

## Intro page

Welcome!

The purpose of this research study is to investigate how much you value various locations. Answering this survey will take about 10–15 minutes of your time.

You also have a chance to win a reward worth **\$200**.

The study is being conducted by researchers at MIT. For any questions, please contact us at:  
[socialmedia\\_research@mit.edu](mailto:socialmedia_research@mit.edu)

Participation in this study is voluntary and you can quit at any time. You have to be older than 18 years old to participate in this study. You can only participate once. All the information you provide will be treated confidentially and kept anonymous. After completion of the study, we will permanently delete all of your identifying information.

## Demographics

Our research has important policy implications in the near future. Therefore, for the success of this research it is very important that you answer honestly and read the questions carefully before answering.

We will now ask you some demographic questions.

### Browser Meta Info

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Browser: **Chrome**

Version: **80.0.3987.163**

Operating System: **Windows NT 10.0**

Screen Resolution: **1920x1080**

Flash Version: **-1**

Java Support: **0**

User Agent: **Mozilla/5.0 (Windows NT 10.0; Win64; x64)**

**AppleWebKit/537.36 (KHTML, like Gecko) Chrome/80.0.3987.163**

**Safari/537.36**

What gender do you most identify with?

☐ Male

☐ Female

☐ Other

What is your year of birth?

In which state do you currently reside?

Which of the following best describes the area you live in?

- ☐ Urban
- ☐ Suburban
- ☐ Rural

What is your ZIP code?

Enter your 5-digit ZIP code, including a leading '0' if applicable:



Please indicate your ethnicity

- ☐ White
- ☐ Hispanic or Latino
- ☐ Black or African American
- ☐ Native American or American Indian
- ☐ Asian / Pacific Islander
- ☐ Other

What is your highest education achieved to date?

- ☐ Less than high school graduate
- ☐ High school graduate or equivalent
- ☐ Some college or associate's degree
- ☐ Bachelor's degree
- ☐ Master's, PhD, or Professional degree

Which of the following best describes your current employment status?

- ☐ Employed for wages

- ☐ Self-employed
- ☐ Out of work and looking for work
- ☐ Out of work but not currently looking for work
- ☐ A homemaker
- ☐ A student
- ☐ Retired
- ☐ Unable to work

How much total combined money did all members of your HOUSEHOLD earn last year (2019)?

- ☐ Less than \$25,000
- ☐ \$25,000–\$49,999
- ☐ \$50,000–\$99,999
- ☐ \$100,000–\$149,999
- ☐ \$150,000 and more
- ☐ I prefer not to answer

## Location valuation

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Many types of stores, locations and institutions have been closed because of COVID-19. In this study, you will be asked to make a series of decisions about locations. In each decision, you are asked to choose the location you most prefer among two options – regardless of whether that location is currently open. Assume that it is safe to visit these locations. You will make a total of 30 decisions.

We want to reward you for thinking carefully. Therefore, we will randomly pick one of you and give you **\$200** in cash reward or gift card for your preferred location.

It is in your best interest to think carefully and choose your preferred location in each question.

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Many types of stores, locations and institutions have been closed because of COVID-19. Consider the following two types of locations.

Whether or not the location is currently open, which is the most important for you to be open?

- ☐ Movie theaters
- ☐ Public and Private Schools: Kindergarten to 12th Grade

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Hardware stores
- ☐ Amusement parks

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Places of worship
- ☐ Limited service restaurants (fast food, fast casual)

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Department stores (e.g. Target, Macy's)
- ☐ Furniture and home goods stores

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Automobile dealers & Auto parts and repair stores
- ☐ Book stores

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Office supply stores
- ☐ Hardware stores

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Office supply stores
- ☐ Full service restaurants (sit down)

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Colleges and Universities
- ☐ Amusement parks

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Automobile dealers & Auto parts and repair stores
- ☐ Clothing and shoe stores

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Bars and nightclubs
- ☐ General Merchandise Stores (e.g. Walmart, Dollar General)

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Office supply stores
- ☐ Gyms

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Sporting goods stores

☐ General Merchandise Stores (e.g. Walmart, Dollar General)

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Furniture and home goods stores
- ☐ Automobile dealers & Auto parts and repair stores

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Liquor and Tobacco stores
- ☐ Cafes, Juice Bars, and Dessert Parlors

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Movie theaters
- ☐ Hardware stores

You have now completed 15 decisions, you have 15 more decisions remaining.

Again, remember that your answers will determine your \$200 reward if you are selected. Therefore, please think carefully and choose your preferred location in each question.

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Bars and nightclubs
- ☐ Clothing and shoe stores

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Limited service restaurants (fast food, fast casual)
- ☐ Amusement parks

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Clothing and shoe stores
- ☐ Places of worship

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Electronics stores



☐ General Merchandise Stores (e.g. Walmart, Dollar General)

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Consider the following two types of locations, which is the most important for you to be open?

☐ General Merchandise Stores (e.g. Walmart, Dollar General)

☐ Gyms

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- ☐ Liquor and Tobacco stores
- ☐ Clothing and shoe stores

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Child care and day care centers
- ☐ Sporting goods stores

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Cafes, Juice Bars, and Dessert Parlors
- ☐ Amusement parks

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Bars and nightclubs
- ☐ Grocery stores (Supermarkets and Convenience stores)

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Gambling locations (Casinos, bingo halls, betting etc.)
- ☐ Barber shops and beauty salons

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Pet and pet supplies stores
- ☐ Furniture and home goods stores

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Child care and day care centers
- ☐ Places of worship

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Amusement parks
- ☐ Electronics stores

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Pet and pet supplies stores
- ☐ Office supply stores

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Consider the following two types of locations, which is the most important for you to be open?

- ☐ Movie theaters
- ☐ Full service restaurants (sit down)

**Demographics cont.**

Thank you for answering questions about your choice of locations.

To finish the survey, please answer some follow up questions below.

How many people are living in your home right now?

- ☐ 1 (just me)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ More than 6

Are you now married, widowed, divorced, separated or never married?

- ☐ Married
- ☐ Widowed
- ☐ Divorced
- ☐ Separated

☐ Never Married

Here is a 7-point scale on which the political views that people might hold are arranged from extremely liberal (left) to extremely conservative (right). Where would you place yourself on this scale?



Political Ideology

How would you evaluate your overall health? Would you say you are:

- ☐ In good physical health (No illness or disabilities)
- ☐ Mildly physically impaired (Minor illness or disabilities)
- ☐ Moderately physically impaired (Requires substantial treatment)
- ☐ Severely physically impaired (Requires extensive treatment)
- ☐ Totally physically impaired (Confined to bed)

Thinking about everything you've done in the past 24 hours, which of the following comes closest to describing your in-person contact with people outside your household?



- ☐ Completely isolated yourself, having no contact with people outside your household
- ☐ Mostly isolated yourself, having very little contact with people outside your household
- ☐ Partially isolated yourself, having some contact with people outside your household
- ☐ Isolated yourself a little, still having a fair amount of contact with people outside your household
- ☐ Did not make any attempt to isolate yourself from people outside your household

Please indicate how much you agree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I made each decision in this study carefully.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I made decisions in this study randomly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I understood what my decisions meant for my payment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I care about being a nice person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Select the button that is furthest to the left.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Select the button that is furthest to the right.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Thank you

Thank you for answering our survey.

Please enter your email address if you want to be considered for a chance to win the \$200 reward.

We will only contact you if you are selected and all of your personal information will be permanently deleted as soon as the study is complete.

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