

Reading This Question Breakdown

Consumer Attitudes About Masks and Social Distancing in Maine Businesses



Before reading through the **Question Breakdown**, it is important that you read this information that will better help you understand the results of each question and why it is presented as it is

Each question has the question as presented and the results of the five filtered sections. Shorthand is used. Here is what they mean.

Overall– This is the overall results (2,939 responses)

Age– This is the breakdown of the five age categories that had 50+ responses

County– County names are included throughout and includes the 15 counties with 49+ responses

Know Covid– this is shorthand to represent the two possible answers to Question 3 which is “Do you personally know of someone who has been diagnosed with Covid-19 or has had health complications from Covid-19? Yes/No”

Know Someone represents those that answered Yes to Question 3.

Don’t Know Someone is those who answered No to Question 3

Know High Risk– this is shorthand to represent the three possible answers to Question 4 which is “Do you have regular direct contact with any individual who would be considered a higher risk for severe illness as defined by the CDC or are you in the high risk category? Yes/No/Unsure” This question includes a list of the CDC definition of those considered to be high risk.

High Risk represents those that answered Yes to Question 4

Don’t Know High Risk represents those that answered No to Question 4

Unsure represents those that answered Unsure to Question 4

Questions 5-9 have two color coded numbers:

Combo: Extremely plus Very Important: This is pretty straightforward in that it is the combined total of those that answered the question as either Extremely Important or Very Important.

You will see a **second %** in the subgroups which is **black and has a + or - sign following the purple combo %**. This second percentage represents the % above or below the overall results this subgroup fell into.

Extremely Important(+) vs. Not at All Important(-): This is the more complicated one, and is our version of a Favorable-Unfavorable score.

In hindsight we should have changed “Somewhat Important” to “Not that Important” and we could have had a “Favorable/Unfavorable” score. In lieu of that we have a **+/- score comparing the two ends of the spectrum: Extremely Important vs. Not Important At All.**

Though neither view is “positive” or “negative” per se, in trying to identify each end of the spectrum we will use Extremely Important as the plus sign, and Not Important At All as the minus sign. Thus for example, Oxford County has a **-11.7** on Question 5 which is not inherently ‘negative’ it’s just a way for us to know that 11.7% more of the Oxford County respondents said it was Not Important At All as opposed than those who said it was Extremely Important.

Here is an example from Question 5 on how to read this:

Group Filter	Age	Combo	vs. Avg.	+/-	
	60+	77.7%	+17.6%	+ 50.4	+/- of Extremely Important (+) vs. Not at All Important (-) If the number is positive more people ranked it as Extremely Important If the number is negative more people ranked is as Not At All Important
Sub-group	50-59	53.1%	- 7.0%	+ 3.9	

Combo Total of Extremely Important Plus Very Important % that the Combo total is above or below the Overall Results Combo

Question Breakdown

Consumer Attitudes About Masks and Social Distancing in Maine Businesses



Question #1:

*What county in Maine do you live in?**

Place	Total Respondents	Percent
York	716	24.36%
Cumberland	638	21.71%
Penobscot	262	8.91%
Kennebec	233	7.93%
Sagadahoc	183	6.23%
Androscoggin	165	5.61%
Lincoln	108	3.67%
Hancock	108	3.67%
Knox	88	2.99%
Waldo	80	2.72%
Somerset	75	2.55%
Oxford	60	2.04%
Aroostook	52	1.77%
Franklin	51	1.74%
Washington	49	1.67%
I do not live in ME	29	0.99%
Prefer not to say	27	0.92%
Piscataquis	15	0.51%
	2939	

The survey was open from Thursday June 4, through Friday June 12 and was completed by 2,939 respondents from around Maine.

The total respondents by county are listed here along with what percentage their responses made up of the whole.

Throughout this study you will see we broke down many of the answers by place. Our initial plan was to only breakdown data with counties of over 50 respondents, but when Washington County came back with 49, we dropped it to that number. Less than that and the percentages aren't statistically significant.

The law of large numbers means the overall statewide data is the most telling as it is based on the highest number of respondents, however, interesting trends can be found in the county data.

Question #2:

*What age group do you fall into?**

Age Group	Respondents	Percentage
60+	974	33.1%
50-59	737	25.1%
40-49	716	24.4%
30-39	394	13.4%
18-29	85	2.9%
0-17	3	0.1%
No Age Given	30	1.0%
	2939	

Respondents are also categorized by age with more older people responding. The survey was distributed through several chambers of commerce, and on Facebook which likely results in less younger respondents, though interest in the topic could be a factor too.

Just as with the county data, we did break down data sets with more than 50 respondents (as you will see later in the report)

Question #3:

Do you personally know of someone who has been diagnosed with Covid-19 or has had health complications from Covid-19? Yes/No*

Overall Results: YES- 1263 respondents (42.97%)

NO– 1676 Respondents (57.03%)

Counties with the Highest Yes Responses:

York (51.7% Yes) (48.3% No)

Cumberland (47.2% Yes) (52.8% No)

Aroostook (44.2% Yes) (55.8% No)

Counties with the Highest No Responses:

Oxford (30.0% Yes) (70.0% No)

Washington (32.3% Yes) (67.3% No)

Franklin (33.3% Yes) (66.6% No)

Age Group with the Highest Yes Responses:

30-39 (45.2% Yes) (54.8% No)

Age Group with the Highest No Responses:

60+ (40.60% Yes) (59.40% No)

Analysis: Interesting to note here that out of the 15 counties we are tracking (because Piscataquis did not meet the minimum threshold for responses) York, Cumberland and Aroostook were the only three counties that were higher than the overall average. All 12 other counties were less than the 42.97%. But York and Cumberland do make up the two largest county responses (45% of the total responses) so that is a factor. There again they are two of the counties with the most CDC cases and community spread too.

In terms of age breakdown, there was very little spread in the difference between the five age groups we are tracking (60+, 50-59, 40-49, 30-39, 18-29). With less than 5.0% variance from the most responses for Yes to the most responses for No, no significant takeaway can be discerned.

Question #4:

Do you have regular direct contact with any individual who would be considered a higher risk for severe illness as defined by the CDC or are you in the high risk category?

*The CDC defines this group as patients with: Asthma, Chronic Kidney Disease being treated with dialysis, Chronic Lung Disease, Diabetes, Hemoglobin Disorders, Immunocompromised (such as cancer patients or transplant patients), Liver Disease, people living in nursing homes or long-term care facilities, patients with serious heart conditions, severe obesity or people over the age of 65.**

Overall Results: YES: 2069 Responses 70.40%

NO: 787 Responses 26.78%

Unsure: 83 Responses 2.82%

Counties with the Highest Yes Responses:

Aroostook (82.70% Yes) (17.30% No) (0.0% Unsure)

Franklin (78.40% Yes) (19.60% No) (2.0% Unsure)

Androscoggin (77.60% Yes) (19.40% No) (3.0% Unsure)

Washington (77.60% Yes) (18.40% No) (4.1% Unsure)

Counties with the Highest No Responses:

Hancock (63.00% Yes) (35.20% No) (1.9% Unsure)

York (67.30% Yes) (30.40% No) (2.2% Unsure)

Lincoln (68.50% Yes) (29.60% No) (1.9% Unsure)

Age Group with the Highest Yes Responses:

60+ (74.10% Yes) (22.50% No) (3.4% Unsure)

Age Group with the Highest No Responses:

50-59 (67.70% Yes) (29.70% No) (2.6% Unsure)

Analysis: This is the final data set we broke down in an effort to determine what has a larger effect on respondents knowing someone with Covid-19 or knowing someone in the high risk category. In terms of county dispersity this question has a much wider variance with more counties on either side of the average. The biggest takeaway is probably the overall number in that 7 out of 10 respondents know someone in the high risk category. Important to note, that being age 60 IS a high risk symptom, but clearly 22.50% wanted to make it clear that they don't have other health characteristics so apparently they feel this omits them from the high risk category. Or it could be that people don't understand the distinction. For what it's worth it's a large number of respondents saying they know someone in the risk group (2069 compared to 1263 for knowing a person with complications from Covid-19).

Question #5:

As a customer, how important is it to you that employees wear cloth masks or other facial coverings at a business you are going to be spending money at, when six feet of social distancing is not possible?*

Overall Results

Extremely Important:	49.1% (1442)	Highest Extremely Important:	Washington	63.3%
Very Important:	11.0% (323)	Highest +/- Importance:	Washington	+42.9
Somewhat Important:	7.5% (220)			
Not Important at All:	32.3% (948)	Highest Not Important At All:	Oxford	50.0%
No Opinion/ Hadn't Thought About It:	0.0% (6)	Lowest +/- Importance:	Oxford	-11.7

Extremely Important(+) vs. Not at All Important(-): +16.8

Combo: Extremely plus Very Important: 60.1%

Age	Combo	vs. Avg.	+/-
60+	77.7%	+17.6%	+ 50.4
50-59	53.1%	- 7.0%	+ 3.9
40-49	52.7%	- 7.4%	+ 2.0
30-39	47.5%	- 12.6%	- 6.6
18-30	47.1%	- 13.0%	- 8.2

Highest <u>Extremely Important plus Very Important:</u>	
Franklin	74.5%
Washington	71.4%
Cumberland	67.2%

Know Covid	Combo	vs. Avg.	+/-
Know Someone	70.5%	+10.4%	+ 35.4
Don't Know Someone	52.2%	- 7.9%	+ 2.8

Lowest <u>Extremely Important plus Very Important:</u>	
Oxford	41.7%
Androscoggin	50.9%
Penobscot	51.9%

Know High Risk Combo vs. Avg +/-

High Risk 66.2% + 6.1% +28.6 | Don't Know High Risk: 45.1% -15.0% -12.5 | Unsure: 48.2% -11.9% +1.2

Analysis: The overall number for employees wearing masks at 60.1% ranks it as the second most important social distancing aspect we graded. It's important to note that 6 in 10 respondents said this is Very or Extremely Important to them when they go into a business, but also 4 in 10 answered something else meaning that this isn't very or extremely important for them.

The following counties had more responses for Not At All Important than Extremely Important: Oxford, Somerset & Androscoggin. Aroostook had equal responses for both.

The following counties had a +/- of +20 or more meaning for every 1 person that selected Not Important, at least 3 people selected Extremely Important (thus at least 20% more). These counties were: Washington, Franklin, Cumberland, York, Knox and Waldo.

In terms of the Age Breakdown, this begins a very telling statistical trend where the 60+ respondents far outpace the other age groups. Nearly 25% more respondents in the 60+ age group find employees wearing masks to be Extremely or Very Important as compared to any other age group. Their plus minus at 50.4 means for every 1 person in the 60+ cohort who said it was not important at all, 6 said it is extremely important. 3 out of 4 people 60+ respondents said employees wearing masks is extremely or very important.

In terms of how knowing someone with Covid effects if you know someone with Covid-19 you are nearly 20% more likely to value employees wearing masks than those that don't know someone who has been affected by Covid. The same can be said for knowing someone in the high risk category. If you know someone in the high risk category you are 21% more likely to value employee wearing masks as compared to those who don't know someone and 18% more likely to value it as compared to people who are unsure if they know someone who is high risk.

Question #6:

*As a customer, how important is it to you that other customers are wearing cloth masks or other facial coverings at a business you are spending money at, when six feet of social distancing is not possible?**

Overall Results

Extremely Important:	47.6% (1399)	Highest Extremely Important:	Franklin	58.8%
Very Important:	11.4% (335)	Highest +/- Importance:	Franklin	+37.3
Somewhat Important:	7.2% (211)			
Not Important at All:	33.7% (990)	Highest Not Important At All:	Oxford	55.0%
No Opinion/ Hadn't Thought About It:	0.0% (4)	Lowest +/- Importance:	Oxford	-21.7

Extremely Important (+) vs. Not at All Important (-): +13.9 **Combo: Extremely plus Very Important: 59.0%**

Age	Combo	vs. Avg.	+/-
60+	76.9%	+17.9%	+ 46.9
50-59	52.0%	- 7.0%	+ 1.8
40-49	52.2%	- 6.8%	- 1.5
30-39	45.4%	- 13.6%	- 8.1
18-30	43.5%	- 15.5%	- 10.6

Highest Extremely Important plus Very Important:

Washington	73.5%
Franklin	72.5%
Cumberland	65.8%

Lowest Extremely Important plus Very Important:

Oxford	41.7%
Androscoggin	48.5%
Somerset	49.3%

Know Covid	Combo	vs. Avg.	+/-
Know Someone	69.4%	+10.4%	+ 31.7
Don't Know Someone	51.2%	- 7.8%	+ 0.5

Know High Risk	Combo	vs. Avg.	+/-
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High Risk 65.1% +6.1% +25.1 | Don't Know High Risk: 44.3% -14.7% -13.9 | Unsure: 47.0% -12.0% -2.4

Analysis: The combination of Extremely & Very Important for Question 6 about customers wearing masks gets us to 59.0% ranks it as the fourth most important social distancing aspect of the five we graded in questions 5-9. As you notice, this is almost across the board the same as Question 5 about Employee mask importance but this question falls about 2% points less on the importance scale. Meaning, almost unanimously everyone feels that customers wearing masks in a business is a little less important to them then employees wearing masks.

The following counties had more responses for Not At All Important than Extremely Important: Oxford, Aroostook, Somerset, Androscoggin & Penobscot. This means they had a “negative” plus minus score which simply tells us that it’s not as important to these counties as it is to the average respondent.

The following counties had a +/- of +20 or more meaning for every 1 person that selected Not Important, at least 3 people selected Extremely Important (thus at least 20% more). These counties were: Franklin, Washington, Knox, Cumberland, and York.

In terms of the Age Breakdown, again the 60 + age group far exceeds any other age group with their combination of Extremely Important and Very Important besting every other age group by at least 25%. In fact, though 40-49 had the second highest combo score for Extremely and Very Satisfied, they were still a negative plus/minus with more 40-49 year olds choosing Not At All Important then Extremely Important. We are *beginning to see a pattern that age plays a big difference in the importance of social distancing to Maine Consumers.*

In terms of how knowing someone with Covid effects the feelings towards masks for customers, it’s nearly identical to Question 5 as Knowing Someone with Covid bests not knowing by 18 points again. Also in terms of Knowing someone who is high risk, this is similar to Question 5 as well with the other two groups falling behind by 18 and 21 percentage points. In fact only the Knowing a High Risk Person group had a positive plus/minus score when looking at Extremely Important vs. Not Important At All. Again, *another trend is emerging on how Knowing Someone With Complications from Covid and Knowing a High Risk person are showing significant impact on views of importance.*

Question #7:

As a customer, how important is it for to you to know that the cleaning of high-touch surfaces is happening in a business?*

Overall Results

Extremely Important:	50.6% (1488)	Highest Extremely Important:	Waldo	60.0%
Very Important:	20.1% (590)	Highest +/- Importance:	Cumberland	+ 50.9
Somewhat Important:	18.5% (543)	Highest Not Important At All:	Somerset	17.3%
Not Important at All:	10.7% (314)	Lowest +/- Importance:	Oxford	+ 20.0
No Opinion/ Hadn't Thought About It:	0.0% (4)			

Extremely Important (+) vs. Not at All Important (-): +39.9

Combo: Extremely plus Very Important: 70.7%

Age	Combo	vs. Avg.	+/-
60+	80.3%	+ 9.6%	+ 56.4
50-59	64.9%	- 5.8%	+ 31.3
40-49	69.4%	- 1.3%	+ 33.9
30-39	65.0%	- 5.7%	+ 31.0
18-30	58.8%	-11.9%	+ 28.2

Highest <u>Extremely Important plus Very Important:</u>	
Washington	81.6%
Waldo	76.3%
Cumberland	76.0%

Know Covid	Combo	vs. Avg.	+/-
Know Someone	77.7%	+ 7.0%	+ 52.3
Don't Know Someone	65.5%	- 5.2%	+ 30.6

Lowest <u>Extremely Important plus Very Important:</u>	
Lincoln	57.4%
Somerset	62.7%
Oxford	65.0%

Know High Risk

High Risk 75.0% +4.3% +47.3 | Don't Know High Risk: 60.1% -10.6% +22.0 | Unsure: 63.9% -6.8% + 26.5

Analysis: This is what wide ranging support looks like. This is by far the highest ranked social distancing practice of the five we measured, beating the second-place "masks for employees" by over 10%. Two takeaways from that: either people do not know that Covid does not transfer effectively on surfaces as was recently reported or, people are just more comfortable with cleaning high-touch surfaces than other aspects of social distancing. I will assume the latter, in that high-touch surfaces is not a 'new' technique and something that had been done before.

You can break the numbers down however you want, but when the lowest subgroup is still supporting at 57% for Extremely Important & Very Important, then it is effectively a landslide. Cleaning of high-touch surfaces is resoundingly important for everyone and businesses should make it a point to emphasize they are doing it.

Question #8:

*In general, how important is the ability to social distance from others in your decision of which stores you will shop at? Social distancing is considered six feet apart whenever possible.**

Overall Results

Extremely Important:	37.3% (1097)	Highest Extremely Important:	Franklin	45.1%
Very Important:	18.2% (534)	Highest +/- Importance:	Washington	+30.6
Somewhat Important:	14.5% (425)			
Not Important at All:	29.6% (870)	Highest Not Important At All:	Oxford	45.0%
No Opinion/ Hadn't Thought About It:	0.0% (13)	Lowest +/- Importance:	Oxford	-16.7

Extremely Important (+) vs. Not at All Important (-): +7.7 **Combo: Extremely plus Very Important: 55.5%**

Age	Combo	vs. Avg.	+/-
60+	72.9%	+ 17.4%	+ 37.8
50-59	49.1%	- 6.4%	- 1.1
40-49	49.0%	- 6.5%	- 7.5
30-39	41.6%	-13.9%	- 13.2
18-30	37.6%	-17.9%	- 21.2

Highest <u>Extremely Important plus Very Important:</u>	
Franklin	74.5%
Washington	65.3%
Knox	64.8%

Know Covid	Combo	vs. Avg.	+/-
Know Someone	65.4%	+ 9.9%	+ 23.1
Don't Know Someone	48.0%	- 7.5%	- 3.9

Lowest <u>Extremely Important plus Very Important:</u>	
Oxford	41.7%
Lincoln	48.1%
Aroostook	48.1%

Know High Risk	Combo	vs. Avg.	+/-
High Risk	61.6%	+6.1%	+17.4
Don't Know High Risk:	27.7%	-27.8%	-28.6
Unsure:	45.8%	-9.7%	-8.4

Analysis: This is very insightful as the numbers are just so contrasting. Of the five social distancing aspects we have graded on importance this, by far, graded as the least important. In fact, three of the aspects (customer masking, employee masking and signage) all came in with about a 1% difference of one another, while cleaning high touch surfaces was clearly the most important. Social distancing when possible is by far the least important to our respondents.

The following counties had more responses for Not At All Important than Extremely Important: Oxford, Androscoggin, Somerset, Penobscot & Aroostook. This means they had a "negative" plus minus score which simply tells us that it is not as important to these counties.

The following counties had a +/- of +20 or more meaning for every 1 person that selected Not Important, at least 3 people selected Extremely Important (thus at least 20% more). These counties were: Washington and Franklin.

For breaking down the other data sets, the same thing rings true for all three: Knowing Someone With Covid, Knowing Someone Who is High Risk, and the 60+ age group were the only groups in their respective subsets to exceed 50% on the combination of Extremely Important/Very Important. They too were the only groups in their subsets to have a positive plus/minus when comparing Extremely Important to Not Important At All.

Meaning, if the respondent was in any of the following subsets they were more likely than not to say that social distancing is not Extremely or Very Important; those subsets are: anyone under 60 years old, anyone who doesn't know someone with Covid, and anyone who doesn't know (or is unsure if they know) a high risk person. Not all people in those sub-sets of course said that, but the majority of those identifying that way said it's not very important. That's a top takeaway.

Question #9:

How important is it to you that a business has signage on their front door or in their business to advise customers on what you can expect when entering?

*(Meaning store capacity, mask requirements, social distancing requirements, etc.)**

Overall Results

Extremely Important:	41.8% (1228)	Highest Extremely Important:	Washington	53.1%
Very Important:	17.7% (520)	Highest +/- Importance:	Washington	+40.8
Somewhat Important:	11.8% (348)			
Not Important at All:	28.1% (827)	Highest Not Important At All:	Oxford	51.7%
No Opinion/ Hadn't Thought About It:	0.5% (16)	Lowest +/- Importance:	Oxford	-20.0

Extremely Important (+) vs. Not at All Important (-): +13.7 **Combo: Extremely plus Very Important: 59.5%**

<u>Age</u>	<u>Combo</u>	<u>vs. Avg.</u>	<u>+/-</u>
60+	76.7%	+17.2%	+43.2
50-59	52.5%	- 7.0%	- 0.5
40-49	52.0%	- 7.5%	+ 0.7
30-39	47.5%	- 12.0%	- 4.3
18-30	48.2%	- 11.3%	- 3.5

<u>Highest Extremely Important plus Very Important:</u>	
Washington	77.6%
Knox	70.5%
Franklin	66.7%

<u>Lowest Extremely Important plus Very Important:</u>	
Oxford	43.3%
Androscoggin	52.7%
Somerset	53.3%

<u>Know Covid</u>	<u>Combo</u>	<u>vs. Avg.</u>	<u>+/-</u>
Know Someone	67.9%	+ 8.4%	+ 28.7
Don't Know Someone	53.2%	- 6.3%	+ 2.3

<u>Know High Risk</u>	<u>Combo</u>	<u>vs. Avg.</u>	<u>+/-</u>
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High Risk 64.9% +5.4% +23.1 | Don't Know High Risk: 46.0% -13.5% -9.9 | Unsure: 51.8% -7.7% +1.2

Analysis: This is our third most important social distancing aspect by the numbers (using the combination scores of Extremely & Very Important responses). Many of the same patterns hold true again.

The following counties had more responses for Not At All Important than Extremely Important: Oxford and Androscoggin. This means they had a "negative" plus minus score which simply tells us that it is not as important to these counties.

The following counties had a +/- of +20 or more meaning for every 1 person that selected Not Important, at least 3 people selected Extremely Important (thus at least 20% more). These counties were: Washington, Cumberland Knox, York and Franklin.

The 60+ age group, once again said this social distancing aspect (signage) as more important to them than every other age group by 20+ percentage points. Knowing Someone Who Has Had Covid also bested those who don't know someone, but the margin was less than other comparisons, only besting the other group by around 15 percentage points. And the Knowing Someone Who Is High Risk also finds signage to be considerably more important than those who don't know a high risk person or those that are unsure if they do.

Question #10:

Since Covid-19 began, have you left a business you intended to purchase something at without purchasing anything because you were witnessing health and safety protocols not being followed, and you felt unsafe?

This would include: a lack of facial coverings by employees or customers, bad social distancing adherence or blatantly ignoring other Covid-19 best practices for businesses as outlined by the State of Maine and Maine CDC.*

Overall Results

Yes	26.1% (766 Respondents)
No, But I Would	24.8% (728 Respondents)
No	49.2% (1445 Respondents)

Counties With Considerably Higher Yes Responses

(meaning at least 5.0% more than the overall avg.)	
Franklin	35.3%
Hancock	35.2%
Washington	34.7%
Knox	34.1%
Aroostook	32.7%

Counties With Considerably Higher Would Responses

Franklin	33.3%
Washington	32.7%
Cumberland	31.5%

Counties With Considerably Higher No Responses: Oxford (61.7%), Penobscot (59.2%) and Androscoggin (57.6%)

Analysis: One of the biggest takeaways of the survey. **26% of respondents said they have LEFT A BUSINESS without purchasing an item because they felt unsafe and an additional 25% said they would if put in that situation.** That is huge right now when every customer counts. In some counties it may not matter as much but if your business is in any of the five counties with even a slightly higher response then the average, you may want to take a deep look at what protocols you have in place. **Literally a majority of people said they have walked out or they would.** This can also become a marketing advantage for businesses trying to recruit new customers.

Age Breakdowns and Other Subsets

60+	Yes 33.0%	Would 32.9%	No 34.1%
50-59	Yes 25.1%	Would 21.2%	No 53.7%
40-49	Yes 22.9%	Would 20.7%	No 56.4%
30-39	Yes 18.8%	Would 21.8%	No 59.4%
18-29	Yes 16.5%	Would 16.5%	No 67.1%

Know Someone With Covid Complications

Yes 32.7%	Would 28.1%	No 39.1%
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Don't Know Someone With Covid

Yes 21.1%	Would 22.2%	No 56.7%
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Know High Risk Person

Yes 30.3%	Would 26.6%	No 43.1%
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Don't Know High Risk Person

Yes 16.5%	Would 19.1%	No 64.4%
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Unsure If You Know a High Risk Person

Yes 10.8%	Would 33.7%	No 55.4%
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Additional Analysis: Now slicing the same data a different way we see how this is something that **people who are 60+, people who know someone with Covid complications and those who know someone who is high risk all have done this AND would do this at a higher rate than the overall averages.**

In fact, even the those who oppose this the most and say they haven't and won't do it (say individuals who are 18-29) even they are only 2/3. And on the flip side, only 1/3 of 60+ respondents **wouldn't** do this.

Which means, no matter how you categorize the information at least **1/3 and up to 2/3 of your customers will leave your business without purchasing anything if they feel unsafe.**

25% have already done this and 25% will if put in that scenario. That is powerful information.

Question #11:

Since Covid-19 began, have you vowed not to return to a business because you were witnessing health and safety protocols not being followed, and you felt unsafe?

This would include: a lack of facial coverings by employees or customers, bad social distancing adherence or blatantly ignoring other Covid-19 best practices for businesses as outlined by the State of Maine and Maine CDC.*

Overall Results

Yes	28.7% (843 Respondents)
No, But I Would	21.8% (640 Respondents)
No	49.5% (1456 Respondents)

Counties With Considerably Higher Yes Responses

(meaning at least 5.0% more than the overall avg.)	
Franklin	39.2%
Waldo	38.8%
Knox	38.6%
Hancock	38.0%
Aroostook	34.6%

Counties With Considerably Higher Would Responses

Sagadahoc	27.9%
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Counties With Considerably Higher No Responses: Oxford (66.7%), Aroostook (55.8%) and Androscoggin (55.8%)

Analysis: Similar to the previous question, this one is slightly different though as it asks have you vowed not to return to a business. This is for those who may not have left a business, but have made a note not to return there again. These numbers are staggering. Over 50% of all respondents said they have vowed not to return to a business with unsafe social distancing practices or that they would vow to not go to a business if they witnessed this. Again, the counties who had a higher vote for yes are to be considered here too.

On a side note, just because a county isn't listed above doesn't mean they don't feel passionately. In fact Cumberland, York, Penobscot and Kennebec were the four counties with the most respondents. They don't fall above the average because, essentially, they made the average what it is (those four account for 63% of respondents so the overall number is more indicative of how they perceive these issues).

Age Breakdowns and Other Subsets

60+	Yes 37.2%	Would 28.9%	No 34.0%
50-59	Yes 26.5%	Would 18.6%	No 55.0%
40-49	Yes 25.4%	Would 17.7%	No 56.8%
30-39	Yes 20.3%	Would 20.1%	No 59.6%
18-29	Yes 17.6%	Would 14.1%	No 68.2%

Additional Analysis: These results are strikingly similar to Question 10 where people who are 60+, people who know someone with Covid complications and those who know someone who is high risk all have done this AND would do this at a higher rate than the overall averages.

Though the questions are different, they have very similar results with only a 1-2 point difference in any sub-group which means the following is still true:

No matter what subset you use to categorize the information, at least 1/3 and up to 2/3 of your customers will vow not to return to your business if they feel unsafe.

29% have already done this and 22% will do this if put in that scenario. The difference between question 10 and 11 is in Q10 50.8% of respondents said they have or would, and in Q11 that number drops to 50.5% (which is still a majority of respondents)

Know Someone With Covid Complications

Yes 35.6%	Would 25.3%	No 39.0%
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Don't Know Someone With Covid

Yes 23.5%	Would 19.0%	No 57.5%
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Know High Risk Person

Yes 33.2%	Would 23.4%	No 43.4%
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Don't Know High Risk Person

Yes 17.7%	Would 17.3%	No 65.1%
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Unsure If You Know a High Risk Person

Yes 20.5%	Would 24.1%	No 55.4%
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Question #12:

Have you posted on social media, or mentioned to friends & family about a specific business, or employees at a specific business, who did not adhere to the recommended health and safety guidelines for Covid-19 (such as proper mask wearing, social distancing, etc.)?*

Overall Results

Yes	22.5% (660 Respondents)
No, But I Would	10.4% (305 Respondents)
No	67.2% (1974 Respondents)

Counties With Considerably Higher Yes Responses

(meaning at least 5.0% more than the overall avg.)	
Knox	39.8%
Washington	38.8%
Franklin	35.3%
Hancock	27.8%

Counties With Considerably Higher Would Responses

Counties With Considerably Higher No Responses: Oxford (73.3%) and Androscoggin (Lincoln 72.2%)

Analysis: The “No” responses are telling in that they are the vast majority, but in asking about a very specific response never lends to a majority opinion. This question was asked because after reading numerous social media posts and hearing from friends and family about concerns they have, we wanted to see how prevalent this is. Also we wanted to drill down and see if the concerns were about the business and the employees or the customers at a specific business– thus we created Q12 & Q13.

About a 1/3 of respondents admitted that they had, or they would, mention a specific business or employees at a specific business (we try and separate those two groups out in Question 15 to see if it is more online or more interpersonal interactions). Thus, while the majority says they haven’t, and implies they wouldn’t, do this, *it’s the 1/3 of people who said they have or would that is instructive.* This means, if your business or employees are not social distancing adequately, you have about a 1 in 3 chance, according to this survey, to have a negative post or negative interactions shared about your business and your employees.

Age Breakdowns and Other Subsets

60+	Yes 29.8%	Would 13.1%	No 57.1%
50-59	Yes 19.4%	Would 9.4%	No 71.2%
40-49	Yes 20.1%	Would 7.1%	No 72.8%
30-39	Yes 15.2%	Would 12.4%	No 72.3%
18-29	Yes 20.0%	Would 8.2%	No 71.8%

Additional Analysis: When breaking down the same info by other subsets, our previous patterns hold with the first listed group of each subset feeling differently then the others.

Particularly interesting is how consistent the No responses are in all age groups outside of 60+. Essentially over 40% of 60+ respondents say they have or would, and all other age groups are almost unilaterally at 28%.

Know Someone With Covid Complications

Yes 27.0%	Would 11.8%	No 61.2%
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Know Someone with Covid is about 5 points higher the Don’t Know Someone with Covid which is not that instructive, though that is closer then they have been in others questions.

Don’t Know Someone With Covid

Yes 19.0%	Would 9.3%	No 71.7%
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Know High Risk Person

Yes 25.9%	Would 11.6%	No 62.5%
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Striking is the Don’t Know a High Risk Person which is a major outlier. Accounting for nearly 800 responses, they were at 21% of Yes/Would combination which is the lowest of any subset. Apparently this is something they do not believe in very much at all.

Don’t Know High Risk Person

Yes 14.0%	Would 7.2%	No 78.8%
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Unsure If You Know a High Risk Person

Yes 16.9%	Would 9.6%	No 73.5%
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Question #13:

*Have you posted on social media, or mentioned to friends & family about customers at a specific business, who did not adhere to the recommended health and safety guidelines for Covid-19 (such as proper mask wearing, social distancing, etc.)?**

Overall Results

Yes	32.3% (948 Respondents)
No, But I Would	8.4% (246 Respondents)
No	59.4% (1745 Respondents)

Counties With Considerably Higher Yes Responses

(meaning at least 5.0% more than the overall avg.)	
Washington	51.1%
Franklin	49.0%
Knox	46.6%
Waldo	38.8%
Aroostook	38.5%
Hancock	38.0%

Counties With Considerably Higher Would Responses

- -

Counties With Considerably Higher No Responses: Oxford (65.0%)

Analysis: The big difference here from Question 12 is that though 2% less of respondents have said they would do it, 10% more say they HAVE done it as compared to Question 12. This means that there is a 10% higher likelihood that a customer will write a negative post or make a negative comment about customers at a business than they are about the business and it's employees.

For businesses that can be a good thing as many people can discern between negativity towards customers at a business and the business itself. However, *as people are deciding what businesses to patronize it all factors in*, and whether it is your employees or your customers that make your business unsafe, it could still prevent them from coming in.

Age Breakdowns and Other Subsets

60+	Yes 42.9%	Would 11.3%	No 45.8%
50-59	Yes 28.1%	Would 7.1%	No 64.9%
40-49	Yes 27.8%	Would 5.3%	No 66.9%
30-39	Yes 25.6%	Would 9.6%	No 64.7%
18-29	Yes 18.8%	Would 7.1%	No 74.1%

Additional Analysis: Again, the age group breakdown shows staggering similarities to the 30-39, 40-49 and 50-59 cohorts all being close to 34% of a Yes/Would combo score, while actually a majority of 60+ respondents said they have or would (53%). That is a big number of Yes responses from 60+.

Know Someone With Covid Complications

Yes 39.2%	Would 9.0%	No 51.8%
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Also interesting from the age groups is 18-29 basically didn't change from Question 12, as their answers are within 1-2 points. This means, those under 30 are less likely to post about businesses and customers when it comes to social distancing than those over 30.

Don't Know Someone With Covid

Yes 27.0%	Would 7.9%	No 65.1%
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Know High Risk Person

Yes 36.8%	Would 9.2%	No 53.9%
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Know Someone with Covid had a notably high Yes score– almost 40%- and almost had a majority with their Yes/Would combo score. In fact if you compare that combo score with Don't Know Someone with Covid it's a full 20% difference which is staggering.

Don't Know High Risk Person

Yes 21.1%	Would 6.0%	No 73.0%
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Unsure If You Know a High Risk Person

Yes 24.1%	Would 8.4%	No 67.5%
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In terms of the High Risk subset, again Knowing some one far outpaced the other two groups.

Question #14:

Should it be the responsibility of the business to enforce the health & safety protocols within their business, and remind customers to adhere to them?

Overall Results

Yes 68.9% (2017 Respondents)
No Response 0.0% (11 Respondents)
No 31.1% (911 Respondents)

Counties With Considerably Higher Yes Responses

(meaning at least 5.0% more than the overall avg.)
Franklin 80.0%
Washington 77.6%
Cumberland 74.3%
York 73.9%

Counties With Considerably Higher No Responses

Oxford 50.0% Kennebec 39.1%
Somerset 38.7% Androscoggin 37.0%
Lincoln 37.0%

Analysis: From a chamber perspective, it is a general belief that businesses are responsible for everything that happens within their business, but this survey is from the customers perspective not the business owner.

It's difficult to divine too much from this question, as the immediate follow up should be 'if not then whose responsibility is it' and we don't have that answer. 32% is more respondents than we assumed would say it is NOT the responsibility of businesses to enforce health and safety protocols within their business. I don't think customers would believe the same things if it came to food guidelines in a restaurant, or wet floors in a business, or exposed wiring or asbestos. But for some reason it's not the businesses responsibility in this case according to 1/3 of respondents.

It is interesting that Cumberland and York (our two highest respondents) are over 5.0% higher than the average. Accounting for 45% of all respondents they pulled the overall average way up.

Age Breakdowns and Other Subsets

60+ Yes 80.7% No 19.0%
50-59 Yes 62.6% No 36.8%
40-49 Yes 65.1% No 34.8%
30-39 Yes 60.4% No 39.3%
18-29 Yes 61.2% No 38.8%

Know Someone With Covid Complications

Yes 74.4% No 25.1%

Don't Know Someone With Covid

Yes 64.3% No 35.4%

Know High Risk Person

Yes 72.6% No 27.2%

Don't Know High Risk Person

Yes 59.6% No 39.6%

Unsure If You Know a High Risk Person

Yes 55.4% No 44.6%

Additional Analysis: We should point out that there was an option to not respond to this question which is why you don't get 100% from most sub-sets.

With that 80.7% (60+), 74.4% (Know Someone with Covid Complications) and 72.6% (Know Someone in the High Risk Category) jump off the page compared to most other Yes sub-sets being in the mid to low 60s.

In the High Risk subset, they have two groups in the 50s which is very telling. If you don't know someone in the high risk category, or if you are unsure if you do, you are much less likely to believe a business has the responsibility to enforce health and safety protocols within their business.

Question #15:

When you see social distancing, mask wearing and other State of Maine suggested Covid-19 health and safety guidelines not being adhered to in a business, what statements from those below do you agree with? (Select all that apply)

Analysis: To try and determine the ‘why’ people feel the way they do, we opted to go with quantifiable statements rather than open-ended questions. Open-ended responses are tedious to quantify and to summarize (and with nearly 3,000 responses it would have taken weeks to fully decipher it all).

So we opted for 11 statements which we had heard from various people or read on social media. We also had an ‘other’ option that respondents could write in their own responses. The ‘other’ category had the lowest response rate (8.5%) which tells us that something rang true for over 90% of respondents in the first 11 choices we gave. The Other category responses (and Q20 responses) are still being evaluated to see if there are statistically significant responses.

We will have more analysis afterwards, but we want to present the overall response rate for each statement. **Respondents could select as many options as they wanted.** Below are the overall results for each statement along with which groups responded considerably higher than the average on those statements (meaning at least 5.0% more people in that subgroup selected that option).

Finally we presented the top three statements by percentage for each sub group so you will know what that subgroup values.

Statements– Overall Results (Ranked In Order of Most Responses)

1. “I will reach out to friends who I know are high risk for infection and tell them to avoid that business”

Overall: 41.1% (1207 Respondents)

Higher than Average for the following respondents:

Knox County, Washington County, Franklin County,

60+ Age Group, Knowing Someone With Covid Complications & Knowing Someone In High Risk

2. “I will consider not returning to that business next time”

Overall: 39.6% (1164 Respondents)

Higher than Average for the following respondents:

Franklin County, Washington County

60+ Age Group, Knowing Someone With Covid Complications

3. “I won't return to that business in the future”

Overall: 28.2% (829 Respondents)

Higher than Average for the following respondents:

Hancock County, Knox County

60+ Age Group, Knowing Someone With Covid Complications

Statements– Overall Results (Ranked In Order of Most Responses) continued

4. “I will leave that business immediately”

Overall: 27.3% (803 Respondents)

Higher than Average for the following respondents:

Knox County

60+ Age Group, Knowing Someone With Covid Complications

5. “It doesn’t bother me”

Overall: 24.5% (719 Respondents)

Higher than Average for the following respondents:

Oxford County, Androscoggin County, Penobscot County, Somerset County

18-29 Age Group, 30-39 Age Group

Don’t Know Someone in High Risk Category, Unsure If They Know Someone In High Risk Category

6. “If they force me to wear a mask I will go somewhere else”

Overall: 21.4% (629 Respondents)

Higher than Average for the following respondents:

Oxford County, Androscoggin County, Kennebec County, Penobscot County, Somerset County

18-29 Age Group, 30-39 Age Group

Don’t Know Someone in High Risk Category, Unsure If They Know Someone In High Risk Category

7. “It’s up to the business owner- it’s not my place to tell them what to do”

Overall: 20.4% (600 Respondents)

Higher than Average for the following respondents:

Penobscot County

18-29 Age Group, 30-39 Age Group

Don’t Know Someone in High Risk Category

8. “I don’t feel a business has the right to tell me to wear a mask”

Overall: 18.5% (543 Respondents)

Higher than Average for the following respondents:

Somerset County, Androscoggin County

18-29 Age Group, 30-39 Age Group

Don’t Know Someone in High Risk Category

9. “I will post about my experience on social media and tell others not to go there”

Overall: 15.5% (455 Respondents)

Higher than Average for the following respondents:

Knox County

60+ Age Group

Statements– Overall Results (Ranked In Order of Most Responses) continued

10. “It’s not a big concern where I live”

Overall: 13.8% (407 Respondents)

Higher than Average for the following respondents:

Aroostook County, Oxford County, Lincoln County. Penobscot County, Somerset County & Waldo
18-29 Age Group

Unsure If You Know Someone in the High Risk Category

11. “I hope people don’t wear masks, because it makes for a less friendly atmosphere”

Overall: 10.8% (317 Respondents)

Higher than Average for the following respondents:

Oxford County, Androscoggin County
18-29 Age Group, 30-39 Age Group

12. “Other”

Overall: 8.5% (251 Respondents)

Higher than Average for the following respondents:

Knox County, Aroostook County

Statements– Group Results (Top Three Answers By Group)

Counties

Androscoggin

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (35.8%)

“I will consider not returning to that business next time” (35.8%)

“If they force me to wear a mask I will go somewhere else” (32.1%)

Aroostook

“I will consider not returning to that business next time” (34.6%)

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (28.8%)

“I won’t return to that business in the future” (25.0%)

Cumberland

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (44.7%)

“I will consider not returning to that business next time” (42.2%)

“I won’t return to that business in the future” (30.7%)

Franklin

“I will consider not returning to that business next time” (58.8%)

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (47.1%)

“I won’t return to that business in the future” (29.4%)

Hancock

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (42.6%)

“I will consider not returning to that business next time” (35.2%)

“I won’t return to that business in the future” (34.3%)

Kennebec

- “I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (44.2%)
- “I will consider not returning to that business next time” (39.5%)
- “If they force me to wear a mask I will go somewhere else” (32.2%)

Knox

- “I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (53.4%)
- “I will consider not returning to that business next time” (43.2%)
- “I won’t return to that business in the future” (34.1%)

Lincoln

- “I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (41.7%)
- “I will consider not returning to that business next time” (36.1%)
- “I won’t return to that business in the future” (31.5%)

Oxford

- “It doesn’t bother me” (36.7%)
- “If they force me to wear a mask I will go somewhere else” (36.7%)
- “I won’t return to that business in the future” (26.7%)

Penobscot

- “I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (35.1%)
- “I will consider not returning to that business next time” (32.8%)
- “It doesn’t bother me” (30.9%)

Sagadahoc

- “I will consider not returning to that business next time” (42.1%)
- “I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (41.0%)
- “I will leave that business immediately” (29.5%)

Somerset

- “I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (34.7%)
- “If they force me to wear a mask I will go somewhere else” (34.7%)
- “It doesn’t bother me” (30.7%)

Waldo

- “I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (45.0%)
- “I will consider not returning to that business next time” (37.5%)
- “I won’t return to that business in the future” (30.0%)

Washington

- “I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (53.1%)
- “I will consider not returning to that business next time” (53.1%)
- “I won’t return to that business in the future” (32.7%)

York

- “I will consider not returning to that business next time” (42.0%)
- “I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (41.6%)
- “I will leave that business immediately” (30.2%)

Statements– Group Results (Top Three Answers By Group)

Age Groups

60+

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (53.8%)

“I will consider not returning to that business next time” (50.0%)

“I won't return to that business in the future” (39.5%)

50-59

“I will consider not returning to that business next time” (35.8%)

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (35.1%)

“It doesn't bother me” (28.0%)

40-49

“I will consider not returning to that business next time” (35.8%)

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (35.3%)

“It doesn't bother me” (27.9%)

30-39

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (35.3%)

“It doesn't bother me” (34.5%)

“I will consider not returning to that business next time” (30.5%)

18-29

“It doesn't bother me” (44.7%)

“I will consider not returning to that business next time” (36.5%)

“If they force me to wear a mask I will go somewhere else” (34.1%)

Knowing Someone With Covid

Know Someone With Covid Complications

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (49.8%)

“I will consider not returning to that business next time” (45.5%)

“I won't return to that business in the future” (34.5%)

Don't Know Someone With Covid Complication

“I will consider not returning to that business next time” (35.1%)

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (34.5%)

“It doesn't bother me” (29.3%)

Know Someone in the High Risk Category

“I will reach out to friends who I know are high risk for infection and tell them to avoid that business” (47.1%)

“I will consider not returning to that business next time” (43.5%)

“I won't return to that business in the future” (32.1%)

Don't Know Someone in the High Risk Category

“It doesn't bother me” (32.9%)

“I will consider not returning to that business next time” (30.0%)

“If they force me to wear a mask I will go somewhere else” (29.2%)

Unsure If You Know Someone In the High Risk Category

“I will consider not returning to that business next time” (34.9%)

“It doesn't bother me” (32.5%)

“If they force me to wear a mask I will go somewhere else” (27.7%)

Statements– Additional Analysis

Overall results

It's important to note that 1% in the overall results represents 29 respondents and 10% in difference is 294 respondents. This is important to note in the rankings to see how much some of these answers dominated others. For instance:

- Over 1/3 more people selected our first ranked choice than any other choice ('telling high risk friends to avoid the business') besides our second choice which exceeded the 3rd place option by 300+ responses
- The 2nd ranked answer and 3rd ranked answer are similar. 3rd ranked is I won't return, and 2nd ranked is I will consider not returning next time– both were extremely popular.
- The top four ranked answers all describe positive views of social distancing to one degree or another, with a least 800 respondents selecting them.
- 'It's not a big concern where I live had 13.8% which means over 85% of people didn't select it, which in turn means over 85% of people consider social distancing to be important where they live

Group results

It's clear here how much the top three choices were also top choices by region and group. In fact some groups, had percentages on certain questions well below the overall average and still it was a top 3 choice for their region. Such as Aroostook County whose top two choices in their region were 'Consider not returning next time' (34.6%) and 'tell high risk friends to avoid these businesses' (28.8%). They were the most popular answers in their region, but if you compare those numbers to the overall responses you see that 'consider not returning' has an overall response rate of 39.6% and 'telling high risk people to avoid a business' had an overall response rate of 41.1%. That's how popular those answers were.

Another example of this is the 30-39 age range which valued the 'Consider not returning next time' by far the lowest of any age group (30.5%) but it still was a top 3 answer for that group.

The other takeaway is an acknowledgment of the group answers that exceeded 50%. 50% is a tough number to reach with 11 options, but when it happens it should be recognized as significant. We had five instances of it: Consider not returning next time– Franklin County- 58.1%; 60+ Age Group– 50.0%

Tell High Risk Friends to Avoid a Business– 60+ Age Group– 55.8%; Knox County– 53.4%; Washington County 53.1%

Question #16:

As a customer of any business, what is more important to you?

- Supporting a business I love so that they are around for years to come
- My health & safety and the health & safety of my family and loved ones
- They are equally important

Overall Results

Businesses Support	22.3% (655 Respondents)
Health & Family	27.0% (794 Respondents)
Equal Importance	50.2% (1475 Respondents)

Counties With Considerably Higher Health & Family Answers

(meaning at least 5.0% more than the overall avg.)

Washington	42.9%
Waldo	36.3%
Hancock	32.4%

Counties With Considerably Higher Business Support Answers

Androscoggin	33.9%
Somerset	33.3%
Oxford	31.7%
Lincoln	27.8%
Penobscot	27.5%

Counties With Considerably Higher Equal Importance Answers

Aroostook	63.5%
Cumberland	55.2%

Analysis: The overall numbers here are important as a baseline only to analyze the sub-groups. Fundamentally there isn't an answer that is really pro-Social Distancing or anti-social distancing, and really the important piece is to see how the regions differ from the state. This should help local chambers get a sense for what is important in their regions, and perhaps be instructive to what messages will work.

Both healthy people and a healthy economy are important, so with roughly a 1/4 people picking one, 1/4 of the people picking another and 1/2 picking both I think we are in a good spot as a State. We need to keep both in mind.

Note: Due to 15 non-responses the percentages do not amount to 100.00% on this question

Age Breakdowns and Other Subsets

60+	Business 13.6%	Health 33.7%	Both 52.1%
50-59	Business 25.4%	Health 23.5%	Both 50.9%
40-49	Business 27.1%	Health 23.7%	Both 48.9%
30-39	Business 25.6%	Health 25.6%	Both 48.5%
18-29	Business 34.1%	Health 20.0%	Both 45.9%

Additional Analysis: The numbers, for the most part, match the overall results except for three which jump out.

60+ had a 33.7 preference to their 'health & safety and the health & safety of their family'. The 18-29 age cohort preferred 'supporting a business I love so they are around for years to come' at a 34.1% rate.

Know Someone With Covid Complications

Business 16.8%	Health 33.0%	Both 50.0%
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Those are not entirely surprising, as an assumption can be made that people 60+ are likely more concerned with their health than those who are 18-29.

Don't Know Someone With Covid

Business 26.4%	Health 22.5%	Both 50.3%
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Additionally, Knowing Someone With Covid Complications made health & safety their preference at a 33.0% rate. Again, with the subgroup being determined by knowing of someone in ill health this isn't a big surprise. The same could be said for the high risk subset but the responses there are not as severe as the Covid subset. Though the Knowing of Someone in the High Risk Category did have a 29.5% preference to health & safety of themselves and family members.

Know High Risk Person

Business 19.3%	Health 29.5%	Both 51.0%
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Don't Know High Risk Person

Business 29.7%	Health 20.1%	Both 49.0%
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Unsure If You Know a High Risk Person

Business 26.5%	Health 30.1%	Both 40.9%
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Question #17:

If a Maine community made a community-wide pledge that the majority of the businesses in their community would adhere to and enforce the industry health & safety guidelines as outlined by the State of Maine and Maine CDC, would you be more likely to shop and eat in that community, even if you had to travel over 10 miles to get there?

Overall Results

Yes	49.3% (1448 Respondents)
I'd Consider It	16.3% (480 Respondents)
No	34.4% (911 Respondents)

Counties With Considerably Higher Yes Responses

(meaning at least 5.0% more than the overall avg.)	
Washington	67.3%
Franklin	54.9%

Counties With Considerably Higher No Responses

Oxford	50.0%	Somerset	46.7%
Penobscot	43.5%	Aroostook	42.3%
Androscoggin	41.2%	Lincoln	40.7%
Kennebec	39.5%		

Counties With Considerably Higher I'd Consider It Responses

Knox	22.7%
Franklin	21.6%

Analysis: Two big takeaways here– first off that 65% of respondents overall said they definitely would, or they would consider, traveling over 10 miles to shop and eat in a community that took a community-wide pledge to follow the best social distancing practices. 2 out of 3 respondents is a major takeaway. These three questions (Q17– Q19) are the second biggest takeaway in the survey because of answers like these.

The other big takeaway is the number you don't see which are York and Cumberland. They don't 'overperform the average' because they make up 45% of the survey. Both counties reported combination scores of Yes and Would of 70% or higher. That's really important as these two counties have 2/3 of the state population. Lastly, any county on the New Hampshire border should pay close attention to these numbers, too.

Age Breakdowns and Other Subsets

60+	Yes 61.1%	Consider 18.3%	No 20.6%
50-59	Yes 44.1%	Consider 13.8%	No 42.1%
40-49	Yes 44.6%	Consider 16.6%	No 38.8%
30-39	Yes 41.1%	Consider 17.5%	No 41.4%
18-29	Yes 42.4%	Consider 11.8%	No 45.9%
<u>Know Someone With Covid Complications</u>			
	Yes 57.3%	Consider 16.6%	No 26.0%
<u>Don't Know Someone With Covid</u>			
	Yes 43.2%	Consider 16.1%	No 40.7%
<u>Know High Risk Person</u>			
	Yes 53.6%	Consider 16.3%	No 30.1%
<u>Don't Know High Risk Person</u>			
	Yes 39.3%	Consider 16.1%	No 44.6%
<u>Unsure If You Know a High Risk Person</u>			
	Yes 35.0%	Consider 19.3%	No 45.8%

Additional Analysis: A combination rate of over 80% for people in the 60+ age group is astounding. This population is one of Maine's largest and they are clearly saying that they will travel to be safe. In fact their 'No' rate is by far the lowest at 20.6%- compare that to an average of 40% 'No' rate for every other age group.

Knowing Someone With Covid Complications gave us a clear answer here as the 'Consider' rate is nearly identical. The big difference is a 14% difference in the 'Yes' rate which is big.

This is mirrored in the High Risk subset where Knowing Someone in the High Risk Category, makes you 14% more likely to travel at least 10 miles to a safe community.

Question #18:

If a Maine community made a community-wide pledge that the majority of the businesses in their community would adhere to and enforce the industry health & safety guidelines as outlined by the State of Maine and Maine CDC, would you be more likely to shop and eat in that community, even if you had to travel over 25 miles to get there?

Overall Results

Yes	27.0% (793 Respondents)
I'd Consider It	26.9% (791 Respondents)
No	46.1% (1355 Respondents)

Counties With Considerably Higher Yes Responses

(meaning at least 5.0% more than the overall avg.)	
Franklin	43.1%
Washington	40.8%
Waldo	36.3%
Somerset	34.7%

Counties With Considerably Higher No Responses

Oxford	58.3%
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Counties With Considerably Higher I'd Consider It Responses

Cumberland	33.4%
Knox	33.0%

Analysis: Along with Questions 10 & 11, this question is the biggest takeaway of the entire survey. Over half of the respondents say they would travel over 25 miles, or consider traveling over 25 miles, to get to eat and shop in a safe community. Unlike the 10 mile question, this 25 mile radius really extends the potential customer base for communities willing to promote themselves as a safe destination.

An important takeaway not shown here is that only one county had a 'No' rate above 50%, which literally means at least 50% of respondents in every county except Oxford would consider travelling 25 miles to shop and eat in a safe community. This is of critical importance for all businesses, and proves that safe social distancing on a community-wide basis could attract more customers from outside your immediate area.

Age Breakdowns and Other Subsets

60+	Yes 30.5%	Consider 33.0%	No 36.6%
50-59	Yes 25.1%	Consider 22.4%	No 52.5%
40-49	Yes 27.4%	Consider 25.1%	No 47.5%
30-39	Yes 23.9%	Consider 22.8%	No 53.3%
18-29	Yes 16.5%	Consider 34.1%	No 49.4%

Additional Analysis: Extremely important breakdowns here too on as all three subsets have groups that far exceed the overall average. 60+ respondents have 63.5% rate of saying they would travel over 25 miles or at least consider it, while Knowing Someone with Covid Complications and Knowing Someone in the High Risk Category both came in with combination scores of 61.9% and 59.0% respectively.

Know Someone With Covid Complications	Yes 31.8%	Consider 30.1%	No 38.1%
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One subgroup of note is the 40-49 year old age group who did have a combination score of over 52% which is significant too. The 18-29 age group comes in at 50.1% on the strength of a very high 'consider' rate.

Don't Know Someone With Covid	Yes 23.3%	Consider 24.5%	No 52.1%
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Know High Risk Person	Yes 30.0%	Consider 29.0%	No 41.1%
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All of the other subgroups are below 50% with special recognition going to those who Don't Know Someone in the High Risk Category who came in at 42.0% which is 12% behind the overall average, and 17% behind their counterparts of those who Do Know Someone in the High Risk Category (the widest margin in this question).

Don't Know High Risk Person	Yes 20.8%	Consider 21.2%	No 58.1%
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Unsure If You Know a High Risk Person	Yes 12.0%	Consider 30.1%	No 57.8%
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Question #19:

If a Maine community made a community-wide pledge that the majority of the businesses in their community would adhere to and enforce the industry health & safety guidelines as outlined by the State of Maine and Maine CDC, would you be more likely to shop and eat in that community, even if you had to travel over 50 miles to get there?

Overall Results

Yes	9.9% (292 Respondents)
I'd Consider It	23.9% (701 Respondents)
No	66.2% (1355 Respondents)

Counties With Considerably Higher Yes Responses

(meaning at least 5.0% more than the overall avg.)	
Washington	26.5%
Franklin	15.7%
Androscoggin	15.2%

Counties With Considerably Higher No Responses

Oxford	73.3%
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Counties With Considerably Higher I'd Consider It Responses

Franklin	35.3%
Hancock	31.5%
Washington	30.6%

Analysis: Even at 50 miles, 10% of respondents have said they would travel that far and nearly 25% more would consider it. All in all over 1/3 of respondents would at least consider, if not definitely travel, over 50 miles to eat and shop in a safe community– stunning numbers.

A special distinction goes out to any business within 50 miles of Washington County or Franklin County, as they both have Yes & I'd Consider combo rates over 50%- meaning a majority of their respondents said they would do it. In fact, those respondents are happy to travel. Their combo rates for 10 miles, 25 miles and 50 miles are:

Washington:	85.7% (10 miles)	71.4% (25 miles)	57.1% (50 miles)
Franklin:	76.5% (10 miles)	72.5% (25 miles)	51.0% (50 miles)

Age Breakdowns and Other Subsets

60+	Yes 10.8%	Consider 26.6%	No 62.6%
50-59	Yes 9.5%	Consider 22.0%	No 68.5%
40-49	Yes 9.5%	Consider 22.5%	No 68.0%
30-39	Yes 10.2%	Consider 22.6%	No 67.3%
18-29	Yes 7.1%	Consider 28.2%	No 64.7%
<u>Know Someone With Covid Complications</u>			
	Yes 10.8%	Consider 27.3%	No 61.9%
<u>Don't Know Someone With Covid</u>			
	Yes 9.3%	Consider 21.2%	No 69.5%
<u>Know High Risk Person</u>			
	Yes 10.4%	Consider 27.3%	No 62.3%
<u>Don't Know High Risk Person</u>			
	Yes 9.4%	Consider 15.4%	No 75.2%
<u>Unsure If You Know a High Risk Person</u>			
	Yes 3.6%	Consider 19.3%	No 77.1%

Additional Analysis: What is remarkable in the age breakdown is just how similar the answers seem to be on this question over the age groups. 18-29 has the highest variance in 'Yes' rate but makes up for it in the 'Consider' rate. Overall age doesn't determine anything significant in this question.

Knowing Someone With Covid Complications does | outrank those who do not know someone, but the variance is closer here than in other questions.

The High Risk subset has the biggest takeaway on this question with the substantially less consideration for both those who don't know a high risk person and those who are unsure. Don't Know is a much larger sample size than Unsure and so that is the big takeaway, that you are 12% less likely to consider this if you don't know someone in the high risk category.

Question #20

Is there anything else you would like to share on this topic?

Analysis: This is the open-ended question at the end of the survey. We have not dug into and categorized these comments, but from a cursory glance we have the following information to share now:

- There were 1377 entries to the this question 46.9% of all respondents left some comment
- At a glance it appears about 250 entries are some version of “open Maine now” “thank you for the survey” or “nope no other comments”- meaning there are approximately 1,100 to go through
- Some response are ‘colorful’ in their language which is not unexpected for an anonymous survey
- In terms of who sent comments, from the total of 1377 comments (including the 250 referred to earlier), the following counties had over 50% of their respondents leave some kind of comment: Know, Oxford, Hancock, Androscoggin and Lincoln.
- The only age group to have over 50% submit a comment was the 50-59 age group.

The hope is to get through the open-ended responses for this question and Q15 and add any additional valuable information in a future release. If the comments lead to more support of information already expressed within the survey, or if the information in the open-ended questions isn’t constructive or actionable then we will have no future release.

That’s it. I hope this was helpful

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