

YouGov Realtime

Mask as Fashion

US_nat Sample: 11th - 12th May 2020



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

KYM_Q1. How often, if at all, have you typically worn a face mask in public since the start of the Coronavirus (COVID-19) outbreak (e.e., since early March 2020)?

Unweighted base	1266	577	689	338	377	551	218	228	499	321	835	157	186	88	465
Base: All US Adults	1266	616	650	359	371	536	225	266	476	298	831	150	198	87	511
All of the time	36%	32%	41%	33%	34%	41%	49%	27%	34%	39%	32%	51%	44%	38%	39%
Most of the time	25%	26%	25%	24%	28%	25%	28%	26%	23%	26%	27%	14%	25%	27%	19%
Some of the time	19%	19%	18%	20%	18%	19%	13%	19%	21%	18%	20%	18%	14%	17%	18%
Never	13%	16%	10%	12%	15%	12%	3%	21%	13%	13%	15%	7%	10%	11%	14%
Not applicable - I haven't gone out in public since the start of the COVID-19 outbreak	7%	7%	6%	12%	5%	4%	7%	7%	8%	4%	6%	10%	7%	7%	10%
Net: Top 2	62%	58%	66%	57%	62%	65%	77%	52%	58%	65%	59%	65%	69%	65%	59%
Net: Bottom 2	32%	35%	28%	31%	33%	31%	16%	41%	34%	31%	35%	25%	24%	28%	32%

To what extent, if at all, would you consider wearing each of the following types of non-medical face masks? Please select one option in each COLUMN.

Q3_1. A plain cloth mask

Unweighted base	1028	448	580	261	302	465	199	167	399	263	667	130	159	72	359
Base: US Adults who have worn face masks in public during COVID-19	1019	472	547	275	295	448	203	191	378	247	659	123	165	72	390
I would definitely wear this	64%	58%	68%	53%	66%	68%	69%	63%	64%	58%	67%	52%	57%	65%	61%
I would probably wear this	17%	19%	16%	17%	16%	18%	15%	18%	17%	19%	18%	21%	15%	11%	17%
I would probably not wear this	8%	11%	5%	10%	9%	5%	6%	7%	7%	10%	7%	8%	10%	7%	7%
I would definitely not wear this	6%	5%	7%	10%	4%	5%	3%	6%	7%	8%	4%	12%	9%	13%	6%
Don't know	5%	7%	4%	9%	4%	4%	6%	6%	5%	5%	4%	7%	9%	4%	8%
Net: Would	81%	77%	84%	71%	82%	86%	85%	81%	81%	77%	85%	74%	71%	77%	78%
Net: Would not	14%	16%	12%	20%	13%	10%	9%	13%	14%	18%	10%	20%	19%	20%	14%

Q3_2. A mask with your favorite sports team's logo

Unweighted base	1028	448	580	261	302	465	199	167	399	263	667	130	159	72	359
Base: US Adults who have worn face masks in public during COVID-19	1019	472	547	275	295	448	203	191	378	247	659	123	165	72	390
I would definitely wear this	27%	31%	23%	27%	31%	25%	30%	25%	31%	20%	24%	33%	33%	27%	32%
I would probably wear this	18%	23%	13%	19%	18%	16%	15%	22%	16%	19%	17%	16%	21%	16%	17%
I would probably not wear this	17%	14%	19%	17%	14%	18%	11%	19%	17%	18%	19%	13%	10%	17%	14%
I would definitely not wear this	28%	22%	32%	26%	27%	29%	31%	20%	27%	32%	29%	26%	25%	27%	22%
Don't know	11%	9%	13%	12%	11%	11%	12%	14%	9%	11%	11%	11%	11%	13%	16%
Net: Would	45%	55%	36%	46%	49%	41%	45%	47%	47%	39%	41%	49%	54%	43%	49%
Net: Would not	44%	36%	51%	43%	41%	47%	43%	40%	44%	50%	47%	40%	35%	44%	35%

Q3_3. A mask with a pattern (plaid, chevron, houndstooth, etc.)

Unweighted base	1028	448	580	261	302	465	199	167	399	263	667	130	159	72	359
Base: US Adults who have worn face masks in public during COVID-19	1019	472	547	275	295	448	203	191	378	247	659	123	165	72	390
I would definitely wear this	35%	28%	41%	33%	44%	31%	32%	41%	35%	33%	36%	32%	36%	34%	29%
I would probably wear this	27%	30%	25%	30%	25%	27%	27%	25%	30%	25%	29%	26%	22%	29%	26%
I would probably not wear this	14%	16%	11%	15%	11%	15%	14%	14%	12%	16%	14%	14%	15%	15%	14%
I would definitely not wear this	14%	15%	14%	14%	12%	16%	17%	11%	14%	15%	13%	19%	18%	13%	17%
Don't know	10%	10%	9%	7%	8%	12%	10%	10%	9%	10%	9%	12%	10%	9%	14%
Net: Would	62%	58%	66%	63%	69%	57%	59%	65%	65%	59%	64%	58%	58%	63%	55%
Net: Would not	28%	32%	25%	29%	23%	31%	31%	25%	26%	31%	27%	30%	32%	28%	31%

Q3_4. A mask with a humorous message or image

Unweighted base	1028	448	580	261	302	465	199	167	399	263	667	130	159	72	359
Base: US Adults who have worn face masks in public during COVID-19	1019	472	547	275	295	448	203	191	378	247	659	123	165	72	390
I would definitely wear this	27%	27%	26%	19%	35%	26%	26%	30%	27%	25%	27%	27%	30%	14%	27%
I would probably wear this	24%	22%	25%	26%	21%	24%	19%	24%	26%	24%	24%	26%	22%	22%	24%

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Total	Education			Marital Status										
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say

KYM_Q1. How often, if at all, have you typically worn a face mask in public since the start of the Coronavirus (COVID-19) outbreak (e.e., since early March 2020)?

Unweighted base	1266	419	247	135	618	15	72	40	745	301	118	54	16	5	27
Base: All US Adults	1266	393	231	132	613	15	71	39	737	313	116	50	16	5	28
All of the time	36%	34%	32%	40%	37%	51%	21%	28%	35%	33%	45%	47%	43%	18%	40%
Most of the time	25%	27%	33%	30%	28%	14%	30%	25%	27%	24%	21%	23%	34%	-	13%
Some of the time	19%	19%	19%	20%	18%	11%	23%	32%	19%	21%	19%	17%	5%	-	8%
Never	13%	15%	13%	4%	14%	23%	17%	5%	14%	11%	10%	11%	17%	37%	13%
Not applicable - I haven't gone out in public since the start of the COVID-19 outbreak	7%	5%	3%	6%	4%	-	10%	10%	4%	11%	5%	2%	-	46%	25%
Net: Top 2	62%	61%	65%	70%	65%	65%	50%	53%	63%	57%	66%	70%	77%	18%	53%
Net: Bottom 2	32%	34%	32%	24%	32%	35%	40%	37%	33%	32%	29%	28%	23%	37%	22%

To what extent, if at all, would you consider wearing each of the following types of non-medical face masks? Please select one option in each COLUMN.

Q3_1. A plain cloth mask

Unweighted base	1028	337	210	122	509	11	54	34	608	242	100	47	13	1	17
Base: US Adults who have worn face masks in public during COVID-19	1019	315	195	119	504	12	52	33	601	244	99	44	14	1	17
I would definitely wear this	64%	63%	63%	74%	63%	57%	64%	69%	63%	64%	69%	67%	72%	100%	39%
I would probably wear this	17%	18%	21%	11%	20%	-	17%	18%	19%	15%	11%	15%	15%	-	22%
I would probably not wear this	8%	7%	9%	7%	8%	34%	12%	5%	8%	5%	10%	2%	6%	-	11%
I would definitely not wear this	6%	7%	5%	5%	6%	8%	4%	5%	6%	7%	5%	4%	7%	-	6%
Don't know	5%	5%	3%	3%	4%	-	4%	3%	3%	9%	5%	11%	-	-	23%
Net: Would	81%	81%	84%	85%	83%	57%	81%	87%	82%	79%	80%	83%	87%	100%	60%
Net: Would not	14%	14%	13%	12%	14%	43%	16%	10%	14%	13%	15%	6%	13%	-	16%

Q3_2. A mask with your favorite sports team's logo

Unweighted base	1028	337	210	122	509	11	54	34	608	242	100	47	13	1	17
Base: US Adults who have worn face masks in public during COVID-19	1019	315	195	119	504	12	52	33	601	244	99	44	14	1	17
I would definitely wear this	27%	26%	18%	28%	27%	26%	27%	22%	27%	27%	26%	23%	43%	-	31%
I would probably wear this	18%	14%	21%	21%	20%	8%	17%	19%	19%	15%	9%	14%	14%	-	-
I would probably not wear this	17%	19%	18%	17%	16%	21%	26%	14%	17%	15%	13%	15%	15%	-	16%
I would definitely not wear this	28%	32%	33%	28%	27%	30%	25%	37%	27%	25%	31%	36%	28%	100%	35%
Don't know	11%	9%	9%	7%	10%	16%	8%	11%	10%	14%	10%	18%	-	-	17%
Net: Would	45%	40%	40%	49%	47%	33%	41%	39%	46%	46%	41%	32%	57%	-	31%
Net: Would not	44%	51%	52%	44%	43%	51%	51%	50%	44%	40%	50%	50%	43%	100%	52%

Q3_3. A mask with a pattern (plaid, chevron, houndstooth, etc.)

Unweighted base	1028	337	210	122	509	11	54	34	608	242	100	47	13	1	17
Base: US Adults who have worn face masks in public during COVID-19	1019	315	195	119	504	12	52	33	601	244	99	44	14	1	17
I would definitely wear this	35%	35%	41%	45%	35%	27%	40%	52%	36%	34%	33%	34%	45%	-	40%
I would probably wear this	27%	30%	24%	28%	29%	22%	25%	25%	28%	31%	19%	24%	14%	100%	6%
I would probably not wear this	14%	12%	15%	13%	13%	43%	14%	16%	14%	14%	15%	9%	8%	-	17%
I would definitely not wear this	14%	15%	12%	9%	14%	8%	11%	5%	13%	15%	22%	16%	27%	-	6%
Don't know	10%	7%	8%	5%	10%	-	10%	3%	9%	7%	12%	18%	6%	-	31%
Net: Would	62%	65%	65%	73%	64%	49%	65%	76%	64%	64%	51%	57%	59%	100%	47%
Net: Would not	28%	28%	27%	22%	27%	51%	25%	21%	27%	29%	36%	25%	35%	-	23%

Q3_4. A mask with a humorous message or image

Unweighted base	1028	337	210	122	509	11	54	34	608	242	100	47	13	1	17
Base: US Adults who have worn face masks in public during COVID-19	1019	315	195	119	504	12	52	33	601	244	99	44	14	1	17
I would definitely wear this	27%	28%	22%	29%	29%	37%	29%	19%	29%	22%	28%	23%	38%	-	17%
I would probably wear this	24%	22%	24%	28%	25%	31%	32%	19%	25%	24%	16%	23%	21%	100%	11%

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Total	Parent or guardian of any children					Income				Facebook	Twitter	LinkedIn	Google+	MySpace
	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say					

KYM_Q1. How often, if at all, have you typically worn a face mask in public since the start of the Coronavirus (COVID-19) outbreak (e.e., since early March 2020)?

Unweighted base	1266	308	443	703	506	56	415	368	292	191	993	477	361	156	68
Base: All US Adults	1266	303	436	691	515	57	421	363	287	194	991	472	354	153	70
All of the time	36%	35%	38%	37%	36%	29%	38%	33%	36%	39%	36%	38%	34%	40%	49%
Most of the time	25%	30%	26%	28%	24%	12%	19%	32%	30%	20%	27%	28%	29%	24%	30%
Some of the time	19%	19%	21%	20%	18%	16%	22%	17%	19%	14%	20%	20%	23%	17%	13%
Never	13%	12%	12%	12%	14%	19%	12%	15%	10%	16%	13%	9%	9%	12%	4%
Not applicable - I haven't gone out in public since the start of the COVID-19 outbreak	7%	3%	3%	3%	9%	24%	8%	4%	5%	10%	6%	5%	5%	9%	4%
Net: Top 2	62%	66%	64%	65%	60%	42%	57%	65%	66%	60%	62%	65%	63%	63%	79%
Net: Bottom 2	32%	31%	33%	32%	31%	35%	35%	31%	29%	30%	32%	29%	31%	28%	17%

To what extent, if at all, would you consider wearing each of the following types of non-medical face masks? Please select one option in each COLUMN.

Q3_1. A plain cloth mask

Unweighted base	1028	258	378	596	402	30	331	305	251	141	819	410	314	126	62
Base: US Adults who have worn face masks in public during COVID-19	1019	256	368	585	400	33	335	296	244	143	810	402	305	122	64
I would definitely wear this	64%	55%	65%	61%	68%	51%	60%	67%	66%	61%	64%	63%	65%	62%	48%
I would probably wear this	17%	16%	19%	18%	16%	19%	14%	19%	18%	21%	18%	18%	19%	17%	12%
I would probably not wear this	8%	13%	6%	9%	6%	7%	9%	7%	8%	4%	7%	6%	7%	8%	25%
I would definitely not wear this	6%	10%	5%	7%	4%	6%	9%	4%	6%	5%	6%	7%	5%	9%	11%
Don't know	5%	6%	4%	5%	5%	18%	8%	4%	2%	9%	5%	6%	4%	4%	5%
Net: Would	81%	71%	85%	79%	85%	70%	74%	85%	84%	82%	81%	84%	79%	79%	59%
Net: Would not	14%	23%	11%	16%	10%	13%	18%	10%	15%	9%	13%	14%	12%	16%	36%

Q3_2. A mask with your favorite sports team's logo

Unweighted base	1028	258	378	596	402	30	331	305	251	141	819	410	314	126	62
Base: US Adults who have worn face masks in public during COVID-19	1019	256	368	585	400	33	335	296	244	143	810	402	305	122	64
I would definitely wear this	27%	32%	25%	28%	25%	32%	28%	27%	23%	30%	28%	30%	29%	35%	25%
I would probably wear this	18%	19%	16%	17%	18%	20%	15%	21%	18%	17%	18%	17%	18%	14%	25%
I would probably not wear this	17%	17%	17%	17%	16%	6%	17%	15%	20%	14%	16%	15%	19%	17%	17%
I would definitely not wear this	28%	22%	30%	27%	29%	20%	26%	27%	32%	28%	27%	29%	24%	18%	19%
Don't know	11%	10%	12%	11%	11%	22%	15%	10%	7%	11%	12%	10%	9%	15%	14%
Net: Would	45%	52%	41%	45%	44%	52%	43%	48%	41%	47%	46%	47%	47%	50%	50%
Net: Would not	44%	39%	47%	44%	46%	26%	42%	42%	51%	42%	43%	43%	44%	35%	36%

Q3_3. A mask with a pattern (plaid, chevron, houndstooth, etc.)

Unweighted base	1028	258	378	596	402	30	331	305	251	141	819	410	314	126	62
Base: US Adults who have worn face masks in public during COVID-19	1019	256	368	585	400	33	335	296	244	143	810	402	305	122	64
I would definitely wear this	35%	40%	31%	35%	37%	13%	33%	42%	32%	30%	37%	40%	41%	37%	41%
I would probably wear this	27%	26%	29%	28%	27%	17%	23%	24%	34%	33%	27%	28%	29%	26%	17%
I would probably not wear this	14%	14%	14%	14%	12%	24%	13%	13%	15%	15%	14%	11%	13%	16%	10%
I would definitely not wear this	14%	11%	18%	15%	13%	15%	18%	12%	14%	10%	13%	13%	10%	12%	23%
Don't know	10%	8%	8%	8%	10%	29%	13%	9%	5%	11%	9%	8%	7%	10%	10%
Net: Would	62%	66%	60%	62%	65%	31%	56%	66%	66%	63%	64%	68%	70%	61%	58%
Net: Would not	28%	26%	32%	29%	25%	40%	31%	25%	29%	25%	27%	25%	22%	28%	33%

Q3_4. A mask with a humorous message or image

Unweighted base	1028	258	378	596	402	30	331	305	251	141	819	410	314	126	62
Base: US Adults who have worn face masks in public during COVID-19	1019	256	368	585	400	33	335	296	244	143	810	402	305	122	64
I would definitely wear this	27%	34%	31%	32%	20%	19%	27%	31%	23%	24%	28%	27%	28%	32%	35%
I would probably wear this	24%	23%	24%	24%	25%	15%	26%	24%	20%	25%	24%	25%	27%	24%	25%

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Total	Social networks membership												How often, if at all, have you t	
	Pinterest	Tumblr	Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	Other	Don't know	Not applicable I am not currently a member of any social	All of the time	Most of the time

KYM_Q1. How often, if at all, have you typically worn a face mask in public since the start of the Coronavirus (COVID-19) outbreak (e.e., since early March 2020)?

Unweighted base	1266	411	102	489	256	131	20	7	28	6	37	8	116	464	326
Base: All US Adults	1266	398	96	496	262	140	22	7	26	6	39	8	112	461	321
All of the time	36%	34%	40%	39%	38%	35%	61%	75%	37%	86%	36%	24%	32%	100%	-
Most of the time	25%	29%	29%	27%	25%	24%	15%	-	22%	-	20%	13%	21%	-	100%
Some of the time	19%	21%	18%	19%	18%	17%	16%	13%	11%	14%	33%	12%	14%	-	-
Never	13%	9%	4%	9%	10%	10%	4%	12%	22%	-	11%	11%	25%	-	-
Not applicable - I haven't gone out in public since the start of the COVID-19 outbreak	7%	7%	10%	5%	9%	13%	4%	-	7%	-	-	40%	8%	-	-
Net: Top 2	62%	63%	68%	66%	63%	60%	76%	75%	59%	86%	56%	37%	53%	100%	100%
Net: Bottom 2	32%	30%	22%	28%	28%	28%	20%	25%	34%	14%	44%	23%	39%	-	-

To what extent, if at all, would you consider wearing each of the following types of non-medical face masks? Please select one option in each COLUMN.

Q3_1. A plain cloth mask

Unweighted base	1028	343	91	420	211	105	18	6	19	6	32	4	80	464	326
Base: US Adults who have worn face masks in public during COVID-19	1019	334	83	424	212	108	20	6	18	6	34	4	75	461	321
I would definitely wear this	64%	67%	66%	62%	66%	66%	33%	31%	66%	31%	49%	76%	72%	71%	64%
I would probably wear this	17%	19%	17%	19%	16%	17%	23%	15%	24%	15%	37%	-	17%	12%	19%
I would probably not wear this	8%	6%	6%	8%	4%	8%	30%	-	5%	-	3%	-	2%	5%	9%
I would definitely not wear this	6%	5%	5%	6%	9%	4%	5%	-	5%	-	5%	-	5%	6%	5%
Don't know	5%	3%	6%	5%	6%	5%	10%	54%	-	54%	7%	24%	4%	5%	4%
Net: Would	81%	86%	83%	81%	81%	83%	56%	46%	90%	46%	86%	76%	89%	83%	83%
Net: Would not	14%	11%	11%	14%	13%	12%	34%	-	10%	-	8%	-	7%	12%	14%

Q3_2. A mask with your favorite sports team's logo

Unweighted base	1028	343	91	420	211	105	18	6	19	6	32	4	80	464	326
Base: US Adults who have worn face masks in public during COVID-19	1019	334	83	424	212	108	20	6	18	6	34	4	75	461	321
I would definitely wear this	27%	28%	24%	31%	30%	23%	10%	15%	8%	-	31%	-	22%	30%	25%
I would probably wear this	18%	15%	17%	18%	21%	24%	49%	30%	30%	31%	18%	49%	13%	17%	22%
I would probably not wear this	17%	18%	18%	14%	12%	13%	10%	40%	11%	40%	9%	24%	19%	15%	18%
I would definitely not wear this	28%	27%	31%	28%	26%	32%	8%	-	40%	-	32%	27%	34%	27%	26%
Don't know	11%	12%	9%	10%	10%	8%	23%	15%	10%	30%	11%	-	11%	12%	10%
Net: Would	45%	43%	41%	49%	52%	48%	59%	45%	39%	31%	49%	49%	35%	47%	46%
Net: Would not	44%	45%	50%	41%	38%	45%	18%	40%	51%	40%	41%	51%	53%	42%	44%

Q3_3. A mask with a pattern (plaid, chevron, houndstooth, etc.)

Unweighted base	1028	343	91	420	211	105	18	6	19	6	32	4	80	464	326
Base: US Adults who have worn face masks in public during COVID-19	1019	334	83	424	212	108	20	6	18	6	34	4	75	461	321
I would definitely wear this	35%	47%	46%	42%	47%	44%	28%	33%	49%	33%	33%	76%	24%	37%	39%
I would probably wear this	27%	27%	31%	27%	28%	30%	25%	52%	31%	53%	37%	-	31%	24%	31%
I would probably not wear this	14%	10%	10%	10%	9%	14%	13%	15%	5%	-	16%	-	12%	14%	12%
I would definitely not wear this	14%	9%	10%	14%	10%	10%	25%	-	9%	-	14%	-	18%	14%	11%
Don't know	10%	7%	2%	7%	5%	3%	9%	-	6%	14%	-	24%	15%	11%	6%
Net: Would	62%	74%	77%	68%	75%	73%	52%	85%	80%	86%	70%	76%	55%	61%	70%
Net: Would not	28%	19%	20%	24%	19%	24%	39%	15%	14%	-	30%	-	31%	28%	23%

Q3_4. A mask with a humorous message or image

Unweighted base	1028	343	91	420	211	105	18	6	19	6	32	4	80	464	326
Base: US Adults who have worn face masks in public during COVID-19	1019	334	83	424	212	108	20	6	18	6	34	4	75	461	321
I would definitely wear this	27%	29%	32%	27%	27%	24%	9%	-	21%	-	22%	-	24%	28%	24%
I would probably wear this	24%	23%	19%	21%	22%	21%	25%	47%	25%	33%	38%	27%	17%	25%	24%

YouGov Realtime
Mask as Fashion

US_nat Sample: 11th - 12th May 2020



Total	Typically worn a face mask in public since the start of the Coronavirus (COVID-19) outbreak (e.e., since early March 2020)?				
	Some of the time	Never	Not applicable I haven't gone out in public since the start of the COVID-	Net: Top 2	Net: Bottom 2

KYM_Q1. How often, if at all, have you typically worn a face mask in public since the start of the Coronavirus (COVID-19) outbreak (e.e., since early March 2020)?

Unweighted base	1266	238	162	76	790	400
Base: All US Adults	1266	236	164	83	782	401
All of the time	36%	-	-	-	59%	-
Most of the time	25%	-	-	-	41%	-
Some of the time	19%	100%	-	-	-	59%
Never	13%	-	100%	-	-	41%
Not applicable - I haven't gone out in public since the start of the COVID-19 outbreak	7%	-	-	100%	-	-
Net: Top 2	62%	-	-	-	100%	-
Net: Bottom 2	32%	100%	100%	-	-	100%

To what extent, if at all, would you consider wearing each of the following types of non-medical face masks? Please select one option in each COLUMN.

Q3_1. A plain cloth mask

Unweighted base	1028	238	-	-	790	238
Base: US Adults who have worn face masks in public during COVID-19	1019	236	-	-	782	236
I would definitely wear this	64%	49%	-	-	68%	49%
I would probably wear this	17%	25%	-	-	15%	25%
I would probably not wear this	8%	9%	-	-	7%	9%
I would definitely not wear this	6%	7%	-	-	6%	7%
Don't know	5%	9%	-	-	4%	9%
Net: Would	81%	74%	-	-	83%	74%
Net: Would not	14%	16%	-	-	13%	16%

Q3_2. A mask with your favorite sports team's logo

Unweighted base	1028	238	-	-	790	238
Base: US Adults who have worn face masks in public during COVID-19	1019	236	-	-	782	236
I would definitely wear this	27%	24%	-	-	28%	24%
I would probably wear this	18%	13%	-	-	19%	13%
I would probably not wear this	17%	18%	-	-	16%	18%
I would definitely not wear this	28%	32%	-	-	26%	32%
Don't know	11%	13%	-	-	11%	13%
Net: Would	45%	38%	-	-	47%	38%
Net: Would not	44%	50%	-	-	43%	50%

Q3_3. A mask with a pattern (plaid, chevron, houndstooth, etc.)

Unweighted base	1028	238	-	-	790	238
Base: US Adults who have worn face masks in public during COVID-19	1019	236	-	-	782	236
I would definitely wear this	35%	25%	-	-	38%	25%
I would probably wear this	27%	29%	-	-	27%	29%
I would probably not wear this	14%	16%	-	-	13%	16%
I would definitely not wear this	14%	18%	-	-	13%	18%
Don't know	10%	11%	-	-	9%	11%
Net: Would	62%	54%	-	-	65%	54%
Net: Would not	28%	35%	-	-	26%	35%

Q3_4. A mask with a humorous message or image

Unweighted base	1028	238	-	-	790	238
Base: US Adults who have worn face masks in public during COVID-19	1019	236	-	-	782	236
I would definitely wear this	27%	26%	-	-	27%	26%
I would probably wear this	24%	21%	-	-	25%	21%

YouGov Realtime
Mask as Fashion

US_nat Sample: 11th - 12th May 2020



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
I would probably not wear this	18%	18%	19%	17%	17%	21%	19%	17%	16%	18%	13%	16%	30%	15%
I would definitely not wear this	22%	22%	26%	18%	22%	24%	18%	21%	24%	22%	19%	21%	21%	20%
Don't know	10%	11%	9%	10%	9%	9%	10%	9%	12%	8%	15%	11%	13%	14%
Net: Would	50%	50%	45%	56%	50%	45%	53%	53%	48%	51%	53%	52%	36%	51%
Net: Would not	40%	40%	39%	45%	39%	45%	37%	38%	40%	40%	32%	37%	51%	35%

Q3_5. A mask with a political message

Unweighted base	1028	448	580	261	302	465	199	167	399	263	667	130	159	72	359
Base: US Adults who have worn face masks in public during COVID-19	1019	472	547	275	295	448	203	191	378	247	659	123	165	72	390
I would definitely wear this	13%	17%	9%	14%	15%	10%	12%	11%	13%	13%	10%	20%	16%	11%	15%
I would probably wear this	12%	13%	10%	12%	12%	11%	13%	16%	9%	11%	13%	8%	8%	11%	12%
I would probably not wear this	21%	23%	19%	23%	21%	20%	18%	17%	23%	23%	21%	24%	21%	20%	19%
I would definitely not wear this	47%	39%	54%	44%	43%	51%	46%	52%	46%	44%	49%	40%	42%	50%	43%
Don't know	8%	8%	8%	8%	9%	7%	10%	4%	8%	9%	7%	8%	13%	8%	11%
Net: Would	24%	30%	19%	25%	27%	22%	26%	27%	23%	24%	24%	28%	25%	23%	27%
Net: Would not	68%	62%	73%	67%	64%	71%	65%	69%	69%	67%	70%	64%	63%	70%	62%

KYM_Q4. Which ONE, if either, of the following comes closest to your preference on non-medical face masks?

Unweighted base	1028	448	580	261	302	465	199	167	399	263	667	130	159	72	359
Base: US Adults who have worn face masks in public during COVID-19	1019	472	547	275	295	448	203	191	378	247	659	123	165	72	390
I prefer homemade masks	28%	22%	33%	26%	27%	29%	30%	25%	30%	25%	29%	30%	24%	19%	28%
I prefer store-bought masks	43%	52%	36%	47%	41%	43%	44%	38%	45%	43%	41%	41%	53%	48%	42%
Don't know	23%	21%	25%	19%	27%	23%	20%	28%	21%	25%	24%	24%	17%	25%	24%
Not applicable - I would not want a non-medical face mask	6%	5%	6%	9%	4%	5%	5%	9%	5%	6%	6%	6%	6%	8%	6%

KYM_Q5. Do you think fashion companies or businesses who sell non-medical face masks with their logo on should donate a portion of the profits to charities helping those affected by the Coronavirus (COVID-19)?

Unweighted base	1266	577	689	338	377	551	218	228	499	321	835	157	186	88	465
Base: All US Adults	1266	616	650	359	371	536	225	266	476	298	831	150	198	87	511
Yes, they should	61%	56%	66%	62%	57%	64%	69%	60%	59%	61%	63%	58%	55%	62%	59%
No, they should not	14%	18%	10%	13%	16%	13%	11%	17%	12%	15%	13%	12%	18%	15%	13%
Don't know	25%	26%	24%	26%	27%	23%	20%	24%	28%	24%	24%	30%	27%	24%	28%

KYM_Q6_rb. Which of the following is the most you're willing to spend on a non-medical face mask?

Unweighted base	966	423	543	237	289	440	188	152	379	247	629	122	149	66	335
Base: Base: US Adults who have worn face masks in public during COVID-19 and are not opposed to wanting non-medical face masks	958	446	512	252	282	424	193	174	360	232	621	116	155	66	365
Up to \$10	49%	44%	53%	44%	47%	53%	49%	50%	51%	45%	49%	52%	46%	50%	49%
\$11 to \$20	18%	20%	17%	26%	20%	13%	16%	23%	15%	22%	18%	19%	16%	27%	18%
\$21 to \$30	6%	8%	4%	12%	7%	2%	7%	3%	6%	8%	5%	6%	9%	8%	5%
\$31 to \$40	2%	2%	1%	2%	3%	1%	2%	1%	3%	2%	1%	3%	3%	3%	1%
\$41 to \$50	2%	2%	1%	3%	2%	0%	2%	1%	2%	2%	1%	1%	4%	-	1%
More than \$50	1%	1%	0%	2%	1%	-	1%	-	0%	2%	1%	0%	1%	-	0%
Don't know	8%	9%	7%	6%	9%	9%	9%	6%	8%	9%	8%	9%	9%	11%	10%
Not applicable - I am not willing to spend money on a non-medical face mask	14%	13%	15%	5%	11%	22%	14%	17%	16%	9%	17%	12%	12%	1%	17%
Net: Up to \$30	73%	72%	74%	82%	74%	68%	72%	76%	72%	75%	72%	77%	71%	85%	72%
Net: More than \$30	4%	6%	3%	8%	6%	1%	6%	2%	3%	7%	4%	2%	8%	3%	2%
Net: \$20 or less	67%	64%	70%	70%	67%	66%	65%	73%	66%	68%	67%	71%	62%	67%	67%
Net: More than \$40	2%	3%	2%	6%	3%	0%	3%	1%	2%	4%	2%	2%	5%	-	1%

YouGov Realtime
Mask as Fashion

US_nat Sample: 11th - 12th May 2020



Total	Education			Marital Status										
	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other	Prefer not to say
I would probably not wear this	18%	21%	22%	18%	15%	12%	22%	18%	19%	18%	16%	14%	-	25%
I would definitely not wear this	22%	26%	15%	20%	-	19%	28%	20%	25%	23%	29%	21%	-	12%
Don't know	10%	9%	5%	8%	16%	7%	12%	8%	10%	15%	9%	7%	-	35%
Net: Would	50%	46%	57%	54%	68%	62%	38%	54%	46%	44%	46%	59%	100%	28%
Net: Would not	40%	41%	47%	38%	15%	31%	51%	38%	44%	40%	45%	34%	-	37%

Q3_5. A mask with a political message

Unweighted base	1028	337	210	122	509	11	54	34	608	242	100	47	13	1	17
Base: US Adults who have worn face masks in public during COVID-19	1019	315	195	119	504	12	52	33	601	244	99	44	14	1	17
I would definitely wear this	13%	13%	6%	13%	12%	-	15%	5%	12%	14%	12%	6%	31%	100%	17%
I would probably wear this	12%	11%	13%	13%	14%	16%	9%	13%	14%	9%	10%	7%	-	-	3%
I would probably not wear this	21%	22%	25%	20%	19%	61%	20%	18%	20%	25%	21%	19%	28%	-	26%
I would definitely not wear this	47%	47%	52%	49%	48%	23%	52%	56%	48%	42%	53%	54%	41%	-	18%
Don't know	8%	7%	5%	6%	7%	-	5%	8%	7%	5%	5%	14%	-	-	35%
Net: Would	24%	23%	19%	26%	26%	16%	24%	18%	26%	24%	22%	13%	31%	100%	21%
Net: Would not	68%	70%	76%	68%	66%	84%	71%	74%	68%	67%	74%	73%	69%	-	44%

KYM_Q4. Which ONE, if either, of the following comes closest to your preference on non-medical face masks?

Unweighted base	1028	337	210	122	509	11	54	34	608	242	100	47	13	1	17
Base: US Adults who have worn face masks in public during COVID-19	1019	315	195	119	504	12	52	33	601	244	99	44	14	1	17
I prefer homemade masks	28%	26%	30%	29%	28%	33%	31%	30%	29%	23%	32%	36%	14%	-	27%
I prefer store-bought masks	43%	41%	47%	47%	46%	60%	34%	46%	46%	43%	35%	38%	42%	-	25%
Don't know	23%	25%	20%	20%	20%	8%	31%	22%	21%	27%	24%	20%	30%	100%	33%
Not applicable - I would not want a non-medical face mask	6%	8%	3%	4%	5%	-	4%	3%	5%	7%	8%	6%	15%	-	14%

KYM_Q5. Do you think fashion companies or businesses who sell non-medical face masks with their logo on should donate a portion of the profits to charities helping those affected by the Coronavirus (COVID-19)?

Unweighted base	1266	419	247	135	618	15	72	40	745	301	118	54	16	5	27
Base: All US Adults	1266	393	231	132	613	15	71	39	737	313	116	50	16	5	28
Yes, they should	61%	62%	64%	65%	63%	58%	62%	59%	63%	57%	71%	66%	64%	61%	27%
No, they should not	14%	16%	14%	12%	15%	12%	14%	21%	15%	14%	10%	6%	5%	-	12%
Don't know	25%	22%	22%	23%	22%	30%	24%	20%	22%	29%	18%	27%	30%	39%	60%

KYM_Q6_rb. Which of the following is the most you're willing to spend on a non-medical face mask?

Unweighted base	966	311	204	116	484	11	52	33	580	224	92	44	11	1	14
Base: Base: US Adults who have worn face masks in public during COVID-19 and are not opposed to wanting non-medical face masks	958	290	189	114	480	12	50	33	574	226	90	41	12	1	15
Up to \$10	49%	51%	47%	48%	48%	46%	51%	49%	48%	46%	64%	47%	59%	-	55%
\$11 to \$20	18%	18%	20%	19%	16%	8%	25%	28%	18%	26%	13%	7%	-	100%	12%
\$21 to \$30	6%	4%	9%	9%	7%	46%	9%	3%	7%	6%	1%	-	7%	-	-
\$31 to \$40	2%	2%	3%	3%	2%	-	-	-	2%	2%	2%	-	-	-	6%
\$41 to \$50	2%	2%	1%	4%	1%	-	2%	3%	1%	2%	2%	-	-	-	4%
More than \$50	1%	1%	1%	3%	1%	-	2%	-	1%	1%	-	5%	-	-	-
Don't know	8%	7%	10%	3%	8%	-	4%	6%	7%	10%	8%	10%	19%	-	4%
Not applicable - I am not willing to spend money on a non-medical face mask	14%	16%	9%	12%	18%	-	7%	11%	16%	8%	10%	32%	15%	-	19%
Net: Up to \$30	73%	73%	76%	76%	71%	100%	84%	80%	73%	77%	77%	54%	66%	100%	66%
Net: More than \$30	4%	5%	5%	9%	4%	-	4%	3%	4%	5%	4%	5%	-	-	10%
Net: \$20 or less	67%	69%	67%	67%	64%	54%	76%	77%	66%	71%	76%	54%	59%	100%	66%
Net: More than \$40	2%	3%	2%	6%	2%	-	4%	3%	2%	3%	2%	5%	-	-	4%

YouGov Realtime
Mask as Fashion

US_nat Sample: 11th - 12th May 2020



Total	Parent or guardian of any children					Income				Facebook	Twitter	LinkedIn	Google+	MySpace
	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say					
I would probably not wear this	18%	20%	16%	18%	18%	15%	20%	20%	16%	18%	19%	16%	13%	13%
I would definitely not wear this	22%	16%	20%	18%	27%	18%	19%	29%	23%	22%	21%	22%	22%	13%
Don't know	10%	7%	9%	8%	11%	14%	7%	7%	12%	8%	9%	7%	10%	14%
Net: Would	50%	57%	55%	55%	45%	53%	54%	44%	49%	51%	51%	55%	56%	59%
Net: Would not	40%	36%	36%	36%	45%	33%	39%	49%	39%	41%	40%	39%	35%	27%

Q3_5. A mask with a political message

Unweighted base	1028	258	378	596	402	30	331	305	251	141	819	410	314	126	62
Base: US Adults who have worn face masks in public during COVID-19	1019	256	368	585	400	33	335	296	244	143	810	402	305	122	64
I would definitely wear this	13%	17%	11%	13%	12%	13%	15%	10%	14%	10%	13%	14%	14%	12%	18%
I would probably wear this	12%	16%	12%	14%	9%	5%	11%	13%	14%	9%	12%	14%	10%	12%	13%
I would probably not wear this	21%	21%	22%	21%	21%	18%	22%	23%	21%	16%	21%	23%	23%	23%	17%
I would definitely not wear this	47%	39%	49%	45%	49%	43%	43%	47%	48%	52%	46%	42%	47%	43%	45%
Don't know	8%	7%	6%	6%	9%	21%	10%	7%	4%	13%	7%	8%	6%	10%	6%
Net: Would	24%	33%	23%	27%	21%	18%	25%	23%	27%	19%	25%	28%	24%	24%	32%
Net: Would not	68%	60%	71%	67%	70%	62%	65%	70%	69%	68%	67%	64%	70%	66%	62%

KYM_Q4. Which ONE, if either, of the following comes closest to your preference on non-medical face masks?

Unweighted base	1028	258	378	596	402	30	331	305	251	141	819	410	314	126	62
Base: US Adults who have worn face masks in public during COVID-19	1019	256	368	585	400	33	335	296	244	143	810	402	305	122	64
I prefer homemade masks	28%	27%	28%	28%	29%	17%	28%	30%	25%	29%	28%	26%	21%	33%	26%
I prefer store-bought masks	43%	46%	43%	44%	42%	34%	40%	43%	54%	32%	43%	47%	49%	39%	51%
Don't know	23%	21%	24%	23%	23%	33%	24%	22%	18%	33%	24%	22%	26%	26%	19%
Not applicable - I would not want a non-medical face mask	6%	6%	5%	5%	6%	15%	8%	5%	3%	6%	5%	6%	5%	2%	5%

KYM_Q5. Do you think fashion companies or businesses who sell non-medical face masks with their logo on should donate a portion of the profits to charities helping those affected by the Coronavirus (COVID-19)?

Unweighted base	1266	308	443	703	506	56	415	368	292	191	993	477	361	156	68
Base: All US Adults	1266	303	436	691	515	57	421	363	287	194	991	472	354	153	70
Yes, they should	61%	63%	63%	63%	63%	29%	65%	64%	62%	49%	63%	67%	65%	67%	74%
No, they should not	14%	17%	15%	15%	12%	14%	14%	14%	15%	12%	13%	11%	13%	8%	15%
Don't know	25%	20%	22%	22%	25%	57%	22%	22%	23%	39%	24%	23%	21%	25%	11%

KYM_Q6_rb. Which of the following is the most you're willing to spend on a non-medical face mask?

Unweighted base	966	242	360	565	376	25	303	289	242	132	776	388	299	123	59
Base: Base: US Adults who have worn face masks in public during COVID-19 and are not opposed to wanting non-medical face masks	958	240	350	554	376	28	307	280	236	135	768	380	291	120	61
Up to \$10	49%	46%	50%	48%	50%	48%	53%	50%	46%	43%	48%	47%	50%	48%	45%
\$11 to \$20	18%	17%	13%	15%	24%	9%	14%	17%	23%	23%	20%	22%	22%	21%	11%
\$21 to \$30	6%	13%	3%	8%	3%	9%	6%	6%	9%	1%	6%	8%	7%	8%	18%
\$31 to \$40	2%	4%	1%	2%	1%	7%	2%	2%	2%	-	1%	2%	3%	1%	6%
\$41 to \$50	2%	5%	1%	2%	1%	3%	2%	1%	3%	1%	2%	0%	1%	2%	2%
More than \$50	1%	1%	1%	1%	1%	-	-	1%	2%	1%	1%	1%	1%	-	2%
Don't know	8%	7%	9%	8%	8%	23%	7%	7%	6%	19%	8%	8%	6%	9%	8%
Not applicable - I am not willing to spend money on a non-medical face mask	14%	7%	22%	16%	12%	-	17%	16%	10%	12%	14%	11%	9%	11%	8%
Net: Up to \$30	73%	76%	67%	71%	78%	66%	73%	73%	78%	68%	74%	77%	79%	78%	74%
Net: More than \$30	4%	11%	2%	5%	2%	10%	4%	4%	7%	2%	4%	4%	6%	2%	9%
Net: \$20 or less	67%	63%	64%	63%	75%	58%	67%	67%	69%	67%	68%	72%	70%	70%	56%
Net: More than \$40	2%	6%	2%	3%	2%	3%	2%	2%	5%	2%	3%	2%	3%	2%	3%

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Total	Social networks membership												How often, if at all, have you t		
	Pinterest	Tumblr	Instagram	Snapchat	Reddit	WeChat	Qzone	Meetup	Weibo	Other	Don't know	Not applicable I am not currently a member of any enrial	All of the time	Most of the time	
I would probably not wear this	18%	21%	23%	19%	21%	21%	22%	-	16%	-	15%	24%	16%	17%	23%
I would definitely not wear this	22%	22%	22%	24%	22%	28%	5%	37%	24%	38%	15%	24%	27%	20%	20%
Don't know	10%	6%	3%	8%	8%	5%	39%	15%	14%	29%	10%	25%	16%	10%	8%
Net: Would	50%	52%	51%	49%	49%	45%	34%	47%	46%	33%	60%	27%	41%	53%	49%
Net: Would not	40%	42%	46%	43%	43%	50%	27%	37%	40%	38%	30%	47%	43%	37%	43%
Q3_5. A mask with a political message															
Unweighted base	1028	343	91	420	211	105	18	6	19	6	32	4	80	464	326
Base: US Adults who have worn face masks in public during COVID-19	1019	334	83	424	212	108	20	6	18	6	34	4	75	461	321
I would definitely wear this	13%	14%	19%	15%	13%	10%	30%	22%	16%	22%	22%	-	7%	14%	8%
I would probably wear this	12%	14%	11%	11%	11%	10%	14%	30%	15%	31%	18%	24%	8%	9%	15%
I would probably not wear this	21%	21%	25%	24%	25%	27%	18%	15%	32%	15%	23%	27%	15%	22%	20%
I would definitely not wear this	47%	47%	43%	44%	43%	47%	25%	32%	37%	18%	32%	24%	62%	47%	49%
Don't know	8%	5%	2%	6%	8%	5%	13%	-	-	14%	5%	25%	9%	8%	7%
Net: Would	24%	27%	30%	26%	24%	20%	44%	52%	31%	53%	40%	24%	14%	23%	24%
Net: Would not	68%	68%	68%	69%	68%	75%	43%	48%	69%	33%	55%	51%	77%	69%	69%
KYM_Q4. Which ONE, if either, of the following comes closest to your preference on non-medical face masks?															
Unweighted base	1028	343	91	420	211	105	18	6	19	6	32	4	80	464	326
Base: US Adults who have worn face masks in public during COVID-19	1019	334	83	424	212	108	20	6	18	6	34	4	75	461	321
I prefer homemade masks	28%	34%	29%	27%	25%	29%	43%	32%	41%	18%	20%	-	24%	31%	27%
I prefer store-bought masks	43%	38%	40%	45%	46%	41%	52%	68%	40%	68%	52%	76%	43%	43%	48%
Don't know	23%	24%	25%	22%	23%	19%	4%	-	19%	14%	26%	24%	22%	20%	21%
Not applicable - I would not want a non-medical face mask	6%	4%	6%	5%	6%	11%	-	-	-	-	3%	-	11%	5%	5%
KYM_Q5. Do you think fashion companies or businesses who sell non-medical face masks with their logo on should donate a portion of the profits to charities helping those affected by the Coronavirus (COVID-19)?															
Unweighted base	1266	411	102	489	256	131	20	7	28	6	37	8	116	464	326
Base: All US Adults	1266	398	96	496	262	140	22	7	26	6	39	8	112	461	321
Yes, they should	61%	69%	75%	67%	70%	67%	69%	75%	59%	86%	59%	40%	49%	76%	69%
No, they should not	14%	10%	10%	10%	10%	8%	9%	13%	20%	-	16%	12%	21%	8%	12%
Don't know	25%	21%	15%	24%	20%	25%	22%	12%	21%	14%	25%	49%	30%	17%	19%
KYM_Q6_rb. Which of the following is the most you're willing to spend on a non-medical face mask?															
Unweighted base	966	331	86	398	199	94	18	6	19	6	31	4	71	440	312
Base: Base: US Adults who have worn face masks in public during COVID-19 and are not opposed to wanting non-medical face masks	958	322	79	402	200	96	20	6	18	6	33	4	66	439	307
Up to \$10	49%	52%	52%	46%	46%	44%	45%	15%	64%	15%	36%	53%	49%	49%	48%
\$11 to \$20	18%	21%	25%	26%	25%	31%	22%	37%	21%	38%	38%	-	10%	20%	18%
\$21 to \$30	6%	4%	5%	6%	7%	7%	6%	-	5%	-	-	-	-	4%	11%
\$31 to \$40	2%	2%	5%	3%	3%	2%	14%	33%	5%	33%	6%	-	-	2%	2%
\$41 to \$50	2%	1%	2%	2%	3%	1%	9%	15%	5%	-	-	-	2%	2%	1%
More than \$50	1%	1%	2%	1%	2%	2%	-	-	-	-	3%	24%	-	1%	1%
Don't know	8%	5%	6%	7%	7%	5%	4%	-	-	14%	17%	24%	14%	9%	6%
Not applicable - I am not willing to spend money on a non-medical face mask	14%	13%	2%	10%	8%	8%	-	-	-	-	-	-	26%	13%	13%
Net: Up to \$30	73%	78%	82%	78%	77%	81%	73%	53%	90%	53%	74%	53%	58%	73%	77%
Net: More than \$30	4%	5%	9%	6%	7%	5%	23%	47%	10%	33%	9%	24%	2%	5%	4%
Net: \$20 or less	67%	74%	77%	72%	70%	75%	67%	53%	85%	53%	74%	53%	58%	70%	66%
Net: More than \$40	2%	2%	5%	3%	5%	3%	9%	15%	5%	-	3%	24%	2%	3%	2%

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Total	Typically worn a face mask in public since the start of the Coronavirus (COVID-19) outbreak (e.e., since early March 2020)?				
	Some of the time	Never	Not applicable I haven't gone out in public since the start of the COVID-	Net: Top 2	Net: Bottom 2
I would probably not wear this	18%	14%	-	19%	14%
I would definitely not wear this	22%	26%	-	20%	26%
Don't know	10%	12%	-	9%	12%
Net: Would	50%	48%	-	51%	48%
Net: Would not	40%	40%	-	40%	40%

Q3_5. A mask with a political message

Unweighted base	1028	238	-	-	790	238
Base: US Adults who have worn face masks in public during COVID-19	1019	236	-	-	782	236
I would definitely wear this	13%	15%	-	-	12%	15%
I would probably wear this	12%	13%	-	-	12%	13%
I would probably not wear this	21%	21%	-	-	21%	21%
I would definitely not wear this	47%	43%	-	-	48%	43%
Don't know	8%	9%	-	-	8%	9%
Net: Would	24%	27%	-	-	23%	27%
Net: Would not	68%	64%	-	-	69%	64%

KYM_Q4. Which ONE, if either, of the following comes closest to your preference on non-medical face masks?

Unweighted base	1028	238	-	-	790	238
Base: US Adults who have worn face masks in public during COVID-19	1019	236	-	-	782	236
I prefer homemade masks	28%	22%	-	-	29%	22%
I prefer store-bought masks	43%	36%	-	-	45%	36%
Don't know	23%	31%	-	-	21%	31%
Not applicable - I would not want a non-medical face mask	6%	10%	-	-	5%	10%

KYM_Q5. Do you think fashion companies or businesses who sell non-medical face masks with their logo on should donate a portion of the profits to charities helping those affected by the Coronavirus (COVID-19)?

Unweighted base	1266	238	162	76	790	400
Base: All US Adults	1266	236	164	83	782	401
Yes, they should	61%	49%	37%	37%	73%	44%
No, they should not	14%	19%	31%	7%	9%	24%
Don't know	25%	33%	33%	57%	17%	33%

KYM_Q6_rb. Which of the following is the most you're willing to spend on a non-medical face mask?

Unweighted base	966	214	-	-	752	214
Base: Base: US Adults who have worn face masks in public during COVID-19 and are not opposed to wanting non-medical face masks	958	212	-	-	746	212
Up to \$10	49%	50%	-	-	49%	50%
\$11 to \$20	18%	15%	-	-	19%	15%
\$21 to \$30	6%	4%	-	-	7%	4%
\$31 to \$40	2%	1%	-	-	2%	1%
\$41 to \$50	2%	2%	-	-	2%	2%
More than \$50	1%	1%	-	-	1%	1%
Don't know	8%	9%	-	-	8%	9%
Not applicable - I am not willing to spend money on a non-medical face mask	14%	17%	-	-	13%	17%
Net: Up to \$30	73%	69%	-	-	75%	69%
Net: More than \$30	4%	4%	-	-	4%	4%
Net: \$20 or less	67%	65%	-	-	68%	65%
Net: More than \$40	2%	3%	-	-	2%	3%