



## PRESS RELEASE

### Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, April 20, 2020

1. What level of threat do you think the coronavirus poses to you personally?

	<b>Total (N=1,114)</b>
Very high threat	14%
High threat	22%
Moderate threat	35%
Low threat	16%
Very low threat	10%
Don't know	2%
<i>High threat (Net)</i>	<i>36%</i>
<i>Low threat (Net)</i>	<i>26%</i>

2. If you were infected by coronavirus or Covid-19, how seriously do you think it would affect your health?

	<b>Total</b>
Not at all seriously	10%
Somewhat seriously	42%
Very seriously	18%
Extremely seriously	22%
Don't know / no response	8%

3. Have any of the following happened to you as a function of COVID-19? (Select all that apply)

	<b>Total</b>
I have lost my job (either temporarily or permanently)	18%
Someone else who has been living in my household has lost their job	14%
A family member has moved back in with me due to job loss	5%
I have relocated to another city or town due to job loss	2%
None of the above	68%



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4. For you and for where you live, what is the situation **today**? (Select all that apply)

	<b>Total</b>
K-12 schools are closed	78%
There is a government imposed stay at home order, except for essential services	73%
Restaurants and bars are allowed to remain open under reduced capacity or “take-out only”	64%
All stores, except grocery stores and pharmacies, are closed	54%
The majority of restaurants and bars are completely closed	52%
Retail stores are closed but promoting online site/delivery	49%
All public places are closed	49%
Retail stores are open under limited hours or capacity	38%
My company has either suggested or mandated I work from home	22%
I am unable to work from home due to my type of employment	20%
There is a curfew in place	15%
None of the above	2%

5. For each of the statements below, indicate your level of agreement.

### Total Agree Summary

	<b>Total</b>
I am staying home except for necessities (e.g., food) or work	85%
I am working out new routines to keep safe	67%
I am taking advantage of time at home	64%
I have been avoiding shopping at physical stores	63%
I am experiencing significant disruption in my life	57%
I am frustrated by being cooped up	56%
I am cautiously optimistic about the next month	56%
I am disinfecting the packaging that is delivered to my home	52%
I am changing existing plans and gathering supplies	51%
I am exploring new things	43%
I’m afraid to go out for necessities or work	42%
I am not sure what to do next	40%
I am having a harder time than usual paying my bills each month	31%



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- a. I am staying home except for necessities (e.g., food) or work

	<b>Total</b>
Strongly agree	55%
Somewhat agree	30%
Neither agree nor disagree	8%
Somewhat disagree	4%
Strongly disagree	2%
<i>Agree (Net)</i>	<i>85%</i>
<i>Disagree (Net)</i>	<i>6%</i>

- b. I'm afraid to go out for necessities or work

	<b>Total</b>
Strongly agree	15%
Somewhat agree	28%
Neither agree nor disagree	20%
Somewhat disagree	22%
Strongly disagree	15%
<i>Agree (Net)</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>38%</i>

- c. I have been avoiding shopping at physical stores

	<b>Total</b>
Strongly agree	29%
Somewhat agree	34%
Neither agree nor disagree	18%
Somewhat disagree	13%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>18%</i>

- d. I am disinfecting the packaging that is delivered to my home

	<b>Total</b>
Strongly agree	27%
Somewhat agree	24%
Neither agree nor disagree	21%
Somewhat disagree	17%
Strongly disagree	10%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>27%</i>



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e. I am having a harder time than usual paying my bills each month

	<b>Total</b>
Strongly agree	13%
Somewhat agree	18%
Neither agree nor disagree	26%
Somewhat disagree	18%
Strongly disagree	25%
<i>Agree (Net)</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>43%</i>

f. I am not sure what to do next

	<b>Total</b>
Strongly agree	12%
Somewhat agree	28%
Neither agree nor disagree	30%
Somewhat disagree	18%
Strongly disagree	12%
<i>Agree (Net)</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>30%</i>

g. I am changing existing plans and gathering supplies

	<b>Total</b>
Strongly agree	14%
Somewhat agree	36%
Neither agree nor disagree	33%
Somewhat disagree	12%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>17%</i>

h. I am working out new routines to keep safe

	<b>Total</b>
Strongly agree	23%
Somewhat agree	44%
Neither agree nor disagree	22%
Somewhat disagree	6%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>11%</i>



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- i. I am taking advantage of time at home

	<b>Total</b>
Strongly agree	24%
Somewhat agree	40%
Neither agree nor disagree	26%
Somewhat disagree	7%
Strongly disagree	2%
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>10%</i>

- j. I am frustrated by being cooped up

	<b>Total</b>
Strongly agree	23%
Somewhat agree	33%
Neither agree nor disagree	22%
Somewhat disagree	15%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>22%</i>

- k. I am cautiously optimistic about the next month

	<b>Total</b>
Strongly agree	16%
Somewhat agree	41%
Neither agree nor disagree	23%
Somewhat disagree	16%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>20%</i>

- l. I am experiencing significant disruption in my life

	<b>Total</b>
Strongly agree	22%
Somewhat agree	35%
Neither agree nor disagree	22%
Somewhat disagree	14%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>21%</i>



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m. I am exploring new things

	<b>Total</b>
Strongly agree	11%
Somewhat agree	32%
Neither agree nor disagree	36%
Somewhat disagree	15%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>21%</i>

6. Regarding COVID-19, which of the following are true of you? (Select all that apply)

	<b>Total</b>
A friend or acquaintance has been tested and diagnosed with COVID-19	14%
Someone I know suspects they have or had COVID-19	13%
A relative has been tested and diagnosed with COVID-19	6%
I have been tested and diagnosed with COVID-19	2%
None of the above	70%



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7. Which of the following are you currently using or doing more as a function of the COVID-19 crisis? (Select all that apply)

	<b>Total</b>
Social media	44%
Streaming services to watch TV shows/content	41%
Instant messaging	33%
Video chat with friends	33%
Home delivery or pick up from restaurants	32%
The app from your primary bank	17%
Home delivery of groceries	15%
Video conferencing services for work	14%
Contactless payment with a smartphone	13%
Pre-order and pick-up of groceries	13%
Tipping	12%
Podcasts	9%
Pre-order and pick-up of non-grocery purchases (e.g., electronics or home goods)	9%
Credit cards by touch payment	8%
Telemedicine websites or apps	7%
Person-to-person payment apps	7%
Home delivery of meal preparation kit(s)	6%
Banking services such as loans or refinance	5%
Home delivery of alcoholic beverages	4%
Financial services apps from new tech banks	3%
Ride sharing service	2%
None of these	17%





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8. Since the COVID-19 crisis began, have you used a brand, product, service or feature that you had never used before in the following areas? (Select all that apply)

	<b>Total</b>
Video chat with friends	14%
Home delivery or pick up from restaurants	10%
Home delivery of groceries	9%
Streaming services to watch TV shows/content	9%
Social media	9%
Video conferencing services for work	8%
Telemedicine websites or apps	7%
Pre-order and pick-up of groceries	6%
Instant messaging	6%
Podcasts	5%
Pre-order and pick-up of non-grocery purchases (e.g., electronics or home goods)	4%
The app from your primary bank	4%
Contactless payment with a smartphone	4%
Credit cards by touch payment	3%
Person-to-person payment apps	3%
Financial services apps from new tech banks	3%
Home delivery of alcoholic beverages	3%
Home delivery of meal preparation kit(s)	3%
Banking services such as loans or refinance	2%
Ride sharing service	2%
None of these	52%





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9. Please select the categories below where you expect to continue using the new brands, products, services or features you have tried. (Select all that apply; **item shown if respondent selected in Q8**)

	<b>Total (N=536)</b>
Video chat with friends	20%
Streaming services to watch TV shows/content	15%
Social media	14%
Home delivery or pick up from restaurants	14%
Home delivery of groceries	12%
Video conferencing services for work	11%
Pre-order and pick-up of groceries	9%
Telemedicine websites or apps	9%
Instant messaging	8%
Podcasts	7%
The app from your primary bank	6%
Pre-order and pick-up of non-grocery purchases (e.g., electronics or home goods)	6%
Contactless payment with a smartphone	5%
Credit cards by touch payment	5%
Home delivery of alcoholic beverages	4%
Person-to-person payment apps	4%
Financial services apps from new tech banks	3%
Home delivery of meal preparation kit(s)	3%
Banking services such as loans or refinance	2%
Ride sharing service	1%
None of these	13%



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10. Since the COVID-19 crisis began, have you tried a brand, product or service that you had never used before for the categories below? (Select all that apply)

### Category Summary

	<b>Total</b>
Food Categories of Any Kind	16%
Paper Products of Any Kind	15%
Entertainment	13%
New Apps of Any Kind	12%
Alcoholic Drinks of Any Kind	7%
Grooming & Beauty of Any Kind	6%
Pet Care of Any Kind	6%
Medication of Any Kind	5%
Gasoline or Fuel	5%
Insurance Services of Any Kind	2%
Telephone or Internet Service Providers	2%
None of these	60%



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	<b>Total</b>
<b><i>Food Categories Of Any Kind</i></b>	<b>16%</b>
Staple Foods (Bread, Milk, Eggs, Etc.)	8%
Frozen Food	8%
Snacks (Chips, Sweets, Etc.)	7%
Canned Food	6%
Microwaveable Meals	4%
Nutrition Drinks And Bars	3%
Prepared Foods	3%
<b><i>Paper Products Of Any Kind</i></b>	<b>15%</b>
Toilet Paper	12%
Paper Towels	9%
Tissues	4%
<b><i>Entertainment</i></b>	<b>13%</b>
Streaming Services (E.G Netflix, Amazon Prime, Disney +, Hulu, Quibi)	7%
Streaming Devices	3%
Movie Purchases	3%
Movie Rentals	2%
Video Game Purchases	2%
Basic Cable Services	1%
E-Books	1%
<b><i>New Apps Of Any Kind</i></b>	<b>12%</b>
<b><i>Alcoholic Drinks Of Any Kind</i></b>	<b>7%</b>
Wine	4%
Beer	3%
Hard Seltzer Or Cider	2%
Spirits	2%
<b><i>Grooming &amp; Beauty Of Any Kind</i></b>	<b>6%</b>
Soap And Shampoo	4%
Facial Care, Including Make-Up, Shaving And Moisturizing	3%
<b><i>Pet Care Of Any Kind</i></b>	<b>6%</b>
<b><i>Medication Of Any Kind</i></b>	<b>5%</b>
Non Prescription Medication	3%
Prescription Medication	2%
<b><i>Gasoline Or Fuel</i></b>	<b>5%</b>
<b><i>Insurance Services Of Any Kind</i></b>	<b>2%</b>
<b><i>Telephone Or Internet Service Providers</i></b>	<b>2%</b>
None of these	60%



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11. Please select the categories below where you expect to continue using the new products, services or features you have tried. (Select all that apply; **item shown if respondent selected in Q10**)

	<b>Total (n=436)</b>
New Apps Of Any Kind	22%
Streaming Services (E.G Netflix, Amazon Prime, Disney +, Hulu, Quibi)	15%
Snacks (Chips, Sweets, Etc.)	14%
Toilet Paper	14%
Frozen Food	12%
Paper Towels	11%
Staple Foods (Bread, Milk, Eggs, Etc.)	10%
Pet Care Of Any Kind	9%
Gasoline Or Fuel	9%
Canned Food	8%
Soap And Shampoo	7%
Microwaveable Meals	6%
Facial Care, Including Make-Up, Shaving And Moisturizing	6%
Tissues	5%
Wine	5%
Nutrition Drinks And Bars	4%
Prepared Foods	4%
Beer	4%
Spirits	4%
Streaming Devices	4%
Movie Rentals	4%
Telephone Or Internet Service Providers	4%
Prescription Medication	3%
Non Prescription Medication	3%
Hard Seltzer Or Cider	3%
Movie Purchases	3%
Video Game Purchases	3%
Insurance Services Of Any Kind	3%
Pain Medicine	2%
Allergy Relief	2%
Basic Cable Services	2%
E-Books	2%
Diapers	1%
Video Game Rentals	1%
None of these	15%



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12. Thinking about your habits and routines now, to what extent do you agree or disagree with the following statements?

### Total Agree Summary

	<b>Total</b>
I drive my personal vehicle less	74%
I miss my old routines	68%
I am keeping up with my usual grooming habits	64%
I am currently trying to eat healthier	52%
I am cooking from scratch more	52%
I am keeping up with my usual exercise routine	43%
I have new routines for grocery shopping that I hope to continue	40%
I have new cooking routines that I hope to continue	39%
I have new exercise routines that I hope to continue	34%
I am exercising more	32%
I have new routines for grooming and personal care that I hope to continue	26%

a. I am currently trying to eat healthier

	<b>Total</b>
Strongly agree	16%
Somewhat agree	36%
Neither agree nor disagree	31%
Somewhat disagree	10%
Strongly disagree	7%
Don't know	*
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>17%</i>

b. I am keeping up with my usual grooming habits

	<b>Total</b>
Strongly agree	27%
Somewhat agree	37%
Neither agree nor disagree	16%
Somewhat disagree	14%
Strongly disagree	5%
Don't know	*
<i>Agree (Net)</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>20%</i>



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c. I am keeping up with my usual exercise routine

	<b>Total</b>
Strongly agree	17%
Somewhat agree	25%
Neither agree nor disagree	30%
Somewhat disagree	14%
Strongly disagree	13%
Don't know	*
<i>Agree (Net)</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>27%</i>

d. I am exercising more

	<b>Total</b>
Strongly agree	13%
Somewhat agree	19%
Neither agree nor disagree	28%
Somewhat disagree	20%
Strongly disagree	19%
Don't know	1%
<i>Agree (Net)</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>39%</i>

e. I drive my personal vehicle less

	<b>Total</b>
Strongly agree	46%
Somewhat agree	27%
Neither agree nor disagree	13%
Somewhat disagree	5%
Strongly disagree	6%
Don't know	1%
<i>Agree (Net)</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>12%</i>



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f. I am cooking from scratch more

	<b>Total</b>
Strongly agree	19%
Somewhat agree	32%
Neither agree nor disagree	28%
Somewhat disagree	11%
Strongly disagree	10%
Don't know	*
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>21%</i>

g. I have new exercise routines that I hope to continue

	<b>Total</b>
Strongly agree	13%
Somewhat agree	21%
Neither agree nor disagree	31%
Somewhat disagree	18%
Strongly disagree	16%
Don't know	1%
<i>Agree (Net)</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>34%</i>

h. I have new cooking routines that I hope to continue

	<b>Total</b>
Strongly agree	12%
Somewhat agree	27%
Neither agree nor disagree	38%
Somewhat disagree	13%
Strongly disagree	9%
Don't know	1%
<i>Agree (Net)</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>23%</i>



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- i. I have new routines for grocery shopping that I hope to continue

	<b>Total</b>
Strongly agree	14%
Somewhat agree	26%
Neither agree nor disagree	31%
Somewhat disagree	17%
Strongly disagree	11%
Don't know	1%
<i>Agree (Net)</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>28%</i>

- j. I have new routines for grooming and personal care that I hope to continue

	<b>Total</b>
Strongly agree	10%
Somewhat agree	16%
Neither agree nor disagree	37%
Somewhat disagree	19%
Strongly disagree	17%
Don't know	1%
<i>Agree (Net)</i>	<i>26%</i>
<i>Disagree (Net)</i>	<i>36%</i>

- k. I miss my old routines

	<b>Total</b>
Strongly agree	34%
Somewhat agree	34%
Neither agree nor disagree	20%
Somewhat disagree	7%
Strongly disagree	4%
Don't know	1%
<i>Agree (Net)</i>	<i>68%</i>
<i>Disagree (Net)</i>	<i>11%</i>



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13. Thinking about the services and activities that are more restricted in the current environment, which of the following do you miss most right now? Think about your day-to-day activities and not if you may have lost a job in these areas. You may select up to three.

	<b>Total</b>
Restaurants and bars	59%
Grocery stores	31%
Entertainment centers (movie theaters, concerts)	28%
Shopping centers or malls	27%
Religious centers/Churches	23%
Trip planning	21%
Fitness centers/Studios/Gyms	19%
Driving my personal vehicle	15%
Public transportation	6%
Hotels	5%
Ride sharing services	3%
Telecommunications service locations (eg Verizon store, AT&T Store, Best Buy Mobile Section)	2%
Rental cars	2%

14. Thinking about when COVID-19-related closures and restrictions end, how will you proceed in using these services?

a. Restaurants and bars

	<b>Total</b>
Will start using again immediately and more than I did before	8%
Will start using again immediately and about as much as I did before	28%
Will wait until I'm sure it is safe but will use about as much as I did before	42%
Will use less than I did before, for at least a few months	13%
Will likely use less than I did before, permanently	4%
I don't use this service	5%

b. Hotels

	<b>Total</b>
Will start using again immediately and more than I did before	4%
Will start using again immediately and about as much as I did before	13%
Will wait until I'm sure it is safe but will use about as much as I did before	35%
Will use less than I did before, for at least a few months	14%
Will likely use less than I did before, permanently	6%
I don't use this service	27%



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### c. Rental cars

	Total
Will start using again immediately and more than I did before	3%
Will start using again immediately and about as much as I did before	7%
Will wait until I'm sure it is safe but will use about as much as I did before	18%
Will use less than I did before, for at least a few months	9%
Will likely use less than I did before, permanently	4%
I don't use this service	59%

### d. Ride sharing services

	Total
Will start using again immediately and more than I did before	3%
Will start using again immediately and about as much as I did before	9%
Will wait until I'm sure it is safe but will use about as much as I did before	16%
Will use less than I did before, for at least a few months	6%
Will likely use less than I did before, permanently	4%
I don't use this service	62%

### e. Public transportation

	Total
Will start using again immediately and more than I did before	3%
Will start using again immediately and about as much as I did before	8%
Will wait until I'm sure it is safe but will use about as much as I did before	17%
Will use less than I did before, for at least a few months	7%
Will likely use less than I did before, permanently	4%
I don't use this service	61%

### f. Driving my personal vehicle

	Total
Will start using again immediately and more than I did before	15%
Will start using again immediately and about as much as I did before	46%
Will wait until I'm sure it is safe but will use about as much as I did before	24%
Will use less than I did before, for at least a few months	4%
Will likely use less than I did before, permanently	1%
I don't use this service	9%



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- g. Telecommunications service locations (eg. Verizon store, AT&T Store, Best Buy Mobile Section)

	<b>Total</b>
Will start using again immediately and more than I did before	6%
Will start using again immediately and about as much as I did before	18%
Will wait until I'm sure it is safe but will use about as much as I did before	31%
Will use less than I did before, for at least a few months	10%
Will likely use less than I did before, permanently	4%
I don't use this service	31%

- h. Religious centers/Churches

	<b>Total</b>
Will start using again immediately and more than I did before	8%
Will start using again immediately and about as much as I did before	20%
Will wait until I'm sure it is safe but will use about as much as I did before	27%
Will use less than I did before, for at least a few months	4%
Will likely use less than I did before, permanently	3%
I don't use this service	37%

- i. Fitness centers/Studios/Gyms

	<b>Total</b>
Will start using again immediately and more than I did before	7%
Will start using again immediately and about as much as I did before	14%
Will wait until I'm sure it is safe but will use about as much as I did before	22%
Will use less than I did before, for at least a few months	7%
Will likely use less than I did before, permanently	3%
I don't use this service	47%

- j. Entertainment centers (movie theaters, concerts)

	<b>Total</b>
Will start using again immediately and more than I did before	7%
Will start using again immediately and about as much as I did before	18%
Will wait until I'm sure it is safe but will use about as much as I did before	40%
Will use less than I did before, for at least a few months	12%
Will likely use less than I did before, permanently	6%
I don't use this service	17%



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### k. Shopping centers or malls

	Total
Will start using again immediately and more than I did before	6%
Will start using again immediately and about as much as I did before	21%
Will wait until I'm sure it is safe but will use about as much as I did before	42%
Will use less than I did before, for at least a few months	15%
Will likely use less than I did before, permanently	6%
I don't use this service	10%

### l. Grocery stores

	Total
Will start using again immediately and more than I did before	10%
Will start using again immediately and about as much as I did before	43%
Will wait until I'm sure it is safe but will use about as much as I did before	36%
Will use less than I did before, for at least a few months	8%
Will likely use less than I did before, permanently	2%
I don't use this service	1%

### 15. For each product category below, what best describes your current situation?

#### a. Automobile

	Total
I am not in the market for this product	74%
I have delayed shopping, and will wait for some time before I resume	13%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	9%
I am still looking to make a purchase now	4%

#### b. Home

	Total
I am not in the market for this product	75%
I have delayed shopping, and will wait for some time before I resume	13%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	8%
I am still looking to make a purchase now	4%

#### c. Tech equipment

	Total
I am not in the market for this product	70%
I have delayed shopping, and will wait for some time before I resume	16%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	9%
I am still looking to make a purchase now	5%



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### d. Mobile phone

	Total
I am not in the market for this product	73%
I have delayed shopping, and will wait for some time before I resume	13%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	10%
I am still looking to make a purchase now	4%

### e. Home improvement

	Total
I am not in the market for this product	53%
I have delayed shopping, and will wait for some time before I resume	23%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	15%
I am still looking to make a purchase now	9%

### f. Appliances

	Total
I am not in the market for this product	71%
I have delayed shopping, and will wait for some time before I resume	14%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	10%
I am still looking to make a purchase now	5%

## 16. How much has your trust changed for the following industries as a result of COVID-19?

### Increased Summary

	Total
Healthcare (hospitals and clinics)	42%
Grocers	37%
Food and Beverage Manufacturers	24%
Pharmaceutical	21%
Tech Platforms (Apple, Amazon, Google)	20%
News Media	19%
Government	17%
Banking	16%
Social Media	16%
Telecom	13%
Oil and Natural Gas	12%
Airlines	11%
Automotive	10%



## PRESS RELEASE

### a. Automotive

	<b>Total</b>
Increased significantly	4%
Increased somewhat	7%
No change in trust	82%
Decreased somewhat	6%
Decreased significantly	2%
<i>Increased (Net)</i>	<i>10%</i>
<i>Decreased (Net)</i>	<i>8%</i>

### b. Banking

	<b>Total</b>
Increased significantly	5%
Increased somewhat	12%
No change in trust	75%
Decreased somewhat	6%
Decreased significantly	2%
<i>Increased (Net)</i>	<i>16%</i>
<i>Decreased (Net)</i>	<i>9%</i>

### c. Government

	<b>Total</b>
Increased significantly	6%
Increased somewhat	11%
No change in trust	38%
Decreased somewhat	28%
Decreased significantly	17%
<i>Increased (Net)</i>	<i>17%</i>
<i>Decreased (Net)</i>	<i>45%</i>

### d. News Media

	<b>Total</b>
Increased significantly	6%
Increased somewhat	13%
No change in trust	48%
Decreased somewhat	19%
Decreased significantly	15%
<i>Increased (Net)</i>	<i>19%</i>
<i>Decreased (Net)</i>	<i>34%</i>



## PRESS RELEASE

e. Oil and Natural Gas

	<b>Total</b>
Increased significantly	5%
Increased somewhat	8%
No change in trust	77%
Decreased somewhat	8%
Decreased significantly	2%
<i>Increased (Net)</i>	12%
<i>Decreased (Net)</i>	10%

f. Pharmaceutical

	<b>Total</b>
Increased significantly	7%
Increased somewhat	14%
No change in trust	65%
Decreased somewhat	10%
Decreased significantly	4%
<i>Increased (Net)</i>	21%
<i>Decreased (Net)</i>	14%

g. Social Media

	<b>Total</b>
Increased significantly	7%
Increased somewhat	10%
No change in trust	64%
Decreased somewhat	13%
Decreased significantly	6%
<i>Increased (Net)</i>	16%
<i>Decreased (Net)</i>	20%

h. Airlines

	<b>Total</b>
Increased significantly	4%
Increased somewhat	7%
No change in trust	66%
Decreased somewhat	15%
Decreased significantly	9%
<i>Increased (Net)</i>	11%
<i>Decreased (Net)</i>	24%



## PRESS RELEASE

i. Grocers

	<b>Total</b>
Increased significantly	11%
Increased somewhat	26%
No change in trust	54%
Decreased somewhat	8%
Decreased significantly	2%
<i>Increased (Net)</i>	<i>37%</i>
<i>Decreased (Net)</i>	<i>10%</i>

j. Healthcare (hospitals and clinics)

	<b>Total</b>
Increased significantly	18%
Increased somewhat	24%
No change in trust	45%
Decreased somewhat	10%
Decreased significantly	2%
<i>Increased (Net)</i>	<i>42%</i>
<i>Decreased (Net)</i>	<i>12%</i>

k. Tech Platforms (Apple, Amazon, Google)

	<b>Total</b>
Increased significantly	7%
Increased somewhat	13%
No change in trust	71%
Decreased somewhat	7%
Decreased significantly	2%
<i>Increased (Net)</i>	<i>20%</i>
<i>Decreased (Net)</i>	<i>10%</i>

l. Telecom

	<b>Total</b>
Increased significantly	4%
Increased somewhat	8%
No change in trust	79%
Decreased somewhat	6%
Decreased significantly	2%
<i>Increased (Net)</i>	<i>13%</i>
<i>Decreased (Net)</i>	<i>9%</i>



## PRESS RELEASE

### m. Food and Beverage Manufacturers

	<b>Total</b>
Increased significantly	6%
Increased somewhat	18%
No change in trust	67%
Decreased somewhat	8%
Decreased significantly	1%
<i>Increased (Net)</i>	<i>24%</i>
<i>Decreased (Net)</i>	<i>9%</i>

17. How much have the following influenced your decision to engage with, or purchase products from, a brand in the current environment? Please select your Top 3.

	<b>Total</b>
Keep employees and customers safe	45%
Protection of jobs in their company	26%
Support employees with adequate healthcare benefits	22%
Charitable donations and giving back to the community	17%
New products/services that are relevant to you at this time	16%
Short term payment relief for existing customers	14%
Making working with them online easier	13%
Business practices that protect the environment	10%
Taking a stance on political issues	8%
Equality of opportunity across gender and ethnicity	7%
Action to achieve equal pay	7%
Action in support of diversity and inclusion	6%
None of the above	28%



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18. What matters MORE to you now than before the coronavirus crisis began? (Select all that apply)

	<b>Total</b>
Family	47%
Safety	47%
Physical health	43%
Friendship	34%
Kindness	34%
Mental health	33%
Happiness	30%
Trust	28%
Community	25%
Calm	23%
Comfort	22%
Finances	21%
Back to Basics	21%
Sustainability	19%
Convenience	18%
Value	15%
Fairness	15%
Quality	15%
Experiences	14%
Local	14%
Privacy	13%
Global warming	9%
Variety	7%
Inclusivity	6%
Indulgence	4%
Possessions	4%
None of the above	9%



## PRESS RELEASE

### About the Study

These are some of the findings of an Ipsos poll conducted between April 10-13, 2020. For this survey, a sample of roughly 1,114 adults age 18+ from the continental U.S. Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.3 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,114, DEFF=1.5, adjusted Confidence Interval=+/-4.8 percentage points).

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### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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