



USF-Nielsen Sunshine State COVID-19 Survey Social and Economic Impacts

Summary: The University of South Florida and Nielsen partnered on a statewide survey of 600 Floridians to assess the **social and economic impacts** of the novel coronavirus, or COVID-19, public health situation. The survey was fielded from April 15-24, 2019, and the results are reported with a confidence level of 95% and a margin of error +/-4.

Top line results include:

- **Florida households have been hard hit by the economic slowdown.** Two-thirds of individuals surveyed indicate at least some level of income loss or work disruption. More than a quarter of households (26.6%) have had their hours cut at work since the start of the pandemic, while 17.9% have experienced a temporarily furlough, 13.4% have had their pay/wages cut, and 11.7% have had a member of the household laid-off.
- **Economic anxiety is high among Floridians.** More than 60% of Floridians reported that they are concerned about their ability to meet their financial obligations over the next three months as a result of the COVID-19 situation.
- **Many were caught off guard by the pandemic.** A third of survey respondents (33.8%) indicated that they were not financially prepared for this situation.
- **Minority communities facing disproportionate impacts.** African Americans are significantly more likely than whites to have had their hours cut (40.4% vs. 23.2%), had their pay cut (21.2% vs. 11.4%), been laid off (18.2% vs. 10.1%), and filed for unemployment (26.3% vs. 13.1%). Hispanics were twice as likely to report being laid off than non-Hispanics (18.4% vs. 9.4%). Both African Americans and Hispanics were significantly more likely to express concerns about their ability to meet their financial obligations over the next 3 months.
- **Low-income Floridians facing brunt of economic downturn.** Those in the lowest income brackets are significantly more likely to have been laid off, while also being significantly less likely to report being financially prepared for the situation.
- **Floridians have experienced significant work-life transitions.** Approximately one-third of Florida household have seen at least one member begin working from home either full-time (22.6%) or part-time (9.6%). Higher-income respondents were significantly more likely to report that they have begun working from home.
- **Floridians are staying connected in new ways.** A majority of respondents (50.5%) reported that they are videoconferencing more frequently than before the pandemic, while 46.8% are talking on the phone more frequently and 42.2% are using social media more often.



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
Applied for a new job	39	6.5
Been assigned to different job duties	57	9.5
Filed for unemployment benefits	92	15.3
Begun working at home full-time	136	22.6
Begun working at home part-time	58	9.6
None of the above	205	34.1

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

How concerned are you about your ability to meet your financial obligations over the next 3 months as a result of the novel coronavirus?

	Frequency	Percent
Very Concerned	172	28.7
Somewhat Concerned	191	31.9
Not Very Concerned	120	20.1
Not at All Concerned	105	17.5
Not Applicable	11	1.8

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



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?

<i>(Coded from open-ended responses)</i>	Frequency	Percent
Toilet Paper	290	48.3
Cleaners	156	26.0
Hand Sanitizer	107	17.8
Paper Towels	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 frequently	438	72.9
Working from home	177	29.5
Taking care of children at home	92	15.3
Not attending public gatherings	435	72.5
Shopping online more	265	44.2
Avoiding houses of worship	201	33.6
Declining visits from friends and family	329	54.8
Spending more time at home	478	79.7

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



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	31.0
Shopping Malls and Retail Stores	242	40.3
Parks and Playgrounds	153	25.6
Dine-In Restaurants and Bars	379	63.2
School (for you or your children)	86	14.3
Visiting Friends and Family	316	52.7
Travel	246	41.0
Other Recreational Activities	88	14.7

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



Due to the novel coronavirus, or COVID-19 public health situation, some individuals are maintaining connections with others in different ways than previously. Other individuals are making few changes in how they connect with others. Please indicate whether you are doing the following behaviors more, about the same, or less than you did before the coronavirus situation.

	More	About the Same	Less	Not Applicable
Meeting with people face-to-face	1.3	8.8	85.6	4.4
Talking on the phone	46.8	47.4	3.1	2.8
Videoconferencing (i.e. Skype, Zoom, Face Time, etc.)	50.5	20.7	2.6	26.2
Interacting on social networking sites (i.e. Facebook, Instagram, Twitter)	42.2	40.0	3.4	14.4

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



Crosstabs for Racial Differences

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

	Black or African American	White or Caucasian	Other
Strongly Disagree	30.6	15.1	8.1
Disagree	20.4	14.8	29.7
Neither	12.2	21.1	13.5
Agree	23.5	28.8	32.4
Strongly Agree	13.3	20.2	16.2

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

$X^2 = 26.088, p \leq 0.001; \Phi = 0.209, p \leq 0.001$

Crosstab: Race 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)

	Black or African American	White or Caucasian	Other
Very Concerned	39.4	24.9	50.0
Somewhat Concerned	34.3	31.4	30.6
Not Very Concerned	14.1	22.2	11.1
Not at All Concerned	11.1	19.6	8.3
Not Applicable	1.0	1.9	0.0

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

$X^2 = 22.489, p \leq 0.01; \Phi = 0.194, p \leq 0.01$



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)

	Black or African American	White or Caucasian	Other
Yes	40.4	23.2	33.3
No	59.6	76.8	66.7

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

$X^2 = 13.187, p \leq 0.01; \Phi = 0.148, p \leq 0.01$

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 WAGES/PAY CUT AT WORK.” (Reported as Percentages)

	Black or African American	White or Caucasian	Other
Yes	21.2	11.4	19.4
No	78.8	88.6	80.6

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

$X^2 = 7.947, p \leq 0.05; \Phi = 0.115, p \leq 0.01$



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? BEEN LAID OFF.” (Reported as Percentages)

	Black or African American	White or Caucasian	Other
Yes	18.2	10.1	13.9
No	81.8	89.9	86.1

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

$X^2 = 5.388, p \leq 0.10; \Phi = 0.095, p \leq 0.10$

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? FILED FOR UNEMPLOYMENT BENEFITS.” (Reported as Percentages)

	Black or African American	White or Caucasian	Other
Yes	26.3	13.1	11.1
No	73.7	86.9	88.9

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

$X^2 = 11.450, p \leq 0.01; \Phi = 0.138, p \leq 0.01$



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)

$X^2 = 9.012, p \leq 0.05; \Phi = -0.123, p \leq 0.05$

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	12.6	22.8
Not at All Concerned	13.2	19.0
Not Applicable	1.3	1.8

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

$X^2 = 16.692, p \leq 0.05; \Phi = 0.167, p \leq 0.05$



Crosstabs for Income-Based 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)
 $X^2 = 124.654$, $p \leq 0.001$; $\Phi = 0.456$, $p \leq 0.001$

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)
 $X^2 = 13.171$, $p \leq 0.10$; $\Phi = 0.148$, $p \leq 0.10$



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
No	84.0	85.8	83.1	88.3	88.7	97.2	61.1

Source: Sunshine State Covid-19 Survey, USF-Nielsen (April 2020)
 $X^2 = 21.960, p \leq 0.01; \Phi = 0.191, p \leq 0.01$

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? BEGUN WORKING AT HOME FULL-TIME.” (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	11.8	16.9	18.5	24.5	35.2	50.0	36.1
No	88.2	83.1	81.5	75.5	64.8	50.0	63.9

Source: Sunshine State Covid-19 Survey, USF-Nielsen (April 2020)
 $X^2 = 33.569, p \leq 0.001; \Phi = 0.236, p \leq 0.001$



Survey Information

For this survey, 600 Florida residents were recruited using online panel provider Prodege MR - a leading market research panel - via a partnership with Nielsen. The survey was fielded from April 15-24, 2019, and the results are reported with a confidence level of 95% and a margin of error +/-4.

For sampling purposes, and to overcome drawbacks associated with online panel surveys, participants were recruited using a stratified quota sampling method to match Florida’s demography. Gender, race, Hispanic or Latino/a ethnicity, and age quotas were derived from the 2019 Bureau of Economic and Business Research (BEBR) population estimates for the state of Florida. The table below details comparisons between the USF-Nielsen Sunshine State COVID-19 Survey sample and the BEBR 2019 estimates.

Sample Comparison

	USF-Nielsen Sample	BEBR 2019 Estimates
<i>Gender</i>		
Male	49%	49%
Female	51%	51%
<i>Race/Ethnicity</i>		
White	77.2%	77%
Black	16.8%	17%
Other	6%	6%
Hispanic	26%	26%
<i>Age</i>		
18-24	11%	11%
25-54	47%	47%
55-64	17%	17%
65+	25%	25%

The sample of participants was stratified by Florida region during recruitment to ensure the balance of the sample matched location dynamics (Northeast Florida [13%], Tampa Bay Metro [19%], Southwest Florida [10%], Orlando/Daytona [18%], Palm Beach/Treasure Coast [10%], Southeast Florida [23%], and Northwest [7%]). For the purposes of analysis, survey responses were weighted for representativeness based on age, gender, race, and region of the state.



About Nielsen

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Nielsen is divided into two business units. Nielsen Global Media, the arbiter of truth for media markets, provides media and advertising industries with unbiased and reliable metrics that create a shared understanding of the industry required for markets to function. Nielsen Global Connect provides consumer packaged goods manufacturers and retailers with accurate, actionable information and insights and a complete picture of the complex and changing marketplace that companies need to innovate and grow. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com

About the Sunshine State Survey

The Sunshine State Survey measures the views and opinions of Floridians on a wide range of economic, social, and political issues, ranging from policy priorities and preferences to government performance and media consumption. The survey provides valuable data for leaders and decision makers, as well as citizens and researchers in one of the nation's largest, most diverse, and highly competitive states. The survey, managed by the University of South Florida's School of Public Affairs, is led by an interdisciplinary research team including Dr. Stephen Neely and Dr. Joshua Scacco in partnership with Nielsen.

Report prepared by Stephen Neely and Joshua Scacco, University of South Florida

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