



DeKalb County Small Businesses

COVID-19



Consumer



Sentiment Survey



DeKalb County UNITES
Webinar Series

May 27, 2020 2:00 pm

Research Collaboration



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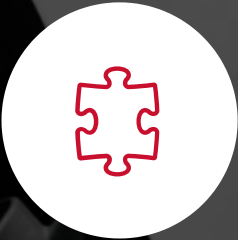
Small Business Development
Center
Waubensee Community College
Kishwaukee Community College

Note: A special thanks to fellow DeKalb County UNITES members (Cohen Barnes, Rena Cotsones, Jennifer Groce, Bill McMahon, Brian Oster, and Rose Trembl) for their help with survey design and distribution.

TIMELINE

Illinois Stay at home order issued

Requires nonessential small businesses close on March 21, 2020



DeKalb County UNITES Webinar

Reaching and Retaining Customers Post-Lockdown
April 29, 2020



Institutional Review Board (IRB) Exempt status obtained

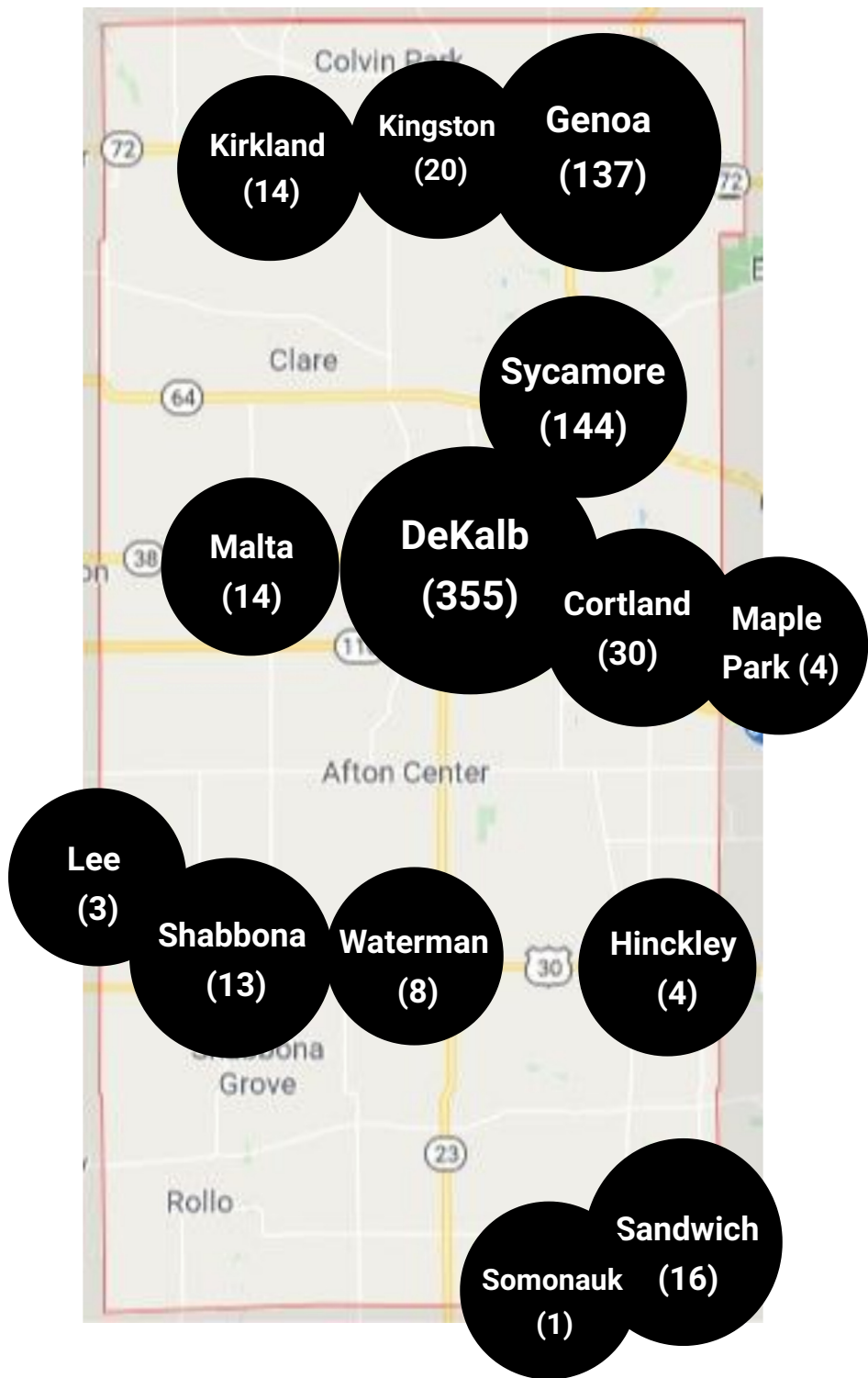
Protocol # HS20-0342
May 12, 2020



Data Collection

Recruited DeKalb County consumers through social media, email, text message, and radio
May 19 - 24, 2020

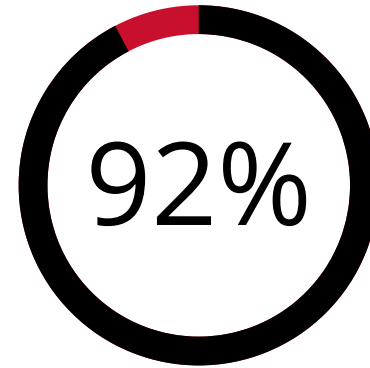




SAMPLE DEMOGRAPHICS



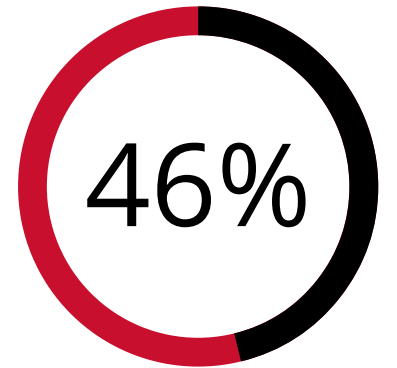
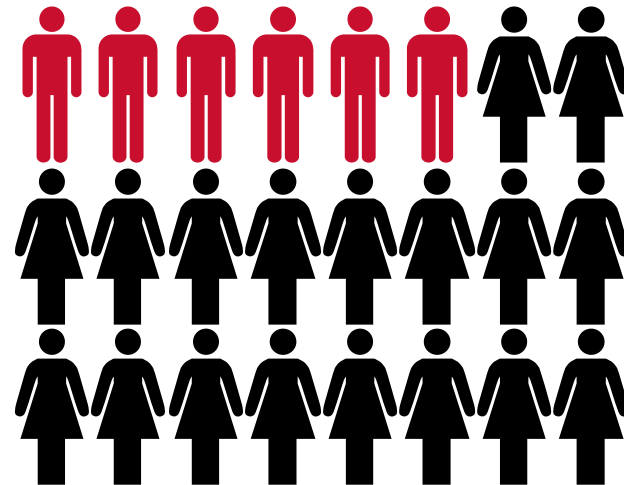
THANK YOU (N=1,001)
RESPONDENTS



identify as White

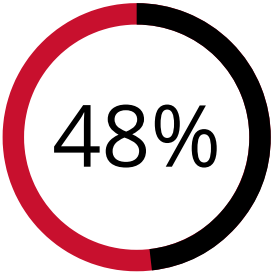
76%

identify as
Female

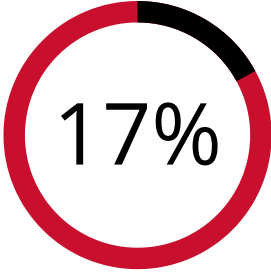
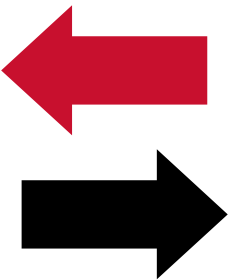


have children
living at home

SAMPLE DEMOGRAPHICS



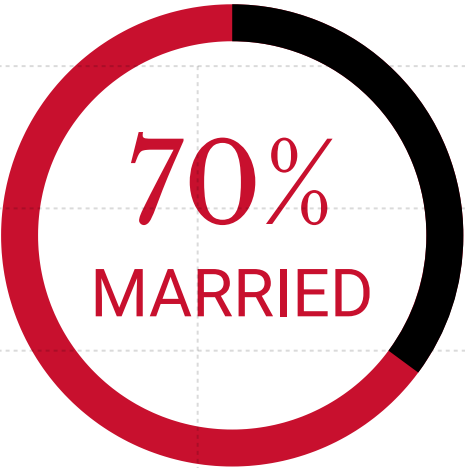
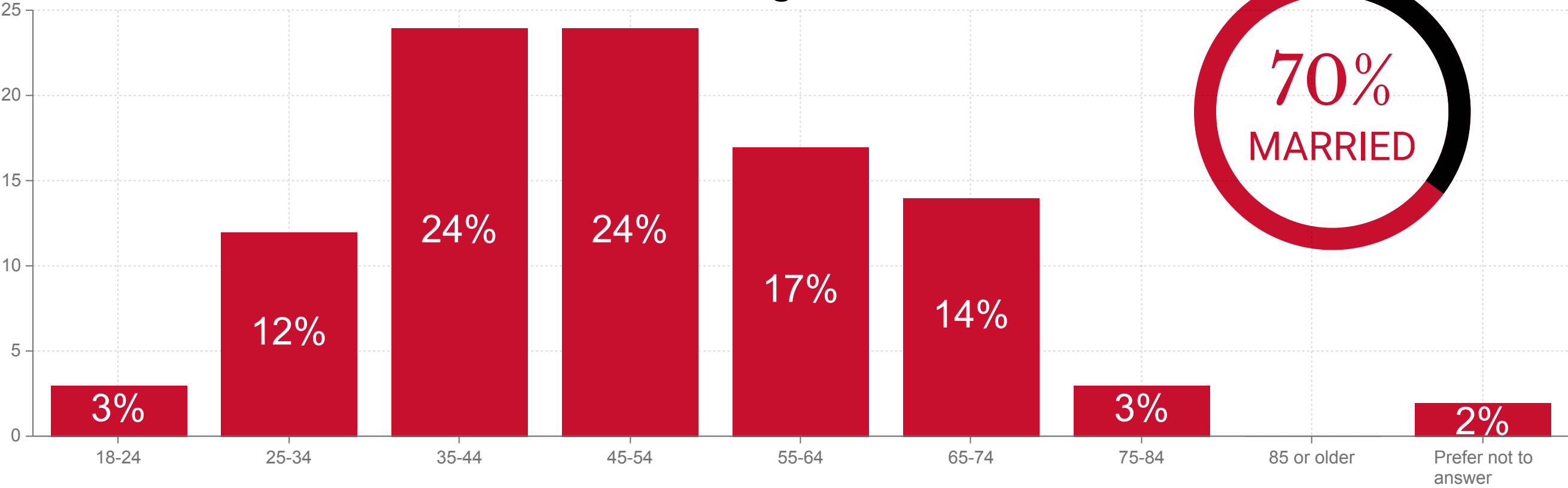
Paid employee,
working 30 hours
or more per week



Not working
- Retired

56% **Educational Attainment**
Had attained a four-year Bachelor's
degree or more

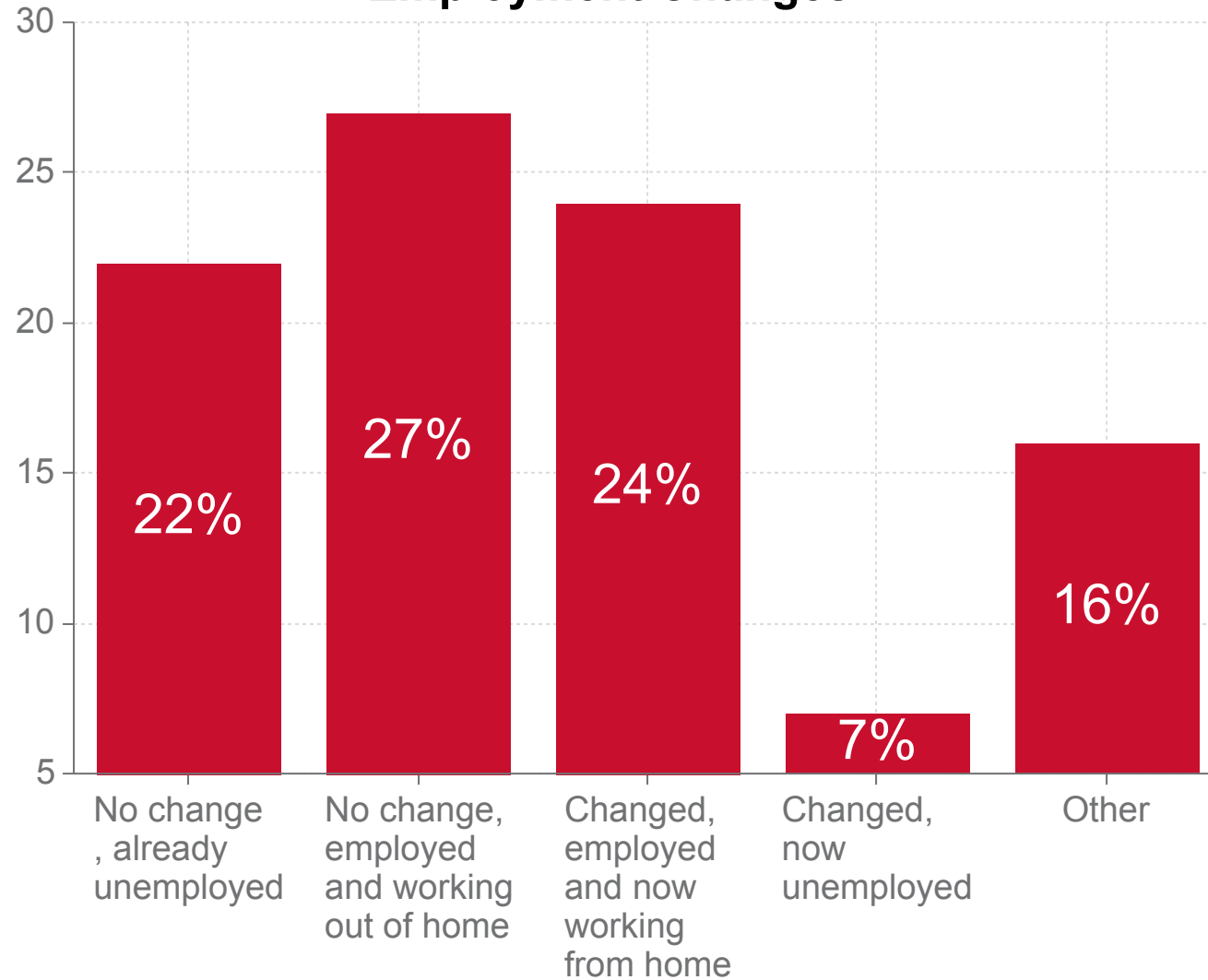
Age



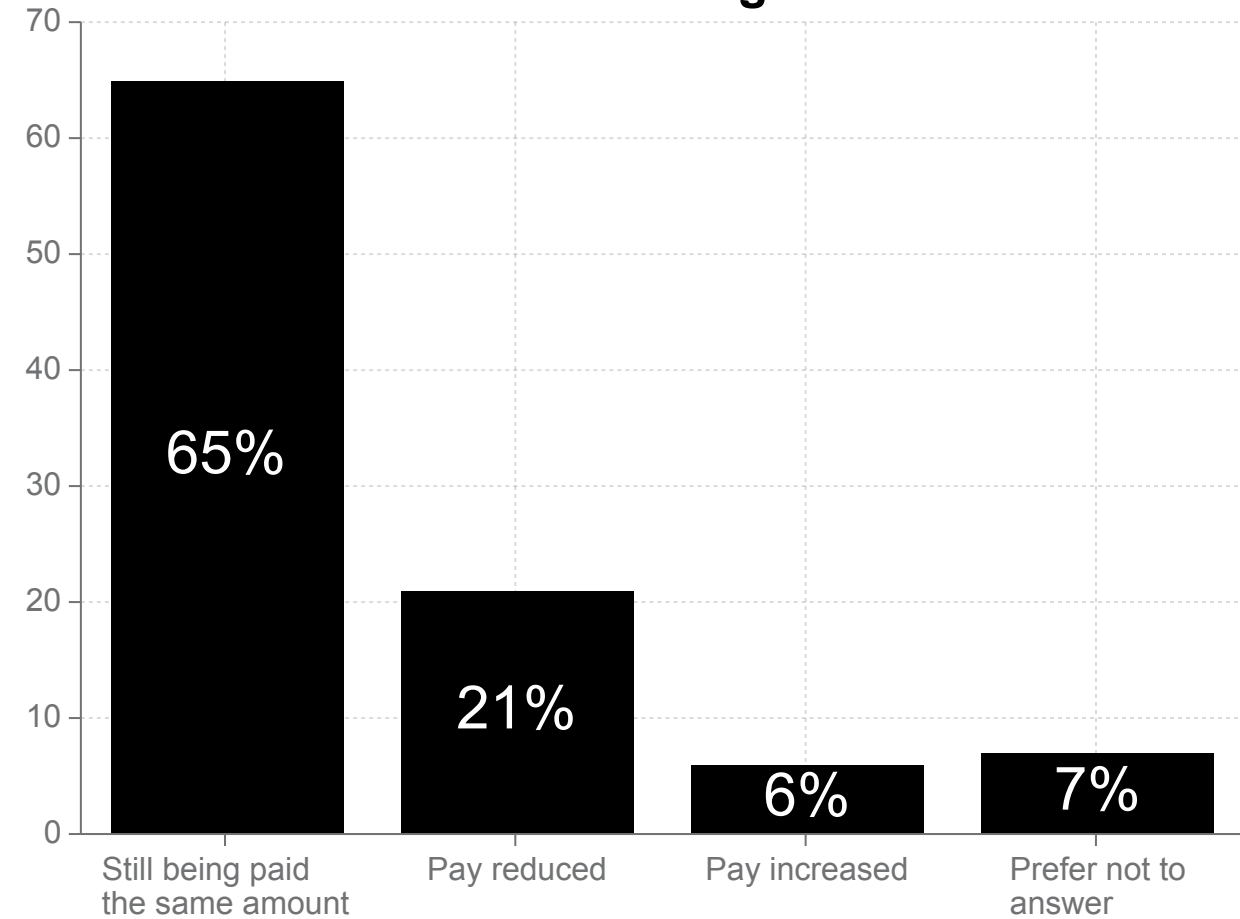
SAMPLE DEMOGRAPHICS



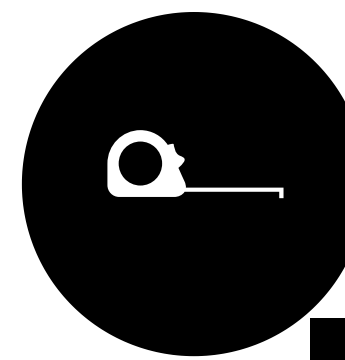
Employment Changes



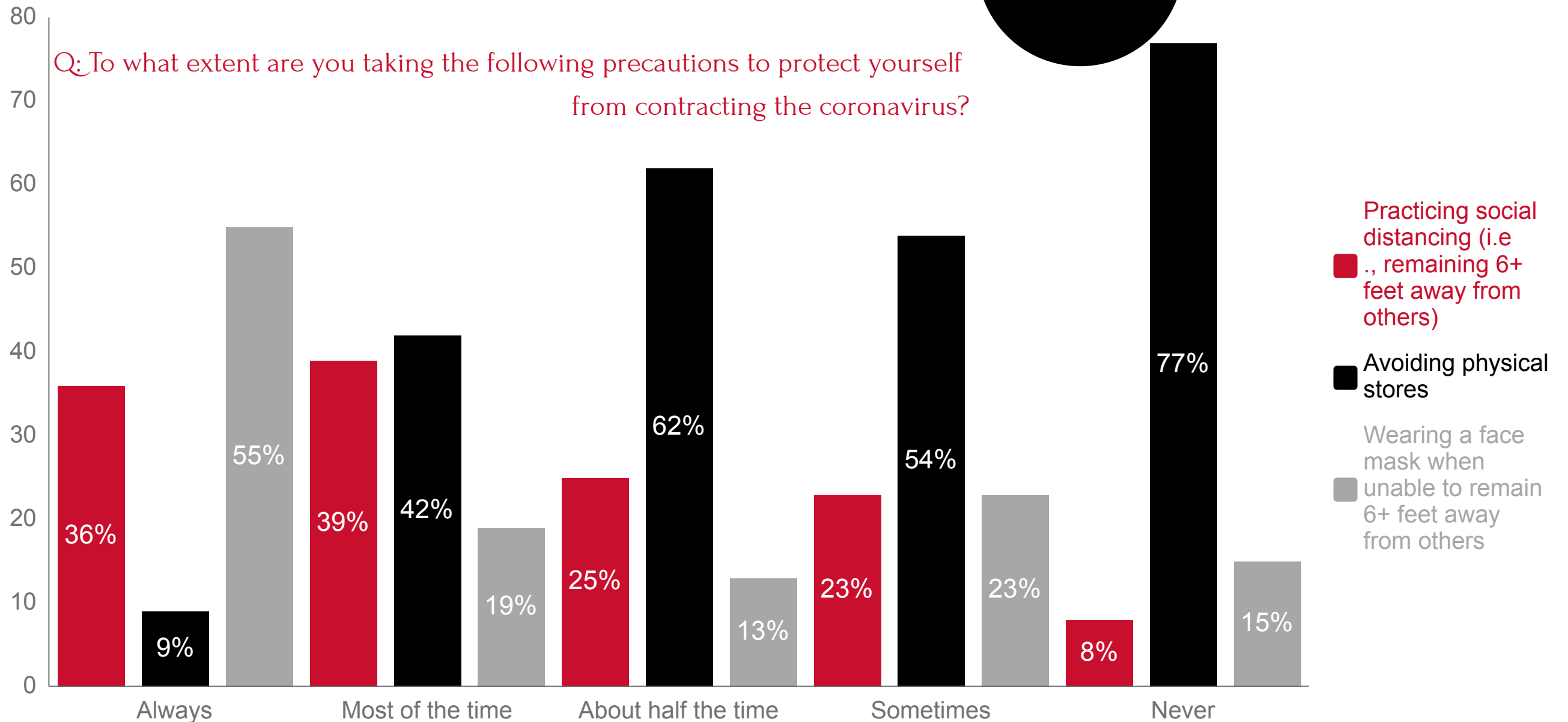
Income Changes



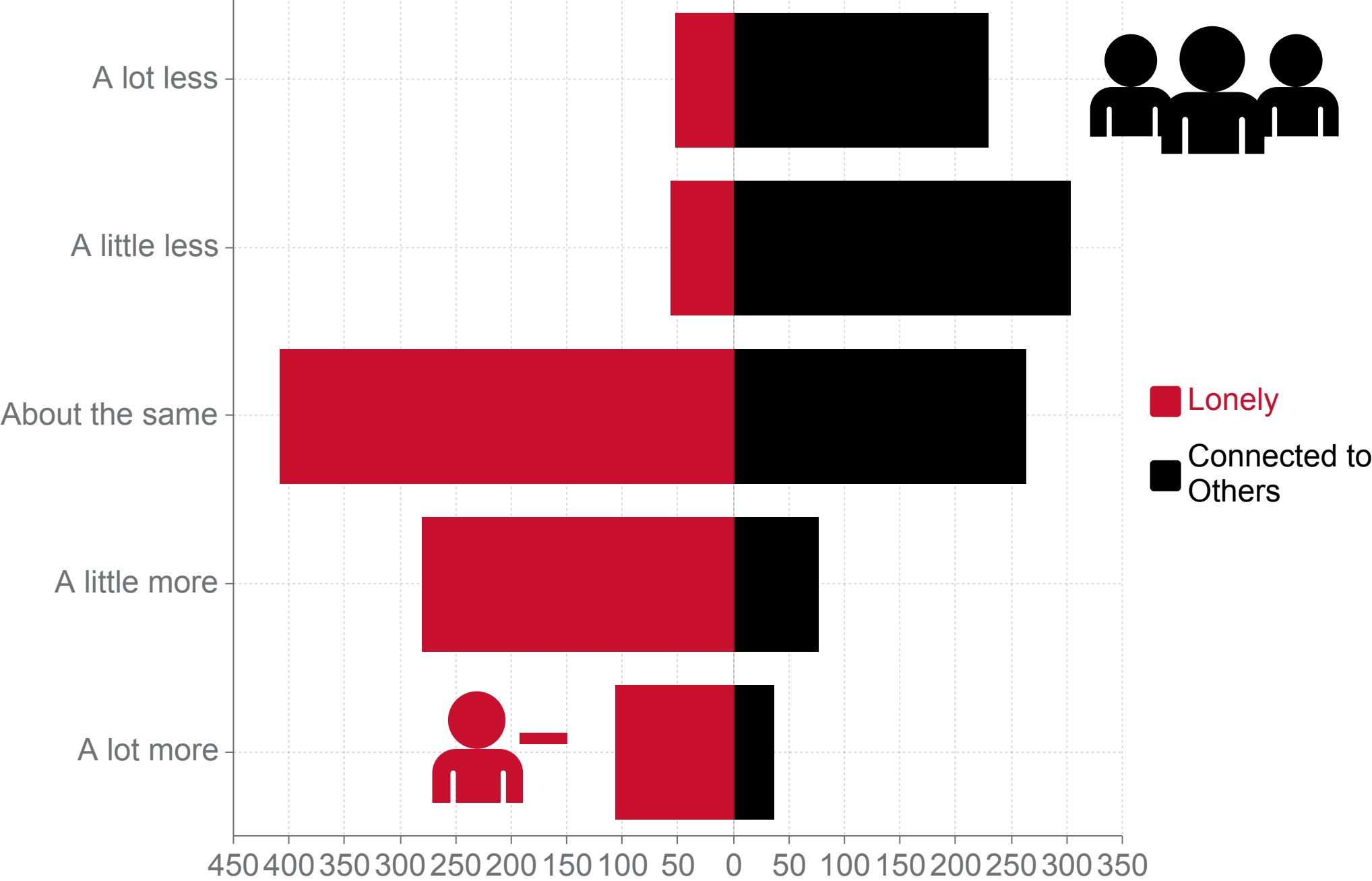
PRECAUTIONS TAKEN



Q: To what extent are you taking the following precautions to protect yourself from contracting the coronavirus?



Consumers Feeling Lonely and Less Connected to Others



IMPORTANCE OF SMALL BUSINESSES

BEFORE COVID-19

DURING COVID-19

28%

Extremely important

34%



38%

Very important

36%



27%

Moderately important

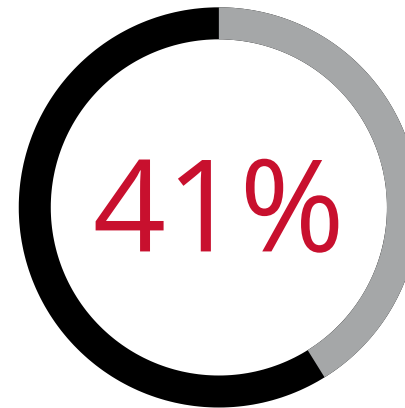
21%





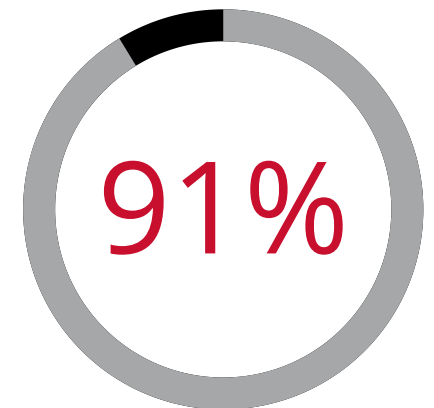
I LOVE LOCAL

Engaged DeKalb County consumers support local small businesses for their **personalized experiences**, **continual great customer service**, and for **unique products or services**



Often go out of their way

Consumers who *go out of their way* often to shop at a locally owned small business



Pay more

Consumers willing to pay *much more or somewhat more* at a local small business



Have shopped with a
local small business

WHY DID YOU MAKE A PURCHASE?

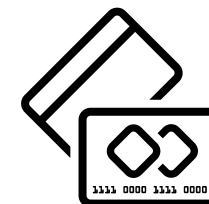
*I want the small business to still be here
when allowed to open back up*

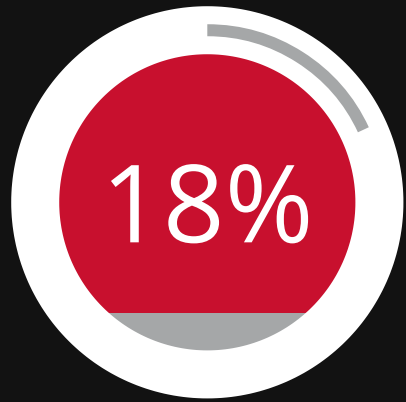
▼ 38%



*Wanted to financially support during this
challenging time*

▼ 37%

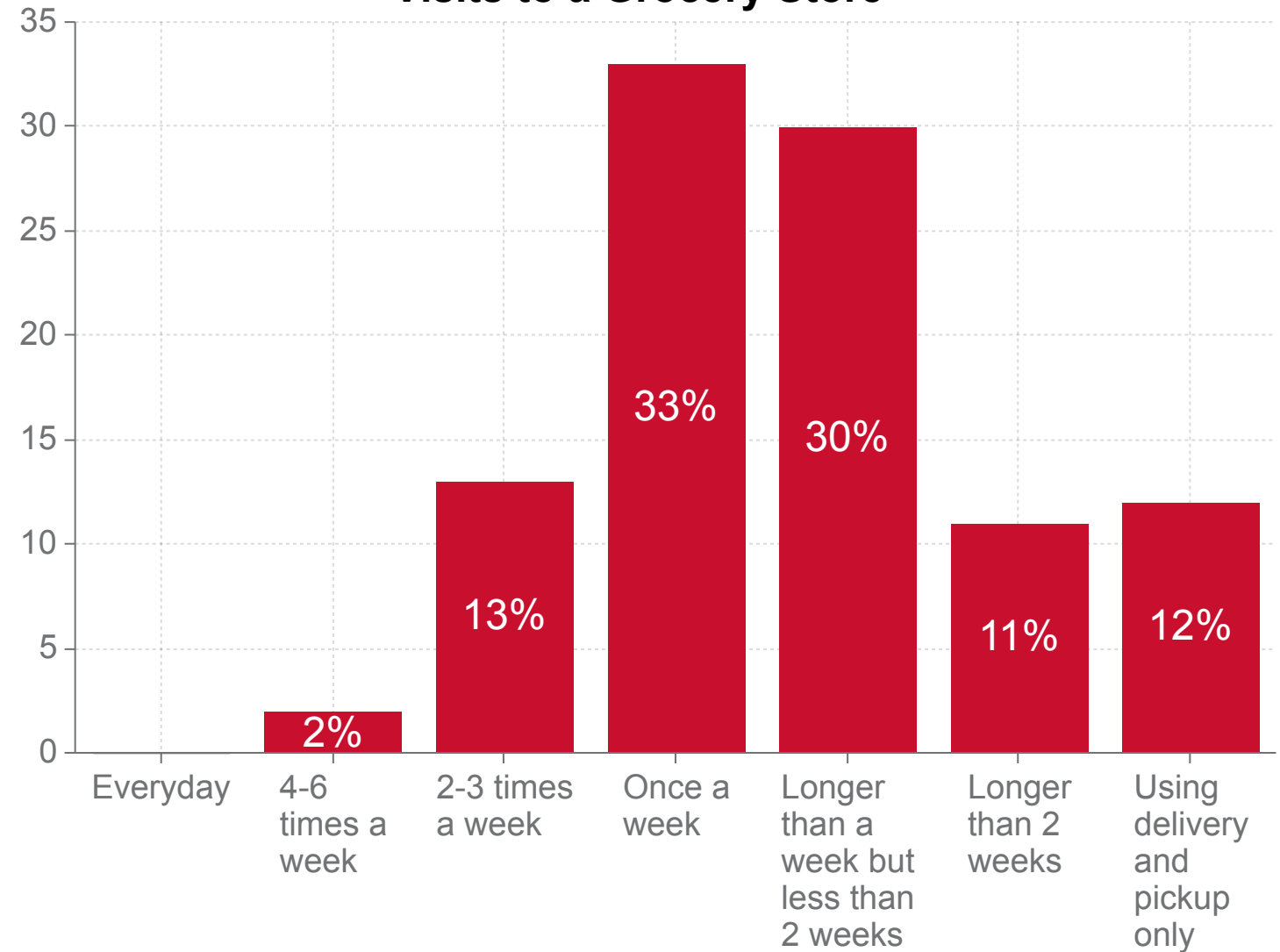




of meals dined
out per week

Food

Visits to a Grocery Store



GROCERY SHOPPING HABITS

WAYS CONSUMERS ARE DINING OUT

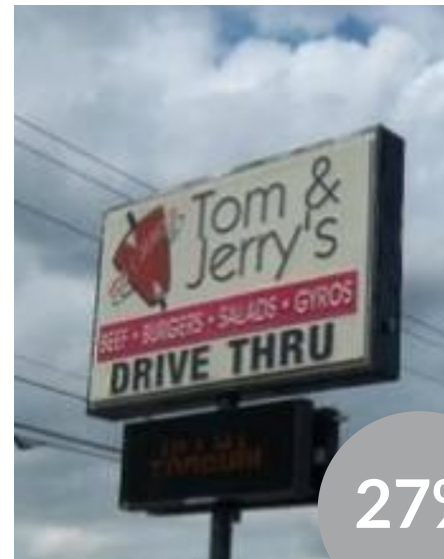
*Four percent of respondents reported not dining out since the stay at home order began



31%

Pickup

Outside the building



27%

Drive-thru

Already established
before pandemic



20%

Carryout

Going inside building



19%

Delivery

Delivered to your home

▼ 46%



▼ 22%

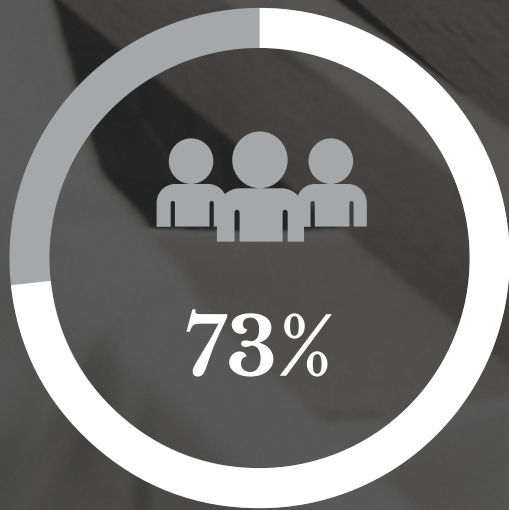


▼ 21%

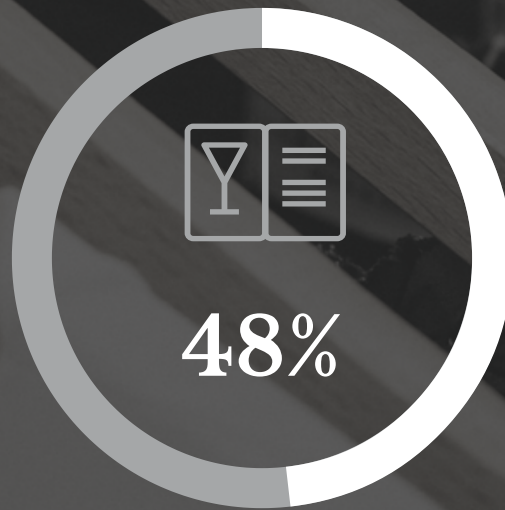


ACTIVITIES CONSUMERS PLAN TO DO

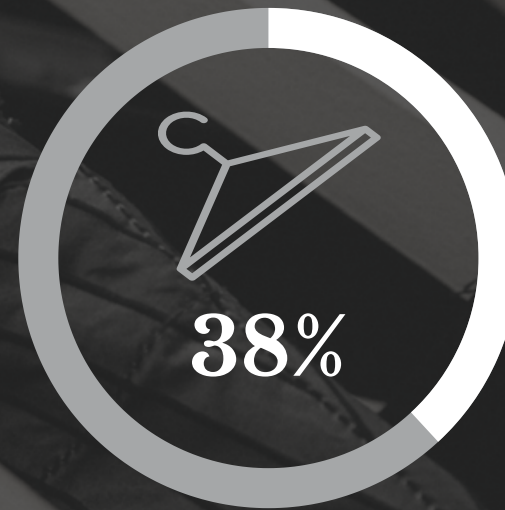
Q: Thinking ahead to when you are able to do these activities again, what are you most excited to do in first few weeks? Respondents selected top 3.



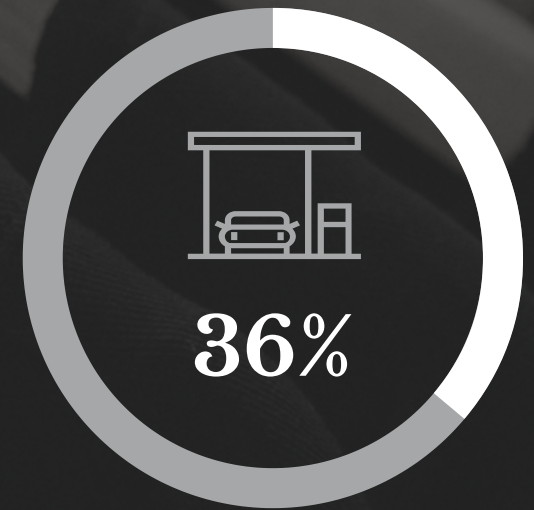
Get together with
friends or loved
ones in our homes



Dine out in a bar
or restaurant



Shop in
stores



Travel for
leisure

Next most reported activities were: Go to church, temple, mosque, etc./Visit the library/Go to the gym

PROJECTED FUTURE BEHAVIORS

The Recovery Period



Travel for leisure

Consumers planning to travel again soon for summer travel (June through Sept) accounting for 43% of respondents.



Eat inside a restaurant

Only 6% of consumers ready to eat inside on opening day.
Within four weeks, 41% of consumers looking to dine inside.



Participate in large-group activity

Results are split. Some consumers *would feel comfortable right away* (22%) while other consumers indicate they *will not participate until a vaccine is offered* (24%).

CONSUMERS WANT TO FEEL COMFORTABLE AS THEY PURCHASE FROM SMALL BUSINESSES

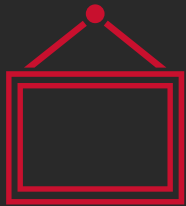
Continue to offer low-contact pickup and delivery options
(53% placed first in rank order)



Provide hand sanitizer or disinfectant wipes



Post an educational sign about COVID-19
and procedures used on the door



Provide face masks to consumers

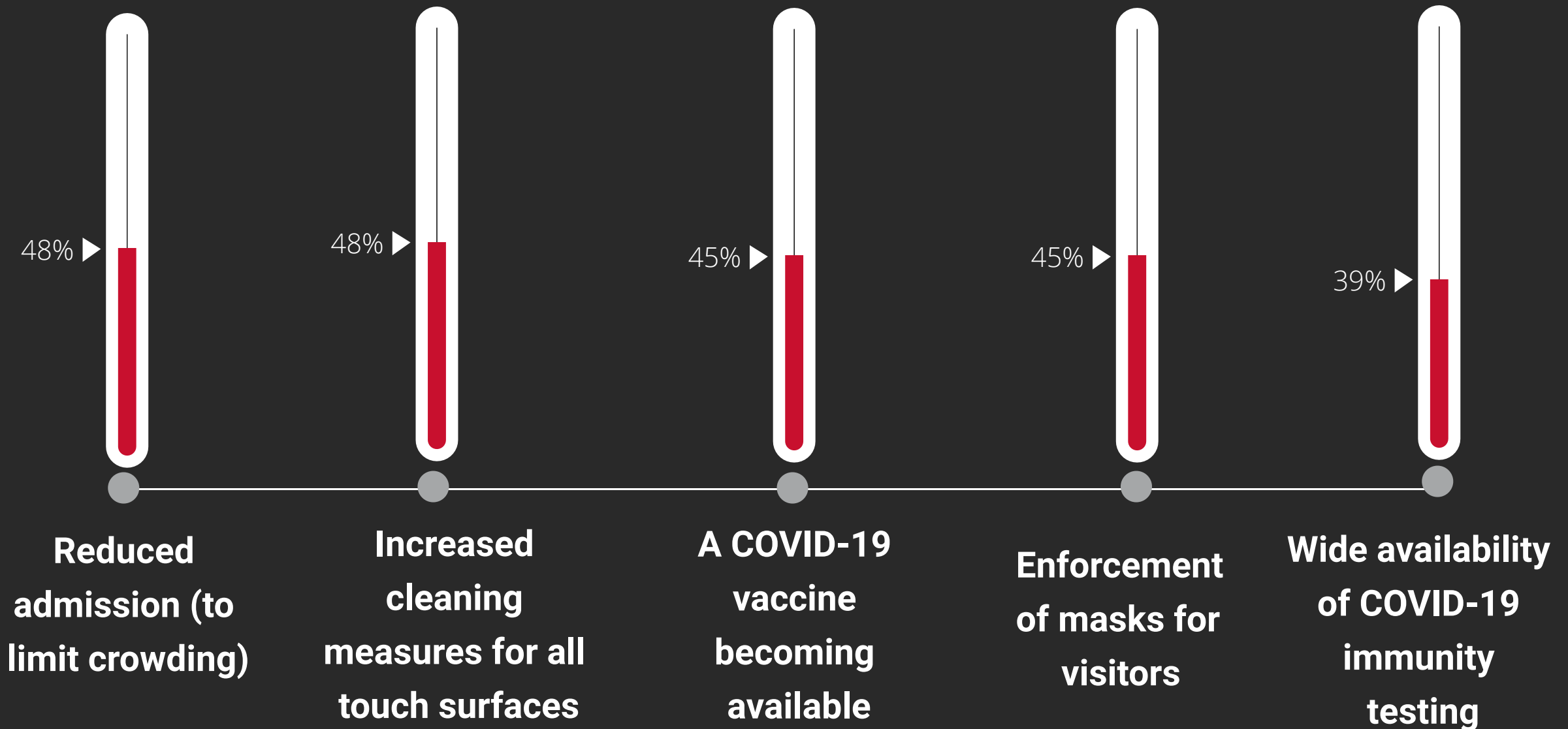


Encourage use of credit/debit cards or Venmo, Paypal or
other contactless payment options



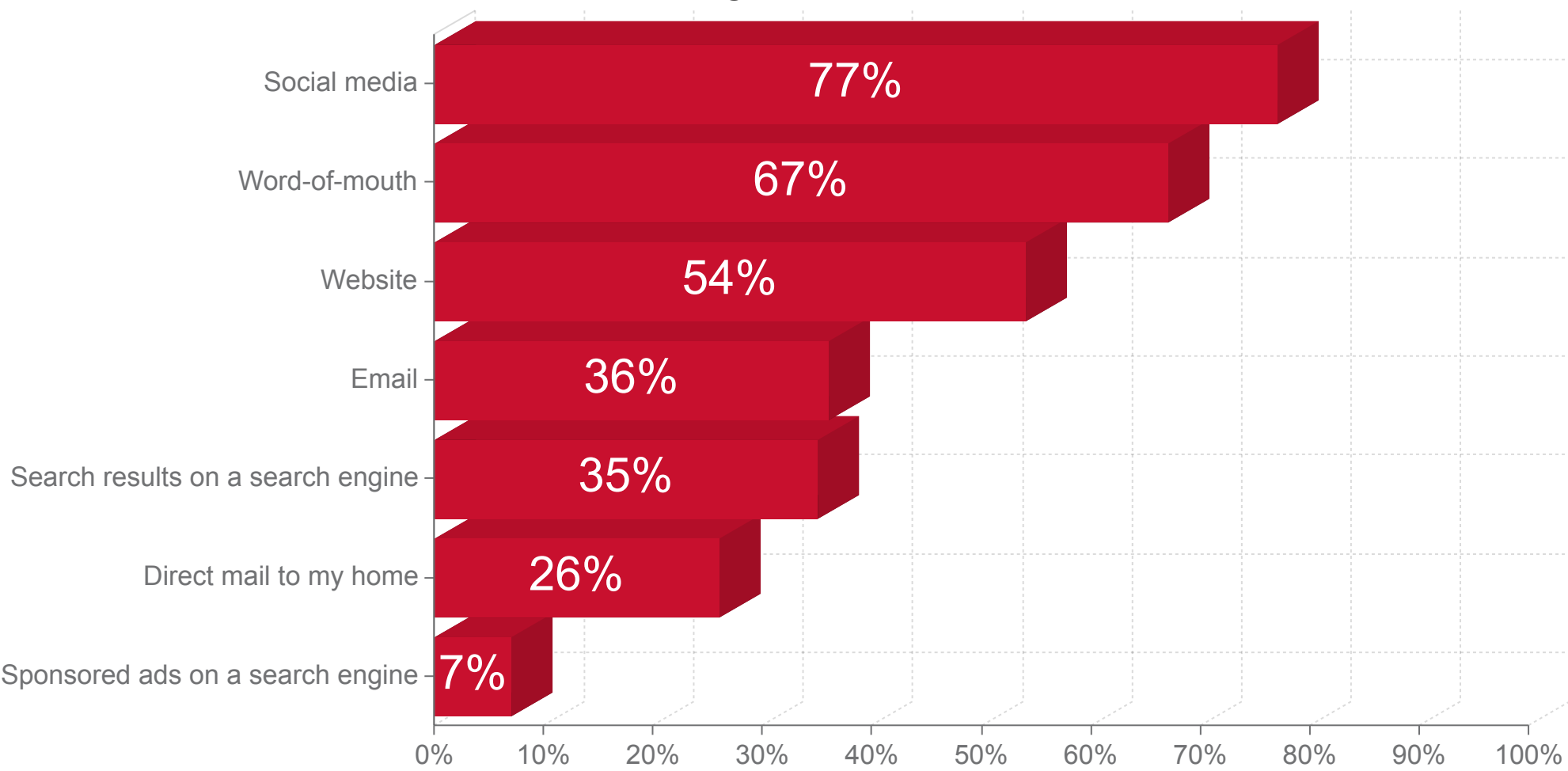
TOP FIVE FACTORS CONSUMERS WANT TO SEE

Q: Thinking ahead to when people are able to resume activities, which of the following factors will most influence your decision to resume? Respondents chose up to 5.



SMALL BUSINESS MARKETING

Preferences for Marketing from Local Small Businesses



70%

Consumers *strongly agree* and *somewhat agree* that when a small business **doesn't have a clear and up-to-date website**, they find the **business less credible**.



61%

Existing consumers with local small businesses prefer **social media as preferred form of communication**.

THANK YOU!

We appreciate your interest and support of the survey. Please reach out with any questions to Dr. Mya Groza at mya@niu.edu.

DeKalb County
UNITES
Small Business Task Force

