

Coronavirus (COVID-19) Response March 17, 2020

National Office

815 16TH ST. NW

WASHINGTON, DC 20006

TEL 202-637-5137

INFO@WORKINGAMERICA.ORG

Purpose of Research

- We have been tracking concern about the Coronavirus (COVID-19) in our tracking surveys for the past 4 weeks. This found concern over spread of the disease was different for many sub-groups. As a result, we hypothesize the propensity to take precautions would also be lower with less-concerned sub-groups.
- As prevalence and awareness of the disease increased, we developed an in-survey message test to see if and how we could increase likelihood of people to take precautions to prevent the spread and flatten the curve. We are using results of this test to conduct an information campaign (SMS + Digital) with communities (members + non-members) where Working America is running a field operation.
- ***Goal: Increase precautions taken***

Details of Study

- In-survey experiment conducted 3/16/2020 to 3/17/2020
- On-going weekly tracking survey
- Sample size: 3,818
- States in sample: CA, KY, MI, MN, MO, NC, OH, PA, VA



Baseline Tracking Findings



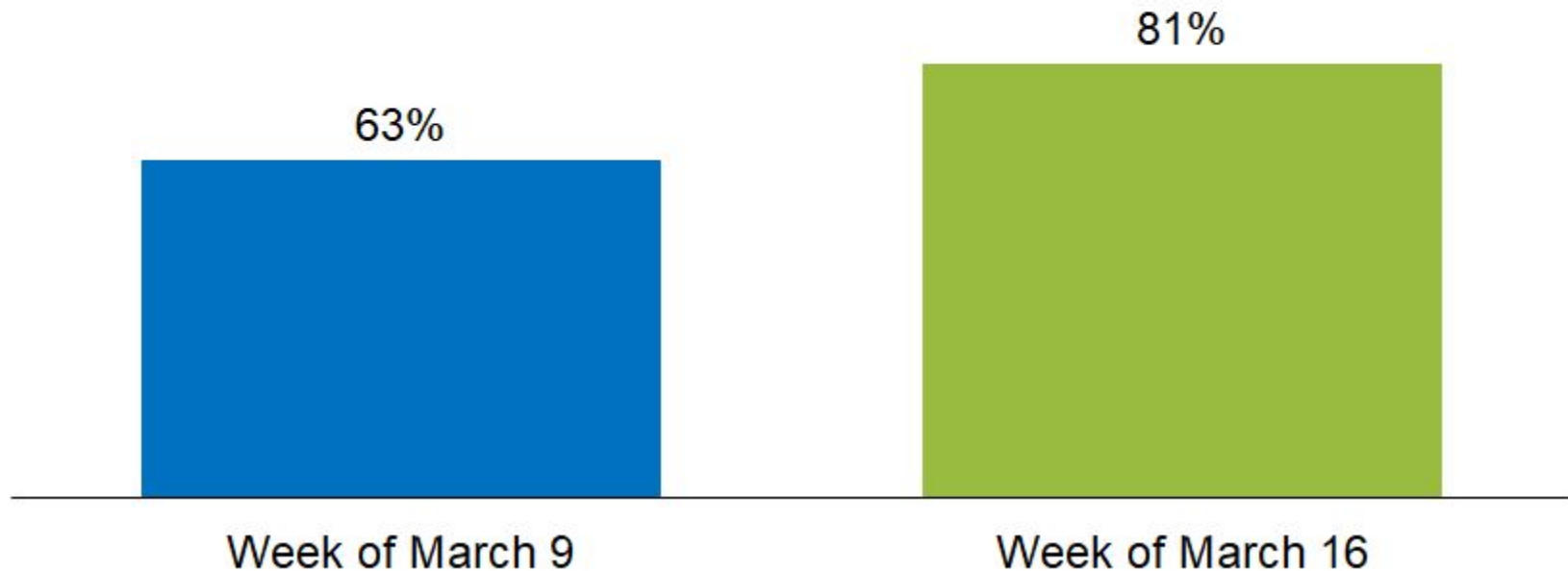
Concern Over the Spread of COVID-19 Has Increased In the Past Two Weeks

Respondents Concerned About COVID-19

Share Saying they are “very concerned” or “somewhat concerned”

Overall

n=3,818



However, Concern of Key Sub-Groups Lag—Trump Voters

Respondents Concerned About COVID-19 Overtime

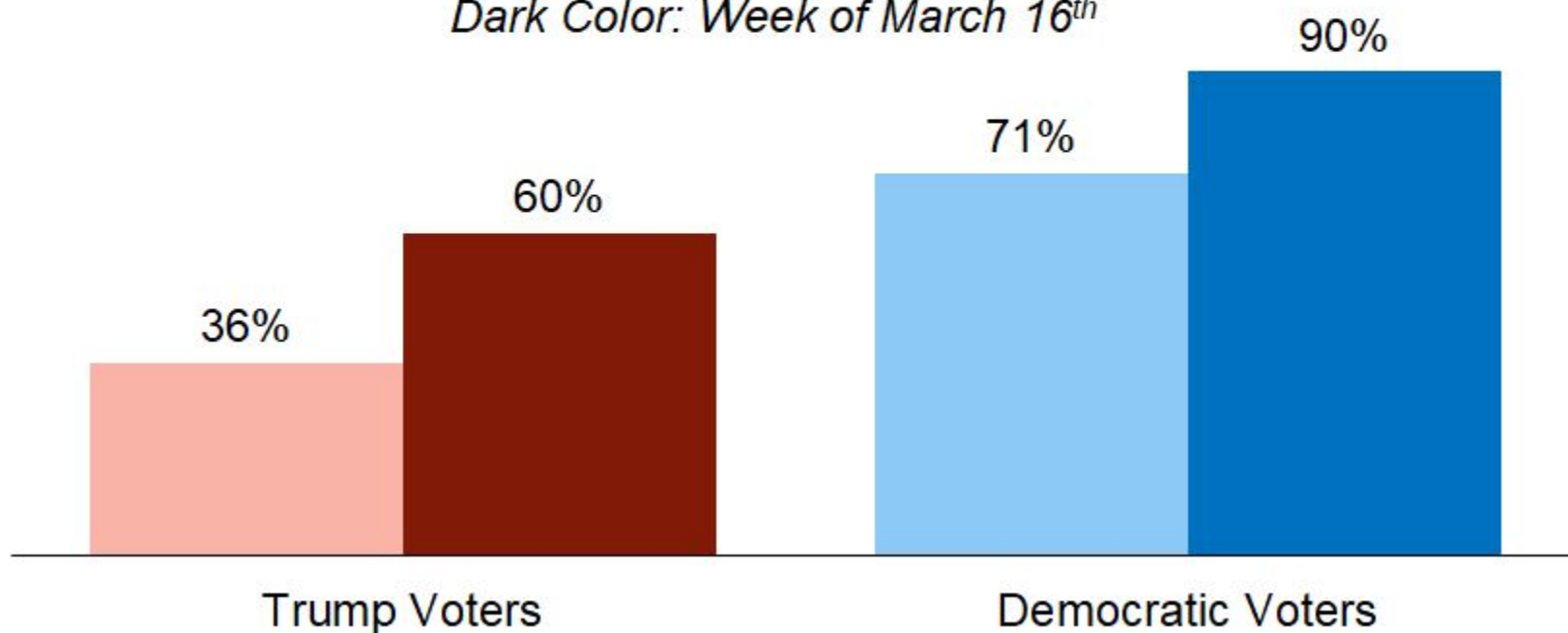
Share Saying they are “very concerned” or “somewhat concerned”

By 2020 Vote Choice

n=3,818

Light Color: Week of March 9th

Dark Color: Week of March 16th



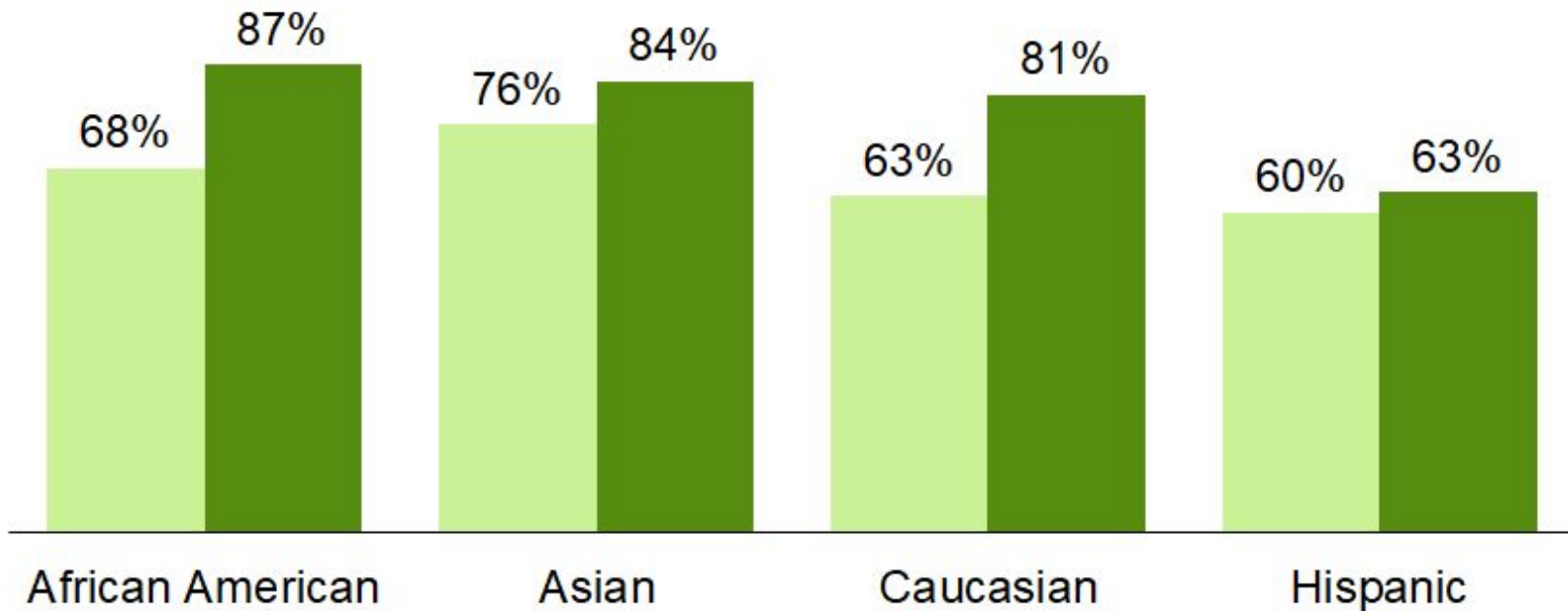
Concern of Key Sub-Groups Lag—Hispanic Respondents

Respondents Concerned About COVID-19 Overtime
Share Saying they are “very concerned” or “somewhat concerned”

By Race/Ethnicity

n=3,818

Light Color: Week of March 9th
Dark Color: Week of March 16th



Young Respondents Have Seen Biggest Jump in Concern of Any Sub-Group

Respondents Concerned About COVID-19 Overtime

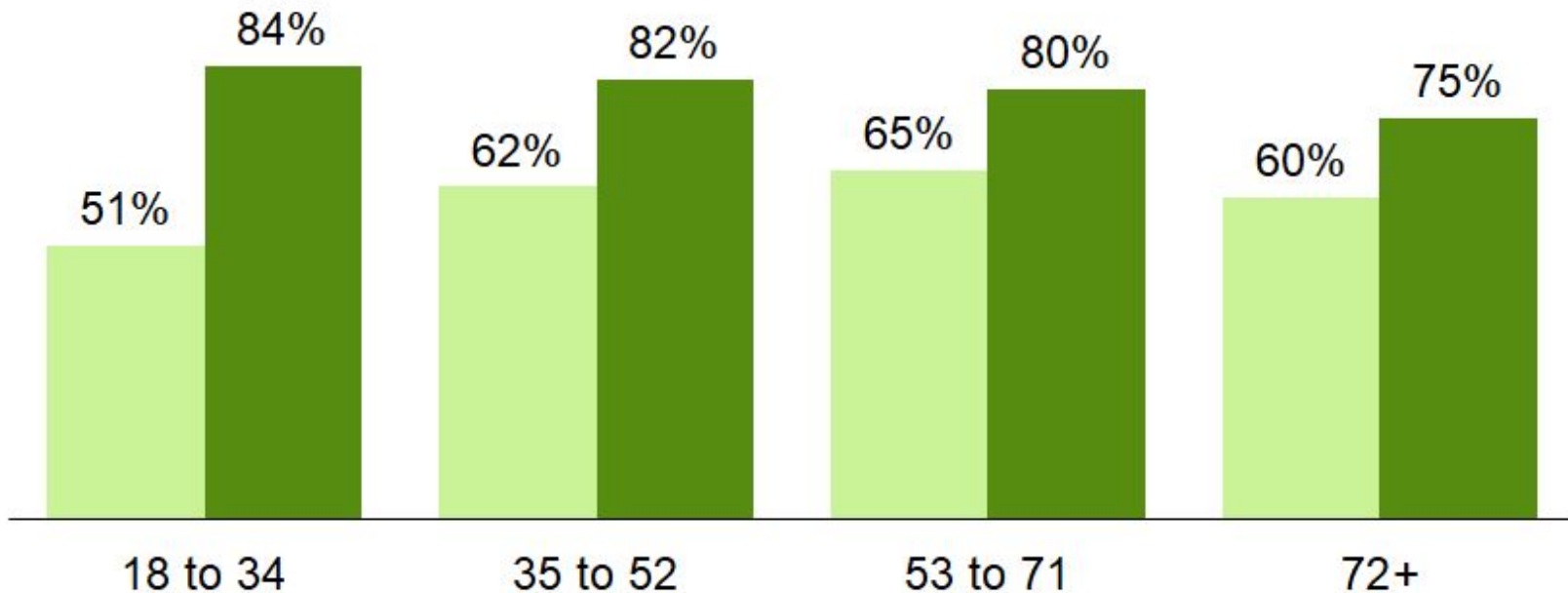
Share Saying they are “very concerned” or “somewhat concerned”

By Age Group

n=3,818

Light Color: Week of March 9th

Dark Color: Week of March 16th



Key Takeaways

- Concern over the spread of COVID-19 has sky-rocketed, but lags behind with certain populations. Namely Trump supporters and Hispanic respondents.

Baseline Behavioral Changes

March 16th + March 17th

Behavioral Changes

- A vast majority of respondents say they are “social-distancing” (93%), however many are not adopting behavioral changes recommended to stem the spread.
- We asked respondents to select all the behavioral changes they are currently taking to stem the spread of COVID-19. On average respondents are doing 3.5 of these.
 - Avoid bars (44%)
 - Avoid restaurants (41%)
 - Avoid contact with anyone with symptoms (61%)
 - Cancel non-essential medical appointments (21%)
 - Cancel social gatherings (67%)
 - Gather medicine/food to quarantine (31%)
 - Wash hands more often (89%)

Behavioral Changes: Sub-Group Baselines

Sub-group	Avoid Bars	Avoid Contact w/ Symptomatic	Avoid Restaurants	Cancel Medical Appointments	Cancel Social Gatherings	Gather Food/ Medicine	Wash Hands More
18 to 34	42%	62%	41%	20%	73%	39%	92%
35 to 52	45%	58%	42%	23%	68%	33%	88%
53 to 71	37%	64%	39%	19%	60%	25%	90%
72+	52%	71%	54%	25%	69%	36%	93%
African American	40%	59%	34%	21%	59%	49%	86%
Asian	40%	72%	36%	20%	80%	52%	96%
Caucasian	44%	62%	42%	21%	68%	31%	90%
Hispanic	23%	64%	24%	11%	63%	20%	81%
Democratic Voters	49%	64%	46%	22%	74%	35%	92%
Trump Voters	29%	54%	29%	18%	49%	24%	84%
College	46%	62%	43%	21%	74%	34%	92%
Non-college	41%	57%	37%	21%	61%	30%	88%

Behavioral Changes

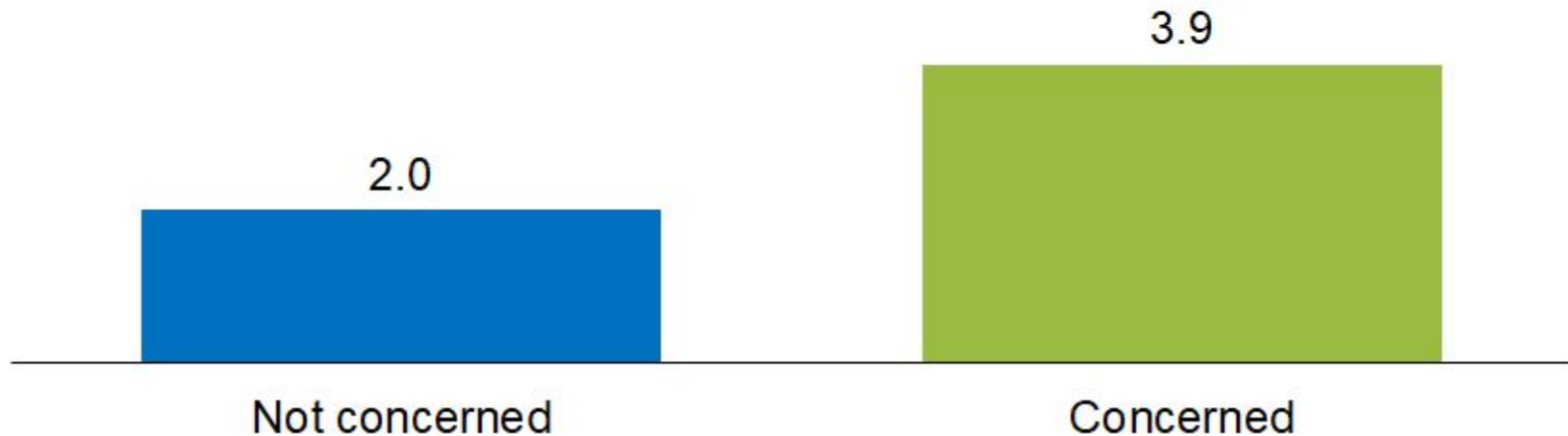
Sub-group	Number of Changes (Out of 7)
18 to 34	3.7
35 to 52	3.6
53 to 71	3.3
72+	4.0
African American	3.5
Asian	4.2
Caucasian	3.6
Hispanic	2.9
Democratic Voters	3.9
Trump Voters	2.8
College	4.0
Non-college	3.2

More Concern = More Behavioral Changes

Number of Behavioral Changes Made

By Concern of Getting Sick

n=3,818



Key Takeaways

- Change in behavior and concern of getting sick are directly linked
- Sub-groups that are least concerned and least likely to change behavior are Trump voters, Hispanic and non-college respondents



In-Survey Message Test

In-Survey Test

- We tested 5 content variants to see which moved respondents overall—on concern of getting sick and behaviors they said they would change.
 - Respondents answered baseline questions
 - Were randomly shown a message variant
 - Respondents answered the questions a second time
- The results of this test are intended to move both the overall and the sub-groups we are looking to increase adoption of prevention practices with

Message 1: Fox and Friends

Fox News 1 hr · 🌐

As of Monday morning, the novel coronavirus has infected more than 164,470 people across 135 countries and territories, resulting in over 5,700 deaths. In the U.S., at least 49 states plus the District of Columbia have reported confirmed cases of COVID-19, tallying over 3,700 illnesses and 68 deaths.

CORONAVIRUS CONFIRMED CASES

100+ CASES 15+ CASES 1+ CASES



FOXNEWS.COM

Coronavirus in the US: State-by-state breakdown

In the U.S., at least 49 states plus the District of Columbia hav...

👍🙄😬 1.7K 2.7K Comments 1.5K Shares

Fox & Friends · Follow
Today at 9:34 AM

Surgeon general says US has reached 'turning point' on coronavirus testing

"When you look at the projections, there's every chance that we could be flat, but I... See More



Like Comment Share 1.2K · 305 Comments

Fox & Friends · Follow
March 13 at 7:29 AM · 🌐

"Although things are going to get worse before they get better, we will handle it, if we pull together as a nation."

Dr. Fauci gives latest update on coronavirus

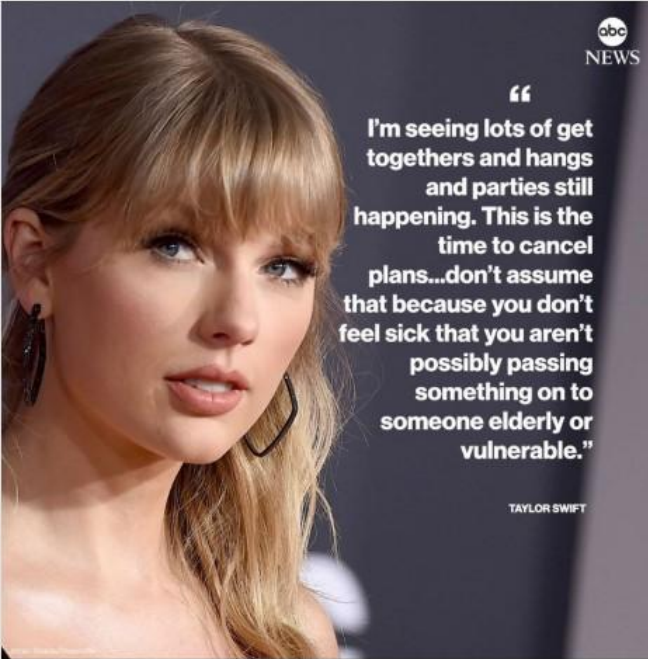


👍🙄😬 1.9K 450 Comments 647 Shares

Message 2: Celebrity Testimonials

ABC News
1 hr · 🌐

"We need to make social sacrifices right now," Taylor Swift tells her fans as artists encourage their supporters to practice social distancing.
<https://abcn.ws/2Ues0ly>



“
I'm seeing lots of get
togethers and hangs
and parties still
happening. This is the
time to cancel
plans...don't assume
that because you don't
feel sick that you aren't
possibly passing
something on to
someone elderly or
vulnerable.”
TAYLOR SWIFT

3.7K
299 Comments 481 Shares

Like Comment Share



Leo Messi

The athlete is also urging people to self-quarantine for the betterment of the world. He shared a heartfelt message with his millions of fans along with this adorable photo of him snuggled up with his sons.

"These are complicated days for everyone," he wrote in Spanish. "We live worried about what is happening and we want to help by putting ourselves in the place of those who are having the worst of it, either because it directly affected them or their family and friends, or because they are working on the front line to combat it in hospitals and health centers. Health. I want to send a lot of strength to all of them. **Health must always come first.** It is an exceptional moment and you must follow the instructions of both health organizations and public authorities. Only in this way can we combat it effectively. It is the time to be responsible and stay at home, it is also perfect to enjoy that time with your loved ones that you cannot always have. Sending hugs and I hope we can turn this situation around."

Message 3: NowThis

NowThis 20 hrs · 🌐

Social media was full of reports Saturday night of crowded bars and restaurants in major cities like New York and Chicago, despite the ongoing spread of the novel coronavirus. On Sunday, Dr. Anthony Fauci, the head of the National Institute of Allergy and Infectious Diseases, appeared on NBC's 'Meet the Press' to reiterate the need for all Americans to practice sensible social distancing. 'Everybody's got to get involved in distancing themselves socially,' Fauci said. '[Ameri... [See More](#)




“
[Americans] should be prepared that they're going to have to hunker down significantly more than we as a country are doing.
Dr. Anthony Fauci
VIA 'MEET THE PRESS'
MARCH 15, 2020

1.1K 317 Comments 440 Shares

NowThis 18 hrs · 🌐

As the number of confirmed cases of coronavirus continues to climb in the United States, governors are moving to close bars and restaurants to the public in a bid to stop the spread




“Every Day We Delay, More People Will Die”: States Start Shutting Down Bars and Restaurants Over...

614 198 Comments 273 Shares

NowThis is live now. 55 mins · 🌐

MASSIVE CLOSURES AROUND THE GLOBE: The World Health Organization is sharing the latest global coronavirus updates. Yesterday, the Centers for Disease Control recommended banning all gatherings of over 50 people for at least the next eight weeks. In response, more and more major metropolitan areas across the U.S. are closing restaurants, schools, movie theaters, gyms and other nonessential businesses as an effort to slow the spread of coronavirus. Many European nations are als... [See More](#)



1.7K 1K Comments 1.3K Shares

Message 4: Fact Sheet

1. President Donald Trump announced Friday he's declaring a national emergency to deal with the coronavirus crisis as cases increase alarmingly (***White House***)
2. Coronavirus is a lot worse than the seasonal flu (***Our World in Data***)
3. Social distancing lowers the spread of the disease significantly (***Washington Post***)
4. Avoiding close contact prevents spread (***Center for Disease Control and Prevention***)
5. Those who can spread the disease don't often show symptoms (***CNN***)
6. Up to 214 million people in the US could be infected by COVID-19 (***New York Times***)

Message 5: Trump Administration

“A lot of it is common sense. For the areas where the virus is spreading, the CDC is advising communities to postpone large gatherings, postpone assemblies, social functions and sporting events, stagger recess and lunch for schools that aren’t canceled, limit in-person meetings, increase scheduled cleanings, and cancel work-sponsored travel, among numerous other steps that can be taken.”

– **President Donald Trump**

“With our lives changed dramatically, especially in the last few days, I encourage everyone to follow CDC guidelines. Social distancing at this time is very important!”

– **First Lady Melania Trump**

“There is currently no vaccine to prevent coronavirus disease 2019 (COVID-19). The best way to prevent illness is to avoid being exposed to this virus. Wash your hands often with soap and water for at least 20 seconds especially after you have been in a public place. Stay home when you are sick. Put distance between yourself and other people.”

– **Center for Disease Control and Prevention**

“Social distancing and mitigation — they’re not to protect the 30-year-old or the 20-year-old from getting coronavirus. They’re to protect your nana. They’re to protect your granddaddy. They’re to protect the people you love in your lives — and we need your help,”

– **Surgeon General Jerome Adams**

Topline Results

<i>Metric Changed</i>	Message 1: Fox and Friends	Message 2: Celebrity Testimonials	Message 3: NowThis	Message 4: Fact Sheet	Message 5: Trump Administration
<i>Overall Behavior Change</i>	4.7%	2.4%	4.4%	2.4%	2.7%
<i>Concern for Getting Sick</i>	3.4%	0.4%	1.4%	0.7%	2.9%
<i>Avoid Bars</i>	6.4%	3.0%	3.8%	4.7%	5.7%
<i>Avoid Contact w/ Symptomatic</i>	4.6%	3.0%	5.2%	3.0%	2.7%
<i>Avoid Restaurants</i>	5.2%	3.5%	7.5%	5.4%	1.9%
<i>Cancel Medical Appointments</i>	12.4%	3.8%	11.0%	6.4%	8.7%
<i>Cancel Social Gatherings</i>	2.6%	0.8%	1.5%	-0.4%	0.5%
<i>Gather Food/Medicine</i>	0.3%	2.3%	0.0%	-0.1%	-0.5%
<i>Wash Hands More</i>	1.7%	-0.2%	2.3%	-0.2%	0.5%

Lime Green= Statistically significant change at 90 CI

Responsive Sub-groups: Overall Behavior Change

Sub-group	Message 1: Fox and Friends	Message 2: Celebrity Testimonials	Message 3: NowThis	Message 4: Fact Sheet	Message 5: Trump Admin.
18 to 34	5.7%	3.4%	4.7%	3.3%	3.0%
35 to 52	4.6%	2.6%	3.6%	1.6%	4.1%
53 to 71	4.7%	4.0%	6.1%	2.1%	2.7%
72+	5.4%	-1.7%	0.9%	1.0%	-4.6%
African American	8.9%	11.1%	0.9%	0.0%	2.9%
Asian	3.1%	8.1%	4.7%	10.3%	0.0%
Caucasian	4.6%	3.1%	5.4%	2.6%	3.1%
Hispanic	3.6%	2.4%	0.0%	1.9%	2.4%
Democratic Voters	1.7%	2.3%	5.7%	3.7%	3.0%
Trump Voters	3.0%	2.7%	3.3%	1.3%	1.1%
College	2.9%	3.3%	4.4%	5.6%	3.3%
Non-college	5.1%	2.6%	4.6%	0.7%	2.3%



Next Steps

Working America

- Working America will be delivering a scaled-digital ad and SMS outreach to geographies where we have a large presence. We will use a mix of these messages to increase concern for and behavioral change among those we reach.
- Based on the message test, we will use variants of sources to boost to responsive audiences (i.e. to reach Trump voters utilize Fox and Friends)
- We will continue to conduct tracking surveys to monitor progress and commitment to behavior change

Partners and Allies

- **Please share:** Thoughts and any insight that could be helpful in improving our outreach for the community as we mobilize our resources to take on COVID-19
- **Content to Reach Sub-Groups:** In particular, we are seeking partnership and expertise in raising awareness and adoption of prevention practices with specific sub-groups– namely Trump voters, Hispanic and non-college respondents.