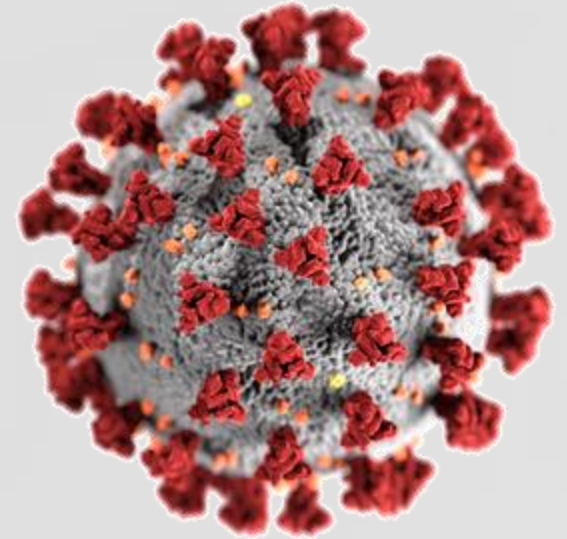


# Consumer Behavior Related to COVID-19

Where will they spend time and money?



**Presented By**



# Introductions

Moderated by: Robin Thompson



**Tim Kennedy**  
Regional President  
Advance Local

# Advance Local Northeast Markets



# Getting Started

---



**George Kuhn**  
Owner & President  
Drive Research



# What are we going to cover today?

- Overview of the survey to Northeast markets
- Consumer sentiment around COVID-19
- Consumer time spent with a variety of media
- Consumer spending in verticals
- Other consumer insights
- How to explore further?
- Q&A



**30 minutes**

# Consumer Survey Background

Northeast Markets

3

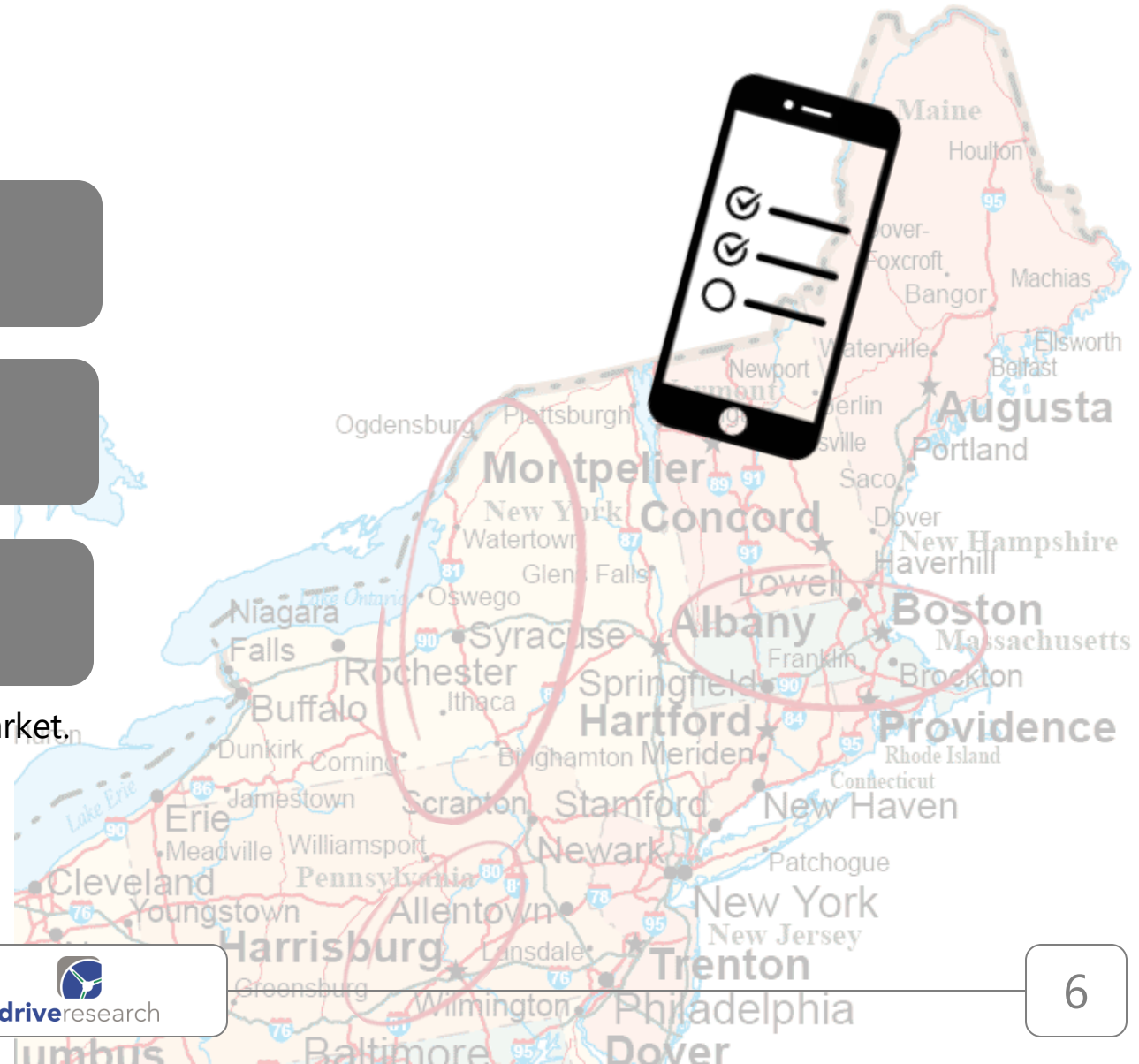
Survey Responses

1200

Responses by Market

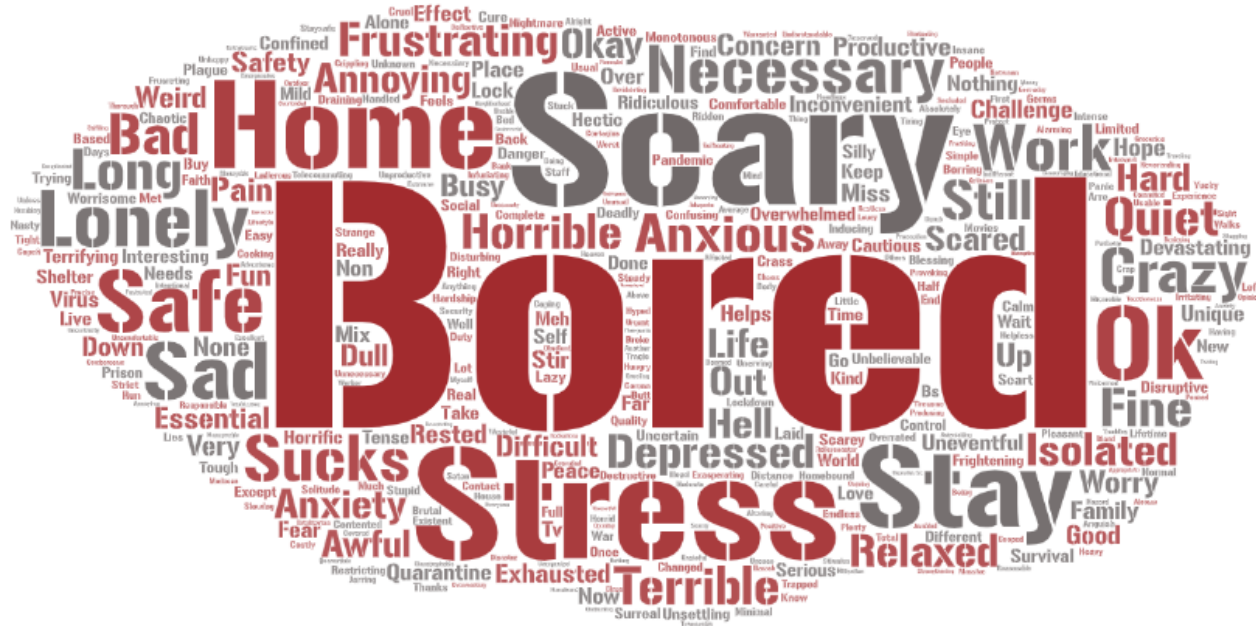
400

Note: Survey sample was Census representative in each market.



# Feelings on COVID-19 Quarantine

How would you describe your COVID-19/Coronavirus quarantine in **one word or phrase**?



## Top Word by Generation

## Gen Z

18 to 24 Years of Age



Boring

## Millennial

25 to 43 Years of Age



Bored

## Gen X

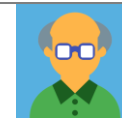
44 to 55 Years of Age



Bored

## Boomers

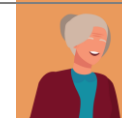
56 to 74 Years of Age



Bored

## Traditionalists

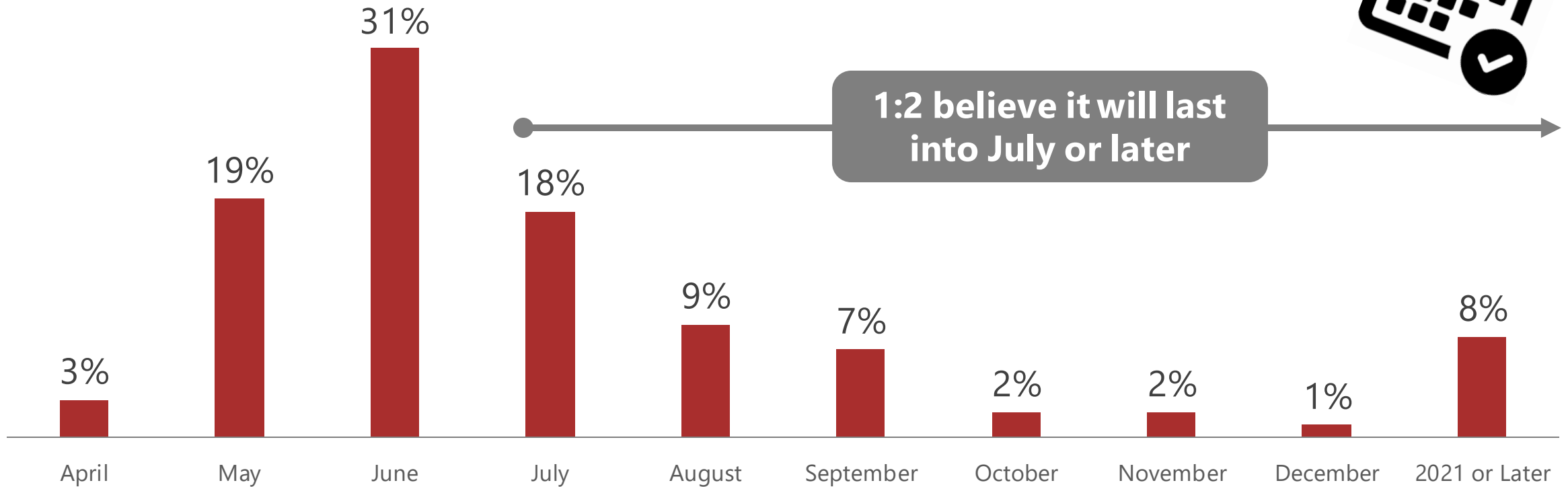
75 Years of Age or Older



Boring

# How Long Will the COVID-19 Disruption Last?

When do you expect the COVID-19/Coronavirus **crisis to end** and **life to return to normal** in your community?



Note: Fieldwork conducted April 6 to 8, 2020.



# Level of Concern with COVID-19

How **concerned** you are about each of the following?



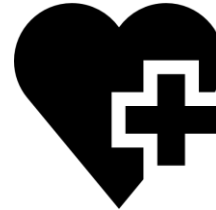
Economy

97%



Family's Health

94%



My Health

86%



Job/Job Market

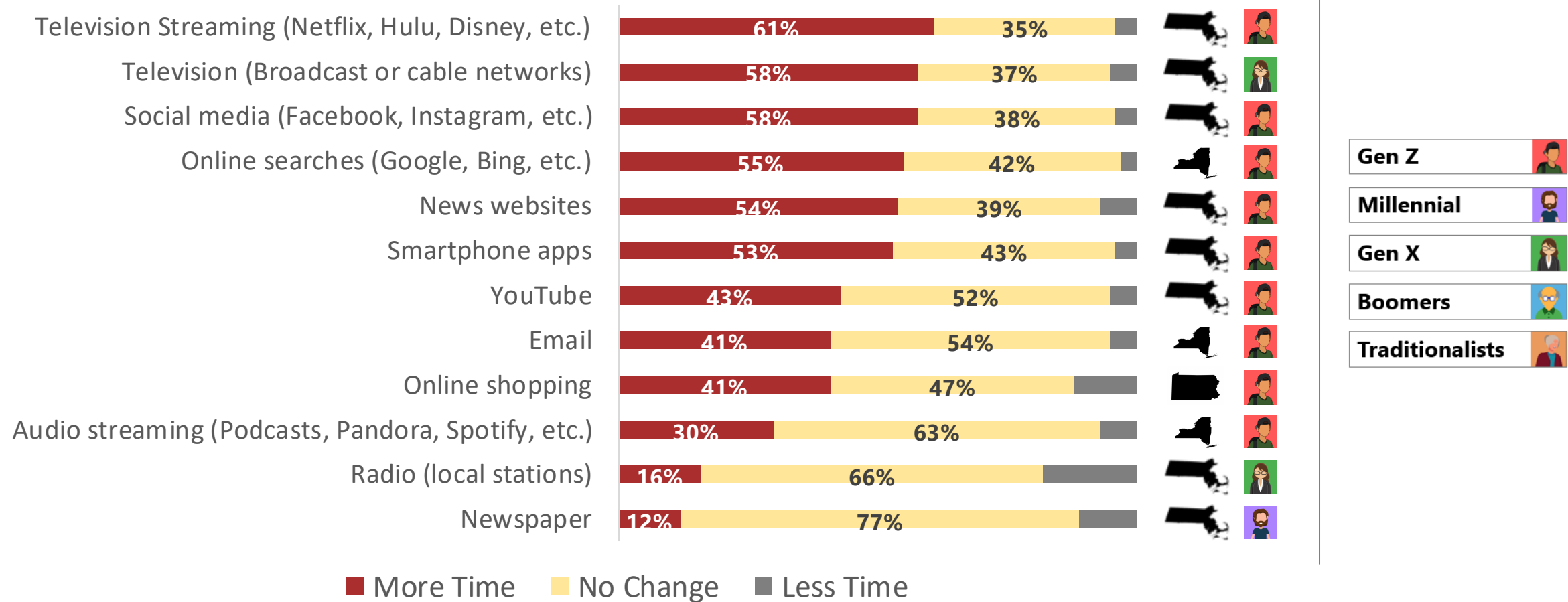
67%



Icons note markets and age groups most likely to *mention concern*.

# Consumer Time Spent Since COVID-19 Started

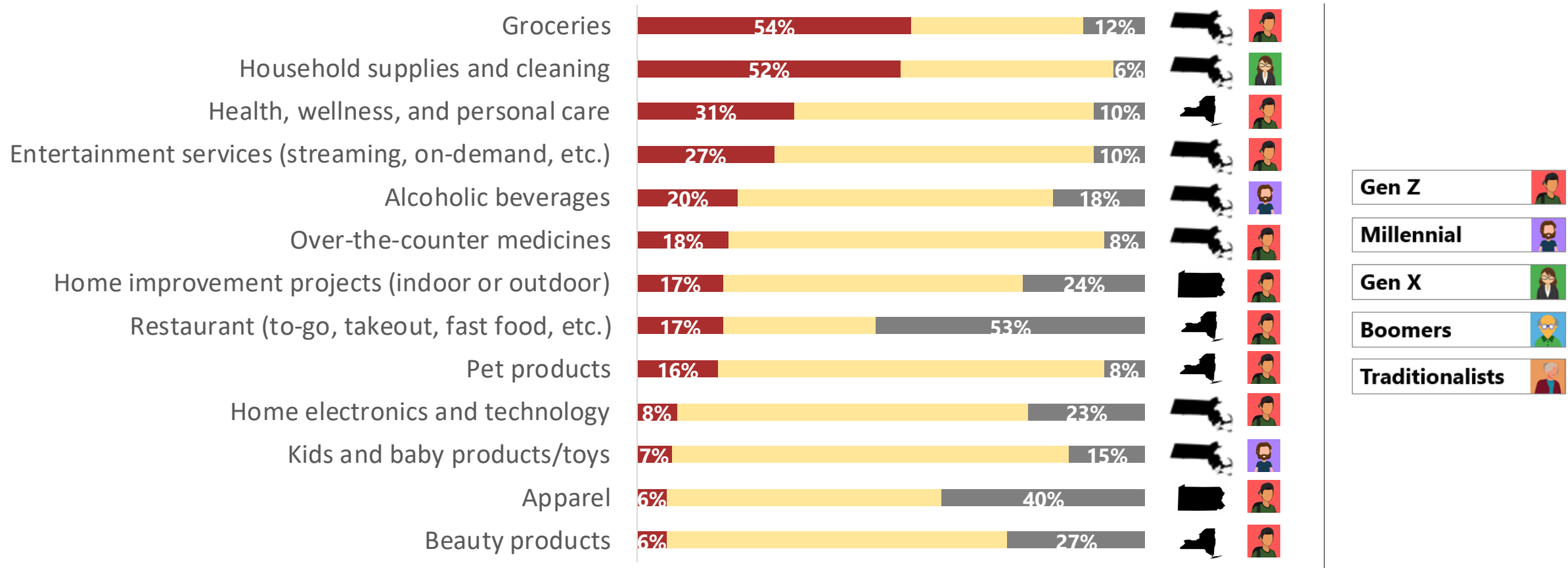
How has your **time spent** with each of the following **changed** during the COVID-19/Coronavirus crisis?



Icons note markets and age groups most likely to *spend more time* with each channel.

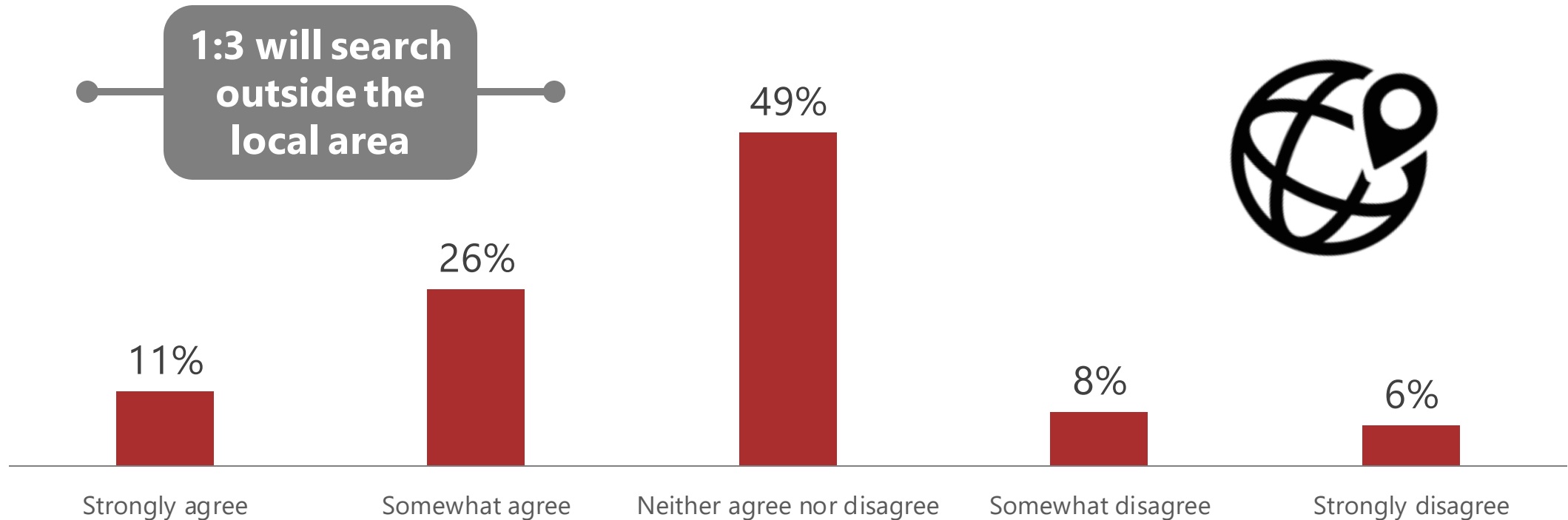
# Consumer Purchasing Since COVID-19 Started

How has your **purchasing/shopping behavior changed** since the COVID-19/Coronavirus crisis began?



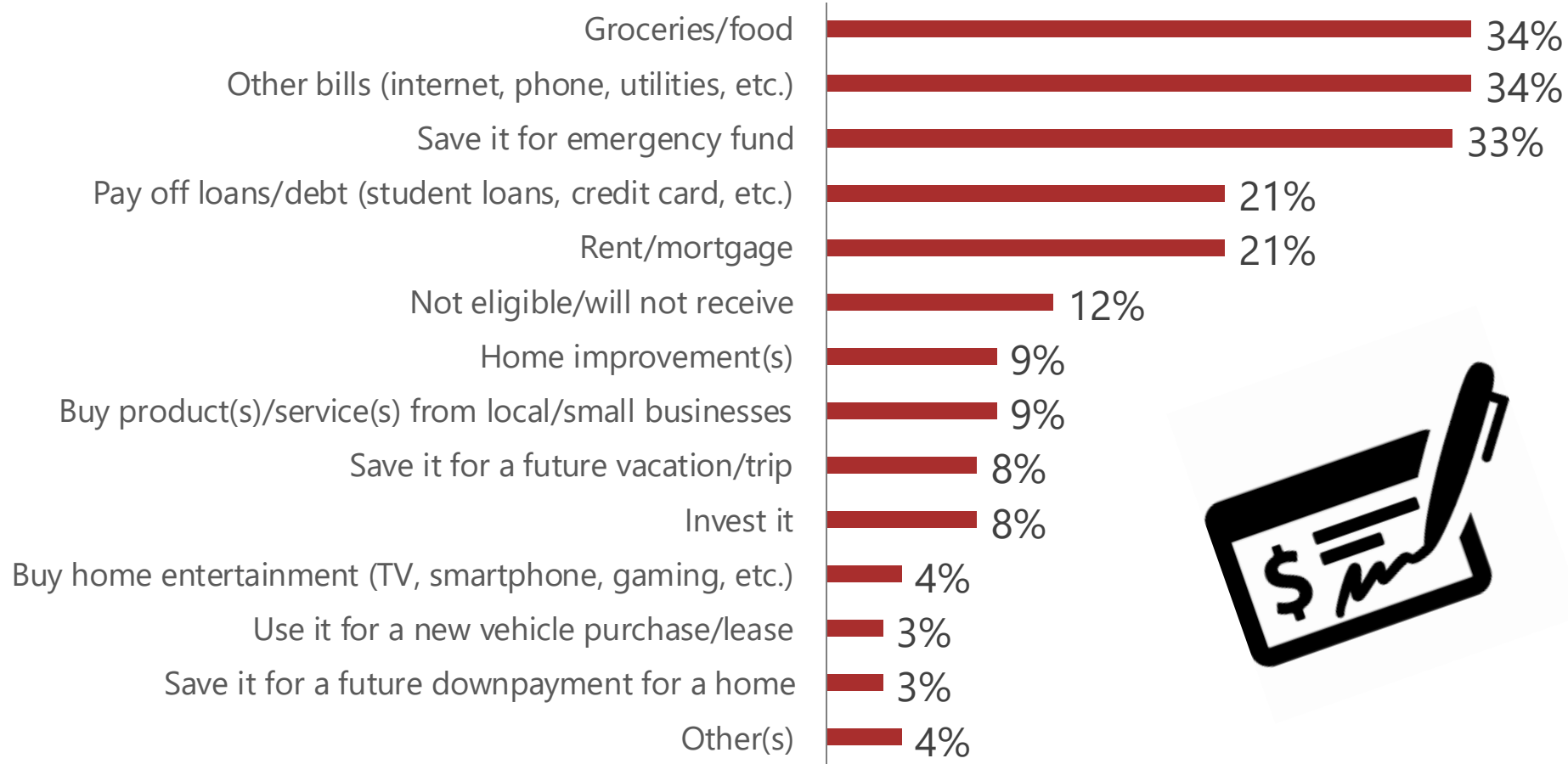
# Will COVID-19 Create Broader Competition?

Indicate your level of agreement with the following statement: "With more professional service organizations (lawyers, accountants, financial advisors, consultants, etc.) offering virtual meetings and video chats, I am more inclined to search outside of my local area for these solutions."



# Usage of Stimulus Checks

How do you plan to use the money received from your **2020 government stimulus check**? Select all that apply.



**The top 5  
were all living  
expenses**





# COVID-19 Education, Healthcare, Banking Impacts



44%

Have taken or would consider taking online courses or training to further skills or education since COVID-19 hit



64%

Are more likely to consider using telemedicine or digital healthcare since COVID-19 hit

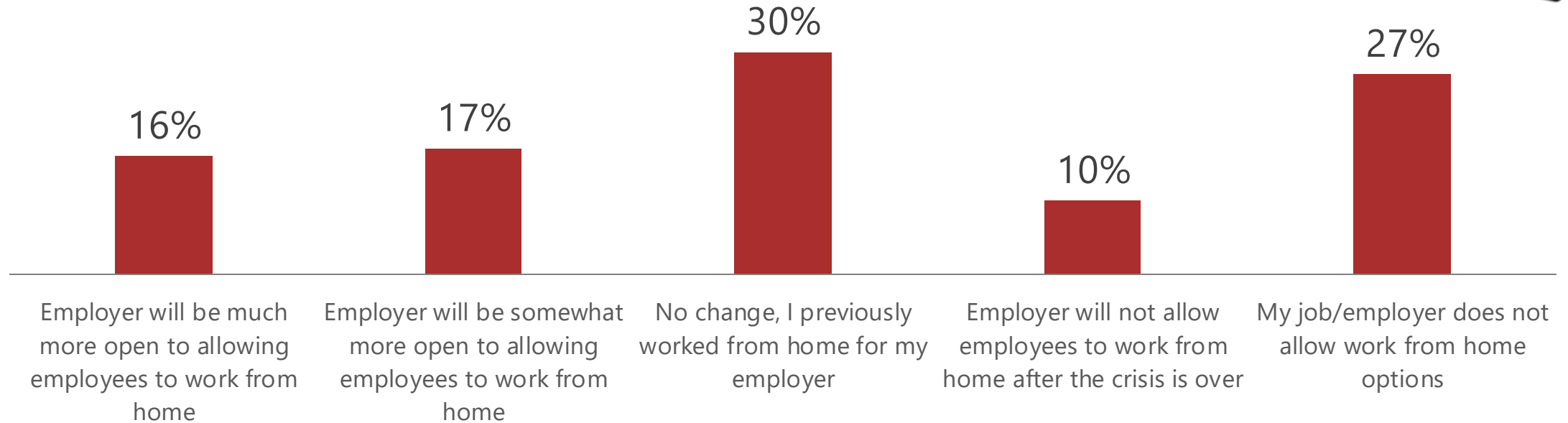


36%

Are using digital banking products at their financial institution more since COVID-19 hit

# WFH During COVID-19: Will It Last?

Which of the following best applies to your job/employer once the COVID-19/Coronavirus crisis is over?



**Nearly 2:3**

# 3 Takeaways for the Road

---

- ❶ Communicate differently. Be helpful. Offer advice.
- ❷ Find opportunities within channels which attract viewers.
- ❸ Think long-term without forgetting the short-term.

# Thank You! Questions and more information



**Gareth Charter**  
Vice President Sales  
marketing@masslive.com



**Michele Sardinia**  
Vice President Advertising  
info@advancemediany.com



**Bob Geiger**  
Vice President Sales  
pamedialogroup@pennlive.com



Sourcing this study: A national survey commissioned by [Advance Local](#) and [Drive Research](#) with 1,200 adult consumers in the Massachusetts, Upstate New York, and Pennsylvania markets.