



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

August 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. August results are based on interviews conducted from August 7-19, 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 2,236 interviews, 2,044 by web mode and 192 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 +/-2.82 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 August omnibus contained three blocks of questions (items on car apps/driver distraction, banking, COVID and flying, and trending COVID questions) and respondents saw blocks in a random order, but with the two COVID-related blocks together.

Prepared by CR Survey Research Department, August 2020

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Survey Notes for Monthly Trends

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?

	AUGUST AES	JULY AES	JUNE AES	MAY AES
	Total	Total	Total	Total
	%	%	%	%
Very concerned	44	53	41	41
Somewhat concerned	34	29	34	36
Not too concerned	16	12	16	18
Not at all concerned	6	5	8	6
Base: All respondents	2,233	2,031	1,014	2,082

Note: May and June AES did not capitalize the words "NEXT MONTH."

COVCONCERN6MOS.

How concerned or not concerned are you about COVID-19 continuing to spread in your local area over the NEXT 6 MONTHS?

	AUGUST AES	JULY AES
	Total	Total
	%	%
Very concerned	44	53
Somewhat concerned	33	29
Not too concerned	17	13
Not at all concerned	6	6
Base: All respondents	2,214	2,031

COVPLANPURCH. [SELECT ALL THAT APPLY. RANDOMIZE ANSWER CHOICES, WITH LARGE AND SMALL HOME IMPROVEMENTS KEPT TOGETHER AND 'OTHER' SHOWN LAST.]

Prior to the coronavirus (COVID-19) outbreak, which, if any, of the following were you considering doing in the next year?

	AUGUST AES	APRIL AES
	Total	Total
	%	%
Respondents selected ALL that apply		
Small home improvement or remodel	26	27
Buying/leasing a car or vehicle	24	19
Buying or selling a home	17	15
Having an elective medical procedure	16	13
Large home improvement or remodel	10	8
Other	20	12
Base: All respondents	2,236	2,164

COVPLANBURCHb. [SHOW QUESTION IF ANY SELECTED IN COVPLANPURCH AND ONLY SHOW EACH ITEM IF SELECTED, IN SAME ORDER AS COVPLANPURCH. FOR "OTHER," PIPE RESPONDENT TEXT AS ENTERED IN COVPLANPURCH.]

You mentioned you were planning to do the following in the next year. For each one, please tell us if your plans have been delayed or canceled because of the coronavirus (COVID-19) outbreak.

	AUGUST AES	APRIL AES
	Total	Total
	%	%
Buying/leasing a car or vehicle		
Delayed	51	56
Canceled	22	23
No changes	26	21
Base: Respondents who planned to buy/lease a vehicle (from item above)	474	435
Buying or selling a home		
Delayed	48	61
Canceled	21	17
No changes	31	22
Base: Respondents who planned to buy/sell a home (from item above)	347	301
Large home improvement or remodel		
Delayed	48	57
Canceled	28	18
No changes	24	26
Base: Respondents who planned a large remodel (from item above)	186	171
Small home improvement or remodel		
Delayed	52	57
Canceled	14	16
No changes	34	26
Base: Respondents who planned a small remodel (from item above)	560	590
Having an elective medical procedure		
Delayed	66	70
Canceled	21	19
No changes	13	12
Base: Respondents who planned to have an elective procedure (from item above)	404	286
Other		
Delayed	37	39
Canceled	36	29
No changes	27	33
Base: Respondents who wrote in something else (from item above)	506	280

COVCAUTSPEND. [QUESTION STEM HAS THE ADDITIONAL SENTENCE "ARE YOU BEING MORE CAUTIOUS IN YOUR SPENDING, LESS CAUTIOUS IN YOUR SPENDING, OR ABOUT THE SAME?" ROTATE RESPONSE SCALE. ROTATE QUESTION STEM VERBIAGE (MORE/LESS OR LESS/MORE) TO MATCH ROTATION OF RESPONSE SCALE.]

How do your current spending habits compare with your spending prior to the coronavirus outbreak?	
	Total
	%
Much more cautious	24
Slightly more cautious	31
About the same	40
Slightly less cautious	4
Much less cautious	1
Base: All respondents	2,233

COVSCHOOLOPEN.

Whether in-person or online, have K-12 schools in your local area started for the 2020-2021 school year yet?	
	Total
	%
Yes	25
No	61
Unsure	15
Base: All respondents	2,231

COVSCHOOLMODEL.

Which of the following instructional models best describes what K-12 schools in your local area are using or planning to use for the 2020-2021 school year?	
	Total
	%
Partial reopening with students splitting time between in-person and online classes	23
Remaining closed with students taking all classes online	22
Partial reopening with some schools or grade levels taking all in-person classes and other schools or grade levels taking at least some classes online	15
Full reopening with all students back at school taking in-person classes full-time	10
The plans haven't been released yet, so I don't know	11
Unsure	20
Base: All respondents	2,233

COVSCHOOLREOPEN. [ROTATE IN-PERSON ITEM WITH ONLINE ITEM.]

At this time, do you feel K-12 schools in your local area should...?

	AUGUST AES	JULY AES
	Total	Total
	%	%
Remain closed for the 2020-2021 school year with students taking all classes online	40	35
Reopen partially for the 2020-2021 school year with students splitting time between in-person and online classes	30	33
Reopen fully for the 2020-2021 school year with all students back at school taking in-person classes full-time	19	19
Unsure	11	13
Base: All respondents	2,234	2,031

COVCHILDREN. [SELECT ALL THAT APPLY.]

Do you currently have any children living in your household who are...?

Respondents selected ALL that apply.	AUGUST AES	JULY AES
	Total	Total
	%	%
Preschool-aged child(ren)	10	9
Elementary/middle school-aged child(ren) (K-8th grade)	24	22
High school-aged child(ren) (9th-12th grade)	14	14
I do not have any preschool or K-12 aged children living in my household	64	65
Base: All respondents	2,236	2,031

[IF COVSCHOOLOPEN=YES, RANDOMIZE ORDER OF COVSCHLALRDYRTRN AND COVSCHOOLSAFETY.
IF COVSCHOOLOPEN IS SOMETHING OTHER THAN YES, RANDOMIZE ORDER OF COVSCHOOLRETURN AND COVSCHOOLSAFETY.]

COVSCHLALRDYRTRN. [SHOW IF COVCHILDREN = ANY PRESCHOOL THROUGH 12TH GRADE AND COVSCHOOLOPEN = YES.]

Are any of your children who are in PK-12 attending school in-person?

	Total
	%
Yes	37
No	63
Base: Respondents who have school-aged (PK-12) children and say the school year has begun (COVSCHOOLOPEN = Yes)	174

COVSCHOOLRETURN. [SHOW IF COVCHILDREN = ANY PRESCHOOL THROUGH 12TH GRADE AND COVSCHOOLOPEN = NO OR UNSURE.]

If your child or children's schools reopen for in-person classes this school year, how likely are you to have them attend in-person?

	Total
	%
Very likely	31
Somewhat likely	22
Not too likely	21
Not at all likely	26
Base: Respondents who have school-aged (PK-12) children and say the school year has not begun or they are unsure (COVSCHOOLOPEN = No or Unsure)	446

COVSCHOOLSAFETY. [SHOW IF COVCHILDREN = ANY PRESCHOOL THROUGH 12TH GRADE.]

If your child or children's schools reopen (or have reopened) for in-person classes this school year, how confident are you that they can prevent the spread of COVID-19 among students, teachers, and staff?

	AUGUST AES	JULY AES
	Total	Total
	%	%
Very confident	10	11
Somewhat confident	29	27
Not too confident	28	30
Not confident at all	33	32
Base: Respondents with children preschool-aged through 12th grade living in their household	617	656

Note: July AES said "this upcoming school year" instead of "this school year" and did not have "(or have reopened)".

COVSCHOOLSUPP. [SHOW IF COVCHILDREN = ANY PRESCHOOL THROUGH 12TH GRADE. SELECT ALL THAT APPLY. RANDOMIZE; KEEP 'SCHOOL SUPPLIES FOR CLASSROOM AT SCHOOL', 'SCHOOL SUPPLIES FOR HOME TO SUPPORT ONLINE INSTRUCTION,' AND 'SCHOOL SUPPLIES FOR SCHOOLING NOT LED BY THEIR SCHOOL' TOGETHER; KEEP 'I HAVE NOT MADE ANY OF THESE PURCHASES' AT THE END.]

Which, if any, of the following purchases have you made for this school year?

	Total
	%
Masks, hand sanitizer, or other items that can protect against COVID-19	51
School supplies for my child to use at home to support the online instruction led by their school	34
School supplies for my child to use in the classroom at their school	27
School supplies for my child to use at home for homeschooling or supplemental instruction (separate from what is led by their school)	20
A new laptop or desktop computer for child to use for remote learning	19
Home office equipment, such as keyboard, monitor, or webcam	15
New or upgraded home cable or internet services	13
I have not made any of these purchases for this school year	25
Base: Respondents who have school-aged (PK-12) children	620

COVTEST. [ROTATE DIAGNOSTIC ITEM WITH ANTIBODY ITEM.]

Have you gotten tested for COVID-19?

Respondents selected ALL that apply.	AUGUST AES	JULY AES
	Total	Total
	%	%
Yes, I've had a diagnostic test (i.e., nasal or throat swab to check for an active COVID-19 infection)	21	14
Yes, I've had an antibody test (i.e., finger stick or blood draw to check for a past COVID-19 infection)	6	5
No, I have not had any tests done for COVID-19	75	82
Base: All respondents	2,236	2,031

COVTESTWAITA. [SHOW IF COVTEST = YES, DIAGNOSTIC.]

How long did you have to wait for the diagnostic test results?	
	Total
	%
Before I left the testing center (less than two hours or so)	7
Less than one day (but after I left the testing center)	7
One day to less than two full days	16
Two days to less than four full days	30
Four days to less than a week	20
A week or more	20
Base: Respondents who got a diagnostic test	444

COVTESTWAITb. [SHOW IF COVTEST = YES, ANTIBODY.]

How long did you have to wait for the antibody test results?	
	Total
	%
Before I left the testing center (less than two hours or so)	11
Less than one day (but after I left the testing center)	10
One day to less than two full days	22
Two days to less than four full days	26
Four days to less than a week	20
A week or more	11
Base: Respondents who got an antibody test	145

FLY1.

Have you taken a commercial flight since the start of the COVID-19 pandemic in March?	
	Total
	%
Yes	9
No	91
Base: All respondents	2,233

FLY2. [SHOW IF FLY1=YES.]

When did you fly most recently?	
	Total
	%
March	19
April	6
May	14
June	23
July	29
August	9
Base: Respondents who have flown since the pandemic started	187

Note: Question was asked partway through the month of August.

FLY3. [RANDOMIZE, WITH IMPORTANT REASON, 'OTHER,' AND NOTHING IN ORDER AT THE END. SHOWED WITH THE INSTRUCTION "SELECT ALL, IF ANY, THAT APPLY. IF YOU HAVE ALREADY FLOWN, PLEASE SAY WHAT WOULD MAKE YOU COMFORTABLE DOING SO AGAIN."]

Which, if any, of the following would have to be in place for you to be comfortable flying?	
	Total
	%
Strict rules about mask wearing must be in place and enforced	49
Airlines must limit flights to less than full capacity (e.g., middle seats left open or only one person per row)	45
Strict rules about social distancing must be in place and enforced	43
I wouldn't fly unless I had a COVID-19 vaccine	21
I would only fly for a very important event/reason (e.g., holidays; family emergency)	50
Other, please specify:	5
Nothing; I'm ready to fly	13
Base: All respondents	2,236

Note: Question was asked partway through the month of August.

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