

Digital Anarchy- Coronavirus & NAB 2020 Survey

200
Total
Responses

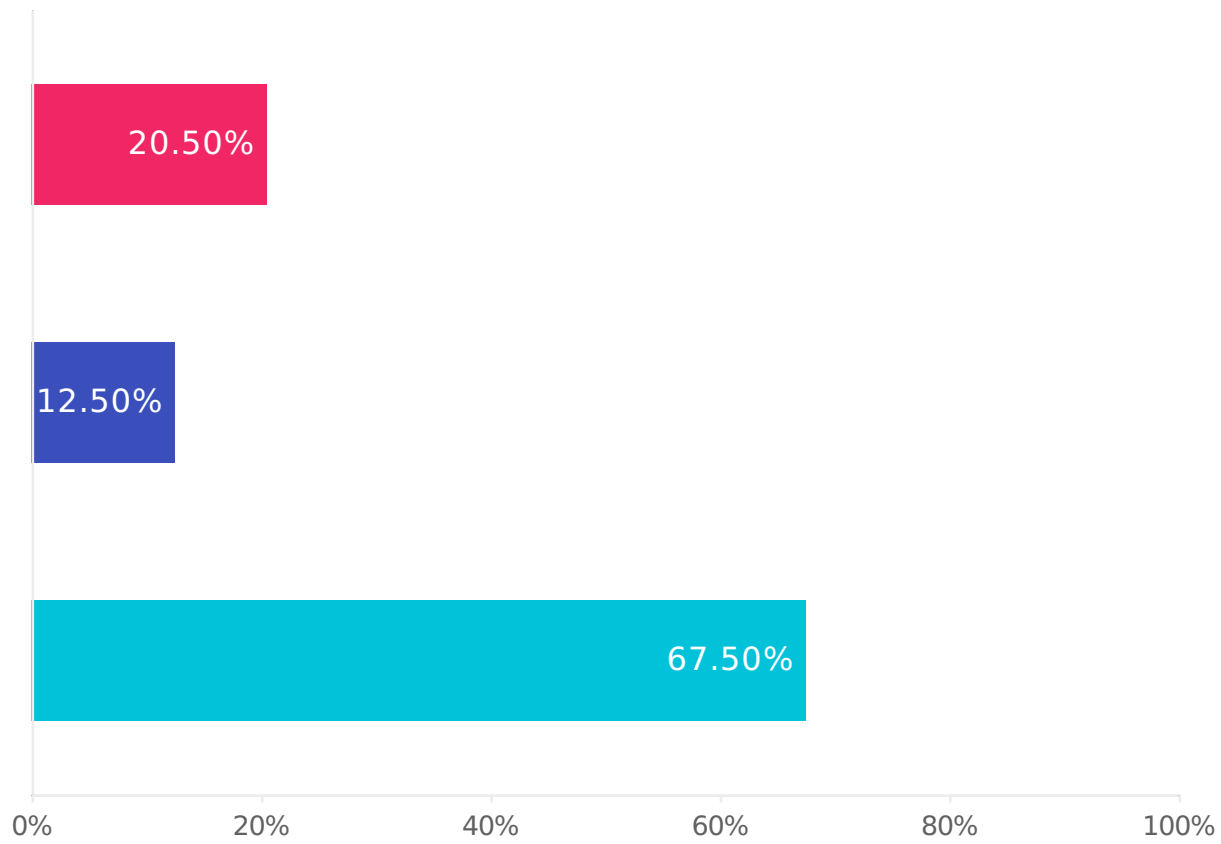
175 Completed Responses
0 Partial Responses
25 Disqualified Responses

410
Survey Visits

Q1

Before the Coronavirus, were you planning on going to NAB this year?

Answered: 200 Skipped: 0



● Yes.

● No.

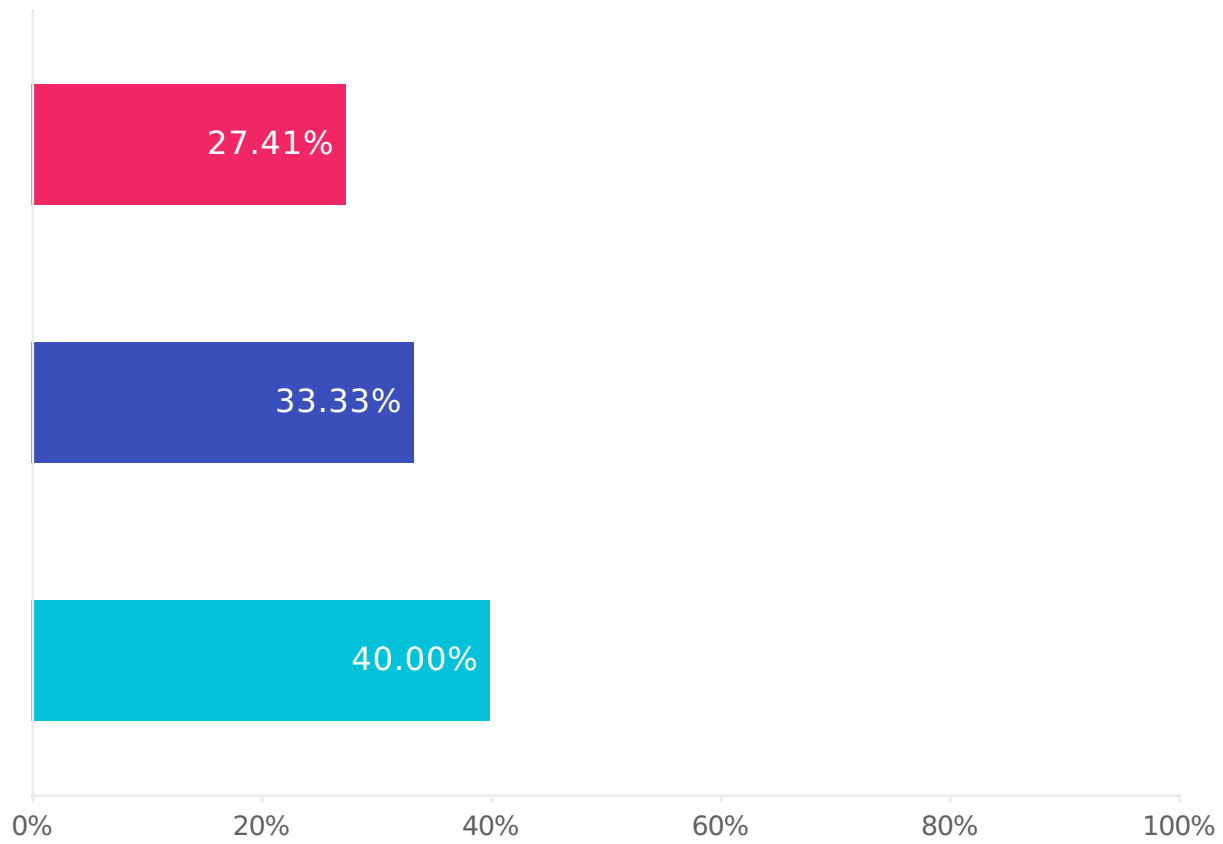
● On the fence. Was considering it, but nothing definite.

Choices	Response percent	Response count
Yes.	67.50%	135
No.	12.50%	25
On the fence. Was considering it, but nothing definite.	20.50%	41

Q2

If yes, are you still planning on going?

Answered: 135 Skipped: 65



● Yes.

● No.

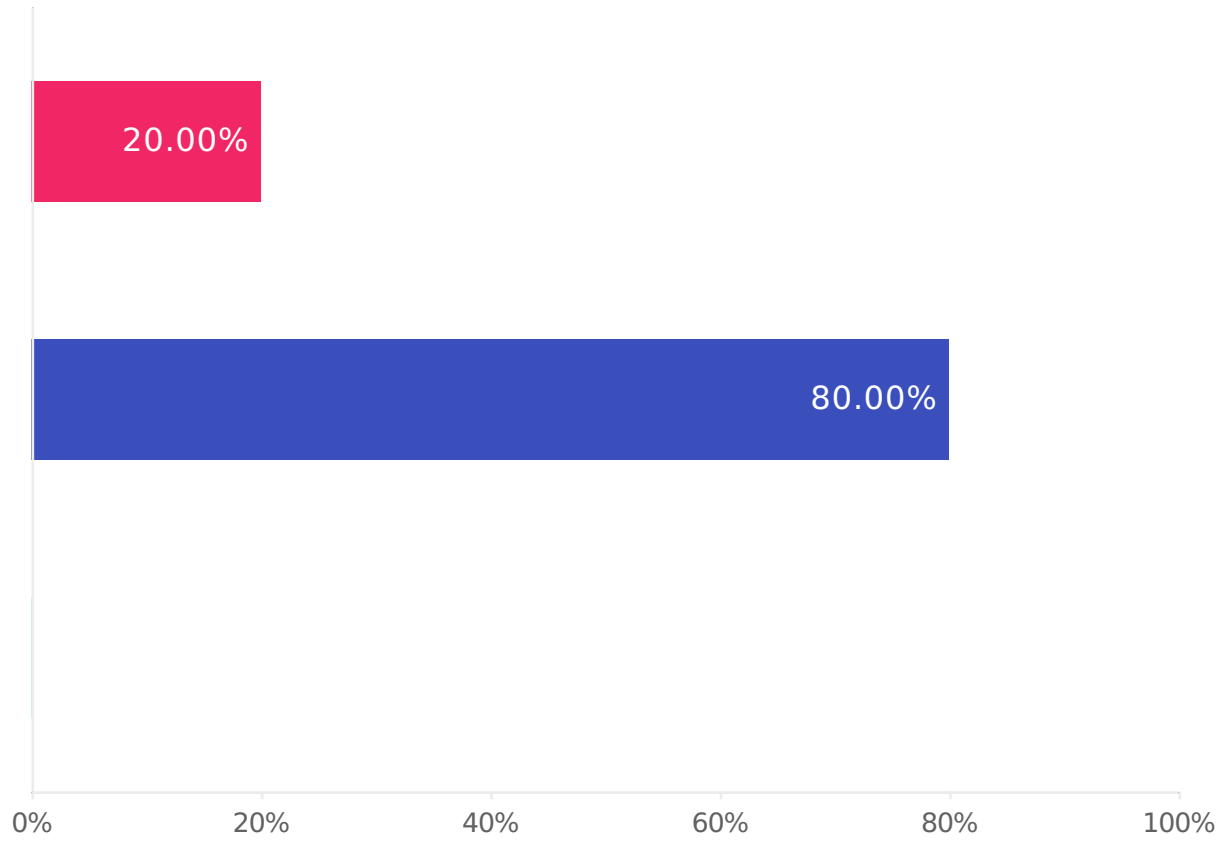
● Maybe. Taking a wait and see approach.

Choices	Response percent	Response count
Yes.	40.00%	54
No.	33.33%	45
Maybe. Taking a wait and see approach.	27.41%	37

Q3

If you were on the fence, how do you feel now?

Answered: 40 Skipped: 160



● I'm going.

● I'm definitely not going.

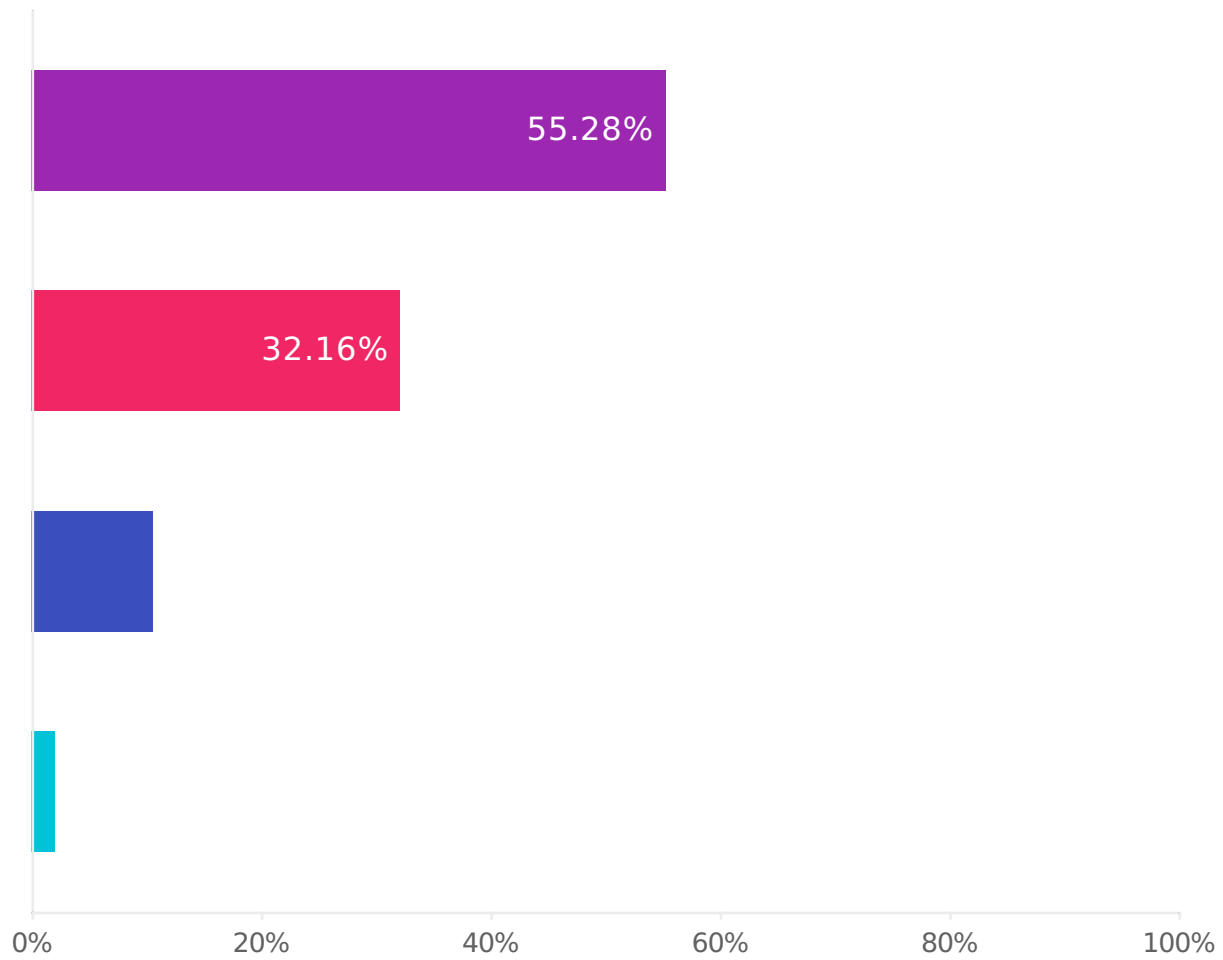
● Still on the fence.

Choices	Response percent	Response count
I'm going.	0.00%	0
I'm definitely not going.	80.00%	32
Still on the fence.	20.00%	8

Q4

Have you booked your flight and hotel in Vegas?

Answered: 199 Skipped: 1



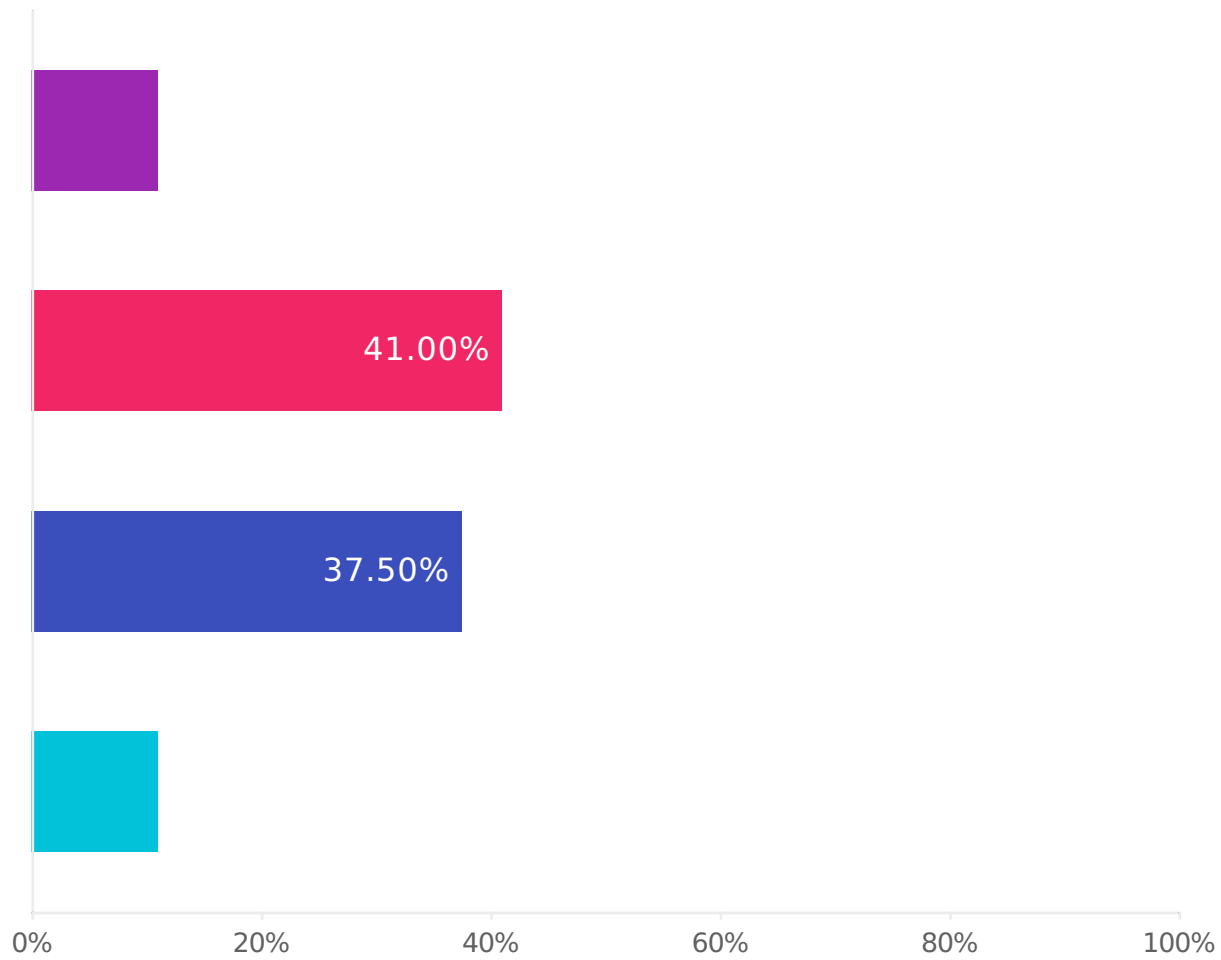
- Flight Only.
- Hotel Only.
- Flight and Hotel.
- Neither.

Choices	Response percent	Response count
Flight Only.	2.01%	4
Hotel Only.	10.55%	21
Flight and Hotel.	32.16%	64
Neither.	55.28%	110

Q5

How worried are you about the virus?

Answered: 200 Skipped: 0



● Not at all.

● A little concerned.

● Moderately concerned.

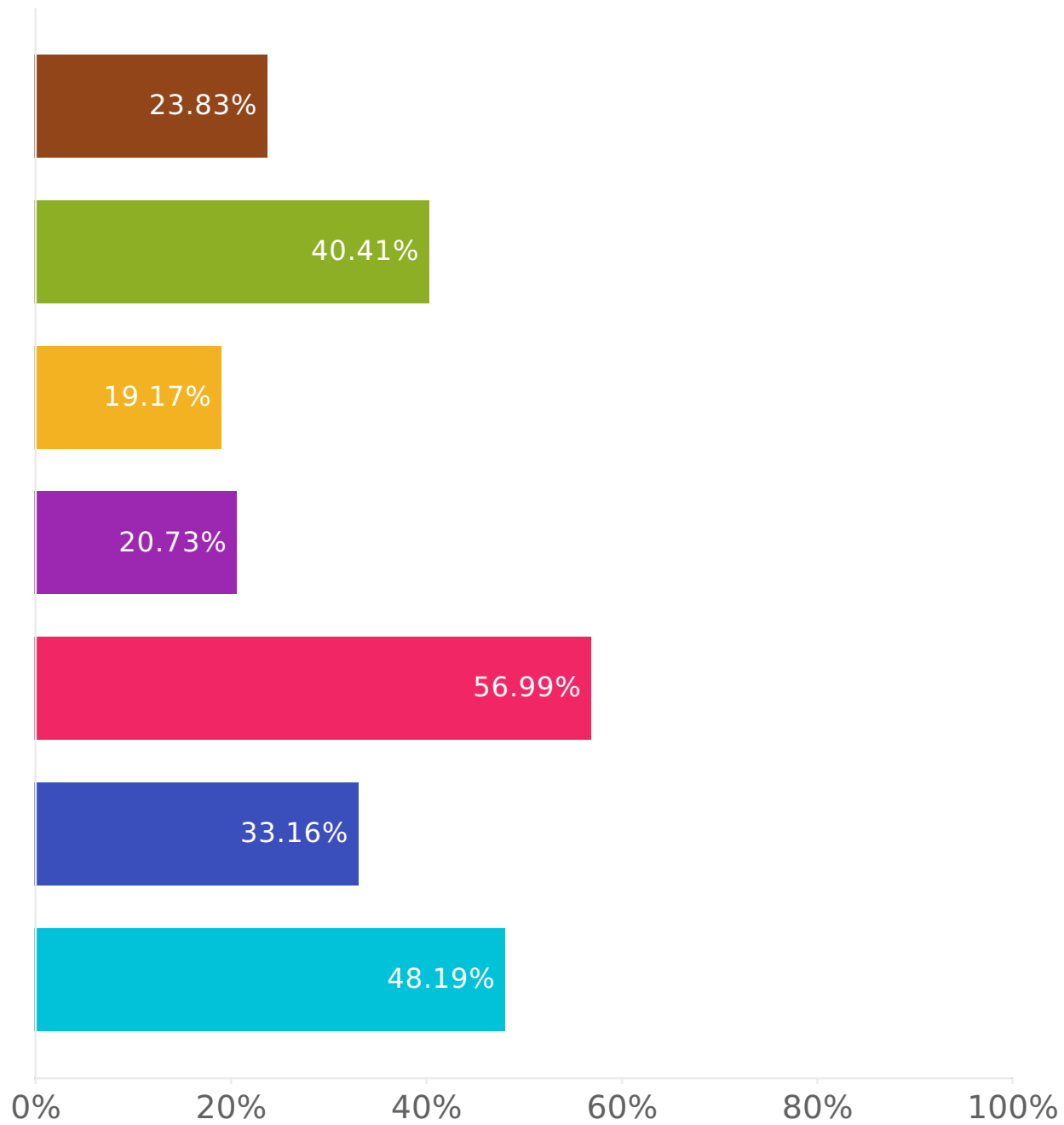
● Very worried.

Choices	Response percent	Response count
Not at all.	11.00%	22
A little concerned.	37.50%	75
Moderately concerned.	41.00%	82
Very worried.	11.00%	22

Q6

What factors would cause you to cancel plans to attend (assuming the show goes on as scheduled)?

Answered: 193 Skipped: 7



- Drastic increase in cases in the US.
- Drastic increase in cases in Nevada.
- Significant number of exhibitors pulling out.
- Travel restrictions that affect some parts of the US (but not you, so you could go).
- Somebody you know getting the virus.
- TSA prevents flyers with any symptoms from flying. (meaning you could get stuck or quarantined in Vegas due to a cold)
- Other (Please specify)

Choices	Response percent	Response count
Drastic increase in cases in the US.	48.19%	93
Drastic increase in cases in Nevada.	33.16%	64
Significant number of exhibitors pulling out.	56.99%	110
Travel restrictions that affect some parts of the US (but not you, so you could go).	20.73%	40
Somebody you know getting the virus.	19.17%	37
TSA prevents flyers with any symptoms from flying. (meaning you could get stuck or quarantined in Vegas due to a cold)	40.41%	78
Other (Please specify)	23.83%	46

Q7

Any other thoughts?

Answered: 82 Skipped: 118

Q8

Country you're in

Answered: 72 Skipped: 128

Q9

Let us know your email if you'd like a summary of the results of the survey.

Answered: 116 Skipped: 84
