

THE NEW NORMAL

HOW AMERICANS ARE NAVIGATING LIFE DURING COVID-19

From June 22–24, 2020, Mower Research conducted a national online survey among 1,020 adults 18+. The objective of this research was to understand Americans' concerns with the COVID-19 pandemic and how it is impacting their behaviors.

Responses were obtained using Dynata, a research panel provider. The margin of error is +/- 3.1%.

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EXECUTIVE SUMMARY

As COVID-19 continues to spread and its health and economic impacts mount, Mower polled 1,020 U.S. adults to learn how they're adapting to "the new normal."

Who's taking the pandemic seriously—and who's not

Most Americans mask up where required, and just under half say they follow all pandemic guidelines and restrictions. Gen Zers and Republicans are more likely than other demographics to say they don't wear masks and that they would rather not hear any more about COVID.

How they feel about back to school

As schools continue to struggle with reopening plans, only half of Americans want to send their kids back pre-vaccine, and one in four don't know when they'll be comfortable doing so.

Their travel plans

More than half of Gen Zers would be comfortable taking a cruise before a COVID-19 vaccine is available. But most Americans say their next vacation will likely involve a road trip and staying at a large hotel.

Hesitance over healthcare

A majority of Americans say COVID has changed how they feel about long-term-care facilities, and one in three has delayed medical treatment due to the pandemic. Telemedicine is here to stay, with one in two older adults expressing interest in continuing virtual appointments post-COVID.

Their spending habits

Americans are clinging to cash, with fewer than half comfortable financing a large purchase in the current economy.

How they're spending their free time

One in three Americans has taken up baking and cooking during COVID. Watching new TV shows and movies, reading and exercising are other popular pastimes.

THE MOOD

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**What mask
controversy?**

72%

of Americans say they wear masks everywhere that requires them.



59%

wear them at stores, offices and public venues that don't require them.

29%

with family and friends
they don't live with.



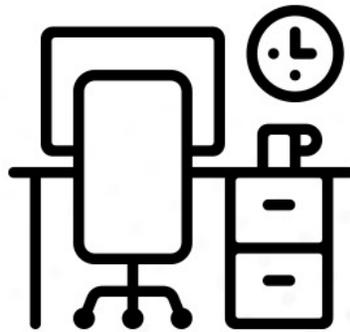
27%

outside at parks, beaches and
in their neighborhood.



20%

at the office.



1 in 5 Gen Z

and

1 in 7 Republicans

say they never wear a mask.



THE MOOD

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Staying informed.

More than

40%

of Americans want to
stay fully informed
on COVID-19 news.

Another **40%** only want
to hear major updates.



1 in 2 Democrats

and older Americans
(boomers+) want all the details.



1 in 5 Republicans

and

1 in 4 Gen Zers

would rather not
hear about it at all.

THE MOOD

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Who's cautious
and who's cavalier?

47%

of Americans say they follow all COVID-related guidelines and restrictions.

87%

of Democrats follow most or all pandemic guidelines.



79%
Independents



73%
Republicans

33%

of Americans take COVID
somewhat seriously.

20%

don't take it very seriously
or don't believe it's a big deal.

Gen Zers are the
least likely to take it
seriously—just **58%**

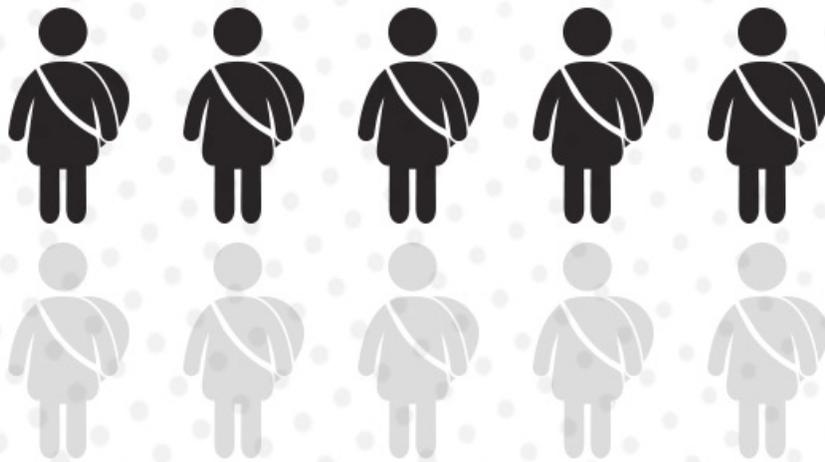
BACK TO SCHOOL

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It's back to school.
Or is it?

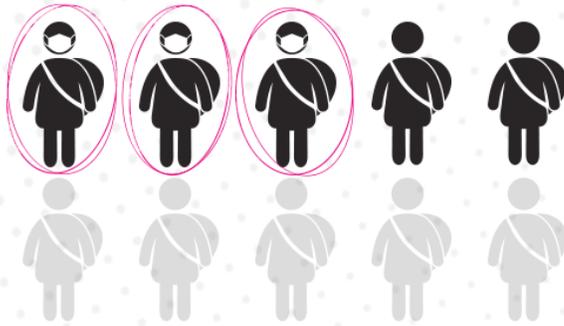
Just half

of Americans want
to send their kids back
to school pre-vaccine.



Of those, 3 in 5

only want to send their kids back if masks are required.



1 in 4

Americans don't know when they'll be comfortable sending their kids to school.



TRAVEL

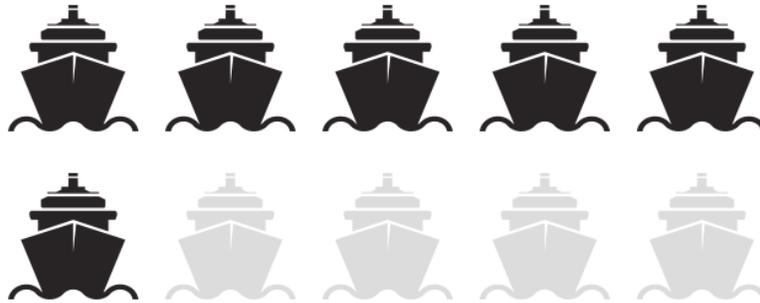
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Who's ready for a
vacation—pre-vaccine?

Gen Z

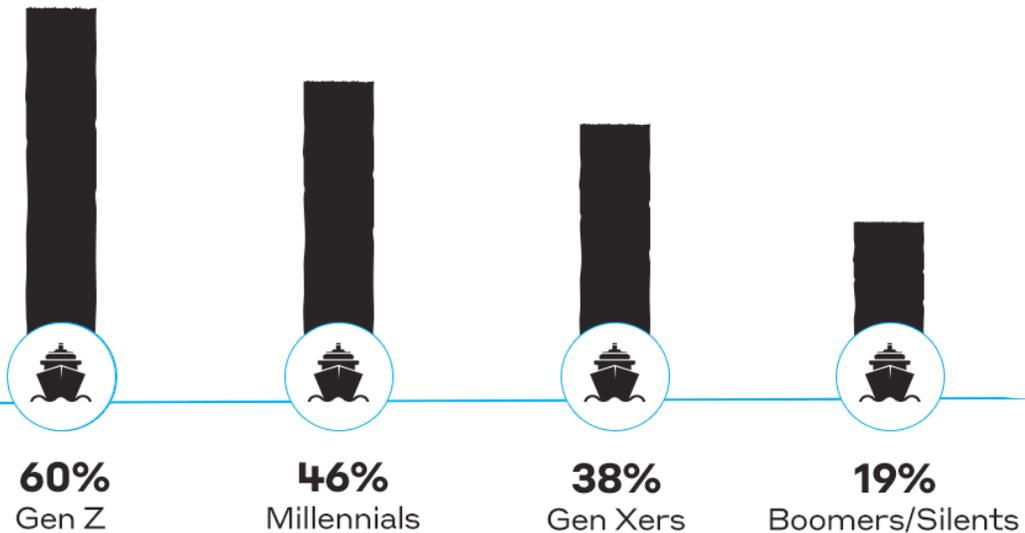
is ready to cruise.



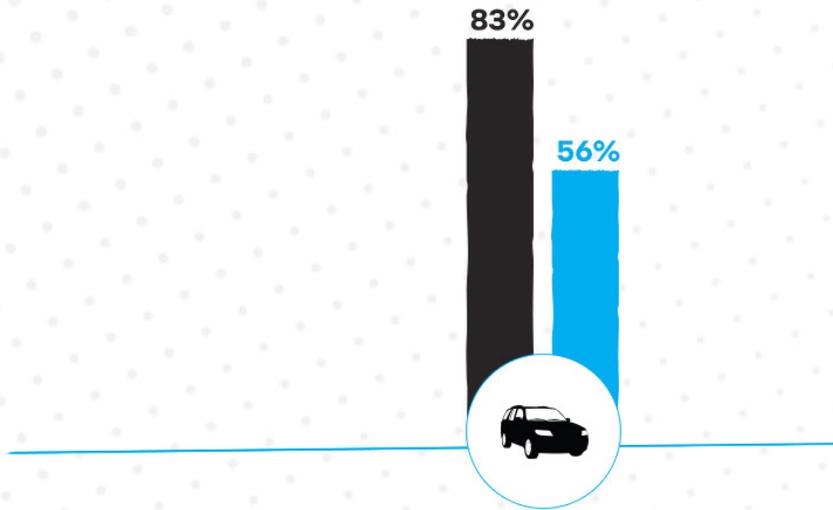
60% would take a cruise.

Older

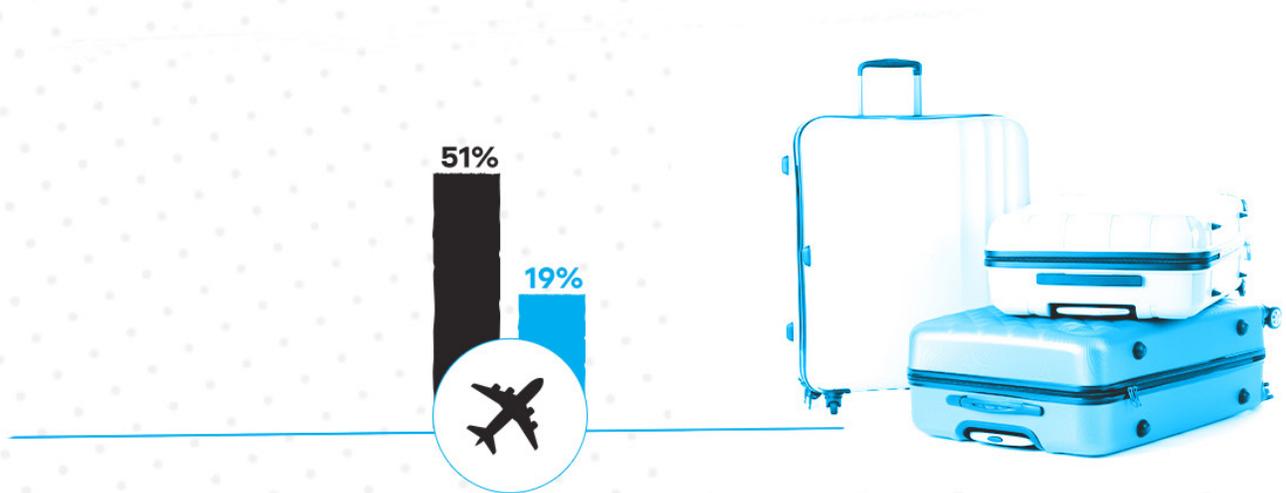
Americans aren't.



Road trips rule.



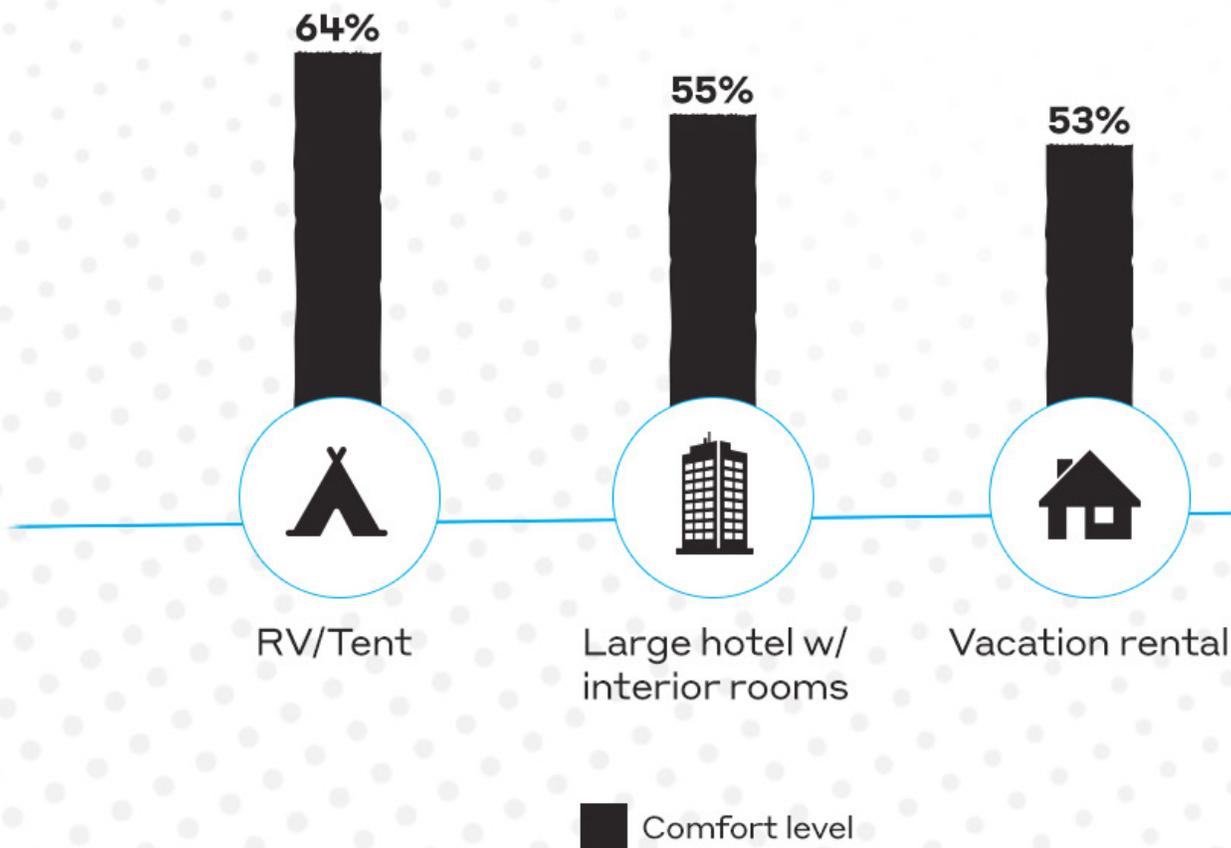
Fewer are flying.



■ Comfort level ■ Would choose

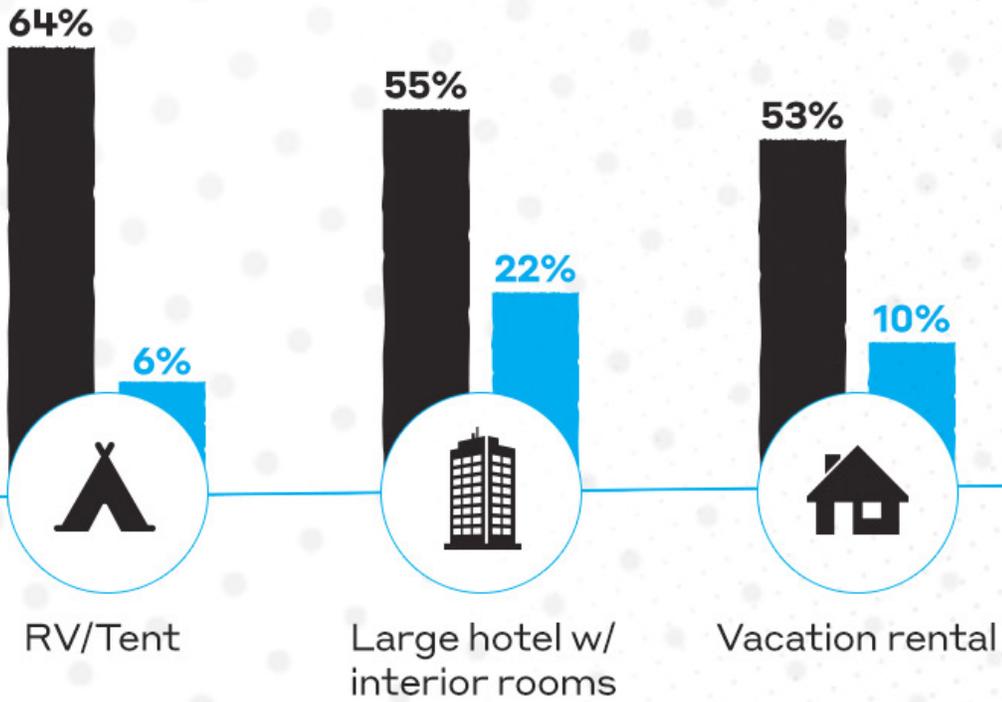
Camping

feels the safest to travelers.



But they'll stay at a

hotel.



■ Comfort level ■ Would choose

HEALTHCARE

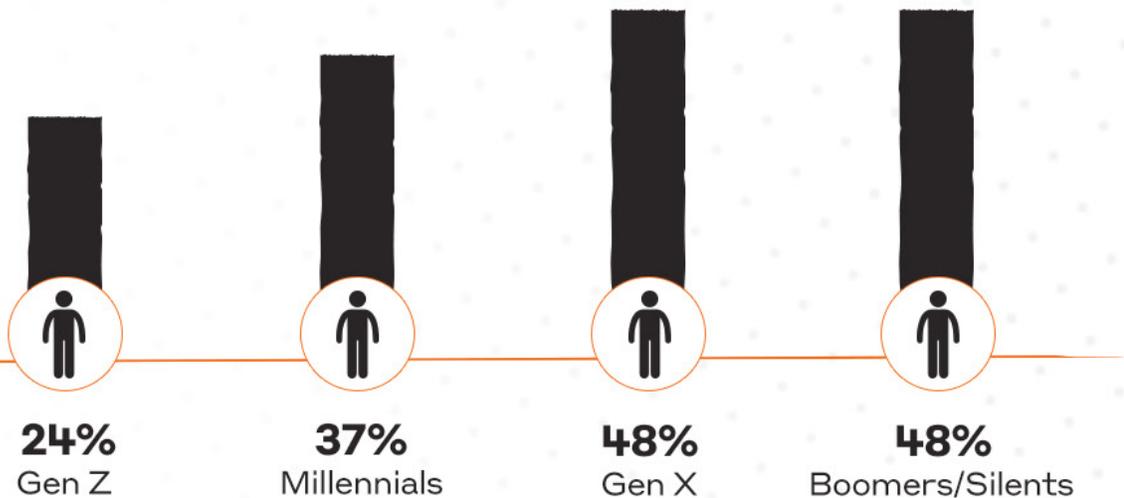
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**The doctor will
Zoom you now.**

1 in 2

older adults are interested in continuing virtual doctors' appointments post-COVID.



1 in 4

younger adults would continue virtual dentist visits that don't require an in-person visit (e.g., creating molds of teeth).



26%
Gen Z



25%
Millennials



10%
Gen X



6%
Boomers/Silents

HEALTHCARE

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**The low-down on
long-term care.**

COVID has changed how

55%

of Americans feel about
long-term-care facilities for
themselves or a loved one.

39%

are now more likely to consider
alternatives (home health aide,
certified nurse assistant or
care from a family member
or friend).

Of the 30%

who would still consider a long-term-care facility, more than half would put a lot more research into their choice.

1 in 3

Gen Xers and older would never consider a long-term-care facility.



Only 1 in 5

Gen Zers would not have considered a long-term-care facility pre-COVID.



But **more than half** would now seek alternatives.

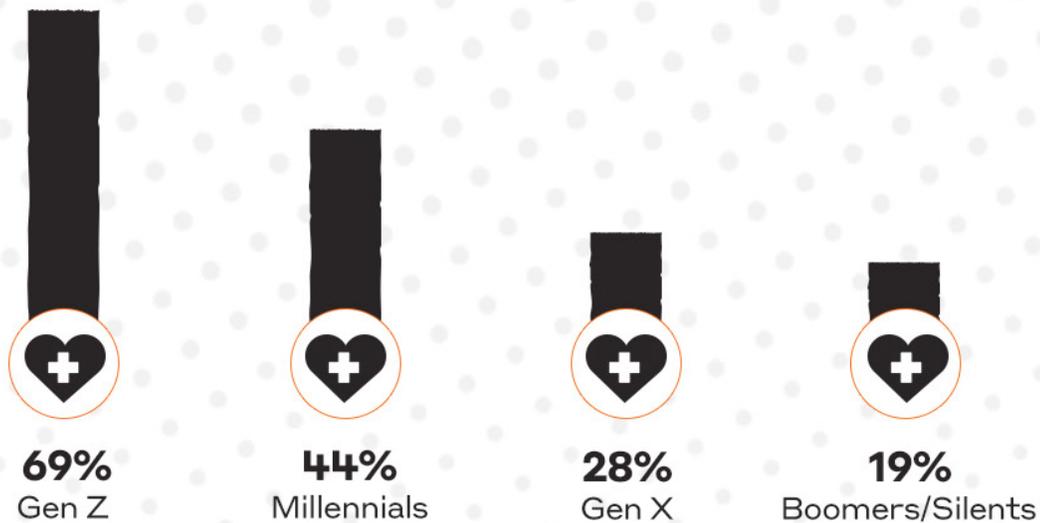
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**Has COVID caused
medical delays?**

1 in 3

Americans delayed a medication, treatment or procedure due to COVID-19.

The majority of those who delayed are younger adults.



Almost 1 in 5

Gen Zers delayed treatment of a chronic health condition.

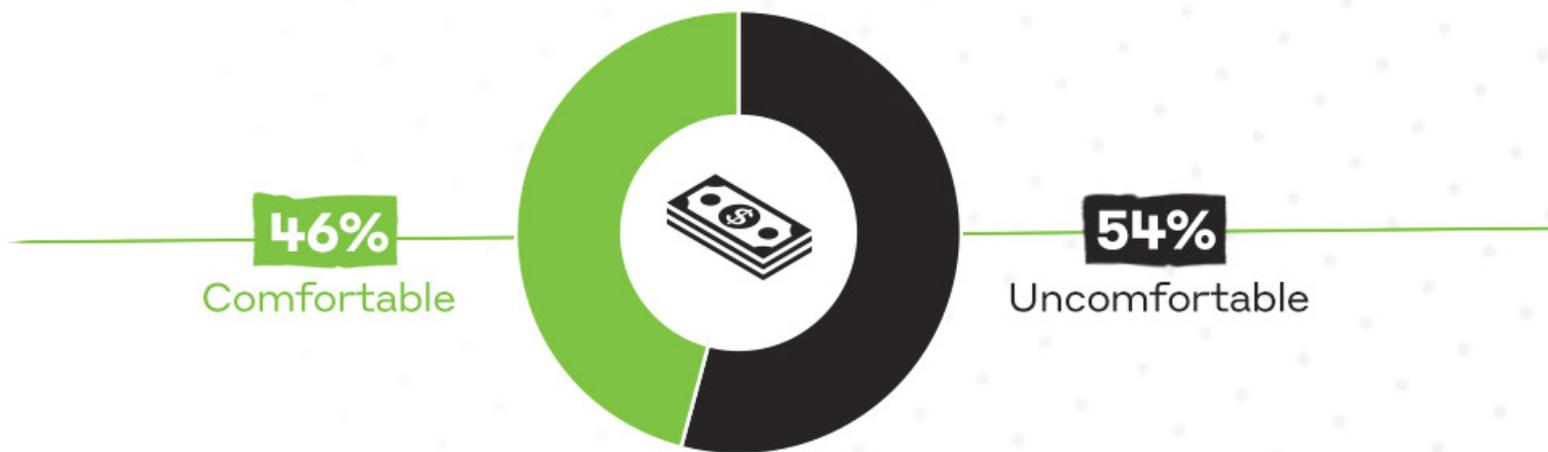


FINANCIAL

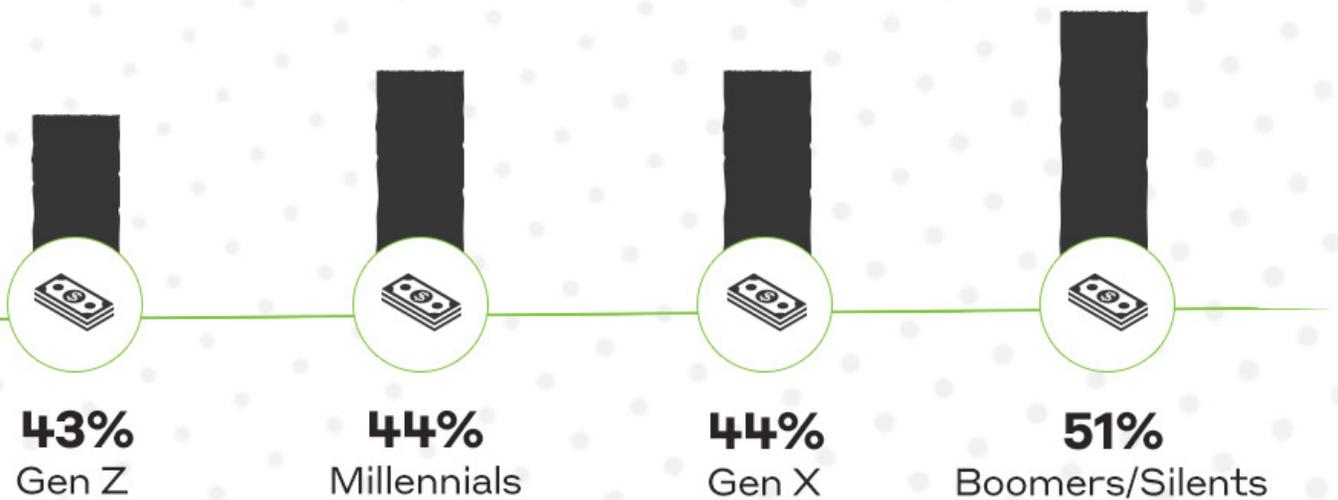
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Clinging to cash?

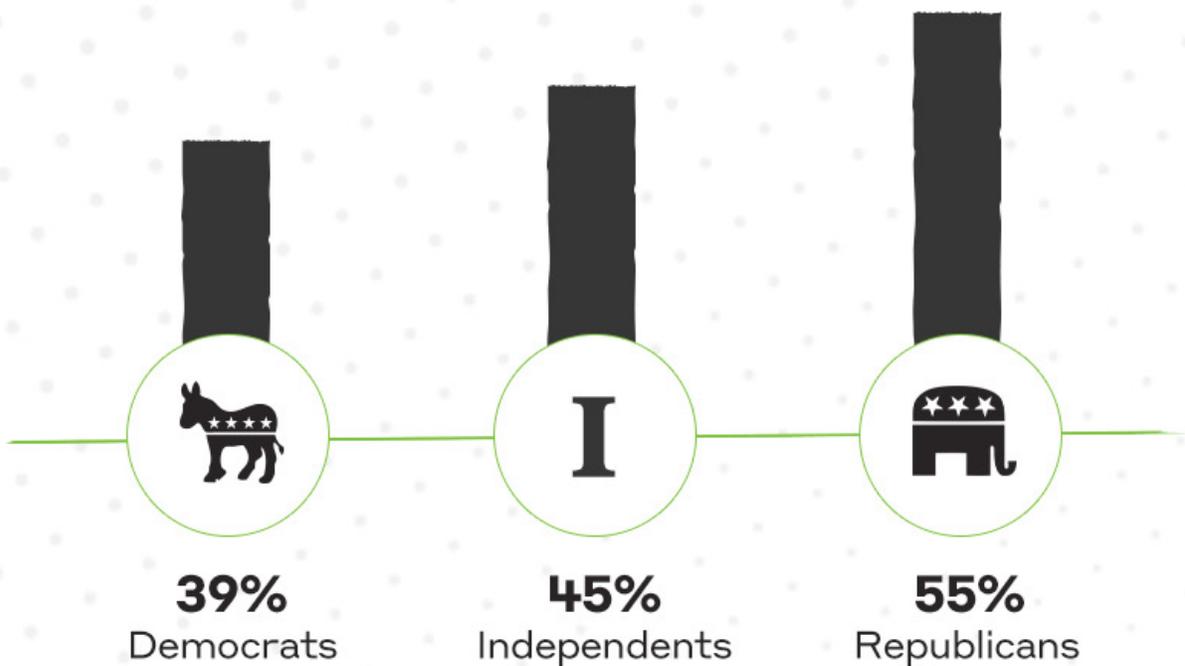
Fewer than half
of Americans are
comfortable financing
a large purchase.



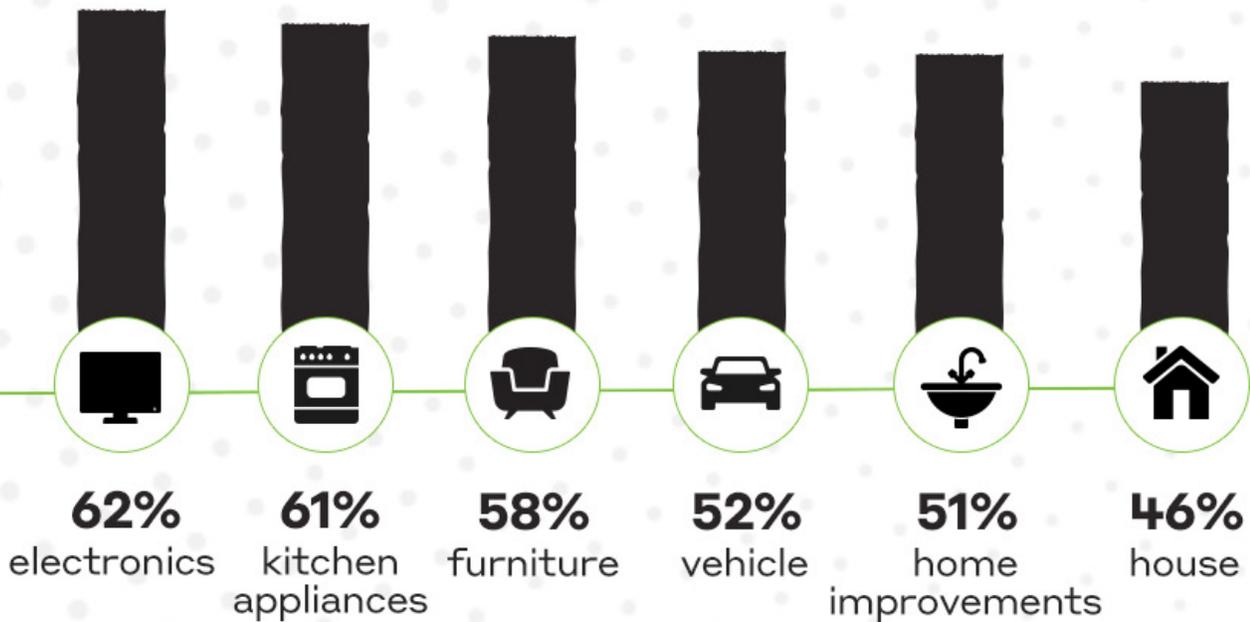
Younger generations
are **less comfortable** than
boomers/silents.

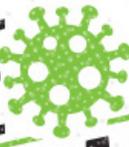


Democrats are
less confident
than Republicans
financing a large
purchase.



Americans are
most comfortable
financing electronics and
least comfortable
buying a house.



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Nesting instincts.

Top 3

quarantine-inspired home improvements:



19%
new plants and
landscaping



17%
interior
improvements



10%
new outdoor
furniture

Most likely to
update their space:

Gen Z (78%)

Least likely:

**Boomers/
Silents (34%)**

1 in 2

Americans have no home
improvement plans.



DIVERSIONS

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Pandemic-inspired pastimes.

Top activities

Americans have taken up during COVID (and hope to continue when it's over):

#1: Stress baking

38%

are baking and cooking their way through COVID.



#2: Binge watching

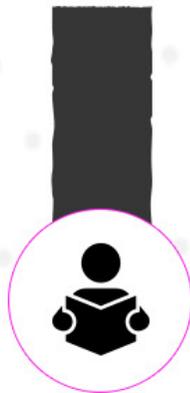
34%

are discovering
new TV shows
and movies.

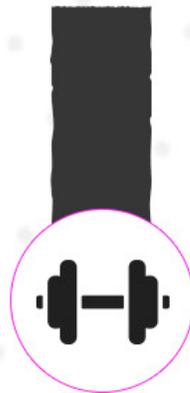


#3: Escaping

into a book or
sweating it out.



32%
reading



32%
exercising

Thank you for reading our survey highlights.
Have questions or want more details and data?
Please contact Erinn Newman | ENewman@mower.com

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