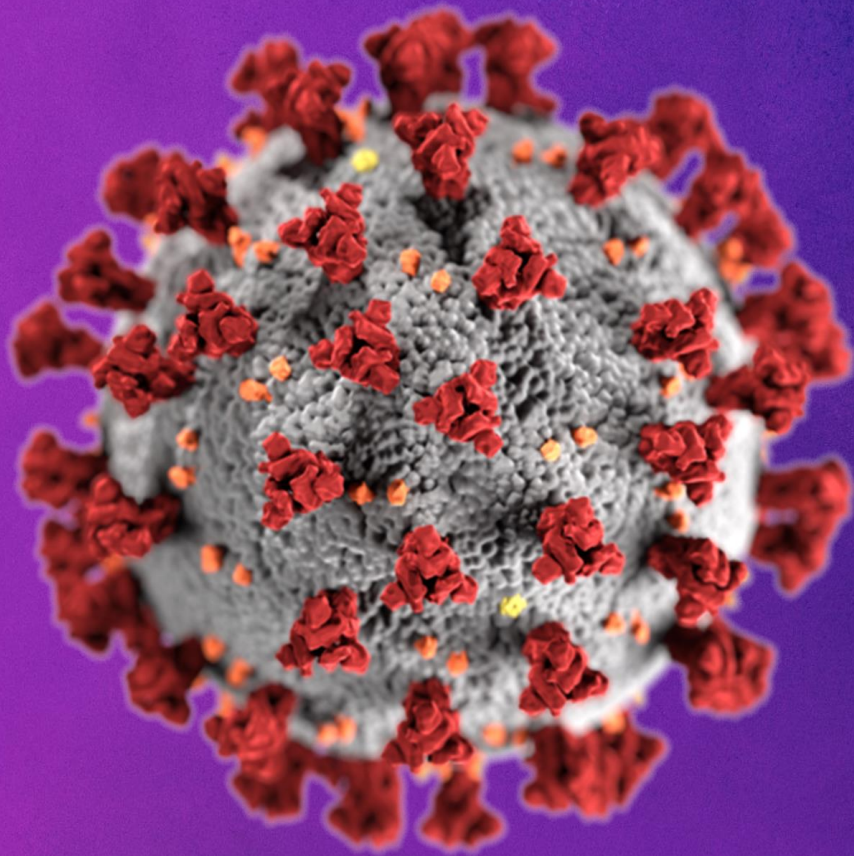


COVID-19

report 24: COVID FATIGUE

6.10.20





Since the start of the pandemic, the world has been focused on all things Coronavirus. With it impacting just about every aspect of our lives, stepping away from the news isn't always enough to escape the fatigue. For the first time in three months, the Coronavirus is no longer front and center amid recent events surrounding Black Lives Matter protests. In some ways, it has given Americans "permission" to focus on urgent matters beyond the virus. Younger generations and households with kids are really feeling the fatigue, as some relax COVID precautions and take on more risk to get back out and reclaim their lives. More than others, they are partaking in non-essentials, socializing in larger groups and heading back to restaurant dining rooms. While Americans aren't prepared to completely unplug from COVID news, they are ready to expand their focus to other important topics.

As consumers move forward, how much vigilance over COVID is too much?

Here are highlights from Datassential's latest wave of Coronavirus research, fielded on June 1, June 3, and June 5 with 3,000 U.S consumers.

RECENT KEY EVENTS

June 3

US Senate passes Paycheck Protection Program reform bill by unanimous consent
Delta CEO says airline plans to test all 90,000 employees for COVID-19 and antibodies
Nebraska poultry plant reports more COVID-19 cases

June 4

CDC's forecast projects more than 127,000 US Coronavirus deaths by June 27
CDC director says flu vaccine will be important defense against Coronavirus in upcoming months

June 5

COVID-19 hospitalizations nearly double across New York City
Dow surges 700 points following better-than-expected jobs report
Universal Studios Orlando reopens to the public

June 6

"Operation Warp Speed" is fueling vaccine fears, two experts say
New York state to accelerate the reopening of places of worship, governor says

June 7

CDC says it's "monitoring closely" the protests across America
George Floyd protesters tell CNN it's worth braving Coronavirus
Mayor says NYC is within parameters to proceed with reopening

June 8

More than 400,000 people flew yesterday, TSA says
US restrictions averted about 60 million Coronavirus infections through early April, study says
New infections are still the biggest risk to the economy
Dunkin' announces it is hiring 25,000 new employees as America reopens

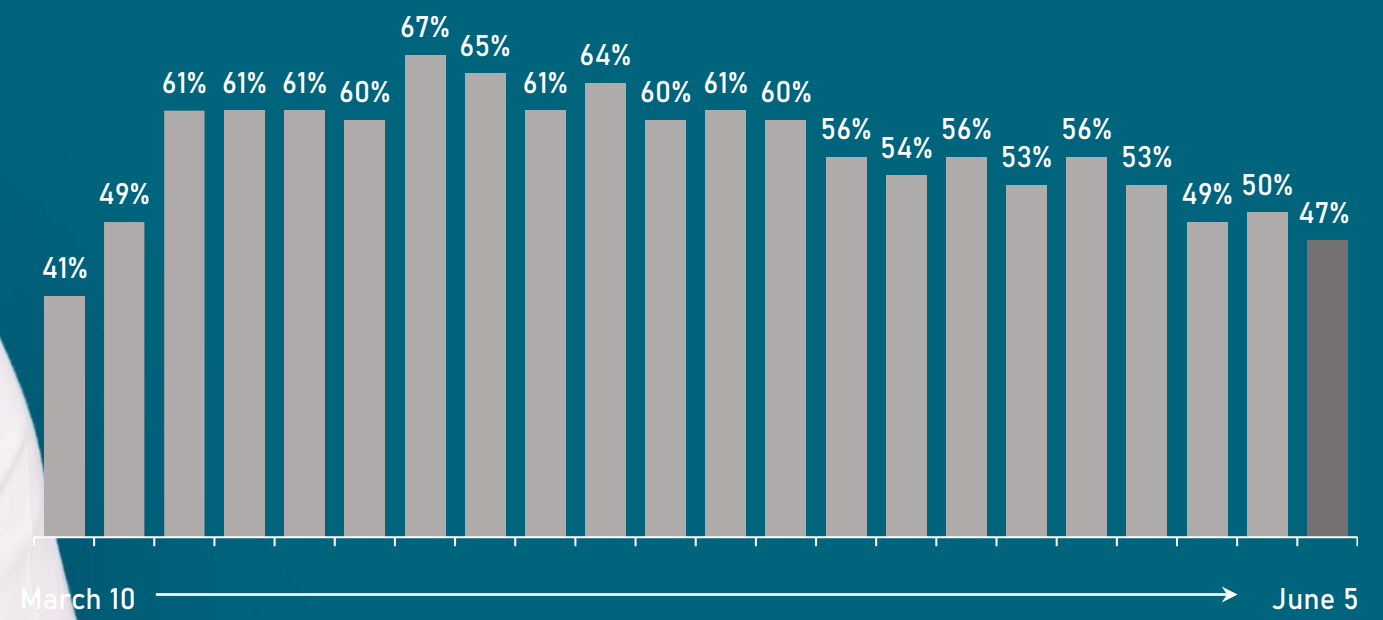
June 9

Former US Army medical commander: It would be "terrible" if political pressure rushed vaccine
US reports 18,534 Coronavirus cases in one day
Bureau of Labor Statistics: US employers laid-off 7.7 million workers in April



Coronavirus concern remains steady and consistent with early pandemic levels.

	April							May					June			
	1	3	7	10	15	17	23	27	1	7	14	19	22	1	3	5
Very concerned	67%	65%	61%	64%	60%	61%	60%	56%	54%	56%	53%	56%	53%	49%	50%	47%
Somewhat concerned	28%	28%	34%	31%	35%	33%	34%	37%	37%	34%	38%	37%	37%	40%	38%	41%
Not concerned	5%	7%	6%	5%	5%	6%	6%	7%	9%	10%	9%	7%	11%	11%	11%	13%



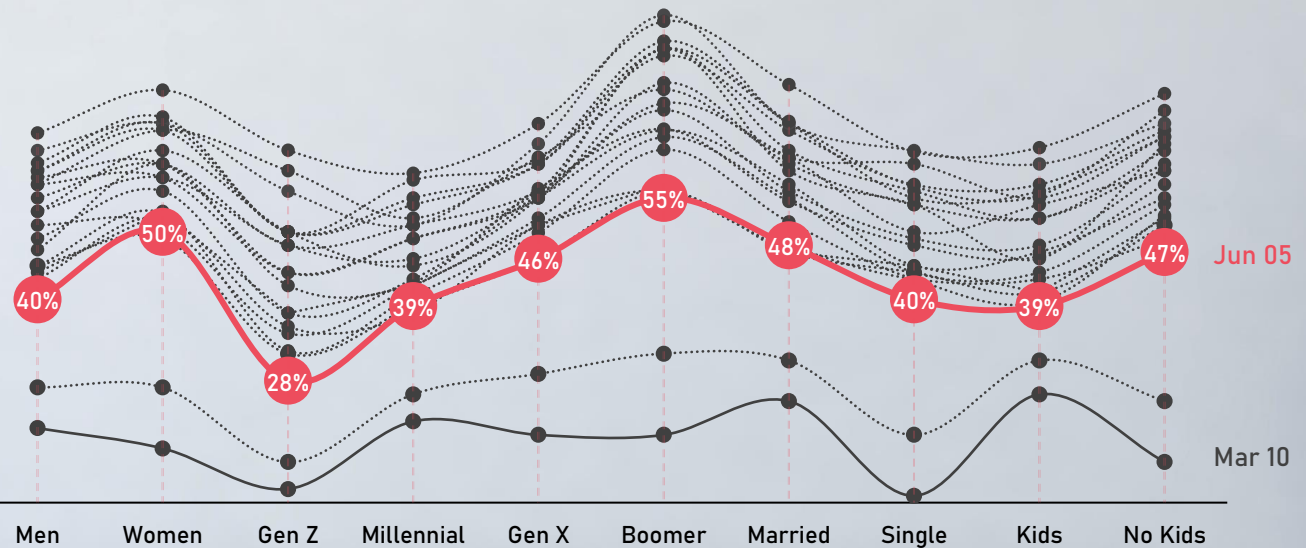


Avoidance of dining is steady but continues to show signs of softening.

While avoidant behavior among demographic groups has been consistent since the start of June, Generation Z has shown the largest decreases, down 8 points in just two days.

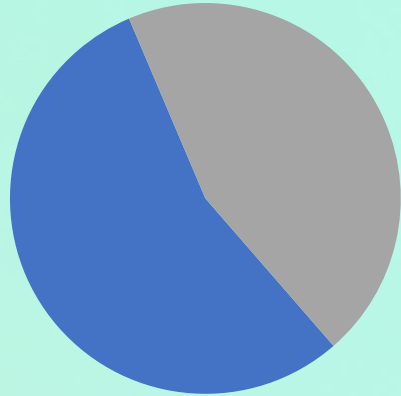


DEFINITELY AVOID EATING OUT



Concern over the economy is growing,
but health remains top priority.

which are you more concerned about?



55%

PUBLIC-HEALTH CRISIS

-4% since June 1
-8% since April 7

45%

ECONOMIC CRISIS

+4% since June 1
+8% since April 7



Americans are still home-based, but some are starting to return to “normal.”

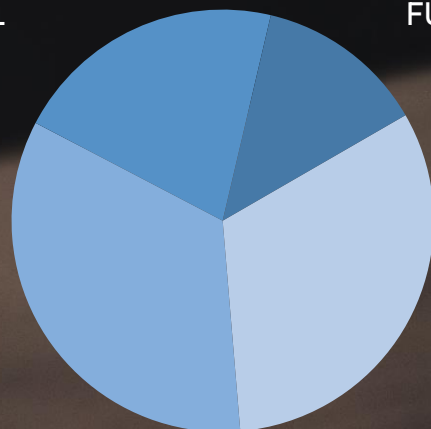
which of the following best describes your current situation?

21%
STILL GOING TO
SCHOOL/WORK AS NORMAL

13%
LAID OFF /
FURLOUGHED

34%
WORKING OR ATTENDING
SCHOOL REMOTELY

32%
NOT WORKING
OVERALL



As the “new normal” becomes second nature, it frees our minds for other things.

When the pandemic began, everything was an unknown, including how to safely navigate activities we never gave a second thought. We were forced to adopt new precautionary behaviors and unlearn lifelong habits. With all parts of our lives impacted and everything a potential danger, COVID became our sole focus as a matter of survival. Over time, we have gotten used to the new way of doing things and COVID safety measures have become almost second nature, leaving us the mental freedom to focus on other things.

Without the need to focus on COVID 24/7, restaurants should strive for the “right balance” of showing diners what they need to feel safe, while still enabling the mental escape they look to from dining out.

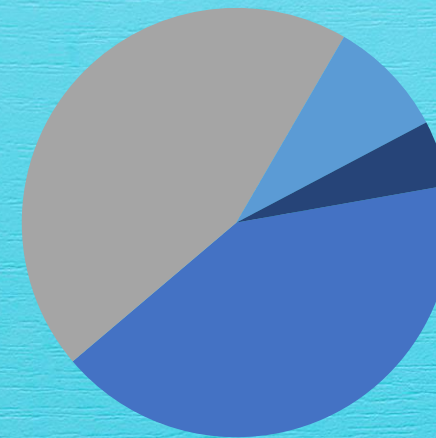


We aren't ready to let our guard down.

Almost universally, people are being just as careful today, if not more when it comes to taking safety precautions. Households with kids are more likely to take extra measures, while Boomers, who have been vigilant all along, are being just as careful.

which best describes your current response to the risk of COVID-19. Compared to when the pandemic began, I am being...

45%
JUST AS CAREFUL
More likely among Boomers (52%)



9%
SLIGHTLY LESS CAREFUL

5%
MUCH LESS CAREFUL

42%
MORE CAREFUL
More likely among HH's with kids (49%)

People taking fewer precautions are simply over it.

which of the following do you think are the main reasons you are being less careful about COVID-related safety precautions recently?

I don't care anymore: I'm over it and need to get back to normal	26%
Most people are taking precautions so it's safer now	23%
I don't know anyone who has been sick or died from coronavirus	21%
I have been very careful since the pandemic began, so I feel safe	17%
I feel confident that my friends / family have been very careful, so I feel safe	17%
The risk of COVID has been overblown / it's not as dangerous as we thought	16%
Everyone has been in isolation for so long, the risk is lower now	15%
The country has bigger problems right now, I can't focus on COVID any longer	11%
I am worried about my financial situation: I need to work	10%
Summer is here: Nicer weather means I can go outside and socialize safely	10%
I need services and can no longer wait (haircut, doctor visit, car repair, etc.)	9%
Caring for loved ones is more important: I need to be with my friends/family	6%
Testing is widely available now, so the risk is lower	4%
My children are home, and they need to be active and social	2%
My mental health is more important: I need to be around people	1%



Younger generations are pushing the boundaries.

With warmer weather and non-essential businesses reopening, people are ready to return to some normalcy. While some experts have advised against rushing back to regular activities, one in three people have ignored the warnings, skipping masks, not adhering to social distancing, and shopping for non-essential items. Nearly a quarter of consumers have gone back to restaurant dining rooms.

In the past two weeks, have you done any of the following activities (even though they might have been discouraged in due to COVID-19)?

	TOTAL	Gen Z	Millennial	Gen X	Boomer	HH w/ kids
Been outside without wearing a mask	43%	45%	45%	45%	36%	53%
Exercised in public	38%	49%	41%	38%	32%	42%
Socialized without being 6-feet apart the whole time	34%	49%	40%	33%	23%	44%
Gone shopping in-person for "non-essential" items	33%	41%	38%	32%	24%	45%
Gotten a haircut / spa / beauty treatment	27%	39%	29%	23%	24%	35%
Socialized inside of a friend's house	26%	41%	33%	21%	17%	35%
Eaten inside of a restaurant dining room	23%	32%	29%	22%	16%	31%
Exercised without being 6-feet apart the whole time	21%	35%	31%	17%	9%	33%
Gathered with a big group (10+) of friends / family	20%	40%	29%	15%	9%	30%
Been part of a large, public crowd	17%	31%	26%	13%	5%	26%

Significantly MORE likely Significantly LESS likely



COVID should remain a focus, just not the only one.

While Americans want to keep apprised of issues beyond COVID, they are not ready to completely shift away. Businesses reopening and massive protests have only served to increase COVID concern, fueled by fears that people are becoming too lax with safety precautions. At the same time, half of Americans are not following COVID as closely and are interested in news beyond the pandemic. Households with kids and younger generations are more willing to take on risk if it means returning to "life as usual."

regarding how you feel about COVID-19 now,
please rate the following statements.

	Total	
I think COVID has changed how I look at behaving in public forever	75%	More likely among women (81%)
I hope the media continues to focus on COVID – it's still a very serious situation	68%	
Seeing others more relaxed about safety precautions makes me feel less safe	64%	More likely among Boomers (73%)
I hope the media focuses on non-COVID news, there's more important issues	58%	
Lately I've been following the news about the coronavirus pandemic less closely	52%	
Lately I've been following the news about the coronavirus pandemic more closely	49%	
Lots of people are breaking the rules so there's no point in following them	44%	More likely among HH's with kids (58%)
As time goes on, I find myself caring less about COVID (despite the risks)	39%	More likely among HH's with kids (46%)
I'm willing to take more "risks" regarding COVID now-need to get back to "normal" life	36%	More likely among Gen Z (47%), Millennials (44%) and HH's with kids (46%)
Seeing people more relaxed about safety precautions makes me feel more relaxed about it	35%	More likely among Gen Z (49%), Millennials (45%) and HH's with kids (49%)



COVID coverage is still important:

Boomers are more likely to want coverage focused on COVID, while Generation Z would rather just be informed of major updates.

which do you most agree with about coverage of COVID-19 in the news?

43%

KEEP COVID NEWS FRONT AND CENTER

Higher among Boomers (51%)

21%

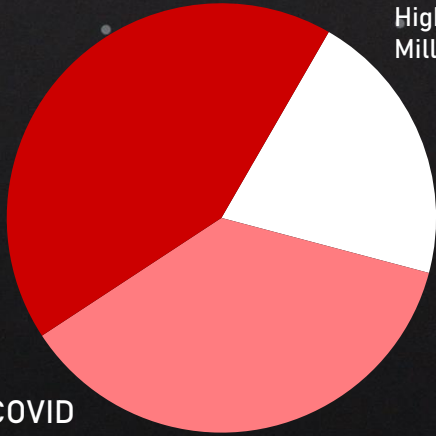
SICK OF COVID NEWS, MOVE ON

Higher among Millennials (28%)

37%

ONLY WANT COVID COVERAGE FOR MAJOR EVENTS

Higher among Gen Z (47%)



Current events now share the spotlight with COVID.

While COVID is still important, only one in four Americans rank it as the top concern. Mindshare is also devoted to hot topics such as the economy, Black Lives Matter, and the 2020 election.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Ranked in Top 3
Coronavirus / COVID-19	27%	17%	12%	56%
Economy (jobs, unemployment, stimulus)	13%	15%	14%	42%
George Floyd / Black Lives Matter protests	12%	13%	10%	35%
Health and wellness / healthy living	10%	9%	8%	27%
2020 election and politics	9%	10%	14%	33%
Return of pro sports / live entertainment	5%	5%	4%	14%
Environment / climate change news	4%	6%	5%	15%
Latest movies, music, fashion, celebrity news	4%	3%	4%	11%
Global / international news and events	4%	6%	8%	18%
Technology breakthroughs / news	4%	5%	4%	13%
Science breakthroughs / news	4%	5%	4%	13%
Education news (schools reopening, Title IX)	3%	5%	8%	16%
Me Too movement news	2%	2%	3%	7%



rank the three topics you care most about right now

The protests have compounded COVID concerns.

While the recent protests and rioting have been a cause for concern, they didn't completely take our focus off COVID. Instead, it left people, especially Boomers, even more worried about the potential for spread in large crowds. For more than half of Americans, coverage of the protests have been a wake-up call that there are important events beyond just COVID. Younger generations are more likely to want to get involved and less likely to worry about the added risk of exposure.



regarding the COVID-19 pandemic and how you're feeling about it now, please rate the following statements...

It seems like most protesters were breaking social distance rules	79%	← More likely among Boomers (92%)
Large protest gatherings will lead to a surge in COVID cases	76%	← More likely among Boomers (87%)
I'm more concerned about protests / riots than COVID	59%	← More likely among HH's with kids (66%)
News coverage of protests is a reminder to focus on things beyond COVID	58%	
Other news and events have distracted us from what's more important - COVID	46%	← More likely among HH's with kids (56%)
COVID has distracted us all from news and events that are more important	46%	← More likely among HH's with kids (56%)
My need to get involved in what's going on is worth a little added risk of COVID exposure	33%	← More likely among Gen Z (45%), Millennials (45%) and HH's with kids (49%)
Seeing non-COVID news coverage makes me feel ok to go back to doing "normal" things	30%	← More likely among Gen Z (44%), Millennials (40%) and HH's with kids (42%)
It seems like most protesters were following safe COVID practices	29%	← More likely among Gen Z (49%), Millennials (40%) and HH's with kids (41%)



HOTSHOT REPORT

Visit Datassential's Coronavirus Resource Library at datassential.com/Coronavirus, your one-stop shop for all COVID-19 research reports, video interviews, restaurant closure maps, and Traffic Briefings, all updated daily as new data come out of the field.



Help us help you.

As the Coronavirus situation continues to evolve rapidly, just tell us what you want to know. If it's something that benefits the food industry, we'll do our best to incorporate it into an upcoming report and provide the results to everyone for free.

And if you have a need that's specific to your company or brand, we would love to design a custom research solution for you.

[click me](#)



America's chain restaurant landscape, reframed in the age of COVID-19.

Datassential's recently-released Firefly 500+ Report dives deep into the metrics of chain restaurant success: annual sales, unit counts, and AUVs; year-over-year growth numbers; and consumer insights from SCORES and BrandFingerprints. This year, the report also includes custom research about COVID-19's impact on the chain restaurant landscape, compiled from March to early May.