Early Findings from Surveillance Teams Using
Systematic Observation of Mask Adherence and Distancing (SOMAD)

www.kp-scalresearch.org/somad
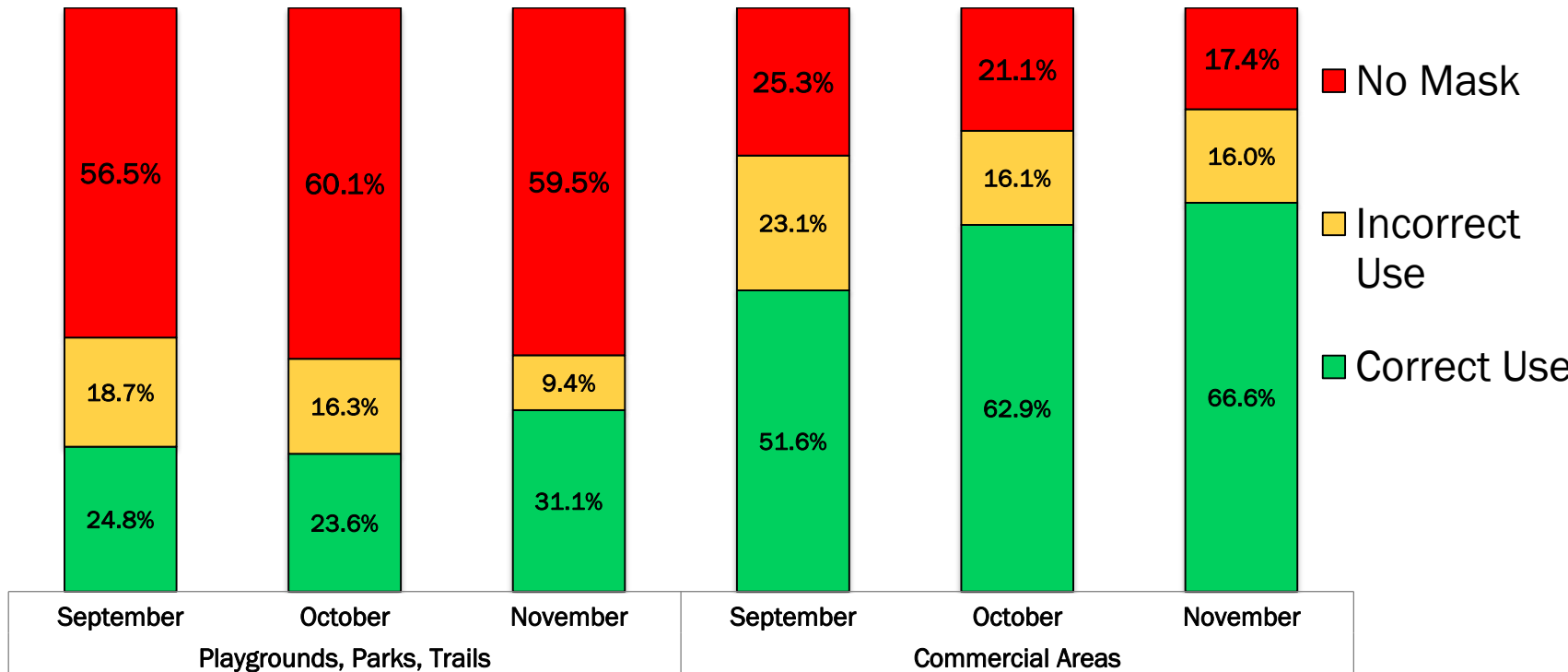
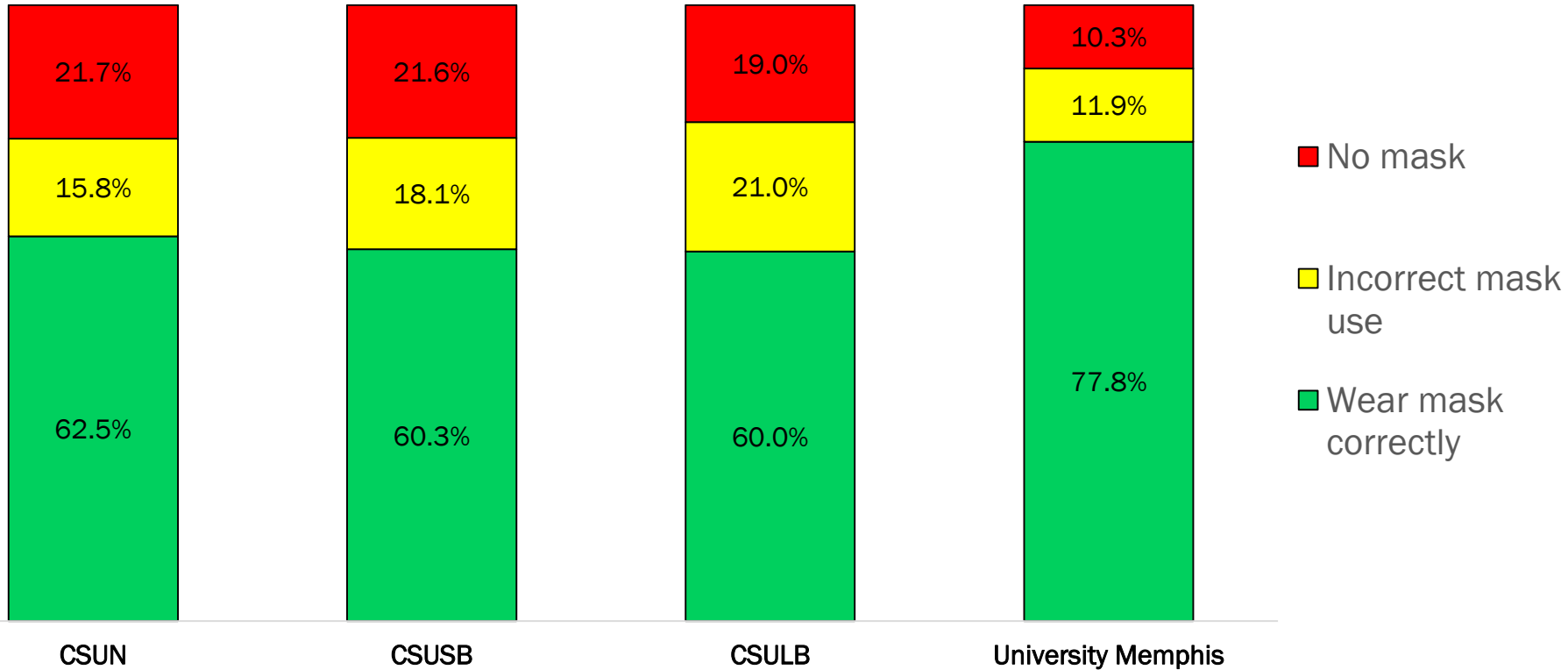December 2020

National Participants (through 11/30/2020)

	Number of Data Collectors	Joined	Number of Observation Events	Number Observed
Philadelphia, PA	5	08/11/2020	120	9,720
Northridge, CA (CSUN)	20	09/17/2020	145	3,810
San Bernardino, CA (CSUSB)	9	09/03/2020	100	2,888
Memphis, TN	7	10/14/2020	68	1,472
Long Beach, CA (CSULB)	3	10/13/2020	39	1,047
Arcadia, CA	3	11/22/2020	3	90
Pleasanton, CA	1	09/11/2020	4	84
Manhattan Beach, CA	1	10/14/2020	4	79
Washington, DC Metro GWU/Milken	8	11/17/2020	1	6

Observed Mask Use Over Time

by Location Type, All Sites (except Phila)

Legend:
- No Mask
- Incorrect Use
- Correct Use

Playgrounds, Parks, Trails:
- September: No Mask 56.5%, Incorrect Use 18.7%, Correct Use 24.8%
- October: No Mask 60.1%, Incorrect Use 16.3%, Correct Use 23.6%
- November: No Mask 59.5%, Incorrect Use 9.4%, Correct Use 31.1%

Commercial Areas:
- September: No Mask 25.3%, Incorrect Use 23.1%, Correct Use 51.6%
- October: No Mask 21.1%, Incorrect Use 16.1%, Correct Use 62.9%
- November: No Mask 17.4%, Incorrect Use 16.0%, Correct Use 66.6%

Mask use in commercial settings by site

Gender Differences by Site
(Correct Mask Use)

■ Male ■ Female

Site	Male	Female
CSUN	56.8%	69.8%
CSUSB	40.0%	52.2%
CSULB	54.4%	66.5%
University of Memphis	60.3%	74.2%