



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, June 25, 2020

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

	4/10-13 (N=1,114)	4/17-20 (N=1,111)	4/27-28 (N=1,112)	5/4-5 (N=1,114)	5/14-15 (N=1,114)	5/28-29 (N=1,113)	6/8-9 (N=1,113)	6/23-24 (N=1,113)
Very high threat	14%	10%	15%	15%	13%	12%	12%	14%
High threat	22%	22%	17%	19%	18%	18%	16%	17%
Moderate threat	35%	35%	34%	35%	36%	34%	32%	34%
Low threat	16%	21%	20%	17%	18%	20%	23%	20%
Very low threat	10%	10%	11%	11%	12%	14%	16%	12%
Don't know	2%	2%	3%	2%	3%	2%	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>31%</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>	<i>33%</i>

2. 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?

	4/27-28	5/4-5	5/14-15	5/28-29	6/8-9	6/23-24
The pandemic has not reached my area, and so far there are no restrictions	2%	2%	2%	2%	3%	3%
I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	5%	6%	5%	5%	5%	7%
I am reacting day-by-day to the restrictions and establishing new routines	17%	18%	16%	13%	15%	17%
I have adapted to the restrictions and settled into new routines	41%	41%	33%	37%	27%	33%
It seems restrictions will soon be lifted in my area	-	17%	22%	18%	21%	9%
I am starting to do some things again that used to be restricted	-	5%	10%	13%	10%	18%
I am doing most of the things I used to do pre-COVID		8%	7%	8%	6%	9%
I feel the pandemic is behind me and am moving on with life	4%	3%	5%	4%	3%	4%



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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?

	5/4-5	5/14-15	5/28-29	6/8-9	6/23-24
I'm stuck about what to do next	9%	10%	7%	7%	7%
I have a lot of uncertainty	33%	30%	28%	30%	32%
I have some uncertainty	44%	42%	48%	46%	46%
I have no uncertainty	15%	18%	18%	18%	15%

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.

	5/4-5	5/14-15	5/28-29	6/8-9	6/23-24
5 - Intolerable	8%	8%	5%	6%	6%
4	19%	19%	16%	13%	15%
3	44%	41%	43%	45%	44%
2	20%	21%	24%	24%	23%
1 - Not a problem at all	10%	12%	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?

	4/27-28	5/4-5	5/14-15	5/28-29	6/8-9	6/23-24
Doubtful about a full return to normalcy	21%	26%	29%	25%	25%	26%
Hopeful	24%	20%	19%	24%	25%	23%
Accepting of my new normal	26%	19%	21%	22%	22%	23%
Cautious optimism	22%	21%	22%	20%	25%	22%
Anxiety	18%	20%	16%	17%	20%	21%
Impatient to get back to normal life	21%	26%	20%	20%	18%	18%
Optimistic about the future	16%	15%	14%	16%	19%	16%
Bored	20%	18%	18%	17%	12%	14%
Open to changes	13%	12%	12%	16%	14%	13%
Confident in the future	11%	10%	10%	11%	13%	11%
Well prepared	13%	9%	12%	12%	11%	10%
Attentive to good news	11%	10%	11%	12%	10%	9%
Lonely	9%	10%	10%	8%	7%	9%
Angry/Frustrated about the restrictions on my freedom	7%	10%	10%	7%	7%	8%
Reluctant about certain purchases	6%	7%	7%	6%	7%	8%
Aggravated	7%	9%	8%	9%	7%	7%
Fear	7%	6%	7%	6%	6%	7%
Angry	5%	4%	4%	4%	5%	6%
Hopeless	4%	5%	3%	3%	5%	5%
Curious	4%	5%	5%	6%	5%	4%
Excited	2%	4%	3%	4%	3%	4%
Overloaded with new requirements	4%	4%	4%	3%	3%	4%
Relieved	2%	3%	2%	3%	3%	3%
Urgency to prepare	3%	4%	3%	2%	3%	3%
Defeated	3%	2%	3%	2%	3%	3%
Sarcastic	2%	3%	3%	3%	2%	2%
Needing to experiment with my pre-COVID activities	2%	2%	3%	3%	2%	1%



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

Total Agree Summary

	4/10-13	4/17-20	4/27-28	6/23-24
I am staying home except for necessities (e.g., food) or work	85%	85%	81%	69%
I am working out new routines to keep safe	67%	64%	67%	67%
I am taking advantage of time at home	64%	67%	66%	66%
I am cautiously optimistic about the next month	56%	62%	58%	55%
I am frustrated by being cooped up	56%	54%	50%	48%
I have been avoiding shopping at physical stores	63%	61%	56%	47%
I am exploring new things	43%	46%	46%	45%
I am experiencing significant disruption in my life	57%	52%	45%	41%
I am changing existing plans and gathering supplies	51%	48%	43%	37%
I am disinfecting the packaging that is delivered to my home	52%	47%	47%	35%
I am not sure what to do next	40%	35%	30%	35%
I believe the crisis has been overblown	-	-	28%	32%
I'm afraid to go out for necessities or work	42%	35%	33%	29%
I am having a harder time than usual paying my bills each month	31%	26%	27%	27%

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

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	55%	49%	47%	33%
Somewhat agree	30%	36%	33%	36%
Neither agree nor disagree	8%	9%	11%	14%
Somewhat disagree	4%	4%	5%	11%
Strongly disagree	2%	2%	3%	6%
<i>Agree (Net)</i>	<i>85%</i>	<i>85%</i>	<i>81%</i>	<i>69%</i>
<i>Disagree (Net)</i>	<i>6%</i>	<i>6%</i>	<i>8%</i>	<i>17%</i>

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

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	15%	10%	9%	8%
Somewhat agree	28%	25%	23%	21%
Neither agree nor disagree	20%	22%	21%	18%
Somewhat disagree	22%	26%	25%	27%
Strongly disagree	15%	17%	21%	25%
<i>Agree (Net)</i>	<i>42%</i>	<i>35%</i>	<i>33%</i>	<i>29%</i>
<i>Disagree (Net)</i>	<i>38%</i>	<i>43%</i>	<i>46%</i>	<i>52%</i>





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c. I have been avoiding shopping at physical stores

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	29%	27%	25%	19%
Somewhat agree	34%	34%	31%	28%
Neither agree nor disagree	18%	17%	18%	17%
Somewhat disagree	13%	14%	17%	22%
Strongly disagree	6%	8%	10%	14%
<i>Agree (Net)</i>	63%	61%	56%	47%
<i>Disagree (Net)</i>	18%	21%	27%	35%

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

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	27%	23%	23%	15%
Somewhat agree	24%	24%	23%	20%
Neither agree nor disagree	21%	22%	20%	21%
Somewhat disagree	17%	18%	19%	23%
Strongly disagree	10%	13%	14%	21%
<i>Agree (Net)</i>	52%	47%	47%	35%
<i>Disagree (Net)</i>	27%	31%	33%	44%

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

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	13%	11%	11%	9%
Somewhat agree	18%	15%	16%	18%
Neither agree nor disagree	26%	25%	23%	23%
Somewhat disagree	18%	23%	21%	20%
Strongly disagree	25%	26%	29%	29%
<i>Agree (Net)</i>	31%	26%	27%	27%
<i>Disagree (Net)</i>	43%	49%	50%	50%

f. I am not sure what to do next

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	12%	10%	9%	8%
Somewhat agree	28%	25%	21%	27%
Neither agree nor disagree	30%	31%	34%	27%
Somewhat disagree	18%	22%	22%	22%
Strongly disagree	12%	12%	13%	16%
<i>Agree (Net)</i>	40%	35%	30%	35%
<i>Disagree (Net)</i>	30%	34%	36%	38%





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g. I am changing existing plans and gathering supplies

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	14%	12%	12%	9%
Somewhat agree	36%	35%	32%	29%
Neither agree nor disagree	33%	32%	33%	31%
Somewhat disagree	12%	15%	16%	22%
Strongly disagree	5%	6%	7%	10%
<i>Agree (Net)</i>	51%	48%	43%	37%
<i>Disagree (Net)</i>	17%	21%	24%	31%

h. I am working out new routines to keep safe

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	23%	17%	24%	20%
Somewhat agree	44%	47%	43%	46%
Neither agree nor disagree	22%	24%	23%	20%
Somewhat disagree	6%	8%	6%	9%
Strongly disagree	5%	4%	4%	4%
<i>Agree (Net)</i>	67%	64%	67%	67%
<i>Disagree (Net)</i>	11%	12%	10%	13%

i. I am taking advantage of time at home

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	24%	24%	24%	23%
Somewhat agree	40%	43%	42%	43%
Neither agree nor disagree	26%	23%	25%	24%
Somewhat disagree	7%	7%	5%	8%
Strongly disagree	2%	3%	4%	3%
<i>Agree (Net)</i>	64%	67%	66%	66%
<i>Disagree (Net)</i>	10%	10%	9%	11%

j. I am frustrated by being cooped up

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	23%	23%	16%	13%
Somewhat agree	33%	32%	34%	35%
Neither agree nor disagree	22%	20%	22%	24%
Somewhat disagree	15%	16%	18%	17%
Strongly disagree	8%	9%	10%	11%
<i>Agree (Net)</i>	56%	54%	50%	48%
<i>Disagree (Net)</i>	22%	25%	28%	28%





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k. I am cautiously optimistic about the next month

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	16%	15%	14%	12%
Somewhat agree	41%	47%	44%	43%
Neither agree nor disagree	23%	21%	24%	24%
Somewhat disagree	16%	13%	13%	14%
Strongly disagree	4%	5%	5%	7%
<i>Agree (Net)</i>	<i>56%</i>	<i>62%</i>	<i>58%</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>17%</i>	<i>17%</i>	<i>21%</i>

l. I am experiencing significant disruption in my life

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	22%	18%	14%	11%
Somewhat agree	35%	34%	31%	30%
Neither agree nor disagree	22%	23%	25%	26%
Somewhat disagree	14%	16%	21%	21%
Strongly disagree	7%	9%	9%	12%
<i>Agree (Net)</i>	<i>57%</i>	<i>52%</i>	<i>45%</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>24%</i>	<i>30%</i>	<i>33%</i>

m. I am exploring new things

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	11%	10%	12%	11%
Somewhat agree	32%	36%	34%	35%
Neither agree nor disagree	36%	33%	36%	34%
Somewhat disagree	15%	16%	13%	15%
Strongly disagree	6%	5%	5%	5%
<i>Agree (Net)</i>	<i>43%</i>	<i>46%</i>	<i>46%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>21%</i>	<i>18%</i>	<i>21%</i>

n. I believe the crisis has been overblown

	4/10-13	4/17-20	4/27-28	6/23-24
Strongly agree	-	-	11%	14%
Somewhat agree	-	-	17%	18%
Neither agree nor disagree	-	-	18%	18%
Somewhat disagree	-	-	19%	19%
Strongly disagree	-	-	35%	32%
<i>Agree (Net)</i>	<i>-</i>	<i>-</i>	<i>28%</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>-</i>	<i>-</i>	<i>54%</i>	<i>50%</i>





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

	4/10-13	4/17-20	4/27-28	5/4-5	5/14-15	5/28-29	6/8-9	6/23-24
A friend or acquaintance has been tested and diagnosed with COVID-19	14%	14%	14%	12%	18%	19%	14%	22%
Someone I know suspects they have or had COVID-19	13%	14%	12%	10%	14%	13%	9%	13%
A relative has been tested and diagnosed with COVID-19	6%	6%	7%	8%	10%	10%	9%	12%
I have been tested and diagnosed with COVID-19	2%	1%	2%	2%	2%	2%	3%	3%
None of the above	70%	70%	71%	72%	63%	62%	70%	60%



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

	4/10-13	4/17-20	5/4-5	6/23-24
Home delivery or pick up from restaurants	32%	30%	36%	36%
The app from your primary bank	17%	17%	16%	21%
Home delivery of groceries	15%	11%	14%	17%
Pre-order and pick-up of groceries	13%	13%	14%	17%
Contactless payment with a smartphone	13%	12%	13%	16%
Telemedicine websites or apps	7%	8%	12%	16%
Tipping	12%	11%	12%	15%
Pre-order and pick-up of non-grocery purchases (e.g., electronics or home goods)	9%	10%	12%	14%
Credit cards by touch payment	8%	7%	8%	13%
Person-to-person payment apps	7%	7%	7%	10%
Personal grooming devices	-	-	9%	9%
Home delivery of meal preparation kit(s)	6%	5%	6%	6%
Banking services such as loans or refinance	5%	3%	4%	6%
Financial services apps from new tech banks	3%	4%	3%	6%
Home delivery of alcoholic beverages	4%	3%	5%	5%
Insurance companies	-	-	2%	4%
Investment advisors	-	-	4%	3%
Social media	44%	43%	-	-
Streaming services to watch TV shows/content	41%	42%	-	-
Instant messaging	33%	29%	-	-
Video chat with friends	33%	31%	-	-
Video conferencing services for work	14%	13%	-	-
Podcasts	9%	8%	-	-
Ride sharing service	2%	2%	-	-
None of these	17%	19%	32%	29%



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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

	6/8-9	6/23-24
Health threats related to Covid-19	52%	59%
Economic downturn	56%	55%
The outcome of the 2020 presidential election	44%	47%
Societal divisiveness or unrest	48%	39%

a. Economic downturn

	6/8-9	6/23-24
Rank 1	29%	24%
Rank 2	28%	31%
Rank 3	24%	26%
Rank 4	19%	19%
Rank 1 or 2	56%	55%

b. Health threats related to Covid-19

	6/8-9	6/23-24
Rank 1	28%	35%
Rank 2	24%	24%
Rank 3	24%	20%
Rank 4	23%	21%
Rank 1 or 2	52%	59%

c. Societal divisiveness or unrest

	6/8-9	6/23-24
Rank 1	29%	14%
Rank 2	27%	24%
Rank 3	26%	34%
Rank 4	17%	27%
Rank 1 or 2	44%	39%

d. The outcome of the 2020 presidential election

	6/8-9	6/23-24
Rank 1	30%	27%
Rank 2	27%	20%
Rank 3	22%	20%
Rank 4	21%	33%
Rank 1 or 2	48%	47%





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

Total Agree Summary

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24
If there is another wave of the virus, I don't plan to do anything differently compared to right now	66%	58%	65%	65%	63%
I am concerned that schools will close again this fall	46%	47%	52%	52%	52%
I believe we will have a "lockdown" this fall where I live	37%	40%	42%	44%	48%
I plan to stock up on food and other essentials before fall	44%	47%	43%	45%	44%
I am already changing or canceling plans for travel this fall	31%	36%	34%	38%	37%
I plan to travel this summer if it's allowed	43%	41%	42%	40%	35%
I am worried someone in my household will lose their job if there is another "lockdown"	32%	32%	33%	34%	33%
[If child in household] I am anxious about my childcare situation this summer	N=221 41%	N=307 32%	N=279 30%	N=255 29%	N=313 33%
I plan to make changes or repairs to my home in case we have to shelter in place again	25%	25%	26%	27%	27%
[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%	N=255 22%	N=313 27%
I plan to upgrade my home internet speed	18%	17%	17%	20%	22%
I plan to upgrade my "home office" by purchasing new equipment	17%	16%	18%	21%	20%

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

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24
Strongly agree	11%	12%	13%	12%	17%
Somewhat agree	26%	28%	29%	32%	31%
Neither agree nor disagree	39%	35%	36%	32%	32%
Somewhat disagree	16%	17%	14%	15%	15%
Strongly disagree	8%	7%	9%	9%	6%
<i>Agree (Net)</i>	37%	40%	42%	44%	48%
<i>Disagree (Net)</i>	25%	25%	22%	24%	21%

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

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24
Strongly agree	14%	13%	12%	14%	12%
Somewhat agree	30%	33%	31%	31%	32%
Neither agree nor disagree	32%	31%	32%	28%	27%
Somewhat disagree	17%	15%	15%	17%	18%
Strongly disagree	8%	8%	10%	10%	11%
<i>Agree (Net)</i>	44%	47%	43%	45%	44%
<i>Disagree (Net)</i>	25%	22%	25%	27%	29%



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

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24
Strongly agree	8%	7%	7%	7%	7%
Somewhat agree	18%	19%	19%	20%	20%
Neither agree nor disagree	33%	34%	31%	29%	29%
Somewhat disagree	21%	21%	22%	23%	23%
Strongly disagree	20%	20%	21%	21%	20%
<i>Agree (Net)</i>	25%	25%	26%	27%	27%
<i>Disagree (Net)</i>	41%	41%	43%	44%	43%

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

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24
Strongly agree	6%	5%	5%	5%	6%
Somewhat agree	11%	11%	12%	16%	14%
Neither agree nor disagree	27%	27%	28%	21%	22%
Somewhat disagree	26%	23%	20%	25%	24%
Strongly disagree	30%	34%	34%	34%	34%
<i>Agree (Net)</i>	17%	16%	18%	21%	20%
<i>Disagree (Net)</i>	56%	57%	54%	58%	58%

e. I plan to upgrade my home internet speed

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24
Strongly agree	6%	6%	7%	8%	7%
Somewhat agree	12%	12%	10%	12%	14%
Neither agree nor disagree	29%	32%	32%	29%	28%
Somewhat disagree	28%	26%	24%	24%	25%
Strongly disagree	24%	26%	27%	27%	26%
<i>Agree (Net)</i>	18%	17%	17%	20%	22%
<i>Disagree (Net)</i>	53%	51%	51%	51%	51%

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

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24
Strongly agree	16%	15%	17%	16%	14%
Somewhat agree	28%	26%	25%	25%	21%
Neither agree nor disagree	22%	21%	21%	20%	22%
Somewhat disagree	16%	19%	17%	19%	18%
Strongly disagree	18%	19%	20%	21%	24%
<i>Agree (Net)</i>	43%	41%	42%	40%	35%
<i>Disagree (Net)</i>	34%	38%	37%	40%	43%



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

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24
Strongly agree	13%	14%	15%	17%	16%
Somewhat agree	18%	21%	18%	22%	21%
Neither agree nor disagree	34%	33%	33%	28%	29%
Somewhat disagree	18%	16%	17%	17%	17%
Strongly disagree	17%	15%	16%	17%	17%
<i>Agree (Net)</i>	31%	36%	34%	38%	37%
<i>Disagree (Net)</i>	34%	31%	33%	33%	34%

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

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24
Strongly agree	14%	15%	20%	17%	18%
Somewhat agree	32%	32%	32%	34%	34%
Neither agree nor disagree	32%	31%	31%	28%	28%
Somewhat disagree	13%	12%	9%	11%	10%
Strongly disagree	9%	10%	8%	9%	9%
<i>Agree (Net)</i>	46%	47%	52%	52%	52%
<i>Disagree (Net)</i>	22%	22%	17%	21%	19%

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

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24
Strongly agree	24%	19%	24%	24%	23%
Somewhat agree	42%	40%	41%	40%	41%
Neither agree nor disagree	23%	25%	22%	20%	19%
Somewhat disagree	9%	11%	10%	12%	14%
Strongly disagree	3%	5%	3%	4%	4%
<i>Agree (Net)</i>	66%	58%	65%	65%	63%
<i>Disagree (Net)</i>	12%	17%	13%	16%	18%

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

	4/27-28	5/4-5	5/14-15	5/28-29	6/23-24
Strongly agree	12%	11%	12%	13%	11%
Somewhat agree	20%	21%	21%	21%	23%
Neither agree nor disagree	26%	27%	25%	20%	21%
Somewhat disagree	20%	19%	18%	18%	21%
Strongly disagree	22%	23%	24%	28%	25%
<i>Agree (Net)</i>	32%	32%	33%	34%	33%
<i>Disagree (Net)</i>	42%	41%	42%	46%	46%



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

	4/27-28 (N=221)	5/4-5 (N=307)	5/14-15 (N=279)	5/28-29 (N=255)	6/23-24 (N=313)
Strongly agree	12%	12%	12%	12%	10%
Somewhat agree	28%	20%	18%	17%	23%
Neither agree nor disagree	21%	26%	27%	20%	18%
Somewhat disagree	14%	14%	13%	15%	17%
Strongly disagree	24%	29%	29%	36%	33%
<i>Agree (Net)</i>	41%	32%	30%	29%	33%
<i>Disagree (Net)</i>	38%	43%	42%	51%	50%

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

	4/27-28 (N=221)	5/4-5 (N=307)	5/14-15 (N=279)	5/28-29 (N=255)	6/23-24 (N=313)
Strongly agree	14%	6%	9%	8%	9%
Somewhat agree	19%	14%	13%	15%	18%
Neither agree nor disagree	20%	21%	20%	16%	20%
Somewhat disagree	18%	23%	21%	17%	17%
Strongly disagree	29%	36%	36%	44%	37%
<i>Agree (Net)</i>	33%	21%	23%	22%	27%
<i>Disagree (Net)</i>	46%	59%	58%	61%	53%

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

	4/27-28	5/4-5	6/23-24
Even if it's a small amount, I can put money away each month	63%	62%	64%
I want to wait to start or grow my family until I am in better financial shape	N=389 52%	N=432 49%	N=394 51%
I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)	52%	49%	51%
I believe I will be better off than my parents	42%	42%	44%
After paying my bills, I do not have money left to spend on the things I want	35%	36%	37%
I worry about paying all of my bills each month	31%	33%	34%



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

	4/27-28	5/4-5	6/23-24
Strongly agree	13%	16%	16%
Somewhat agree	23%	20%	21%
Neither agree nor disagree	21%	23%	21%
Somewhat disagree	23%	22%	23%
Strongly disagree	20%	20%	19%
<i>Agree (Net)</i>	35%	36%	37%
<i>Disagree (Net)</i>	44%	41%	42%

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

	4/27-28	5/4-5	6/23-24
Strongly agree	25%	25%	27%
Somewhat agree	38%	37%	37%
Neither agree nor disagree	19%	19%	17%
Somewhat disagree	10%	11%	11%
Strongly disagree	8%	8%	8%
<i>Agree (Net)</i>	63%	62%	64%
<i>Disagree (Net)</i>	18%	19%	19%

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

	4/27-28	5/4-5	6/23-24
Strongly agree	15%	17%	18%
Somewhat agree	27%	26%	26%
Neither agree nor disagree	35%	34%	30%
Somewhat disagree	13%	14%	14%
Strongly disagree	10%	10%	11%
<i>Agree (Net)</i>	42%	42%	44%
<i>Disagree (Net)</i>	23%	24%	26%

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

	4/27-28	5/4-5	6/23-24
Strongly agree	13%	12%	12%
Somewhat agree	18%	21%	22%
Neither agree nor disagree	22%	21%	17%
Somewhat disagree	20%	22%	23%
Strongly disagree	27%	25%	26%
<i>Agree (Net)</i>	31%	33%	34%
<i>Disagree (Net)</i>	47%	46%	49%





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

	4/27-28 (N=389)	5/4-5 (N=432)	6/23-24 (N=394)
Strongly agree	32%	23%	28%
Somewhat agree	21%	26%	23%
Neither agree nor disagree	29%	30%	30%
Somewhat disagree	7%	7%	9%
Strongly disagree	12%	13%	10%
<i>Agree (Net)</i>	<i>52%</i>	<i>49%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>19%</i>	<i>20%</i>	<i>18%</i>

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

	4/27-28	5/4-5	6/23-24
Strongly agree	21%	18%	20%
Somewhat agree	31%	31%	31%
Neither agree nor disagree	21%	22%	18%
Somewhat disagree	14%	15%	15%
Strongly disagree	13%	14%	15%
<i>Agree (Net)</i>	<i>52%</i>	<i>49%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>29%</i>	<i>30%</i>





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12. From the following list, what is the most important to you right now in choosing where to shop most often for your grocery needs? You may choose up to five.

	6/23-24
Close to home	44%
Offers best prices	41%
Usually has what I need in stock	40%
Good for 1-stop shopping, I can get most everything in 1 trip	35%
Can get in and out quickly	33%
Trust its health and safety policies to keep me safe	29%
Store appears clean	26%
Store ensures not crowded	18%
Likely to have meat in stock	17%
Cares for its employees	14%
Likely to have milk and eggs in stock	14%
Can order online and pick up at store	14%
Likely to have household cleaning products in stock	12%
Offers healthy food options	12%
Likely to have paper products in stock	11%
Can order online and get delivered to home	11%
Has helpful employees	10%
Is an important part of the local community	7%
None of the above	4%

13. Online services have been developed by grocery stores, restaurants, car dealers, etc. through which people can buy or get service without going to a store in person. Have you tried any of these online tools for purchasing or servicing the following?

Yes Summary

	6/23-24
Restaurant food services	52%
Groceries	43%
Durable goods (e.g. cars, home appliances, furniture, etc.)	20%

a. Groceries

	6/23-24
Yes	43%
No, but I've heard of them	52%
No, I haven't heard of them	5%

b. Restaurant food services

	6/23-24
Yes	52%
No, but I've heard of them	43%
No, I haven't heard of them	5%





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c. Durable goods (e.g. cars, home appliances, furniture, etc.)

	6/23-24
Yes	20%
No, but I've heard of them	63%
No, I haven't heard of them	17%

14. **[ASK EACH BATTERY ITEM IF Q13=YES]** Which of the following statements reflects how you generally feel about the online services for each of the following?

Completely Converted Summary

	6/23-24
Groceries	N=464 43%
Restaurant food services	N=559 43%
Durable goods (e.g. cars, home appliances, furniture, etc.)	N=207 32%

a. Groceries

	6/23-24 (N=464)
I can't figure out how to use the online services	8%
They work to a degree, but I'm still not satisfied	50%
I've completely converted to new online services	43%

b. Restaurant food services

	6/23-24 (N=559)
I can't figure out how to use the online services	7%
They work to a degree, but I'm still not satisfied	50%
I've completely converted to new online services	43%

c. Durable goods (e.g. cars, home appliances, furniture, etc.)

	6/23-24 (N=207)
I can't figure out how to use the online services	10%
They work to a degree, but I'm still not satisfied	58%
I've completely converted to new online services	32%





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

	4/10-13	4/17-20	5/14-15	6/8-9	6/23-24
Family	47%	45%	42%	42%	50%
Safety	47%	46%	42%	39%	47%
Physical health	43%	44%	39%	37%	47%
Mental health	33%	32%	28%	29%	34%
Friendship	34%	31%	29%	26%	31%
Kindness	34%	31%	29%	26%	30%
Finances	21%	23%	24%	25%	30%
Happiness	30%	28%	25%	24%	29%
Comfort	22%	20%	19%	19%	24%
Trust	28%	27%	28%	23%	21%
Community	25%	25%	23%	21%	20%
Back to Basics	21%	21%	18%	19%	19%
Calm	23%	18%	17%	18%	18%
Convenience	18%	17%	15%	14%	17%
Sustainability	19%	19%	16%	14%	16%
Quality	15%	16%	12%	12%	16%
Value	15%	14%	14%	10%	16%
Fairness	15%	16%	14%	14%	15%
Experiences	14%	15%	13%	13%	13%
Privacy	13%	11%	12%	10%	11%
Local	14%	12%	10%	8%	10%
Global warming	9%	10%	9%	7%	9%
Inclusivity	6%	7%	6%	7%	9%
Variety	7%	7%	6%	5%	7%
None of the above	9%	9%	10%	8%	7%
Possessions	4%	3%	3%	3%	4%
Indulgence	4%	3%	3%	3%	3%





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16. Which of the following items would you most like to see your company provide at your workplace? You may select up to three.

	6/23-24
Hand sanitizer or wipes	57%
Mask	48%
Hand washing station	27%
Antimicrobial protective coverings on high touch areas, like countertops and doorknobs	25%
Social distancing markers on the ground or on desks	23%
Signs reminding employees to keep 6 feet apart	16%
Arrows or other indicators on the ground pointing out specific directions/traffic flow	10%
None of the above	17%

17. Which if the following company policies would you most like to see your company implement at your workplace? You may select up to three.

	6/23-24
Employees must wear masks	38%
Rapid testing for COVID-19	34%
Additional paid sick leave	32%
Mandatory temperature checks	28%
Limits on occupancy	27%
Requiring at least 6 feet of distancing	23%
Regular health and travel screenings	13%
Limit employee travel as much as possible	13%
Policy review/quiz	6%
None of the above	14%

18. Which areas inside your workspace are you most concerned about regarding your health and safety? You may select up to three.

	6/23-24
Restroom	48%
Kitchen/Cafeteria	31%
Personal workspace areas/desks	28%
Conference rooms	21%
Elevators	21%
Stairwells	11%
Office supply/storage room	10%
Mini Mart/Vending machine/Cafe	10%
Gym	8%
Parking lot / structure	5%
None of the above	22%





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19. On a scale of 1-5, with one 1 being not at all and 5 being highly extremely impactful, how much does your dependence on public transportation impact your willingness to return to work?

	6/23-24
1 – Not at all	62%
2	6%
3	10%
4	9%
5 – Extremely	10%
Don't know	2%

20. To what extent do you agree or disagree that the **beauty and grooming products** you see in stores are designed for your...

Total Agree Summary

	6/23-24
Gender	62%
Age	53%
Race/Ethnicity	47%
Weight	36%

a. Race/Ethnicity

	6/23-24
Strongly agree	20%
Somewhat agree	27%
Neither agree nor disagree	40%
Somewhat disagree	9%
Strongly disagree	4%
<i>Agree (Net)</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>13%</i>

b. Age

	6/23-24
Strongly agree	18%
Somewhat agree	36%
Neither agree nor disagree	35%
Somewhat disagree	9%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>11%</i>



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c. Weight

	6/23-24
Strongly agree	13%
Somewhat agree	22%
Neither agree nor disagree	46%
Somewhat disagree	11%
Strongly disagree	8%
<i>Agree (Net)</i>	36%
<i>Disagree (Net)</i>	19%

d. Gender

	6/23-24
Strongly agree	28%
Somewhat agree	34%
Neither agree nor disagree	29%
Somewhat disagree	6%
Strongly disagree	2%
<i>Agree (Net)</i>	62%
<i>Disagree (Net)</i>	8%

21. To what extent do you agree or disagree that the **clothing** you see in stores are designed for your...

Total Agree Summary

	6/23-24
Gender	66%
Age	52%
Weight	51%
Race/Ethnicity	41%

a. Race/Ethnicity

	6/23-24
Strongly agree	16%
Somewhat agree	24%
Neither agree nor disagree	45%
Somewhat disagree	8%
Strongly disagree	5%
<i>Agree (Net)</i>	41%
<i>Disagree (Net)</i>	14%



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b. Age

	6/23-24
Strongly agree	18%
Somewhat agree	34%
Neither agree nor disagree	34%
Somewhat disagree	11%
Strongly disagree	3%
<i>Agree (Net)</i>	52%
<i>Disagree (Net)</i>	14%

c. Weight

	6/23-24
Strongly agree	19%
Somewhat agree	32%
Neither agree nor disagree	31%
Somewhat disagree	12%
Strongly disagree	6%
<i>Agree (Net)</i>	51%
<i>Disagree (Net)</i>	18%

d. Gender

	6/23-24
Strongly agree	33%
Somewhat agree	33%
Neither agree nor disagree	28%
Somewhat disagree	4%
Strongly disagree	2%
<i>Agree (Net)</i>	66%
<i>Disagree (Net)</i>	6%

22. To what extent do you agree or disagree that the **household technology products** you see in stores are designed for your...

Total Agree Summary

	6/23-24
Age	43%
Gender	38%
Race/Ethnicity	32%
Weight	29%





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a. Race/Ethnicity

	6/23-24
Strongly agree	12%
Somewhat agree	20%
Neither agree nor disagree	52%
Somewhat disagree	8%
Strongly disagree	8%
<i>Agree (Net)</i>	32%
<i>Disagree (Net)</i>	16%

b. Age

	6/23-24
Strongly agree	14%
Somewhat agree	30%
Neither agree nor disagree	43%
Somewhat disagree	10%
Strongly disagree	4%
<i>Agree (Net)</i>	43%
<i>Disagree (Net)</i>	14%

c. Weight

	6/23-24
Strongly agree	11%
Somewhat agree	18%
Neither agree nor disagree	54%
Somewhat disagree	9%
Strongly disagree	8%
<i>Agree (Net)</i>	29%
<i>Disagree (Net)</i>	18%

d. Gender

	6/23-24
Strongly agree	13%
Somewhat agree	25%
Neither agree nor disagree	49%
Somewhat disagree	7%
Strongly disagree	5%
<i>Agree (Net)</i>	38%
<i>Disagree (Net)</i>	12%





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23. Now, for something different. In general, what industries area best in their approaches to promote diversity?

	6/8-9	6/23-24
Social media platforms	21%	29%
Grocery stores	29%	28%
Restaurants	25%	26%
Healthcare providers	23%	23%
Food and Beverage Companies	13%	17%
Banking	11%	12%
Health Insurance	10%	12%
Telecommunications companies	11%	11%
Automotive	7%	8%
Pharmaceuticals	7%	6%
Payment or credit card companies	5%	6%
Property Insurance	3%	3%
None of these	30%	27%

24. How much do you agree or disagree with the following statements?

Total Agree Summary

	6/23-24
More companies have spoken out about racism than I expected	59%
It is not enough for companies to speak out against racial injustice	51%
My employer is actively working to promote racial equality in the workplace	N=552 50%
I am more likely to purchase something from a company that has taken a public stand against racism	45%
My employer has not done or said anything to address racial equality in the workplace	N=552 30%

a. I am more likely to purchase something from a company that has taken a public stand against racism

	6/23-24
Strongly agree	22%
Somewhat agree	24%
Neither agree nor disagree	35%
Somewhat disagree	9%
Strongly disagree	11%
<i>Agree (Net)</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>20%</i>



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- b. **[IF EMPLOYED FULL-TIME OR PART TIME]** My employer is actively working to promote racial equality in the workplace

	6/23-24 (N=552)
Strongly agree	22%
Somewhat agree	28%
Neither agree nor disagree	39%
Somewhat disagree	6%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>11%</i>

- c. **[IF EMPLOYED FULL-TIME OR PART TIME]** My employer has not done or said anything to address racial equality in the workplace

	6/23-24 (N=552)
Strongly agree	11%
Somewhat agree	19%
Neither agree nor disagree	30%
Somewhat disagree	19%
Strongly disagree	21%
<i>Agree (Net)</i>	<i>30%</i>
<i>Disagree (Net)</i>	<i>40%</i>

- d. More companies have spoken out about racism than I expected

	6/23-24
Strongly agree	19%
Somewhat agree	40%
Neither agree nor disagree	30%
Somewhat disagree	9%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>12%</i>

- e. It is not enough for companies to speak out against racial injustice

	6/23-24
Strongly agree	22%
Somewhat agree	30%
Neither agree nor disagree	30%
Somewhat disagree	9%
Strongly disagree	9%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>18%</i>





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About the Study

These are some of the findings of the eighth wave of an Ipsos poll conducted between June 23-24, 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, the sixth wave was conducted May 28-29, 2020, and the seventh wave was conducted June 8-9, 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, sixth, and seventh 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

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