

## Supplemental Information (SI)

The survey ran from August 14-24, 2020 with YouGov interviewing 1679 panelists who were matched down to 1500 using a sampling frame on gender, age, race, and education. The sampling frame was constructed by stratified sampling from the 2014 Pew Religious Landscape Study sample of evangelical adults with selection within strata by weighted sampling with replacement. The sample frame was American citizens 18 or older who identify as white and “evangelical or born again Christian”. Using survey weights, 45% of the sample consists of males and 55% of females. The majority of the sample is Republican, 56%, followed by Independents (or other), 31%, and finally Democrats, 11%. With respect to age, 31% of the sample was between 18 and 39, 32% between 40 and 59, 34% between 60 and 79, with the remainder over 79, 4%. Finally, the modal respondent had a high school degree, 48%, followed by those with some college or a two-year degree, 35%, those with a four-year or post-graduate degree, 12%, and those with no high school degree, 4%.

Respondents were randomly assigned to a control group or one of two core treatments:

Religious message: [Some people/Some evangelical leaders] have made a connection between wearing a mask and love for others. For example, [one person/one evangelical leader] stated the following: “Wearing a mask is a practical way to show that you love your neighbor, to lift the burden of someone who is afraid instead of adding to it. And if you don’t believe that masks are necessary and you wear one anyway — then that is an even more extraordinary witness of selfless love. Wearing a mask is uncomfortable and inconvenient and a lot of the time it makes you look foolish. But that’s a pretty good description of what it feels like to love somebody.”

Patriotism Message: Treatment text: President Donald Trump has made a connection between wearing a mask and patriotism. For example, President Trump recently Tweeted, “Many people say that it is patriotic to wear a face mask... There is nobody more patriotic than me, your favorite president!”

Respondents were evenly distributed across experimental conditions on a host of demographic and political attitude measures. This study was reviewed by the institutional review board at Vanderbilt University and deemed exempt as it met the criteria for minimal risk. There is no deception as these messages were from an evangelical pastor and Donald Trump, respectively. Informed consent was collected before the survey began. The data, code, and materials will be posted to the dataverse.