



Activity Engagement During COVID


February 2021

Purpose and Methodology

- ▼ An online survey study was completed in order to measure when people are likely to engage in activities that may have been impacted by COVID-19.
- ▼ Panelists from our Iowa Opinion Panel (IOP) were polled in February 2021.
- ▼ A total of 1,932 IOP members - mostly residing in Iowa, some from adjacent states - completed the survey.

Question Sample

This is an example of the screen participants were shown asking them when they will engage in various activities that may have been affected by COVID-19.

 Iowa
Opinion
Panel

0%

In thinking about the COVID-19 pandemic, changes you have made in your life because of it, and the rollout of vaccines, when is the next time you believe you will **do the following activities** again?

	I've done this while COVID-19 has been present	Once I have received the vaccine, whenever that is	Within the next three months	Between three and six months	Farther out than six months	This is not something I would ever do or won't return to doing
Getting a massage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel by plane for pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel by plane for business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eat inside a restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have an elective medical procedure (e.g., foot bunion surgery, colonoscopy, cosmetic surgery, eye surgery, gastric bypass, vasectomy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get together in person with people outside my bubble	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take a road trip vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue »

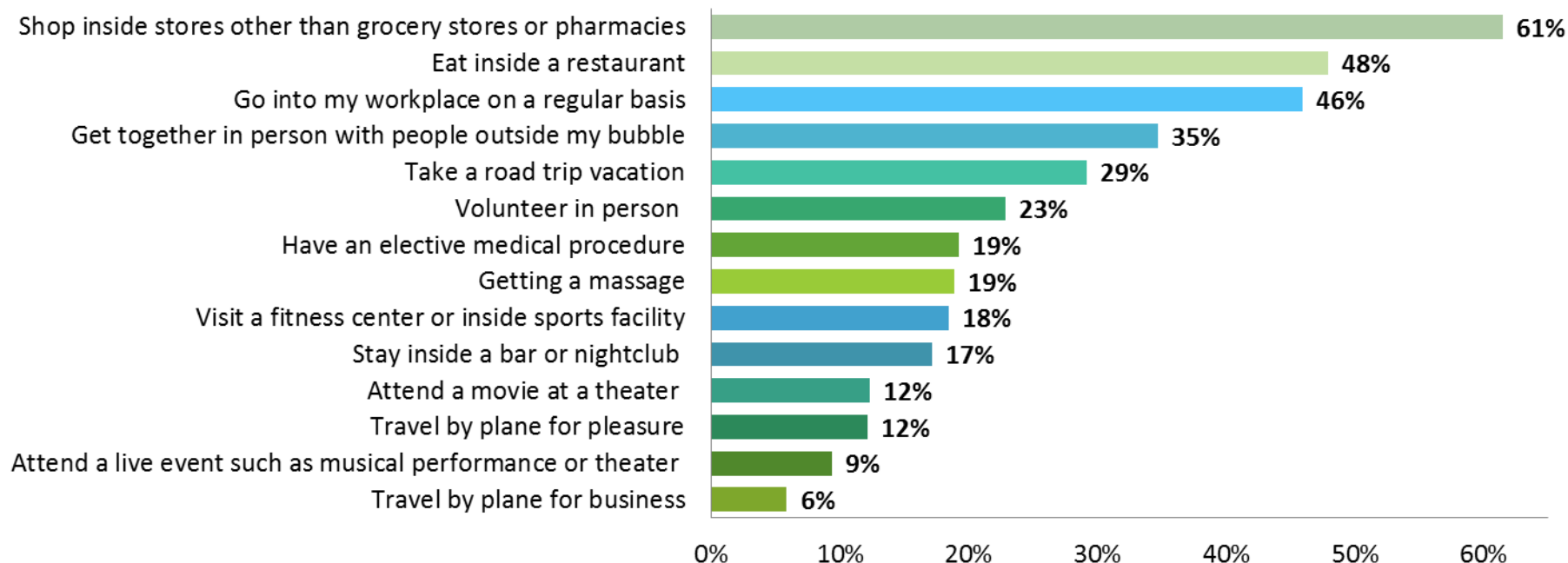
Activities by Engagement During COVID

This chart shows the percentage of participants who selected
“I’ve done this while COVID-19 has been present”.

N = 1,932

When is the next time you believe you will do the following activities again?

I've done this while COVID-19 has been present



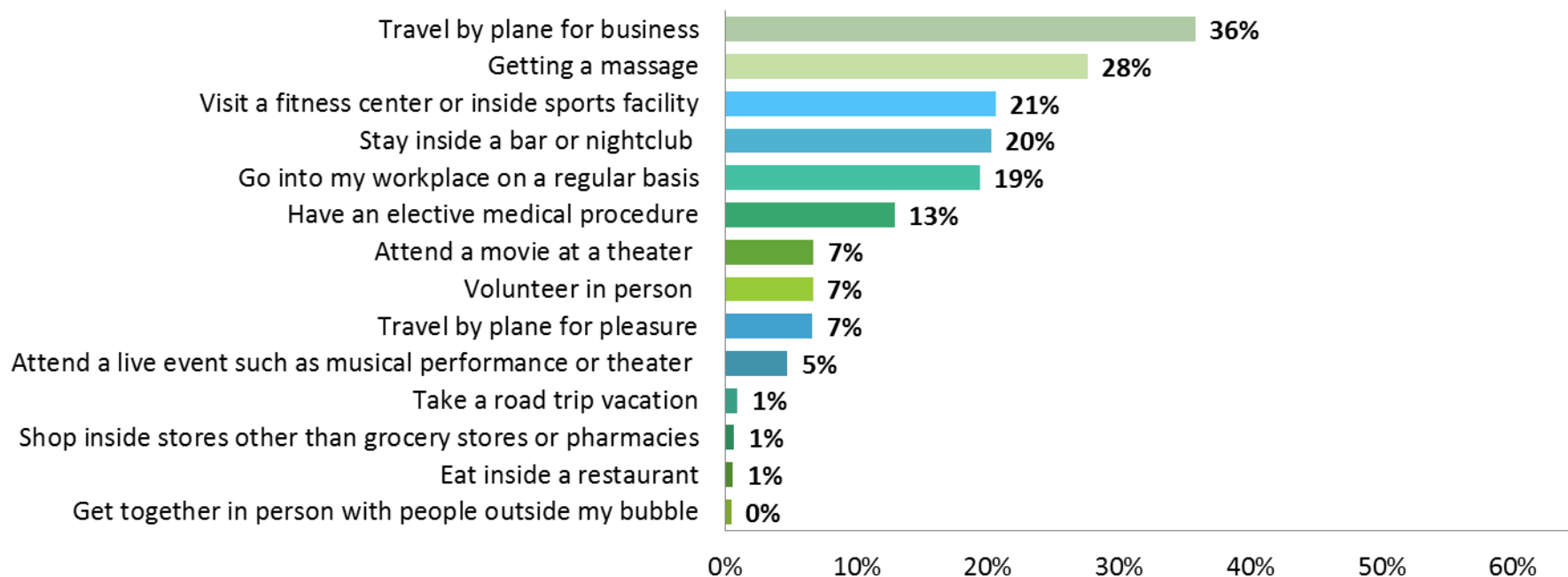
Activities by Likelihood to Return

This chart shows the percentage of participants who selected “This is not something I would ever do or won’t return to doing”.

N = 1,932

When is the next time you believe you will do the following activities again?

This is not something I would ever do or won't return to doing

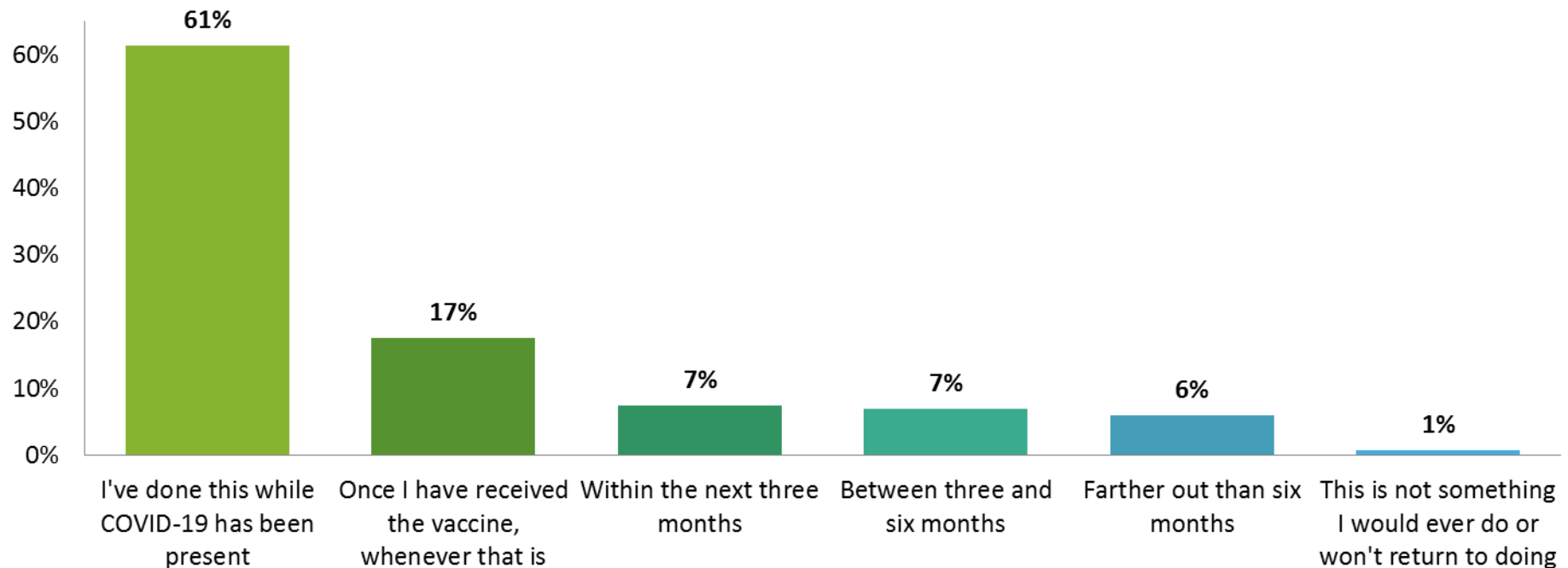


Shop inside stores other than grocery stores or pharmacies

Most people (61%) have shopped inside non-essential stores while COVID has been present.

N = 1,932

Shop inside stores other than grocery stores or pharmacies

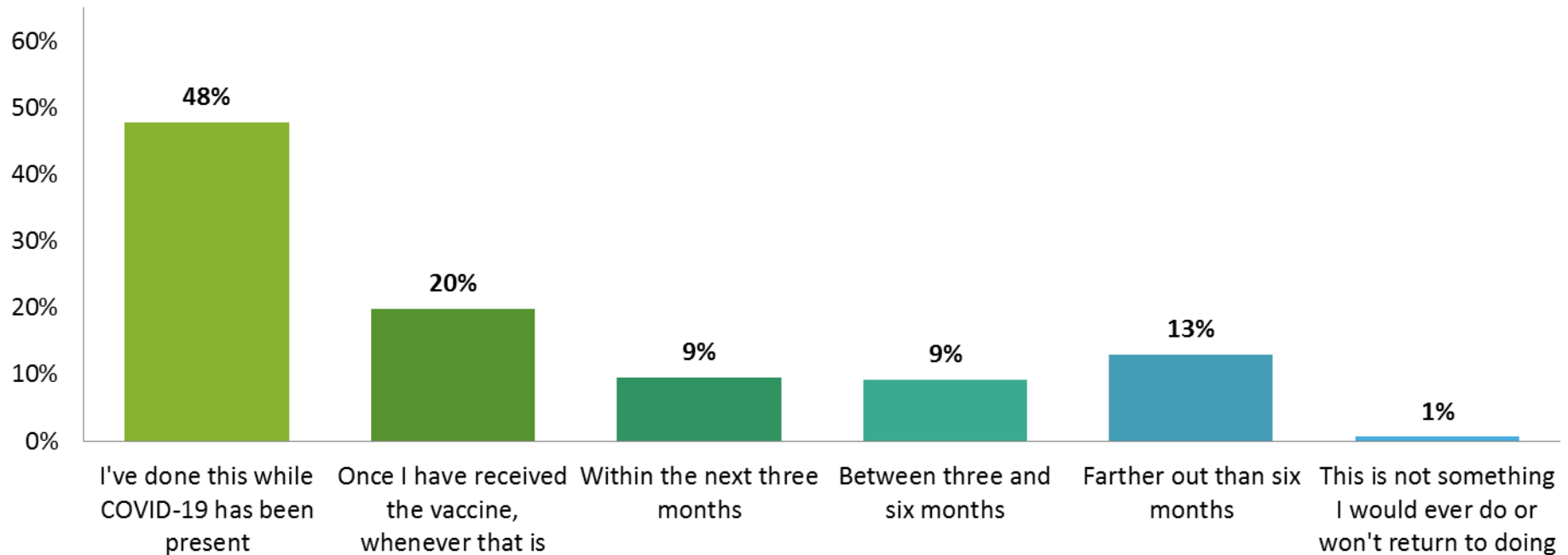


Eat inside a restaurant

About half of participants have eaten at a restaurant while COVID has been present.

N = 1,932

Eat inside a restaurant

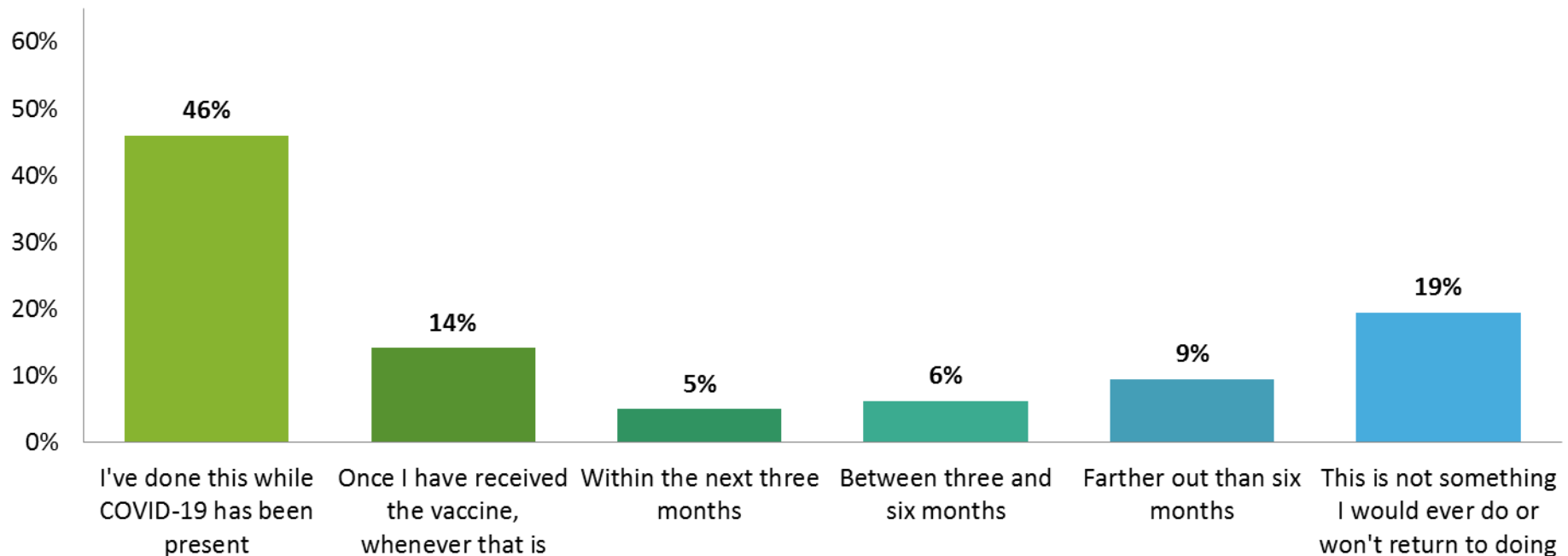


Go into my workplace on a regular basis

Nearly half of participants (46%) have been going to their workplaces on a regular basis while COVID has been present.

N = 1,932

Go into my workplace on a regular basis

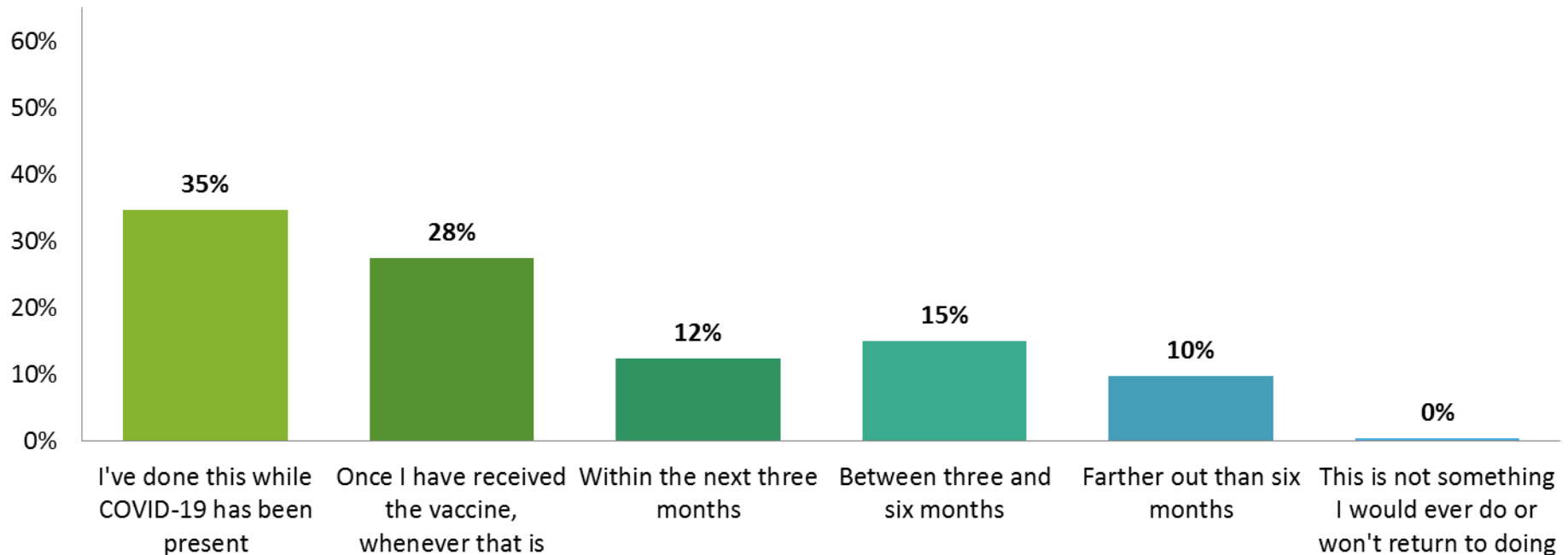


Get together in person with people outside my bubble

Over a third of participants (35%) have met in person with people outside their bubble while COVID has been present.

N = 1,932

Get together in person with people outside my bubble

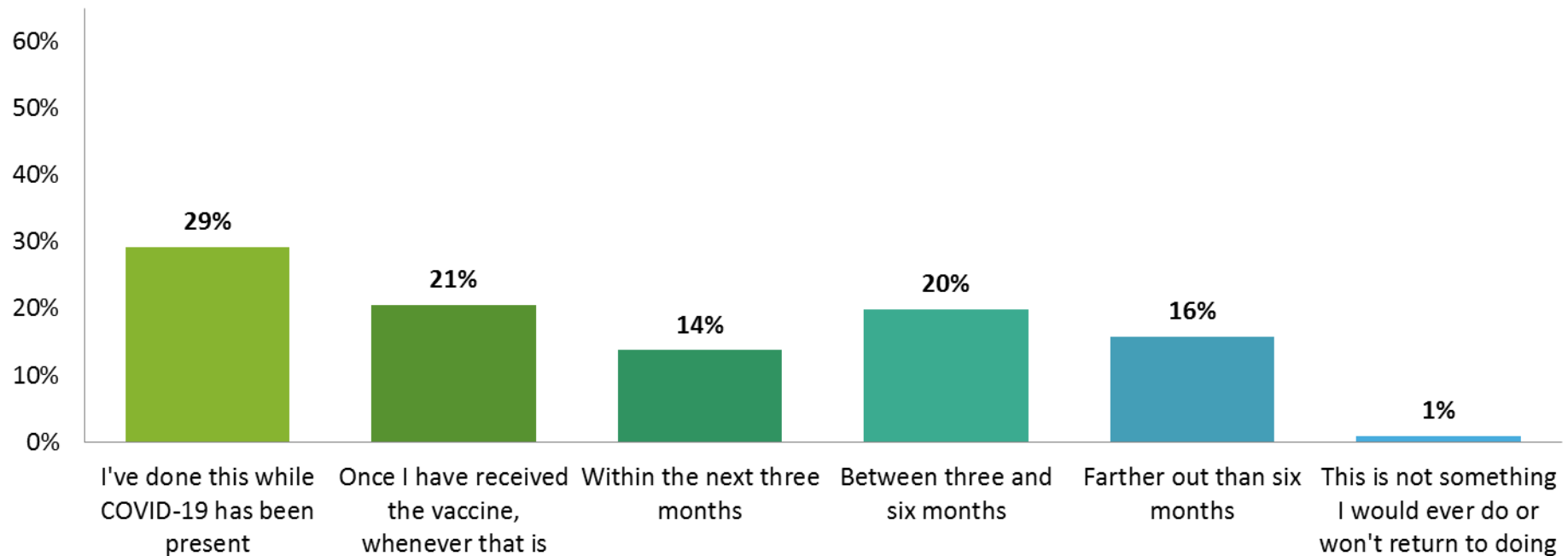


Take a road trip vacation

29% of participants have taken road trips while COVID has been present.

N = 1,932

Take a road trip vacation

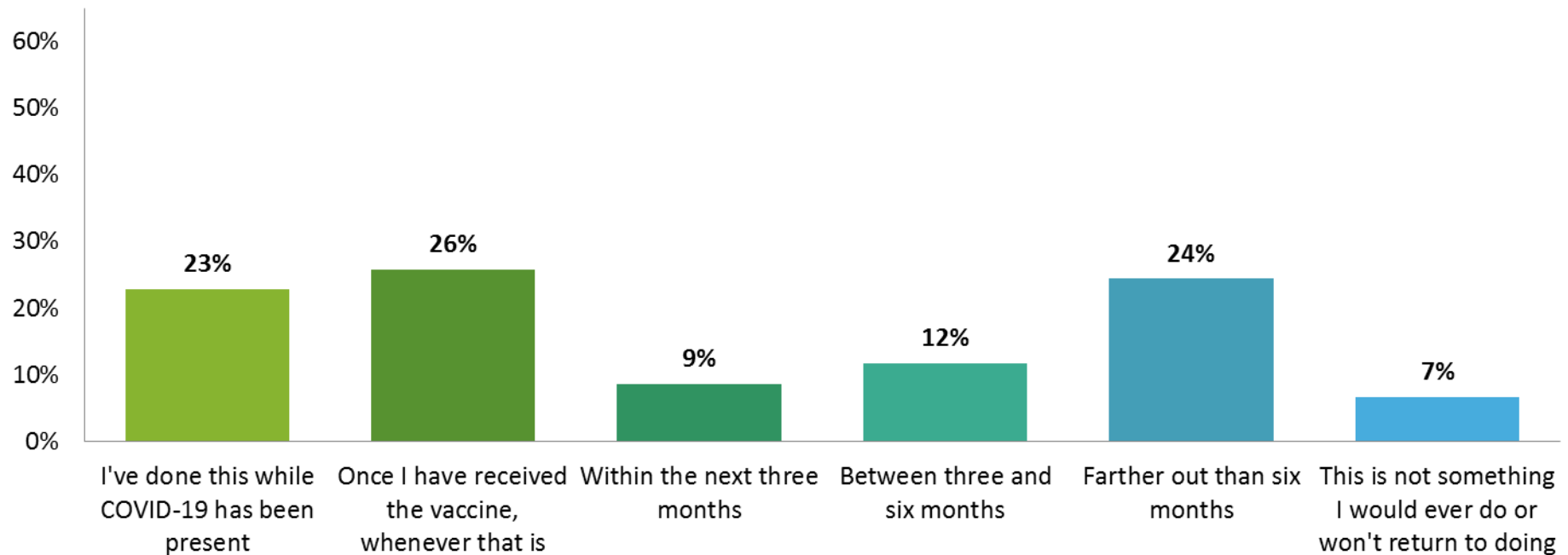


Volunteer in person

23% of participants have volunteered in person while COVID has been present.

N = 1,932

Volunteer in person



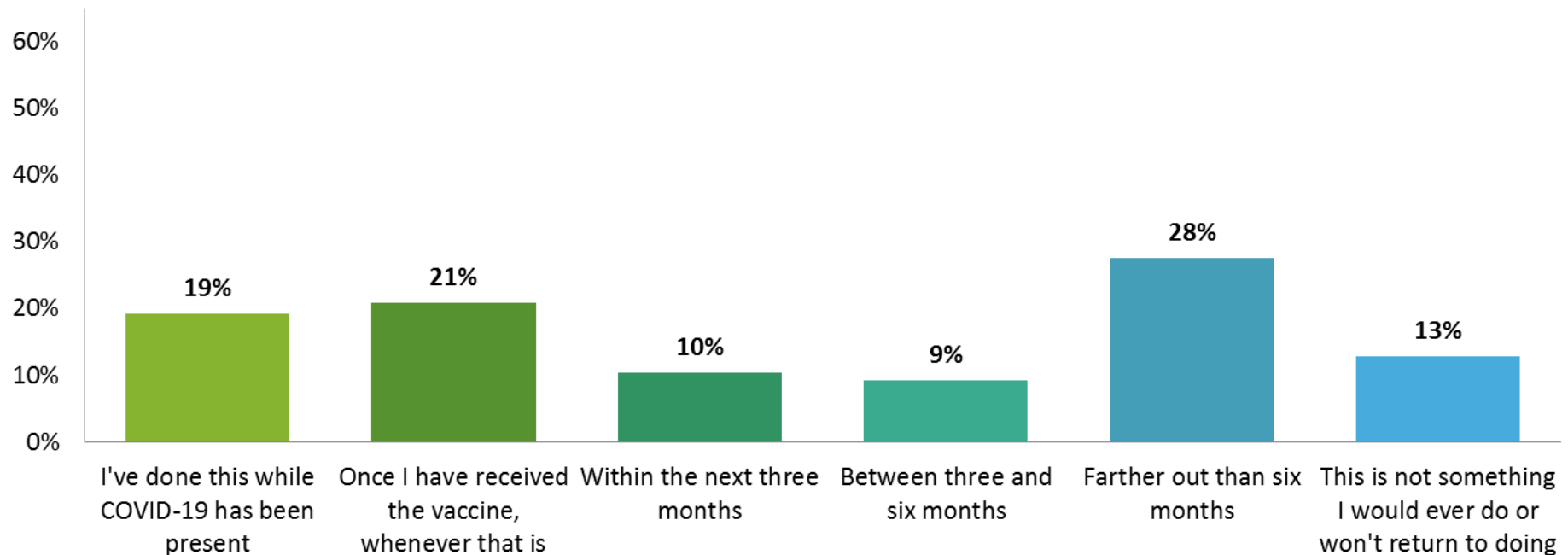
Have an elective medical procedure

(e.g., foot bunion surgery, colonoscopy, cosmetic surgery, eye surgery, gastric bypass, vasectomy)

19% of participants had elective medical procedures while COVID has been present.

N = 1,932

Have an elective medical procedure (e.g., foot bunion surgery, colonoscopy, cosmetic surgery, eye surgery, gastric bypass, vasectomy)

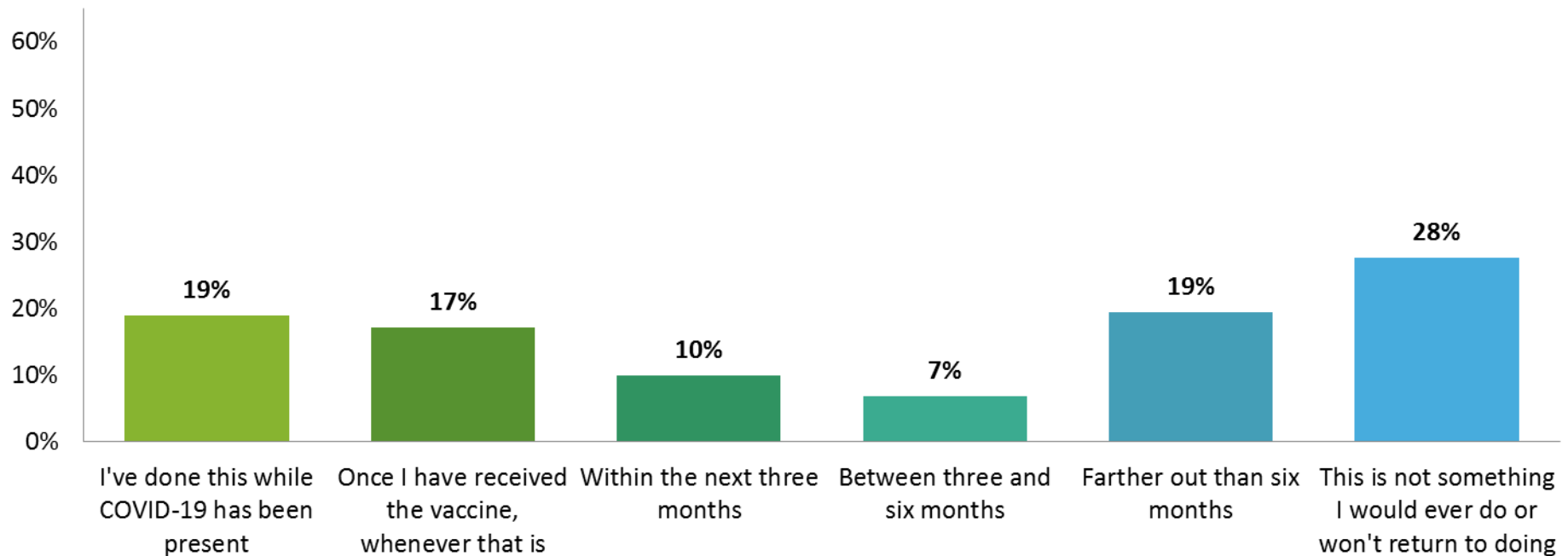


Getting a massage

28% of participants did not get massages previous to COVID or would not return to them.

N = 1,932

Getting a massage



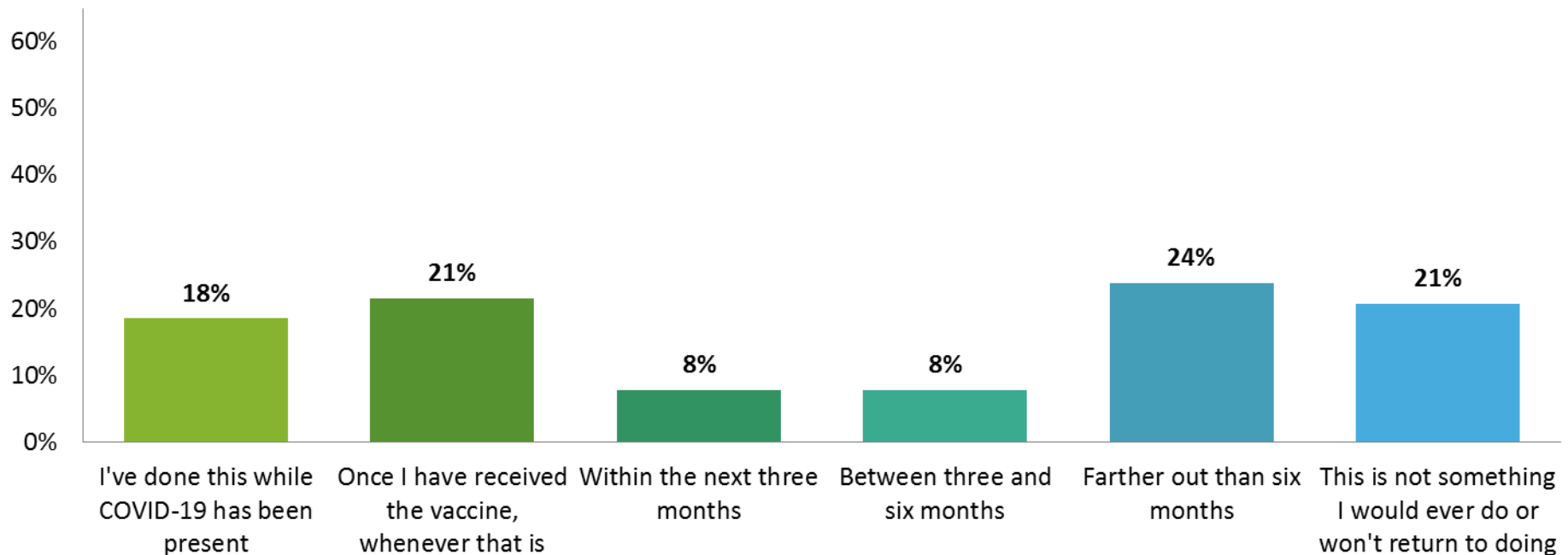
Visit a fitness center or inside sports facility

(e.g., YMCA, trampoline center)

21% of participants did not use fitness centers previous to COVID or would not return to them. A similar percentage (18%) have been going to them while COVID has been present.

N = 1,932

Visit a fitness center or inside sports facility (e.g., YMCA, trampoline center)

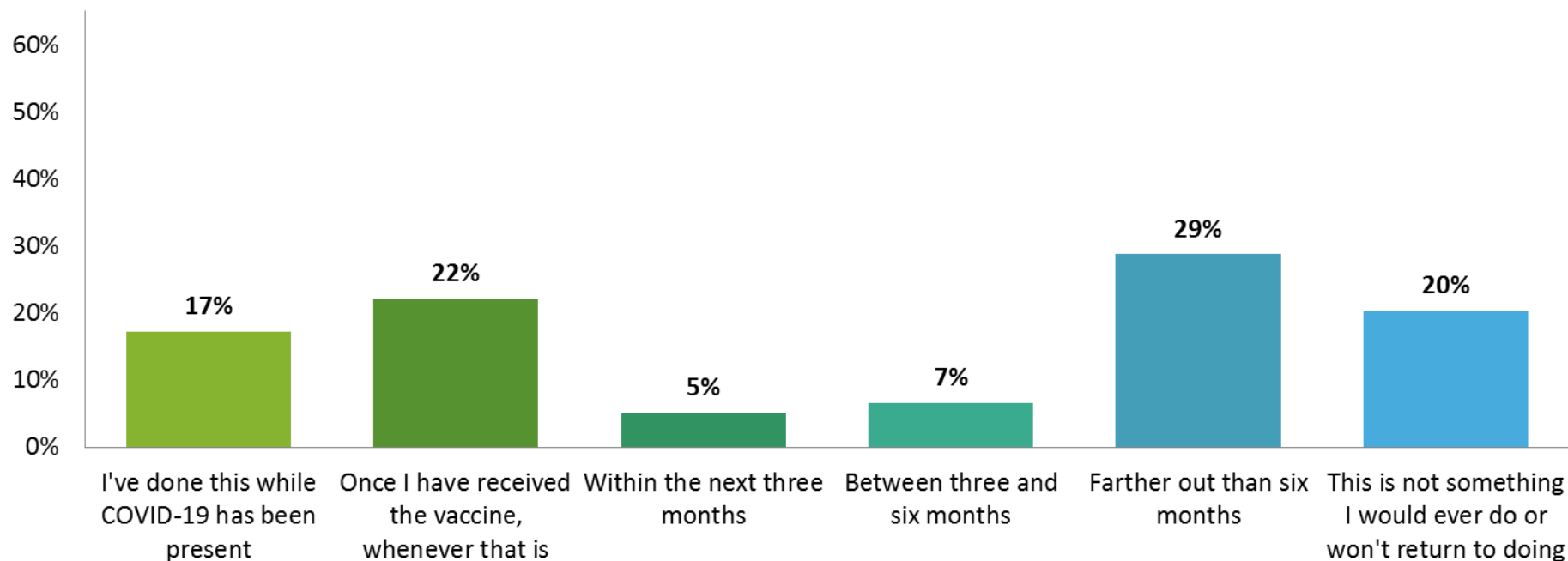


Stay inside a bar or nightclub

20% of participants did not go to bars/nightclubs previous to COVID or would not return to them. A similar percentage (17%) have gone to them while COVID has been present.

N = 1,932

Stay inside a bar or nightclub

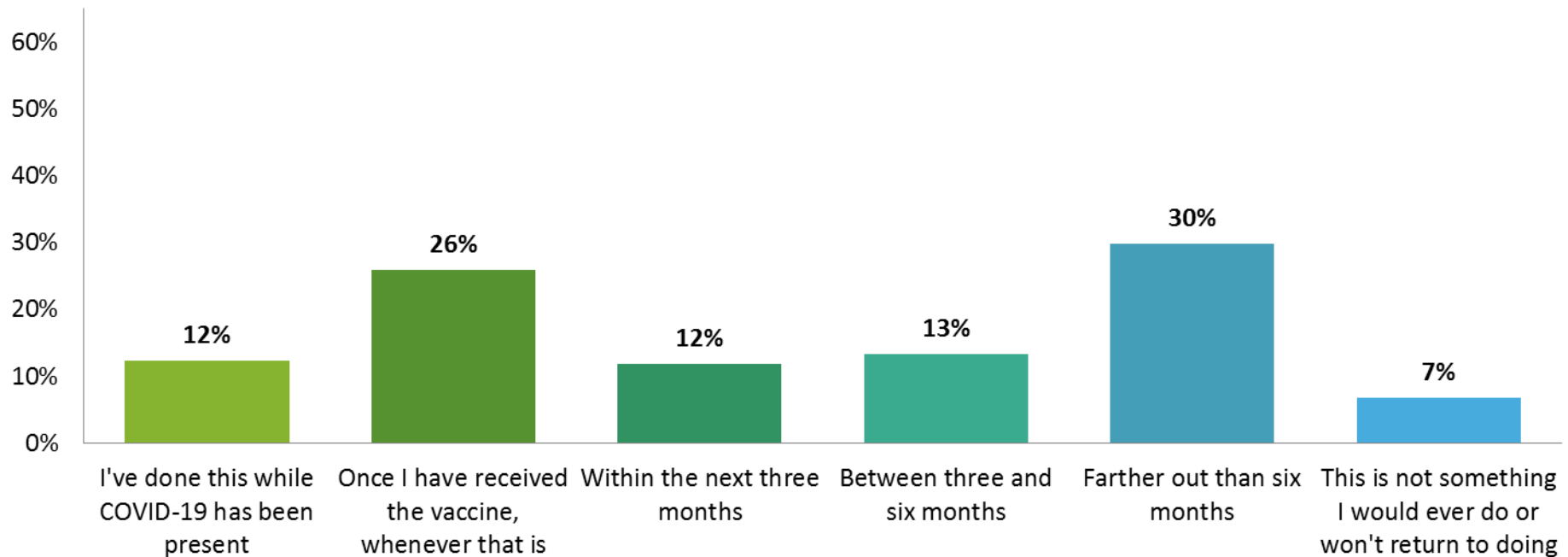


Attend a movie at a theater

Most participants will attend a movie once they have received the vaccine or in more than six months.

N = 1,932

Attend a movie at a theater

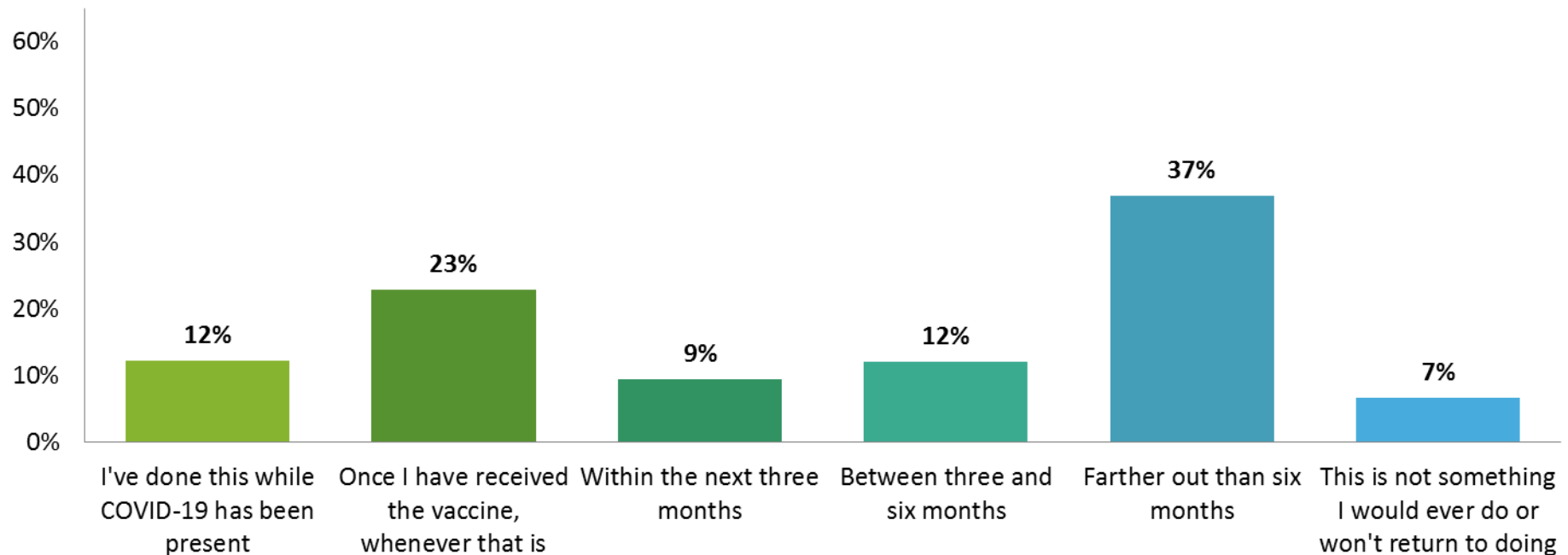


Travel by plane for pleasure

Most participants will travel by plane for pleasure once they have received the vaccine or in more than six months.

N = 1,932

Travel by plane for pleasure

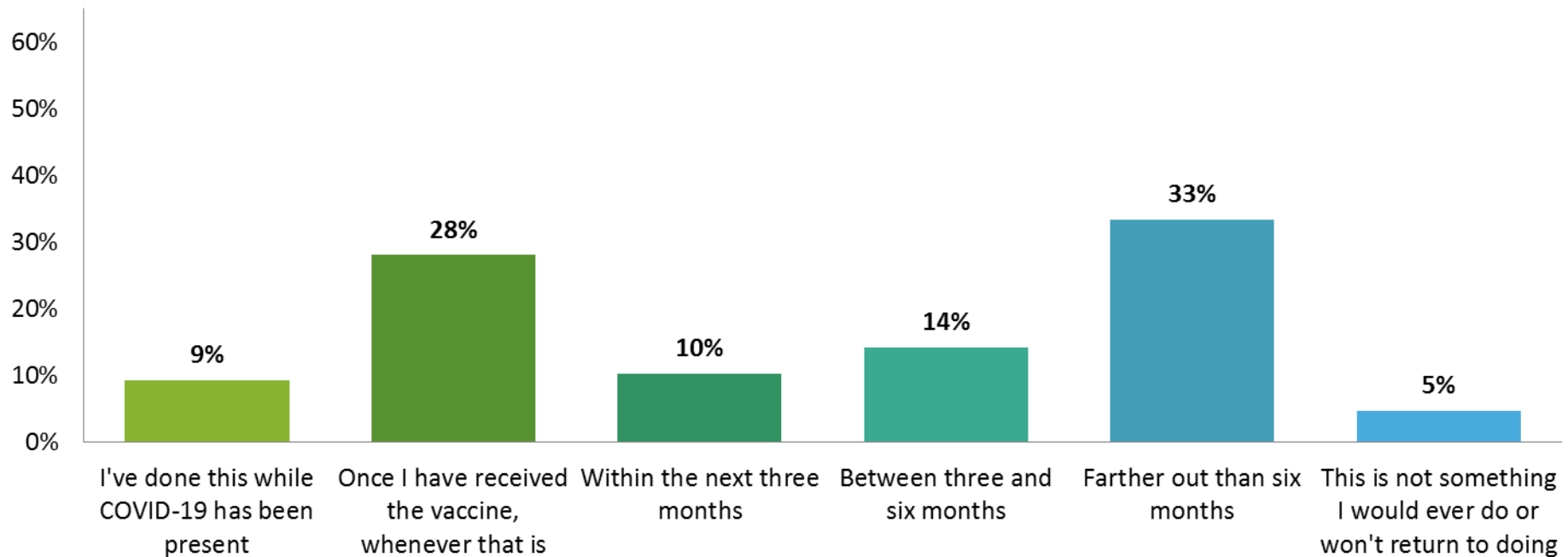


Attend a live event such as musical performance or theater

Most participants will attend live events once they have received the vaccine or in more than six months.

N = 1,932

Attend a live event such as musical performance or theater

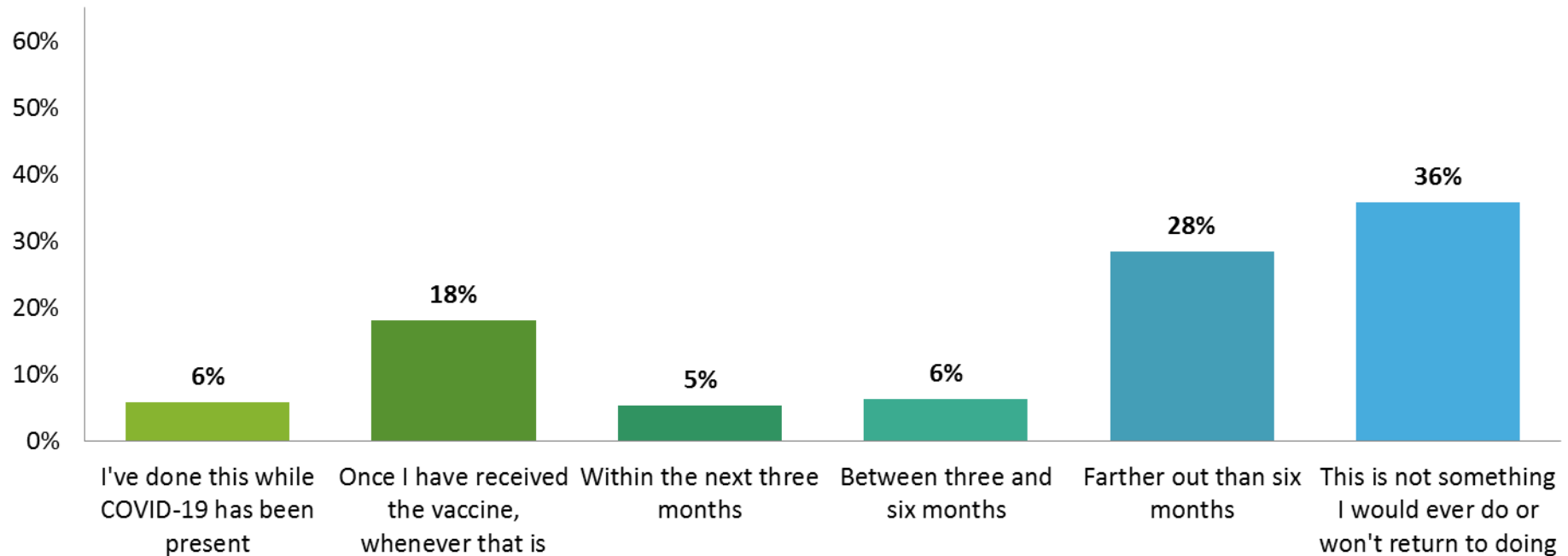


Travel by plane for business

Over a third (36%) of participants did not travel by plane for business previous to COVID or would not return to doing so.

N = 1,932

Travel by plane for business

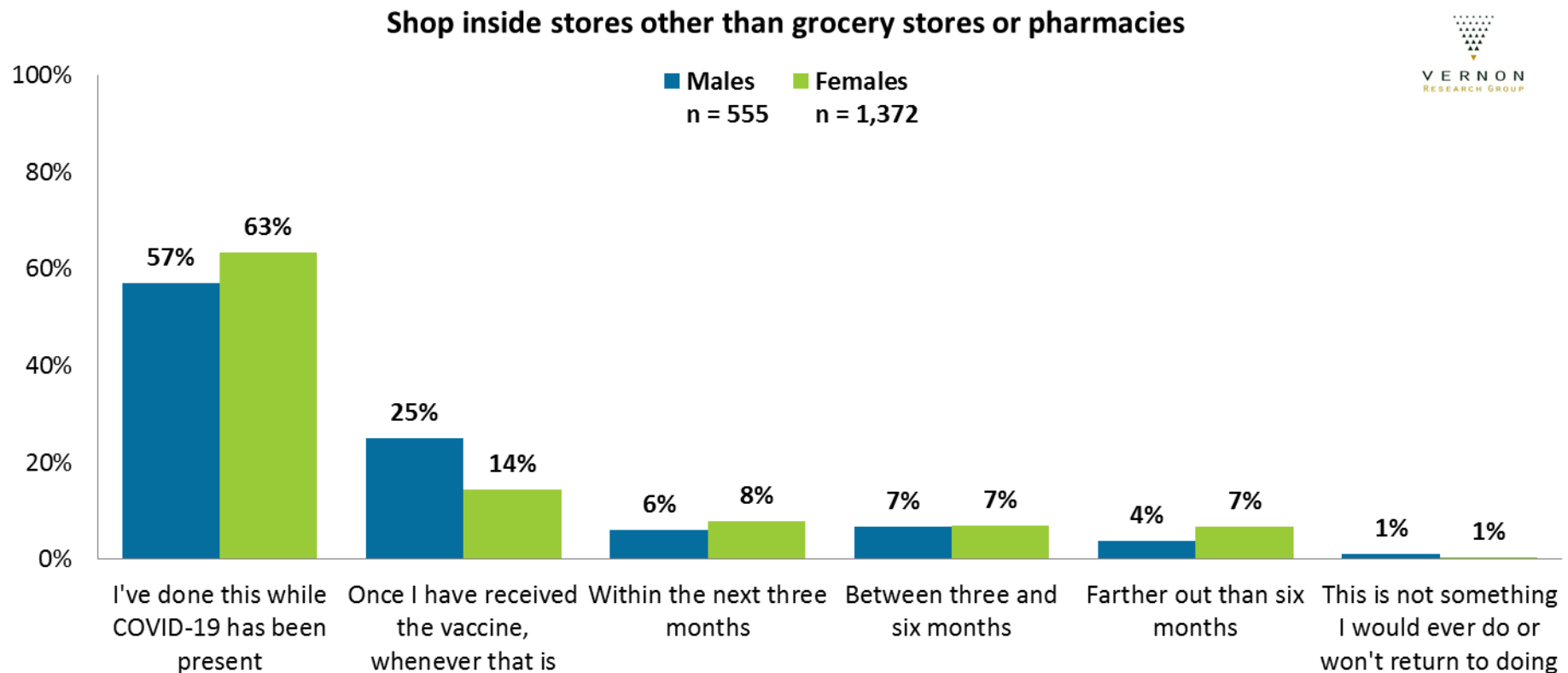


Segmentations

- ▼ The results were further analyzed by four demographic variables
 - Gender
 - Age
 - Education Level
 - Household Income
- ▼ Although all charts are shown, not all items have significant differences by each demographic variable
- ▼ Only the statistically significant results will be called out

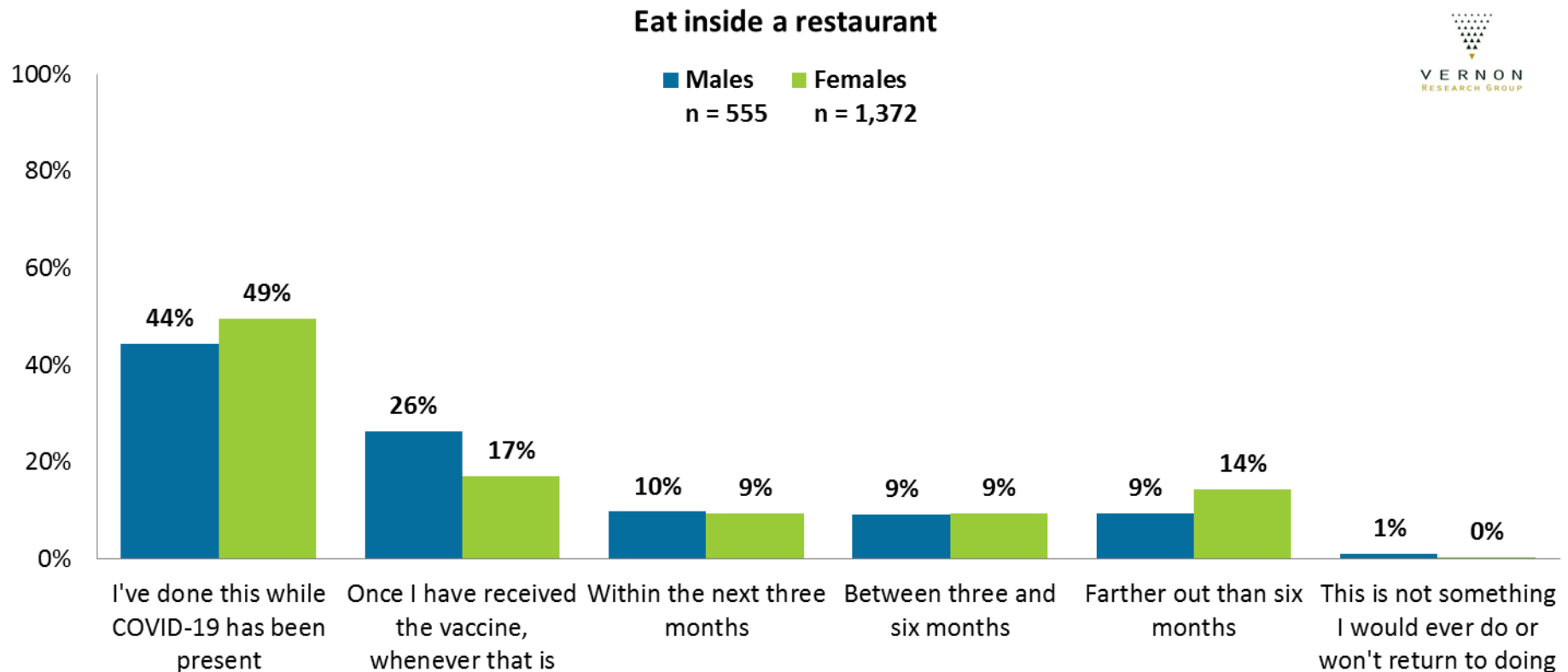
Shop inside stores other than grocery stores or pharmacies – by Gender

The order of the two most common selections was similar for both genders, but within the selections, women were slightly more likely to have shopped in stores while COVID was present, and men are more likely to be waiting to be vaccinated.



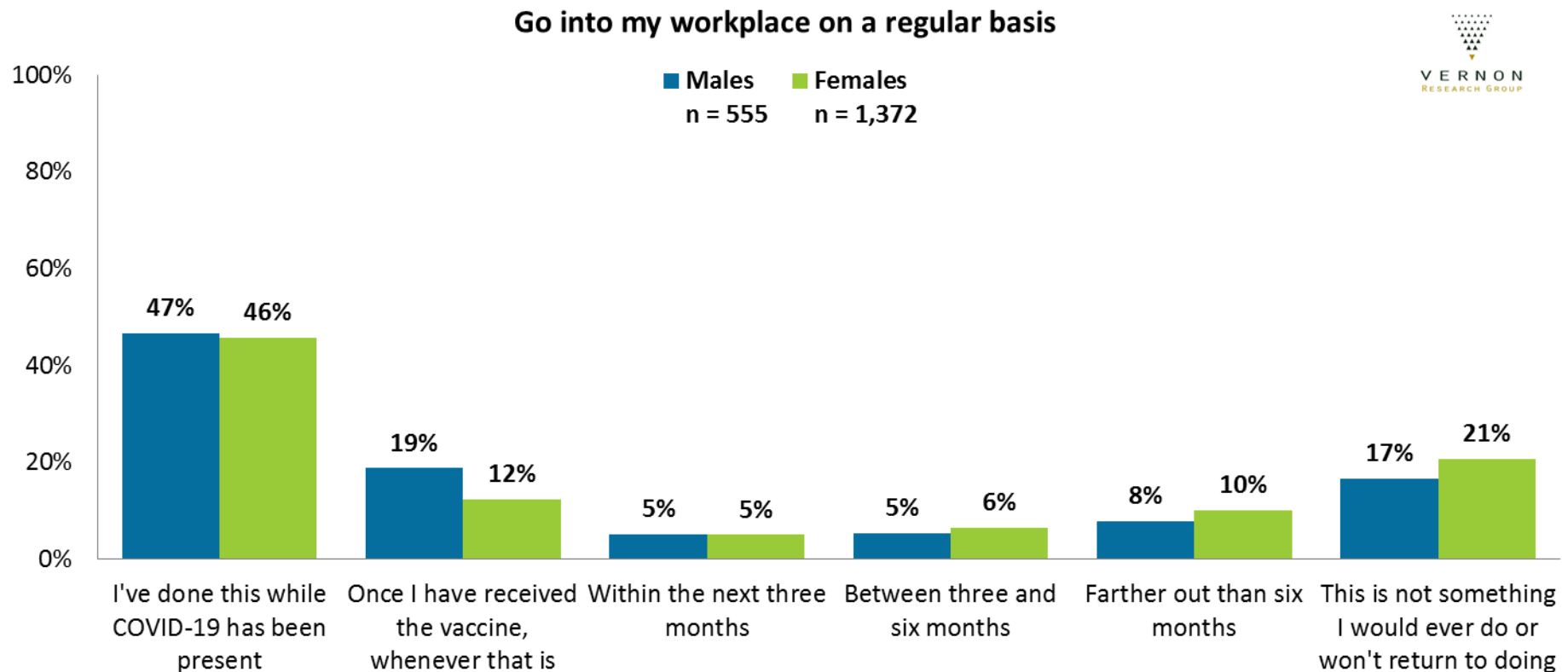
Eat inside a restaurant – by Gender

The order of the two most common selections was similar for both genders, but within the selections, women were slightly more likely to have eaten in restaurants while COVID was present, and men are more likely to be waiting to be vaccinated.



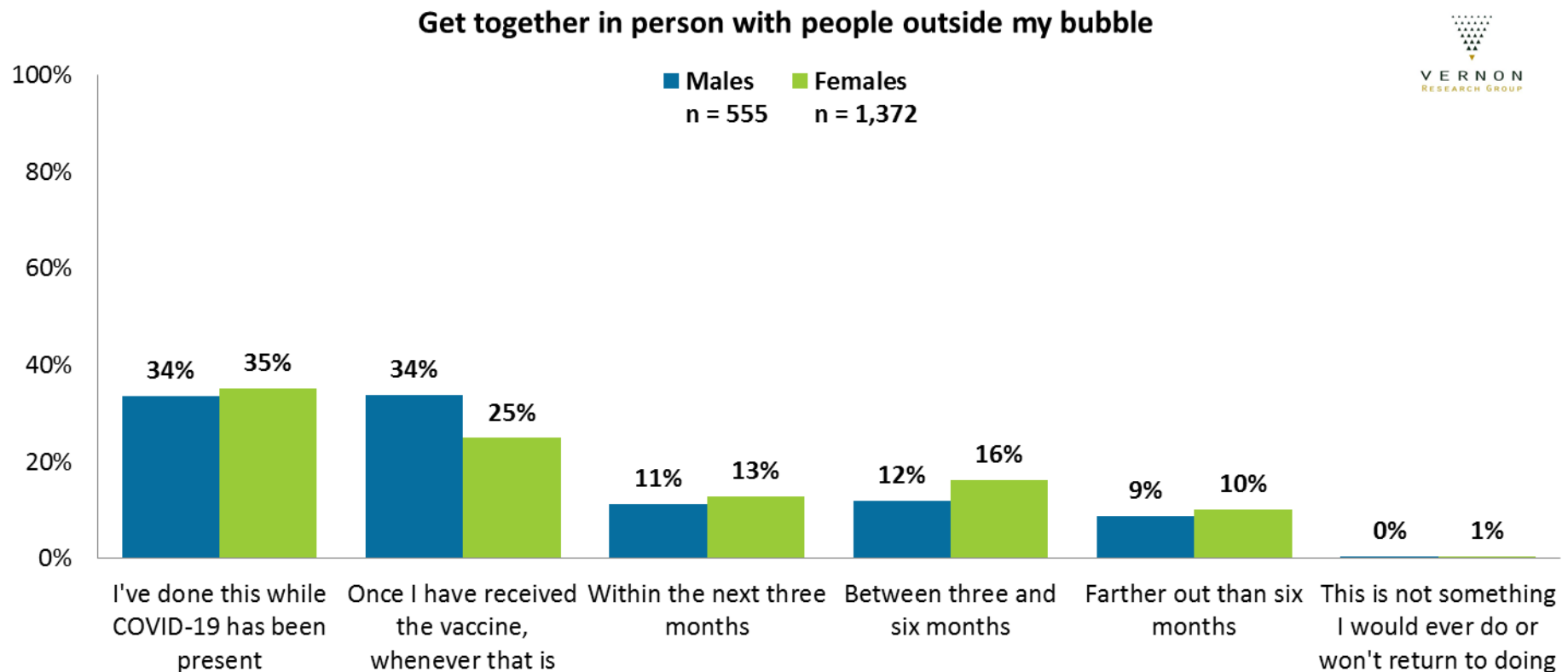
Go into my workplace on a regular basis – by Gender

Men are more likely to wait to be vaccinated before returning to their workplaces.



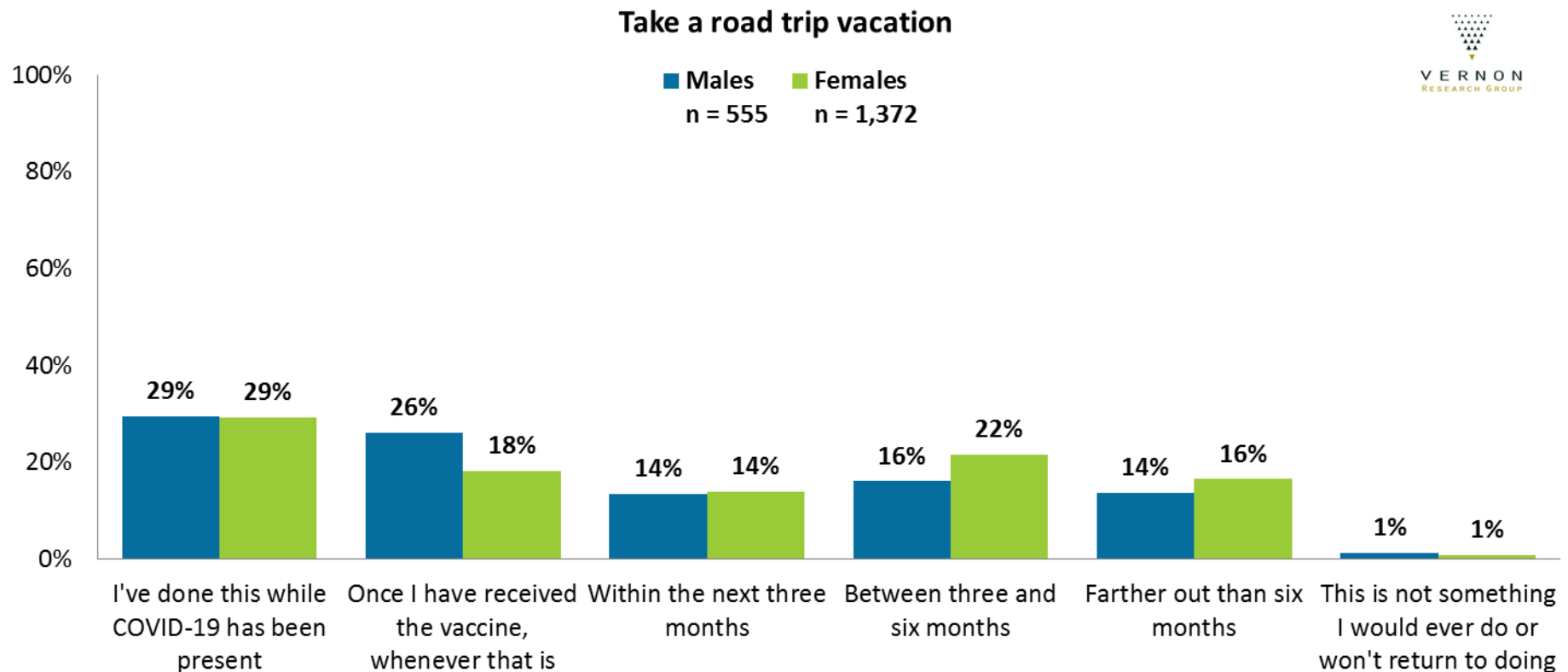
Get together in person with people outside my bubble – by Gender

Men are more likely to wait to be vaccinated before interacting in-person with people outside their bubbles.



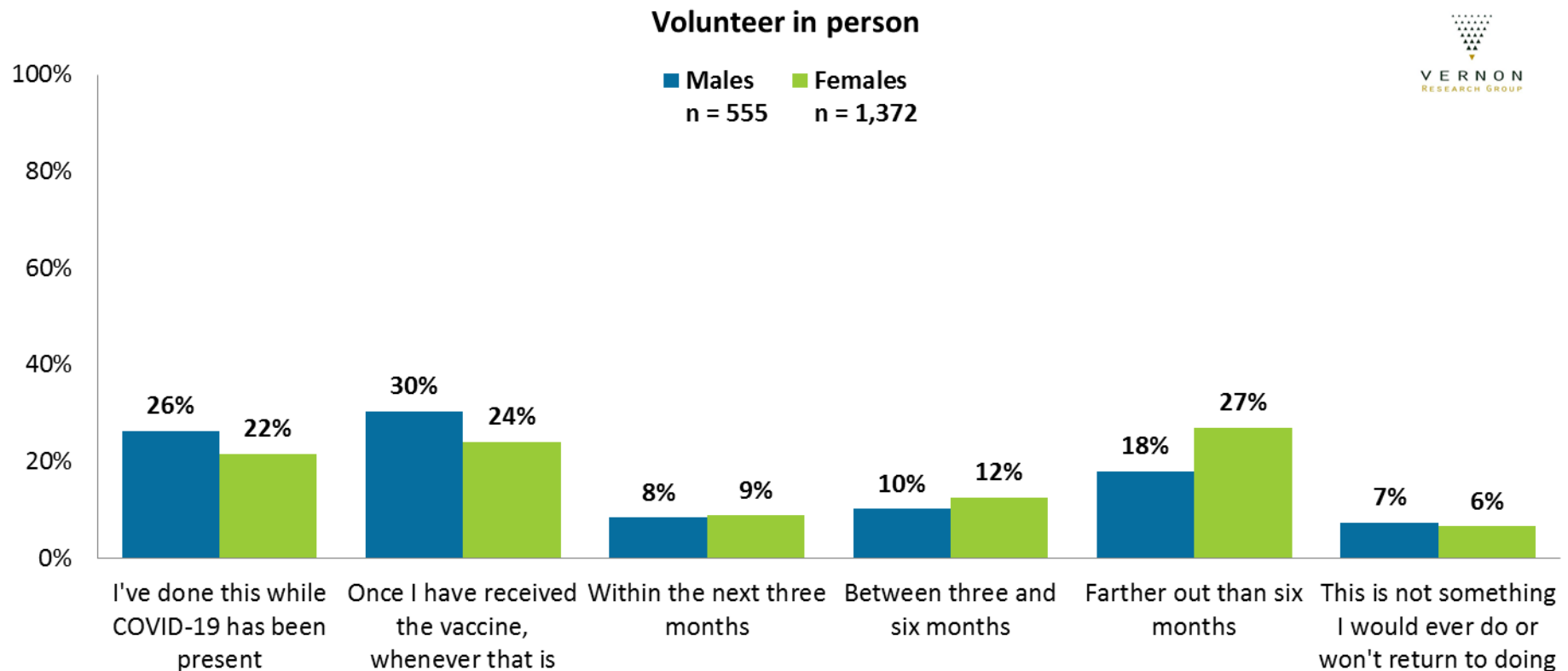
Take a road trip vacation – by Gender

Men are more likely to wait to be vaccinated before taking road trips.



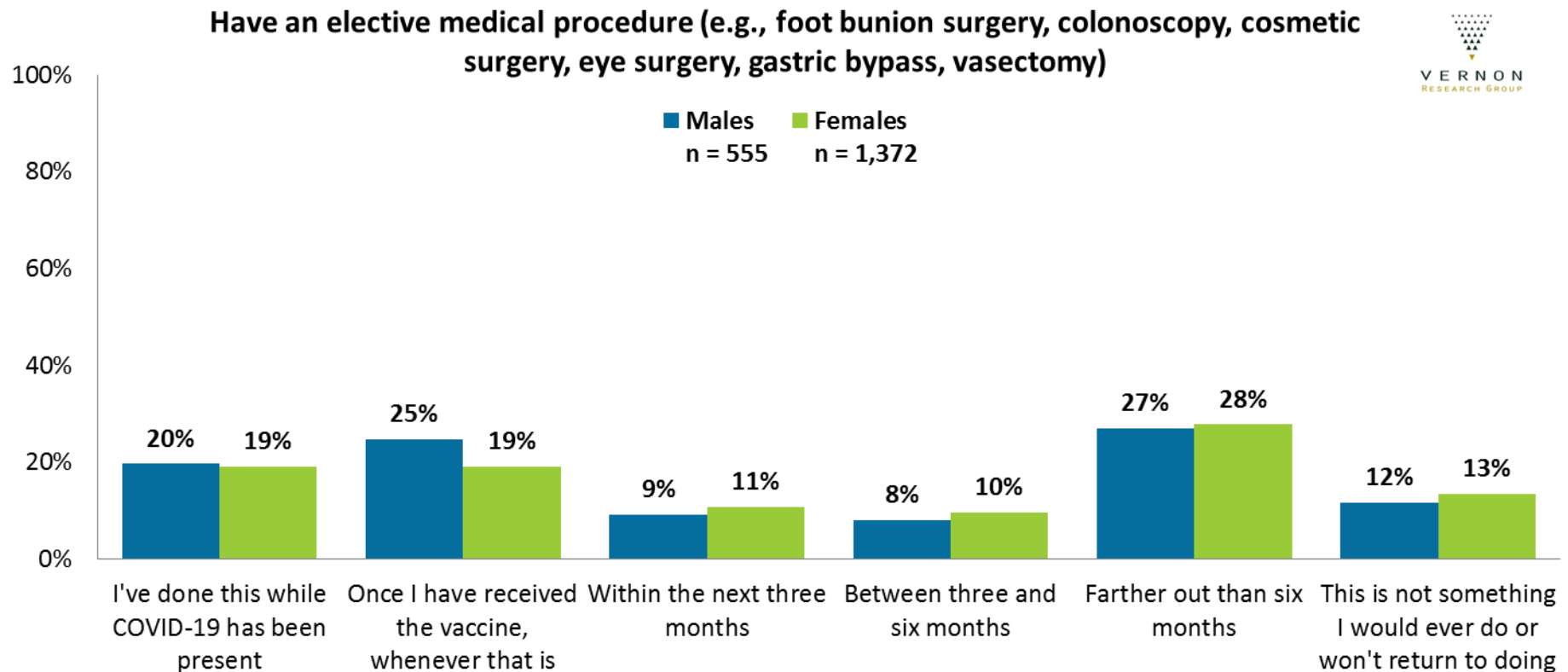
Volunteer in person – by Gender

Women are more likely to see themselves volunteering farther out than six months.



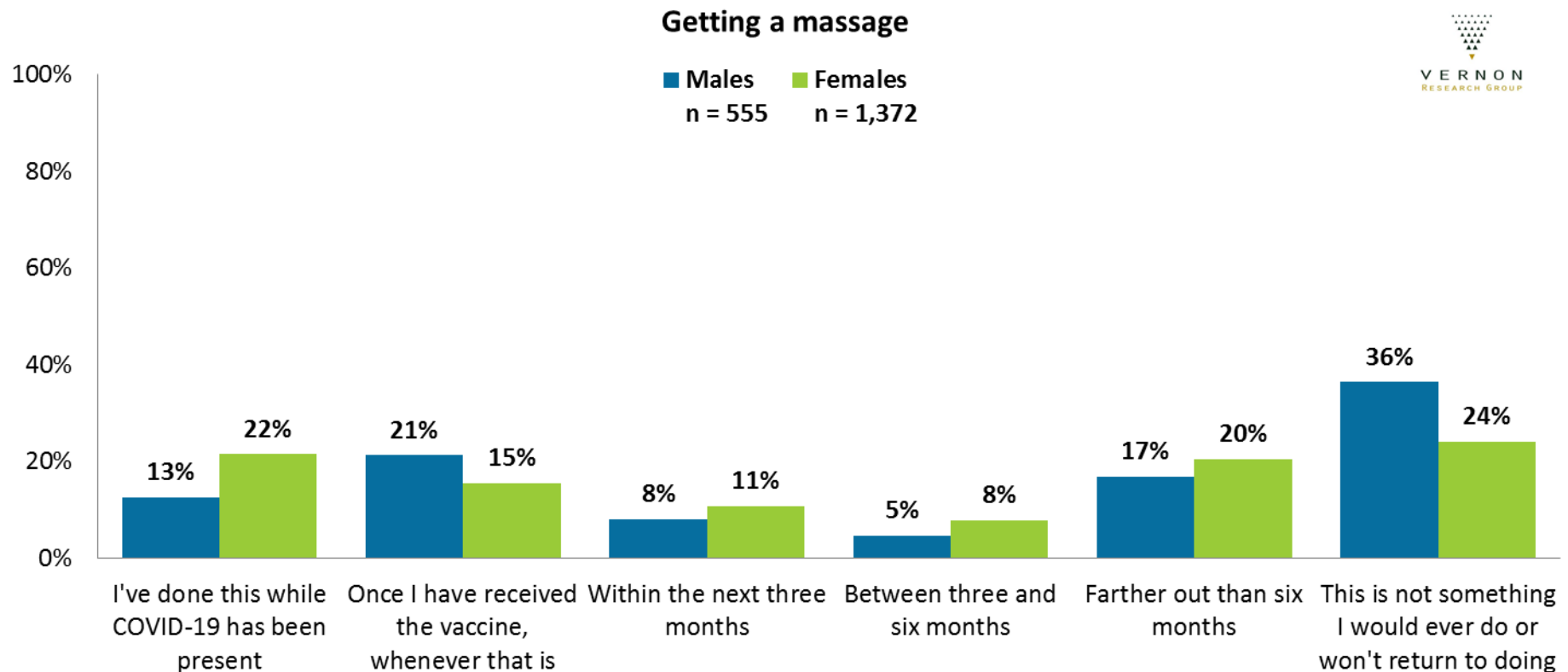
Have an elective medical procedure – by Gender

There were no significant differences by gender in whether they have been getting elective medical procedures while COVID has been present or when they will do so.



Getting a massage – by Gender

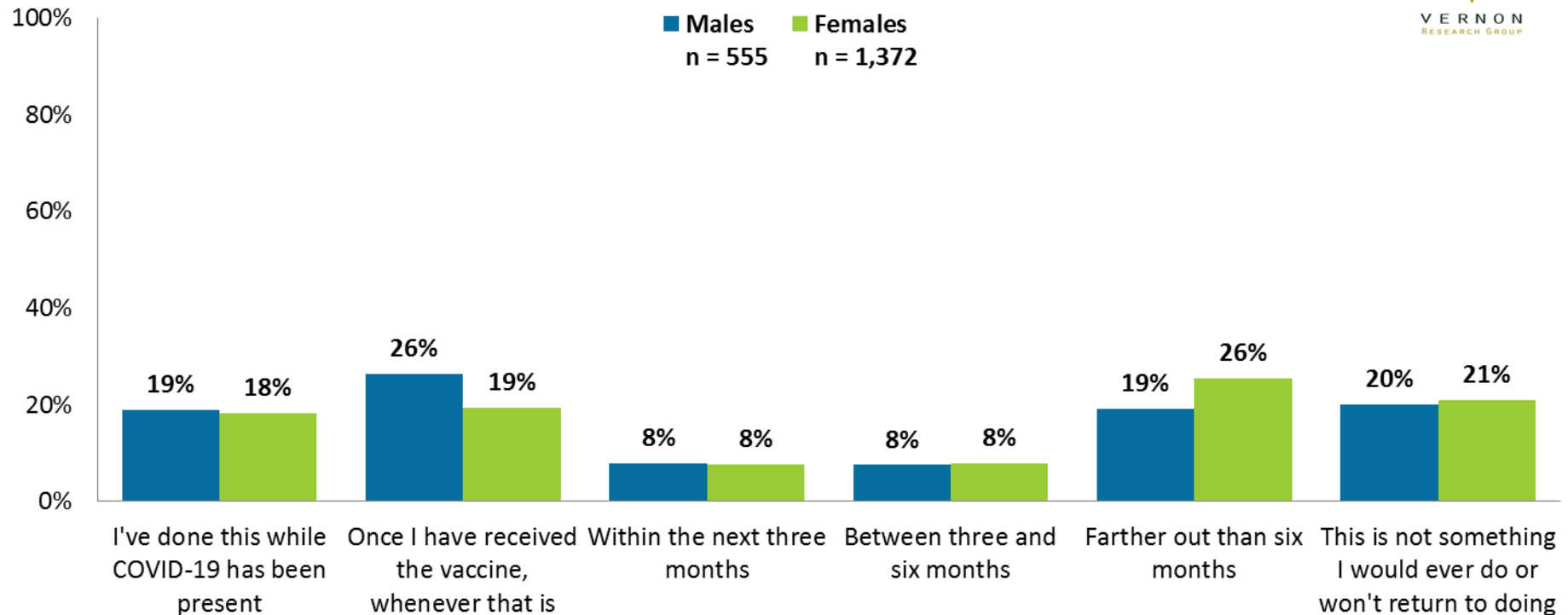
Women are more likely to have had massages while COVID has been present, while men are more likely to not get massages previous to COVID or would not return to them.



Visit a fitness center or inside sports facility – by Gender

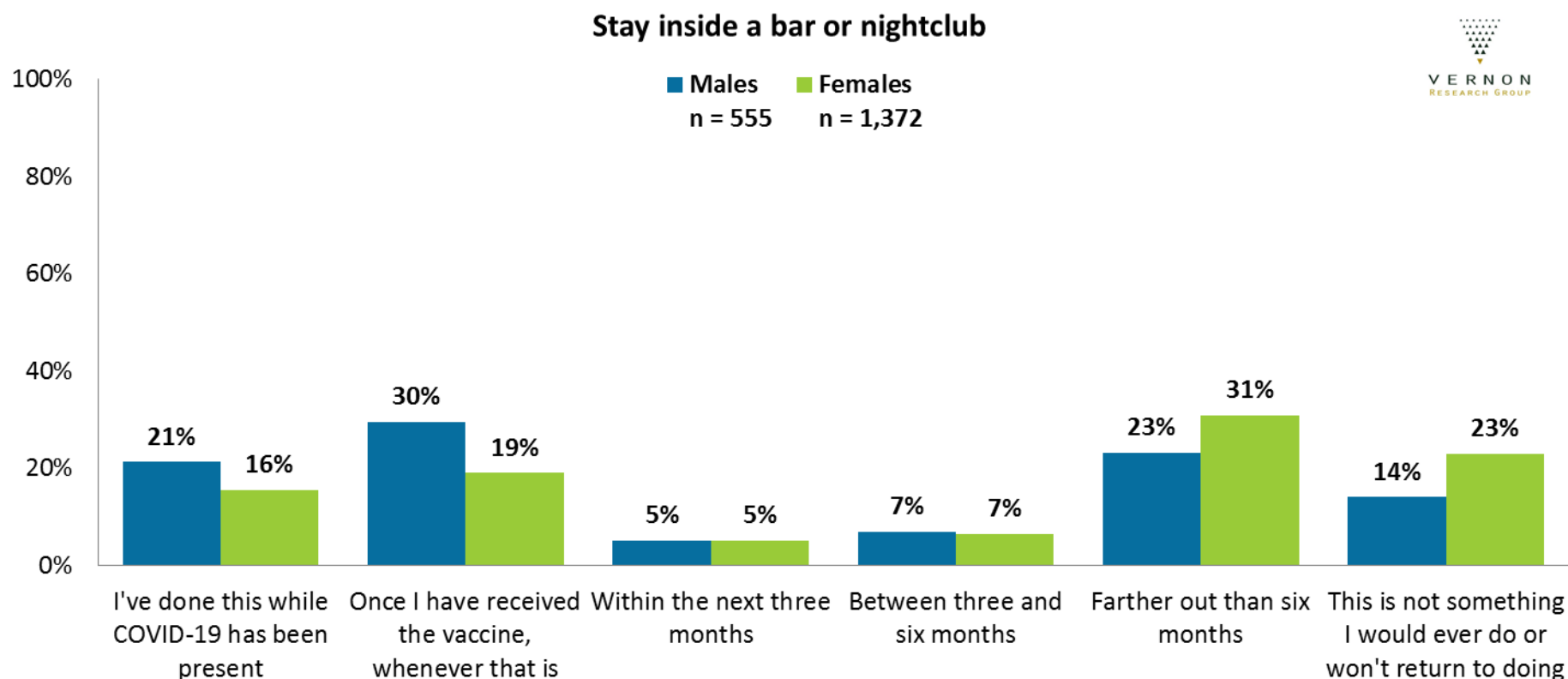
Men are more likely to wait to be vaccinated before they would visit a fitness center/sports facility, while women are seeing it as farther out than six months.

Visit a fitness center or inside sports facility (e.g., YMCA, trampoline center)



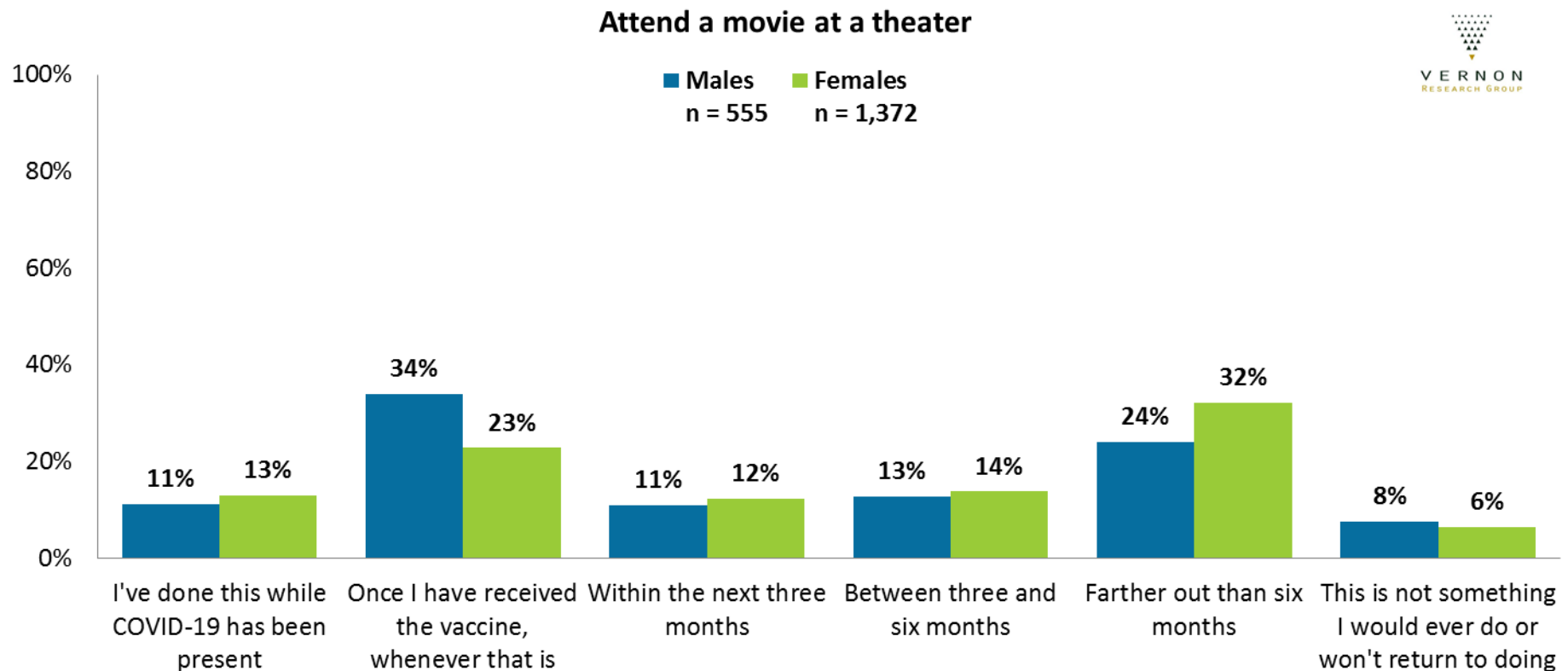
Stay inside a bar or nightclub – by Gender

Men are more likely to wait to be vaccinated before they will attend a bar/nightclub, while women are more likely to be not interested in them anyway or would not return to them.



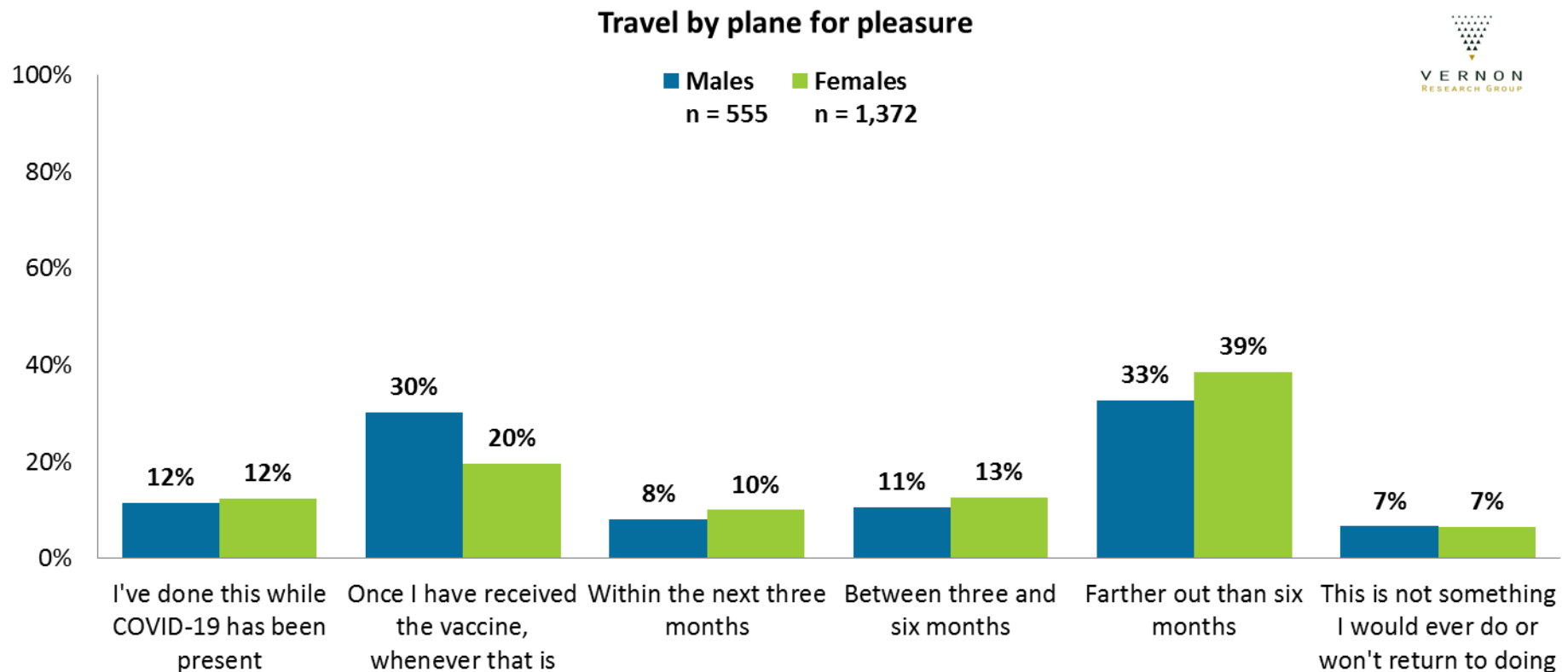
Attend a movie at a theater – by Gender

Men are more likely to wait to be vaccinated before they would attend a movie at a theater, while women are seeing it as farther out than six months.



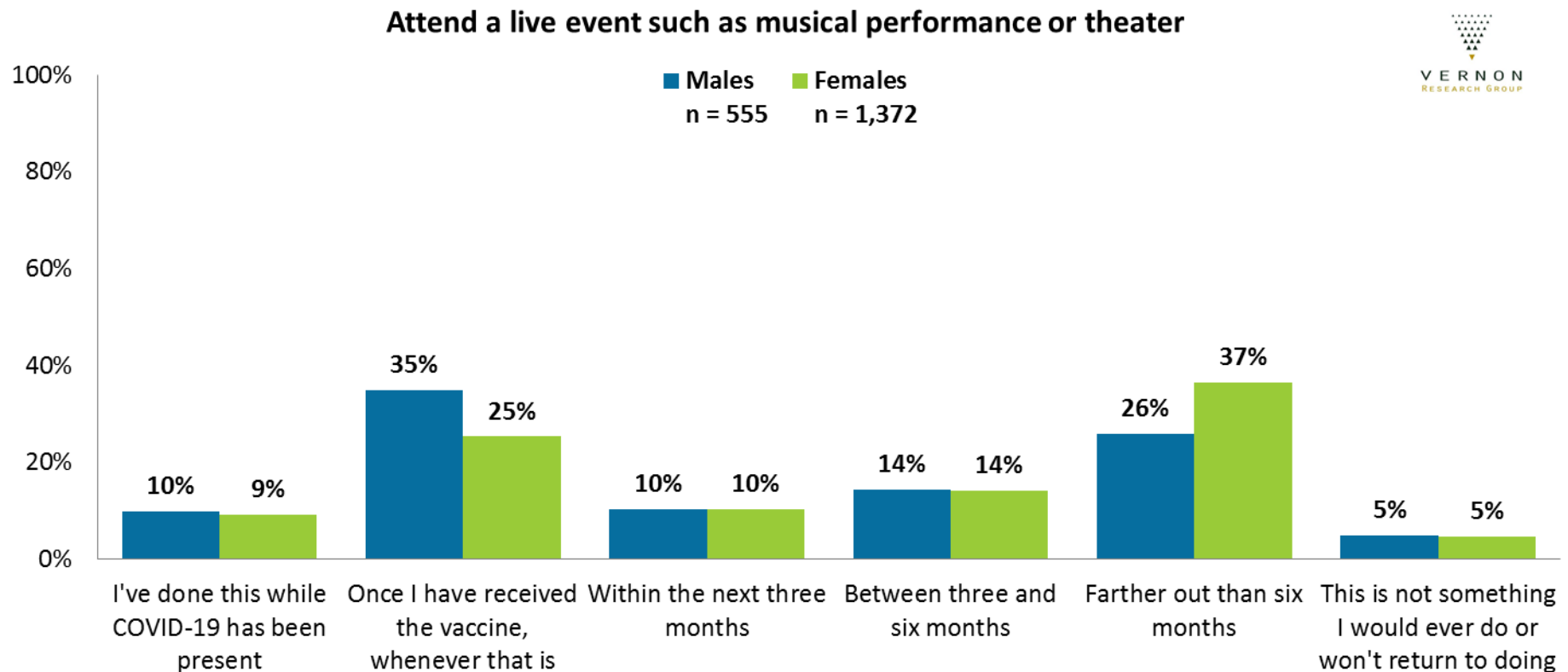
Travel by plane for pleasure – by Gender

Men are more likely to wait to be vaccinated before they will travel by plane for pleasure.



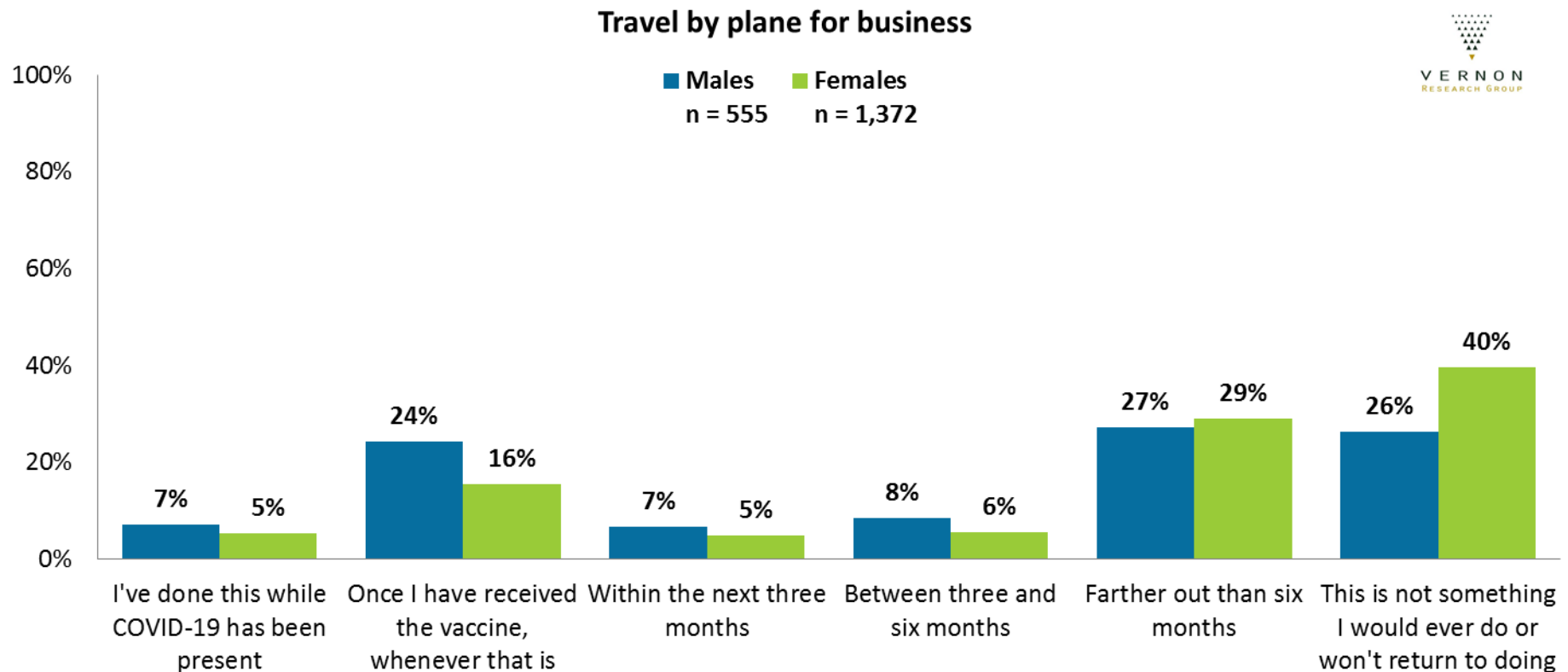
Attend a live event such as musical performance or theater – by Gender

Men are more likely to wait to be vaccinated before they will attend a live event, while women are seeing it as farther out than six months.



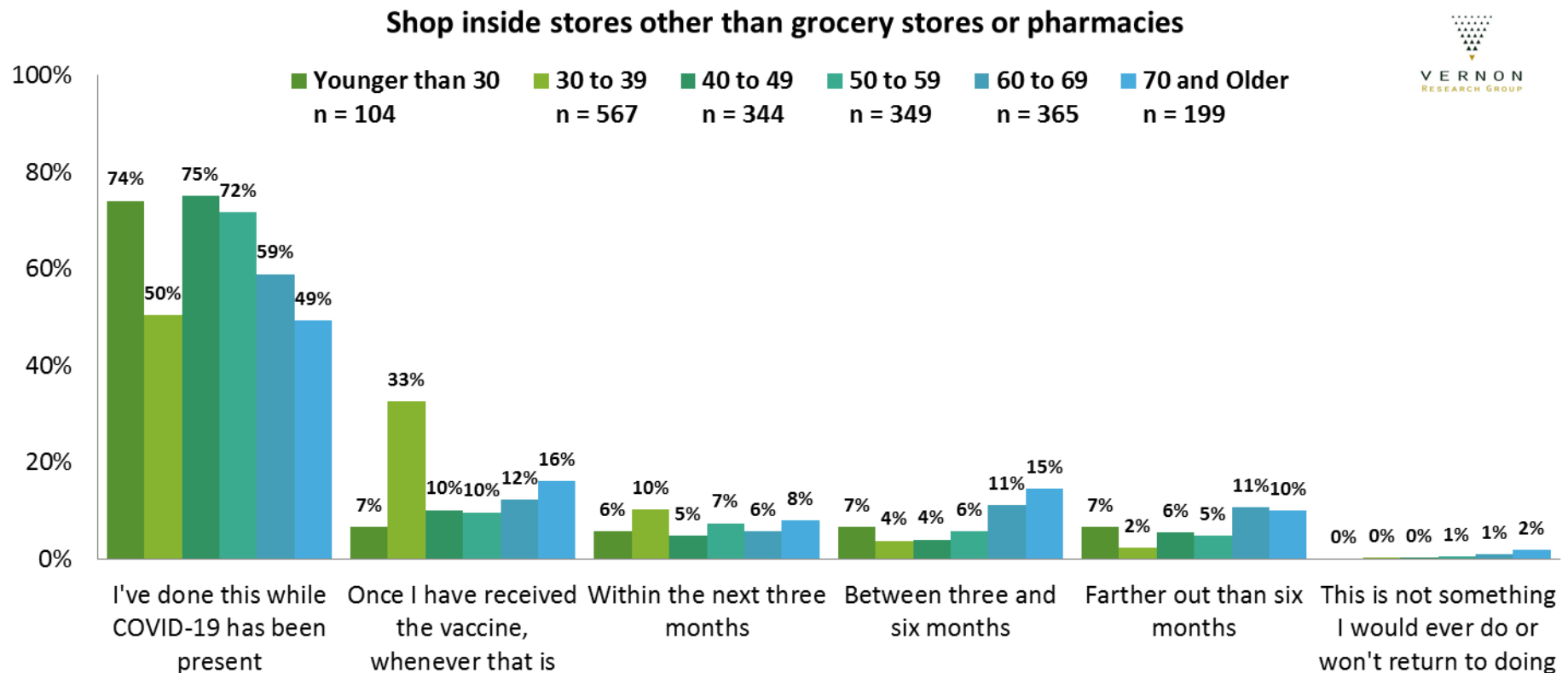
Travel by plane for business – by Gender

Men are more likely to wait to be vaccinated before they will travel by plane for business, while women are not business travelers anyway or would not return to it.



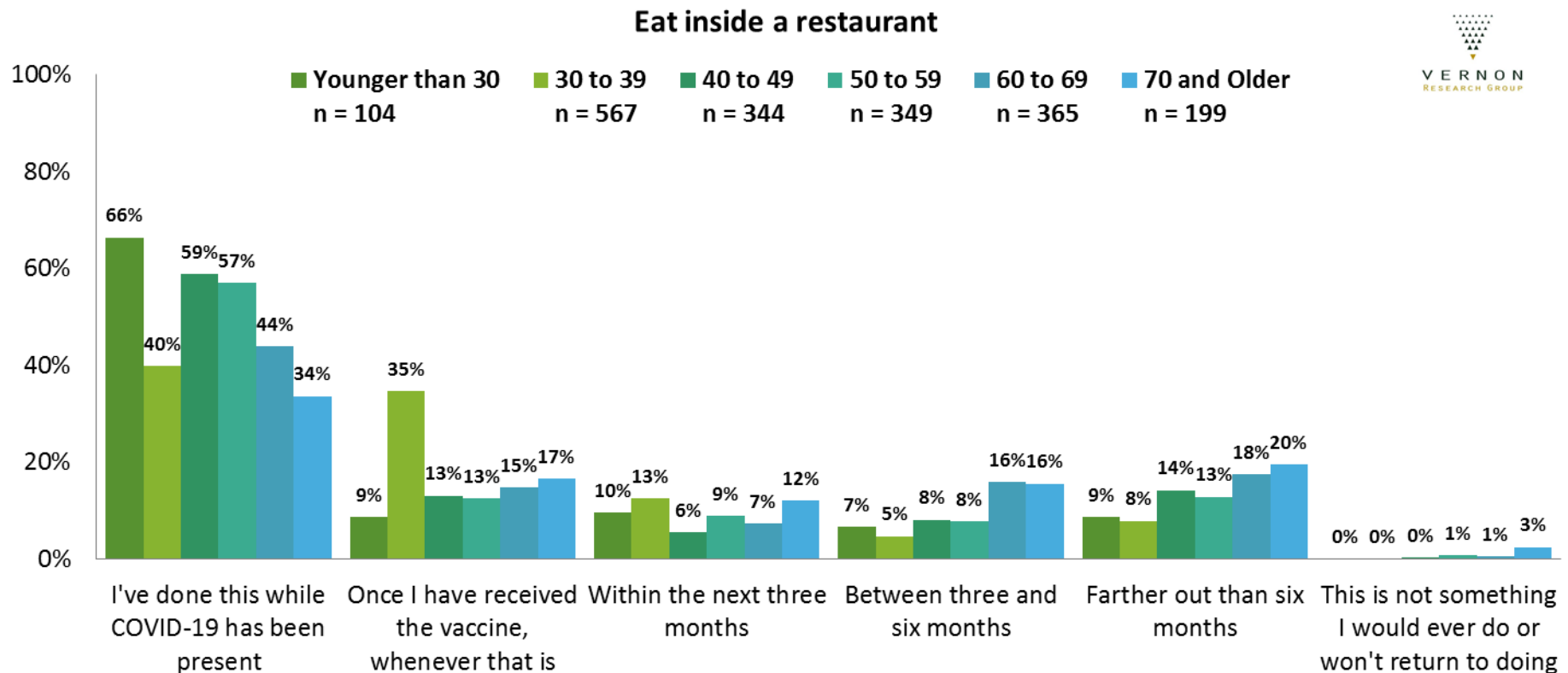
Shop inside stores other than grocery stores or pharmacies – by Age

As age increased, there was a trend for participants to be less likely to have been shopping in stores while COVID has been present.



Eat inside a restaurant – by Age

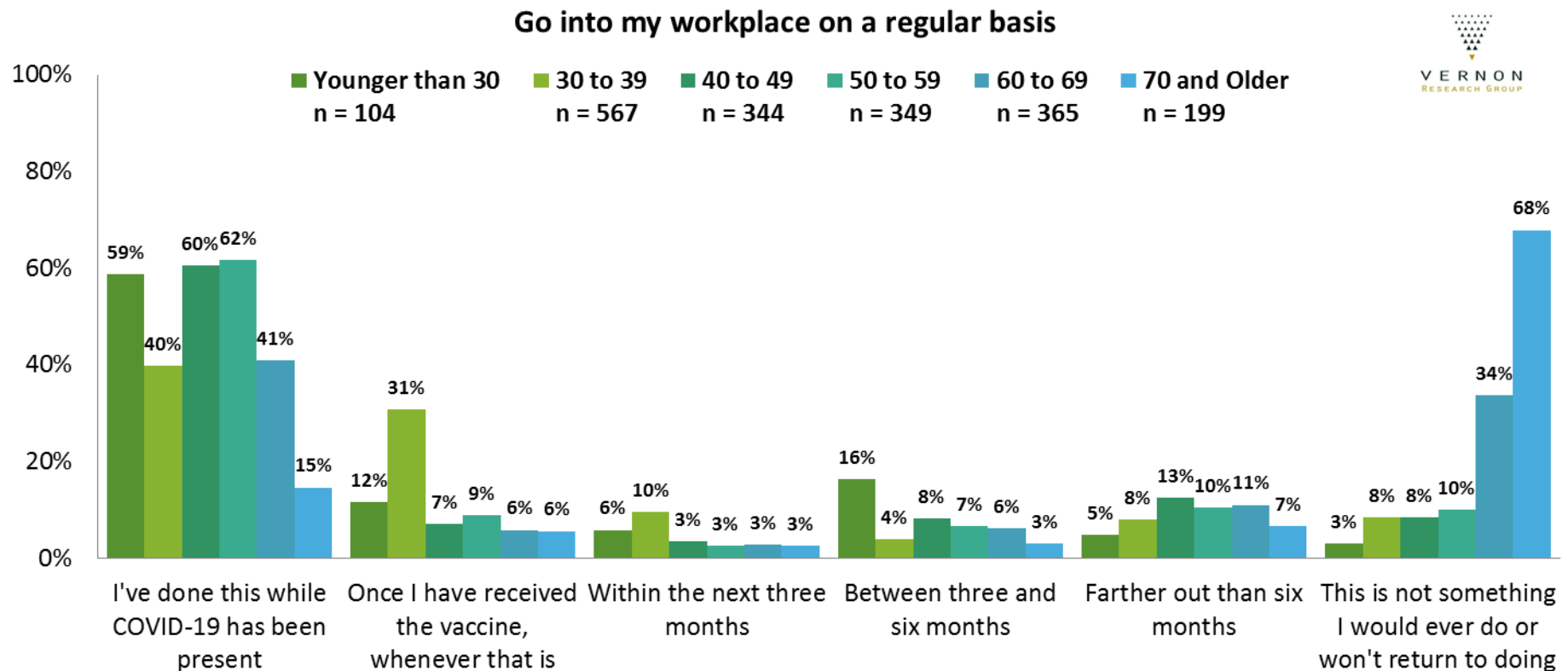
There was a trend for participants to be less likely to have eaten in restaurants while COVID has been present as age increased.



Go into my workplace on a regular basis – by Age

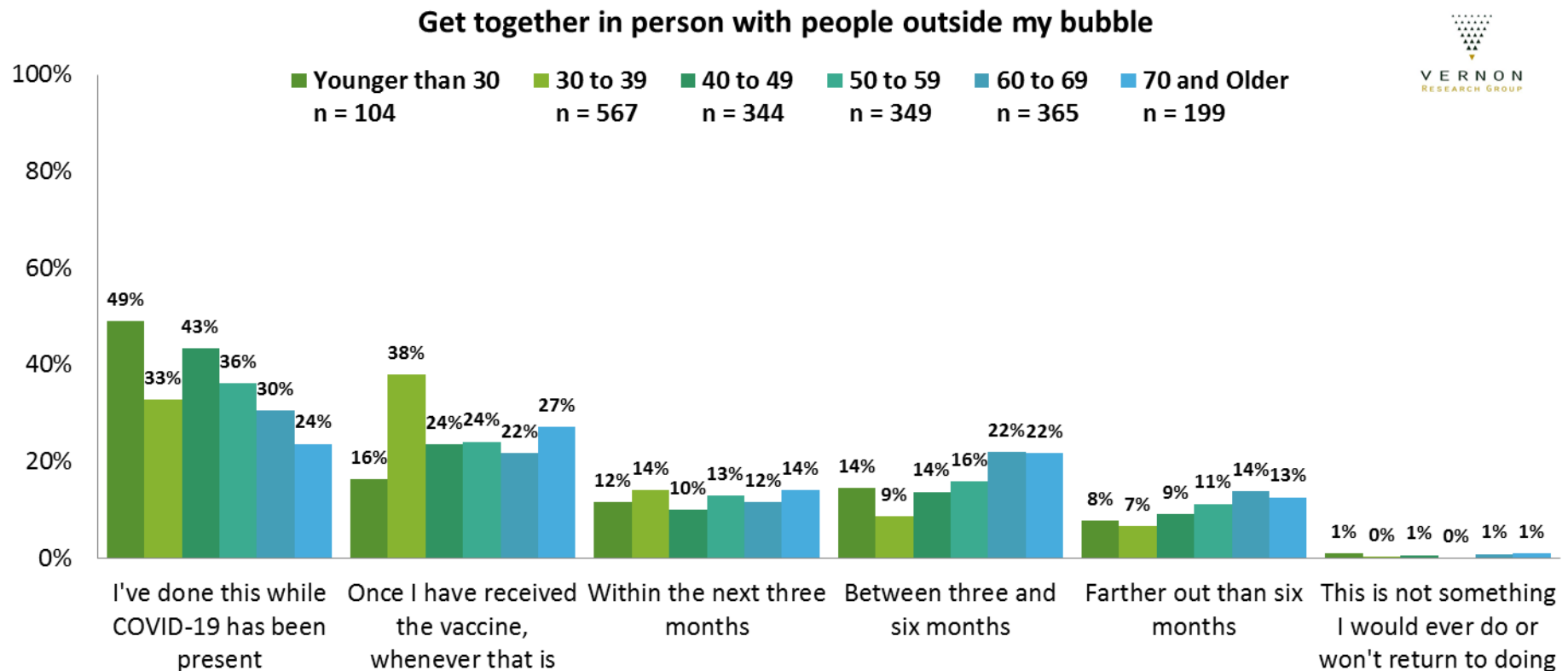
There was a trend for participants to be less likely to have gone into their workplaces while COVID has been present as age increased.

This is especially marked for those in the traditional retirement age groups.



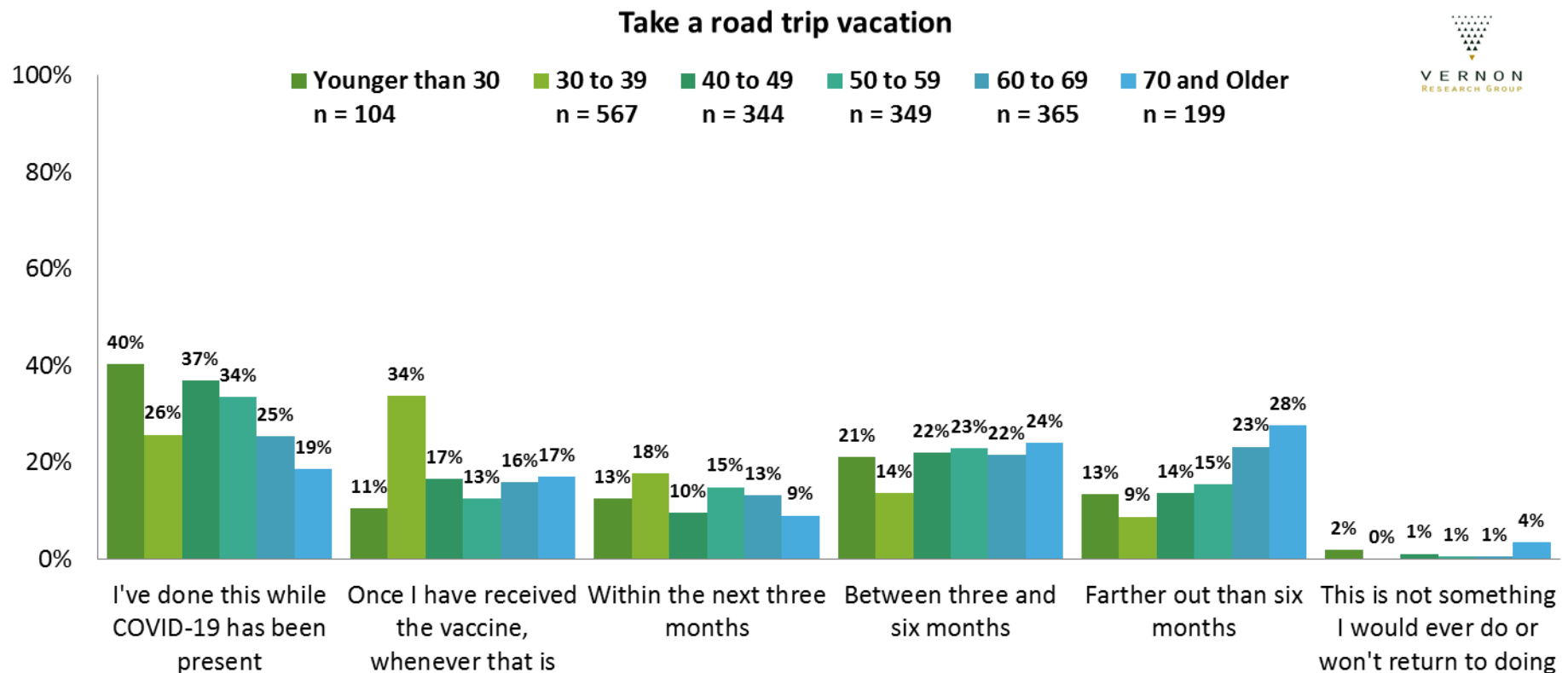
Get together in person with people outside my bubble – by Age

There was a trend for participants to be less likely to have interacted in person with people outside of their bubbles while COVID has been present as age increased.



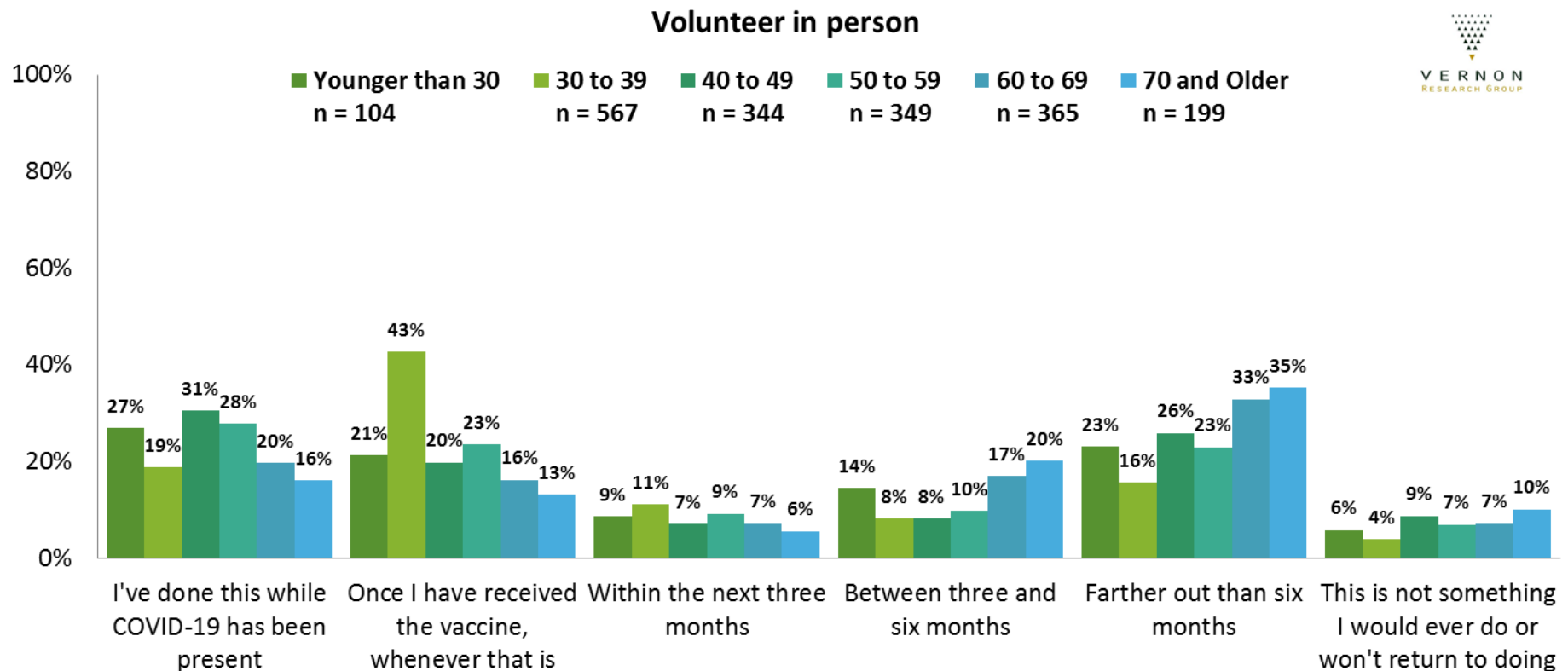
Take a road trip vacation – by Age

There was a trend for participants to be less likely to have taken a road trip vacation while COVID has been present as age increased, and it was more likely for participants to feel they would wait longer than six months.



Volunteer in person – by Age

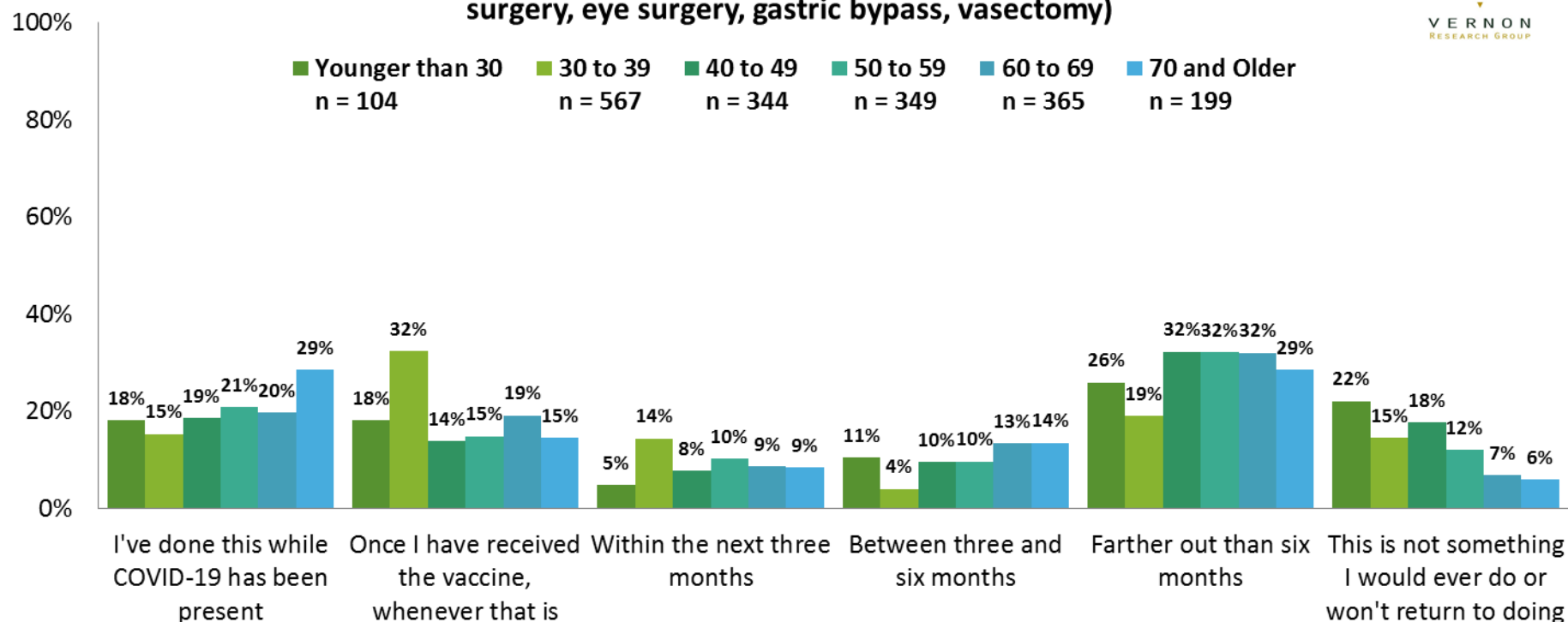
There was a trend for participants to be less likely to have volunteered in person while COVID has been present as age increased, and it was more likely for participants to feel they would wait longer than six months.



Have an elective medical procedure – by Age

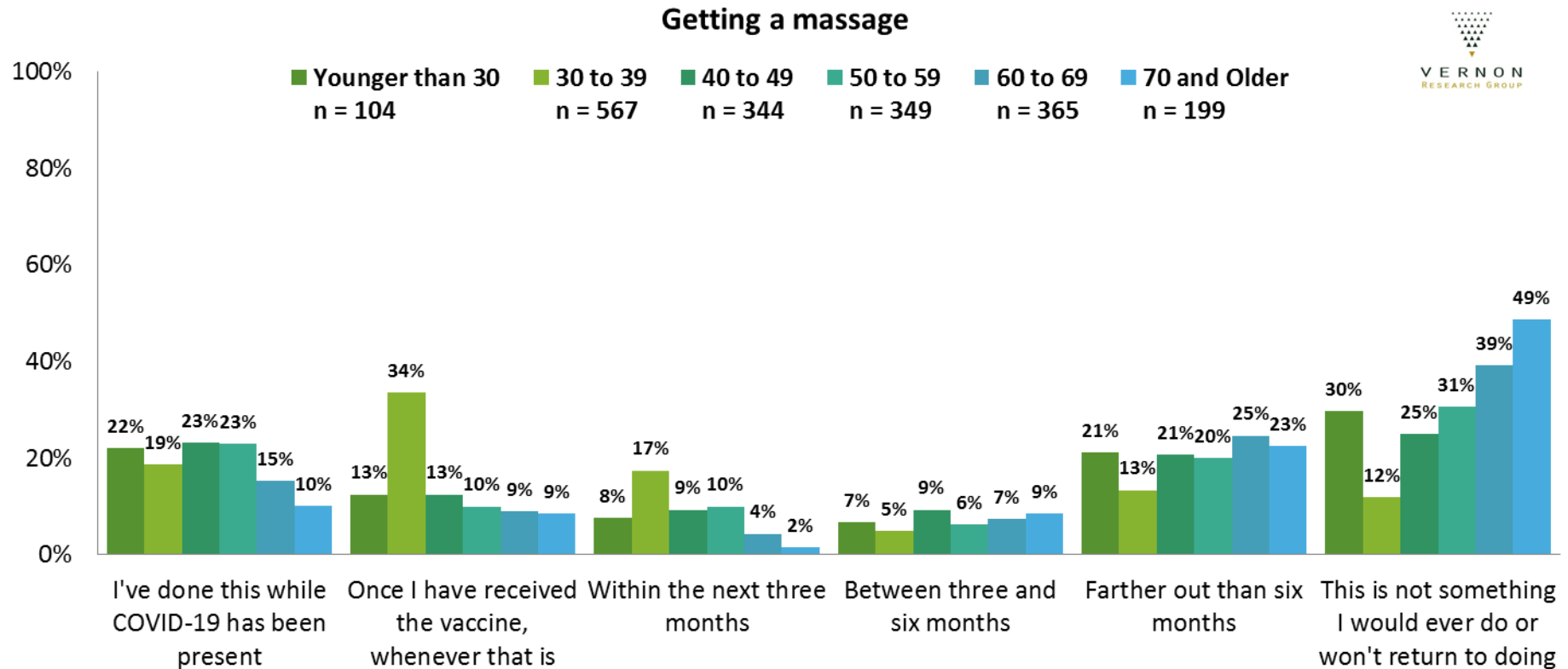
As age increased, participants were less likely to have had elective medical procedures previous to COVID or see themselves as doing so in the future.

Have an elective medical procedure (e.g., foot bunion surgery, colonoscopy, cosmetic surgery, eye surgery, gastric bypass, vasectomy)



Getting a massage – by Age

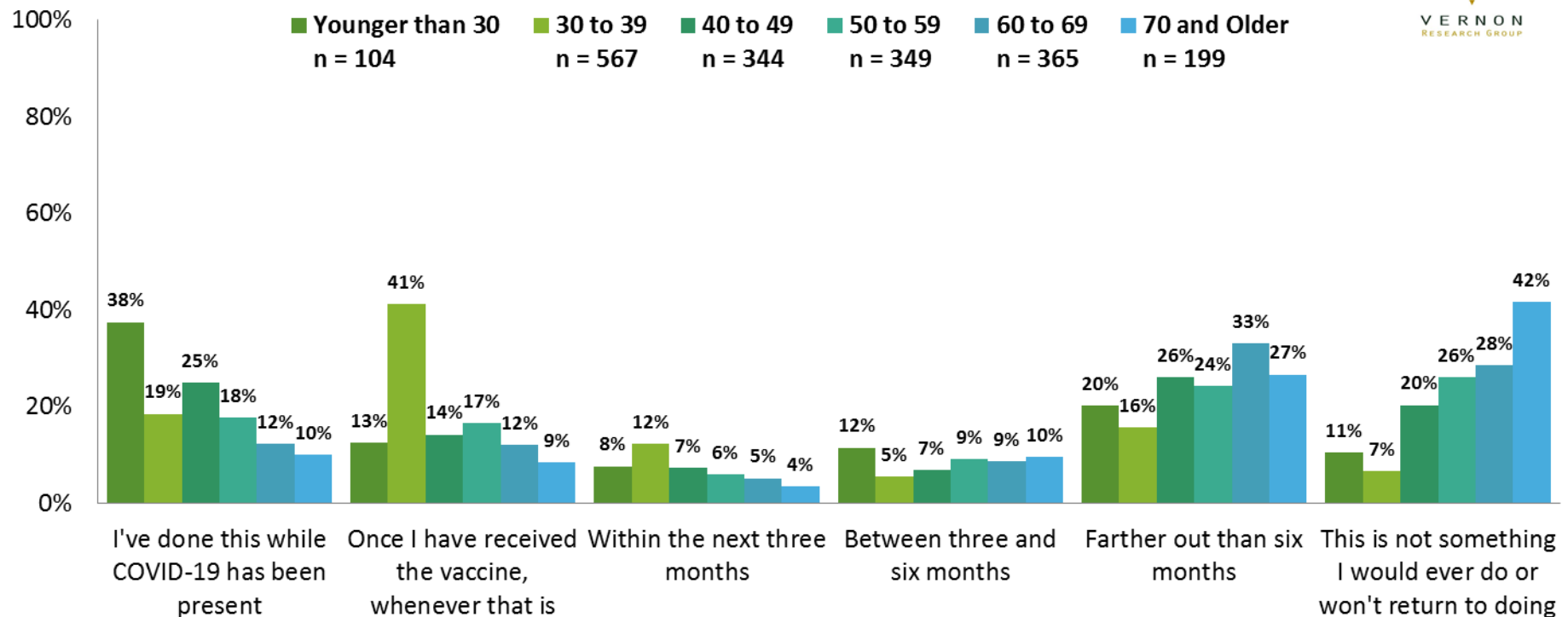
As age increased, participants were less likely to have had massages previous to COVID or see themselves as doing so in the future.



Visit a fitness center or inside sports facility – by Age

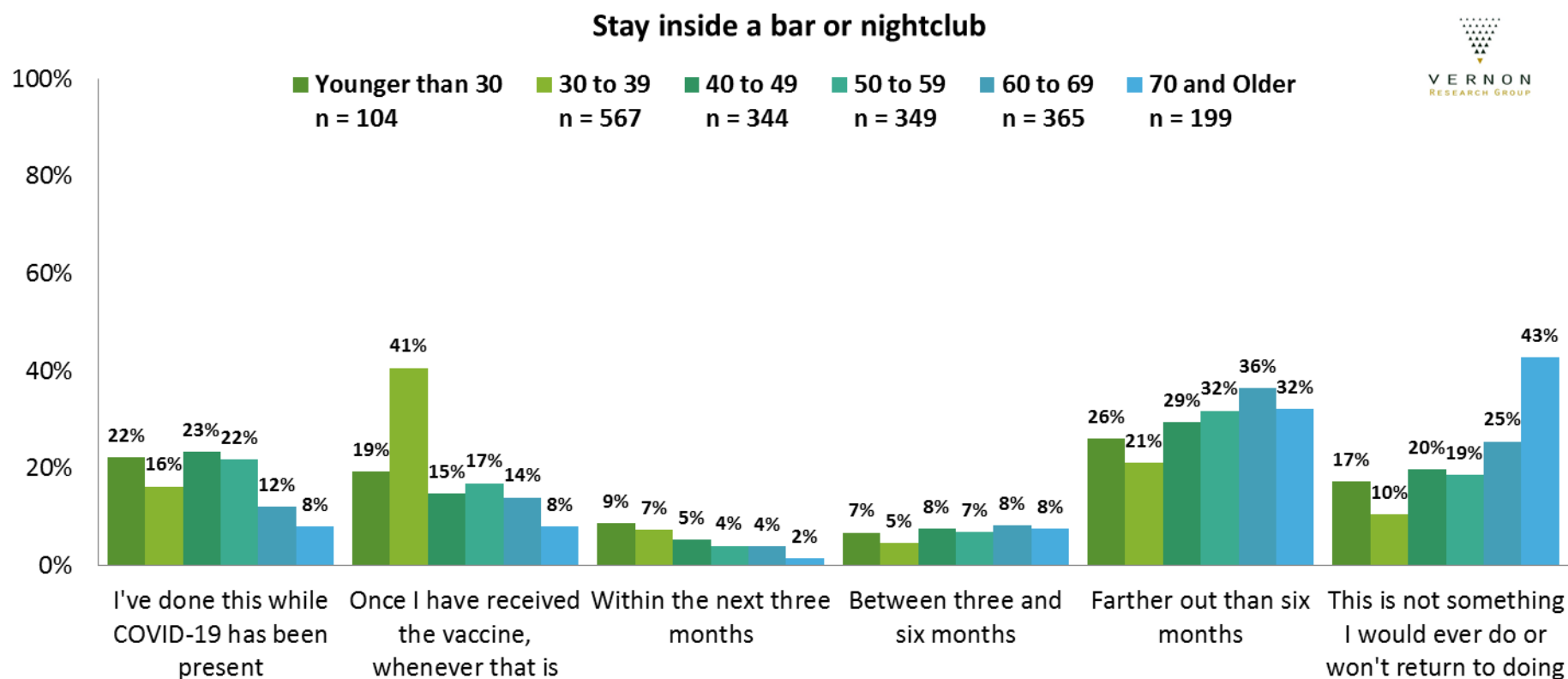
As age increased, participants were less likely to have used fitness centers previous to COVID or see themselves as doing so in the future, while younger respondents were more likely to have used them while COVID has been present.

Visit a fitness center or inside sports facility (e.g., YMCA, trampoline center)



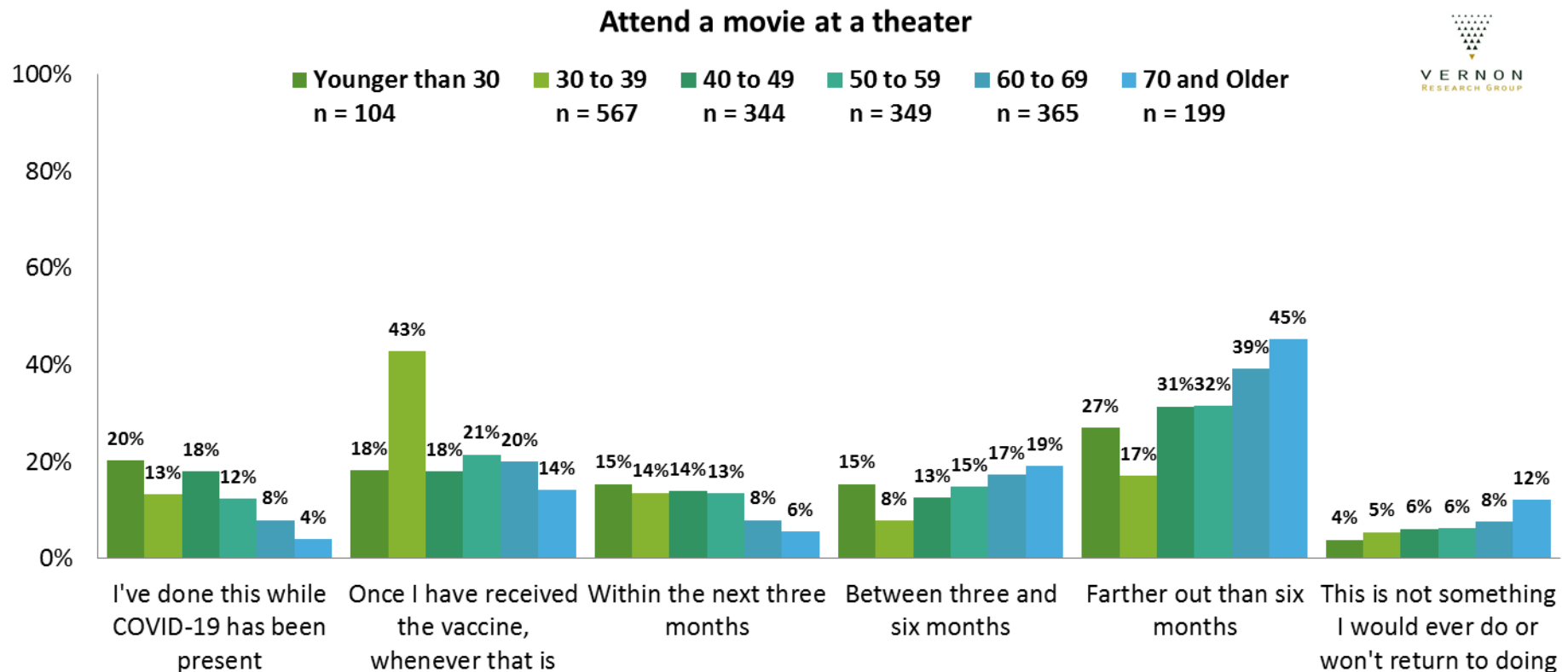
Stay inside a bar or nightclub – by Age

Older participants were less likely to be interested in visiting bars/nightclubs.



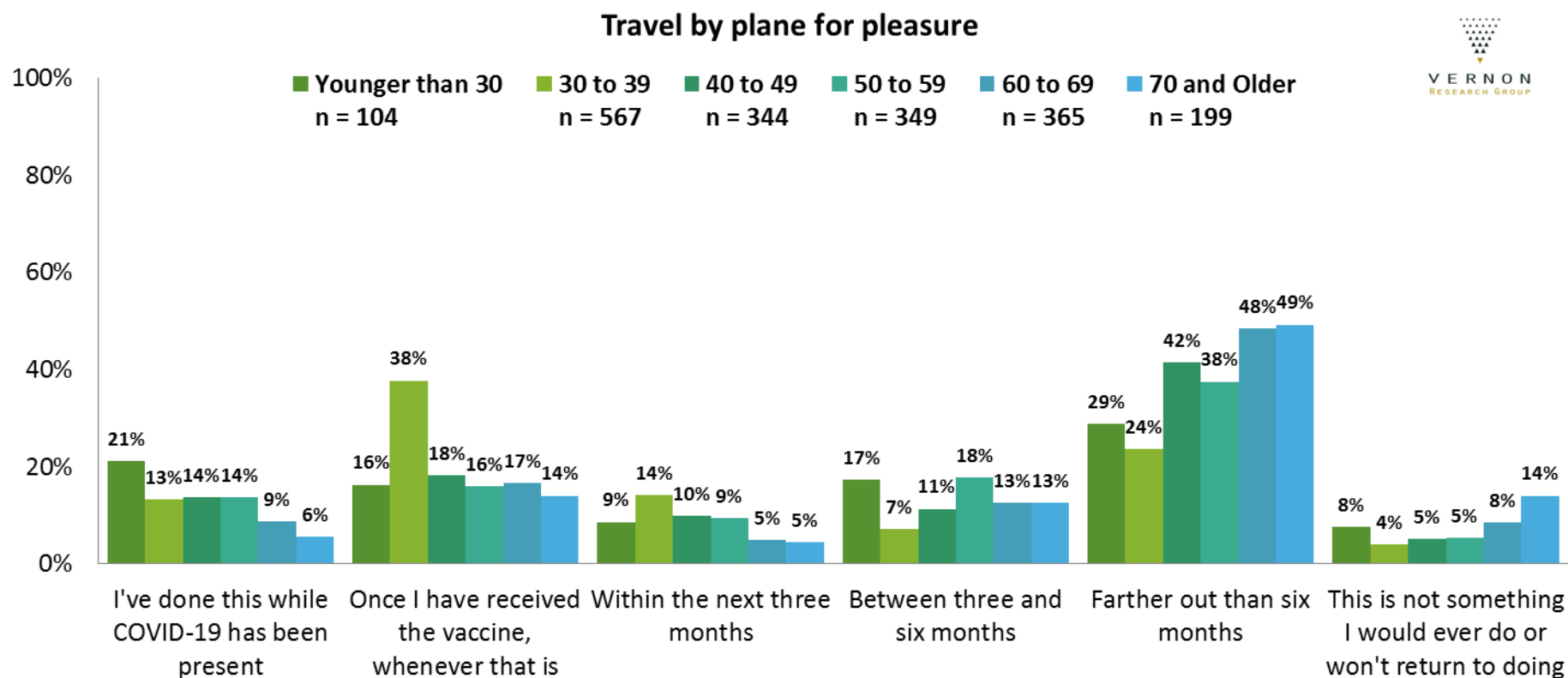
Attend a movie at a theater – by Age

There was a trend for participants to be less likely to have attended a movie theater while COVID has been present as age increased, and it was more likely for participants to feel they would wait longer than six months.



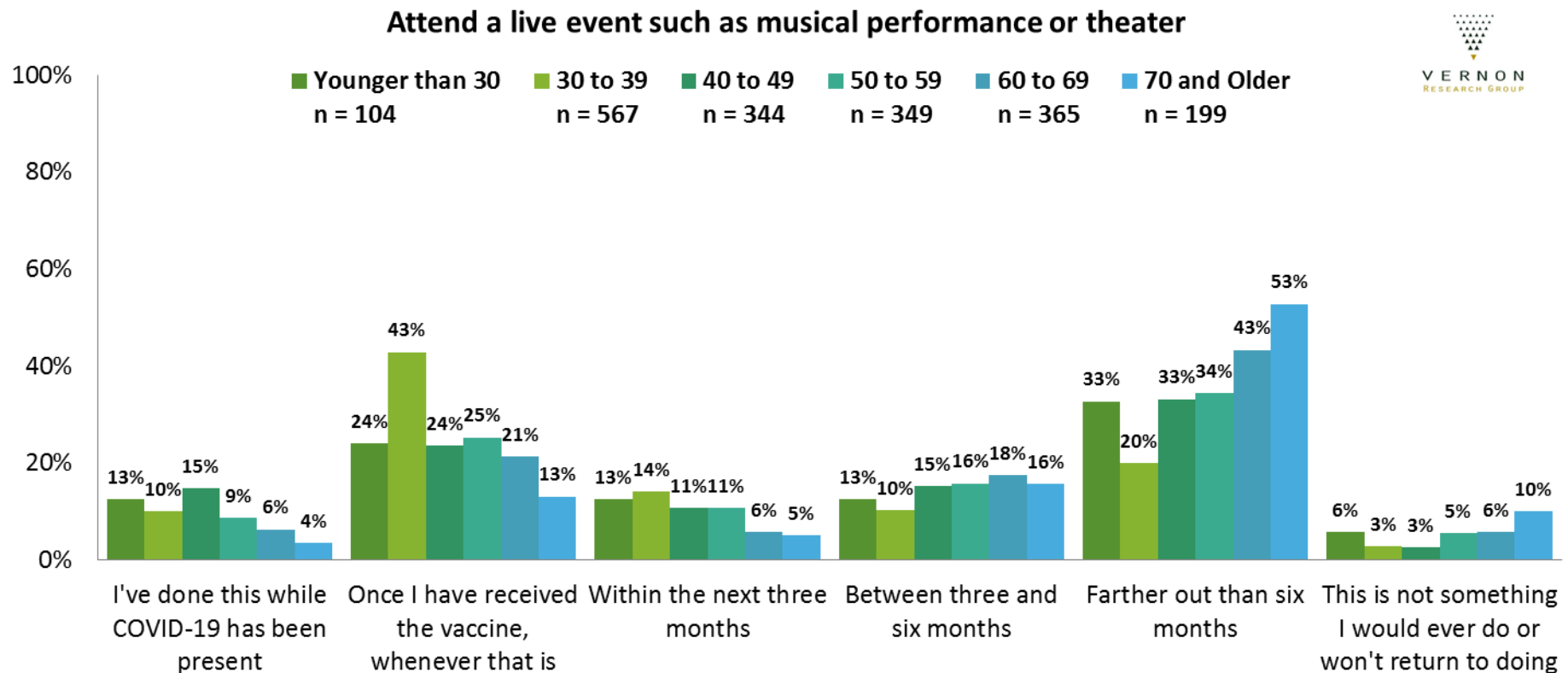
Travel by plane for pleasure – by Age

There was a trend for participants to be less likely to have traveled by plane for pleasure while COVID has been present as age increased, and it was more likely for participants to feel they would wait longer than six months.



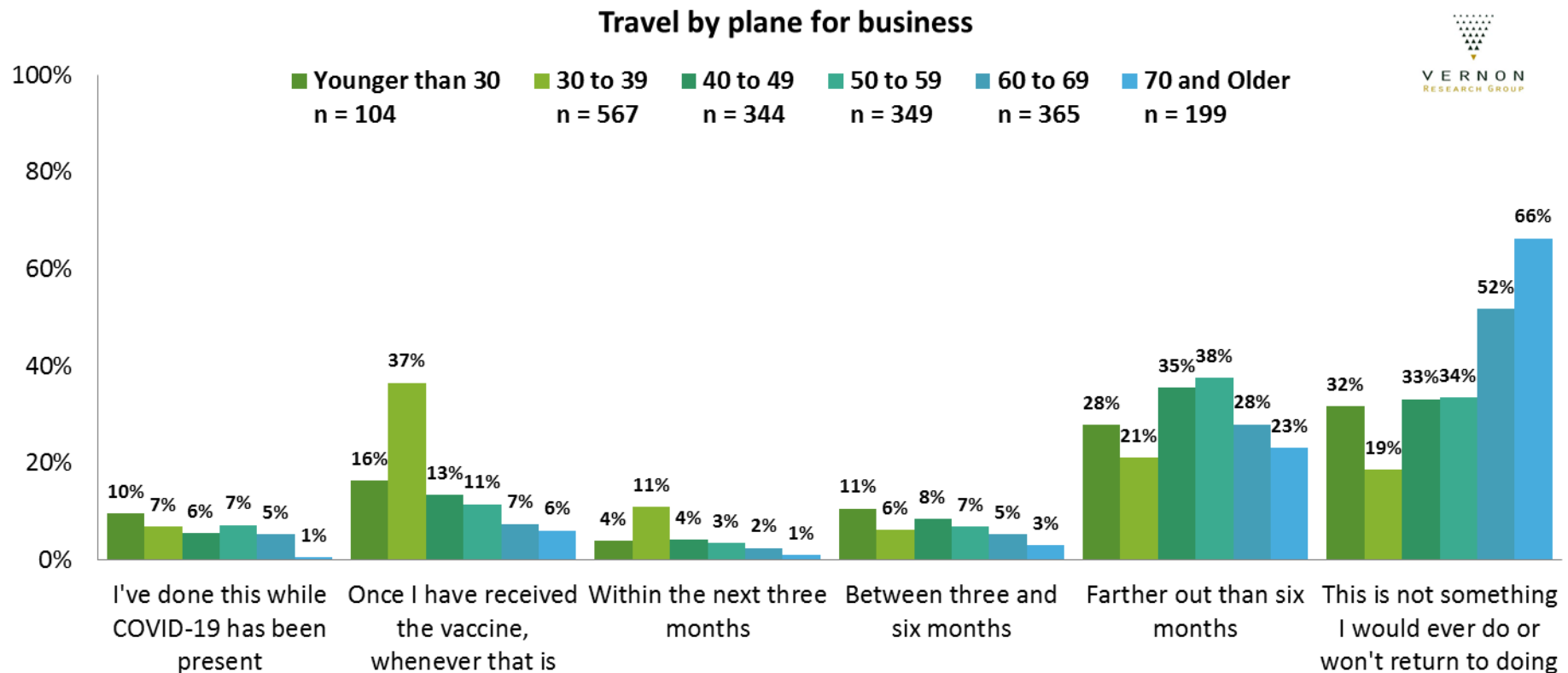
Attend a live event such as musical performance or theater – by Age

There was a trend for participants to be less likely to have attended live events while COVID has been present as age increased, and it was more likely for participants to feel they would wait longer than six months.



Travel by plane for business – by Age

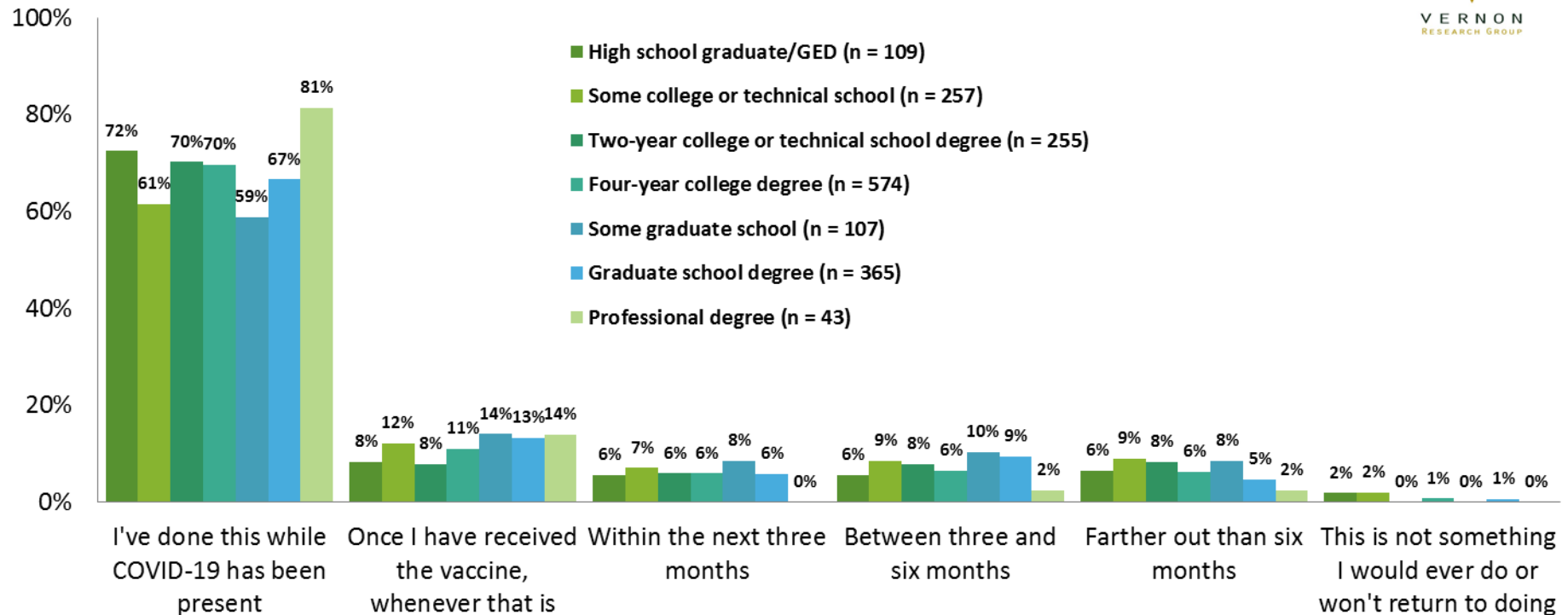
Older participants are not likely to have been traveling by plane for business previous to COVID or will not return to doing so.



Shop inside stores other than grocery stores or pharmacies – by Education Level

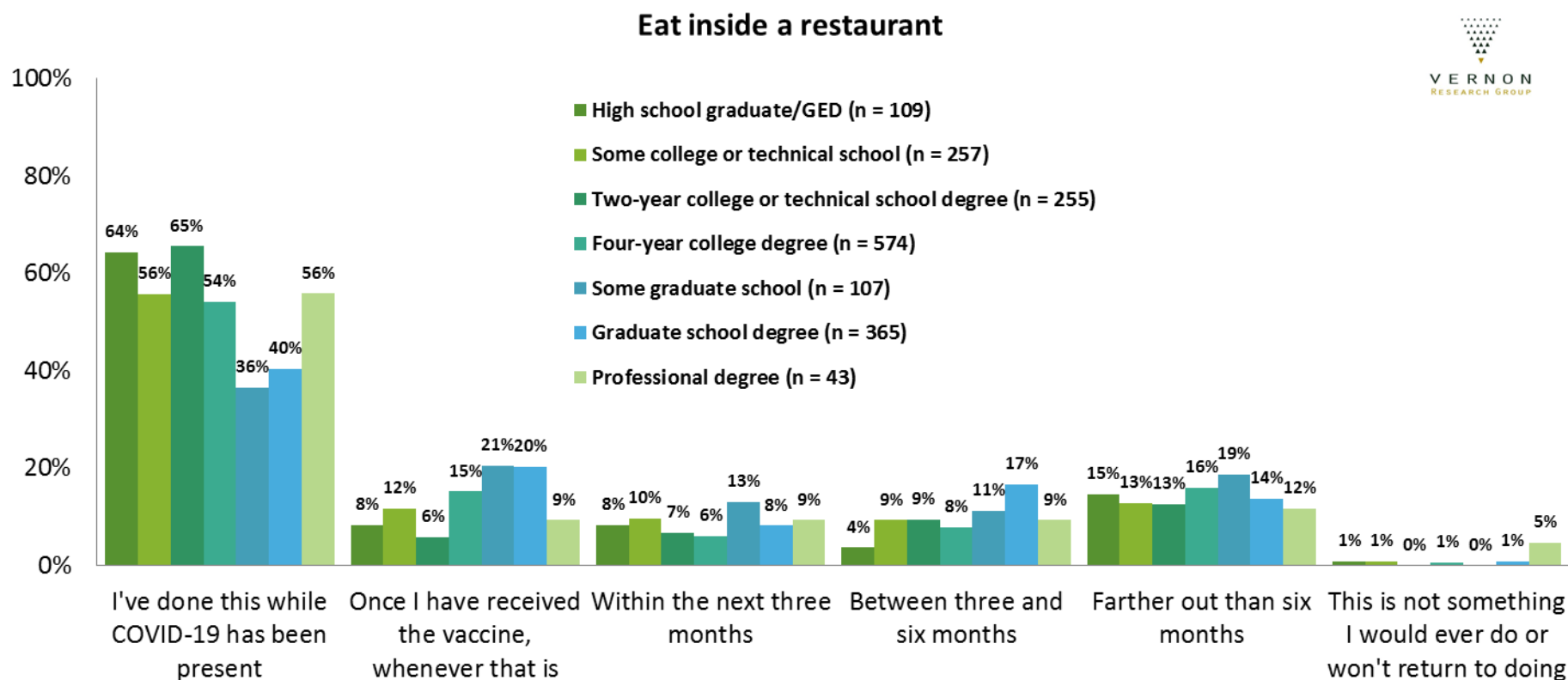
There were no statistically significant differences based on participants' education levels for experiences or expectations for shopping at stores.

Shop inside stores other than grocery stores or pharmacies



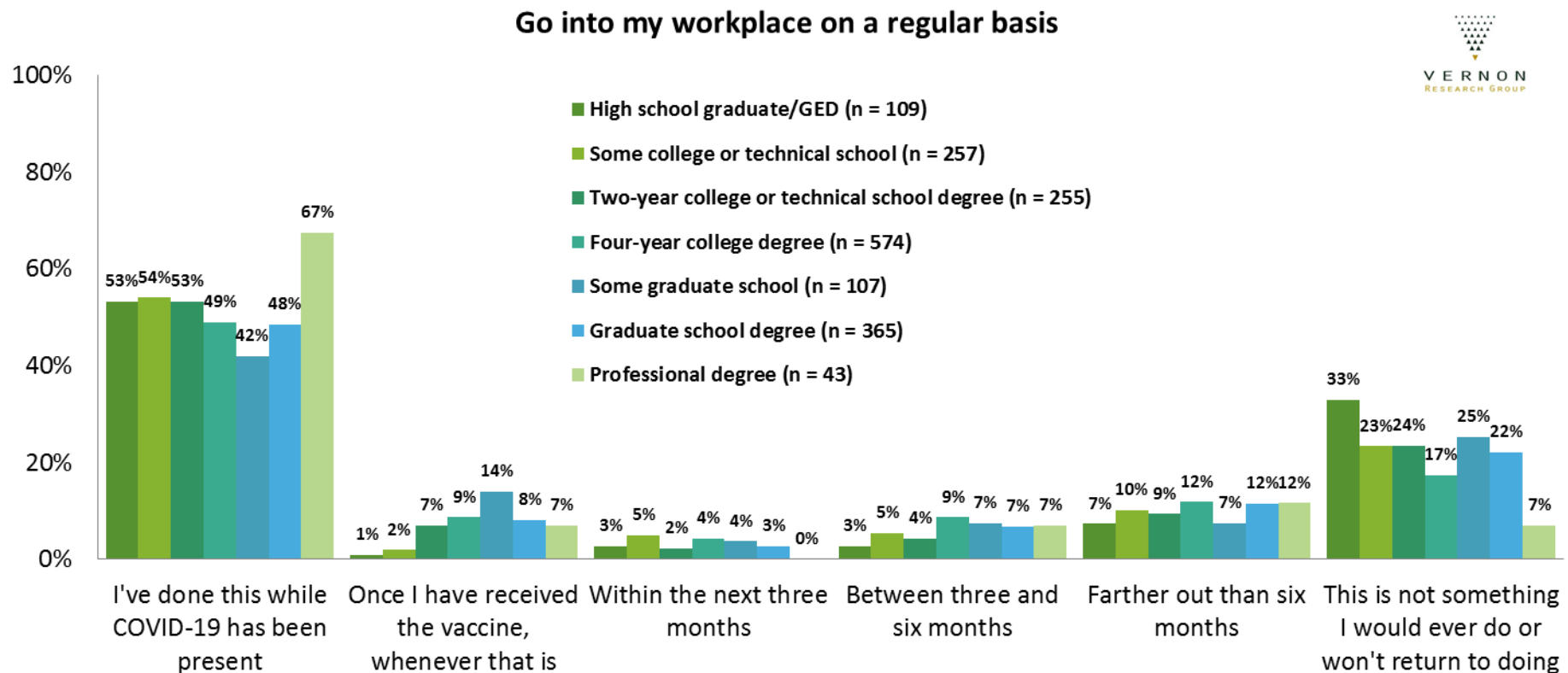
Eat inside a restaurant – by Education Level

Those with some graduate school experience or graduate school degrees were less likely to have eaten in restaurants while COVID has been present.



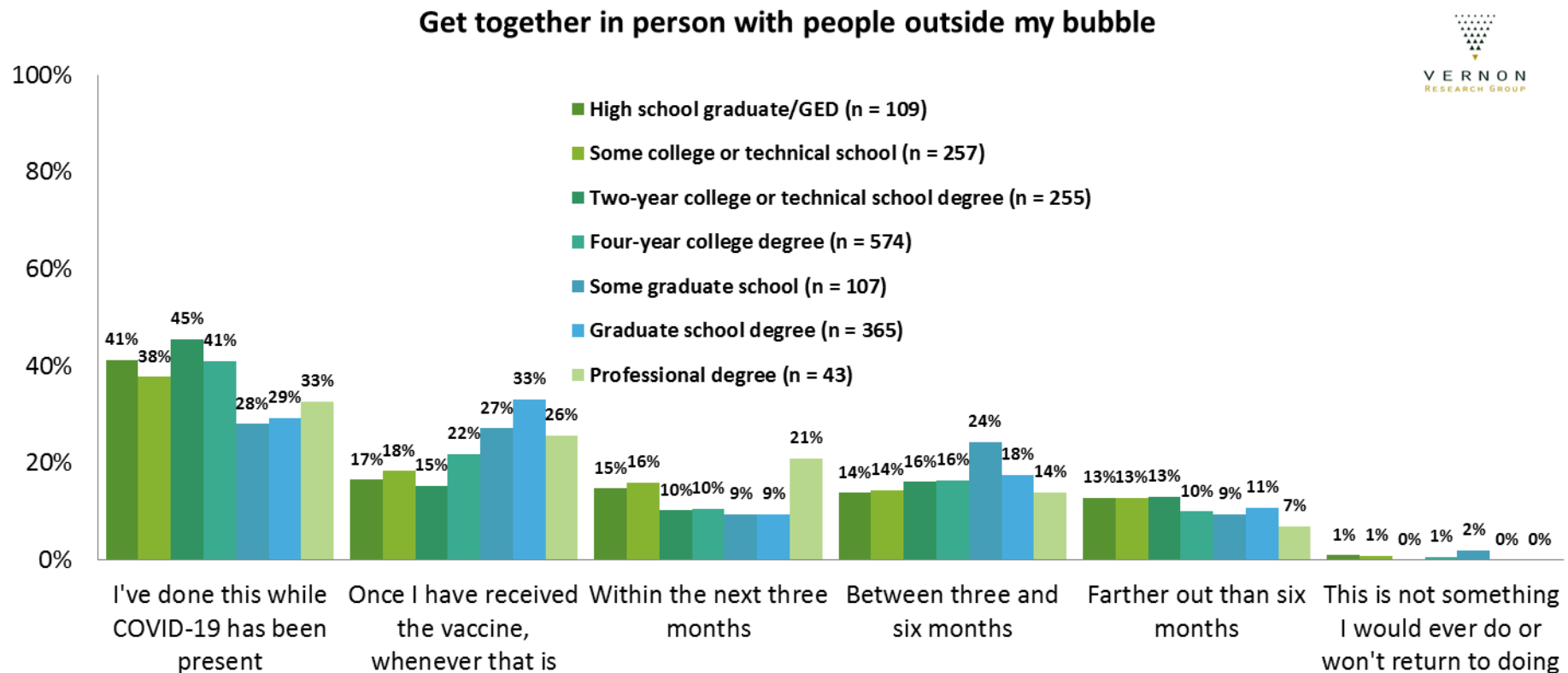
Go into my workplace on a regular basis – by Education Level

Those with professional degrees were more likely to have gone into their workplaces while COVID has been present.



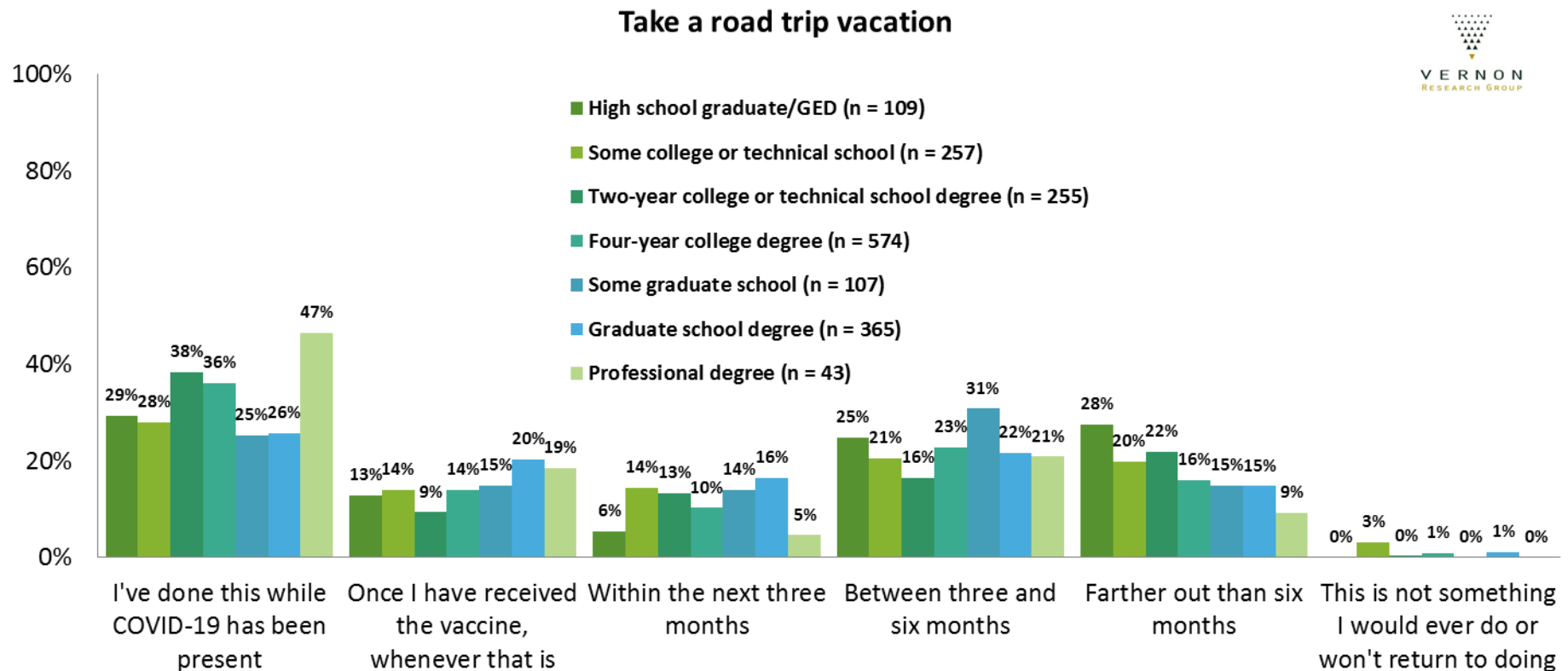
Get together in person with people outside my bubble – by Education Level

The higher a participants' education level, the more likely they were to wait to be vaccinated before they interact in person with people outside their bubbles.



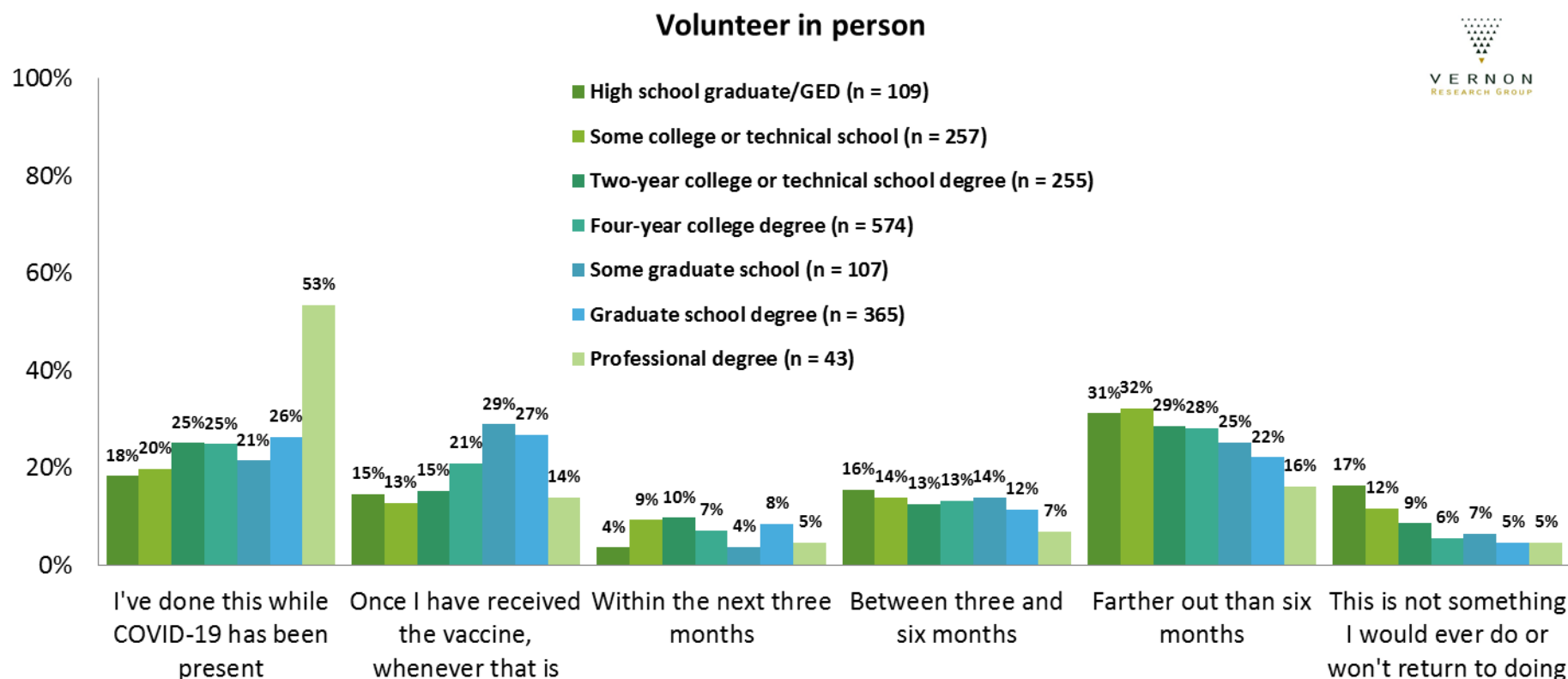
Take a road trip vacation – by Education Level

The higher a participants' education level, the less likely they were to be willing to wait longer than six months to take a road trip.



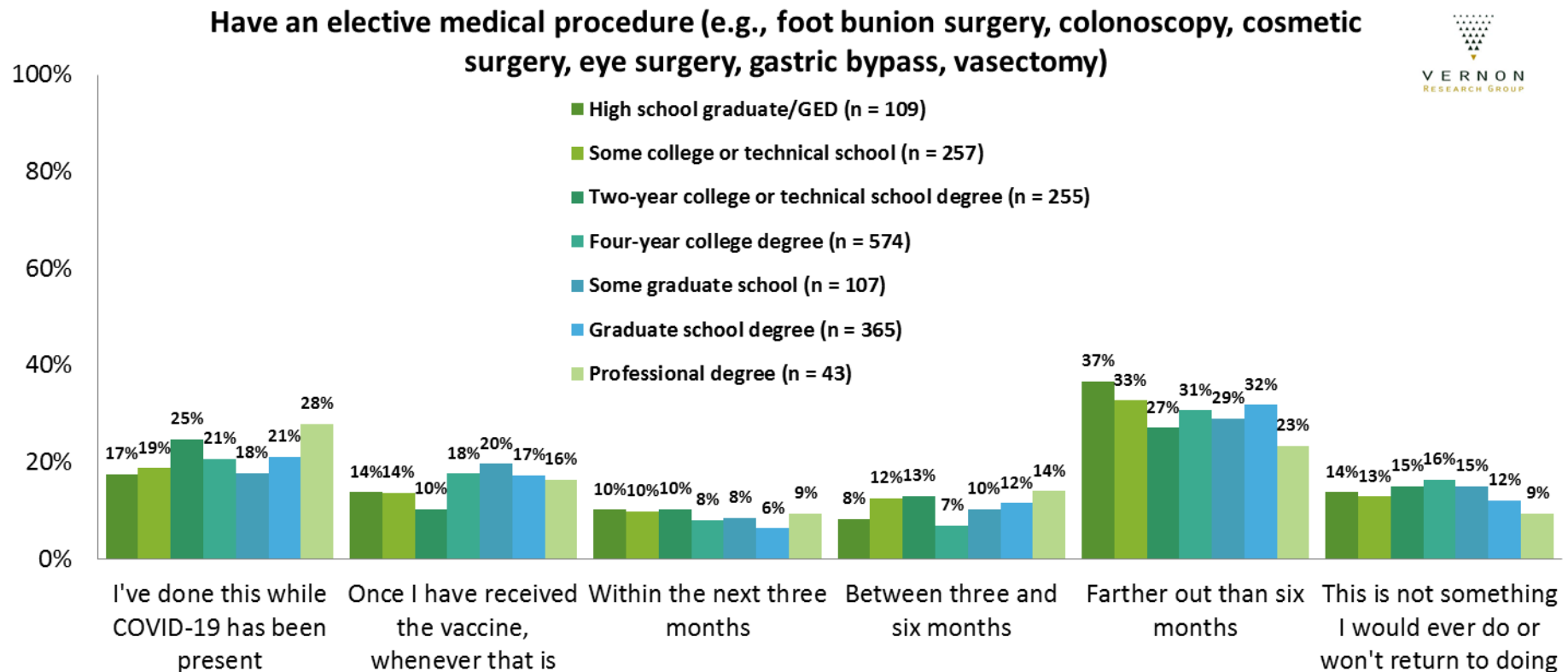
Volunteer in person – by Education Level

Those with professional degrees were more likely to have volunteered in person while COVID has been present. As education level increases, participants are less willing to wait longer than six months to volunteer.



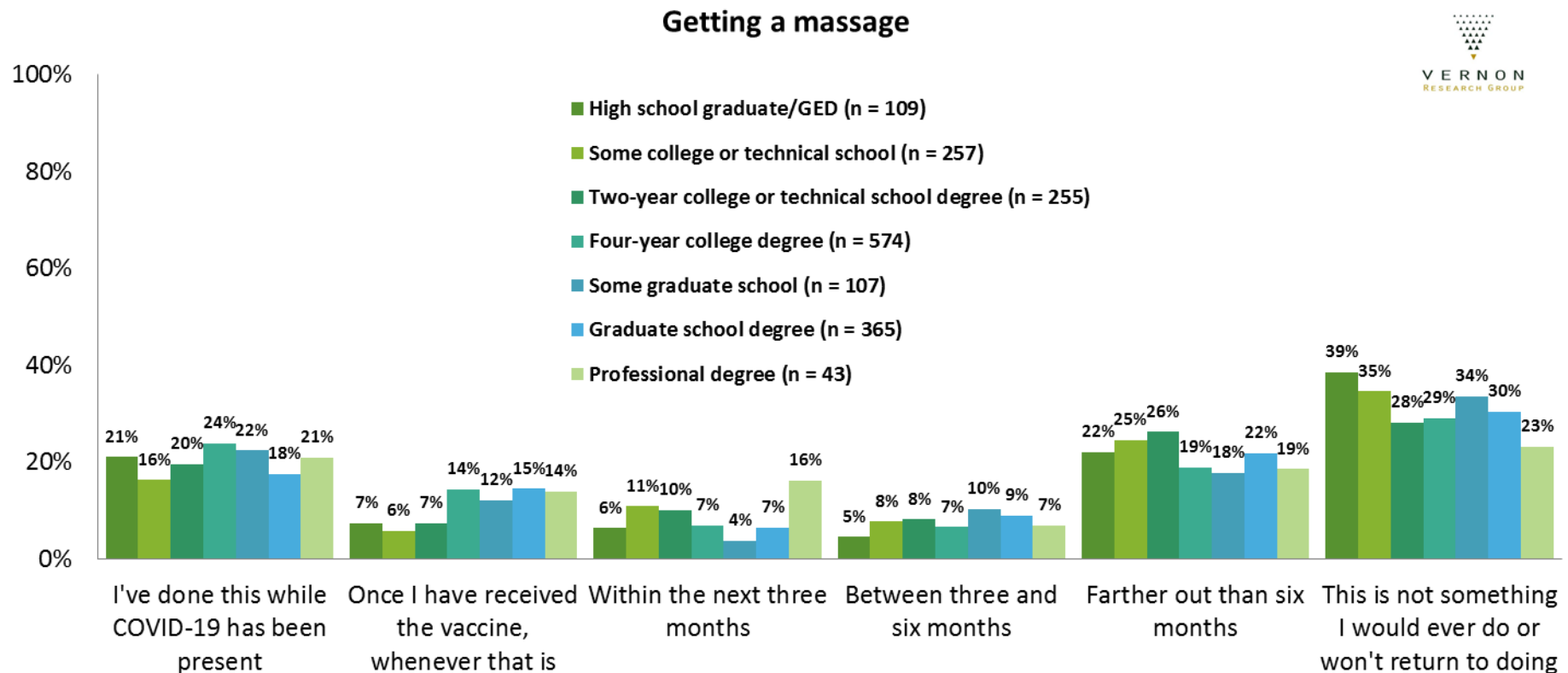
Have an elective medical procedure – by Education Level

There were no statistically significant differences based on participants' education levels for having elective medical procedures.



Getting a massage – by Education Level

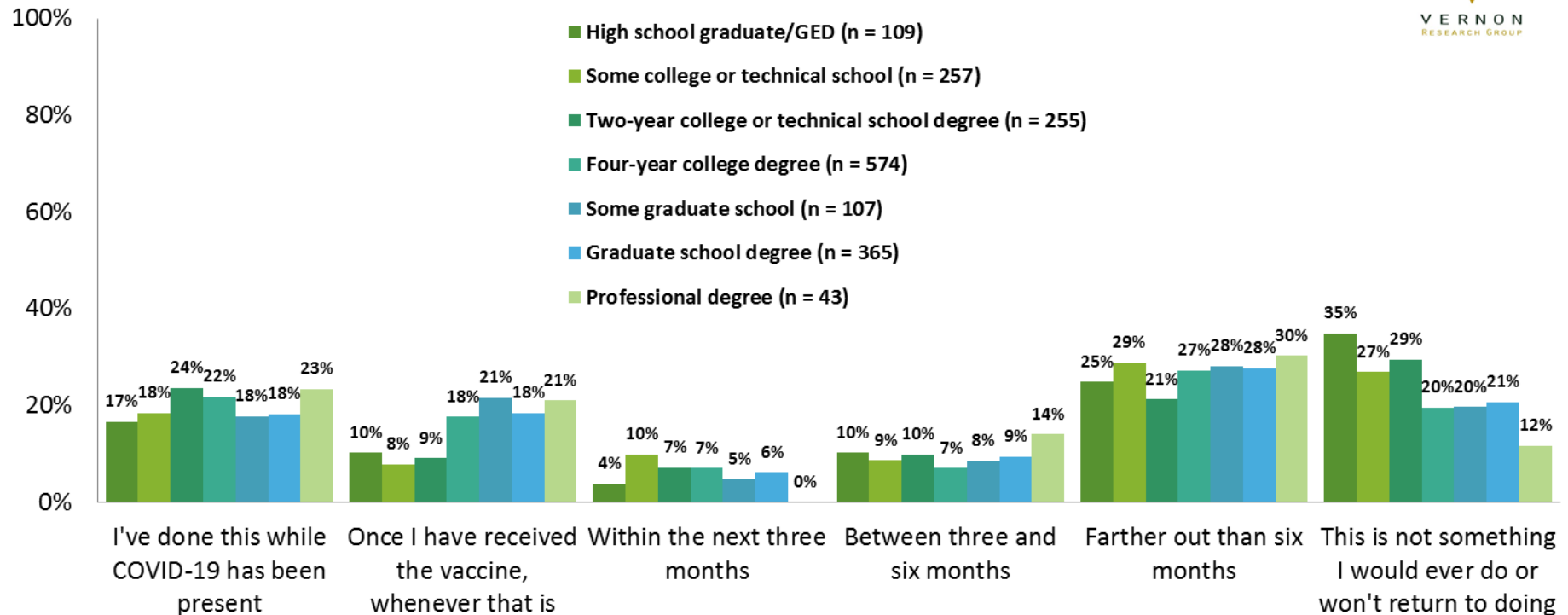
The higher the level of education, the more likely participants were to be interested in getting massages in the future.



Visit a fitness center or inside sports facility – by Education Level

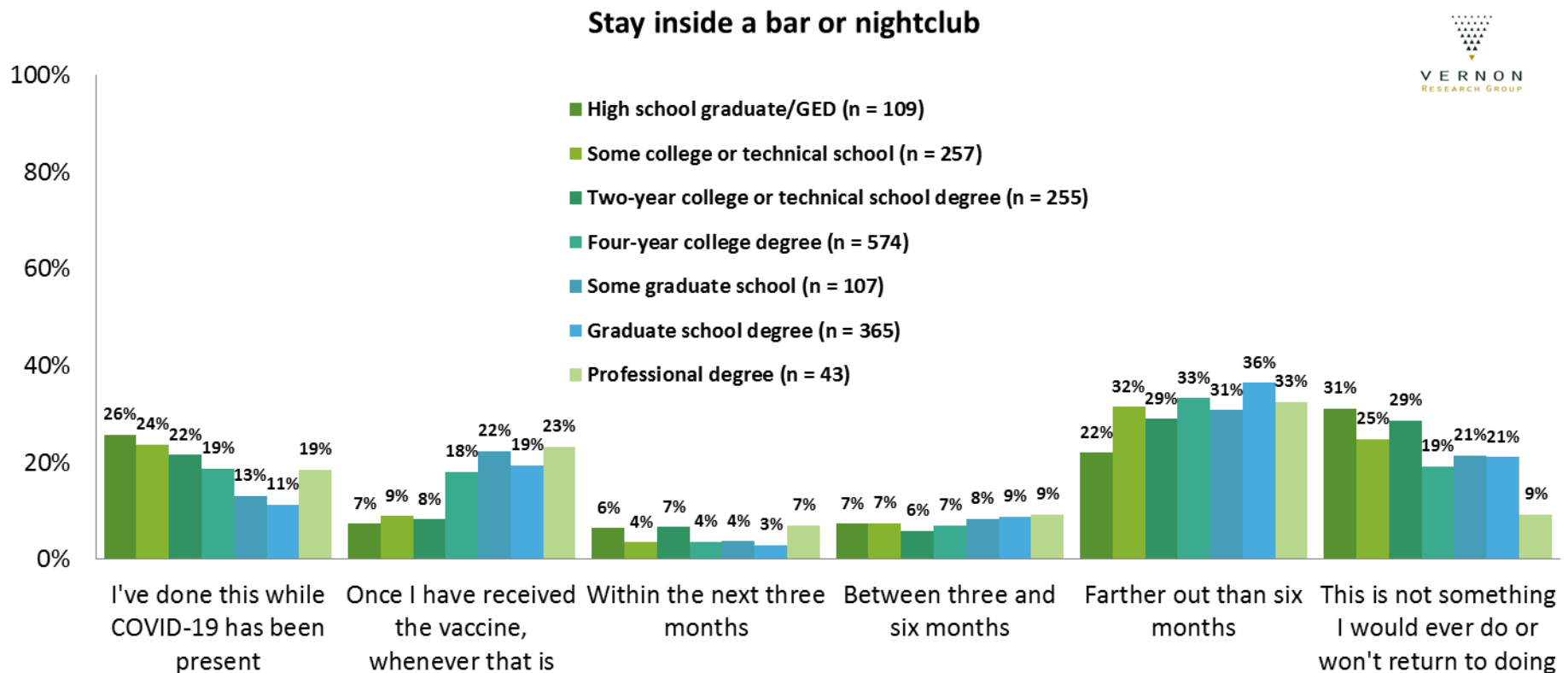
The higher the education level, the more likely participants were to wait to be vaccinated to visit a fitness center and the more likely they were to want to visit them in the future.

Visit a fitness center or inside sports facility (e.g., YMCA, trampoline center)



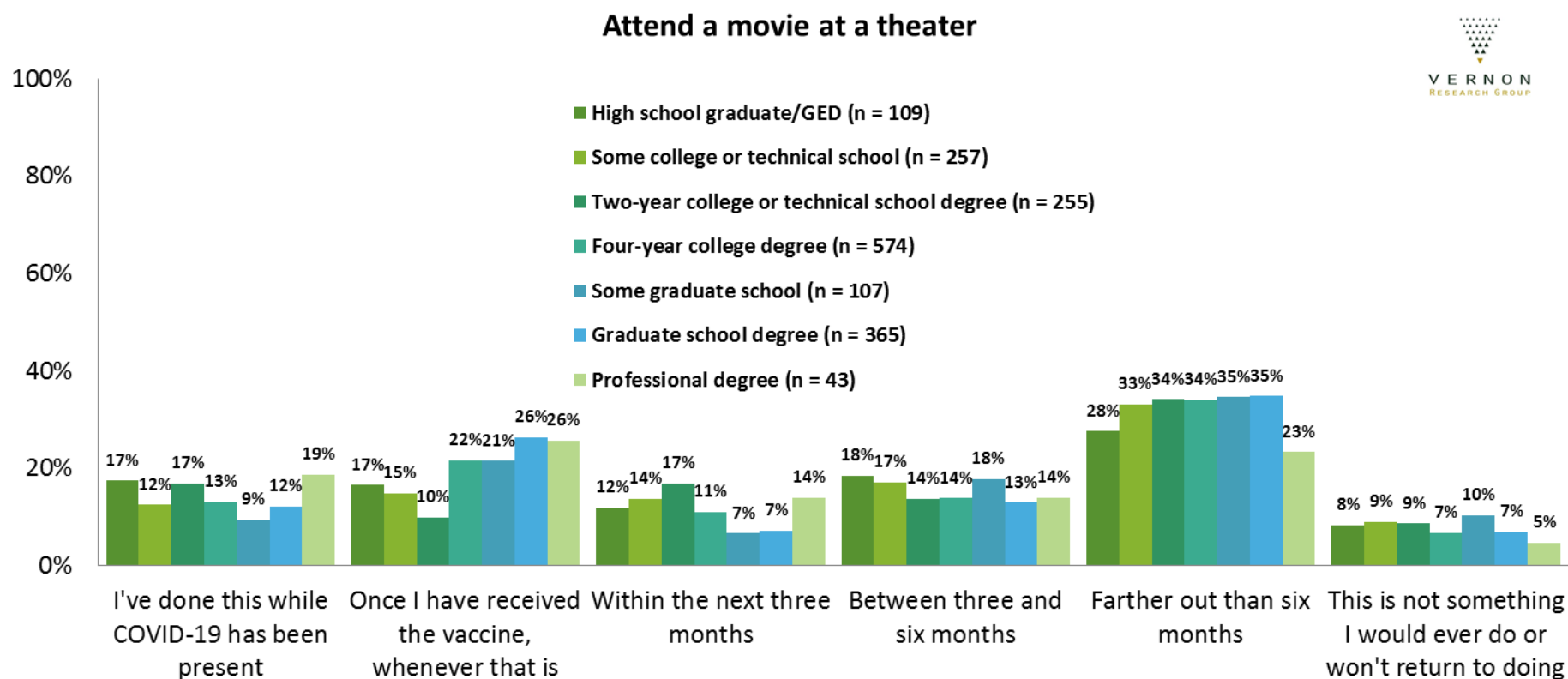
Stay inside a bar or nightclub – by Education Level

There was a trend for participants to be less likely to have stayed inside a bar/nightclub while COVID has been present as education level increased. As education level increases, participants are more likely to wait to be vaccinated and are more likely to want to be in bars/nightclubs.



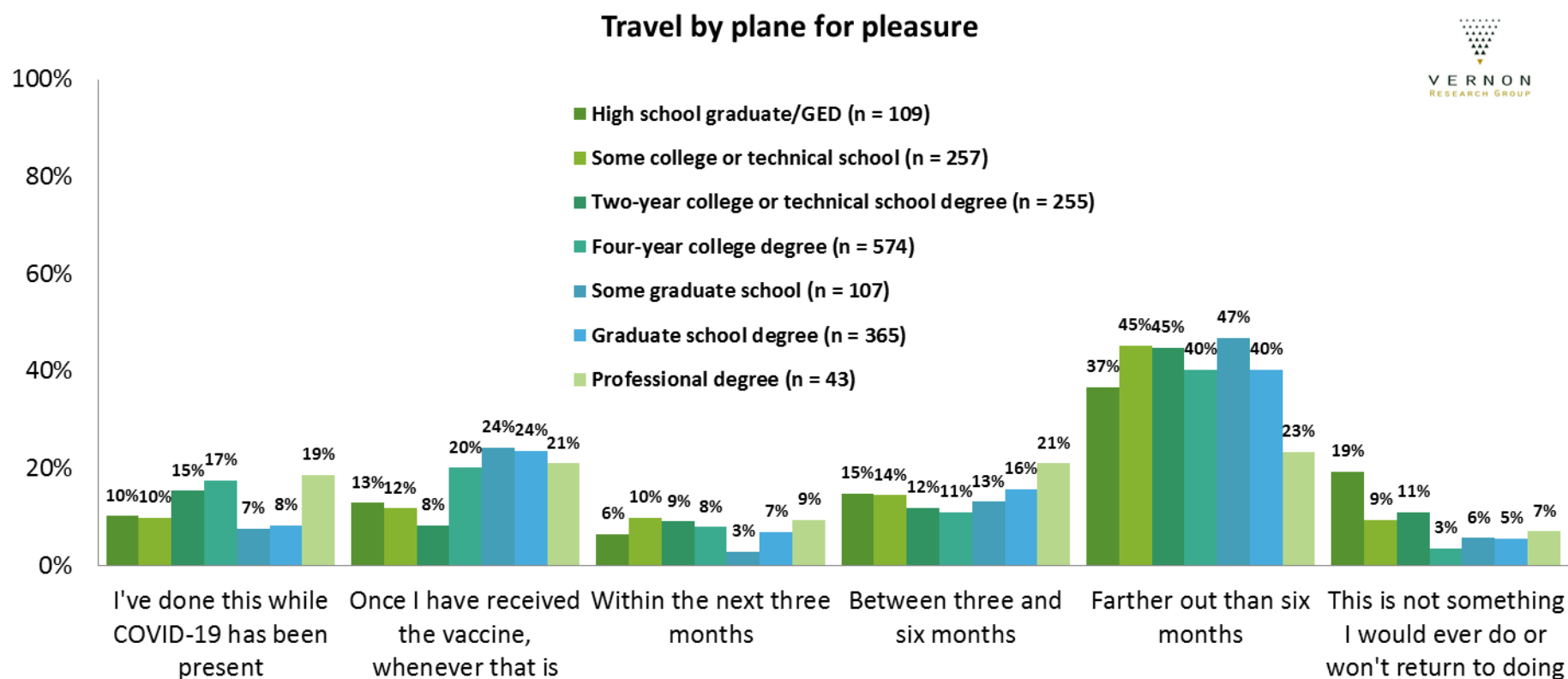
Attend a movie at a theater – by Education Level

Participants with college degrees or higher were more likely to wait for vaccination to attend movie theaters.



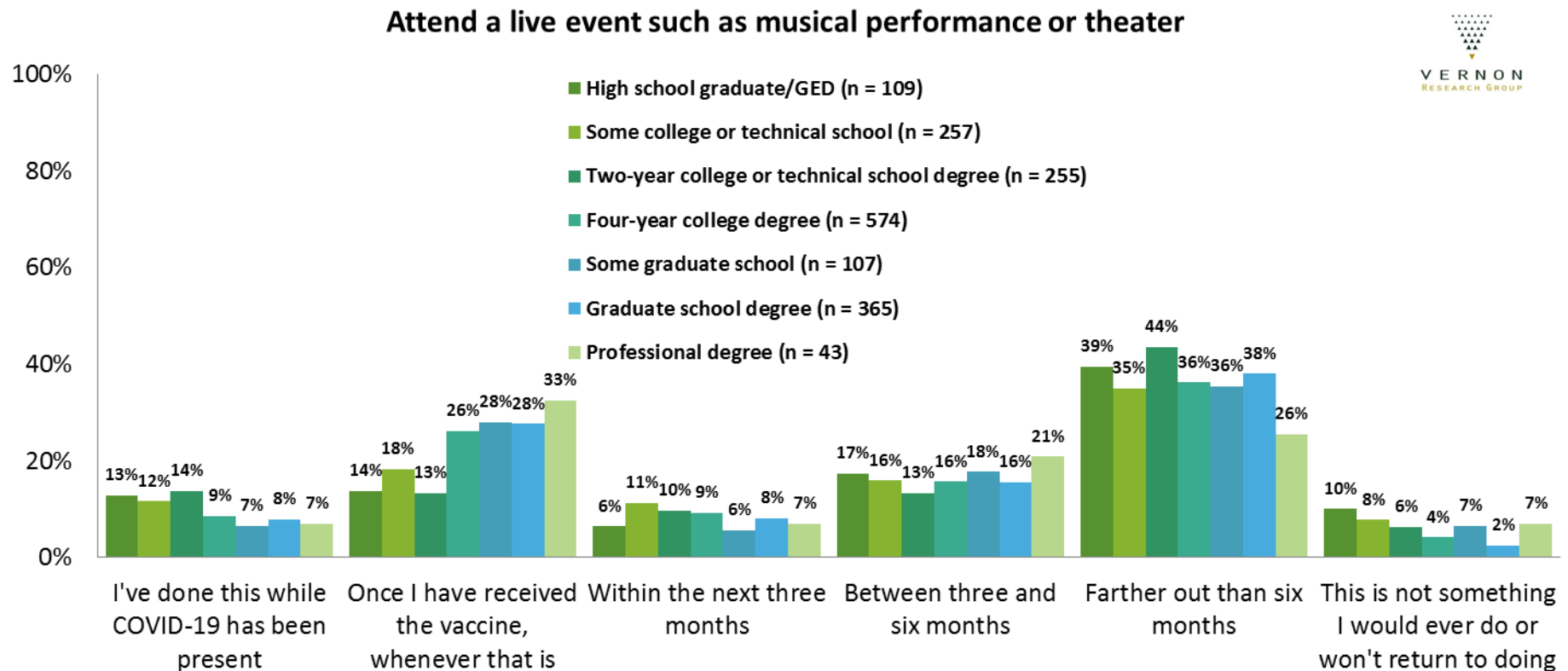
Travel by plane for pleasure – by Education Level

Participants with college degrees or higher were more likely to wait for vaccination to travel by plane for pleasure.



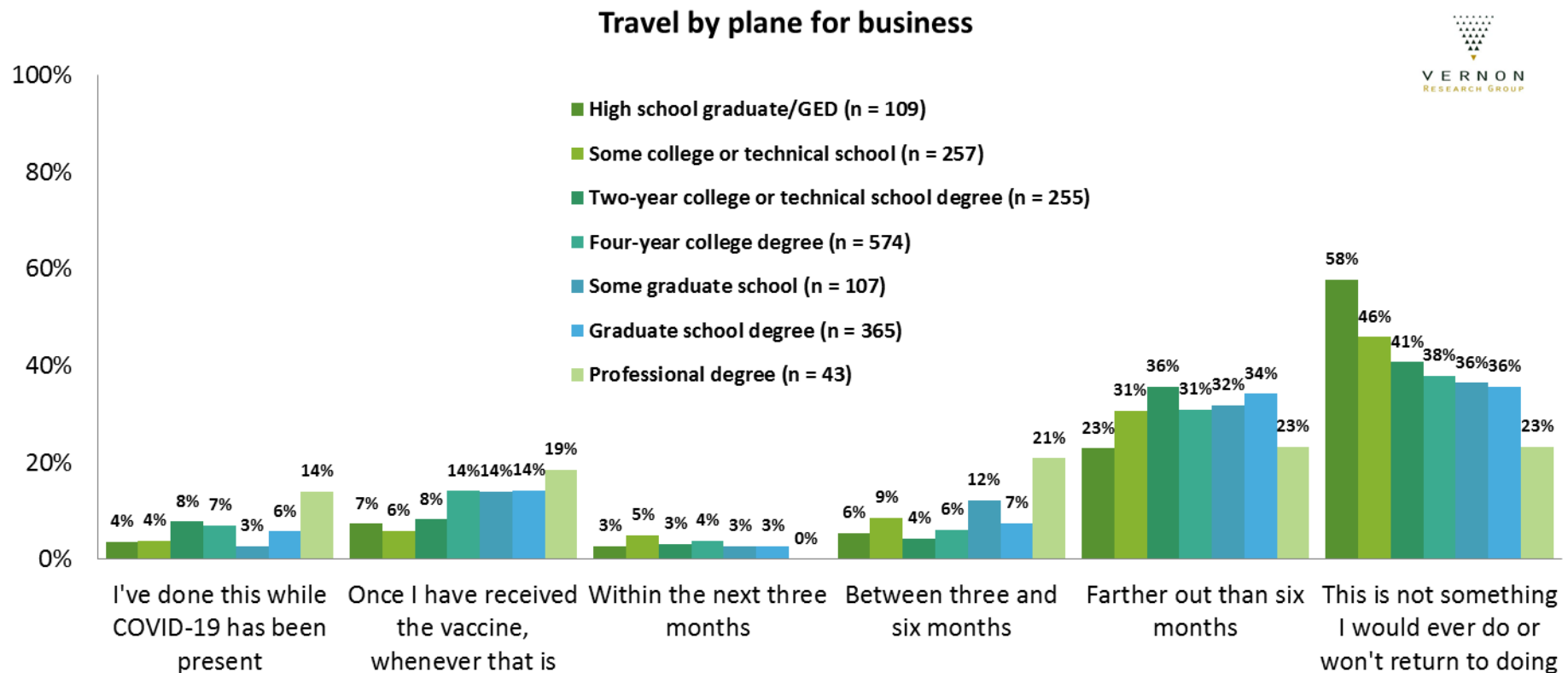
Attend a live event such as musical performance or theater – by Education Level

As education level increases, participants are more likely to wait for vaccination to attend live events.



Travel by plane for business – by Education Level

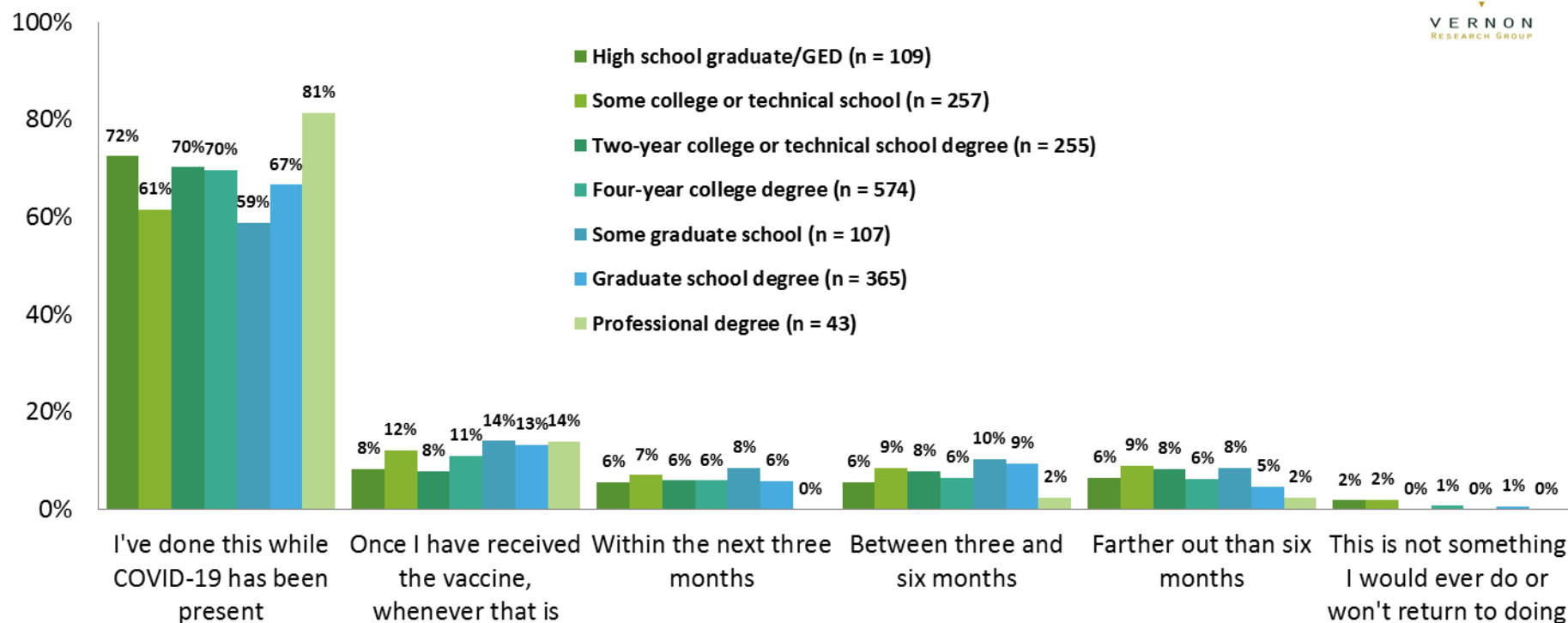
As education level increases, participants are more likely to return to traveling by plane for business at some point.



Shop inside stores other than grocery stores or pharmacies – by Household Income

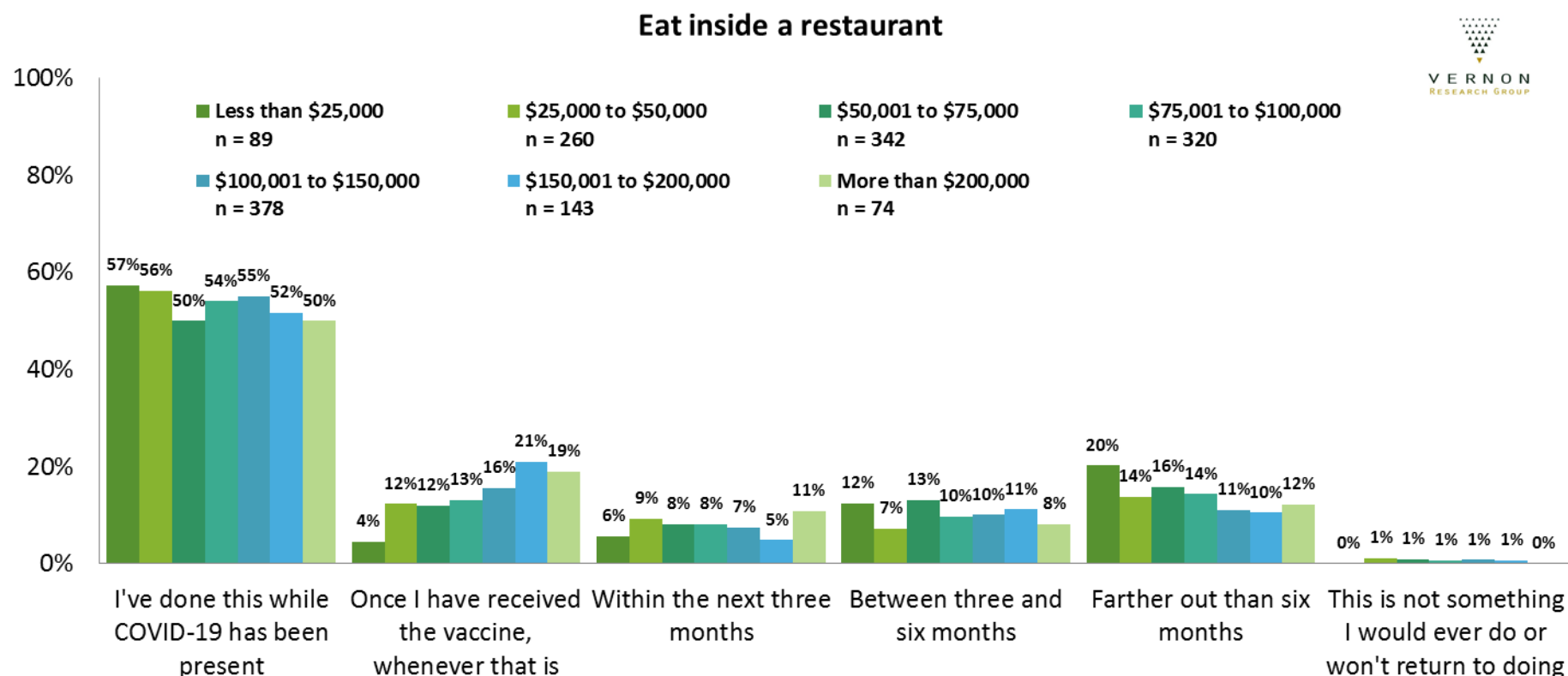
There were no statistically significant differences based on participants' household incomes for shopping at stores other than grocery stores/pharmacies.

Shop inside stores other than grocery stores or pharmacies



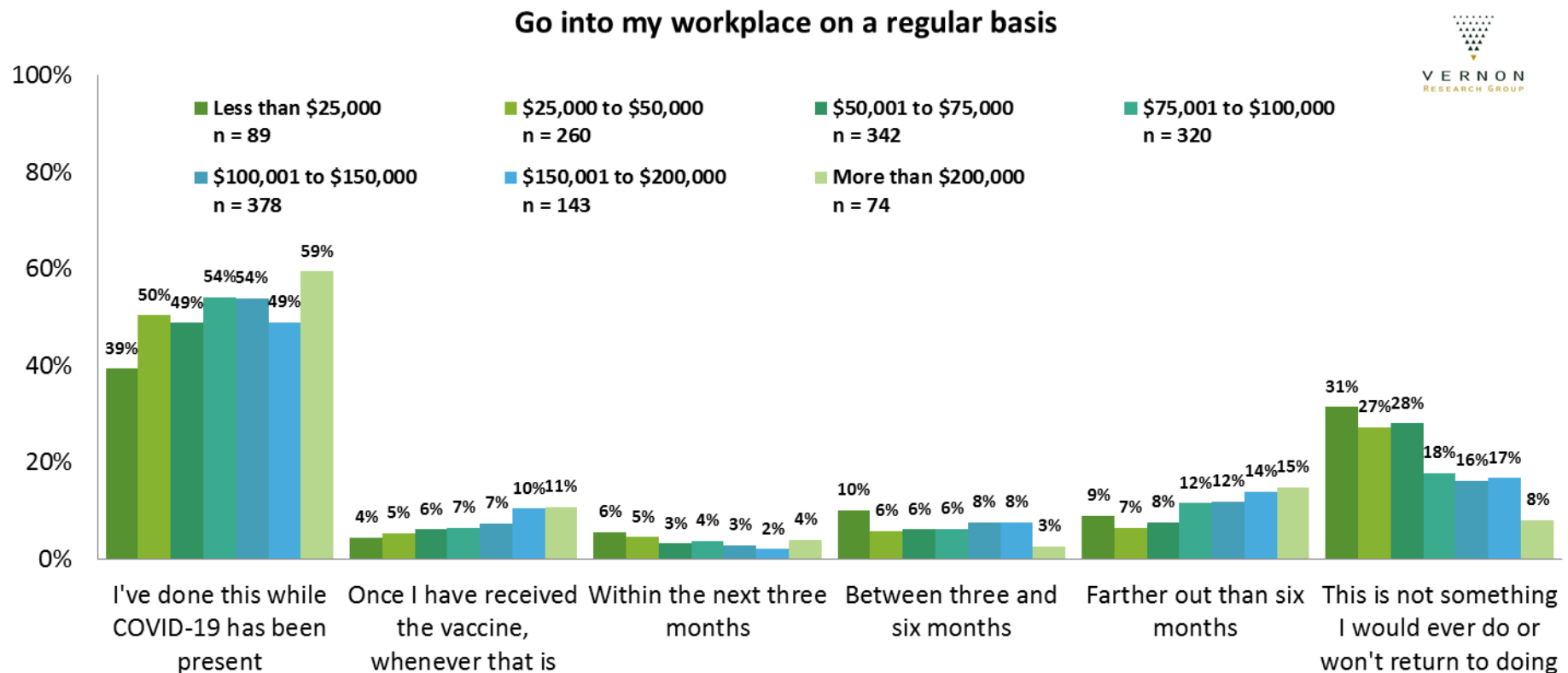
Eat inside a restaurant – by Household Income

There were no statistically significant differences based on participants' household incomes for eating inside restaurants.



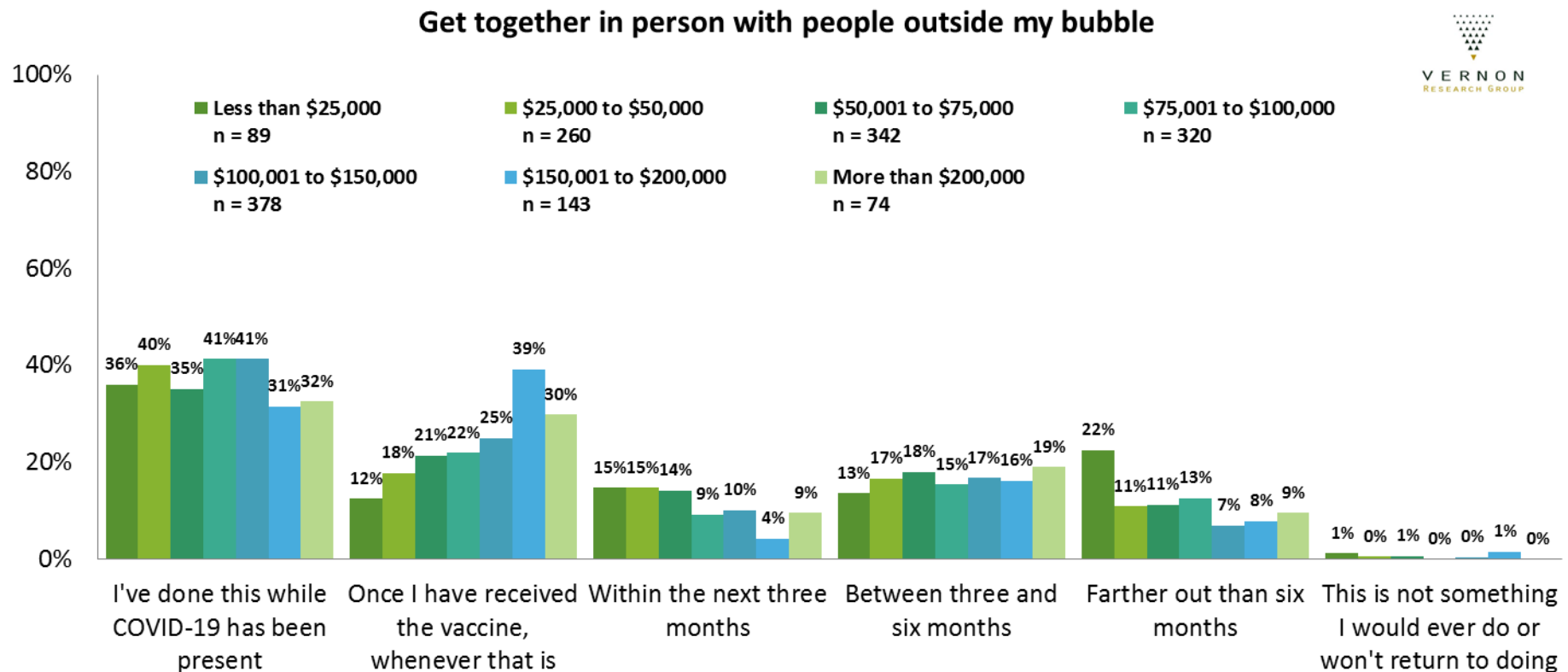
Go into my workplace on a regular basis – by Household Income

As household income increases, participants are more likely to have been going to their workplaces on a regular basis while COVID has been present or have the intention of doing so at some point.



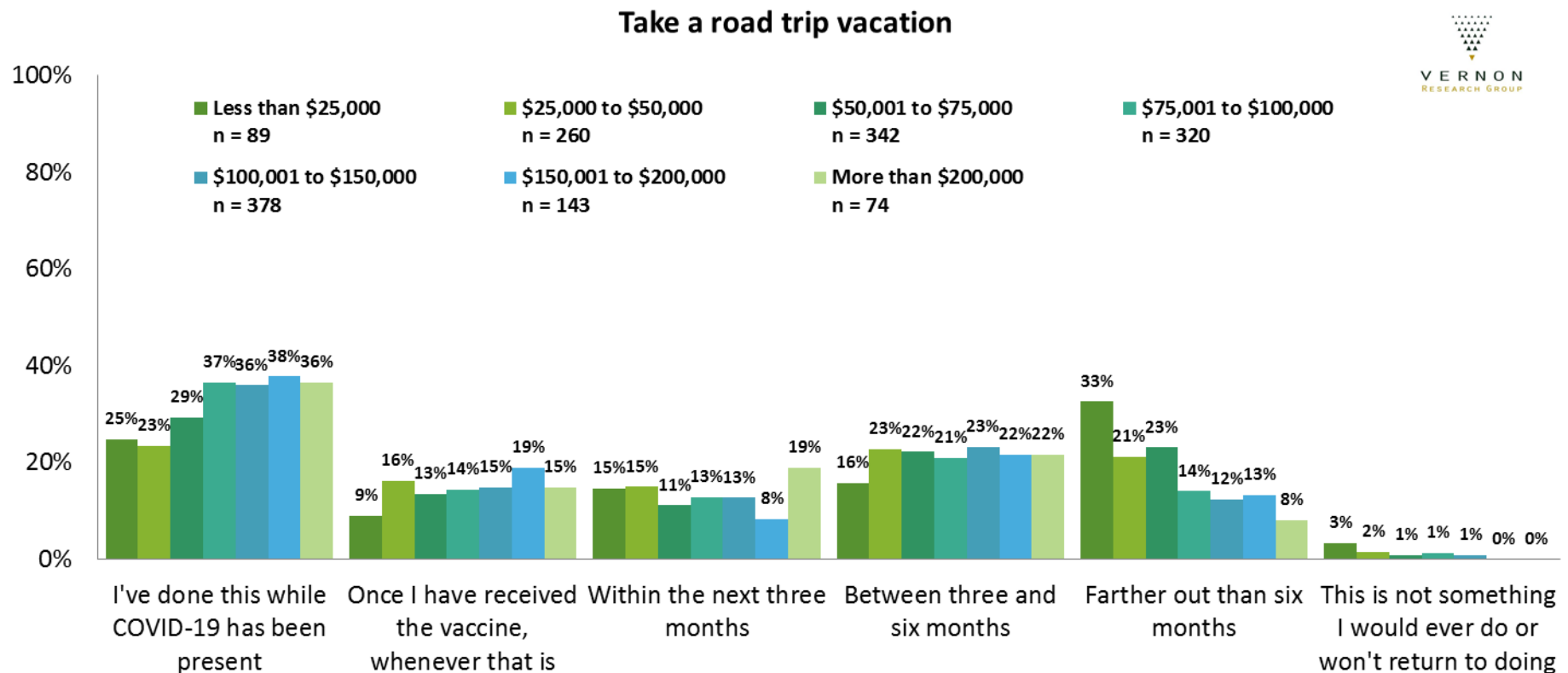
Get together in person with people outside my bubble – by Household Income

As household income increases, participants are more likely to wait to be vaccinated before they interact with people outside their bubbles.



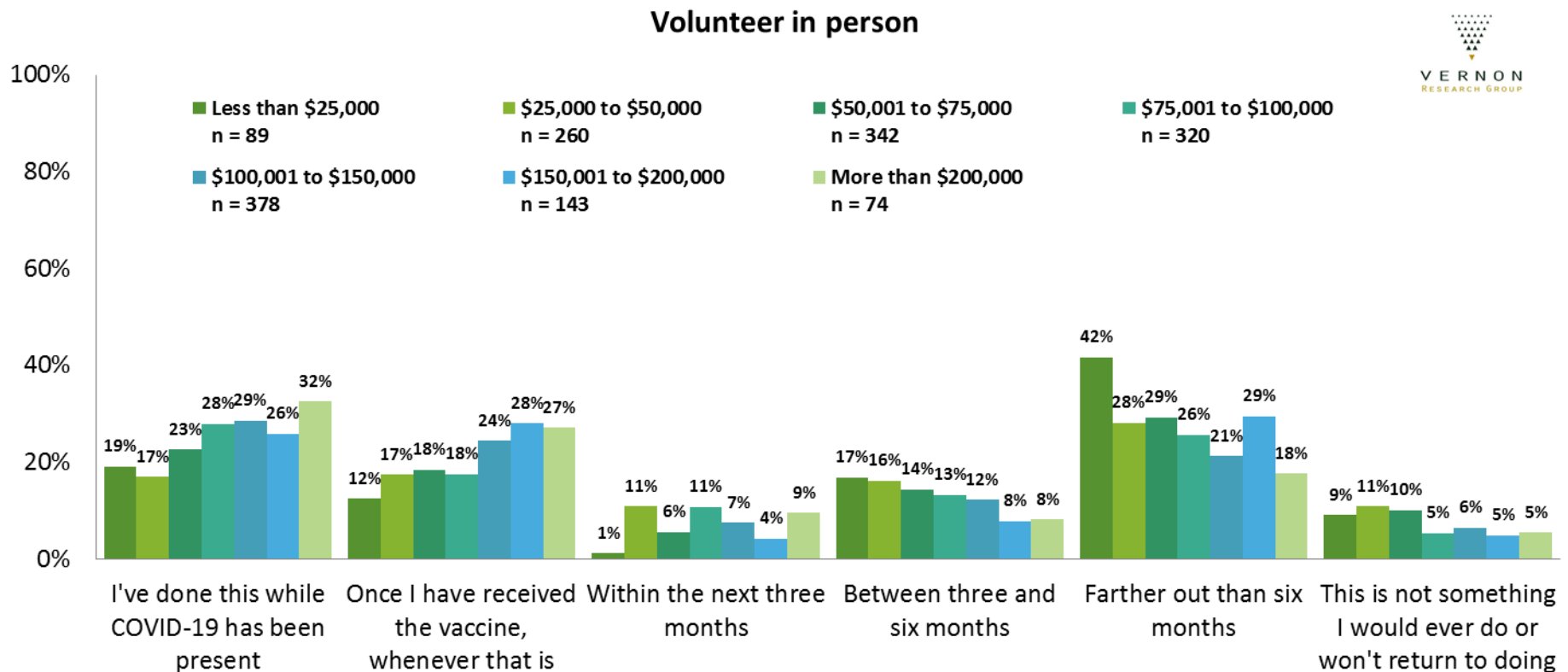
Take a road trip vacation – by Household Income

Participants with lower household incomes were less likely to have taken road trips while COVID has been present. As household income increases, participants are less likely to wait longer than six months.



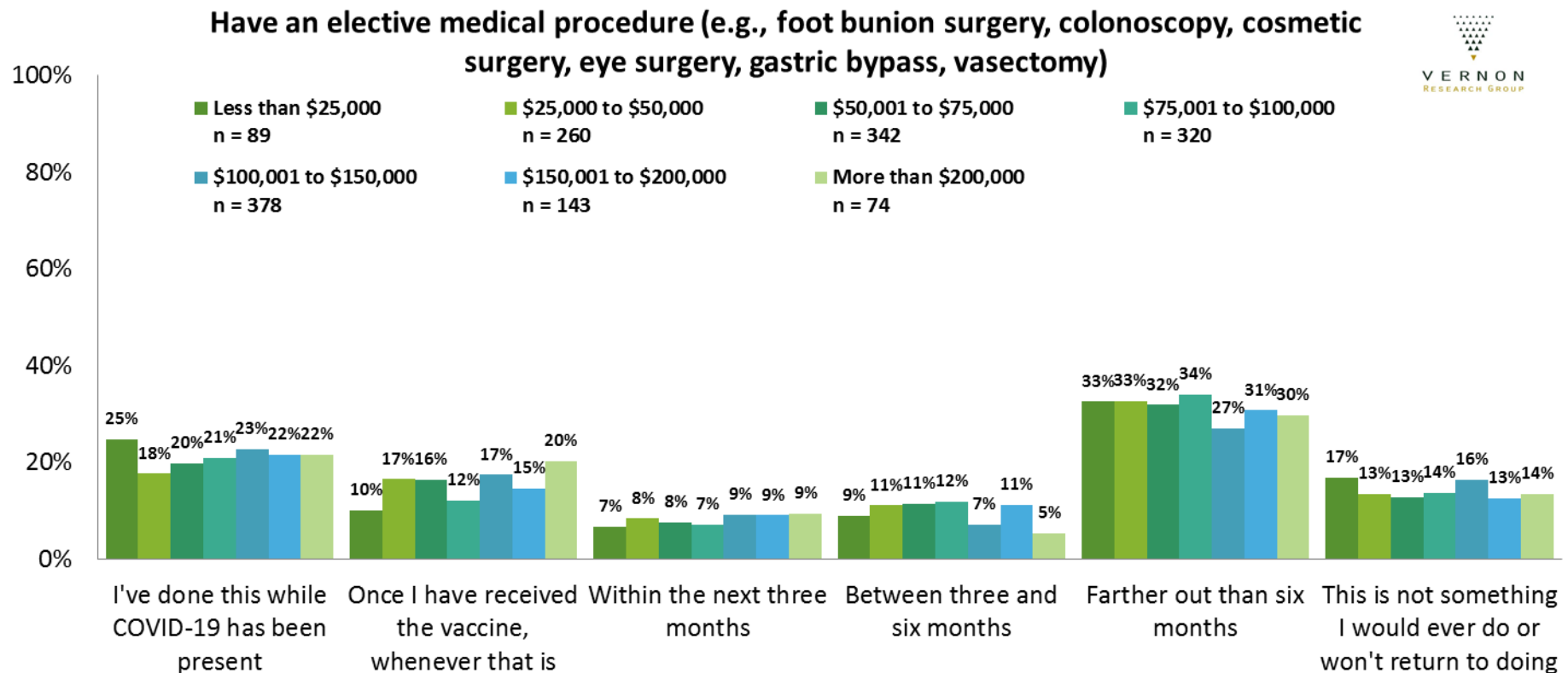
Volunteer in person – by Household Income

As household income increases, participants are more likely to have volunteered in person while COVID has been present or to be waiting for vaccination to volunteer, and they are less likely to wait longer than six months before volunteering again.



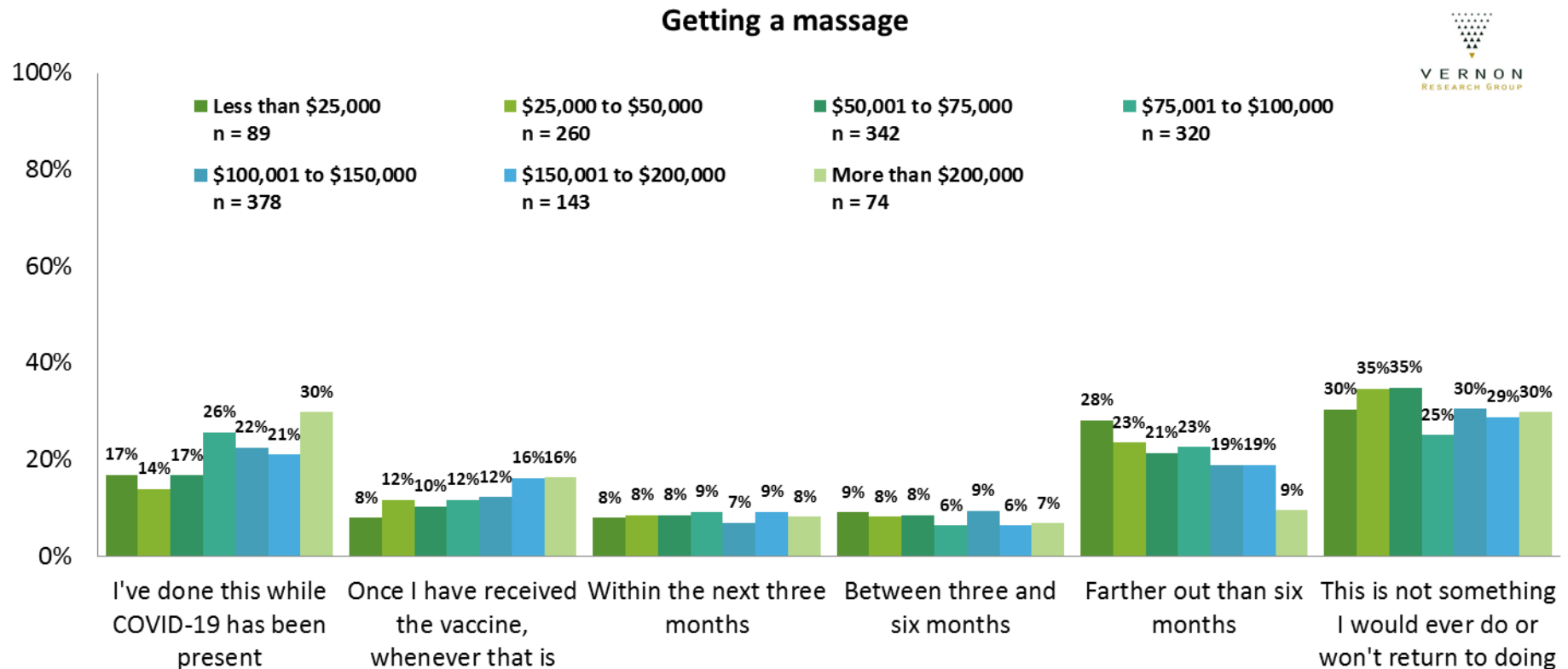
Have an elective medical procedure – by Household Income

There were no statistically significant differences based on participants' household incomes for having elective medical procedures.



Getting a massage – by Household Income

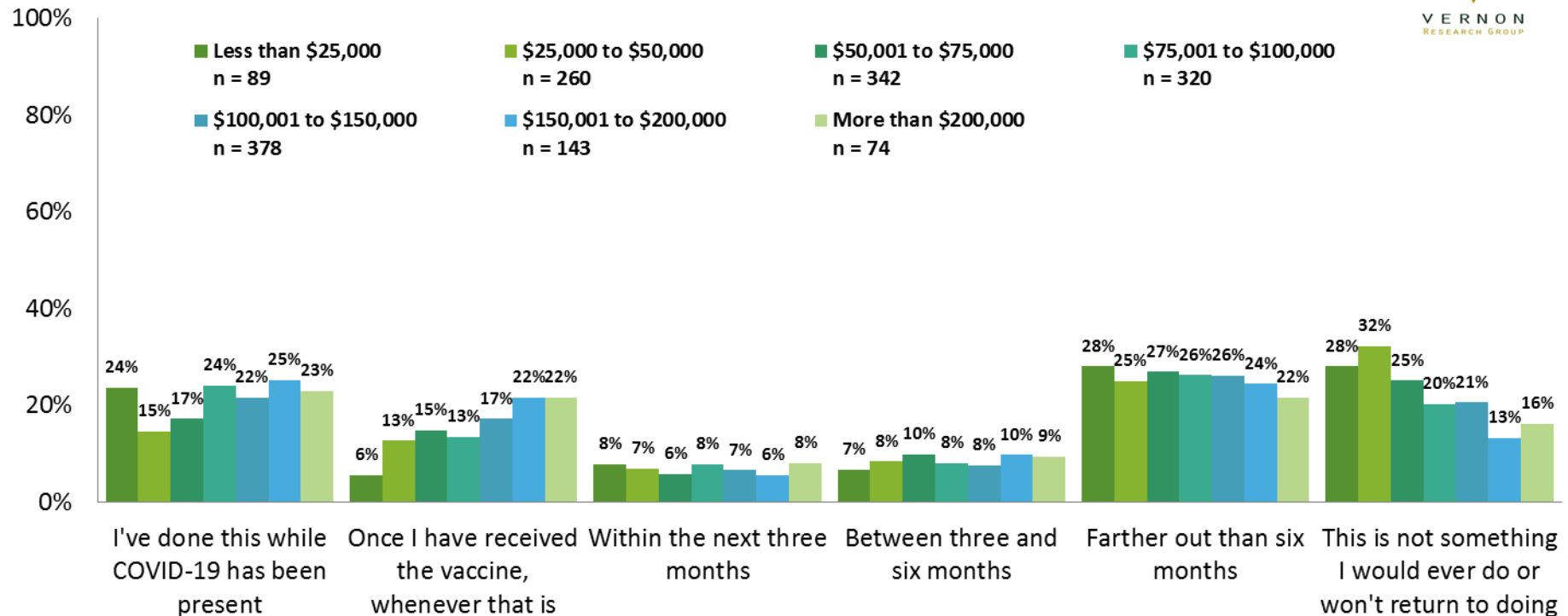
As household income increases, participants are more likely to have had massages while COVID has been present and are less likely to wait longer than six months.



Visit a fitness center or inside sports facility – by Household Income

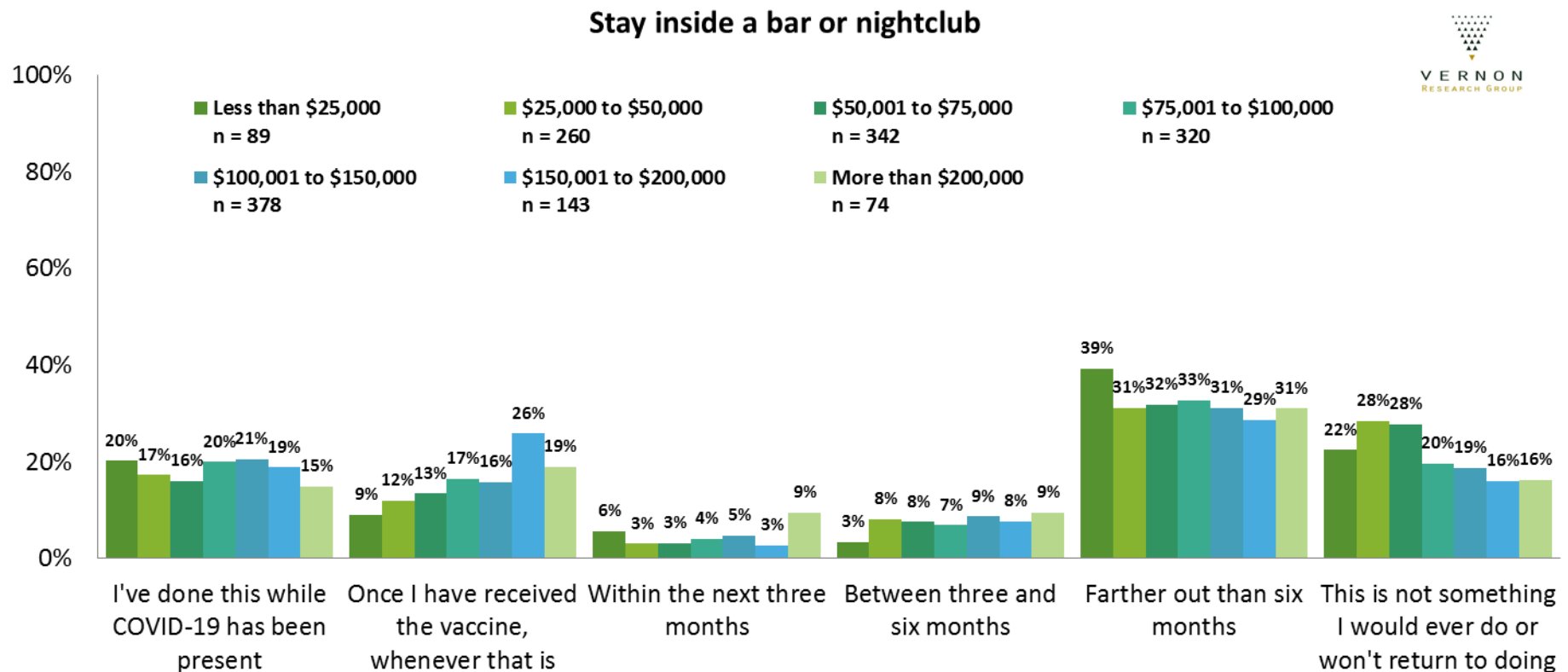
The larger household income was, the more likely participants were to wait to be vaccinated to visit a fitness center, but the more likely they were to visit at some point.

Visit a fitness center or inside sports facility (e.g., YMCA, trampoline center)



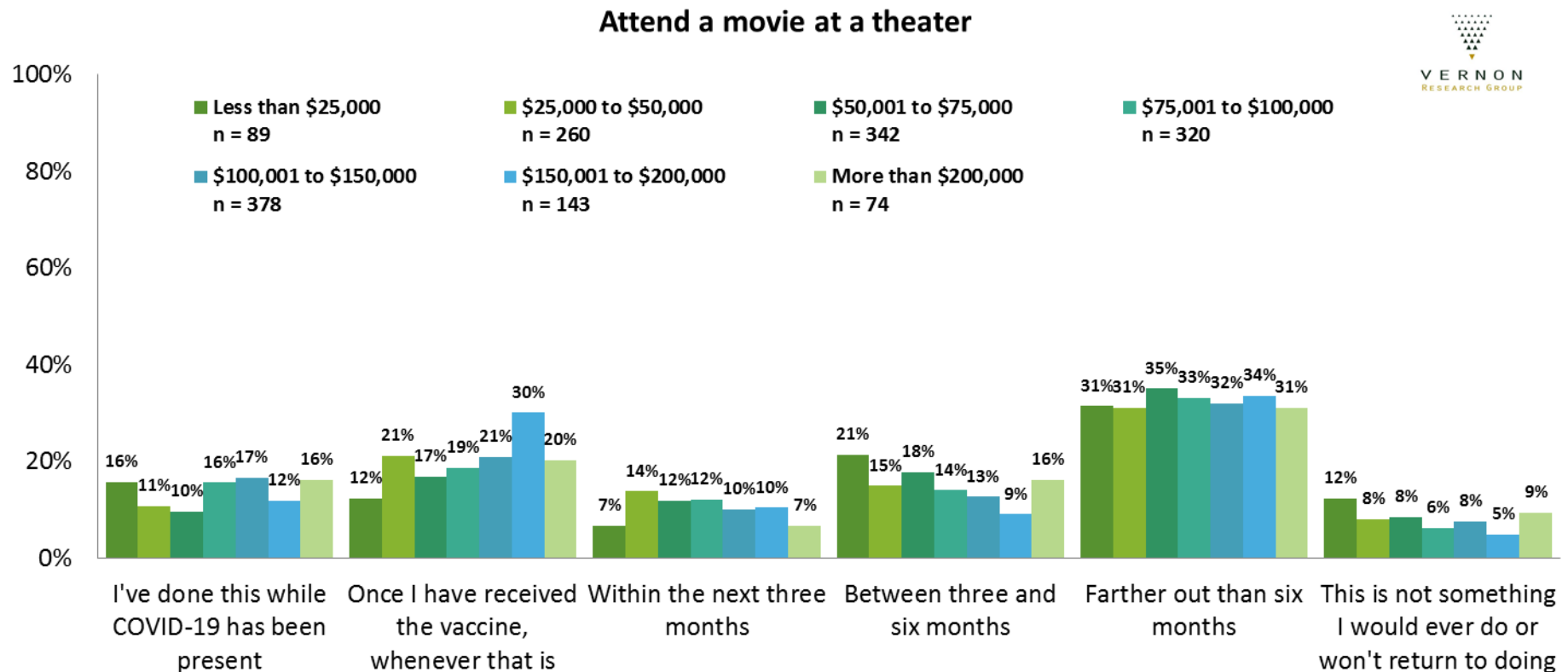
Stay inside a bar or nightclub – by Household Income

The larger household income was, the more likely participants were to wait to be vaccinated before staying inside bars/nightclubs.



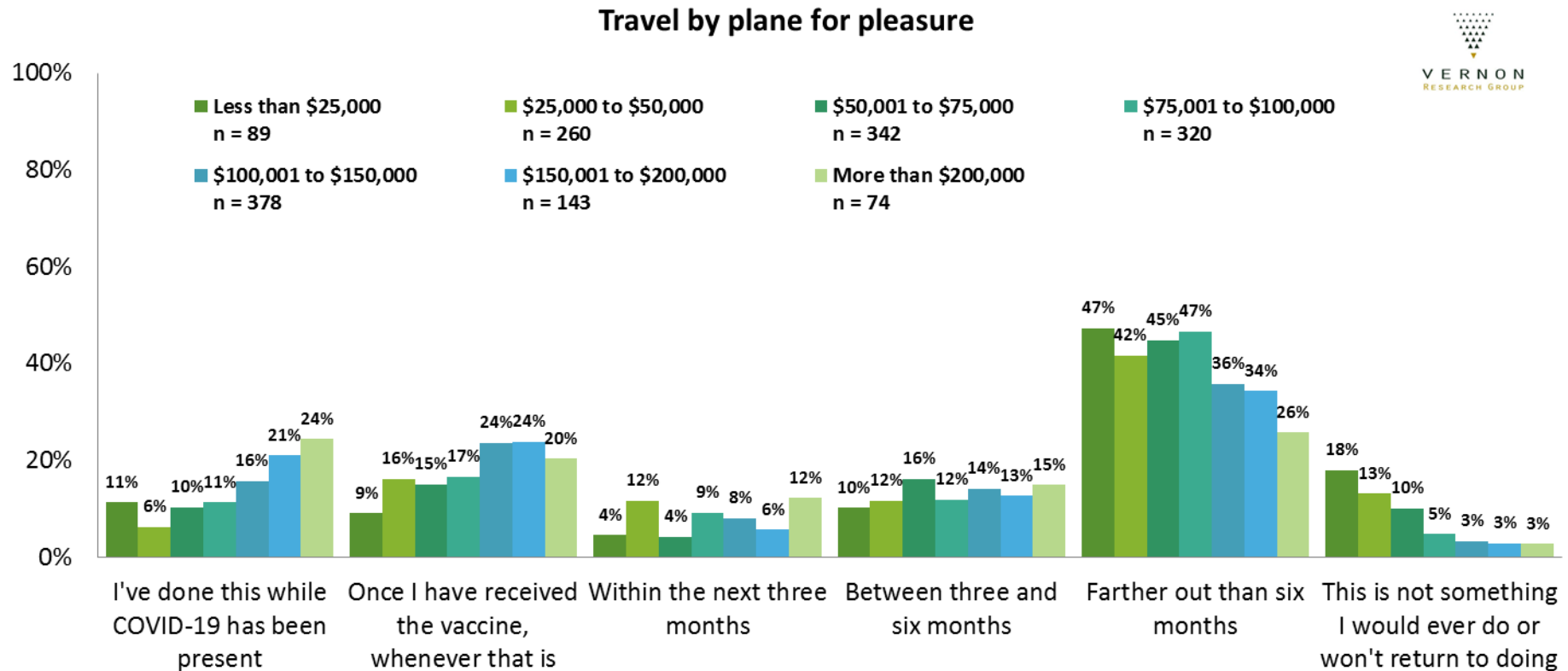
Attend a movie at a theater – by Household Income

There were no statistically significant differences based on participants' household incomes for attending movies in theaters.



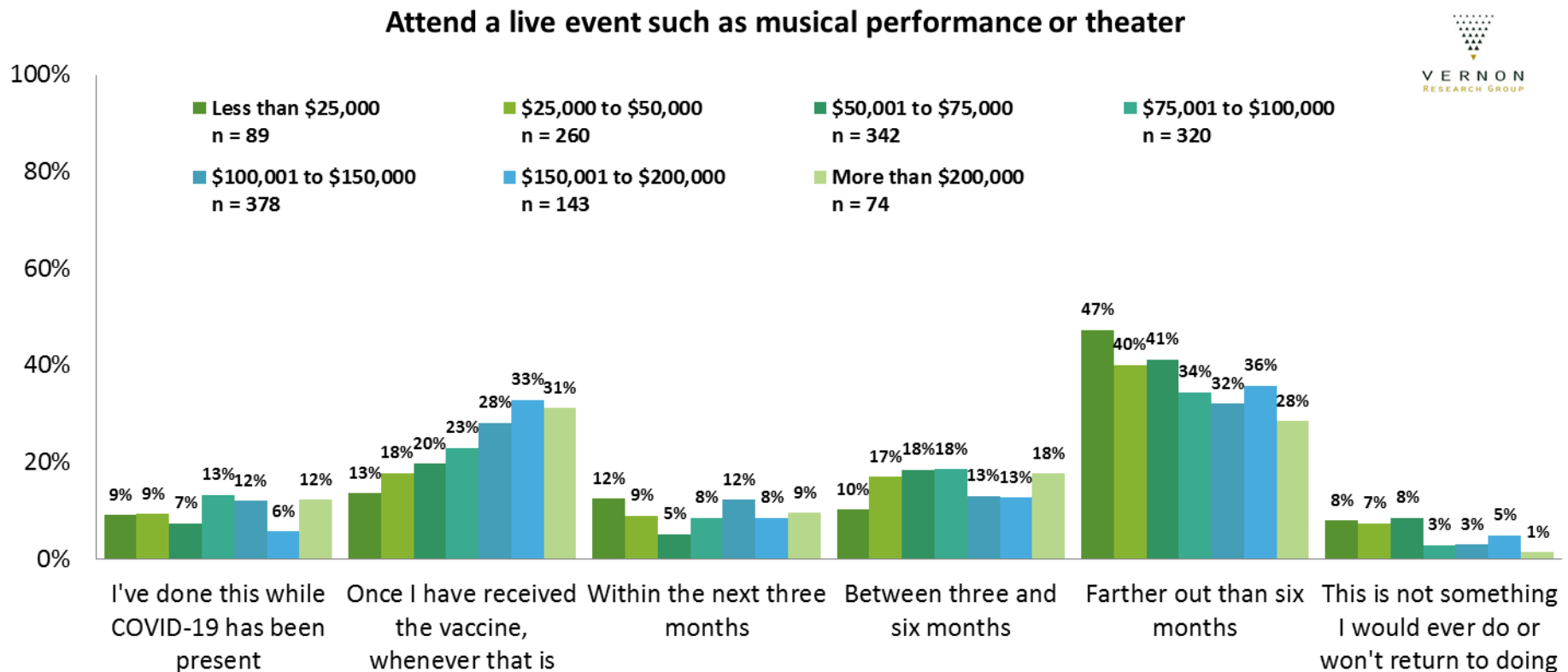
Travel by plane for pleasure – by Household Income

As household income increased, participants were more likely to have traveled by plane for pleasure while COVID has been present, be more likely to wait for vaccination, be less willing to wait more than six months, and are more likely to travel at some point.



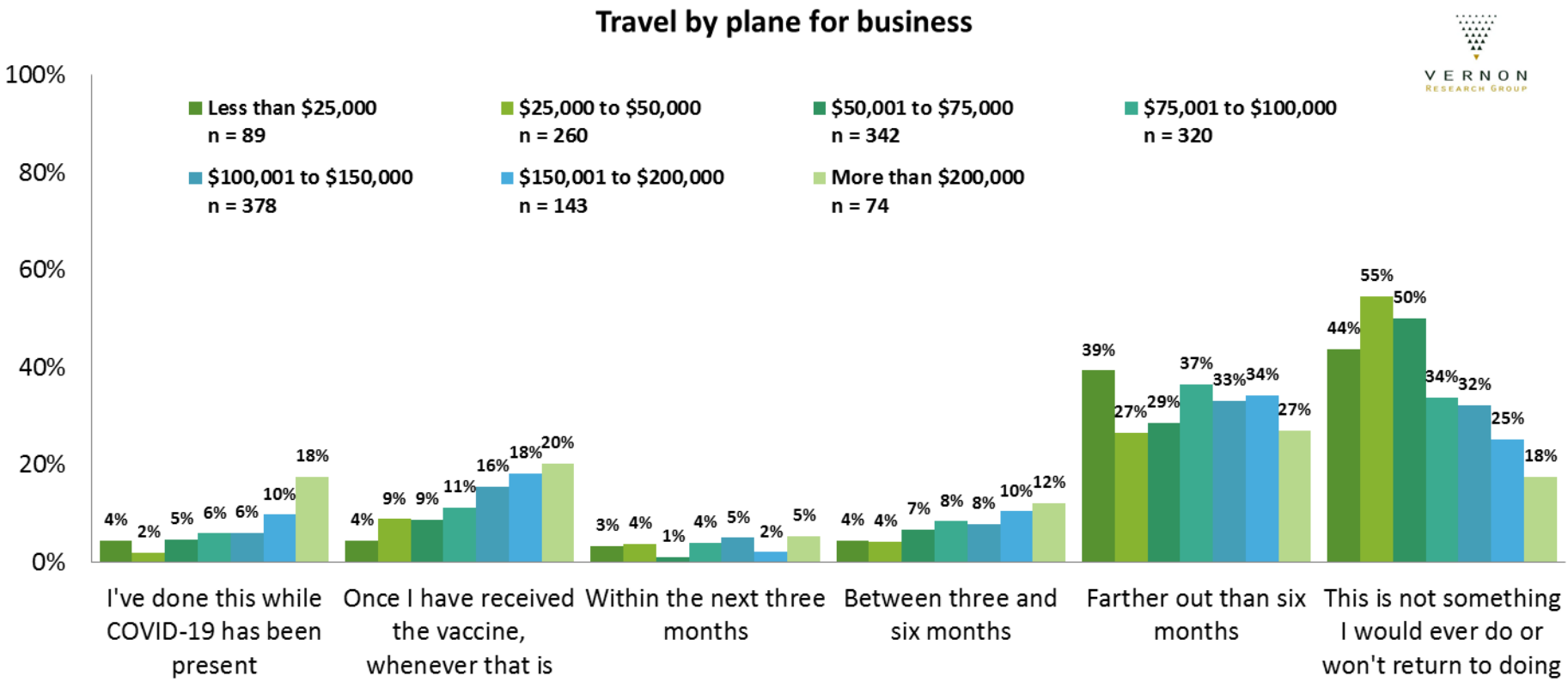
Attend a live event such as musical performance or theater – by Household Income

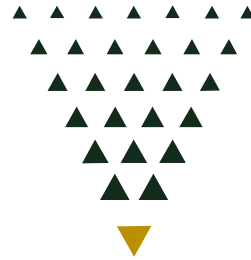
As household income increases, participants are more likely to wait for vaccination to attend live events and are less willing to wait more than six months.



Travel by plane for business – by Household Income

As participants' household income increases, they are more likely to have traveled by plane for business while COVID has been present, are more likely to wait to be vaccinated, and are more likely to travel at some point in the future.





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