

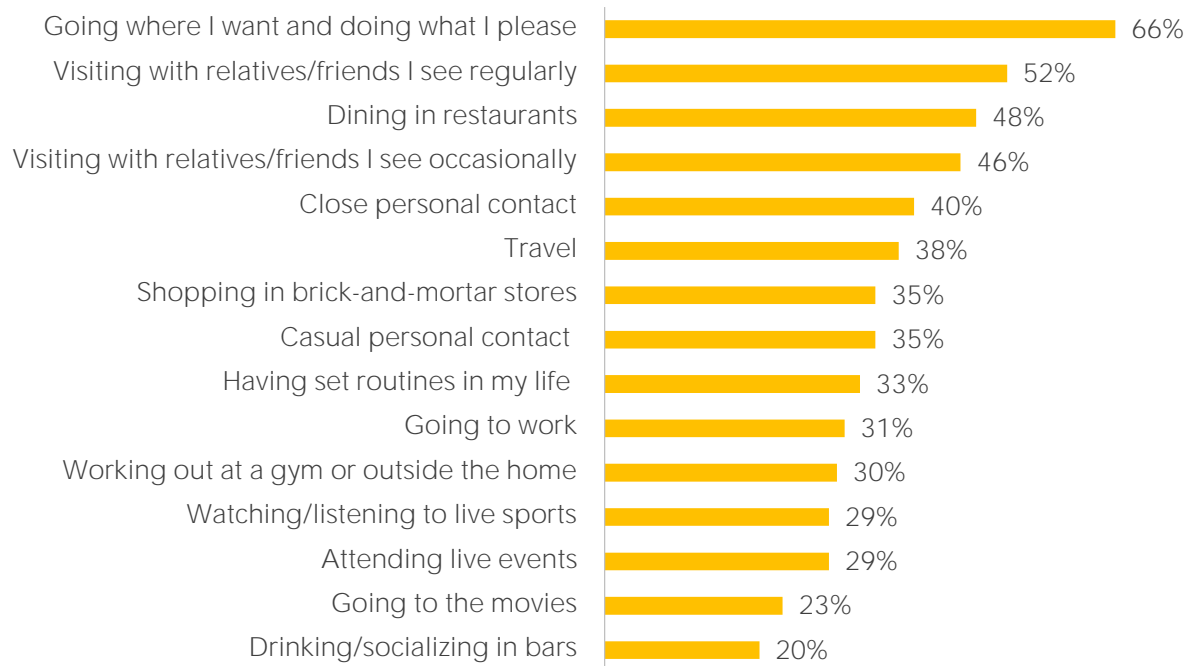
# The Center for the Digital Future and Interactive Advertising Bureau

## The Coronavirus Disruption Project: How We are Living and Coping during the Pandemic

May 2020

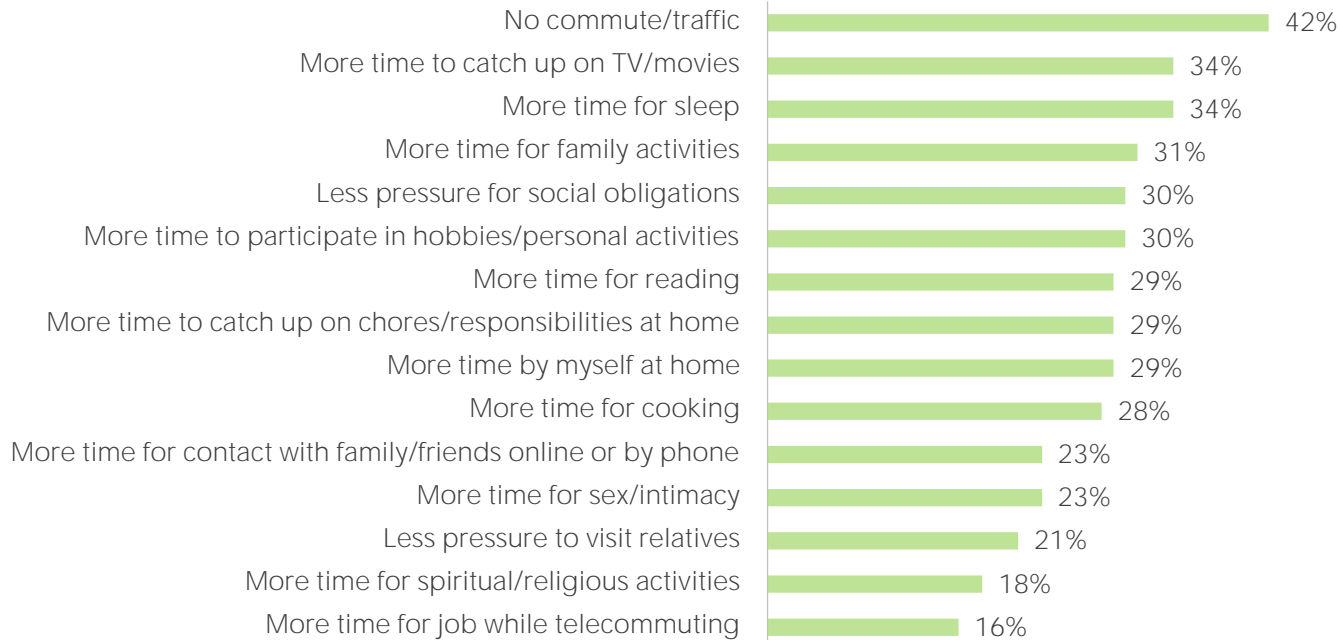
# Americans miss their routine and their freedom. Friends, dining out, and shopping top the list.

To what extent do you miss these activities? (Miss a lot)



# Hobbies, digital media, and family time fill the days.

What do you enjoy during the pandemic? (Enjoyed a lot)



## Many Americans will need a health “reset” when life returns to normal.

*Since the pandemic began, how have these habits changed?*

Sleeping habits  
**are changing...**

27%  
are sleeping  
more

**...and**  
indulging is  
increasing.

41%  
are eating  
more

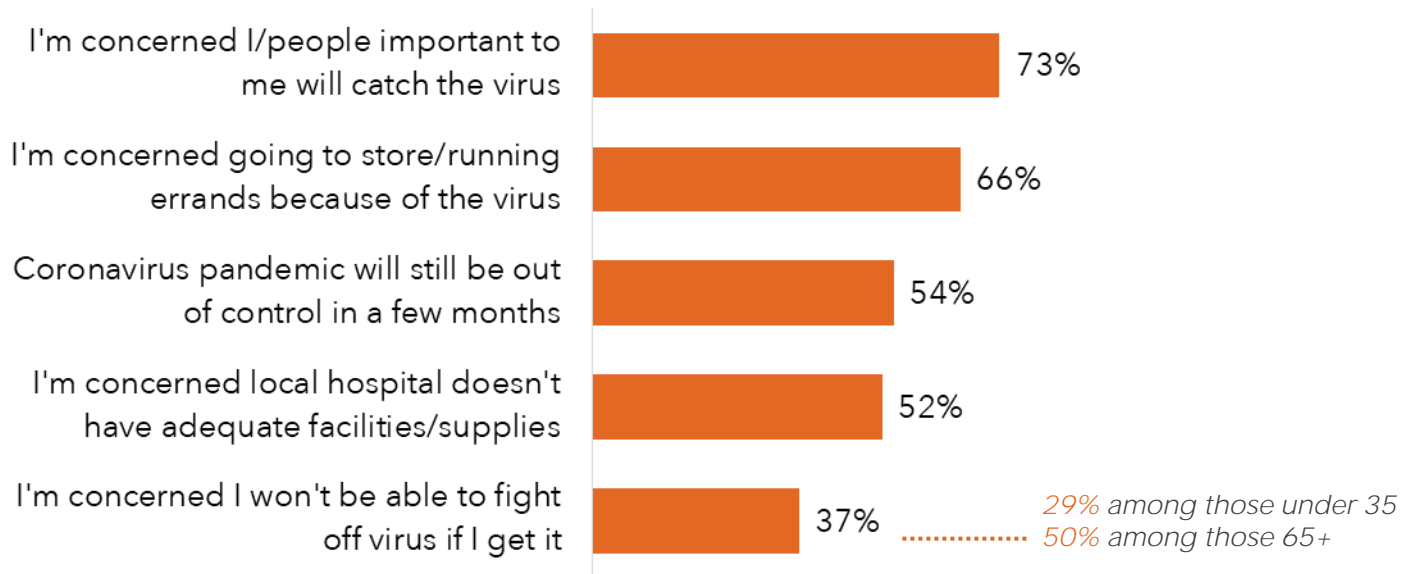
36%  
are exercising  
less

31%  
of drinkers are  
drinking more

42%  
Of marijuana  
smokers are  
smoking more

Many people are living in fear: fear of catching the virus, going to the store, overwhelming hospitals, having the pandemic drag on...

How much do you agree with these concerns?  
(Strongly/somewhat agree)



Americans of all income levels are worried about money; this may have lasting effects on how we view debt, spending, and saving.

How much do you agree with these concerns?  
(Strongly/somewhat agree)

	Total	<\$50k	\$50-99k	\$100k+
I've had to <i>spend extra money</i> to adjust to new life circumstances	47%	49%	46%	47%
I am concerned my <i>standard of living</i> will <i>decline</i>	43%	45%	42%	44%
I will <i>lose</i> much of my <i>savings</i>	40%	43%	40%	37%
My <i>job may no longer exist</i> if the pandemic continues (among those employed)	28%	33%	28%	22%

Since the pandemic began, home life has become a **children's paradise**.

Have rules regarding the children in your household been relaxed?  
(A lot/somewhat/a little)





The coronavirus pandemic has had a **profound impact on America's psyche** that will be hard to shake.

37%

are feeling *lonelier than ever*  
This is especially true for those under 35, as almost half report increased loneliness (48%)

62%

are feeling *more anxious*



*Relationships at home have improved.*

*Most improved is relationships with children*

**45%** say relationships with children in their homes are better

*Many say spouse/partner relationships are better; men agree more than women*

**35%** those with a partner/spouse say their relationship has gotten better; 40% men vs. 31% women

*Hope for a post-pandemic world,  
and also a new sign of the times*

***New plans and goals....***

56% plan to spend more time with family

42% hope to work from home more

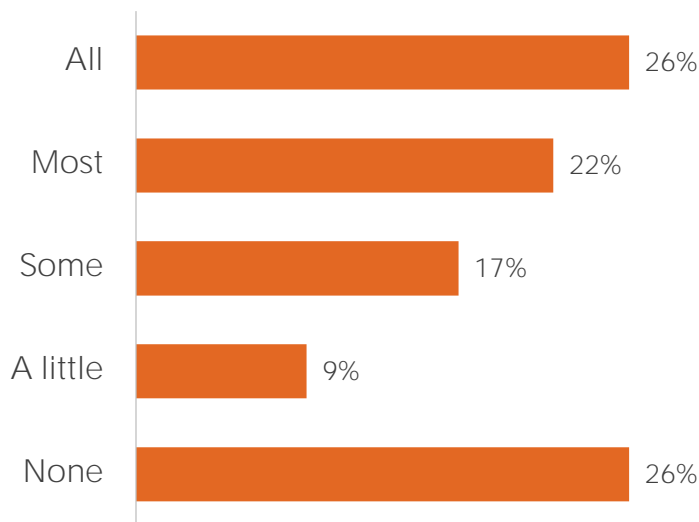
39% buy more online

***...and a possible shift in social conduct***

37% plan to reduce face-to-face time with others

*For many, working from home could be a permanent reality;  
more than one-quarter can adapt all of their job to work from home.*

*How much of your job is adaptable to working from home online?  
(Those who have continued working during the pandemic)*



*Of those with a  
high school education,*

**51%**

**say "none"**

## The ins and outs of working from home

### Adjusting to work from home

- ✓ I have a dedicated work space at home (29%)
- ✓ I have changed my dress or grooming (70%)
- ✓ I am more productive at my job working at home (17%)\*
- ✓ I work more hours from home (15%)\*\*
- ✓ There is interference from people at home (63%)

*\* I am less effective working from home*

23%

*\*\*I work fewer hours from home*

42%

*For adults working from home, this sudden shift has been a mixed success - more flexibility and no commute, but less interaction and structure.*

*Those working from home most **miss...***

- ✓ Being somewhere other than home (63%)
- ✓ Socializing/interacting with colleagues or customers (59%)
- ✓ Workplace structure (56%)
- ✓ Enjoyable aspects of commuting (39%)

**Those working from home most enjoy...**

- ✓ No commute (65%)
- ✓ More flexibility (64%)
- ✓ Relaxed dress (61%)
- ✓ No irritating workmates (36%)
- ✓ Control of environment (59%)
- ✓ Fewer disruptions (34%)
- ✓ Avoiding work politics (38%)

*Working from home - beyond the benefits, some new issues to consider.*

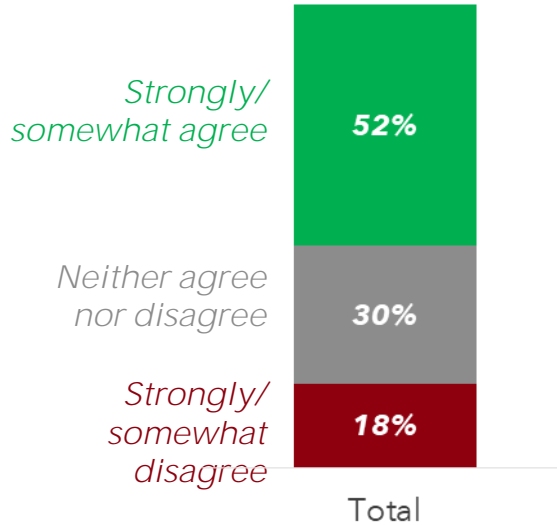
*Problems with working from home*

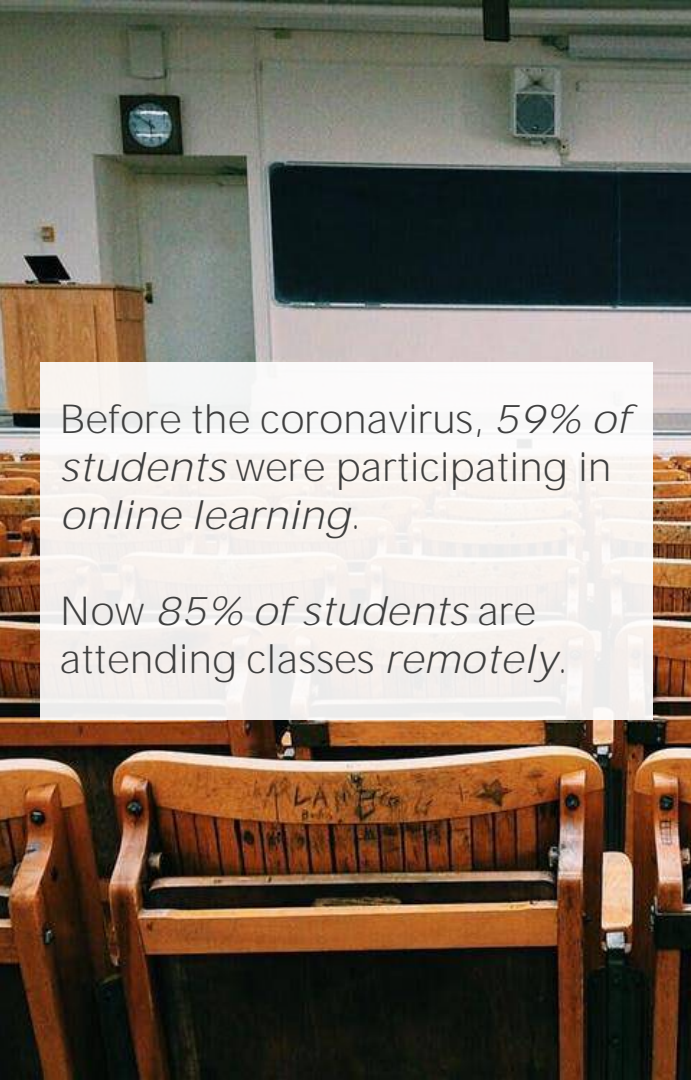
- ✓ Distractions - children, pets, phone calls, neighbors (45%)
- ✓ Erosion of the boundary between work and home (31%)
- ✓ Overload of online calls and conferences (18%)
- ✓ Lack of privacy (16%)



*For many, working from home works:  
half want it permanently incorporated.*

***"I will want to work from home more when the pandemic is over"***  
Those employed & working remotely



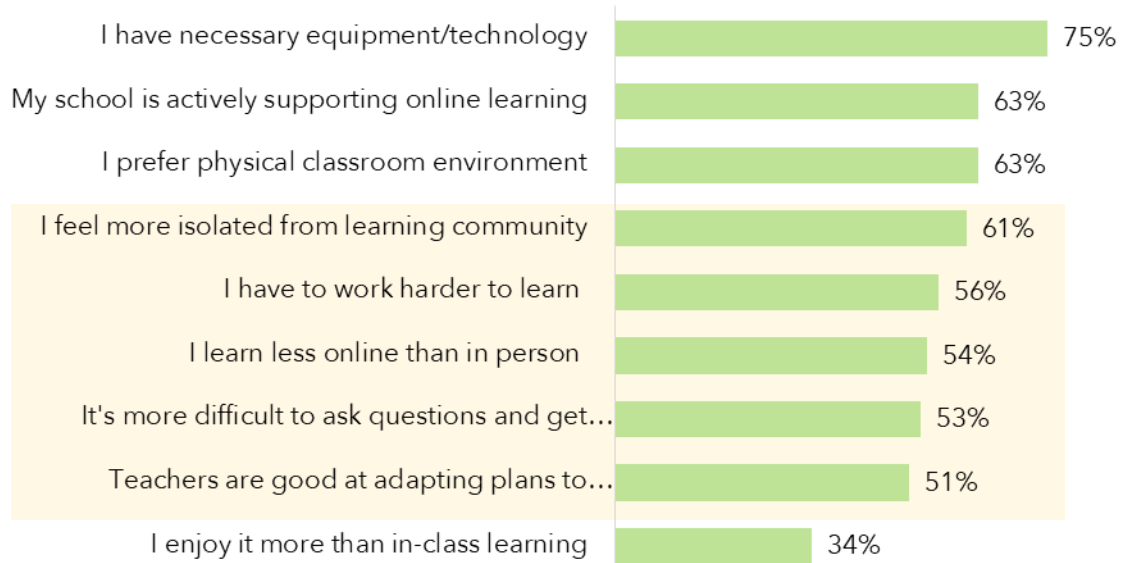


Before the coronavirus, *59% of students* were participating in *online learning*.

Now *85% of students* are attending classes *remotely*.

## *College students miss the campus; remote classes mean working harder, learning less*

*How much do you agree with the following about remote learning?  
(Strongly/somewhat agree)*

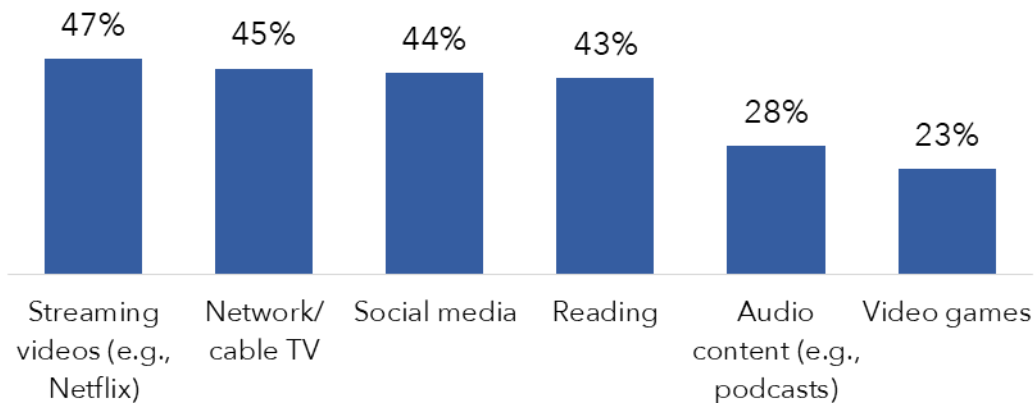




Content consumption is at an all time high.

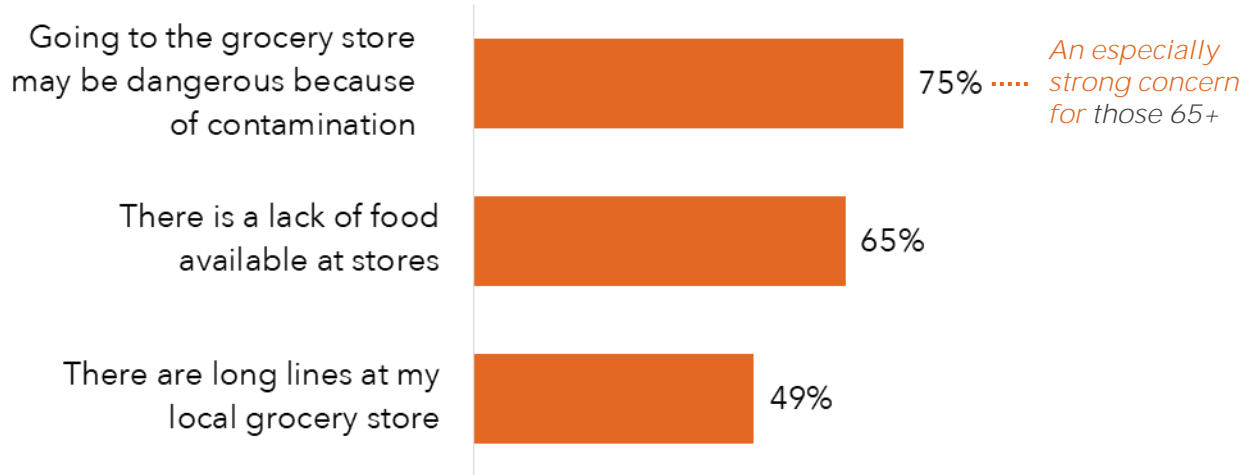
How has your time doing the following been affected?  
(Increased a lot/some)

\* Those *under 35* drive increased media consumption across all channels except reading



*Most Americans feel trips to the store are a risk and have experienced disruptions when going.*

*How much do you agree with these concerns?  
(Strongly/somewhat agree)*



*Many have turned to e-commerce as a solution.*

*Consumers are making new habits:*

**41%** bought products online they typically bought in local stores

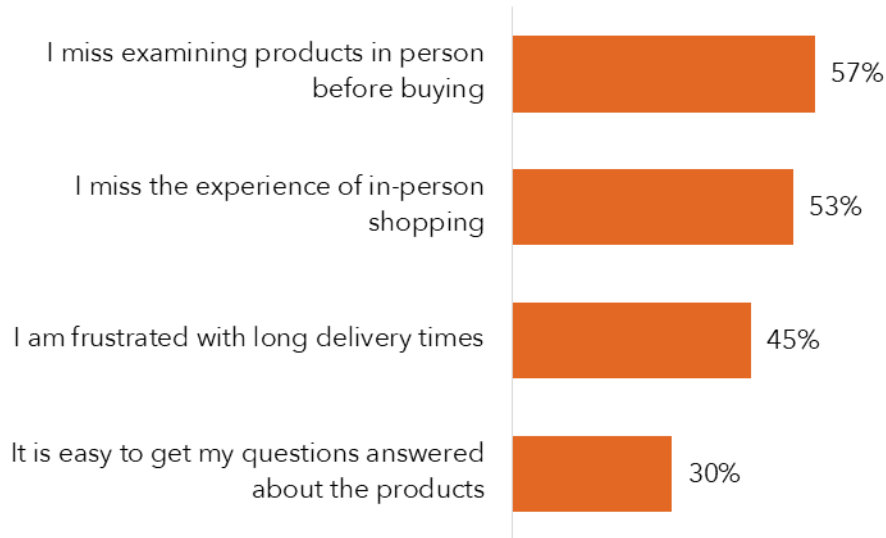
**36%** bought food to-go or delivered for the first time

**19%** have bought groceries online for the first time

**38%** have started using debit/credit cards more often instead of cash

*Many are still adjusting to buying more online and less in brick-and-mortar stores. But interest is clear in a future with even more internet purchasing.*

*How much do you agree with the following about online shopping?  
(Strongly/somewhat agree)*

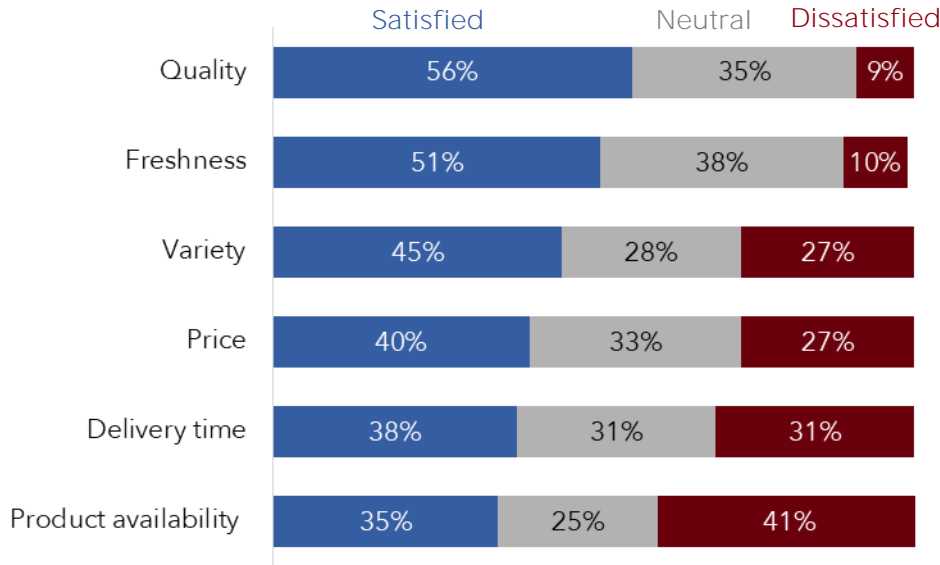


**39%**

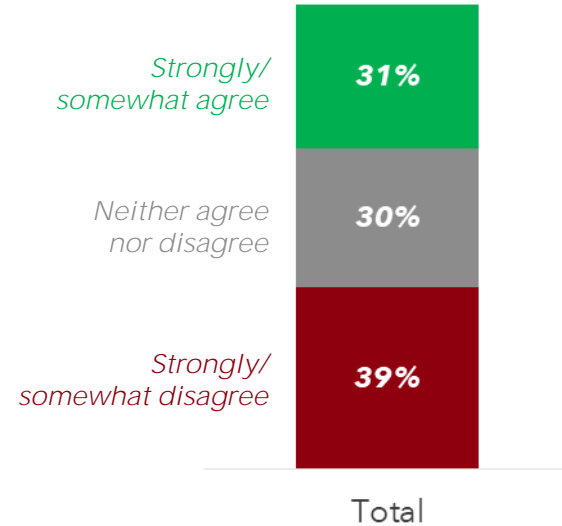
*overall say they will want to shop online more after coronavirus*

*Online grocery providers will have to provide faster deliveries and a more stable supply of products to keep the surge of new customers.*

*How satisfied are you with these aspects of online grocery shopping?*  
Among online grocery shoppers (bases vary)

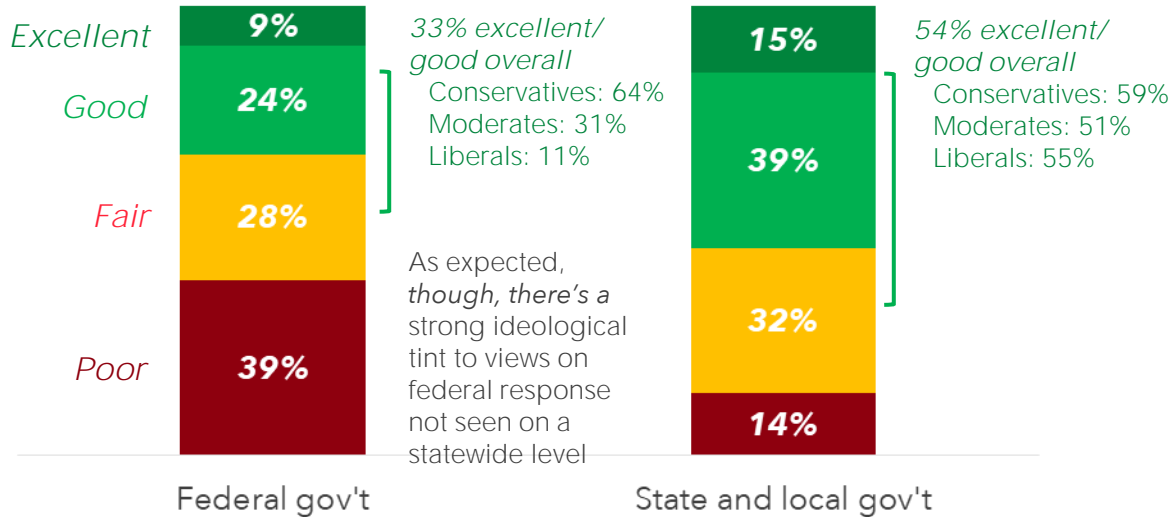


*I will want to buy groceries online more often when the pandemic is over*



*The Federal government let us down, states did better.  
Fauci and governors are relied on more than the President.*

How would you rate the government response to the coronavirus pandemic?



*Most relied on sources of info:*

Anthony Fauci	45%
Own state's governor	35%
Gov't online resources (e.g., CDC)	30%
Other healthcare experts	29%
Int'l online resources (e.g., WHO)	21%
Donald Trump	20%
Andrew Cuomo	19%
Own city's mayor	17%
Deborah Birk	16%

# Ten ways the coronavirus will shape the future

## The coronavirus may have a lasting impact on America's collective psyche

1. **The impact of the coronavirus isn't just physical or financial - there is a significant emotional toll.** Americans report concerns about their lives as well as increased loneliness and anxiety since the outset of the coronavirus pandemic. Many people are living in fear - fear of catching the virus, going to the store, overwhelming hospitals, having the pandemic drag on and on.
2. **Americans of all income levels are worried about money;** this may have lasting effects on how we view debt, spending, and saving.
3. **The federal government let us down.** Many Americans feel the federal response has been poor. The President is not high on the list of people Americans rely on for information; they are looking to state officials and health care experts to guide their decisions.
4. **Many Americans miss their routine and their freedom.** Friends, dining out, and shopping top the list. Hobbies, digital media, and family time (including cooking) fill their days now.
5. **Virtual connections are here to stay.** Technology is creating new habits and will likely continue to play a role in helping people connect, even after the immediate pandemic crisis.
6. **Some people will need a health "reset" when life returns to normal.** Though most are trying to maintain balance while stuck at home, there are a considerable number who are giving in to less healthy behaviors in order to cope.
7. **The challenges of at-home learning may leave some children behind when they return to school.** Most kids are spending more time with parents or watching TV, but for one in four, schoolwork is lagging.
8. **Working from home has been a mixed success.** Many employees who can work from home want to permanently incorporate it. Although they miss the office, some workers now realize many jobs can be done just as effectively remotely.
9. **Most college students, on the other hand, don't want to transition to online learning environments.**
10. **E-commerce businesses are gaining new customers, and many people are buying online for the first time.**



## *Methodology*

This research was conducted by the Center for the Digital Future at USC Annenberg and Interactive Advertising Bureau to understand the impact of the coronavirus on the everyday lives of Americans.

*Online, 20-minute quantitative survey*

- Fielded April 8-10, 2020
- N=1,000 U.S. adults ages 18+

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Many thanks to The Wonderful Company for putting together this presentation.

