

Covid-19 behaviours in the USA

► **Report** May 2020

Insights and trends in people's behaviours related to COVID-19. Brought to you by a team of health and behavioural experts at the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov. These reports are created on a regular basis, following new survey results.

How are people in the USA responding?

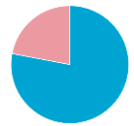
▲ As of May 17th 2020

This report looks at insights from the USA covering March 30th through May 17th

Thinking about the next 7 days... will you be working outside your home in one of the following roles? Mark all that apply (%)



77%



of people in the USA are staying home or only leaving the house once a day

36%



of people in the USA are not planning on working outside the home the following week

13% will work outside the home in a role not mentioned. Of the roles that were included, **food retail and construction** accounted for the largest share of people working outside the home followed by **healthcare**.

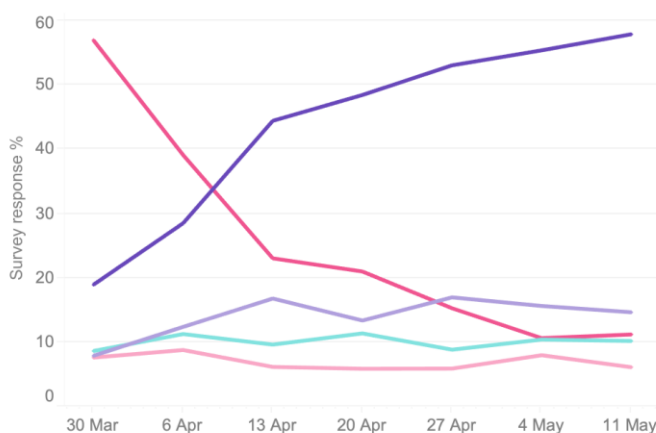


How are behaviours in the USA changing?

Compared to the last week of March, respondents in the USA showed...

Always Frequently Sometimes Rarely Not at all

Thinking about the last 7 days... how often have you worn a face mask outside your home to protect yourself or others from coronavirus (COVID-19)? As a reminder, please exclude any measures that you have already taken for reasons other than coronavirus (COVID-19). %

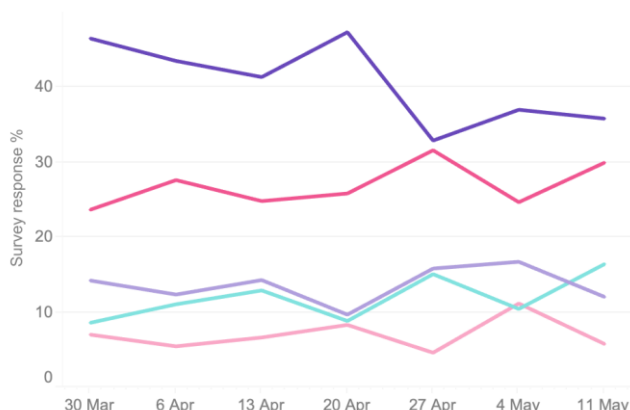


3X
↑

Increase in people always wearing a mask when going outside

Always Frequently Sometimes Rarely Not at all

Thinking about the last 7 days... how often have you avoided working outside your home (if job is full or part-time) to protect yourself or others from coronavirus (COVID-19)? As a reminder, please exclude any measures that you have already taken for reasons other than coronavirus (COVID-19). %



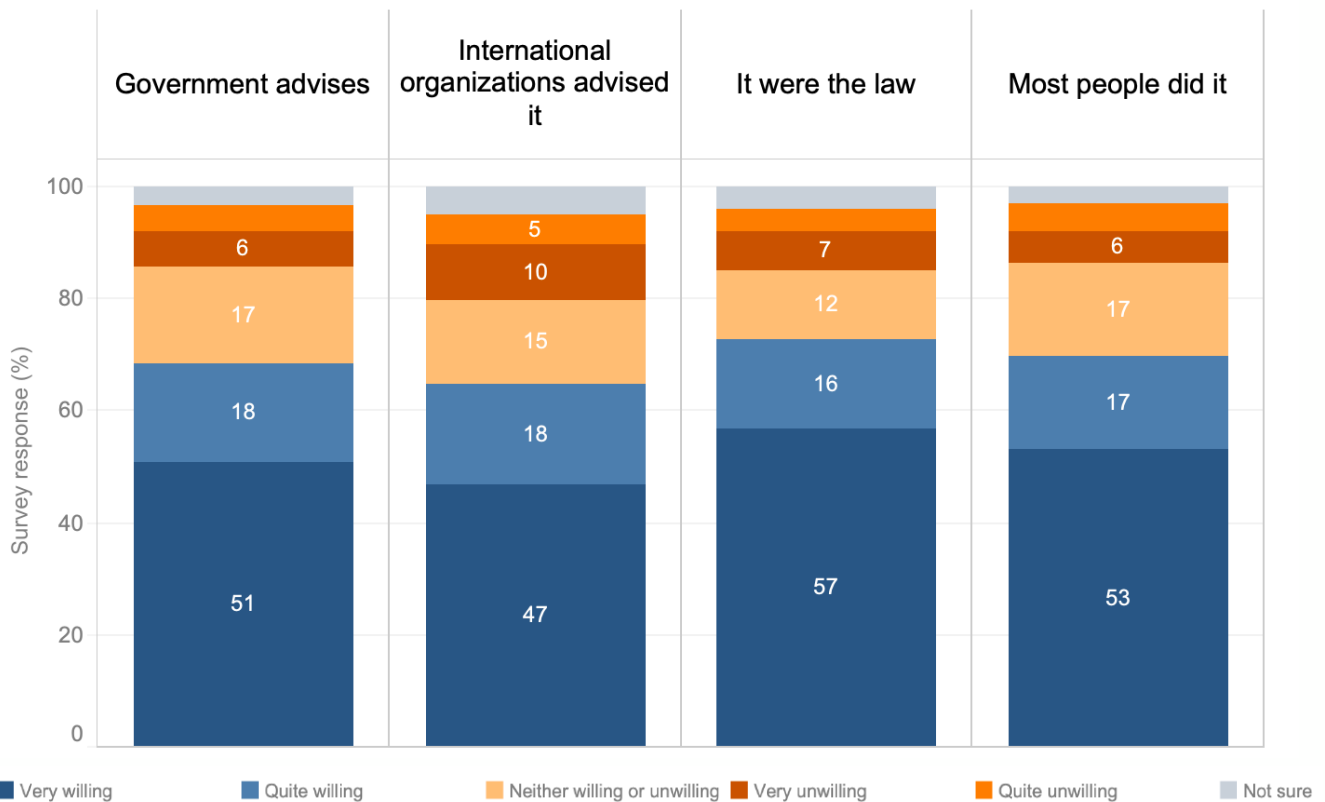
11pp*
↓

Decrease in people who always avoid working outside their homes

*pp= percentage point

What are people’s attitudes towards wearing face masks in the USA?

How willing or not are you to wear a face mask or covering if ... ? %



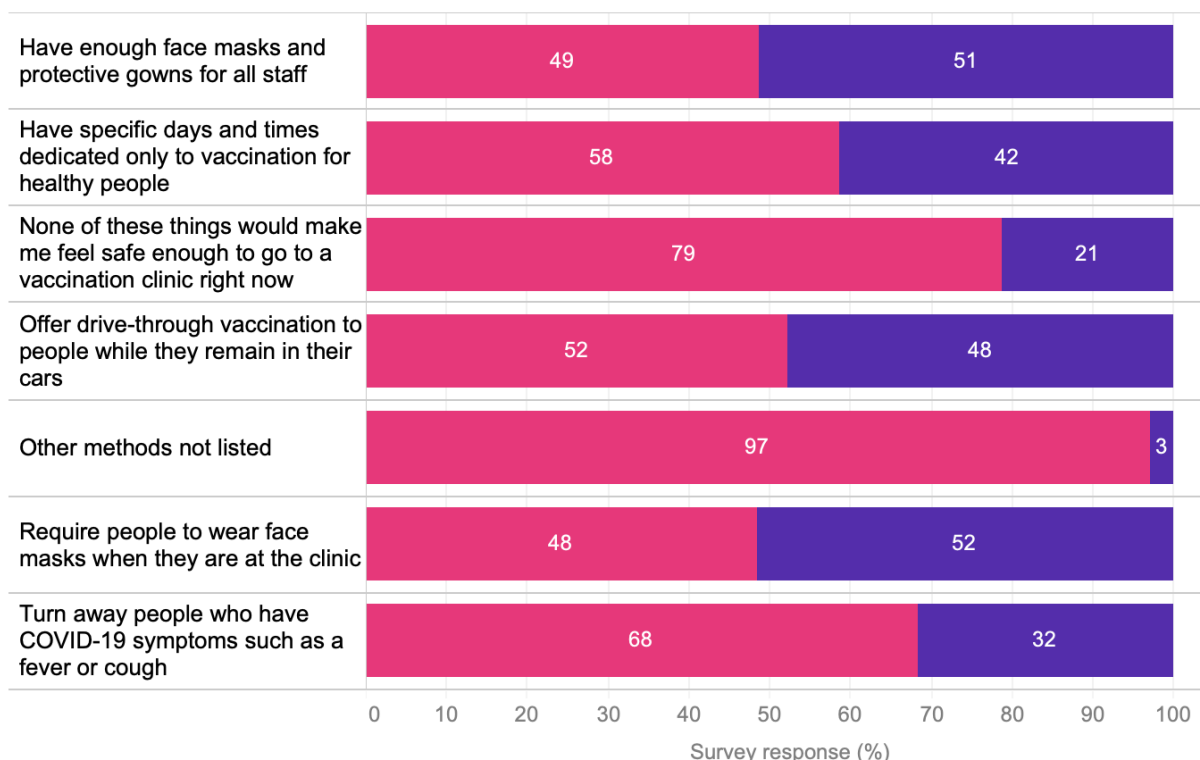
7 in 10 would willingly wear a face mask if it were the law

73% of people in the USA stated that they would willingly wear a face mask if it were the law. 70% would wear one if most people did and 69% would wear face masks if it were advised by the government

What are people’s attitudes towards routine vaccinations during Covid-19 in the USA?

■ No ■ Yes

What should vaccination clinics do to help your household feel safe getting vaccinated during this time? %

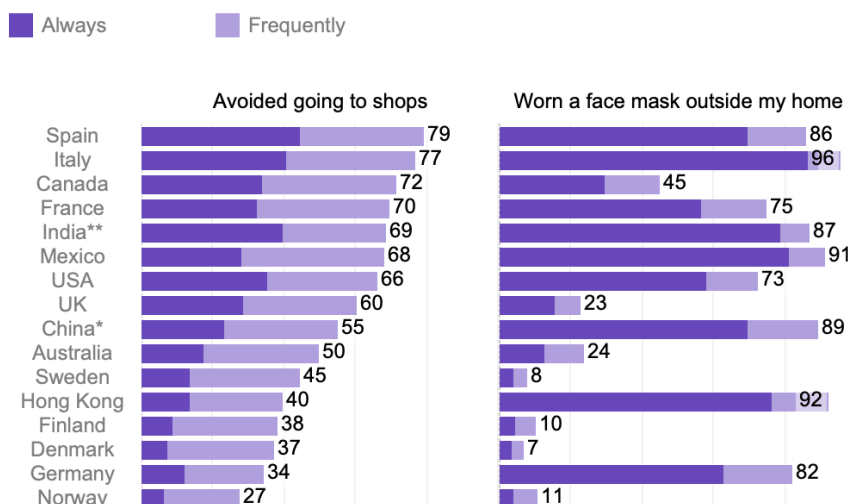


52% would feel safe at vaccination clinics if everyone wore face masks when they were at the clinic

Face masks as a requirement for everyone at the clinic is a popular driver of feeling safe getting vaccinated during the Covid-19 crisis.

How does the USA's behaviour compare to other countries?

Compared to other countries surveyed the same week (May 11th through May 17th) respondents in the USA were...



Comparable to Mexico in likelihood of avoiding going to shops; more likely to wear face masks than Canada and the UK

Thinking about the last 7 days...how often have you come into physical contact with someone outside your household? (excluding those in your household) %

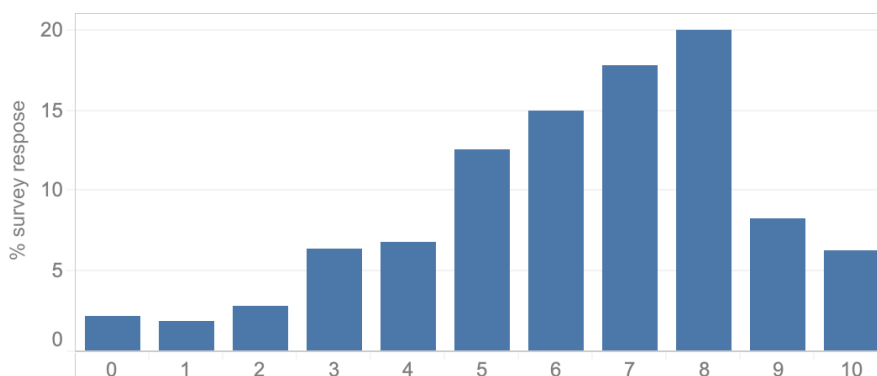
	0	1 to 2	3 to 4	5 to 9	10 to 19	20+
UK	61	16	7	7	4	4
Spain	49	22	10	11	5	3
Italy	45	26	13	9	5	2
India**	41	26	12	14	5	2
Canada	40	24	14	11	7	5
Germany	37	29	12	12	6	4
Mexico	36	24	15	15	8	3
USA	32	24	16	14	8	6
France	32	24	12	15	12	5
Australia	30	23	14	17	8	7
Sweden	26	18	10	16	14	16
Norway	26	24	15	18	12	5
Denmark	25	22	17	18	12	7
Hong Kong	19	20	11	19	20	12
Finland	18	19	14	19	17	13
China*	17	21	17	22	15	8

More likely than Canada, Mexico and the UK to come into contact with people outside the home

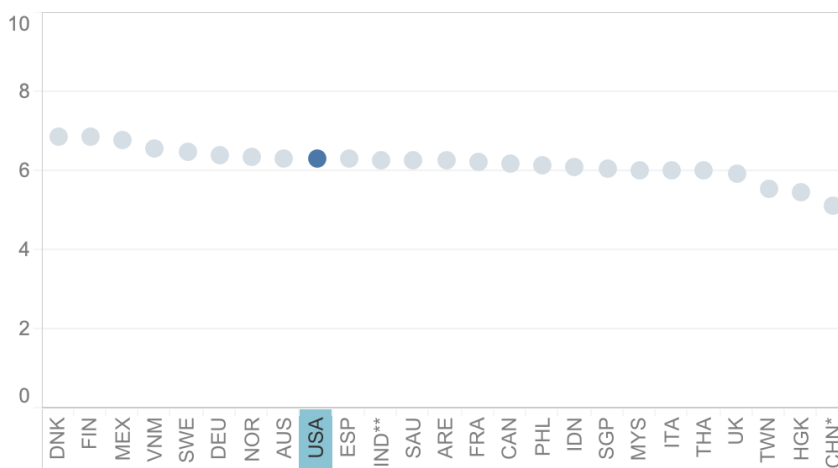
*Survey responses in China representative of the 'online population'. **Survey responses in India representative of the 'urban online population'

How does the USA's life satisfaction compare to that of its peers?

Please imagine a ladder with steps numbered from zero at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you. On which step of the ladder would you position yourself in? (%)



Average Cantril ladder score by country



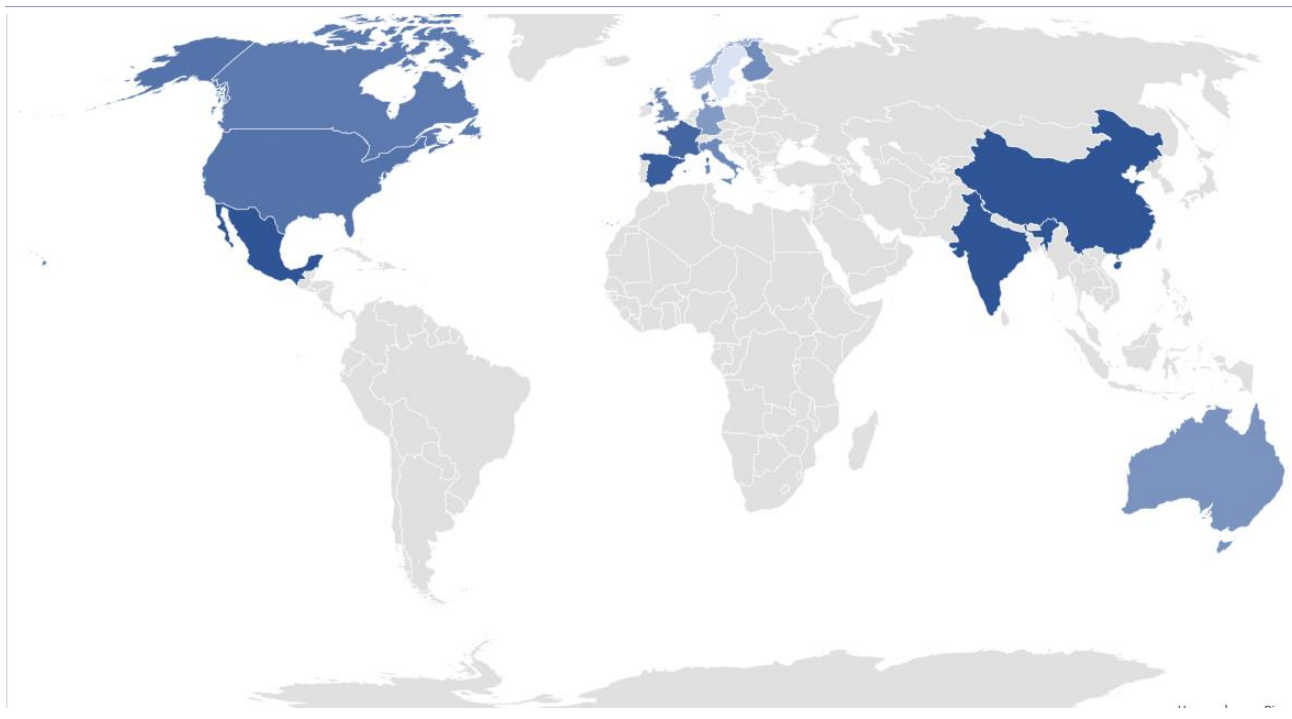
The **Cantril ladder** serves as a proxy for life satisfaction. **Life satisfaction** is a powerful measure of the **quality of people's lives**. The annual World Happiness Reports attributes the differences over time and between countries **to good health, income and the quality of the social environment**. These factors are changing under COVID-19, often in ways we have never experienced before. The YouGov life satisfaction data, collected regularly as the pandemic evolves in each survey country, provide a valuable barometer reading of life under COVID-19, reflecting each country's institutions and policies.

*Survey responses in China representative of the 'online population'. **Survey responses in India representative of the 'urban online population'

How stringent is the government of the USA compared to its peers?

The University of Oxford’s Stringency Index is a measure of the number and strictness of government policies in response to the Covid-19 outbreak. Stringency Index range is from 0 - 100. Numbers below are for May 17th.

Darker shades in the map below are indicative of higher stringency indices



Mexico	China	India	Spain	France	USA	Canada
95	95	95	86	81	81	76
Italy	UK	Denmark	Finland	Australia	Hong Kong	Germany
76	74	71	71	67	52	43
Norway	Sweden					
76	74					

About this report

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(IGHI) and YouGov

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For more behavioural data on a global level, visit coviddatahub.com to explore our interactive charts

The [CovidDataHub.com](https://coviddatahub.com) project is a joint collaboration between the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov Plc to gather global insights on people's behaviours and life satisfaction in response to COVID-19. The research covers 29 countries and surveys are conducted on a regular basis since the first week of April.

This report is designed to provide insights on how different populations are responding to the pandemic, helping public health bodies in their efforts to limit the impact of the disease. Anonymised respondent level data is generously made available for all public health and academic institutions globally by YouGov Plc at our [GitHub site](#).

In collaboration with