

Household Surveys



Eastern Idaho COVID-19 Economic Report | July 13, 2020

About the Report

The RBDC is tracking the economic impact of the COVID-19 outbreak on eastern Idaho. The report is compiled by RBDC student research teams and will be updated weekly. We hope you find the report helpful to you. We appreciate the organizations that have contributed funds to make this report available. Please contact Will Jenson (w.jenson@rbdcenter.org) if you would like to participate in our weekly industry surveys or would like to contribute to our report in some other way.

-Thank you

New This Week

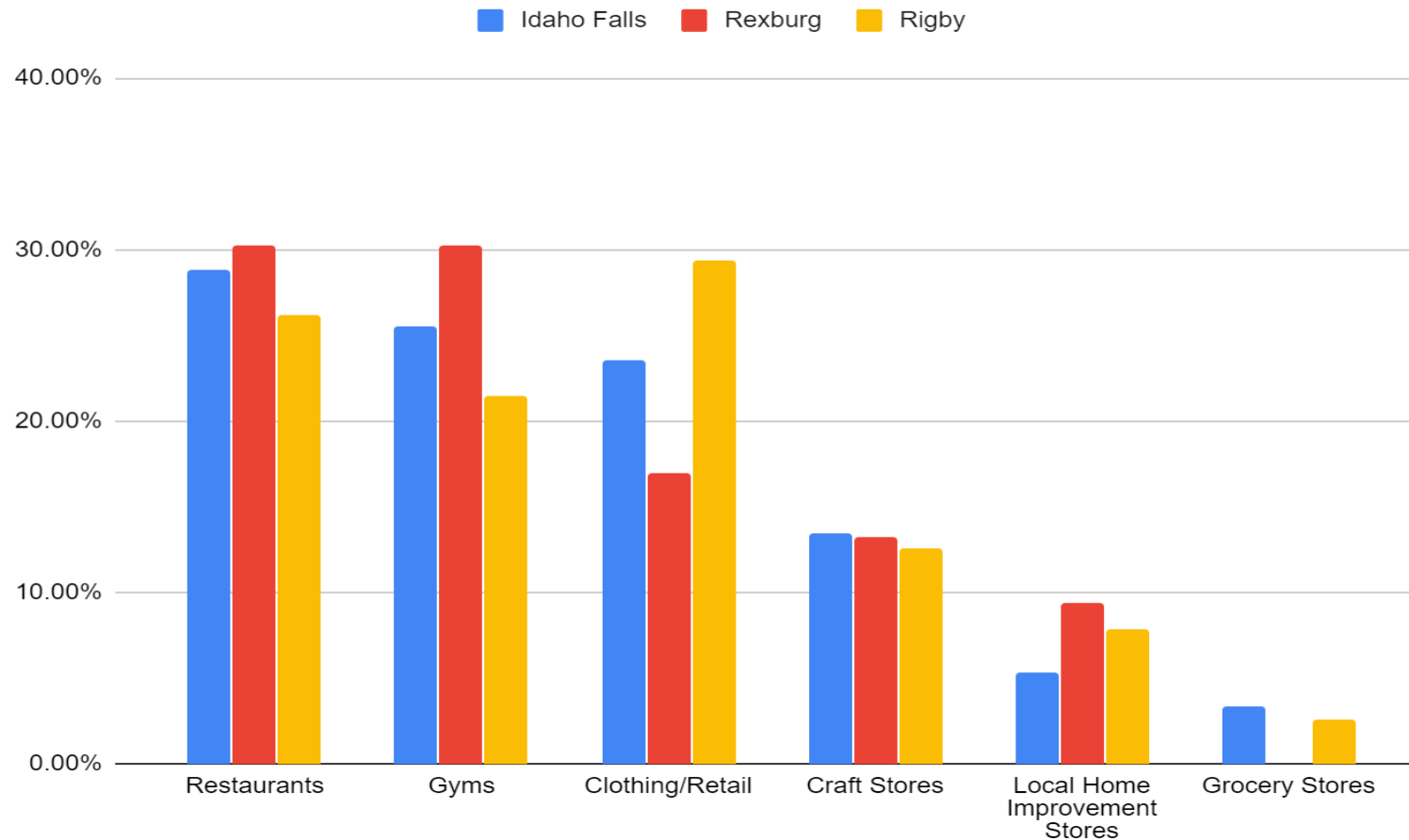
- Lots residents in Idaho Falls, Rexburg, and Rigby have avoided going to restaurants, and gyms upon reopening
- Residents of Rexburg and Rigby say their daily activities have not changed and still leave the house just as often as late June / early July even though there has been an increase of Coronavirus cases in Idaho
- Most residents of Eastern Idaho would use cash or an equivalent if an unexpected \$500 expense came up

Social Media Polls

The RBDC is conducting polls with key questions each week. The goal of these polls is to see how households and individuals are being impact by the COVID-19 outbreak. Each week the RBDC will also be conducting interviews with business owners to get qualitative and quantitative data.

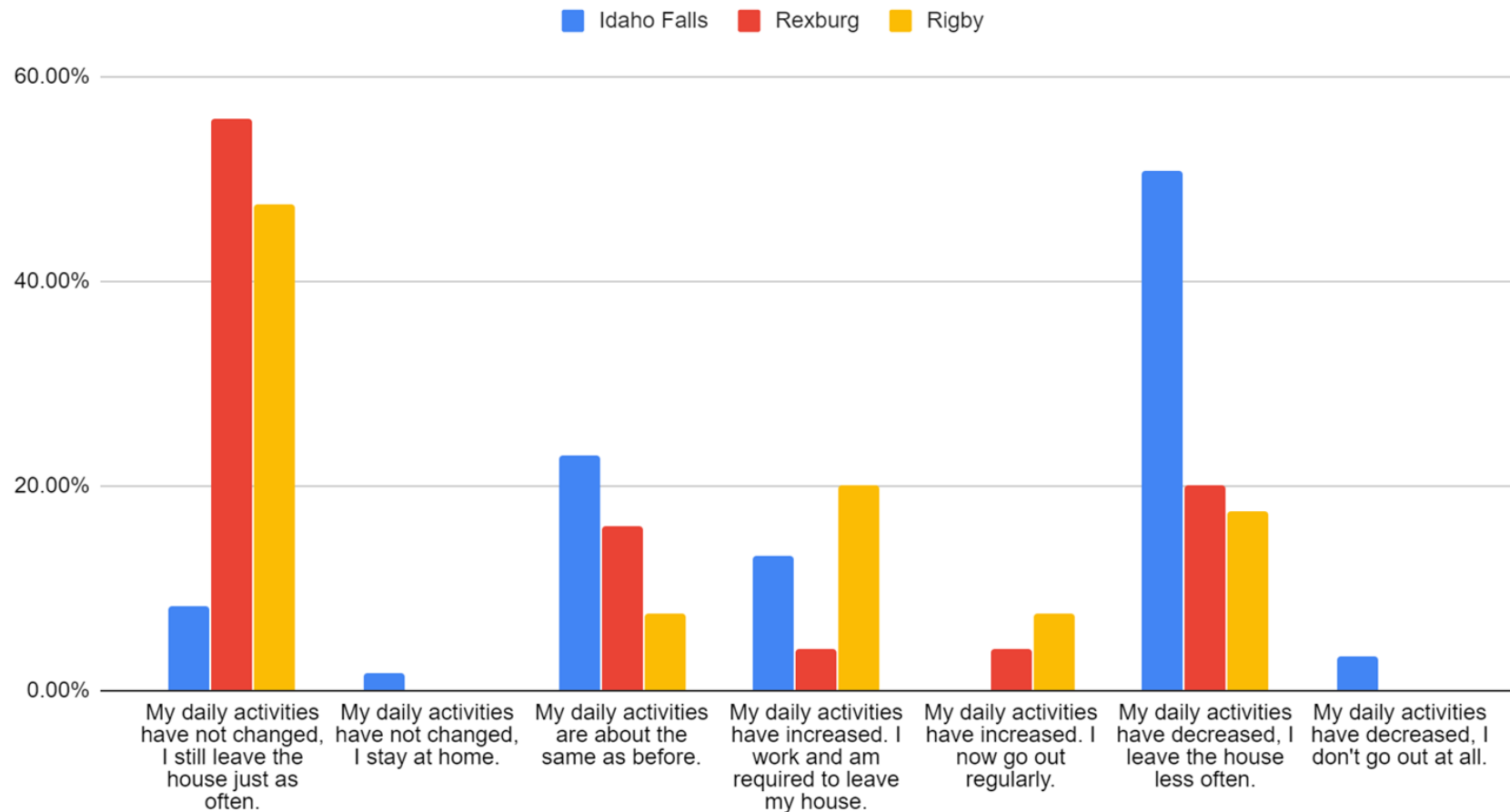
Businesses Not Entered because of Covid-19

What type of businesses have you not been going into that you went to before COVID-19?



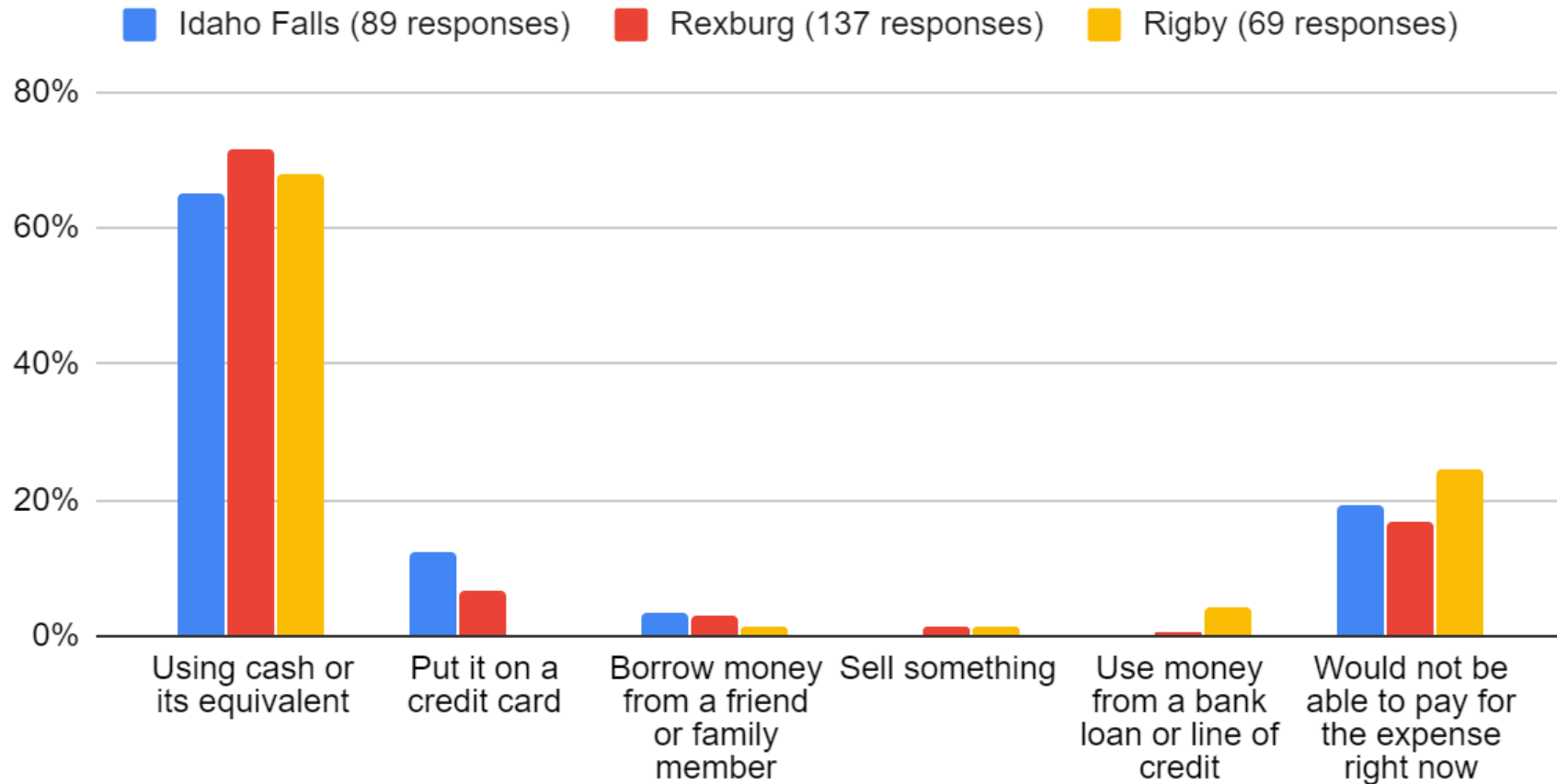
Daily Activities Changed

How have your daily activities changed since late-June early-July with the increased reported Coronavirus cases in Idaho?



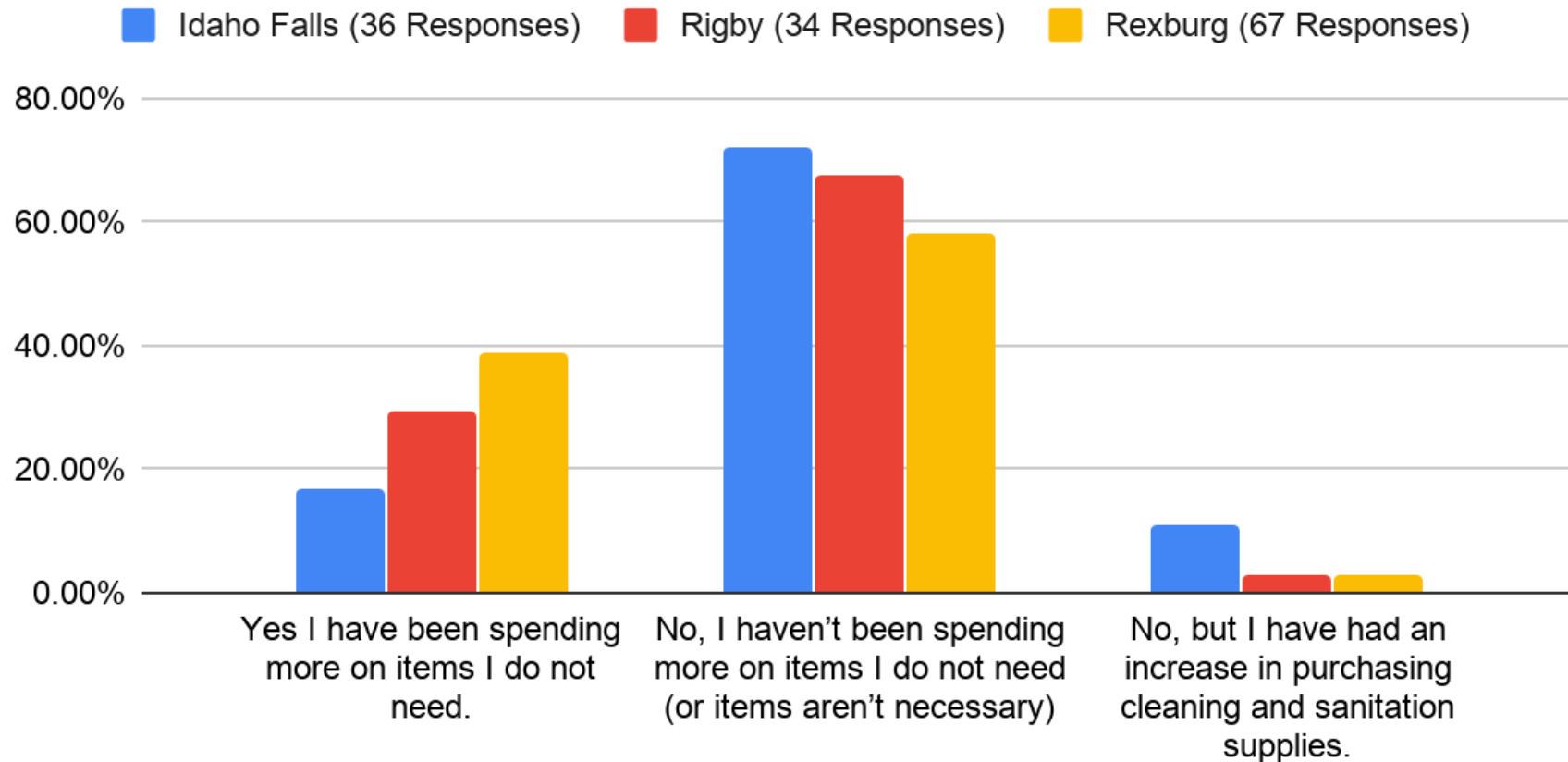
Unexpected Expense Poll

If you were to have an unexpected \$500 emergency come up right now, how would you pay for it?



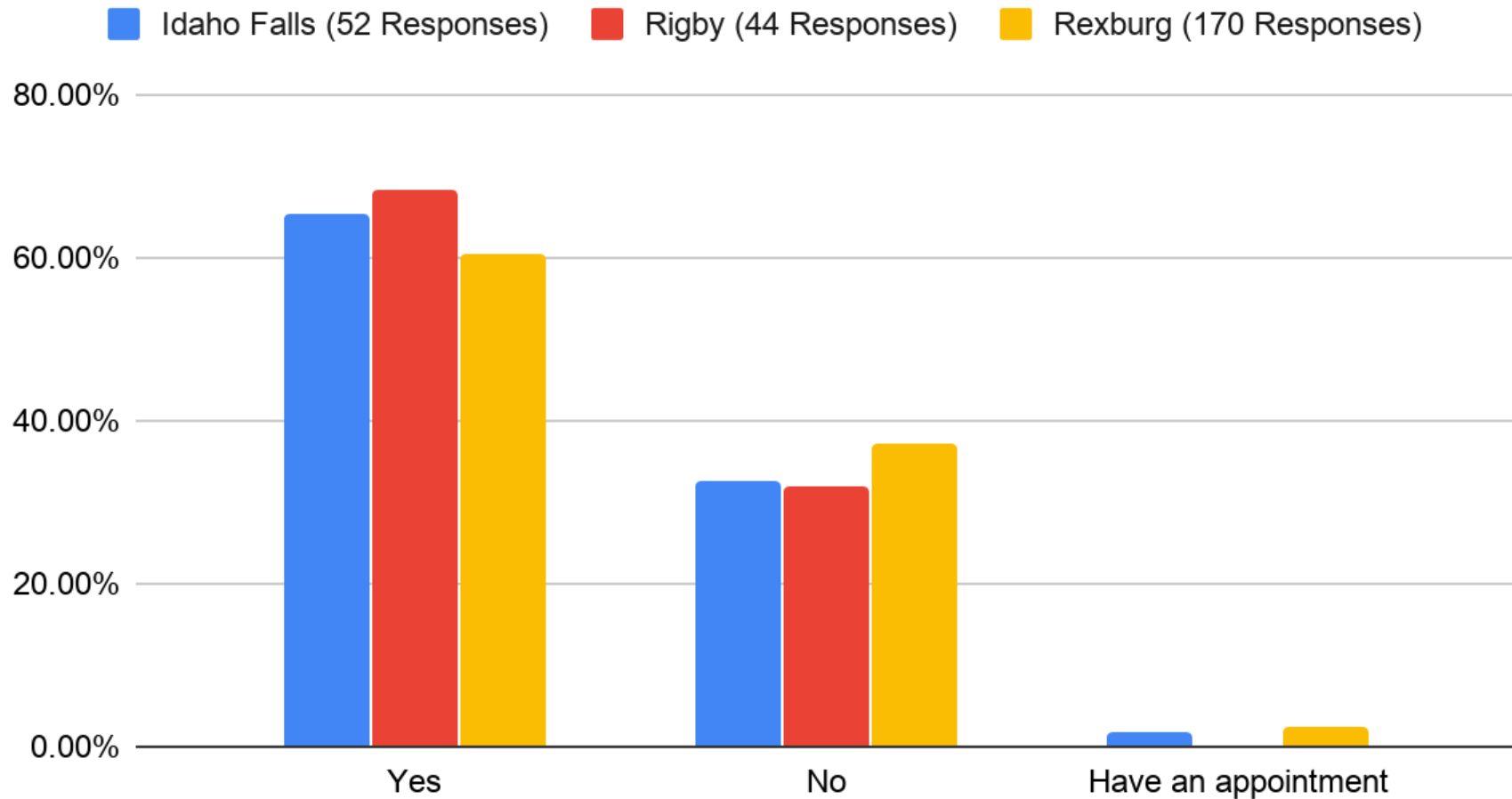
Spending Poll

Have you had an increase in purchasing non-essential items (games, puzzles, Nintendo Switch etc.) during this pandemic?



Haircuts Poll

Have you gotten a haircut since the salons have reopened?





RESEARCH & BUSINESS
DEVELOPMENT CENTER

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Connecting students with clients to work on projects (similar to this report) that deliver value to both student and client is central to this mission.

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