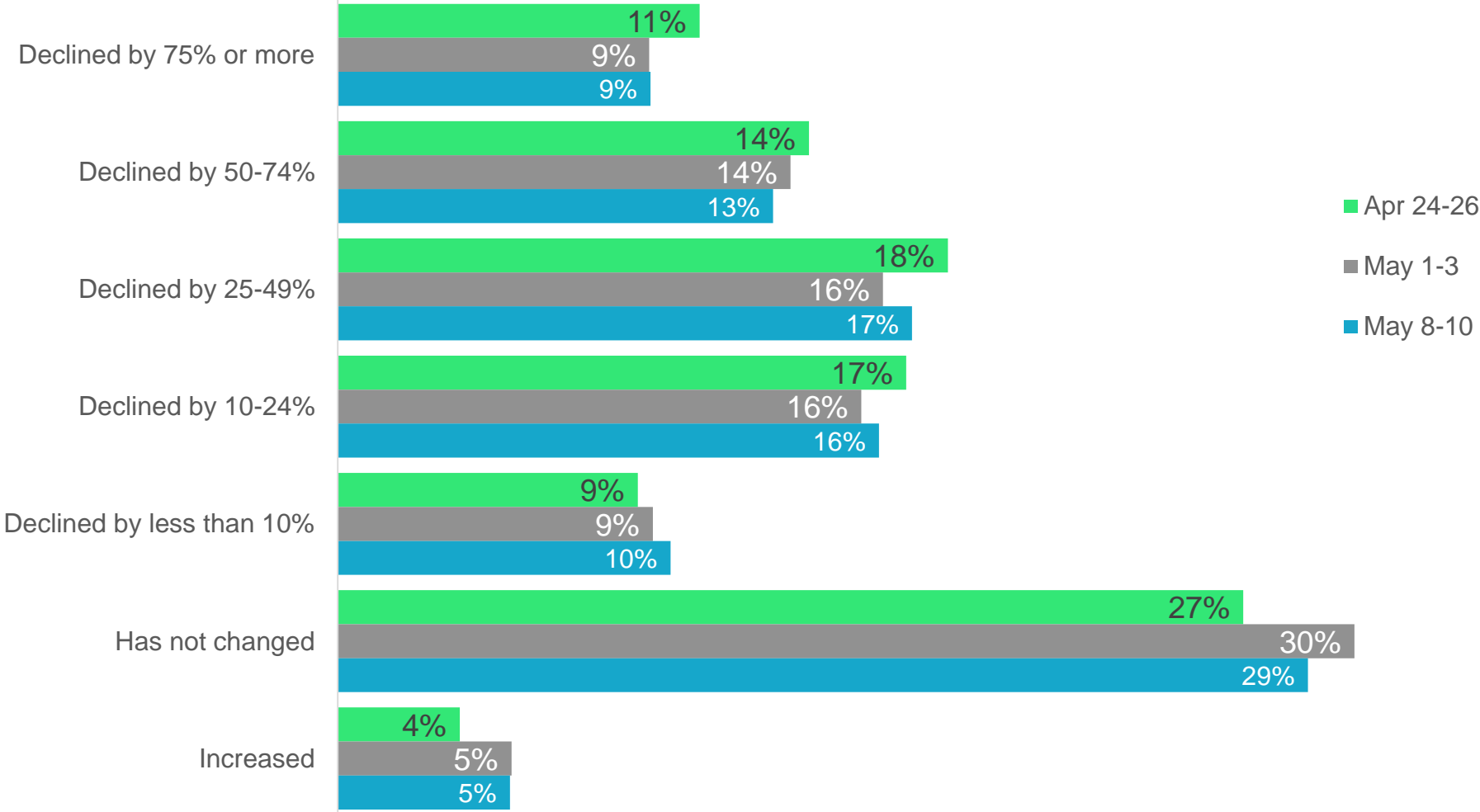
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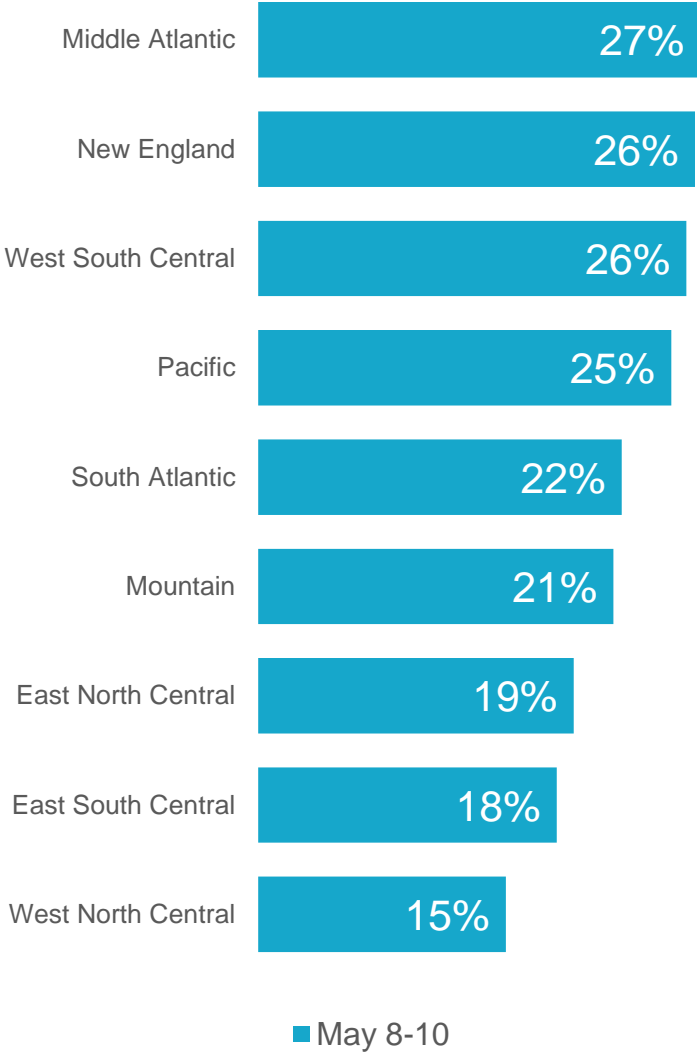
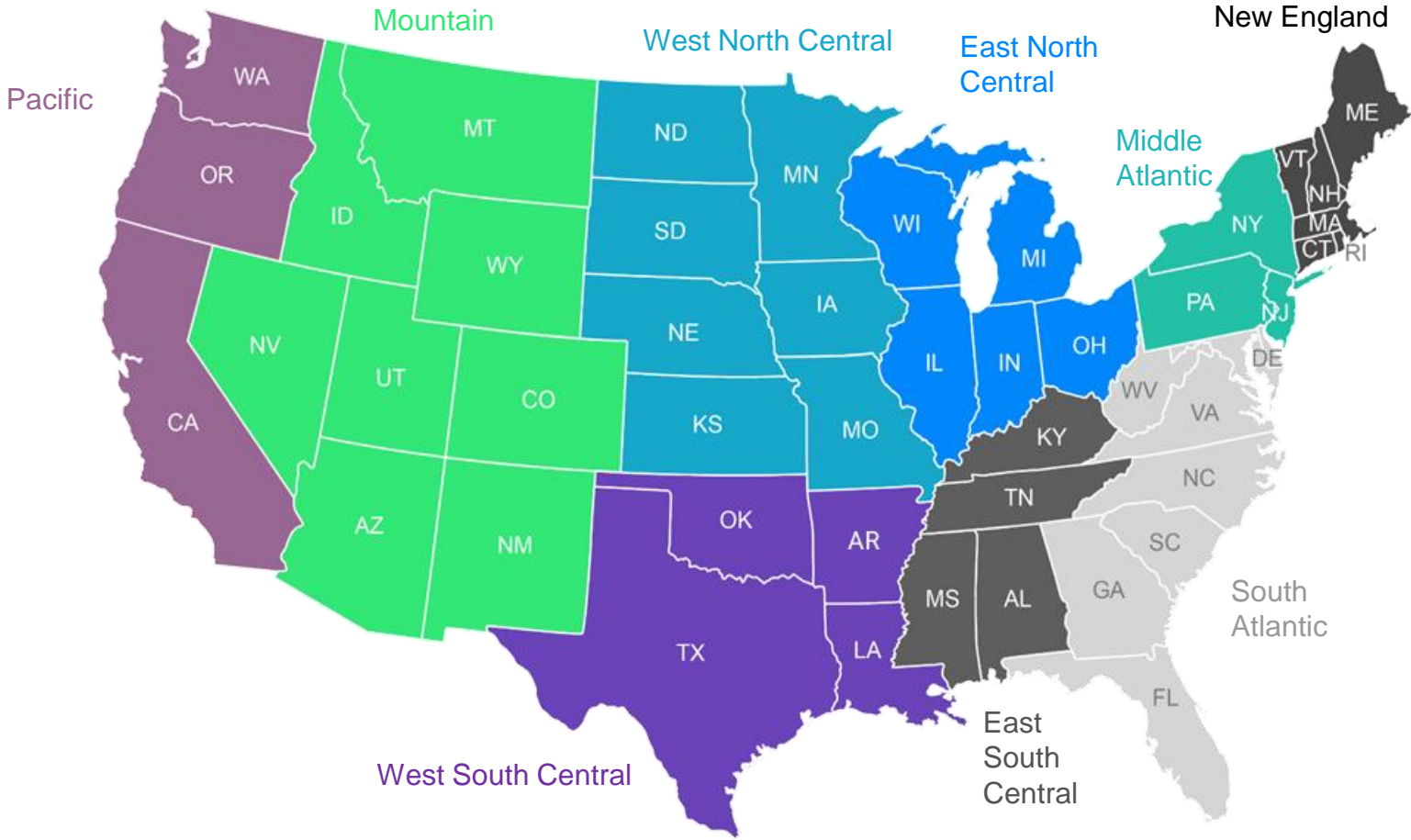
# How has your family's income changed since the coronavirus crisis began?



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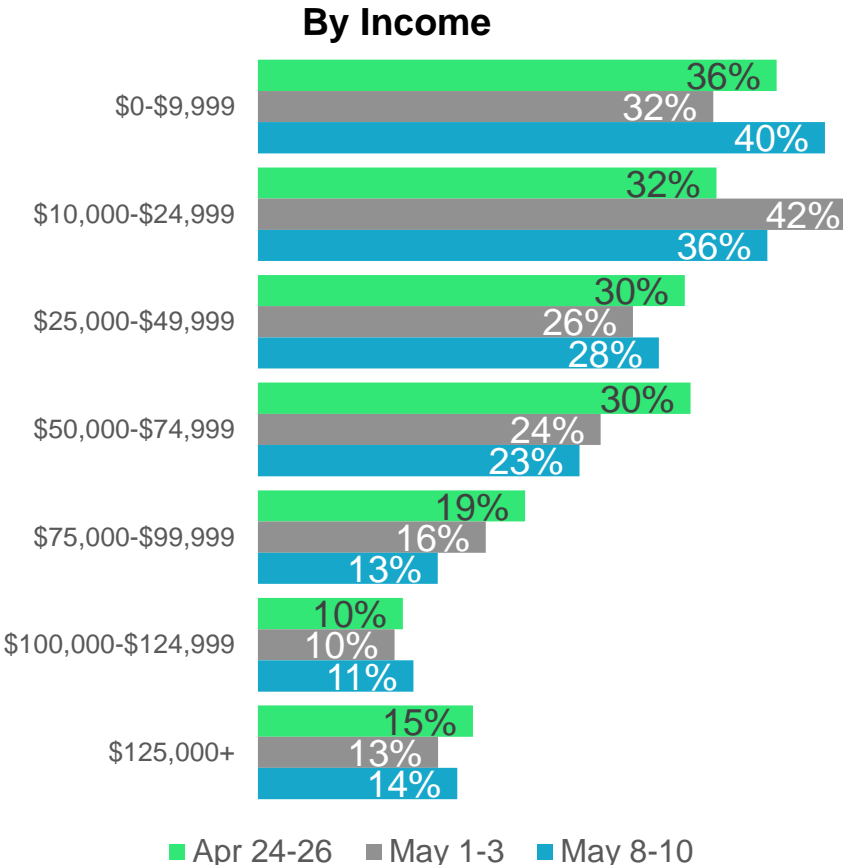
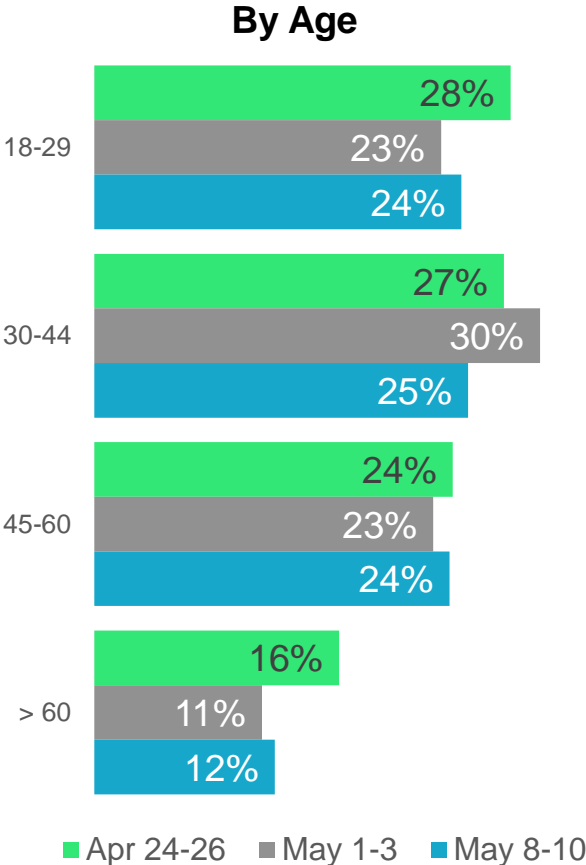
% Declined by 50% or More



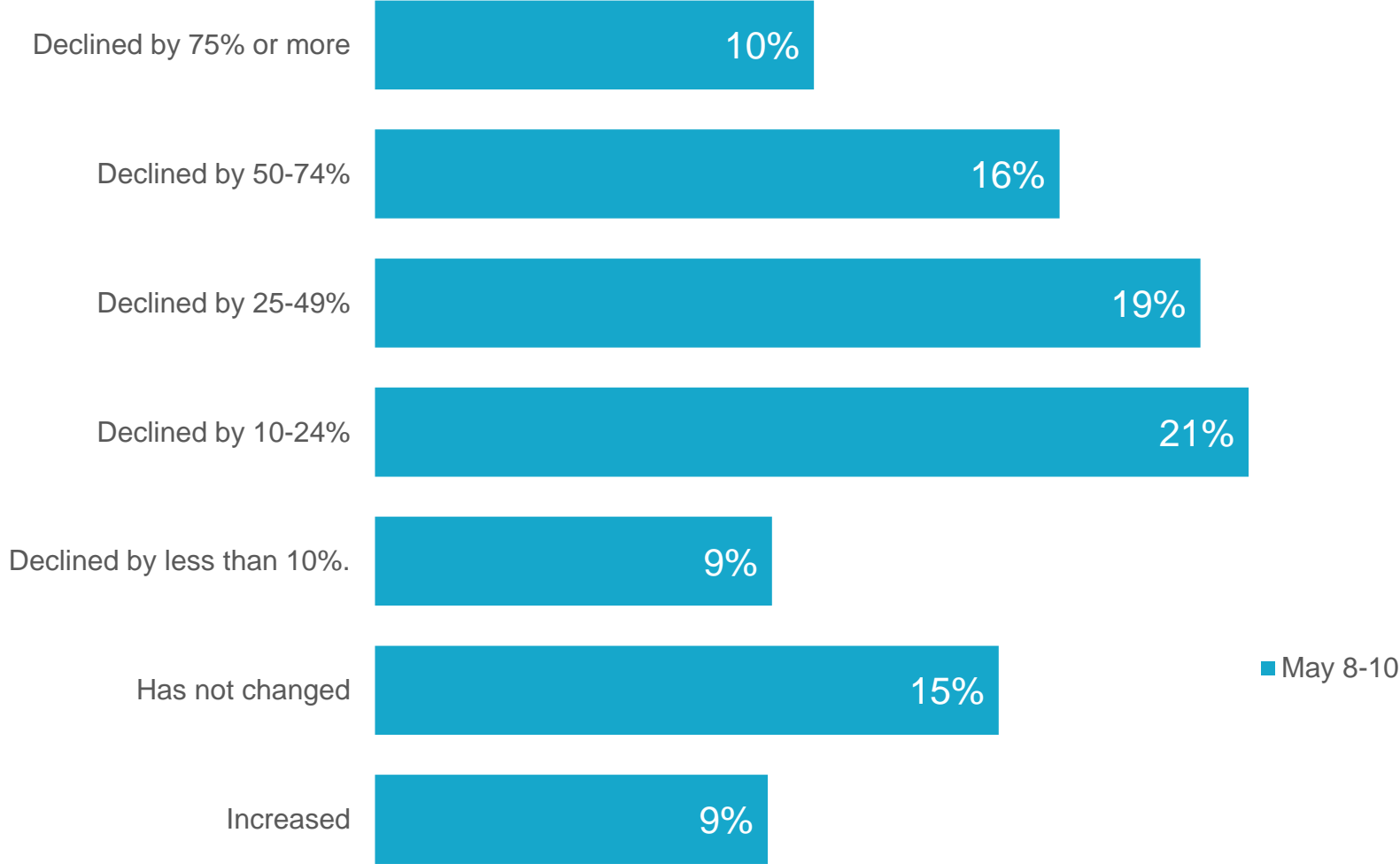
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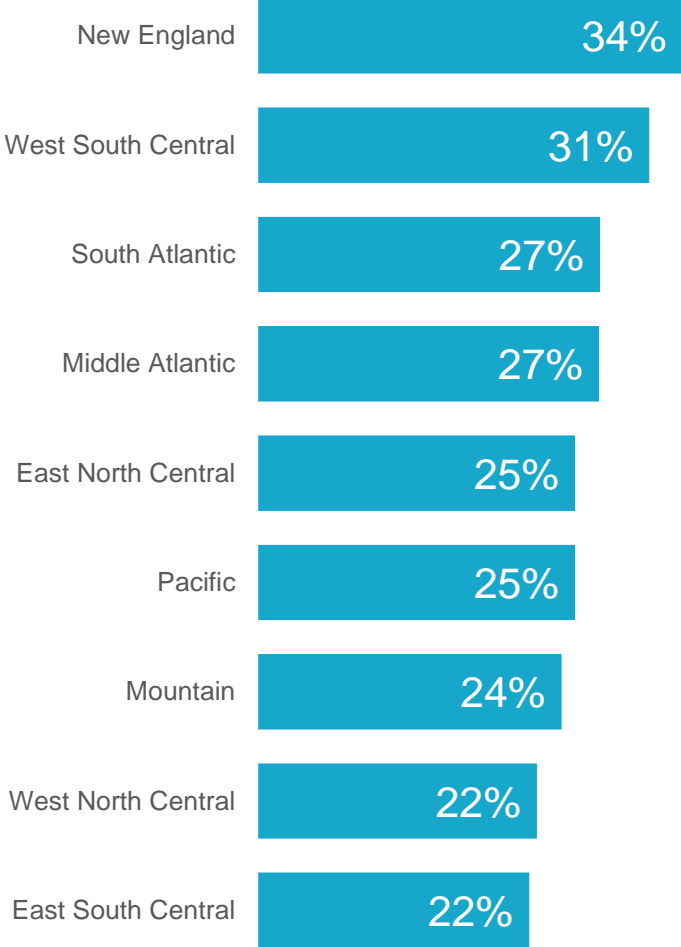
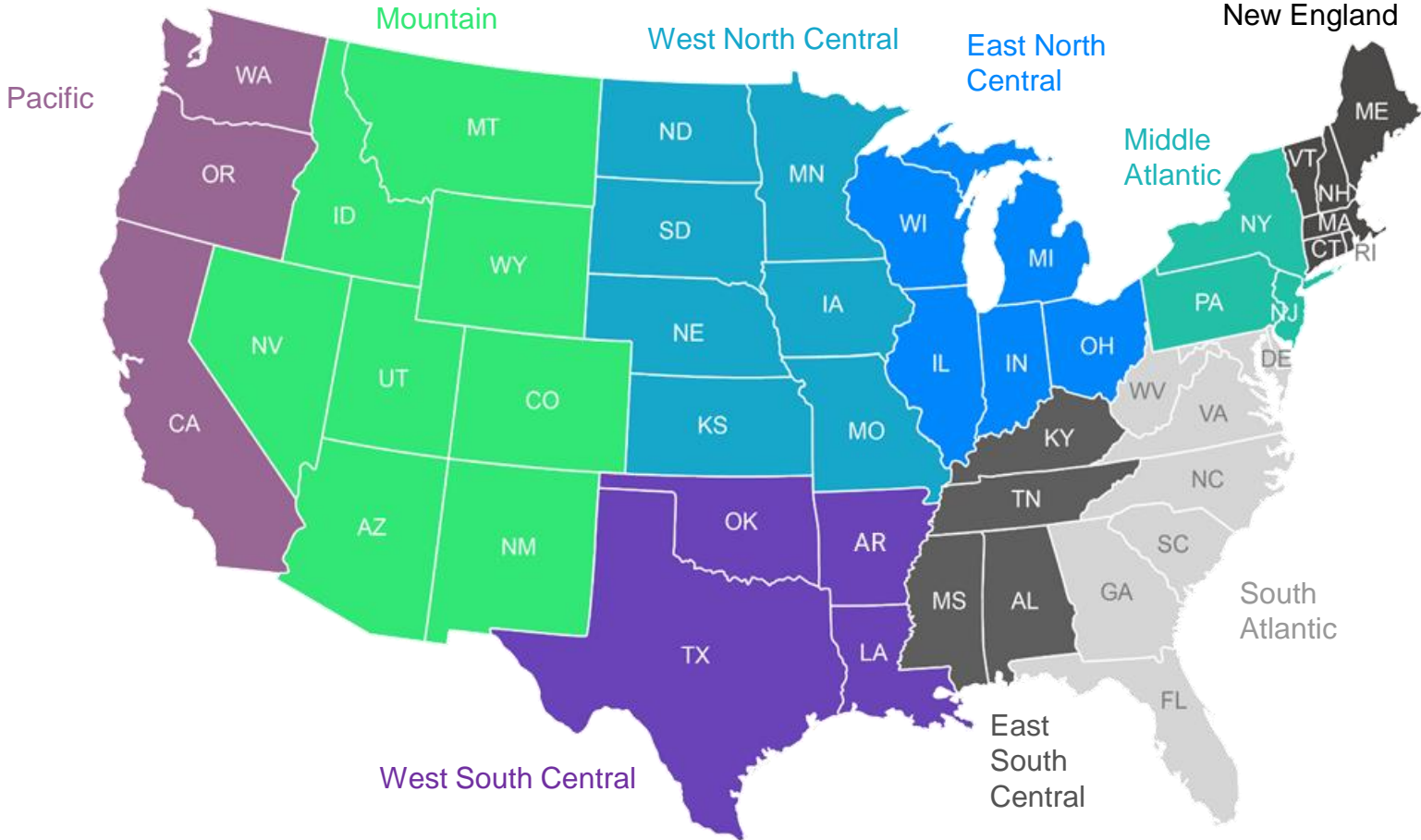


# How has your family's spending changed since the coronavirus crisis began?



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

% Declined by 50% or More

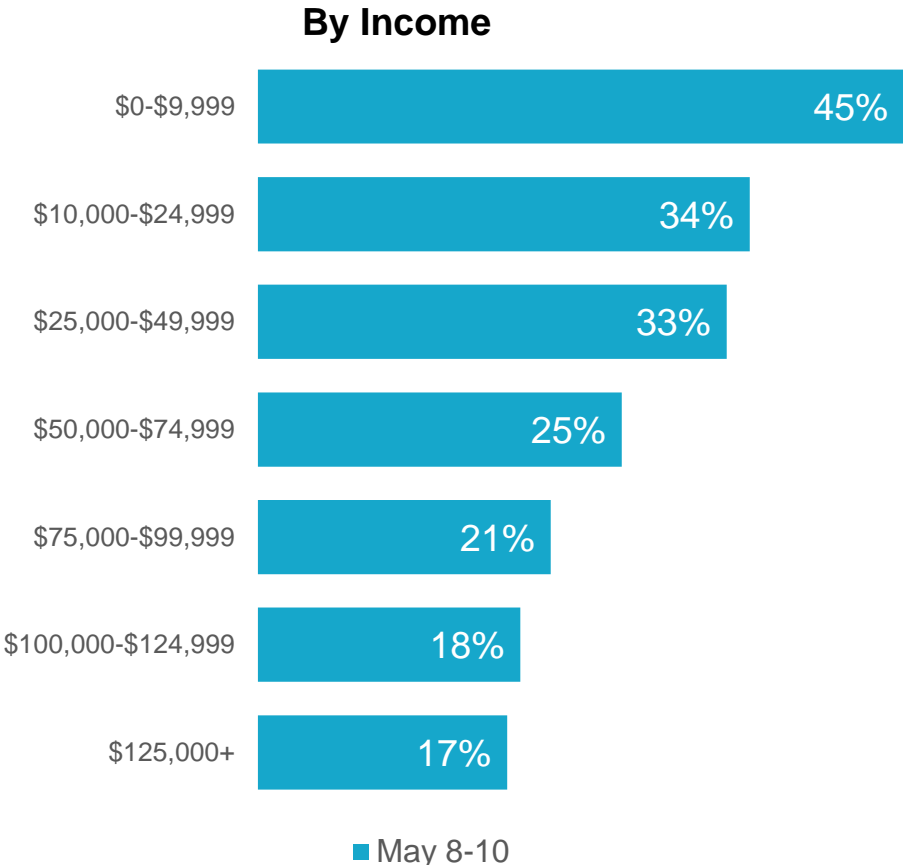
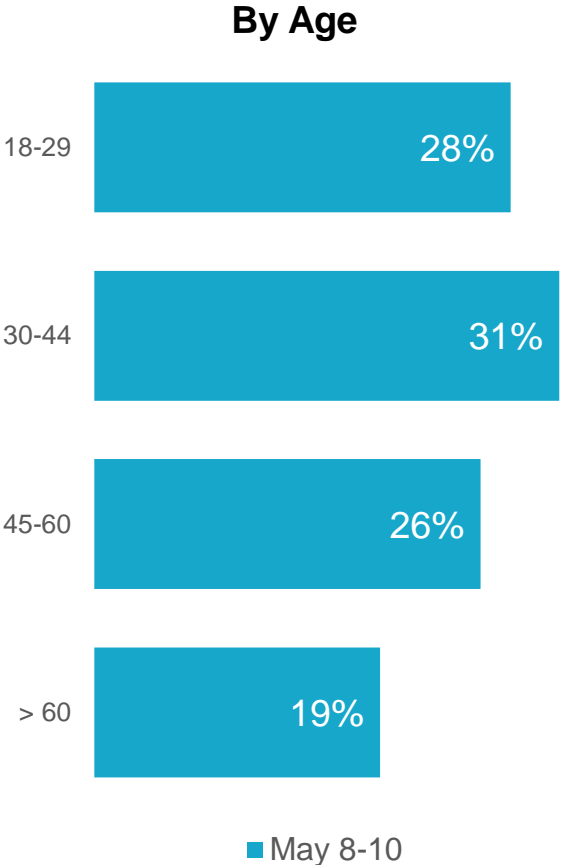


■ May 8-10

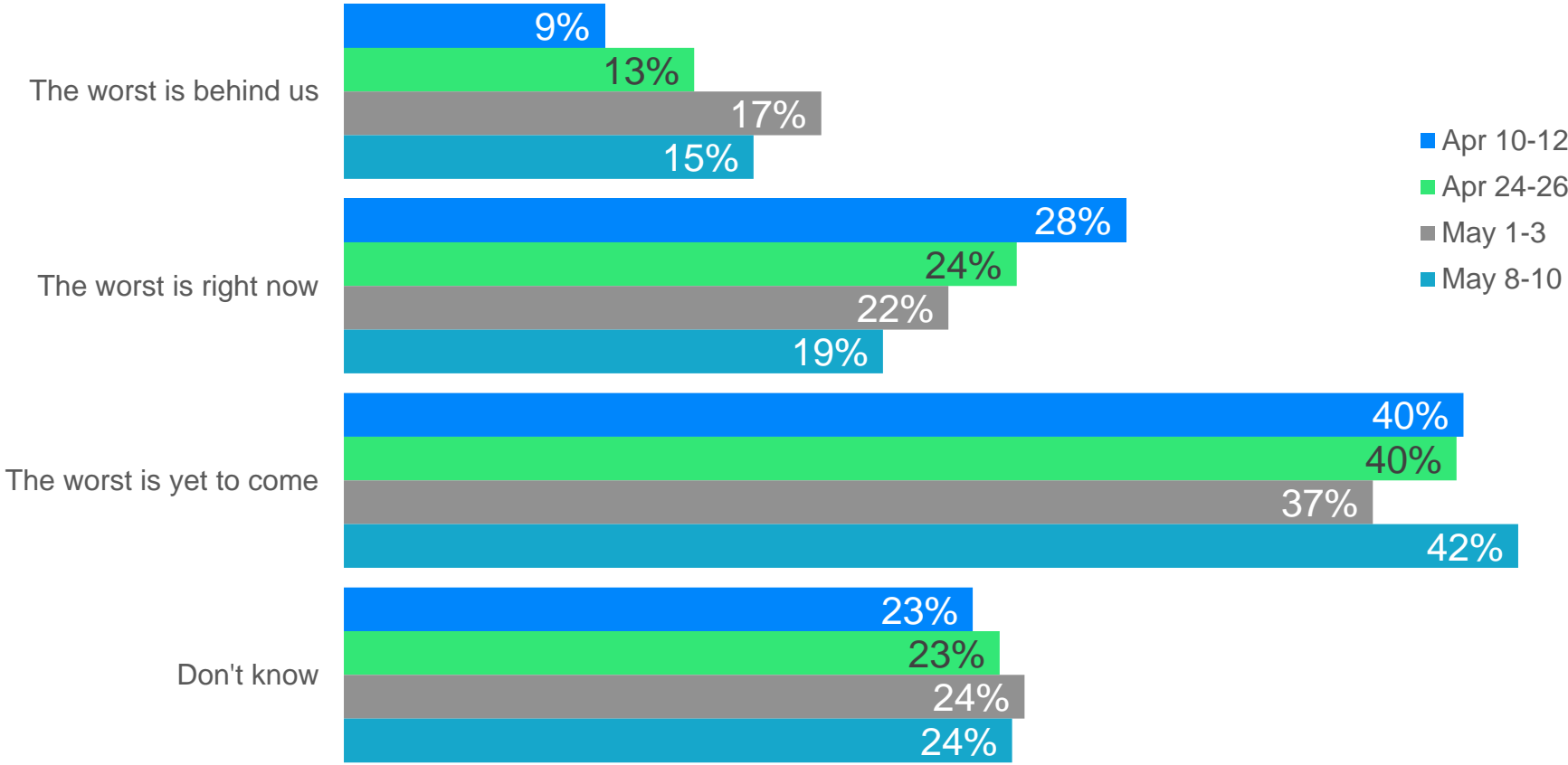
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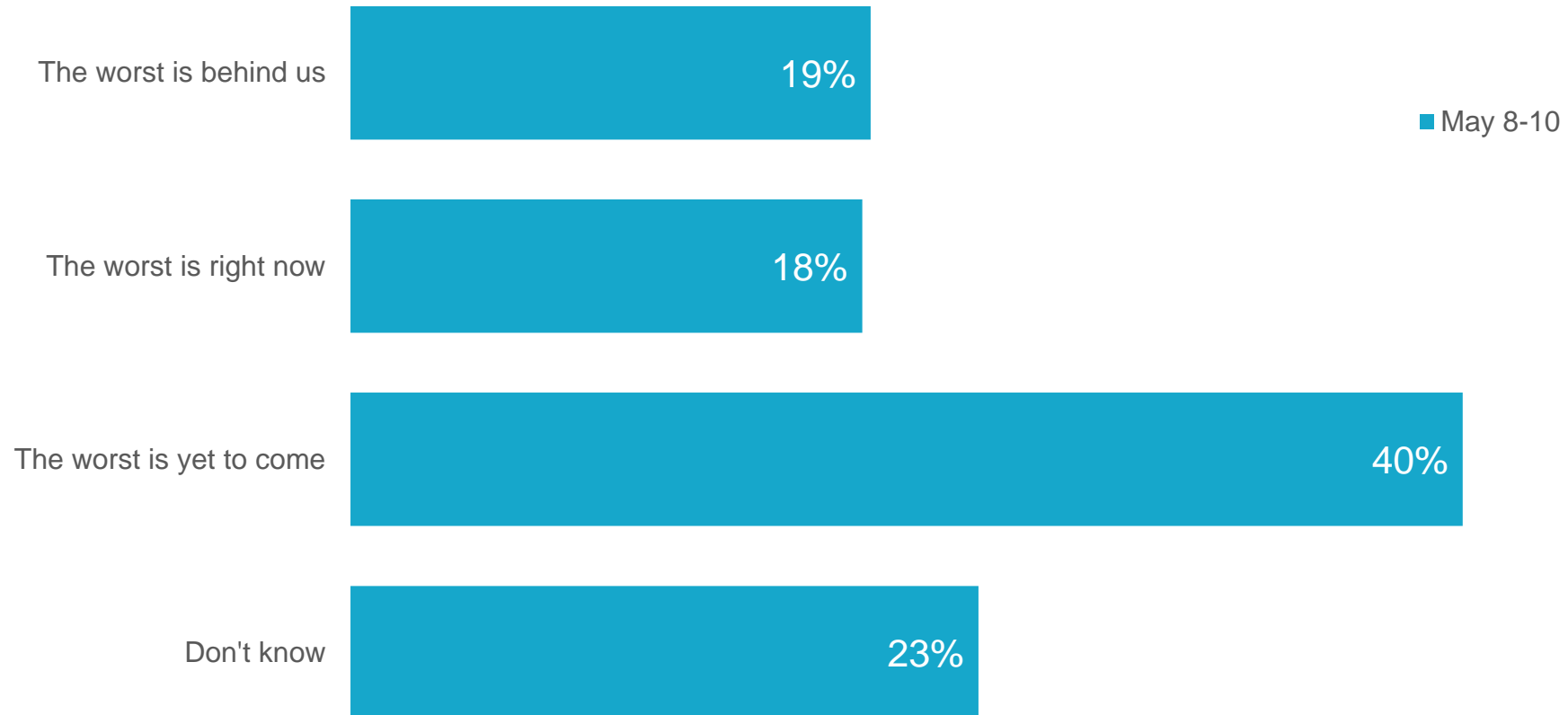


# Which statement comes closest to your view about the impact of the coronavirus crisis on your personal finances?

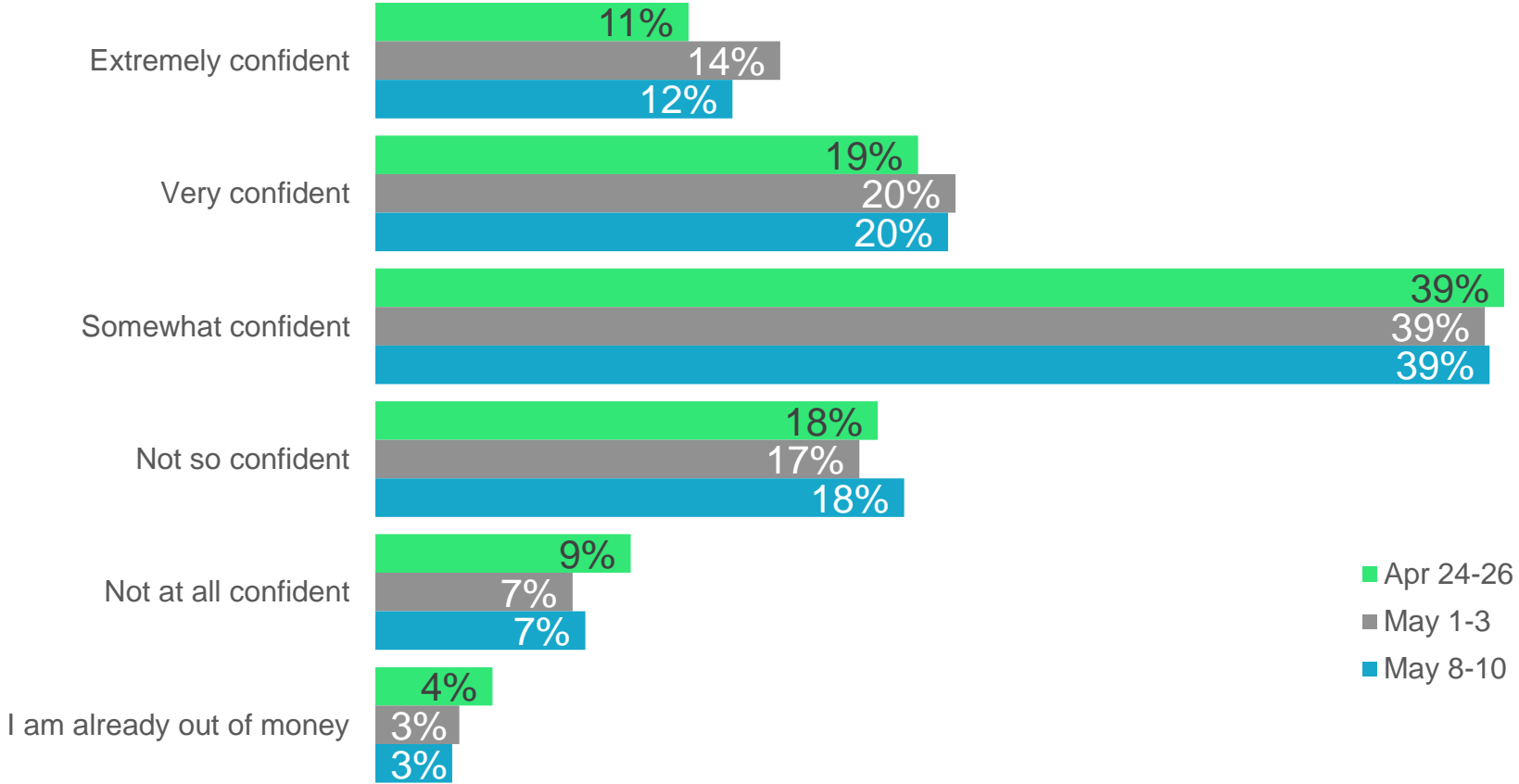




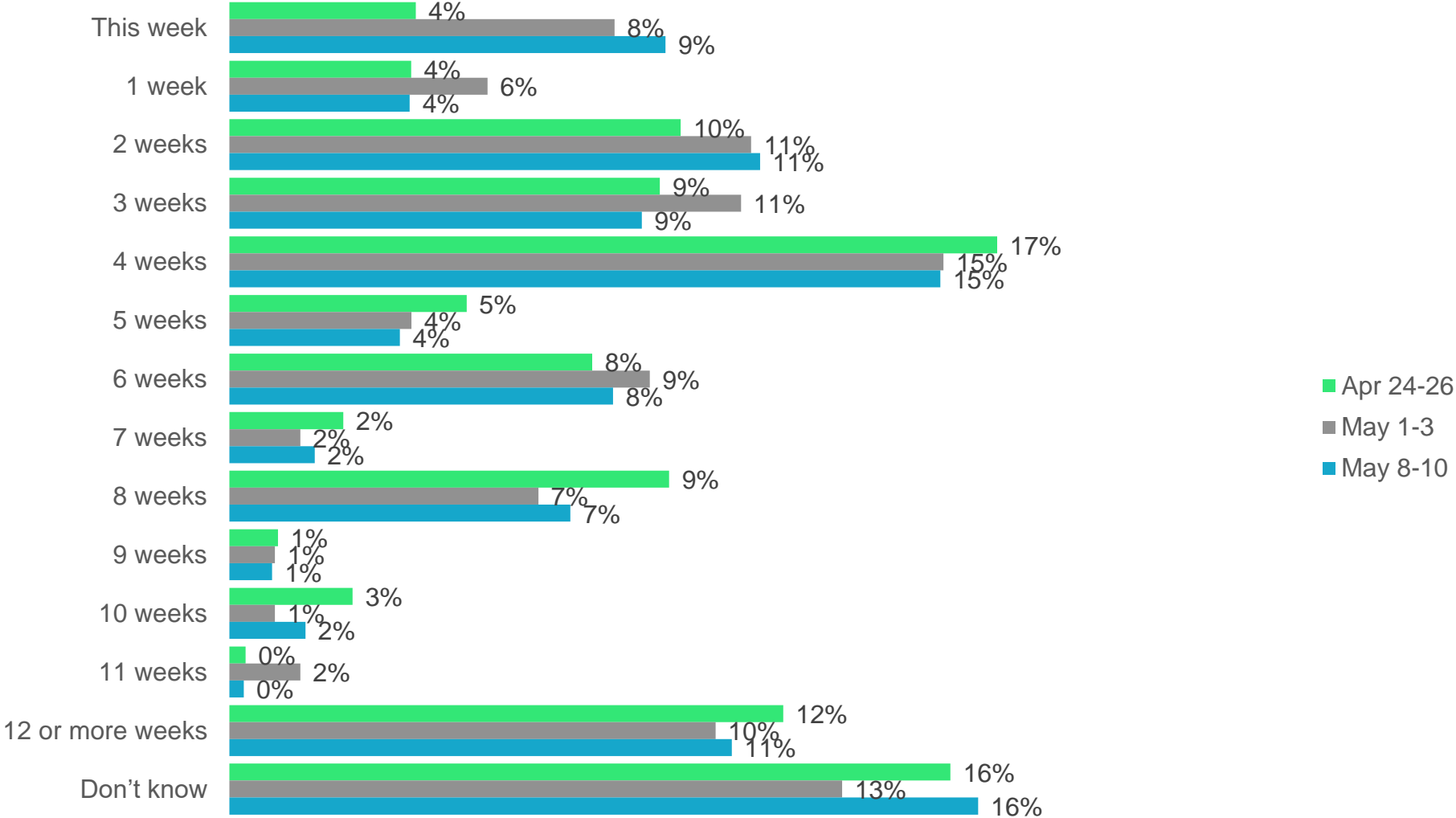
# Which statement comes closest to your view about the spread of coronavirus (Covid-19)?



# How confident are you that you will have enough money to get through the coronavirus crisis?

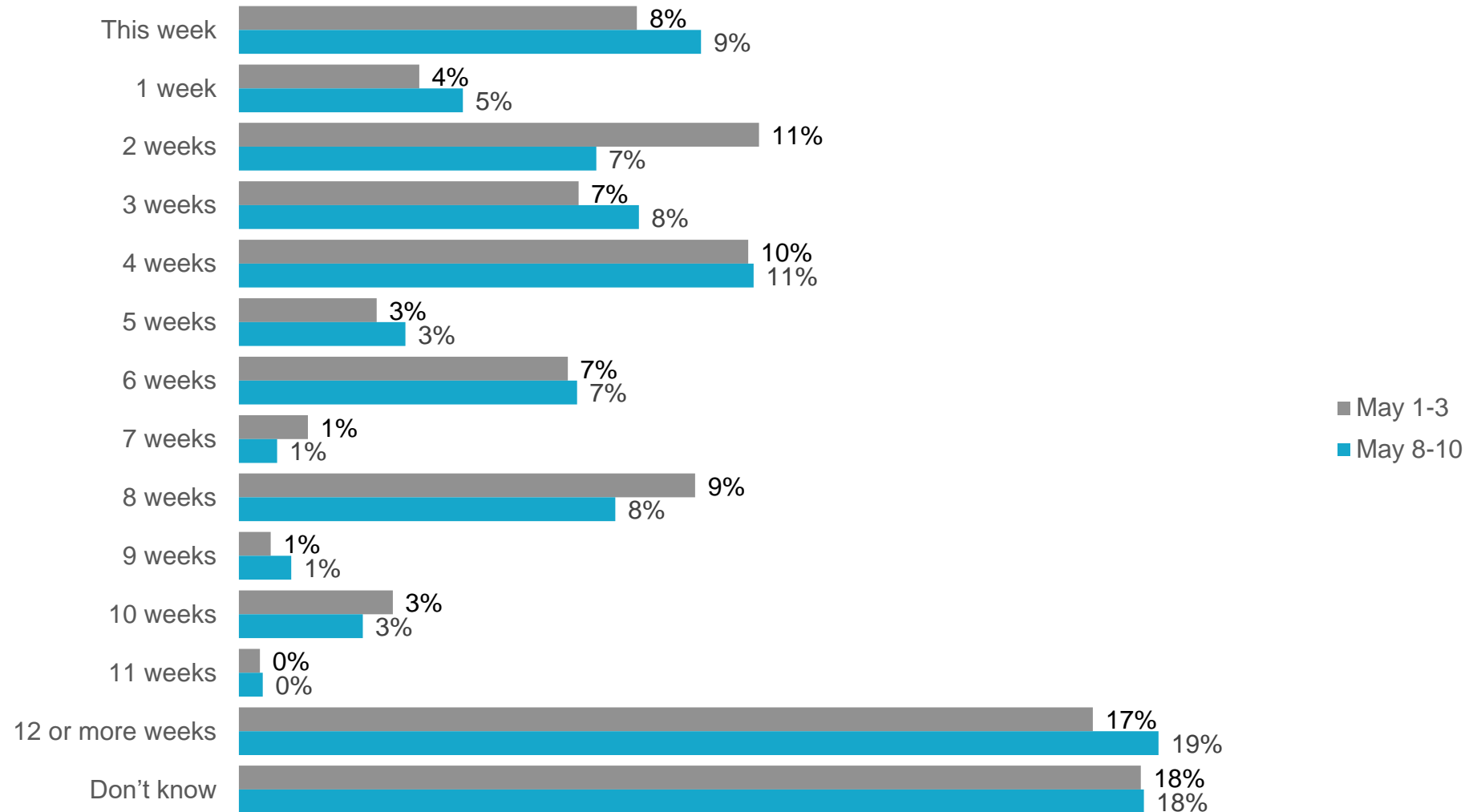


# In how many weeks do you believe stores and restaurants which have been closed due to the coronavirus crisis should reopen?

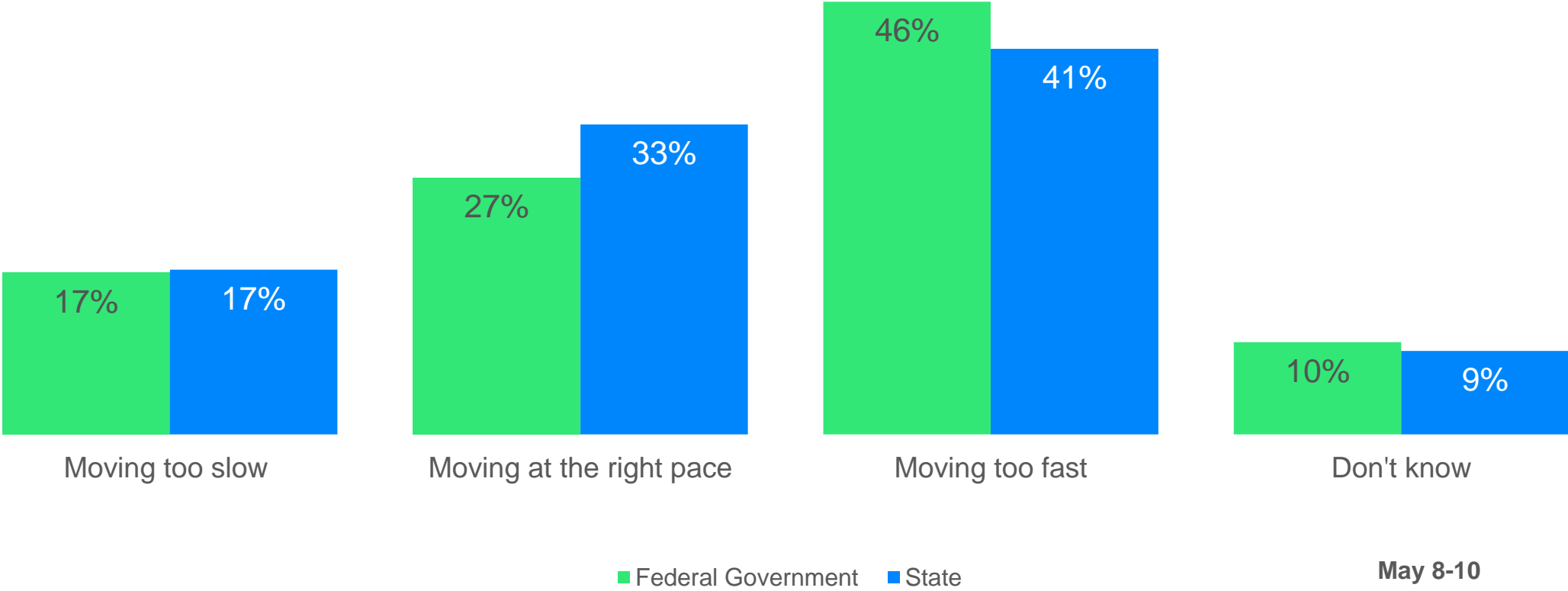


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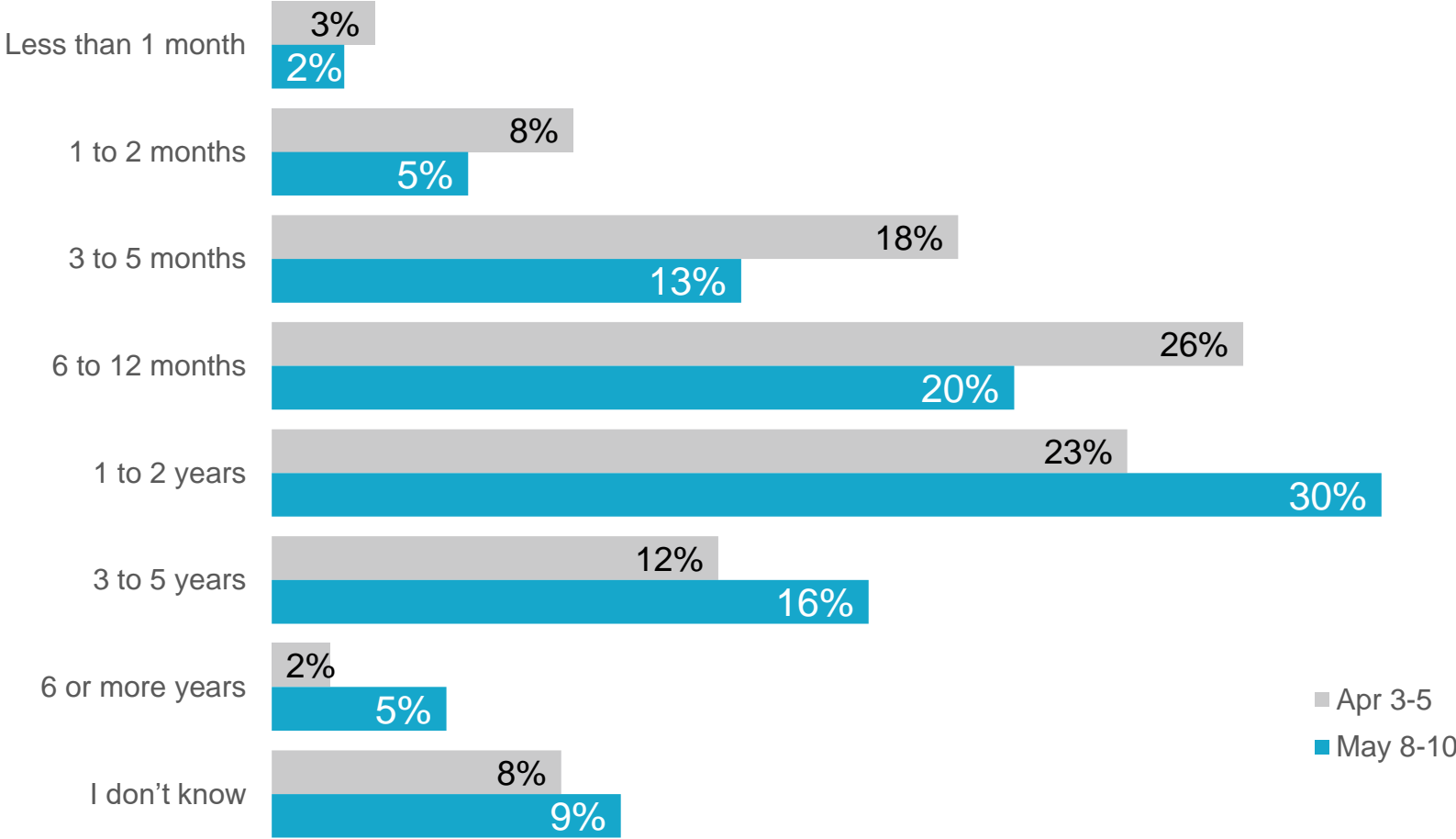
# Assuming restaurants are open, in how many weeks would you return to eating inside a restaurant?



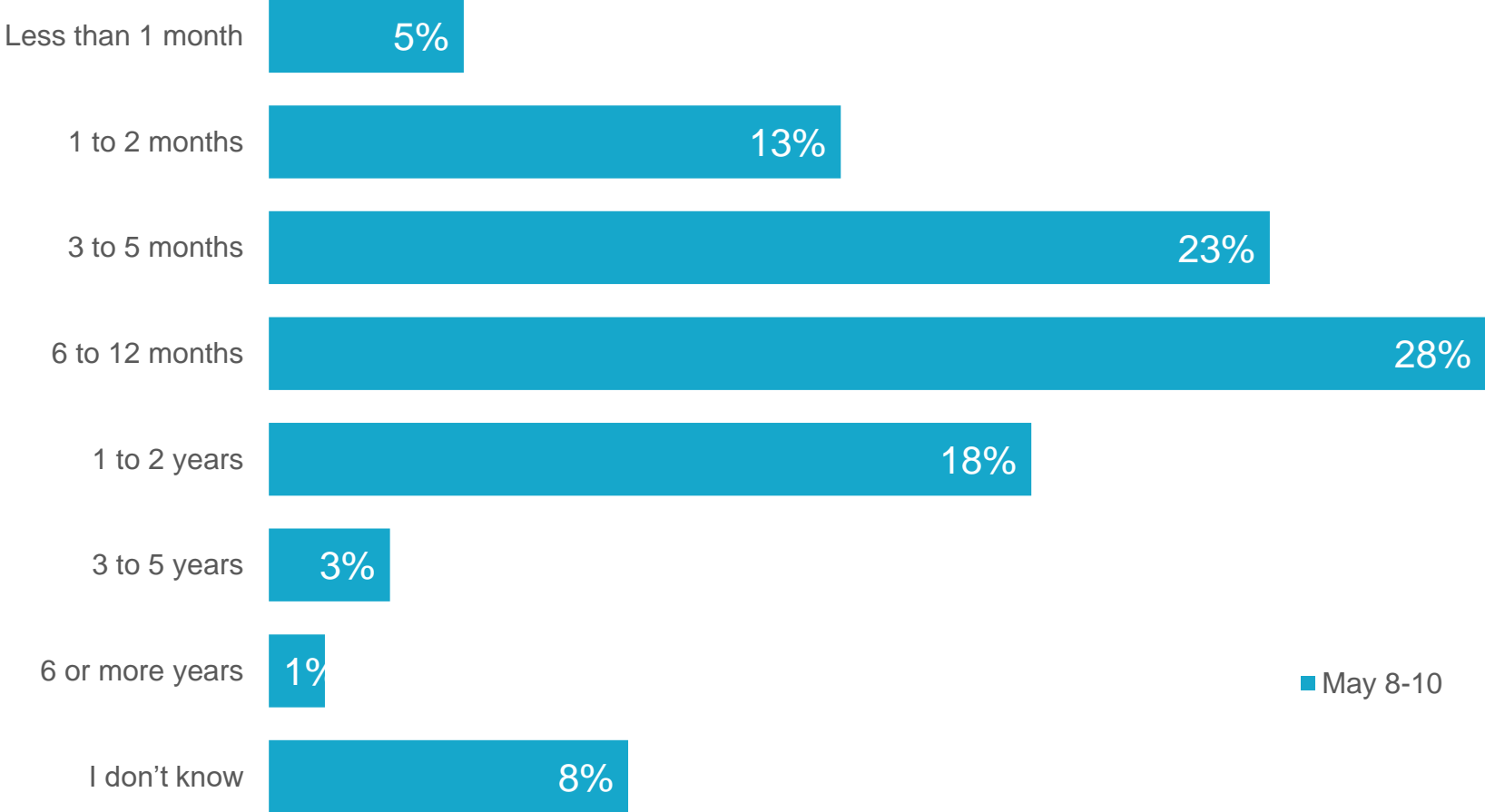
# Which statement comes closest to your view on the federal government's/state's approach to reopen the economy?



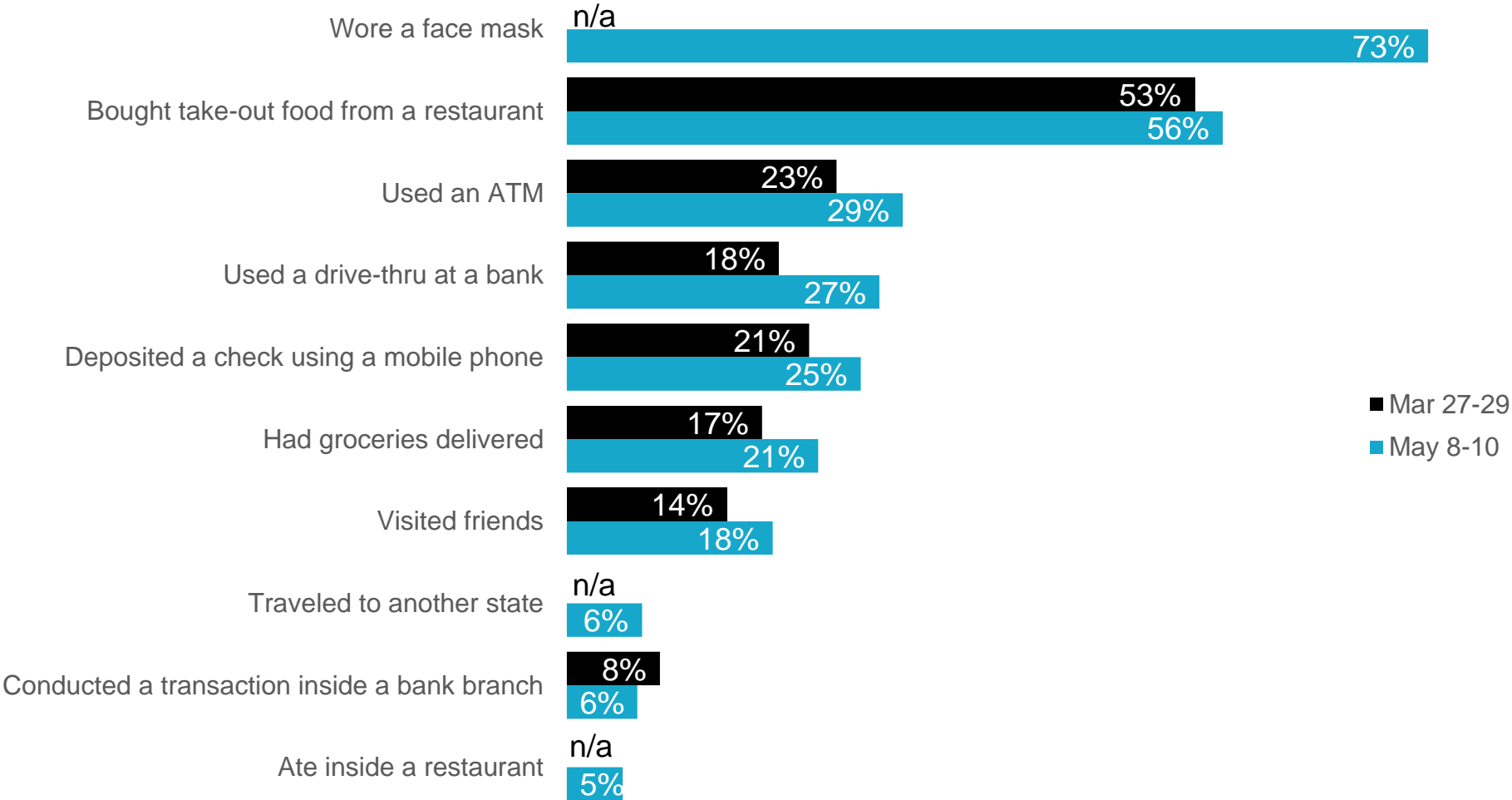
# How long do you expect that it will take for unemployment to return to the level it was at before the coronavirus crisis started?



# How long do you expect that it will take until your typical activities return to normal (work, travel, dining, entertainment, church, sports, etc.)?



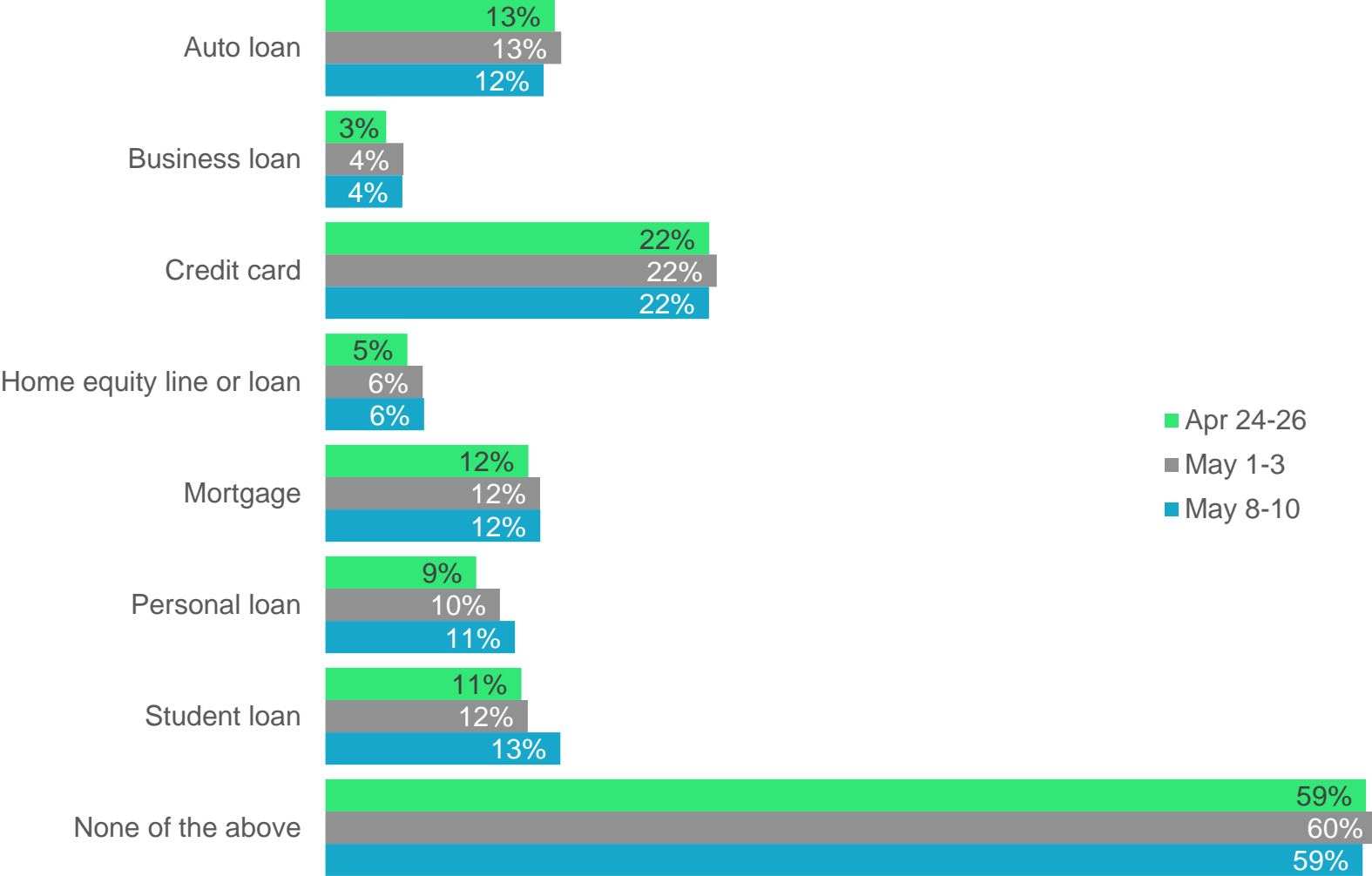
# Which of the following activities have you done in the past week?





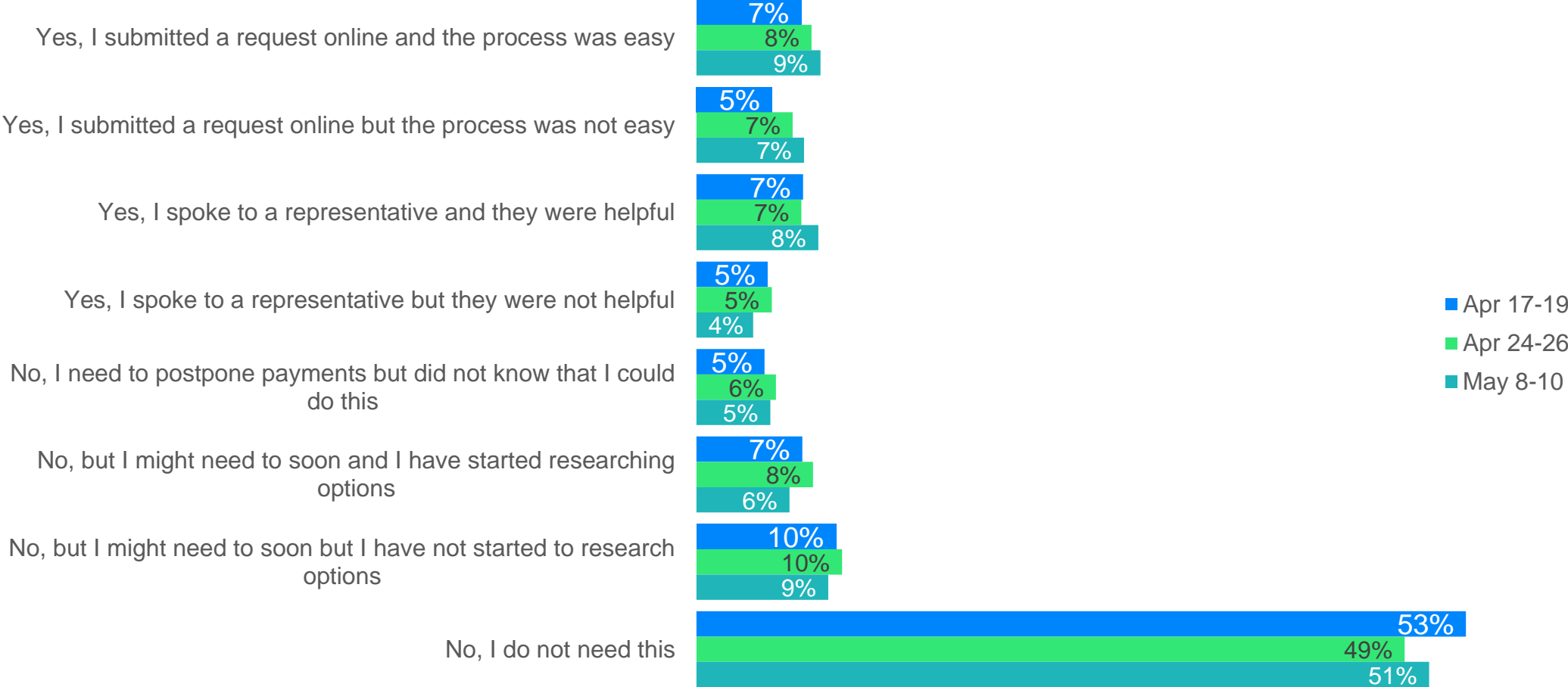
# Banking and Lending

# Since the coronavirus crisis began, have you been unable to make the minimum monthly payment for any of these?



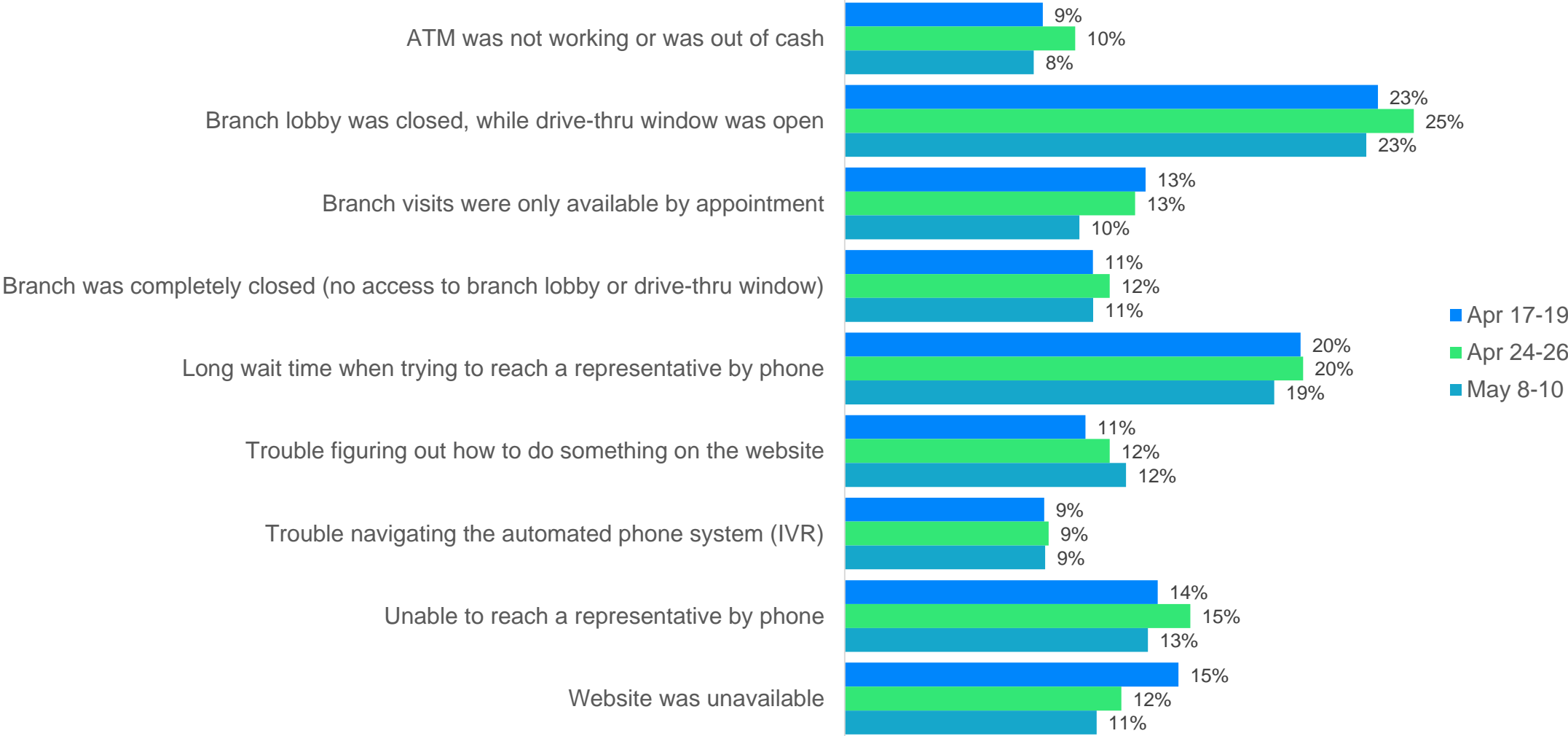
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# Since the coronavirus crisis began have you contacted your bank/lender to defer or postpone payment on a current loan, mortgage or credit card?



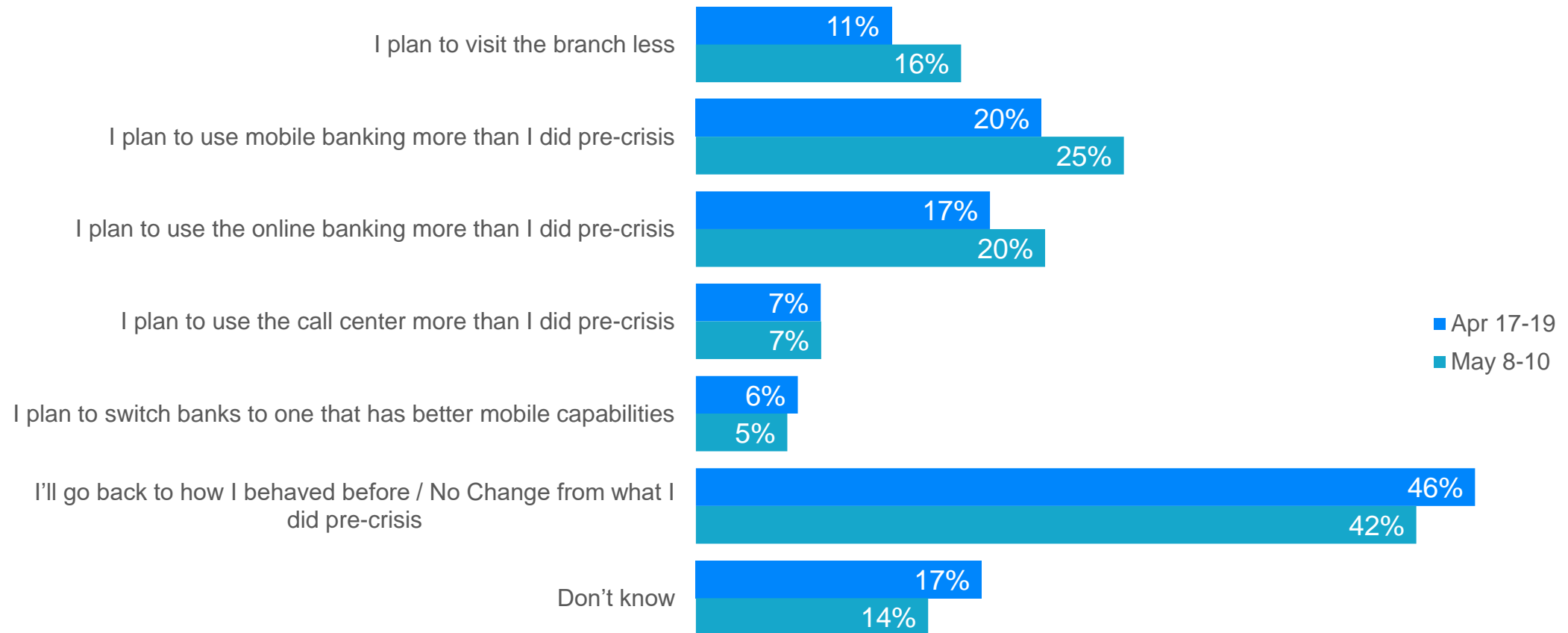
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# Which of the following have you recently experienced with a financial institution?



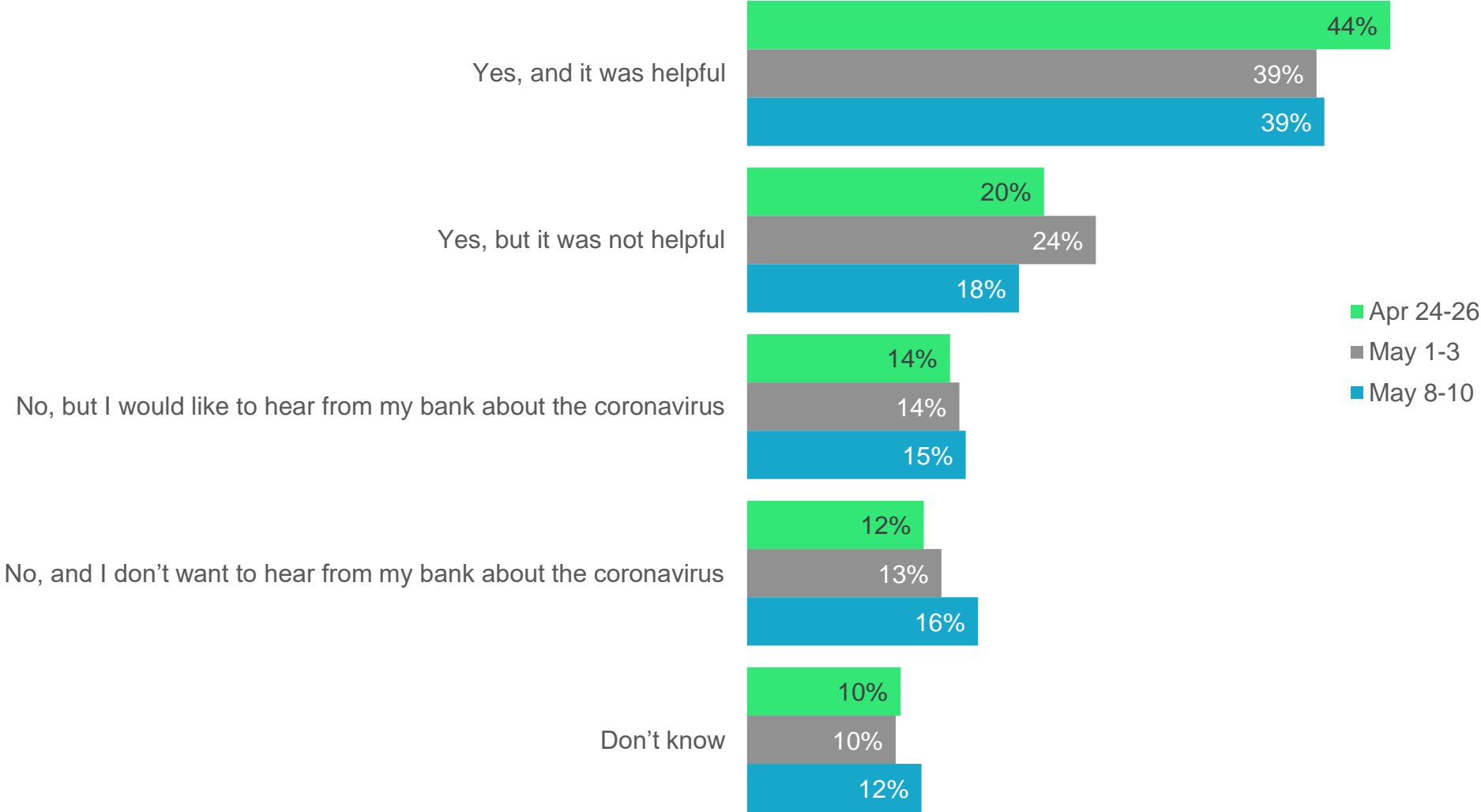
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# After the coronavirus crisis is over and it is safe to have in-person interactions, what are your plans for interacting with your banks or financial services providers?



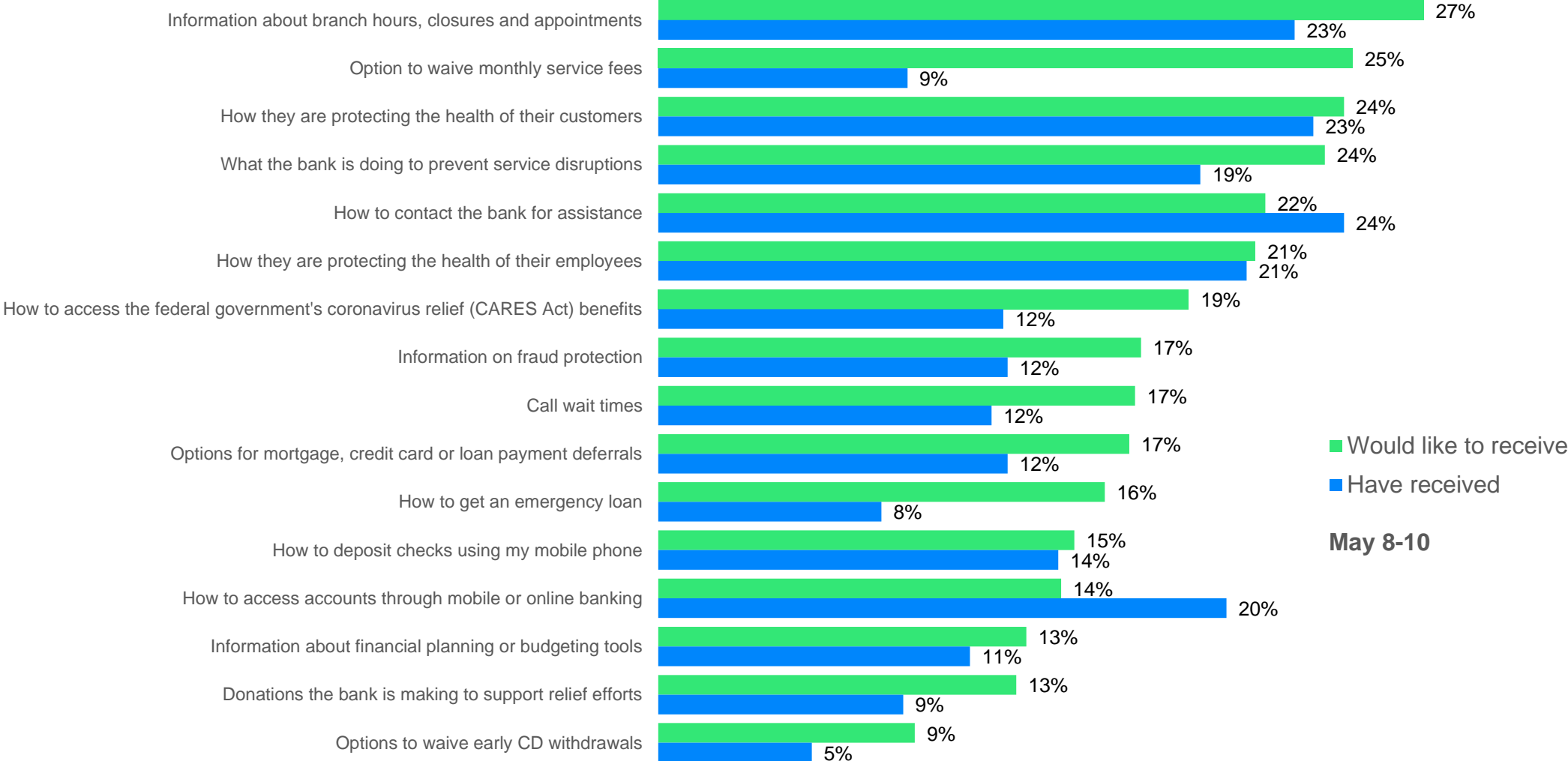
# Primary Bank

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



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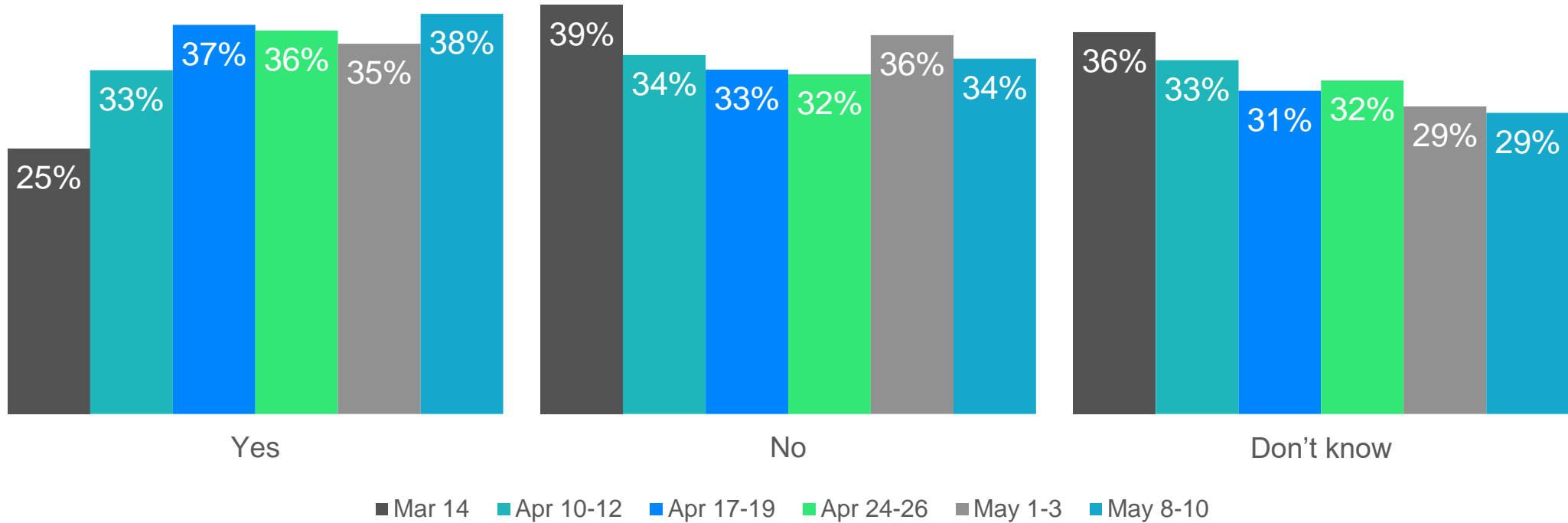
# What information about the coronavirus crisis would you like/have received from your primary bank?



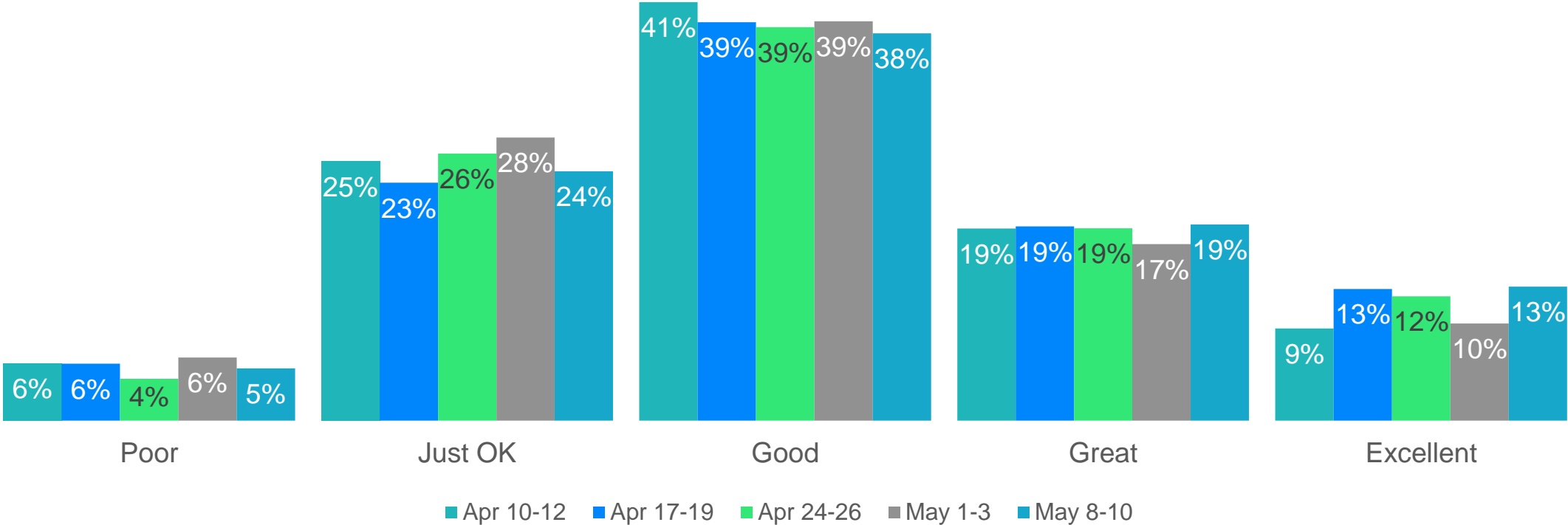
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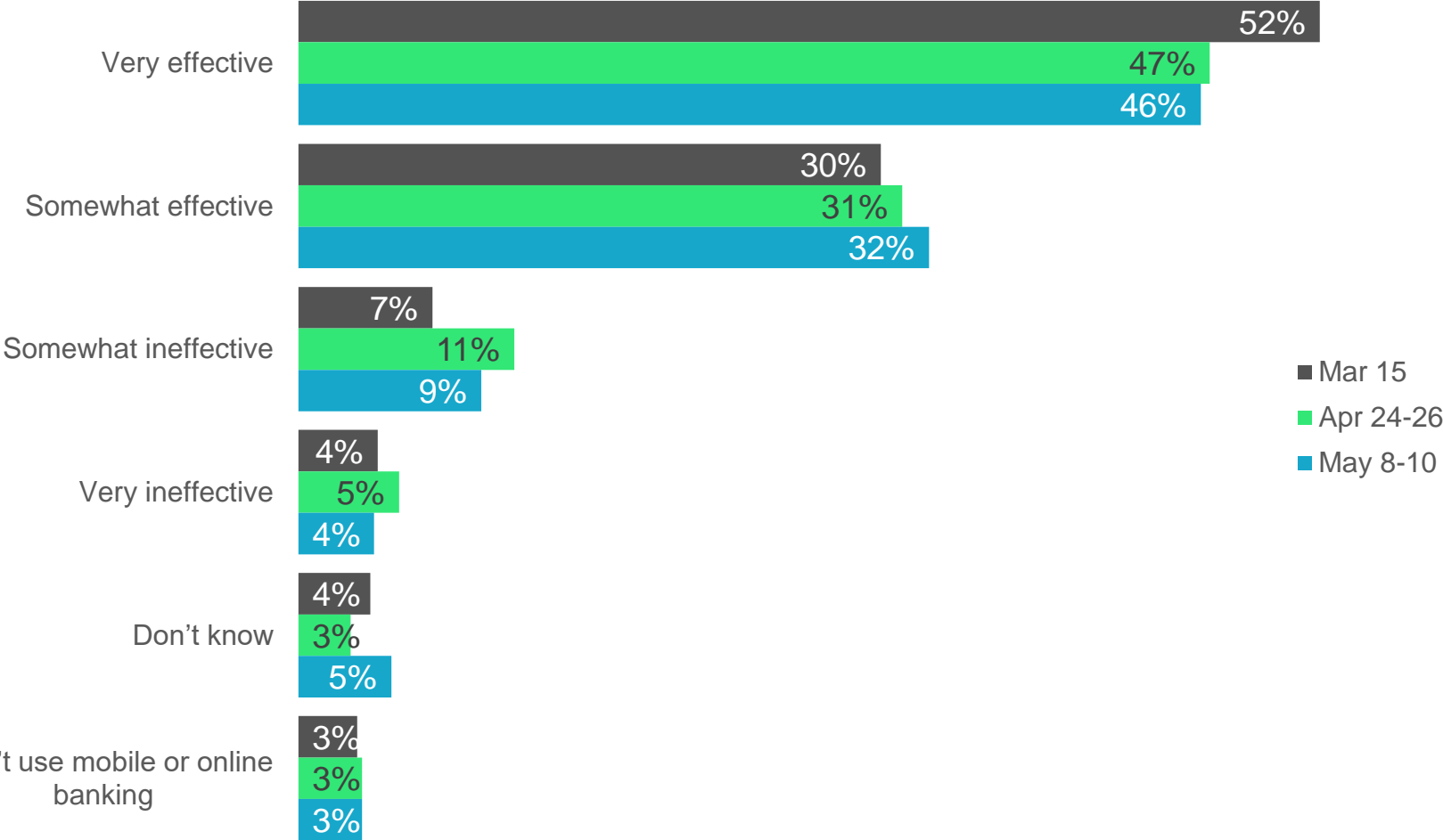
# Has your primary bank shown concern for your personal financial situation during the coronavirus crisis?



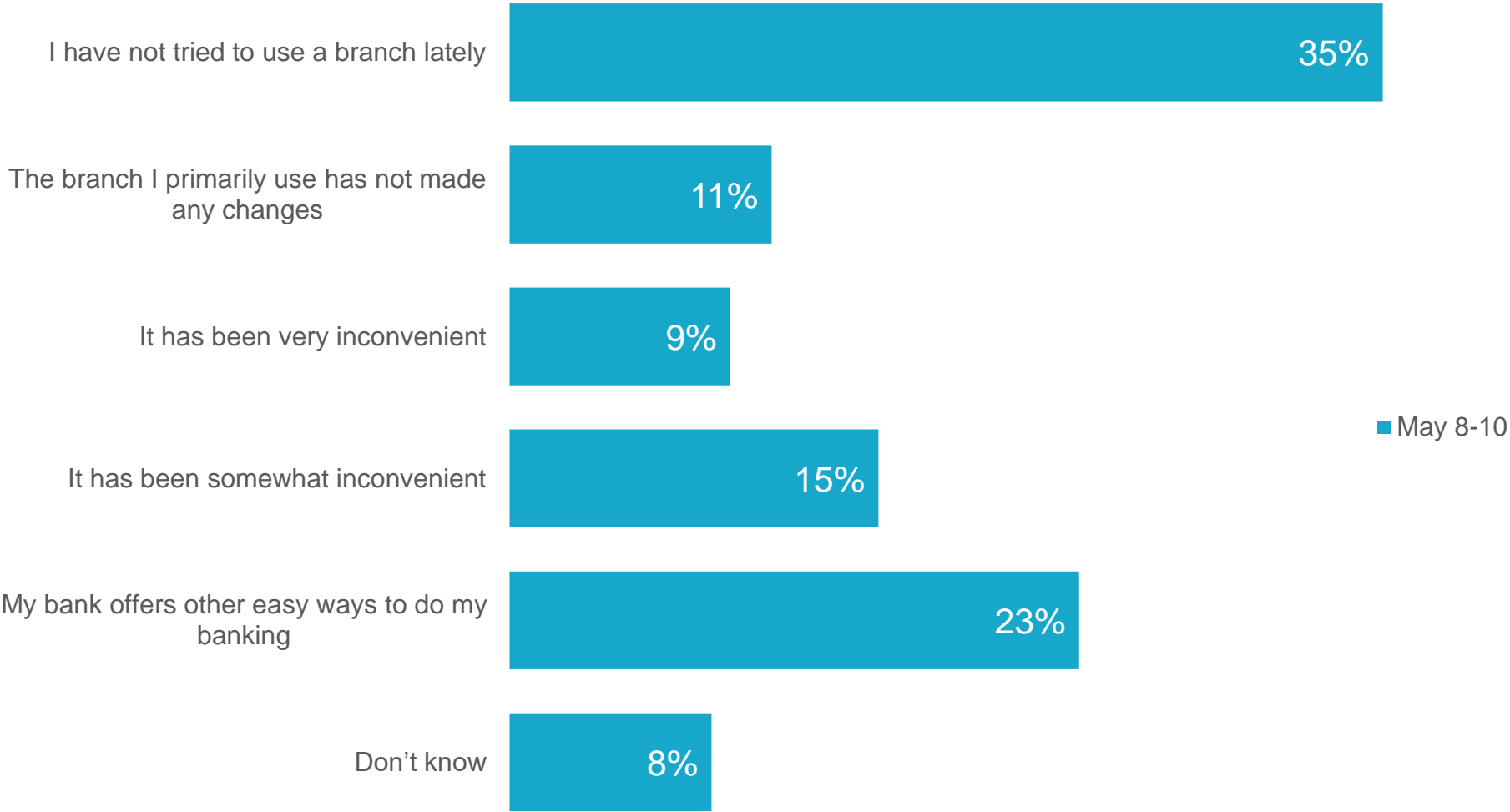
# Please rate your primary bank on how well it is supporting its customers during the coronavirus crisis.



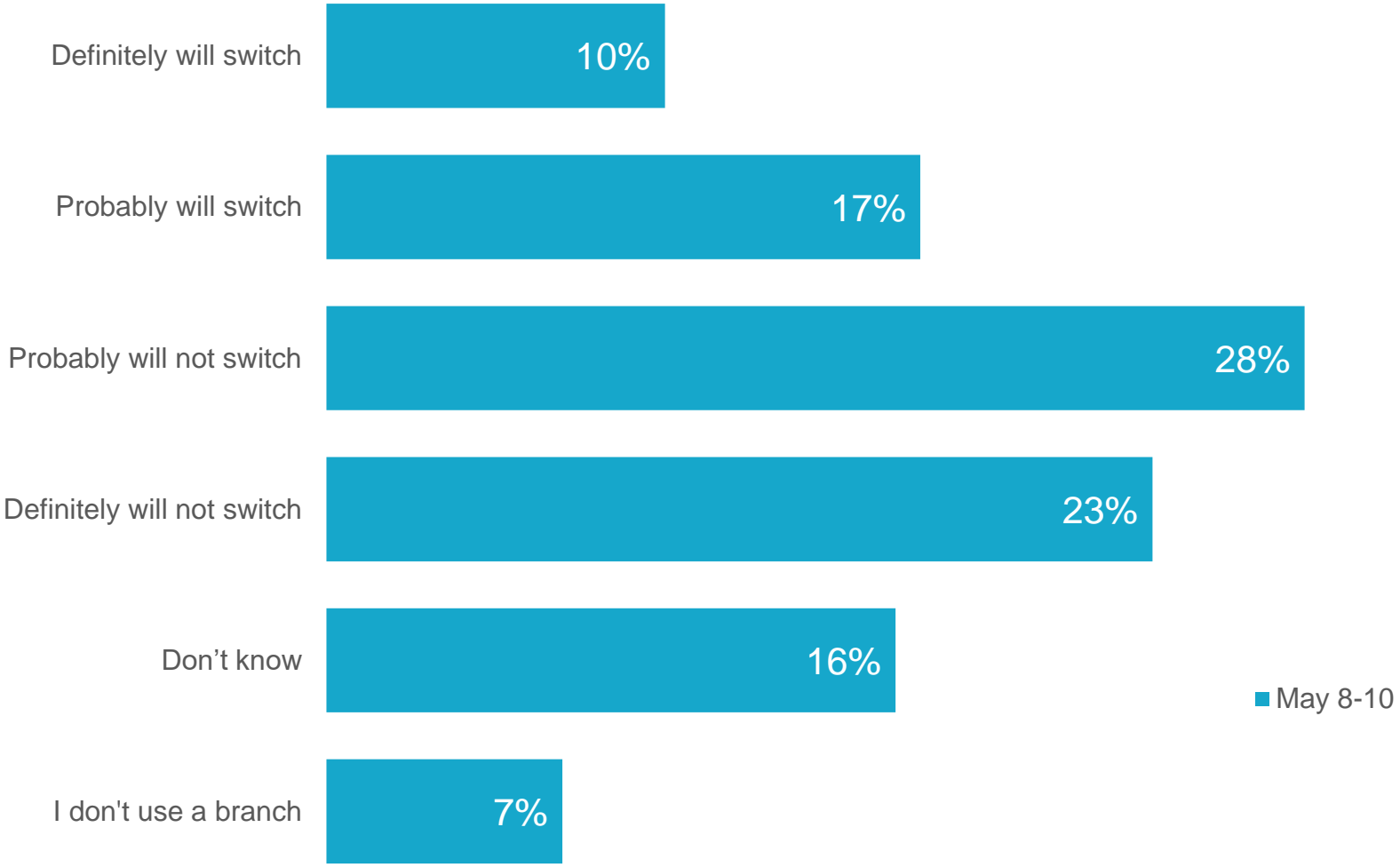
# How effective is your primary bank's mobile and online banking services at meeting your banking needs?



# Which statement best describes the impact changes to branch operations has had on your ability to conduct your banking activities with your primary bank?



# If your primary bank permanently closes the branch you use most often, how likely are you to switch banks?



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