



CHERNOFF NEWMAN

APRIL 2020

CHERNOFF NEWMAN INSIGHTS: CORONAVIRUS EDITION

A photograph of a beach with waves breaking on the shore. In the background, there are several houses and palm trees. The entire image is covered with a semi-transparent teal overlay. Centered on the image is a large block of white text in a bold, sans-serif font.

**THE CURRENT ENVIRONMENT
IS ONE OF THE MOST
DYNAMIC AND VOLATILE
WE HAVE EXPERIENCED.**

**THE IMPACT THE
CORONAVIRUS WILL
HAVE ON THE ECONOMY
IS UNLIKE ANYTHING
WE HAVE EVER SEEN.**



This study provides a snapshot of the impact the coronavirus has had on the lives of North and South Carolinians to date.



METHODOLOGY

- Statewide study of North and South Carolina consumers.
- The total sample size is 1000, 500 for each state with a corresponding sampling error of +/- 4.4 percentage points at the 95% confidence level.
- Data were collected online between April 13 and 18, 2020.
- Unless otherwise noted, findings are presented in percentages.



Executive Summary



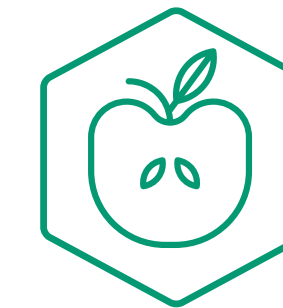
**STRESS, WORRY &
A RETURN TO NORMAL**



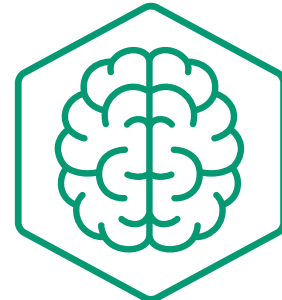
IMPACT ON TRAVEL



IMPACT ON EMPLOYMENT



IMPACT ON EDUCATION



IMPACT ON BEHAVIOR



**IMPACT ON FOOD
CONSUMPTION**



STAYING INFORMED



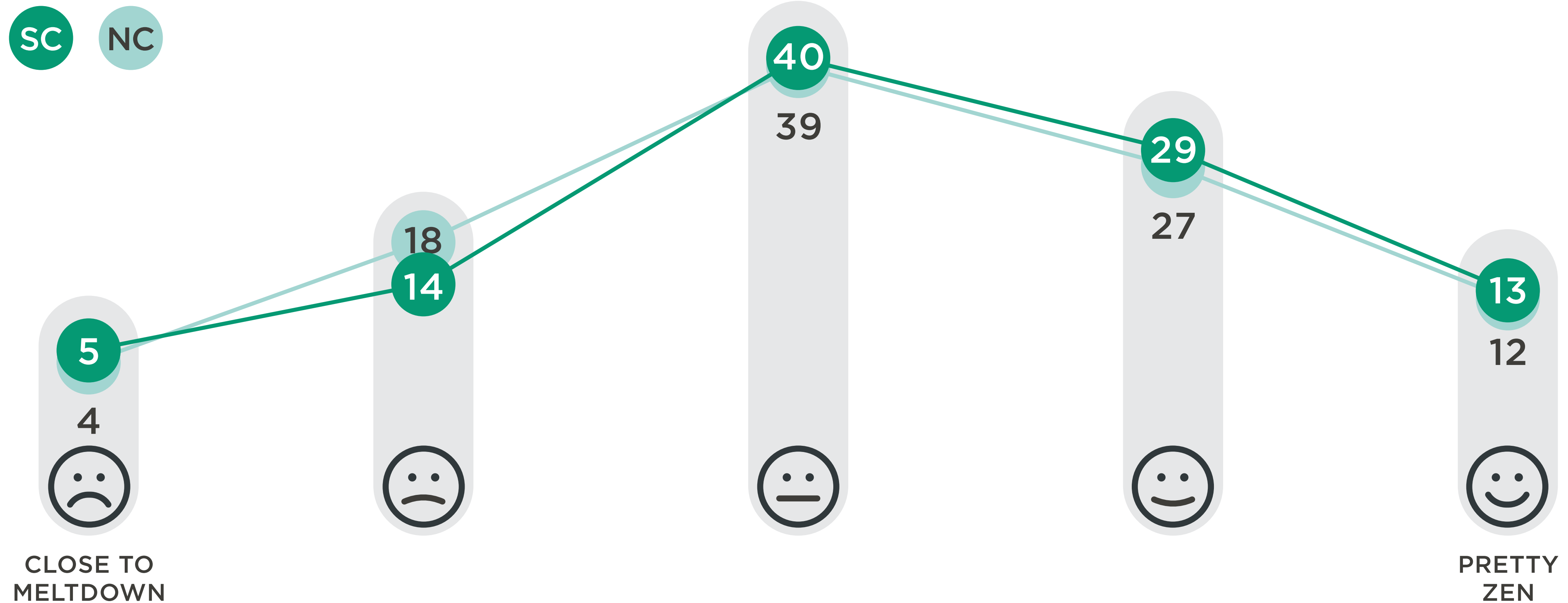


Stress, Worry & A Return To Normal



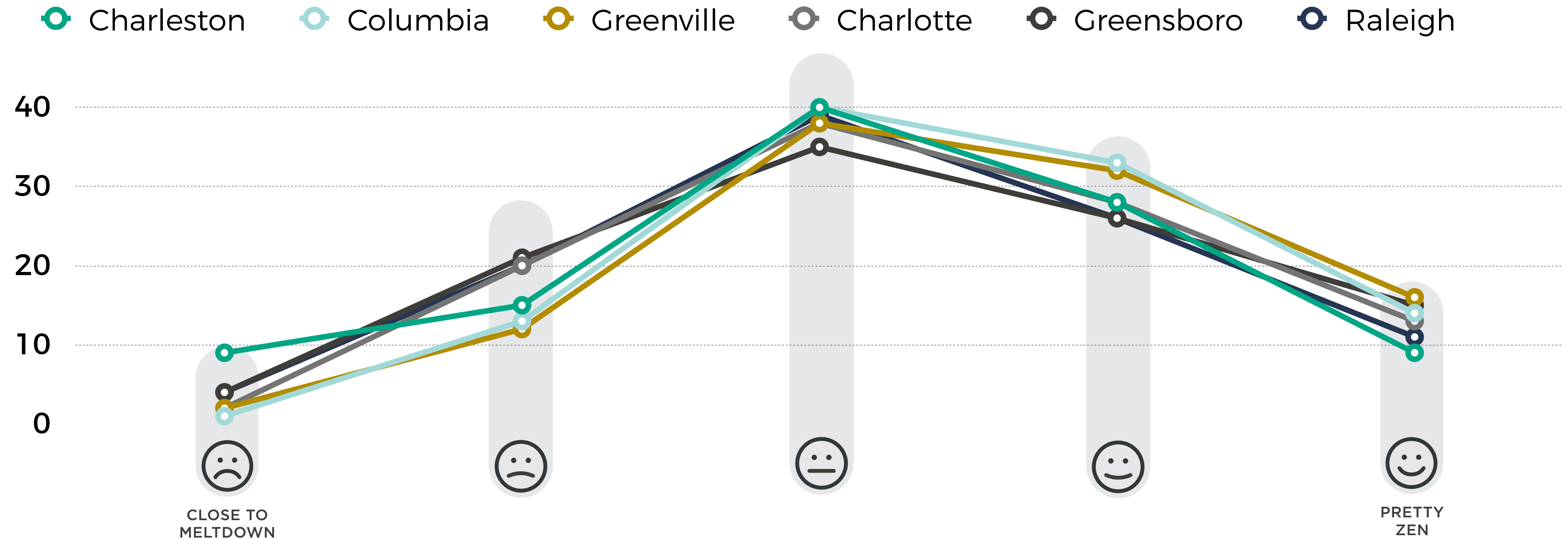


Stress Level in Consumer Household





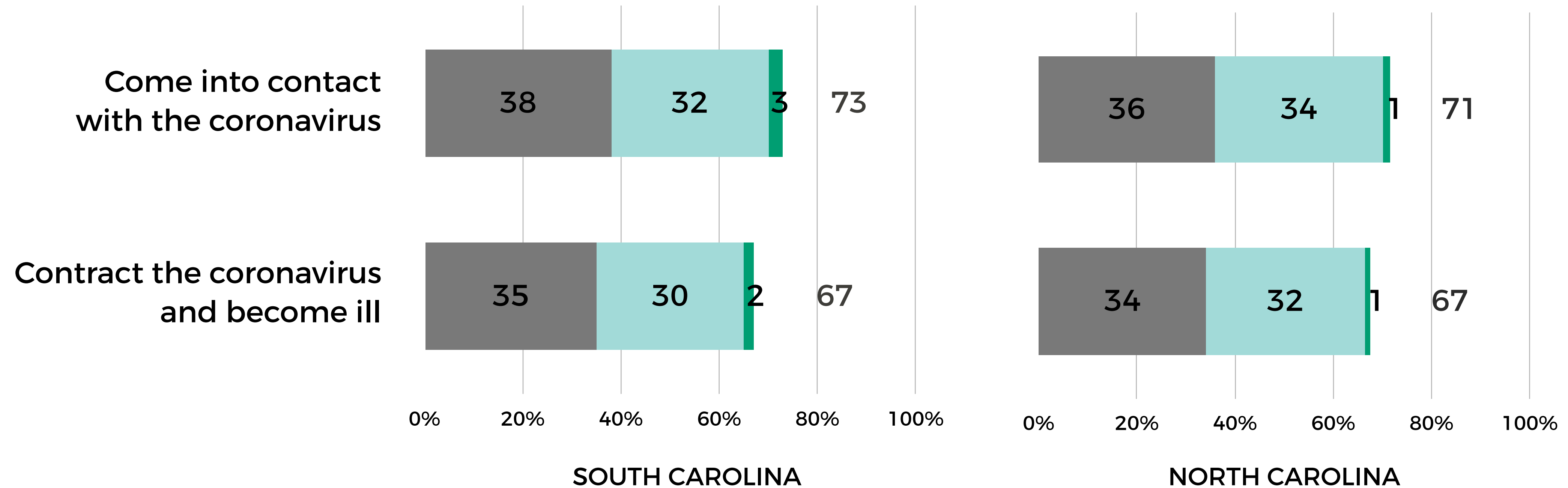
Stress Level in Consumer Household





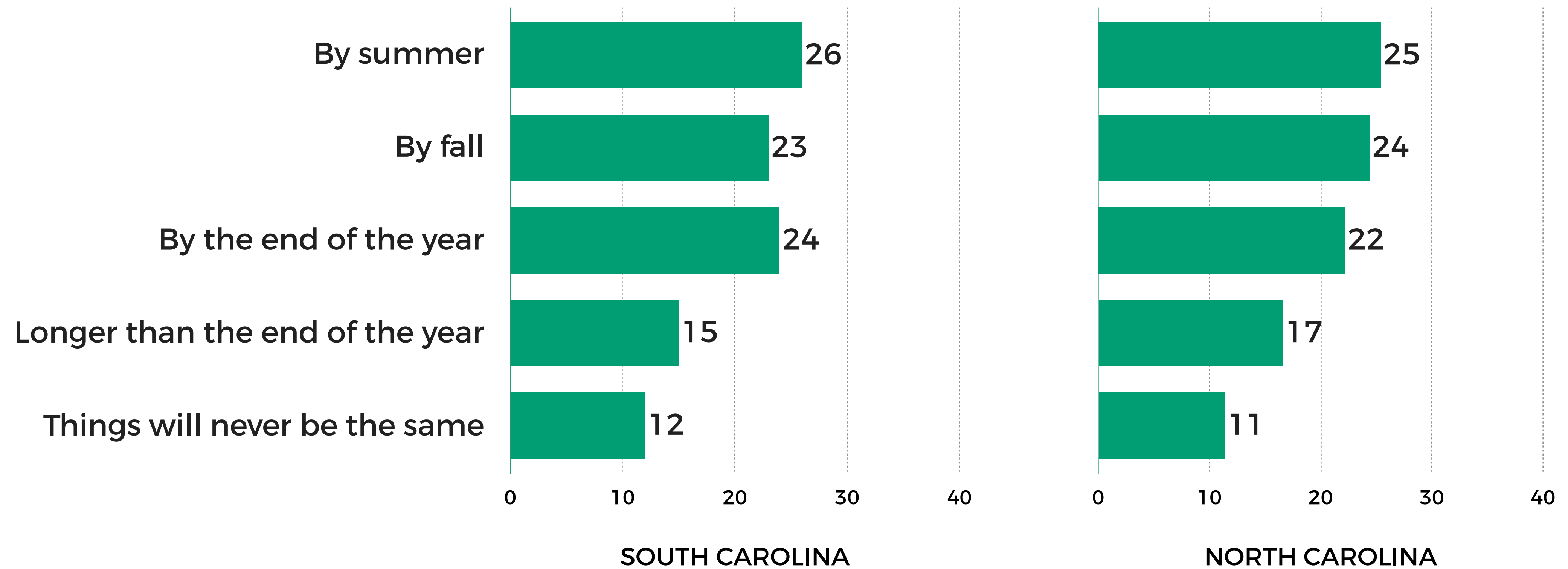
Concern Level of Households

■ Somewhat Concerned ■ Very Concerned ■ Already Happened



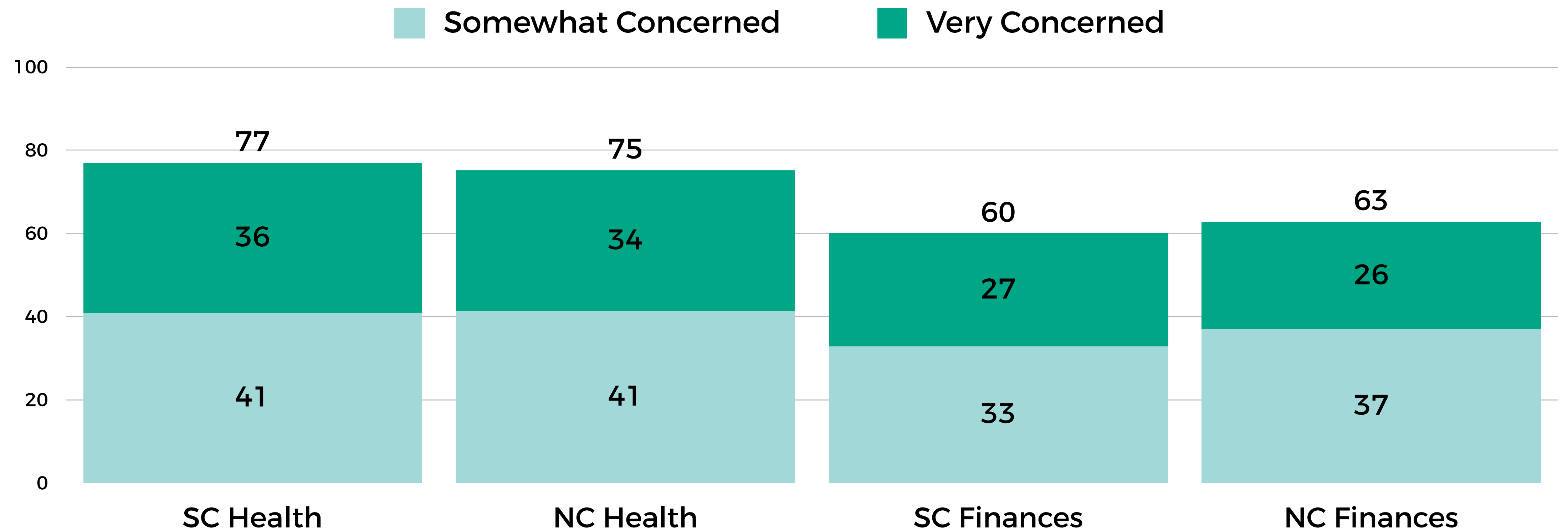


Length of Time to Return to Normal





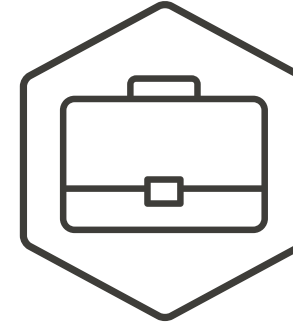
Extent of Concern





Impact on Employment



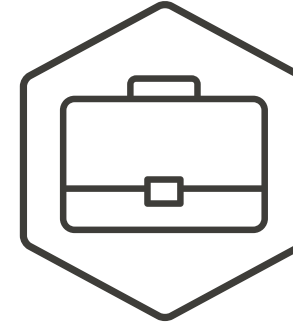


Percentage of Consumers Who Worked Outside Their Home Prior to the Outbreak



NORTH & SOUTH CAROLINA





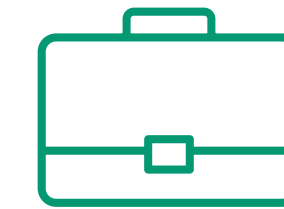
Changes in Employment Status

SC NC



WORKING FROM HOME

26 33



LOST A JOB

12
10



EXPERIENCED A CUT IN PAY

12 17



BEEN FURLOUGHED

13
12



EXPERIENCED A REDUCTION OF HOURS
(BUT REMAINED EMPLOYED)

25
28



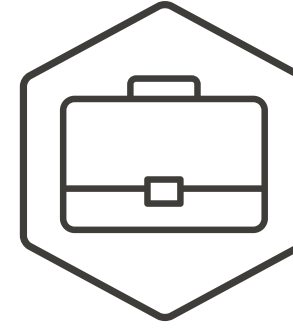
WORKED OR EMPLOYED
AT A BUSINESS THAT HAS CLOSED

9
9

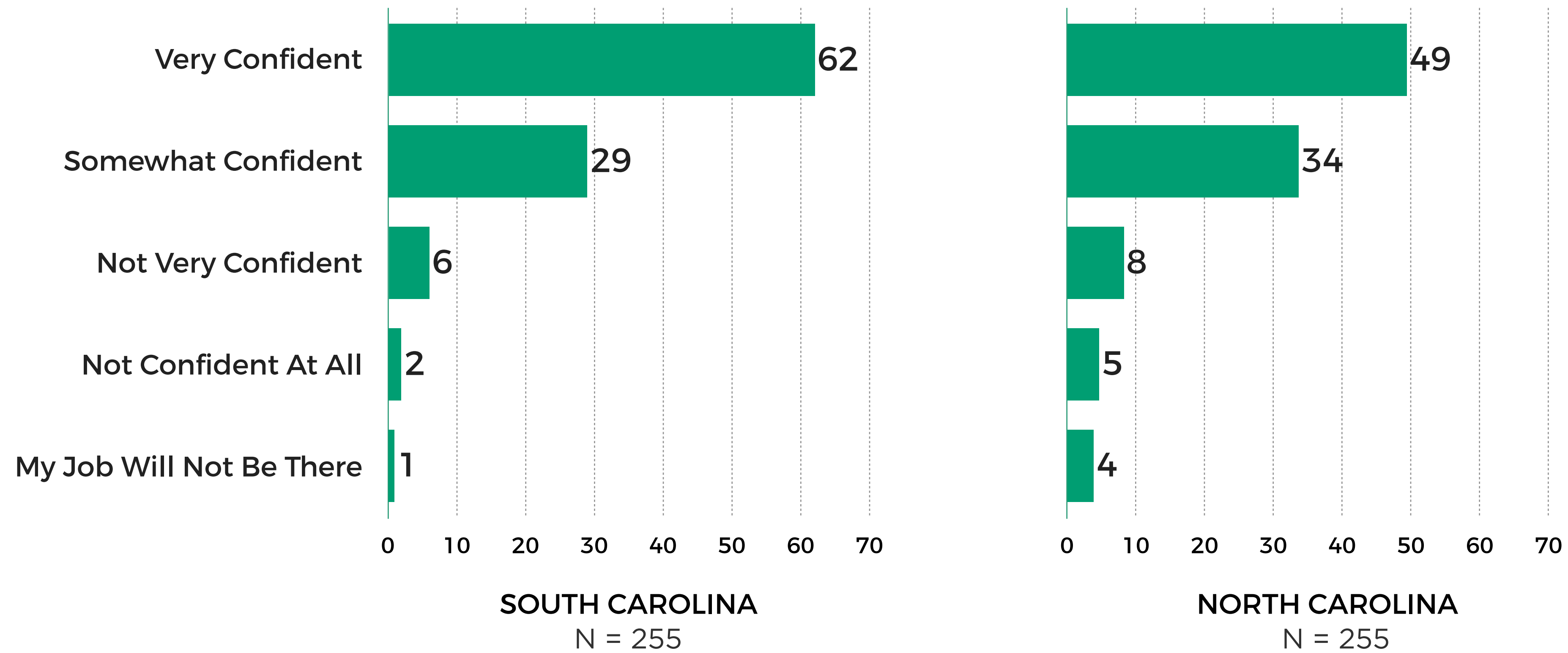
HOUSEHOLDS EXPERIENCING ONE
OR MORE OF THE ABOVE CONDITIONS

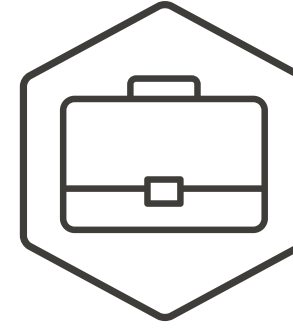
53 57





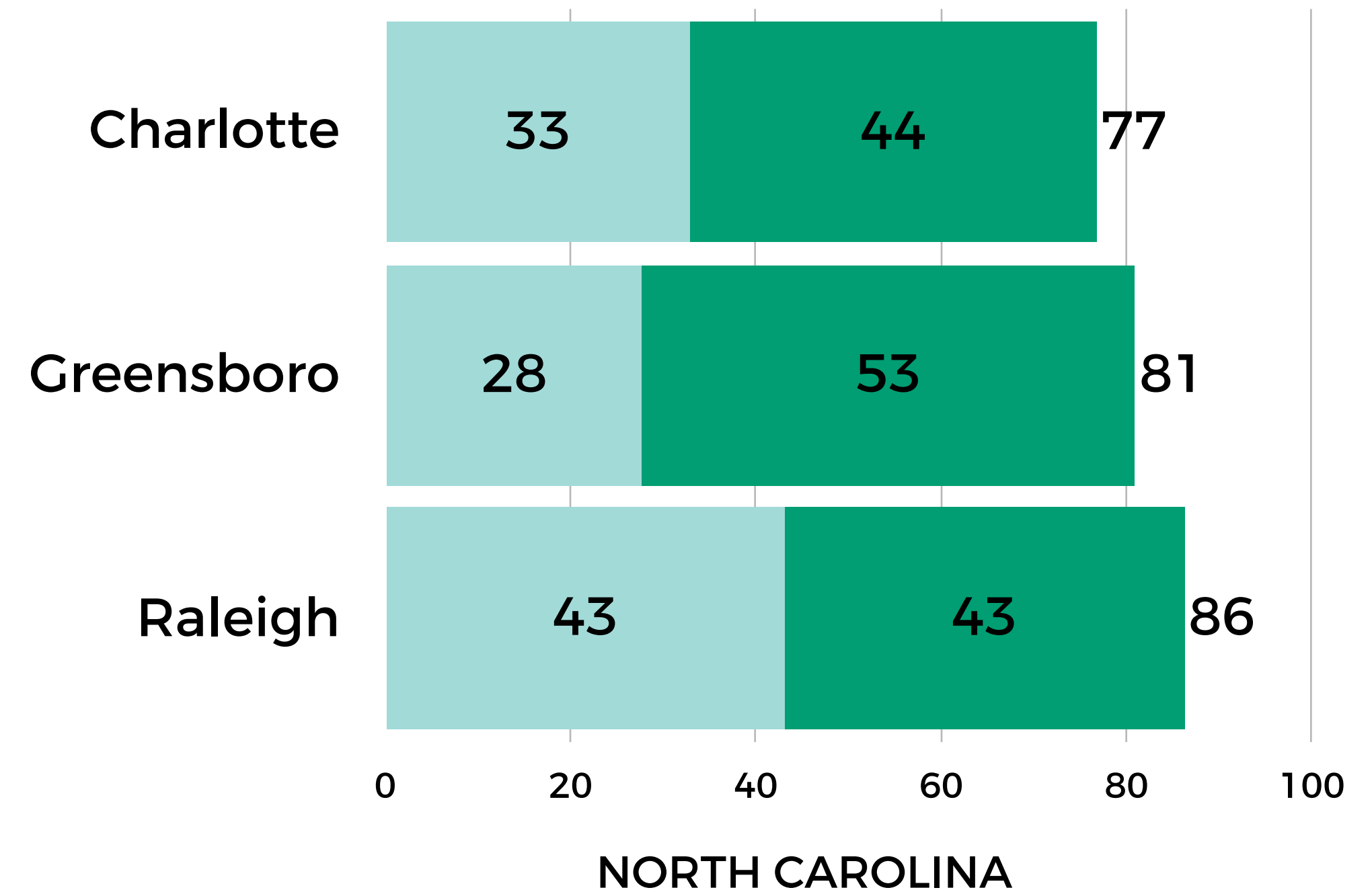
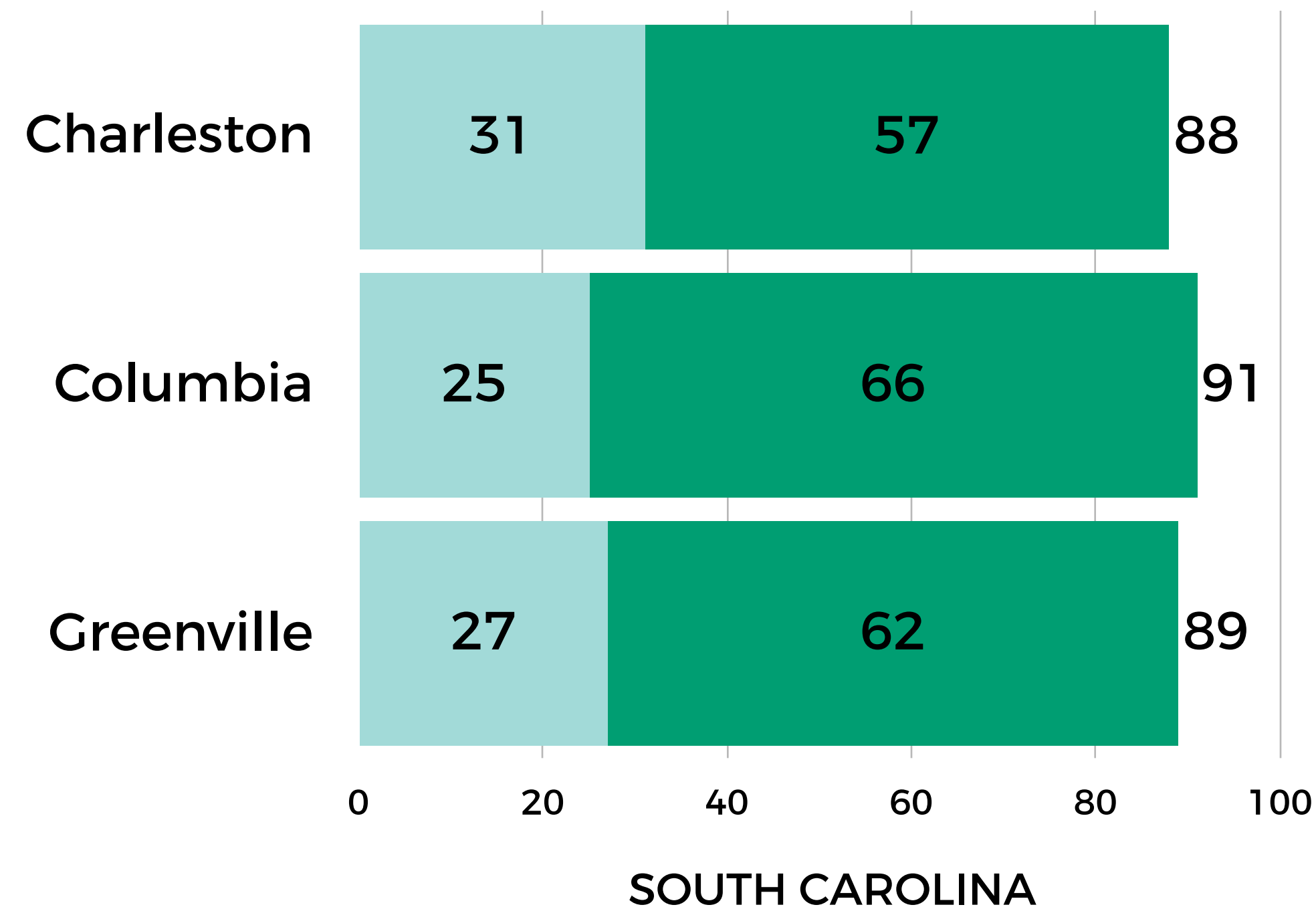
Confidence in Returning to Work





Confidence in Returning to Work

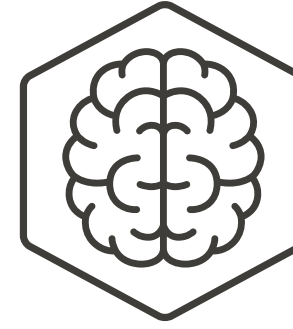
■ Somewhat Confident ■ Very Confident





Impact on Behavior





Activities Missed Most During Quarantine

(Among those who say these activities are relevant to their lives)

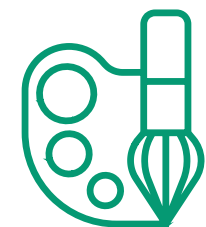
SC NC



GOING OUT TO EAT



SOCIALIZING: FRIENDS, MEETUPS, ETC.



YOUR CHILDREN'S SPORTS/ACTIVITIES



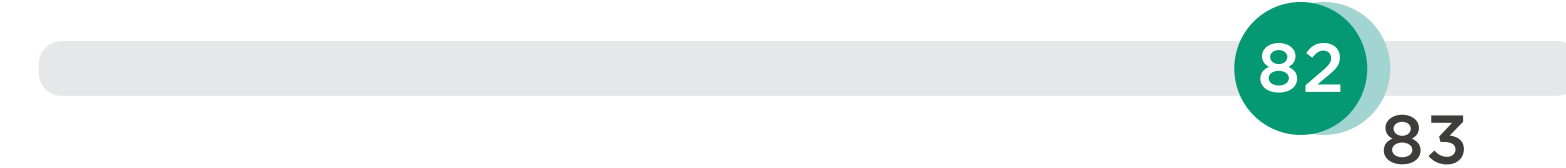
GOING TO A PLACE OF WORSHIP



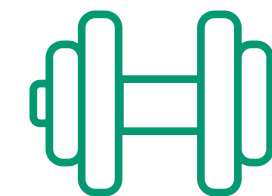
YOUR CHILDREN BEING IN SCHOOL



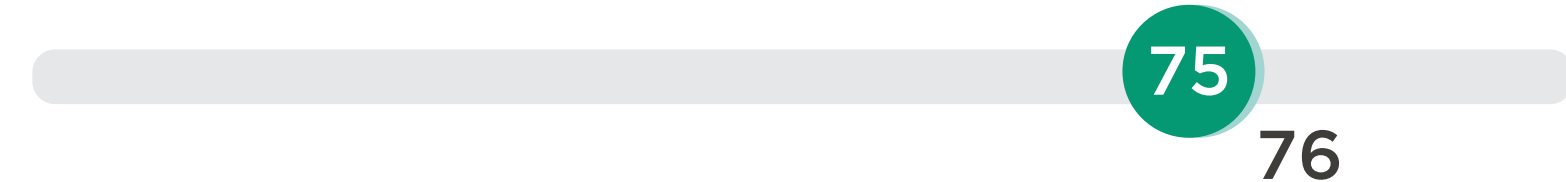
GOING SHOPPING



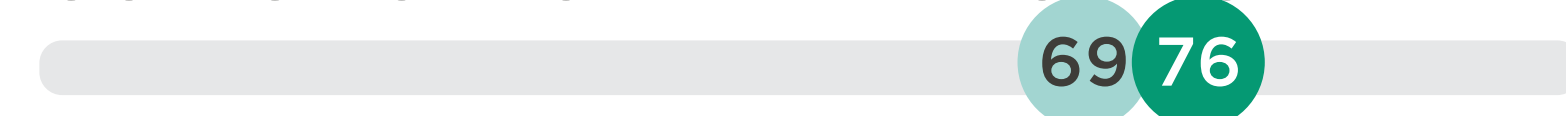
COLLEGE/PROFESSIONAL SPORTS



GOING TO THE GYM

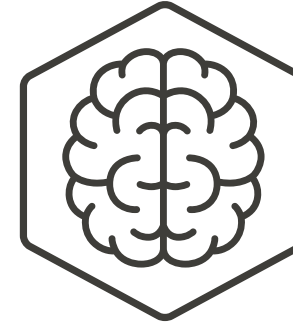


GOING TO WORK IN THE OFFICE



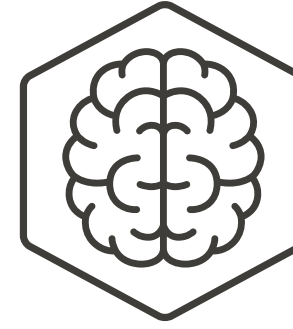
GOING TO A MOVIE





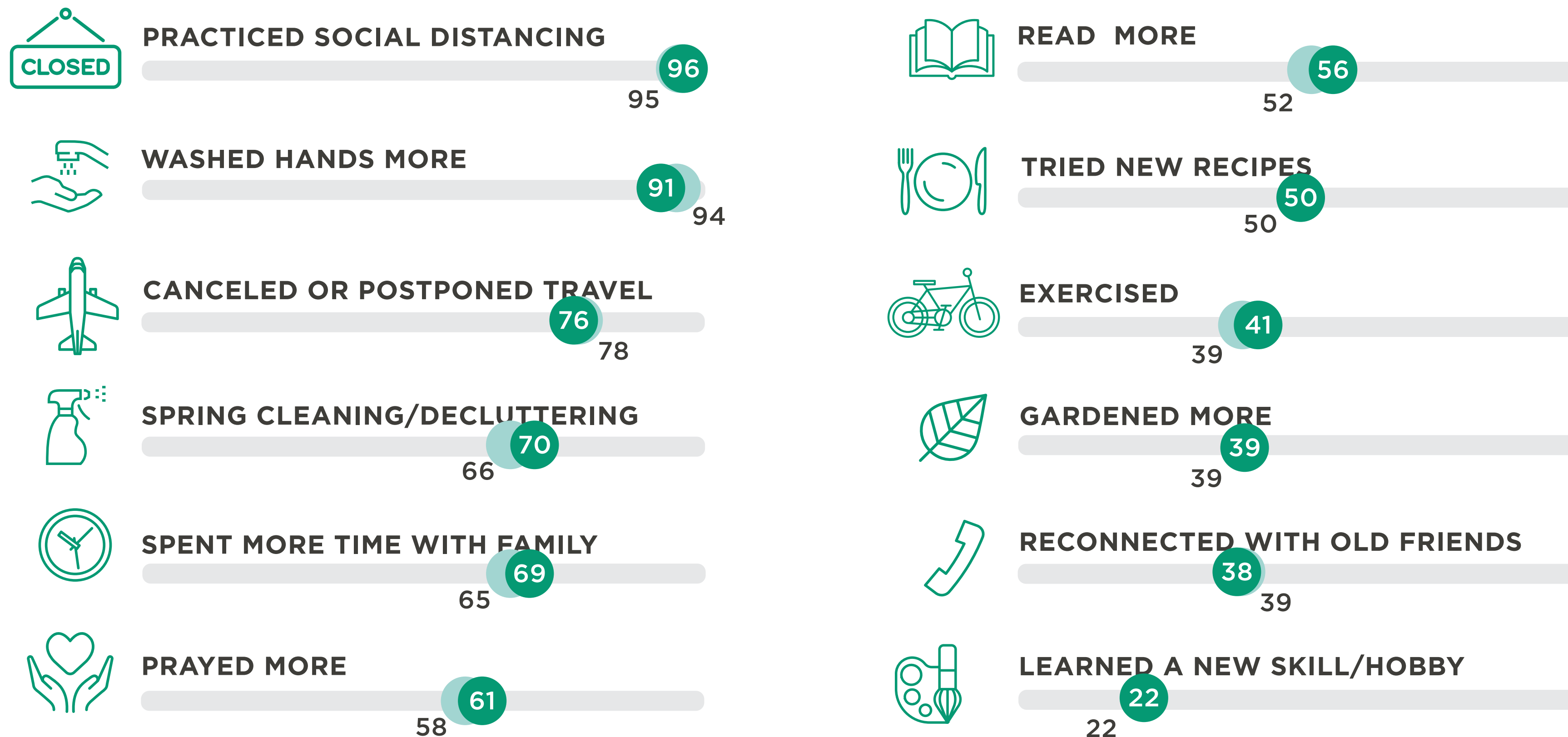
How Well Are Consumers Practicing Social Distancing

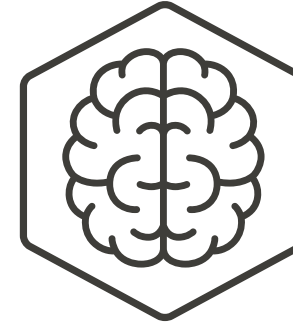




Consumer Activities During Quarantine

(Among those who say these activities are relevant to their lives)





Consumer Activities Expected to Continue After Quarantine

(Among those who say these activities are relevant to their lives)



CURRENTLY DOING IN QUARANTINE



PLAN TO CONTINUE AFTER QUARANTINE



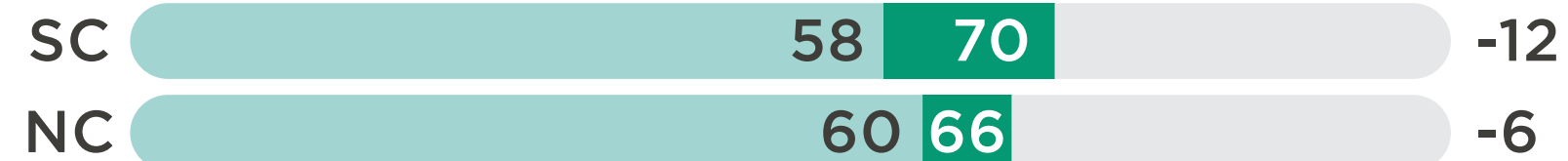
PRACTICE SOCIAL DISTANCING



WASH HANDS MORE



SPRING CLEAN/DECLUTTER



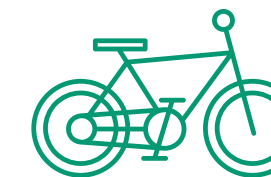
SPEND MORE TIME WITH FAMILY



PRAY



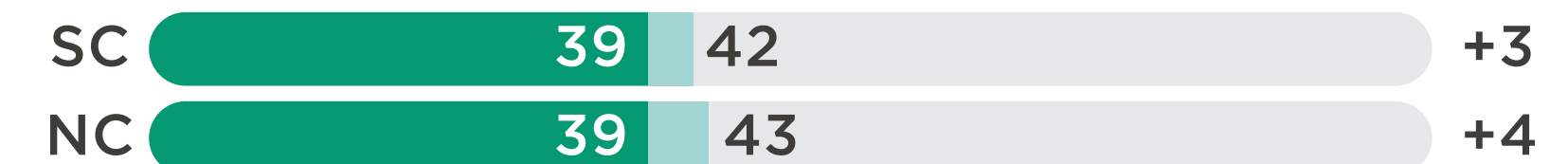
READ

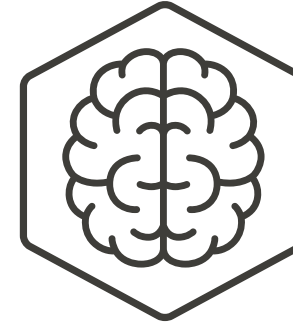


EXERCISE

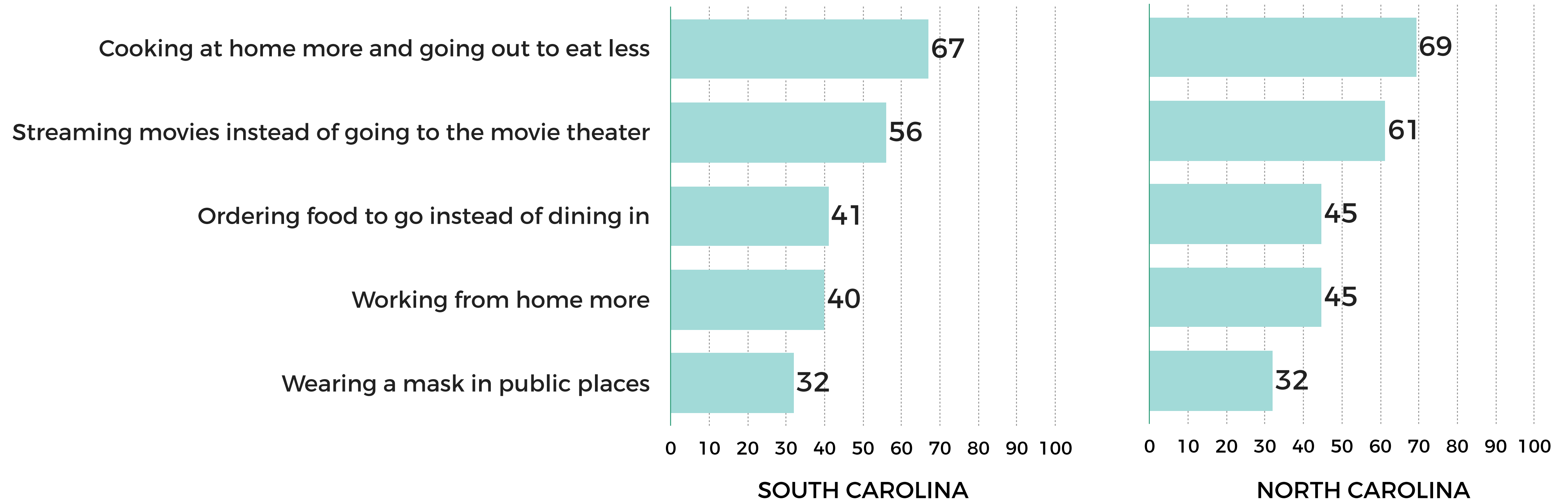


GARDEN





Consumer Habits Expected to Continue After Quarantine





Staying Informed





Sources Relied on During the Outbreak

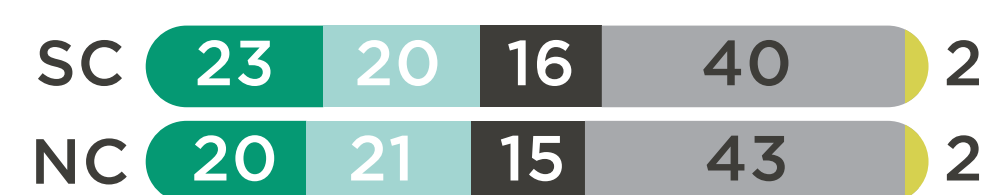
■ VERY MUCH ■ SOMEWHAT ■ NOT VERY MUCH ■ NOT AT ALL ■ NOT FAMILIAR



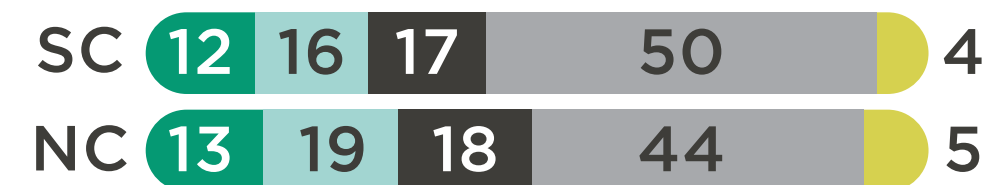
CNN



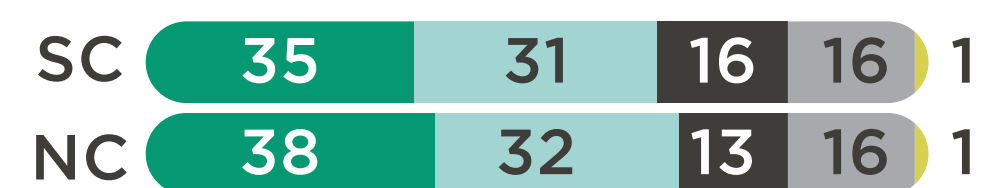
FOX NEWS



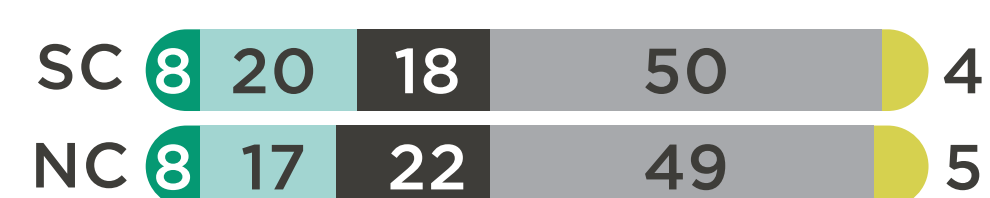
MSNBC



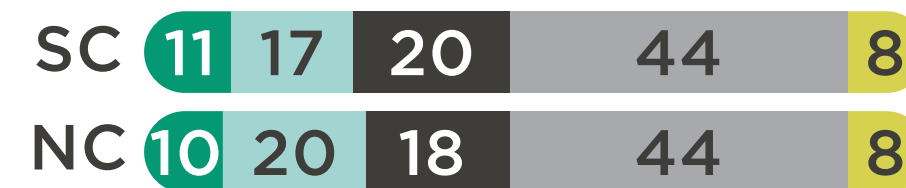
OTHER MAJOR NETWORKS



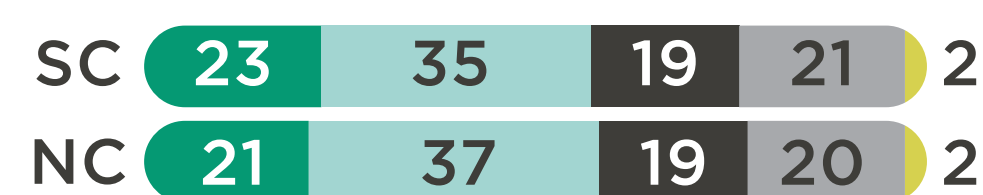
USA TODAY



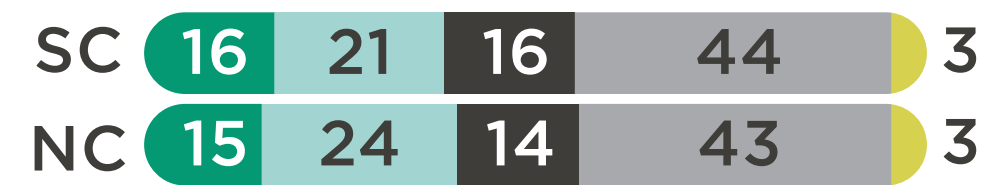
NPR/PBS



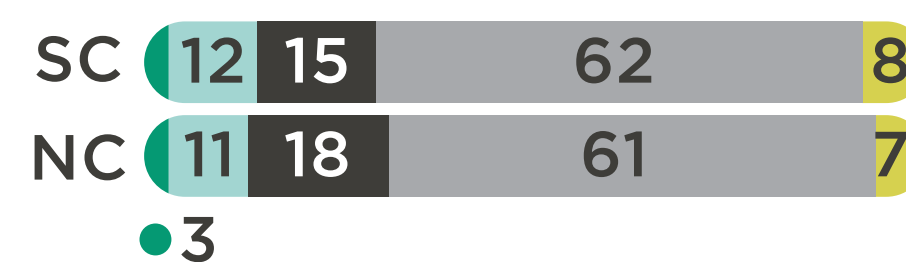
ONLINE SEARCH



NATIONAL NEWSPAPERS



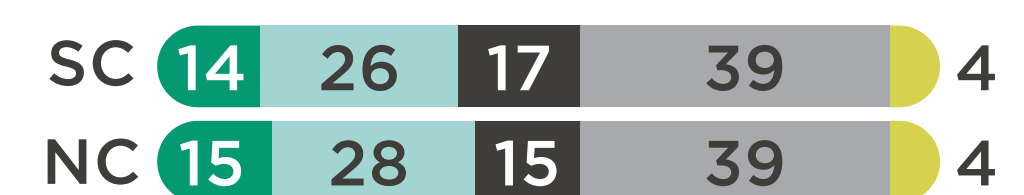
BLOGGERS



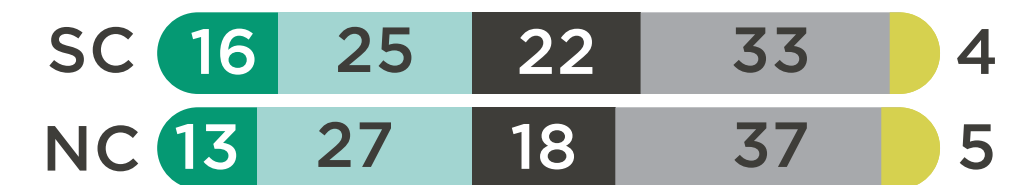
LOCAL TV NEWS



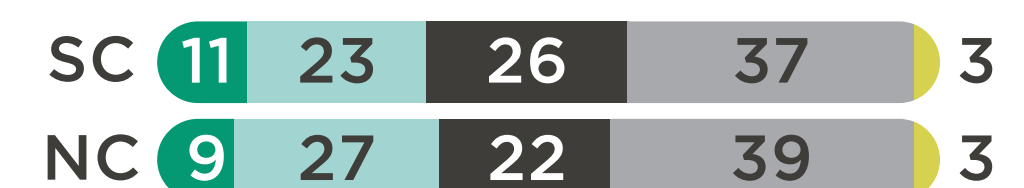
LOCAL NEWSPAPER



SOCIAL MEDIA - NEWS

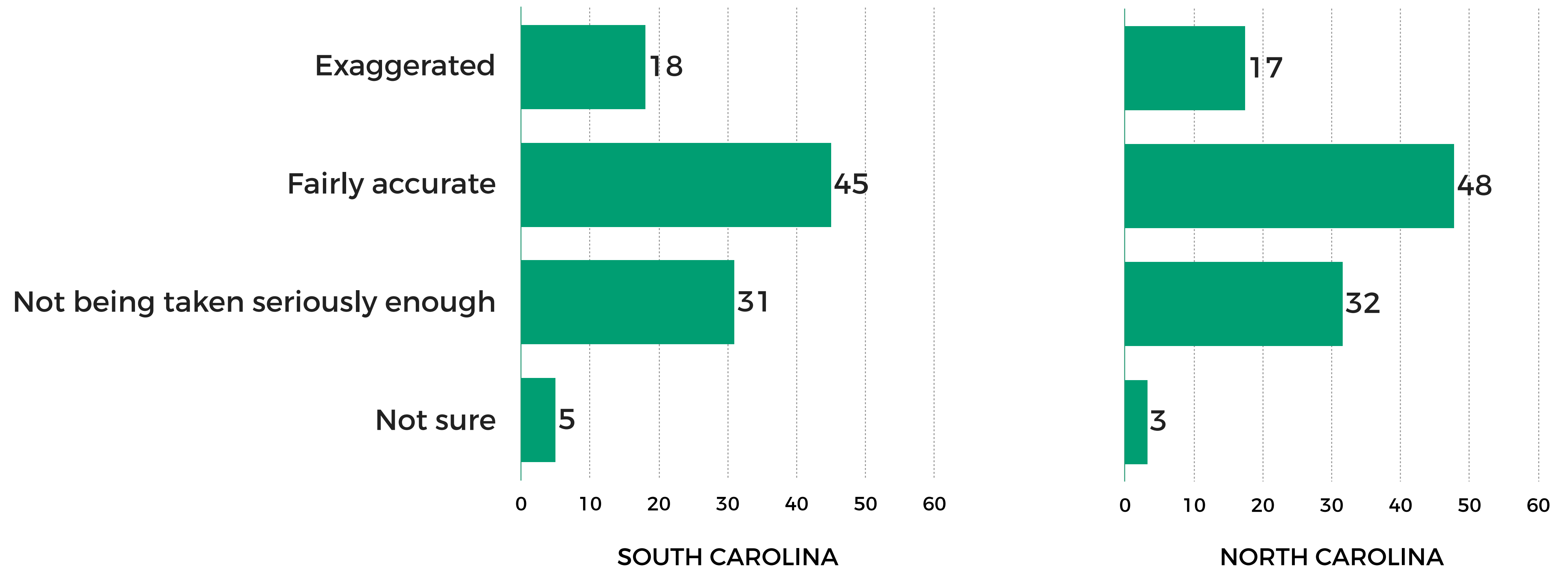


SOCIAL MEDIA - FRIENDS





Seriousness of the Pandemic in the Media





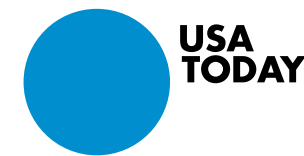
Perceptions of News

(Among those who use the source for news at least some)

■ NOT SERIOUS ENOUGH ■ FAIRLY ACCURATE ■ EXAGGERATED ■ NOT SURE



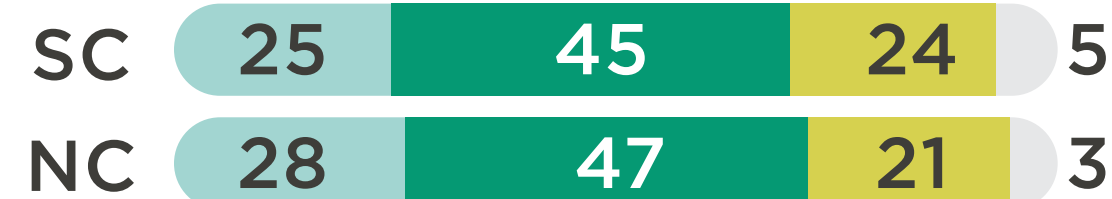
CNN



USA TODAY



FOX NEWS



NPR/PBS



MSNBC



ONLINE SEARCH



OTHER MAJOR NETWORKS



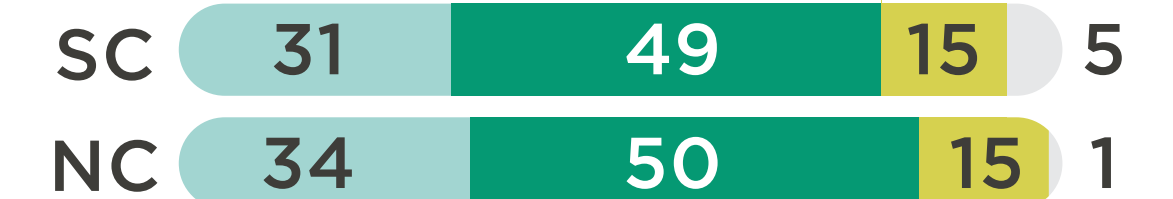
NATIONAL NEWSPAPERS



LOCAL TV NEWS



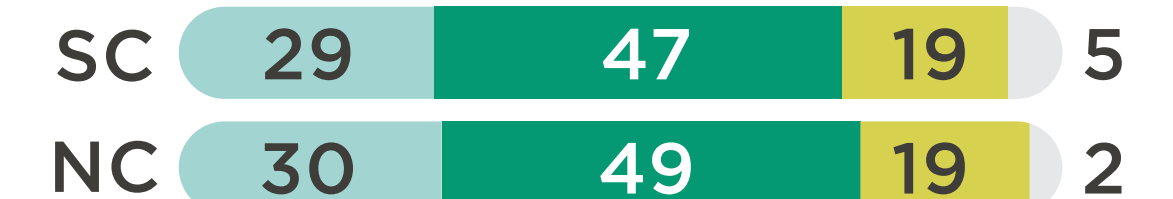
LOCAL NEWSPAPER



SOCIAL MEDIA - NEWS



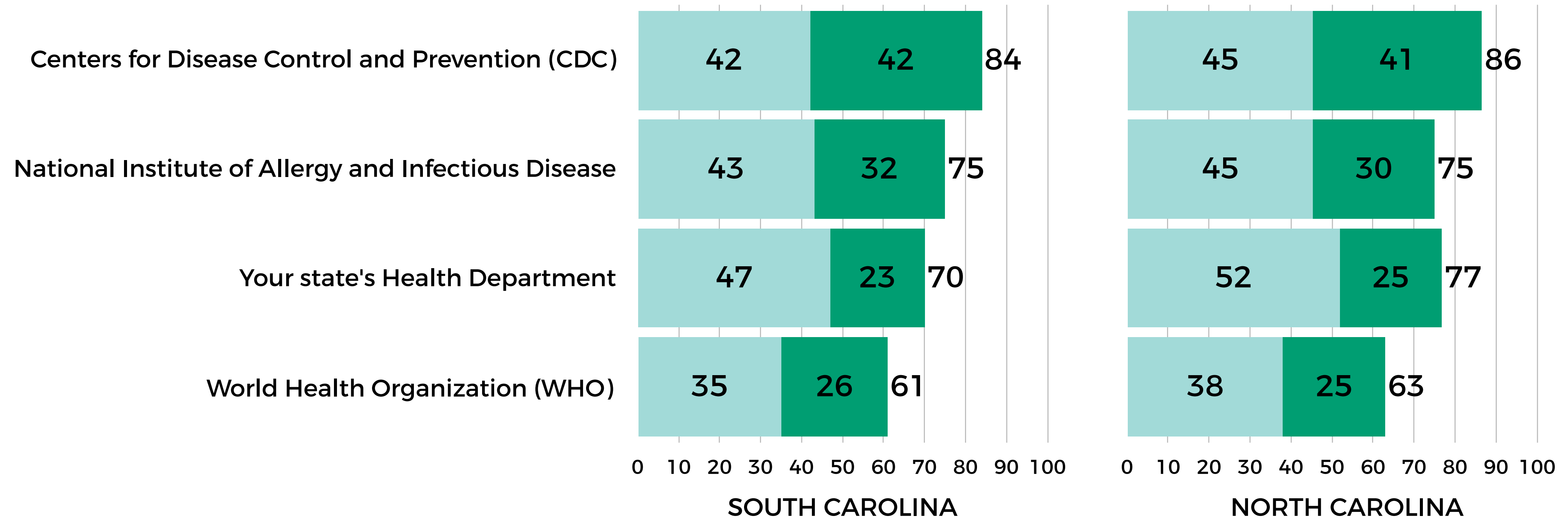
SOCIAL MEDIA - FRIENDS





Confidence in Sources of Information

■ Somewhat Confident ■ Very Confident





Impact on Travel





Consumers Who Have Canceled or Postponed Trips



SOUTH CAROLINA

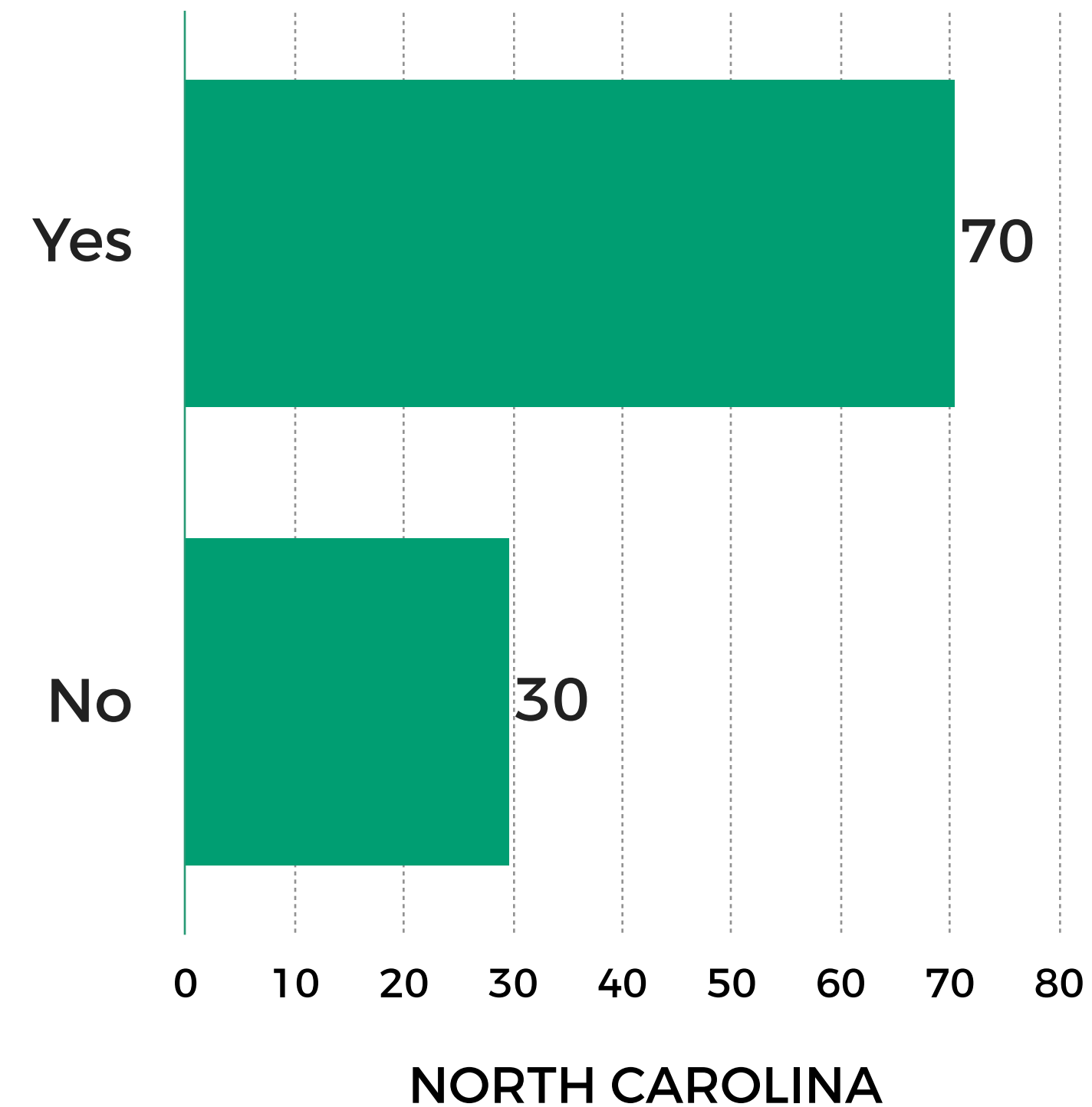
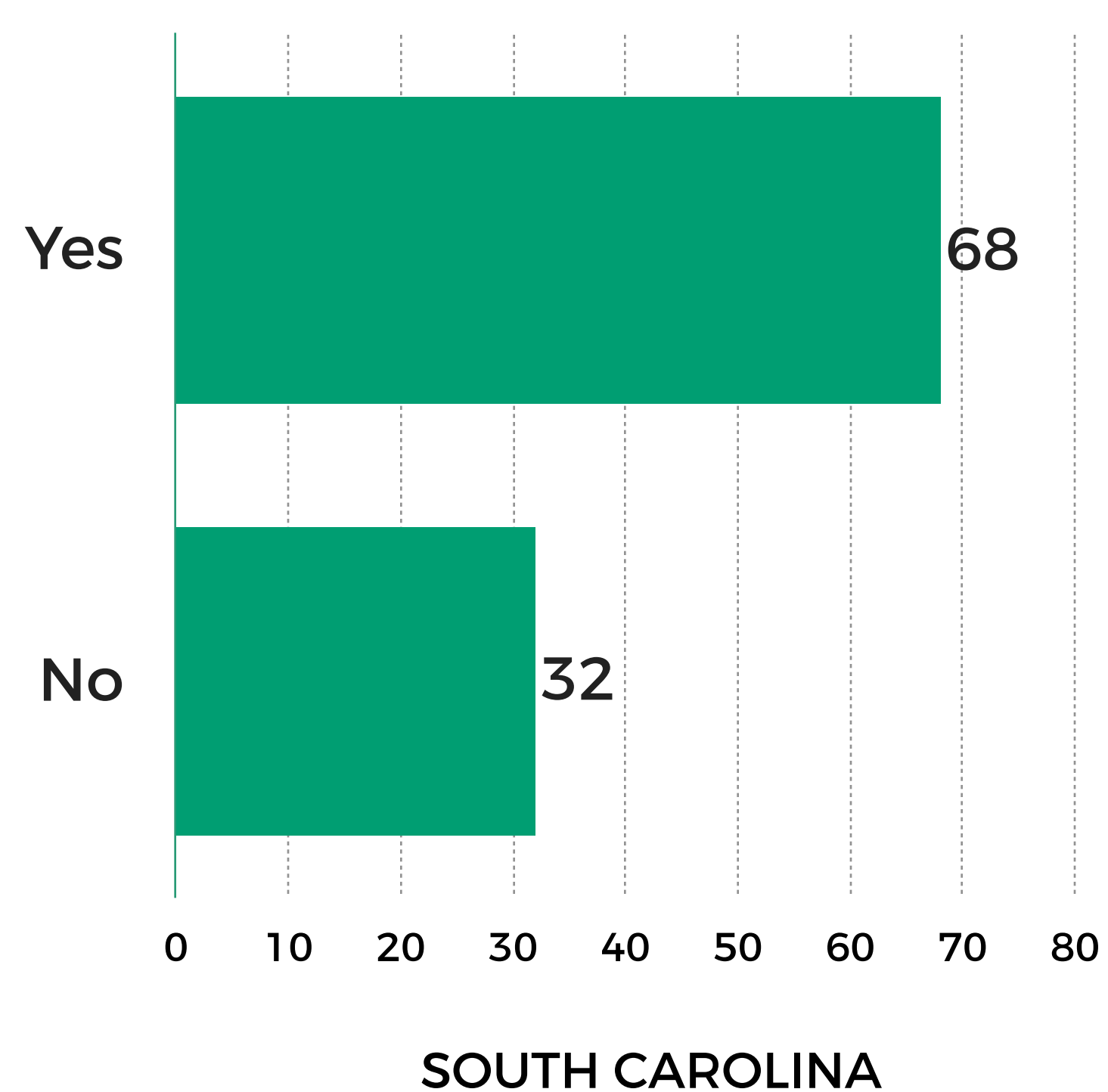


NORTH CAROLINA





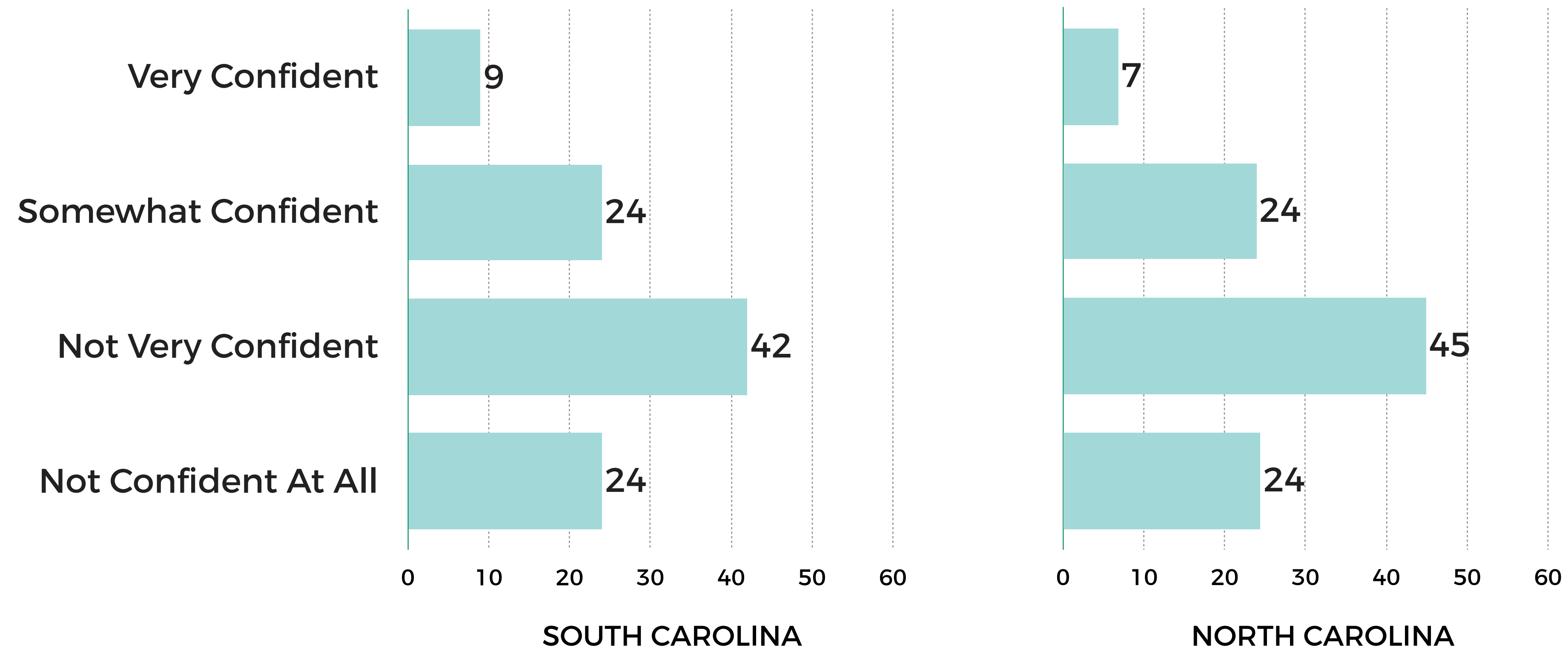
Number of People Who Take Summer Vacations

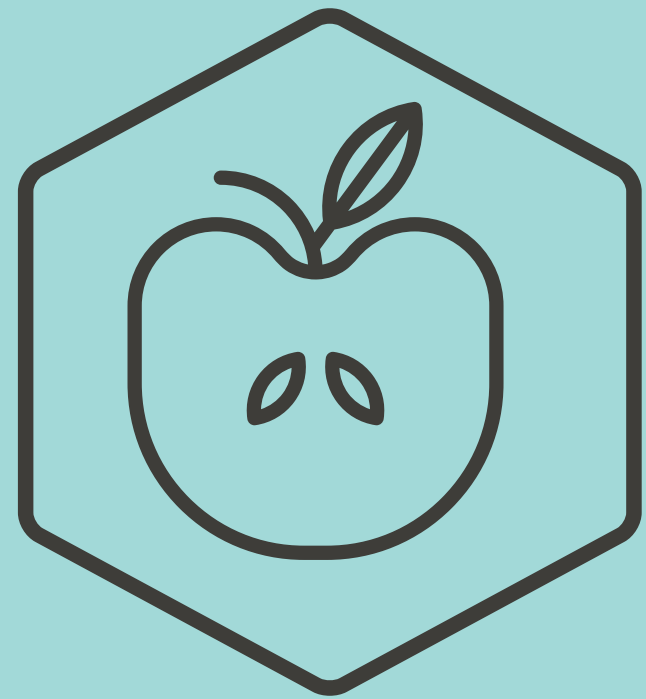




Confidence in the Ability to Take a Summer Vacation

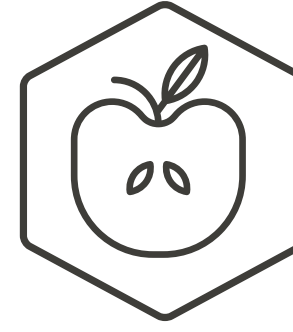
(Among those who typically take a summer vacation, n=340SC/352NC)



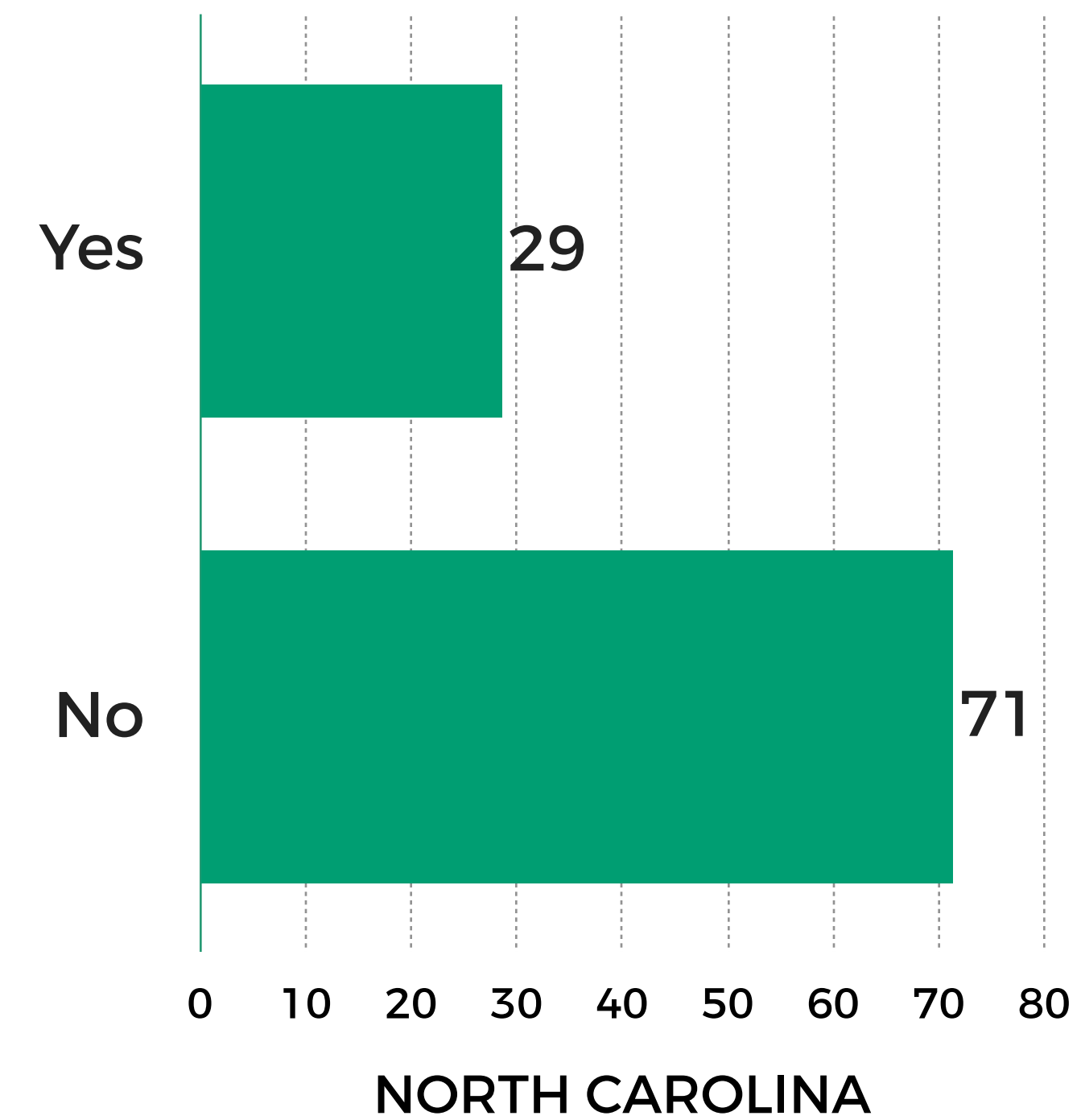
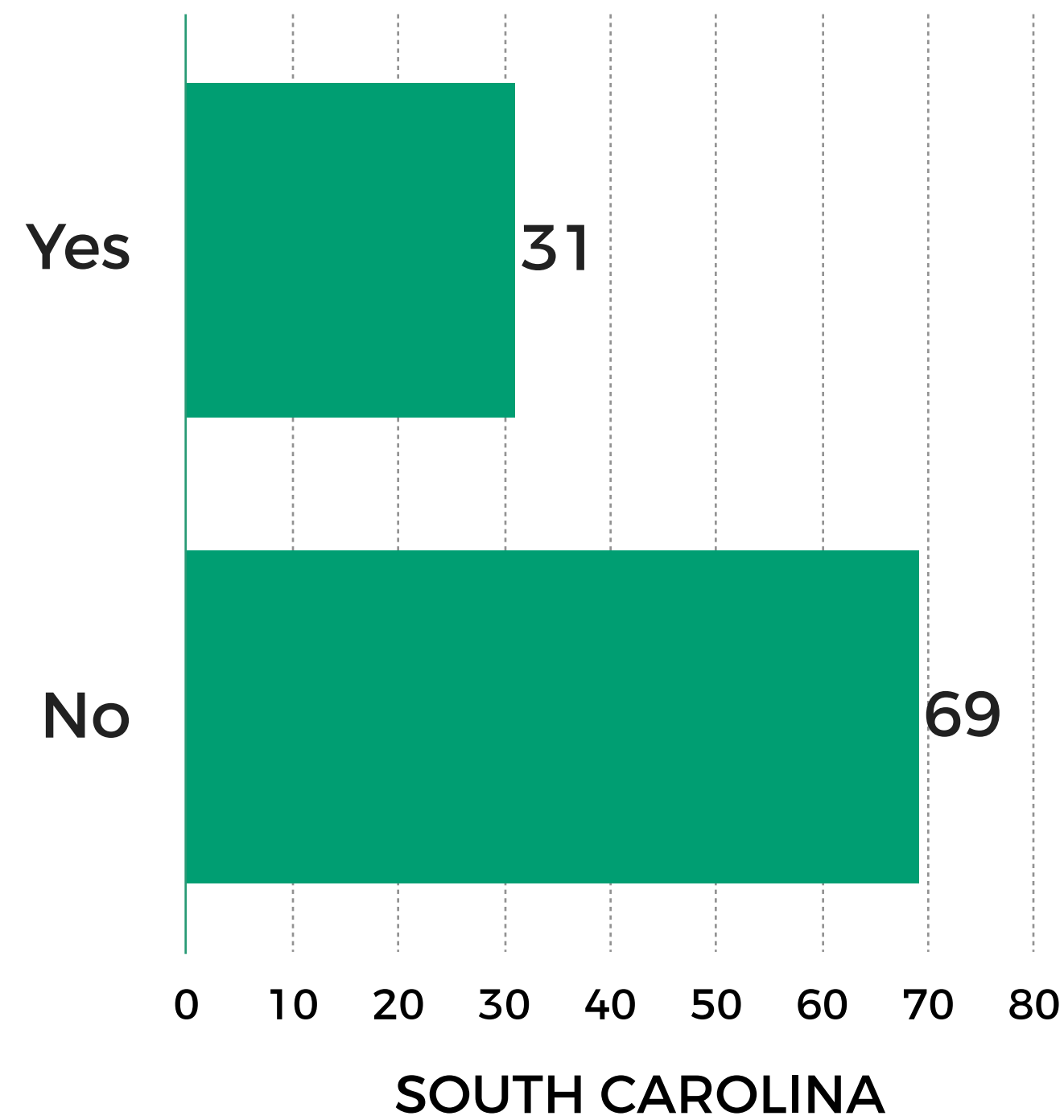


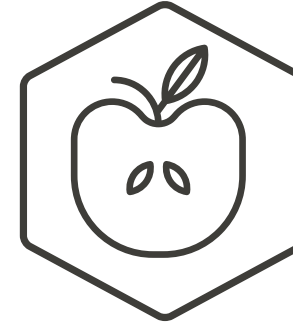
Impact on Education





Percentage of Households with Children Under 18

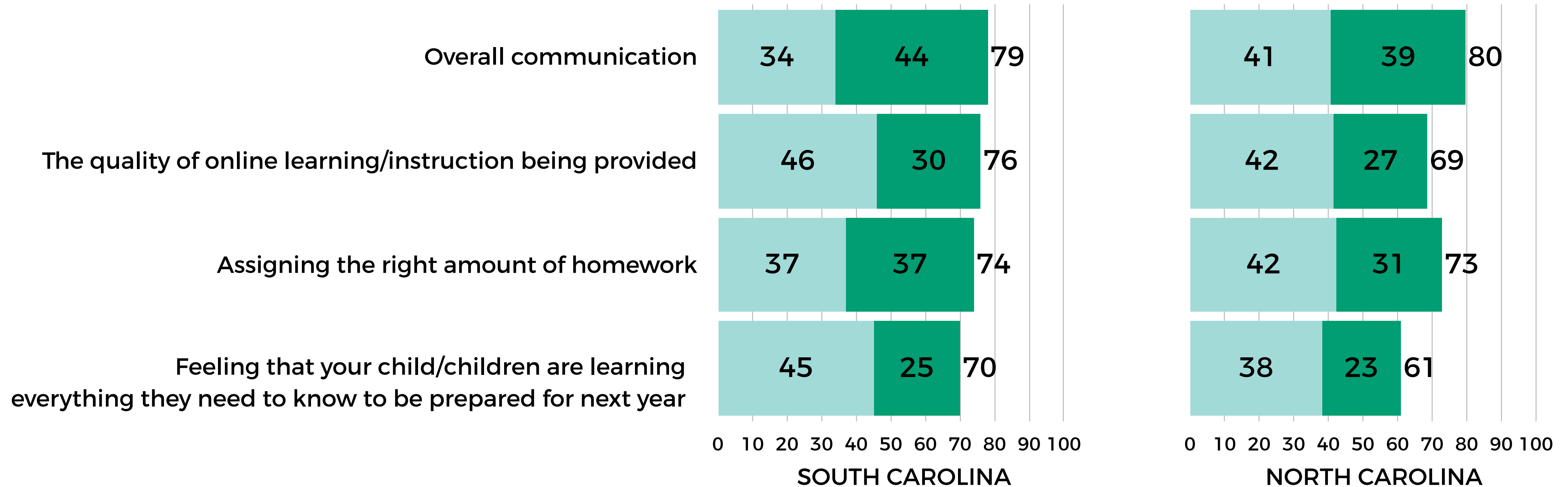




Satisfaction with Schools

(Among those with children in the home, n=126SC/118NC)

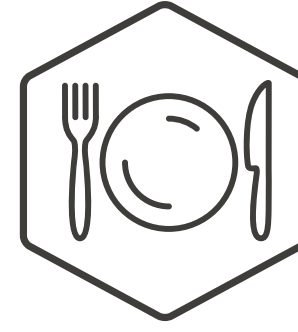
■ Somewhat Satisfied ■ Very Satisfied



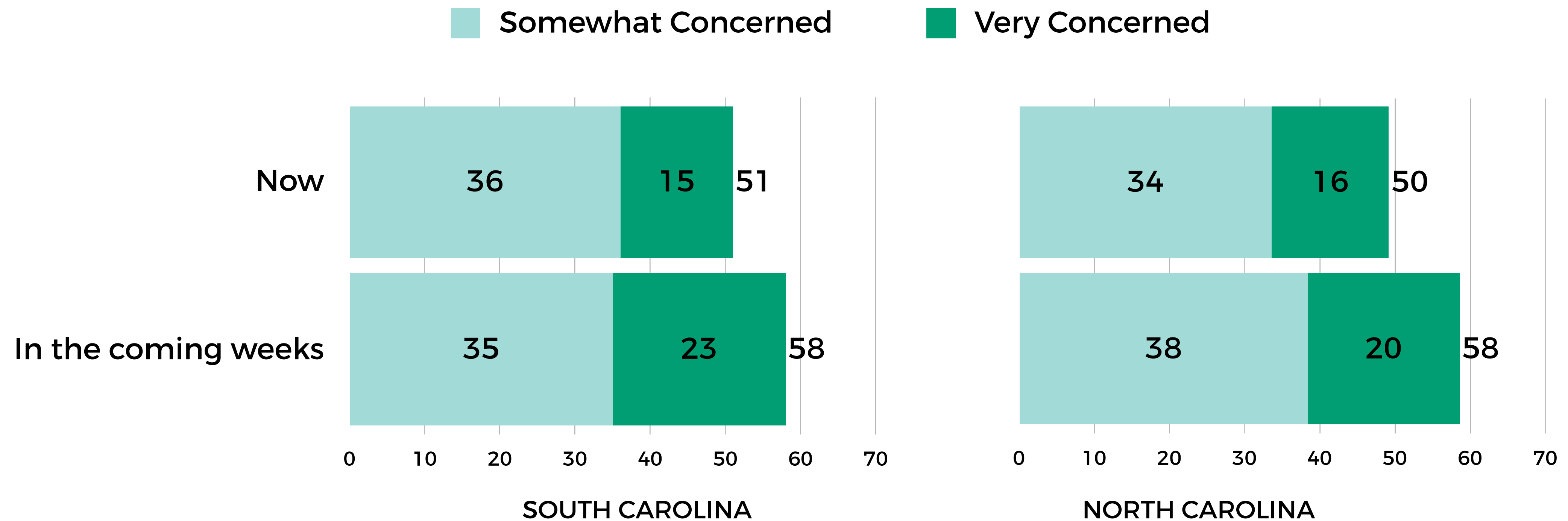


Impact on Food Consumption



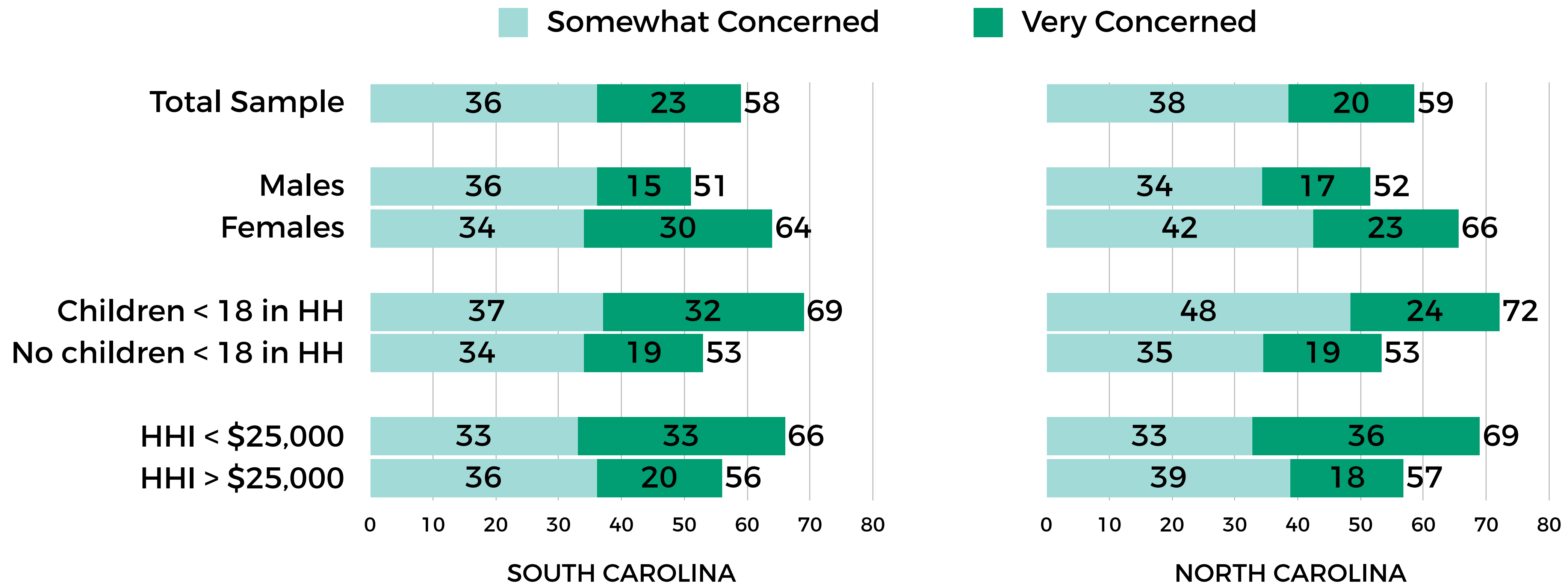


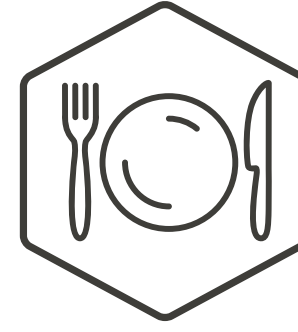
Concern Around the Availability of Groceries



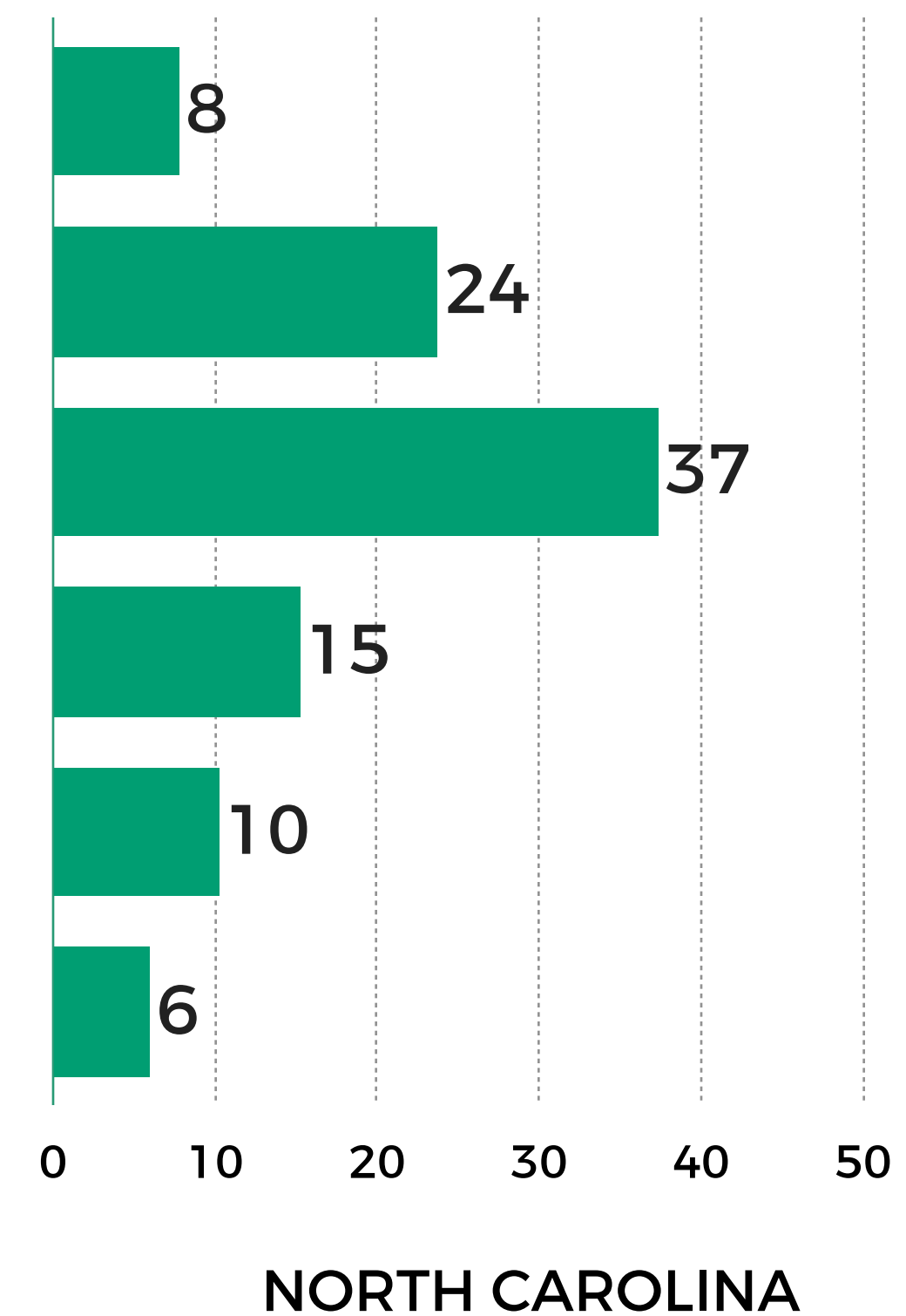
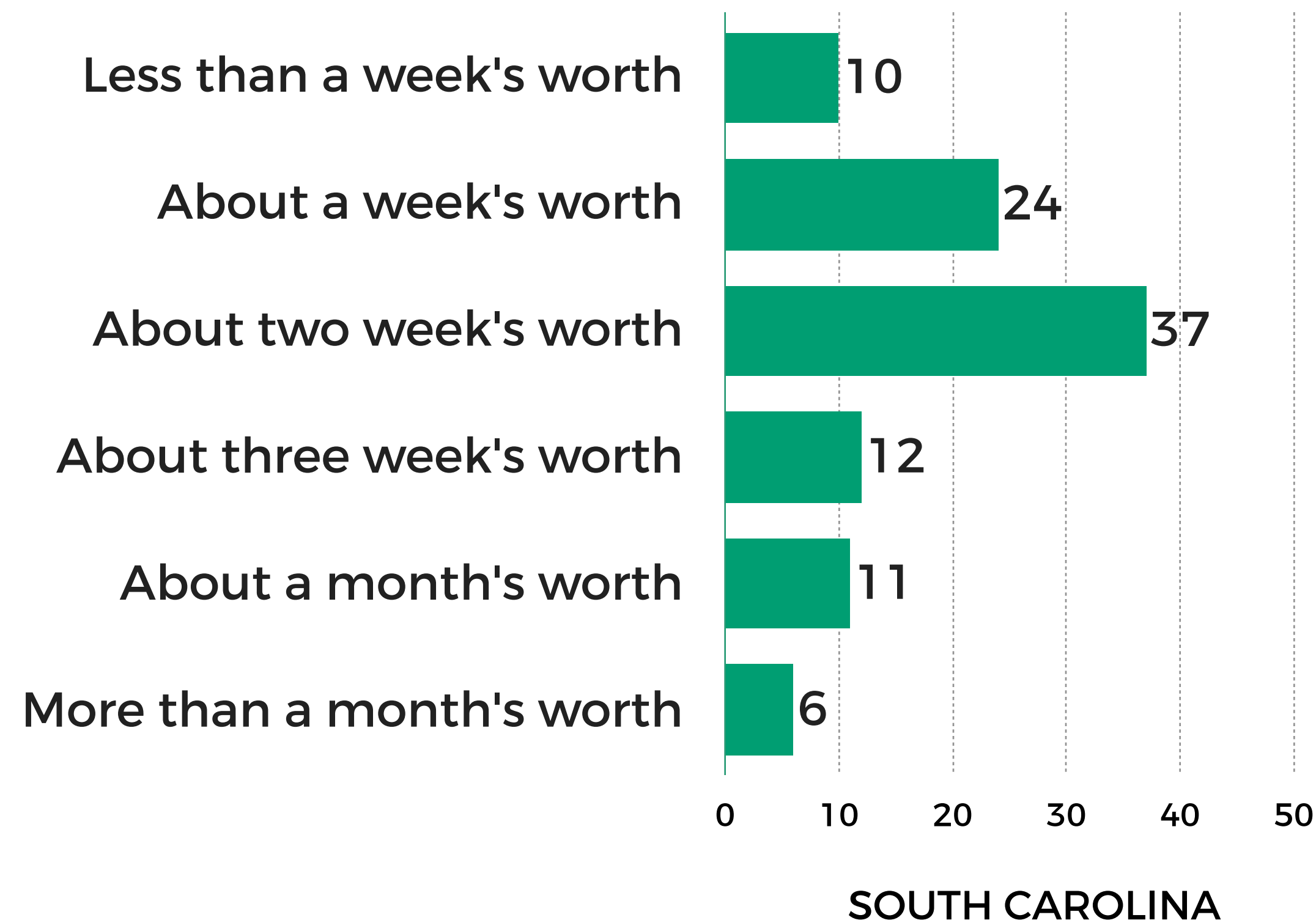


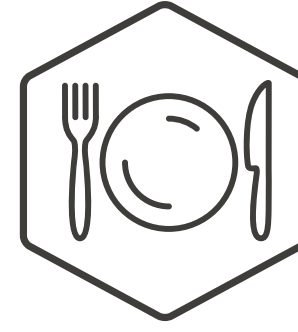
Demographic Breakdown for Those Concerned





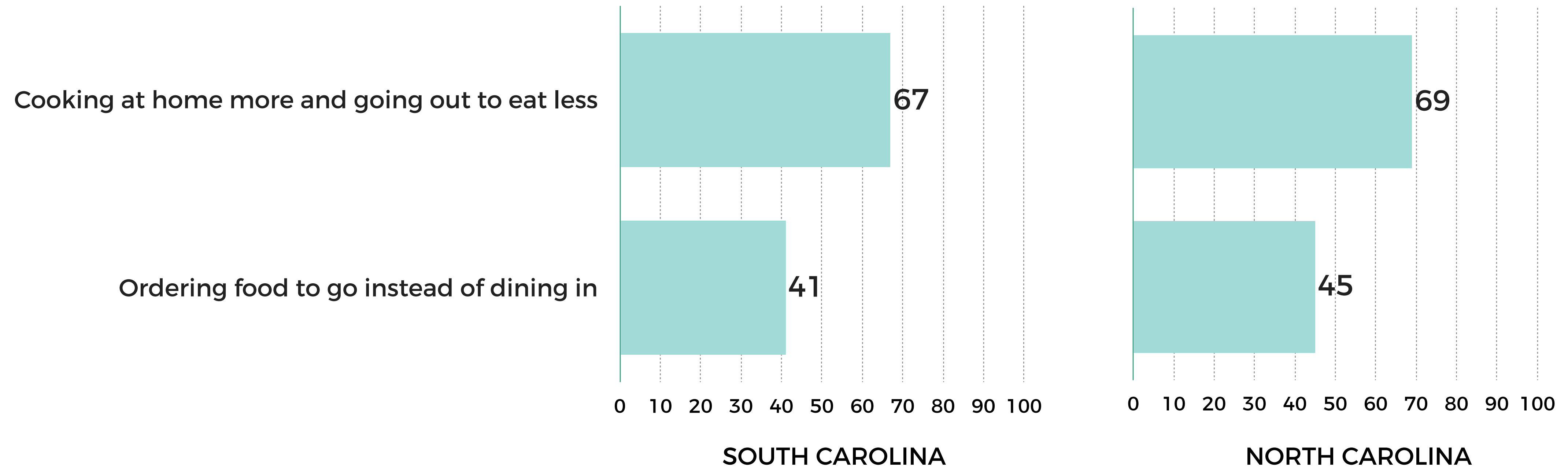
Amount of Food Currently in Households





Eating Habits Expected to Continue

(Among those who say these activities is relevant to their lives)



The Good that Comes From This



THE GOOD

- Responses include ‘nothing’ or ‘not sure’.
- Many indicate they enjoy spending time with family.
- Returning to simpler times/reprioritizing what’s important.



Thank You



CHERNOFF NEWMAN

VIEW THE STUDY: insights.chernoffnewman.com

PRESS: insights.chernoffnewman.com/media-kit

TYE PRICE | SVP, Chief Strategist
Tye.Price@ChernoffNewman.com
(803) 622-9717

FENTON OVERDYKE | Director of Research
Fenton.Overdyke@ChernoffNewman.com
(803) 254-8158

We're passionate about solving problems
through creative communications.

COLUMBIA / CHARLESTON / CHARLOTTE / ORLANDO