



January 27, 2021
COVID-19 Vaccine and Policy Survey

Summary: Researchers at the University of South Florida, in partnership with the Florida Center for Cybersecurity (Cyber Florida), conducted a nationwide survey of 1,003 U.S. adults to measure how the COVID-19 pandemic has affected their online behaviors and digital reliance. The survey included a representative sample of adult Americans, fielded between January 9th and 12th. Topline results are reported below with a confidence level of 95% and a margin of error +/- 3.

COVID-19 has led to an increase in online shopping for most Americans, and a majority say they will continue shopping this way even when the pandemic is over. A significant number respondents have begun shopping online “more often” for groceries (37%), meals (40%), household items (46%), and clothing (36%), while 44% did more of their holiday shopping online. Among those respondents, a majority (53%) said that they will continue shopping the way they have during the pandemic, even after it is over.

Many Americans plan on continuing to work from home after the pandemic ends. Nearly a third of respondents report having transitioned to working from home at least part time during the pandemic (30%). Among them, two-thirds (68%) anticipate continuing to work from home at least part time once the pandemic is over. Those in households earning over \$100,00 per year were substantially more likely to report transitioning to work from home during the pandemic.

For many Americans, videoconferencing will remain a key means of connectivity even after the pandemic. Nearly half of respondents (48%) report using videoconferencing tools such as Skype and Zoom “more often” during the pandemic to “stay connected with friends and family”. Among them, three-quarters (74%) say that they “will continue using videoconferencing to stay connected with friends and family” once the pandemic is over.



Summary of Responses

Since the start of the pandemic, have you done each of the following more often, less often, or

Since the start of the pandemic, have you done each of the following more often, less often, or about the same as you did prior to the pandemic? **Shopping online for clothing.**

	Frequency	Percent
More Often	365	36.4
About the Same	517	51.5
Less Often	121	12.1

N = 1,002

Since the start of the pandemic, have you done each of the following more often, less often, or about the same as you did prior to the pandemic? **Holiday shopping online.**

	Frequency	Percent
More Often	444	44.3
About the Same	442	44.1
Less Often	117	11.7

N = 1,002

Which of the following is more likely for you once the COVID-19 pandemic is over?

	Frequency	Percent
I will go back to my pre-COVID shopping habits	324	47.5
I will continue shopping the way I have during the pandemic	358	52.5

N = 682 (only those who have begun shopping online more often)

Have you transitioned to working from home during the COVID-19 pandemic?

	Frequency	Percent
I started working from home full-time	199	19.8
I started working from home part-time	108	10.8
No	696	69.4

N = 1,003

Do you anticipate continuing to work from home after the COVID-19 pandemic is over?

	Frequency	Percent
I will continue working from home full-time	88	28.7
I will continue working from home part-time	122	39.7
I will stop working from home	97	31.6

N = 307 (only those who have transitioned to working from home)

Since the start of the pandemic, have you done each of the following more often, less often, or about the same as you did prior to the pandemic? Used videoconferencing to stay connected with friends and family (i.e. Skype, Zoom, etc.)

	Frequency	Percent
More Often	478	47.8
About the Same	437	43.7
Less Often	86	8.6

N = 1,001



Since the start of the pandemic, have you done each of the following more often, less often, or about the same as you did prior to the pandemic? **Used social media to stay connected with friends and family.**

Frequency

Percent

Which of the following is most likely for you once the COVID-19 pandemic is over?

	Frequency	Percent
I will continue using videoconferencing to stay connected with friends and family	353	74.0
I will continue using videoconferencing to stay connected with friends and family	124	26.0

N = 477 (only those who have started using videoconferencing during the pandemic)

Since the start of the pandemic, have you experienced any of the following? (Reported as percentage of respondents who reply “yes”)

	Frequency	Percent
Had your banking or financial information stolen	82	8.2
Had someone gain access to your social media account without your permission	83	8.3
Had someone gain access to one of your work-related videoconference calls without permission	48	4.8
Had someone gain access to one of your personal videoconference calls without permission	48	4.8
Had someone attempt to create an online account using your personal information (without permission)	73	7.3
Had someone attempt to steal your federal stimulus check	52	5.2
Encountered an online phishing scam using COVID-19 as a ploy to gather your personal information	133	13.3

N = 1,003

Have you transitioned to working from home during the COVID-19 pandemic BY Household Income? (Reported as percentage of column totals)

	Less than \$15,000	\$15,000 - 34,999	\$35,000 - 49,999	\$50,000 - 74,999	\$75,000 - 99,999	\$100,000 - 150,000	More than \$150,000
I started working from home full-time	11.7	8.8	13.8	19.3	16.5	32.5	40.4
I started working from home part-time	7.4	10.6	12.9	6.4	14.2	14.5	7.4
No	80.9	80.6	73.3	74.3	69.3	53.0	52.1

Percentage of respondents who have begun doing each of the following more often since the start of the pandemic:

	55-64 years old	65+ years old
Shopping online for groceries	29.8	28.2
Ordering meals online	31.6	27.8
Shopping online for household items	39.8	41.6
Shopping online for clothing	31.0	33.0
Holiday shopping online	43.9	42.6
Used videoconferencing to stay connected with friends and family (i.e. Skype, Zoom, etc.)	42.9	37.3
Used social media to stay connected with friends and family	37.4	29.7
Streamed entertainment content online	37.4	26.0

Used social media for recreation and entertainment

28.8

18.3

Survey Information

1,003 U.S. adults were surveyed via an online web-panel using Prodege MR, an industry leading market research provider. The survey was fielded from January 9th through 12th, and the results are reported with a 95% confidence level and a margin of error of +/- 3.

Survey respondents were selected via a stratified, quota sampling approach in order to ensure a representative sample of Americans. Balanced quotas for gender, age, race, ethnicity, and education were determined based on the U.S. Census Bureau's 2019 *American Community Survey* (ACS). The quotas were also stratified by census region to ensure geographical representativeness: [Northeast – 17.2%; Midwest – 21.0%; South – 37.3%; West – 24.5%]. Table A1 below summarizes the survey sample in comparison to the 2019 ACS.

Table A1
Sample Comparison

	USF Survey Sample	American Community Survey (2019)
<i>Gender</i>		
Female	51.2%	51.1%
Male	48.8%	48.9%
<i>Age</i>		
18-24	11.3%	11.9%
25-34	17.8%	17.8%
35-44	17.0%	16.5%
45-54	16.0%	16.0%
55-64	17.1%	16.6%
65+	20.8%	21.2%
<i>Race</i>		
Black/African American	15.7%	15.1%
White/Caucasian	73.2%	76.4%
Asian/Pacific Islander	7.9%	7.6%
American Indian/Alaska Native	1.0%	0.8%
Other	2.2%	0.2%
<i>Ethnicity</i>		
Hispanic	17.7%	17.5%
Non-Hispanic	82.3%	82.5%
<i>Education</i>		
Less than High School	6.8%	11.4%
High School or Equivalent	25.9%	27.6%
Some College/Associates Degree	34.0%	30.4%
Four-Year Degree	21.5%	19.3%

About our Research Team

About Florida's Center for Cybersecurity: The Florida Center for Cyber Security (also known as Cyber Florida) was established by the State of Florida in 2014 to make the Sunshine State one of the most cyber-secure in the nation by promoting cybersecurity education, research, and outreach in partnership with the 12 State University System of Florida (SUS) institutions. Hosted by the University of South Florida, the Center is committed to increasing the number of K-12 students interested in and prepared for careers in cybersecurity and related STEM disciplines.

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