



Conducted by:



To: Retail Association of Nevada
From: Megan Bedera, Amplify Relations
Date: April 7, 2020
Subject: COVID-19 Survey Results – April 6, 2020

Amplify Relations conducted a survey on March 23, 2020 of 385 Nevadans and again on April 6, 2020 of 332 Nevadans of their opinions of the coronavirus outbreak and the impact to shopping behaviors. Both surveys have a margin of error of 5% and were limited to Nevadans who reported being employed full time or part time as of March 1, 2020.

Findings:

- Numbers primarily held steady over the 2-week period
- Nevadans continue to be very concerned about COVID-19
- Sisolak's handling of COVID-19 continues to meet with general approval; however, there is a noticeable decline in this survey, something to continue monitoring.
- Nevadans continue to feel retailers have done well, but are concerned about product availability
- Nevadans strongly approve of Governor Sisolak's shelter in place order and have mixed feelings about the closure of non-essential businesses

1. What was your employment status as of March 1st, 2020?		
	3/23	4/6
Employed Full Time	74%	78%
Employed Part Time	26%	22%

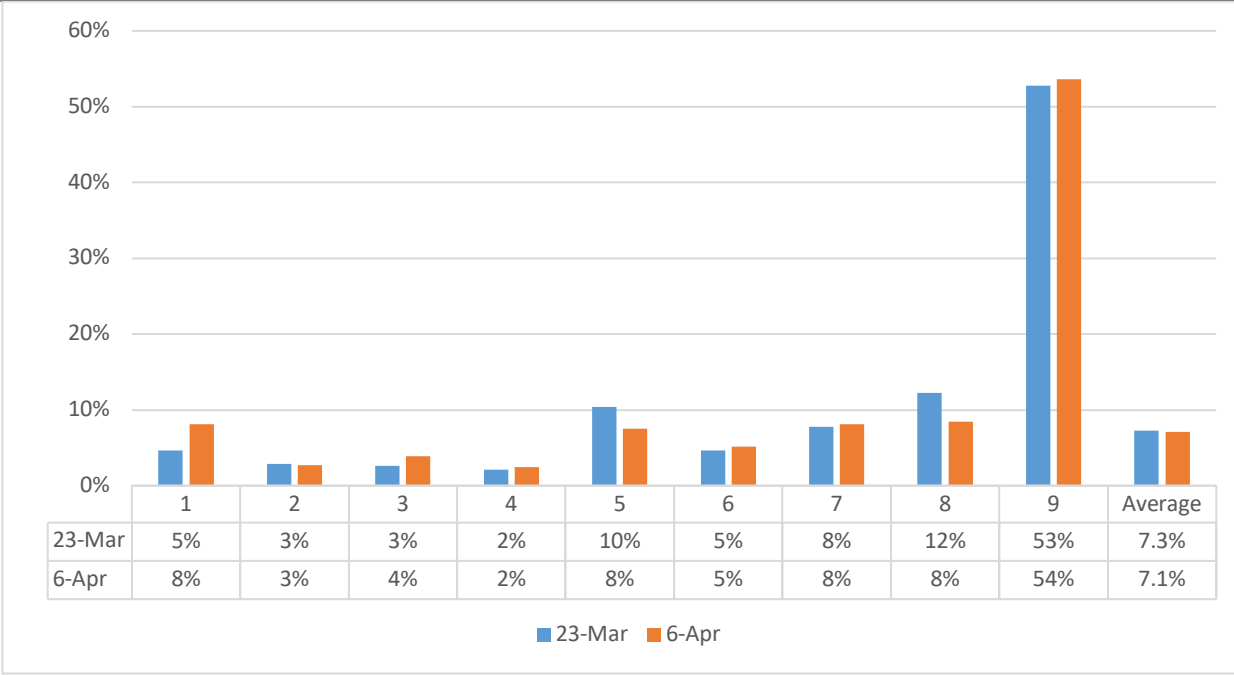
2. What is your employment status today?		
	3/23	4/6
Working part time at your workplace	14%	14%
Working part time from home	14%	12%
Working full time at my workplace	15%	16%
Working full time from home	21%	26%
Unemployed and seeking work	17%	17%
Unemployed and not seeking work	17%	14%
Retired	2%	2%

3. If part time, has coronavirus impacted your work schedule?		
	3/23	4/6
There have been no changes to my work schedule	31%	35%
I am working more hours	13%	10%
I am working fewer hours	49%	46%
Unsure	7%	10%

4. If part time, do you anticipate changes to your work schedule over the next 4 weeks?		
	3/23	4/6
If you don't expect any changes to your work schedule	41%	44%
If you expect to work more hours	14%	13%
If you expect to work fewer hours	35%	30%
Unsure	10%	13%

5. Has someone in your household had their employment status change due to coronavirus?		
	3/23	4/6
No	-	54%
Laid Off	-	23%
Furlough	-	14%
Hours Reduced	-	9%
Hours Increased	-	1%

6. 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.



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

	3/23	4/6
Very well	36%	39%
Well	14%	11%
Neutral	9%	6%
Poorly	13%	10%
Very poorly	28%	34%
Total Approval	9%	6%

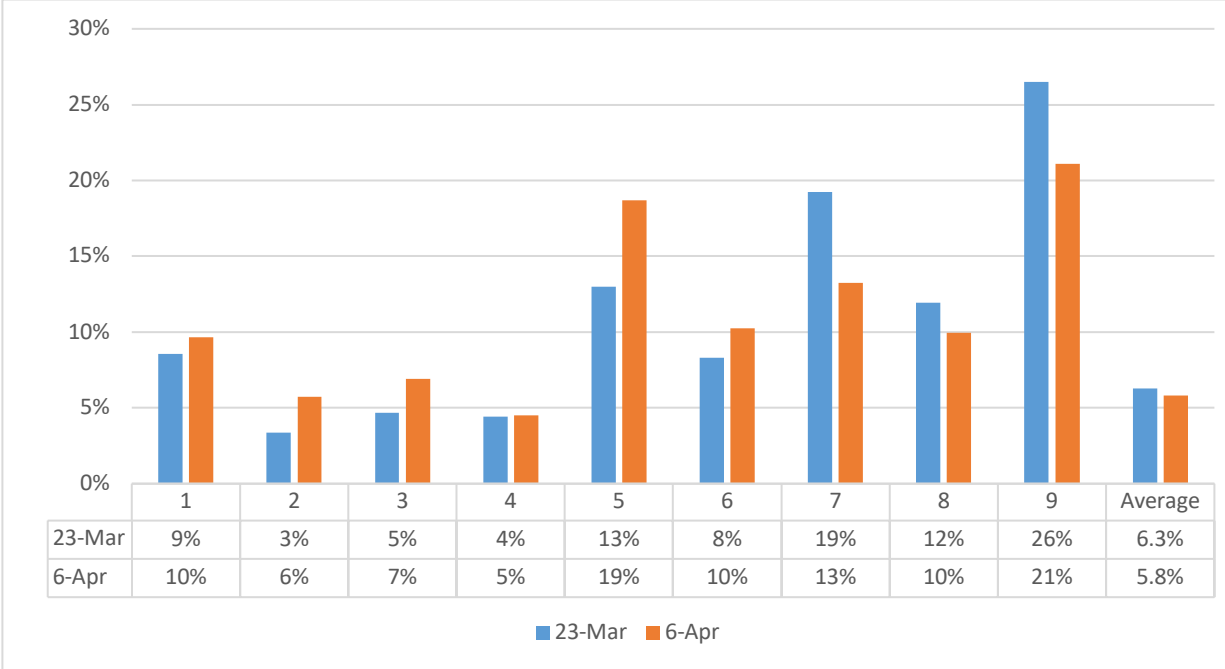
8. What is your opinion of how Governor Sisolak has handled the coronavirus outbreak in Nevada?

	3/23	4/6
Very well	39%	33%
Well	25%	30%
Neutral	18%	13%
Poorly	10%	13%
Very poorly	8%	11%
Total Approval	45%	39%

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

	3/23	4/6
Very well	33%	36%
Well	36%	33%
Neutral	22%	21%
Poorly	7%	7%
Very poorly	2%	2%
Total Approval	59%	61%

10. 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?



11. What is your opinion of Governor Sisolak’s order requiring sheltering at home order for all of Nevada?

	3/23	4/6
Strongly support	-	50%
Support	-	24%
Neutral	-	10%
Oppose	-	8%
Strongly oppose	-	9%
Total Approval	-	58%

12. How long do you expect the shelter in place order to be in effect?		
	3/23	4/6
Less than a month	-	12%
April 30th	-	32%
May 31st	-	32%
June 30th	-	8%
Into the Summer	-	5%
Into the Fall	-	2%
Unsure	-	10%

13. Do you support Governor Sisolak’s order to close non-essential businesses?		
	3/23	4/6
Oppose closing non-essential business	-	21%
Support a full closure, not allowing delivery or curbside pickup	-	13%
Support allowing delivery but not curbside pickup	-	6%
Support allowing delivery and curbside pickup	-	50%
Unsure	-	10%

14. Do you believe you will <u>spend</u> more or less money as a result of the coronavirus outbreak?		
	3/23	4/6
Significantly more money	21%	15%
Somewhat more money	27%	20%
Somewhat less money	20%	25%
Significantly less money	17%	20%
About the same	9%	14%
Unsure	7%	6%

15. Do you believe that you will <u>earn</u> more or less money as a result of the coronavirus outbreak?		
	3/23	4/6
Significantly more money	3%	3%
Somewhat more money	5%	4%
Somewhat less money	19%	20%
Significantly less money	44%	38%
About the same	21%	32%
Unsure	7%	3%

16. Over the last week, has it become easier or harder to get the products you need from stores?

	3/23	4/6
Significantly easier	-	3%
Somewhat easier	-	34%
Somewhat harder	-	29%
Significantly harder	-	21%
About the same	-	14%

17. Has your average cost for a week's groceries increased since the coronavirus outbreak?

	3/23	4/6
About the same	38%	39%
Increased by less than \$50	27%	23%
Increased by \$50 to \$100	22%	27%
Increased by \$100 to \$250	5%	6%
Increased by \$250 to \$500	2%	1%
Increased by more than \$500	1%	1%
It has decreased	5%	3%

18. The coronavirus outbreak has caused state and local budgets to fall behind revenue estimates, and it is likely the legislature will have to meet to address the budget shortfalls. How do you believe they should handle the budget deficits?

	3/23	4/6
Raise taxes		7%
Reduce spending to all departments by equal percentage		21%
Reduce spending in non-essential departments and make no change to essential department budgets		24%
Reduce spending in non-essential departments and increase funds for essential departments		11%
Shut down non-essential departments and move all available funds to essential departments		8%
Combination of reductions and tax increases		14%
Unsure		16%

19. Do you have a school-age child living at home?		
	3/23	4/6
Yes, younger than elementary school	6%	5%
Yes, elementary school	10%	7%
Yes, middle school or high school	10%	10%
Yes, college	11%	10%
No child at home	63%	67%

20. (Asked if child college or younger) If your child is participating in online schooling as a result of coronavirus, what is your opinion?		
	3/23	4/6
This does not apply	-	23%
Strongly Support	-	31%
Support	-	31%
Neutral	-	7%
Oppose	-	2%
Strongly Oppose	-	5%

20. Age		
	3/23	4/6
18-34	5%	6%
35-44	8%	11%
45-54	17%	19%
55-64	29%	26%
65+	40%	39%

21. Gender		
	3/23	4/6
Male	42%	47%
Female	55%	49%
Other	2%	4%

22. Education		
	3/23	4/6
Some High School	5%	6%
High school	16%	10%
Some college	34%	34%
Bachelor’s degree	27%	29%
Graduate degree	19%	22%
23. Political Affiliation		
	3/23	4/6
Democrat	35%	35%
Non-Partisan	18%	17%
Republican	38%	36%
Other	9%	13%
24. Household income before taxes over the past 12 months		
	3/23	4/6
Less than \$25,000	16%	14%
\$25,000 to \$34,999	12%	10%
\$35,000 to \$49,999	14%	14%
\$50,000 to \$74,999	22%	17%
\$75,000 to \$99,999	15%	17%
\$100,000 to \$149,999	12%	16%
\$150,000 or more	10%	11%