



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, June 10, 2020

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

	April 10-13 (N=1,114)	April 17-20 (N=1,111)	April 27-28 (N=1,112)	May 4-5 (N=1,114)	May 14-15 (N=1,114)	May 28-29 (N=1,113)	June 8-9 (N=1,113)
Very high threat	14%	10%	15%	15%	13%	12%	12%
High threat	22%	22%	17%	19%	18%	18%	16%
Moderate threat	35%	35%	34%	35%	36%	34%	32%
Low threat	16%	21%	20%	17%	18%	20%	23%
Very low threat	10%	10%	11%	11%	12%	14%	16%
Don't know	2%	2%	3%	2%	3%	2%	2%
<i>High threat (Net)</i>	<i>36%</i>	<i>32%</i>	<i>32%</i>	<i>34%</i>	<i>31%</i>	<i>30%</i>	<i>28%</i>
<i>Low threat (Net)</i>	<i>26%</i>	<i>31%</i>	<i>31%</i>	<i>28%</i>	<i>30%</i>	<i>34%</i>	<i>38%</i>

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

	April 27-28	May 4-5	May 14-15	May 28-29	June 8-9
The pandemic has not reached my area, and so far there are no restrictions	2%	2%	2%	2%	3%
I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	5%	6%	5%	5%	5%
I am reacting day-by-day to the restrictions and establishing new routines	17%	18%	16%	13%	15%
I have adapted to the restrictions and settled into new routines	41%	41%	33%	37%	27%
It seems restrictions will soon be lifted in my area	-	17%	22%	18%	*
I am starting to do some things again that used to be restricted	-	5%	10%	13%	21%
I am doing most of the things I used to do pre-COVID		8%	7%	8%	10%
I feel the pandemic is behind me and am moving on with life	4%	3%	5%	4%	6%



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

	May 4-5	May 14-15	May 28-29	June 8-9
I'm stuck about what to do next	9%	10%	7%	7%
I have a lot of uncertainty	33%	30%	28%	30%
I have some uncertainty	44%	42%	48%	46%
I have no uncertainty	15%	18%	18%	18%

4. 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.

	May 4-5	May 14-15	May 28-29	June 8-9
5 - Intolerable	8%	8%	5%	6%
4	19%	19%	16%	13%
3	44%	41%	43%	45%
2	20%	21%	24%	24%
1 - Not a problem at all	10%	12%	12%	12%





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

	April 27-28	May 4-5	May 14-15	May 28-29	June 8-9
Doubtful about a full return to normalcy	21%	26%	29%	25%	25%
Hopeful	24%	20%	19%	24%	25%
Cautious optimism	22%	21%	22%	20%	25%
Accepting of my new normal	26%	19%	21%	22%	22%
Anxiety	18%	20%	16%	17%	20%
Optimistic about the future	16%	15%	14%	16%	19%
Impatient to get back to normal life	21%	26%	20%	20%	18%
Open to changes	13%	12%	12%	16%	14%
Confident in the future	11%	10%	10%	11%	13%
Bored	20%	18%	18%	17%	12%
Well prepared	13%	9%	12%	12%	11%
Attentive to good news	11%	10%	11%	12%	10%
Aggravated	7%	9%	8%	9%	7%
Lonely	9%	10%	10%	8%	7%
Angry/Frustrated about the restrictions on my freedom	7%	10%	10%	7%	7%
Reluctant about certain purchases	6%	7%	7%	6%	7%
Fear	7%	6%	7%	6%	6%
Curious	4%	5%	5%	6%	5%
Angry	5%	4%	4%	4%	5%
Hopeless	4%	5%	3%	3%	5%
Excited	2%	4%	3%	4%	3%
Overloaded with new requirements	4%	4%	4%	3%	3%
Relieved	2%	3%	2%	3%	3%
Urgency to prepare	3%	4%	3%	2%	3%
Defeated	3%	2%	3%	2%	3%
Sarcastic	2%	3%	3%	3%	2%
Needing to experiment with my pre-COVID activities	2%	2%	3%	3%	2%





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6. Thinking about the next 12 months, do you feel better, worse, or the same about your life?

	May 28-29	June 8-9
Much better	8%	9%
Somewhat better	26%	29%
About the same as I feel now	47%	46%
Somewhat worse	14%	13%
Much worse	4%	3%
<i>Better (Net)</i>	34%	38%
<i>Worse (Net)</i>	18%	16%

7. [If selected “Much better” or “Somewhat better” in Q6] What is the main reason for this change?

	May 28-29 (N=579)	June 8-9 (N=593)
The conditions in the world have changed	38%	38%
The conditions around where I live have changed	21%	19%
The conditions for me or my family have changed	22%	21%
Conditions have not changed, but my attitude has changed	14%	17%
Don't know	4%	6%

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

	April 10-13	April 17-20	April 27-28	May 4-5	May 14-15	May 28-29	June 8-9
A friend or acquaintance has been tested and diagnosed with COVID-19	14%	14%	14%	12%	18%	19%	14%
Someone I know suspects they have or had COVID-19	13%	14%	12%	10%	14%	13%	9%
A relative has been tested and diagnosed with COVID-19	6%	6%	7%	8%	10%	10%	9%
I have been tested and diagnosed with COVID-19	2%	1%	2%	2%	2%	2%	3%
None of the above	70%	70%	71%	72%	63%	62%	70%



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9. How much of a threat do the following pose to the well-being of you and your family over the year?

Rank 1/2 Summary

	June 8-9
Economic downturn	56%
Health threats related to Covid-19	52%
The outcome of the 2020 presidential election	48%
Societal divisiveness or unrest	44%

a. Economic downturn

	June 8-9
Rank 1	29%
Rank 2	28%
Rank 3	24%
Rank 4	19%
<i>Rank 1 or 2</i>	56%

b. Health threats related to Covid-19

	June 8-9
Rank 1	28%
Rank 2	24%
Rank 3	24%
Rank 4	23%
<i>Rank 1 or 2</i>	52%

c. Societal divisiveness or unrest

	June 8-9
Rank 1	29%
Rank 2	27%
Rank 3	26%
Rank 4	17%
<i>Rank 1 or 2</i>	44%

d. The outcome of the 2020 presidential election

	June 8-9
Rank 1	30%
Rank 2	27%
Rank 3	22%
Rank 4	21%
<i>Rank 1 or 2</i>	48%





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10. Since March, have you relocated, or considered relocating, because of the coronavirus pandemic and other events in recent months?

	June 8-9
Yes, permanently	3%
Yes, temporarily	6%
No, but I plan to relocate	5%
No, but I have given it some thought	7%
No, and I have no plans to relocate	74%
Don't know	4%
<i>Yes (Net)</i>	<i>9%</i>
<i>No (Net)</i>	<i>86%</i>

11. [If did not select “No, and I have no plans to relocate” or “Don’t know” in Q10] To where have you moved or thought of moving?

	June 8-9 (N=248)
Rural area	17%
Suburban area	14%
Small city (<100K population)	14%
Closer to family	14%
Southwest	11%
Medium city (100<500K population)	11%
Southeast	10%
Your hometown	10%
Closer to natural attractions	10%
Coastal	10%
Midwest	8%
Urban area (city or city center)	8%
Northwest	7%
Northeast	6%
Large city (500K+)	6%
College town	6%
Tourist area	3%
Somewhere else	7%
Don't know	8%





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12. **[If employed]** When it is allowable to go back to your work/office location, which of the following best describes your plans?

	May 14-15 (N=601)	May 28-29 (N=611)	June 8-9 (N=651)
I will have to go back as soon as businesses in my state/area open back up	15%	25%	28%
I have not stopped going to my work/office since the pandemic started	36%	22%	26%
I will be able to work from home for a fixed amount of time set by my employer (e.g. 'X' more months)	14%	17%	13%
I will be able to split my time each week, going into the office some days and working from home others	12%	15%	13%
I will be able to fully work from home until I am personally comfortable with returning	8%	11%	11%
I work from home full-time and will continue to do so	14%	10%	10%

13. 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.

	April 10-13	April 17-20	May 14-15	June 8-9
Keep employees and customers safe	45%	42%	43%	39%
Protection of jobs in their company	26%	25%	22%	22%
Support employees with adequate healthcare benefits	22%	22%	24%	20%
New products/services that are relevant to you at this time	16%	16%	13%	18%
Equality of opportunity across gender and ethnicity	7%	10%	11%	17%
Making working with them online easier	13%	14%	17%	16%
Charitable donations and giving back to the community	17%	15%	15%	13%
Action in support of diversity and inclusion	6%	6%	8%	12%
Business practices that protect the environment	10%	10%	12%	10%
Action to achieve equal pay	7%	7%	10%	10%
Taking a stance on political issues	8%	8%	9%	10%
Short term payment relief for existing customers	14%	13%	13%	9%
None of the above	28%	29%	24%	26%



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14. Which industries do you think have the most work to do to improve their customer experience so you can interact with them as you had pre-pandemic? You may select up to three.

	May 28-29	June 8-9
Restaurants	34%	44%
Healthcare providers	18%	28%
Grocery stores	21%	26%
Food and Beverage Companies	14%	18%
Banking	17%	15%
Health Insurance	14%	14%
Pharmaceuticals	11%	11%
Social media platforms	9%	11%
Payment or credit card companies	10%	7%
Automotive	9%	6%
Telecommunications companies	9%	6%
Property Insurance	6%	3%
None of these	25%	21%

15. In general, what industries area best in their approaches to promote diversity?

	June 8-9
Grocery stores	29%
Restaurants	25%
Healthcare providers	23%
Social media platforms	21%
Food and Beverage Companies	13%
Telecommunications companies	11%
Banking	11%
Health Insurance	10%
Pharmaceuticals	7%
Automotive	7%
Payment or credit card companies	5%
Property Insurance	3%
None of these	30%





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16. What matters MORE to you now than before Coronavirus crisis began?

	April 10-13	April 17-20	May 14-15	June 8-9
Family	47%	45%	42%	42%
Safety	47%	46%	42%	39%
Physical health	43%	44%	39%	37%
Mental health	33%	32%	28%	29%
Friendship	34%	31%	29%	26%
Kindness	34%	31%	29%	26%
Finances	21%	23%	24%	25%
Happiness	30%	28%	25%	24%
Trust	28%	27%	28%	23%
Community	25%	25%	23%	21%
Comfort	22%	20%	19%	19%
Back to Basics	21%	21%	18%	19%
Calm	23%	18%	17%	18%
Sustainability	19%	19%	16%	14%
Convenience	18%	17%	15%	14%
Fairness	15%	16%	14%	14%
Experiences	14%	15%	13%	13%
Quality	15%	16%	12%	12%
Value	15%	14%	14%	10%
Privacy	13%	11%	12%	10%
Local	14%	12%	10%	8%
Global warming	9%	10%	9%	7%
Inclusivity	6%	7%	6%	7%
Variety	7%	7%	6%	5%
Indulgence	4%	3%	3%	3%
Possessions	4%	3%	3%	3%
None of the above	9%	9%	10%	8%





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17. Once stay at home orders for your area are lifted, or thinking about now if they already are, to what extent do you agree or disagree with the following statements?

Total Agree Summary

	April 17-20	May 28-29	June 8-9
I will be afraid to travel internationally for quite some time	51%	58%	58%
I will plan a driving vacation to a rural or scenic destination in the U.S.	32%	43%	43%
I do not think I will feel financially comfortable planning a vacation	41%	40%	41%
I will be afraid to travel in the U.S. for quite some time	38%	40%	40%
I will plan a driving vacation to an urban destination in the U.S.	27%	33%	34%
I will feel safer in vacation rentals than in hotels	17%	20%	22%
I will plan a flying vacation to a rural or scenic destination in the U.S.	19%	19%	22%
I will plan a flying vacation to an urban destination in the U.S.	19%	16%	19%
I will plan an international vacation to a rural or scenic destination	17%	14%	17%
I will plan an international vacation to an urban destination	16%	13%	14%

a. I will plan a driving vacation to an urban destination in the U.S.

	April 17-20	May 28-29	June 8-9
Strongly agree	7%	9%	9%
Somewhat agree	20%	25%	25%
Neither agree nor disagree	33%	25%	28%
Somewhat disagree	18%	19%	18%
Strongly disagree	21%	23%	20%
<i>Agree (Net)</i>	<i>27%</i>	<i>33%</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>40%</i>	<i>42%</i>	<i>38%</i>

b. I will plan a driving vacation to a rural or scenic destination in the U.S.

	April 17-20	May 28-29	June 8-9
Strongly agree	10%	12%	13%
Somewhat agree	22%	31%	30%
Neither agree nor disagree	32%	24%	29%
Somewhat disagree	18%	14%	13%
Strongly disagree	19%	18%	15%
<i>Agree (Net)</i>	<i>32%</i>	<i>43%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>33%</i>	<i>28%</i>

c. I will plan a flying vacation to an urban destination in the U.S.

	April 17-20	May 28-29	June 8-9
Strongly agree	5%	5%	6%
Somewhat agree	14%	11%	14%
Neither agree nor disagree	27%	21%	23%
Somewhat disagree	22%	21%	22%
Strongly disagree	32%	41%	35%
<i>Agree (Net)</i>	<i>19%</i>	<i>16%</i>	<i>19%</i>
<i>Disagree (Net)</i>	<i>54%</i>	<i>63%</i>	<i>58%</i>



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d. I will plan an international vacation to an urban destination

	April 17-20	May 28-29	June 8-9
Strongly agree	5%	4%	4%
Somewhat agree	11%	9%	10%
Neither agree nor disagree	23%	17%	17%
Somewhat disagree	20%	17%	20%
Strongly disagree	42%	52%	49%
<i>Agree (Net)</i>	16%	13%	14%
<i>Disagree (Net)</i>	61%	70%	69%

e. I will plan an international vacation to a rural or scenic destination

	April 17-20	May 28-29	June 8-9
Strongly agree	5%	5%	5%
Somewhat agree	11%	9%	12%
Neither agree nor disagree	23%	19%	17%
Somewhat disagree	20%	19%	20%
Strongly disagree	41%	48%	46%
<i>Agree (Net)</i>	17%	14%	17%
<i>Disagree (Net)</i>	61%	68%	66%

f. I will plan a flying vacation to a rural or scenic destination in the U.S.

	April 17-20	May 28-29	June 8-9
Strongly agree	6%	5%	6%
Somewhat agree	13%	14%	17%
Neither agree nor disagree	28%	22%	20%
Somewhat disagree	21%	21%	23%
Strongly disagree	32%	38%	35%
<i>Agree (Net)</i>	19%	19%	22%
<i>Disagree (Net)</i>	53%	59%	58%

g. I do not think I will feel financially comfortable planning a vacation

	April 17-20	May 28-29	June 8-9
Strongly agree	19%	18%	18%
Somewhat agree	22%	23%	23%
Neither agree nor disagree	28%	28%	26%
Somewhat disagree	18%	18%	21%
Strongly disagree	13%	14%	12%
<i>Agree (Net)</i>	41%	40%	41%
<i>Disagree (Net)</i>	31%	32%	32%





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h. I will be afraid to travel in the U.S. for quite some time

	April 17-20	May 28-29	June 8-9
Strongly agree	12%	14%	13%
Somewhat agree	25%	26%	27%
Neither agree nor disagree	26%	24%	24%
Somewhat disagree	23%	20%	19%
Strongly disagree	14%	15%	16%
<i>Agree (Net)</i>	38%	40%	40%
<i>Disagree (Net)</i>	37%	35%	36%

i. I will be afraid to travel internationally for quite some time

	April 17-20	May 28-29	June 8-9
Strongly agree	25%	33%	31%
Somewhat agree	26%	25%	27%
Neither agree nor disagree	25%	21%	20%
Somewhat disagree	13%	10%	11%
Strongly disagree	11%	11%	11%
<i>Agree (Net)</i>	51%	58%	58%
<i>Disagree (Net)</i>	25%	21%	22%

j. I will feel safer in vacation rentals than in hotels

	April 17-20	May 28-29	June 8-9
Strongly agree	4%	5%	6%
Somewhat agree	13%	14%	16%
Neither agree nor disagree	49%	41%	39%
Somewhat disagree	19%	20%	20%
Strongly disagree	15%	19%	19%
<i>Agree (Net)</i>	17%	20%	22%
<i>Disagree (Net)</i>	34%	39%	38%





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18. Are you more or less comfortable with the idea of doing the following now than you were a month ago?

Total More Comfortable

	June 8-9
Going to a grocery store	39%
Visiting a friend's house	38%
Dining outside at a restaurant	32%
Going to a 'non essential' store	31%
Going to your place of employment	23%
Dining indoors at a restaurant	23%
Going to an outdoor event (e.g., concert)	18%
Flying	14%
Using a taxi or ride share	10%
Riding a bus	8%
Riding a subway	7%

a. Flying

	June 8-9
Much more comfortable	3%
Slightly more comfortable	11%
Not more or less comfortable	32%
Slightly less comfortable	18%
Much less comfortable	31%
Don't know	5%
<i>More comfortable (Net)</i>	<i>14%</i>
<i>Less comfortable (Net)</i>	<i>49%</i>

b. Riding a bus

	June 8-9
Much more comfortable	2%
Slightly more comfortable	6%
Not more or less comfortable	32%
Slightly less comfortable	19%
Much less comfortable	34%
Don't know	6%
<i>More comfortable (Net)</i>	<i>8%</i>
<i>Less comfortable (Net)</i>	<i>54%</i>





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c. Riding a subway

	June 8-9
Much more comfortable	1%
Slightly more comfortable	6%
Not more or less comfortable	31%
Slightly less comfortable	18%
Much less comfortable	36%
Don't know	8%
<i>More comfortable (Net)</i>	<i>7%</i>
<i>Less comfortable (Net)</i>	<i>54%</i>

d. Using a taxi or ride share

	June 8-9
Much more comfortable	3%
Slightly more comfortable	7%
Not more or less comfortable	34%
Slightly less comfortable	22%
Much less comfortable	29%
Don't know	5%
<i>More comfortable (Net)</i>	<i>10%</i>
<i>Less comfortable (Net)</i>	<i>51%</i>

e. Going to your place of employment

	June 8-9
Much more comfortable	6%
Slightly more comfortable	17%
Not more or less comfortable	44%
Slightly less comfortable	13%
Much less comfortable	10%
Don't know	11%
<i>More comfortable (Net)</i>	<i>23%</i>
<i>Less comfortable (Net)</i>	<i>23%</i>

f. Dining outside at a restaurant

	June 8-9
Much more comfortable	10%
Slightly more comfortable	22%
Not more or less comfortable	34%
Slightly less comfortable	19%
Much less comfortable	13%
Don't know	3%
<i>More comfortable (Net)</i>	<i>32%</i>
<i>Less comfortable (Net)</i>	<i>32%</i>





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g. Dining indoors at a restaurant

	June 8-9
Much more comfortable	6%
Slightly more comfortable	16%
Not more or less comfortable	33%
Slightly less comfortable	20%
Much less comfortable	22%
Don't know	2%
<i>More comfortable (Net)</i>	23%
<i>Less comfortable (Net)</i>	42%

h. Going to an outdoor event (e.g., concert)

	June 8-9
Much more comfortable	5%
Slightly more comfortable	13%
Not more or less comfortable	33%
Slightly less comfortable	20%
Much less comfortable	26%
Don't know	3%
<i>More comfortable (Net)</i>	18%
<i>Less comfortable (Net)</i>	46%

i. Visiting a friend's house

	June 8-9
Much more comfortable	12%
Slightly more comfortable	26%
Not more or less comfortable	39%
Slightly less comfortable	16%
Much less comfortable	6%
Don't know	2%
<i>More comfortable (Net)</i>	38%
<i>Less comfortable (Net)</i>	21%

j. Going to a grocery store

	June 8-9
Much more comfortable	13%
Slightly more comfortable	26%
Not more or less comfortable	37%
Slightly less comfortable	16%
Much less comfortable	7%
Don't know	1%
<i>More comfortable (Net)</i>	39%
<i>Less comfortable (Net)</i>	23%



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k. Going to a 'non-essential' store

	June 8-9
Much more comfortable	9%
Slightly more comfortable	22%
Not more or less comfortable	38%
Slightly less comfortable	17%
Much less comfortable	11%
Don't know	2%
<i>More comfortable (Net)</i>	31%
<i>Less comfortable (Net)</i>	28%

19. From the following list, what content do you miss the most?

Rank 1/2 Summary

	June 8-9
New movies	50%
Live sports	44%
Live music	33%
New scripted programs	31%
New live action TV shows	27%
New animated programs	15%

a. Live sports

	June 8-9
Rank 1	32%
Rank 2	12%
Rank 3	10%
Rank 4	8%
Rank 5	9%
Rank 6	28%
<i>Rank 1/2 (Net)</i>	44%
<i>Rank 1/2/3 (Net)</i>	54%
<i>Rank 4/5/6 (Net)</i>	46%

b. New live action TV shows

	June 8-9
Rank 1	10%
Rank 2	18%
Rank 3	21%
Rank 4	23%
Rank 5	17%
Rank 6	12%
<i>Rank 1/2 (Net)</i>	27%
<i>Rank 1/2/3 (Net)</i>	48%
<i>Rank 4/5/6 (Net)</i>	52%



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c. New movies

	June 8-9
Rank 1	26%
Rank 2	24%
Rank 3	18%
Rank 4	14%
Rank 5	11%
Rank 6	6%
<i>Rank 1/2 (Net)</i>	<i>50%</i>
<i>Rank 1/2/3 (Net)</i>	<i>68%</i>
<i>Rank 4/5/6 (Net)</i>	<i>32%</i>

d. Live music

	June 8-9
Rank 1	14%
Rank 2	18%
Rank 3	16%
Rank 4	18%
Rank 5	21%
Rank 6	13%
<i>Rank 1/2 (Net)</i>	<i>33%</i>
<i>Rank 1/2/3 (Net)</i>	<i>49%</i>
<i>Rank 4/5/6 (Net)</i>	<i>51%</i>

e. New scripted programs

	June 8-9
Rank 1	12%
Rank 2	19%
Rank 3	20%
Rank 4	21%
Rank 5	18%
Rank 6	10%
<i>Rank 1/2 (Net)</i>	<i>31%</i>
<i>Rank 1/2/3 (Net)</i>	<i>52%</i>
<i>Rank 4/5/6 (Net)</i>	<i>48%</i>





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f. New animated programs

	June 8-9
Rank 1	6%
Rank 2	9%
Rank 3	14%
Rank 4	16%
Rank 5	23%
Rank 6	32%
<i>Rank 1/2 (Net)</i>	<i>15%</i>
<i>Rank 1/2/3 (Net)</i>	<i>29%</i>
<i>Rank 4/5/6 (Net)</i>	<i>71%</i>

20. How do you feel about “buying American” now versus before the coronavirus crisis began?

	June 8-9
Much more important	29%
Somewhat more important	23%
No difference	39%
Somewhat less important	3%
Much less important	1%
Don't know	4%
<i>More important (Net)</i>	<i>52%</i>
<i>Less important (Net)</i>	<i>5%</i>





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21. **[If employed]** Which best describes the industry in which you are currently employed?
Select the one closest option.

	May 28-29 (N=611)	June 8-9 (N=651)
Professional services	17%	20%
Healthcare providers	12%	12%
Retailer	7%	9%
Manufacturing	7%	8%
Local or state government	10%	7%
Technology Services	6%	6%
Hospitality	4%	4%
Transportation	3%	4%
Banking and payments	5%	3%
Federal government	5%	3%
Consulting	4%	3%
Communications & Entertainment	3%	3%
Food and beverage companies	3%	3%
Automotive	2%	3%
Restaurants	3%	2%
Insurance	2%	2%
Software	2%	2%
Pharmaceutical	2%	1%
Technology Equipment	2%	1%
Telecommunication	2%	1%
Investment	1%	1%
Social media	1%	1%



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22. **[If employed]** How many employees are in your company, including all locations? Your best guess is fine.

	May 28-29 (N=611)	June 8-9 (N=651)
10,000 or more	19%	15%
5,000-9,999	7%	7%
1,000-4,999	13%	15%
500-999	10%	11%
200-499	10%	10%
50-199	15%	12%
20-49	8%	7%
10-19	5%	6%
5-9	4%	4%
2-4	4%	5%
1	5%	7%

23. **[If employed]** How much do you agree or disagree with the following statement: My company is focused on the right priorities right now.

	May 28-29 (N=611)	June 8-9 (N=651)
Strongly agree	38%	39%
Somewhat agree	35%	35%
Neither agree nor disagree	15%	16%
Somewhat disagree	7%	6%
Strongly disagree	3%	2%
Don't know	2%	2%
<i>Agree (Net)</i>	<i>73%</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>8%</i>



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24. [If selected “Strongly agree” or “Somewhat agree” in Q18] What are the specific priorities your company is getting right? You may select up to three.

	May 28-29 (N=436)	June 8-9 (N=476)
Keep employees and customers safe	67%	60%
Protection of jobs in the company	39%	36%
Support employees with adequate healthcare benefits	27%	26%
Making working with them online easier	23%	22%
Equality of opportunity across gender and ethnicity	13%	19%
New products/services that are relevant at this time	13%	14%
Charitable donations and giving back to the community	12%	11%
Action in support of diversity and inclusion	11%	16%
Business practices that protect the environment	9%	10%
Short term payment relief for existing customers	8%	8%
Action to achieve equal pay	6%	7%
Taking a stance on political issues	4%	5%
None of the above	6%	7%

25. [If did not select “Strongly agree” or “Somewhat agree” in Q18] In your opinion, what should your company focus on more? You may select up to three.

	May 28-29 (N=159)	June 8-9 (N=159)
Keep employees and customers safe	44%	42%
Support employees with adequate healthcare benefits	28%	26%
Protection of jobs in the company	20%	25%
New products/services that are relevant at this time	10%	14%
Equality of opportunity across gender and ethnicity	7%	12%
Action to achieve equal pay	12%	10%
Making working with them online easier	12%	10%
Action in support of diversity and inclusion	3%	9%
Short term payment relief for existing customers	6%	6%
Taking a stance on political issues	5%	6%
Business practices that protect the environment	10%	5%
Charitable donations and giving back to the community	9%	4%
None of the above	20%	18%





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26. **[If employed]** Since the coronavirus pandemic started, how do you feel overall about working for your company?

	May 28-29 (N=611)	June 8-9 (N=651)
A lot more proud	17%	20%
A little more proud	24%	20%
No change	46%	49%
A little less proud	8%	6%
A lot less proud	4%	3%
Don't know	2%	3%
<i>More proud (Net)</i>	<i>41%</i>	<i>40%</i>
<i>Less proud (Net)</i>	<i>11%</i>	<i>8%</i>

27. Now, for something different. Have you donated money to any causes since March? If so, when was your most recent donation?

	June 8-9
Yes, in the past week	12%
Yes, in the past 2-3 weeks	13%
Yes, in the past month	9%
Yes, in the past 2-3 months	7%
No	57%
Don't know	3%
<i>Yes (Net)</i>	<i>40%</i>

28. Following the death of George Floyd in Minneapolis, have you taken any of the following actions?

	June 8-9
Posted on my social media to advocate for equality or action	21%
Signed a petition	15%
Added to my reading list to understand the situation better	14%
Participated in organized social media activities (e.g., Blackout Tuesday)	13%
Donated to causes supporting African American advancement or organizations supporting racial justice	9%
Went to a protest or vigil	5%
Donated to a political candidate	4%
Called a representative or elected leader to express my opinion	4%
None of the above	59%





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29. In the wake of protests around George Floyd’s death and broader racial injustice, which of the following would be most effective for companies to do?

	June 8-9
Commit themselves to equality in hiring and pay	37%
Invest in communities that are currently underserved	30%
Donate funds to organizations supporting racial justice	26%
Make a statement of support for racial justice	25%
None of these, companies should stay out of this issue	22%
Don't know	17%

30. How much do you trust each of the following types of organizations to maintain the security and privacy of your personal data?

Total Trust Summary

	May 28-29	June 8-9
Hospitals	65%	62%
Healthcare companies	50%	48%
National health organizations (i.e., National Institute of Health, etc.)	49%	45%
Academic organizations (Universities & Colleges)	47%	43%
Local government	42%	41%
State government	43%	39%
Global health organizations (i.e., World Health Organization, etc.)	40%	38%
Technology companies	38%	35%
Mobile/cellular companies	38%	35%
Global philanthropic foundations (i.e., Gates Foundation, etc.)	35%	31%
Global NGO's (i.e., United Nations, etc.)	31%	31%
Federal government	32%	30%





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a. Federal government

	May 28-29	June 8-9
Trust a great deal	8%	8%
Trust a little	25%	22%
Neither trust nor distrust	22%	26%
Distrust a little	20%	23%
Distrust a great deal	25%	21%
<i>Trust (Net)</i>	32%	30%
<i>Distrust (Net)</i>	45%	44%

b. State government

	May 28-29	June 8-9
Trust a great deal	11%	9%
Trust a little	32%	30%
Neither trust nor distrust	23%	27%
Distrust a little	19%	20%
Distrust a great deal	15%	13%
<i>Trust (Net)</i>	43%	39%
<i>Distrust (Net)</i>	34%	33%

c. Local government

	May 28-29	June 8-9
Trust a great deal	10%	8%
Trust a little	33%	33%
Neither trust nor distrust	27%	29%
Distrust a little	19%	20%
Distrust a great deal	11%	10%
<i>Trust (Net)</i>	42%	41%
<i>Distrust (Net)</i>	30%	30%

d. Global health organizations (i.e., World Health Organization, etc.)

	May 28-29	June 8-9
Trust a great deal	15%	14%
Trust a little	25%	25%
Neither trust nor distrust	30%	32%
Distrust a little	13%	13%
Distrust a great deal	18%	16%
<i>Trust (Net)</i>	40%	38%
<i>Distrust (Net)</i>	30%	30%



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e. Global NGO's (i.e., United Nations, etc.)

	May 28-29	June 8-9
Trust a great deal	10%	9%
Trust a little	21%	23%
Neither trust nor distrust	39%	38%
Distrust a little	14%	15%
Distrust a great deal	16%	15%
<i>Trust (Net)</i>	31%	31%
<i>Distrust (Net)</i>	31%	30%

f. Global Philanthropic foundations (i.e., Gates Foundation, etc.)

	May 28-29	June 8-9
Trust a great deal	12%	10%
Trust a little	23%	21%
Neither trust nor distrust	37%	40%
Distrust a little	13%	15%
Distrust a great deal	15%	14%
<i>Trust (Net)</i>	35%	31%
<i>Distrust (Net)</i>	28%	29%

g. Technology companies

	May 28-29	June 8-9
Trust a great deal	9%	7%
Trust a little	29%	28%
Neither trust nor distrust	30%	34%
Distrust a little	20%	18%
Distrust a great deal	12%	13%
<i>Trust (Net)</i>	38%	35%
<i>Distrust (Net)</i>	32%	31%





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h. Healthcare companies

	May 28-29	June 8-9
Trust a great deal	15%	13%
Trust a little	34%	34%
Neither trust nor distrust	25%	31%
Distrust a little	16%	14%
Distrust a great deal	9%	7%
<i>Trust (Net)</i>	<i>50%</i>	<i>48%</i>
<i>Distrust (Net)</i>	<i>25%</i>	<i>21%</i>

i. Mobile / cellular companies

	May 28-29	June 8-9
Trust a great deal	9%	8%
Trust a little	29%	28%
Neither trust nor distrust	30%	34%
Distrust a little	20%	20%
Distrust a great deal	11%	11%
<i>Trust (Net)</i>	<i>38%</i>	<i>35%</i>
<i>Distrust (Net)</i>	<i>32%</i>	<i>30%</i>

j. Hospitals

	May 28-29	June 8-9
Trust a great deal	27%	24%
Trust a little	38%	37%
Neither trust nor distrust	20%	25%
Distrust a little	9%	9%
Distrust a great deal	5%	5%
<i>Trust (Net)</i>	<i>65%</i>	<i>62%</i>
<i>Distrust (Net)</i>	<i>14%</i>	<i>14%</i>

k. National health organizations (i.e., National Institute of Health, etc.)

	May 28-29	June 8-9
Trust a great deal	19%	14%
Trust a little	29%	31%
Neither trust nor distrust	30%	33%
Distrust a little	12%	13%
Distrust a great deal	9%	9%
<i>Trust (Net)</i>	<i>49%</i>	<i>45%</i>
<i>Distrust (Net)</i>	<i>21%</i>	<i>22%</i>



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I. Academic organizations (Universities & Colleges)

	May 28-29	June 8-9
Trust a great deal	15%	13%
Trust a little	32%	30%
Neither trust nor distrust	33%	33%
Distrust a little	13%	16%
Distrust a great deal	7%	8%
<i>Trust (Net)</i>	<i>47%</i>	<i>43%</i>
<i>Distrust (Net)</i>	<i>20%</i>	<i>23%</i>





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About the Study

These are some of the findings of the seventh wave of an Ipsos poll conducted between June 8-9, 2020. For this survey, a sample of roughly 1,113 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, the fourth was conducted May 4-5, 2020, the fifth wave was conducted May 14-15, 2020, and the sixth wave was conducted May 28-29, 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=1,113, DEFF=1.5, adjusted Confidence Interval=+/-4.8 percentage points).

The first, fourth, fifth, and sixth 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.

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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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