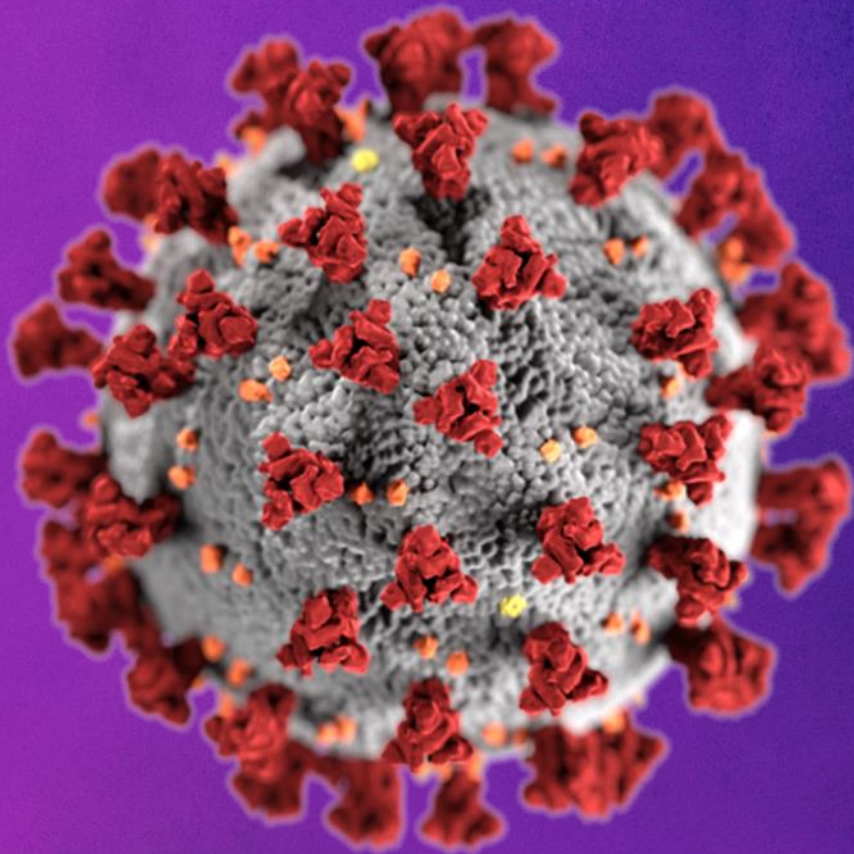


# COVID-19

report 26: RESILIENCE

6.19.20





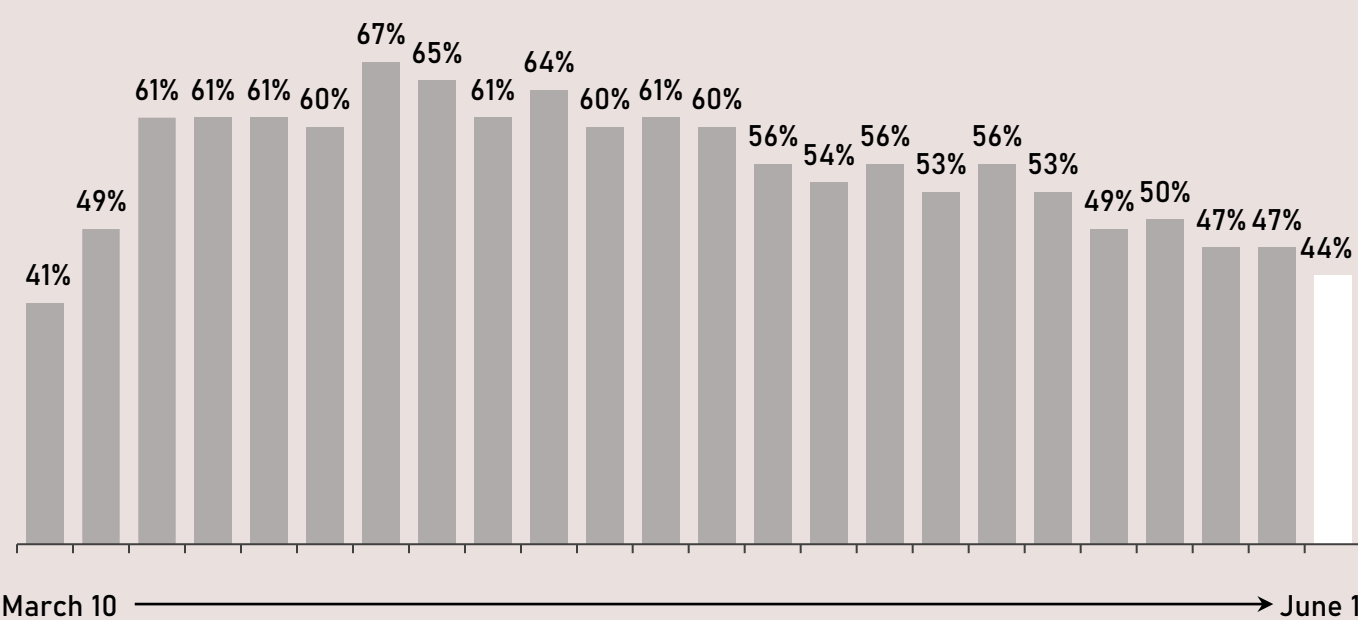
After several months of focusing solely on the COVID pandemic, many people are ready to move on. Even with expectations for a second wave, most Americans don't support another lockdown. People are confident in their ability to stay safe from exposure, and many now see precautionary steps as "second nature." Whether it's this feeling of more control or simply becoming accustomed to the "new normal," people have developed a "thicker skin." Since our April exploration into the emotional impact of the Coronavirus pandemic, Americans have become less afraid, but also less trusting, less empathetic, and even less appreciative of the "little things." We are starting to see a shift in social consciousness, where COVID now shares the spotlight with other urgent topics like Black Lives Matter and the economy. At a time when many serious issues seem to be converging at once, Americans are more ready than ever for some mental escape. As restaurants reopen, eating in will be a bright spot for diners, even though they readily admit that it won't be quite the same with precautions.

Here are highlights from Datassential's latest wave of Coronavirus research, fielded on June 5, June 9, June 10 and June 15 with 4,000 U.S consumers.



# Coronavirus concern is way down from its peak, closer to early-pandemic levels.

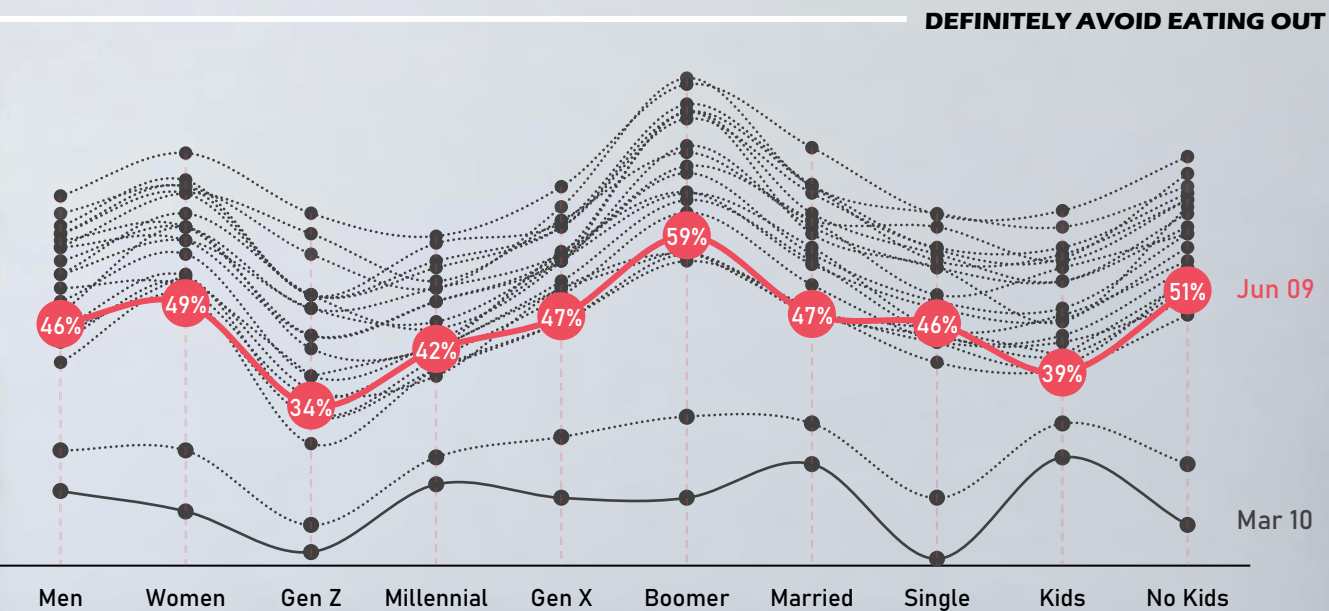
	April							May							June				
	1	3	7	10	15	17	23	27	1	7	14	19	22	1	3	5	9	15	
Very concerned	67%	65%	61%	64%	60%	61%	60%	56%	54%	56%	53%	56%	53%	49%	50%	47%	47%	44%	
Somewhat concerned	28%	28%	34%	31%	35%	33%	34%	37%	37%	34%	38%	37%	37%	40%	38%	41%	39%	42%	
Not concerned	5%	7%	6%	5%	5%	6%	6%	7%	9%	10%	9%	7%	11%	11%	11%	13%	14%	14%	





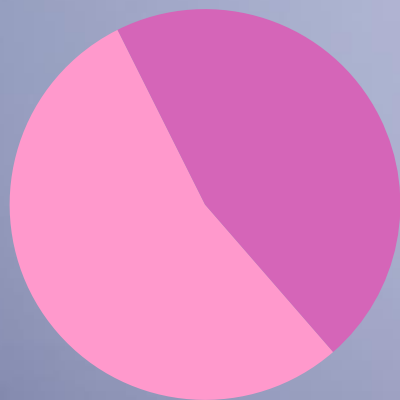
## Avoidance of dining out is inching down — slowly — from its peak.

More restaurants began to open their dining rooms, but avoidance remained steady as of June 9. The more Americans get used to having this option again, the more avoidance will likely decline.



Health concerns remain the top priority,  
but economic worries have been rising.

which are you more concerned about?



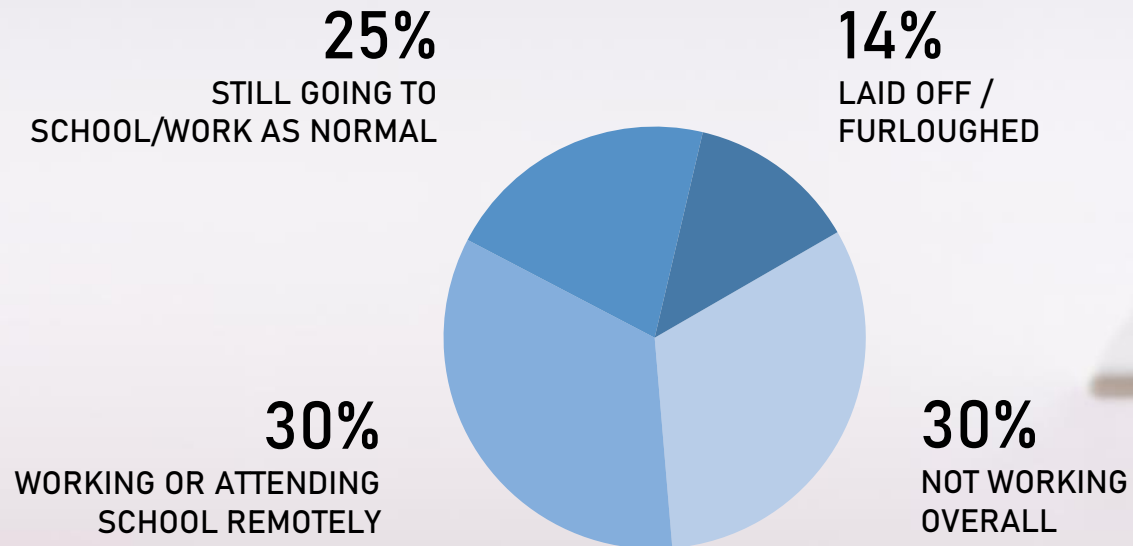
**46%**  
ECONOMIC CRISIS  
+1% since June 3  
+9% since April 7

**54%**  
PUBLIC-HEALTH CRISIS  
-1% since June 3  
-9% since April 7



As the US continues to reopen, more people are returning to work and school outside of the home.

which of the following best describes your current situation?



# Consumers' acceptance doesn't necessarily equate to happiness.

Americans have gotten used to the “new normal,” and in some ways, it is now even second nature. We are more confident in how to safely navigate our environments. We are used to the extra steps necessary for COVID-era shopping. When we leave the house, we don't think twice about grabbing a mask and sanitizer, along with our car keys. But just because we've come to accept this way of life, doesn't mean we are happy about it.

Diners are excited to eat in at restaurants again, understand the importance of new precautions, and are willing to make the necessary sacrifices. Yet they'll also be the first to tell you that seeing servers in masks and needing to comply with social distancing measures do not exactly allow them a complete mental escape. Restaurants can overcome these challenges by finding new ways to elevate the “experiences” that surprise and delight and not just focusing on operational issues and safety measures.



Americans are quickly adapting to the “new normal.”

82%

I know which precautions to take and how to stay safe from COVID exposure

60%

COVID safety precautions have become second nature

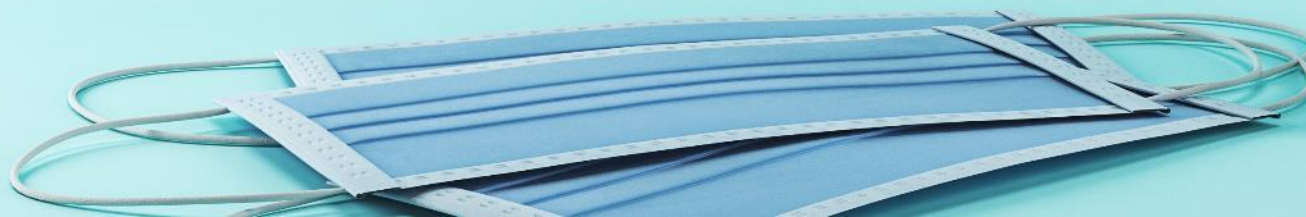
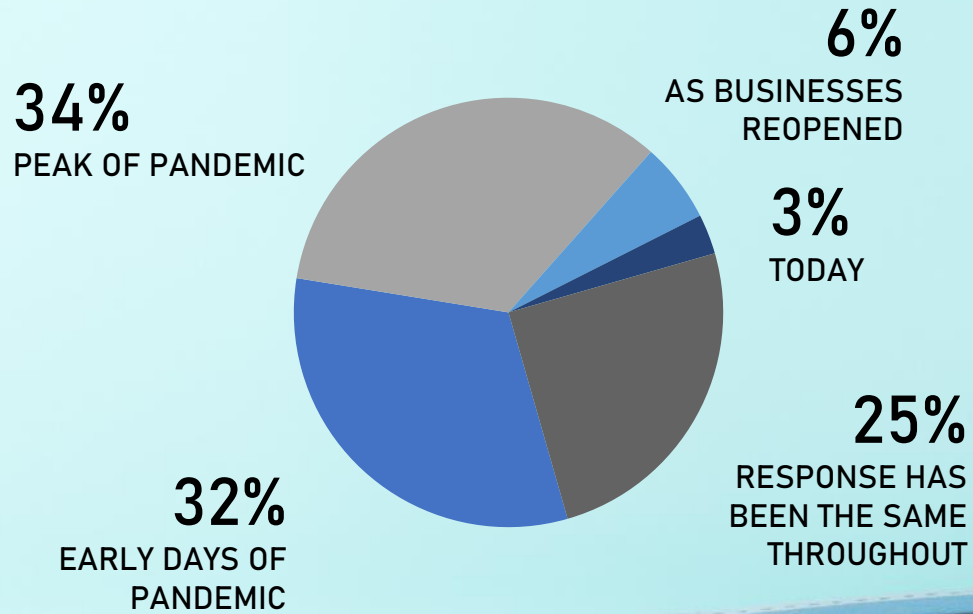




# But as fear declines, so does people's vigilance.

While it's never been more important to keep up with COVID precautions as we re-emerge back into society, the reality is that's not happening. Two out of three Americans were most careful during the early days and peak of the pandemic. Only a third have stayed consistent or gotten more careful since business started to reopen.

at what point during COVID-19 were you the most **EXTREMELY CAREFUL** about cleanliness and distancing practices?



# Americans will still turn to trusted health sources.

Primary-care doctors, scientists, and public-health experts are still the most trusted resources for COVID guidance. People are also more likely to take cues from government at the local or state level. However, mixed messaging, changes in guidance and partisan differences may have taken its toll. Apart from the WHO and the mainstream news media, almost all official sources have lost some trust since mid-April.

how much do you trust the following sources to guide you in our efforts to stay safe during COVID-19?

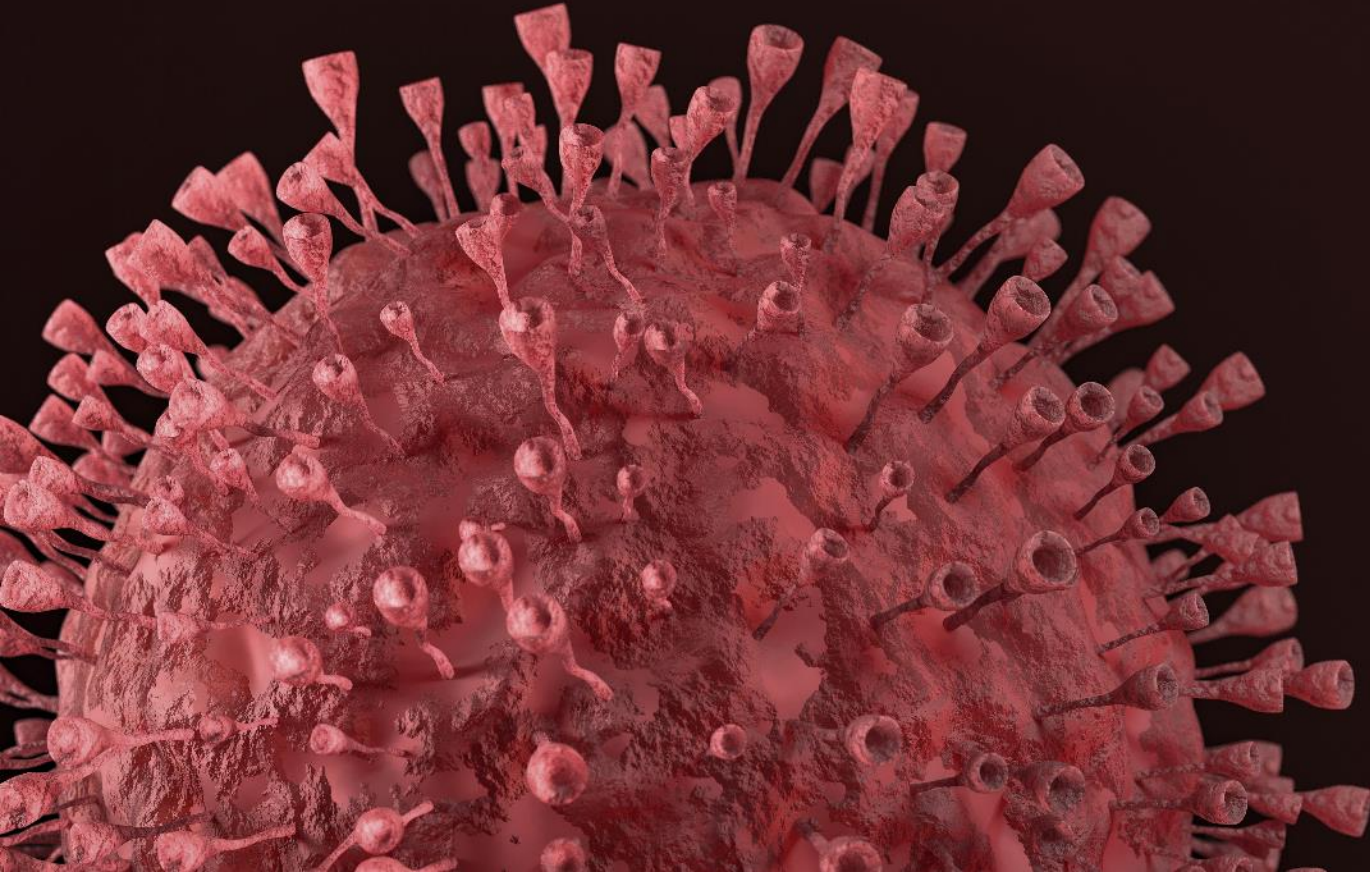
Trust COMPLETELY/SOMEWHAT

	June 10	April 15	CHANGE
Your primary-care doctor	91%	95%	-4%
Scientists and public-health experts	86%	93%	-8%
Centers for Disease Control	85%	91%	-7%
Food and Drug Administration	80%	88%	-7%
Local/town/city governments	80%	87%	-7%
State government	75%	83%	-8%
World Health Organization	73%	75%	-2%
Federal government (excluding the president)	66%	74%	-8%
Mainstream news media	63%	65%	-2%
President Trump	48%	54%	-6%

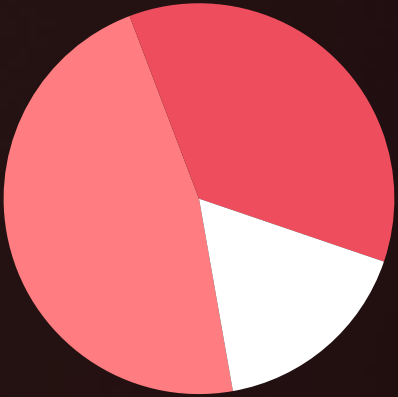


# Americans still expect a second wave of Coronavirus.

do you think there will be a second wave of COVID-19 infections in the US?



**47%**  
YES, A MAJOR ONE  
-2% since May 28  
More likely among  
HH's with kids (56%)



**36%**  
YES, A MINOR ONE  
+1% since May 28

**17%**  
NO  
+1% since May 28  
More like among Gen Z (27%)



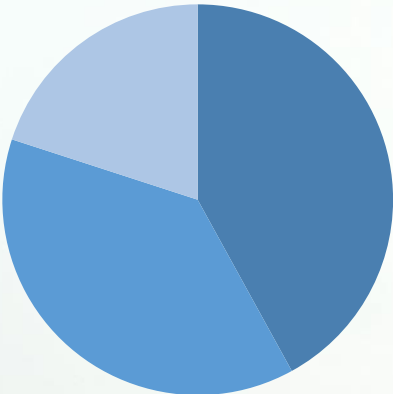
# Most aren't ready for another lockdown.

Whether due to economic concern, lockdown fatigue, or simply feeling we know how to better navigate the pandemic, more than half of Americans are not willing to shut down again if we experience a second wave of the pandemic. In just two weeks since Datassential first posed this question to consumers, 5% have moved from the middle ground to a more hardline stance.

**if there were a second wave of COVID-19 in the US, should we...**

**20%**  
CONTINUE OPENING  
BUSINESSES AS  
PLANNED  
*+3% since May 28*

**38%**  
CONTINUE  
OPENING  
BUSINESSES, BUT  
SLOWER  
*-5% since May 28*

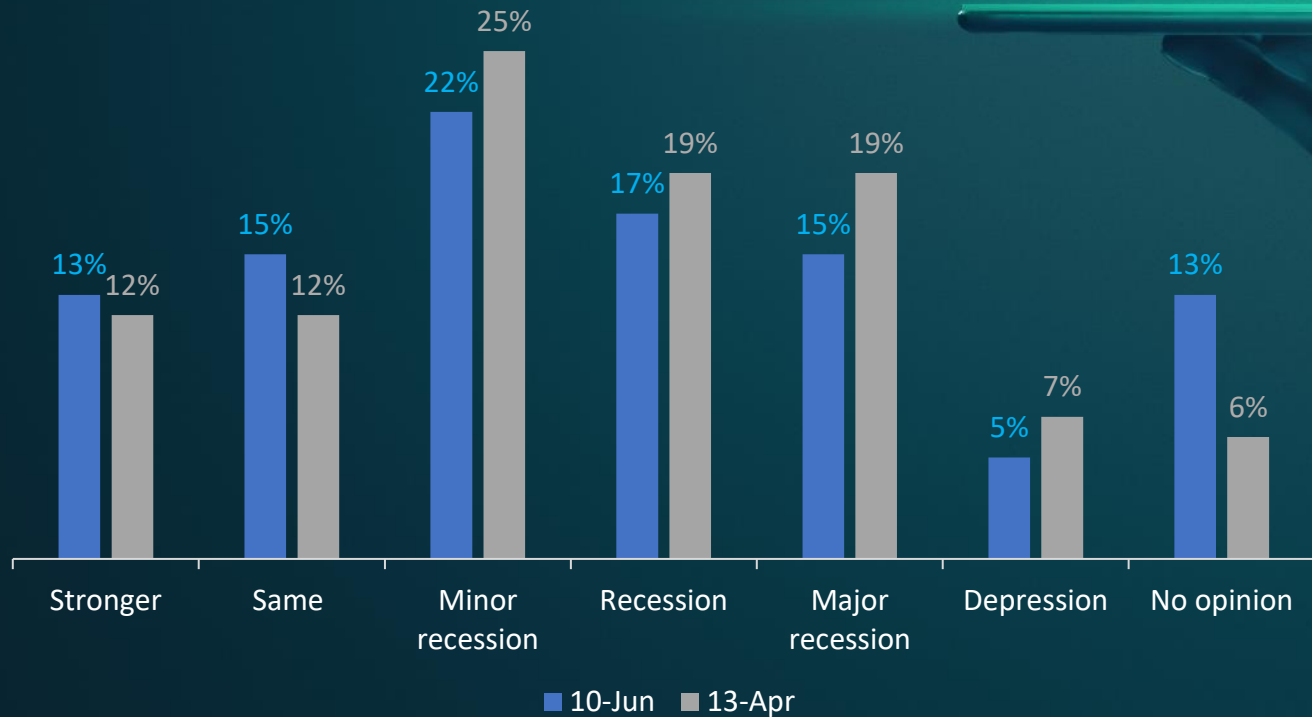


**42%**  
IMPLEMENT  
LOCKDOWN  
AGAIN  
*+2% since May 28*  
*More likely among  
HH's with kids (50%)*

# Americans are somewhat more optimistic about the economy's chances for recovery.

About half of Americans believe our economy will bounce back, with at worst a minor recession and, at best, stronger than before the pandemic. Just over a third see this as more serious, predicting a recession or worse. Not surprising, optimism around the economy is tied to expectations around the severity of a second wave of Coronavirus.

once COVID-19 is behind us,  
will the economy be....



# Safety concerns are softening as reopening the economy gains momentum across the nation.

Americans were in self-protection mode in April, worried about their safety as the country began talks of reopening. Less than two months later, safety concerns are declining. One-third of Americans now believe the pandemic has been blown out of proportion, and those in favor of reopening the economy despite the considerable health risk has grown a whopping 18 points.

	June 10	April 24	CHANGE
I don't trust others to act safely once "non-essential" services are allowed to reopen	65%	72%	-6%
I wish we had one unified national response to coronavirus	63%	62%	+1%
Reopening is worth the public health risk; if we don't, people will suffer in worse ways	56%	38%	+18%
I'm concerned about COVID'S impact on our privacy, data protection, and civil liberties	55%	52%	+3%
I'm concerned about the damage to the environment from COVID	54%	51%	+3%
People should refrain from using "non-essential" services, even once allowed	52%	60%	-7%
I worry more about infecting others than I do about getting infected myself	45%	44%	+1%
I feel guilty using delivery services because it puts others in danger	36%	39%	-2%
I think this COVID crisis has been blown out of proportion; it's no different than the flu	36%	29%	+7%
I believe I have already had Coronavirus	26%	21%	+5%

**thinking about how COVID has shaped how you feel, do you agree/disagree with the following?**

# The pandemic has left us more resilient.

Early in the pandemic, when our fear was at its highest point, people saw themselves as being more grateful for the “little things.” Americans have become accustomed to pandemic life and seem to have moved past “emergency mode.” Now, perhaps our skin is thicker, with gratitude slipping 8 points in less than two months. Like in April, some will look to be more proactive around pandemic readiness, and a minority will be more empathetic, especially toward essential workers and those struggling.

**Compared to before the pandemic, which of the following do you see yourself doing more of?**

	June 10	April 24	CHANGE
More grateful for things I took for granted	35%	43%	-8%
More prepared in case this happens again	31%	32%	-1%
Supporting independent restaurants	24%	25%	-1%
Supporting grocery store and restaurant workers	24%	26%	-2%
More empathy for others who are struggling	23%	25%	-2%
Making more effort to spend time with family	21%	24%	-3%
Supporting local food resources	20%	18%	+2%
Supporting “made in the USA” food producers	19%	21%	-2%
Being more considerate with strangers	16%	18%	-2%
Having more faith in humanity	14%	14%	-
Being more charitable	13%	14%	-1%
Going out to socialize with people	13%	14%	-
None	15%	8%	+7%

# Charitable acts still tug at our heart strings, though a little less than they did before.

Food has been a hot topic throughout the pandemic, and not always for negative reasons. People still see charitable acts as food's biggest silver lining coming out of the pandemic, but at lower levels than in April. Close to one in four Americans have also enjoyed some novelty in their culinary worlds, like new ways to get and prepare foods or even something as simple as having more family meals together.

**which three of the following do you think are the most POSITIVE food-related outcomes to come from COVID-19 and social distancing?**

	June 10	April 24	CHANGE
Seeing Americans feeding people in need	34%	43%	-9%
Seeing my community support local restaurants	31%	35%	-5%
Seeing restaurants support their staff	29%	37%	-8%
More family-focused mealtimes	26%	29%	-3%
Experiencing new ways to get food	23%	21%	+2%
Exploring and learning new recipes	19%	22%	-4%
New "family meals" from restaurants	16%	14%	+1%
Getting takeout from places where hard to get a reservation	15%	15%	+1%
Trying new restaurants that I wouldn't have ordered from	14%	12%	+2%
Starting a new diet	13%	11%	+2%
Getting to know food workers	11%	11%	-
Availability of "comfort foods" that I love	10%	13%	-3%
None	20%	12%	+8%



# As restaurants reopen, younger diners likely are among the first to return.

Close to half of consumers have had takeout in the past month, whether from drive-thru or visiting the restaurant itself. But as dining rooms are starting to reopen, one-third of Gen Z, Millennials and households with kids have eaten meals in, outpacing older generations.

## have you done any of the following in the past 30 days?

	Total	Gen Z	Millennial	Gen X	Boomers	HH's w/ kids	No kids
Gone grocery shopping in person	79%	60%	76%	80%	87%	82%	77%
Got restaurant food from a drive-thru	62%	62%	67%	64%	55%	70%	58%
Got takeout inside restaurant	50%	45%	56%	50%	46%	54%	48%
Got restaurant curbside / walkup takeout	49%	47%	52%	47%	49%	58%	44%
Dined at the restaurant itself	28%	34%	35%	25%	23%	34%	25%
Got restaurant food for delivery	38%	51%	53%	34%	22%	52%	31%
Got adult beverages for delivery	20%	35%	35%	13%	8%	29%	16%
Got groceries for delivery	30%	45%	41%	25%	20%	42%	25%

Statistically more likely

Statistically less likely





# People will make sacrifices to dine in even if it detracts from the experience.

Diners see safety precautions as a double-edged sword. They understand their importance and even appreciate that it's a way back into restaurants, yet at the same time, feel that with them, eating out is not what it used to be. During a time when people want an "escape," protective gear and social distancing are a constant reminder of the pandemic and make it difficult to socialize. Even so, taking these steps reassures diners that restaurants take their safety seriously.

## How do you feel about these new precautions at restaurants?

	Agree	
Seeing precautions at restaurants makes me feel they take my safety seriously	78%	More likely among Boomers (87%)
I'll do what's necessary because it is important to support restaurants in my community	72%	More likely among Boomers (80%)
I don't mind new precautions - I'll make some sacrifices to eat in restaurants again	68%	
I wouldn't feel comfortable eating in restaurants without these new precautions	68%	More likely among Boomers (77%)
I'd rather wait until things are more normal to enjoy a regular restaurant experience	62%	
I worry that precautions won't go away for a long time - eating out will never be like it was	58%	
Eating out just isn't the same - new precautions take most of the fun out of eating in restaurants	56%	
Precautions at restaurants remind me that we are in bad times and takes away from the joy	54%	
New precautions make it hard to socialize and be part of the community	54%	
Dealing with safety precautions makes it too much trouble to eat out in restaurants	52%	

# Restaurants are still a bright spot.

Despite some of the challenges in getting restaurant food during the pandemic, restaurants still have a way of making us feel good. They allow us to help and feel connected to our communities. While they still remind us of better times, this sentiment has declined 5 points since April, likely due to the new mandatory precautionary measures.

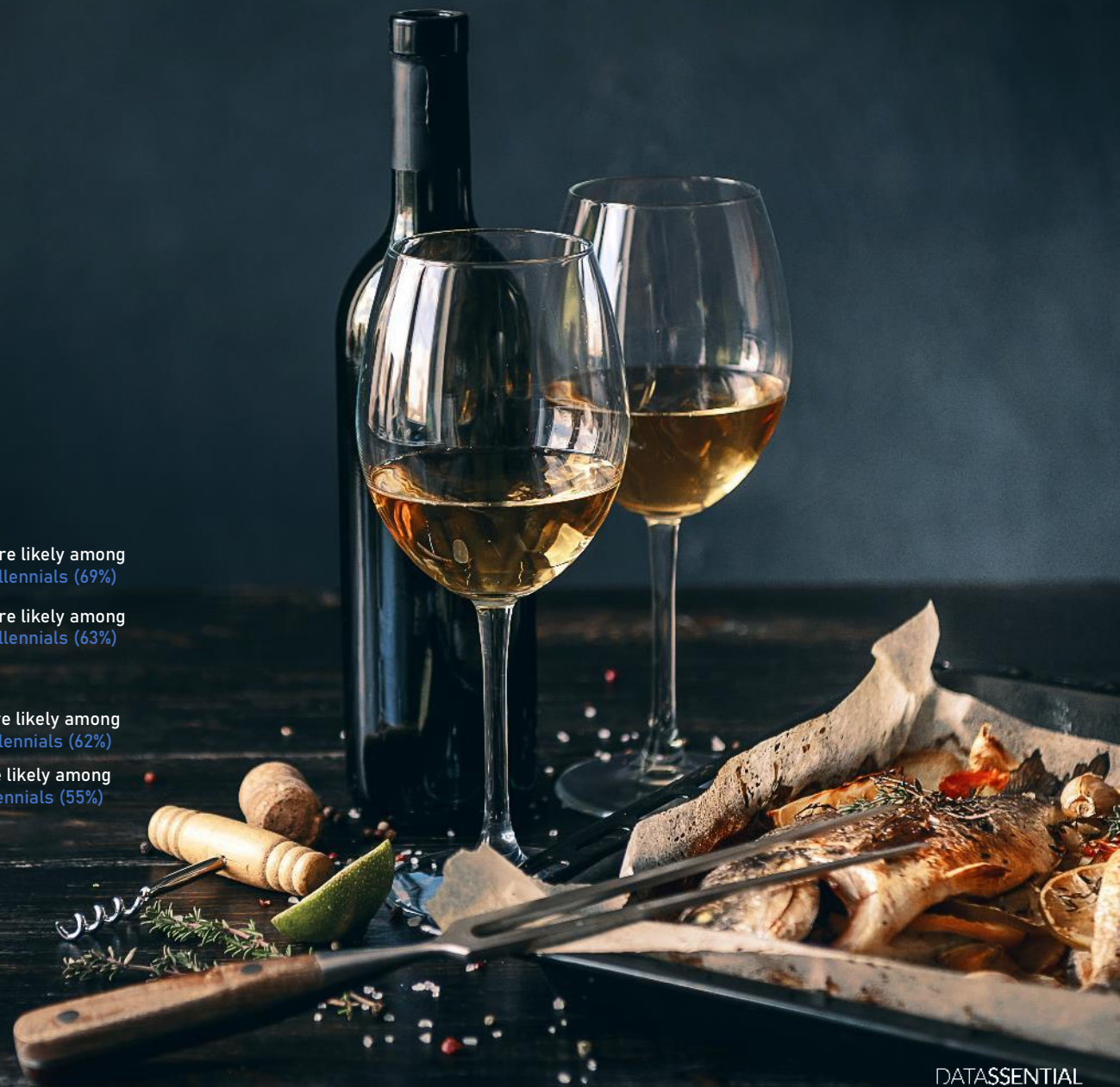
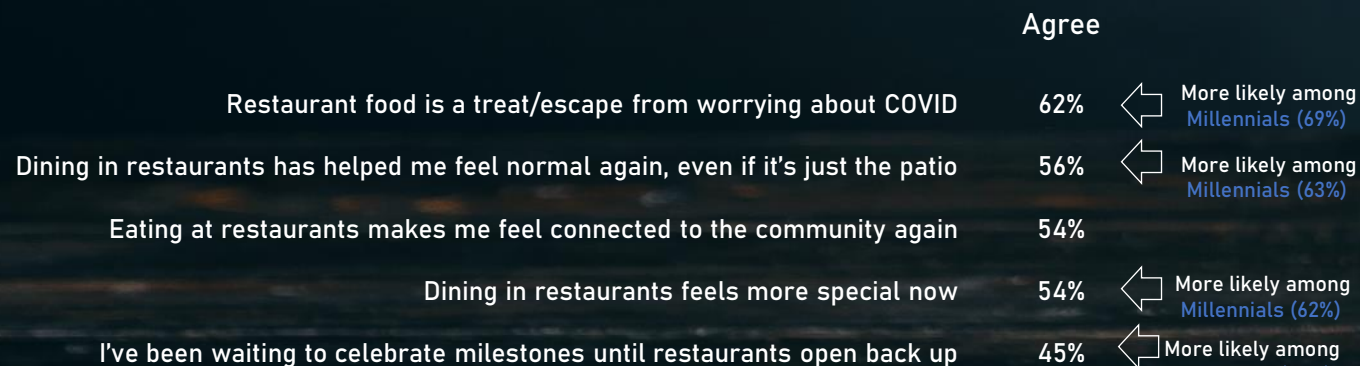
## How do you feel about the following regarding restaurants in light of the COVID pandemic?

	June 10	April 24	CHANGE
Eating at restaurants reminds me of better times	66%	71%	-5%
Eating at restaurants allows me to do my part in helping my community	62%	63%	-1%
My favorite restaurants feel like an extension of my home or community	55%	53%	+2%
Eating at restaurants is a big part of how I socialize	49%	51%	-2%

# Restaurants can help us feel like ourselves again.

As restaurants slowly reopen, they are providing a haven for some pandemic-weary Americans seeking normalcy. Not only do they provide a temporary escape from the worries of COVID, but they are a way to treat ourselves, both with good food and a feeling of reconnection back to our communities.

## how do you feel about the following regarding restaurants in light of the COVID pandemic?



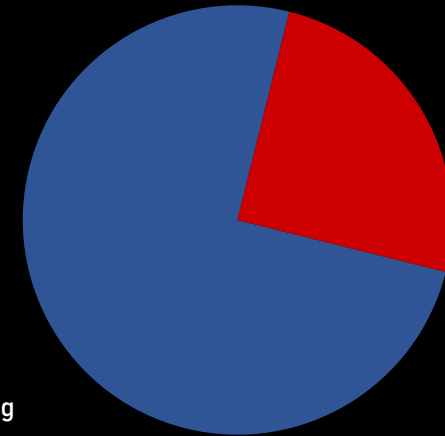
How are Americans  
feeling about the protests?



# BLACK LIVES MATTER

Companies should have a voice.

75%  
POSITIVE  
More likely among  
Millennials (81%)



25%  
NEGATIVE

How do you feel about companies putting out statements in support of equality, ending racism, or Black Lives Matter?

# But actions speak louder than words.

While most Americans want companies to stand up and make statements for equality, words without action risk being perceived as insincere and profit-motivated. Consumers need to know companies are in it for the long run, not just while the topic is newsworthy, and they expect to see actions to back up their statements. Not only will this inspire hope, but companies will be rewarded with extra loyalty, especially from younger generations.

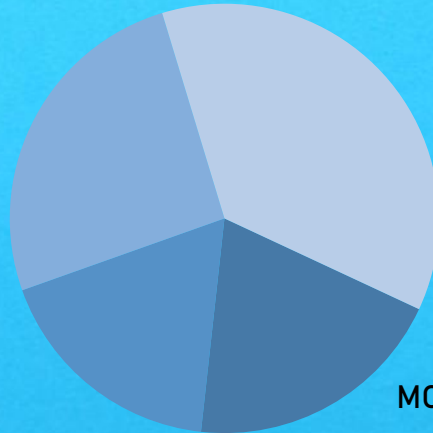


**please rate the following statements regarding how you feel about statements of support from companies**

	True	
It's important that companies continue to demonstrate support for the long term	75%	
I only believe the statements from companies that also take further action	67%	
Most companies are only doing this for good PR; they only care about profits	64%	← More likely among men (70%)
Seeing statements of support make me feel hopeful and proud to be American	64%	
The more companies voicing support, the better - no matter their motivations	62%	
It's insincere that companies are "jumping on the bandwagon" with a generic statement	62%	
Companies should publicly make it known where they stand on issues like this	62%	
I will try to support companies / brands that made their support for this publicly known	56%	← More likely Millennials (64%) and HH's with kids (63%)
Seeing statements of support makes me feel like real change and progress will come	54%	← More likely among HH's with kids (62%)
Companies should keep their opinions about issues like this to themselves	45%	

# The recent protests have made venturing out feel even riskier.

have the protests following the death of George Floyd made you...?



**26%**  
BOTH

**37%**  
NEITHER  
More likely among  
Boomers (54%) and  
HH's with no kids (43%)

**20%**  
MORE FEARFUL TO  
GO OUT DUE TO  
RISK OF VIOLENCE  
More likely among  
Gen Z (32%) and  
Millennials (25%)

**18%**  
MORE FEARFUL TO  
GO OUT DUE TO  
RISK OF COVID  
More likely among  
Millennials (26%) and  
HH's with kids (28%)





# Americans still feel overwhelmed.

Alongside negative pent-up emotions from three months of dealing with the pandemic, which are still hugely important, the protests have added to Americans' collective angst. Many people are looking for diversions to give their minds a rest. Younger generations are also feeling inspired to act.

**please rate the following statements regarding how you're feeling about the protests and COVID-19.**

	True	
COVID-related distancing and isolation have made anger over George Floyd worse	62%	← More likely among NY residents (75%)
With all that's been going on I'm searching for ways to take my mind off it all	62%	← More likely among HH's with kids (68%)
The George Floyd protests have made me depressed and anxious about the world	60%	← More likely among HH's with kids (68%)
With all that's going on lately I'm tuned in to the news more than normal	53%	← More likely among HH's with kids (60%)
The protests have made me energized and ready to take action for what's important	46%	← More likely among Gen Z (59%), Millennials (59%) and HH's with kids (54%)



## HOTSHOT REPORT

Visit Datassential's Coronavirus Resource Library at [datassential.com/Coronavirus](https://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.