



Understanding Trends in Protective and Social Behaviors during the COVID-19 Pandemic

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Understanding Coronavirus in America Study



Understanding America Study



Covid-19 Tracking Survey

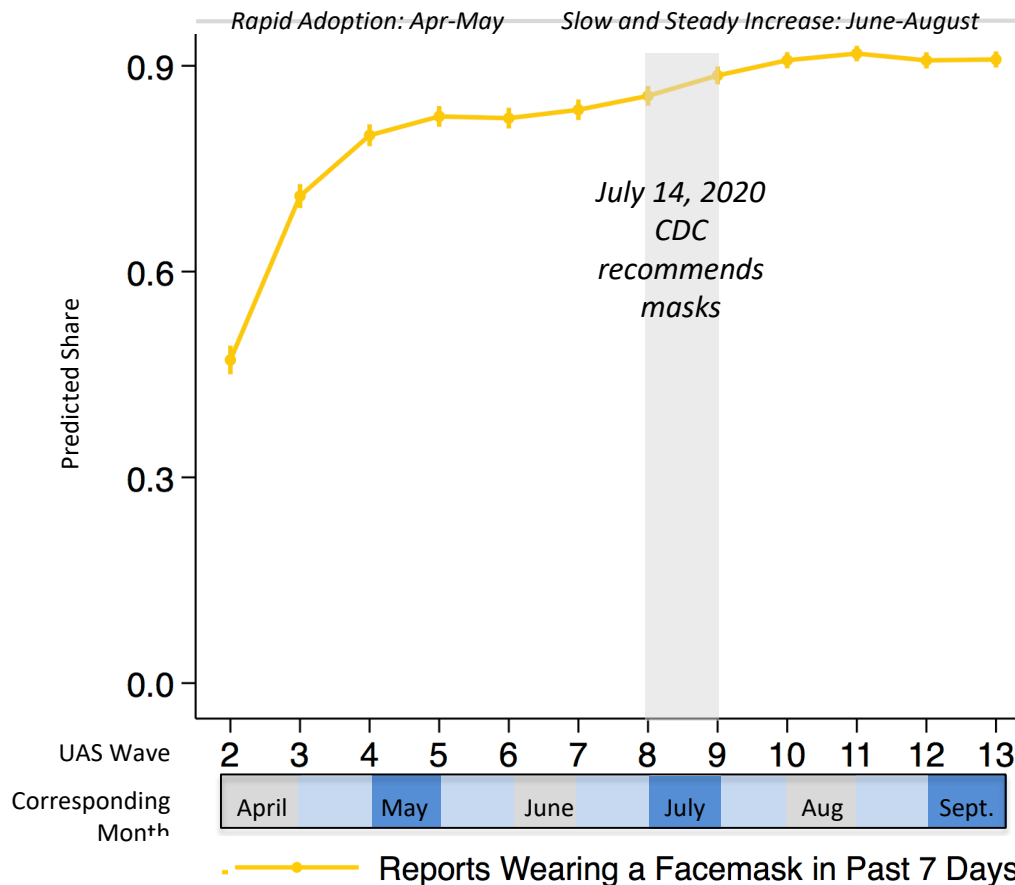
- Began 2014
- National probability-based internet panel
- 316 waves covering various topics
- Approximately 9,000 US residents

- Began March 10, 2020
- Data collected every two weeks since April 1, 2020
- Total of 16 waves to date
- Data published daily as [tracking graphics](#) and bi-weekly as full datasets

Findings in this study based on data collected April 1 – September 28, 2020

Additional data sources include: the 2020 USC Dornsife Presidential Election Poll and state-level New York Times Covid-19 Data

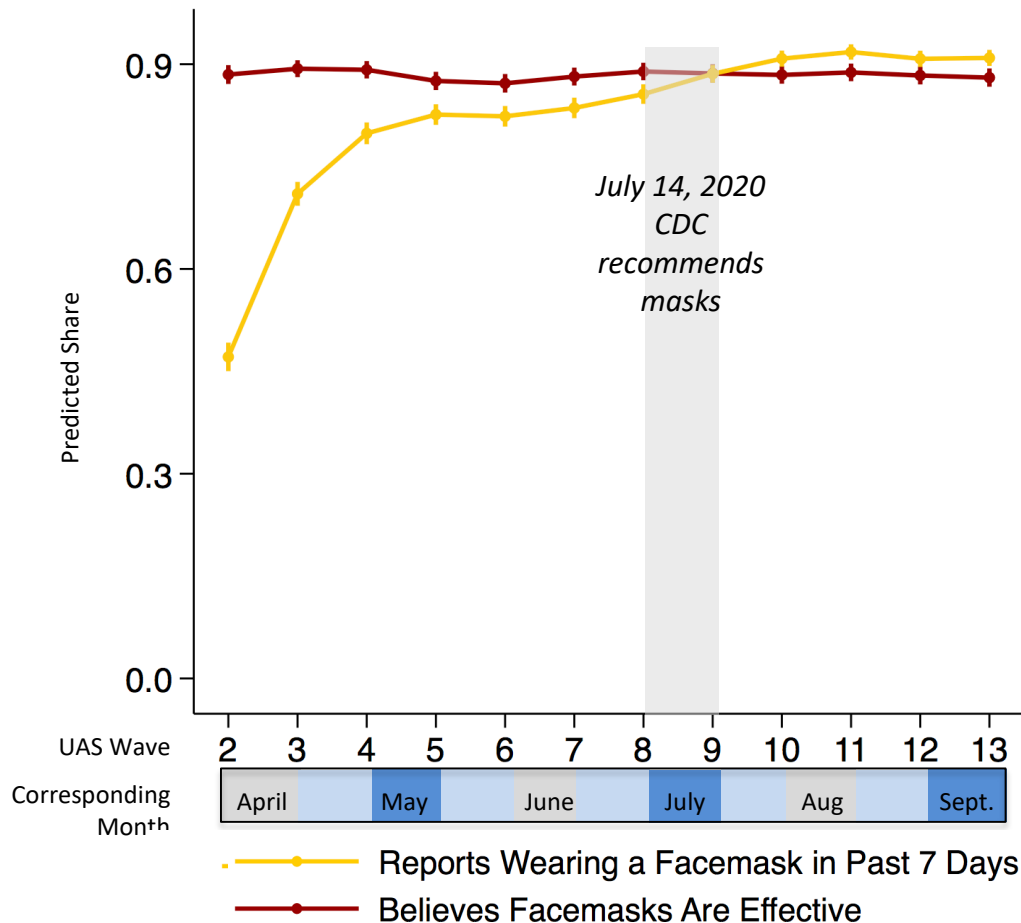
Most Americans Wore Facemasks Prior to CDC Recommendation



- Use grew rapidly through May/June
- Most Americans adopted well before CDC announcement
- By September, over 9 out of 10 Americans report having worn a facemask



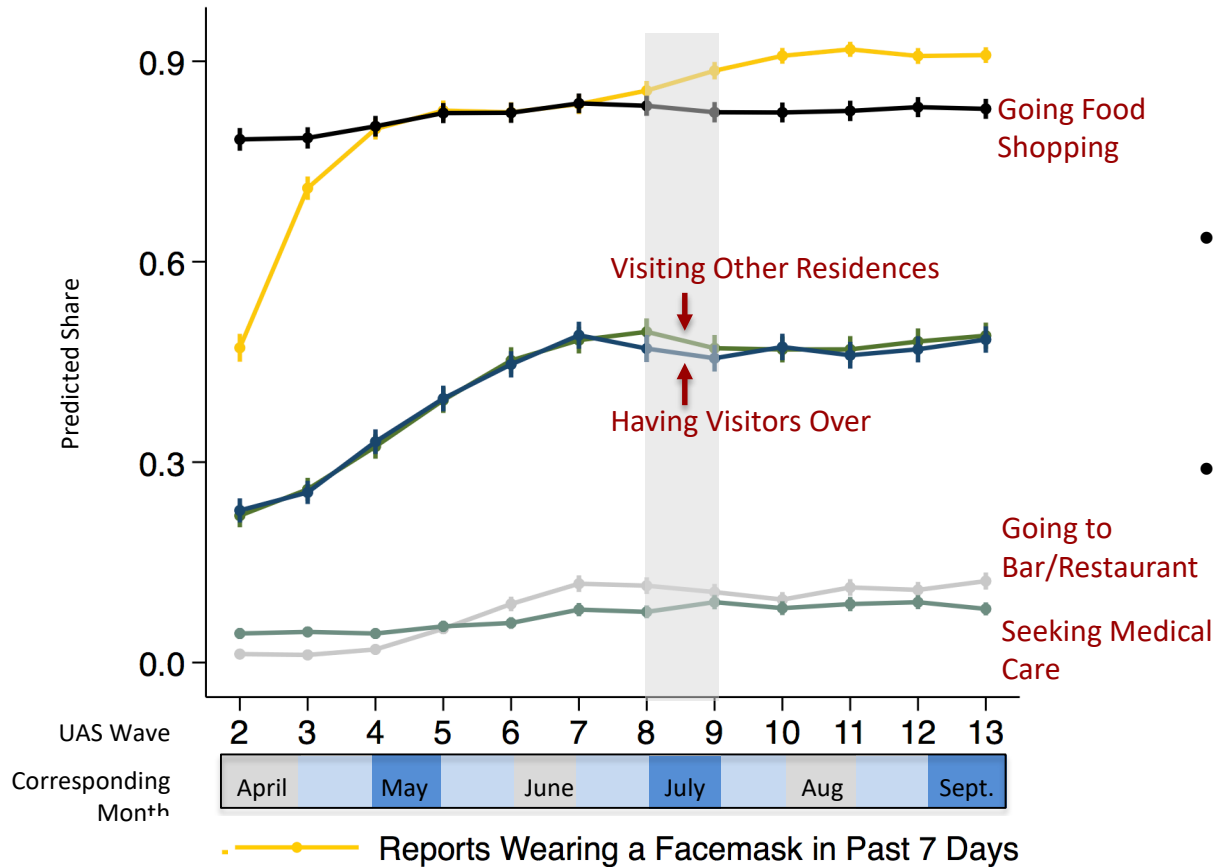
Use Increased Even While Perceived Effectiveness Remained Unchanged



- **Nearly 9 out of 10 Americans believe facemasks are somewhat or extremely effective**
- **Little change in this belief since April**

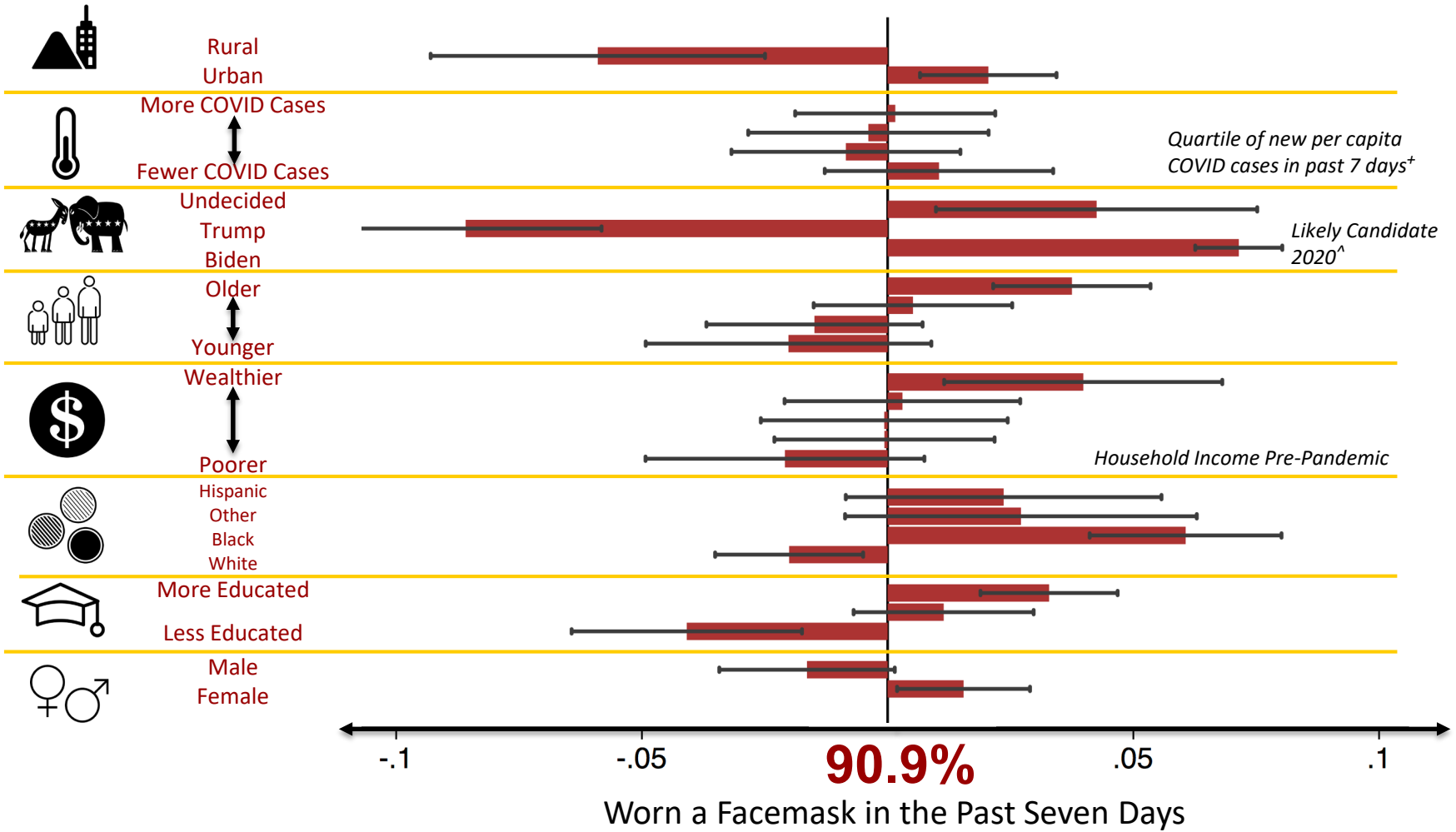
Weighted Estimates. Robust standard errors clustered at household level.

Summer Bump in Social Activity Now Levelled off



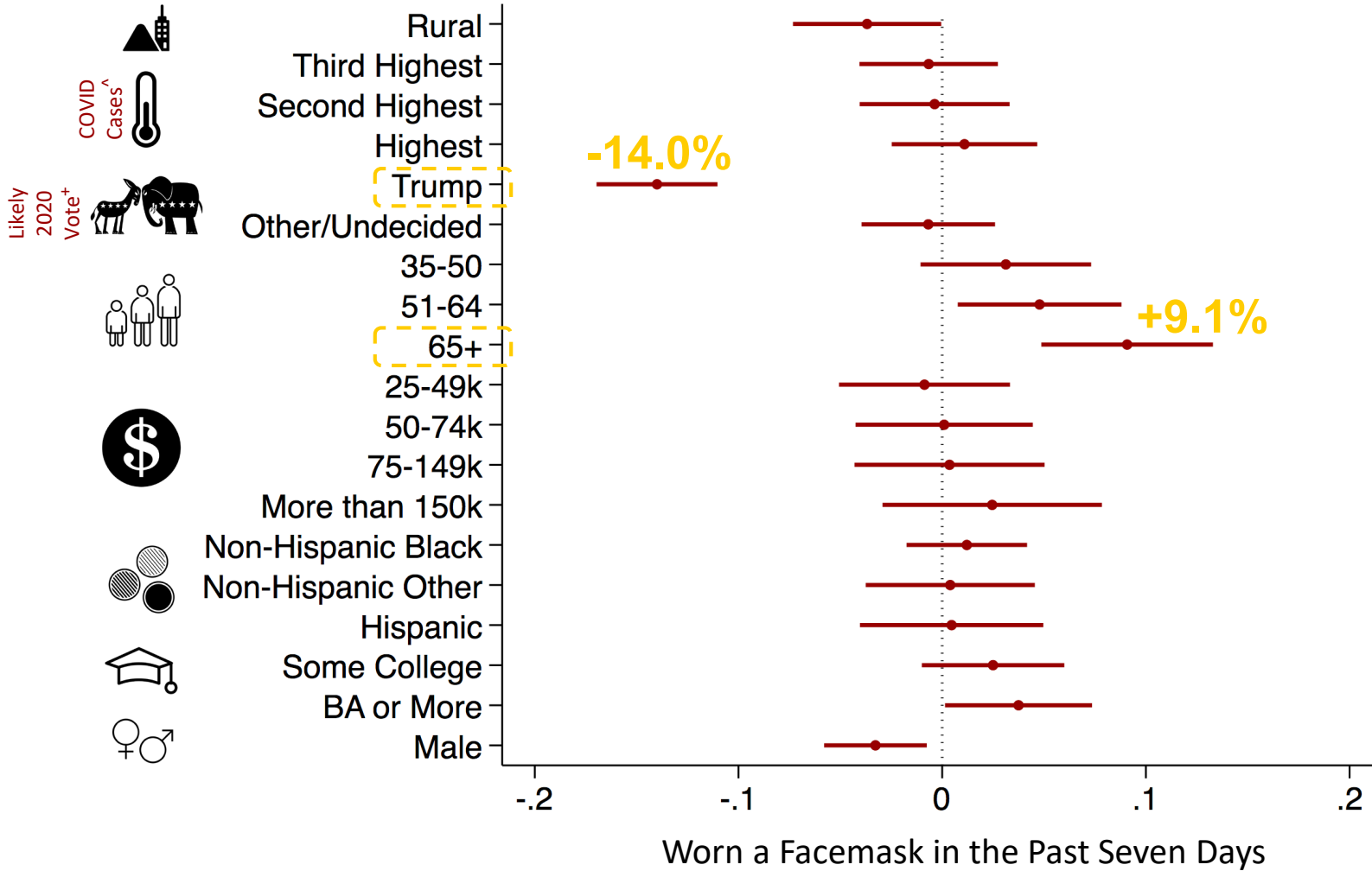
- Largest increases in social visits
- Little change in essential activities

Who is (Not) Wearing Facemasks Today?



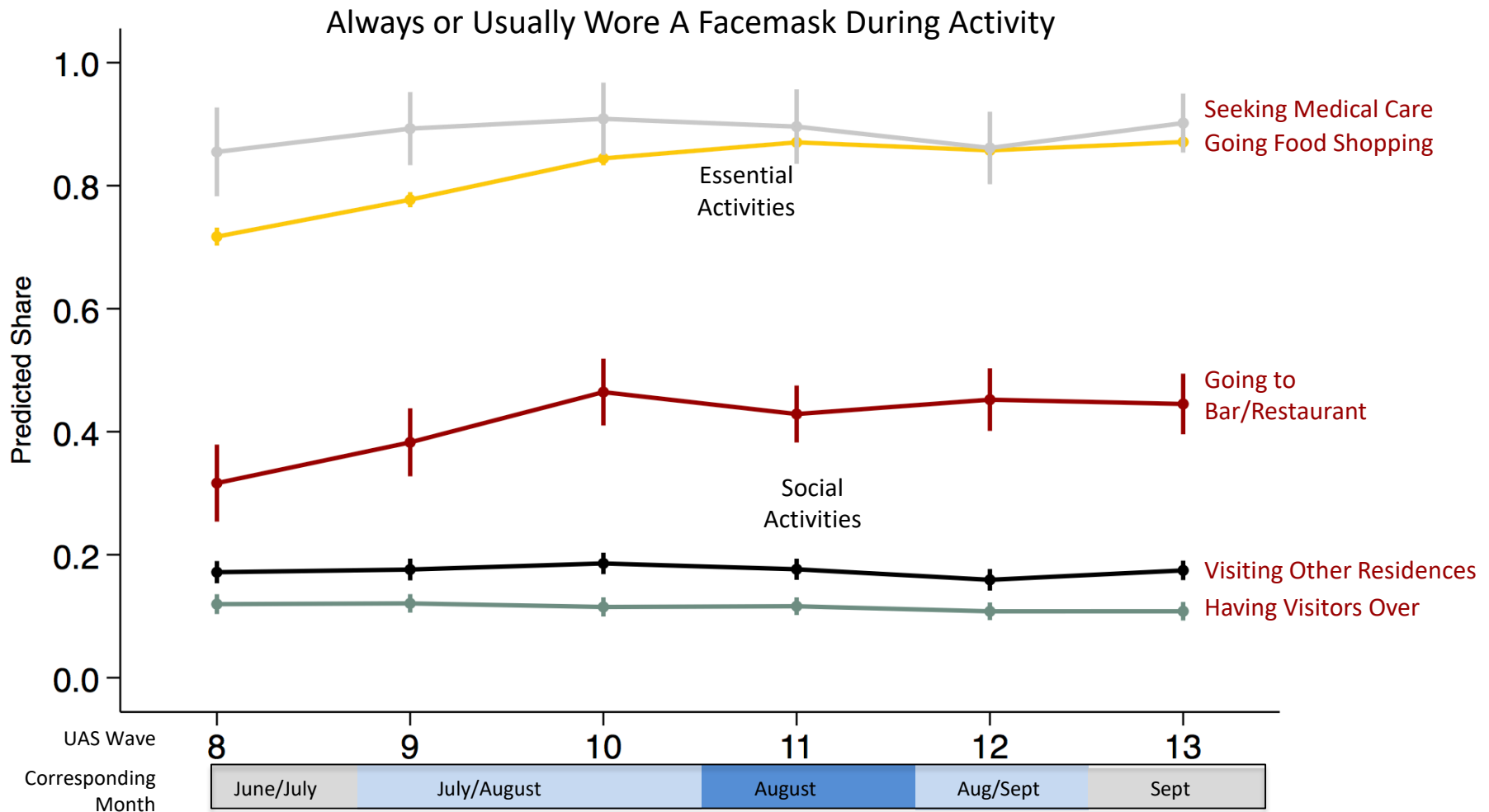
Data from Wave 13, except where noted. + Data from Election Poll. ^ Data from NYT
 Whiskers represent 95% confidence intervals.
 Robust standard errors clustered at household level.

Trump Finding Robust to Socioeconomic Controls



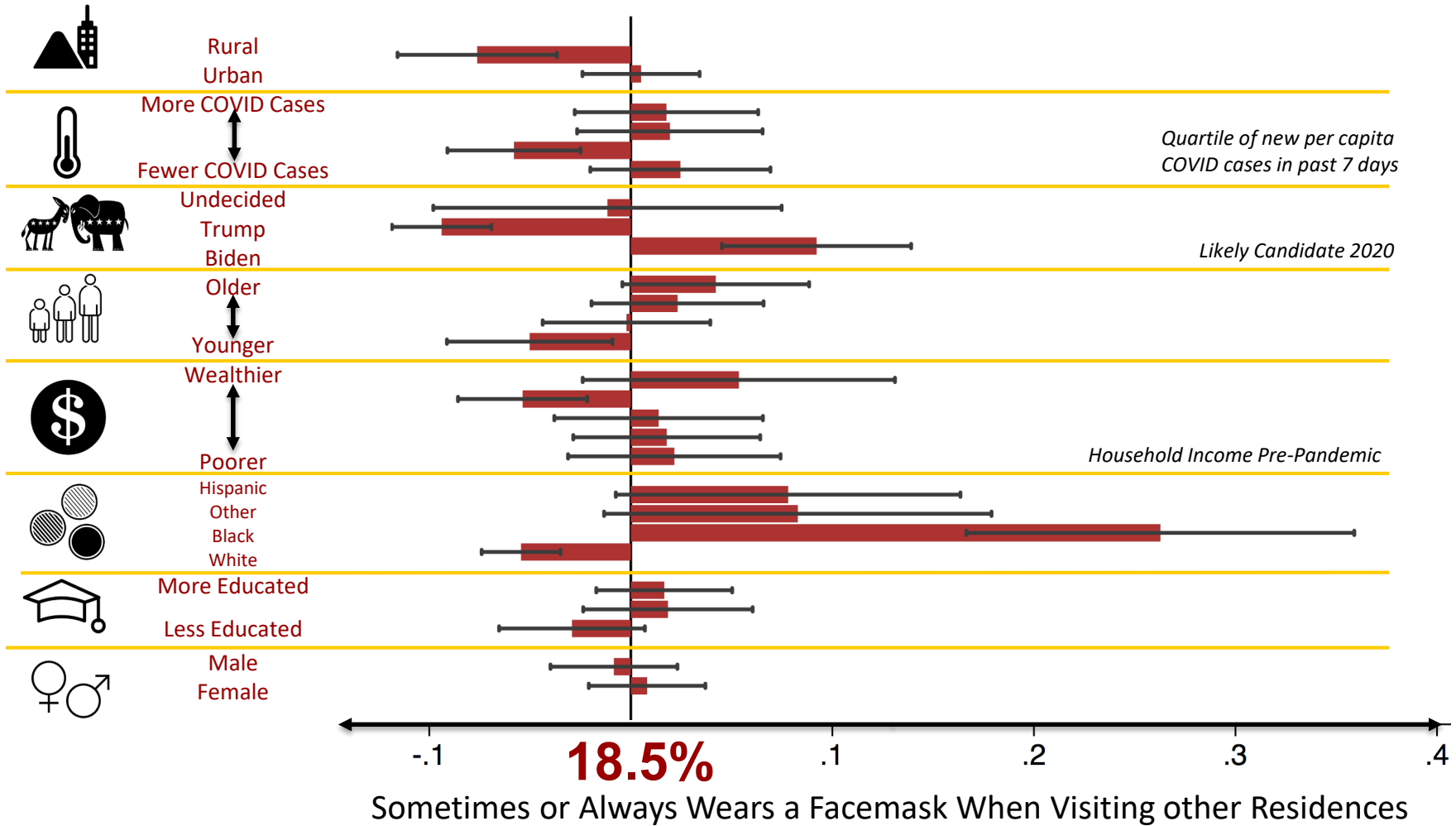
Data from Wave 13, except where noted. + Data from Election Poll. ^ Data from NYT
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 Robust standard errors clustered at household level.

Mask Use Driven by Essential, Not Social, Activities



Weighted estimates from individual fixed effects models.
Robust standard errors clustered at the household level.

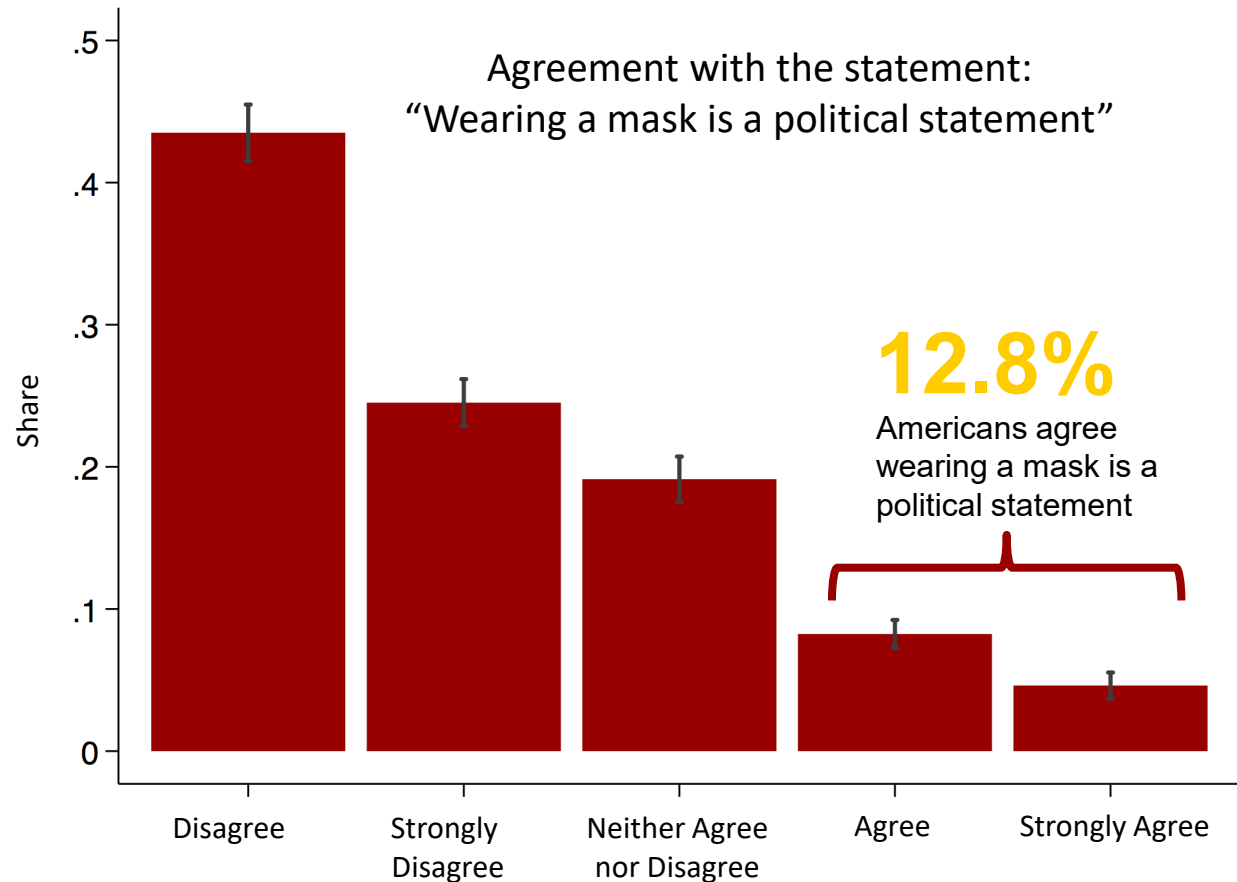
Who is Wearing Facemasks During Social Visits?





White, Males, Trump Voters Most Likely to View Masks as Political Issue

- **Males**
1.3x more likely to agree as compared to females
- **2020 Trump Voters**
7.4x more likely to agree as compared to Biden voters
- **White people**
2.3x more likely to agree as compared to people of color



Data from Wave 13



Thank you!