Response + Recovery

The Allegheny Conference COVID-19 Webinar Series

TODAY:
"Building Confidence in a Responsible Reopening of the Region's Economy"

PEOPLES
MAKING YOUR LIFE BETTER.

giant eagle

HIGHMARK
An Independent Licensee of the Blue Cross and Blue Shield Association

UPMC HEALTH PLAN

Program

- Welcome
- Presentations
- Panel Discussion
- Q&A Session
- Wrap-Up

Welcome:

Vera Krekanova

Chief Strategy and Research Officer
Allegheny Conference

Presenters:

Mekael Teshome

Vice President and Senior Regional Officer
Federal Reserve Bank of Cleveland

Kate Murphy

President and Lead Strategist
Campos

Kevin Srigley

President
Schmidt Market Research

Welcome

Vera Krekanova
Allegheny Conference on
Community Development

Mekael Teshome
Federal Reserve Bank of Cleveland

Kate Murphy

Campos

campos

“How Yinz Doin’?” Key Findings from Wave 2

Prepared for
Allegheny Conference on Community Development

ABOUT THE SURVEY

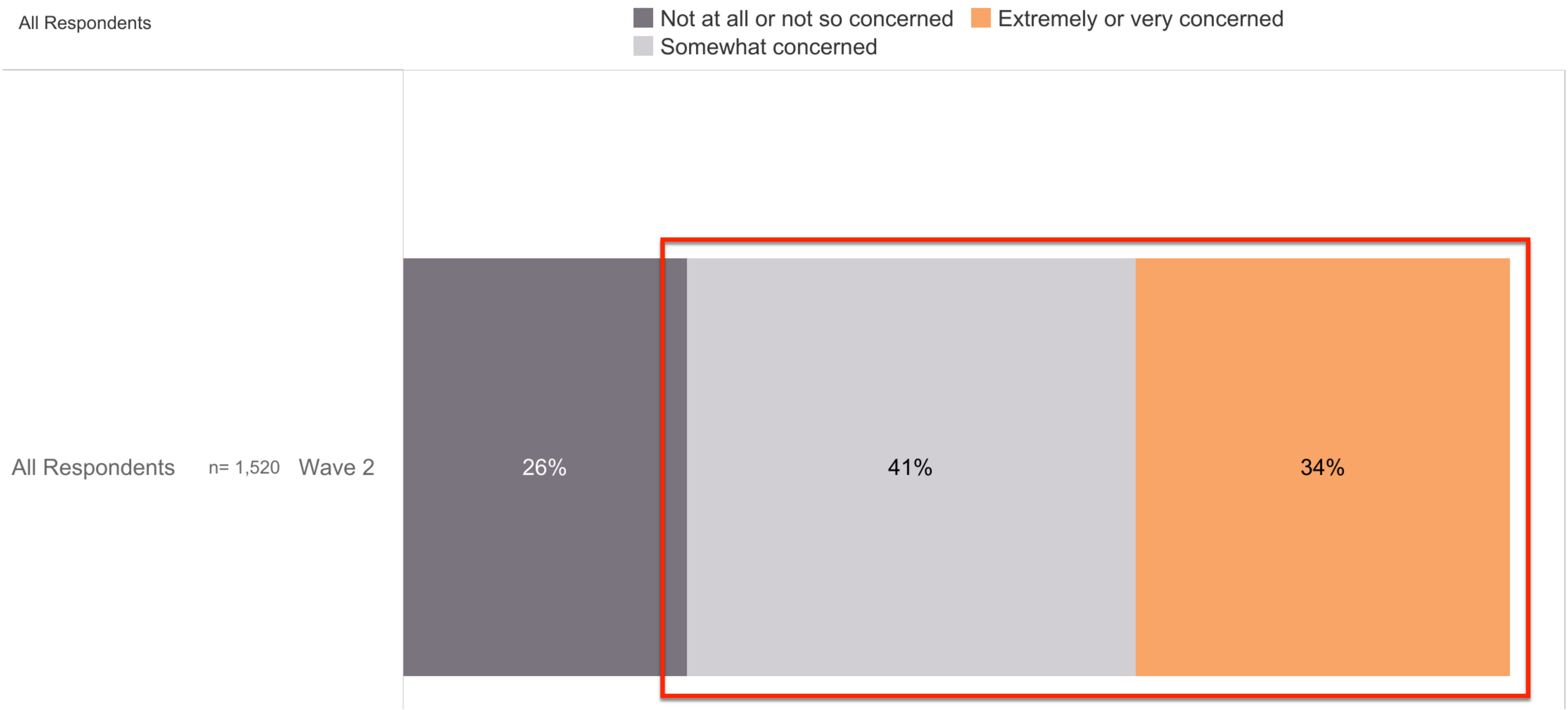
- Objective: To understand the impact COVID-19 is having on the life of Pittsburghers
- Wave 1 fielded April 3-6
- Wave 2 fielded May 6-11
- Includes more than 1,500 respondents from Allegheny County; margin of error is 2.5% for both waves
- In both waves, respondents are representative of the estimated Allegheny County population by a number of demographic measures, including age, gender, ethnicity, household income, and political party affiliation
- Sample sourced from Campos's proprietary, opt-in research panel of people in the Western Pennsylvania region

ABOUT CAMPOS

Campos is a research-driven customer experience and brand planning firm headquartered in Pittsburgh. For more than 35 years, we've provided organizations the research and insight they need for strategic decision-making. We make it easy for organizations to develop compelling customer experiences and authentic brands that resonate with customers.

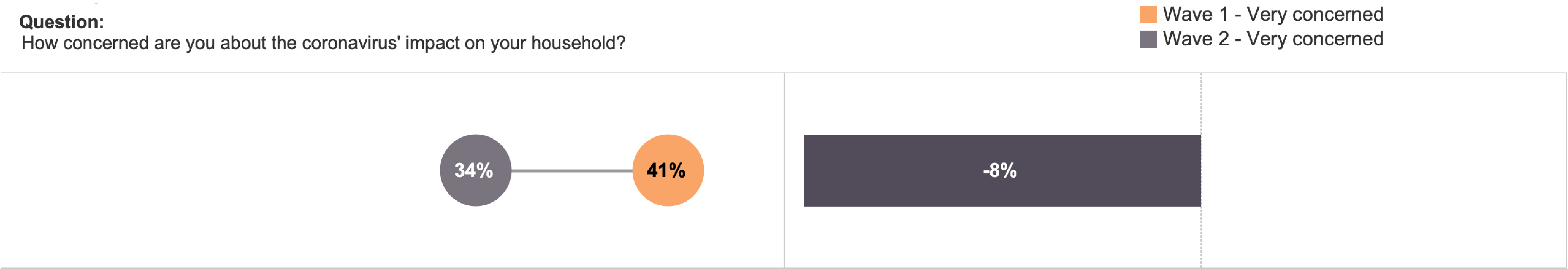
THE VAST MAJORITY OF PITTSBURGHERS ARE AT LEAST SOMEWHAT CONCERNED ABOUT THE CORONAVIRUS

Question:
How concerned are you about the coronavirus' impact on your household?

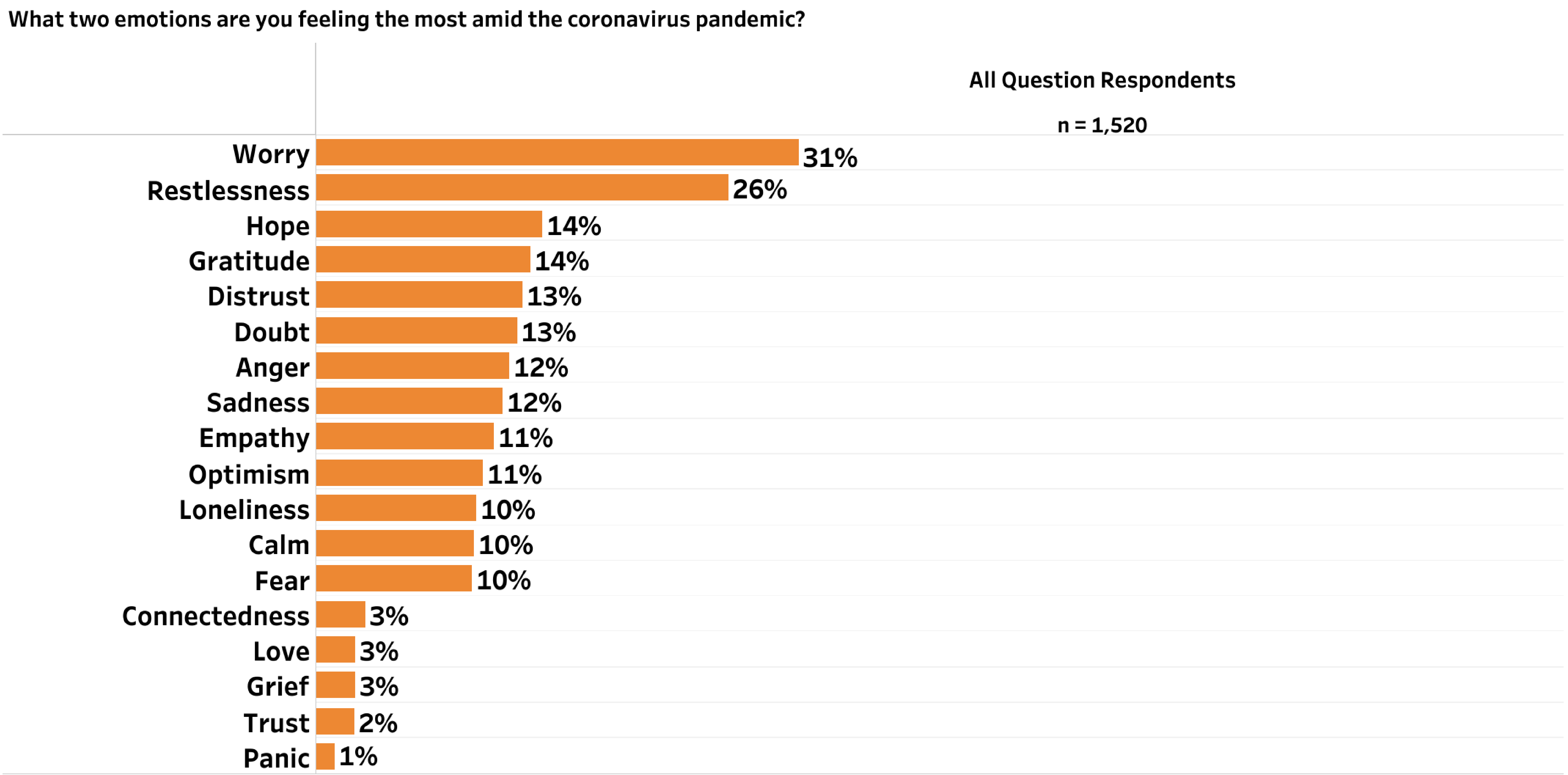


HOWEVER, OVERALL CONCERN HAS DECREASED FROM SINCE WAVE 1

Question:
How concerned are you about the coronavirus' impact on your household?

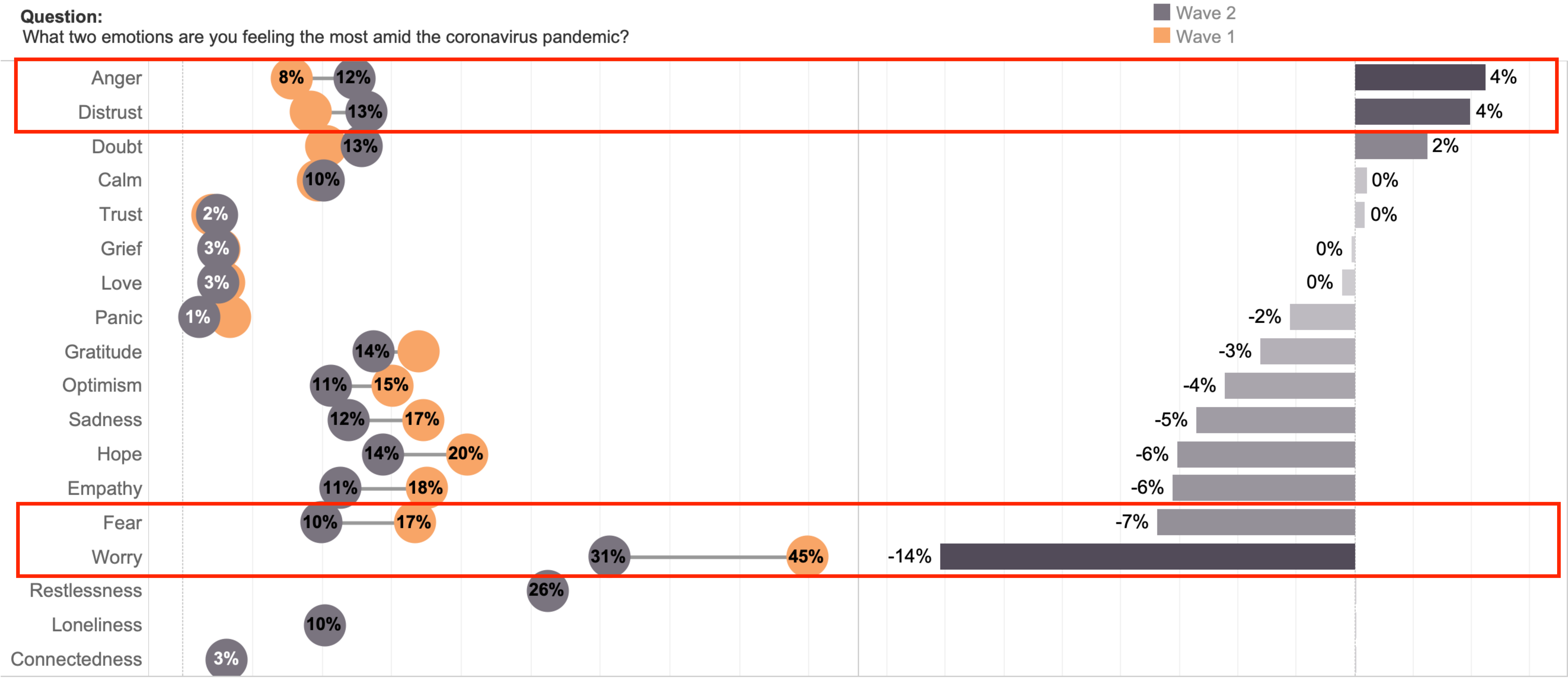


“WORRY” IS THE MOST PREVALENT EMOTION PITTSBURGHERS FEEL, FOLLOWED BY “RESTLESSNESS”

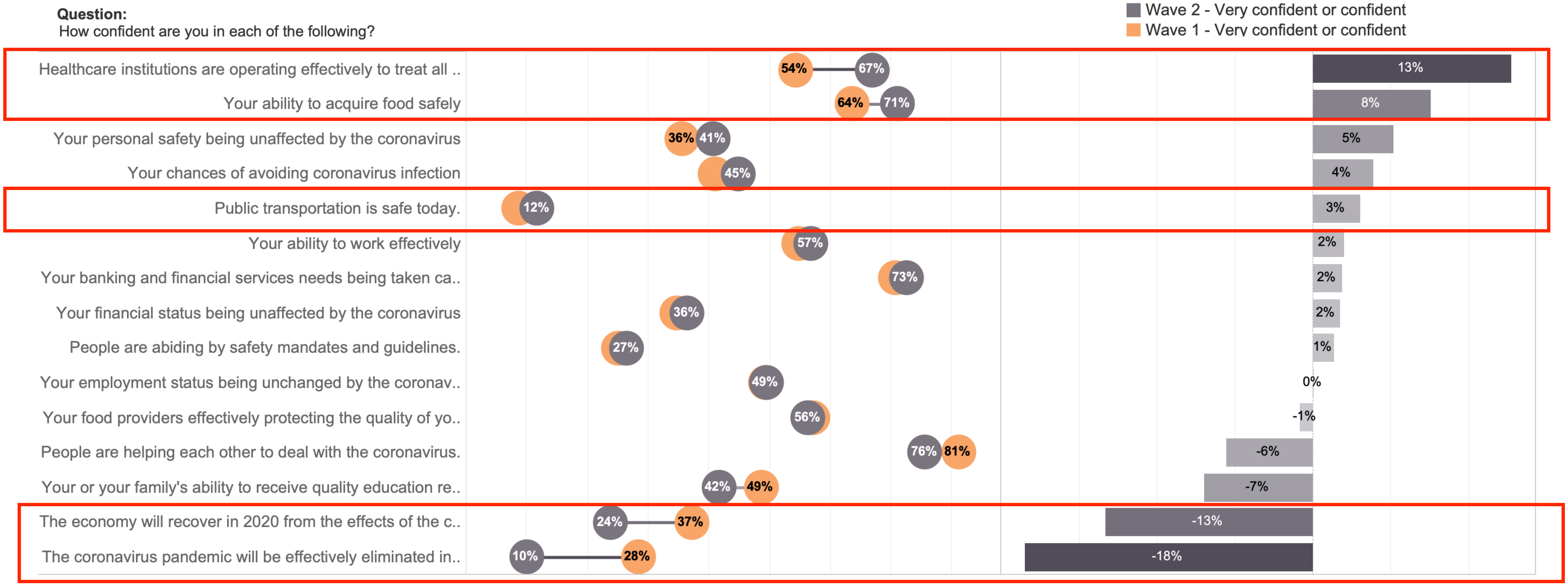


WORRY AND FEAR HAVE DECREASED SINCE WAVE 1, WHILE ANGER AND DISTRUST HAVE INCREASED SLIGHTLY

Question:
What two emotions are you feeling the most amid the coronavirus pandemic?



CONFIDENCE IN CRITICAL INFRASTRUCTURE IS RISING, WHILE CONFIDENCE IN A SPEEDY RECOVERY IS FALLING



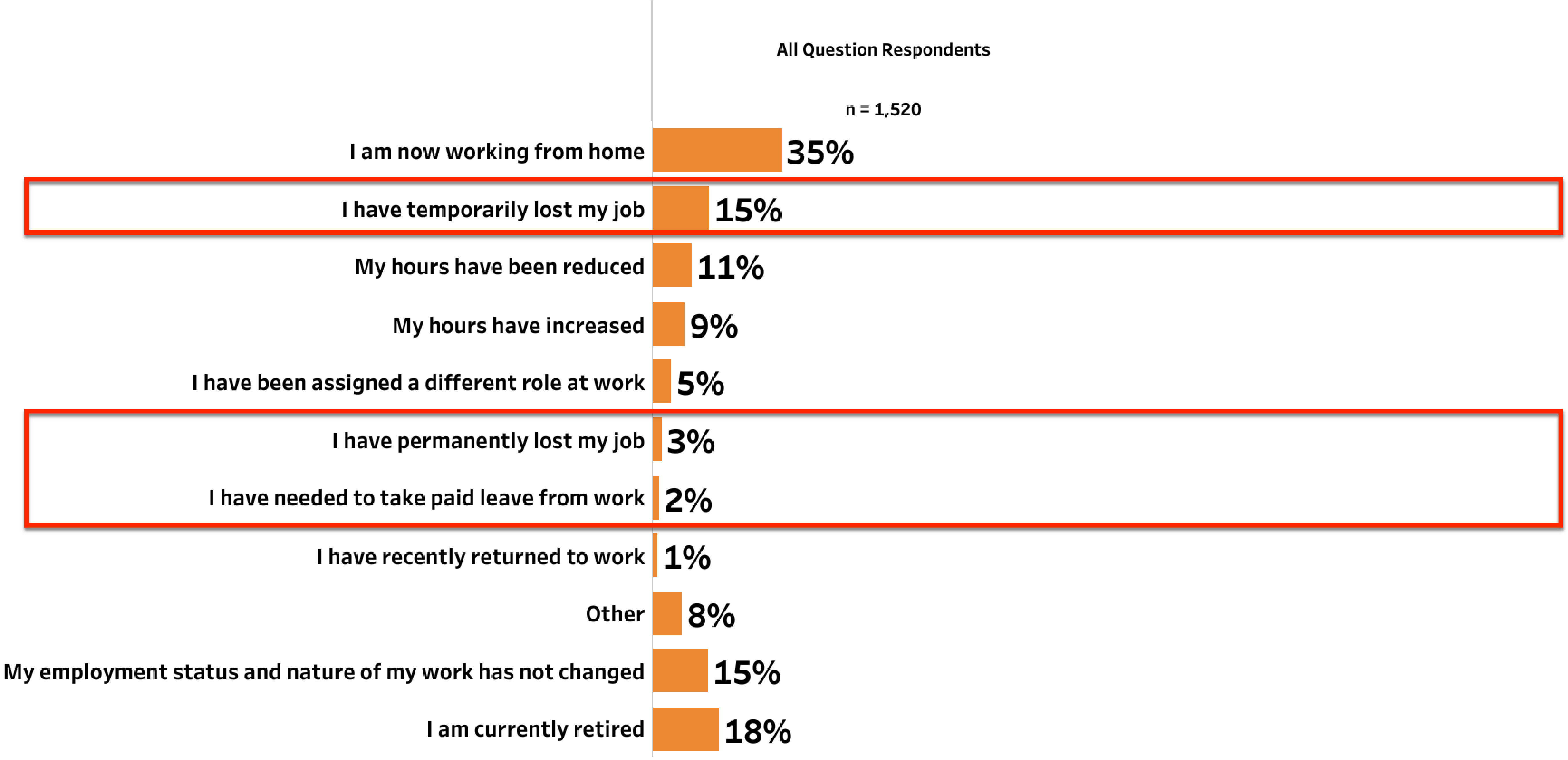
PITTSBURGHERS' FAITH IN POLITICAL LEADERS' AND INSTITUTIONS' RESPONSES TO COVID-19 IS WANING

Question:
How effective do you think each of the following are right now in addressing the coronavirus pandemic?

THE VIRUS HAS DEALT A STAGGERING BLOW TO THE LOCAL ECONOMY

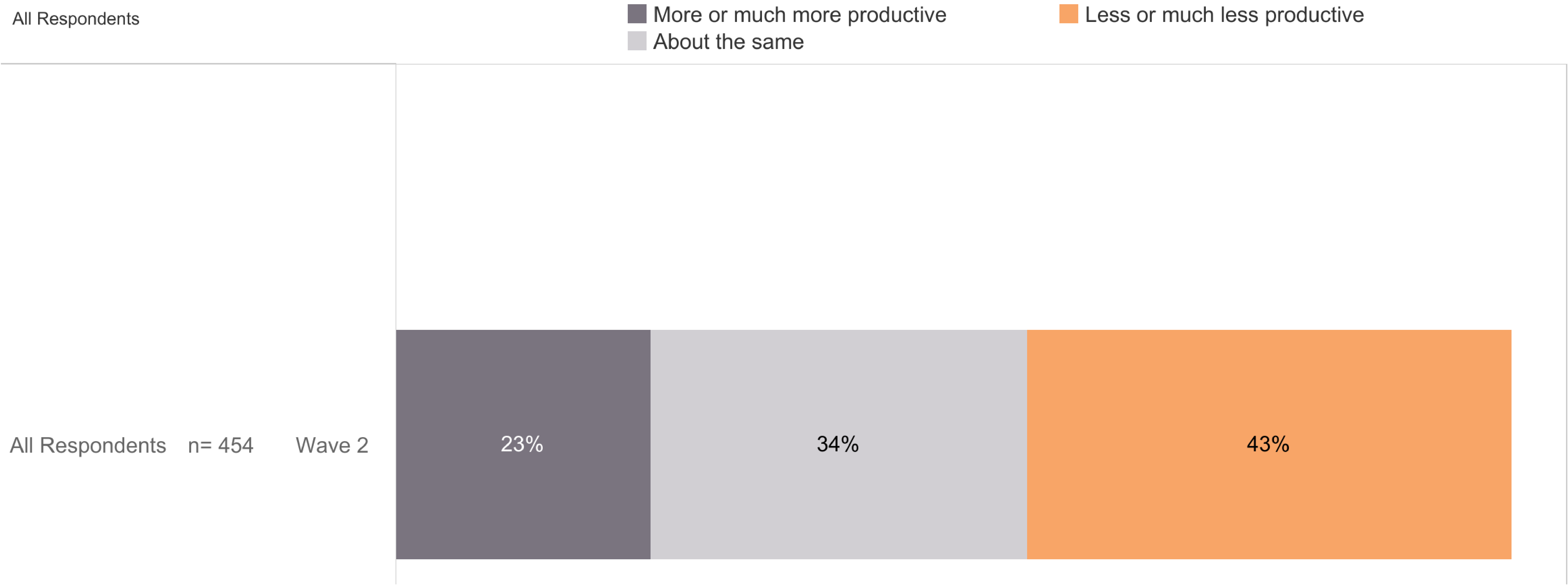
NEARLY ONE-FIFTH OF RESPONDENTS HAVE BEEN FORCED TO STOP WORKING, INCLUDING 18% WHO HAVE LOST THEIR JOBS TEMPORARILY OR PERMANENTLY

Has your employment or the nature of your work changed in any of the following ways due to the coronavirus? Select all that apply.



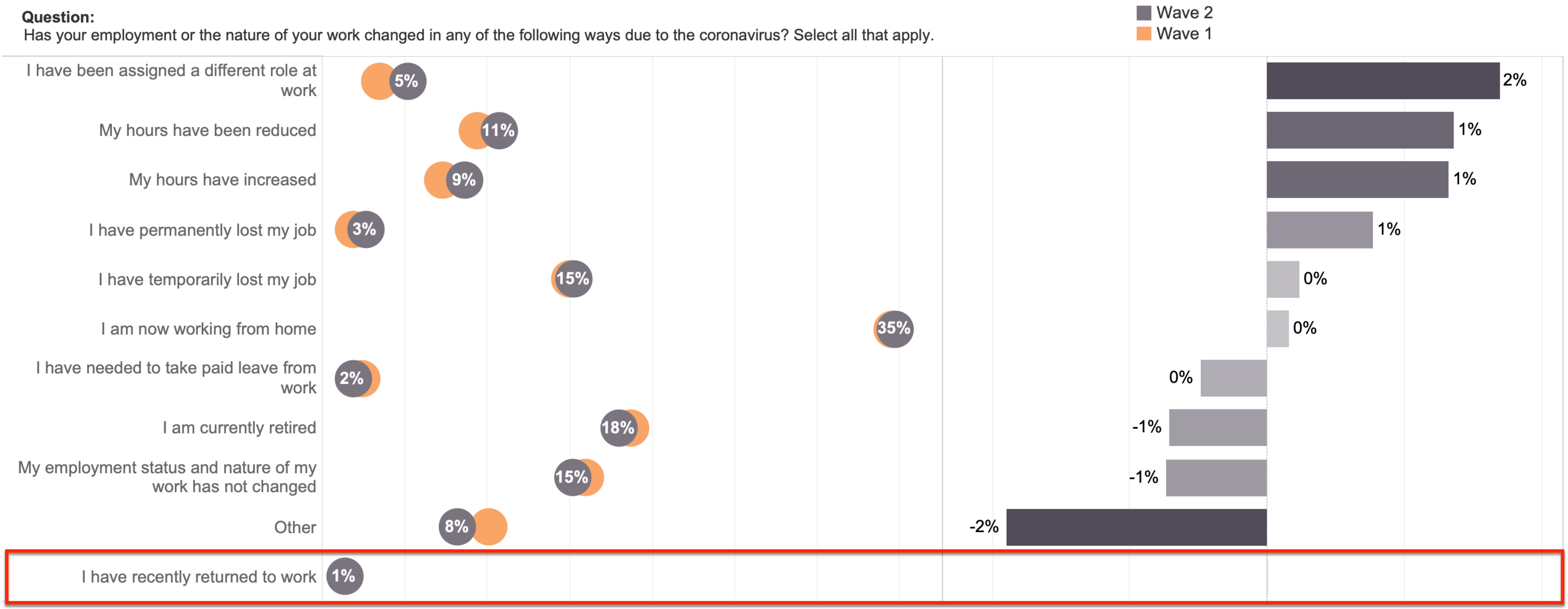
FOR MANY WORKING FROM HOME, PRODUCTIVITY HAS CHANGED FOR THE WORSE

Question:
Now that you're working from home, how has your work productivity been affected, if at all?



WHILE DISRUPTIONS TO WORK HAVE LARGELY STABILIZED SINCE WAVE 1, FEW WHO LOST THEIR JOBS HAVE YET RETURNED TO WORK

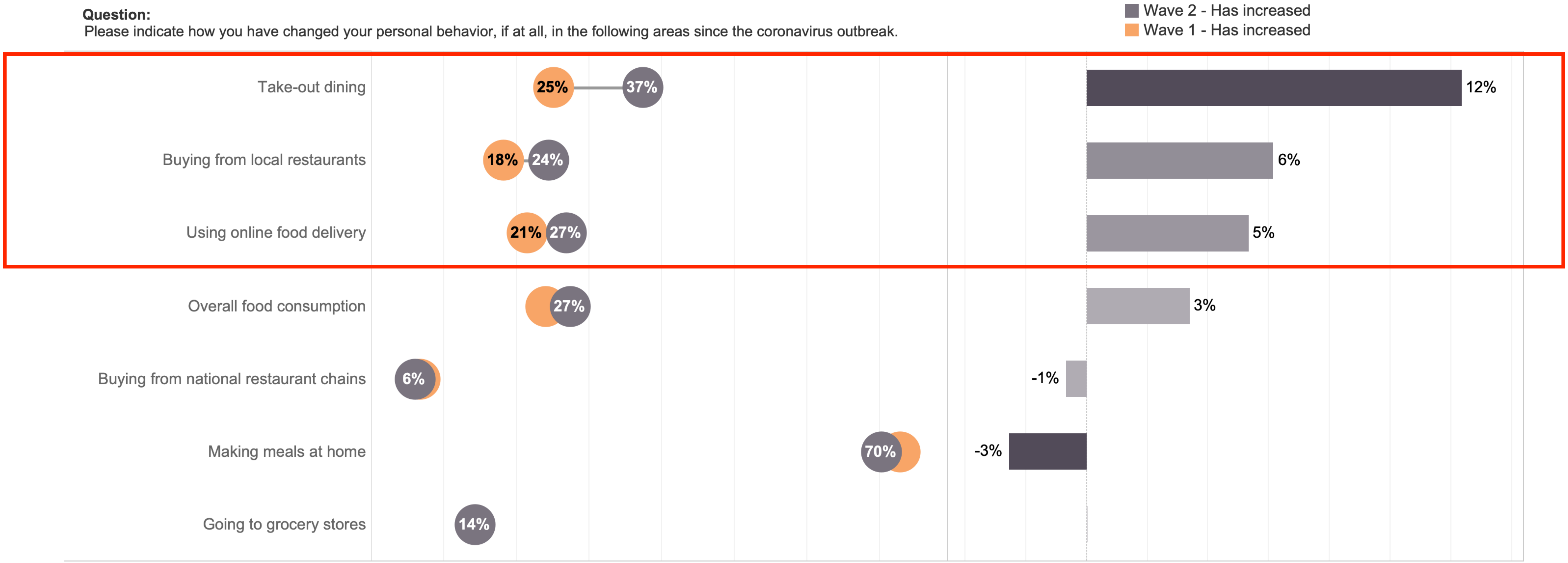
Question:
Has your employment or the nature of your work changed in any of the following ways due to the coronavirus? Select all that apply.



THE LOCAL RESTAURANT BUSINESS IS INCHING TOWARD A REBOUND

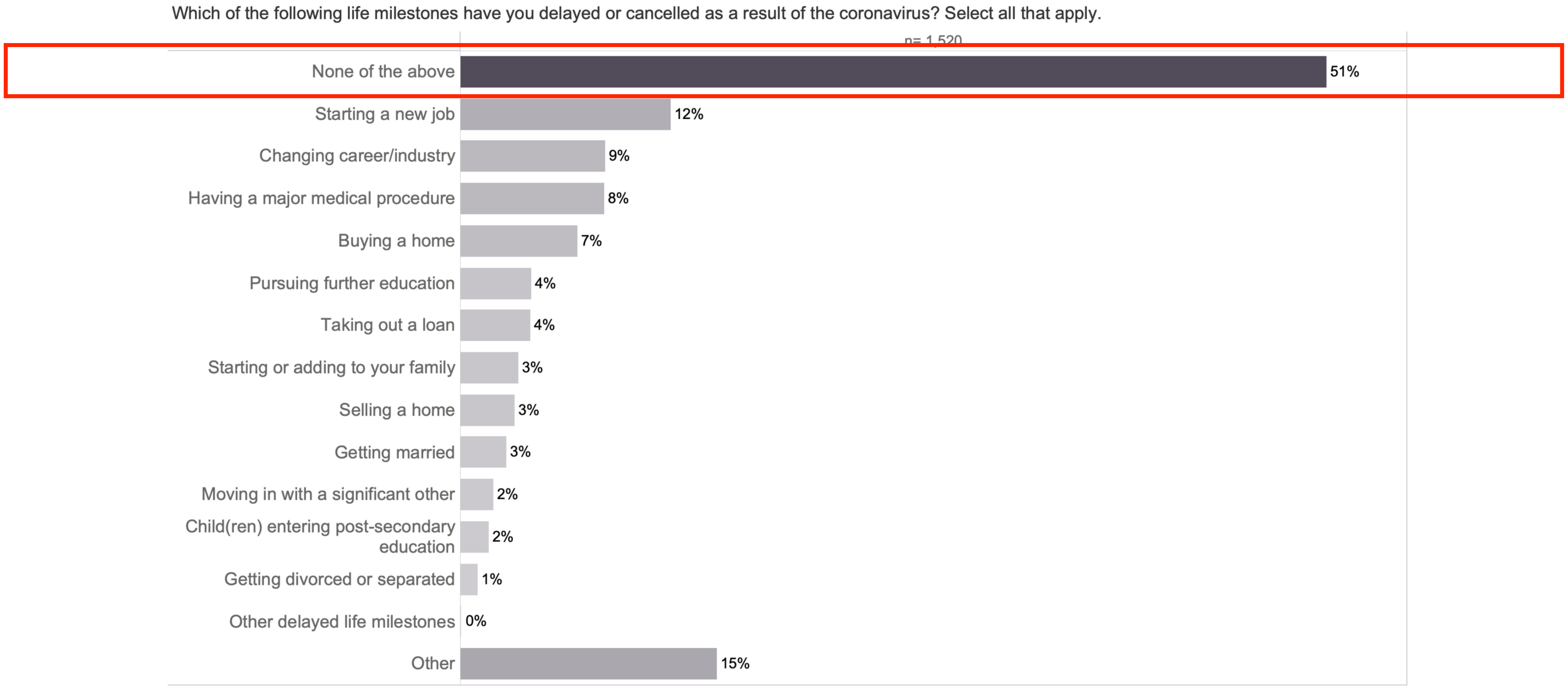
COMPARED TO WAVE 1, A HIGHER SHARE OF PITTSBURGHERS NOW SAY THEY HAVE INCREASED TAKE-OUT DINING, DELIVERY, AND BUYING FROM LOCAL RESTAURANTS SINCE THE VIRUS'S OUTBREAK

Question:
Please indicate how you have changed your personal behavior, if at all, in the following areas since the coronavirus outbreak.



HALF OF ALL PITTSBURGHERS HAVE DELAYED OR CANCELLED MAJOR LIFE EVENTS OR MILESTONES DUE TO THE VIRUS

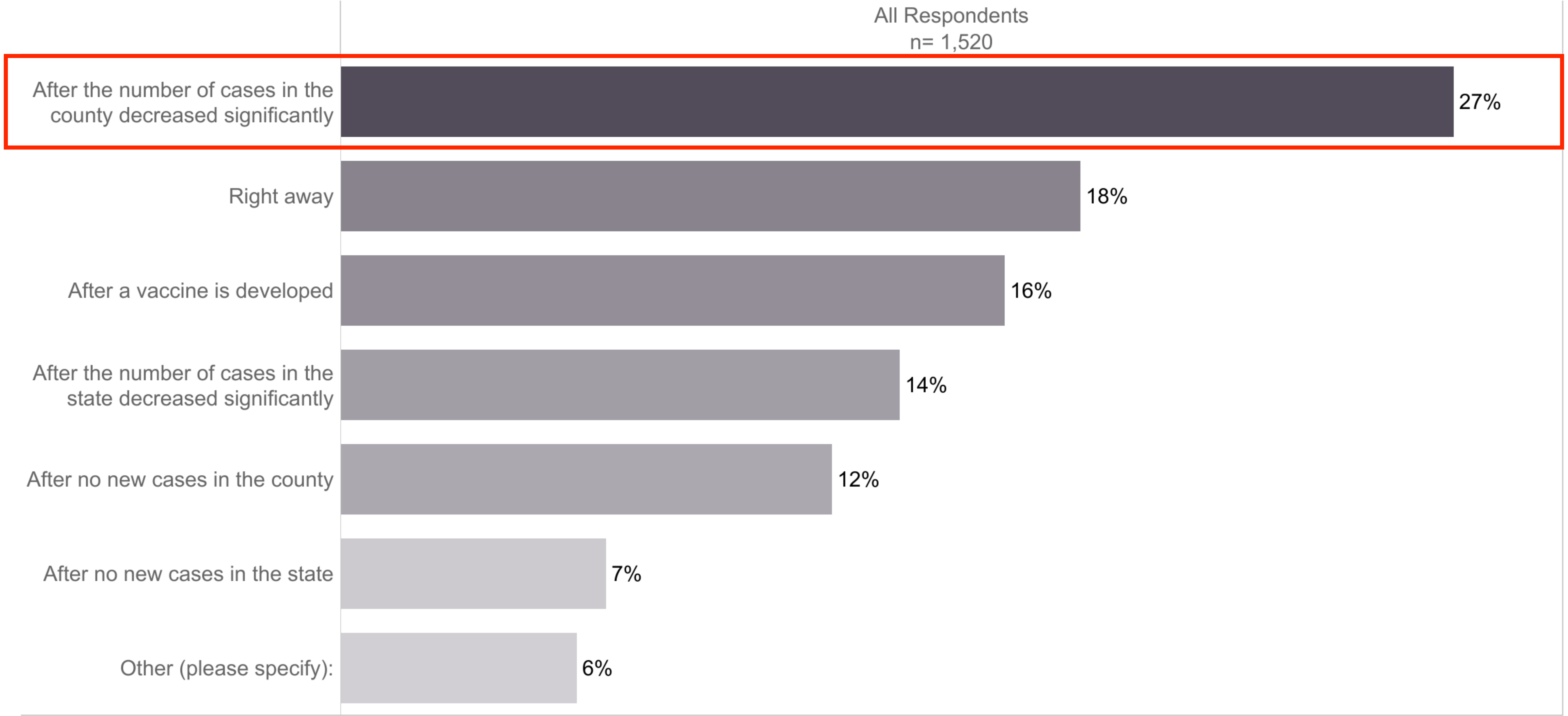
THESE DELAYS HAVE MOST AFFECTED PITTSBURGHERS' EMPLOYMENT STATUS



PITTSBURGHERS WANT TO SEE A SIGNIFICANT DECREASE IN CASES IN ALLEGHENY COUNTY BEFORE THEY RETURN TO "NORMAL"

Question:
If there were no government restrictions and people were able to decide for themselves about being out in public, when would you be most likely to return to your normal day-to-day activities?

All Respondents



THANK YOU!

MORE INFORMATION:
KMURPHY@CAMPOS.COM

Kevin Srigley

Schmidt Market Research

Pittsburgh Regional Consumer Sentiment Tracker

Slides for Allegheny Conference Webinar

June 17, 2020

Schmidt Market Research

Allegheny Conference on Community Development

About Schmidt Market Research

Established Research Provider

- Founded in 1986
- Located in Pittsburgh, PA
- 35 team members including 21 research directors, research managers, and analysts
- On-site fieldwork management

Specialize in Custom, Primary Research

- Quantitative research
- Qualitative research
- Insight communities
- Pittsburgh Speaks research panel

Personalized Approach

- Big enough to handle most research needs, yet agile enough to get to know your business and provide personalized service
- Assigned account manager; no hand-offs to junior staff

96%
of clients recommend us

40%
of client relationships over 10 years

50%
team members with over 10 years tenure

Schmidt
Market Research

Consumer Sentiment Tracking Survey

Why a tracking study?

- Schmidt Market Research, in partnership with the Allegheny Conference, wanted to measure consumer perceptions of the economy, finances, spending plans, and other key metrics, to track how they evolve and change through the COVID-19 pandemic

What is Pittsburgh Speaks?

- 5,000 consumers in the Pittsburgh region
- Recruited, engaged, and ready to provide feedback
- Have all their key demographic info – age, income, household size, etc.

How was the survey executed?

- Wave 1 launched March 24-26, then bi-monthly going forward
- 2,500 online survey invites sent, ~500 completes (20% response rate) within 48 hours
- Tracking questions did not change from each wave, but additional custom questions were added each wave to keep it fresh and engaging

Who Are the 5,000 Members of Pittsburgh Speaks?

Gender

60% 40%

Household Income

56%
Has a household income of $50K+

25%	$20K-49K
19%	$50K-$74K
14%	$75K-$99K
10%	$100K-$124K
5%	$125K-$149K
8%	$150K+

Home Ownership

54%
Owns residence

Political Affiliation

43% Democrat
19% Republican
12% Independent

Level of Education

55%
Hold Bachelor's degree and above

Children in the House

48 %
Have children under the age of 17 living in the home

Employment Status

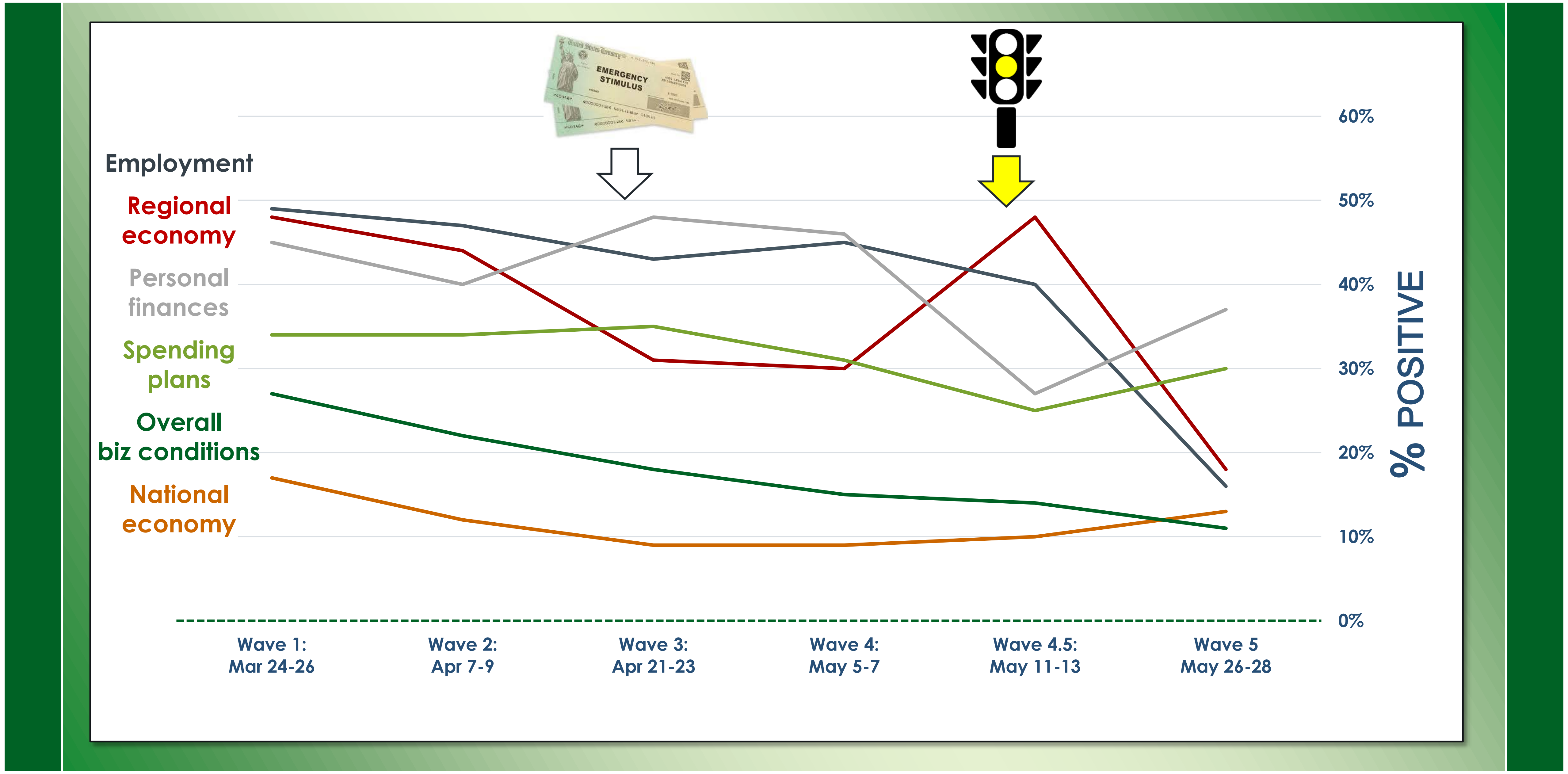
53%
Work Full Time

Millennials (18-39)	Gen X (40-54)	Boomers (55-64)	Retirees (65+)
40%	43%	15%	3%

83% of members are residents of Allegheny County with representation in Armstrong, Beaver, Butler, Fayette, Washington, and Westmoreland counties

Consumers Sentiment Evolution: March to May

- Stimulus checks in mid-April may have provided a lift in feelings about personal finances, but these feelings have fallen a bit since.
- Governor Wolf's easing of restrictions on May 15 provided a positive lift for sentiments about the regional economy, but this too has fallen off since.
- Feelings about employment have fallen significantly since early May.



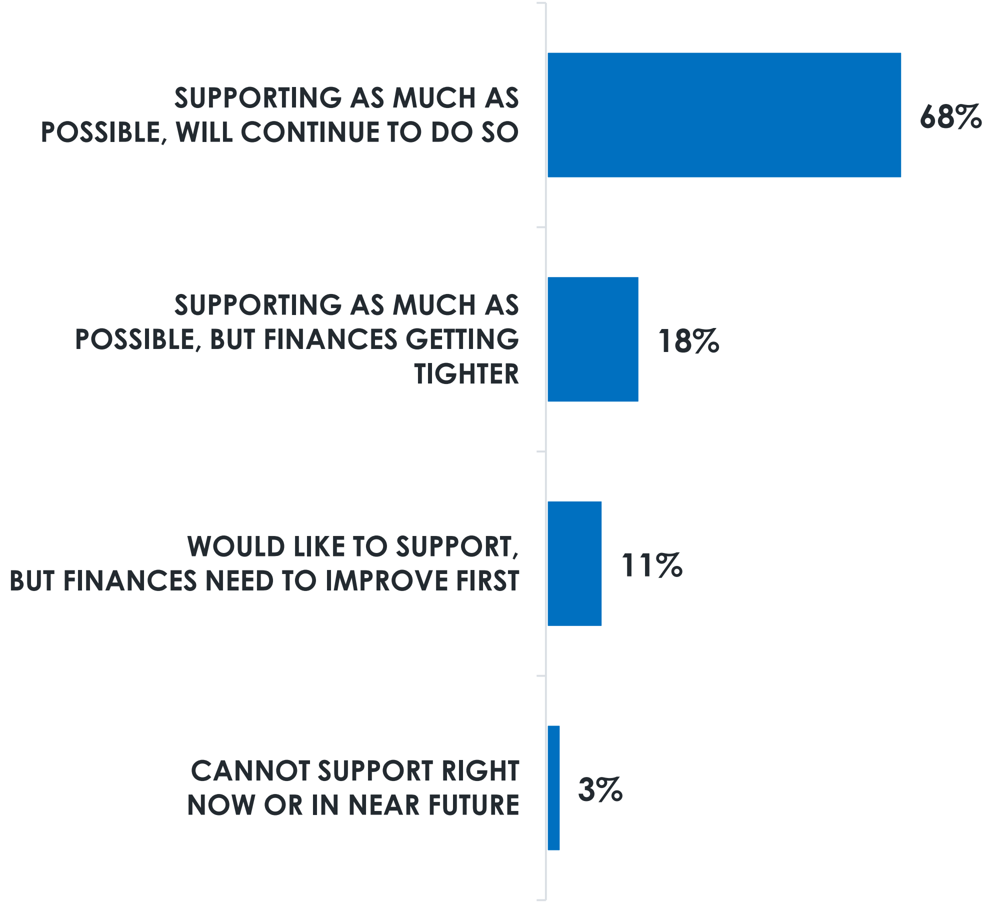
Schmidt Market Research

How are you currently feeling about the following economic factors ?
Now let's look at the next six months… How are you feeling about the following economic factors in the next six months?

Consumers Want to Support Small Business

- Most consumers plan to support small businesses, but finances are getting tighter for some.
- The most important small businesses to local consumers are dining/food/drinks, personal services, and retail.

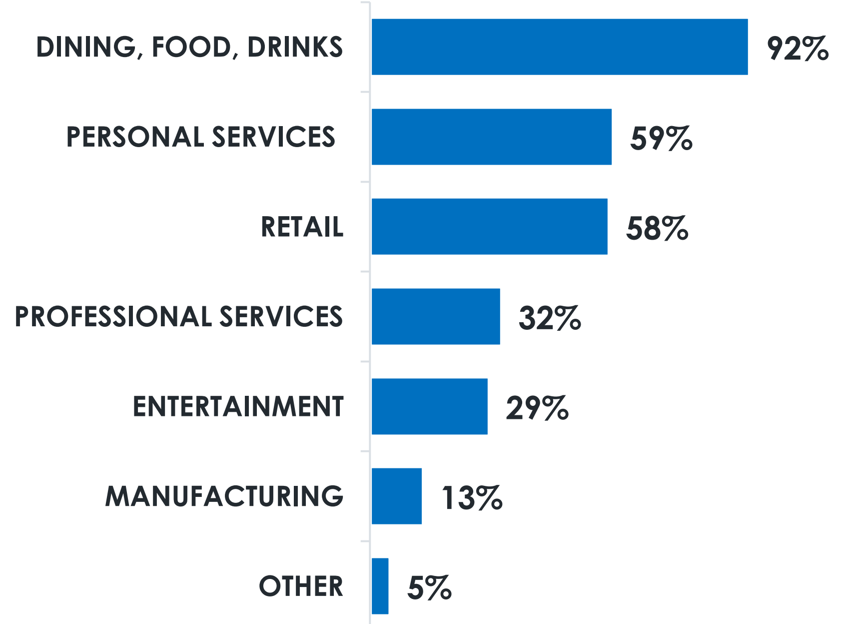
CONSUMER PLANS TO SUPPORT SMALL BUSINESSES



77%

ARE EXTREMELY OR VERY CONCERNED ABOUT PERMANENT LOSS OF SMALL BUSINESS WITHIN COMMUNITY

MOST IMPORTANT SMALL BUSINESSES



As local small businesses begin to reopen, which best describes what your support plans have been, and what you plan to do in the near term?
How concerned are you about permanent loss of small businesses within your community?
Which small businesses are most important to you?

Other Ways of Supporting Small Businesses

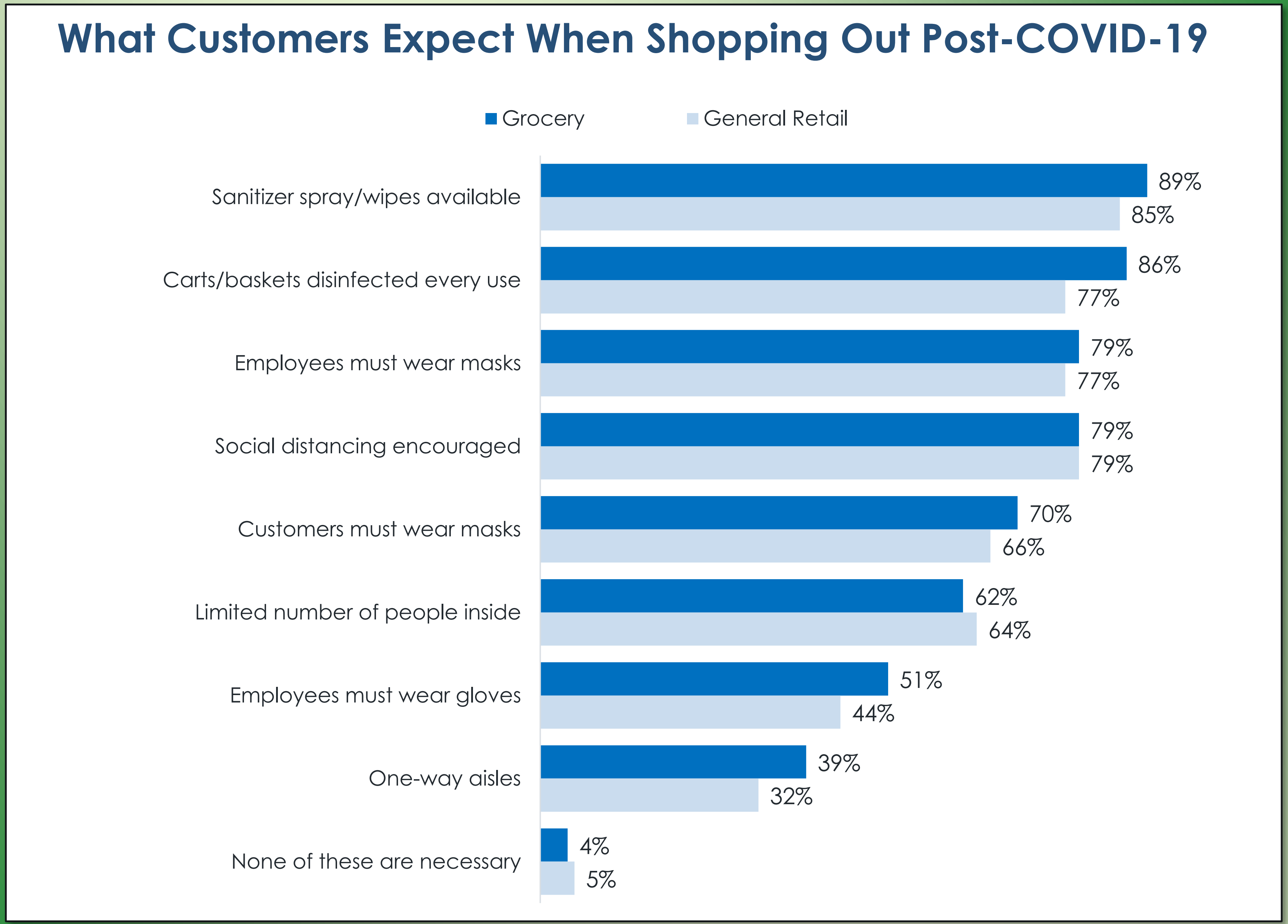
Comment
"We have **been ordering food from local restaurants at least once a week**, if not more. I have also ordered some clothing online from small businesses, as well as gift cards from local small businesses that are currently not open."
"I **share their information on social media** and tell my friends in hopes they can support the ones I can't at this time."
"Absolutely, **word of mouth**. Online sites if private business has one. Social media, and lastly driving around to see who is operating their business."
"**Buying gift certificates** to use with these businesses in the future."
"**Sharing any info they post on social media** and in public forums."
"**Sharing their info on social media**. Inviting the owners/employees to various virtual networking events that I know of"
"Joining a local CSA for food this summer. Buying all dairy products directly from Marburger Dairy. Making sure any meals out are from locally owned businesses. **Generally paying more attention to where things are made/from** to ensure supporting US goods and PA goods more."
"**Sharing promotions**, doing curbside pick-up, shopping small whenever possible."
"If I can't purchase goods or services at this time - I've been **buying gift cards for future use**."

Schmidt Market Research

Are there any other ways you are supporting local small businesses?

Safety Measures Business Should Take: Going Out Shopping

- In general, grocery shoppers and general retail shoppers expect **similar safety measures**, with some slightly stronger precautions expected from grocery stores.

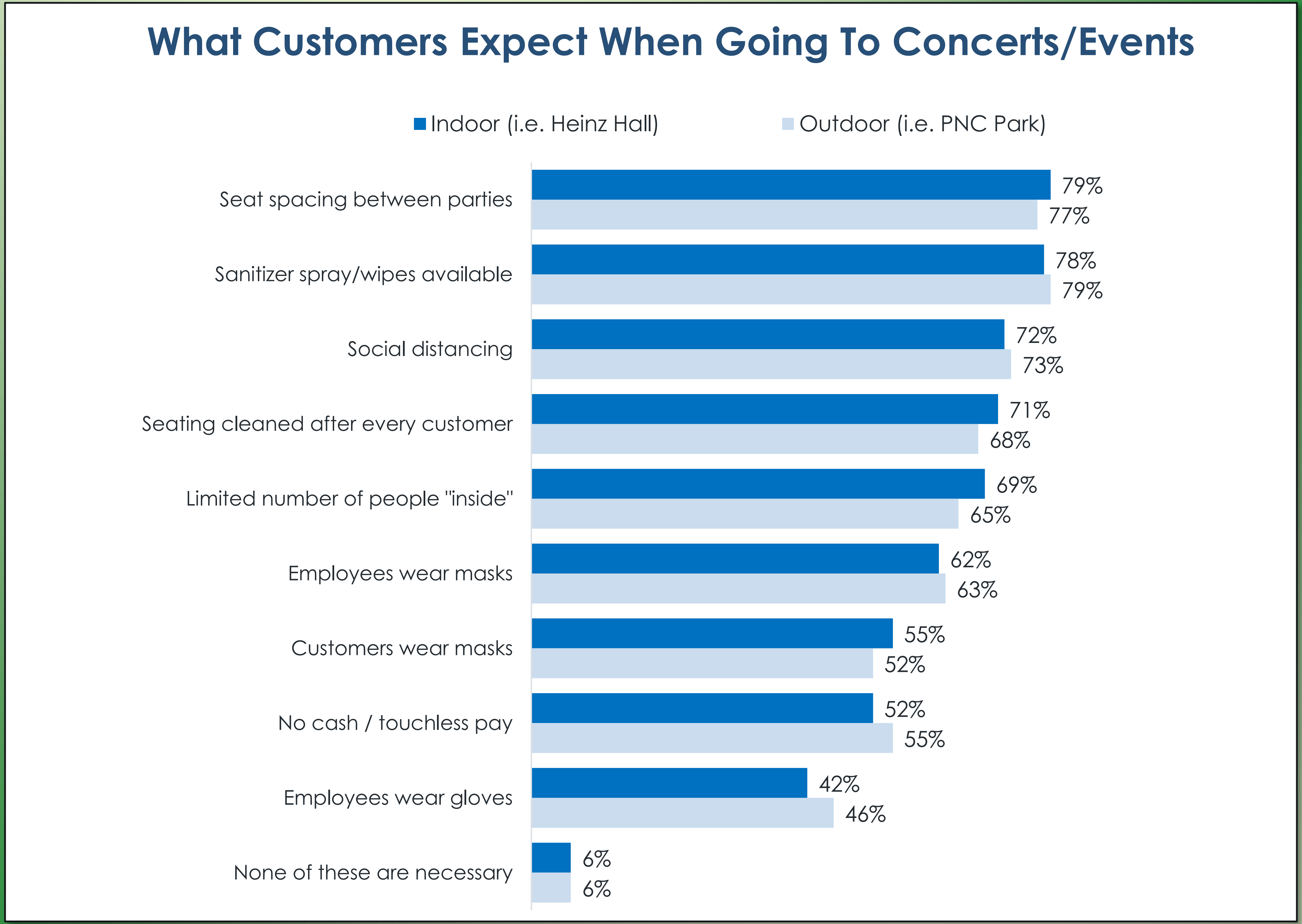


Now thinking personally, related to going out shopping again, which of the following measures would make you feel most safe/comfortable about shopping in-store?

Schmidt Market Research

Safety Measures Businesses Should Take: Recreation

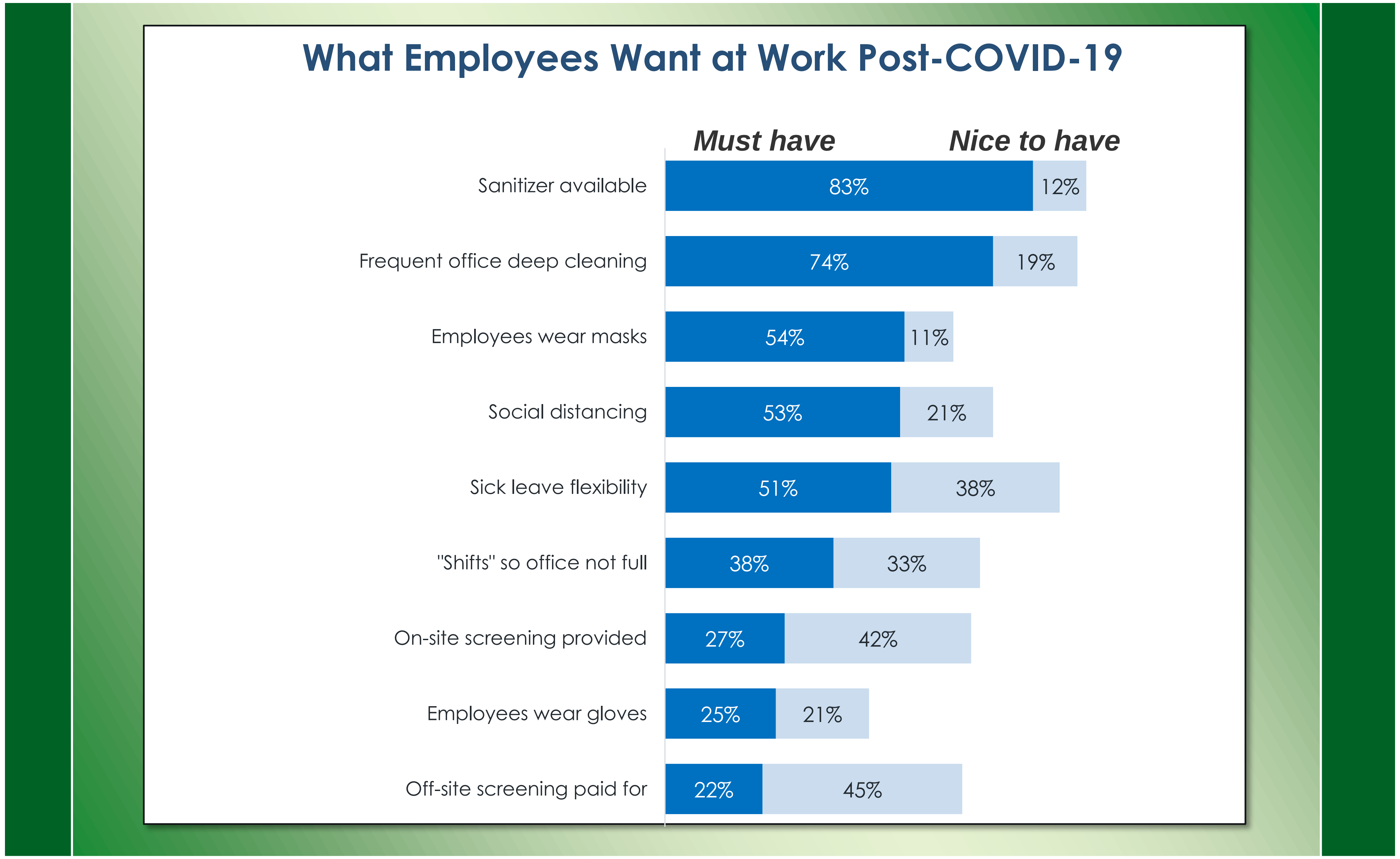
- There is **minimal difference** between safety measures expected at outdoor events vs. indoor events.



Now thinking about dining out or other recreational events, which of the following measures would make you feel most safe/comfortable about going out?

Safety Measures: What Employers Should Do

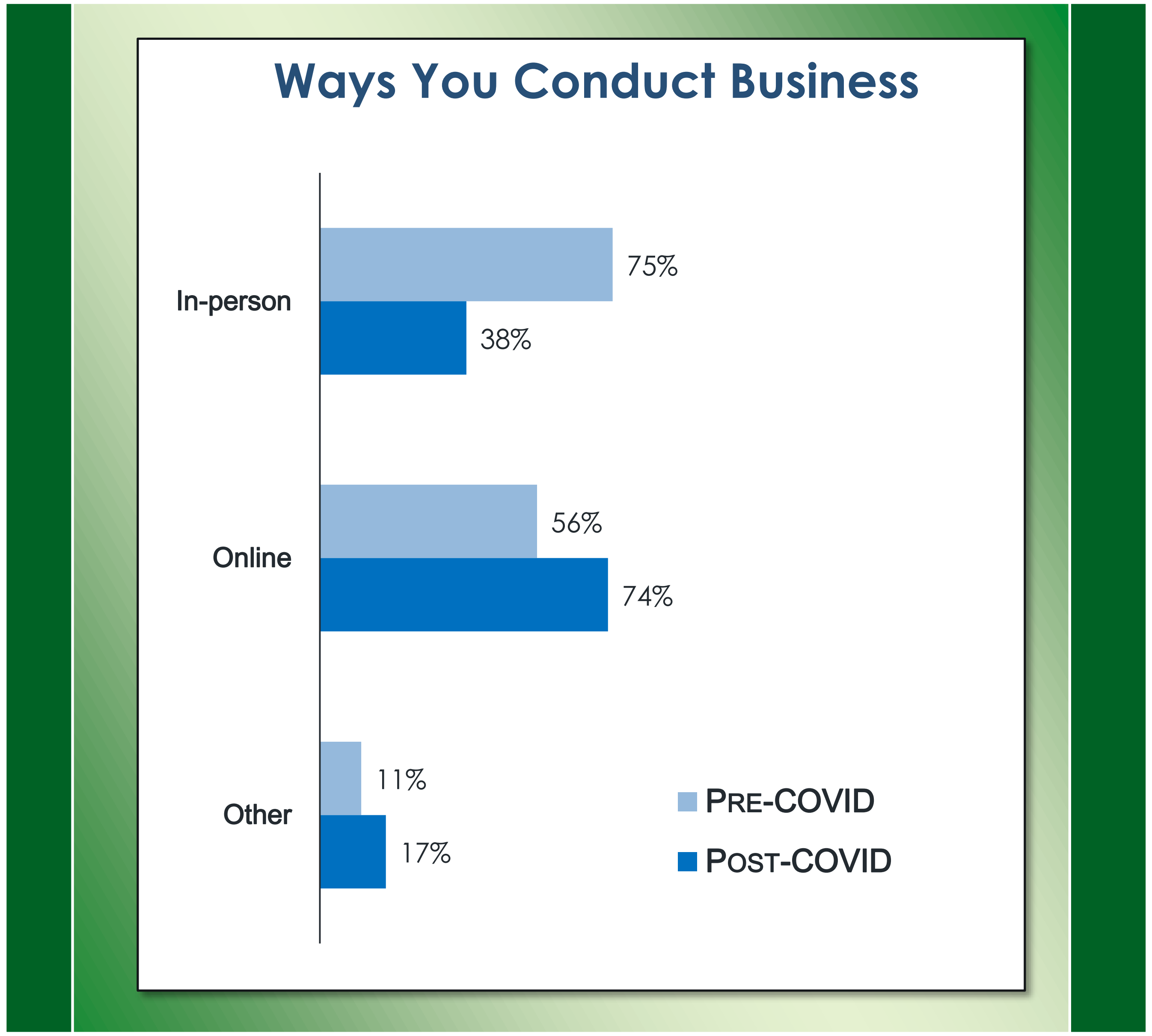
- **Sanitizer, frequent deep cleaning, wearing masks, social distancing, and sick leave flexibility** are all "**must haves**" by a majority of respondents.
- On-site or off-site screenings are "nice to have" by about half of respondents.



Let's think about your work first, how do you feel about the following measures in your workplace post-COVID-19?

Schmidt Market Research

Businesses Evolving – What Changes Will "Stick" Post-COVID?



Doing Business:

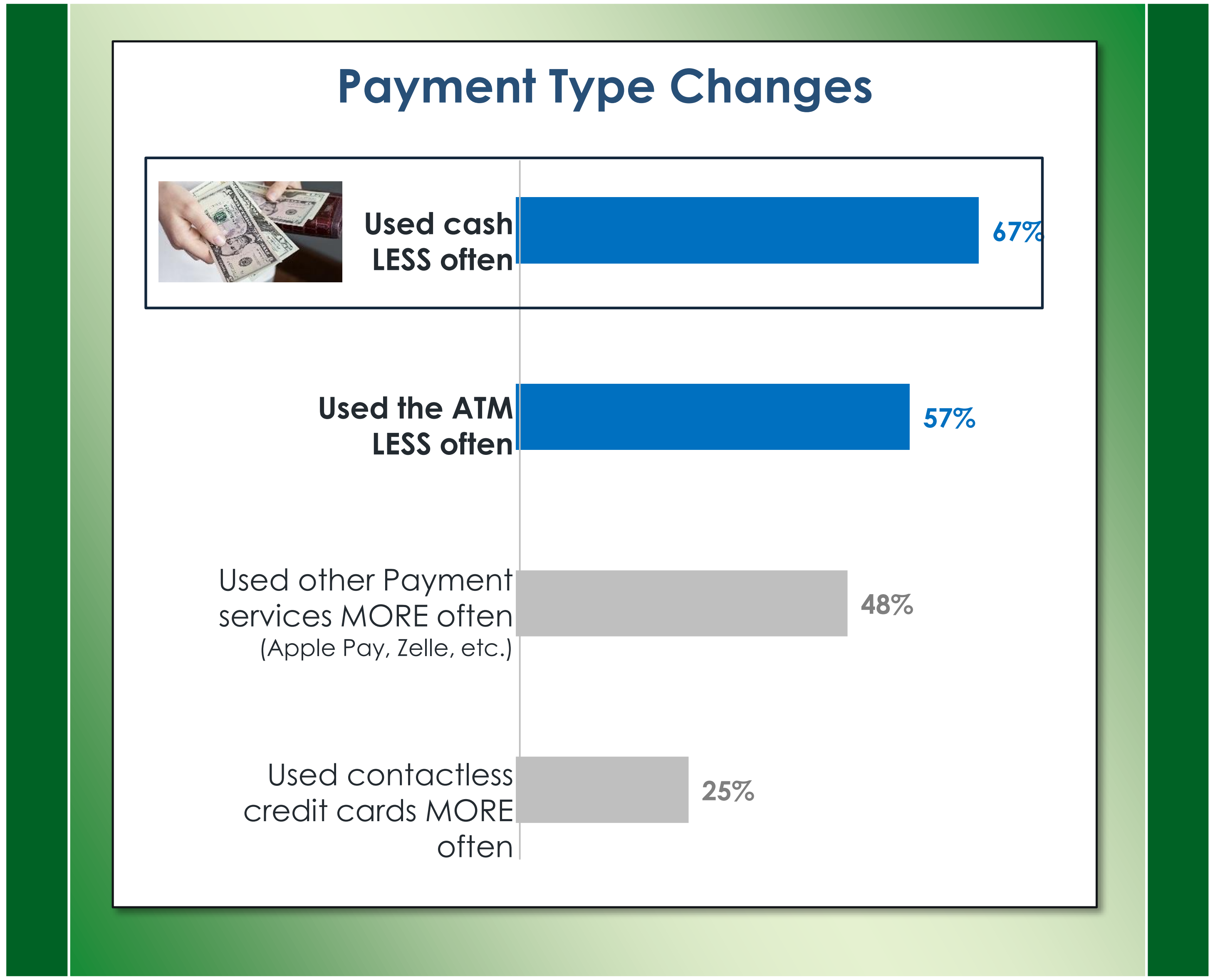
- Touchless payment & less cash
- **Leveraging online business: ordering online, tele-medicine, etc.**
- Improved sanitation requirements/practices
- Online market research

Employee Considerations:

- WFH / flexible work arrangements
- Skype/MS Teams/Zoom usage
- Transition to virtual conferences
- More "focused" business travel

Before the COVID-19 situation, in what ways did you conduct business?
Since the COVID-19 situation, in what ways do you conduct business?

Consumers Evolving - What Changes Will "Stick" Post-COVID?



Consumer Behavior:

- **Less cash payments**
- Supporting local businesses
- More "focused" travel

Spending Plans:

- May need time to "catch up" on finances
- Local dining, retail, groceries may see spend
- Entertainment out, travel may be slower to recover

Schmidt Market Research

Looking Ahead to “Beyond Green Phase”

Consumers:

- What do consumers need to feel safe and comfortable shopping, dining out, attending events, games, etc.?
- Where are consumers struggling most? How can businesses help?
- How will travel plans be impacted?

Businesses:

- What do employees need to feel safe and productive?
- How are local consumers supporting small businesses?
- What do small businesses need to do to survive in this new environment?
- What industries will need the most assistance recovering?

Thank you!

More information:
KSrigley@schmidtmr.com

Schmidt
Market Research

Panel Discussion

Moderated by Mekael Teshome

Q & A

Submit your questions via Zoom's Q&A function.

Response + Recovery

The Allegheny Conference COVID-19 Webinar Series

TODAY:

"Building Confidence in a Responsible Reopening of the Region's Economy"

PEOPLES

MAKING YOUR LIFE BETTER.

giant eagle

HIGHMARK

An Independent Licensee of the Blue Cross and Blue Shield Association

UPMC HEALTH PLAN

AlleghenyConference.org/COVID-19

The Pittsburgh region is getting ready to reopen responsibly.

Visit readypittsburgh.com for a curated toolbox of resources to help businesses & organizations safely return to work.

Thank you for participating.

Stay tuned for upcoming programs in the Allegheny Conference's Response + **Recovery** Webinar Series …

and find an archive of our webinars and related materials at the region's COVID-19 Response site:

AlleghenyConference.org/COVID-19