



The
ROCKEFELLER
FOUNDATION

A woman and a young girl are shown in a clinical setting, both wearing face masks. The woman is wearing a red and white striped shirt and a light blue surgical mask. The girl is wearing a yellow dress over a white lace-trimmed shirt and a white mask with colorful polka dots. They are sitting together, and the woman is holding the girl. In the background, a doctor in a white coat and blue mask is partially visible, looking towards them. The overall scene is brightly lit and has a clean, clinical feel.

MESSAGE HANDBOOK

Covid-19 Testing and Tracing

SEPTEMBER 2020

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About this Handbook

This Handbook, and the message research and development presented in it, were produced by Hattaway Communications. It is intended for public health professionals, communicators, advocates or anyone else who needs to motivate the public to participate in testing and tracing.

To that end, this Handbook includes insights on audience motivations and concerns, tested messages, communication do's and don'ts, and recommendations for translating public health jargon into memorable, motivating language.

The messages included here have been tested with a nationally representative sample of U.S. adults, and can certainly be used verbatim if you so choose. But we anticipate that messengers will need to tailor these messages to different media, opportunities, and audiences. To facilitate adoption, we have analyzed the most motivating aspects of each message and translated them into best practices to use in your communications.

How to Use this Handbook

This Handbook includes a variety of research-based insights and tools you can use to communicate more effectively about testing and tracing. They include:

Audience Insights that explain why people are motivated to adopt some Covid-19 related behaviors but hesitant to adopt others.

A Message Formula that articulates three key ideas that motivate people to participate in testing and tracing.

Tested Messages that show you how to apply each idea to testing and tracing.

Do's and Don'ts for leveraging these motivating ideas in your communications—and avoiding common mistakes.

Tips for Cutting Through the Jargon and replacing technical wording with memorable, motivating language.

Ideas for Countering Misinformation when it arises, and **Reinforcing New Norms** over time.

Methodology

The message recommendations in this Handbook were developed based on a research process that included:

Research Review. We reviewed previous research on public health communications, as well as recent research specific to Covid-19, to unearth actionable insights and potentially motivating messages. We also identified lessons from social psychology and cognitive science that inform how to communicate with clarity and motivational power.

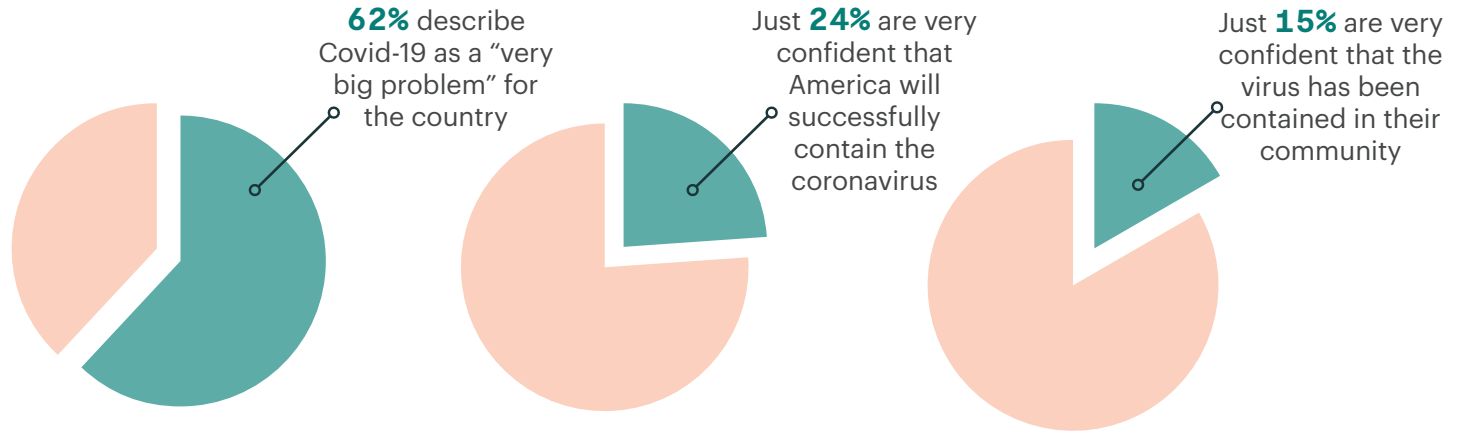
Expert Interviews. To complement findings from published research, we conducted in-depth conversations with public health experts and communications professionals who have experience with testing and tracing campaigns, including with Covid-19. These conversations focused on success stories, lessons learned, and insights for communicating with different target audiences.

Message Testing Survey. Messages were tested in a nationally representative survey of 1,680 U.S. adults. The survey also included oversamples of frontline workers, immigrants, African-Americans and Latinos, in order to ensure a representative sample of each. The survey was fielded August 4-11, 2020 online.

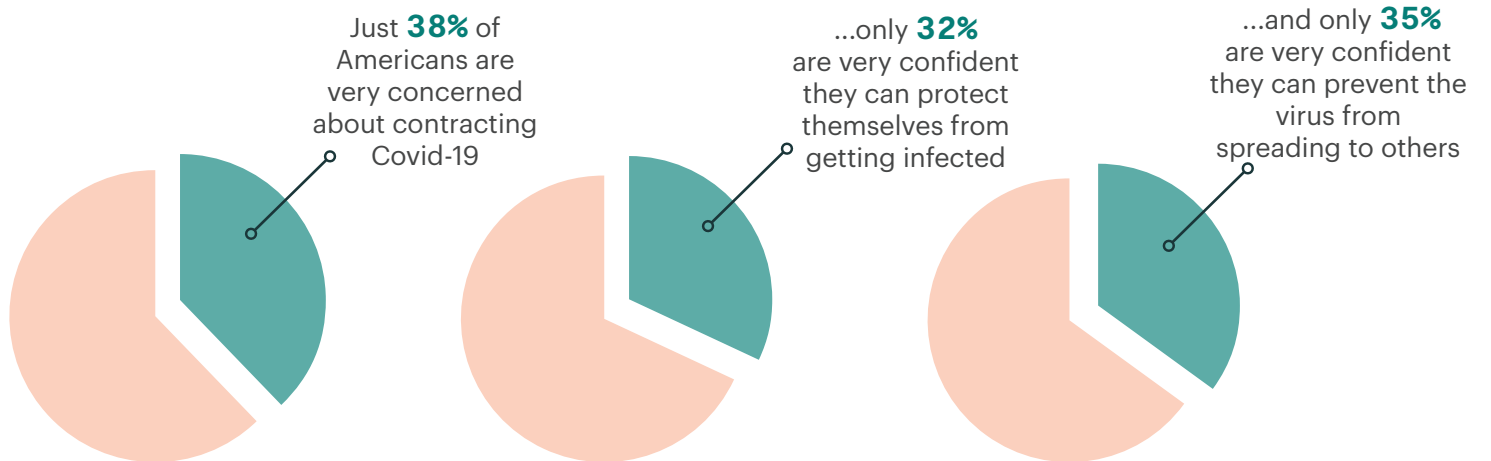


NATIONAL URGENCY, BUT PERSONAL AMBIVALENCE.

Covid-19 remains an urgent problem that hits close to home. Americans consider the pandemic a daunting challenge for the country—and one that continues to threaten their communities.



Nevertheless, Americans are ambivalent about the personal dangers. They’re not sure if they’re at risk, but they’re not sure how to protect themselves either.



Despite this ambivalence, a majority of U.S. adults are eager to take actions to reduce the spread of the coronavirus, including handwashing, staying distant from other people, staying home, wearing a mask, and participating in testing and tracing.

% OF AMERICANS “VERY WILLING” TO TAKE EACH ACTION:



80% WASH
HANDS



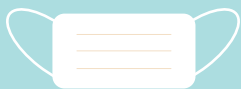
65% STAY AT
HOME AS MUCH
AS POSSIBLE



75% STAY
6 FT APART



58% GET
TESTED FOR
COVID-19



74% WEAR
A MASK



51% TALK TO A
PUBLIC HEALTH
OFFICIAL FOR
CONTACT TRACING

“Covid-19 fatigue” is real, and communication is a powerful tool in helping people feel united and committed to an ambitious, common goal.

Taken together, these insights suggest that a critical role for communication is to recognize and support the efforts of the millions who are taking personal action to help end the pandemic. We need to remind people they are not alone, reinforce the importance of doing what they are doing, and demonstrate how their actions have helped to protect individuals, families, first responders, and communities.

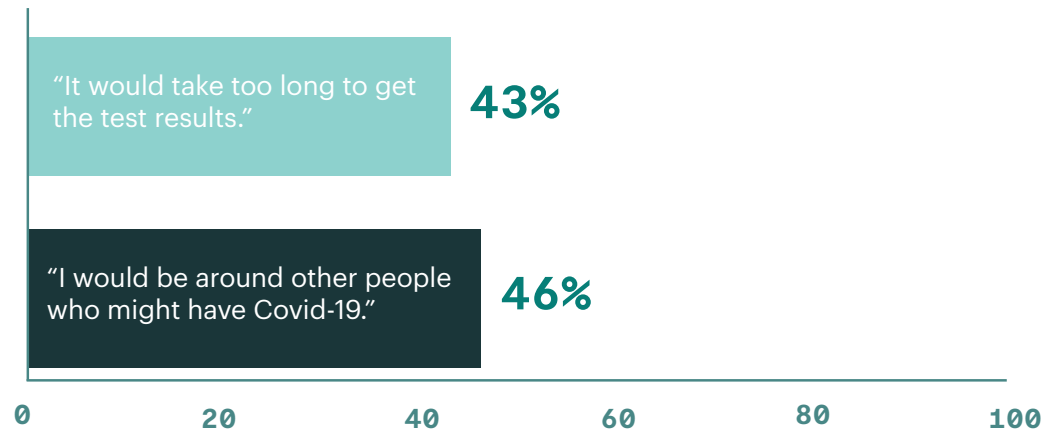
As noted above, most Americans are doing the right things to help end the pandemic. But there are significant differences in enthusiasm for these actions. People are more motivated to take actions that provide a sense of agency and immediate impact—washing their hands, socially distancing, and wearing a mask. They are less motivated to get tested or participate in contact tracing.

SEARCHING FOR AGENCY

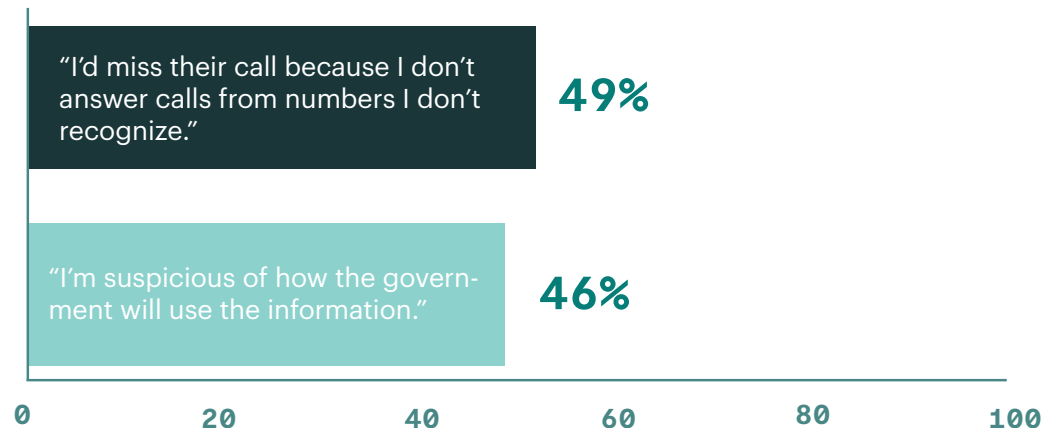
Americans' biggest concerns about testing and tracing reveal how these actions can undermine feelings of agency and immediate impact: Testing can make people feel unsafe, since they'd be around other sick people. Tracing can undermine agency as it takes people's information and data out of their hands.

Testing and tracing need to be reframed to highlight the same qualities that make handwashing and mask-wearing more inviting. The most motivating messages we tested, explained on the following pages, use language that highlights the agency, immediacy, and protection provided by testing and tracing.

TOP CONCERNS ABOUT TESTING



TOP CONCERNS ABOUT CONTACT TRACING



RAPID SCREENING TESTS ALIGN WITH AUDIENCE MOTIVATIONS

The messages included in this Handbook can be used in support of any type of Covid-19 testing. However, data suggests that rapid screening tests may hold particular appeal. In our next phase of research, we will be testing messages specifically about rapid screening tests, and will update our guidance as new insights become available.

Rapid screening tests address biggest barriers. Rapid screening tests that could be conducted at school, work, or even at home, would avoid triggering people's biggest concerns: that they'd have to be around other sick people, and that results would take too long. While it will be important to clearly communicate the sensitivity and specificity of these tests, accuracy is currently a less significant concern for people than speed and safety.

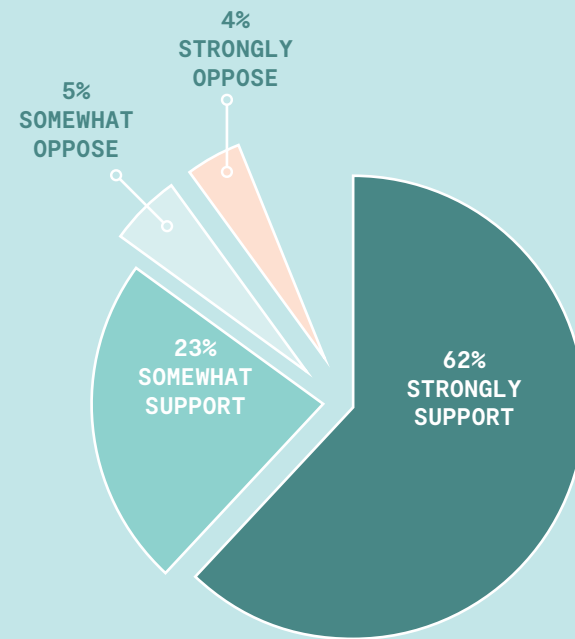
Speed is a key motivator. A majority of adults (59%) would be much more likely to get a test if the results were available within minutes. Speed was especially motivating for older adults: 67% of adults ages 65 and older say they would be much more likely to get a test if the results were available within minutes, while 45% of people ages 18-24 say the same.

Vision for screening tests garners overwhelming support. When presented with a short description of what a rapid screening test system might look like, more than 8 in 10 adults support it—including 62% who strongly support it, 63% of parents, 66% of students, and 72% of adults ages 65 and older. Support was consistent among people with and without children, and unemployed as well as currently employed people.

STRONG SUPPORT FOR RAPID SCREENING TESTS

“Public health experts have suggested that schools and employers should test all students or employees. Test results would be available within minutes, and would create an early warning system that outbreaks are happening. This would help public health experts respond rapidly before the outbreak spreads.”

“Would you support or oppose this kind of testing?”



MESSAGE FORMULA

The most motivating testing and tracing messages give the audience an opportunity to:



DO YOUR PART: Use social proof—the evidence of others taking the same action—to build momentum. This can create both a sense of responsibility and agency: If others are doing it, I can and should do it myself.

Testing Message: Millions of people are doing their part and getting tested. If you think you've been exposed to the virus, do your part and get a test as soon as you can.

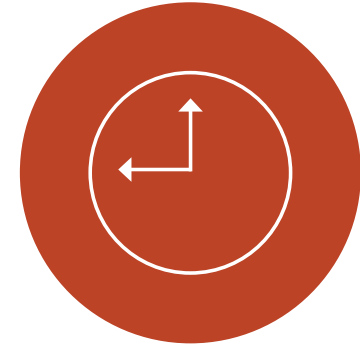
Tracing Message: Think of your closest friends and family. If they thought you could be at risk for Covid-19, they'd take action. You can do the same for them.



DO IT FOR THEM: Put people in the picture, and emphasize how testing and tracing protect those you love, respect or empathize with.

Testing Message: Getting a test is the best way to protect your family, friends and loved ones. Otherwise, you might give them the virus without knowing it.

Tracing Message: Doctors, nurses and health care workers are putting their lives at risk to care for people who need it. They need our help. Contact tracing stops more people from getting sick, so hospitals don't get crowded, doctors and nurses can stay safe, and every patient gets the attention they need.



BEFORE IT'S TOO LATE: Describe what's to be gained by acting—and what's to be lost if we don't—to create a sense of urgency.

Testing Message: Many people don't know they have Covid-19 until they get very sick. Getting a test is the best way to protect yourself and get the care you need.

Tracing Message: If you test positive, there is a short window of time to pinpoint who else might have the virus before they could lose their health and their job. If you identify who you were in contact with, you can stop the virus in its tracks.

On the following pages, we've included data and detailed guidance to help you craft language of your own.



DO YOUR PART: TESTED MESSAGES

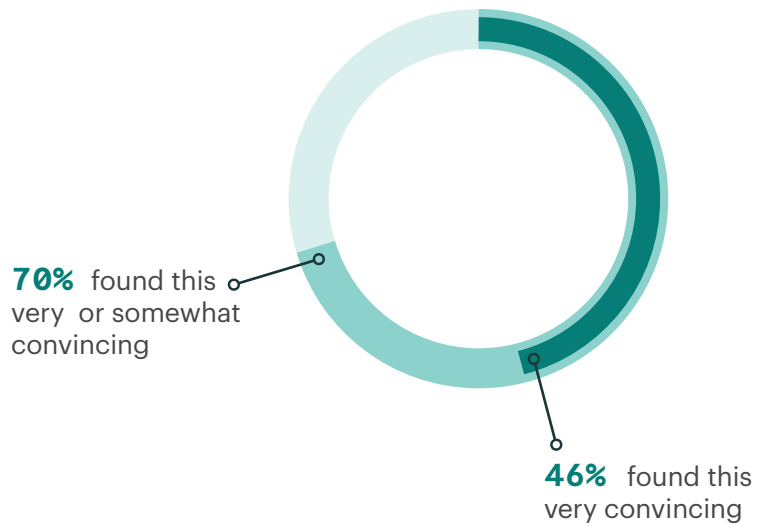
When people believe others are making unhealthy choices, it undermines their own desire to continue healthy behaviors, according to social norms theory. Demonstrating the healthy social norm—that most people are doing their part—is a powerful motivator for individual behavior.

Use social proof—the evidence of others taking the same action—to reinforce the norm and build momentum. This can create both a sense of responsibility and agency: *If others are doing it, I can and should do it myself.*

MOTIVATING MESSAGES:

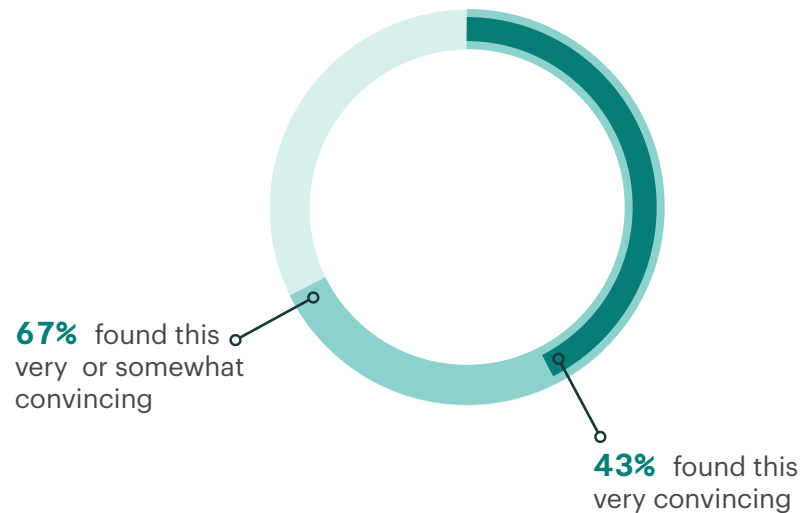
TESTING:

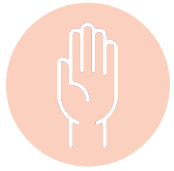
Millions of people are doing their part and getting tested. If you think you've been exposed to the virus, do your part and get a test as soon as you can.



TRACING:

Think of your closest friends and family. If they thought you could be at risk for Covid-19, they'd take action. You can do the same for them.





DO YOUR PART: DO'S AND DON'TS

Use social proof—the evidence of others taking the same action—to reinforce the norm and build momentum. This can create both a sense of responsibility and agency: *If others are doing it, I can and should do it myself.*

	BY SAYING THIS...	INSTEAD OF THIS...
<p>Create a sense of responsibility—not shame. Rather than shaming people who aren't taking action, give them a positive aspiration to fulfill: their responsibility to others.</p>	<p><i>“Think of your closest friends and family—they’d take action.”</i></p>	<p><i>“If you don’t participate, you’re putting lives at risk.”</i></p>
<p>Build confidence in success—instead of reinforcing concerns. Pointing to the actions of others can reassure people about their fears, rather than trying to talk them out of them.</p>	<p><i>“Millions of people are doing their part.”</i></p>	<p><i>“The tests aren’t as uncomfortable as you think.”</i></p>
<p>Describe actions people can take—not systems to become a part of. Active verbs give the audience a sense of agency, and are easier to understand.</p>	<p><i>“Trace your steps to see who’s at risk.”</i></p>	<p><i>“Participate in the contact tracing process.”</i></p>

BRING IT TO LIFE: Highlight stories of people who had doubts about getting a test or talking to a contact tracer but found the actions easier than they feared. Witnessing the transformation in others can make people confident enough to take the first step.

Demonstrate the commonality of these behaviors by placing messages in shared spaces and channels used for daily social communication, such as shopping areas and neighborhood apps (e.g., Nextdoor). Tailoring messages to highlight local pride and successes can reinforce the sense of the community working together to solve this problem.



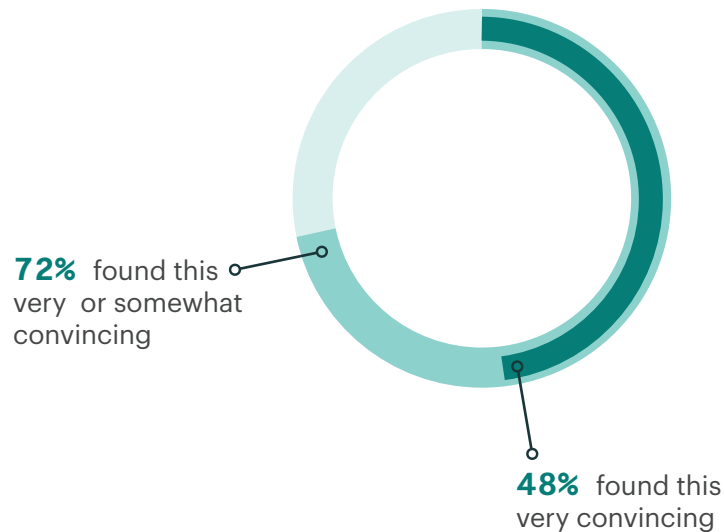
DO IT FOR THEM: TESTED MESSAGES

Put people in the picture, and emphasize how testing and tracing protect those you love, respect, or empathize with.

MOTIVATING MESSAGES:

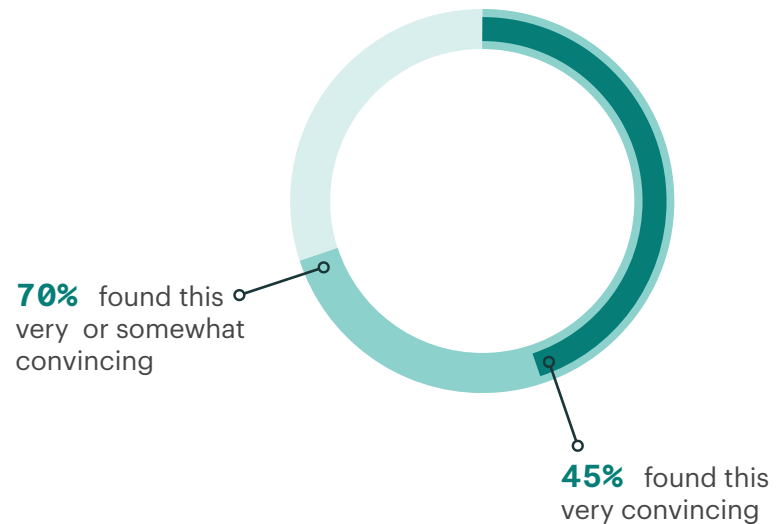
TESTING:

Getting a test is the best way to protect your family, friends and loved ones. Otherwise, you might give them the virus without knowing it.



TRACING:

Doctors, nurses and health care workers are putting their lives at risk to care for people who need it. They need our help. Contact tracing stops more people from getting sick, so hospitals don't get crowded, doctors and nurses can stay safe, and every patient gets the attention they need.





DO IT FOR THEM: DO'S AND DON'TS

Put people in the picture, and emphasize how testing and tracing protect those you love, respect, or empathize with.

	BY SAYING THIS...	INSTEAD OF THIS...
<p>Evoke images of the people you're helping—not the experience you're afraid of. We're more likely to remember and ascribe importance to something if we can visualize it. Use words that focus your audience's attention on the people they love, rather than dwelling on the process they fear.</p>	<p><i>"Protect your friends, family and loved ones."</i></p>	<p><i>"Make an appointment at your nearest testing center."</i></p>
<p>Use personal attributes or actions to build empathy. We empathize with others more when we see them as individuals with qualities we admire, rather than part of an abstract group.</p>	<p><i>"Doctors and nurses are putting their lives at risk ... and need our help."</i></p>	<p><i>"The health care worker population is more vulnerable to exposure."</i></p>

BRING IT TO LIFE: Use images that highlight people protected by testing and tracing. For example, show photographs and testimonials of the friends, family, partners, or co-workers who were grateful to be alerted by a contact tracer.

Tell stories of people who've been tested and traced successfully to model how everyday people made this part of their personal efforts to help.



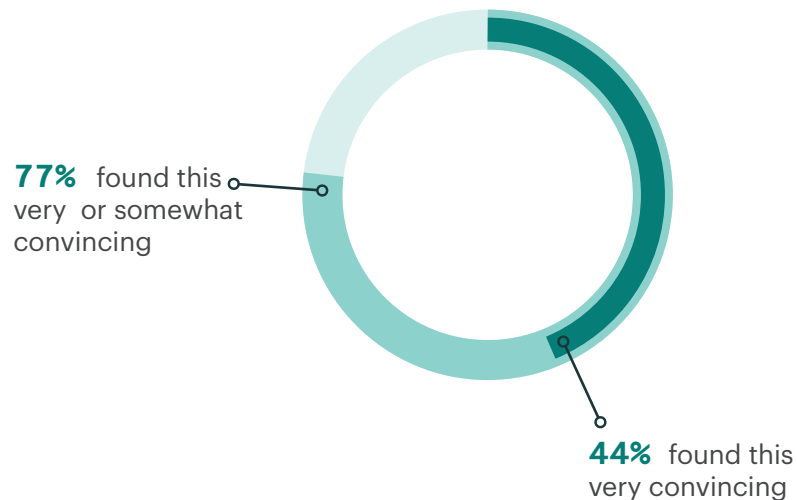
BEFORE IT'S TOO LATE: TESTED MESSAGES

Describe what's to be gained by acting—and what's to be lost if we don't—to create a sense of urgency.

MOTIVATING MESSAGES:

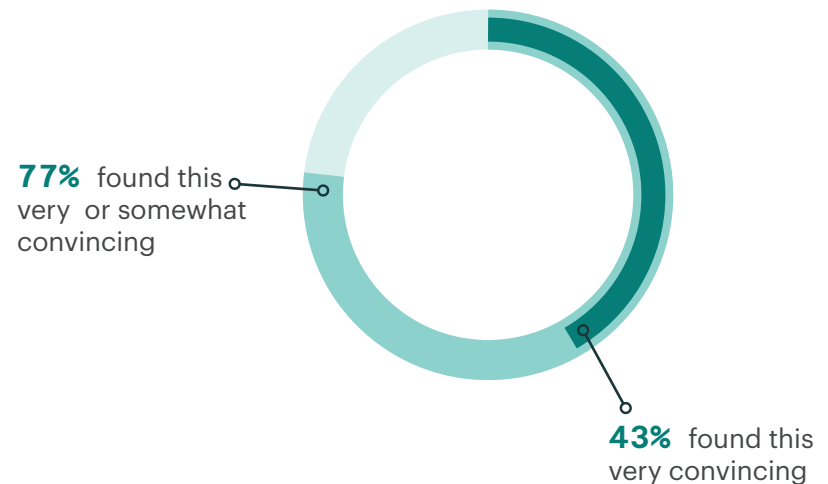
TESTING:

Many people don't know they have Covid-19 until they get very sick. Getting a test is the best way to protect yourself and get the care you need.



TRACING:

If you test positive, there is a short window of time to pinpoint who else might have the virus before they could lose their health and their jobs. If you identify who you were in contact with, you can stop the virus in its tracks.





BEFORE IT'S TOO LATE: DO'S AND DON'TS

Describe what's to be gained by acting—and what's to be lost if we don't—to create a sense of urgency.

	BY SAYING THIS...	INSTEAD OF THIS...
<p>Pair loss with gain to make the moment seem unique. People may delay pursuing a benefit—but they'll act quickly to avoid a loss. When we describe both situations, people feel more urgency to act.</p>	<p><i>“There is a short window of time to pinpoint who else might have the virus before they could lose their health and their job.”</i></p>	<p><i>“It’s important we identify others you’ve come into contact with.”</i></p>
<p>Make an immediate action seem worthwhile—not just simple and easy. Understanding the impact they can have will make people feel empowered. Overemphasizing how “easy” it is might make it seem irrelevant.</p>	<p><i>“You could stop hundreds from getting sick by identifying just a handful of people you’ve seen.”</i></p>	<p><i>“You probably haven’t been in contact with that many people. Making a quick list of your contacts is no big deal.”</i></p>

BRING IT TO LIFE: Use infographics to show the different courses a virus would take through a community if everyone who tested positive made a list of their contacts within a day—compared to a week. Highlight success stories where outbreaks were quickly identified, and where testing and tracing limited their spread.

CUTTING THROUGH THE JARGON

In a public health crisis, one of the biggest challenges for experts is to avoid using technical jargon. Jargon is the specialized language people use within a particular group. It allows for quick communication of complex ideas among those who speak the language. But too often, messengers forget to translate jargon when they're talking to non-experts. When this happens, jargon no longer enables efficient communication—it prevents it.



INSIGHT FROM BRAIN SCIENCE: “Fluency theory” says that the more easily people understand information, the more likely they are to trust it. The converse is also true: Complexity reduces our ability to think and makes us less likely to understand and believe the information in front of us. When a person hears an unfamiliar word, their brain scans verbal memory for clues to its meaning. As their attention turns to this, they do not hear what is being said next—and can miss the whole point.

Difficult To Process: “We have a significantly **disproportionate burden of co-morbidities** in the United States—obesity, hypertension, diabetes— these are demonstrated facts that do make us at **risk for any type of disease burden.**”

Fluent to Process: “Americans were **struggling with other health conditions** before Covid-19 came along. That means the virus will **affect their health—and our communities**—more than it otherwise would.”



CHECKLIST FOR CLEAR LANGUAGE

The tips below can help you start translating technical jargon into memorable, motivating language. To demonstrate these lessons in action, we've shown a sample translation for each. For a full list of tested messages that use these principles, see the appendix.

These criteria are based on research suggesting the most powerful language will:

- 1 Create emotional reactions
- 2 Sound familiar and easy to understand
- 3 Evoke visual images in the mind
- 4 Be easy to retain and repeat (use word-of-mouth)

To put these lessons into practice, try to use:

ACTIVE VERBS. It is easier for us to understand a sentence if it's describing what someone is doing, rather than describing what something is.

"Contact tracing is vital" → **"Trace your steps and make a list"**

FAMILIAR PHRASES. Our minds ascribe importance and believability to words and phrases we've heard before.

"Interrupt transmission" → **"Stop the virus in its tracks"**

VIVID WORDS. Most of our informational processing is visual. If words evoke images of people, places, and things, we're more likely to remember them.

"Aerosol transmission" → **"Breathing and talking"**

REPEATABLE SAYINGS. Try to use phrases that you think your audience would be comfortable using themselves so they repeat your message to their colleagues, peers, and families.

"Incubation period" → **"Before symptoms show up"**





Don't Fan The Flames.

It's tempting to correct every piece of misinformation you see. But this leads to a distracting debate that gives purveyors of misinformation a chance to grow their audience. Elevating misinformation can also demotivate the vast majority of Americans who are doing the right thing: they may start to think they are fighting a losing battle. While you should avoid unnecessary arguments on social media, you should correct misinformation when it arises in conversation. Once you've done so, pivot to a positive message so that your audience doesn't feel defensive.



Make The Truth Intuitive.

Misinformation is tempting because it feels “intuitive”—we can understand the argument instantly. Our brains prefer to use this mental process, called intuition, because it requires little if any effort. This saves us the energy required to think through complex information. When correcting misinformation, strive to make the truth as intuitive as possible. Use the jargon tips in this Handbook—especially about using familiar language that people are more likely to believe—so that the truth starts to sound as familiar as the falsehood.

“Don't worry: when you're wearing a mask, oxygen still gets in and out just like before.”

“Think of the app as an automatic group text that could save your friends' lives.”



Use Data Selectively To Surprise People—And Get Their Attention.

When responding to misinformation, the first step is to capture your audience's attention. Surprise is an evolutionary instinct that focuses our attention on what's in front of us. Use this to your advantage by leading with one fact or statistic that will surprise your audience and grab their attention—then pivot to correcting misinformation. To make data easier to process, translate raw numbers (500,000) or percentages (25%) into proportions (“1 in 4 Americans”) that are easier to visualize.

“In some states, 6 out of 10 new cases are young people.”



Describe Agency In Action.

Misinformation often gives our brain something it craves: someone to blame. Identifying who is doing what (agency) helps us interpret situations. As Nobel prize-winning psychologist Daniel Kahneman writes in *Thinking Fast and Slow*, “The mind...appears to have a special aptitude for the construction and interpretation of stories about active agents, who have personalities, habits, and abilities.” Though it’s hard to ascribe blame or credit to a single person, using active agents when you correct misinformation can make the truth easier for people to process.

“The tests don’t hurt. The nurse just gives your nostril a quick swab and then you’re done.”



Release Information Quickly But Transparently.

As the CDC states, “As soon as lifesaving information is confirmed, it should be released.” Paradoxically, delaying the release of information to pinpoint every detail can breed suspicion—while releasing the information and acknowledging what is still uncertain can build trust. Update the information as necessary for accuracy, and to show the audience that you are monitoring the situation.

REINFORCING NEW NORMS

We are asking everyone in America to take ongoing, repetitive actions that do not offer immediate personal benefits. It is hard for people to stay motivated when they are not rewarded for doing so—or even criticized instead.

Consistent communication in multiple channels that people are likely to see on a daily basis can build familiarity with new actions, relieve anxiety or uncertainty, and create new social norms for testing and tracing.

Recognize positive behavior. As we've seen from our data, most people are doing the right thing and intend to keep doing so. Look for ways to acknowledge and appreciate them for this. For example, there have been many shows of appreciation for health care workers. You might turn this around with stories of health care workers showing appreciation for those who got tested or traced their contacts.

Use non-traditional messengers to complement—not compete with—trusted experts. The survey revealed that doctors, public health experts and scientists are by far the most trusted messengers for Covid-19 information. They should continue to be front and center in communications. However, other messengers who are trusted in the community—teachers, media personalities, sports figures, and business owners—can draw attention to the message and share success stories. They can highlight their experience getting tested, or what they discovered by keeping track of their contacts for a week.

Routinize updates. Many localities have daily health briefings, but consider using social media channels for regular updates that people can track and return to. Something as simple as “testing Tuesdays” with aggregated updates on testing site locations and availability, and any changes since the previous week, provide simple cues and reminders that people can rely on.

APPENDIX A: TESTED & RECOMMENDED MESSAGES (CONTACT TRACING)

Please rate each statement on a scale from 1 to 5, where 1 means it's NOT A CONVINCING REASON to participate in contact tracing, and 5 means it's a VERY CONVINCING REASON to participate in contact tracing.	% rating 5	% rating either 4 or 5 (combined)
Doctors, nurses and health care workers are putting their lives at risk to care for people who need it. They need our help. Contact tracing stops more people from getting sick, so hospitals don't get crowded, doctors and nurses can stay safe, and every patient gets the attention they need.	45%	70%
Think of your closest friends and family. If they thought you might be at risk for Covid-19, they'd take action. You can do the same for them.	43%	67%
If you test positive, there is a short window of time to pinpoint who else might have the virus before they could lose their health and their jobs. If you identify who you were in contact with, you can stop the virus in its tracks.	43%	66%
You could stop hundreds of other people from getting the virus by identifying just a handful of people you've been in contact with.	42%	67%
Contact tracing is a quick and easy way to find out if you've been exposed so you can protect yourself and your family.	42%	66%
Instead of waiting for people to get sick, we need to stop people from catching Covid-19 in the first place. The purpose of contact tracing is to stop the spread of the disease, so fewer people get it to begin with.	42%	67%

Highly motivating messages

CONTINUED: SECOND-TIER MESSAGES

<p>Please rate each statement on a scale from 1 to 5, where 1 means it's NOT A CONVINCING REASON to participate in contact tracing, and 5 means it's a VERY CONVINCING REASON to participate in contact tracing.</p>	<p>% rating 5</p>	<p>% rating either 4 or 5 (combined)</p>
<p>Contact tracing is your chance to help solve the Covid-19 puzzle. By tracing your steps and naming the people you came in contact with, you can help the experts figure out where the virus has been and where it's going.</p>	<p>41%</p>	<p>64%</p>
<p>Contact tracing has proven effective in beating other diseases like Ebola. If just half of Americans participate in contact tracing, we can virtually eliminate the virus.</p>	<p>39%</p>	<p>64%</p>
<p>Many people feel helpless during this pandemic. Contact tracing is something you can do to help stop the virus before it infects more people.</p>	<p>38%</p>	<p>62%</p>
<p>If we want to open our communities—and keep them open—we have to keep the virus in check. Contact tracing is the only way to control the virus so life can get back to normal.</p>	<p>37%</p>	<p>62%</p>
<p>Contact tracers are public health experts in your community who are working around the clock to find and help people who have been exposed to the virus. They'll listen to you talk about where you've been and who you're worried about, and then take action to keep your family and friends safe.</p>	<p>36%</p>	<p>60%</p>
<p>Let's be honest—during the pandemic, you probably haven't been in close contact with that many people. Making a quick, short list of your contacts would be easy.</p>	<p>35%</p>	<p>58%</p>

APPENDIX A: TESTED & RECOMMENDED MESSAGES (TESTING) →

Please rate each statement on a scale from 1 to 5, where 1 means it's NOT A CONVINCING REASON to participate in contact tracing, and 5 means it's a VERY CONVINCING REASON to participate in contact tracing.	% rating 5	% rating either 4 or 5 (combined)
Getting a test is the best way to protect your family, friends and loved ones. Otherwise, you might give them the virus without knowing it.	48%	72%
Millions of people are doing their part and getting tested. If you think you've been exposed to the virus, do your part and get a test as soon as you can.	46%	70%
Many people don't know they have Covid-19 until they get very sick. Getting a test is the best way to protect yourself and get the care you need.	44%	67%
If America is going to conquer this, we have to do it together. That means getting a test, so you can help to stop the spread of the virus.	43%	67%
The sooner we all do our part, the sooner we can get this whole thing over with. Getting a test is one way you can help get life back to normal.	42%	67%
Covid-19 affects all of us, and we all have a duty to help fight it. Be a responsible friend and neighbor— and get a test to help make America healthy again.	42%	66%
Covid-19 is complicated, but getting tested is easy. Just find a testing location, let a doctor or nurse give you a quick and painless nose swab, and look for a message with your results.	38%	64%

Highly motivating messages

APPENDIX B: AUDIENCE-SPECIFIC FINDINGS

We found broad consistency in Americans’ attitudes toward the pandemic and their motivations and barriers to testing and tracing. However, there were some groups who consistently responded more favorably than the general population—and some who consistently responded less favorably.

It’s important to note, however, that these differences do not extend to messages. We found that the most motivating messages for the overall population were also the most motivating for the distinct audiences noted below.

% of each group	Overall	Strong Democrats	Strong Republicans	Age 65+	Age 18-24	African Americans	Latinos
Says Covid-19 is a very big problem	62%	85%	49%	68%	63%	73%	70%
Very likely to be tested	61%	74%	57%	72%	52%	61%	62%
Very likely to contact trace	53%	67%	49%	64%	46%	49%	47%

HIGHLY MOTIVATED AUDIENCES:

Highly motivated audiences generally responded more positively to the messages about testing and tracing, and were often at least 10 to 15 percentage points more likely to say each message was “very convincing” than Americans overall. Other important differences in audiences’ awareness and attitudes are below.

Strong Democrats are less confident that America will successfully contain the virus and are more willing to take actions to slow the spread, such as wearing a mask (86% vs. 74% overall) and staying six feet away from others (84% vs. 75% overall).

People over 65 years of age expressed near-universal willingness to wear a mask (87%), wash their hands (89%), stay six feet away from others (87%), and were far less likely to have major concerns about testing and tracing. They responded more positively than any group to messages about testing and tracing.

People with graduate degrees were more confident that Covid-19 had been successfully contained in their

community (26% vs. 15% overall)—but were more concerned than the general population about contracting the virus themselves (47% versus 38% overall). They were also more likely to have heard a great deal about testing and tracing—and to see them as important

Hispanic and Latino populations were more likely to know someone who has been diagnosed with Covid-19 (49% vs. 40% overall), and were more concerned about contracting Covid-19 themselves (50% versus 38% overall). They’re also significantly more likely to download a smartphone app that traced their steps, with 37% indicating they would, compared to just 28% of all respondents.

LESS MOTIVATED AUDIENCES:

Strong Republicans were far more confident that Covid-19 had been successfully contained in their community (34% vs. 15% overall), and that America will successfully contain the virus (47% vs. 24% overall). Despite being more likely to have been personally diagnosed with Covid-19, they were more confident in their ability to protect themselves from contracting it (46% vs. 33%), or spreading it to others (46% vs. 35%). They were also less willing to take actions to slow the spread of the virus, such as wearing a mask (60% vs. 74% overall), and staying six feet away from others (66% vs. 75% overall), and were more concerned that a Covid-19 test would hurt (26% vs. 17% overall), or that they would have to stand near potentially sick people (30% vs. 24% overall).

Younger Americans lagged behind the broader population in their willingness to take action to control the spread of Covid-19. For example, 51% of Americans ages 18–24 said they would be very willing to stay home as much as possible, compared to 65% overall, and 58% were very willing to stay six feet away from other people, compared to 75% overall.