

# WHEN WILL THINGS RETURN TO “NORMAL”?

On June 8, 2020, *The New York Times* published research with epidemiologists, predicting when they will feel personally comfortable with a range of everyday activities. This begged the question to us of how their attitudes and expectations would compare to the U.S. general population. Would the doctors be more conservative, or more ready to embrace some form of normal? We tapped our ongoing consumer surveys to find out.

We found that everyday consumers are more open to doing many routine things sooner than the epidemiologists, with two (less frequent) exceptions. Still, most people (expert or not) won't return to “normal” activities for at least another 3-12 months, if ever.



## EVERYDAY CONSUMERS ARE MORE LIKELY TO RETURN TO:



Dining



Religious Services



Not wearing masks

Everyday consumers report willingness to return to restaurant dining, religious services, and mask abandonment sooner than the doctors.

## EVERYDAY CONSUMERS ARE LESS LIKELY TO:

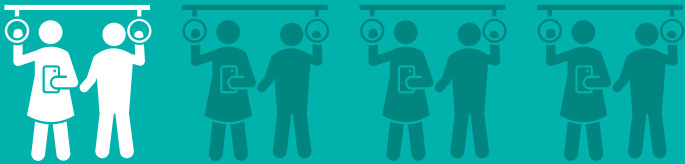


See a doctor for a nonurgent appointment



Vacation overnight within driving distance

But, they are more hesitant than epidemiologists about seeing a doctor for a non-urgent appointment or vacationing overnight within driving distance.



And, one-quarter of our everyday consumers won't ride public transit ever again!

## LAST ACTIVITIES TO RETURN TO:



Air travel



Big events



Public transit

Many everyday consumers do expect to return to most normal activities within the year. However, traveling on a plane, attending big events, and riding public transit are not likely to happen within the year. The doctors, on the other hand, are more willing to hop on a flight or public transit within the year.

C+R Proprietary Research | June 10-15 | Source of Epidemiologists Data: [New York Times](#)  
n=511 Epidemiologists answered the survey / n=169 Everyday consumers answered the survey  
All data is based to do those who do the activity, so base sizes vary. All base sizes are n=77 or higher



## Activities They Might Start Doing Soon

	This summer		3-12 months		Over a year		Never again	
Get a haircut at a salon or barbershop	58%	41%	28%	39%	11%	19%	4%	1%
Bring in mail without precautions	57	64	24	16	13	17	6	3
See a doctor for a nonurgent appointment	48	60	38	29	11	11	3	<1
Hike or picnic outdoors with friends	44	31	30	41	23	27	4	<1
Work in a shared office	38	27	29	54	17	18	15	1

## Activities They Might Start Doing Later in the Next Year

	This summer		3-12 months		Over a year		Never again	
Eat at a dine-in restaurant	42%	16%	43%	56%	13%	28%	3%	<1%
Visit elderly relative or friend in their home	39	20	46	41	13	39	2	<1
Attend a church or other religious service	38	13	40	43	17	43	5	2
Attend a small dinner party	37	32	41	46	19	21	4	<1
Stop routinely wearing a face covering	29	7	37	40	26	52	8	1
Hug or shake hands when greeting a friend	28	14	28	39	28	42	16	6
Exercise at a gym or fitness studio	27	14	38	42	19	40	16	4
Vacation overnight within driving distance	27	56	44	26	26	18	3	<1
Send children on play dates	26	23	40	47	25	29	9	1
Go out with someone you don't know well	26	14	32	42	27	42	15	2
Send kids to school, camp or day care	25	30	41	55	21	15	13	<1
Attend a wedding or funeral	21	17	43	41	35	42	2	<1

## Activities They Might Start Doing in a Year or More

	This summer		3-12 months		Over a year		Never again	
Ride a subway or bus	25%	20%	18%	40%	32%	39%	25%	1%
Attend a sporting event, concert or play	16	3	33	32	44	64	7	1
Travel by airplane	12	20	30	44	48	37	10	<1

Learn more about how C+R Research can support your business related to Consumer Behavior in the time of COVID-19 through our [website](#) or by reaching out to us directly. Contact [Hillary Stifler](#), Vice President, for more information.