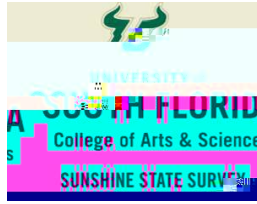


USF-Nielsen Sunshine State COVID19 Survey  
Social and Economic Impacts

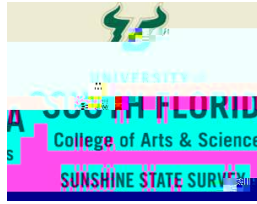
Summary:



## Economic Impacts & Consumer Behavior Amid the COVID-19 Crisis

*Since the start of the COVID-19 public health situation, have you or any members of your household experienced the following?*

	Frequency	Percent
Had hours cut at work	160	26.6
Had wages/pay cut at work	81	13.4
Been temporarily furloughed	107	17.9
Been laid off	70	11.7



*Please indicate your level of agreement with each of the following statements:*

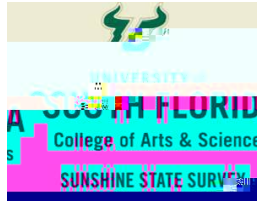
<i>(Reported as percent responding)</i>	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
My household had enough emergency materials before the coronavirus situation began	16.9	34.9	18.5	20.2	9.5
I was prepared financially for this current situation	18.7	28.2	19.3	16.6	17.2
I have not had many challenges shopping for food, toiletries, or other household supplies	12.4	33.4	11.2	27.6	15.4

*Source: Sunshine State Covid-19 Survey, USF-Nielsen (April 2020)*

***Currently, when you purchase groceries and supplies, which of the following statements best represents your consumer behavior?***

<i>I am purchasing groceries and supplies to last for...</i>	Frequency	Percent
Less than a week	59	9.8
A week	170	28.3
A week to two weeks	262	43.6
More than two weeks	110	18.3

*Source: Sunshine State Covid-19 Survey, USF-Nielsen (April 2020)*

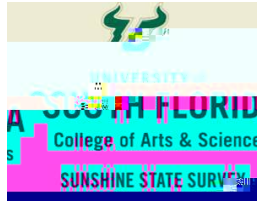


***What, if any, essential items have you had difficulty finding?***

*(Coded from open-ended responses)*

	Frequency	Percent
Toilet Paper	290	48.3
Cleaners	156	26.0
Hand Sanitizer	107	17.8
PaperTowels	97	16.2
Meat	46	7.7
Masks	41	6.8
Milk, Dairy, Eggs	31	5.2

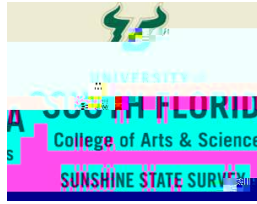
*Source: Sunshine State Covid-19 Survey, USF-Nielsen (April 2020)*



## Social Impacts of the COVID-19 Crisis

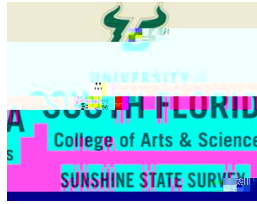
*In what ways have you changed your daily routine?*

	Frequency	Percent
Cancelling or changing travel plans	327	54.5
Eating takeout from a restaurant more often	158	26.3
Watching, reading, or listening to the news more	341	56.8
Avoiding physical contact with others	447	74.5
Washing hands more		

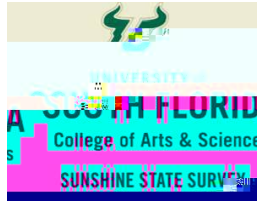


*Social distancing due to the novel coronavirus, or COVID-19, is limiting many activities away from home. What do you miss the most? (Please select up to five).*

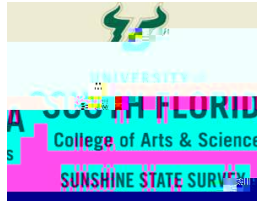
	Frequency	Percent
Live Events (i.e. sports, concerts, theater, etc)	156	26.0
Barbershops, Hair and Nail Salons	177	29.6
Fitness Center or Gym	107	17.8
Going to the Office/Place of Work	106	17.6
Movie Theaters	186	



*Due to the novel*



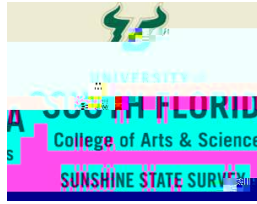




***Crosstab: Race and “Since the start of the novel coronavirus, or COVID-19 public health situation, have you or any members of your household experienced the following? HAD HOURS CUT AT WORK.” (Reported as Percentages)***

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## Crosstabs for Ethnicity Differences

***Crosstab: Hispanic Origin and “Since the start of the novel coronavirus, or COVID-19 public health situation, have you or any members of your household experienced the following? BEEN LAID OFF.” (Reported as Percentages)***

	Hispanic	Non-Hispanic
Yes	18.4	9.4
No	81.6	90.6

Source: Sunshine State Covid-19 Survey, USF-Nielsen (April 2020)

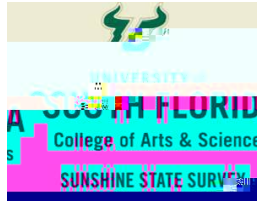
$\chi^2 = 0.234$ ,  $r = -0.123$ ,  $p = 0.27$

***Crosstab: Hispanic Origin and “How concerned are you about your ability to meet your financial obligations over the next 3 months as a result of the novel coronavirus situation?” (Reported as Percentages)***

	Hispanic	Non-Hispanic
Very Concerned	39.7	25.0
Somewhat Concerned	33.1	31.5
Not Very Concerned		

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## Crosstabs for IncomeBased Differences

***Crosstab: Income and “I was prepared financially for this current situation”. (Reported as Percentages)***

	Less than \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000 and up
Strongly Disagree	23.4	27.9	16.9	7.5	5.7	8.3	8.3
Disagree	32.5	15.6	13.1	22.6	13.2	5.6	8.3
Neither	23.4	21.1	17.7	19.4	22.6	8.3	0.0
Agree	16.9	24.5	38.5	24.7	28.3	30.6	38.9
Strongly Agree	3.9	10.9	13.8	25.8	30.2	47.2	44.4

Source: Sunshine State Covid-19 Survey, USF-Nielsen (April 2020)

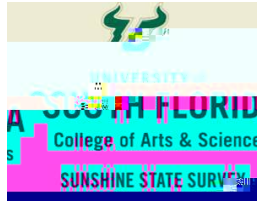
$\chi^2 = 346.876$ ,  $p = 0.000$ ,  $p < 0.05$

***Crosstab: Income and “Since the start of the novel coronavirus, or COVID-19 public health situation, have you or any members of your household experienced the following? BEEN LAID OFF.” (Reported as Percentages)***

	Less than \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000 and up
Yes	14.5	16.1	7.7	7.5	14.8	2.7	11.1
No	85.5	83.9	92.3	92.5	85.2	97.3	88.9

Source: Sunshine State Covid-19 Survey, USF-Nielsen (April 2020)

$\chi^2 = 350.393$ ,  $p = 0.000$ ,  $p < 0.05$



***Crosstab: Income and “Since the start of the novel coronavirus, or COVID-19 public health situation, have you or any members of your household experienced the following? FILED FOR UNEMPLOYMENT BENEFITS.” (Reported as Percentages)***

	Less than \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,999	\$100,000-124,999	\$125,000-149,999	\$150,000 and up
Yes	16.0	14.2	16.9	11.7	11.3	2.8	38.9

