

Americans' Views on At-Home Rapid Testing Support Biden Administration Strategies to End the Pandemic

Key findings from a nationwide survey among 1,569 adults conducted in January 2021

COVID Collaborative



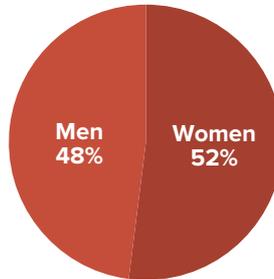
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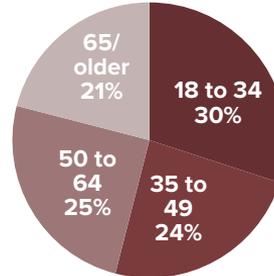
Methodology

- Online survey among 1,569 adults nationwide
- Fielded January 12 to 18, 2021

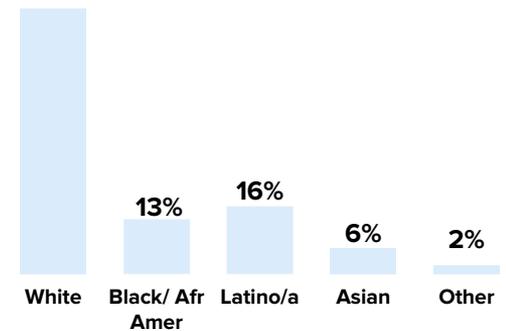
GENDER



AGE



RACE/ETHNICITY



EDUCATION

■ HS grad/less ■ Some college ■ Four-year college grad ■ Postgrad ed

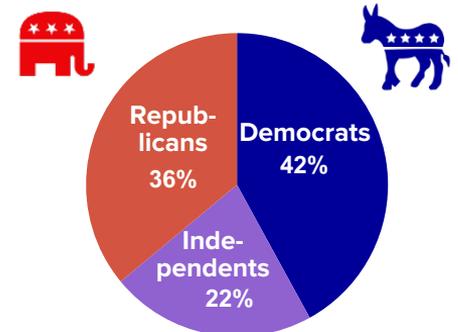


EMPLOYMENT

■ Employed full time ■ Employed part time ■ Unemployed ■ Student/other ■ Retired



PARTY ID



Survey Findings

A strong majority of Americans want access to regular rapid COVID-19 testing. 86% of Americans say they would test themselves with rapid tests, demonstrating a strong consumer demand for a key policy priority within President Biden's COVID-19 Response and Pandemic Preparedness Plan.

Americans broadly approve of requiring free antigen tests in a variety of out-of-home situations, including at U.S. borders (92% approve), in schools (83%), at sports venues (81%), at workplaces (79%), entertainment venues (79%), and for public transportation (74%)

Rapid tests are highly appealing for their low cost and convenience. Results in 15 minutes (87%), low cost (87%), not having to wait in line (86%) or risk exposure at testing sites (85%) are all important reasons to use antigen tests at home.

- Willingness to self-test regularly decreases as the price of the test increases. 79% would test regularly if the cost were \$1 per test, but only 33% would test themselves if costs were \$25 per test.

Rapid testing is seen as highly effective in controlling the spread of COVID-19. Large majorities say they would test themselves if they had symptoms (92%), were exposed (90%), after traveling (78%), or before visiting family or friends (73%).

Survey Findings

Individuals who test positive on a rapid test said they would take precautions to keep their loved ones safe, including reporting to public health authorities (78%), consulting a medical professional (86%), staying home (94%), isolating from family members (93%), wearing a mask around others (90%), and making sure household members/close contacts get tested (90%).

Americans recognize the continuing threat of COVID-19 and the importance of multiple preventative measures. 9 in 10 think that COVID-19 is still a serious problem in the United States. Social distancing (88%), masks (86%), testing (80%), and a vaccine (78%) are seen as important in stopping the spread.

Most Americans—whether they be Democrats, Independents, or Republicans—support government funding for antigen tests for out-of-home applications. 85% of Americans would favor the federal government funding the manufacturing and distribution of antigen tests as part of a strategy to reopen the economy, including 94% of Democrats, 84% of Independents and 74% of Republicans.

There is an opportunity to educate the public on the usefulness of antigen tests for public health. The possibility of an antigen test not being accurate is the public's biggest concern about the test (36% big concern), and 87% say they would get a confirmation PCR test upon receiving a positive antigen test result.

A strong majority of Americans would use regular rapid COVID-19 testing but lack knowledge about the option.

86%

of Americans **would test themselves using an at-home rapid test**
(compared to 64% that currently have never been tested)

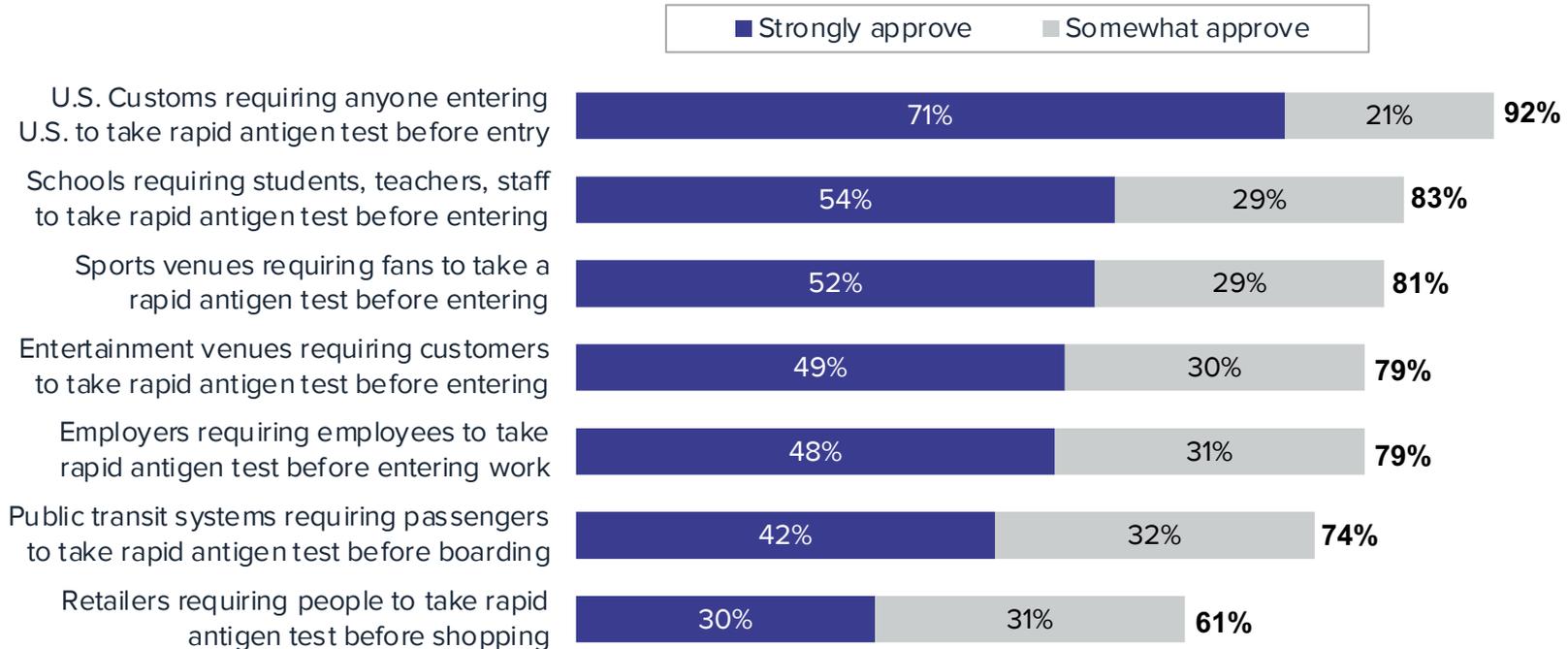
36%

of Americans **recall hearing about rapid antigen testing**

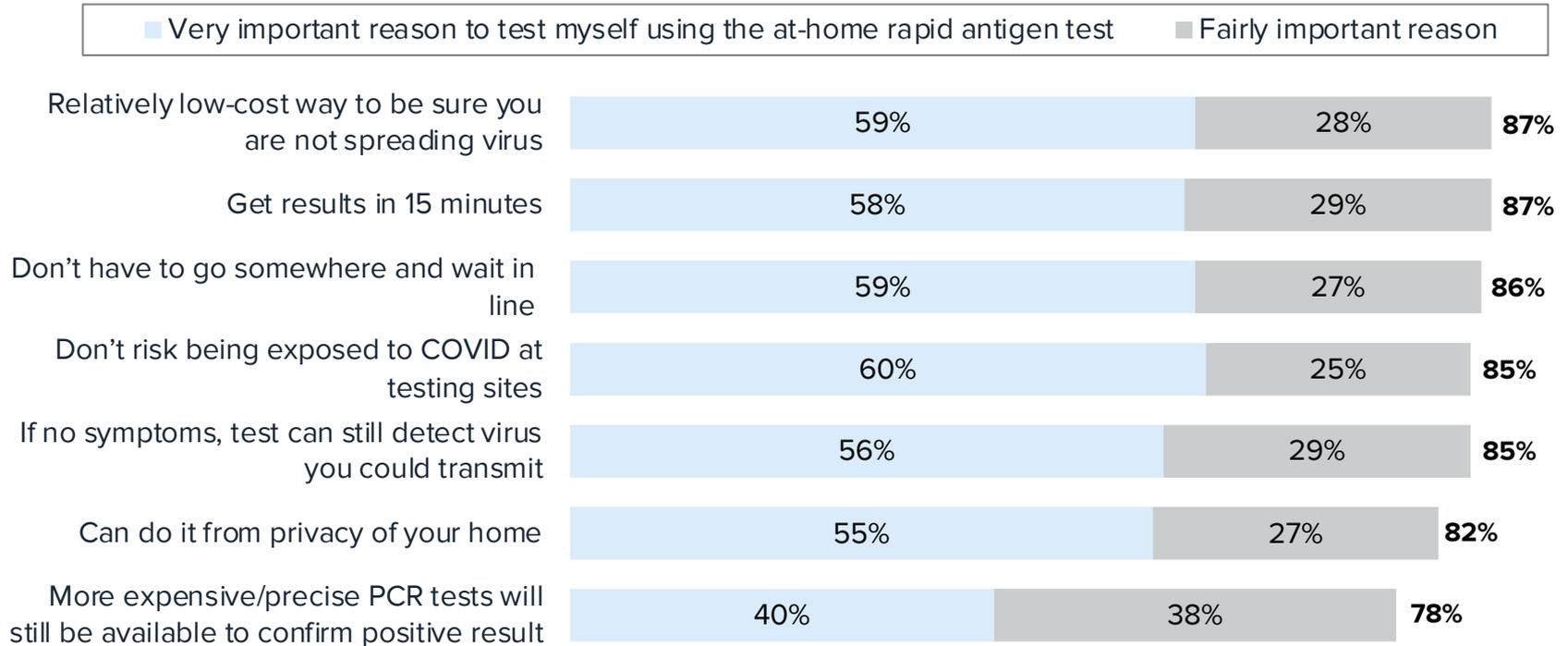
...Suggesting strong consumer demand and support for a federal national testing program, if the public is informed

Americans broadly approve of requiring free rapid antigen tests in a variety of out-of-home situations to reopen the economy—including schools—safely.

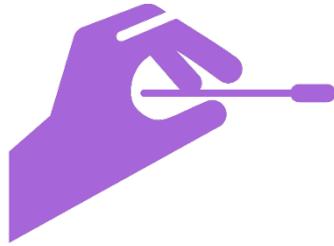
Approval of Using Rapid Antigen Tests in Various Situations



Important reasons to use rapid antigen tests include 1) low cost; 2) fast results; & 3) reducing risk of exposure waiting in line at a testing site.



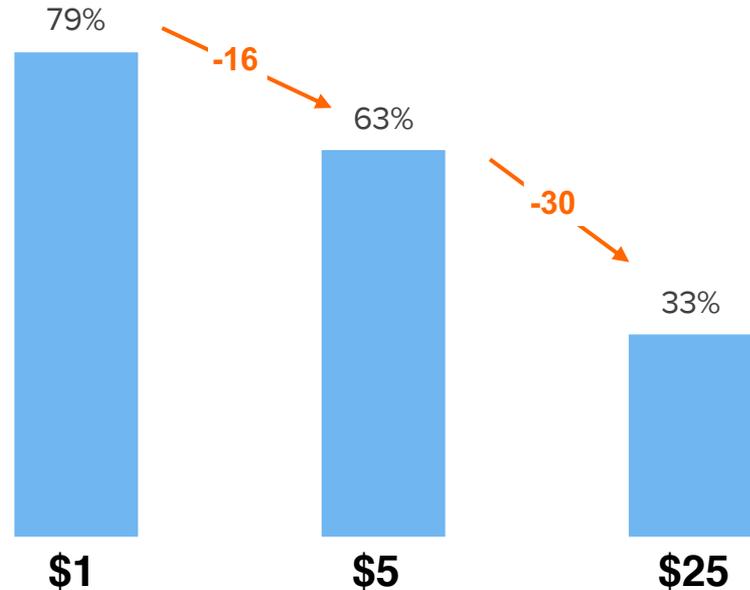
The large majority say they would regularly test themselves at home with a low-cost, rapid antigen test, but willingness decreases at higher price points.



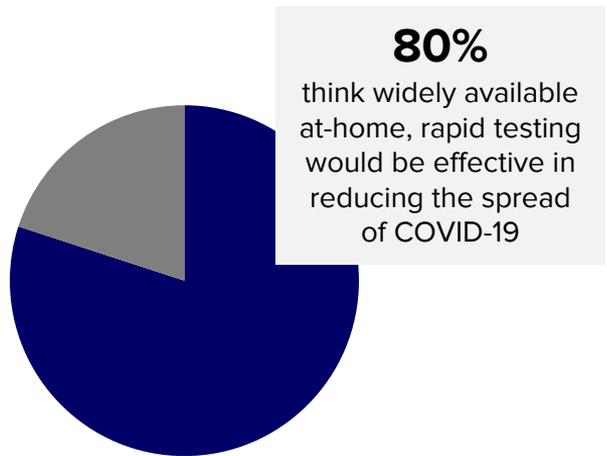
66%

think **people should get tested regularly** (about once a week) even if they do not have symptoms

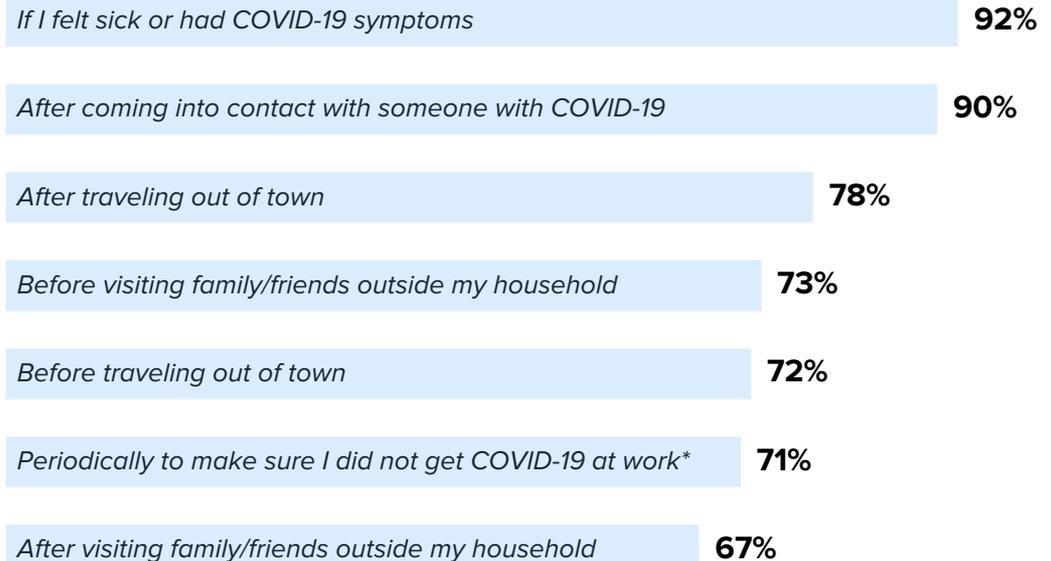
(After reading information about antigen tests) I would test myself regularly at home with an antigen test if each test cost...



At-home, rapid testing is seen as highly effective in controlling the spread of COVID-19, and many say they would use a low-cost, at-home, rapid test.



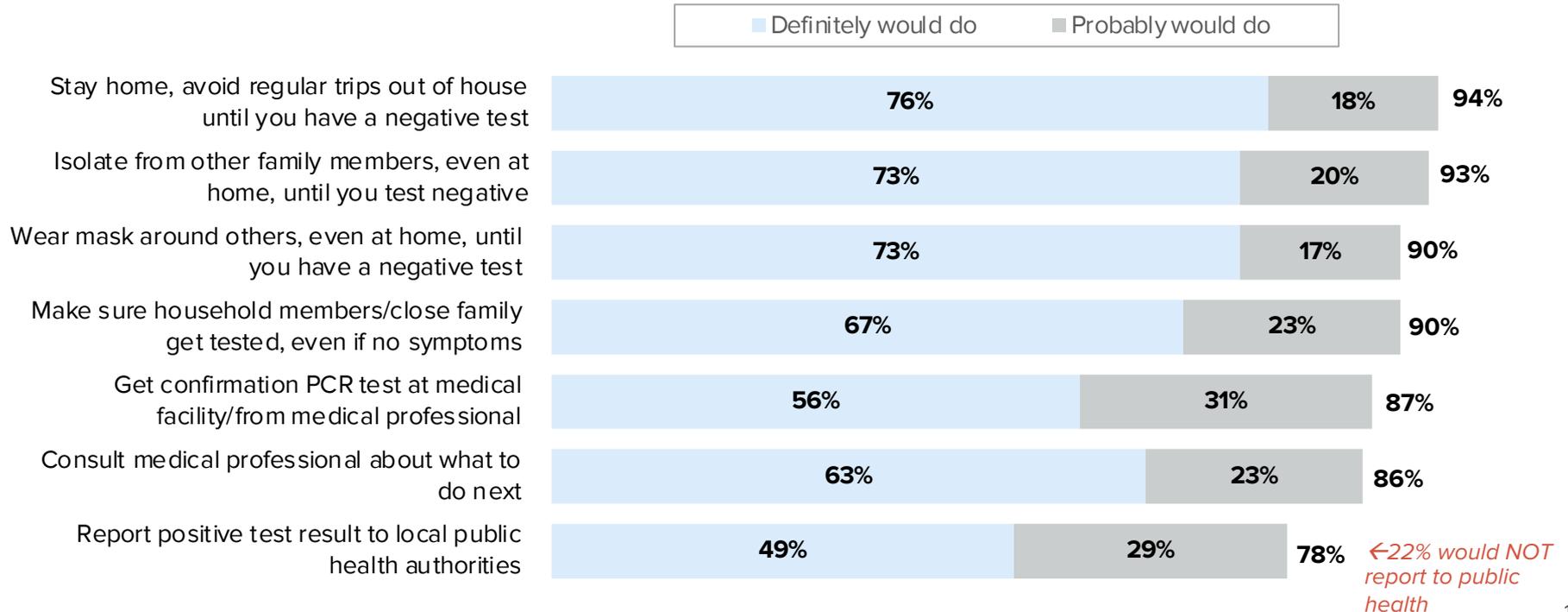
Situations where I would test myself:



*Asked only of respondents working outside the home

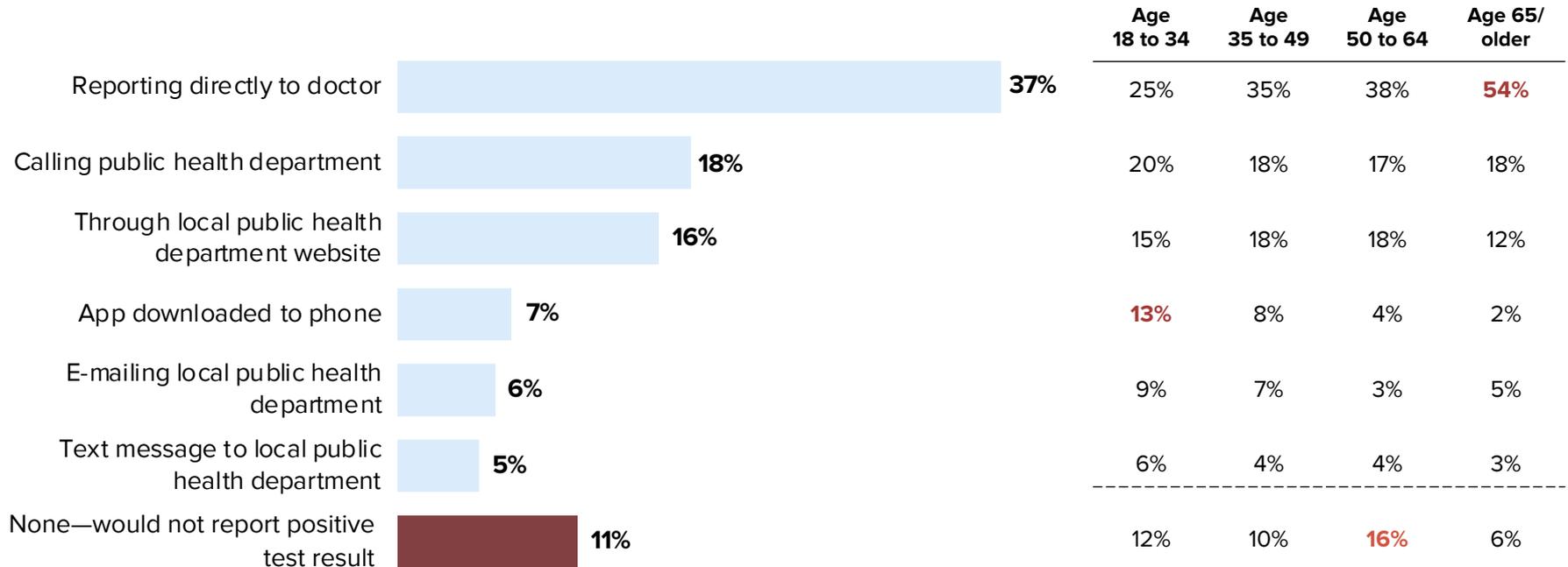
Most Americans say they would take precautions, including self-isolating and wearing a mask, upon receiving a positive antigen test result.

If you got a positive test result on an at-home, rapid antigen test, how likely are you to do this?



Most Americans (89%) say they would report a positive antigen test result to a health authority, with one's doctor being the preferred method, especially for seniors.

Preference for Reporting Positive Result on At-Home Rapid Antigen Test to Public Health Authorities



Americans recognize the continuing threat of COVID-19 and the importance of multiple preventative measures.

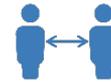
90%

Believe COVID-19 is a **serious problem** in the U.S. (46%), or that **the worst is still ahead** (44%)

77%

Worry **about themselves or a family member** contracting the virus

Very/fairly important measures in controlling the spread of COVID-19:



88% Social distancing



86% Wearing masks

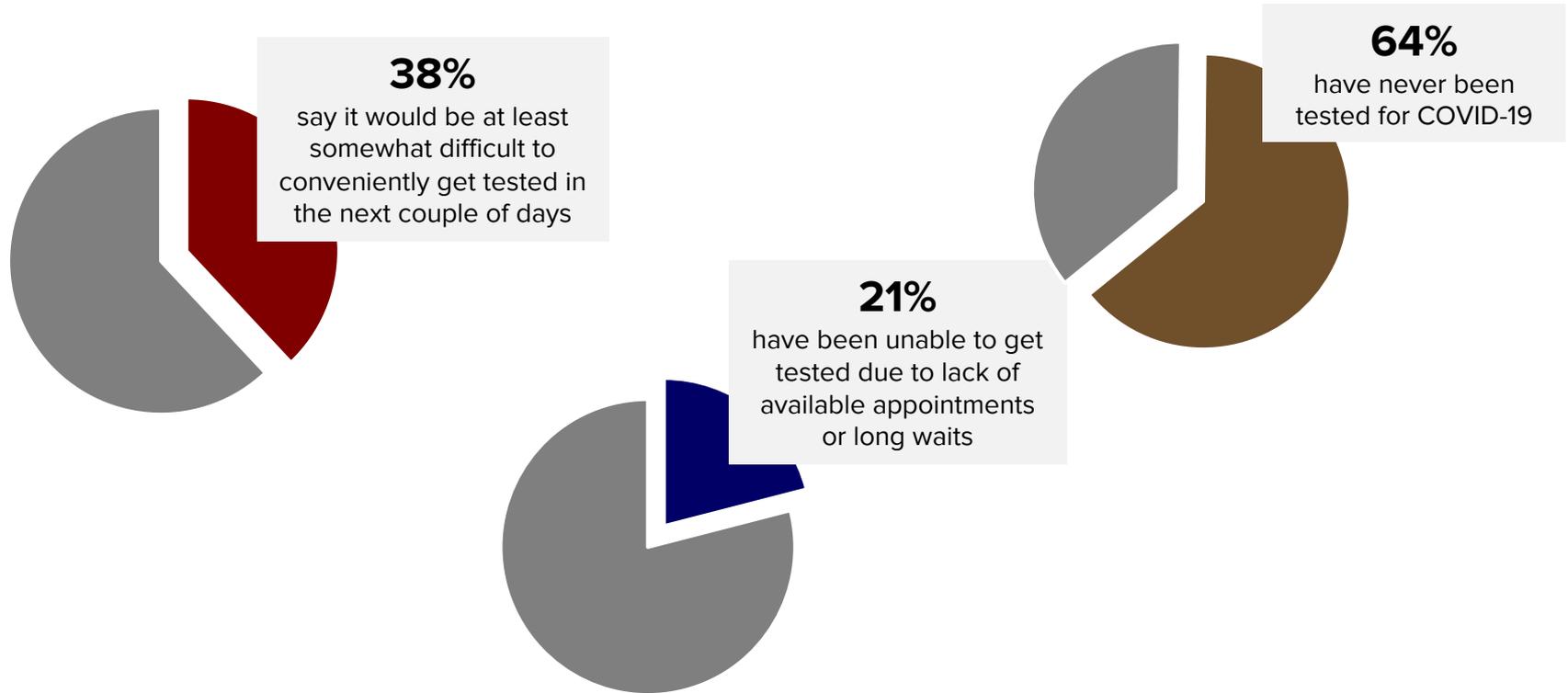


80% Getting tested

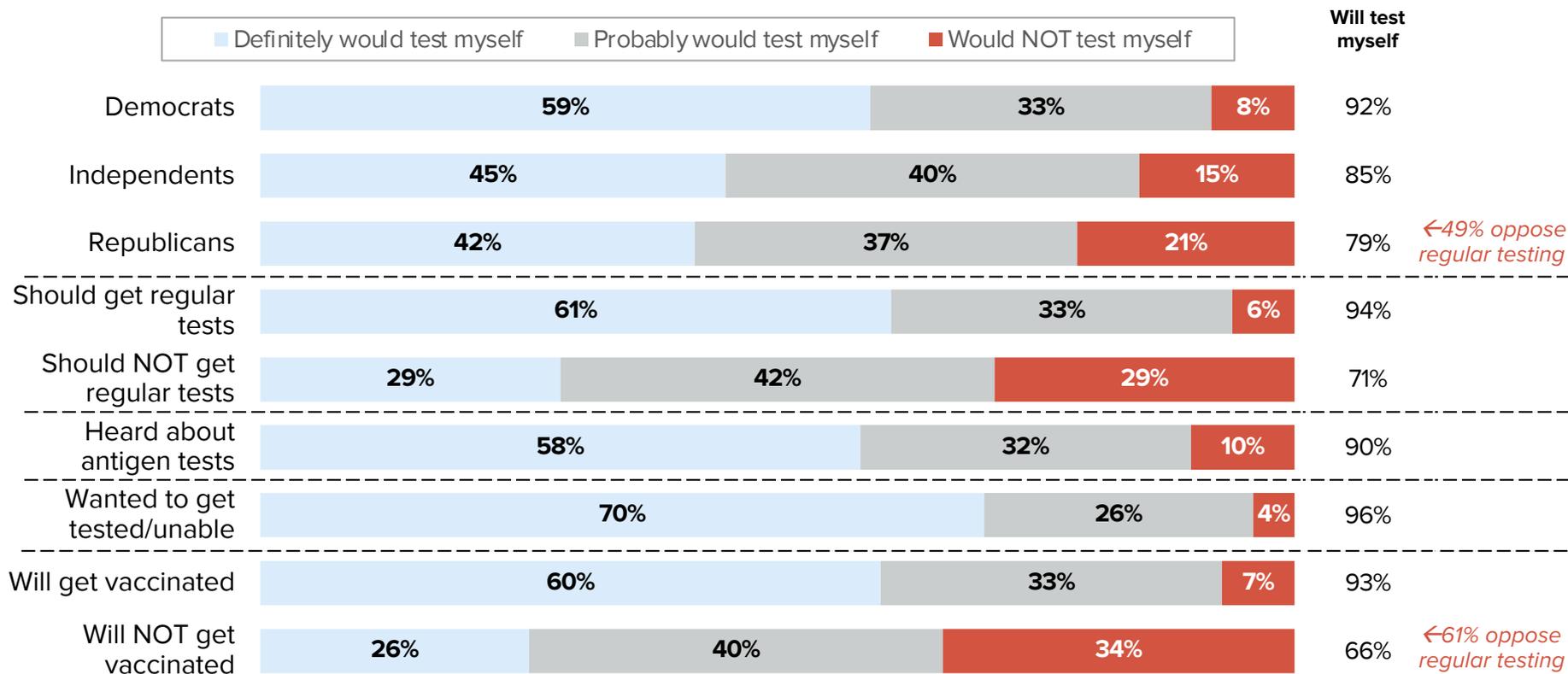


78% Getting vaccinated

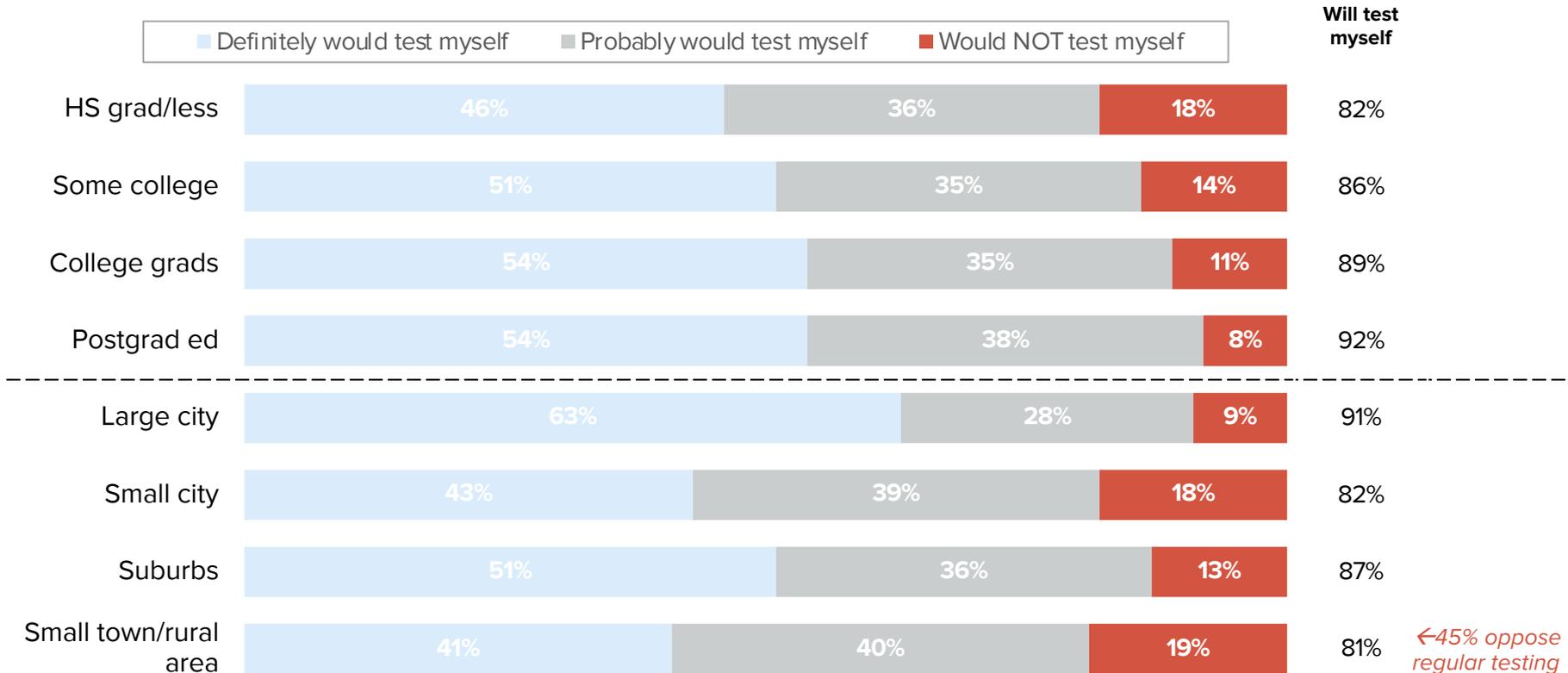
While a minority, notable proportions anticipate difficulty getting tested through traditional testing infrastructure, and most Americans have never been tested.



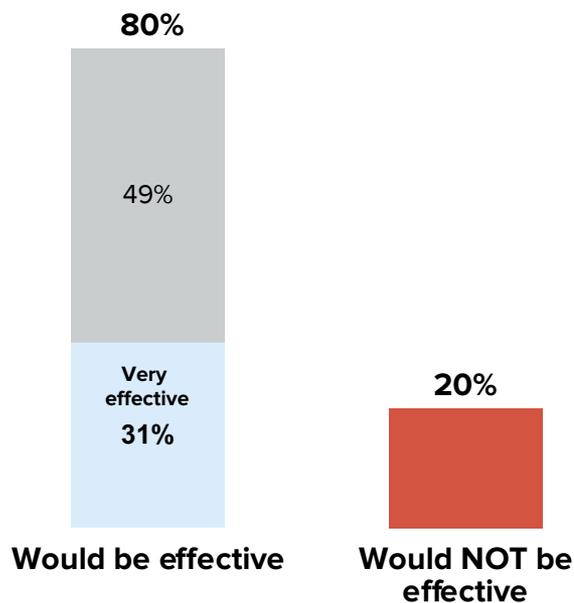
Americans' likelihood of using a rapid antigen test is high, even among groups who are less likely to say people should get tested regularly (such as Republicans, those who won't get vaccinated).



Across education levels and geographies, the willingness to take a rapid antigen test remains high.



Most Americans—across all political affiliations and areas of the U.S.—believe that low-cost, at-home, rapid testing would be effective in curbing the spread of COVID-19.

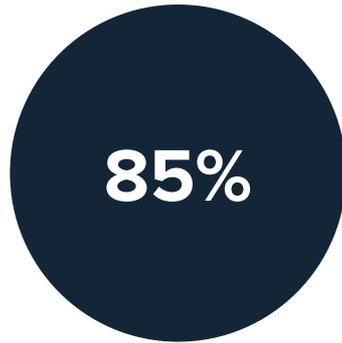


<i>Would be effective</i>	
Democrats	88%
Independents	79%
Republicans	72%

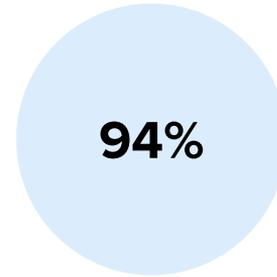
Large city	87%
Small city	75%
Suburbs	83%
Rural area	73%

Worry a lot about getting COVID	87%
Worry some about getting COVID	83%
Worry less about getting COVID	64%

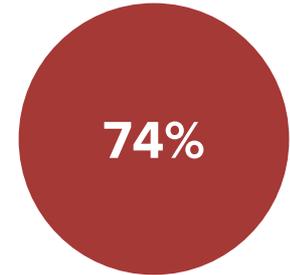
There is bipartisan support for government funding of rapid antigen tests for use in out-of-home situations as a strategy to reopen the economy.



Of Americans are in favor of government funding antigen test production/distribution



Of Democrats are in favor



Of Republicans are in favor

17

There is a real opportunity to leverage this important public health tool to help end the pandemic—as long as there is an intentional public education and awareness building effort about these tests.

Big concerns about at-home rapid tests

36%

Test may not be accurate

22%

If positive, can't leave house/go to work

22%

Might test incorrectly

18%

Would rather get a free test

87%

Would get a PCR test to confirm after a positive antigen test