



CONSUMER INSIGHTS YOU CAN'T IGNORE IN 2020

New Times reader survey from May 28 - June 3, 2020



CATEGORIES

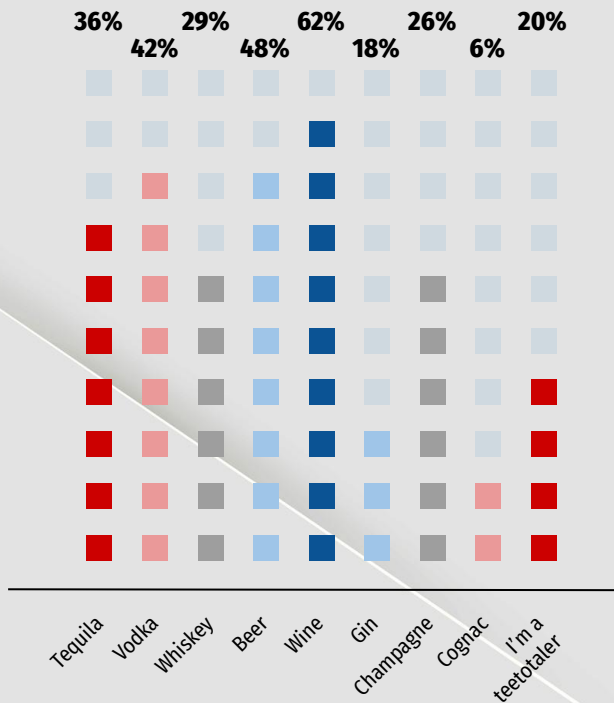
- 01 Alcohol**
- 02 Arts, Culture & Music**
- 03 Auto**
- 04 Casino**
- 05 Dining**
- 06 Finance**
- 07 Home Services**
- 08 Sports**
- 09 Travel**
- 10 Your Consumers**

01

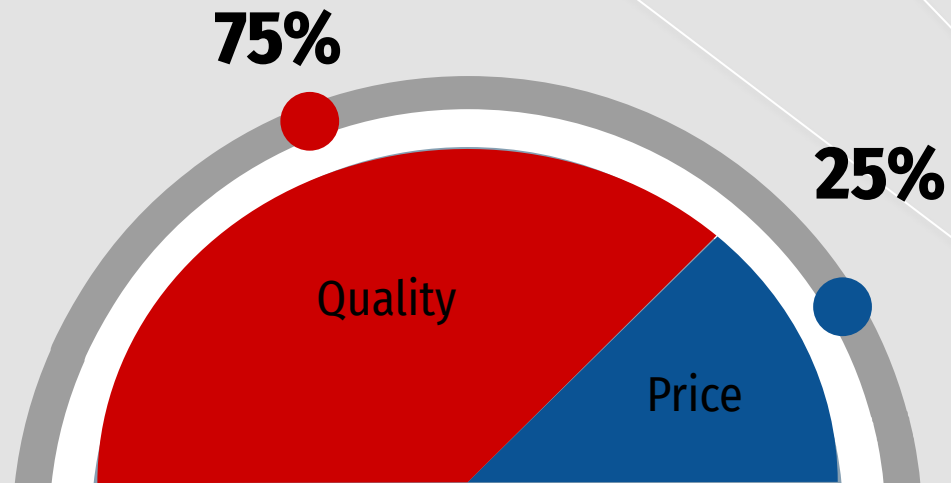
ALCOHOL

- 80% of our readers enjoy alcoholic beverages
- 75% prefer quality over price when selecting their drink of choice

Which of the following categories do you enjoy?



Is quality or price more important to you when buying beer, wine or spirits?



02

ARTS, CULTURE & MUSIC

- 83% of our readers are ready to enjoy local culture, especially if the venues are taking measures to ensure safe conditions

Once restrictions are lifted and it is deemed safe to do so, how soon will you start going to arts, culture & live music once again?



14%

Immediately.
I am eager to go see arts,
culture & live music
once again



59%

I would proceed
with caution,
allowing others to test
the waters before me



27%

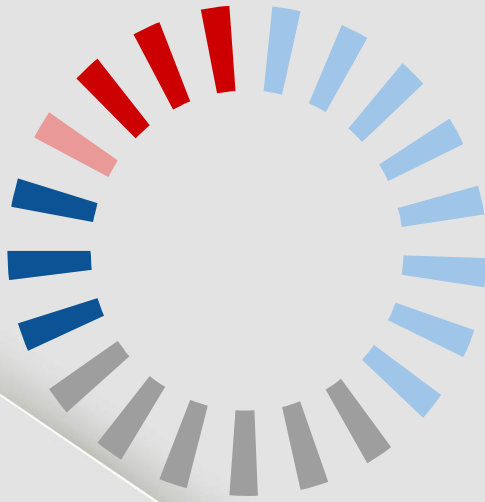
The experience of coronavirus
has turned me off to the idea
of going out to arts, culture,
& live music

03

AUTO

- Price, Safety, and Utility are the most influential items when shopping for a new vehicle
- 97% of our readers have their own car

19% are currently interested in purchasing a new car



7%



I am always, in some sense, shopping for my next car

1%



Being on lockdown has made me more interested in buying a car

11%



I am interested in buying a different car than the one I currently own

44%



I am perfectly happy with the car I have

37%



I am not interested in buying a new car

When shopping for a car, which of the following criteria are important to you?

53%



Utility. Tailor made for my specific needs

59%



Price. I got good value for my dollar

19%



Luxury. Utmost comfort when I'm on the road

54%



Safety. All the latest features to protect me & my family

31%



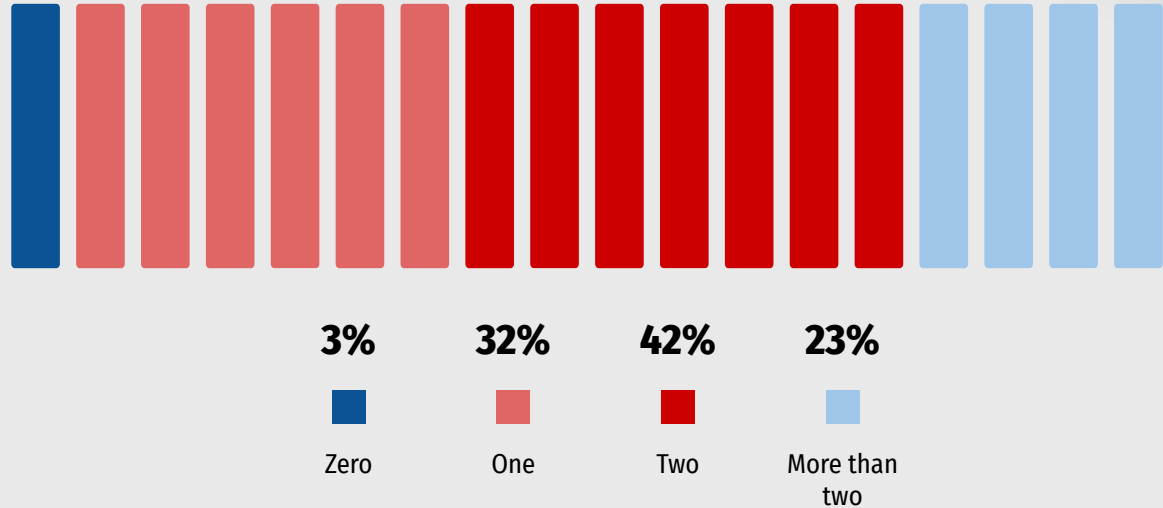
Performance. I want a car that is fun to drive

26%



Brand. My car is a representation of who I am

How many cars does your household currently own?

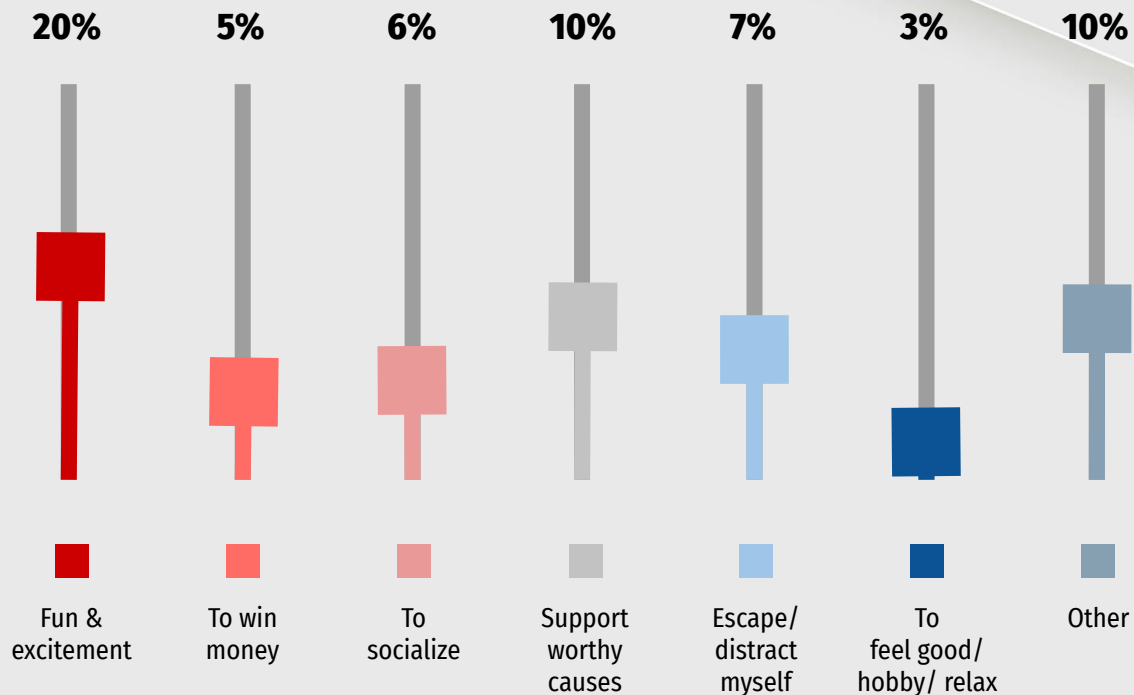


04

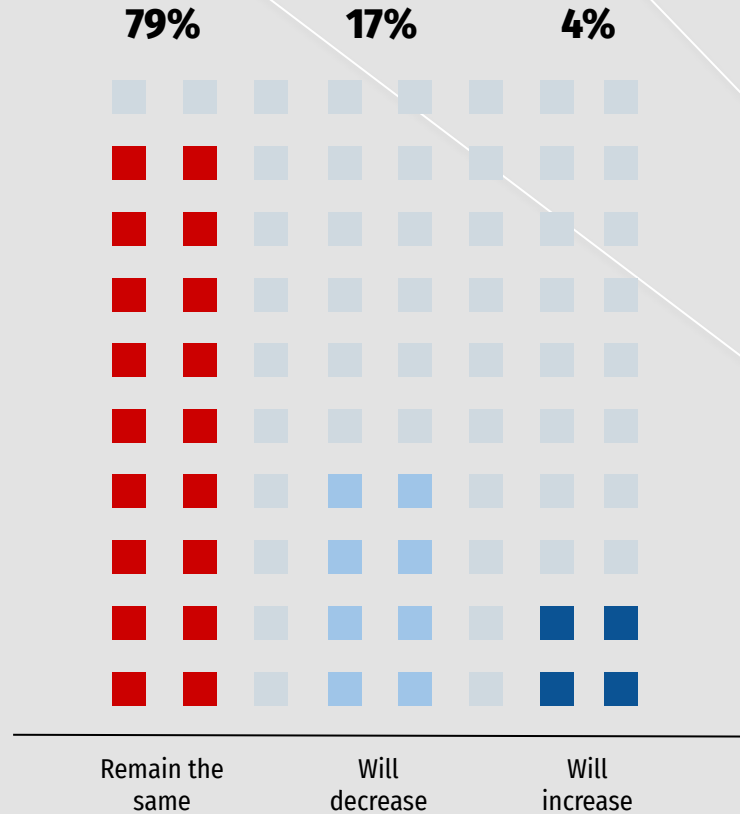
CASINO

- The largest % of our readers visit a casino for fun & excitement
- 83% will increase or spend the same as they did prior to outbreak

If you have visited a local AZ casino, the main reason for visiting was?



Once restrictions are lifted and it is deemed safe to return to casinos, will your spend

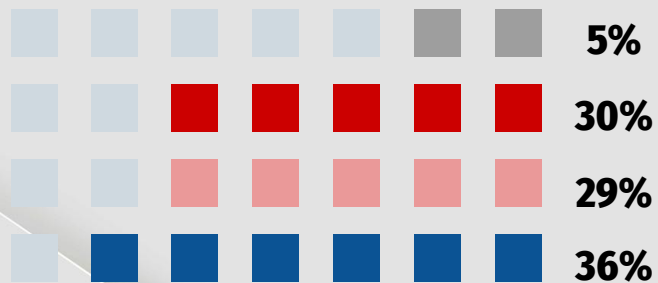


05

DINING

- 74% will continue to use pickup or delivery even after the quarantine has been lifted
- 62% Dined out 5 or more times a month before the outbreak
- Almost a third are anxious to go back to dining in as soon as possible

How has the quarantine impacted your lunch/dinner decisions?



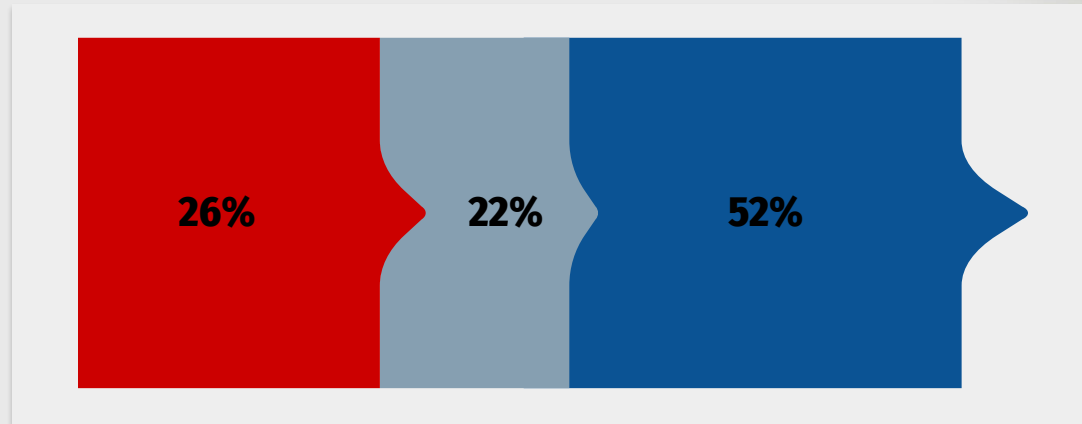
I pickup or order delivery at least once a day for lunch/dinner
 I happily pickup or order delivery several times a week
 I've picked up or ordered once or twice during quarantine
 My cooking at home skills are being used to full extent

Pre-coronavirus, in a typical month, how often did you dine out?



38%
Fewer than 5 times
 42%
5-10 times
 20%
More than 10 times

Once restrictions are lifted and it is deemed safe to dine-out, how has the quarantine defined new habits?



I miss eating out
and will quickly go back
to dining-in bars and
restaurants

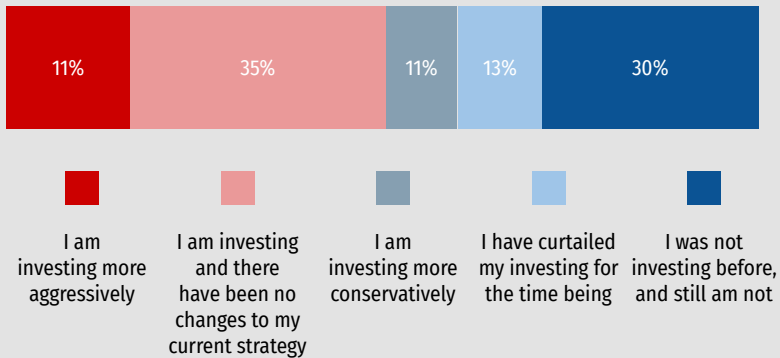
I will continue
picking up and ordering,
but a little less than I did
during quarantine

The experience of
coronavirus has made me
cautious to visiting
restaurants and will
continue to make pickup
and delivery a habit

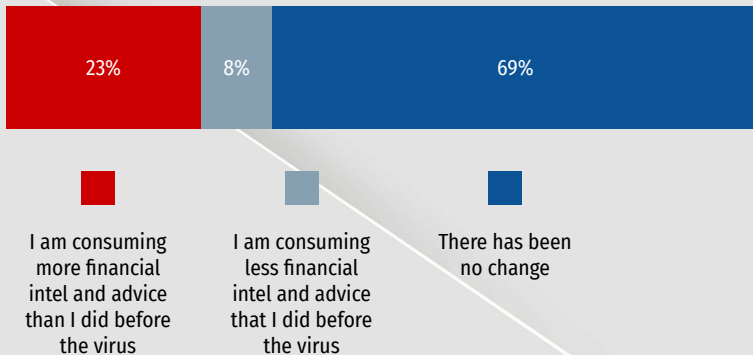
06

FINANCE

- 57% of our readers invest their money
- Almost two-thirds of our readers save at least \$5,000 of their annual income

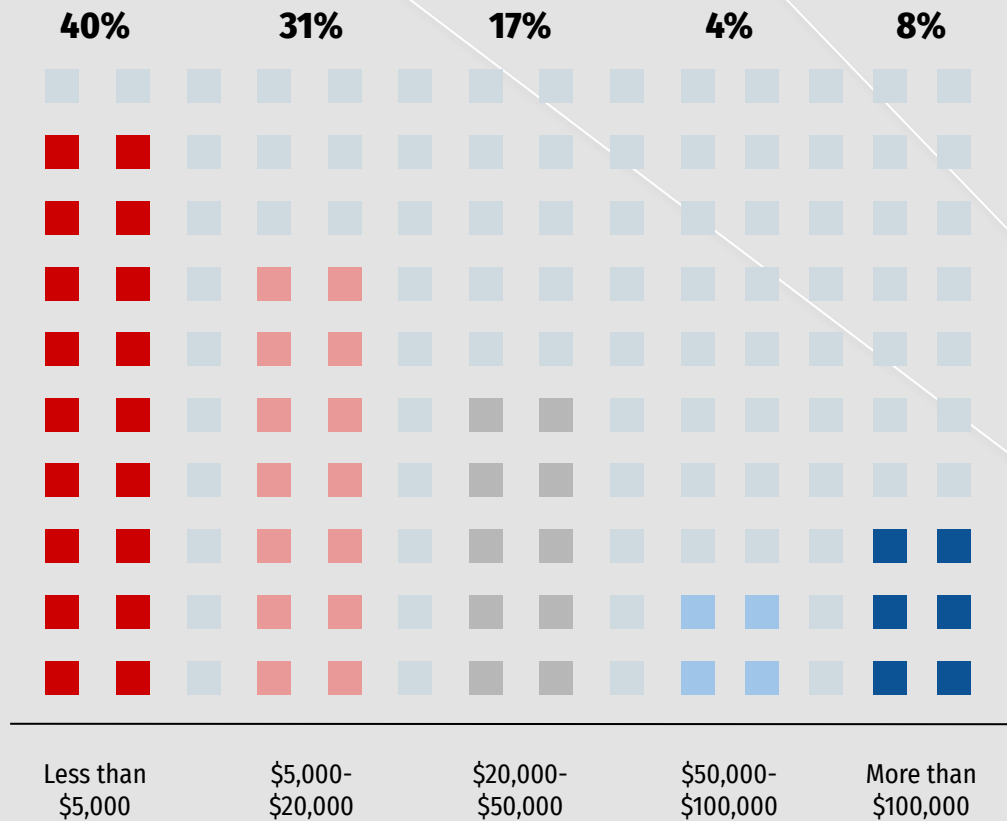


How has the experience of coronavirus impacted your investing habits or strategy?



How has the experience of coronavirus impacted your consumption of information and advice related to long-term financial planning?

How much of your annual income do you set aside for investment?

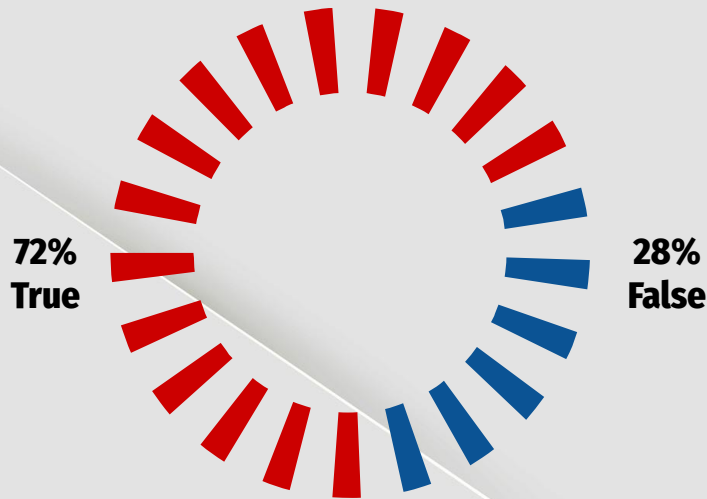


07

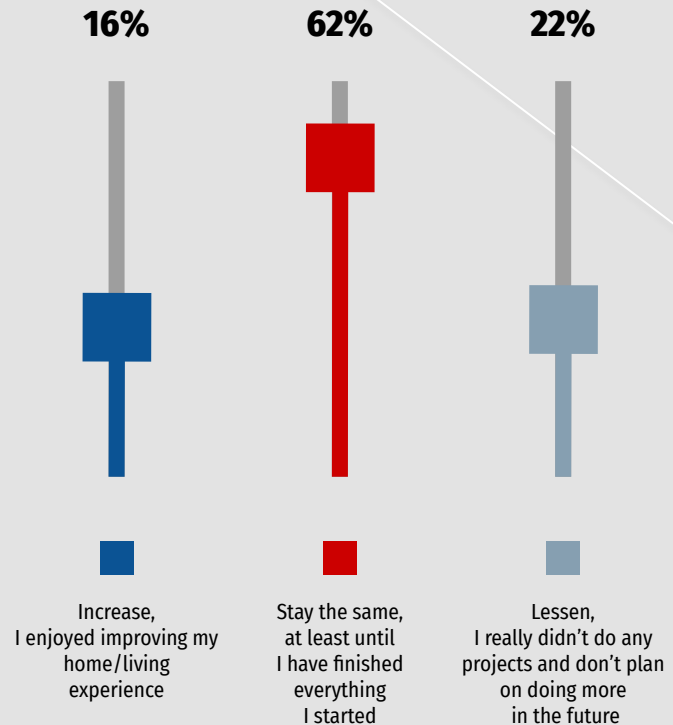
HOME SERVICES

- 72% are investing in improving their home during the outbreak
- 78% will continue or increase their home improvement projects

During quarantine, I found some form of home improvement project to begin and/or complete



Once restrictions are lifted, my home improvement projects will



08

SPORTS

- 54% are anxious to attend sporting events as soon as possible especially if the venues are taking measures to ensure safe conditions

**In a typical year,
how many live sporting events
did you attend?**



74%



Fewer than
5 times

18%



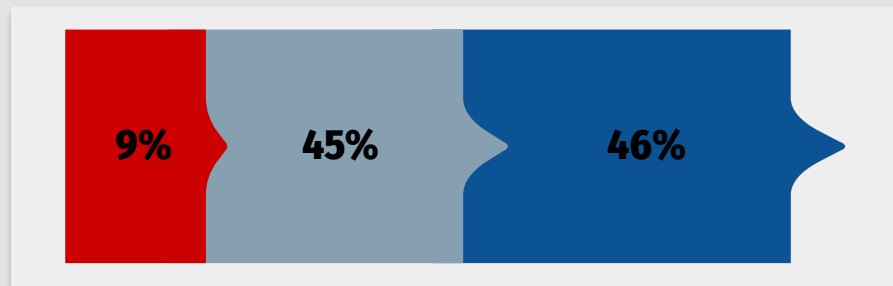
5-10
times

8%



More than
10 times

**Once restrictions are lifted
and it is deemed safe to do so,
how soon will you start attending
live sporting events again?**



9%

45%

46%



Immediately.
I am eager to see
my favorite team
again



I would proceed
with caution,
allowing others to
test the waters
before me



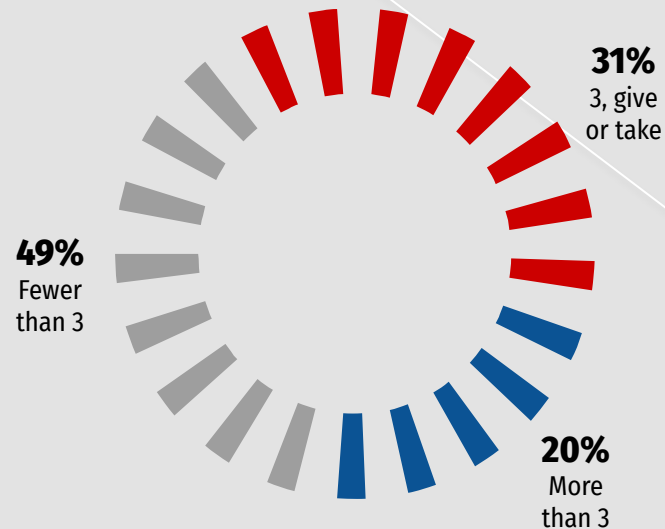
The experience of
coronavirus has
turned me off to
the idea of going out
to live sporting events

09

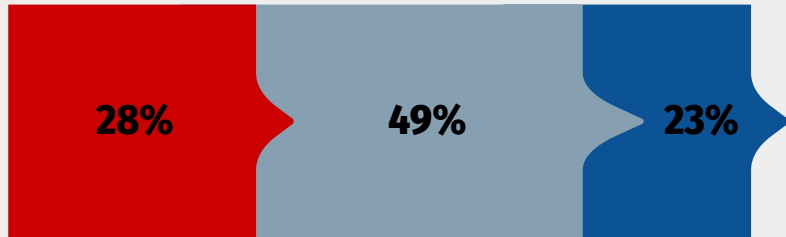
TRAVEL

- 51% enjoy taking three or more leisure vacations a year
- 77% are looking to book an in-state getaway
- 76% are looking to book an out-of-state getaway

In a typical year, how many leisure vacations did you take?



Once restrictions are lifted and it is deemed safe to do so, how soon will you book a staycation or other in-state getaway?



Immediately.
I am eager to
travel again



I would proceed
with caution,
allowing others to
test the waters
before me



I would not travel
again until there is a
vaccine or the
threat of the virus
has almost totally
diminished

Once restrictions are lifted and it is deemed safe to do so, how soon will you book an out-of-state trip?

29%



Immediately.
I am eager to
travel again

47%



I would proceed
with caution,
allowing others to
test the waters
before me

24%



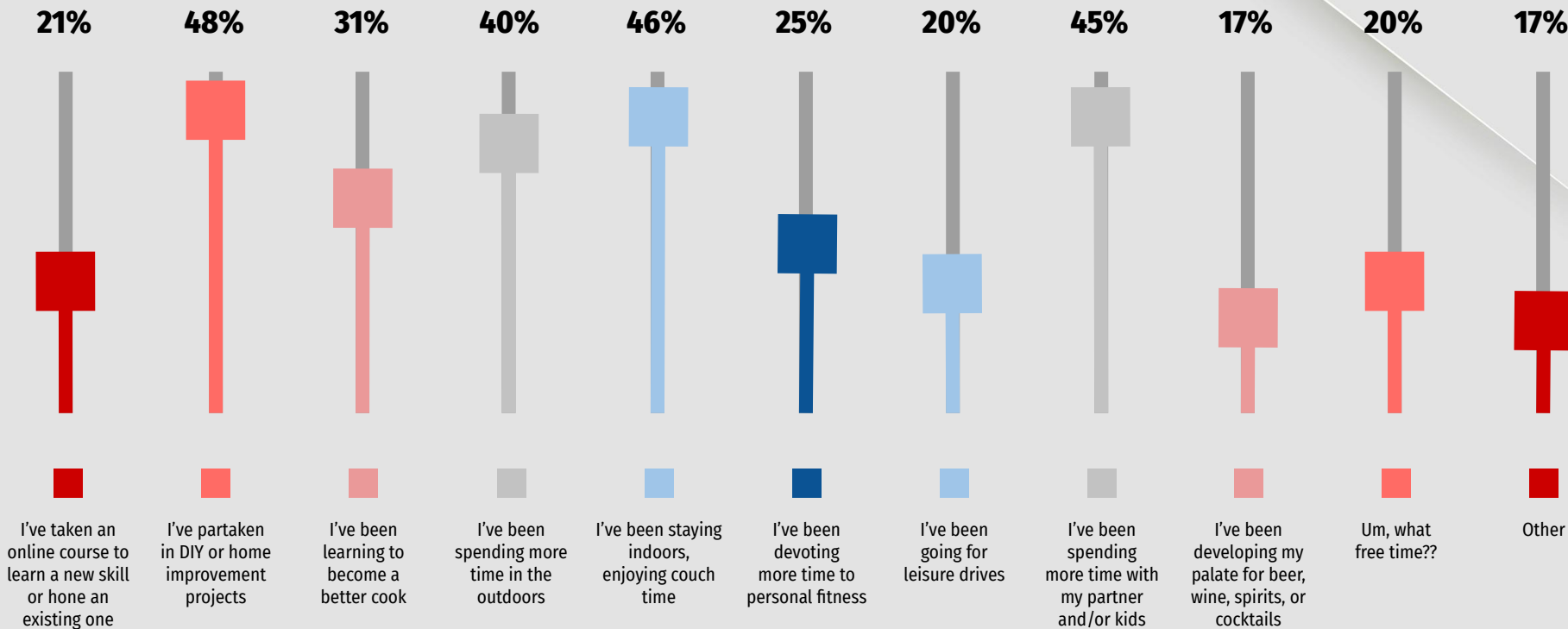
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10

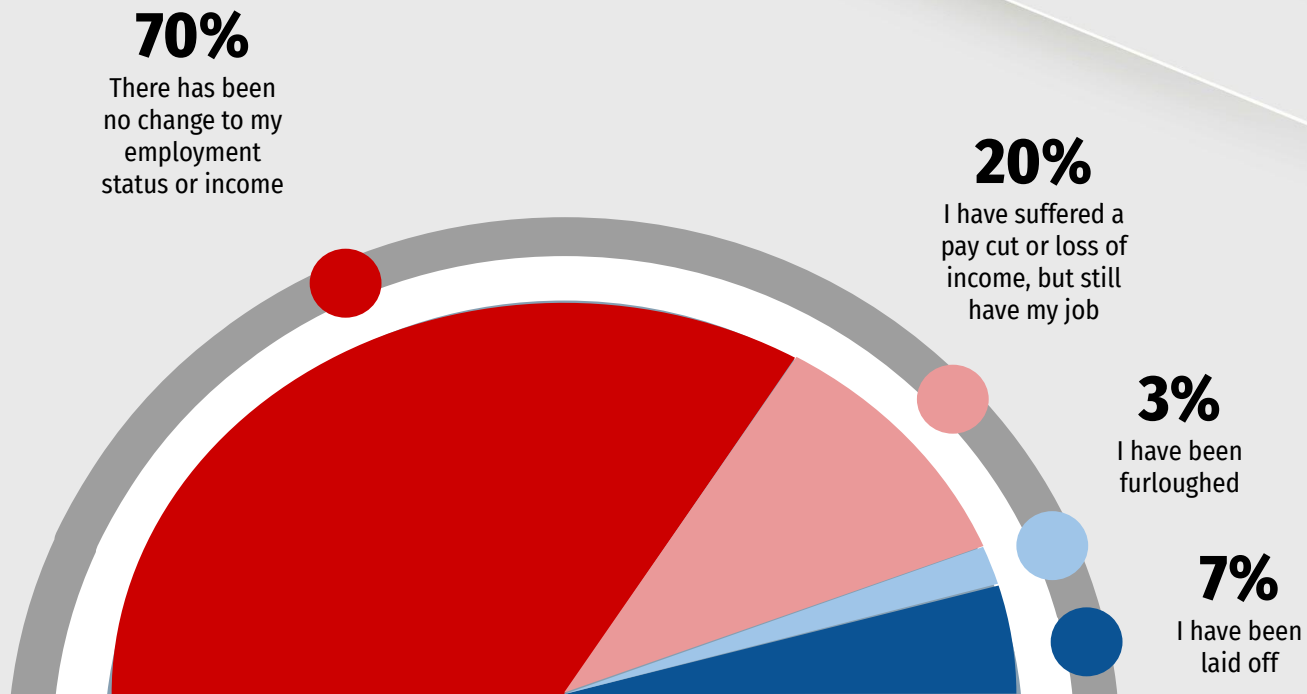
YOUR NEW TIMES READERS

- 70% have not experienced any change to their employment status or income
- Over half our readers have an annual income over \$80,000
- 64% have made a self-indulgent purchase during quarantine
- 68% have acted on New Times recommendation of a product, service or experience

During quarantine, how have you spent your free time?



How, if at all, has COVID-19 impacted your employment status?



During quarantine, have you treated yourself to any self-indulgent purchases?

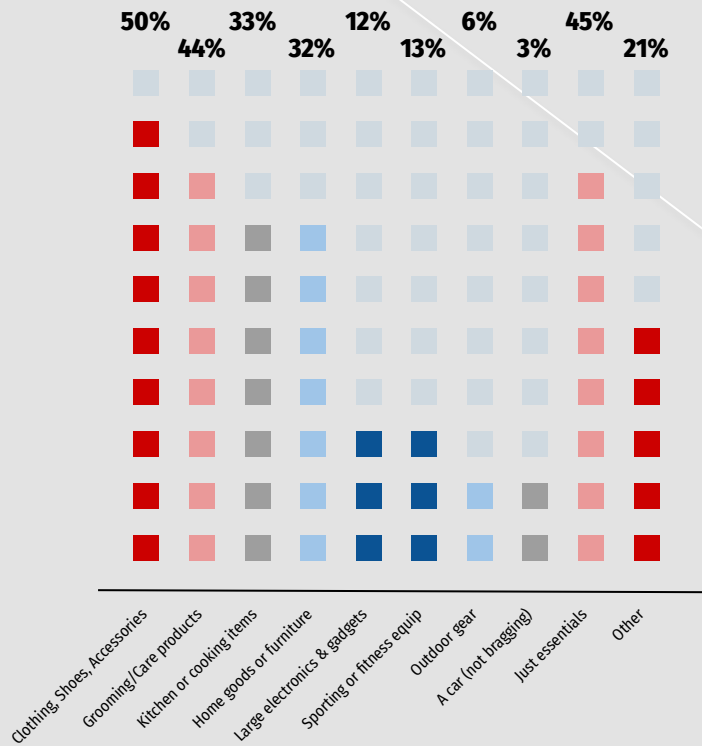


36%
 No, my wallet is "closed for business"

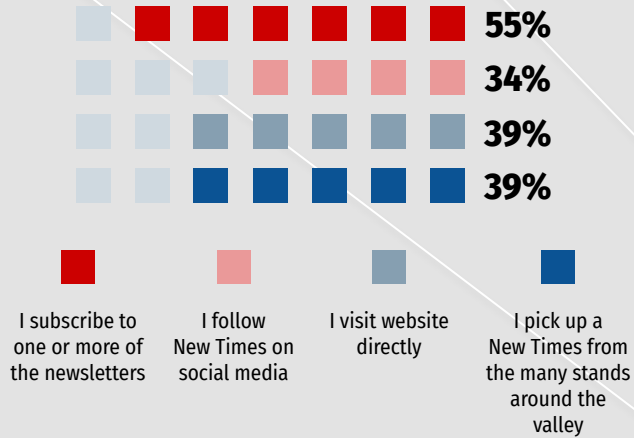
52%
 Yes, one or two

12%
 Many. There have been many

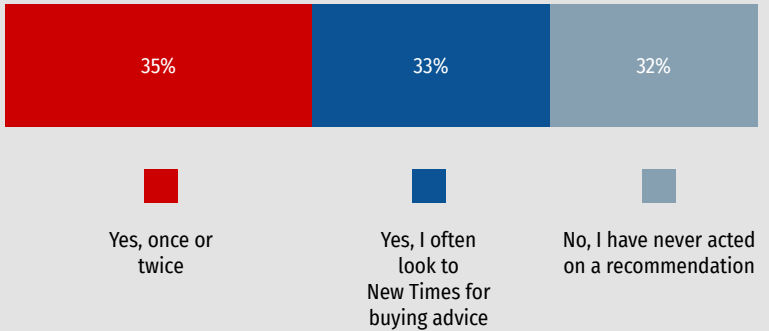
What type of products have you purchased while in quarantine?



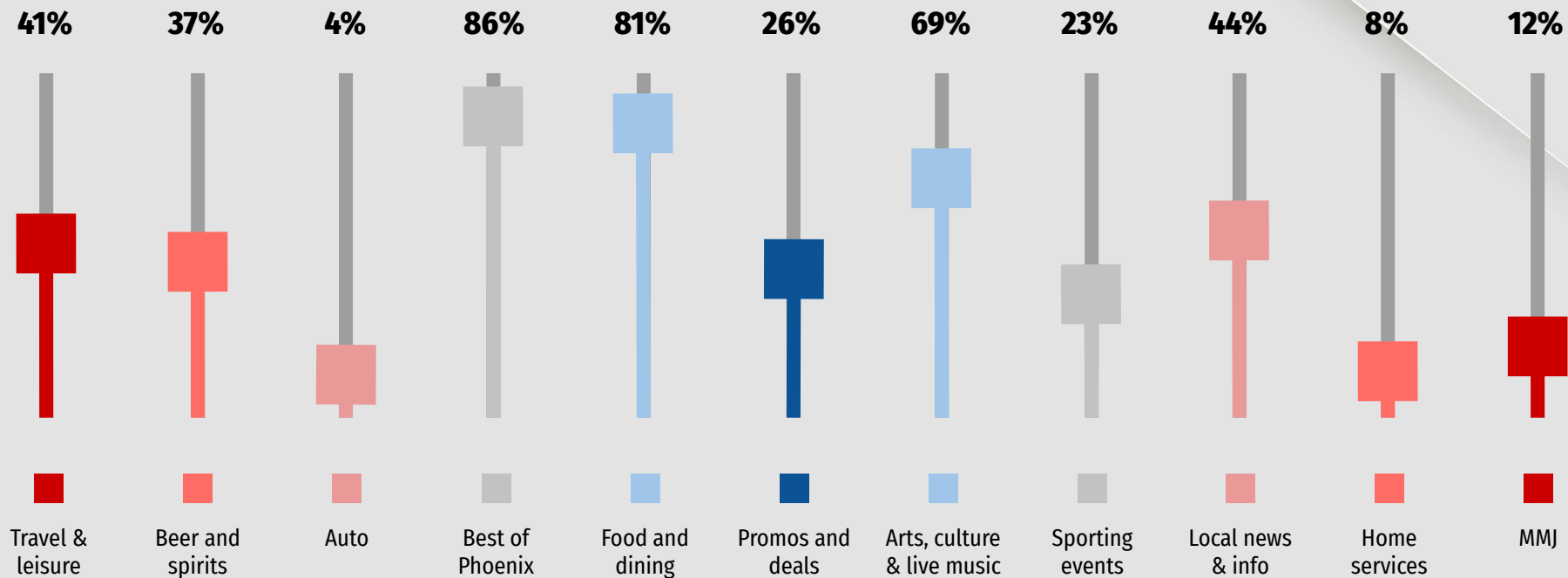
In what ways do you interact with Phoenix New Times?



Have you ever acted on a New Times recommendation of a product, service or experience?



What categories do you look to New Times for recommendations on?



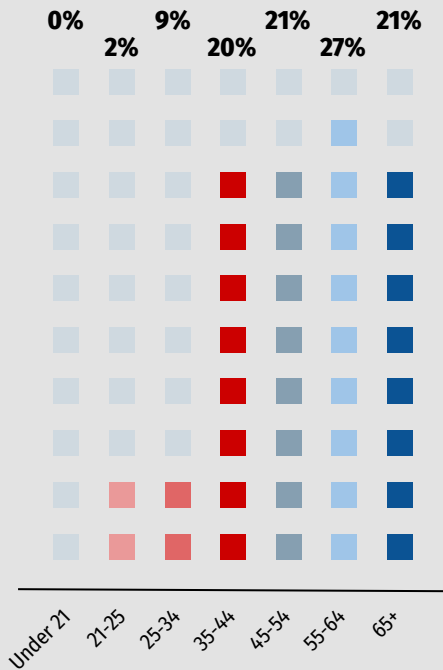
Gender



30% **66%** **4%**

Male Female Prefer not to say

Age range



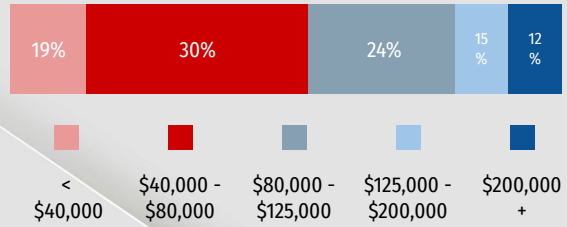
Marital status



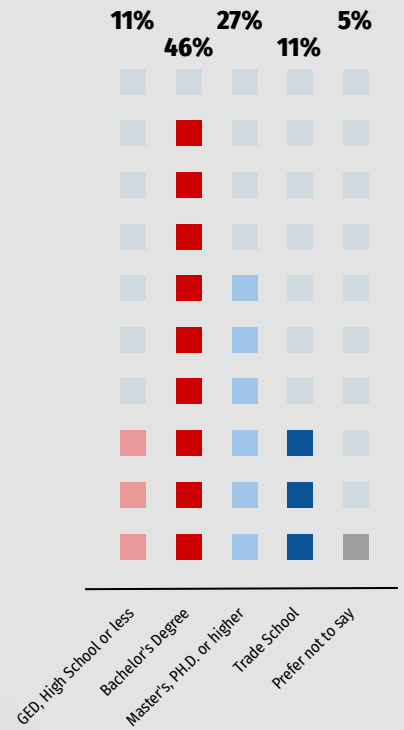
51% **45%** **4%**

Married Not Married Prefer not to say

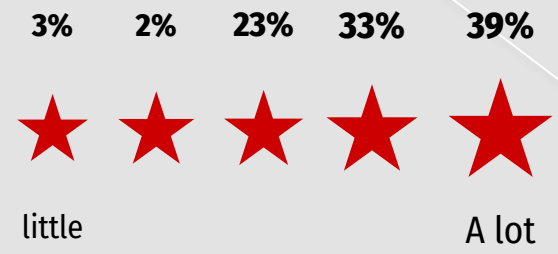
Income



Education



How likely are you to recommend New Times to a colleague or friend?





KEY TAKEAWAYS

- 70% Have not experienced a change to employment or income.
- The New Times community enjoys quality-of-life experiences in culture, food, travel and entertainment.
- We speak to an exclusive audience of active and affluent individuals.
- Our readers look to New Times to inform and influence their purchasing decisions.