

contact@claritycampaigns.com +1 202 999 3225

April 4-6, 2020

### NC Duke COVID-19 WK2

N size: 1,426

Margin of error: +/- 2.52% at 95% confidence interval

#### **Weighted Toplines**

#### ) Q1. Health Quality

	%
Poor	5
Fair	15
Good	43
Very Good	37

#### >> Q4. Number of People in HH

	%
1-3	65
4-6	30
7+	5

#### » Q5. Children in HH

	%
One	14
Two	14
Three or more	9
None	63

#### >> Q6. Non-HH Face to Face Count

	%
0	35
1-3	39
4-6	11
7+	15

#### >> Q7. Six Feet Away? (If Q6 > 0)

	%
0	22
1-3	51
4-6	13
7+	15

#### » Q8. HH Member Going to Work

	%
Yes	49
No	49
Unsure	2

#### >> Q9. Children Interacting with Other Children

	%
Yes	22
No	76
Unsure	2

#### >> Q10. Times in Group > 20 in Last Week

	%
0	79
1-3	16
4-6	2
7+	3

#### » Q11. Contact with Others

	Yes	No
Family	71	29
Friends	20	80
Co-workers	21	79
Clients, patients, or patrons	13	87
Any other type of person not already mentioned	13	87

### » Q12. Handwashing Count

	%
0	1
1-3	4
4-6	17
7+	78

#### >> Q13. Currently Practicing Social Distancing?

	%
Yes	96
No	4

### ) Q14. Currently Experiencing Symptoms?

	%
Yes	3
No	96
Unsure	1

### >> Q15. Likelihood of getting Coronavirus

	%
Yes	11
No	58
Unsure	31

#### >> Q16. NC Response to Coronavirus

	%
Most are underestimating the risks	38
Most are reacting appropriately	52
Most are overreacting to the actual risks	10

#### » Q17. Changes to Routine

	%
Large changes	63
Small changes	27
No real changes	9
Unsure	2

### » Q18. College Degree

	%
Yes	31
No	69

### » Q19. Latino

	%
Yes	5
No	95

#### » Q20. Race

	%
White	77
Black	19
Asian	1
Another race	3

© Clarity Campaign Labs 2 of 122

#### >> Q19-20. Race + Ethnicity

	%
White	70
Black	21
Asian	1
Hispanic or Latino	4
Another race	4

#### » Q21. Panel Willingness

	%
Yes	74
No	26

#### >> DEMOGRAPHICS - RACE ON FILE

	%
Caucasian	72
Black	21
Hispanic	2
Other	5

#### DEMOGRAPHICS - PARTY ON FILE

	%
Democrat	36
Republican	29
Other / Unaffiliated	35

#### >> DEMOGRAPHICS - AGE

	%
18-34	29
35-49	22
50-64	29
65-79	13
80+	7

### >> DEMOGRAPHICS - GENDER

	%
Female	52
Male	48

#### ) CLARITY SCORES

	0-19	20-39	40-59	60-79	80-100
PARTY	34	9	9	7	42
TURNOUT	0	3	10	17	70
COLLEGE	14	33	26	16	11
CHOICE	16	30	39	11	4
CHURCH ATTENDANCE	4	20	40	27	8
CLIMATE CHANGE PRIORITY	45	31	19	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	8
Wilmington NC	5
Raleigh-Durham (Fayetteville) NC	30
Greenville-Spartanburg SC-Asheville NC- Anderson SC	8
Myrtle Beach-Florence SC	2

### **»** DEMOGRAPHICS - PHONE TYPE

	%
Land-line	63
Wireless	37

© Clarity Campaign Labs 3 of 122

#### >> Voter File Match

	%	_
Yes	73	Π
No	27	

## » Registered Voter (of Voter File Matches)

	%
Yes	94
No	6

### >> Panel Respondent

	%
Yes	6
No	94

© Clarity Campaign Labs 4 of 122

# **Unweighted Crosstabs**

## » Q1. Health Quality against...

	_			
	Poor	Fair	Good	Very Good
n	(103)	(322)	(846)	(633)
Q4. Number of People in HH	7701	000/	770/	700/
1-3	77%	83%	77%	72%
4-6 7+	17%	14% 3%	20%	24% 3%
Q5. Children in HH	6%	3%	2%	3%
·	100/	00/	110/	110/
One	19%	9%	11%	11%
Two	6% 5%	3% 4%	6% 5%	12% 5%
Three or more None	69%	84%	78%	72%
Q6. Non-HH Face to Face Count	05/0	04/0	70/0	72/0
0	36%	33%	35%	37%
1-3	32%	50%	43%	43%
4-6	11%	7%	10%	10%
7+	22%	10%	12%	11%
Q7. Six Feet Away? (If Q6 > 0)	22/0	1070	12/0	11/0
0	18%	17%	21%	16%
1-3	54%	64%	54%	59%
4-6	9%	8%	13%	12%
7+	19%	11%	12%	12%
Q8. HH Member Going to Work	1370	11/0	12/0	12/0
Yes	39%	30%	37%	37%
No	57%	65%	61%	62%
Unsure	5%	5%	3%	1%
Q9. Children Interacting with Other Children		l		
Yes	13%	24%	27%	13%
No	83%	73%	70%	87%
Unsure	4%	2%	3%	0%
Q10. Times in Group > 20 in Last Week				
0	70%	66%	75%	80%
1-3	23%	27%	18%	15%
4-6	2%	2%	3%	2%
7+	5%	5%	4%	3%
Q11. Contact with Others: Family				
Yes	67%	59%	66%	71%
No	33%	41%	34%	29%
Q11. Contact with Others: Friends				
Yes	24%	19%	18%	19%
No	76%	81%	82%	81%
Q11. Contact with Others: Co-workers				
Yes	8%	11%	13%	16%
No	92%	89%	87%	84%
Q11. Contact with Others: Clients, patients, or patrons	00/	4401	100/	100/
Yes	8%	11%	10%	10%
No	92%	89%	90%	90%
Q11. Contact with Others: Any other type of person not already me	_		450/	450/
Yes No	18% 82%	17% 83%	15% 85%	15% 85%
Q12. Handwashing Count	0270	0370	03/0	03/0
0	3%	1%	0%	1%
1-3	3%	8%	3%	5%
1-3 4-6	18%	18%	18%	16%
7+	78%	73%	79%	79%
Q13. Currently Practicing Social Distancing?	, 0 /0	, 5/0	, 5/0	1370
Yes	88%	93%	97%	95%
No	13%	7%	3%	5%
Q14. Currently Experiencing Symptoms?				
Yes	13%	3%	2%	1%
No	86%	94%	97%	99%
Unsure	1%	3%	2%	0%
Q15. Likelihood of getting Coronavirus				
Yes	8%	4%	7%	7%
No	64%	54%	58%	66%
Unsure	28%	42%	35%	27%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	44%	39%	37%	34%
Most are reacting appropriately	45%	50%	57%	58%

© Clarity Campaign Labs 5 of 122

			Confic	
	Poor	Fair	Good	Very God
Most are overreacting to the actual risks	10%	11%	6%	8%
Q17. Changes to Routine				
Large changes	67%	60%	66%	67%
Small changes	19%	29%	25%	25%
No real changes	9%	7%	6%	7%
Unsure	5%	4%	3%	1%
Q18. College Degree				
Yes	25%	26%	45%	57%
No	75%	74%	55%	43%
Q19. Latino				
Yes	5%	1%	3%	3%
No	95%	99%	97%	97%
Q20. Race				
White	74%	69%	73%	80%
Black	19%	27%	22%	17%
Asian	3%	1%	1%	1%
Another race	4%	3%	3%	2%
Q19-20. Race + Ethnicity	470	370	370	270
*	71%	670/	600/	750/
White		67%	69%	75%
Black	20%	29%	24%	20%
Asian	2%	1%	1%	1%
Hispanic or Latino	4%	1%	2%	2%
Another race	3%	2%	3%	3%
Q21. Panel Willingness				
/es	68%	71%	75%	80%
No	32%	29%	25%	20%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	73%	69%	71%	76%
Black	22%	28%	24%	21%
Hispanic	0%	1%	1%	1%
Other	5%	2%	4%	2%
DEMOGRAPHICS - PARTY ON FILE	3,0		1,0	
Democrat	36%	48%	45%	42%
Republican	37%	27%	28%	31%
<u>'</u>				
Other / Unaffiliated	27%	25%	27%	28%
DEMOGRAPHICS - AGE				
18-34	5%	4%	9%	9%
35-49	10%	8%	12%	18%
50-64	28%	26%	24%	27%
65-79	31%	39%	38%	32%
80+	26%	22%	17%	15%
DEMOGRAPHICS - GENDER				
Female	68%	67%	63%	60%
Male	32%	33%	37%	40%
CLARITY SCORES: PARTY				
0-19	44%	28%	33%	37%
20-39	7%	8%	5%	6%
40-59	2%	8%	7%	4%
60-79	7%	6%	6%	7%
	38%		49%	
30-100	38%	49%	49%	45%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	4%	2%	1%	3%
40-59	7%	10%	5%	3%
60-79	26%	8%	9%	10%
80-100	63%	80%	85%	84%
CLARITY SCORES: COLLEGE				
0-19	20%	23%	16%	10%
20-39	49%	40%	29%	25%
10-59	19%	21%	20%	23%
60-79	7%	12%	21%	19%
30-100	5%	4%	15%	22%
CLARITY SCORES: CHOICE	3,0	.,,,	_5,0	
0-19	200/	100/	18%	15%
	28%	19%		
20-39	26%	37%	29%	30%
40-59	33%	33%	31%	33%
50-79	11%	9%	14%	13%
30-100	1%	2%	8%	9%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	2%	3%	4%	4%

© Clarity Campaign Labs

#### Confidential

	Confidential			
	Poor	Fair	Good	Very Good
40-59	33%	37%	34%	33%
60-79	46%	41%	36%	38%
80-100	7%	9%	13%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	50%	41%	42%	46%
20-39	35%	40%	29%	28%
40-59	13%	16%	23%	19%
60-79	3%	2%	6%	7%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	29%	19%	22%	23%
Greensboro-High Point-Winston Salem NC	16%	17%	20%	19%
Norfolk-Portsmouth-Newport News VA	3%	3%	1%	3%
Greenville-New Bern-Washington NC	6%	8%	8%	6%
Wilmington NC	4%	6%	5%	5%
Raleigh-Durham (Fayetteville) NC	29%	34%	36%	36%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	11%	10%	8%	7%
Myrtle Beach-Florence SC	3%	2%	2%	1%
DEMOGRAPHICS - PHONE TYPE				
Land-line	91%	89%	83%	81%
Wireless	9%	11%	17%	19%
Voter File Match				
Yes	79%	82%	84%	82%
No	21%	18%	16%	18%
Registered Voter (of Voter File Matches)				
Yes	90%	95%	94%	97%
No	10%	5%	6%	3%
Panel Respondent				
Yes	6%	5%	7%	6%
No	94%	95%	93%	94%

© Clarity Campaign Labs 7 of 122

# >> Q4. Number of People in HH against...

	1-3	4-6	7+
n	(1,374)	(368)	(52)
Q1. Health Quality			
Poor	5%	4%	12%
Fair	18%	12%	16%
Good	45%	44%	33%
Very Good	31%	39%	39%
Q5. Children in HH			
One	7%	25%	7%
Two	1%	32%	11%
Three or more	0%	15%	58%
None	91%	28%	24%
Q6. Non-HH Face to Face Count	1		
0	35%	39%	26%
1-3	46%	36%	30%
4-6	9%	13%	9%
7+	11%	12%	35%
Q7. Six Feet Away? (If Q6 > 0)			
0	18%	20%	19%
1-3	60%	51%	39%
4-6	11%	14%	16%
7+	11%	15%	26%
Q8. HH Member Going to Work	1		
Yes	29%	58%	54%
No	68%	40%	41%
Unsure	3%	2%	5%
Q9. Children Interacting with Other Children	370	270	370
-	350/	100/	150/
Yes	25%	19%	15%
No	73%	80%	77%
Unsure	2%	1%	8%
Q10. Times in Group > 20 in Last Week			
0	75%	82%	46%
1-3	19%	15%	21%
4-6	2%	2%	3%
7+	4%	2%	31%
Q11. Contact with Others: Family			
Yes	61%	85%	69%
No	39%	15%	31%
Q11. Contact with Others: Friends	1		
Yes	20%	15%	27%
No No	80%		73%
	80%	85%	/570
Q11. Contact with Others: Co-workers			
Yes	13%	16%	25%
No	87%	84%	75%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	10%	11%	20%
No	90%	89%	80%
Q11. Contact with Others: Any other type of person not already mentioned	t		
Yes	15%	15%	37%
No	85%	85%	63%
Q12. Handwashing Count	1	1	
0	0%	1%	8%
1-3	5%	3%	3%
4-6		14%	11%
	18%		
7+	77%	82%	78%
Q13. Currently Practicing Social Distancing?			
Yes	95%	96%	86%
No	5%	4%	14%
Q14. Currently Experiencing Symptoms?			
Yes	2%	1%	17%
No	96%	99%	81%
Unsure	2%	0%	3%
Q15. Likelihood of getting Coronavirus			
	5%	13%	9%
Yes		56%	
	C10/		60%
No	61%		
Yes  No  Unsure Q16. NC Response to Coronavirus	61% 34%	31%	31%

© Clarity Campaign Labs 8 of 122

	Cor	nfidentia 4-6	7+
No. de constant de constant de la co		4-6 57%	47%
Most are reacting appropriately  Most are overreacting to the actual risks	56% 7%	8%	19%
Q17. Changes to Routine	770	070	1370
Large changes	63%	71%	72%
Small changes	26%	22%	14%
No real changes	7%	6%	8%
Unsure	3%	1%	6%
Q18. College Degree	'		
Yes	44%	50%	42%
No	56%	50%	58%
Q19. Latino			
Yes	2%	5%	11%
No	98%	95%	89%
Q20. Race	760/	700/	- F.CO.
White	76%	73%	56%
Black	20%	23%	25%
Asian	1%	2%	3%
Another race	3%	2%	16%
Q19-20. Race + Ethnicity White	73%	66%	56%
Black	22%	26%	25%
ыаск Asian	1%	26%	25%
Hispanic or Latino	1%	4%	8%
Another race	3%	2%	10%
Q21. Panel Willingness	3/0	2/0	10/0
Yes	75%	79%	59%
No	25%	21%	41%
DEMOGRAPHICS - RACE ON FILE	25/0	21/0	41/0
Caucasian	74%	68%	68%
Black	22%	27%	26%
Hispanic	0%	1%	6%
Other	3%	4%	0%
DEMOGRAPHICS - PARTY ON FILE			1
Democrat	45%	40%	29%
Republican	29%	32%	32%
Other / Unaffiliated	26%	27%	38%
DEMOGRAPHICS - AGE			
18-34	6%	14%	19%
35-49	7%	34%	29%
50-64	25%	29%	21%
65-79	42%	16%	13%
80+	20%	7%	17%
DEMOGRAPHICS - GENDER	'		
Female	64%	55%	62%
Male	36%	45%	38%
CLARITY SCORES: PARTY			
0-19	34%	37%	38%
20-39	6%	8%	3%
40-59	6%	5%	15%
60-79	6%	7%	6%
80-100	48%	42%	38%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	0%
20-39	2%	2%	3%
40-59	5%	6%	14%
60-79	9%	12%	21%
80-100	84%	80%	62%
CLARITY SCORES: COLLEGE			
0-19	16%	12%	18%
20-39	32%	22%	32%
40-59	20%	27%	21%
60-79	17%	20%	24%
80-100	14%	20%	6%
CLARITY SCORES: CHOICE		1	
0-19	17%	20%	19%
20-39	32%	24%	32%
40-59	30%	38%	42%
60-79	13%	10%	6%
80-100	7%	8%	0%
CLARITY SCORES: CHURCH ATTENDANCE		***	2-1
0-19	4%	4%	0%

© Clarity Campaign Labs 9 of 122

Co			

	Confidential			
	1-3	4-6	7+	
20-39	12%	18%	18%	
40-59	33%	35%	41%	
60-79	39%	34%	29%	
80-100	12%	8%	12%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	43%	46%	45%	
20-39	31%	26%	35%	
40-59	19%	23%	16%	
60-79	6%	4%	3%	
80-100	0%	0%	0%	
MEDIA MARKET				
Charlotte NC	22%	22%	24%	
Greensboro-High Point-Winston Salem NC	19%	16%	26%	
Norfolk-Portsmouth-Newport News VA	2%	1%	0%	
Greenville-New Bern-Washington NC	8%	8%	6%	
Wilmington NC	5%	3%	12%	
Raleigh-Durham (Fayetteville) NC	34%	41%	24%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	7%	9%	
Myrtle Beach-Florence SC	2%	1%	0%	
DEMOGRAPHICS - PHONE TYPE	·			
Land-line	89%	66%	62%	
Wireless	11%	34%	38%	
Voter File Match	· ·			
Yes	83%	79%	65%	
No	17%	21%	35%	
Registered Voter (of Voter File Matches)	·			
Yes	95%	95%	85%	
No	5%	5%	15%	
Panel Respondent	·			
Yes	6%	7%	2%	
No	94%	93%	98%	

© Clarity Campaign Labs 10 of 122

# » Q5. Children in HH against...

	One	Two	Three or more	None
n	(193)	(136)	(84)	(1,323)
Q1. Health Quality				
Poor	9%	4%	6%	5%
Fair	14%	7%	13%	19%
Good	45%	36%	43%	45%
Very Good	32%	52%	37%	31%
Q4. Number of People in HH				
1-3	52%	13%	6%	91%
4-6	47%	84%	63%	8%
7+	2%	4%	31%	1%
Q6. Non-HH Face to Face Count				
0	32%	36%	51%	35%
1-3	39%	40%	25%	46%
4-6	13%	10%	8%	9%
7+	17%	14%	16%	11%
Q7. Six Feet Away? (If Q6 > 0)				
0	17%	15%	24%	19%
1-3	53%	60%	38%	59%
4-6	17%	11%	16%	11%
7+	14%	14%	22%	11%
Q8. HH Member Going to Work				
Yes	54%	55%	49%	30%
No	45%	45%	48%	67%
Unsure	1%	0%	3%	3%
Q9. Children Interacting with Other Children				
Yes	19%	21%	23%	0%
No	79%	77%	75%	0%
Unsure	2%	2%	1%	0%
Q10. Times in Group > 20 in Last Week				
0	73%	88%	68%	74%
1-3	21%	8%	20%	20%
4-6	3%	3%	6%	2%
7+	3%	1%	6%	4%
Q11. Contact with Others: Family				
Yes	78%	90%	81%	61%
No	22%	10%	19%	39%
Q11. Contact with Others: Friends				
Yes	18%	14%	15%	20%
No	82%	86%	85%	80%
Q11. Contact with Others: Co-workers				
Yes	18%	20%	16%	12%
No	82%	80%	84%	88%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	12%	12%	13%	9%
No	88%	88%	87%	91%
Q11. Contact with Others: Any other type of person not al	lready menti	oned		
Yes	21%	16%	18%	14%
No	79%	84%	82%	86%
Q12. Handwashing Count				
0	1%	1%	0%	1%
1-3	4%	4%	2%	5%
4-6	13%	14%	12%	19%
7+	82%	81%	86%	76%
Q13. Currently Practicing Social Distancing?				
Yes	93%	98%	92%	95%
No	7%	2%	8%	5%
Q14. Currently Experiencing Symptoms?				
Yes	2%	1%	9%	2%
No	97%	99%	91%	96%
Unsure	1%	0%	0%	2%
Q15. Likelihood of getting Coronavirus				
Yes	7%	15%	18%	5%
	57%	55%	52%	62%
No				
No Unsure	36%	29%	29%	33%
	36%	29%	29%	33%
Unsure	36%	36%	29% 36%	33%

© Clarity Campaign Labs

nfid	

			Confider	ntial
	One	Two	Three or more	None
Most are overreacting to the actual risks	5%	10%	8%	8%
Q17. Changes to Routine				
Large changes	71%	77%	69%	62%
Small changes	24%	13%	25%	27%
No real changes	3%	10%	6%	7%
Unsure	2%	0%	0%	3%
Q18. College Degree				
Yes	41%	60%	46%	44%
No .	59%	40%	54%	56%
Q19. Latino	20/	70/	00/	20/
Yes	2%	7%	8%	2%
No	98%	93%	92%	98%
Q20. Race	670/	000/	C20/	700/
White Black	67% 28%	80% 18%	63% 25%	76%
Asian	1%	1%	23%	1%
Another race	4%	1%	10%	3%
Q19-20. Race + Ethnicity	4/0	1/0	10%	3/0
White	64%	72%	55%	73%
Black	30%	20%	30%	22%
Asian	1%	1%	1%	1%
Hispanic or Latino	2%	6%	6%	2%
Another race	4%	1%	8%	3%
Q21. Panel Willingness	470	1/0	3/0	3,0
Yes	77%	79%	73%	75%
No	23%	21%	27%	25%
DEMOGRAPHICS - RACE ON FILE	2370	21/0	2770	2370
Caucasian	66%	79%	57%	74%
Black	28%	17%	38%	22%
Hispanic	1%	3%	3%	0%
Other	6%	1%	2%	3%
DEMOGRAPHICS - PARTY ON FILE		_,-	_,,	
Democrat	46%	30%	45%	45%
Republican	24%	38%	20%	30%
Other / Unaffiliated	31%	32%	35%	25%
DEMOGRAPHICS - AGE				
18-34	6%	26%	20%	6%
35-49	31%	46%	46%	6%
50-64	38%	18%	18%	25%
65-79	19%	10%	12%	43%
80+	7%	0%	4%	21%
DEMOGRAPHICS - GENDER				
Female	64%	51%	61%	63%
Male	36%	49%	39%	37%
CLARITY SCORES: PARTY				
0-19	27%	40%	23%	36%
20-39	9%	12%	8%	5%
40-59	6%	7%	12%	6%
60-79	10%	5%	12%	5%
80-100	48%	37%	45%	48%
CLARITY SCORES: TURNOUT				
0-19	0%	1%	0%	0%
20-39	2%	0%	4%	2%
40-59	7%	10%	4%	4%
60-79	15%	13%	20%	9%
80-100	76%	76%	72%	85%
CLARITY SCORES: COLLEGE				
0-19	8%	7%	13%	17%
20-39	29%	18%	25%	30%
40-59	22%	34%	28%	20%
60-79	21%	27%	20%	17%
80-100	19%	14%	13%	15%
CLARITY SCORES: CHOICE				
0-19	15%	19%	11%	19%
20-39	24%	22%	25%	32%
40-59	42%	40%	49%	29%
60-79	11%	13%	9%	13%
80-100	8%	5%	5%	7%
CLARITY SCORES: CHURCH ATTENDANCE				
CLARITY SCORES: CHURCH ATTENDANCE 0-19	4%	5%	0%	4%

© Clarity Campaign Labs 12 of 122

#### Confidential

	Confidential			
	One	Two	Three or more	None
40-59	35%	43%	52%	31%
60-79	42%	15%	23%	40%
80-100	3%	7%	3%	13%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	39%	50%	25%	45%
20-39	32%	22%	49%	30%
40-59	22%	20%	24%	20%
60-79	7%	7%	2%	6%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	21%	18%	25%	23%
Greensboro-High Point-Winston Salem NC	11%	25%	18%	18%
Norfolk-Portsmouth-Newport News VA	1%	0%	2%	2%
Greenville-New Bern-Washington NC	11%	12%	10%	7%
Wilmington NC	4%	2%	8%	5%
Raleigh-Durham (Fayetteville) NC	42%	38%	28%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	5%	7%	9%
Myrtle Beach-Florence SC	3%	1%	2%	1%
DEMOGRAPHICS - PHONE TYPE				
Land-line	72%	43%	53%	90%
Wireless	28%	57%	47%	10%
Voter File Match				
Yes	75%	76%	71%	83%
No	25%	24%	29%	17%
Registered Voter (of Voter File Matches)				
Yes	94%	92%	90%	96%
No	6%	8%	10%	4%
Panel Respondent				
Yes	7%	7%	2%	7%
No	93%	93%	98%	93%

© Clarity Campaign Labs 13 of 122

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

	0	1-3	4-6	7+
n	(588)	(719)	(159)	(197)
Q1. Health Quality				
Poor	6%	4%	6%	10%
Fair	16%	20%	13%	15%
Good	43%	43%	48%	45%
Very Good	35%	33%	33%	30%
Q4. Number of People in HH				
1-3	75%	81%	69%	71%
4-6	23%	18%	28%	21%
7+	2%	2%	3%	8%
Q5. Children in HH				
One	10%	10%	15%	16%
Two	8%	7%	8%	9%
Three or more	7%	3%	4%	6%
None	75%	80%	72%	69%
Q7. Six Feet Away? (If Q6 > 0)				
0	0%	20%	16%	14%
1-3	0%	76%	30%	13%
4-6	0%	1%	51%	17%
7+	0%	2%	4%	57%
Q8. HH Member Going to Work				
Yes	29%	32%	52%	56%
No	69%	66%	41%	39%
Unsure	2%	2%	7%	4%
Q9. Children Interacting with Other Children				
Yes	13%	20%	28%	35%
No	85%	78%	72%	63%
Unsure	3%	1%	0%	2%
Q10. Times in Group > 20 in Last Week				
0	89%	70%	70%	53%
1-3	8%	27%	19%	25%
4-6	1%	1%	7%	6%
7+	2%	2%	4%	16%
Q11. Contact with Others: Family				
Yes	63%	67%	76%	72%
No	38%	33%	24%	28%
Q11. Contact with Others: Friends				
Yes	8%	22%	24%	41%
No	92%	78%	76%	59%
Q11. Contact with Others: Co-workers				
Yes	5%	11%	21%	42%
No	95%	89%	79%	58%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	4%	9%	12%	31%
No	96%	91%	88%	69%
Q11. Contact with Others: Any other type of person not already m				
Yes	10%	17%	18%	27%
No	90%	83%	82%	73%
Q12. Handwashing Count				
0	0%	1%	1%	2%
1-3	4%	4%	4%	6%
4-6	18%	17%	21%	12%
7+	77%	78%	74%	80%
Q13. Currently Practicing Social Distancing?			0=::	
Yes	95%	95%	93%	94%
No	5%	5%	7%	6%
Q14. Currently Experiencing Symptoms?				
Yes	2%	2%	2%	4%
No	97%	96%	96%	94%
Unsure	0%	2%	1%	1%
Q15. Likelihood of getting Coronavirus				
Yes	7%	5%	5%	14%
No	62%	60%	64%	53%
	31%	36%	31%	33%
Unsure	31/0			
Unsure Q16. NC Response to Coronavirus				
Unsure	37% 56%	37% 56%	36% 53%	34% 52%

© Clarity Campaign Labs 14 of 122

	0	1-3	4-6	7+
Most are overreacting to the actual risks	6%	7%	10%	14%
Q17. Changes to Routine				
Large changes	66%	67%	60%	56%
Small changes	24%	25%	32%	30%
No real changes	8%	5%	4%	9%
Unsure	2%	3%	4%	5%
Q18. College Degree				
Yes	52%	41%	35%	44%
No	48%	59%	65%	56%
Q19. Latino				
Yes	3%	2%	6%	3%
No	97%	98%	94%	97%
Q20. Race				
White	77%	72%	78%	75%
Black	17%	25%	21%	19%
Asian	2%	1%	0%	1%
Another race	3%	3%	1%	6%
Q19-20. Race + Ethnicity				
White	74%	70%	69%	73%
Black	19%	25%	24%	19%
Asian	2%	1%	0%	1%
Hispanic or Latino	2%	1%	6%	2%
Another race	3%	3%	1%	6%
Q21. Panel Willingness				
Yes	78%	76%	67%	76%
No	22%	24%	33%	24%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	76%	72%	74%	75%
Black	21%	25%	22%	19%
Hispanic	1%	1%	2%	1%
Other	3%	3%	2%	5%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	40%	48%	38%	43%
Republican	32%	28%	35%	28%
Other / Unaffiliated	28%	24%	27%	30%
DEMOGRAPHICS - AGE				
18-34	10%	6%	9%	12%
35-49	15%	12%	13%	17%
50-64	25%	24%	30%	28%
65-79	36%	40%	33%	27%
80+	15%	18%	14%	15%
DEMOGRAPHICS - GENDER				
Female	62%	64%	65%	47%
Male	38%	36%	35%	53%
CLARITY SCORES: PARTY				
0-19	36%	33%	40%	34%
20-39	6%	7%	7%	7%
40-59	6%	5%	3%	8%
60-79	5%	7%	6%	8%
80-100		48%	44%	43%
CLADITY SCORES, TURNOUT	46%	4070		
CLARITY SCORES: TURNOUT	46%	4670		
0-19	0%	0%	0%	0%
			0%	0% 2%
0-19	0%	0%		
0-19 20-39	0%	0% 1%	3%	2%
0-19 20-39 40-59	0% 2% 7%	0% 1% 4%	3% 5%	2% 6%
0-19 20-39 40-59 60-79	0% 2% 7% 8%	0% 1% 4% 10%	3% 5% 13%	2% 6% 11%
0-19 20-39 40-59 60-79 80-100	0% 2% 7% 8%	0% 1% 4% 10%	3% 5% 13%	2% 6% 11%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39	0% 2% 7% 8% 84% 12% 27%	0% 1% 4% 10% 84% 16% 32%	3% 5% 13% 79% 19% 32%	2% 6% 11% 81% 18% 24%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19	0% 2% 7% 8% 84%	0% 1% 4% 10% 84%	3% 5% 13% 79%	2% 6% 11% 81%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39	0% 2% 7% 8% 84% 12% 27%	0% 1% 4% 10% 84% 16% 32%	3% 5% 13% 79% 19% 32%	2% 6% 11% 81% 18% 24%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59	0% 2% 7% 8% 84% 12% 27% 20%	0% 1% 4% 10% 84% 16% 32% 19%	3% 5% 13% 79% 19% 32% 24%	2% 6% 11% 81% 18% 24% 29%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79	0% 2% 7% 8% 84% 12% 27% 20%	0% 1% 4% 10% 84% 16% 32% 19%	3% 5% 13% 79% 19% 32% 24% 16% 9%	2% 6% 11% 81% 18% 24% 29% 16%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19	0% 2% 7% 8% 84% 12% 27% 20%	0% 1% 4% 10% 84% 16% 32% 19%	3% 5% 13% 79% 19% 32% 24% 16%	2% 6% 11% 81% 18% 24% 29% 16%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE	0% 2% 7% 8% 84% 12% 27% 20% 20%	0% 1% 4% 10% 84% 16% 32% 19% 19%	3% 5% 13% 79% 19% 32% 24% 16% 9%	2% 6% 11% 81% 18% 24% 29% 16% 13%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19	0% 2% 7% 8% 84% 12% 27% 20% 20% 17%	0% 1% 4% 10% 84% 16% 32% 19% 19% 14%	3% 5% 13% 79% 19% 32% 24% 16% 9%	2% 6% 11% 81% 18% 24% 29% 16% 13%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39	0% 2% 7% 8% 84% 12% 27% 20% 20% 17% 28%	0% 1% 4% 10% 84% 16% 32% 19% 19% 14%	3% 5% 13% 79% 19% 32% 24% 16% 9%	2% 6% 11% 81% 24% 29% 16% 13%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59	0% 2% 7% 8% 84% 12% 27% 20% 20% 20% 31%	0% 1% 4% 10% 84%  16% 32% 19% 14%  17% 32% 31%	3% 5% 13% 79% 19% 32% 24% 16% 9% 26% 29% 32%	2% 6% 11% 81% 18% 24% 29% 16% 13% 20% 31% 35%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59 60-79	0% 2% 7% 8% 84% 12% 27% 20% 20% 20% 31% 14%	0% 1% 4% 10% 84%  16% 32% 19% 14%  17% 32% 31% 13%	3% 5% 13% 79% 19% 32% 24% 16% 9% 26% 29% 32% 8%	2% 6% 11% 81% 24% 29% 16% 13% 20% 31% 35%
0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59 60-79 80-100 80-100 80-100	0% 2% 7% 8% 84% 12% 27% 20% 20% 20% 31% 14%	0% 1% 4% 10% 84%  16% 32% 19% 14%  17% 32% 31% 13%	3% 5% 13% 79% 19% 32% 24% 16% 9% 26% 29% 32% 8%	2% 6% 11% 81% 18% 24% 29% 16% 13% 31% 35% 10%

© Clarity Campaign Labs 15 of 122

Confidential

_		
Con	tide	entia

	Confidential			
	0	1-3	4-6	7+
40-59	34%	33%	30%	38%
60-79	32%	39%	39%	35%
80-100	12%	12%	17%	8%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	44%	42%	50%	46%
20-39	27%	33%	30%	31%
40-59	22%	20%	16%	19%
60-79	8%	6%	3%	5%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	23%	20%	31%	25%
Greensboro-High Point-Winston Salem NC	18%	19%	18%	16%
Norfolk-Portsmouth-Newport News VA	1%	1%	0%	2%
Greenville-New Bern-Washington NC	7%	7%	8%	11%
Wilmington NC	5%	5%	4%	8%
Raleigh-Durham (Fayetteville) NC	37%	38%	32%	28%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%	7%	8%
Myrtle Beach-Florence SC	1%	2%	1%	3%
DEMOGRAPHICS - PHONE TYPE				
Land-line	77%	87%	85%	78%
Wireless	23%	13%	15%	22%
Voter File Match				
Yes	79%	82%	77%	81%
No	21%	18%	23%	19%
Registered Voter (of Voter File Matches)				
Yes	96%	96%	93%	91%
No	4%	4%	7%	9%
Panel Respondent	-			
Yes	6%	8%	6%	7%
No	94%	92%	94%	93%

© Clarity Campaign Labs 16 of 122

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

	0	1-3	4-6	7+
n	(191)	(601)	(122)	(130)
Q1. Health Quality				
Poor	5%	5%	4%	9%
Fair	17%	20%	12%	16%
Good	50%	41%	49%	43%
Very Good	28%	33%	34%	33%
Q4. Number of People in HH				
1-3	75%	80%	72%	70%
4-6	22%	18%	24%	24%
7+	3%	2%	4%	6%
Q5. Children in HH				
One	11%	11%	17%	14%
Two	7%	8%	7%	9%
Three or more	5%	2%	5%	6%
None	77%	78%	70%	70%
Q6. Non-HH Face to Face Count	1177			
0	0%	0%	0%	0%
1-3	73%	88%	8%	12%
4-6	13%	8%	66%	5%
7+	14%	4%	26%	83%
	14%	470	20%	03%
Q8. HH Member Going to Work	300/	2.407	E30/	F70'
Yes	36%	34%	53%	57%
No	59%	64%	46%	35%
Unsure	5%	2%	1%	8%
Q9. Children Interacting with Other Children				
Yes	15%	23%	38%	34%
No	83%	76%	62%	66%
Unsure	2%	2%	0%	0%
Q10. Times in Group > 20 in Last Week				
0	72%	68%	69%	52%
1-3	21%	28%	21%	21%
4-6	3%	2%	5%	7%
7+	4%	2%	5%	19%
Q11. Contact with Others: Family				
Yes	63%	69%	77%	70%
No	37%	31%	23%	30%
Q11. Contact with Others: Friends				
Yes	22%	23%	31%	41%
No	78%	77%	69%	59%
Q11. Contact with Others: Co-workers	1			
Yes	20%	13%	27%	41%
No	80%	88%	73%	59%
Q11. Contact with Others: Clients, patients, or patrons	80%	00/0	73/0	35/0
• • • • • • • • • • • • • • • • • • • •	210/	00/	1.40/	200/
Yes	21%	8%	14%	30%
No	79%	92%	86%	70%
Q11. Contact with Others: Any other type of person not already				
Yes	17%	18%	16%	27%
No	83%	82%	84%	73%
Q12. Handwashing Count				
0	1%	1%	0%	2%
1-3	3%	5%	3%	6%
4-6	18%	16%	20%	12%
7+	78%	78%	77%	81%
Q13. Currently Practicing Social Distancing?	· ·			
Yes	93%	96%	94%	94%
No	7%	4%	6%	6%
Q14. Currently Experiencing Symptoms?				
Yes	4%	2%	0%	2%
No	94%	95%	100%	96%
Unsure	2%	2%	0%	2%
Q15. Likelihood of getting Coronavirus	2,0	_,,,	2,0	_/3
Yes	9%	5%	5%	13%
Yes No				
	57%	60%	64%	50%
Unsure	33%	35%	31%	37%
Q16. NC Response to Coronavirus	1			
Most are underestimating the risks	38%	37%	38%	30%
Most are reacting appropriately	53%	57%	54%	50%

© Clarity Campaign Labs 17 of 122

		Con	itidentia	aı
	0	1-3	4-6	7+
Most are overreacting to the actual risks	9%	6%	9%	20%
Q17. Changes to Routine				
Large changes	69%	65%	59%	57%
Small changes	21%	28%	26%	32%
No real changes	8%	4%	8%	6%
Jnsure	2%	3%	7%	5%
Q18. College Degree	-,-			
Yes	37%	43%	35%	39%
No .	63%	57%	65%	61%
Q19. Latino	03/0	37/0	03/0	01/0
Yes	40/	20/	20/	20/
	4%	2%	2%	2%
No	96%	98%	98%	98%
Q20. Race				
White	75%	74%	71%	73%
Black	22%	23%	25%	23%
Asian	1%	1%	1%	0%
Another race	3%	2%	3%	4%
Q19-20. Race + Ethnicity				
White	69%	71%	70%	70%
Black	24%	24%	25%	22%
Asian	1%	1%	1%	0%
Hispanic or Latino	4%	2%	2%	2%
Another race	3%	2%	2%	6%
Q21. Panel Willingness	3/0	2/0	2/0	370
-	7201	750/	720/	7/0/
Yes	73%	75%	72%	74%
No	27%	25%	28%	26%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	70%	72%	76%	74%
Black	27%	23%	21%	21%
Hispanic	1%	1%	0%	1%
Other	2%	3%	2%	5%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	47%	46%	44%	42%
Republican	25%	29%	30%	28%
Other / Unaffiliated	28%	24%	26%	30%
DEMOGRAPHICS - AGE	2070	2-170	2070	3070
18-34	12%	5%	11%	10%
35-49	14%	14%	13%	11%
50-64	22%	24%	30%	37%
65-79	35%	40%	34%	26%
80+	18%	17%	12%	16%
DEMOGRAPHICS - GENDER				
Female	66%	63%	61%	46%
Male	34%	37%	39%	54%
CLARITY SCORES: PARTY				
0-19	32%	34%	37%	35%
20-39	6%	7%	6%	9%
40-59	6%	6%	7%	5%
60-79	5%	8%	3%	8%
80-100	50%	46%	47%	43%
CLARITY SCORES: TURNOUT	40/	001	201	001
0-19	1%	0%	0%	0%
20-39	1%	2%	2%	2%
40-59	7%	5%	5%	4%
60-79	15%	10%	11%	11%
80-100	77%	84%	82%	83%
CLARITY SCORES: COLLEGE				
0-19	15%	16%	20%	21%
20-39	36%	29%	28%	26%
40-59	18%	22%	26%	24%
60-79	19%	18%	19%	15%
80-100	13%	15%	7%	15%
	15%	13%	//0	13/0
CLARITY SCORES: CHOICE	4701	1001	2.401	2001
0-19	17%	18%	24%	20%
20-39	30%	31%	27%	32%
40-59	36%	30%	36%	38%
60-79	11%	15%	9%	7%
80-100	5%	7%	4%	4%
CLARITY SCORES: CHURCH ATTENDANCE	'			
0-19	3%	4%	7%	5%
20-39	11%	14%	15%	11%
	11/0	/0	_5/0	/0

© Clarity Campaign Labs 18 of 122

Confidential

Co			

		Confidential			
	0	1-3	4-6	7+	
40-59	38%	31%	31%	39%	
60-79	38%	39%	38%	31%	
80-100	11%	12%	9%	15%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	41%	43%	48%	46%	
20-39	32%	32%	26%	35%	
40-59	24%	18%	21%	17%	
60-79	4%	7%	5%	2%	
80-100	0%	0%	0%	0%	
MEDIA MARKET					
Charlotte NC	22%	23%	25%	24%	
Greensboro-High Point-Winston Salem NC	12%	20%	18%	17%	
Norfolk-Portsmouth-Newport News VA	1%	1%	1%	2%	
Greenville-New Bern-Washington NC	9%	8%	8%	9%	
Wilmington NC	7%	4%	8%	6%	
Raleigh-Durham (Fayetteville) NC	38%	36%	30%	31%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC	10%	7%	7%	8%	
Myrtle Beach-Florence SC	1%	2%	3%	3%	
DEMOGRAPHICS - PHONE TYPE					
Land-line	82%	88%	75%	83%	
Wireless	18%	12%	25%	17%	
Voter File Match					
Yes	81%	81%	73%	85%	
No	19%	19%	27%	15%	
Registered Voter (of Voter File Matches)					
Yes	96%	95%	92%	94%	
No	4%	5%	8%	6%	
Panel Respondent					
Yes	6%	8%	5%	7%	
No	94%	92%	95%	93%	

© Clarity Campaign Labs 19 of 122

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

	Yes	No	Unsure
n	(576)	(994)	(42)
Q1. Health Quality	. ,	, ,	. ,
Poor	6%	5%	10%
Fair	14%	18%	33%
Good	45%	43%	45%
Very Good	35%	34%	12%
Q4. Number of People in HH			
1-3	62%	84%	78%
4-6	34%	14%	17%
7+	4%	2%	5%
Q5. Children in HH	170/	00/	Ε0/
One Two	17% 13%	8% 6%	5% 0%
Three or more	6%	4%	5%
None	63%	82%	90%
Q6. Non-HH Face to Face Count	0070	02/0	30,0
0	30%	41%	24%
1-3	38%	45%	31%
4-6	14%	6%	26%
7+	18%	7%	19%
Q7. Six Feet Away? (If Q6 > 0)			
0	17%	19%	28%
1-3	49%	64%	38%
4-6	16%	9%	3%
7+	18%	7%	31%
Q9. Children Interacting with Other Children			
Yes	22%	19%	0%
No	77%	79%	67%
Unsure	1%	2%	33%
Q10. Times in Group > 20 in Last Week	75%	76%	51%
1-3	18%	19%	36%
4-6	3%	1%	8%
7+	4%	4%	5%
Q11. Contact with Others: Family			
Yes	79%	59%	63%
No	21%	41%	37%
Q11. Contact with Others: Friends			
Yes	20%	19%	29%
No	80%	81%	71%
Q11. Contact with Others: Co-workers			
Yes	23%	8%	5%
No	77%	92%	95%
Q11. Contact with Others: Clients, patients, or patrons	1.00/	70/	450/
Yes No	16% 84%	7% 93%	15% 85%
Q11. Contact with Others: Any other type of person not already mentioned	04%	95%	85%
Yes	17%	14%	17%
No	83%	86%	83%
Q12. Handwashing Count			
0	1%	0%	3%
1-3	3%	5%	7%
4-6	15%	19%	7%
7+	80%	76%	83%
Q13. Currently Practicing Social Distancing?			
Yes	96%	94%	93%
No	4%	6%	7%
Q14. Currently Experiencing Symptoms?			
Yes No	3%	2%	0%
Unsure	96%	96%	97%
Q15. Likelihood of getting Coronavirus	1/0	2/0	3/0
Yes	11%	4%	0%
No	56%	63%	45%
Unsure	33%	32%	55%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	38%	36%	24%

© Clarity Campaign Labs 20 of 122

		confide	ntiai
	Yes	No	Unsure
Most are reacting appropriately	52%	57%	59%
Most are overreacting to the actual risks	10%	6%	17%
Q17. Changes to Routine			
Large changes	69%	63%	44%
Small changes	24%	26%	41%
-			
No real changes	5%	8%	4%
Unsure	2%	3%	11%
Q18. College Degree			
Yes	46%	45%	19%
No	54%	55%	81%
Q19. Latino			
Yes	4%	2%	4%
No	96%	98%	96%
Q20. Race	30,0	30,0	30,0
White	750/	75%	76%
	75%		
Black	20%	22%	24%
Asian	2%	1%	0%
Another race	4%	3%	0%
Q19-20. Race + Ethnicity			
White	71%	72%	67%
Black	20%	23%	29%
Asian	1%	1%	0%
Hispanic or Latino	3%	2%	5%
<u>'</u>			
Another race	4%	2%	0%
Q21. Panel Willingness			ı
Yes	79%	74%	60%
No	21%	26%	40%
DEMOGRAPHICS - RACE ON FILE	· ·		
Caucasian	75%	73%	69%
Black	20%	24%	26%
Hispanic	1%	0%	5%
Other	4%		
	4%	3%	0%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	38%	47%	51%
Republican	32%	28%	31%
Other / Unaffiliated	30%	25%	18%
DEMOGRAPHICS - AGE			
18-34	13%	6%	5%
35-49	22%	10%	2%
50-64	34%	21%	24%
65-79	24%	43%	31%
80+	8%	20%	38%
DEMOGRAPHICS - GENDER			
Female	58%	63%	62%
Male	42%	37%	38%
CLARITY SCORES: PARTY			
0-19	39%	32%	33%
20-39	8%	6%	5%
40-59	6%	6%	3%
60-79	7%	6%	3%
80-100	40%	50%	56%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	0%
20-39	3%	1%	5%
40-59	5%	5%	16%
60-79	11%	9%	8%
80-100	81%	84%	71%
	01/0	0470	7170
CLARITY SCORES: COLLEGE			
0-19	14%	15%	33%
20-39	26%	30%	41%
40-59	23%	21%	10%
60-79	21%	18%	13%
80-100	16%	17%	3%
CLARITY SCORES: CHOICE			
0-19	21%	16%	32%
20-39	30%	29%	24%
40-59	32%	32%	27%
60-79	11%	15%	8%
80-100	6%	8%	8%
CLARITY SCORES: CHURCH ATTENDANCE	'		
0-19	4%	4%	5%
	1		

© Clarity Campaign Labs 21 of 122

Confidential

	entia

	Confidential		
	Yes	No	Unsure
20-39	17%	14%	10%
40-59	33%	34%	23%
60-79	34%	37%	46%
80-100	12%	12%	15%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	50%	40%	41%
20-39	27%	31%	43%
40-59	19%	22%	11%
60-79	4%	7%	5%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	21%	24%	26%
Greensboro-High Point-Winston Salem NC	21%	17%	21%
Norfolk-Portsmouth-Newport News VA	1%	2%	3%
Greenville-New Bern-Washington NC	8%	8%	5%
Wilmington NC	5%	5%	10%
Raleigh-Durham (Fayetteville) NC	35%	36%	26%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	7%	8%	10%
Myrtle Beach-Florence SC	2%	1%	0%
DEMOGRAPHICS - PHONE TYPE			
Land-line	73%	86%	100%
Wireless	27%	14%	0%
Voter File Match			
Yes	79%	80%	93%
No	21%	20%	7%
Registered Voter (of Voter File Matches)			
Yes	93%	96%	97%
No	7%	4%	3%
Panel Respondent			
Yes	8%	6%	2%
No	92%	94%	98%

© Clarity Campaign Labs 22 of 122

# >> Q9. Children Interacting with Other Children against...

	Yes	No	Unsure
n	(75)	(286)	(7)
Q1. Health Quality			
Poor	4%	7%	17%
Fair	14%	11%	17%
Good	57%	38%	67%
Very Good	26%	45%	0%
Q4. Number of People in HH			
1-3	36%	28%	33%
4-6	59%	65%	33%
7+	5%	7%	33%
Q5. Children in HH			
One	43%	47%	43%
Two	36%	35%	43%
Three or more	21%	18%	14%
None	0%	0%	0%
Q6. Non-HH Face to Face Count	-71	-,-	-,-
0	23%	40%	57%
1-3	36%	37%	29%
4-6	15%	10%	0%
7+	27%	13%	14%
	27/0	13/0	14/0
Q7. Six Feet Away? (If Q6 > 0)	100/	200/	220/
0	10%	20%	33%
1-3	47%	54%	67%
4-6	22%	12%	0%
7+	21%	14%	0%
Q8. HH Member Going to Work			
Yes	57%	53%	29%
No	43%	46%	57%
Unsure	0%	1%	14%
Q10. Times in Group > 20 in Last Week			
0	77%	79%	50%
1-3	12%	15%	50%
4-6	3%	4%	0%
7+	8%	2%	0%
Q11. Contact with Others: Family			
Yes	85%	82%	83%
No	15%	18%	17%
Q11. Contact with Others: Friends			
Yes	28%	12%	20%
No	72%	88%	80%
Q11. Contact with Others: Co-workers	7270	0070	0070
Yes	30%	150/	0%
		15%	
No	70%	85%	100%
Q11. Contact with Others: Clients, patients, or patrons	2004	100/	201
Yes	22%	10%	0%
No	78%	90%	100%
Q11. Contact with Others: Any other type of person not already me			
Yes	23%	16%	40%
No	77%	84%	60%
Q12. Handwashing Count			
0	0%	1%	0%
1-3	3%	4%	14%
4-6	21%	11%	29%
7+	76%	84%	57%
Q13. Currently Practicing Social Distancing?	'		
Yes	97%	94%	100%
No	3%	6%	0%
Q14. Currently Experiencing Symptoms?	1 21.9		
Yes	3%	3%	14%
No	96%	97%	86%
Unsure	1%	0%	0%
	170	0/0	0/0
Q15. Likelihood of getting Coronavirus	1001	110/	1.40/
Yes	19%	11%	14%
No	53%	56%	29%
Unsure	29%	33%	57%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	41%	40%	43%

© Clarity Campaign Labs 23 of 122

	C	onfide	ntial
	Yes	No	Unsure
Most are reacting appropriately	48%	54%	43%
Most are overreacting to the actual risks	12%	6%	14%
Q17. Changes to Routine			
Large changes	70%	73%	71%
Small changes	25%	20%	14%
No real changes	6%	6%	0%
Unsure	0%	1%	14%
Q18. College Degree			
Yes	47%	50%	14%
No	53%	50%	86%
Q19. Latino			
Yes	4%	5%	0%
No	96%	95%	100%
Q20. Race			
White	75%	71%	57%
Black	18%	25%	29%
Asian	1%	1%	0%
Another race	6%	3%	14%
Q19-20. Race + Ethnicity			
White	69%	67%	57%
Black	20%	25%	29%
Asian	1%	1%	0%
Hispanic or Latino	4%	5%	0%
Another race	5%	3%	14%
Q21. Panel Willingness			
Yes	75%	77%	100%
No	25%	23%	0%
DEMOGRAPHICS - RACE ON FILE	700/	720/	670/
Caucasian	70%	73%	67%
Black	22%	23%	17%
Hispanic	2%	2%	0%
Other  DEMOCRAPHICS PARTY ON FILE	6%	Z%	17%
DEMOGRAPHICS - PARTY ON FILE	240/	400/	170/
Democrat  Population	34%	40% 28%	17% 33%
Republican Other / Unoffiliated	34%	32%	50%
Other / Unaffiliated DEMOGRAPHICS - AGE	34%	32%	30%
18-34	21%	15%	14%
35-49	35%	44%	14%
50-64	32%	26%	57%
65-79	9%	13%	14%
80+	3%	3%	0%
DEMOGRAPHICS - GENDER	370	370	070
Female	60%	57%	71%
Male	40%	43%	29%
CLARITY SCORES: PARTY	1070	-1370	2370
0-19	36%	31%	50%
20-39	12%	10%	0%
40-59	10%	7%	0%
60-79	12%	9%	0%
80-100	30%	43%	50%
CLARITY SCORES: TURNOUT			<u> </u>
0-19	0%	1%	0%
20-39	2%	2%	0%
40-59	15%	6%	17%
60-79	13%	13%	33%
80-100	70%	78%	50%
CLARITY SCORES: COLLEGE			
0-19	12%	7%	17%
20-39	24%	25%	50%
40-59	32%	25%	17%
60-79	22%	25%	17%
80-100	10%	18%	0%
CLARITY SCORES: CHOICE			
0-19	26%	15%	17%
20-39	30%	23%	17%
40-59	33%	42%	67%
60-79	7%	13%	0%
	F0/	7%	00/
80-100	5%	/ /0	0%
80-100 CLARITY SCORES: CHURCH ATTENDANCE	5%	7 70	U70

© Clarity Campaign Labs 24 of 122

	entia

	Confidential			
	Yes	No	Unsure	
20-39	16%	24%	0%	
40-59	42%	42%	67%	
60-79	24%	27%	17%	
80-100	8%	4%	0%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	51%	41%	33%	
20-39	28%	31%	33%	
40-59	14%	23%	33%	
60-79	7%	5%	0%	
80-100	0%	0%	0%	
MEDIA MARKET				
Charlotte NC	24%	19%	17%	
Greensboro-High Point-Winston Salem NC	12%	19%	17%	
Norfolk-Portsmouth-Newport News VA	0%	1%	0%	
Greenville-New Bern-Washington NC	12%	11%	0%	
Wilmington NC	2%	6%	0%	
Raleigh-Durham (Fayetteville) NC	34%	38%	50%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	6%	0%	
Myrtle Beach-Florence SC	8%	1%	17%	
DEMOGRAPHICS - PHONE TYPE				
Land-line	60%	52%	83%	
Wireless	40%	48%	17%	
Voter File Match				
Yes	67%	73%	86%	
No	33%	27%	14%	
Registered Voter (of Voter File Matches)				
Yes	92%	92%	100%	
No	8%	8%	0%	
Panel Respondent				
Yes	5%	6%	14%	
No	95%	94%	86%	

© Clarity Campaign Labs 25 of 122

# >> Q10. Times in Group > 20 in Last Week against...

	0	1-3	4-6	7+
n	(1,172)	(294)	(34)	(62)
Q1. Health Quality		, ,	. ,	, ,
Poor	5%	6%	6%	7%
Fair	15%	25%	15%	23%
Good	44%	41%	53%	49%
Very Good	36%	27%	26%	21%
Q4. Number of People in HH				
1-3	76%	80%	76%	73%
4-6 7+	23%	17%	21%	8%
Q5. Children in HH	2%	3%	3%	19%
One	11%	13%	18%	10%
Two	10%	3%	12%	2%
Three or more	4%	5%	12%	7%
None	75%	79%	59%	81%
Q6. Non-HH Face to Face Count				
0	42%	15%	9%	20%
1-3	40%	60%	26%	21%
4-6	9%	10%	32%	10%
7+	8%	15%	32%	49%
Q7. Six Feet Away? (If Q6 > 0)	200/	150/	100/	1.40/
1-3	20% 58%	15% 65%	19% 32%	14% 24%
4-6	12%	10%	19%	12%
7+	10%	10%	29%	49%
Q8. HH Member Going to Work				
Yes	36%	34%	50%	38%
No	62%	61%	41%	59%
Unsure	2%	5%	9%	3%
Q9. Children Interacting with Other Children				
Yes	20%	16%	14%	55%
No	79%	78%	86%	45%
Unsure	1%	5%	0%	0%
Q11. Contact with Others: Family Yes	69%	58%	75%	44%
No No	31%	42%	25%	56%
Q11. Contact with Others: Friends	31/0	72/0	2570	3070
Yes	16%	29%	32%	32%
No	84%	71%	68%	68%
Q11. Contact with Others: Co-workers				
Yes	11%	18%	38%	32%
No	89%	82%	63%	68%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	8%	17%	17%	28%
No Q11. Contact with Others: Any other type of person not already mentio	92%	83%	83%	72%
Yes	13%	26%	21%	25%
No	87%	74%	79%	75%
Q12. Handwashing Count				
0	0%	1%	0%	4%
1-3	4%	7%	0%	7%
4-6	17%	17%	17%	18%
7+	79%	75%	83%	71%
Q13. Currently Practicing Social Distancing?				
Yes	97%	90%	82%	84%
No	3%	10%	18%	16%
Q14. Currently Experiencing Symptoms? Yes	2%	4%	0%	4%
Yes No	97%	94%	100%	93%
Unsure	1%	3%	0%	2%
Q15. Likelihood of getting Coronavirus				
Yes	7%	4%	3%	7%
No	61%	59%	52%	57%
Unsure	32%	36%	45%	36%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	37%	38%	54%	18%
Most are reacting appropriately	56%	54%	36%	61%

© Clarity Campaign Labs 26 of 122

	0	1-3	4-6	7+
Most are overreacting to the actual risks	7%	8%	11%	20%
Q17. Changes to Routine	770	070	11/0	2070
-	67%	59%	48%	47%
Large changes Small changes	23%	34%	31%	27%
-				
No real changes	7%	3%	14%	11%
Unsure	2%	4%	7%	16%
Q18. College Degree				
Yes	50%	30%	24%	31%
No	50%	70%	76%	69%
Q19. Latino				
Yes	3%	2%	0%	4%
No	97%	98%	100%	96%
Q20. Race				
White	79%	62%	57%	52%
Black	17%	35%	39%	33%
Asian	1%	0%	0%	5%
Another race	3%	3%	4%	10%
	3/0	3/0	4/0	10/0
Q19-20. Race + Ethnicity		I		
White	77%	59%	56%	53%
Black	17%	36%	38%	32%
Asian	1%	0%	0%	3%
Hispanic or Latino	2%	2%	3%	3%
Another race	3%	3%	3%	8%
Q21. Panel Willingness				
Yes	77%	73%	66%	55%
No	23%	27%	34%	45%
DEMOGRAPHICS - RACE ON FILE	1		-	
Caucasian	80%	57%	63%	58%
Black	16%	38%	33%	35%
Hispanic	1%	1%	3%	0%
Other	3%	3%	0%	6%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	39%	52%	57%	60%
Republican	32%	26%	17%	19%
Other / Unaffiliated	29%	22%	27%	21%
DEMOGRAPHICS - AGE				
18-34	10%	5%	9%	3%
35-49	16%	8%	12%	6%
50-64	26%	23%	29%	26%
65-79	33%	47%	29%	35%
			21%	
80+	15%	17%	21%	29%
DEMOGRAPHICS - GENDER	640/	5501	470/	640/
Female	61%	65%	47%	61%
Male	39%	35%	53%	39%
CLARITY SCORES: PARTY				
0-19	37%	30%	23%	25%
20-39	7%	5%	10%	2%
40-59	6%	5%	0%	8%
60-79	6%	8%	10%	6%
80-100	44%	53%	57%	58%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	2%	2%	4%	0%
40-59	6%	4%	0%	7%
60-79	9%	9%	19%	9%
80-100	83%	85%	78%	84%
CLARITY SCORES: COLLEGE				
0-19	13%	20%	20%	27%
20-39	25%	39%	50%	31%
40-59	22%	18%	13%	27%
60-79	21%	13%	10%	6%
80-100	19%	10%	7%	8%
CLARITY SCORES: CHOICE	15,5	/ 0		-/-
0-19	18%	19%	19%	19%
20-39	30%	30%	30%	43%
40-59	30%	37%	41%	28%
	14%	11%	11%	9%
60-79			00/	2%
	9%	4%	0%	
60-79 80-100 CLARITY SCORES: CHURCH ATTENDANCE	9%	4%	0%	
80-100	9% 5%	3%	3%	0%

© Clarity Campaign Labs 27 of 122

Confidential

		Confidential		
	0	1-3	4-6	7+
40-59	33%	33%	57%	35%
60-79	34%	45%	20%	42%
80-100	12%	11%	10%	13%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	47%	37%	37%	40%
20-39	25%	39%	44%	34%
40-59	20%	22%	15%	23%
60-79	8%	3%	4%	2%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	23%	18%	33%	25%
Greensboro-High Point-Winston Salem NC	18%	20%	20%	23%
Norfolk-Portsmouth-Newport News VA	1%	3%	0%	0%
Greenville-New Bern-Washington NC	7%	8%	10%	4%
Wilmington NC	5%	5%	3%	6%
Raleigh-Durham (Fayetteville) NC	36%	34%	30%	25%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%	3%	10%
Myrtle Beach-Florence SC	1%	3%	0%	6%
DEMOGRAPHICS - PHONE TYPE				
Land-line	77%	95%	80%	96%
Wireless	23%	5%	20%	4%
Voter File Match				
Yes	78%	82%	88%	77%
No	22%	18%	12%	23%
Registered Voter (of Voter File Matches)				
Yes	95%	94%	90%	92%
No	5%	6%	10%	8%
Panel Respondent				
Yes	7%	7%	9%	2%
No	93%	93%	91%	98%

© Clarity Campaign Labs 28 of 122

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

	Yes	No
n	(1,017)	(515)
Q1. Health Quality	(1,017)	(313)
Poor	5%	5%
Fair	15%	21%
Good	44%	45%
Very Good	35%	29%
Q4. Number of People in HH	33/0	25/0
1-3	70%	88%
4-6	27%	9%
7+	3%	2%
Q5. Children in HH	3/0	2/0
One	14%	8%
Two	11%	3%
Three or more	5%	3%
None	70%	87%
Q6. Non-HH Face to Face Count	7070	6770
0	34%	40%
1-3	43%	43%
4-6	11%	7%
7+	12%	10%
Q7. Six Feet Away? (If Q6 > 0)	12/0	10%
0	17%	22%
1-3	58%	58%
4-6	13%	8%
7+	12%	12%
	12/0	12/0
Q8. HH Member Going to Work Yes	43%	23%
No No	55%	75%
Unsure	2%	3%
Q9. Children Interacting with Other Children	270	3/0
Yes	21%	17%
No No	77%	81%
Unsure	2%	2%
Q10. Times in Group > 20 in Last Week	270	270
0	79%	70%
1-3	16%	23%
4-6	2%	2%
7+	2%	6%
Q11. Contact with Others: Friends	270	0,0
Yes	21%	16%
No	79%	84%
Q11. Contact with Others: Co-workers	7.570	0.70
Yes	15%	11%
No	85%	89%
Q11. Contact with Others: Clients, patients, or patrons	0070	0570
Yes	11%	9%
No	89%	91%
Q11. Contact with Others: Any other type of person not already mentioned	0370	32,0
Yes	16%	14%
No	84%	86%
Q12. Handwashing Count		
0	1%	0%
1-3	4%	5%
4-6	17%	17%
7+	78%	77%
Q13. Currently Practicing Social Distancing?	1 - 7 -	1 11/1
Yes	96%	93%
No	4%	7%
Q14. Currently Experiencing Symptoms?	.,,,	
Yes	2%	3%
No	96%	96%
Unsure	1%	2%
Q15. Likelihood of getting Coronavirus		~
Yes	7%	6%
No	61%	60%
Unsure	32%	34%
Q16. NC Response to Coronavirus	02/0	3.70

© Clarity Campaign Labs 29 of 122

C-	nfid		
( in	nno	eni	าล

	Confiden	
	Yes	No
Most are underestimating the risks	37%	37%
Most are reacting appropriately	55%	55%
Most are overreacting to the actual risks	8%	8%
Q17. Changes to Routine	·	
Large changes	68%	59%
Small changes	25%	26%
No real changes	5%	11%
Unsure	3%	4%
Q18. College Degree	370	470
Yes	48%	41%
No Control of the Con	52%	59%
Q19. Latino		
Yes	3%	2%
No	97%	98%
Q20. Race		
White	78%	70%
Black	18%	26%
Asian	1%	1%
Another race	3%	3%
Q19-20. Race + Ethnicity		
White	75%	68%
Black	19%	26%
Asian	1%	1%
Hispanic or Latino	2%	2%
Another race	3%	3%
	3%	3%
Q21. Panel Willingness	770	7221
Yes	77%	73%
No	23%	27%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	76%	71%
Black	19%	26%
Hispanic	1%	0%
Other	4%	3%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	40%	49%
Republican	32%	26%
Other / Unaffiliated	29%	25%
DEMOGRAPHICS - AGE	2570	2570
18-34	9%	8%
35-49		_
	17%	8%
50-64	29%	19%
65-79	34%	40%
80+	11%	24%
DEMOGRAPHICS - GENDER		
Female	60%	64%
Male	40%	36%
CLARITY SCORES: PARTY	·	
0-19	38%	30%
20-39	7%	5%
40-59	6%	6%
60-79	6%	7%
80-100	43%	52%
CLARITY SCORES: TURNOUT	75/0	32/0
0-19	0%	0%
		3%
20-39	2%	
40-59	5%	6%
60-79	10%	7%
80-100	83%	84%
CLARITY SCORES: COLLEGE		
0-19	14%	17%
20-39	25%	33%
40-59	20%	22%
60-79	22%	14%
80-100	18%	14%
CLARITY SCORES: CHOICE		
0-19	20%	15%
20-39	31%	30%
40-59	29%	35%
	13%	14%
60-79		
80-100 CLARITY SCORES: CHURCH ATTENDANCE	8%	7%

© Clarity Campaign Labs 30 of 122

	lent	

	Confidential	
	Yes	No
0-19	4%	4%
20-39	15%	15%
40-59	33%	34%
60-79	35%	37%
80-100	13%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY	·	
0-19	48%	38%
20-39	26%	33%
40-59	19%	22%
60-79	6%	7%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	22%	24%
Greensboro-High Point-Winston Salem NC	19%	16%
Norfolk-Portsmouth-Newport News VA	1%	2%
Greenville-New Bern-Washington NC	8%	6%
Wilmington NC	5%	6%
Raleigh-Durham (Fayetteville) NC	36%	34%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	7%	11%
Myrtle Beach-Florence SC	2%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	78%	87%
Wireless	22%	13%
Voter File Match		
Yes	81%	74%
No	19%	26%
Registered Voter (of Voter File Matches)		
Yes	95%	95%
No	5%	5%
Panel Respondent		
Yes	7%	6%
No	93%	94%

© Clarity Campaign Labs 31 of 122

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

	Yes	No
n	(252)	(1,062)
Q1. Health Quality	, , ,	.,,,
Poor	6%	5%
Fair	16%	17%
Good	43%	45%
Very Good	35%	34%
Q4. Number of People in HH		
1-3	78%	74%
4-6 7+	18%	23%
Q5. Children in HH	4%	3%
One	12%	12%
Two	7%	10%
Three or more	4%	5%
None	77%	72%
Q6. Non-HH Face to Face Count		
0	16%	42%
1-3	48%	41%
4-6	12%	9%
7+	24%	8%
Q7. Six Feet Away? (If Q6 > 0)	15%	19%
1-3	15% 52%	61%
4-6	15%	11%
7+	18%	9%
Q8. HH Member Going to Work		
Yes	38%	37%
No	59%	61%
Unsure	3%	2%
Q9. Children Interacting with Other Children		
Yes	37%	17%
No	61%	81%
Unsure	2%	1%
Q10. Times in Group > 20 in Last Week	63%	80%
1-3	29%	16%
4-6	3%	2%
7+	5%	2%
Q11. Contact with Others: Family		
Yes	71%	63%
No	29%	37%
Q11. Contact with Others: Co-workers		
Yes	45%	8%
No	55%	92%
Q11. Contact with Others: Clients, patients, or patrons	2.40/	C0/
Yes No	34% 66%	94%
Q11. Contact with Others: Any other type of person not already mentioned	0070	3470
Yes	34%	11%
No	66%	89%
Q12. Handwashing Count		
0	2%	0%
1-3	4%	5%
4-6	17%	17%
7+	78%	77%
Q13. Currently Practicing Social Distancing?	0001	0501
Yes	90%	96%
No Q14. Currently Experiencing Symptoms?	10%	4%
Yes	3%	2%
No No	93%	97%
Unsure	3%	1%
Q15. Likelihood of getting Coronavirus		
Yes	6%	7%
	59%	61%
No	33,0	
No Unsure	34%	32%

© Clarity Campaign Labs 32 of 122

	Confide	
	Yes	No
Most are underestimating the risks	33%	38%
Most are reacting appropriately	52%	56%
Most are overreacting to the actual risks	14%	7%
Q17. Changes to Routine		
Large changes	55%	67%
Small changes	31%	24%
No real changes	9%	6%
Unsure	5%	2%
Q18. College Degree		
Yes	44%	47%
No	56%	53%
Q19. Latino		
Yes	4%	3%
No	96%	97%
Q20. Race		
White	71%	77%
Black	22%	20%
Asian	1%	1%
Another race	6%	2%
Q19-20. Race + Ethnicity		
White	68%	75%
Black	22%	20%
Asian	1%	1%
Hispanic or Latino	3%	3%
Another race	6%	2%
Q21. Panel Willingness	070	∠/0
Yes	72%	77%
No		
	28%	23%
DEMOGRAPHICS - RACE ON FILE	700/	770/
Caucasian	73%	77%
Black	23%	19%
Hispanic	1%	1%
Other	3%	3%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	46%	41%
Republican	29%	30%
Other / Unaffiliated	25%	29%
DEMOGRAPHICS - AGE		
18-34	11%	10%
35-49	13%	17%
50-64	24%	26%
65-79	37%	34%
80+	15%	12%
DEMOGRAPHICS - GENDER		
Female	56%	61%
Male	44%	39%
CLARITY SCORES: PARTY		
0-19	34%	35%
20-39	7%	7%
40-59	8%	7%
60-79	5%	7%
80-100	47%	45%
CLARITY SCORES: TURNOUT	4776	4370
0-19	0%	0%
20-39	2%	2%
40-59	6%	6%
60-79	15%	9%
80-100	77%	84%
CLARITY SCORES: COLLEGE	4.07	4.0/
0-19	14%	14%
20-39	32%	26%
40-59	22%	21%
60-79	18%	21%
80-100	14%	18%
CLARITY SCORES: CHOICE		
0-19	17%	16%
20-39	29%	30%
40-59	33%	31%
60-79	10%	14%
80-100	10%	8%
CLARITY SCORES: CHURCH ATTENDANCE		

© Clarity Campaign Labs 33 of 122

	lentia	

	Confidential	
	Yes	No
0-19	2%	5%
20-39	17%	16%
40-59	32%	34%
60-79	40%	34%
80-100	9%	11%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	44%	44%
20-39	25%	29%
40-59	22%	20%
60-79	8%	7%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	20%	22%
Greensboro-High Point-Winston Salem NC	14%	20%
Norfolk-Portsmouth-Newport News VA	0%	1%
Greenville-New Bern-Washington NC	12%	7%
Wilmington NC	4%	5%
Raleigh-Durham (Fayetteville) NC	40%	34%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	9%
Myrtle Beach-Florence SC	2%	2%
DEMOGRAPHICS - PHONE TYPE		
Land-line	85%	76%
Wireless	15%	24%
Voter File Match		
Yes	72%	78%
No	28%	22%
Registered Voter (of Voter File Matches)		
Yes	93%	95%
No	7%	5%
Panel Respondent		
Yes	4%	8%
No	96%	92%

© Clarity Campaign Labs 34 of 122

# >> Q11. Contact with Others: Co-workers against...

	Yes	No
n	(169)	(1,071)
Q1. Health Quality		
Poor	3%	5%
Fair	13%	17%
Good	44%	45%
Very Good	40%	34%
Q4. Number of People in HH		
1-3	68%	75%
4-6	26%	22%
7+	5%	3%
Q5. Children in HH	1.50/	120/
One T	16%	12%
Two	14%	9% 5%
Three or more None	6%	74%
· · · · · · · · · · · · · · · · · · ·	63%	74%
Q6. Non-HH Face to Face Count	14%	41%
1-3	35%	42%
4-6	14%	9%
7†	37%	8%
Q7. Six Feet Away? (If Q6 > 0)	3770	0,0
)	19%	18%
1-3	38%	62%
4-6	17%	11%
7+	26%	9%
Q8. HH Member Going to Work		
Yes	64%	35%
No	35%	64%
Unsure	1%	2%
Q9. Children Interacting with Other Children		
Yes	35%	18%
No	65%	81%
Unsure	0%	1%
Q10. Times in Group > 20 in Last Week		
0	65%	80%
1-3	22%	16%
4-6	5%	1%
7+	7%	2%
Q11. Contact with Others: Family		
Yes	73%	64%
No	27%	36%
Q11. Contact with Others: Friends		
Yes	52%	10%
No	48%	90%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	54%	3%
No	46%	97%
Q11. Contact with Others: Any other type of person not already mentioned	400/	440/
Yes	40%	11%
No	60%	89%
Q12. Handwashing Count	10/	00/
)	1%	0%
1-3 4-6	4%	5% 18%
7+	13% 82%	77%
Q13. Currently Practicing Social Distancing?	0270	//70
res	92%	96%
No	8%	4%
Q14. Currently Experiencing Symptoms?	0,0	770
/es	2%	2%
No	97%	96%
Jnsure	1%	1%
Q15. Likelihood of getting Coronavirus	1/0	1/0
res	13%	7%
No .	56%	60%
<del></del>		
Jnsure	31%	33%

© Clarity Campaign Labs 35 of 122

	Confide Yes	No
M		
Most are underestimating the risks	36%	389
Most are reacting appropriately	49%	559
Most are overreacting to the actual risks	14%	7%
Q17. Changes to Routine		
Large changes	64%	679
Small changes	23%	259
No real changes	10%	6%
Unsure	3%	2%
Q18. College Degree		
Yes	50%	479
No	50%	539
Q19. Latino		
Yes	4%	3%
No	96%	979
Q20. Race		
White	69%	779
Black	25%	199
Asian	2%	1%
Another race	4%	3%
Q19-20. Race + Ethnicity	470	3/0
White	66%	759
Black	24%	199
Asian	2%	1%
Hispanic or Latino	4%	3%
Another race	4%	3%
Q21. Panel Willingness		
Yes	73%	779
No	27%	239
DEMOGRAPHICS - RACE ON FILE		
Caucasian	68%	789
Black	27%	189
Hispanic	1%	1%
Other	4%	3%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	41%	419
Republican	33%	299
Other / Unaffiliated	26%	29%
DEMOGRAPHICS - AGE	20/0	237
	21%	00/
18-34	/-	9%
35-49	24%	169
50-64	24%	279
65-79	24%	359
80+	8%	129
DEMOGRAPHICS - GENDER		
Female	50%	60%
Male	50%	409
CLARITY SCORES: PARTY		
0-19	37%	349
20-39	3%	7%
40-59	10%	7%
60-79	7%	6%
80-100	43%	469
CLARITY SCORES: TURNOUT	13/0	107
0-19	0%	0%
20-39	1%	2%
40-59	7%	5%
60-79	15%	8%
80-100	76%	849
CLARITY SCORES: COLLEGE		
0-19	13%	139
20-39	26%	259
40-59	24%	219
60-79	24%	219
80-100	13%	209
CLARITY SCORES: CHOICE		
0-19	17%	169
20-39	27%	309
40-59		30%
	39%	
60-79	12%	149
80-100	5%	9%

© Clarity Campaign Labs 36 of 122

nfid	

	Confide	ential
	Yes	No
0-19	3%	5%
20-39	18%	17%
40-59	37%	34%
60-79	29%	34%
80-100	13%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	47%	44%
20-39	23%	28%
40-59	24%	21%
60-79	6%	7%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	23%	22%
Greensboro-High Point-Winston Salem NC	19%	19%
Norfolk-Portsmouth-Newport News VA	0%	1%
Greenville-New Bern-Washington NC	13%	7%
Wilmington NC	7%	5%
Raleigh-Durham (Fayetteville) NC	33%	36%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	9%
Myrtle Beach-Florence SC	1%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	63%	78%
Wireless	37%	22%
Voter File Match		
Yes	71%	77%
No	29%	23%
Registered Voter (of Voter File Matches)		
Yes	92%	95%
No	8%	5%
Panel Respondent		
Yes	8%	8%
No	92%	92%

© Clarity Campaign Labs 37 of 122

# >> Q11. Contact with Others: Clients, patients, or patrons against...

	Yes	No
n	(125)	(1,100)
Q1. Health Quality	(===7)	(=,===,
Poor	4%	5%
Fair	18%	16%
Good	44%	45%
Very Good	35%	34%
Q4. Number of People in HH		
1-3	70%	75%
4-6	24%	23%
7+	6%	3%
Q5. Children in HH		
One -	16%	12%
Thoracon	11%	10%
Three or more None	7% 66%	5% 73%
O6. Non-HH Face to Face Count	66%	73%
Qo. Non-nn race to race count	16%	41%
1-3	37%	41%
4-6	10%	9%
7+	36%	9%
Q7. Six Feet Away? (If Q6 > 0)	1 22/0	2,3
0	27%	17%
1-3	35%	62%
4-6	13%	12%
7+	25%	9%
Q8. HH Member Going to Work		
Yes	59%	36%
No	39%	63%
Unsure	2%	2%
Q9. Children Interacting with Other Children		
Yes	38%	18%
No	63%	80%
Unsure	0%	2%
Q10. Times in Group > 20 in Last Week		
0	59%	80%
1-3 4-6	29%	15% 2%
7+	3% 9%	3%
Q11. Contact with Others: Family	3/0	3/0
Yes	69%	64%
No	31%	36%
Q11. Contact with Others: Friends		
Yes	52%	11%
No	48%	89%
Q11. Contact with Others: Co-workers		
Yes	72%	7%
No	28%	93%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	50%	11%
No	50%	89%
Q12. Handwashing Count		
0	2%	0%
1-3	3%	5%
4-6	15%	18%
7+	80%	77%
Q13. Currently Practicing Social Distancing?	900/	069/
Yes No	89% 11%	96%
Q14. Currently Experiencing Symptoms?	11/0	4/0
Yes	2%	3%
No	97%	96%
	2%	1%
Unsure	1	. •
Unsure Q15. Likelihood of getting Coronavirus Yes	12%	7%
Q15. Likelihood of getting Coronavirus	12%	7% 60%
Q15. Likelihood of getting Coronavirus Yes		

© Clarity Campaign Labs 38 of 122

	Confide	
	Yes	No
Most are underestimating the risks	43%	37%
Most are reacting appropriately	47%	56%
Most are overreacting to the actual risks	11%	7%
Q17. Changes to Routine		
Large changes	66%	66%
Small changes	25%	25%
No real changes	7%	7%
Unsure	2%	2%
Q18. College Degree		
Yes	47%	48%
No	53%	52%
Q19. Latino		
Yes	2%	3%
No	98%	97%
Q20. Race		
White	67%	77%
Black	24%	19%
Asian	3%	1%
Another race	6%	2%
Q19-20. Race + Ethnicity		
White	63%	75%
Black	26%	19%
Asian	2%	1%
Hispanic or Latino	2%	3%
Another race	6%	3%
Q21. Panel Willingness		
Yes	75%	76%
No	25%	24%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	68%	78%
Black	25%	19%
Hispanic	2%	1%
Other	4%	3%
DEMOGRAPHICS - PARTY ON FILE		,
Democrat	42%	41%
Republican	33%	29%
Other / Unaffiliated	25%	29%
DEMOGRAPHICS - AGE	140/	100/
18-34 35-49	14%	10%
	21%	
50-64	28%	27% 34%
65-79 80+	26%	11%
	10%	1170
DEMOGRAPHICS - GENDER	F40/	C00/
Female Na-1-	54%	60% 40%
Male	46%	40%
CLARITY SCORES: PARTY 0-19	36%	34%
20-39	4%	7%
40-59	10%	7%
60-79	5%	7%
80-100	44%	45%
CLARITY SCORES: TURNOUT	4470	4370
0-19	0%	0%
20-39	2%	2%
40-59	2%	6%
		9%
60-79	15%	
80-100 CLARITY SCORES: COLLEGE	80%	84%
0-19	13%	13%
20-39		25%
40-59	29%	25%
60-79	22%	21%
80-100	15%	21%
	15%	ZU70
CLARITY SCORES: CHOICE	210/	160/
∩_10	21%	30%
	340/	
0-19 20-39	21%	
20-39 40-59	37%	31%

© Clarity Campaign Labs 39 of 122

Confidential

	lentia	

	Confide	ential
	Yes	No
0-19	5%	5%
20-39	18%	17%
40-59	33%	35%
60-79	31%	34%
80-100	13%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	42%	44%
20-39	29%	27%
40-59	23%	21%
60-79	7%	7%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	21%	22%
Greensboro-High Point-Winston Salem NC	20%	19%
Norfolk-Portsmouth-Newport News VA	0%	1%
Greenville-New Bern-Washington NC	11%	8%
Wilmington NC	7%	5%
Raleigh-Durham (Fayetteville) NC	33%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	7%	9%
Myrtle Beach-Florence SC	2%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	69%	76%
Wireless	31%	24%
Voter File Match		
Yes	73%	76%
No	27%	24%
Registered Voter (of Voter File Matches)		
Yes	95%	94%
No	5%	6%
Panel Respondent		
Yes	6%	8%
No	94%	92%

© Clarity Campaign Labs 40 of 122

## >> Q11. Contact with Others: Any other type of person not already mentioned against...

	Yes	No
n	(187)	(1,016)
Q1. Health Quality	, ,	.,,,
Poor	5%	5%
Fair	18%	16%
Good	43%	45%
Very Good	34%	34%
Q4. Number of People in HH		
1-3	70%	74%
4-6	23%	24%
7+ Q5. Children in HH	7%	2%
One	17%	12%
Two	10%	10%
Three or more	6%	5%
None	66%	73%
Q6. Non-HH Face to Face Count		
0	25%	40%
1-3	44%	41%
4-6	10%	9%
7+	21%	10%
Q7. Six Feet Away? (If Q6 > 0)		
0	16%	18%
1-3	56%	59%
4-6	11%	13%
7+ OR IIII Mambar Caing to Work	17%	11%
Q8. HH Member Going to Work Yes	44%	38%
No	55%	61%
Unsure	2%	1%
Q9. Children Interacting with Other Children		
Yes	27%	20%
No	69%	79%
Unsure	3%	1%
Q10. Times in Group > 20 in Last Week		
0	65%	81%
1-3	28%	15%
4-6 7+	3% 5%	3%
Q11. Contact with Others: Family	370	3/0
Yes	68%	65%
No	32%	35%
Q11. Contact with Others: Friends		
Yes	36%	12%
No	64%	88%
Q11. Contact with Others: Co-workers		
Yes	36%	9%
No	64%	91%
Q11. Contact with Others: Clients, patients, or patrons	200/	
Yes No	33% 67%	94%
Q12. Handwashing Count	0770	94%
0	1%	0%
1-3	4%	4%
4-6	16%	18%
7+	78%	77%
Q13. Currently Practicing Social Distancing?		
Yes	92%	96%
No	8%	4%
Q14. Currently Experiencing Symptoms?		
	3%	2%
Yes		96%
Yes No	94%	40/
Yes No Unsure	94%	1%
Yes No Unsure Q15. Likelihood of getting Coronavirus	3%	
Yes No Unsure Q15. Likelihood of getting Coronavirus Yes	7%	8%
Yes No Unsure Q15. Likelihood of getting Coronavirus	3%	

© Clarity Campaign Labs 41 of 122

	Confide	ntial
	Yes	No
Most are underestimating the risks	36%	38%
Most are reacting appropriately	56%	55%
Most are overreacting to the actual risks	9%	8%
Q17. Changes to Routine		
Large changes	63%	67%
Small changes	27%	25%
No real changes	7%	6%
Unsure	3%	2%
Q18. College Degree		
Yes	56%	47%
No	44%	53%
Q19. Latino		
Yes	3%	3%
No	97%	97%
Q20. Race		
White	69%	78%
Black	24%	19%
Asian	1%	1%
Another race	5%	2%
Q19-20. Race + Ethnicity	2,7	
White	67%	75%
Black	24%	19%
Asian	1%	1%
Hispanic or Latino	3%	3%
Another race	5%	3%
Q21. Panel Willingness	370	370
Yes	80%	76%
No	20%	24%
DEMOGRAPHICS - RACE ON FILE	20/0	2470
Caucasian	73%	78%
Black	21%	18%
Hispanic	1%	1%
Other	5%	3%
DEMOGRAPHICS - PARTY ON FILE	376	370
Democrat	400/	400/
	48%	40%
Republican	28%	30%
Other / Unaffiliated	23%	30%
DEMOGRAPHICS - AGE	50/	400/
18-34	6%	12%
35-49	19%	18%
50-64	30%	26%
65-79	30%	34%
80+	14%	11%
DEMOGRAPHICS - GENDER		
Female	56%	60%
Male	44%	40%
CLARITY SCORES: PARTY		
0-19	33%	35%
20-39	4%	8%
40-59	7%	7%
60-79	7%	6%
80-100	49%	44%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	1%	2%
40-59	3%	6%
60-79	9%	10%
80-100	88%	82%

CLARITY SCORES: COLLEGE

CLARITY SCORES: CHOICE

CLARITY SCORES: CHURCH ATTENDANCE

0-19

20-39

40-59

60-79

80-100

0-19

20-39

40-59

60-79

80-100

© Clarity Campaign Labs 42 of 122

13%

22%

15%

25%

26%

17%

19%

34%

20%

11%

13%

26%

22%

21%

19%

16%

32%

31%

13%

9%

	entia

	Confidential	
	Yes	No
0-19	5%	5%
20-39	21%	17%
40-59	31%	35%
60-79	33%	33%
80-100	10%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	38%	45%
20-39	25%	27%
40-59	26%	20%
60-79	11%	7%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	20%	22%
Greensboro-High Point-Winston Salem NC	18%	19%
Norfolk-Portsmouth-Newport News VA	1%	1%
Greenville-New Bern-Washington NC	12%	7%
Wilmington NC	3%	5%
Raleigh-Durham (Fayetteville) NC	39%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	9%
Myrtle Beach-Florence SC	1%	2%
DEMOGRAPHICS - PHONE TYPE		
Land-line	84%	74%
Wireless	16%	26%
Voter File Match		
Yes	73%	76%
No	27%	24%
Registered Voter (of Voter File Matches)		
Yes	94%	94%
No	6%	6%
Panel Respondent	<u> </u>	
Yes	9%	7%
No	91%	93%

© Clarity Campaign Labs 43 of 122

### » Q12. Handwashing Count against...

	0	1-3	4-6	7+
n	(10)	(65)	(249)	(1,135)
Q1. Health Quality	(==)	()	(= /	(=,===,
Poor	22%	3%	6%	5%
Fair	22%	30%	18%	16%
Good	22%	33%	45%	45%
Very Good	33%	34%	31%	33%
Q4. Number of People in HH				
1-3	50%	83%	81%	75%
4-6	20%	16%	18%	23%
7+	30%	2%	2%	2%
Q5. Children in HH				
One	13%	11%	9%	13%
Two	13%	8%	7%	9%
Three or more	0%	2%	3%	5%
None	75%	80%	81%	73%
Q6. Non-HH Face to Face Count				
0	20%	38%	39%	37%
1-3	40%	39%	42%	43%
4-6	10%	9%	11%	9%
7+	30%	14%	8%	12%
Q7. Six Feet Away? (If Q6 > 0)	1			
0	13%	13%	19%	18%
1-3	63%	63%	58%	58%
4-6	0%	8%	15%	12%
7+	25%	16%	8%	12%
Q8. HH Member Going to Work	2570	2070	0,0	12/0
Yes	60%	28%	33%	38%
No	30%	69%	66%	59%
Unsure	10%	3%	1%	2%
Q9. Children Interacting with Other Children	1070	3,0	2,0	2,0
Yes	0%	15%	31%	18%
No	100%	77%	65%	80%
Unsure	0%	8%	4%	1%
Q10. Times in Group > 20 in Last Week	070	0,0	470	170
0	50%	67%	78%	78%
1-3	30%	28%	17%	17%
4-6	0%	0%	2%	2%
7+	20%	5%	3%	3%
Q11. Contact with Others: Family	2070	370	370	370
Yes	78%	60%	68%	68%
No	22%	40%	32%	32%
Q11. Contact with Others: Friends	22/0	4070	32/0	32/0
Yes	44%	15%	18%	19%
No No	56%	85%	82%	81%
	3070	0370	02/0	01/0
Q11. Contact with Others: Co-workers	170/	120/	100/	1E0/
Q11. Contact with Others: Co-workers Yes	17%	13%	10%	15%
Q11. Contact with Others: Co-workers Yes No	17% 83%	13% 88%	10%	15% 85%
Q11. Contact with Others: Co-workers  Yes  No  Q11. Contact with Others: Clients, patients, or patrons	83%	88%	90%	85%
Q11. Contact with Others: Co-workers  Yes  No Q11. Contact with Others: Clients, patients, or patrons  Yes	29%	88% 7%	90%	85% 11%
Q11. Contact with Others: Co-workers  Yes  No Q11. Contact with Others: Clients, patients, or patrons  Yes  No	29% 71%	88%	90%	85%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti	29% 71% oned	7% 93%	90% 9% 91%	85% 11% 89%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti	83% 29% 71% oned 33%	7% 93% 15%	90% 9% 91% 14%	85% 11% 89%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No	29% 71% oned	7% 93%	90% 9% 91%	85% 11% 89%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing?	29% 71% oned 33% 67%	7% 93% 15% 85%	90% 9% 91% 14% 86%	85% 11% 89% 16% 84%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes	29% 71% oned 33% 67%	7% 93% 15% 85%	90% 9% 91% 14% 86%	11% 89% 16% 84%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes No	29% 71% oned 33% 67%	7% 93% 15% 85%	90% 9% 91% 14% 86%	85% 11% 89% 16% 84%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	83% 29% 71% oned 33% 67% 80% 20%	7% 93% 15% 85% 89% 11%	90% 9% 91% 14% 86% 94% 6%	11% 89% 16% 84% 96% 4%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	83% 29% 71% oned 33% 67% 80% 20%	7% 93% 15% 85% 89% 11%	90% 9% 91% 14% 86% 94% 6%	11% 89% 16% 84% 96% 4%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	83% 29% 71% oned 33% 67% 80% 20%	7% 93% 15% 85% 89% 11% 3% 97%	90% 9% 91% 14% 86% 94% 6% 2% 95%	85% 11% 89% 16% 84% 96% 4%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Q14. Currently Experiencing Symptoms?	83% 29% 71% oned 33% 67% 80% 20%	7% 93% 15% 85% 89% 11%	90% 9% 91% 14% 86% 94% 6%	85% 11% 89% 16% 84% 96% 4%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No U15. Likelihood of getting Coronavirus	83%  29% 71% oned 33% 67%  80% 20%	7% 93% 15% 85% 89% 11% 3% 97% 0%	90% 9% 91% 14% 86% 94% 6% 2% 95% 3%	85% 11% 89% 16% 84% 96% 4% 2% 96% 1%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus Yes	83%  29% 71% oned 33% 67%  80% 20%  10% 80% 10%	88% 7% 93% 15% 85% 89% 11% 3% 97% 0%	90% 9% 91% 14% 86% 94% 6% 2% 95% 3%	85% 11% 89% 16% 84% 96% 4% 2% 96% 1%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus Yes No	83%  29% 71% oned 33% 67%  80% 20%  10% 80% 10%	88% 7% 93% 15% 85% 89% 11% 3% 97% 0%	90% 9% 91% 14% 86% 94% 6% 2% 95% 3% 6% 60%	85% 11% 89% 16% 84% 96% 4% 7% 60%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus Yes No Unsure	83%  29% 71% oned 33% 67%  80% 20%  10% 80% 10%	88% 7% 93% 15% 85% 89% 11% 3% 97% 0%	90% 9% 91% 14% 86% 94% 6% 2% 95% 3%	85% 11% 89% 16% 84% 96% 4% 2% 96% 1%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus Yes No Unsure Q16. NC Response to Coronavirus	83%  29% 71% oned 33% 67%  80% 20%  10% 80% 10%  11% 67% 22%	88% 7% 93% 15% 85% 89% 11% 3% 97% 0% 64% 63% 30%	90% 91% 14% 86% 94% 6% 2% 95% 3% 6% 60% 34%	85% 11% 89% 16% 84% 96% 4% 7% 60% 33%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already menti Yes No Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus Yes No Unsure	83%  29% 71% oned 33% 67%  80% 20%  10% 80% 10%	88% 7% 93% 15% 85% 89% 11% 3% 97% 0%	90% 9% 91% 14% 86% 94% 6% 2% 95% 3% 6% 60%	85% 11% 89% 16% 84% 96% 4% 7% 60%

© Clarity Campaign Labs 44 of 122

	0	1-3	nfiden 4-6	11a1 7+
Most are overreacting to the actual risks	22%	11%	6%	8%
Q17. Changes to Routine	22/0	11/0	070	0/0
Large changes	33%	48%	64%	669
Small changes	44%	42%	24%	259
No real changes	11%	8%	10%	6%
Unsure	11%	2%	3%	3%
	11/0	2/0	3/0	3/0
Q18. College Degree Yes	F.60/	50%	470/	449
	56%	50%	47%	
No Q19. Latino	44%	50%	53%	569
<u> </u>	110/	20/	2%	3%
Yes	11%	3%		
No	89%	97%	98%	979
Q20. Race	750/	700/	020/	720
White	75%	79%	83%	739
Black	13%	16%	14%	239
Asian	0%	2%	2%	1%
Another race	13%	4%	1%	3%
Q19-20. Race + Ethnicity				
White	70%	75%	80%	719
Black	10%	17%	16%	229
Asian	0%	2%	2%	1%
Hispanic or Latino	10%	3%	2%	3%
Another race	10%	3%	2%	3%
Q21. Panel Willingness				
Yes	43%	75%	72%	769
No	57%	25%	28%	249
DEMOGRAPHICS - RACE ON FILE				
Caucasian	83%	79%	83%	739
Black	17%	17%	13%	239
Hispanic	0%	0%	1%	1%
Other	0%	4%	4%	3%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	33%	43%	43%	429
Republican	0%	30%	32%	309
Other / Unaffiliated	67%	26%	25%	289
DEMOGRAPHICS - AGE				
18-34	10%	12%	9%	9%
35-49	10%	6%	10%	169
50-64	30%	14%	23%	289
65-79	10%	43%	38%	349
80+	40%	25%	20%	129
DEMOGRAPHICS - GENDER	'			
Female	60%	57%	47%	659
Male	40%	43%	53%	359
CLARITY SCORES: PARTY				
0-19	0%	38%	38%	349
20-39	0%	4%	7%	7%
40-59	33%	8%	5%	7%
60-79	0%	2%	5%	7%
80-100	67%	49%	45%	469
CLARITY SCORES: TURNOUT	1			
0-19	0%	0%	0%	0%
20-39	0%	2%	2%	2%
40-59	0%	10%	5%	5%
60-79	0%	8%	8%	109
80-100	100%	79%	84%	839
CLARITY SCORES: COLLEGE	1 -2-76	. / 2		
0-19	0%	13%	16%	159
20-39	17%	25%	25%	299
	67%	30%	20%	209
41.5 13	17%	15%	20%	199
		17%	17%	179
40-59 60-79		1/%	1/70	1/
60-79 80-100	0%			
60-79 80-100 CLARITY SCORES: CHOICE		160/	100/	170
50-79 80-100 CLARITY SCORES: CHOICE 0-19	0%	16%	19%	
60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39	0% 20%	35%	31%	309
60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59	0% 20% 60%	35% 33%	31% 26%	309 329
60-79	0% 20%	35%	31%	179 309 329 139

0-19

20-39

© Clarity Campaign Labs 45 of 122

4%

14%

4% 7%

33% 25% 17%

0%

	ntia

	Confidential			tial
	0	1-3	4-6	7+
40-59	50%	26%	34%	34%
60-79	17%	36%	32%	37%
80-100	0%	9%	10%	12%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	20%	41%	46%	44%
20-39	20%	27%	29%	29%
40-59	60%	27%	19%	20%
60-79	0%	6%	7%	7%
80-100	0%	0%	0%	0%
MEDIA MARKET	'			
Charlotte NC	50%	17%	25%	22%
Greensboro-High Point-Winston Salem NC	17%	17%	17%	19%
Norfolk-Portsmouth-Newport News VA	0%	0%	2%	1%
Greenville-New Bern-Washington NC	0%	8%	7%	8%
Wilmington NC	0%	4%	3%	6%
Raleigh-Durham (Fayetteville) NC	17%	43%	37%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	17%	8%	9%	8%
Myrtle Beach-Florence SC	0%	4%	2%	2%
DEMOGRAPHICS - PHONE TYPE				
Land-line	83%	81%	82%	79%
Wireless	17%	19%	18%	21%
Voter File Match				
Yes	60%	82%	79%	77%
No	40%	18%	21%	23%
Registered Voter (of Voter File Matches)				
Yes	67%	91%	96%	95%
No	33%	9%	4%	5%
Panel Respondent				
Yes	0%	12%	6%	7%
No	100%	88%	94%	93%

© Clarity Campaign Labs 46 of 122

### >> Q13. Currently Practicing Social Distancing? against...

	Yes	No
n	(1,380)	(72)
Q1. Health Quality		
Poor	5%	14%
Fair	17%	24%
Good	45%	30%
Very Good	33%	32%
Q4. Number of People in HH		
1-3	76%	77%
4-6	22%	16%
7+	2%	7%
Q5. Children in HH		
One	12%	17%
Two	9%	4%
Three or more	4%	7%
None	75%	71%
Q6. Non-HH Face to Face Count	270/	2501
0	37%	35%
1-3	43%	39%
4-6 7+	9%	14%
	11%	13%
Q7. Six Feet Away? (If Q6 > 0) 0	18%	26%
1-3	59%	49%
4-6	12%	13%
7+	11%	13%
Q8. HH Member Going to Work	1170	13/0
Yes	38%	31%
No	60%	67%
Unsure	2%	3%
Q9. Children Interacting with Other Children		
Yes	20%	11%
No	77%	89%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week		
0	79%	49%
1-3	17%	34%
4-6	2%	7%
7+	3%	10%
Q11. Contact with Others: Family		
Yes	68%	51%
No	32%	49%
Q11. Contact with Others: Friends		
Yes	18%	38%
No	82%	63%
Q11. Contact with Others: Co-workers		
Yes	13%	23%
No	87%	77%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	9%	25%
No	91%	75%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	15%	28%
No	85%	72%
Q12. Handwashing Count		
0	1%	3%
1-3	4%	10%
4-6	17%	22%
7+	78%	65%
	201	701
Q14. Currently Experiencing Symptoms?		7%
Yes	2%	
Yes No	96%	
Yes No Unsure		92%
Yes No Unsure Q15. Likelihood of getting Coronavirus	96%	1%
Yes No Unsure Q15. Likelihood of getting Coronavirus Yes	96% 2% 7%	4%
Yes No Unsure Q15. Likelihood of getting Coronavirus	96%	1%

© Clarity Campaign Labs 47 of 122

Nest are underestimating the risks		Confidentia	
Most are reacting appropriately         55%           Most are overreacting to the actual risks         7%           Most are overreacting to the actual risks         7%           127. Changes to Routine         67%           Large changes         67%           No real changes         6%           Unsure         3%           Unsure         3%           198. College Degree         76%           Yes         46%           No         54%           19. Latino         76%           Q20. Race         76%           White         76%           Black         20%           Asian         1½           Another race         3%           Alsian         1½			No
Most are overreacting to the actual risks 7% 017. Changes to Routine Large changes 9.75% Small changes 9.25% 6% Small changes 9.25% 6% 145% 145% 145% 145% 145% 145% 145% 145			17%
Q17. Changes to Routine			59%
Large changes 67% 5mall changes 25% 16% 16% 16mages 25% 16% 16% 16mages 16% 16% 16% 16mages 16% 16% 16% 16% 16% 16% 16% 16% 16% 16%	-	7%	24%
Small changes         25%           No real changes         6%           Ulas. College Degree         3%           Yes         46%           No         54%           Q19. Latino         3%           Yes         3%           No         97%           Q20. Race         White           White         76%           Black         20%           Asian         1½           Another race         3%           Q19-20. Race + Ethnicity         White           White         73%           Black         20%           Asian         1½           Hispanic or Latino         2%           Asian         1%           Hispanic or Latino         2%           Another race         3%           Q21. Panel Willingness         77%           Yes         77%           No         223%           DEMOGRAPHICS - RACE ON FILE         20           Caucasian         76%           Black         20%           Black         20%           Black         20%           Black         20%           Black	-		
No real changes 6% Unsure 3% 3% Unsure 3% 3% Unsure 3% 3% 15% On 15. College Degree Yes			27%
Unsure Q18. College Degree  Ves	-		43%
Q18. College Degree  Yes	No real changes		20%
Yes No	Unsure	3%	10%
No 019. Latino			
Q19. Latino Yes	Yes	46%	23%
Yes No 97% 220. Race White 76% Black 2006 Asian 11% Another race 3% 2019-20. Race + Ethnicity White 9 73% 2019-20. Race + Ethnicity Race + 2019-20. Race + Ethnicity Race + 2019-20. Race + Ethnicity Race + 2019-20. Ra	No	54%	77%
NO Q20. Race White	Q19. Latino		
Q20. Race White	Yes	3%	3%
White         76%           Black         20%           Asaian         11%           Another race         3%           C19-20. Race + Ethnicity         White           White         20%           Black         20%           Asian         11%           Hispanic or Latino         3%           Another race         3%           Q21. Panel Willingness         77%           Ves         77%           No         23%           DEMOGRAPHICS - RACE ON FILE         20%           Caucasian         76%           Black         20%           Hispanic         11%           Other         3%           DEMOGRAPHICS - PARTY ON FILE         20%           DEMOGRAPHICS - AGE         20%           18-34         30%           33-49         15%           50-64         27%           65-79         35%           80+         13%           DEMOGRAPHICS - GENDER         20           Female         61%           Male         39%           CLARITY SCORES: PARTY         5           0-19         5% <tr< td=""><td>No</td><td>97%</td><td>97%</td></tr<>	No	97%	97%
Black 20% Asian 11% Another race 33% 20% Asian 11% Another race 20.9-20. Race + Ethnicity White 73% Black 20% Asian 11% Hispanic or Latino 11% Another race 33% Asian 11% Hispanic or Latino 22% Another race 33% 22.1 Panel Willingness 23% DEMOGRAPHICS - RACE ON FILE Caucasian 76% Black 20% Hispanic 11% Cheer 33% DEMOGRAPHICS - PARTY ON FILE Democrat 42% Republican 30% DEMOGRAPHICS - PARTY ON FILE Democrat 42% Republican 30% Other / Unaffiliated 22% DEMOGRAPHICS - AGE 18-34 9% 15% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-64 22% 50-65-79 35% 80+D 13% DEMOGRAPHICS - GENDER Female 61% Male 39% 50-64 22% 50-69 35% 60-79 35%	Q20. Race		
Asian 1% Another race 3% 3% Q19-20. Race + Ethnicity White 73% Black 20% Asian 1% Hispanic or Latino 2% Another race 3% 3% Q21. Panel Willingness Ves 77% No 23% DEMOGRAPHICS - RACE ON FILE 20% Hispanic 1% 20% Hispanic 20% DEMOGRAPHICS - PARTY ON FILE 20% Hispanic 20% DEMOGRAPHICS - AGE 20% Hispanic 20%	White	76%	57%
Another race Oliy- 20. Race + Ethnicity White Black	Black	20%	35%
Q19-20. Race + Ethnicity White	Asian	1%	0%
White         73%           Black         20%           Asian         11%           Hispanic or Latino         2%           Another race         3%           Q21. Panel Willingness         77%           Ves         77%           No         23%           DEMOGRAPHICS - RACE ON FILE         Temporal State S	Another race	3%	8%
Black         20%           Asian         1 %           Hispanic or Latino         2%           Another race         3%           Q21. Panel Willingness         77%           Ves         77%           No         23%           DEMOGRAPHICS - RACE ON FILE         20%           Black         20%           Hispanic         1%           Other         3%           DEMOGRAPHICS - PARTY ON FILE         20mocrat           Democrat         42%           Republican         30%           Other / Unaffiliated         28%           DEMOGRAPHICS - AGE         28%           18-34         9%           50-64         27%           65-79         35%           80+         15%           50-64         27%           65-79         35%           80+         15%           50-64         27%           65-79         35%           80+         15%           65-79         35%           80+         15%           60-79         6%           80-100         45%           CLARITY SCORES: TURNOUT </td <td>Q19-20. Race + Ethnicity</td> <td></td> <td></td>	Q19-20. Race + Ethnicity		
Asian 1% Hispanic or Latino 2% Another race 2% Another race 3% 3% 22% Another race 3% 3% 22% Another race 3% 3% 22% Another race 3% 3% 23% DEMOGRAPHICS - RACE ON FILE 2aucasian 76% Black 20% Hispanic 1% 20% Hispanic 1% 20% DEMOGRAPHICS - PARTY ON FILE DEMOGRAPHICS - PARTY ON FILE DEMOGRAPHICS - AGE 3% 26% 26% 26% 26% 26% 26% 26% 26% 26% 26	White	73%	53%
Hispanic or Latino 2% Another race 3% 2% Another race 3% 2021. Panel Willingness Yes	Black	20%	38%
Another race	Asian	1%	0%
Q21. Panel Willingness Yes	Hispanic or Latino	2%	3%
Q21. Panel Willingness Yes		3%	7%
Yes         77%           No         23%           DEMOGRAPHICS - RACE ON FILE         23%           Caucasian         76%           Black         20%           Hispanic         1%           Other         3%           DEMOGRAPHICS - PARTY ON FILE         30%           Democrat         42%           Republican         30%           Other / Unaffiliated         28%           DEMOGRAPHICS - AGE         35*           Ba-34         9%           35-49         15%           50-64         27%           65-79         35%           80+         13%           DEMOGRAPHICS - GENDER         35%           Female         61%           Male         39%           CLARITY SCORES: PARTY         19           0-19         35%           40-59         6%           60-79         6%           80-100         46%           CLARITY SCORES: TURNOUT         09           0-19         10%           80-100         84%           CLARITY SCORES: COLLEGE         0-19           0-19         14%			
No         23%           DEMOGRAPHICS - RACE ON FILE         376%           Caucasian         76%           Black         20%           Hispanic         1%           Other         3%           DEMOGRAPHICS - PARTY ON FILE         30%           Democrat         42%           Republican         30%           Other / Unaffiliated         28%           DEMOGRAPHICS - AGE         38           18-34         9%           35-49         15%           50-64         27%           65-79         35%           80+         13%           DEMOGRAPHICS - GENDER         35%           Female         61%           Male         39%           CLARITY SCORES: PARTY         -19           90-19         35%           20-39         7%           40-59         6%           60-79         80-100           CLARITY SCORES: TURNOUT         -19           0-19         0%           20-39         2%           40-59         5%           60-79         9%           80-100         84%           CLARIT	-	77%	52%
DEMOGRAPHICS - RACE ON FILE  Caucasian 76% Black 20% Hispanic 11% Other 33% DEMOGRAPHICS - PARTY ON FILE  Democrat 42% Republican 30% Other / Unaffiliated 28% DEMOGRAPHICS - AGE 18-34 99 15% 50-64 27% 65-79 35% 80+ 27% 60-79 35% 80+ 27% 60-79 35% 80+ 200 35% 80+ 2			48%
Caucasian         76%           Black         20%           Hispanic         1%           Other         3%           DEMOGRAPHICS - PARTY ON FILE         ************************************		2370	4070
Black         20%           Hispanic         1%           Other         3%           DEMOGRAPHICS - PARTY ON FILE           Democrat         42%           Republican         30%           Other / Unaffiliated         28%           DEMOGRAPHICS - AGE         35           18-34         9%           35-49         15%           50-64         27%           65-79         35%           80+         13%           DEMOGRAPHICS - GENDER         46           Female         61%           Male         39%           CLARITY SCORES: PARTY         7%           0-19         35%           80-100         46%           60-79         6%           80-100         46%           CLARITY SCORES: TURNOUT         0           0-19         0           80-100         80-100           CLARITY SCORES: COLLEGE         0           0-19         14%           20-39         27%           40-59         60-79           80-100         20%           80-100         20           20-39         27%		76%	57%
Hispanic			39%
Other       3%         DEMOGRAPHICS - PARTY ON FILE       42%         Republican       30%         Other / Unaffiliated       28%         DEMOGRAPHICS - AGE       35-49         18-34       9%         35-49       15%         50-64       27%         65-79       35%         80+       13%         DEMOGRAPHICS - GENDER       61%         Female       61%         Male       39%         CLARITY SCORES: PARTY       -19         0-19       35%         20-39       7%         40-59       6%         60-79       6%         80-100       46%         CLARITY SCORES: TURNOUT       -19         20-39       2%         40-59       5%         60-79       9%         80-100       84%         CLARITY SCORES: COLLEGE       -19         0-19       14%         20-39       27%         40-59       6         60-79       20%         80-100       84%         CLARITY SCORES: COLLEGE       -19         0-19       20%			0%
DEMOGRAPHICS - PARTY ON FILE           Democrat         42%           Republican         30%           Other / Unaffiliated         28%           DEMOGRAPHICS - AGE         30%           18-34         9%           35-49         15%           50-64         27%           65-79         35%           80+         13%           DEMOGRAPHICS - GENDER         61%           Female         61%           Male         39%           CLARITY SCORES: PARTY         0-19           0-19         35%           40-59         6%           60-79         6%           80-100         46%           CLARITY SCORES: TURNOUT         0%           0-19         0%           20-39         2%           40-59         5%           60-79         9%           80-100         84%           CLARITY SCORES: COLLEGE         0-19           0-19         14%           20-39         27%           40-59         21%           60-79         20%           80-100         18%           CLARITY SCORES: COLLEGE			4%
Democrat         42%           Republican         30%           Other / Unaffiliated         28%           DEMOGRAPHICS - AGE         35-49           18-34         9%           35-49         15%           50-64         27%           65-79         35%           80+         13%           DEMOGRAPHICS - GENDER         50%           Female         61%           Male         39%           CLARITY SCORES: PARTY         50%           0-19         35%           40-59         6%           60-79         6%           80-100         46%           CLARITY SCORES: TURNOUT         0%           0-19         0%           20-39         2%           40-59         5%           60-79         9%           80-100         84%           CLARITY SCORES: COLLEGE         0-19           0-19         14%           20-39         27%           40-59         21%           60-79         20%           80-100         18%           CLARITY SCORES: COLLEGE         20%           60-79		3/0	4/0
Republican       30%         Other / Unaffiliated       28%         DEMOGRAPHICS - AGE       18-34       9%         35-49       15%       50-64       27%         55-79       35%       35%         80+       13%       DEMOGRAPHICS - GENDER         Female       61%       Male       39%         CLARITY SCORES: PARTY       0-19       35%       20-39       7%       40-59       66% <td></td> <td>420/</td> <td>400/</td>		420/	400/
Other / Unaffiliated       28%         DEMOGRAPHICS - AGE       18-34       9%       35-49       15%       50-64       27%       65-79       35%       80+       13%       80+       13%       80+       13%       80+       13%       80+       13%       80+       13%       80+       13%       80+       13%       80+       80+       13%       80+       80+       80+       13%       80+			46%
DEMOGRAPHICS - AGE  18-34 99% 35-49 15% 50-64 27% 65-79 35% 80+ 13%  DEMOGRAPHICS - GENDER  Female 61% Male 39%  CLARITY SCORES: PARTY 0-19 35% 20-39 7% 40-59 66% 80-100 46%  CLARITY SCORES: TURNOUT 0-19 0% 20-39 2% 40-59 5% 60-79 80-100 84%  CLARITY SCORES: COLLEGE 0-19 14% 20-39 40-59 5% 60-79 80-100 84%  CLARITY SCORES: COLLEGE 0-19 14% 20-39 27% 40-59 60-79 80-100 84%  CLARITY SCORES: COLLEGE 0-19 14% 20-39 27% 40-59 60-79 80-100 84%  CLARITY SCORES: COLLEGE 0-19 14% 20-39 20% 80-100 18%  CLARITY SCORES: CHOICE 0-19 17% 20-39 30% 40-59 30% 80-100 18%  CLARITY SCORES: CHOICE 0-19 17% 20-39 30% 40-59 30% 80-100 18%	•		28%
18-34 9% 15% 50-64 15% 50-64 27% 65-79 35% 80+ 13% DEMOGRAPHICS - GENDER Female 61% Male 39% CLARITY SCORES: PARTY 0-19 35% 60-79 6% 80-100 46% CLARITY SCORES: COLLEGE 0-19 14% 20-39 40-59 5% 60-79 9% 80-100 84% CLARITY SCORES: COLLEGE 0-19 14% 20-39 20-39 27% 80-100 84% CLARITY SCORES: COLLEGE 0-19 14% 20-39 20-39 27% 80-100 84% CLARITY SCORES: COLLEGE 0-19 14% 20-39 20-39 20% 80-100 84% CLARITY SCORES: COLLEGE 0-19 14% 20-39 20% 80-100 18% CLARITY SCORES: COLLEGE 0-19 14% 20-39 20% 80-100 18% CLARITY SCORES: CHOICE 0-19 17% 20-39 30% 40-59 31% 40-59 30% 40-59 40	•	28%	26%
35-49 15% 50-64 27% 65-79 35% 80+ 13% DEMOGRAPHICS - GENDER Female 61% Male 39% CLARITY SCORES: PARTY 0-19 35% 60-79 66% 80-100 46% CLARITY SCORES: TURNOUT 0-19 0% 20-39 20% 80-100 20-39 9% 80-100 20-39 80		00/	60/
50-64 27% 65-79 35% 80+ 13% 13% DEMOGRAPHICS - GENDER Female 61% Male 39% CLARITY SCORES: PARTY 0-19 35% 60-79 6% 60-79 6% 80-100 46% 20-39 20-39 20% 80-100 84% CLARITY SCORES: COLLEGE 0-19 20-39 27% 40-59 60-79 80-100 14% 20-39 14% 20-39 20-39 20% 80-100 20-39 36% 20-39 20% 80-100 20-39 36% 20-39 20% 20-39 36% 20-39 36% 20-39 36% 20-39 36% 20-39 36% 20-39 36% 20-39 20-			6%
65-79 80+ 13% 80+ 13%  DEMOGRAPHICS - GENDER  Female 61% Male 39%  CLARITY SCORES: PARTY  0-19 35% 20-39 7% 40-59 6% 80-100 46%  CLARITY SCORES: TURNOUT  0-19 0% 20-39 2% 40-59 5% 60-79 9% 80-100 84%  CLARITY SCORES: COLLEGE  0-19 14% 20-39 40-59 9% 80-100 84%  CLARITY SCORES: COLLEGE  0-19 14% 20-39 40-59 20% 80-100 18%  CLARITY SCORES: CHOICE  0-19 17% 20-39 40-59 30% 80-100 18%  CLARITY SCORES: CHOICE  0-19 17% 20-39 30% 40-59 30% 40-59 30% 40-59 30%			6%
80+ 13%  DEMOGRAPHICS - GENDER  Female 61%  Male 39%  CLARITY SCORES: PARTY  0-19 35%  20-39 7%  40-59 6%  80-100 46%  CLARITY SCORES: TURNOUT  0-19 0%  20-39 2%  40-59 5%  60-79 9%  80-100 84%  CLARITY SCORES: COLLEGE  0-19 14%  20-39 40-59 5%  60-79 9%  80-100 84%  CLARITY SCORES: COLLEGE  0-19 14%  20-39 40-59 20%  80-100 18%  CLARITY SCORES: CHOICE  0-19 17%  20-39 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%  40-59 30%			18%
DEMOGRAPHICS - GENDER         Female       61%         Male       39%         CLARITY SCORES: PARTY       ****         0-19       35%         20-39       7%         40-59       6%         60-79       6%         80-100       46%         CLARITY SCORES: TURNOUT       0%         20-39       2%         40-59       5%         60-79       9%         80-100       84%         CLARITY SCORES: COLLEGE       ***         0-19       14%         20-39       27%         40-59       21%         60-79       20%         80-100       18%         CLARITY SCORES: CHOICE       18%         CLARITY SCORES: CHOICE       17%         0-19       17%         20-39       30%         40-59       31%			39%
Female       61%         Male       39%         CLARITY SCORES: PARTY       35%         0-19       35%         20-39       7%         40-59       6%         60-79       6%         80-100       46%         CLARITY SCORES: TURNOUT         0-19       0%         20-39       2%         40-59       5%         60-79       9%         80-100       84%         CLARITY SCORES: COLLEGE       0-19       14%         20-39       27%         40-59       21%         60-79       20%         80-100       18%         CLARITY SCORES: CHOICE       18%         CLARITY SCORES: CHOICE       17%         0-19       17%         20-39       30%         40-59       31%		13%	32%
Male       39%         CLARITY SCORES: PARTY       35%         0-19       35%         20-39       7%         40-59       6%         60-79       6%         80-100       46%         CLARITY SCORES: TURNOUT         0-19       0%         20-39       2%         40-59       5%         60-79       9%         80-100       84%         CLARITY SCORES: COLLEGE       0-19         20-39       27%         40-59       21%         60-79       20%         80-100       18%         CLARITY SCORES: CHOICE       21%         60-79       20%         80-100       18%         CLARITY SCORES: CHOICE       17%         20-39       30%         40-59       31%	DEMOGRAPHICS - GENDER		
CLARITY SCORES: PARTY  0-19 35% 20-39 7% 40-59 6% 60-79 6% 80-100 46%  CLARITY SCORES: TURNOUT  0-19 0% 20-39 2% 40-59 5% 60-79 9% 80-100 84%  CLARITY SCORES: COLLEGE  0-19 14% 20-39 40-59 97% 40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: COLLEGE  0-19 14% 20-39 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE  0-19 17% 20-39 30% 40-59 30% 40-59 30%	Female	61%	65%
0-19       35%         20-39       7%         40-59       6%         60-79       6%         80-100       46%         CLARITY SCORES: TURNOUT         0-19       0%         20-39       2%         40-59       5%         60-79       9%         80-100       84%         CLARITY SCORES: COLLEGE         0-19       14%         20-39       27%         40-59       21%         60-79       20%         80-100       20%         80-100       18%         CLARITY SCORES: CHOICE       17%         20-39       30%         40-59       30%         40-59       31%	Male	39%	35%
20-39 7% 40-59 6% 60-79 6% 80-100 46%  CLARITY SCORES: TURNOUT 0-19 0% 20-39 2% 40-59 5% 60-79 9% 80-100 84%  CLARITY SCORES: COLLEGE 0-19 14% 20-39 27% 40-59 21% 60-79 20% 80-100 14% 20-39 27% 40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE 0-19 17% 20-39 20% 80-100 17% 20-39 30% 40-59 30% 40-59 30%	CLARITY SCORES: PARTY		
40-59 6% 60-79 6% 80-100 46%  80-100 96%  CLARITY SCORES: TURNOUT  0-19 0% 20-39 2% 40-59 5% 60-79 9% 80-100 84%  CLARITY SCORES: COLLEGE  0-19 14% 20-39 27% 40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE  0-19 17% 20-39 30% 80-100 17% 20-39 30% 80-100 30% 80-100 30% 80-100 30% 80-100 30% 80-100 30% 80-100 30% 80-100 30% 80-39 30% 80-39 30% 80-59 31%	0-19	35%	33%
60-79 80-100 46%  80-100 CLARITY SCORES: TURNOUT  0-19 0% 20-39 20-39 40-59 5% 60-79 80-100 84%  CLARITY SCORES: COLLEGE  0-19 14% 20-39 40-59 20-39 27% 40-59 201% 60-79 20-39 40-59 20% 80-100 CLARITY SCORES: CHOICE  0-19 17% 20-39 30% 40-59 31%	20-39	7%	6%
80-100 46%  CLARITY SCORES: TURNOUT  0-19 0% 20-39 2% 40-59 5% 60-79 9% 80-100 84%  CLARITY SCORES: COLLEGE  0-19 14% 20-39 27% 40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE  0-19 17% 20-39 30% 40-59 17% 20-39 30% 40-59 30% 40-59 30% 40-59 30% 40-59 30% 40-59 30% 40-59 30%	40-59	6%	9%
CLARITY SCORES: TURNOUT  0-19	60-79	6%	0%
0-19       0%         20-39       2%         40-59       5%         60-79       9%         80-100       84%         CLARITY SCORES: COLLEGE         0-19       14%         20-39       27%         40-59       21%         60-79       20%         80-100       18%         CLARITY SCORES: CHOICE       17%         20-39       30%         40-59       31%	80-100	46%	52%
20-39 2% 40-59 5% 60-79 9% 80-100 84%  CLARITY SCORES: COLLEGE 0-19 14% 20-39 27% 40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE 0-19 17% 20-39 30% 40-59 30% 40-59 31%	CLARITY SCORES: TURNOUT		
40-59 5% 60-79 9% 80-100 84%  CLARITY SCORES: COLLEGE  0-19 14% 20-39 27% 40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE  0-19 17% 20-39 30% 40-59 30% 40-59 31%	0-19	0%	0%
60-79 9% 80-100 84%  CLARITY SCORES: COLLEGE  0-19 14% 20-39 27% 40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE  0-19 17% 20-39 30% 40-59 31%	20-39	2%	2%
80-100 84%  CLARITY SCORES: COLLEGE  0-19 14% 20-39 27% 40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE  0-19 17% 20-39 30% 40-59 31%	40-59	5%	6%
80-100 84%  CLARITY SCORES: COLLEGE  0-19 14% 20-39 27% 40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE  0-19 17% 20-39 30% 40-59 31%	60-79	9%	14%
0-19     14%       20-39     27%       40-59     21%       60-79     20%       80-100     18%       CLARITY SCORES: CHOICE       0-19     17%       20-39     30%       40-59     31%	80-100	84%	78%
0-19 14% 20-39 27% 40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE 0-19 17% 20-39 30% 40-59 31%	CLARITY SCORES: COLLEGE		
20-39 27% 40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE  0-19 17% 20-39 30% 40-59 31%		14%	26%
40-59 21% 60-79 20% 80-100 18%  CLARITY SCORES: CHOICE  0-19 17% 20-39 30% 40-59 31%			41%
60-79 20% 80-100 18% CLARITY SCORES: CHOICE 0-19 17% 20-39 30% 40-59 31%			22%
80-100 18%  CLARITY SCORES: CHOICE  0-19 17%  20-39 30%  40-59 31%			6%
CLARITY SCORES: CHOICE  0-19			6%
0-19     17%       20-39     30%       40-59     31%		1070	0/0
20-39     30%       40-59     31%		470/	200/
40-59 31%			20%
			37%
bl-/9			37%
	60-79	13%	4%
80-100 8% CLARITY SCORES: CHURCH ATTENDANCE		8%	2%

© Clarity Campaign Labs 48 of 122

	ntia

	Confidentia	al
	Yes	No
0-19	4%	2%
20-39	15%	17%
40-59	34%	22%
60-79	35%	46%
80-100	11%	13%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	44%	41%
20-39	28%	37%
40-59	20%	22%
60-79	7%	0%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	22%	30%
Greensboro-High Point-Winston Salem NC	18%	15%
Norfolk-Portsmouth-Newport News VA	1%	2%
Greenville-New Bern-Washington NC	8%	7%
Wilmington NC	5%	4%
Raleigh-Durham (Fayetteville) NC	36%	31%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	7%
Myrtle Beach-Florence SC	2%	4%
DEMOGRAPHICS - PHONE TYPE		
Land-line	79%	89%
Wireless	21%	11%
Voter File Match		
Yes	77%	75%
No	23%	25%
Registered Voter (of Voter File Matches)		
Yes	95%	91%
No	5%	9%
Panel Respondent		
Yes	7%	4%
No	93%	96%

© Clarity Campaign Labs 49 of 122

### >> Q14. Currently Experiencing Symptoms? against...

	Yes	No	Unsure
n	(35)	(1,391)	(22)
Q1. Health Quality			
Poor	29%	5%	5%
Fair	23%	17%	38%
Good	34%	44%	48%
Very Good	14%	34%	10%
Q4. Number of People in HH			
1-3	74%	76%	91%
4-6	9%	22%	5%
7+	18%	2%	5%
Q5. Children in HH			
One	13%	12%	9%
Two	3%	9%	0%
Three or more	19%	4%	0%
None	66%	74%	91%
Q6. Non-HH Face to Face Count			
0	35%	37%	10%
1-3	35%	42%	71%
4-6	9%	9%	10%
7+	21%	11%	10%
Q7. Six Feet Away? (If Q6 > 0)	2251	1001	4701
0	32%	18%	17%
1-3	59%	58%	72%
4-6	0%	13%	0%
7+	9%	11%	11%
Q8. HH Member Going to Work	470/	270/	200/
Yes No	53%	37% 61%	20% 75%
Unsure	0%	2%	75% 5%
Q9. Children Interacting with Other Children	078	2/0	3/0
Yes	20%	20%	50%
No No	70%	79%	50%
Unsure	10%	2%	0%
Q10. Times in Group > 20 in Last Week	1070	270	070
0	68%	78%	64%
1-3	26%	17%	32%
4-6	0%	2%	0%
7+	6%	3%	5%
Q11. Contact with Others: Family	070	370	370
Yes	65%	68%	62%
No	35%	32%	38%
Q11. Contact with Others: Friends			
Yes	26%	18%	42%
No	74%	82%	58%
Q11. Contact with Others: Co-workers			
Yes	10%	14%	13%
No	90%	86%	88%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	7%	10%	13%
No	93%	90%	88%
Q11. Contact with Others: Any other type of person not alrea	dy mentioned		
Yes	19%	15%	29%
No	81%	85%	71%
Q12. Handwashing Count			
0	3%	1%	5%
1-3	6%	4%	0%
4-6	17%	17%	32%
7+	74%	78%	64%
Q13. Currently Practicing Social Distancing?			
Yes	86%	95%	95%
No	14%	5%	5%
Q15. Likelihood of getting Coronavirus			
Yes	14%	6%	9%
No	57%	61%	50%
Unsure	29%	33%	41%
Q16. NC Response to Coronavirus	l l		
Most are underestimating the risks	45%	36%	52%
<del>-</del>			

© Clarity Campaign Labs 50 of 122

	Yes	Confide	Unsu
Most are reacting appropriately	45%	56%	33%
Most are overreacting to the actual risks	9%	8%	14%
Q17. Changes to Routine			
Large changes	80%	65%	64%
Small changes	14%	26%	23%
No real changes	6%	7%	5%
Unsure	0%	3%	9%
Q18. College Degree			
Yes	38%	45%	45%
No	62%	55%	55%
Q19. Latino			
Yes	9%	2%	0%
No	91%	98%	1009
Q20. Race			
White	71%	75%	70%
Black	19%	21%	20%
Asian	0%	1%	0%
Another race	10%	3%	10%
Q19-20. Race + Ethnicity			
White	66%	73%	68%
Black	17%	21%	23%
Asian	0%	1%	0%
Hispanic or Latino	9%	2%	0%
Another race	9%	3%	9%
Q21. Panel Willingness			
Yes	76%	76%	71%
No	24%	24%	29%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	72%	75%	76%
Black	16%	21%	18%
Hispanic	0%	1%	0%
Other	12%	3%	6%
DEMOGRAPHICS - PARTY ON FILE			1
Democrat	24%	43%	47%
Republican	32%	30%	24%
Other / Unaffiliated	44%	27%	29%
DEMOGRAPHICS - AGE	440(	201	00/
18-34	11%	9%	0%
35-49	14%	15%	149
50-64	51%	26%	239
65-79	20%	35%	45%
80+	3%	14%	189
DEMOGRAPHICS - GENDER	000/	C10/	
Female Adala	80%	61%	55%
Male	20%	39%	45%
CLARITY SCORES: PARTY	240/	250/	200
0-19 20-39	24%	35% 6%	299 129
40-59	12%	6%	6%
60-79	28%	6%	6%
80-100	28%	47%	479
CLARITY SCORES: TURNOUT	20/0	4770	4//
0-19	0%	0%	0%
20-39	5%	2%	0%
40-59	0%	5%	0%
60-79	15%	9%	199
80-100	80%	83%	819
CLARITY SCORES: COLLEGE	100%	00,0	01/
0-19	12%	15%	129
20-39	44%	27%	359
40-59	16%	21%	129
60-79	12%	20%	189
80-100	16%	17%	249
CLARITY SCORES: CHOICE	1070	2.70	
0-19	18%	17%	129
20-39	27%	30%	35%
40-59	45%	31%	29%
60-79	0%	13%	189
80-100	9%	8%	6%
CLARITY SCORES: CHURCH ATTENDANCE	3/0	0/0	0/0

© Clarity Campaign Labs 51 of 122

Co		

	Confidential			
	Yes	No	Unsure	
20-39	20%	15%	12%	
40-59	40%	34%	24%	
60-79	20%	36%	47%	
80-100	16%	11%	6%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	45%	44%	47%	
20-39	41%	28%	29%	
40-59	9%	21%	18%	
60-79	5%	7%	6%	
80-100	0%	0%	0%	
MEDIA MARKET				
Charlotte NC	20%	22%	29%	
Greensboro-High Point-Winston Salem NC	16%	19%	6%	
Norfolk-Portsmouth-Newport News VA	8%	1%	0%	
Greenville-New Bern-Washington NC	16%	8%	6%	
Wilmington NC	4%	5%	6%	
Raleigh-Durham (Fayetteville) NC	28%	36%	47%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC	0%	8%	6%	
Myrtle Beach-Florence SC	8%	2%	0%	
DEMOGRAPHICS - PHONE TYPE				
Land-line	72%	80%	100%	
Wireless	28%	20%	0%	
Voter File Match				
Yes	71%	77%	77%	
No	29%	23%	23%	
Registered Voter (of Voter File Matches)				
Yes	80%	95%	94%	
No	20%	5%	6%	
Panel Respondent				
Yes	11%	7%	5%	
No	89%	93%	95%	

© Clarity Campaign Labs 52 of 122

### >> Q15. Likelihood of getting Coronavirus against...

	Yes	No	Unsure
n	(95)	(866)	(474)
Q1. Health Quality			
Poor	6%	6%	5%
Fair	11%	15%	22%
Good	46%	43%	46%
Very Good	37%	36%	27%
Q4. Number of People in HH			
1-3	55%	77%	78%
4-6	42%	20%	20%
7+	3%	2%	2%
Q5. Children in HH			
One	13%	12%	14%
Two	20%	8%	8%
Three or more	13%	4%	4%
None Control of the C	54%	77%	75%
Q6. Non-HH Face to Face Count 0	200/	200/	34%
1-3	39%	38% 42%	46%
4-6	7%	10%	9%
7+	24%	10%	11%
7+ Q7. Six Feet Away? (If Q6 > 0)	2470	10/0	1170
Q7. Six Feet Away? (If Q6 > 0)	26%	18%	17%
1-3	42%	60%	59%
4-6	9%	13%	11%
7+	23%	10%	12%
Q8. HH Member Going to Work	2070	2070	22/0
Yes	60%	35%	37%
No	40%	64%	59%
Unsure	0%	2%	3%
Q9. Children Interacting with Other Children			
Yes	30%	19%	18%
No	67%	80%	79%
Unsure	2%	1%	4%
Q10. Times in Group > 20 in Last Week			
0	84%	78%	74%
1-3	12%	17%	19%
4-6	1%	2%	3%
7+	3%	3%	3%
Q11. Contact with Others: Family			
Yes	71%	68%	66%
No	29%	32%	34%
Q11. Contact with Others: Friends			
Yes	16%	18%	20%
No	84%	82%	80%
Q11. Contact with Others: Co-workers			
Yes	24%	13%	13%
No	76%	87%	87%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	15%	9%	10%
No	85%	91%	90%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	14%	15%	15%
No	86%	85%	85%
Q12. Handwashing Count	101	40/	201
0	1%	1%	0%
1.2	4% 15%	5%	4%
		17%	18%
4-6		78%	78%
4-6 7+	80%	70,0	
4-6 7+ Q13. Currently Practicing Social Distancing?	80%		06%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes	97%	94%	96%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No	80%		96% 4%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	97% 3%	94%	4%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	97% 3% 5%	94% 6% 2%	4% 2%
Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	97% 3% 5% 93%	94% 6% 2% 96%	4% 2% 96%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	97% 3% 5%	94% 6% 2%	4% 2%

© Clarity Campaign Labs 53 of 122

	(	Confide	ntial
	Yes	No	Uns
Most are reacting appropriately	51%	59%	50
Most are overreacting to the actual risks	7%	9%	6
Q17. Changes to Routine			
Large changes	74%	62%	68

	Co	nfidential
	Yes	No Unsur
Most are reacting appropriately		59% 50%
Most are overreacting to the actual risks	7%	9% 6%
Q17. Changes to Routine	740/	500/
Large changes		62% 68%
Small changes		27% 24%
No real changes	6%	9% 3%
Unsure	0%	2% 5%
Q18. College Degree Yes	67%	44% 41%
No		56% 59%
Q19. Latino	3370	3070 3370
Yes	6%	2% 2%
No		98% 98%
Q20. Race	3470	3070 3070
White	90%	73% 75%
Black		22% 21%
Asian	2%	1% 0%
Another race	1%	3% 3%
Q19-20. Race + Ethnicity	-/-	-77
White	84%	71% 73%
Black		23% 21%
Asian	2%	1% 0%
Hispanic or Latino	6%	2% 2%
Another race	1%	3% 3%
Q21. Panel Willingness		
Yes	82%	75% 74%
No	18%	25% 26%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	91%	73% 76%
Black	8%	23% 20%
Hispanic	0%	1% 1%
Other	2%	3% 3%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	27%	42% 45%
Republican	27%	32% 28%
Other / Unaffiliated	45%	26% 27%
DEMOGRAPHICS - AGE		
18-34	27%	9% 7%
35-49	31%	15% 12%
50-64	27%	26% 29%
65-79	11%	35% 40%
80+	4%	16% 12%
DEMOGRAPHICS - GENDER		
Female	42%	63% 61%
Male	58%	37% 39%
CLARITY SCORES: PARTY		
0-19	33%	37% 32%
20-39	12%	6% 7%
40-59	11%	6% 7%
60-79	9%	6% 6%
80-100	35%	45% 49%
CLARITY SCORES: TURNOUT		
0-19	0%	0% 0%
20-39	2%	1% 3%
40-59	8%	5% 5%
60-79		10% 9%
80-100	81%	84% 83%
CLARITY SCORES: COLLEGE		
0-19		16% 15%
20-39		29% 29%
40-59		21% 21%
50-79		18% 19%
30-100	29%	17% 16%
CLARITY SCORES: CHOICE		
0-19		19% 16%
20-39		34% 25%
40-59	36%	31% 33%
	450/	10% 17%
60-79		
60-79 80-100 CLARITY SCORES: CHURCH ATTENDANCE	15%	7% 9%

© Clarity Campaign Labs 54 of 122

	entia

	Confidential			
	Yes	No	Unsure	
20-39	32%	14%	15%	
40-59	39%	31%	37%	
60-79	17%	39%	34%	
80-100	5%	14%	9%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	51%	46%	41%	
20-39	21%	29%	30%	
40-59	18%	19%	22%	
60-79	10%	6%	7%	
80-100	0%	0%	0%	
MEDIA MARKET				
Charlotte NC	24%	22%	22%	
Greensboro-High Point-Winston Salem NC	23%	19%	17%	
Norfolk-Portsmouth-Newport News VA	0%	1%	2%	
Greenville-New Bern-Washington NC	5%	9%	7%	
Wilmington NC	6%	5%	4%	
Raleigh-Durham (Fayetteville) NC	36%	35%	37%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	7%	10%	
Myrtle Beach-Florence SC	0%	2%	2%	
DEMOGRAPHICS - PHONE TYPE				
Land-line	50%	80%	84%	
Wireless	50%	20%	16%	
Voter File Match				
Yes	69%	74%	83%	
No	31%	26%	17%	
Registered Voter (of Voter File Matches)				
Yes	97%	95%	94%	
No	3%	5%	6%	
Panel Respondent				
Yes	6%	7%	8%	
No	94%	93%	92%	
	· · · · · · · · · · · · · · · · · · ·			

© Clarity Campaign Labs 55 of 122

## >> Q16. NC Response to Coronavirus against...

	Most are underestimating the risks	Most are reacting appropriately	Most are overreacting to the actual risks
n	(519)	(782)	(109)
Q1. Health Quality			
Poor	7%	4%	7%
Fair	18%	15%	24%
Good	45%	45%	35%
Very Good	31%	35%	33%
Q4. Number of People in HH			
1-3	77%	76%	72%
4-6	21%	22%	21%
7+	2%	2%	6%
Q5. Children in HH One	15%	11%	8%
Two	8%	8%	11%
Three or more	5%	5%	5%
None	73%	76%	76%
Q6. Non-HH Face to Face Count	73/0	70%	70%
0	37%	37%	31%
1-3	43%	43%	37%
4-6	9%	9%	12%
7+	10%	10%	20%
Q7. Six Feet Away? (If Q6 > 0)	10/0	10/0	20/0
0	19%	18%	19%
1-3	59%	60%	43%
4-6	12%	12%	12%
7+	9%	11%	27%
Q8. HH Member Going to Work	370	1170	2770
Yes	38%	35%	46%
No	61%	63%	49%
Unsure	1%	2%	5%
Q9. Children Interacting with Ot		270	5,0
Yes	21%	18%	33%
No	77%	80%	63%
Unsure	2%	2%	4%
Q10. Times in Group > 20 in Las	t Week		
0	77%	78%	71%
1-3	19%	17%	18%
4-6	3%	1%	3%
7+	2%	4%	8%
Q11. Contact with Others: Fami	у		I
Yes	67%	67%	68%
No	33%	33%	32%
Q11. Contact with Others: Frien	ds		
Yes	17%	18%	33%
No	83%	82%	67%
Q11. Contact with Others: Co-w	orkers		
Yes	13%	12%	25%
No	87%	88%	75%
Q11. Contact with Others: Clien	ts, patients, or patrons		
Yes	12%	9%	15%
No	88%	91%	85%
Q11. Contact with Others: Any o	other type of person not a	already mentioned	
Yes	15%	16%	18%
No	85%	84%	82%
Q12. Handwashing Count			
0	1%	0%	2%
1-3	4%	4%	6%
4-6	17%	18%	14%
7+	78%	78%	78%
Q13. Currently Practicing Social			
Yes	98%	95%	84%
No	2%	5%	16%
Q14. Currently Experiencing Syn	nptoms?		
Yes	3%	2%	3%
No	95%	97%	94%
Unsure	2%	1%	3%
Offsure Q15. Likelihood of getting Coror			

© Clarity Campaign Labs 56 of 122

Confidential

			Confidential
	Most are underestimating the risks	Most are reacting appropriately	Most are overreacting to the actual risks
Yes	8%	6%	6%
No	52%	65%	70%
Unsure	40%	29%	24%
Q17. Changes to Routine	1-7-		
Large changes	74%	63%	39%
Small changes	19%	28%	37%
No real changes	4%	6%	19%
-	3%	3%	6%
Unsure	370	370	0%
Q18. College Degree	440/	470/	250/
Yes	44%	47%	35%
No	56%	53%	65%
Q19. Latino			
Yes	2%	3%	2%
No	98%	97%	98%
Q20. Race			
White	73%	78%	66%
Black	23%	18%	26%
Asian	1%	1%	3%
Another race	4%	2%	6%
Q19-20. Race + Ethnicity			
White	71%	76%	64%
Black	23%	18%	26%
Asian	1%	1%	3%
Hispanic or Latino	2%	3%	2%
Another race	4%	2%	6%
Q21. Panel Willingness	470	270	070
Yes	80%	74%	64%
· · · ·			
No	20%	26%	36%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	72%	78%	71%
Black	24%	18%	28%
Hispanic	1%	1%	0%
Other	3%	3%	1%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	46%	42%	28%
Republican	27%	32%	36%
Other / Unaffiliated	27%	27%	36%
DEMOGRAPHICS - AGE			
18-34	9%	9%	14%
35-49	17%	13%	17%
50-64	30%	25%	28%
65-79	33%	37%	32%
80+	11%	17%	10%
DEMOGRAPHICS - GENDER	1170	1770	10/0
Female	67%	59%	50%
Male	33%	41%	50%
CLARITY SCORES: PARTY			
0-19	32%	36%	44%
20-39	7%	6%	11%
40-59	7%	6%	4%
60-79	6%	6%	4%
80-100	49%	46%	36%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	0%
20-39	2%	1%	5%
40-59	6%	5%	5%
60-79	10%	9%	11%
80-100	82%	85%	80%
CLARITY SCORES: COLLEGE	-2/0	-3/0	1 30,0
0-19	14%	15%	17%
20-39	29%	27%	36%
40-59	21%	21%	17%
60-79	20%	18%	18%
80-100	16%	19%	13%
CLARITY SCORES: CHOICE			
0-19	16%	19%	16%
20-39	29%	30%	35%
40-59	35%	28%	38%
60-79	14%	13%	7%

© Clarity Campaign Labs 57 of 122

Confidential				
	Most are underestimating the risks	Most are reacting appropriately	Most are overreacting to the actual risks	
CLARITY SCORES: CHURCH ATTENI	DANCE			
0-19	5%	4%	3%	
20-39	14%	17%	10%	
40-59	35%	32%	36%	
60-79	36%	36%	38%	
80-100	10%	12%	14%	
CLARITY SCORES: CLIMATE CHANG	SE PRIORITY			
0-19	42%	45%	56%	
20-39	31%	27%	31%	
40-59	21%	21%	12%	
60-79	6%	7%	1%	
80-100	0%	0%	0%	
MEDIA MARKET	ı		1	
Charlotte NC	25%	20%	24%	
Greensboro-High Point-Winston Salem NC	17%	20%	11%	
Norfolk-Portsmouth-Newport News VA	1%	2%	0%	
Greenville-New Bern-Washington NC	9%	7%	6%	
Wilmington NC	4%	6%	4%	
Raleigh-Durham (Fayetteville) NC	33%	36%	47%	
Greenville-Spartanburg SC- Asheville NC-Anderson SC	7%	8%	8%	
Myrtle Beach-Florence SC	3%	1%	0%	
DEMOGRAPHICS - PHONE TYPE				
Land-line	81%	81%	75%	
Wireless	19%	19%	25%	
Voter File Match	ı			
Yes	78%	78%	66%	
No	22%	22%	34%	
Registered Voter (of Voter File Ma	tches)		1	
Yes	94%	96%	90%	
No	6%	4%	10%	
Panel Respondent	I.		1	
Yes	8%	8%	3%	
No	92%	92%	97%	
			I .	

© Clarity Campaign Labs 58 of 122

### >> Q17. Changes to Routine against...

	Large changes	Small changes	No real changes	Unsure
n	(927)	(362)	(94)	(43)
Q1. Health Quality	, ,	, ,	, ,	, ,
Poor	6%	4%	7%	10%
Fair	16%	19%	18%	21%
Good	45%	44%	40%	52%
Very Good	34%	33%	34%	17%
Q4. Number of People in HH				
1-3	74%	80%	78%	86%
4-6	24%	19%	19%	10%
7+	3%	1%	3%	5%
Q5. Children in HH				
One	13%	12%	5%	10%
Two	10%	4%	13%	0%
Three or more	5%	4%	4%	0%
None	71%	79%	77%	90%
Q6. Non-HH Face to Face Count				
0	38%	35%	45%	25%
1-3	44%	41%	34%	43%
4-6	9%	12%	5%	13%
7+	10%	13%	15%	20%
Q7. Six Feet Away? (If Q6 > 0)				1
0	20%	14%	26%	14%
1-3	59%	60%	46%	45%
4-6	11%	12%	16%	24%
7+	10%	14%	12%	17%
Q8. HH Member Going to Work				
Yes	39%	35%	29%	31%
No	59%	62%	70%	62%
Unsure	1%	3%	1%	8%
Q9. Children Interacting with Other Children				
Yes	19%	23%	20%	0%
No	79%	75%	80%	67%
Unsure	2%	1%	0%	33%
Q10. Times in Group > 20 in Last Week				
0	80%	71%	83%	56%
1-3	16%	24%	8%	23%
4-6	2%	3%	4%	5%
7+	2%	3%	5%	16%
Q11. Contact with Others: Family	700/	550/	400/	600/
Yes	70%	66%	48%	60%
No	30%	34%	52%	40%
Q11. Contact with Others: Friends	1.00/	220/	240/	200/
Yes	16% 84%	22% 78%	24% 76%	36%
No	04%	7070	70%	64%
Q11. Contact with Others: Co-workers	120/	120/	220/	100/
Yes	13% 87%	13% 87%	22% 78%	18% 82%
Q11. Contact with Others: Clients, patients, or pa		0/70	76%	02%
Yes	10%	10%	11%	11%
No No	90%	90%	89%	89%
Q11. Contact with Others: Any other type of pers			03/0	03/0
Yes	15%	17%	18%	20%
No	85%	83%	82%	80%
Q12. Handwashing Count	03/0	03/0	UZ/0	00/0
0	0%	1%	1%	2%
1-3	3%	7%	5%	2%
4-6	17%	16%	24%	16%
7+	80%	76%	69%	79%
Q13. Currently Practicing Social Distancing?	00/0	/ 0/0	03/0	13/0
Yes	98%	92%	85%	83%
No	2%	8%	15%	17%
Q14. Currently Experiencing Symptoms?	270	0/0	13/0	1//0
Yes	3%	1%	2%	0%
No No	95%	97%	97%	95%
Unsure	2%	1%	1%	5%
Q15. Likelihood of getting Coronavirus	2/0	1/0	1/0	J/0
Yes	8%	5%	6%	0%
Olavita Carranai na Laba	0/0	370	070	070

© Clarity Campaign Labs 59 of 122

าท1		

			Comident	.iai
	Large changes	Small changes	No real changes	Unsure
No	58%	64%	79%	50%
Jnsure	34%	31%	15%	50%
Q16. NC Response to Coronavirus	3470	31/0	1370	3070
Most are underestimating the risks	42%	28%	24%	33%
Most are reacting appropriately	54%	61%	52%	53%
Most are overreacting to the actual risks	5%	11%	23%	14%
Q18. College Degree				
/es	50%	38%	29%	23%
No	50%	63%	71%	77%
Q19. Latino				
/es	2%	3%	3%	2%
No	98%	97%	97%	98%
Q20. Race				
White	77%	74%	73%	55%
Black	20%	22%	22%	35%
Asian	1%	1%	1%	0%
Another race	3%	3%	4%	10%
Q19-20. Race + Ethnicity				
White	74%	72%	70%	51%
Black	20%	21%	21%	37%
Asian	1%	1%	1%	0%
Hispanic or Latino	2%	3%	3%	2%
Another race	2%	3%	4%	9%
Q21. Panel Willingness				
/es	81%	71%	57%	33%
No	19%	29%	43%	67%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	77%	73%	81%	57%
Black	19%	23%	18%	40%
Hispanic	1%	1%	0%	0%
Other	3%	3%	2%	3%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	42%	41%	44%	60%
Republican	30%	33%	32%	13%
Other / Unaffiliated	29%	26%	25%	27%
DEMOGRAPHICS - AGE				
18-34	9%	9%	18%	2%
35-49	16%	13%	15%	2%
50-64	30%	26%	9%	12%
55-79	34%	37%	30%	47%
80+	11%	15%	29%	37%
DEMOGRAPHICS - GENDER				
Female	63%	59%	55%	58%
Male	37%	41%	45%	42%
CLARITY SCORES: PARTY				
0-19	34%	38%	33%	23%
20-39	7%	6%	9%	7%
40-59	7%	5%	7%	3%
50-79	6%	6%	7%	3%
80-100	46%	45%	44%	63%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	2%	2%	6%	3%
40-59	4%	6%	9%	10%
50-79	9%	8%	24%	14%
80-100	85%	84%	61%	72%
CLARITY SCORES: COLLEGE				
0-19	12%	17%	28%	40%
20-39	26%	29%	39%	27%
40-59	20%	25%	14%	23%
50-79	22%	15%	12%	10%
20.400	20%	15%	7%	0%
80-100				
CLARITY SCORES: CHOICE			200/	17%
	17%	19%	20%	
CLARITY SCORES: CHOICE	17% 29%	19% 31%	40%	40%
CLARITY SCORES: CHOICE D-19				40%
CLARITY SCORES: CHOICE D-19 20-39	29%	31%	40%	_
CLARITY SCORES: CHOICE D-19 20-39 40-59	29% 31%	31% 34%	40% 22%	30%

© Clarity Campaign Labs 60 of 122

### Confidential

	Confidential			ial
	Large Small		No real	Unsure
	changes	changes	changes	Olisaic
20-39	15%	15%	18%	10%
40-59	32%	37%	32%	40%
60-79	36%	34%	39%	43%
80-100	12%	12%	9%	7%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	44%	46%	38%	47%
20-39	28%	27%	40%	30%
40-59	20%	21%	18%	20%
60-79	7%	6%	4%	0%
80-100	0%	0%	0%	3%
MEDIA MARKET				
Charlotte NC	22%	21%	30%	20%
Greensboro-High Point-Winston Salem NC	18%	18%	23%	20%
Norfolk-Portsmouth-Newport News VA	1%	3%	2%	3%
Greenville-New Bern-Washington NC	7%	7%	5%	17%
Wilmington NC	4%	6%	2%	10%
Raleigh-Durham (Fayetteville) NC	37%	34%	30%	27%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	10%	9%	0%
Myrtle Beach-Florence SC	2%	2%	0%	3%
DEMOGRAPHICS - PHONE TYPE				
Land-line	79%	81%	74%	100%
Wireless	21%	19%	26%	0%
Voter File Match				
Yes	78%	78%	61%	70%
No	22%	22%	39%	30%
Registered Voter (of Voter File Matches)				
Yes	95%	94%	95%	97%
No	5%	6%	5%	3%
Panel Respondent				
Yes	8%	7%	3%	5%
No	92%	93%	97%	95%
1				

© Clarity Campaign Labs 61 of 122

### » Q18. College Degree against...

	Yes	No
n	(637)	(783)
Q1. Health Quality	()	(/
Poor	3%	7%
Fair	10%	23%
Good	44%	44%
Very Good	43%	26%
Q4. Number of People in HH		
1-3	74%	77%
4-6	24%	20%
7+	2%	3%
Q5. Children in HH	440/	420/
One Two	11% 12%	13% 6%
Three or more	5%	5%
None	72%	76%
Q6. Non-HH Face to Face Count	7270	7070
0	43%	32%
1-3	38%	46%
4-6	7%	11%
7+	11%	11%
Q7. Six Feet Away? (If Q6 > 0)		
0	17%	19%
1-3	62%	56%
4-6	10%	13%
7+	11%	12%
Q8. HH Member Going to Work		
Yes	38%	37%
No	62%	61%
Unsure  Q9. Children Interacting with Other Children	1%	3%
Yes	19%	21%
No No	80%	76%
Unsure	1%	3%
Q10. Times in Group > 20 in Last Week		
0	85%	71%
1-3	12%	22%
4-6	1%	3%
7+	2%	4%
Q11. Contact with Others: Family		
Yes	71%	64%
No	29%	36%
Q11. Contact with Others: Friends	17%	100/
Yes No	83%	19% 81%
Q11. Contact with Others: Co-workers	8370	01/0
Yes	14%	13%
No	86%	87%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	10%	10%
No	90%	90%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	18%	13%
No	82%	87%
Q12. Handwashing Count		
0	1%	1%
1-3	5%	4%
4-6 7+	18% 76%	16% 79%
Q13. Currently Practicing Social Distancing?	/0%	/9%
Yes	97%	93%
No	3%	7%
Q14. Currently Experiencing Symptoms?	570	. 70
Yes	2%	3%
No	96%	96%
Unsure	2%	2%
Q15. Likelihood of getting Coronavirus		
Yes	10%	4%

© Clarity Campaign Labs 62 of 122

	Confident	
	Yes	No
No	60%	61%
Unsure	30%	35%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	36%	37%
Most are reacting appropriately	58%	53%
Most are overreacting to the actual risks	6%	9%
Q17. Changes to Routine		
Large changes	73%	58%
Small changes	21%	29%
No real changes	4%	9%
Unsure	2%	4%
Q19. Latino		
Yes	4%	2%
No	96%	98%
Q20. Race		
White	79%	719
Black	16%	25%
Asian	2%	1%
Another race	3%	3%
Q19-20. Race + Ethnicity		
White	76%	70%
Black	15%	259
Asian	2%	1%
Hispanic or Latino	4%	2%
Another race	3%	3%
Q21. Panel Willingness		
Yes	83%	69%
No	17%	319
DEMOGRAPHICS - RACE ON FILE		
Caucasian	79%	739
Black	16%	249
Hispanic	1%	1%
Other	4%	2%
DEMOGRAPHICS - PARTY ON FILE	470	2/0
Democrat Democrat	43%	419
Republican	28%	329
•	29%	279
Other / Unaffiliated	29%	217
DEMOGRAPHICS - AGE	110/	00/
18-34	11%	8%
35-49	20%	119
50-64	27%	269
65-79	30%	389
80+	11%	169
DEMOGRAPHICS - GENDER		
Female	58%	63%
Male	42%	379
CLARITY SCORES: PARTY		
0-19	33%	369
20-39	6%	7%
40-59	7%	6%
60-79	6%	6%
80-100	48%	449
CLARITY SCORES: TURNOUT	ı	
0-19	0%	0%
20-39	2%	2%
40-59	4%	6%
50-79	6%	129
80-100	87%	809
CLARITY SCORES: COLLEGE	1.70	/
0-19	2%	259
20-39	11%	419
40-59	21%	219
60-79		
80-100	33%	9%
·····	33%	4%
CLARITY SCORES: CHOICE	4401	22-
0-19	11%	239
20-39	25%	359
40-59	30%	329
60-79	19%	8%
20.100	450/	20

80-100

CLARITY SCORES: CHURCH ATTENDANCE

© Clarity Campaign Labs 63 of 122

15%

3%

nfid	

	Confident	ial
	Yes	No
0-19	5%	3%
20-39	20%	12%
40-59	33%	34%
60-79	32%	38%
80-100	9%	13%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	41%	47%
20-39	20%	36%
40-59	27%	15%
60-79	12%	2%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	20%	25%
Greensboro-High Point-Winston Salem NC	18%	19%
Norfolk-Portsmouth-Newport News VA	1%	2%
Greenville-New Bern-Washington NC	7%	7%
Wilmington NC	5%	5%
Raleigh-Durham (Fayetteville) NC	41%	31%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	7%	9%
Myrtle Beach-Florence SC	1%	2%
DEMOGRAPHICS - PHONE TYPE		
Land-line	73%	85%
Wireless	27%	15%
Voter File Match		
Yes	78%	75%
No	22%	25%
Registered Voter (of Voter File Matches)		
Yes	97%	93%
No	3%	7%
Panel Respondent		
Yes	8%	7%
No	92%	93%

© Clarity Campaign Labs 64 of 122

### » Q19. Latino against...

a. Health Quality or ir ood ry Good Number of People in HH B C C. Children in HH Be Oo ree or more Ine Ine Ine Ine Ine Ine Ine Ine Ine In	(36)  11%  8%  44%  36%  47%  42%  11%  9%  23%  14%  54%  39%  22%  11%	(1,381)  5% 17% 44% 33%  76% 21% 2%  12% 8% 4% 75%  37% 43%
or ir ood ry Good Number of People in HH Children in HH	8% 44% 36% 47% 42% 111% 9% 23% 144% 54% 39% 22%	17% 44% 33% 76% 21% 2% 12% 8% 4% 75%
ry Good . Number of People in HH	8% 44% 36% 47% 42% 111% 9% 23% 144% 54% 39% 22%	17% 44% 33% 76% 21% 2% 12% 8% 4% 75%
ry Good  i. Number of People in HH  i. Signature of People in HH  i. Children in HH  i. Children in HH  i. Children in HH  i. Non-HH Face to Face Count  i. Signature of Signa	44% 36% 47% 42% 11% 9% 23% 14% 54% 39% 22%	44% 33% 76% 21% 2% 12% 8% 4% 75%
ry Good  i. Number of People in HH  i. Signature of People in HH  i. Children in HH  i. C	36%  47% 42% 11%  9% 23% 14% 54%  39% 22%	33%  76% 21% 2%  12% 8% 4% 75%
A. Number of People in HH  B. S. S. Children in HH  B. S.	47%   42%   11%   9%   23%   14%   54%   39%   22%	76% 21% 2% 12% 8% 4% 75%
3. Children in HH  ise  iso  iso  iso  iso  iso  iso  iso	9%   23%   14%   54%   39%   28%   22%	21% 2% 12% 8% 4% 75%
5. Children in HH  ise  ivo  ree or more  is. Non-HH Face to Face Count  3. Six Feet Away? (If Q6 > 0)	9%   23%   14%   54%   39%   28%   22%	21% 2% 12% 8% 4% 75%
is. Children in HH  ise  iso  iree or more  is. Non-HH Face to Face Count  iso  iso  iso  iso  iso  iso  iso  is	9% 23% 14% 54% 39% 28% 22%	2% 12% 8% 4% 75%
c. Children in HH  ise  iso  iree or more  is. Non-HH Face to Face Count  iso  iso  iso  iso  iso  iso  iso  is	9%   23%   14%   54%   39%   22%	12% 8% 4% 75%
ree or more ree or more res. Non-HH Face to Face Count  Solution S	23% 14% 54% 39% 28% 22%	8% 4% 75%
ree or more  i. Non-HH Face to Face Count  3  6  7. Six Feet Away? (If Q6 > 0)	23% 14% 54% 39% 28% 22%	8% 4% 75%
ree or more  ine  i. Non-HH Face to Face Count  i. Six Feet Away? (If Q6 > 0)	14% 54% 39% 28% 22%	4% 75% 37%
ine Non-HH Face to Face Count	39% 28% 22%	75% 37%
S. Non-HH Face to Face Count  S. Six Feet Away? (If Q6 > 0)	39% 28% 22%	37%
3	28%	
3	28%	
Six Feet Away? (If Q6 > 0)	22%	
'. Six Feet Away? (If Q6 > 0)		9%
		11%
	27%	18%
3	55%	58%
	9%	12%
	9%	11%
. HH Member Going to Work		
s !	53%	37%
	44%	61%
sure	3%	2%
. Children Interacting with Other Children		
	19%	20%
	81%	78%
	0%	2%
0. Times in Group > 20 in Last Week	81%	77%
	14%	18%
	0%	2%
,	6%	3%
1. Contact with Others: Family	0,0	
	69%	67%
	31%	33%
1. Contact with Others: Friends		
s	23%	18%
	77%	82%
1. Contact with Others: Co-workers		
s	18%	14%
	82%	86%
1. Contact with Others: Clients, patients, or patrons		
	9%	10%
	91%	90%
1. Contact with Others: Any other type of person not already mentioned	100/	450/
	18%	15%
	82%	85%
2. Handwashing Count	3%	1%
3	6%	4%
	11%	17%
	81%	78%
3. Currently Practicing Social Distancing?		
	94%	95%
	6%	5%
4. Currently Experiencing Symptoms?		
s	8%	2%
	92%	96%
sure	0%	2%
5. Likelihood of getting Coronavirus		

© Clarity Campaign Labs 65 of 122

	Confide	
	Yes	No
No .	56%	619
Jnsure	28%	339
Q16. NC Response to Coronavirus		
Most are underestimating the risks	31%	379
Most are reacting appropriately	63%	559
Most are overreacting to the actual risks	6%	8%
Q17. Changes to Routine		
Large changes	58%	659
Small changes	31%	259
No real changes	8%	7%
Jnsure	3%	3%
Q18. College Degree	570/	4.40
/es	67%	449
No	33%	569
Q20. Race White	00/	750
	0%	759
Black	0%	219
Asian	0%	1%
Another race	0%	3%
Q19-20. Race + Ethnicity	00/	750
White	0%	759
Black	0%	219
Asian	0%	1%
Hispanic or Latino	100%	0%
Another race	0%	3%
Q21. Panel Willingness	7.00	7.00
Yes	74%	769
No	26%	249
DEMOGRAPHICS - RACE ON FILE		
Caucasian	37%	779
Black	11%	209
Hispanic	42%	0%
Other	11%	3%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	21%	439
Republican	21%	309
Other / Unaffiliated	58%	279
DEMOGRAPHICS - AGE	2.504	
18-34	36%	9%
35-49	25%	159
50-64	22%	279
65-79	11%	359
80+	6%	149
DEMOGRAPHICS - GENDER		
Female	61%	619
Male	39%	39%
CLARITY SCORES: PARTY		
0-19	21%	359
20-39	5%	7%
40-59	11%	6%
60-79	21%	6%
80-100	42%	469
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	11%	2%
40-59	11%	5%
50-79	17%	9%
80-100	61%	849
CLARITY SCORES: COLLEGE		
0-19	16%	149
20-39	16%	289
40-59	26%	219
50-79	32%	199
30-100	11%	179
CLARITY SCORES: CHOICE		
0-19	7%	189
20-39	43%	309
10-59	43%	319
50-79	0%	139
80-100	7%	8%

© Clarity Campaign Labs 66 of 122

	entia

	Confide	ntial
	Yes	No
0-19	0%	4%
20-39	26%	15%
40-59	63%	33%
60-79	0%	36%
80-100	11%	11%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	36%	44%
20-39	21%	29%
40-59	36%	20%
60-79	7%	7%
80-100	0%	0%
MEDIA MARKET	'	
Charlotte NC	21%	22%
Greensboro-High Point-Winston Salem NC	16%	18%
Norfolk-Portsmouth-Newport News VA	0%	1%
Greenville-New Bern-Washington NC	11%	7%
Wilmington NC	5%	5%
Raleigh-Durham (Fayetteville) NC	42%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	5%	8%
Myrtle Beach-Florence SC	0%	2%
DEMOGRAPHICS - PHONE TYPE	'	
Land-line	37%	80%
Wireless	63%	20%
Voter File Match		
Yes	53%	77%
No	47%	23%
Registered Voter (of Voter File Matches)	'	
Yes	95%	95%
No	5%	5%
Panel Respondent		
Yes	6%	7%
No	94%	93%

© Clarity Campaign Labs 67 of 122

### » Q20. Race against...

	White	Black	Asian	Another race
n	(1,020)	(284)	(16)	(41)
Q1. Health Quality				
Poor	5%	5%	13%	8%
Fair	16%	22%	13%	18%
Good	43%	47%	56%	48%
Very Good	36%	26%	19%	28%
Q4. Number of People in HH				
1-3	77%	73%	56%	76%
4-6	21%	24%	38%	12%
7+	2%	3%	6%	12%
Q5. Children in HH				
One	11%	17%	6%	18%
Two	9%	8%	6%	3%
Three or more	4%	5%	6%	15%
None	76%	70%	81%	65%
Q6. Non-HH Face to Face Count				
0	38%	31%	69%	38%
1-3	41%	50%	25%	38%
4-6	9%	9%	0%	3%
7+	11%	10%	6%	23%
Q7. Six Feet Away? (If Q6 > 0)				- · · <del>-</del>
0	18%	17%	20%	21%
1-3	58%	58%	60%	50%
4-6	12%	13%	20%	13%
7+	11%	11%	0%	17%
Q8. HH Member Going to Work	11/0	11/0	070	1770
Yes	37%	35%	50%	46%
No No	61%	63%	50%	54%
Unsure	2%	2%	0%	0%
	270	Z70	0%	U%
Q9. Children Interacting with Other Children	240/	450/	220/	240/
Yes	21%	15%	33%	31%
No	77%	83%	67%	62%
Unsure	2%	3%	0%	8%
Q10. Times in Group > 20 in Last Week				
0	82%	62%	80%	73%
1-3	14%	29%	7%	15%
4-6	2%	4%	0%	3%
7+	2%	5%	13%	10%
Q11. Contact with Others: Family				
Yes	69%	59%	67%	73%
No	31%	41%	33%	28%
Q11. Contact with Others: Friends				
Yes	17%	19%	25%	38%
No	83%	81%	75%	62%
Q11. Contact with Others: Co-workers				
Yes	12%	16%	23%	19%
No	88%	84%	77%	81%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	9%	13%	21%	22%
No	91%	88%	79%	78%
Q11. Contact with Others: Any other type of person not already	mention	ed		
Yes	14%	19%	15%	28%
No	86%	81%	85%	72%
Q12. Handwashing Count				
0	1%	0%	0%	2%
1-3	4%	3%	6%	5%
4-6	19%	12%	25%	7%
7+	76%	85%	69%	85%
Q13. Currently Practicing Social Distancing?				
Yes	96%	92%	100%	88%
No	4%	8%	0%	12%
Q14. Currently Experiencing Symptoms?				
Yes	2%	2%	0%	7%
No	96%	96%	100%	88%
Unsure	1%	1%	0%	5%
Q15. Likelihood of getting Coronavirus	1/0	1,0	3,0	3,0
Yes	8%	2%	13%	2%
	0,0	2/0	13/0	2/0

© Clarity Campaign Labs 68 of 122

Cor	nfidentia
cian	Anotho

	White	Black	Asian	Another race
No	60%	65%	75%	61%
Unsure	33%	33%	13%	37%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	36%	41%	19%	44%
Most are reacting appropriately	57%	49%	63%	41%
Most are overreacting to the actual risks	7%	10%	19%	15%
Q17. Changes to Routine				
Large changes	66%	61%	75%	56%
Small changes	25% 6%	27% 7%	19% 6%	24%
No real changes Unsure	2%	5%	0%	10%
Q18. College Degree	2/0	370	070	1070
Yes	47%	35%	75%	39%
No	53%	65%	25%	61%
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	700/	71%	6304	CC0/
Yes No	78% 22%	29%	62% 38%	66% 34%
DEMOGRAPHICS - RACE ON FILE	22/0	25/0	30/0	34/0
Caucasian	98%	9%	8%	33%
Black	2%	91%	8%	21%
Hispanic	0%	0%	0%	0%
Other	1%	0%	83%	45%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	30%	87%	50%	45%
Republican	39%	2%	17%	21%
Other / Unaffiliated	31%	10%	33%	33%
DEMOGRAPHICS - AGE				
18-34	9%	8%	6%	10%
35-49	15%	13%	31%	17%
50-64 65-79	26% 34%	30% 41%	38% 25%	27% 29%
80+	16%	8%	0%	17%
DEMOGRAPHICS - GENDER	1070	070	070	1770
Female	59%	72%	31%	54%
Male	41%	28%	69%	46%
CLARITY SCORES: PARTY				
0-19	45%	2%	17%	18%
20-39	8%	1%	8%	12%
40-59	8%	0%	8%	3%
60-79	6%	4%	0%	12%
80-100	32%	93%	67%	55%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	2%	1%	0%	6%
40-59 60-79	5% 9%	4% 9%	8% 17%	0% 16%
80-100	84%	85%	75%	78%
CLARITY SCORES: COLLEGE	04%	85%	75%	70%
0-19	14%	15%	0%	18%
20-39	25%	37%	17%	39%
40-59	21%	23%	17%	15%
60-79	20%	17%	33%	12%
80-100	20%	8%	33%	15%
CLARITY SCORES: CHOICE				
0-19	23%	1%	0%	9%
20-39	31%	25%	36%	47%
40-59	25%	52%	18%	28%
60-79	12%	15%	36%	16%
80-100	9%	6%	9%	0%
CLARITY SCORES: CHURCH ATTENDANCE	F0/		CO.	501
0-19	5%	1%	0%	6%
20-39	16%	9%	58%	15%

© Clarity Campaign Labs 69 of 122

Co		

Confidential				
	White	Black	Asian	Another race
40-59	33%	31%	42%	36%
60-79	33%	50%	0%	39%
80-100	12%	10%	0%	3%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	56%	3%	36%	44%
20-39	23%	49%	9%	34%
40-59	14%	40%	36%	19%
60-79	7%	8%	18%	3%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	24%	19%	25%	15%
Greensboro-High Point-Winston Salem NC	19%	18%	25%	18%
Norfolk-Portsmouth-Newport News VA	2%	1%	0%	0%
Greenville-New Bern-Washington NC	7%	7%	8%	6%
Wilmington NC	6%	3%	0%	0%
Raleigh-Durham (Fayetteville) NC	32%	49%	33%	33%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	10%	2%	0%	3%
Myrtle Beach-Florence SC	1%	1%	8%	24%
DEMOGRAPHICS - PHONE TYPE				
Land-line	79%	83%	58%	85%
Wireless	21%	17%	42%	15%
Voter File Match				
Yes	77%	74%	75%	80%
No	23%	26%	25%	20%
Registered Voter (of Voter File Matches)				
Yes	94%	96%	100%	97%
No	6%	4%	0%	3%
Panel Respondent				
Yes	8%	5%	6%	15%
No	92%	95%	94%	85%
<u> </u>				

© Clarity Campaign Labs 70 of 122

### >> Q19-20. Race + Ethnicity against...

	White	Black	Asian	Hispanic or Latino	Another race
n	(1,350)	(446)	(18)	(38)	(58)
Q1. Health Quality					
Poor	5%	5%	11%	11%	5%
Fair	16%	21%	11%	8%	14%
Good	43%	46%	56%	47%	47%
Very Good	35%	28%	22%	34%	33%
Q4. Number of People in HH					
1-3	79%	74%	56%	49%	76%
4-6	19%	23%	39%	41%	15%
7+	2%	3%	6%	11%	9%
Q5. Children in HH					
One	10%	15%	6%	8%	16%
Two	8%	7%	6%	22%	4%
Three or more	4%	6%	6%	14%	14%
None	78%	72%	82%	56%	67%
Q6. Non-HH Face to Face Count					
0	37%	31%	65%	38%	31%
1-3	42%	49%	29%	27%	41%
4-6	9%	10%	0%	24%	4%
7+	12%	10%	6%	11%	24%
Q7. Six Feet Away? (If Q6 > 0)					
0	18%	18%	17%	30%	19%
1-3	58%	58%	67%	52%	47%
4-6	12%	12%	17%	9%	9%
7+	12%	12%	0%	9%	25%
Q8. HH Member Going to Work					
Yes	36%	32%	47%	51%	49%
No	62%	65%	53%	43%	51%
Unsure	2%	3%	0%	5%	0%
Q9. Children Interacting with Other Children					
Yes	21%	17%	33%	19%	29%
No	77%	81%	67%	81%	64%
Unsure	2%	2%	0%	0%	7%
Q10. Times in Group > 20 in Last Week	2,0		0,0		7,0
0	80%	58%	81%	78%	71%
<u> </u>	15%	32%	6%	14%	17%
4-6	2%	4%	0%	3%	2%
7+	3%	6%	13%	5%	10%
Q11. Contact with Others: Family	370	070	13/0	370	1070
Yes	68%	59%	69%	68%	70%
No	32%	41%	31%	32%	30%
Q11. Contact with Others: Friends	32/0	71/0	31/0	32/0	3070
Yes	18%	21%	25%	23%	36%
No .	82%	79%	75%	77%	64%
Q11. Contact with Others: Co-workers	02/0	7370	7370	7770	0470
	120/	170/	220/	100/	210/
Yes	12%	17%	77%	18% 82%	21% 79%
No	88%	83%	/ / 70	0470	/9%
Q11. Contact with Others: Clients, patients, or partients		1.407	210/	00/	2007
Yes	9%	14%	21%	9%	20%
No	91%	86%	79%	91%	80%
Q11. Contact with Others: Any other type of per-					360/
Yes	14%	19%	15%	18%	26%
No	86%	81%	85%	82%	74%
Q12. Handwashing Count	401	001	00/	20/	201
0	1%	0%	0%	3%	2%
1-3	5%	4%	6%	6%	5%
4-6	19%	13%	25%	11%	9%
7+	76%	83%	69%	81%	84%
Q13. Currently Practicing Social Distancing?	-				
Yes	96%		100%	94%	89%
No	4%	9%	0%	6%	11%
Q14. Currently Experiencing Symptoms?					
Yes	2%	2%	0%	8%	7%
No	96%	96%	100%	92%	89%
Unsure	1%	2%	0%	0%	5%
Q15. Likelihood of getting Coronavirus					
Yes	8%	2%	13%	17%	2%
Olavitus Oamanainua Laba					

© Clarity Campaign Labs 71 of 122

	fid	

				Confic	iential
	White	Black	Asian	Hispanic or	Another
		Didox	, tolall	Latino	race
No	59%	65%	75%	56%	60%
Unsure	33%	33%	13%	28%	37%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	36%	41%	19%	31%	45%
Most are reacting appropriately	57%	49%	63%	63%	40%
Most are overreacting to the actual risks	7%	10%	19%	6%	14%
Q17. Changes to Routine					
Large changes	66%	62%	75%	58%	56%
Small changes	25%	26%	19%	31%	24%
No real changes	6%	7%	6%	8%	10%
Unsure	2%	5%	0%	3%	10%
Q18. College Degree					
Yes	47%	34%	75%	67%	39%
No	53%	66%	25%	33%	61%
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	78%	70%	62%	74%	66%
No	22%	30%	38%	26%	34%
DEMOGRAPHICS - RACE ON FILE	/-				
Caucasian	98%	5%	7%	33%	22%
Black	1%	95%	7%	10%	14%
Hispanic	0%	0%	0%	48%	0%
Other	0%	0%	86%	10%	64%
DEMOGRAPHICS - PARTY ON FILE	070	070	3070	10/0	0470
Democrat	30%	87%	43%	24%	46%
Republican	39%	2%	14%	19%	18%
Other / Unaffiliated	31%	11%	43%	57%	36%
DEMOGRAPHICS - AGE	31/0	11/0	43/0	37/0	30/0
18-34	70/	6%	11%	34%	14%
35-49	7% 13%		28%	26%	17%
50-64	24%	10% 29%	39%	21%	24%
65-79	35%	42%	22%	11%	26%
80+	20%	13%	0%	8%	19%
DEMOGRAPHICS - GENDER	600/	740/	220/	620/	F20/
Female	60%	74%	33%	63%	53%
Male	40%	26%	67%	37%	47%
CLARITY SCORES: PARTY	400/	20/	1.40/	100/	1.00/
0-19	46%	2%	14%	19%	16%
20-39	8%	1%	7%	5%	8%
40-59	8%	0%	7%	10%	2%
60-79	7%	2%	7%	19%	16%
80-100	31%	95%	64%	48%	58%
CLARITY SCORES: TURNOUT		T			
0-19	0%	0%	0%	0%	0%
20-39	2%	1%	0%	15%	4%
40-59	5%	4%	14%	10%	4%
60-79	9%	9%	21%	15%	21%
80-100	83%	86%	64%	60%	70%
CLARITY SCORES: COLLEGE					
0-19	16%	14%	0%	14%	18%
20-39	27%	42%	14%	14%	38%
40-59	20%	23%	21%	24%	24%
60-79	19%	15%	29%	33%	10%
80-100	18%	7%	36%	14%	10%
CLARITY SCORES: CHOICE					
0-19	24%	1%	0%	7%	7%
20-39	31%	26%	38%	40%	43%
40-59	25%	53%	15%	47%	35%
60-79	12%	14%	38%	0%	15%
80-100	8%	5%	8%	7%	0%
CLARITY SCORES: CHURCH ATTENDANCE	'				
0-19	5%	1%	7%	0%	6%
20-39	15%	7%	57%	24%	16%
			انسا		
Clarity Compoint Labo					

© Clarity Campaign Labs 72 of 122

#### Confidential

	Confidential				dential
	White	Black	Asian	Hispanic or Latino	Another race
40-59	34%	31%	36%	67%	42%
60-79	34%	52%	0%	0%	30%
80-100	13%	8%	0%	10%	6%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	57%	4%	31%	33%	35%
20-39	24%	51%	15%	27%	37%
40-59	13%	39%	38%	33%	24%
60-79	5%	6%	15%	7%	4%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	23%	18%	21%	24%	18%
Greensboro-High Point-Winston Salem NC	19%	18%	29%	19%	16%
Norfolk-Portsmouth-Newport News VA	2%	2%	0%	0%	0%
Greenville-New Bern-Washington NC	7%	8%	7%	10%	6%
Wilmington NC	6%	4%	0%	5%	0%
Raleigh-Durham (Fayetteville) NC	32%	46%	36%	38%	28%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	10%	2%	0%	5%	6%
Myrtle Beach-Florence SC	1%	1%	7%	0%	26%
DEMOGRAPHICS - PHONE TYPE					
Land-line	84%	88%	57%	38%	82%
Wireless	16%	12%	43%	62%	18%
Voter File Match					
Yes	83%	83%	78%	55%	86%
No	17%	17%	22%	45%	14%
Registered Voter (of Voter File Matches)					
Yes	94%	96%	100%	95%	94%
No	6%	4%	0%	5%	6%
Panel Respondent					
Yes	7%	4%	6%	5%	10%
No	93%	96%	94%	95%	90%

© Clarity Campaign Labs 73 of 122

## » Q21. Panel Willingness against...

	Yes	No
n	(1,006)	(327)
Q1. Health Quality		, ,
Poor	5%	7%
Fair	16%	20%
Good	44%	46%
Very Good	35%	27%
Q4. Number of People in HH		
1-3	75%	77%
4-6	23%	19%
7+	2%	4%
Q5. Children in HH One	13%	12%
Two	9%	8%
Three or more	5%	5%
None	73%	75%
Q6. Non-HH Face to Face Count		
0	38%	34%
1-3	42%	42%
4-6	8%	12%
7+	11%	11%
Q7. Six Feet Away? (If Q6 > 0)		
0	18%	19%
1-3	59%	56%
4-6	12%	13%
7+	12%	12%
Q8. HH Member Going to Work	200/	2001
Yes No	39%	32%
Unsure	60%	65% 3%
Q9. Children Interacting with Other Children	2/0	3/0
Yes	19%	21%
No	79%	79%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week		
0	79%	72%
1-3	17%	19%
4-6	2%	3%
7+	2%	6%
Q11. Contact with Others: Family		
Yes	68%	63%
No	32%	37%
Q11. Contact with Others: Friends	470/	240/
Yes No	17% 83%	21% 79%
Q11. Contact with Others: Co-workers	03/0	75/0
Yes	13%	15%
No	87%	85%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	10%	11%
No	90%	89%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	16%	13%
No	84%	87%
Q12. Handwashing Count		
0	0%	1%
1-3	4%	4%
4-6	16%	19%
7+ O12 Currently Practicing Social Distancing?	80%	76%
Q13. Currently Practicing Social Distancing? Yes	97%	90%
163	3%	10%
No.	J/0	1070
No O14. Currently Experiencing Symptoms?		
No Q14. Currently Experiencing Symptoms? Yes	2%	2%
Q14. Currently Experiencing Symptoms?		2% 96%
Q14. Currently Experiencing Symptoms? Yes	2%	
Q14. Currently Experiencing Symptoms? Yes No	2% 96%	96%

© Clarity Campaign Labs 74 of 122

	Confiden	onfidential		
	Yes	No		
No	60%	619		
Jnsure	32%	349		
Q16. NC Response to Coronavirus				
Most are underestimating the risks	39%	309		
Most are reacting appropriately	54%	599		
Most are overreacting to the actual risks	6%	119		
Q17. Changes to Routine				
arge changes	70%	509		
Small changes	24%	319		
No real changes	5%	129		
Jnsure	1%	7%		
Q18. College Degree				
/es	49%	319		
No	51%	699		
Q19. Latino				
/es	2%	3%		
No	98%	979		
Q20. Race				
White	76%	689		
Black	20%	269		
Asian	1%	29		
Another race	3%	49		
	370	47		
Q19-20. Race + Ethnicity	740/			
White	74%	669		
Black	20%	269		
Asian	1%	29		
Hispanic or Latino	2%	3%		
Another race	2%	4%		
DEMOGRAPHICS - RACE ON FILE				
Caucasian	77%	709		
Black	19%	269		
Hispanic	1%	29		
Other	3%	3%		
DEMOGRAPHICS - PARTY ON FILE				
Democrat	42%	469		
Republican	30%	299		
Other / Unaffiliated	28%	269		
DEMOGRAPHICS - AGE				
18-34	10%	109		
35-49	17%	129		
50-64	27%	259		
55-79	34%	379		
30+	12%	169		
	12/0	10.		
DEMOGRAPHICS - GENDER	620/			
Female	63%	579		
Male	37%	439		
CLARITY SCORES: PARTY				
0-19	34%	339		
20-39	7%	89		
10-59	7%	6%		
50-79	6%	79		
30-100	46%	479		
CLARITY SCORES: TURNOUT				
0-19	0%	09		
0-39	2%	19		
10-59	5%	79		
50-79	9%	119		
80-100	84%	819		
CLARITY SCORES: COLLEGE				
0-19	14%	189		
20-39	25%	409		
10-59	21%	219		
60-79		129		
	22%			
80-100	19%	109		
CLARITY SCORES: CHOICE	1	1 2.1		
0-19	18%	169		
0-39	28%	359		
0-59	30%	349		
50-79	14%	119		
80-100	10%	49		

80-100

CLARITY SCORES: CHURCH ATTENDANCE

© Clarity Campaign Labs 75 of 122

10%

4%

nfid	

	Confidential	
	Yes	No
0-19	4%	3%
20-39	15%	16%
40-59	34%	35%
60-79	35%	35%
80-100	12%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY	·	
0-19	43%	44%
20-39	28%	33%
40-59	21%	20%
60-79	8%	3%
80-100	0%	0%
MEDIA MARKET	·	
Charlotte NC	23%	23%
Greensboro-High Point-Winston Salem NC	18%	21%
Norfolk-Portsmouth-Newport News VA	1%	1%
Greenville-New Bern-Washington NC	7%	10%
Wilmington NC	5%	4%
Raleigh-Durham (Fayetteville) NC	37%	31%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	7%
Myrtle Beach-Florence SC	1%	3%
DEMOGRAPHICS - PHONE TYPE		
Land-line	77%	82%
Wireless	23%	18%
Voter File Match		
Yes	78%	70%
No	22%	30%
Registered Voter (of Voter File Matches)		
Yes	95%	95%
No	5%	5%
Panel Respondent		
Yes	9%	2%
No	91%	98%

© Clarity Campaign Labs 76 of 122

# $\red{\red} \textbf{DEMOGRAPHICS - RACE ON FILE } \textit{against}...$

	Caucasian	Black	Hispanic	Other
n	(1,140)	(375)	(11)	(51)
Q1. Health Quality		, ,		
Poor	5%	5%	0%	8%
Fair	16%	20%	18%	10%
Good	44%	46%	55%	59%
Very Good	34%	29%	27%	24%
Q4. Number of People in HH				
1-3	79%	74%	50%	74%
4-6	19%	23%	30%	26%
7+	2%	3%	20%	0%
Q5. Children in HH				
One	9%	12%	10%	18%
Two	8%	6%	30%	2%
Three or more	3%	7%	20%	2%
None	79%	75%	40%	77%
Q6. Non-HH Face to Face Count				
0	36%	32%	40%	31%
1-3	43%	49%	30%	43%
4-6	9%	9%	20%	7%
7+	12%	10%	10%	19%
Q7. Six Feet Away? (If Q6 > 0)	100/	240/	222/	440/
0	18%	21%	33%	11%
1-3	58%	58%	50%	63%
4-6 7+	11%	10%	0%	7%
	13%	12%	17%	19%
Q8. HH Member Going to Work	200/	220/	F00/	420/
Yes No	36% 61%	32% 65%	50% 30%	43% 57%
Unsure	3%	3%	20%	0%
Q9. Children Interacting with Other Children	370	3/0	2070	070
Yes	18%	18%	17%	38%
No	80%	80%	83%	50%
Unsure	2%	2%	0%	13%
Q10. Times in Group > 20 in Last Week	270	2/0	070	13/0
0	80%	55%	60%	73%
1-3	15%	35%	30%	20%
4-6	2%	4%	10%	0%
7+	3%	6%	0%	7%
Q11. Contact with Others: Family	3,0	0,0	0,0	7,70
Yes	70%	61%	90%	73%
No	30%	39%	10%	28%
Q11. Contact with Others: Friends				
Yes	17%	21%	13%	19%
No	83%	79%	88%	81%
Q11. Contact with Others: Co-workers				
Yes	11%	17%	13%	17%
No	89%	83%	88%	83%
Q11. Contact with Others: Clients, patients, or patrons				
	9%	13%	25%	13%
Yes			75%	87%
Yes No	91%	87%		
		87%		
No		17%	13%	23%
No Q11. Contact with Others: Any other type of person not already	mentioned		13% 88%	23% 77%
No Q11. Contact with Others: Any other type of person not already Yes	mentioned 14%	17%		
No Q11. Contact with Others: Any other type of person not already Yes No	mentioned 14%	17%		
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count	mentioned 14% 86%	17% 83%	88%	77%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0	mentioned 14% 86%	17% 83%	88%	77%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3	mentioned 14% 86% 1% 5%	17% 83% 0% 4%	88% 0% 0%	77% 0% 6%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6	mentioned 14% 86% 1% 5% 19%	17% 83% 0% 4% 11%	88% 0% 0% 11%	77% 0% 6% 20%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+	mentioned 14% 86% 1% 5% 19%	17% 83% 0% 4% 11%	88% 0% 0% 11%	77% 0% 6% 20%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing?	mentioned  14%  86%  1%  5%  19%  75%	17% 83% 0% 4% 11% 85%	0% 0% 11% 89%	77%  0% 6% 20% 74%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	mentioned  14%  86%  1%  5%  19%  75%  96%  4%	17% 83% 0% 4% 11% 85% 91% 9%	88%  0% 0% 11% 89%  100% 0%	77%  0% 6% 20% 74%  94% 6%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No	mentioned  14%  86%  1%  5%  19%  75%	17% 83% 0% 4% 11% 85% 91% 9%	88% 0% 0% 11% 89%	77%  0% 6% 20% 74%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	mentioned  14%  86%  1%  5%  19%  75%  96%  4%	17% 83% 0% 4% 11% 85% 91% 9%	88%  0% 0% 11% 89%  100% 0%	77%  0% 6% 20% 74%  94% 6%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	mentioned	17% 83% 0% 4% 11% 85% 91% 9%	88%  0% 0% 11% 89%  100% 0%	77%  0% 6% 20% 74%  94% 6%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	mentioned	17% 83% 0% 4% 11% 85% 91% 9%	88%  0% 0% 11% 89%  100% 0% 100%	77%  0% 6% 20% 74%  94% 6%  9% 89%

© Clarity Campaign Labs 77 of 122

nfid	

			onfidenti	
	Caucasian	Black	Hispanic	_
No	57%	63%	78%	629
Unsure	36%	34%	22%	35%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	36%	43%	38%	39%
Most are reacting appropriately	58%	48%	63%	589
Most are overreacting to the actual risks	6%	9%	0%	3%
Q17. Changes to Routine				
Large changes	68%	62%	67%	669
Small changes	25%	29%	33%	289
No real changes	6%	4%	0%	3%
Unsure	2%	5%	0%	3%
Q18. College Degree				
Yes	48%	37%	56%	569
No	52%	63%	44%	449
Q19. Latino				
Yes	1%	1%	89%	6%
No	99%	99%	11%	949
Q20. Race				
White	96%	6%	0%	179
Black	2%	91%	100%	0%
Asian	0%	0%	0%	339
Another race	1%	3%	0%	509
Q19-20. Race + Ethnicity	'			
White	97%	3%	0%	109
Black	2%	94%	9%	0%
Asian	0%	0%	0%	249
Hispanic or Latino	1%	1%	91%	4%
Another race	1%	2%	0%	639
Q21. Panel Willingness	170	2/0	070	03,
<u> </u>	700/	72%	F.C0/	700
Yes	79%		56%	789
No	21%	28%	44%	229
DEMOGRAPHICS - PARTY ON FILE				1
Democrat	30%	87%	36%	419
Republican	39%	1%	9%	189
Other / Unaffiliated	31%	12%	55%	419
DEMOGRAPHICS - AGE				
18-34	6%	4%	45%	129
35-49	12%	9%	27%	209
50-64	24%	29%	18%	339
65-79	38%	45%	0%	229
80+	21%	13%	9%	149
DEMOGRAPHICS - GENDER	<u> </u>			
Female	60%	76%	73%	559
Male	40%	24%	27%	459
CLARITY SCORES: PARTY				
0-19	46%	1%	9%	169
20-39	8%	1%	9%	2%
40-59	8%	1%	9%	109
60-79	8%	1%	27%	149
80-100	30%	97%	45%	599
CLARITY SCORES: TURNOUT	30/0	31/0	<del>1</del> J/0	1 237
	00/	00/	00/	00
0-19	0%	0%	0%	0%
20-39	2%	1%	9%	0%
40-59	5%	4%	18%	9%
60-79	10%	8%	27%	189
80-100	82%	87%	45%	739
CLARITY SCORES: COLLEGE				
0-19	16%	13%	18%	129
20-39	27%	42%	18%	279
40-59	20%	22%	27%	279
60-79	19%	14%	27%	149
80-100	17%	8%	9%	209
CLARITY SCORES: CHOICE				
0-19	24%	1%	0%	9%
20-39	32%	26%	38%	399
40-59	25%	53%	63%	309
60-79	11%	15%	0%	239
80-100	8%	5%	0%	0%
CLARITY SCORES: CHURCH ATTENDANCE	0/0	370		1 37
SE 1 SCORES. CHORCH AT LINDANCE				
0-19	5%	0%	0%	6%

© Clarity Campaign Labs 78 of 122

#### Confidential

Confidential				
	Caucasian	Black	Hispanic	Other
40-59	34%	32%	82%	41%
60-79	34%	53%	0%	18%
80-100	13%	8%	0%	6%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	57%	3%	25%	32%
20-39	24%	50%	50%	32%
40-59	13%	40%	25%	27%
60-79	5%	7%	0%	9%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	24%	18%	27%	16%
Greensboro-High Point-Winston Salem NC	19%	18%	18%	16%
Norfolk-Portsmouth-Newport News VA	2%	2%	0%	0%
Greenville-New Bern-Washington NC	7%	8%	18%	8%
Wilmington NC	6%	3%	0%	0%
Raleigh-Durham (Fayetteville) NC	31%	48%	36%	25%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	10%	2%	0%	6%
Myrtle Beach-Florence SC	1%	1%	0%	29%
DEMOGRAPHICS - PHONE TYPE				
Land-line	84%	87%	36%	76%
Wireless	16%	13%	64%	24%
Voter File Match				
Yes	100%	100%	100%	100%
No	0%	0%	0%	0%
Registered Voter (of Voter File Matches)				
Yes	95%	96%	100%	88%
No	5%	4%	0%	12%
Panel Respondent				
Yes	7%	4%	0%	6%
No	93%	96%	100%	94%

© Clarity Campaign Labs 79 of 122

## >> DEMOGRAPHICS - PARTY ON FILE against...

	Democrat	Republican	Other / Unaffiliated
n	(697)	(459)	(421)
Q1. Health Quality			
Poor	4%	7%	5%
Fair	18%	16%	15%
Good	46%	43%	45%
Very Good	31%	35%	34%
Q4. Number of People in HH			
1-3	80%	76%	76%
4-6	18%	22%	21%
7+	2%	3%	3%
Q5. Children in HH	110/	00/	120/
One	11%	8%	12%
There are seen	5%	10%	9%
Three or more None	4% 80%	3% 79%	6% 73%
Q6. Non-HH Face to Face Count	80%	79%	75%
0	32%	37%	37%
1-3	48%	41%	40%
4-6	8%	11%	9%
7+	12%	11%	14%
Q7. Six Feet Away? (If Q6 > 0)	12/0	-1/0	1770
0	19%	16%	20%
1-3	59%	59%	55%
4-6	10%	11%	11%
7+	12%	13%	15%
Q8. HH Member Going to Work		,	
Yes	30%	38%	40%
No	66%	58%	58%
Unsure	4%	3%	2%
Q9. Children Interacting with Other Children			
Yes	17%	21%	20%
No	82%	77%	77%
Unsure	1%	3%	3%
Q10. Times in Group > 20 in Last Week			
0	68%	79%	79%
1-3	23%	17%	16%
4-6	3%	1%	2%
7+	5%	2%	3%
Q11. Contact with Others: Family			
Yes	64%	72%	72%
No	36%	28%	28%
Q11. Contact with Others: Friends			
Yes	20%	17%	16%
No	80%	83%	84%
Q11. Contact with Others: Co-workers			
Yes	13%	14%	11%
No	87%	86%	89%
Q11. Contact with Others: Clients, patients, or patrons	1001	440/	221
Yes	10%	11%	9%
No	90%	89%	91%
Q11. Contact with Others: Any other type of person not			120/
Yes	18%	14%	12%
No	82%	86%	88%
Q12. Handwashing Count	00/	00/	10/
0	0%	0%	1%
1-3 4-6	5%	5%	5%
7+	18% 77%	19% 77%	16% 78%
Q13. Currently Practicing Social Distancing?	/ / /0	///0	/0/0
Yes	95%	96%	95%
No No	5%	4%	5%
Q14. Currently Experiencing Symptoms?	3/0	4/0	3/0
Yes	1%	2%	4%
No No	97%	96%	95%
Unsure	2%	1%	2%
Q15. Likelihood of getting Coronavirus	2/0	1/0	2/0
Yes	4%	5%	10%
	-7/0	3/0	10/0

© Clarity Campaign Labs 80 of 122

	ntia

	Democrat	Republican	Other / Unaffiliated
No	58%	62%	55%
Unsure	38%	33%	35%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	40%	33%	37%
Most are reacting appropriately	55%	59%	55%
Most are overreacting to the actual risks	4%	8%	9%
Q17. Changes to Routine			
Large changes	65%	65%	69%
Small changes	25%	28%	24%
No real changes	5%	5%	5%
Unsure	4%	1%	3%
Q18. College Degree			
Yes	47%	42%	48%
No	53%	58%	52%
Q19. Latino	3370	3070	32/0
Yes	1%	1%	4%
No	99%	99%	96%
Q20. Race			
White	54%	96%	87%
Black	41%	2%	8%
Asian	1%	1%	1%
Another race	3%	2%	4%
Q19-20. Race + Ethnicity			
White	49%	95%	82%
Black	46%	2%	10%
Asian	1%	0%	1%
Hispanic or Latino	1%	1%	3%
Another race	3%	2%	4%
	3/0	270	470
Q21. Panel Willingness	760/	700/	700/
Yes	76%	78%	79%
No	24%	22%	21%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	50%	97%	83%
Black	47%	1%	10%
Hispanic	1%	0%	1%
Other	3%	2%	5%
DEMOGRAPHICS - AGE			
18-34	4%	4%	11%
35-49	7%	12%	18%
50-64	24%	28%	23%
65-79	44%	35%	34%
80+	21%	21%	13%
DEMOGRAPHICS - GENDER	21/0	21/0	1370
	710/	F00/	F00/
Female	71%	58%	59%
Male	29%	42%	41%
CLARITY SCORES: PARTY			
0-19	0%	95%	24%
20-39	1%	2%	19%
40-59	2%	0%	18%
60-79	6%	0%	14%
80-100	90%	2%	25%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	0%
20-39	1%	1%	4%
40-59	3%	5%	10%
60-79	8%	10%	12%
80-100	87%	84%	74%
CLARITY SCORES: COLLEGE	1 2 1		
0-19	16%	18%	12%
20-39	35%	27%	28%
40-59	19%	21%	25%
60-79	17%	17%	20%
80-100	13%	17%	15%
CLARITY SCORES: CHOICE			
0-19	4%	46%	9%
20-39	25%	34%	37%
	40%	17%	37%
		1//0	31/0
40-59		20/	1 /10/
40-59 60-79	18%	3%	14%
40-59		3% 0%	14%

© Clarity Campaign Labs 81 of 122

#### Confidential

			Confidential
	Democrat	Republican	Other / Unaffiliated
20-39	14%	7%	19%
40-59	34%	22%	46%
60-79	40%	47%	23%
80-100	6%	23%	6%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	7%	95%	47%
20-39	48%	4%	32%
40-59	34%	1%	18%
60-79	11%	0%	3%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	18%	28%	22%
Greensboro-High Point-Winston Salem NC	18%	25%	15%
Norfolk-Portsmouth-Newport News VA	2%	2%	2%
Greenville-New Bern-Washington NC	8%	7%	7%
Wilmington NC	5%	5%	5%
Raleigh-Durham (Fayetteville) NC	41%	25%	37%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	9%	10%
Myrtle Beach-Florence SC	3%	0%	2%
DEMOGRAPHICS - PHONE TYPE			
Land-line	88%	86%	75%
Wireless	12%	14%	25%
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	7%	6%	5%
No	93%	94%	95%

© Clarity Campaign Labs 82 of 122

## >> DEMOGRAPHICS - AGE against...

	18-34	35-49	50-64	65-79	80+
n	(147)	(252)	(486)	(686)	(339)
Q1. Health Quality					
Poor	3%	4%	6%	5%	8%
Fair	8%	10%	18%	19%	21%
Good	51%	40%	41%	47%	43%
Very Good	37%	46%	35%	29%	27%
Q4. Number of People in HH					
1-3	57%	41%	74%	90%	89%
4-6	35%	53%	24%	9%	8%
7+	7%	6%	2%	1%	3%
Q5. Children in HH One	9%	25%	17%	6%	4%
Two	25%	27%	6%	2%	0%
Three or more	12%	17%	3%	2%	1%
None	54%	32%	74%	91%	95%
Q6. Non-HH Face to Face Count					
0	41%	38%	35%	35%	33%
1-3	31%	38%	41%	48%	47%
4-6	11%	9%	11%	9%	9%
7+	17%	15%	13%	9%	11%
Q7. Six Feet Away? (If Q6 > 0)					
0	28%	19%	15%	17%	20%
1-3	40%	60%	53%	63%	60%
4-6	16%	12%	14%	11%	9%
7+	16%	10%	18%	9%	12%
Q8. HH Member Going to Work	E 40/	F.C0/	470/	220/	170/
Yes No	54% 45%	56% 44%	47% 50%	23% 74%	17% 76%
Unsure	1%	0%	2%	2%	6%
Q9. Children Interacting with Other Children	1/0	070	270	2/0	070
Yes	26%	17%	24%	16%	20%
No	72%	82%	72%	82%	80%
Unsure	2%	1%	4%	2%	0%
Q10. Times in Group > 20 in Last Week					
0	85%	86%	77%	70%	70%
1-3	12%	11%	17%	25%	20%
4-6	2%	2%	2%	2%	3%
7+	1%	2%	4%	4%	7%
Q11. Contact with Others: Family					
Yes	69%	80%	75%	62%	47%
No	31%	20%	25%	38%	53%
Q11. Contact with Others: Friends Yes	21%	16%	18%	20%	22%
No No	79%	84%	82%	80%	78%
Q11. Contact with Others: Co-workers	7570	0470	02/0	0070	7070
Yes	26%	19%	12%	10%	9%
No	74%	81%	88%	90%	91%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	14%	12%	11%	8%	9%
No	86%	88%	89%	92%	91%
Q11. Contact with Others: Any other type of person not already m	entione	ed			
Yes	8%	17%	18%	14%	19%
No	92%	83%	82%	86%	81%
Q12. Handwashing Count					
0	1%	0%	1%	0%	2%
1-3	6%	2%	2%	5%	8%
4-6 7+	17%	12%	15%	18%	23%
Q13. Currently Practicing Social Distancing?	76%	86%	82%	76%	67%
Yes	97%	98%	97%	94%	89%
No	3%	2%	3%	6%	11%
Q14. Currently Experiencing Symptoms?					,,
Yes	3%	2%	5%	1%	0%
No	97%	96%	94%	97%	98%
Unsure	0%	1%	1%	2%	2%
Q15. Likelihood of getting Coronavirus					
Yes	19%	14%	7%	2%	2%

© Clarity Campaign Labs 83 of 122

			Cont	identia	
	18-34	35-49	50-64	65-79	<del>80+</del>
No	56%	59%	58%	60%	70%
Unsure	25%	28%	36%	38%	28%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	36%	42%	41%	35%	29%
Most are reacting appropriately	52%	49%	51%	58%	65%
Most are overreacting to the actual risks	12%	9%	8%	7%	5%
Q17. Changes to Routine					
Large changes	63%	71%	72%	63%	52%
Small changes	23%	22%	25%	27%	27%
No real changes	13%	7%	2%	6%	14%
Unsure	1%	0%	1%	4%	8%
Q18. College Degree					
Yes	54%	59%	46%	39%	37%
No	46%	41%	54%	61%	64%
Q19. Latino					
Yes	10%	4%	2%	1%	1%
No	90%	96%	98%	99%	99%
Q20. Race					
White	76%	77%	72%	72%	84%
Black	19%	17%	23%	24%	13%
Asian	1%	2%	2%	1%	0%
Another race	3%	3%	3%	3%	4%
Q19-20. Race + Ethnicity					
White	66%	72%	67%	69%	79%
Black	18%	18%	27%	27%	17%
Asian	1%	2%	1%	1%	0%
Hispanic or Latino	9%	4%	2%	1%	1%
Another race	5%	4%	3%	2%	3%
Q21. Panel Willingness					
Yes	75%	81%	77%	74%	70%
No	25%	19%	23%	26%	30%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	72%	75%	68%	70%	80%
Black	16%	18%	27%	28%	17%
Hispanic	6%	2%	1%	0%	0%
Other	7%	5%	4%	2%	2%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	28%	28%	43%	50%	50%
Republican	19%	31%	32%	26%	32%
<u>'</u>					
Other / Unaffiliated	53%	42%	25%	24%	18%
DEMOGRAPHICS - GENDER					
Female	54%	53%	63%	67%	65%
Male	46%	47%	37%	33%	35%
CLARITY SCORES: PARTY					
0-19	23%	37%	37%	31%	38%
20-39	14%	9%			3%
			6%	6%	
40-59	11%	10%	7%	4%	5%
60-79	13%	9%	6%	5%	7%
80-100	38%	35%	45%	54%	47%
CLARITY SCORES: TURNOUT					
0-19	1%	0%	0%	0%	0%
20-39	5%	4%	1%	1%	4%
40-59	22%	9%	3%	3%	5%
60-79	28%	14%	10%	6%	10%
80-100	44%	74%	86%	91%	80%
CLARITY SCORES: COLLEGE					
0-19	6%	4%	10%	19%	24%
20-39	20%	18%	30%	33%	36%
40-59	41%	27%	18%	19%	19%
60-79	26%	30%	20%	15%	12%
80-100	8%	22%	21%	14%	8%
CLARITY SCORES: CHOICE					
0-19	5%	16%	16%	15%	30%
20-39	25%	26%	29%	34%	31%
40-59	55%	39%	34%	29%	26%
60-79	12%	13%	13%	14%	9%
80-100	3%	6%	8%	8%	4%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	6%	6%	5%	3%	1%
20-39	37%	25%	14%	10%	6%
40-59	49%	38%	34%	33%	29%
TO 33	45/0	JU/0	J+/0	JJ/0	23/0

© Clarity Campaign Labs 84 of 122

Confidential

			Conf	identia	J
	18-34	35-49	50-64	65-79	80+
60-79	8%	23%	34%	44%	48%
80-100	1%	7%	13%	11%	15%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	30%	49%	47%	40%	479
20-39	36%	24%	28%	32%	35%
40-59	23%	22%	19%	23%	149
60-79	11%	4%	6%	6%	4%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	28%	20%	20%	20%	279
Greensboro-High Point-Winston Salem NC	19%	15%	21%	19%	199
Norfolk-Portsmouth-Newport News VA	1%	2%	2%	2%	1%
Greenville-New Bern-Washington NC	11%	10%	8%	7%	5%
Wilmington NC	7%	4%	4%	5%	7%
Raleigh-Durham (Fayetteville) NC	26%	41%	37%	36%	309
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%	7%	9%	8%
Myrtle Beach-Florence SC	1%	1%	2%	2%	2%
DEMOGRAPHICS - PHONE TYPE					
Land-line	10%	46%	87%	97%	999
Wireless	90%	54%	13%	3%	1%
Voter File Match					
Yes	61%	73%	82%	89%	879
No	39%	27%	18%	11%	139
Registered Voter (of Voter File Matches)					
Yes	91%	92%	95%	95%	979
No	9%	8%	5%	5%	3%
Panel Respondent					

Yes

No

© Clarity Campaign Labs 85 of 122

5%

95%

9%

91%

3%

97%

4%

96%

6%

94%

## >> DEMOGRAPHICS - GENDER against...

	Female	Male
n	(1,199)	(711)
Q1. Health Quality		
Poor	6%	5%
Fair	18%	15%
Good	44%	45%
Very Good	32%	35%
Q4. Number of People in HH		
1-3	79%	73%
4-6	18%	24%
7+	3%	3%
Q5. Children in HH One	11%	11%
Two	6%	10%
Three or more	5%	5%
None	77%	74%
Q6. Non-HH Face to Face Count	7770	7 470
0	36%	35%
1-3	45%	40%
4-6	10%	9%
7+	9%	16%
Q7. Six Feet Away? (If Q6 > 0)		
0	20%	16%
1-3	59%	55%
4-6	12%	12%
7+	9%	17%
Q8. HH Member Going to Work		
Yes	34%	38%
No	63%	59%
Unsure	3%	3%
Q9. Children Interacting with Other Children		
Yes	21%	19%
No Linguis	76%	79%
Unsure Q10. Times in Group > 20 in Last Week	2%	1%
0	75%	76%
1-3	20%	17%
 4-6	2%	3%
7+	4%	4%
Q11. Contact with Others: Family		
Yes	65%	69%
No	35%	31%
Q11. Contact with Others: Friends		
Yes	18%	21%
No	82%	79%
Q11. Contact with Others: Co-workers		
Yes	12%	17%
No	88%	83%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	9%	12%
No	91%	88%
Q11. Contact with Others: Any other type of person not already mentioned	150/	170/
Yes No	15% 85%	17% 83%
Q12. Handwashing Count	63/6	63/6
0	40/	1%
1-3	1%	
4-6	1% 4%	5%
	4% 13%	5% 23%
7+	4%	
	4% 13%	23%
7+	4% 13%	23%
7+ Q13. Currently Practicing Social Distancing?	4% 13% 82%	23% 71%
7+ Q13. Currently Practicing Social Distancing? Yes	4% 13% 82%	23% 71% 96%
7+ Q13. Currently Practicing Social Distancing? Yes No	4% 13% 82%	23% 71% 96%
7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	4% 13% 82% 95% 5%	23% 71% 96% 4%
7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	4% 13% 82% 95% 5%	23% 71% 96% 4%
7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	4% 13% 82% 95% 5%	23% 71% 96% 4% 1% 97%

© Clarity Campaign Labs 86 of 122

C-	nfid		
( in	nno	eni	าล

	Confident	
	Female	Male
No	62%	58%
Unsure	33%	33%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	40%	32%
Most are reacting appropriately	54%	59%
Most are overreacting to the actual risks	6%	10%
Q17. Changes to Routine		
Large changes	67%	62%
Small changes	24%	27%
No real changes	6%	8%
Unsure	3%	3%
Q18. College Degree		
Yes	43%	48%
No	57%	52%
Q19. Latino		
Yes	3%	3%
No	97%	97%
Q20. Race		
White	72%	79%
Black	24%	15%
Asian	1%	2%
Another race	3%	4%
Q19-20. Race + Ethnicity	3,0	.,•
White	67%	77%
Black	28%	16%
Asian	1%	2%
Hispanic or Latino	2%	2%
Another race	3%	4%
Q21. Panel Willingness		
Yes	77%	73%
No	23%	27%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	68%	80%
Black	28%	16%
Hispanic	1%	1%
Other	3%	4%
DEMOGRAPHICS - PARTY ON FILE	370	.,,
Democrat	49%	36%
Republican	27%	34%
•		
Other / Unaffiliated	25%	31%
DEMOGRAPHICS - AGE		
18-34	7%	10%
35-49	11%	17%
50-64	26%	25%
65-79	38%	32%
80+	18%	17%
CLARITY SCORES: PARTY		
0-19	30%	41%
20-39	5%	8%
40-59	6%	7%
60-79	7%	6%
80-100	52%	39%
CLARITY SCORES: TURNOUT	JZ/0	33/0
0-19	0%	0%
20-39	2%	2%
40-59	6%	4%
60-79	9%	11%
80-100	83%	83%
CLARITY SCORES: COLLEGE		
0-19	17%	12%
20-39	33%	27%
40-59	20%	23%
60-79	17%	20%
80-100	13%	18%
CLARITY SCORES: CHOICE	13/0	
0-19	18%	17%
20-39	31%	30%
40-59	31%	34%
CO 70		4 30/
60-79	12%	13%
60-79 80-100 CLARITY SCORES: CHURCH ATTENDANCE	12% 7%	7%

© Clarity Campaign Labs 87 of 122

nfid	

	Confidential		
	Female	Male	
0-19	2%	7%	
20-39	10%	20%	
40-59	32%	37%	
60-79	43%	27%	
80-100	12%	9%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	38%	52%	
20-39	35%	24%	
40-59	20%	20%	
60-79	6%	4%	
80-100	0%	0%	
MEDIA MARKET			
Charlotte NC	20%	25%	
Greensboro-High Point-Winston Salem NC	19%	18%	
Norfolk-Portsmouth-Newport News VA	2%	1%	
Greenville-New Bern-Washington NC	7%	7%	
Wilmington NC	5%	6%	
Raleigh-Durham (Fayetteville) NC	37%	32%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC	7%	9%	
Myrtle Beach-Florence SC	1%	2%	
DEMOGRAPHICS - PHONE TYPE	'		
Land-line	88%	77%	
Wireless	12%	23%	
Voter File Match	'		
Yes	84%	80%	
No	16%	20%	
Registered Voter (of Voter File Matches)	'		
Yes	95%	95%	
No	5%	5%	
Panel Respondent			
Yes	6%	6%	
No	94%	94%	

© Clarity Campaign Labs 88 of 122

## >> CLARITY SCORES: PARTY against...

	0-19	20-39	40-59	60-79	80-100
n	(540)	(96)	(95)	(100)	(746)
Q1. Health Quality					
Poor	7%	6%	2%	6%	4%
Fair	14%	23%	23%	17%	17%
Good	44%	36%	51%	40%	47%
Very Good	36%	34%	23%	37%	31%
Q4. Number of People in HH					
1-3	77%	73%	76%	74%	80%
4-6	21%	26%	18%	24%	18%
7+	3%	1%	6%	2%	2%
Q5. Children in HH					
One	8%	14%	10%	18%	10%
Two	9%	13%	8%	6%	6%
Three or more	3%	6%	8%	8%	4%
			74%		
None	81%	67%	7470	68%	80%
Q6. Non-HH Face to Face Count	260/	2.40/	200/	270/	250/
0	36%	34%	38%	27%	35%
1-3	42%	44%	41%	49%	45%
4-6	11%	10%	5%	9%	9%
7+	12%	12%	16%	15%	11%
Q7. Six Feet Away? (If Q6 > 0)					
0	18%	18%	19%	14%	20%
1-3	58%	56%	56%	66%	58%
4-6	12%	9%	13%	5%	11%
7+	13%	18%	13%	15%	12%
Q8. HH Member Going to Work					
Yes	40%	43%	35%	41%	30%
No	57%	55%	64%	58%	66%
Unsure	3%	2%	1%	1%	4%
Q9. Children Interacting with Other Children					
Yes	21%	22%	25%	25%	14%
No	76%	78%	75%	75%	83%
Unsure	3%	0%	0%	0%	3%
Q10. Times in Group > 20 in Last Week	370	070	070	070	370
0	79%	81%	78%	69%	70%
1-3	17%	14%	17%	23%	22%
4-6	2%	4%	0%	4%	3%
7+	3%	1%	5%	4%	5%
Q11. Contact with Others: Family					
Yes	73%	77%	69%	63%	64%
No	27%	23%	31%	37%	36%
Q11. Contact with Others: Friends					
Yes	18%	18%	20%	14%	18%
No	82%	82%	80%	86%	82%
Q11. Contact with Others: Co-workers					
Yes	14%	6%	18%	13%	12%
No	86%	94%	82%	87%	88%
Q11. Contact with Others: Clients, patients, or patrons	-				
Yes	10%	6%	13%	8%	9%
No	90%	94%	87%	92%	91%
Q11. Contact with Others: Any other type of person not alread		ned			
Yes	14%	9%	14%	17%	16%
	86%	91%	86%	83%	84%
INO	2370	/-		-5/0	5 170
					1%
Q12. Handwashing Count	Nº/-	0%	3%	በ%	⊥ /0
Q12. Handwashing Count 0	0%	0%	3%	0% 1%	50/
Q12. Handwashing Count 0 1-3	5%	3%	5%	1%	5%
Q12. Handwashing Count 0 1-3 4-6	5% 19%	3% 19%	5% 14%	1% 13%	17%
Q12. Handwashing Count 0 1-3 4-6 7+	5%	3%	5%	1%	17%
Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing?	5% 19% 76%	3% 19% 78%	5% 14% 78%	1% 13% 85%	17% 77%
Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes	5% 19% 76%	3% 19% 78% 96%	5% 14% 78%	1% 13% 85%	17% 77% 95%
Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes	5% 19% 76%	3% 19% 78%	5% 14% 78%	1% 13% 85%	17% 77%
Q12. Handwashing Count  0  1-3  4-6  7+  Q13. Currently Practicing Social Distancing? Yes No	5% 19% 76%	3% 19% 78% 96%	5% 14% 78%	1% 13% 85%	17% 77% 95%
Q12. Handwashing Count  0  1-3  4-6  7+  Q13. Currently Practicing Social Distancing?  Yes  No  Q14. Currently Experiencing Symptoms?	5% 19% 76%	3% 19% 78% 96%	5% 14% 78%	1% 13% 85%	17% 77% 95%
No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	5% 19% 76% 95% 5%	3% 19% 78% 96% 4%	5% 14% 78% 93% 7%	1% 13% 85% 100% 0%	17% 77% 95% 5%
Q12. Handwashing Count  0  1-3  4-6  7+  Q13. Currently Practicing Social Distancing?  Yes  No  Q14. Currently Experiencing Symptoms?  Yes	5% 19% 76% 95% 5%	3% 19% 78% 96% 4%	5% 14% 78% 93% 7%	1% 13% 85% 100% 0%	17% 77% 95% 5%
Q12. Handwashing Count  0  1-3  4-6  7+  Q13. Currently Practicing Social Distancing? Yes  No  Q14. Currently Experiencing Symptoms? Yes  No	5% 19% 76% 95% 5% 2% 97%	3% 19% 78% 96% 4% 4% 93%	5% 14% 78% 93% 7%	1% 13% 85% 100% 0% 3% 96%	17% 77% 95% 5% 1% 97%

© Clarity Campaign Labs 89 of 122

	0-19	20-39	40-59	nfident 60-79	80-10
No		54%			
	62%	-	54%	55%	57%
Unsure	32%	35%	36%	36%	38%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	34%	38%	41%	39%	39%
Most are reacting appropriately	58%	51%	55%	56%	55%
Most are overreacting to the actual risks	8%	11%	4%	5%	5%
Q17. Changes to Routine					
Large changes	65%	68%	72%	65%	66%
Small changes	28%	23%	21%	27%	25%
No real changes	5%	7%	6%	6%	5%
Unsure	2%	3%	1%	2%	4%
Q18. College Degree					
Yes	44%	41%	51%	42%	47%
No	56%	59%	49%	58%	53%
Q19. Latino					
Yes	1%	1%	3%	6%	2%
No	99%	99%	97%	94%	98%
Q20. Race	3370	3370	3770	3470	3070
•	0.70/	000/	96%	010/	E 40/
White	97%	90%		81%	54%
Black	1%	3%	1%	13%	41%
Asian	1%	1%	1%	0%	2%
Another race	2%	6%	1%	6%	4%
Q19-20. Race + Ethnicity					ı
White	96%	91%	95%	79%	46%
Black	1%	3%	1%	8%	47%
Asian	0%	1%	1%	1%	1%
Hispanic or Latino	1%	1%	2%	4%	1%
Another race	1%	4%	1%	8%	4%
Q21. Panel Willingness					
Yes	78%	73%	81%	77%	77%
No	22%	27%	19%	23%	23%
DEMOGRAPHICS - RACE ON FILE					l
Caucasian	98%	96%	92%	86%	47%
Black	1%	2%	2%	4%	49%
Hispanic	0%	1%	1%	3%	1%
Other	1%	1%	5%	7%	4%
DEMOGRAPHICS - PARTY ON FILE	170	1/0	370	770	470
Democrat	0%	8%	17%	41%	84%
	81%	8%	2%		1%
Republican				2%	_
Other / Unaffiliated	19%	83%	81%	57%	14%
DEMOGRAPHICS - AGE					
18-34	4%	14%	11%	12%	5%
35-49	13%	17%	20%	16%	9%
50-64	27%	25%	27%	23%	24%
65-79	35%	35%	27%	29%	44%
80+	21%	9%	15%	20%	19%
DEMOGRAPHICS - GENDER					
Female	57%	54%	61%	67%	71%
Male	43%	46%	39%	33%	29%
CLARITY SCORES: TURNOUT					
0-19	0%	0%	0%	0%	0%
20-39	1%	4%	3%	4%	2%
40-59	4%	14%	7%	12%	4%
60-79	9%	16%	15%	15%	8%
80-100	85%	66%	75%	69%	86%
CLARITY SCORES: COLLEGE	5370	3070	. 570	-570	2070
0-19	17%	8%	17%	23%	14%
20-39			24%	24%	34%
	28%	36%			
40-59	20%	23%	27%	21%	21%
60-79	17%	20%	22%	24%	17%
80-100	18%	13%	9%	8%	15%
CLARITY SCORES: CHOICE					
0-19	43%	9%	4%	10%	2%
20-39	37%	54%	37%	31%	23%
40-59	16%	31%	47%	39%	42%
60-79	3%	6%	8%	17%	20%
80-100	0%	0%	4%	3%	13%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	1%	4%	9%	9%	4%
20-39	6%	22%	20%	24%	16%
	0,3	,.			

© Clarity Campaign Labs 90 of 122

	ntia

	Contidential						
	0-19	20-39	40-59	60-79	80-100		
60-79	46%	29%	12%	17%	39%		
80-100	23%	5%	4%	5%	5%		
CLARITY SCORES: CLIMATE CHANGE PRIORITY							
0-19	96%	62%	49%	35%	3%		
20-39	3%	32%	36%	53%	48%		
40-59	0%	6%	14%	10%	38%		
60-79	0%	0%	1%	1%	11%		
80-100	0%	0%	0%	0%	0%		
MEDIA MARKET							
Charlotte NC	26%	32%	26%	15%	18%		
Greensboro-High Point-Winston Salem NC	24%	18%	13%	19%	16%		
Norfolk-Portsmouth-Newport News VA	1%	0%	4%	1%	2%		
Greenville-New Bern-Washington NC	7%	3%	12%	9%	7%		
Wilmington NC	5%	6%	7%	3%	5%		
Raleigh-Durham (Fayetteville) NC	27%	27%	32%	36%	42%		
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	13%	4%	15%	6%		
Myrtle Beach-Florence SC	1%	1%	2%	2%	2%		
DEMOGRAPHICS - PHONE TYPE							
Land-line	86%	77%	67%	73%	87%		
Wireless	14%	23%	33%	27%	13%		
Voter File Match							
Yes	100%	100%	100%	100%	100%		
No	0%	0%	0%	0%	0%		
Registered Voter (of Voter File Matches)							
Yes	99%	89%	72%	84%	97%		
No	1%	11%	28%	16%	3%		
Panel Respondent							
Yes	6%	2%	5%	5%	7%		
No	94%	98%	95%	95%	93%		

© Clarity Campaign Labs 91 of 122

## >> CLARITY SCORES: TURNOUT against...

	0-19	20-39	40-59	60-79	80-100
n	(2)	(28)	(78)	(147)	(1,241)
Q1. Health Quality					
Poor	0%	11%	6%	13%	4%
Fair	0%	18%	32%	14%	16%
Good	50%	25%	40%	40%	46%
Very Good	50%	46%	21%	33%	34%
Q4. Number of People in HH					
1-3	50%	76%	72%	71%	79%
4-6	50%	20%	22%	24%	19%
7+	0%	4%	6%	4%	2%
Q5. Children in HH					
One	0%	12%	13%	15%	9%
Two	50%	0%	15%	9%	7%
Three or more	0%	8%	3%	8%	4%
None	50%	80%	69%	68%	81%
Q6. Non-HH Face to Face Count					
0	0%	41%	42%	28%	35%
1-3	100%	32%	36%	47%	45%
4-6	0%	14%	9%	12%	9%
7+	0%	14%	13%	13%	11%
Q7. Six Feet Away? (If Q6 > 0)	===:	601	2001	2001	470
0	50%	8%	26%	26%	17%
1-3	50%	58%	54%	51%	59%
4-6	0%	17%	10%	10%	10%
7+	0%	17%	10%	13%	13%
Q8. HH Member Going to Work	00/	F70/	240/	200/	2.40/
Yes No	100%	57%	31%	39% 58%	34%
	100%	33%	60%		63%
Unsure  Q9. Children Interacting with Other Children	0%	10%	9%	3%	3%
Yes	0%	25%	35%	18%	17%
No	100%	75%	60%	76%	81%
Unsure	0%	0%	5%	6%	2%
Q10. Times in Group > 20 in Last Week	070	070	370	070	2/0
0	100%	78%	79%	72%	74%
1-3	0%	17%	16%	19%	20%
4-6	0%	4%	0%	5%	2%
7+	0%	0%	5%	4%	4%
Q11. Contact with Others: Family				.,	.,,,
Yes	100%	52%	67%	76%	68%
No	0%	48%	33%	24%	32%
Q11. Contact with Others: Friends					
Yes	0%	18%	19%	28%	17%
No	100%	82%	81%	72%	83%
Q11. Contact with Others: Co-workers					
Yes	0%	6%	16%	21%	11%
No	100%	94%	84%	79%	89%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	0%	12%	4%	16%	9%
No	100%	88%	96%	84%	91%
Q11. Contact with Others: Any other type of person not alread	dy mentio	ned			
Yes	0%	6%	9%	14%	16%
No	100%	94%	91%	86%	84%
Q12. Handwashing Count					
0	0%	0%	0%	0%	0%
1-3	0%	5%	9%	4%	4%
4-6	0%	20%	18%	16%	18%
7+	100%	75%	73%	80%	77%
Q13. Currently Practicing Social Distancing?					
Yes	100%	95%	95%	93%	96%
No	0%	5%	5%	7%	4%
Q14. Currently Experiencing Symptoms?					
Yes	0%	5%	0%	3%	2%
No	100%	95%	100%	94%	97%
Unsure	0%	0%	0%	3%	1%
Q15. Likelihood of getting Coronavirus	0.51	Fo:	601	601	co:
Yes	0%	5%	9%	6%	6%

© Clarity Campaign Labs 92 of 122

	0-19	20-39	40-59	nfident 60-79	80-10
No					
	100%	37%	56%	60%	59%
Unsure	0%	58%	35%	34%	35%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	0%	47%	43%	39%	36%
Most are reacting appropriately	100%	37%	52%	54%	58%
Most are overreacting to the actual risks	0%	16%	6%	7%	6%
Q17. Changes to Routine					
Large changes	100%	58%	53%	61%	68%
Small changes	0%	21%	32%	21%	26%
No real changes	0%	16%	9%	13%	4%
Unsure	0%	5%	6%	4%	2%
Q18. College Degree					
Yes	100%	53%	38%	32%	49%
No	0%	47%	62%	68%	51%
Q19. Latino					
Yes	0%	11%	4%	3%	1%
No	100%	89%	96%	97%	99%
Q20. Race	100%	0370	3070	3170	3370
·	1000/	700/	000/	720/	750/
White	100%	76%	80%	73%	75%
Black	0%	12%	18%	20%	21%
Asian	0%	0%	2%	2%	1%
Another race	0%	12%	0%	5%	3%
Q19-20. Race + Ethnicity					
White	100%	64%	74%	68%	71%
Black	0%	18%	18%	21%	25%
Asian	0%	0%	3%	2%	1%
Hispanic or Latino	0%	11%	3%	2%	1%
Another race	0%	7%	3%	7%	3%
Q21. Panel Willingness					
Yes	100%	89%	70%	73%	78%
No	0%	11%	30%	27%	22%
DEMOGRAPHICS - RACE ON FILE	0,0	/-	50,0	27,0	
Caucasian	100%	79%	76%	72%	72%
Black					25%
	0%	18%	17%	20%	
Hispanic	0%	4%	3%	2%	0%
Other	0%	0%	5%	5%	3%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	0%	32%	31%	40%	49%
Republican	50%	21%	27%	31%	31%
Other / Unaffiliated	50%	46%	42%	29%	20%
DEMOGRAPHICS - AGE					
18-34	50%	14%	23%	16%	3%
35-49	0%	25%	19%	16%	10%
50-64	0%	7%	17%	27%	26%
65-79	50%	11%	23%	22%	42%
80+	0%	43%	18%	20%	19%
DEMOGRAPHICS - GENDER	070	13/0	10/0	2070	1370
Female	50%	68%	72%	59%	64%
Male					
··· <del>····</del>	50%	32%	28%	41%	36%
CLARITY SCORES: PARTY	10001	3501	2001	2.407	3=0.
0-19	100%	25%	29%	34%	37%
20-39	0%	11%	15%	10%	5%
40-59	0%	7%	6%	7%	4%
60-79	0%	11%	13%	9%	5%
80-100	0%	46%	36%	41%	50%
CLARITY SCORES: COLLEGE					
0-19	0%	32%	21%	19%	15%
20-39	0%	18%	35%	39%	30%
40-59	50%	18%	28%	24%	19%
60-79	50%	18%	15%	10%	19%
80-100	0%	14%	1%	7%	18%
CLARITY SCORES: CHOICE	2,3	.,,	-,0		_5,0
0-19	00/	1/10/	00/	150/	100/
	0%	14%	9%	15%	19%
20-39	50%	29%	41%	27%	31%
40-59	50%	33%	44%	47%	29%
60-79	0%	19%	6%	8%	14%
80-100	0%	5%	0%	2%	8%
CLARITY SCORES: CHURCH ATTENDANCE					
		70/	00/	70/	3%
0-19	0%	7%	8%	7%	3/0
0-19 20-39	0%	21%	27%	27%	11%

© Clarity Campaign Labs 93 of 122

#### Confidential

Confidential						
	0-19	20-39	40-59	60-79	80-100	
60-79	50%	7%	14%	24%	42%	
80-100	0%	4%	1%	4%	14%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY						
0-19	50%	52%	42%	47%	43%	
20-39	50%	24%	39%	35%	29%	
40-59	0%	24%	14%	14%	21%	
60-79	0%	0%	5%	4%	6%	
80-100	0%	0%	0%	0%	0%	
MEDIA MARKET						
Charlotte NC	0%	29%	19%	31%	21%	
Greensboro-High Point-Winston Salem NC	0%	25%	14%	16%	19%	
Norfolk-Portsmouth-Newport News VA	0%	0%	1%	1%	2%	
Greenville-New Bern-Washington NC	50%	7%	14%	6%	7%	
Wilmington NC	0%	7%	6%	5%	5%	
Raleigh-Durham (Fayetteville) NC	50%	32%	29%	30%	37%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC	0%	0%	14%	8%	7%	
Myrtle Beach-Florence SC	0%	0%	1%	2%	2%	
DEMOGRAPHICS - PHONE TYPE						
Land-line	50%	75%	67%	71%	87%	
Wireless	50%	25%	33%	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%	100%	100%	100%	100%	
No	0%	0%	0%	0%	0%	
Panel Respondent						
Yes	0%	4%	3%	6%	7%	
No	100%	96%	97%	94%	93%	
i .						

© Clarity Campaign Labs 94 of 122

## >> CLARITY SCORES: COLLEGE against...

	0-19	20-39	40-59	60-79	80-100
n	(242)	(484)	(331)	(283)	(237)
Q1. Health Quality					
Poor	7%	8%	5%	2%	2%
Fair	25%	22%	17%	11%	5%
Good	46%	43%	42%	52%	46%
Very Good	22%	27%	37%	35%	48%
Q4. Number of People in HH					
1-3	82%	83%	73%	75%	73%
4-6	15%	15%	25%	22%	26%
7+	3%	3%	2%	3%	1%
Q5. Children in HH					
One	6%	10%	11%	12%	13%
Two	3%	5%	12%	11%	7%
Three or more	4%	4%	6%	5%	4%
None	88%	82%	72%	73%	77%
Q6. Non-HH Face to Face Count					
0	28%	32%	33%	38%	45%
1-3	47%	48%	40%	44%	40%
4-6	11%	10%	11%	8%	5%
7+	14%	10%	16%	10%	10%
Q7. Six Feet Away? (If Q6 > 0)					
0	16%	22%	15%	19%	18%
1-3	55%	57%	58%	59%	63%
4-6	13%	10%	13%	11%	5%
7+	16%	12%	14%	11%	14%
Q8. HH Member Going to Work					
Yes	33%	32%	39%	39%	34%
No	61%	63%	60%	59%	65%
Unsure	7%	4%	1%	2%	0%
Q9. Children Interacting with Other Children	177	.,.	-/-		
Yes	27%	18%	23%	17%	12%
No	68%	78%	75%	81%	88%
Unsure	5%	4%	1%	2%	0%
Q10. Times in Group > 20 in Last Week	370	170	1/0	270	070
0	64%	65%	76%	84%	86%
1-3	26%	27%	17%	13%	11%
4-6	3%	4%	2%	1%	1%
7+	7%	4%	5%	1%	2%
Q11. Contact with Others: Family	7 /0	4/0	3/0	1/0	2/0
Yes	64%	62%	67%	77%	74%
		38%			
No 011 Contact with Others Friends	36%	36%	33%	23%	26%
Q11. Contact with Others: Friends	100/	210/	100/	1.00/	150/
Yes	18%	21%	19%	16%	15%
No	82%	79%	81%	84%	85%
Q11. Contact with Others: Co-workers	120/	120/	4.40/	450/	00/
Yes	12%	13%	14%	15%	9%
No	88%	87%	86%	85%	91%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	10%	11%	10%	10%	8%
No	90%	89%	90%	90%	92%
Q11. Contact with Others: Any other type of person not alread					
Yes	15%	13%	11%	18%	20%
No	85%	87%	89%	82%	80%
Q12. Handwashing Count					
0	0%	0%	2%	0%	0%
1-3	4%	4%	7%	4%	5%
4-6	19%	16%	17%	20%	18%
7+	77%	80%	75%	76%	78%
Q13. Currently Practicing Social Distancing?					
Yes	92%	93%	95%	99%	98%
No	8%	7%	5%	1%	2%
Q14. Currently Experiencing Symptoms?					
Yes	2%	4%	2%	1%	2%
No	97%	94%	97%	97%	96%
Unsure	1%	2%	1%	1%	2%
Q15. Likelihood of getting Coronavirus	-				
Yes	2%	2%	6%	11%	10%

© Clarity Campaign Labs 95 of 122

	0-19	20-39	40-59	nfident 60-79	80-10
No	62%	60%	58%	54%	58%
Unsure	36%	38%	36%	35%	32%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	36%	39%	38%	40%	33%
Most are reacting appropriately	57%	53%	57%	54%	62%
Most are overreacting to the actual risks	8%	8%	5%	6%	5%
Q17. Changes to Routine					
Large changes	53%	63%	63%	76%	76%
Small changes	29%	27%	31%	19%	22%
No real changes	10%	7%	4%	3%	2%
Unsure	8%	3%	3%	1%	0%
Q18. College Degree					
Yes	8%	19%	45%	76%	88%
No	92%	81%	55%	24%	12%
Q19. Latino					
Yes	2%	1%	2%	3%	1%
No	98%	99%	98%	97%	99%
Q20. Race	30%	3370	3070	3770	3370
•	750/	600/	750/	700/	969/
White	75%	68%	75%	78%	86%
Black	21%	26%	22%	18%	9%
Asian	0%	1%	1%	2%	2%
Another race	4%	4%	2%	2%	3%
Q19-20. Race + Ethnicity				_	ı
White	74%	63%	69%	75%	83%
Black	21%	32%	25%	19%	11%
Asian	0%	0%	1%	1%	2%
Hispanic or Latino	1%	1%	2%	2%	1%
Another race	4%	4%	4%	2%	2%
Q21. Panel Willingness					
Yes	72%	68%	78%	86%	87%
No	28%	32%	22%	14%	13%
DEMOGRAPHICS - RACE ON FILE					l
Caucasian	76%	64%	69%	77%	83%
Black	20%	33%	25%	19%	13%
Hispanic	1%	0%	1%	1%	0%
Other	2%	3%	4%	2%	4%
DEMOGRAPHICS - PARTY ON FILE	270	3/0	770	270	470
Democrat Democrat	45%	50%	40%	43%	40%
				_	
Republican	34%	26%	29%	28%	33%
Other / Unaffiliated	21%	24%	32%	29%	27%
DEMOGRAPHICS - AGE					
18-34	2%	4%	11%	8%	3%
35-49	3%	7%	15%	19%	17%
50-64	17%	25%	22%	28%	35%
65-79	48%	42%	34%	32%	35%
80+	30%	22%	17%	12%	10%
DEMOGRAPHICS - GENDER					
Female	73%	68%	60%	59%	57%
Male	27%	32%	40%	41%	43%
CLARITY SCORES: PARTY					
0-19	38%	31%	33%	33%	41%
20-39	3%	7%	7%	7%	5%
40-59	7%	5%	8%	7%	4%
60-79	10%	5%	6%	8%	3%
80-100	42%	52%	47%	45%	46%
CLARITY SCORES: TURNOUT	7270			.570	.570
0-19	0%	0%	0%	0%	0%
20-39			2%		2%
	4%	1%		2%	
40-59	7%	6%	7%	5%	0%
60-79	12%	12%	12%	6%	5%
80-100	78%	81%	79%	88%	93%
CLARITY SCORES: CHOICE					
0-19	33%	20%	13%	11%	12%
20-39	35%	35%	32%	27%	22%
40-59	28%	39%	37%	26%	25%
60-79	4%	6%	14%	26%	18%
80-100	0%	1%	4%	11%	23%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	4%	3%	2%	5%	7%
20-39	8%	8%	17%	16%	22%
	0,3				

© Clarity Campaign Labs 96 of 122

Co		

	Confidential				
	0-19	20-39	40-59	60-79	80-100
60-79	41%	42%	34%	34%	34%
80-100	22%	9%	7%	10%	14%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	52%	39%	40%	43%	47%
20-39	39%	42%	28%	21%	15%
40-59	9%	17%	27%	26%	21%
60-79	0%	1%	4%	10%	17%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	24%	22%	24%	19%	20%
Greensboro-High Point-Winston Salem NC	25%	18%	15%	21%	17%
Norfolk-Portsmouth-Newport News VA	2%	2%	2%	2%	2%
Greenville-New Bern-Washington NC	8%	7%	9%	6%	5%
Wilmington NC	5%	6%	5%	6%	3%
Raleigh-Durham (Fayetteville) NC	25%	32%	36%	36%	49%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	9%	8%	10%	4%
Myrtle Beach-Florence SC	3%	3%	1%	0%	1%
DEMOGRAPHICS - PHONE TYPE					
Land-line	96%	90%	75%	75%	83%
Wireless	4%	10%	25%	25%	17%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	98%	94%	91%	94%	100%
No	2%	6%	9%	6%	0%
Panel Respondent					
Yes	7%	4%	8%	6%	8%
No	93%	96%	92%	94%	92%

© Clarity Campaign Labs 97 of 122

## >> CLARITY SCORES: CHOICE against...

	0-19	20-39	40-59	60-79	80-10
1	(264)	(459)	(479)	(189)	(102)
Q1. Health Quality					
Poor	8%	4%	5%	4%	1%
Fair	18%	20%	18%	12%	5%
Good	47%	43%	44%	50%	51%
Very Good	28%	33%	34%	34%	43%
Q4. Number of People in HH					
1-3	76%	82%	73%	83%	78%
4-6	22%	15%	24%	16%	22%
7+	2%	2%	3%	1%	0%
Q5. Children in HH			-,-	-/-	
One	8%	8%	13%	8%	12%
Гwo	8%	5%	9%	7%	5%
Three or more	3%	3%	6%	3%	3%
	_				
None	82%	83%	71%	82%	80%
Q6. Non-HH Face to Face Count	220/	220/	2.40/	200/	450/
	33%	32%	34%	39%	45%
1-3	40%	47%	44%	46%	43%
4-6	13%	9%	10%	6%	5%
7+	13%	12%	13%	9%	7%
Q7. Six Feet Away? (If Q6 > 0)					
	17%	19%	21%	16%	17%
1-3	56%	58%	52%	69%	67%
4-6	13%	10%	12%	8%	7%
7+	14%	14%	15%	7%	9%
Q8. HH Member Going to Work					
· · · · · · · · · · · · · · · · · · ·	40%	35%	35%	29%	29%
No	55%	62%	62%	69%	67%
Jnsure	5%	3%	3%	2%	4%
Q9. Children Interacting with Other Children					.,
/es	28%	22%	14%	11%	13%
No.	70%	76%	82%	89%	88%
	_				
Jnsure	3%	2%	4%	0%	0%
Q10. Times in Group > 20 in Last Week	700/	700/	700/	700/	200/
	73%	73%	70%	78%	89%
1-3	20%	19%	23%	17%	10%
4-6	2%	2%	3%	2%	0%
7+	4%	6%	4%	3%	1%
Q11. Contact with Others: Family					
Yes	74%	68%	64%	66%	70%
No	26%	32%	36%	34%	30%
Q11. Contact with Others: Friends					
⁄es	19%	17%	19%	14%	20%
No	81%	83%	81%	86%	80%
Q11. Contact with Others: Co-workers					
/es	13%	11%	16%	11%	6%
No	87%	89%	84%	89%	94%
Q11. Contact with Others: Clients, patients, or patrons	2.70	2270	3.70	2070	5 170
es	13%	7%	11%	11%	5%
No	87%	93%	89%	89%	95%
งo Q11. Contact with Others: Any other type of person not already เ			05/0	UJ //0	55%
· · · · · · · · · · · · · · · · · · ·			170/	220/	100/
/es	16%	10%	17%	22%	18%
No	84%	90%	83%	78%	82%
Q12. Handwashing Count			1%	1%	0%
)	0%	0%			3%
-	0% 4%	0% 5%	5%	4%	370
)	_			4% 15%	
1-3	4%	5%	5%		26%
1-3 4-6	4% 18%	5% 18%	5% 14%	15%	26%
1-3 4-6 7+	4% 18%	5% 18%	5% 14%	15%	26% 71%
1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes	4% 18% 77%	5% 18% 77%	5% 14% 80%	15% 80%	26% 71%
D 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes	4% 18% 77%	5% 18% 77%	5% 14% 80% 94%	15% 80% 99%	26% 71% 99%
1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	4% 18% 77% 95% 5%	5% 18% 77% 94% 6%	5% 14% 80% 94% 6%	15% 80% 99% 1%	26% 71% 99% 1%
1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	4% 18% 77% 95% 5%	5% 18% 77% 94% 6%	5% 14% 80% 94% 6%	15% 80% 99% 1%	26% 71% 99% 1% 2%
D 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	4% 18% 77% 95% 5% 2% 97%	5% 18% 77% 94% 6%	5% 14% 80% 94% 6% 3% 95%	15% 80% 99% 1% 0% 98%	26% 71% 99% 1% 2% 96%
1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	4% 18% 77% 95% 5%	5% 18% 77% 94% 6%	5% 14% 80% 94% 6%	15% 80% 99% 1%	26% 71% 99% 1% 2%

© Clarity Campaign Labs 98 of 122

	0-19	20-39	40-59	nfident 60-79	80-10
No		66%			
	63%		57%	45%	51%
Unsure	33%	30%	37%	48%	40%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	34%	37%	42%	41%	31%
Most are reacting appropriately	60%	56%	50%	55%	67%
Most are overreacting to the actual risks	6%	8%	8%	4%	2%
Q17. Changes to Routine					
Large changes	63%	63%	65%	69%	85%
Small changes	28%	26%	28%	22%	13%
No real changes	6%	7%	4%	6%	2%
Unsure	3%	4%	3%	3%	0%
Q18. College Degree					
Yes	30%	38%	44%	67%	82%
No	70%	62%	56%	33%	18%
Q19. Latino					
Yes	1%	2%	2%	0%	1%
No	99%	98%	98%	100%	99%
Q20. Race	3370	3070	3070	10070	3370
·	0.70/	770/	610/	700/	020/
White	97%	77%	61%	70%	83%
Black	2%	17%	35%	23%	16%
Asian	0%	1%	1%	3%	1%
Another race	2%	5%	3%	4%	0%
Q19-20. Race + Ethnicity					
White	97%	73%	55%	67%	80%
Black	2%	21%	40%	27%	18%
Asian	0%	1%	0%	3%	1%
Hispanic or Latino	0%	1%	1%	0%	1%
Another race	1%	4%	3%	4%	0%
Q21. Panel Willingness					
Yes	80%	74%	75%	81%	90%
No	20%	26%	25%	19%	10%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	97%	75%	56%	65%	82%
Black	2%	20%	40%	30%	18%
Hispanic	0%	1%	1%	0%	0%
Other	2%	4%	3%	5%	0%
DEMOGRAPHICS - PARTY ON FILE	270	470	370	370	070
Democrat	9%	37%	57%	67%	86%
	78%	33%	16%	7%	1%
Republican				_	_
Other / Unaffiliated	13%	29%	28%	26%	13%
DEMOGRAPHICS - AGE					
18-34	2%	4%	9%	5%	2%
35-49	10%	9%	13%	11%	10%
50-64	23%	24%	27%	25%	29%
65-79	33%	44%	35%	44%	48%
80+	33%	19%	16%	14%	11%
DEMOGRAPHICS - GENDER					
Female	67%	66%	63%	64%	65%
Male	33%	34%	37%	36%	35%
CLARITY SCORES: PARTY	· · · · · · · · · · · · · · · · · · ·				
0-19	86%	43%	17%	9%	2%
20-39	3%	10%	5%	3%	0%
40-59	1%	6%	8%	3%	3%
60-79	3%	6%	7%	8%	3%
80-100	6%	36%	63%	77%	92%
CLARITY SCORES: TURNOUT	0,0	2070	-570		52/0
0-19	0%	0%	0%	0%	0%
20-39	1%	1%	2%	2%	1%
40-59	2%	6%	6% 15%	2%	0%
60-79	8%	9%	15%	6%	3%
80-100	89%	84%	77%	90%	96%
CLARITY SCORES: COLLEGE					
0-19	30%	18%	14%	5%	1%
20-39	34%	35%	37%	14%	6%
40-59	14%	21%	23%	22%	13%
60-79	11%	15%	14%	36%	28%
80-100	11%	11%	12%	23%	52%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	0%	0%	5%	10%	17%
	0%	8%	18%	29%	31%
20-39					

© Clarity Campaign Labs 99 of 122

Co		

	Confidential					
	0-19	20-39	40-59	60-79	80-100	
60-79	46%	53%	32%	23%	18%	
80-100	43%	11%	2%	1%	2%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY						
0-19	94%	55%	25%	12%	1%	
20-39	6%	36%	46%	28%	8%	
40-59	0%	8%	27%	48%	41%	
60-79	0%	1%	2%	12%	49%	
80-100	0%	0%	0%	1%	1%	
MEDIA MARKET						
Charlotte NC	26%	20%	22%	20%	22%	
Greensboro-High Point-Winston Salem NC	29%	20%	16%	16%	7%	
Norfolk-Portsmouth-Newport News VA	2%	3%	2%	1%	1%	
Greenville-New Bern-Washington NC	5%	9%	9%	5%	3%	
Wilmington NC	3%	6%	6%	6%	4%	
Raleigh-Durham (Fayetteville) NC	24%	32%	37%	45%	52%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	7%	7%	7%	12%	
Myrtle Beach-Florence SC	3%	3%	1%	1%	0%	
DEMOGRAPHICS - PHONE TYPE						
Land-line	92%	90%	77%	81%	87%	
Wireless	8%	10%	23%	19%	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%	94%	98%	100%	
No	0%	3%	6%	2%	0%	
Panel Respondent						
Yes	5%	6%	5%	9%	11%	
No	95%	94%	95%	91%	89%	

© Clarity Campaign Labs 100 of 122

# ightarrow CLARITY SCORES: CHURCH ATTENDANCE against...

	0-19	20-39	40-59	60-79	80-100
n	(59)	(213)	(536)	(592)	(177)
Q1. Health Quality					
Poor	3%	4%	5%	6%	3%
Fair	15%	12%	18%	18%	14%
Good	46%	47%	45%	43%	53%
Very Good	36%	37%	32%	33%	30%
Q4. Number of People in HH					
1-3	76%	71%	76%	80%	83%
4-6	24%	26%	21%	18%	14%
7+	0%	3%	3%	2%	2%
Q5. Children in HH					
One	12%	11%	11%	11%	3%
Two	10%	15%	10%	3%	4%
Three or more	0%	6%	7%	3%	1%
None	78%	67%	73%	83%	91%
Q6. Non-HH Face to Face Count	250/	420/	250/	210/	200/
0	35%	42%	35%	31%	36%
1-3	40%	40%	43%	48%	43%
4-6 7+	6%	7%	8%	10%	13% 8%
	19%	11%	13%	12%	8%
Q7. Six Feet Away? (If Q6 > 0) 0	12%	16%	21%	18%	17%
1-3	56%	61%	54%	60%	59%
4-6	18%	12%	10%	11%	8%
7+	15%	11%	15%	11%	16%
Q8. HH Member Going to Work	13/0	11/0	13/0	11/0	1070
Yes	37%	40%	35%	33%	37%
No	60%	58%	63%	63%	59%
Unsure	4%	2%	2%	4%	4%
Q9. Children Interacting with Other Children				.,,-	
Yes	45%	14%	19%	17%	31%
No	45%	86%	78%	81%	69%
Unsure	9%	0%	4%	1%	0%
Q10. Times in Group > 20 in Last Week		l			
0	82%	85%	73%	70%	76%
1-3	16%	11%	19%	24%	18%
4-6	2%	2%	4%	1%	2%
7+	0%	3%	4%	5%	4%
Q11. Contact with Others: Family					
Yes	67%	68%	68%	67%	74%
No	33%	32%	32%	33%	26%
Q11. Contact with Others: Friends					
Yes	9%	18%	17%	21%	15%
No		020/	83%	79%	85%
INU	91%	82%		7570	
Q11. Contact with Others: Co-workers	91%	0270		7370	
Q11. Contact with Others: Co-workers Yes	9%	14%	14%	11%	16%
Q11. Contact with Others: Co-workers Yes No					16% 84%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons	9% 91%	14% 86%	14% 86%	11% 89%	84%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes	9% 91% 11%	14% 86% 10%	14% 86% 9%	11% 89% 9%	84%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No	9% 91% 11% 89%	14% 86% 10% 90%	14% 86%	11% 89%	84%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already	9% 91% 11% 89% v mention	14% 86% 10% 90%	14% 86% 9% 91%	11% 89% 9% 91%	13% 87%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes	9% 91% 11% 89% mention	14% 86% 10% 90% ned 18%	14% 86% 9% 91%	11% 89% 9% 91%	13% 87%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No	9% 91% 11% 89% v mention	14% 86% 10% 90%	14% 86% 9% 91%	11% 89% 9% 91%	13% 87%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count	9% 91% 11% 89% mention 16% 84%	14% 86% 10% 90% ned 18% 82%	14% 86% 9% 91% 13% 87%	9% 91% 15% 85%	13% 87% 16% 84%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count O	9% 91% 11% 89% mention 16% 84%	14% 86% 10% 90% ned 18% 82%	14% 86% 9% 91% 13% 87%	9% 91% 15% 85%	13% 87% 16% 84%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3	9% 91% 11% 89% mention 16% 84% 0% 4%	14% 86% 10% 90% ned 18% 82%	14% 86% 9% 91% 13% 87%	11% 89% 9% 91% 15% 85%	13% 87% 16% 84% 0% 4%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6	9% 91% 11% 89% 7 mention 16% 84% 0% 4% 28%	14% 86% 10% 90% ned 18% 82% 1% 8% 20%	14% 86% 9% 91% 13% 87% 1% 4%	11% 89% 9% 91% 15% 85% 0% 5% 16%	13% 87% 16% 84% 0% 4% 16%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+	9% 91% 11% 89% mention 16% 84% 0% 4%	14% 86% 10% 90% ned 18% 82%	14% 86% 9% 91% 13% 87%	11% 89% 9% 91% 15% 85%	13% 87% 16% 84% 0% 4%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing?	9% 91% 11% 89% mention 16% 84% 0% 4% 28% 67%	14% 86% 10% 90% ned 18% 82% 1% 8% 20% 72%	14% 86% 9% 91% 13% 87% 1% 4% 17% 78%	11% 89% 91% 15% 85% 0% 5% 16% 79%	13% 87% 16% 84% 0% 4% 16% 80%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes	9% 91% 11% 89% mention 16% 84% 0% 4% 28% 67%	14% 86% 10% 90% ned 18% 82% 1% 8% 20% 72%	14% 86% 9% 91% 13% 87% 1% 4% 17% 78%	11% 89% 9% 91% 15% 85% 0% 5% 16% 79%	13% 87% 16% 84% 0% 4% 16% 80%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No	9% 91% 11% 89% mention 16% 84% 0% 4% 28% 67%	14% 86% 10% 90% ned 18% 82% 1% 8% 20% 72%	14% 86% 9% 91% 13% 87% 1% 4% 17% 78%	11% 89% 91% 15% 85% 0% 5% 16% 79%	13% 87% 16% 84% 0% 4% 16% 80%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	9% 91% 11% 89% mention 16% 84% 0% 4% 67% 98% 2%	14% 86% 10% 90% ned 18% 82% 1% 8% 20% 72%	14% 86% 9% 91% 13% 87% 1% 4% 17% 78%	11% 89% 9% 91% 15% 85% 0% 5% 16% 79%	13% 87% 16% 84% 0% 4% 16% 80% 94% 6%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	9% 91% 11% 89% mention 16% 84% 0% 4% 28% 67% 98% 2%	14% 86% 10% 90% ned 18% 82% 1% 8% 20% 72% 5%	14% 86% 91% 13% 87% 1% 4% 17% 78% 97% 3%	11% 89% 91% 15% 85% 0% 5% 16% 79%	13% 87% 16% 84% 0% 4% 16% 80% 94% 6%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	9% 91% 11% 89% mention 16% 84% 0% 4% 28% 67% 2% 98% 2%	14% 86% 10% 90% ned 18% 82% 1% 8% 20% 72% 5% 5%	14% 86% 91% 13% 87% 1% 4% 17% 78% 3% 97% 3%	11% 89% 91% 15% 85% 0% 5% 16% 79%	13% 87% 16% 84% 0% 4% 16% 80% 94% 6%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Q14. Currently Experiencing Symptoms?	9% 91% 11% 89% mention 16% 84% 0% 4% 28% 67% 98% 2%	14% 86% 10% 90% ned 18% 82% 1% 8% 20% 72% 5%	14% 86% 91% 13% 87% 1% 4% 17% 78% 97% 3%	11% 89% 91% 15% 85% 0% 5% 16% 79%	13% 87% 16% 84% 0% 4% 16% 80% 94% 6%
Q11. Contact with Others: Co-workers Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	9% 91% 11% 89% mention 16% 84% 0% 4% 28% 67% 2% 98% 2%	14% 86% 10% 90% ned 18% 82% 1% 8% 20% 72% 5% 5%	14% 86% 91% 13% 87% 1% 4% 17% 78% 3% 97% 3%	11% 89% 91% 15% 85% 0% 5% 16% 79%	13% 87% 16% 84% 0% 4% 16% 80% 94% 6%

© Clarity Campaign Labs 101 of 122

				ntideni	
	0-19	20-39		60-79	80-100
No	41%	52%	54%	64%	69%
Unsure	48%	35%	39%	34%	29%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	45%	34%	40%	37%	33%
Most are reacting appropriately	50%	62%	53%	56%	60%
Most are overreacting to the actual risks	5%	4%	7%	7%	8%
Q17. Changes to Routine					
Large changes	84%	67%	63%	66%	68%
Small changes	11%	26%	29%	25%	26%
No real changes	5%	6%	5%	6%	4%
Unsure	0%	2%	3%	3%	2%
Q18. College Degree	070	270	370	370	270
<del>`</del>	610/	E00/	450/	410/	200/
Yes	61%	59%	45%	41%	38%
No	39%	41%	55%	59%	62%
Q19. Latino					
Yes	0%	3%	3%	0%	2%
No	100%	97%	97%	100%	98%
Q20. Race					
White	91%	81%	76%	69%	82%
Black	5%	11%	19%	27%	18%
Asian	0%	4%	1%	0%	0%
Another race	5%	3%	3%	3%	1%
Q19-20. Race + Ethnicity					
White	90%	77%	71%	65%	80%
Black	3%	13%	22%	33%	18%
Asian	2%	4%	1%	0%	0%
Hispanic or Latino	0%	2%	3%	0%	1%
Another race	5%	4%	4%	3%	2%
Q21. Panel Willingness					
Yes	80%	76%	77%	77%	80%
No	20%	24%	23%	23%	20%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	95%	80%	72%	65%	81%
Black	0%	12%	22%	34%	17%
Hispanic	0%	1%	2%	0%	0%
Other	5%	7%	4%	2%	2%
DEMOGRAPHICS - PARTY ON FILE	370	770	470	270	270
Democrat	53%	47%	45%	48%	25%
		_		_	60%
Republican	8%	15%	19%	36%	
Other / Unaffiliated	39%	38%	36%	16%	14%
DEMOGRAPHICS - AGE					
18-34	8%	15%	8%	1%	1%
35-49	20%	22%	13%	7%	7%
50-64	34%	27%	25%	23%	28%
65-79	31%	27%	37%	45%	38%
80+	7%	8%	16%	24%	25%
DEMOGRAPHICS - GENDER					
Female	37%	46%	61%	74%	71%
Male	63%	54%	39%	26%	29%
CLARITY SCORES: PARTY	55,0	5 1,70	0070	2070	2570
0-19	100/	1 E 0/	2/10/	120/	70%
	10%	15%	24%	42%	70%
20-39	7%	10%	7%	5%	3%
40-59	15%	9%	10%	2%	2%
60-79	15%	11%	8%	3%	3%
80-100	53%	55%	50%	49%	22%
CLARITY SCORES: TURNOUT					
0-19	0%	0%	0%	0%	0%
20-39	3%	3%	4%	0%	1%
40-59	10%	11%	8%	2%	1%
60-79	17%	20%	12%	6%	3%
80-100	69%	67%	77%	91%	95%
CLARITY SCORES: COLLEGE	0370	3,70	. , , , 0	31/0	3370
	170/	00/	110/	170/	200/
0-19	17%	9%	11%	17%	30%
20-39	22%	19%	35%	34%	24%
40-59	8%	26%	25%	19%	12%
60-79	24%	22%	18%	16%	16%
80-100	29%	24%	10%	14%	18%
CLARITY SCORES: CHOICE					
0-19	0%	0%	6%	21%	65%
20-39	0%	18%	27%	42%	28%
40-59	40%	40%	45%	26%	6%
	40/0	70/0	75/0	20/0	070

© Clarity Campaign Labs 102 of 122

Confidential

Co		

Confidential					
	0-19	20-39	40-59	60-79	80-100
60-79	31%	26%	15%	7%	1%
80-100	29%	15%	7%	3%	1%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	22%	27%	36%	48%	75%
20-39	34%	32%	36%	31%	16%
40-59	28%	30%	22%	18%	8%
60-79	16%	11%	7%	3%	1%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	19%	20%	23%	21%	26%
Greensboro-High Point-Winston Salem NC	7%	16%	18%	18%	32%
Norfolk-Portsmouth-Newport News VA	3%	0%	2%	2%	1%
Greenville-New Bern-Washington NC	10%	11%	6%	7%	6%
Wilmington NC	8%	5%	7%	4%	4%
Raleigh-Durham (Fayetteville) NC	39%	39%	34%	37%	24%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	14%	8%	7%	8%	6%
Myrtle Beach-Florence SC	0%	1%	3%	2%	1%
DEMOGRAPHICS - PHONE TYPE					
Land-line	64%	61%	81%	94%	94%
Wireless	36%	39%	19%	6%	6%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	98%	94%	90%	97%	99%
No	2%	6%	10%	3%	1%
Panel Respondent					
Yes	12%	5%	5%	7%	6%
No	88%	95%	95%	93%	94%

© Clarity Campaign Labs 103 of 122

# ightarrow CLARITY SCORES: CLIMATE CHANGE PRIORITY against...

	0-19	20-39	40-59	60-79	80-100
n	(646)	(462)	(299)	(83)	(2)
Q1. Health Quality					
Poor	6%	5%	3%	2%	0%
Fair	16%	22%	14%	7%	0%
Good	43%	43%	52%	49%	100%
Very Good	35%	30%	32%	41%	0%
Q4. Number of People in HH					
1-3	77%	80%	75%	84%	100%
4-6	21%	17%	23%	15%	0%
7+	2%	3%	2%	1%	0%
Q5. Children in HH					
One	9%	10%	11%	12%	0%
Two	8%	5%	7%	9%	0%
Three or more	2%	7%	5%	1%	0%
None	81%	78%	77%	78%	100%
Q6. Non-HH Face to Face Count					
0	34%	31%	37%	43%	100%
1-3	43%	48%	44%	42%	0%
4-6	11%	9%	8%	5%	0%
7+	12%	12%	11%	9%	0%
Q7. Six Feet Away? (If Q6 > 0)					
0	17%	19%	23%	14%	0%
1-3	57%	58%	54%	71%	0%
4-6	12%	9%	12%	10%	0%
7+	14%	15%	12%	5%	0%
Q8. HH Member Going to Work					
Yes	40%	31%	32%	26%	0%
No	57%	64%	66%	72%	100%
Unsure	3%	4%	2%	3%	0%
Q9. Children Interacting with Other Children					
Yes	21%	16%	12%	23%	0%
No	77%	81%	84%	77%	0%
Unsure	2%	3%	4%	0%	0%
Q10. Times in Group > 20 in Last Week					
0	78%	65%	72%	89%	100%
1-3	16%	26%	21%	8%	0%
4-6	2%	4%	2%	1%	0%
7+	4%	5%	5%	1%	0%
Q11. Contact with Others: Family					
Yes	73%	63%	65%	67%	100%
No	27%	37%	35%	33%	0%
Q11. Contact with Others: Friends					
Yes	18%	16%	19%	21%	0%
No	82%	84%	81%	79%	0%
Q11. Contact with Others: Co-workers					
Yes	13%	10%	14%	11%	0%
No	87%	90%	86%	89%	100%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	9%	10%	10%	9%	0%
No	91%	90%	90%	91%	100%
Q11. Contact with Others: Any other type of person not alread	ly mentio	ned			
Yes	13%	14%	19%	22%	0%
No	87%	86%	81%	78%	100%
Q12. Handwashing Count					
0	0%	0%	1%	0%	0%
1-3	4%	4%	6%	4%	0%
4-6	17%	17%	16%	17%	0%
7+	78%	78%	77%	79%	100%
Q13. Currently Practicing Social Distancing?	-				
Yes	96%	94%	95%	100%	100%
No	4%	6%	5%	0%	0%
Q14. Currently Experiencing Symptoms?					
Yes	2%	3%	1%	1%	0%
No	96%	95%	98%	97%	100%
Unsure	2%	2%	1%	1%	0%
Q15. Likelihood of getting Coronavirus	-				
Yes	7%	4%	5%	9%	0%
	_				

© Clarity Campaign Labs 104 of 122

				ntident	
	0-19	20-39	40-59	60-79	80-100
No	60%	59%	55%	54%	100%
Unsure	33%	37%	40%	37%	0%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	36%	41%	40%	37%	0%
Most are reacting appropriately	56%	52%	56%	62%	100%
Most are overreacting to the actual risks	8%	7%	4%	1%	0%
Q17. Changes to Routine					
Large changes	66%	66%	66%	72%	0%
Small changes	26%	24%	27%	25%	0%
No real changes	5%	7%	5%	3%	0%
Unsure	3%	3%	3%	0%	100%
Q18. College Degree	370	370	370	070	10070
Yes	43%	31%	60%	83%	100%
		_			
No	57%	69%	40%	17%	0%
Q19. Latino	40/	40/	201	101	00/
Yes	1%	1%	2%	1%	0%
No	99%	99%	98%	99%	100%
Q20. Race					
White	94%	61%	54%	72%	100%
Black	2%	35%	41%	24%	0%
Asian	1%	0%	2%	3%	0%
Another race	3%	4%	3%	1%	0%
Q19-20. Race + Ethnicity					
White	94%	55%	46%	67%	100%
Black	2%	40%	47%	27%	0%
Asian	1%	0%	2%	2%	0%
Hispanic or Latino	1%	1%	2%	1%	0%
Another race	2%	4%	4%	2%	0%
	2/0	4/0	4/0	2/0	0/6
Q21. Panel Willingness	770	750/	700/	000/	1000/
Yes	77%	75%	78%	89%	100%
No	23%	25%	22%	11%	0%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	96%	57%	46%	65%	100%
Black	2%	39%	49%	30%	0%
Hispanic	0%	1%	1%	0%	0%
Other	2%	3%	4%	5%	0%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	8%	71%	77%	88%	100%
Republican	66%	4%	1%	0%	0%
Other / Unaffiliated	26%	25%	21%	12%	0%
· · · · · · · · · · · · · · · · · · ·	20%	23/0	21/0	12/0	0/6
DEMOGRAPHICS - AGE	201	50/	501	400/	00/
18-34	3%	6%	6%	10%	0%
35-49	13%	9%	12%	8%	0%
50-64	27%	23%	23%	28%	50%
65-79	36%	41%	45%	40%	0%
80+	21%	22%	14%	14%	50%
DEMOGRAPHICS - GENDER					
Female	57%	73%	66%	75%	100%
Male	43%	27%	34%	25%	0%
CLARITY SCORES: PARTY					
0-19	78%	4%	1%	0%	0%
20-39	8%	6%	2%	0%	0%
40-59			4%	1%	0%
	6%	6%			
60-79	5%	10%	3%	1%	0%
80-100	3%	75%	91%	98%	100%
CLARITY SCORES: TURNOUT					
0-19	0%	0%	0%	0%	0%
20-39	2%	1%	2%	0%	0%
40-59	4%	6%	3%	4%	0%
60-79	10%	11%	7%	7%	0%
80-100	84%	82%	88%	89%	100%
CLARITY SCORES: COLLEGE					1
0-19	19%	20%	7%	0%	0%
20-39	28%	42%	26%	6%	0%
40-59					50%
	18%	18%	27%	16%	
60-79	17%	12%	23%	31%	0%
80-100	17%	7%	17%	47%	50%
CLARITY SCORES: CHOICE					
0-19	38%	3%	0%	0%	0%
20-39	39%	35%	13%	4%	0%
40-59	19%	48%	42%	10%	0%

© Clarity Campaign Labs 105 of 122

Confidential

	ntia

Confidential					
	0-19	20-39	40-59	60-79	80-100
60-79	3%	11%	30%	27%	50%
80-100	0%	2%	14%	60%	50%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	2%	4%	5%	11%	0%
20-39	9%	15%	21%	27%	0%
40-59	26%	37%	34%	37%	50%
60-79	43%	39%	35%	23%	50%
80-100	20%	6%	5%	2%	0%
MEDIA MARKET					
Charlotte NC	26%	17%	19%	22%	0%
Greensboro-High Point-Winston Salem NC	22%	19%	13%	13%	50%
Norfolk-Portsmouth-Newport News VA	2%	3%	2%	1%	0%
Greenville-New Bern-Washington NC	7%	9%	6%	5%	0%
Wilmington NC	5%	5%	6%	0%	50%
Raleigh-Durham (Fayetteville) NC	28%	37%	44%	49%	0%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	6%	8%	10%	0%
Myrtle Beach-Florence SC	2%	3%	1%	0%	0%
DEMOGRAPHICS - PHONE TYPE					
Land-line	87%	86%	82%	77%	100%
Wireless	13%	14%	18%	23%	0%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	98%	94%	99%	100%	100%
No	2%	6%	1%	0%	0%
Panel Respondent					
Yes	7%	5%	7%	10%	0%
No	93%	95%	93%	90%	100%

© Clarity Campaign Labs 106 of 122

## >> MEDIA MARKET against...

	Charlotte NC	Greensboro-High Point-Winston Salem NC	Norfolk- Portsmouth- Newport News VA	Greenville-New Bern- Washington NC	Wilmington	Raleigh- Durham (Fayetteville) NC	Greenville- Spartanburg SC- Asheville NC- Anderson SC	Myrtle Beach- Florence SC
n	(345)	(297)	(30)	(115)	(82)	(552)	(124)	(27)
Q1. Health Quality								
Poor	7%	4%	7%	4%	4%	4%	7%	7%
Fair	14%	15%	30%	18%	18%	16%	22%	22%
Good	44%	47%	17%	49%	46%	46%	44%	44%
Very Good	35%	33%	47%	29%	32%	33%	27%	26%
Q4. Number of Pe	ople in HH							
1-3	78%	79%	90%	78%	83%	75%	79%	84%
4-6	20%	18%	10%	21%	12%	23%	18%	16%
7+	2%	3%	0%	2%	5%	2%	3%	0%
Q5. Children in HH								
One	9%	6%	5%	15%	8%	12%	8%	22%
Two	6%	10%	0%	11%	3%	8%	5%	4%
Three or more	5%	4%	5%	6%	7%	3%	4%	4%
None	80%	79%	89%	68%	82%	77%	84%	70%
Q6. Non-HH Face t			250/	200/	2.40/	2004	250/	220/
0	35%	35%	35%	30%	34%	36%	35%	23%
1-3	39%	46%	47%	43%	41%	47%	46%	50%
4-6 7+	13% 13%	9% 10%	18%	10% 17%	7% 18%	8% 9%	8% 11%	5% 23%
			18%	1/%	18%	9%	11%	25%
Q7. Six Feet Away	17%	13%	20%	20%	23%	20%	25%	6%
1-3	58%	64%	50%	55%	48%	59%	51%	56%
4-6	12%	11%	10%	10%	16%	9%	10%	19%
7+	14%	13%	20%	14%	14%	12%	14%	19%
Q8. HH Member G			2070	1470	14/0	12/0	1470	1370
Yes	33%	40%	19%	36%	36%	35%	32%	48%
No	64%	57%	75%	62%	58%	63%	64%	52%
Unsure	3%	3%	6%	2%	6%	2%	4%	0%
Q9. Children Intera			0,0		0,0	2,0	170	0,0
Yes	23%	13%	0%	21%	8%	17%	25%	57%
No	75%	85%	100%	79%	92%	80%	75%	29%
Unsure	2%	2%	0%	0%	0%	3%	0%	14%
Q10. Times in Grou	up > 20 in	Last Week						
0	76%	71%	67%	73%	73%	76%	74%	52%
1-3	16%	21%	33%	22%	21%	19%	20%	33%
4-6	4%	3%	0%	3%	2%	2%	1%	0%
7+	4%	5%	0%	2%	5%	3%	5%	14%
Q11. Contact with	Others: Fa	amily						
Yes	66%	72%	59%	76%	62%	70%	58%	74%
No	34%	28%	41%	24%	38%	30%	42%	26%
Q11. Contact with	Others: Fr	iends						
Yes	17%	13%	0%	26%	16%	21%	16%	19%
No	83%	87%	100%	74%	84%	79%	84%	81%
Q11. Contact with	Others: Co	o-workers						
Yes	13%	13%	0%	21%	17%	12%	9%	8%
No	87%	87%	100%	79%	83%	88%	91%	92%
Q11. Contact with	Others: Cl	ients, patients, or p	oatrons					
Yes	9%	10%	0%	14%	13%	9%	8%	14%
No	91%	90%	100%	86%	87%	91%	93%	86%
		ny other type of pe						
Yes	14%	15%	15%	23%	9%	17%	10%	13%
No	86%	85%	85%	77%	91%	83%	90%	87%
Q12. Handwashing	_				1			
0	1%	0%	0%	0%	0%	0%	1%	0%
1-3	4%	4%	0%	5%	4%	6%	4%	11%
4-6	19%	16%	20%	16%	9%	18%	19%	16%
7+	76%	79%	80%	79%	87%	76%	75%	74%
Q13. Currently Pra								
Yes	94%	96%	93%	95%	96%	96%	96%	89%
No	6%	4%	7%	5%	4%	4%	4%	11%
Q14. Currently Exp								
Yes	2%	2%	13%	5%	2%	2%	0%	11%
No	96%	98%	87%	94%	96%	96%	99%	89%
Unsure	2%	0%	0%	1%	2%	2%	1%	0%

© Clarity Campaign Labs

Confidential

					Confiden	liai		
	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 Co	pronavirus	VA			IVC	Anderson se	30
Yes	7%	7%	0%	4%	7%	6%	5%	0%
No	58%	60%	43%	66%	65%	57%	49%	63%
Unsure	36%	33%	57%	31%	28%	37%	47%	37%
Q16. NC Response			3770	3170	2070	3770	4770	3770
Most are	to corona	vii d3						
underestimating the risks	43%	35%	33%	43%	31%	35%	34%	58%
Most are reacting appropriately	50%	61%	67%	52%	63%	56%	59%	42%
Most are overreacting to the actual risks	7%	4%	0%	5%	6%	9%	7%	0%
Q17. Changes to R	outine							
Large changes	67%	66%	40%	67%	59%	69%	63%	61%
Small changes	24%	25%	47%	23%	33%	24%	32%	33%
No real changes	7%	7%	7%	4%	2%	4%	6%	0%
Unsure	2%	3%	7%	6%	6%	2%	0%	6%
		3/0	/ /0	070	0/0	۷/0	U/0	070
Q18. College Degre		4.40/	400/	460/	AE0/	F 20/	200/	220/
Yes	40% 60%	44%	40%	46%	45% 55%	53% 47%	38%	33%
No O10 Latina	00%	56%	60%	54%	55%	4/%	63%	67%
Q19. Latino	20/	30/	00/	20/	20/	20/	40/	001
Yes	2%	2%	0%	2%	2%	2%	1%	0%
No	98%	98%	100%	98%	98%	98%	99%	100%
Q20. Race								
White	80%	76%	80%	76%	86%	68%	94%	39%
Black	17%	19%	20%	20%	14%	28%	5%	11%
Asian	1%	2%	0%	1%	0%	1%	0%	6%
Another race	2%	3%	0%	3%	0%	3%	1%	44%
Q19-20. Race + Eth	nicity							
White	75%	72%	70%	68%	80%	64%	91%	33%
Black	20%	22%	30%	27%	18%	31%	6%	15%
Asian	1%	1%	0%	1%	0%	1%	0%	4%
Hispanic or Latino	1%	1%	0%	2%	1%	1%	1%	0%
Another race	3%	3%	0%	3%	0%	3%	2%	48%
Q21. Panel Willing	ness							
Yes	77%	74%	79%	71%	80%	80%	81%	63%
No	23%	26%	21%	29%	20%	20%	19%	38%
DEMOGRAPHICS -								1
Caucasian	78%	74%	70%	69%	84%	64%	93%	30%
Black	19%	23%	30%	26%	16%	33%	5%	15%
Hispanic	1%	1%	0%	2%	0%	1%	0%	0%
•	2%		0%	3%	0%	2%		56%
Other				370		270	20/	30%
DEMOGRAPHICS -		3%	070		0,0		2%	
	PARTY ON	FILE						670/
Democrat	PARTY ON 36%	FILE 41%	40%	48%	45%	52%	32%	67%
Republican	PARTY ON	FILE						67% 7%
Republican Other / Unaffiliated	9487Y ON 36% 37% 27%	FILE 41%	40%	48%	45%	52%	32%	
Republican Other / Unaffiliated DEMOGRAPHICS -	9ARTY ON 36% 37% 27% AGE	FILE 41% 38% 21%	40% 27% 33%	48% 26% 26%	45% 29% 26%	52% 20% 28%	32% 33% 35%	7% 26%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34	PARTY ON 36% 37% 27% AGE 7%	FILE 41% 38% 21%	40% 27% 33%	48% 26% 26%	45% 29% 26%	52% 20% 28%	32% 33% 35%	7% 26%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49	PARTY ON 36% 37% 27% AGE 7% 11%	FILE 41% 38% 21% 6% 9%	40% 27% 33% 3% 13%	48% 26% 26% 9% 16%	45% 29% 26% 7% 10%	52% 20% 28% 4% 14%	32% 33% 35% 6% 11%	7% 26% 4% 7%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34	PARTY ON 36% 37% 27% AGE 7%	FILE 41% 38% 21%	40% 27% 33%	48% 26% 26%	45% 29% 26%	52% 20% 28%	32% 33% 35%	7% 26%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49	PARTY ON 36% 37% 27% AGE 7% 11%	FILE 41% 38% 21% 6% 9%	40% 27% 33% 3% 13%	48% 26% 26% 9% 16%	45% 29% 26% 7% 10%	52% 20% 28% 4% 14%	32% 33% 35% 6% 11%	7% 26% 4% 7%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64	PARTY ON 36% 37% 27% AGE 7% 11% 23%	FILE  41%  38%  21%  6%  9%  29%	40% 27% 33% 3% 13% 27%	48% 26% 26% 9% 16% 27%	45% 29% 26% 7% 10% 17%	52% 20% 28% 4% 14% 26%	32% 33% 35% 6% 11% 21%	7% 26% 4% 7% 22%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79	PARTY ON 36% 37% 27%  AGE 7% 11% 23% 35% 23%	FILE  41%  38%  21%  6%  9%  29%  38%	40% 27% 33% 3% 13% 27% 47%	48% 26% 26% 9% 16% 27% 35%	45% 29% 26% 7% 10% 17% 39%	52% 20% 28% 4% 14% 26% 40%	32% 33% 35% 6% 11% 21% 44%	7% 26% 4% 7% 22% 44%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+	PARTY ON 36% 37% 27%  AGE 7% 11% 23% 35% 23%	FILE  41%  38%  21%  6%  9%  29%  38%	40% 27% 33% 3% 13% 27% 47%	48% 26% 26% 9% 16% 27% 35%	45% 29% 26% 7% 10% 17% 39%	52% 20% 28% 4% 14% 26% 40%	32% 33% 35% 6% 11% 21% 44%	7% 26% 4% 7% 22% 44%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS -	PARTY ON 36% 37% 27% AGE 7% 11% 23% 35% 23% GENDER	FILE  41%  38%  21%  6%  9%  29%  38%  19%	40% 27% 33% 3% 13% 27% 47% 10%	48% 26% 26% 9% 16% 27% 35% 14%	45% 29% 26% 7% 10% 17% 39% 27%	52% 20% 28% 4% 14% 26% 40% 16%	32% 33% 35% 6% 11% 21% 44% 19%	7% 26% 4% 7% 22% 44% 22%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F	PARTY ON 36% 37% 27% AGE 7% 11% 23% 35% 23% GENDER 59% 41% PARTY	FILE  41%  38%  21%  6%  9%  29%  38%  19%  66%  34%	40% 27% 33% 3% 13% 27% 47% 10%	48% 26% 26% 9% 16% 27% 35% 14%	45% 29% 26% 7% 10% 17% 39% 27%	52% 20% 28% 4% 14% 26% 40% 16%	32% 33% 35% 6% 11% 21% 44% 19%	7% 26% 4% 7% 22% 44% 22% 56% 44%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F	PARTY ON 36% 37% 27%  AGE 7% 11% 23% 35% 23% GENDER 59% 41% 'ARTY 40%	FILE  41%  38%  21%  6%  9%  29%  38%  19%  66%  34%	40% 27% 33% 3% 13% 27% 47% 10%	48% 26% 26% 9% 16% 27% 35% 14%	45% 29% 26% 7% 10% 17% 39% 27%	52% 20% 28% 4% 14% 26% 40% 16% 67% 33%	32% 33% 35% 6% 11% 21% 44% 19% 60% 40%	7% 26% 4% 7% 22% 44% 22% 56% 44%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39	PARTY ON 36% 37% 27% AGE 7% 11% 23% 35% 23% GENDER 59% 41% PARTY 40% 9%	FILE  41%  38%  21%  6%  9%  29%  38%  19%  66%  44%	40% 27% 33% 3% 13% 27% 47% 10% 73% 27%	9% 16% 27% 35% 14% 65% 35%	45% 29% 26%  7% 10% 17% 39% 27%  61% 39%	52% 20% 28% 4% 14% 26% 40% 16% 67% 33%	32% 33% 35% 6% 11% 21% 44% 19% 60% 40%	7% 26% 4% 7% 22% 44% 22% 56% 44%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59	PARTY ON 36% 37% 27% AGE 7% 11% 23% 35% 23% GENDER 59% 41% PARTY 40% 9% 7%	FILE  41%  38%  21%  6%  9%  29%  38%  19%  66%  34%  43%  6%  4%	40% 27% 33%  3% 13% 27% 47% 10%  73% 27%  27% 0% 13%	48% 26% 26%  9% 16% 27% 35% 14%  65% 35%  33% 30% 10%	45% 29% 26%  7% 10% 17% 39% 27%  61% 39%  34% 7% 9%	52% 20% 28% 4% 14% 26% 40% 16% 67% 33%	32% 33% 35% 6% 11% 21% 44% 19% 60% 40%	7% 26% 4% 7% 22% 44% 22% 56% 44% 15% 4% 7%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79	PARTY ON 36% 37% 27% AGE 7% 11% 23% 35% 23% GENDER 59% 41% PARTY 40% 9% 7% 4%	FILE  41%  38%  21%  6%  9%  29%  38%  19%  66%  44%  6%	40% 27% 33%  3% 13% 27% 47% 10%  73% 27%  27% 0% 13% 3%	48% 26% 26%  9% 16% 27% 35% 14%  65% 35%  33% 30% 10% 8%	45% 29% 26%  7% 10% 17% 39% 27%  61% 39%  34% 7% 9% 4%	52% 20% 28% 4% 14% 26% 40% 16% 67% 33% 26% 5% 5%	32% 33% 35% 6% 11% 21% 44% 19% 60% 40% 10% 3% 12%	7% 26% 4% 7% 22% 44% 22% 56% 44% 15% 4% 7% 7%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79 80-100	PARTY ON 36% 37% 27% AGE 7% 11% 23% 35% 23% GENDER 59% 41% PARTY 40% 9% 7% 4% 40%	FILE  41%  38%  21%  6%  9%  29%  38%  19%  66%  34%  43%  6%  4%	40% 27% 33%  3% 13% 27% 47% 10%  73% 27%  27% 0% 13%	48% 26% 26%  9% 16% 27% 35% 14%  65% 35%  33% 30% 10%	45% 29% 26%  7% 10% 17% 39% 27%  61% 39%  34% 7% 9%	52% 20% 28% 4% 14% 26% 40% 16% 67% 33%	32% 33% 35% 6% 11% 21% 44% 19% 60% 40%	7% 26% 4% 7% 22% 44% 22% 56% 44% 15% 4% 7%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: T	PARTY ON 36% 37% 27% AGE 7% 11% 23% 35% 23% GENDER 59% 41% PARTY 40% 9% 7% 4% 40% TURNOUT	FILE  41%  38%  21%  6%  9%  29%  38%  19%  66%  34%  43%  6%  44%  6%  41%	40% 27% 33%  3% 13% 27% 47% 10%  73% 27%  0% 13% 3% 57%	9% 16% 27% 35% 14% 65% 33% 10% 8% 47%	45% 29% 26%  7% 10% 17% 39% 27%  61% 39%  34% 7% 9% 4% 46%	52% 20% 28% 4% 14% 26% 40% 16% 67% 33% 26% 5% 5% 7%	32% 33% 35%  6% 11% 21% 44% 19%  60% 40%  10% 3% 12% 35%	7% 26%  4% 7% 22% 44% 22%  56% 44%  15% 4% 7% 67%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: T 0-19	PARTY ON 36% 37% 27% AGE 7% 11% 23% 35% 23% GENDER 59% 41% PARTY 40% 9% 7% 4% 40% URNOUT 0%	FILE  41%  38%  21%  6%  9%  29%  38%  19%  66%  34%  43%  6%  44%  6%  41%	40% 27% 33%  3% 13% 27% 47% 10%  73% 27%  27% 0% 13% 3% 57%	48% 26% 26%  9% 16% 27% 35% 14%  65% 35%  33% 47%	45% 29% 26%  7% 10% 17% 39% 27%  61% 39%  34% 7% 9% 4% 46%	52% 20% 28% 4% 14% 26% 40% 16% 67% 33% 26% 5% 5% 7% 57%	32% 33% 35%  6% 11% 21% 44% 19%  60% 40%  10% 3% 12% 35%	7% 26%  4% 7% 22% 44% 22%  56% 44%  15% 4% 7% 67%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: T 0-19 20-39	PARTY ON 36% 37% 27% AGE 7% 11% 23% 35% 23% GENDER 59% 41% PARTY 40% 9% 7% 4% 40% URNOUT 0% 2%	FILE  41%  38%  21%  6%  9%  29%  38%  19%  66%  34%  6%  41%  0%  3%	40% 27% 33%  3% 13% 27% 47% 10%  73% 27%  0% 13% 3% 57%	48% 26% 26%  9% 16% 27% 35% 14%  65% 35%  10% 8% 47%	45% 29% 26%  7% 10% 17% 39% 27%  61% 39%  34% 7% 9% 4% 46%	52% 20% 28% 4% 14% 26% 40% 16% 57% 57% 57%	32% 33% 35%  6% 11% 21% 44% 19%  60% 40%  10% 3% 12% 35%	7% 26% 4% 7% 22% 44% 22% 56% 44% 15% 4% 7% 67%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 80-100 CLARITY SCORES: T 0-19 20-39 40-59 40-59	PARTY ON 36% 37% 27% AGE 7% 11% 23% 35% 23% GENDER 59% 41% PARTY 40% 9% 7% 4% 40% URNOUT 0% 2% 5%	FILE  41%  38%  21%  6%  9%  29%  38%  19%  66%  34%  43%  6%  41%  0%  3%  4%	40% 27% 33%  3% 13% 27% 47% 10%  73% 27%  0% 13% 3% 57%	48% 26% 26%  9% 16% 27% 35% 14%  65% 35%  10%  8% 47%	45% 29% 26%  7% 10% 17% 39% 27%  61% 39%  44% 46%  0% 3% 6%	52% 20% 28%  4% 144% 26% 40% 16%  67% 33%  26% 5% 5% 7% 57%  0% 2% 4%	32% 33% 33% 35%  6% 11% 21% 44% 19%  60% 40%  10% 3% 12% 35%	7% 26% 4% 7% 22% 44% 22% 56% 44%  15% 67% 67%
Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: T 0-19 20-39	PARTY ON 36% 37% 27% AGE 7% 11% 23% 35% 23% GENDER 59% 41% PARTY 40% 9% 7% 4% 40% URNOUT 0% 2%	FILE  41%  38%  21%  6%  9%  29%  38%  19%  66%  34%  6%  41%  0%  3%	40% 27% 33%  3% 13% 27% 47% 10%  73% 27%  0% 13% 3% 57%	48% 26% 26%  9% 16% 27% 35% 14%  65% 35%  10% 8% 47%	45% 29% 26%  7% 10% 17% 39% 27%  61% 39%  34% 7% 9% 4% 46%	52% 20% 28% 4% 14% 26% 40% 16% 57% 57% 57%	32% 33% 35%  6% 11% 21% 44% 19%  60% 40%  10% 3% 12% 35%	7% 26% 4% 7% 22% 44% 22% 56% 44% 15% 4% 7% 67%

		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	17%	21%	13%	17%	15%	11%	15%	26%
20-39	31%	29%	37%	31%	37%	28%	34%	48%
40-59	23%	17%	20%	26%	21%	22%	22%	15%
60-79	16%	20%	17%	16%	20%	18%	22%	4%
80-100	14%	13%	13%	10%	9%	21%	7%	7%
CLARITY SCORE	S: CHOICE							
0-19	21%	27%	13%	13%	9%	12%	21%	28%
20-39	28%	32%	47%	38%	33%	28%	27%	52%
40-59	32%	27%	30%	39%	38%	34%	30%	16%
60-79	12%	11%	7%	8%	14%	16%	12%	4%
80-100	7%	2%	3%	3%	5%	10%	11%	0%
CLARITY SCORE	S: CHURCH A	TTENDANCE						
0-19	3%	1%	7%	5%	6%	4%	6%	0%
20-39	12%	11%	3%	20%	12%	15%	14%	7%
40-59	35%	33%	37%	29%	44%	33%	31%	52%
60-79	36%	36%	47%	37%	29%	40%	40%	33%
80-100	13%	19%	7%	10%	9%	8%	9%	7%
CLARITY SCORE	S: CLIMATE C	HANGE PRIORITY						
0-19	52%	50%	37%	40%	44%	35%	45%	40%
20-39	25%	31%	40%	39%	32%	32%	26%	52%
40-59	18%	14%	20%	17%	23%	25%	22%	8%
60-79	6%	4%	3%	4%	0%	8%	7%	0%
80-100	0%	0%	0%	0%	1%	0%	0%	0%
DEMOGRAPHIC	S - PHONE TY	PE						
Land-line	84%	86%	77%	76%	78%	85%	86%	93%
Wireless	16%	14%	23%	24%	22%	15%	14%	7%
Voter File Mate	:h							
Yes	100%	100%	100%	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%	0%	0%	0%
Registered Vot	er (of Voter Fi	le Matches)						
Yes	94%	94%	97%	95%	95%	96%	93%	96%
No	6%	6%	3%	5%	5%	4%	7%	4%
Panel Respond	ent				1			
Yes	7%	5%	0%	11%	5%	7%	4%	0%
No	93%	95%	100%	89%	95%	93%	96%	100%

© Clarity Campaign Labs 109 of 122

## >> DEMOGRAPHICS - PHONE TYPE against...

	Land-line	Wireless
n	(1,325)	(252)
Q1. Health Quality		
Poor	6%	3%
Fair	18%	11%
Good Very Good	45% 32%	47% 39%
Q4. Number of People in HH	32/0	3370
1-3	83%	53%
4-6	16%	42%
7+	2%	5%
Q5. Children in HH		
One	9%	17%
Two	4%	25%
Three or more	3%	12%
None	85%	46%
Q6. Non-HH Face to Face Count		
0	32%	46%
1-3	47%	31%
4-6	10%	8%
7+ 07. Six Foot Away? (If 06 > 0)	11%	15%
Q7. Six Feet Away? (If Q6 > 0) 0	18%	21%
1-3	60%	46%
4-6	9%	17%
7+	13%	15%
Q8. HH Member Going to Work	1070	1370
Yes	32%	52%
No	65%	48%
Unsure	4%	0%
Q9. Children Interacting with Other Children		
Yes	21%	16%
No	76%	83%
Unsure	3%	1%
Q10. Times in Group > 20 in Last Week		
0	70%	92%
1-3	23%	5%
4-6	2%	3%
7+	5%	1%
Q11. Contact with Others: Family Yes	66%	79%
No No	34%	21%
Q11. Contact with Others: Friends	34/0	21/0
Yes	20%	12%
No	80%	88%
Q11. Contact with Others: Co-workers	1	1
Yes	11%	20%
No	89%	80%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	9%	12%
No	91%	88%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	17%	10%
No	83%	90%
Q12. Handwashing Count	40/	001
0 1-3	1% 5%	0%
1-3 4-6	18%	4% 15%
7+	77%	80%
Q13. Currently Practicing Social Distancing?	///0	00/0
Yes	95%	97%
No	5%	3%
Q14. Currently Experiencing Symptoms?		
Yes	2%	3%
No	96%	97%
Unsure	2%	0%
Q15. Likelihood of getting Coronavirus		
Yes	4%	15%

© Clarity Campaign Labs 110 of 122

	Confid	
	Land-line	Wireless
No	59%	57%
Unsure	38%	28%
	30,0	2070
Q16. NC Response to Coronavirus		
Most are underestimating the risks	38%	36%
Most are reacting appropriately	56%	55%
Most are overreacting to the actual risks	6%	8%
Q17. Changes to Routine		
-	CC0/	C00/
Large changes	66%	69%
Small changes	26%	24%
No real changes	5%	7%
Unsure	3%	0%
Q18. College Degree		
	420/	C00/
Yes	42%	60%
No	58%	40%
Q19. Latino		
Yes	1%	5%
No	99%	95%
	3576	33/0
Q20. Race		
White	75%	78%
Black	21%	17%
Asian	1%	2%
Another race	3%	2%
Q19-20. Race + Ethnicity		
White	71%	71%
Black	25%	18%
Asian	1%	2%
Hispanic or Latino	1%	5%
Another race	3%	4%
Q21. Panel Willingness		
Yes	76%	81%
No	24%	19%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	72%	73%
Black	25%	19%
Hispanic	0%	3%
Other	3%	5%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	46%	33%
Republican	30%	25%
·		
Other / Unaffiliated	24%	41%
DEMOGRAPHICS - AGE		
18-34	1%	32%
35-49	6%	40%
50-64	26%	20%
65-79	45%	8%
80+	22%	1%
DEMOGRAPHICS - GENDER		
Female	67%	47%
Male	33%	53%
CLARITY SCORES: PARTY		
0-19	35%	29%
20-39	6%	9%
40-59	5%	12%
60-79	6%	11%
80-100	49%	39%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	2%	3%
40-59	4%	11%
60-79	8%	18%
80-100	86%	67%
	5575	0.70
CLARITY SCORES: COLLEGE		
0-19	18%	4%
20-39	33%	19%
40-59	19%	33%
60-79	16%	28%
80-100	15%	16%
CLARITY SCORES: CHOICE		
0-19	19%	9%
20-39	33%	21%
20 33		49%
40-59	29%	

© Clarity Campaign Labs

Confidential

	Confidential		
	Land-line	Wireless	
60-79	12%	16%	
80-100	7%	6%	
CLARITY SCORES: CHURCH ATTENDANCE	·		
0-19	3%	8%	
20-39	10%	33%	
40-59	33%	41%	
60-79	42%	14%	
80-100	13%	4%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY	·		
0-19	44%	38%	
20-39	31%	29%	
40-59	19%	24%	
60-79	5%	8%	
80-100	0%	0%	
MEDIA MARKET			
Charlotte NC	22%	21%	
Greensboro-High Point-Winston Salem NC	19%	17%	
Norfolk-Portsmouth-Newport News VA	2%	3%	
Greenville-New Bern-Washington NC	7%	11%	
Wilmington NC	5%	7%	
Raleigh-Durham (Fayetteville) NC	35%	33%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	7%	
Myrtle Beach-Florence SC	2%	1%	
Voter File Match	·		
Yes	100%	100%	
No	0%	0%	
Registered Voter (of Voter File Matches)	·		
Yes	95%	93%	
No	5%	7%	
Panel Respondent	·		
Yes	7%	4%	
No	93%	96%	

© Clarity Campaign Labs 112 of 122

### >> Voter File Match against...

	Yes	No
n	(1,577)	(333)
Q1. Health Quality		
Poor	5%	7%
Fair	17%	18%
Good	45%	40%
Very Good	33%	35%
Q4. Number of People in HH		
1-3	78%	72%
4-6 7+	20%	23% 5%
Q5. Children in HH	2%	5%
One	10%	15%
Two	7%	10%
Three or more	4%	7%
None	78%	68%
Q6. Non-HH Face to Face Count		
0	35%	38%
1-3	44%	40%
4-6	9%	11%
7+	12%	11%
Q7. Six Feet Away? (If Q6 > 0)	100/	100/
1-3	18% 58%	18% 56%
4-6	11%	16%
7+	13%	10%
Q8. HH Member Going to Work		1
Yes	35%	37%
No	62%	62%
Unsure	3%	1%
Q9. Children Interacting with Other Children		
Yes	19%	24%
No	79%	75%
Unsure	2%	1%
Q10. Times in Group > 20 in Last Week	74%	78%
1-3	19%	16%
4-6	2%	1%
7+	4%	4%
Q11. Contact with Others: Family		
Yes	68%	59%
No	32%	41%
Q11. Contact with Others: Friends		
Yes	18%	23%
No	82%	77%
Q11. Contact with Others: Co-workers	120/	1.00/
Yes No	13% 87%	16% 84%
Q11. Contact with Others: Clients, patients, or patrons	07/0	04/0
Yes	10%	12%
No	90%	88%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	15%	17%
No	85%	83%
Q12. Handwashing Count		
0	1%	1%
1-3	5%	4%
4-6	17%	16%
7+ 212 Currently Practicing Social Dictancing?	77%	80%
Q13. Currently Practicing Social Distancing? Yes	95%	95%
No No	5%	5%
Q14. Currently Experiencing Symptoms?	3/0	3/0
Yes	2%	3%
No	96%	95%
Unsure	2%	2%
Q15. Likelihood of getting Coronavirus	'	
Yes	6%	9%

© Clarity Campaign Labs 113 of 122

	Confiden	tial
	Yes	No
No	58%	67%
Unsure	36%	24%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	37%	35%
Most are reacting appropriately	56%	53%
Most are overreacting to the actual risks	7%	12%
O17. Changes to Routine		

66%

26%

5%

3%

46%

54%

2%

98%

76%

20%

1%

3%

71%

24%

1%

1%

3%

61%

24%

11%

4%

42%

58%

5%

95%

73%

23% 1%

3%

69%

22%

1%

5%

2%

Large changes

Small changes No real changes

Q18. College Degree

Unsure

Q19. Latino Yes

Q20. Race White

Another race

Hispanic or Latino

Another race

Q19-20. Race + Ethnicity

Yes

No

No

Black

Asian

White

Black

Asian

Q21. Panel Willingness	·	
Yes	77%	69%
No	23%	31%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	72%	0%
Black	24%	0%
Hispanic	1%	0%
Other	3%	0%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	44%	0%
Republican	29%	0%
Other / Unaffiliated	27%	0%
DEMOGRAPHICS - AGE	<u> </u>	
18-34	6%	17%
35-49	12%	20%
50-64	25%	27%
65-79	39%	23%
80+	19%	13%
DEMOGRAPHICS - GENDER	1	1 .74
Female	64%	57%
Male	36%	43%
CLARITY SCORES: PARTY		1
0-19	34%	0%
20-39	6%	0%
40-59	6%	0%
60-79	6%	0%
80-100	47%	0%
CLARITY SCORES: TURNOUT	.776	5,0
0-19	0%	0%
20-39	2%	0%
40-59	5%	0%
60-79	10%	0%
80-100	83%	0%
CLARITY SCORES: COLLEGE	6370	0,0
0-19	15%	0%
20-39	31%	0%
40-59	21%	0%
60-79	18%	0%
80-100	15%	0%
CLARITY SCORES: CHOICE	1570	0,0
0-19	18%	0%
20-39	31%	0%
40-59	32%	0%
	3270	0%

114 of 122

	entia

	Confidential	
	Yes	No
60-79	13%	0%
80-100	7%	0%
CLARITY SCORES: CHURCH ATTENDANCE		
0-19	4%	0%
20-39	14%	0%
40-59	34%	0%
60-79	38%	0%
80-100	11%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY	'	
0-19	43%	0%
20-39	31%	0%
40-59	20%	0%
60-79	6%	0%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	22%	0%
Greensboro-High Point-Winston Salem NC	19%	0%
Norfolk-Portsmouth-Newport News VA	2%	0%
Greenville-New Bern-Washington NC	7%	0%
Wilmington NC	5%	0%
Raleigh-Durham (Fayetteville) NC	35%	0%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	0%
Myrtle Beach-Florence SC	2%	0%
DEMOGRAPHICS - PHONE TYPE		
Land-line	84%	0%
Wireless	16%	0%
Registered Voter (of Voter File Matches)	'	
Yes	95%	0%
No	5%	0%
Panel Respondent		
Yes	6%	6%
No	94%	94%

© Clarity Campaign Labs 115 of 122

# >> Registered Voter (of Voter File Matches) against...

	Yes	No
	(1,496)	(81)
Q1. Health Quality	(2) 130)	(02)
Poor	5%	10%
Fair	17%	17%
Good	45%	51%
Very Good	33%	22%
Q4. Number of People in HH		
1-3	78%	75%
4-6	20%	19%
7+	2%	7%
Q5. Children in HH		
One	10%	13%
Two	7%	12%
Three or more	4%	9%
None	79%	66%
Q6. Non-HH Face to Face Count		
0	35%	28%
1-3	44%	38%
4-6	9%	12%
7+	12%	22%
Q7. Six Feet Away? (If Q6 > 0)		
0	19%	13%
1-3	58%	57%
4-6	10%	15%
7+	13%	15%
Q8. HH Member Going to Work	250/	470/
Yes	35%	47%
No	62%	52%
Unsure	3%	2%
Q9. Children Interacting with Other Children Yes	100/	200/
res No	19% 79%	20% 80%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week	270	0%
0	75%	68%
1-3	19%	21%
4-6	2%	5%
7+	4%	6%
Q11. Contact with Others: Family	.,.	
Yes	68%	67%
No	32%	33%
Q11. Contact with Others: Friends		
Yes	18%	21%
No	82%	79%
Q11. Contact with Others: Co-workers		
Yes	12%	19%
No	88%	81%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	10%	9%
No	90%	91%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	15%	16%
No	85%	84%
Q12. Handwashing Count		
0	0%	3%
1-3	5%	8%
4-6	18%	13%
7+	77%	75%
Q13. Currently Practicing Social Distancing?		
Yes	95%	92%
No	5%	8%
Q14. Currently Experiencing Symptoms?		
Yes	2%	8%
No	97%	90%
Unsure	2%	2%
Q15. Likelihood of getting Coronavirus	501	22.
Yes	6%	3%

© Clarity Campaign Labs 116 of 122

Confiden	tial
Voc	

No		Comiden	
URSINE			
QLE N. Response to Coronavirus         4 2%           Most ar underestimating the risks         3 7%         4 2%           Most are reacting perportately         5 7%         4 5%           Most are reacting perportately         6 6%         6 5%         2 8%           Most are overreacting to the actual risks         2 6%         2 8%           Large changes         6 6%         5 5%           Small changes         5 5%         5 5%           Unsure         3 3%         2 2%           No real changes         4 7%         2 6%           No         3 75%         7 4%           QLS. College Degree         2 5%         2 4%           Ves         2 2%         2 4%           No         9 8%         9 8%           QLS. College Degree         2 5%         2 4%           Ves         2 2%         2 4%           No         9 8%         9 8%           QLS. College Degree         2 2%         2 4%           Ves         2 2 5%         2 4%           No         9 8%         9 8%           QLS accessed         2 8%         2 8%           QLS. Sacesed         2 8%         2 8%           QLS access			
Most are underestimating the risks         3.7%         4.2%           Most are reacting appropriately         6.5%         1.3%           Most are overreacting to the actual risks         6.6%         1.3%           Q1.7. Changes to foutine         2.6%         2.8%           Large changes         6.6%         6.5%           Small changes         3.6%         2.5%           No read changes         4.7%         2.6%           Ves         4.7%         2.6%           No         3.3%         2.4%           Ves         4.7%         2.6%           No         3.9%         9.8%           19.1 Latin         2.7%         8.1%           Ves         2.6%         9.8%           20.1 Race         2.2%         8.1%           No         2.5%         2.5%           No         2.0         3.8%         2.9%           Moteriace         3.8%         2.2%           No         2.0         3.8%         2.2%           No         2.0         3.2%         2.5%           Shack         2.0         3.2%         2.2%           Astan         2.2%         2.3%         2.3% <tr< td=""><td></td><td>36%</td><td>37%</td></tr<>		36%	37%
Most are reacting appropriately         5.7%         4.5%           Most are overreacting to the actual risks         6.6%         1.3%           LOT, Changes to Mouthe         66%         6.5%         2.8%           Lorge changes         6.6%         6.5%         2.8%           No real changes         5.5%         5.5%         5.5%           No real changes         4.7%         2.6%           No         5.3%         7.4%           Unsure         4.7%         2.6%           No         5.3%         7.4%           Q19. Latino         1.2%         1.2%           Ves         2.7%         8.1%           No         9.8%         9.8%           Q20. Rece         1.7%         8.1%           Black         2.0%         1.7%           Asian         1.1%         0.%           Asian         1.1%         0.%           Black         2.2%         1.2%           Asian         1.1%         0.%           Black         2.2%         1.2%           Asian         1.1%         0.%           Black         2.2%         1.2%           Asian         1.1%         0.%<	·		
Most are overreacting to the actual risks         6%         13%           Q17. Changes to Routine         6%         6%         6%         5%           Large changes         5%         28%         28%         28%         15%         5%         5%         15%			
Q17. Changes to Routine   Large changes   66%   65%	Most are reacting appropriately	57%	
Large changes         66%         65%           Small changes         15%         5%           Unsure         3%         2%           Unsure         47%         26%           Unsure         47%         26%           Unsure         47%         26%           Unsure         47%         26%           No         53%         74%           129. Latino         200         20%         28%           Q20. Race         20%         17%         81%           White         75%         81%         18%           Asian         11%         0%         17%           Asian         11%         0%         17%           Asian         11%         10%         0%           Apare ethnicity         11%         10%         0%           White         71%         77%         14%         10%           Asian         11%         10%         0%         10%         10%           Asian         11%         10%         0%         10%         10%         10%         10%         10%         10%         10%         10%         10%         10%         10%         <	Most are overreacting to the actual risks	6%	13%
Small changes	Q17. Changes to Routine		
No real changes	Large changes	66%	65%
URBJUE	Small changes	26%	28%
1	No real changes	5%	5%
Yes         47%         26%           No         53%         74%           129. Latino         2%         2%           Yes         2%         2%           No         98%         98%           20.0 Race         3%         28%           White         15%         81%           Black         20%         17%           Aratina         1%         0%           Alyace Ethnicity         77%         77%           White         71%         77%           Black         24%         19%           Asian         1%         0%           Hispanic or Latino         1%         1%           Another race         3%         1%           Q21         Parel Willingness         77%         76%           Yes         77%         76%         76%           No         228         27%         75%           Black         24%         17%         75%           Black         24%         17%         76%           PEMOGRAPHICS - RACE ON FILE         24%         17%         16%         26%           DEMOGRAPHICS - PARTY ON FILE         25%	Unsure	3%	2%
NO         53%         74%           Q19. Latino         75%         24%         17%         3%         2%         24%         17%         3%         2%         24%         17%         3%         2%         24%         24%         17%         4%         24%         19%         3%         24%         19%         3%         24%         19%         3%         24%         19%         3%         24%         19%         3%         24%         19%         3%         4%         24%         19%         3%         4%         24%         19%         3%         4%         24%         19%         3%         4%         24%         19%         3%         24%         24%         24%         24%         24%         22%         24%         22%         24%         22%         24%         22%         22%         22%         22%         22%         22%         22% </td <td>Q18. College Degree</td> <td></td> <td></td>	Q18. College Degree		
Q19. Latino  Yes	Yes	47%	26%
Q19. Latino  Yes			
Yes         2%         2%         98%			
NO Q20. Race White		2%	2%
Q20. Race   White   75%   81%   81%   820%   17%   Asian   13%   0%   Another race   33   2%   2%   039-20, Race + Ethnicity   White   71%   77%   17%   17%   1816x   24%   19%   24%   19%   24%   19%   24%   19%   24%   19%   24%   19%   24%   19%   24%   19%   24%   19%   24%   24%   19%   24%   24%   19%   24%			
White         75%         81%           Black         20%         17%           Asian         11%         10%           Another race         3%         2%           C1J9-20. Race + Ethnicity         V         77%           White         71%         77%           Black         24%         19%           Asian         1%         0%           Hispanic or Latino         1%         1%           Another race         3%         4%           Q21. Panel Willingness         77%         76%           Yes         77%         76%           No         23%         24%           DEMOGRAPHICS - RACE ON FILE         24%         17%           Caucasian         72%         75%           Black         24%         17%           Hispanic         1%         0%           Other         3%         7%           DEMOGRAPHICS - PARTY ON FILE         20m         0           Democrat         47%         0%           Republican         31%         0%           Other / Unaffiliated         25%         25%           DEMOGRAPHICS - AGE         25%         25		3070	3070
Black   20%   17%   Asian   1%   0%   0%   Asian   1%   0%   0%   0%   0%   0%   0%   0%		750/	010/
Asian         1%         0%           Another race         3%         2%           U39-20. Race + Ethnicity         TY         77%           White         71%         77%           Black         24%         19%           Asian         11%         0%           Hispanic or Latino         1%         1%           Another race         3%         4%           Q21. Panel Willingness         77%         76%           Yes         77%         76%           No         23%         24%           DEMOGRAPHICS - RACE ON FILE         22m         75%           Caucasian         72%         75%           Black         24%         17%           Hispanic         1%         0%           Other         3%         7%           DEMOGRAPHICS - PARTY ON FILE         7%         10%           Democrat         47%         0%           Republican         31%         0%           Other / Unaffiliated         23%         100%           DEMOGRAPHICS - AGE         11%         19%           18-34         5%         10%           80-4         25%         25%			
Another race   3%   2%   Q19-20. Race + Ethnicity   White     71			
Q19-20. Race + Ethnicity   White			
White         71%         77%           Black         24%         19%           Asian         11%         0%           Hispanic or Latino         11%         1%           Another race         3%         4%           Q21. Panel Willingness         77%         76%           Yes         77%         76%           No         23%         24%           DEMOGRAPHICS - RACE ON FILE         22m         17%           Caucasian         72%         75%           Black         24%         17%         0%           Hispanic         11%         0%         0%           Other         35         7%         0%           DEMOGRAPHICS - PARTY ON FILE         0         0         0%           Democrat         47%         0%         0		3%	2%
Black         24%         19%           Asian         11%         0%           Hispanicor Latino         11%         1%           Another race         33%         4%           Q21. Panel Willingness         77%         76%           Yes         77%         76%           No         23%         24%           DEMOGRAPHICS - RACE ON FILE         24%         17%           Gucasian         72%         75%           Black         24%         17%           Hispanic         11%         0%           Other         38         7%           DEMOGRAPHICS - PARTY ON FILE         75%         11%         0%           DEMOGRAPHICS - PARTY ON FILE         23%         100% <t< td=""><td>· · · · · · · · · · · · · · · · · · ·</td><td></td><td></td></t<>	· · · · · · · · · · · · · · · · · · ·		
Asian         1%         0%           Hispanic or Latino         1%         1%         1%           Another race         3%         4%         2021. Panel Willingness         777%         76%           Yes         777%         76%         70%         76%         No         23%         24%         24%         17%         16%         No         23%         24%         17%         16%         10%	White		
Hispanic or Latino	Black	24%	19%
Another race 3% 4% Q21. Panel Willingness Vers 77% 76% No 23% 24% No 223 424% DEMOGRAPHICS - RACE ON FILE Caucasian 72% 75% 15% 18ack 17% 15% 0% 07% 07% 07% 07% 07% 07% 07% 07% 07%	Asian	1%	0%
Q21. Panel Willingness     77%     76%       Yes     77%     76%       No     23%     24%       DEMOGRAPHICS - RACE ON FILE     24%     17%       Black     24%     17%       Hispanic     1%     0%       Other     3%     7%       DEMOGRAPHICS - PARTY ON FILE     31%     0%       Republican     31%     0%       Other / Unaffiliated     23%     100%       DEMOGRAPHICS - AGE     35-49     11%     19%       18-34     5%     10%     25%     25%       50-64     25%     25%     25%     25%       65-79     39%     35%     35%       80-     19%     12%     22%       DEMOGRAPHICS - GENDER     Female     64%     64%       Male     36%     36%     66%       CLARITY SCORES: PARTY     9     36%     6%       0-19     36%     6%     20%       80-100     48%     27%       CLARITY SCORES: TURNOUT     0     0       0-19     0     0     0       80-100     83%     0%       60-79     10%     0%       80-100     83%     0%       CL	Hispanic or Latino	1%	1%
Yes         77%         76%           No         23%         24%           DEMOGRAPHICS - RACE ON FILE         200         75%           Caucasian         72%         75%           Black         24%         17%           Hispanic         1%         0%           Other         3%         7%           DEMOGRAPHICS - PARTY ON FILE         70%           Republican         31%         0%           Other / Unaffiliated         23%         100%           DEMOGRAPHICS - AGE         11%         19%           18-34         5%         10%           35-49         11%         19%           50-64         25%         25%           65-79         39%         35%           80+         11%         19%           DEMOGRAPHICS - GENDER         7         10%           Female         64%         64%           Male         36%         36%           CLARITY SCORES: PARTY         0         14%           0-19         36%         6%           20-39         6%         20%           80-100         48%         20%           60-79	Another race	3%	4%
No	Q21. Panel Willingness		
DEMOGRAPHICS - RACE ON FILE   Caucasian   72%   75%   17%   18lack   24%   17%   1	Yes	77%	76%
DEMOGRAPHICS - RACE ON FILE   Caucasian   72%   75%   17%   18lack   24%   17%   1	No	23%	24%
Caucasian         72%         75%           Black         24%         17%           Hispanic         1%         0%           Other         3         7%           DEMOGRAPHICS - PARTY ON FILE         Democrat         47%         0%           Republican         31%         0%           Other / Unaffiliated         23%         100%           DEMOGRAPHICS - AGE         18-34         5%         10%           35-49         11%         19%           50-64         25%         25%         25%           65-79         39%         35%           80+         19%         12%           DEMOGRAPHICS - GENDER         Female         64%         64%           Male         36%         36%         36%           CLARITY SCORES: PARTY         0-19         36%         6%         20%           40-59         5%         33%         6%           60-79         5%         33%         6%           60-79         10%         0%         0%           60-79         10%         0%         0%           60-79         10%         0%         <	DEMOGRAPHICS - RACE ON FILE		
Black         24%         17%           Hispanic         1%         0%           Other         3%         7%           DEMOGRAPHICS - PARTY ON FILE         TURE           Democrat         47%         0%           Republican         31%         0%           Other / Unaffiliated         23%         100%           DEMOGRAPHICS - AGE         TURE         11%         19%           18-34         5%         10%         35%         10%           35-49         111%         199         50-64         25%         26%         26%         26%         26%         26%         26%         26%         26%         26%         26%         26%         26% <td></td> <td>72%</td> <td>75%</td>		72%	75%
Hispanic 1% 0% Other 3% 7% DEMOGRAPHICS - PARTY ON FILE Democrat 47% 0% Republican 31% 0% Other / Unaffiliated 23% 100% DEMOGRAPHICS - AGE 18-34 5% 10% 35-49 111% 19% 50-64 25% 25% 65-79 39% 35% 80+ 19% 12% DEMOGRAPHICS - GENDER Female 64% 64% Male 36% 36% CLARITY SCORES: PARTY 0-19 36% 6% 20-39 6% 20-39 6% 20-39 6% 20-39 6% 20-39 6% 20-39 6% 20-39 60-79 10% 05% 80-100 83% 09% 80-100 80-100 83% 09% 80-100 80-100 83% 09% 80-100 80			
Other         3%         7%           DEMOGRAPHICS - PARTY ON FILE         TOME         A47%         0%           Republican         31%         0%         0%         0%           DEMOGRAPHICS - AGE         TOME         100%         0%         0%         10%         0%         0%         10%         10%         35-49         11%         19%         50-64         25%         25%         25%         65-79         39%         35%         80         19%         12%         0         0         19%         12%         0         0         20.38         0         19%         12%         0         0         0         0         48%         26%         0			
DEMOGRAPHICS - PARTY ON FILE         47%         0%           Republican         31%         0%           Other / Unaffiliated         23%         100%           DEMOGRAPHICS - AGE         35-49         11%         19%           35-49         11%         19%         50-64         25%         25%         25%         65-79         39%         35%         80+         19%         12% <td>'</td> <td></td> <td></td>	'		
Democrat         47%         0%           Republican         31%         0%           Other / Unaffiliated         23%         100%           DEMOGRAPHICS - AGE         11%         19%           18-34         5%         10%           35-49         11%         19%           50-64         25%         25%           65-79         39%         35%           80+         19%         12%           DEMOGRAPHICS - GENDER         Female         64%         64%           Male         36%         36%         66           CLARITY SCORES: PARTY         0-19         36%         6%           20-39         6%         14%         40-59         5%         33%           60-79         6%         20%         80-100         48%         27%           CLARITY SCORES: TURNOUT         0-19         0%         0%           20-39         2%         0%         60-79         10%         0%           80-100         83%         0%         60-79         10%         0%           80-100         83%         0%         60-79         10%         0%           80-100         83%		3/0	7 /0
Republican       31%       0%         Other / Unaffiliated       23%       100%         DEMOGRAPHICS - AGE       18-34       5%       10%         18-34       5%       10%       11%       19%         50-64       25%       25%       25%       65-79       39%       35%         80+       19%       12%		470/	00/
Other / Unaffiliated       23%       100%         DEMOGRAPHICS - AGE       18-34       5%       10%         35-49       11%       19%       50-64       25%       25%         65-79       39%       35%       35%       35%       35%       35%       35%       35%       35%       35%       35%       35%       35%       35%       35%       35%       36%       64%       64%       64%       64%       64%       64%       64%       64%       64%       64%       64%       64%       64%       64%       66%       20%       36%       66%       20%       20-39       66%       20%       80-30       40-59       5%       33%       66%       20%       80-100       20%       80-30       20%       9%       60%       20%       80-100       60       20%       80-100       9%       0%       60% <td></td> <td></td> <td></td>			
DEMOGRAPHICS - AGE  18-34	<u> </u>		
18-34       5%       10%         35-49       11%       19%         50-64       25%       25%         65-79       39%       35%         80+       19%       12%         DEMOGRAPHICS - GENDER         Female       64%       64%         Male       36%       36%         CLARITY SCORES: PARTY         0-19       36%       6%         20-39       6%       14%         40-59       5%       33%         60-79       6%       20%         80-100       48%       27%         CLARITY SCORES: TURNOUT         0-19       0%       0%         40-59       5%       0%         60-79       10%       0%         80-100       83%       0%         CLARITY SCORES: COLLEGE       0-19       16%       5%         20-39       31%       33%         60-79       16%       5%         20-39       31%       33%         60-79       16%       5%         80-100       16%       1%         60-79       18%       22%	·	23%	100%
35-49 11% 19% 50-64 25% 25% 25% 65-79 39% 35% 80+ 19% 12% DEMOGRAPHICS - GENDER Female 64% 64% Male 36% 36% CLARITY SCORES: PARTY 0-19 36% 6% 20% 80-100 48% 27% CLARITY SCORES: TURNOUT 0-19 0% 0% 0% 20-39 40-59 5% 0% 60-79 10% 0% 80-100 83% 0% CLARITY SCORES: COLLEGE 0-19 16% 5% 36% 60-79 16% 5% 36% 60-79 10% 0% 80-100 83% 0% CLARITY SCORES: COLLEGE 0-19 16% 5% 20-39 31% 33% 40-59 50-79 16% 5% 36% 60-79 16% 5% 36% 60-79 16% 5% 36% 60-79 16% 5% 36% 60-79 16% 5% 36% 60-79 16% 5% 36% 60-79 16% 5% 36% 60-79 16% 5% 20-39 31% 33% 40-59 20% 38% 60-79 18% 22% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 02% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% CLARITY SCORES: CHOICE 0			
50-64 25% 25% 65-79 39% 35% 80+ 19% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12			
65-79 39% 35% 35% 80+ 19% 12% 12% 12% DEMOGRAPHICS - GENDER Female 64% 64% 64% Male 36% 36% 36% CLARITY SCORES: PARTY 0-19 36% 6% 14% 40-59 5% 33% 60-79 6% 20% 80-100 48% 27% CLARITY SCORES: TURNOUT 0-19 0% 0% 0% 40-59 5% 0% 40-59 5% 0% 60-79 9 10% 0% 0% 80-100 0 83% 0% CLARITY SCORES: COLLEGE 0-19 16% 5% 20-39 31% 33% 60-79 80-100 83% 0% CLARITY SCORES: COLLEGE 0-19 16% 5% 20-39 31% 33% 60-79 18% 22% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% 20-39 18% 22% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% 20-39 31% 33% 60-79 18% 22% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% 20-39 31% 35% 60-79 18% 02% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% 20-39 31% 35% 0% 60-79 18% 02% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% 20-39 31% 28%	35-49	11%	
80+ 19% 12%  DEMOGRAPHICS - GENDER  Female 64% 64%  Male 36% 36%  CLARITY SCORES: PARTY  0-19 36% 6%  20-39 6% 14%  40-59 5% 33%  60-79 6% 20%  80-100 48% 27%  CLARITY SCORES: TURNOUT  0-19 0% 0%  20-39 2% 0%  40-59 5% 0%  60-79 10% 0%  80-100 83% 0%  CLARITY SCORES: COLLEGE  0-19 16% 5%  20-39 31% 33%  40-59 50-79 18% 22%  80-100 16% 1%  CLARITY SCORES: CHOICE  0-19 18% 0%  CLARITY SCORES: CHOICE  0-19 18% 0%  CLARITY SCORES: CHOICE  0-19 18% 0%  CLARITY SCORES: CHOICE	50-64	25%	25%
DEMOGRAPHICS - GENDER  Female 64% 64%  Male 36% 36%  CLARITY SCORES: PARTY  0-19 36% 6%  20-39 6% 14%  40-59 5% 33%  60-79 6% 20%  80-100 48% 27%  CLARITY SCORES: TURNOUT  0-19 0% 0%  40-59 5% 0%  60-79 10% 0%  60-79 10% 0%  80-100 83% 0%  CLARITY SCORES: COLLEGE  0-19 16% 5%  20-39 31% 33%  40-59 50 38%  60-79 18% 22%  80-100 16% 1%  CLARITY SCORES: CHOICE  0-19 18% 0%  CLARITY SCORES: CHOICE  0-19 18% 0%  CLARITY SCORES: CHOICE  0-19 18% 0%  CLARITY SCORES: CHOICE	65-79	39%	35%
Female       64%       64%         Male       36%       36%         CLARITY SCORES: PARTY       36%       6%         0-19       36%       6%         40-59       5%       33%         60-79       6%       20%         80-100       48%       27%         CLARITY SCORES: TURNOUT       0%       0%         0-19       0%       0%         40-59       5%       0%         60-79       10%       0%         80-100       83%       0%         CLARITY SCORES: COLLEGE       0-19       16%       5%         20-39       31%       33%         40-59       20%       38%         60-79       18%       22%         80-100       16%       1%         CLARITY SCORES: CHOICE       16%       1%         CLARITY SCORES: CHOICE       0-19       18%       0%         20-39       31%       28%	80+	19%	12%
Male       36%       36%         CLARITY SCORES: PARTY       36%       6%         0-19       36%       6%       14%         20-39       6%       14%         40-59       5%       33%         60-79       6%       20%         80-100       48%       27%         CLARITY SCORES: TURNOUT       0%       0%         20-39       2%       0%         40-59       5%       0%         60-79       10%       0%         80-100       83%       0%         CLARITY SCORES: COLLEGE       0-19       16%       5%         20-39       31%       33%         40-59       20%       38%         60-79       18%       22%         80-100       16%       1%         CLARITY SCORES: CHOICE       16%       1%         CLARITY SCORES: CHOICE       0-19       18%       0%         20-39       31%       28%	DEMOGRAPHICS - GENDER		
CLARITY SCORES: PARTY  0-19 36% 6% 20-39 6% 14% 40-59 5% 33% 60-79 6% 20% 80-100 48% 27%  CLARITY SCORES: TURNOUT  0-19 0% 0% 20-39 20% 40-59 5% 0% 60-79 10% 0% 80-100 83% 0%  CLARITY SCORES: COLLEGE  0-19 16% 5% 20-39 31% 33% 40-59 50-79 18% 22% 80-100 16% 1% CLARITY SCORES: CHOICE  0-19 18% 0% 20-39 31% 0%	Female	64%	64%
0-19       36%       6%         20-39       6%       14%         40-59       5%       33%         60-79       6%       20%         80-100       48%       27%         CLARITY SCORES: TURNOUT         0-19       0%       0%         20-39       2%       0%         40-59       5%       0%         60-79       10%       0%         80-100       83%       0%         CLARITY SCORES: COLLEGE       0-19       16%       5%         20-39       31%       33%         40-59       20%       38%         60-79       18%       22%         80-100       16%       1%         CLARITY SCORES: CHOICE       16%       1%         CLARITY SCORES: CHOICE       0-19       18%       0%         20-39       31%       28%	Male	36%	36%
20-39 6% 14% 40-59 5% 33% 60-79 6% 20% 80-100 48% 27% CLARITY SCORES: TURNOUT 0-19 0% 0% 20-39 2% 0% 40-59 5% 0% 60-79 10% 0% 80-100 83% 0% CLARITY SCORES: COLLEGE 0-19 16% 5% 20-39 31% 33% 40-59 20% 38% 60-79 18% 22% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% 20-39 31% 33%	CLARITY SCORES: PARTY		
40-59 5% 33% 60-79 6% 20% 80-100 48% 27% CLARITY SCORES: TURNOUT 0-19 0% 0% 20-39 2% 0% 40-59 5% 0% 60-79 10% 0% 83-100 833% 0% CLARITY SCORES: COLLEGE 0-19 16% 5% 20-39 31% 33% 40-59 20% 38% 60-79 18% 22% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% 38% 60-79 18% 22% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% 20-39 31% 33% 33% 40-59 31% 33% 40-59 31% 33% 40-59 31% 33% 40-59 31% 33% 40-59 31% 33% 33% 40-59 31% 33% 33% 40-59 31% 33% 33% 40-59 31% 33% 33% 40-59 31% 33% 33% 40-59 31% 33% 33% 33% 40-59 31% 33% 33% 33% 33% 33% 33% 33% 33% 33%	0-19	36%	6%
40-59 5% 33% 60-79 6% 20% 80-100 48% 27% CLARITY SCORES: TURNOUT 0-19 0% 0% 20-39 2% 0% 40-59 5% 0% 60-79 10% 0% 83-100 833% 0% CLARITY SCORES: COLLEGE 0-19 16% 5% 20-39 31% 33% 40-59 20% 38% 60-79 18% 22% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% 38% 60-79 18% 22% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% 20-39 31% 33% 33% 40-59 31% 33% 40-59 31% 33% 40-59 31% 33% 40-59 31% 33% 40-59 31% 33% 33% 40-59 31% 33% 33% 40-59 31% 33% 33% 40-59 31% 33% 33% 40-59 31% 33% 33% 40-59 31% 33% 33% 33% 40-59 31% 33% 33% 33% 33% 33% 33% 33% 33% 33%			
60-79 6% 20% 80-100 48% 27%  CLARITY SCORES: TURNOUT  0-19 0% 0% 20-39 2% 0% 40-59 5% 0% 60-79 10% 0% 80-100 83% 0%  CLARITY SCORES: COLLEGE  0-19 16% 5% 20-39 31% 33% 40-59 20% 38% 60-79 18% 22% 80-100 16% 1%  CLARITY SCORES: CHOICE  0-19 18% 0% 20-39 31% 33%			
80-100			
CLARITY SCORES: TURNOUT  0-19  0% 0% 0% 20-39 20% 0% 40-59 5% 0% 60-79 80-100 83% 0% CLARITY SCORES: COLLEGE  0-19 16% 5% 20-39 31% 33% 40-59 20% 38% 60-79 18% 22% 80-100 16% 11% CLARITY SCORES: CHOICE 0-19 18% 0% 20-39 31% 33% 33% 33% 33% 33% 33% 33% 33% 33%			
0-19       0%       0%         20-39       2%       0%         40-59       5%       0%         60-79       10%       0%         80-100       83%       0%         CLARITY SCORES: COLLEGE         0-19       16%       5%         20-39       31%       33%         40-59       20%       38%         60-79       18%       22%         80-100       16%       1%         CLARITY SCORES: CHOICE       0-19       18%       0%         20-39       31%       28%		46%	2/70
20-39       2%       0%         40-59       5%       0%         60-79       10%       0%         80-100       83%       0%         CLARITY SCORES: COLLEGE         0-19       16%       5%         20-39       31%       33%         40-59       20%       38%         60-79       18%       22%         80-100       16%       1%         CLARITY SCORES: CHOICE       0-19       18%       0%         20-39       31%       28%			
40-59 5% 0% 60-79 10% 0% 83% 0% CLARITY SCORES: COLLEGE 0-19 16% 5% 20-39 31% 33% 40-59 20% 38% 60-79 18% 22% 80-100 16% 1% CLARITY SCORES: CHOICE 0-19 18% 0% 20% 38% 60-39 31% 33% 30% 28% 60-39 31% 33% 30% 28% 60-39 31% 33% 33% 33% 33% 33% 33% 33% 33% 33%			
60-79			
80-100 83% 0%  CLARITY SCORES: COLLEGE  0-19 16% 5% 20-39 31% 33% 40-59 20% 38% 60-79 18% 22% 80-100 16% 1%  CLARITY SCORES: CHOICE 0-19 18% 0% 20-39 31% 28%			
CLARITY SCORES: COLLEGE         0-19       16%       5%         20-39       31%       33%         40-59       20%       38%         60-79       18%       22%         80-100       16%       1%         CLARITY SCORES: CHOICE       0-19       18%       0%         20-39       31%       28%			
0-19     16%     5%       20-39     31%     33%       40-59     20%     38%       60-79     18%     22%       80-100     16%     1%       CLARITY SCORES: CHOICE     0-19     18%     0%       20-39     31%     28%	80-100	83%	0%
20-39     31%     33%       40-59     20%     38%       60-79     18%     22%       80-100     16%     1%       CLARITY SCORES: CHOICE     5     5       0-19     18%     0%       20-39     31%     28%	CLARITY SCORES: COLLEGE		
40-59     20%     38%       60-79     18%     22%       80-100     16%     1%       CLARITY SCORES: CHOICE       0-19     18%     0%       20-39     31%     28%	0-19	16%	5%
60-79     18%     22%       80-100     16%     1%       CLARITY SCORES: CHOICE       0-19     18%     0%       20-39     31%     28%	20-39	31%	33%
80-100 16% 1%  CLARITY SCORES: CHOICE  0-19 18% 0% 20-39 31% 28%	40-59	20%	38%
80-100 16% 1%  CLARITY SCORES: CHOICE  0-19 18% 0%  20-39 31% 28%	60-79	18%	22%
CLARITY SCORES: CHOICE       0-19     18%     0%       20-39     31%     28%			
0-19         18%         0%           20-39         31%         28%			
20-39 31% 28%		18%	0%
51% 05%			
	70 55	31/0	05/0

© Clarity Campaign Labs

	ntia

	Confidential		
	Yes	No	
60-79	13%	7%	
80-100	7%	0%	
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	4%	1%	
20-39	13%	16%	
40-59	32%	63%	
60-79	39%	19%	
80-100	12%	1%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	44%	24%	
20-39	30%	67%	
40-59	20%	10%	
60-79	6%	0%	
80-100	0%	0%	
MEDIA MARKET	'		
Charlotte NC	22%	25%	
Greensboro-High Point-Winston Salem NC	19%	22%	
Norfolk-Portsmouth-Newport News VA	2%	1%	
Greenville-New Bern-Washington NC	7%	7%	
Wilmington NC	5%	5%	
Raleigh-Durham (Fayetteville) NC	36%	27%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	11%	
Myrtle Beach-Florence SC	2%	1%	
DEMOGRAPHICS - PHONE TYPE			
Land-line	84%	78%	
Wireless	16%	22%	
Voter File Match	'		
Yes	100%	100%	
No	0%	0%	
Panel Respondent	'		
Yes	6%	1%	
No	94%	99%	
1		_	

© Clarity Campaign Labs 118 of 122

### >> Panel Respondent against...

	Yes	No
n	(117)	(1,793)
Q1. Health Quality		
Poor	5%	5%
Fair	14%	17%
Good	47%	44%
Very Good	34%	33%
Q4. Number of People in HH		
1-3	76%	77%
4-6	23%	20%
7+	1%	3%
Q5. Children in HH	440/	440/
One -	11%	11%
Тwo	8%	8%
Three or more	2%	5%
None	79%	76%
Q6. Non-HH Face to Face Count	31%	36%
1-3	49%	43%
1-5 1-6	9%	10%
7+	12%	10%
Q7. Six Feet Away? (If Q6 > 0)	1270	1270
27. Six Feet Away? (If Q6 > 0)	16%	18%
1-3	64%	57%
4-6	8%	12%
7+	12%	13%
Q8. HH Member Going to Work	12/0	1370
/es	41%	35%
No	58%	62%
Jnsure	1%	3%
Q9. Children Interacting with Other Children		
/es	17%	21%
No	78%	78%
Unsure	4%	2%
Q10. Times in Group > 20 in Last Week		
0	76%	75%
1-3	20%	19%
4-6	3%	2%
7+	1%	4%
Q11. Contact with Others: Family		
/es	70%	66%
No	30%	34%
Q11. Contact with Others: Friends		
Yes	12%	20%
No	88%	80%
Q11. Contact with Others: Co-workers		
Yes	14%	14%
No	86%	86%
Q11. Contact with Others: Clients, patients, or patrons		
<del>/es</del>	9%	10%
No	91%	90%
Q11. Contact with Others: Any other type of person not already mentioned		
⁄es	18%	15%
No	82%	85%
Q12. Handwashing Count		
	0%	1%
1-3	8%	4%
1-6	15%	17%
7+	77%	78%
Q13. Currently Practicing Social Distancing?	070/	OE0/
/es	97%	95%
No	3%	5%
214 Currently Evnerionaina Commet-		2%
	401	1%
Yes	4%	
Yes No	95%	96%
Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus		

© Clarity Campaign Labs 119 of 122

	Confide	
	Yes	No
No 	58%	619
Unsure	36%	339
Q16. NC Response to Coronavirus	200/	
Most are underestimating the risks	38%	379
Most are reacting appropriately	60%	559
Most are overreacting to the actual risks	3%	8%
Q17. Changes to Routine		
Large changes	70%	659
Small changes	25%	259
No real changes	3%	7%
Unsure	2%	3%
Q18. College Degree		
Yes	50%	449
No	50%	56%
Q19. Latino		
Yes	2%	3%
No	98%	97%
Q20. Race	3670	317
•	700/	750
White	78%	759
Black	15%	219
Asian	1%	1%
Another race	6%	3%
Q19-20. Race + Ethnicity		
White	78%	70%
Black	15%	249
Asian	1%	1%
Hispanic or Latino	2%	2%
Another race	5%	3%
Q21. Panel Willingness		
Yes	95%	749
No	5%	269
DEMOGRAPHICS - RACE ON FILE		
Caucasian	81%	729
Black	15%	249
Hispanic	0%	1%
Other	3%	3%
DEMOGRAPHICS - PARTY ON FILE	3/0	3/0
	400/	440
Democrat	49%	449
Republican	28%	29%
Other / Unaffiliated	23%	279
DEMOGRAPHICS - AGE		
18-34	4%	8%
35-49	9%	139
50-64	38%	25%
65-79	31%	369
80+	19%	189
DEMOGRAPHICS - GENDER		
Female	64%	63%
Male	36%	379
CLARITY SCORES: PARTY		
0-19	35%	349
20-39	2%	6%
40-59	5%	6%
60-79	5%	6%
80-100	53%	479
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	1%	2%
40-59	2%	5%
60-79	9%	109
80-100	88%	83%
CLARITY SCORES: COLLEGE		
0-19	16%	159
20-39	20%	319
40-59	27%	219
60-79	16%	189
80-100	21%	15%
	21%	13%
CLARITY SCORES: CHOICE	4501	
0-19	15%	189
20-39	30%	319
40-59	26%	329

© Clarity Campaign Labs 120 of 122

	lentia	

	Confide	ential
	Yes	No
60-79	18%	12%
80-100	11%	7%
CLARITY SCORES: CHURCH ATTENDANCE		
0-19	7%	4%
20-39	10%	14%
40-59	29%	34%
60-79	42%	37%
80-100	11%	11%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	44%	43%
20-39	26%	31%
40-59	22%	20%
60-79	8%	5%
80-100	0%	0%
MEDIA MARKET	· · · · · · · · · · · · · · · · · · ·	
Charlotte NC	25%	22%
Greensboro-High Point-Winston Salem NC	15%	19%
Norfolk-Portsmouth-Newport News VA	0%	2%
Greenville-New Bern-Washington NC	13%	7%
Wilmington NC	4%	5%
Raleigh-Durham (Fayetteville) NC	37%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	5%	8%
Myrtle Beach-Florence SC	0%	2%
DEMOGRAPHICS - PHONE TYPE		
Land-line	90%	84%
Wireless	10%	16%
Voter File Match		
Yes	83%	83%
No	17%	17%
Registered Voter (of Voter File Matches)		
Yes	99%	95%
No	1%	5%

© Clarity Campaign Labs 121 of 122

© Clarity Campaign Labs 122 of 122