



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

February 2021 Omnibus Results – COVID-19 Items

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. February results are based on interviews conducted from February 4-15, 2021. **This document includes COVID-19 items only, compiled specifically for the Roper Center's COVID-19 database.**

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 2,514 interviews, 2,338 by web mode and 176 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 +/-2.75 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 February omnibus contained five blocks of questions (items on consumer experiences, COVID-19, broadband internet use, lawn care, and returning items purchased online). Respondents saw the consumer experiences and COVID-19 blocks first, in that order, followed by the other blocks in a random order.

The questions presented below were shown to respondents in this order within sections 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.*

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, 2021 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.

COVID-19

COVCONCERNNOW.

How concerned or not concerned are you about COVID-19 continuing to spread in your local area over the NEXT MONTH?									
	FEBRUARY '21 AES	DECEMBER '20 AES	NOVEMBER AES	OCTOBER AES	SEPTEMBER AES	AUGUST AES	JULY AES	JUNE AES	MAY AES
	Total	Total	Total	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%	%	%	%
Very concerned	40	51	51	44	42	44	53	41	41
Somewhat concerned	36	30	30	32	33	34	29	34	36
Not too concerned	17	13	14	17	18	16	12	16	18
Not concerned at all	7	6	5	6	7	6	5	8	6
Base: All respondents	2,514	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?							
	FEBRUARY '21 AES	DECEMBER '20 AES	NOVEMBER AES	OCTOBER AES	SEPTEMBER AES	AUGUST AES	JULY AES
	Total	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%	%
Very concerned	35	44	49	45	41	44	53
Somewhat concerned	38	34	32	31	35	33	29
Not too concerned	20	15	14	18	17	17	13
Not concerned at all	8	6	6	7	7	6	6
Base: All respondents	2,505	2,948	2,809	2,643	2,282	2,214	2,031

COVVACCINE.

Vaccines to protect against COVID-19 are currently in the early stages of distribution. Have you gotten a COVID-19 vaccine?		
	FEBRUARY '21 AES	JANUARY '21 AES
	Total	Total
	%	%
Yes	17	5
No	83	95
Base: All respondents	2,512	2,221

COVADULTVAC. [IN JANUARY AND FEBRUARY, SHOW IF COVVACCINE = "NO."]

When one becomes available to you, what is the likelihood that you will get a COVID-19 vaccine?								
	FEBRUARY '21 AES	JANUARY '21 AES	DECEMBER '20 AES	NOVEMBER AES	OCTOBER AES	SEPTEMBER AES	JULY AES	MAY AES
	Total	Total	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%	%	%
Very likely	46	44	38	32	29	32	42	40
Somewhat likely	21	24	28	31	32	28	25	25
Not too likely	16	15	17	19	19	20	16	17
Not at all likely	17	17	17	18	20	20	16	17
Base: All respondents								
* Respondents who have not yet gotten a COVID-19 vaccine	2,079*	2,098*	2,973	2,833	2,661	2,287	2,031	2,080

Note: May 2020 AES worded as "potential" vaccines to protect against COVID-19. This was dropped in July and later months. Initial wording included "if one becomes available"; in December 2020, this was changed to "when one becomes available." In January 2021 and subsequent months, this was changed to "when one becomes available to you," reflecting that approved vaccines exist but certain populations are being prioritized. Before January 2021, the question stem had an additional sentence referring to potential or actual vaccines in development; in January and February 2021, the question that preceded this question included the phrase "Vaccines to protect against COVID-19 are being developed," so that wording was dropped from this specific question. Prior to January 2021, COVVACCINE was not asked, so question was shown to all respondents.

In May and July, "Unsure" responses were included rather than based out, so these may total 99% rather than 100%.

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?							
	FEBRUARY '21 AES	JANUARY '21 AES	DECEMBER '20 AES	NOVEMBER AES	SEPTEMBER AES	JULY AES	MAY AES
	Total	Total	Total	Total	Total	Total	Total
	%	%	%	%	%	%	%
I worry that a COVID-19 vaccine in particular is unsafe	42	46	48	51	46	44	45
In general, I don't believe vaccines are safe	17	13	15	15	17	16	15
I believe the health threat of the COVID-19 virus has been exaggerated	12	11	11	9	13	14	14
I am not worried about being infected with COVID-19	9	9	8	6	6	7	8
I've already had the COVID-19 virus so I wouldn't need the vaccine	4	4	4	2	2	2	1
I'm afraid it would cost too much	0	2	2	2	2	3	4
Other, please specify:	15	14	13	14	14	13	13
Base: Respondents who are not too or not at all likely to get a COVID-19 vaccine	633	630	933	934	856	643	656

Note: In 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 COVVACCONFSAFE AND COVVACCONFEFFEC.]

Before vaccines are approved for use by the public, they undergo a series of clinical trials to test for effectiveness and safety.

COVVACCONFSAFE. [ROTATE ORDER OF COVVACCONFSAFE AND COVVACCONFEFFEC.]

How confident are you in the <u>safety</u> of these vaccines?				
	FEBRUARY '21 AES	JANUARY '21 AES	DECEMBER '20 AES	OCTOBER AES
	Total	Total	Total	Total
	%	%	%	%
Very confident	28	25	20	9
Somewhat confident	43	43	43	36
Not too confident	18	21	22	30
Not confident at all	11	11	15	24
Base: All respondents	2,506	2,212	2,970	2,652

Note: In October and December, the stem (after INFO1) read, "If a COVID-19 vaccine were to become available today, how confident would you be in its safety?" In January and February 2021, the stem (again, after INFO1) was changed to "As mentioned, vaccines to protect from COVID-19 are in the early stages of distribution. How confident are you in the safety of these vaccines?"

COVVACCONFEEFEC. [ROTATE ORDER OF COVVACCONFSAFE AND COVVACCONFEEFEC.]

How confident are you in the <u>effectiveness</u> of these vaccines?				
	FEBRUARY '21 AES	JANUARY '21 AES	DECEMBER '20 AES	OCTOBER AES
	Total	Total	Total	Total
	%	%	%	%
Very confident	27	25	21	9
Somewhat confident	47	46	46	39
Not too confident	16	19	21	32
Not confident at all	9	10	11	19
Base: All respondents	2,507	2,212	2,975	2,655

Note: In October and December, the stem (after INFO1) read, "If a COVID-19 vaccine were to become available today, how confident would you be in its effectiveness?" In January and February 2021, the stem (again, after INFO1) was changed to "As mentioned, vaccines to protect from COVID-19 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, FIVE ITEMS ON THE FIRST SCREEN, 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:			
<i>Once a COVID-19 vaccine is available, employees should be <u>required to get vaccinated</u> to work in this type of job.</i>			
	FEBRUARY '21 AES	JANUARY '21 AES	DECEMBER '20 AES
	Total	Total	Total
	%	%	%
Supermarket, grocery, or other food store staff			
Strongly agree	29	28	28
Agree	23	25	24
Neither agree nor disagree	22	19	20
Disagree	12	13	13
Strongly disagree	14	15	16
Base: All respondents	2,506	2,211	2,975
Sales clerks or cashiers (such as at clothing or electronics stores)			
Strongly agree	25	23	24
Agree	23	26	23
Neither agree nor disagree	25	23	24
Disagree	13	14	14
Strongly disagree	14	15	16
Base: All respondents	2,508	2,214	2,974
Healthcare workers			
Strongly agree	45	44	46
Agree	18	19	18
Neither agree nor disagree	15	15	15
Disagree	9	9	8
Strongly disagree	13	14	14
Base: All respondents	2,507	2,216	2,973

	FEBRUARY '21 AES	JANUARY '21 AES	DECEMBER '20 AES
	Total	Total	Total
(continued)	%	%	%
Teachers or other school staff			
Strongly agree	37	35	36
Agree	21	23	20
Neither agree nor disagree	18	17	17
Disagree	9	10	11
Strongly disagree	14	15	15
Base: All respondents	2,504	2,213	2,971
Food or beverage service workers (such as waiters, kitchen staff, or bartenders)			
Strongly agree	33	31	32
Agree	21	23	21
Neither agree nor disagree	20	19	20
Disagree	11	12	12
Strongly disagree	14	15	16
Base: All respondents	2,506	2,217	2,970
Transit workers (such as bus or taxi drivers)			
Strongly agree	31	29	28
Agree	23	24	24
Neither agree nor disagree	21	20	21
Disagree	11	13	12
Strongly disagree	15	15	16
Base: All respondents	2,506	2,215	2,968
Hairdressers, nail technicians, or other personal care workers			
Strongly agree	28	26	27
Agree	23	26	23
Neither agree nor disagree	22	21	21
Disagree	11	12	13
Strongly disagree	15	15	16
Base: All respondents	2,504	2,212	2,971
Mail carriers or package delivery drivers			
Strongly agree	22	19	20
Agree	22	25	22
Neither agree nor disagree	27	26	26
Disagree	13	14	15
Strongly disagree	15	15	17
Base: All respondents	2,505	2,212	2,971
Individuals who work in an office building with shared spaces (such as cubicles, bathrooms, or cafeterias)			
Strongly agree	24	23	23
Agree	23	27	24
Neither agree nor disagree	25	22	24
Disagree	12	13	13
Strongly disagree	15	15	16
Base: All respondents	2,505	2,210	2,972

	FEBRUARY '21 AES	JANUARY '21 AES	DECEMBER '20 AES
(continued)	Total	Total	Total
	%	%	%
Those who said "agree" or "strongly agree" for ANY of the job types we asked about	67	65	66
Base: All respondents	2,514	2,223	2,982

COVVACREQEMPLOY. [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.

	FEBRUARY '21 AES	JANUARY '21 AES	DECEMBER '20 AES
	Total	Total	Total
	%	%	%
<i>Traveling by plane</i>			
Strongly agree	31	30	31
Agree	23	22	20
Neither agree nor disagree	18	18	18
Disagree	12	13	13
Strongly disagree	16	17	17
Base: All respondents	2,502	2,212	2,972
<i>Traveling on public transportation (such as bus, rail, subway)</i>			
Strongly agree	22	22	24
Agree	20	21	20
Neither agree nor disagree	24	23	22
Disagree	17	17	16
Strongly disagree	17	18	18
Base: All respondents	2,507	2,210	2,973
<i>Attending school or college</i>			
Strongly agree	25	26	28
Agree	25	26	22
Neither agree nor disagree	20	18	19
Disagree	13	13	13
Strongly disagree	17	17	18
Base: All respondents	2,503	2,212	2,974
<i>Attending large arena events (such as sporting events and concerts)</i>			
Strongly agree	25	26	27
Agree	23	22	20
Neither agree nor disagree	22	20	21
Disagree	14	14	14
Strongly disagree	17	17	19
Base: All respondents	2,505	2,213	2,977

	FEBRUARY '21 AES	JANUARY '21 AES	DECEMBER '20 AES
(continued)	Total	Total	Total
	%	%	%
Attending an amusement park			
Strongly agree	21	21	22
Agree	23	22	21
Neither agree nor disagree	24	22	23
Disagree	16	16	16
Strongly disagree	17	18	19
Base: All respondents	2,498	2,209	2,971
Going in person to a doctor's office, hospital, or other medical facility			
Strongly agree	19	17	20
Agree	18	20	20
Neither agree nor disagree	26	25	23
Disagree	18	18	18
Strongly disagree	19	20	20
Base: All respondents	2,505	2,214	2,974

	FEBRUARY '21 AES	JANUARY '21 AES	DECEMBER '20 AES
(continued)	Total	Total	Total
	%	%	%
Those who said "agree" or "strongly agree" for ANY of the activities we asked about	59	59	58
Base: All respondents	2,514	2,223	2,982

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