

NC Duke COVID-19 WK3

April 11-13, 2020

N size: 1,347

Margin of error: +/- 2.61% at 95% confidence interval

Weighted Toplines

» Q1. Health Quality

	%
Poor	4
Fair	13
Good	45
Very Good	37

» Q4. Number of People in HH

	%
1-3	67
4-6	30
7+	2

» Q5. Children in HH

	%
One	15
Two	12
Three or more	9
None	64

» Q6. Non-HH Face to Face Count

	%
0	39
1-3	38
4-6	11
7+	12

» Q7. Six Feet Away? (If Q6 > 0)

	%
0	19
1-3	54
4-6	14
7+	12

» Q8. HH Member Going to Work

	%
Yes	46
No	52
Unsure	2

» Q9. Children Interacting with Other Children

	%
Yes	19
No	80
Unsure	1

» Q10. Times in Group > 20 in Last Week

	%
0	79
1-3	15
4-6	3
7+	4

» Q11. Contact with Others

	Yes	No
Family	68	32
Friends	18	82
Co-workers	19	81
Clients, patients, or patrons	10	90
Any other type of person not already mentioned	13	87

» Q12. Handwashing Count

	%
0	1
1-3	7
4-6	20
7+	72

» Q13. Currently Practicing Social Distancing?

	%
Yes	96
No	4

» Q14. Currently Experiencing Symptoms?

	%
Yes	2
No	97
Unsure	1

» Q15. Likelihood of getting Coronavirus

	%
Yes	6
No	67
Unsure	27

» Q16. NC Response to Coronavirus

	%
Most are underestimating the risks	34
Most are reacting appropriately	54
Most are overreacting to the actual risks	12

» Q17. Changes to Routine

	%
Large changes	60
Small changes	31
No real changes	8
Unsure	1

» Q18. College Degree

	%
Yes	31
No	69

» Q19. Latino

	%
Yes	7
No	93

» Q20. Race

	%
White	76
Black	18
Asian	1
Another race	5

» Q19-20. Race + Ethnicity

	%
White	70
Black	19
Asian	1
Hispanic or Latino	6
Another race	4

» Q21. Panel Willingness

	%
Yes	77
No	23

» DEMOGRAPHICS - RACE ON FILE

	%
Caucasian	74
Black	19
Hispanic	3
Other	4

» DEMOGRAPHICS - PARTY ON FILE

	%
Democrat	35
Republican	27
Other / Unaffiliated	38

» DEMOGRAPHICS - AGE

	%
18-34	27
35-49	22
50-64	30
65-79	15
80+	7

» DEMOGRAPHICS - GENDER

	%
Female	52
Male	48

» CLARITY SCORES

	0-19	20-39	40-59	60-79	80-100
PARTY	37	7	8	8	40
TURNOUT	1	4	9	17	69
COLLEGE	14	32	26	16	12
CHOICE	14	31	39	12	4
CHURCH ATTENDANCE	6	24	35	28	7
CLIMATE CHANGE PRIORITY	42	34	19	4	0

» MEDIA MARKET

	%
Charlotte NC	28
Greensboro-High Point-Winston Salem NC	18
Norfolk-Portsmouth-Newport News VA	2
Greenville-New Bern-Washington NC	7
Wilmington NC	5
Raleigh-Durham (Fayetteville) NC	31
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8
Myrtle Beach-Florence SC	1

» DEMOGRAPHICS - PHONE TYPE

	%
Land-line	62
Wireless	38

» Voter File Match

	%
Yes	76
No	24

» Registered Voter (of Voter File Matches)

	%
Yes	93
No	7

» Panel Respondent

	%
Yes	13
No	87

Unweighted Crosstabs

» Q1. Health Quality *against...*

	Poor	Fair	Good	Very Good
<i>n</i>	(81)	(267)	(770)	(590)
Q4. Number of People in HH				
1-3	83%	80%	80%	73%
4-6	10%	19%	19%	25%
7+	6%	1%	1%	2%
Q5. Children in HH				
One	5%	10%	13%	13%
Two	8%	5%	7%	11%
Three or more	7%	4%	4%	6%
None	79%	82%	77%	70%
Q6. Non-HH Face to Face Count				
0	33%	27%	39%	38%
1-3	47%	52%	41%	39%
4-6	8%	12%	10%	12%
7+	12%	9%	10%	11%
Q7. Six Feet Away? (If Q6 > 0)				
0	15%	19%	15%	15%
1-3	59%	63%	60%	59%
4-6	15%	13%	14%	14%
7+	11%	4%	11%	12%
Q8. HH Member Going to Work				
Yes	26%	33%	33%	39%
No	66%	64%	65%	58%
Unsure	9%	4%	1%	2%
Q9. Children Interacting with Other Children				
Yes	25%	26%	18%	23%
No	75%	72%	81%	76%
Unsure	0%	3%	1%	1%
Q10. Times in Group > 20 in Last Week				
0	61%	76%	74%	81%
1-3	24%	19%	19%	13%
4-6	6%	2%	2%	1%
7+	8%	2%	4%	4%
Q11. Contact with Others: Family				
Yes	65%	60%	63%	73%
No	35%	40%	37%	27%
Q11. Contact with Others: Friends				
Yes	27%	15%	17%	16%
No	73%	85%	83%	84%
Q11. Contact with Others: Co-workers				
Yes	18%	11%	14%	17%
No	82%	89%	86%	83%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	18%	7%	9%	9%
No	82%	93%	91%	91%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	30%	13%	13%	13%
No	70%	87%	87%	87%
Q12. Handwashing Count				
0	2%	2%	0%	0%
1-3	10%	7%	5%	4%
4-6	19%	26%	21%	17%
7+	70%	66%	74%	78%
Q13. Currently Practicing Social Distancing?				
Yes	89%	95%	97%	95%
No	11%	5%	3%	5%
Q14. Currently Experiencing Symptoms?				
Yes	10%	3%	2%	1%
No	85%	95%	97%	98%
Unsure	5%	2%	0%	1%
Q15. Likelihood of getting Coronavirus				
Yes	6%	3%	5%	6%
No	50%	65%	66%	67%
Unsure	44%	32%	29%	26%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	36%	38%	31%	28%
Most are reacting appropriately	51%	54%	61%	61%

Confidential

	Poor	Fair	Good	Very Good
Most are overreacting to the actual risks	13%	8%	7%	11%
Q17. Changes to Routine				
Large changes	52%	63%	67%	64%
Small changes	31%	27%	26%	29%
No real changes	15%	7%	6%	6%
Unsure	2%	3%	2%	1%
Q18. College Degree				
Yes	31%	32%	44%	57%
No	69%	68%	56%	43%
Q19. Latino				
Yes	3%	2%	3%	6%
No	97%	98%	97%	94%
Q20. Race				
White	62%	70%	76%	83%
Black	33%	26%	19%	13%
Asian	2%	1%	1%	0%
Another race	3%	4%	3%	4%
Q19-20. Race + Ethnicity				
White	64%	66%	72%	78%
Black	26%	29%	22%	15%
Asian	1%	1%	1%	0%
Hispanic or Latino	4%	1%	2%	4%
Another race	5%	3%	3%	3%
Q21. Panel Willingness				
Yes	68%	83%	83%	77%
No	32%	17%	17%	23%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	71%	66%	75%	82%
Black	23%	30%	21%	16%
Hispanic	2%	1%	1%	1%
Other	5%	3%	3%	1%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	50%	48%	45%	36%
Republican	23%	24%	27%	30%
Other / Unaffiliated	27%	28%	28%	34%
DEMOGRAPHICS - AGE				
18-34	4%	5%	8%	9%
35-49	2%	9%	14%	20%
50-64	30%	27%	23%	32%
65-79	43%	40%	39%	29%
80+	21%	18%	17%	11%
DEMOGRAPHICS - GENDER				
Female	58%	66%	60%	57%
Male	42%	34%	40%	43%
CLARITY SCORES: PARTY				
0-19	30%	29%	34%	40%
20-39	3%	5%	5%	5%
40-59	8%	7%	5%	5%
60-79	8%	7%	8%	7%
80-100	52%	53%	47%	43%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	5%	4%	3%	2%
40-59	3%	6%	4%	4%
60-79	17%	14%	8%	10%
80-100	75%	76%	84%	83%
CLARITY SCORES: COLLEGE				
0-19	23%	22%	16%	11%
20-39	33%	37%	30%	25%
40-59	27%	19%	22%	21%
60-79	8%	15%	17%	16%
80-100	9%	7%	15%	26%
CLARITY SCORES: CHOICE				
0-19	16%	13%	18%	16%
20-39	29%	37%	30%	29%
40-59	45%	35%	32%	28%
60-79	8%	11%	13%	18%
80-100	2%	4%	8%	9%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	3%	7%	4%	5%
20-39	12%	16%	17%	18%

Confidential

	Poor	Fair	Good	Very Good
40-59	38%	34%	31%	33%
60-79	42%	33%	37%	36%
80-100	5%	11%	11%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	40%	36%	42%	43%
20-39	35%	41%	32%	29%
40-59	23%	21%	21%	21%
60-79	2%	2%	5%	7%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	28%	23%	21%	26%
Greensboro-High Point-Winston Salem NC	14%	22%	18%	18%
Norfolk-Portsmouth-Newport News VA	3%	1%	2%	2%
Greenville-New Bern-Washington NC	5%	7%	9%	7%
Wilmington NC	6%	2%	6%	5%
Raleigh-Durham (Fayetteville) NC	38%	34%	34%	33%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	7%	8%	7%
Myrtle Beach-Florence SC	0%	3%	2%	1%
DEMOGRAPHICS - PHONE TYPE				
Land-line	97%	87%	79%	75%
Wireless	3%	13%	21%	25%
Voter File Match				
Yes	81%	86%	82%	83%
No	19%	14%	18%	17%
Registered Voter (of Voter File Matches)				
Yes	91%	94%	96%	97%
No	9%	6%	4%	3%
Panel Respondent				
Yes	10%	17%	18%	16%
No	90%	83%	82%	84%

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

	1-3	4-6	7+
<i>n</i>	(1,252)	(330)	(27)
Q1. Health Quality			
Poor	5%	2%	19%
Fair	16%	14%	8%
Good	47%	41%	38%
Very Good	32%	43%	35%
Q5. Children in HH			
One	8%	26%	13%
Two	1%	33%	8%
Three or more	0%	18%	46%
None	90%	23%	33%
Q6. Non-HH Face to Face Count			
0	36%	39%	29%
1-3	46%	31%	29%
4-6	9%	17%	4%
7+	9%	13%	38%
Q7. Six Feet Away? (If Q6 > 0)			
0	15%	17%	19%
1-3	63%	50%	44%
4-6	12%	21%	0%
7+	10%	12%	38%
Q8. HH Member Going to Work			
Yes	28%	60%	43%
No	69%	39%	39%
Unsure	3%	1%	17%
Q9. Children Interacting with Other Children			
Yes	20%	22%	21%
No	79%	77%	71%
Unsure	1%	1%	7%
Q10. Times in Group > 20 in Last Week			
0	76%	80%	52%
1-3	18%	13%	13%
4-6	2%	3%	4%
7+	4%	3%	30%
Q11. Contact with Others: Family			
Yes	61%	86%	65%
No	39%	14%	35%
Q11. Contact with Others: Friends			
Yes	17%	12%	45%
No	83%	88%	55%
Q11. Contact with Others: Co-workers			
Yes	13%	18%	45%
No	87%	82%	55%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	9%	8%	35%
No	91%	92%	65%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	14%	12%	42%
No	86%	88%	58%
Q12. Handwashing Count			
0	1%	0%	10%
1-3	5%	6%	14%
4-6	21%	21%	5%
7+	74%	73%	71%
Q13. Currently Practicing Social Distancing?			
Yes	96%	96%	71%
No	4%	4%	29%
Q14. Currently Experiencing Symptoms?			
Yes	2%	2%	10%
No	97%	98%	81%
Unsure	1%	0%	10%
Q15. Likelihood of getting Coronavirus			
Yes	4%	10%	10%
No	67%	61%	71%
Unsure	29%	29%	19%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	30%	35%	30%

Confidential

	1-3	4-6	7+
Most are reacting appropriately	61%	55%	40%
Most are overreacting to the actual risks	9%	9%	30%
Q17. Changes to Routine			
Large changes	64%	68%	47%
Small changes	28%	25%	21%
No real changes	6%	6%	26%
Unsure	2%	0%	5%
Q18. College Degree			
Yes	44%	55%	55%
No	56%	45%	45%
Q19. Latino			
Yes	2%	7%	32%
No	98%	93%	68%
Q20. Race			
White	78%	76%	62%
Black	19%	19%	15%
Asian	1%	1%	8%
Another race	3%	4%	15%
Q19-20. Race + Ethnicity			
White	75%	68%	56%
Black	20%	21%	11%
Asian	1%	2%	4%
Hispanic or Latino	2%	6%	22%
Another race	3%	4%	7%
Q21. Panel Willingness			
Yes	80%	82%	47%
No	20%	18%	53%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	77%	73%	64%
Black	20%	21%	29%
Hispanic	1%	2%	7%
Other	2%	4%	0%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	45%	29%	43%
Republican	27%	33%	21%
Other / Unaffiliated	28%	38%	36%
DEMOGRAPHICS - AGE			
18-34	6%	13%	15%
35-49	8%	42%	15%
50-64	25%	31%	30%
65-79	43%	11%	15%
80+	18%	3%	26%
DEMOGRAPHICS - GENDER			
Female	60%	58%	52%
Male	40%	42%	48%
CLARITY SCORES: PARTY			
0-19	34%	42%	36%
20-39	5%	5%	14%
40-59	5%	6%	0%
60-79	7%	9%	7%
80-100	49%	38%	43%
CLARITY SCORES: TURNOUT			
0-19	0%	1%	0%
20-39	2%	4%	15%
40-59	4%	7%	0%
60-79	10%	11%	8%
80-100	84%	77%	77%
CLARITY SCORES: COLLEGE			
0-19	17%	10%	21%
20-39	31%	22%	36%
40-59	19%	29%	14%
60-79	15%	19%	7%
80-100	17%	20%	21%
CLARITY SCORES: CHOICE			
0-19	17%	15%	7%
20-39	31%	29%	57%
40-59	30%	36%	21%
60-79	14%	15%	14%
80-100	8%	5%	0%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	4%	5%	7%

Confidential

	1-3	4-6	7+
20-39	16%	22%	14%
40-59	31%	34%	36%
60-79	37%	31%	36%
80-100	11%	7%	7%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	40%	46%	36%
20-39	33%	30%	43%
40-59	20%	21%	21%
60-79	6%	3%	0%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	24%	24%	29%
Greensboro-High Point-Winston Salem NC	19%	20%	7%
Norfolk-Portsmouth-Newport News VA	2%	2%	0%
Greenville-New Bern-Washington NC	7%	10%	7%
Wilmington NC	5%	5%	0%
Raleigh-Durham (Fayetteville) NC	33%	33%	50%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	7%	0%
Myrtle Beach-Florence SC	2%	1%	7%
DEMOGRAPHICS - PHONE TYPE			
Land-line	84%	58%	93%
Wireless	16%	42%	7%
Voter File Match			
Yes	84%	78%	52%
No	16%	22%	48%
Registered Voter (of Voter File Matches)			
Yes	96%	94%	93%
No	4%	6%	7%
Panel Respondent			
Yes	19%	16%	4%
No	81%	84%	96%

» Q5. Children in HH *against...*

	One	Two	Three or more	None
<i>n</i>	(188)	(126)	(74)	(1,192)
Q1. Health Quality				
Poor	2%	5%	7%	5%
Fair	12%	9%	14%	16%
Good	48%	38%	36%	46%
Very Good	37%	48%	44%	32%
Q4. Number of People in HH				
1-3	53%	13%	8%	93%
4-6	46%	85%	77%	6%
7+	2%	2%	15%	1%
Q6. Non-HH Face to Face Count				
0	36%	47%	39%	36%
1-3	36%	29%	22%	46%
4-6	15%	12%	24%	9%
7+	13%	12%	15%	10%
Q7. Six Feet Away? (If Q6 > 0)				
0	16%	21%	20%	15%
1-3	54%	48%	39%	64%
4-6	17%	21%	27%	12%
7+	13%	11%	14%	10%
Q8. HH Member Going to Work				
Yes	51%	48%	56%	29%
No	49%	50%	41%	68%
Unsure	0%	2%	3%	3%
Q9. Children Interacting with Other Children				
Yes	24%	20%	17%	0%
No	75%	79%	81%	0%
Unsure	1%	2%	1%	0%
Q10. Times in Group > 20 in Last Week				
0	75%	84%	70%	76%
1-3	14%	12%	15%	18%
4-6	3%	1%	7%	2%
7+	8%	3%	7%	3%
Q11. Contact with Others: Family				
Yes	82%	85%	84%	60%
No	18%	15%	16%	40%
Q11. Contact with Others: Friends				
Yes	18%	13%	16%	17%
No	82%	87%	84%	83%
Q11. Contact with Others: Co-workers				
Yes	20%	17%	25%	13%
No	80%	83%	75%	87%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	13%	7%	16%	8%
No	87%	93%	84%	92%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	11%	8%	22%	14%
No	89%	92%	78%	86%
Q12. Handwashing Count				
0	0%	0%	1%	1%
1-3	2%	5%	10%	5%
4-6	15%	21%	19%	21%
7+	82%	73%	69%	73%
Q13. Currently Practicing Social Distancing?				
Yes	96%	94%	93%	96%
No	4%	6%	7%	4%
Q14. Currently Experiencing Symptoms?				
Yes	2%	2%	4%	2%
No	97%	98%	93%	97%
Unsure	1%	0%	3%	1%
Q15. Likelihood of getting Coronavirus				
Yes	9%	13%	9%	3%
No	62%	60%	67%	67%
Unsure	29%	27%	24%	30%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	40%	32%	34%	30%
Most are reacting appropriately	51%	57%	48%	62%

Confidential

	One	Two	Three or more	None
Most are overreacting to the actual risks	10%	11%	17%	8%
Q17. Changes to Routine				
Large changes	69%	77%	61%	63%
Small changes	24%	19%	26%	29%
No real changes	7%	5%	12%	7%
Unsure	1%	0%	2%	2%
Q18. College Degree				
Yes	51%	62%	55%	43%
No	49%	38%	45%	57%
Q19. Latino				
Yes	6%	8%	11%	2%
No	94%	92%	89%	98%
Q20. Race				
White	69%	82%	63%	78%
Black	24%	13%	26%	18%
Asian	3%	0%	4%	0%
Another race	4%	5%	7%	3%
Q19-20. Race + Ethnicity				
White	61%	76%	57%	75%
Black	27%	13%	26%	19%
Asian	3%	0%	3%	1%
Hispanic or Latino	6%	7%	9%	2%
Another race	4%	4%	5%	3%
Q21. Panel Willingness				
Yes	84%	81%	83%	79%
No	16%	19%	17%	21%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	66%	80%	69%	78%
Black	28%	15%	26%	19%
Hispanic	2%	2%	2%	1%
Other	3%	2%	4%	3%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	40%	21%	26%	45%
Republican	27%	35%	35%	27%
Other / Unaffiliated	33%	45%	39%	28%
DEMOGRAPHICS - AGE				
18-34	13%	13%	24%	5%
35-49	28%	59%	49%	6%
50-64	35%	17%	11%	27%
65-79	19%	9%	8%	44%
80+	5%	2%	8%	17%
DEMOGRAPHICS - GENDER				
Female	60%	54%	62%	60%
Male	40%	46%	38%	40%
CLARITY SCORES: PARTY				
0-19	36%	46%	44%	34%
20-39	3%	3%	9%	5%
40-59	5%	8%	4%	5%
60-79	10%	8%	7%	8%
80-100	45%	36%	35%	48%
CLARITY SCORES: TURNOUT				
0-19	0%	1%	2%	0%
20-39	5%	3%	4%	3%
40-59	7%	8%	12%	3%
60-79	10%	14%	14%	10%
80-100	78%	74%	69%	85%
CLARITY SCORES: COLLEGE				
0-19	11%	8%	11%	18%
20-39	27%	21%	33%	29%
40-59	26%	27%	22%	19%
60-79	14%	25%	22%	15%
80-100	22%	20%	11%	18%
CLARITY SCORES: CHOICE				
0-19	19%	8%	19%	17%
20-39	21%	32%	32%	32%
40-59	39%	41%	43%	29%
60-79	16%	15%	4%	14%
80-100	5%	4%	2%	8%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	5%	4%	2%	5%
20-39	20%	29%	24%	16%

Confidential

	One	Two	Three or more	None
40-59	28%	34%	41%	32%
60-79	39%	26%	26%	37%
80-100	7%	7%	7%	11%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	40%	52%	47%	41%
20-39	35%	28%	36%	32%
40-59	24%	14%	17%	21%
60-79	1%	6%	0%	6%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	25%	14%	26%	24%
Greensboro-High Point-Winston Salem NC	19%	20%	17%	19%
Norfolk-Portsmouth-Newport News VA	0%	2%	6%	2%
Greenville-New Bern-Washington NC	11%	12%	7%	7%
Wilmington NC	7%	7%	4%	5%
Raleigh-Durham (Fayetteville) NC	30%	39%	26%	34%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	7%	13%	7%
Myrtle Beach-Florence SC	2%	0%	2%	2%
DEMOGRAPHICS - PHONE TYPE				
Land-line	62%	48%	50%	86%
Wireless	38%	52%	50%	14%
Voter File Match				
Yes	79%	73%	73%	83%
No	21%	27%	27%	17%
Registered Voter (of Voter File Matches)				
Yes	97%	95%	94%	96%
No	3%	5%	6%	4%
Panel Respondent				
Yes	16%	13%	8%	19%
No	84%	87%	92%	81%

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

	0	1-3	4-6	7+
<i>n</i>	(559)	(642)	(162)	(159)
Q1. Health Quality				
Poor	4%	5%	4%	6%
Fair	11%	19%	17%	13%
Good	49%	44%	43%	43%
Very Good	35%	32%	37%	38%
Q4. Number of People in HH				
1-3	77%	84%	66%	70%
4-6	22%	15%	34%	25%
7+	1%	1%	1%	6%
Q5. Children in HH				
One	12%	10%	17%	15%
Two	10%	6%	9%	9%
Three or more	5%	3%	11%	7%
None	73%	82%	64%	69%
Q7. Six Feet Away? (If Q6 > 0)				
0	0%	15%	15%	19%
1-3	0%	80%	26%	11%
4-6	0%	3%	54%	18%
7+	0%	2%	4%	53%
Q8. HH Member Going to Work				
Yes	28%	33%	50%	53%
No	71%	64%	46%	42%
Unsure	1%	3%	4%	5%
Q9. Children Interacting with Other Children				
Yes	14%	22%	26%	36%
No	85%	76%	74%	59%
Unsure	1%	2%	0%	5%
Q10. Times in Group > 20 in Last Week				
0	90%	72%	69%	52%
1-3	8%	24%	21%	22%
4-6	0%	2%	7%	7%
7+	2%	3%	3%	19%
Q11. Contact with Others: Family				
Yes	62%	66%	75%	78%
No	38%	34%	25%	22%
Q11. Contact with Others: Friends				
Yes	7%	22%	23%	33%
No	93%	78%	77%	67%
Q11. Contact with Others: Co-workers				
Yes	7%	13%	17%	57%
No	93%	87%	83%	43%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	3%	9%	8%	36%
No	97%	91%	92%	64%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	6%	19%	15%	28%
No	94%	81%	85%	72%
Q12. Handwashing Count				
0	0%	0%	1%	3%
1-3	5%	6%	3%	6%
4-6	22%	18%	22%	22%
7+	73%	76%	74%	69%
Q13. Currently Practicing Social Distancing?				
Yes	97%	97%	97%	86%
No	3%	3%	3%	14%
Q14. Currently Experiencing Symptoms?				
Yes	1%	2%	3%	5%
No	98%	97%	95%	91%
Unsure	0%	1%	2%	4%
Q15. Likelihood of getting Coronavirus				
Yes	7%	3%	5%	9%
No	66%	67%	64%	59%
Unsure	27%	31%	30%	32%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	36%	29%	27%	25%
Most are reacting appropriately	56%	65%	59%	53%

Confidential

	0	1-3	4-6	7+
Most are overreacting to the actual risks	8%	6%	14%	22%
Q17. Changes to Routine				
Large changes	68%	63%	64%	56%
Small changes	23%	30%	28%	30%
No real changes	8%	4%	6%	13%
Unsure	1%	2%	1%	2%
Q18. College Degree				
Yes	49%	43%	49%	47%
No	51%	57%	51%	53%
Q19. Latino				
Yes	4%	3%	1%	8%
No	96%	97%	99%	92%
Q20. Race				
White	79%	75%	74%	81%
Black	16%	21%	19%	14%
Asian	1%	0%	1%	1%
Another race	4%	3%	5%	4%
Q19-20. Race + Ethnicity				
White	75%	71%	70%	76%
Black	17%	22%	23%	13%
Asian	1%	1%	1%	1%
Hispanic or Latino	3%	3%	1%	6%
Another race	4%	3%	4%	4%
Q21. Panel Willingness				
Yes	82%	80%	80%	72%
No	18%	20%	20%	28%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	79%	74%	68%	87%
Black	17%	22%	26%	10%
Hispanic	1%	1%	2%	1%
Other	3%	2%	5%	2%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	41%	45%	45%	24%
Republican	25%	27%	35%	39%
Other / Unaffiliated	34%	28%	20%	37%
DEMOGRAPHICS - AGE				
18-34	10%	7%	6%	8%
35-49	18%	10%	18%	21%
50-64	25%	26%	28%	33%
65-79	36%	41%	36%	21%
80+	11%	16%	12%	16%
DEMOGRAPHICS - GENDER				
Female	60%	60%	61%	47%
Male	40%	40%	39%	53%
CLARITY SCORES: PARTY				
0-19	32%	33%	42%	56%
20-39	7%	4%	5%	5%
40-59	6%	6%	2%	5%
60-79	8%	8%	7%	8%
80-100	47%	50%	45%	26%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	3%	3%	2%	3%
40-59	4%	5%	2%	5%
60-79	12%	9%	9%	8%
80-100	80%	82%	87%	85%
CLARITY SCORES: COLLEGE				
0-19	12%	18%	18%	15%
20-39	24%	32%	32%	25%
40-59	21%	20%	20%	28%
60-79	22%	13%	11%	18%
80-100	21%	17%	20%	14%
CLARITY SCORES: CHOICE				
0-19	12%	16%	23%	29%
20-39	30%	32%	31%	35%
40-59	31%	31%	33%	25%
60-79	17%	15%	9%	7%
80-100	11%	7%	5%	4%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	5%	5%	3%	3%
20-39	23%	16%	15%	15%

Confidential

	0	1-3	4-6	7+
40-59	34%	31%	26%	29%
60-79	32%	37%	41%	40%
80-100	6%	11%	15%	13%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	39%	39%	45%	62%
20-39	31%	35%	34%	25%
40-59	21%	22%	18%	11%
60-79	9%	5%	2%	2%
80-100	0%	0%	1%	0%
MEDIA MARKET				
Charlotte NC	23%	24%	23%	28%
Greensboro-High Point-Winston Salem NC	19%	19%	21%	17%
Norfolk-Portsmouth-Newport News VA	2%	2%	4%	0%
Greenville-New Bern-Washington NC	7%	7%	10%	12%
Wilmington NC	5%	5%	5%	7%
Raleigh-Durham (Fayetteville) NC	34%	36%	31%	27%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	7%	3%	7%
Myrtle Beach-Florence SC	2%	1%	2%	2%
DEMOGRAPHICS - PHONE TYPE				
Land-line	71%	84%	80%	78%
Wireless	29%	16%	20%	22%
Voter File Match				
Yes	78%	85%	82%	72%
No	22%	15%	18%	28%
Registered Voter (of Voter File Matches)				
Yes	96%	96%	98%	92%
No	4%	4%	2%	8%
Panel Respondent				
Yes	18%	20%	18%	14%
No	82%	80%	82%	86%

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

	0	1-3	4-6	7+
<i>n</i>	(146)	(562)	(129)	(98)
Q1. Health Quality				
Poor	5%	5%	5%	5%
Fair	22%	19%	17%	7%
Good	41%	44%	43%	48%
Very Good	32%	33%	34%	39%
Q4. Number of People in HH				
1-3	77%	82%	69%	71%
4-6	21%	17%	31%	22%
7+	2%	1%	0%	6%
Q5. Children in HH				
One	13%	11%	15%	15%
Two	9%	5%	10%	7%
Three or more	6%	3%	9%	6%
None	72%	81%	65%	71%
Q6. Non-HH Face to Face Count				
0	0%	0%	0%	0%
1-3	64%	90%	13%	13%
4-6	16%	7%	66%	6%
7+	19%	3%	21%	81%
Q8. HH Member Going to Work				
Yes	37%	35%	51%	48%
No	57%	62%	46%	46%
Unsure	6%	3%	3%	5%
Q9. Children Interacting with Other Children				
Yes	34%	20%	32%	30%
No	63%	78%	68%	67%
Unsure	3%	2%	0%	4%
Q10. Times in Group > 20 in Last Week				
0	74%	72%	59%	46%
1-3	14%	25%	25%	22%
4-6	5%	1%	10%	7%
7+	6%	2%	7%	24%
Q11. Contact with Others: Family				
Yes	74%	66%	74%	74%
No	26%	34%	26%	26%
Q11. Contact with Others: Friends				
Yes	21%	23%	26%	32%
No	79%	77%	74%	68%
Q11. Contact with Others: Co-workers				
Yes	24%	15%	20%	53%
No	76%	85%	80%	47%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	15%	9%	16%	32%
No	85%	91%	84%	68%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	15%	20%	17%	28%
No	85%	80%	83%	72%
Q12. Handwashing Count				
0	2%	0%	1%	2%
1-3	10%	4%	4%	6%
4-6	18%	19%	24%	16%
7+	70%	76%	70%	76%
Q13. Currently Practicing Social Distancing?				
Yes	89%	97%	97%	92%
No	11%	3%	3%	8%
Q14. Currently Experiencing Symptoms?				
Yes	1%	3%	2%	6%
No	98%	97%	96%	89%
Unsure	1%	1%	3%	5%
Q15. Likelihood of getting Coronavirus				
Yes	7%	3%	4%	8%
No	71%	64%	68%	60%
Unsure	22%	33%	28%	32%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	24%	31%	21%	28%
Most are reacting appropriately	65%	62%	65%	52%

Confidential

	0	1-3	4-6	7+
Most are overreacting to the actual risks	11%	7%	14%	20%
Q17. Changes to Routine				
Large changes	61%	64%	62%	56%
Small changes	30%	29%	28%	33%
No real changes	6%	5%	7%	10%
Unsure	3%	1%	3%	1%
Q18. College Degree				
Yes	51%	41%	49%	48%
No	49%	59%	51%	52%
Q19. Latino				
Yes	4%	4%	3%	5%
No	96%	96%	97%	95%
Q20. Race				
White	81%	77%	66%	79%
Black	17%	20%	28%	14%
Asian	0%	0%	1%	1%
Another race	3%	3%	5%	5%
Q19-20. Race + Ethnicity				
White	74%	73%	61%	72%
Black	20%	20%	31%	16%
Asian	0%	0%	1%	1%
Hispanic or Latino	4%	3%	3%	4%
Another race	2%	3%	4%	6%
Q21. Panel Willingness				
Yes	77%	79%	83%	69%
No	23%	21%	17%	31%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	77%	77%	61%	78%
Black	19%	20%	33%	16%
Hispanic	1%	1%	2%	1%
Other	3%	2%	4%	4%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	41%	43%	47%	32%
Republican	28%	28%	32%	35%
Other / Unaffiliated	31%	28%	22%	32%
DEMOGRAPHICS - AGE				
18-34	12%	5%	7%	10%
35-49	16%	10%	19%	18%
50-64	24%	29%	19%	36%
65-79	27%	42%	43%	19%
80+	21%	14%	12%	16%
DEMOGRAPHICS - GENDER				
Female	61%	60%	52%	52%
Male	39%	40%	48%	48%
CLARITY SCORES: PARTY				
0-19	40%	35%	39%	47%
20-39	1%	5%	4%	8%
40-59	4%	6%	1%	5%
60-79	9%	7%	8%	7%
80-100	46%	47%	49%	32%
CLARITY SCORES: TURNOUT				
0-19	1%	0%	0%	0%
20-39	3%	3%	2%	4%
40-59	4%	4%	4%	3%
60-79	9%	8%	10%	9%
80-100	84%	84%	84%	84%
CLARITY SCORES: COLLEGE				
0-19	18%	18%	19%	12%
20-39	32%	33%	24%	31%
40-59	14%	21%	26%	23%
60-79	18%	13%	11%	20%
80-100	19%	16%	21%	14%
CLARITY SCORES: CHOICE				
0-19	17%	18%	20%	22%
20-39	30%	33%	33%	36%
40-59	32%	30%	29%	29%
60-79	14%	14%	12%	12%
80-100	6%	6%	5%	1%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	4%	5%	4%	0%
20-39	18%	15%	16%	15%

Confidential

	0	1-3	4-6	7+
40-59	33%	30%	25%	32%
60-79	37%	38%	41%	41%
80-100	9%	12%	15%	12%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	47%	41%	42%	54%
20-39	31%	35%	33%	28%
40-59	15%	20%	20%	19%
60-79	7%	4%	4%	0%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	21%	23%	31%	24%
Greensboro-High Point-Winston Salem NC	17%	21%	15%	14%
Norfolk-Portsmouth-Newport News VA	2%	2%	2%	0%
Greenville-New Bern-Washington NC	11%	7%	8%	12%
Wilmington NC	7%	4%	4%	8%
Raleigh-Durham (Fayetteville) NC	34%	35%	35%	28%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	7%	4%	9%
Myrtle Beach-Florence SC	2%	1%	2%	4%
DEMOGRAPHICS - PHONE TYPE				
Land-line	76%	86%	76%	73%
Wireless	24%	14%	24%	27%
Voter File Match				
Yes	78%	84%	78%	76%
No	22%	16%	22%	24%
Registered Voter (of Voter File Matches)				
Yes	97%	95%	98%	92%
No	3%	5%	2%	8%
Panel Respondent				
Yes	16%	21%	16%	14%
No	84%	79%	84%	86%

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

	Yes	No	Unsure
<i>n</i>	(515)	(925)	(37)
Q1. Health Quality			
Poor	4%	5%	17%
Fair	14%	16%	22%
Good	44%	48%	28%
Very Good	38%	32%	33%
Q4. Number of People in HH			
1-3	62%	86%	81%
4-6	36%	13%	8%
7+	2%	1%	11%
Q5. Children in HH			
One	18%	9%	0%
Two	11%	7%	6%
Three or more	8%	3%	6%
None	63%	81%	88%
Q6. Non-HH Face to Face Count			
0	30%	43%	16%
1-3	39%	43%	49%
4-6	15%	8%	16%
7+	15%	7%	19%
Q7. Six Feet Away? (If Q6 > 0)			
0	15%	15%	26%
1-3	54%	65%	45%
4-6	18%	11%	13%
7+	13%	9%	16%
Q9. Children Interacting with Other Children			
Yes	30%	13%	0%
No	69%	86%	75%
Unsure	1%	1%	25%
Q10. Times in Group > 20 in Last Week			
0	73%	79%	47%
1-3	17%	17%	29%
4-6	4%	1%	9%
7+	6%	3%	15%
Q11. Contact with Others: Family			
Yes	78%	61%	45%
No	22%	39%	55%
Q11. Contact with Others: Friends			
Yes	21%	14%	36%
No	79%	86%	64%
Q11. Contact with Others: Co-workers			
Yes	26%	8%	26%
No	74%	92%	74%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	14%	6%	26%
No	86%	94%	74%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	16%	12%	38%
No	84%	88%	63%
Q12. Handwashing Count			
0	0%	1%	3%
1-3	5%	5%	12%
4-6	18%	22%	12%
7+	77%	72%	73%
Q13. Currently Practicing Social Distancing?			
Yes	96%	96%	82%
No	4%	4%	18%
Q14. Currently Experiencing Symptoms?			
Yes	2%	2%	3%
No	97%	97%	85%
Unsure	1%	1%	12%
Q15. Likelihood of getting Coronavirus			
Yes	7%	4%	0%
No	63%	68%	55%
Unsure	31%	28%	45%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	31%	32%	30%

Confidential

	Yes	No	Unsure
Most are reacting appropriately	57%	61%	57%
Most are overreacting to the actual risks	12%	7%	13%
Q17. Changes to Routine			
Large changes	62%	67%	45%
Small changes	30%	25%	39%
No real changes	7%	6%	16%
Unsure	1%	2%	0%
Q18. College Degree			
Yes	47%	48%	16%
No	53%	52%	84%
Q19. Latino			
Yes	5%	3%	6%
No	95%	97%	94%
Q20. Race			
White	74%	79%	57%
Black	21%	17%	39%
Asian	1%	1%	0%
Another race	4%	3%	4%
Q19-20. Race + Ethnicity			
White	69%	75%	57%
Black	22%	18%	35%
Asian	1%	1%	0%
Hispanic or Latino	5%	3%	5%
Another race	4%	4%	3%
Q21. Panel Willingness			
Yes	82%	80%	63%
No	18%	20%	37%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	74%	78%	58%
Black	21%	19%	39%
Hispanic	2%	1%	0%
Other	3%	3%	3%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	36%	44%	58%
Republican	28%	27%	19%
Other / Unaffiliated	35%	28%	23%
DEMOGRAPHICS - AGE			
18-34	13%	6%	5%
35-49	21%	12%	3%
50-64	36%	22%	22%
65-79	24%	43%	43%
80+	6%	17%	27%
DEMOGRAPHICS - GENDER			
Female	59%	59%	65%
Male	41%	41%	35%
CLARITY SCORES: PARTY			
0-19	38%	34%	29%
20-39	7%	5%	0%
40-59	5%	5%	0%
60-79	9%	8%	3%
80-100	41%	48%	68%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	0%
20-39	2%	4%	3%
40-59	5%	4%	7%
60-79	9%	10%	10%
80-100	84%	82%	79%
CLARITY SCORES: COLLEGE			
0-19	16%	15%	23%
20-39	26%	29%	48%
40-59	24%	20%	16%
60-79	18%	17%	10%
80-100	17%	20%	3%
CLARITY SCORES: CHOICE			
0-19	16%	16%	17%
20-39	37%	29%	52%
40-59	29%	31%	24%
60-79	13%	16%	3%
80-100	5%	9%	3%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	4%	5%	0%

Confidential

	Yes	No	Unsure
20-39	16%	19%	13%
40-59	33%	31%	39%
60-79	35%	36%	35%
80-100	11%	9%	13%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	45%	40%	31%
20-39	34%	31%	52%
40-59	17%	22%	17%
60-79	4%	7%	0%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	24%	23%	23%
Greensboro-High Point-Winston Salem NC	21%	17%	26%
Norfolk-Portsmouth-Newport News VA	2%	2%	0%
Greenville-New Bern-Washington NC	9%	7%	10%
Wilmington NC	5%	5%	10%
Raleigh-Durham (Fayetteville) NC	31%	36%	29%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%	0%
Myrtle Beach-Florence SC	2%	1%	3%
DEMOGRAPHICS - PHONE TYPE			
Land-line	70%	80%	97%
Wireless	30%	20%	3%
Voter File Match			
Yes	77%	82%	84%
No	23%	18%	16%
Registered Voter (of Voter File Matches)			
Yes	94%	97%	94%
No	6%	3%	6%
Panel Respondent			
Yes	17%	20%	14%
No	83%	80%	86%

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

	Yes	No	Unsure
<i>n</i>	(77)	(279)	(5)
Q1. Health Quality			
Poor	4%	3%	0%
Fair	13%	10%	25%
Good	36%	45%	50%
Very Good	47%	42%	25%
Q4. Number of People in HH			
1-3	29%	31%	20%
4-6	68%	65%	60%
7+	4%	4%	20%
Q5. Children in HH			
One	55%	47%	40%
Two	30%	33%	40%
Three or more	16%	20%	20%
None	0%	0%	0%
Q6. Non-HH Face to Face Count			
0	28%	45%	20%
1-3	32%	30%	40%
4-6	20%	15%	0%
7+	21%	9%	40%
Q7. Six Feet Away? (If Q6 > 0)			
0	24%	16%	25%
1-3	38%	54%	50%
4-6	24%	19%	0%
7+	15%	12%	25%
Q8. HH Member Going to Work			
Yes	72%	47%	40%
No	28%	52%	40%
Unsure	0%	1%	20%
Q10. Times in Group > 20 in Last Week			
0	72%	79%	75%
1-3	11%	14%	0%
4-6	4%	3%	0%
7+	13%	4%	25%
Q11. Contact with Others: Family			
Yes	88%	83%	100%
No	12%	17%	0%
Q11. Contact with Others: Friends			
Yes	22%	13%	67%
No	78%	87%	33%
Q11. Contact with Others: Co-workers			
Yes	29%	17%	33%
No	71%	83%	67%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	19%	9%	33%
No	81%	91%	67%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	16%	11%	33%
No	84%	89%	67%
Q12. Handwashing Count			
0	0%	0%	25%
1-3	11%	3%	0%
4-6	17%	19%	0%
7+	72%	78%	75%
Q13. Currently Practicing Social Distancing?			
Yes	89%	96%	100%
No	11%	4%	0%
Q14. Currently Experiencing Symptoms?			
Yes	3%	3%	0%
No	97%	96%	100%
Unsure	0%	1%	0%
Q15. Likelihood of getting Coronavirus			
Yes	11%	10%	0%
No	63%	63%	50%
Unsure	26%	27%	50%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	24%	41%	0%

Confidential

	Yes	No	Unsure
Most are reacting appropriately	59%	49%	75%
Most are overreacting to the actual risks	18%	10%	25%
Q17. Changes to Routine			
Large changes	72%	70%	50%
Small changes	14%	25%	25%
No real changes	13%	5%	25%
Unsure	0%	0%	0%
Q18. College Degree			
Yes	55%	55%	100%
No	45%	45%	0%
Q19. Latino			
Yes	7%	8%	25%
No	93%	92%	75%
Q20. Race			
White	79%	71%	100%
Black	18%	21%	0%
Asian	2%	2%	0%
Another race	2%	6%	0%
Q19-20. Race + Ethnicity			
White	68%	65%	80%
Black	23%	21%	0%
Asian	1%	2%	0%
Hispanic or Latino	6%	8%	20%
Another race	1%	5%	0%
Q21. Panel Willingness			
Yes	88%	82%	50%
No	12%	18%	50%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	74%	72%	100%
Black	25%	22%	0%
Hispanic	0%	3%	0%
Other	2%	3%	0%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	33%	29%	0%
Republican	28%	32%	33%
Other / Unaffiliated	39%	38%	67%
DEMOGRAPHICS - AGE			
18-34	13%	17%	20%
35-49	40%	44%	20%
50-64	32%	22%	20%
65-79	12%	13%	0%
80+	3%	4%	40%
DEMOGRAPHICS - GENDER			
Female	58%	58%	60%
Male	42%	42%	40%
CLARITY SCORES: PARTY			
0-19	39%	42%	33%
20-39	4%	4%	33%
40-59	2%	6%	33%
60-79	14%	8%	0%
80-100	42%	39%	0%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	0%
20-39	6%	3%	0%
40-59	4%	10%	0%
60-79	11%	12%	0%
80-100	79%	74%	100%
CLARITY SCORES: COLLEGE			
0-19	9%	10%	0%
20-39	23%	25%	0%
40-59	23%	28%	33%
60-79	16%	20%	67%
80-100	30%	17%	0%
CLARITY SCORES: CHOICE			
0-19	15%	15%	33%
20-39	25%	28%	67%
40-59	38%	39%	0%
60-79	15%	15%	0%
80-100	8%	3%	0%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	4%	4%	0%

Confidential

	Yes	No	Unsure
20-39	21%	27%	33%
40-59	33%	32%	0%
60-79	33%	31%	67%
80-100	9%	5%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	43%	46%	67%
20-39	26%	33%	33%
40-59	26%	19%	0%
60-79	4%	3%	0%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	23%	19%	0%
Greensboro-High Point-Winston Salem NC	11%	21%	67%
Norfolk-Portsmouth-Newport News VA	0%	2%	0%
Greenville-New Bern-Washington NC	18%	9%	0%
Wilmington NC	11%	6%	0%
Raleigh-Durham (Fayetteville) NC	33%	34%	33%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	4%	8%	0%
Myrtle Beach-Florence SC	2%	1%	0%
DEMOGRAPHICS - PHONE TYPE			
Land-line	56%	50%	100%
Wireless	44%	50%	0%
Voter File Match			
Yes	74%	75%	60%
No	26%	25%	40%
Registered Voter (of Voter File Matches)			
Yes	93%	97%	67%
No	7%	3%	33%
Panel Respondent			
Yes	18%	13%	40%
No	82%	87%	60%

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

	0	1-3	4-6	7+
<i>n</i>	(1,100)	(248)	(32)	(60)
Q1. Health Quality				
Poor	3%	6%	13%	8%
Fair	15%	17%	16%	8%
Good	45%	51%	50%	47%
Very Good	37%	26%	22%	36%
Q4. Number of People in HH				
1-3	77%	83%	65%	73%
4-6	22%	16%	32%	15%
7+	1%	1%	3%	12%
Q5. Children in HH				
One	12%	10%	16%	23%
Two	9%	6%	3%	5%
Three or more	5%	4%	16%	9%
None	75%	80%	65%	63%
Q6. Non-HH Face to Face Count				
0	45%	18%	0%	17%
1-3	39%	57%	32%	29%
4-6	9%	13%	35%	7%
7+	7%	13%	32%	47%
Q7. Six Feet Away? (If Q6 > 0)				
0	17%	9%	23%	16%
1-3	64%	65%	16%	20%
4-6	12%	15%	39%	16%
7+	7%	10%	23%	47%
Q8. HH Member Going to Work				
Yes	34%	35%	58%	52%
No	65%	61%	32%	40%
Unsure	1%	4%	10%	9%
Q9. Children Interacting with Other Children				
Yes	20%	17%	27%	48%
No	79%	83%	73%	48%
Unsure	1%	0%	0%	5%
Q11. Contact with Others: Family				
Yes	67%	65%	79%	61%
No	33%	35%	21%	39%
Q11. Contact with Others: Friends				
Yes	14%	23%	27%	35%
No	86%	77%	73%	65%
Q11. Contact with Others: Co-workers				
Yes	11%	26%	27%	45%
No	89%	74%	73%	55%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	6%	17%	23%	35%
No	94%	83%	77%	65%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	11%	21%	31%	31%
No	89%	79%	69%	69%
Q12. Handwashing Count				
0	0%	1%	0%	6%
1-3	5%	5%	0%	11%
4-6	21%	18%	31%	17%
7+	74%	76%	69%	67%
Q13. Currently Practicing Social Distancing?				
Yes	97%	95%	93%	72%
No	3%	5%	7%	28%
Q14. Currently Experiencing Symptoms?				
Yes	2%	3%	0%	6%
No	98%	95%	93%	89%
Unsure	0%	2%	7%	6%
Q15. Likelihood of getting Coronavirus				
Yes	5%	5%	0%	8%
No	68%	59%	55%	57%
Unsure	27%	36%	45%	36%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	32%	29%	32%	35%
Most are reacting appropriately	60%	61%	46%	49%

Confidential

	0	1-3	4-6	7+
Most are overreacting to the actual risks	8%	10%	21%	16%
Q17. Changes to Routine				
Large changes	67%	57%	38%	51%
Small changes	25%	34%	55%	27%
No real changes	7%	5%	3%	16%
Unsure	1%	3%	3%	6%
Q18. College Degree				
Yes	49%	41%	21%	33%
No	51%	59%	79%	67%
Q19. Latino				
Yes	4%	2%	3%	6%
No	96%	98%	97%	94%
Q20. Race				
White	79%	74%	69%	53%
Black	17%	22%	23%	36%
Asian	1%	1%	4%	2%
Another race	3%	4%	4%	9%
Q19-20. Race + Ethnicity				
White	76%	69%	59%	50%
Black	17%	24%	31%	33%
Asian	1%	0%	3%	2%
Hispanic or Latino	4%	3%	3%	5%
Another race	3%	4%	3%	10%
Q21. Panel Willingness				
Yes	81%	78%	82%	74%
No	19%	22%	18%	26%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	80%	72%	64%	51%
Black	16%	25%	32%	37%
Hispanic	1%	1%	0%	0%
Other	3%	2%	4%	12%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	40%	43%	46%	56%
Republican	29%	30%	29%	10%
Other / Unaffiliated	31%	27%	25%	34%
DEMOGRAPHICS - AGE				
18-34	9%	4%	6%	5%
35-49	16%	13%	16%	10%
50-64	27%	23%	34%	33%
65-79	36%	40%	28%	33%
80+	12%	19%	16%	18%
DEMOGRAPHICS - GENDER				
Female	59%	59%	53%	58%
Male	41%	41%	47%	42%
CLARITY SCORES: PARTY				
0-19	37%	35%	39%	27%
20-39	6%	3%	0%	5%
40-59	5%	6%	4%	2%
60-79	8%	7%	11%	12%
80-100	45%	50%	46%	54%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	3%	3%	4%	3%
40-59	4%	6%	11%	3%
60-79	11%	7%	4%	10%
80-100	82%	85%	81%	85%
CLARITY SCORES: COLLEGE				
0-19	15%	16%	25%	22%
20-39	26%	38%	36%	39%
40-59	21%	23%	18%	17%
60-79	18%	13%	14%	10%
80-100	21%	10%	7%	12%
CLARITY SCORES: CHOICE				
0-19	15%	20%	22%	15%
20-39	30%	35%	37%	43%
40-59	31%	31%	19%	30%
60-79	16%	10%	22%	10%
80-100	8%	3%	0%	3%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	5%	4%	0%	0%
20-39	20%	11%	14%	15%

Confidential

	0	1-3	4-6	7+
40-59	31%	32%	46%	32%
60-79	35%	41%	32%	44%
80-100	9%	12%	7%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	43%	38%	41%	43%
20-39	30%	40%	41%	38%
40-59	21%	19%	19%	18%
60-79	7%	2%	0%	3%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	22%	24%	43%	15%
Greensboro-High Point-Winston Salem NC	20%	14%	18%	20%
Norfolk-Portsmouth-Newport News VA	2%	3%	4%	0%
Greenville-New Bern-Washington NC	7%	9%	7%	10%
Wilmington NC	6%	4%	0%	5%
Raleigh-Durham (Fayetteville) NC	34%	40%	18%	37%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	6%	7%	5%
Myrtle Beach-Florence SC	1%	1%	4%	10%
DEMOGRAPHICS - PHONE TYPE				
Land-line	74%	89%	82%	83%
Wireless	26%	11%	18%	17%
Voter File Match				
Yes	81%	78%	88%	68%
No	19%	22%	13%	32%
Registered Voter (of Voter File Matches)				
Yes	96%	95%	96%	98%
No	4%	5%	4%	2%
Panel Respondent				
Yes	19%	21%	13%	12%
No	81%	79%	88%	88%

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

	Yes	No
<i>n</i>	(941)	(479)
Q1. Health Quality		
Poor	4%	4%
Fair	14%	17%
Good	44%	51%
Very Good	38%	27%
Q4. Number of People in HH		
1-3	71%	90%
4-6	28%	9%
7+	2%	2%
Q5. Children in HH		
One	15%	7%
Two	10%	4%
Three or more	6%	2%
None	68%	88%
Q6. Non-HH Face to Face Count		
0	36%	44%
1-3	41%	42%
4-6	12%	8%
7+	12%	7%
Q7. Six Feet Away? (If Q6 > 0)		
0	16%	13%
1-3	58%	67%
4-6	15%	12%
7+	11%	9%
Q8. HH Member Going to Work		
Yes	41%	24%
No	57%	73%
Unsure	2%	4%
Q9. Children Interacting with Other Children		
Yes	22%	16%
No	76%	84%
Unsure	1%	0%
Q10. Times in Group > 20 in Last Week		
0	77%	76%
1-3	17%	18%
4-6	2%	1%
7+	4%	5%
Q11. Contact with Others: Friends		
Yes	19%	12%
No	81%	88%
Q11. Contact with Others: Co-workers		
Yes	18%	10%
No	82%	90%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	11%	6%
No	89%	94%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	15%	12%
No	85%	88%
Q12. Handwashing Count		
0	1%	0%
1-3	5%	5%
4-6	19%	22%
7+	75%	72%
Q13. Currently Practicing Social Distancing?		
Yes	97%	94%
No	3%	6%
Q14. Currently Experiencing Symptoms?		
Yes	2%	2%
No	97%	97%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	6%	3%
No	65%	68%
Unsure	29%	29%
Q16. NC Response to Coronavirus		

Confidential

	Yes	No
Most are underestimating the risks	31%	32%
Most are reacting appropriately	61%	57%
Most are overreacting to the actual risks	8%	11%
Q17. Changes to Routine		
Large changes	66%	63%
Small changes	28%	26%
No real changes	5%	9%
Unsure	1%	2%
Q18. College Degree		
Yes	52%	35%
No	48%	65%
Q19. Latino		
Yes	4%	3%
No	96%	97%
Q20. Race		
White	79%	74%
Black	17%	22%
Asian	1%	0%
Another race	4%	4%
Q19-20. Race + Ethnicity		
White	75%	71%
Black	17%	22%
Asian	1%	0%
Hispanic or Latino	4%	3%
Another race	3%	4%
Q21. Panel Willingness		
Yes	82%	77%
No	18%	23%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	79%	75%
Black	18%	21%
Hispanic	1%	1%
Other	3%	3%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	38%	46%
Republican	30%	25%
Other / Unaffiliated	32%	29%
DEMOGRAPHICS - AGE		
18-34	9%	8%
35-49	18%	10%
50-64	31%	20%
65-79	33%	43%
80+	10%	20%
DEMOGRAPHICS - GENDER		
Female	57%	62%
Male	43%	38%
CLARITY SCORES: PARTY		
0-19	38%	33%
20-39	6%	5%
40-59	5%	5%
60-79	7%	9%
80-100	44%	49%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	2%	4%
40-59	5%	3%
60-79	9%	12%
80-100	84%	81%
CLARITY SCORES: COLLEGE		
0-19	13%	19%
20-39	25%	35%
40-59	20%	22%
60-79	19%	13%
80-100	22%	11%
CLARITY SCORES: CHOICE		
0-19	16%	17%
20-39	29%	37%
40-59	31%	30%
60-79	17%	10%
80-100	8%	6%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	5%	3%
20-39	18%	17%
40-59	32%	30%
60-79	35%	39%
80-100	10%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	44%	40%
20-39	28%	38%
40-59	22%	16%
60-79	6%	5%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	21%	25%
Greensboro-High Point-Winston Salem NC	18%	20%
Norfolk-Portsmouth-Newport News VA	2%	1%
Greenville-New Bern-Washington NC	8%	7%
Wilmington NC	5%	5%
Raleigh-Durham (Fayetteville) NC	35%	34%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	7%
Myrtle Beach-Florence SC	2%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	73%	84%
Wireless	27%	16%
Voter File Match		
Yes	80%	78%
No	20%	22%
Registered Voter (of Voter File Matches)		
Yes	95%	96%
No	5%	4%
Panel Respondent		
Yes	18%	20%
No	82%	80%

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

	Yes	No
<i>n</i>	(211)	(1,045)
Q1. Health Quality		
Poor	7%	4%
Fair	12%	14%
Good	48%	47%
Very Good	33%	35%
Q4. Number of People in HH		
1-3	79%	75%
4-6	16%	24%
7+	4%	1%
Q5. Children in HH		
One	14%	13%
Two	7%	9%
Three or more	5%	5%
None	75%	73%
Q6. Non-HH Face to Face Count		
0	16%	45%
1-3	51%	38%
4-6	14%	10%
7+	19%	8%
Q7. Six Feet Away? (If Q6 > 0)		
0	13%	15%
1-3	58%	61%
4-6	15%	14%
7+	14%	9%
Q8. HH Member Going to Work		
Yes	44%	34%
No	52%	64%
Unsure	4%	2%
Q9. Children Interacting with Other Children		
Yes	31%	20%
No	65%	79%
Unsure	4%	0%
Q10. Times in Group > 20 in Last Week		
0	67%	80%
1-3	21%	15%
4-6	3%	2%
7+	9%	3%
Q11. Contact with Others: Family		
Yes	75%	62%
No	25%	38%
Q11. Contact with Others: Co-workers		
Yes	45%	9%
No	55%	91%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	33%	5%
No	67%	95%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	32%	10%
No	68%	90%
Q12. Handwashing Count		
0	2%	0%
1-3	6%	5%
4-6	19%	21%
7+	74%	73%
Q13. Currently Practicing Social Distancing?		
Yes	90%	97%
No	10%	3%
Q14. Currently Experiencing Symptoms?		
Yes	3%	2%
No	95%	97%
Unsure	2%	1%
Q15. Likelihood of getting Coronavirus		
Yes	5%	5%
No	63%	66%
Unsure	31%	28%
Q16. NC Response to Coronavirus		

Confidential

	Yes	No
Most are underestimating the risks	32%	31%
Most are reacting appropriately	55%	60%
Most are overreacting to the actual risks	13%	8%
Q17. Changes to Routine		
Large changes	59%	67%
Small changes	32%	26%
No real changes	8%	6%
Unsure	3%	1%
Q18. College Degree		
Yes	45%	48%
No	55%	52%
Q19. Latino		
Yes	7%	3%
No	93%	97%
Q20. Race		
White	76%	79%
Black	18%	17%
Asian	2%	1%
Another race	5%	3%
Q19-20. Race + Ethnicity		
White	69%	76%
Black	18%	17%
Asian	1%	1%
Hispanic or Latino	7%	3%
Another race	4%	3%
Q21. Panel Willingness		
Yes	75%	81%
No	25%	19%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	70%	81%
Black	20%	16%
Hispanic	3%	1%
Other	7%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	45%	38%
Republican	29%	29%
Other / Unaffiliated	26%	33%
DEMOGRAPHICS - AGE		
18-34	13%	9%
35-49	13%	18%
50-64	27%	28%
65-79	34%	35%
80+	14%	11%
DEMOGRAPHICS - GENDER		
Female	52%	59%
Male	48%	41%
CLARITY SCORES: PARTY		
0-19	32%	38%
20-39	3%	6%
40-59	6%	6%
60-79	9%	8%
80-100	50%	43%
CLARITY SCORES: TURNOUT		
0-19	1%	0%
20-39	2%	3%
40-59	7%	4%
60-79	8%	10%
80-100	82%	82%
CLARITY SCORES: COLLEGE		
0-19	14%	14%
20-39	31%	26%
40-59	26%	20%
60-79	14%	19%
80-100	14%	20%
CLARITY SCORES: CHOICE		
0-19	12%	17%
20-39	33%	30%
40-59	36%	29%
60-79	12%	16%
80-100	7%	8%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	7%	4%
20-39	24%	18%
40-59	30%	32%
60-79	32%	35%
80-100	8%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	39%	45%
20-39	39%	29%
40-59	22%	19%
60-79	1%	7%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	24%	21%
Greensboro-High Point-Winston Salem NC	20%	19%
Norfolk-Portsmouth-Newport News VA	1%	2%
Greenville-New Bern-Washington NC	9%	8%
Wilmington NC	6%	5%
Raleigh-Durham (Fayetteville) NC	33%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	9%
Myrtle Beach-Florence SC	2%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	77%	72%
Wireless	23%	28%
Voter File Match		
Yes	72%	80%
No	28%	20%
Registered Voter (of Voter File Matches)		
Yes	93%	96%
No	7%	4%
Panel Respondent		
Yes	18%	20%
No	82%	80%

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

	Yes	No
<i>n</i>	(180)	(1,017)
Q1. Health Quality		
Poor	4%	4%
Fair	10%	14%
Good	44%	47%
Very Good	41%	35%
Q4. Number of People in HH		
1-3	67%	77%
4-6	28%	22%
7+	5%	1%
Q5. Children in HH		
One	17%	12%
Two	10%	9%
Three or more	9%	5%
None	64%	74%
Q6. Non-HH Face to Face Count		
0	18%	45%
1-3	33%	40%
4-6	11%	10%
7+	37%	5%
Q7. Six Feet Away? (If Q6 > 0)		
0	17%	15%
1-3	43%	65%
4-6	13%	14%
7+	27%	7%
Q8. HH Member Going to Work		
Yes	62%	32%
No	35%	67%
Unsure	3%	1%
Q9. Children Interacting with Other Children		
Yes	32%	19%
No	67%	80%
Unsure	2%	1%
Q10. Times in Group > 20 in Last Week		
0	59%	83%
1-3	26%	13%
4-6	4%	2%
7+	11%	2%
Q11. Contact with Others: Family		
Yes	76%	63%
No	24%	37%
Q11. Contact with Others: Friends		
Yes	44%	9%
No	56%	91%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	49%	2%
No	51%	98%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	36%	9%
No	64%	91%
Q12. Handwashing Count		
0	2%	0%
1-3	7%	5%
4-6	14%	22%
7+	77%	72%
Q13. Currently Practicing Social Distancing?		
Yes	91%	97%
No	9%	3%
Q14. Currently Experiencing Symptoms?		
Yes	4%	2%
No	95%	97%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	7%	5%
No	61%	67%
Unsure	32%	28%
Q16. NC Response to Coronavirus		

Confidential

	Yes	No
Most are underestimating the risks	29%	32%
Most are reacting appropriately	51%	61%
Most are overreacting to the actual risks	20%	7%
Q17. Changes to Routine		
Large changes	57%	67%
Small changes	32%	25%
No real changes	11%	6%
Unsure	1%	2%
Q18. College Degree		
Yes	43%	49%
No	57%	51%
Q19. Latino		
Yes	6%	3%
No	94%	97%
Q20. Race		
White	71%	80%
Black	22%	16%
Asian	1%	1%
Another race	6%	3%
Q19-20. Race + Ethnicity		
White	67%	77%
Black	21%	16%
Asian	1%	1%
Hispanic or Latino	6%	3%
Another race	5%	3%
Q21. Panel Willingness		
Yes	81%	81%
No	19%	19%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	80%	80%
Black	15%	16%
Hispanic	1%	1%
Other	4%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	32%	41%
Republican	30%	28%
Other / Unaffiliated	38%	31%
DEMOGRAPHICS - AGE		
18-34	12%	9%
35-49	26%	16%
50-64	32%	28%
65-79	23%	36%
80+	7%	11%
DEMOGRAPHICS - GENDER		
Female	51%	59%
Male	49%	41%
CLARITY SCORES: PARTY		
0-19	40%	37%
20-39	9%	5%
40-59	4%	6%
60-79	12%	8%
80-100	35%	45%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	2%	3%
40-59	9%	4%
60-79	9%	10%
80-100	79%	83%
CLARITY SCORES: COLLEGE		
0-19	12%	14%
20-39	28%	26%
40-59	28%	20%
60-79	20%	18%
80-100	12%	21%
CLARITY SCORES: CHOICE		
0-19	18%	15%
20-39	31%	30%
40-59	36%	29%
60-79	9%	17%
80-100	6%	8%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	3%	5%
20-39	18%	20%
40-59	35%	32%
60-79	37%	34%
80-100	6%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	47%	43%
20-39	36%	29%
40-59	14%	21%
60-79	3%	7%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	18%	22%
Greensboro-High Point-Winston Salem NC	25%	18%
Norfolk-Portsmouth-Newport News VA	0%	3%
Greenville-New Bern-Washington NC	9%	8%
Wilmington NC	3%	6%
Raleigh-Durham (Fayetteville) NC	34%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	9%
Myrtle Beach-Florence SC	2%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	70%	72%
Wireless	30%	28%
Voter File Match		
Yes	64%	80%
No	36%	20%
Registered Voter (of Voter File Matches)		
Yes	92%	96%
No	8%	4%
Panel Respondent		
Yes	17%	20%
No	83%	80%

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

	Yes	No
<i>n</i>	(109)	(1,067)
Q1. Health Quality		
Poor	7%	3%
Fair	11%	14%
Good	45%	47%
Very Good	36%	36%
Q4. Number of People in HH		
1-3	72%	75%
4-6	21%	24%
7+	6%	1%
Q5. Children in HH		
One	18%	12%
Two	7%	10%
Three or more	9%	5%
None	66%	73%
Q6. Non-HH Face to Face Count		
0	15%	44%
1-3	39%	39%
4-6	8%	10%
7+	38%	7%
Q7. Six Feet Away? (If Q6 > 0)		
0	16%	15%
1-3	42%	63%
4-6	16%	13%
7+	26%	9%
Q8. HH Member Going to Work		
Yes	54%	34%
No	41%	64%
Unsure	5%	1%
Q9. Children Interacting with Other Children		
Yes	36%	20%
No	61%	79%
Unsure	3%	1%
Q10. Times in Group > 20 in Last Week		
0	52%	82%
1-3	28%	13%
4-6	6%	2%
7+	14%	3%
Q11. Contact with Others: Family		
Yes	76%	64%
No	24%	36%
Q11. Contact with Others: Friends		
Yes	51%	10%
No	49%	90%
Q11. Contact with Others: Co-workers		
Yes	79%	8%
No	21%	92%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	48%	10%
No	52%	90%
Q12. Handwashing Count		
0	3%	0%
1-3	9%	5%
4-6	15%	21%
7+	73%	73%
Q13. Currently Practicing Social Distancing?		
Yes	87%	97%
No	13%	3%
Q14. Currently Experiencing Symptoms?		
Yes	5%	2%
No	94%	97%
Unsure	2%	1%
Q15. Likelihood of getting Coronavirus		
Yes	8%	5%
No	64%	66%
Unsure	28%	29%
Q16. NC Response to Coronavirus		

Confidential

	Yes	No
Most are underestimating the risks	32%	32%
Most are reacting appropriately	51%	60%
Most are overreacting to the actual risks	17%	8%
Q17. Changes to Routine		
Large changes	53%	67%
Small changes	37%	25%
No real changes	9%	6%
Unsure	1%	1%
Q18. College Degree		
Yes	45%	49%
No	55%	51%
Q19. Latino		
Yes	7%	4%
No	93%	96%
Q20. Race		
White	71%	79%
Black	22%	16%
Asian	2%	1%
Another race	5%	4%
Q19-20. Race + Ethnicity		
White	66%	76%
Black	21%	16%
Asian	2%	1%
Hispanic or Latino	6%	3%
Another race	5%	4%
Q21. Panel Willingness		
Yes	80%	81%
No	20%	19%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	74%	81%
Black	19%	16%
Hispanic	1%	1%
Other	5%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	36%	39%
Republican	23%	29%
Other / Unaffiliated	41%	32%
DEMOGRAPHICS - AGE		
18-34	10%	10%
35-49	22%	18%
50-64	30%	28%
65-79	25%	34%
80+	13%	10%
DEMOGRAPHICS - GENDER		
Female	57%	57%
Male	43%	43%
CLARITY SCORES: PARTY		
0-19	37%	37%
20-39	10%	5%
40-59	5%	6%
60-79	9%	8%
80-100	38%	44%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	3%	3%
40-59	8%	4%
60-79	6%	10%
80-100	83%	82%
CLARITY SCORES: COLLEGE		
0-19	12%	14%
20-39	29%	26%
40-59	28%	21%
60-79	19%	19%
80-100	12%	21%
CLARITY SCORES: CHOICE		
0-19	13%	16%
20-39	37%	30%
40-59	34%	30%
60-79	10%	16%
80-100	7%	8%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	4%	5%
20-39	19%	20%
40-59	35%	32%
60-79	37%	34%
80-100	5%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	38%	44%
20-39	41%	29%
40-59	21%	20%
60-79	0%	7%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	27%	21%
Greensboro-High Point-Winston Salem NC	22%	19%
Norfolk-Portsmouth-Newport News VA	0%	3%
Greenville-New Bern-Washington NC	8%	8%
Wilmington NC	3%	6%
Raleigh-Durham (Fayetteville) NC	31%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%
Myrtle Beach-Florence SC	3%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	78%	70%
Wireless	22%	30%
Voter File Match		
Yes	72%	78%
No	28%	22%
Registered Voter (of Voter File Matches)		
Yes	91%	96%
No	9%	4%
Panel Respondent		
Yes	18%	20%
No	82%	80%

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

	Yes	No
<i>n</i>	(160)	(994)
Q1. Health Quality		
Poor	8%	3%
Fair	13%	14%
Good	44%	47%
Very Good	35%	36%
Q4. Number of People in HH		
1-3	75%	75%
4-6	20%	24%
7+	5%	1%
Q5. Children in HH		
One	10%	13%
Two	6%	10%
Three or more	9%	5%
None	75%	72%
Q6. Non-HH Face to Face Count		
0	18%	45%
1-3	53%	37%
4-6	11%	10%
7+	19%	8%
Q7. Six Feet Away? (If Q6 > 0)		
0	11%	15%
1-3	61%	60%
4-6	12%	15%
7+	15%	10%
Q8. HH Member Going to Work		
Yes	43%	35%
No	53%	64%
Unsure	4%	1%
Q9. Children Interacting with Other Children		
Yes	29%	21%
No	68%	79%
Unsure	3%	1%
Q10. Times in Group > 20 in Last Week		
0	64%	82%
1-3	23%	13%
4-6	5%	2%
7+	8%	3%
Q11. Contact with Others: Family		
Yes	69%	64%
No	31%	36%
Q11. Contact with Others: Friends		
Yes	33%	11%
No	67%	89%
Q11. Contact with Others: Co-workers		
Yes	38%	10%
No	62%	90%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	32%	5%
No	68%	95%
Q12. Handwashing Count		
0	2%	1%
1-3	8%	5%
4-6	25%	20%
7+	66%	74%
Q13. Currently Practicing Social Distancing?		
Yes	90%	97%
No	10%	3%
Q14. Currently Experiencing Symptoms?		
Yes	6%	2%
No	92%	98%
Unsure	2%	1%
Q15. Likelihood of getting Coronavirus		
Yes	2%	6%
No	68%	66%
Unsure	30%	28%
Q16. NC Response to Coronavirus		

Confidential

	Yes	No
Most are underestimating the risks	34%	31%
Most are reacting appropriately	53%	60%
Most are overreacting to the actual risks	14%	8%
Q17. Changes to Routine		
Large changes	64%	66%
Small changes	26%	26%
No real changes	10%	6%
Unsure	0%	2%
Q18. College Degree		
Yes	57%	48%
No	43%	52%
Q19. Latino		
Yes	8%	3%
No	92%	97%
Q20. Race		
White	76%	79%
Black	17%	16%
Asian	3%	1%
Another race	4%	4%
Q19-20. Race + Ethnicity		
White	71%	76%
Black	16%	16%
Asian	3%	1%
Hispanic or Latino	8%	3%
Another race	4%	4%
Q21. Panel Willingness		
Yes	79%	81%
No	21%	19%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	81%	80%
Black	14%	16%
Hispanic	2%	1%
Other	3%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	34%	39%
Republican	28%	29%
Other / Unaffiliated	38%	32%
DEMOGRAPHICS - AGE		
18-34	11%	10%
35-49	16%	19%
50-64	25%	29%
65-79	33%	33%
80+	15%	9%
DEMOGRAPHICS - GENDER		
Female	56%	57%
Male	44%	43%
CLARITY SCORES: PARTY		
0-19	40%	37%
20-39	8%	5%
40-59	7%	6%
60-79	8%	8%
80-100	38%	44%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	2%	3%
40-59	6%	4%
60-79	7%	10%
80-100	85%	82%
CLARITY SCORES: COLLEGE		
0-19	14%	14%
20-39	27%	26%
40-59	19%	21%
60-79	16%	20%
80-100	24%	20%
CLARITY SCORES: CHOICE		
0-19	20%	15%
20-39	30%	29%
40-59	29%	31%
60-79	13%	17%
80-100	9%	8%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	6%	5%
20-39	15%	21%
40-59	33%	32%
60-79	39%	33%
80-100	7%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	47%	43%
20-39	28%	30%
40-59	17%	21%
60-79	8%	6%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	22%	22%
Greensboro-High Point-Winston Salem NC	18%	19%
Norfolk-Portsmouth-Newport News VA	1%	3%
Greenville-New Bern-Washington NC	8%	8%
Wilmington NC	8%	5%
Raleigh-Durham (Fayetteville) NC	34%	34%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%
Myrtle Beach-Florence SC	2%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	80%	69%
Wireless	20%	31%
Voter File Match		
Yes	75%	78%
No	25%	22%
Registered Voter (of Voter File Matches)		
Yes	94%	96%
No	6%	4%
Panel Respondent		
Yes	18%	20%
No	83%	80%

» Q12. Handwashing Count *against...*

	0	1-3	4-6	7+
<i>n</i>	(9)	(71)	(281)	(1,021)
Q1. Health Quality				
Poor	13%	8%	4%	4%
Fair	38%	18%	19%	13%
Good	38%	44%	48%	46%
Very Good	13%	30%	29%	37%
Q4. Number of People in HH				
1-3	78%	71%	78%	77%
4-6	0%	24%	22%	21%
7+	22%	4%	0%	1%
Q5. Children in HH				
One	0%	6%	9%	13%
Two	0%	8%	9%	8%
Three or more	13%	10%	5%	5%
None	88%	76%	78%	74%
Q6. Non-HH Face to Face Count				
0	22%	39%	41%	38%
1-3	22%	44%	37%	42%
4-6	11%	6%	11%	10%
7+	44%	11%	11%	9%
Q7. Six Feet Away? (If Q6 > 0)				
0	29%	30%	14%	14%
1-3	29%	47%	60%	62%
4-6	14%	12%	17%	13%
7+	29%	12%	9%	10%
Q8. HH Member Going to Work				
Yes	22%	34%	32%	37%
No	67%	61%	67%	61%
Unsure	11%	6%	1%	2%
Q9. Children Interacting with Other Children				
Yes	0%	47%	20%	20%
No	0%	53%	80%	79%
Unsure	100%	0%	0%	1%
Q10. Times in Group > 20 in Last Week				
0	33%	77%	79%	78%
1-3	33%	14%	14%	16%
4-6	0%	0%	3%	2%
7+	33%	9%	3%	4%
Q11. Contact with Others: Family				
Yes	78%	66%	64%	67%
No	22%	34%	36%	33%
Q11. Contact with Others: Friends				
Yes	50%	18%	15%	17%
No	50%	82%	85%	83%
Q11. Contact with Others: Co-workers				
Yes	44%	18%	10%	16%
No	56%	82%	90%	84%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	38%	15%	7%	9%
No	63%	85%	93%	91%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	38%	19%	16%	12%
No	63%	81%	84%	88%
Q13. Currently Practicing Social Distancing?				
Yes	67%	89%	94%	97%
No	33%	11%	6%	3%
Q14. Currently Experiencing Symptoms?				
Yes	11%	7%	3%	2%
No	78%	91%	96%	98%
Unsure	11%	1%	1%	1%
Q15. Likelihood of getting Coronavirus				
Yes	0%	4%	5%	5%
No	78%	67%	68%	65%
Unsure	22%	29%	27%	30%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	13%	35%	27%	32%
Most are reacting appropriately	50%	54%	64%	59%

Confidential

	0	1-3	4-6	7+
Most are overreacting to the actual risks	38%	10%	10%	9%
Q17. Changes to Routine				
Large changes	44%	74%	57%	66%
Small changes	22%	16%	31%	27%
No real changes	33%	10%	10%	5%
Unsure	0%	0%	3%	2%
Q18. College Degree				
Yes	44%	51%	47%	46%
No	56%	49%	53%	54%
Q19. Latino				
Yes	22%	6%	2%	4%
No	78%	94%	98%	96%
Q20. Race				
White	57%	76%	79%	76%
Black	29%	19%	17%	19%
Asian	0%	2%	2%	1%
Another race	14%	3%	2%	4%
Q19-20. Race + Ethnicity				
White	44%	72%	76%	73%
Black	22%	18%	19%	19%
Asian	0%	1%	1%	0%
Hispanic or Latino	22%	6%	2%	4%
Another race	11%	3%	2%	4%
Q21. Panel Willingness				
Yes	67%	89%	80%	80%
No	33%	11%	20%	20%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	80%	88%	80%	77%
Black	20%	10%	17%	19%
Hispanic	0%	0%	0%	1%
Other	0%	2%	3%	3%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	20%	42%	38%	41%
Republican	40%	21%	30%	29%
Other / Unaffiliated	40%	38%	32%	30%
DEMOGRAPHICS - AGE				
18-34	11%	15%	9%	8%
35-49	22%	15%	13%	16%
50-64	22%	18%	28%	28%
65-79	11%	41%	38%	35%
80+	33%	10%	12%	12%
DEMOGRAPHICS - GENDER				
Female	44%	51%	47%	63%
Male	56%	49%	53%	37%
CLARITY SCORES: PARTY				
0-19	40%	29%	40%	37%
20-39	0%	10%	5%	5%
40-59	0%	10%	4%	5%
60-79	20%	2%	8%	8%
80-100	40%	48%	42%	45%
CLARITY SCORES: TURNOUT				
0-19	25%	2%	0%	0%
20-39	0%	7%	4%	2%
40-59	0%	9%	5%	4%
60-79	50%	9%	10%	9%
80-100	25%	73%	80%	85%
CLARITY SCORES: COLLEGE				
0-19	20%	15%	17%	14%
20-39	20%	27%	26%	29%
40-59	20%	25%	20%	21%
60-79	40%	25%	16%	17%
80-100	0%	8%	22%	19%
CLARITY SCORES: CHOICE				
0-19	0%	20%	15%	17%
20-39	20%	18%	31%	32%
40-59	80%	36%	33%	29%
60-79	0%	18%	14%	15%
80-100	0%	7%	8%	7%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	20%	2%	6%	4%
20-39	40%	29%	21%	17%

Confidential

	0	1-3	4-6	7+
40-59	20%	31%	31%	32%
60-79	20%	31%	32%	37%
80-100	0%	6%	11%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	40%	39%	45%	42%
20-39	60%	25%	31%	31%
40-59	0%	30%	18%	21%
60-79	0%	7%	6%	5%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	20%	23%	22%	22%
Greensboro-High Point-Winston Salem NC	0%	17%	21%	19%
Norfolk-Portsmouth-Newport News VA	0%	2%	2%	2%
Greenville-New Bern-Washington NC	0%	2%	10%	8%
Wilmington NC	0%	2%	5%	6%
Raleigh-Durham (Fayetteville) NC	80%	42%	29%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	0%	10%	10%	7%
Myrtle Beach-Florence SC	0%	2%	0%	1%
DEMOGRAPHICS - PHONE TYPE				
Land-line	40%	63%	79%	76%
Wireless	60%	38%	21%	24%
Voter File Match				
Yes	56%	68%	75%	81%
No	44%	32%	25%	19%
Registered Voter (of Voter File Matches)				
Yes	80%	94%	96%	96%
No	20%	6%	4%	4%
Panel Respondent				
Yes	0%	14%	20%	20%
No	100%	86%	80%	80%

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

	Yes	No
<i>n</i>	(1,316)	(59)
Q1. Health Quality		
Poor	4%	12%
Fair	14%	17%
Good	47%	31%
Very Good	35%	41%
Q4. Number of People in HH		
1-3	78%	70%
4-6	21%	19%
7+	1%	11%
Q5. Children in HH		
One	12%	10%
Two	8%	12%
Three or more	5%	9%
None	75%	69%
Q6. Non-HH Face to Face Count		
0	39%	28%
1-3	42%	33%
4-6	10%	7%
7+	9%	32%
Q7. Six Feet Away? (If Q6 > 0)		
0	14%	35%
1-3	62%	38%
4-6	14%	10%
7+	10%	18%
Q8. HH Member Going to Work		
Yes	36%	30%
No	62%	60%
Unsure	2%	11%
Q9. Children Interacting with Other Children		
Yes	20%	44%
No	79%	56%
Unsure	1%	0%
Q10. Times in Group > 20 in Last Week		
0	79%	54%
1-3	16%	17%
4-6	2%	3%
7+	3%	25%
Q11. Contact with Others: Family		
Yes	67%	53%
No	33%	47%
Q11. Contact with Others: Friends		
Yes	16%	38%
No	84%	62%
Q11. Contact with Others: Co-workers		
Yes	14%	34%
No	86%	66%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	8%	30%
No	92%	70%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	13%	33%
No	87%	67%
Q12. Handwashing Count		
0	0%	5%
1-3	5%	14%
4-6	20%	27%
7+	75%	54%
Q14. Currently Experiencing Symptoms?		
Yes	2%	7%
No	97%	90%
Unsure	1%	3%
Q15. Likelihood of getting Coronavirus		
Yes	5%	3%
No	65%	76%
Unsure	30%	20%
Q16. NC Response to Coronavirus		

Confidential

	Yes	No
Most are underestimating the risks	32%	23%
Most are reacting appropriately	60%	46%
Most are overreacting to the actual risks	8%	30%
Q17. Changes to Routine		
Large changes	66%	29%
Small changes	27%	28%
No real changes	5%	34%
Unsure	1%	9%
Q18. College Degree		
Yes	47%	36%
No	53%	64%
Q19. Latino		
Yes	4%	5%
No	96%	95%
Q20. Race		
White	77%	69%
Black	19%	13%
Asian	1%	6%
Another race	3%	12%
Q19-20. Race + Ethnicity		
White	74%	66%
Black	19%	14%
Asian	1%	5%
Hispanic or Latino	3%	5%
Another race	3%	10%
Q21. Panel Willingness		
Yes	81%	70%
No	19%	30%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	78%	73%
Black	18%	14%
Hispanic	1%	0%
Other	2%	14%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	41%	19%
Republican	28%	51%
Other / Unaffiliated	31%	30%
DEMOGRAPHICS - AGE		
18-34	9%	8%
35-49	16%	15%
50-64	28%	20%
65-79	36%	37%
80+	12%	19%
DEMOGRAPHICS - GENDER		
Female	59%	54%
Male	41%	46%
CLARITY SCORES: PARTY		
0-19	36%	65%
20-39	5%	3%
40-59	5%	3%
60-79	8%	5%
80-100	45%	24%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	3%	3%
40-59	4%	3%
60-79	9%	19%
80-100	83%	75%
CLARITY SCORES: COLLEGE		
0-19	14%	24%
20-39	28%	38%
40-59	21%	16%
60-79	18%	8%
80-100	19%	14%
CLARITY SCORES: CHOICE		
0-19	16%	26%
20-39	31%	46%
40-59	30%	23%
60-79	15%	6%
80-100	8%	0%
CLARITY SCORES: CHURCH ATTENDANCE		

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	Yes	No
0-19	5%	0%
20-39	18%	14%
40-59	32%	30%
60-79	35%	46%
80-100	10%	11%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	42%	69%
20-39	31%	23%
40-59	21%	9%
60-79	6%	0%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	22%	24%
Greensboro-High Point-Winston Salem NC	20%	14%
Norfolk-Portsmouth-Newport News VA	2%	3%
Greenville-New Bern-Washington NC	8%	8%
Wilmington NC	5%	11%
Raleigh-Durham (Fayetteville) NC	34%	30%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	5%
Myrtle Beach-Florence SC	1%	5%
DEMOGRAPHICS - PHONE TYPE		
Land-line	75%	86%
Wireless	25%	14%
Voter File Match		
Yes	79%	63%
No	21%	37%
Registered Voter (of Voter File Matches)		
Yes	96%	97%
No	4%	3%
Panel Respondent		
Yes	19%	17%
No	81%	83%

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

	Yes	No	Unsure
<i>n</i>	(30)	(1,324)	(14)
Q1. Health Quality			
Poor	20%	4%	21%
Fair	20%	14%	21%
Good	47%	46%	21%
Very Good	13%	35%	36%
Q4. Number of People in HH			
1-3	77%	77%	79%
4-6	17%	21%	7%
7+	7%	1%	14%
Q5. Children in HH			
One	13%	12%	8%
Two	7%	8%	0%
Three or more	10%	5%	15%
None	70%	75%	77%
Q6. Non-HH Face to Face Count			
0	25%	39%	14%
1-3	36%	41%	29%
4-6	14%	10%	21%
7+	25%	9%	36%
Q7. Six Feet Away? (If Q6 > 0)			
0	5%	15%	8%
1-3	62%	61%	33%
4-6	10%	14%	25%
7+	24%	10%	33%
Q8. HH Member Going to Work			
Yes	32%	36%	21%
No	64%	62%	50%
Unsure	4%	2%	29%
Q9. Children Interacting with Other Children			
Yes	22%	21%	0%
No	78%	78%	100%
Unsure	0%	1%	0%
Q10. Times in Group > 20 in Last Week			
0	69%	79%	36%
1-3	21%	16%	29%
4-6	0%	2%	14%
7+	10%	4%	21%
Q11. Contact with Others: Family			
Yes	69%	67%	54%
No	31%	33%	46%
Q11. Contact with Others: Friends			
Yes	23%	16%	42%
No	77%	84%	58%
Q11. Contact with Others: Co-workers			
Yes	27%	15%	9%
No	73%	85%	91%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	20%	9%	20%
No	80%	91%	80%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	36%	13%	30%
No	64%	87%	70%
Q12. Handwashing Count			
0	3%	1%	7%
1-3	17%	5%	7%
4-6	27%	20%	21%
7+	53%	74%	64%
Q13. Currently Practicing Social Distancing?			
Yes	87%	96%	86%
No	13%	4%	14%
Q15. Likelihood of getting Coronavirus			
Yes	20%	5%	0%
No	57%	66%	36%
Unsure	23%	29%	64%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	55%	31%	33%

Confidential

	Yes	No	Unsure
Most are reacting appropriately	31%	61%	42%
Most are overreacting to the actual risks	14%	9%	25%
Q17. Changes to Routine			
Large changes	59%	65%	33%
Small changes	24%	27%	58%
No real changes	14%	7%	8%
Unsure	3%	2%	0%
Q18. College Degree			
Yes	41%	46%	42%
No	59%	54%	58%
Q19. Latino			
Yes	3%	4%	0%
No	97%	96%	100%
Q20. Race			
White	54%	78%	58%
Black	32%	18%	33%
Asian	4%	1%	0%
Another race	11%	3%	8%
Q19-20. Race + Ethnicity			
White	53%	74%	57%
Black	30%	18%	36%
Asian	3%	1%	0%
Hispanic or Latino	3%	4%	0%
Another race	10%	3%	7%
Q21. Panel Willingness			
Yes	78%	80%	70%
No	22%	20%	30%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	69%	79%	50%
Black	25%	18%	50%
Hispanic	0%	1%	0%
Other	6%	2%	0%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	50%	40%	50%
Republican	13%	29%	20%
Other / Unaffiliated	38%	30%	30%
DEMOGRAPHICS - AGE			
18-34	13%	9%	0%
35-49	13%	16%	0%
50-64	27%	28%	29%
65-79	37%	36%	29%
80+	10%	12%	43%
DEMOGRAPHICS - GENDER			
Female	77%	59%	29%
Male	23%	41%	71%
CLARITY SCORES: PARTY			
0-19	25%	37%	30%
20-39	6%	5%	0%
40-59	6%	5%	0%
60-79	0%	8%	10%
80-100	63%	44%	60%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	0%
20-39	0%	3%	0%
40-59	6%	4%	0%
60-79	19%	9%	11%
80-100	75%	83%	89%
CLARITY SCORES: COLLEGE			
0-19	19%	15%	10%
20-39	44%	28%	40%
40-59	31%	21%	40%
60-79	6%	18%	10%
80-100	0%	19%	0%
CLARITY SCORES: CHOICE			
0-19	13%	16%	0%
20-39	20%	32%	40%
40-59	60%	29%	50%
60-79	7%	15%	10%
80-100	0%	8%	0%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	0%	5%	0%

Confidential

	Yes	No	Unsure
20-39	13%	19%	10%
40-59	56%	31%	60%
60-79	25%	36%	30%
80-100	6%	10%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	20%	43%	30%
20-39	47%	31%	50%
40-59	20%	20%	20%
60-79	13%	6%	0%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	25%	22%	40%
Greensboro-High Point-Winston Salem NC	19%	19%	30%
Norfolk-Portsmouth-Newport News VA	0%	2%	0%
Greenville-New Bern-Washington NC	6%	8%	0%
Wilmington NC	19%	5%	0%
Raleigh-Durham (Fayetteville) NC	25%	34%	20%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	8%	10%
Myrtle Beach-Florence SC	0%	1%	0%
DEMOGRAPHICS - PHONE TYPE			
Land-line	81%	75%	100%
Wireless	19%	25%	0%
Voter File Match			
Yes	53%	79%	71%
No	47%	21%	29%
Registered Voter (of Voter File Matches)			
Yes	100%	96%	90%
No	0%	4%	10%
Panel Respondent			
Yes	13%	19%	36%
No	87%	81%	64%

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

	Yes	No	Unsure
<i>n</i>	(70)	(892)	(398)
Q1. Health Quality			
Poor	6%	3%	7%
Fair	9%	14%	16%
Good	43%	47%	46%
Very Good	43%	36%	31%
Q4. Number of People in HH			
1-3	54%	79%	78%
4-6	43%	20%	21%
7+	3%	2%	1%
Q5. Children in HH			
One	20%	11%	12%
Two	22%	8%	8%
Three or more	9%	5%	4%
None	49%	76%	76%
Q6. Non-HH Face to Face Count			
0	50%	39%	36%
1-3	22%	42%	43%
4-6	10%	10%	11%
7+	18%	9%	11%
Q7. Six Feet Away? (If Q6 > 0)			
0	26%	16%	11%
1-3	41%	60%	66%
4-6	12%	15%	13%
7+	21%	9%	11%
Q8. HH Member Going to Work			
Yes	47%	34%	37%
No	53%	64%	59%
Unsure	0%	2%	4%
Q9. Children Interacting with Other Children			
Yes	23%	21%	20%
No	77%	78%	78%
Unsure	0%	1%	2%
Q10. Times in Group > 20 in Last Week			
0	80%	81%	72%
1-3	14%	14%	20%
4-6	0%	2%	3%
7+	6%	3%	5%
Q11. Contact with Others: Family			
Yes	78%	65%	67%
No	22%	35%	33%
Q11. Contact with Others: Friends			
Yes	17%	16%	18%
No	83%	84%	82%
Q11. Contact with Others: Co-workers			
Yes	19%	14%	17%
No	81%	86%	83%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	14%	9%	9%
No	86%	91%	91%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	5%	14%	14%
No	95%	86%	86%
Q12. Handwashing Count			
0	0%	1%	1%
1-3	4%	5%	5%
4-6	20%	21%	18%
7+	76%	73%	76%
Q13. Currently Practicing Social Distancing?			
Yes	97%	95%	97%
No	3%	5%	3%
Q14. Currently Experiencing Symptoms?			
Yes	9%	2%	2%
No	91%	98%	96%
Unsure	0%	1%	2%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	48%	27%	37%

Confidential

	Yes	No	Unsure
Most are reacting appropriately	46%	62%	57%
Most are overreacting to the actual risks	6%	11%	6%
Q17. Changes to Routine			
Large changes	68%	62%	69%
Small changes	22%	29%	24%
No real changes	10%	8%	4%
Unsure	0%	1%	3%
Q18. College Degree			
Yes	75%	45%	44%
No	25%	55%	56%
Q19. Latino			
Yes	6%	4%	3%
No	94%	96%	97%
Q20. Race			
White	89%	77%	76%
Black	8%	19%	20%
Asian	2%	1%	1%
Another race	2%	4%	3%
Q19-20. Race + Ethnicity			
White	84%	73%	73%
Black	7%	19%	20%
Asian	1%	1%	1%
Hispanic or Latino	6%	4%	3%
Another race	1%	4%	3%
Q21. Panel Willingness			
Yes	87%	79%	82%
No	13%	21%	18%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	88%	78%	77%
Black	2%	19%	19%
Hispanic	2%	1%	2%
Other	8%	2%	3%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	27%	39%	45%
Republican	21%	32%	24%
Other / Unaffiliated	52%	29%	31%
DEMOGRAPHICS - AGE			
18-34	13%	9%	7%
35-49	41%	15%	13%
50-64	27%	26%	31%
65-79	13%	37%	38%
80+	6%	13%	11%
DEMOGRAPHICS - GENDER			
Female	47%	57%	64%
Male	53%	43%	36%
CLARITY SCORES: PARTY			
0-19	31%	40%	32%
20-39	10%	6%	4%
40-59	4%	5%	6%
60-79	17%	7%	9%
80-100	38%	43%	49%
CLARITY SCORES: TURNOUT			
0-19	2%	0%	0%
20-39	6%	2%	3%
40-59	6%	4%	5%
60-79	6%	10%	8%
80-100	80%	83%	84%
CLARITY SCORES: COLLEGE			
0-19	4%	15%	16%
20-39	15%	28%	30%
40-59	27%	21%	20%
60-79	25%	17%	16%
80-100	29%	18%	19%
CLARITY SCORES: CHOICE			
0-19	8%	17%	16%
20-39	10%	33%	31%
40-59	42%	30%	28%
60-79	25%	13%	17%
80-100	15%	7%	8%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	10%	3%	5%

Confidential

	Yes	No	Unsure
20-39	40%	18%	16%
40-59	27%	32%	33%
60-79	19%	36%	38%
80-100	4%	11%	8%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	35%	45%	40%
20-39	31%	31%	31%
40-59	19%	20%	22%
60-79	15%	4%	7%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	23%	21%	24%
Greensboro-High Point-Winston Salem NC	25%	17%	22%
Norfolk-Portsmouth-Newport News VA	0%	2%	2%
Greenville-New Bern-Washington NC	10%	9%	6%
Wilmington NC	6%	6%	3%
Raleigh-Durham (Fayetteville) NC	21%	36%	34%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	15%	7%	8%
Myrtle Beach-Florence SC	0%	1%	2%
DEMOGRAPHICS - PHONE TYPE			
Land-line	38%	73%	86%
Wireless	62%	27%	14%
Voter File Match			
Yes	74%	77%	82%
No	26%	23%	18%
Registered Voter (of Voter File Matches)			
Yes	94%	95%	96%
No	6%	5%	4%
Panel Respondent			
Yes	21%	18%	21%
No	79%	82%	79%

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

	Most are underestimating the risks	Most are reacting appropriately	Most are overreacting to the actual risks
<i>n</i>	(414)	(792)	(121)
Q1. Health Quality			
Poor	5%	4%	7%
Fair	18%	13%	13%
Good	46%	48%	38%
Very Good	31%	35%	43%
Q4. Number of People in HH			
1-3	75%	79%	73%
4-6	24%	20%	22%
7+	1%	1%	5%
Q5. Children in HH			
One	15%	10%	13%
Two	9%	8%	10%
Three or more	5%	4%	9%
None	71%	78%	68%
Q6. Non-HH Face to Face Count			
0	45%	36%	33%
1-3	39%	45%	28%
4-6	9%	10%	16%
7+	8%	9%	23%
Q7. Six Feet Away? (If Q6 > 0)			
0	13%	15%	16%
1-3	66%	61%	44%
4-6	11%	15%	20%
7+	10%	8%	20%
Q8. HH Member Going to Work			
Yes	35%	34%	48%
No	63%	64%	49%
Unsure	2%	2%	3%
Q9. Children Interacting with Other Children			
Yes	14%	24%	32%
No	86%	74%	66%
Unsure	0%	2%	3%
Q10. Times in Group > 20 in Last Week			
0	79%	79%	71%
1-3	14%	16%	18%
4-6	2%	2%	5%
7+	4%	3%	7%
Q11. Contact with Others: Family			
Yes	65%	68%	61%
No	35%	32%	39%
Q11. Contact with Others: Friends			
Yes	17%	16%	24%
No	83%	84%	76%
Q11. Contact with Others: Co-workers			
Yes	14%	13%	32%
No	86%	87%	68%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	10%	8%	18%
No	90%	92%	82%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	15%	12%	21%
No	85%	88%	79%
Q12. Handwashing Count			
0	0%	1%	2%
1-3	6%	5%	6%
4-6	18%	22%	21%
7+	76%	73%	70%
Q13. Currently Practicing Social Distancing?			
Yes	97%	97%	86%
No	3%	3%	14%
Q14. Currently Experiencing Symptoms?			
Yes	4%	1%	3%
No	95%	98%	94%
Unsure	1%	1%	3%
Q15. Likelihood of getting Coronavirus			

Confidential

	Most are underestimating the risks	Most are reacting appropriately	Most are overreacting to the actual risks
Yes	8%	4%	3%
No	57%	68%	78%
Unsure	35%	28%	18%
Q17. Changes to Routine			
Large changes	71%	65%	42%
Small changes	23%	28%	34%
No real changes	5%	5%	23%
Unsure	1%	2%	1%
Q18. College Degree			
Yes	45%	49%	35%
No	55%	51%	65%
Q19. Latino			
Yes	4%	3%	7%
No	96%	97%	93%
Q20. Race			
White	69%	80%	80%
Black	24%	17%	12%
Asian	2%	0%	1%
Another race	5%	2%	7%
Q19-20. Race + Ethnicity			
White	66%	78%	74%
Black	23%	17%	12%
Asian	1%	0%	1%
Hispanic or Latino	4%	3%	7%
Another race	5%	2%	7%
Q21. Panel Willingness			
Yes	80%	82%	73%
No	20%	18%	27%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	70%	81%	88%
Black	25%	16%	10%
Hispanic	2%	1%	0%
Other	3%	2%	2%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	47%	39%	27%
Republican	21%	32%	36%
Other / Unaffiliated	31%	29%	36%
DEMOGRAPHICS - AGE			
18-34	10%	7%	11%
35-49	17%	14%	23%
50-64	31%	26%	22%
65-79	33%	39%	30%
80+	9%	13%	14%
DEMOGRAPHICS - GENDER			
Female	68%	57%	44%
Male	32%	43%	56%
CLARITY SCORES: PARTY			
0-19	30%	39%	52%
20-39	4%	5%	8%
40-59	6%	5%	5%
60-79	8%	8%	6%
80-100	52%	43%	30%
CLARITY SCORES: TURNOUT			
0-19	0%	0%	1%
20-39	2%	3%	4%
40-59	3%	4%	8%
60-79	10%	9%	10%
80-100	84%	84%	77%
CLARITY SCORES: COLLEGE			
0-19	18%	13%	14%
20-39	31%	26%	38%
40-59	19%	22%	19%
60-79	16%	19%	16%
80-100	17%	21%	14%
CLARITY SCORES: CHOICE			
0-19	13%	16%	27%
20-39	31%	32%	35%
40-59	33%	28%	29%
60-79	16%	16%	6%
80-100	7%	9%	4%

	Most are underestimating the risks	Most are reacting appropriately	Most are overreacting to the actual risks
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	4%	5%	5%
20-39	18%	17%	17%
40-59	33%	31%	35%
60-79	35%	37%	32%
80-100	10%	10%	11%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	37%	45%	55%
20-39	29%	31%	30%
40-59	27%	18%	12%
60-79	6%	6%	2%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	24%	21%	23%
Greensboro-High Point-Winston Salem NC	21%	19%	16%
Norfolk-Portsmouth-Newport News VA	2%	2%	1%
Greenville-New Bern-Washington NC	8%	8%	10%
Wilmington NC	5%	6%	2%
Raleigh-Durham (Fayetteville) NC	32%	35%	34%
Greenville-Spartanburg SC- Asheville NC-Anderson SC	6%	8%	14%
Myrtle Beach-Florence SC	2%	1%	0%
DEMOGRAPHICS - PHONE TYPE			
Land-line	78%	75%	69%
Wireless	22%	25%	31%
Voter File Match			
Yes	78%	80%	73%
No	22%	20%	27%
Registered Voter (of Voter File Matches)			
Yes	94%	96%	95%
No	6%	4%	5%
Panel Respondent			
Yes	19%	21%	13%
No	81%	79%	87%

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

	Large changes	Small changes	No real changes	Unsure
<i>n</i>	(870)	(365)	(90)	(22)
Q1. Health Quality				
Poor	4%	5%	10%	5%
Fair	14%	14%	15%	27%
Good	48%	44%	41%	45%
Very Good	34%	37%	33%	23%
Q4. Number of People in HH				
1-3	76%	79%	74%	90%
4-6	23%	20%	20%	5%
7+	1%	1%	6%	5%
Q5. Children in HH				
One	13%	11%	12%	5%
Two	10%	6%	6%	0%
Three or more	5%	5%	9%	5%
None	73%	79%	73%	91%
Q6. Non-HH Face to Face Count				
0	41%	33%	45%	24%
1-3	40%	45%	27%	57%
4-6	10%	11%	10%	10%
7+	8%	10%	18%	10%
Q7. Six Feet Away? (If Q6 > 0)				
0	15%	15%	14%	25%
1-3	62%	60%	53%	44%
4-6	14%	13%	16%	25%
7+	9%	11%	16%	6%
Q8. HH Member Going to Work				
Yes	34%	39%	39%	19%
No	64%	58%	56%	81%
Unsure	2%	3%	6%	0%
Q9. Children Interacting with Other Children				
Yes	22%	14%	39%	0%
No	77%	85%	57%	100%
Unsure	1%	1%	4%	0%
Q10. Times in Group > 20 in Last Week				
0	82%	72%	77%	52%
1-3	14%	20%	13%	29%
4-6	1%	4%	1%	5%
7+	3%	4%	9%	14%
Q11. Contact with Others: Family				
Yes	68%	68%	54%	48%
No	32%	32%	46%	52%
Q11. Contact with Others: Friends				
Yes	15%	20%	19%	28%
No	85%	80%	81%	72%
Q11. Contact with Others: Co-workers				
Yes	13%	18%	25%	6%
No	87%	82%	75%	94%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	7%	13%	13%	6%
No	93%	87%	87%	94%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	14%	14%	21%	0%
No	86%	86%	79%	100%
Q12. Handwashing Count				
0	0%	1%	3%	0%
1-3	6%	3%	8%	0%
4-6	18%	23%	30%	32%
7+	76%	73%	59%	68%
Q13. Currently Practicing Social Distancing?				
Yes	98%	96%	78%	77%
No	2%	4%	22%	23%
Q14. Currently Experiencing Symptoms?				
Yes	2%	2%	4%	5%
No	98%	96%	94%	95%
Unsure	0%	2%	1%	0%
Q15. Likelihood of getting Coronavirus				
Yes	5%	4%	8%	0%

Confidential

	Large changes	Small changes	No real changes	Unsure
No	64%	70%	76%	45%
Unsure	31%	26%	17%	55%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	34%	27%	22%	24%
Most are reacting appropriately	60%	62%	46%	71%
Most are overreacting to the actual risks	6%	11%	32%	5%
Q18. College Degree				
Yes	52%	38%	32%	19%
No	48%	62%	68%	81%
Q19. Latino				
Yes	3%	4%	9%	0%
No	97%	96%	91%	100%
Q20. Race				
White	78%	76%	73%	63%
Black	19%	18%	23%	21%
Asian	1%	1%	0%	5%
Another race	3%	5%	4%	11%
Q19-20. Race + Ethnicity				
White	75%	74%	67%	68%
Black	19%	17%	21%	18%
Asian	1%	1%	0%	5%
Hispanic or Latino	3%	4%	9%	0%
Another race	3%	5%	3%	9%
Q21. Panel Willingness				
Yes	82%	78%	72%	61%
No	18%	22%	28%	39%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	79%	77%	80%	73%
Black	18%	18%	17%	27%
Hispanic	1%	2%	2%	0%
Other	2%	4%	2%	0%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	41%	40%	39%	33%
Republican	27%	32%	34%	47%
Other / Unaffiliated	32%	28%	27%	20%
DEMOGRAPHICS - AGE				
18-34	9%	9%	10%	0%
35-49	17%	12%	19%	0%
50-64	27%	28%	23%	14%
65-79	36%	36%	33%	50%
80+	11%	14%	14%	36%
DEMOGRAPHICS - GENDER				
Female	61%	55%	48%	59%
Male	39%	45%	52%	41%
CLARITY SCORES: PARTY				
0-19	35%	40%	39%	47%
20-39	5%	5%	5%	0%
40-59	6%	5%	3%	0%
60-79	7%	8%	8%	13%
80-100	46%	41%	44%	40%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	2%	3%	7%	13%
40-59	4%	4%	9%	7%
60-79	9%	9%	19%	13%
80-100	85%	84%	65%	67%
CLARITY SCORES: COLLEGE				
0-19	13%	17%	14%	40%
20-39	28%	29%	31%	27%
40-59	20%	20%	32%	20%
60-79	18%	18%	15%	0%
80-100	21%	17%	8%	13%
CLARITY SCORES: CHOICE				
0-19	14%	18%	29%	20%
20-39	32%	34%	16%	47%
40-59	31%	27%	36%	20%
60-79	15%	14%	14%	13%
80-100	8%	7%	5%	0%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	5%	4%	2%	7%

Confidential

	Large changes	Small changes	No real changes	Unsure
20-39	18%	18%	20%	13%
40-59	31%	32%	36%	47%
60-79	37%	34%	32%	27%
80-100	9%	13%	10%	7%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	41%	46%	45%	67%
20-39	32%	28%	29%	27%
40-59	20%	21%	23%	7%
60-79	7%	5%	4%	0%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	22%	24%	19%	27%
Greensboro-High Point-Winston Salem NC	19%	17%	25%	40%
Norfolk-Portsmouth-Newport News VA	2%	1%	7%	0%
Greenville-New Bern-Washington NC	7%	10%	8%	0%
Wilmington NC	5%	6%	7%	0%
Raleigh-Durham (Fayetteville) NC	36%	32%	25%	27%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%	8%	7%
Myrtle Beach-Florence SC	1%	2%	0%	0%
DEMOGRAPHICS - PHONE TYPE				
Land-line	74%	77%	68%	100%
Wireless	26%	23%	32%	0%
Voter File Match				
Yes	80%	78%	66%	68%
No	20%	22%	34%	32%
Registered Voter (of Voter File Matches)				
Yes	96%	96%	92%	100%
No	4%	4%	8%	0%
Panel Respondent				
Yes	20%	21%	16%	9%
No	80%	79%	84%	91%

» Q18. College Degree *against...*

	Yes	No
<i>n</i>	(620)	(720)
Q1. Health Quality		
Poor	3%	6%
Fair	10%	18%
Good	44%	48%
Very Good	43%	28%
Q4. Number of People in HH		
1-3	73%	81%
4-6	25%	18%
7+	2%	1%
Q5. Children in HH		
One	13%	11%
Two	11%	6%
Three or more	6%	4%
None	70%	79%
Q6. Non-HH Face to Face Count		
0	41%	37%
1-3	38%	44%
4-6	11%	10%
7+	10%	10%
Q7. Six Feet Away? (If Q6 > 0)		
0	17%	13%
1-3	56%	64%
4-6	16%	13%
7+	11%	10%
Q8. HH Member Going to Work		
Yes	36%	35%
No	64%	61%
Unsure	1%	4%
Q9. Children Interacting with Other Children		
Yes	21%	21%
No	77%	79%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week		
0	82%	75%
1-3	14%	17%
4-6	1%	3%
7+	3%	5%
Q11. Contact with Others: Family		
Yes	75%	59%
No	25%	41%
Q11. Contact with Others: Friends		
Yes	16%	17%
No	84%	83%
Q11. Contact with Others: Co-workers		
Yes	13%	17%
No	87%	83%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	9%	10%
No	91%	90%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	16%	12%
No	84%	88%
Q12. Handwashing Count		
0	1%	1%
1-3	5%	5%
4-6	20%	20%
7+	73%	74%
Q13. Currently Practicing Social Distancing?		
Yes	97%	95%
No	3%	5%
Q14. Currently Experiencing Symptoms?		
Yes	2%	2%
No	97%	97%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	8%	2%

Confidential

	Yes	No
No	64%	67%
Unsure	28%	30%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	30%	32%
Most are reacting appropriately	63%	57%
Most are overreacting to the actual risks	7%	11%
Q17. Changes to Routine		
Large changes	73%	58%
Small changes	22%	32%
No real changes	5%	8%
Unsure	1%	2%
Q19. Latino		
Yes	4%	3%
No	96%	97%
Q20. Race		
White	82%	72%
Black	14%	23%
Asian	2%	0%
Another race	2%	5%
Q19-20. Race + Ethnicity		
White	79%	69%
Black	14%	23%
Asian	1%	0%
Hispanic or Latino	4%	3%
Another race	2%	5%
Q21. Panel Willingness		
Yes	85%	76%
No	15%	24%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	82%	74%
Black	14%	22%
Hispanic	1%	1%
Other	2%	3%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	41%	40%
Republican	30%	28%
Other / Unaffiliated	30%	31%
DEMOGRAPHICS - AGE		
18-34	9%	8%
35-49	22%	11%
50-64	28%	27%
65-79	30%	41%
80+	10%	13%
DEMOGRAPHICS - GENDER		
Female	57%	60%
Male	43%	40%
CLARITY SCORES: PARTY		
0-19	37%	38%
20-39	5%	5%
40-59	5%	6%
60-79	8%	8%
80-100	46%	43%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	2%	3%
40-59	3%	6%
60-79	7%	11%
80-100	87%	79%
CLARITY SCORES: COLLEGE		
0-19	4%	24%
20-39	14%	42%
40-59	21%	20%
60-79	27%	10%
80-100	35%	4%
CLARITY SCORES: CHOICE		
0-19	12%	20%
20-39	25%	38%
40-59	28%	31%
60-79	21%	9%
80-100	13%	2%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	5%	4%
20-39	21%	16%
40-59	30%	33%
60-79	36%	35%
80-100	7%	13%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	41%	44%
20-39	24%	38%
40-59	26%	15%
60-79	10%	2%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	22%	22%
Greensboro-High Point-Winston Salem NC	19%	20%
Norfolk-Portsmouth-Newport News VA	2%	2%
Greenville-New Bern-Washington NC	6%	10%
Wilmington NC	6%	5%
Raleigh-Durham (Fayetteville) NC	36%	32%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	7%
Myrtle Beach-Florence SC	1%	2%
DEMOGRAPHICS - PHONE TYPE		
Land-line	69%	80%
Wireless	31%	20%
Voter File Match		
Yes	81%	75%
No	19%	25%
Registered Voter (of Voter File Matches)		
Yes	98%	94%
No	2%	6%
Panel Respondent		
Yes	21%	18%
No	79%	82%

» Q19. Latino *against...*

	Yes	No
<i>n</i>	(49)	(1,286)
Q1. Health Quality		
Poor	4%	5%
Fair	6%	15%
Good	35%	47%
Very Good	54%	34%
Q4. Number of People in HH		
1-3	48%	78%
4-6	40%	21%
7+	13%	1%
Q5. Children in HH		
One	19%	12%
Two	19%	8%
Three or more	15%	5%
None	48%	76%
Q6. Non-HH Face to Face Count		
0	37%	39%
1-3	39%	41%
4-6	4%	11%
7+	20%	9%
Q7. Six Feet Away? (If Q6 > 0)		
0	16%	15%
1-3	58%	61%
4-6	13%	14%
7+	13%	10%
Q8. HH Member Going to Work		
Yes	47%	35%
No	49%	63%
Unsure	4%	2%
Q9. Children Interacting with Other Children		
Yes	20%	21%
No	76%	78%
Unsure	4%	1%
Q10. Times in Group > 20 in Last Week		
0	82%	78%
1-3	10%	16%
4-6	2%	2%
7+	6%	4%
Q11. Contact with Others: Family		
Yes	71%	67%
No	29%	33%
Q11. Contact with Others: Friends		
Yes	28%	16%
No	72%	84%
Q11. Contact with Others: Co-workers		
Yes	26%	15%
No	74%	85%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	16%	9%
No	84%	91%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	27%	13%
No	73%	87%
Q12. Handwashing Count		
0	4%	1%
1-3	8%	5%
4-6	10%	21%
7+	78%	74%
Q13. Currently Practicing Social Distancing?		
Yes	94%	96%
No	6%	4%
Q14. Currently Experiencing Symptoms?		
Yes	2%	2%
No	98%	97%
Unsure	0%	1%
Q15. Likelihood of getting Coronavirus		
Yes	8%	5%

Confidential

	Yes	No
No	67%	66%
Unsure	24%	29%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	37%	31%
Most are reacting appropriately	47%	60%
Most are overreacting to the actual risks	16%	9%
Q17. Changes to Routine		
Large changes	56%	65%
Small changes	27%	27%
No real changes	17%	6%
Unsure	0%	2%
Q18. College Degree		
Yes	49%	46%
No	51%	54%
Q20. Race		
White	0%	77%
Black	0%	19%
Asian	0%	1%
Another race	0%	4%
Q19-20. Race + Ethnicity		
White	0%	76%
Black	0%	19%
Asian	0%	1%
Hispanic or Latino	100%	0%
Another race	0%	4%
Q21. Panel Willingness		
Yes	71%	81%
No	29%	19%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	40%	79%
Black	17%	18%
Hispanic	33%	0%
Other	10%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	30%	41%
Republican	30%	29%
Other / Unaffiliated	40%	30%
DEMOGRAPHICS - AGE		
18-34	33%	8%
35-49	20%	16%
50-64	22%	27%
65-79	14%	37%
80+	10%	12%
DEMOGRAPHICS - GENDER		
Female	49%	59%
Male	51%	41%
CLARITY SCORES: PARTY		
0-19	33%	37%
20-39	10%	5%
40-59	7%	5%
60-79	3%	8%
80-100	47%	45%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	4%	3%
40-59	15%	4%
60-79	30%	9%
80-100	52%	84%
CLARITY SCORES: COLLEGE		
0-19	7%	15%
20-39	23%	28%
40-59	37%	20%
60-79	20%	18%
80-100	13%	19%
CLARITY SCORES: CHOICE		
0-19	20%	16%
20-39	36%	31%
40-59	40%	30%
60-79	4%	15%
80-100	0%	8%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	10%	4%
20-39	33%	18%
40-59	33%	32%
60-79	20%	36%
80-100	3%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	48%	42%
20-39	28%	31%
40-59	24%	20%
60-79	0%	6%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	23%	22%
Greensboro-High Point-Winston Salem NC	30%	19%
Norfolk-Portsmouth-Newport News VA	0%	2%
Greenville-New Bern-Washington NC	3%	8%
Wilmington NC	7%	5%
Raleigh-Durham (Fayetteville) NC	20%	34%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	17%	8%
Myrtle Beach-Florence SC	0%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	37%	76%
Wireless	63%	24%
Voter File Match		
Yes	61%	79%
No	39%	21%
Registered Voter (of Voter File Matches)		
Yes	90%	96%
No	10%	4%
Panel Respondent		
Yes	12%	20%
No	88%	80%

» Q20. Race *against...*

	White	Black	Asian	Another race
<i>n</i>	(976)	(238)	(10)	(46)
Q1. Health Quality				
Poor	4%	8%	10%	4%
Fair	13%	20%	10%	15%
Good	47%	48%	70%	43%
Very Good	36%	24%	10%	37%
Q4. Number of People in HH				
1-3	79%	78%	56%	72%
4-6	20%	21%	33%	24%
7+	1%	1%	11%	4%
Q5. Children in HH				
One	11%	15%	40%	13%
Two	8%	6%	0%	11%
Three or more	4%	6%	20%	9%
None	77%	73%	40%	67%
Q6. Non-HH Face to Face Count				
0	40%	34%	50%	41%
1-3	40%	48%	20%	33%
4-6	10%	11%	20%	15%
7+	10%	7%	10%	11%
Q7. Six Feet Away? (If Q6 > 0)				
0	15%	12%	0%	11%
1-3	62%	61%	50%	56%
4-6	13%	20%	25%	19%
7+	11%	7%	25%	15%
Q8. HH Member Going to Work				
Yes	34%	39%	40%	39%
No	64%	57%	60%	59%
Unsure	2%	5%	0%	2%
Q9. Children Interacting with Other Children				
Yes	23%	18%	17%	7%
No	76%	82%	83%	93%
Unsure	1%	0%	0%	0%
Q10. Times in Group > 20 in Last Week				
0	80%	72%	70%	72%
1-3	15%	19%	10%	17%
4-6	2%	3%	10%	2%
7+	2%	7%	10%	9%
Q11. Contact with Others: Family				
Yes	68%	61%	80%	65%
No	32%	39%	20%	35%
Q11. Contact with Others: Friends				
Yes	16%	17%	33%	21%
No	84%	83%	67%	79%
Q11. Contact with Others: Co-workers				
Yes	13%	19%	22%	22%
No	87%	81%	78%	78%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	8%	12%	25%	12%
No	92%	88%	75%	88%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	13%	14%	44%	14%
No	87%	86%	56%	86%
Q12. Handwashing Count				
0	0%	1%	0%	2%
1-3	5%	5%	10%	4%
4-6	21%	19%	40%	13%
7+	74%	75%	50%	80%
Q13. Currently Practicing Social Distancing?				
Yes	96%	97%	70%	87%
No	4%	3%	30%	13%
Q14. Currently Experiencing Symptoms?				
Yes	2%	4%	10%	7%
No	98%	95%	90%	91%
Unsure	1%	2%	0%	2%
Q15. Likelihood of getting Coronavirus				
Yes	6%	2%	10%	2%

Confidential

	White	Black	Asian	Another race
No	65%	66%	60%	70%
Unsure	29%	32%	30%	28%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	28%	39%	60%	47%
Most are reacting appropriately	63%	55%	30%	35%
Most are overreacting to the actual risks	9%	6%	10%	19%
Q17. Changes to Routine				
Large changes	66%	65%	70%	48%
Small changes	27%	26%	20%	41%
No real changes	6%	8%	0%	7%
Unsure	1%	2%	10%	4%
Q18. College Degree				
Yes	50%	34%	90%	30%
No	50%	66%	10%	70%
Q19. Latino				
Yes	0%	0%	0%	0%
No	100%	100%	100%	100%
Q19-20. Race + Ethnicity				
White	100%	0%	0%	0%
Black	0%	100%	0%	0%
Asian	0%	0%	100%	0%
Hispanic or Latino	0%	0%	0%	0%
Another race	0%	0%	0%	100%
Q21. Panel Willingness				
Yes	82%	77%	89%	77%
No	18%	23%	11%	23%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	98%	6%	33%	30%
Black	1%	93%	0%	27%
Hispanic	0%	0%	0%	0%
Other	1%	1%	67%	43%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	31%	83%	17%	60%
Republican	36%	1%	17%	10%
Other / Unaffiliated	33%	16%	67%	30%
DEMOGRAPHICS - AGE				
18-34	8%	5%	10%	15%
35-49	16%	12%	30%	26%
50-64	27%	32%	50%	26%
65-79	36%	42%	10%	30%
80+	13%	9%	0%	2%
DEMOGRAPHICS - GENDER				
Female	58%	65%	50%	57%
Male	42%	35%	50%	43%
CLARITY SCORES: PARTY				
0-19	46%	2%	33%	20%
20-39	6%	1%	0%	3%
40-59	6%	1%	17%	7%
60-79	9%	4%	33%	7%
80-100	33%	92%	17%	63%
CLARITY SCORES: TURNOUT				
0-19	0%	1%	0%	0%
20-39	3%	2%	0%	0%
40-59	4%	5%	0%	7%
60-79	8%	10%	0%	18%
80-100	85%	82%	100%	75%
CLARITY SCORES: COLLEGE				
0-19	15%	12%	0%	20%
20-39	26%	40%	0%	30%
40-59	19%	27%	17%	10%
60-79	19%	10%	0%	20%
80-100	21%	11%	83%	20%
CLARITY SCORES: CHOICE				
0-19	20%	0%	0%	3%
20-39	31%	30%	17%	37%
40-59	25%	50%	50%	40%
60-79	15%	17%	17%	17%
80-100	9%	3%	17%	3%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	5%	0%	17%	10%
20-39	20%	6%	50%	27%

Confidential

	White	Black	Asian	Another race
40-59	32%	34%	0%	33%
60-79	32%	50%	33%	30%
80-100	11%	10%	0%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	52%	4%	17%	23%
20-39	26%	51%	50%	40%
40-59	15%	39%	17%	30%
60-79	6%	6%	17%	7%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	25%	14%	0%	10%
Greensboro-High Point-Winston Salem NC	20%	17%	33%	10%
Norfolk-Portsmouth-Newport News VA	3%	1%	17%	0%
Greenville-New Bern-Washington NC	7%	12%	0%	13%
Wilmington NC	5%	6%	0%	7%
Raleigh-Durham (Fayetteville) NC	31%	46%	33%	47%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	3%	17%	3%
Myrtle Beach-Florence SC	1%	1%	0%	10%
DEMOGRAPHICS - PHONE TYPE				
Land-line	75%	81%	67%	60%
Wireless	25%	19%	33%	40%
Voter File Match				
Yes	81%	73%	60%	65%
No	19%	27%	40%	35%
Registered Voter (of Voter File Matches)				
Yes	95%	97%	100%	93%
No	5%	3%	0%	7%
Panel Respondent				
Yes	22%	16%	10%	7%
No	78%	84%	90%	93%

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

	White	Black	Asian	Hispanic or Latino	Another race
<i>n</i>	(1,242)	(354)	(14)	(52)	(53)
Q1. Health Quality					
Poor	4%	6%	7%	6%	8%
Fair	14%	22%	14%	8%	15%
Good	45%	47%	64%	35%	45%
Very Good	37%	25%	14%	51%	32%
Q4. Number of People in HH					
1-3	80%	78%	54%	48%	73%
4-6	19%	21%	38%	40%	23%
7+	1%	1%	8%	12%	4%
Q5. Children in HH					
One	10%	16%	36%	22%	13%
Two	8%	5%	0%	18%	9%
Three or more	4%	6%	14%	14%	8%
None	78%	72%	50%	46%	70%
Q6. Non-HH Face to Face Count					
0	38%	32%	42%	35%	42%
1-3	41%	49%	33%	41%	32%
4-6	10%	13%	17%	4%	13%
7+	11%	7%	8%	20%	13%
Q7. Six Feet Away? (If Q6 > 0)					
0	16%	15%	0%	18%	10%
1-3	61%	57%	50%	58%	55%
4-6	12%	20%	25%	12%	16%
7+	11%	8%	25%	12%	19%
Q8. HH Member Going to Work					
Yes	33%	38%	40%	47%	36%
No	65%	57%	60%	49%	62%
Unsure	2%	4%	0%	4%	2%
Q9. Children Interacting with Other Children					
Yes	22%	24%	17%	19%	7%
No	76%	76%	83%	78%	93%
Unsure	2%	0%	0%	4%	0%
Q10. Times in Group > 20 in Last Week					
0	79%	67%	70%	78%	69%
1-3	16%	22%	10%	14%	17%
4-6	2%	4%	10%	2%	2%
7+	3%	7%	10%	6%	12%
Q11. Contact with Others: Family					
Yes	67%	61%	80%	72%	61%
No	33%	39%	20%	28%	39%
Q11. Contact with Others: Friends					
Yes	16%	18%	33%	30%	20%
No	84%	82%	67%	70%	80%
Q11. Contact with Others: Co-workers					
Yes	13%	19%	22%	25%	21%
No	87%	81%	78%	75%	79%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	8%	12%	25%	16%	11%
No	92%	88%	75%	84%	89%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	13%	13%	44%	27%	14%
No	87%	87%	56%	73%	86%
Q12. Handwashing Count					
0	0%	1%	0%	4%	2%
1-3	5%	5%	10%	8%	4%
4-6	21%	20%	40%	10%	13%
7+	74%	74%	50%	78%	81%
Q13. Currently Practicing Social Distancing?					
Yes	96%	97%	70%	94%	87%
No	4%	3%	30%	6%	13%
Q14. Currently Experiencing Symptoms?					
Yes	2%	4%	10%	2%	6%
No	98%	95%	90%	98%	91%
Unsure	1%	2%	0%	0%	2%
Q15. Likelihood of getting Coronavirus					
Yes	6%	2%	10%	8%	2%

Confidential

	White	Black	Asian	Hispanic or Latino	Another race
No	65%	67%	60%	67%	70%
Unsure	29%	31%	30%	24%	28%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	28%	39%	60%	37%	48%
Most are reacting appropriately	63%	55%	30%	47%	34%
Most are overreacting to the actual risks	9%	6%	10%	16%	18%
Q17. Changes to Routine					
Large changes	65%	66%	70%	56%	49%
Small changes	27%	25%	20%	27%	40%
No real changes	6%	8%	0%	17%	6%
Unsure	2%	2%	10%	0%	4%
Q18. College Degree					
Yes	50%	34%	90%	49%	30%
No	50%	66%	10%	51%	70%
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	82%	75%	89%	71%	77%
No	18%	25%	11%	29%	23%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	99%	3%	20%	36%	24%
Black	1%	96%	0%	15%	22%
Hispanic	0%	0%	0%	39%	0%
Other	0%	1%	80%	9%	54%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	31%	84%	20%	33%	65%
Republican	35%	1%	10%	27%	11%
Other / Unaffiliated	34%	15%	70%	39%	24%
DEMOGRAPHICS - AGE					
18-34	7%	4%	14%	33%	13%
35-49	15%	11%	29%	19%	23%
50-64	26%	29%	43%	23%	25%
65-79	35%	43%	14%	13%	32%
80+	17%	13%	0%	12%	8%
DEMOGRAPHICS - GENDER					
Female	58%	68%	64%	50%	57%
Male	42%	32%	36%	50%	43%
CLARITY SCORES: PARTY					
0-19	45%	1%	20%	30%	19%
20-39	6%	1%	0%	9%	3%
40-59	7%	0%	10%	6%	5%
60-79	8%	3%	40%	6%	5%
80-100	33%	94%	30%	48%	68%
CLARITY SCORES: TURNOUT					
0-19	0%	0%	0%	0%	0%
20-39	3%	2%	0%	7%	0%
40-59	4%	5%	0%	17%	6%
60-79	9%	9%	10%	30%	20%
80-100	83%	83%	90%	47%	74%
CLARITY SCORES: COLLEGE					
0-19	17%	13%	0%	6%	16%
20-39	27%	40%	0%	24%	35%
40-59	20%	27%	40%	36%	16%
60-79	17%	11%	0%	21%	16%
80-100	20%	8%	60%	12%	16%
CLARITY SCORES: CHOICE					
0-19	22%	0%	0%	19%	5%
20-39	31%	27%	20%	35%	38%
40-59	25%	54%	50%	38%	41%
60-79	14%	16%	10%	8%	14%
80-100	9%	2%	20%	0%	3%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	5%	0%	20%	9%	14%
20-39	19%	7%	40%	33%	22%

Confidential

	White	Black	Asian	Hispanic or Latino	Another race
40-59	31%	36%	20%	33%	35%
60-79	34%	49%	20%	21%	30%
80-100	11%	8%	0%	3%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	53%	3%	10%	46%	22%
20-39	27%	53%	50%	27%	46%
40-59	15%	40%	30%	27%	27%
60-79	5%	4%	10%	0%	5%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	26%	17%	30%	27%	8%
Greensboro-High Point-Winston Salem NC	19%	19%	20%	27%	8%
Norfolk-Portsmouth-Newport News VA	2%	1%	10%	0%	0%
Greenville-New Bern-Washington NC	7%	10%	0%	3%	11%
Wilmington NC	5%	4%	0%	6%	5%
Raleigh-Durham (Fayetteville) NC	31%	43%	30%	21%	51%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	2%	10%	15%	3%
Myrtle Beach-Florence SC	1%	3%	0%	0%	14%
DEMOGRAPHICS - PHONE TYPE					
Land-line	80%	86%	70%	39%	68%
Wireless	20%	14%	30%	61%	32%
Voter File Match					
Yes	85%	82%	71%	63%	70%
No	15%	18%	29%	37%	30%
Registered Voter (of Voter File Matches)					
Yes	95%	98%	100%	91%	95%
No	5%	2%	0%	9%	5%
Panel Respondent					
Yes	19%	14%	7%	12%	6%
No	81%	86%	93%	88%	94%

» Q21. Panel Willingness *against...*

	Yes	No
<i>n</i>	(999)	(248)
Q1. Health Quality		
Poor	4%	8%
Fair	15%	13%
Good	48%	39%
Very Good	33%	40%
Q4. Number of People in HH		
1-3	77%	76%
4-6	23%	20%
7+	1%	4%
Q5. Children in HH		
One	12%	9%
Two	9%	9%
Three or more	5%	4%
None	73%	78%
Q6. Non-HH Face to Face Count		
0	41%	35%
1-3	40%	41%
4-6	10%	11%
7+	9%	13%
Q7. Six Feet Away? (If Q6 > 0)		
0	14%	16%
1-3	61%	59%
4-6	15%	11%
7+	9%	14%
Q8. HH Member Going to Work		
Yes	36%	33%
No	62%	63%
Unsure	2%	5%
Q9. Children Interacting with Other Children		
Yes	22%	15%
No	77%	81%
Unsure	1%	4%
Q10. Times in Group > 20 in Last Week		
0	79%	76%
1-3	15%	17%
4-6	2%	2%
7+	4%	5%
Q11. Contact with Others: Family		
Yes	68%	61%
No	32%	39%
Q11. Contact with Others: Friends		
Yes	16%	21%
No	84%	79%
Q11. Contact with Others: Co-workers		
Yes	15%	15%
No	85%	85%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	9%	10%
No	91%	90%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	13%	15%
No	87%	85%
Q12. Handwashing Count		
0	1%	1%
1-3	6%	3%
4-6	20%	21%
7+	74%	75%
Q13. Currently Practicing Social Distancing?		
Yes	96%	93%
No	4%	7%
Q14. Currently Experiencing Symptoms?		
Yes	2%	2%
No	97%	96%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	6%	4%

Confidential

	Yes	No
No	64%	70%
Unsure	30%	26%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	31%	33%
Most are reacting appropriately	60%	55%
Most are overreacting to the actual risks	8%	13%
Q17. Changes to Routine		
Large changes	67%	58%
Small changes	26%	30%
No real changes	6%	10%
Unsure	1%	3%
Q18. College Degree		
Yes	49%	34%
No	51%	66%
Q19. Latino		
Yes	3%	5%
No	97%	95%
Q20. Race		
White	78%	71%
Black	18%	24%
Asian	1%	0%
Another race	3%	4%
Q19-20. Race + Ethnicity		
White	75%	67%
Black	18%	23%
Asian	1%	0%
Hispanic or Latino	3%	5%
Another race	3%	4%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	78%	74%
Black	18%	22%
Hispanic	1%	2%
Other	3%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	41%	40%
Republican	28%	32%
Other / Unaffiliated	32%	28%
DEMOGRAPHICS - AGE		
18-34	9%	10%
35-49	17%	14%
50-64	27%	28%
65-79	35%	35%
80+	11%	14%
DEMOGRAPHICS - GENDER		
Female	60%	53%
Male	40%	47%
CLARITY SCORES: PARTY		
0-19	35%	41%
20-39	5%	5%
40-59	6%	3%
60-79	8%	7%
80-100	45%	43%
CLARITY SCORES: TURNOUT		
0-19	0%	1%
20-39	3%	2%
40-59	4%	8%
60-79	10%	10%
80-100	83%	79%
CLARITY SCORES: COLLEGE		
0-19	13%	16%
20-39	26%	36%
40-59	22%	19%
60-79	19%	15%
80-100	19%	14%
CLARITY SCORES: CHOICE		
0-19	14%	21%
20-39	31%	34%
40-59	31%	33%
60-79	16%	11%
80-100	9%	1%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Yes	No
0-19	5%	5%
20-39	18%	16%
40-59	34%	26%
60-79	34%	39%
80-100	9%	13%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	41%	45%
20-39	30%	36%
40-59	22%	14%
60-79	6%	4%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	21%	26%
Greensboro-High Point-Winston Salem NC	18%	21%
Norfolk-Portsmouth-Newport News VA	2%	2%
Greenville-New Bern-Washington NC	8%	9%
Wilmington NC	5%	9%
Raleigh-Durham (Fayetteville) NC	35%	28%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	9%	5%
Myrtle Beach-Florence SC	2%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	72%	78%
Wireless	28%	22%
Voter File Match		
Yes	80%	71%
No	20%	29%
Registered Voter (of Voter File Matches)		
Yes	96%	94%
No	4%	6%
Panel Respondent		
Yes	22%	7%
No	78%	93%

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

	Caucasian	Black	Hispanic	Other
<i>n</i>	(1,073)	(297)	(14)	(37)
Q1. Health Quality				
Poor	4%	5%	7%	8%
Fair	14%	23%	14%	22%
Good	44%	45%	43%	54%
Very Good	37%	26%	36%	16%
Q4. Number of People in HH				
1-3	80%	78%	54%	69%
4-6	19%	20%	38%	31%
7+	1%	2%	8%	0%
Q5. Children in HH				
One	10%	16%	23%	14%
Two	8%	5%	15%	5%
Three or more	4%	5%	8%	5%
None	79%	73%	54%	76%
Q6. Non-HH Face to Face Count				
0	37%	31%	31%	40%
1-3	43%	50%	46%	37%
4-6	10%	14%	15%	17%
7+	11%	5%	8%	6%
Q7. Six Feet Away? (If Q6 > 0)				
0	15%	13%	11%	16%
1-3	64%	59%	56%	47%
4-6	11%	20%	22%	21%
7+	10%	7%	11%	16%
Q8. HH Member Going to Work				
Yes	33%	35%	62%	30%
No	65%	60%	38%	67%
Unsure	2%	5%	0%	3%
Q9. Children Interacting with Other Children				
Yes	22%	23%	0%	13%
No	77%	77%	100%	88%
Unsure	2%	0%	0%	0%
Q10. Times in Group > 20 in Last Week				
0	80%	66%	85%	72%
1-3	16%	23%	15%	9%
4-6	2%	4%	0%	3%
7+	2%	7%	0%	16%
Q11. Contact with Others: Family				
Yes	68%	64%	67%	61%
No	32%	36%	33%	39%
Q11. Contact with Others: Friends				
Yes	14%	18%	42%	42%
No	86%	82%	58%	58%
Q11. Contact with Others: Co-workers				
Yes	12%	11%	8%	22%
No	88%	89%	92%	78%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	8%	10%	9%	17%
No	92%	90%	91%	83%
Q11. Contact with Others: Any other type of person not already mentioned				
Yes	13%	12%	18%	17%
No	87%	88%	82%	83%
Q12. Handwashing Count				
0	0%	1%	0%	0%
1-3	5%	3%	0%	4%
4-6	20%	18%	9%	21%
7+	75%	79%	91%	75%
Q13. Currently Practicing Social Distancing?				
Yes	97%	97%	100%	81%
No	3%	3%	0%	19%
Q14. Currently Experiencing Symptoms?				
Yes	1%	2%	0%	4%
No	98%	95%	100%	96%
Unsure	1%	3%	0%	0%
Q15. Likelihood of getting Coronavirus				
Yes	6%	1%	9%	15%

Confidential

	Caucasian	Black	Hispanic	Other
No	64%	68%	45%	52%
Unsure	30%	31%	45%	33%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	28%	43%	45%	37%
Most are reacting appropriately	63%	52%	55%	56%
Most are overreacting to the actual risks	9%	5%	0%	7%
Q17. Changes to Routine				
Large changes	67%	66%	40%	59%
Small changes	26%	27%	50%	37%
No real changes	6%	5%	10%	4%
Unsure	1%	2%	0%	0%
Q18. College Degree				
Yes	51%	37%	64%	44%
No	49%	63%	36%	56%
Q19. Latino				
Yes	1%	3%	91%	12%
No	99%	97%	9%	88%
Q20. Race				
White	97%	4%	100%	17%
Black	1%	91%	0%	9%
Asian	0%	0%	0%	17%
Another race	1%	5%	0%	57%
Q19-20. Race + Ethnicity				
White	97%	2%	7%	11%
Black	1%	93%	0%	5%
Asian	0%	0%	0%	22%
Hispanic or Latino	1%	2%	93%	8%
Another race	1%	3%	0%	54%
Q21. Panel Willingness				
Yes	83%	79%	64%	88%
No	17%	21%	36%	12%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	30%	86%	36%	54%
Republican	35%	2%	21%	11%
Other / Unaffiliated	35%	12%	43%	35%
DEMOGRAPHICS - AGE				
18-34	6%	4%	57%	16%
35-49	14%	10%	0%	19%
50-64	27%	27%	36%	30%
65-79	36%	44%	0%	27%
80+	17%	15%	7%	8%
DEMOGRAPHICS - GENDER				
Female	59%	70%	36%	59%
Male	41%	30%	64%	41%
CLARITY SCORES: PARTY				
0-19	45%	1%	29%	14%
20-39	6%	1%	14%	5%
40-59	7%	0%	0%	5%
60-79	9%	2%	14%	14%
80-100	33%	96%	43%	62%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	3%	2%	15%	6%
40-59	4%	5%	15%	6%
60-79	10%	9%	31%	22%
80-100	83%	84%	38%	67%
CLARITY SCORES: COLLEGE				
0-19	17%	13%	7%	14%
20-39	26%	41%	21%	24%
40-59	20%	26%	36%	30%
60-79	17%	11%	29%	14%
80-100	20%	9%	7%	19%
CLARITY SCORES: CHOICE				
0-19	21%	1%	8%	6%
20-39	32%	26%	50%	39%
40-59	25%	54%	33%	42%
60-79	14%	17%	8%	8%
80-100	9%	2%	0%	6%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	5%	0%	7%	19%
20-39	19%	8%	64%	24%

Confidential

	Caucasian	Black	Hispanic	Other
40-59	32%	35%	21%	38%
60-79	34%	49%	7%	19%
80-100	11%	8%	0%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	53%	2%	50%	11%
20-39	27%	52%	8%	61%
40-59	15%	41%	42%	25%
60-79	5%	5%	0%	3%
80-100	0%	0%	0%	0%
MEDIA MARKET				
Charlotte NC	26%	16%	29%	14%
Greensboro-High Point-Winston Salem NC	19%	19%	7%	16%
Norfolk-Portsmouth-Newport News VA	2%	1%	0%	0%
Greenville-New Bern-Washington NC	7%	10%	7%	11%
Wilmington NC	5%	4%	14%	8%
Raleigh-Durham (Fayetteville) NC	30%	45%	36%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	10%	2%	7%	3%
Myrtle Beach-Florence SC	1%	3%	0%	14%
DEMOGRAPHICS - PHONE TYPE				
Land-line	80%	85%	21%	68%
Wireless	20%	15%	79%	32%
Voter File Match				
Yes	100%	100%	100%	100%
No	0%	0%	0%	0%
Registered Voter (of Voter File Matches)				
Yes	95%	98%	93%	97%
No	5%	2%	7%	3%
Panel Respondent				
Yes	19%	14%	14%	11%
No	81%	86%	86%	89%

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

	Democrat	Republican	Other / Unaffiliated
<i>n</i>	(604)	(389)	(428)
Q1. Health Quality			
Poor	5%	4%	4%
Fair	18%	14%	15%
Good	47%	44%	42%
Very Good	29%	37%	39%
Q4. Number of People in HH			
1-3	85%	76%	74%
4-6	14%	23%	25%
7+	1%	1%	1%
Q5. Children in HH			
One	11%	11%	13%
Two	4%	9%	10%
Three or more	3%	5%	5%
None	83%	75%	72%
Q6. Non-HH Face to Face Count			
0	35%	31%	40%
1-3	48%	42%	41%
4-6	12%	13%	7%
7+	5%	13%	11%
Q7. Six Feet Away? (If Q6 > 0)			
0	15%	14%	16%
1-3	64%	60%	62%
4-6	15%	14%	10%
7+	7%	12%	11%
Q8. HH Member Going to Work			
Yes	29%	34%	39%
No	68%	64%	59%
Unsure	4%	2%	2%
Q9. Children Interacting with Other Children			
Yes	24%	19%	21%
No	76%	80%	77%
Unsure	0%	1%	2%
Q10. Times in Group > 20 in Last Week			
0	75%	78%	79%
1-3	18%	18%	15%
4-6	3%	2%	2%
7+	5%	1%	4%
Q11. Contact with Others: Family			
Yes	63%	71%	69%
No	37%	29%	31%
Q11. Contact with Others: Friends			
Yes	18%	15%	12%
No	82%	85%	88%
Q11. Contact with Others: Co-workers			
Yes	10%	13%	15%
No	90%	87%	85%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	8%	7%	11%
No	92%	93%	89%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	12%	13%	15%
No	88%	87%	85%
Q12. Handwashing Count			
0	0%	1%	1%
1-3	5%	3%	5%
4-6	18%	20%	20%
7+	77%	76%	74%
Q13. Currently Practicing Social Distancing?			
Yes	98%	94%	97%
No	2%	6%	3%
Q14. Currently Experiencing Symptoms?			
Yes	2%	1%	2%
No	97%	99%	97%
Unsure	1%	1%	1%
Q15. Likelihood of getting Coronavirus			
Yes	3%	4%	8%

Confidential

	Democrat	Republican	Other / Unaffiliated
No	62%	71%	61%
Unsure	34%	26%	31%
Q16. NC Response to Coronavirus			
Most are underestimating the risks	36%	23%	32%
Most are reacting appropriately	58%	67%	58%
Most are overreacting to the actual risks	6%	10%	10%
Q17. Changes to Routine			
Large changes	67%	62%	69%
Small changes	27%	29%	25%
No real changes	5%	7%	5%
Unsure	1%	2%	1%
Q18. College Degree			
Yes	48%	49%	47%
No	52%	51%	53%
Q19. Latino			
Yes	2%	3%	4%
No	98%	97%	96%
Q20. Race			
White	60%	98%	87%
Black	36%	1%	9%
Asian	0%	0%	1%
Another race	4%	1%	3%
Q19-20. Race + Ethnicity			
White	53%	96%	83%
Black	40%	1%	10%
Asian	0%	0%	2%
Hispanic or Latino	2%	2%	3%
Another race	4%	1%	2%
Q21. Panel Willingness			
Yes	82%	80%	84%
No	18%	20%	16%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	54%	97%	87%
Black	42%	1%	9%
Hispanic	1%	1%	1%
Other	3%	1%	3%
DEMOGRAPHICS - AGE			
18-34	4%	5%	10%
35-49	7%	16%	20%
50-64	25%	29%	28%
65-79	45%	34%	29%
80+	18%	16%	14%
DEMOGRAPHICS - GENDER			
Female	67%	54%	57%
Male	33%	46%	43%
CLARITY SCORES: PARTY			
0-19	0%	96%	29%
20-39	0%	2%	14%
40-59	2%	0%	15%
60-79	7%	0%	15%
80-100	91%	2%	27%
CLARITY SCORES: TURNOUT			
0-19	0%	1%	0%
20-39	2%	2%	5%
40-59	4%	3%	7%
60-79	10%	9%	11%
80-100	84%	85%	77%
CLARITY SCORES: COLLEGE			
0-19	16%	17%	14%
20-39	34%	26%	26%
40-59	20%	23%	23%
60-79	15%	16%	16%
80-100	16%	18%	20%
CLARITY SCORES: CHOICE			
0-19	4%	43%	11%
20-39	26%	36%	33%
40-59	38%	17%	36%
60-79	20%	4%	15%
80-100	12%	0%	6%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	5%	2%	7%

Confidential

	Democrat	Republican	Other / Unaffiliated
20-39	17%	10%	23%
40-59	37%	21%	37%
60-79	36%	46%	29%
80-100	5%	21%	5%
CLARITY SCORES: CLIMATE CHANGE PRIORITY			
0-19	8%	94%	41%
20-39	47%	6%	37%
40-59	35%	1%	18%
60-79	10%	0%	3%
80-100	0%	0%	0%
MEDIA MARKET			
Charlotte NC	21%	27%	23%
Greensboro-High Point-Winston Salem NC	18%	23%	16%
Norfolk-Portsmouth-Newport News VA	2%	1%	3%
Greenville-New Bern-Washington NC	8%	7%	8%
Wilmington NC	4%	6%	5%
Raleigh-Durham (Fayetteville) NC	37%	29%	32%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	5%	12%
Myrtle Beach-Florence SC	3%	0%	1%
DEMOGRAPHICS - PHONE TYPE			
Land-line	86%	78%	73%
Wireless	14%	22%	27%
Voter File Match			
Yes	100%	100%	100%
No	0%	0%	0%
Registered Voter (of Voter File Matches)			
Yes	100%	100%	86%
No	0%	0%	14%
Panel Respondent			
Yes	17%	20%	18%
No	83%	80%	82%

» DEMOGRAPHICS - AGE *against...*

	18-34	35-49	50-64	65-79	80+
<i>n</i>	(128)	(252)	(459)	(612)	(264)
Q1. Health Quality					
Poor	2%	1%	5%	6%	6%
Fair	10%	10%	16%	18%	19%
Good	47%	43%	38%	49%	49%
Very Good	41%	46%	41%	28%	26%
Q4. Number of People in HH					
1-3	63%	40%	74%	93%	92%
4-6	34%	58%	24%	6%	5%
7+	3%	2%	2%	1%	3%
Q5. Children in HH					
One	20%	23%	16%	6%	4%
Two	14%	32%	5%	2%	1%
Three or more	15%	15%	2%	1%	3%
None	52%	30%	77%	91%	92%
Q6. Non-HH Face to Face Count					
0	46%	44%	35%	36%	29%
1-3	36%	29%	41%	47%	49%
4-6	7%	13%	11%	10%	9%
7+	10%	15%	13%	6%	12%
Q7. Six Feet Away? (If Q6 > 0)					
0	27%	19%	14%	11%	21%
1-3	44%	47%	63%	67%	56%
4-6	14%	19%	10%	16%	11%
7+	16%	15%	14%	5%	11%
Q8. HH Member Going to Work					
Yes	55%	49%	47%	23%	16%
No	43%	51%	51%	74%	80%
Unsure	2%	0%	2%	3%	5%
Q9. Children Interacting with Other Children					
Yes	17%	20%	28%	20%	14%
No	81%	79%	70%	80%	71%
Unsure	2%	1%	1%	0%	14%
Q10. Times in Group > 20 in Last Week					
0	87%	80%	77%	75%	67%
1-3	9%	15%	15%	19%	25%
4-6	2%	2%	3%	2%	3%
7+	3%	3%	5%	4%	6%
Q11. Contact with Others: Family					
Yes	70%	78%	75%	60%	49%
No	30%	22%	25%	40%	51%
Q11. Contact with Others: Friends					
Yes	24%	13%	16%	16%	20%
No	76%	88%	84%	84%	80%
Q11. Contact with Others: Co-workers					
Yes	18%	22%	17%	10%	10%
No	82%	78%	83%	90%	90%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	9%	11%	10%	7%	12%
No	91%	89%	90%	93%	88%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	15%	12%	12%	14%	21%
No	85%	88%	88%	86%	79%
Q12. Handwashing Count					
0	1%	1%	1%	0%	2%
1-3	9%	5%	3%	6%	4%
4-6	21%	17%	20%	22%	20%
7+	69%	77%	76%	72%	74%
Q13. Currently Practicing Social Distancing?					
Yes	96%	96%	97%	96%	93%
No	4%	4%	3%	4%	7%
Q14. Currently Experiencing Symptoms?					
Yes	3%	2%	2%	2%	2%
No	97%	98%	97%	97%	95%
Unsure	0%	0%	1%	1%	4%
Q15. Likelihood of getting Coronavirus					
Yes	8%	14%	5%	2%	2%

Confidential

	18-34	35-49	50-64	65-79	80+
No	69%	62%	62%	67%	71%
Unsure	24%	24%	33%	31%	27%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	36%	33%	36%	28%	24%
Most are reacting appropriately	52%	53%	57%	64%	65%
Most are overreacting to the actual risks	12%	14%	7%	7%	10%
Q17. Changes to Routine					
Large changes	64%	71%	65%	64%	57%
Small changes	29%	21%	28%	27%	30%
No real changes	8%	8%	6%	6%	8%
Unsure	0%	0%	1%	2%	5%
Q18. College Degree					
Yes	49%	64%	47%	39%	40%
No	51%	36%	53%	61%	60%
Q19. Latino					
Yes	13%	5%	3%	1%	3%
No	87%	95%	97%	99%	97%
Q20. Race					
White	80%	79%	74%	75%	85%
Black	13%	14%	21%	22%	14%
Asian	1%	2%	1%	0%	0%
Another race	7%	6%	3%	3%	1%
Q19-20. Race + Ethnicity					
White	70%	74%	71%	71%	79%
Black	10%	16%	22%	25%	17%
Asian	2%	2%	1%	0%	0%
Hispanic or Latino	13%	4%	3%	1%	2%
Another race	5%	5%	3%	3%	2%
Q21. Panel Willingness					
Yes	78%	84%	80%	80%	77%
No	22%	16%	20%	20%	23%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	73%	81%	75%	73%	79%
Black	12%	16%	21%	25%	19%
Hispanic	9%	0%	1%	0%	0%
Other	7%	4%	3%	2%	1%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	30%	23%	40%	52%	47%
Republican	23%	32%	29%	25%	27%
Other / Unaffiliated	47%	45%	31%	23%	25%
DEMOGRAPHICS - GENDER					
Female	47%	51%	61%	62%	68%
Male	53%	49%	39%	38%	32%
CLARITY SCORES: PARTY					
0-19	34%	39%	38%	31%	36%
20-39	9%	9%	4%	4%	3%
40-59	11%	7%	7%	3%	5%
60-79	11%	11%	8%	6%	6%
80-100	35%	34%	43%	55%	51%
CLARITY SCORES: TURNOUT					
0-19	2%	1%	0%	0%	0%
20-39	10%	3%	2%	1%	6%
40-59	20%	7%	4%	2%	4%
60-79	30%	12%	9%	6%	11%
80-100	37%	76%	85%	91%	79%
CLARITY SCORES: COLLEGE					
0-19	5%	4%	10%	22%	25%
20-39	23%	16%	29%	32%	36%
40-59	41%	27%	21%	19%	18%
60-79	26%	29%	15%	11%	13%
80-100	4%	24%	25%	16%	8%
CLARITY SCORES: CHOICE					
0-19	6%	10%	14%	16%	31%
20-39	29%	25%	29%	33%	33%
40-59	56%	43%	34%	27%	21%
60-79	10%	18%	15%	14%	10%
80-100	0%	5%	8%	10%	5%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	12%	4%	5%	4%	1%
20-39	44%	29%	17%	12%	8%
40-59	31%	41%	35%	30%	28%

Confidential

	18-34	35-49	50-64	65-79	80+
60-79	11%	23%	34%	42%	48%
80-100	2%	4%	8%	11%	15%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	35%	45%	45%	37%	43%
20-39	38%	28%	31%	35%	33%
40-59	19%	22%	21%	22%	19%
60-79	8%	5%	3%	6%	5%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	14%	19%	25%	23%	29%
Greensboro-High Point-Winston Salem NC	16%	20%	21%	18%	17%
Norfolk-Portsmouth-Newport News VA	2%	2%	2%	2%	1%
Greenville-New Bern-Washington NC	8%	8%	8%	8%	6%
Wilmington NC	8%	7%	4%	5%	4%
Raleigh-Durham (Fayetteville) NC	33%	34%	34%	33%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	19%	9%	5%	8%	5%
Myrtle Beach-Florence SC	0%	0%	1%	2%	3%
DEMOGRAPHICS - PHONE TYPE					
Land-line	12%	45%	82%	94%	99%
Wireless	88%	55%	18%	6%	1%
Voter File Match					
Yes	71%	76%	83%	85%	88%
No	29%	24%	17%	15%	12%
Registered Voter (of Voter File Matches)					
Yes	91%	93%	95%	98%	97%
No	9%	7%	5%	2%	3%
Panel Respondent					
Yes	4%	12%	20%	19%	18%
No	96%	88%	80%	81%	82%

» DEMOGRAPHICS - GENDER *against...*

	Female	Male
<i>n</i>	(1,024)	(691)
Q1. Health Quality		
Poor	5%	5%
Fair	17%	13%
Good	45%	45%
Very Good	33%	37%
Q4. Number of People in HH		
1-3	78%	77%
4-6	20%	21%
7+	1%	2%
Q5. Children in HH		
One	12%	12%
Two	7%	9%
Three or more	5%	4%
None	76%	75%
Q6. Non-HH Face to Face Count		
0	38%	35%
1-3	43%	41%
4-6	11%	10%
7+	8%	14%
Q7. Six Feet Away? (If Q6 > 0)		
0	16%	15%
1-3	62%	57%
4-6	12%	16%
7+	9%	12%
Q8. HH Member Going to Work		
Yes	35%	35%
No	63%	63%
Unsure	3%	2%
Q9. Children Interacting with Other Children		
Yes	22%	21%
No	77%	78%
Unsure	1%	1%
Q10. Times in Group > 20 in Last Week		
0	77%	76%
1-3	17%	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	15%	19%
No	85%	81%
Q11. Contact with Others: Co-workers		
Yes	13%	17%
No	87%	83%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	9%	9%
No	91%	91%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	14%	14%
No	86%	86%
Q12. Handwashing Count		
0	0%	1%
1-3	4%	6%
4-6	16%	26%
7+	79%	67%
Q13. Currently Practicing Social Distancing?		
Yes	96%	95%
No	4%	5%
Q14. Currently Experiencing Symptoms?		
Yes	3%	1%
No	97%	97%
Unsure	0%	2%
Q15. Likelihood of getting Coronavirus		
Yes	4%	7%

Confidential

	Female	Male
No	64%	68%
Unsure	32%	25%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	36%	24%
Most are reacting appropriately	57%	63%
Most are overreacting to the actual risks	7%	13%
Q17. Changes to Routine		
Large changes	68%	60%
Small changes	25%	30%
No real changes	5%	8%
Unsure	2%	2%
Q18. College Degree		
Yes	45%	48%
No	55%	52%
Q19. Latino		
Yes	3%	5%
No	97%	95%
Q20. Race		
White	75%	79%
Black	21%	16%
Asian	1%	1%
Another race	3%	4%
Q19-20. Race + Ethnicity		
White	70%	76%
Black	23%	16%
Asian	1%	1%
Hispanic or Latino	3%	4%
Another race	3%	3%
Q21. Panel Willingness		
Yes	82%	77%
No	18%	23%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	73%	80%
Black	24%	16%
Hispanic	1%	2%
Other	3%	3%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	47%	35%
Republican	24%	32%
Other / Unaffiliated	29%	33%
DEMOGRAPHICS - AGE		
18-34	6%	10%
35-49	13%	18%
50-64	27%	26%
65-79	37%	34%
80+	17%	12%
CLARITY SCORES: PARTY		
0-19	31%	41%
20-39	4%	6%
40-59	5%	6%
60-79	7%	8%
80-100	52%	39%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	3%	3%
40-59	5%	4%
60-79	9%	11%
80-100	83%	81%
CLARITY SCORES: COLLEGE		
0-19	19%	11%
20-39	31%	26%
40-59	20%	23%
60-79	15%	17%
80-100	14%	23%
CLARITY SCORES: CHOICE		
0-19	17%	16%
20-39	32%	29%
40-59	31%	32%
60-79	14%	14%
80-100	7%	8%
CLARITY SCORES: CHURCH ATTENDANCE		

Confidential

	Female	Male
0-19	3%	6%
20-39	11%	27%
40-59	35%	28%
60-79	39%	32%
80-100	12%	7%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	37%	48%
20-39	36%	27%
40-59	21%	20%
60-79	5%	5%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	23%	24%
Greensboro-High Point-Winston Salem NC	18%	20%
Norfolk-Portsmouth-Newport News VA	2%	2%
Greenville-New Bern-Washington NC	7%	10%
Wilmington NC	6%	4%
Raleigh-Durham (Fayetteville) NC	35%	31%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	7%	8%
Myrtle Beach-Florence SC	2%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	85%	72%
Wireless	15%	28%
Voter File Match		
Yes	84%	81%
No	16%	19%
Registered Voter (of Voter File Matches)		
Yes	96%	96%
No	4%	4%
Panel Respondent		
Yes	18%	15%
No	82%	85%

» CLARITY SCORES: PARTY *against...*

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(500)	(71)	(77)	(106)	(667)
Q1. Health Quality					
Poor	4%	3%	6%	5%	5%
Fair	13%	17%	19%	14%	18%
Good	44%	47%	43%	47%	45%
Very Good	39%	33%	31%	34%	32%
Q4. Number of People in HH					
1-3	76%	79%	79%	75%	83%
4-6	23%	18%	21%	24%	16%
7+	1%	3%	0%	1%	1%
Q5. Children in HH					
One	12%	8%	10%	15%	11%
Two	9%	5%	10%	7%	6%
Three or more	5%	8%	3%	4%	3%
None	74%	80%	76%	74%	80%
Q6. Non-HH Face to Face Count					
0	32%	46%	41%	38%	36%
1-3	41%	35%	47%	43%	48%
4-6	13%	10%	3%	9%	11%
7+	15%	10%	9%	9%	5%
Q7. Six Feet Away? (If Q6 > 0)					
0	16%	3%	14%	17%	15%
1-3	58%	67%	73%	60%	64%
4-6	14%	12%	3%	14%	14%
7+	12%	18%	11%	9%	7%
Q8. HH Member Going to Work					
Yes	36%	43%	34%	37%	30%
No	62%	57%	66%	62%	67%
Unsure	2%	0%	0%	1%	4%
Q9. Children Interacting with Other Children					
Yes	20%	17%	7%	32%	23%
No	79%	75%	86%	68%	77%
Unsure	1%	8%	7%	0%	0%
Q10. Times in Group > 20 in Last Week					
0	79%	88%	76%	77%	75%
1-3	16%	8%	21%	14%	18%
4-6	3%	0%	2%	3%	2%
7+	3%	3%	2%	6%	4%
Q11. Contact with Others: Family					
Yes	70%	71%	65%	64%	65%
No	30%	29%	35%	36%	35%
Q11. Contact with Others: Friends					
Yes	13%	8%	16%	18%	18%
No	87%	92%	84%	83%	82%
Q11. Contact with Others: Co-workers					
Yes	13%	20%	9%	18%	10%
No	87%	80%	91%	82%	90%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	8%	17%	8%	9%	8%
No	92%	83%	92%	91%	92%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	14%	19%	15%	12%	12%
No	86%	81%	85%	88%	88%
Q12. Handwashing Count					
0	0%	0%	0%	1%	0%
1-3	3%	9%	9%	1%	5%
4-6	21%	20%	16%	20%	18%
7+	75%	71%	75%	78%	76%
Q13. Currently Practicing Social Distancing?					
Yes	94%	98%	98%	98%	98%
No	6%	2%	2%	2%	2%
Q14. Currently Experiencing Symptoms?					
Yes	1%	2%	2%	0%	2%
No	98%	98%	98%	99%	97%
Unsure	1%	0%	0%	1%	1%
Q15. Likelihood of getting Coronavirus					
Yes	4%	9%	4%	11%	4%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	69%	69%	60%	55%	62%
Unsure	27%	22%	37%	34%	34%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	25%	23%	37%	33%	36%
Most are reacting appropriately	64%	64%	56%	61%	58%
Most are overreacting to the actual risks	12%	13%	7%	6%	6%
Q17. Changes to Routine					
Large changes	63%	67%	71%	62%	69%
Small changes	29%	28%	25%	29%	25%
No real changes	6%	6%	4%	6%	6%
Unsure	2%	0%	0%	2%	1%
Q18. College Degree					
Yes	48%	44%	44%	48%	50%
No	52%	56%	56%	52%	50%
Q19. Latino					
Yes	3%	6%	4%	1%	3%
No	97%	94%	96%	99%	97%
Q20. Race					
White	97%	94%	93%	86%	59%
Black	1%	4%	2%	9%	36%
Asian	1%	0%	2%	3%	0%
Another race	2%	2%	4%	3%	4%
Q19-20. Race + Ethnicity					
White	96%	90%	92%	83%	53%
Black	1%	4%	1%	9%	41%
Asian	0%	0%	1%	4%	0%
Hispanic or Latino	2%	4%	3%	2%	2%
Another race	1%	1%	3%	2%	4%
Q21. Panel Willingness					
Yes	80%	82%	91%	83%	83%
No	20%	18%	9%	17%	17%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	98%	92%	96%	88%	53%
Black	1%	3%	1%	6%	43%
Hispanic	1%	3%	0%	2%	1%
Other	1%	3%	3%	5%	3%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	0%	4%	14%	39%	82%
Republican	75%	11%	1%	1%	1%
Other / Unaffiliated	25%	85%	84%	60%	17%
DEMOGRAPHICS - AGE					
18-34	6%	11%	13%	9%	5%
35-49	15%	24%	18%	20%	10%
50-64	29%	24%	34%	27%	25%
65-79	33%	31%	21%	31%	43%
80+	17%	10%	14%	12%	18%
DEMOGRAPHICS - GENDER					
Female	54%	52%	58%	58%	67%
Male	46%	48%	42%	42%	33%
CLARITY SCORES: TURNOUT					
0-19	0%	0%	0%	1%	0%
20-39	2%	5%	4%	7%	3%
40-59	3%	9%	9%	7%	4%
60-79	9%	11%	22%	15%	9%
80-100	86%	75%	65%	70%	83%
CLARITY SCORES: COLLEGE					
0-19	19%	13%	12%	20%	13%
20-39	25%	31%	29%	20%	34%
40-59	20%	20%	31%	25%	21%
60-79	16%	21%	16%	20%	15%
80-100	20%	15%	13%	15%	17%
CLARITY SCORES: CHOICE					
0-19	40%	10%	3%	7%	2%
20-39	38%	47%	35%	27%	24%
40-59	18%	32%	45%	41%	39%
60-79	3%	11%	15%	23%	21%
80-100	0%	0%	2%	2%	14%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	2%	6%	10%	6%	6%
20-39	10%	24%	26%	31%	19%
40-59	21%	41%	44%	42%	37%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	47%	25%	18%	19%	34%
80-100	20%	4%	1%	3%	4%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	95%	53%	31%	31%	3%
20-39	4%	39%	55%	54%	48%
40-59	0%	8%	14%	14%	39%
60-79	0%	0%	0%	1%	10%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	29%	26%	23%	22%	19%
Greensboro-High Point-Winston Salem NC	21%	19%	18%	17%	17%
Norfolk-Portsmouth-Newport News VA	1%	0%	5%	4%	2%
Greenville-New Bern-Washington NC	7%	4%	12%	8%	8%
Wilmington NC	6%	9%	3%	8%	3%
Raleigh-Durham (Fayetteville) NC	29%	29%	23%	32%	39%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	10%	16%	8%	7%
Myrtle Beach-Florence SC	0%	3%	0%	0%	3%
DEMOGRAPHICS - PHONE TYPE					
Land-line	78%	65%	62%	75%	86%
Wireless	22%	35%	38%	25%	14%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	99%	92%	70%	86%	99%
No	1%	8%	30%	14%	1%
Panel Respondent					
Yes	19%	18%	18%	16%	18%
No	81%	82%	82%	84%	82%

» CLARITY SCORES: TURNOUT *against...*

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(4)	(39)	(62)	(137)	(1,120)
Q1. Health Quality					
Poor	0%	8%	3%	7%	4%
Fair	25%	21%	19%	23%	15%
Good	25%	47%	44%	36%	46%
Very Good	50%	24%	34%	34%	35%
Q4. Number of People in HH					
1-3	50%	69%	67%	78%	81%
4-6	50%	25%	33%	21%	18%
7+	0%	6%	0%	1%	1%
Q5. Children in HH					
One	0%	19%	19%	11%	11%
Two	25%	8%	13%	10%	6%
Three or more	25%	6%	11%	6%	3%
None	50%	67%	57%	73%	79%
Q6. Non-HH Face to Face Count					
0	67%	34%	35%	44%	35%
1-3	33%	51%	50%	39%	44%
4-6	0%	6%	6%	10%	12%
7+	0%	9%	10%	7%	9%
Q7. Six Feet Away? (If Q6 > 0)					
0	100%	14%	13%	16%	15%
1-3	0%	64%	67%	59%	62%
4-6	0%	9%	13%	16%	14%
7+	0%	14%	7%	10%	9%
Q8. HH Member Going to Work					
Yes	0%	18%	39%	30%	34%
No	100%	79%	57%	67%	64%
Unsure	0%	3%	4%	3%	2%
Q9. Children Interacting with Other Children					
Yes	0%	30%	9%	20%	22%
No	100%	70%	91%	80%	77%
Unsure	0%	0%	0%	0%	1%
Q10. Times in Group > 20 in Last Week					
0	100%	77%	69%	84%	77%
1-3	0%	16%	22%	11%	17%
4-6	0%	3%	6%	1%	2%
7+	0%	3%	2%	4%	4%
Q11. Contact with Others: Family					
Yes	67%	57%	77%	59%	68%
No	33%	43%	23%	41%	32%
Q11. Contact with Others: Friends					
Yes	33%	11%	23%	13%	15%
No	67%	89%	77%	87%	85%
Q11. Contact with Others: Co-workers					
Yes	0%	7%	24%	12%	12%
No	100%	93%	76%	88%	88%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	0%	7%	15%	5%	8%
No	100%	93%	85%	95%	92%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	0%	8%	18%	10%	14%
No	100%	92%	83%	90%	86%
Q12. Handwashing Count					
0	33%	0%	0%	2%	0%
1-3	33%	10%	9%	4%	4%
4-6	33%	28%	22%	22%	19%
7+	0%	62%	69%	72%	77%
Q13. Currently Practicing Social Distancing?					
Yes	100%	97%	98%	93%	97%
No	0%	3%	2%	7%	3%
Q14. Currently Experiencing Symptoms?					
Yes	0%	0%	2%	3%	1%
No	100%	100%	98%	96%	98%
Unsure	0%	0%	0%	1%	1%
Q15. Likelihood of getting Coronavirus					
Yes	33%	10%	7%	3%	5%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	67%	52%	56%	72%	64%
Unsure	0%	38%	37%	25%	31%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	0%	26%	24%	34%	31%
Most are reacting appropriately	50%	63%	59%	57%	62%
Most are overreacting to the actual risks	50%	11%	17%	9%	8%
Q17. Changes to Routine					
Large changes	67%	52%	63%	61%	67%
Small changes	33%	26%	23%	26%	28%
No real changes	0%	15%	12%	10%	4%
Unsure	0%	7%	2%	2%	1%
Q18. College Degree					
Yes	67%	41%	33%	38%	52%
No	33%	59%	67%	62%	48%
Q19. Latino					
Yes	0%	4%	9%	9%	2%
No	100%	96%	91%	91%	98%
Q20. Race					
White	67%	84%	74%	74%	79%
Black	33%	16%	21%	20%	17%
Asian	0%	0%	0%	0%	1%
Another race	0%	0%	5%	6%	3%
Q19-20. Race + Ethnicity					
White	75%	77%	66%	69%	75%
Black	25%	18%	23%	18%	21%
Asian	0%	0%	0%	1%	1%
Hispanic or Latino	0%	5%	8%	7%	1%
Another race	0%	0%	3%	5%	2%
Q21. Panel Willingness					
Yes	67%	85%	70%	82%	83%
No	33%	15%	30%	18%	17%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	75%	72%	71%	72%	76%
Black	25%	18%	23%	19%	22%
Hispanic	0%	5%	3%	3%	0%
Other	0%	5%	3%	6%	2%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	25%	33%	40%	44%	45%
Republican	50%	15%	21%	26%	30%
Other / Unaffiliated	25%	51%	39%	30%	25%
DEMOGRAPHICS - AGE					
18-34	50%	21%	27%	18%	3%
35-49	50%	15%	19%	16%	12%
50-64	0%	15%	21%	25%	28%
65-79	0%	15%	16%	23%	42%
80+	0%	33%	16%	18%	16%
DEMOGRAPHICS - GENDER					
Female	50%	56%	66%	56%	61%
Male	50%	44%	34%	44%	39%
CLARITY SCORES: PARTY					
0-19	50%	21%	26%	31%	38%
20-39	0%	8%	10%	5%	4%
40-59	0%	5%	8%	9%	3%
60-79	25%	15%	10%	10%	6%
80-100	25%	51%	47%	45%	49%
CLARITY SCORES: COLLEGE					
0-19	0%	18%	23%	20%	15%
20-39	25%	26%	45%	36%	28%
40-59	25%	28%	24%	24%	19%
60-79	50%	21%	8%	15%	16%
80-100	0%	8%	0%	4%	21%
CLARITY SCORES: CHOICE					
0-19	0%	17%	11%	9%	18%
20-39	0%	23%	34%	32%	31%
40-59	100%	49%	45%	43%	28%
60-79	0%	11%	9%	16%	15%
80-100	0%	0%	0%	0%	9%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	0%	5%	10%	9%	4%
20-39	75%	51%	34%	34%	13%
40-59	25%	26%	44%	36%	31%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	0%	13%	10%	20%	42%
80-100	0%	5%	3%	1%	12%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	25%	31%	32%	35%	43%
20-39	50%	51%	47%	39%	29%
40-59	25%	17%	17%	21%	21%
60-79	0%	0%	4%	4%	6%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	25%	38%	23%	26%	22%
Greensboro-High Point-Winston Salem NC	25%	10%	19%	18%	19%
Norfolk-Portsmouth-Newport News VA	0%	5%	2%	2%	2%
Greenville-New Bern-Washington NC	25%	10%	13%	5%	8%
Wilmington NC	0%	5%	3%	6%	5%
Raleigh-Durham (Fayetteville) NC	25%	21%	21%	31%	35%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	0%	10%	16%	11%	7%
Myrtle Beach-Florence SC	0%	0%	3%	1%	2%
DEMOGRAPHICS - PHONE TYPE					
Land-line	0%	64%	60%	62%	85%
Wireless	100%	36%	40%	38%	15%
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%	13%	10%	15%	19%
No	100%	87%	90%	85%	81%

» CLARITY SCORES: COLLEGE *against...*

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(223)	(417)	(307)	(225)	(249)
Q1. Health Quality					
Poor	7%	5%	6%	2%	2%
Fair	23%	20%	14%	15%	7%
Good	46%	45%	46%	47%	39%
Very Good	24%	29%	34%	36%	52%
Q4. Number of People in HH					
1-3	85%	84%	73%	77%	77%
4-6	13%	15%	27%	23%	22%
7+	1%	1%	1%	0%	1%
Q5. Children in HH					
One	8%	11%	14%	10%	14%
Two	3%	5%	9%	11%	8%
Three or more	3%	5%	4%	6%	3%
None	86%	79%	72%	73%	76%
Q6. Non-HH Face to Face Count					
0	28%	30%	36%	47%	40%
1-3	50%	50%	41%	36%	41%
4-6	13%	12%	10%	7%	11%
7+	9%	8%	12%	10%	7%
Q7. Six Feet Away? (If Q6 > 0)					
0	15%	15%	10%	19%	17%
1-3	64%	65%	63%	57%	59%
4-6	14%	10%	16%	10%	16%
7+	7%	10%	11%	14%	8%
Q8. HH Member Going to Work					
Yes	34%	30%	38%	35%	31%
No	62%	66%	60%	64%	68%
Unsure	4%	4%	2%	1%	0%
Q9. Children Interacting with Other Children					
Yes	20%	20%	18%	17%	32%
No	80%	80%	81%	79%	68%
Unsure	0%	0%	1%	4%	0%
Q10. Times in Group > 20 in Last Week					
0	74%	70%	76%	83%	88%
1-3	17%	23%	18%	13%	9%
4-6	4%	3%	2%	2%	1%
7+	5%	5%	3%	2%	2%
Q11. Contact with Others: Family					
Yes	59%	59%	66%	76%	81%
No	41%	41%	34%	24%	19%
Q11. Contact with Others: Friends					
Yes	16%	18%	19%	12%	12%
No	84%	82%	81%	88%	88%
Q11. Contact with Others: Co-workers					
Yes	11%	13%	17%	13%	7%
No	89%	87%	83%	87%	93%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	7%	10%	11%	9%	5%
No	93%	90%	89%	91%	95%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	14%	14%	12%	11%	16%
No	86%	86%	88%	89%	84%
Q12. Handwashing Count					
0	1%	0%	0%	1%	0%
1-3	4%	4%	5%	6%	2%
4-6	22%	18%	18%	17%	22%
7+	73%	77%	76%	75%	76%
Q13. Currently Practicing Social Distancing?					
Yes	94%	95%	97%	98%	98%
No	6%	5%	3%	2%	2%
Q14. Currently Experiencing Symptoms?					
Yes	2%	2%	2%	1%	0%
No	97%	96%	96%	99%	100%
Unsure	1%	1%	2%	1%	0%
Q15. Likelihood of getting Coronavirus					
Yes	1%	3%	6%	7%	7%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	66%	65%	65%	64%	62%
Unsure	32%	33%	29%	29%	30%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	38%	33%	29%	28%	28%
Most are reacting appropriately	54%	56%	64%	64%	66%
Most are overreacting to the actual risks	8%	11%	8%	8%	6%
Q17. Changes to Routine					
Large changes	60%	66%	63%	68%	72%
Small changes	31%	27%	27%	27%	24%
No real changes	5%	6%	9%	5%	3%
Unsure	4%	1%	1%	0%	1%
Q18. College Degree					
Yes	12%	23%	49%	72%	90%
No	88%	77%	51%	28%	10%
Q19. Latino					
Yes	1%	2%	5%	3%	2%
No	99%	98%	95%	97%	98%
Q20. Race					
White	81%	72%	75%	86%	84%
Black	14%	25%	23%	10%	10%
Asian	0%	0%	0%	0%	3%
Another race	4%	3%	1%	3%	3%
Q19-20. Race + Ethnicity					
White	79%	67%	67%	80%	84%
Black	17%	28%	26%	14%	10%
Asian	0%	0%	1%	0%	2%
Hispanic or Latino	1%	2%	4%	3%	2%
Another race	3%	3%	2%	3%	2%
Q21. Panel Willingness					
Yes	79%	77%	84%	85%	86%
No	21%	23%	16%	15%	14%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	80%	68%	69%	81%	86%
Black	17%	29%	25%	15%	10%
Hispanic	0%	1%	2%	2%	0%
Other	2%	2%	4%	2%	3%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	43%	49%	38%	41%	39%
Republican	30%	24%	29%	28%	28%
Other / Unaffiliated	28%	27%	32%	31%	34%
DEMOGRAPHICS - AGE					
18-34	2%	5%	12%	11%	2%
35-49	4%	7%	17%	24%	18%
50-64	17%	27%	26%	26%	39%
65-79	52%	41%	32%	25%	34%
80+	26%	20%	13%	14%	7%
DEMOGRAPHICS - GENDER					
Female	73%	65%	57%	58%	49%
Male	27%	35%	43%	42%	51%
CLARITY SCORES: PARTY					
0-19	43%	30%	33%	36%	39%
20-39	4%	5%	5%	7%	4%
40-59	4%	5%	8%	5%	4%
60-79	9%	5%	9%	9%	6%
80-100	40%	54%	46%	43%	46%
CLARITY SCORES: TURNOUT					
0-19	0%	0%	0%	1%	0%
20-39	3%	2%	4%	4%	1%
40-59	6%	7%	5%	2%	0%
60-79	13%	12%	12%	10%	2%
80-100	78%	78%	78%	83%	96%
CLARITY SCORES: CHOICE					
0-19	31%	21%	10%	11%	9%
20-39	39%	35%	29%	24%	24%
40-59	23%	36%	44%	26%	22%
60-79	7%	7%	13%	29%	21%
80-100	0%	2%	4%	10%	24%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	5%	4%	4%	3%	7%
20-39	12%	12%	21%	21%	22%
40-59	26%	35%	38%	35%	27%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	35%	41%	33%	34%	36%
80-100	22%	9%	5%	8%	8%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	52%	38%	38%	38%	43%
20-39	37%	43%	35%	27%	16%
40-59	11%	18%	24%	26%	27%
60-79	0%	1%	4%	9%	14%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	31%	22%	25%	22%	19%
Greensboro-High Point-Winston Salem NC	18%	21%	20%	18%	15%
Norfolk-Portsmouth-Newport News VA	2%	2%	3%	1%	2%
Greenville-New Bern-Washington NC	5%	10%	10%	5%	6%
Wilmington NC	5%	5%	4%	8%	4%
Raleigh-Durham (Fayetteville) NC	30%	29%	30%	36%	47%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	9%	7%	8%	7%
Myrtle Beach-Florence SC	2%	2%	1%	1%	0%
DEMOGRAPHICS - PHONE TYPE					
Land-line	91%	87%	71%	68%	79%
Wireless	9%	13%	29%	32%	21%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	98%	97%	90%	96%	100%
No	2%	3%	10%	4%	0%
Panel Respondent					
Yes	17%	17%	18%	20%	20%
No	83%	83%	82%	80%	80%

» CLARITY SCORES: CHOICE *against...*

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(225)	(418)	(429)	(192)	(96)
Q1. Health Quality					
Poor	4%	4%	7%	3%	1%
Fair	13%	20%	18%	13%	8%
Good	49%	43%	46%	40%	49%
Very Good	33%	32%	30%	44%	42%
Q4. Number of People in HH					
1-3	83%	80%	77%	79%	86%
4-6	17%	18%	22%	20%	14%
7+	0%	2%	1%	1%	0%
Q5. Children in HH					
One	13%	8%	14%	13%	8%
Two	3%	7%	9%	8%	3%
Three or more	4%	4%	5%	1%	1%
None	80%	81%	72%	78%	88%
Q6. Non-HH Face to Face Count					
0	26%	34%	36%	42%	51%
1-3	42%	45%	44%	46%	38%
4-6	16%	11%	12%	7%	7%
7+	16%	10%	8%	5%	4%
Q7. Six Feet Away? (If Q6 > 0)					
0	14%	14%	16%	15%	18%
1-3	60%	62%	62%	64%	67%
4-6	15%	14%	13%	12%	13%
7+	11%	11%	9%	8%	3%
Q8. HH Member Going to Work					
Yes	33%	38%	32%	30%	21%
No	64%	58%	66%	70%	77%
Unsure	3%	4%	2%	1%	1%
Q9. Children Interacting with Other Children					
Yes	21%	19%	21%	22%	40%
No	76%	78%	79%	78%	60%
Unsure	3%	3%	0%	0%	0%
Q10. Times in Group > 20 in Last Week					
0	72%	73%	78%	82%	91%
1-3	21%	19%	17%	12%	8%
4-6	3%	3%	2%	4%	0%
7+	3%	5%	4%	3%	1%
Q11. Contact with Others: Family					
Yes	65%	61%	67%	76%	73%
No	35%	39%	33%	24%	27%
Q11. Contact with Others: Friends					
Yes	12%	17%	19%	13%	14%
No	88%	83%	81%	88%	86%
Q11. Contact with Others: Co-workers					
Yes	14%	13%	15%	7%	9%
No	86%	87%	85%	93%	91%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	7%	10%	9%	5%	7%
No	93%	90%	91%	95%	93%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	16%	13%	12%	10%	14%
No	84%	87%	88%	90%	86%
Q12. Handwashing Count					
0	0%	0%	1%	0%	0%
1-3	5%	2%	5%	5%	4%
4-6	18%	19%	21%	18%	22%
7+	77%	78%	73%	77%	74%
Q13. Currently Practicing Social Distancing?					
Yes	95%	95%	97%	99%	100%
No	5%	5%	3%	1%	0%
Q14. Currently Experiencing Symptoms?					
Yes	1%	1%	3%	1%	0%
No	99%	98%	95%	99%	100%
Unsure	0%	1%	2%	1%	0%
Q15. Likelihood of getting Coronavirus					
Yes	2%	2%	7%	9%	10%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	66%	67%	63%	54%	57%
Unsure	31%	31%	29%	37%	32%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	26%	31%	35%	33%	28%
Most are reacting appropriately	60%	60%	57%	64%	68%
Most are overreacting to the actual risks	14%	9%	8%	3%	4%
Q17. Changes to Routine					
Large changes	57%	66%	68%	68%	73%
Small changes	31%	29%	24%	25%	23%
No real changes	10%	3%	7%	5%	4%
Unsure	2%	2%	1%	1%	0%
Q18. College Degree					
Yes	36%	39%	46%	69%	84%
No	64%	61%	54%	31%	16%
Q19. Latino					
Yes	3%	3%	3%	1%	0%
No	97%	97%	97%	99%	100%
Q20. Race					
White	99%	79%	65%	76%	91%
Black	0%	17%	29%	20%	7%
Asian	0%	0%	1%	1%	1%
Another race	1%	4%	4%	3%	1%
Q19-20. Race + Ethnicity					
White	96%	76%	58%	72%	91%
Black	0%	18%	35%	24%	6%
Asian	0%	0%	1%	1%	2%
Hispanic or Latino	2%	2%	2%	1%	0%
Another race	1%	3%	3%	3%	1%
Q21. Panel Willingness					
Yes	74%	80%	81%	87%	97%
No	26%	20%	19%	13%	3%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	97%	78%	59%	72%	91%
Black	1%	18%	36%	26%	7%
Hispanic	0%	1%	1%	1%	0%
Other	1%	3%	3%	2%	2%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	10%	37%	53%	62%	76%
Republican	72%	32%	15%	7%	1%
Other / Unaffiliated	18%	31%	32%	31%	23%
DEMOGRAPHICS - AGE					
18-34	2%	5%	9%	4%	0%
35-49	8%	11%	17%	17%	8%
50-64	23%	25%	29%	30%	29%
65-79	36%	41%	33%	39%	51%
80+	32%	18%	11%	11%	11%
DEMOGRAPHICS - GENDER					
Female	62%	63%	60%	60%	58%
Male	38%	37%	40%	40%	42%
CLARITY SCORES: PARTY					
0-19	86%	44%	20%	8%	1%
20-39	3%	7%	5%	4%	0%
40-59	1%	6%	7%	5%	1%
60-79	3%	6%	10%	12%	2%
80-100	7%	37%	59%	71%	96%
CLARITY SCORES: TURNOUT					
0-19	0%	0%	1%	0%	0%
20-39	3%	2%	4%	2%	0%
40-59	3%	4%	6%	3%	0%
60-79	5%	10%	14%	11%	0%
80-100	90%	84%	75%	85%	100%
CLARITY SCORES: COLLEGE					
0-19	30%	20%	12%	8%	0%
20-39	37%	34%	34%	14%	7%
40-59	12%	20%	29%	20%	10%
60-79	10%	12%	13%	31%	22%
80-100	10%	14%	13%	27%	60%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	0%	2%	5%	9%	15%
20-39	2%	9%	24%	31%	40%
40-59	6%	30%	39%	39%	41%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	52%	51%	30%	20%	5%
80-100	39%	8%	2%	1%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	94%	56%	23%	8%	1%
20-39	6%	37%	51%	26%	10%
40-59	0%	7%	24%	55%	47%
60-79	0%	1%	2%	10%	41%
80-100	0%	0%	0%	0%	1%
MEDIA MARKET					
Charlotte NC	27%	24%	22%	21%	20%
Greensboro-High Point-Winston Salem NC	26%	20%	17%	15%	11%
Norfolk-Portsmouth-Newport News VA	1%	3%	2%	2%	0%
Greenville-New Bern-Washington NC	7%	8%	11%	5%	5%
Wilmington NC	6%	5%	4%	6%	4%
Raleigh-Durham (Fayetteville) NC	27%	32%	34%	40%	46%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	4%	6%	9%	9%	13%
Myrtle Beach-Florence SC	1%	2%	1%	1%	1%
DEMOGRAPHICS - PHONE TYPE					
Land-line	92%	84%	70%	81%	90%
Wireless	8%	16%	30%	19%	10%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	100%	98%	95%	99%	100%
No	0%	2%	5%	1%	0%
Panel Respondent					
Yes	20%	19%	16%	18%	24%
No	80%	81%	84%	82%	76%

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

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(63)	(243)	(462)	(515)	(138)
Q1. Health Quality					
Poor	3%	3%	5%	5%	2%
Fair	24%	15%	17%	15%	18%
Good	37%	45%	43%	46%	49%
Very Good	37%	37%	35%	34%	31%
Q4. Number of People in HH					
1-3	75%	74%	78%	82%	85%
4-6	23%	25%	21%	17%	15%
7+	2%	1%	1%	1%	1%
Q5. Children in HH					
One	14%	13%	10%	12%	8%
Two	7%	12%	8%	5%	5%
Three or more	2%	6%	5%	3%	3%
None	78%	69%	77%	79%	84%
Q6. Non-HH Face to Face Count					
0	38%	45%	39%	31%	22%
1-3	48%	39%	43%	46%	49%
4-6	7%	9%	9%	12%	17%
7+	7%	8%	9%	10%	12%
Q7. Six Feet Away? (If Q6 > 0)					
0	12%	17%	17%	14%	11%
1-3	76%	60%	62%	62%	62%
4-6	12%	14%	11%	14%	17%
7+	0%	9%	10%	10%	10%
Q8. HH Member Going to Work					
Yes	33%	30%	35%	33%	37%
No	67%	68%	62%	65%	59%
Unsure	0%	2%	3%	3%	3%
Q9. Children Interacting with Other Children					
Yes	18%	17%	22%	22%	31%
No	82%	81%	78%	76%	69%
Unsure	0%	1%	0%	2%	0%
Q10. Times in Group > 20 in Last Week					
0	84%	85%	76%	74%	74%
1-3	16%	10%	17%	19%	21%
4-6	0%	2%	4%	2%	2%
7+	0%	3%	4%	4%	4%
Q11. Contact with Others: Family					
Yes	76%	68%	68%	64%	67%
No	24%	32%	32%	36%	33%
Q11. Contact with Others: Friends					
Yes	22%	20%	14%	14%	13%
No	78%	80%	86%	86%	87%
Q11. Contact with Others: Co-workers					
Yes	10%	11%	14%	13%	8%
No	90%	89%	86%	87%	92%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	7%	8%	9%	9%	5%
No	93%	92%	91%	91%	95%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	16%	10%	14%	15%	10%
No	84%	90%	86%	85%	90%
Q12. Handwashing Count					
0	2%	1%	0%	0%	0%
1-3	2%	7%	4%	4%	3%
4-6	24%	22%	19%	17%	21%
7+	71%	70%	76%	79%	76%
Q13. Currently Practicing Social Distancing?					
Yes	100%	97%	97%	96%	96%
No	0%	3%	3%	4%	4%
Q14. Currently Experiencing Symptoms?					
Yes	0%	1%	3%	1%	1%
No	100%	98%	96%	98%	99%
Unsure	0%	1%	2%	1%	0%
Q15. Likelihood of getting Coronavirus					
Yes	11%	11%	4%	3%	2%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	51%	63%	64%	64%	74%
Unsure	38%	26%	32%	33%	25%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	26%	32%	32%	30%	31%
Most are reacting appropriately	66%	60%	59%	63%	60%
Most are overreacting to the actual risks	9%	8%	9%	7%	10%
Q17. Changes to Routine					
Large changes	75%	66%	65%	68%	57%
Small changes	21%	26%	27%	26%	36%
No real changes	2%	6%	6%	5%	6%
Unsure	2%	1%	2%	1%	1%
Q18. College Degree					
Yes	54%	56%	46%	50%	33%
No	46%	44%	54%	50%	67%
Q19. Latino					
Yes	6%	5%	3%	2%	1%
No	94%	95%	97%	98%	99%
Q20. Race					
White	91%	88%	79%	72%	83%
Black	0%	6%	18%	24%	17%
Asian	2%	2%	0%	1%	0%
Another race	7%	4%	3%	3%	0%
Q19-20. Race + Ethnicity					
White	84%	82%	72%	69%	83%
Black	0%	8%	23%	28%	16%
Asian	3%	2%	0%	0%	0%
Hispanic or Latino	5%	5%	2%	1%	1%
Another race	8%	3%	3%	2%	0%
Q21. Panel Willingness					
Yes	80%	84%	86%	80%	75%
No	20%	16%	14%	20%	25%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	87%	83%	74%	70%	83%
Black	0%	10%	23%	28%	17%
Hispanic	2%	4%	1%	0%	0%
Other	11%	4%	3%	1%	0%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	44%	43%	48%	42%	24%
Republican	11%	16%	18%	35%	60%
Other / Unaffiliated	44%	41%	34%	24%	16%
DEMOGRAPHICS - AGE					
18-34	17%	16%	6%	2%	1%
35-49	11%	23%	17%	8%	6%
50-64	33%	28%	29%	25%	23%
65-79	35%	26%	34%	43%	43%
80+	3%	8%	14%	22%	26%
DEMOGRAPHICS - GENDER					
Female	46%	39%	66%	65%	72%
Male	54%	61%	34%	35%	28%
CLARITY SCORES: PARTY					
0-19	13%	20%	23%	46%	73%
20-39	6%	7%	6%	3%	2%
40-59	13%	8%	7%	3%	1%
60-79	10%	14%	10%	4%	2%
80-100	59%	51%	54%	44%	22%
CLARITY SCORES: TURNOUT					
0-19	0%	1%	0%	0%	0%
20-39	3%	9%	2%	1%	1%
40-59	10%	9%	6%	1%	1%
60-79	21%	20%	11%	5%	1%
80-100	66%	61%	80%	92%	96%
CLARITY SCORES: COLLEGE					
0-19	17%	11%	12%	15%	36%
20-39	25%	20%	31%	33%	26%
40-59	17%	27%	25%	19%	10%
60-79	11%	19%	17%	15%	12%
80-100	29%	23%	14%	17%	15%
CLARITY SCORES: CHOICE					
0-19	2%	2%	3%	24%	65%
20-39	14%	15%	30%	42%	26%
40-59	33%	43%	40%	25%	7%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	29%	25%	18%	8%	1%
80-100	22%	16%	9%	1%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY					
0-19	22%	25%	30%	51%	77%
20-39	41%	35%	39%	30%	17%
40-59	27%	29%	25%	17%	5%
60-79	10%	10%	6%	2%	1%
80-100	0%	0%	0%	0%	0%
MEDIA MARKET					
Charlotte NC	25%	21%	21%	23%	36%
Greensboro-High Point-Winston Salem NC	17%	15%	20%	19%	20%
Norfolk-Portsmouth-Newport News VA	2%	2%	3%	2%	1%
Greenville-New Bern-Washington NC	3%	10%	8%	9%	4%
Wilmington NC	5%	4%	6%	5%	4%
Raleigh-Durham (Fayetteville) NC	37%	36%	32%	34%	30%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	10%	12%	9%	5%	5%
Myrtle Beach-Florence SC	2%	0%	2%	2%	1%
DEMOGRAPHICS - PHONE TYPE					
Land-line	70%	59%	78%	88%	95%
Wireless	30%	41%	22%	12%	5%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	97%	96%	93%	98%	98%
No	3%	4%	7%	2%	2%
Panel Respondent					
Yes	17%	15%	15%	22%	22%
No	83%	85%	85%	78%	78%

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

	0-19	20-39	40-59	60-79	80-100
<i>n</i>	(560)	(447)	(283)	(69)	(1)
Q1. Health Quality					
Poor	4%	5%	5%	1%	0%
Fair	14%	20%	17%	7%	0%
Good	46%	44%	45%	46%	0%
Very Good	36%	30%	34%	45%	100%
Q4. Number of People in HH					
1-3	78%	81%	79%	89%	100%
4-6	21%	17%	20%	11%	0%
7+	1%	1%	1%	0%	0%
Q5. Children in HH					
One	11%	12%	13%	3%	0%
Two	9%	6%	5%	8%	0%
Three or more	4%	4%	3%	0%	0%
None	76%	77%	79%	89%	100%
Q6. Non-HH Face to Face Count					
0	34%	34%	38%	55%	0%
1-3	41%	47%	48%	37%	0%
4-6	12%	12%	10%	5%	100%
7+	14%	7%	5%	3%	0%
Q7. Six Feet Away? (If Q6 > 0)					
0	16%	14%	11%	28%	0%
1-3	59%	65%	65%	59%	0%
4-6	13%	14%	14%	14%	0%
7+	12%	8%	9%	0%	0%
Q8. HH Member Going to Work					
Yes	35%	35%	28%	23%	0%
No	63%	61%	70%	77%	0%
Unsure	2%	4%	2%	0%	0%
Q9. Children Interacting with Other Children					
Yes	21%	18%	28%	29%	0%
No	78%	81%	72%	71%	0%
Unsure	2%	1%	0%	0%	0%
Q10. Times in Group > 20 in Last Week					
0	79%	71%	78%	92%	0%
1-3	15%	21%	16%	7%	0%
4-6	2%	3%	2%	0%	0%
7+	4%	4%	3%	2%	0%
Q11. Contact with Others: Family					
Yes	68%	59%	73%	70%	0%
No	32%	41%	27%	30%	0%
Q11. Contact with Others: Friends					
Yes	14%	20%	18%	2%	0%
No	86%	80%	82%	98%	0%
Q11. Contact with Others: Co-workers					
Yes	13%	15%	8%	6%	0%
No	87%	85%	92%	94%	0%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	7%	11%	8%	0%	0%
No	93%	89%	92%	100%	0%
Q11. Contact with Others: Any other type of person not already mentioned					
Yes	14%	12%	11%	16%	0%
No	86%	88%	89%	84%	0%
Q12. Handwashing Count					
0	0%	1%	0%	0%	0%
1-3	4%	3%	6%	5%	0%
4-6	21%	19%	17%	22%	0%
7+	75%	76%	77%	73%	0%
Q13. Currently Practicing Social Distancing?					
Yes	95%	98%	99%	100%	0%
No	5%	3%	1%	0%	0%
Q14. Currently Experiencing Symptoms?					
Yes	1%	2%	1%	3%	0%
No	99%	96%	98%	97%	0%
Unsure	1%	2%	1%	0%	0%
Q15. Likelihood of getting Coronavirus					
Yes	4%	5%	5%	14%	0%

Confidential

	0-19	20-39	40-59	60-79	80-100
No	66%	64%	61%	47%	0%
Unsure	30%	31%	34%	40%	0%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	27%	30%	42%	34%	0%
Most are reacting appropriately	63%	62%	53%	62%	0%
Most are overreacting to the actual risks	11%	8%	5%	3%	0%
Q17. Changes to Routine					
Large changes	63%	69%	66%	75%	0%
Small changes	29%	25%	27%	22%	0%
No real changes	6%	5%	6%	3%	0%
Unsure	2%	1%	0%	0%	0%
Q18. College Degree					
Yes	47%	37%	62%	81%	0%
No	53%	63%	38%	19%	0%
Q19. Latino					
Yes	3%	2%	3%	0%	0%
No	97%	98%	97%	100%	0%
Q20. Race					
White	97%	66%	61%	77%	0%
Black	1%	29%	34%	18%	0%
Asian	0%	1%	1%	2%	0%
Another race	2%	4%	5%	4%	0%
Q19-20. Race + Ethnicity					
White	95%	60%	53%	78%	100%
Black	1%	33%	40%	17%	0%
Asian	0%	1%	1%	1%	0%
Hispanic or Latino	2%	2%	2%	0%	0%
Another race	1%	4%	4%	3%	0%
Q21. Panel Willingness					
Yes	80%	79%	88%	87%	0%
No	20%	21%	13%	13%	0%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	97%	61%	53%	77%	100%
Black	1%	34%	42%	22%	0%
Hispanic	1%	0%	2%	0%	0%
Other	1%	5%	3%	1%	0%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	9%	62%	74%	83%	100%
Republican	63%	5%	1%	0%	0%
Other / Unaffiliated	29%	33%	25%	17%	0%
DEMOGRAPHICS - AGE					
18-34	4%	6%	5%	9%	0%
35-49	14%	11%	13%	13%	0%
50-64	29%	26%	27%	17%	100%
65-79	34%	40%	39%	45%	0%
80+	18%	17%	15%	16%	0%
DEMOGRAPHICS - GENDER					
Female	55%	68%	62%	65%	0%
Male	45%	32%	38%	35%	100%
CLARITY SCORES: PARTY					
0-19	82%	5%	1%	0%	0%
20-39	6%	5%	2%	0%	0%
40-59	4%	8%	3%	0%	0%
60-79	6%	12%	5%	1%	0%
80-100	3%	70%	89%	99%	100%
CLARITY SCORES: TURNOUT					
0-19	0%	0%	0%	0%	0%
20-39	2%	4%	2%	0%	0%
40-59	3%	6%	3%	3%	0%
60-79	8%	12%	10%	7%	0%
80-100	87%	77%	85%	90%	100%
CLARITY SCORES: COLLEGE					
0-19	20%	18%	8%	1%	0%
20-39	28%	39%	25%	6%	0%
40-59	19%	22%	24%	16%	0%
60-79	14%	13%	19%	26%	0%
80-100	19%	9%	23%	51%	100%
CLARITY SCORES: CHOICE					
0-19	38%	3%	0%	0%	0%
20-39	42%	34%	10%	4%	0%
40-59	18%	49%	37%	10%	0%

Confidential

	0-19	20-39	40-59	60-79	80-100
60-79	3%	11%	37%	29%	0%
80-100	0%	2%	16%	57%	100%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	3%	6%	6%	9%	0%
20-39	11%	19%	24%	36%	100%
40-59	23%	37%	37%	36%	0%
60-79	45%	33%	30%	17%	0%
80-100	19%	5%	2%	1%	0%
MEDIA MARKET					
Charlotte NC	27%	18%	26%	13%	100%
Greensboro-High Point-Winston Salem NC	22%	18%	17%	9%	0%
Norfolk-Portsmouth-Newport News VA	2%	3%	2%	0%	0%
Greenville-New Bern-Washington NC	7%	11%	7%	3%	0%
Wilmington NC	6%	6%	3%	3%	0%
Raleigh-Durham (Fayetteville) NC	30%	34%	37%	55%	0%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	6%	8%	7%	16%	0%
Myrtle Beach-Florence SC	1%	3%	0%	1%	0%
DEMOGRAPHICS - PHONE TYPE					
Land-line	80%	80%	83%	83%	100%
Wireless	20%	20%	17%	17%	0%
Voter File Match					
Yes	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)					
Yes	99%	94%	99%	100%	100%
No	1%	6%	1%	0%	0%
Panel Respondent					
Yes	19%	18%	19%	13%	0%
No	81%	82%	81%	87%	100%

» MEDIA MARKET *against...*

	Charlotte NC	Greensboro-High Point-Winston Salem NC	Norfolk- Portsmouth- Newport News VA	Greenville-New Bern- Washington NC	Wilmington NC	Raleigh- Durham (Fayetteville) NC	Greenville- Spartanburg SC- Asheville NC- Anderson SC	Myrtle Beach- Florence SC
<i>n</i>	(332)	(266)	(29)	(112)	(71)	(477)	(109)	(21)
Q1. Health Quality								
Poor	5%	3%	7%	3%	6%	5%	4%	0%
Fair	16%	19%	11%	15%	6%	16%	15%	29%
Good	40%	44%	50%	52%	51%	45%	49%	48%
Very Good	39%	34%	32%	30%	37%	34%	33%	24%
Q4. Number of People in HH								
1-3	79%	79%	84%	75%	81%	79%	81%	85%
4-6	19%	20%	16%	24%	19%	19%	19%	10%
7+	1%	0%	0%	1%	0%	2%	0%	5%
Q5. Children in HH								
One	12%	11%	0%	16%	16%	10%	10%	16%
Two	4%	7%	8%	11%	10%	8%	6%	0%
Three or more	5%	4%	12%	4%	3%	3%	7%	5%
None	79%	78%	80%	68%	71%	78%	77%	79%
Q6. Non-HH Face to Face Count								
0	34%	35%	38%	34%	33%	36%	43%	37%
1-3	45%	44%	42%	38%	42%	47%	44%	37%
4-6	11%	12%	21%	14%	12%	10%	4%	16%
7+	11%	9%	0%	15%	13%	7%	9%	11%
Q7. Six Feet Away? (If Q6 > 0)								
0	13%	13%	14%	21%	21%	15%	14%	18%
1-3	60%	69%	71%	52%	54%	63%	64%	36%
4-6	17%	10%	14%	13%	10%	13%	8%	18%
7+	10%	7%	0%	15%	15%	8%	14%	27%
Q8. HH Member Going to Work								
Yes	34%	37%	26%	38%	32%	30%	35%	33%
No	64%	59%	74%	58%	63%	68%	65%	61%
Unsure	3%	4%	0%	3%	5%	2%	0%	6%
Q9. Children Interacting with Other Children								
Yes	25%	12%	0%	34%	33%	21%	11%	33%
No	75%	85%	100%	66%	67%	78%	89%	67%
Unsure	0%	4%	0%	0%	0%	1%	0%	0%
Q10. Times in Group > 20 in Last Week								
0	75%	81%	70%	73%	85%	76%	83%	65%
1-3	18%	13%	26%	20%	12%	19%	13%	6%
4-6	5%	2%	4%	2%	0%	1%	2%	6%
7+	2%	4%	0%	5%	3%	4%	2%	24%
Q11. Contact with Others: Family								
Yes	64%	66%	77%	72%	69%	68%	69%	75%
No	36%	34%	23%	28%	31%	32%	31%	25%
Q11. Contact with Others: Friends								
Yes	17%	16%	5%	18%	17%	15%	11%	33%
No	83%	84%	95%	83%	83%	85%	89%	67%
Q11. Contact with Others: Co-workers								
Yes	11%	16%	0%	15%	8%	12%	13%	25%
No	89%	84%	100%	85%	92%	88%	88%	75%
Q11. Contact with Others: Clients, patients, or patrons								
Yes	11%	10%	0%	8%	4%	8%	8%	22%
No	89%	90%	100%	92%	96%	92%	92%	78%
Q11. Contact with Others: Any other type of person not already mentioned								
Yes	13%	13%	5%	14%	18%	13%	12%	25%
No	87%	87%	95%	86%	82%	87%	88%	75%
Q12. Handwashing Count								
0	0%	0%	0%	0%	0%	1%	0%	0%
1-3	5%	4%	5%	1%	2%	5%	6%	8%
4-6	20%	21%	23%	25%	18%	16%	26%	8%
7+	75%	75%	73%	74%	81%	77%	68%	85%
Q13. Currently Practicing Social Distancing?								
Yes	96%	98%	95%	96%	93%	97%	98%	85%
No	4%	2%	5%	4%	7%	3%	2%	15%
Q14. Currently Experiencing Symptoms?								
Yes	2%	1%	0%	1%	5%	1%	1%	0%
No	97%	97%	100%	99%	95%	98%	98%	100%
Unsure	2%	1%	0%	0%	0%	1%	1%	0%

Confidential

	Charlotte NC	Greensboro-High Point-Winston Salem NC	Norfolk- Portsmouth- Newport News VA	Greenville-New Bern- Washington NC	Wilmington NC	Raleigh- Durham (Fayetteville) NC	Greenville- Spartanburg SC- Asheville NC- Anderson SC	Myrtle Beach- Florence SC
Q15. Likelihood of getting Coronavirus								
Yes	5%	6%	0%	6%	5%	3%	10%	0%
No	62%	59%	68%	71%	77%	66%	60%	58%
Unsure	33%	35%	32%	23%	18%	31%	30%	42%
Q16. NC Response to Coronavirus								
Most are underestimating the risks	33%	34%	38%	30%	28%	29%	24%	46%
Most are reacting appropriately	58%	59%	57%	59%	68%	62%	61%	54%
Most are overreacting to the actual risks	9%	7%	5%	11%	4%	8%	14%	0%
Q17. Changes to Routine								
Large changes	65%	66%	68%	61%	63%	69%	64%	54%
Small changes	29%	24%	14%	33%	30%	25%	29%	46%
No real changes	5%	7%	18%	6%	7%	4%	6%	0%
Unsure	2%	3%	0%	0%	0%	1%	1%	0%
Q18. College Degree								
Yes	48%	47%	52%	37%	53%	51%	52%	31%
No	52%	53%	48%	63%	47%	49%	48%	69%
Q19. Latino								
Yes	3%	5%	0%	1%	4%	2%	6%	0%
No	97%	95%	100%	99%	96%	98%	94%	100%
Q20. Race								
White	87%	81%	91%	67%	78%	72%	91%	62%
Black	11%	16%	5%	28%	19%	23%	6%	15%
Asian	0%	1%	5%	0%	0%	1%	1%	0%
Another race	1%	2%	0%	5%	4%	4%	1%	23%
Q19-20. Race + Ethnicity								
White	81%	74%	90%	69%	76%	68%	88%	38%
Black	15%	21%	7%	27%	18%	26%	6%	38%
Asian	1%	1%	3%	0%	0%	1%	1%	0%
Hispanic or Latino	3%	3%	0%	1%	3%	1%	5%	0%
Another race	1%	1%	0%	4%	3%	4%	1%	24%
Q21. Panel Willingness								
Yes	78%	80%	86%	81%	72%	85%	89%	92%
No	22%	20%	14%	19%	28%	15%	11%	8%
DEMOGRAPHICS - RACE ON FILE								
Caucasian	83%	76%	90%	70%	77%	68%	94%	33%
Black	14%	21%	10%	26%	15%	28%	5%	43%
Hispanic	1%	0%	0%	1%	3%	1%	1%	0%
Other	2%	2%	0%	4%	4%	3%	1%	24%
DEMOGRAPHICS - PARTY ON FILE								
Democrat	39%	42%	34%	46%	34%	47%	36%	76%
Republican	31%	33%	17%	26%	35%	24%	19%	5%
Other / Unaffiliated	30%	25%	48%	29%	31%	29%	45%	19%
DEMOGRAPHICS - AGE								
18-34	4%	6%	7%	6%	10%	6%	16%	0%
35-49	11%	15%	14%	14%	20%	14%	16%	0%
50-64	29%	30%	28%	28%	21%	27%	18%	19%
65-79	36%	35%	41%	39%	35%	36%	39%	52%
80+	20%	15%	10%	13%	14%	17%	11%	29%
DEMOGRAPHICS - GENDER								
Female	61%	58%	55%	51%	68%	64%	58%	76%
Male	39%	42%	45%	49%	32%	36%	42%	24%
CLARITY SCORES: PARTY								
0-19	43%	39%	24%	32%	44%	30%	29%	10%
20-39	5%	5%	0%	3%	8%	4%	6%	10%
40-59	5%	5%	14%	8%	3%	4%	11%	0%
60-79	7%	7%	14%	8%	13%	7%	8%	0%
80-100	39%	44%	48%	49%	32%	55%	45%	81%
CLARITY SCORES: TURNOUT								
0-19	0%	0%	0%	1%	0%	0%	0%	0%
20-39	5%	2%	7%	4%	3%	2%	4%	0%
40-59	4%	5%	4%	7%	3%	3%	10%	10%
60-79	11%	10%	11%	6%	12%	9%	14%	5%
80-100	79%	83%	79%	81%	82%	86%	72%	86%
CLARITY SCORES: COLLEGE								

Confidential

	Charlotte NC	Greensboro-High Point-Winston Salem NC	Norfolk- Portsmouth- Newport News VA	Greenville-New Bern- Washington NC	Wilmington NC	Raleigh- Durham (Fayetteville) NC	Greenville- Spartanburg SC- Asheville NC- Anderson SC	Myrtle Beach- Florence SC
0-19	20%	15%	17%	11%	15%	14%	12%	24%
20-39	27%	33%	24%	38%	31%	25%	35%	48%
40-59	23%	23%	34%	28%	15%	19%	20%	14%
60-79	15%	15%	10%	11%	25%	17%	17%	10%
80-100	14%	14%	14%	13%	13%	25%	17%	5%
CLARITY SCORES: CHOICE								
0-19	19%	23%	10%	14%	20%	13%	10%	14%
20-39	32%	33%	45%	30%	29%	29%	24%	43%
40-59	30%	28%	31%	42%	28%	32%	37%	29%
60-79	13%	11%	14%	9%	17%	17%	18%	10%
80-100	6%	4%	0%	5%	6%	10%	12%	5%
CLARITY SCORES: CHURCH ATTENDANCE								
0-19	5%	4%	3%	2%	4%	5%	6%	5%
20-39	15%	14%	21%	22%	13%	18%	27%	0%
40-59	29%	34%	41%	31%	37%	31%	39%	38%
60-79	36%	38%	31%	40%	39%	37%	23%	48%
80-100	15%	10%	3%	4%	7%	9%	6%	10%
CLARITY SCORES: CLIMATE CHANGE PRIORITY								
0-19	48%	47%	31%	37%	48%	36%	35%	19%
20-39	25%	31%	48%	44%	36%	33%	34%	71%
40-59	23%	19%	21%	17%	13%	23%	21%	5%
60-79	3%	2%	0%	2%	3%	8%	11%	5%
80-100	0%	0%	0%	0%	0%	0%	0%	0%
DEMOGRAPHICS - PHONE TYPE								
Land-line	82%	83%	79%	73%	62%	82%	72%	95%
Wireless	18%	17%	21%	27%	38%	18%	28%	5%
Voter File Match								
Yes	100%	100%	100%	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%	0%	0%	0%
Registered Voter (of Voter File Matches)								
Yes	95%	95%	97%	96%	94%	97%	96%	100%
No	5%	5%	3%	4%	6%	3%	4%	0%
Panel Respondent								
Yes	19%	17%	10%	14%	7%	21%	19%	19%
No	81%	83%	90%	86%	93%	79%	81%	81%

» DEMOGRAPHICS - PHONE TYPE *against...*

	Land-line	Wireless
<i>n</i>	(1,135)	(286)
Q1. Health Quality		
Poor	6%	1%
Fair	18%	10%
Good	44%	46%
Very Good	32%	43%
Q4. Number of People in HH		
1-3	84%	61%
4-6	14%	39%
7+	1%	0%
Q5. Children in HH		
One	9%	21%
Two	4%	18%
Three or more	3%	10%
None	84%	52%
Q6. Non-HH Face to Face Count		
0	32%	48%
1-3	47%	33%
4-6	11%	10%
7+	9%	9%
Q7. Six Feet Away? (If Q6 > 0)		
0	14%	20%
1-3	65%	48%
4-6	12%	18%
7+	9%	15%
Q8. HH Member Going to Work		
Yes	30%	44%
No	67%	56%
Unsure	3%	0%
Q9. Children Interacting with Other Children		
Yes	23%	20%
No	75%	80%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week		
0	74%	87%
1-3	19%	8%
4-6	3%	2%
7+	4%	3%
Q11. Contact with Others: Family		
Yes	64%	77%
No	36%	23%
Q11. Contact with Others: Friends		
Yes	16%	13%
No	84%	87%
Q11. Contact with Others: Co-workers		
Yes	12%	13%
No	88%	87%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	9%	6%
No	91%	94%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	15%	9%
No	85%	91%
Q12. Handwashing Count		
0	0%	1%
1-3	4%	7%
4-6	20%	17%
7+	76%	75%
Q13. Currently Practicing Social Distancing?		
Yes	96%	98%
No	4%	2%
Q14. Currently Experiencing Symptoms?		
Yes	2%	1%
No	97%	99%
Unsure	1%	0%
Q15. Likelihood of getting Coronavirus		
Yes	2%	12%

Confidential

	Land-line	Wireless
No	62%	71%
Unsure	35%	17%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	32%	28%
Most are reacting appropriately	60%	61%
Most are overreacting to the actual risks	8%	11%
Q17. Changes to Routine		
Large changes	65%	68%
Small changes	28%	25%
No real changes	5%	7%
Unsure	2%	0%
Q18. College Degree		
Yes	45%	59%
No	55%	41%
Q19. Latino		
Yes	1%	7%
No	99%	93%
Q20. Race		
White	79%	80%
Black	19%	14%
Asian	1%	1%
Another race	2%	5%
Q19-20. Race + Ethnicity		
White	74%	74%
Black	22%	14%
Asian	1%	1%
Hispanic or Latino	1%	7%
Another race	2%	4%
Q21. Panel Willingness		
Yes	81%	85%
No	19%	15%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	75%	77%
Black	22%	15%
Hispanic	0%	4%
Other	2%	4%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	46%	30%
Republican	27%	30%
Other / Unaffiliated	28%	40%
DEMOGRAPHICS - AGE		
18-34	1%	28%
35-49	8%	37%
50-64	28%	24%
65-79	43%	11%
80+	20%	1%
DEMOGRAPHICS - GENDER		
Female	64%	46%
Male	36%	54%
CLARITY SCORES: PARTY		
0-19	34%	39%
20-39	4%	9%
40-59	4%	10%
60-79	7%	9%
80-100	51%	33%
CLARITY SCORES: TURNOUT		
0-19	0%	2%
20-39	2%	5%
40-59	3%	9%
60-79	8%	20%
80-100	87%	64%
CLARITY SCORES: COLLEGE		
0-19	18%	7%
20-39	32%	19%
40-59	19%	31%
60-79	14%	25%
80-100	17%	18%
CLARITY SCORES: CHOICE		
0-19	19%	7%
20-39	32%	26%
40-59	27%	49%

Confidential

	Land-line	Wireless
60-79	14%	14%
80-100	8%	4%
CLARITY SCORES: CHURCH ATTENDANCE		
0-19	4%	7%
20-39	13%	35%
40-59	32%	35%
60-79	40%	21%
80-100	12%	2%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	41%	44%
20-39	33%	34%
40-59	21%	18%
60-79	5%	5%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	24%	21%
Greensboro-High Point-Winston Salem NC	19%	16%
Norfolk-Portsmouth-Newport News VA	2%	2%
Greenville-New Bern-Washington NC	7%	10%
Wilmington NC	4%	9%
Raleigh-Durham (Fayetteville) NC	35%	30%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	7%	10%
Myrtle Beach-Florence SC	2%	0%
Voter File Match		
Yes	100%	100%
No	0%	0%
Registered Voter (of Voter File Matches)		
Yes	97%	93%
No	3%	7%
Panel Respondent		
Yes	19%	15%
No	81%	85%

» Voter File Match against...

	Yes	No
<i>n</i>	(1,421)	(294)
Q1. Health Quality		
Poor	5%	5%
Fair	16%	13%
Good	45%	47%
Very Good	34%	35%
Q4. Number of People in HH		
1-3	79%	71%
4-6	20%	24%
7+	1%	4%
Q5. Children in HH		
One	11%	14%
Two	7%	12%
Three or more	4%	7%
None	77%	68%
Q6. Non-HH Face to Face Count		
0	36%	41%
1-3	44%	34%
4-6	11%	10%
7+	9%	15%
Q7. Six Feet Away? (If Q6 > 0)		
0	15%	19%
1-3	62%	51%
4-6	13%	16%
7+	10%	14%
Q8. HH Member Going to Work		
Yes	33%	41%
No	64%	57%
Unsure	3%	2%
Q9. Children Interacting with Other Children		
Yes	21%	22%
No	78%	76%
Unsure	1%	2%
Q10. Times in Group > 20 in Last Week		
0	77%	73%
1-3	17%	19%
4-6	2%	1%
7+	4%	7%
Q11. Contact with Others: Family		
Yes	67%	63%
No	33%	37%
Q11. Contact with Others: Friends		
Yes	15%	22%
No	85%	78%
Q11. Contact with Others: Co-workers		
Yes	12%	24%
No	88%	76%
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	13%	16%
No	87%	84%
Q12. Handwashing Count		
0	0%	1%
1-3	4%	8%
4-6	19%	23%
7+	76%	67%
Q13. Currently Practicing Social Distancing?		
Yes	97%	93%
No	3%	7%
Q14. Currently Experiencing Symptoms?		
Yes	1%	5%
No	98%	94%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	5%	6%

Confidential

	Yes	No
No	64%	70%
Unsure	31%	24%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	31%	32%
Most are reacting appropriately	61%	56%
Most are overreacting to the actual risks	8%	12%
Q17. Changes to Routine		
Large changes	66%	60%
Small changes	27%	28%
No real changes	6%	11%
Unsure	1%	2%
Q18. College Degree		
Yes	48%	39%
No	52%	61%
Q19. Latino		
Yes	3%	6%
No	97%	94%
Q20. Race		
White	79%	69%
Black	17%	24%
Asian	1%	1%
Another race	3%	6%
Q19-20. Race + Ethnicity		
White	74%	65%
Black	20%	22%
Asian	1%	1%
Hispanic or Latino	2%	6%
Another race	3%	5%
Q21. Panel Willingness		
Yes	82%	74%
No	18%	26%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	76%	0%
Black	21%	0%
Hispanic	1%	0%
Other	3%	0%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	43%	0%
Republican	27%	0%
Other / Unaffiliated	30%	0%
DEMOGRAPHICS - AGE		
18-34	6%	13%
35-49	13%	21%
50-64	27%	26%
65-79	37%	30%
80+	16%	11%
DEMOGRAPHICS - GENDER		
Female	61%	55%
Male	39%	45%
CLARITY SCORES: PARTY		
0-19	35%	0%
20-39	5%	0%
40-59	5%	0%
60-79	7%	0%
80-100	47%	0%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	3%	0%
40-59	5%	0%
60-79	10%	0%
80-100	82%	0%
CLARITY SCORES: COLLEGE		
0-19	16%	0%
20-39	29%	0%
40-59	22%	0%
60-79	16%	0%
80-100	18%	0%
CLARITY SCORES: CHOICE		
0-19	17%	0%
20-39	31%	0%
40-59	32%	0%

Confidential

	Yes	No
60-79	14%	0%
80-100	7%	0%
CLARITY SCORES: CHURCH ATTENDANCE		
0-19	4%	0%
20-39	17%	0%
40-59	33%	0%
60-79	36%	0%
80-100	10%	0%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	41%	0%
20-39	33%	0%
40-59	21%	0%
60-79	5%	0%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	23%	0%
Greensboro-High Point-Winston Salem NC	19%	0%
Norfolk-Portsmouth-Newport News VA	2%	0%
Greenville-New Bern-Washington NC	8%	0%
Wilmington NC	5%	0%
Raleigh-Durham (Fayetteville) NC	34%	0%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	0%
Myrtle Beach-Florence SC	1%	0%
DEMOGRAPHICS - PHONE TYPE		
Land-line	80%	0%
Wireless	20%	0%
Registered Voter (of Voter File Matches)		
Yes	96%	0%
No	4%	0%
Panel Respondent		
Yes	18%	12%
No	82%	88%

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

	Yes	No
<i>n</i>	(1,362)	(59)
Q1. Health Quality		
Poor	4%	10%
Fair	16%	22%
Good	45%	40%
Very Good	35%	28%
Q4. Number of People in HH		
1-3	80%	71%
4-6	19%	27%
7+	1%	2%
Q5. Children in HH		
One	12%	9%
Two	7%	9%
Three or more	4%	6%
None	77%	75%
Q6. Non-HH Face to Face Count		
0	36%	31%
1-3	44%	47%
4-6	11%	4%
7+	9%	18%
Q7. Six Feet Away? (If Q6 > 0)		
0	15%	9%
1-3	62%	68%
4-6	14%	6%
7+	9%	18%
Q8. HH Member Going to Work		
Yes	33%	44%
No	65%	52%
Unsure	3%	4%
Q9. Children Interacting with Other Children		
Yes	21%	33%
No	79%	58%
Unsure	1%	8%
Q10. Times in Group > 20 in Last Week		
0	77%	78%
1-3	17%	18%
4-6	2%	2%
7+	4%	2%
Q11. Contact with Others: Family		
Yes	67%	72%
No	33%	28%
Q11. Contact with Others: Friends		
Yes	15%	23%
No	85%	77%
Q11. Contact with Others: Co-workers		
Yes	12%	23%
No	88%	78%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	8%	18%
No	92%	82%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	13%	18%
No	87%	83%
Q12. Handwashing Count		
0	0%	2%
1-3	4%	6%
4-6	20%	19%
7+	76%	72%
Q13. Currently Practicing Social Distancing?		
Yes	97%	98%
No	3%	2%
Q14. Currently Experiencing Symptoms?		
Yes	2%	0%
No	98%	98%
Unsure	1%	2%
Q15. Likelihood of getting Coronavirus		
Yes	5%	6%

Confidential

	Yes	No
No	64%	68%
Unsure	31%	26%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	31%	39%
Most are reacting appropriately	61%	52%
Most are overreacting to the actual risks	8%	9%
Q17. Changes to Routine		
Large changes	66%	67%
Small changes	27%	22%
No real changes	5%	11%
Unsure	1%	0%
Q18. College Degree		
Yes	49%	24%
No	51%	76%
Q19. Latino		
Yes	3%	7%
No	97%	93%
Q20. Race		
White	79%	84%
Black	18%	12%
Asian	1%	0%
Another race	3%	5%
Q19-20. Race + Ethnicity		
White	74%	81%
Black	21%	10%
Asian	1%	0%
Hispanic or Latino	2%	5%
Another race	3%	3%
Q21. Panel Willingness		
Yes	82%	78%
No	18%	22%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	75%	88%
Black	21%	8%
Hispanic	1%	2%
Other	3%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	44%	0%
Republican	29%	0%
Other / Unaffiliated	27%	100%
DEMOGRAPHICS - AGE		
18-34	6%	14%
35-49	13%	24%
50-64	27%	36%
65-79	38%	17%
80+	17%	10%
DEMOGRAPHICS - GENDER		
Female	61%	61%
Male	39%	39%
CLARITY SCORES: PARTY		
0-19	36%	12%
20-39	5%	10%
40-59	4%	39%
60-79	7%	25%
80-100	48%	14%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	3%	0%
40-59	5%	0%
60-79	10%	0%
80-100	82%	0%
CLARITY SCORES: COLLEGE		
0-19	16%	8%
20-39	30%	20%
40-59	20%	54%
60-79	16%	15%
80-100	18%	2%
CLARITY SCORES: CHOICE		
0-19	17%	3%
20-39	31%	24%
40-59	31%	68%

Confidential

	Yes	No
60-79	14%	6%
80-100	7%	0%
CLARITY SCORES: CHURCH ATTENDANCE		
0-19	4%	3%
20-39	17%	17%
40-59	31%	56%
60-79	37%	19%
80-100	10%	5%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	42%	18%
20-39	32%	76%
40-59	21%	6%
60-79	5%	0%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	23%	27%
Greensboro-High Point-Winston Salem NC	19%	24%
Norfolk-Portsmouth-Newport News VA	2%	2%
Greenville-New Bern-Washington NC	8%	7%
Wilmington NC	5%	7%
Raleigh-Durham (Fayetteville) NC	34%	27%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	7%
Myrtle Beach-Florence SC	2%	0%
DEMOGRAPHICS - PHONE TYPE		
Land-line	81%	64%
Wireless	19%	36%
Voter File Match		
Yes	100%	100%
No	0%	0%
Panel Respondent		
Yes	18%	20%
No	82%	80%

» Panel Respondent *against...*

	Yes	No
<i>n</i>	(291)	(1,424)
Q1. Health Quality		
Poor	3%	5%
Fair	16%	16%
Good	49%	44%
Very Good	32%	35%
Q4. Number of People in HH		
1-3	81%	77%
4-6	18%	21%
7+	0%	2%
Q5. Children in HH		
One	11%	12%
Two	6%	8%
Three or more	2%	5%
None	81%	74%
Q6. Non-HH Face to Face Count		
0	36%	37%
1-3	45%	41%
4-6	10%	11%
7+	8%	11%
Q7. Six Feet Away? (If Q6 > 0)		
0	13%	16%
1-3	67%	58%
4-6	12%	14%
7+	8%	11%
Q8. HH Member Going to Work		
Yes	31%	36%
No	67%	62%
Unsure	2%	3%
Q9. Children Interacting with Other Children		
Yes	27%	20%
No	69%	79%
Unsure	4%	1%
Q10. Times in Group > 20 in Last Week		
0	77%	76%
1-3	19%	17%
4-6	1%	2%
7+	3%	5%
Q11. Contact with Others: Family		
Yes	64%	67%
No	36%	33%
Q11. Contact with Others: Friends		
Yes	16%	17%
No	84%	83%
Q11. Contact with Others: Co-workers		
Yes	13%	16%
No	87%	84%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	9%	9%
No	91%	91%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	13%	14%
No	87%	86%
Q12. Handwashing Count		
0	0%	1%
1-3	4%	5%
4-6	21%	20%
7+	75%	74%
Q13. Currently Practicing Social Distancing?		
Yes	96%	96%
No	4%	4%
Q14. Currently Experiencing Symptoms?		
Yes	2%	2%
No	97%	97%
Unsure	2%	1%
Q15. Likelihood of getting Coronavirus		
Yes	6%	5%

Confidential

	Yes	No
No	62%	66%
Unsure	32%	29%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	31%	31%
Most are reacting appropriately	63%	59%
Most are overreacting to the actual risks	6%	10%
Q17. Changes to Routine		
Large changes	65%	65%
Small changes	29%	27%
No real changes	5%	7%
Unsure	1%	2%
Q18. College Degree		
Yes	50%	45%
No	50%	55%
Q19. Latino		
Yes	2%	4%
No	98%	96%
Q20. Race		
White	83%	75%
Black	15%	20%
Asian	0%	1%
Another race	1%	4%
Q19-20. Race + Ethnicity		
White	80%	71%
Black	16%	21%
Asian	0%	1%
Hispanic or Latino	2%	3%
Another race	1%	4%
Q21. Panel Willingness		
Yes	92%	77%
No	8%	23%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	81%	74%
Black	17%	22%
Hispanic	1%	1%
Other	2%	3%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	39%	43%
Republican	30%	27%
Other / Unaffiliated	31%	30%
DEMOGRAPHICS - AGE		
18-34	2%	9%
35-49	10%	16%
50-64	32%	26%
65-79	40%	35%
80+	16%	15%
DEMOGRAPHICS - GENDER		
Female	65%	59%
Male	35%	41%
CLARITY SCORES: PARTY		
0-19	37%	35%
20-39	5%	5%
40-59	5%	5%
60-79	7%	8%
80-100	46%	47%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	2%	3%
40-59	2%	5%
60-79	8%	10%
80-100	87%	81%
CLARITY SCORES: COLLEGE		
0-19	14%	16%
20-39	27%	30%
40-59	21%	22%
60-79	18%	15%
80-100	20%	17%
CLARITY SCORES: CHOICE		
0-19	18%	16%
20-39	32%	30%
40-59	27%	33%

Confidential

	Yes	No
60-79	14%	14%
80-100	9%	7%
CLARITY SCORES: CHURCH ATTENDANCE		
0-19	4%	4%
20-39	14%	18%
40-59	26%	34%
60-79	44%	35%
80-100	12%	9%
CLARITY SCORES: CLIMATE CHANGE PRIORITY		
0-19	43%	41%
20-39	32%	33%
40-59	21%	21%
60-79	4%	5%
80-100	0%	0%
MEDIA MARKET		
Charlotte NC	24%	23%
Greensboro-High Point-Winston Salem NC	18%	19%
Norfolk-Portsmouth-Newport News VA	1%	2%
Greenville-New Bern-Washington NC	6%	8%
Wilmington NC	2%	6%
Raleigh-Durham (Fayetteville) NC	39%	33%
Greenville-Spartanburg SC-Asheville NC-Anderson SC	8%	8%
Myrtle Beach-Florence SC	2%	1%
DEMOGRAPHICS - PHONE TYPE		
Land-line	84%	79%
Wireless	16%	21%
Voter File Match		
Yes	88%	82%
No	12%	18%
Registered Voter (of Voter File Matches)		
Yes	95%	96%
No	5%	4%

