



National Tracking Poll #200383
March 20-22, 2020

Crosstabulation Results

Methodology:

This poll was conducted between March 20-March 22, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table CMS20_1: Now on a different topic...In light of the coronavirus outbreak, do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?

People hugging

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate nor inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	5% (116)	6% (134)	25% (554)	20% (434)	35% (769)	9% (193)	2200
INAP hugging	— (0)	— (0)	— (0)	36% (434)	64% (769)	— (0)	1203
INAP kissing	1% (8)	2% (24)	6% (75)	29% (337)	62% (731)	1% (8)	1182
INAP hands	1% (8)	2% (26)	7% (91)	30% (376)	59% (745)	1% (17)	1263
INAP 6ft	1% (10)	3% (20)	8% (56)	26% (192)	61% (446)	2% (13)	737
AP video	7% (101)	7% (110)	17% (256)	23% (350)	43% (644)	2% (30)	1492
AP social	5% (73)	6% (95)	17% (263)	24% (365)	46% (699)	3% (39)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CMS20_2: Now on a different topic...In light of the coronavirus outbreak, do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?
 People kissing

Demographic	Very appropriate		Somewhat appropriate		Neither appropriate nor inappropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	4%	(95)	6%	(139)	26%	(578)	17%	(385)	36%	(798)	9%	(205)	2200
INAP hugging	—	(5)	2%	(20)	8%	(95)	26%	(310)	63%	(758)	1%	(15)	1203
INAP kissing	—	(0)	—	(0)	—	(0)	33%	(385)	67%	(798)	—	(0)	1182
INAP hands	1%	(8)	2%	(26)	10%	(129)	25%	(316)	60%	(759)	2%	(25)	1263
INAP 6ft	1%	(5)	2%	(14)	11%	(85)	25%	(181)	60%	(442)	1%	(10)	737
AP video	6%	(84)	7%	(110)	19%	(283)	21%	(316)	44%	(659)	3%	(40)	1492
AP social	4%	(64)	7%	(103)	19%	(289)	21%	(315)	46%	(713)	3%	(50)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CMS20_3: Now on a different topic...In light of the coronavirus outbreak, do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?
People shaking hands

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate nor inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	6% (122)	5% (104)	23% (516)	19% (416)	38% (846)	9% (196)	2200
INAP hugging	1% (12)	1% (9)	4% (47)	28% (335)	65% (786)	1% (14)	1203
INAP kissing	1% (13)	2% (18)	5% (65)	26% (303)	65% (772)	1% (12)	1182
INAP hands	— (0)	— (0)	— (0)	33% (416)	67% (846)	— (0)	1263
INAP 6ft	1% (6)	1% (10)	4% (33)	25% (183)	67% (491)	2% (15)	737
AP video	6% (94)	5% (82)	16% (232)	23% (343)	47% (705)	2% (36)	1492
AP social	5% (78)	4% (69)	15% (229)	23% (350)	50% (768)	3% (41)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CMS20_4: Now on a different topic...In light of the coronavirus outbreak, do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?
 People standing less than 6 feet apart

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate nor inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	20% (437)	12% (272)	26% (567)	15% (332)	18% (404)	8% (187)	2200
INAP hugging	25% (300)	11% (129)	10% (120)	22% (268)	31% (370)	1% (16)	1203
INAP kissing	24% (279)	11% (133)	11% (135)	21% (253)	31% (370)	1% (13)	1182
INAP hands	24% (299)	11% (141)	11% (136)	23% (287)	31% (387)	1% (14)	1263
INAP 6ft	— (0)	— (0)	— (0)	45% (332)	55% (404)	— (0)	737
AP video	27% (401)	15% (225)	18% (268)	18% (261)	20% (305)	2% (31)	1492
AP social	26% (396)	15% (232)	17% (254)	18% (276)	22% (342)	2% (33)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CMS20_5: Now on a different topic...In light of the coronavirus outbreak, do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?
People participating in video calls

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate nor inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	46% (1008)	22% (484)	19% (416)	2% (33)	3% (56)	9% (203)	2200
INAP hugging	60% (718)	23% (277)	8% (102)	2% (24)	4% (47)	3% (35)	1203
INAP kissing	61% (715)	22% (259)	9% (109)	2% (23)	4% (42)	3% (33)	1182
INAP hands	60% (764)	23% (285)	8% (102)	2% (26)	4% (48)	3% (38)	1263
INAP 6ft	55% (407)	22% (159)	10% (77)	2% (18)	6% (46)	4% (30)	737
AP video	68% (1008)	32% (484)	— (0)	— (0)	— (0)	— (0)	1492
AP social	60% (923)	27% (414)	7% (105)	1% (21)	1% (21)	3% (48)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CMS20_6: Now on a different topic...In light of the coronavirus outbreak, do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?
 People practicing 'social distancing'

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate nor inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	48% (1060)	22% (474)	16% (347)	4% (86)	3% (70)	7% (164)	2200
INAP hugging	67% (803)	22% (261)	5% (55)	3% (35)	4% (44)	— (5)	1203
INAP kissing	65% (774)	21% (253)	5% (64)	3% (33)	4% (48)	1% (10)	1182
INAP hands	66% (834)	22% (283)	5% (59)	2% (31)	4% (48)	1% (7)	1263
INAP 6ft	64% (473)	20% (146)	4% (31)	5% (40)	6% (41)	1% (6)	737
AP video	65% (965)	25% (373)	5% (79)	2% (37)	2% (23)	1% (14)	1492
AP social	69% (1060)	31% (474)	— (0)	— (0)	— (0)	— (0)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CMS21_1: And in light of the coronavirus, if you saw an advertisement for a brand that showed the following, would you be more or less likely to purchase their product or service?

People hugging

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	3%	(57)	3%	(67)	47%	(1036)	12%	(257)	24%	(535)	11%	(247)	2200
INAP hugging	1%	(14)	1%	(11)	35%	(417)	18%	(212)	40%	(486)	5%	(63)	1203
INAP kissing	1%	(15)	1%	(18)	34%	(406)	17%	(197)	41%	(485)	5%	(62)	1182
INAP hands	1%	(15)	1%	(17)	36%	(459)	17%	(208)	39%	(493)	6%	(70)	1263
INAP 6ft	1%	(8)	2%	(14)	34%	(252)	20%	(146)	38%	(279)	5%	(37)	737
AP video	3%	(48)	4%	(54)	46%	(681)	13%	(197)	29%	(426)	6%	(85)	1492
AP social	3%	(42)	3%	(42)	44%	(667)	14%	(208)	31%	(474)	7%	(101)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CMS21_2: *And in light of the coronavirus, if you saw an advertisement for a brand that showed the following, would you be more or less likely to purchase their product or service?**People kissing*

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	2%	(48)	2%	(54)	47%	(1034)	11%	(247)	25%	(557)	12%	(260)	2200
INAP hugging	1%	(8)	1%	(13)	34%	(409)	17%	(201)	41%	(498)	6%	(74)	1203
INAP kissing	1%	(10)	1%	(12)	33%	(388)	17%	(205)	42%	(497)	6%	(71)	1182
INAP hands	1%	(7)	1%	(11)	36%	(454)	17%	(209)	40%	(500)	6%	(81)	1263
INAP 6ft	1%	(6)	1%	(10)	35%	(259)	18%	(132)	40%	(292)	5%	(38)	737
AP video	3%	(41)	3%	(41)	46%	(683)	13%	(193)	29%	(439)	6%	(95)	1492
AP social	2%	(35)	2%	(33)	44%	(677)	13%	(203)	31%	(476)	7%	(110)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CMS21_3: *And in light of the coronavirus, if you saw an advertisement for a brand that showed the following, would you be more or less likely to purchase their product or service?*
People shaking hands

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	2%	(52)	3%	(62)	47%	(1027)	12%	(259)	25%	(555)	11%	(245)	2200
INAP hugging	1%	(9)	2%	(21)	34%	(412)	17%	(204)	41%	(495)	5%	(62)	1203
INAP kissing	1%	(10)	2%	(20)	35%	(414)	17%	(196)	41%	(484)	5%	(60)	1182
INAP hands	1%	(12)	2%	(24)	34%	(434)	17%	(219)	40%	(507)	5%	(67)	1263
INAP 6ft	1%	(8)	3%	(19)	34%	(254)	17%	(126)	40%	(293)	5%	(37)	737
AP video	3%	(40)	3%	(52)	44%	(663)	14%	(213)	30%	(443)	5%	(81)	1492
AP social	2%	(35)	3%	(48)	42%	(649)	14%	(222)	31%	(480)	7%	(100)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CMS21_4: *And in light of the coronavirus, if you saw an advertisement for a brand that showed the following, would you be more or less likely to purchase their product or service?**People standing less than 6 feet apart*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (232)	9% (189)	48% (1051)	9% (196)	14% (298)	11% (235)	2200
INAP hugging	13% (159)	10% (115)	37% (450)	13% (158)	22% (262)	5% (58)	1203
INAP kissing	13% (157)	10% (113)	39% (455)	13% (153)	21% (250)	5% (54)	1182
INAP hands	13% (166)	10% (123)	39% (488)	13% (161)	21% (259)	5% (66)	1263
INAP 6ft	5% (37)	5% (35)	39% (288)	17% (124)	30% (219)	5% (33)	737
AP video	14% (206)	11% (160)	46% (679)	10% (151)	15% (221)	5% (74)	1492
AP social	14% (208)	10% (157)	44% (677)	11% (162)	16% (240)	6% (91)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CMS21_5: *And in light of the coronavirus, if you saw an advertisement for a brand that showed the following, would you be more or less likely to purchase their product or service?*
People participating in video calls

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	20% (441)	15% (327)	48% (1054)	2% (54)	4% (77)	11% (247)	2200
INAP hugging	29% (355)	18% (217)	39% (467)	2% (29)	5% (64)	6% (71)	1203
INAP kissing	29% (347)	18% (210)	39% (465)	3% (35)	5% (65)	5% (62)	1182
INAP hands	29% (371)	18% (231)	38% (483)	3% (37)	5% (67)	6% (74)	1263
INAP 6ft	27% (199)	17% (127)	41% (302)	3% (21)	6% (41)	6% (46)	737
AP video	28% (422)	19% (282)	44% (653)	1% (22)	2% (36)	5% (76)	1492
AP social	27% (416)	19% (288)	43% (660)	2% (25)	3% (44)	7% (101)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table CMS21_6: *And in light of the coronavirus, if you saw an advertisement for a brand that showed the following, would you be more or less likely to purchase their product or service?**People practicing 'social distancing'*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (476)	17% (364)	45% (983)	3% (56)	5% (102)	10% (218)	2200
INAP hugging	32% (389)	21% (255)	35% (420)	2% (20)	5% (65)	4% (54)	1203
INAP kissing	32% (374)	21% (248)	35% (415)	2% (27)	6% (71)	4% (48)	1182
INAP hands	32% (402)	20% (256)	36% (449)	2% (25)	5% (68)	5% (64)	1263
INAP 6ft	31% (226)	21% (157)	35% (256)	3% (20)	6% (45)	5% (33)	737
AP video	28% (420)	21% (308)	41% (616)	2% (29)	4% (55)	4% (63)	1492
AP social	29% (448)	22% (331)	40% (615)	1% (13)	3% (49)	5% (78)	1534

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
CMSdem13	INAP hugging	1203	55%
CMSdem14	INAP kissing	1182	54%
CMSdem15	INAP hands	1263	57%
CMSdem16	INAP 6ft	737	33%
CMSdem17	AP video	1492	68%
CMSdem18	AP social	1534	70%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.



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