



COVID-19 NEW JERSEY CONSUMER SENTIMENT ANALYSIS

Advance Insights Research
In-market: June 8 - June 17, 2020



- **EXECUTIVE SUMMARY**
- **METHODOLOGY & RESPONDENTS PROFILES**
- **ANALYSIS**

EXECUTIVE SUMMARY

Consumers deferred spending due to the COVID-19 crisis. They indicate they will return to spending and activity over the course of the balance of the year and at different frequency levels. Activities related to physical wellness that have been postponed will be amongst the first to be undertaken.

Among Survey Respondents:



58%

Are planning on seeing a non-emergency doctor either within the next week or after social distancing is lifted



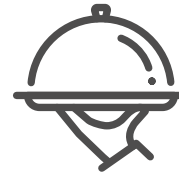
95%

Deferred a trip to the dentist due to the crisis



56%

Are planning on seeing a dentist either within the next week or after social distancing is lifted



85%

Will return to eating in a crowded bar or restaurant, although frequency has declined with the most popular answer moving from once per week to once per month



27%

Are not planning a large purchase within the next year, while 36% are planning a large purchase within the next three months

> From a trust perspective people are looking to medical experts to tell them when it is safe to return to normal activity and are focused on delivery of a vaccine as an indicator of safety.

METHODOLOGY & RESPONDENT PROFILES

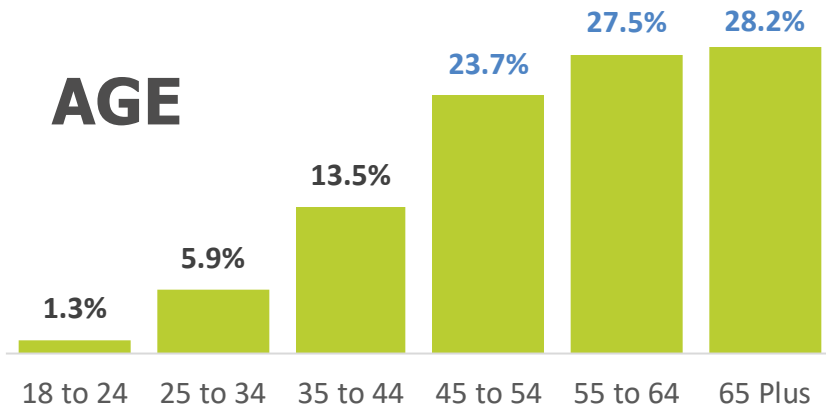
A 16-question survey, centering around behaviors, purchase plans, and trust was sent to 2,560 Advance Insights panelists in New Jersey between June 8 – 17, 2020. Respondents were largely older, white, females and Democrat.

RESPONDENTS:
557
(Projected to New Jersey)

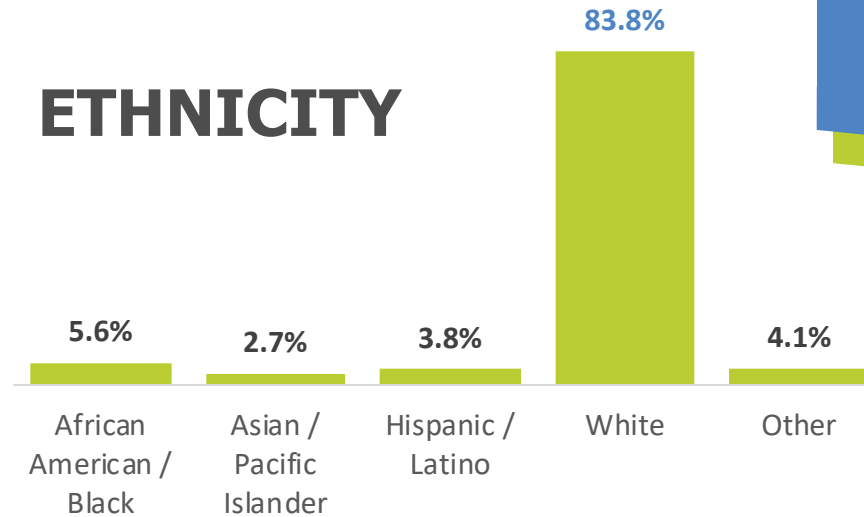
SURVEYS SENT:
2,560

RESPONSE RATE:
21.8%

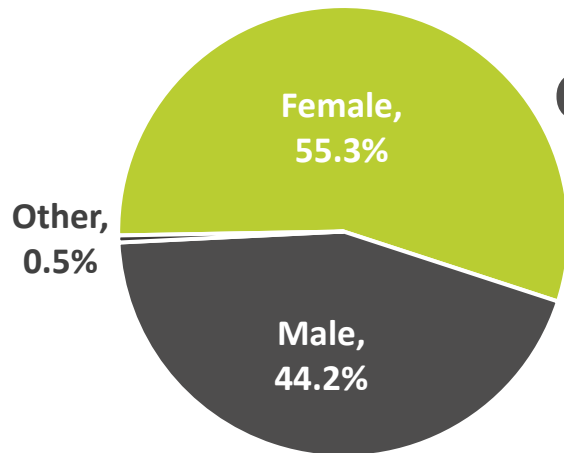
AGE



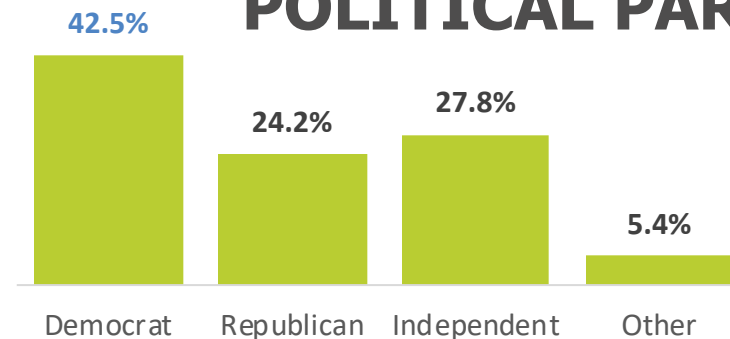
ETHNICITY



GENDER



POLITICAL PARTY



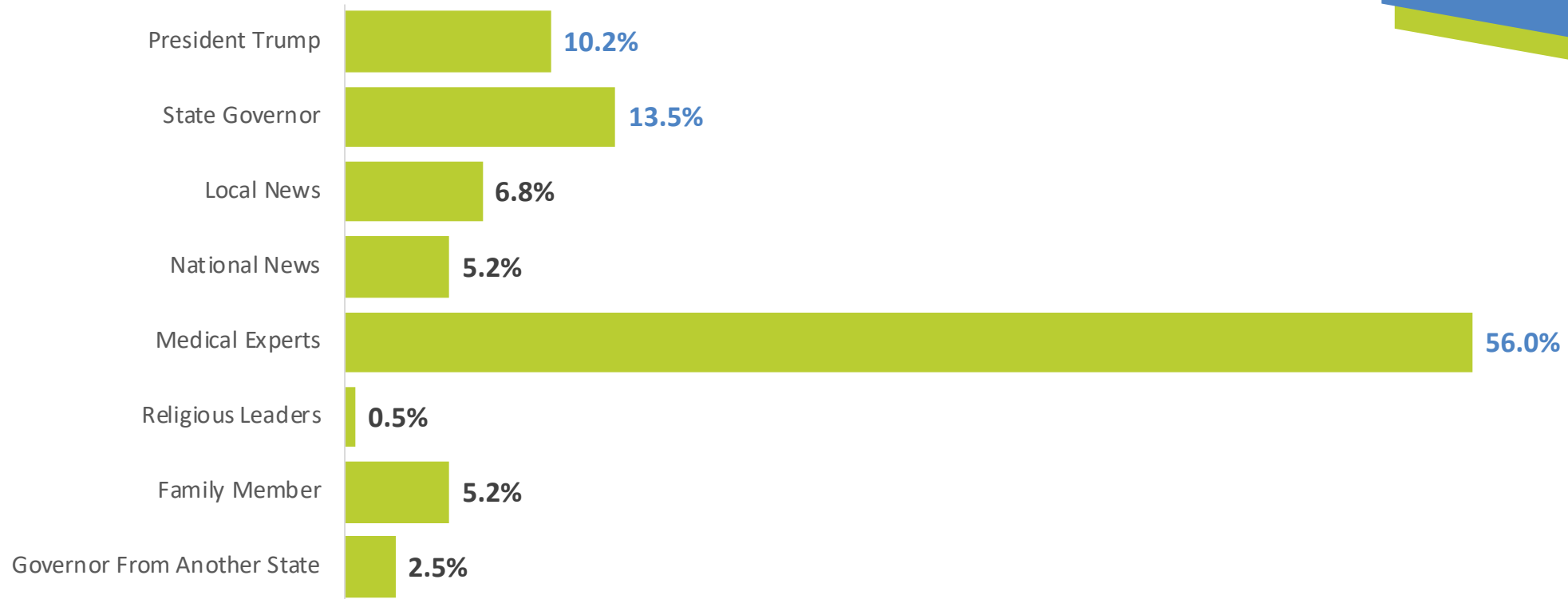
ANALYSIS: TRUST FOR INFORMATION

Overwhelmingly, survey respondents turn to Medical Experts for information about Covid-19. State Governor and President Trump stand at a distant second and third as the first source for information.

QUESTION #1:

Please rank the top 5 people whom you trust for information related to Covid-19.

Ranked as First Source for Information



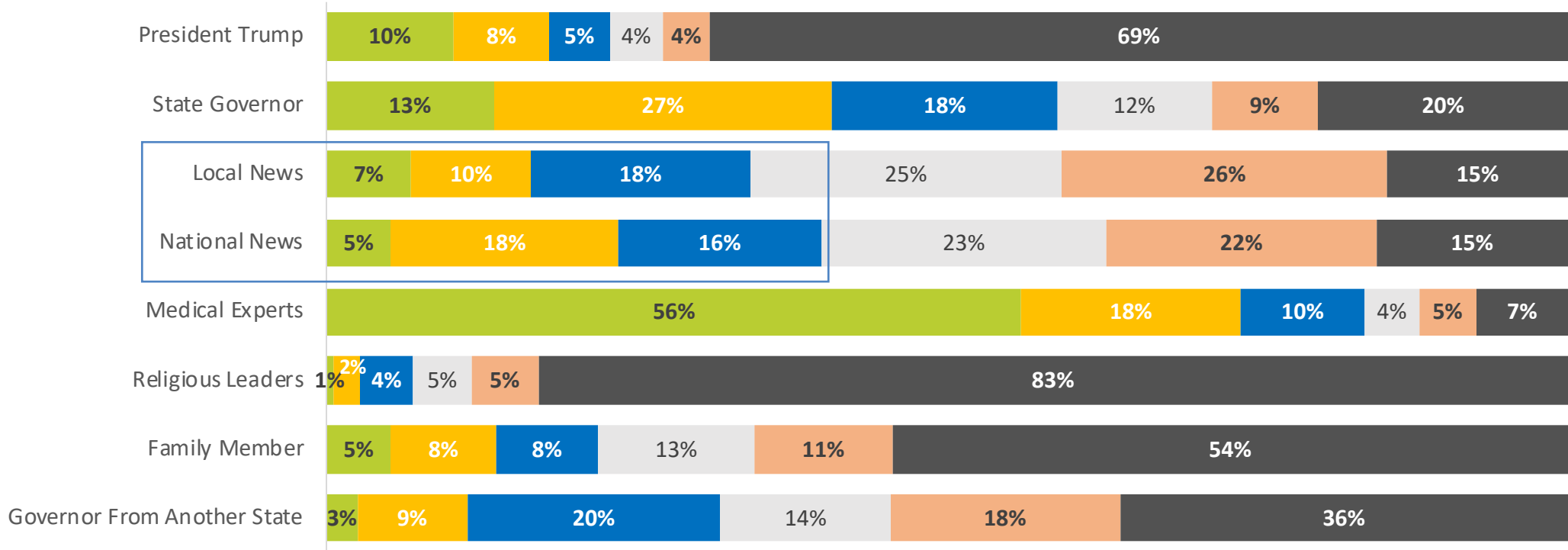
ANALYSIS: TRUST FOR INFORMATION

35% to 40% of survey respondents list National news and Local news sources within the top 3 of their trust for information rankings.

QUESTION #1:

 Rank the top 5 people whom you trust for information related to Covid-19.

● Ranked 1
 ● Ranked 2
 ● Ranked 3
 ● Ranked 4
 ● Ranked 5
 ● Did not answer

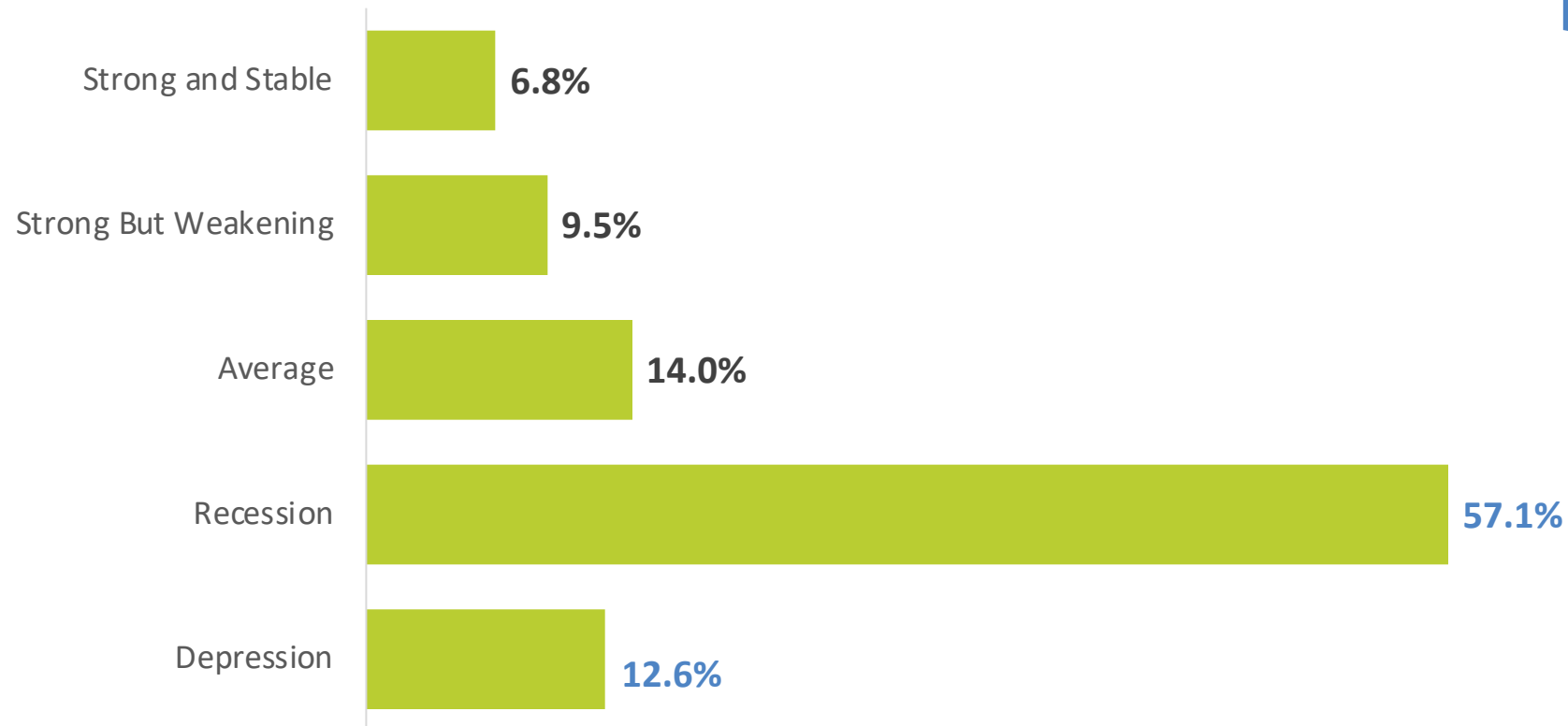


ANALYSIS: CURRENT STATE OF THE US ECONOMY

70% of participants believe the US economy is in a state of Recession or Depression, while only 16% believe it is strong.

QUESTION #2:

.....
In your opinion, what is the current state of the US economy?



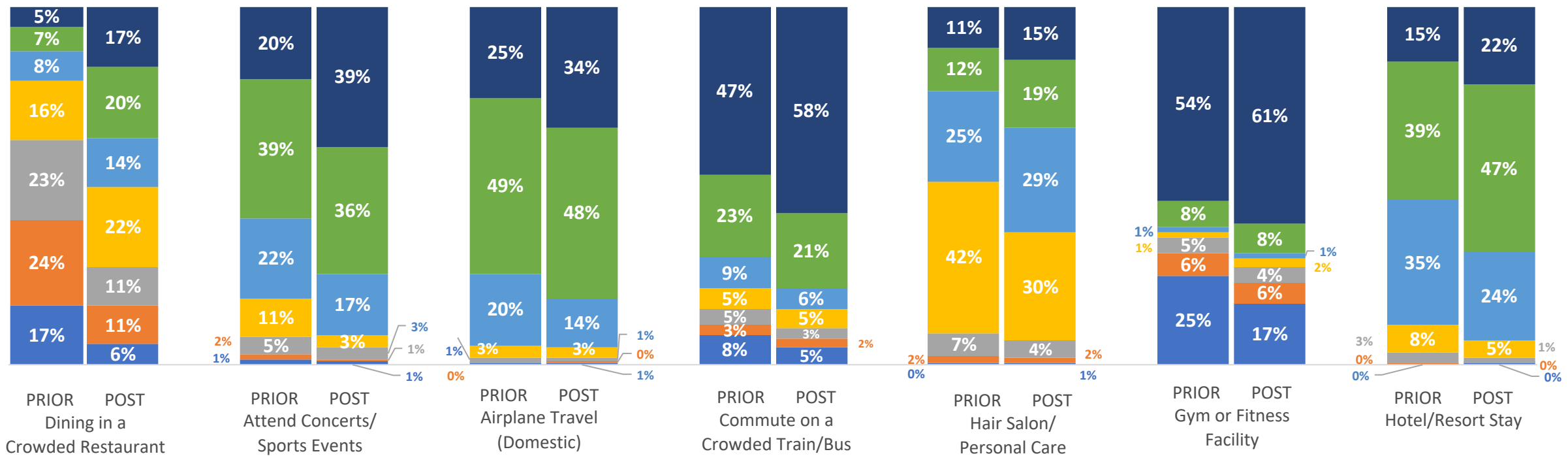
ANALYSIS: PRIOR AND POST COVID-19 BEHAVIORS

While people are planning on continuing to do many of the activities that they did before the crisis they are planning on doing them less frequently.

QUESTIONS #3 & #4:

How frequently did you do each activity **PRIOR** to the COVID-19 crisis?

How often **POST** COVID-19?



ANALYSIS: PRIOR AND POST COVID-19 BEHAVIORS

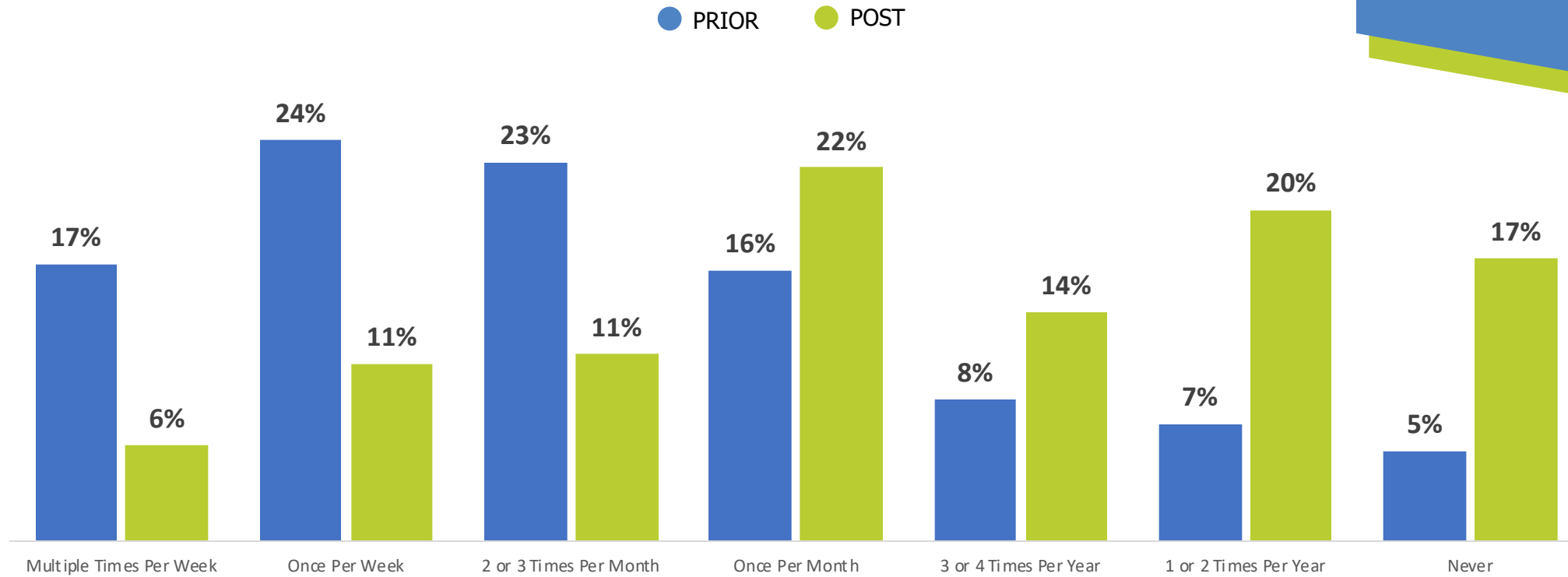
People are planning on returning to dining in a crowded restaurant or bar, but while the most common answer for Prior was once a week, it is now once per month.

QUESTIONS #3 & #4:

.....
How frequently did you do each activity **PRIOR** to the COVID-19 crisis?

How often **POST** COVID-19?

Frequency Dining In a Crowded Bar or Restaurant



ANALYSIS: PRIOR AND POST COVID-19 BEHAVIORS

People are also planning on returning to a Hair Salon or Spa with slightly less frequency. Once per month remains the most common answer, but 3-4 times per year is now just as common.

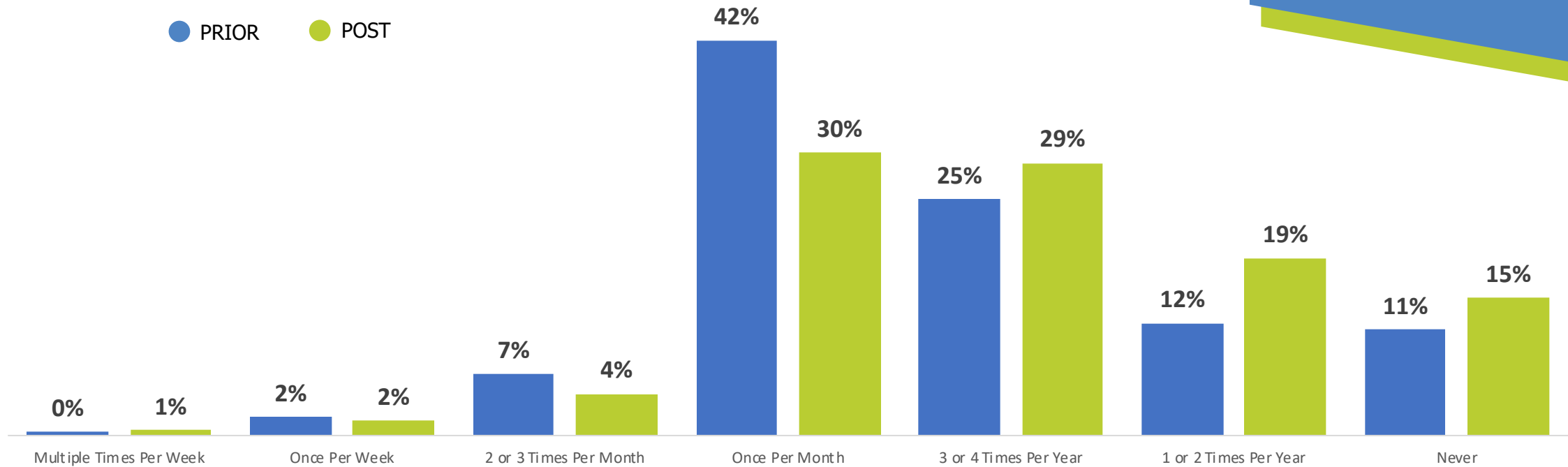
QUESTIONS #3 & #4:

.....
How frequently did you do each activity **PRIOR** to the COVID-19 crisis?

How often **POST** COVID-19?

Hair Salon Frequency

● PRIOR ● POST



ANALYSIS: PRIOR AND POST COVID-19 BEHAVIORS

The reduced frequency pattern also holds for hotel or resort stay with a decline in 3-4 times per year and a shift to only 1-2 times per year.

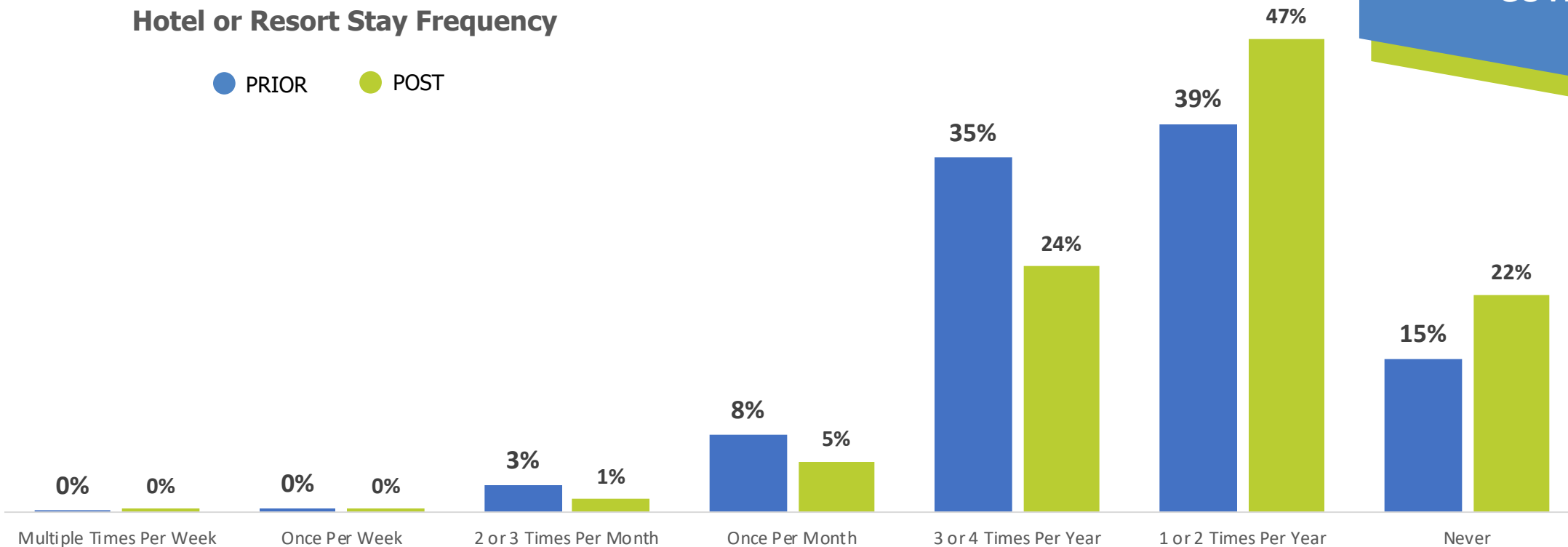
QUESTIONS #3 & #4:

.....
How frequently did you do each activity **PRIOR** to the COVID-19 crisis?

How often **POST** COVID-19?

Hotel or Resort Stay Frequency

● PRIOR ● POST



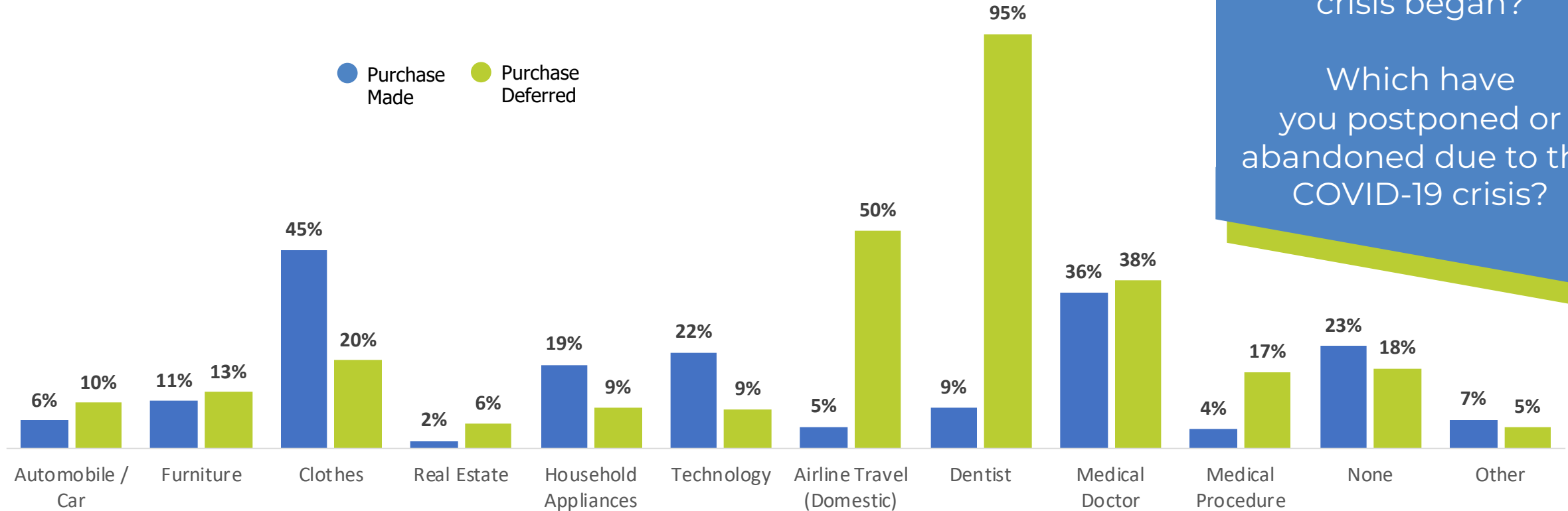
ANALYSIS: PRIOR AND POST COVID-19 BEHAVIORS

While some spend behaviors continued during the crisis, a lot of plans were deferred – most notable is that people bought clothes since the beginning of the crisis but have deferred a trip to the dentist.

QUESTIONS #5 & #6:

Which of the following have you purchased or which activities have you participated in since the COVID-19 crisis began?

Which have you postponed or abandoned due to the COVID-19 crisis?



ANALYSIS: RETURNING TO SPENDING & ACTIVITY

People are planning to get back to some activities particularly quickly – particularly relating to health care where over half of respondents are planning on visiting a dentist or a non-emergency Physician either within a week or after social distancing is lifted.

	Within The Next Week	After Social Distancing Is Lifted	After The Economy Improves	After My Income Returns To Normal	I Am Deferring As Long As I Can	I Am Not Intending to Purchase/Do
Automobile/Car	2%	4%	5%	5%	22%	62%
Furniture	2%	6%	6%	8%	18%	60%
Domestic Travel	4%	24%	6%	7%	32%	28%
House/Real Estate	1%	2%	4%	4%	8%	80%
Technology (e.g. Phone, Computer)	5%	4%	11%	7%	22%	51%
Clothes	16%	20%	12%	13%	21%	19%
Household Appliances	3%	8%	8%	8%	20%	52%
Visit a Dentist	13%	43%	4%	6%	24%	10%
Visit a Primary Care Physician or Specialist (Non-emergency)	16%	42%	4%	5%	21%	12%
Have an Elective Non-Emergency Procedure or Surgery	4%	11%	3%	3%	15%	65%

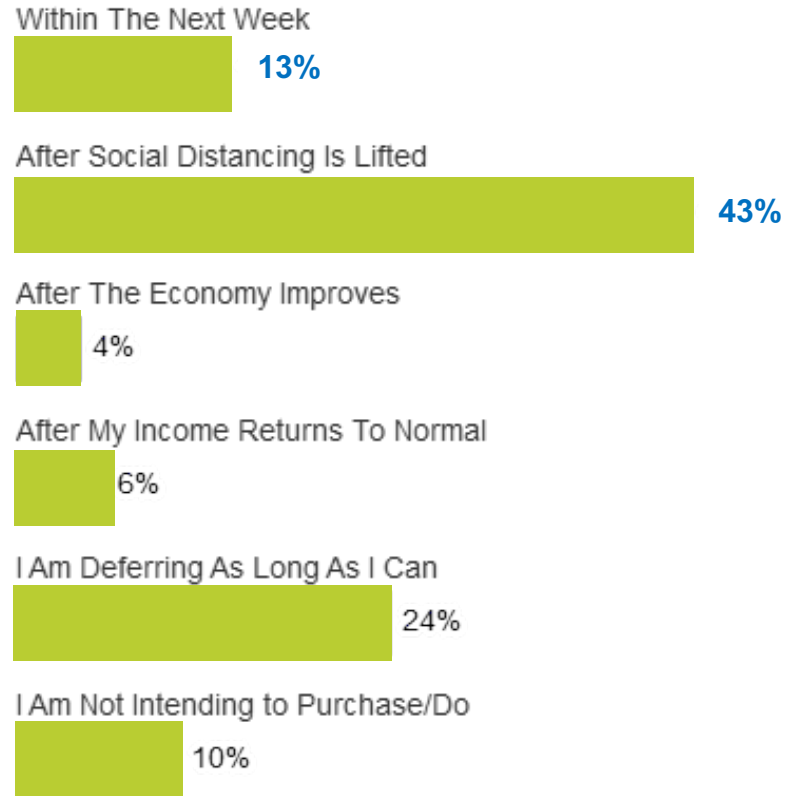
QUESTION #7:

.....
When do you intend to make the following purchases or return to the following behaviors?

ANALYSIS: RETURNING TO THE DENTIST

56% of respondents are planning on seeing a dentist either within the next week or after social distancing is lifted.

Visit a Dentist



QUESTION #7:

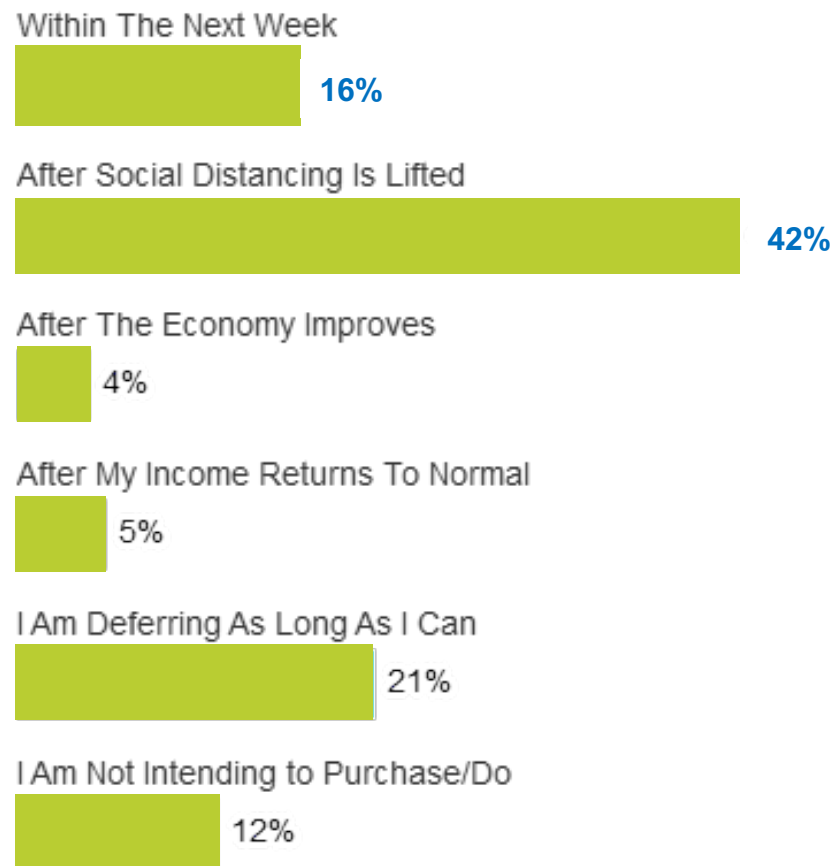
.....
When do you intend to make the following purchases or return to the following activities?

Only 10% referred to personal or broader economic factors in determining when to go back.

ANALYSIS: RETURNING TO THE DOCTOR

58% of respondents are planning on seeing a non-emergency doctor either within the next week or after social distancing is lifted.

Visit Primary Care Physician or Specialist (Non-Emergency)



Only 9% referred to personal or broader economic factors in determining when to go back.

QUESTION #7:

When do you intend to make the following purchases or return to the following activities?

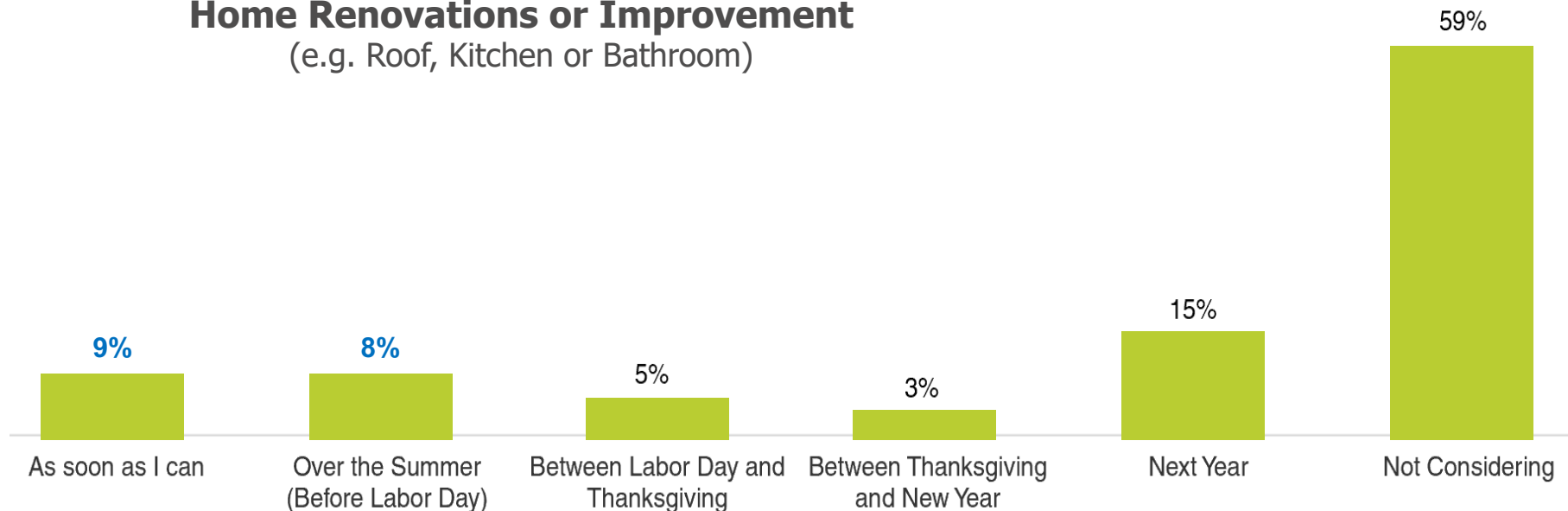
ANALYSIS: WHEN TO SPEND

Over 40% of respondents are planning on doing a home renovation or improvement including, 17% who are planning on doing one as soon as possible or over the summer.

QUESTION #8:

.....
When do you intend to make the following purchases or return to the following behaviors?

Home Renovations or Improvement (e.g. Roof, Kitchen or Bathroom)



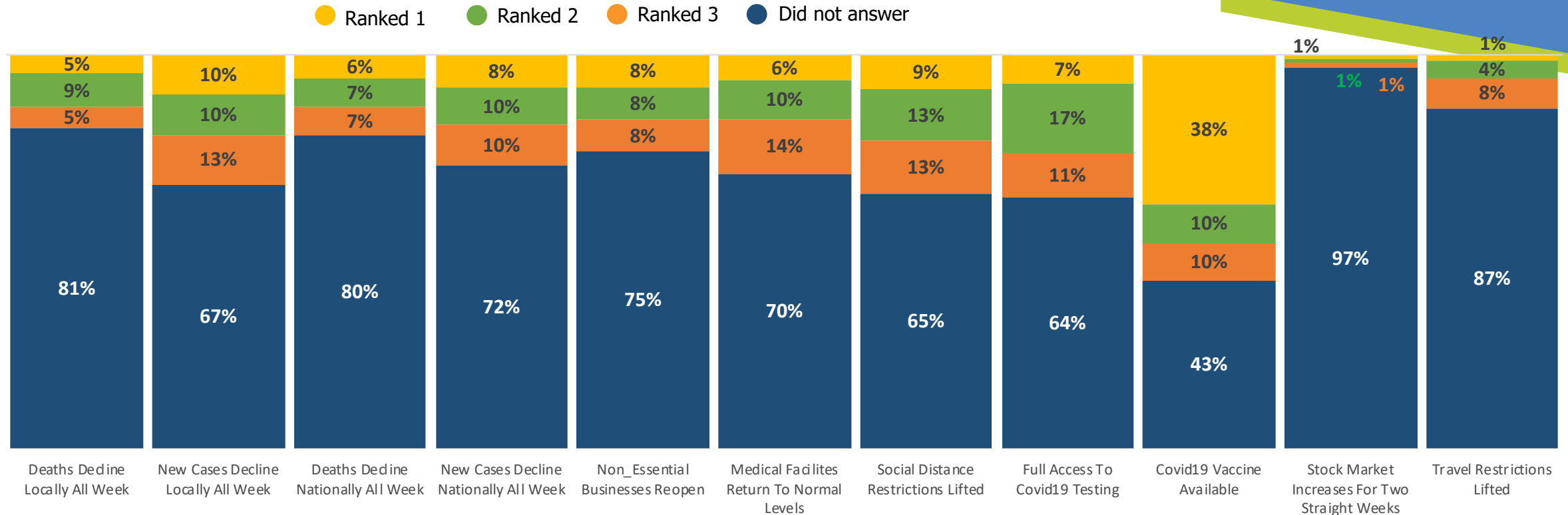
ANALYSIS: IS IT SAFE

While there was a broad range of sources selected, the most common source both for top and top 3 selection was development of a vaccine. The stock market was the least selected measure of safety followed by lifting of travel restrictions.

QUESTION #10:

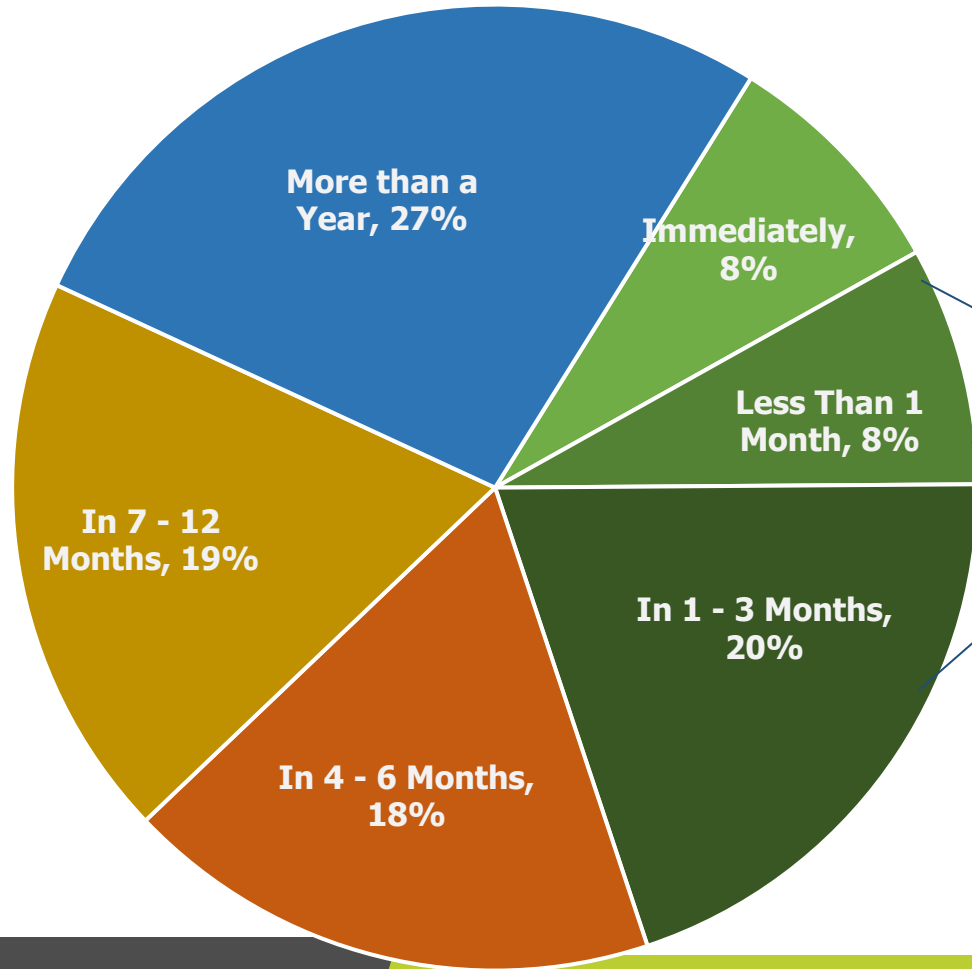
How will you know it is safe?

Rank the top 3 indicators it is safe to return to normal activities.



ANALYSIS: MAKING A LARGE PURCHASE

27% of respondents are planning on waiting more than a year to make a large purchase, while more than a third are planning on making a large purchase within three months.



36% planning to purchase within three months

- 8% immediately
- 8% less than one month
- 20% between 1-3 months

QUESTION #11:

.....
After the COVID-19 crisis is over in the US, how long will it be before you make a major purchase?

ANALYSIS: ANNUAL PASS

28% of people indicated that they would be more likely to travel domestically if they had access to an annual pass allowing them access to priority security and touchless entry.

● Less Likely ● No Difference ● More Likely

Attend a Sporting Event



Attend a Concert



Travel Domestically on an Airplane



QUESTION #12:

.....

If you had access to a subscription annual pass that gave you access to a priority security line and touchless entry, how would that impact your likelihood of doing each of the following?

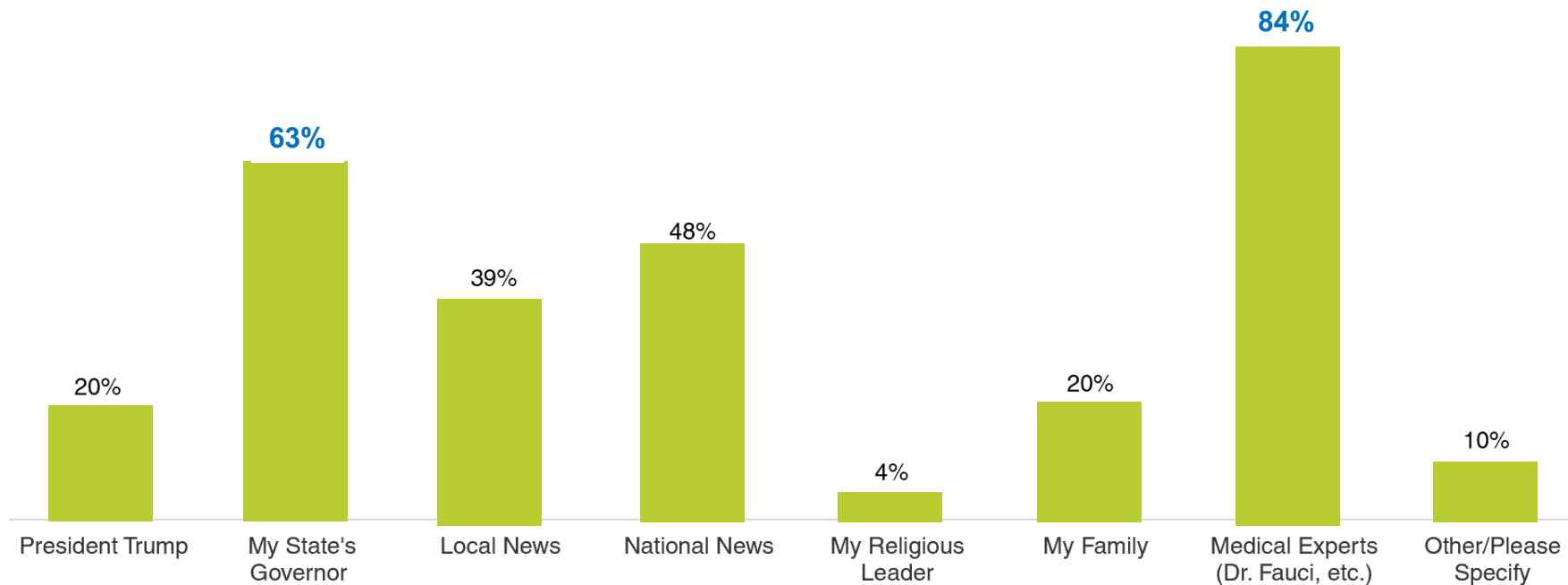
ANALYSIS: WHO IS TRUSTED TO SAY IT IS SAFE

When asked to select the top three sources to tell them it is safe, 84% of respondents selected Medical Experts and 63% selected My State's Governor.

QUESTION #13:

Who will tell you it is safe?

Select the top three sources that you trust to tell you that it will be safe to return to normal activity.





njadvancemedia.com