Thank you for your interest in the Pulse COVID-19 Impact Shopping Survey findings. This is by no means a complete list, yet here are our strong suggestions to leverage this intelligence NOW. You'll find both general sales ideas, as well as, specific suggestions. Don't forget within the 22,000+ nationwide sample there are multiple regions and 15 States with their own subset. If you need "your" current report, let us know. (The subset these findings come from are an unnamed client who happened to be the first subset processed. We'll get you the most relevant report possible)

Our goal with these data is to help you save or get back revenue by highlighting and quantifying current household shopping. This is a unique source!

Important Note: In the COVID-19 Impact Survey we asked about shopping in the next *90 days*, not the next 12 months as in the annual Pulse of America (POA) survey.

General Points

1) There are 60 categories having *more* shopping in these COVID times than normal times – focus on them first.
2) Having said that, even businesses with declines might have very significant shopping audiences to reach. For example, in normal times approximately 20% of households plan to shop at a furniture store. Even though it is approximately half that in the COVID survey, that's a very *meaningful* target for a furniture merchant!
3) Think Long Term! Even when you combine our suggestions with your considerable expertise and local market knowledge you won't sell or save everyone. That's sales. However, when you present prospects and customers information about ***their*** business and

ideas on how to retain or grow and then follow up in a pleasantly persistent manner, your time will come.

4) This is the PERFECT time to prospect!
5) This is the PERFECT time to talk digital!

<u>Specifics</u>

In this section we'll cite specific questions, perhaps show the actual findings and suggest actions to take. *Please let us know what ideas these generate and how you succeed?*

Q.2.

2. What local news sources are you using most now? (Check TOP THREE)

Value	Percent	Responses
Local Newspaper	67.9%	6,632
Local Newspaper Website	50.9%	4,971
Local TV News	67.6%	6,604
National Broadcast News	64.9%	6,346
Local Radio	16.3%	1,590
Apple News	5.3%	517
Facebook	16.8%	1,644
Twitter	4.3%	418
Nextdoor	8.2%	799

Don't lead with this, but isn't it gratifying to know, and won't it be helpful to say, "…according to the audiences we reach the newspaper and its' web site are two of top three sources for local news!" *This is even more relevant in a smaller community where broadcast news won't reflect local realities.*

Q.5.

5. What information would you like to see from local businesses? (Check all that apply.)

Value	Percent	Responses
General status of the business	65.6%	6,412
New hours	65.2%	6,370
Services that are being offered	81.4%	7,950
New services being offered	54.6%	5,332
Online services being offered	62.3%	6,091
Employment needs	17.2%	1,685

One of the important issues every business is grappling with is “what to say?” **Q5** provides data that answers that question.

We’re not just selling advertising. Rather, we’re helping our customers ***communicate*** with their customers and prospects. What are our hours? Are new and/or different products/services being offered? Are we even open?

Q.9 - Q.100 are the questions asking about shopping in the next three months. This is the real “guts” of the COVID-19 Impact Shopping survey.

Q.28 below is just **one** example of how you can use this data, but you’ll also find our Top 25 **Hit List** at the end of this document.

28. Which of the following types of HOME SERVICE BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value	Percent	Responses
Carpet Cleaning Service	14.2%	1,389
Fuel or Oil Home Heating Service	1.7%	166
Furnace Cleaning Service	3.7%	359
Home Theater Installation Service	0.4%	36
Home Gardening Service	12.0%	1,170
House Cleaning Service	21.4%	2,089
Landscaper	14.8%	1,444

The percent of households who plan to use House Cleaning and Landscaper services is much greater than in normal times. Think about it - makes a ton of sense. These might not be strong categories for you in "normal" times, but you should be in touch now. When calling or e-mailing a landscaper, your opening line might be something like, "…would you like to communicate the 2,000+ households we reach and tell them about your services? If so, when can we get together?"

That's ONE example from the 91 questions asking about shopping in the next THREE months. There is opportunity galore, so what are you waiting for?

It's hard to imagine a category that's been getting more attention than restaurants during these times. Here's what we learned when we asked about restaurant services households planned to use:

37. What services do you plan to use from local restaurants over the NEXT 3 MONTHS? (Check all that apply.)

Value	Percent	Responses
Home delivery with fee	26.0%	2,541
Free delivery	37.9%	3,706
Drive-thru	62.8%	6,142
Carryout	63.5%	6,209
Curbside carryout	60.7%	5,932
Other	1.4%	138

There are too many items listed in **Q.101** and **102** to paste in what might be called the "lifestyle" questions, but we asked about "things to do" and found the percentage of households who intend to do things like:

- Vote (local election or larger)
- Make a donation
- Seek new employment
- Retire
- Get married
- Go camping
- Go Mountain biking

I know you have events or special sections or are working on political dollars right now, so please review this question.

Whether you are selling against or selling Facebook, won't it be helpful to know how many have used it for transactional reasons? Now you do thanks to **Q.105**. You'll note several questions about just about any digital or social medium you can think of. If nothing else, powerful talking points and intel for your customers.

105. Have you ever responded to or clicked on a Facebook post that was sponsored by a business?

Value	Percent	Responses
Yes	44.2%	4,318
No	55.8%	5,455

Q.108 – Q.111 All deal with employment. How many expect to be looking, which fields, the channels expected to be used, and on and on. Talk about timely information?

This screen grab of **Q.114** speaks for itself. If you are seeking political and advocacy dollars, this will be invaluable! (You are, right!?)

114. Which of the following are your primary media influence when deciding how to vote in local, county or state elections? (Check one each row)

	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	250 2.6%	1,285 13.1%	5,511 56.4%	346 3.5%	718 7.3%	1,169 12.0%	494 5.1%	9,773
County election Count Row %	224 2.3%	1,238 12.7%	5,692 58.2%	341 3.5%	654 6.7%	1,101 11.3%	523 5.4%	9,773
State election Count Row %	246 2.5%	1,584 16.2%	5,159 52.8%	276 2.8%	755 7.7%	1,280 13.1%	473 4.8%	9,773

You’ll see from **Q.117 – Q.123** you now have guidance from the 17.4% of the respondents who are business owners about what they are thinking? Services they plan to buy/lease, channels they are considering leveraging, etc. Review this to help start the conversations with the small and mid-sized business prospects in your community. This will be relevant to many of the services you offer!

Finally, **Q.124** and after are all demographic questions. The findings will come as little surprise. Newspaper audiences are upscale, affluent well-educated, home-owning, and yes, older and more female. We should be damn proud of the quality of the audience we reach and tout it relentlessly. Especially, when so many can also sell an exhaustive suite of digital solutions to create “new” and “extended” audiences that NO ONE else can package with <u>***the newspaper***</u>. That’s YOU!

Methodology: A word about how we captured this intelligence. Press Associations, clients, prospects and the News Media Alliance either promoted or encouraged membership to run ads, email blasts or post on social media an invitation to complete an online survey. If respondents completed the very lengthy instrument and shared their email address, they were enrolled in a $1,000 contest and one person was randomly chosen. Thanks to this superlative support we captured more than 21,000 completed surveys and have multiple regional and state subsets. You now know **MORE** about what newspaper readers and web site visitors intend to do and what they “look like” than you’ve EVER known before. CONGRATULATIONS!

This is exactly what local merchants seek to drive their point-of-sale systems – what a great partnership opportunity for you!

Good luck!

We promised a Top 25, so here it is. HOWEVER, don't forget there are categories that have declined who still have lots of shopping intent. Recall the Furniture example in our General Points #2.

Home Gardening Service	3.6%		202.8%
Courier or Delivery Service	6.3%		142.9%
Landscaping Service	11.2%		139.3%
Landscaper	6.9%		137.7%
Grocery Store (Neighborhood/Local/Mo	30.7%		132.6%
House Cleaning Service	9.4%		110.6%
Private Tutor	0.8%		87.5%
Yard Equipment Store	7.0%		71.4%
Specialty Food Market	10.8%		70.4%
Community Service or Non-Profit Organ	10.2%		68.6%
Plant Nursery & Garden Supply Store	23.5%		67.7%
Pest Control Service or Exterminator	12.5%		64.0%
Wine Shop	14.5%		51.7%
National Daily Newspaper	20.0%		48.5%
Grocery Store (Co-op)	18.9%		48.1%
Building Supply Store or Lumber Yard	26.8%		**47.8%**
Wholesale, Warehouse or Club Store	29.1%		47.4%
Pool Cleaning Service	3.2%		46.9%
Internal Medicine Doctor	23.4%		44.0%
New Sporting Goods Store	12.0%		36.7%
Barbershop	36.8%		36.1%
Carpet Cleaning Service	10.4%		34.6%
Remodeling Contractor	3.3%		33.3%
Charity or Philanthropic Organization	9.9%		32.3%
Mortgage Broker	2.2%		27.3%
Home & Garden Center	45.4%		26.9%

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