



SALT LAKE COUNTY

SUMMER 2020 CONSUMER SENTIMENT SUMMARY





1. There is substantially more concern about the present and future of the coronavirus crisis than there was in May 2020—**only 16% of respondents said that they believe the worst of it is behind us and a majority still believe the worst is yet to come.**
2. In a reversal of the tides compared to just six weeks earlier, a **majority of residents now report that they are more concerned about the public health impacts** of the outbreak than the effects of the virus on the economy.
 - Those **residents most concerned about lifting restrictions intended to contain the spread of coronavirus too quickly are still those with an annual HHI under \$50,000**, and this group of residents express even more concern about lifting those restrictions than they did in May.
3. Local business, county officials, city officials, and Governor Herbert all saw an approximate **10-percentage point decline in “coronavirus response favorability.”** In terms of the coronavirus response, President Trump remains by far the least popular of entities included (66% “Fair” or “Poor”) but did not decline in popularity since May.
4. Across the board, there has been a **significant increase in support for safety measures that involve requiring facemasks since May.** This includes residents who say they are more concerned about the impact on economy than on public health and those who say they are anxious for local officials to lift restrictions.
5. Throughout the county, residents have become **more comfortable eating out in restaurants since May.** This is true of residents in all planning areas.

THINGS TO REMEMBER



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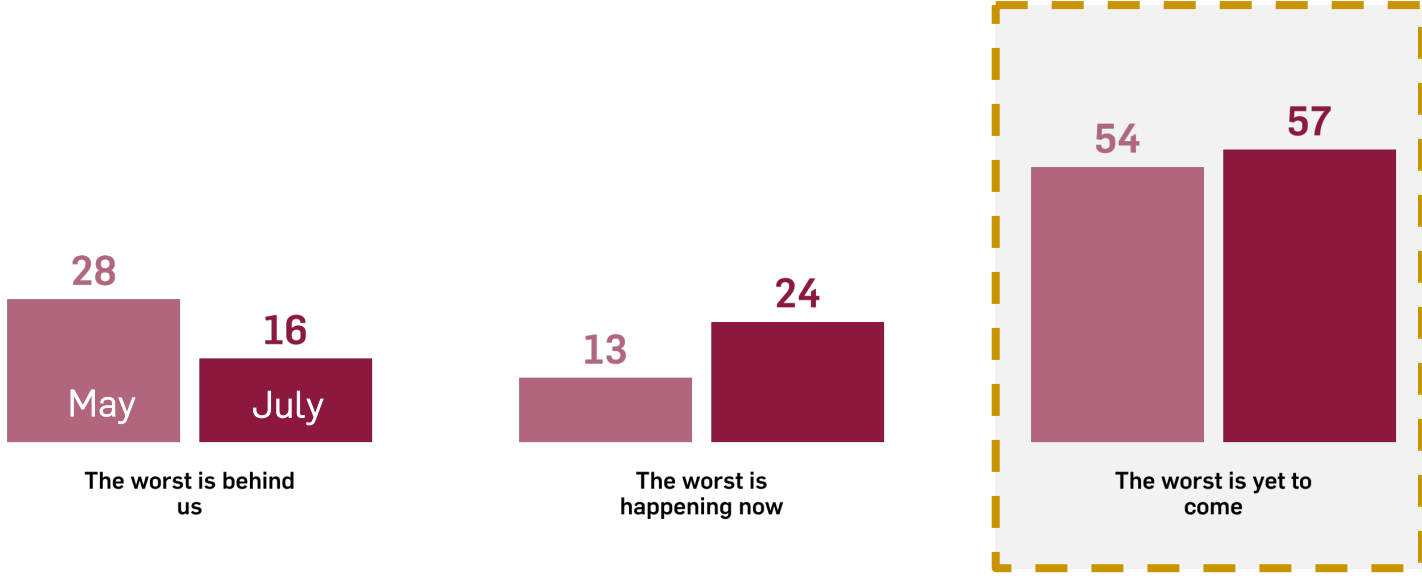
THINGS TO REMEMBER

MAJORITY FEAR THE WORST IS YET TO COME

The share of Salt Lake County residents who think the worst of the coronavirus “is behind us” has nearly halved since May, with the majority of residents are bracing for worse conditions yet to come. When asked how they think Salt Lake County residents have handled the spread of the coronavirus, 2/3 say they have done a “poor job.”



Thinking about the problems Salt Lake County is facing from the coronavirus outbreak, do you think...



Which of the following statements comes closest to your view about coronavirus cases in Salt Lake County in the past week: “Salt Lake County residents have done a [good/poor] job of containing the spread of coronavirus and limiting new cases”





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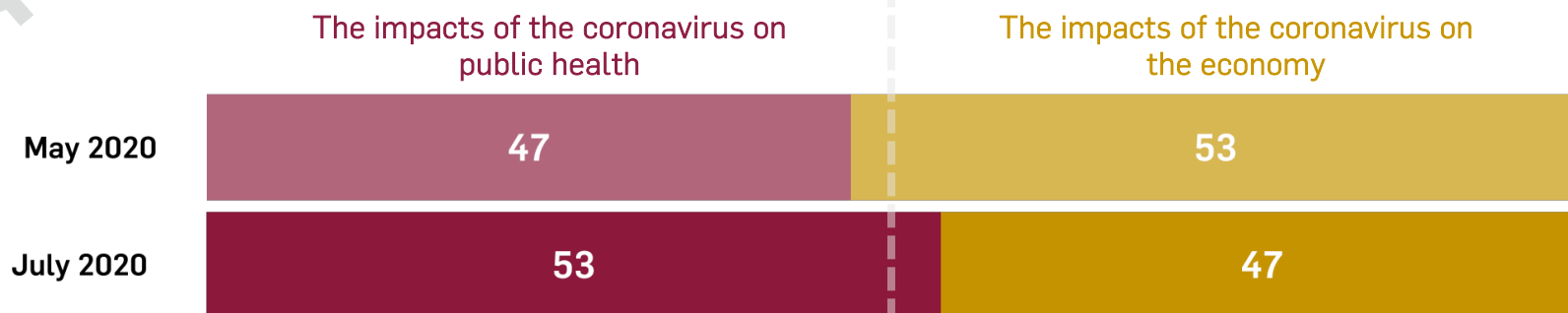
THINGS TO REMEMBER

TIDES TURN TOWARD CONCERN FOR PUBLIC HEALTH VS ECONOMY; ANXIETY LINGERS REGARDING RESTRICTIONS

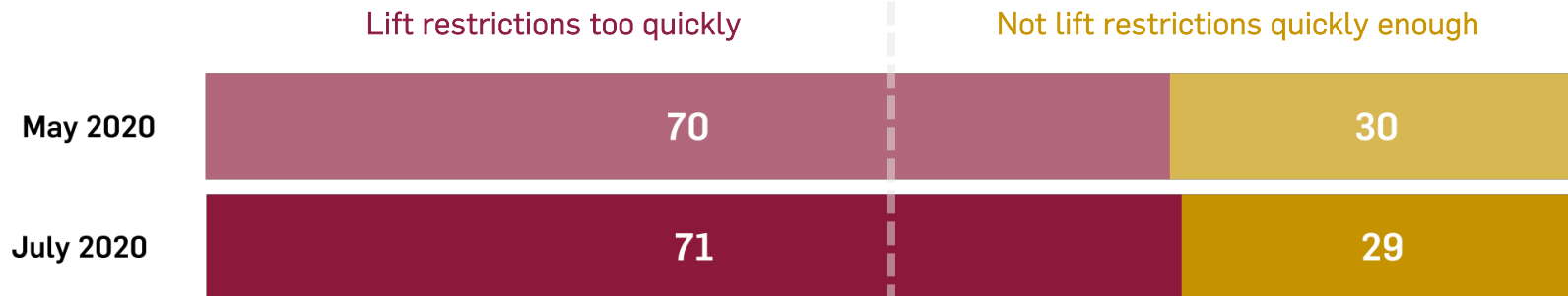
The share of residents who are more concerned about the impact of the coronavirus on public health compared to the economy crossed the 50% threshold between May and July. The share of residents who are concerned that the state will lift restrictions too quickly remained constant at about 7 out of 10 Salt Lake County residents.



Which of the following would you say is more concerning to you, personally?



Thinking about the decisions by the Utah State Government and Salt Lake County Health Department to impose significant restrictions on public activity because of the coronavirus outbreak, is your greater concern that state and local officials will...



SLCo (with the exception of Salt Lake City) moved to "Low Risk" or Yellow Guidelines set forth by the State on June 12, 2020, approximately three weeks after the May survey was concluded (5/18-26) and three weeks prior to the fielding of the July survey (7/5-9).

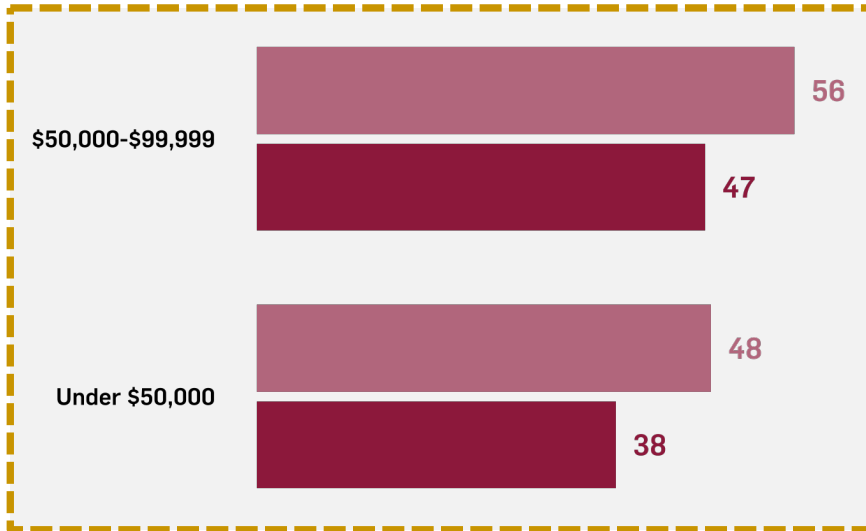
SHIFTS FOR LOW-, MIDDLE-INCOME RESIDENTS

Since May, high-income residents remain similarly concerned about the economy in contrast with public health while residents making less than \$100,000 grew significantly more concerned about public health. Results from the lowest income residents in particular illustrates support of the restrictions needed to limit the spread of the virus—the share of these residents concerned that the state will not lift restrictions quickly enough decreased by 40% (7 percentage points).



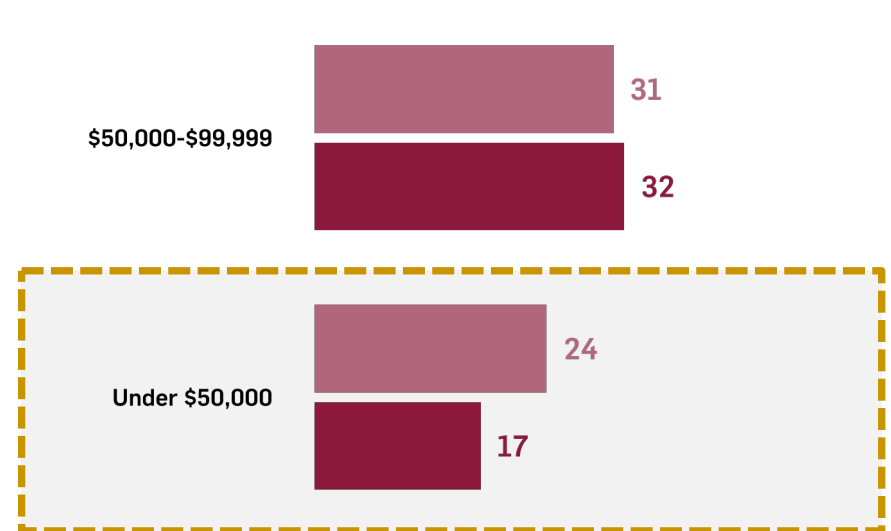
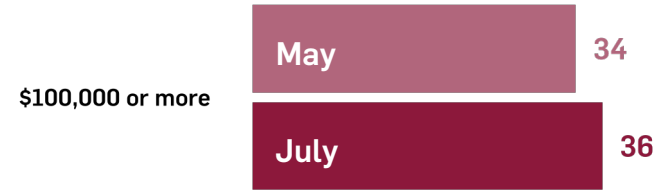
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Impact on the economy:



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Not lift restrictions quickly enough:





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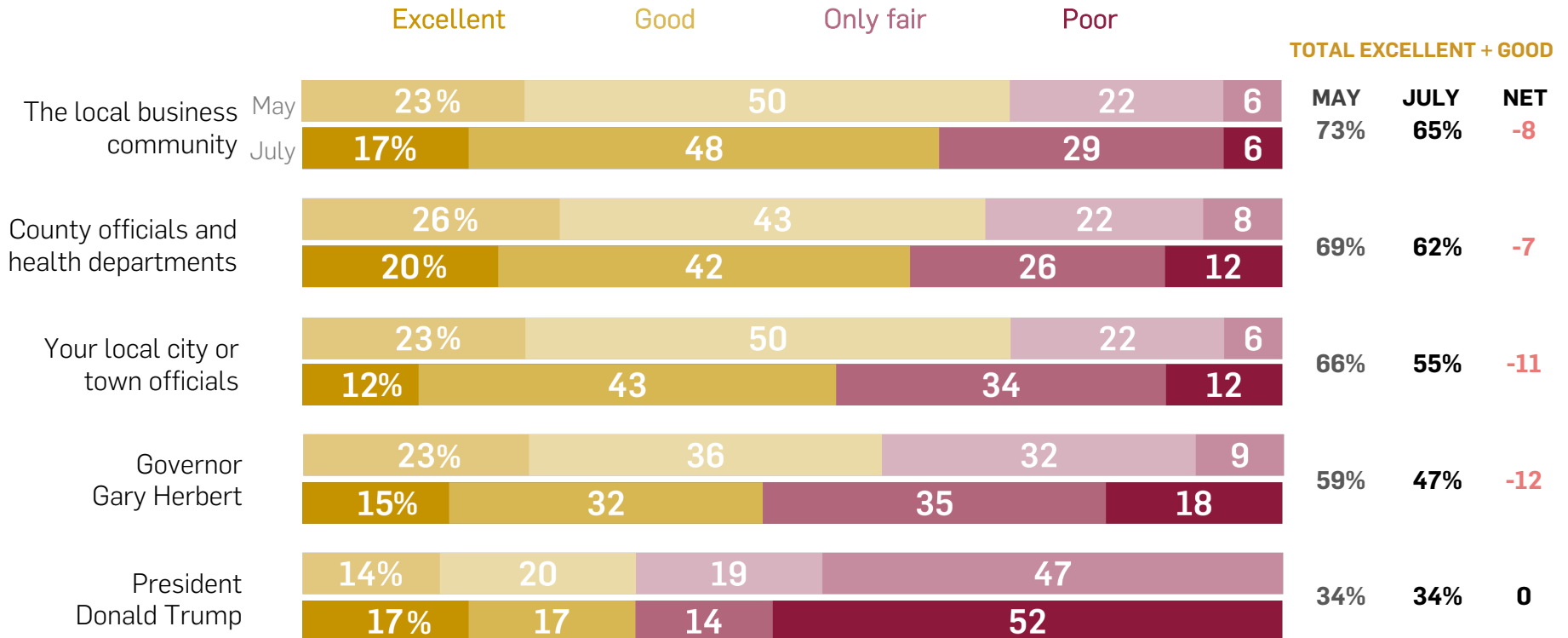
THINGS TO REMEMBER

TRUMP RATINGS EVEN, ALL OTHERS DOWN SINCE MAY

All local leadership entities have seen decreased approval in past months with respect to the coronavirus outbreak. President Trump's rating became more polarized (increases in both "Excellent" and "Poor") while remaining constant in terms of combined positive approval, while all other entities saw a relatively uniform decline in approval of about 10 percentage points on average. Trump remains the least popular entity of the five.



How would you rate the job each of the following is doing responding to the coronavirus outbreak?





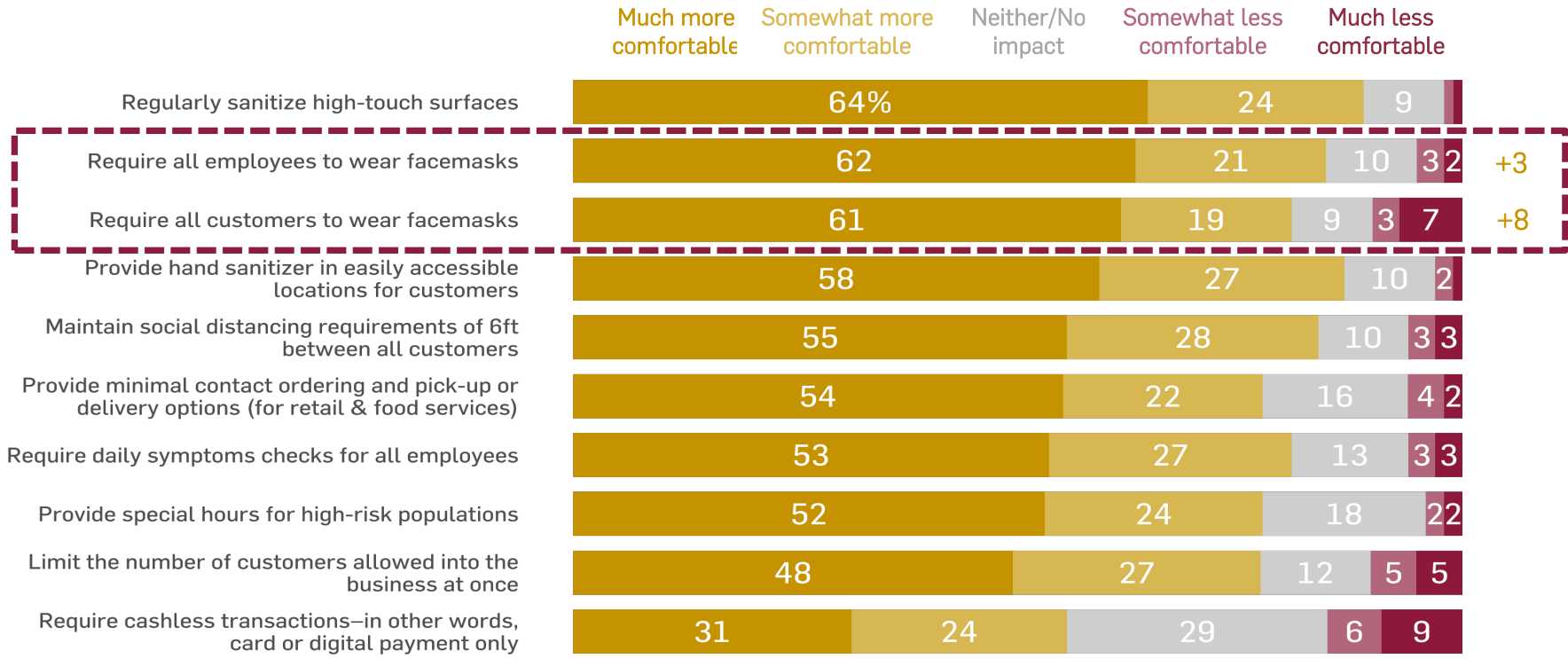
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COMFORT WITH MASKS INCREASES IN WAKE OF COUNTYWIDE MANDATE

Consistent with May findings, regularly sanitizing high-touch surfaces is the number one way to help consumers feel more comfortable visiting local businesses. Notably, facemask requirements (for both employees and customers) rank close behind, with a higher percentage of respondents saying such requirements would make them more comfortable compared to last wave. No other health and safety measures received notable increases or declines in appeal.

Q *Thinking about the different types of local businesses in your community—like retail and grocery stores, restaurants, fitness centers, entertainment venues, salons, and others—would it make you more or less comfortable if various businesses were to...*



When the July survey began fielding (7/5-9), the SLCo countywide mask mandate had been in effect for nine days (Public Health Order released June 26, 2020).



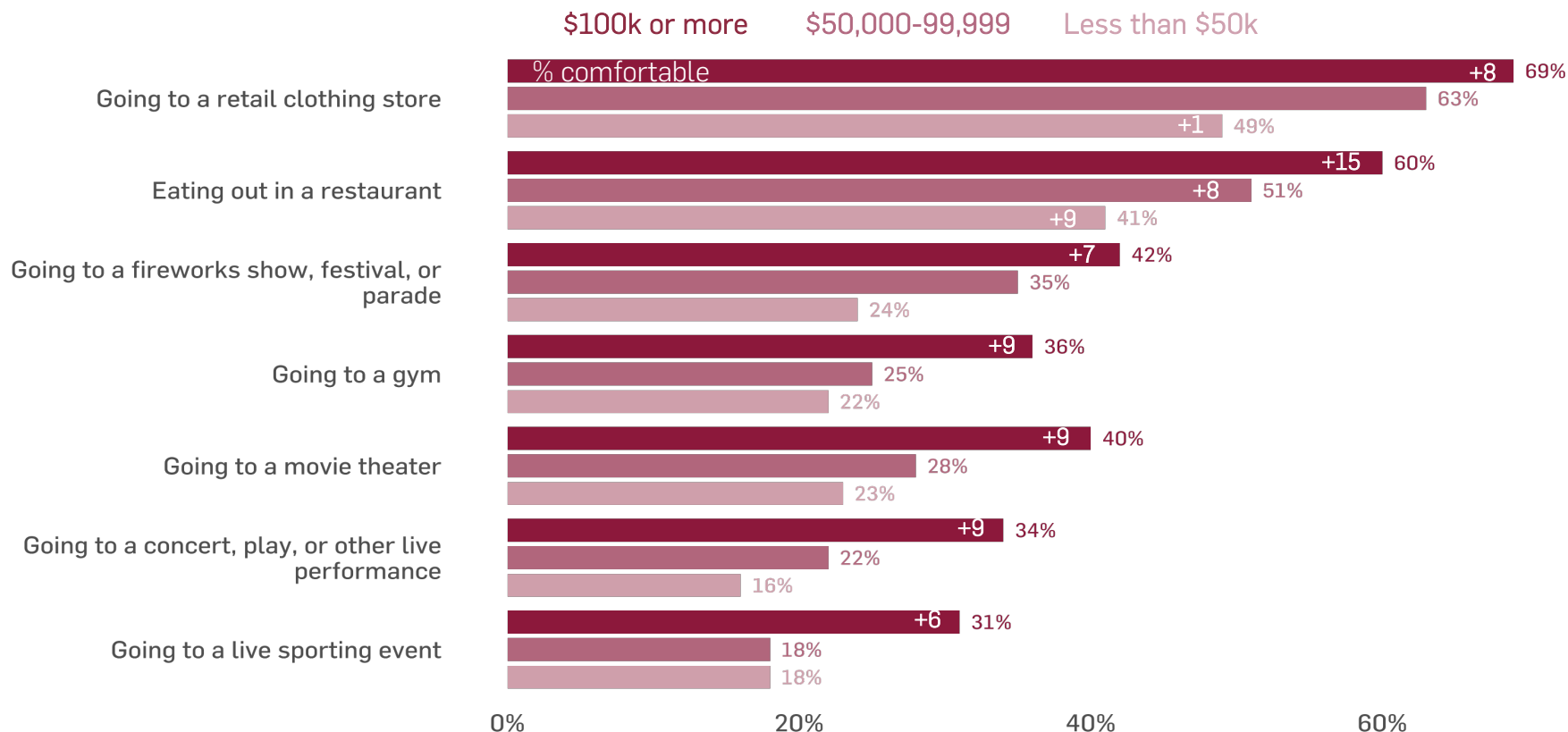
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HIGH INCOME RESIDENTS MORE COMFORTABLE

Since May, willingness or comfort participating in most activities has increased for respondents generally, but especially for higher income residents. Consistent with the last wave, higher income residents are more comfortable participating in commercial activities than lower income residents.

Q *Regardless of current restrictions in your area, would you feel comfortable or uncomfortable [ITEM] at this time?*



SURVEY METHODOLOGY

SAMPLING, MODE, & MARGIN OF ERROR

- For this survey, 800 Salt Lake County residents were sampled via Random Digit Dialing (RDD) and targeted (confirmed) County resident telephone sample. Completed surveys were conducted via live dial telephone interviews. The data include 400 interviews completed via cell phone numbers.
- The data were weighted to reflect U.S. Census estimates of Salt Lake County demographic composition from the American Community Survey. Weights were used to ensure that the data reflected the population of Salt Lake County, specifically in regards to age, gender, ethnicity, income, and education.
- Live telephone interviews were conducted July 5-9, 2020. *This survey was conducted as a follow-up to a survey fielded May 18-26, 2020.*
- The margin of error for a survey with 800 responses is approximately ± 3.46 percentage points.