

A stack of coins is shown in the background, with a glowing blue network overlay consisting of lines and nodes connecting various points. The overall color scheme is blue and white.

# J.D. POWER

---

## Financial Services COVID-19 Pulse Survey

May 15-17, 2020 Update

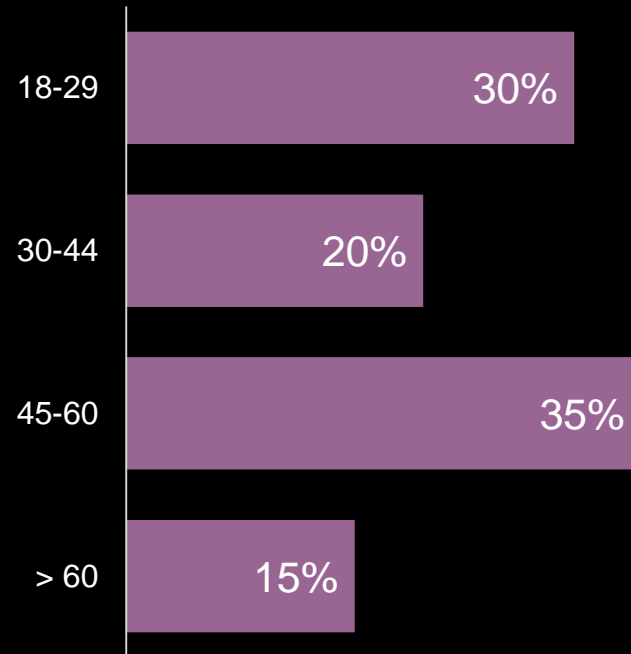
Jim Miller – Vice President, Banking and Payments Intelligence  
[James.Miller@jdpa.com](mailto:James.Miller@jdpa.com)

May 18, 2020

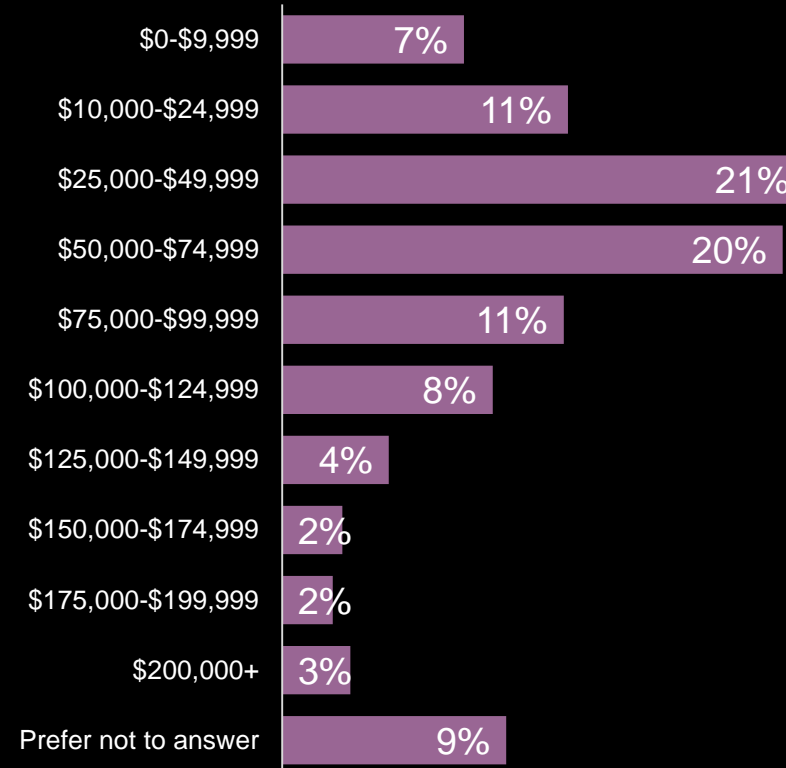
# Survey Methodology

- Surveys were conducted online among U.S. consumers aged 18 and older
- May 15-17: n=1,854 (35% male, 65% female)

**Distribution by Age**

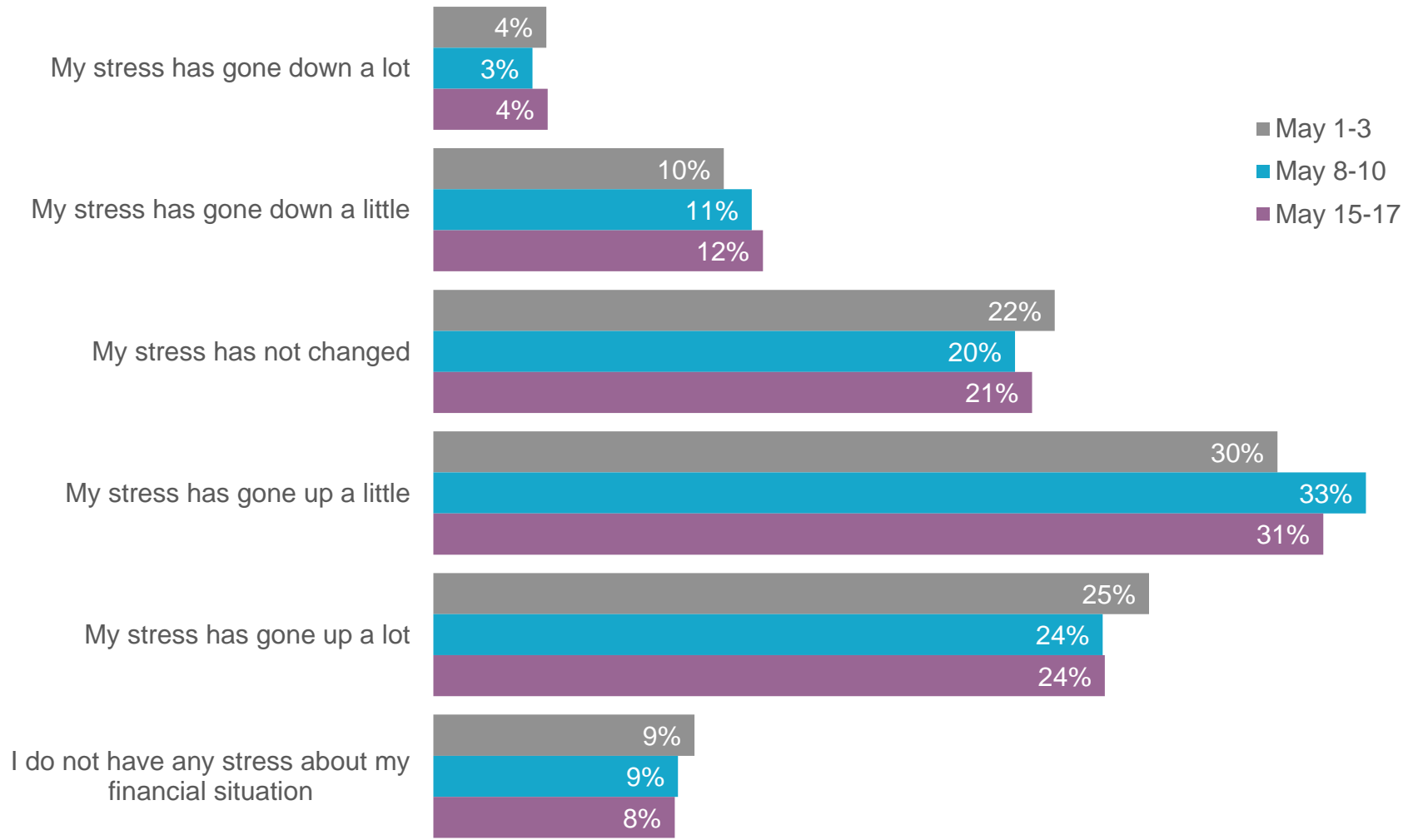


**Distribution by Income**



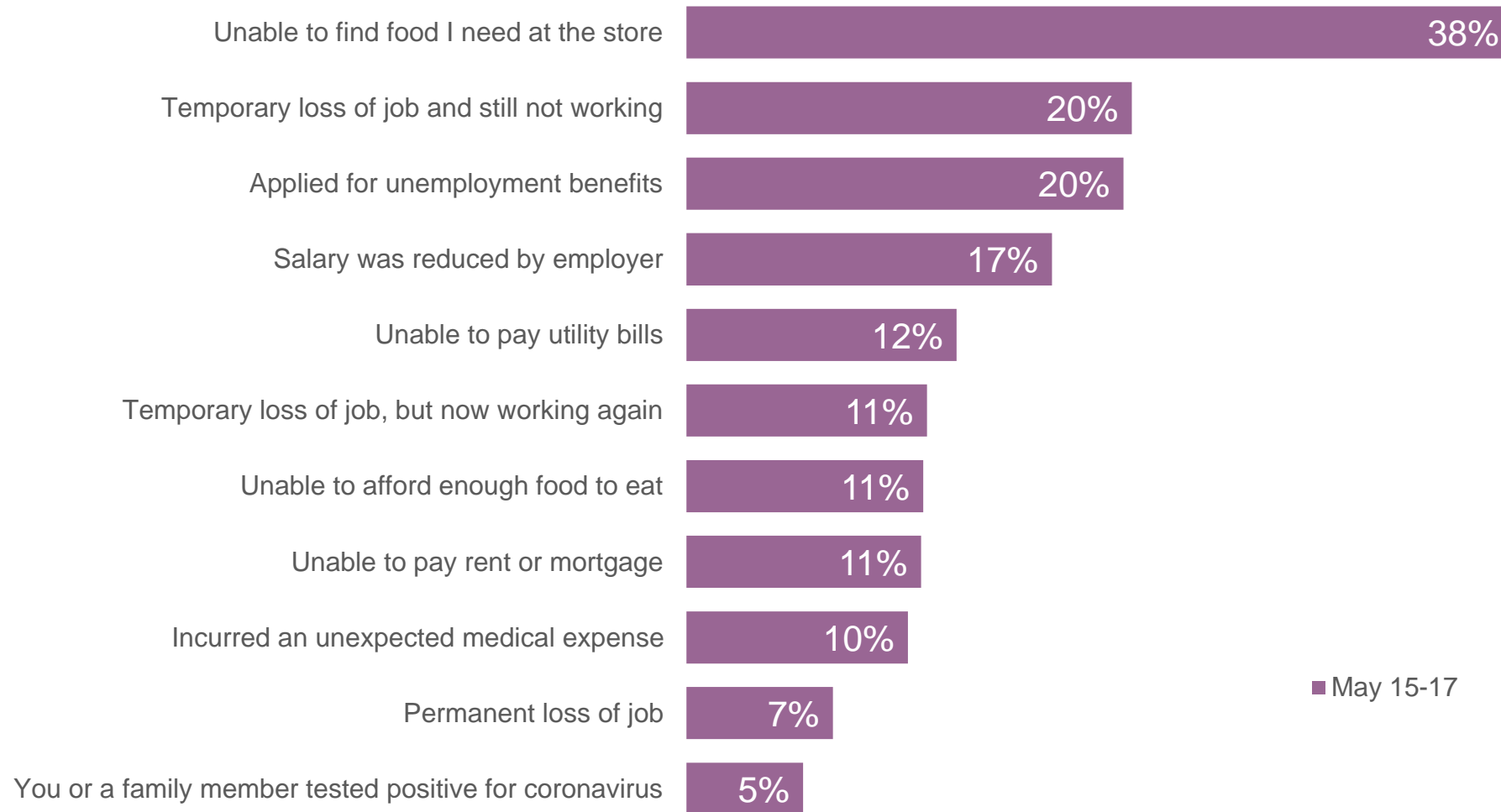
# General Perceptions of U.S. Adults

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

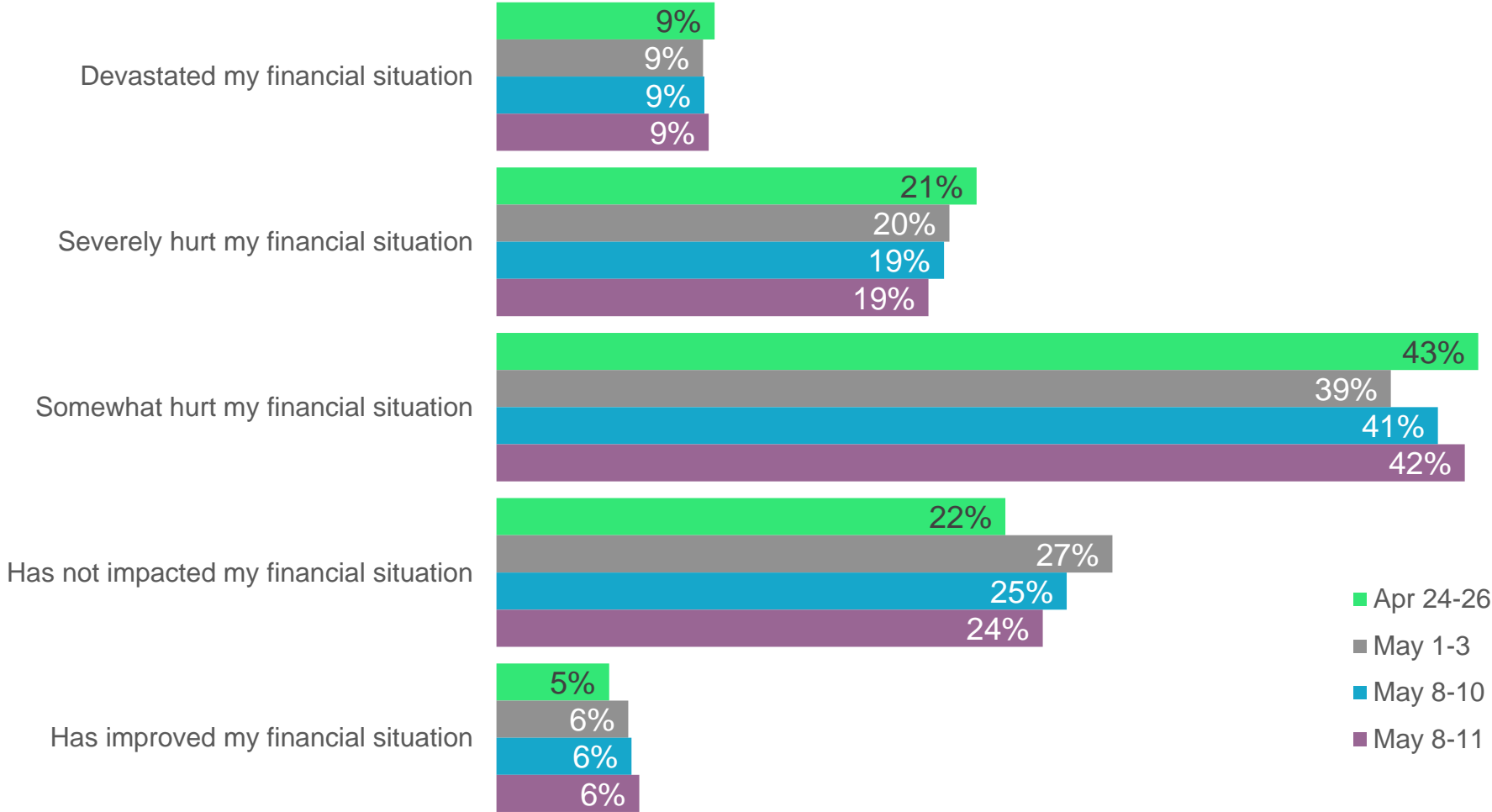


© 2020 J.D. Power. All Rights Reserved. Charts, graphs, data and insights extracted from this publication must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power Financial Services Covid-19 Pulse Survey<sup>SM</sup> as the source. No advertising or other promotional use can be made of the information in this publication or J.D. Power study results without the express prior written consent of J.D. Power.

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

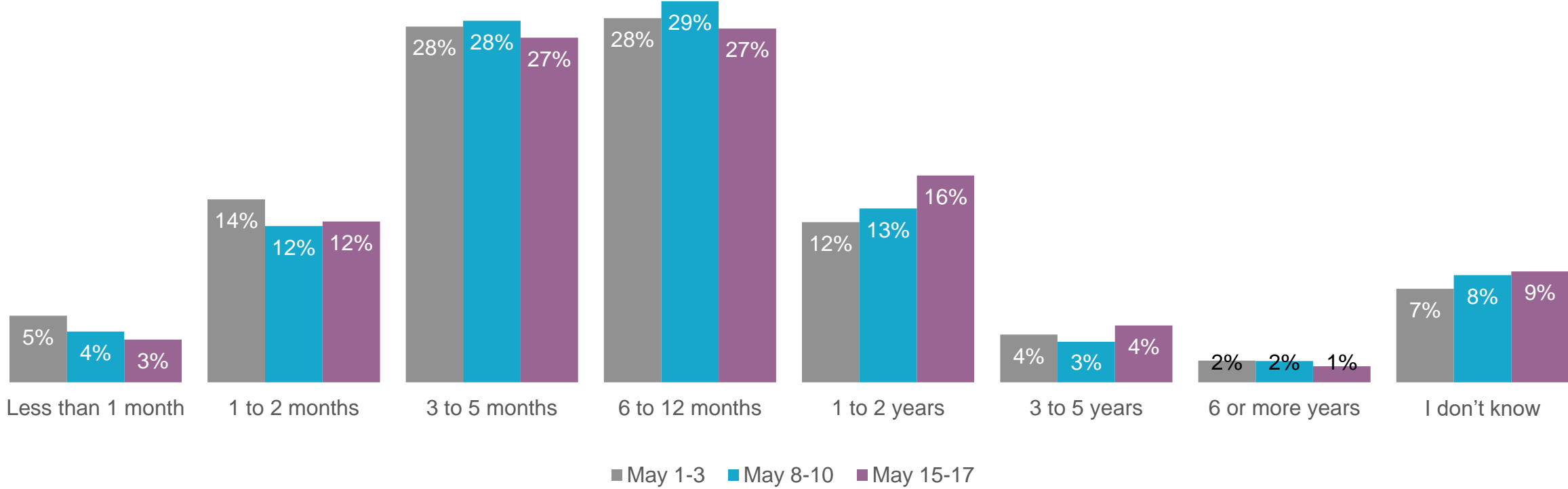


# How has the coronavirus crisis impacted your personal financial situation?



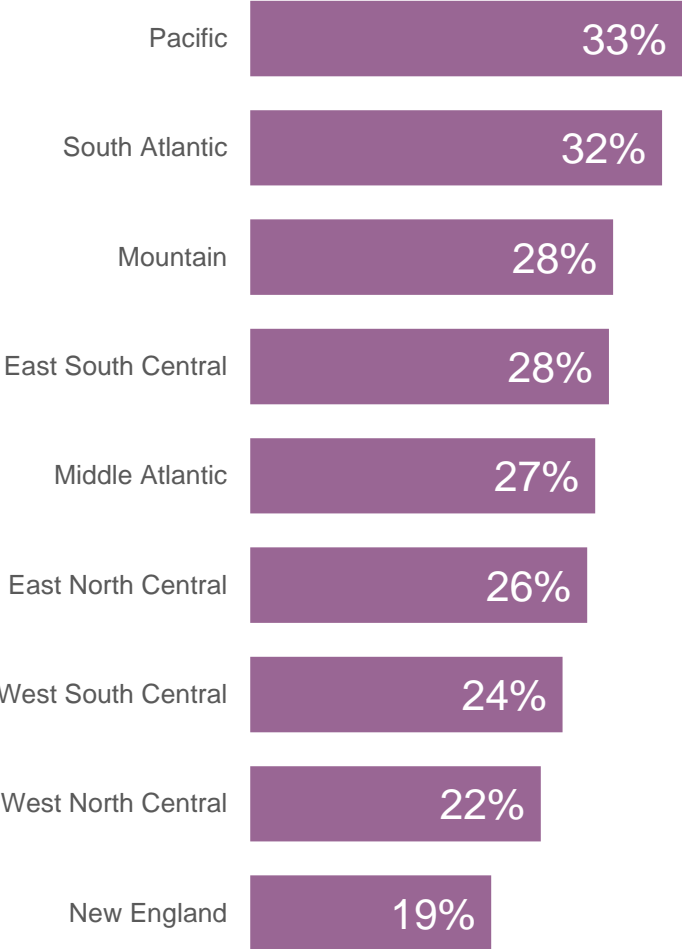
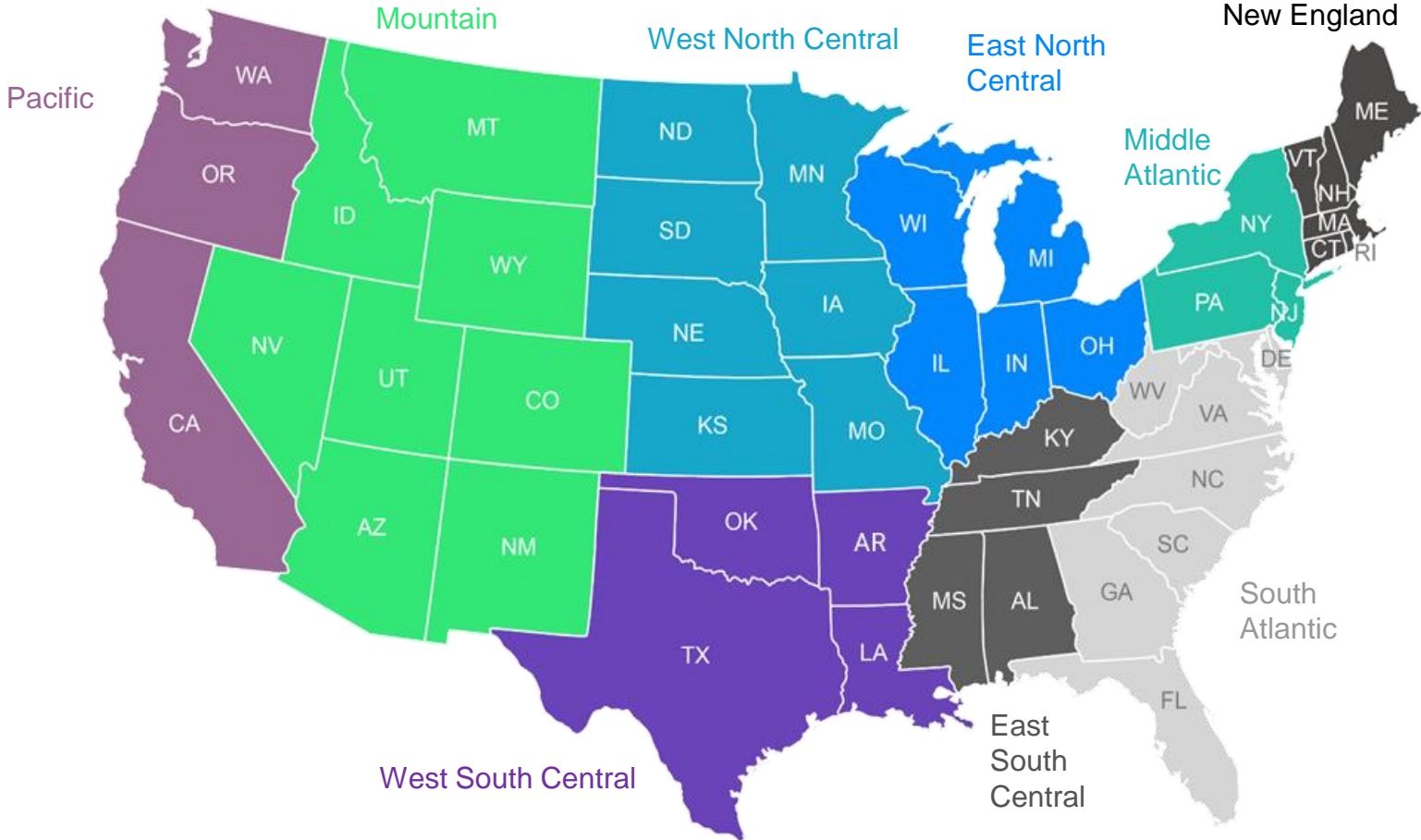
© 2020 J.D. Power. All Rights Reserved. Charts, graphs, data and insights extracted from this publication must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power Financial Services Covid-19 Pulse Survey<sup>SM</sup> as the source. No advertising or other promotional use can be made of the information in this publication or J.D. Power study results without the express prior written consent of J.D. Power.

# 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



■ May 15-17

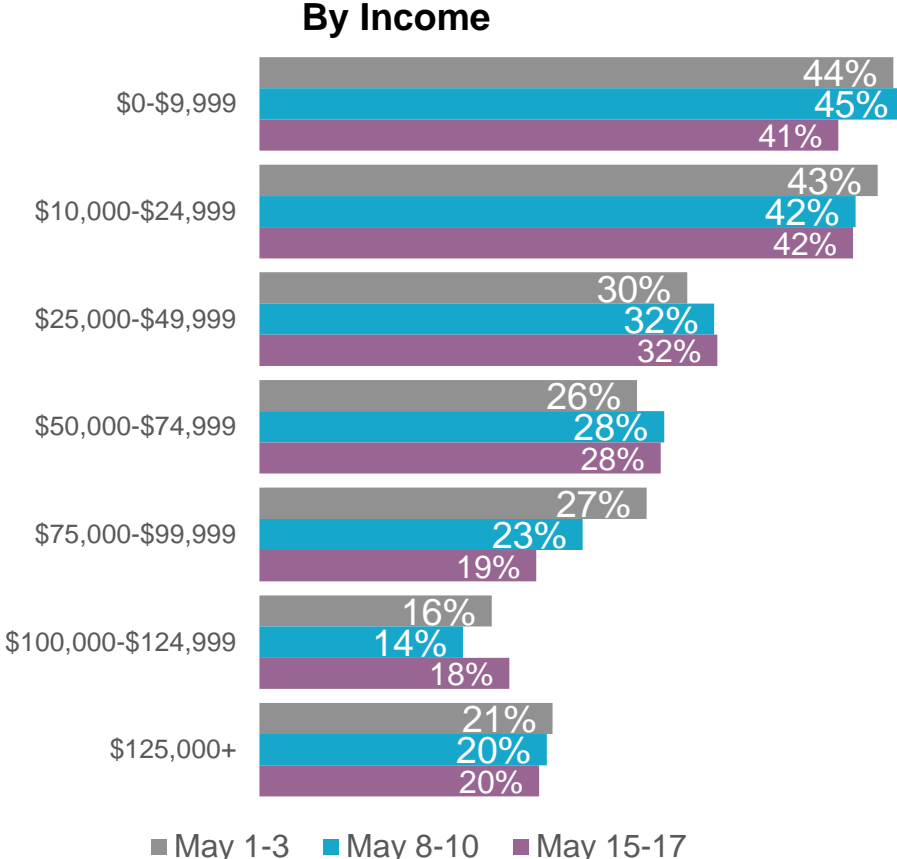
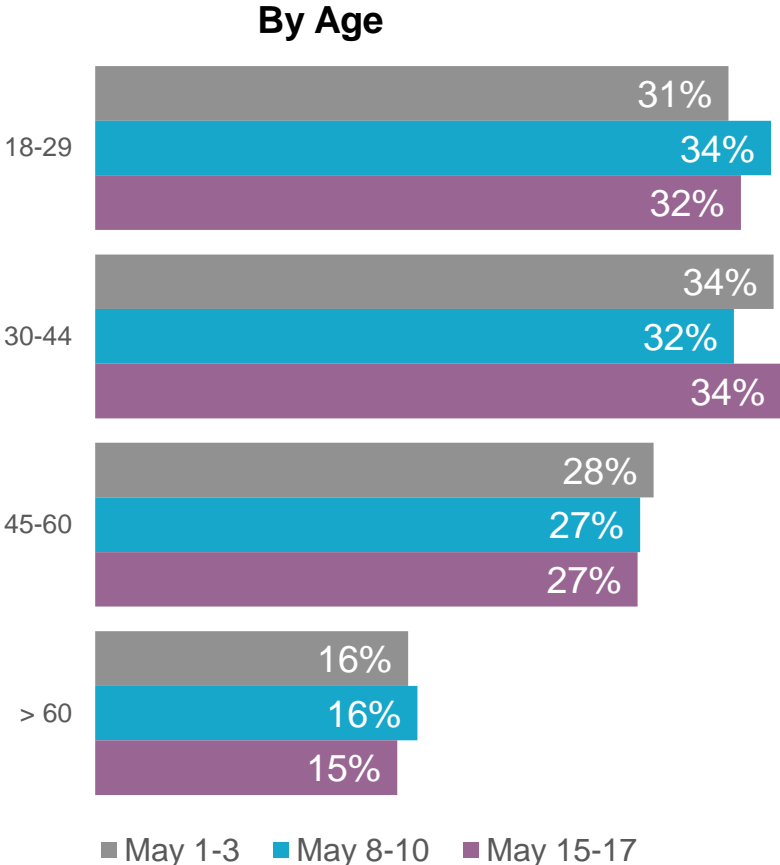
New England: n=81, East South Central: n=98

© 2020 J.D. Power. All Rights Reserved. Charts, graphs, data and insights extracted from this publication must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power Financial Services Covid-19 Pulse Survey<sup>SM</sup> as the source. No advertising or other promotional use can be made of the information in this publication or J.D. Power study results without the express prior written consent of J.D. Power.



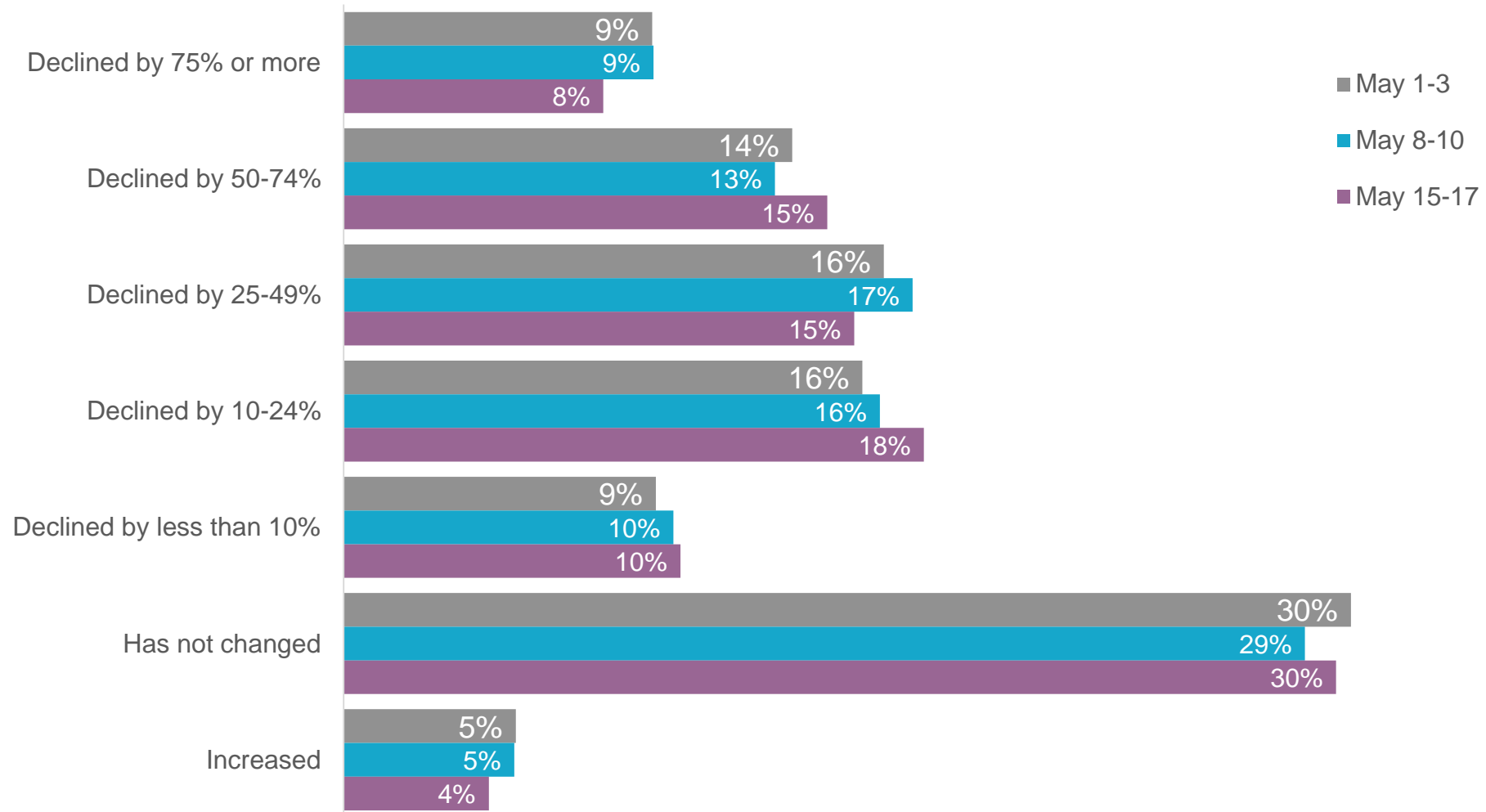
# How has the coronavirus crisis impacted your personal financial situation?

## % Devastated and Severely Hurt



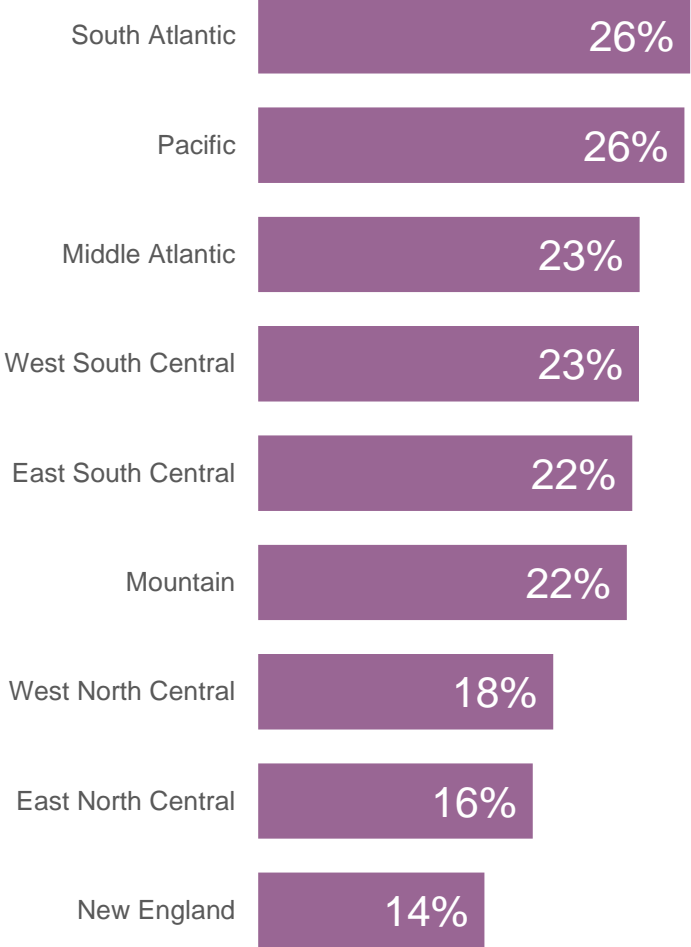
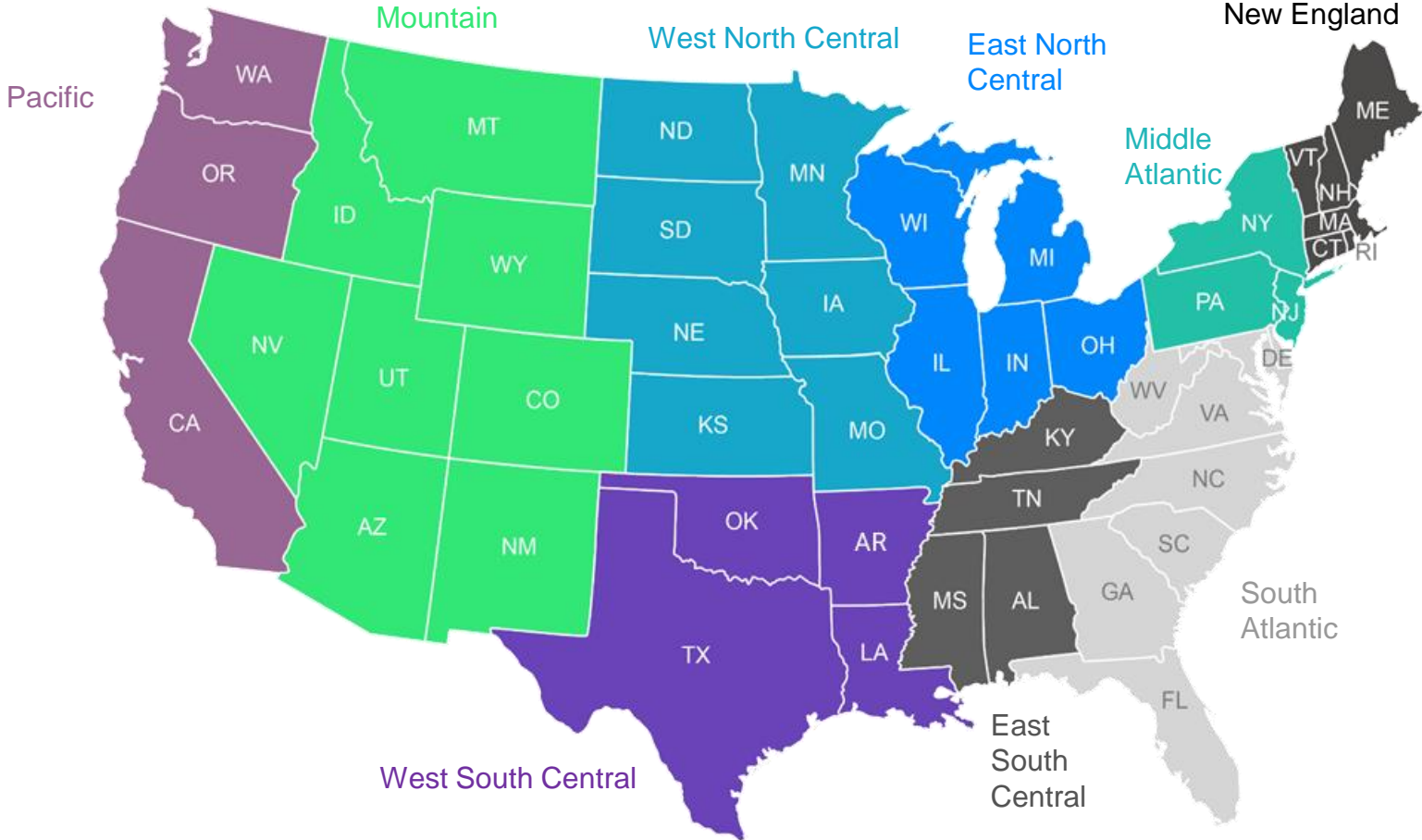
© 2020 J.D. Power. All Rights Reserved. Charts, graphs, data and insights extracted from this publication must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power Financial Services Covid-19 Pulse Survey<sup>SM</sup> as the source. No advertising or other promotional use can be made of the information in this publication or J.D. Power study results without the express prior written consent of J.D. Power.

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



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

% Declined by 50% or More



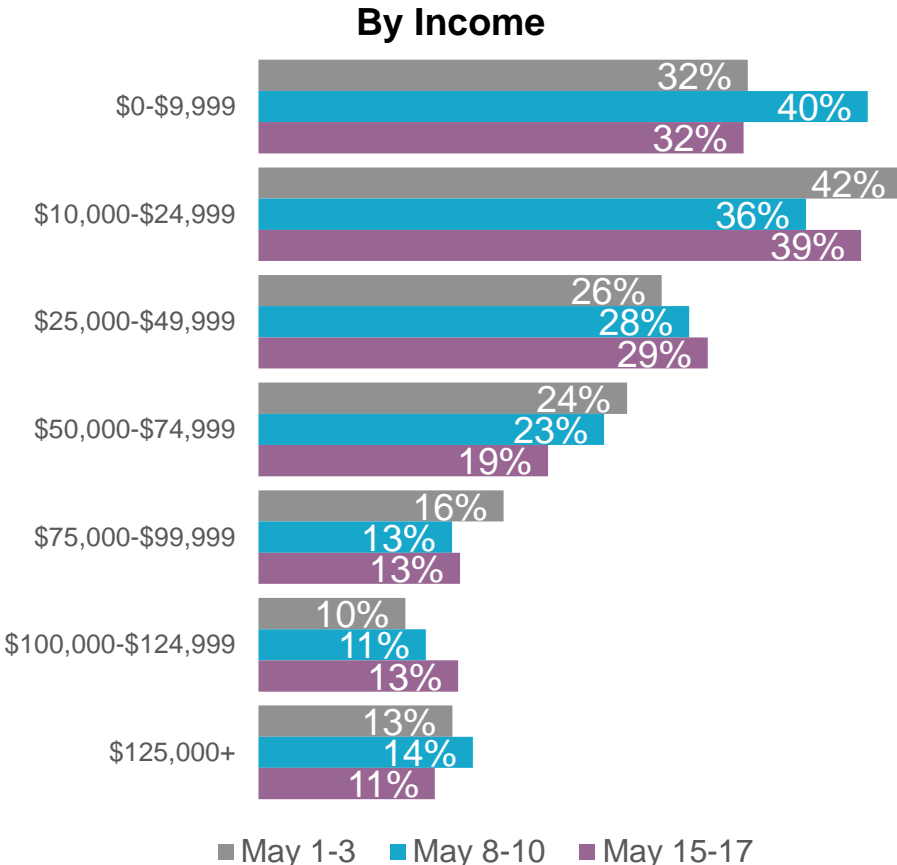
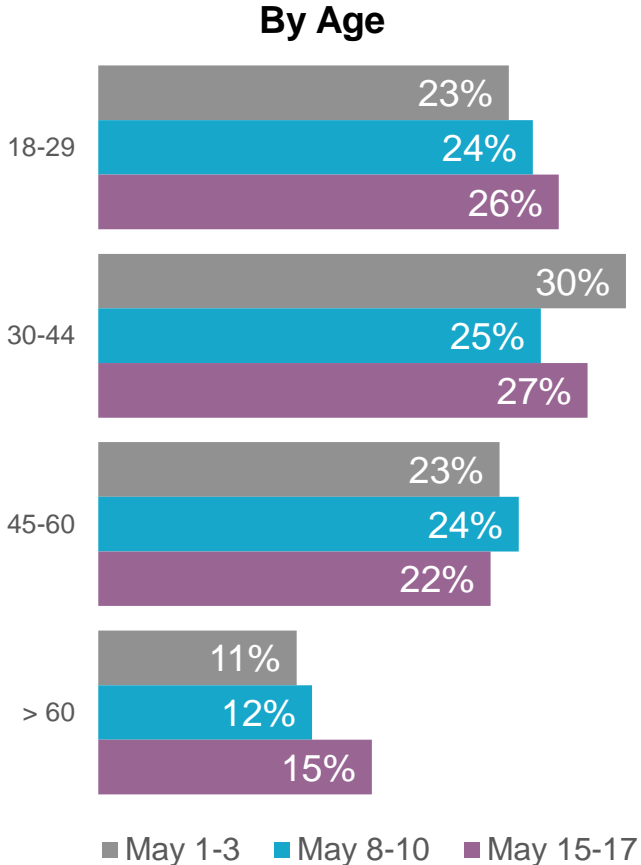
■ May 15-17

New England: n=81, East South Central: n=98

© 2020 J.D. Power. All Rights Reserved. Charts, graphs, data and insights extracted from this publication must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power Financial Services Covid-19 Pulse Survey<sup>SM</sup> as the source. No advertising or other promotional use can be made of the information in this publication or J.D. Power study results without the express prior written consent of J.D. Power.

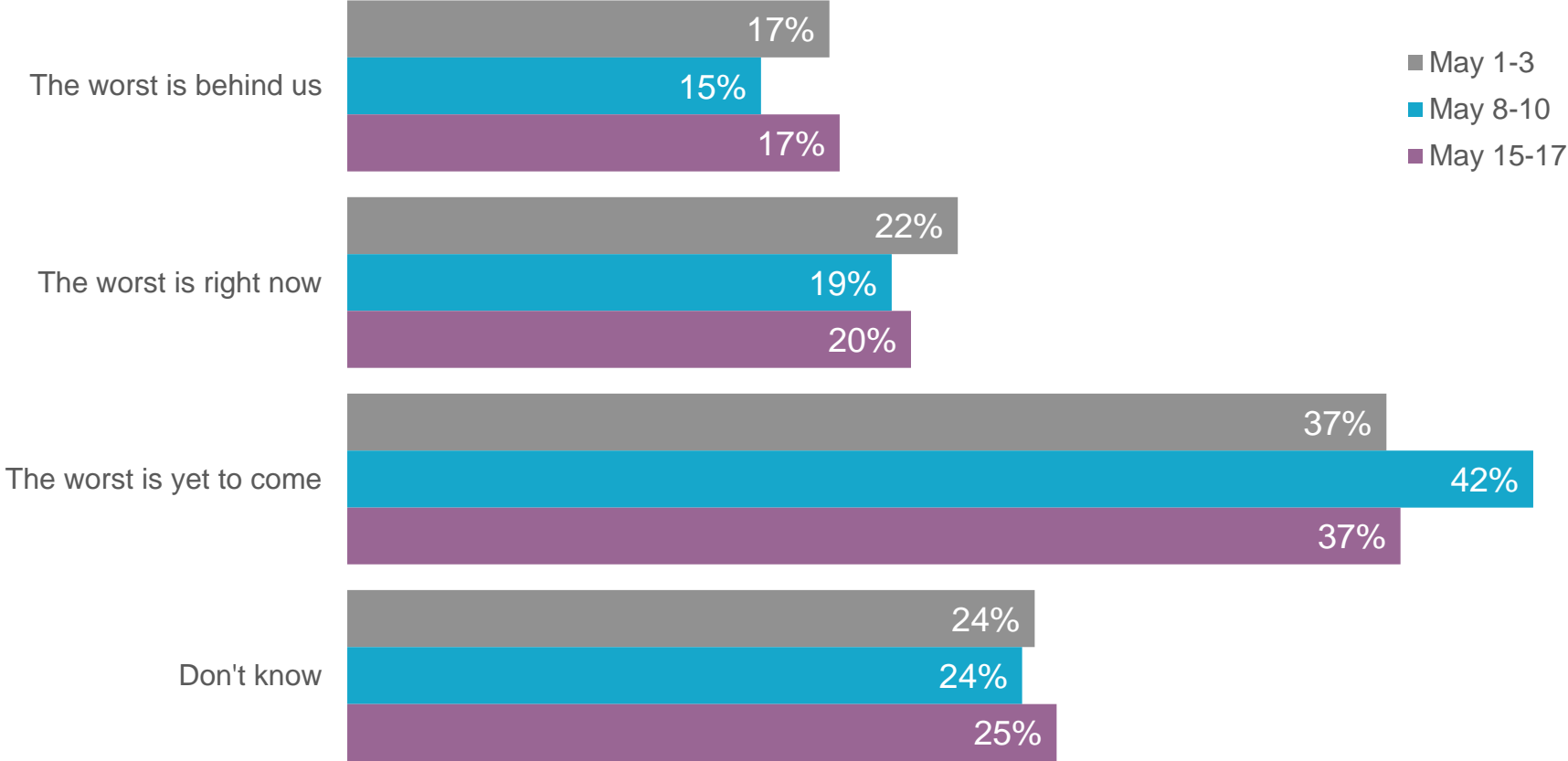
# How has your family's income changed since the coronavirus crisis began?

% Declined by 50% or More

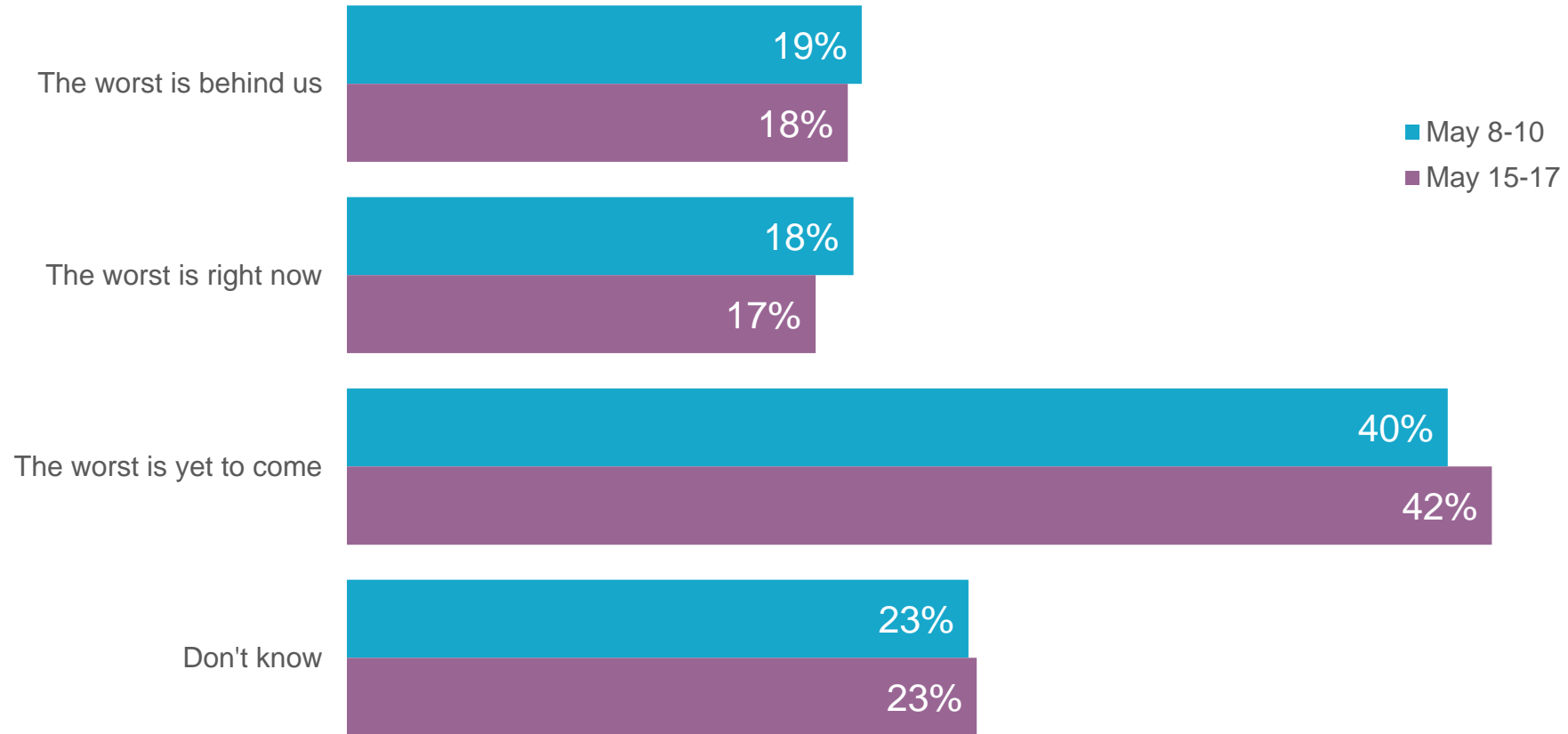


© 2020 J.D. Power. All Rights Reserved. Charts, graphs, data and insights extracted from this publication must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power Financial Services Covid-19 Pulse Survey<sup>SM</sup> as the source. No advertising or other promotional use can be made of the information in this publication or J.D. Power study results without the express prior written consent of J.D. Power.

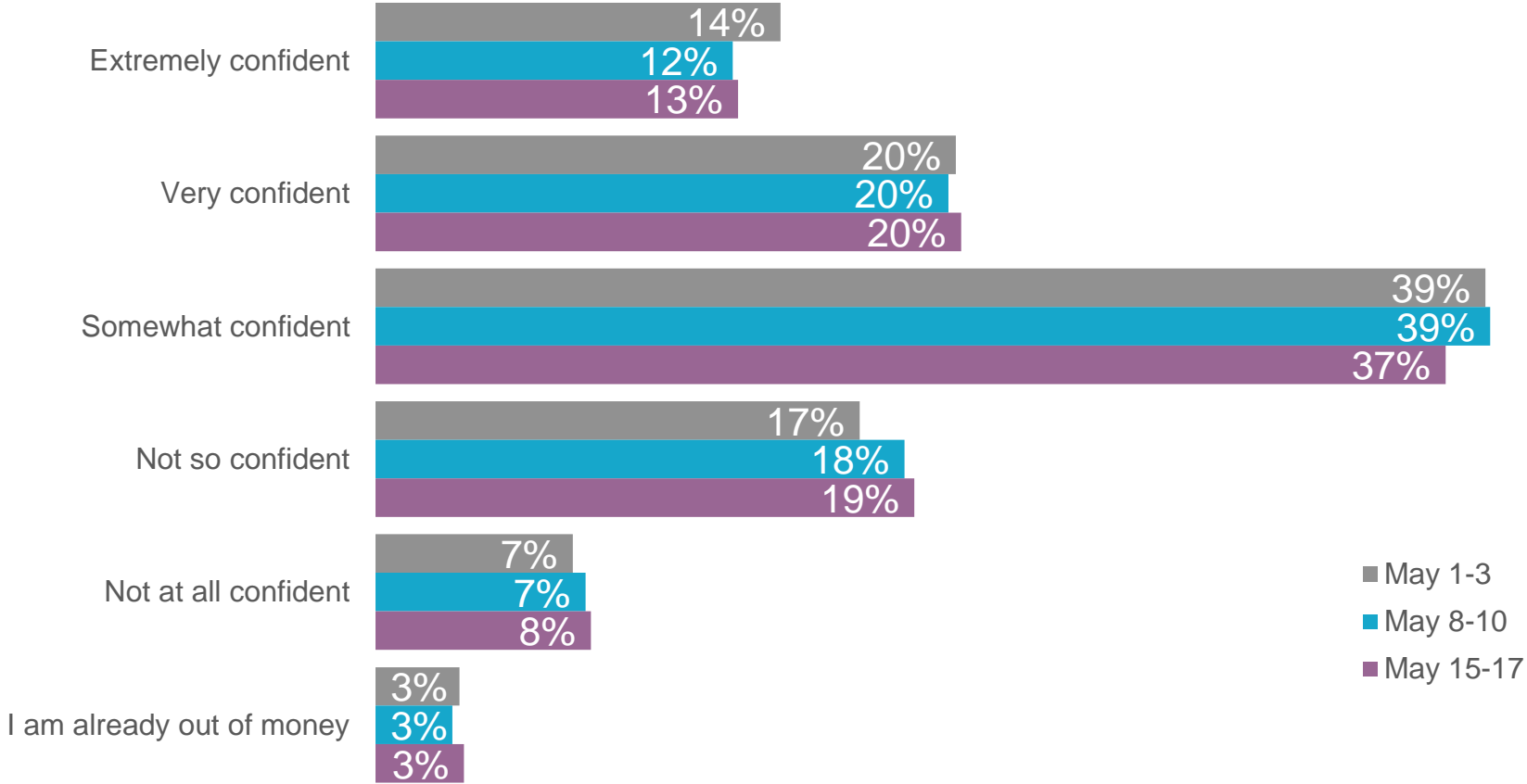
# Which statement comes closest to your view about the impact of the coronavirus crisis on your personal finances?



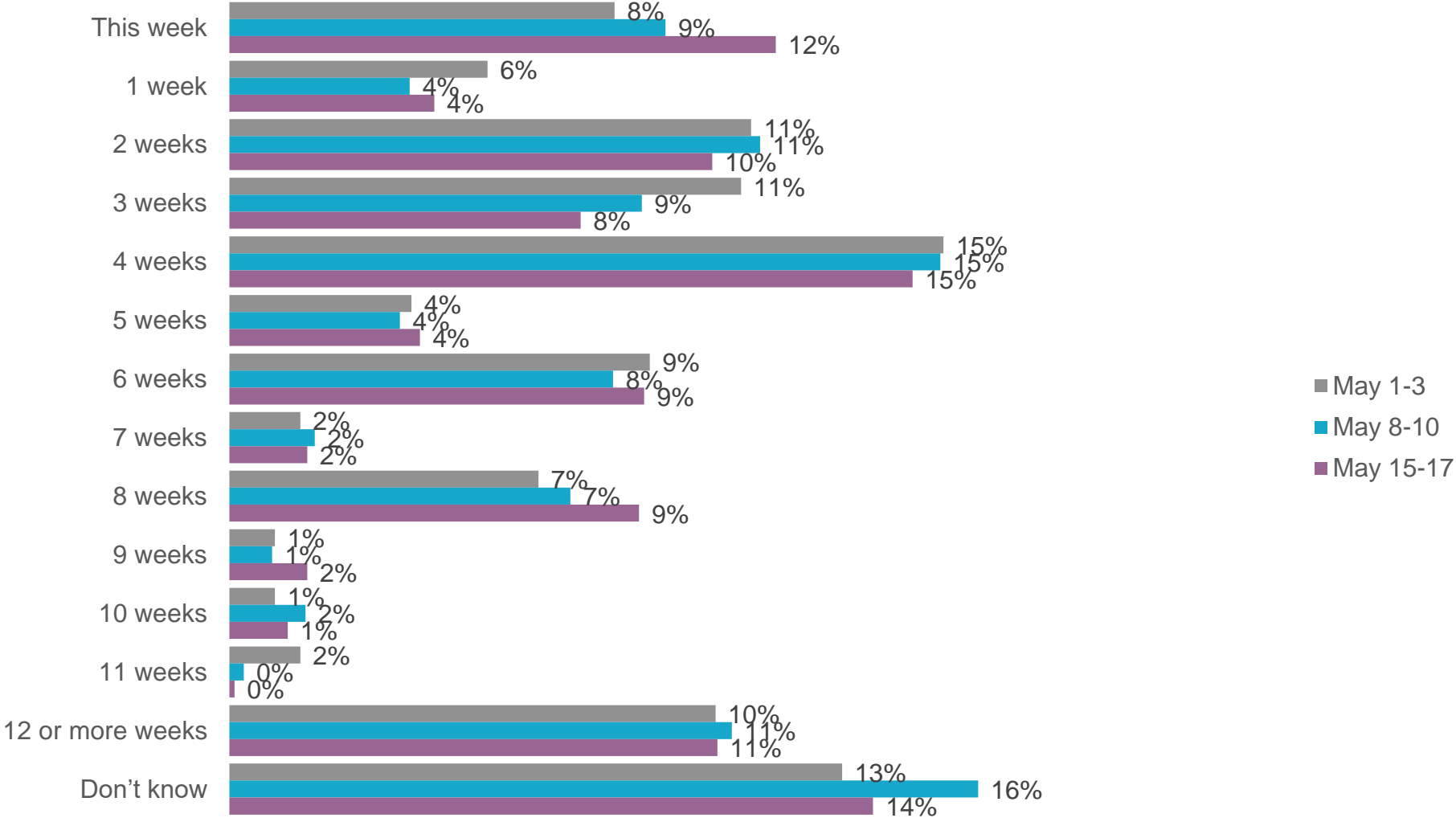
# Which statement comes closest to your view about the spread of coronavirus (Covid-19)?



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



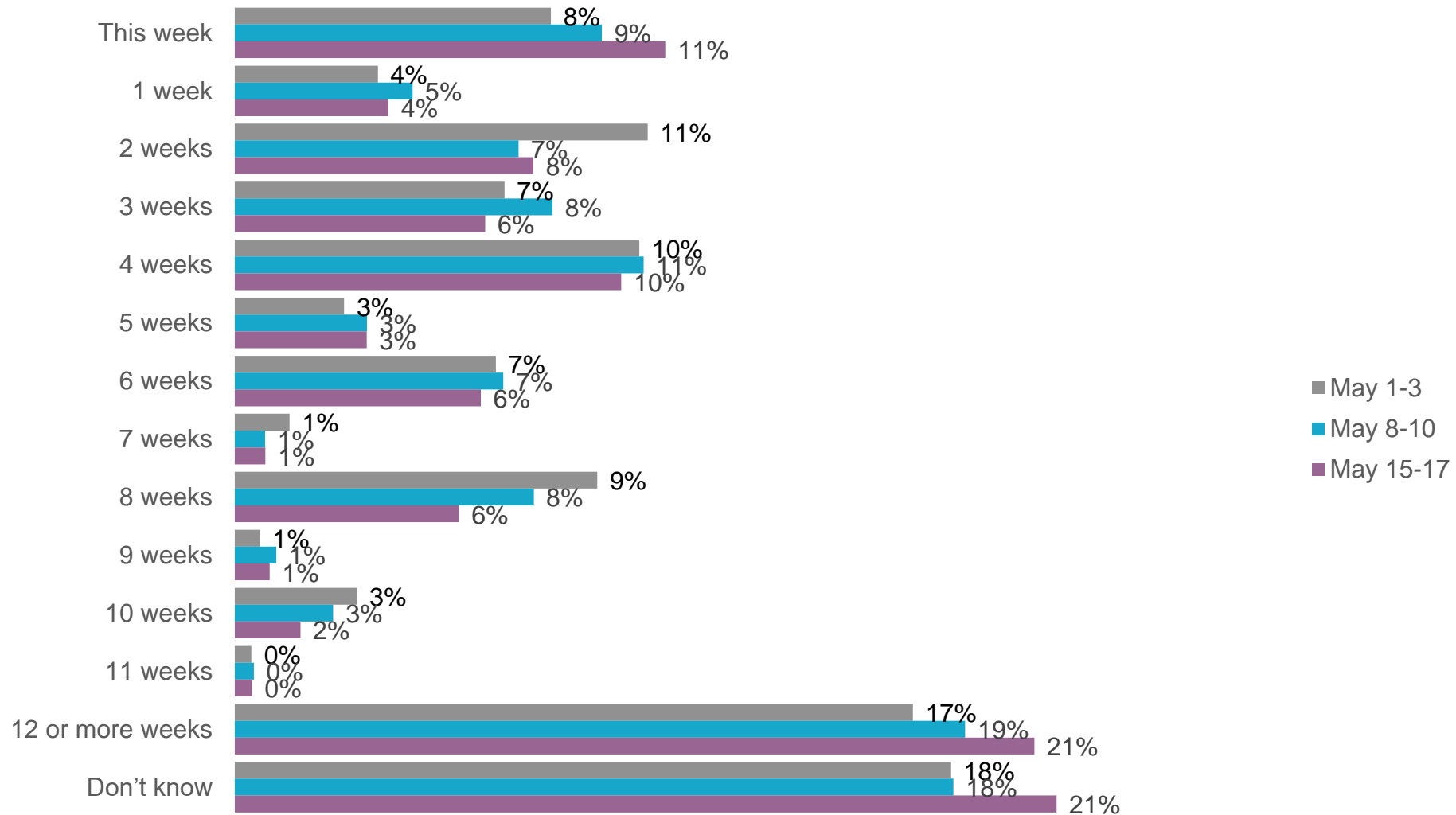
# In how many weeks do you believe stores and restaurants which have been closed due to the coronavirus crisis should reopen?



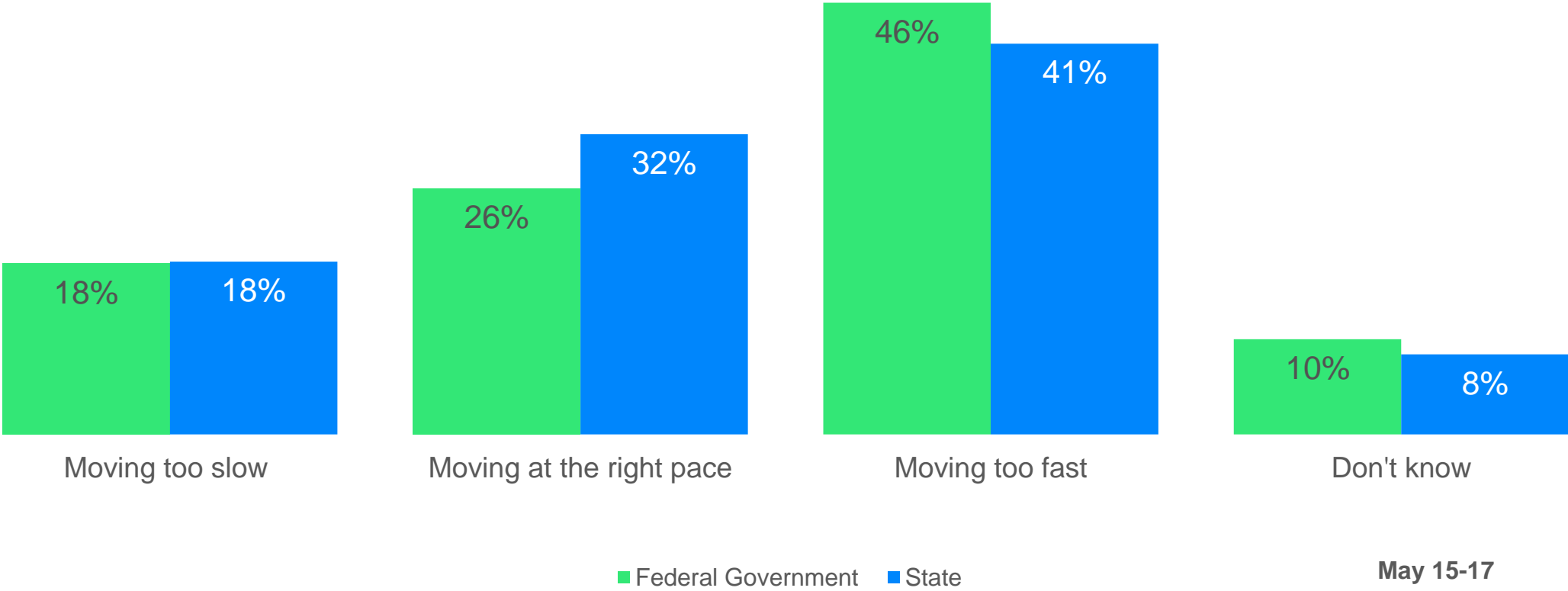
© 2020 J.D. Power. All Rights Reserved. Charts, graphs, data and insights extracted from this publication must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power Financial Services Covid-19 Pulse Survey<sup>SM</sup> as the source. No advertising or other promotional use can be made of the information in this publication or J.D. Power study results without the express prior written consent of J.D. Power.



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

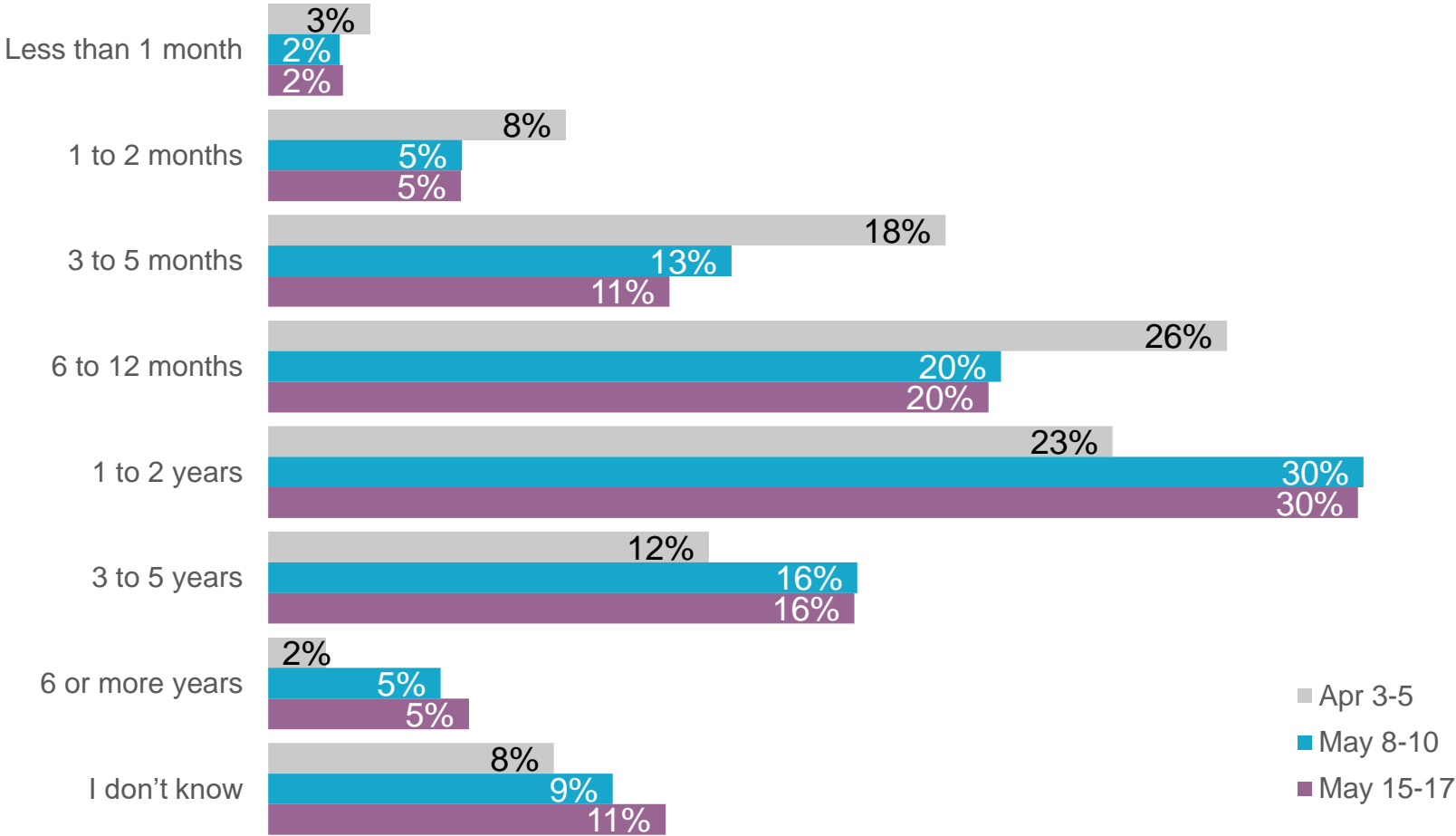


# Which statement comes closest to your view on the federal government's/state's approach to reopen the economy?



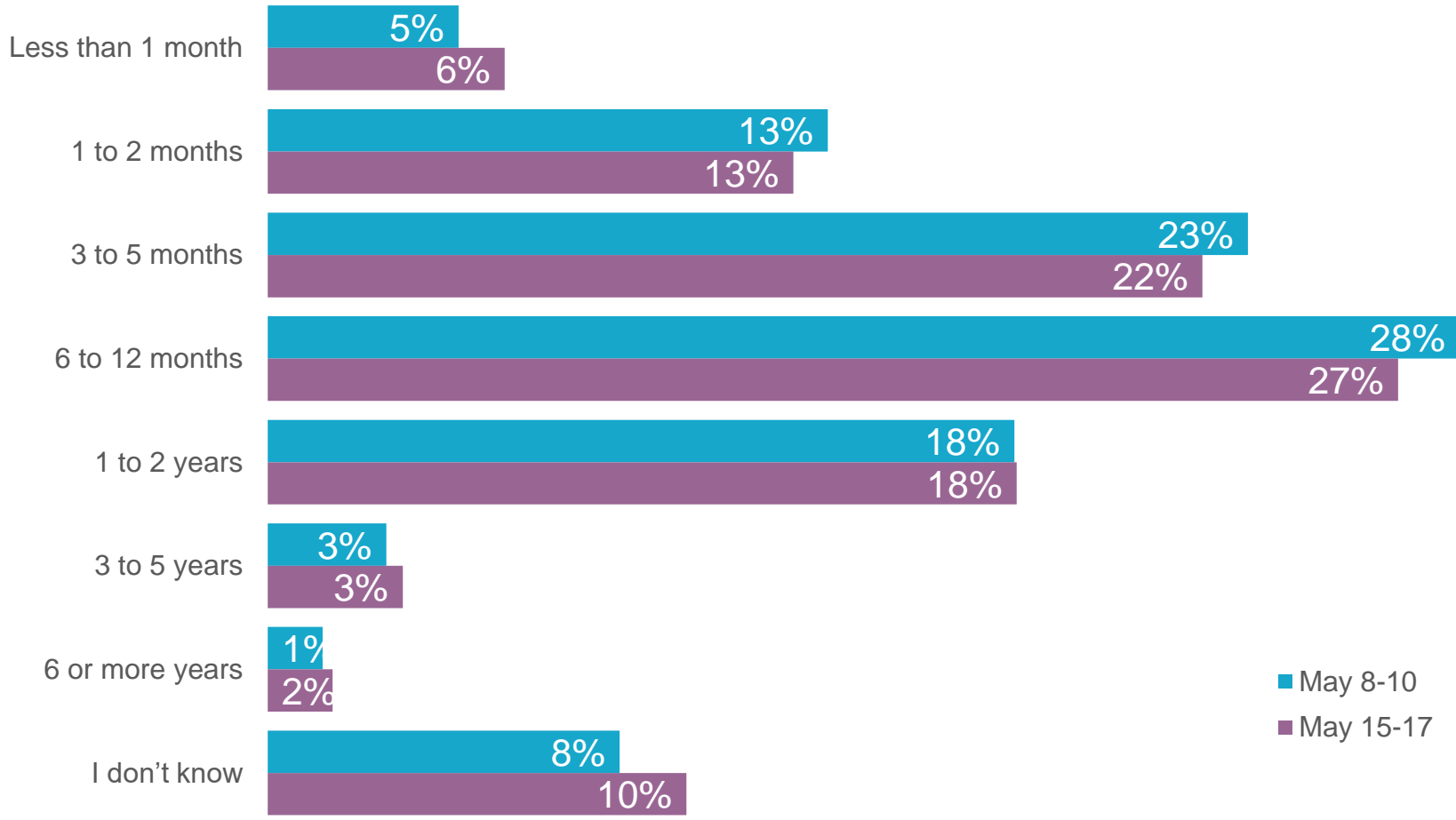
© 2020 J.D. Power. All Rights Reserved. Charts, graphs, data and insights extracted from this publication must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power Financial Services Covid-19 Pulse Survey<sup>SM</sup> as the source. No advertising or other promotional use can be made of the information in this publication or J.D. Power study results without the express prior written consent of J.D. Power.

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

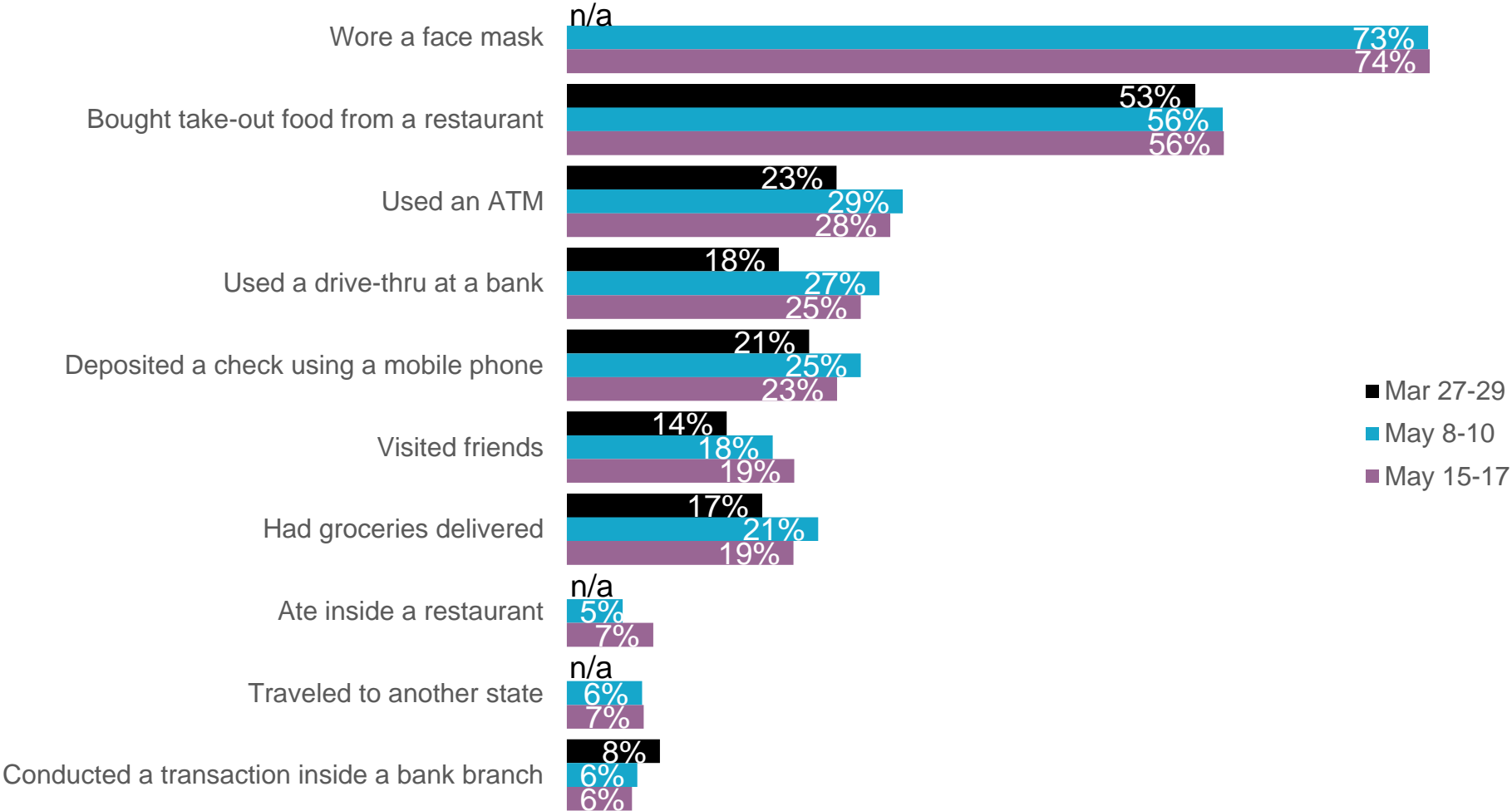


© 2020 J.D. Power. All Rights Reserved. Charts, graphs, data and insights extracted from this publication must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power Financial Services Covid-19 Pulse Survey<sup>SM</sup> as the source. No advertising or other promotional use can be made of the information in this publication or J.D. Power study results without the express prior written consent of J.D. Power.

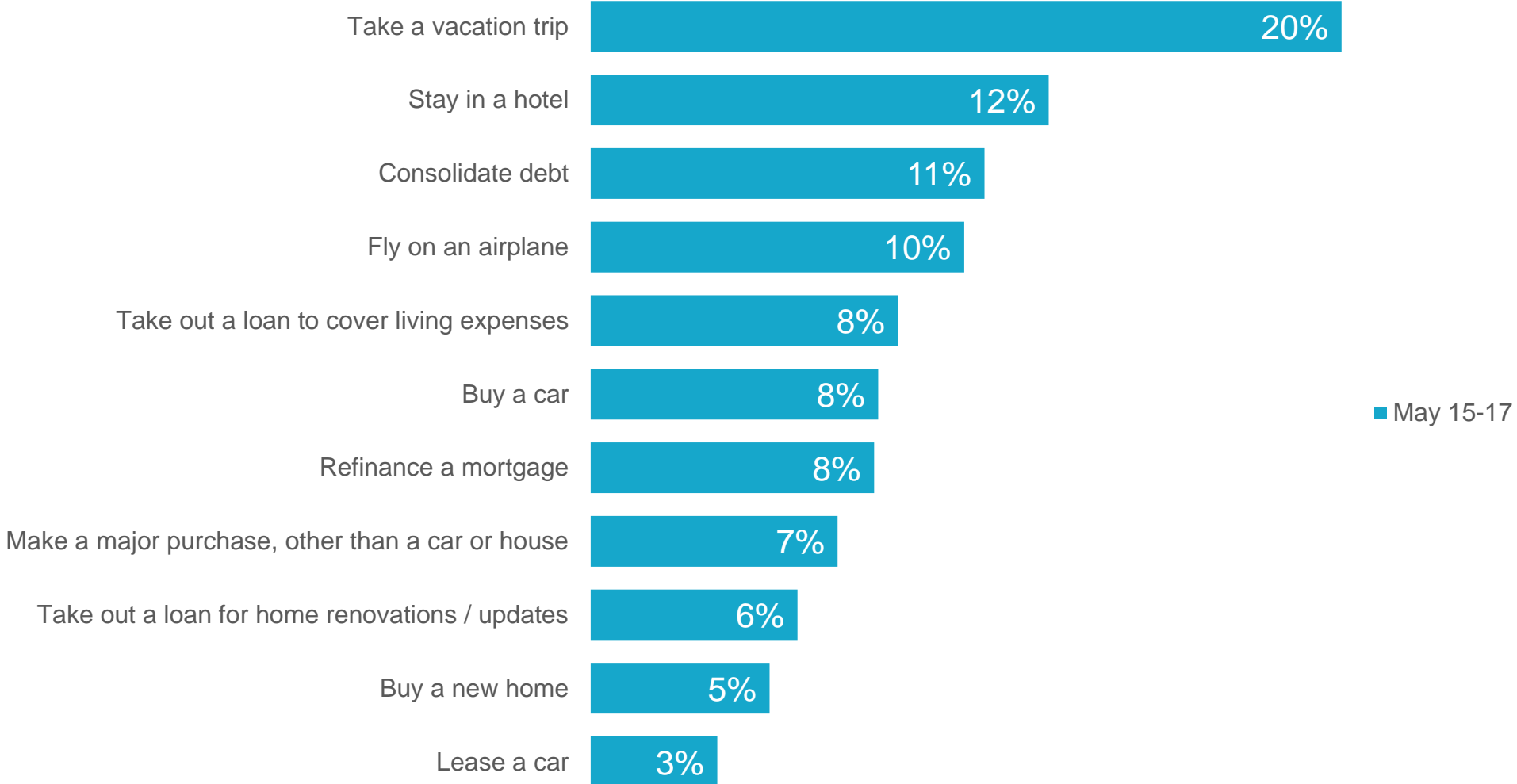
# How long do you expect that it will take until your typical activities return to normal (work, travel, dining, entertainment, church, sports, etc.)?



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

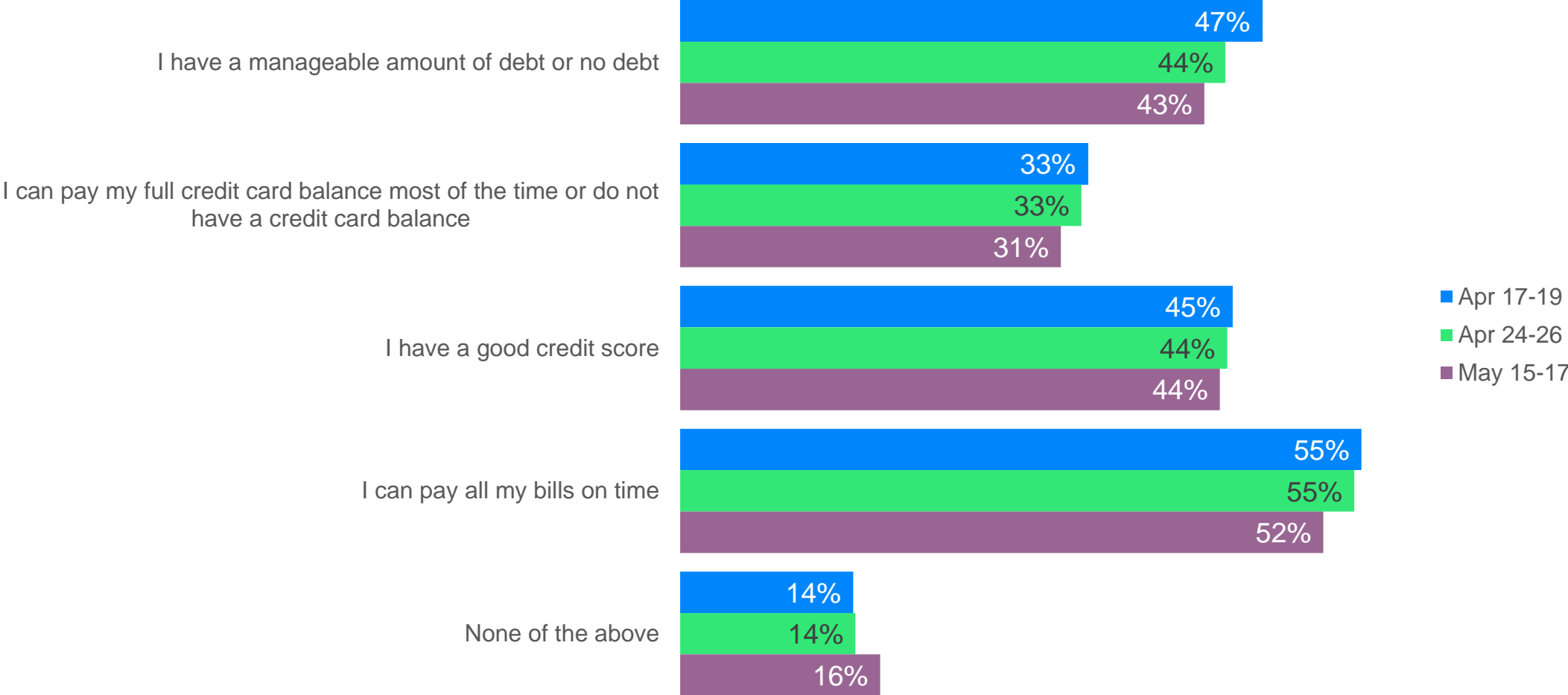


# Which of the following do you plan to do in the next 3 months?



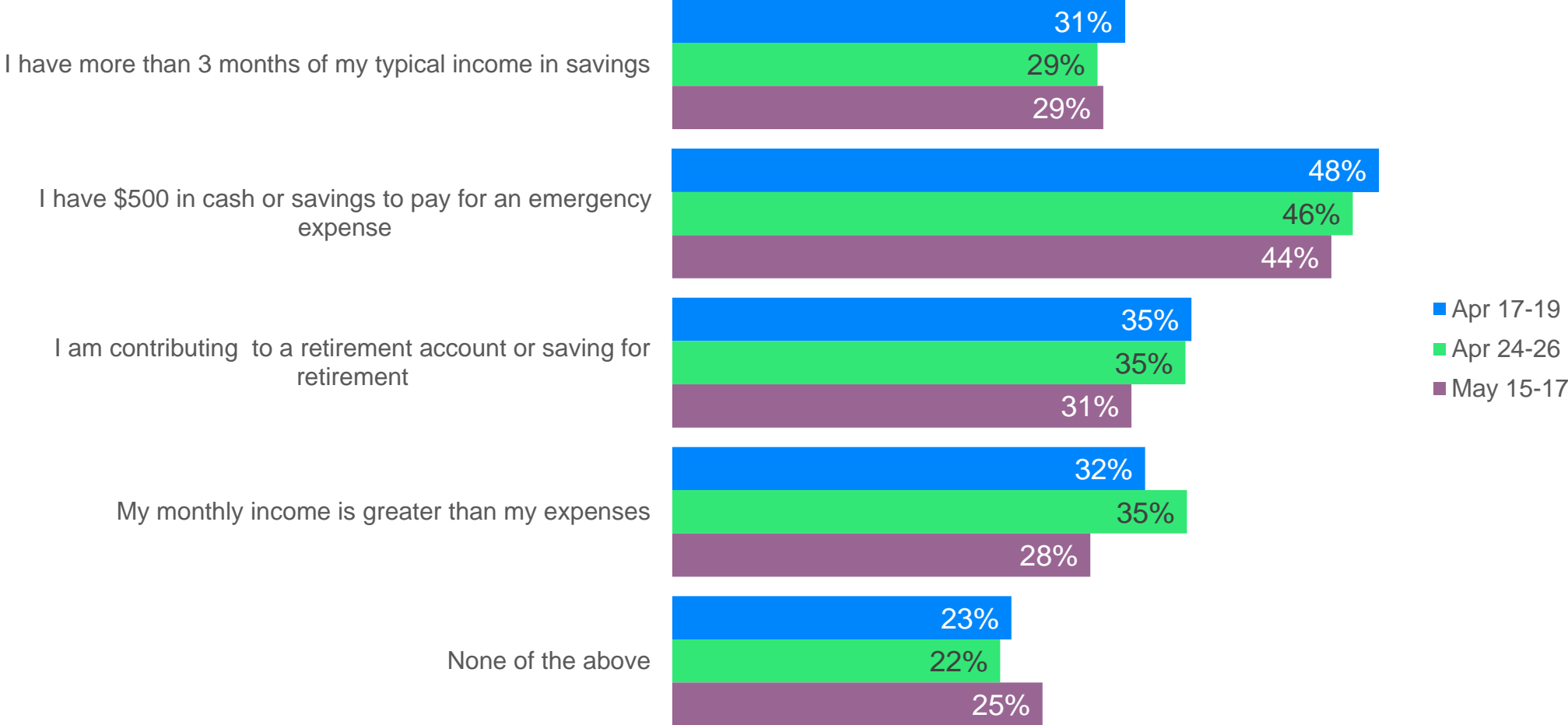
# Financial Health

# Which of the following describe your borrowing situation?

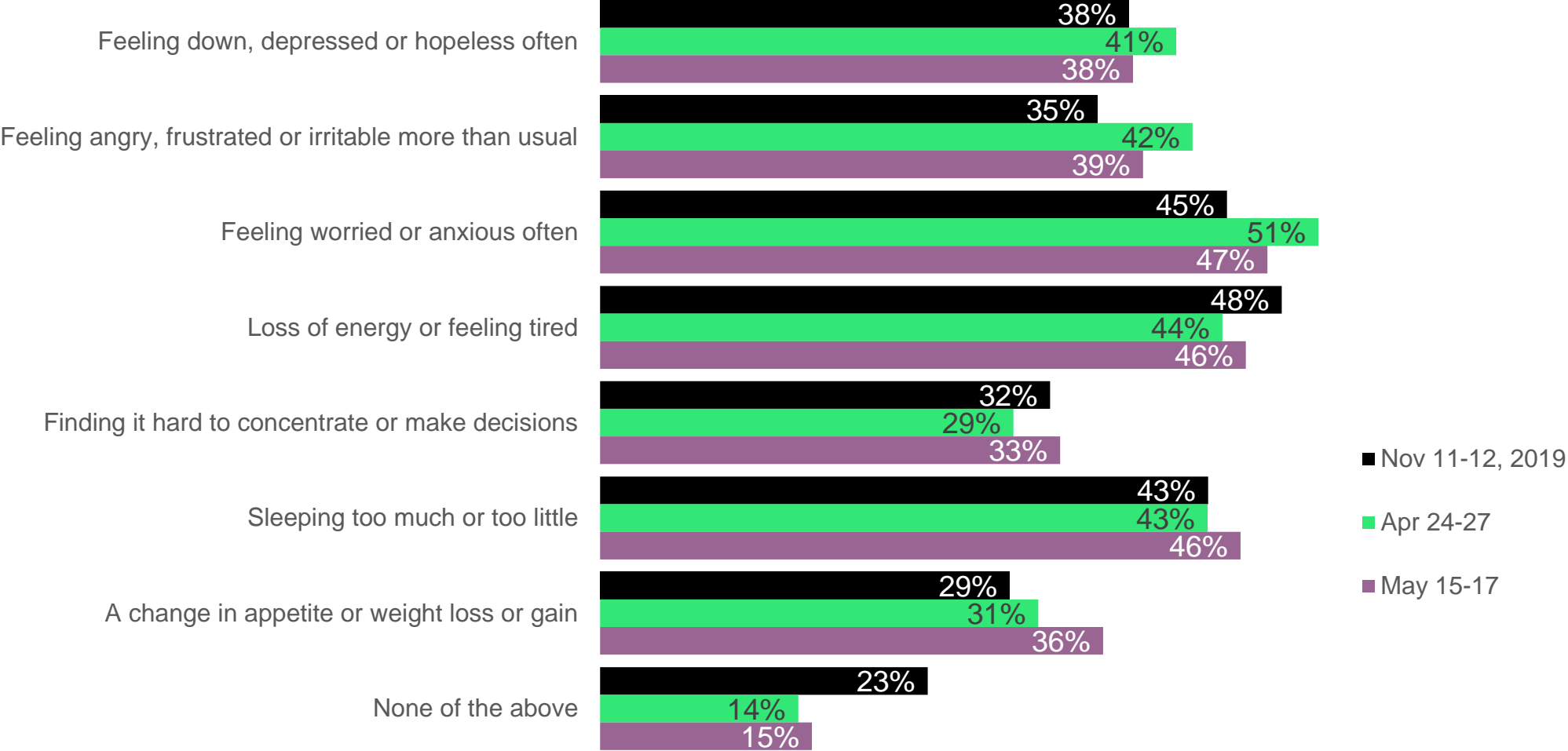




# Which of the following describe your savings situation?



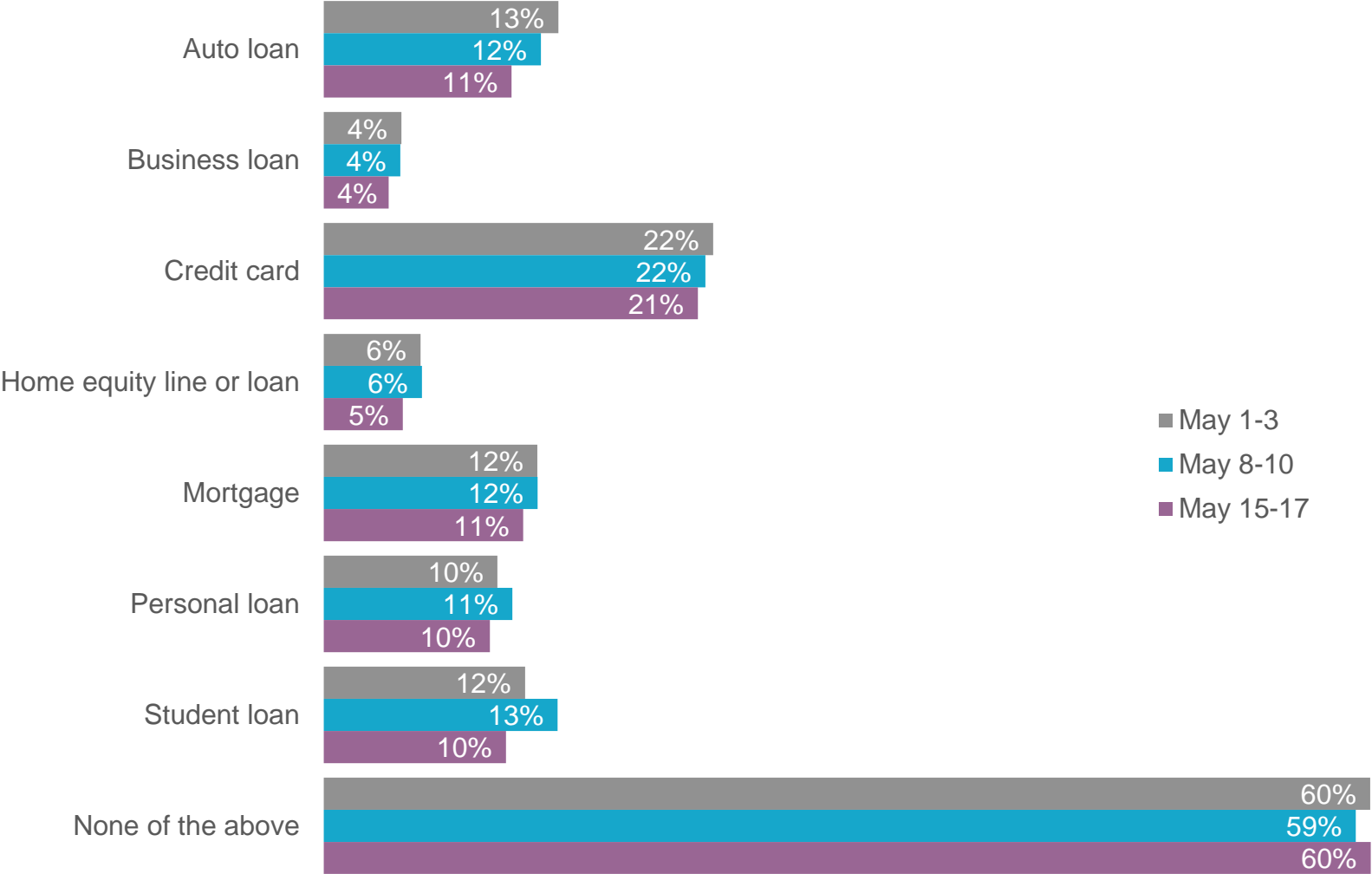
# Have you experienced any of the following for longer than two weeks since the beginning of the coronavirus crisis?



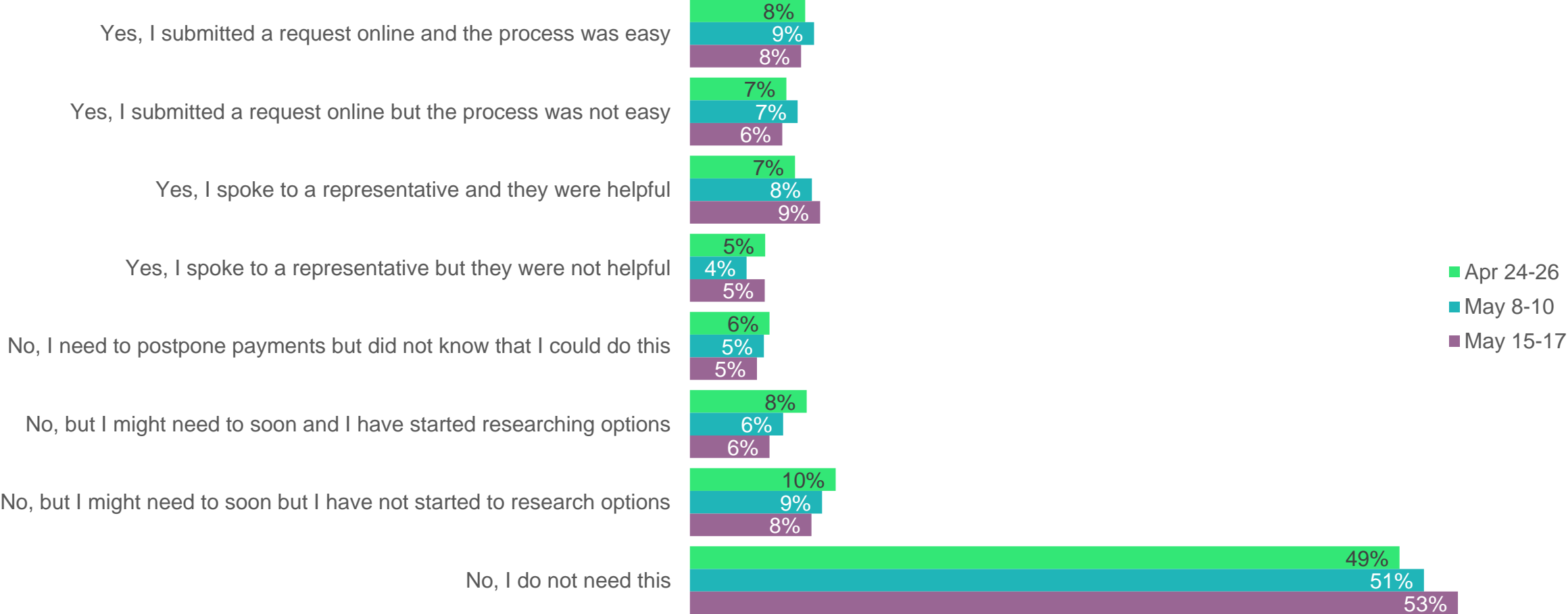
Note: Nov 11-12, 2019 question asked if experienced in the past 12 months.

# Banking and Lending

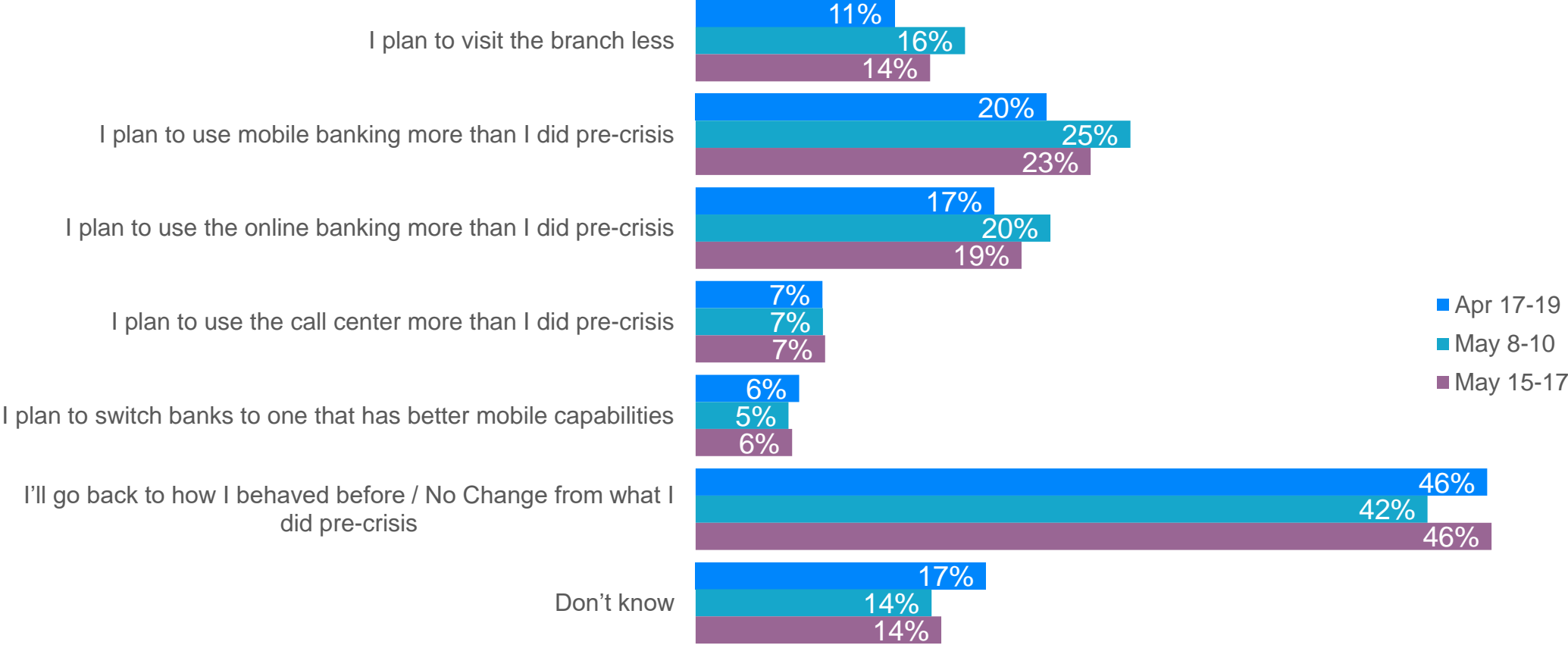
# Since the coronavirus crisis began, have you been unable to make the minimum monthly payment for any of these?



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

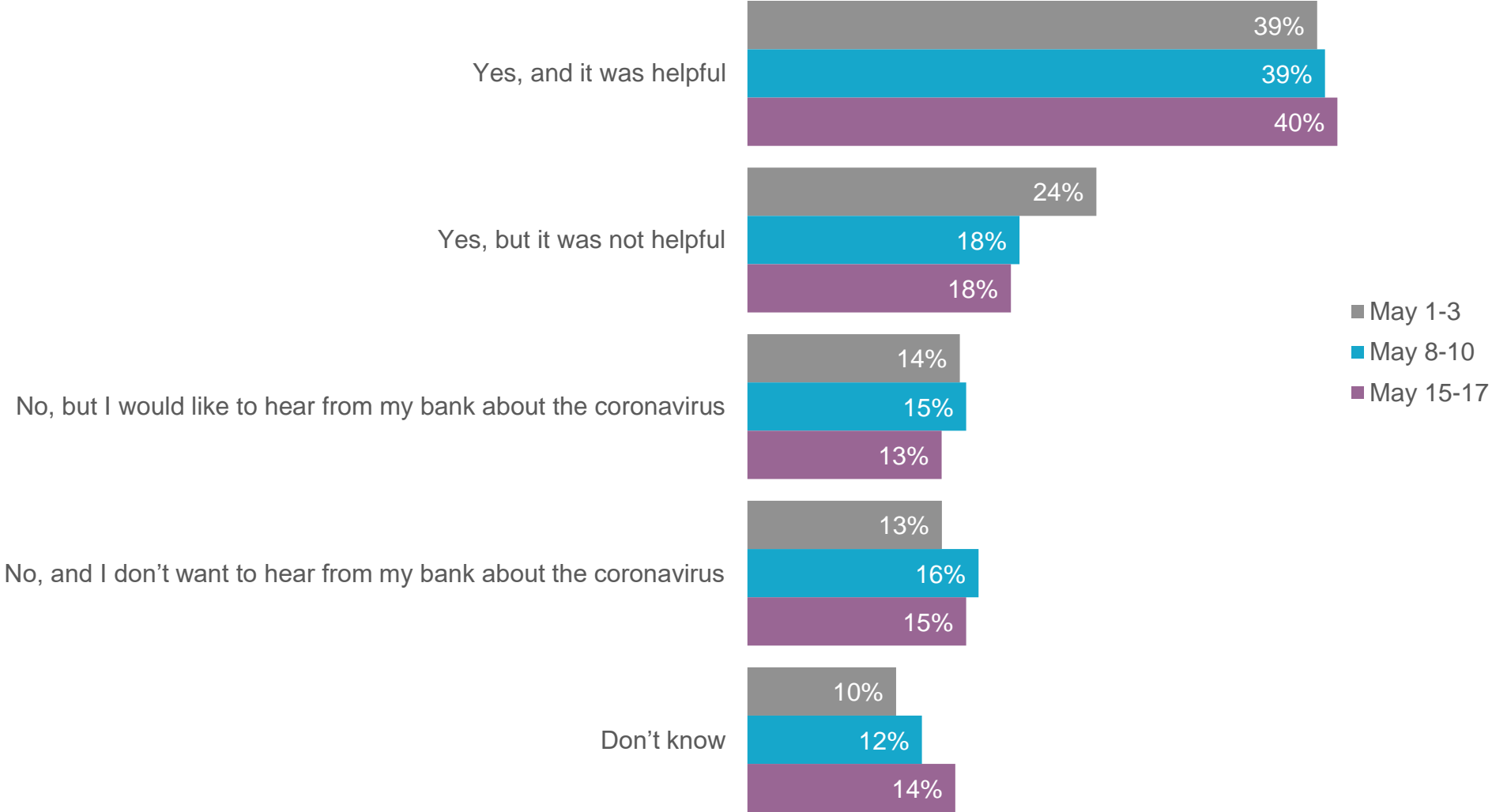


# After the coronavirus crisis is over and it is safe to have in-person interactions, what are your plans for interacting with your banks or financial services providers?



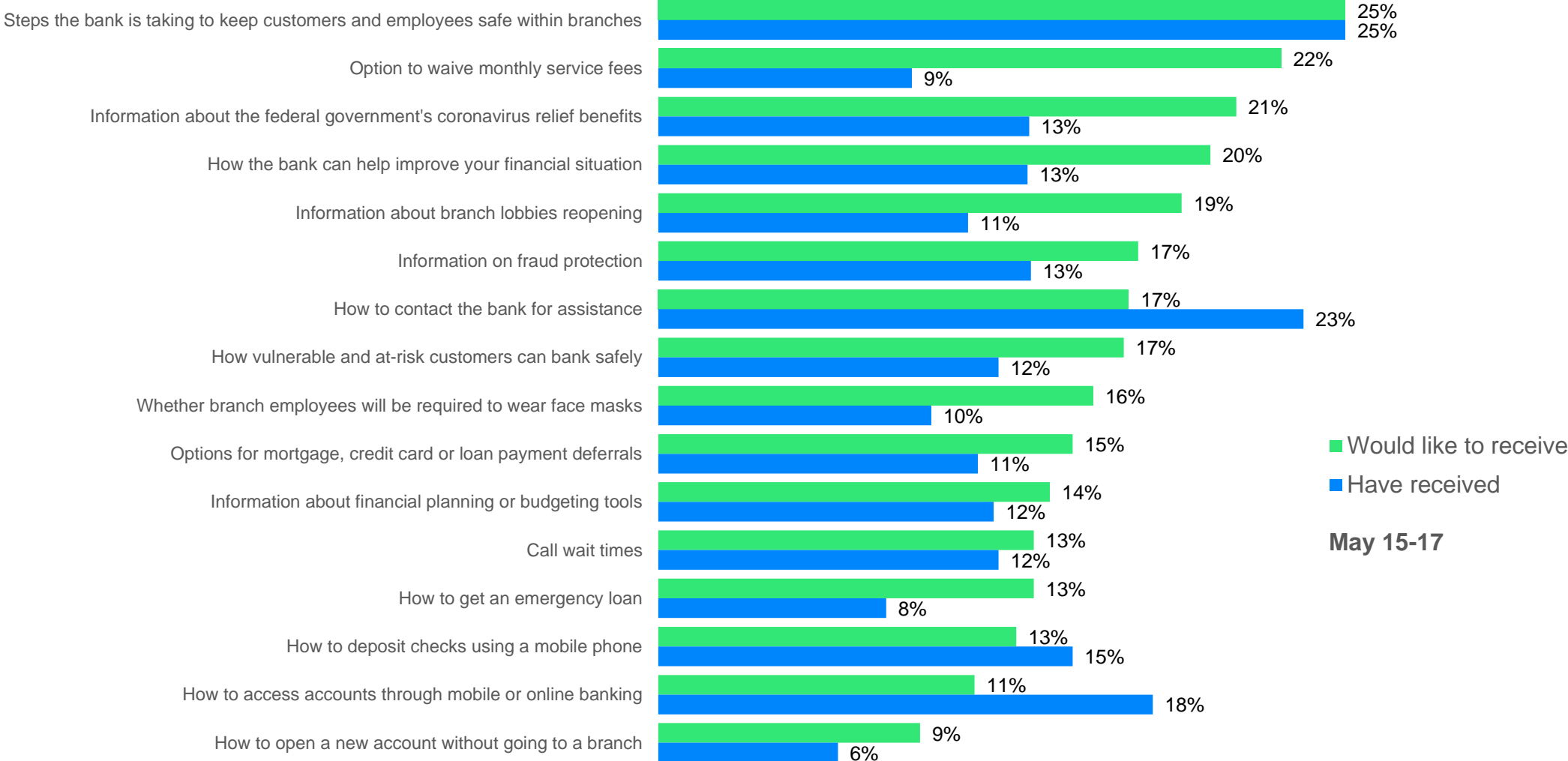
# Primary Bank

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





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

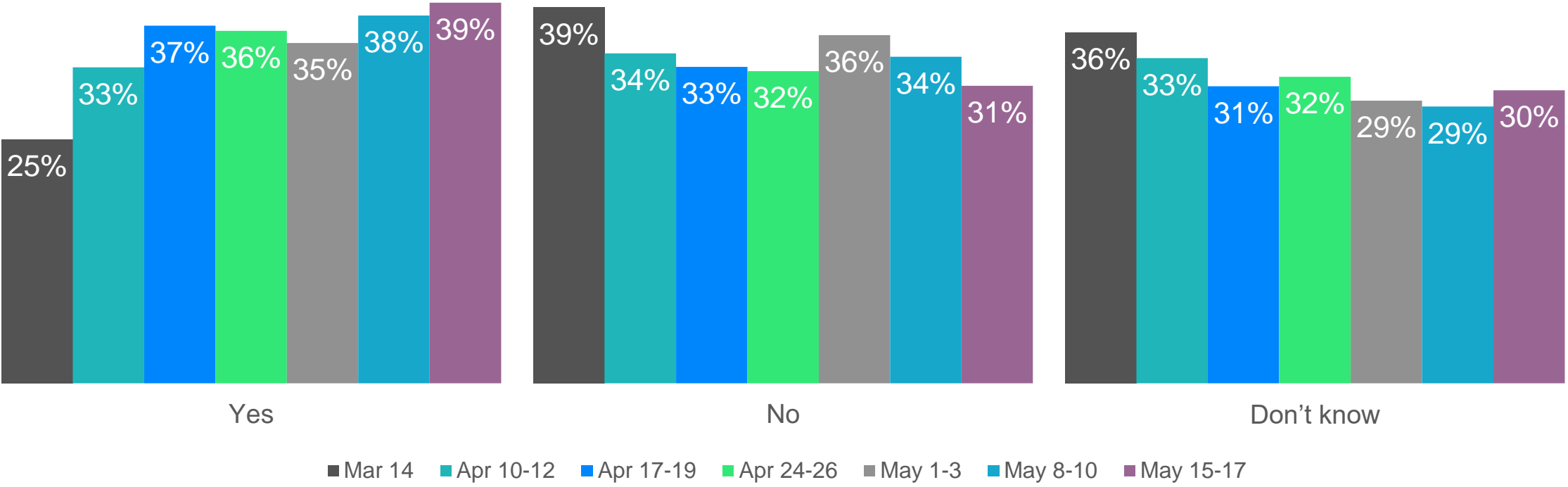


■ Would like to receive  
■ Have received

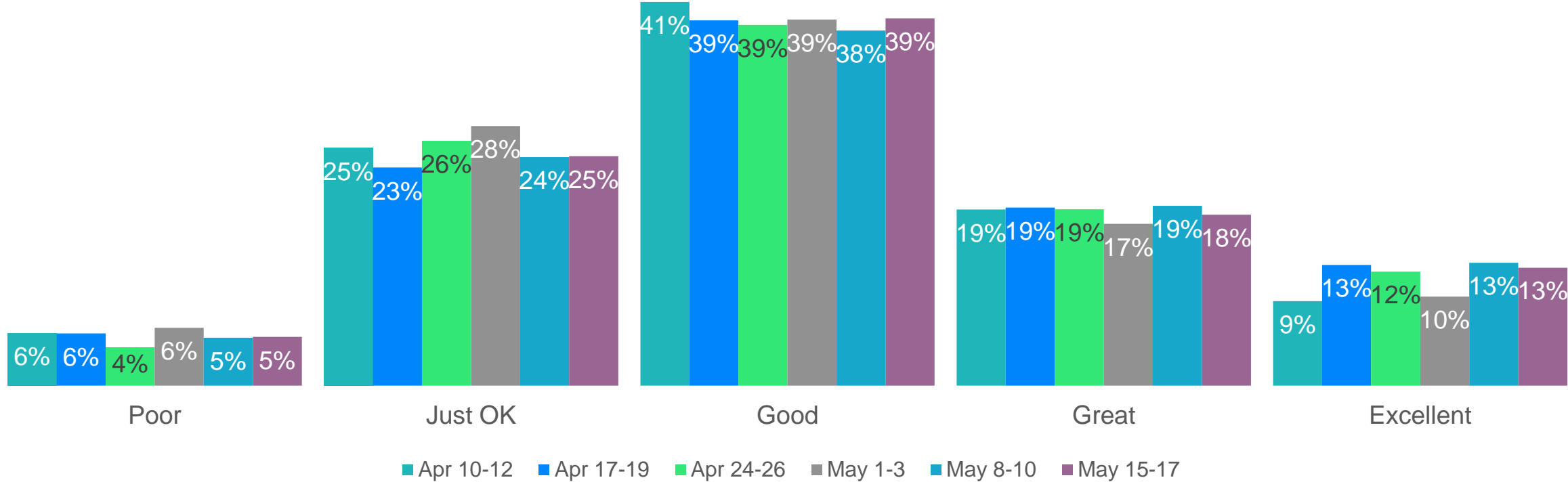
May 15-17

© 2020 J.D. Power. All Rights Reserved. Charts, graphs, data and insights extracted from this publication must be accompanied by a statement identifying J.D. Power as the publisher and the J.D. Power Financial Services Covid-19 Pulse Survey<sup>SM</sup> as the source. No advertising or other promotional use can be made of the information in this publication or J.D. Power study results without the express prior written consent of J.D. Power.

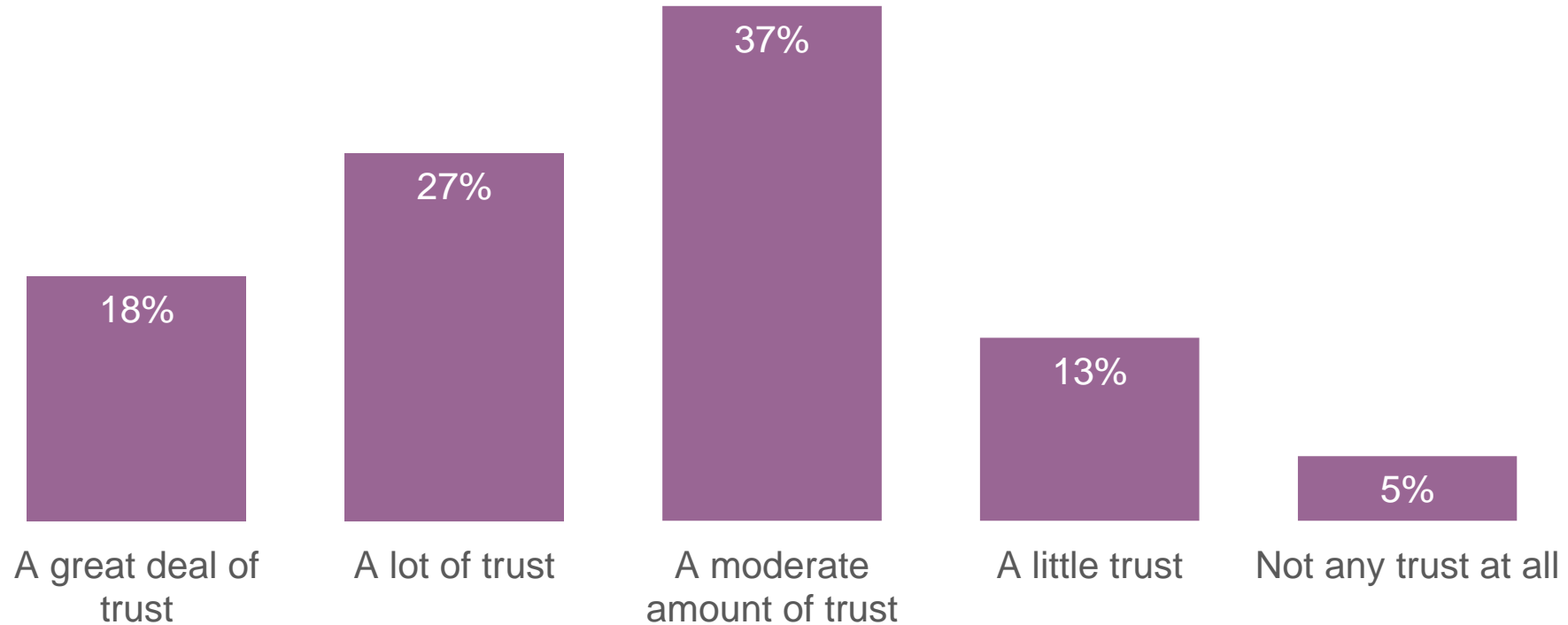
# Has your primary bank shown concern for your personal financial situation during the coronavirus crisis?



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



# How much trust do you have that your primary bank will do what is in your best interest?



May 15-17

## Contributors

### JIM MILLER

*Vice President,  
Banking and  
Payments  
Intelligence*

[James.Miller@jdpa.com](mailto:James.Miller@jdpa.com)

## Global Offices

### AMERICAS

**Troy, Michigan**  
320 E. Big Beaver Road  
Suite 500  
Troy, MI 48083  
Phone 1 (248) 680-6200  
Toll Free 1 (888) 274-5372

**Costa Mesa, California**  
3200 Park Center Drive  
13th Floor  
Costa Mesa, CA 92626  
Phone 1 (714) 621-6200  
Toll Free 1 (888) 477-5372

**Westlake Village, California**  
30870 Russell Ranch Road  
Suite 300  
Westlake Village, CA 91362  
Phone 1 (805) 418-8000  
Toll Free 1 (800) 274-5372  
Fax 1 (805) 418-8900

**Troy, Michigan**  
320 E. Big Beaver Road  
Suite 500  
Troy, MI 48083  
Phone 1 (248) 680-6200  
Toll Free 1 (888) 274-5372

**Orlando, Florida**  
301 E. Pine Street  
Suite 750  
Orlando, FL 32801  
Toll Free 1 (800) 274-5372

**McLean, Virginia**  
8401 Greensboro Drive  
Suite 1000  
McLean, VA 22102  
Phone 1 (800) 544-6232

**Hinsdale, Illinois**  
330 W. Chestnut  
Suite 2-W  
Hinsdale, IL 60521  
Toll Free 1 (800) 274-5372

**New York**  
136 Madison Ave  
5th Floor  
New York, NY 10016  
Toll Free 1 (800) 274-5372

**Toronto, Canada**  
161 Bay Street, 27th Floor  
Toronto, ON M5J 2S1, Canada  
Phone 1 (647) 946-3453

**Mexico City, Mexico**  
J.D. Power de México  
Prado Sur 150,  
Planta Baja Col. Lomas de Chapultepec,  
Del. Miguel Hidalgo,  
Ciudad de México, 11000  
Phone (52) 55 5081 4400

### ASIA PACIFIC

**Tokyo, Japan**  
Metro City Kamiyacho  
5-1-5 Toranomon  
Minato-ku, Tokyo, Japan 105-0001  
Phone 81 3 4550 8080

**Shanghai, China**  
Suite 1601, Shanghai Kerry Centre  
1515 Nanjing West Road  
JingAn District  
Shanghai 200040 China  
Phone 86 21 2208 0818

**Beijing, China**  
Suite 2101, 21/F Tower D, Beijing CITC  
A6, Jian Guo Men Wai Avenue Beijing  
100022, China  
Phone 86 106569 2704  
Fax 86 106569 2960

### EUROPE

**Munich, Germany**  
Theresienhohe 13a  
80333 München  
+49 89 288 0366 0