

# 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%.

**mower**

# 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

THE  NEW  
NORMAL



What mask  
controversy?

**72%**

of Americans say they wear masks everywhere that requires them.



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**59%**

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



**29%**

with family and friends  
they don't live with.



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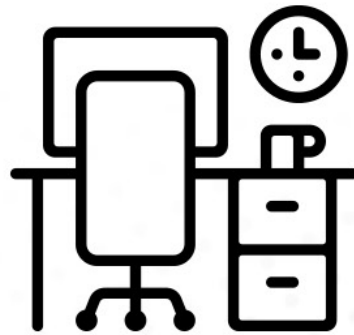
**27%**

outside at parks, beaches and  
in their neighborhood.



**20%**

at the office.



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**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.



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**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.



**I**

**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%**



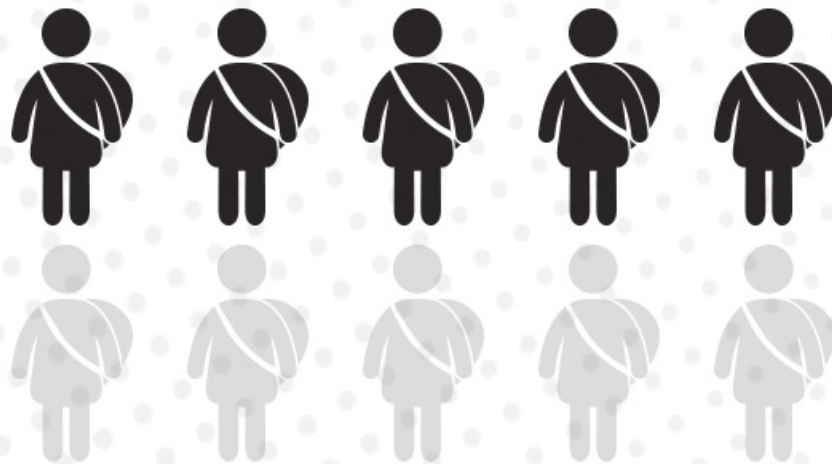
BACK TO SCHOOL

THE  NEW  
NORMAL

It's back to school.  
Or is it?

# Just half

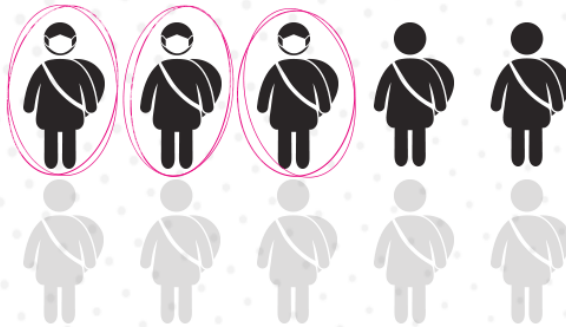
of Americans want  
to send their kids back  
to school pre-vaccine.





# Of those, 3 in 5

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



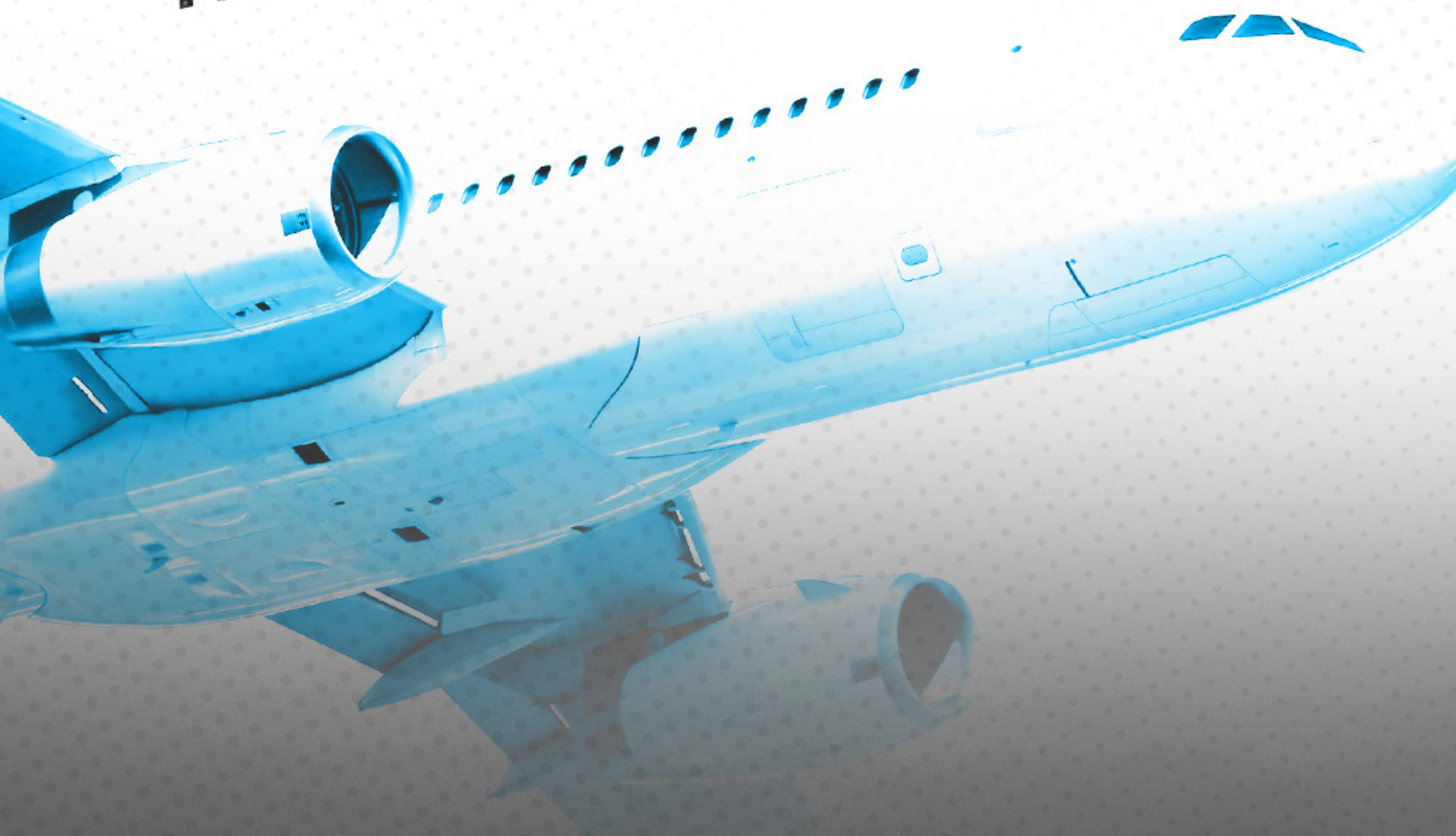
# 1 in 4

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



TRAVEL

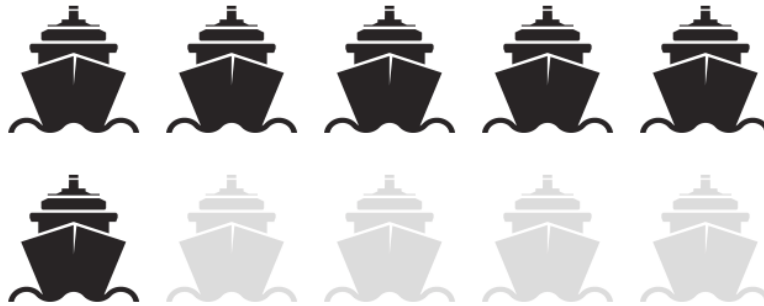
# THE NEW NORMAL



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

# Gen Z

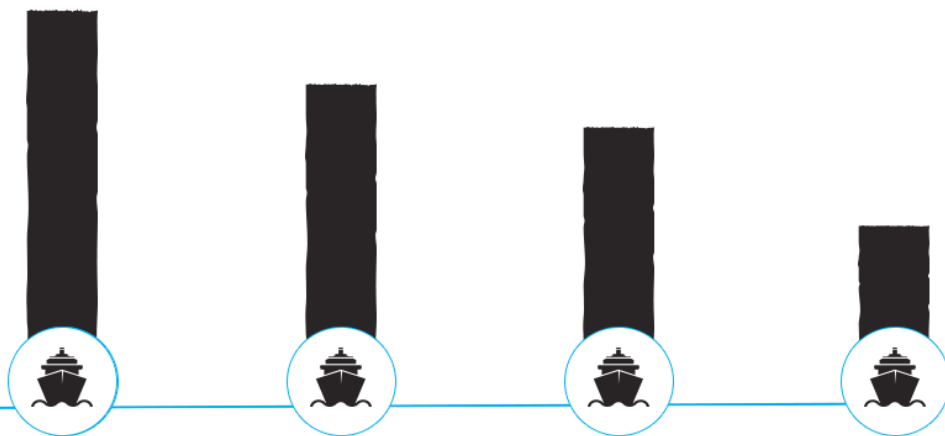
is ready to cruise.



60% would take a cruise.

# Older

Americans aren't.



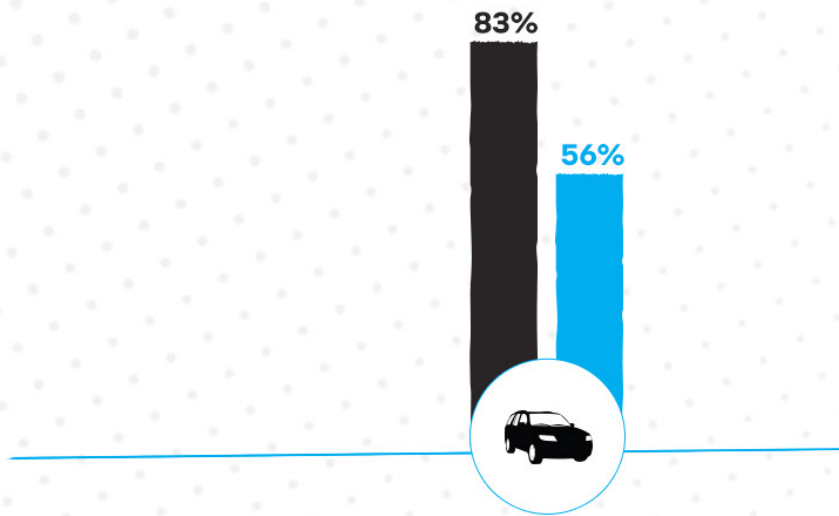
**60%**  
Gen Z

**46%**  
Millennials

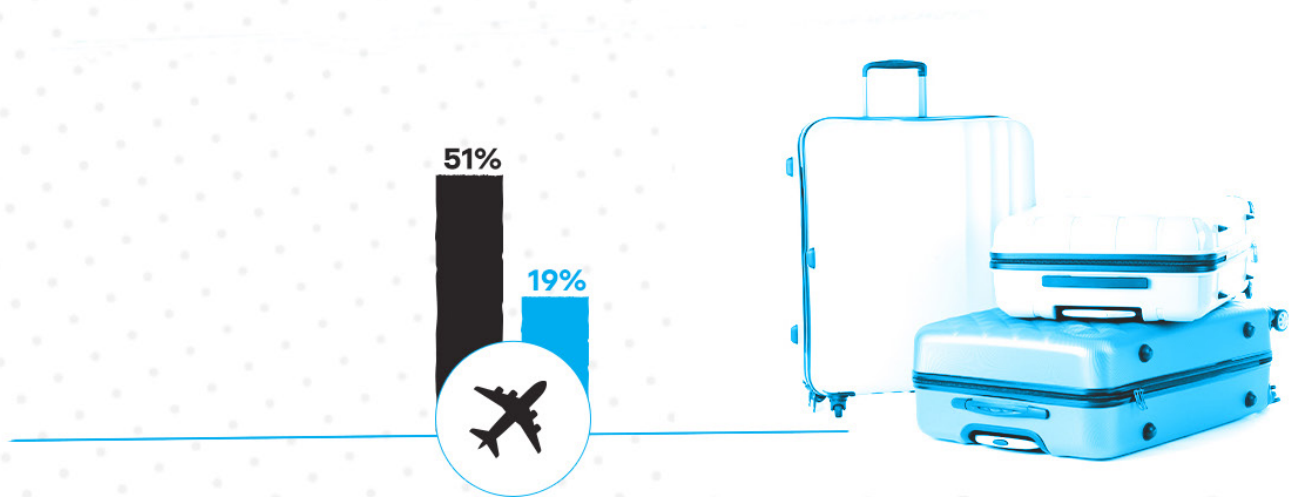
**38%**  
Gen Xers

**19%**  
Boomers/Silents

# Road trips rule.



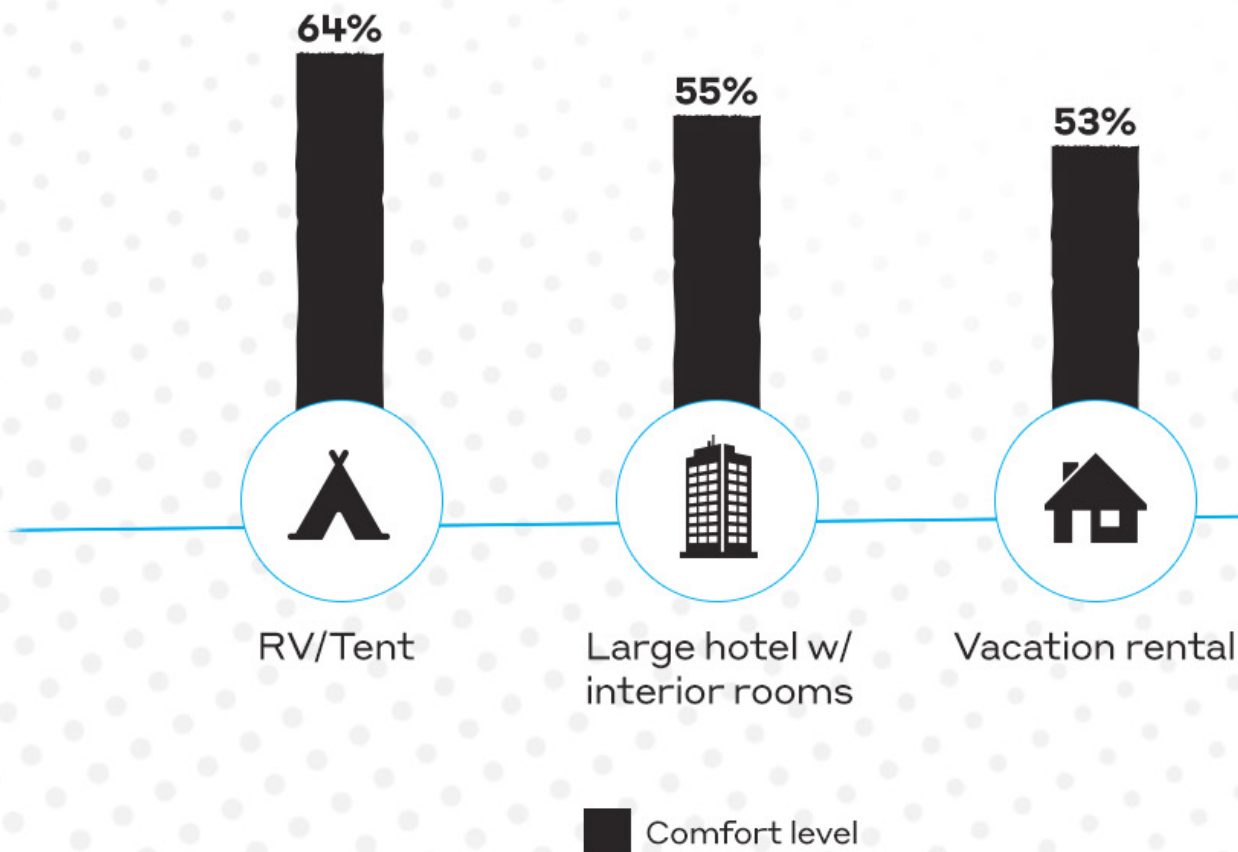
Fewer are  
**flying.**



■ Comfort level ■ Would choose

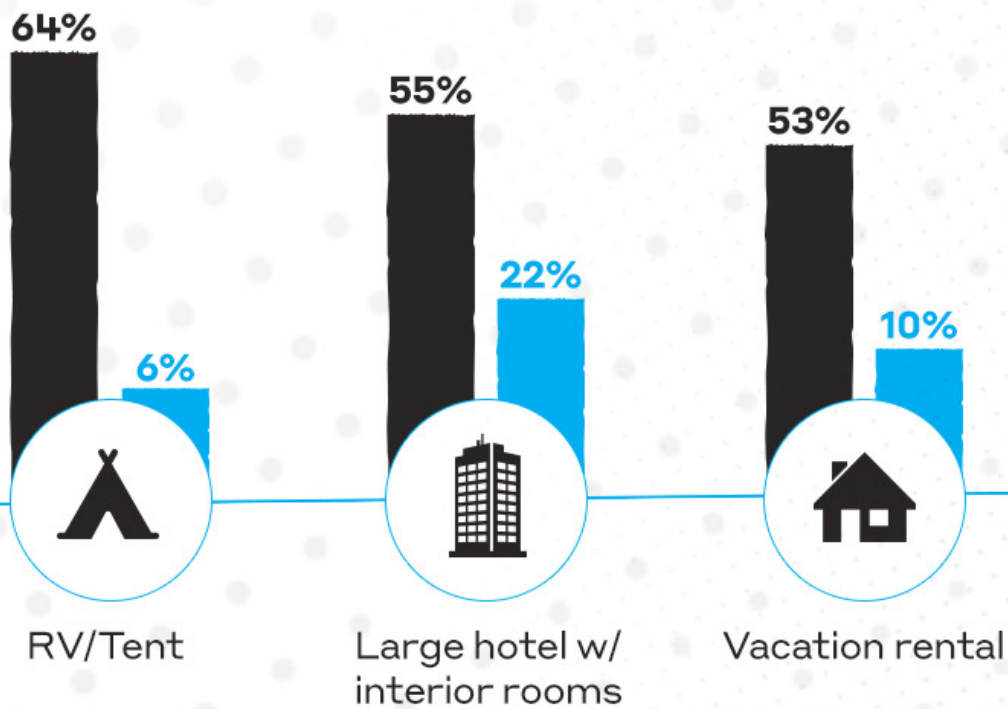
# Camping

feels the safest to travelers.





But they'll stay at a  
**hotel.**



■ Comfort level    ■ Would choose

HEALTHCARE

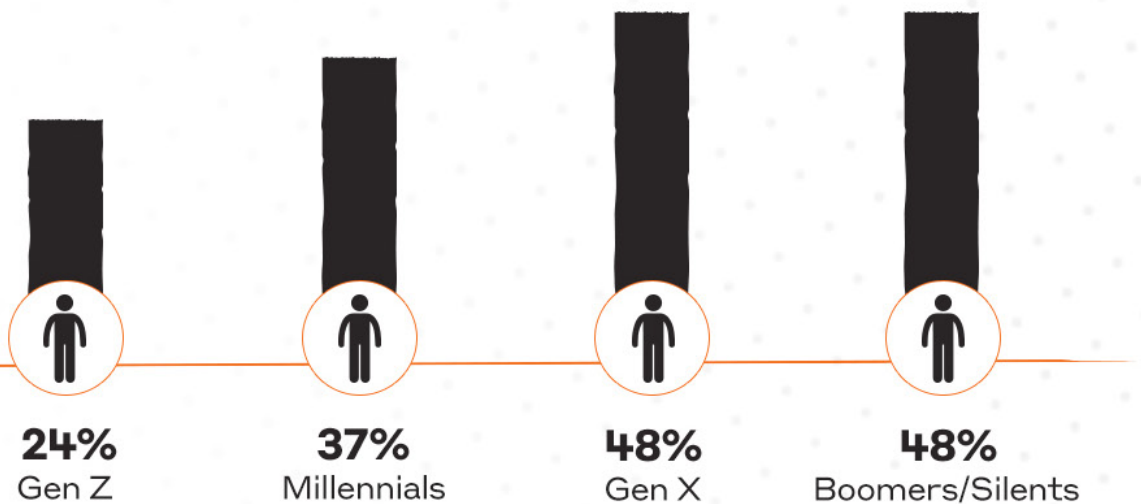
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**The doctor will  
Zoom you now.**

# 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

# THE NEW NORMAL



**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.

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**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.

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# 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.



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

HEALTHCARE

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**Has COVID caused  
medical delays?**

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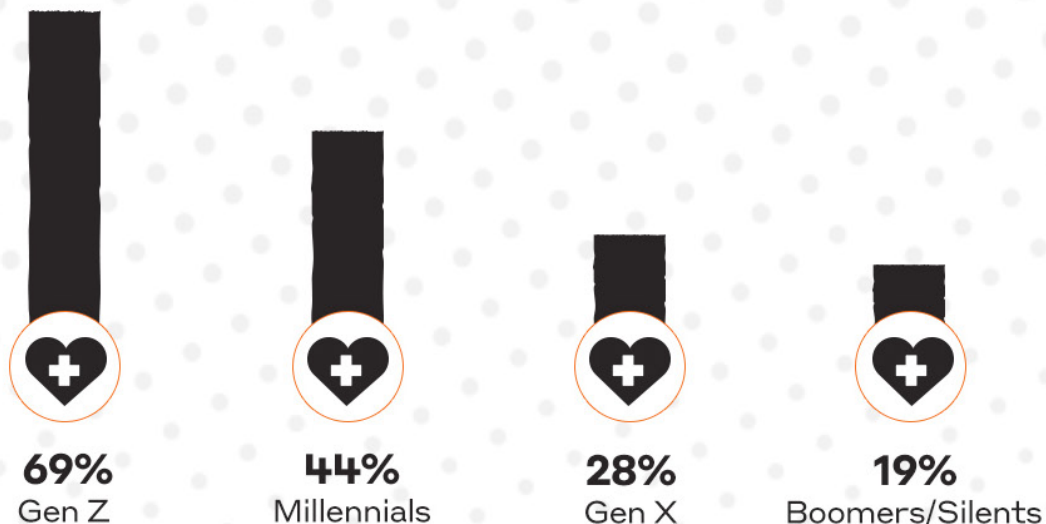


# 1 in 3

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

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The majority of those who delayed are younger adults.



# Almost 1 in 5

Gen Zers delayed  
treatment of a chronic  
health condition.

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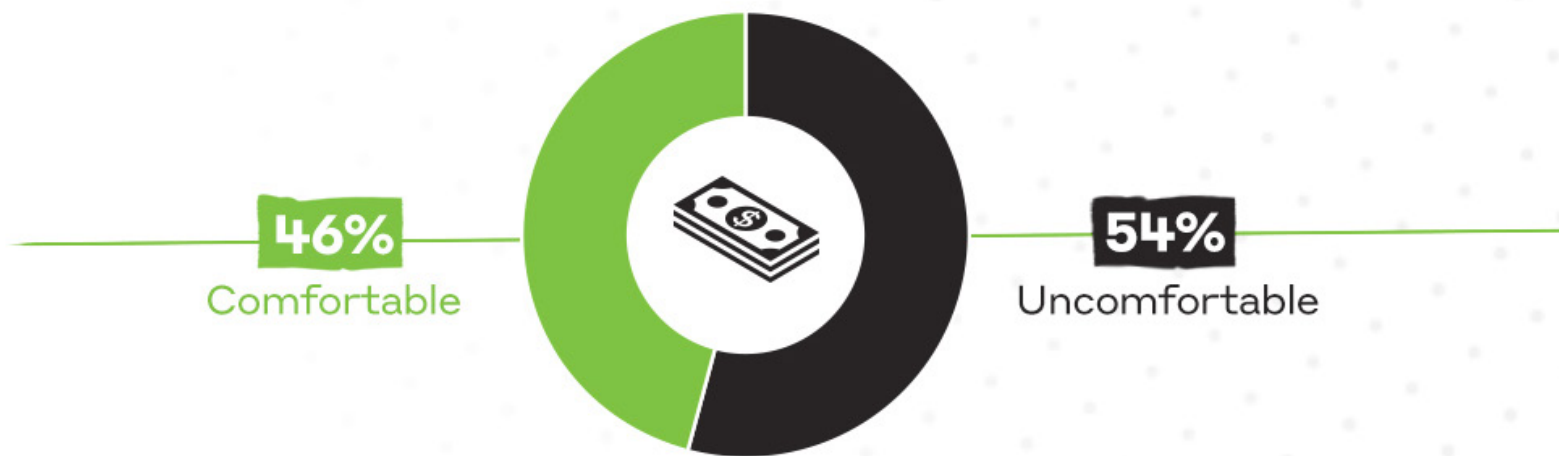
FINANCIAL

# THE NEW NORMAL



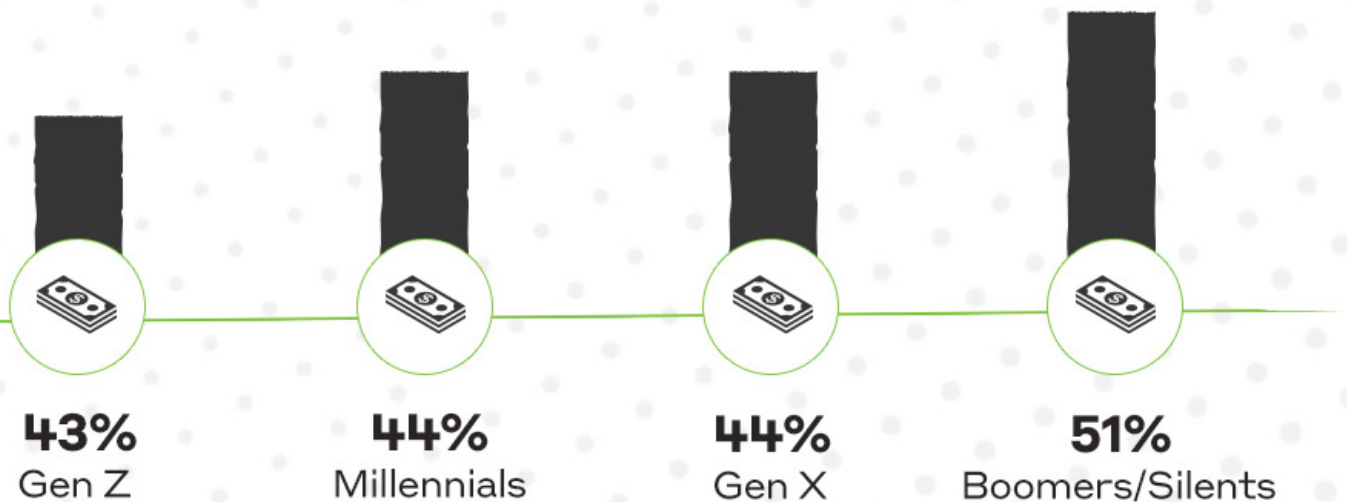
# Clinging to cash?

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

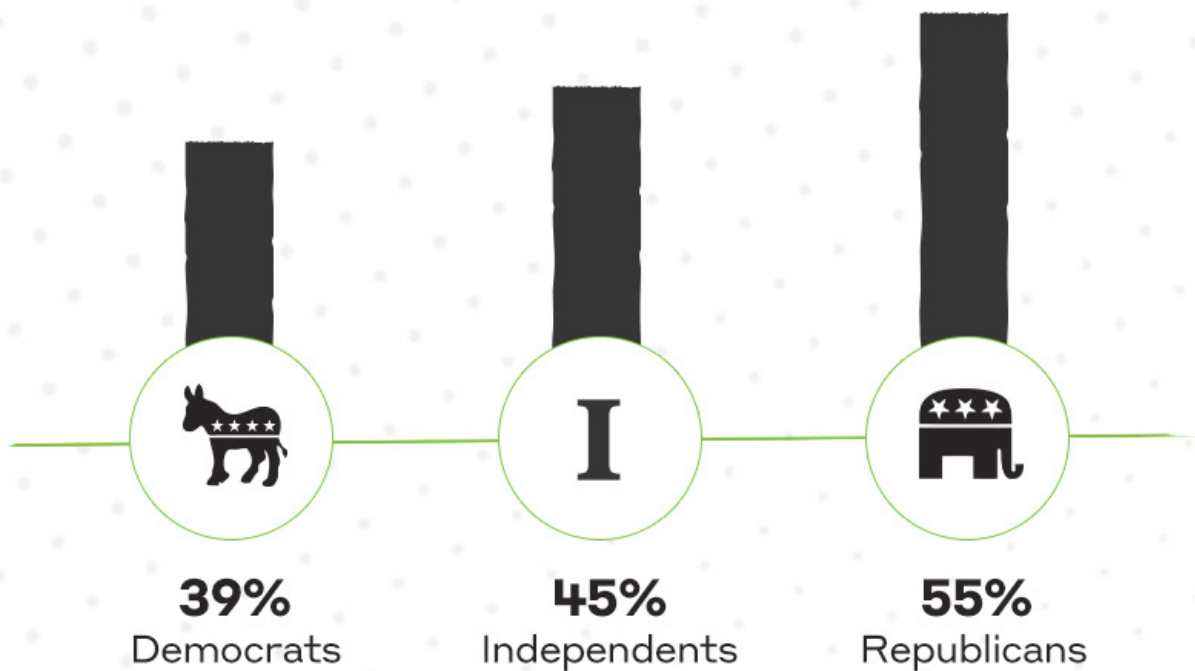




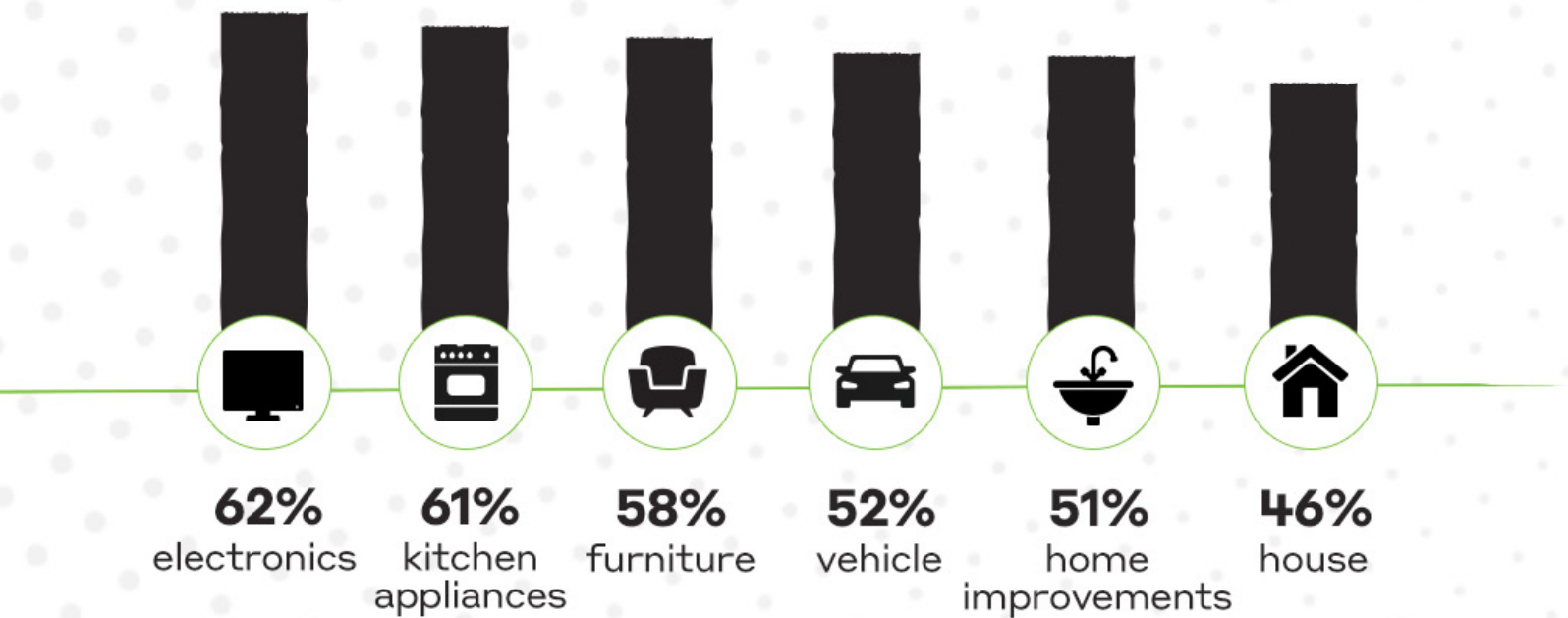
Younger generations  
are **less comfortable** than  
boomers/silents.



Democrats are  
**less confident**  
than Republicans  
financing a large  
purchase.



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



FINANCIAL

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**Nesting instincts.**

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# 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.

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DIVERSIONS

# THE NEW NORMAL



**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

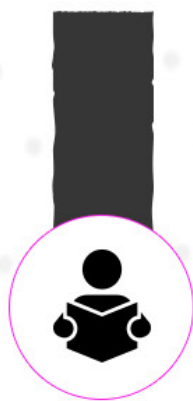
34%

are discovering  
new TV shows  
and movies.

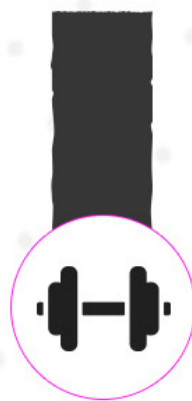


## #3: Escaping

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](mailto:ENewman@mower.com)



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