



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

May 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. May results are based on interviews conducted from May 8-18, 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 2,085 interviews, 1,760 by web mode and 325 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 +/-2.91 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 May omnibus contained three blocks of questions (items on consumer beliefs, COVID, and pet ownership) and the consumer belief block was shown first, followed by other blocks in a random order.

Prepared by CR Survey Research Department, June 2020

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Survey Notes for Monthly Trends

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.

[RANDOMIZE ORDER OF CURRENT CONCERN BLOCK (COVCONCERNNOW), SPENDING IMPACTS BLOCK (COV4 & COVFINANCIALHELP), COVID FORCED CHOICE BLOCK (COVCOINTERESTS, COVNECESSITIES & COVBAREBONES), COVID SHOPPING BLOCK (COV2), VACCINE/TESTING BLOCK (COVADULTVAC, COVCHILDVAC, COVADULTNOVAC, COVCHILDNOVAC & COVANTIBODYTEST), AND REOPENING SOCIETY BLOCK (COVLIFTACTIVITIES & COVPOSTCOVLIFE); ITEMS IN EACH BLOCK IN ORDER SHOWN BELOW UNLESS NOTED OTHERWISE.]

COVCONCERNNOW.

How concerned or not concerned are you about COVID-19 continuing to spread in your local area over the next month?	
	Total
	%
Very concerned	41
Somewhat concerned	36
Not too concerned	18
Not at all concerned	6
Base: All respondents	2,082

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?		
	MAY AES	APRIL AES
	Total	Total
<i>Respondents selected ALL that apply</i>		
I've experienced depression or anxiety	38	38
I've lost wages, salary, or self-employment earnings	27	29
I've had to cut expenses to pay my mortgage, rent, or for other essentials	20	18
I've had trouble accessing my prescription medications or medical supplies	8	7
I've fallen behind on my mortgage or rent	6	8
Other	9	5
None of the above	38	37*
Base: All respondents	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.

COVFINANCIALHELP. [RANDOMIZE ITEMS ACROSS TWO SCREENS. RESPONSE CHOICE "NO, BECAUSE THIS DOES NOT APPLY TO ME" INCLUDED ON SURVEY BUT EXCLUDED FOR REPORTING.]

Many people are finding they need financial assistance during the outbreak. Have you, personally, done any of the following since the COVID-19 outbreak began?	
	Total
	%
<i>Filed for unemployment</i>	
Yes, and I was able to get the help I need	30
Yes, but have not been able to get the help I need	25
No, because I don't feel like I need the help right now	24
No, because I don't think I'll get the help I need	11
No, because I'm afraid it will be too much of a hassle	6
No, because I received this relief without asking for it	3
Base: Respondents who were eligible for unemployment	501
<i>Applied for a small business loan</i>	
Yes, and I was able to get the help I need	11
Yes, but have not been able to get the help I need	17
No, because I don't feel like I need the help right now	43
No, because I don't think I'll get the help I need	15
No, because I'm afraid it will be too much of a hassle	8
No, because I received this relief without asking for it	7
Base: Respondents who own a small business	260
<i>Contacted your landlord about rent relief</i>	
Yes, and I was able to get the help I need	10
Yes, but have not been able to get the help I need	15
No, because I don't feel like I need the help right now	49
No, because I don't think I'll get the help I need	15
No, because I'm afraid it will be too much of a hassle	6
No, because I received this relief without asking for it	4
Base: Respondents who rent their home	505
<i>Contacted your mortgage company about mortgage relief</i>	
Yes, and I was able to get the help I need	8
Yes, but have not been able to get the help I need	11
No, because I don't feel like I need the help right now	63
No, because I don't think I'll get the help I need	8
No, because I'm afraid it will be too much of a hassle	5
No, because I received this relief without asking for it	5
Base: Respondents who have a mortgage on their home	616

(continued)	
<i>Contacted a lender about auto loan relief</i>	
Yes, and I was able to get the help I need	14
Yes, but have not been able to get the help I need	8
No, because I don't feel like I need the help right now	59
No, because I don't think I'll get the help I need	9
No, because I'm afraid it will be too much of a hassle	6
No, because I received this relief without asking for it	4
Base: Respondents who have an auto loan	608
<i>Contacted a lender about student loan relief</i>	
Yes, and I was able to get the help I need	15
Yes, but have not been able to get the help I need	10
No, because I don't feel like I need the help right now	33
No, because I don't think I'll get the help I need	15
No, because I'm afraid it will be too much of a hassle	10
No, because I received this relief without asking for it	17
Base: Respondents who have student loans	453
<i>Contacted a credit card company about delaying payments, lowering your interest rate or waiving fees</i>	
Yes, and I was able to get the help I need	11
Yes, but have not been able to get the help I need	8
No, because I don't feel like I need the help right now	59
No, because I don't think I'll get the help I need	12
No, because I'm afraid it will be too much of a hassle	7
No, because I received this relief without asking for it	3
Base: Respondents who have credit cards with a balance	881

COVCOINTERESTS. [ROTATE ITEMS.]

Which of the following statements comes closest to your own view, even if neither is exactly right?	
	Total
	%
The COVID-19 outbreak has shown that in a time of crisis most large corporations will try to do what is best for the wellbeing of their customers and workers	54
The COVID-19 outbreak has shown that in a time of crisis most large corporations will protect their own interests over the wellbeing of their customers and workers	46
Base: All respondents	2,051

COVNECESSITIES. [ROTATE ITEMS.]

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

COVBAREBONES. [ROTATE ITEMS.]

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

COV2. [RANDOMIZE ITEMS ACROSS TWO SCREENS, WITH 'MILK' AND 'DAIRY PRODUCTS' KEPT TOGETHER. RESPONSE CHOICE "I HAVE NOT TRIED TO PURCHASE THIS ITEM SINCE THE OUTBREAK BEGAN" INCLUDED ON SURVEY BUT EXCLUDED FOR REPORTING.]

Below is a list of items that you may have shopped for since the COVID-19 outbreak in recent weeks. We are interested in if you have been able to find these items or if you have encountered any availability issues when shopping.		
During this outbreak, have you been able to find these items when shopping?		
	MAY AES	APRIL AES
	Total	Total
	%	%
Poultry		
Yes, I've been able to find it every time I've looked for it	58	51
There are times I'm able to find it, but not every time	38	43
No, I haven't been able to find it	4	6
Base: Respondents who tried to purchase this item since the outbreak of COVID-19 in the U.S.	1,833	1,815
Red meats such as beef or pork		
Yes, I've been able to find it every time I've looked for it	50	50
There are times I'm able to find it, but not every time	46	43
No, I haven't been able to find it	4	7
Base: Respondents who tried to purchase this item since the outbreak of COVID-19 in the U.S.	1,815	1,794
Milk		
Yes, I've been able to find it every time I've looked for it	77	68
There are times I'm able to find it, but not every time	21	30
No, I haven't been able to find it	2	2
Base: Respondents who tried to purchase this item since the outbreak of COVID-19 in the U.S.	1,907	1,946
Cheese, yogurt, and other dairy products other than milk		
Yes, I've been able to find it every time I've looked for it	76	70
There are times I'm able to find it, but not every time	22	27
No, I haven't been able to find it	2	3
Base: Respondents who tried to purchase this item since the outbreak of COVID-19 in the U.S.	1,965	1,998
Eggs		
Yes, I've been able to find it every time I've looked for it	64	54
There are times I'm able to find it, but not every time	33	41
No, I haven't been able to find it	3	5
Base: Respondents who tried to purchase this item since the outbreak of COVID-19 in the U.S.	1,947	1,951
Over-the-counter medications, such as Tylenol		
Yes, I've been able to find it every time I've looked for it	60	50
There are times I'm able to find it, but not every time	33	37
No, I haven't been able to find it	7	13
Base: Respondents who tried to purchase this item since the outbreak of COVID-19 in the U.S.	1,383	1,313

COVADULTVAC.

Potential 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?	
	Total
	%
Very likely	40
Somewhat likely	25
Not too likely	17
Not at all likely	17
Unsure	1
Base: All respondents	2,080

COVCHILDVAC. [RESPONSE CHOICE "I DON'T HAVE CHILDREN UNDER 18 LIVING IN THE HOUSEHOLD" INCLUDED ON SURVEY BUT EXCLUDED FOR REPORTING.]

If you have children under 18 years old who live with you, what is the likelihood that you will have them get a COVID-19 vaccine if one becomes available?	
	Total
	%
Very likely	35
Somewhat likely	25
Not too likely	18
Not at all likely	21
Unsure	1
Base: Respondents who have children under 18 living in the household	808

COVADULTNOVAC. [SHOW IF COVADULTVAC = 'NOT TOO LIKELY' OR 'NOT AT ALL LIKELY'. RANDOMIZE ITEMS, WITH 'OTHER' SHOWN LAST.]

What is the MAIN reason that you wouldn't get a COVID-19 vaccine for yourself?	
	Total
	%
I worry that a COVID-19 vaccine in particular will be unsafe	45
In general, I don't believe vaccines are safe	15
I believe the health threat of the COVID-19 virus has been exaggerated	14
I am not worried about being infected with COVID-19	8
I'm afraid it would cost too much	4
I've already had the COVID-19 virus so I wouldn't need the vaccine	1
Other	13
Base: Respondents who say they are "not too likely" or "not at all likely" to get a COVID-19 vaccine when it becomes available	656

COVCHILDNOVAC. [SHOW IF COVCHILDVAC = 'NOT TOO LIKELY' OR 'NOT AT ALL LIKELY'. RANDOMIZE ITEMS, WITH 'OTHER' SHOWN LAST.]

What is the MAIN reason that you wouldn't get a COVID-19 vaccine for children who live with you?	
	Total
	%
I worry that a COVID-19 vaccine in particular will be unsafe	49
In general, I don't believe vaccines are safe	16
I believe the health threat of the COVID-19 virus has been exaggerated	13
I am not worried about the children being infected with COVID-19	11
I'm afraid it would cost too much	2
They've already had the COVID-19 virus so they wouldn't need the vaccine	1
Other	8
Base: Respondents who say they are "not too likely" or "not at all likely" to get a COVID-19 vaccine for children in their household when it becomes available	306

Note: In order to answer this question, respondents could not have selected "I don't have children under 18 living in the household" in COVCHILDVAC.

11. [INTRO TEXT SHOWN TO RESPONDENTS.]

Antibody tests may help identify individuals who have developed an immune response to the COVID-19 virus as either part of an active infection or a prior infection. Experts say antibody tests can play an important role in helping to determine the scope of the disease and when people can return to work and resume normal activities safely.

COVANTIBODYTEST.

When tests are readily available in your area, what is the likelihood that you will have a COVID-19 antibody test done?	
	Total
	%
Very likely	30
Somewhat likely	34
Not too likely	20
Not at all likely	14
I've already had the antibody test done	2
Base: All respondents	2,070

COVLIFTACTIVITIES. [RANDOMIZE ITEMS ACROSS TWO SCREENS. RESPONSE CHOICES "NOT APPLICABLE – I NEVER DID THIS ANYWAY" AND "NOT APPLICABLE – MY STATE DOES NOT HAVE A STAY-AT-HOME-ORDER" INCLUDED ON SURVEY BUT EXCLUDED FOR REPORTING.]

Some states have begun to lift restrictions that were put in place to minimize the spread of COVID-19. Approximately how long after your state lifts its restrictions would you start to engage in the following activities...	
	Total
	%
Travel on local public transportation (e.g., bus, rail, subway)	
Immediately	10
Within the first 2 weeks	7
3 to 4 weeks	8
1 month to 6 months	27
More than 6 months	27
Never	21
Base: Respondents who use local public transportation and live in an area that had restrictions	1,167
Attend large arena events (e.g., sports events, concerts, etc.)	
Immediately	9
Within the first 2 weeks	5
3 to 4 weeks	7
1 month to 6 months	32
More than 6 months	36
Never	11
Base: Respondents who attend large arena events and live in an area that had restrictions	1,688
Go to a movie theatre	
Immediately	9
Within the first 2 weeks	7
3 to 4 weeks	9
1 month to 6 months	35
More than 6 months	30
Never	10
Base: Respondents who go to movie theatres and live in an area that had restrictions	1,738
Eat at a restaurant	
Immediately	17
Within the first 2 weeks	15
3 to 4 weeks	16
1 month to 6 months	34
More than 6 months	14
Never	4
Base: Respondents who eat at restaurants and live in an area that had restrictions	1,989
Attend a religious service at a church, temple, mosque, synagogue or other house of worship	
Immediately	22
Within the first 2 weeks	12
3 to 4 weeks	13
1 month to 6 months	29
More than 6 months	16
Never	9
Base: Respondents who attend religious services and live in an area that had restrictions	1,451

(continued)	
<i>Go to a public space where social distancing may not be possible (e.g., parks, beaches, department stores, etc.)</i>	
Immediately	17
Within the first 2 weeks	16
3 to 4 weeks	16
1 month to 6 months	30
More than 6 months	15
Never	5
Base: Respondents who go to public spaces where social distancing may not be possible and live in an area that had restrictions	1,975
<i>Go to a hair or nail salon, or a barber shop</i>	
Immediately	22
Within the first 2 weeks	16
3 to 4 weeks	16
1 month to 6 months	29
More than 6 months	11
Never	7
Base: Respondents who use hair or nail salons, or barbers and live in an area that had restrictions	1,793
<i>Attend in-person meetings or conferences</i>	
Immediately	16
Within the first 2 weeks	15
3 to 4 weeks	14
1 month to 6 months	34
More than 6 months	14
Never	7
Base: Respondents who attend in-person meetings and live in an area that had restrictions	1,726
<i>Go to the gym, fitness classes, etc.</i>	
Immediately	12
Within the first 2 weeks	11
3 to 4 weeks	11
1 month to 6 months	29
More than 6 months	20
Never	16
Base: Respondents who go to a gym or fitness class and live in an area that had restrictions	1,352

COVPOSTCOVLIFE. [DISPLAYED IN THIS ORDER: 'NO REAL CHANGES,' 'TRY TO KEEP SOME OF THE CHANGES,' 'LIVE VERY DIFFERENTLY.']

As social and business restrictions begin to lift in your area, do you expect to...	
	Total
	%
Go back to living mostly the way you did before, but try to keep some of the changes you made during the outbreak	58
Live very differently by keeping most or all of the changes you made during the outbreak	26
Go back to living the way you were before, with no real changes	16
Base: All respondents	2,062

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