

May 8, 2020 - Now I'm on the Outside



## The Friday Surge

Hi there! I'm Joy Levin. You are receiving this email because you opted in to receive information from me. The Friday Surge is a bi-weekly newsletter with tips, information, and tools for marketers, especially as they pertain to research, data, insights, and general marketing trends. Thanks for reading!

\*Note: If this newsletter was forwarded to you by a friend or a colleague, you can [subscribe here](#) to get your own copy in the future.

In this issue:

*What consumers are thinking today*

*The doctor is in!*

*A helpful tool in Todoist*

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The survey says...

Research into a variety of industries by SightX identifies seven key ways in which the current pandemic situation is impacting the state of mind among consumers:

- Consumers would be most comfortable going to family/friend gatherings, once health officials announce that it is safe to stop social distancing, followed by going to restaurants and bars, with younger consumers reporting greater comfort levels than those over the age of 40.
- Price sensitivity has increased although more than half of consumers want to hear about new product offerings and new delivery options.
- More than four in ten consumers reported having a strong interest to start further education as a result of the pandemic.

[Click here for more findings!](#)

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In the news

The number of telemedicine visits are exploding, yet at the same time satisfaction with healthcare is increasing as well. There are a number of reasons that could be responsible for this satisfaction, including not having to take several hours off from work to visit a medical professional or the elimination of wait time in

a provider's office, as examples. Another possibility might be the halo effect currently surrounding the medical industry, and the valiant efforts of healthcare workers. What do you think? I would love to hear your thoughts about this, especially if you have had a telemedicine visit in the past few months. Please let me know at [joy.levin@alliumresearch.com](mailto:joy.levin@alliumresearch.com).

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#### Helpful tools

I have recently been using the free version of [Todoist](#), and love the ability to keep all of my todo's in one place, and let them roll over day to day, so I am not flipping back to earlier pages in the paper spiral notebook that I keep. If you know of other great free productivity tools, please share with me at [joy.levin@alliumresearch.com](mailto:joy.levin@alliumresearch.com)!

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#### Music for today

The beautiful spring weather has everyone wanting [to be on the outside](#) - just make sure to continue practicing social distancing to do so!

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