contact@claritycampaigns.com +1 202 999 3225

April 18-20, 2020

NC Duke COVID-19 WK4

N size: 1,345

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

Weighted Toplines

) Q1. Health Quality

	%
Poor	5
Fair	15
Good	46
Very Good	35

>> Q4. Number of People in HH

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

» Q5. Children in HH

	%
One	15
Two	11
Three or more	7
None	66

>> Q6. Non-HH Face to Face Count

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

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

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

» Q8. HH Member Going to Work

	%
Yes	45
No	53
Unsure	2

>> Q9. Children Interacting with Other Children

	%
Yes	19
No	80
Unsure	1

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

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

» Q11. Contact with Others

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

» Q12. Handwashing Count

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

>> Q13. Currently Practicing Social Distancing?

	%
Yes	96
No	4

) Q14. Currently Experiencing Symptoms?

	%
Yes	3
No	97
Unsure	1

>> Q15. Likelihood of getting Coronavirus

	%
Yes	11
No	65
Unsure	25

>> Q16. NC Response to Coronavirus

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

» Q17. Changes to Routine

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

» Q18. College Degree

	%
Yes	31
No	69

» Q19. Latino

	%
Yes	8
No	92

» Q20. Race

	%
White	76
Black	20
Asian	1
Another race	3

© Clarity Campaign Labs 2 of 122

>> Q19-20. Race + Ethnicity

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

» Q21. Panel Willingness

	%
Yes	76
No	24

>> DEMOGRAPHICS - RACE ON FILE

	%
Caucasian	76
Black	20
Hispanic	1
Other	3

DEMOGRAPHICS - PARTY ON FILE

	%
Democrat	37
Republican	29
Other / Unaffiliated	34

>> DEMOGRAPHICS - AGE

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

>> DEMOGRAPHICS - GENDER

	%
Female	52
Male	48

) CLARITY SCORES

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

» MEDIA MARKET

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

» DEMOGRAPHICS - PHONE TYPE

	%
Land-line	62
Wireless	38

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>> Voter File Match

	%	
Yes	76	
No	24	

» Registered Voter (of Voter File Matches)

	%
Yes	93
No	7

>> Panel Respondent

	%
Yes	17
No	83

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Unweighted Crosstabs

» Q1. Health Quality against...

	Poor	Fair	Good	Very Good
n	(72)	(268)	(756)	(549)
Q4. Number of People in HH	, ,	, ,	, ,	. ,
1-3	83%	82%	75%	74%
4-6	10%	15%	22%	23%
7+	7%	2%	3%	3%
Q5. Children in HH				
One	4%	9%	10%	13%
Two	10%	8%	7%	9%
Three or more None	0% 85%	2% 80%	6% 76%	6% 72%
Q6. Non-HH Face to Face Count	63/0	8076	70%	72/0
0	32%	30%	35%	38%
1-3	45%	48%	41%	36%
4-6	7%	13%	12%	12%
7+	16%	9%	13%	14%
Q7. Six Feet Away? (If Q6 > 0)				
0	24%	16%	19%	18%
1-3	48%	58%	54%	51%
4-6	15%	15%	14%	14%
7+	13%	11%	13%	17%
Q8. HH Member Going to Work	3En/	240/	270/	240/
Yes No	35% 62%	24% 72%	37% 60%	34% 65%
Unsure	3%	4%	2%	1%
Q9. Children Interacting with Other Children		170	-70	1/0
Yes	25%	14%	18%	20%
No	75%	83%	80%	80%
Unsure	0%	2%	2%	1%
Q10. Times in Group > 20 in Last Week				
0	72%	70%	77%	78%
1-3	19%	23%	17%	17%
4-6	0%	3%	2%	3%
7+	9%	4%	4%	3%
Q11. Contact with Others: Family Yes	66%	59%	65%	69%
No No	34%	41%	35%	31%
Q11. Contact with Others: Friends	3470	41/0	3370	31/0
Yes	35%	19%	14%	18%
No	65%	81%	86%	82%
Q11. Contact with Others: Co-workers				
Yes	15%	12%	10%	12%
No	85%	88%	90%	88%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	16%	9%	7%	9%
No	84%	91%	93%	91%
Q11. Contact with Others: Any other type of person not already me Yes	19%	13%	12%	13%
No No	81%	87%	88%	87%
Q12. Handwashing Count	01/0	0770	0070	0770
0	5%	1%	0%	0%
1-3	14%	7%	5%	5%
4-6	19%	23%	21%	17%
7+	62%	69%	73%	78%
Q13. Currently Practicing Social Distancing?				
Yes	93%	91%	96%	97%
No	7%	9%	4%	3%
Q14. Currently Experiencing Symptoms?	1201	401	40/	20/
Yes No	12%	4% 95%	1% 97%	2% 98%
Unsure	83% 5%	95% 1%	1%	98% 0%
Q15. Likelihood of getting Coronavirus	3/0	1/0	1/0	0/0
Yes	10%	6%	5%	9%
No	55%	57%	64%	70%
Unsure	34%	37%	31%	21%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	42%	36%	30%	23%
Most are reacting appropriately	40%	58%	62%	67%
Clarity Compaign Labo				

© Clarity Campaign Labs 5 of 122

				dential
	Poor	Fair	Good	Very Good
Most are overreacting to the actual risks	18%	7%	8%	10%
Q17. Changes to Routine				
Large changes	58%	59%	65%	65%
Small changes	18%	29%	29%	24%
No real changes	18%	9%	5%	10%
Unsure	7%	3%	1%	2%
Q18. College Degree				
Yes	32%	31%	44%	61%
No	68%	69%	56%	39%
Q19. Latino				
Yes	5%	2%	3%	3%
No	95%	98%	97%	97%
Q20. Race	3370	3070	3770	3770
White	68%	67%	77%	80%
Black	23%	28%	19%	15%
Asian	0%	1%	1%	2%
Another race	9%	5%	3%	3%
Q19-20. Race + Ethnicity				
White	67%	68%	71%	77%
Black	21%	25%	22%	16%
Asian	1%	0%	1%	2%
Hispanic or Latino	4%	2%	3%	2%
Another race	7%	5%	3%	3%
Q21. Panel Willingness				
Yes	75%	82%	79%	82%
No	25%	18%	21%	18%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	79%	73%	74%	81%
Black	17%	23%	23%	17%
Hispanic	2%	0%	1%	0%
Other	2%	3%	3%	1%
	270	3/0	3/0	1/0
DEMOGRAPHICS - PARTY ON FILE				
Democrat	38%	42%	45%	42%
Republican	28%	31%	27%	28%
Other / Unaffiliated	34%	28%	27%	30%
DEMOGRAPHICS - AGE				
18-34	4%	4%	9%	12%
35-49	8%	7%	14%	19%
50-64	36%	26%	26%	29%
65-79	32%	40%	38%	31%
80+	19%	23%	13%	9%
DEMOGRAPHICS - GENDER	·			
Female	58%	65%	64%	59%
Male	42%	35%	36%	41%
	4270	3370	3070	41/0
CLARITY SCORES: PARTY				
0-19	34%	34%	35%	36%
20-39	8%	8%	4%	4%
40-59	11%	8%	5%	7%
60-79	6%	5%	7%	7%
80-100	42%	45%	49%	46%
CLARITY SCORES: TURNOUT	72/0	.570	.570	70/0
	1	601	001	401
0-19	0%	0%	0%	1%
20-39	0%	1%	2%	2%
40-59	11%	6%	4%	5%
60-79	20%	8%	7%	8%
80-100	70%	86%	87%	85%
CLARITY SCORES: COLLEGE	7.570		2.70	33,0
	9451	2201	1.401	00/
0-19	21%	23%	14%	9%
20-39	38%	39%	34%	24%
40-59	23%	20%	20%	23%
60-79	11%	12%	15%	20%
80-100	8%	6%	17%	24%
CLARITY SCORES: CHOICE	3,0	•	,*	*
	4301	2007	100/	150/
0-19	12%	20%	16%	15%
20-39	35%	38%	30%	25%
40-59	31%	27%	34%	32%
60-79	14%	10%	13%	19%
80-100	8%	5%	7%	9%
	1 2,0			
CLARITY SCORES: CHURCH ATTENDANCE				
CLARITY SCORES: CHURCH ATTENDANCE	001	201	F0/	40/
CLARITY SCORES: CHURCH ATTENDANCE 0-19 20-39	0% 34%	3% 10%	5% 15%	4% 19%

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

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

	1-3	4-6	7+
n	(1,200)	(326)	(47)
Q1. Health Quality			
Poor	5%	2%	11%
Fair	17%	12%	13%
Good	45%	50%	43%
Very Good	32%	36%	33%
Q5. Children in HH			
One	8%	23%	3%
Two	2%	31%	13%
Three or more	1%	16%	64%
None	90%	31%	21%
Q6. Non-HH Face to Face Count	220/	200/	440/
0	33%	39%	41%
1-3	43%	32%	27%
4-6 7+	12%	15%	7%
7+ Q7. Six Feet Away? (If Q6 > 0)	12%	15%	25%
0	18%	20%	15%
1-3	56%	46%	42%
4-6	12%	20%	15%
7+	13%	14%	27%
Q8. HH Member Going to Work	13%	1470	2170
Yes	28%	56%	37%
No	70%	42%	56%
Unsure	2%	1%	7%
Q9. Children Interacting with Other Children	270	1/0	770
Yes	16%	22%	7%
No	83%	77%	86%
Unsure	1%	1%	7%
Q10. Times in Group > 20 in Last Week			
0	75%	78%	67%
1-3	19%	15%	12%
4-6	2%	3%	2%
7+	3%	4%	19%
Q11. Contact with Others: Family			
Yes	59%	87%	79%
No	41%	13%	21%
Q11. Contact with Others: Friends			
Yes	17%	14%	23%
No	83%	86%	77%
Q11. Contact with Others: Co-workers			
Yes	10%	16%	13%
No	90%	84%	87%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	8%	11%	14%
No	92%	89%	86%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	13%	13%	16%
No	87%	87%	84%
Q12. Handwashing Count	10/	00/	F0/
1-3	1%	0%	5%
1-3 4-6	6%	4% 19%	5% 14%
7+	73%	76%	76%
Q13. Currently Practicing Social Distancing?	75%	70%	70%
Yes	96%	96%	88%
No	4%	4%	12%
Q14. Currently Experiencing Symptoms?	1.70	•	/-
Yes	2%	2%	7%
No	97%	96%	93%
Unsure	1%	1%	0%
Q15. Likelihood of getting Coronavirus			
Yes	5%	11%	10%
No	65%	62%	73%
		270/	18%
Unsure	29%	27%	10/0
	29%	27%	1070

© Clarity Campaign Labs 8 of 122

	1-3	fidentia	
Mark and the second state		4-6	7+
Most are reacting appropriately	63%	59%	57%
Most are overreacting to the actual risks	8%	11%	23%
Q17. Changes to Routine Large changes	62%	69%	63%
	28%	23%	15%
Small changes	8%	6%	20%
No real changes	2%	2%	20%
Unsure	2%	2%	2%
Q18. College Degree Yes	47%	51%	46%
No No	53%	49%	54%
Q19. Latino	33/0	4370	3470
Yes	2%	6%	7%
No No	98%	94%	93%
Q20. Race	3670	3470	9370
White	76%	77%	63%
Black	20%	16%	24%
Asian	1%	3%	3%
Another race	3%	4%	11%
Q19-20. Race + Ethnicity	3/0	470	11/0
White	73%	71%	60%
Black	21%	17%	23%
Asian	1%	3%	23%
Hispanic or Latino	2%	6%	6%
Another race	3%	3%	9%
	370	3%	9%
Q21. Panel Willingness Yes	80%	83%	65%
No	20%	17%	35%
DEMOGRAPHICS - RACE ON FILE	2070	1770	3370
Caucasian	77%	75%	70%
Black	21%	19%	27%
Hispanic	0%	2%	3%
Other	2%	4%	0%
DEMOGRAPHICS - PARTY ON FILE	270	470	070
Democrat	46%	34%	36%
Republican	28%	30%	30%
Other / Unaffiliated	26%	36%	33%
DEMOGRAPHICS - AGE	20/0	30%	3370
18-34	8%	14%	11%
35-49	9%	34%	26%
50-64	26%	34%	30%
65-79	42%	13%	15%
80+	16%	5%	19%
DEMOGRAPHICS - GENDER	10%	3%	19%
	639/	630/	F20/
Female Nation	62%	62%	53%
Male	38%	38%	47%
CLARITY SCORES: PARTY	250/	270/	200/
0-19	35%	37%	39%
20-39	5%	5%	3%
40-59	5%	8%	15%
60-79	6%	9%	6%
80-100	49%	41%	36%
CLARITY SCORES: TURNOUT	00/	00/	00/
0-19	2%	0% 1%	0%
20-39		-	0%
40-59	5%	5%	7%
60-79	7%	9%	11%
80-100	86%	85%	82%
CLARITY SCORES: COLLEGE	160/	C0/	C0/
0-19	16%	6%	6%
20-39	33%	22%	45%
40-59	19%	29%	15%
60-79	16%	18%	12%
80-100	15%	25%	21%
CLARITY SCORES: CHOICE		4001	200
0-19	18%	12%	22%
20-39	31%	25%	22%
40-59	30%	39%	47%
60-79	14%	17%	9%
80-100	8%	7%	0%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	4%	5%	0%

© Clarity Campaign Labs 9 of 122

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

© Clarity Campaign Labs 10 of 122

» Q5. Children in HH against...

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

© Clarity Campaign Labs 11 of 122

	ntia

			Confider	ntial
	One	Two	Three or more	None
Most are overreacting to the actual risks	11%	6%	15%	8%
Q17. Changes to Routine				
Large changes	66%	68%	68%	63%
Small changes	21%	26%	22%	28%
No real changes	13%	4%	9%	7%
Unsure	1%	2%	1%	2%
Q18. College Degree				
Yes	50%	48%	51%	46%
No	50%	52%	49%	54%
Q19. Latino	3070	32/0	4370	3470
Yes	3%	10%	5%	2%
No	97%	90%	95%	98%
	3770	3070	93/0	36/0
Q20. Race	700/	700/	700/	770/
White	72%	78%	70%	77%
Black	22%	11%	23%	19%
Asian	2%	2%	3%	1%
Another race	4%	9%	4%	3%
Q19-20. Race + Ethnicity				
White	67%	70%	65%	74%
Black	23%	12%	22%	20%
Asian	2%	2%	2%	1%
Hispanic or Latino	3%	9%	6%	2%
Another race	4%	7%	4%	3%
Q21. Panel Willingness				
Yes	73%	79%	83%	81%
No	27%	21%	17%	19%
DEMOGRAPHICS - RACE ON FILE	2770	21/0	1770	1370
	760/	770/	710/	700/
Caucasian	76%	77%	71%	78%
Black	21%	15%	26%	20%
Hispanic	1%	3%	3%	0%
Other	2%	5%	0%	3%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	36%	32%	29%	46%
Republican	27%	30%	27%	28%
Other / Unaffiliated	36%	38%	44%	26%
DEMOGRAPHICS - AGE				
18-34	20%	15%	17%	7%
35-49	33%	41%	46%	6%
50-64	27%	28%	22%	28%
65-79	16%	11%	10%	43%
80+	4%	5%	5%	16%
	470	3/0	3/0	10%
DEMOGRAPHICS - GENDER	C 40/	F20/	F00/	620/
Female	64%	53%	59%	62%
Male	36%	47%	41%	38%
CLARITY SCORES: PARTY				
0-19	37%	35%	39%	35%
20-39	4%	4%	8%	5%
40-59	7%	14%	13%	5%
60-79	10%	10%	6%	5%
80-100	41%	37%	34%	49%
CLARITY SCORES: TURNOUT				'
0-19	0%	1%	0%	0%
20-39	2%	1%	0%	2%
40-59	6%	6%	4%	5%
60-79	11%	9%	8%	7%
	81%	83%	88%	86%
80-100	81%	03%	00%	00%
CLARITY SCORES: COLLEGE				
0-19	8%	10%	8%	16%
20-39	28%	20%	26%	33%
40-59	30%	32%	24%	19%
60-79	17%	17%	21%	16%
80-100	17%	21%	21%	16%
CLARITY SCORES: CHOICE			-	
0-19	11%	13%	10%	18%
20-39	28%	26%	33%	30%
40-59	38%	36%	45%	30%
60-79	14%	18%	7%	14%
80-100	9%	7%	5%	8%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	7%	5%	3%	4%
	28%	29%	16%	14%

© Clarity Campaign Labs 12 of 122

Confidential

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

© Clarity Campaign Labs 13 of 122

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

	0	1-3	4-6	7+
n	(528)	(610)	(183)	(192)
Q1. Health Quality	(4-5)	()	(===)	(===)
Poor	4%	5%	3%	6%
Fair	14%	19%	18%	11%
Good	46%	46%	46%	45%
Very Good	36%	30%	34%	38%
Q4. Number of People in HH				
1-3	73%	82%	73%	70%
4-6	23%	17%	25%	24%
7+	3%	2%	2%	6%
Q5. Children in HH		l	l	
One	12%	10%	10%	14%
Two	8%	6%	11%	10%
Three or more	6%	3%	7%	8%
None	74%	81%	72%	67%
Q7. Six Feet Away? (If Q6 > 0)				
0	0%	20%	16%	18%
1-3	0%	76%	28%	7%
4-6	100%	2%	52%	14%
7+	0%	2%	4%	60%
Q8. HH Member Going to Work				
Yes	26%	32%	40%	54%
No	73%	66%	57%	41%
Unsure	1%	2%	3%	5%
Q9. Children Interacting with Other Children				
Yes	11%	20%	23%	27%
No	88%	80%	75%	68%
Unsure	1%	0%	2%	5%
Q10. Times in Group > 20 in Last Week				
0	89%	72%	72%	55%
1-3	9%	24%	21%	20%
4-6	1%	2%	5%	6%
7+	1%	2%	2%	19%
Q11. Contact with Others: Family				
Yes	57%	67%	79%	74%
No	43%	33%	21%	26%
Q11. Contact with Others: Friends				
Yes	6%	20%	26%	28%
No	94%	80%	74%	72%
Q11. Contact with Others: Co-workers				
Yes	4%	9%	15%	34%
No	96%	91%	85%	66%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	3%	8%	10%	24%
No	97%	92%	90%	76%
Q11. Contact with Others: Any other type of person not already mo	entioned			
Yes	6%	15%	17%	21%
No	94%	85%	83%	79%
Q12. Handwashing Count				
0	0%	1%	1%	1%
1-3	5%	7%	4%	5%
4-6	20%	20%	19%	22%
7+	74%	73%	76%	73%
Q13. Currently Practicing Social Distancing?				
Yes	97%	96%	90%	95%
No	3%	4%	10%	5%
Q14. Currently Experiencing Symptoms?	1		<u> </u>	-
Yes	3%	2%	4%	2%
No	96%	97%	94%	98%
Unsure	2%	1%	2%	0%
Q15. Likelihood of getting Coronavirus	1			
Yes	5%	6%	7%	12%
No	67%	63%	66%	64%
Unsure	28%	31%	27%	23%
Q16. NC Response to Coronavirus	20/0	/0		
Most are underestimating the risks	31%	28%	27%	32%
Most are reacting appropriately	64%	63%	65%	49%
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© Clarity Campaign Labs 14 of 122

	0	1-3	4-6	7+
Most are overreacting to the actual risks	5%	9%	9%	18%
-	3%	9%	9%	16%
Q17. Changes to Routine	670/	620/	F00/	C40/
Large changes	67%	62%	58%	61%
Small changes	23%	29%	31%	26%
No real changes	8%	7%	8%	11%
Unsure	2%	2%	4%	1%
Q18. College Degree				
Yes	54%	43%	42%	45%
No	46%	57%	58%	55%
Q19. Latino				
Yes	3%	3%	3%	3%
No	97%	97%	97%	97%
Q20. Race				
White	78%	75%	76%	74%
Black	17%	22%	21%	18%
Asian	2%	1%	0%	2%
Another race	4%	3%	3%	6%
Q19-20. Race + Ethnicity				
White	75%	71%	73%	71%
Black	17%	23%	22%	17%
Asian	2%	1%	0%	2%
Hispanic or Latino	3%	3%	3%	3%
Another race	3%	3%	2%	8%
Q21. Panel Willingness				
Yes	81%	79%	79%	80%
No	19%	21%	21%	20%
DEMOGRAPHICS - RACE ON FILE	1570	21/0	21/0	2070
	920/	740/	770/	750/
Caucasian	82%	74%	77%	75%
Black	16%	23%	21%	17%
Hispanic	0%	1%	1%	1%
Other	2%	2%	1%	7%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	43%	46%	43%	36%
Republican	27%	28%	34%	27%
Other / Unaffiliated	30%	26%	23%	36%
DEMOGRAPHICS - AGE				
18-34	9%	8%	7%	18%
35-49	17%	11%	12%	19%
50-64	26%	26%	28%	33%
65-79	36%	38%	39%	22%
80+			14%	7%
	12%	17%	14/0	//0
DEMOGRAPHICS - GENDER	550/	600/	53 0/	500 /
Female	66%	63%	57%	52%
Male	34%	37%	43%	48%
CLARITY SCORES: PARTY				
0-19	34%	35%	43%	34%
20-39	6%	5%	3%	6%
40-59	8%	4%	8%	10%
60-79	5%	7%	4%	11%
80-100	48%	49%	43%	39%
CLARITY SCORES: TURNOUT	1%	0%	0%	0%
CLARITY SCORES: TURNOUT 0-19	1%		0% 1%	0% 2%
CLARITY SCORES: TURNOUT 0-19 20-39	1%	2%	1%	2%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59	1% 5%	2% 4%	1% 3%	2% 6%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79	1% 5% 8%	2% 4% 8%	1% 3% 3%	2% 6% 11%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100	1% 5%	2% 4%	1% 3%	2% 6%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100	1% 5% 8%	2% 4% 8%	1% 3% 3%	2% 6% 11%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE	1% 5% 8%	2% 4% 8%	1% 3% 3%	2% 6% 11%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19	1% 5% 8% 85%	2% 4% 8% 86%	1% 3% 3% 92%	2% 6% 11% 81%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39	1% 5% 8% 85%	2% 4% 8% 86%	1% 3% 3% 92%	2% 6% 11% 81%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59	1% 5% 8% 85% 14% 28%	2% 4% 8% 86% 14% 32%	1% 3% 3% 92% 17% 33%	2% 6% 11% 81% 12% 30%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79	1% 5% 8% 85% 14% 28% 18%	2% 4% 8% 86% 14% 32% 22%	1% 3% 3% 92% 17% 33% 25%	2% 6% 11% 81% 12% 30% 24%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100	1% 5% 8% 85% 14% 28% 18% 17%	2% 4% 8% 86% 14% 32% 22% 17%	1% 3% 3% 92% 17% 33% 25% 12%	2% 6% 11% 81% 12% 30% 24% 19%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE	1% 5% 8% 85% 14% 28% 117% 24%	2% 4% 8% 86% 14% 32% 22% 17% 14%	1% 3% 3% 92% 17% 33% 25% 12%	2% 6% 11% 81% 12% 30% 24% 19%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19	1% 5% 8% 85% 14% 28% 17% 24%	2% 4% 8% 86% 14% 32% 22% 17% 14%	1% 3% 3% 92% 17% 33% 25% 12% 14%	2% 6% 11% 81% 12% 30% 24% 19% 15%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39	1% 5% 8% 85% 14% 28% 17% 24%	2% 4% 8% 86% 14% 32% 22% 17% 14%	1% 3% 92% 17% 33% 25% 12% 14%	2% 6% 11% 81% 12% 30% 24% 19% 15%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59	1% 5% 8% 85% 14% 28% 17% 24% 14% 27% 33%	2% 4% 8% 86% 14% 32% 22% 17% 14% 31% 33%	1% 3% 92% 17% 33% 25% 12% 14% 24% 31% 33%	2% 6% 11% 81% 12% 30% 24% 19% 15% 16% 33% 22%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59 60-79	1% 5% 8% 85% 14% 28% 17% 24% 14% 27% 33% 16%	2% 4% 8% 86% 14% 32% 22% 17% 14% 31% 33% 13%	1% 3% 92% 17% 33% 25% 12% 14% 24% 31% 33% 7%	2% 6% 11% 81% 12% 30% 24% 19% 15% 16% 33% 22% 22%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59 60-79	1% 5% 8% 85% 14% 28% 17% 24% 14% 27% 33%	2% 4% 8% 86% 14% 32% 22% 17% 14% 31% 33%	1% 3% 92% 17% 33% 25% 12% 14% 24% 31% 33%	2% 6% 11% 81% 12% 30% 24% 19% 15% 16% 33% 22%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59 80-100	1% 5% 8% 85% 14% 28% 17% 24% 14% 27% 33% 16%	2% 4% 8% 86% 14% 32% 22% 17% 14% 31% 33% 13%	1% 3% 92% 17% 33% 25% 12% 14% 24% 31% 33% 7%	2% 6% 11% 81% 12% 30% 24% 19% 15% 16% 33% 22% 22%
CLARITY SCORES: TURNOUT 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: COLLEGE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHOICE 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: CHURCH ATTENDANCE 0-19	1% 5% 8% 85% 14% 28% 17% 24% 14% 27% 33% 16%	2% 4% 8% 86% 14% 32% 22% 17% 14% 31% 33% 13%	1% 3% 92% 17% 33% 25% 12% 14% 24% 31% 33% 7%	2% 6% 11% 81% 12% 30% 24% 19% 15% 16% 33% 22% 22%

© Clarity Campaign Labs 15 of 122

Confidential

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

© Clarity Campaign Labs 16 of 122

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

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

© Clarity Campaign Labs 17 of 122

		Con	tidentia	al .
	0	1-3	4-6	7+
Most are overreacting to the actual risks	11%	9%	12%	17%
Q17. Changes to Routine				
Large changes	65%	62%	57%	59%
Small changes	26%	30%	31%	27%
No real changes	7%	6%	8%	13%
Unsure	2%	2%	3%	1%
	270	270	370	170
Q18. College Degree	420/	4.40/	200/	400/
Yes	43%	44%	39%	48%
No	57%	56%	61%	52%
Q19. Latino				
Yes	4%	3%	2%	2%
No	96%	97%	98%	98%
Q20. Race				
White	70%	76%	74%	78%
Black	26%	20%	24%	15%
Asian	1%	1%	0%	2%
Another race	3%	3%	3%	6%
Q19-20. Race + Ethnicity				
White	66%	72%	73%	74%
Black	27%	22%	24%	14%
Asian	1%	1%	0%	1%
Hispanic or Latino	3%	3%	1%	2%
Another race	3%	3%	2%	8%
	3/0	3/0	2/0	J/0
Q21. Panel Willingness	7001	700/	020/	020/
Yes	79%	78%	83%	82%
No	21%	22%	17%	18%
DEMOGRAPHICS - RACE ON FILE				
Caucasian	71%	74%	79%	77%
Black	26%	22%	20%	17%
Hispanic	1%	1%	0%	0%
Other	3%	2%	1%	7%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	46%	46%	39%	36%
Republican	28%	29%	38%	22%
Other / Unaffiliated	26%	25%	23%	42%
DEMOGRAPHICS - AGE	2070	2370	2370	4270
18-34	13%	8%	4%	18%
35-49	12%	11%	16%	18%
50-64	27%	26%	33%	31%
65-79	27%	41%	36%	23%
80+	21%	14%	10%	10%
DEMOGRAPHICS - GENDER				
Female	59%	65%	55%	48%
Male	41%	35%	45%	52%
CLARITY SCORES: PARTY				
0-19	34%	37%	41%	29%
20-39	4%	5%	3%	6%
40-59	4%	5%	9%	13%
60-79	8%	6%	6%	12%
80-100	50%	47%	41%	41%
CLARITY SCORES: TURNOUT	3070	4770	41/0	41/0
	00/	00/	00/	00/
0-19	0%	0%	0%	0%
20-39	3%	2%	1%	3%
40-59	5%	5%	4%	4%
60-79	6%	8%	6%	8%
80-100	86%	85%	89%	85%
CLARITY SCORES: COLLEGE				
0-19	11%	14%	16%	17%
20-39	36%	31%	31%	33%
40-59	20%	25%	26%	18%
60-79	20%	16%	9%	17%
80-100	12%	15%	17%	16%
CLARITY SCORES: CHOICE	12/0	23/0	_, /0	20/0
	2004	100/	210/	120/
0-19	20%	19%	21%	12%
20-39	26%	32%	32%	35%
40-59	36%	32%	28%	25%
60-79	14%	12%	13%	19%
80-100	5%	6%	6%	9%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19	3%	3%	3%	8%
20-39	16%	11%	14%	17%
	/-			

© Clarity Campaign Labs 18 of 122

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

© Clarity Campaign Labs 19 of 122

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

	Yes	No	Unsure
n	(500)	(948)	(33)
Q1. Health Quality			
Poor	5%	4%	6%
Fair	11%	18%	31%
Good	51%	43%	44%
Very Good	34%	34%	19%
Q4. Number of People in HH			
1-3	62%	83%	77%
4-6	35%	14%	13%
7+	3%	3%	10%
Q5. Children in HH			
One	16%	9%	0%
Two	12%	6%	6%
Three or more	7%	5%	3%
None	65%	80%	91%
Q6. Non-HH Face to Face Count			
0	28%	40%	21%
1-3	38%	41%	36%
4-6	14%	11%	15%
7+	20%	8%	27%
Q7. Six Feet Away? (If Q6 > 0)			
0	19%	18%	23%
1-3	47%	59%	42%
4-6	14%	14%	12%
7+	21%	9%	23%
Q9. Children Interacting with Other Children			
Yes	28%	10%	0%
No	70%	89%	100%
Unsure	2%	1%	0%
Q10. Times in Group > 20 in Last Week			
0	73%	78%	54%
1-3	15%	19%	21%
4-6	5%	1%	11%
7+	6%	2%	14%
Q11. Contact with Others: Family			
Yes	75%	61%	48%
No	25%	39%	52%
Q11. Contact with Others: Friends			
Yes	21%	15%	45%
No	79%	85%	55%
Q11. Contact with Others: Co-workers			
Yes	20%	6%	0%
No	80%	94%	100%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	15%	5%	22%
No	85%	95%	78%
Q11. Contact with Others: Any other type of person not already mentio	ned		
Yes	15%	11%	25%
No	85%	89%	75%
Q12. Handwashing Count			
0	0%	1%	0%
1-3	7%	5%	15%
4-6	19%	20%	30%
7+	74%	74%	55%
Q13. Currently Practicing Social Distancing?			
Quantum y	95%	97%	84%
Yes	3370		1.60/
	5%	3%	16%
Yes		3%	10%
Yes No		3%	10%
Yes No Q14. Currently Experiencing Symptoms?	5%		
Yes No Q14. Currently Experiencing Symptoms? Yes	2%	2%	10%
Yes No Q14. Currently Experiencing Symptoms? Yes No	5% 2% 97%	2% 96%	10% 90%
Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure	5% 2% 97%	2% 96%	10% 90%
Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus	2% 97% 1%	2% 96% 1%	10% 90% 0%
Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus Yes	5% 2% 97% 1%	2% 96% 1%	10% 90% 0%
Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus Yes	5% 2% 97% 1% 10% 60%	2% 96% 1% 5% 68%	10% 90% 0% 5% 60%

© Clarity Campaign Labs 20 of 122

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	Yes	No	Unsure
Most are reacting appropriately	55%	66%	65%
Most are overreacting to the actual risks	13%	6%	15%
Q17. Changes to Routine	==/-		
Large changes	62%	65%	25%
Small changes	27%	26%	55%
No real changes	9%	7%	10%
Unsure	2%	2%	10%
Q18. College Degree			
Yes	45%	49%	30%
No	55%	51%	70%
Q19. Latino			
Yes	3%	3%	15%
	97%	97%	85%
No	97%	97%	63%
Q20. Race			
White	76%	76%	75%
Black	18%	20%	25%
Asian	1%	1%	0%
Another race	5%	3%	0%
Q19-20. Race + Ethnicity			
White	73%	73%	58%
Black	19%	20%	21%
Asian	1%	1%	0%
Hispanic or Latino	3%	3%	9%
Another race	4%	3%	12%
Q21. Panel Willingness			
Yes	79%	81%	68%
No	21%	19%	32%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	77%	78%	54%
Black	19%	20%	27%
Hispanic	1%	0%	0%
Other	3%	2%	19%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	38%	46%	58%
Republican	28%	28%	31%
Other / Unaffiliated	34%	26%	12%
DEMOGRAPHICS - AGE	3470	2070	12/0
	450/	70/	120/
18-34	15%	7%	12%
35-49	22%	11%	0%
50-64	37%	23%	12%
65-79	21%	43%	42%
80+	6%	17%	33%
DEMOGRAPHICS - GENDER			
Female	60%	63%	55%
Male	40%	37%	45%
CLARITY SCORES: PARTY			
0-19	35%	36%	27%
20-39	5%	5%	0%
40-59	8%	6%	8%
60-79	9%	5%	8%
80-100	42%	49%	58%
CLARITY SCORES: TURNOUT	1270	1570	30,0
	00/	00/	00/
0-19	0%	0%	0%
20-39	2%	2%	0%
40-59	6%	4%	8%
60-79	7%	8%	12%
80-100	85%	86%	80%
CLARITY SCORES: COLLEGE		1	I
0-19	10%	15%	23%
20-39	32%	30%	38%
40-59	24%	20%	12%
60-79	18%	15%	19%
80-100	16%	19%	8%
CLARITY SCORES: CHOICE			
0-19	15%	17%	33%
20-39	29%	30%	13%
40-59	36%	28%	50%
60-79	15%	15%	4%
80-100	5%	9%	0%
CLARITY SCORES: CHURCH ATTENDANCE			
0-19	5%	4%	4%
	1 2,0		

© Clarity Campaign Labs 21 of 122

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

© Clarity Campaign Labs 22 of 122

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

70. Health Quality Poor 3% 2% Fair 10% 13% Good 46% 46% Good 41% 39% Q4. Number of People in HH 1-3 27% 33% 9% Q4. Number of People in HH 1-3 39% 9% Q5. Children in HH One 48% 47% Two 35% 32% Two 35% 35% T	No Unsure	No	Yes	
Poor 3% 2% Fair 10% 13% Good 46% 46% Very Good 41% 39% Very Good 70% 58% 4-6 70% 58% 7- 3% 9% QS. Children in HH Wery Good 48% 47% QS. Children in HH Wery Good 48% 47% Two 35% 32% 17% 22% None 35% 32% 17% 22% 12% None 35% 32% 14% 17% 22% 12% 14% 14% 12%				
Fair Good				1. Health Quality
Good 46% 46% 46% 46% 46% 39% 19% 39% 19% 39% 19% 27% 33% 9% 26% 46% 46% 39% 39% 46% 46% 39% 39% 46% 46% 46% 46% 39% 39% 46% 46% 46% 46% 46% 46% 47% 22% 40% 47% 22% 42% 47% 22% 42% 47% 42% 47% 42% 47% 42% <td>.% 0%</td> <td>2%</td> <td>3%</td> <td>oor</td>	.% 0%	2%	3%	oor
Very Good	3% 20%	13%	10%	air
Q4. Number of People in HH 1-3	60%	46%	46%	ood
1-3	9% 20%	39%	41%	ery Good
4-6				
74				
CS. Children in HH One				
One	40%	9%	3%	
Time or more	70/ 200/	470/	400/	
Three or more				
None 0% 0% 0% 0% 0% 0% 0% 0				
Q6. Non-HH Face to Face Count 22% 41% 0 22% 41% 1-3 35% 32% 4-6 17% 13% 7+ 25% 15% Q7. Six Feet Away? (If Q6 > 0) 22% 12% 1-3 43% 52% 4-6 16% 17% 17% 17+ 18% 18% 12% 4-6 16% 17% 12%				
1-3	70 070	070	0,0	
1-3	1% 20%	41%	22%	
4-6				3
Q7. Six Feet Away? (If Q6 > 0) 0				
12	5% 60%	15%	25%	+
1-3		1		7. Six Feet Away? (If Q6 > 0)
4-6	2% 25%	12%	22%	
7+	2% 0%	52%	43%	3
QB. HH Member Going to Work Yes	7% 50%	17%	16%	6
Yes 73% 43% No 27% 57% Unsure 0% 0% Q10. Times in Group > 20 in Last Week 70% 78% 1-3 21% 14% 4-6 3% 4% 7+ 6% 3% Q11. Contact with Others: Family 81% 80% Yes 81% 80% No 19% 20% Q11. Contact with Others: Friends 24% 10% Yes 24% 10% No Q11. Contact with Others: Co-workers 76% 90% 11% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15% 11%	8% 25%	18%	18%	F .
No				8. HH Member Going to Work
Unsure 0 % 0% 0% 000 000 000 000 000 000 000	3% 60%	43%	73%	25
Q10. Times in Group > 20 in Last Week 0				0
1-3	0%	0%	0%	
1-3				10. Times in Group > 20 in Last Week
4-6				
74				
Q11. Contact with Others: Family Yes				
Yes 81% 80% : No 19% 20% Q11. Contact with Others: Friends Yes 24% 10% No 76% 90% Q11. Contact with Others: Co-workers Yes 18% 15% No 82% 85% Q11. Contact with Others: Clients, patients, or patrons Yes 11% 11% No 89% 89% Q11. Contact with Others: Any other type of person not already mentioned Yes 17% 11% No 83% 89% Q12. Handwashing Count 0 0% 0% 1-3 3% 5% 4-6 21% 18% 7+ 75% 77% Q13. Currently Practicing Social Distancing? Yes 92% 97% <td< td=""><td>0%</td><td>3%</td><td>6%</td><td></td></td<>	0%	3%	6%	
No	0% 100%	900/	010/	·
Q11. Contact with Others: Friends Yes				
Yes 24% 10% No 76% 90% Q11. Contact with Others: Co-workers 18% 15% Yes 18% 15% No 82% 85% Q11. Contact with Others: Clients, patients, or patrons 11% 11% Yes 11% 11% 11% No 89% 89% 1 Q11. Contact with Others: Any other type of person not already mentioned Yes 17% 11% No 83% 89% 1 Q12. Handwashing Count 0 0% 0% 1-3 3% 5% 4-6 7+ 75% 77% 77% Q13. Currently Practicing Social Distancing? Yes 92% 97% 1 No 8% 3% 8 Q14. Currently Experiencing Symptoms? Yes 2% 1% No 97% 97% 1 Unsure 2% 2% 2% Q15. Likelihood of getting Coronavirus 15% 11% No 59% 68% Unsure	370 070	2070	1370	
No 76% 90% Q11. Contact with Others: Co-workers Yes 18% 15% No 82% 85% Q11. Contact with Others: Clients, patients, or patrons Yes 11% 11% No 89% 89% Q11. Contact with Others: Any other type of person not already mentioned Yes 17% 11% No 83% 89% Q12. Handwashing Count 0 0% 0% 1-3 3% 5% 4-6 21% 18% 7+ 75% 77% Q13. Currently Practicing Social Distancing? Yes 92% 97% Yes 92% 97% No 88% 3% Q14. Currently Experiencing Symptoms? Yes 2% 1% No 97% 97% Unsure 2% 2% Q15. Likelihood of getting Coronavirus Yes 15% 11% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus	0% 67%	10%	24%	
Yes 18% 15% No 82% 85% Q11. Contact with Others: Clients, patients, or patrons 11% 11% Yes 11% 11% 11% No 89% 89% : Q11. Contact with Others: Any other type of person not already mentioned 17% 11% Yes 17% 11% 11% No 83% 89% 11% 11% 11% Q12. Handwashing Count 0% <td></td> <td></td> <td></td> <td></td>				
Yes 18% 15% No 82% 85% Q11. Contact with Others: Clients, patients, or patrons 11% 11% Yes 11% 11% 11% No 89% 89% : Q11. Contact with Others: Any other type of person not already mentioned 17% 11% Yes 17% 11% 11% No 83% 89% 11% 11% 11% Q12. Handwashing Count 0% <td></td> <td></td> <td></td> <td>11. Contact with Others: Co-workers</td>				11. Contact with Others: Co-workers
Q11. Contact with Others: Clients, patients, or patrons Yes	5% 20%	15%	18%	
Yes 11% 11% 11% 11% 10 89% 89% 10 10 10 11% </td <td>5% 80%</td> <td>85%</td> <td>82%</td> <td>0</td>	5% 80%	85%	82%	0
No				11. Contact with Others: Clients, patients, or patrons
Q11. Contact with Others: Any other type of person not already mentioned Yes 17% 11% No 83% 89% Q12. Handwashing Count 0 0% 0 0% 0% 1-3 3% 5% 4-6 21% 18% 7+ 75% 77% Q13. Currently Practicing Social Distancing? Yes 92% 97% No 8% 3% Q14. Currently Experiencing Symptoms? Yes 2% 1% No 97% 97% 1 Unsure 2% 2% 2% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus	1% 0%	11%	11%	25
Yes 17% 11% No 83% 89% Q12. Handwashing Count 0 0% 0 0% 0% 1-3 3% 5% 4-6 21% 18% 7+ 75% 77% Q13. Currently Practicing Social Distancing? Yes 92% 97% 1 No 8% 3% 3% 3% 1 Q14. Currently Experiencing Symptoms? Yes 2% 1% 1 No 97% 97% 1 1 1 1 Unsure 2% 2% 2% 1	9% 100%	89%	89%	0
No 83% 89% Q12. Handwashing Count 0 0% 0% 1-3 3% 5% 4-6 21% 18% 75% 77% Q13. Currently Practicing Social Distancing? Yes 92% 97% 100 8% 3% 100 97% 97% 100 97%				11. Contact with Others: Any other type of person not already mentioned
Q12. Handwashing Count 0 0% 0% 1-3 3% 5% 4-6 21% 18% 7+ 75% 77% Q13. Currently Practicing Social Distancing? P2% 97% Yes 92% 97% 1 No 8% 3% Q14. Currently Experiencing Symptoms? Yes 2% 1% No 97% 97% 1 Unsure 2% 2% Q15. Likelihood of getting Coronavirus Yes 15% 11% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus	1% 25%	11%	17%	25
0 0% 0% 1-3 3% 5% 4-6 21% 18% 7+ 75% 77% Q13. Currently Practicing Social Distancing? P Yes 92% 97% 1 No 8% 3% Q14. Currently Experiencing Symptoms? 2% 1% No 97% 97% 1 Unsure 2% 2% Q15. Likelihood of getting Coronavirus 15% 11% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus 25% 22%	9% 75%	89%	83%	
1-3 3% 5% 4-6 21% 18% 7+ 75% 77% Q13. Currently Practicing Social Distancing? Yes 92% 97% 1 No 8% 3% Q14. Currently Experiencing Symptoms? Yes 2% 1% No 97% 97% 1 Unsure 2% 2% Q15. Likelihood of getting Coronavirus Yes 15% 11% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus				12. Handwashing Count
4-6 21% 18% 7+ 75% 77% Q13. Currently Practicing Social Distancing? Yes 92% 97% : 8% 3% Q14. Currently Experiencing Symptoms? Yes 2% 1% No 97% 97% : 97%				
7+ 75% 77% Q13. Currently Practicing Social Distancing? 92% 97% 3 Yes 92% 97% 3 Q14. Currently Experiencing Symptoms? 2% 1% No 97% 97% 3 Unsure 2% 2% Q15. Likelihood of getting Coronavirus 3 15% 11% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus				
Q13. Currently Practicing Social Distancing? Yes 92% 97% : No 8% 3% Q14. Currently Experiencing Symptoms? 2% 1% Yes 2% 1% No 97% 97% : Unsure 2% 2% Q15. Likelihood of getting Coronavirus 15% 11% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus				
Yes 92% 97% : No 8% 3% . Q14. Currently Experiencing Symptoms? Yes 2% 1% . No 97% 97% . Unsure 2% 2% . Q15. Likelihood of getting Coronavirus Yes 15% 11% . No 59% 68% . Unsure 25% 22% Q16. NC Response to Coronavirus . .	7% 80%	//%	75%	
No 8% 3% Q14. Currently Experiencing Symptoms? 2% 1% Yes 2% 1% No 97% 2% Unsure 2% 2% Q15. Likelihood of getting Coronavirus 3 15% 11% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus 3 2	7% 100%	07%	02%	
Q14. Currently Experiencing Symptoms? Yes 2% 1% No 97% 97% : Unsure 2% 2% Q15. Likelihood of getting Coronavirus ** ** Yes 15% 11% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus				
Yes 2% 1% No 97% 97% : Unsure 2% 2% 2% Q15. Likelihood of getting Coronavirus Yes 15% 11% 1% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus 25% 22% 22%	3/0		370	
No 97%	.% 0%	1%	2%	
Unsure 2% 2% Q15. Likelihood of getting Coronavirus Yes 15% 11% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus Coronavirus				
Q15. Likelihood of getting Coronavirus Yes 15% 11% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus				
Yes 15% 11% No 59% 68% Unsure 25% 22% Q16. NC Response to Coronavirus 25% 20%				15. Likelihood of getting Coronavirus
Unsure 25% 22% Q16. NC Response to Coronavirus	1% 0%	11%	15%	
Q16. NC Response to Coronavirus	8% 50%	68%	59%	0
	2% 50%	22%	25%	nsure
Most are underestimating the risks 28% 33%				16. NC Response to Coronavirus
1 55/0	3% 0%	33%	28%	lost are underestimating the risks

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	Yes	Confide No	Unsure
Most are reacting appropriately	57%	58%	60%
Most are reacting appropriately	16%	9%	40%
Most are overreacting to the actual risks Q17. Changes to Routine	10%	3/0	40/0
Large changes	61%	69%	60%
Small changes	31%	21%	20%
No real changes	8%	9%	20%
Unsure	0%	1%	0%
Q18. College Degree	0/0	1/0	070
Yes	47%	50%	40%
No .	53%	50%	60%
Q19. Latino	3370	3070	0070
Yes	3%	6%	0%
No	97%	94%	100%
Q20. Race	3770	3470	10070
White	72%	74%	60%
Black	21%	18%	20%
Asian	2%	3%	0%
Another race	5%	5%	20%
Q19-20. Race + Ethnicity	370	370	2070
White	70%	68%	60%
Black	21%	19%	20%
Asian	2%	2%	0%
Hispanic or Latino	3%	6%	0%
Another race	5%	4%	20%
	3/0	4/0	20%
Q21. Panel Willingness Yes	89%	74%	100%
	11%		
No	11%	26%	0%
DEMOGRAPHICS - RACE ON FILE	010/	700/	750/
Caucasian	81%	76%	75%
Black	19%	20%	25%
Hispanic	0%	2%	0%
Other	0%	2%	0%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	34%	32%	25%
Republican	36%	27%	50%
Other / Unaffiliated	30%	40%	25%
DEMOGRAPHICS - AGE			
18-34	22%	18%	0%
35-49	33%	42%	40%
50-64	32%	25%	60%
65-79	13%	11%	0%
80+	0%	4%	0%
DEMOGRAPHICS - GENDER			
Female	65%	59%	40%
Male	35%	41%	60%
CLARITY SCORES: PARTY			
0-19	34%	38%	50%
20-39	4%	4%	0%
40-59	9%	12%	0%
60-79	17%	7%	25%
80-100	36%	38%	25%
CLARITY SCORES: TURNOUT			
0-19	0%	1%	0%
20-39	2%	1%	0%
40-59	5%	4%	0%
60-79	10%	11%	0%
80-100	83%	83%	100%
CLARITY SCORES: COLLEGE			
0-19	4%	8%	0%
20-39	32%	21%	25%
40-59	30%	30%	25%
60-79	15%	19%	50%
80-100	19%	21%	0%
CLARITY SCORES: CHOICE	I		
0-19	18%	10%	0%
20-39	27%	29%	25%
40-59	31%	40%	50%
60-79	18%	14%	25%
80-100	7%	7%	0%
CLARITY SCORES: CHURCH ATTENDANCE	, , , ,	. , , 3	
0-19	4%	5%	0%
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	Yes	No	Unsure	
20-39	28%	26%	25%	
40-59	36%	33%	25%	
60-79	21%	30%	50%	
80-100	11%	5%	0%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY				
0-19	42%	40%	50%	
20-39	27%	32%	25%	
40-59	27%	23%	25%	
60-79	4%	5%	0%	
80-100	0%	0%	0%	
MEDIA MARKET				
Charlotte NC	36%	26%	0%	
Greensboro-High Point-Winston Salem NC	11%	17%	25%	
Norfolk-Portsmouth-Newport News VA	0%	1%	0%	
Greenville-New Bern-Washington NC	11%	9%	25%	
Wilmington NC	6%	4%	0%	
Raleigh-Durham (Fayetteville) NC	26%	31%	50%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC	11%	10%	0%	
Myrtle Beach-Florence SC	0%	0%	0%	
DEMOGRAPHICS - PHONE TYPE				
Land-line	55%	50%	75%	
Wireless	45%	50%	25%	
Voter File Match				
Yes	75%	74%	80%	
No	25%	26%	20%	
Registered Voter (of Voter File Matches)				
Yes	89%	93%	100%	
No	11%	7%	0%	
Panel Respondent				
Yes	24%	18%	20%	
No	76%	82%	80%	

© Clarity Campaign Labs 25 of 122

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

	0	1-3	4-6	7+
n	(1,085)	(254)	(35)	(58)
Q1. Health Quality	(=/==/	(== -,	()	(/
Poor	4%	4%	0%	9%
Fair	15%	20%	17%	19%
Good	47%	44%	43%	50%
Very Good	35%	31%	40%	22%
Q4. Number of People in HH				
1-3	76%	80%	71%	66%
4-6	22%	18%	26%	20%
7+	3%	2%	3%	14%
Q5. Children in HH				
One	11%	10%	24%	7%
Two	8%	7%	3%	9%
Three or more	5%	5%	12%	9%
None	75%	78%	62%	74%
Q6. Non-HH Face to Face Count	440/	100/	440/	001
0	41%	18%	11%	9%
1-3	38%	54%	31%	24%
4-6	11%	14%	26%	7%
7+	9%	14%	31%	60%
Q7. Six Feet Away? (If Q6 > 0)	100/	1.40/	120/	270/
0 1-3	19% 55%	14% 61%	13% 39%	27%
1-3 4-6		13%		22% 6%
7+	14%	13%	19% 29%	45%
	1170	1270	29%	45%
Q8. HH Member Going to Work Yes	33%	29%	66%	56%
No No	66%	69%	26%	36%
Unsure	1%	2%	9%	7%
Q9. Children Interacting with Other Children	170	2/0	370	770
Yes	17%	25%	15%	31%
No	82%	74%	77%	69%
Unsure	1%	2%	8%	0%
Q11. Contact with Others: Family				
Yes	66%	62%	87%	58%
No	34%	38%	13%	42%
Q11. Contact with Others: Friends				
Yes	14%	23%	40%	36%
No	86%	77%	60%	64%
Q11. Contact with Others: Co-workers				
Yes	9%	12%	39%	39%
No	91%	88%	61%	61%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	6%	13%	30%	33%
No	94%	87%	70%	67%
Q11. Contact with Others: Any other type of person not already me	ntioned			
Yes	10%	17%	56%	22%
No	90%	83%	44%	78%
Q12. Handwashing Count				
0	1%	0%	0%	4%
1-3	5%	8%	3%	12%
4-6	20%	20%	19%	16%
7+	74%	73%	77%	67%
Q13. Currently Practicing Social Distancing?				
Yes	97%	93%	84%	88%
No	3%	7%	16%	13%
Q14. Currently Experiencing Symptoms?				
Yes	2%	4%	3%	10%
No	97%	95%	97%	88%
Unsure O15 Likelihood of getting Coronavirus	1%	1%	0%	2%
Q15. Likelihood of getting Coronavirus	7%	20/	£0/	170/
Yes No		3% 64%	6%	17%
	66%	34%	61% 32%	63% 21%
		34%	コム%	Z1%
Unsure	27%	,.		
Unsure Q16. NC Response to Coronavirus			20%	46%
Unsure	29%	26%	29% 45%	46% 41%

© Clarity Campaign Labs 26 of 122

	0	1-3	4-6	7+
Most are overreacting to the actual risks	8%	12%	26%	13%
Q17. Changes to Routine				
Large changes	67%	56%	42%	38%
Small changes	24%	35%	42%	45%
No real changes	8%	6%	16%	11%
Unsure	2%	3%	0%	6%
Q18. College Degree				
Yes	51%	39%	20%	36%
No	49%	61%	80%	64%
Q19. Latino				
Yes	3%	3%	3%	4%
No	97%	97%	97%	96%
Q20. Race				
White	79%	67%	71%	53%
Black	17%	29%	29%	30%
Asian	1%	0%	0%	5%
Another race	3%	4%	0%	12%
Q19-20. Race + Ethnicity				
White	76%	63%	63%	55%
Black	16%	31%	31%	29%
Asian	1%	0%	0%	3%
Hispanic or Latino	3%	3%	3%	3%
Another race	3%	4%	3%	9%
Q21. Panel Willingness	5,5	.,.		- / 0
Yes	82%	78%	67%	60%
No	18%	22%	33%	40%
DEMOGRAPHICS - RACE ON FILE	10/0	/0	3370	.575
Caucasian	81%	65%	63%	67%
Black	16%	31%	30%	31%
Hispanic	0%	1%	3%	0%
Other	2%	3%	3%	2%
DEMOGRAPHICS - PARTY ON FILE	2.70	3/0	3/0	2/0
	410/	400/	E00/	57%
Democrat	41%	49%	50%	
Republican	29%	28%	33%	21%
Other / Unaffiliated	30%	23%	17%	21%
DEMOGRAPHICS - AGE	100/	201	501	2001
18-34	10%	8%	6%	22%
35-49	16%	9%	11%	9%
50-64	28%	24%	31%	29%
65-79	34%	43%	40%	16%
80+	12%	16%	11%	24%
DEMOGRAPHICS - GENDER				
Female	63%	57%	51%	64%
Male	37%	43%	49%	36%
CLARITY SCORES: PARTY				
0-19	36%	35%	40%	24%
20-39	6%	2%	7%	2%
40-59	7%	5%	3%	14%
60-79	7%	7%	3%	7%
80-100	45%	52%	47%	52%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	2%	2%	0%	3%
40-59	5%	4%	4%	5%
60-79	8%	6%	11%	16%
80-100	85%	88%	86%	76%
CLARITY SCORES: COLLEGE	,			
0-19	12%	14%	30%	17%
20-39	29%	36%	37%	36%
40-59	21%	24%	20%	17%
60-79	17%	15%	10%	26%
80-100	21%	11%	3%	5%
CLARITY SCORES: CHOICE	l l			
0-19	16%	21%	24%	15%
20-39	27%	32%	41%	30%
40-59	33%	32%	28%	35%
60-79	16%	13%	3%	15%
80-100	9%	4%	3%	5%
CLARITY SCORES: CHURCH ATTENDANCE	370	-T/U	3/0	370
0-19	4%	3%	0%	10%
20-39	18%	11%	17%	14%
20 33	1070	11/0	1/70	1470

© Clarity Campaign Labs 27 of 122

Confidential

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

© Clarity Campaign Labs 28 of 122

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

21. Health Quality Poor air Sood Pery Good 24. Number of People in HH	Yes (920) 4% 14% 46% 36% 68% 28% 4%	No (487) 4% 19% 47% 30% 90% 8%
21. Health Quality Poor air Sood Very Good 24. Number of People in HH -3 -6 -66	4% 14% 46% 36% 68% 28%	4% 19% 47% 30%
roor air Good Very Good Q4. Number of People in HH36 '+	14% 46% 36% 68% 28%	19% 47% 30% 90%
Good Very Good Q4. Number of People in HH -3 -6 '+	46% 36% 68% 28%	47% 30% 90%
Very Good Q4. Number of People in HH36 '+	36% 68% 28%	30%
24. Number of People in HH -3 -6 '+	68%	90%
3 6 '+	28%	
	28%	
+		8%
	4%	
25. Children in HH		2%
No.	120/	70/
	13%	7% 5%
hree or more	7%	2%
	70%	85%
Q6. Non-HH Face to Face Count		
	31%	44%
-3	41%	39%
-6	14%	7%
+	14%	10%
Q7. Six Feet Away? (If Q6 > 0)		
	16%	23%
	55%	52%
	15%	12%
(+	14%	13%
Q8. HH Member Going to Work	200/	250/
	39% 60%	25% 72%
Unsure Unsure	1%	3%
Q9. Children Interacting with Other Children	1/0	370
	19%	18%
	79%	82%
Insure	2%	0%
Q10. Times in Group > 20 in Last Week		
	77%	76%
-3	16%	19%
-6	3%	1%
<u>'</u> +	3%	5%
Q11. Contact with Others: Friends		
	19%	14%
IO Q11. Contact with Others: Co-workers	81%	86%
	13%	9%
	87%	91%
Q11. Contact with Others: Clients, patients, or patrons		
es	9%	7%
lo	91%	93%
211. Contact with Others: Any other type of person not already mentioned		
es	13%	11%
	87%	89%
Q12. Handwashing Count		
	0%	1%
-3	4%	8%
	19% 76%	22% 69%
13. Currently Practicing Social Distancing?	7070	03/0
	96%	95%
lo	4%	5%
214. Currently Experiencing Symptoms?		
es	2%	3%
lo	97%	96%
Insure	1%	1%
215. Likelihood of getting Coronavirus		
es	7%	5%
	65%	67%
	28%	28%
Q16. NC Response to Coronavirus		

© Clarity Campaign Labs 29 of 122

C-	nfid		
(in	nno	eni	าล

	Confidentia	
	Yes	No
Most are underestimating the risks	30%	28%
Most are reacting appropriately	61%	64%
Most are overreacting to the actual risks	9%	8%
Q17. Changes to Routine	1,7,7	
	670/	F 00/
Large changes	67%	58%
Small changes	24%	30%
No real changes	7%	9%
Unsure	2%	3%
Q18. College Degree		
Yes	51%	42%
No	49%	58%
	49%	36%
Q19. Latino		
Yes	3%	2%
No	97%	98%
Q20. Race		
White	78%	72%
Black	18%	22%
Asian	1%	2%
Another race	3%	5%
Q19-20. Race + Ethnicity		
White	75%	70%
Black	18%	22%
Asian	1%	2%
Hispanic or Latino	3%	2%
Another race	3%	5%
Q21. Panel Willingness		
Yes	81%	79%
No	19%	21%
DEMOGRAPHICS - RACE ON FILE	1370	21/0
Caucasian	79%	76%
Black	18%	20%
Hispanic	1%	0%
Other	2%	3%
DEMOGRAPHICS - PARTY ON FILE		
	410/	470/
Democrat	41%	47%
Republican	31%	24%
Other / Unaffiliated	29%	28%
DEMOGRAPHICS - AGE		
18-34	10%	10%
35-49	17%	10%
50-64	31%	20%
65-79	31%	42%
80+	10%	19%
DEMOGRAPHICS - GENDER		
Female	60%	64%
Male	40%	36%
CLARITY SCORES: PARTY	4070	3070
	2004	200/
0-19	39%	30%
20-39	4%	6%
40-59	6%	7%
60-79	7%	7%
80-100	44%	50%
CLARITY SCORES: TURNOUT	1.73	/ 0
	00/	00/
0-19	0%	0%
20-39	1%	3%
40-59	4%	7%
60-79	7%	9%
80-100	87%	81%
CLARITY SCORES: COLLEGE	3.70	
0-19	110/	160/
	11%	16%
20-39	28%	37%
40-59	22%	21%
60-79	19%	13%
80-100	21%	13%
CLARITY SCORES: CHOICE		
	170/	160/
0-19	17%	16%
20-39	28%	31%
40-59	31%	32%
40-59 60-79		32% 14%
	31%	
60-79	31% 16%	14%

© Clarity Campaign Labs 30 of 122

nfid	

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

© Clarity Campaign Labs 31 of 122

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

	Yes	No
n	(214)	(1,047)
Q1. Health Quality	(== .7	(=/ /
Poor	8%	3%
Fair	17%	15%
Good	38%	48%
Very Good	37%	34%
Q4. Number of People in HH		
1-3	77%	75%
4-6	18%	23%
7+	4%	3%
Q5. Children in HH		
One -	9%	13%
Two	7%	9%
Three or more	4%	6%
None O6. Non-HH Face to Face Count	80%	73%
Qo. Non-HH Face to Face Count	13%	41%
1-3	47%	38%
4-6	19%	11%
7+	21%	11%
Q7. Six Feet Away? (If Q6 > 0)	/0	/-
0	19%	18%
1-3	46%	56%
4-6	18%	13%
7+	17%	14%
Q8. HH Member Going to Work		
Yes	42%	33%
No	56%	67%
Unsure	2%	1%
Q9. Children Interacting with Other Children		
Yes	33%	15%
No	63%	84%
Unsure	5%	0%
Q10. Times in Group > 20 in Last Week		
0	63%	80%
1-3 4-6	23%	15% 2%
7+	6% 8%	3%
Q11. Contact with Others: Family	0/0	3/0
Yes	70%	62%
No	30%	38%
Q11. Contact with Others: Co-workers		
Yes	37%	7%
No	63%	93%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	30%	5%
No	70%	95%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	31%	9%
No	69%	91%
Q12. Handwashing Count		
0	1%	0%
1-3	8%	5%
4-6	20%	20%
7+	71%	75%
Q13. Currently Practicing Social Distancing?	010/	070/
Yes No	91%	97%
i i i	3/0	3/0
014 Currently Experiencing Symptoms?		2%
Q14. Currently Experiencing Symptoms? Yes	4%	-,,
Q14. Currently Experiencing Symptoms? Yes No	4% 95%	97%
Yes		97% 1%
Yes No Unsure	95%	
Yes No	95%	
Yes No Unsure Q15. Likelihood of getting Coronavirus	95% 1%	1%
Yes No Unsure Q15. Likelihood of getting Coronavirus Yes	95% 1%	1% 7%

© Clarity Campaign Labs 32 of 122

	Confide Yes	nuai No
Market and a second and the Color		
Most are underestimating the risks	28%	299
Most are reacting appropriately	57%	639
Most are overreacting to the actual risks	15%	8%
Q17. Changes to Routine		
Large changes	56%	659
Small changes	30%	269
No real changes	10%	8%
Unsure	4%	2%
Q18. College Degree		
Yes	43%	509
No	57%	509
Q19. Latino		
Yes	2%	4%
No	98%	969
Q20. Race		
White	74%	779
Black	19%	199
Asian	2%	1%
Another race	5%	4%
	376	470
Q19-20. Race + Ethnicity	720/	740
White	72%	749
Black	20%	189
Asian	2%	1%
Hispanic or Latino	2%	3%
Another race	4%	3%
Q21. Panel Willingness		
Yes	78%	819
No	22%	199
DEMOGRAPHICS - RACE ON FILE		
Caucasian	80%	809
Black	19%	179
Hispanic	0%	1%
Other	2%	2%
DEMOGRAPHICS - PARTY ON FILE	-/-	
Democrat Democrat	40%	429
Republican	30%	289
Other / Unaffiliated	31%	309
·	3170	307
DEMOGRAPHICS - AGE	440/	
18-34	11%	119
35-49	13%	179
50-64	25%	289
65-79	36%	339
80+	14%	119
DEMOGRAPHICS - GENDER		
Female	60%	619
Male	40%	399
CLARITY SCORES: PARTY		
0-19	37%	369
20-39	5%	5%
40-59	7%	7%
60-79	11%	6%
80-100	40%	469
	40%	407
CLARITY SCORES: TURNOUT	00/	000
0-19	0%	0%
20-39	3%	2%
40-59	6%	5%
60-79	8%	8%
80-100	84%	859
CLARITY SCORES: COLLEGE		
0-19	14%	119
20-39	33%	299
40-59	21%	239
60-79	18%	179
80-100	14%	209
CLARITY SCORES: CHOICE	2.,0	
0-19	21%	169
20-39	30%	289
40-59	31%	329
60-79	13%	169
80-100	5%	9%

© Clarity Campaign Labs 33 of 122

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

© Clarity Campaign Labs 34 of 122

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

	Yes	No
n	(135)	(1,063)
Q1. Health Quality	()	(=//
Poor	4%	3%
Fair	15%	14%
Good	41%	47%
Very Good	39%	35%
Q4. Number of People in HH		
1-3	64%	75%
4-6	32%	21%
7+	4%	3%
Q5. Children in HH		
One -	24%	11%
Two	9%	9%
Three or more	7%	6%
None	60%	74%
Q6. Non-HH Face to Face Count	14%	40%
1-3	31%	39%
4-6	15%	11%
7+	41%	10%
Q7. Six Feet Away? (If Q6 > 0)	41/0	10/0
0	16%	18%
1-3	34%	57%
4-6	17%	13%
7+	34%	12%
Q8. HH Member Going to Work		
Yes	63%	31%
No	37%	68%
Unsure	0%	1%
Q9. Children Interacting with Other Children		
Yes	20%	18%
No	78%	81%
Unsure	2%	2%
Q10. Times in Group > 20 in Last Week		
0	62%	80%
1-3	16%	16%
4-6	8%	2%
7+	13%	3%
Q11. Contact with Others: Family Yes	72%	63%
No No	28%	37%
Q11. Contact with Others: Friends	2070	3770
Yes	48%	10%
No	52%	90%
Q11. Contact with Others: Clients, patients, or patrons	3-73	
Yes	59%	2%
No	41%	98%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	36%	9%
No	64%	91%
Q12. Handwashing Count		
0	1%	0%
1-3	3%	6%
1-5		20%
4-6	18%	
4-6 7+	18% 78%	74%
4-6 7+ Q13. Currently Practicing Social Distancing?	78%	
4-6 7+ Q13. Currently Practicing Social Distancing? Yes	78%	97%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No	78%	
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	78% 89% 11%	97%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	78% 89% 11%	97% 3% 2%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	78% 89% 11% 3% 96%	97% 3% 2% 97%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure	78% 89% 11%	97% 3% 2%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus	78% 89% 11% 3% 96% 1%	97% 3% 2% 97% 1%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus Yes	78% 89% 11% 3% 96% 1%	97% 3% 2% 97% 1%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus	78% 89% 11% 3% 96% 1%	97% 3% 2% 97% 1%

© Clarity Campaign Labs 35 of 122

	Confide	
	Yes	No
Most are underestimating the risks	30%	29%
Most are reacting appropriately	55%	63%
Most are overreacting to the actual risks	15%	9%
Q17. Changes to Routine		
Large changes	57%	65%
Small changes	27%	26%
No real changes	13%	8%
Unsure	4%	1%
Q18. College Degree		
Yes	44%	50%
No	56%	50%
Q19. Latino		
Yes	4%	3%
No	96%	97%
Q20. Race		
White	72%	77%
Black	22%	17%
Asian	2%	1%
Another race	5%	4%
Q19-20. Race + Ethnicity		
White	69%	75%
Black	21%	17%
Asian	1%	1%
Hispanic or Latino	4%	3%
Another race	4%	4%
Q21. Panel Willingness		
Yes	76%	80%
No	24%	20%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	78%	81%
Black	18%	17%
Hispanic	1%	1%
Other	3%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	38%	42%
Republican	26%	28%
Other / Unaffiliated	36%	30%
DEMOGRAPHICS - AGE	040/	400/
18-34	21%	10%
35-49	24%	16%
50-64	29%	28%
65-79	15%	34%
80+	11%	11%
DEMOGRAPHICS - GENDER	F40/	C10/
Female	51%	61%
Male	49%	39%
CLARITY SCORES: PARTY	250/	260/
0-19	35%	36%
20-39	5%	5%
40-59 60-79	10%	7%
	13%	7%
80-100	38%	46%
CLARITY SCORES: TURNOUT	00/	00/
0-19	0%	0%
20-39	2%	2%
40-59	11%	4%
60-79	14%	7%
80-100	73%	86%
CLARITY SCORES: COLLEGE	100/	120/
0-19	10%	12%
20-39	30%	29%
40-59	24%	22%
60-79 80-100	23%	17%
80-100	13%	20%
CLARITY SCORES: CHOICE	4001	100/
0-19	18%	16%
20.20	29%	28%
		2221
40-59	32%	32%
20-39 40-59 60-79 80-100		32% 16% 9%

© Clarity Campaign Labs 36 of 122

Confidential

nfid	

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

© Clarity Campaign Labs 37 of 122

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

	Yes	No
n	(100)	(1,080)
Q1. Health Quality	, , ,	.,,,
Poor	6%	3%
Fair	16%	14%
Good	39%	47%
Very Good	38%	36%
Q4. Number of People in HH		
1-3	66%	75%
4-6	29%	22%
7+ Q5. Children in HH	5%	3%
One	18%	12%
Two	10%	9%
Three or more	6%	6%
None	66%	73%
Q6. Non-HH Face to Face Count		
0	12%	40%
1-3	37%	38%
4-6	13%	11%
7+	38%	11%
Q7. Six Feet Away? (If Q6 > 0)	1	
0	16%	17%
1-3	36%	56%
4-6	9%	14%
7+ Q8. HH Member Going to Work	38%	13%
Yes	62%	32%
No	36%	67%
Unsure	2%	1%
Q9. Children Interacting with Other Children		
Yes	18%	18%
No	82%	81%
Unsure	0%	1%
Q10. Times in Group > 20 in Last Week		
0	54%	81%
1-3	23%	15%
4-6 7+	8% 15%	2% 3%
Q11. Contact with Others: Family	13/0	3/0
Yes	70%	63%
No	30%	37%
Q11. Contact with Others: Friends		
Yes	49%	10%
No	51%	90%
Q11. Contact with Others: Co-workers		
Yes	77%	5%
No	23%	95%
Q11. Contact with Others: Any other type of person not already mentioned	450/	00/
Yes No	45% 55%	9% 91%
Q12. Handwashing Count	33%	91%
0	2%	0%
1-3	4%	5%
4-6	19%	20%
7+	75%	74%
Q13. Currently Practicing Social Distancing?		
Yes	88%	97%
No	12%	3%
Q14. Currently Experiencing Symptoms?		
Yes	4%	2%
No	96%	97%
Unsure	0%	1%
Q15. Likelihood of getting Coronavirus Yes	00/	7%
	8% 58%	66%
No.		JU /0
No Unsure	34%	26%

© Clarity Campaign Labs 38 of 122

	Confide	
	Yes	No
Most are underestimating the risks	32%	29%
Most are reacting appropriately	52% 16%	63% 9%
Most are overreacting to the actual risks Q17. Changes to Routine	10%	9%
Large changes	54%	65%
Small changes	23%	26%
No real changes	19%	7%
Unsure	4%	2%
Q18. College Degree		
Yes	43%	49%
No	57%	51%
Q19. Latino		
Yes	4%	3%
No	96%	97%
Q20. Race White	76%	77%
Black	19%	18%
Asian	0%	1%
Another race	4%	4%
Q19-20. Race + Ethnicity		
White	73%	75%
Black	19%	17%
Asian	0%	1%
Hispanic or Latino	4%	3%
Another race	4%	4%
Q21. Panel Willingness	1 = 1	
Yes	74%	80%
No DEMOGRAPHICS - RACE ON FILE	26%	20%
Caucasian	76%	80%
Black	20%	17%
Hispanic	1%	1%
Other	3%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	33%	42%
Republican	28%	28%
Other / Unaffiliated	39%	30%
DEMOGRAPHICS - AGE		
18-34	14%	11%
35-49	23%	16%
50-64	25%	29%
65-79 80+	21%	33% 10%
DEMOGRAPHICS - GENDER	17/0	10/0
Female	53%	61%
Male	47%	39%
CLARITY SCORES: PARTY		
0-19	41%	36%
20-39	5%	5%
40-59	8%	7%
60-79	12%	7%
80-100	33%	46%
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39 40-59	0%	2% 4%
60-79	13%	7%
80-100	76%	85%
CLARITY SCORES: COLLEGE	7070	33/0
0-19	11%	11%
20-39	31%	29%
40-59	23%	22%
60-79	21%	17%
80-100	15%	20%
CLARITY SCORES: CHOICE		
0-19	20%	16%
20-39	34%	27%
40-59	28%	32%
60-79	14%	16%
80-100	4%	8%

© Clarity Campaign Labs 39 of 122

	lentia	

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

© Clarity Campaign Labs 40 of 122

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

	Yes	No
n	(147)	(1,018)
Q1. Health Quality	, ,	
Poor	5%	3%
Fair	15%	15%
Good	42%	46%
Very Good	37%	36%
Q4. Number of People in HH		
1-3	73%	74%
4-6 7+	23%	23%
Q5. Children in HH	4%	3%
One	12%	13%
Two	8%	9%
Three or more	7%	6%
None	73%	72%
Q6. Non-HH Face to Face Count		
0	17%	40%
1-3	45%	37%
4-6	15%	11%
7+	23%	12%
Q7. Six Feet Away? (If Q6 > 0)	100/	170/
0 1-3	18% 46%	17% 54%
1-5 4-6	16%	14%
7+	20%	15%
Q8. HH Member Going to Work	1 2011	
Yes	41%	34%
No	57%	66%
Unsure	1%	1%
Q9. Children Interacting with Other Children		
Yes	24%	17%
No	74%	82%
Unsure	3%	1%
Q10. Times in Group > 20 in Last Week	61%	81%
1-3	21%	15%
4-6	10%	1%
7+	7%	4%
Q11. Contact with Others: Family		
Yes	67%	64%
No	33%	36%
Q11. Contact with Others: Friends		
Yes	35%	11%
No	65%	89%
Q11. Contact with Others: Co-workers Yes	33%	8%
No No	67%	92%
Q11. Contact with Others: Clients, patients, or patrons	0770	32/0
Yes	31%	5%
No	69%	95%
Q12. Handwashing Count		
0	1%	0%
1-3	8%	5%
4-6	21%	20%
7+	71%	74%
Q13. Currently Practicing Social Distancing?	222/	0701
Yes	92%	97%
No Q14. Currently Experiencing Symptoms?	8%	3%
Yes	3%	2%
No	95%	97%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		<u> </u>
	8%	7%
Yes		
Yes No	61%	67%
	61% 32%	67% 26%

© Clarity Campaign Labs 41 of 122

	Confide	Confidential		
	Yes	No		
Most are underestimating the risks	30%	29%		
Most are reacting appropriately	55%	62%		
Most are overreacting to the actual risks	15%	9%		
Q17. Changes to Routine				
Large changes	61%	65%		
Small changes	28%	25%		
No real changes	7%	9%		
Unsure	4%	2%		
Q18. College Degree				
Yes	47%	50%		
No	53%	50%		
Q19. Latino				
Yes	3%	3%		
No No	97%	97%		
O20. Race	3770	3170		
White	76%	77%		
Black	17%	18%		
Asian	1%	1%		
Another race	6%	4%		
Q19-20. Race + Ethnicity				
White	73%	74%		
Black	17%	18%		
Asian	1%	1%		
Hispanic or Latino	3%	3%		
Another race	5%	3%		
Q21. Panel Willingness				
Yes	85%	79%		
No	15%	21%		
DEMOGRAPHICS - RACE ON FILE				
Caucasian	80%	80%		
Black	18%	17%		
Hispanic	0%	1%		
Other	3%	2%		
DEMOGRAPHICS - PARTY ON FILE				
Democrat	38%	41%		
Republican	29%	28%		
Other / Unaffiliated	33%	31%		
DEMOGRAPHICS - AGE				
18-34	9%	12%		
35-49	17%	17%		
50-64	33%	28%		
65-79	29%	33%		
80+	12%	10%		
	12%	10%		
DEMOGRAPHICS - GENDER	F00/	C001		
Female	59%	60%		
Male	41%	40%		
CLARITY SCORES: PARTY	1 1			
0-19	40%	36%		
20.20	E0/	E0/		

20-39

40-59

60-79

80-100

0-19

20-39

40-59

60-79

80-100

0-19

20-39

40-59

60-79

80-100

0-19

20-39

40-59

60-79

80-100

CLARITY SCORES: TURNOUT

CLARITY SCORES: COLLEGE

CLARITY SCORES: CHOICE

CLARITY SCORES: CHURCH ATTENDANCE

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5%

4%

9%

42%

0%

1%

5%

9%

85%

14%

30%

18%

19%

19%

21%

30%

25%

16%

7%

5%

7%

7%

45%

0%

2%

5%

8%

85%

11%

29%

23%

17%

20%

15%

27%

34%

16%

8%

	entia

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

© Clarity Campaign Labs 43 of 122

» Q12. Handwashing Count against...

		0	1-3	4-6	7+
Name	n				
Poor 38% 10% 48% 14% 14% 64% 14% 64% 14% 64% 14% 14% 66% 14% 36% 15% 15% 36% 15% 15% 25% 35% 15% 15% 15% 25% 35% 15% 15% 25% 35% 15% <td></td> <td>(0)</td> <td>(, 0)</td> <td>(270)</td> <td>(1,007)</td>		(0)	(, 0)	(270)	(1,007)
Fair Good 18% 18% 18% 18% 40% 40% 40% 40% 40% 40% 40% 40% 40% 40		38%	10%	4%	4%
Very Good			_		
QA. Number of People in HH 75% 82% 77% 25% 22% </td <td>Good</td> <td>13%</td> <td>40%</td> <td>49%</td> <td>46%</td>	Good	13%	40%	49%	46%
1-31 (1996) 1-32 (Very Good	13%	32%	29%	36%
4-6	Q4. Number of People in HH				
7-	1-3	75%	82%	77%	75%
Case Children in HH Concess Case	4-6	0%	16%	21%	22%
One 0% 10% 8% 12% Two 0% 5% 10% 7% Two 0% 5% 10% 7% Three or more 0% 4% 4% 7% None 100% 78% 78% 74% QC. Non-HH Face to Face Count 38% 49% 39% 39% 1-3 38% 49% 39% 39% 1-4 13% 10% 14% 12% 7+ 13% 13% 12% 14% 12% Q7. Six Feet Away? (if Q6 >0) 33% 23% 18% 18% 14% Q7. Six Feet Away? (if Q6 >0) 33% 23% 18% 14% 14% Q7. Six Feet Away? (if Q6 >0) 33% 23% 18% 14% 14% Q7. Six Feet Away? (if Q6 >0) 33% 33% 34% 14% 44 44 46 17% 12% 53% 54% 14% 44 46 46	7+	25%	3%	2%	3%
Time 0,% 8,% 10,% 78/more Three or more 0,% 4,% 6,% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 3,9% 5,9% <t< td=""><td>Q5. Children in HH</td><td></td><td></td><td></td><td></td></t<>	Q5. Children in HH				
Three or more 0,0% 4% 4% 6% None 1,0% 78% 13% 12% <t< td=""><td>One</td><td>0%</td><td>10%</td><td>8%</td><td>12%</td></t<>	One	0%	10%	8%	12%
None	Two	0%	8%	10%	7%
Q. Non-HH Face to Face Count 0	Three or more	0%	4%	4%	6%
0	None	100%	78%	78%	74%
1-3	Q6. Non-HH Face to Face Count				
4-6	0	25%	33%	36%	36%
77. Six Feet Away? (If Q6 > 0) Q7. Six Feet Away? (If Q6 > 0) 1-3	1-3	38%	49%	39%	39%
Q7. Six Feet Away? (If Q6 > 0) 0	4-6	25%	8%	11%	12%
0		13%	10%	14%	13%
1-3					
4-6	<u> </u>				
7+ 17% 13% 15% 14% Q8. HH Member Going to Work Ves 39% 39% 33% 34% No 77% 57% 65% 65% Unsure 0% 4% 2% 1% Q9. Children Interacting with Other Children Ves 0% 13% 22% 18% No 0% 81% 78% 80% 10% 28% 18% Unsure 0% 6% 0% 22% 2010. Times in Group > 20 in Last Week 75% 66% 79% 78% 30% 22% 210. Times in Group > 20 in Last Week 75% 68% 79% 78% 26% 26% 26% 28% 16% 16% 16% 16% 16% 16% 26% 28% 24% 25% 28% 33% <td></td> <td></td> <td></td> <td></td> <td></td>					
Q.B. HH Member Going to Work Yes 29% 39% 33% 34% 34% No 71% 57% 65% 65% 65% 65% 10% 71% 57% 65% 65% 65% 10% 71					
Yes 29% 39% 33% 34% No 71% 57% 65% 65% Unsure 0% 4% 2% 1% Q9. Children Interacting with Other Children Tes 0% 13% 22% 18% No 0% 6% 0% 2% 80% Unsure 0% 6% 0% 2% 210. Times in Group > 20 in Last Week 0 75% 68% 79% 78% 1-3 0 23% 16% 16% 46 46 0% 12% 2% </td <td></td> <td>17%</td> <td>13%</td> <td>15%</td> <td>14%</td>		17%	13%	15%	14%
No 71% 57% 65% 65% Unsure 0% 4% 2% 1% Q9. Children Interacting with Other Children 75% 20% 18% No 0% 81% 78% 80% No 0% 6% 0% 2% Q10. Times in Group > 20 in Last Week 75% 68% 79% 78% Q13. 3 66% 70% 28% 16% 16% 4-6 0% 11% 2% 2% 7+ 25% 8% 3% 3% Q11. Contact with Others: Family 50% 51% 68% 68% No 71% 49% 38% 3% 32% Q11. Contact with Others: Friends 71% 49% 38% 34% Yes 33% 25% 17% 16% 16% No 67 75% 8% 34% 24% Q11. Contact with Others: Co-workers 7 76% 8%	-				
Unsure 0% 4% 2% 1% Q9. Children Interacting with Other Children 0% 13% 22% 18% No 0% 6% 0% 80% Unsure 0% 6% 0% 2% Q10. Times in Group > 20 in Last Week 75% 68% 79% 78% 1-3 0% 23% 16% 16% 4-6 0% 1% 2% 2% 7+ 25% 3% 3% 3% Q11. Contact with Others: Family 29% 51% 62% 68% No 71% 49% 38% 32% Q11. Contact with Others: Friends 8 29% 51% 62% 68% Yes 33% 25% 17% 16% No 67% 75% 83 84% Q11. Contact with Others: Co-workers 29% 18% 29% 18% Yes 33% 6% 36% 8% <t< td=""><td></td><td></td><td></td><td></td><td></td></t<>					
Q9. Children Interacting with Other Children Yes					
Yes 0% 13% 22% 18% No 0% 6% 0% 2% Q10. Times in Group > 20 in Last Week 75% 68% 79% 78% 1-3 0% 23% 16% 16% 4-6 0% 1% 2% 2% 7+ 25% 8% 3% 3% Q11. Contact with Others: Family 29% 51% 62% 68% No 71% 49% 38% 33% 32% Q11. Contact with Others: Friends 29% 51% 62% 68% No 67% 75% 83% 84% Q11. Contact with Others: Friends 33% 25% 17% 16% No 67% 75% 83% 84% Q11. Contact with Others: Co-workers 8 40% 90% 12% Yes 33% 6% 10% 12% No 67% 94% 90% 88% Q11. Con		0%	4%	2%	1%
No 0% 81% 78% 80% Unsure 0% 6% 0% 2% Q10. Times in Group > 20 in Last Week Unsure 75% 68% 79% 78% 1-3 0% 23% 16% 16% 16% 16% 14% 24 2% 24 2% 7+ 25% 8% 3% 3% 3% 25% 18% 33% 32% 28% 33% 32% 28% 33% 32% 28% 33% 32% 28% 33% 32% 32% 28% 33% 32% 32% 28% 33% 32%		00/	120/	220/	400/
Unsure 0% 6% 0% 2% Q10. Times in Group > 20 in Last Week 75% 68% 79% 78% 1-3 0% 23% 16% 16% 4-6 0% 1% 2% 2% 7+ 25% 8% 32% 25% 2% Q11. Contact with Others: Family 29% 51% 62% 68% No 71% 49% 38% 32% Q11. Contact with Others: Friends 33% 25% 17% 16% Yes 33% 25% 17% 16% Q11. Contact with Others: Co-workers 201			_		
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4-6 0 0% 1% 2% 2% 7+					
7+ 25% 8% 3% 3% Q11. Contact with Others: Family 29% 51% 62% 68% No 71% 49% 38% 32% Q11. Contact with Others: Friends 33% 25% 17% 16% No 67% 75% 83% 84% Q11. Contact with Others: Co-workers 33% 6% 10% 12% No 67% 94% 90% 88% Q11. Contact with Others: Clients, patients, or patrons 33% 6% 8% 9% Ves 33% 6% 8% 9% Q11. Contact with Others: Clients, patients, or patrons 76% 94% 92% 91% Q11. Contact with Others: Any other type of person not already mentioned 76% 94% 92% 91% Q11. Contact with Others: Any other type of person not already mentioned 78 8% 8% 9% No 50% 96% 96% 8% 9% 8% 9% 8% 9% 96% 8% 9% 96% 96% 8% 96% 96% <td< td=""><td></td><td></td><td></td><td></td><td></td></td<>					
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Q11. Contact with Others: Friends Yes 33% 25% 17% 16% No 67% 75% 83% 84% Q11. Contact with Others: Co-workers Yes 33% 6% 10% 12% No 67% 94% 90% 88% Q11. Contact with Others: Clients, patients, or patrons Yes 33% 6% 8% 9% No 67% 94% 92% 91% Q11. Contact with Others: Any other type of person not already mentioned Yes 17% 17% 13% 12% No 83% 83% 87% 88% Q13. Currently Practicing Social Distancing? Yes 50% 96% 96% 96% No 50% 96% 96% 96% 96% No 50% 4% 4% 4% Q14. Currently Experiencing Symptoms? 25% 5% 3% 2% No 75% 92% 97% 97% Unsure 0% 3% 0% 1% <			49%	38%	32%
No 67% 75% 83% 84% Q11. Contact with Others: Co-workers Yes 33% 6% 10% 12% No 67% 94% 90% 88% Q11. Contact with Others: Clients, patients, or patrons Yes 33% 6% 8% 9% No 67% 94% 92% 91% Q11. Contact with Others: Any other type of person not already mentioned Yes 17% 17% 13% 12% No 83% 83% 87% 88% Q13. Currently Practicing Social Distancing? Yes 50% 96% 96% 96% No 50% 96% 96% 96% 96% No 50% 4% 4% 4% Q14. Currently Experiencing Symptoms? Yes 25% 5% 3% 2% No 75% 92% 97% 97% Unsure 0% 3% 0% 1% No 50% 64% 66% 65% Unsure 13%	Q11. Contact with Others: Friends				
Q11. Contact with Others: Co-workers Yes 33% 6% 10% 12% No 67% 94% 90% 88% Q11. Contact with Others: Clients, patients, or patrons Yes 33% 6% 8% 9% No 67% 94% 92% 91% Q11. Contact with Others: Any other type of person not already mentioned Yes 17% 17% 13% 12% No 83% 83% 87% 88% Q13. Currently Practicing Social Distancing? Yes 50% 96% 96% 96% No 50% 4% 4% 4% Q14. Currently Experiencing Symptoms? Yes 25% 5% 3% 2% No 75% 92% 97% 97% Unsure 0% 3% 0% 1% No 50% 64% 66% 65% Unsure 38% 30% 29% 28% Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus	Yes	33%	25%	17%	16%
Yes 33% 6% 10% 12% No 67% 94% 90% 88% Q11. Contact with Others: Clients, patients, or patrons 33% 6% 8% 9% No 67% 94% 92% 91% Q11. Contact with Others: Any other type of person not already mentioned Yes 17% 17% 13% 12% No 83% 83% 87% 88% Q13. Currently Practicing Social Distancing? Yes 50% 96% 96% 96% No 50% 4% 4% 4% Q14. Currently Experiencing Symptoms? Yes 25% 5% 3% 2% No 75% 92% 97% 97% Unsure 0% 3% 0% 1% No 50% 64% 66% 65% Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus Most are underestimating the risks 38%	No	67%	75%	83%	84%
No 67% 94% 90% 88% Q11. Contact with Others: Clients, patients, or patrons 33% 6% 8% 9% Yes 33% 6% 8% 9% No 67% 94% 92% 91% Q11. Contact with Others: Any other type of person not already mentioned Ves 17% 17% 13% 12% No 83% 83% 87% 88% Q13. Currently Practicing Social Distancing? Ves 50% 96% 96% 96% No 50% 96% 96% 96% 96% 96% 96% No 50% 4% <	Q11. Contact with Others: Co-workers				
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Yes 33% 6% 8% 9% No 67% 94% 92% 91% Q11. Contact with Others: Any other type of person not already mentioned Yes 17% 17% 13% 12% No 83% 83% 87% 88% Q13. Currently Practicing Social Distancing? Yes 50% 96% 96% No 50% 4% 4% 4% Q14. Currently Experiencing Symptoms? Yes 25% 5% 3% 2% No 75% 92% 97% 97% Unsure 0% 3% 0% 1% Q15. Likelihood of getting Coronavirus Yes 13% 6% 5% 7% No 50% 64% 66% 65% Unsure 38% 30% 29% 28% Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus Most are underestimating the risks 38% 26% 24% 31%	No	67%	94%	90%	88%
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Q11. Contact with Others: Any other type of person not already mentioned Yes 17% 17% 13% 12% No 83% 83% 87% 88% Q13. Currently Practicing Social Distancing? Ves 50% 96% 96% 96% No 50% 4% 2% 8% 2% 8% 2% 97%	Yes	33%	6%	8%	9%
Yes 17% 17% 13% 12% No 83% 83% 87% 88% Q13. Currently Practicing Social Distancing? Ves 50% 96% 96% 96% No 50% 4% 4% 4% Q14. Currently Experiencing Symptoms? 25% 5% 3% 2% No 75% 92% 97% 97% Unsure 0% 3% 0% 1% Q15. Likelihood of getting Coronavirus Ves 13% 6% 5% 7% No 50% 64% 66% 65% Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus Most are underestimating the risks 38% 26% 24% 31%	No	67%	94%	92%	91%
No 83% 83% 87% 88% Q13. Currently Practicing Social Distancing? Town of the part o	Q11. Contact with Others: Any other type of person not already mentio	ned			
Q13. Currently Practicing Social Distancing? Yes 50% 96% 96% No 50% 4% 4% Q14. Currently Experiencing Symptoms? Yes 25% 5% 3% 2% No 75% 92% 97% 97% Unsure 0% 3% 0% 1% Q15. Likelihood of getting Coronavirus 38% 6% 5% 7% No 50% 64% 66% 65% Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus Wost are underestimating the risks 38% 26% 24% 31%	Yes	17%	17%	13%	12%
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No 50% 4% 4% Q14. Currently Experiencing Symptoms? Yes 25% 5% 3% 2% No 75% 92% 97% 97% Unsure 0% 3% 0% 1% Q15. Likelihood of getting Coronavirus Yes 13% 6% 5% 7% No 50% 64% 66% 65% Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus Most are underestimating the risks 38% 26% 24% 31%	Q13. Currently Practicing Social Distancing?				
Q14. Currently Experiencing Symptoms? Yes 25% 5% 3% 2% No 75% 92% 97% 97% Unsure 0% 3% 0% 1% Q15. Likelihood of getting Coronavirus Yes 13% 6% 5% 7% No 50% 64% 66% 65% Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus Most are underestimating the risks 38% 26% 24% 31%	Yes	50%	96%	96%	96%
Yes 25% 5% 3% 2% No 75% 92% 97% 97% Unsure 0% 3% 0% 1% Q15. Likelihood of getting Coronavirus Yes 13% 6% 5% 7% No 50% 64% 66% 65% Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus Most are underestimating the risks 38% 26% 24% 31%		50%	4%	4%	4%
No 75% 92% 97% 97% Unsure 0% 3% 0% 1% Q15. Likelihood of getting Coronavirus *** Yes 13% 6% 5% 7% No 50% 64% 66% 65% Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus Most are underestimating the risks 38% 26% 24% 31%	Q14. Currently Experiencing Symptoms?				
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Q15. Likelihood of getting Coronavirus Yes 13% 6% 5% 7% No 50% 64% 66% 65% Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus Most are underestimating the risks 38% 26% 24% 31%			_		
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No 50% 64% 66% 65% Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus Most are underestimating the risks 38% 26% 24% 31%					
Unsure 38% 30% 29% 28% Q16. NC Response to Coronavirus Most are underestimating the risks 38% 26% 24% 31%					
Q16. NC Response to Coronavirus Most are underestimating the risks 38% 26% 24% 31%					
Most are underestimating the risks 38% 26% 24% 31%		38%	30%	29%	28%
-			I a =:::		
Most are reacting appropriately 25% 66% 66% 61%	-				
	Most are reacting appropriately	25%	66%	66%	61%

© Clarity Campaign Labs 44 of 122

	Confidential				
	0	1-3	4-6	7+	
Most are overreacting to the actual risks	38%	8%	10%	9%	
Q17. Changes to Routine					
Large changes	50%	45%	62%	65%	
Small changes	13%	36%	28%	26%	
No real changes	38%	17%	8%	7%	
Unsure	0%	1%	2%	2%	
Q18. College Degree	520/	F.C0/	FF0/	4.40/	
Yes	63%	56%	55%	44%	
No O19. Latino	38%	44%	45%	56%	
P	00/	F0/	20/	3%	
Yes No	100%	5% 95%	3% 97%	97%	
Q20. Race	100%	95%	9/%	97%	
White	63%	68%	82%	75%	
Black	13%	25%	15%	20%	
Asian	13%	4%	1%	1%	
Another race	13%	3%	2%	4%	
Q19-20. Race + Ethnicity	1370	370	270	-170	
White	63%	65%	79%	73%	
Black	13%	23%	14%	20%	
Asian	13%	4%	1%	1%	
Hispanic or Latino	0%	5%	3%	3%	
Another race	13%	3%	2%	4%	
Q21. Panel Willingness	1370			.,•	
Yes	71%	80%	78%	80%	
No	29%	20%	22%	20%	
DEMOGRAPHICS - RACE ON FILE					
Caucasian	83%	72%	83%	78%	
Black	17%	24%	15%	19%	
Hispanic	0%	2%	1%	0%	
Other	0%	2%	2%	2%	
DEMOGRAPHICS - PARTY ON FILE					
Democrat	0%	43%	43%	43%	
Republican	33%	26%	28%	29%	
Other / Unaffiliated	67%	31%	30%	28%	
DEMOGRAPHICS - AGE					
18-34	0%	18%	10%	10%	
35-49	0%	10%	14%	16%	
50-64	38%	27%	24%	29%	
65-79	38%	27%	36%	35%	
80+	25%	18%	15%	11%	
DEMOGRAPHICS - GENDER					
Female	25%	44%	54%	65%	
Male	75%	56%	46%	35%	
CLARITY SCORES: PARTY					
0-19	67%	34%	35%	36%	
20-39	0%	2%	6%	5%	
40-59	0%	7%	6%	7%	
60-79	17%	10%	7%	6%	
80-100	17%	47%	46%	46%	
CLARITY SCORES: TURNOUT					
0-19	0%	0%	0%	0%	
20-39	0%	5%	2%	1%	
40-59	0%	9%	6%	4%	
60-79	25%	14%	8%	7%	
80-100	75%	71%	84%	87%	
CLARITY SCORES: COLLEGE					
0-19	33%	10%	12%	13%	
20-39	0%	34%	30%	30%	
40-59	17%	21%	21%	22%	
60-79	17%	21%	15%	17%	
80-100	33%	14%	23%	18%	
CLARITY SCORES: CHOICE	-				
0-19	33%	19%	15%	17%	
20-39	17%	32%	27%	28%	
40-59	33%	28%	26%	34%	
60-79	17%	11%	22%	14%	
80-100	0%	9%	10%	7%	
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	0%	3%	4%	5%	
20-39	33%	19%	21%	16%	

© Clarity Campaign Labs 45 of 122

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

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

	Yes	No
n	(1,300)	(59)
Q1. Health Quality	()***/	(,
Poor	4%	7%
Fair	15%	31%
Good	46%	41%
Very Good	35%	22%
Q4. Number of People in HH		
1-3	76%	71%
4-6	21%	21%
7+ Q5. Children in HH	3%	9%
One	11%	15%
Two	8%	5%
Three or more	6%	5%
None	75%	75%
Q6. Non-HH Face to Face Count		
0	36%	26%
1-3	40%	33%
4-6	11%	28%
7+	12%	14%
Q7. Six Feet Away? (If Q6 > 0)		
0	18%	26%
1-3	54%	40%
4-6	13%	23%
7+	14%	12%
Q8. HH Member Going to Work Yes	34%	42%
No No	65%	53%
Unsure	1%	5%
Q9. Children Interacting with Other Children		
Yes	17%	38%
No	81%	62%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week		
0	79%	56%
1-3	16%	25%
4-6	2%	8%
7+ Q11. Contact with Others: Family	3%	10%
Yes	66%	58%
No	34%	42%
Q11. Contact with Others: Friends		1 7 -
Yes	16%	35%
No	84%	65%
Q11. Contact with Others: Co-workers		
Yes	11%	31%
No	89%	69%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	8%	24%
No	92%	76%
Q11. Contact with Others: Any other type of person not already mentioned Yes	12%	26%
No No	88%	74%
Q12. Handwashing Count	0070	7470
0	0%	7%
1-3	6%	5%
4-6	20%	19%
7+	74%	69%
Q14. Currently Experiencing Symptoms?		
Yes	2%	2%
No	96%	97%
Unsure	1%	2%
Q15. Likelihood of getting Coronavirus		201
Yes	7%	3%
No Unsure	65% 28%	69% 28%
Q16. NC Response to Coronavirus	2070	2070
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	Confident	No
Most are underestimating the risks	30%	199
Most are reacting appropriately	62%	539
Most are reacting appropriately Most are overreacting to the actual risks	8%	289
Q17. Changes to Routine	070	207
	65%	349
Large changes		-
Small changes	27%	269
No real changes	7%	299
Unsure	2%	109
Q18. College Degree		
Yes	48%	399
No	52%	619
Q19. Latino		
Yes	3%	4%
No	97%	969
Q20. Race	<u> </u>	
White	76%	669
Black	19%	259
Asian	1%	0%
Another race	3%	9%
Q19-20. Race + Ethnicity	370	37
White	74%	639
		-
Black	19%	259
Asian	1%	09
Hispanic or Latino	3%	39
Another race	3%	89
Q21. Panel Willingness		
Yes	80%	749
No	20%	269
DEMOGRAPHICS - RACE ON FILE		
Caucasian	79%	709
Black	18%	289
Hispanic	1%	09
Other	2%	39
DEMOGRAPHICS - PARTY ON FILE		
Democrat	43%	43
Republican	28%	409
Other / Unaffiliated	29%	189
DEMOGRAPHICS - AGE	2370	10.
18-34	10%	79
		-
35-49	15%	129
50-64	28%	229
65-79	35%	249
80+	11%	369
DEMOGRAPHICS - GENDER		
Female	62%	469
Male	38%	549
CLARITY SCORES: PARTY		
0-19	36%	43
20-39	4%	13
40-59	7%	39
60-79	7%	09
80-100	46%	43
	40%	43
CLARITY SCORES: TURNOUT	00/	- 00
0-19	0%	09
20-39	2%	39
40-59	4%	89
60-79	8%	89
80-100	86%	82
CLARITY SCORES: COLLEGE		
0-19	13%	20
20-39	30%	38
40-59	21%	20
60-79	17%	15
80-100	19%	89
CLARITY SCORES: CHOICE	15/0	
0-19	16%	31
		-
20-39	28%	28
40-59	32%	31
60-79 80-100	16% 8%	10

© Clarity Campaign Labs 48 of 122

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

© Clarity Campaign Labs 49 of 122

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

	Yes	No	Unsure
n	(33)	(1,311)	(16)
Q1. Health Quality			
Poor	21%	4%	20%
Fair	24%	15%	20%
Good	27%	46%	47%
Very Good	27%	35%	13%
Q4. Number of People in HH			
1-3	72%	76%	75%
4-6	19%	21%	25%
7+	9%	3%	0%
Q5. Children in HH			
One	3%	11%	19%
Two	7%	8%	13%
Three or more	3%	6%	6%
None	87%	75%	63%
Q6. Non-HH Face to Face Count			
0	39%	36%	50%
1-3	30%	40%	31%
4-6	18%	12%	19%
7+	12%	13%	0%
Q7. Six Feet Away? (If Q6 > 0)	4001	4.007	4001
0	10%	18%	13%
1-3	35%	54%	50%
4-6	25%	14%	25%
7+	30%	14%	13%
Q8. HH Member Going to Work	2001	2.40/	0.407
Yes	26%	34%	31%
No	68%	64%	69%
Unsure	6%	1%	0%
Q9. Children Interacting with Other Children	250/	100/	200/
Yes	25%	18%	20%
No Unsure	75% 0%	2%	80%
Q10. Times in Group > 20 in Last Week	070	270	070
0	56%	78%	73%
1-3	25%	16%	20%
4-6	3%	2%	0%
7+	16%	3%	7%
Q11. Contact with Others: Family	1070	370	770
Yes	53%	66%	64%
No	47%	34%	36%
Q11. Contact with Others: Friends			
Yes	31%	17%	15%
No	69%	83%	85%
Q11. Contact with Others: Co-workers			l
Yes	14%	11%	8%
No	86%	89%	92%
Q11. Contact with Others: Clients, patients, or patrons			
Yes	14%	8%	0%
No	86%	92%	100%
Q11. Contact with Others: Any other type of person not already menti	ioned		
Yes	18%	13%	17%
No	82%	87%	83%
Q12. Handwashing Count			
0	6%	0%	0%
~		F0/	13%
1-3	12%	5%	
		20%	6%
1-3	12%		6% 81%
1-3 4-6	12% 21%	20%	
1-3 4-6 7+	12% 21%	20%	
1-3 4-6 7+ Q13. Currently Practicing Social Distancing?	12% 21% 61%	20% 74%	81%
1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes	12% 21% 61%	20% 74% 96%	94%
1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No	12% 21% 61%	20% 74% 96%	94%
1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q15. Likelihood of getting Coronavirus	12% 21% 61% 97% 3%	20% 74% 96% 4%	94% 6%
1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q15. Likelihood of getting Coronavirus Yes	12% 21% 61% 97% 3%	20% 74% 96% 4%	94% 6%
1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q15. Likelihood of getting Coronavirus Yes No	12% 21% 61% 97% 3% 13% 66%	20% 74% 96% 4% 7% 65%	94% 6% 6% 44%

© Clarity Campaign Labs 50 of 122

	Yes	Confide	Unsure
Most are reacting appropriately	50%	63%	25%
Most are overreacting to the actual risks	9%	9%	13%
Q17. Changes to Routine	370	370	13/0
Large changes	58%	63%	75%
Small changes	33%	27%	19%
No real changes	9%	8%	0%
Unsure	0%	2%	6%
Q18. College Degree	070	270	070
Yes	58%	47%	53%
No	42%	53%	47%
Q19. Latino			
Yes	9%	3%	6%
No	91%	97%	94%
Q20. Race			
White	55%	76%	80%
Black	28%	19%	20%
Asian	3%	1%	0%
Another race	14%	3%	0%
Q19-20. Race + Ethnicity			
White	52%	74%	75%
Black	24%	19%	19%
Asian	3%	1%	0%
Hispanic or Latino	9%	3%	6%
Another race	12%	3%	0%
Q21. Panel Willingness			
Yes	76%	80%	80%
No	24%	20%	20%
DEMOGRAPHICS - RACE ON FILE			
Caucasian	55%	79%	83%
Black	32%	18%	17%
Hispanic	5%	0%	0%
Other	9%	2%	0%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	32%	43%	42%
Republican	18%	29%	25%
Other / Unaffiliated	50%	28%	33%
DEMOGRAPHICS - AGE			
18-34	12%	10%	0%
35-49	9%	15%	13%
50-64	27%	28%	25%
65-79	33%	35%	44%
80+	18%	12%	19%
DEMOGRAPHICS - GENDER			
Female	55%	62%	63%
Male	45%	38%	38%
CLARITY SCORES: PARTY			
0-19	23%	36%	42%
20-39	5%	5%	0%
40-59	9%	7%	8%
60-79	9%	7%	8%
80-100	55%	46%	42%
CLARITY SCORES: TURNOUT	00/	00/	00/
0-19	0%	0%	0%
20-39	0%	2%	0%
40-59	6%	5%	0%
60-79	94%	8%	9% 91%
80-100	94%	85%	91%
CLARITY SCORES: COLLEGE 0-19	5%	13%	25%
20-39	32%	30%	33%
40-59	18%	21%	17%
60-79	23%	17%	8%
80-100	23%	19%	17%
80-100 CLARITY SCORES: CHOICE	23%	17/0	1/70
0-19	9%	17%	18%
20-39	27%	28%	27%
4.1F.17	32%	32%	36%
		JZ70	%00
40-59			00/
40-59 60-79	23%	16%	9%
40-59 60-79 80-100 CLARITY SCORES: CHURCH ATTENDANCE			9% 9%

© Clarity Campaign Labs 51 of 122

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

© Clarity Campaign Labs 52 of 122

» Q15. Likelihood of getting Coronavirus against...

	Yes	No	Unsure
n	(90)	(877)	(381)
Q1. Health Quality			
Poor	7%	4%	5%
Fair	13%	13%	20%
Good	34%	46%	50%
Very Good	46%	37%	25%
Q4. Number of People in HH			
1-3	61%	76%	78%
4-6	34%	20%	20%
7+	4%	3%	2%
Q5. Children in HH One	16%	12%	9%
Two	14%	8%	6%
Three or more	11%	5%	5%
None	59%	75%	80%
Q6. Non-HH Face to Face Count	1		
0	27%	37%	35%
1-3	36%	38%	43%
4-6	13%	12%	11%
7+	24%	12%	10%
Q7. Six Feet Away? (If Q6 > 0)			
0	17%	18%	19%
1-3	51%	54%	55%
4-6	14%	14%	15%
7+	18%	15%	11%
Q8. HH Member Going to Work			
Yes	51%	31%	37%
No	48%	67%	61%
Unsure	1%	1%	2%
Q9. Children Interacting with Other Children Yes	24%	17%	21%
No No	76%	83%	77%
Unsure	0%	1%	3%
Q10. Times in Group > 20 in Last Week	0,0	1,0	
0	82%	78%	75%
1-3	7%	16%	19%
4-6	2%	2%	3%
7+	9%	3%	3%
Q11. Contact with Others: Family			
Yes	72%	65%	66%
No	28%	35%	34%
Q11. Contact with Others: Friends			
Yes	18%	16%	18%
No	82%	84%	82%
Q11. Contact with Others: Co-workers	120/	440/	440/
Yes No	12% 88%	11% 89%	11% 89%
Q11. Contact with Others: Clients, patients, or patrons	00%	89%	89%
Yes	10%	7%	11%
No	90%	93%	89%
Q11. Contact with Others: Any other type of person not already mentioned			
Yes	13%	12%	15%
No	87%	88%	85%
Q12. Handwashing Count			
0	1%	0%	1%
1-3	6%	6%	6%
4-6	14%	20%	21%
7+	79%	74%	72%
Q13. Currently Practicing Social Distancing?		95%	96%
Yes	98%		
Yes No	98%	5%	4%
Yes No Q14. Currently Experiencing Symptoms?	2%		
Yes No Q14. Currently Experiencing Symptoms? Yes	2%	2%	2%
Yes No Q14. Currently Experiencing Symptoms? Yes No	2% 4% 94%	2% 97%	2% 96%
Yes No Q14. Currently Experiencing Symptoms? Yes	2%	2%	2%

© Clarity Campaign Labs 53 of 122

		Confide	ntial
	Yes	No	Unsure
Most are reacting appropriately	49%	65%	57%
Most are overreacting to the actual risks	8%	11%	5%
Q17. Changes to Routine	<u> </u>		
Large changes	77%	59%	70%
Small changes	17%	29%	24%
No real changes	7%	10%	3%
Unsure	0%	2%	3%
Q18. College Degree			
Yes	64%	46%	47%
No	36%	54%	53%
Q19. Latino			
Yes	6%	3%	2%
No	94%	97%	98%
Q20. Race			1
White	86%	75%	75%
Black	11%	20%	20%
Asian	2%	1%	1%
Another race	1%	4%	4%
Q19-20. Race + Ethnicity	170	170	1,0
White	81%	72%	74%
Black	10%	19%	19%
Asian	2%	1%	1%
Hispanic or Latino	6%	3%	2%
Another race	1%	4%	4%
	170	470	470
Q21. Panel Willingness Yes	920/	700/	82%
	83%	78%	
No	17%	22%	18%
DEMOGRAPHICS - RACE ON FILE	0.504	700/	700/
Caucasian	86%	79%	79%
Black	11%	18%	19%
Hispanic	3%	1%	0%
Other	0%	2%	2%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	31%	41%	49%
Republican	34%	31%	21%
Other / Unaffiliated	35%	28%	30%
DEMOGRAPHICS - AGE			
18-34	20%	11%	6%
35-49	37%	14%	12%
50-64	36%	25%	32%
65-79	7%	37%	37%
80+	1%	13%	13%
DEMOGRAPHICS - GENDER			
Female	48%	62%	63%
Male	52%	38%	37%
CLARITY SCORES: PARTY			
0-19	38%	39%	29%
20-39	3%	5%	5%
40-59	11%	7%	6%
60-79	12%	6%	7%
80-100	35%	43%	54%
CLARITY SCORES: TURNOUT			I
0-19	0%	0%	0%
20-39	3%	2%	1%
40-59	3%	5%	3%
60-79	13%	9%	4%
80-100	80%	83%	92%
CLARITY SCORES: COLLEGE	0070	55/0	J2/0
0-19	5%	13%	14%
20-39	32%	30%	30%
40-59	25%	21%	22%
60-79	17%	18%	14%
80-100	22%	18%	19%
CLARITY SCORES: CHOICE	T	4	I
0-19	10%	17%	17%
20-39	22%	31%	24%
40-59	37%	32%	30%
CO 70	2401	4 50/	4.00/

60-79

80-100

0-19

CLARITY SCORES: CHURCH ATTENDANCE

© Clarity Campaign Labs 54 of 122

16%

13%

5%

21% 15%

5%

11%

9% 4%

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

© Clarity Campaign Labs 55 of 122

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

	Most are underestimating the risks	Most are reacting appropriately	Most are overreacting to the actual risks
n	(386)	(815)	(119)
Q1. Health Quality			
Poor	6%	3%	8%
Fair	19%	15%	12%
Good	47%	46%	41%
Very Good	27%	37%	39%
Q4. Number of People in HH	760/	770/	670/
1-3	76%	77%	67%
4-6 7+	22%	20%	26%
·	2%	3%	8%
Q5. Children in HH One	15%	10%	14%
	7%		
Two		9%	5%
Three or more	6%	5%	10%
None	73%	76%	71%
Q6. Non-HH Face to Face Count		270/	220/
0	38%	37%	22%
1-3	38%	41%	41%
4-6	11%	13%	12%
7+	14%	10%	26%
Q7. Six Feet Away? (If Q6 > 0)	200/	100/	100/
0	20%	16%	19%
1-3	53%	57%	43%
4-6	14%	14%	16%
7+	14%	13%	22%
Q8. HH Member Going to Work			
Yes	37%	30%	52%
No	62%	68%	46%
Unsure	1%	2%	3%
Q9. Children Interacting with O			I
Yes	16%	18%	27%
No	84%	80%	67%
Unsure	0%	2%	6%
Q10. Times in Group > 20 in Las			
0	77%	79%	67%
1-3	15%	17%	21%
4-6	2%	2%	7%
7+	6%	2%	5%
Q11. Contact with Others: Fami	-		
Yes	67%	64%	69%
No	33%	36%	31%
Q11. Contact with Others: Frien			
Yes	16%	16%	30%
No	84%	84%	70%
Q11. Contact with Others: Co-w			
Yes	12%	10%	19%
No	88%	90%	81%
Q11. Contact with Others: Clien			I
Yes	9%	7%	15%
No	91%	93%	85%
Q11. Contact with Others: Any of			
Yes	13%	11%	20%
No	87%	89%	80%
Q12. Handwashing Count			
0	1%	0%	3%
1-3	5%	6%	5%
4-6	16%	21%	23%
7+	78%	72%	70%
Q13. Currently Practicing Social			
Yes	97%	96%	87%
No	3%	4%	13%
Q14. Currently Experiencing Syr	nptoms?		
Yes	3%	2%	3%
No	94%	98%	96%
Unsure	3%	0%	2%
	navirus		

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			Confidential
	Most are underestimating the risks	Most are reacting appropriately	Most are overreacting to the actual risks
Yes	10%	5%	6%
No	53%	68%	80%
Unsure	37%	27%	14%
Q17. Changes to Routine		=-,-	
Large changes	70%	64%	38%
Small changes	24%	28%	34%
No real changes	4%	7%	24%
Unsure	3%	2%	4%
Q18. College Degree	370	270	470
Yes	47%	49%	40%
No	53%	51%	60%
	53%	51%	60%
Q19. Latino			
Yes	4%	3%	3%
No	96%	97%	97%
Q20. Race			
White	68%	79%	75%
Black	26%	17%	16%
Asian	1%	1%	1%
Another race	5%	2%	8%
Q19-20. Race + Ethnicity			
White	65%	77%	74%
Black	25%	17%	15%
Asian	1%	1%	1%
Hispanic or Latino	4%	3%	3%
Another race	5%	2%	8%
Q21. Panel Willingness	370	270	370
Yes	86%	78%	76%
No	14%	22%	24%
	1470	2270	2470
DEMOGRAPHICS - RACE ON FILE			
Caucasian	68%	83%	89%
Black	28%	15%	9%
Hispanic	1%	1%	0%
Other	3%	1%	2%
DEMOGRAPHICS - PARTY ON FILE			
Democrat	51%	41%	26%
Republican	20%	30%	42%
Other / Unaffiliated	29%	29%	32%
DEMOGRAPHICS - AGE			
18-34	12%	8%	16%
35-49	17%	14%	16%
50-64	28%	26%	37%
65-79	35%	37%	25%
80+	8%	15%	6%
DEMOGRAPHICS - GENDER	0,0	1570	0,0
Female	65%	61%	51%
Male	35%	39%	49%
	33/0	35/0	45/0
CLARITY SCORES: PARTY	270/	270/	F70/
0-19	27%	37%	57%
20-39	5%	5%	7%
40-59	7%	7%	6%
60-79	6%	7%	8%
80-100	56%	44%	23%
CLARITY SCORES: TURNOUT			
0-19	1%	0%	0%
20-39	0%	2%	2%
40-59	4%	5%	5%
60-79	9%	7%	10%
80-100	85%	86%	83%
CLARITY SCORES: COLLEGE	1	1	1
0-19	12%	14%	8%
20-39	35%	28%	33%
40-59	23%	19%	27%
60-79	15%	18%	16%
80-100	15%	21%	16%
CLARITY SCORES: CHOICE	430/	470/	350/
0-19	12%	17%	25%
20-39	22%	31%	35%
40-59	39%	28%	30%
60-79	18%	16%	6%
80-100	9%	8%	4%

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

© Clarity Campaign Labs 58 of 122

>> Q17. Changes to Routine against...

	Large	Small	No real	Unsure
	changes	changes	changes	(20)
n	(853)	(359)	(104)	(29)
Q1. Health Quality				
Poor	4%	3%	10%	15%
Fair	14%	17%	18%	23%
Good	47%	50%	30%	35%
Very Good	35%	31%	42%	27%
Q4. Number of People in HH				
1-3	74%	80%	75%	78%
4-6	23%	18%	17%	19%
7+	3%	2%	8%	4%
Q5. Children in HH				
One	12%	9%	19%	4%
Two	8%	8%	4%	7%
Three or more	6%	5%	7%	4%
None	74%	79%	69%	86%
Q6. Non-HH Face to Face Count				
0	38%	31%	35%	34%
1-3	39%	43%	35%	38%
4-6	11%	14%	12%	21%
7+	12%	13%	18%	7%
Q7. Six Feet Away? (If Q6 > 0)	-			-
0	19%	16%	16%	16%
1-3	54%	55%	45%	58%
4-6	13%	15%	15%	21%
7+	14%	13%	24%	5%
Q8. HH Member Going to Work				
Yes	34%	35%	40%	29%
No	66%	62%	58%	64%
Unsure	1%	3%	2%	7%
Q9. Children Interacting with Other Children				
Yes	17%	24%	17%	0%
No	82%	74%	79%	100%
Unsure	1%	1%	3%	0%
Q10. Times in Group > 20 in Last Week		2,0	3,0	0,0
0	82%	69%	77%	64%
1-3	14%	22%	14%	25%
4-6	2%	4%	5%	0%
7+	2%	6%	5%	11%
Q11. Contact with Others: Family	270	070	3/0	11/0
Yes	69%	61%	60%	56%
No	31%	39%	40%	44%
Q11. Contact with Others: Friends	31/0	3370	4070	4470
	150/	200/	200/	220/
Yes	15% 85%	20% 80%	20%	32%
No	65%	80%	80%	68%
Q11. Contact with Others: Co-workers	100/	120/	4.00/	250/
Yes	10%	12%	18%	25%
No	90%	88%	82%	75%
Q11. Contact with Others: Clients, patients, or pa				
Yes	7%	8%	20%	20%
No	93%	92%	80%	80%
Q11. Contact with Others: Any other type of pers				
Yes	12%	14%	11%	29%
No	88%	86%	89%	71%
Q12. Handwashing Count				
0	0%	0%	3%	0%
1-3	4%	8%	13%	3%
4-6	20%	21%	20%	17%
7+	76%	71%	64%	79%
Q13. Currently Practicing Social Distancing?				
Yes	98%	96%	84%	79%
No	2%	4%	16%	21%
Q14. Currently Experiencing Symptoms?				
Yes	2%	3%	3%	0%
No	96%	96%	97%	97%
Unsure	1%	1%	0%	3%
Q15. Likelihood of getting Coronavirus	1		-	.,.
Yes	8%	4%	6%	0%
Clarity Campaign Labs	5,0	.,,	5,0	570

© Clarity Campaign Labs 59 of 122

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		0 11	Comident	ıaı
	Large changes	Small changes	No real changes	Unsure
No	61%	71%	83%	55%
Unsure	31%	25%	12%	45%
Q16. NC Response to Coronavirus				
Most are underestimating the risks	32%	26%	15%	34%
Most are reacting appropriately	62%	63%	56%	48%
Most are overreacting to the actual risks	5%	11%	29%	17%
Q18. College Degree		ı	1	
Yes	55%	35%	38%	18%
No	45%	65%	63%	82%
Q19. Latino Yes	3%	3%	3%	3%
No No	97%	97%	97%	97%
Q20. Race	3770	3770	3770	3770
White	79%	71%	70%	59%
Black	18%	23%	17%	33%
Asian	1%	1%	6%	0%
Another race	3%	4%	7%	7%
Q19-20. Race + Ethnicity				
White	76%	70%	68%	55%
Black	17%	22%	16%	34%
Asian	1%	1%	6%	0%
Hispanic or Latino	3%	3%	3%	3%
Another race	3%	4%	7%	7%
Q21. Panel Willingness				1
Yes	84%	75%	68%	62%
No DEMOGRAPHICS BACE ON FILE	16%	25%	32%	38%
DEMOGRAPHICS - RACE ON FILE Caucasian	81%	75%	81%	65%
Black	17%	21%	19%	35%
Hispanic	1%	0%	0%	0%
Other	2%	3%	0%	0%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	43%	44%	33%	47%
Republican	28%	27%	33%	29%
Other / Unaffiliated	29%	29%	34%	24%
DEMOGRAPHICS - AGE				
18-34	10%	10%	14%	0%
35-49	16%	14%	17%	3%
50-64	31%	21%	26%	21%
65-79	33% 10%	42%	24% 18%	38%
80+ DEMOGRAPHICS - GENDER	10%	13%	10%	38%
Female	63%	61%	51%	62%
Male	37%	39%	49%	38%
CLARITY SCORES: PARTY	0770	0370	1570	30,0
0-19	37%	35%	39%	29%
20-39	4%	5%	10%	6%
40-59	6%	7%	10%	6%
60-79	7%	8%	6%	12%
80-100	46%	46%	34%	47%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	1%	3%	3%	0%
40-59	4%	6%	11%	0%
60-79	7%	6%	18%	21%
80-100	88%	85%	67%	79%
CLARITY SCORES: COLLEGE 0-19	11%	15%	21%	6%
20-39	29%	32%	28%	53%
40-59	20%	22%	30%	41%
60-79	17%	19%	12%	0%
80-100	23%	11%	9%	0%
CLARITY SCORES: CHOICE			1	1
0-19	15%	17%	25%	25%
20-39	29%	29%	25%	25%
40-59	30%	34%	30%	50%
60-79	17%	14%	16%	0%
80-100	9%	5%	5%	0%
CLARITY SCORES: CHURCH ATTENDANCE				
0-19				

© Clarity Campaign Labs 60 of 122

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

© Clarity Campaign Labs 61 of 122

» Q18. College Degree against...

	Yes	No
n	(636)	(705)
Q1. Health Quality	(000)	(,,,,
Poor	3%	6%
Fair	10%	20%
Good	43%	49%
Very Good	44%	25%
Q4. Number of People in HH		
1-3	75%	77%
4-6	22%	20%
7+	3%	3%
Q5. Children in HH	ı	
One	12%	11%
Two	8%	8%
Three or more	6%	5%
None	74%	76%
Q6. Non-HH Face to Face Count	410/	210/
1-3	41% 36%	31% 43%
4-6	10%	13%
7+	12%	13%
Q7. Six Feet Away? (If Q6 > 0)	12/0	1370
0	18%	18%
1-3	54%	54%
4-6	12%	15%
7+	16%	13%
Q8. HH Member Going to Work		
Yes	32%	36%
No	67%	62%
Unsure	1%	2%
Q9. Children Interacting with Other Children		
Yes	18%	19%
No	81%	79%
Unsure	1%	2%
Q10. Times in Group > 20 in Last Week	000/	700/
1-3	83% 14%	73% 19%
1-5 4-6	14%	3%
7+	3%	4%
Q11. Contact with Others: Family	370	470
Yes	70%	62%
No	30%	38%
Q11. Contact with Others: Friends		
Yes	15%	19%
No	85%	81%
Q11. Contact with Others: Co-workers		
Yes	10%	12%
No	90%	88%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	8%	9%
No	92%	91%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	12%	13%
No	88%	87%
Q12. Handwashing Count	1%	0%
1-3	7%	5%
4-6	23%	17%
7+	69%	78%
Q13. Currently Practicing Social Distancing?	3370	. 570
Yes	97%	95%
No	3%	5%
Q14. Currently Experiencing Symptoms?		
Yes	3%	2%
No	96%	97%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	9%	5%

© Clarity Campaign Labs 62 of 122

	Confident Yes	No
No	63%	679
Unsure	28%	289
Q16. NC Response to Coronavirus	20/0	207
Most are underestimating the risks	29%	299
Most are reacting appropriately	63%	609
Most are overreacting to the actual risks	8%	109
Q17. Changes to Routine		
Large changes	73%	559
Small changes	20%	339
No real changes	6%	9%
Unsure	1%	3%
Q19. Latino		
Yes	2%	4%
No	98%	969
Q20. Race		
White	79%	739
Black	15%	239
Asian	2%	0%
Another race	4%	3%
	4/0	3/
Q19-20. Race + Ethnicity	770/	700
White	77%	709
Black	15%	229
Asian	2%	09
Hispanic or Latino	2%	49
Another race	4%	39
Q21. Panel Willingness		
Yes	85%	769
No	15%	249
DEMOGRAPHICS - RACE ON FILE	·	
Caucasian	83%	76
Black	15%	219
Hispanic	0%	19
Other	2%	29
DEMOGRAPHICS - PARTY ON FILE		
Democrat Democrat	44%	429
Republican	26%	30
•	30%	28
Other / Unaffiliated	30%	20
DEMOGRAPHICS - AGE		
18-34	10%	119
35-49	19%	12
50-64	30%	269
65-79	31%	38
80+	10%	13
DEMOGRAPHICS - GENDER		
Female	59%	63
Male	41%	37
CLARITY SCORES: PARTY		
0-19	35%	37
20-39	4%	5%
40-59	6%	79
60-79	7%	79
		-
80-100	48%	43
CLARITY SCORES: TURNOUT		
0-19	0%	09
20-39	2%	29
40-59	3%	69
60-79	6%	99
80-100	89%	83
CLARITY SCORES: COLLEGE		
0-19	2%	23
20-39	17%	42
40-59	19%	239
60-79	26%	9%
80-100	36%	3%
	30%	37
CLARITY SCORES: CHOICE	4001	20
0-19	12%	209
20-39	23%	33
		359
40-59	27%	
	27% 23%	10'

© Clarity Campaign Labs 63 of 122

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

© Clarity Campaign Labs 64 of 122

» Q19. Latino against...

	Yes	No
n	(42)	(1,301)
Q1. Health Quality	/	, , ,
Poor	7%	4%
Fair	12%	15%
Good	50%	46%
Very Good	31%	34%
Q4. Number of People in HH		
1-3	50%	77%
4-6 7+	43% 7%	21% 3%
Q5. Children in HH	1%	3%
One	12%	11%
Two	26%	7%
Three or more	10%	5%
None	52%	76%
Q6. Non-HH Face to Face Count		
0	36%	36%
1-3	40%	40%
4-6	12%	12%
7+	12%	13%
Q7. Six Feet Away? (If Q6 > 0)	220/	100/
1-3	23% 58%	18% 54%
4-6	8%	14%
7+	12%	14%
Q8. HH Member Going to Work		
Yes	31%	34%
No	62%	64%
Unsure	7%	1%
Q9. Children Interacting with Other Children		
Yes	11%	19%
No	89%	80%
Unsure	0%	2%
Q10. Times in Group > 20 in Last Week 0	76%	78%
1-3	17%	16%
4-6	2%	2%
7+	5%	4%
Q11. Contact with Others: Family		
Yes	73%	65%
No	27%	35%
Q11. Contact with Others: Friends		
Yes	10%	17%
No	90%	83%
Q11. Contact with Others: Co-workers	120/	110/
Yes No	13% 87%	11% 89%
Q11. Contact with Others: Clients, patients, or patrons	07/0	03/0
Yes	11%	9%
No	89%	91%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	13%	13%
No	87%	87%
Q12. Handwashing Count		
0	0%	1%
1-3	10%	6%
4-6	21%	20%
7+	69%	74%
Q13. Currently Practicing Social Distancing? Yes	95%	96%
No No	5%	4%
Q14. Currently Experiencing Symptoms?	370	770
	7%	2%
Yes		
Yes No	90%	97%
	90%	1%
No		

© Clarity Campaign Labs 65 of 122

	Confide	
	Yes	No
No .	71%	65%
Jnsure	17%	29%
Q16. NC Response to Coronavirus	200/	200
Most are underestimating the risks	38%	29%
Most are reacting appropriately	54%	629
Most are overreacting to the actual risks	8%	9%
Q17. Changes to Routine	500/	
Large changes	69%	639
Small changes	21%	279
No real changes	7%	8%
Jnsure	2%	2%
Q18. College Degree		
Yes	33%	489
No	67%	529
Q20. Race		
White	0%	769
Black	0%	19%
Asian	0%	1%
Another race	0%	4%
Q19-20. Race + Ethnicity		
White	0%	76%
Black	0%	199
Asian	0%	1%
Hispanic or Latino	100%	0%
Another race	0%	4%
Q21. Panel Willingness		
Yes	78%	80%
No	23%	20%
DEMOGRAPHICS - RACE ON FILE	//	
Caucasian	44%	80%
Black	11%	189
Hispanic	22%	0%
Other	22%	2%
DEMOGRAPHICS - PARTY ON FILE	22/0	2/0
Democrat Democrat	30%	439
		,
Republican Other / Unaffiliated	22% 48%	29%
·	40%	
DEMOGRAPHICS - AGE 18-34	420/	00/
	43%	9%
35-49	29%	15%
50-64	19%	28%
65-79	10%	36%
80+	0%	129
DEMOGRAPHICS - GENDER		
Female	45%	62%
Male	55%	38%
CLARITY SCORES: PARTY		
0-19	33%	36%
20-39	11%	4%
40-59	7%	7%
60-79	11%	7%
80-100	37%	46%
CLARITY SCORES: TURNOUT		
0-19	4%	0%
20-39	4%	2%
40-59	22%	4%
60-79	17%	7%
80-100	52%	869
CLARITY SCORES: COLLEGE		
0-19	11%	139
20-39	26%	309
10-59	37%	21%
60-79	19%	179
30-79 30-100	7%	179
· · · ·	/%	19%
CLARITY SCORES: CHOICE		
0-19	13%	179
20-39	17%	29%
	54%	319
40-59	3.70	
10-59 50-79	17%	169

© Clarity Campaign Labs 66 of 122

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20-39		Confidential		
20-39		Yes	No	
A0-59	0-19	15%	4%	
60-79 7% 38% 80-100 7% 10% CLARITY SCORES: CLIMATE CHANGE PRIORITY	20-39	41%	17%	
80-100 7% 10% CLARITY SCORES: CLIMATE CHANGE PRIORITY 0-19 29% 42% 20-39 42% 31% 40-59 21% 21% 60-79 88 6% 80-100 0% 0% MEDIA MARKET Charlotte NC 26% 24% Greensboro-High Point-Winston Salem NC 15% 19% Norfolk-Portsmouth-Newport News VA 0% 2% Greenville-New Bern-Washington NC 15% 8% Wilmington NC 0% 5% Raleigh-Durham (Fayetteville) NC 19% 32% Greenville-Spartanburg SC-Asheville NC-Anderson SC 26% 9% Myrtle Beach-Florence SC 0% 1% DEMOGRAPHICS - PHONE TYPE Land-line 37% 76% Wireless 63% 24% Voter File Match Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) Yes 85% 96% No 15% 4% Panel Respondent	40-59	30%	32%	
CLARITY SCORES: CLIMATE CHANGE PRIORITY 0-19	60-79	7%	38%	
29% 42% 42% 31% 42% 31% 44% 31% 44% 40-59 21% 21% 21% 660-79 88% 6% 6% 880-100 0% 0% 0% 0% 0% 0% 0%	80-100	7%	10%	
20-39	CLARITY SCORES: CLIMATE CHANGE PRIORITY			
A0-59	0-19	29%	42%	
88	20-39	42%	31%	
MEDIA MARKET	40-59	21%	21%	
MEDIA MARKET 26% 24% Greensboro-High Point-Winston Salem NC 15% 19% Norfolk-Portsmouth-Newport News VA 0% 2% Greenville-New Bern-Washington NC 15% 8% Wilmington NC 0% 5% Raleigh-Durham (Fayetteville) NC 19% 32% Greenville-Spartanburg SC-Asheville NC-Anderson SC 26% 9% Myrtle Beach-Florence SC 0% 1% DEMOGRAPHICS - PHONE TYPE 37% 76% Wireless 63% 24% Voter File Match Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) 85% 96% Yes 85% 96% No 15% 4% Panel Respondent 4% 4%	60-79	8%	6%	
Charlotte NC 26% 24% Greensboro-High Point-Winston Salem NC 15% 19% Norfolk-Portsmouth-Newport News VA 0% 2% Greenville-New Bern-Washington NC 15% 8% Wilmington NC 0% 5% Raleigh-Durham (Fayetteville) NC 19% 32% Greenville-Spartanburg SC-Asheville NC-Anderson SC 26% 9% Myrtle Beach-Florence SC 0% 1% DEMOGRAPHICS - PHONE TYPE 37% 76% Wireless 63% 24% Voter File Match Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) 85% 96% No 15% 4% Panel Respondent	80-100	0%	0%	
Greensboro-High Point-Winston Salem NC 15% 19% Norfolk-Portsmouth-Newport News VA 0% 2% Greenville-New Bern-Washington NC 15% 8% Wilmington NC 0% 5% Raleigh-Durham (Fayetteville) NC 19% 32% Greenville-Spartanburg SC-Asheville NC-Anderson SC 26% 9% Myrtle Beach-Florence SC 0% 1% DEMOGRAPHICS - PHONE TYPE 37% 76% Wireless 63% 24% Voter File Match 4% 78% No 36% 22% Registered Voter (of Voter File Matches) 85% 96% No 15% 4% Panel Respondent 4% 4%	MEDIA MARKET			
Norfolk-Portsmouth-Newport News VA 0% 2% Greenville-New Bern-Washington NC 15% 8% Wilmington NC 0% 5% Raleigh-Durham (Fayetteville) NC 19% 32% Greenville-Spartanburg SC-Asheville NC-Anderson SC 26% 9% Myrtle Beach-Florence SC 0% 1% DEMOGRAPHICS - PHONE TYPE Land-line 37% 76% Wireless 63% 24% Voter File Match Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) Yes 85% 96% No 15% 4% Panel Respondent	Charlotte NC	26%	24%	
Greenville-New Bern-Washington NC 15% 8% Wilmington NC 0% 5% Raleigh-Durham (Fayetteville) NC 19% 32% Greenville-Spartanburg SC-Asheville NC-Anderson SC 26% 9% Myrtle Beach-Florence SC 0% 1% DEMOGRAPHICS - PHONE TYPE Land-line 37% 76% Wireless 63% 24% Voter File Match Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) Yes 85% 96% No 15% 4% Panel Respondent	Greensboro-High Point-Winston Salem NC	15%	19%	
Wilmington NC 0% 5% Raleigh-Durham (Fayetteville) NC 19% 32% Greenville-Spartanburg SC-Asheville NC-Anderson SC 26% 9% Myrtle Beach-Florence SC 0% 1% DEMOGRAPHICS - PHONE TYPE Land-line 37% 76% Wireless 63% 24% Voter File Match Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) Yes 85% 96% No 15% 4% Panel Respondent Panel Respondent	Norfolk-Portsmouth-Newport News VA	0%	2%	
Raleigh-Durham (Fayetteville) NC 19% 32% Greenville-Spartanburg SC-Asheville NC-Anderson SC 26% 9% Myrtle Beach-Florence SC 0% 1% DEMOGRAPHICS - PHONE TYPE Land-line 37% 76% Wireless 63% 24% Voter File Match Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) Yes 85% 96% No 15% 4% Panel Respondent Panel Respondent	Greenville-New Bern-Washington NC	15%	8%	
Greenville-Spartanburg SC-Asheville NC-Anderson SC 26% 9% Myrtle Beach-Florence SC 0% 1% DEMOGRAPHICS - PHONE TYPE Land-line 37% 76% Wireless 63% 24% Voter File Match Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) Yes 85% 96% No 15% 4% Panel Respondent	Wilmington NC	0%	5%	
Myrtle Beach-Florence SC 0% 1% DEMOGRAPHICS - PHONE TYPE Land-line 37% 76% Wireless 63% 24% Voter File Match Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) Yes 85% 96% No 15% 4% Panel Respondent 4	Raleigh-Durham (Fayetteville) NC	19%	32%	
DEMOGRAPHICS - PHONE TYPE Land-line 37% 76% Wireless 63% 24% Voter File Match Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) Yes 85% 96% No 15% 4% Panel Respondent	Greenville-Spartanburg SC-Asheville NC-Anderson SC	26%	9%	
Land-line 37% 76% Wireless 63% 24% Voter File Match *** Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) *** Yes 85% 96% No 15% 4% Panel Respondent	Myrtle Beach-Florence SC	0%	1%	
Wireless 63% 24% Voter File Match Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) Yes 85% 96% No 15% 4% Panel Respondent	DEMOGRAPHICS - PHONE TYPE			
Voter File Match 64% 78% Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) 85% 96% Yes 85% 96% No 15% 4% Panel Respondent 4% 4%	Land-line	37%	76%	
Yes 64% 78% No 36% 22% Registered Voter (of Voter File Matches) 85% 96% Yes 85% 96% No 15% 4% Panel Respondent 4% 4%	Wireless	63%	24%	
No 36% 22% Registered Voter (of Voter File Matches) 85% 96% Yes 85% 96% No 15% 4% Panel Respondent 4% 4%	Voter File Match			
Registered Voter (of Voter File Matches) Yes 85% 96% No 15% 4% Panel Respondent 4%	Yes	64%	78%	
Yes 85% 96% No 15% 4% Panel Respondent 4% 4%	No	36%	22%	
No 15% 4% Panel Respondent	Registered Voter (of Voter File Matches)			
Panel Respondent	Yes	85%	96%	
·	No	15%	4%	
	Panel Respondent			
Yes 14% 23%	Yes	14%	23%	
No 86% 77%	No	86%	77%	

© Clarity Campaign Labs 67 of 122

» Q20. Race against...

	White	Black	Asian	Another rac
n	(976)	(248)	(16)	(47)
Q1. Health Quality				
Poor	4%	5%	0%	11%
Fair	13%	22%	6%	20%
Good	47%	46%	38%	41%
Very Good	36%	27%	56%	28%
Q4. Number of People in HH				
1-3	77%	79%	44%	70%
4-6	21%	17%	50%	22%
7+	2%	4%	6%	9%
Q5. Children in HH				
One	11%	13%	19%	14%
Тwo	8%	4%	13%	19%
Three or more	5%	7%	13%	7%
None	77%	76%	56%	60%
Q6. Non-HH Face to Face Count				
0	37%	31%	63%	37%
1-3	39%	45%	19%	33%
1-6	12%	13%	0%	9%
7+	12%	12%	19%	22%
Q7. Six Feet Away? (If Q6 > 0)				
0	17%	22%	17%	17%
1-3	54%	52%	50%	48%
4-6	14%	16%	0%	10%
7+	15%	10%	33%	24%
Q8. HH Member Going to Work				
Yes	35%	32%	38%	44%
No	64%	66%	63%	56%
Jnsure	1%	2%	0%	0%
Q9. Children Interacting with Other Children				
Yes	18%	21%	14%	19%
No	80%	77%	86%	75%
Unsure	1%	2%	0%	6%
Q10. Times in Group > 20 in Last Week				
)	81%	67%	88%	72%
1-3	15%	25%	0%	17%
4-6	2%	3%	0%	0%
7+	2%	5%	13%	11%
Q11. Contact with Others: Family				
Yes	67%	61%	50%	57%
No	33%	39%	50%	43%
Q11. Contact with Others: Friends				
/es	16%	17%	27%	20%
No	84%	83%	73%	80%
Q11. Contact with Others: Co-workers				
	440/	14%	13%	13%
/es	11%			87%
res	89%	87%	87%	
/es No			87%	
Yes No Q11. Contact with Others: Clients, patients, or patrons			0%	10%
Yes No Q11. Contact with Others: Clients, patients, or patrons Yes	89%	87%		
Yes NO Q11. Contact with Others: Clients, patients, or patrons Yes NO	89% 8% 92%	9% 91%	0%	10%
Yes Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already	89% 8% 92%	9% 91%	0%	10%
Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes	89% 8% 92% mention	9% 91% ed	0% 100%	10% 90%
res No Q11. Contact with Others: Clients, patients, or patrons res No Q11. Contact with Others: Any other type of person not already res No	89% 8% 92% mention 13%	9% 91% ed 12%	0% 100% 7%	10% 90% 19%
Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count	89% 8% 92% mention 13%	9% 91% ed 12%	0% 100% 7%	10% 90% 19%
Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count	89% 8% 92% 7 mention 13% 87%	9% 91% ed 12% 88%	0% 100% 7% 93%	10% 90% 19% 81%
Ves No Q11. Contact with Others: Clients, patients, or patrons Ves No Q11. Contact with Others: Any other type of person not already Ves No Q12. Handwashing Count O Q13. Handwashing Count O Q13. Handwashing Count O Q14. Handwashing Count	89% 8% 92% mention 13% 87%	9% 91% ed 12% 88%	0% 100% 7% 93%	10% 90% 19% 81%
Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count O L-3 L-6	89% 8% 92% mention 13% 87% 1% 5%	9% 91% ed 12% 88%	0% 100% 7% 93%	10% 90% 19% 81% 2% 4%
/es No Q11. Contact with Others: Clients, patients, or patrons /es No Q11. Contact with Others: Any other type of person not already /es No Q12. Handwashing Count 0 1-3 4-6 7+	89% 8% 92% wention 13% 87% 1% 5% 22%	9% 91% ed 12% 88% 0% 7% 15%	0% 100% 7% 93% 6% 19%	10% 90% 19% 81% 2% 4% 11%
Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count O 1-3 4-6 7+ Q13. Currently Practicing Social Distancing?	89% 8% 92% wention 13% 87% 1% 5% 22%	9% 91% ed 12% 88% 0% 7% 15%	0% 100% 7% 93% 6% 19%	10% 90% 19% 81% 2% 4% 11%
Ves No Q11. Contact with Others: Clients, patients, or patrons Ves No Q11. Contact with Others: Any other type of person not already Ves No Q12. Handwashing Count O 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Ves Ves	89% 8% 92% mention 13% 87% 1% 5% 22% 73%	9% 91% ed 12% 88% 0% 7% 15% 77%	0% 100% 7% 93% 6% 19% 19% 56%	10% 90% 19% 81% 2% 4% 11% 83%
Ves No Q11. Contact with Others: Clients, patients, or patrons Ves No Q11. Contact with Others: Any other type of person not already Ves No Q12. Handwashing Count O 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Ves No	89% 8% 92% mention 13% 87% 1% 5% 22% 73%	9% 91% ed 12% 88% 0% 7% 15% 77%	0% 100% 7% 93% 6% 19% 19% 56%	10% 90% 19% 81% 2% 4% 11% 83%
Ves No Q11. Contact with Others: Clients, patients, or patrons Ves No Q11. Contact with Others: Any other type of person not already Ves No Q12. Handwashing Count O Q13. Currently Practicing Social Distancing? Ves No Q14. Currently Experiencing Symptoms?	89% 8% 92% mention 13% 87% 1% 5% 22% 73%	9% 91% ed 12% 88% 0% 7% 15% 77%	0% 100% 7% 93% 6% 19% 19% 56%	10% 90% 19% 81% 2% 4% 11% 83%
Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count O 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	89% 8% 92% y mention 13% 87% 1% 5% 22% 73%	9% 91% ed 12% 88% 0% 7% 15% 77%	0% 100% 7% 93% 6% 19% 56% 100% 0%	10% 90% 19% 81% 2% 4% 11% 83%
	89% 8% 92% y mention 13% 87% 1% 5% 22% 73% 96% 4%	9% 91% ed 12% 88% 0% 7% 15% 77% 95% 5%	0% 100% 7% 93% 6% 19% 56% 100% 0%	10% 90% 19% 81% 2% 4% 11% 83% 89% 11%
Yes No Q11. Contact with Others: Clients, patients, or patrons Yes No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count O 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	89% 8% 92% y mention 13% 87% 1% 5% 22% 73% 96% 4%	9% 91% ed 12% 88% 0% 7% 15% 77% 95% 5%	0% 100% 7% 93% 6% 19% 56% 100% 0%	10% 90% 19% 81% 2% 4% 11% 83% 89% 11%

© Clarity Campaign Labs 68 of 122

	White	Black	Asian	Another race
No	64%	66%	69%	68%
Unsure	29%	30%	19%	30%
	25/0	3070	1370	30%
Q16. NC Response to Coronavirus Most are underestimating the risks	26%	39%	25%	43%
		54%	69%	
Most are reacting appropriately	65%			37%
Most are overreacting to the actual risks	9%	7%	6%	20%
Q17. Changes to Routine	6604	F00/	240/	400/
Large changes	66%	58%	31%	49%
Small changes	25%	31%	31%	32%
No real changes	7%	7%	38%	15%
Unsure	2%	4%	0%	4%
Q18. College Degree				
Yes	49%	37%	88%	55%
No	51%	63%	13%	45%
Q19. Latino				
Yes	0%	0%	0%	0%
No	100%	100%	100%	100%
Q19-20. Race + Ethnicity				
White	100%	0%	0%	0%
Black	0%	100%	0%	0%
Asian	0%	0%	100%	0%
Hispanic or Latino	0%	0%	0%	0%
Another race	0%	0%	0%	100%
Q21. Panel Willingness				
Yes	81%	74%	73%	80%
No	19%	26%	27%	20%
DEMOGRAPHICS - RACE ON FILE	<u> </u>			
Caucasian	99%	8%	17%	41%
Black	1%	92%	17%	26%
Hispanic	0%	0%	0%	0%
Other	0%	0%	67%	33%
DEMOGRAPHICS - PARTY ON FILE				/-
Democrat	32%	86%	33%	52%
Republican	35%	2%	0%	22%
Other / Unaffiliated	32%	12%	67%	26%
DEMOGRAPHICS - AGE	3270	12/0	0770	2070
18-34	9%	10%	6%	6%
35-49		10%	31%	23%
	15%			
50-64	28%	29%	44%	23%
65-79	34%	40%	19%	38%
80+	13%	10%	0%	9%
DEMOGRAPHICS - GENDER				
Female	61%	67%	50%	51%
Male	39%	33%	50%	49%
CLARITY SCORES: PARTY				
0-19	45%	2%	17%	30%
20-39	5%	1%	0%	4%
40-59	8%	1%	0%	0%
60-79	8%	2%	0%	4%
80-100	34%	94%	83%	63%
CLARITY SCORES: TURNOUT				
0-19	0%	1%	0%	0%
20-39	2%	1%	0%	0%
40-59	4%	4%	0%	11%
60-79	7%	11%	17%	0%
80-100	87%	84%	83%	89%
CLARITY SCORES: COLLEGE				
0-19	13%	13%	0%	15%
20-39	28%	40%	17%	30%
40-59	22%	17%	17%	15%
60-79	17%	18%	0%	11%
80-100	20%	12%	67%	30%
CLARITY SCORES: CHOICE	20/0	-2/0	2,70	30/0
0-19	20%	2%	0%	7%
20-39	20%	26%	17%	37%
40-59	27%	46%	17%	33%
60-79	14%	23%	50%	19%
	1001	20/		
80-100	10%	3%	17%	4%
	10%	3%	67%	7%

© Clarity Campaign Labs 69 of 122

Co		

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

© Clarity Campaign Labs 70 of 122

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

	White	Black	Asian	Hispanic or Latino	Another race
n	(1,195)	(340)	(17)	(43)	(58)
Q1. Health Quality					
Poor	4%	4%	6%	7%	9%
Fair	15%	20%	6%	12%	23%
Good	45%	49%	35%	51%	44%
Very Good	36%	27%	53%	30%	25%
Q4. Number of People in HH					
1-3	77%	79%	41%	49%	73%
4-6	20%	17%	53%	44%	20%
7+	2%	3%	6%	7%	7%
Q5. Children in HH					
One	10%	13%	18%	12%	14%
Two	8%	5%	12%	26%	18%
Three or more	5%	6%	12%	12%	6%
None Q6. Non-HH Face to Face Count	77%	76%	59%	51%	62%
Q6. Non-HH Face to Face Count 0	36%	29%	59%	36%	32%
0 1-3	39%	46%	24%	40%	32%
1-3 4-6	12%	13%	0%	12%	8%
7+	12%	11%	18%	12%	28%
Q7. Six Feet Away? (If Q6 > 0)	12/0	11/0	10/0	12/0	20/0
0	17%	23%	29%	23%	17%
1-3	54%	53%	43%	58%	43%
4-6	14%	15%	0%	8%	9%
7+	14%	9%	29%	12%	31%
Q8. HH Member Going to Work					
Yes	34%	32%	41%	31%	41%
No	64%	66%	59%	62%	51%
Unsure	2%	2%	0%	7%	8%
Q9. Children Interacting with Other Children					
Yes	19%	20%	14%	11%	19%
No	80%	79%	86%	89%	75%
Unsure	1%	2%	0%	0%	6%
Q10. Times in Group > 20 in Last Week					
0	80%	62%	88%	76%	70%
1-3	15%	28%	0%	17%	18%
4-6	2%	4%	0%	2%	2%
7+	3%	6%	13%	5%	10%
Q11. Contact with Others: Family					
Yes	67%	61%	50%	73%	56%
No	33%	39%	50%	27%	44%
Q11. Contact with Others: Friends					
Yes	17%	18%	27%	10%	20%
No	83%	82%	73%	90%	80%
Q11. Contact with Others: Co-workers					
Yes	10%	14%	13%	13%	13%
No	90%	86%	87%	87%	87%
Q11. Contact with Others: Clients, patients, or pa	atrons				
Yes	8%	9%	0%	11%	10%
No	92%		100%	89%	90%
Q11. Contact with Others: Any other type of pers		-			
Yes	12%	12%	7%	13%	19%
No	88%	88%	93%	87%	81%
Q12. Handwashing Count					
0	0%	0%	6%	0%	2%
1-3	5%	7%	19%	10%	4%
4-6	22%	15%	19%	21%	11%
7+	73%	77%	56%	69%	83%
Q13. Currently Practicing Social Distancing?	000/	0.407	1000/	050/	000/
Yes	96%		100%	95%	89%
No	4%	6%	0%	5%	11%
Q14. Currently Experiencing Symptoms?	20/	20/	60/	70/	00/
Yes	2%	3%	6%	7%	9%
No Linguis	97%	96%	94%	90%	91%
Unsure O15 Likelihood of getting Coronavirus	1%	1%	0%	2%	0%
Q15. Likelihood of getting Coronavirus	70/	10/	120/	120/	20/
Yes	7%	4%	13%	12%	2%

© Clarity Campaign Labs 71 of 122

	ntia

Cornic	iential
Hispanic or	Another
Latino	race
71%	68%
17%	30%
38%	43%
54%	37%
8%	20%
69%	49%
21%	32%
7%	15%
2%	4%
33%	55%
67%	45%
100%	0%
0%	100%
0%	0%
0%	0%
0%	0%
0%	100%
**	
78%	80%
23%	20%
23/0	2070
420/	200/
43%	29%
11%	18%
25%	0%
21%	53%
29%	53%
21%	16%
50%	32%
44%	5%
28%	19%
19%	22%
9%	45%
0%	9%
070	370
4.40/	F00/
44%	50%
56%	50%
36%	24%
11%	3%
7%	3%
11%	3%
36%	68%
4%	0%
4%	0%
22%	11%
17%	6%
	83%
52%	03/0
110/	400/
11%	18%
25%	37%
39%	13%
18%	11%
7%	21%
13%	5%
17%	37%
54%	37%
17%	18%
0%	3%
0/0	3/0
1.40/	F0/
14%	5%
39%	21%
	3976

© Clarity Campaign Labs 72 of 122

Confidential

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

© Clarity Campaign Labs 73 of 122

» Q21. Panel Willingness against...

	Yes	No
n	(1,000)	(253)
Q1. Health Quality		, ,
Poor	4%	6%
Fair	16%	14%
Good	45%	49%
Very Good	34%	31%
Q4. Number of People in HH		
1-3	75%	76%
4-6 7+	22%	18%
Q5. Children in HH	2%	5%
One	11%	16%
Two	8%	8%
Three or more	6%	5%
None	75%	71%
Q6. Non-HH Face to Face Count		
0	36%	34%
1-3	39%	41%
4-6	12%	12%
7+	13%	13%
Q7. Six Feet Away? (If Q6 > 0)	100/	100/
0 1-3	18% 52%	19% 56%
4-6	14%	12%
7+	15%	13%
Q8. HH Member Going to Work		
Yes	34%	35%
No	64%	62%
Unsure	1%	2%
Q9. Children Interacting with Other Children		
Yes	21%	9%
No	77%	91%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week	79%	71%
1-3	16%	18%
4-6	2%	4%
7+	3%	7%
Q11. Contact with Others: Family		1
Yes	65%	63%
No	35%	37%
Q11. Contact with Others: Friends		
Yes	16%	19%
No	84%	81%
Q11. Contact with Others: Co-workers Yes	11%	14%
No No	89%	86%
Q11. Contact with Others: Clients, patients, or patrons	0370	0070
Yes	8%	11%
No	92%	89%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	14%	10%
No	86%	90%
Q12. Handwashing Count		
0	1%	1%
1-3	6%	6%
4-6	20%	23%
7+ Q13. Currently Practicing Social Distancing?	74%	71%
Yes	96%	94%
No No	4%	6%
Q14. Currently Experiencing Symptoms?	.,,,	0
Yes	2%	3%
No	97%	96%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	7%	6%

© Clarity Campaign Labs 74 of 122

Confidentia	١

	Yes	No
No	64%	70%
Unsure	29%	24%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	31%	21%
Most are reacting appropriately	60%	68%
Most are overreacting to the actual risks	8%	11%
Q17. Changes to Routine		
Large changes	66%	51%
Small changes	25%	32%
No real changes	7%	13%
Unsure	2%	4%
Q18. College Degree	500/	0.50/
Yes	50%	36%
No	50%	64%
Q19. Latino Yes	3%	4%
No No	97%	96%
Q20. Race	9770	90%
White	77%	70%
Black	18%	26%
Asian	1%	1%
Another race	3%	3%
Q19-20. Race + Ethnicity	3/0	5,0
White	75%	68%
Black	18%	25%
Asian	1%	1%
Hispanic or Latino	3%	4%
Another race	3%	3%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	79%	76%
Black	18%	23%
Hispanic	1%	1%
Other	2%	1%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	43%	43%
Republican	28%	29%
Other / Unaffiliated	29%	28%
DEMOGRAPHICS - AGE		
18-34	10%	14%
35-49	16%	13%
50-64	28%	26%
65-79	34%	35%
80+	12%	11%
DEMOGRAPHICS - GENDER	C10/	F.C0/
Female Male	61%	56%
	39%	44%
CLARITY SCORES: PARTY 0-19	35%	38%
20-39	5%	5%
40-59	7%	5%
60-79	7%	7%
80-100	46%	45%
CLARITY SCORES: TURNOUT	12/1	10,1
0-19	0%	1%
20-39	2%	3%
40-59	5%	5%
60-79	7%	12%
80-100	86%	79%
CLARITY SCORES: COLLEGE	I	
0-19	13%	16%
20-39	29%	34%
40-59	22%	23%
60-79	18%	12%
80-100	19%	15%
CLARITY SCORES: CHOICE		
0-19	15%	20%
20-39	27%	29%
40-59	32%	32%
60-79	16%	17%
80-100	9%	2%
CLARITY SCORES: CHURCH ATTENDANCE		

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nfid	

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

© Clarity Campaign Labs 76 of 122

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

	Caucasian	Black	Hispanic	Other
n	(1,027)	(278)	(7)	(34)
Q1. Health Quality				
Poor	4%	3%	14%	3%
Fair	15%	18%	0%	21%
Good	46%	52%	57%	59%
Very Good	35%	27%	29%	18%
Q4. Number of People in HH	700/	700/	4.40/	500/
1-3	78%	78%	14%	69%
4-6	20%	19%	71%	31%
7+	2%	3%	14%	0%
Q5. Children in HH	100/	110/	1.40/	C0/
One	10%	11%	14%	6%
Two	8% 5%	6% 7%	43% 29%	16%
Three or more None	78%	77%	14%	77%
Q6. Non-HH Face to Face Count	70/0	///0	14/0	///0
0	37%	28%	17%	23%
1-3	38%	47%	50%	40%
4-6	13%	14%	17%	3%
7+	12%	11%	17%	33%
Q7. Six Feet Away? (If Q6 > 0)	12/0	11/0	1770	3370
0	17%	21%	20%	18%
1-3	54%	56%	80%	45%
4-6	16%	14%	0%	5%
7+	14%	10%	0%	32%
Q8. HH Member Going to Work				
Yes	33%	32%	67%	38%
No	66%	65%	33%	45%
Unsure	2%	3%	0%	17%
Q9. Children Interacting with Other Children				
Yes	20%	18%	0%	0%
No	79%	80%	100%	100%
Unsure	2%	2%	0%	0%
Q10. Times in Group > 20 in Last Week				
0	80%	62%	67%	68%
1-3	15%	28%	17%	24%
4-6	2%	4%	17%	4%
7+	3%	6%	0%	4%
Q11. Contact with Others: Family				
Yes	67%	64%	83%	52%
No	33%	36%	17%	48%
Q11. Contact with Others: Friends				
Yes	17%	18%	0%	14%
No	83%	82%	100%	86%
Q11. Contact with Others: Co-workers				
Yes	11%	12%	17%	14%
No	89%	88%	83%	86%
Q11. Contact with Others: Clients, patients, or patrons				
Yes	8%	10%	17%	10%
No	92%	90%	83%	90%
Q11. Contact with Others: Any other type of person not already	_	100/	00/	4.40/
Yes	13%	13%	0%	14%
No	87%	87%	100%	86%
Q12. Handwashing Count	10/	40/	00/	00/
-		1%	0%	0% 5%
0	1%		170/	
0	5%	7%	17%	_
0 1-3 4-6	5% 20%	7% 15%	33%	18%
0 1-3 4-6 7+	5%	7%		_
0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing?	5% 20% 74%	7% 15% 77%	33% 50%	18% 77%
0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes	5% 20% 74%	7% 15% 77%	33% 50% 100%	18% 77% 95%
0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No	5% 20% 74%	7% 15% 77%	33% 50%	18% 77%
0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	5% 20% 74% 97% 3%	7% 15% 77% 94% 6%	33% 50% 100% 0%	18% 77% 95% 5%
0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	5% 20% 74% 97% 3%	7% 15% 77% 94% 6%	33% 50% 100% 0%	18% 77% 95% 5%
0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	5% 20% 74% 97% 3%	7% 15% 77% 94% 6%	33% 50% 100% 0% 17% 83%	18% 77% 95% 5% 9% 91%
0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure	5% 20% 74% 97% 3%	7% 15% 77% 94% 6%	33% 50% 100% 0%	18% 77% 95% 5%
0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	5% 20% 74% 97% 3%	7% 15% 77% 94% 6%	33% 50% 100% 0% 17% 83%	18% 77% 95% 5% 9% 91%

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nfid	

			onfidentia	
	Caucasian	Black	Hispanic	Other
No	64%	65%	67%	73%
Unsure	29%	31%	0%	27%
Q16. NC Response to Coronavirus	· · · · · · · · · · · · · · · · · · ·			
Most are underestimating the risks	26%	44%	33%	48%
Most are reacting appropriately	65%	51%	67%	43%
Most are overreacting to the actual risks	10%	4%	0%	10%
-	10/0	470	0/0	10%
Q17. Changes to Routine				
Large changes	67%	60%	83%	59%
Small changes	25%	30%	17%	41%
No real changes	7%	7%	0%	0%
Unsure	1%	3%	0%	0%
Q18. College Degree				
Yes	50%	39%	0%	50%
No	50%	61%	100%	50%
Q19. Latino	3070	01/0	10070	3070
Yes	10/	20/	1000/	270/
	1%	2%	100%	27%
No	99%	98%	0%	73%
Q20. Race				
White	97%	3%	0%	19%
Black	2%	92%	0%	0%
Asian	0%	1%	0%	25%
Another race	1%	4%	0%	56%
	1/0	7/0	070	3070
Q19-20. Race + Ethnicity		201	001	001
White	96%	2%	0%	9%
Black	1%	94%	0%	0%
Asian	0%	0%	0%	15%
Hispanic or Latino	1%	1%	100%	18%
Another race	1%	3%	0%	59%
Q21. Panel Willingness				
Yes	920/	770/	020/	050/
	82%	77%	83%	95%
No	18%	23%	17%	5%
DEMOGRAPHICS - PARTY ON FILE				
Democrat	31%	89%	29%	44%
Republican	36%	1%	43%	9%
Other / Unaffiliated	33%	10%	29%	47%
DEMOGRAPHICS - AGE				
18-34	7%	5%	43%	6%
35-49	14%	10%	29%	12%
				_
50-64	27%	30%	29%	32%
65-79	36%	43%	0%	47%
80+	16%	12%	0%	3%
DEMOGRAPHICS - GENDER				
Female	62%	68%	29%	47%
Male	38%	32%	71%	53%
CLARITY SCORES: PARTY				
0-19	45%	0%	71%	15%
20-39	6%	1%	0%	6%
40-59	8%	0%	0%	3%
60-79	8%	1%	14%	3%
80-100	33%	98%	14%	74%
CLARITY SCORES: TURNOUT				
0-19	0%	0%	0%	0%
20-39	2%	1%	0%	0%
				_
40-59	5%	3%	33%	13%
60-79	7%	9%	17%	7%
80-100	86%	86%	50%	80%
CLARITY SCORES: COLLEGE				
0-19	14%	13%	0%	18%
20-39	29%	40%	29%	41%
40-59	22%	21%	57%	15%
60-79	16%	17%	14%	3%
80-100	19%	10%	0%	24%
CLARITY SCORES: CHOICE				
0-19	21%	0%	17%	6%
20-39	31%	27%	33%	27%
40-59	27%	50%	50%	39%
60-79	12%	21%	0%	24%
80-100	9%	3%	0%	3%
00 100	970	3/0	0/0	J/0
CLADITY COORES, CHURCH ATTEMPANCE				
CLARITY SCORES: CHURCH ATTENDANCE		CO.	201	2451
CLARITY SCORES: CHURCH ATTENDANCE 0-19 20-39	5% 18%	0%	0% 43%	21%

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Confidential

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

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>> DEMOGRAPHICS - PARTY ON FILE against...

			Other / Unaffiliated
1 24. Uzzlik Ozaliko	(586)	(379)	(381)
Q1. Health Quality	20/	40/	F0/
Poor Fair	3% 15%	4%	5% 16%
Good	50%	17% 46%	46%
Very Good	32%	33%	34%
Q4. Number of People in HH	32/0	33/0	34/0
1-3	82%	76%	72%
4-6	16%	22%	25%
7+	2%	3%	3%
Q5. Children in HH	2,0	370	5/0
One	8%	9%	13%
Гwo	6%	8%	10%
Three or more	3%	5%	8%
None	83%	78%	69%
Q6. Non-HH Face to Face Count			
)	34%	33%	37%
1-3	43%	40%	37%
1-6	13%	15%	10%
7+	11%	12%	16%
Q7. Six Feet Away? (If Q6 > 0)	-		
)	19%	17%	17%
1-3	57%	53%	50%
1-6	13%	20%	13%
7+	11%	10%	20%
Q8. HH Member Going to Work			
/es	29%	33%	40%
No	68%	65%	60%
Jnsure	3%	2%	1%
Q9. Children Interacting with Other Children			
/es	20%	23%	15%
No	79%	74%	84%
Jnsure	1%	3%	1%
Q10. Times in Group > 20 in Last Week			
)	72%	77%	81%
1-3	20%	17%	14%
1-6	3%	3%	2%
7+	5%	3%	3%
Q11. Contact with Others: Family			
Yes	63%	71%	67%
No	37%	29%	33%
Q11. Contact with Others: Friends			
/es	16%	18%	17%
No	84%	82%	83%
Q11. Contact with Others: Co-workers			
/es	10%	11%	13%
No	90%	89%	87%
Q11. Contact with Others: Clients, patients, or patrons			
/es	7%	8%	10%
No	93%	92%	90%
211. Contact with Others: Any other type of person not	· ·		1001
/es	12%	13%	13%
No	88%	87%	87%
Q12. Handwashing Count	001	10/	40/
)	0%	1%	1%
2	6%	5%	6%
	19%	19% 75%	20% 73%
1-6	750/		/ 5%
1-6 7+	75%	73/0	7370
1-6 7+ Q13. Currently Practicing Social Distancing?			
1-6 7+ Q13. Currently Practicing Social Distancing? Yes	96%	95%	98%
1-6 7+ Q13. Currently Practicing Social Distancing? Yes			
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	96%	95% 5%	98% 2%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	96% 4%	95% 5% 1%	98% 2% 4%
1-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	96% 4% 2% 97%	95% 5% 1% 98%	98% 2% 4% 95%
1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure Q15. Likelihood of getting Coronavirus	96% 4%	95% 5% 1%	98% 2% 4%

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nfid	

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

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Confidential

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

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>> DEMOGRAPHICS - AGE against...

Negret (146) (237) (253) (253) (232) (232) (234) (234) (237) (235) (232) (232) (234) (23		18-34	35-49	50-64	65-79	80+
Name	n					
Poor 2 % 3 % 6 % 6 % 2 % 5 % 6 % 2 % 5 % </td <td></td> <td>(140)</td> <td>(237)</td> <td>(433)</td> <td>(303)</td> <td>(232)</td>		(140)	(237)	(433)	(303)	(232)
Fair Good		2%	3%	6%	4%	6%
Very Good 4 % 4 % 35% 29% 22% QA. Number of People in HH 6 64% 4 5% 17% 91% 8 % 4 6 3 2% 4 9% 2 5% 1 8% 7% 7 7 Challer 3 2% 4 9% 2 5% 1 8% 3 %						27%
QA. Number of People in HH 1.3 64% 45% 71% 91% 89% 4.46 3.2% 49% 50% 38% 71% 49% 25% 13% 49% 25% 13% 49% 25% 13% 49% 25% 13% 49% 25% 13% 34% 34% 33%	Good	47%	44%	44%	49%	45%
1-31 A. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	Very Good	44%	45%	35%	29%	22%
1-10	Q4. Number of People in HH					
170 171	1-3	64%	45%	71%	91%	89%
QS. Children in HH 24% 25% 11% 5% 3%<	4-6	32%	49%	26%	8%	7%
One 24% 25% 11% 5% 3% Two 13% 23% 8% 3%	7+	4%	5%	3%	1%	4%
Time or more 10% 13% 23% 8% 3% 13% 15% 16me or more 10% 17% 4% 13% 2% None 10% 17% 4% 13% 2% None 10% 17% 4% 13% 2% 28% 15% 25% 25% 25% 25% 25% 25% 25% 25% 25% 2	Q5. Children in HH					
Three or more	One	24%	25%	11%	5%	3%
None	Two	13%	23%	8%	3%	3%
QG. Non-HH Face to Face Count 32% 42% 33% 36% 33% 36% 33% 33% 36% 33% 36% 33% 34% 35% 36% 33% 36% 33% 34% 35% 36% 33% 36% 33% 34% 35% 36% 33% 36% 33% 36% 33% 34% 26% 36% 36% 36% 36% 36% 36% 36% 36% 36% 3						
0 32% 42% 33% 36% 31% 1-3 35% 30% 39% 43% 50% 466 35% 30% 39% 43% 50% 466 39% 10% 13% 13% 12% 7- 24% 17% 16% 8% 7% 70. 32% 16% 50% 62% 53% 466 50% 62% 53% 45% 50% 62% 53% 466 50% 62% 53% 45% 50% 62% 50% 62		54%	34%	77%	91%	92%
1-3						
4-6				_		
7. Six Feet Away? (If Q6 > 0) Q7. Six Feet Away? (If Q6 > 0) 1.3				_		
Q7. Six Feet Away? (If Q6 > 0) 24% 18% 18% 14% 28% 1-3 45% 46% 50% 62% 53% 4-6 6% 17% 17% 14% 12% 7+ 25% 20% 15% 9% 9% Q8. HH Member Going to Work 8 53% 52% 45% 20% 11% 3% 6% Yes 53% 52% 45% 20% 14% 8% 54% 77% 81% Unsure 3% 0% 1% 3% 6% 20% 21% 6% 6% 77% 81% 6% Q9. Children Interacting with Other Children 22% 15% 22% 21% 0% 0% 0% 1% 3% 0%						
0 1 18		24%	1/%	16%	8%	/%
1-3		2/10/	100/	100/	1/10/	200/
4-6						
7-+				_		
Q.B. HH Member Going to Work Yes						
Yes 53% 52% 45% 20% 14% No 44% 48% 54% 77% 81% Unsure 3% 0% 1% 3% 6% Q9. Children Interacting with Other Children Yes 22% 15% 22% 21% 0% No 78% 83% 75% 79% 100% Unsure 0% 1% 3% 0% 0% Q10. Times in Group > 20 in Last Week Temporary Temporary 10% 1% 3% 3% 2% 21% 4-6 1% 12% 16% 22% 21% 4-6 1% 2% 3% 3% 2% 2% 7% 7% 7% 7% 7% 7% 7% 7% 7% 7% 7% 7% 7% 24% 7% 7% 7% 7% 8 51% 8% 1% 1% 1% 1% 1% 1% 1% </td <td></td> <td>23/0</td> <td>2070</td> <td>13/0</td> <td>370</td> <td>370</td>		23/0	2070	13/0	370	370
No 44% 48% 54% 77% 81% Unsure 3% 0% 1% 3% 6% Q9. Children Interacting with Other Children 78% 83% 75% 29% 10% No 78% 83% 75% 79% 10% No 78% 83% 75% 79% 10% Q10. Times in Group > 20 in Last Week 75% 84% 77% 74% 70% Q1.3 13 3% 3% 2% 21% 466 19% 22% 3% 3% 2% 74 70% 76% 75% 50% 24% 2% 7% 74 76% 75% 50% 25% 21% 7% 74% 75% 55% 51% 7% 74% 75% 55% 51% 7% 75% 55% 51% 7% 75% 55% 51% 7% 75% 55% 51% 51% 51% 54% 21% 21% </td <td>-</td> <td>53%</td> <td>52%</td> <td>45%</td> <td>20%</td> <td>14%</td>	-	53%	52%	45%	20%	14%
Unsure 3% 0% 1% 3% 6% Q9. Children Interacting with Other Children Ves 15% 22% 21% 0%						
Q9. Children Interacting with Other Children Yes				_		
Yes 22% 15% 22% 21% 0% No 78% 83% 75% 79% 100% Unsure 0% 1% 3% 0% 0% Q10. Times in Group > 20 in Last Week 75% 84% 77% 74% 70% 1-3 14% 12% 16% 22% 21% 4-6 1% 2% 3% 3% 2% 7+ 9% 2% 4% 2% 7% Q11. Contact with Others: Family 8 67% 77% 75% 58% 51% No 33% 23% 25% 42% 49% Q11. Contact with Others: Friends 17% 14% 15% 18% 21% 49% Q11. Contact with Others: Friends 17% 14% 15% 82% 79% Q11. Contact with Others: Co-workers 2 16% 11% 5% 11% Yes 1 16% 11% 5% 89%						
Unsure	-	22%	15%	22%	21%	0%
Q10. Times in Group > 20 in Last Week	No	78%	83%	75%	79%	100%
0 75% 84% 77% 74% 70% 1-3 14% 12% 16% 22% 21% 4-6 1% 2% 3% 3% 2% 7+ 9% 2% 4% 2% 7% Q11. Contact with Others: Family Ves 67% 77% 58% 51% No 33% 23% 25% 42% 49% Q11. Contact with Others: Friends Ves 17% 14% 15% 18% 21% No 83% 86% 85% 82% 79% Q11. Contact with Others: Co-workers 21% 16% 11% 5% 11% Yes 21% 16% 11% 5% 11% No 90 84% 95% 95% 89% Q11. Contact with Others: Clients, patients, or patrons Yes 10% 11% 7% 6% 13% No 90 90% 89% 95% 89%	Unsure	0%	1%	3%	0%	0%
1-3	Q10. Times in Group > 20 in Last Week					
4-6 1% 2% 3% 3% 2% 7+ 9% 2% 4% 2% 7% Q11. Contact with Others: Family Yes 67% 77% 75% 58% 51% No 33% 23% 25% 42% 49% Q11. Contact with Others: Friends Yes 17% 14% 15% 18% 21% No 83% 86% 85% 82% 79% Q11. Contact with Others: Co-workers Yes 21% 16% 11% 5% 11% No 79% 84% 89% 95% 89% Q11. Contact with Others: Clients, patients, or patrons Yes 10% 11% 7% 6% 13% No 90% 89% 93% 94% 87% Q11. Contact with Others: Any other type of person not already metioned 7 7% 6% 13% No 91% 87% 89% 89% 98% 89% 98% Q12. Handwashing Count 0 0% 0%	0	75%	84%	77%	74%	70%
7+ 9% 2% 4% 2% 7% Q11. Contact with Others: Family 67% 77% 75% 58% 51% No 33% 23% 25% 42% 49% Q11. Contact with Others: Friends Yes 17% 14% 15% 18% 21% No 83% 86% 85% 82% 79% Q11. Contact with Others: Co-workers Yes 21% 16% 11% 5% 11% No 9 84% 89% 95% 89% Q11. Contact with Others: Clients, patients, or patrons Yes 10% 11% 7% 6% 13% No 90% 89% 93% 94% 87% Q11. Contact with Others: Any other type of person not already mentioned Yes 9% 13% 14% 11% 15% No 91% 87% 86% 89% 85% Q12. Handwashing Count 0% 0% 1% 1% 1% Q14. Gardent Span="2">Yes 97% 97% 76% <td>1-3</td> <td>14%</td> <td>12%</td> <td>16%</td> <td>22%</td> <td>21%</td>	1-3	14%	12%	16%	22%	21%
Q11. Contact with Others: Family Yes	4-6	1%	2%	3%	3%	2%
Yes 67% 77% 75% 58% 51% No 33% 23% 25% 42% 49% Q11. Contact with Others: Friends Yes 17% 14% 15% 18% 21% No 83% 86% 85% 82% 79% Q11. Contact with Others: Co-workers Yes 21% 16% 11% 5% 11% No 79% 84% 89% 95% 89% Q11. Contact with Others: Clients, patients, or patrons Yes 10% 11% 7% 6% 13% No 90% 89% 93% 94% 87% Q11. Contact with Others: Any other type of person not already mentioned Yes 9% 13% 14% 11% 15% No 91% 87% 86% 89% 85% Q12. Handwashing Count 0 0% 0% 1% 11% 15% Q12. Handwashing Count 0 0% 0% 1% 16% 14% 8% 4-6 20% <t< td=""><td>7+</td><td>9%</td><td>2%</td><td>4%</td><td>2%</td><td>7%</td></t<>	7+	9%	2%	4%	2%	7%
No 33% 23% 25% 42% 49% Q11. Contact with Others: Friends Yes 17% 14% 15% 18% 21% No 83% 86% 85% 82% 79% Q11. Contact with Others: Co-workers Yes 21% 16% 11% 5% 11% 5% 11% No 79% 84% 89% 95% 89% Q11. Contact with Others: Clients, patients, or patrons Yes 10% 11% 7% 6% 13% No 90% 89% 93% 94% 87% Q11. Contact with Others: Clients, patients, or patrons Yes 10% 11% 7% 6% 13% No 90% 89% 93% 94% 87% Q11. Contact with Others: Any other type of person not already mentioned Yes 9% 13% 14% 11% 15% No 91% 87% 86% 89% 85% Q12. Handwashing Count 0 0% 0% 1% 15% 14% 18% 14% 14% 15% 143 143 140 140 140 140 140 140 140 140 140 140	Q11. Contact with Others: Family					
Q11. Contact with Others: Friends Yes 17% 14% 15% 18% 21% No 83% 86% 85% 82% 79% Q11. Contact with Others: Co-workers Yes 21% 16% 11% 5% 11% No 79% 84% 89% 95% 89% Q11. Contact with Others: Clients, patients, or patrons Yes 10% 11% 7% 6% 13% No 90% 89% 93% 94% 87% Row Row				_		
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No 83% 86% 85% 82% 79% Q11. Contact with Others: Co-workers Yes 21% 16% 11% 5% 11% No 79% 84% 89% 95% 89% Q11. Contact with Others: Clients, patients, or patrons Yes 10% 11% 7% 6% 13% No 90% 89% 93% 94% 87% Q11. Contact with Others: Any other type of person not already mentioned Yes 9% 13% 14% 11% 15% No 91% 87% 86% 89% 85% Q12. Handwashing Count 0 0% 0% 1% 1% 1% 1-3 10% 4% 6% 4% 8% 4-6 20% 19% 17% 21% 25% 7+ 70% 77% 76% 74% 65% Q13. Currently Practicing Social Distancing? Yes 97% 97% 97% 97% 87% No 3% 3% 3% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td></t<>						
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Yes 21% 16% 11% 5% 11% No 79% 84% 89% 95% 89% Q11. Contact with Others: Clients, patients, or patrons Yes 10% 11% 7% 6% 13% No 90% 89% 93% 94% 87% Q11. Contact with Others: Any other type of person not already mentioned Yes 9% 13% 14% 11% 15% No 91% 87% 86% 89% 85% Q12. Handwashing Count O 0% 0% 1% 1% 1% 1-3 10% 4% 6% 4% 8% 4-6 20% 19% 17% 21% 25% 7+ 70% 77% 76% 74% 65% Q13. Currently Practicing Social Distancing? Yes 97% 97% 97% 97% 87% No 3 3% 3% 3% 3% 1% <td></td> <td>83%</td> <td>86%</td> <td>85%</td> <td>82%</td> <td>79%</td>		83%	86%	85%	82%	79%
No 79% 84% 89% 95% 89% Q11. Contact with Others: Clients, patients, or patrons 10% 11% 7% 6% 13% No 90% 89% 93% 94% 87% Q11. Contact with Others: Any other type of person not already mentioned Yes 9% 13% 14% 11% 15% No 91% 87% 86% 89% 85% Q12. Handwashing Count 0% 0% 1% 1% 1% 1-3 10% 4% 6% 4% 8% 4-6 20% 19% 17% 21% 25% 7+ 70% 77% 76% 74% 65% Q13. Currently Practicing Social Distancing? Yes 97% 97% 97% 87% No 3% 3% 3% 3% 13% Q14. Currently Experiencing Symptoms? 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% 1%		210/	160/	110/	F0/	110/
Q11. Contact with Others: Clients, patients, or patrons Yes 10% 11% 7% 6% 13% No 90% 89% 93% 94% 87% Q11. Contact with Others: Any other type of person not already mentioned Yes 9% 13% 14% 11% 15% No 91% 87% 86% 89% 85% Q12. Handwashing Count O% 0% 1% 1% 1% 1% 1-3 10% 4% 6% 4% 8% 4-6 20% 19% 17% 21% 25% 7+ 70% 77% 76% 74% 65% Q13. Currently Practicing Social Distancing? Yes 97% 97% 97% 97% 87% No 3% 3% 3% 3% 13% Q14. Currently Experiencing Symptoms? Yes 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% <td< td=""><td></td><td></td><td></td><td>_</td><td></td><td></td></td<>				_		
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No 90% 89% 93% 94% 87% Q11. Contact with Others: Any other type of person not already mentioned Yes 9% 13% 14% 11% 15% No 91% 87% 86% 89% 85% Q12. Handwashing Count 0 0% 0% 1% 1% 1% 1-3 10% 4% 6% 4% 8% 4-6 20% 19% 17% 21% 25% 7+ 70% 77% 76% 74% 65% Q13. Currently Practicing Social Distancing? Yes 97% 97% 97% 97% 87% No 3% 3% 3% 3% 13% Q14. Currently Experiencing Symptoms? Yes 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% 1% 1% 2% Q15. Likelihood of getting C		10%	11%	7%	6%	13%
Q11. Contact with Others: Any other type of person not already mentioned Yes 9% 13% 14% 11% 15% No 91% 87% 86% 89% 85% Q12. Handwashing Count 0 0% 0% 1% 1% 1% 1% 1-3 10% 4% 6% 4% 8% 4-6 20% 19% 17% 21% 25% 7+ 70% 77% 76% 74% 65% Q13. Currently Practicing Social Distancing? Yes 97% 97% 97% 97% 87% No 3% 3% 3% 3% 13% Q14. Currently Experiencing Symptoms? Yes 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% 1% 1% 2% Q15. Likelihood of getting Coronavirus						
Yes 9% 13% 14% 11% 15% No 91% 87% 86% 89% 85% Q12. Handwashing Count 0 0% 0% 1% 1% 1% 1-3 10% 4% 6% 4% 8% 4-6 20% 19% 17% 21% 25% 7+ 70% 77% 76% 74% 65% Q13. Currently Practicing Social Distancing? Yes 97% 97% 97% 97% 87% No 3% 3% 3% 3% 13% Q14. Currently Experiencing Symptoms? Yes 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% 1% 1% 2% Q15. Likelihood of getting Coronavirus				30,0	3 1,0	0770
No 91% 87% 86% 89% 85% Q12. Handwashing Count 0 0% 1% 8% 4% 8% 4% 8% 4% 8% 4% 8% 4% 8% 4% 8% 4% 8% 4% 8% 4% 8% 7% 25% 25% 74% 65% 74% 65% 74% 65% 74% 65% 74% 65% 74% 65% 74% 65% 74% 65% 74% 65% 74% 65% 74% 65% 74% 76% 74% 65% 74% 76% 74% 65% 74% 76% 74% 87% 87% 87% 87% 87% 87% 87% 87% 87% 87% 97% 97% 97% 97% 97% 97% 97% 97% 97% 98% 97% 96%				14%	11%	15%
0 0% 0% 1% 1% 1% 1% 1-3 10% 4% 6% 4% 8% 4-6 20% 19% 17% 21% 25% 7+ 70% 77% 76% 74% 65% Q13. Currently Practicing Social Distancing? Yes 97% 97% 97% 97% 97% 87% No 3% 3% 3% 3% 13% Q14. Currently Experiencing Symptoms? Yes 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% 1% 1% 2% Q15. Likelihood of getting Coronavirus				_		85%
1-3	Q12. Handwashing Count					
1-3	<u> </u>	0%	0%	1%	1%	1%
7+ 70% 77% 76% 74% 65% Q13. Currently Practicing Social Distancing? 97% 97% 97% 97% 87% Yes 97% 97% 97% 97% 97% 87% Q14. Currently Experiencing Symptoms? Yes 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% 1% 1% 2% Q15. Likelihood of getting Coronavirus	1-3	10%		6%		8%
Q13. Currently Practicing Social Distancing? Yes 97% 97% 97% 97% 87% No 3% 3% 3% 3% 13% Q14. Currently Experiencing Symptoms? Yes 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% 1% 1% 2% Q15. Likelihood of getting Coronavirus	4-6	20%	19%	17%	21%	25%
Yes 97% 97% 97% 97% 87% No 3% 3% 3% 13% Q14. Currently Experiencing Symptoms? 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% 1% 2% Q15. Likelihood of getting Coronavirus 0 1% 1% 2%	7+	70%	77%	76%	74%	65%
No 3% 3% 3% 3% 13% Q14. Currently Experiencing Symptoms? Yes 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% 1% 1% 2% Q15. Likelihood of getting Coronavirus	Q13. Currently Practicing Social Distancing?					
Q14. Currently Experiencing Symptoms? Yes 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% 1% 1% 2% Q15. Likelihood of getting Coronavirus	Yes	97%	97%	97%	97%	87%
Yes 3% 1% 2% 2% 4% No 97% 98% 97% 96% 95% Unsure 0% 1% 1% 1% 2% Q15. Likelihood of getting Coronavirus 2%	No	3%	3%	3%	3%	13%
No 97% 98% 97% 96% 95% Unsure 0% 1% 1% 1% 2% Q15. Likelihood of getting Coronavirus 0%	Q14. Currently Experiencing Symptoms?					
Unsure 0% 1% 1% 1% 2% Q15. Likelihood of getting Coronavirus	Yes	3%	1%	2%	2%	4%
Q15. Likelihood of getting Coronavirus	No	97%	98%	97%	96%	95%
	Unsure	0%	1%	1%	1%	2%
Yes 13% 16% 9% 1% 1%	Q15. Likelihood of getting Coronavirus					
	Yes	13%	16%	9%	1%	1%

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				identia	
	18-34	35-49	50-64		80+
No	70%	61%	59%	68%	69%
Unsure	17%	23%	32%	30%	30%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	35%	33%	30%	29%	19%
Most are reacting appropriately	50%	57%	58%	65%	77%
Most are overreacting to the actual risks	14%	10%	12%	6%	4%
Q17. Changes to Routine					
Large changes	64%	66%	71%	60%	53%
Small changes	26%	25%	20%	32%	28%
No real changes	11%	9%	7%	5%	12%
Unsure	0%	0%	2%	2%	7%
	070	070	2/0	2/0	7 70
Q18. College Degree	460/	F00/	F10/	420/	430/
Yes	46%	58%	51%	43%	42%
No	54%	42%	49%	57%	58%
Q19. Latino					
Yes	13%	6%	2%	1%	0%
No	87%	94%	98%	99%	100%
Q20. Race					
White	75%	78%	75%	73%	82%
Black	21%	14%	20%	22%	15%
Asian	1%	3%	2%	1%	0%
Another race	2%	6%	3%	4%	3%
Q19-20. Race + Ethnicity					
White	66%	75%	72%	70%	80%
Black	18%	13%	22%	24%	18%
Asian	18%	2%	22%	1%	0%
Hispanic or Latino	13%	5%	2%	1%	0%
Another race	2%	5%	3%	4%	2%
Q21. Panel Willingness					
Yes	74%	82%	81%	79%	80%
No	26%	18%	19%	21%	20%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	80%	81%	74%	73%	83%
Black	15%	16%	23%	24%	17%
Hispanic	3%	1%	1%	0%	0%
Other	2%	2%	3%	3%	1%
DEMOGRAPHICS - PARTY ON FILE	-/-				
Democrat	29%	28%	42%	50%	51%
Republican	24%	28%	31%	25%	33%
Other / Unaffiliated	47%	43%	27%	25%	16%
· · · · · · · · · · · · · · · · · · ·	4770	45%	2/70	25%	10%
DEMOGRAPHICS - GENDER					
Female	51%	55%	62%	67%	65%
Male	49%	45%	38%	33%	35%
CLARITY SCORES: PARTY					
0-19	38%	34%	39%	32%	36%
20-39	7%	8%	4%	4%	5%
40-59	11%	12%	6%	5%	4%
60-79	10%	8%	6%	6%	6%
80-100	34%	38%	45%	53%	50%
CLARITY SCORES: TURNOUT					
0-19	4%	0%	0%	0%	0%
20-39	5%	4%	1%	1%	3%
40-59	25%	4%	3%	2%	6%
			_		
60-79	26%	8%	7%	6%	5%
80-100	40%	84%	89%	91%	87%
CLARITY SCORES: COLLEGE					
0-19	2%	4%	11%	19%	21%
20-39	20%	17%	29%	35%	44%
40-59	43%	32%	20%	16%	16%
60-79	30%	26%	15%	12%	13%
80-100	5%	21%	24%	17%	6%
CLARITY SCORES: CHOICE					
0-19	3%	8%	15%	17%	30%
20-39	21%	25%	28%	31%	39%
40-59	56%	43%	32%	30%	21%
60-79			_		
	20%	17%	16%	14%	6%
80-100	0%	7%	8%	9%	4%
CLARITY SCORES: CHURCH ATTENDANCE				ı	
0-19	11%	8%	3%	4%	1%
·					
20-39	37%	30%	16%	12%	5%

© Clarity Campaign Labs 84 of 122

Confidential

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

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>> DEMOGRAPHICS - GENDER against...

	Female	Male
n	(1,028)	(625)
Q1. Health Quality		
Poor	4%	5%
Fair	17%	15%
Good	47%	44%
Very Good	32%	36%
Q4. Number of People in HH		
1-3	77%	76%
4-6	21%	21%
7+	3%	4%
Q5. Children in HH	110/	100/
One Two	11% 7%	10%
Three or more	5%	6%
None	77%	74%
Q6. Non-HH Face to Face Count	7770	7470
0	37%	31%
1-3	41%	39%
4-6	11%	13%
7+	11%	16%
Q7. Six Feet Away? (If Q6 > 0)	11/0	20/0
0	18%	19%
1-3	58%	47%
4-6	13%	16%
7+	11%	18%
Q8. HH Member Going to Work		
Yes	32%	36%
No	66%	62%
Unsure	2%	3%
Q9. Children Interacting with Other Children	-	
Yes	20%	16%
No	79%	82%
Unsure	1%	2%
Q10. Times in Group > 20 in Last Week		
0	77%	73%
1-3	16%	20%
4-6	2%	3%
7+	4%	4%
Q11. Contact with Others: Family		
Yes	64%	68%
No	36%	32%
Q11. Contact with Others: Friends		
Yes	17%	17%
No	83%	83%
Q11. Contact with Others: Co-workers	1	
Yes	10%	14%
No	90%	86%
Q11. Contact with Others: Clients, patients, or patrons	70/	100/
Yes	7%	10%
No	93%	90%
Q11. Contact with Others: Any other type of person not already mentioned	120/	120/
Yes No	12%	13%
	88%	87%
Q12. Handwashing Count 0	0%	1%
1-3	4%	8%
4-6	18%	24%
7+	78%	67%
Q13. Currently Practicing Social Distancing?	7 0 / 0	3770
	97%	94%
Yes		6%
	3%	570
No	3%	
No Q14. Currently Experiencing Symptoms?		3%
No	2%	3% 96%
No Q14. Currently Experiencing Symptoms? Yes	2%	96%
No Q14. Currently Experiencing Symptoms? Yes No	2% 97%	

© Clarity Campaign Labs 86 of 122

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	Confident	
	Female	Male
No	66%	64%
Unsure	29%	27%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	31%	27%
Most are reacting appropriately	62%	62%
Most are overreacting to the actual risks	8%	11%
Q17. Changes to Routine		
Large changes	65%	61%
Small changes	27%	27%
No real changes	6%	10%
Unsure	2%	2%
	270	2/0
Q18. College Degree		500/
Yes	46%	50%
No	54%	50%
Q19. Latino		
Yes	2%	4%
No	98%	96%
Q20. Race		
White	75%	77%
Black	21%	17%
Asian	1%	2%
Another race	3%	5%
Q19-20. Race + Ethnicity	3/0	5,0
White	72%	72%
Black	22%	18%
	1%	
Asian		1%
Hispanic or Latino	2%	4%
Another race	3%	5%
Q21. Panel Willingness		
Yes	81%	78%
No	19%	22%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	76%	77%
Black	22%	18%
Hispanic	0%	1%
Other	2%	4%
DEMOGRAPHICS - PARTY ON FILE	270	.,,
Democrat	47%	37%
Republican	28%	29%
•	25%	34%
Other / Unaffiliated	23%	34%
DEMOGRAPHICS - AGE	===	440/
18-34	7%	11%
35-49	13%	17%
50-64	28%	27%
65-79	38%	31%
80+	15%	13%
CLARITY SCORES: PARTY		
0-19	34%	38%
20-39	4%	6%
40-59	6%	7%
60-79	7%	6%
80-100	49%	43%
CLARITY SCORES: TURNOUT	1370	.570
0-19	0%	0%
		2%
20-39	1%	
40-59	4%	6%
60-79	7%	9%
80-100	87%	83%
CLARITY SCORES: COLLEGE		
0-19	15%	12%
20-39	34%	28%
40-59	19%	25%
60-79	15%	18%
80-100	17%	17%
CLARITY SCORES: CHOICE		
0-19	17%	15%
20-39	31%	27%
40-59	31%	35%
60.70		15%
60-79	14%	
60-79 80-100 CLARITY SCORES: CHURCH ATTENDANCE	7%	8%

© Clarity Campaign Labs 87 of 122

nfid	

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

© Clarity Campaign Labs 88 of 122

>> CLARITY SCORES: PARTY against...

	0-19	20-39	40-59	60-79	80-100
n	(473)	(66)	(88)	(86)	(633)
Q1. Health Quality					
Poor	4%	6%	7%	3%	3%
Fair	15%	27%	20%	13%	15%
Good	47%	39%	39%	49%	50%
Very Good	34%	27%	34%	35%	32%
Q4. Number of People in HH					
1-3	76%	77%	67%	70%	80%
4-6	21%	22%	27%	28%	18%
7+	3%	2%	6%	3%	2%
Q5. Children in HH					
One	10%	8%	11%	16%	9%
Two	8%	6%	16%	12%	6%
Three or more	6%	8%	10%	5%	4%
	_				
None	77%	78%	62%	68%	81%
Q6. Non-HH Face to Face Count	220/	200/	400/	200/	250/
0	33%	38%	40%	29%	35%
1-3	40%	39%	26%	42%	42%
4-6	15%	8%	15%	8%	12%
7+	12%	15%	19%	22%	10%
Q7. Six Feet Away? (If Q6 > 0)					
0	17%	17%	10%	20%	19%
1-3	56%	57%	40%	44%	56%
4-6	17%	9%	23%	13%	13%
7+	11%	17%	27%	22%	12%
Q8. HH Member Going to Work					
Yes	33%	35%	40%	48%	30%
No	65%	65%	58%	49%	67%
Unsure	2%	0%	3%	3%	3%
Q9. Children Interacting with Other Children					
Yes	17%	18%	14%	35%	18%
No	81%	82%	86%	61%	81%
Unsure	2%	0%	0%	4%	1%
Q10. Times in Group > 20 in Last Week	270	070	070	470	170
0	77%	88%	78%	78%	73%
1-3	17%	7%	13%	17%	20%
4-6	3%	4%	1%	1%	3%
7+	2%	2%	8%	4%	4%
Q11. Contact with Others: Family	1				
Yes	72%	59%	64%	67%	63%
No	28%	41%	36%	33%	37%
Q11. Contact with Others: Friends					
Yes	18%	19%	17%	26%	15%
No	82%	81%	83%	74%	85%
Q11. Contact with Others: Co-workers					
Yes	11%	11%	16%	19%	9%
No	89%	89%	84%	81%	91%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	9%	9%	10%	13%	6%
			90%	87%	94%
No	91%	91%			
			3070		
No			8%	16%	12%
No Q11. Contact with Others: Any other type of person not already Yes	mention 14%	ned 14%	8%	_	
No Q11. Contact with Others: Any other type of person not already Yes No	mentio	ned		16% 84%	12% 88%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count	mention 14% 86%	ned 14% 86%	8% 92%	84%	88%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0	7 mention 14% 86%	14% 86%	8% 92% 0%	84%	88%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3	14% 86% 1% 5%	14% 86% 0% 2%	8% 92% 0% 6%	1% 8%	88% 0% 6%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6	14% 86% 1% 5% 19%	14% 86% 0% 2% 24%	8% 92% 0% 6% 17%	1% 8% 21%	88% 0% 6% 19%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+	14% 86% 1% 5%	14% 86% 0% 2%	8% 92% 0% 6%	1% 8%	88% 0% 6%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing?	r mention 14% 86% 1% 5% 19% 75%	0% 2% 24% 75%	8% 92% 0% 6% 17% 77%	1% 8% 21% 69%	88% 0% 6% 19% 75%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+	14% 86% 1% 5% 19%	14% 86% 0% 2% 24%	8% 92% 0% 6% 17%	1% 8% 21%	88% 0% 6% 19%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing?	r mention 14% 86% 1% 5% 19% 75%	0% 2% 24% 75%	8% 92% 0% 6% 17% 77%	1% 8% 21% 69%	88% 0% 6% 19% 75%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes	mention 14% 86% 86% 1% 5% 19% 75% 96%	0% 2% 24% 75%	8% 92% 0% 6% 17% 77%	1% 8% 21% 69%	88% 0% 6% 19% 75%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No	mention 14% 86% 86% 1% 5% 19% 75% 96%	0% 2% 24% 75%	8% 92% 0% 6% 17% 77%	1% 8% 21% 69%	88% 0% 6% 19% 75%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	wmention 14% 86% 14% 5% 19% 75% 96% 4%	ned 14% 86% 0% 2% 24% 75%	8% 92% 0% 6% 17% 77%	1% 8% 21% 69% 100% 0%	88% 0% 6% 19% 75% 96% 4%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	wmention 14% 86% 86% 1% 5% 19% 75% 96% 4%	ned 14% 86% 0% 2% 24% 75% 90% 10%	8% 92% 0% 6% 17% 77% 99% 1%	1% 8% 21% 69% 100% 0%	88% 0% 6% 19% 75% 96% 4%
No Q11. Contact with Others: Any other type of person not already Yes No Q12. Handwashing Count 0 1-3 4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	mention 14% 86% 14% 5% 19% 75% 96% 4% 19% 97%	0% 2% 24% 75% 10% 2% 98%	8% 92% 0% 6% 17% 77% 99% 1%	1% 8% 21% 69% 100% 0% 3% 96%	88% 0% 6% 19% 75% 96% 4%

© Clarity Campaign Labs 89 of 122

	0-19	20-39	40-59	nfident 60-79	80-10
No	70%	68%	65%	60%	61%
Unsure	24%	28%	25%	29%	34%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	22%	29%	31%	25%	36%
Most are reacting appropriately	64%	59%	62%	65%	59%
Most are overreacting to the actual risks	14%	12%	7%	10%	4%
Q17. Changes to Routine					
Large changes	66%	58%	61%	63%	67%
Small changes	25%	26%	28%	29%	26%
No real changes	7%	14%	10%	6%	5%
Unsure	1%	2%	1%	3%	2%
Q18. College Degree					
Yes	46%	41%	43%	46%	50%
No	54%	59%	57%	54%	50%
Q19. Latino					
Yes	2%	6%	3%	4%	2%
No	98%	94%	97%	96%	98%
Q20. Race	30%	3470	3770	3070	3070
•	06%	020/	070/	0.40/	E 70/
White	96%	93%	97%	94%	57%
Black	1%	4%	3%	4%	38%
Asian	0%	0%	0%	0%	1%
Another race	2%	2%	0%	1%	4%
Q19-20. Race + Ethnicity					ı
White	95%	89%	94%	91%	52%
Black	1%	5%	2%	5%	41%
Asian	0%	0%	0%	0%	1%
Hispanic or Latino	2%	5%	2%	3%	2%
Another race	2%	2%	1%	1%	4%
Q21. Panel Willingness					
Yes	80%	81%	86%	82%	82%
No	20%	19%	14%	18%	18%
DEMOGRAPHICS - RACE ON FILE					l
Caucasian	98%	94%	98%	95%	53%
Black	0%	3%	1%	2%	43%
Hispanic	1%	0%	0%	1%	0%
Other	1%	3%	1%	1%	4%
DEMOGRAPHICS - PARTY ON FILE	170	3/0	1/0	170	470
Democrat Democrat	0%	3%	18%	35%	85%
			5%		
Republican	76%	17%		1%	0%
Other / Unaffiliated	24%	80%	77%	64%	15%
DEMOGRAPHICS - AGE		I			
18-34	8%	11%	11%	10%	5%
35-49	13%	23%	25%	16%	11%
50-64	31%	23%	27%	26%	26%
65-79	34%	30%	28%	34%	42%
80+	15%	14%	8%	14%	16%
DEMOGRAPHICS - GENDER					
Female	60%	53%	63%	66%	66%
Male	40%	47%	38%	34%	34%
CLARITY SCORES: TURNOUT					
0-19	0%	2%	0%	0%	0%
20-39	1%	2%	4%	7%	1%
40-59	3%	15%	4%	11%	4%
60-79	8%	17%	11%	7%	6%
80-100	87%	64%	81%	76%	88%
CLARITY SCORES: COLLEGE	37/0	J-70	J1/0	, 0/0	00/0
	150/	200/	120/	1 = 0/	120/
0-19	15%	20%	13%	15%	13%
20-39	28%	30%	32%	36%	33%
40-59	23%	23%	28%	20%	19%
60-79	15%	15%	16%	15%	17%
80-100	19%	12%	11%	14%	17%
CLARITY SCORES: CHOICE					
0-19	40%	10%	3%	6%	2%
20-39	39%	40%	33%	34%	21%
40-59	18%	45%	49%	44%	39%
60-79	4%	5%	11%	13%	23%
80-100	0%	0%	4%	3%	14%
CLARITY SCORES: CHURCH ATTENDANCE	1				.,,
0-19	1%	8%	5%	8%	5%
20-39	10%	24%	30%	21%	17%
	111%	. /4%	. JU%	Z 1 %	1/%

© Clarity Campaign Labs 90 of 122

Co		

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

© Clarity Campaign Labs 91 of 122

>> CLARITY SCORES: TURNOUT against...

	0-19	20-39	40-59	60-79	80-100
n	(3)	(22)	(60)	(99)	(1,090)
Q1. Health Quality					
Poor	0%	0%	8%	9%	3%
Fair	0%	5%	20%	15%	15%
Good	0%	55%	38%	42%	49%
Very Good	100%	41%	33%	33%	33%
Q4. Number of People in HH					
1-3	67%	90%	75%	74%	78%
4-6	33%	10%	21%	23%	20%
7+	0%	0%	4%	3%	2%
Q5. Children in HH					
One	0%	10%	12%	14%	9%
Two	33%	5%	9%	9%	7%
Three or more	0%	0%	3%	4%	5%
None	67%	85%	76%	73%	79%
Q6. Non-HH Face to Face Count					
0	67%	16%	38%	37%	34%
1-3	33%	58%	36%	40%	40%
4-6	0%	11%	9%	6%	14%
7+	0%	16%	17%	17%	11%
Q7. Six Feet Away? (If Q6 > 0)					
0	0%	25%	18%	15%	18%
1-3	100%	50%	58%	60%	54%
4-6	0%	6%	12%	13%	15%
7+	0%	19%	12%	13%	12%
Q8. HH Member Going to Work					
Yes	0%	37%	40%	31%	32%
No	100%	63%	57%	65%	66%
Unsure	0%	0%	4%	3%	2%
Q9. Children Interacting with Other Children	0,0	0,0	170	5,0	2,0
Yes	0%	33%	20%	17%	18%
No	100%	67%	80%	83%	80%
Unsure	0%	0%	0%	0%	2%
Q10. Times in Group > 20 in Last Week	070	070	070	070	2/0
0	100%	79%	80%	75%	76%
1-3	0%	16%	14%	14%	18%
4-6	0%	0%	2%	4%	3%
7+			4%	7%	
	0%	5%	470	7 70	3%
Q11. Contact with Others: Family	670/	470/	EE0/	60%	600/
Yes	67%	47%	55%		68%
No	33%	53%	45%	40%	32%
Q11. Contact with Others: Friends	00/	220/	200/	1.00/	470/
Yes	0%	22%	20%	16%	17%
No	100%	78%	80%	84%	83%
Q11. Contact with Others: Co-workers	00/	110/	2.40/	100/	00/
Yes	0%	11%	24%	19%	9%
No	100%	89%	76%	81%	91%
Q11. Contact with Others: Clients, patients, or patrons	201	00/	2001	100/	701
Yes	0%	0%	20%	12%	7%
No	100%	100%	80%	88%	93%
Q11. Contact with Others: Any other type of person not already	_				
Yes	0%	6%	12%	15%	13%
No	100%	94%	88%	85%	87%
Q12. Handwashing Count					
0	0%	0%	0%	1%	0%
1-3	0%	16%	11%	10%	5%
4-6	0%	26%	26%	20%	19%
7+	100%	58%	63%	68%	76%
Q13. Currently Practicing Social Distancing?		95%	93%	96%	96%
	100%			***	4%
Q13. Currently Practicing Social Distancing?	100%	5%	7%	4%	
Q13. Currently Practicing Social Distancing? Yes		5%	7%	4%	
Q13. Currently Practicing Social Distancing? Yes No		5%	7%	0%	2%
Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	0%				2% 97%
Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	0%	0%	2%	0%	
Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	0% 0% 100%	0% 100%	2% 98%	0% 99%	97%

© Clarity Campaign Labs 92 of 122

	0-19	20-39	40-59	nfident 60-79	80-10
No	100%	79%	74%	74%	63%
		_			
Unsure	0%	11%	22%	15%	31%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	67%	7%	26%	36%	29%
Most are reacting appropriately	33%	79%	65%	54%	63%
Most are overreacting to the actual risks	0%	14%	9%	11%	8%
Q17. Changes to Routine					
Large changes	67%	47%	50%	62%	68%
Small changes	33%	42%	35%	20%	26%
No real changes	0%	11%	15%	14%	5%
Unsure	0%	0%	0%	4%	1%
Q18. College Degree					
Yes	33%	47%	31%	41%	50%
No	67%	53%	69%	59%	50%
Q19. Latino					
Yes	33%	5%	11%	5%	1%
No	67%	95%	89%	95%	99%
Q20. Race	0770	3370	03/0	3370	3370
·	F00/	0.40/	7.40/	710/	700/
White	50%	94%	74%	71%	78%
Black	50%	6%	18%	27%	18%
Asian	0%	0%	0%	1%	1%
Another race	0%	0%	8%	0%	3%
Q19-20. Race + Ethnicity					
White	33%	86%	68%	67%	75%
Black	33%	9%	15%	26%	21%
Asian	0%	0%	2%	1%	0%
Hispanic or Latino	33%	5%	8%	4%	1%
Another race	0%	0%	7%	2%	3%
Q21. Panel Willingness					
Yes	67%	74%	79%	72%	83%
No	33%	26%	21%	28%	17%
DEMOGRAPHICS - RACE ON FILE	33,0	2070		2070	1,,0
Caucasian	67%	86%	75%	71%	76%
Black	33%	14%	15%	26%	22%
	0%	0%	3%	1%	0%
Hispanic					
Other	0%	0%	7%	2%	2%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	33%	32%	42%	41%	47%
Republican	67%	27%	22%	27%	30%
Other / Unaffiliated	0%	41%	37%	31%	23%
DEMOGRAPHICS - AGE					
18-34	100%	18%	35%	22%	3%
35-49	0%	32%	12%	13%	13%
50-64	0%	14%	17%	25%	29%
65-79	0%	14%	18%	29%	40%
80+	0%	23%	18%	10%	16%
DEMOGRAPHICS - GENDER					
Female	33%	55%	57%	60%	64%
Male	67%	45%	43%	40%	36%
CLARITY SCORES: PARTY	0770	.570	.5/0	.070	33/0
	2201	270/	270/	200/	270/
0-19	33%	27%	27%	39%	37%
20-39	33%	5%	15%	10%	3%
40-59	0%	9%	3%	6%	4%
60-79	0%	23%	13%	5%	5%
80-100	33%	36%	42%	39%	50%
CLARITY SCORES: COLLEGE	,				
0-19	0%	14%	25%	15%	14%
20-39	0%	27%	38%	33%	31%
40-59	67%	36%	18%	31%	19%
60-79	33%	18%	17%	15%	16%
80-100	0%	5%	2%	5%	20%
CLARITY SCORES: CHOICE					
0-19	0%	15%	9%	3%	19%
20-39	0%	8%	34%	35%	30%
40-59	100%	69%	45%	51%	28%
		_			
60-79 80-100	0%	8%	11%	11%	15%
80-100	0%	0%	0%	0%	9%
CLARITY SCORES: CHURCH ATTENDANCE	,				
0-19	0%	5%	12%	4%	4%
20-39	100%	23%	35%	36%	12%
40-59	0%	50%	40%	41%	28%

© Clarity Campaign Labs 93 of 122

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

© Clarity Campaign Labs 94 of 122

>> CLARITY SCORES: COLLEGE against...

	0-19	20-39	40-59	60-79	80-100
n	(189)	(424)	(287)	(217)	(229)
Q1. Health Quality	(200)	(,	(20.)	(==/)	(223)
Poor	6%	5%	4%	3%	2%
Fair	26%	20%	15%	12%	6%
Good	47%	51%	45%	45%	47%
Very Good	21%	25%	35%	41%	45%
Q4. Number of People in HH					
1-3	90%	82%	71%	76%	68%
4-6	9%	14%	27%	22%	29%
7+	1%	4%	2%	2%	3%
Q5. Children in HH					
One	6%	9%	14%	10%	10%
Two	5%	5%	11%	8%	10%
Three or more	3%	4%	6%	7%	6%
None	86%	82%	69%	75%	74%
Q6. Non-HH Face to Face Count					
0	34%	32%	29%	36%	46%
1-3	41%	42%	42%	42%	33%
4-6	15%	14%	15%	9%	10%
7+	11%	12%	14%	14%	11%
Q7. Six Feet Away? (If Q6 > 0)	1.40/	2007	150/	220/	150/
0	14%	20%	15%	23%	15%
1-3	54%	52%	58%	54%	54%
4-6	17%	15%	17%	9%	18%
7+	15%	14%	11%	14%	14%
Q8. HH Member Going to Work Yes	25%	34%	38%	37%	29%
No No	72%	64%	61%	60%	70%
Unsure	4%	3%	1%	3%	1%
Q9. Children Interacting with Other Children	470	3/0	1/0	3/0	170
Yes	11%	25%	19%	15%	17%
No	89%	73%	80%	81%	83%
Unsure	0%	2%	1%	4%	0%
Q10. Times in Group > 20 in Last Week				.,,,	
0	71%	72%	75%	76%	88%
1-3	18%	21%	20%	16%	11%
4-6	6%	3%	3%	2%	0%
7+	5%	4%	3%	6%	1%
Q11. Contact with Others: Family					
Yes	58%	60%	67%	74%	75%
No	42%	40%	33%	26%	25%
Q11. Contact with Others: Friends					
Yes	20%	19%	16%	18%	13%
No	80%	81%	84%	82%	87%
Q11. Contact with Others: Co-workers					
Yes	10%	11%	12%	15%	7%
No	90%	89%	88%	85%	93%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	8%	9%	8%	10%	6%
No	92%	91%	92%	90%	94%
Q11. Contact with Others: Any other type of person not already		ned			
Yes	16%	13%	10%	14%	12%
No	84%	87%	90%	86%	88%
Q12. Handwashing Count					
0	1%	0%	0%	1%	1%
1-3	4%	6%	5%	7%	4%
4-6	18%	19%	19%	17%	24%
7+	77%	75%	75%	76%	71%
Q13. Currently Practicing Social Distancing?	0.407	0501	0.004	070/	0001
Yes	94%	95%	96%	97%	98%
No	6%	5%	4%	3%	2%
Q14. Currently Experiencing Symptoms?	10/	20/	20/	20/	20/
Yes	1%	2%	2%	3%	3%
No Linguis	97%	97%	97%	97%	96%
Unsure Q15. Likelihood of getting Coronavirus	2%	1%	1%	1%	1%
Yes	2%	7%	7%	6%	7%
	2/0	, ,0	, ,0	J 70	/ /0

© Clarity Campaign Labs 95 of 122

	0-19	20-39	40-59	nfident 60-79	80-100
No	65%	64%	63%	69%	63%
Unsure	33%	29%	30%	25%	30%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	28%	34%	33%	26%	24%
Most are reacting appropriately	67%	57%	56%	66%	69%
Most are overreacting to the actual risks	5%	9%	11%	8%	7%
Q17. Changes to Routine					
Large changes	57%	63%	60%	66%	81%
Small changes	32%	28%	27%	29%	16%
No real changes	11%	6%	9%	5%	3%
Unsure	1%	3%	3%	0%	0%
Q18. College Degree					
Yes	6%	26%	43%	73%	91%
No	94%	74%	57%	27%	9%
Q19. Latino					
Yes	2%	2%	5%	3%	1%
No	98%	98%	95%	97%	99%
Q20. Race					
White	79%	73%	82%	79%	82%
Black	18%	24%	15%	20%	12%
Asian	0%	0%	0%	0%	2%
Another race	3%	3%	2%	2%	4%
Q19-20. Race + Ethnicity					
White	75%	69%	75%	76%	81%
Black	20%	26%	19%	20%	13%
Asian	0%	0%	0%	0%	2%
Hispanic or Latino	2%	2%	4%	2%	1%
Another race	4%	3%	2%	2%	3%
Q21. Panel Willingness					
Yes	78%	79%	80%	87%	85%
No	22%	21%	20%	13%	15%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	78%	70%	77%	78%	84%
Black	19%	26%	20%	21%	12%
Hispanic	0%	0%	1%	0%	0%
Other	3%	3%	2%	0%	3%
DEMOGRAPHICS - PARTY ON FILE	4.40/	F00/	270/	450/	200/
Democrat	44%	50%	37%	45%	38%
Republican	32%	25%	31%	26%	30%
Other / Unaffiliated	24%	25%	32%	29%	31%
DEMOGRAPHICS - AGE	10/	40/	1.40/	120/	20/
18-34 35-49	1%	4%	14%	13%	2%
	4% 22%	7%	20%	22%	16%
50-64 65-79		26% 42%	26%	26%	38%
80+	50% 22%	21%	29% 11%	28% 12%	38% 5%
DEMOGRAPHICS - GENDER	22/0	21/0	11/0	12/0	3/0
Female	68%	67%	56%	58%	63%
Male	32%	33%	44%	42%	37%
CLARITY SCORES: PARTY	32,0	3370	1170	12/0	3770
0-19	37%	32%	38%	33%	39%
20-39	7%	5%	5%	5%	3%
40-59	6%	7%	9%	6%	4%
60-79	7%	7%	6%	6%	5%
80-100	43%	50%	42%	50%	48%
CLARITY SCORES: TURNOUT	1.571				
0-19	0%	0%	1%	0%	0%
20-39	2%	2%	3%	2%	0%
40-59	8%	6%	4%	5%	0%
60-79	8%	8%	12%	7%	2%
80-100	82%	85%	80%	85%	97%
CLARITY SCORES: CHOICE					
0-19	28%	19%	15%	10%	10%
20-39	37%	37%	26%	23%	22%
40-59	29%	35%	39%	36%	20%
60-79	5%	8%	15%	19%	28%
80-100	1%	2%	5%	13%	20%
CLARITY SCORES: CHURCH ATTENDANCE					
0-19	6%	2%	3%	4%	7%
20-39	11%	12%	17%	23%	21%

© Clarity Campaign Labs 96 of 122

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

© Clarity Campaign Labs 97 of 122

>> CLARITY SCORES: CHOICE against...

	0-19	20-39	40-59	60-79	80-100
n	(209)	(383)	(416)	(183)	(92)
Q1. Health Quality					
Poor	3%	5%	4%	4%	4%
Fair	19%	20%	13%	11%	11%
Good	48%	48%	50%	43%	43%
Very Good	29%	27%	32%	43%	41%
Q4. Number of People in HH					
1-3	82%	81%	72%	74%	80%
4-6	14%	17%	24%	24%	20%
7+	3%	2%	4%	2%	0%
Q5. Children in HH					
One	7%	9%	12%	10%	11%
Two	6%	7%	9%	10%	7%
Three or more	3%	5%	7%	2%	3%
None	84%	79%	73%	79%	79%
Q6. Non-HH Face to Face Count					
0	28%	31%	36%	39%	48%
1-3	42%	42%	42%	36%	33%
4-6	19%	14%	14%	7%	7%
7+	11%	13%	8%	19%	11%
Q7. Six Feet Away? (If Q6 > 0)					
0	19%	15%	21%	19%	14%
1-3	56%	56%	56%	47%	52%
4-6	17%	15%	14%	15%	16%
7+	8%	14%	10%	18%	18%
Q8. HH Member Going to Work	. / -				
Yes	28%	32%	38%	34%	21%
No	67%	67%	59%	66%	79%
Unsure	4%	1%	3%	1%	0%
	470	1/0	3/0	1/0	070
Q9. Children Interacting with Other Children	200/	100/	150/	220/	100/
Yes	30%	18%	15%	23%	18%
No	70%	81%	83%	74%	82%
Unsure	0%	1%	2%	3%	0%
Q10. Times in Group > 20 in Last Week					
0	71%	73%	77%	81%	88%
1-3	22%	19%	17%	15%	9%
4-6	4%	4%	2%	1%	1%
7+	3%	4%	4%	4%	2%
Q11. Contact with Others: Family					
Yes	69%	64%	66%	69%	68%
No	31%	36%	34%	31%	32%
Q11. Contact with Others: Friends					
Yes	21%	18%	16%	14%	9%
No	79%	82%	84%	86%	91%
Q11. Contact with Others: Co-workers					
Yes	12%	11%	11%	13%	4%
No	88%	89%	89%	87%	96%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	10%	10%	7%	7%	4%
No	90%	90%	93%	93%	96%
Q11. Contact with Others: Any other type of person not alread	y mentio	ned			
Yes	17%	14%	10%	13%	12%
No	83%	86%	90%	87%	88%
Q12. Handwashing Count					
0	1%	0%	1%	1%	0%
1-3	6%	6%	5%	4%	6%
	18%	18%	16%	27%	25%
4-6		75%	79%	69%	68%
4-6 7+	75%	13/0			
7+	75%	73/0			
7+ Q13. Currently Practicing Social Distancing?			96%	97%	100%
7+ Q13. Currently Practicing Social Distancing? Yes	93%	96%	96%	97%	100% 0%
7+ Q13. Currently Practicing Social Distancing? Yes No			96%	97%	100% 0%
7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	93%	96% 4%	4%	3%	0%
7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	93% 7%	96% 4% 2%	4%	3%	0% 3%
7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	93% 7% 1% 98%	96% 4% 2% 97%	4% 2% 97%	3% 3% 96%	0% 3% 96%
7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No Unsure	93% 7%	96% 4% 2%	4%	3%	0% 3%
7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	93% 7% 1% 98%	96% 4% 2% 97%	4% 2% 97%	3% 3% 96%	0% 3% 96%

© Clarity Campaign Labs 98 of 122

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

© Clarity Campaign Labs 99 of 122

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

© Clarity Campaign Labs 100 of 122

ightarrow CLARITY SCORES: CHURCH ATTENDANCE against...

	0-19	20-39	40-59	60-79	80-100
n	(56)	(218)	(417)	(515)	(140)
Q1. Health Quality					
Poor	0%	8%	3%	4%	3%
Fair	13%	10%	18%	17%	16%
Good	54%	44%	46%	49%	51%
Very Good	34%	39%	33%	30%	30%
Q4. Number of People in HH					
1-3	74%	71%	75%	82%	78%
4-6	26%	27%	22%	15%	19%
7+	0%	2%	3%	3%	4%
Q5. Children in HH					.,.
One	15%	17%	8%	8%	7%
Two	9%	13%	9%	4%	5%
Three or more	4%	5%	7%	5%	2%
	_				
None	72%	65%	76%	83%	85%
Q6. Non-HH Face to Face Count	4.40/	470/	240/	220/	240/
0	44%	47%	31%	32%	31%
1-3	31%	29%	40%	45%	43%
4-6	6%	9%	13%	14%	14%
7+	19%	15%	15%	9%	11%
Q7. Six Feet Away? (If Q6 > 0)					
0	14%	22%	16%	18%	19%
1-3	43%	45%	51%	61%	55%
4-6	14%	16%	16%	13%	17%
7+	29%	18%	17%	8%	9%
Q8. HH Member Going to Work					
Yes	41%	39%	32%	31%	33%
No	57%	61%	67%	66%	64%
Unsure	2%	1%	1%	3%	3%
Q9. Children Interacting with Other Children					
Yes	17%	19%	20%	14%	31%
No	83%	79%	79%	84%	69%
Unsure	0%	1%	1%	3%	0%
Q10. Times in Group > 20 in Last Week	070	1/0	1/0	370	070
0	81%	82%	79%	71%	73%
1-3	11%	12%	14%	23%	20%
4-6	0%	3%	3%	3%	4%
7+	9%	3%	4%	3%	4%
Q11. Contact with Others: Family					
Yes	_	64%	65%	67%	75%
No	36%	36%	35%	33%	25%
Q11. Contact with Others: Friends					
Yes	17%	13%	19%	17%	20%
No	83%	87%	81%	83%	80%
Q11. Contact with Others: Co-workers					
Yes	17%	14%	13%	7%	12%
No	83%	86%	87%	93%	88%
Q11. Contact with Others: Clients, patients, or patrons	-				
Yes	15%	8%	10%	5%	10%
No	85%	92%	90%	95%	90%
Q11. Contact with Others: Any other type of person not alread					
Yes	15%	8%	15%	11%	19%
No	85%	92%	85%	89%	81%
Q12. Handwashing Count	2370	/0		-570	22/0
0	0%	1%	1%	0%	1%
<u> </u>	4%	6%	7%	4%	7%
1-3	19%			_	
1-3		24%	20%	18% 77%	16%
4-6	_	600/		11%	76%
4-6 7+	77%	69%	73%	7770	
4-6 7+ Q13. Currently Practicing Social Distancing?	77%				
4-6 7+ Q13. Currently Practicing Social Distancing? Yes	77%	97%	98%	95%	93%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No	77%				93% 7%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes	77%	97%	98%	95%	
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No	77%	97%	98%	95%	
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms?	98% 2%	97%	98%	95% 5%	7%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes	98% 2%	97% 3% 3%	98% 2%	95% 5% 2%	7% 1%
4-6 7+ Q13. Currently Practicing Social Distancing? Yes No Q14. Currently Experiencing Symptoms? Yes No	98% 2% 4% 94%	97% 3% 3% 96%	98% 2% 1% 98%	95% 5% 2% 96%	7% 1% 97%

© Clarity Campaign Labs 101 of 122

	0-19	20-39	40-59	nfident 60-79	
No	53%	67%	62%	65%	74%
Unsure	34%	22%	32%	30%	25%
	34/0	22/0	32/0	30/0	23/0
Q16. NC Response to Coronavirus	32%	200/	2.40/	200/	25%
Most are underestimating the risks		29%	34%	28%	
Most are reacting appropriately	62%	63%	57%	65%	62%
Most are overreacting to the actual risks	6%	8%	9%	7%	13%
Q17. Changes to Routine					
Large changes	68%	66%	64%	66%	69%
Small changes	26%	26%	27%	25%	28%
No real changes	6%	7%	7%	7%	2%
Unsure	0%	1%	2%	2%	1%
Q18. College Degree					
Yes	49%	52%	49%	46%	39%
No	51%	48%	51%	54%	61%
Q19. Latino	'				
Yes	9%	6%	2%	1%	2%
No	91%	94%	98%	99%	98%
Q20. Race		,.			
White	84%	88%	77%	74%	82%
			, .		
Black Asian	2% 9%	9% 0%	20% 1%	23%	17% 0%
Another race	5%	3%	3%	3%	1%
Q19-20. Race + Ethnicity					
White	80%	83%	73%	69%	80%
Black	2%	8%	22%	28%	17%
Asian	7%	0%	0%	0%	0%
Hispanic or Latino	7%	5%	2%	1%	1%
Another race	4%	4%	3%	3%	1%
Q21. Panel Willingness					
Yes	86%	77%	85%	79%	84%
No	14%	23%	15%	21%	16%
DEMOGRAPHICS - RACE ON FILE	'				
Caucasian	88%	85%	76%	70%	81%
Black	0%	10%	22%	28%	16%
Hispanic	0%	1%	0%	0%	0%
Other	13%	4%	2%	1%	2%
DEMOGRAPHICS - PARTY ON FILE	13/0	170	270	1/0	2/0
Democrat	45%	40%	52%	44%	22%
Republican	13%	17%	15%	36%	62%
<u>'</u>	43%	42%			
Other / Unaffiliated	43%	42%	33%	20%	16%
DEMOGRAPHICS - AGE	100/	1.50/	201	201	00/
18-34	18%	16%	9%	2%	0%
35-49	27%	25%	16%	7%	5%
50-64	21%	28%	30%	27%	24%
65-79	32%	28%	34%	42%	45%
80+	2%	4%	11%	21%	26%
DEMOGRAPHICS - GENDER					
Female	41%	49%	62%	69%	74%
Male	59%	51%	38%	31%	26%
CLARITY SCORES: PARTY					
0-19	11%	22%	22%	44%	73%
20-39	9%	7%	6%	3%	3%
40-59	7%	12%	9%	4%	0%
60-79	13%	8%	9%	4%	1%
80-100	61%	50%	55%	44%	23%
CLARITY SCORES: TURNOUT	51,0	2070	-570	/0	
0-19	0%	2%	0%	0%	0%
20-39					
	2%	3%	3%	1%	1%
40-59	13%	11%	6%	2%	0%
60-79	7%	18%	11%	4%	0%
80-100	78%	67%	80%	94%	99%
CLARITY SCORES: COLLEGE					
0-19	21%	10%	10%	14%	30%
20-39	16%	22%	34%	37%	24%
40-59	18%	23%	26%	20%	11%
60-79	16%	22%	15%	15%	13%
80-100	29%	22%	15%	14%	21%
CLARITY SCORES: CHOICE					
0-19	0%	0%	3%	22%	62%
20-39	9%	15%	26%	42%	30%
	3/0	10/0	20/0	-7∠/0	50/0

© Clarity Campaign Labs 102 of 122

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

© Clarity Campaign Labs 103 of 122

ightarrow CLARITY SCORES: CLIMATE CHANGE PRIORITY against...

	0-19	20-39	40-59	60-79	80-100
n	(516)	(431)	(266)	(68)	(2)
Q1. Health Quality	(/	, , ,	(,	(,	,
Poor	4%	5%	3%	4%	0%
Fair	17%	17%	14%	6%	0%
Good	46%	50%	48%	43%	50%
Very Good	33%	28%	35%	47%	50%
Q4. Number of People in HH					
1-3	77%	81%	72%	73%	100%
4-6	20%	16%	25%	26%	0%
7+	2%	3%	3%	2%	0%
Q5. Children in HH					
One	9%	9%	11%	9%	0%
Two	7%	8%	8%	9%	0%
Three or more	5%	6%	5%	2%	0%
None	79%	77%	75%	80%	100%
Q6. Non-HH Face to Face Count	34%	220/	200/	460/	F00/
0 1-3	38%	32% 45%	38%	46% 33%	50% 0%
1-5 4-6	15%	12%	10%	8%	0%
7+	13%	11%	12%	13%	50%
Q7. Six Feet Away? (If Q6 > 0)	13%	1170	1270	13/0	JU%
0	17%	18%	18%	21%	0%
1-3	53%	54%	59%	50%	0%
4-6	17%	15%	12%	15%	0%
7+	13%	12%	12%	15%	100%
Q8. HH Member Going to Work					
Yes	33%	35%	28%	33%	0%
No	65%	62%	70%	65%	100%
Unsure	2%	2%	2%	2%	0%
Q9. Children Interacting with Other Children					
Yes	20%	16%	21%	17%	0%
No	78%	82%	77%	83%	0%
Unsure	2%	1%	2%	0%	0%
Q10. Times in Group > 20 in Last Week					
0	77%	72%	78%	85%	100%
1-3	16%	21%	17%	8%	0%
4-6	4%	2%	2%	2%	0%
7+	3%	4%	3%	5%	0%
Q11. Contact with Others: Family	700/	E00/	700/	66%	00/
Yes No	70% 30%	59% 41%	70% 30%	34%	0% 100%
Q11. Contact with Others: Friends	30%	41/0	30%	34/0	100%
Yes	17%	17%	14%	16%	0%
No	83%	83%	86%	84%	100%
Q11. Contact with Others: Co-workers	0070	0070	0070	0.70	20070
Yes	12%	11%	9%	11%	0%
No	88%	89%	91%	89%	100%
Q11. Contact with Others: Clients, patients, or patrons					
Yes	10%	8%	5%	6%	0%
No	90%	92%	95%	94%	100%
Q11. Contact with Others: Any other type of person not already	mentio	ned			
Yes	15%	10%	11%	20%	0%
No	85%	90%	89%	80%	100%
Q12. Handwashing Count					
0	1%	1%	0%	0%	0%
1-3	5%	6%	4%	11%	0%
4-6	19%	17%	25%	15%	0%
7+	76%	76%	72%	74%	100%
Q13. Currently Practicing Social Distancing?	0551	0.551	0.551	100=1	400-1
Yes	95%	96%	96%	100%	100%
No	5%	4%	4%	0%	0%
Q14. Currently Experiencing Symptoms?	201	201	201	20/	001
Yes	2%	3%	2%	2%	100%
No	97%	96%	96%	98%	100%
Unsure O15 Likelihood of getting Coronavirus	1%	1%	1%	0%	0%
Q15. Likelihood of getting Coronavirus Yes	6%	£0/	£0/	8%	0%
100	0%	6%	6%	070	υ%

© Clarity Campaign Labs 104 of 122

				ntideni	
	0-19	20-39	40-59	60-79	80-100
No	68%	63%	61%	53%	0%
Unsure	26%	30%	33%	38%	100%
Q16. NC Response to Coronavirus					
Most are underestimating the risks	24%	30%	38%	37%	0%
Most are reacting appropriately	63%	64%	58%	60%	100%
Most are overreacting to the actual risks	13%	6%	5%	3%	0%
Q17. Changes to Routine					
Large changes	65%	61%	74%	70%	100%
Small changes	26%	30%	21%	26%	0%
No real changes	7%	7%	4%	3%	0%
Unsure	2%	2%	0%	0%	0%
Q18. College Degree					
Yes	44%	35%	66%	77%	100%
No	56%	65%	34%	23%	0%
Q19. Latino	30%	0370	3470	25/0	070
Yes	2%	3%	2%	3%	0%
No	98%	97%	98%	97%	100%
	36/0	31/0	30/0	31/0	100%
Q20. Race	050/	720/	FF0/	660/	1000/
White	95%	73%	55%	66%	100%
Black	2%	24%	40%	31%	0%
Asian	0%	0%	1%	2%	0%
Another race	3%	3%	3%	2%	0%
Q19-20. Race + Ethnicity					
White	95%	65%	50%	65%	100%
Black	1%	29%	44%	29%	0%
Asian	0%	0%	1%	1%	0%
Hispanic or Latino	1%	2%	2%	3%	0%
Another race	2%	4%	3%	1%	0%
Q21. Panel Willingness					
Yes	81%	80%	85%	88%	100%
No	19%	20%	15%	12%	0%
DEMOGRAPHICS - RACE ON FILE					
Caucasian	98%	66%	51%	66%	100%
Black	0%	29%	45%	31%	0%
	1%	0%	1%	0%	0%
Hispanic					
Other	1%	4%	3%	3%	0%
DEMOGRAPHICS - PARTY ON FILE					
Democrat	8%	60%	81%	85%	100%
Republican	66%	6%	2%	0%	0%
Other / Unaffiliated	26%	34%	17%	15%	0%
DEMOGRAPHICS - AGE					
18-34	4%	7%	7%	4%	0%
35-49	12%	12%	15%	19%	0%
50-64	31%	25%	28%	29%	50%
65-79	35%	39%	40%	35%	50%
80+	18%	16%	11%	12%	0%
DEMOGRAPHICS - GENDER					
Female	61%	64%	64%	71%	100%
Male	39%	36%	36%	29%	0%
CLARITY SCORES: PARTY					
0-19	82%	7%	1%	0%	0%
20-39	5%	6%	2%	0%	0%
40-59	4%	10%	2%	0%	0%
60-79	4%	11%	3%	1%	0%
80-100	4%	66%	92%	99%	100%
CLARITY SCORES: TURNOUT					
0-19	0%	1%	0%	0%	0%
20-39	1%	1%	1%	0%	0%
40-59	3%	6%	4%	1%	0%
60-79	7%	10%	7%	1%	0%
80-100	88%	82%	89%	97%	100%
CLARITY SCORES: COLLEGE					
0-19	18%	18%	6%	1%	0%
20-39	30%	44%	21%	12%	0%
40-59	20%	19%	26%	13%	0%
60-79	14%	11%	22%	32%	0%
80-100	18%	8%	25%	41%	100%
CLARITY SCORES: CHOICE	10/0	3,0		.170	
	270/	40/	00/	00/	00/
0-19	37%	4%	10%	0%	0%
20-39	41%	32%	10%	3%	0%
40-59	18%	50%	39%	6%	0%

© Clarity Campaign Labs 105 of 122

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

© Clarity Campaign Labs 106 of 122

>> MEDIA MARKET against...

	Charlotte NC	Greensboro-High Point-Winston Salem NC	Norfolk- Portsmouth- Newport News	Greenville-New Bern- Washington NC	NC	(Fayetteville)	Greenville- Spartanburg SC- Asheville NC-	Myrtle Beach- Florence
n	(210)		VA (21)	-		NC (422)	Anderson SC	SC (22)
n Q1. Health Quality	(310)	(246)	(31)	(112)	(75)	(432)	(112)	(22)
Poor	4%	5%	0%	4%	5%	3%	4%	5%
Fair	15%	19%	13%	16%	15%	14%	16%	23%
Good	49%	46%	58%	49%	49%	49%	31%	64%
Very Good	32%	30%	29%	32%	31%	33%	49%	9%
Q4. Number of Peo			2370	32,0	3270	5575	.5,0	3,0
1-3	73%	81%	86%	75%	82%	75%	85%	85%
4-6	22%	17%	14%	24%	15%	23%	14%	15%
7+	4%	2%	0%	1%	3%	3%	1%	0%
Q5. Children in HH								
One	11%	10%	4%	10%	6%	8%	18%	5%
Two	9%	4%	4%	9%	10%	9%	7%	5%
Three or more	5%	5%	0%	8%	3%	6%	3%	0%
None	74%	81%	93%	73%	81%	77%	72%	89%
Q6. Non-HH Face t	o Face Co							
0	39%	37%	24%	22%	26%	38%	33%	0%
1-3	38%	40%	44%	41%	45%	39%	41%	41%
4-6	10%	14%	24%	17%	13%	12%	14%	18%
7+	13%	9%	8%	19%	16%	11%	12%	41%
Q7. Six Feet Away						/-		1 1 1 1 1
0	14%	13%	32%	18%	22%	20%	17%	29%
1-3	60%	57%	32%	49%	44%	55%	55%	24%
4-6	14%	18%	16%	10%	24%	14%	15%	12%
7+	12%	12%	21%	23%	10%	10%	14%	35%
Q8. HH Member G			21/0	2570	1070	2070	21,70	3370
Yes	30%	38%	45%	41%	33%	32%	23%	41%
No	69%	60%	55%	57%	61%	66%	76%	47%
Unsure	1%	2%	0%	2%	6%	2%	1%	12%
Q9. Children Intera			070	270	070	270	170	12/0
Yes	24%	12%	0%	20%	27%	16%	20%	0%
No	76%	85%	100%	76%	73%	82%	80%	100%
Unsure	0%	2%	0%	4%	0%	3%	0%	0%
Q10. Times in Grou			070	470	070	370	070	0,0
0	73%	78%	82%	70%	69%	76%	88%	71%
1-3	19%	15%	14%	19%	22%	19%	10%	29%
4-6	3%	5%	0%	6%	0%	1%	1%	0%
7+	5%	3%	5%	4%	8%	3%	1%	0%
Q11. Contact with			370	470	070	370	170	0,0
Yes	65%	64%	67%	71%	62%	69%	68%	62%
No	35%	36%	33%	29%	38%	31%	32%	38%
Q11. Contact with			3370	2570	3070	31/0	3270	3070
Yes	18%	16%	6%	24%	26%	14%	19%	10%
No	82%	84%	94%	76%	74%	86%	81%	90%
Q11. Contact with				1	1			1
Yes	8%	14%	5%	19%	19%	9%	16%	0%
No	92%	86%	95%	81%	81%	91%	84%	100%
		lients, patients, or p		02/0	0270	32,0	0.70	100/0
Yes	4%	9%	6%	19%	5%	8%	13%	0%
No	96%	91%	94%	81%	95%	92%	87%	100%
		ny other type of pe			3370	32,0	0,7,0	20070
Yes	10%	15%	5%	12%	0%	17%	11%	0%
No	90%	85%	95%	88%	100%	83%	89%	100%
Q12. Handwashing		0370	3370	0070	10070	03/0	0370	100/0
0	1%	0%	0%	0%	0%	1%	1%	0%
1-3	6%	6%	10%	7%	4%	5%	4%	8%
4-6	21%	20%	5%	16%	8%	22%	18%	8%
7+	73%	74%	86%	77%	88%	72%	77%	83%
			00/0	///0	00/0	12/0	///0	03/0
Q13. Currently Pra	94%	95%	1000/	000/	060/	0.70/	00%	100%
Yes No	6%	5%	100% 0%	98%	96%	97%	99%	100%
			U%	Z70	470	370	170	U%
Q14. Currently Exp			00/	00/	20/	20/	00/	00/
Yes	2%	3%	0%	0%	2%	3%	0%	0%
No	97%	95%	100%	98%	96%	96%	100%	100%
Unsure	1%	2%	0%	2%	2%	1%	0%	0%

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	Charlotte NC	Greensboro-High Point-Winston Salem NC	Norfolk- Portsmouth- Newport News VA	Greenville-New Bern- Washington NC	Wilmington NC	Raleigh- Durham (Fayetteville) NC	Greenville- Spartanburg SC- Asheville NC- Anderson SC	Myrtle Beach- Florence SC
Q15. Likelihood of	getting Co	pronavirus	.,,				7.11401301130	
Yes	7%	4%	5%	5%	6%	7%	7%	0%
No	65%	69%	65%	73%	58%	61%	65%	64%
Unsure	27%	27%	30%	22%	36%	32%	28%	36%
Q16. NC Response			30,0		30,0	32,0	2070	1 3070
Most are	to corona	vii d3		1				
underestimating the risks	34%	32%	26%	25%	30%	28%	21%	45%
Most are reacting appropriately	57%	57%	63%	65%	62%	65%	73%	45%
Most are overreacting to the actual risks	9%	11%	11%	10%	8%	7%	6%	9%
Q17. Changes to R	outine							
Large changes	65%	68%	53%	58%	58%	68%	69%	73%
Small changes	29%	24%	21%	33%	34%	24%	23%	27%
No real changes	7%	5%	16%	6%	8%	7%	7%	0%
Unsure	0%	3%	11%	4%	0%	2%	1%	0%
Q18. College Degre		3/0	11/0	4/0	0/0	۷/0	1/0	1 0/0
		4.40/	F 00/	220/	460/	F 20/	F00/	370/
Yes	46% 54%	44%	58%	32%	46% 54%	52%	58% 42%	27%
No O10 Latina	54%	56%	42%	68%	54%	48%	42%	73%
Q19. Latino	20/	30/	00/	F0/	20/	20/	70/	001
Yes	3%	2%	0%	5%	0%	2%	7%	0%
No	97%	98%	100%	95%	100%	98%	93%	100%
Q20. Race								
White	81%	80%	68%	68%	78%	75%	94%	45%
Black	15%	16%	26%	30%	20%	23%	3%	27%
Asian	1%	0%	0%	0%	0%	1%	1%	0%
Another race	3%	3%	5%	3%	2%	2%	1%	27%
Q19-20. Race + Eth	nicity							
White	77%	77%	71%	65%	76%	71%	89%	32%
Black	17%	19%	23%	29%	23%	25%	3%	23%
Asian	1%	0%	0%	0%	0%	0%	1%	0%
Hispanic or Latino	3%	2%	0%	4%	0%	1%	6%	0%
Another race	2%	2%	6%	2%	1%	2%	1%	45%
Q21. Panel Willing	ness							
Yes	80%	81%	80%	75%	93%	83%	81%	100%
No	20%	19%	20%	25%	7%	17%	19%	0%
DEMOGRAPHICS -								
Caucasian	79%	79%	71%	68%	76%	72%	96%	32%
Black	19%	19%	26%	29%	23%	25%	2%	23%
								0%
Hispanic	0%	0%	0%	2%	0%	1% 2%	1%	
Other	20/	20/	20/		1%		40/	
	2%	2%	3%	1%	270	2/0	1%	45%
DEMOGRAPHICS -	PARTY ON	FILE						45%
DEMOGRAPHICS - Democrat	PARTY ON 39%	FILE 40%	42%	46%	41%	49%	40%	
	PARTY ON	FILE						45%
Democrat Republican Other / Unaffiliated	9% 39% 32% 29%	FILE 40%	42%	46%	41%	49%	40%	45% 55%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS -	9% 32% 29% AGE	FILE 40% 34% 26%	42% 16% 42%	46% 27% 28%	41% 31% 28%	49% 24% 27%	40% 29% 31%	55% 14% 32%
Democrat Republican Other / Unaffiliated	9% 39% 32% 29%	FILE 40% 34%	42% 16%	46% 27%	41%	49% 24%	40% 29%	45% 55% 14%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS -	9% 32% 29% AGE	FILE 40% 34% 26%	42% 16% 42%	46% 27% 28%	41% 31% 28%	49% 24% 27%	40% 29% 31%	55% 14% 32%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34	98 32% 29% AGE 10%	FILE 40% 34% 26%	42% 16% 42%	46% 27% 28%	41% 31% 28%	49% 24% 27%	40% 29% 31%	55% 14% 32%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49	PARTY ON 39% 32% 29% AGE 10% 15%	FILE 40% 34% 26% 6% 12%	42% 16% 42% 6% 16%	46% 27% 28% 13% 10%	41% 31% 28% 8% 11%	49% 24% 27% 4% 13%	40% 29% 31% 6% 19%	45% 55% 14% 32% 0% 0%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64	PARTY ON 39% 32% 29% AGE 10% 15% 21%	FILE 40% 34% 26% 6% 12% 31%	42% 16% 42% 6% 16% 29%	46% 27% 28% 13% 10% 25%	41% 31% 28% 8% 11% 21%	49% 24% 27% 4% 13% 32%	40% 29% 31% 6% 19% 24%	45% 55% 14% 32% 0% 0% 36%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15%	FILE 40% 34% 26% 6% 12% 31% 37%	42% 16% 42% 6% 16% 29% 35%	46% 27% 28% 13% 10% 25% 36%	8% 11% 21% 41%	49% 24% 27% 4% 13% 32% 36%	40% 29% 31% 6% 19% 24% 38%	45% 55% 14% 32% 0% 0% 36% 50%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15%	FILE 40% 34% 26% 6% 12% 31% 37%	42% 16% 42% 6% 16% 29% 35%	46% 27% 28% 13% 10% 25% 36%	8% 11% 21% 41%	49% 24% 27% 4% 13% 32% 36%	40% 29% 31% 6% 19% 24% 38%	45% 55% 14% 32% 0% 0% 36% 50%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS -	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER	FILE 40% 34% 26% 6% 12% 31% 37% 14%	42% 16% 42% 6% 16% 29% 35% 13%	46% 27% 28% 13% 10% 25% 36% 17%	8% 11% 21% 41% 19%	49% 24% 27% 4% 13% 32% 36% 14%	40% 29% 31% 6% 19% 24% 38% 13%	45% 55% 14% 32% 0% 0% 36% 50% 144%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER 63% 37% PARTY	6% 12% 31% 37% 14%	42% 16% 42% 6% 16% 29% 35% 13% 68% 32%	13% 10% 25% 36% 17%	8% 11% 21% 41% 19% 63% 37%	49% 24% 27% 4% 13% 32% 36% 14% 64% 36%	40% 29% 31% 6% 19% 24% 38% 13%	45% 55% 14% 32% 0% 0% 36% 50% 14% 68% 32%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER 63% 37% 2ARTY 41%	6% 12% 31% 37% 14% 64% 36%	42% 16% 42% 6% 16% 29% 35% 13% 68% 32%	13% 10% 25% 36% 17% 54% 46%	8% 11% 21% 41% 19% 63% 37%	49% 24% 27% 4% 13% 32% 36% 14% 64% 36%	40% 29% 31% 6% 19% 24% 38% 13%	45% 55% 14% 32% 0% 0% 36% 50% 14% 68% 32%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER 63% 37% PARTY 41% 5%	6% 12% 31% 37% 14% 64% 36%	42% 16% 42% 6% 16% 29% 35% 13% 68% 32%	13% 10% 25% 36% 17% 54% 46%	8% 11% 21% 41% 19% 63% 37%	49% 24% 27% 4% 13% 32% 36% 14% 64% 36% 29% 3%	40% 29% 31% 6% 19% 24% 38% 13% 63% 38%	45% 55% 14% 32% 0% 0% 36% 50% 14% 68% 32%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER 63% 37% PARTY 41% 5% 6%	6% 12% 31% 37% 14% 64% 36%	42% 16% 42% 6% 16% 29% 35% 13% 68% 32%	13% 10% 25% 36% 17% 54% 46%	8% 11% 21% 41% 19% 63% 37% 33% 9% 7%	49% 24% 27% 4% 13% 32% 36% 14% 64% 36% 29% 3% 6%	40% 29% 31% 6% 19% 24% 38% 13% 63% 38% 37% 7% 6%	45% 55% 14% 32% 0% 0% 36% 50% 14% 68% 32% 23% 5% 5%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER 63% 37% PARTY 41% 5% 6% 7%	FILE 40% 34% 26% 6% 12% 31% 37% 14% 64% 36% 42% 4% 7% 6%	42% 16% 42% 6% 16% 29% 35% 13% 68% 32%	13% 10% 25% 36% 17% 54% 46%	8% 11% 21% 41% 19% 63% 37% 33% 9% 7%	49% 24% 27% 4% 13% 32% 36% 14% 64% 36% 29% 3% 6% 6%	40% 29% 31% 6% 19% 24% 38% 13% 63% 38% 7% 6% 9%	45% 55% 14% 32% 0% 0% 36% 50% 14% 68% 32% 23% 5% 5% 0%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79 80-100	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER 63% 37% PARTY 41% 5% 6% 7% 40%	6% 12% 31% 37% 14% 64% 36%	42% 16% 42% 6% 16% 29% 35% 13% 68% 32%	13% 10% 25% 36% 17% 54% 46%	8% 11% 21% 41% 19% 63% 37% 33% 9% 7%	49% 24% 27% 4% 13% 32% 36% 14% 64% 36% 29% 3% 6%	40% 29% 31% 6% 19% 24% 38% 13% 63% 38% 37% 7% 6%	45% 55% 14% 32% 0% 0% 36% 50% 14% 68% 32% 23% 5% 5%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: T	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER 63% 37% PARTY 41% 5% 6% 7% 40% CURNOUT	FILE 40% 34% 26% 6% 12% 31% 37% 14% 64% 36% 42% 4% 7% 6% 41%	42% 16% 42% 6% 16% 29% 35% 13% 68% 32% 19% 6% 19% 45%	46% 27% 28% 13% 10% 25% 36% 17% 54% 46% 34% 4% 7% 5% 50%	41% 31% 28% 8% 111% 21% 41% 19% 63% 37% 7% 7% 44%	49% 24% 27% 4% 13% 32% 36% 14% 64% 36% 29% 3% 6% 6% 56%	40% 29% 31% 6% 19% 24% 38% 13% 63% 38% 7% 6% 9% 41%	45% 55% 14% 32% 0% 0% 36% 50% 14% 68% 32% 23% 5% 5% 0% 68%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: T 0-19	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER 63% 37% PARTY 41% 5% 6% 7% 40% CURNOUT 0%	FILE 40% 34% 26% 6% 12% 31% 37% 14% 64% 36% 42% 4% 7% 66% 41%	42% 16% 42% 6% 16% 29% 35% 13% 68% 32% 19% 6% 19% 10% 45%	13% 10% 25% 36% 17% 54% 46% 34% 4% 5% 50%	8% 11% 21% 41% 19% 63% 37% 33% 9% 7% 44%	49% 24% 27% 4% 13% 32% 36% 14% 64% 36% 29% 3% 6% 6% 56%	40% 29% 31% 6% 19% 24% 38% 13% 63% 38% 7% 6% 9% 41%	45% 55% 14% 32% 0% 0% 36% 50% 14% 68% 32% 23% 5% 5% 0% 68%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: T 0-19 20-39	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER 63% 37% PARTY 41% 5% 6% 7% 40% CURNOUT 0% 2%	FILE 40% 34% 26% 6% 12% 31% 37% 14% 64% 36% 42% 4% 7% 6% 41% 0% 0%	42% 16% 42% 6% 16% 29% 35% 13% 68% 32% 19% 6% 10% 45%	13% 10% 25% 36% 17% 54% 46% 34% 5% 50%	41% 31% 28% 8% 111% 21% 41% 19% 63% 37% 7% 44% 1% 0%	49% 24% 27% 4% 13% 32% 36% 14% 64% 36% 29% 3% 6% 6% 56%	40% 29% 31% 6% 19% 24% 38% 13% 63% 38% 7% 6% 9% 41%	45% 55% 14% 32% 0% 0% 36% 50% 14% 68% 52% 5% 5% 0% 68%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: T 0-19 20-39 40-59 60-79	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER 63% 37% PARTY 41% 5% 6% 7% 40% CURNOUT 0%	FILE 40% 34% 26% 6% 12% 31% 37% 14% 64% 36% 42% 4% 7% 66% 41%	42% 16% 42% 6% 16% 29% 35% 13% 68% 32% 19% 6% 10% 45%	46% 27% 28% 13% 10% 25% 36% 17% 54% 46% 34% 4% 7% 50%	8% 11% 21% 41% 19% 63% 37% 33% 9% 7% 44%	49% 24% 27% 4% 13% 32% 36% 14% 64% 36% 29% 3% 6% 6% 56%	40% 29% 31% 6% 19% 24% 38% 13% 63% 38% 7% 6% 9% 41%	45% 55% 14% 32% 0% 0% 36% 50% 14% 68% 523% 5% 5% 0% 68%
Democrat Republican Other / Unaffiliated DEMOGRAPHICS - 18-34 35-49 50-64 65-79 80+ DEMOGRAPHICS - Female Male CLARITY SCORES: F 0-19 20-39 40-59 60-79 80-100 CLARITY SCORES: T 0-19 20-39	PARTY ON 39% 32% 29% AGE 10% 15% 21% 39% 15% GENDER 63% 37% PARTY 41% 5% 6% 7% 40% CURNOUT 0% 2%	FILE 40% 34% 26% 6% 12% 31% 37% 14% 64% 36% 42% 4% 7% 6% 41% 0% 0%	42% 16% 42% 6% 16% 29% 35% 13% 68% 32% 19% 6% 10% 45%	13% 10% 25% 36% 17% 54% 46% 34% 5% 50%	41% 31% 28% 8% 111% 21% 41% 19% 63% 37% 7% 44% 1% 0%	49% 24% 27% 4% 13% 32% 36% 14% 64% 36% 29% 3% 6% 6% 56%	40% 29% 31% 6% 19% 24% 38% 13% 63% 38% 7% 6% 9% 41%	45% 55% 14% 32% 0% 0% 36% 50% 14% 23% 5% 5% 0% 68% 0% 0%

		Confidential						
	Charlotte NC	Greensboro-High Point-Winston Salem NC	Norfolk- Portsmouth- Newport News VA	Greenville-New Bern- Washington NC	Wilmington	Raleigh- Durham (Fayetteville) NC	Greenville- Spartanburg SC- Asheville NC- Anderson SC	Myrtle Beach- Florence SC
0-19	15%	16%	29%	12%	15%	11%	16%	14%
20-39	32%	32%	35%	43%	31%	29%	21%	59%
40-59	22%	22%	19%	21%	25%	19%	26%	18%
60-79	15%	16%	0%	18%	13%	17%	24%	0%
80-100	16%	14%	16%	7%	16%	24%	13%	9%
CLARITY SCORE	S: CHOICE							
0-19	18%	25%	13%	13%	15%	12%	14%	5%
20-39	28%	29%	27%	46%	35%	27%	27%	55%
40-59	33%	31%	47%	27%	33%	32%	34%	41%
60-79	14%	14%	13%	11%	10%	17%	15%	0%
80-100	6%	2%	0%	2%	7%	12%	10%	0%
CLARITY SCORE	S: CHURCH A	TTENDANCE						
0-19	2%	2%	0%	4%	11%	6%	8%	0%
20-39	16%	16%	23%	13%	13%	17%	20%	5%
40-59	28%	30%	32%	30%	24%	33%	36%	36%
60-79	42%	37%	42%	43%	40%	38%	27%	50%
80-100	12%	15%	3%	10%	12%	7%	10%	9%
CLARITY SCORE	S: CLIMATE C	HANGE PRIORITY						
0-19	45%	47%	33%	37%	39%	35%	40%	32%
20-39	30%	28%	50%	45%	40%	33%	31%	59%
40-59	21%	21%	17%	16%	15%	24%	21%	9%
60-79	5%	4%	0%	2%	6%	7%	7%	0%
80-100	0%	0%	0%	0%	0%	0%	0%	0%
DEMOGRAPHIC	S - PHONE TY	PE						
Land-line	74%	86%	84%	75%	80%	82%	68%	100%
Wireless	26%	14%	16%	25%	20%	18%	32%	0%
Voter File Matc	h	ı						
Yes	100%	100%	100%	100%	100%	100%	100%	100%
No	0%	0%	0%	0%	0%	0%	0%	0%
Registered Vote	er (of Voter Fi	le Matches)						1
Yes	94%	93%	94%	96%	95%	96%	96%	86%
No	6%	7%	6%	4%	5%	4%	4%	14%
Panel Responde	ent	I		-	1			
Yes	20%	24%	26%	17%	24%	24%	22%	32%
No	80%	76%	74%	83%	76%	76%	78%	68%

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>> DEMOGRAPHICS - PHONE TYPE against...

	Land-line	Wireless
n	(1,070)	(276)
Q1. Health Quality		
Poor	4%	3%
Fair	18%	8%
Good Very Good	47% 31%	51% 39%
Q4. Number of People in HH	31/0	35/0
1-3	82%	60%
4-6	16%	37%
7+	2%	3%
Q5. Children in HH		
One	7%	20%
Two	5%	16%
Three or more	4%	10%
None	84%	54%
Q6. Non-HH Face to Face Count		
0	33%	39%
1-3	44%	29%
4-6	13%	11%
7+	10%	22%
Q7. Six Feet Away? (If Q6 > 0)		
0	17%	20%
1-3	57%	41%
4-6	15%	16%
7+	11%	24%
Q8. HH Member Going to Work	200/	43%
Yes No	30% 67%	56%
Unsure	3%	0%
Q9. Children Interacting with Other Children	370	0,0
Yes	20%	17%
No	78%	82%
Unsure	2%	1%
Q10. Times in Group > 20 in Last Week		
0	74%	84%
1-3	20%	10%
4-6	3%	2%
7+	4%	4%
Q11. Contact with Others: Family		
Yes	64%	73%
No	36%	27%
Q11. Contact with Others: Friends		
Yes	19%	13%
No	81%	87%
Q11. Contact with Others: Co-workers Yes	9%	100/
	91%	18% 82%
No Q11. Contact with Others: Clients, patients, or patrons	J170	0270
Yes	7%	10%
No No	93%	90%
Q11. Contact with Others: Any other type of person not already mentione		23/0
Yes	14%	10%
No	86%	90%
Q12. Handwashing Count		1
0	1%	0%
1-3	6%	5%
4-6	19%	22%
7+	75%	73%
Q13. Currently Practicing Social Distancing?		
Yes	96%	96%
No	4%	4%
Q14. Currently Experiencing Symptoms?		
Yes	2%	1%
		98%
No	96%	
Unsure	96%	0%

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nfic	

	Land-line	Wireless
No	62%	74%
Unsure	35%	12%
Q16. NC Response to Coronavirus	3370	12,0
Most are underestimating the risks	30%	28%
Most are reacting appropriately	63%	59%
Most are overreacting to the actual risks	7%	14%
Q17. Changes to Routine	770	1470
Large changes	65%	67%
Small changes	28%	22%
No real changes	5%	11%
Unsure	2%	0%
Q18. College Degree	2,0	0,0
Yes	45%	55%
No	55%	45%
Q19. Latino	3370	1070
Yes	1%	7%
No	99%	93%
Q20. Race	3370	3370
White	77%	82%
Black	19%	16%
Asian	1%	0%
Another race	3%	1%
Q19-20. Race + Ethnicity		
White	74%	76%
Black	22%	16%
Asian	1%	0%
Hispanic or Latino	1%	7%
Another race	3%	1%
Q21. Panel Willingness	5,0	1,0
Yes	82%	82%
No	18%	18%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	75%	80%
Black	22%	16%
Hispanic	0%	2%
Other	3%	1%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	47%	32%
Republican	28%	29%
Other / Unaffiliated	25%	39%
DEMOGRAPHICS - AGE		
18-34	1%	29%
35-49	7%	40%
50-64	30%	20%
65-79	44%	10%
80+	18%	1%
DEMOGRAPHICS - GENDER		
Female	67%	45%
Male	33%	55%
CLARITY SCORES: PARTY		
0-19	34%	39%
20-39	4%	7%
40-59	6%	10%
60-79	6%	7%
80-100	50%	37%
CLARITY SCORES: TURNOUT		
0-19	0%	1%
20-39	1%	3%
40-59	3%	11%
60-79	6%	16%
80-100	90%	68%
CLARITY SCORES: COLLEGE		I
0-19	17%	4%
20-39	35%	18%
40-59	19%	32%
60-79	14%	26%
80-100	17%	19%
CLARITY SCORES: CHOICE		
0-19	18%	8%
20-39	32%	23%
40-59	30%	44%
	3070	1

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

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>> Voter File Match against...

	Yes	No
n	(1,346)	(307)
Q1. Health Quality	, , ,	_ `
Poor	4%	6%
Fair	16%	18%
Good	48%	39%
Very Good	33%	37%
Q4. Number of People in HH		
1-3	77%	72%
4-6 7+	20%	23%
Q5. Children in HH	3%	5%
One	10%	15%
Two	8%	9%
Three or more	5%	6%
None	77%	69%
Q6. Non-HH Face to Face Count		
0	34%	37%
1-3	40%	41%
4-6	13%	9%
7+	12%	14%
Q7. Six Feet Away? (If Q6 > 0)	100/	220/
0 1-3	18% 54%	23% 51%
4-6	15%	10%
7+	13%	16%
Q8. HH Member Going to Work		
Yes	33%	37%
No	65%	61%
Unsure	2%	2%
Q9. Children Interacting with Other Children		
Yes	19%	18%
No	80%	81%
Unsure	2%	1%
Q10. Times in Group > 20 in Last Week	76%	75%
1-3	18%	18%
4-6	3%	2%
7+	4%	5%
Q11. Contact with Others: Family		
Yes	66%	62%
No	34%	38%
Q11. Contact with Others: Friends		
Yes	17%	17%
No	83%	83%
Q11. Contact with Others: Co-workers Yes	11%	11%
No No	89%	89%
Q11. Contact with Others: Clients, patients, or patrons	0370	0370
Yes	8%	9%
No	92%	91%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	13%	12%
No	87%	88%
Q12. Handwashing Count		
0	1%	1%
1-3	5%	7%
4-6 7+	19% 75%	22% 71%
	75%	/1%
Q13. Currently Practicing Social Distancing? Yes	96%	94%
No No	4%	6%
Q14. Currently Experiencing Symptoms?		
Yes	2%	4%
No	97%	95%
Unsure	1%	1%
Q15. Likelihood of getting Coronavirus		
Yes	6%	8%

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	Confiden	tial
	Yes	No
No	65%	67%
Unsure	29%	25%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	30%	28%
Most are reacting appropriately	62%	62%
Most are overreacting to the actual risks	9%	11%
Q17. Changes to Routine		

Unsure	29%	25%
Q16. NC Response to Coronavirus		
Most are underestimating the risks	30%	28%
Most are reacting appropriately	62%	62%
Most are overreacting to the actual risks	9%	11%
Q17. Changes to Routine		
Large changes	66%	56%
Small changes	26%	28%
No real changes	6%	12%
Unsure	2%	4%
Q18. College Degree	270	1,0
Yes	47%	47%
No	53%	53%
Q19. Latino	3370	JJ/0
Yes	3%	5%
No No	97%	95%
Q20. Race	3776	33/0
White	700/	C70/
	78%	67%
Black	18%	22%
Asian	1%	3%
Another race	3%	7%
Q19-20. Race + Ethnicity		
White	74%	64%
Black	20%	21%
Asian	1%	3%
Hispanic or Latino	2%	5%
Another race	3%	7%
Q21. Panel Willingness		
Yes	82%	74%
No	18%	26%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	76%	0%
Black	21%	0%
Hispanic	1%	0%
Other	3%	0%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	44%	0%
Republican	28%	0%
Other / Unaffiliated	28%	0%
DEMOGRAPHICS - AGE		
18-34	7%	17%
35-49	13%	19%
50-64	28%	26%
65-79	37%	27%
80+	15%	11%
DEMOGRAPHICS - GENDER		
Female	63%	59%
Male	37%	41%
CLARITY SCORES: PARTY	37,10	1270
0-19	35%	0%
20-39	5%	0%
40-59	7%	0%
60-79	6%	0%
80-100	47%	0%
	4/70	U/0
CLARITY SCORES: TURNOUT	00/	00/
0-19	0%	0%
20-39	2%	0%
40-59	5%	0%
60-79	8%	0%
80-100	86%	0%
CLARITY SCORES: COLLEGE		
0-19	14%	0%
20-39	32%	0%
	21%	0%
40-59	4.00/	0%
40-59 60-79	16%	
	17%	0%
60-79		0%
60-79 80-100		0%
60-79 80-100 CLARITY SCORES: CHOICE	17%	

© Clarity Campaign Labs 114 of 122

Co			

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

© Clarity Campaign Labs 115 of 122

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

	Yes	No
n	(1,274)	(72)
Q1. Health Quality		
Poor	4%	10%
Fair	15%	24%
Good	48%	42%
Very Good	33%	25%
Q4. Number of People in HH	700/	500/
1-3	78%	68%
4-6	20%	25%
7+	2%	8%
Q5. Children in HH	100/	120/
One Two	10% 7%	12% 12%
Three or more	4%	17%
None	78%	60%
Q6. Non-HH Face to Face Count	/ 670	60%
Q6. Non-nn race to race count	35%	33%
1-3	41%	34%
4-6	13%	12%
7+	12%	21%
7+ Q7. Six Feet Away? (If Q6 > 0)	12/0	21/0
Q7. Six Feet Aways (II Q6 > 0)	18%	14%
1-3	55%	42%
4-6	15%	17%
7+	13%	28%
Q8. HH Member Going to Work	20,0	20,0
Yes	32%	54%
No	66%	44%
Unsure	2%	2%
Q9. Children Interacting with Other Children		
Yes	18%	25%
No	80%	75%
Unsure	2%	0%
Q10. Times in Group > 20 in Last Week		
0	76%	71%
1-3	18%	16%
4-6	3%	4%
7+	3%	10%
Q11. Contact with Others: Family	'	
Yes	67%	61%
No	33%	39%
Q11. Contact with Others: Friends		
Yes	17%	22%
No	83%	78%
Q11. Contact with Others: Co-workers		
Yes	11%	16%
No	89%	84%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	8%	10%
No	92%	90%
Q11. Contact with Others: Any other type of person not already mentioned		
Yes	13%	10%
No	87%	90%
Q12. Handwashing Count		
0	0%	4%
1-3	6%	4%
4-6	20%	11%
7+	74%	81%
Q13. Currently Practicing Social Distancing?	0.001	0001
Yes	96%	96%
No	4%	4%
11/1/ Lurrently Evneriencing Symptoms J	201	2-1
	2%	9%
Q14. Currently Experiencing Symptoms? Yes	07-1	
	97% 1%	89% 2%

© Clarity Campaign Labs 116 of 122

No 65% 5 Unsure 29% 3 1261. N. Response to Coronavirus Wost are underestimating the risks 29% 4 Most are reacting appropriately 62% 4 Most are reacting appropriately 62% 1 Most are overaged in a per portately 62% 1 Most are overaged in a per portately 66% 2 Most are overaged in a per portately 66% 2 Most are overaged in a per portately 66% 2 Moreal Changes 66% 2 No real changes 6% 2 No real changes 6% 2 No clade gengree 48% 2 Yes 48% 2 2 No 98% 9 9 Q19. Latino 2 2 2 2 Yes 2 2 2 2 No 98% 9 3 4 A20. D. Latino 7 4 4 4 4 </th <th></th> <th>Confider</th> <th></th>		Confider	
Unsure 29% 3			No
Most are underestimating the risks 29% 4			56%
Most are underestimating the risks 2.9% 4.4 Most are reacting appropriately 6.2% 4.8% 1 2,127. Changes to Routine Large changes 66% 2 2 6 2 2 6 2 2 6 2 2 6 2 2 2 6 1 <td< td=""><td></td><td>29%</td><td>33%</td></td<>		29%	33%
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Most are overreacting to the actual risks			419
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Small changes 26% 2 No real changes 6% 1 Duisure 13% 7 Q18. College Degree 48% 2 Yes 48% 2 No 98% 9 Q19. Latino 2% 5 Yes 2% 5 No 98% 9 Q20. Race 4 19% 1 Mritte 78% 8 8 Black 19% 1 1 Another race 3% 0 0 1	Q17. Changes to Routine		
No real changes 6% 1 Insure 1% 78	Large changes	66%	56%
Unsure 1 1% 7 7 18. College Degree 7 48% 2 2 18. College Degree 8 48% 2 2 19. College Degree 9 19. College 9 19. C	Small changes	26%	249
1218. College Degree 1218	No real changes	6%	139
Assistant	Jnsure	1%	7%
No 52% 7 219. Latino (res 2 2% 5 No 98% 9 220. Race White 78% 8 Asian 1% 6 Asian 1% 7 Asian 1% 7 Asian 1% 8 Asian 1% 6 Asian 1% 6 Asian 1% 6 Asian 1% 6 Asian 1% 7 Asian 1% 6 Asian 1% 6 Asian 1% 6 Asian 1% 7 Asian 1% 6 Asian 1% 7	Q18. College Degree		
Care	Yes	48%	279
Page	No	52%	739
Page		1	
No 98% 9 220. Race White		2%	9%
April			919
White		96%	917
Salack	·		
Asian 15% C Another race 37% C Black 21% S Black 21% S Asian 15% C Black 21% S Black 21% S Black 21% S Black 37% C Black 37% S Black 37% C Black 37% S Black 37%			889
Another race 3% C 219-20. Race + Ethnicity White 74% 8 Black 21% 8 Black 21% 7 Black 3 Black 321% 7 Black 3 Black 321% 8 Black 321% 7 Black 33% 4 C CLARITY SCORES: TURNOUT D-19 8% 1 BLACK 329 8% 6 CLARITY SCORES: TURNOUT D-19 8% 6 CLARITY SCORES: TURNOUT D-19 8% 6 CO-19 8% 6 CO-19 9% 6 CLARITY SCORES: COLLEGE D-19 8% 6 CO-19 9% 6 CLARITY SCORES: COLLEGE C			139
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White 74% 8 Black 21% 8 Asian 11% 0 Hispanic or Latino 2% 7 Another race 3% 4 Q21. Panel Willingness Yes 81% 8 No 19% 1 DEMOGRAPHICS - RACE ON FILE Caucasian 76% 8 Black 22% 4 Hispanic 0% 1 Democrat 2% 6 DEMOGRAPHICS - PARTY ON FILE Democrat 46% 0 Democrat 46%	Another race	3%	0%
Black	Q19-20. Race + Ethnicity		
Asian 1% Control 1% Co	White	74%	819
Another race 3% 24 27 22 38 21 22 38 22 22 38 22 22 38 22 22 38 22 22 38 22 22 22 22 22 22 22 22 22 22 22 22 22	Black	21%	8%
Another race 3% 4 Q21. Panel Willingness Yes 811% 8 No 19% 1 DEMOGRAPHICS - RACE ON FILE Caucasian 76% 8 Black 22% 4 Hispanic 0% 1 DEMOGRAPHICS - PARTY ON FILE DEMOGRAPHICS - PARTY ON FILE DEMOGRAPHICS - AGE Republican 30% 6 Dother Junaffiliated 24% 10 DEMOGRAPHICS - AGE 18-34 7% 1 355-49 13% 1 550-64 22% 2 555-79 37% 3 300+ 15% 4 DEMOGRAPHICS - GENDER Female 63% 6 Male 37% 4 CLARITY SCORES: PARTY D-19 37% 8 50-100 49% 1 CLARITY SCORES: TURNOUT D-19 0% 6 CLARITY SCORES: TURNOUT D-19 0% 6 CLARITY SCORES: TURNOUT D-19 0% 6 CLARITY SCORES: COLLEGE D-19 14% 8 S0-100 86% 6 CLARITY SCORES: COLLEGE D-19 14% 8 S0-100 86% 6 CLARITY SCORES: COLLEGE D-19 14% 8 S0-100 14	Asian	1%	0%
Another race 3% 4 221. Panel Willingness //FES 811% 8 NO 19% 1 DEMOGRAPHICS - RACE ON FILE Caucasian 76% 8 Black 22% 4 Hispanic 0% 1 DEMOGRAPHICS - PARTY ON FILE DEMOGRAPHICS - PARTY ON FILE DEMOGRAPHICS - AGE Republican 30% 6 DEMOGRAPHICS - AGE 18-34 7% 1 18-34 7% 1 18-34 7% 1 18-35-49 13% 1 19-50-64 28% 22 10-60-64 28% 22 10	Hispanic or Latino	2%	7%
221. Panel Willingness 81% 8	•		4%
Res		370	770
No 19% 1 DEMOGRAPHICS - RACE ON FILE Caucasian 76% 8 Black 22% 4 Hispanic 0% 1 DEMOGRAPHICS - PARTY ON FILE Democrat 46% 0 DEMOGRAPHICS - PARTY ON FILE Democrat 46% 0 DEMOGRAPHICS - AGE BB-34 7% 1 BS-34 7% 1 BS-34 7% 1 BS-34 13% 1 BS-49 13% 1 BS-	-	010/	020
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Other / Unaffiliated 24% 10 DEMOGRAPHICS - AGE 18-34 7% 1 35-49 13% 1 50-64 28% 2 65-79 37% 3 30+ 15% 4 DEMOGRAPHICS - GENDER Female 63% 6 Male 37% 4 CLARITY SCORES: PARTY D-19 37% 8 20-39 5% 1 40-59 4% 4 60-79 6% 1 80-100 49% 1 CLARITY SCORES: TURNOUT 0% 0 20-39 2% 0 40-59 5% 0 60-79 8% 0 60-79 8% 0 60-79 8% 0 60-79 8% 0 60-79 8% 0 60-79 8% 0 60-79 8% 0 60-79 8% 0 60-79 8% 0 </td <td>Democrat</td> <td>46%</td> <td>0%</td>	Democrat	46%	0%
Other / Unaffiliated 24% 10 DEMOGRAPHICS - AGE 18-34 7% 1 35-49 13% 1 50-64 28% 2 55-79 37% 3 30+ 15% 4 DEMOGRAPHICS - GENDER Female 63% 6 Male 37% 4 CLARITY SCORES: PARTY 0-19 37% 8 20-39 5% 1 40-59 4% 4 50-79 6% 1 30-100 49% 1 CLARITY SCORES: TURNOUT 0-19 0% 0 20-39 2% 0 30-100 86% 0 CLARITY SCORES: COLLEGE 0-19 14% 8 20-39 31% 3 40-59 31% 3 40-59 31% 3 40-59 31% 3 40-59 31% 3 40-59 31% 3 40-59 31% 3 40-59 31% 3 40-59 31% 3 40-59 31% 3 <t< td=""><td>Republican</td><td>30%</td><td>0%</td></t<>	Republican	30%	0%
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80+ 15% 4 DEMOGRAPHICS - GENDER Female 63% 6 Male 37% 4 CLARITY SCORES: PARTY 0-19 37% 8 20-39 5% 1 40-59 4% 4 60-79 6% 1 80-100 49% 1 CLARITY SCORES: TURNOUT 0-19 0% 0 20-39 2% 0 40-59 5% 0 60-79 8% 0 CLARITY SCORES: TURNOUT 0-19 0% 0 CLARITY SCORES: TURNOUT 0-19 1 0% 0 CLARITY SCORES: TURNOUT 0-19 1 0% 0 CLARITY SCORES: TURNOUT 0-19 1 14% 8 0-100 14%		28%	289
DEMOGRAPHICS - GENDER Female	65-79	37%	35%
Female 63% 6 Male 37% 4 CLARITY SCORES: PARTY D-19 37% 8 20-39 5% 1 40-59 4% 4 50-79 6% 1 SCLARITY SCORES: TURNOUT D-19 0% 0 20-39 2% 0 40-59 5% 0 50-79 8% 0 50-79 8% 0 CLARITY SCORES: COLLEGE D-19 14% 8 20-39 31% 3 40-59 31% 3	30+	15%	4%
Male 37% 4 CLARITY SCORES: PARTY D-19 37% 8 20-39 5% 1 40-59 4% 4 50-79 6% 1 30-100 49% 1 CLARITY SCORES: TURNOUT D-19 0% 0 20-39 2% 0 40-59 5% 0 50-79 8% 0 CLARITY SCORES: COLLEGE D-19 14% 8 20-39 31% 3 40-59 31% 3	DEMOGRAPHICS - GENDER		
CLARITY SCORES: PARTY D-19	Female	63%	60%
0-19 37% 8 20-39 5% 1 40-59 4% 4 50-79 6% 1 80-100 49% 1 CLARITY SCORES: TURNOUT 0-19 0% 0 20-39 2% 0 40-59 5% 0 80-100 86% 0 CLARITY SCORES: COLLEGE 0-19 14% 8 20-39 31% 3 40-59 21% 3	Male	37%	40%
20-39 5% 1 40-59 4% 4 50-79 6% 1 30-100 49% 1 CLARITY SCORES: TURNOUT 0-19 0% 0 20-39 2% 0 40-59 5% 0 50-79 8% 0 50-79 8% 0 CLARITY SCORES: COLLEGE 0-19 14% 8 20-39 31% 3 40-59 31% 3	CLARITY SCORES: PARTY		
20-39 5% 1 40-59 4% 4 50-79 6% 1 80-100 49% 1 CLARITY SCORES: TURNOUT 0-19 0% 0 20-39 2% 0 40-59 5% 0 50-79 8% 0 CLARITY SCORES: COLLEGE 0-19 14% 8 20-39 31% 3 40-59 31% 3	0-19	37%	8%
40-59 4% 4 60-79 6% 1 80-100 49% 1 CLARITY SCORES: TURNOUT 0-19 0% 0 20-39 2% 0 40-59 5% 0 60-79 8% 0 80-100 86% 0 CLARITY SCORES: COLLEGE 0-19 14% 8 20-39 31% 3 40-59 31% 3			10%
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80-100 49% 1 CLARITY SCORES: TURNOUT 0-19 0% 0 20-39 2% 0 40-59 5% 0 50-79 8% 0 20-100 86% 0 CLARITY SCORES: COLLEGE 0-19 14% 8 20-39 31% 3 40-59 21% 3			179
CLARITY SCORES: TURNOUT D-19 0% (C) 20-39 40-59 5% 60-79 8% CLARITY SCORES: COLLEGE D-19 14% 8 20-39 31% 3 40-59 21% 3			189
00-19		49%	189
20-39 26 00 00 00 00 00 00 00 00 00 00 00 00 00			
10-59 5% 00 50-79 8% 00 50-79 86% 00 50-100 86% 00 50-100 86% 00 50-109 14% 8 50-19 14% 8 50-39 31% 3 10-59 21% 3			0%
50-79 8% 0 880-100 86% 0 CLARITY SCORES: COLLEGE D-19 14% 8 20-39 31% 3 40-59 21% 3			0%
80-100 86% 0 CLARITY SCORES: COLLEGE 0-19 14% 8 20-39 31% 3 10-59 21% 3	40-59	5%	0%
CLARITY SCORES: COLLEGE D-19	50-79	8%	0%
14% 8 20-39 31% 3 40-59 21% 3	30-100	86%	0%
20-39 31% 3 40-59 21% 3	CLARITY SCORES: COLLEGE		*
20-39 31% 3 40-59 21% 3		14%	8%
40-59 21% 3			33%
			33%
00-75 16% 1	TM	21/0	
80-100 18%		1.00/	100

CLARITY SCORES: CHOICE

0-19

20-39

40-59

© Clarity Campaign Labs 117 of 122

17%

30%

31%

0%

24%

69%

	ntia

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

© Clarity Campaign Labs 118 of 122

>> Panel Respondent against...

	Yes	No
n	(346)	(1,307)
Q1. Health Quality	(4.17)	(=//
Poor	3%	5%
Fair	20%	15%
Good	45%	46%
Very Good	33%	34%
Q4. Number of People in HH		
1-3	82%	75%
4-6	16%	22%
7+ Q5. Children in HH	2%	3%
One One	9%	11%
Two	6%	9%
Three or more	4%	6%
None	80%	75%
Q6. Non-HH Face to Face Count		
0	32%	36%
1-3	47%	38%
4-6	11%	12%
7+	10%	13%
Q7. Six Feet Away? (If Q6 > 0)		
0	20%	18%
1-3	57%	52%
4-6	12%	14%
7+ OR HH Mamber Going to Work	11%	15%
Q8. HH Member Going to Work Yes	28%	35%
No No	70%	62%
Unsure	2%	2%
Q9. Children Interacting with Other Children		
Yes	23%	17%
No	75%	81%
Unsure	2%	1%
Q10. Times in Group > 20 in Last Week		
0	77%	75%
1-3	18%	18%
4-6	3%	2%
7+ Q11. Contact with Others: Family	2%	5%
Yes	64%	66%
No	36%	34%
Q11. Contact with Others: Friends		
Yes	16%	17%
No	84%	83%
Q11. Contact with Others: Co-workers		
Yes	6%	13%
No	94%	87%
Q11. Contact with Others: Clients, patients, or patrons		
Yes	5%	10%
No	95%	90%
Q11. Contact with Others: Any other type of person not already mentioned Yes	12%	13%
No	88%	87%
Q12. Handwashing Count	0070	0770
0	0%	1%
1-3	5%	6%
4-6	19%	20%
7+	76%	73%
Q13. Currently Practicing Social Distancing?		
Yes	97%	95%
No	3%	5%
Q14. Currently Experiencing Symptoms?		
Yes	2%	3%
No	98%	96%
Unsure Q15. Likelihood of getting Coronavirus	0%	1%
Yes	6%	7%

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	Yes	No
No	61%	669
Unsure	34%	279
Q16. NC Response to Coronavirus	200/	200
Most are underestimating the risks	28%	309
Most are reacting appropriately	66%	60%
Most are overreacting to the actual risks	6%	109
Q17. Changes to Routine		
Large changes	66%	63%
Small changes	29%	269
No real changes	4%	9%
Unsure	2%	2%
Q18. College Degree		
Yes	51%	46%
No	49%	549
Q19. Latino		
Yes	2%	3%
No	98%	979
Q20. Race		
White	81%	749
Black	17%	20%
Asian	0%	2%
Another race	2%	4%
Q19-20. Race + Ethnicity	270	-1 /0
White	79%	719
	1.17	
Black	17%	219
Asian	0%	1%
Hispanic or Latino	2%	3%
Another race	2%	4%
Q21. Panel Willingness		
Yes	90%	779
No	10%	23%
DEMOGRAPHICS - RACE ON FILE		
Caucasian	81%	75%
Black	15%	229
Hispanic	0%	1%
Other	3%	2%
DEMOGRAPHICS - PARTY ON FILE		
Democrat	42%	449
Republican	32%	279
Other / Unaffiliated	26%	299
DEMOGRAPHICS - AGE	20/0	257
	C0/	00/
18-34	6%	9%
35-49	11%	159
50-64	25%	289
65-79	39%	349
80+	18%	139
DEMOGRAPHICS - GENDER		
Female	66%	619
Male	34%	39%
CLARITY SCORES: PARTY		
0-19	36%	35%
20-39	5%	5%
40-59	6%	7%
60-79	8%	6%
80-100	45%	489
CLARITY SCORES: TURNOUT		
0-19	0%	0%
20-39	1%	2%
40-59	2%	6%
60-79	4%	9%
80-100	92%	849
CLARITY SCORES: COLLEGE		
0-19	13%	149
20-39	31%	329
40-59	20%	229
60-79	16%	169
80-100	21%	169
CLARITY SCORES: CHOICE		
0-19	18%	169
20-39	31%	29%
	27%	349

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

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