

**staten  
island**

**MEDIA  
GROUP**

**Staten Island Advance**  
**silive.com**

**COVID-19**  
**NEW YORK CONSUMER**  
**SENTIMENT ANALYSIS**

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



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

# EXECUTIVE SUMMARY

Consumers deferred spending because of the COVID-19 crisis but have indicated that 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.



56%

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



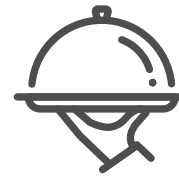
50%

Deferred a trip to the dentist due to the crisis



52%

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



25%

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.

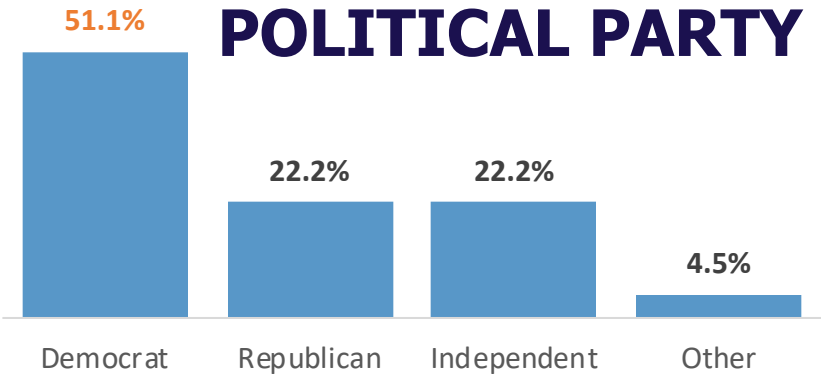
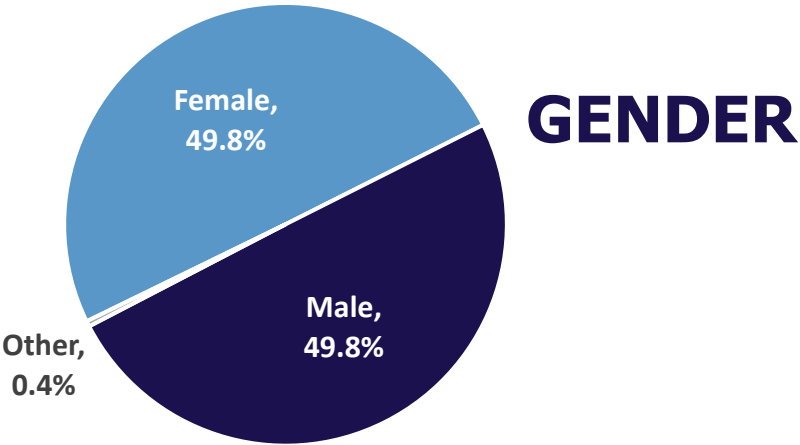
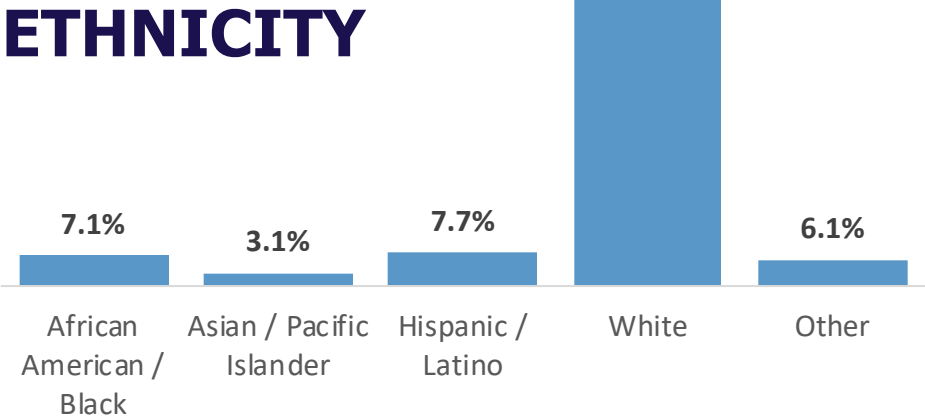
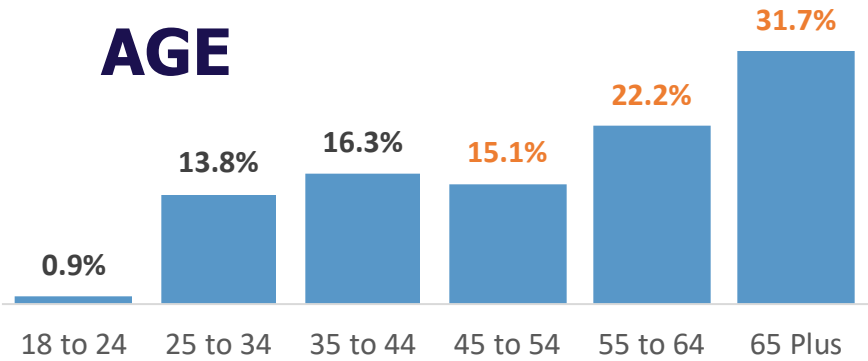
# METHODOLOGY & RESPONDENT PROFILES

A 16-question survey, centering around behaviors, purchase plans, and trust was sent to 1,312 Advance Insights panelists in New York between June 8 – 17, 2020. Respondents were largely older, white and Democrat.

**RESPONDENTS:**  
**325**  
(Projected to NY DMA)

**SURVEYS SENT:**  
1,312

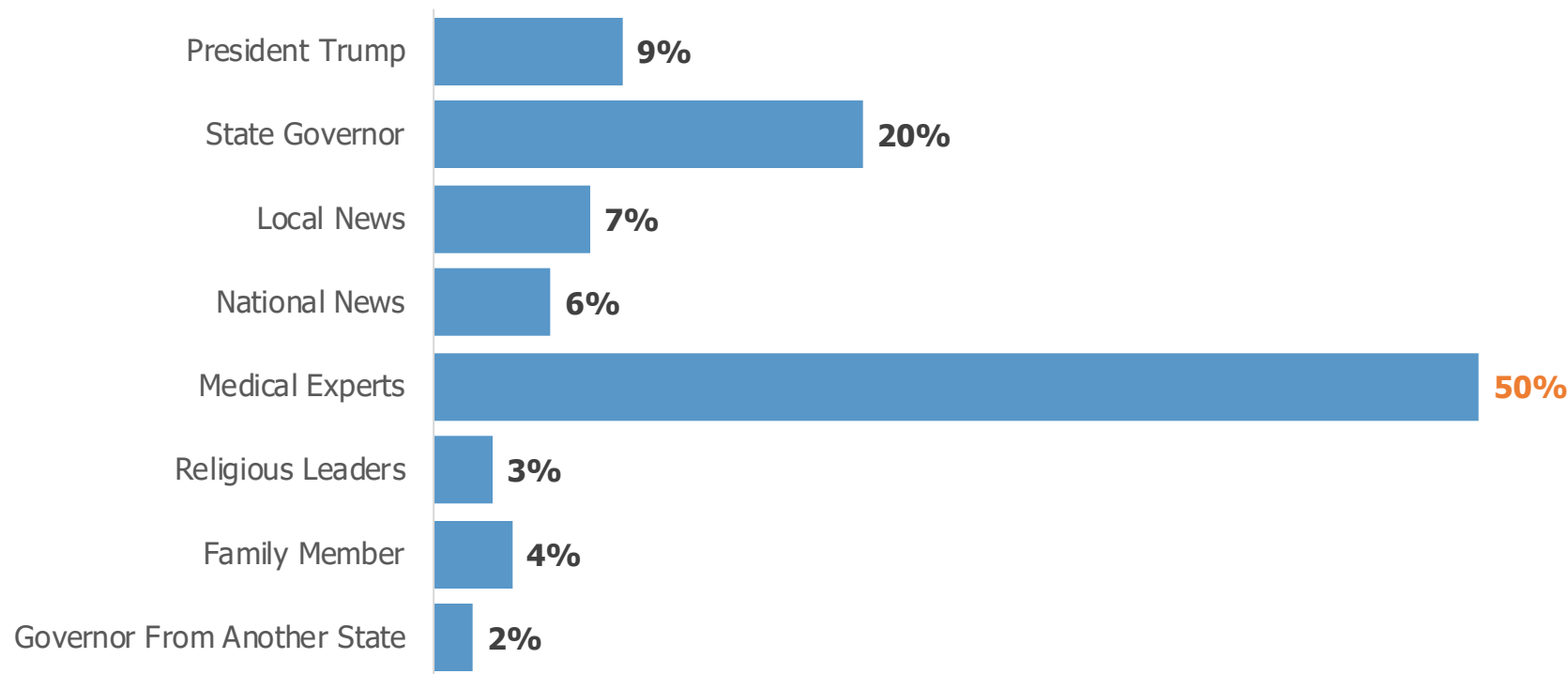
**RESPONSE RATE:**  
24.8%



# 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.

Ranked as First Source for Information



## QUESTION #1:

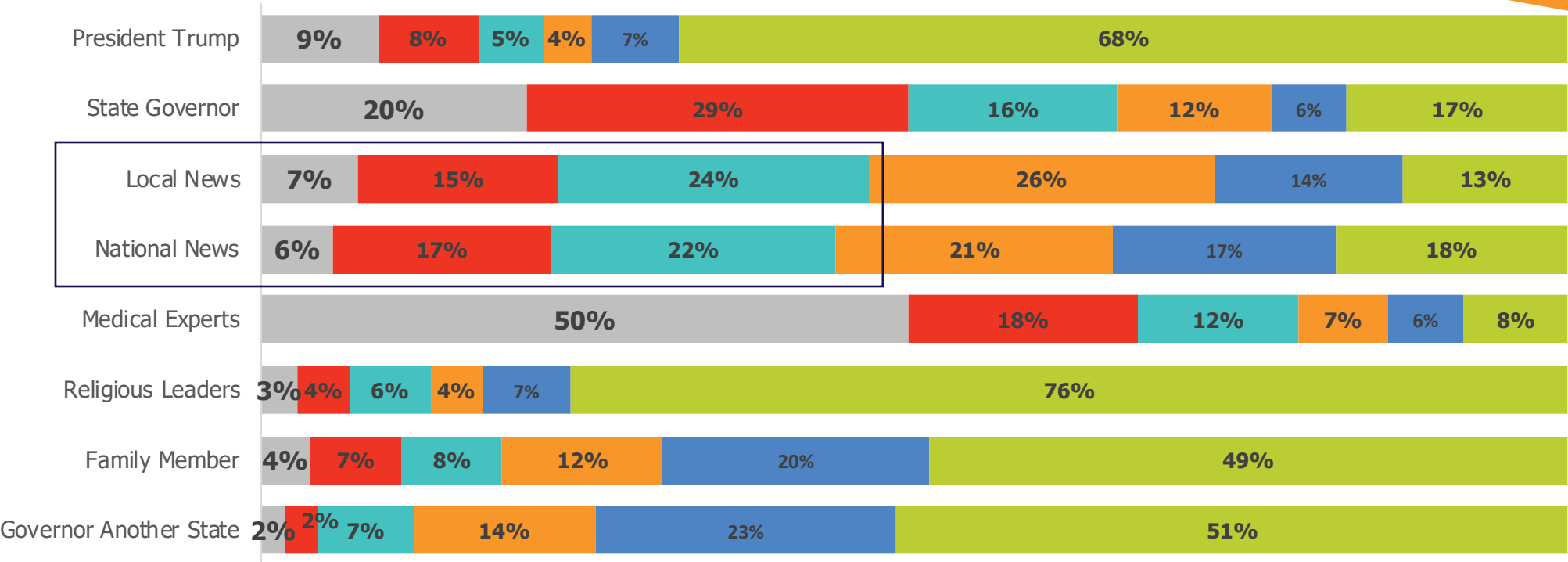
Please rank the top 5 people whom you trust for information related to Covid-19

# ANALYSIS: TRUST FOR INFORMATION

Approximately 45% of survey respondents list national news and local news sources within the top 3 of their trust for information rankings.

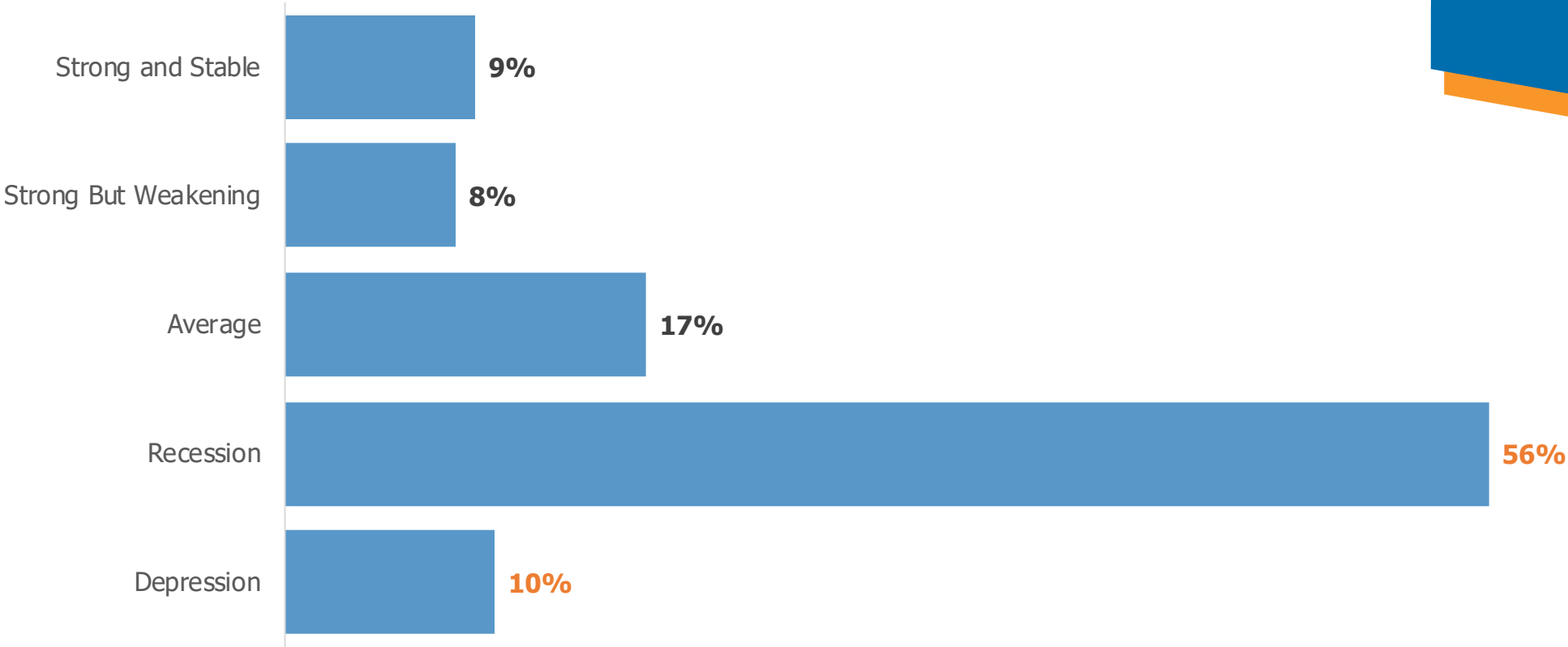
**QUESTION #1:**  
.....  
Please rank the top 5 people whom you trust for information related to Covid19

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



# ANALYSIS: CURRENT STATE OF THE US ECONOMY

66% of participants believe the US economy is in a state of recession or depression, while only 17% believe it is strong.



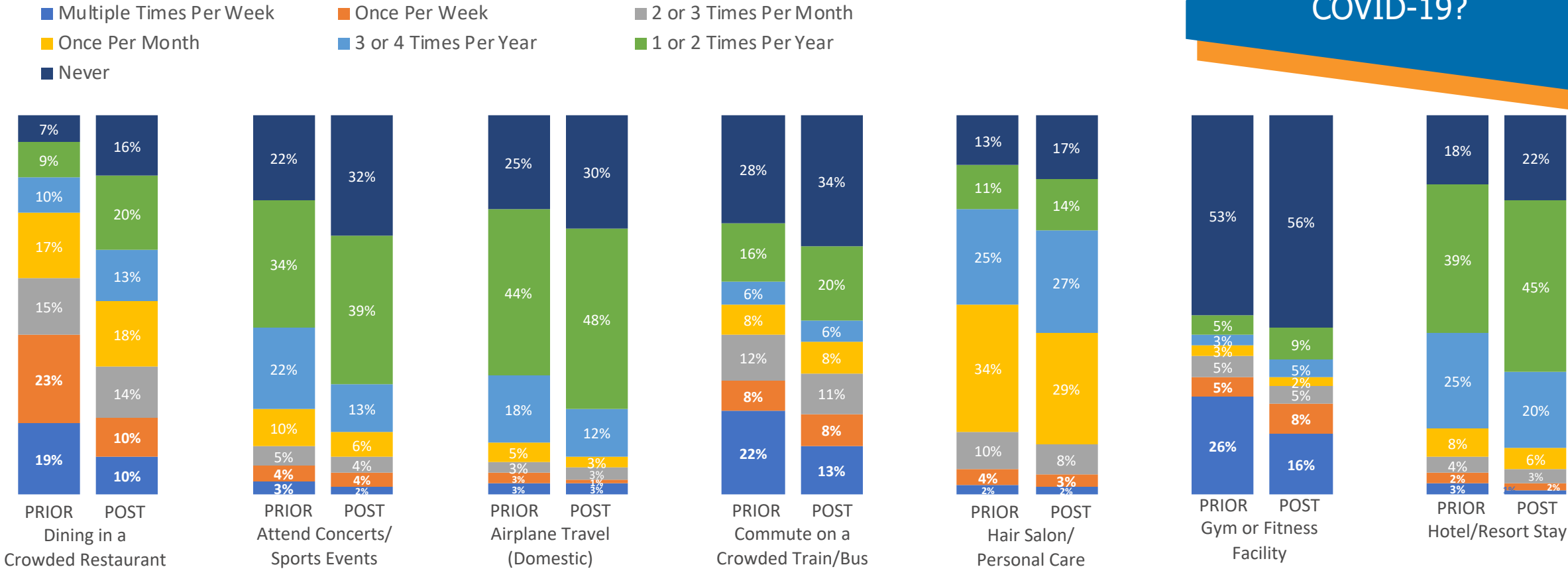
## QUESTION #2:

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.

QUESTION #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

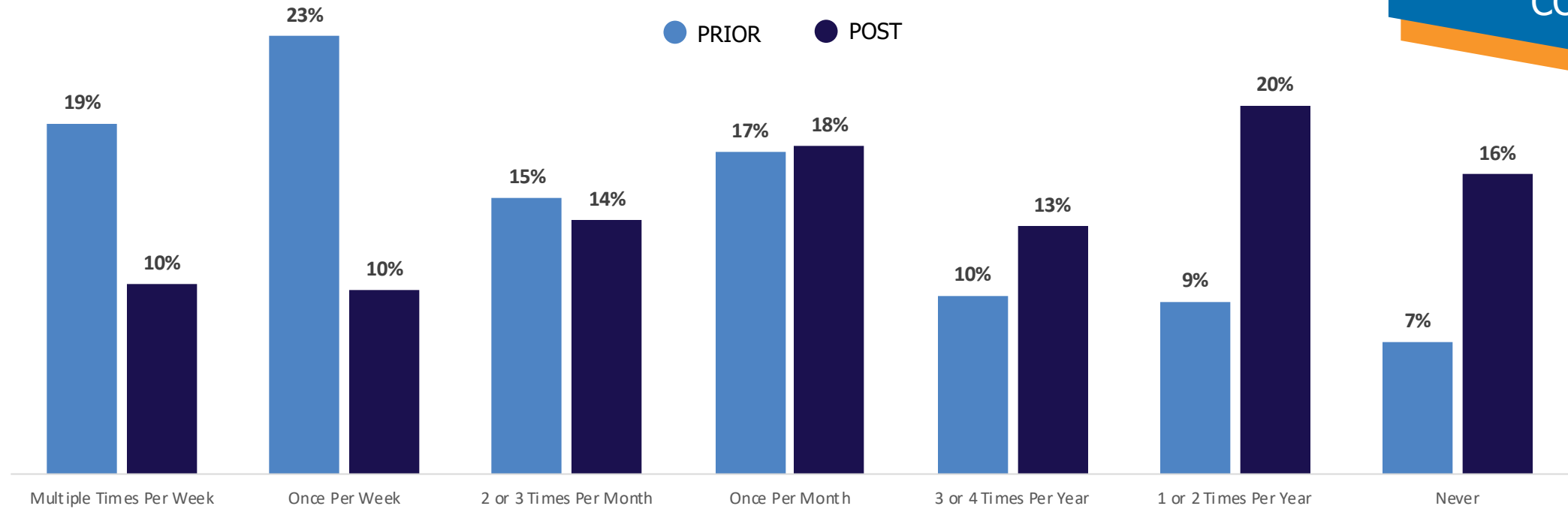
People are planning on returning to dining in a crowded restaurant or bar but while the most common answer for prior was once a week it is now one or two times per year.

QUESTION #3 & #4:  
.....

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

How often **POST**  
COVID-19?

Frequency of Dining in a Crowded Environment



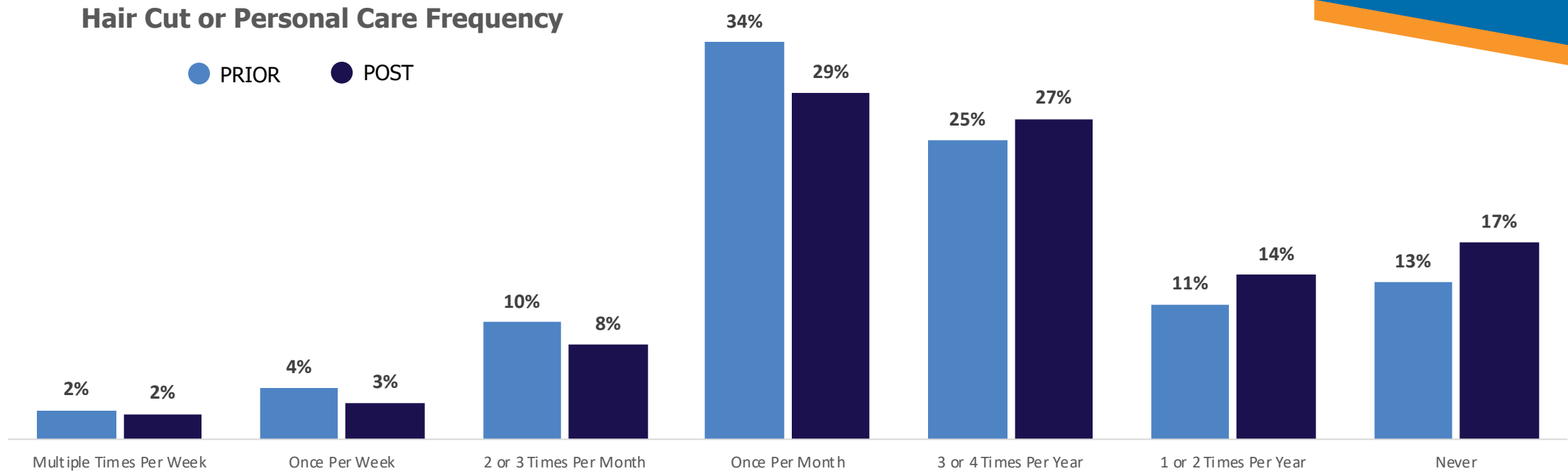
# ANALYSIS: PRIOR AND POST COVID-19 BEHAVIORS

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

## QUESTION #3 & #4:

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

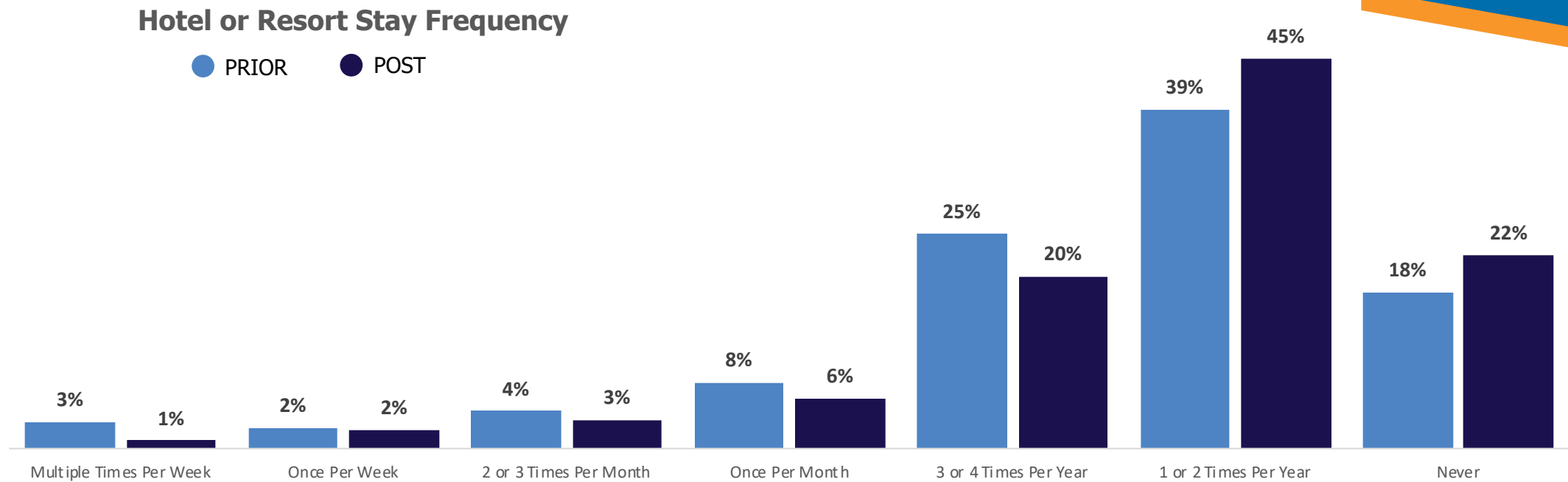
How often **POST** COVID-19?



# ANALYSIS: PRIOR AND POST COVID-19 BEHAVIORS

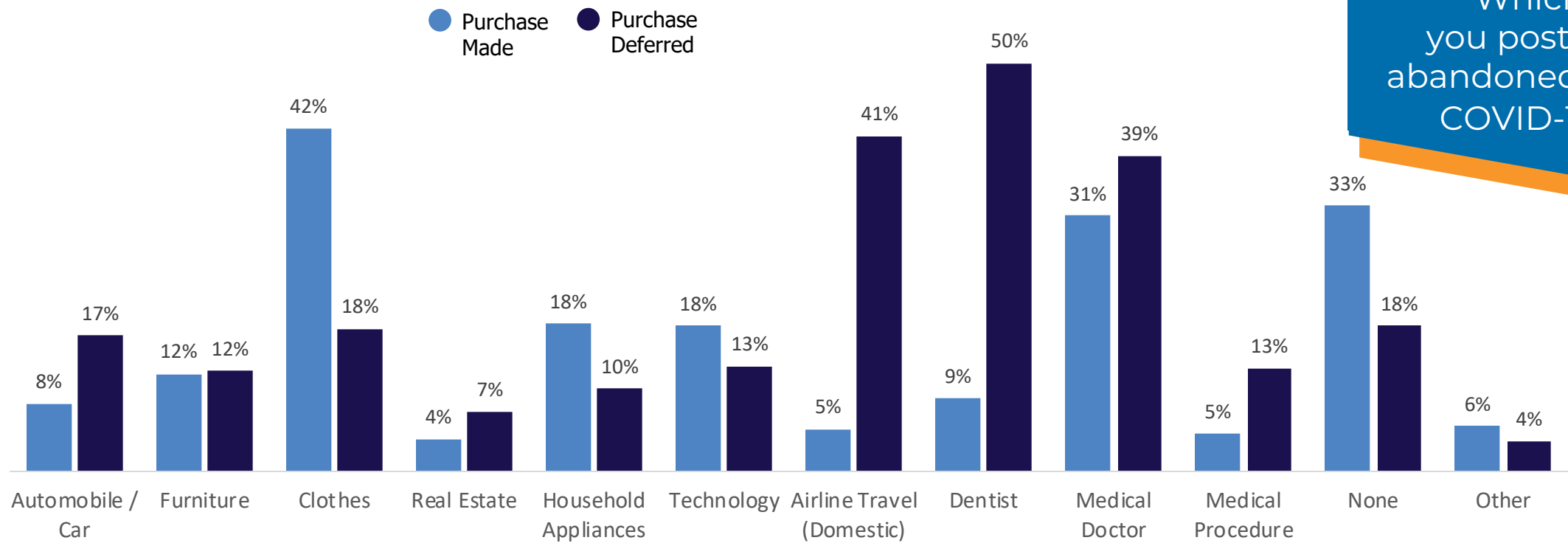
The reduced frequency pattern also holds for hotel or resort stay with a decline in 3-4 times per year and a shift towards only 1-2 times per year.

QUESTION #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

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.



## QUESTION #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
<b>Automobile/Car</b>	5%	8%	6%	7%	16%	59%
<b>Furniture</b>	4%	8%	8%	9%	14%	57%
<b>Domestic Travel</b>	5%	26%	7%	9%	28%	26%
<b>House/Real Estate</b>	2%	4%	7%	5%	9%	73%
<b>Technology</b> (e.g. Phone, Computer)	6%	9%	8%	11%	18%	49%
<b>Clothes</b>	12%	27%	13%	11%	18%	19%
<b>Household Appliances</b>	7%	7%	8%	12%	13%	53%
<b>Visit a Dentist</b>	7%	45%	7%	9%	21%	11%
<b>Visit a Primary Care Physician or Specialist</b> (Non-emergency)	17%	39%	8%	8%	16%	12%
<b>Have an Elective Non-Emergency Procedure or Surgery</b>	4%	14%	6%	4%	12%	60%

## QUESTION #7:

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

# ANALYSIS: RETURNING TO WELL CARE

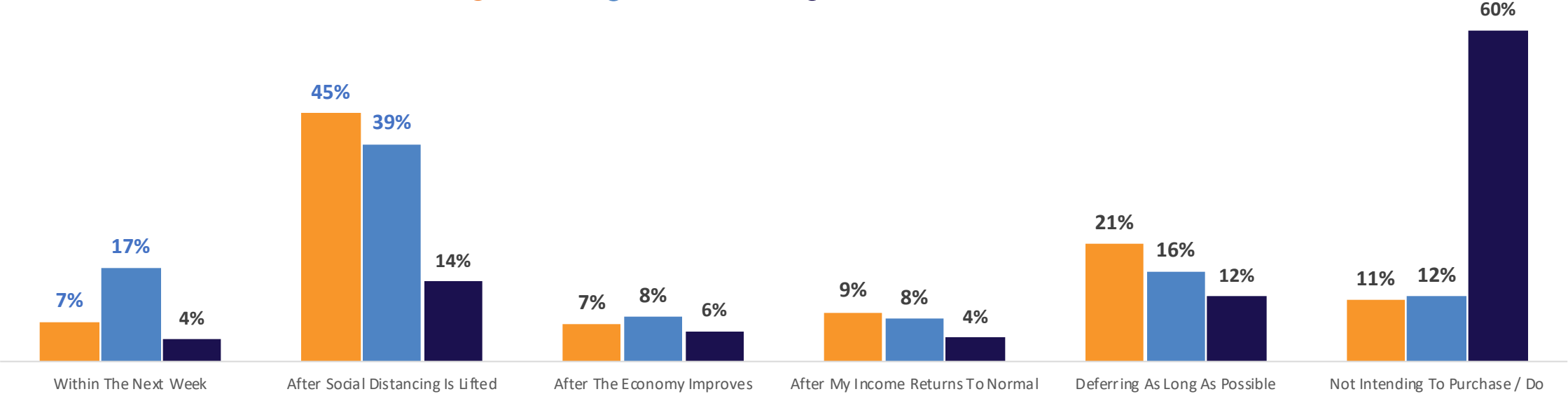
- **52% of respondents are planning on seeing a dentist** within the next week or after social distancing is lifted.
- **56% of respondents are planning on seeing a non-emergency doctor** within the next week or after social distancing is lifted.

## QUESTION #7:

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

Well Care Timing

Dentist Medical Doctor Medical Procedure



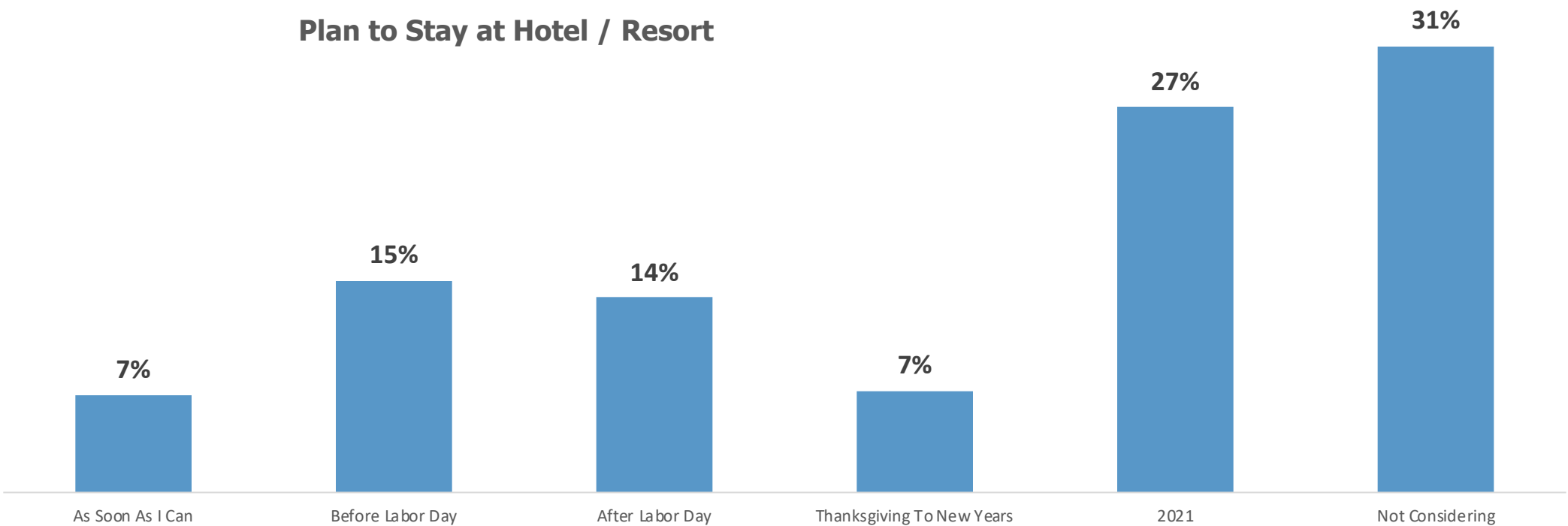
# ANALYSIS: WHEN TO SPEND

Over 40% of respondents are planning on spending a night in a hotel or resort before the end of the year including 22% 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?

Plan to Stay at Hotel / Resort



# ANALYSIS: IS IT SAFE

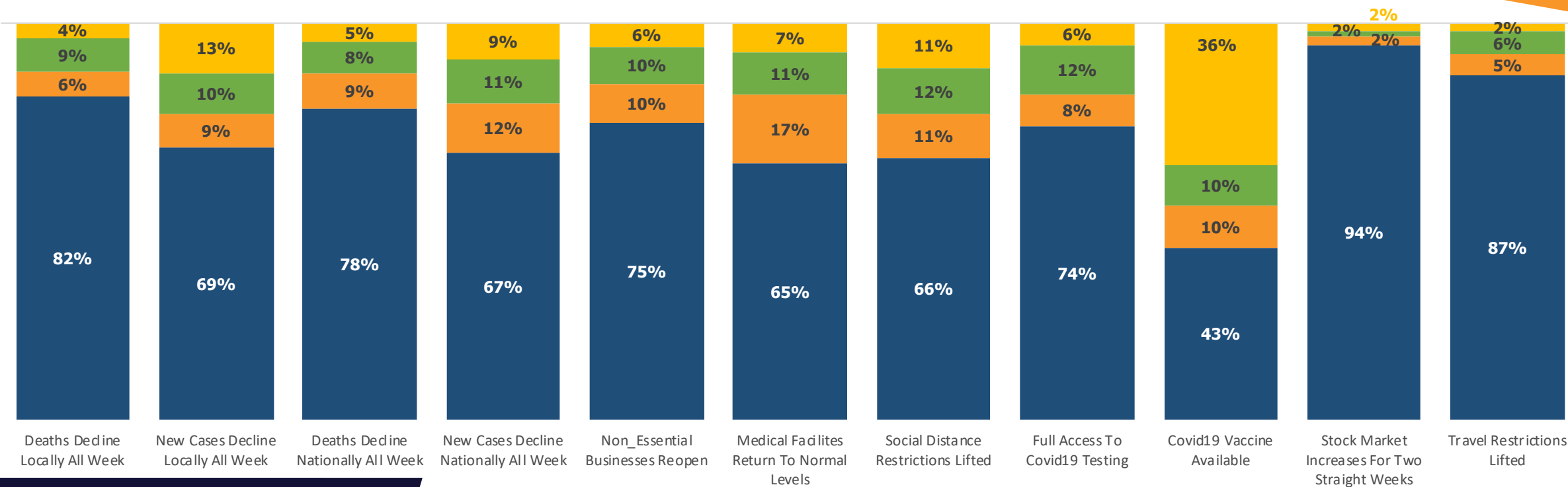
While there was a broad range of sources selected the most common source both for top and top 3 selection was development of a vaccine. The stock market was the least selected measure of safety either way followed by lifting of travel restrictions.

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

## QUESTION #10:

How will you know it is safe?

Ranked 1   Ranked 2   Ranked 3   Did not answer





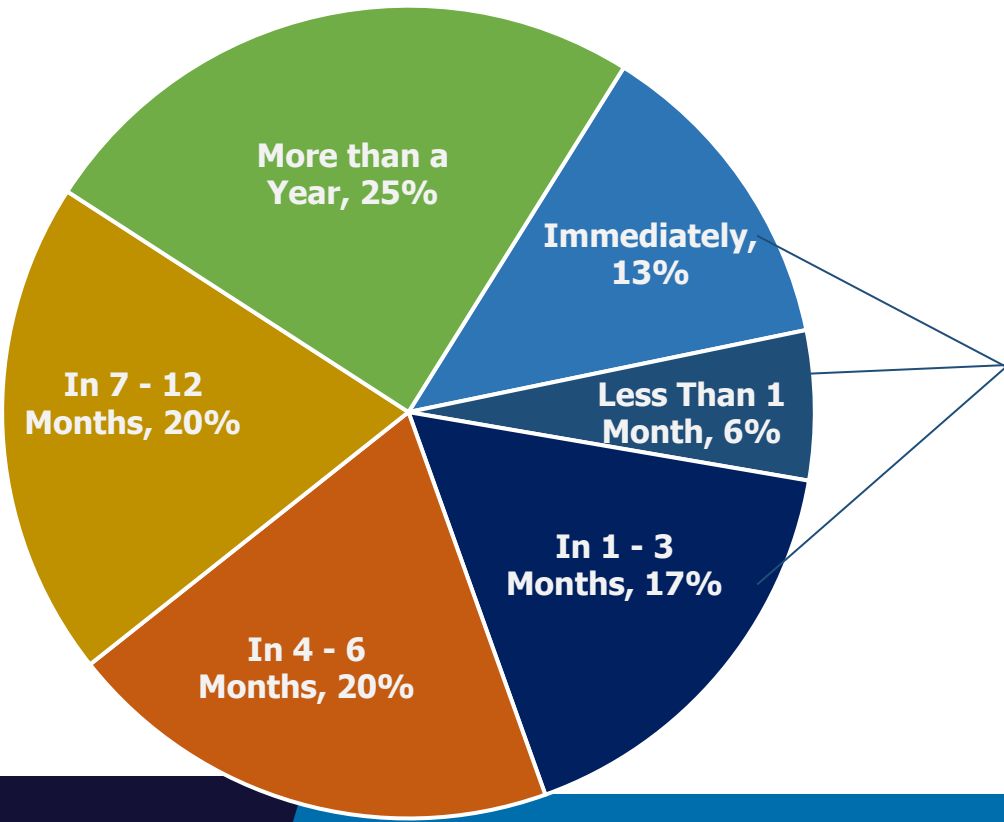
# ANALYSIS: MAKING A LARGE PURCHASE

One quarter of respondents are planning on waiting more than a year to make a large purchase but more people, a little over a third, responded that they were planning on making a large purchase within three months.

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

## QUESTION #11:

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



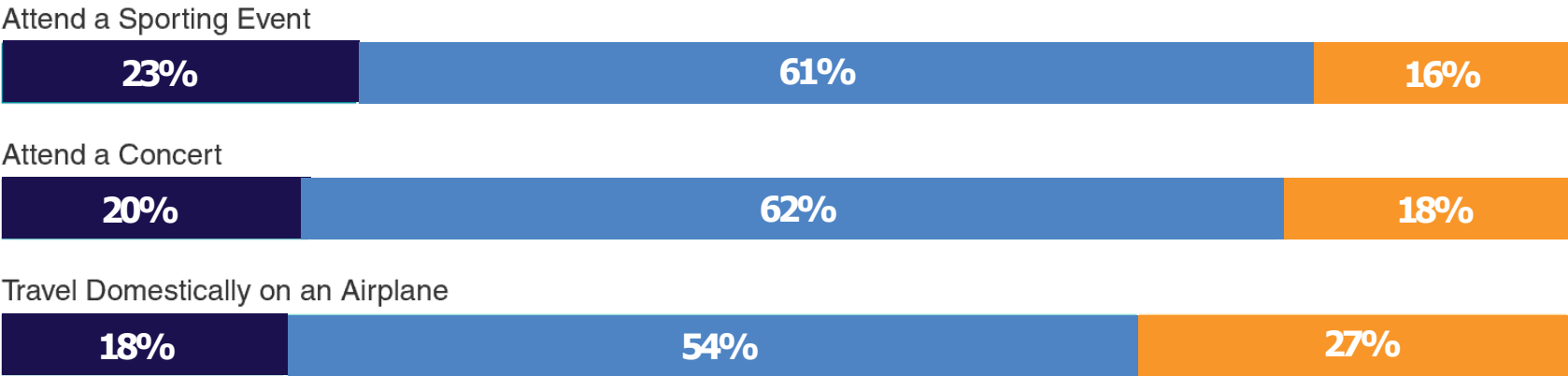
**36% planning to purchase within three months**

- 13% immediately
- 6% less than one month
- 17% between 1-3 months

# ANALYSIS: ANNUAL PASS

27% 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



## 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?

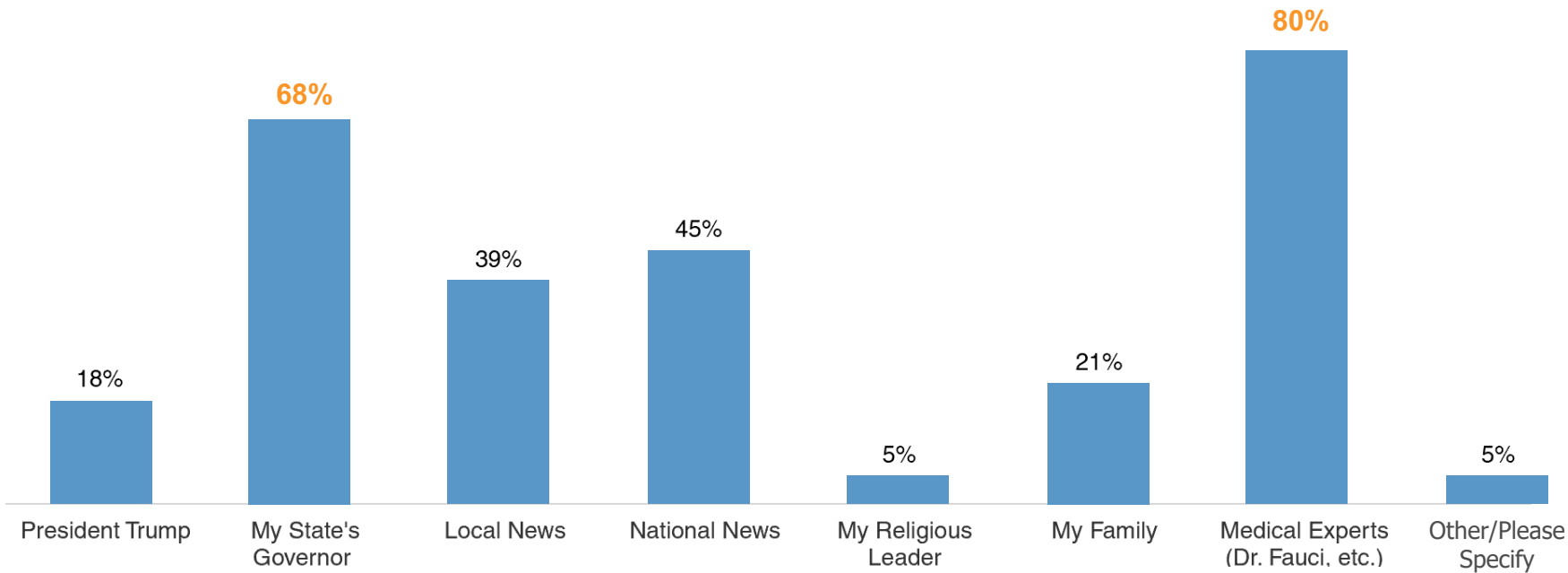
# ANALYSIS: WHO IS TRUSTED TO SAY IT IS SAFE

When asked to select the top three sources to tell them it is safe 80% of respondents selected Medical Experts and 68% 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.





statenislandmediagroup.com