CORONAVIRUS RESEARCH:

Attitudes and Awareness

This study, conducted by SoapBoxSample, is intended to measure the US public’s understanding, awareness and perception of the Coronavirus. By discovering where knowledge gaps exist, we hope to help minimize unintentional spread of COVID-19. Our results showed that there is a lack of understanding among US residents in certain key areas.

**Incubation**

1 in 3 people (32%) believe the incubation period of Coronavirus is only 14 hours (*it is 14 days).*

**Mortality Rate**

1 in 3 people (33%) believe that Coronavirus is less deadly than the flu (in reality, Coronavirus has a **higher mortality rate** than the flu).*

**Contracting Coronavirus**

General knowledge of ways to contract Coronavirus is high, but there is still misinformation/confusion.

- **Unintentional Contact** with an infected person: 89%
- **Touching Eyes or Mouth** after touching something infected: 89%
- **Social Contact** with an infected person: 83%
- **Close or Sexual Contact** with an infected person: 64%

Half (53%) of respondents at least somewhat agree that the government and CDC will get coronavirus under control.

*According to preliminary data from the CDC.