



## **American Experiences Survey:**

A Nationally Representative Multi-Mode Survey

### **June 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. June results are based on interviews conducted from June 4-16, 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 1,014 interviews, 911 by web mode and 103 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 +/-4.12 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 June omnibus contained five blocks of questions (items on consumer priorities, COVID, scams, teletherapy, and net neutrality). Respondents saw the consumer priorities block first and the net neutrality block last. As the scams and teletherapy blocks were somewhat related to COVID, they were randomized with other COVID question blocks, shown following the consumer priorities block, with general COVID concern items first.*

**Prepared by CR Survey Research Department, July 2020**

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## Survey Notes for Monthly Trends

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.

COVERSPREC. [ROTATE INDOOR/OUTDOOR MASK ITEMS WITH DISTANCING ITEM. RESPONSE CHOICE "HAVE NOT VISITED THIS TYPE OF PLACE SINCE OUTBREAK BEGAN" INCLUDED ON SURVEY – EXCLUDED FOR INITIAL REPORTING AND DISPLAYED SEPARATELY BELOW.]

How often are you, personally, doing each of the following?	
	Total
	%
<b><i>Wearing a mask when in an indoor public space with other people such as a store or office building</i></b>	
Always	54
Most of the time	21
Some of the time	14
Hardly ever or never	11
Base: Excludes those respondents who selected "Have not visited this type of place since outbreak began"	985
<b><i>Wearing a mask when in an outdoor public space such as a park or beach</i></b>	
Always	18
Most of the time	16
Some of the time	21
Hardly ever or never	45
Base: Excludes those respondents who selected "Have not visited this type of place since outbreak began"	805
<b><i>Maintaining a six foot distance from other people when out in public</i></b>	
Always	41
Most of the time	44
Some of the time	12
Hardly ever or never	3
Base: Excludes those respondents who selected "Have not visited this type of place since outbreak began"	999
<b>(continued)</b>	
	Total
	%
Have not visited this type of place since outbreak began - indoor public space with other people such as a store or office building	3
Have not visited this type of place since outbreak began - outdoor public space such as a park or beach	21
Have not visited this type of place since outbreak began - out in public	2
Base: All respondents	1,014

COVCONCERNNOW.

How concerned or not concerned are you about COVID-19 continuing to spread in your local area over the next month?		
	JUNE AES	MAY AES
	Total	Total
	%	%
Very concerned	41	41
Somewhat concerned	34	36
Not too concerned	16	18
Not at all concerned	8	6
Base: All respondents	1,014	2,082

COVACTSAFETY. [RANDOMIZE ITEMS ACROSS TWO SCREENS WITH DOCTOR'S OFFICE/URGENT CARE/NON-ESSENTIAL PROCEDURE ITEMS KEPT TOGETHER IN THAT ORDER.]

Overall, how safe or unsafe would you feel doing each of the following today?	
	Total
	%
<b>Traveling by plane</b>	
Very safe	9
Somewhat safe	21
Somewhat unsafe	32
Very unsafe	38
<b>Having someone repair or install something inside your home</b>	
Very safe	21
Somewhat safe	47
Somewhat unsafe	24
Very unsafe	8
<b>Going in person to a doctor's office</b>	
Very safe	25
Somewhat safe	43
Somewhat unsafe	24
Very unsafe	8
<b>Going in person to an urgent care facility or emergency room</b>	
Very safe	16
Somewhat safe	36
Somewhat unsafe	31
Very unsafe	16
<b>Having a non-essential medical procedure done</b>	
Very safe	21
Somewhat safe	34
Somewhat unsafe	30
Very unsafe	15
<b>Voting in person at your local polling place</b>	
Very safe	21
Somewhat safe	40
Somewhat unsafe	24
Very unsafe	15
Base: All respondents	1,014

COV3. [RANDOMIZE ORDER OF COV3 WITH BLOCKS ON SCAMS & TELETHERAPY (NOT SHOWN).]

<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>		
	JUNE AES	APRIL AES
	Total	Total
	%	%
Saving more	37	27
About the same	47	47
Losing more	16	26
Base: All respondents	1,010	2,157

[ROTATE ORDER OF REOPENING SOCIETY BLOCK (COVPOSTCOVLIFE & COVLIFEAFTER) WITH BUSINESS EXPECTATIONS BLOCK (COVBUS1-6); ITEMS IN EACH BLOCK IN ORDER SHOWN BELOW.]

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

<p>As social and business restrictions begin to lift in your area, do you expect to...</p>		
	JUNE AES	MAY AES
	Total	Total
	%	%
Go back to living mostly the way you did before, but try to keep some of the changes you made during the outbreak	54	58
Live very differently by keeping most or all of the changes you made during the outbreak	28	26
Go back to living the way you were before, with no real changes	18	16
Base: All respondents	1,004	2,062

COVLIFEAFTER. [SCALE CHOICES ROTATED WITH MORE/LESS OFTEN VERBIAGE IN QUESTION STEM ROTATED TO MATCH SCALE. RANDOMIZE ITEMS ACROSS TWO SCREENS WITH DRIVE/PUBLIC TRANSIT ITEMS KEPT TOGETHER AND SHOP ONLINE/IN PERSON ITEMS KEPT TOGETHER. RESPONSE CHOICE "DOES NOT APPLY TO ME" INCLUDED ON SURVEY BUT EXCLUDED FOR REPORTING.]

As social and business restrictions begin to lift in your area, do you plan to do each of the following MORE often than you did before the coronavirus outbreak, LESS often than you did before the outbreak, or about the same?	
	Total
	%
<b>Drive your own vehicle</b>	
Will do more often	22
Will do less often	10
About the same	68
Base: Excludes those respondents who selected "Does not apply to me"	923
<b>Use public transportation</b>	
Will do more often	13
Will do less often	41
About the same	46
Base: Excludes those respondents who selected "Does not apply to me"	339
<b>Cook at home</b>	
Will do more often	34
Will do less often	6
About the same	60
Base: Excludes those respondents who selected "Does not apply to me"	994
<b>Work at home</b>	
Will do more often	36
Will do less often	19
About the same	45
Base: Excludes those respondents who selected "Does not apply to me"	577

<b>(continued)</b>	
<b>Shop online and have things delivered directly to your home</b>	
Will do more often	30
Will do less often	8
About the same	62
Base: Excludes those respondents who selected "Does not apply to me"	927
<b>Shop in person at local stores and businesses</b>	
Will do more often	15
Will do less often	30
About the same	55
Base: Excludes those respondents who selected "Does not apply to me"	994
<b>Go to the gym or attend in-person fitness classes</b>	
Will do more often	17
Will do less often	39
About the same	45
Base: Excludes those respondents who selected "Does not apply to me"	562
<b>Spend time at home with family and friends</b>	
Will do more often	34
Will do less often	10
About the same	56
Base: Excludes those respondents who selected "Does not apply to me"	976

COVBUS1. [RANDOMIZE ITEMS, WITH 'OTHER', 'DON'T BELIEVE NECESSARY' AND 'UNSURE' SHOWN LAST.]

<b>As states begin reopening and people return to everyday activities, who do you believe is MAINLY responsible for ensuring people follow social distancing guidelines when they visit local businesses and restaurants?</b>	
	<b>Total</b>
	%
The business owners and staff	37
The customers	36
Local government or law enforcement	8
Other	5
No one, since I don't believe social distancing is necessary	8
Unsure	6
Base: All respondents	1,014
<b>(continued)</b>	
	<b>Total</b>
	%
The business owners and staff	43
The customers	42
Local government or law enforcement	10
Other	5
Base: Excludes those respondents who selected "I don't believe social distancing is necessary" and "Unsure"	888

COVBUS5. [ROTATE ITEMS, WITH 'UNSURE' SHOWN LAST.]

Which of the following comes closest to your own view even if neither is exactly right?	
	Total
	%
As they reopen, all businesses should be legally required to practice recommended safety and social distancing measures to keep workers and customers safe	61
It should be left up to each business owner to decide which, if any, safety and social distancing measures they will practice in their own businesses	29
Unsure	9
Base: All respondents	1,014
(continued)	
	Total
	%
As they reopen, all businesses should be legally required to practice recommended safety and social distancing measures to keep workers and customers safe	68
It should be left up to each business owner to decide which, if any, safety and social distancing measures they will practice in their own businesses	32
Base: Excludes those respondents who selected "Unsure"	924

COVBUS2. [SCALE DIRECTION ROTATED WITH TOO MUCH/TOO LITTLE VERBIAGE IN QUESTION STEM ROTATED TO MATCH SCALE. RESPONSE CHOICE "HAVE NOT VISITED LOCAL BUSINESSES SINCE OUTBREAK BEGAN" SHOWN LAST.]

<p>From what you have seen, do you believe the businesses in your local area are doing too much, too little, or just the right amount when it comes to practicing and enforcing social distancing and safety measures among their staff and customers?</p>	
	<b>Total</b>
	%
Far too much	4
Too much	8
Just the right amount	58
Too little	18
Far too little	6
Have not visited local businesses since outbreak began	6
Don't know/refused	1
Base: All respondents	1,014
(continued)	
	<b>Total</b>
	%
Far too much	4
Too much	8
Just the right amount	62
Too little	20
Far too little	6
Base: Excludes those respondents who selected "Have not visited local businesses since outbreak began"	938

COVBUS3. [SCALE CHOICES ROTATED WITH MORE/LESS LIKELY VERBIAGE IN QUESTION STEM ROTATED TO MATCH SCALE. RESPONSE CHOICE 'UNSURE' SHOWN LAST.]

<p><b>If a local business is following recommended safety and social distancing guidelines by having employees and customers wear masks and keep a six foot distance from other people, would that make you more or less likely to support that business, or would it make no difference to you?</b></p>	
	<b>Total</b>
	%
More likely to support the business	59
Less likely to support the business	6
Would make no difference	26
Unsure/refused	8
Base: All respondents	1,014
<b>(continued)</b>	
	<b>Total</b>
	%
More likely to support the business	64
Less likely to support the business	7
Would make no difference	29
Base: Excludes those respondents who selected "Unsure"	949

COVBUS6. [SCALE DIRECTION ROTATED WITH SUPPORT/OPPOSE VERBIAGE IN QUESTION STEM ROTATED TO MATCH SCALE. RESPONSE CHOICE 'UNSURE' SHOWN LAST.]

<p><b>Some states have enacted legislation giving business owners the legal right to deny entry to people who are not wearing face masks. Overall, do you support or oppose business owners having the legal right to deny entry to customers who are not following local safety and social distancing guidelines?</b></p>	
	<b>Total</b>
	%
Strongly support	53
Somewhat support	22
Somewhat oppose	10
Strongly oppose	6
Unsure/refused	9
Base: All respondents	1,014

COVCONCERNFUTURE.

Some health experts believe there could be additional outbreaks of COVID-19 in the US in the Fall and Winter when many flu-like illnesses peak. How concerned or not concerned are you about future outbreaks of COVID-19 happening in your community?	
	Total
	%
Very concerned	40
Somewhat concerned	37
Not too concerned	17
Not concerned at all	6
Base: All respondents	1,009

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?	
	Total
	%
<b>Started a vegetable garden or expanded a garden you already had</b>	
Yes, have done this	29
Plan to do this but haven't yet	15
No, have not done this and do not plan to	56
<b>Expanded the food storage capacity in your home by adding a refrigerator, freezer, root cellar or other cold storage</b>	
Yes, have done this	19
Plan to do this but haven't yet	12
No, have not done this and do not plan to	69
<b>Stocked up on non-perishable foods such as canned goods, dried meats, or dehydrated foods</b>	
Yes, have done this	37
Plan to do this but haven't yet	17
No, have not done this and do not plan to	46
<b>Tried to save money or cut expenses in case of future lost wages or income</b>	
Yes, have done this	43
Plan to do this but haven't yet	19
No, have not done this and do not plan to	38
<b>Stocked up on paper products such as toilet paper or paper towels</b>	
Yes, have done this	33
Plan to do this but haven't yet	16
No, have not done this and do not plan to	51
<b>Stocked up on over-the-counter medication or other healthcare supplies</b>	
Yes, have done this	23
Plan to do this but haven't yet	16
No, have not done this and do not plan to	61
Base: All respondents	1,014
(continued)	
	Total
	%
Yes, have done this for ANY listed above	71
Haven't done ANY listed above yet but plan to do at least one	14
No, have not done this and do not plan to for ALL listed above	15
Base: All respondents	1,014

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