Willingness to get tested for COVID-19 Antibodies: Impact of Prices, Strength, and Duration of Protective Immunity

We study willingness to get privately tested for Coronavirus (COVID-19) antibodies as well as willingness to pay (WTP) for these tests. Subjects trade off future access to private antibody tests against monetary payments. We measure WTP on a representative sample from the US. Data elicitation is ongoing. We examine how demand for antibody testing depends on the price of the test, on how likely it is that antibodies provide COVID-19 protective immunity, and for how long this immunity would last. These results aim to directly inform policy making and provide a better understanding of individual’s willingness to obtain information about their immunity status.

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Data: We collect ca. 2000 observations from a representative sample in the US. Data collection started in the beginning of May. The study was pre-registered on AsPredicted.

JEL: D81, D91, I12, I18

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