

# AMERICANS AND EPIDEMIOLOGISTS

## HOW WILL WE VENTURE BACK INTO THE WORLD?



We asked over 1,500 Americans when they, personally, believe they will feel comfortable participating in various activities. We compared results against those published in the New York Times\*, from a survey conducted among 511 epidemiologists. Results show that in many cases Americans are taking less precaution than epidemiologists, a few where Americans and epidemiologists are fairly aligned, and even a couple where epidemiologists will start doing certain activities before other Americans. Respondents were asked...

### WHEN WILL YOU PERSONALLY BE WILLING TO:

	AMONG AMERICANS			AMONG EPIDEMIOLOGISTS*		
	This Summer	3-12 Months	1 Yr. +	This Summer	3-12 Months	1 Yr. +
<b>THIS SUMMER</b>						
Bring mail into your home without precautions	66%	27%	7%	64%	16%	20%
Get a haircut at a salon or barber shop	59%	33%	8%	41%	39%	20%
See a doctor for a non-urgent appointment	58%	33%	9%	60%	29%	11%
Have a service person into your home for non-urgent work	56%	34%	9%	NOT ASKED		
Hike or picnic outdoors with friends	55%	36%	8%	31%	41%	27%
Work in a shared office	47%	43%	11%	27%	54%	19%
Eat at a dine-in restaurant	47%	42%	12%	16%	56%	28%
Attend a church or other religious service	46%	42%	12%	17%	41%	42%
Attend a small dinner party	46%	41%	13%	32%	46%	21%
Visit elderly relative or friend in their home	44%	44%	11%	20%	41%	39%
<b>3-12 MONTHS</b>						
Vacation overnight within driving distance	42%	43%	15%	56%	26%	18%
Send children on playdates	40%	43%	17%	23%	47%	30%
Hug or shake hands when greeting a friend	38%	44%	18%	14%	39%	48%
Exercise at a gym or fitness studio	37%	49%	14%	14%	42%	44%
Attend a wedding or funeral	36%	46%	18%	17%	41%	42%
Ride a subway or bus	36%	47%	17%	20%	40%	40%
Go out with someone you don't know well	32%	50%	17%	14%	42%	44%
Go to a business conference	32%	48%	20%	NOT ASKED		
Stop routinely wearing a face covering	31%	51%	18%	7%	40%	53%
Send children to school, camp, or daycare	29%	57%	14%	30%	55%	15%
Attend a sporting event, concert, or play	27%	50%	23%	3%	32%	65%
Go to a movie theatre to see a movie	27%	55%	18%	NOT ASKED		
Travel by airplane	26%	48%	26%	20%	44%	37%

### COMPARING AMERICANS VS. EPIDEMIOLOGISTS

Americans are MUCH MORE LIKELY than epidemiologists to do these activities this summer:		Americans are SLIGHTLY MORE LIKELY than epidemiologists to do these activities this summer		Americans are EQUALLY OR LESS LIKELY than epidemiologists to do these activities this summer	
Eat at a dine-in restaurant	+31%	Attend a wedding or funeral	+19%	Travel by airplane	+6%
Attend a church or other religious service	+29%	Go out with someone you don't know well	+18%	Bring mail into your home without precautions	+2%
Visit elderly relative or friend in their home	+24%	Get a haircut at a salon or barber shop	+18%	Send children to school, camp, or daycare	-1%
Hug or shake hands when greeting a friend	+24%	Send children on playdates	+17%	See a doctor for a non-urgent appointment	-2%
Stop routinely wearing a face covering	+24%	Ride a subway or bus	+16%	Vacation overnight within driving distance	-14%
Hike or picnic outdoors with friends	+24%	Attend a small dinner party	+14%		
Attend a sporting event, concert, or play	+24%				
Exercise at a gym or fitness studio	+23%				
Work in a shared office	+20%				

In general, Americans appear to be much more comfortable with the idea of re-engaging in society than epidemiologists and infectious disease specialists are. Of the activities tested among both audiences, Americans are more likely than epidemiologists to engage this summer in 17/20 activities – led by eating at a dine-in restaurant, attending church or other religious service, and visiting elderly relatives or friends in their homes.

Consumer results are taken from Maru's ongoing study tracking key elements related to how consumers FEEL, BEHAVE, and THINK during the COVID-19 pandemic. For more information, please go to [www.marureports.com/coronavirus](http://www.marureports.com/coronavirus), contact [kyle.davies@marumatchbox.com](mailto:kyle.davies@marumatchbox.com), or reach out to your Maru representative.

\* Epidemiologist results referenced from *New York Times* study of 511 epidemiologists and infectious disease specialists. <https://www.nytimes.com/interactive/2020/06/08/upshot/when-epidemiologists-will-do-everyday-things-coronavirus.html>