



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

March 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. March results are based on interviews conducted from March 5-16, 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 administered both online and by phone. In total NORC collected 1,079 interviews, 962 by web mode and 117 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 +/-4.02 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

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

Note that the March omnibus contained seven blocks of questions (items on COVID, cost of healthcare, driver assistance systems, insect repellents, reusable water bottles, plastic bag bans, and washing machines) and respondents saw blocks in a random order.

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Q11.

How concerned or not concerned are you about the possibility of widespread transmission of the coronavirus (COVID-19) in the U.S.?	
	Total
	%
Extremely concerned	20
Very concerned	24
Moderately concerned	30
Slightly concerned	19
Not at all concerned	7
Unsure	0
Base: All respondents	1,079

Q12. [SELECT ALL THAT APPLY. RANDOMIZE ITEMS, WITH 'OTHER' AND 'HAVE NOT DONE ANYTHING' SHOWN LAST AND 'STOCKING UP' ITEMS KEPT TOGETHER.]

Which, if any, of the following preparations or preventive actions are you taking to prepare in the event of a widespread outbreak of the coronavirus (COVID-19) in the U.S.?	
	Total
	%
Respondents selected ALL that apply	
Using hand sanitizer more frequently	62
Avoiding shaking hands	48
Staying home when I don't feel well, but otherwise would not have	43
Avoiding unnecessary air travel	41
Continuously disinfecting and cleaning my work and home space	41
Avoiding going to public places when possible	40
Stocking up on non-perishable food supplies	26
Stocking up on water	25
Stocking up on other essentials	24
Stocking up on medicines	22
Canceling travel plans	19
Making plans for childcare if my children's schools close*	15
Making plans to work from home**	14
Purchased respirator face mask(s)	10
Other	6
I have not done anything to prepare for a potential outbreak of the coronavirus	13
Base: All respondents	1,079

Note: *Percentage shown is out of respondents who have children 12 and under in the household (n=220);

**Percentage shown is out of respondents who are currently employed (n=635)

Q13.

How confident or not confident are you that the U.S. government is prepared for widespread transmission of the coronavirus (COVID-19) in the U.S.?	
	Total
	%
Highly confident	12
Moderately confident	31
Slightly confident	28
Not at all confident	30
Unsure	0
Base: All respondents	1,078

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