

WHAT WE DID

- The de Beaumont Foundation partnered with Frank Luntz to identify effective ways to convey information about COVID-19 to all Americans, including resistant audiences.
- Conducted a nationwide survey of 1,100 registered voters from across the country, Nov. 21-22, 2020. This included an oversample of 300 African Americans.
- Surveyed a representative sample of the nation's demographics, including age, gender, ethnicity, education, and income
- Tested specific words, sentences, phrases, and attributes Americans need to hear to change their behavior and stop the spread of the coronavirus.



Dr. Frank I. Luntz