

## Understanding Coronavirus in America Tracking Survey

On April 1, 2020, USC's Center for Economic and Social Research (CESR) invited all active members of CESR's Understanding America Study (UAS) probability-based internet panel to participate in an ongoing coronavirus tracking poll.

Each panel member was randomized to respond on a pre-assigned day of the week, distributed so that a full sample is invited to participate over a 14-day period. Respondents have 14 days to complete the survey but receive an extra monetary incentive for completing the survey on the day they are invited to participate. Data for the full sample is thus final after a 28 day period.

Los Angeles County residents answer once a week, alternating between a long form survey which is administered to everyone across the country every two weeks, and a short-form survey administered only to LA County residents every other week. For the subset of long form and short form survey questions that are identical, data for the full LA County sample is final after a 14 day period.

The design creates a sample that is updated daily, shown in corresponding graphs on our tracking poll website [Covid19Pulse.usc.edu](https://Covid19Pulse.usc.edu). These are refreshed just after 3am PST every day of the week. On the site, the viewer can choose to view aggregated results from our national sample, and from our Los Angeles County sub-sample. The graphs may be run for overall results, or among categories of age, race/ethnicity, gender, education, and income, when sample size allows. Results are suppressed for sample sizes less than 100 individuals

We provide the aggregated data used to create the graphics in csv format, and the graphics files themselves are downloadable in several formats. Survey questionnaires, toplines, microdata files, and links to publications are available from our UAS data site at [UASdata.usc.edu](https://UASdata.usc.edu)

### Sample information

Approximately 5500 adult residents of the U.S. are participating in the ongoing surveys; an average of roughly 380 per day, and more are being added each day. This includes more than 1000 residents of L.A. County. Specific sample sizes and sampling error information is provided in individual press releases and publications. Sampling error calculations are at the 95% confidence level. Factors other than sampling error may affect results of any survey, including question wording, question order, mode, sample type, population coverage, and impact of current events.

For more information about the UAS panel, including weighting details; panel sampling procedures; recruitment protocols, survey and recruitment response rates; panel attrition rates; panel management protocols; and microdata files (including nonresponse and paradata), please visit the Understanding America Study website at <https://UASdata.usc.edu>.

### Survey and Data

The full survey wording and question text are provided in this topline release. For most questions, we rotated the order of response options, and/or questions to average out order effects. Respondents participated via computer, mobile device or tablet, at any time of day or night during the field period. The survey was conducted in the respondents' choice of English or Spanish.

Topline reports, codebook, and microdata associated with this release are available to registered UAS users at <https://uasdata.usc.edu/page/COVID-19+Corona+Virus>.

### Survey Weights and Participation Rate

A total of 9063 panel members were invited to participate, including 8,547 panel members who were eligible to be included in the weighted sample. Included in the raw data (available upon request) but excluded from the weighted sample were recruited via listed sample for a specific project.

The method for creating sample weights for the tracking survey follows the general procedure for UAS surveys described [in CESR's online methodology documentation](#). Sample weights are constructed in two steps. First, we calculate a base weight that corrects for unequal probabilities of selection of different households into the UAS. Second, we generate post-stratification weights, which align sample distributions of key demographics, namely gender, race/ethnicity, age, education, and geographic location, with their population counterparts. Population benchmarks are derived from the Basic Monthly Current Population Survey (CPS). The provided sample weights bring the sample in line with the U.S. adult population, if the entire sample is used. The sample weights also provide alignment with the population of Los Angeles County residents, California residents excluding Los Angeles County, and U.S. excluding California, if these geographic sub-samples are selected.

### Panel Information

The UAS is an ongoing national research panel that started in 2014. We recruit panel members in waves from Marketing Systems Group frames of all household addresses in the United States. To ensure full coverage of the U.S. population, we provide internet-connected tablets to households that were not already online. Our panel includes U.S. residents who have cell phones, landlines, or no phone at all. It also includes a small number of respondents recruited from a listed sample, these participants are not included in weighted samples. Panel members are compensated for their participation.

### About the Center for Economic and Social Research

The Center for Economic and Social Research (CESR), part of the USC Dornsife College of Letters, Arts and Sciences, conducts basic and applied research in economics, psychology, demography, education, and sociology. The center's name signifies the breadth of the research, which encompasses numerous disciplines, topics and methodologies. The Center's multi-disciplinary philosophy fosters a productive and innovative research environment focused on understanding and informing important societal issues.

### Survey Team

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For questions about this survey, please contact [uas-l@usc.edu](mailto:uas-l@usc.edu)

The USC Dornsife Center for Economic and Social Research is a proud member of the American Association for Public Opinion Research's [Transparency Initiative](#). The survey was funded by the USC Dornsife College of Arts, Letters and Sciences.

Topline Report – National and Los Angeles County Sample Release

**Release date** April 16, 2020

**Survey dates** April 1 through April 14, 2020

**Sample size** 5,477 Adult U.S. Residents including 1,080 residing in Los Angeles County

This report provides the sample characteristics for the national and Los Angeles County samples at the time of this release, as well as brief summaries of responses to the questions provided in the release. This release represents a summary of selected findings from the overall survey. Full questionnaires, data and other information is available at [UASdata.usc.edu](http://UASdata.usc.edu).

The participation rate for the weighted sample associated with this release is 65%.

**National and Los Angeles County Sample Characteristics**

The table below summarizes select characteristics of the National and Los Angeles County samples, with and without survey weights.

	National unweighted	National weighted	LAC unweighted	LAC weighted
Male	42%	48%	37%	49%
Age(18-34)	19%	24%	35%	31%
Age(35-54)	37%	38%	39%	37%
Age(55-64)	20%	18%	13%	15%
Age(65+)	23%	20%	13%	18%
Low education (GED)	21%	38%	19%	43%
Medium education (Some College)	37%	28%	37%	24%
High education (College and above)	42%	34%	44%	33%
HH income (\$0-24,999)	19%	22%	22%	28%
HH income (\$25,000-49,999)	21%	23%	23%	25%
HH income (\$50,000-74,999)	19%	19%	17%	17%
HH income (\$75,000 and above)	40%	36%	38%	31%
Non-Hispanic White	68%	63%	31%	27%
Non-Hispanic Black	7%	12%	8%	8%
Non-Hispanic Asian	5%	5%	11%	15%
Non-Hispanic Other	5%	4%	5%	2%
Hispanic/Latino	16%	17%	45%	48%