

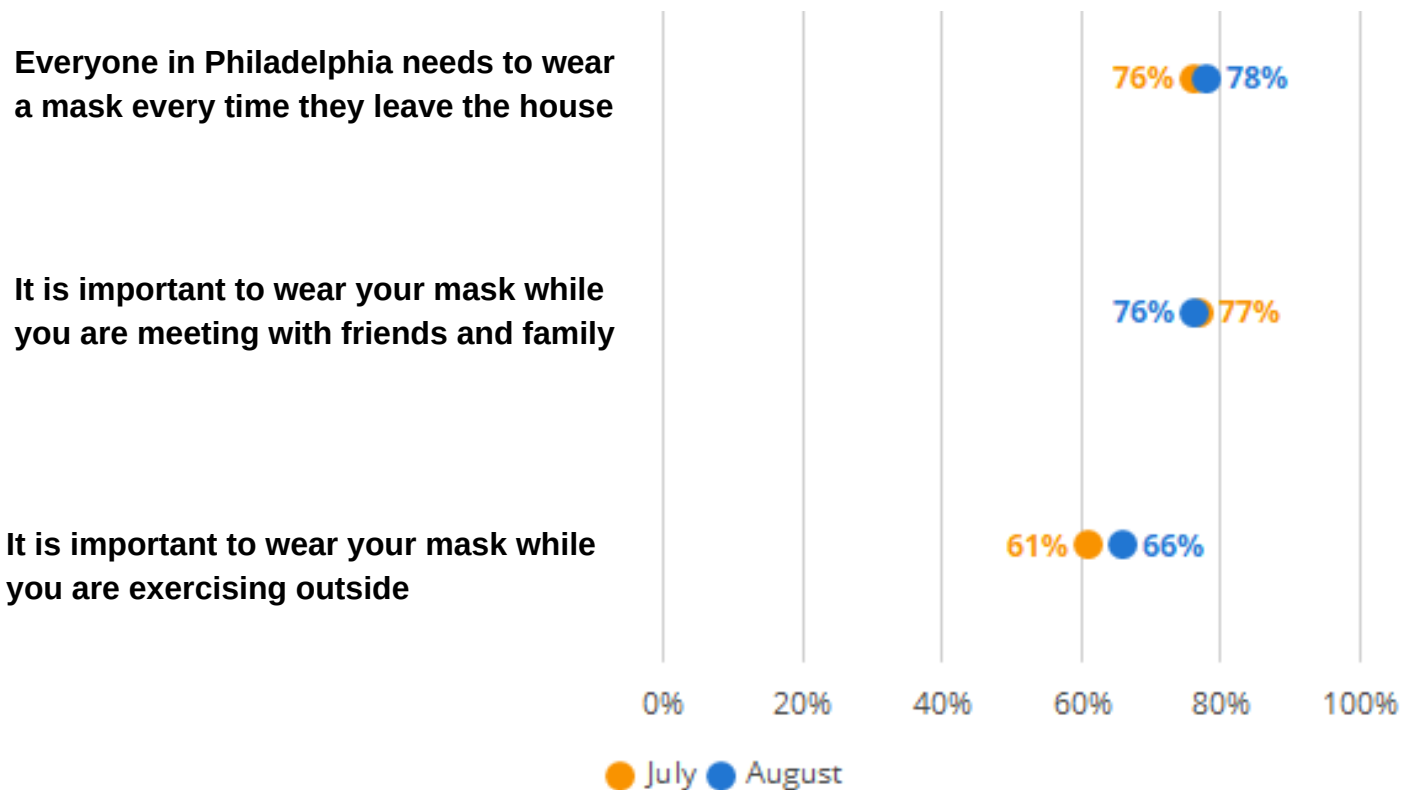
Mask-Wearing Survey Fact Sheet



The City of Philadelphia partnered with the polling firm Civiqs to conduct two surveys, about seven weeks apart, to understand Philadelphia residents' perceptions of mask-wearing and any potential changes in attitude as the pandemic continued over the course of the summer. Findings of this survey confirmed other findings that mask wearing is high in Philadelphia, and the Mayor used these survey results to communicate to the public about the importance of mask-wearing.

Key findings

The vast majority of Philadelphians consistently agree on the importance of wearing a mask to reduce the spread of COVID-19.



Margins of error (at 95% confidence level): July $\pm 6.7\%$, August $\pm 6.3\%$

The full set of survey questions and responses is available upon request.

Notable insights

- Throughout the pandemic, Black and Hispanic communities have been more likely to experience the negative impacts of COVID-19. Black Philadelphians were even more likely than average to believe in the importance of wearing a mask, with **84 percent in July** and **90 percent in August** believing that it is important for everyone to wear a mask every time they leave the house. The percentage of Hispanic residents agreeing declined from **84 percent in July** to **70 percent in August**.
- When asked to choose the word that best describes how they feel when they see someone on the street wearing a mask, Philadelphians' top choice was “thankful or grateful.” In both **July** and **August**, nearly three quarters (72 percent) of residents chose this word.
- When asked to choose the word that best describes how they feel when they see someone else on the street not wearing a mask, the top word Philadelphians chose was “annoyed,” and the percentage of people selecting this word grew from **25 percent in July** to **33 percent in August**).
- The top three reasons people say they wear a mask are, in order, “It protects people around me” (**25 percent in July**, **27 percent in August**), “It protects my family and loved ones” (**18 percent in July**, **19 percent in August**), and “It protects me” (**16 percent in July**, **13 percent in August**).

Methodology

The two surveys were conducted online among members of a research panel managed by the polling firm Civiqs. Survey questions were designed by GovLabPHL and the Philadelphia Department of Public Health. Sampled individuals were emailed by Civiqs and responded using a personalized link to the survey. The results are representative of the population of adults in Philadelphia, weighted by age, race, gender, and education. The July 2nd-6th survey collected data from 615 adult Philadelphia residents and has a margin of error of ± 6.7 percent at the 95 percent confidence level. The August 25th-30th survey collected data from 664 adult Philadelphia residents and has a margin of error of ± 6.3 percent at the 95 percent confidence level.

Research partners

[Civiqs Polling](#)

[City of Philadelphia Department of Public Health](#)

[GovLabPHL](#)

