



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, May 19, 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)	Wave 5 (N=1,114)
Very high threat	14%	10%	15%	15%	13%
High threat	22%	22%	17%	19%	18%
Moderate threat	35%	35%	34%	35%	36%
Low threat	16%	21%	20%	17%	18%
Very low threat	10%	10%	11%	11%	12%
Don't know	2%	2%	3%	2%	3%
<i>High threat (Net)</i>	36%	32%	32%	34%	31%
<i>Low threat (Net)</i>	26%	31%	31%	28%	30%

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	Wave 5
K-12 schools are closed	78%	82%	76%	73%	72%
Restaurants and bars are allowed to remain open under reduced capacity or "take-out only"	64%	62%	56%	57%	56%
There is a government imposed stay at home order, except for essential services	73%	72%	68%	56%	48%
Retail stores are open under limited hours or capacity	38%	34%	32%	41%	41%
Retail stores are closed but promoting online site/delivery	49%	54%	47%	41%	38%
The majority of restaurants and bars are completely closed	52%	49%	48%	44%	35%
[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%	(N=601) 35%
All stores, except grocery stores and pharmacies, are closed	54%	52%	47%	40%	32%
All public places are closed	49%	47%	39%	33%	27%
[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%	(N=601) 26%
There is a curfew in place	15%	14%	11%	9%	8%
None of the above	2%	2%	4%	3%	4%



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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	Wave 5
The pandemic has not reached my area, and so far there are no restrictions	2%	2%	2%
I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	5%	6%	5%
I am reacting day-by-day to the restrictions and establishing new routines	17%	18%	16%
I have adapted to the restrictions and settled into new routines	41%	41%	33%
It seems restrictions will soon be lifted in my area	-	17%	22%
I am starting to do some things again that used to be restricted	-	5%	10%
I am doing most of the things I used to do pre-COVID		8%	7%
I feel the pandemic is behind me and am moving on with life	4%	3%	5%

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

	Wave 4	Wave 5
I'm stuck about what to do next	9%	10%
I have a lot of uncertainty	33%	30%
I have some uncertainty	44%	42%
I have no uncertainty	15%	18%

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	Wave 5
5 - Intolerable	8%	8%
4	19%	19%
3	44%	41%
2	20%	21%
1 - Not a problem at all	10%	12%





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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	Wave 5
Doubtful about a full return to normalcy	21%	26%	29%
Cautious optimism	22%	21%	22%
Accepting of my new normal	26%	19%	21%
Impatient to get back to normal life	21%	26%	20%
Hopeful	24%	20%	19%
Bored	20%	18%	18%
Anxiety	18%	20%	16%
Optimistic about the future	16%	15%	14%
Open to changes	13%	12%	12%
Well prepared	13%	9%	12%
Attentive to good news	11%	10%	11%
Confident in the future	11%	10%	10%
Lonely	9%	10%	10%
Angry/Frustrated about the restrictions on my freedom	7%	10%	10%
Aggravated	7%	9%	8%
Fear	7%	6%	7%
Reluctant about certain purchases	6%	7%	7%
Curious	4%	5%	5%
Angry	5%	4%	4%
Overloaded with new requirements	4%	4%	4%
Hopeless	4%	5%	3%
Urgency to prepare	3%	4%	3%
Defeated	3%	2%	3%
Excited	2%	4%	3%
Sarcastic	2%	3%	3%
Needing to experiment with my pre-COVID activities	2%	2%	3%
Relieved	2%	3%	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	Wave 5
A friend or acquaintance has been tested and diagnosed with COVID-19	14%	14%	14%	12%	18%
Someone I know suspects they have or had COVID-19	13%	14%	12%	10%	14%
A relative has been tested and diagnosed with COVID-19	6%	6%	7%	8%	10%
I have been tested and diagnosed with COVID-19	2%	1%	2%	2%	2%
None of the above	70%	70%	71%	72%	63%



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

	Wave 3	Wave 4	Wave 5
If there is another wave of the virus, I don't plan to do anything differently compared to right now	66%	58%	65%
I am concerned that schools will close again this fall	46%	47%	52%
I plan to stock up on food and other essentials before fall	44%	47%	43%
I plan to travel this summer if it's allowed	43%	41%	42%
I believe we will have a "lockdown" this fall where I live	37%	40%	42%
I am already changing or canceling plans for travel this fall	31%	36%	34%
I am worried someone in my household will lose their job if there is another "lockdown"	32%	32%	33%
[If child in household] I am anxious about my childcare situation this summer	(N=221) 41%	(N=307) 32%	(N=279) 30%
I plan to make changes or repairs to my home in case we have to shelter in place again	25%	25%	26%
[If child in household] I don't know how I will care for my child(ren) this summer	(N=221) 33%	(N=307) 21%	(N=279) 23%
I plan to upgrade my "home office" by purchasing new equipment	17%	16%	18%
I plan to upgrade my home internet speed	18%	17%	17%

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

	Wave 3	Wave 4	Wave 5
Strongly agree	11%	12%	13%
Somewhat agree	26%	28%	29%
Neither agree nor disagree	39%	35%	36%
Somewhat disagree	16%	17%	14%
Strongly disagree	8%	7%	9%
<i>Agree (Net)</i>	<i>37%</i>	<i>40%</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>25%</i>	<i>25%</i>	<i>22%</i>

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

	Wave 3	Wave 4	Wave 5
Strongly agree	14%	13%	12%
Somewhat agree	30%	33%	31%
Neither agree nor disagree	32%	31%	32%
Somewhat disagree	17%	15%	15%
Strongly disagree	8%	8%	10%
<i>Agree (Net)</i>	<i>44%</i>	<i>47%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>25%</i>	<i>22%</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	Wave 4	Wave 5
Strongly agree	8%	7%	7%
Somewhat agree	18%	19%	19%
Neither agree nor disagree	33%	34%	31%
Somewhat disagree	21%	21%	22%
Strongly disagree	20%	20%	21%
<i>Agree (Net)</i>	<i>25%</i>	<i>25%</i>	<i>26%</i>
<i>Disagree (Net)</i>	<i>41%</i>	<i>41%</i>	<i>43%</i>

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

	Wave 3	Wave 4	Wave 5
Strongly agree	6%	5%	5%
Somewhat agree	11%	11%	12%
Neither agree nor disagree	27%	27%	28%
Somewhat disagree	26%	23%	20%
Strongly disagree	30%	34%	34%
<i>Agree (Net)</i>	<i>17%</i>	<i>16%</i>	<i>18%</i>
<i>Disagree (Net)</i>	<i>56%</i>	<i>57%</i>	<i>54%</i>

e. I plan to upgrade my home internet speed

	Wave 3	Wave 4	Wave 5
Strongly agree	6%	6%	7%
Somewhat agree	12%	12%	10%
Neither agree nor disagree	29%	32%	32%
Somewhat disagree	28%	26%	24%
Strongly disagree	24%	26%	27%
<i>Agree (Net)</i>	<i>18%</i>	<i>17%</i>	<i>17%</i>
<i>Disagree (Net)</i>	<i>53%</i>	<i>51%</i>	<i>51%</i>

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

	Wave 3	Wave 4	Wave 5
Strongly agree	16%	15%	17%
Somewhat agree	28%	26%	25%
Neither agree nor disagree	22%	21%	21%
Somewhat disagree	16%	19%	17%
Strongly disagree	18%	19%	20%
<i>Agree (Net)</i>	<i>43%</i>	<i>41%</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>38%</i>	<i>37%</i>





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

	Wave 3	Wave 4	Wave 5
Strongly agree	13%	14%	15%
Somewhat agree	18%	21%	18%
Neither agree nor disagree	34%	33%	33%
Somewhat disagree	18%	16%	17%
Strongly disagree	17%	15%	16%
<i>Agree (Net)</i>	<i>31%</i>	<i>36%</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>31%</i>	<i>33%</i>

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

	Wave 3	Wave 4	Wave 5
Strongly agree	14%	15%	20%
Somewhat agree	32%	32%	32%
Neither agree nor disagree	32%	31%	31%
Somewhat disagree	13%	12%	9%
Strongly disagree	9%	10%	8%
<i>Agree (Net)</i>	<i>46%</i>	<i>47%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>22%</i>	<i>17%</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	Wave 5
Strongly agree	24%	19%	24%
Somewhat agree	42%	40%	41%
Neither agree nor disagree	23%	25%	22%
Somewhat disagree	9%	11%	10%
Strongly disagree	3%	5%	3%
<i>Agree (Net)</i>	<i>66%</i>	<i>58%</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>17%</i>	<i>13%</i>

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

	Wave 3	Wave 4	Wave 5
Strongly agree	12%	11%	12%
Somewhat agree	20%	21%	21%
Neither agree nor disagree	26%	27%	25%
Somewhat disagree	20%	19%	18%
Strongly disagree	22%	23%	24%
<i>Agree (Net)</i>	<i>32%</i>	<i>32%</i>	<i>33%</i>
<i>Disagree (Net)</i>	<i>42%</i>	<i>41%</i>	<i>42%</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)	Wave 5 (N=279)
Strongly agree	12%	12%	12%
Somewhat agree	28%	20%	18%
Neither agree nor disagree	21%	26%	27%
Somewhat disagree	14%	14%	13%
Strongly disagree	24%	29%	29%
<i>Agree (Net)</i>	<i>41%</i>	<i>32%</i>	<i>30%</i>
<i>Disagree (Net)</i>	<i>38%</i>	<i>43%</i>	<i>42%</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)	Wave 5 (N=279)
Strongly agree	14%	6%	9%
Somewhat agree	19%	14%	13%
Neither agree nor disagree	20%	21%	20%
Somewhat disagree	18%	23%	21%
Strongly disagree	29%	36%	36%
<i>Agree (Net)</i>	<i>33%</i>	<i>21%</i>	<i>23%</i>
<i>Disagree (Net)</i>	<i>46%</i>	<i>59%</i>	<i>58%</i>



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9. **[If employed] [If selected “I am unable to work from home due to my type of employment in Q2, automatically selected “I have not stopped going to my work/office since the pandemic started” in Q9]** When it is allowable to go back to your work/office location, which of the following best describes your plans?

	Wave 5 (N=601)
I have not stopped going to my work/office since the pandemic started	36%
I will have to go back as soon as businesses in my state/area open back up	15%
I will be able to work from home for a fixed amount of time set by my employer (e.g. 'X' more months)	14%
I work from home full-time and will continue to do so	14%
I will be able to split my time each week, going into the office some days and working from home others	12%
I will be able to fully work from home until I am personally comfortable with returning	8%

10. **[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)	Wave 5 (N=279)
I, or someone in my household, will care for my child(ren) full-time this summer	40%	38%
My child(ren) was/were going to attend a summer camp, but it was canceled	15%	14%
Childcare needs will impact my ability to be employed	11%	11%
A relative will care for my children during the summer	10%	11%
Childcare needs will impact my ability to work from home	11%	10%
My child(ren) is/are going to attend a summer camp	7%	9%
None of these	26%	26%



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11. 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	Wave 5
Restaurants and bars	59%	61%	58%	55%
Entertainment centers (movie theaters, concerts)	28%	30%	29%	27%
Shopping centers or malls	27%	27%	27%	25%
Religious centers/Churches	23%	24%	24%	24%
Trip planning	21%	22%	25%	24%
Grocery stores	31%	28%	22%	21%
Fitness centers/Studios/Gyms	19%	19%	19%	18%
Hotels	5%	4%	7%	9%
Driving my personal vehicle	15%	14%	8%	8%
Public transportation	6%	5%	5%	5%
Telecommunications service locations (eg Verizon store, AT&T Store, Best Buy Mobile Section)	2%	2%	3%	5%
Ride sharing services	3%	2%	3%	4%
Rental cars	2%	2%	2%	2%

12. 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	Wave 5
Will start using again immediately and more than I did before	8%	9%	7%	8%
Will start using again immediately and about as much as I did before	28%	27%	26%	18%
Will wait until I'm sure it is safe but will use about as much as I did before	42%	41%	38%	33%
Will use less than I did before, for at least a few months	13%	14%	18%	26%
Will likely use less than I did before, permanently	4%	5%	5%	9%
I don't use this service	5%	5%	5%	5%

b. Hotels

	Wave 1	Wave 2	Wave 4	Wave 5
Will start using again immediately and more than I did before	4%	3%	4%	5%
Will start using again immediately and about as much as I did before	13%	13%	13%	14%
Will wait until I'm sure it is safe but will use about as much as I did before	35%	34%	33%	29%
Will use less than I did before, for at least a few months	14%	13%	20%	19%
Will likely use less than I did before, permanently	6%	6%	8%	12%
I don't use this service	27%	30%	22%	22%



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c. Rental cars

	Wave 1	Wave 2	Wave 4	Wave 5
Will start using again immediately and more than I did before	3%	3%	3%	3%
Will start using again immediately and about as much as I did before	7%	9%	9%	10%
Will wait until I'm sure it is safe but will use about as much as I did before	18%	18%	20%	17%
Will use less than I did before, for at least a few months	9%	6%	9%	10%
Will likely use less than I did before, permanently	4%	4%	6%	8%
I don't use this service	59%	59%	54%	53%

d. Ride sharing services

	Wave 1	Wave 2	Wave 4	Wave 5
Will start using again immediately and more than I did before	3%	3%	3%	3%
Will start using again immediately and about as much as I did before	9%	9%	9%	8%
Will wait until I'm sure it is safe but will use about as much as I did before	16%	16%	16%	14%
Will use less than I did before, for at least a few months	6%	7%	9%	9%
Will likely use less than I did before, permanently	4%	4%	5%	8%
I don't use this service	62%	61%	59%	57%

e. Public transportation

	Wave 1	Wave 2	Wave 4	Wave 5
Will start using again immediately and more than I did before	3%	3%	2%	4%
Will start using again immediately and about as much as I did before	8%	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%	14%
Will use less than I did before, for at least a few months	7%	7%	10%	10%
Will likely use less than I did before, permanently	4%	5%	6%	8%
I don't use this service	61%	59%	57%	55%

f. Driving my personal vehicle

	Wave 1	Wave 2	Wave 4	Wave 5
Will start using again immediately and more than I did before	15%	14%	19%	18%
Will start using again immediately and about as much as I did before	46%	48%	43%	45%
Will wait until I'm sure it is safe but will use about as much as I did before	24%	21%	19%	19%
Will use less than I did before, for at least a few months	4%	6%	7%	7%
Will likely use less than I did before, permanently	1%	2%	2%	3%
I don't use this service	9%	9%	9%	7%



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

	Wave 1	Wave 2	Wave 4	Wave 5
Will start using again immediately and more than I did before	6%	4%	6%	7%
Will start using again immediately and about as much as I did before	18%	20%	20%	18%
Will wait until I'm sure it is safe but will use about as much as I did before	31%	29%	31%	30%
Will use less than I did before, for at least a few months	10%	8%	11%	12%
Will likely use less than I did before, permanently	4%	5%	6%	7%
I don't use this service	31%	34%	27%	27%

h. Religious centers/Churches

	Wave 1	Wave 2	Wave 4	Wave 5
Will start using again immediately and more than I did before	8%	7%	7%	8%
Will start using again immediately and about as much as I did before	20%	22%	19%	18%
Will wait until I'm sure it is safe but will use about as much as I did before	27%	24%	25%	21%
Will use less than I did before, for at least a few months	4%	5%	8%	8%
Will likely use less than I did before, permanently	3%	3%	4%	5%
I don't use this service	37%	39%	36%	39%

i. Fitness centers/Studios/Gyms

	Wave 1	Wave 2	Wave 4	Wave 5
Will start using again immediately and more than I did before	7%	6%	7%	6%
Will start using again immediately and about as much as I did before	14%	14%	13%	11%
Will wait until I'm sure it is safe but will use about as much as I did before	22%	20%	20%	18%
Will use less than I did before, for at least a few months	7%	7%	9%	11%
Will likely use less than I did before, permanently	3%	4%	5%	8%
I don't use this service	47%	49%	46%	46%

j. Entertainment centers (movie theaters, concerts)

	Wave 1	Wave 2	Wave 4	Wave 5
Will start using again immediately and more than I did before	7%	6%	6%	6%
Will start using again immediately and about as much as I did before	18%	18%	15%	17%
Will wait until I'm sure it is safe but will use about as much as I did before	40%	36%	33%	28%
Will use less than I did before, for at least a few months	12%	15%	19%	21%
Will likely use less than I did before, permanently	6%	7%	8%	11%
I don't use this service	17%	18%	18%	18%



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k. Shopping centers or malls

	Wave 1	Wave 2	Wave 4	Wave 5
Will start using again immediately and more than I did before	6%	6%	6%	7%
Will start using again immediately and about as much as I did before	21%	21%	21%	19%
Will wait until I'm sure it is safe but will use about as much as I did before	42%	39%	37%	30%
Will use less than I did before, for at least a few months	15%	17%	18%	22%
Will likely use less than I did before, permanently	6%	6%	7%	11%
I don't use this service	10%	11%	11%	12%

l. Grocery stores

	Wave 1	Wave 2	Wave 4	Wave 5
Will start using again immediately and more than I did before	10%	9%	10%	11%
Will start using again immediately and about as much as I did before	43%	46%	45%	44%
Will wait until I'm sure it is safe but will use about as much as I did before	36%	35%	31%	28%
Will use less than I did before, for at least a few months	8%	8%	9%	12%
Will likely use less than I did before, permanently	2%	2%	4%	4%
I don't use this service	1%	1%	2%	1%

13. 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	Wave 5
Mandatory masks for all	37%	42%
Mandatory social distancing	36%	35%
Limiting the number of people in a store	36%	32%
Guaranteed frequency of cleaning	30%	29%
Extra deep cleaning	26%	26%
No touching required for interactive screens (e.g. for payment)	9%	12%
Mandatory gloves for all	11%	11%
Employee training	10%	9%
Health measures for returns	8%	9%
Limited salesperson interaction	8%	9%
Employee appreciate programs and additional compensation	7%	6%
Addressing customer concerns on shoppers touching the merchandise	7%	6%
Sustainability policies	5%	4%
None of the above	15%	14%





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14. Prior to the COVID-19 pandemic, had you purchased high-end beauty products online or from department or specialty beauty stores in the past year (meaning any time after January 2019)?

	Wave 5
Yes	27%
No	73%

15. **[If selected “Yes” in Q14]** Since the COVID-19 pandemic, that is, since the beginning of March, have you purchased any high-end beauty products from any online, department, or specialty beauty stores?

	Wave 5 (N=281)
Yes	56%
No	44%

16. **[If selected “Yes” in Q14]** How likely are you to purchase high-end beauty products online or from department or specialty beauty stores in the next year?

	Wave 5 (N=281)
Very likely	38%
Somewhat likely	44%
Not very likely	15%
Not at all likely	3%
<i>Likely (Net)</i>	<i>82%</i>
<i>Not likely (Net)</i>	<i>18%</i>





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

Increased Summary

	Wave 1	Wave 2	Wave 3	Wave 5
Healthcare (hospitals and clinics)	42%	40%	44%	39%
Grocers	37%	37%	40%	33%
Food and Beverage Manufacturers	24%	22%	26%	21%
Pharmaceutical	21%	21%	23%	21%
Tech Platforms (Apple, Amazon, Google)	20%	19%	23%	19%
News Media	19%	20%	20%	19%
Banking	16%	15%	17%	16%
Government	17%	17%	16%	15%
Social Media	16%	16%	15%	15%
Telecom	13%	11%	14%	14%
Airlines	11%	10%	13%	13%
Automotive	10%	10%	14%	13%
Oil and Natural Gas	12%	11%	12%	11%

a. Automotive

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	4%	2%	3%	4%
Increased somewhat	7%	8%	11%	8%
No change in trust	82%	82%	76%	80%
Decreased somewhat	6%	6%	7%	5%
Decreased significantly	2%	2%	3%	2%
<i>Increased (Net)</i>	<i>10%</i>	<i>10%</i>	<i>14%</i>	<i>13%</i>
<i>Decreased (Net)</i>	<i>8%</i>	<i>8%</i>	<i>10%</i>	<i>7%</i>

b. Banking

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	5%	3%	4%	5%
Increased somewhat	12%	12%	12%	11%
No change in trust	75%	77%	71%	74%
Decreased somewhat	6%	6%	8%	7%
Decreased significantly	2%	2%	4%	3%
<i>Increased (Net)</i>	<i>16%</i>	<i>15%</i>	<i>17%</i>	<i>16%</i>
<i>Decreased (Net)</i>	<i>9%</i>	<i>8%</i>	<i>12%</i>	<i>10%</i>



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c. Government

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	6%	4%	5%	5%
Increased somewhat	11%	13%	11%	10%
No change in trust	38%	40%	39%	35%
Decreased somewhat	28%	27%	27%	26%
Decreased significantly	17%	16%	18%	24%
<i>Increased (Net)</i>	<i>17%</i>	<i>17%</i>	<i>16%</i>	<i>15%</i>
<i>Decreased (Net)</i>	<i>45%</i>	<i>43%</i>	<i>45%</i>	<i>50%</i>

d. News Media

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	6%	6%	6%	6%
Increased somewhat	13%	14%	14%	12%
No change in trust	48%	49%	45%	46%
Decreased somewhat	19%	21%	18%	19%
Decreased significantly	15%	10%	17%	16%
<i>Increased (Net)</i>	<i>19%</i>	<i>20%</i>	<i>20%</i>	<i>19%</i>
<i>Decreased (Net)</i>	<i>34%</i>	<i>31%</i>	<i>35%</i>	<i>35%</i>

e. Oil and Natural Gas

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	5%	2%	3%	5%
Increased somewhat	8%	9%	9%	6%
No change in trust	77%	78%	73%	75%
Decreased somewhat	8%	7%	11%	10%
Decreased significantly	2%	3%	4%	4%
<i>Increased (Net)</i>	<i>12%</i>	<i>11%</i>	<i>12%</i>	<i>11%</i>
<i>Decreased (Net)</i>	<i>10%</i>	<i>10%</i>	<i>14%</i>	<i>14%</i>

f. Pharmaceutical

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	7%	6%	6%	7%
Increased somewhat	14%	15%	17%	15%
No change in trust	65%	66%	63%	64%
Decreased somewhat	10%	9%	10%	11%
Decreased significantly	4%	4%	4%	5%
<i>Increased (Net)</i>	<i>21%</i>	<i>21%</i>	<i>23%</i>	<i>21%</i>
<i>Decreased (Net)</i>	<i>14%</i>	<i>13%</i>	<i>15%</i>	<i>15%</i>





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g. Social Media

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	7%	5%	4%	5%
Increased somewhat	10%	11%	11%	10%
No change in trust	64%	61%	53%	55%
Decreased somewhat	13%	17%	21%	19%
Decreased significantly	6%	6%	11%	11%
<i>Increased (Net)</i>	<i>16%</i>	<i>16%</i>	<i>15%</i>	<i>15%</i>
<i>Decreased (Net)</i>	<i>20%</i>	<i>23%</i>	<i>33%</i>	<i>30%</i>

h. Airlines

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	4%	2%	3%	4%
Increased somewhat	7%	8%	10%	8%
No change in trust	66%	69%	65%	53%
Decreased somewhat	15%	15%	14%	24%
Decreased significantly	9%	6%	8%	11%
<i>Increased (Net)</i>	<i>11%</i>	<i>10%</i>	<i>13%</i>	<i>13%</i>
<i>Decreased (Net)</i>	<i>24%</i>	<i>21%</i>	<i>22%</i>	<i>35%</i>

i. Grocers

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	11%	12%	12%	9%
Increased somewhat	26%	25%	27%	24%
No change in trust	54%	55%	51%	57%
Decreased somewhat	8%	7%	8%	8%
Decreased significantly	2%	2%	1%	2%
<i>Increased (Net)</i>	<i>37%</i>	<i>37%</i>	<i>40%</i>	<i>33%</i>
<i>Decreased (Net)</i>	<i>10%</i>	<i>8%</i>	<i>9%</i>	<i>10%</i>

j. Healthcare (hospitals and clinics)

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	18%	17%	18%	14%
Increased somewhat	24%	23%	26%	25%
No change in trust	45%	50%	48%	48%
Decreased somewhat	10%	8%	5%	10%
Decreased significantly	2%	2%	3%	3%
<i>Increased (Net)</i>	<i>42%</i>	<i>40%</i>	<i>44%</i>	<i>39%</i>
<i>Decreased (Net)</i>	<i>12%</i>	<i>11%</i>	<i>8%</i>	<i>13%</i>



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k. Tech Platforms (Apple, Amazon, Google)

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	7%	5%	6%	8%
Increased somewhat	13%	14%	17%	12%
No change in trust	71%	71%	67%	68%
Decreased somewhat	7%	7%	8%	9%
Decreased significantly	2%	3%	3%	4%
<i>Increased (Net)</i>	<i>20%</i>	<i>19%</i>	<i>23%</i>	<i>19%</i>
<i>Decreased (Net)</i>	<i>10%</i>	<i>10%</i>	<i>11%</i>	<i>13%</i>

l. Telecom

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	4%	3%	4%	4%
Increased somewhat	8%	8%	10%	9%
No change in trust	79%	81%	76%	77%
Decreased somewhat	6%	7%	8%	6%
Decreased significantly	2%	2%	3%	4%
<i>Increased (Net)</i>	<i>13%</i>	<i>11%</i>	<i>14%</i>	<i>14%</i>
<i>Decreased (Net)</i>	<i>9%</i>	<i>9%</i>	<i>10%</i>	<i>10%</i>

m. Food and Beverage Manufacturers

	Wave 1	Wave 2	Wave 3	Wave 5
Increased significantly	6%	5%	7%	7%
Increased somewhat	18%	17%	19%	15%
No change in trust	67%	69%	65%	66%
Decreased somewhat	8%	7%	8%	11%
Decreased significantly	1%	2%	2%	2%
<i>Increased (Net)</i>	<i>24%</i>	<i>22%</i>	<i>26%</i>	<i>21%</i>
<i>Decreased (Net)</i>	<i>9%</i>	<i>9%</i>	<i>10%</i>	<i>13%</i>





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18. 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.

	Wave 1	Wave 2	Wave 5
Keep employees and customers safe	45%	42%	43%
Support employees with adequate healthcare benefits	22%	22%	24%
Protection of jobs in their company	26%	25%	22%
Making working with them online easier	13%	14%	17%
Charitable donations and giving back to the community	17%	15%	15%
New products/services that are relevant to you at this time	16%	16%	13%
Short term payment relief for existing customers	14%	13%	13%
Business practices that protect the environment	10%	10%	12%
Equality of opportunity across gender and ethnicity	7%	10%	11%
Action to achieve equal pay	7%	7%	10%
Taking a stance on political issues	8%	8%	9%
Action in support of diversity and inclusion	6%	6%	8%
None of the above	28%	29%	24%

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

	Wave 4	Wave 5
Grocery stores	31%	33%
Healthcare providers	21%	26%
Restaurants	24%	17%
Food and Beverage Companies	16%	14%
Automotive	12%	11%
Health Insurance	9%	11%
Social media platforms	12%	10%
Banking	10%	10%
Telecommunications companies	11%	8%
Pharmaceuticals	10%	8%
Payment or credit card companies	6%	7%
Property Insurance	3%	5%
None of these	30%	31%





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

	Wave 1	Wave 2	Wave 5
Family	47%	45%	42%
Safety	47%	46%	42%
Physical health	43%	44%	39%
Friendship	34%	31%	29%
Kindness	34%	31%	29%
Mental health	33%	32%	28%
Trust	28%	27%	28%
Happiness	30%	28%	25%
Finances	21%	23%	24%
Community	25%	25%	23%
Comfort	22%	20%	19%
Back to Basics	21%	21%	18%
Calm	23%	18%	17%
Sustainability	19%	19%	16%
Convenience	18%	17%	15%
Value	15%	14%	14%
Fairness	15%	16%	14%
Experiences	14%	15%	13%
Quality	15%	16%	12%
Privacy	13%	11%	12%
Local	14%	12%	10%
Global warming	9%	10%	9%
Variety	7%	7%	6%
Inclusivity	6%	7%	6%
Indulgence	4%	3%	3%
Possessions	4%	3%	3%
None of the above	9%	9%	10%





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About the Study

These are some of the findings of the fifth wave of an Ipsos poll conducted between May 14-15, 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, the second was conducted April 17-20, 2020, the third was conducted April 27-28, 2020, and the fourth was conducted May 4-5, 2020, all among a sample of more than 1,110 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 and fourth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents, while the second and third waves of this study have 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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