



Conducted by:



To: Retail Association of Nevada
From: Megan Bedera, Amplify Relations
Date: March 24, 2020
Subject: COVID-19 Survey Results – March 23, 2020

Amplify Relations conducted a survey on March 23, 2020 of 385 Nevadans of their opinions of the coronavirus outbreak and the impact to shopping behaviors. Survey has a margin of error of 5% and was limited to Nevadans who reported being employed full time or part time as of March 1, 2020.

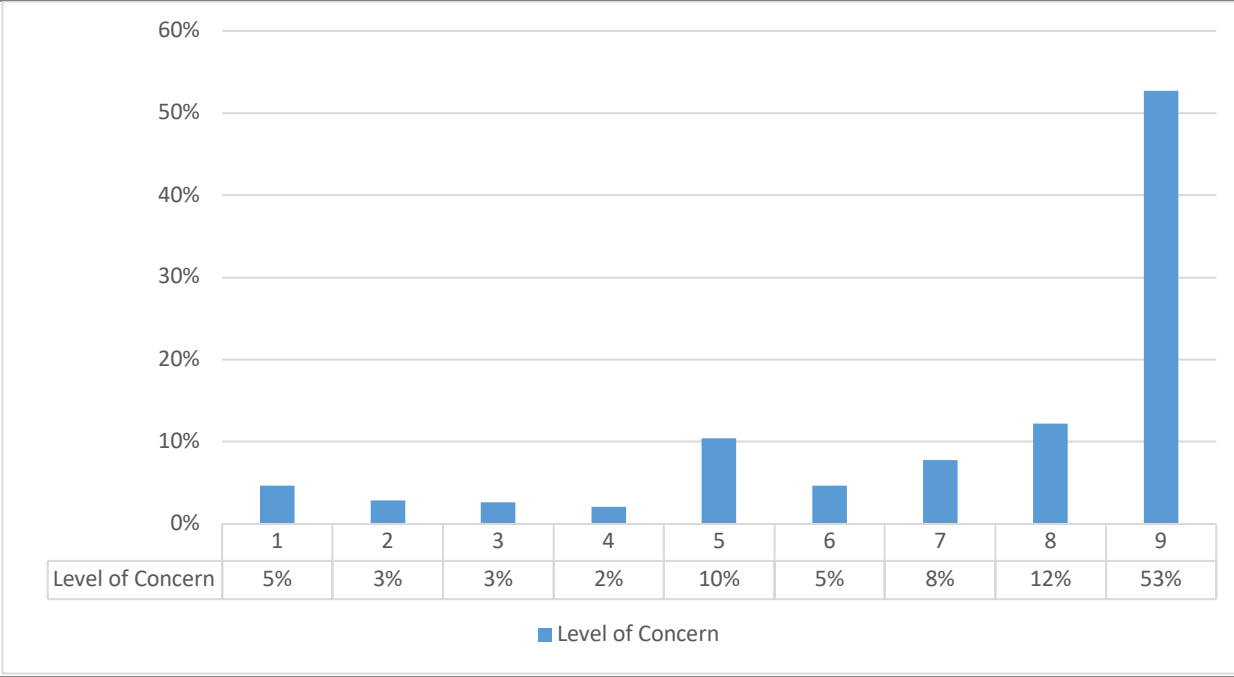
Findings:

- Majority of Nevadans are very concerned about COVID-19
- They approve of Sisolak, mixed on Trump handling of COVID-19
- They support retailers, but are concerned about product availability
- So far, grocery bills aren't going up, but products are hard to find
- Nevadans overwhelmingly approve of closing public spaces, colleges, schools
- They expect this outbreak to cost them more, while they earn less
- Part time employees are beginning to see cuts to hours and are split on expectations over the next 4 weeks

Nevadans overwhelmingly (91%) agree that if everyone only purchases what they need, there will be enough for everyone.

1. What was your employment status as of March 1st, 2020?	
Employed Full Time	74%
Employed Part Time	26%
2. What is your employment status today?	
Working part time at your workplace	14%
Working part time from home	14%
Working full time at my workplace	15%
Working full time from home	21%
Unemployed and seeking work	17%
Unemployed and not seeking work	17%
Retired	2%
3. If part time, has coronavirus impacted your work schedule?	
There have been no changes to my work schedule	31%
I am working more hours	13%
I am working fewer hours	49%
Unsure	7%
4. If part time, do you anticipate changes to your work schedule over the next 4 weeks?	
If you don't expect any changes to your work schedule	41%
If you expect to work more hours	14%
If you expect to work fewer hours	35%
Unsure	10%

5. On a scale from 1-9, how concerned are you about coronavirus, also known as COVID-19, with 1 being unconcerned and 9 being very concerned.



6. What is your opinion of how President Trump has handled the coronavirus outbreak?

Very well	36%
Well	14%
Neutral	9%
Poorly	13%
Very poorly	28%
Total Approval	9%

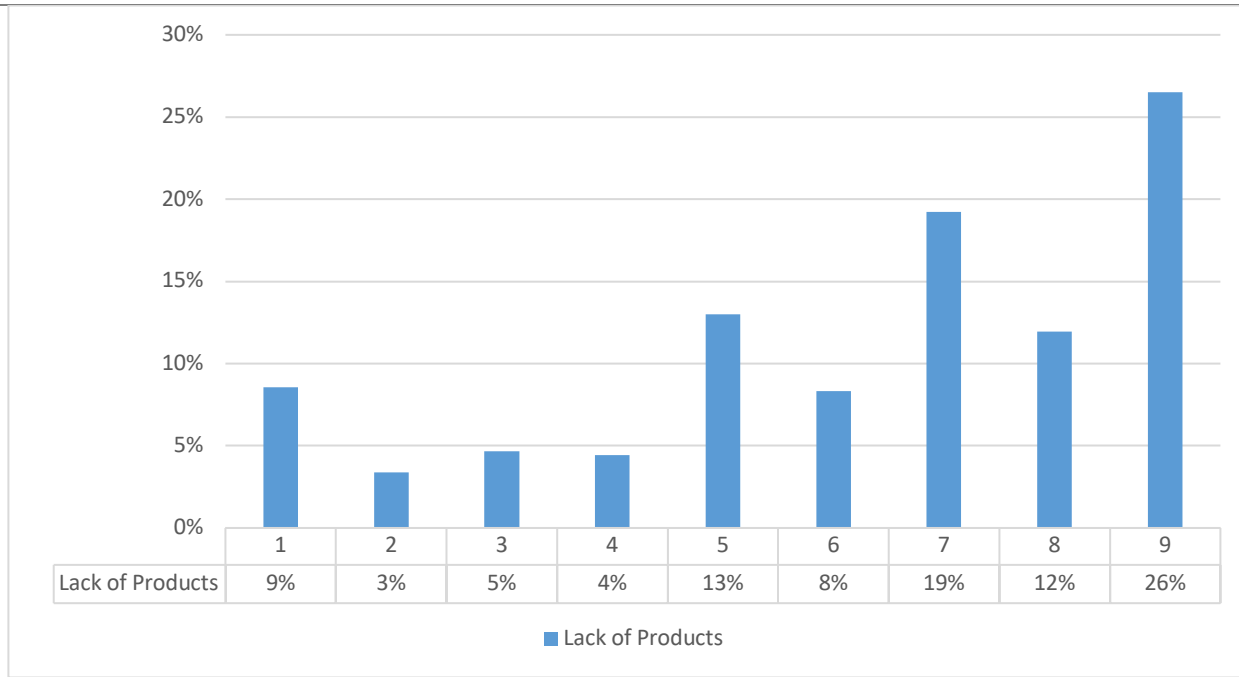
7. What is your opinion of how Governor Sisolak has handled the coronavirus outbreak in Nevada?

Very well	39%
Well	25%
Neutral	18%
Poorly	10%
Very poorly	8%
Total Approval	45%

8. What is your opinion of how local retailers have handled the coronavirus outbreak?

Very well	33%
Well	36%
Neutral	22%
Poorly	7%
Very poorly	2%
Total Approval	59%

9. On a scale of 1 to 9, how difficult has it been to find the products you need at local stores, with 1 being not difficult and 9 being very difficult?



10. Do you support or oppose closing of public spaces and events to prevent the spread of coronavirus?

Strongly support	61%
Support	21%
Neutral	10%
Oppose	5%
Strongly oppose	3%
Total Approval	74%

11. Do you support the Nevada System of Higher Education’s decision to close college campuses and convert to online learning for the remainder of the spring semester?	
Strongly support	58%
Support	24%
Neutral	11%
Oppose	4%
Strongly oppose	3%
Total Approval	76%

12. Do you support Governor Sisolak’s decision to close all Nevada kindergarden-12th grade schools?	
Strongly support	61%
Support	22%
Neutral	9%
Oppose	5%
Strongly oppose	2%
Total Approval	75%

13. Do you believe you will <u>spend</u> more or less money as a result of the coronavirus outbreak?	
Significantly more money	21%
Somewhat more money	27%
Somewhat less money	20%
Significantly less money	17%
About the same	9%
Unsure	7%

14. Do you believe that you will <u>earn</u> more or less money as a result of the coronavirus outbreak?	
Significantly more money	3%
Somewhat more money	5%
Somewhat less money	19%
Significantly less money	44%
About the same	21%
Unsure	7%

15. What best describes your opinion when it comes to shopping during the coronavirus outbreak?	
You are likely to buy more than you need	11%
You are likely to buy less than you need	12%
You cannot find enough of what you need	36%
You are buying about as much as you usually buy	35%
Unsure	6%

16. Has your average cost for a week's groceries increased since the coronavirus outbreak?	
About the same	38%
Increased by less than \$50	27%
Increased by \$50 to \$100	22%
Increased by \$100 to \$250	5%
Increased by \$250 to \$500	2%
Increased by more than \$500	1%
It has decreased	5%

17. Do you agree with this statement? If everyone purchases only what they need, there will be enough for everyone.	
Strongly agree	75%
Agree	19%
Neutral	4%
Disagree	2%
Strongly disagree	1%
Total Approval	91%

18. Do you have a school-age child living at home?	
Yes, younger than elementary school	6%
Yes, elementary school	10%
Yes, middle school or high school	10%
Yes, college	11%
No child at home	63%

19. If child younger than college, has the coronavirus impacted your childcare options?	
It is easier to find childcare	8%
It is harder to find childcare	21%
It is about the same to find childcare	21%
Doesn't apply	50%
20. Age	
18-34	5%
35-44	8%
45-54	17%
55-64	29%
65+	40%
21. Gender	
Male	42%
Female	55%
Other	2%
22. Education	
Some High School	5%
High school	16%
Some college	34%
Bachelor's degree	27%
Graduate degree	19%
23. Political Affiliation	
Democrat	35%
Non-Partisan	18%
Republican	38%
Other	9%

24. Household income before taxes over the past 12 months	
Less than \$25,000	16%
\$25,000 to \$34,999	12%
\$35,000 to \$49,999	14%
\$50,000 to \$74,999	22%
\$75,000 to \$99,999	15%
\$100,000 to \$149,999	12%
\$150,000 or more	10%