



# LBR Insight Self-Sponsored Qualitative Research on COVID-19

Coping Strategies & Habits

April 2, 2020



## Disclaimer:

**The following slides contain insights gathered from 30 participants located across the United States. Participants were between the ages of 18-62 and represent a mix of genders, races/ethnicities, household incomes and education levels.**

Please keep in mind that as a self-sponsored research initiative, LBR Insight kept the participants' screening criteria broad to capture a wide audience representative of the general population. Their behaviors and attitudes prior to COVID-19 were not asked.



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# Coping strategies and habit-related questions that were asked to participants:

1. How have you been coping or dealing with being indoors for long periods of time?
2. How, if at all, have you been using technology to connect with others?
3. What, if any, platforms/websites/apps do you find yourself using at this time?  
*Please list specific apps.*
4. What ways (creative, practical or otherwise) are people in your community using to stay connected?



**To create a sense of normalcy during the pandemic, people have merged their reliance of technology with their need for social interaction.**

# While physically apart, technology has allowed people to stay and feel connected

*“Technology has helped a great deal with connecting with others, especially when it comes to friends and family, who you need the most during times like these.”*

Apps and teleconferencing platforms are allowing people to have some semblance of normalcy



*Apps and platforms are used to:*

Connect with  
friends & family

Stay informed

Continue with life as it  
was

Find forms of  
entertainment

**Interestingly, some are *more connected* now than they were prior to the outbreak:**

*"We've been texting, using Zoom, and **trying to be intentional about talking in general.**"*

*"I am on Facebook and **making an effort** to like and comment on more posts so others **feel good about themselves during this hard time.**"*

# However, the emotional load of COVID-19, and the guidelines put in place, are slowly taking a toll on people's emotions

*"The first thing that comes to mind is the rate at which information changes on a daily basis. Every day I wake up to a major development in how the virus has progressed, how that affects the function of day-to-day life, and what I should worry about."*

The continued isolation and changing/misinformation about the virus is creating **fear, anxiety and frustration** for our participants.

*"It is absolutely **frightening** and so very scary. I'm so afraid of coming down with it."*

*"It has been very hard because I am used to being outside for work and school. I get **anxious** being in the house all day."*

*"I work as a crisis counselor and a lot of people mention **anxiety** during our conversations. The situation and spread of the virus is out of people's immediate control which causes a lot of stress and worry in many individuals."*

*"Being indoors and dealing with staying inside has really affected me mentally. As a human being, I am used to being outdoors and living my life to the fullest. However, being inside **makes it feel like my life is on hold or someone has control over my life.**"*

*"At first, I was okay and knew it was mandatory and understood it. And I still do, but I feel as though I'm ready to jump out of my skin. **It has made me so edgy.**"*

# Some are utilizing exercise, routine and fresh air to combat the confines of isolation

Creating normalcy provides a sense of calm and productivity that allows respondents to more actively cope with the unprecedented situation the world has been thrust into.

Exercise has been important for many, who have appreciated the ability to use apps/platforms to connect with instructors.

*"My meditation community is connecting and having sessions through the Zoom app."*

*"I've participated in many fitness live-streams through their private studio's website."*

*"I am still working out but instead of the gym, I have free weights and resistance bands to do in front of my smart TV playing YouTube workout videos."*

Others created a new routine in order to use their time most effectively.

*"I reinstated my meditation practice, have started reviewing indoor exercises including yoga and isometrics, and started using my indoor bike."*

*"I figure there is no better time to get in shape. I also have doubled the amount of time that I pray and read scripture."*

*"I have been doing a lot of organizing and cleaning in my house."*

Taking a break from their day and removing themselves from work or homelife with a short walk has allowed them a quick reprieve.

*"I work from home and am already indoors a lot of the time. However, I've actually been more mindful about taking walks since I'm not running errands or kids to/from activities like I usually do."*

*"Getting outside for walks and bouts of fresh air and sunshine as much as possible."*

A few have  
turned to  
scheduling  
personal or  
social  
interactions to  
stay connected



*“I am even **scheduling time with friends** the way one typically schedules meetings.”*

*“I have done video calls with my sister and niece to **feel connected even though we live far away.**”*

*“My fiancé and I are now apart due to the coronavirus, and so everyday we try to **make time to do something together;** and that something is watching movies.”*



# There is a big divide between using this time to recharge, and not having enough time to yourself

During isolation, some are catching up on household chores or unwinding from a busy lifestyle.

*“Doing a lot of home improvement. texting a lot watching movies.”*

*“I have also been doing a lot of organizing and cleaning in my house.”*

*“Facetime my mom while I am cooking and cleaning for company.”*

*“Watching TV, working remotely from home and taking naps and sleeping resting much more than usual.”*

Yet some parents are struggling to keep their children constantly occupied

*“I have been keeping myself and the kids very busy with activities, crafts, schoolwork etc., and still getting outside.”*

*“I am in the house with 6 children, not much time to be bored, mainly focused on entertaining the kids, keeping them from destroying the house, taking them for walks around the block, playing in the back yard, and doing the activities their teacher sends for them.”*

**One mom joked there should be a Zoom class for moms to stay sane.**

*“I wish like my kids in school there was a Zoom for moms that will keep us sane with kids and husband at home. (lol)”*



# Luckily, communities and neighborhoods have developed creative ways to communicate, whether through practical or technic means

## Wellness checks & news

*“Many are transforming **Nextdoor.com** into a resource to help those with limited mobility, time and/or resources, as sort of a community grapevine. Very heartening.”*

*“People in my community, like myself, are using **Next Door app** to have a practical way to find out about all the doings in my city. It’s a very popular way for all of us to get informed and communicate.”*

*“They’ve also been communicating with each other using **Ring (doorbell)** and email.”*

## Source of activity

*“Community and schools posting updates online for fun activities that the entire family can enjoy.”*

*“Using videos and social media to do challenges like exercise and other activities for kids.”*

## Source of sanity

*“I’ve seen a lot of people doing virtual happy hour and dance parties.”*

## Source of positivity

*“Kids out in the driveway writing chalk messages to the neighbors and giving words of encouragement.”*

*“Notes for postal workers and delivery drivers and messages for truckers as well thanking them and leaving snacks and such out for them at this time.”*

*“Just wave with the neighbors.”*

## Video Diary Study tracking the impact of COVID-19

*LBR Insight is also conducting video diaries to track some of our most requested audiences' feelings and behaviors during the COVID-19 pandemic and the effects of the social isolation measures that are currently in place.*

**[Week 1 Video Link](#)**

**[Week 2 Video Link](#)**

***Stay tuned for more insights!***



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