

Tennessee Pulse Survey

Howard H. Baker Jr. Center for Public Policy | October 2020

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BACKGROUND

- Partnership between the **Governor Bill Lee's Economic Recovery Group**, **The Howard H. Baker Jr. Center for Public Policy**, and **Social Work Office of Research and Public Service** at the University of Tennessee, Knoxville.
- **Statewide web-based survey** of **+1,000 Tennesseans** each wave enabling statistically valid segmentation by age, race, gender and region (89 county grouping and 6 county metro grouping).
- **Six survey waves** have been completed and are available on the Center's [CORE-19](#) website as well as a time-series comparison. Data collection for Wave 7 was just completed and will be posted to the website once the information has been processed.
- Provides data on **Tennessean's attitudes toward re-opening of the economy to help guide public policy.**

KEY FINDINGS

- A majority of Tennesseans are **extremely or very concerned** about the **spread of COVID-19**, **only 9% are less concerned than 2 weeks ago.**
- Tennesseans are **most concerned about the health of their family** over their own health, employment, or paying bills.
- **Most report taking steps** to protect themselves, including **staying at home when ill (82%)** and **wearing masks (85%)**, with **88% reporting that masks work.**
- Reports of **mask wearing** during various activities **has increased over the last few months.**
- Tennesseans **want businesses to take steps** to protect customers and employees from the spread of the virus, with more than **70% expressing concern that easing restrictions will lead to an increase in caseloads.**
- About **half are most concerned about the economy** and about half are **most concerned about the health impact of COVID-19.**
- Attitudes have **largely been stable over time**, but there is **evidence of declining optimism since the summer** (*Looking ahead, two weeks from now...*), potentially driven by rising caseloads.

**STEPS THAT AN
OVERWHELMING
MAJORITY OF
TENNESSEANS
REPORT TAKING TO
PREVENT THE
SPREAD OF THE
VIRUS:**

**WEARING MASKS OR FACE
COVERINGS IN PUBLIC (85%)**

**STAYING HOME IF FEELING
ILL (82%)**

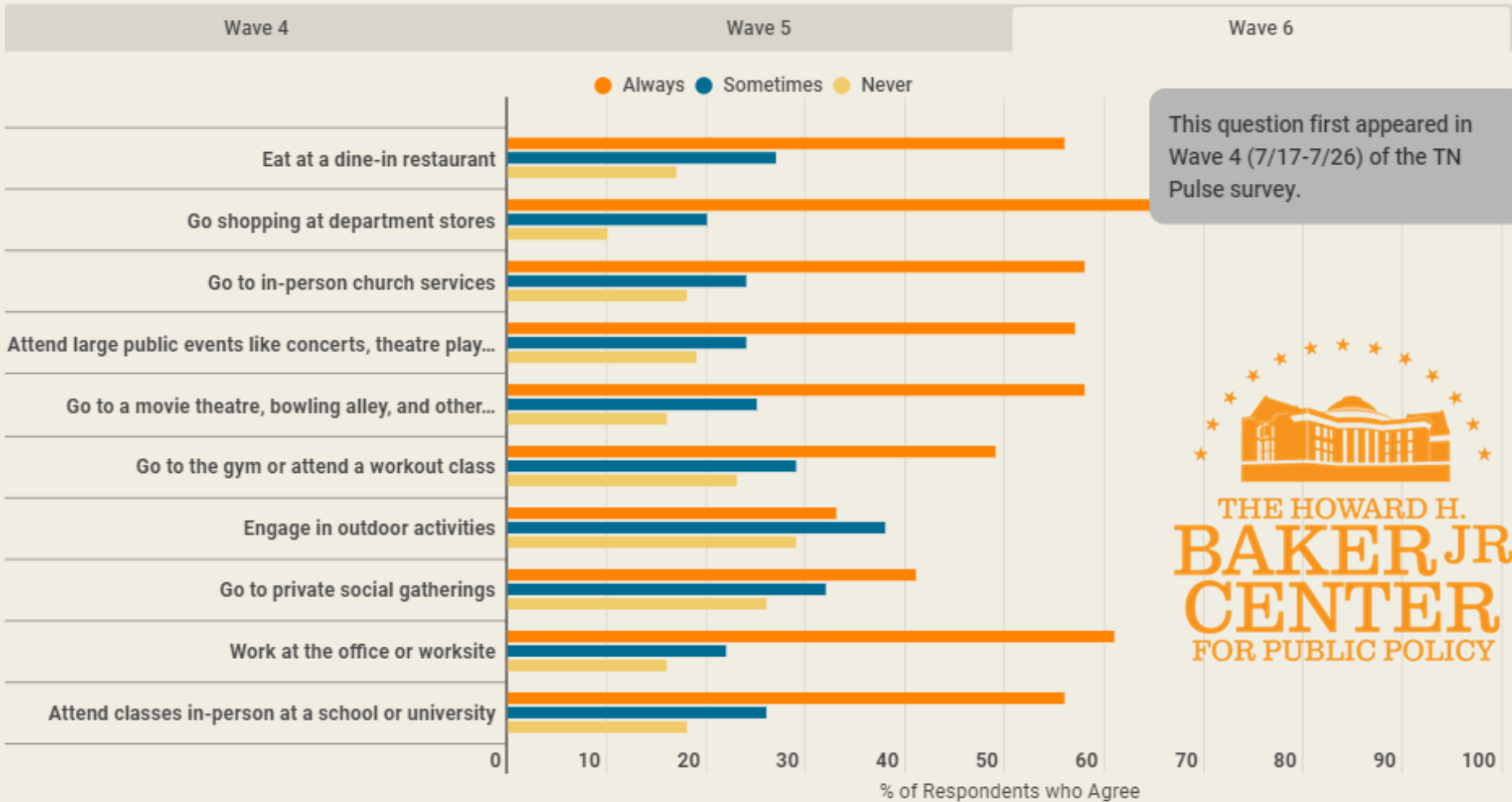
**PRACTICING SOCIAL
DISTANCING IN PUBLIC
(77%)**

**WASHING OR SANITIZING
HANDS IN PUBLIC (76%)**

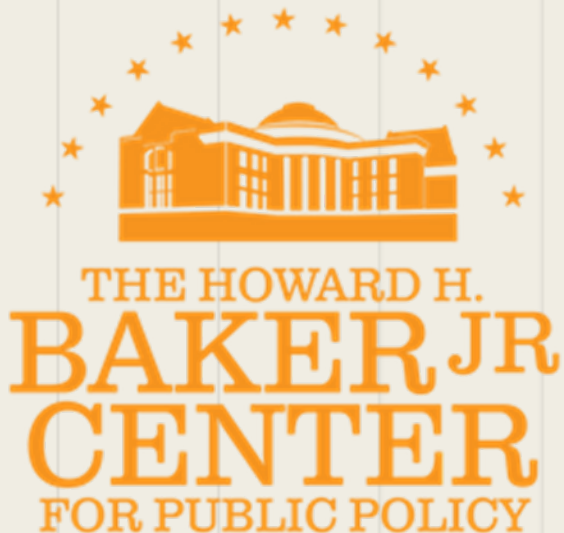
STEPS THAT MORE THAN HALF OF CONSUMERS WANT BUSINESSES AND EMPLOYEES TO TAKE:

- Require employees to wear face coverings..... (69%)
- Provide wipes and/or sanitizer..... (68%)
- Screen employees for symptoms (63%)
- Frequently clean workplace (62%)
- Enforce social distancing (62%)
- Limit number of patrons..... (56%)
- Install plastic barriers..... (51%)
- Allow remote work when possible..... (52%)

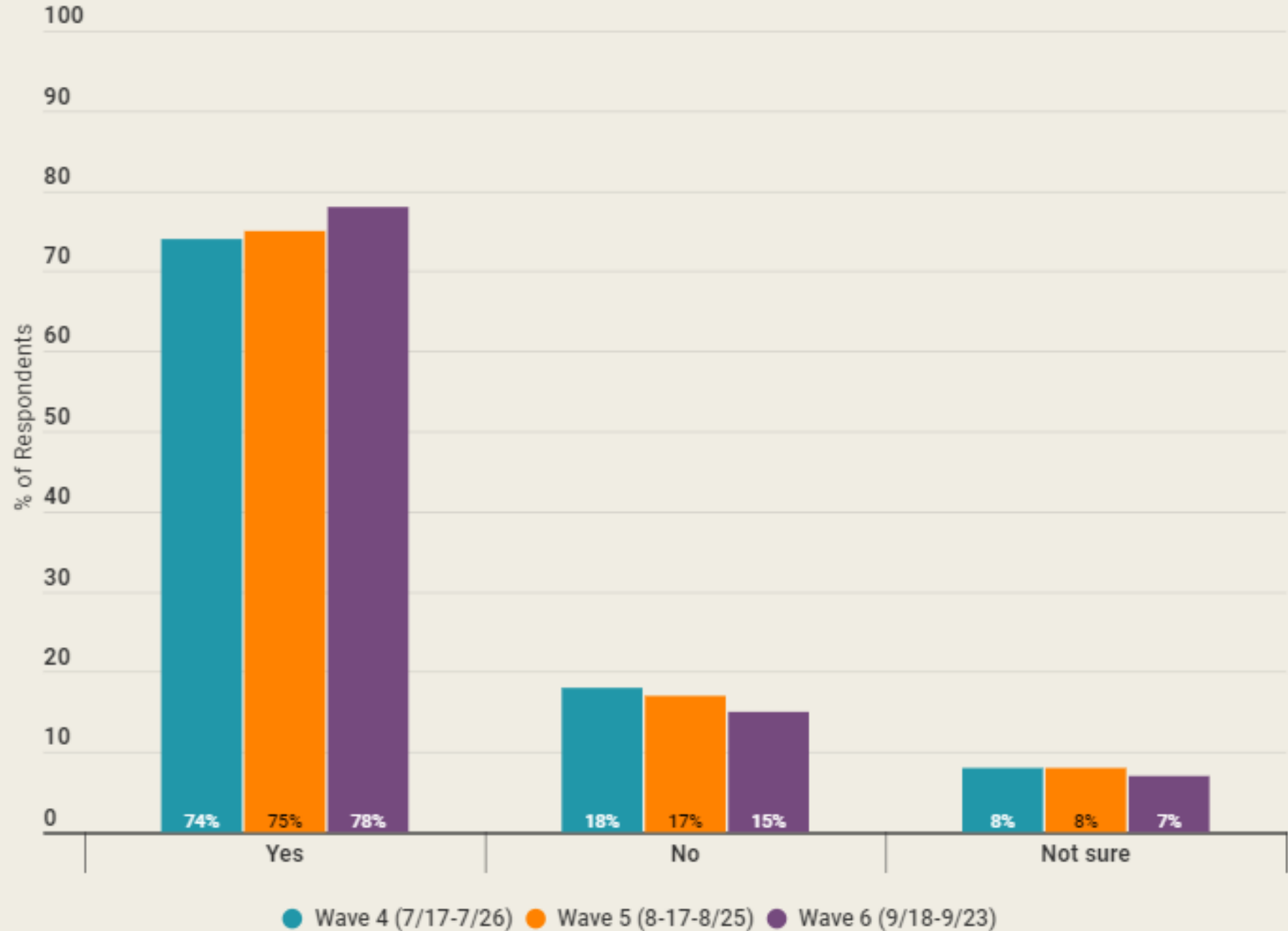
Q21-32: How often do you wear a mask when doing each of the activities below?



This question first appeared in Wave 4 (7/17-7/26) of the TN Pulse survey.

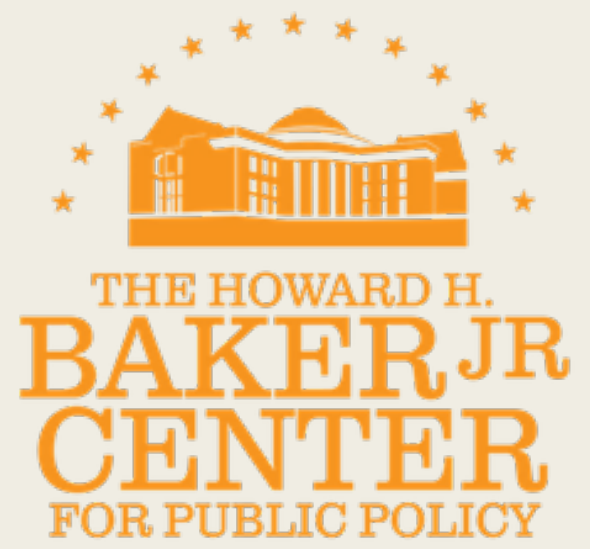


Q38c: Are you supportive of a mask requirement in your local community?



Are you supportive of a mask requirement in your local community?

- 1. Yes
- 2. No
- 3. Not sure



This question first appeared in Wave 4 (7/17-7/26) of the TN Pulse survey.

ACROSS ACTIVITIES,

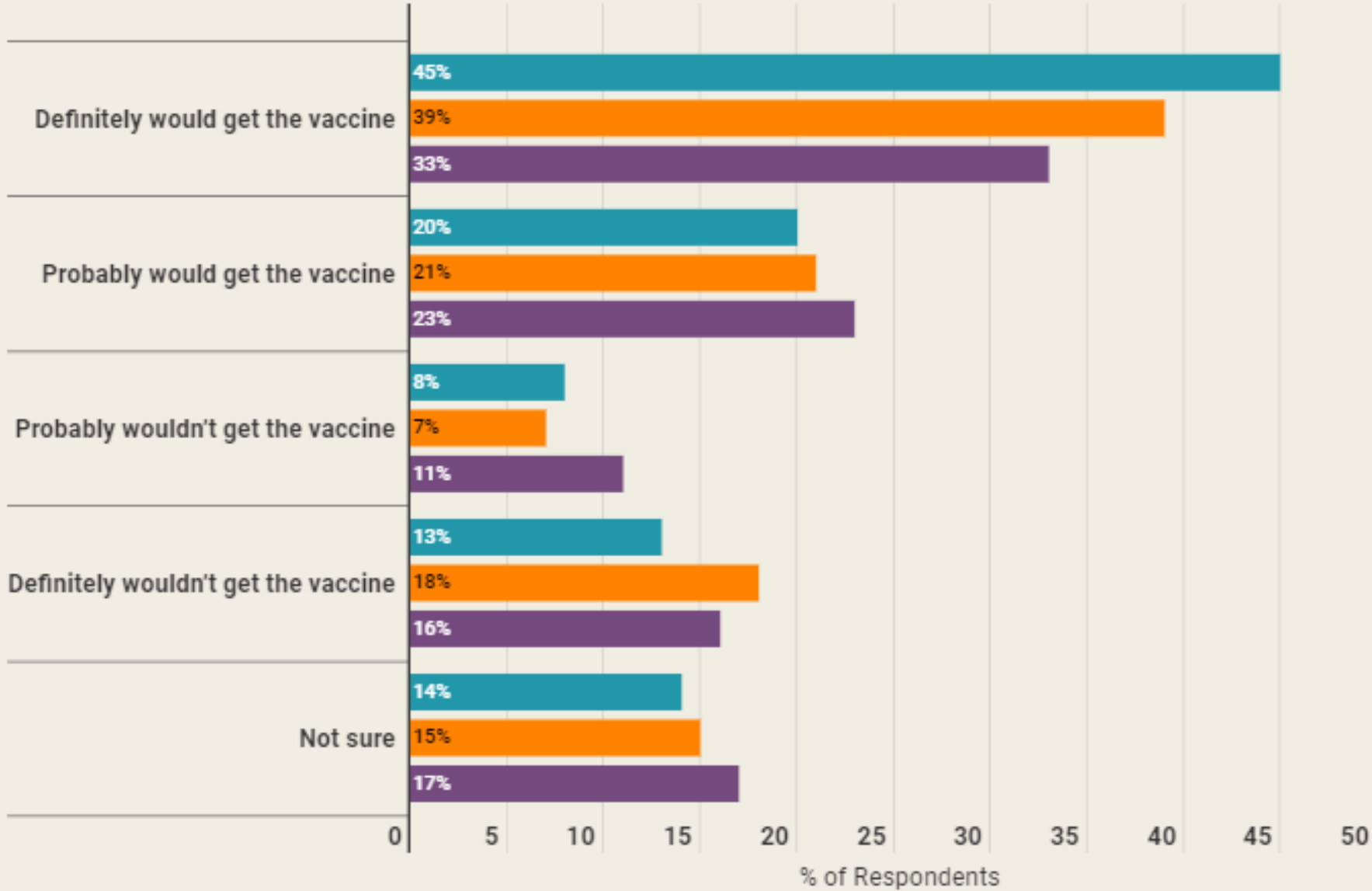
1 IN 5

**TENNESSEANS REPORT THEY WILL
NOT BE READY TO RE-ENGAGE UNTIL**

CASE LOADS ARE

STEADILY GOING DOWN.

Q38e: If a vaccine that protected you from the coronavirus was available for free, would you...?



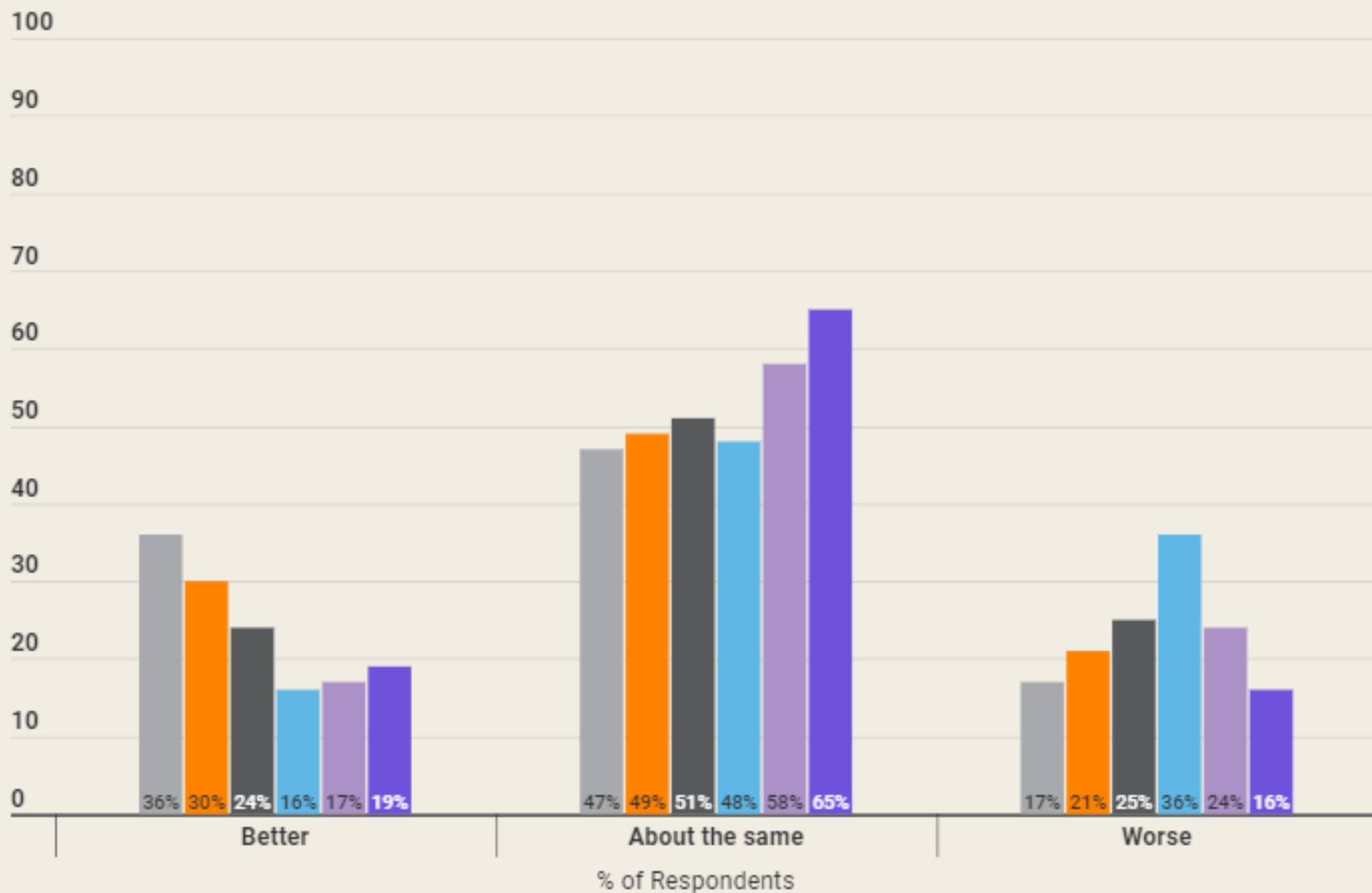
● Wave 4 (7/17-7/26) ● Wave 5 (8-17-8/25) ● Wave 6 (9/18-9/23)

If a vaccine that protected you from the coronavirus was available for free, would you...?

1. Definitely would get the vaccine
2. Probably would get the vaccine
3. Probably wouldn't get the vaccine
4. Definitely wouldn't get the vaccine
5. Not sure

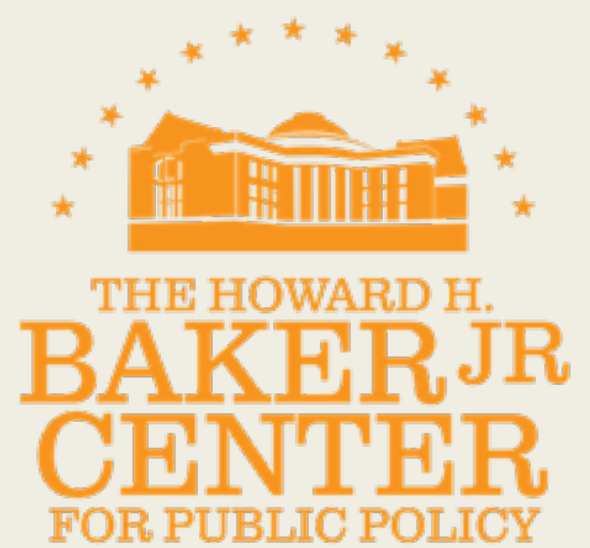
This question first appeared in Wave 4 (7/17-7/26) of the TN Pulse survey.

Q39: Looking ahead, two weeks from now the situation will be:



Looking ahead, two weeks from now the situation will be:

1. Better.
2. About the same.
3. Worse.



● Wave 1 (5/18-5/24) ● Wave 2 (6/1-6/7) ● Wave 3 (6/15-6/21) ● Wave 4 (7/17-7/26) ● Wave 5 (8-17-8/25)
● Wave 6 (9/18-9/23)



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