



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, May 6, 2020

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

	Wave 1 (N=1,114)	Wave 2 (N=1,111)	Wave 3 (N=1,112)	Wave 4 (N=1,114)
Very high threat	14%	10%	15%	15%
High threat	22%	22%	17%	19%
Moderate threat	35%	35%	34%	35%
Low threat	16%	21%	20%	17%
Very low threat	10%	10%	11%	11%
Don't know	2%	2%	3%	2%
<i>High threat (Net)</i>	36%	32%	32%	34%
<i>Low threat (Net)</i>	26%	31%	31%	28%

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

	Wave 1	Wave 2	Wave 3	Wave 4
K-12 schools are closed	78%	82%	76%	73%
There is a government imposed stay at home order, except for essential services	73%	72%	68%	56%
Restaurants and bars are allowed to remain open under reduced capacity or "take-out only"	64%	62%	56%	57%
All stores, except grocery stores and pharmacies, are closed	54%	52%	47%	40%
The majority of restaurants and bars are completely closed	52%	49%	48%	44%
Retail stores are closed but promoting online site/delivery	49%	54%	47%	41%
All public places are closed	49%	47%	39%	33%
Retail stores are open under limited hours or capacity	38%	34%	32%	41%
[If employed] My company has either suggested or mandated I work from home	N=674 36%	N=615 35%	N=648 30%	N=631 33%
[If employed] I am unable to work from home due to my type of employment	N=674 33%	N=615 29%	N=648 27%	N=631 24%
There is a curfew in place	15%	14%	11%	9%
None of the above	2%	2%	4%	3%



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3. 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	Wave 4
I have adapted to the restrictions and settled into new routines	41%	41%
I am reacting day-by-day to the restrictions and establishing new routines	17%	18%
I am adjusting to new normal requirements	16%	-
I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	5%	6%
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%	3%
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%	2%
I am starting to again do things I used to do pre-COVID	2%	-
I am starting to do some things again that used to be restricted	-	5%
It seems restrictions will soon be lifted in my area	-	17%
I am doing most of the things I used to do pre-COVID		8%

4. When it comes to planning for the future after the COVID-19 pandemic, which of the following best describes you?

	Wave 4
I'm stuck about what to do next	9%
I have a lot of uncertainty	33%
I have some uncertainty	44%
I have no uncertainty	15%

5. On a five-point scale, with 5 being intolerable and 1 being not a problem at all, how much do COVID-19 restrictions in your area impact you personally? You may choose any number in between.

	Wave 4
5 - Intolerable	8%
4	19%
3	44%
2	20%
1 - Not a problem at all	10%





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

	Wave 3	Wave 4
Accepting of my new normal	26%	19%
Hopeful	24%	20%
Cautious optimism	22%	21%
Doubtful about a full return to normalcy	21%	26%
Impatient to get back to normal life	21%	26%
Bored	20%	18%
Anxiety	18%	20%
Optimistic about the future	16%	15%
Open to changes	13%	12%
Well prepared	13%	9%
Confident in the future	11%	10%
Attentive to good news	11%	10%
Lonely	9%	10%
Angry/Frustrated about the restrictions on my freedom	7%	10%
Aggravated	7%	9%
Fear	7%	6%
Reluctant about certain purchases	6%	7%
Angry	5%	4%
Curious	4%	5%
Overloaded with new requirements	4%	4%
Hopeless	4%	5%
Urgency to prepare	3%	4%
Defeated	3%	2%
Relieved	2%	3%
Excited	2%	4%
Sarcastic	2%	3%
Needing to experiment with my pre-COVID activities	2%	2%

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

	Wave 1	Wave 2	Wave 3	Wave 4
A friend or acquaintance has been tested and diagnosed with COVID-19	14%	14%	14%	12%
Someone I know suspects they have or had COVID-19	13%	14%	12%	10%
A relative has been tested and diagnosed with COVID-19	6%	6%	7%	8%
I have been tested and diagnosed with COVID-19	2%	1%	2%	2%
None of the above	70%	70%	71%	72%

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





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	Wave 1	Wave 2	Wave 4
Social media	44%	43%	-
Streaming services to watch TV shows/content	41%	42%	-
Instant messaging	33%	29%	-
Video chat with friends	33%	31%	-
Home delivery or pick up from restaurants	32%	30%	36%
The app from your primary bank	17%	17%	16%
Home delivery of groceries	15%	11%	14%
Video conferencing services for work	14%	13%	-
Contactless payment with a smartphone	13%	12%	13%
Pre-order and pick-up of groceries	13%	13%	14%
Tipping	12%	11%	12%
Podcasts	9%	8%	-
Pre-order and pick-up of non-grocery purchases (e.g., electronics or home goods)	9%	10%	12%
Credit cards by touch payment	8%	7%	8%
Telemedicine websites or apps	7%	8%	12%
Person-to-person payment apps	7%	7%	7%
Home delivery of meal preparation kit(s)	6%	5%	6%
Banking services such as loans or refinance	5%	3%	4%
Home delivery of alcoholic beverages	4%	3%	5%
Financial services apps from new tech banks	3%	4%	3%
Ride sharing service	2%	2%	-
Personal grooming devices	-	-	9%
Investment advisors	-	-	4%
Insurance companies	-	-	2%
None of these	17%	19%	32%



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9. 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)

	Wave 1	Wave 2	Wave 4
Video chat with friends	14%	16%	-
Home delivery or pick up from restaurants	10%	11%	15%
Home delivery of groceries	9%	8%	10%
Streaming services to watch TV shows/content	9%	11%	-
Social media	9%	10%	-
Video conferencing services for work	8%	7%	-
Telemedicine websites or apps	7%	8%	9%
Pre-order and pick-up of groceries	6%	7%	10%
Instant messaging	6%	6%	-
Podcasts	5%	5%	-
Pre-order and pick-up of non-grocery purchases (e.g., electronics or home goods)	4%	6%	8%
The app from your primary bank	4%	4%	5%
Contactless payment with a smartphone	4%	4%	6%
Credit cards by touch payment	3%	4%	4%
Person-to-person payment apps	3%	3%	4%
Financial services apps from new tech banks	3%	2%	3%
Home delivery of alcoholic beverages	3%	2%	4%
Home delivery of meal preparation kit(s)	3%	3%	4%
Banking services such as loans or refinance	2%	2%	3%
Ride sharing service	2%	2%	-
Personal grooming devices	-	-	5%
Investment advisors	-	-	2%
Insurance companies	-	-	3%
None of these	52%	51%	53%



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10. 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**)

	Wave 1 (N=536)	Wave 2 (N=530)	Wave 4 (N=514)
Streaming services to watch TV shows/content	(N=96) 85%	(N=120) 82%	-
Social media	(N=96) 80%	(N=108) 79%	-
The app from your primary bank	(N=46) 71%	(N=47) 73%	(N=53) 68%
Video chat with friends	(N=154) 70%	(N=176) 74%	-
Pre-order and pick-up of groceries	(N=72) 67%	(N=80) 68%	(N=114) 63%
Credit cards by touch payment	(N=37) 67%	(N=43) 45%	(N=43) 71%
Home delivery of groceries	(N=103) 65%	(N=86) 60%	(N=112) 55%
Contactless payment with a smartphone	(N=45) 65%	(N=44) 77%	(N=65) 78%
Home delivery of alcoholic beverages	(N=34) 65%	(N=26) 51%	(N=45) 56%
Podcasts	(N=56) 65%	(N=53) 54%	-
Home delivery or pick up from restaurants	(N=115) 64%	(N=122) 70%	(N=170) 75%
Pre-order and pick-up of non-grocery purchases (e.g., electronics or home goods)	(N=47) 64%	(N=68) 66%	(N=87) 50%
Video conferencing services for work	(N=90) 63%	(N=73) 60%	-
Instant messaging	(N=71) 61%	(N=66) 69%	-
Telemedicine websites or apps	(N=77) 61%	(N=86) 61%	(N=100) 71%
Financial services apps from new tech banks	(N=34) 55%	(N=19) 47%	(N=32) 46%
Person-to-person payment apps	(N=36) 55%	(N=32) 60%	(N=40) 67%
Home delivery of meal preparation kit(s)	(N=29) 50%	(N=28) 44%	(N=46) 61%
Banking services such as loans or refinance	(N=28) 43%	(N=26) 58%	(N=39) 46%
Ride sharing service	(N=18) 42%	(N=19) 34%	-



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	Wave 1 (N=536)	Wave 2 (N=530)	Wave 4 (N=)
Personal grooming devices	-	-	(N=60) 62%
Investment advisors	-	-	(N=26) 60%
Insurance companies	-	-	(N=32) 20%

11. 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

	Wave 1	Wave 2	Wave 4
Food Categories of Any Kind	16%	16%	16%
Paper Products of Any Kind	15%	14%	14%
Entertainment	13%	12%	13%
New Apps	12%	14%	16%
<i>*Wave 1-2 Wording: News App of Any Kind</i>			
Alcoholic Drinks of Any Kind	7%	7%	8%
Grooming & Beauty of Any Kind	6%	7%	8%
Pet Care of Any Kind	6%	4%	6%
Medication of Any Kind	5%	7%	8%
Gasoline or Fuel	5%	5%	4%
Insurance Services of Any Kind	2%	2%	3%
Telephone or Internet Service Providers	2%	3%	5%
None of these	60%	63%	57%



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	Wave 1	Wave 2	Wave 4
Food Categories Of Any Kind	16%	16%	16%
Staple Foods (Bread, Milk, Eggs, Etc.)	8%	7%	6%
Frozen Food	8%	7%	7%
Snacks (Chips, Sweets, Etc.)	7%	6%	8%
Canned Food	6%	6%	5%
Microwaveable Meals	4%	5%	4%
Nutrition Drinks And Bars	3%	2%	3%
Prepared Foods	3%	3%	4%
Paper Products Of Any Kind	15%	14%	14%
Toilet Paper	12%	12%	12%
Paper Towels	9%	7%	8%
Tissues	4%	2%	4%
Diapers	1%	1%	1%
Entertainment	13%	12%	13%
Streaming Services (E.G Netflix, Amazon Prime, Disney +, Hulu, Quibi)	7%	9%	8%
Streaming Devices	3%	2%	2%
Movie Purchases	3%	1%	2%
Movie Rentals	2%	3%	3%
Video Game Purchases	2%	2%	1%
Basic Cable Services	1%	2%	1%
E-Books	1%	1%	2%
Video game rentals	1%	1%	1%
News Apps	12%	14%	16%
*Wave 1-2 Wording: New Apps Of Any Kind			
News subscriptions (e.g. online newspapers or magazines)	1%	1%	1%
Alcoholic Drinks Of Any Kind	7%	7%	8%
Wine	4%	3%	4%
Beer	3%	3%	3%
Hard Seltzer Or Cider	2%	2%	3%
Spirits	2%	2%	3%
Grooming & Beauty Of Any Kind	6%	7%	8%
Soap And Shampoo	4%	5%	5%
Facial Care, Including Make-Up, Shaving And Moisturizing	3%	4%	4%
Pet Care Of Any Kind	6%	4%	6%
Medication Of Any Kind	5%	7%	8%
Non Prescription Medication	3%	3%	3%
Prescription Medication	2%	3%	3%
Pain medicine	1%	2%	2%
Allergy relief	1%	1%	2%
Respiratory medicine	*	1%	2%
Gasoline Or Fuel	5%	5%	4%
Insurance Services Of Any Kind	2%	2%	3%
Telephone Or Internet Service Providers	2%	3%	5%
None of these	60%	63%	57%



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12. 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**)

	Wave 1 (N=436)	Wave 2 (N=406)	Wave 4 (N=465)
News subscriptions (e.g online newspapers or magazines)	(N=10) 92%	(N=9) 74%	(N=11) 68%
Streaming services (e.g Netflix, Amazon Prime, Disney +, Hulu, Quibi)	(N=78) 87%	(N=98) 71%	(N=85) 81%
Facial care, including make-up, shaving and moisturizing	(N=33) 79%	(N=43) 69%	(N=49%) 62%
Snacks (chips, sweets, etc.)	(N=81) 75%	(N=71) 69%	(N=91) 66%
Spirits	(N=24) 75%	(N=19) 74%	(N=29) 62%
GASOLINE OR FUEL	(N=53) 75%	(N=50) 55%	(N=42) 61%
NEWS APPS <i>Wave 1-2 Wording: NEW APPS OF ANY KIND</i>	(N=137) 71%	(N=150) 69%	(N=178) 76%
Hard seltzer or cider	(N=22) 69%	(N=20) 44%	(N=29) 63%
Nutrition drinks and bars	(N=29) 68%	(N=18) 77%	(N=30) 39%
Beer	(N=29) 66%	(N=35) 69%	(N=37) 60%
Frozen food	(N=84) 65%	(N=77) 56%	(N=74) 58%
Video game purchases	(N=23) 65%	(N=19) 88%	(N=15) 48%
Allergy relief	(N=15) 64%	(N=13) 40%	(N=24) 53%
Prescription medication	(N=21) 62%	(N=29) 47%	(N=37) 54%
Soap and shampoo	(N=48) 60%	(N=57) 57%	(N=56) 46%
Movie rentals	(N=26) 60%	(N=29) 56%	(N=35) 59%
Wine	(N=42) 58%	(N=32) 77%	(N=40) 69%



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	Wave 1 (N=436)	Wave 2 (N=406)	Wave 4 (N=465)
Prepared foods	(N=33) 58%	(N=32) 55%	(N=41) 48%
INSURANCE SERVICES OF ANY KIND	(N=20) 58%	(N=21) 56%	(N=34) 51%
Pain medicine	(N=15) 57%	(N=21) 45%	(N=20) 47%
PET CARE OF ANY KIND	(N=72) 57%	(N=49) 61%	(N=65) 57%
TELEPHONE OR INTERNET SERVICE PROVIDERS	(N=28) 57%	(N=38) 70%	(N=54) 66%
Microwaveable meals	(N=47) 56%	(N=50) 68%	(N=48) 51%
Tissues	(N=41) 56%	(N=27) 38%	(N=44) 34%
Basic cable services	(N=16) 55%	(N=20) 58%	(N=12) 58%
Streaming devices	(N=35) 54%	(N=24) 73%	(N=24) 50%
E-books	(N=16) 54%	(N=15) 76%	(N=18) 72%
Video game rentals	(N=7) 51%	(N=6) 54%	(N=7) 60%
Canned food	(N=72) 50%	(N=65) 62%	(N=55) 47%
Movie purchases	(N=29) 50%	(N=16) 63%	(N=18) 20%
Staple foods (bread, milk, eggs, etc.)	(N=87) 49%	(N=83) 60%	(N=71) 63%
Toilet paper	(N=137) 46%	(N=135) 46%	(N=131) 39%
Paper towels	(N=105) 45%	(N=82) 44%	(N=90) 43%
Non prescription medication	(N=28) 45%	(N=35) 47%	(N=31) 46%
Diapers	(N=8) 40%	(N=7) 14%	(N=15) 24%
Respiratory medicine	(N=5) -	(N=13) 37%	(N=17) 38%



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

	Wave 3	Wave 4
If there is another wave of the virus, I don't plan to do anything differently compared to right now	66%	58%
I am concerned that schools will close again this fall	46%	47%
I plan to stock up on food and other essentials before fall	44%	47%
I plan to travel this summer if it's allowed	43%	41%
[If child in household] I am anxious about my childcare situation this summer	(N=221) 41%	(N=307) 32%
I believe we will have a "lockdown" this fall where I live	37%	40%
[If child in household] I don't know how I will care for my child(ren) this summer	(N=221) 33%	(N=307) 21%
I am worried someone in my household will lose their job if there is another "lockdown"	32%	32%
I am already changing or canceling plans for travel this fall	31%	36%
I plan to make changes or repairs to my home in case we have to shelter in place again	25%	25%
I plan to upgrade my home internet speed	18%	17%
I plan to upgrade my "home office" by purchasing new equipment	17%	16%

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

	Wave 3	Wave 4
Strongly agree	11%	12%
Somewhat agree	26%	28%
Neither agree nor disagree	39%	35%
Somewhat disagree	16%	17%
Strongly disagree	8%	7%
<i>Agree (Net)</i>	37%	40%
<i>Disagree (Net)</i>	25%	25%

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

	Wave 3	Wave 4
Strongly agree	14%	13%
Somewhat agree	30%	33%
Neither agree nor disagree	32%	31%
Somewhat disagree	17%	15%
Strongly disagree	8%	8%
<i>Agree (Net)</i>	44%	47%
<i>Disagree (Net)</i>	25%	22%





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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	Wave 4
Strongly agree	8%	7%
Somewhat agree	18%	19%
Neither agree nor disagree	33%	34%
Somewhat disagree	21%	21%
Strongly disagree	20%	20%
<i>Agree (Net)</i>	<i>25%</i>	<i>25%</i>
<i>Disagree (Net)</i>	<i>41%</i>	<i>41%</i>

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

	Wave 3	Wave 4
Strongly agree	6%	5%
Somewhat agree	11%	11%
Neither agree nor disagree	27%	27%
Somewhat disagree	26%	23%
Strongly disagree	30%	34%
<i>Agree (Net)</i>	<i>17%</i>	<i>16%</i>
<i>Disagree (Net)</i>	<i>56%</i>	<i>57%</i>

e. I plan to upgrade my home internet speed

	Wave 3	Wave 4
Strongly agree	6%	6%
Somewhat agree	12%	12%
Neither agree nor disagree	29%	32%
Somewhat disagree	28%	26%
Strongly disagree	24%	26%
<i>Agree (Net)</i>	<i>18%</i>	<i>17%</i>
<i>Disagree (Net)</i>	<i>53%</i>	<i>51%</i>

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

	Wave 3	Wave 4
Strongly agree	16%	15%
Somewhat agree	28%	26%
Neither agree nor disagree	22%	21%
Somewhat disagree	16%	19%
Strongly disagree	18%	19%
<i>Agree (Net)</i>	<i>43%</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>38%</i>





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

	Wave 3	Wave 4
Strongly agree	13%	14%
Somewhat agree	18%	21%
Neither agree nor disagree	34%	33%
Somewhat disagree	18%	16%
Strongly disagree	17%	15%
<i>Agree (Net)</i>	<i>31%</i>	<i>36%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>31%</i>

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

	Wave 3	Wave 4
Strongly agree	14%	15%
Somewhat agree	32%	32%
Neither agree nor disagree	32%	31%
Somewhat disagree	13%	12%
Strongly disagree	9%	10%
<i>Agree (Net)</i>	<i>46%</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>22%</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	Wave 4
Strongly agree	24%	19%
Somewhat agree	42%	40%
Neither agree nor disagree	23%	25%
Somewhat disagree	9%	11%
Strongly disagree	3%	5%
<i>Agree (Net)</i>	<i>66%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>17%</i>

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

	Wave 3	Wave 4
Strongly agree	12%	11%
Somewhat agree	20%	21%
Neither agree nor disagree	26%	27%
Somewhat disagree	20%	19%
Strongly disagree	22%	23%
<i>Agree (Net)</i>	<i>32%</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>42%</i>	<i>41%</i>





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

	Wave 3 (N=221)	Wave 4 (N=307)
Strongly agree	12%	12%
Somewhat agree	28%	20%
Neither agree nor disagree	21%	26%
Somewhat disagree	14%	14%
Strongly disagree	24%	29%
<i>Agree (Net)</i>	<i>41%</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>38%</i>	<i>43%</i>

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

	Wave 3 (N=221)	Wave 4 (N=307)
Strongly agree	14%	6%
Somewhat agree	19%	14%
Neither agree nor disagree	20%	21%
Somewhat disagree	18%	23%
Strongly disagree	29%	36%
<i>Agree (Net)</i>	<i>33%</i>	<i>21%</i>
<i>Disagree (Net)</i>	<i>46%</i>	<i>59%</i>



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

	Wave 3	Wave 4
Even if it's a small amount, I can put money away each month	63%	62%
I want to wait to start or grow my family until I am in better financial shape	N=389 52%	N=432 49%
I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)	52%	49%
I believe I will be better off than my parents	42%	42%
After paying my bills, I do not have money left to spend on the things I want	35%	36%
I worry about paying all of my bills each month	31%	33%

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

	Wave 3	Wave 4
Strongly agree	13%	16%
Somewhat agree	23%	20%
Neither agree nor disagree	21%	23%
Somewhat disagree	23%	22%
Strongly disagree	20%	20%
<i>Agree (Net)</i>	35%	36%
<i>Disagree (Net)</i>	44%	41%

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

	Wave 3	Wave 4
Strongly agree	25%	25%
Somewhat agree	38%	37%
Neither agree nor disagree	19%	19%
Somewhat disagree	10%	11%
Strongly disagree	8%	8%
<i>Agree (Net)</i>	63%	62%
<i>Disagree (Net)</i>	18%	19%

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

	Wave 3	Wave 4
Strongly agree	15%	17%
Somewhat agree	27%	26%
Neither agree nor disagree	35%	34%
Somewhat disagree	13%	14%
Strongly disagree	10%	10%
<i>Agree (Net)</i>	42%	42%
<i>Disagree (Net)</i>	23%	24%



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

	Wave 3	Wave 4
Strongly agree	13%	12%
Somewhat agree	18%	21%
Neither agree nor disagree	22%	21%
Somewhat disagree	20%	22%
Strongly disagree	27%	25%
<i>Agree (Net)</i>	31%	33%
<i>Disagree (Net)</i>	47%	46%

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)	Wave 4 (N=432)
Strongly agree	32%	23%
Somewhat agree	21%	26%
Neither agree nor disagree	29%	30%
Somewhat disagree	7%	7%
Strongly disagree	12%	13%
<i>Agree (Net)</i>	52%	49%
<i>Disagree (Net)</i>	19%	20%

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

	Wave 3	Wave 4
Strongly agree	21%	18%
Somewhat agree	31%	31%
Neither agree nor disagree	21%	22%
Somewhat disagree	14%	15%
Strongly disagree	13%	14%
<i>Agree (Net)</i>	52%	49%
<i>Disagree (Net)</i>	27%	29%





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15. **[If child in household]** When thinking about your plans to care for your child(ren) this summer, please select each statement that applies to your situation:

	Wave 4 (N=307)
I, or someone in my household, will care for my child(ren) full-time this summer	40%
My child(ren) was/were going to attend a summer camp, but it was canceled	15%
Childcare needs will impact my ability to work from home	11%
Childcare needs will impact my ability to be employed	11%
A relative will care for my children during the summer	10%
My child(ren) is/are going to attend a summer camp	7%
None of these	26%

16. 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.

	Wave 1	Wave 2	Wave 4
Restaurants and bars	59%	61%	58%
Grocery stores	31%	28%	22%
Entertainment centers (movie theaters, concerts)	28%	30%	29%
Shopping centers or malls	27%	27%	27%
Religious centers/Churches	23%	24%	24%
Trip planning	21%	22%	25%
Fitness centers/Studios/Gyms	19%	19%	19%
Driving my personal vehicle	15%	14%	8%
Public transportation	6%	5%	5%
Hotels	5%	4%	7%
Ride sharing services	3%	2%	3%
Telecommunications service locations (eg Verizon store, AT&T Store, Best Buy Mobile Section)	2%	2%	3%
Rental cars	2%	2%	2%



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

a. Restaurants and bars

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	8%	9%	7%
Will start using again immediately and about as much as I did before	28%	27%	26%
Will wait until I'm sure it is safe but will use about as much as I did before	42%	41%	38%
Will use less than I did before, for at least a few months	13%	14%	18%
Will likely use less than I did before, permanently	4%	5%	5%
I don't use this service	5%	5%	5%

b. Hotels

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	4%	3%	4%
Will start using again immediately and about as much as I did before	13%	13%	13%
Will wait until I'm sure it is safe but will use about as much as I did before	35%	34%	33%
Will use less than I did before, for at least a few months	14%	13%	20%
Will likely use less than I did before, permanently	6%	6%	8%
I don't use this service	27%	30%	22%



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c. Rental cars

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	3%	3%	3%
Will start using again immediately and about as much as I did before	7%	9%	9%
Will wait until I'm sure it is safe but will use about as much as I did before	18%	18%	20%
Will use less than I did before, for at least a few months	9%	6%	9%
Will likely use less than I did before, permanently	4%	4%	6%
I don't use this service	59%	59%	54%

d. Ride sharing services

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	3%	3%	3%
Will start using again immediately and about as much as I did before	9%	9%	9%
Will wait until I'm sure it is safe but will use about as much as I did before	16%	16%	16%
Will use less than I did before, for at least a few months	6%	7%	9%
Will likely use less than I did before, permanently	4%	4%	5%
I don't use this service	62%	61%	59%

e. Public transportation

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	3%	3%	2%
Will start using again immediately and about as much as I did before	8%	8%	8%
Will wait until I'm sure it is safe but will use about as much as I did before	17%	17%	17%
Will use less than I did before, for at least a few months	7%	7%	10%
Will likely use less than I did before, permanently	4%	5%	6%
I don't use this service	61%	59%	57%

f. Driving my personal vehicle

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	15%	14%	19%
Will start using again immediately and about as much as I did before	46%	48%	43%
Will wait until I'm sure it is safe but will use about as much as I did before	24%	21%	19%
Will use less than I did before, for at least a few months	4%	6%	7%
Will likely use less than I did before, permanently	1%	2%	2%
I don't use this service	9%	9%	9%





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

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	6%	4%	6%
Will start using again immediately and about as much as I did before	18%	20%	20%
Will wait until I'm sure it is safe but will use about as much as I did before	31%	29%	31%
Will use less than I did before, for at least a few months	10%	8%	11%
Will likely use less than I did before, permanently	4%	5%	6%
I don't use this service	31%	34%	27%

h. Religious centers/Churches

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	8%	7%	7%
Will start using again immediately and about as much as I did before	20%	22%	19%
Will wait until I'm sure it is safe but will use about as much as I did before	27%	24%	25%
Will use less than I did before, for at least a few months	4%	5%	8%
Will likely use less than I did before, permanently	3%	3%	4%
I don't use this service	37%	39%	36%

i. Fitness centers/Studios/Gyms

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	7%	6%	7%
Will start using again immediately and about as much as I did before	14%	14%	13%
Will wait until I'm sure it is safe but will use about as much as I did before	22%	20%	20%
Will use less than I did before, for at least a few months	7%	7%	9%
Will likely use less than I did before, permanently	3%	4%	5%
I don't use this service	47%	49%	46%

j. Entertainment centers (movie theaters, concerts)

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	7%	6%	6%
Will start using again immediately and about as much as I did before	18%	18%	15%
Will wait until I'm sure it is safe but will use about as much as I did before	40%	36%	33%
Will use less than I did before, for at least a few months	12%	15%	19%
Will likely use less than I did before, permanently	6%	7%	8%
I don't use this service	17%	18%	18%





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k. Shopping centers or malls

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	6%	6%	6%
Will start using again immediately and about as much as I did before	21%	21%	21%
Will wait until I'm sure it is safe but will use about as much as I did before	42%	39%	37%
Will use less than I did before, for at least a few months	15%	17%	18%
Will likely use less than I did before, permanently	6%	6%	7%
I don't use this service	10%	11%	11%

l. Grocery stores

	Wave 1	Wave 2	Wave 4
Will start using again immediately and more than I did before	10%	9%	10%
Will start using again immediately and about as much as I did before	43%	46%	45%
Will wait until I'm sure it is safe but will use about as much as I did before	36%	35%	31%
Will use less than I did before, for at least a few months	8%	8%	9%
Will likely use less than I did before, permanently	2%	2%	4%
I don't use this service	1%	1%	2%

18. For non-essential stores that may reopen soon, what reassurances would you most need in order to feel comfortable visiting them? You may select up to three.

	Wave 4
Mandatory masks for all	37%
Mandatory social distancing	36%
Limiting the number of people in a store	36%
Guaranteed frequency of cleaning	30%
Extra deep cleaning	26%
Mandatory gloves for all	11%
Employee training	10%
No touching required for interactive screens (e.g. for payment)	9%
Health measures for returns	8%
Limited salesperson interaction	8%
Employee appreciate programs and additional compensation	7%
Addressing customer concerns on shoppers touching the merchandise	7%
Sustainability policies	5%
None of the above	15%





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

a. Automobile

	Wave 1	Wave 2	Wave 4
I am not in the market for this product	74%	75%	68%
I have delayed shopping, and will wait for some time before I resume	13%	13%	15%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	9%	8%	11%
I am still looking to make a purchase now	4%	4%	5%

b. Home

	Wave 1	Wave 2	Wave 4
I am not in the market for this product	75%	75%	69%
I have delayed shopping, and will wait for some time before I resume	13%	12%	14%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	8%	9%	10%
I am still looking to make a purchase now	4%	4%	7%

c. Tech equipment

	Wave 1	Wave 2	Wave 4
I am not in the market for this product	70%	70%	66%
I have delayed shopping, and will wait for some time before I resume	16%	16%	17%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	9%	8%	10%
I am still looking to make a purchase now	5%	5%	8%

d. Mobile phone

	Wave 1	Wave 2	Wave 4
I am not in the market for this product	73%	72%	68%
I have delayed shopping, and will wait for some time before I resume	13%	12%	14%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	10%	10%	11%
I am still looking to make a purchase now	4%	6%	7%

e. Home improvement

	Wave 1	Wave 2	Wave 4
I am not in the market for this product	53%	60%	50%
I have delayed shopping, and will wait for some time before I resume	23%	18%	21%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	15%	14%	16%
I am still looking to make a purchase now	9%	9%	13%



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f. Appliances

	Wave 1	Wave 2	Wave 4
I am not in the market for this product	71%	73%	68%
I have delayed shopping, and will wait for some time before I resume	14%	13%	15%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	10%	9%	11%
I am still looking to make a purchase now	5%	5%	7%

20. Thinking specifically about clothing, shoes, jewelry and other accessories, how has the COVID-19 crisis impacted your purchasing of these types of goods?

	Wave 4
I purchase these items more now than I did before	6%
No impact/I purchase these items the same as I did before	44%
I purchase these items less now than I did before	43%
Don't know	8%

21. [If selected “I purchase these items more, now than I have before” in Q20] Thinking about your current purchase habits for clothing, shoes, jewelry and other accessories, which, if any, of the following apply to you? (Select all that apply)

	Wave 4 (N=59)
I'm buying online more than I have before	50%
I'm buying new items from retailer websites I never shopped from before	34%
I'm buying previously owned items/on consignment more than I have before	23%
None of the above/My buying habits haven't changed	17%

22. [If selected “I purchase these items less than I have before” in Q20] For how long do you think you will continue to purchase less clothing, shoes, jewelry and other accessories? (Select one response)

	Wave 4 (N=479)
For another week or two weeks	6%
For a month	9%
For two months or up to three months	26%
For three to six months	20%
For more than six months	21%
Don't know	18%
<i>Month or Less (Net)</i>	<i>15%</i>
<i>More Than Three Months (Net)</i>	<i>41%</i>



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23. Which industries do you think are doing the best job in their advertising right now? You may select up to three.

	Wave 4
Grocery stores	31%
Restaurants	24%
Healthcare providers	21%
Food and Beverage Companies	16%
Automotive	12%
Social media platforms	12%
Telecommunications companies	11%
Banking	10%
Pharmaceuticals	10%
Health Insurance	9%
Payment or credit card companies	6%
Property Insurance	3%
None of these	30%

24. Who do you most trust to grow your money?

	Wave 4
Banks	30%
Technology companies (Google, Facebook, Apple, etc.)	9%
Digital payment companies (PayPal, Venmo, Zelle, etc.)	8%
The government	4%
None of these	49%





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About the Study

These are some of the findings of the fourth wave of an Ipsos poll conducted between May 4-5, 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 first wave was conducted between April 10-13, 2020 among a sample of roughly 1,114 adults. The second wave was conducted between 17-20, 2020 among a sample of roughly 1,111 adults. The third wave was conducted April 27-28, 2020 among a sample of roughly 1,112 adults.

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).

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