



The Associated Press-NORC
Center for Public Affairs Research

The March 2020 AP-NORC Center Poll

Conducted by The Associated Press-NORC Center for Public Affairs Research
With funding from NORC at the University of Chicago

Interviews: 03/12-16/2020

1,003 adults

Margin of error: +/- 4.3 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

BVI1. How worried are you about you or someone in your family being infected with...

[ITEMS RANDOMIZED]

AP-NORC	Extremely /very worried	Extremely worried	Very worried	Somewhat worried	Not too/not at all worried	Not too worried	Not at all worried	DK	SKP/ REF
The Coronavirus 03/12-16/2020 N=1,003	31	14	17	35	33	23	10	*	1
02/13-16/2020 N=1,074	22	11	11	23	55	37	19	-	*
The flu 03/12-16/2020 N=1,003	15	6	9	33	50	37	13	-	1
02/13-16/2020 N=1,074	23	10	14	40	37	29	7	-	*

BVI2. Have you received a flu vaccine (shot or nasal spray) in the last 7 months?

	AP-NORC 03/12-16/2020
Yes	50
No	50
DON'T KNOW	-
SKIPPED/REFUSED	*

N=

1,003

BVI5. What source do you rely on most for information about the coronavirus?

	AP-NORC 03/12-16/2020
Traditional news sources, including on TV, radio, websites, and newspapers	59
Social media	9
Comments or guidance from government officials	7
Other webpages/internet	7
Friends or family members	4
Health care providers	10
Your employer	2
Have not seen or heard any information about coronavirus	1
DON'T KNOW	-
SKIPPED/REFUSED	*

N=

1,003

BVI6. Thinking about your travel plans over the next three months for (international/domestic travel), are you...

AP-NORC 03/12-16/2020	Still planning to travel	Considering canceling travel	Have canceled travel	Did not have travel plans	DON'T KNOW	SKIPPED/ REFUSED
International travel	3	4	5	87	-	1
Domestic travel	21	11	9	57	*	*

N= 1,003

BVI7. Which of the following measures, if any, are you taking in response to the coronavirus?

Select all that apply

	AP-NORC 03/12-16/2020
Washing hands more frequently	88
Avoiding touching your face	59
Stocking up on extra food	35
Stocking up on extra cleaning supplies	34
Consulting with a health care provider	14
Staying away from large groups	68
Keeping children out of school	11
Other	6
None of the above	7
Not sure	-
SKIPPED/REFUSED	*

N=

1,003

PARTY ID

	AP-NORC 03/12-16/2020
Democrat NET	44
Strong Democrat	15
Moderate Democrat	16
Lean Democrat	13
Independent/None – Don't lean	19
Republican NET	36
Lean Republican	9
Moderate Republican	16
Strong Republican	11

N=

1,003

IDEOLOGY

	AP-NORC 03/12-16/2020
Liberal NET	34
Extremely liberal	6
Liberal	18
Slightly liberal	10
Moderate	24
Conservative NET	29
Slightly conservative	10
Conservative	15
Extremely conservative	4
Haven't thought much about it	12

N=

1,003

AGE

	AP-NORC 03/12-16/2020
18-24	12
25-34	17
35-44	19
45-54	13
55-64	18
65-74	15
75+	6

N=

1,003

GENDER

	AP-NORC 03/12-16/2020
Male	48
Female	52

N=

1,003

RACE/ETHNICITY

	AP-NORC 03/12-16/2020
White	63
Black or African American	12
Hispanic	16
Other	9
<i>N=</i>	<i>1,003</i>

MARITAL STATUS

	AP-NORC 03/12-16/2020
Married	48
Widowed	5
Divorced	11
Separated	2
Never married	25
Living with partner	7
<i>N=</i>	<i>1,003</i>

EMPLOYMENT STATUS

	AP-NORC 03/12-16/2020
Employed	58
Not employed	42
<i>N=</i>	<i>1,074</i>

EDUCATION

	AP-NORC 03/12-16/2020
Less than a high school diploma	11
High school graduate or equivalent	28
Some college	28
College graduate or above	33
<i>N=</i>	<i>1,003</i>

INCOME

	AP-NORC 03/12-16/2020
Under \$10,000	7
\$10,000 to under \$20,000	11
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	15
\$100,000 to under \$150,000	12
\$150,000 or more	6
<i>N</i> =	1,003

Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research and with funding from NORC at the University of Chicago.

Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC’s probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between March 12 and 16, 2020, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,003 completed the survey—864 via the web and 139 via telephone. Interviews were conducted in English. The final stage completion rate is 21.0 percent, the weighted household panel response rate is 24.1 percent, and the weighted household panel retention rate is 85.6 percent, for a cumulative response rate of 4.3 percent. The overall margin of sampling error is +/-4.3 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education.

Weighting variables were obtained from the 2018 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

For more information, email info@apnorc.org.

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of The AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.