



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

January 2021 Results—COVID Vaccine Items

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. January results are based on interviews conducted from January 7-19, 2021. 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 2,223 interviews, 2,000 by web mode and 223 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 +/-2.72 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 January omnibus contained five blocks of questions (items on COVID vaccines, emissions pollution, credit report errors, video doorbells, and product safety recalls) and respondents saw the COVID block first, followed by emissions pollution, credit report errors, video doorbells, and product safety recalls in a random order.

Prepared by CR Survey Research Department, February 2021

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Survey Notes for Monthly Trends

January 2021 results are based on interviews conducted from January 7-19 with a nationally representative sample of 2,223 US adults.

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.

COVVACCINE.

Vaccines to protect against COVID-19 are currently in the early stages of distribution. Have you gotten a COVID-19 vaccine?

		Total
		%
Yes		5
No		95
Base: All respondents		2,221

COVADULTVAC. [IN JANUARY **ONLY**: SHOW IF COVVACCINE= 2]

When one becomes available to you, what is the likelihood that you will get a COVID-19 vaccine?							
	JANUARY 2021 AES	DECEMBER AES	NOVEMBER AES	OCTOBER AES	SEPTEMBER AES	JULY AES	MAY AES
	Total	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%	%
Very likely	44	38	32	29	32	42	40
Somewhat likely	24	28	31	32	28	25	25
Not too likely	15	17	19	19	20	16	17
Not at all likely	17	17	18	20	20	16	17
Base: All respondents							
Respondents who have not already gotten a COVID-19 vaccine	2,098	2,973	2,833	2,661	2,287	2,031	2,080

Note: May AES worded as "Potential" vaccines to protect against COVID-19; this was dropped in July and later months. Initial wording was "if one becomes available"; in December, this was changed to "when one becomes available." In May and July, columns sum to 99% due to "Unsure" responses not shown.

Prior to January, a sentence saying that "Vaccines to protect against COVID-19 are being developed" preceded this question. In January, the initial sentence was dropped and "to you" was added, so that the question read "When one becomes available to you..." instead of merely "when one becomes available...."

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?						
	JANUARY 2021 AES	DECEMBER AES	NOVEMBER AES	SEPTEMBER AES	JULY AES	MAY AES
	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%
I worry that a COVID-19 vaccine in particular will be unsafe	46	48	51	46	44	45
In general, I don't believe vaccines are safe	13	15	15	17	16	15
I believe the health threat of the COVID-19 virus has been exaggerated	11	11	9	13	14	14
I am not worried about being infected with COVID-19	9	8	6	6	7	8
I've already had the COVID-19 virus so I wouldn't need the vaccine	4	4	2	2	2	1
I'm afraid it would cost too much	2	2	2	2	3	4
Other, please specify	14	13	14	14	13	13
Base: Respondents who are not too or not at all likely to get a COVID-19 vaccine	630	933	934	856	643	656

Note: January 2021 wording changed to "I worry that a COVID-19 vaccine in particular is unsafe" from "will be unsafe" in all prior months.

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.]

As mentioned, vaccines to protect from COVID-19 infection are in the early stages of distribution. How confident are you in the <u>safety</u> of these vaccines?			
	JANUARY 2021 AES	DECEMBER AES	OCTOBER AES
	Total	Total	Total
	%	%	%
Very confident	25	20	9
Somewhat confident	43	43	36
Not too confident	21	22	30
Not at all confident	11	15	24
Base: All respondents	2,212	2,970	2,652

Note: In October and December the stem read: "If a COVID-19 vaccine were to become available today, how confident would you be in its safety?"

In January 2021 the stem changed to "As mentioned, vaccines to protect from COVID-19 infection are in the early stages of distribution. How confident are you in the safety of these vaccines?"

COVVACCONEFFEC. [ROTATE ORDER OF COVVACCONSAFE AND COVVACCONEFFEC.]

As mentioned, vaccines to protect from COVID-19 infection are in the early stages of distribution. How confident are you in the <u>effectiveness</u> of these vaccines?			
	JANUARY 2021 AES	DECEMBER AES	OCTOBER AES
	Total	Total	Total
	%	%	%
Very confident	25	21	9
Somewhat confident	46	46	39
Not too confident	19	21	32
Not at all confident	10	11	19
Base: All respondents	2,212	2,975	2,655

Note: In October and December the stem read: "If a COVID-19 vaccine were to become available today, how confident would you be in its effectiveness?"

"In January 2021 the stem changed to "As mentioned, vaccines to protect from COVID-19 infection are in the early stages of distribution. How confident are you in the effectiveness of these vaccines?"

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.

	JANUARY 2021 AES	DECEMBER AES
	Total	Total
	%	%
Supermarket, grocery, or other food store staff		
Strongly agree	28	28
Agree	25	24
Neither agree nor disagree	19	20
Disagree	13	13
Strongly disagree	15	16
Base: All respondents	2,211	2,975
Sales clerks or cashiers (such as at clothing or electronics stores)		
Strongly agree	23	24
Agree	26	23
Neither agree nor disagree	23	24
Disagree	14	14
Strongly disagree	15	16
Base: All respondents	2,214	2,974
Healthcare workers		
Strongly agree	44	46
Agree	19	18
Neither agree nor disagree	15	15
Disagree	9	8
Strongly disagree	14	14
Base: All respondents	2,216	2,973
Teachers or other school staff		
Strongly agree	35	36
Agree	23	20
Neither agree nor disagree	17	17
Disagree	10	11
Strongly disagree	15	15
Base: All respondents	2,213	2,971
Food or beverage service workers (such as waiters, kitchen staff, or bartenders)		
Strongly agree	31	32
Agree	23	21
Neither agree nor disagree	19	20
Disagree	12	12
Strongly disagree	15	16
Base: All respondents	2,217	2,970

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<i>Transit workers (such as bus or taxi drivers)</i>		
Strongly agree	29	28
Agree	24	24
Neither agree nor disagree	20	21
Disagree	13	12
Strongly disagree	15	16
Base: All respondents	2,215	2,968
<i>Hairdressers, nail technicians, or other personal care workers</i>		
Strongly agree	26	27
Agree	26	23
Neither agree nor disagree	21	21
Disagree	12	13
Strongly disagree	15	16
Base: All respondents	2,212	2,971
<i>Mail carriers or package delivery drivers</i>		
Strongly agree	19	20
Agree	25	22
Neither agree nor disagree	26	26
Disagree	14	15
Strongly disagree	15	17
Base: All respondents	2,212	2,971
<i>Individuals who work in an office building with shared spaces (such as cubicles, bathrooms, or cafeterias)</i>		
Strongly agree	23	23
Agree	27	24
Neither agree nor disagree	22	24
Disagree	13	13
Strongly disagree	15	16
Base: All respondents	2,210	2,972

(CONTINUED)		
	JANUARY 2021 AES	DECEMBER AES
	Total	Total
	%	%
Those who said "agree" or "strongly agree" for ANY of the job types we asked about	65	66
Base: All respondents	2,223	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 required to show proof they have been vaccinated before they can participate in this activity.

	JANUARY 2021 AES	DECEMBER AES
	Total	Total
	%	%
Traveling by plane		
Strongly agree	30	31
Agree	22	20
Neither agree nor disagree	18	18
Disagree	13	13
Strongly disagree	17	17
Base: All respondents	2,212	2,972
Traveling on public transportation (such as bus, rail, subway)		
Strongly agree	22	24
Agree	21	20
Neither agree nor disagree	23	22
Disagree	17	16
Strongly disagree	18	18
Base: All respondents	2,210	2,973
Attending school or college		
Strongly agree	26	28
Agree	26	22
Neither agree nor disagree	18	19
Disagree	13	13
Strongly disagree	17	18
Base: All respondents	2,212	2,974
Attending large arena events (such as sporting events and concerts)		
Strongly agree	26	27
Agree	22	20
Neither agree nor disagree	20	21
Disagree	14	14
Strongly disagree	17	19
Base: All respondents	2,213	2,977

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Attending an amusement park		
Strongly agree	21	22
Agree	22	21
Neither agree nor disagree	22	23
Disagree	16	16
Strongly disagree	18	19
Base: All respondents	2,209	2,971
Going in person to a doctor's office, hospital, or other medical facility		
Strongly agree	17	20
Agree	20	20
Neither agree nor disagree	25	23
Disagree	18	18
Strongly disagree	20	20
Base: All respondents	2,214	2,974

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	JANUARY 2021 AES	DECEMBER AES
	Total	Total
	%	%
Those who said "agree" or "strongly agree" for ANY of the activities we asked about	59	58
Base: All respondents	2,223	2,982

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