

April 6, 2021



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Advisory #59
“Stricter mask-wearing rules are good business”

Sharing an article sent by Steve Caldwell on general support from most Americans for stricter mask-wearing.

“Americans across the political spectrum prefer businesses that enforce mask wearing and would pay extra to be in such an environment, according to Chicago Booth’s [Oleg Urminsky](#) and Booth research professional [Abigail Bergman](#). Their research suggests that consumers and business managers have tended to underestimate other people’s desire for stricter public-health measures.”

It’s an interesting read. You can read the full article [here](#).