



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

December 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. December results are based on interviews conducted from December 10-21, 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 2,982 interviews, 2,830 by web mode and 152 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 +/-2.39 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 December omnibus contained four blocks of questions (items on COVID, consumer experiences, food insecurity, and budgeting) and respondents saw the COVID and consumer experience blocks first, in that order, followed by food insecurity and budgeting in a random order.

Prepared by CR Survey Research Department, December 2020

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Survey Notes for Monthly Trends

December 2020 results are based on interviews conducted from December 10-21 with a nationally representative sample of 2,982 US adults.

November 2020 results are based on interviews conducted from November 5-16 with a nationally representative sample of 2,851 US adults.

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.

March 2020 results are based on interviews conducted from March 5-16 with a nationally representative sample of 1,079 US adults.

COVCONCERNNOW.

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

	DECEMBER AES	NOVEMBER AES	OCTOBER AES	SEPTEMBER AES	AUGUST AES	JULY AES	JUNE AES	MAY AES
	Total	Total	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%	%	%
Very concerned	51	51	44	42	44	53	41	41
Somewhat concerned	30	30	32	33	34	29	34	36
Not too concerned	13	14	17	18	16	12	16	18
Not concerned at all	6	5	6	7	6	5	8	6
Base: All respondents	2,977	2,850	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?						
	DECEMBER AES	NOVEMBER AES	OCTOBER AES	SEPTEMBER AES	AUGUST AES	JULY AES
	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%
Very concerned	44	49	45	41	44	53
Somewhat concerned	34	32	31	35	33	29
Not too concerned	15	14	18	17	17	13
Not concerned at all	6	6	7	7	6	6
Base: All respondents	2,948	2,809	2,643	2,282	2,214	2,031

[RANDOMIZE ORDER OF VACCINES BLOCK (COVADULTVAC, COVADULTNOVAC, COVVACCONFSAFE, COVVACCONFEEFFEC, COVVACREQEMPLOY, & COVVACREQPARTIC), COVID IMPACTS BLOCK (COV4), AND COVID RESTRICTIONS BLOCK (COVPRECFAM, COVLOCALREGS, & COVREGSFOLLOW); ITEMS IN EACH BLOCK IN ORDER SHOWN BELOW UNLESS NOTED OTHERWISE.]

COVADULTVAC.

Vaccines to protect against COVID-19 are being developed. When one becomes available, what is the likelihood that you will get a COVID-19 vaccine?						
	DECEMBER AES	NOVEMBER AES	OCTOBER AES	SEPTEMBER AES	JULY AES	MAY AES
	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%
Very likely	38	32	29	32	42	40
Somewhat likely	28	31	32	28	25	25
Not too likely	17	19	19	20	16	17
Not at all likely	17	18	20	20	16	17
Base: All respondents	2,973	2,833	2,661	2,287	2,031	2,080

Note: May AES worded as "Potential" vaccines to protect against COVID-19; For December AES, updated stem from "If one becomes available" to "When one becomes available." In May and July, columns sum to 99% due to "Unsure" responses not shown.

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?					
	DECEMBER AES	NOVEMBER AES	SEPTEMBER AES	JULY AES	MAY AES
	Total	Total	Total	Total	Total
	%	%	%	%	%
I worry that a COVID-19 vaccine in particular will be unsafe	48	51	46	44	45
In general, I don't believe vaccines are safe	15	15	17	16	15
I believe the health threat of the COVID-19 virus has been exaggerated	11	9	13	14	14
I am not worried about being infected with COVID-19	8	6	6	7	8
I've already had the COVID-19 virus so I wouldn't need the vaccine	4	2	2	2	1
I'm afraid it would cost too much	2	2	2	3	4
Other, please specify	13	14	14	13	13
Base: Respondents who are not too or not at all likely to get a COVID-19 vaccine	933	934	856	643	656

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.

COVVACCONSAFE. [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> ?		
	DECEMBER AES	OCTOBER AES
	Total	Total
	%	%
Very confident	20	9
Somewhat confident	43	36
Not too confident	22	30
Not confident at all	15	24
Base: All respondents	2,970	2,652

COVVACCONFEEFEC. [ROTATE ORDER OF COVVACCONSAFE AND COVVACCONFEEFEC.]

If a COVID-19 vaccine were to become available <u>today</u> , how confident would you be in its <u>effectiveness</u> ?		
	DECEMBER AES	OCTOBER AES
	Total	Total
	%	%
Very confident	21	9
Somewhat confident	46	39
Not too confident	21	32
Not confident at all	11	19
Base: All respondents	2,975	2,655

COVVACREQEMPLOY. [ROTATE ORDER OF COVVACREQEMPLOY AND COVVACREQPARTIC. RANDOMIZE ITEMS ACROSS TWO SCREENS WITH 'GROCERY/FOOD STORE STAFF' AND 'SALES CLERKS/CASHIERS' KEPT TOGETHER.]

Please tell us if you agree or disagree with the following statements, thinking about employees in each type of job:

Once a COVID-19 vaccine is available, employees should be required to get vaccinated to work in this type of job.

	Total
	%
Supermarket, grocery, or other food store staff	
Strongly agree	28
Agree	24
Neither agree nor disagree	20
Disagree	13
Strongly disagree	16
Base: All respondents	2,975
Sales clerks or cashiers (such as at clothing or electronics stores)	
Strongly agree	24
Agree	23
Neither agree nor disagree	24
Disagree	14
Strongly disagree	16
Base: All respondents	2,974
Healthcare workers	
Strongly agree	46
Agree	18
Neither agree nor disagree	15
Disagree	8
Strongly disagree	14
Base: All respondents	2,973
Teachers or other school staff	
Strongly agree	36
Agree	20
Neither agree nor disagree	17
Disagree	11
Strongly disagree	15
Base: All respondents	2,971
Food or beverage service workers (such as waiters, kitchen staff, or bartenders)	
Strongly agree	32
Agree	21
Neither agree nor disagree	20
Disagree	12
Strongly disagree	16
Base: All respondents	2,970

(continued)	
<i>Transit workers (such as bus or taxi drivers)</i>	
Strongly agree	28
Agree	24
Neither agree nor disagree	21
Disagree	12
Strongly disagree	16
Base: All respondents	2,968
<i>Hairdressers, nail technicians, or other personal care workers</i>	
Strongly agree	27
Agree	23
Neither agree nor disagree	21
Disagree	13
Strongly disagree	16
Base: All respondents	2,971
<i>Mail carriers or package delivery drivers</i>	
Strongly agree	20
Agree	22
Neither agree nor disagree	26
Disagree	15
Strongly disagree	17
Base: All respondents	2,971
<i>Individuals who work in an office building with shared spaces (such as cubicles, bathrooms, or cafeterias)</i>	
Strongly agree	23
Agree	24
Neither agree nor disagree	24
Disagree	13
Strongly disagree	16
Base: All respondents	2,972

(continued)	
	Total
	%
Those who said "agree" or "strongly agree" for ANY of the job types we asked about	66
Base: All respondents	2,982

COVVACREQPARTIC. [ROTATE ORDER OF COVVACREQEMPLOY AND COVVACREQPARTIC. RANDOMIZE ITEMS WITH 'TRAVELING BY PLANE' AND 'TRAVELING ON PUBLIC TRANSPORTATION' KEPT TOGETHER.]

Please tell us if you agree or disagree with the following statements, thinking about each type of activity:	
Once a COVID-19 vaccine is available, people should be <u>required to show proof they have been vaccinated</u> before they can participate in this activity.	
	Total
	%
Traveling by plane	
Strongly agree	31
Agree	20
Neither agree nor disagree	18
Disagree	13
Strongly disagree	17
Base: All respondents	2,972
Traveling on public transportation (such as bus, rail, subway)	
Strongly agree	24
Agree	20
Neither agree nor disagree	22
Disagree	16
Strongly disagree	18
Base: All respondents	2,973
Attending school or college	
Strongly agree	28
Agree	22
Neither agree nor disagree	19
Disagree	13
Strongly disagree	18
Base: All respondents	2,974
Attending large arena events (such as sporting events and concerts)	
Strongly agree	27
Agree	20
Neither agree nor disagree	21
Disagree	14
Strongly disagree	19
Base: All respondents	2,977

(continued)	
<i>Attending an amusement park</i>	
Strongly agree	22
Agree	21
Neither agree nor disagree	23
Disagree	16
Strongly disagree	19
Base: All respondents	2,971
<i>Going in person to a doctor's office, hospital, or other medical facility</i>	
Strongly agree	20
Agree	20
Neither agree nor disagree	23
Disagree	18
Strongly disagree	20
Base: All respondents	2,974

(continued)	
	Total
	%
Those who said "agree" or "strongly agree" for ANY of the activities we asked about	58
Base: All respondents	2,982

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.	DECEMBER AES	NOVEMBER AES	OCTOBER AES	SEPTEMBER AES	JULY AES	MAY AES	APRIL AES
	Total	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%	%
I've experienced depression or anxiety	40	44	41	39	38	38	38
I've lost wages, salary, or self-employment earnings	29	29	28	28	28	27	29
I've had to cut expenses to pay my mortgage, rent, or for other essentials	21	21	18	21	20	20	18
I've fallen behind on my mortgage or rent	9	7	9	8	8	6	8
I've had trouble accessing my prescription medications or medical supplies	6	8	8	7	7	8	7
Other	7	7	7	8	8	9	5
None of the above	36	34	35	34	37	38	37*
Base: All respondents	2,982	2,851	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.

COVPRECFAM. [ROTATE INDOOR/OUTDOOR MASK ITEMS, IN THAT ORDER, WITH DISTANCING ITEM. RESPONSE CHOICE "HAVE NOT SEEN FRIENDS/FAMILY I DO NOT LIVE WITH AT THIS TYPE OF PLACE SINCE OUTBREAK BEGAN" INCLUDED ON SURVEY BUT EXCLUDED FOR REPORTING.]

How often are you, personally, doing each of the following when seeing friends or family you do not live with?	
	Total
	%
<i>Wearing a mask or face covering indoors with friends or family I do not live with</i>	
Always	33
Most of the time	20
Some of the time	19
Hardly ever or never	28
Base: Excludes those respondents who selected "Have not seen friends or family I do not live with at this type of place since outbreak began"	2,686
<i>Wearing a mask or face covering outdoors with friends or family I do not live with, if I can't maintain a six foot distance from them</i>	
Always	40
Most of the time	20
Some of the time	15
Hardly ever or never	25
Base: Excludes those respondents who selected "Have not seen friends or family I do not live with at this type of place since outbreak began"	2,813
<i>Trying to keep a six foot distance from friends or family I do not live with</i>	
Always	38
Most of the time	31
Some of the time	15
Hardly ever or never	16
Base: Excludes those respondents who selected "Have not seen friends or family I do not live with at this type of place since outbreak began"	2,832

(continued)	
	Total
	%
Have not seen friends or family I do not live with at this type of place since outbreak began - indoors	10
Have not seen friends or family I do not live with at this type of place since outbreak began - outdoors	6
Have not seen friends or family I do not live with at this type of place since outbreak began - six foot distance	6
Base: All respondents	2,982

INFO2. [INTRO TEXT SHOWN TO RESPONDENTS.]

Earlier in the COVID-19 pandemic, many areas of the U.S. implemented "social distancing" guidelines, asking individuals to stay at home as much as possible. Many of these restrictions were lifted as local areas "reopened" over the past few months. But, with increased COVID-19 cases in recent weeks, some areas are shutting down again.

COVLOCALREGS. [RESPONSES SHOWN IN THIS ORDER: NO REGULATIONS; SUGGESTED GUIDELINES; SOME BUSINESS/SCHOOLS CLOSED BUT NO OFFICIAL ORDERS; LOCKDOWN/SHELTER-IN-PLACE ORDERS; UNSURE.]

Which of the following BEST describes the current regulations in your state or local area due to the coronavirus (COVID-19)?		
	DECEMBER AES	APRIL AES*
	Total	Total
	%	%
My area has official orders to limit gatherings, close non-essential businesses and schools, and ask individuals to stay at home (i.e., lockdown or shelter in place)	43	84
There are suggested guidelines in my area about gatherings and staying home, but there are no official orders	27	5
Some businesses and/or schools are closed in my area, but there are no other official orders about gatherings and staying home	19	6
There are no regulations or guidelines in my area about gatherings, business or school closures, or individuals being asked to stay at home	5	1
Unsure	6	3
Base: All respondents	2,972	2,158

*Note: April AES included the following additional language in the question stem: "This is in addition to the federal guidelines of limiting gatherings of over 10 people."

COVREGSFOLLOW. [SCALE DIRECTION ROTATED WITH WILLING/UNWILLING VERBIAGE IN QUESTION STEM ROTATED TO MATCH SCALE.]

If stay at home, lockdown, or shelter in place orders are implemented in your state or local area in the coming weeks, how willing or unwilling are you to follow them?	
	Total
	%
Very willing to follow	53
Somewhat willing to follow	26
Somewhat unwilling to follow	9
Very unwilling to follow	12
Base: All respondents	2,973

COVCONFGOV.

How confident or not confident are you that the incoming administration of the U.S. government can control widespread transmission of the coronavirus (COVID-19) in the U.S.?			
<i>Note: For this question, please consider the <u>policies</u> the federal government may put in place (such as those related to testing, masks, gatherings, business/school closures, and travel). Vaccine approval and distribution should <u>not</u> be considered here.</i>			
	DECEMBER AES	APRIL AES*	MARCH AES*
	Total	Total	Total
	%	%	%
Highly confident	16	9	12
Moderately confident	33	27	31
Slightly confident	22	28	28
Not at all confident	28	36	30
Base: All respondents	2,967	2,160	1,078

*Note: Trends shown for reference, although substantive question wording changes exist between March/April and December surveys. In March/April the question was: "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.?" and no additional instruction text was included.

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