

# 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



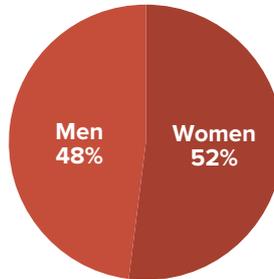
**HARVARD T.H. CHAN**  
SCHOOL OF PUBLIC HEALTH

**HART**  
**RESEARCH**  
ASSOCIATES

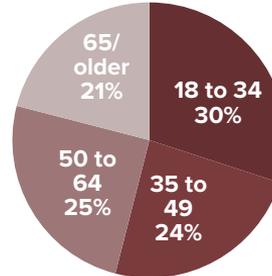
# Methodology

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

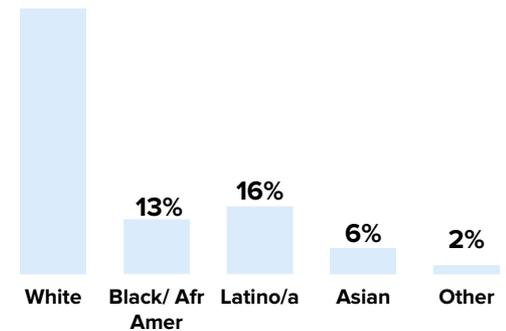
## GENDER



## AGE



## RACE/ETHNICITY



## EDUCATION

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

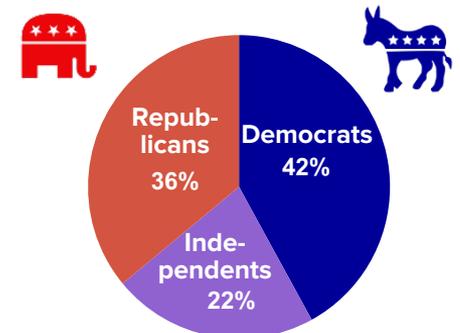


## EMPLOYMENT

■ 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)

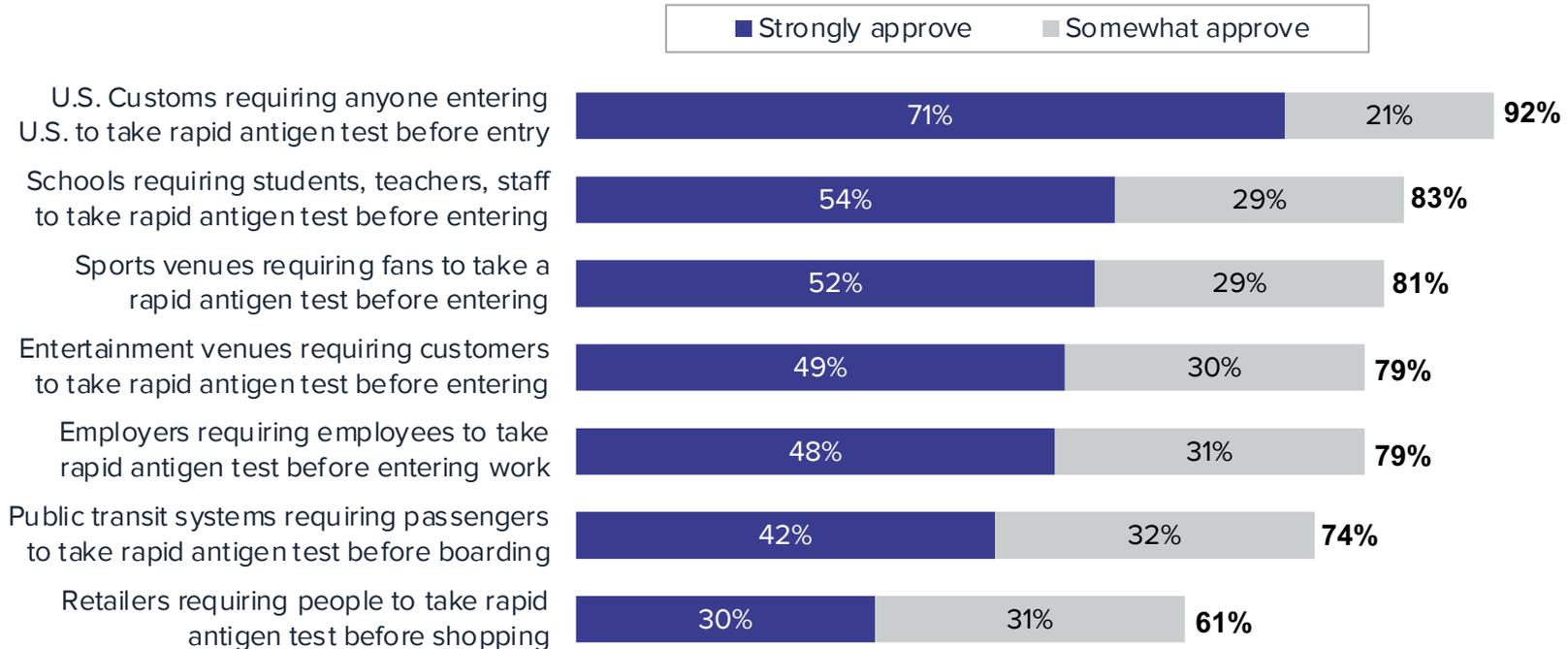
36%

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

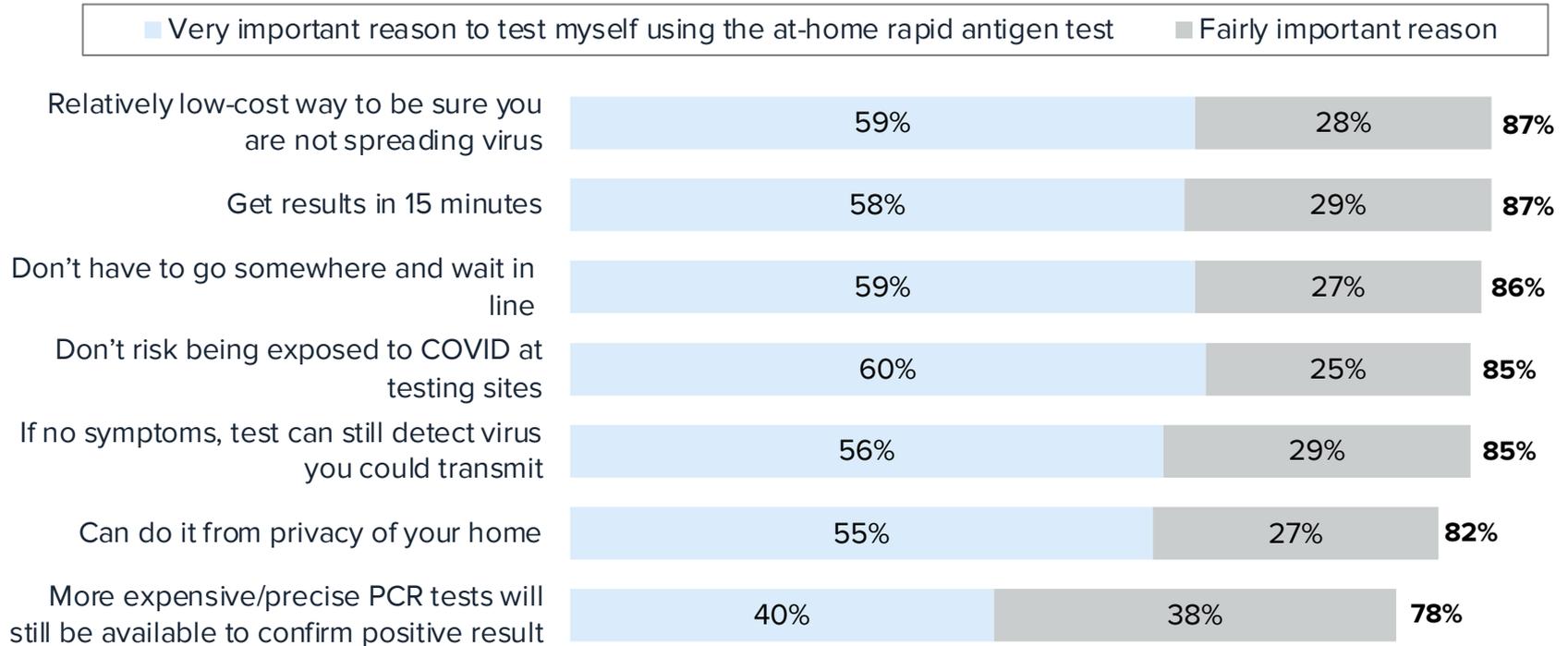
...Suggesting strong consumer demand and support for a federal national testing program, if the public is informed

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

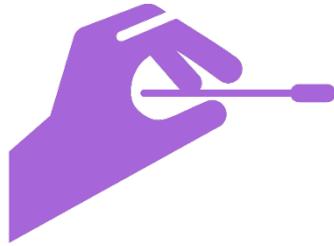
*Approval of Using Rapid Antigen Tests in Various Situations*



# 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.



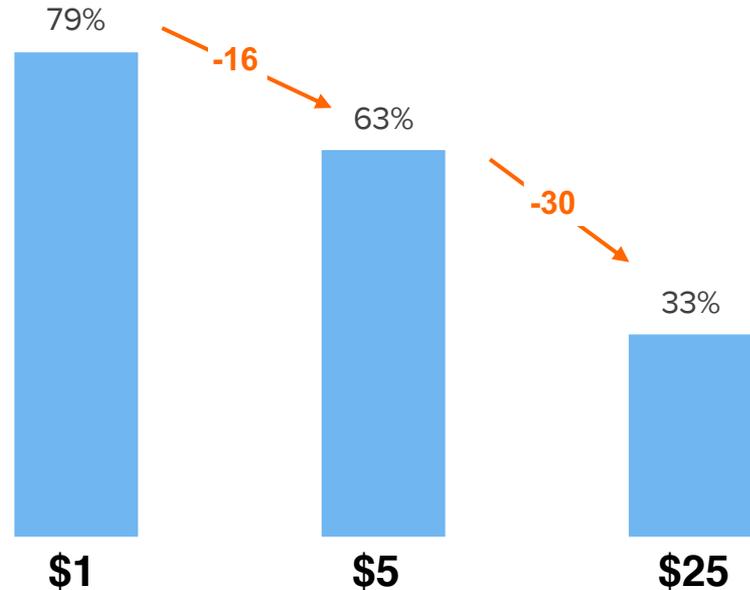
# The large majority say they would regularly test themselves at home with a low-cost, rapid antigen test, but willingness decreases at higher price points.



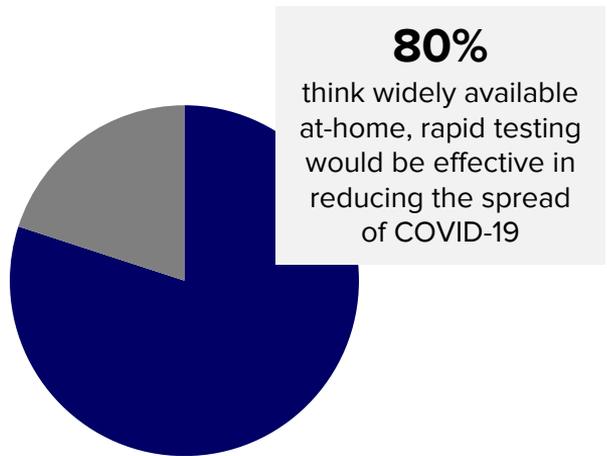
**66%**

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

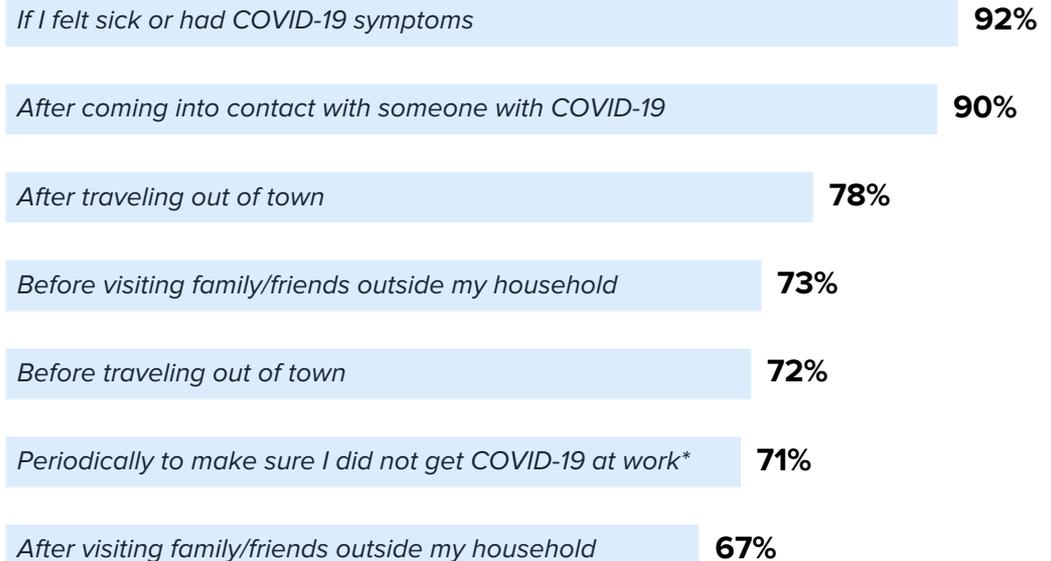
*(After reading information about antigen tests) I would test myself regularly at home with an antigen test if each test cost...*



# 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.



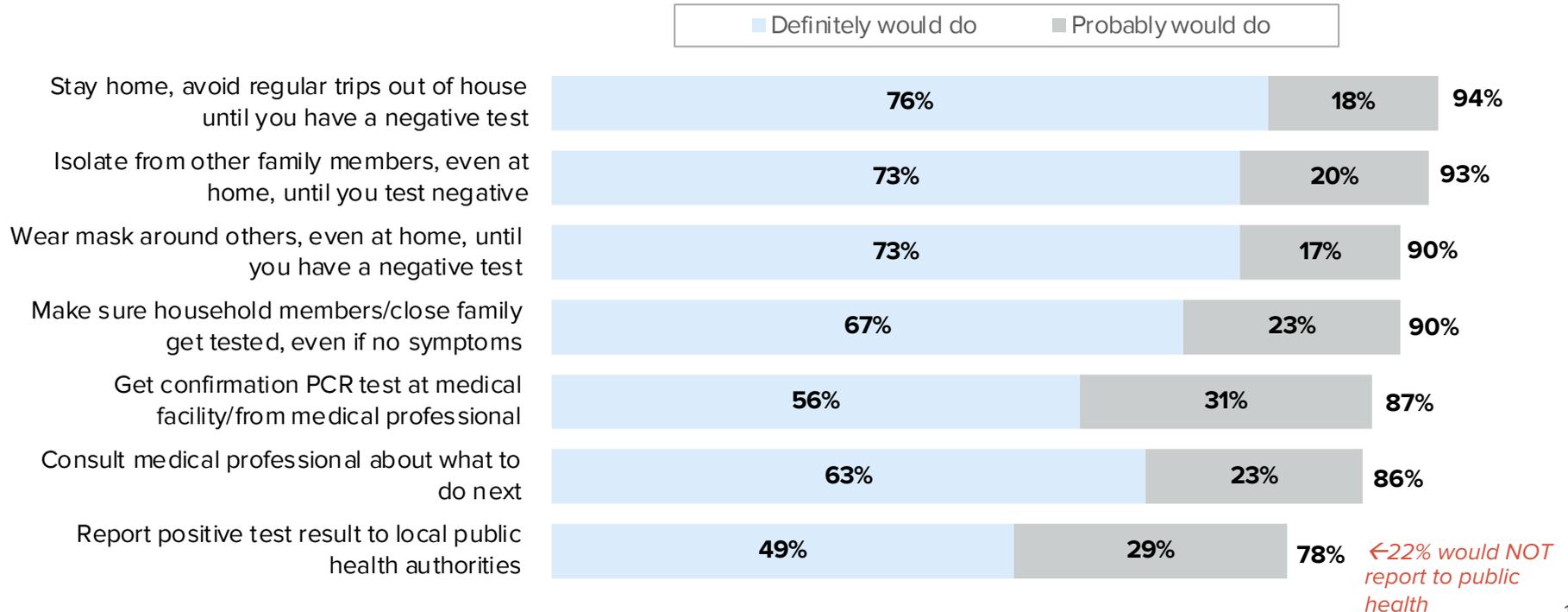
## Situations where I would test myself:



\*Asked only of respondents working outside the home

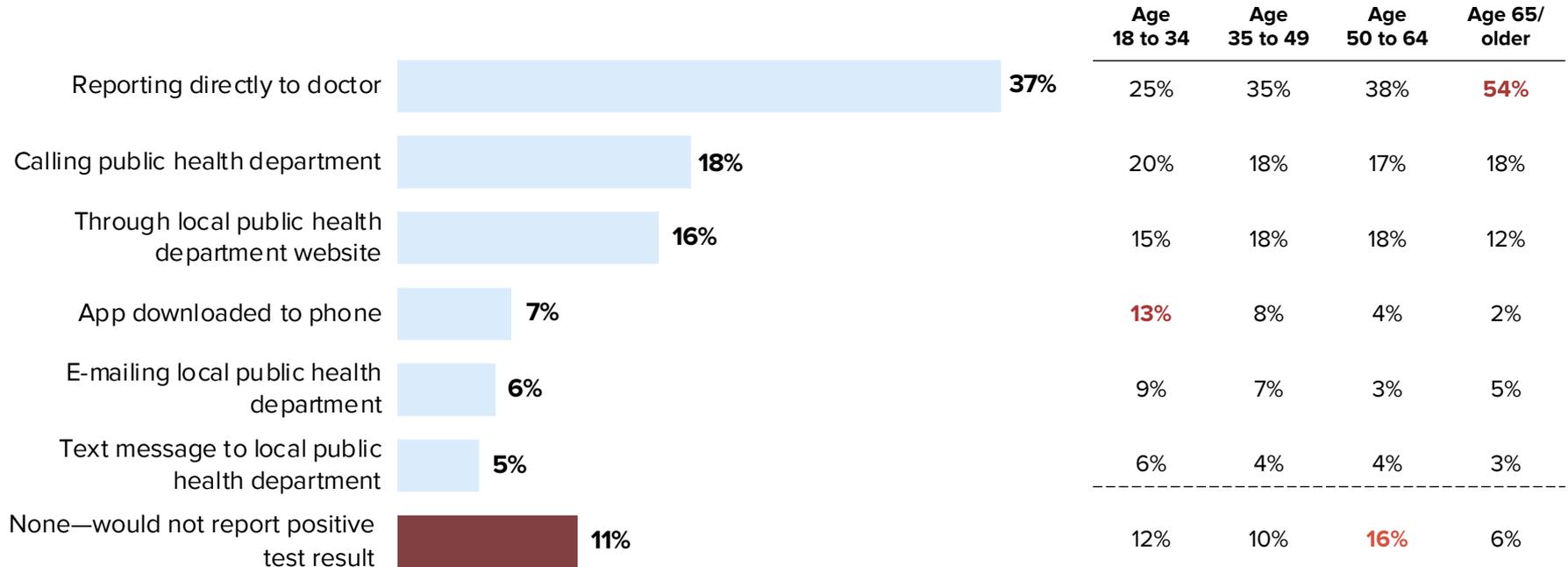
# Most Americans say they would take precautions, including self-isolating and wearing a mask, upon receiving a positive antigen test result.

*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.

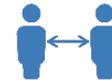
90%

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

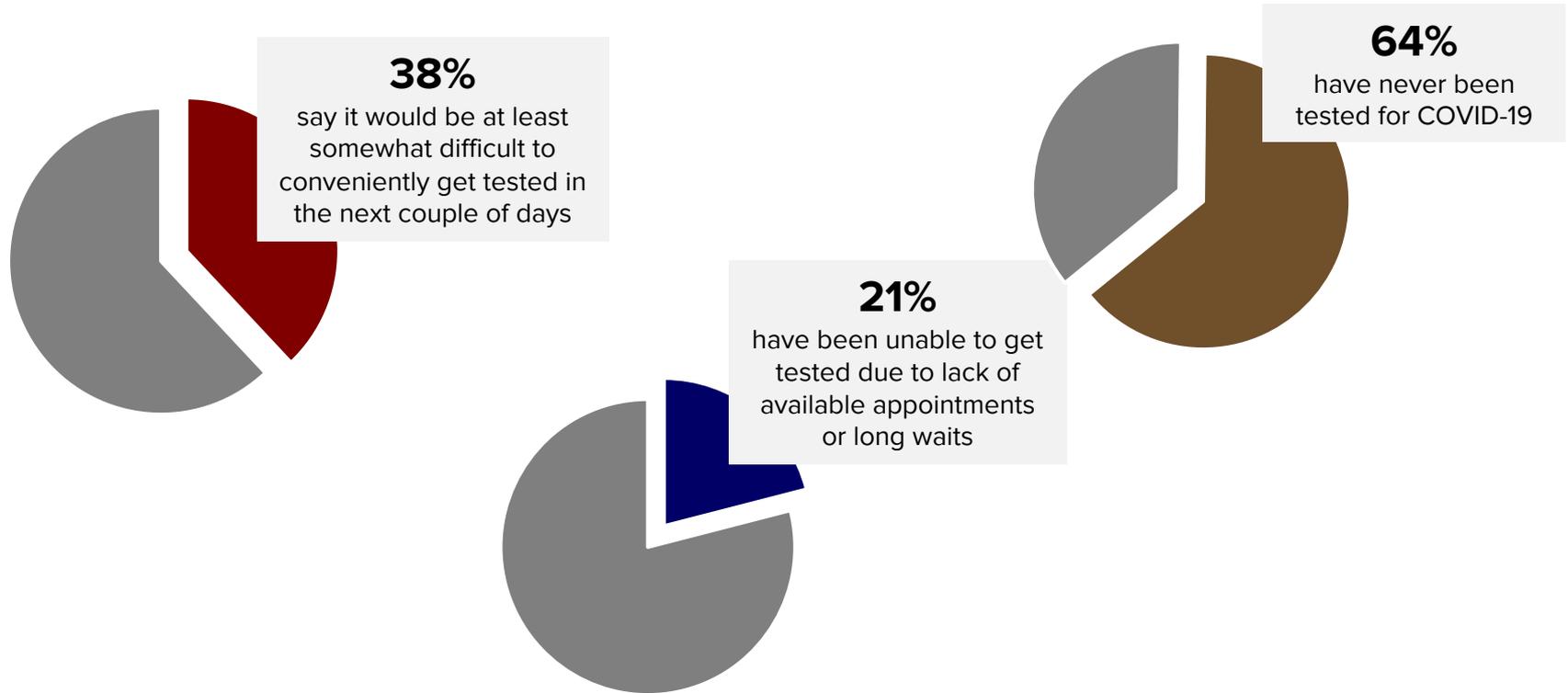


**80%** Getting tested

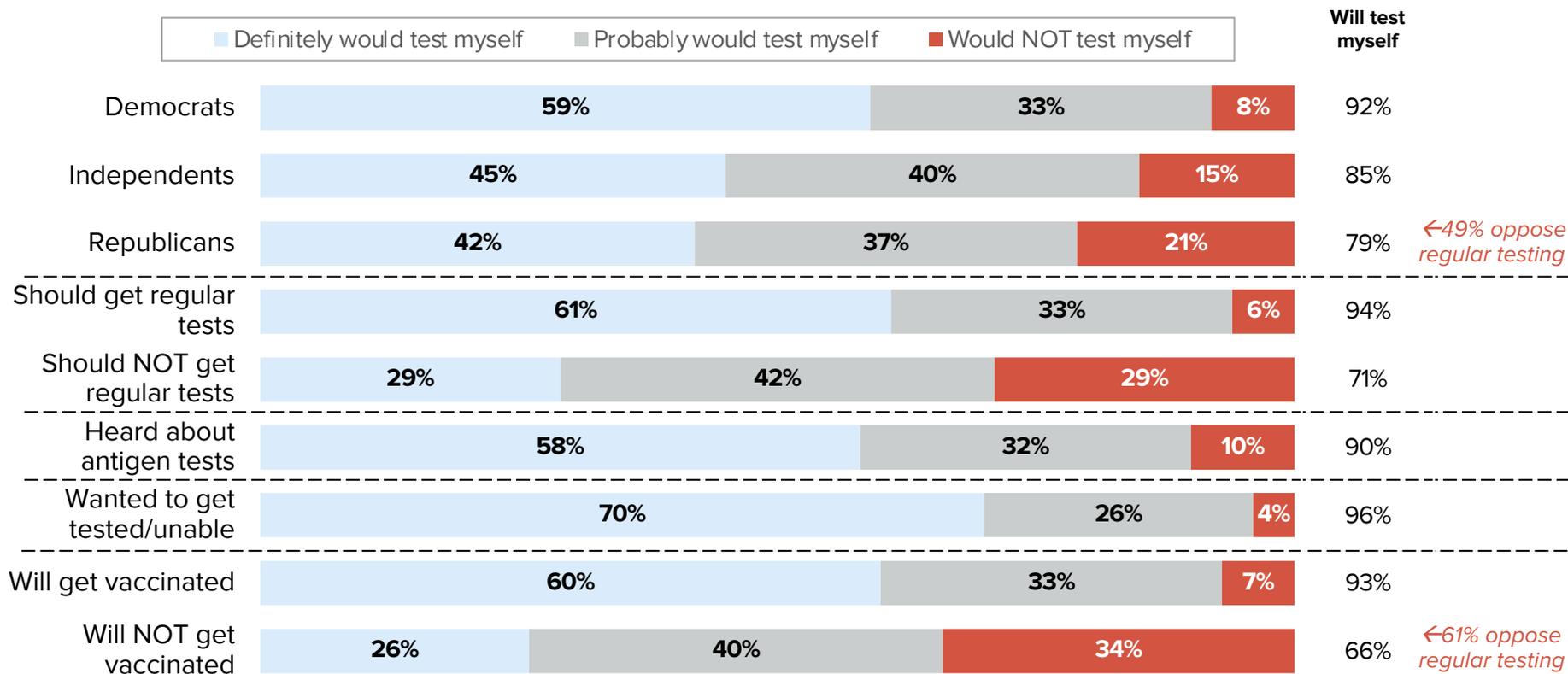


**78%** Getting vaccinated

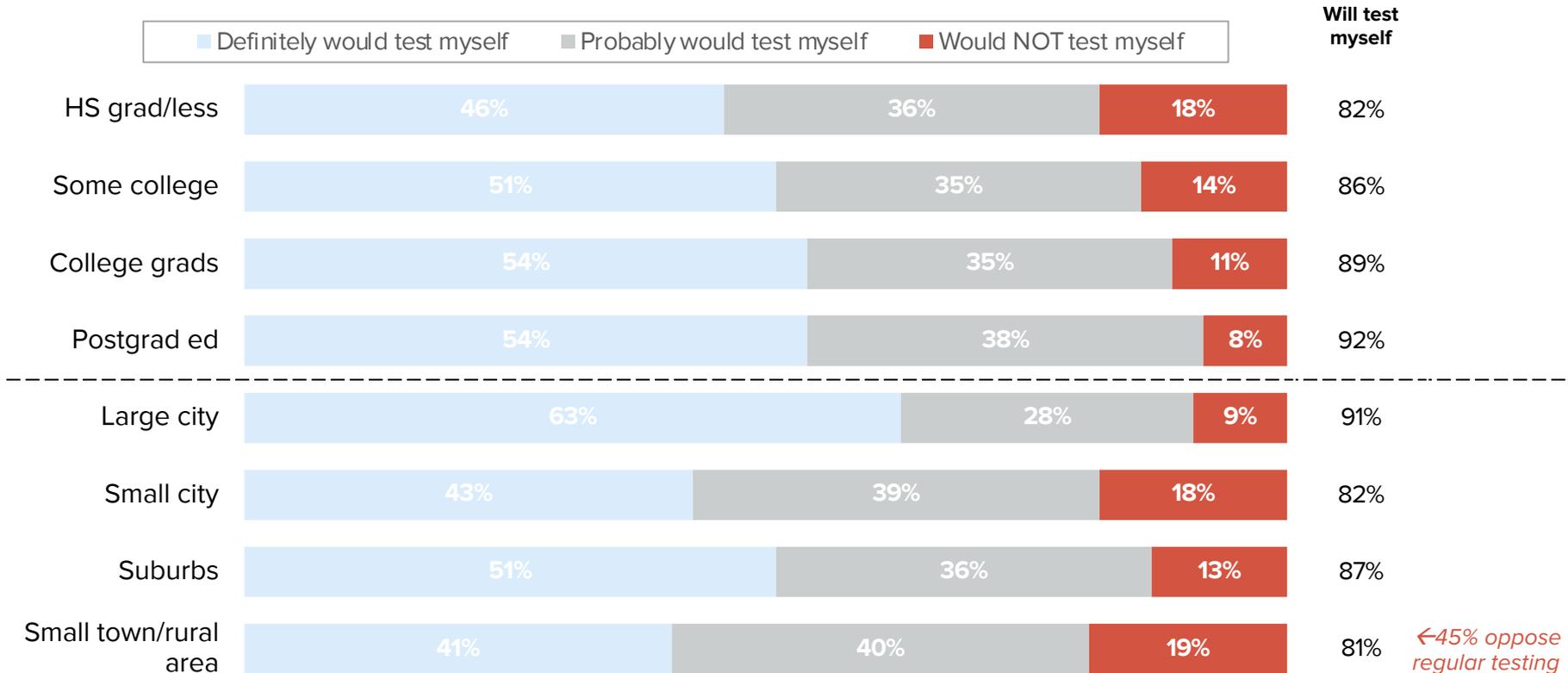
# While a minority, notable proportions anticipate difficulty getting tested through traditional testing infrastructure, and most Americans have never been tested.



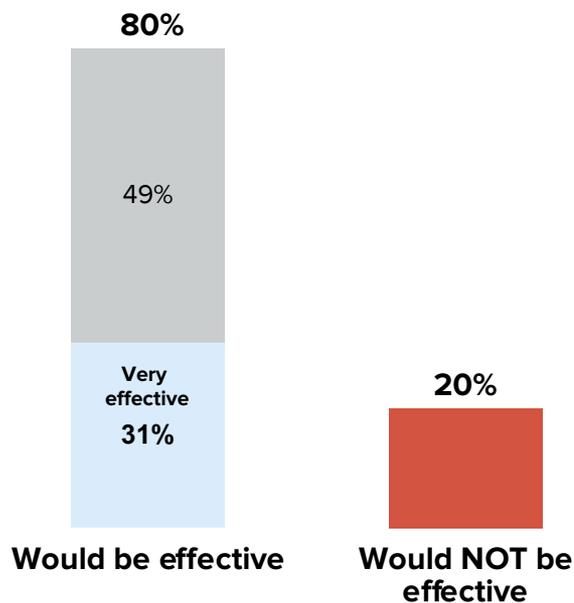
# Americans' likelihood of using a rapid antigen test is high, even among groups who are less likely to say people should get tested regularly (such as Republicans, those who won't get vaccinated).



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

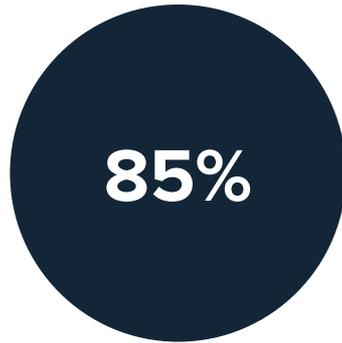


# Most Americans—across all political affiliations and areas of the U.S.—believe that low-cost, at-home, rapid testing would be effective in curbing the spread of COVID-19.

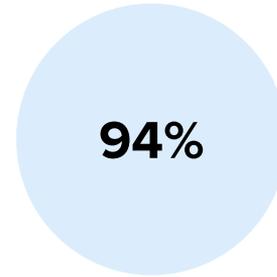


<i>Would be effective</i>	
Democrats	88%
Independents	79%
Republicans	72%
-----	
Large city	87%
Small city	75%
Suburbs	83%
Rural area	73%
-----	
Worry a lot about getting COVID	87%
Worry some about getting COVID	83%
Worry less about getting COVID	64%

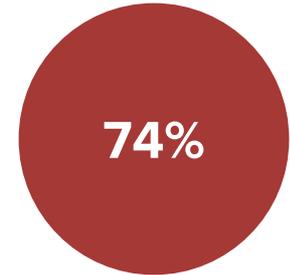
# There is bipartisan support for government funding of rapid antigen tests for use in out-of-home situations as a strategy to reopen the economy.



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