

Q1. What is your gender?		Total	A.A.
	Male.....	48%	36%
	Female.....	52	64
Q2. What is your age?		Total	A.A.
	18-29.....	17%	31%
	30-49.....	32	29
	50-64.....	28	14
	65+.....	23	26
	MEAN.....	48.9	44.6
Q3. How many days a week do you read, watch, or listen to state or national news? If you rarely or never read or watch state or international news, just put a "0."		Total	A.A.
	0.....	16%	10%
	1-5.....	37	50
	6.....	7	7
	7.....	40	33
	MEAN.....	4.59	4.49
Q4. What state are you registered to vote in?		Total	A.A.
	EAST.....	21%	18%
	INDUSTRIAL/MIDWEST.....	21	23
	WEST/MIDWEST.....	17	12
	SOUTH.....	26	37
	PACIFIC.....	15	10
	SWING.....	33	32
Q5. How many times in the past two years or so have you either written, emailed, or called an elected official [LOCAL, STATE OR NATIONAL] about any issue, or attended a political rally of some kind? If never, just put a "0."		Total	A.A.
	0.....	66%	54%
	1.....	8	11
	2.....	7	9
	3-4.....	8	15
	5-9.....	5	6
	10+.....	5	5
	MEAN.....	31.6	2.09
Q6. If you had to pick ONE of the following, which best describes your ethnic/racial background? If other, please specify.		Total	A.A.
	African-American/Black.....	12%	100%
	White/Caucasian/Middle Eastern.....	68	-
	Latino/Hispanic.....	12	-
	Asian or Pacific Islander.....	7	-
	Other (SPECIFY).....	1	-
Let's start with a few general questions...			
Q7. Assuming you file your taxes and had taken a COVID-19 test, which would scare you more ...getting a letter/email telling you that...?		Total	A.A.
	You had tested positive for COVID-19.....	62%	65%
	You were being audited by the IRS.....	38	35
Q8. Thinking about the impact of the coronavirus, which is a more accurate statement ...?		Total	A.A.
	Things are getting worse right now.....	77%	76%
	Things are getting better right now.....	23	24
Q9. Are you more concerned about the impact of COVID-19 on ...?		Total	A.A.
	Yourself.....	43%	45%
	Your community.....	16	20
	Your country.....	33	31
	I'm not concerned about any of them.....	8	4
Q10. And overall, how serious is the current situation with COVID-19?		Total	A.A.
	Extremely serious.....	47%	60%
	Very serious.....	27	26
	Somewhat serious.....	17	11
	Only a little serious.....	6	1
	Not serious at all.....	3	2
	EXTRM/VERY (NET).....	74%	86
	LITTLE/NOT (NET).....	23	12
Q11. When it comes to COVID-19, what single data point are you		Total	A.A.
	The local/community statistics.....	22%	18%

most interested in learning about?

The US infection rate	16	16
The US death rate	15	17
The US survival rate	14	17
The US positivity rate.....	11	12
The US hospital bed occupancy/capacity rate.....	9	7
The global statistics	7	7
The US hospitalization rate.....	6	5

Q11/12. When it comes to COVID-19, what single data point are you most interested in learning about? [COMBINED]

	Total	A.A.
The local/community statistics	35%	29%
The US infection rate	34	35
The US death rate	32	33
The US survival rate	28	31
The US positivity rate.....	19	23
The US hospital bed occupancy/capacity rate.....	19	16
The US hospitalization rate.....	17	18
The global statistics	14	15

Q13A. [FORM A] Thinking about the impact of coronavirus on you and your family, are you more concerned about the impact on your family's health and safety or the impact on your family's financial situation?

	Total	A.A.
My family's health and safety much more.....	60%	64%
My family's health and safety somewhat more	24	23
My family's financial situation somewhat more.....	8	9
My family's financial situation much more.....	7	4
HEALTH AND SAFETY (NET)	85%	86
FINANCIAL SITUATION (NET).....	15	14

Q14B. [FORM B] Thinking about the impact of coronavirus on the country, are you more concerned about the impact on the health and safety of the nation or the impact on the national economy?

	Total	A.A.
The health and safety of the nation much more	45%	65%
The health and safety of the nation somewhat more.....	27	17
The national economy somewhat more.....	12	10
The national economy much more	16	8
HEALTH AND SAFETY (NET)	72%	82
ECONOMY (NET).....	28	18

Q15. Do you personally know someone close to you who has been diagnosed with the coronavirus? Select all that apply.

	Total	A.A.
Yes, I know someone who has died from COVID-19	23%	34%
Yes, I know someone with a severe case of COVID-19 but didn't die	19	22
Yes, I know someone with mild case of COVID-19	29	24
No	44	42

Q16A. [FORM A] We need a guess...As of now, 250,000 Americans have died because of COVID-19. Again, if you had to guess, how many people in TOTAL do you think will have died of COVID-19 by the end of 2021?

	Total	A.A.
250,000 (no higher than it is now)	10%	14%
300,000	23	22
400,000	24	20
500,000	17	16
600,000	6	4
750,000	5	7
One million	9	7
1.5 million.....	2	2
Two million or more	4	7

Q17B. [FORM B] We need a guess ...As of now, 250,000 Americans have died because of COVID-19. If more Americans wore masks, socially distanced, washed their hands often, and limited their time in indoor public spaces, how many Americans do you think would die of COVID-19 by the end of 2021? Just guess....

	Total	A.A.
250,000 (no higher than it is now) 	31%	37%
300,000	21	24
400,000	23	15
500,000	12	6
600,000	4	4
750,000	4	1
One million	2	4
1.5 million.....	2	1
Two million or more	2	8

Now let's talk strategy and solutions to address COVID-19

Q18. What should our strategy and approach be with COVID-19 right now?

	Total	A.A.
Open everything now/learn to live with the virus	20%	10%
Continue to open America now but slowly.....	24	20
Keep whatever is open now open and keep whatever is closed now closed	12	17
Close the country down a little more since the virus has gotten worse	25	26
Close everything now until the virus is under control.....	11	16

Q18/19. What should our strategy and approach be with COVID-19 right now? **[COMBINED]**

Keep America closed until a vaccine is ready, no matter how long it takes.....	7	10
	Total	A.A.
Open everything now/learn to live with the virus	28%	14%
Continue to open America now but slowly.....	50	38
Keep whatever is open now open and keep whatever is closed now closed	35	41
Close the country down a little more since the virus has gotten worse	44	51
Close everything now until the virus is under control.....	30	38
Keep America closed until a vaccine is ready, no matter how long it takes.....	14	18

Q20A. [FORM A] Who should have the ultimate responsibility to decide whether we need more or fewer requirements to address the spread of the coronavirus?

	Total	A.A.
The nation's highest-ranking medical and public health officials.....	20%	24%
President Trump	18	6
You, yourself.....	14	10
Your state's highest ranking medical and public health officials.....	11	12
President-elect Biden.....	11	19
The Governors.....	11	11
Your mayor or city/town leader	4	6
The Supreme Court	4	3
Congress	3	2
The state legislatures.....	3	7

Q20/21A. [FORM A] Who should have the ultimate responsibility to decide whether we need more or fewer requirements to address the spread of the coronavirus? **[COMBINED]**

	Total	A.A.
The nation's highest-ranking medical and public health officials.....	33%	36%
Your state's highest ranking medical and public health officials.....	28	33
President Trump	27	14
The Governors.....	26	28
You, yourself.....	23	17
President-elect Biden.....	23	30
Your mayor or city/town leader	14	14
The Supreme Court	10	9
The state legislatures.....	9	10
Congress	6	8

Q22B. [FORM B] Other than a doctor/nurse/public health official, who would you trust MOST in calling for ways you personally can contain the spread of the coronavirus such as mask wearing?

	Total	A.A.
A researcher	36%	28%
A survivor of the coronavirus	16	24
An average mom	7	6
Your local newspaper or TV news	7	13
An elected representative	6	3
A police officer	6	3
A small business owner.....	5	5
A teacher	5	4
A national newspaper/news network	5	5
An executive from a large corporation	3	3
A firefighter	3	4
An average dad	3	2

Q22-24B. [FORM B] Other than a doctor/nurse/public health official, who would you trust MOST in calling for ways you personally can contain the spread of the coronavirus such as mask wearing? **[COMBINED]**

	Total	A.A.
A researcher	62%	63%
A survivor of the coronavirus	51	55
A national newspaper/news network	31	28
Your local newspaper or TV news	30	36
An elected representative	21	31
An average mom	19	20
A teacher	18	15
An average dad	16	9
A police officer	16	11
A small business owner.....	14	9
A firefighter	13	12
An executive from a large corporation	9	10

Q25A. [FORM A] And whom from this list are you most likely to trust regarding COVID-19?

	Total	A.A.
Dr. Anthony Fauci	27%	34%
The CDC.....	18	21
The White House Coronavirus Task Force.....	13	7
Your local health official.....	11	7
The World Health Organization (WHO)	8	11

The U.S. Secretary of Health and Human Services	7	5
The National Institutes of Health.....	7	6
The Surgeon General	5	6
The FDA	4	3

Q25/26A. [FORM A] And whom from this list are you most likely to trust regarding COVID-19? **[COMBINED]**

	Total	A.A.
The CDC.....	40%	42%
Dr. Anthony Fauci.....	38	46
Your local health official.....	22	13
The White House Coronavirus Task Force.....	22	15
The National Institutes of Health.....	21	20
The World Health Organization (WHO).....	17	23
The U.S. Secretary of Health and Human Services	16	17
The Surgeon General	14	11
The FDA	11	12

Q27B. [FORM B] If you had to choose, what is the MOST convincing and compelling reason to wear a mask in public?

	Total	A.A.
To keep everyone you come in contact with safe and healthy	24%	31%
To keep yourself safe and healthy.....	21	15
To keep America safe and healthy	15	20
To keep your family safe and healthy	14	14
None of these are convincing and compelling.....	11	8
To keep your neighborhood/community safe and healthy	10	6
To keep your state safe and healthy.....	6	7

[FORM B] Q27/28B. If you had to choose, what is the MOST convincing and compelling reason to wear a mask in public? **[COMBINED]**

	Total	A.A.
To keep your family safe and healthy	41%	40%
To keep everyone you come in contact with safe and healthy	41	46
To keep yourself safe and healthy.....	39	40
To keep America safe and healthy	25	29
To keep your neighborhood/community safe and healthy	20	20
To keep your state safe and healthy.....	17	16
None of these are convincing and compelling.....	16	9

Now we will ask about the specific ways the pandemic has affected your life...

Q29. Health and medical experts have recommended different ways individuals can reduce or slow the spread of COVID-19. Which of the following do you think is MOST sensible, responsible and impactful?

	Total	A.A.
Wearing a face mask in public.....	33%	29%
Staying at home as much as possible	14	15
Engaging in "social distancing".....	8	4
Avoiding public crowds	7	6
Frequently washing your hands/using hand sanitizer.....	5	5
Complying with official state policies	4	5
Getting tested immediately if you've come into contact with someone who has COVID-19.....	4	5
Purchasing medical supplies (masks, gloves, sanitizer, etc.).....	4	4
Not meeting in person for family events and holidays like usual.....	3	4
Meeting with people virtually like on "Zoom" rather than in-person.....	3	4
Complying with businesses and health officials for contract tracing	2	4
Keeping personal gatherings to 10 people or less.....	2	3
Avoiding public transit/rideshare	1	1
Buying more goods and services online rather than in-person.....	1	3
Not going to indoor bars/restaurants	1	4
None of these, I will not change my behavior	7	3

Q29-31. Health and medical experts have recommended different ways individuals can reduce or slow the spread of COVID-19. Which of the following do you think is MOST sensible, responsible and impactful? **[COMBINED]Qa`**

	Total	A.A.
Wearing a face mask in public.....	60%	56%
Engaging in "social distancing".....	41	35
Staying at home as much as possible	34	38
Frequently washing your hands/using hand sanitizer.....	28	25
Avoiding public crowds	25	27
Complying with official state policies	13	14
Getting tested immediately if you've come into contact with someone who has COVID-19.....	10	16
Keeping personal gatherings to 10 people or less.....	10	12
Not going to indoor bars/restaurants	9	12
Not meeting in person for family events and holidays like usual.....	9	12

Meeting with people virtually like on "Zoom" rather than in-person.....	9	13
Purchasing medical supplies (masks, gloves, sanitizer, etc.).....	8	13
Avoiding public transit/rideshare.....	7	5
Complying with businesses and health officials for contact tracing.....	6	6
Buying more goods and services online rather than in-person.....	4	7
None of these, I will not change my behavior.....	10	5

Q32A. [FORM A] What would make you NOT take precautions to prevent the spread of COVID-19 such as mask wearing, hand washing, and social distancing?

	<u>Total</u>	<u>A.A.</u>
The jury is still out how we should best combat the virus, as health recommendations have changed over time.....	23%	26%
If public officials themselves are not following the precautions they've recommended or mandated.....	19	16
It is too financially difficult on my family.....	14	14
Compliance is a slippery slope for further erosion of personal freedoms.....	12	11
I don't believe the virus is severe and these measures are needed.....	10	9
The government has been too restrictive.....	7	8
It's too difficult for my work.....	7	8
If people around me were not taking these precautions or pressuring me to adopt them.....	8	9

Q32/33A. [FORM A] What would make you NOT take precautions to prevent the spread of COVID-19 such as mask wearing, hand washing, and social distancing? **[COMBINED]**

	<u>Total</u>	<u>A.A.</u>
The jury is still out how we should best combat the virus, as health recommendations have changed over time.....	36%	40%
If public officials themselves are not following the precautions they've recommended or mandated.....	34	32
It is too financially difficult on my family.....	26	24
Compliance is a slippery slope for further erosion of personal freedoms.....	22	19
The government has been too restrictive.....	17	15
It's too difficult for my work.....	16	20
I don't believe the virus is severe and these measures are needed.....	13	12
If people around me were not taking these precautions or pressuring me to adopt them.....	17	23

Q34B. [FORM B] Which statements BEST explains why we need to continue to take measures against the coronavirus even though it has lasted as long as it has?

	<u>Total</u>	<u>A.A.</u>
Because COVID-19 is highly infectious, one infection can quickly grow into an outbreak that could shutter a neighborhood, community or entire city.....	37%	48%
We understand that people are tired, but public health measures are not the enemy - they are the roadmap for a faster and more sustainable recovery.....	25	25
Scientists and medical professionals are developing and preparing to distribute a safe and effective vaccine that will help us return to normal day-to-day activities.....	24	16
Public health policy measures are in place to prevent crippling surges and make re-opening possible.....	14	11

Now we will ask you about the coronavirus vaccination on the horizon...

Q35A. [FORM A] What is the MOST important factor you will consider in deciding to take a COVID-19 vaccine?

	<u>Total</u>	<u>A.A.</u>
If a lot of people have taken it and haven't gotten sick....	20%	21%
If a person or organization I trust says it is safe to take...	14	8
If taking it would save lives and prevent people from getting sick.....	13	20
I would never take this vaccine for COVID-19.....	10	19
If taking it would guarantee we could reopen the economy faster.....	9	7
If it is free or affordable to take.....	9	16
If my employer required it.....	9	5
I would take this vaccine without any hesitation.....	16	4

Q35/36A. [FORM A] What is the MOST important factor you will consider in deciding to take a COVID-19 vaccine? **[COMBINED]**

	<u>Total</u>	<u>A.A.</u>
If a lot of people have taken it and haven't gotten sick....	36%	33%
If taking it would save lives and prevent people from getting sick.....	32	42
If a person or organization I trust says it is safe to take...	27	28
If it is free or affordable to take.....	19	26
If my employer required it.....	17	17

I would never take this vaccine for COVID-19.....	17	26
If taking it would guarantee we could reopen the economy faster	16	15
I would take this vaccine without any hesitation	21	9

Q37B. [FORM B] Decisions will need to be made as to whom should receive a vaccine first when one is available. Which of the following groups do you think is in MOST need of receiving access to a COVID-19 vaccine as soon as one is available?

	<u>Total</u>	<u>A.A.</u>
Front-line health workers	41%	30%
Individuals with underlying conditions who are at significantly higher risk for COVID-19.....	14	12
Everyone in the U.S. should have an equal opportunity regardless of their occupation or health situation.	11	18
Senior citizens who are at a significantly higher risk for COVID-19	9	11
Critical workers in high-risk settings such as food supply and public transit,	8	6
Military and first responders.....	7	5
K-12 teachers and staff, childcare workers, and individuals who work around children	4	5
Children and young adults	4	7
Mayors, governors, members of congress and other elected representatives.....	3	6

[FORM B] Q37/38B. Decisions will need to be made as to whom should receive a vaccine first when one is available. Which of the following groups do you think is in MOST need of receiving access to a COVID-19 vaccine as soon as one is available?
[COMBINED]

	<u>Total</u>	<u>A.A.</u>
Front-line health workers	57%	43%
Individuals with underlying conditions who are at significantly higher risk for COVID-19.....	32	28
Senior citizens who are at a significantly higher risk for COVID-19	30	27
Critical workers in high-risk settings such as food supply and public transit,	20	23
Everyone in the U.S. should have an equal opportunity regardless of their occupation or health situation.	19	25
Military and first responders.....	18	16
K-12 teachers and staff, childcare workers, and individuals who work around children	10	11
Children and young adults	8	13
Mayors, governors, members of congress and other elected representatives.....	6	14

We'll now ask about public health more broadly...

Q39A. [FORM A] Would you be more likely to trust and support taxpayer dollars going to...?

	<u>Total</u>	<u>A.A.</u>
Public health agencies.....	67%	61%
Government health agencies.....	33	39

Q40B. [FORM B] If you had to choose, where do you think taxpayer dollars would have the MOST meaningful and measurable impact in addressing the coronavirus pandemic?

	<u>Total</u>	<u>A.A.</u>
Local health agencies	39%	39%
Federal health agencies	31	31
State health agencies	30	30

Q41A. [FORM A] Has the coronavirus pandemic made you... to support greater funding for public health agencies and public health organizations?

	<u>Total</u>	<u>A.A.</u>
Much more likely.....	23%	32%
Somewhat more likely.....	28	28
No change/neutral	44	35
Somewhat less likely	2	4
Much less likely.....	3	1
MORE LIKELY (NET)	51%	60
LESS LIKELY (NET)	5	5

Q42B. [FORM B] Is it more important that taxpayer dollars go to... in order to combat the coronavirus pandemic?

	<u>Total</u>	<u>A.A.</u>
Public health agencies.....	21%	17%
Private healthcare researchers, providers and hospitals	18	14
Both equally	61	69

Q43A. [FORM A] What is the MOST convincing and compelling reason to support greater taxpayer investment in funding public health efforts?

	<u>Total</u>	<u>A.A.</u>
Better preparation to address future pandemics and major health crises.....	20%	18%
Greater access to healthcare for everyone regardless of their background.....	18	22
Access to an unbiased source of information about health free from politics.....	9	10
A greater ability to ensure public spaces are safe with clean air and water	9	8
Reduced cost or free vaccine disbursement for every	8	10

American who wants one.....		
Speeding up the approval process for medications and inspections.....	7	10
More effective, efficient, and accountable health officials.....	6	8
Less reliance on outside contractors for services who may charge more money.....	6	5
None of these are convincing.....	16	8

Q43/44A. [FORM A] What is the MOST convincing and compelling reason to support greater taxpayer investment in funding public health efforts? **[COMBINED]**

	<u>Total</u>	<u>A.A.</u>
Better preparation to address future pandemics and major health crises.....	38%	39%
Greater access to healthcare for everyone regardless of their background.....	32	38
Access to an unbiased source of information about health free from politics.....	21	23
Reduced cost or free vaccine disbursement for every American who wants one.....	21	19
A greater ability to ensure public spaces are safe with clean air and water.....	21	18
Speeding up the approval process for medications and inspections.....	18	22
More effective, efficient, and accountable health officials.....	18	21
Less reliance on outside contractors for services who may charge more money.....	13	11
None of these are convincing.....	18	10

Q44B. [FORM B] If you had to choose, what is the BEST reason Americans should trust public health officials?

	<u>Total</u>	<u>A.A.</u>
Public health officials are trained and experienced in responding to infectious disease outbreaks and life-threatening emergencies. They work closely with scientists and researchers to translate the latest findings into action with the express goal of keeping people as safe and healthy as possible.....	52%	54%
Public health officials are guided by science and independent of political or partisan considerations. The most effective way to address COVID-19 is to have state, local, and federal officials working together in coordination and operating based on scientific guidance.....	48	46

The next set of questions will discuss language and values...

Q45A. [FORM A] First, which do you feel is more significant, serious and scary?

	<u>Total</u>	<u>A.A.</u>
The pandemic.....	48%	36%
COVID-19.....	37	42
The coronavirus.....	14	22

Q46B. [FORM B] While you may not like any of them, which of these will you tolerate the most?

	<u>Total</u>	<u>A.A.</u>
A stay-at-home order.....	48%	49%
Aggressive restrictions.....	18	14
A lockdown.....	15	17
A government order.....	10	13
Government controls.....	9	6

Q47A. [FORM A] Do you think efforts to combat the spread of the coronavirus are more of a...?

	<u>Total</u>	<u>A.A.</u>
Personal responsibility.....	62%	50%
National duty.....	38	50

Q48B. [FORM B] Which is more important to you regarding COVID-19?

	<u>Total</u>	<u>A.A.</u>
Health.....	36%	42%
Safety.....	13	20
Personal freedom.....	11	3
Personal responsibility.....	9	6
Protection.....	8	8
Well-being.....	8	4
Liberty.....	7	3
Local control.....	3	3
Security.....	3	6
Accountability.....	3	3

Q48/49B. [FORM B] Which is more important to you regarding COVID-19? **[COMBINED]**

	<u>Total</u>	<u>A.A.</u>
Health.....	48%	54%
Safety.....	36	48

Well-being.....	24	15
Personal responsibility.....	23	17
Protection.....	18	25
Personal freedom.....	16	8
Liberty.....	12	6
Accountability.....	8	9
Security.....	8	11
Local control.....	7	6

Q50A. [FORM A] Which of the following is most important when it comes to policies to address COVID-19?

	Total	A.A.
Based on science.....	23%	25%
Fact-based.....	19	13
Responsible.....	12	11
Based on data.....	9	8
Based on health.....	7	11
Impactful.....	6	6
Vigilant.....	5	5
Reasonable.....	4	5
Realistic.....	4	4
Based on medicine.....	4	4
Sensible.....	4	4
Alert.....	4	3

Q50-52A. [FORM A] Which of the following is most important when it comes to policies to address COVID-19? **[COMBINED]**

	Total	A.A.
Fact-based.....	45%	37%
Based on science.....	44	47
Based on data.....	34	32
Responsible.....	27	29
Based on medicine.....	25	25
Based on health.....	25	26
Realistic.....	24	20
Sensible.....	18	17
Impactful.....	17	21
Reasonable.....	17	16
Vigilant.....	13	15
Alert.....	11	16

Q53B. [FORM B] When it comes to the rules and regulations required to address COVID-19, which of the following words gives you the MOST positive reaction?

	Total	A.A.
Protocols.....	20%	12%
Requirements.....	13	16
Directives.....	12	6
Obligations.....	11	13
Regulations.....	10	10
Mandates.....	9	13
Controls.....	8	11
Rules.....	6	9
Orders.....	4	5
Imperatives.....	4	2
Decrees.....	3	2
Proclamations.....	2	1

Q53-55B. [FORM B] When it comes to the rules and regulations required to address COVID-19, which of the following words gives you the MOST positive reaction? **[COMBINED]**

	Total	A.A.
Protocols.....	42%	32%
Requirements.....	36	40
Regulations.....	35	30
Mandates.....	31	31
Directives.....	30	23
Obligations.....	27	32
Rules.....	25	22
Controls.....	19	28
Orders.....	17	25
Imperatives.....	15	15
Proclamations.....	12	10
Decrees.....	10	11

Q56A. [FORM A] At a time like this whom do you believe federal government should be MOST focused on protecting right now?

	Total	A.A.
American's most vulnerable to COVID-19.....	33%	34%
American's healthcare workers.....	23	21
American families.....	16	18
American workers.....	10	6
American taxpayers.....	6	7
American small businesses.....	5	5
America's students.....	4	4
America's teachers.....	2	4

Q56/57A. [FORM A] At a time like this whom do you believe federal

Total A.A.

government should be MOST focused on protecting right now?
[COMBINED]

American's most vulnerable to COVID-19	55%	54%
American's healthcare workers	49	50
American families	33	31
American workers	18	18
American small businesses	13	10
American taxpayers	13	13
America's students	10	10
America's teachers	9	13

Q58B. [FORM B] What should be the goal of our COVID-19 policies? We want to... the virus.

	<u>Total</u>	<u>A.A.</u>		<u>Total</u>	<u>A.A.</u>
Eradicate	16%	10%	Mitigate	6	6
Eliminate	13	14	Address	6	4
Defeat	9	12	Conquer	5	3
Contain	8	7	Stamp out	5	6
Get rid of	7	16	Crush	3	1
Overcome	7	6	Knock out	2	3
Combat	7	3	Beat	1	4
Wipe out	6	7			

Q58-60B. [FORM B] What should be the goal of our COVID-19 policies? We want to... the virus. [COMBINED]

	<u>Total</u>	<u>A.A.</u>		<u>Total</u>	<u>A.A.</u>
Eliminate	41%	41%	Mitigate	17	11
Eradicate	32	19	Combat	17	15
Defeat	26	27	Address	14	11
Get rid of	24	35	Stamp out	14	11
Overcome	23	31	Beat	13	14
Wipe out	20	31	Knock out	10	8
Contain	20	22	Crush	9	10
Conquer	18	14			

Q61A. [FORM A] Which is the highest priority to you? Which is most likely to convince you to act and behave in the safest way possible?

	<u>Total</u>	<u>A.A.</u>
To stop the spread of the virus	23%	25%
To protect your loved ones	17	15
To protect yourself	15	15
To keep the economy open	10	8
To prevent another wave of the virus	9	12
To protect our front-line healthcare workers	8	7
To protect the most vulnerable	6	4
To protect your livelihood	5	6
To ensure needed hospital capacity	5	3
To keep schools open	3	6

Q61/62A. [FORM A] Which is the highest priority to you? Which is most likely to convince you to act and behave in the safest way possible? [COMBINED]

	<u>Total</u>	<u>A.A.</u>
To stop the spread of the virus	35%	37%
To protect your loved ones	30	26
To protect yourself	28	33
To prevent another wave of the virus	22	25
To protect our front-line healthcare workers	21	17
To protect the most vulnerable	21	16
To keep the economy open	17	12
To protect your livelihood	10	13
To ensure needed hospital capacity	9	11
To keep schools open	8	9

Q63B. [FORM B] Other than safety, when thinking about a vaccine for COVID-19, is it MOST important to you that it is...?

	<u>Total</u>	<u>A.A.</u>
Effective	42%	39%
Well-researched	22	23
Trusted	16	13
Accessible	8	10
Developed quickly	7	10
Affordable	6	5

Q63/64B. [FORM B] Other than safety, when thinking about a vaccine for COVID-19, is it MOST important to you that it is...? [COMBINED]

	<u>Total</u>	<u>A.A.</u>
Effective	65%	63%
Well-researched	43	46
Trusted	39	31
Accessible	24	22
Affordable	16	21
Developed quickly	13	18

Q65A. [FORM A] Which do you have a MORE favorable, positive opinion of?

	<u>Total</u>	<u>A.A.</u>
Social distancing	55%	66%
Physical distancing	45	34

Q66B. [FORM B] If recommended to you by leaders you trusted.

<u>Total</u>	<u>A.A.</u>
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which would you be more willing to wear in public places to reduce the spread of COVID-19?

Face masks	81%	80%
Facial coverings.....	12	17
I refuse to wear anything in public to cover my face.....	7	3

Q67. Which statement is MOST convincing and compelling in showing the need to balance between public health and the national economy?

	<u>Total</u>	<u>A.A.</u>
We want the economy and our schools to open, but we also want to protect our families, friends, and neighbors from the virus. If we don't, there will be even worse consequences for our families and our economy.	34%	35%
Public health measures do effectively control the spread of the virus and make re-opening possible. If we didn't have those measures, we'd be in much worse shape today.	23	26
Public health measures are not an obstacle to a return to normalcy. They are the roadmap to faster and sustained recovery.....	19	17
Nobody should have to decide between the health of their family and putting food on the table. The mission must be a combination of public health safety and economic security - they are mutually essential.	25	22

Q80. Certain workers and businesses have been exempted from COVID-19 measures put in place because of their need and impact on the community. Would you support their status MOST if they were called... workers and businesses?

	<u>Total</u>	<u>A.A.</u>
Essential	35%	38%
Frontline.....	14	18
Vital.....	9	12
Crucial.....	7	11
Fundamental.....	5	7
Indispensable.....	5	8

We're almost done...

Q68. Which best describes your Thanksgiving plans?

	<u>Total</u>	<u>A.A.</u>
I will not gather with any family and/or friends from other households.	48%	54%
Gather indoors with family and/or friends from other households	25	19
Gather outdoors with family and/or friends from other households	13	14
Not sure yet	14	13

Q69. Honestly, do you plan to get tested for COVID before or after Thanksgiving?

	<u>Total</u>	<u>A.A.</u>
Yes/Before	12%	16%
Yes/After	11	18
Yes/Both	8	17
No	69	50

Finally, we have a few demographic questions. Remember that your answers are strictly confidential.

Q70. Would you say you identify MOST politically as...?

	<u>Total</u>	<u>A.A.</u>
Strongly conservative	22%	14%
Somewhat conservative.....	19	16
Moderate.....	35	42
Somewhat liberal	12	15
Strongly liberal	11	13
CONSERVATIVE (NET)	42%	30
LIBERAL (NET)	23	28

Q71. What is the highest level of education you have completed?

	<u>Total</u>	<u>A.A.</u>
High school graduate or less	15%	29%
Vocational education/Community college.....	14	17
Some 4-year college.....	15	18
4-year college graduate	31	20
Some additional graduate study	3	4
Masters/PhD/Professional degree	22	11

Q72. What is your total yearly HOUSEHOLD income? If you are retired, please answer what your household income was just before you retired.

	<u>Total</u>	<u>A.A.</u>
\$29,000 or less	18%	31%
\$30,000 to \$49,999.....	18	27
\$50,000 to \$74,999.....	16	18
\$75,000 to \$99,999.....	18	12
\$100,000 to \$124,999.....	11	6
\$125,000 or more	20	6

Q73. Thinking of all the elections that you've vote in over recent years, would you say that you generally vote for...?

	<u>Total</u>	<u>A.A.</u>
All Democrats	22%	51%
Mostly Democrats	15	17
A few more Democrats than Republicans	10	8
Evenly Democrat and Republican	11	8
A few more Republicans than Democrats	6	2
Mostly Republicans.....	14	6
All Republicans.....	20	4
Rarely/Never vote	2	3
DEMOCRATS (NET)	37%	68
SWING (NET).....	26	19
REPUBLICANS (NET).....	35	10

Q74. In the 2020 presidential election, whom did you support? If you did not vote in the last presidential election for whatever reason, just say so.

	<u>Total</u>	<u>A.A.</u>
Joe Biden.....	50%	80%
Donald Trump	47	12
Jo Jorgensen	1	2
Howie Hawkins	*	2
I wrote in someone else's name	1	1
I did not vote	1	4

Two final question ...

Q75A. [FORM A] What is the BEST argument for why American should take personal measures this Thanksgiving like mask wearing and social distancing to combat COVID-19?

	<u>Total</u>	<u>A.A.</u>
We all have a responsibility to slow the spread. It is imperative - and required - that we protect each other by wearing masks and practicing physical distancing when in public so we can fully reopen our economy sooner rather than later. Let's do what needs to be done so that we get to experience many, many Thanksgivings to come.....	25%	23%
Let me be very clear: A Thanksgiving gathering this year may very well lead to a funeral later on. Know the risks and respect them. I know it's hard. I know we're all so tired and frustrated. I get it. I want to hug my family more than anything in the world. We all do. But please understand, it's not worth the risk. We can replace Thanksgiving dinner. We cannot replace you.....	20	26
Making the tough decisions before Thanksgiving is the best way to preserve our individual freedoms and personal liberty after Thanksgiving. The government has too often acted arbitrarily in enforcing random rules to combat the virus -- causing significant damage to small businesses and the economy. The best way forward is for each of us to do our part to contain the virus ... so the government doesn't have an excuse to impose on our way of life.	18	10
The simple truth is that a pandemic is raging in our state. Left unchecked, it will overburden our hospitals, our economic devastation will be prolonged, and more people will die. On this Thanksgiving holiday, we will not allow this to happen. That's why we are acting now. To our workers and businesses - I know this hurts. But this much is clear: We cannot enjoy a full economic recovery before we have gotten this virus under control.....	18	15
As COVID-19 continues to spread in our state, we need a stronger response to minimize the impact on our state's healthcare and hospital capacity and ensure healthcare is available to those that need it. At this Thanksgiving, we are discouraging gatherings to minimize the spread of the virus while minimizing the economic impact of a complete shutdown. We're not shutting down, we're simply slowing down.	11	15
We find ourselves at a fork in the road this Thanksgiving—a critical turning point where we could either continue heading in the right direction, or we could ignore the warnings and spike back up like much of the rest of the country. Let's not risk lives or livelihoods. We have come too far together to lose the progress that we have made on the road to health and economic recovery in our state.....	8	12

Q75/76A. [FORM A] What is the BEST argument for why American should take personal measures this Thanksgiving like mask wearing and social distancing to combat COVID-19? **[COMBINED]**

	<u>Total</u>	<u>A.A.</u>
We all have a responsibility to slow the spread. It is imperative - and required - that we protect each other by wearing masks and practicing physical distancing when in public so we can fully reopen our economy	52%	43%

sooner rather than later. Let's do what needs to be done so that we get to experience many, many Thanksgivings to come.		
Let me be very clear: A Thanksgiving gathering this year may very well lead to a funeral later on. Know the risks and respect them. I know it's hard. I know we're all so tired and frustrated. I get it. I want to hug my family more than anything in the world. We all do. But please understand, it's not worth the risk. We can replace Thanksgiving dinner. We cannot replace you.	34	41
The simple truth is that a pandemic is raging in our state. Left unchecked, it will overburden our hospitals, our economic devastation will be prolonged, and more people will die. On this Thanksgiving holiday, we will not allow this to happen. That's why we are acting now. To our workers and businesses - I know this hurts. But this much is clear: We cannot enjoy a full economic recovery before we have gotten this virus under control.	34	36
As COVID-19 continues to spread in our state, we need a stronger response to minimize the impact on our state's healthcare and hospital capacity and ensure healthcare is available to those that need it. At this Thanksgiving, we are discouraging gatherings to minimize the spread of the virus while minimizing the economic impact of a complete shutdown. We're not shutting down, we're simply slowing down.	30	35
Making the tough decisions before Thanksgiving is the best way to preserve our individual freedoms and personal liberty after Thanksgiving. The government has too often acted arbitrarily in enforcing random rules to combat the virus -- causing significant damage to small businesses and the economy. The best way forward is for each of us to do our part to contain the virus ... so the government doesn't have an excuse to impose on our way of life. 	28	22
We find ourselves at a fork in the road this Thanksgiving—a critical turning point where we could either continue heading in the right direction, or we could ignore the warnings and spike back up like much of the rest of the country. Let's not risk lives or livelihoods. We have come too far together to lose the progress that we have made on the road to health and economic recovery in our state.	22	23

Q77B. [FORM B] The following are statements from both Republicans and Democrats on the need for Americans to take steps to stop the spread of the coronavirus this Thanksgiving. Which is most effective?

	<u>Total</u>	<u>A.A.</u>
We all must do two simple things this Thanksgiving: wear a mask and avoid crowds. Wearing a mask is about protecting others, and when others wear a mask, they protect you. We believe in the power of individual responsibility, and we need it now more than ever. Working together - as neighbors, as human beings who care deeply for each other - we can slow the spread of COVID-19. We all need to stand up, be leaders, show we care about each other and get this done."	26%	32%
There's an essential plan we need to follow to save lives and save the economy. It should be guided by doctors and data. It should provide the American people the science-based decisions they want, the health and safety they need, and the personal freedom and local control they deserve. As our COVID-19 situation changes, we must change with it. Here at Thanksgiving, the data demands more action to slow the spread & avoid the need for economic shutdowns. This is how we protect human life and human dignity.	21	20
As we celebrate Thanksgiving, now is the time for empathy, decency, and unity. In times of crisis, Americans come together, and everyone steps up to meet our shared civic duty. We need that spirit now: all of us following the guidance of health officials to take steps that reduce the spread of the virus. This can't just be a government response - it has to be a whole-of-society response.	20	10
On this Thanksgiving, I know it's easy to suffer fatigue and forget the importance of protecting ourselves and our loved ones from this virus. I understand how much we all want to get together with family and friends and feel a sense of normalcy. But the holidays are different this year. The best way to show our love this season is to rethink how we celebrate it. I'm urging everyone to limit their holiday get-togethers and to continue wearing their face coverings."	18	26

We share a common enemy-one that cares not whether we voted for Donald Trump or Joe Biden ... an enemy that is relentless and clearly on the march. This enemy has invaded our nation, stealing American lives - all on our own soil. Throughout our history, in the face of a shared enemy, we have come together as a people. As we confront this new enemy on Thanksgiving, time is not on our side. We must focus. We must rally together. 15 13

Q77/78B. [FORM B] The following are statements from both Republicans and Democrats on the need for Americans to take steps to stop the spread of the coronavirus this Thanksgiving. Which is most effective? **[COMBINED]**

	<u>Total</u>	<u>A.A.</u>
We all must do two simple things this Thanksgiving: wear a mask and avoid crowds. Wearing a mask is about protecting others, and when others wear a mask, they protect you. We believe in the power of individual responsibility, and we need it now more than ever. Working together - as neighbors, as human beings who care deeply for each other - we can slow the spread of COVID-19. We all need to stand up, be leaders, show we care about each other and get this done."	48%	58%
There's an essential plan we need to follow to save lives and save the economy. It should be guided by doctors and data. It should provide the American people the science-based decisions they want, the health and safety they need, and the personal freedom and local control they deserve. As our COVID-19 situation changes, we must change with it. Here at Thanksgiving, the data demands more action to slow the spread & avoid the need for economic shutdowns. This is how we protect human life and human dignity.	43	44
On this Thanksgiving, I know it's easy to suffer fatigue and forget the importance of protecting ourselves and our loved ones from this virus. I understand how much we all want to get together with family and friends and feel a sense of normalcy. But the holidays are different this year. The best way to show our love this season is to rethink how we celebrate it. I'm urging everyone to limit their holiday get-togethers and to continue wearing their face coverings."	42	42
As we celebrate Thanksgiving, now is the time for empathy, decency, and unity. In times of crisis, Americans come together, and everyone steps up to meet our shared civic duty. We need that spirit now: all of us following the guidance of health officials to take steps that reduce the spread of the virus. This can't just be a government response - it has to be a whole-of-society response.	40	29
We share a common enemy-one that cares not whether we voted for Donald Trump or Joe Biden ... an enemy that is relentless and clearly on the march. This enemy has invaded our nation, stealing American lives - all on our own soil. Throughout our history, in the face of a shared enemy, we have come together as a people. As we confront this new enemy on Thanksgiving, time is not on our side. We must focus. We must rally together.	27	27

Q79. And finally, would you be... to vote for a member of Congress in an election if they were in favor of and encouraged you to take steps to stop the spread of COVID-19 including mask wearing, washing your hands, and social distancing?

	<u>Total</u>	<u>A.A.</u>
Much more likely	43%	56%
Somewhat more likely	19	18
No change/neutral	32	21
Somewhat less likely	2	2
Much less likely	4	2
MORE LIKELY (NET)	62%	75
LESS LKELY (NET)	6	5