



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

October 2020 Omnibus Results – COVID Items

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. October results are based on interviews conducted from October 8-26, 2020. This document focuses on the section of the omnibus survey related to COVID-19.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were conducted in English and in Spanish, and were administered both online and by phone. In total NORC collected 2,670 interviews, 2,492 by web mode and 178 by phone mode. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

The margin of error for results based on the total sample is +/-2.63 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS WITH MONTHLY TRENDS

The COVID questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

Also shown, where available, are trends over time. Not every item was asked on every recent omnibus survey, and where minor revisions to the wording of an item or response choices were made, they are noted below. *Note these changes may impact comparability of results.*

Note that the October omnibus contained three blocks of questions (items on COVID, pandemic weight changes, and medical test results and race adjustments) and respondents saw blocks in that order.

Prepared by CR Survey Research Department, November 2020

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Survey Notes for Monthly Trends

October 2020 results are based on interviews conducted from October 8-26 with a nationally representative sample of 2,670 US adults.

September 2020 results are based on interviews conducted from September 11-21 with a nationally representative sample of 2,303 US adults.

August 2020 results are based on interviews conducted from August 7-19 with a nationally representative sample of 2,236 US adults.

July 2020 results are based on interviews conducted from July 9-20 with a nationally representative sample of 2,031 US adults.

June 2020 results are based on interviews conducted from June 4-16 with a nationally representative sample of 1,014 US adults.

May 2020 results are based on interviews conducted from May 8-18 with a nationally representative sample of 2,085 US adults.

April 2020 results are based on interviews conducted from April 2-14 with a nationally representative sample of 2,164 US adults.

COVCONCERNNOW.

How concerned or not concerned are you about COVID-19 continuing to spread in your local area over the NEXT MONTH?						
	OCTOBER AES	SEPTEMBER AES	AUGUST AES	JULY AES	JUNE AES	MAY AES
	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%
Very concerned	44	42	44	53	41	41
Somewhat concerned	32	33	34	29	34	36
Not too concerned	17	18	16	12	16	18
Not concerned at all	6	7	6	5	8	6
Base: All respondents	2,668	2,300	2,233	2,031	1,014	2,082

COVCONCERN6MOS.

How concerned or not concerned are you about COVID-19 continuing to spread in your local area over the NEXT 6 MONTHS?				
	OCTOBER AES	SEPTEMBER AES	AUGUST AES	JULY AES
	Total	Total	Total	Total
	%	%	%	%
Very concerned	45	41	44	53
Somewhat concerned	31	35	33	29
Not too concerned	18	17	17	13
Not concerned at all	7	7	6	6
Base: All respondents	2,643	2,282	2,214	2,031

COV3.

<p>While many people are suffering from financial consequences of the coronavirus (COVID-19) outbreak, others are saving money because they're going out less, using fewer services, have fewer activities to pay for, etc.</p> <p>Would you say you are saving more money than you are losing, losing more than you are saving, or about the same?</p> <p>For this question, please do not include retirement accounts, stocks, or other long-term savings.</p>			
	OCTOBER AES	JUNE AES	APRIL AES
	Total	Total	Total
	%	%	%
About the same	55	47	47
Saving more	25	37	27
Losing more	20	16	26
Base: All respondents	2,667	1,010	2,157

COV4. [SELECT ALL THAT APPLY. RANDOMIZE ITEMS, WITH 'OTHER' AND 'NONE OF THE ABOVE' SHOWN LAST.]

In which, if any, of the following ways have you been affected by the outbreak of COVID-19?					
Respondents selected ALL that apply.	OCTOBER AES	SEPTEMBER AES	JULY AES	MAY AES	APRIL AES
	Total	Total	Total	Total	Total
	%	%	%	%	%
I've experienced depression or anxiety	41	39	38	38	38
I've lost wages, salary, or self-employment earnings	28	28	28	27	29
I've had to cut expenses to pay my mortgage, rent, or for other essentials	18	21	20	20	18
I've fallen behind on my mortgage or rent	9	8	8	6	8
I've had trouble accessing my prescription medications or medical supplies	8	7	7	8	7
Other	7	8	8	9	5
None of the above	35	34	37	38	37*
Base: All respondents	2,670	2,303	2,031	2,085	2,164

*Note: We discontinued the item "an important event was disrupted" in the May AES. April was recalculated with that choice excluded and 376 people were recoded to "none of the above" for reporting purposes. April wording included "in recent weeks" at the end of the question.

COVPREPFUTURE. [RANDOMIZE ITEMS ACROSS TWO SCREENS.]

Some people are taking steps to feel more prepared in case of future outbreaks and shutdowns.		
Have you or someone else in your household done any of the following?		
	OCTOBER AES	JUNE AES
	Total	Total
	%	%
Expanded the food storage capacity in your home by adding a refrigerator, freezer, root cellar or other cold storage		
Yes, have done this	18	19
Plan to do this but haven't yet	13	12
No, have not done this and do not plan to	69	69
Base: All respondents	2,656	1,014
Stocked up on non-perishable foods such as canned goods, dried meats, or dehydrated foods		
Yes, have done this	43	37
Plan to do this but haven't yet	14	17
No, have not done this and do not plan to	42	46
Base: All respondents	2,656	1,014
Tried to save money or cut expenses in case of future lost wages or income		
Yes, have done this	46	43
Plan to do this but haven't yet	20	19
No, have not done this and do not plan to	34	38
Base: All respondents	2,653	1,014
Stocked up on paper products such as toilet paper or paper towels		
Yes, have done this	38	33
Plan to do this but haven't yet	14	16
No, have not done this and do not plan to	47	51
Base: All respondents	2,659	1,014
Stocked up on over-the-counter medication or other healthcare supplies		
Yes, have done this	25	23
Plan to do this but haven't yet	15	16
No, have not done this and do not plan to	59	61
Base: All respondents	2,660	1,014

(continued) Some people are taking steps to feel more prepared in case of future outbreaks and shutdowns.

Have you or someone else in your household done any of the following?

	OCTOBER AES	JUNE AES
	Total	Total
	%	%
Yes, have done this for ANY listed above	72	69
Haven't done ANY listed above yet but plan to do at least one	12	14
No, have not done this and do not plan to for ALL listed above	16	16
Base: All respondents	2,670	1,014

Note: We discontinued the item "started a vegetable garden" in the October AES. June was recalculated with that option excluded for analysis purposes.

COVCOINTERESTS. [ROTATE ITEMS.]

Which of the following statements comes closest to your own view, even if neither is exactly right?

	OCTOBER AES	MAY AES
	Total	Total
	%	%
The COVID-19 outbreak has shown that in a time of crisis most large corporations will <u>protect their own interests over the wellbeing</u> of their customers and workers	52	46
The COVID-19 outbreak has shown that in a time of crisis most large corporations will <u>try to do what is best for the wellbeing</u> of their customers and workers	48	54
Base: All respondents	2,636	2,051

COVNECESSITIES. [ROTATE ITEMS.]

Which of the following statements comes closest to your own view, even if neither is exactly right?		
	OCTOBER AES	MAY AES
	Total	Total
	%	%
The COVID-19 outbreak is <u>scary</u> for consumers because it shows how easily we can lose access to basic necessities	74	70
The COVID-19 outbreak is <u>reassuring</u> for consumers because it shows that in a time of crisis most Americans can still get basic necessities	26	30
Base: All respondents	2,629	2,040

COVBAREBONES. [ROTATE ITEMS.]

Which of the following statements comes closest to your own view, even if neither is exactly right?		
	OCTOBER AES	MAY AES
	Total	Total
	%	%
The COVID-19 outbreak has shown me that I <u>can</u> live comfortably without all of the goods and services that I have come to depend on in my daily life	75	78
The COVID-19 outbreak has shown me that I <u>cannot</u> live comfortably without all of the goods and services I have come to depend on in my daily life	25	22
Base: All respondents	2,640	2,049

COVADULTVAC.

Vaccines to protect against COVID-19 are being developed. If one becomes available, what is the likelihood that you will get a COVID-19 vaccine?				
	OCTOBER AES	SEPTEMBER AES	JULY AES	MAY AES
	Total	Total	Total	Total
	%	%	%	%
Very likely	29	32	42	40
Somewhat likely	32	28	25	25
Not too likely	19	20	16	17
Not at all likely	20	20	16	17
Unsure	0	0	1	1
Base: All respondents	2,661	2,287	2,031	2,080

Note: May AES worded as "Potential" vaccines to protect against COVID-19

COVADULTVACTIMELINE.

If a COVID-19 vaccine were to become available <u>today</u> , when is the earliest from now you would feel comfortable getting it?	
	Total
	%
Immediately	12
Less than a month	8
1 month to less than 3 months	13
3 months to less than 6 months	14
6 months to less than 1 year	12
1 year to less than 18 months	9
18 months or more	13
Never	18
Base: All respondents	2,655

INFO1. [INTRO TEXT SHOWN TO RESPONDENTS; THEN ROTATE ORDER OF COVVACCONSAFE AND COVVACCONEFFEC.]

Before vaccines are approved for use by the public, they undergo a series of clinical trials to test for effectiveness and safety.

COVVACCONFSAFE. [ROTATE ORDER OF COVVACCONSAFE AND COVVACCONEFFEC.]

If a COVID-19 vaccine were to become available <u>today</u> , how confident would you be in its <u>safety</u> ?	
	Total
	%
Very confident	9
Somewhat confident	36
Not too confident	30
Not confident at all	24
Base: All respondents	2,652

COVVACCONEFFEC. [ROTATE ORDER OF COVVACCONSAFE AND COVVACCONEFFEC.]

If a COVID-19 vaccine were to become available <u>today</u> , how confident would you be in its <u>effectiveness</u> ?	
	Total
	%
Very confident	9
Somewhat confident	39
Not too confident	32
Not confident at all	19
Base: All respondents	2,655

COVFLUSHOT. [SCALE DIRECTION ROTATED.]

Which of the following best describes your plans for getting a seasonal flu shot this year?	
	Total
	%
I always get a flu shot and this year will be no different	46
I am more likely to get a flu shot this year than in years past	19
I am less likely to get a flu shot this year than in years past	8
I never get a flu shot and this year will be no different	28
Base: All respondents	2,663

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