



## PUBLIC POLL FINDINGS AND METHODOLOGY

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

Washington, DC, April 30, 2020

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

	<b>Wave 1 (N=1,114)</b>	<b>Wave 2 (N=1,111)</b>	<b>Wave 3 (N=1,112)</b>
Very high threat	14%	10%	15%
High threat	22%	22%	17%
Moderate threat	35%	35%	34%
Low threat	16%	21%	20%
Very low threat	10%	10%	11%
Don't know	2%	2%	3%
<i>High threat (Net)</i>	36%	32%	32%
<i>Low threat (Net)</i>	26%	31%	31%

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

	<b>Wave 1</b>	<b>Wave 2</b>	<b>Wave 3</b>
Not at all seriously	10%	12%	13%
Somewhat seriously	42%	42%	39%
Very seriously	18%	20%	20%
Extremely seriously	22%	19%	20%
Don't know / no response	8%	7%	7%

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

	<b>Wave 1</b>	<b>Wave 2</b>	<b>Wave 3</b>
I have lost my job (either temporarily or permanently)	18%	17%	17%
Someone else who has been living in my household has lost their job	14%	12%	12%
A family member has moved back in with me due to job loss	5%	3%	4%
I have relocated to another city or town due to job loss	2%	2%	2%
None of the above	68%	71%	70%



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

	Wave 1	Wave 2	Wave 3
K-12 schools are closed	78%	82%	76%
There is a government imposed stay at home order, except for essential services	73%	72%	68%
Restaurants and bars are allowed to remain open under reduced capacity or "take-out only"	64%	62%	56%
All stores, except grocery stores and pharmacies, are closed	54%	52%	47%
The majority of restaurants and bars are completely closed	52%	49%	48%
Retail stores are closed but promoting online site/delivery	49%	54%	47%
All public places are closed	49%	47%	39%
Retail stores are open under limited hours or capacity	38%	34%	32%
[If employed] My company has either suggested or mandated I work from home	N=674	N=615	N=648
	36%	35%	30%
[If employed] I am unable to work from home due to my type of employment	N=674	N=615	N=648
	33%	29%	27%
There is a curfew in place	15%	14%	11%
None of the above	2%	2%	4%

5. There are often several phases or stages that people go through when times are hard. Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic?

	Wave 3
I have adapted to the restrictions and settled into new routines	41%
I am reacting day-by-day to the restrictions and establishing new routines	17%
I am adjusting to new normal requirements	16%
I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	5%
I am stuck in deciding what to do next	5%
I am making plans to do things I used to do pre-COVID	5%
I feel the pandemic is behind me and am moving on with life	4%
I see the restrictions bothering me most being lifted	3%
The pandemic has not reached my area, and so far there are no restrictions	2%
I am starting to again do things I used to do pre-COVID	2%

6. From the list below, what are the top three phrases that best describe how you are feeling today?

	Wave 3
Accepting of my new normal	26%
Hopeful	24%
Cautious optimism	22%
Doubtful about a full return to normalcy	21%
Impatient to get back to normal life	21%
Bored	20%
Anxiety	18%
Optimistic about the future	16%
Open to changes	13%
Well prepared	13%
Confident in the future	11%
Attentive to good news	11%
Lonely	9%
Angry/Frustrated about the restrictions on my freedom	7%
Aggravated	7%
Fear	7%
Reluctant about certain purchases	6%
Angry	5%
Curious	4%
Overloaded with new requirements	4%
Hopeless	4%
Urgency to prepare	3%
Defeated	3%
Relieved	2%
Excited	2%
Sarcastic	2%
Needing to experiment with my pre-COVID activities	2%



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

### Total Agree Summary

	Wave 1	Wave 2	Wave 3
I am staying home except for necessities (e.g., food) or work	85%	85%	81%
I am working out new routines to keep safe	67%	64%	67%
I am taking advantage of time at home	64%	67%	66%
I have been avoiding shopping at physical stores	63%	61%	56%
I am experiencing significant disruption in my life	57%	52%	45%
I am frustrated by being cooped up	56%	54%	50%
I am cautiously optimistic about the next month	56%	62%	58%
I am disinfecting the packaging that is delivered to my home	52%	47%	47%
I am changing existing plans and gathering supplies	51%	48%	43%
I am exploring new things	43%	46%	46%
I am anxious about my childcare situation this summer	-	-	N=221 41%
I don't know how I will care for my child(ren) this summer	-	-	N=221 33%
I'm afraid to go out for necessities or work	42%	35%	33%
I am not sure what to do next	40%	35%	30%
I am having a harder time than usual paying my bills each month	31%	26%	27%
I believe the crisis has been overblown	-	-	28%

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

	Wave 1	Wave 2	Wave 3
Strongly agree	55%	49%	47%
Somewhat agree	30%	36%	33%
Neither agree nor disagree	8%	9%	11%
Somewhat disagree	4%	4%	5%
Strongly disagree	2%	2%	3%
<i>Agree (Net)</i>	85%	85%	81%
<i>Disagree (Net)</i>	6%	6%	8%

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

	Wave 1	Wave 2	Wave 3
Strongly agree	15%	10%	9%
Somewhat agree	28%	25%	23%
Neither agree nor disagree	20%	22%	21%
Somewhat disagree	22%	26%	25%
Strongly disagree	15%	17%	21%
<i>Agree (Net)</i>	42%	35%	33%
<i>Disagree (Net)</i>	38%	43%	46%

c. I have been avoiding shopping at physical stores

	Wave 1	Wave 2	Wave 3
Strongly agree	29%	27%	25%
Somewhat agree	34%	34%	31%
Neither agree nor disagree	18%	17%	18%
Somewhat disagree	13%	14%	17%
Strongly disagree	6%	8%	10%
<i>Agree (Net)</i>	63%	61%	56%
<i>Disagree (Net)</i>	18%	21%	27%

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

	Wave 1	Wave 2	Wave 3
Strongly agree	27%	23%	23%
Somewhat agree	24%	24%	23%
Neither agree nor disagree	21%	22%	20%
Somewhat disagree	17%	18%	19%
Strongly disagree	10%	13%	14%
<i>Agree (Net)</i>	52%	47%	47%
<i>Disagree (Net)</i>	27%	31%	33%

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

	Wave 1	Wave 2	Wave 3
Strongly agree	13%	11%	11%
Somewhat agree	18%	15%	16%
Neither agree nor disagree	26%	25%	23%
Somewhat disagree	18%	23%	21%
Strongly disagree	25%	26%	29%
<i>Agree (Net)</i>	31%	26%	27%
<i>Disagree (Net)</i>	43%	49%	50%

f. I am not sure what to do next

	Wave 1	Wave 2	Wave 3
Strongly agree	12%	10%	9%
Somewhat agree	28%	25%	21%
Neither agree nor disagree	30%	31%	34%
Somewhat disagree	18%	22%	22%
Strongly disagree	12%	12%	13%
<i>Agree (Net)</i>	40%	35%	30%
<i>Disagree (Net)</i>	30%	34%	36%

g. I am changing existing plans and gathering supplies

	Wave 1	Wave 2	Wave 3
Strongly agree	14%	12%	12%
Somewhat agree	36%	35%	32%
Neither agree nor disagree	33%	32%	33%
Somewhat disagree	12%	15%	16%
Strongly disagree	5%	6%	7%
<i>Agree (Net)</i>	<i>51%</i>	<i>48%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>21%</i>	<i>24%</i>

h. I am working out new routines to keep safe

	Wave 1	Wave 2	Wave 3
Strongly agree	23%	17%	24%
Somewhat agree	44%	47%	43%
Neither agree nor disagree	22%	24%	23%
Somewhat disagree	6%	8%	6%
Strongly disagree	5%	4%	4%
<i>Agree (Net)</i>	<i>67%</i>	<i>64%</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>12%</i>	<i>10%</i>

i. I am taking advantage of time at home

	Wave 1	Wave 2	Wave 3
Strongly agree	24%	24%	24%
Somewhat agree	40%	43%	42%
Neither agree nor disagree	26%	23%	25%
Somewhat disagree	7%	7%	5%
Strongly disagree	2%	3%	4%
<i>Agree (Net)</i>	<i>64%</i>	<i>67%</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>10%</i>	<i>9%</i>

j. I am frustrated by being cooped up

	Wave 1	Wave 2	Wave 3
Strongly agree	23%	23%	16%
Somewhat agree	33%	32%	34%
Neither agree nor disagree	22%	20%	22%
Somewhat disagree	15%	16%	18%
Strongly disagree	8%	9%	10%
<i>Agree (Net)</i>	<i>56%</i>	<i>54%</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>25%</i>	<i>28%</i>

k. I am cautiously optimistic about the next month

	Wave 1	Wave 2	Wave 3
Strongly agree	16%	15%	14%
Somewhat agree	41%	47%	44%
Neither agree nor disagree	23%	21%	24%
Somewhat disagree	16%	13%	13%
Strongly disagree	4%	5%	5%
<i>Agree (Net)</i>	<i>56%</i>	<i>62%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>17%</i>	<i>17%</i>

l. I am experiencing significant disruption in my life

	Wave 1	Wave 2	Wave 3
Strongly agree	22%	18%	14%
Somewhat agree	35%	34%	31%
Neither agree nor disagree	22%	23%	25%
Somewhat disagree	14%	16%	21%
Strongly disagree	7%	9%	9%
<i>Agree (Net)</i>	<i>57%</i>	<i>52%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>24%</i>	<i>30%</i>

m. I am exploring new things

	Wave 1	Wave 2	Wave 3
Strongly agree	11%	10%	12%
Somewhat agree	32%	36%	34%
Neither agree nor disagree	36%	33%	36%
Somewhat disagree	15%	16%	13%
Strongly disagree	6%	5%	5%
<i>Agree (Net)</i>	<i>43%</i>	<i>46%</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>21%</i>	<i>18%</i>

n. [If child in household] I am anxious about my childcare situation this summer

	Wave 1	Wave 2	Wave 3 (N=221)
Strongly agree	-	-	12%
Somewhat agree	-	-	28%
Neither agree nor disagree	-	-	21%
Somewhat disagree	-	-	14%
Strongly disagree	-	-	24%
<i>Agree (Net)</i>	<i>-</i>	<i>-</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>-</i>	<i>-</i>	<i>38%</i>

o. [If child in household] I don't know how I will care for my child(ren) this summer

	Wave 1	Wave 2	Wave 3 (N=221)
Strongly agree	-	-	14%
Somewhat agree	-	-	19%
Neither agree nor disagree	-	-	20%
Somewhat disagree	-	-	18%
Strongly disagree	-	-	29%
<i>Agree (Net)</i>	-	-	33%
<i>Disagree (Net)</i>	-	-	46%

p. I believe the crisis has been overblown

	Wave 1	Wave 2	Wave 3
Strongly agree	-	-	11%
Somewhat agree	-	-	17%
Neither agree nor disagree	-	-	18%
Somewhat disagree	-	-	19%
Strongly disagree	-	-	35%
<i>Agree (Net)</i>	-	-	28%
<i>Disagree (Net)</i>	-	-	54%

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

	Wave 1	Wave 2	Wave 3
A friend or acquaintance has been tested and diagnosed with COVID-19	14%	14%	14%
Someone I know suspects they have or had COVID-19	13%	14%	12%
A relative has been tested and diagnosed with COVID-19	6%	6%	7%
I have been tested and diagnosed with COVID-19	2%	1%	2%
None of the above	70%	70%	71%



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

## Total Agree Summary

	Wave 1	Wave 2	Wave 3
I drive my personal vehicle less	74%	72%	70%
I miss my old routines	68%	61%	61%
I am keeping up with my usual grooming habits	64%	64%	63%
I am currently trying to eat healthier	52%	51%	52%
I am cooking from scratch more	52%	53%	52%
I am keeping up with my usual exercise routine	43%	41%	44%
I have new routines for grocery shopping that I hope to continue	40%	38%	44%
I have new cooking routines that I hope to continue	39%	38%	41%
I have new exercise routines that I hope to continue	34%	31%	35%
I am exercising more	32%	27%	34%
I have new routines for grooming and personal care that I hope to continue	26%	26%	30%

- a. I am currently trying to eat healthier

	Wave 1	Wave 2	Wave 3
Strongly agree	16%	15%	17%
Somewhat agree	36%	36%	35%
Neither agree nor disagree	31%	30%	32%
Somewhat disagree	10%	12%	9%
Strongly disagree	7%	6%	6%
Don't know	*	1%	1%
<i>Agree (Net)</i>	<i>52%</i>	<i>51%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>18%</i>	<i>15%</i>

- b. I am keeping up with my usual grooming habits

	Wave 1	Wave 2	Wave 3
Strongly agree	27%	24%	26%
Somewhat agree	37%	40%	37%
Neither agree nor disagree	16%	15%	17%
Somewhat disagree	14%	14%	13%
Strongly disagree	5%	6%	5%
Don't know	*	1%	1%
<i>Agree (Net)</i>	<i>64%</i>	<i>64%</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>20%</i>	<i>18%</i>

c. I am keeping up with my usual exercise routine

	Wave 1	Wave 2	Wave 3
Strongly agree	17%	14%	15%
Somewhat agree	25%	27%	29%
Neither agree nor disagree	30%	26%	27%
Somewhat disagree	14%	17%	15%
Strongly disagree	13%	15%	13%
Don't know	*	1%	2%
<i>Agree (Net)</i>	43%	41%	44%
<i>Disagree (Net)</i>	27%	31%	27%

d. I am exercising more

	Wave 1	Wave 2	Wave 3
Strongly agree	13%	9%	12%
Somewhat agree	19%	18%	22%
Neither agree nor disagree	28%	27%	24%
Somewhat disagree	20%	22%	21%
Strongly disagree	19%	23%	20%
Don't know	1%	1%	2%
<i>Agree (Net)</i>	32%	27%	34%
<i>Disagree (Net)</i>	39%	45%	41%

e. I drive my personal vehicle less

	Wave 1	Wave 2	Wave 3
Strongly agree	46%	44%	44%
Somewhat agree	27%	27%	26%
Neither agree nor disagree	13%	14%	14%
Somewhat disagree	5%	5%	7%
Strongly disagree	6%	7%	7%
Don't know	1%	3%	3%
<i>Agree (Net)</i>	74%	72%	70%
<i>Disagree (Net)</i>	12%	12%	14%

f. I am cooking from scratch more

	Wave 1	Wave 2	Wave 3
Strongly agree	19%	19%	21%
Somewhat agree	32%	34%	32%
Neither agree nor disagree	28%	24%	25%
Somewhat disagree	11%	12%	12%
Strongly disagree	10%	9%	9%
Don't know	*	2%	2%
<i>Agree (Net)</i>	<i>52%</i>	<i>53%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>22%</i>	<i>21%</i>

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

	Wave 1	Wave 2	Wave 3
Strongly agree	13%	10%	13%
Somewhat agree	21%	21%	22%
Neither agree nor disagree	31%	29%	29%
Somewhat disagree	18%	18%	17%
Strongly disagree	16%	19%	17%
Don't know	1%	2%	2%
<i>Agree (Net)</i>	<i>34%</i>	<i>31%</i>	<i>35%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>38%</i>	<i>33%</i>

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

	Wave 1	Wave 2	Wave 3
Strongly agree	12%	10%	14%
Somewhat agree	27%	28%	27%
Neither agree nor disagree	38%	33%	34%
Somewhat disagree	13%	16%	12%
Strongly disagree	9%	11%	11%
Don't know	1%	2%	2%
<i>Agree (Net)</i>	<i>39%</i>	<i>38%</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>23%</i>	<i>28%</i>	<i>23%</i>

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

	Wave 1	Wave 2	Wave 3
Strongly agree	14%	12%	14%
Somewhat agree	26%	26%	30%
Neither agree nor disagree	31%	30%	30%
Somewhat disagree	17%	19%	16%
Strongly disagree	11%	11%	9%
Don't know	1%	1%	2%
<i>Agree (Net)</i>	<i>40%</i>	<i>38%</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>30%</i>	<i>24%</i>

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

	Wave 1	Wave 2	Wave 3
Strongly agree	10%	10%	12%
Somewhat agree	16%	17%	19%
Neither agree nor disagree	37%	30%	33%
Somewhat disagree	19%	24%	20%
Strongly disagree	17%	18%	14%
Don't know	1%	1%	2%
<i>Agree (Net)</i>	<i>26%</i>	<i>26%</i>	<i>30%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>42%</i>	<i>35%</i>

k. I miss my old routines

	Wave 1	Wave 2	Wave 3
Strongly agree	34%	27%	26%
Somewhat agree	34%	34%	35%
Neither agree nor disagree	20%	24%	23%
Somewhat disagree	7%	9%	9%
Strongly disagree	4%	5%	5%
Don't know	1%	1%	1%
<i>Agree (Net)</i>	<i>68%</i>	<i>61%</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>14%</i>	<i>14%</i>



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

	Wave 3
If there is another wave of the virus, I don't plan to do anything differently compared to right now	66%
I am concerned that schools will close again this fall	46%
I plan to stock up on food and other essentials before fall	44%
I plan to travel this summer if it's allowed	43%
I believe we will have a "lockdown" this fall where I live	37%
I am worried someone in my household will lose their job if there is another "lockdown"	32%
I am already changing or canceling plans for travel this fall	31%
I plan to make changes or repairs to my home in case we have to shelter in place again	25%
I plan to upgrade my home internet speed	18%
I plan to upgrade my "home office" by purchasing new equipment	17%

a. I believe we will have a "lockdown" this fall where I live

	Wave 3
Strongly agree	11%
Somewhat agree	26%
Neither agree nor disagree	39%
Somewhat disagree	16%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>25%</i>

b. I plan to stock up on food and other essentials before fall

	Wave 3
Strongly agree	14%
Somewhat agree	30%
Neither agree nor disagree	32%
Somewhat disagree	17%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>25%</i>



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- c. I plan to make changes or repairs to my home in case we have to shelter in place again

	Wave 3
Strongly agree	8%
Somewhat agree	18%
Neither agree nor disagree	33%
Somewhat disagree	21%
Strongly disagree	20%
<i>Agree (Net)</i>	<i>25%</i>
<i>Disagree (Net)</i>	<i>41%</i>

- d. I plan to upgrade my “home office” by purchasing new equipment

	Wave 3
Strongly agree	6%
Somewhat agree	11%
Neither agree nor disagree	27%
Somewhat disagree	26%
Strongly disagree	30%
<i>Agree (Net)</i>	<i>17%</i>
<i>Disagree (Net)</i>	<i>56%</i>

- e. I plan to upgrade my home internet speed

	Wave 3
Strongly agree	6%
Somewhat agree	12%
Neither agree nor disagree	29%
Somewhat disagree	28%
Strongly disagree	24%
<i>Agree (Net)</i>	<i>18%</i>
<i>Disagree (Net)</i>	<i>53%</i>

- f. I plan to travel this summer if it's allowed

	Wave 3
Strongly agree	16%
Somewhat agree	28%
Neither agree nor disagree	22%
Somewhat disagree	16%
Strongly disagree	18%
<i>Agree (Net)</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>34%</i>



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- g. I am already changing or canceling plans for travel this fall

	Wave 3
Strongly agree	13%
Somewhat agree	18%
Neither agree nor disagree	34%
Somewhat disagree	18%
Strongly disagree	17%
<i>Agree (Net)</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>34%</i>

- h. I am concerned that schools will close again this fall

	Wave 3
Strongly agree	14%
Somewhat agree	32%
Neither agree nor disagree	32%
Somewhat disagree	13%
Strongly disagree	9%
<i>Agree (Net)</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>22%</i>

- i. If there is another wave of the virus, I don't plan to do anything differently compared to right now

	Wave 3
Strongly agree	24%
Somewhat agree	42%
Neither agree nor disagree	23%
Somewhat disagree	9%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>12%</i>

- j. I am worried someone in my household will lose their job if there is another "lockdown"

	Wave 3
Strongly agree	12%
Somewhat agree	20%
Neither agree nor disagree	26%
Somewhat disagree	20%
Strongly disagree	22%
<i>Agree (Net)</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>42%</i>

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

	<b>Wave 3</b>
Even if it's a small amount, I can put money away each month	63%
I want to wait to start or grow my family until I am in better financial shape	N=389 52%
I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)	52%
I believe I will be better off than my parents	42%
After paying my bills, I do not have money left to spend on the things I want	35%
I worry about paying all of my bills each month	31%

a. After paying my bills, I do not have money left to spend on the things I want

	<b>Wave 3</b>
Strongly agree	13%
Somewhat agree	23%
Neither agree nor disagree	21%
Somewhat disagree	23%
Strongly disagree	20%
<i>Agree (Net)</i>	35%
<i>Disagree (Net)</i>	44%

b. Even if it's a small amount, I can put money away each month

	<b>Wave 3</b>
Strongly agree	25%
Somewhat agree	38%
Neither agree nor disagree	19%
Somewhat disagree	10%
Strongly disagree	8%
<i>Agree (Net)</i>	63%
<i>Disagree (Net)</i>	18%

c. I believe I will be better off than my parents

	<b>Wave 3</b>
Strongly agree	15%
Somewhat agree	27%
Neither agree nor disagree	35%
Somewhat disagree	13%
Strongly disagree	10%
<i>Agree (Net)</i>	42%
<i>Disagree (Net)</i>	23%





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d. I worry about paying all of my bills each month

	Wave 3
Strongly agree	13%
Somewhat agree	18%
Neither agree nor disagree	22%
Somewhat disagree	20%
Strongly disagree	27%
<i>Agree (Net)</i>	31%
<i>Disagree (Net)</i>	47%

e. **[If ages 18-39]** I want to wait to start or grow my family until I am in better financial shape

	Wave 3 (N=389)
Strongly agree	32%
Somewhat agree	21%
Neither agree nor disagree	29%
Somewhat disagree	7%
Strongly disagree	12%
<i>Agree (Net)</i>	52%
<i>Disagree (Net)</i>	19%

f. I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)

	Wave 3
Strongly agree	21%
Somewhat agree	31%
Neither agree nor disagree	21%
Somewhat disagree	14%
Strongly disagree	13%
<i>Agree (Net)</i>	52%
<i>Disagree (Net)</i>	27%



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

### Increased Summary

	Wave 1	Wave 2	Wave 3
Healthcare (hospitals and clinics)	42%	40%	44%
Grocers	37%	37%	40%
Food and Beverage Manufacturers	24%	22%	26%
Pharmaceutical	21%	21%	23%
Tech Platforms (Apple, Amazon, Google)	20%	19%	23%
News Media	19%	20%	20%
Government	17%	17%	16%
Banking	16%	15%	17%
Social Media	16%	16%	15%
Telecom	13%	11%	14%
Oil and Natural Gas	12%	11%	12%
Airlines	11%	10%	13%
Automotive	10%	10%	14%

### a. Automotive

	Wave 1	Wave 2	Wave 3
Increased significantly	4%	2%	3%
Increased somewhat	7%	8%	11%
No change in trust	82%	82%	76%
Decreased somewhat	6%	6%	7%
Decreased significantly	2%	2%	3%
<i>Increased (Net)</i>	<i>10%</i>	<i>10%</i>	<i>14%</i>
<i>Decreased (Net)</i>	<i>8%</i>	<i>8%</i>	<i>10%</i>

### b. Banking

	Wave 1	Wave 2	Wave 3
Increased significantly	5%	3%	4%
Increased somewhat	12%	12%	12%
No change in trust	75%	77%	71%
Decreased somewhat	6%	6%	8%
Decreased significantly	2%	2%	4%
<i>Increased (Net)</i>	<i>16%</i>	<i>15%</i>	<i>17%</i>
<i>Decreased (Net)</i>	<i>9%</i>	<i>8%</i>	<i>12%</i>



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### c. Government

	Wave 1	Wave 2	Wave 3
Increased significantly	6%	4%	5%
Increased somewhat	11%	13%	11%
No change in trust	38%	40%	39%
Decreased somewhat	28%	27%	27%
Decreased significantly	17%	16%	18%
<i>Increased (Net)</i>	<i>17%</i>	<i>17%</i>	<i>16%</i>
<i>Decreased (Net)</i>	<i>45%</i>	<i>43%</i>	<i>45%</i>

### d. News Media

	Wave 1	Wave 2	Wave 3
Increased significantly	6%	6%	6%
Increased somewhat	13%	14%	14%
No change in trust	48%	49%	45%
Decreased somewhat	19%	21%	18%
Decreased significantly	15%	10%	17%
<i>Increased (Net)</i>	<i>19%</i>	<i>20%</i>	<i>20%</i>
<i>Decreased (Net)</i>	<i>34%</i>	<i>31%</i>	<i>35%</i>

### e. Oil and Natural Gas

	Wave 1	Wave 2	Wave 3
Increased significantly	5%	2%	3%
Increased somewhat	8%	9%	9%
No change in trust	77%	78%	73%
Decreased somewhat	8%	7%	11%
Decreased significantly	2%	3%	4%
<i>Increased (Net)</i>	<i>12%</i>	<i>11%</i>	<i>12%</i>
<i>Decreased (Net)</i>	<i>10%</i>	<i>10%</i>	<i>14%</i>

### f. Pharmaceutical

	Wave 1	Wave 2	Wave 3
Increased significantly	7%	6%	6%
Increased somewhat	14%	15%	17%
No change in trust	65%	66%	63%
Decreased somewhat	10%	9%	10%
Decreased significantly	4%	4%	4%
<i>Increased (Net)</i>	<i>21%</i>	<i>21%</i>	<i>23%</i>
<i>Decreased (Net)</i>	<i>14%</i>	<i>13%</i>	<i>15%</i>



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### g. Social Media

	Wave 1	Wave 2	Wave 3
Increased significantly	7%	5%	4%
Increased somewhat	10%	11%	11%
No change in trust	64%	61%	53%
Decreased somewhat	13%	17%	21%
Decreased significantly	6%	6%	11%
<i>Increased (Net)</i>	<i>16%</i>	<i>16%</i>	<i>15%</i>
<i>Decreased (Net)</i>	<i>20%</i>	<i>23%</i>	<i>33%</i>

### h. Airlines

	Wave 1	Wave 2	Wave 3
Increased significantly	4%	2%	3%
Increased somewhat	7%	8%	10%
No change in trust	66%	69%	65%
Decreased somewhat	15%	15%	14%
Decreased significantly	9%	6%	8%
<i>Increased (Net)</i>	<i>11%</i>	<i>10%</i>	<i>13%</i>
<i>Decreased (Net)</i>	<i>24%</i>	<i>21%</i>	<i>22%</i>

### i. Grocers

	Wave 1	Wave 2	Wave 3
Increased significantly	11%	12%	12%
Increased somewhat	26%	25%	27%
No change in trust	54%	55%	51%
Decreased somewhat	8%	7%	8%
Decreased significantly	2%	2%	1%
<i>Increased (Net)</i>	<i>37%</i>	<i>37%</i>	<i>40%</i>
<i>Decreased (Net)</i>	<i>10%</i>	<i>8%</i>	<i>9%</i>

### j. Healthcare (hospitals and clinics)

	Wave 1	Wave 2	Wave 3
Increased significantly	18%	17%	18%
Increased somewhat	24%	23%	26%
No change in trust	45%	50%	48%
Decreased somewhat	10%	8%	5%
Decreased significantly	2%	2%	3%
<i>Increased (Net)</i>	<i>42%</i>	<i>40%</i>	<i>44%</i>
<i>Decreased (Net)</i>	<i>12%</i>	<i>11%</i>	<i>8%</i>

k. Tech Platforms (Apple, Amazon, Google)

	Wave 1	Wave 2	Wave 3
Increased significantly	7%	5%	6%
Increased somewhat	13%	14%	17%
No change in trust	71%	71%	67%
Decreased somewhat	7%	7%	8%
Decreased significantly	2%	3%	3%
<i>Increased (Net)</i>	<i>20%</i>	<i>19%</i>	<i>23%</i>
<i>Decreased (Net)</i>	<i>10%</i>	<i>10%</i>	<i>11%</i>

l. Telecom

	Wave 1	Wave 2	Wave 3
Increased significantly	4%	3%	4%
Increased somewhat	8%	8%	10%
No change in trust	79%	81%	76%
Decreased somewhat	6%	7%	8%
Decreased significantly	2%	2%	3%
<i>Increased (Net)</i>	<i>13%</i>	<i>11%</i>	<i>14%</i>
<i>Decreased (Net)</i>	<i>9%</i>	<i>9%</i>	<i>10%</i>

m. Food and Beverage Manufacturers

	Wave 1	Wave 2	Wave 3
Increased significantly	6%	5%	7%
Increased somewhat	18%	17%	19%
No change in trust	67%	69%	65%
Decreased somewhat	8%	7%	8%
Decreased significantly	1%	2%	2%
<i>Increased (Net)</i>	<i>24%</i>	<i>22%</i>	<i>26%</i>
<i>Decreased (Net)</i>	<i>9%</i>	<i>9%</i>	<i>10%</i>



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### About the Study

These are some of the findings of the second wave of an Ipsos poll conducted between April 27-28, 2020. For this survey, a sample of roughly 1,112 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The first wave was conducted between April 10-13, 2020. For the first wave, a sample of roughly 1,114 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The second wave was conducted between 17-20, 2020. For the second wave, a sample of roughly 1,111 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 3.4 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 ( $n=1,112$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 4.9$  percentage points).

The first wave of this study has a credibility interval of plus or minus 3.3 percentage points for all respondents, and the second wave of this study has a credibility interval of plus or minus 3.4 percentage points for all respondents.

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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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