

NC Duke COVID-19 WK4

April 18-20, 2020

N size: 1,345

Margin of error: +/- 2.60% at 95% confidence interval

Weighted Toplines

» Q1. Health Quality

	%
Poor	5
Fair	15
Good	46
Very Good	35

» Q4. Number of People in HH

	%
1-3	68
4-6	28
7+	4

» Q5. Children in HH

	%
One	15
Two	11
Three or more	7
None	66

» Q6. Non-HH Face to Face Count

	%
0	33
1-3	38
4-6	12
7+	17

» Q7. Six Feet Away? (If Q6 > 0)

	%
0	22
1-3	48
4-6	13
7+	17

» Q8. HH Member Going to Work

	%
Yes	45
No	53
Unsure	2

» Q9. Children Interacting with Other Children

	%
Yes	19
No	80
Unsure	1

» Q10. Times in Group > 20 in Last Week

	%
0	75
1-3	16
4-6	3
7+	6

» Q11. Contact with Others

	Yes	No
Family	68	32
Friends	17	83
Co-workers	15	85
Clients, patients, or patrons	9	91
Any other type of person not already mentioned	12	88

» Q12. Handwashing Count

	%
0	0
1-3	8
4-6	17
7+	75

» Q13. Currently Practicing Social Distancing?

	%
Yes	96
No	4

» Q14. Currently Experiencing Symptoms?

	%
Yes	3
No	97
Unsure	1

» Q15. Likelihood of getting Coronavirus

	%
Yes	11
No	65
Unsure	25

» Q16. NC Response to Coronavirus

	%
Most are underestimating the risks	33
Most are reacting appropriately	55
Most are overreacting to the actual risks	12

» Q17. Changes to Routine

	%
Large changes	62
Small changes	28
No real changes	9
Unsure	1

» Q18. College Degree

	%
Yes	31
No	69

» Q19. Latino

	%
Yes	8
No	92

» Q20. Race

	%
White	76
Black	20
Asian	1
Another race	3

» Q19-20. Race + Ethnicity

	%
White	70
Black	19
Asian	1
Hispanic or Latino	7
Another race	3

» Q21. Panel Willingness

	%
Yes	76
No	24

» DEMOGRAPHICS - RACE ON FILE

	%
Caucasian	76
Black	20
Hispanic	1
Other	3

» DEMOGRAPHICS - PARTY ON FILE

	%
Democrat	37
Republican	29
Other / Unaffiliated	34

» DEMOGRAPHICS - AGE

	%
18-34	28
35-49	21
50-64	29
65-79	15
80+	6

» DEMOGRAPHICS - GENDER

	%
Female	52
Male	48

» CLARITY SCORES

	0-19	20-39	40-59	60-79	80-100
PARTY	37	6	8	7	42
TURNOUT	1	3	9	12	75
COLLEGE	13	33	27	16	12
CHOICE	13	28	41	14	4
CHURCH ATTENDANCE	6	24	34	30	7
CLIMATE CHANGE PRIORITY	39	36	20	5	0

» MEDIA MARKET

	%
Charlotte NC	27
Greensboro-High Point-Winston Salem NC	18
Norfolk-Portsmouth-Newport News VA	2
Greenville-New Bern-Washington NC	9
Wilmington NC	5
Raleigh-Durham (Fayetteville) NC	32
Greenville-Spartanburg SC-Asheville NC-Anderson SC	7
Myrtle Beach-Florence SC	1

» DEMOGRAPHICS - PHONE TYPE

	%
Land-line	62
Wireless	38

» Voter File Match

	%
Yes	76
No	24

» Registered Voter (of Voter File Matches)

	%
Yes	93
No	7

» Panel Respondent

	%
Yes	17
No	83

Unweighted Crosstabs

» Q1. Health Quality *against...*

	Poor	Fair	Good	Very Good
<i>n</i>	(72)	(268)	(756)	(549)
Q4. Number of People in HH				
1-3	83%	82%	75%	74%
4-6	10%	15%	22%	23%
7+	7%	2%	3%	3%
Q5. Children in HH				
One	4%	9%	10%	13%
Two	10%	8%	7%	9%
Three or more	0%	2%	6%	6%
None	85%	80%	76%	72%
Q6. Non-HH Face to Face Count				
0	32%	30%	35%	38%
1-3	45%	48%	41%	36%
4-6	7%	13%	12%	12%
7+	16%	9%	13%	14%
Q7. Six Feet Away? (If Q6 > 0)				
0	24%	16%	19%	18%
1-3	48%	58%	54%	51%
4-6	15%	15%	14%	14%
7+	13%	11%	13%	17%
Q8. HH Member Going to Work				
Yes	35%	24%	37%	34%
No	62%	72%	60%	65%
Unsure	3%	4%	2%	1%
Q9. Children Interacting with Other Children				
Yes	25%	14%	18%	20%
No	75%	83%	80%	80%
Unsure	0%	2%	2%	1%
Q10. Times in Group > 20 in Last Week				
0	72%	70%	77%	78%
1-3	19%	23%	17%	17%
4-6	0%	3%	2%	3%
7+	9%	4%	4%	3%
Q11. Contact with Others: Family				
Yes	66%	59%	65%	69%
No	34%	41%	35%	31%
Q11. Contact with Others: Friends				
Yes	35%	19%	14%	18%
No	65%	81%	86%	82%
Q11. Contact with Others: Co-workers				
Yes	15%	12%	10%	12%
No	85%	88%	90%	88%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	16%	9%	7%	9%
No	84%	91%	93%	91%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	19%	13%	12%	13%
No	81%	87%	88%	87%
Q12. Handwashing Count				
0	5%	1%	0%	0%
1-3	14%	7%	5%	5%
4-6	19%	23%	21%	17%
7+	62%	69%	73%	78%
Q13. Currently Practicing Social Distancing?				
Yes	93%	91%	96%	97%
No	7%	9%	4%	3%
Q14. Currently Experiencing Symptoms?				
Yes	12%	4%	1%	2%
No	83%	95%	97%	98%
Unsure	5%	1%	1%	0%
Q15. Likelihood of getting Coronavirus				
Yes	10%	6%	5%	9%
No	55%	57%	64%	70%
Unsure	34%	37%	31%	21%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	42%	36%	30%	23%
Most are reacting appropriately	40%	58%	62%	67%

Confidential

	Poor	Fair	Good	Very Good
Most are overreacting to the actual risks	18%	7%	8%	10%
Q17. Changes to Routine				
Large changes	58%	59%	65%	65%
Small changes	18%	29%	29%	24%
No real changes	18%	9%	5%	10%
Unsure	7%	3%	1%	2%
Q18. College Degree				
Yes	32%	31%	44%	61%
No	68%	69%	56%	39%
Q19. Latino				
Yes	5%	2%	3%	3%
No	95%	98%	97%	97%
Q20. Race				
White	68%	67%	77%	80%
Black	23%	28%	19%	15%
Asian	0%	1%	1%	2%
Another race	9%	5%	3%	3%
Q19-20. Race + Ethnicity				
White	67%	68%	71%	77%
Black	21%	25%	22%	16%
Asian	1%	0%	1%	2%
Hispanic or Latino	4%	2%	3%	2%
Another race	7%	5%	3%	3%
Q21. Panel Willingness				
Yes	75%	82%	79%	82%
No	25%	18%	21%	18%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	79%	73%	74%	81%
Black	17%	23%	23%	17%
Hispanic	2%	0%	1%	0%
Other	2%	3%	3%	1%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	38%	42%	45%	42%
Republican	28%	31%	27%	28%
Other / Unaffiliated	34%	28%	27%	30%
DEMOGRAPHICS - AGE				
18-34	4%	4%	9%	12%
35-49	8%	7%	14%	19%
50-64	36%	26%	26%	29%
65-79	32%	40%	38%	31%
80+	19%	23%	13%	9%
DEMOGRAPHICS - GENDER				
Female	58%	65%	64%	59%
Male	42%	35%	36%	41%
CLARITY SCORES: PARTY				
0-19	34%	34%	35%	36%
20-39	8%	8%	4%	4%
40-59	11%	8%	5%	7%
60-79	6%	5%	7%	7%
80-100	42%	45%	49%	46%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	1%
20-39	0%	1%	2%	2%
40-59	11%	6%	4%	5%
60-79	20%	8%	7%	8%
80-100	70%	86%	87%	85%
CLARITY SCORES: COLLEGE				
0-19	21%	23%	14%	9%
20-39	38%	39%	34%	24%
40-59	23%	20%	20%	23%
60-79	11%	12%	15%	20%
80-100	8%	6%	17%	24%
CLARITY SCORES: CHOICE				
0-19	12%	20%	16%	15%
20-39	35%	38%	30%	25%
40-59	31%	27%	34%	32%
60-79	14%	10%	13%	19%
80-100	8%	5%	7%	9%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	0%	3%	5%	4%
20-39	34%	10%	15%	19%

Confidential

	Poor	Fair	Good	Very Good
40-59	25%	35%	30%	32%
60-79	34%	42%	39%	35%
80-100	8%	10%	11%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	41%	43%	39%	41%
20-39	39%	36%	35%	29%
40-59	14%	19%	21%	22%
60-79	6%	2%	5%	8%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	25%	22%	24%	22%
Greensboro-High Point-Winston Salem NC	23%	22%	18%	17%
Norfolk-Portsmouth-Newport News VA	0%	2%	3%	2%
Greenville-New Bern-Washington NC	8%	9%	8%	8%
Wilmington NC	8%	5%	6%	5%
Raleigh-Durham (Fayetteville) NC	28%	29%	33%	32%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	9%	6%	13%
Myrtle Beach-Florence SC	2%	2%	2%	0%
DEMOGRAPHICS - PHONE TYPE				
Land-line	87%	90%	78%	75%
Wireless	13%	10%	22%	25%
Voter File Match				
Yes	74%	79%	84%	80%
No	26%	21%	16%	20%
Registered Voter (of Voter File Matches)				
Yes	87%	92%	95%	96%
No	13%	8%	5%	4%
Panel Respondent				
Yes	13%	26%	21%	21%
No	88%	74%	79%	79%

» Q4. Number of People in HH *against...*

	1-3	4-6	7+
<i>n</i>	(1,200)	(326)	(47)
Q1. Health Quality			
Poor	5%	2%	11%
Fair	17%	12%	13%
Good	45%	50%	43%
Very Good	32%	36%	33%
Q5. Children in HH			
One	8%	23%	3%
Two	2%	31%	13%
Three or more	1%	16%	64%
None	90%	31%	21%
Q6. Non-HH Face to Face Count			
0	33%	39%	41%
1-3	43%	32%	27%
4-6	12%	15%	7%
7+	12%	15%	25%
Q7. Six Feet Away? (If Q6 > 0)			
0	18%	20%	15%
1-3	56%	46%	42%
4-6	12%	20%	15%
7+	13%	14%	27%
Q8. HH Member Going to Work			
Yes	28%	56%	37%
No	70%	42%	56%
Unsure	2%	1%	7%
Q9. Children Interacting with Other Children			
Yes	16%	22%	7%
No	83%	77%	86%
Unsure	1%	1%	7%
Q10. Times in Group > 20 in Last Week			
0	75%	78%	67%
1-3	19%	15%	12%
4-6	2%	3%	2%
7+	3%	4%	19%
Q11. Contact with Others: Family			
Yes	59%	87%	79%
No	41%	13%	21%
Q11. Contact with Others: Friends			
Yes	17%	14%	23%
No	83%	86%	77%
Q11. Contact with Others: Co-workers			
Yes	10%	16%	13%
No	90%	84%	87%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	8%	11%	14%
No	92%	89%	86%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	13%	13%	16%
No	87%	87%	84%
Q12. Handwashing Count			
0	1%	0%	5%
1-3	6%	4%	5%
4-6	20%	19%	14%
7+	73%	76%	76%
Q13. Currently Practicing Social Distancing?			
Yes	96%	96%	88%
No	4%	4%	12%
Q14. Currently Experiencing Symptoms?			
Yes	2%	2%	7%
No	97%	96%	93%
Unsure	1%	1%	0%
Q15. Likelihood of getting Coronavirus			
Yes	5%	11%	10%
No	65%	62%	73%
Unsure	29%	27%	18%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	29%	30%	20%

Confidential

	1-3	4-6	7+
Most are reacting appropriately	63%	59%	57%
Most are overreacting to the actual risks	8%	11%	23%
Q17. Changes to Routine			
Large changes	62%	69%	63%
Small changes	28%	23%	15%
No real changes	8%	6%	20%
Unsure	2%	2%	2%
Q18. College Degree			
Yes	47%	51%	46%
No	53%	49%	54%
Q19. Latino			
Yes	2%	6%	7%
No	98%	94%	93%
Q20. Race			
White	76%	77%	63%
Black	20%	16%	24%
Asian	1%	3%	3%
Another race	3%	4%	11%
Q19-20. Race + Ethnicity			
White	73%	71%	60%
Black	21%	17%	23%
Asian	1%	3%	2%
Hispanic or Latino	2%	6%	6%
Another race	3%	3%	9%
Q21. Panel Willingness			
Yes	80%	83%	65%
No	20%	17%	35%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	77%	75%	70%
Black	21%	19%	27%
Hispanic	0%	2%	3%
Other	2%	4%	0%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	46%	34%	36%
Republican	28%	30%	30%
Other / Unaffiliated	26%	36%	33%
DEMOGRAPHICS - AGE			
18-34	8%	14%	11%
35-49	9%	34%	26%
50-64	26%	34%	30%
65-79	42%	13%	15%
80+	16%	5%	19%
DEMOGRAPHICS - GENDER			
Female	62%	62%	53%
Male	38%	38%	47%
CLARITY SCORES: PARTY			
0-19	35%	37%	39%
20-39	5%	5%	3%
40-59	5%	8%	15%
60-79	6%	9%	6%
80-100	49%	41%	36%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	0%
20-39	2%	1%	0%
40-59	5%	5%	7%
60-79	7%	9%	11%
80-100	86%	85%	82%
CLARITY SCORES: COLLEGE			
0-19	16%	6%	6%
20-39	33%	22%	45%
40-59	19%	29%	15%
60-79	16%	18%	12%
80-100	15%	25%	21%
CLARITY SCORES: CHOICE			
0-19	18%	12%	22%
20-39	31%	25%	22%
40-59	30%	39%	47%
60-79	14%	17%	9%
80-100	8%	7%	0%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	4%	5%	0%

Confidential

	1-3	4-6	7+
20-39	15%	22%	15%
40-59	30%	34%	30%
60-79	40%	29%	39%
80-100	11%	10%	15%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	40%	41%	38%
20-39	35%	27%	38%
40-59	19%	25%	22%
60-79	5%	7%	3%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	22%	26%	39%
Greensboro-High Point-Winston Salem NC	19%	15%	15%
Norfolk-Portsmouth-Newport News VA	2%	2%	0%
Greenville-New Bern-Washington NC	8%	10%	3%
Wilmington NC	6%	4%	6%
Raleigh-Durham (Fayetteville) NC	31%	35%	33%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	6%	3%
Myrtle Beach-Florence SC	2%	1%	0%
DEMOGRAPHICS - PHONE TYPE			
Land-line	84%	62%	76%
Wireless	16%	38%	24%
Voter File Match			
Yes	82%	79%	70%
No	18%	21%	30%
Registered Voter (of Voter File Matches)			
Yes	96%	94%	85%
No	4%	6%	15%
Panel Respondent			
Yes	23%	17%	13%
No	77%	83%	87%

» Q5. Children in HH *against...*

	One	Two	Three or more	None
<i>n</i>	(166)	(122)	(81)	(1,156)
Q1. Health Quality				
Poor	2%	6%	0%	5%
Fair	14%	16%	7%	17%
Good	44%	40%	54%	46%
Very Good	40%	38%	38%	32%
Q4. Number of People in HH				
1-3	57%	16%	9%	91%
4-6	43%	80%	60%	9%
7+	1%	4%	31%	1%
Q6. Non-HH Face to Face Count				
0	37%	34%	42%	34%
1-3	35%	33%	23%	43%
4-6	11%	17%	16%	12%
7+	16%	16%	19%	11%
Q7. Six Feet Away? (If Q6 > 0)				
0	12%	13%	27%	20%
1-3	57%	48%	33%	55%
4-6	16%	19%	20%	13%
7+	16%	19%	20%	13%
Q8. HH Member Going to Work				
Yes	48%	50%	41%	29%
No	52%	48%	58%	68%
Unsure	0%	2%	1%	3%
Q9. Children Interacting with Other Children				
Yes	19%	20%	15%	0%
No	80%	79%	81%	0%
Unsure	1%	1%	4%	0%
Q10. Times in Group > 20 in Last Week				
0	77%	79%	71%	76%
1-3	16%	16%	17%	18%
4-6	5%	1%	5%	2%
7+	3%	4%	6%	4%
Q11. Contact with Others: Family				
Yes	78%	78%	86%	61%
No	22%	22%	14%	39%
Q11. Contact with Others: Friends				
Yes	13%	13%	13%	18%
No	87%	87%	87%	82%
Q11. Contact with Others: Co-workers				
Yes	21%	11%	13%	9%
No	79%	89%	88%	91%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	12%	10%	8%	8%
No	88%	90%	92%	92%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	12%	11%	14%	13%
No	88%	89%	86%	87%
Q12. Handwashing Count				
0	0%	0%	0%	1%
1-3	5%	6%	4%	6%
4-6	14%	26%	13%	21%
7+	80%	68%	83%	73%
Q13. Currently Practicing Social Distancing?				
Yes	95%	97%	96%	96%
No	5%	3%	4%	4%
Q14. Currently Experiencing Symptoms?				
Yes	1%	2%	1%	3%
No	97%	96%	97%	96%
Unsure	2%	2%	1%	1%
Q15. Likelihood of getting Coronavirus				
Yes	9%	12%	14%	5%
No	68%	65%	63%	65%
Unsure	23%	23%	23%	30%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	37%	25%	29%	29%
Most are reacting appropriately	52%	69%	56%	63%

Confidential

	One	Two	Three or more	None
Most are overreacting to the actual risks	11%	6%	15%	8%
Q17. Changes to Routine				
Large changes	66%	68%	68%	63%
Small changes	21%	26%	22%	28%
No real changes	13%	4%	9%	7%
Unsure	1%	2%	1%	2%
Q18. College Degree				
Yes	50%	48%	51%	46%
No	50%	52%	49%	54%
Q19. Latino				
Yes	3%	10%	5%	2%
No	97%	90%	95%	98%
Q20. Race				
White	72%	78%	70%	77%
Black	22%	11%	23%	19%
Asian	2%	2%	3%	1%
Another race	4%	9%	4%	3%
Q19-20. Race + Ethnicity				
White	67%	70%	65%	74%
Black	23%	12%	22%	20%
Asian	2%	2%	2%	1%
Hispanic or Latino	3%	9%	6%	2%
Another race	4%	7%	4%	3%
Q21. Panel Willingness				
Yes	73%	79%	83%	81%
No	27%	21%	17%	19%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	76%	77%	71%	78%
Black	21%	15%	26%	20%
Hispanic	1%	3%	3%	0%
Other	2%	5%	0%	3%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	36%	32%	29%	46%
Republican	27%	30%	27%	28%
Other / Unaffiliated	36%	38%	44%	26%
DEMOGRAPHICS - AGE				
18-34	20%	15%	17%	7%
35-49	33%	41%	46%	6%
50-64	27%	28%	22%	28%
65-79	16%	11%	10%	43%
80+	4%	5%	5%	16%
DEMOGRAPHICS - GENDER				
Female	64%	53%	59%	62%
Male	36%	47%	41%	38%
CLARITY SCORES: PARTY				
0-19	37%	35%	39%	35%
20-39	4%	4%	8%	5%
40-59	7%	14%	13%	5%
60-79	10%	10%	6%	5%
80-100	41%	37%	34%	49%
CLARITY SCORES: TURNOUT				
0-19	0%	1%	0%	0%
20-39	2%	1%	0%	2%
40-59	6%	6%	4%	5%
60-79	11%	9%	8%	7%
80-100	81%	83%	88%	86%
CLARITY SCORES: COLLEGE				
0-19	8%	10%	8%	16%
20-39	28%	20%	26%	33%
40-59	30%	32%	24%	19%
60-79	17%	17%	21%	16%
80-100	17%	21%	21%	16%
CLARITY SCORES: CHOICE				
0-19	11%	13%	10%	18%
20-39	28%	26%	33%	30%
40-59	38%	36%	45%	30%
60-79	14%	18%	7%	14%
80-100	9%	7%	5%	8%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	7%	5%	3%	4%
20-39	28%	29%	16%	14%

Confidential

	One	Two	Three or more	None
40-59	26%	38%	40%	31%
60-79	32%	20%	35%	40%
80-100	7%	7%	5%	11%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	39%	36%	40%	41%
20-39	31%	35%	38%	33%
40-59	25%	22%	21%	20%
60-79	5%	7%	2%	6%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	26%	28%	24%	23%
Greensboro-High Point-Winston Salem NC	18%	10%	19%	20%
Norfolk-Portsmouth-Newport News VA	1%	1%	0%	3%
Greenville-New Bern-Washington NC	9%	10%	13%	8%
Wilmington NC	3%	8%	3%	6%
Raleigh-Durham (Fayetteville) NC	26%	35%	35%	32%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	15%	8%	5%	8%
Myrtle Beach-Florence SC	1%	1%	0%	2%
DEMOGRAPHICS - PHONE TYPE				
Land-line	55%	53%	58%	85%
Wireless	45%	47%	42%	15%
Voter File Match				
Yes	73%	77%	77%	82%
No	27%	23%	23%	18%
Registered Voter (of Voter File Matches)				
Yes	94%	93%	84%	96%
No	6%	7%	16%	4%
Panel Respondent				
Yes	19%	16%	19%	23%
No	81%	84%	81%	77%

» Q6. Non-HH Face to Face Count *against...*

	0	1-3	4-6	7+
<i>n</i>	(528)	(610)	(183)	(192)
Q1. Health Quality				
Poor	4%	5%	3%	6%
Fair	14%	19%	18%	11%
Good	46%	46%	46%	45%
Very Good	36%	30%	34%	38%
Q4. Number of People in HH				
1-3	73%	82%	73%	70%
4-6	23%	17%	25%	24%
7+	3%	2%	2%	6%
Q5. Children in HH				
One	12%	10%	10%	14%
Two	8%	6%	11%	10%
Three or more	6%	3%	7%	8%
None	74%	81%	72%	67%
Q7. Six Feet Away? (If Q6 > 0)				
0	0%	20%	16%	18%
1-3	0%	76%	28%	7%
4-6	100%	2%	52%	14%
7+	0%	2%	4%	60%
Q8. HH Member Going to Work				
Yes	26%	32%	40%	54%
No	73%	66%	57%	41%
Unsure	1%	2%	3%	5%
Q9. Children Interacting with Other Children				
Yes	11%	20%	23%	27%
No	88%	80%	75%	68%
Unsure	1%	0%	2%	5%
Q10. Times in Group > 20 in Last Week				
0	89%	72%	72%	55%
1-3	9%	24%	21%	20%
4-6	1%	2%	5%	6%
7+	1%	2%	2%	19%
Q11. Contact with Others: Family				
Yes	57%	67%	79%	74%
No	43%	33%	21%	26%
Q11. Contact with Others: Friends				
Yes	6%	20%	26%	28%
No	94%	80%	74%	72%
Q11. Contact with Others: Co-workers				
Yes	4%	9%	15%	34%
No	96%	91%	85%	66%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	3%	8%	10%	24%
No	97%	92%	90%	76%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	6%	15%	17%	21%
No	94%	85%	83%	79%
Q12. Handwashing Count				
0	0%	1%	1%	1%
1-3	5%	7%	4%	5%
4-6	20%	20%	19%	22%
7+	74%	73%	76%	73%
Q13. Currently Practicing Social Distancing?				
Yes	97%	96%	90%	95%
No	3%	4%	10%	5%
Q14. Currently Experiencing Symptoms?				
Yes	3%	2%	4%	2%
No	96%	97%	94%	98%
Unsure	2%	1%	2%	0%
Q15. Likelihood of getting Coronavirus				
Yes	5%	6%	7%	12%
No	67%	63%	66%	64%
Unsure	28%	31%	27%	23%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	31%	28%	27%	32%
Most are reacting appropriately	64%	63%	65%	49%

Confidential

	0	1-3	4-6	7+
Most are overreacting to the actual risks	5%	9%	9%	18%
Q17. Changes to Routine				
Large changes	67%	62%	58%	61%
Small changes	23%	29%	31%	26%
No real changes	8%	7%	8%	11%
Unsure	2%	2%	4%	1%
Q18. College Degree				
Yes	54%	43%	42%	45%
No	46%	57%	58%	55%
Q19. Latino				
Yes	3%	3%	3%	3%
No	97%	97%	97%	97%
Q20. Race				
White	78%	75%	76%	74%
Black	17%	22%	21%	18%
Asian	2%	1%	0%	2%
Another race	4%	3%	3%	6%
Q19-20. Race + Ethnicity				
White	75%	71%	73%	71%
Black	17%	23%	22%	17%
Asian	2%	1%	0%	2%
Hispanic or Latino	3%	3%	3%	3%
Another race	3%	3%	2%	8%
Q21. Panel Willingness				
Yes	81%	79%	79%	80%
No	19%	21%	21%	20%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	82%	74%	77%	75%
Black	16%	23%	21%	17%
Hispanic	0%	1%	1%	1%
Other	2%	2%	1%	7%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	43%	46%	43%	36%
Republican	27%	28%	34%	27%
Other / Unaffiliated	30%	26%	23%	36%
DEMOGRAPHICS - AGE				
18-34	9%	8%	7%	18%
35-49	17%	11%	12%	19%
50-64	26%	26%	28%	33%
65-79	36%	38%	39%	22%
80+	12%	17%	14%	7%
DEMOGRAPHICS - GENDER				
Female	66%	63%	57%	52%
Male	34%	37%	43%	48%
CLARITY SCORES: PARTY				
0-19	34%	35%	43%	34%
20-39	6%	5%	3%	6%
40-59	8%	4%	8%	10%
60-79	5%	7%	4%	11%
80-100	48%	49%	43%	39%
CLARITY SCORES: TURNOUT				
0-19	1%	0%	0%	0%
20-39	1%	2%	1%	2%
40-59	5%	4%	3%	6%
60-79	8%	8%	3%	11%
80-100	85%	86%	92%	81%
CLARITY SCORES: COLLEGE				
0-19	14%	14%	17%	12%
20-39	28%	32%	33%	30%
40-59	18%	22%	25%	24%
60-79	17%	17%	12%	19%
80-100	24%	14%	14%	15%
CLARITY SCORES: CHOICE				
0-19	14%	17%	24%	16%
20-39	27%	31%	31%	33%
40-59	33%	33%	33%	22%
60-79	16%	13%	7%	22%
80-100	10%	6%	4%	7%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	6%	3%	2%	7%
20-39	22%	12%	12%	20%

Confidential

	0	1-3	4-6	7+
40-59	28%	31%	32%	38%
60-79	35%	43%	43%	26%
80-100	10%	11%	12%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	40%	39%	49%	43%
20-39	30%	37%	31%	29%
40-59	23%	20%	17%	21%
60-79	7%	5%	3%	6%
80-100	0%	0%	0%	1%
MEDIA MARKET				
Charlotte NC	26%	22%	18%	24%
Greensboro-High Point-Winston Salem NC	20%	19%	21%	14%
Norfolk-Portsmouth-Newport News VA	1%	2%	4%	1%
Greenville-New Bern-Washington NC	6%	9%	12%	13%
Wilmington NC	4%	6%	6%	7%
Raleigh-Durham (Fayetteville) NC	35%	31%	29%	28%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	9%	9%	8%
Myrtle Beach-Florence SC	0%	1%	2%	5%
DEMOGRAPHICS - PHONE TYPE				
Land-line	75%	84%	81%	62%
Wireless	25%	16%	19%	38%
Voter File Match				
Yes	79%	80%	85%	79%
No	21%	20%	15%	21%
Registered Voter (of Voter File Matches)				
Yes	95%	96%	95%	92%
No	5%	4%	5%	8%
Panel Respondent				
Yes	20%	26%	20%	18%
No	80%	74%	80%	82%

» Q7. Six Feet Away? (If Q6 > 0) *against...*

	0	1-3	4-6	7+
<i>n</i>	(181)	(517)	(135)	(134)
Q1. Health Quality				
Poor	6%	4%	5%	4%
Fair	15%	19%	19%	14%
Good	48%	46%	45%	42%
Very Good	31%	31%	31%	40%
Q4. Number of People in HH				
1-3	77%	81%	68%	75%
4-6	21%	17%	29%	20%
7+	2%	2%	3%	5%
Q5. Children in HH				
One	7%	11%	12%	12%
Two	6%	7%	11%	11%
Three or more	7%	3%	7%	7%
None	81%	78%	70%	69%
Q6. Non-HH Face to Face Count				
0	0%	0%	1%	0%
1-3	65%	88%	10%	11%
4-6	16%	9%	69%	5%
7+	19%	3%	20%	84%
Q8. HH Member Going to Work				
Yes	39%	33%	37%	56%
No	58%	65%	60%	40%
Unsure	3%	2%	2%	4%
Q9. Children Interacting with Other Children				
Yes	34%	20%	21%	23%
No	63%	80%	74%	74%
Unsure	3%	0%	5%	3%
Q10. Times in Group > 20 in Last Week				
0	72%	70%	71%	56%
1-3	17%	25%	22%	19%
4-6	2%	2%	5%	7%
7+	8%	2%	2%	18%
Q11. Contact with Others: Family				
Yes	62%	71%	75%	72%
No	38%	29%	25%	28%
Q11. Contact with Others: Friends				
Yes	24%	20%	29%	26%
No	76%	80%	71%	74%
Q11. Contact with Others: Co-workers				
Yes	14%	10%	18%	34%
No	86%	90%	82%	66%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	11%	8%	8%	29%
No	89%	92%	92%	71%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	17%	15%	18%	21%
No	83%	85%	82%	79%
Q12. Handwashing Count				
0	1%	0%	1%	1%
1-3	8%	6%	5%	6%
4-6	20%	20%	20%	20%
7+	71%	74%	74%	74%
Q13. Currently Practicing Social Distancing?				
Yes	93%	96%	92%	96%
No	7%	4%	8%	4%
Q14. Currently Experiencing Symptoms?				
Yes	1%	2%	4%	5%
No	98%	98%	94%	94%
Unsure	1%	1%	2%	1%
Q15. Likelihood of getting Coronavirus				
Yes	7%	7%	7%	10%
No	63%	64%	62%	68%
Unsure	29%	29%	31%	23%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	32%	28%	28%	28%
Most are reacting appropriately	56%	64%	61%	55%

Confidential

	0	1-3	4-6	7+
Most are overreacting to the actual risks	11%	9%	12%	17%
Q17. Changes to Routine				
Large changes	65%	62%	57%	59%
Small changes	26%	30%	31%	27%
No real changes	7%	6%	8%	13%
Unsure	2%	2%	3%	1%
Q18. College Degree				
Yes	43%	44%	39%	48%
No	57%	56%	61%	52%
Q19. Latino				
Yes	4%	3%	2%	2%
No	96%	97%	98%	98%
Q20. Race				
White	70%	76%	74%	78%
Black	26%	20%	24%	15%
Asian	1%	1%	0%	2%
Another race	3%	3%	3%	6%
Q19-20. Race + Ethnicity				
White	66%	72%	73%	74%
Black	27%	22%	24%	14%
Asian	1%	1%	0%	1%
Hispanic or Latino	3%	3%	1%	2%
Another race	3%	3%	2%	8%
Q21. Panel Willingness				
Yes	79%	78%	83%	82%
No	21%	22%	17%	18%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	71%	74%	79%	77%
Black	26%	22%	20%	17%
Hispanic	1%	1%	0%	0%
Other	3%	2%	1%	7%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	46%	46%	39%	36%
Republican	28%	29%	38%	22%
Other / Unaffiliated	26%	25%	23%	42%
DEMOGRAPHICS - AGE				
18-34	13%	8%	4%	18%
35-49	12%	11%	16%	18%
50-64	27%	26%	33%	31%
65-79	27%	41%	36%	23%
80+	21%	14%	10%	10%
DEMOGRAPHICS - GENDER				
Female	59%	65%	55%	48%
Male	41%	35%	45%	52%
CLARITY SCORES: PARTY				
0-19	34%	37%	41%	29%
20-39	4%	5%	3%	6%
40-59	4%	5%	9%	13%
60-79	8%	6%	6%	12%
80-100	50%	47%	41%	41%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	3%	2%	1%	3%
40-59	5%	5%	4%	4%
60-79	6%	8%	6%	8%
80-100	86%	85%	89%	85%
CLARITY SCORES: COLLEGE				
0-19	11%	14%	16%	17%
20-39	36%	31%	31%	33%
40-59	20%	25%	26%	18%
60-79	20%	16%	9%	17%
80-100	12%	15%	17%	16%
CLARITY SCORES: CHOICE				
0-19	20%	19%	21%	12%
20-39	26%	32%	32%	35%
40-59	36%	32%	28%	25%
60-79	14%	12%	13%	19%
80-100	5%	6%	6%	9%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	3%	3%	3%	8%
20-39	16%	11%	14%	17%

Confidential

	0	1-3	4-6	7+
40-59	30%	31%	35%	42%
60-79	39%	44%	34%	25%
80-100	12%	11%	13%	8%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	40%	41%	46%	43%
20-39	35%	34%	34%	32%
40-59	20%	21%	16%	18%
60-79	5%	4%	4%	5%
80-100	0%	0%	0%	1%
MEDIA MARKET				
Charlotte NC	18%	24%	20%	19%
Greensboro-High Point-Winston Salem NC	13%	20%	22%	17%
Norfolk-Portsmouth-Newport News VA	4%	1%	3%	4%
Greenville-New Bern-Washington NC	10%	9%	7%	17%
Wilmington NC	8%	5%	10%	5%
Raleigh-Durham (Fayetteville) NC	35%	31%	28%	23%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	9%	9%	9%
Myrtle Beach-Florence SC	4%	1%	2%	6%
DEMOGRAPHICS - PHONE TYPE				
Land-line	77%	84%	78%	63%
Wireless	23%	16%	22%	37%
Voter File Match				
Yes	76%	81%	86%	77%
No	24%	19%	14%	23%
Registered Voter (of Voter File Matches)				
Yes	96%	96%	95%	90%
No	4%	4%	5%	10%
Panel Respondent				
Yes	25%	25%	21%	18%
No	75%	75%	79%	82%

» Q8. HH Member Going to Work *against...*

	Yes	No	Unsure
<i>n</i>	(500)	(948)	(33)
Q1. Health Quality			
Poor	5%	4%	6%
Fair	11%	18%	31%
Good	51%	43%	44%
Very Good	34%	34%	19%
Q4. Number of People in HH			
1-3	62%	83%	77%
4-6	35%	14%	13%
7+	3%	3%	10%
Q5. Children in HH			
One	16%	9%	0%
Two	12%	6%	6%
Three or more	7%	5%	3%
None	65%	80%	91%
Q6. Non-HH Face to Face Count			
0	28%	40%	21%
1-3	38%	41%	36%
4-6	14%	11%	15%
7+	20%	8%	27%
Q7. Six Feet Away? (If Q6 > 0)			
0	19%	18%	23%
1-3	47%	59%	42%
4-6	14%	14%	12%
7+	21%	9%	23%
Q9. Children Interacting with Other Children			
Yes	28%	10%	0%
No	70%	89%	100%
Unsure	2%	1%	0%
Q10. Times in Group > 20 in Last Week			
0	73%	78%	54%
1-3	15%	19%	21%
4-6	5%	1%	11%
7+	6%	2%	14%
Q11. Contact with Others: Family			
Yes	75%	61%	48%
No	25%	39%	52%
Q11. Contact with Others: Friends			
Yes	21%	15%	45%
No	79%	85%	55%
Q11. Contact with Others: Co-workers			
Yes	20%	6%	0%
No	80%	94%	100%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	15%	5%	22%
No	85%	95%	78%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	15%	11%	25%
No	85%	89%	75%
Q12. Handwashing Count			
0	0%	1%	0%
1-3	7%	5%	15%
4-6	19%	20%	30%
7+	74%	74%	55%
Q13. Currently Practicing Social Distancing?			
Yes	95%	97%	84%
No	5%	3%	16%
Q14. Currently Experiencing Symptoms?			
Yes	2%	2%	10%
No	97%	96%	90%
Unsure	1%	1%	0%
Q15. Likelihood of getting Coronavirus			
Yes	10%	5%	5%
No	60%	68%	60%
Unsure	30%	27%	35%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	32%	28%	20%

Confidential

	Yes	No	Unsure
Most are reacting appropriately	55%	66%	65%
Most are overreacting to the actual risks	13%	6%	15%
Q17. Changes to Routine			
Large changes	62%	65%	25%
Small changes	27%	26%	55%
No real changes	9%	7%	10%
Unsure	2%	2%	10%
Q18. College Degree			
Yes	45%	49%	30%
No	55%	51%	70%
Q19. Latino			
Yes	3%	3%	15%
No	97%	97%	85%
Q20. Race			
White	76%	76%	75%
Black	18%	20%	25%
Asian	1%	1%	0%
Another race	5%	3%	0%
Q19-20. Race + Ethnicity			
White	73%	73%	58%
Black	19%	20%	21%
Asian	1%	1%	0%
Hispanic or Latino	3%	3%	9%
Another race	4%	3%	12%
Q21. Panel Willingness			
Yes	79%	81%	68%
No	21%	19%	32%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	77%	78%	54%
Black	19%	20%	27%
Hispanic	1%	0%	0%
Other	3%	2%	19%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	38%	46%	58%
Republican	28%	28%	31%
Other / Unaffiliated	34%	26%	12%
DEMOGRAPHICS - AGE			
18-34	15%	7%	12%
35-49	22%	11%	0%
50-64	37%	23%	12%
65-79	21%	43%	42%
80+	6%	17%	33%
DEMOGRAPHICS - GENDER			
Female	60%	63%	55%
Male	40%	37%	45%
CLARITY SCORES: PARTY			
0-19	35%	36%	27%
20-39	5%	5%	0%
40-59	8%	6%	8%
60-79	9%	5%	8%
80-100	42%	49%	58%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	0%
20-39	2%	2%	0%
40-59	6%	4%	8%
60-79	7%	8%	12%
80-100	85%	86%	80%
CLARITY SCORES: COLLEGE			
0-19	10%	15%	23%
20-39	32%	30%	38%
40-59	24%	20%	12%
60-79	18%	15%	19%
80-100	16%	19%	8%
CLARITY SCORES: CHOICE			
0-19	15%	17%	33%
20-39	29%	30%	13%
40-59	36%	28%	50%
60-79	15%	15%	4%
80-100	5%	9%	0%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	5%	4%	4%

Confidential

	Yes	No	Unsure
20-39	19%	16%	4%
40-59	30%	32%	19%
60-79	35%	38%	58%
80-100	11%	10%	15%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	41%	41%	38%
20-39	35%	31%	38%
40-59	18%	23%	21%
60-79	6%	6%	4%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	21%	25%	15%
Greensboro-High Point-Winston Salem NC	22%	18%	19%
Norfolk-Portsmouth-Newport News VA	3%	2%	0%
Greenville-New Bern-Washington NC	11%	8%	8%
Wilmington NC	6%	5%	15%
Raleigh-Durham (Fayetteville) NC	31%	32%	31%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	10%	4%
Myrtle Beach-Florence SC	2%	1%	8%
DEMOGRAPHICS - PHONE TYPE			
Land-line	71%	81%	96%
Wireless	29%	19%	4%
Voter File Match			
Yes	78%	81%	79%
No	22%	19%	21%
Registered Voter (of Voter File Matches)			
Yes	93%	97%	96%
No	7%	3%	4%
Panel Respondent			
Yes	19%	24%	21%
No	81%	76%	79%

» Q9. Children Interacting with Other Children *against...*

	Yes	No	Unsure
<i>n</i>	(63)	(273)	(5)
Q1. Health Quality			
Poor	3%	2%	0%
Fair	10%	13%	20%
Good	46%	46%	60%
Very Good	41%	39%	20%
Q4. Number of People in HH			
1-3	27%	33%	20%
4-6	70%	58%	40%
7+	3%	9%	40%
Q5. Children in HH			
One	48%	47%	20%
Two	35%	32%	20%
Three or more	17%	22%	60%
None	0%	0%	0%
Q6. Non-HH Face to Face Count			
0	22%	41%	20%
1-3	35%	32%	0%
4-6	17%	13%	20%
7+	25%	15%	60%
Q7. Six Feet Away? (If Q6 > 0)			
0	22%	12%	25%
1-3	43%	52%	0%
4-6	16%	17%	50%
7+	18%	18%	25%
Q8. HH Member Going to Work			
Yes	73%	43%	60%
No	27%	57%	40%
Unsure	0%	0%	0%
Q10. Times in Group > 20 in Last Week			
0	70%	78%	60%
1-3	21%	14%	20%
4-6	3%	4%	20%
7+	6%	3%	0%
Q11. Contact with Others: Family			
Yes	81%	80%	100%
No	19%	20%	0%
Q11. Contact with Others: Friends			
Yes	24%	10%	67%
No	76%	90%	33%
Q11. Contact with Others: Co-workers			
Yes	18%	15%	20%
No	82%	85%	80%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	11%	11%	0%
No	89%	89%	100%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	17%	11%	25%
No	83%	89%	75%
Q12. Handwashing Count			
0	0%	0%	0%
1-3	3%	5%	20%
4-6	21%	18%	0%
7+	75%	77%	80%
Q13. Currently Practicing Social Distancing?			
Yes	92%	97%	100%
No	8%	3%	0%
Q14. Currently Experiencing Symptoms?			
Yes	2%	1%	0%
No	97%	97%	100%
Unsure	2%	2%	0%
Q15. Likelihood of getting Coronavirus			
Yes	15%	11%	0%
No	59%	68%	50%
Unsure	25%	22%	50%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	28%	33%	0%

Confidential

	Yes	No	Unsure
Most are reacting appropriately	57%	58%	60%
Most are overreacting to the actual risks	16%	9%	40%
Q17. Changes to Routine			
Large changes	61%	69%	60%
Small changes	31%	21%	20%
No real changes	8%	9%	20%
Unsure	0%	1%	0%
Q18. College Degree			
Yes	47%	50%	40%
No	53%	50%	60%
Q19. Latino			
Yes	3%	6%	0%
No	97%	94%	100%
Q20. Race			
White	72%	74%	60%
Black	21%	18%	20%
Asian	2%	3%	0%
Another race	5%	5%	20%
Q19-20. Race + Ethnicity			
White	70%	68%	60%
Black	21%	19%	20%
Asian	2%	2%	0%
Hispanic or Latino	3%	6%	0%
Another race	5%	4%	20%
Q21. Panel Willingness			
Yes	89%	74%	100%
No	11%	26%	0%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	81%	76%	75%
Black	19%	20%	25%
Hispanic	0%	2%	0%
Other	0%	2%	0%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	34%	32%	25%
Republican	36%	27%	50%
Other / Unaffiliated	30%	40%	25%
DEMOGRAPHICS - AGE			
18-34	22%	18%	0%
35-49	33%	42%	40%
50-64	32%	25%	60%
65-79	13%	11%	0%
80+	0%	4%	0%
DEMOGRAPHICS - GENDER			
Female	65%	59%	40%
Male	35%	41%	60%
CLARITY SCORES: PARTY			
0-19	34%	38%	50%
20-39	4%	4%	0%
40-59	9%	12%	0%
60-79	17%	7%	25%
80-100	36%	38%	25%
CLARITY SCORES: TURNOUT			
0-19	0%	1%	0%
20-39	2%	1%	0%
40-59	5%	4%	0%
60-79	10%	11%	0%
80-100	83%	83%	100%
CLARITY SCORES: COLLEGE			
0-19	4%	8%	0%
20-39	32%	21%	25%
40-59	30%	30%	25%
60-79	15%	19%	50%
80-100	19%	21%	0%
CLARITY SCORES: CHOICE			
0-19	18%	10%	0%
20-39	27%	29%	25%
40-59	31%	40%	50%
60-79	18%	14%	25%
80-100	7%	7%	0%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	4%	5%	0%

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	Yes	No	Unsure
20-39	28%	26%	25%
40-59	36%	33%	25%
60-79	21%	30%	50%
80-100	11%	5%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	42%	40%	50%
20-39	27%	32%	25%
40-59	27%	23%	25%
60-79	4%	5%	0%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	36%	26%	0%
Greensboro-High Point-Winston Salem NC	11%	17%	25%
Norfolk-Portsmouth-Newport News VA	0%	1%	0%
Greenville-New Bern-Washington NC	11%	9%	25%
Wilmington NC	6%	4%	0%
Raleigh-Durham (Fayetteville) NC	26%	31%	50%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	11%	10%	0%
Myrtle Beach-Florence SC	0%	0%	0%
DEMOGRAPHICS - PHONE TYPE			
Land-line	55%	50%	75%
Wireless	45%	50%	25%
Voter File Match			
Yes	75%	74%	80%
No	25%	26%	20%
Registered Voter (of Voter File Matches)			
Yes	89%	93%	100%
No	11%	7%	0%
Panel Respondent			
Yes	24%	18%	20%
No	76%	82%	80%

» Q10. Times in Group > 20 in Last Week *against...*

	0	1-3	4-6	7+
<i>n</i>	(1,085)	(254)	(35)	(58)
Q1. Health Quality				
Poor	4%	4%	0%	9%
Fair	15%	20%	17%	19%
Good	47%	44%	43%	50%
Very Good	35%	31%	40%	22%
Q4. Number of People in HH				
1-3	76%	80%	71%	66%
4-6	22%	18%	26%	20%
7+	3%	2%	3%	14%
Q5. Children in HH				
One	11%	10%	24%	7%
Two	8%	7%	3%	9%
Three or more	5%	5%	12%	9%
None	75%	78%	62%	74%
Q6. Non-HH Face to Face Count				
0	41%	18%	11%	9%
1-3	38%	54%	31%	24%
4-6	11%	14%	26%	7%
7+	9%	14%	31%	60%
Q7. Six Feet Away? (If Q6 > 0)				
0	19%	14%	13%	27%
1-3	55%	61%	39%	22%
4-6	14%	13%	19%	6%
7+	11%	12%	29%	45%
Q8. HH Member Going to Work				
Yes	33%	29%	66%	56%
No	66%	69%	26%	36%
Unsure	1%	2%	9%	7%
Q9. Children Interacting with Other Children				
Yes	17%	25%	15%	31%
No	82%	74%	77%	69%
Unsure	1%	2%	8%	0%
Q11. Contact with Others: Family				
Yes	66%	62%	87%	58%
No	34%	38%	13%	42%
Q11. Contact with Others: Friends				
Yes	14%	23%	40%	36%
No	86%	77%	60%	64%
Q11. Contact with Others: Co-workers				
Yes	9%	12%	39%	39%
No	91%	88%	61%	61%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	6%	13%	30%	33%
No	94%	87%	70%	67%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	10%	17%	56%	22%
No	90%	83%	44%	78%
Q12. Handwashing Count				
0	1%	0%	0%	4%
1-3	5%	8%	3%	12%
4-6	20%	20%	19%	16%
7+	74%	73%	77%	67%
Q13. Currently Practicing Social Distancing?				
Yes	97%	93%	84%	88%
No	3%	7%	16%	13%
Q14. Currently Experiencing Symptoms?				
Yes	2%	4%	3%	10%
No	97%	95%	97%	88%
Unsure	1%	1%	0%	2%
Q15. Likelihood of getting Coronavirus				
Yes	7%	3%	6%	17%
No	66%	64%	61%	63%
Unsure	27%	34%	32%	21%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	29%	26%	29%	46%
Most are reacting appropriately	63%	62%	45%	41%

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	0	1-3	4-6	7+
Most are overreacting to the actual risks	8%	12%	26%	13%
Q17. Changes to Routine				
Large changes	67%	56%	42%	38%
Small changes	24%	35%	42%	45%
No real changes	8%	6%	16%	11%
Unsure	2%	3%	0%	6%
Q18. College Degree				
Yes	51%	39%	20%	36%
No	49%	61%	80%	64%
Q19. Latino				
Yes	3%	3%	3%	4%
No	97%	97%	97%	96%
Q20. Race				
White	79%	67%	71%	53%
Black	17%	29%	29%	30%
Asian	1%	0%	0%	5%
Another race	3%	4%	0%	12%
Q19-20. Race + Ethnicity				
White	76%	63%	63%	55%
Black	16%	31%	31%	29%
Asian	1%	0%	0%	3%
Hispanic or Latino	3%	3%	3%	3%
Another race	3%	4%	3%	9%
Q21. Panel Willingness				
Yes	82%	78%	67%	60%
No	18%	22%	33%	40%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	81%	65%	63%	67%
Black	16%	31%	30%	31%
Hispanic	0%	1%	3%	0%
Other	2%	3%	3%	2%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	41%	49%	50%	57%
Republican	29%	28%	33%	21%
Other / Unaffiliated	30%	23%	17%	21%
DEMOGRAPHICS - AGE				
18-34	10%	8%	6%	22%
35-49	16%	9%	11%	9%
50-64	28%	24%	31%	29%
65-79	34%	43%	40%	16%
80+	12%	16%	11%	24%
DEMOGRAPHICS - GENDER				
Female	63%	57%	51%	64%
Male	37%	43%	49%	36%
CLARITY SCORES: PARTY				
0-19	36%	35%	40%	24%
20-39	6%	2%	7%	2%
40-59	7%	5%	3%	14%
60-79	7%	7%	3%	7%
80-100	45%	52%	47%	52%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	2%	2%	0%	3%
40-59	5%	4%	4%	5%
60-79	8%	6%	11%	16%
80-100	85%	88%	86%	76%
CLARITY SCORES: COLLEGE				
0-19	12%	14%	30%	17%
20-39	29%	36%	37%	36%
40-59	21%	24%	20%	17%
60-79	17%	15%	10%	26%
80-100	21%	11%	3%	5%
CLARITY SCORES: CHOICE				
0-19	16%	21%	24%	15%
20-39	27%	32%	41%	30%
40-59	33%	32%	28%	35%
60-79	16%	13%	3%	15%
80-100	9%	4%	3%	5%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	4%	3%	0%	10%
20-39	18%	11%	17%	14%

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	0	1-3	4-6	7+
40-59	33%	25%	33%	33%
60-79	35%	51%	37%	33%
80-100	10%	11%	13%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	41%	38%	55%	38%
20-39	30%	38%	28%	38%
40-59	22%	21%	14%	18%
60-79	6%	3%	3%	8%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	23%	26%	30%	31%
Greensboro-High Point-Winston Salem NC	19%	16%	33%	14%
Norfolk-Portsmouth-Newport News VA	2%	2%	0%	2%
Greenville-New Bern-Washington NC	8%	9%	20%	10%
Wilmington NC	5%	7%	0%	12%
Raleigh-Durham (Fayetteville) NC	32%	34%	13%	29%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	10%	5%	3%	2%
Myrtle Beach-Florence SC	1%	2%	0%	0%
DEMOGRAPHICS - PHONE TYPE				
Land-line	74%	86%	83%	74%
Wireless	26%	14%	17%	26%
Voter File Match				
Yes	79%	78%	86%	72%
No	21%	22%	14%	28%
Registered Voter (of Voter File Matches)				
Yes	96%	96%	93%	88%
No	4%	4%	7%	12%
Panel Respondent				
Yes	23%	22%	26%	12%
No	77%	78%	74%	88%

» Q11. Contact with Others: Family *against...*

	Yes	No
<i>n</i>	(920)	(487)
Q1. Health Quality		
Poor	4%	4%
Fair	14%	19%
Good	46%	47%
Very Good	36%	30%
Q4. Number of People in HH		
1-3	68%	90%
4-6	28%	8%
7+	4%	2%
Q5. Children in HH		
One	13%	7%
Two	10%	5%
Three or more	7%	2%
None	70%	85%
Q6. Non-HH Face to Face Count		
0	31%	44%
1-3	41%	39%
4-6	14%	7%
7+	14%	10%
Q7. Six Feet Away? (If Q6 > 0)		
0	16%	23%
1-3	55%	52%
4-6	15%	12%
7+	14%	13%
Q8. HH Member Going to Work		
Yes	39%	25%
No	60%	72%
Unsure	1%	3%
Q9. Children Interacting with Other Children		
Yes	19%	18%
No	79%	82%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week		
0	77%	76%
1-3	16%	19%
4-6	3%	1%
7+	3%	5%
Q11. Contact with Others: Friends		
Yes	19%	14%
No	81%	86%
Q11. Contact with Others: Co-workers		
Yes	13%	9%
No	87%	91%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	9%	7%
No	91%	93%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	13%	11%
No	87%	89%
Q12. Handwashing Count		
0	0%	1%
1-3	4%	8%
4-6	19%	22%
7+	76%	69%
Q13. Currently Practicing Social Distancing?		
Yes	96%	95%
No	4%	5%
Q14. Currently Experiencing Symptoms?		
Yes	2%	3%
No	97%	96%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	7%	5%
No	65%	67%
Unsure	28%	28%
Q16. NC Response to Coronavirus		

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	Yes	No
Most are underestimating the risks	30%	28%
Most are reacting appropriately	61%	64%
Most are overreacting to the actual risks	9%	8%
Q17. Changes to Routine		
Large changes	67%	58%
Small changes	24%	30%
No real changes	7%	9%
Unsure	2%	3%
Q18. College Degree		
Yes	51%	42%
No	49%	58%
Q19. Latino		
Yes	3%	2%
No	97%	98%
Q20. Race		
White	78%	72%
Black	18%	22%
Asian	1%	2%
Another race	3%	5%
Q19-20. Race + Ethnicity		
White	75%	70%
Black	18%	22%
Asian	1%	2%
Hispanic or Latino	3%	2%
Another race	3%	5%
Q21. Panel Willingness		
Yes	81%	79%
No	19%	21%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	79%	76%
Black	18%	20%
Hispanic	1%	0%
Other	2%	3%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	41%	47%
Republican	31%	24%
Other / Unaffiliated	29%	28%
DEMOGRAPHICS - AGE		
18-34	10%	10%
35-49	17%	10%
50-64	31%	20%
65-79	31%	42%
80+	10%	19%
DEMOGRAPHICS - GENDER		
Female	60%	64%
Male	40%	36%
CLARITY SCORES: PARTY		
0-19	39%	30%
20-39	4%	6%
40-59	6%	7%
60-79	7%	7%
80-100	44%	50%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	1%	3%
40-59	4%	7%
60-79	7%	9%
80-100	87%	81%
CLARITY SCORES: COLLEGE		
0-19	11%	16%
20-39	28%	37%
40-59	22%	21%
60-79	19%	13%
80-100	21%	13%
CLARITY SCORES: CHOICE		
0-19	17%	16%
20-39	28%	31%
40-59	31%	32%
60-79	16%	14%
80-100	8%	7%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	4%	5%
20-39	16%	18%
40-59	31%	33%
60-79	38%	38%
80-100	11%	8%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	44%	37%
20-39	28%	38%
40-59	22%	19%
60-79	6%	6%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	24%	25%
Greensboro-High Point-Winston Salem NC	18%	21%
Norfolk-Portsmouth-Newport News VA	2%	2%
Greenville-New Bern-Washington NC	9%	7%
Wilmington NC	5%	6%
Raleigh-Durham (Fayetteville) NC	33%	30%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	8%
Myrtle Beach-Florence SC	1%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	74%	81%
Wireless	26%	19%
Voter File Match		
Yes	80%	76%
No	20%	24%
Registered Voter (of Voter File Matches)		
Yes	96%	95%
No	4%	5%
Panel Respondent		
Yes	22%	24%
No	78%	76%

» Q11. Contact with Others: Friends *against*...

	Yes	No
<i>n</i>	(214)	(1,047)
Q1. Health Quality		
Poor	8%	3%
Fair	17%	15%
Good	38%	48%
Very Good	37%	34%
Q4. Number of People in HH		
1-3	77%	75%
4-6	18%	23%
7+	4%	3%
Q5. Children in HH		
One	9%	13%
Two	7%	9%
Three or more	4%	6%
None	80%	73%
Q6. Non-HH Face to Face Count		
0	13%	41%
1-3	47%	38%
4-6	19%	11%
7+	21%	11%
Q7. Six Feet Away? (If Q6 > 0)		
0	19%	18%
1-3	46%	56%
4-6	18%	13%
7+	17%	14%
Q8. HH Member Going to Work		
Yes	42%	33%
No	56%	67%
Unsure	2%	1%
Q9. Children Interacting with Other Children		
Yes	33%	15%
No	63%	84%
Unsure	5%	0%
Q10. Times in Group > 20 in Last Week		
0	63%	80%
1-3	23%	15%
4-6	6%	2%
7+	8%	3%
Q11. Contact with Others: Family		
Yes	70%	62%
No	30%	38%
Q11. Contact with Others: Co-workers		
Yes	37%	7%
No	63%	93%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	30%	5%
No	70%	95%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	31%	9%
No	69%	91%
Q12. Handwashing Count		
0	1%	0%
1-3	8%	5%
4-6	20%	20%
7+	71%	75%
Q13. Currently Practicing Social Distancing?		
Yes	91%	97%
No	9%	3%
Q14. Currently Experiencing Symptoms?		
Yes	4%	2%
No	95%	97%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	7%	7%
No	64%	66%
Unsure	29%	27%
Q16. NC Response to Coronavirus		

Confidential

	Yes	No
Most are underestimating the risks	28%	29%
Most are reacting appropriately	57%	63%
Most are overreacting to the actual risks	15%	8%
Q17. Changes to Routine		
Large changes	56%	65%
Small changes	30%	26%
No real changes	10%	8%
Unsure	4%	2%
Q18. College Degree		
Yes	43%	50%
No	57%	50%
Q19. Latino		
Yes	2%	4%
No	98%	96%
Q20. Race		
White	74%	77%
Black	19%	19%
Asian	2%	1%
Another race	5%	4%
Q19-20. Race + Ethnicity		
White	72%	74%
Black	20%	18%
Asian	2%	1%
Hispanic or Latino	2%	3%
Another race	4%	3%
Q21. Panel Willingness		
Yes	78%	81%
No	22%	19%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	80%	80%
Black	19%	17%
Hispanic	0%	1%
Other	2%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	40%	42%
Republican	30%	28%
Other / Unaffiliated	31%	30%
DEMOGRAPHICS - AGE		
18-34	11%	11%
35-49	13%	17%
50-64	25%	28%
65-79	36%	33%
80+	14%	11%
DEMOGRAPHICS - GENDER		
Female	60%	61%
Male	40%	39%
CLARITY SCORES: PARTY		
0-19	37%	36%
20-39	5%	5%
40-59	7%	7%
60-79	11%	6%
80-100	40%	46%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	3%	2%
40-59	6%	5%
60-79	8%	8%
80-100	84%	85%
CLARITY SCORES: COLLEGE		
0-19	14%	11%
20-39	33%	29%
40-59	21%	23%
60-79	18%	17%
80-100	14%	20%
CLARITY SCORES: CHOICE		
0-19	21%	16%
20-39	30%	28%
40-59	31%	32%
60-79	13%	16%
80-100	5%	9%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	5%	5%
20-39	13%	18%
40-59	35%	31%
60-79	36%	36%
80-100	11%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	44%	41%
20-39	31%	30%
40-59	19%	22%
60-79	6%	6%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	26%	24%
Greensboro-High Point-Winston Salem NC	18%	20%
Norfolk-Portsmouth-Newport News VA	1%	2%
Greenville-New Bern-Washington NC	11%	7%
Wilmington NC	7%	4%
Raleigh-Durham (Fayetteville) NC	27%	33%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	10%	9%
Myrtle Beach-Florence SC	1%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	80%	72%
Wireless	20%	28%
Voter File Match		
Yes	78%	77%
No	22%	23%
Registered Voter (of Voter File Matches)		
Yes	94%	96%
No	6%	4%
Panel Respondent		
Yes	22%	23%
No	78%	77%

» Q11. Contact with Others: Co-workers *against...*

	Yes	No
<i>n</i>	(135)	(1,063)
Q1. Health Quality		
Poor	4%	3%
Fair	15%	14%
Good	41%	47%
Very Good	39%	35%
Q4. Number of People in HH		
1-3	64%	75%
4-6	32%	21%
7+	4%	3%
Q5. Children in HH		
One	24%	11%
Two	9%	9%
Three or more	7%	6%
None	60%	74%
Q6. Non-HH Face to Face Count		
0	14%	40%
1-3	31%	39%
4-6	15%	11%
7+	41%	10%
Q7. Six Feet Away? (If Q6 > 0)		
0	16%	18%
1-3	34%	57%
4-6	17%	13%
7+	34%	12%
Q8. HH Member Going to Work		
Yes	63%	31%
No	37%	68%
Unsure	0%	1%
Q9. Children Interacting with Other Children		
Yes	20%	18%
No	78%	81%
Unsure	2%	2%
Q10. Times in Group > 20 in Last Week		
0	62%	80%
1-3	16%	16%
4-6	8%	2%
7+	13%	3%
Q11. Contact with Others: Family		
Yes	72%	63%
No	28%	37%
Q11. Contact with Others: Friends		
Yes	48%	10%
No	52%	90%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	59%	2%
No	41%	98%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	36%	9%
No	64%	91%
Q12. Handwashing Count		
0	1%	0%
1-3	3%	6%
4-6	18%	20%
7+	78%	74%
Q13. Currently Practicing Social Distancing?		
Yes	89%	97%
No	11%	3%
Q14. Currently Experiencing Symptoms?		
Yes	3%	2%
No	96%	97%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	8%	7%
No	65%	66%
Unsure	27%	27%
Q16. NC Response to Coronavirus		

Confidential

	Yes	No
Most are underestimating the risks	30%	29%
Most are reacting appropriately	55%	63%
Most are overreacting to the actual risks	15%	9%
Q17. Changes to Routine		
Large changes	57%	65%
Small changes	27%	26%
No real changes	13%	8%
Unsure	4%	1%
Q18. College Degree		
Yes	44%	50%
No	56%	50%
Q19. Latino		
Yes	4%	3%
No	96%	97%
Q20. Race		
White	72%	77%
Black	22%	17%
Asian	2%	1%
Another race	5%	4%
Q19-20. Race + Ethnicity		
White	69%	75%
Black	21%	17%
Asian	1%	1%
Hispanic or Latino	4%	3%
Another race	4%	4%
Q21. Panel Willingness		
Yes	76%	80%
No	24%	20%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	78%	81%
Black	18%	17%
Hispanic	1%	1%
Other	3%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	38%	42%
Republican	26%	28%
Other / Unaffiliated	36%	30%
DEMOGRAPHICS - AGE		
18-34	21%	10%
35-49	24%	16%
50-64	29%	28%
65-79	15%	34%
80+	11%	11%
DEMOGRAPHICS - GENDER		
Female	51%	61%
Male	49%	39%
CLARITY SCORES: PARTY		
0-19	35%	36%
20-39	5%	5%
40-59	10%	7%
60-79	13%	7%
80-100	38%	46%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	2%	2%
40-59	11%	4%
60-79	14%	7%
80-100	73%	86%
CLARITY SCORES: COLLEGE		
0-19	10%	12%
20-39	30%	29%
40-59	24%	22%
60-79	23%	17%
80-100	13%	20%
CLARITY SCORES: CHOICE		
0-19	18%	16%
20-39	29%	28%
40-59	32%	32%
60-79	19%	16%
80-100	3%	9%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	8%	5%
20-39	22%	18%
40-59	38%	31%
60-79	22%	37%
80-100	10%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	44%	41%
20-39	32%	31%
40-59	18%	22%
60-79	6%	6%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	17%	25%
Greensboro-High Point-Winston Salem NC	25%	19%
Norfolk-Portsmouth-Newport News VA	1%	2%
Greenville-New Bern-Washington NC	13%	7%
Wilmington NC	8%	4%
Raleigh-Durham (Fayetteville) NC	24%	33%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	13%	9%
Myrtle Beach-Florence SC	0%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	54%	74%
Wireless	46%	26%
Voter File Match		
Yes	76%	77%
No	24%	23%
Registered Voter (of Voter File Matches)		
Yes	93%	95%
No	7%	5%
Panel Respondent		
Yes	13%	24%
No	87%	76%

» Q11. Contact with Others: Clients, patients, or patrons *against...*

	Yes	No
<i>n</i>	(100)	(1,080)
Q1. Health Quality		
Poor	6%	3%
Fair	16%	14%
Good	39%	47%
Very Good	38%	36%
Q4. Number of People in HH		
1-3	66%	75%
4-6	29%	22%
7+	5%	3%
Q5. Children in HH		
One	18%	12%
Two	10%	9%
Three or more	6%	6%
None	66%	73%
Q6. Non-HH Face to Face Count		
0	12%	40%
1-3	37%	38%
4-6	13%	11%
7+	38%	11%
Q7. Six Feet Away? (If Q6 > 0)		
0	16%	17%
1-3	36%	56%
4-6	9%	14%
7+	38%	13%
Q8. HH Member Going to Work		
Yes	62%	32%
No	36%	67%
Unsure	2%	1%
Q9. Children Interacting with Other Children		
Yes	18%	18%
No	82%	81%
Unsure	0%	1%
Q10. Times in Group > 20 in Last Week		
0	54%	81%
1-3	23%	15%
4-6	8%	2%
7+	15%	3%
Q11. Contact with Others: Family		
Yes	70%	63%
No	30%	37%
Q11. Contact with Others: Friends		
Yes	49%	10%
No	51%	90%
Q11. Contact with Others: Co-workers		
Yes	77%	5%
No	23%	95%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	45%	9%
No	55%	91%
Q12. Handwashing Count		
0	2%	0%
1-3	4%	5%
4-6	19%	20%
7+	75%	74%
Q13. Currently Practicing Social Distancing?		
Yes	88%	97%
No	12%	3%
Q14. Currently Experiencing Symptoms?		
Yes	4%	2%
No	96%	97%
Unsure	0%	1%
Q15. Likelihood of getting Coronavirus		
Yes	8%	7%
No	58%	66%
Unsure	34%	26%
Q16. NC Response to Coronavirus		

Confidential

	Yes	No
Most are underestimating the risks	32%	29%
Most are reacting appropriately	52%	63%
Most are overreacting to the actual risks	16%	9%
Q17. Changes to Routine		
Large changes	54%	65%
Small changes	23%	26%
No real changes	19%	7%
Unsure	4%	2%
Q18. College Degree		
Yes	43%	49%
No	57%	51%
Q19. Latino		
Yes	4%	3%
No	96%	97%
Q20. Race		
White	76%	77%
Black	19%	18%
Asian	0%	1%
Another race	4%	4%
Q19-20. Race + Ethnicity		
White	73%	75%
Black	19%	17%
Asian	0%	1%
Hispanic or Latino	4%	3%
Another race	4%	4%
Q21. Panel Willingness		
Yes	74%	80%
No	26%	20%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	76%	80%
Black	20%	17%
Hispanic	1%	1%
Other	3%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	33%	42%
Republican	28%	28%
Other / Unaffiliated	39%	30%
DEMOGRAPHICS - AGE		
18-34	14%	11%
35-49	23%	16%
50-64	25%	29%
65-79	21%	33%
80+	17%	10%
DEMOGRAPHICS - GENDER		
Female	53%	61%
Male	47%	39%
CLARITY SCORES: PARTY		
0-19	41%	36%
20-39	5%	5%
40-59	8%	7%
60-79	12%	7%
80-100	33%	46%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	0%	2%
40-59	13%	4%
60-79	11%	7%
80-100	76%	85%
CLARITY SCORES: COLLEGE		
0-19	11%	11%
20-39	31%	29%
40-59	23%	22%
60-79	21%	17%
80-100	15%	20%
CLARITY SCORES: CHOICE		
0-19	20%	16%
20-39	34%	27%
40-59	28%	32%
60-79	14%	16%
80-100	4%	8%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	9%	5%
20-39	17%	18%
40-59	40%	32%
60-79	23%	36%
80-100	11%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	52%	40%
20-39	30%	31%
40-59	14%	22%
60-79	4%	6%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	11%	26%
Greensboro-High Point-Winston Salem NC	21%	19%
Norfolk-Portsmouth-Newport News VA	1%	2%
Greenville-New Bern-Washington NC	17%	7%
Wilmington NC	3%	5%
Raleigh-Durham (Fayetteville) NC	32%	32%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	15%	9%
Myrtle Beach-Florence SC	0%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	64%	72%
Wireless	36%	28%
Voter File Match		
Yes	75%	77%
No	25%	23%
Registered Voter (of Voter File Matches)		
Yes	95%	96%
No	5%	4%
Panel Respondent		
Yes	13%	24%
No	87%	76%

» Q11. Contact with Others: Any other type of person not already mentioned *against...*

	Yes	No
<i>n</i>	(147)	(1,018)
Q1. Health Quality		
Poor	5%	3%
Fair	15%	15%
Good	42%	46%
Very Good	37%	36%
Q4. Number of People in HH		
1-3	73%	74%
4-6	23%	23%
7+	4%	3%
Q5. Children in HH		
One	12%	13%
Two	8%	9%
Three or more	7%	6%
None	73%	72%
Q6. Non-HH Face to Face Count		
0	17%	40%
1-3	45%	37%
4-6	15%	11%
7+	23%	12%
Q7. Six Feet Away? (If Q6 > 0)		
0	18%	17%
1-3	46%	54%
4-6	16%	14%
7+	20%	15%
Q8. HH Member Going to Work		
Yes	41%	34%
No	57%	66%
Unsure	1%	1%
Q9. Children Interacting with Other Children		
Yes	24%	17%
No	74%	82%
Unsure	3%	1%
Q10. Times in Group > 20 in Last Week		
0	61%	81%
1-3	21%	15%
4-6	10%	1%
7+	7%	4%
Q11. Contact with Others: Family		
Yes	67%	64%
No	33%	36%
Q11. Contact with Others: Friends		
Yes	35%	11%
No	65%	89%
Q11. Contact with Others: Co-workers		
Yes	33%	8%
No	67%	92%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	31%	5%
No	69%	95%
Q12. Handwashing Count		
0	1%	0%
1-3	8%	5%
4-6	21%	20%
7+	71%	74%
Q13. Currently Practicing Social Distancing?		
Yes	92%	97%
No	8%	3%
Q14. Currently Experiencing Symptoms?		
Yes	3%	2%
No	95%	97%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	8%	7%
No	61%	67%
Unsure	32%	26%
Q16. NC Response to Coronavirus		

Confidential

	Yes	No
Most are underestimating the risks	30%	29%
Most are reacting appropriately	55%	62%
Most are overreacting to the actual risks	15%	9%
Q17. Changes to Routine		
Large changes	61%	65%
Small changes	28%	25%
No real changes	7%	9%
Unsure	4%	2%
Q18. College Degree		
Yes	47%	50%
No	53%	50%
Q19. Latino		
Yes	3%	3%
No	97%	97%
Q20. Race		
White	76%	77%
Black	17%	18%
Asian	1%	1%
Another race	6%	4%
Q19-20. Race + Ethnicity		
White	73%	74%
Black	17%	18%
Asian	1%	1%
Hispanic or Latino	3%	3%
Another race	5%	3%
Q21. Panel Willingness		
Yes	85%	79%
No	15%	21%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	80%	80%
Black	18%	17%
Hispanic	0%	1%
Other	3%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	38%	41%
Republican	29%	28%
Other / Unaffiliated	33%	31%
DEMOGRAPHICS - AGE		
18-34	9%	12%
35-49	17%	17%
50-64	33%	28%
65-79	29%	33%
80+	12%	10%
DEMOGRAPHICS - GENDER		
Female	59%	60%
Male	41%	40%
CLARITY SCORES: PARTY		
0-19	40%	36%
20-39	5%	5%
40-59	4%	7%
60-79	9%	7%
80-100	42%	45%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	1%	2%
40-59	5%	5%
60-79	9%	8%
80-100	85%	85%
CLARITY SCORES: COLLEGE		
0-19	14%	11%
20-39	30%	29%
40-59	18%	23%
60-79	19%	17%
80-100	19%	20%
CLARITY SCORES: CHOICE		
0-19	21%	15%
20-39	30%	27%
40-59	25%	34%
60-79	16%	16%
80-100	7%	8%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	6%	5%
20-39	12%	19%
40-59	36%	31%
60-79	32%	36%
80-100	13%	8%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	49%	40%
20-39	24%	32%
40-59	18%	23%
60-79	9%	5%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	19%	25%
Greensboro-High Point-Winston Salem NC	23%	19%
Norfolk-Portsmouth-Newport News VA	1%	2%
Greenville-New Bern-Washington NC	7%	8%
Wilmington NC	0%	5%
Raleigh-Durham (Fayetteville) NC	42%	30%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	9%
Myrtle Beach-Florence SC	0%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	78%	70%
Wireless	22%	30%
Voter File Match		
Yes	77%	76%
No	23%	24%
Registered Voter (of Voter File Matches)		
Yes	96%	95%
No	4%	5%
Panel Respondent		
Yes	22%	23%
No	78%	77%

» Q12. Handwashing Count *against...*

	0	1-3	4-6	7+
<i>n</i>	(8)	(78)	(273)	(1,007)
Q1. Health Quality				
Poor	38%	10%	4%	4%
Fair	38%	18%	18%	14%
Good	13%	40%	49%	46%
Very Good	13%	32%	29%	36%
Q4. Number of People in HH				
1-3	75%	82%	77%	75%
4-6	0%	16%	21%	22%
7+	25%	3%	2%	3%
Q5. Children in HH				
One	0%	10%	8%	12%
Two	0%	8%	10%	7%
Three or more	0%	4%	4%	6%
None	100%	78%	78%	74%
Q6. Non-HH Face to Face Count				
0	25%	33%	36%	36%
1-3	38%	49%	39%	39%
4-6	25%	8%	11%	12%
7+	13%	10%	14%	13%
Q7. Six Feet Away? (If Q6 > 0)				
0	33%	23%	18%	18%
1-3	33%	52%	53%	54%
4-6	17%	12%	14%	14%
7+	17%	13%	15%	14%
Q8. HH Member Going to Work				
Yes	29%	39%	33%	34%
No	71%	57%	65%	65%
Unsure	0%	4%	2%	1%
Q9. Children Interacting with Other Children				
Yes	0%	13%	22%	18%
No	0%	81%	78%	80%
Unsure	0%	6%	0%	2%
Q10. Times in Group > 20 in Last Week				
0	75%	68%	79%	78%
1-3	0%	23%	16%	16%
4-6	0%	1%	2%	2%
7+	25%	8%	3%	3%
Q11. Contact with Others: Family				
Yes	29%	51%	62%	68%
No	71%	49%	38%	32%
Q11. Contact with Others: Friends				
Yes	33%	25%	17%	16%
No	67%	75%	83%	84%
Q11. Contact with Others: Co-workers				
Yes	33%	6%	10%	12%
No	67%	94%	90%	88%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	33%	6%	8%	9%
No	67%	94%	92%	91%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	17%	17%	13%	12%
No	83%	83%	87%	88%
Q13. Currently Practicing Social Distancing?				
Yes	50%	96%	96%	96%
No	50%	4%	4%	4%
Q14. Currently Experiencing Symptoms?				
Yes	25%	5%	3%	2%
No	75%	92%	97%	97%
Unsure	0%	3%	0%	1%
Q15. Likelihood of getting Coronavirus				
Yes	13%	6%	5%	7%
No	50%	64%	66%	65%
Unsure	38%	30%	29%	28%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	38%	26%	24%	31%
Most are reacting appropriately	25%	66%	66%	61%

Confidential

	0	1-3	4-6	7+
Most are overreacting to the actual risks	38%	8%	10%	9%
Q17. Changes to Routine				
Large changes	50%	45%	62%	65%
Small changes	13%	36%	28%	26%
No real changes	38%	17%	8%	7%
Unsure	0%	1%	2%	2%
Q18. College Degree				
Yes	63%	56%	55%	44%
No	38%	44%	45%	56%
Q19. Latino				
Yes	0%	5%	3%	3%
No	100%	95%	97%	97%
Q20. Race				
White	63%	68%	82%	75%
Black	13%	25%	15%	20%
Asian	13%	4%	1%	1%
Another race	13%	3%	2%	4%
Q19-20. Race + Ethnicity				
White	63%	65%	79%	73%
Black	13%	23%	14%	20%
Asian	13%	4%	1%	1%
Hispanic or Latino	0%	5%	3%	3%
Another race	13%	3%	2%	4%
Q21. Panel Willingness				
Yes	71%	80%	78%	80%
No	29%	20%	22%	20%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	83%	72%	83%	78%
Black	17%	24%	15%	19%
Hispanic	0%	2%	1%	0%
Other	0%	2%	2%	2%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	0%	43%	43%	43%
Republican	33%	26%	28%	29%
Other / Unaffiliated	67%	31%	30%	28%
DEMOGRAPHICS - AGE				
18-34	0%	18%	10%	10%
35-49	0%	10%	14%	16%
50-64	38%	27%	24%	29%
65-79	38%	27%	36%	35%
80+	25%	18%	15%	11%
DEMOGRAPHICS - GENDER				
Female	25%	44%	54%	65%
Male	75%	56%	46%	35%
CLARITY SCORES: PARTY				
0-19	67%	34%	35%	36%
20-39	0%	2%	6%	5%
40-59	0%	7%	6%	7%
60-79	17%	10%	7%	6%
80-100	17%	47%	46%	46%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	0%	5%	2%	1%
40-59	0%	9%	6%	4%
60-79	25%	14%	8%	7%
80-100	75%	71%	84%	87%
CLARITY SCORES: COLLEGE				
0-19	33%	10%	12%	13%
20-39	0%	34%	30%	30%
40-59	17%	21%	21%	22%
60-79	17%	21%	15%	17%
80-100	33%	14%	23%	18%
CLARITY SCORES: CHOICE				
0-19	33%	19%	15%	17%
20-39	17%	32%	27%	28%
40-59	33%	28%	26%	34%
60-79	17%	11%	22%	14%
80-100	0%	9%	10%	7%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	0%	3%	4%	5%
20-39	33%	19%	21%	16%

Confidential

	0	1-3	4-6	7+
40-59	33%	38%	32%	31%
60-79	17%	28%	35%	38%
80-100	17%	12%	8%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	67%	38%	40%	42%
20-39	33%	34%	28%	32%
40-59	0%	15%	28%	21%
60-79	0%	13%	5%	6%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	33%	24%	26%	23%
Greensboro-High Point-Winston Salem NC	17%	21%	20%	19%
Norfolk-Portsmouth-Newport News VA	0%	3%	0%	2%
Greenville-New Bern-Washington NC	0%	10%	7%	8%
Wilmington NC	0%	3%	2%	6%
Raleigh-Durham (Fayetteville) NC	33%	29%	36%	30%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	17%	7%	8%	9%
Myrtle Beach-Florence SC	0%	2%	0%	1%
DEMOGRAPHICS - PHONE TYPE				
Land-line	100%	78%	72%	76%
Wireless	0%	22%	28%	24%
Voter File Match				
Yes	75%	74%	75%	78%
No	25%	26%	25%	22%
Registered Voter (of Voter File Matches)				
Yes	67%	97%	98%	95%
No	33%	3%	2%	5%
Panel Respondent				
Yes	13%	21%	21%	24%
No	88%	79%	79%	76%

» Q13. Currently Practicing Social Distancing? *against...*

	Yes	No
<i>n</i>	(1,300)	(59)
Q1. Health Quality		
Poor	4%	7%
Fair	15%	31%
Good	46%	41%
Very Good	35%	22%
Q4. Number of People in HH		
1-3	76%	71%
4-6	21%	21%
7+	3%	9%
Q5. Children in HH		
One	11%	15%
Two	8%	5%
Three or more	6%	5%
None	75%	75%
Q6. Non-HH Face to Face Count		
0	36%	26%
1-3	40%	33%
4-6	11%	28%
7+	12%	14%
Q7. Six Feet Away? (If Q6 > 0)		
0	18%	26%
1-3	54%	40%
4-6	13%	23%
7+	14%	12%
Q8. HH Member Going to Work		
Yes	34%	42%
No	65%	53%
Unsure	1%	5%
Q9. Children Interacting with Other Children		
Yes	17%	38%
No	81%	62%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week		
0	79%	56%
1-3	16%	25%
4-6	2%	8%
7+	3%	10%
Q11. Contact with Others: Family		
Yes	66%	58%
No	34%	42%
Q11. Contact with Others: Friends		
Yes	16%	35%
No	84%	65%
Q11. Contact with Others: Co-workers		
Yes	11%	31%
No	89%	69%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	8%	24%
No	92%	76%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	12%	26%
No	88%	74%
Q12. Handwashing Count		
0	0%	7%
1-3	6%	5%
4-6	20%	19%
7+	74%	69%
Q14. Currently Experiencing Symptoms?		
Yes	2%	2%
No	96%	97%
Unsure	1%	2%
Q15. Likelihood of getting Coronavirus		
Yes	7%	3%
No	65%	69%
Unsure	28%	28%
Q16. NC Response to Coronavirus		

Confidential

	Yes	No
Most are underestimating the risks	30%	19%
Most are reacting appropriately	62%	53%
Most are overreacting to the actual risks	8%	28%
Q17. Changes to Routine		
Large changes	65%	34%
Small changes	27%	26%
No real changes	7%	29%
Unsure	2%	10%
Q18. College Degree		
Yes	48%	39%
No	52%	61%
Q19. Latino		
Yes	3%	4%
No	97%	96%
Q20. Race		
White	76%	66%
Black	19%	25%
Asian	1%	0%
Another race	3%	9%
Q19-20. Race + Ethnicity		
White	74%	63%
Black	19%	25%
Asian	1%	0%
Hispanic or Latino	3%	3%
Another race	3%	8%
Q21. Panel Willingness		
Yes	80%	74%
No	20%	26%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	79%	70%
Black	18%	28%
Hispanic	1%	0%
Other	2%	3%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	43%	43%
Republican	28%	40%
Other / Unaffiliated	29%	18%
DEMOGRAPHICS - AGE		
18-34	10%	7%
35-49	15%	12%
50-64	28%	22%
65-79	35%	24%
80+	11%	36%
DEMOGRAPHICS - GENDER		
Female	62%	46%
Male	38%	54%
CLARITY SCORES: PARTY		
0-19	36%	43%
20-39	4%	13%
40-59	7%	3%
60-79	7%	0%
80-100	46%	43%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	2%	3%
40-59	4%	8%
60-79	8%	8%
80-100	86%	82%
CLARITY SCORES: COLLEGE		
0-19	13%	20%
20-39	30%	38%
40-59	21%	20%
60-79	17%	15%
80-100	19%	8%
CLARITY SCORES: CHOICE		
0-19	16%	31%
20-39	28%	28%
40-59	32%	31%
60-79	16%	10%
80-100	8%	0%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	5%	3%
20-39	17%	13%
40-59	32%	15%
60-79	37%	53%
80-100	9%	18%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	41%	49%
20-39	31%	28%
40-59	21%	23%
60-79	6%	0%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	23%	40%
Greensboro-High Point-Winston Salem NC	19%	25%
Norfolk-Portsmouth-Newport News VA	2%	0%
Greenville-New Bern-Washington NC	8%	5%
Wilmington NC	5%	5%
Raleigh-Durham (Fayetteville) NC	32%	23%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	3%
Myrtle Beach-Florence SC	1%	0%
DEMOGRAPHICS - PHONE TYPE		
Land-line	75%	75%
Wireless	25%	25%
Voter File Match		
Yes	78%	68%
No	22%	32%
Registered Voter (of Voter File Matches)		
Yes	96%	95%
No	4%	5%
Panel Respondent		
Yes	23%	17%
No	77%	83%

» Q14. Currently Experiencing Symptoms? *against...*

	Yes	No	Unsure
<i>n</i>	(33)	(1,311)	(16)
Q1. Health Quality			
Poor	21%	4%	20%
Fair	24%	15%	20%
Good	27%	46%	47%
Very Good	27%	35%	13%
Q4. Number of People in HH			
1-3	72%	76%	75%
4-6	19%	21%	25%
7+	9%	3%	0%
Q5. Children in HH			
One	3%	11%	19%
Two	7%	8%	13%
Three or more	3%	6%	6%
None	87%	75%	63%
Q6. Non-HH Face to Face Count			
0	39%	36%	50%
1-3	30%	40%	31%
4-6	18%	12%	19%
7+	12%	13%	0%
Q7. Six Feet Away? (If Q6 > 0)			
0	10%	18%	13%
1-3	35%	54%	50%
4-6	25%	14%	25%
7+	30%	14%	13%
Q8. HH Member Going to Work			
Yes	26%	34%	31%
No	68%	64%	69%
Unsure	6%	1%	0%
Q9. Children Interacting with Other Children			
Yes	25%	18%	20%
No	75%	80%	80%
Unsure	0%	2%	0%
Q10. Times in Group > 20 in Last Week			
0	56%	78%	73%
1-3	25%	16%	20%
4-6	3%	2%	0%
7+	16%	3%	7%
Q11. Contact with Others: Family			
Yes	53%	66%	64%
No	47%	34%	36%
Q11. Contact with Others: Friends			
Yes	31%	17%	15%
No	69%	83%	85%
Q11. Contact with Others: Co-workers			
Yes	14%	11%	8%
No	86%	89%	92%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	14%	8%	0%
No	86%	92%	100%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	18%	13%	17%
No	82%	87%	83%
Q12. Handwashing Count			
0	6%	0%	0%
1-3	12%	5%	13%
4-6	21%	20%	6%
7+	61%	74%	81%
Q13. Currently Practicing Social Distancing?			
Yes	97%	96%	94%
No	3%	4%	6%
Q15. Likelihood of getting Coronavirus			
Yes	13%	7%	6%
No	66%	65%	44%
Unsure	22%	28%	50%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	41%	29%	63%

Confidential

	Yes	No	Unsure
Most are reacting appropriately	50%	63%	25%
Most are overreacting to the actual risks	9%	9%	13%
Q17. Changes to Routine			
Large changes	58%	63%	75%
Small changes	33%	27%	19%
No real changes	9%	8%	0%
Unsure	0%	2%	6%
Q18. College Degree			
Yes	58%	47%	53%
No	42%	53%	47%
Q19. Latino			
Yes	9%	3%	6%
No	91%	97%	94%
Q20. Race			
White	55%	76%	80%
Black	28%	19%	20%
Asian	3%	1%	0%
Another race	14%	3%	0%
Q19-20. Race + Ethnicity			
White	52%	74%	75%
Black	24%	19%	19%
Asian	3%	1%	0%
Hispanic or Latino	9%	3%	6%
Another race	12%	3%	0%
Q21. Panel Willingness			
Yes	76%	80%	80%
No	24%	20%	20%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	55%	79%	83%
Black	32%	18%	17%
Hispanic	5%	0%	0%
Other	9%	2%	0%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	32%	43%	42%
Republican	18%	29%	25%
Other / Unaffiliated	50%	28%	33%
DEMOGRAPHICS - AGE			
18-34	12%	10%	0%
35-49	9%	15%	13%
50-64	27%	28%	25%
65-79	33%	35%	44%
80+	18%	12%	19%
DEMOGRAPHICS - GENDER			
Female	55%	62%	63%
Male	45%	38%	38%
CLARITY SCORES: PARTY			
0-19	23%	36%	42%
20-39	5%	5%	0%
40-59	9%	7%	8%
60-79	9%	7%	8%
80-100	55%	46%	42%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	0%
20-39	0%	2%	0%
40-59	6%	5%	0%
60-79	0%	8%	9%
80-100	94%	85%	91%
CLARITY SCORES: COLLEGE			
0-19	5%	13%	25%
20-39	32%	30%	33%
40-59	18%	21%	17%
60-79	23%	17%	8%
80-100	23%	19%	17%
CLARITY SCORES: CHOICE			
0-19	9%	17%	18%
20-39	27%	28%	27%
40-59	32%	32%	36%
60-79	23%	16%	9%
80-100	9%	8%	9%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	9%	4%	8%

Confidential

	Yes	No	Unsure
20-39	27%	17%	17%
40-59	18%	32%	8%
60-79	41%	37%	50%
80-100	5%	10%	17%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	32%	42%	45%
20-39	41%	31%	27%
40-59	23%	21%	27%
60-79	5%	6%	0%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	27%	24%	17%
Greensboro-High Point-Winston Salem NC	27%	19%	33%
Norfolk-Portsmouth-Newport News VA	0%	2%	0%
Greenville-New Bern-Washington NC	0%	8%	17%
Wilmington NC	5%	5%	8%
Raleigh-Durham (Fayetteville) NC	41%	31%	25%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	0%	9%	0%
Myrtle Beach-Florence SC	0%	1%	0%
DEMOGRAPHICS - PHONE TYPE			
Land-line	86%	75%	92%
Wireless	14%	25%	8%
Voter File Match			
Yes	67%	78%	75%
No	33%	22%	25%
Registered Voter (of Voter File Matches)			
Yes	82%	96%	92%
No	18%	4%	8%
Panel Respondent			
Yes	15%	23%	6%
No	85%	77%	94%

» Q15. Likelihood of getting Coronavirus *against...*

	Yes	No	Unsure
<i>n</i>	(90)	(877)	(381)
Q1. Health Quality			
Poor	7%	4%	5%
Fair	13%	13%	20%
Good	34%	46%	50%
Very Good	46%	37%	25%
Q4. Number of People in HH			
1-3	61%	76%	78%
4-6	34%	20%	20%
7+	4%	3%	2%
Q5. Children in HH			
One	16%	12%	9%
Two	14%	8%	6%
Three or more	11%	5%	5%
None	59%	75%	80%
Q6. Non-HH Face to Face Count			
0	27%	37%	35%
1-3	36%	38%	43%
4-6	13%	12%	11%
7+	24%	12%	10%
Q7. Six Feet Away? (If Q6 > 0)			
0	17%	18%	19%
1-3	51%	54%	55%
4-6	14%	14%	15%
7+	18%	15%	11%
Q8. HH Member Going to Work			
Yes	51%	31%	37%
No	48%	67%	61%
Unsure	1%	1%	2%
Q9. Children Interacting with Other Children			
Yes	24%	17%	21%
No	76%	83%	77%
Unsure	0%	1%	3%
Q10. Times in Group > 20 in Last Week			
0	82%	78%	75%
1-3	7%	16%	19%
4-6	2%	2%	3%
7+	9%	3%	3%
Q11. Contact with Others: Family			
Yes	72%	65%	66%
No	28%	35%	34%
Q11. Contact with Others: Friends			
Yes	18%	16%	18%
No	82%	84%	82%
Q11. Contact with Others: Co-workers			
Yes	12%	11%	11%
No	88%	89%	89%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	10%	7%	11%
No	90%	93%	89%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	13%	12%	15%
No	87%	88%	85%
Q12. Handwashing Count			
0	1%	0%	1%
1-3	6%	6%	6%
4-6	14%	20%	21%
7+	79%	74%	72%
Q13. Currently Practicing Social Distancing?			
Yes	98%	95%	96%
No	2%	5%	4%
Q14. Currently Experiencing Symptoms?			
Yes	4%	2%	2%
No	94%	97%	96%
Unsure	1%	1%	2%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	43%	24%	38%

Confidential

	Yes	No	Unsure
Most are reacting appropriately	49%	65%	57%
Most are overreacting to the actual risks	8%	11%	5%
Q17. Changes to Routine			
Large changes	77%	59%	70%
Small changes	17%	29%	24%
No real changes	7%	10%	3%
Unsure	0%	2%	3%
Q18. College Degree			
Yes	64%	46%	47%
No	36%	54%	53%
Q19. Latino			
Yes	6%	3%	2%
No	94%	97%	98%
Q20. Race			
White	86%	75%	75%
Black	11%	20%	20%
Asian	2%	1%	1%
Another race	1%	4%	4%
Q19-20. Race + Ethnicity			
White	81%	72%	74%
Black	10%	19%	19%
Asian	2%	1%	1%
Hispanic or Latino	6%	3%	2%
Another race	1%	4%	4%
Q21. Panel Willingness			
Yes	83%	78%	82%
No	17%	22%	18%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	86%	79%	79%
Black	11%	18%	19%
Hispanic	3%	1%	0%
Other	0%	2%	2%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	31%	41%	49%
Republican	34%	31%	21%
Other / Unaffiliated	35%	28%	30%
DEMOGRAPHICS - AGE			
18-34	20%	11%	6%
35-49	37%	14%	12%
50-64	36%	25%	32%
65-79	7%	37%	37%
80+	1%	13%	13%
DEMOGRAPHICS - GENDER			
Female	48%	62%	63%
Male	52%	38%	37%
CLARITY SCORES: PARTY			
0-19	38%	39%	29%
20-39	3%	5%	5%
40-59	11%	7%	6%
60-79	12%	6%	7%
80-100	35%	43%	54%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	0%
20-39	3%	2%	1%
40-59	3%	5%	3%
60-79	13%	9%	4%
80-100	80%	83%	92%
CLARITY SCORES: COLLEGE			
0-19	5%	13%	14%
20-39	32%	30%	30%
40-59	25%	21%	22%
60-79	17%	18%	14%
80-100	22%	18%	19%
CLARITY SCORES: CHOICE			
0-19	10%	17%	17%
20-39	22%	31%	24%
40-59	37%	32%	30%
60-79	21%	15%	16%
80-100	11%	5%	13%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	9%	4%	5%

Confidential

	Yes	No	Unsure
20-39	29%	18%	13%
40-59	32%	30%	35%
60-79	28%	37%	38%
80-100	2%	11%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	41%	44%	36%
20-39	30%	31%	32%
40-59	21%	20%	24%
60-79	8%	5%	8%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	28%	25%	23%
Greensboro-High Point-Winston Salem NC	13%	20%	18%
Norfolk-Portsmouth-Newport News VA	2%	2%	2%
Greenville-New Bern-Washington NC	6%	9%	6%
Wilmington NC	5%	4%	6%
Raleigh-Durham (Fayetteville) NC	36%	29%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	11%	9%	9%
Myrtle Beach-Florence SC	0%	1%	1%
DEMOGRAPHICS - PHONE TYPE			
Land-line	45%	72%	89%
Wireless	55%	28%	11%
Voter File Match			
Yes	72%	77%	80%
No	28%	23%	20%
Registered Voter (of Voter File Matches)			
Yes	92%	96%	95%
No	8%	4%	5%
Panel Respondent			
Yes	20%	21%	27%
No	80%	79%	73%

» Q16. NC Response to Coronavirus *against...*

	Most are underestimating the risks	Most are reacting appropriately	Most are overreacting to the actual risks
<i>n</i>	(386)	(815)	(119)
Q1. Health Quality			
Poor	6%	3%	8%
Fair	19%	15%	12%
Good	47%	46%	41%
Very Good	27%	37%	39%
Q4. Number of People in HH			
1-3	76%	77%	67%
4-6	22%	20%	26%
7+	2%	3%	8%
Q5. Children in HH			
One	15%	10%	14%
Two	7%	9%	5%
Three or more	6%	5%	10%
None	73%	76%	71%
Q6. Non-HH Face to Face Count			
0	38%	37%	22%
1-3	38%	41%	41%
4-6	11%	13%	12%
7+	14%	10%	26%
Q7. Six Feet Away? (If Q6 > 0)			
0	20%	16%	19%
1-3	53%	57%	43%
4-6	14%	14%	16%
7+	14%	13%	22%
Q8. HH Member Going to Work			
Yes	37%	30%	52%
No	62%	68%	46%
Unsure	1%	2%	3%
Q9. Children Interacting with Other Children			
Yes	16%	18%	27%
No	84%	80%	67%
Unsure	0%	2%	6%
Q10. Times in Group > 20 in Last Week			
0	77%	79%	67%
1-3	15%	17%	21%
4-6	2%	2%	7%
7+	6%	2%	5%
Q11. Contact with Others: Family			
Yes	67%	64%	69%
No	33%	36%	31%
Q11. Contact with Others: Friends			
Yes	16%	16%	30%
No	84%	84%	70%
Q11. Contact with Others: Co-workers			
Yes	12%	10%	19%
No	88%	90%	81%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	9%	7%	15%
No	91%	93%	85%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	13%	11%	20%
No	87%	89%	80%
Q12. Handwashing Count			
0	1%	0%	3%
1-3	5%	6%	5%
4-6	16%	21%	23%
7+	78%	72%	70%
Q13. Currently Practicing Social Distancing?			
Yes	97%	96%	87%
No	3%	4%	13%
Q14. Currently Experiencing Symptoms?			
Yes	3%	2%	3%
No	94%	98%	96%
Unsure	3%	0%	2%
Q15. Likelihood of getting Coronavirus			

Confidential

	Most are underestimating the risks	Most are reacting appropriately	Most are overreacting to the actual risks
Yes	10%	5%	6%
No	53%	68%	80%
Unsure	37%	27%	14%
Q17. Changes to Routine			
Large changes	70%	64%	38%
Small changes	24%	28%	34%
No real changes	4%	7%	24%
Unsure	3%	2%	4%
Q18. College Degree			
Yes	47%	49%	40%
No	53%	51%	60%
Q19. Latino			
Yes	4%	3%	3%
No	96%	97%	97%
Q20. Race			
White	68%	79%	75%
Black	26%	17%	16%
Asian	1%	1%	1%
Another race	5%	2%	8%
Q19-20. Race + Ethnicity			
White	65%	77%	74%
Black	25%	17%	15%
Asian	1%	1%	1%
Hispanic or Latino	4%	3%	3%
Another race	5%	2%	8%
Q21. Panel Willingness			
Yes	86%	78%	76%
No	14%	22%	24%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	68%	83%	89%
Black	28%	15%	9%
Hispanic	1%	1%	0%
Other	3%	1%	2%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	51%	41%	26%
Republican	20%	30%	42%
Other / Unaffiliated	29%	29%	32%
DEMOGRAPHICS - AGE			
18-34	12%	8%	16%
35-49	17%	14%	16%
50-64	28%	26%	37%
65-79	35%	37%	25%
80+	8%	15%	6%
DEMOGRAPHICS - GENDER			
Female	65%	61%	51%
Male	35%	39%	49%
CLARITY SCORES: PARTY			
0-19	27%	37%	57%
20-39	5%	5%	7%
40-59	7%	7%	6%
60-79	6%	7%	8%
80-100	56%	44%	23%
CLARITY SCORES: TURNOUT			
0-19	1%	0%	0%
20-39	0%	2%	2%
40-59	4%	5%	5%
60-79	9%	7%	10%
80-100	85%	86%	83%
CLARITY SCORES: COLLEGE			
0-19	12%	14%	8%
20-39	35%	28%	33%
40-59	23%	19%	27%
60-79	15%	18%	16%
80-100	15%	21%	16%
CLARITY SCORES: CHOICE			
0-19	12%	17%	25%
20-39	22%	31%	35%
40-59	39%	28%	30%
60-79	18%	16%	6%
80-100	9%	8%	4%

	Most are underestimating the risks	Most are reacting appropriately	Most are overreacting to the actual risks
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	5%	5%	3%
20-39	16%	17%	16%
40-59	36%	29%	34%
60-79	35%	39%	32%
80-100	8%	10%	15%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	33%	42%	63%
20-39	31%	32%	23%
40-59	28%	20%	12%
60-79	8%	6%	2%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	27%	22%	25%
Greensboro-High Point-Winston Salem NC	21%	18%	25%
Norfolk-Portsmouth-Newport News VA	2%	2%	2%
Greenville-New Bern-Washington NC	7%	9%	9%
Wilmington NC	5%	5%	5%
Raleigh-Durham (Fayetteville) NC	30%	33%	25%
Greenville-Spartanburg SC- Asheville NC-Anderson SC	7%	11%	7%
Myrtle Beach-Florence SC	2%	1%	1%
DEMOGRAPHICS - PHONE TYPE			
Land-line	78%	77%	61%
Wireless	22%	23%	39%
Voter File Match			
Yes	79%	78%	74%
No	21%	22%	26%
Registered Voter (of Voter File Matches)			
Yes	94%	97%	93%
No	6%	3%	7%
Panel Respondent			
Yes	22%	25%	16%
No	78%	75%	84%

» Q17. Changes to Routine *against...*

	Large changes	Small changes	No real changes	Unsure
<i>n</i>	(853)	(359)	(104)	(29)
Q1. Health Quality				
Poor	4%	3%	10%	15%
Fair	14%	17%	18%	23%
Good	47%	50%	30%	35%
Very Good	35%	31%	42%	27%
Q4. Number of People in HH				
1-3	74%	80%	75%	78%
4-6	23%	18%	17%	19%
7+	3%	2%	8%	4%
Q5. Children in HH				
One	12%	9%	19%	4%
Two	8%	8%	4%	7%
Three or more	6%	5%	7%	4%
None	74%	79%	69%	86%
Q6. Non-HH Face to Face Count				
0	38%	31%	35%	34%
1-3	39%	43%	35%	38%
4-6	11%	14%	12%	21%
7+	12%	13%	18%	7%
Q7. Six Feet Away? (If Q6 > 0)				
0	19%	16%	16%	16%
1-3	54%	55%	45%	58%
4-6	13%	15%	15%	21%
7+	14%	13%	24%	5%
Q8. HH Member Going to Work				
Yes	34%	35%	40%	29%
No	66%	62%	58%	64%
Unsure	1%	3%	2%	7%
Q9. Children Interacting with Other Children				
Yes	17%	24%	17%	0%
No	82%	74%	79%	100%
Unsure	1%	1%	3%	0%
Q10. Times in Group > 20 in Last Week				
0	82%	69%	77%	64%
1-3	14%	22%	14%	25%
4-6	2%	4%	5%	0%
7+	2%	6%	5%	11%
Q11. Contact with Others: Family				
Yes	69%	61%	60%	56%
No	31%	39%	40%	44%
Q11. Contact with Others: Friends				
Yes	15%	20%	20%	32%
No	85%	80%	80%	68%
Q11. Contact with Others: Co-workers				
Yes	10%	12%	18%	25%
No	90%	88%	82%	75%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	7%	8%	20%	20%
No	93%	92%	80%	80%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	12%	14%	11%	29%
No	88%	86%	89%	71%
Q12. Handwashing Count				
0	0%	0%	3%	0%
1-3	4%	8%	13%	3%
4-6	20%	21%	20%	17%
7+	76%	71%	64%	79%
Q13. Currently Practicing Social Distancing?				
Yes	98%	96%	84%	79%
No	2%	4%	16%	21%
Q14. Currently Experiencing Symptoms?				
Yes	2%	3%	3%	0%
No	96%	96%	97%	97%
Unsure	1%	1%	0%	3%
Q15. Likelihood of getting Coronavirus				
Yes	8%	4%	6%	0%

Confidential

	Large changes	Small changes	No real changes	Unsure
No	61%	71%	83%	55%
Unsure	31%	25%	12%	45%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	32%	26%	15%	34%
Most are reacting appropriately	62%	63%	56%	48%
Most are overreacting to the actual risks	5%	11%	29%	17%
Q18. College Degree				
Yes	55%	35%	38%	18%
No	45%	65%	63%	82%
Q19. Latino				
Yes	3%	3%	3%	3%
No	97%	97%	97%	97%
Q20. Race				
White	79%	71%	70%	59%
Black	18%	23%	17%	33%
Asian	1%	1%	6%	0%
Another race	3%	4%	7%	7%
Q19-20. Race + Ethnicity				
White	76%	70%	68%	55%
Black	17%	22%	16%	34%
Asian	1%	1%	6%	0%
Hispanic or Latino	3%	3%	3%	3%
Another race	3%	4%	7%	7%
Q21. Panel Willingness				
Yes	84%	75%	68%	62%
No	16%	25%	32%	38%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	81%	75%	81%	65%
Black	17%	21%	19%	35%
Hispanic	1%	0%	0%	0%
Other	2%	3%	0%	0%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	43%	44%	33%	47%
Republican	28%	27%	33%	29%
Other / Unaffiliated	29%	29%	34%	24%
DEMOGRAPHICS - AGE				
18-34	10%	10%	14%	0%
35-49	16%	14%	17%	3%
50-64	31%	21%	26%	21%
65-79	33%	42%	24%	38%
80+	10%	13%	18%	38%
DEMOGRAPHICS - GENDER				
Female	63%	61%	51%	62%
Male	37%	39%	49%	38%
CLARITY SCORES: PARTY				
0-19	37%	35%	39%	29%
20-39	4%	5%	10%	6%
40-59	6%	7%	10%	6%
60-79	7%	8%	6%	12%
80-100	46%	46%	34%	47%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	1%	3%	3%	0%
40-59	4%	6%	11%	0%
60-79	7%	6%	18%	21%
80-100	88%	85%	67%	79%
CLARITY SCORES: COLLEGE				
0-19	11%	15%	21%	6%
20-39	29%	32%	28%	53%
40-59	20%	22%	30%	41%
60-79	17%	19%	12%	0%
80-100	23%	11%	9%	0%
CLARITY SCORES: CHOICE				
0-19	15%	17%	25%	25%
20-39	29%	29%	25%	25%
40-59	30%	34%	30%	50%
60-79	17%	14%	16%	0%
80-100	9%	5%	5%	0%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	5%	4%	4%	0%

Confidential

	Large changes	Small changes	No real changes	Unsure
20-39	17%	17%	19%	6%
40-59	30%	33%	34%	41%
60-79	37%	36%	39%	47%
80-100	10%	11%	3%	6%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	41%	41%	46%	50%
20-39	28%	35%	36%	44%
40-59	24%	18%	15%	6%
60-79	7%	6%	3%	0%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	24%	26%	25%	0%
Greensboro-High Point-Winston Salem NC	20%	18%	13%	35%
Norfolk-Portsmouth-Newport News VA	1%	1%	4%	12%
Greenville-New Bern-Washington NC	7%	10%	7%	18%
Wilmington NC	4%	6%	6%	0%
Raleigh-Durham (Fayetteville) NC	33%	29%	33%	29%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	10%	8%	10%	6%
Myrtle Beach-Florence SC	1%	1%	0%	0%
DEMOGRAPHICS - PHONE TYPE				
Land-line	75%	79%	57%	100%
Wireless	25%	21%	43%	0%
Voter File Match				
Yes	80%	76%	64%	59%
No	20%	24%	36%	41%
Registered Voter (of Voter File Matches)				
Yes	96%	96%	91%	82%
No	4%	4%	9%	18%
Panel Respondent				
Yes	24%	25%	11%	17%
No	76%	75%	89%	83%

» Q18. College Degree *against...*

	Yes	No
<i>n</i>	(636)	(705)
Q1. Health Quality		
Poor	3%	6%
Fair	10%	20%
Good	43%	49%
Very Good	44%	25%
Q4. Number of People in HH		
1-3	75%	77%
4-6	22%	20%
7+	3%	3%
Q5. Children in HH		
One	12%	11%
Two	8%	8%
Three or more	6%	5%
None	74%	76%
Q6. Non-HH Face to Face Count		
0	41%	31%
1-3	36%	43%
4-6	10%	13%
7+	12%	13%
Q7. Six Feet Away? (If Q6 > 0)		
0	18%	18%
1-3	54%	54%
4-6	12%	15%
7+	16%	13%
Q8. HH Member Going to Work		
Yes	32%	36%
No	67%	62%
Unsure	1%	2%
Q9. Children Interacting with Other Children		
Yes	18%	19%
No	81%	79%
Unsure	1%	2%
Q10. Times in Group > 20 in Last Week		
0	83%	73%
1-3	14%	19%
4-6	1%	3%
7+	3%	4%
Q11. Contact with Others: Family		
Yes	70%	62%
No	30%	38%
Q11. Contact with Others: Friends		
Yes	15%	19%
No	85%	81%
Q11. Contact with Others: Co-workers		
Yes	10%	12%
No	90%	88%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	8%	9%
No	92%	91%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	12%	13%
No	88%	87%
Q12. Handwashing Count		
0	1%	0%
1-3	7%	5%
4-6	23%	17%
7+	69%	78%
Q13. Currently Practicing Social Distancing?		
Yes	97%	95%
No	3%	5%
Q14. Currently Experiencing Symptoms?		
Yes	3%	2%
No	96%	97%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	9%	5%

Confidential

	Yes	No
No	63%	67%
Unsure	28%	28%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	29%	29%
Most are reacting appropriately	63%	60%
Most are overreacting to the actual risks	8%	10%
Q17. Changes to Routine		
Large changes	73%	55%
Small changes	20%	33%
No real changes	6%	9%
Unsure	1%	3%
Q19. Latino		
Yes	2%	4%
No	98%	96%
Q20. Race		
White	79%	73%
Black	15%	23%
Asian	2%	0%
Another race	4%	3%
Q19-20. Race + Ethnicity		
White	77%	70%
Black	15%	22%
Asian	2%	0%
Hispanic or Latino	2%	4%
Another race	4%	3%
Q21. Panel Willingness		
Yes	85%	76%
No	15%	24%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	83%	76%
Black	15%	21%
Hispanic	0%	1%
Other	2%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	44%	42%
Republican	26%	30%
Other / Unaffiliated	30%	28%
DEMOGRAPHICS - AGE		
18-34	10%	11%
35-49	19%	12%
50-64	30%	26%
65-79	31%	38%
80+	10%	13%
DEMOGRAPHICS - GENDER		
Female	59%	63%
Male	41%	37%
CLARITY SCORES: PARTY		
0-19	35%	37%
20-39	4%	5%
40-59	6%	7%
60-79	7%	7%
80-100	48%	43%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	2%	2%
40-59	3%	6%
60-79	6%	9%
80-100	89%	83%
CLARITY SCORES: COLLEGE		
0-19	2%	23%
20-39	17%	42%
40-59	19%	23%
60-79	26%	9%
80-100	36%	3%
CLARITY SCORES: CHOICE		
0-19	12%	20%
20-39	23%	33%
40-59	27%	35%
60-79	23%	10%
80-100	14%	2%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	5%	4%
20-39	19%	16%
40-59	33%	30%
60-79	36%	38%
80-100	8%	12%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	38%	45%
20-39	22%	39%
40-59	29%	14%
60-79	10%	3%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	24%	25%
Greensboro-High Point-Winston Salem NC	17%	20%
Norfolk-Portsmouth-Newport News VA	2%	1%
Greenville-New Bern-Washington NC	6%	11%
Wilmington NC	5%	5%
Raleigh-Durham (Fayetteville) NC	35%	29%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	11%	7%
Myrtle Beach-Florence SC	1%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	71%	79%
Wireless	29%	21%
Voter File Match		
Yes	77%	77%
No	23%	23%
Registered Voter (of Voter File Matches)		
Yes	98%	94%
No	2%	6%
Panel Respondent		
Yes	25%	21%
No	75%	79%

» Q19. Latino *against...*

	Yes	No
<i>n</i>	(42)	(1,301)
Q1. Health Quality		
Poor	7%	4%
Fair	12%	15%
Good	50%	46%
Very Good	31%	34%
Q4. Number of People in HH		
1-3	50%	77%
4-6	43%	21%
7+	7%	3%
Q5. Children in HH		
One	12%	11%
Two	26%	7%
Three or more	10%	5%
None	52%	76%
Q6. Non-HH Face to Face Count		
0	36%	36%
1-3	40%	40%
4-6	12%	12%
7+	12%	13%
Q7. Six Feet Away? (If Q6 > 0)		
0	23%	18%
1-3	58%	54%
4-6	8%	14%
7+	12%	14%
Q8. HH Member Going to Work		
Yes	31%	34%
No	62%	64%
Unsure	7%	1%
Q9. Children Interacting with Other Children		
Yes	11%	19%
No	89%	80%
Unsure	0%	2%
Q10. Times in Group > 20 in Last Week		
0	76%	78%
1-3	17%	16%
4-6	2%	2%
7+	5%	4%
Q11. Contact with Others: Family		
Yes	73%	65%
No	27%	35%
Q11. Contact with Others: Friends		
Yes	10%	17%
No	90%	83%
Q11. Contact with Others: Co-workers		
Yes	13%	11%
No	87%	89%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	11%	9%
No	89%	91%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	13%	13%
No	87%	87%
Q12. Handwashing Count		
0	0%	1%
1-3	10%	6%
4-6	21%	20%
7+	69%	74%
Q13. Currently Practicing Social Distancing?		
Yes	95%	96%
No	5%	4%
Q14. Currently Experiencing Symptoms?		
Yes	7%	2%
No	90%	97%
Unsure	2%	1%
Q15. Likelihood of getting Coronavirus		
Yes	12%	7%

Confidential

	Yes	No
No	71%	65%
Unsure	17%	29%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	38%	29%
Most are reacting appropriately	54%	62%
Most are overreacting to the actual risks	8%	9%
Q17. Changes to Routine		
Large changes	69%	63%
Small changes	21%	27%
No real changes	7%	8%
Unsure	2%	2%
Q18. College Degree		
Yes	33%	48%
No	67%	52%
Q20. Race		
White	0%	76%
Black	0%	19%
Asian	0%	1%
Another race	0%	4%
Q19-20. Race + Ethnicity		
White	0%	76%
Black	0%	19%
Asian	0%	1%
Hispanic or Latino	100%	0%
Another race	0%	4%
Q21. Panel Willingness		
Yes	78%	80%
No	23%	20%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	44%	80%
Black	11%	18%
Hispanic	22%	0%
Other	22%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	30%	43%
Republican	22%	29%
Other / Unaffiliated	48%	28%
DEMOGRAPHICS - AGE		
18-34	43%	9%
35-49	29%	15%
50-64	19%	28%
65-79	10%	36%
80+	0%	12%
DEMOGRAPHICS - GENDER		
Female	45%	62%
Male	55%	38%
CLARITY SCORES: PARTY		
0-19	33%	36%
20-39	11%	4%
40-59	7%	7%
60-79	11%	7%
80-100	37%	46%
CLARITY SCORES: TURNOUT		
0-19	4%	0%
20-39	4%	2%
40-59	22%	4%
60-79	17%	7%
80-100	52%	86%
CLARITY SCORES: COLLEGE		
0-19	11%	13%
20-39	26%	30%
40-59	37%	21%
60-79	19%	17%
80-100	7%	19%
CLARITY SCORES: CHOICE		
0-19	13%	17%
20-39	17%	29%
40-59	54%	31%
60-79	17%	16%
80-100	0%	8%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	15%	4%
20-39	41%	17%
40-59	30%	32%
60-79	7%	38%
80-100	7%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	29%	42%
20-39	42%	31%
40-59	21%	21%
60-79	8%	6%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	26%	24%
Greensboro-High Point-Winston Salem NC	15%	19%
Norfolk-Portsmouth-Newport News VA	0%	2%
Greenville-New Bern-Washington NC	15%	8%
Wilmington NC	0%	5%
Raleigh-Durham (Fayetteville) NC	19%	32%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	26%	9%
Myrtle Beach-Florence SC	0%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	37%	76%
Wireless	63%	24%
Voter File Match		
Yes	64%	78%
No	36%	22%
Registered Voter (of Voter File Matches)		
Yes	85%	96%
No	15%	4%
Panel Respondent		
Yes	14%	23%
No	86%	77%

» Q20. Race *against...*

	White	Black	Asian	Another race
<i>n</i>	(976)	(248)	(16)	(47)
Q1. Health Quality				
Poor	4%	5%	0%	11%
Fair	13%	22%	6%	20%
Good	47%	46%	38%	41%
Very Good	36%	27%	56%	28%
Q4. Number of People in HH				
1-3	77%	79%	44%	70%
4-6	21%	17%	50%	22%
7+	2%	4%	6%	9%
Q5. Children in HH				
One	11%	13%	19%	14%
Two	8%	4%	13%	19%
Three or more	5%	7%	13%	7%
None	77%	76%	56%	60%
Q6. Non-HH Face to Face Count				
0	37%	31%	63%	37%
1-3	39%	45%	19%	33%
4-6	12%	13%	0%	9%
7+	12%	12%	19%	22%
Q7. Six Feet Away? (If Q6 > 0)				
0	17%	22%	17%	17%
1-3	54%	52%	50%	48%
4-6	14%	16%	0%	10%
7+	15%	10%	33%	24%
Q8. HH Member Going to Work				
Yes	35%	32%	38%	44%
No	64%	66%	63%	56%
Unsure	1%	2%	0%	0%
Q9. Children Interacting with Other Children				
Yes	18%	21%	14%	19%
No	80%	77%	86%	75%
Unsure	1%	2%	0%	6%
Q10. Times in Group > 20 in Last Week				
0	81%	67%	88%	72%
1-3	15%	25%	0%	17%
4-6	2%	3%	0%	0%
7+	2%	5%	13%	11%
Q11. Contact with Others: Family				
Yes	67%	61%	50%	57%
No	33%	39%	50%	43%
Q11. Contact with Others: Friends				
Yes	16%	17%	27%	20%
No	84%	83%	73%	80%
Q11. Contact with Others: Co-workers				
Yes	11%	14%	13%	13%
No	89%	87%	87%	87%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	8%	9%	0%	10%
No	92%	91%	100%	90%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	13%	12%	7%	19%
No	87%	88%	93%	81%
Q12. Handwashing Count				
0	1%	0%	6%	2%
1-3	5%	7%	19%	4%
4-6	22%	15%	19%	11%
7+	73%	77%	56%	83%
Q13. Currently Practicing Social Distancing?				
Yes	96%	95%	100%	89%
No	4%	5%	0%	11%
Q14. Currently Experiencing Symptoms?				
Yes	2%	3%	6%	9%
No	97%	96%	94%	91%
Unsure	1%	1%	0%	0%
Q15. Likelihood of getting Coronavirus				
Yes	8%	4%	13%	2%

Confidential

	White	Black	Asian	Another race
No	64%	66%	69%	68%
Unsure	29%	30%	19%	30%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	26%	39%	25%	43%
Most are reacting appropriately	65%	54%	69%	37%
Most are overreacting to the actual risks	9%	7%	6%	20%
Q17. Changes to Routine				
Large changes	66%	58%	31%	49%
Small changes	25%	31%	31%	32%
No real changes	7%	7%	38%	15%
Unsure	2%	4%	0%	4%
Q18. College Degree				
Yes	49%	37%	88%	55%
No	51%	63%	13%	45%
Q19. Latino				
Yes	0%	0%	0%	0%
No	100%	100%	100%	100%
Q19-20. Race + Ethnicity				
White	100%	0%	0%	0%
Black	0%	100%	0%	0%
Asian	0%	0%	100%	0%
Hispanic or Latino	0%	0%	0%	0%
Another race	0%	0%	0%	100%
Q21. Panel Willingness				
Yes	81%	74%	73%	80%
No	19%	26%	27%	20%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	99%	8%	17%	41%
Black	1%	92%	17%	26%
Hispanic	0%	0%	0%	0%
Other	0%	0%	67%	33%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	32%	86%	33%	52%
Republican	35%	2%	0%	22%
Other / Unaffiliated	32%	12%	67%	26%
DEMOGRAPHICS - AGE				
18-34	9%	10%	6%	6%
35-49	15%	10%	31%	23%
50-64	28%	29%	44%	23%
65-79	34%	40%	19%	38%
80+	13%	10%	0%	9%
DEMOGRAPHICS - GENDER				
Female	61%	67%	50%	51%
Male	39%	33%	50%	49%
CLARITY SCORES: PARTY				
0-19	45%	2%	17%	30%
20-39	5%	1%	0%	4%
40-59	8%	1%	0%	0%
60-79	8%	2%	0%	4%
80-100	34%	94%	83%	63%
CLARITY SCORES: TURNOUT				
0-19	0%	1%	0%	0%
20-39	2%	1%	0%	0%
40-59	4%	4%	0%	11%
60-79	7%	11%	17%	0%
80-100	87%	84%	83%	89%
CLARITY SCORES: COLLEGE				
0-19	13%	13%	0%	15%
20-39	28%	40%	17%	30%
40-59	22%	17%	17%	15%
60-79	17%	18%	0%	11%
80-100	20%	12%	67%	30%
CLARITY SCORES: CHOICE				
0-19	20%	2%	0%	7%
20-39	29%	26%	17%	37%
40-59	27%	46%	17%	33%
60-79	14%	23%	50%	19%
80-100	10%	3%	17%	4%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	5%	1%	67%	7%
20-39	19%	8%	0%	19%

Confidential

	White	Black	Asian	Another race
40-59	31%	35%	33%	30%
60-79	35%	47%	0%	41%
80-100	10%	9%	0%	4%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	51%	4%	17%	37%
20-39	29%	40%	17%	33%
40-59	15%	46%	50%	26%
60-79	5%	10%	17%	4%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	25%	20%	50%	22%
Greensboro-High Point-Winston Salem NC	20%	17%	0%	22%
Norfolk-Portsmouth-Newport News VA	2%	3%	0%	4%
Greenville-New Bern-Washington NC	7%	13%	0%	7%
Wilmington NC	5%	5%	0%	4%
Raleigh-Durham (Fayetteville) NC	30%	39%	33%	26%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	11%	2%	17%	4%
Myrtle Beach-Florence SC	1%	2%	0%	11%
DEMOGRAPHICS - PHONE TYPE				
Land-line	75%	79%	83%	89%
Wireless	25%	21%	17%	11%
Voter File Match				
Yes	80%	74%	38%	57%
No	20%	26%	63%	43%
Registered Voter (of Voter File Matches)				
Yes	96%	97%	100%	100%
No	4%	3%	0%	0%
Panel Respondent				
Yes	25%	20%	6%	11%
No	75%	80%	94%	89%

» Q19-20. Race + Ethnicity *against...*

	White	Black	Asian	Hispanic or Latino	Another race
<i>n</i>	(1,195)	(340)	(17)	(43)	(58)
Q1. Health Quality					
Poor	4%	4%	6%	7%	9%
Fair	15%	20%	6%	12%	23%
Good	45%	49%	35%	51%	44%
Very Good	36%	27%	53%	30%	25%
Q4. Number of People in HH					
1-3	77%	79%	41%	49%	73%
4-6	20%	17%	53%	44%	20%
7+	2%	3%	6%	7%	7%
Q5. Children in HH					
One	10%	13%	18%	12%	14%
Two	8%	5%	12%	26%	18%
Three or more	5%	6%	12%	12%	6%
None	77%	76%	59%	51%	62%
Q6. Non-HH Face to Face Count					
0	36%	29%	59%	36%	32%
1-3	39%	46%	24%	40%	32%
4-6	12%	13%	0%	12%	8%
7+	12%	11%	18%	12%	28%
Q7. Six Feet Away? (If Q6 > 0)					
0	17%	23%	29%	23%	17%
1-3	54%	53%	43%	58%	43%
4-6	14%	15%	0%	8%	9%
7+	14%	9%	29%	12%	31%
Q8. HH Member Going to Work					
Yes	34%	32%	41%	31%	41%
No	64%	66%	59%	62%	51%
Unsure	2%	2%	0%	7%	8%
Q9. Children Interacting with Other Children					
Yes	19%	20%	14%	11%	19%
No	80%	79%	86%	89%	75%
Unsure	1%	2%	0%	0%	6%
Q10. Times in Group > 20 in Last Week					
0	80%	62%	88%	76%	70%
1-3	15%	28%	0%	17%	18%
4-6	2%	4%	0%	2%	2%
7+	3%	6%	13%	5%	10%
Q11. Contact with Others: Family					
Yes	67%	61%	50%	73%	56%
No	33%	39%	50%	27%	44%
Q11. Contact with Others: Friends					
Yes	17%	18%	27%	10%	20%
No	83%	82%	73%	90%	80%
Q11. Contact with Others: Co-workers					
Yes	10%	14%	13%	13%	13%
No	90%	86%	87%	87%	87%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	8%	9%	0%	11%	10%
No	92%	91%	100%	89%	90%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	12%	12%	7%	13%	19%
No	88%	88%	93%	87%	81%
Q12. Handwashing Count					
0	0%	0%	6%	0%	2%
1-3	5%	7%	19%	10%	4%
4-6	22%	15%	19%	21%	11%
7+	73%	77%	56%	69%	83%
Q13. Currently Practicing Social Distancing?					
Yes	96%	94%	100%	95%	89%
No	4%	6%	0%	5%	11%
Q14. Currently Experiencing Symptoms?					
Yes	2%	3%	6%	7%	9%
No	97%	96%	94%	90%	91%
Unsure	1%	1%	0%	2%	0%
Q15. Likelihood of getting Coronavirus					
Yes	7%	4%	13%	12%	2%

Confidential

	White	Black	Asian	Hispanic or Latino	Another race
No	64%	67%	69%	71%	68%
Unsure	29%	29%	19%	17%	30%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	26%	39%	25%	38%	43%
Most are reacting appropriately	65%	54%	69%	54%	37%
Most are overreacting to the actual risks	9%	7%	6%	8%	20%
Q17. Changes to Routine					
Large changes	66%	57%	31%	69%	49%
Small changes	25%	32%	31%	21%	32%
No real changes	7%	7%	38%	7%	15%
Unsure	2%	4%	0%	2%	4%
Q18. College Degree					
Yes	50%	37%	88%	33%	55%
No	50%	63%	13%	67%	45%
Q19. Latino					
Yes	0%	0%	0%	100%	0%
No	100%	100%	100%	0%	100%
Q20. Race					
White	100%	0%	0%	0%	0%
Black	0%	100%	0%	0%	0%
Asian	0%	0%	100%	0%	0%
Another race	0%	0%	0%	0%	100%
Q21. Panel Willingness					
Yes	81%	74%	73%	78%	80%
No	19%	26%	27%	23%	20%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	99%	5%	14%	43%	29%
Black	1%	95%	14%	11%	18%
Hispanic	0%	0%	0%	25%	0%
Other	0%	0%	71%	21%	53%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	32%	87%	29%	29%	53%
Republican	36%	1%	0%	21%	16%
Other / Unaffiliated	32%	12%	71%	50%	32%
DEMOGRAPHICS - AGE					
18-34	8%	8%	6%	44%	5%
35-49	15%	9%	29%	28%	19%
50-64	27%	29%	47%	19%	22%
65-79	34%	42%	18%	9%	45%
80+	15%	12%	0%	0%	9%
DEMOGRAPHICS - GENDER					
Female	62%	67%	53%	44%	50%
Male	38%	33%	47%	56%	50%
CLARITY SCORES: PARTY					
0-19	45%	1%	14%	36%	24%
20-39	6%	1%	0%	11%	3%
40-59	8%	1%	0%	7%	3%
60-79	8%	1%	0%	11%	3%
80-100	33%	95%	86%	36%	68%
CLARITY SCORES: TURNOUT					
0-19	0%	0%	0%	4%	0%
20-39	2%	1%	0%	4%	0%
40-59	4%	3%	14%	22%	11%
60-79	7%	10%	14%	17%	6%
80-100	86%	86%	71%	52%	83%
CLARITY SCORES: COLLEGE					
0-19	14%	13%	0%	11%	18%
20-39	29%	40%	29%	25%	37%
40-59	22%	20%	14%	39%	13%
60-79	16%	16%	0%	18%	11%
80-100	19%	11%	57%	7%	21%
CLARITY SCORES: CHOICE					
0-19	21%	1%	0%	13%	5%
20-39	31%	27%	14%	17%	37%
40-59	27%	49%	29%	54%	37%
60-79	12%	20%	43%	17%	18%
80-100	9%	3%	14%	0%	3%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	5%	0%	57%	14%	5%
20-39	18%	7%	14%	39%	21%

Confidential

	White	Black	Asian	Hispanic or Latino	Another race
40-59	30%	33%	29%	29%	34%
60-79	36%	52%	0%	11%	34%
80-100	11%	9%	0%	7%	5%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	52%	3%	14%	29%	29%
20-39	29%	46%	29%	42%	47%
40-59	14%	44%	43%	21%	21%
60-79	5%	7%	14%	8%	3%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	24%	20%	43%	29%	16%
Greensboro-High Point-Winston Salem NC	19%	17%	14%	14%	16%
Norfolk-Portsmouth-Newport News VA	2%	3%	0%	0%	5%
Greenville-New Bern-Washington NC	7%	12%	0%	14%	5%
Wilmington NC	6%	6%	0%	0%	3%
Raleigh-Durham (Fayetteville) NC	31%	40%	29%	18%	26%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	10%	1%	14%	25%	3%
Myrtle Beach-Florence SC	1%	2%	0%	0%	26%
DEMOGRAPHICS - PHONE TYPE					
Land-line	79%	84%	86%	36%	92%
Wireless	21%	16%	14%	64%	8%
Voter File Match					
Yes	84%	81%	41%	65%	66%
No	16%	19%	59%	35%	34%
Registered Voter (of Voter File Matches)					
Yes	94%	98%	100%	82%	92%
No	6%	2%	0%	18%	8%
Panel Respondent					
Yes	23%	17%	6%	14%	14%
No	77%	83%	94%	86%	86%

» Q21. Panel Willingness *against...*

	Yes	No
<i>n</i>	(1,000)	(253)
Q1. Health Quality		
Poor	4%	6%
Fair	16%	14%
Good	45%	49%
Very Good	34%	31%
Q4. Number of People in HH		
1-3	75%	76%
4-6	22%	18%
7+	2%	5%
Q5. Children in HH		
One	11%	16%
Two	8%	8%
Three or more	6%	5%
None	75%	71%
Q6. Non-HH Face to Face Count		
0	36%	34%
1-3	39%	41%
4-6	12%	12%
7+	13%	13%
Q7. Six Feet Away? (If Q6 > 0)		
0	18%	19%
1-3	52%	56%
4-6	14%	12%
7+	15%	13%
Q8. HH Member Going to Work		
Yes	34%	35%
No	64%	62%
Unsure	1%	2%
Q9. Children Interacting with Other Children		
Yes	21%	9%
No	77%	91%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week		
0	79%	71%
1-3	16%	18%
4-6	2%	4%
7+	3%	7%
Q11. Contact with Others: Family		
Yes	65%	63%
No	35%	37%
Q11. Contact with Others: Friends		
Yes	16%	19%
No	84%	81%
Q11. Contact with Others: Co-workers		
Yes	11%	14%
No	89%	86%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	8%	11%
No	92%	89%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	14%	10%
No	86%	90%
Q12. Handwashing Count		
0	1%	1%
1-3	6%	6%
4-6	20%	23%
7+	74%	71%
Q13. Currently Practicing Social Distancing?		
Yes	96%	94%
No	4%	6%
Q14. Currently Experiencing Symptoms?		
Yes	2%	3%
No	97%	96%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	7%	6%

Confidential

	Yes	No
No	64%	70%
Unsure	29%	24%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	31%	21%
Most are reacting appropriately	60%	68%
Most are overreacting to the actual risks	8%	11%
Q17. Changes to Routine		
Large changes	66%	51%
Small changes	25%	32%
No real changes	7%	13%
Unsure	2%	4%
Q18. College Degree		
Yes	50%	36%
No	50%	64%
Q19. Latino		
Yes	3%	4%
No	97%	96%
Q20. Race		
White	77%	70%
Black	18%	26%
Asian	1%	1%
Another race	3%	3%
Q19-20. Race + Ethnicity		
White	75%	68%
Black	18%	25%
Asian	1%	1%
Hispanic or Latino	3%	4%
Another race	3%	3%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	79%	76%
Black	18%	23%
Hispanic	1%	1%
Other	2%	1%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	43%	43%
Republican	28%	29%
Other / Unaffiliated	29%	28%
DEMOGRAPHICS - AGE		
18-34	10%	14%
35-49	16%	13%
50-64	28%	26%
65-79	34%	35%
80+	12%	11%
DEMOGRAPHICS - GENDER		
Female	61%	56%
Male	39%	44%
CLARITY SCORES: PARTY		
0-19	35%	38%
20-39	5%	5%
40-59	7%	5%
60-79	7%	7%
80-100	46%	45%
CLARITY SCORES: TURNOUT		
0-19	0%	1%
20-39	2%	3%
40-59	5%	5%
60-79	7%	12%
80-100	86%	79%
CLARITY SCORES: COLLEGE		
0-19	13%	16%
20-39	29%	34%
40-59	22%	23%
60-79	18%	12%
80-100	19%	15%
CLARITY SCORES: CHOICE		
0-19	15%	20%
20-39	27%	29%
40-59	32%	32%
60-79	16%	17%
80-100	9%	2%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	5%	3%
20-39	17%	22%
40-59	33%	25%
60-79	35%	41%
80-100	10%	8%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	40%	43%
20-39	31%	35%
40-59	22%	18%
60-79	7%	4%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	24%	26%
Greensboro-High Point-Winston Salem NC	19%	20%
Norfolk-Portsmouth-Newport News VA	2%	2%
Greenville-New Bern-Washington NC	8%	11%
Wilmington NC	5%	2%
Raleigh-Durham (Fayetteville) NC	32%	30%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	10%
Myrtle Beach-Florence SC	1%	0%
DEMOGRAPHICS - PHONE TYPE		
Land-line	73%	73%
Wireless	27%	27%
Voter File Match		
Yes	78%	70%
No	22%	30%
Registered Voter (of Voter File Matches)		
Yes	96%	96%
No	4%	4%
Panel Respondent		
Yes	26%	11%
No	75%	89%

» DEMOGRAPHICS - RACE ON FILE *against...*

	Caucasian	Black	Hispanic	Other
<i>n</i>	(1,027)	(278)	(7)	(34)
Q1. Health Quality				
Poor	4%	3%	14%	3%
Fair	15%	18%	0%	21%
Good	46%	52%	57%	59%
Very Good	35%	27%	29%	18%
Q4. Number of People in HH				
1-3	78%	78%	14%	69%
4-6	20%	19%	71%	31%
7+	2%	3%	14%	0%
Q5. Children in HH				
One	10%	11%	14%	6%
Two	8%	6%	43%	16%
Three or more	5%	7%	29%	0%
None	78%	77%	14%	77%
Q6. Non-HH Face to Face Count				
0	37%	28%	17%	23%
1-3	38%	47%	50%	40%
4-6	13%	14%	17%	3%
7+	12%	11%	17%	33%
Q7. Six Feet Away? (If Q6 > 0)				
0	17%	21%	20%	18%
1-3	54%	56%	80%	45%
4-6	16%	14%	0%	5%
7+	14%	10%	0%	32%
Q8. HH Member Going to Work				
Yes	33%	32%	67%	38%
No	66%	65%	33%	45%
Unsure	2%	3%	0%	17%
Q9. Children Interacting with Other Children				
Yes	20%	18%	0%	0%
No	79%	80%	100%	100%
Unsure	2%	2%	0%	0%
Q10. Times in Group > 20 in Last Week				
0	80%	62%	67%	68%
1-3	15%	28%	17%	24%
4-6	2%	4%	17%	4%
7+	3%	6%	0%	4%
Q11. Contact with Others: Family				
Yes	67%	64%	83%	52%
No	33%	36%	17%	48%
Q11. Contact with Others: Friends				
Yes	17%	18%	0%	14%
No	83%	82%	100%	86%
Q11. Contact with Others: Co-workers				
Yes	11%	12%	17%	14%
No	89%	88%	83%	86%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	8%	10%	17%	10%
No	92%	90%	83%	90%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	13%	13%	0%	14%
No	87%	87%	100%	86%
Q12. Handwashing Count				
0	1%	1%	0%	0%
1-3	5%	7%	17%	5%
4-6	20%	15%	33%	18%
7+	74%	77%	50%	77%
Q13. Currently Practicing Social Distancing?				
Yes	97%	94%	100%	95%
No	3%	6%	0%	5%
Q14. Currently Experiencing Symptoms?				
Yes	1%	4%	17%	9%
No	97%	95%	83%	91%
Unsure	1%	1%	0%	0%
Q15. Likelihood of getting Coronavirus				
Yes	7%	4%	33%	0%

Confidential

	Caucasian	Black	Hispanic	Other
No	64%	65%	67%	73%
Unsure	29%	31%	0%	27%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	26%	44%	33%	48%
Most are reacting appropriately	65%	51%	67%	43%
Most are overreacting to the actual risks	10%	4%	0%	10%
Q17. Changes to Routine				
Large changes	67%	60%	83%	59%
Small changes	25%	30%	17%	41%
No real changes	7%	7%	0%	0%
Unsure	1%	3%	0%	0%
Q18. College Degree				
Yes	50%	39%	0%	50%
No	50%	61%	100%	50%
Q19. Latino				
Yes	1%	2%	100%	27%
No	99%	98%	0%	73%
Q20. Race				
White	97%	3%	0%	19%
Black	2%	92%	0%	0%
Asian	0%	1%	0%	25%
Another race	1%	4%	0%	56%
Q19-20. Race + Ethnicity				
White	96%	2%	0%	9%
Black	1%	94%	0%	0%
Asian	0%	0%	0%	15%
Hispanic or Latino	1%	1%	100%	18%
Another race	1%	3%	0%	59%
Q21. Panel Willingness				
Yes	82%	77%	83%	95%
No	18%	23%	17%	5%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	31%	89%	29%	44%
Republican	36%	1%	43%	9%
Other / Unaffiliated	33%	10%	29%	47%
DEMOGRAPHICS - AGE				
18-34	7%	5%	43%	6%
35-49	14%	10%	29%	12%
50-64	27%	30%	29%	32%
65-79	36%	43%	0%	47%
80+	16%	12%	0%	3%
DEMOGRAPHICS - GENDER				
Female	62%	68%	29%	47%
Male	38%	32%	71%	53%
CLARITY SCORES: PARTY				
0-19	45%	0%	71%	15%
20-39	6%	1%	0%	6%
40-59	8%	0%	0%	3%
60-79	8%	1%	14%	3%
80-100	33%	98%	14%	74%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	2%	1%	0%	0%
40-59	5%	3%	33%	13%
60-79	7%	9%	17%	7%
80-100	86%	86%	50%	80%
CLARITY SCORES: COLLEGE				
0-19	14%	13%	0%	18%
20-39	29%	40%	29%	41%
40-59	22%	21%	57%	15%
60-79	16%	17%	14%	3%
80-100	19%	10%	0%	24%
CLARITY SCORES: CHOICE				
0-19	21%	0%	17%	6%
20-39	31%	27%	33%	27%
40-59	27%	50%	50%	39%
60-79	12%	21%	0%	24%
80-100	9%	3%	0%	3%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	5%	0%	0%	21%
20-39	18%	8%	43%	24%

Confidential

	Caucasian	Black	Hispanic	Other
40-59	31%	32%	29%	26%
60-79	35%	51%	29%	21%
80-100	11%	8%	0%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	52%	1%	50%	21%
20-39	29%	47%	17%	52%
40-59	14%	45%	33%	21%
60-79	5%	8%	0%	6%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	24%	21%	14%	18%
Greensboro-High Point-Winston Salem NC	19%	17%	0%	15%
Norfolk-Portsmouth-Newport News VA	2%	3%	0%	3%
Greenville-New Bern-Washington NC	7%	12%	29%	3%
Wilmington NC	6%	6%	0%	3%
Raleigh-Durham (Fayetteville) NC	31%	38%	43%	26%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	11%	1%	14%	3%
Myrtle Beach-Florence SC	1%	2%	0%	29%
DEMOGRAPHICS - PHONE TYPE				
Land-line	78%	84%	29%	88%
Wireless	22%	16%	71%	12%
Voter File Match				
Yes	100%	100%	100%	100%
No	0%	0%	0%	0%
Registered Voter (of Voter File Matches)				
Yes	94%	99%	86%	88%
No	6%	1%	14%	12%
Panel Respondent				
Yes	24%	17%	14%	26%
No	76%	83%	86%	74%

» DEMOGRAPHICS - PARTY ON FILE *against...*

	Democrat	Republican	Other / Unaffiliated
<i>n</i>	(586)	(379)	(381)
Q1. Health Quality			
Poor	3%	4%	5%
Fair	15%	17%	16%
Good	50%	46%	46%
Very Good	32%	33%	34%
Q4. Number of People in HH			
1-3	82%	76%	72%
4-6	16%	22%	25%
7+	2%	3%	3%
Q5. Children in HH			
One	8%	9%	13%
Two	6%	8%	10%
Three or more	3%	5%	8%
None	83%	78%	69%
Q6. Non-HH Face to Face Count			
0	34%	33%	37%
1-3	43%	40%	37%
4-6	13%	15%	10%
7+	11%	12%	16%
Q7. Six Feet Away? (If Q6 > 0)			
0	19%	17%	17%
1-3	57%	53%	50%
4-6	13%	20%	13%
7+	11%	10%	20%
Q8. HH Member Going to Work			
Yes	29%	33%	40%
No	68%	65%	60%
Unsure	3%	2%	1%
Q9. Children Interacting with Other Children			
Yes	20%	23%	15%
No	79%	74%	84%
Unsure	1%	3%	1%
Q10. Times in Group > 20 in Last Week			
0	72%	77%	81%
1-3	20%	17%	14%
4-6	3%	3%	2%
7+	5%	3%	3%
Q11. Contact with Others: Family			
Yes	63%	71%	67%
No	37%	29%	33%
Q11. Contact with Others: Friends			
Yes	16%	18%	17%
No	84%	82%	83%
Q11. Contact with Others: Co-workers			
Yes	10%	11%	13%
No	90%	89%	87%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	7%	8%	10%
No	93%	92%	90%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	12%	13%	13%
No	88%	87%	87%
Q12. Handwashing Count			
0	0%	1%	1%
1-3	6%	5%	6%
4-6	19%	19%	20%
7+	75%	75%	73%
Q13. Currently Practicing Social Distancing?			
Yes	96%	95%	98%
No	4%	5%	2%
Q14. Currently Experiencing Symptoms?			
Yes	2%	1%	4%
No	97%	98%	95%
Unsure	1%	1%	1%
Q15. Likelihood of getting Coronavirus			
Yes	5%	7%	8%

Confidential

	Democrat	Republican	Other / Unaffiliated
No	62%	71%	63%
Unsure	34%	22%	30%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	35%	21%	30%
Most are reacting appropriately	60%	66%	61%
Most are overreacting to the actual risks	5%	13%	9%
Q17. Changes to Routine			
Large changes	66%	66%	65%
Small changes	27%	25%	26%
No real changes	5%	7%	8%
Unsure	2%	2%	1%
Q18. College Degree			
Yes	49%	44%	49%
No	51%	56%	51%
Q19. Latino			
Yes	2%	2%	4%
No	98%	98%	96%
Q20. Race			
White	59%	97%	88%
Black	37%	1%	8%
Asian	0%	0%	1%
Another race	3%	2%	2%
Q19-20. Race + Ethnicity			
White	54%	96%	83%
Black	41%	1%	8%
Asian	0%	0%	1%
Hispanic or Latino	1%	2%	4%
Another race	3%	2%	3%
Q21. Panel Willingness			
Yes	82%	81%	82%
No	18%	19%	18%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	55%	98%	88%
Black	42%	1%	8%
Hispanic	0%	1%	1%
Other	3%	1%	4%
DEMOGRAPHICS - AGE			
18-34	5%	6%	12%
35-49	9%	13%	20%
50-64	27%	30%	27%
65-79	42%	33%	33%
80+	17%	17%	8%
DEMOGRAPHICS - GENDER			
Female	68%	62%	56%
Male	32%	38%	44%
CLARITY SCORES: PARTY			
0-19	0%	95%	30%
20-39	0%	3%	14%
40-59	3%	1%	18%
60-79	5%	0%	14%
80-100	92%	1%	24%
CLARITY SCORES: TURNOUT			
0-19	0%	1%	0%
20-39	1%	2%	3%
40-59	4%	3%	7%
60-79	7%	7%	10%
80-100	87%	87%	80%
CLARITY SCORES: COLLEGE			
0-19	14%	16%	12%
20-39	36%	28%	28%
40-59	18%	23%	24%
60-79	17%	15%	17%
80-100	15%	18%	19%
CLARITY SCORES: CHOICE			
0-19	3%	40%	13%
20-39	24%	38%	30%
40-59	37%	17%	41%
60-79	22%	4%	11%
80-100	13%	0%	5%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	4%	2%	6%

Confidential

	Democrat	Republican	Other / Unaffiliated
20-39	15%	10%	24%
40-59	37%	17%	36%
60-79	39%	49%	27%
80-100	5%	23%	6%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	7%	92%	40%
20-39	45%	7%	44%
40-59	37%	2%	13%
60-79	10%	0%	3%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	21%	26%	24%
Greensboro-High Point-Winston Salem NC	17%	22%	17%
Norfolk-Portsmouth-Newport News VA	2%	1%	3%
Greenville-New Bern-Washington NC	9%	8%	8%
Wilmington NC	5%	6%	6%
Raleigh-Durham (Fayetteville) NC	36%	27%	31%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%	9%
Myrtle Beach-Florence SC	2%	1%	2%
DEMOGRAPHICS - PHONE TYPE			
Land-line	85%	79%	71%
Wireless	15%	21%	29%
Voter File Match			
Yes	100%	100%	100%
No	0%	0%	0%
Registered Voter (of Voter File Matches)			
Yes	100%	100%	81%
No	0%	0%	19%
Panel Respondent			
Yes	22%	25%	21%
No	78%	75%	79%

» DEMOGRAPHICS - AGE *against...*

	18-34	35-49	50-64	65-79	80+
<i>n</i>	(146)	(237)	(453)	(585)	(232)
Q1. Health Quality					
Poor	2%	3%	6%	4%	6%
Fair	8%	8%	16%	18%	27%
Good	47%	44%	44%	49%	45%
Very Good	44%	45%	35%	29%	22%
Q4. Number of People in HH					
1-3	64%	45%	71%	91%	89%
4-6	32%	49%	26%	8%	7%
7+	4%	5%	3%	1%	4%
Q5. Children in HH					
One	24%	25%	11%	5%	3%
Two	13%	23%	8%	3%	3%
Three or more	10%	17%	4%	1%	2%
None	54%	34%	77%	91%	92%
Q6. Non-HH Face to Face Count					
0	32%	42%	33%	36%	31%
1-3	35%	30%	39%	43%	50%
4-6	9%	10%	13%	13%	12%
7+	24%	17%	16%	8%	7%
Q7. Six Feet Away? (If Q6 > 0)					
0	24%	18%	18%	14%	28%
1-3	45%	46%	50%	62%	53%
4-6	6%	17%	17%	14%	10%
7+	25%	20%	15%	9%	9%
Q8. HH Member Going to Work					
Yes	53%	52%	45%	20%	14%
No	44%	48%	54%	77%	81%
Unsure	3%	0%	1%	3%	6%
Q9. Children Interacting with Other Children					
Yes	22%	15%	22%	21%	0%
No	78%	83%	75%	79%	100%
Unsure	0%	1%	3%	0%	0%
Q10. Times in Group > 20 in Last Week					
0	75%	84%	77%	74%	70%
1-3	14%	12%	16%	22%	21%
4-6	1%	2%	3%	3%	2%
7+	9%	2%	4%	2%	7%
Q11. Contact with Others: Family					
Yes	67%	77%	75%	58%	51%
No	33%	23%	25%	42%	49%
Q11. Contact with Others: Friends					
Yes	17%	14%	15%	18%	21%
No	83%	86%	85%	82%	79%
Q11. Contact with Others: Co-workers					
Yes	21%	16%	11%	5%	11%
No	79%	84%	89%	95%	89%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	10%	11%	7%	6%	13%
No	90%	89%	93%	94%	87%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	9%	13%	14%	11%	15%
No	91%	87%	86%	89%	85%
Q12. Handwashing Count					
0	0%	0%	1%	1%	1%
1-3	10%	4%	6%	4%	8%
4-6	20%	19%	17%	21%	25%
7+	70%	77%	76%	74%	65%
Q13. Currently Practicing Social Distancing?					
Yes	97%	97%	97%	97%	87%
No	3%	3%	3%	3%	13%
Q14. Currently Experiencing Symptoms?					
Yes	3%	1%	2%	2%	4%
No	97%	98%	97%	96%	95%
Unsure	0%	1%	1%	1%	2%
Q15. Likelihood of getting Coronavirus					
Yes	13%	16%	9%	1%	1%

Confidential

	18-34	35-49	50-64	65-79	80+
No	70%	61%	59%	68%	69%
Unsure	17%	23%	32%	30%	30%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	35%	33%	30%	29%	19%
Most are reacting appropriately	50%	57%	58%	65%	77%
Most are overreacting to the actual risks	14%	10%	12%	6%	4%
Q17. Changes to Routine					
Large changes	64%	66%	71%	60%	53%
Small changes	26%	25%	20%	32%	28%
No real changes	11%	9%	7%	5%	12%
Unsure	0%	0%	2%	2%	7%
Q18. College Degree					
Yes	46%	58%	51%	43%	42%
No	54%	42%	49%	57%	58%
Q19. Latino					
Yes	13%	6%	2%	1%	0%
No	87%	94%	98%	99%	100%
Q20. Race					
White	75%	78%	75%	73%	82%
Black	21%	14%	20%	22%	15%
Asian	1%	3%	2%	1%	0%
Another race	2%	6%	3%	4%	3%
Q19-20. Race + Ethnicity					
White	66%	75%	72%	70%	80%
Black	18%	13%	22%	24%	18%
Asian	1%	2%	2%	1%	0%
Hispanic or Latino	13%	5%	2%	1%	0%
Another race	2%	5%	3%	4%	2%
Q21. Panel Willingness					
Yes	74%	82%	81%	79%	80%
No	26%	18%	19%	21%	20%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	80%	81%	74%	73%	83%
Black	15%	16%	23%	24%	17%
Hispanic	3%	1%	1%	0%	0%
Other	2%	2%	3%	3%	1%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	29%	28%	42%	50%	51%
Republican	24%	28%	31%	25%	33%
Other / Unaffiliated	47%	43%	27%	25%	16%
DEMOGRAPHICS - GENDER					
Female	51%	55%	62%	67%	65%
Male	49%	45%	38%	33%	35%
CLARITY SCORES: PARTY					
0-19	38%	34%	39%	32%	36%
20-39	7%	8%	4%	4%	5%
40-59	11%	12%	6%	5%	4%
60-79	10%	8%	6%	6%	6%
80-100	34%	38%	45%	53%	50%
CLARITY SCORES: TURNOUT					
0-19	4%	0%	0%	0%	0%
20-39	5%	4%	1%	1%	3%
40-59	25%	4%	3%	2%	6%
60-79	26%	8%	7%	6%	5%
80-100	40%	84%	89%	91%	87%
CLARITY SCORES: COLLEGE					
0-19	2%	4%	11%	19%	21%
20-39	20%	17%	29%	35%	44%
40-59	43%	32%	20%	16%	16%
60-79	30%	26%	15%	12%	13%
80-100	5%	21%	24%	17%	6%
CLARITY SCORES: CHOICE					
0-19	3%	8%	15%	17%	30%
20-39	21%	25%	28%	31%	39%
40-59	56%	43%	32%	30%	21%
60-79	20%	17%	16%	14%	6%
80-100	0%	7%	8%	9%	4%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	11%	8%	3%	4%	1%
20-39	37%	30%	16%	12%	5%
40-59	40%	37%	34%	29%	22%

Confidential

	18-34	35-49	50-64	65-79	80+
60-79	12%	21%	38%	43%	55%
80-100	0%	4%	9%	13%	18%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	29%	37%	44%	37%	47%
20-39	43%	31%	30%	35%	35%
40-59	24%	24%	20%	22%	14%
60-79	4%	8%	6%	5%	4%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	32%	26%	18%	24%	24%
Greensboro-High Point-Winston Salem NC	16%	17%	21%	18%	17%
Norfolk-Portsmouth-Newport News VA	2%	3%	2%	2%	2%
Greenville-New Bern-Washington NC	15%	6%	8%	8%	10%
Wilmington NC	6%	4%	4%	6%	7%
Raleigh-Durham (Fayetteville) NC	20%	32%	38%	31%	31%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	12%	7%	8%	8%
Myrtle Beach-Florence SC	0%	0%	2%	2%	2%
DEMOGRAPHICS - PHONE TYPE					
Land-line	14%	39%	85%	94%	98%
Wireless	86%	61%	15%	6%	2%
Voter File Match					
Yes	64%	76%	82%	86%	86%
No	36%	24%	18%	14%	14%
Registered Voter (of Voter File Matches)					
Yes	89%	92%	95%	95%	98%
No	11%	8%	5%	5%	2%
Panel Respondent					
Yes	15%	16%	19%	23%	28%
No	85%	84%	81%	77%	72%

» DEMOGRAPHICS - GENDER *against...*

	Female	Male
<i>n</i>	(1,028)	(625)
Q1. Health Quality		
Poor	4%	5%
Fair	17%	15%
Good	47%	44%
Very Good	32%	36%
Q4. Number of People in HH		
1-3	77%	76%
4-6	21%	21%
7+	3%	4%
Q5. Children in HH		
One	11%	10%
Two	7%	10%
Three or more	5%	6%
None	77%	74%
Q6. Non-HH Face to Face Count		
0	37%	31%
1-3	41%	39%
4-6	11%	13%
7+	11%	16%
Q7. Six Feet Away? (If Q6 > 0)		
0	18%	19%
1-3	58%	47%
4-6	13%	16%
7+	11%	18%
Q8. HH Member Going to Work		
Yes	32%	36%
No	66%	62%
Unsure	2%	3%
Q9. Children Interacting with Other Children		
Yes	20%	16%
No	79%	82%
Unsure	1%	2%
Q10. Times in Group > 20 in Last Week		
0	77%	73%
1-3	16%	20%
4-6	2%	3%
7+	4%	4%
Q11. Contact with Others: Family		
Yes	64%	68%
No	36%	32%
Q11. Contact with Others: Friends		
Yes	17%	17%
No	83%	83%
Q11. Contact with Others: Co-workers		
Yes	10%	14%
No	90%	86%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	7%	10%
No	93%	90%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	12%	13%
No	88%	87%
Q12. Handwashing Count		
0	0%	1%
1-3	4%	8%
4-6	18%	24%
7+	78%	67%
Q13. Currently Practicing Social Distancing?		
Yes	97%	94%
No	3%	6%
Q14. Currently Experiencing Symptoms?		
Yes	2%	3%
No	97%	96%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	5%	9%

Confidential

	Female	Male
No	66%	64%
Unsure	29%	27%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	31%	27%
Most are reacting appropriately	62%	62%
Most are overreacting to the actual risks	8%	11%
Q17. Changes to Routine		
Large changes	65%	61%
Small changes	27%	27%
No real changes	6%	10%
Unsure	2%	2%
Q18. College Degree		
Yes	46%	50%
No	54%	50%
Q19. Latino		
Yes	2%	4%
No	98%	96%
Q20. Race		
White	75%	77%
Black	21%	17%
Asian	1%	2%
Another race	3%	5%
Q19-20. Race + Ethnicity		
White	72%	72%
Black	22%	18%
Asian	1%	1%
Hispanic or Latino	2%	4%
Another race	3%	5%
Q21. Panel Willingness		
Yes	81%	78%
No	19%	22%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	76%	77%
Black	22%	18%
Hispanic	0%	1%
Other	2%	4%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	47%	37%
Republican	28%	29%
Other / Unaffiliated	25%	34%
DEMOGRAPHICS - AGE		
18-34	7%	11%
35-49	13%	17%
50-64	28%	27%
65-79	38%	31%
80+	15%	13%
CLARITY SCORES: PARTY		
0-19	34%	38%
20-39	4%	6%
40-59	6%	7%
60-79	7%	6%
80-100	49%	43%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	1%	2%
40-59	4%	6%
60-79	7%	9%
80-100	87%	83%
CLARITY SCORES: COLLEGE		
0-19	15%	12%
20-39	34%	28%
40-59	19%	25%
60-79	15%	18%
80-100	17%	17%
CLARITY SCORES: CHOICE		
0-19	17%	15%
20-39	31%	27%
40-59	31%	35%
60-79	14%	15%
80-100	7%	8%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Female	Male
0-19	3%	7%
20-39	13%	22%
40-59	31%	31%
60-79	42%	32%
80-100	12%	7%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	39%	42%
20-39	34%	33%
40-59	21%	20%
60-79	6%	4%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	23%	23%
Greensboro-High Point-Winston Salem NC	19%	18%
Norfolk-Portsmouth-Newport News VA	2%	2%
Greenville-New Bern-Washington NC	7%	10%
Wilmington NC	6%	6%
Raleigh-Durham (Fayetteville) NC	33%	32%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%
Myrtle Beach-Florence SC	2%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	85%	70%
Wireless	15%	30%
Voter File Match		
Yes	82%	80%
No	18%	20%
Registered Voter (of Voter File Matches)		
Yes	95%	94%
No	5%	6%
Panel Respondent		
Yes	22%	19%
No	78%	81%

» CLARITY SCORES: PARTY *against...*

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(473)	(66)	(88)	(86)	(633)
Q1. Health Quality					
Poor	4%	6%	7%	3%	3%
Fair	15%	27%	20%	13%	15%
Good	47%	39%	39%	49%	50%
Very Good	34%	27%	34%	35%	32%
Q4. Number of People in HH					
1-3	76%	77%	67%	70%	80%
4-6	21%	22%	27%	28%	18%
7+	3%	2%	6%	3%	2%
Q5. Children in HH					
One	10%	8%	11%	16%	9%
Two	8%	6%	16%	12%	6%
Three or more	6%	8%	10%	5%	4%
None	77%	78%	62%	68%	81%
Q6. Non-HH Face to Face Count					
0	33%	38%	40%	29%	35%
1-3	40%	39%	26%	42%	42%
4-6	15%	8%	15%	8%	12%
7+	12%	15%	19%	22%	10%
Q7. Six Feet Away? (If Q6 > 0)					
0	17%	17%	10%	20%	19%
1-3	56%	57%	40%	44%	56%
4-6	17%	9%	23%	13%	13%
7+	11%	17%	27%	22%	12%
Q8. HH Member Going to Work					
Yes	33%	35%	40%	48%	30%
No	65%	65%	58%	49%	67%
Unsure	2%	0%	3%	3%	3%
Q9. Children Interacting with Other Children					
Yes	17%	18%	14%	35%	18%
No	81%	82%	86%	61%	81%
Unsure	2%	0%	0%	4%	1%
Q10. Times in Group > 20 in Last Week					
0	77%	88%	78%	78%	73%
1-3	17%	7%	13%	17%	20%
4-6	3%	4%	1%	1%	3%
7+	2%	2%	8%	4%	4%
Q11. Contact with Others: Family					
Yes	72%	59%	64%	67%	63%
No	28%	41%	36%	33%	37%
Q11. Contact with Others: Friends					
Yes	18%	19%	17%	26%	15%
No	82%	81%	83%	74%	85%
Q11. Contact with Others: Co-workers					
Yes	11%	11%	16%	19%	9%
No	89%	89%	84%	81%	91%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	9%	9%	10%	13%	6%
No	91%	91%	90%	87%	94%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	14%	14%	8%	16%	12%
No	86%	86%	92%	84%	88%
Q12. Handwashing Count					
0	1%	0%	0%	1%	0%
1-3	5%	2%	6%	8%	6%
4-6	19%	24%	17%	21%	19%
7+	75%	75%	77%	69%	75%
Q13. Currently Practicing Social Distancing?					
Yes	96%	90%	99%	100%	96%
No	4%	10%	1%	0%	4%
Q14. Currently Experiencing Symptoms?					
Yes	1%	2%	3%	3%	2%
No	97%	98%	96%	96%	96%
Unsure	1%	0%	1%	1%	1%
Q15. Likelihood of getting Coronavirus					
Yes	7%	4%	10%	11%	5%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	70%	68%	65%	60%	61%
Unsure	24%	28%	25%	29%	34%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	22%	29%	31%	25%	36%
Most are reacting appropriately	64%	59%	62%	65%	59%
Most are overreacting to the actual risks	14%	12%	7%	10%	4%
Q17. Changes to Routine					
Large changes	66%	58%	61%	63%	67%
Small changes	25%	26%	28%	29%	26%
No real changes	7%	14%	10%	6%	5%
Unsure	1%	2%	1%	3%	2%
Q18. College Degree					
Yes	46%	41%	43%	46%	50%
No	54%	59%	57%	54%	50%
Q19. Latino					
Yes	2%	6%	3%	4%	2%
No	98%	94%	97%	96%	98%
Q20. Race					
White	96%	93%	97%	94%	57%
Black	1%	4%	3%	4%	38%
Asian	0%	0%	0%	0%	1%
Another race	2%	2%	0%	1%	4%
Q19-20. Race + Ethnicity					
White	95%	89%	94%	91%	52%
Black	1%	5%	2%	5%	41%
Asian	0%	0%	0%	0%	1%
Hispanic or Latino	2%	5%	2%	3%	2%
Another race	2%	2%	1%	1%	4%
Q21. Panel Willingness					
Yes	80%	81%	86%	82%	82%
No	20%	19%	14%	18%	18%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	98%	94%	98%	95%	53%
Black	0%	3%	1%	2%	43%
Hispanic	1%	0%	0%	1%	0%
Other	1%	3%	1%	1%	4%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	0%	3%	18%	35%	85%
Republican	76%	17%	5%	1%	0%
Other / Unaffiliated	24%	80%	77%	64%	15%
DEMOGRAPHICS - AGE					
18-34	8%	11%	11%	10%	5%
35-49	13%	23%	25%	16%	11%
50-64	31%	23%	27%	26%	26%
65-79	34%	30%	28%	34%	42%
80+	15%	14%	8%	14%	16%
DEMOGRAPHICS - GENDER					
Female	60%	53%	63%	66%	66%
Male	40%	47%	38%	34%	34%
CLARITY SCORES: TURNOUT					
0-19	0%	2%	0%	0%	0%
20-39	1%	2%	4%	7%	1%
40-59	3%	15%	4%	11%	4%
60-79	8%	17%	11%	7%	6%
80-100	87%	64%	81%	76%	88%
CLARITY SCORES: COLLEGE					
0-19	15%	20%	13%	15%	13%
20-39	28%	30%	32%	36%	33%
40-59	23%	23%	28%	20%	19%
60-79	15%	15%	16%	15%	17%
80-100	19%	12%	11%	14%	17%
CLARITY SCORES: CHOICE					
0-19	40%	10%	3%	6%	2%
20-39	39%	40%	33%	34%	21%
40-59	18%	45%	49%	44%	39%
60-79	4%	5%	11%	13%	23%
80-100	0%	0%	4%	3%	14%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	1%	8%	5%	8%	5%
20-39	10%	24%	30%	21%	17%
40-59	19%	36%	43%	43%	36%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	48%	26%	23%	26%	36%
80-100	22%	6%	0%	2%	5%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	93%	47%	31%	29%	3%
20-39	7%	45%	61%	59%	46%
40-59	0%	9%	7%	10%	40%
60-79	0%	0%	0%	1%	11%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	27%	27%	23%	27%	20%
Greensboro-High Point-Winston Salem NC	22%	16%	18%	16%	16%
Norfolk-Portsmouth-Newport News VA	1%	3%	7%	3%	2%
Greenville-New Bern-Washington NC	8%	6%	9%	7%	9%
Wilmington NC	5%	11%	6%	6%	5%
Raleigh-Durham (Fayetteville) NC	27%	23%	28%	29%	38%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	13%	8%	12%	7%
Myrtle Beach-Florence SC	1%	2%	1%	0%	2%
DEMOGRAPHICS - PHONE TYPE					
Land-line	77%	71%	68%	77%	84%
Wireless	23%	29%	32%	23%	16%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	99%	89%	61%	86%	98%
No	1%	11%	39%	14%	2%
Panel Respondent					
Yes	23%	24%	20%	28%	21%
No	77%	76%	80%	72%	79%

» CLARITY SCORES: TURNOUT *against...*

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(3)	(22)	(60)	(99)	(1,090)
Q1. Health Quality					
Poor	0%	0%	8%	9%	3%
Fair	0%	5%	20%	15%	15%
Good	0%	55%	38%	42%	49%
Very Good	100%	41%	33%	33%	33%
Q4. Number of People in HH					
1-3	67%	90%	75%	74%	78%
4-6	33%	10%	21%	23%	20%
7+	0%	0%	4%	3%	2%
Q5. Children in HH					
One	0%	10%	12%	14%	9%
Two	33%	5%	9%	9%	7%
Three or more	0%	0%	3%	4%	5%
None	67%	85%	76%	73%	79%
Q6. Non-HH Face to Face Count					
0	67%	16%	38%	37%	34%
1-3	33%	58%	36%	40%	40%
4-6	0%	11%	9%	6%	14%
7+	0%	16%	17%	17%	11%
Q7. Six Feet Away? (If Q6 > 0)					
0	0%	25%	18%	15%	18%
1-3	100%	50%	58%	60%	54%
4-6	0%	6%	12%	13%	15%
7+	0%	19%	12%	13%	12%
Q8. HH Member Going to Work					
Yes	0%	37%	40%	31%	32%
No	100%	63%	57%	65%	66%
Unsure	0%	0%	4%	3%	2%
Q9. Children Interacting with Other Children					
Yes	0%	33%	20%	17%	18%
No	100%	67%	80%	83%	80%
Unsure	0%	0%	0%	0%	2%
Q10. Times in Group > 20 in Last Week					
0	100%	79%	80%	75%	76%
1-3	0%	16%	14%	14%	18%
4-6	0%	0%	2%	4%	3%
7+	0%	5%	4%	7%	3%
Q11. Contact with Others: Family					
Yes	67%	47%	55%	60%	68%
No	33%	53%	45%	40%	32%
Q11. Contact with Others: Friends					
Yes	0%	22%	20%	16%	17%
No	100%	78%	80%	84%	83%
Q11. Contact with Others: Co-workers					
Yes	0%	11%	24%	19%	9%
No	100%	89%	76%	81%	91%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	0%	0%	20%	12%	7%
No	100%	100%	80%	88%	93%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	0%	6%	12%	15%	13%
No	100%	94%	88%	85%	87%
Q12. Handwashing Count					
0	0%	0%	0%	1%	0%
1-3	0%	16%	11%	10%	5%
4-6	0%	26%	26%	20%	19%
7+	100%	58%	63%	68%	76%
Q13. Currently Practicing Social Distancing?					
Yes	100%	95%	93%	96%	96%
No	0%	5%	7%	4%	4%
Q14. Currently Experiencing Symptoms?					
Yes	0%	0%	2%	0%	2%
No	100%	100%	98%	99%	97%
Unsure	0%	0%	0%	1%	1%
Q15. Likelihood of getting Coronavirus					
Yes	0%	11%	4%	10%	6%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	100%	79%	74%	74%	63%
Unsure	0%	11%	22%	15%	31%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	67%	7%	26%	36%	29%
Most are reacting appropriately	33%	79%	65%	54%	63%
Most are overreacting to the actual risks	0%	14%	9%	11%	8%
Q17. Changes to Routine					
Large changes	67%	47%	50%	62%	68%
Small changes	33%	42%	35%	20%	26%
No real changes	0%	11%	15%	14%	5%
Unsure	0%	0%	0%	4%	1%
Q18. College Degree					
Yes	33%	47%	31%	41%	50%
No	67%	53%	69%	59%	50%
Q19. Latino					
Yes	33%	5%	11%	5%	1%
No	67%	95%	89%	95%	99%
Q20. Race					
White	50%	94%	74%	71%	78%
Black	50%	6%	18%	27%	18%
Asian	0%	0%	0%	1%	1%
Another race	0%	0%	8%	0%	3%
Q19-20. Race + Ethnicity					
White	33%	86%	68%	67%	75%
Black	33%	9%	15%	26%	21%
Asian	0%	0%	2%	1%	0%
Hispanic or Latino	33%	5%	8%	4%	1%
Another race	0%	0%	7%	2%	3%
Q21. Panel Willingness					
Yes	67%	74%	79%	72%	83%
No	33%	26%	21%	28%	17%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	67%	86%	75%	71%	76%
Black	33%	14%	15%	26%	22%
Hispanic	0%	0%	3%	1%	0%
Other	0%	0%	7%	2%	2%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	33%	32%	42%	41%	47%
Republican	67%	27%	22%	27%	30%
Other / Unaffiliated	0%	41%	37%	31%	23%
DEMOGRAPHICS - AGE					
18-34	100%	18%	35%	22%	3%
35-49	0%	32%	12%	13%	13%
50-64	0%	14%	17%	25%	29%
65-79	0%	14%	18%	29%	40%
80+	0%	23%	18%	10%	16%
DEMOGRAPHICS - GENDER					
Female	33%	55%	57%	60%	64%
Male	67%	45%	43%	40%	36%
CLARITY SCORES: PARTY					
0-19	33%	27%	27%	39%	37%
20-39	33%	5%	15%	10%	3%
40-59	0%	9%	3%	6%	4%
60-79	0%	23%	13%	5%	5%
80-100	33%	36%	42%	39%	50%
CLARITY SCORES: COLLEGE					
0-19	0%	14%	25%	15%	14%
20-39	0%	27%	38%	33%	31%
40-59	67%	36%	18%	31%	19%
60-79	33%	18%	17%	15%	16%
80-100	0%	5%	2%	5%	20%
CLARITY SCORES: CHOICE					
0-19	0%	15%	9%	3%	19%
20-39	0%	8%	34%	35%	30%
40-59	100%	69%	45%	51%	28%
60-79	0%	8%	11%	11%	15%
80-100	0%	0%	0%	0%	9%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	0%	5%	12%	4%	4%
20-39	100%	23%	35%	36%	12%
40-59	0%	50%	40%	41%	28%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	0%	18%	13%	18%	43%
80-100	0%	5%	0%	0%	13%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	33%	54%	32%	36%	42%
20-39	67%	31%	47%	44%	30%
40-59	0%	15%	19%	19%	22%
60-79	0%	0%	2%	1%	6%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	0%	27%	20%	30%	23%
Greensboro-High Point-Winston Salem NC	33%	0%	15%	13%	19%
Norfolk-Portsmouth-Newport News VA	0%	0%	3%	2%	2%
Greenville-New Bern-Washington NC	0%	18%	13%	10%	8%
Wilmington NC	33%	0%	5%	11%	5%
Raleigh-Durham (Fayetteville) NC	0%	45%	30%	22%	33%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	33%	9%	12%	9%	8%
Myrtle Beach-Florence SC	0%	0%	2%	2%	1%
DEMOGRAPHICS - PHONE TYPE					
Land-line	0%	59%	53%	58%	84%
Wireless	100%	41%	47%	42%	16%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Panel Respondent					
Yes	33%	18%	10%	13%	25%
No	67%	82%	90%	87%	75%

» CLARITY SCORES: COLLEGE *against...*

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(189)	(424)	(287)	(217)	(229)
Q1. Health Quality					
Poor	6%	5%	4%	3%	2%
Fair	26%	20%	15%	12%	6%
Good	47%	51%	45%	45%	47%
Very Good	21%	25%	35%	41%	45%
Q4. Number of People in HH					
1-3	90%	82%	71%	76%	68%
4-6	9%	14%	27%	22%	29%
7+	1%	4%	2%	2%	3%
Q5. Children in HH					
One	6%	9%	14%	10%	10%
Two	5%	5%	11%	8%	10%
Three or more	3%	4%	6%	7%	6%
None	86%	82%	69%	75%	74%
Q6. Non-HH Face to Face Count					
0	34%	32%	29%	36%	46%
1-3	41%	42%	42%	42%	33%
4-6	15%	14%	15%	9%	10%
7+	11%	12%	14%	14%	11%
Q7. Six Feet Away? (If Q6 > 0)					
0	14%	20%	15%	23%	15%
1-3	54%	52%	58%	54%	54%
4-6	17%	15%	17%	9%	18%
7+	15%	14%	11%	14%	14%
Q8. HH Member Going to Work					
Yes	25%	34%	38%	37%	29%
No	72%	64%	61%	60%	70%
Unsure	4%	3%	1%	3%	1%
Q9. Children Interacting with Other Children					
Yes	11%	25%	19%	15%	17%
No	89%	73%	80%	81%	83%
Unsure	0%	2%	1%	4%	0%
Q10. Times in Group > 20 in Last Week					
0	71%	72%	75%	76%	88%
1-3	18%	21%	20%	16%	11%
4-6	6%	3%	3%	2%	0%
7+	5%	4%	3%	6%	1%
Q11. Contact with Others: Family					
Yes	58%	60%	67%	74%	75%
No	42%	40%	33%	26%	25%
Q11. Contact with Others: Friends					
Yes	20%	19%	16%	18%	13%
No	80%	81%	84%	82%	87%
Q11. Contact with Others: Co-workers					
Yes	10%	11%	12%	15%	7%
No	90%	89%	88%	85%	93%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	8%	9%	8%	10%	6%
No	92%	91%	92%	90%	94%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	16%	13%	10%	14%	12%
No	84%	87%	90%	86%	88%
Q12. Handwashing Count					
0	1%	0%	0%	1%	1%
1-3	4%	6%	5%	7%	4%
4-6	18%	19%	19%	17%	24%
7+	77%	75%	75%	76%	71%
Q13. Currently Practicing Social Distancing?					
Yes	94%	95%	96%	97%	98%
No	6%	5%	4%	3%	2%
Q14. Currently Experiencing Symptoms?					
Yes	1%	2%	2%	3%	3%
No	97%	97%	97%	97%	96%
Unsure	2%	1%	1%	1%	1%
Q15. Likelihood of getting Coronavirus					
Yes	2%	7%	7%	6%	7%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	65%	64%	63%	69%	63%
Unsure	33%	29%	30%	25%	30%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	28%	34%	33%	26%	24%
Most are reacting appropriately	67%	57%	56%	66%	69%
Most are overreacting to the actual risks	5%	9%	11%	8%	7%
Q17. Changes to Routine					
Large changes	57%	63%	60%	66%	81%
Small changes	32%	28%	27%	29%	16%
No real changes	11%	6%	9%	5%	3%
Unsure	1%	3%	3%	0%	0%
Q18. College Degree					
Yes	6%	26%	43%	73%	91%
No	94%	74%	57%	27%	9%
Q19. Latino					
Yes	2%	2%	5%	3%	1%
No	98%	98%	95%	97%	99%
Q20. Race					
White	79%	73%	82%	79%	82%
Black	18%	24%	15%	20%	12%
Asian	0%	0%	0%	0%	2%
Another race	3%	3%	2%	2%	4%
Q19-20. Race + Ethnicity					
White	75%	69%	75%	76%	81%
Black	20%	26%	19%	20%	13%
Asian	0%	0%	0%	0%	2%
Hispanic or Latino	2%	2%	4%	2%	1%
Another race	4%	3%	2%	2%	3%
Q21. Panel Willingness					
Yes	78%	79%	80%	87%	85%
No	22%	21%	20%	13%	15%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	78%	70%	77%	78%	84%
Black	19%	26%	20%	21%	12%
Hispanic	0%	0%	1%	0%	0%
Other	3%	3%	2%	0%	3%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	44%	50%	37%	45%	38%
Republican	32%	25%	31%	26%	30%
Other / Unaffiliated	24%	25%	32%	29%	31%
DEMOGRAPHICS - AGE					
18-34	1%	4%	14%	13%	2%
35-49	4%	7%	20%	22%	16%
50-64	22%	26%	26%	26%	38%
65-79	50%	42%	29%	28%	38%
80+	22%	21%	11%	12%	5%
DEMOGRAPHICS - GENDER					
Female	68%	67%	56%	58%	63%
Male	32%	33%	44%	42%	37%
CLARITY SCORES: PARTY					
0-19	37%	32%	38%	33%	39%
20-39	7%	5%	5%	5%	3%
40-59	6%	7%	9%	6%	4%
60-79	7%	7%	6%	6%	5%
80-100	43%	50%	42%	50%	48%
CLARITY SCORES: TURNOUT					
0-19	0%	0%	1%	0%	0%
20-39	2%	2%	3%	2%	0%
40-59	8%	6%	4%	5%	0%
60-79	8%	8%	12%	7%	2%
80-100	82%	85%	80%	85%	97%
CLARITY SCORES: CHOICE					
0-19	28%	19%	15%	10%	10%
20-39	37%	37%	26%	23%	22%
40-59	29%	35%	39%	36%	20%
60-79	5%	8%	15%	19%	28%
80-100	1%	2%	5%	13%	20%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	6%	2%	3%	4%	7%
20-39	11%	12%	17%	23%	21%
40-59	23%	33%	38%	29%	27%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	38%	45%	36%	36%	31%
80-100	22%	8%	6%	8%	13%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	49%	38%	39%	37%	41%
20-39	42%	46%	31%	23%	16%
40-59	8%	14%	26%	29%	30%
60-79	1%	2%	3%	11%	12%
80-100	0%	0%	0%	0%	1%
MEDIA MARKET					
Charlotte NC	25%	23%	23%	22%	22%
Greensboro-High Point-Winston Salem NC	21%	18%	19%	18%	15%
Norfolk-Portsmouth-Newport News VA	5%	3%	2%	0%	2%
Greenville-New Bern-Washington NC	7%	11%	8%	9%	3%
Wilmington NC	6%	5%	7%	5%	5%
Raleigh-Durham (Fayetteville) NC	25%	30%	29%	34%	45%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	10%	6%	10%	13%	6%
Myrtle Beach-Florence SC	2%	3%	1%	0%	1%
DEMOGRAPHICS - PHONE TYPE					
Land-line	94%	88%	69%	67%	77%
Wireless	6%	12%	31%	33%	23%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	97%	94%	92%	94%	98%
No	3%	6%	8%	6%	2%
Panel Respondent					
Yes	20%	22%	21%	22%	28%
No	80%	78%	79%	78%	72%

» CLARITY SCORES: CHOICE *against...*

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(209)	(383)	(416)	(183)	(92)
Q1. Health Quality					
Poor	3%	5%	4%	4%	4%
Fair	19%	20%	13%	11%	11%
Good	48%	48%	50%	43%	43%
Very Good	29%	27%	32%	43%	41%
Q4. Number of People in HH					
1-3	82%	81%	72%	74%	80%
4-6	14%	17%	24%	24%	20%
7+	3%	2%	4%	2%	0%
Q5. Children in HH					
One	7%	9%	12%	10%	11%
Two	6%	7%	9%	10%	7%
Three or more	3%	5%	7%	2%	3%
None	84%	79%	73%	79%	79%
Q6. Non-HH Face to Face Count					
0	28%	31%	36%	39%	48%
1-3	42%	42%	42%	36%	33%
4-6	19%	14%	14%	7%	7%
7+	11%	13%	8%	19%	11%
Q7. Six Feet Away? (If Q6 > 0)					
0	19%	15%	21%	19%	14%
1-3	56%	56%	56%	47%	52%
4-6	17%	15%	14%	15%	16%
7+	8%	14%	10%	18%	18%
Q8. HH Member Going to Work					
Yes	28%	32%	38%	34%	21%
No	67%	67%	59%	66%	79%
Unsure	4%	1%	3%	1%	0%
Q9. Children Interacting with Other Children					
Yes	30%	18%	15%	23%	18%
No	70%	81%	83%	74%	82%
Unsure	0%	1%	2%	3%	0%
Q10. Times in Group > 20 in Last Week					
0	71%	73%	77%	81%	88%
1-3	22%	19%	17%	15%	9%
4-6	4%	4%	2%	1%	1%
7+	3%	4%	4%	4%	2%
Q11. Contact with Others: Family					
Yes	69%	64%	66%	69%	68%
No	31%	36%	34%	31%	32%
Q11. Contact with Others: Friends					
Yes	21%	18%	16%	14%	9%
No	79%	82%	84%	86%	91%
Q11. Contact with Others: Co-workers					
Yes	12%	11%	11%	13%	4%
No	88%	89%	89%	87%	96%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	10%	10%	7%	7%	4%
No	90%	90%	93%	93%	96%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	17%	14%	10%	13%	12%
No	83%	86%	90%	87%	88%
Q12. Handwashing Count					
0	1%	0%	1%	1%	0%
1-3	6%	6%	5%	4%	6%
4-6	18%	18%	16%	27%	25%
7+	75%	75%	79%	69%	68%
Q13. Currently Practicing Social Distancing?					
Yes	93%	96%	96%	97%	100%
No	7%	4%	4%	3%	0%
Q14. Currently Experiencing Symptoms?					
Yes	1%	2%	2%	3%	3%
No	98%	97%	97%	96%	96%
Unsure	1%	1%	1%	1%	1%
Q15. Likelihood of getting Coronavirus					
Yes	4%	5%	7%	8%	9%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	67%	70%	65%	61%	44%
Unsure	30%	25%	28%	31%	47%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	22%	23%	37%	33%	32%
Most are reacting appropriately	65%	67%	55%	64%	64%
Most are overreacting to the actual risks	13%	10%	8%	3%	4%
Q17. Changes to Routine					
Large changes	61%	67%	63%	70%	79%
Small changes	27%	27%	29%	24%	17%
No real changes	9%	5%	6%	6%	4%
Unsure	2%	1%	3%	0%	0%
Q18. College Degree					
Yes	36%	39%	42%	69%	88%
No	64%	61%	58%	31%	12%
Q19. Latino					
Yes	2%	1%	4%	3%	0%
No	98%	99%	96%	97%	100%
Q20. Race					
White	97%	79%	69%	67%	91%
Black	2%	17%	28%	28%	6%
Asian	0%	0%	0%	2%	1%
Another race	1%	4%	3%	3%	1%
Q19-20. Race + Ethnicity					
White	96%	76%	61%	63%	90%
Black	1%	19%	32%	30%	8%
Asian	0%	0%	0%	2%	1%
Hispanic or Latino	1%	1%	3%	2%	0%
Another race	1%	4%	3%	4%	1%
Q21. Panel Willingness					
Yes	78%	81%	82%	81%	95%
No	22%	19%	18%	19%	5%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	98%	78%	64%	65%	91%
Black	0%	19%	32%	31%	8%
Hispanic	0%	1%	1%	0%	0%
Other	1%	2%	3%	4%	1%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	9%	37%	52%	71%	79%
Republican	70%	37%	15%	9%	1%
Other / Unaffiliated	21%	26%	33%	20%	20%
DEMOGRAPHICS - AGE					
18-34	1%	4%	10%	8%	0%
35-49	6%	11%	18%	16%	13%
50-64	26%	26%	28%	32%	33%
65-79	38%	39%	34%	37%	46%
80+	28%	20%	10%	7%	9%
DEMOGRAPHICS - GENDER					
Female	65%	66%	60%	62%	61%
Male	35%	34%	40%	38%	39%
CLARITY SCORES: PARTY					
0-19	87%	46%	19%	10%	1%
20-39	3%	6%	6%	2%	0%
40-59	1%	6%	8%	4%	3%
60-79	2%	7%	8%	5%	2%
80-100	7%	35%	58%	79%	93%
CLARITY SCORES: TURNOUT					
0-19	0%	0%	1%	0%	0%
20-39	1%	0%	2%	1%	0%
40-59	2%	5%	6%	3%	0%
60-79	1%	9%	12%	6%	0%
80-100	95%	86%	78%	91%	100%
CLARITY SCORES: COLLEGE					
0-19	25%	18%	13%	5%	1%
20-39	36%	39%	34%	18%	9%
40-59	19%	18%	25%	22%	13%
60-79	10%	12%	17%	21%	28%
80-100	11%	13%	11%	34%	49%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	0%	1%	4%	9%	17%
20-39	0%	8%	24%	26%	37%
40-59	6%	25%	38%	39%	38%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	53%	54%	31%	24%	8%
80-100	41%	11%	2%	1%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	92%	56%	22%	9%	1%
20-39	8%	37%	52%	29%	5%
40-59	0%	7%	25%	48%	52%
60-79	0%	1%	1%	14%	39%
80-100	0%	0%	0%	0%	2%
MEDIA MARKET					
Charlotte NC	26%	21%	23%	23%	20%
Greensboro-High Point-Winston Salem NC	28%	18%	17%	18%	5%
Norfolk-Portsmouth-Newport News VA	2%	2%	3%	2%	0%
Greenville-New Bern-Washington NC	7%	13%	7%	7%	2%
Wilmington NC	5%	7%	6%	4%	5%
Raleigh-Durham (Fayetteville) NC	24%	29%	32%	38%	55%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	7%	8%	9%	9%	12%
Myrtle Beach-Florence SC	0%	3%	2%	0%	0%
DEMOGRAPHICS - PHONE TYPE					
Land-line	90%	85%	73%	71%	87%
Wireless	10%	15%	27%	29%	13%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	100%	97%	93%	98%	100%
No	0%	3%	7%	2%	0%
Panel Respondent					
Yes	26%	24%	19%	25%	25%
No	74%	76%	81%	75%	75%

» CLARITY SCORES: CHURCH ATTENDANCE *against...*

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(56)	(218)	(417)	(515)	(140)
Q1. Health Quality					
Poor	0%	8%	3%	4%	3%
Fair	13%	10%	18%	17%	16%
Good	54%	44%	46%	49%	51%
Very Good	34%	39%	33%	30%	30%
Q4. Number of People in HH					
1-3	74%	71%	75%	82%	78%
4-6	26%	27%	22%	15%	19%
7+	0%	2%	3%	3%	4%
Q5. Children in HH					
One	15%	17%	8%	8%	7%
Two	9%	13%	9%	4%	5%
Three or more	4%	5%	7%	5%	2%
None	72%	65%	76%	83%	85%
Q6. Non-HH Face to Face Count					
0	44%	47%	31%	32%	31%
1-3	31%	29%	40%	45%	43%
4-6	6%	9%	13%	14%	14%
7+	19%	15%	15%	9%	11%
Q7. Six Feet Away? (If Q6 > 0)					
0	14%	22%	16%	18%	19%
1-3	43%	45%	51%	61%	55%
4-6	14%	16%	16%	13%	17%
7+	29%	18%	17%	8%	9%
Q8. HH Member Going to Work					
Yes	41%	39%	32%	31%	33%
No	57%	61%	67%	66%	64%
Unsure	2%	1%	1%	3%	3%
Q9. Children Interacting with Other Children					
Yes	17%	19%	20%	14%	31%
No	83%	79%	79%	84%	69%
Unsure	0%	1%	1%	3%	0%
Q10. Times in Group > 20 in Last Week					
0	81%	82%	79%	71%	73%
1-3	11%	12%	14%	23%	20%
4-6	0%	3%	3%	3%	4%
7+	9%	3%	4%	3%	4%
Q11. Contact with Others: Family					
Yes	64%	64%	65%	67%	75%
No	36%	36%	35%	33%	25%
Q11. Contact with Others: Friends					
Yes	17%	13%	19%	17%	20%
No	83%	87%	81%	83%	80%
Q11. Contact with Others: Co-workers					
Yes	17%	14%	13%	7%	12%
No	83%	86%	87%	93%	88%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	15%	8%	10%	5%	10%
No	85%	92%	90%	95%	90%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	15%	8%	15%	11%	19%
No	85%	92%	85%	89%	81%
Q12. Handwashing Count					
0	0%	1%	1%	0%	1%
1-3	4%	6%	7%	4%	7%
4-6	19%	24%	20%	18%	16%
7+	77%	69%	73%	77%	76%
Q13. Currently Practicing Social Distancing?					
Yes	98%	97%	98%	95%	93%
No	2%	3%	2%	5%	7%
Q14. Currently Experiencing Symptoms?					
Yes	4%	3%	1%	2%	1%
No	94%	96%	98%	96%	97%
Unsure	2%	1%	0%	2%	2%
Q15. Likelihood of getting Coronavirus					
Yes	13%	10%	6%	5%	1%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	53%	67%	62%	65%	74%
Unsure	34%	22%	32%	30%	25%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	32%	29%	34%	28%	25%
Most are reacting appropriately	62%	63%	57%	65%	62%
Most are overreacting to the actual risks	6%	8%	9%	7%	13%
Q17. Changes to Routine					
Large changes	68%	66%	64%	66%	69%
Small changes	26%	26%	27%	25%	28%
No real changes	6%	7%	7%	7%	2%
Unsure	0%	1%	2%	2%	1%
Q18. College Degree					
Yes	49%	52%	49%	46%	39%
No	51%	48%	51%	54%	61%
Q19. Latino					
Yes	9%	6%	2%	1%	2%
No	91%	94%	98%	99%	98%
Q20. Race					
White	84%	88%	77%	74%	82%
Black	2%	9%	20%	23%	17%
Asian	9%	0%	1%	0%	0%
Another race	5%	3%	3%	3%	1%
Q19-20. Race + Ethnicity					
White	80%	83%	73%	69%	80%
Black	2%	8%	22%	28%	17%
Asian	7%	0%	0%	0%	0%
Hispanic or Latino	7%	5%	2%	1%	1%
Another race	4%	4%	3%	3%	1%
Q21. Panel Willingness					
Yes	86%	77%	85%	79%	84%
No	14%	23%	15%	21%	16%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	88%	85%	76%	70%	81%
Black	0%	10%	22%	28%	16%
Hispanic	0%	1%	0%	0%	0%
Other	13%	4%	2%	1%	2%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	45%	40%	52%	44%	22%
Republican	13%	17%	15%	36%	62%
Other / Unaffiliated	43%	42%	33%	20%	16%
DEMOGRAPHICS - AGE					
18-34	18%	16%	9%	2%	0%
35-49	27%	25%	16%	7%	5%
50-64	21%	28%	30%	27%	24%
65-79	32%	28%	34%	42%	45%
80+	2%	4%	11%	21%	26%
DEMOGRAPHICS - GENDER					
Female	41%	49%	62%	69%	74%
Male	59%	51%	38%	31%	26%
CLARITY SCORES: PARTY					
0-19	11%	22%	22%	44%	73%
20-39	9%	7%	6%	3%	3%
40-59	7%	12%	9%	4%	0%
60-79	13%	8%	9%	4%	1%
80-100	61%	50%	55%	44%	23%
CLARITY SCORES: TURNOUT					
0-19	0%	2%	0%	0%	0%
20-39	2%	3%	3%	1%	1%
40-59	13%	11%	6%	2%	0%
60-79	7%	18%	11%	4%	0%
80-100	78%	67%	80%	94%	99%
CLARITY SCORES: COLLEGE					
0-19	21%	10%	10%	14%	30%
20-39	16%	22%	34%	37%	24%
40-59	18%	23%	26%	20%	11%
60-79	16%	22%	15%	15%	13%
80-100	29%	22%	15%	14%	21%
CLARITY SCORES: CHOICE					
0-19	0%	0%	3%	22%	62%
20-39	9%	15%	26%	42%	30%
40-59	32%	46%	43%	26%	6%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	30%	23%	19%	9%	1%
80-100	29%	16%	9%	1%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	14%	22%	29%	50%	73%
20-39	38%	43%	39%	30%	16%
40-59	34%	27%	25%	16%	10%
60-79	14%	8%	6%	4%	1%
80-100	0%	0%	1%	0%	0%
MEDIA MARKET					
Charlotte NC	9%	23%	21%	25%	28%
Greensboro-High Point-Winston Salem NC	9%	18%	18%	18%	27%
Norfolk-Portsmouth-Newport News VA	0%	3%	2%	3%	1%
Greenville-New Bern-Washington NC	7%	7%	8%	9%	8%
Wilmington NC	15%	5%	4%	6%	7%
Raleigh-Durham (Fayetteville) NC	44%	34%	35%	31%	21%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	16%	10%	10%	6%	8%
Myrtle Beach-Florence SC	0%	0%	2%	2%	1%
DEMOGRAPHICS - PHONE TYPE					
Land-line	55%	60%	75%	91%	92%
Wireless	45%	40%	25%	9%	8%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	98%	91%	92%	97%	99%
No	2%	9%	8%	3%	1%
Panel Respondent					
Yes	9%	16%	23%	25%	28%
No	91%	84%	77%	75%	72%

» CLARITY SCORES: CLIMATE CHANGE PRIORITY *against...*

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(516)	(431)	(266)	(68)	(2)
Q1. Health Quality					
Poor	4%	5%	3%	4%	0%
Fair	17%	17%	14%	6%	0%
Good	46%	50%	48%	43%	50%
Very Good	33%	28%	35%	47%	50%
Q4. Number of People in HH					
1-3	77%	81%	72%	73%	100%
4-6	20%	16%	25%	26%	0%
7+	2%	3%	3%	2%	0%
Q5. Children in HH					
One	9%	9%	11%	9%	0%
Two	7%	8%	8%	9%	0%
Three or more	5%	6%	5%	2%	0%
None	79%	77%	75%	80%	100%
Q6. Non-HH Face to Face Count					
0	34%	32%	38%	46%	50%
1-3	38%	45%	39%	33%	0%
4-6	15%	12%	10%	8%	0%
7+	13%	11%	12%	13%	50%
Q7. Six Feet Away? (If Q6 > 0)					
0	17%	18%	18%	21%	0%
1-3	53%	54%	59%	50%	0%
4-6	17%	15%	12%	15%	0%
7+	13%	12%	12%	15%	100%
Q8. HH Member Going to Work					
Yes	33%	35%	28%	33%	0%
No	65%	62%	70%	65%	100%
Unsure	2%	2%	2%	2%	0%
Q9. Children Interacting with Other Children					
Yes	20%	16%	21%	17%	0%
No	78%	82%	77%	83%	0%
Unsure	2%	1%	2%	0%	0%
Q10. Times in Group > 20 in Last Week					
0	77%	72%	78%	85%	100%
1-3	16%	21%	17%	8%	0%
4-6	4%	2%	2%	2%	0%
7+	3%	4%	3%	5%	0%
Q11. Contact with Others: Family					
Yes	70%	59%	70%	66%	0%
No	30%	41%	30%	34%	100%
Q11. Contact with Others: Friends					
Yes	17%	17%	14%	16%	0%
No	83%	83%	86%	84%	100%
Q11. Contact with Others: Co-workers					
Yes	12%	11%	9%	11%	0%
No	88%	89%	91%	89%	100%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	10%	8%	5%	6%	0%
No	90%	92%	95%	94%	100%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	15%	10%	11%	20%	0%
No	85%	90%	89%	80%	100%
Q12. Handwashing Count					
0	1%	1%	0%	0%	0%
1-3	5%	6%	4%	11%	0%
4-6	19%	17%	25%	15%	0%
7+	76%	76%	72%	74%	100%
Q13. Currently Practicing Social Distancing?					
Yes	95%	96%	96%	100%	100%
No	5%	4%	4%	0%	0%
Q14. Currently Experiencing Symptoms?					
Yes	2%	3%	2%	2%	0%
No	97%	96%	96%	98%	100%
Unsure	1%	1%	1%	0%	0%
Q15. Likelihood of getting Coronavirus					
Yes	6%	6%	6%	8%	0%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	68%	63%	61%	53%	0%
Unsure	26%	30%	33%	38%	100%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	24%	30%	38%	37%	0%
Most are reacting appropriately	63%	64%	58%	60%	100%
Most are overreacting to the actual risks	13%	6%	5%	3%	0%
Q17. Changes to Routine					
Large changes	65%	61%	74%	70%	100%
Small changes	26%	30%	21%	26%	0%
No real changes	7%	7%	4%	3%	0%
Unsure	2%	2%	0%	0%	0%
Q18. College Degree					
Yes	44%	35%	66%	77%	100%
No	56%	65%	34%	23%	0%
Q19. Latino					
Yes	2%	3%	2%	3%	0%
No	98%	97%	98%	97%	100%
Q20. Race					
White	95%	73%	55%	66%	100%
Black	2%	24%	40%	31%	0%
Asian	0%	0%	1%	2%	0%
Another race	3%	3%	3%	2%	0%
Q19-20. Race + Ethnicity					
White	95%	65%	50%	65%	100%
Black	1%	29%	44%	29%	0%
Asian	0%	0%	1%	1%	0%
Hispanic or Latino	1%	2%	2%	3%	0%
Another race	2%	4%	3%	1%	0%
Q21. Panel Willingness					
Yes	81%	80%	85%	88%	100%
No	19%	20%	15%	12%	0%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	98%	66%	51%	66%	100%
Black	0%	29%	45%	31%	0%
Hispanic	1%	0%	1%	0%	0%
Other	1%	4%	3%	3%	0%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	8%	60%	81%	85%	100%
Republican	66%	6%	2%	0%	0%
Other / Unaffiliated	26%	34%	17%	15%	0%
DEMOGRAPHICS - AGE					
18-34	4%	7%	7%	4%	0%
35-49	12%	12%	15%	19%	0%
50-64	31%	25%	28%	29%	50%
65-79	35%	39%	40%	35%	50%
80+	18%	16%	11%	12%	0%
DEMOGRAPHICS - GENDER					
Female	61%	64%	64%	71%	100%
Male	39%	36%	36%	29%	0%
CLARITY SCORES: PARTY					
0-19	82%	7%	1%	0%	0%
20-39	5%	6%	2%	0%	0%
40-59	4%	10%	2%	0%	0%
60-79	4%	11%	3%	1%	0%
80-100	4%	66%	92%	99%	100%
CLARITY SCORES: TURNOUT					
0-19	0%	1%	0%	0%	0%
20-39	1%	1%	1%	0%	0%
40-59	3%	6%	4%	1%	0%
60-79	7%	10%	7%	1%	0%
80-100	88%	82%	89%	97%	100%
CLARITY SCORES: COLLEGE					
0-19	18%	18%	6%	1%	0%
20-39	30%	44%	21%	12%	0%
40-59	20%	19%	26%	13%	0%
60-79	14%	11%	22%	32%	0%
80-100	18%	8%	25%	41%	100%
CLARITY SCORES: CHOICE					
0-19	37%	4%	0%	0%	0%
20-39	41%	32%	10%	3%	0%
40-59	18%	50%	39%	6%	0%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	3%	12%	33%	38%	0%
80-100	0%	1%	18%	53%	100%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	2%	5%	7%	12%	0%
20-39	9%	21%	22%	25%	0%
40-59	21%	34%	35%	34%	100%
60-79	49%	35%	31%	26%	0%
80-100	20%	5%	5%	3%	0%
MEDIA MARKET					
Charlotte NC	25%	21%	23%	21%	0%
Greensboro-High Point-Winston Salem NC	22%	15%	18%	15%	0%
Norfolk-Portsmouth-Newport News VA	2%	4%	2%	0%	0%
Greenville-New Bern-Washington NC	8%	11%	6%	3%	0%
Wilmington NC	5%	7%	4%	6%	0%
Raleigh-Durham (Fayetteville) NC	28%	32%	38%	44%	100%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%	9%	12%	0%
Myrtle Beach-Florence SC	1%	3%	1%	0%	0%
DEMOGRAPHICS - PHONE TYPE					
Land-line	81%	81%	76%	84%	100%
Wireless	19%	19%	24%	16%	0%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	99%	91%	100%	100%	100%
No	1%	9%	0%	0%	0%
Panel Respondent					
Yes	26%	18%	24%	31%	0%
No	74%	82%	76%	69%	100%

» MEDIA MARKET *against...*

	Charlotte NC	Greensboro-High Point-Winston Salem NC	Norfolk- Portsmouth- Newport News VA	Greenville-New Bern- Washington NC	Wilmington NC	Raleigh- Durham (Fayetteville) NC	Greenville- Spartanburg SC- Asheville NC- Anderson SC	Myrtle Beach- Florence SC
<i>n</i>	(310)	(246)	(31)	(112)	(75)	(432)	(112)	(22)
Q1. Health Quality								
Poor	4%	5%	0%	4%	5%	3%	4%	5%
Fair	15%	19%	13%	16%	15%	14%	16%	23%
Good	49%	46%	58%	49%	49%	49%	31%	64%
Very Good	32%	30%	29%	32%	31%	33%	49%	9%
Q4. Number of People in HH								
1-3	73%	81%	86%	75%	82%	75%	85%	85%
4-6	22%	17%	14%	24%	15%	23%	14%	15%
7+	4%	2%	0%	1%	3%	3%	1%	0%
Q5. Children in HH								
One	11%	10%	4%	10%	6%	8%	18%	5%
Two	9%	4%	4%	9%	10%	9%	7%	5%
Three or more	5%	5%	0%	8%	3%	6%	3%	0%
None	74%	81%	93%	73%	81%	77%	72%	89%
Q6. Non-HH Face to Face Count								
0	39%	37%	24%	22%	26%	38%	33%	0%
1-3	38%	40%	44%	41%	45%	39%	41%	41%
4-6	10%	14%	24%	17%	13%	12%	14%	18%
7+	13%	9%	8%	19%	16%	11%	12%	41%
Q7. Six Feet Away? (If Q6 > 0)								
0	14%	13%	32%	18%	22%	20%	17%	29%
1-3	60%	57%	32%	49%	44%	55%	55%	24%
4-6	14%	18%	16%	10%	24%	14%	15%	12%
7+	12%	12%	21%	23%	10%	10%	14%	35%
Q8. HH Member Going to Work								
Yes	30%	38%	45%	41%	33%	32%	23%	41%
No	69%	60%	55%	57%	61%	66%	76%	47%
Unsure	1%	2%	0%	2%	6%	2%	1%	12%
Q9. Children Interacting with Other Children								
Yes	24%	12%	0%	20%	27%	16%	20%	0%
No	76%	85%	100%	76%	73%	82%	80%	100%
Unsure	0%	2%	0%	4%	0%	3%	0%	0%
Q10. Times in Group > 20 in Last Week								
0	73%	78%	82%	70%	69%	76%	88%	71%
1-3	19%	15%	14%	19%	22%	19%	10%	29%
4-6	3%	5%	0%	6%	0%	1%	1%	0%
7+	5%	3%	5%	4%	8%	3%	1%	0%
Q11. Contact with Others: Family								
Yes	65%	64%	67%	71%	62%	69%	68%	62%
No	35%	36%	33%	29%	38%	31%	32%	38%
Q11. Contact with Others: Friends								
Yes	18%	16%	6%	24%	26%	14%	19%	10%
No	82%	84%	94%	76%	74%	86%	81%	90%
Q11. Contact with Others: Co-workers								
Yes	8%	14%	5%	19%	19%	9%	16%	0%
No	92%	86%	95%	81%	81%	91%	84%	100%
Q11. Contact with Others: Clients, patients, or patrons								
Yes	4%	9%	6%	19%	5%	8%	13%	0%
No	96%	91%	94%	81%	95%	92%	87%	100%
Q11. Contact with Others: Any other type of person not already mentioned								
Yes	10%	15%	5%	12%	0%	17%	11%	0%
No	90%	85%	95%	88%	100%	83%	89%	100%
Q12. Handwashing Count								
0	1%	0%	0%	0%	0%	1%	1%	0%
1-3	6%	6%	10%	7%	4%	5%	4%	8%
4-6	21%	20%	5%	16%	8%	22%	18%	8%
7+	73%	74%	86%	77%	88%	72%	77%	83%
Q13. Currently Practicing Social Distancing?								
Yes	94%	95%	100%	98%	96%	97%	99%	100%
No	6%	5%	0%	2%	4%	3%	1%	0%
Q14. Currently Experiencing Symptoms?								
Yes	2%	3%	0%	0%	2%	3%	0%	0%
No	97%	95%	100%	98%	96%	96%	100%	100%
Unsure	1%	2%	0%	2%	2%	1%	0%	0%

Confidential

	Charlotte NC	Greensboro-High Point-Winston Salem NC	Norfolk- Portsmouth- Newport News VA	Greenville-New Bern- Washington NC	Wilmington NC	Raleigh- Durham (Fayetteville) NC	Greenville- Spartanburg SC- Asheville NC- Anderson SC	Myrtle Beach- Florence SC
Q15. Likelihood of getting Coronavirus								
Yes	7%	4%	5%	5%	6%	7%	7%	0%
No	65%	69%	65%	73%	58%	61%	65%	64%
Unsure	27%	27%	30%	22%	36%	32%	28%	36%
Q16. NC Response to Coronavirus								
Most are underestimating the risks	34%	32%	26%	25%	30%	28%	21%	45%
Most are reacting appropriately	57%	57%	63%	65%	62%	65%	73%	45%
Most are overreacting to the actual risks	9%	11%	11%	10%	8%	7%	6%	9%
Q17. Changes to Routine								
Large changes	65%	68%	53%	58%	58%	68%	69%	73%
Small changes	29%	24%	21%	33%	34%	24%	23%	27%
No real changes	7%	5%	16%	6%	8%	7%	7%	0%
Unsure	0%	3%	11%	4%	0%	2%	1%	0%
Q18. College Degree								
Yes	46%	44%	58%	32%	46%	52%	58%	27%
No	54%	56%	42%	68%	54%	48%	42%	73%
Q19. Latino								
Yes	3%	2%	0%	5%	0%	2%	7%	0%
No	97%	98%	100%	95%	100%	98%	93%	100%
Q20. Race								
White	81%	80%	68%	68%	78%	75%	94%	45%
Black	15%	16%	26%	30%	20%	23%	3%	27%
Asian	1%	0%	0%	0%	0%	1%	1%	0%
Another race	3%	3%	5%	3%	2%	2%	1%	27%
Q19-20. Race + Ethnicity								
White	77%	77%	71%	65%	76%	71%	89%	32%
Black	17%	19%	23%	29%	23%	25%	3%	23%
Asian	1%	0%	0%	0%	0%	0%	1%	0%
Hispanic or Latino	3%	2%	0%	4%	0%	1%	6%	0%
Another race	2%	2%	6%	2%	1%	2%	1%	45%
Q21. Panel Willingness								
Yes	80%	81%	80%	75%	93%	83%	81%	100%
No	20%	19%	20%	25%	7%	17%	19%	0%
DEMOGRAPHICS - RACE ON FILE								
Caucasian	79%	79%	71%	68%	76%	72%	96%	32%
Black	19%	19%	26%	29%	23%	25%	2%	23%
Hispanic	0%	0%	0%	2%	0%	1%	1%	0%
Other	2%	2%	3%	1%	1%	2%	1%	45%
DEMOGRAPHICS - PARTY ON FILE								
Democrat	39%	40%	42%	46%	41%	49%	40%	55%
Republican	32%	34%	16%	27%	31%	24%	29%	14%
Other / Unaffiliated	29%	26%	42%	28%	28%	27%	31%	32%
DEMOGRAPHICS - AGE								
18-34	10%	6%	6%	13%	8%	4%	6%	0%
35-49	15%	12%	16%	10%	11%	13%	19%	0%
50-64	21%	31%	29%	25%	21%	32%	24%	36%
65-79	39%	37%	35%	36%	41%	36%	38%	50%
80+	15%	14%	13%	17%	19%	14%	13%	14%
DEMOGRAPHICS - GENDER								
Female	63%	64%	68%	54%	63%	64%	63%	68%
Male	37%	36%	32%	46%	37%	36%	38%	32%
CLARITY SCORES: PARTY								
0-19	41%	42%	19%	34%	33%	29%	37%	23%
20-39	5%	4%	6%	4%	9%	3%	7%	5%
40-59	6%	7%	19%	7%	7%	6%	6%	5%
60-79	7%	6%	10%	5%	7%	6%	9%	0%
80-100	40%	41%	45%	50%	44%	56%	41%	68%
CLARITY SCORES: TURNOUT								
0-19	0%	0%	0%	0%	1%	0%	1%	0%
20-39	2%	0%	0%	4%	0%	2%	2%	0%
40-59	4%	4%	7%	7%	4%	4%	6%	5%
60-79	10%	6%	7%	9%	15%	5%	8%	11%
80-100	84%	90%	86%	79%	79%	88%	82%	84%
CLARITY SCORES: COLLEGE								

Confidential

	Charlotte NC	Greensboro-High Point-Winston Salem NC	Norfolk- Portsmouth- Newport News VA	Greenville-New Bern- Washington NC	Wilmington NC	Raleigh- Durham (Fayetteville) NC	Greenville- Spartanburg SC- Asheville NC- Anderson SC	Myrtle Beach- Florence SC
0-19	15%	16%	29%	12%	15%	11%	16%	14%
20-39	32%	32%	35%	43%	31%	29%	21%	59%
40-59	22%	22%	19%	21%	25%	19%	26%	18%
60-79	15%	16%	0%	18%	13%	17%	24%	0%
80-100	16%	14%	16%	7%	16%	24%	13%	9%
CLARITY SCORES: CHOICE								
0-19	18%	25%	13%	13%	15%	12%	14%	5%
20-39	28%	29%	27%	46%	35%	27%	27%	55%
40-59	33%	31%	47%	27%	33%	32%	34%	41%
60-79	14%	14%	13%	11%	10%	17%	15%	0%
80-100	6%	2%	0%	2%	7%	12%	10%	0%
CLARITY SCORES: CHURCH ATTENDANCE								
0-19	2%	2%	0%	4%	11%	6%	8%	0%
20-39	16%	16%	23%	13%	13%	17%	20%	5%
40-59	28%	30%	32%	30%	24%	33%	36%	36%
60-79	42%	37%	42%	43%	40%	38%	27%	50%
80-100	12%	15%	3%	10%	12%	7%	10%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY								
0-19	45%	47%	33%	37%	39%	35%	40%	32%
20-39	30%	28%	50%	45%	40%	33%	31%	59%
40-59	21%	21%	17%	16%	15%	24%	21%	9%
60-79	5%	4%	0%	2%	6%	7%	7%	0%
80-100	0%	0%	0%	0%	0%	0%	0%	0%
DEMOGRAPHICS - PHONE TYPE								
Land-line	74%	86%	84%	75%	80%	82%	68%	100%
Wireless	26%	14%	16%	25%	20%	18%	32%	0%
Voter File Match								
Yes	100%	100%	100%	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)								
Yes	94%	93%	94%	96%	95%	96%	96%	86%
No	6%	7%	6%	4%	5%	4%	4%	14%
Panel Respondent								
Yes	20%	24%	26%	17%	24%	24%	22%	32%
No	80%	76%	74%	83%	76%	76%	78%	68%

» DEMOGRAPHICS - PHONE TYPE *against...*

	Land-line	Wireless
<i>n</i>	(1,070)	(276)
Q1. Health Quality		
Poor	4%	3%
Fair	18%	8%
Good	47%	51%
Very Good	31%	39%
Q4. Number of People in HH		
1-3	82%	60%
4-6	16%	37%
7+	2%	3%
Q5. Children in HH		
One	7%	20%
Two	5%	16%
Three or more	4%	10%
None	84%	54%
Q6. Non-HH Face to Face Count		
0	33%	39%
1-3	44%	29%
4-6	13%	11%
7+	10%	22%
Q7. Six Feet Away? (If Q6 > 0)		
0	17%	20%
1-3	57%	41%
4-6	15%	16%
7+	11%	24%
Q8. HH Member Going to Work		
Yes	30%	43%
No	67%	56%
Unsure	3%	0%
Q9. Children Interacting with Other Children		
Yes	20%	17%
No	78%	82%
Unsure	2%	1%
Q10. Times in Group > 20 in Last Week		
0	74%	84%
1-3	20%	10%
4-6	3%	2%
7+	4%	4%
Q11. Contact with Others: Family		
Yes	64%	73%
No	36%	27%
Q11. Contact with Others: Friends		
Yes	19%	13%
No	81%	87%
Q11. Contact with Others: Co-workers		
Yes	9%	18%
No	91%	82%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	7%	10%
No	93%	90%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	14%	10%
No	86%	90%
Q12. Handwashing Count		
0	1%	0%
1-3	6%	5%
4-6	19%	22%
7+	75%	73%
Q13. Currently Practicing Social Distancing?		
Yes	96%	96%
No	4%	4%
Q14. Currently Experiencing Symptoms?		
Yes	2%	1%
No	96%	98%
Unsure	1%	0%
Q15. Likelihood of getting Coronavirus		
Yes	4%	14%

Confidential

	Land-line	Wireless
No	62%	74%
Unsure	35%	12%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	30%	28%
Most are reacting appropriately	63%	59%
Most are overreacting to the actual risks	7%	14%
Q17. Changes to Routine		
Large changes	65%	67%
Small changes	28%	22%
No real changes	5%	11%
Unsure	2%	0%
Q18. College Degree		
Yes	45%	55%
No	55%	45%
Q19. Latino		
Yes	1%	7%
No	99%	93%
Q20. Race		
White	77%	82%
Black	19%	16%
Asian	1%	0%
Another race	3%	1%
Q19-20. Race + Ethnicity		
White	74%	76%
Black	22%	16%
Asian	1%	0%
Hispanic or Latino	1%	7%
Another race	3%	1%
Q21. Panel Willingness		
Yes	82%	82%
No	18%	18%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	75%	80%
Black	22%	16%
Hispanic	0%	2%
Other	3%	1%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	47%	32%
Republican	28%	29%
Other / Unaffiliated	25%	39%
DEMOGRAPHICS - AGE		
18-34	1%	29%
35-49	7%	40%
50-64	30%	20%
65-79	44%	10%
80+	18%	1%
DEMOGRAPHICS - GENDER		
Female	67%	45%
Male	33%	55%
CLARITY SCORES: PARTY		
0-19	34%	39%
20-39	4%	7%
40-59	6%	10%
60-79	6%	7%
80-100	50%	37%
CLARITY SCORES: TURNOUT		
0-19	0%	1%
20-39	1%	3%
40-59	3%	11%
60-79	6%	16%
80-100	90%	68%
CLARITY SCORES: COLLEGE		
0-19	17%	4%
20-39	35%	18%
40-59	19%	32%
60-79	14%	26%
80-100	17%	19%
CLARITY SCORES: CHOICE		
0-19	18%	8%
20-39	32%	23%
40-59	30%	44%

Confidential

	Land-line	Wireless
60-79	13%	21%
80-100	8%	5%
CLARITY SCORES: CHURCH ATTENDANCE		
0-19	3%	9%
20-39	12%	32%
40-59	29%	38%
60-79	44%	17%
80-100	12%	4%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	41%	39%
20-39	34%	32%
40-59	20%	25%
60-79	6%	4%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	22%	29%
Greensboro-High Point-Winston Salem NC	20%	12%
Norfolk-Portsmouth-Newport News VA	2%	2%
Greenville-New Bern-Washington NC	8%	10%
Wilmington NC	6%	5%
Raleigh-Durham (Fayetteville) NC	33%	28%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	7%	13%
Myrtle Beach-Florence SC	2%	0%
Voter File Match		
Yes	100%	100%
No	0%	0%
Registered Voter (of Voter File Matches)		
Yes	95%	94%
No	5%	6%
Panel Respondent		
Yes	23%	20%
No	77%	80%

» Voter File Match against...

	Yes	No
<i>n</i>	(1,346)	(307)
Q1. Health Quality		
Poor	4%	6%
Fair	16%	18%
Good	48%	39%
Very Good	33%	37%
Q4. Number of People in HH		
1-3	77%	72%
4-6	20%	23%
7+	3%	5%
Q5. Children in HH		
One	10%	15%
Two	8%	9%
Three or more	5%	6%
None	77%	69%
Q6. Non-HH Face to Face Count		
0	34%	37%
1-3	40%	41%
4-6	13%	9%
7+	12%	14%
Q7. Six Feet Away? (If Q6 > 0)		
0	18%	23%
1-3	54%	51%
4-6	15%	10%
7+	13%	16%
Q8. HH Member Going to Work		
Yes	33%	37%
No	65%	61%
Unsure	2%	2%
Q9. Children Interacting with Other Children		
Yes	19%	18%
No	80%	81%
Unsure	2%	1%
Q10. Times in Group > 20 in Last Week		
0	76%	75%
1-3	18%	18%
4-6	3%	2%
7+	4%	5%
Q11. Contact with Others: Family		
Yes	66%	62%
No	34%	38%
Q11. Contact with Others: Friends		
Yes	17%	17%
No	83%	83%
Q11. Contact with Others: Co-workers		
Yes	11%	11%
No	89%	89%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	8%	9%
No	92%	91%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	13%	12%
No	87%	88%
Q12. Handwashing Count		
0	1%	1%
1-3	5%	7%
4-6	19%	22%
7+	75%	71%
Q13. Currently Practicing Social Distancing?		
Yes	96%	94%
No	4%	6%
Q14. Currently Experiencing Symptoms?		
Yes	2%	4%
No	97%	95%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	6%	8%

Confidential

	Yes	No
No	65%	67%
Unsure	29%	25%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	30%	28%
Most are reacting appropriately	62%	62%
Most are overreacting to the actual risks	9%	11%
Q17. Changes to Routine		
Large changes	66%	56%
Small changes	26%	28%
No real changes	6%	12%
Unsure	2%	4%
Q18. College Degree		
Yes	47%	47%
No	53%	53%
Q19. Latino		
Yes	3%	5%
No	97%	95%
Q20. Race		
White	78%	67%
Black	18%	22%
Asian	1%	3%
Another race	3%	7%
Q19-20. Race + Ethnicity		
White	74%	64%
Black	20%	21%
Asian	1%	3%
Hispanic or Latino	2%	5%
Another race	3%	7%
Q21. Panel Willingness		
Yes	82%	74%
No	18%	26%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	76%	0%
Black	21%	0%
Hispanic	1%	0%
Other	3%	0%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	44%	0%
Republican	28%	0%
Other / Unaffiliated	28%	0%
DEMOGRAPHICS - AGE		
18-34	7%	17%
35-49	13%	19%
50-64	28%	26%
65-79	37%	27%
80+	15%	11%
DEMOGRAPHICS - GENDER		
Female	63%	59%
Male	37%	41%
CLARITY SCORES: PARTY		
0-19	35%	0%
20-39	5%	0%
40-59	7%	0%
60-79	6%	0%
80-100	47%	0%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	2%	0%
40-59	5%	0%
60-79	8%	0%
80-100	86%	0%
CLARITY SCORES: COLLEGE		
0-19	14%	0%
20-39	32%	0%
40-59	21%	0%
60-79	16%	0%
80-100	17%	0%
CLARITY SCORES: CHOICE		
0-19	16%	0%
20-39	30%	0%
40-59	32%	0%

Confidential

	Yes	No
60-79	14%	0%
80-100	7%	0%
CLARITY SCORES: CHURCH ATTENDANCE		
0-19	4%	0%
20-39	16%	0%
40-59	31%	0%
60-79	38%	0%
80-100	10%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	40%	0%
20-39	34%	0%
40-59	21%	0%
60-79	5%	0%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	23%	0%
Greensboro-High Point-Winston Salem NC	18%	0%
Norfolk-Portsmouth-Newport News VA	2%	0%
Greenville-New Bern-Washington NC	8%	0%
Wilmington NC	6%	0%
Raleigh-Durham (Fayetteville) NC	32%	0%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	0%
Myrtle Beach-Florence SC	2%	0%
DEMOGRAPHICS - PHONE TYPE		
Land-line	79%	0%
Wireless	21%	0%
Registered Voter (of Voter File Matches)		
Yes	95%	0%
No	5%	0%
Panel Respondent		
Yes	23%	14%
No	77%	86%

» Registered Voter (of Voter File Matches) *against...*

	Yes	No
<i>n</i>	(1,274)	(72)
Q1. Health Quality		
Poor	4%	10%
Fair	15%	24%
Good	48%	42%
Very Good	33%	25%
Q4. Number of People in HH		
1-3	78%	68%
4-6	20%	25%
7+	2%	8%
Q5. Children in HH		
One	10%	12%
Two	7%	12%
Three or more	4%	17%
None	78%	60%
Q6. Non-HH Face to Face Count		
0	35%	33%
1-3	41%	34%
4-6	13%	12%
7+	12%	21%
Q7. Six Feet Away? (If Q6 > 0)		
0	18%	14%
1-3	55%	42%
4-6	15%	17%
7+	13%	28%
Q8. HH Member Going to Work		
Yes	32%	54%
No	66%	44%
Unsure	2%	2%
Q9. Children Interacting with Other Children		
Yes	18%	25%
No	80%	75%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week		
0	76%	71%
1-3	18%	16%
4-6	3%	4%
7+	3%	10%
Q11. Contact with Others: Family		
Yes	67%	61%
No	33%	39%
Q11. Contact with Others: Friends		
Yes	17%	22%
No	83%	78%
Q11. Contact with Others: Co-workers		
Yes	11%	16%
No	89%	84%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	8%	10%
No	92%	90%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	13%	10%
No	87%	90%
Q12. Handwashing Count		
0	0%	4%
1-3	6%	4%
4-6	20%	11%
7+	74%	81%
Q13. Currently Practicing Social Distancing?		
Yes	96%	96%
No	4%	4%
Q14. Currently Experiencing Symptoms?		
Yes	2%	9%
No	97%	89%
Unsure	1%	2%
Q15. Likelihood of getting Coronavirus		
Yes	6%	11%

Confidential

	Yes	No
No	65%	56%
Unsure	29%	33%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	29%	41%
Most are reacting appropriately	62%	45%
Most are overreacting to the actual risks	8%	14%
Q17. Changes to Routine		
Large changes	66%	56%
Small changes	26%	24%
No real changes	6%	13%
Unsure	1%	7%
Q18. College Degree		
Yes	48%	27%
No	52%	73%
Q19. Latino		
Yes	2%	9%
No	98%	91%
Q20. Race		
White	78%	88%
Black	19%	13%
Asian	1%	0%
Another race	3%	0%
Q19-20. Race + Ethnicity		
White	74%	81%
Black	21%	8%
Asian	1%	0%
Hispanic or Latino	2%	7%
Another race	3%	4%
Q21. Panel Willingness		
Yes	81%	83%
No	19%	17%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	76%	89%
Black	22%	4%
Hispanic	0%	1%
Other	2%	6%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	46%	0%
Republican	30%	0%
Other / Unaffiliated	24%	100%
DEMOGRAPHICS - AGE		
18-34	7%	14%
35-49	13%	19%
50-64	28%	28%
65-79	37%	35%
80+	15%	4%
DEMOGRAPHICS - GENDER		
Female	63%	60%
Male	37%	40%
CLARITY SCORES: PARTY		
0-19	37%	8%
20-39	5%	10%
40-59	4%	47%
60-79	6%	17%
80-100	49%	18%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	2%	0%
40-59	5%	0%
60-79	8%	0%
80-100	86%	0%
CLARITY SCORES: COLLEGE		
0-19	14%	8%
20-39	31%	33%
40-59	21%	33%
60-79	16%	19%
80-100	18%	6%
CLARITY SCORES: CHOICE		
0-19	17%	0%
20-39	30%	24%
40-59	31%	69%

Confidential

	Yes	No
60-79	15%	7%
80-100	7%	0%
CLARITY SCORES: CHURCH ATTENDANCE		
0-19	4%	1%
20-39	16%	28%
40-59	30%	49%
60-79	39%	21%
80-100	11%	1%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	41%	11%
20-39	32%	87%
40-59	21%	2%
60-79	5%	0%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	23%	25%
Greensboro-High Point-Winston Salem NC	18%	24%
Norfolk-Portsmouth-Newport News VA	2%	3%
Greenville-New Bern-Washington NC	8%	7%
Wilmington NC	6%	6%
Raleigh-Durham (Fayetteville) NC	33%	26%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	6%
Myrtle Beach-Florence SC	1%	4%
DEMOGRAPHICS - PHONE TYPE		
Land-line	80%	76%
Wireless	20%	24%
Voter File Match		
Yes	100%	100%
No	0%	0%
Panel Respondent		
Yes	23%	13%
No	77%	88%

» Panel Respondent *against...*

	Yes	No
<i>n</i>	(346)	(1,307)
Q1. Health Quality		
Poor	3%	5%
Fair	20%	15%
Good	45%	46%
Very Good	33%	34%
Q4. Number of People in HH		
1-3	82%	75%
4-6	16%	22%
7+	2%	3%
Q5. Children in HH		
One	9%	11%
Two	6%	9%
Three or more	4%	6%
None	80%	75%
Q6. Non-HH Face to Face Count		
0	32%	36%
1-3	47%	38%
4-6	11%	12%
7+	10%	13%
Q7. Six Feet Away? (If Q6 > 0)		
0	20%	18%
1-3	57%	52%
4-6	12%	14%
7+	11%	15%
Q8. HH Member Going to Work		
Yes	28%	35%
No	70%	62%
Unsure	2%	2%
Q9. Children Interacting with Other Children		
Yes	23%	17%
No	75%	81%
Unsure	2%	1%
Q10. Times in Group > 20 in Last Week		
0	77%	75%
1-3	18%	18%
4-6	3%	2%
7+	2%	5%
Q11. Contact with Others: Family		
Yes	64%	66%
No	36%	34%
Q11. Contact with Others: Friends		
Yes	16%	17%
No	84%	83%
Q11. Contact with Others: Co-workers		
Yes	6%	13%
No	94%	87%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	5%	10%
No	95%	90%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	12%	13%
No	88%	87%
Q12. Handwashing Count		
0	0%	1%
1-3	5%	6%
4-6	19%	20%
7+	76%	73%
Q13. Currently Practicing Social Distancing?		
Yes	97%	95%
No	3%	5%
Q14. Currently Experiencing Symptoms?		
Yes	2%	3%
No	98%	96%
Unsure	0%	1%
Q15. Likelihood of getting Coronavirus		
Yes	6%	7%

Confidential

	Yes	No
No	61%	66%
Unsure	34%	27%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	28%	30%
Most are reacting appropriately	66%	60%
Most are overreacting to the actual risks	6%	10%
Q17. Changes to Routine		
Large changes	66%	63%
Small changes	29%	26%
No real changes	4%	9%
Unsure	2%	2%
Q18. College Degree		
Yes	51%	46%
No	49%	54%
Q19. Latino		
Yes	2%	3%
No	98%	97%
Q20. Race		
White	81%	74%
Black	17%	20%
Asian	0%	2%
Another race	2%	4%
Q19-20. Race + Ethnicity		
White	79%	71%
Black	17%	21%
Asian	0%	1%
Hispanic or Latino	2%	3%
Another race	2%	4%
Q21. Panel Willingness		
Yes	90%	77%
No	10%	23%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	81%	75%
Black	15%	22%
Hispanic	0%	1%
Other	3%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	42%	44%
Republican	32%	27%
Other / Unaffiliated	26%	29%
DEMOGRAPHICS - AGE		
18-34	6%	9%
35-49	11%	15%
50-64	25%	28%
65-79	39%	34%
80+	18%	13%
DEMOGRAPHICS - GENDER		
Female	66%	61%
Male	34%	39%
CLARITY SCORES: PARTY		
0-19	36%	35%
20-39	5%	5%
40-59	6%	7%
60-79	8%	6%
80-100	45%	48%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	1%	2%
40-59	2%	6%
60-79	4%	9%
80-100	92%	84%
CLARITY SCORES: COLLEGE		
0-19	13%	14%
20-39	31%	32%
40-59	20%	22%
60-79	16%	16%
80-100	21%	16%
CLARITY SCORES: CHOICE		
0-19	18%	16%
20-39	31%	29%
40-59	27%	34%

Confidential

	Yes	No
60-79	15%	14%
80-100	8%	7%
CLARITY SCORES: CHURCH ATTENDANCE		
0-19	2%	5%
20-39	12%	18%
40-59	32%	31%
60-79	42%	37%
80-100	13%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	45%	39%
20-39	26%	36%
40-59	21%	21%
60-79	7%	5%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	21%	24%
Greensboro-High Point-Winston Salem NC	19%	18%
Norfolk-Portsmouth-Newport News VA	3%	2%
Greenville-New Bern-Washington NC	6%	9%
Wilmington NC	6%	5%
Raleigh-Durham (Fayetteville) NC	34%	32%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%
Myrtle Beach-Florence SC	2%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	82%	79%
Wireless	18%	21%
Voter File Match		
Yes	88%	80%
No	12%	20%
Registered Voter (of Voter File Matches)		
Yes	97%	94%
No	3%	6%

