

Latest MRI-Simmons COVID-19 Study Reveals Key Attitudes that Influence American Behavior

'Bounce-Back' and 'Live & Learn' segments driving back-to-school and return-to-business choices

NEW YORK, NY, UNITED STATES, September 9, 2020 /EINPresswire.com/ -- [MRI-Simmons](#), the essential consumer truth set, today announced the release of its latest COVID-19 Consumer Study, providing in-depth analysis of consumer behaviors and attitudes resulting from the COVID-19 crisis. Among its many findings, the ongoing study showed continued increases in the number of Americans who feel 'Nervous' as a result of the COVID-19 crisis, as well as those who identify behaviorally as 'Live & Learn' – a group that plans to be more cautious in what they do and how they do it. The study also revealed attitudinal differences on back-to-school, business re-openings, and future vaccination plans.

General Attitudes

While the country continues to experience varying levels of restrictions, with some states transitioning in and out of lockdown scenarios, Americans are becoming more nervous and cautious as a result. Forty-one percent of Americans report

Table 1

Which of the following best describes you as a result of COVID-19? (Vertical %)	April 2020	June 2020	August 2020
<i>Source: MRI-Simmons COVID-19 Consumer Study, Apr – Aug 2020</i>			
Accepting - I believe in fate, whatever is meant to be will be	65%	61%	59%
Nervous - My world is forever altered, and I feel uneasy	35%	39%	41%

Table 2

Which of the following best describes what your behavior is likely to be as a result of COVID-19? (Vertical %)	April 2020	June 2020	August 2020
<i>Source: MRI-Simmons COVID-19 Consumer Study, Apr – Aug 2020</i>			
Bounce-Back – I will go right back to living the way I did	45%	31%	29%
Live & Learn – I will be a lot more cautious in what I do and how I do it	55%	69%	71%

Identifying the segments -- Accepting, Nervous, Bounce-Back, and Live & Learn

Table 3

Thinking ahead, please tell us which ONE of the following scenarios you would prefer for children returning to school (Base: Parents with kids aged 3-17 in HH)	All Parents	Bounce-Back Parents	Live & Learn Parents
<i>Source: MRI-Simmons COVID-19 Study, Aug 2020</i>			
Full time at home	44%	27%	50%
Part time in school with protocols	19%	15%	21%
Full time in school with protocols	13%	24%	8%
Choice of in-person or remote	24%	34%	20%

Table 4

How much do you agree or disagree with the following statements about society and COVID-19? (Base: Adults 18+, Any agree)	Adults 18+	Bounce-Back	Live & Learn
<i>Source: MRI-Simmons COVID-19 Study, Aug 2020</i>			
Wearing a face mask/covering in public should be required because it helps slow the spread of the virus	80%	54%	91%
Wearing a face mask in public should not be required because no one has the right to tell me what to do	20%	46%	9%
I plan to get vaccinated as soon as a vaccine becomes available even if the trials were rushed	50%	43%	53%

Attitudes about returning to school; society & COVID-19

feeling 'Nervous' due to COVID-19, up 6 percentage points from April. And 71% of Americans identify with a 'Live & Learn' attitude, reporting they will be a lot more cautious in the future – up 16 percentage points since April. (See Tables 1 and 2.)

Back to School

As school districts across the country reveal their plans for the 2020-2021 school year, American parents are divided on the best course of action. Forty-four percent of American parents prefer at-home schooling, while just 13% prefer their children go back to school full time. Looking at the attitudinal segments, half of the 'Live & Learn' group (those who plan to be more cautious) want their children to be at home full time, while only 27% of 'Bounce-Backs' want to go that route. (See Table 3.)

The 'Bounce-Back' and 'Live & Learn' segments also diverge when it comes to attitudes on wearing face masks and adoption of a future vaccine. Ninety-one percent of the 'Live & Learn' segment feel that wearing a face mask should be required, a full 37 percentage points higher than the 'Bounce-Back' segment. The two groups are slightly less divided when it comes to vaccination plans. Interestingly, half of Americans said they planned to get vaccinated as soon as a vaccine becomes available, even if the trials were rushed. (See Table 4.)

Social Gatherings

With many states lifting stay-at-home orders over the past couple of months, Americans report varying levels of comfort with social gatherings. Nearly 70% of adults are comfortable going to a friend's house or being in an open space like a park or a beach, but those numbers shrink as the social gathering sizes increase. The 'Bounce-Back' segment (those who plan to go back to living life the way they used to) diverges significantly from the rest of the country, with 60% or more of the segment being comfortable returning to virtually all sizes of social gatherings. (See Table 5.)

"The COVID-19 crisis has caused significant changes to the consumer psyche," said Karen Ramspacher, SVP Innovation and Insights at MRI-Simmons. "For marketers, understanding the attitudes and future intentions of these COVID-19 attitudinal segments will be critical to bridging the gap between what they're feeling today, and how their behaviors will change tomorrow."

Table 5

Please tell us how comfortable you'd be with each of the following sizes of social gatherings: (Very comfortable or somewhat comfortable)	Adults 18+	Bounce-Back	Live & Learn
Source: MRI-Simmons COVID-19 Study, August 2020			
A friend's house	69%	88%	63%
Open space like a city park or beach	69%	84%	62%
Very large venue like a ballpark or soccer field	57%	72%	50%
A small building	39%	68%	28%
Large enclosed building like a school, business or mall	37%	62%	26%
Very large enclosed building like an arena or convention center	32%	57%	21%

Table 6

Please tell us how satisfied or dissatisfied you are with the safety protocols put in place to ensure your well-being during the COVID-19 crisis in each of the following places. (Base: Adults 18+)	Satisfied (satisfied or very satisfied)	Dissatisfied (dissatisfied or very dissatisfied)
Source: MRI-Simmons COVID-19 Study, August 2020		
Beaches/public parks	65%	35%
Airlines	66%	34%
Gym/fitness centers	69%	32%
Malls/shopping centers	74%	26%
Breweries/wineeries	74%	26%
Restaurants	78%	22%
Car dealerships	78%	22%
Salons/spas/barber shops	79%	21%
Convenience stores	81%	19%
Gas stations	83%	17%
Large retail chains	83%	17%
Banks/financial institutions	86%	14%
Grocery stores	88%	12%
Doctor/dentist offices	89%	11%

Attitudes about social gatherings;
satisfaction with safety protocols

Back to Business

The reopening of American business meant the implementation of safety protocols to ensure the well-being of customers. When asked how satisfied or dissatisfied they were with the safety protocols put in place by various business categories, people's satisfaction is higher in settings where more control and spacing can be effectively implemented, like doctor's offices and grocery stores. Conversely, beaches/public parks (35%), airlines (34%), and gym/fitness centers (32%) ranked highest for dissatisfaction amongst consumers. (See Table 6.)

To learn more:

- [!\[\]\(0551a83d441798e532995956b603f604_img.jpg\) Download](#) MRI-Simmons' latest COVID-19 report
- Register for the next MRI-Simmons [COVID-19 webinar](#) on September 17th

About the COVID-19 Consumer Insights Study

The MRI-Simmons COVID-19 Consumer Insights Study explores attitudes and behaviors related to the pandemic, including the impact COVID-19 has had on product purchases and intent, delayed, postponed and cancelled activities, media usage and preferences by category and platform, and much more. The August COVID-19 Study was an online study fielded July 16th to August 1st, 2020 across a nationally representative sample of 5000 adults in the US. Final data was weighted and projected to the US population for tabulation and fused to MRI-Simmons national datasets for deeper profiling.

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