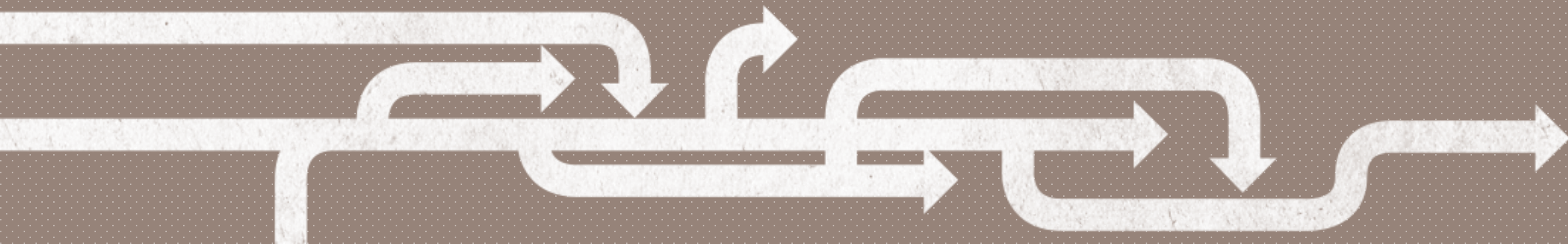




Looking *Through the Keyhole* during COVID-19

Lux Insights | August 2020





No matter how unpredictable and divergent the world may seem, we are all still connected in how we *act*, *feel*, and *think*. Driven by our own curiosity, we, Lux Insights, wanted to tackle the more intimate questions about COVID-19: *how have people's relationships with themselves, their loved ones and their community, changed during this time?*

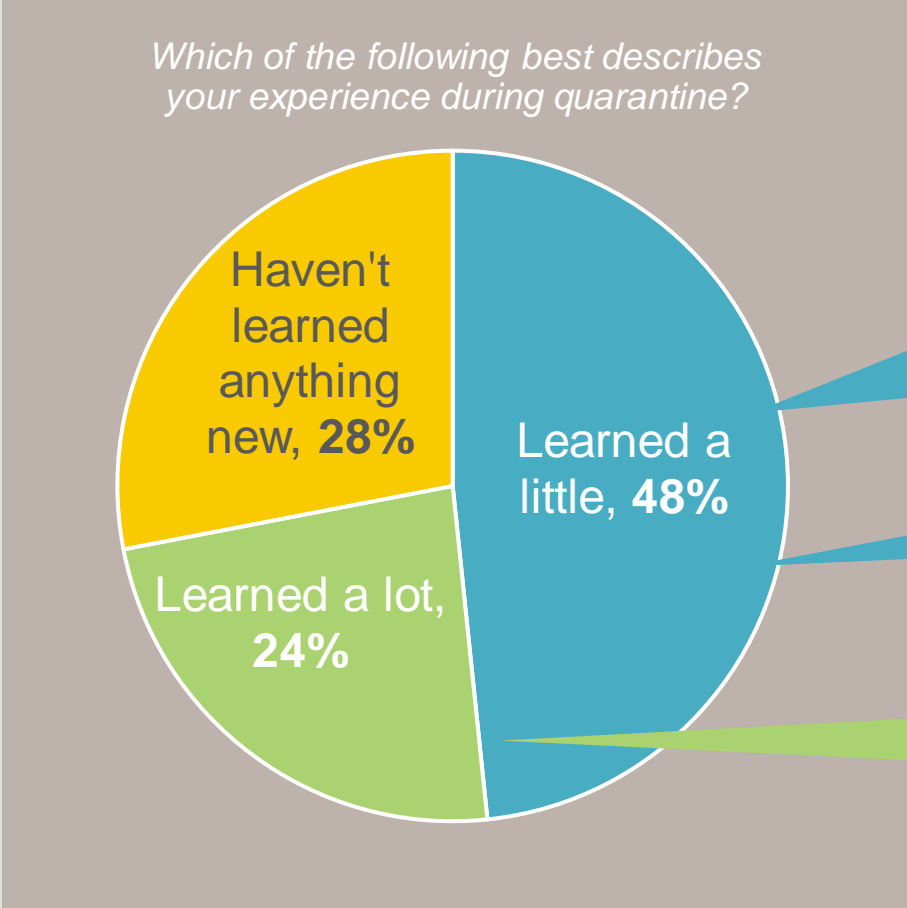


Partnering with the world's largest first-party data and insights platform, Dynata, we set out to gain a deeper understanding of what happens behind closed doors during this pandemic, as if we peered '*through the keyhole.*'



We surveyed 1,645 Americans and Canadians in early June, as reopening was beginning to occur across the U.S. and Canada. We are excited to share with you these findings after speaking with individuals from a wide range of ages, regions and socioeconomic backgrounds.

Learning more about ourselves has been a valuable, shared experience of quarantine



What have you learned about yourself during quarantine?

"I have learned that I need to be less judgmental and show more empathy to others. I have also learned that I am strong and independent."

"I have learned I am not a stay at home person."

"I've learned how to be a better mom to my one-year old son."

We are searching for meaning and connection through a variety of channels



Conversations

Our desire to find meaning and connection has only been amplified during the pandemic.

4-in-10 of us agree that they have been having more heartfelt conversations during this time.



Friends

Half (51%) of us agree that communicating with a close circle of friends became more important, compared to nearly 2-in-5 (38%) for a wide circle of friends.



Social Media

We often turn to social media to communicate during times of isolation, but not as much as you might think.

Only 2-in-5 (42%) of us agree that they have communicated through social media more.



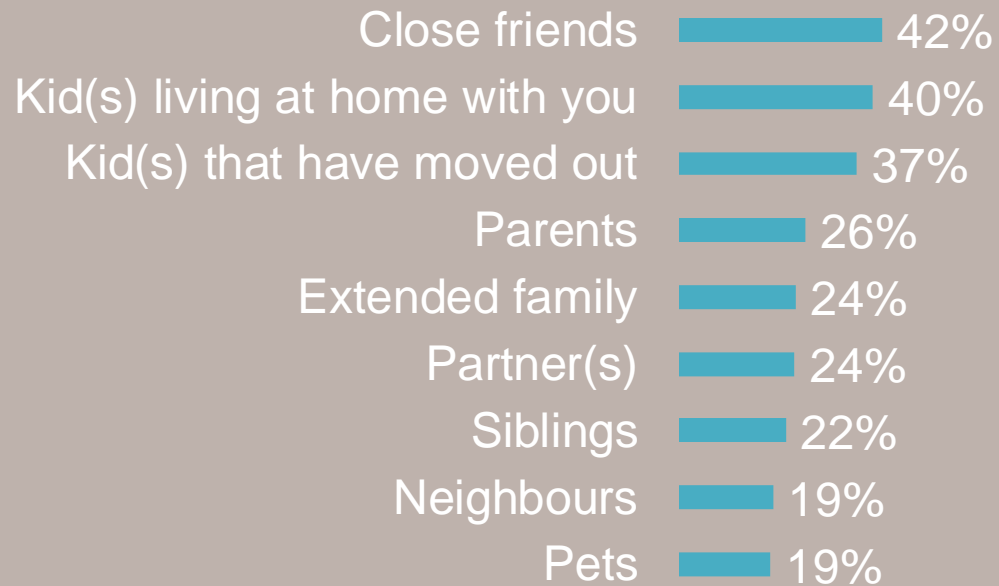
Self-Reflection

Isolation has given us greater opportunity to discover ourselves and find meaning within.

1-in-2 (50%) of us agree that they have become more reflective.

During quarantine, our relationships with close friends and kids changed the most

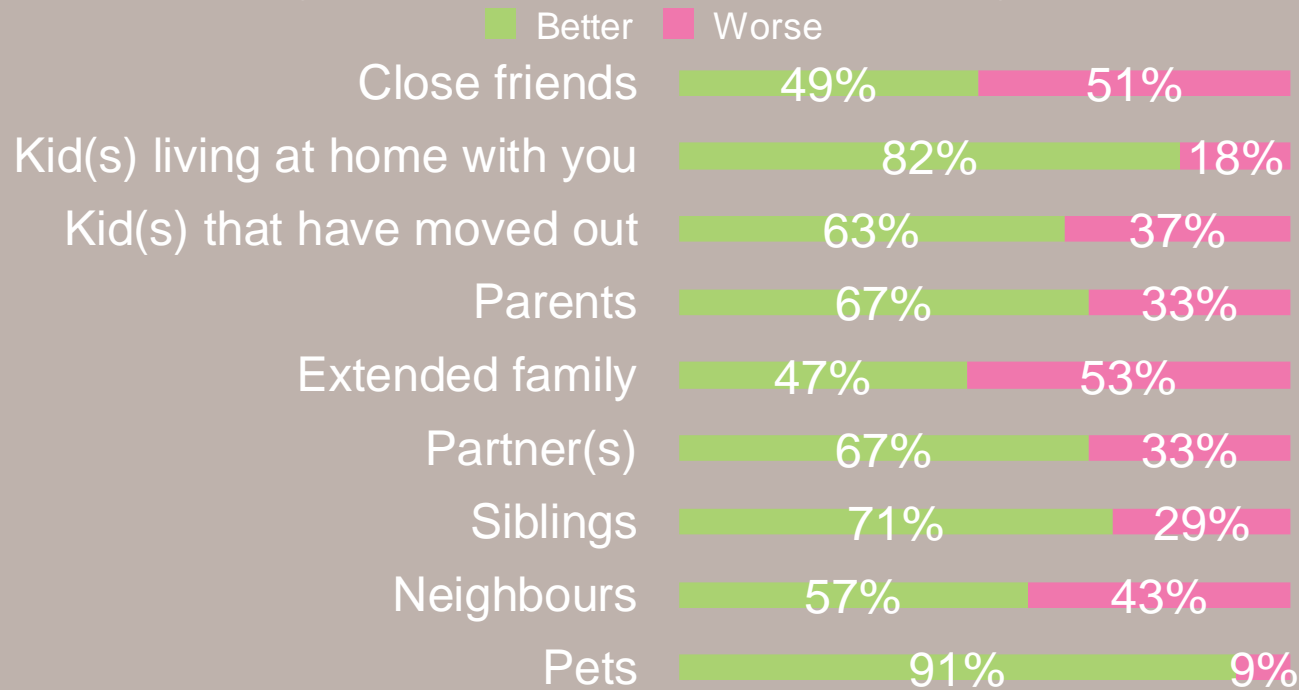
Which of the following **relationships** have **changed the most** for you during COVID-19, if any?
Rank up to 3 relationships that have changed the most.



Contrary to what we may expect, quarantine has not changed our relationships with partners as much as other close relationships.

Most of the relationships that have changed are for the better

Have these relationships changed for the **better** or **worse** for you?
Among those who say this relationship has changed.



When asked about how relationships have changed, *closer, better* and *together* frequently come to mind.



Dog owners are slightly more likely (93%) to express that their relationship with their pet has changed for the better compared to cat owners (88%).

In addition to our relationships, our behaviours have shifted, especially how much we eat

We'd like to learn more about your routines and habits during quarantine – to what extent do you agree or disagree with the following?

I have been....



We are finding more comfort in food, though this is not necessarily balanced by more exercise.



Aside from makeup, personal grooming has not taken much of a backseat in quarantine, suggesting basic routines are essentially the same.

'Guilty pleasures' have also found their way into our new normal

"I've been talking to myself a LOT more. Even outside."

"Even though I was working from home, I would sometimes pour a glass of wine while working!"

"I keep thinking about going out in the middle of the night when everyone is sleeping. I just want to feel free and not have to worry about encountering anyone."

"I had been staying in bed till noon and staying up till 3 to 4 in the morning."



"Sometimes I go to bed wearing my day clothes."

Over one-third (37%) of us have worn the same outfit for 3 days or more, while over half of us (53%) have been wearing pajamas/non-work attire when working from home.

Caution will linger even after social distancing restrictions are removed

On a scale of 1 to 10, with “1” being paranoid and “10” being carefree, when all social distancing restrictions are removed, which of the following will best describe you when you are out in public?

Paranoid



Carefree



No country or age group is more paranoid or carefree than another - Americans and Canadians across all ages would act similarly in a restriction-free world.



Those that are experiencing higher happiness during quarantine are more likely to be carefree in a restriction-free world, while those that have lower happiness are more likely to be paranoid.

Though we may not be ready for the new normal, we are keeping good spirits

We all agree that this year is unprecedented, unbelievable, and not a force to be reckoned with.

When asked to submit a meme best describing 2020, we did not hesitate in making our feelings known.



me after hearing someone cough on my \$8 round trip flight to italy



We aren't leaving this challenging time empty handed - there are lifelong learnings

"It's important to force myself to be in social situations even if I may not want to. I've missed times I took for granted."

"I have learned that I need to give more time to the people in my life after COVID in order to maintain healthy relationships."

"Friendships are the cornerstone of mental health."

"I've learned my friends are more valuable than I already thought they were. I'll be more appreciative of the circle I'm part of."

Even if we could give our pre-COVID selves advice, it's rooted in gratitude and patience

"Enjoy relationships and friendships more. Also, be grateful for those days where you feel rushed and have to get up early."

"The best piece of advice I could offer is to learn patience."

"Take a deep breath, enjoy just staying home and reconnecting with yourself. Watch favorite shows, movies and don't worry if there is a bit of dust on the furniture. Bake, read, just enjoy the solitude."



Take time, patient, prepared, and enjoy emerge as common terms when asked to give advice to our pre-COVID selves. Optimism for the future and appreciation for the past are welcomed.

At the bare minimum, we leave with 1 great word or phrase to describe this time in history

“Toiletpapergate”

“Humanopause”

“Craptastic”

“Plague Inc.”



At the end of the day, how we act, think and feel have been found to be very similar across genders, ages, and regions in our research.



Peering *through the keyhole* into everyone's lives shows that we are all *humans*. We are all humans trying to figure this out together for the very first time. Although we may miss the past, we seem to be ready to move forward with a good sense of humour, self-awareness and a healthy dose of nostalgia.



As our world continues to evolve, let's carry on with positivity and kindness, and remember that we are no different than one another during these challenging times.

Stay safe and healthy everyone!

Thank you.

Lux Insights is an award-winning market research agency based in Vancouver, BC and Seattle. We drive informed change by challenging the status quo and making market research friction-free. We are the proud recipient of Qualitative Research Consultants Association's North American Quality Award for excellence and innovation in 2018 and Small Business BC's Best Employer Award in 2019. To learn more about Lux or contact us about our capabilities, please visit our website [here](#).