



Coronavirus Tracker

Week 70

July 2, 2021

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Summary



As news of the COVID-19 Delta variant spreads, we saw concern over being in public spaces increase this week. This is likely why, for the first time in several weeks, we're also seeing decreasing comfort returning to almost all normal activities. Among the most concerned about the Delta variant are women, older adults and Democrats.

Alternatively, as the Fourth of July holiday weekend approaches and summer vacations continue, we saw slightly more people planning to travel in the upcoming month.

We saw a significant positive shift in all our measures of economic sentiment this week after several weeks of a negative or mixed outlook. The biggest positive shift was among people who think the U.S. economy will improve over the next six months. More people also think now is a good time to make a major purchase and/or buy a new home.

For the first time since April, we observed a notable increase in adults shopping online more than they typically would this time of year. This doesn't mean, however, that fewer people are shopping in stores; we actually observed a slight increase in those who are doing so more than they typically would this time of year.

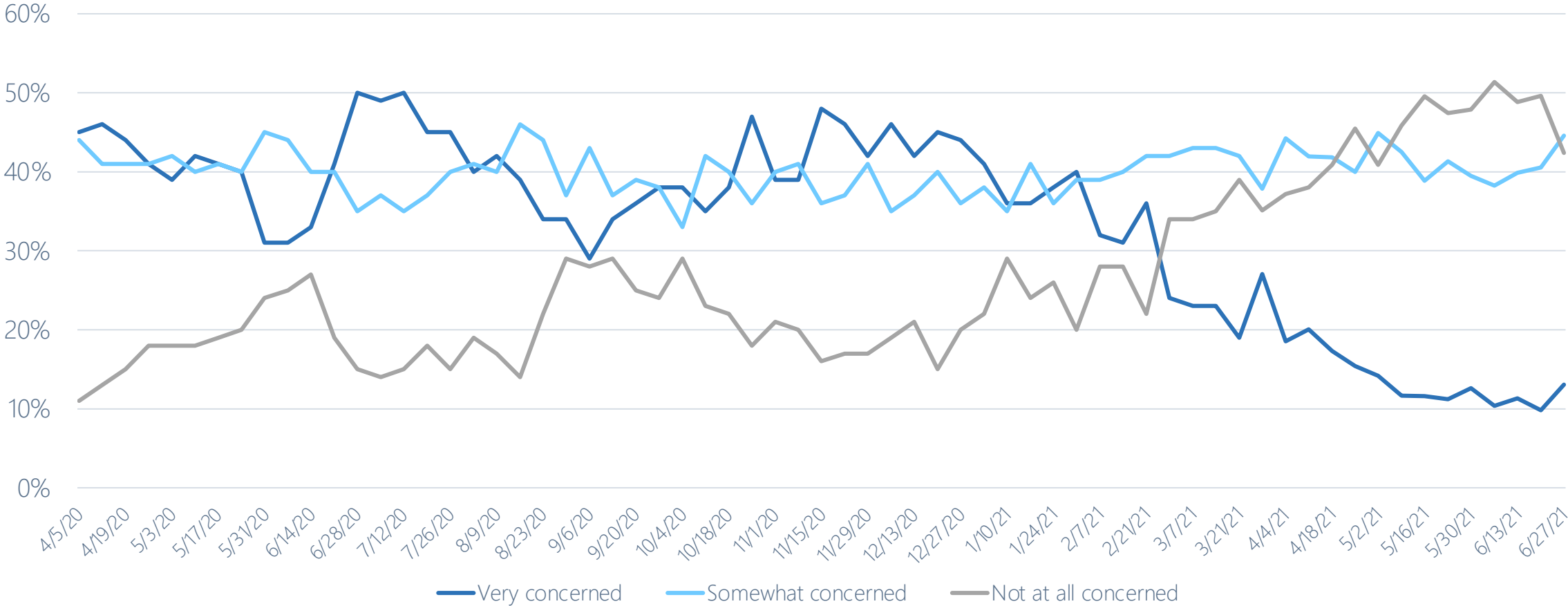


TOP LINE RESULTS

With word of the new Delta variant spreading, we saw an eight-percentage-point increase in overall concern about being in public spaces this week.



How concerned are you about being in public spaces right now?*



More than two-thirds of the adult population are concerned about the Delta variant to some degree.

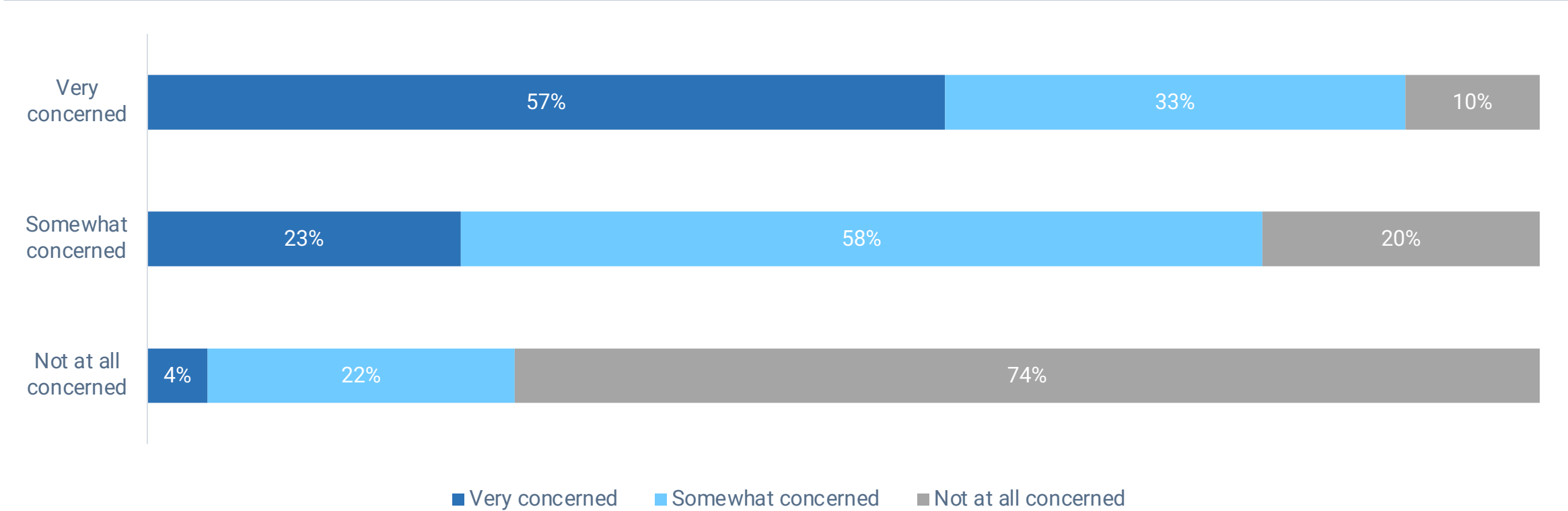


How concerned are you about the COVID-19 Delta variant?*	%
Very concerned	28%
Somewhat concerned	41%
Not at all concerned	32%

Those who are *very concerned* about being in public spaces right now are also much more concerned about the new Delta variant.



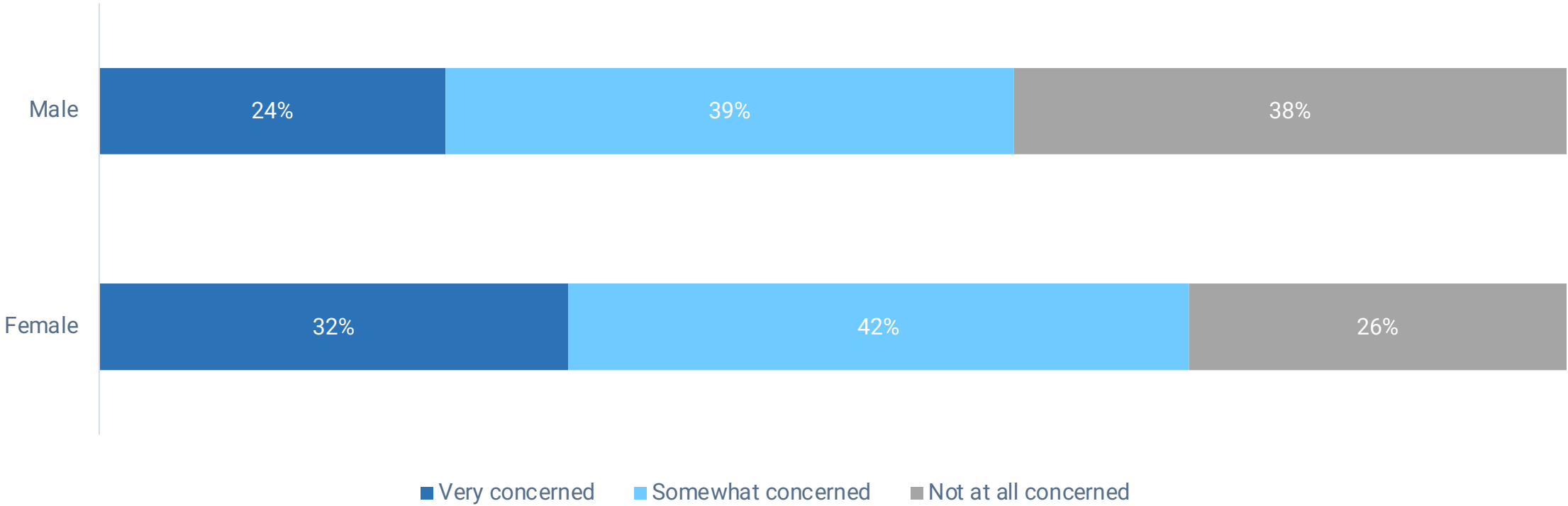
How concerned are you about being in public spaces right now? *compared with* How concerned are you about the COVID-19 Delta variant?*



Women tend to be more concerned about the Delta variant than men.



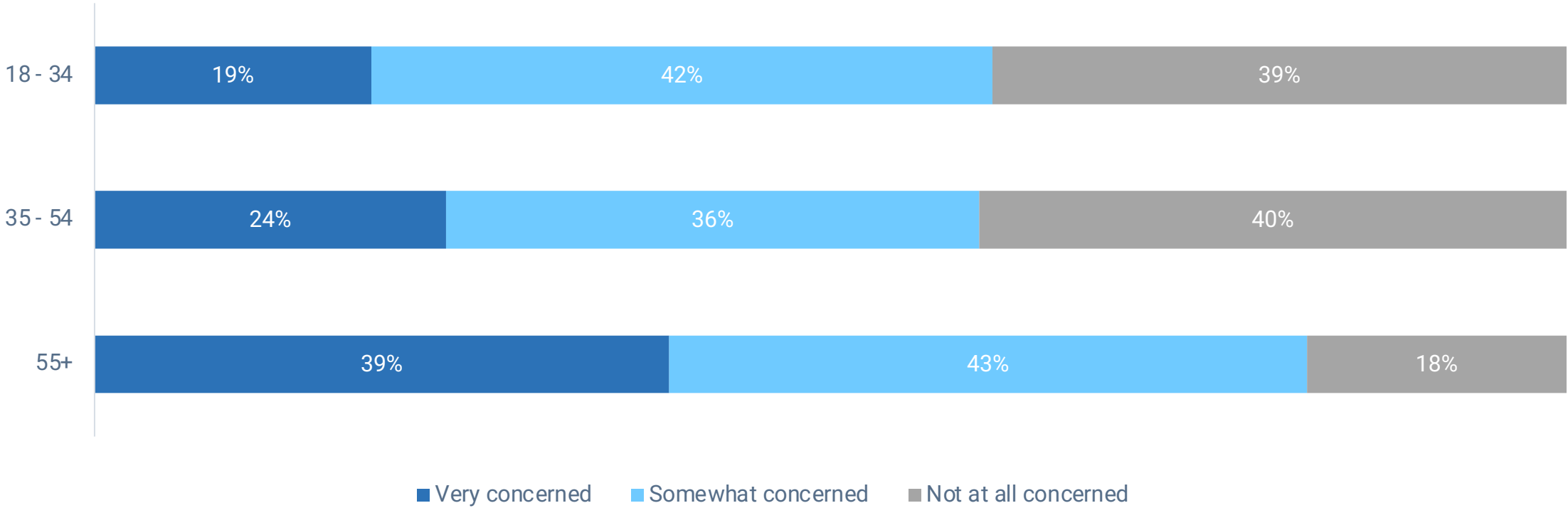
Please indicate your gender *compared with* How concerned are you about the COVID-19 Delta variant?*



Adults 55 and older are among the most concerned about the Delta variant, likely due to increased health risks.



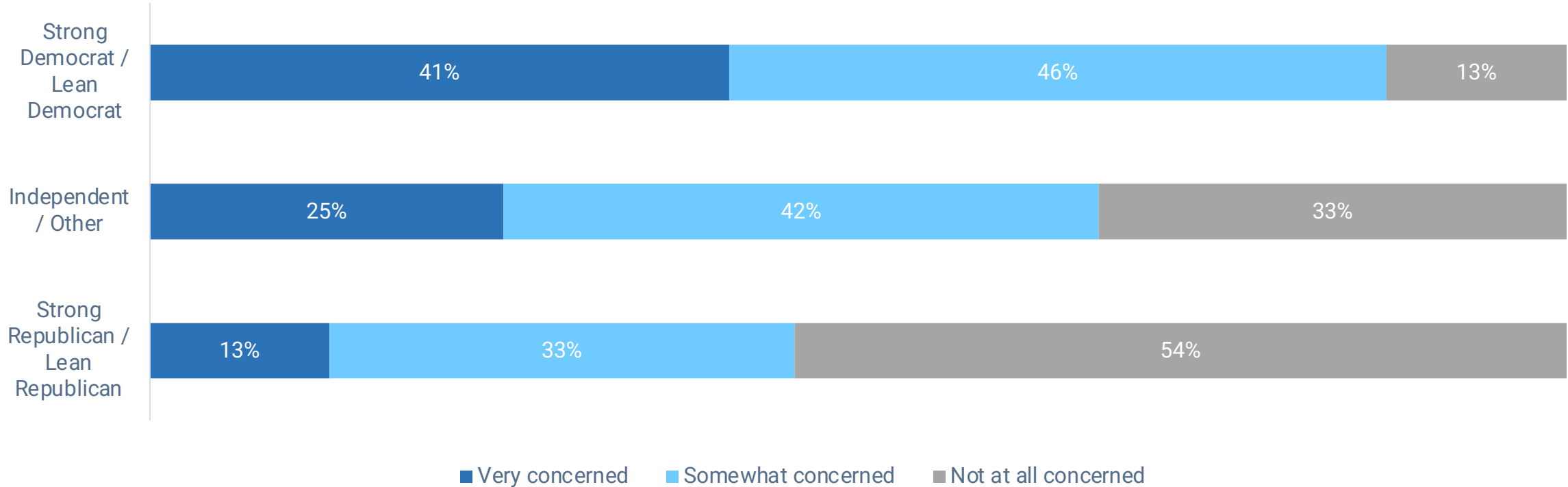
To what broad age group do you belong? *compared with* How concerned are you about the COVID-19 Delta variant?*



Democrats are more than 3x more likely than Republicans to be *very concerned* about the Delta variant.



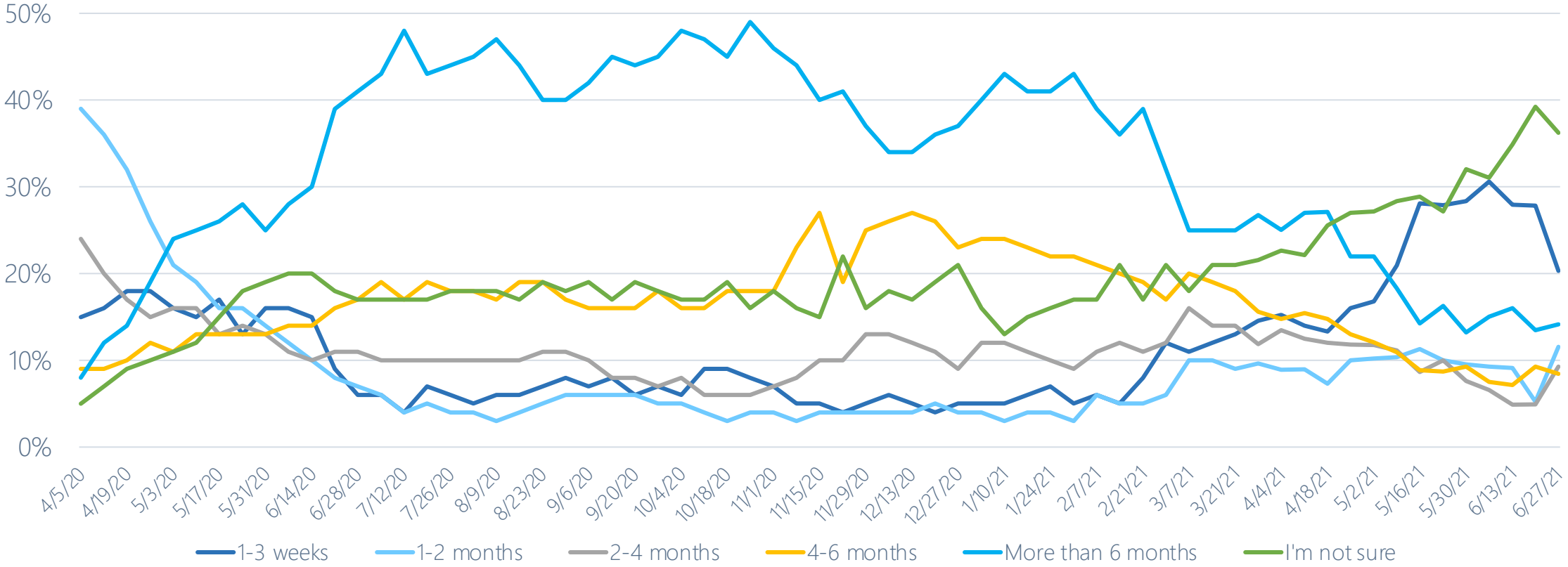
Generally speaking, do you usually think of yourself as a Republican, a Democrat, or an Independent / Other?
compared with How concerned are you about the COVID-19 Delta variant?*



This week, a significantly higher percentage of adults expect to be social distancing for 1-4 more months; a corresponding decrease was also seen for those who only predict 1-3 more weeks.



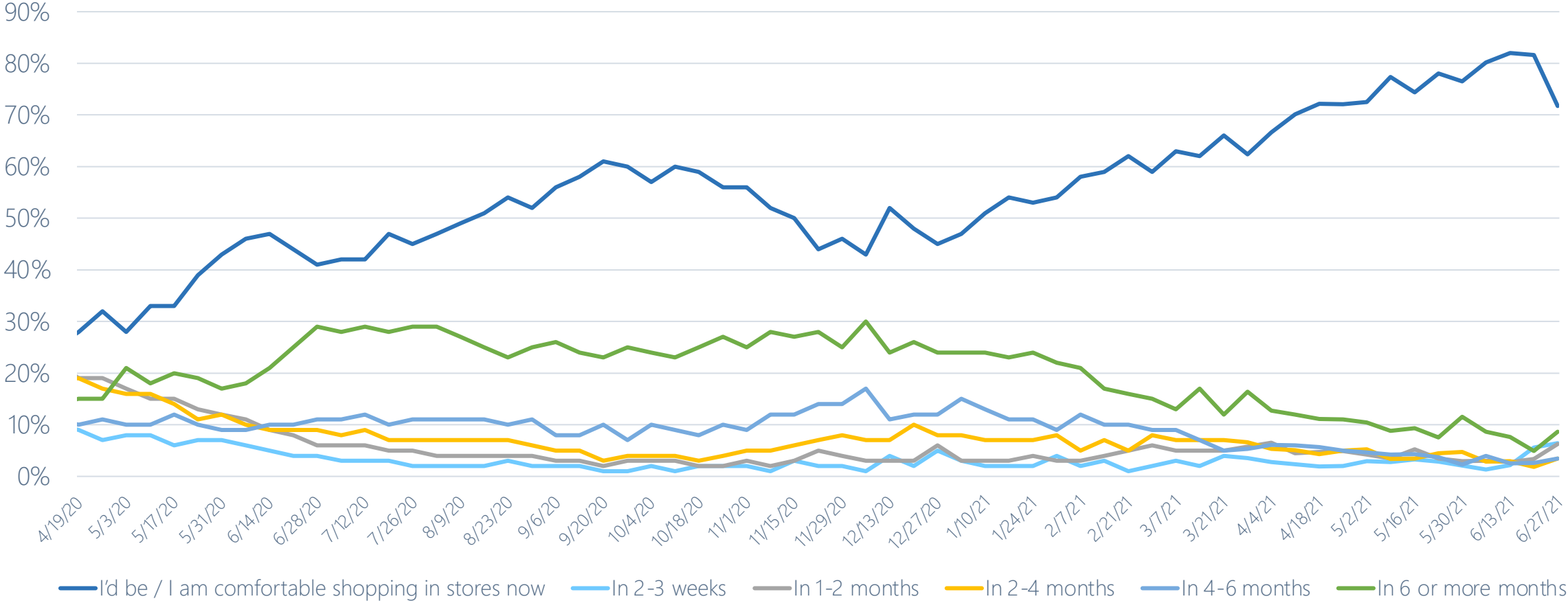
For how much longer do you expect to have to practice self-isolation and social distancing in response to the coronavirus outbreak?*



Fewer people are comfortable shopping in stores this week, retreating to comfort levels we observed in mid April 2021.



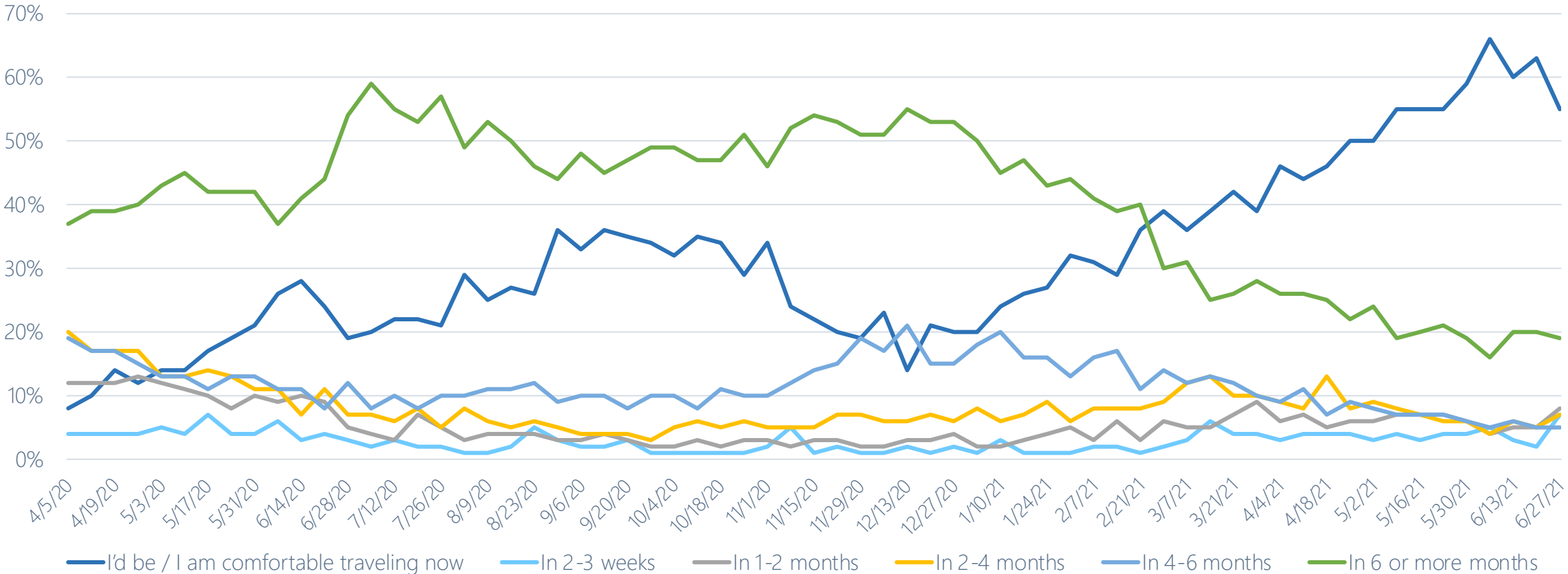
How soon from now would you be comfortable shopping in stores (not including for groceries)?*



Just over half of adults are comfortable traveling right now, which is significantly lower than last week.



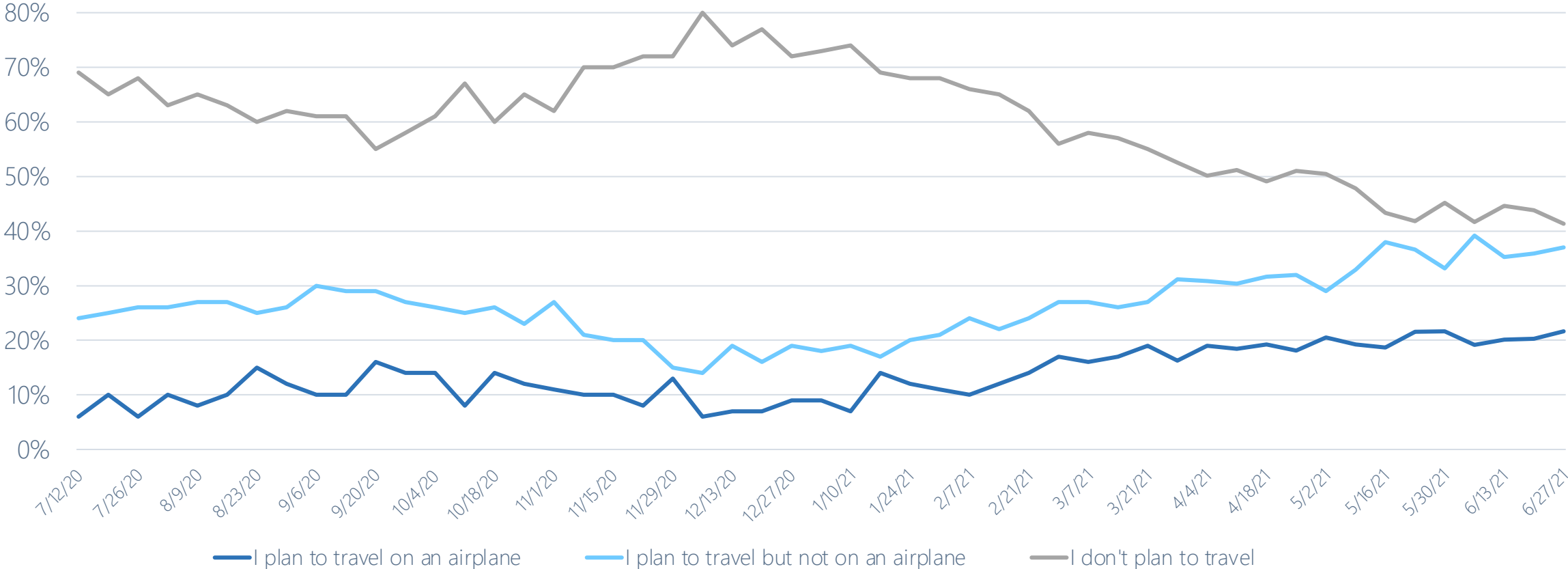
How soon from now would you be comfortable traveling and/or going on vacation?*



Even though comfort traveling right now decreased, that doesn't seem to be inhibiting anyone who already has summer travel planned in the next month.



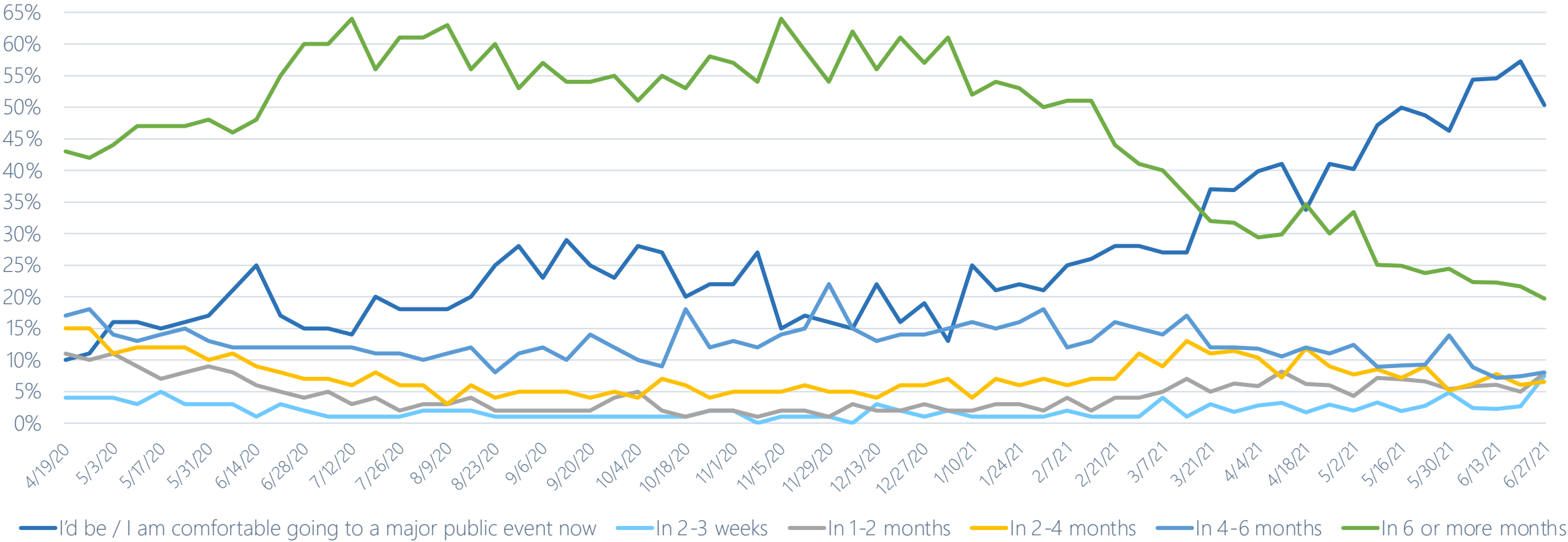
Do you plan to travel in the next month?*



Like other activities, only half of adults are comfortable attending a major public event right now, which decreased by seven percentage points this week.



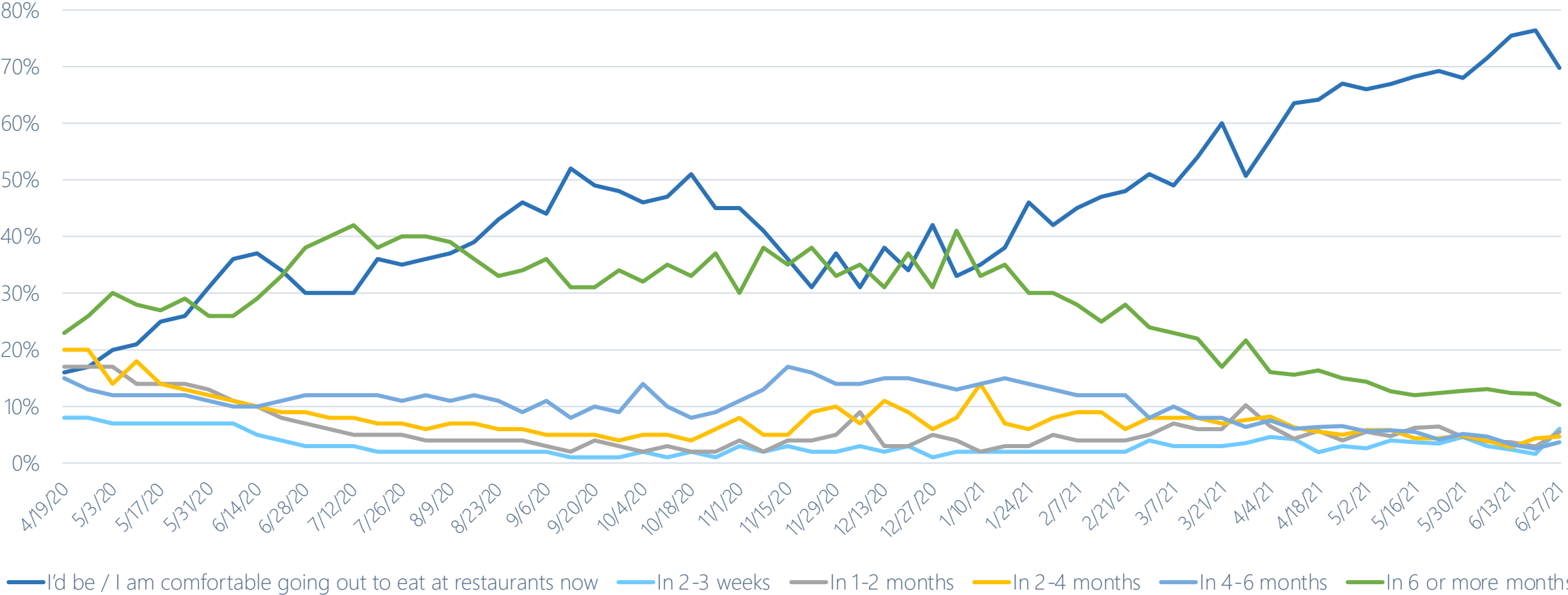
How soon from now would you be comfortable going to a major public event (concert, festival, sporting event, etc.)?*



Comfort eating out at restaurants right now fell from an all-time high of 76% down to 70% this week, which is similar to what we observed about a month ago.



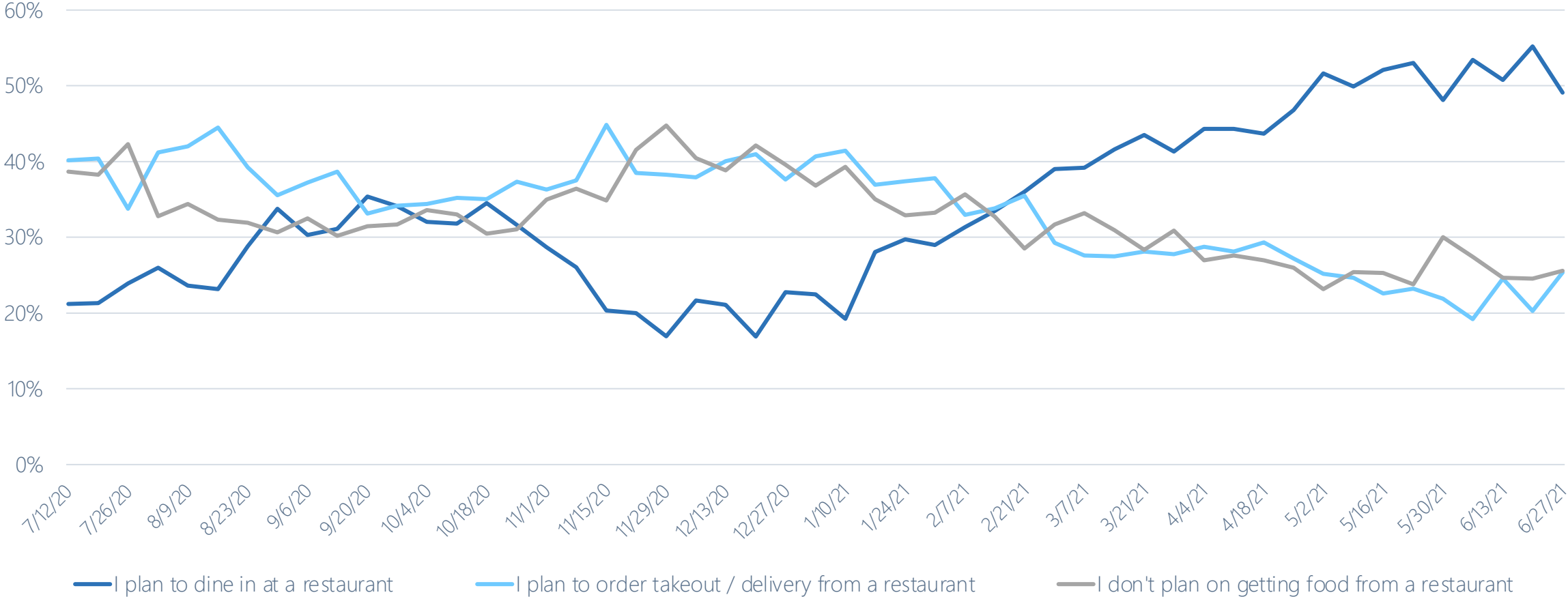
How soon from now would you be comfortable going out to eat at restaurants?*



Fewer people plan to dine in at a restaurant in the next week, but more plan to order takeout or delivery.



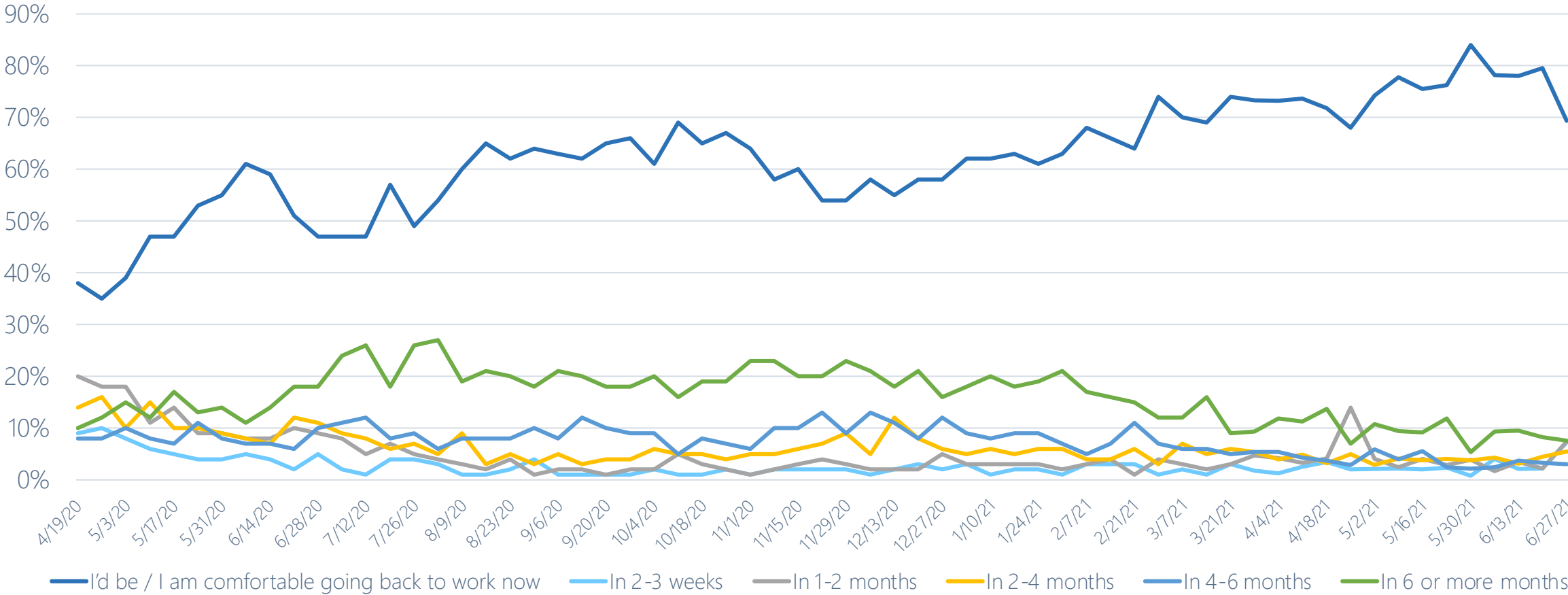
Do you plan to eat at a restaurant in the next week?*



Additionally, fewer than 7 in 10 adults are comfortable returning to work right now, decreasing by 11 percentage points since last week.



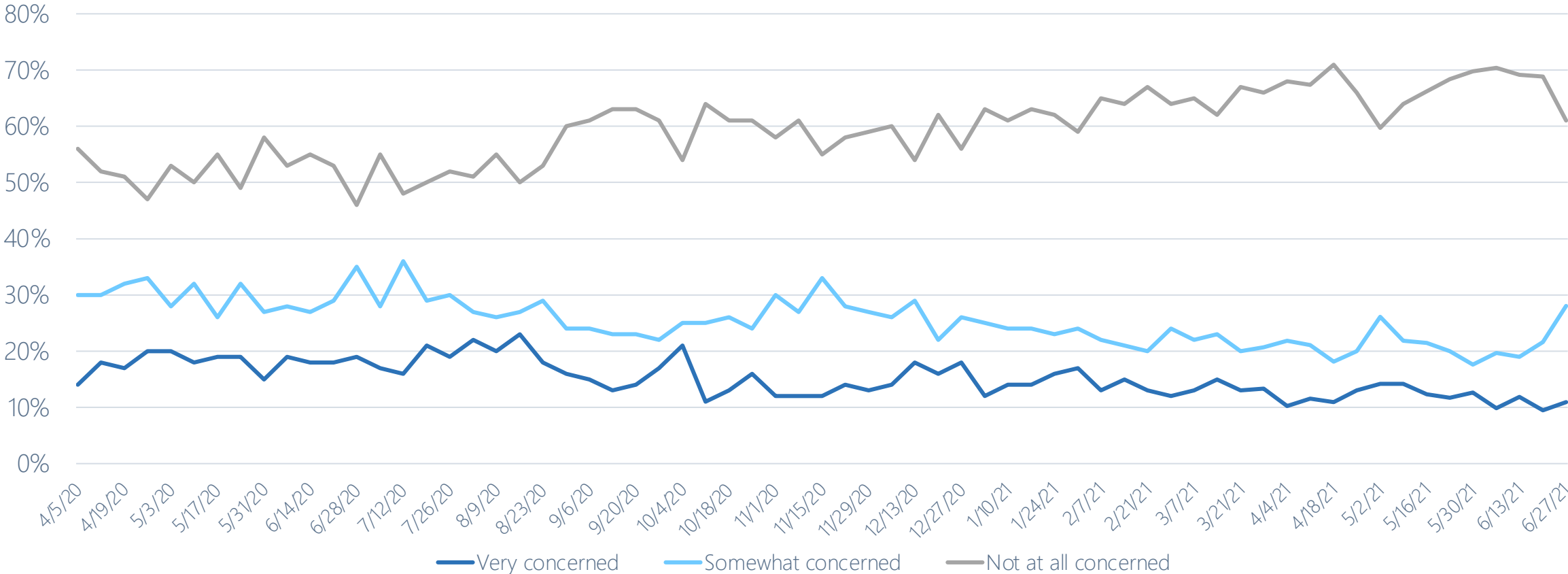
How soon from now would you be comfortable going back to work?*



This week employment concern increased, driven primarily by an increase in those who are somewhat concerned.



How concerned are you about your current employment situation?*



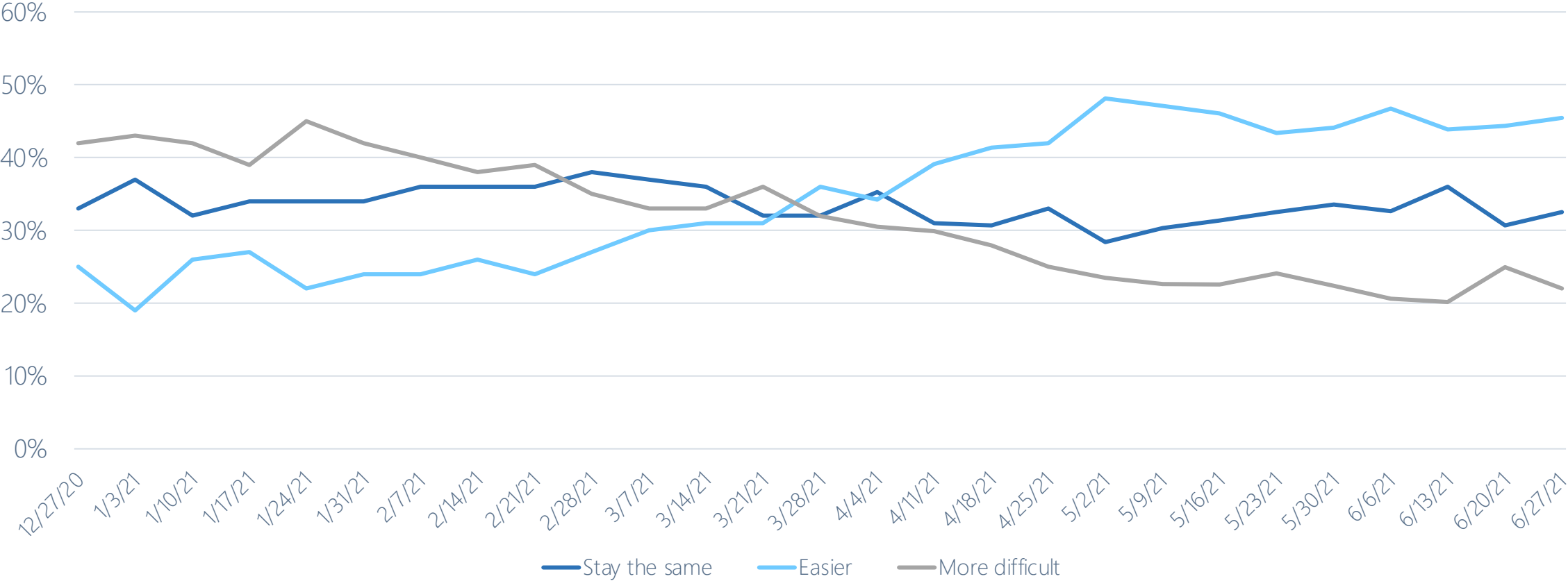


ECONOMIC SENTIMENT

This week, slightly *fewer* people expect it to become *more difficult* to find a new job over the next six months.



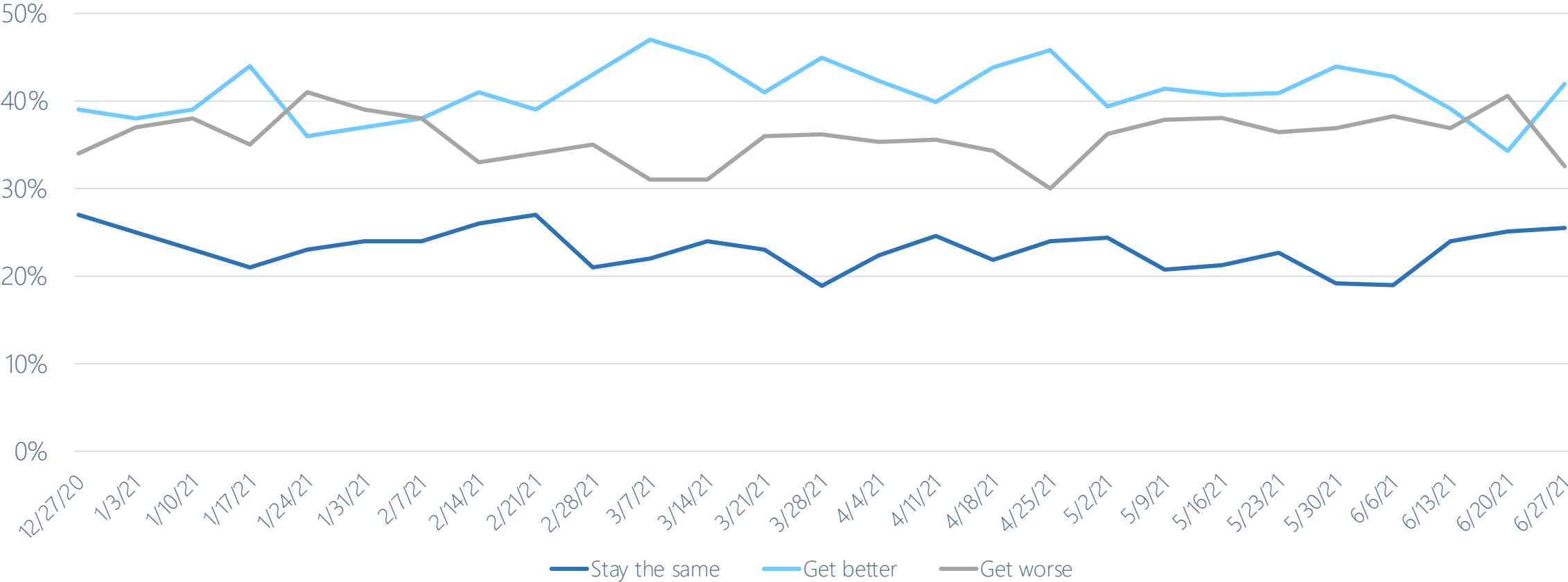
Over the next 6 months, do you think it will become easier or more difficult to find a new job?*



Since last week, significantly more people think the U.S. economy will *get better* over the next six months, returning to a more optimistic outlook after two consecutive weeks of increased pessimism.



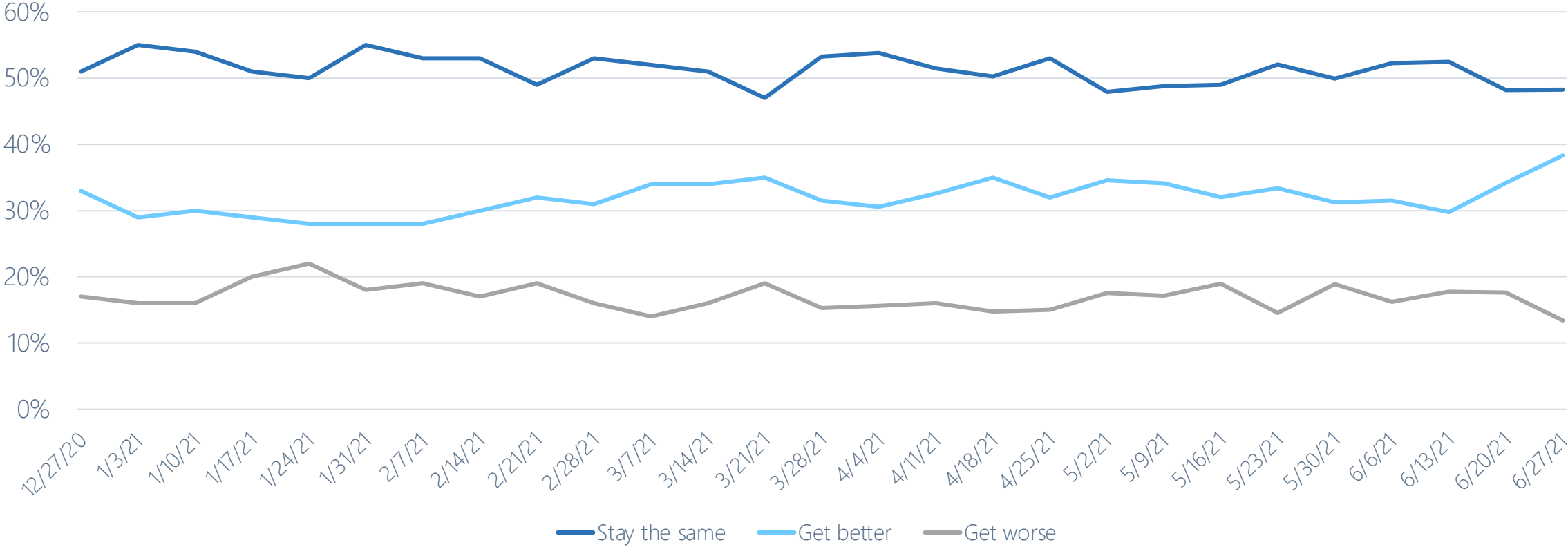
Looking ahead six months, do you think the U.S. economy will get better, stay the same, or get worse?*



For the second week in a row, more adults are becoming optimistic about the future state of their personal finances.



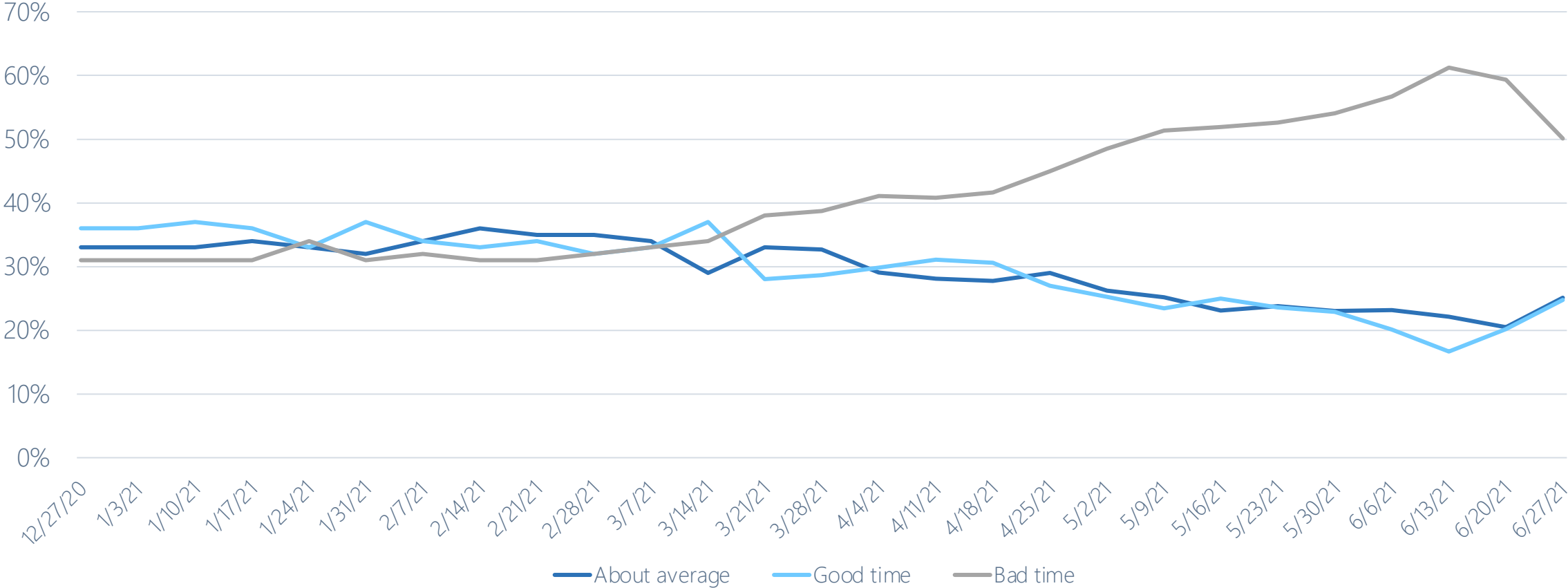
Over the next six months, do you expect your personal financial situation to get better, stay the same or get worse?*



For the second week in a row, we're seeing a steady increase in adults who think now is a *good time* to purchase a new home, reaching 25% of adults this week.



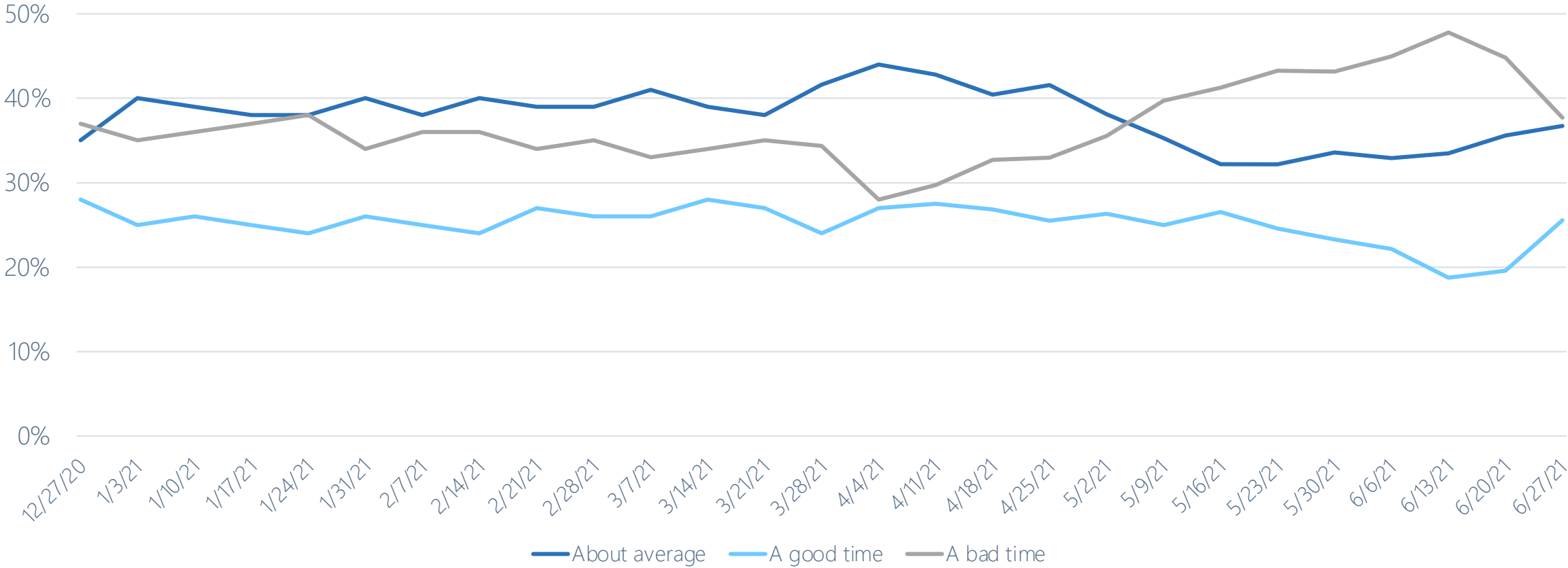
Given the current state of your local market, is now a good or bad time to purchase a new home?*



In addition to other economic measures, more people think now is a good time to make a major purchase increasing from 20% to 26%.



Given the current state of the economy, is now a good or bad time to make a major purchase like a new car or home improvements?*



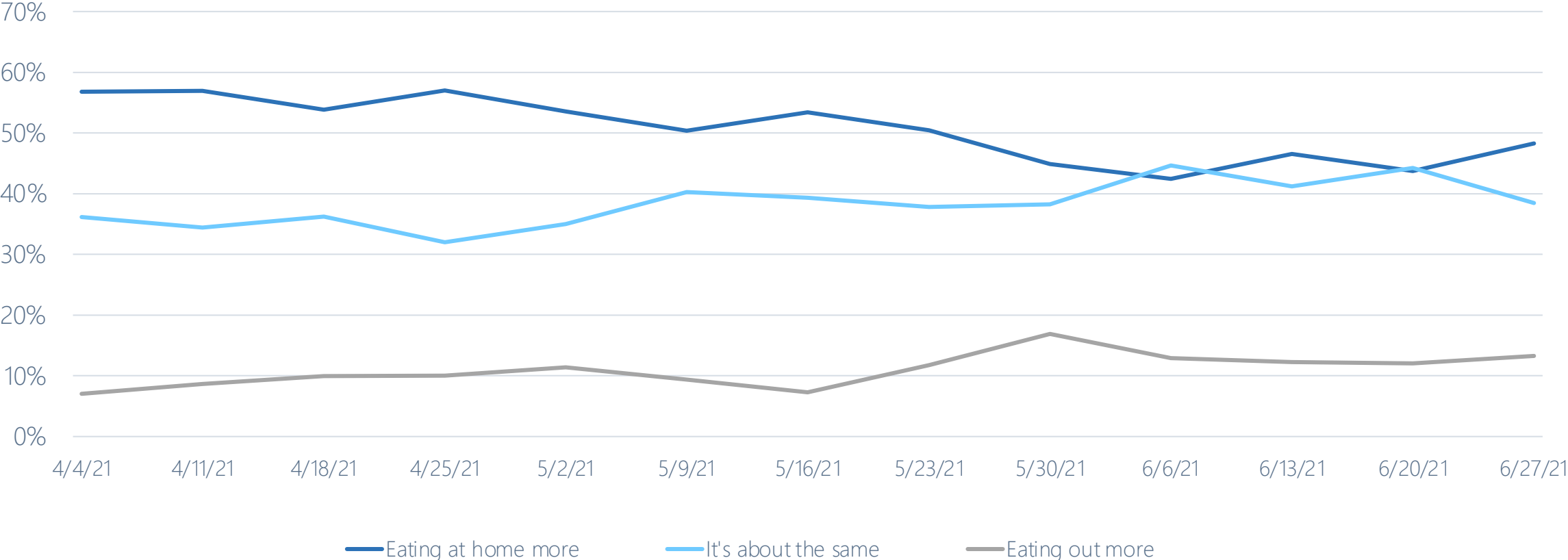


SHOPPING & DINING OUT

Slightly more people have shifted back to eating at home more this week amidst the rising concern of being in public spaces.



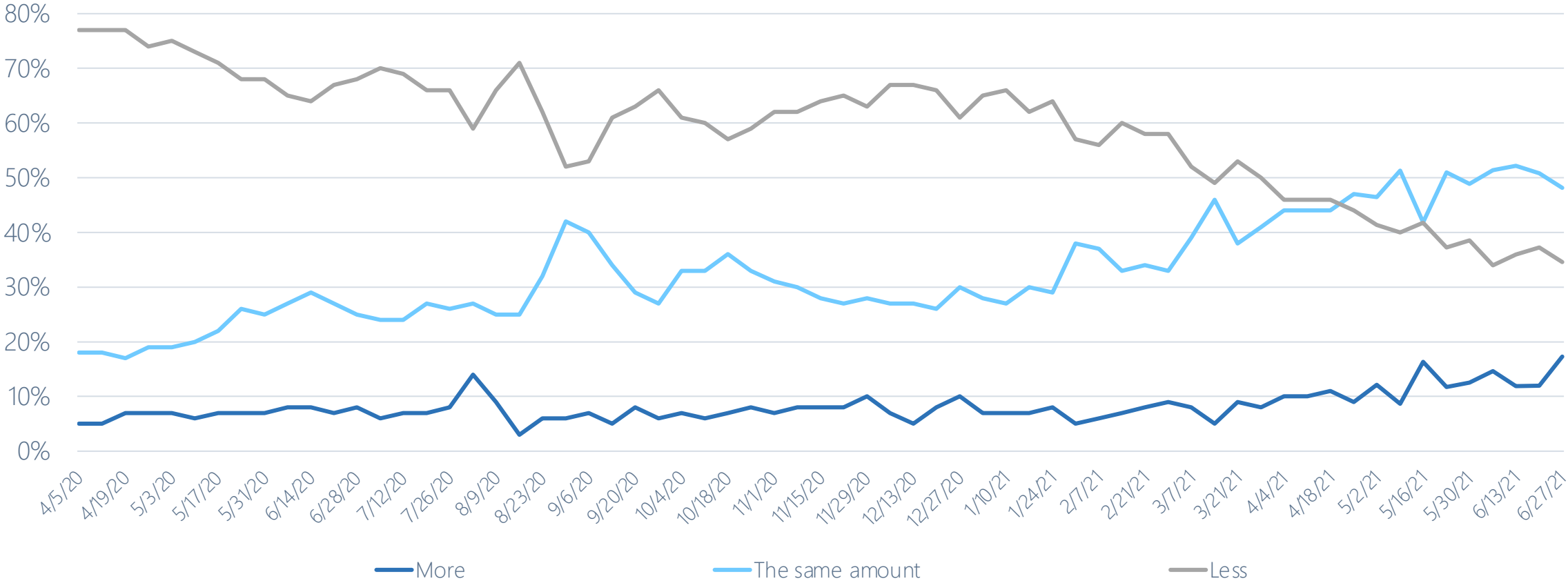
Are you eating at home (including takeout and delivery) or eating out more than you usually do for this time of year?*



Even with comfort shopping in stores having decreased this week, we observed a slight increase in those who are doing so more than they usually would this time of year; however, this remains relatively low (17%) overall.



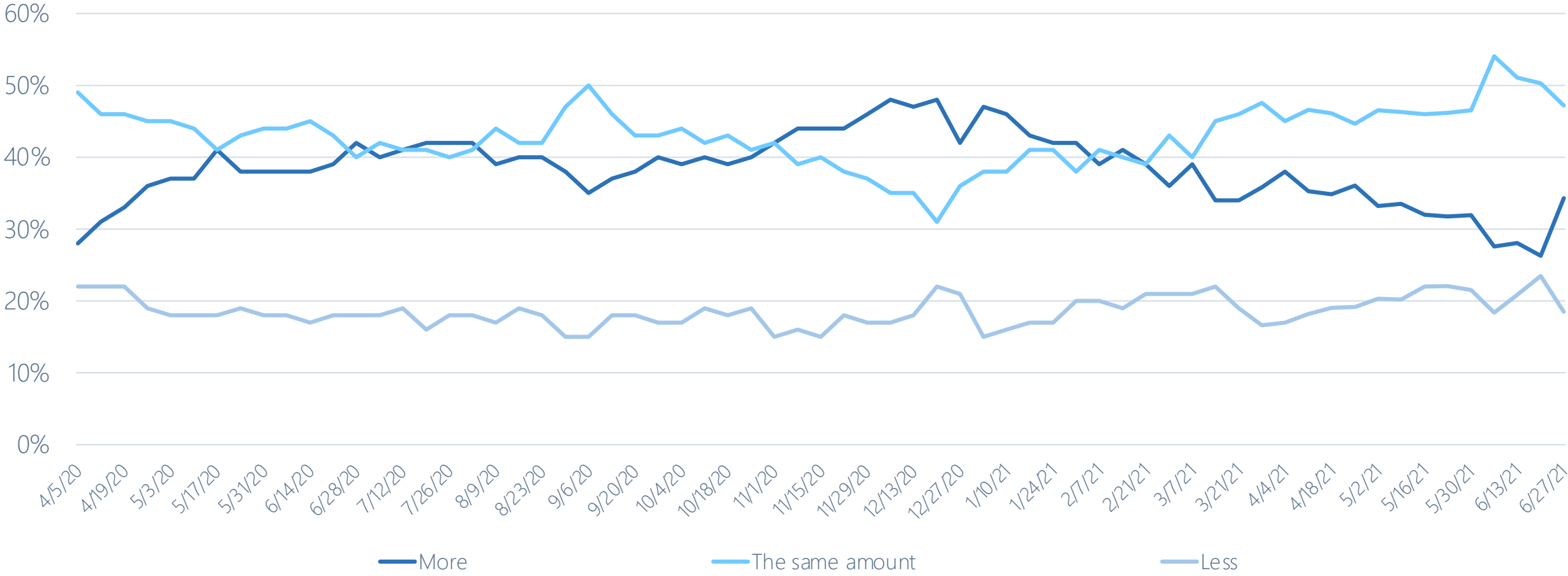
Are you shopping in store (not including for groceries) more or less than you typically would this time of year?*



For the first time since April, we observed a notable increase in adults shopping online *more* than they typically would this time of year.



Are you shopping online (not including for groceries) more or less than you typically would this time of year?*





More COVID-19 Insights



CivicScience Published Studies – Week of 6/28/2021

[Canned Cocktails May Be the Trend of the Summer, Though Most Still Prefer Beer](#)

[Younger Americans More Pessimistic About State of U.S. Economy Despite Re-Opening](#)

[The Habit of Stocking Up Hasn't Totally Worn Off Yet](#)

[Most Americans Support Pay for College Athletes, Especially Those Who Follow NCAA Sports](#)

[Infographic: Reality TV Is Not a Guilty Pleasure for Many](#)

[Revisiting LGBTQ+ Experiences and Sentiment as Consumers](#)

[Nearly 3 in 4 Consumers Are Concerned About Gas and Energy Prices](#)

[Only 1 in 5 In-Person Revelers Expects to Take COVID Precautions This Fourth of July](#)

[28% of Jeans Wearers Plan to Buy New Jeans in 2021](#)

[U.S. Adults Are Mixed on Extending the Eviction Moratorium](#)

Background & Methodology



Background

This report is intended to track and identify trends surrounding the coronavirus pandemic. Specifically, it serves the purpose of understanding how the pandemic has affected consumer attitudes and behaviors, and to be predictive of how those might shift in the future.



Methodology

CivicScience leveraged its standard collection methodology (explained in more detail on [the following slide](#)) to capture thousands of responses across dozens of questions—some of which have been collecting for months or years, and others which have only been asked one time for this report.

Because of our proprietary collection methodology, every question and cross-tab has a unique number of responses and date ranges, which are mentioned at the bottom of each slide where response data is shown. Appropriate weighting schemes are also applied to ensure a balanced and representative sample according to US Census figures (age / gender).

The CivicScience Intelligent Polling Platform and Methodology

We've pioneered a new method of "always-on" quantitative online research that can capture representative samples all day, every day.



OUR DATA SOURCING

We source our data through partnerships with hundreds of online and mobile content publishers. For them, the integration of our polls and quizzes improves on-site engagement time and provides audience detail unavailable elsewhere. We aggregate all the response data into our centralized platform.



OUR COLLECTION PROCESS

Our quizzes and polls are non-intrusively embedded in a website's content experience and serve a short set of diverse questions designed to keep respondents engaged. If they choose, respondents can continue to answer a seemingly endless series of fun quizzes and engagement questions as well as custom and syndicated research questions.



OUR RESPONDENTS

Our data is reliable and organic because our polls are 100% voluntary and respondents are kept anonymous, even to us. They enjoy voicing their opinions and seeing aggregate results presented back to them. Because we collect large response volumes on a national scale, we can deliver representative samples that can be segmented and analyzed in many ways.



OUR ANALYTICS

As respondents answer our questions, we store all their answers over time in an anonymous profile. We then use proprietary advanced technology to analyze the data in aggregate and in near real time, cross-tabulating questions to find statistically meaningful correlations for clients to navigate.