



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, July 24, 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)	7/21-22 (N=1,115)
Very high threat	14%	10%	15%	15%	13%	12%	12%	14%	15%
High threat	22%	22%	17%	19%	18%	18%	16%	17%	19%
Moderate threat	35%	35%	34%	35%	36%	34%	32%	34%	36%
Low threat	16%	21%	20%	17%	18%	20%	23%	20%	19%
Very low threat	10%	10%	11%	11%	12%	14%	16%	12%	10%
Don't know	2%	2%	3%	2%	3%	2%	2%	2%	1%
<i>High threat (Net)</i>	36%	32%	32%	34%	31%	30%	28%	31%	34%
<i>Low threat (Net)</i>	26%	31%	31%	28%	30%	34%	38%	33%	29%

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

	4/10-13	4/17-20	4/27-28	5/4-5	5/14-15	7/21-22
Restaurants and bars are allowed to remain open under reduced capacity or "take-out only"	64%	62%	56%	57%	56%	64%
Retail stores are open under limited hours or capacity	38%	34%	32%	41%	41%	61%
Retail stores are closed but promoting online site/delivery	49%	54%	47%	41%	38%	13%
The majority of restaurants and bars are completely closed	52%	49%	48%	44%	35%	15%
[IF EMPLOYED FULL-TIME OR PART TIME] 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%	(N=600) 30%
All stores, except grocery stores and pharmacies, are closed	54%	52%	47%	40%	32%	9%
[IF EMPLOYED FULL-TIME OR PART TIME] 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%	(N=600) 26%
None of the above	2%	2%	4%	3%	4%	8%



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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?

	4/27-28	5/4-5	5/14-15	5/28-29	6/8-9	6/23-24	7/21-22
The pandemic has not reached my area, and so far there are no restrictions	2%	2%	2%	2%	3%	3%	3%
I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	5%	6%	5%	5%	5%	7%	11%
I am reacting day-by-day to the restrictions and establishing new routines	17%	18%	16%	13%	15%	17%	20%
I have adapted to the restrictions and settled into new routines	41%	41%	33%	37%	27%	33%	38%
It seems restrictions will soon be lifted in my area	-	17%	22%	18%	21%	9%	4%
I am starting to do some things again that used to be restricted	-	5%	10%	13%	10%	18%	12%
I am doing most of the things I used to do pre-COVID		8%	7%	8%	6%	9%	8%
I feel the pandemic is behind me and am moving on with life	4%	3%	5%	4%	3%	4%	4%

4. 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	7/21-22
I'm stuck about what to do next	9%	10%	7%	7%	7%	10%
I have a lot of uncertainty	33%	30%	28%	30%	32%	32%
I have some uncertainty	44%	42%	48%	46%	46%	46%
I have no uncertainty	15%	18%	18%	18%	15%	12%

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.

	5/4-5	5/14-15	5/28-29	6/8-9	6/23-24	7/21-22
5 - Intolerable	8%	8%	5%	6%	6%	7%
4	19%	19%	16%	13%	15%	15%
3	44%	41%	43%	45%	44%	47%
2	20%	21%	24%	24%	23%	22%
1 - Not a problem at all	10%	12%	12%	12%	12%	9%



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



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7. 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	7/21-22
I am staying home except for necessities (e.g., food) or work	85%	85%	81%	69%	69%
I am working out new routines to keep safe	67%	64%	67%	67%	66%
I am taking advantage of time at home	64%	67%	66%	66%	62%
I am frustrated by being cooped up	56%	54%	50%	48%	49%
I am cautiously optimistic about the next month	56%	62%	58%	55%	48%
I have been avoiding shopping at physical stores	63%	61%	56%	47%	48%
I am exploring new things	43%	46%	46%	45%	43%
I am experiencing significant disruption in my life	57%	52%	45%	41%	43%
I am changing existing plans and gathering supplies	51%	48%	43%	37%	40%
I am disinfecting the packaging that is delivered to my home	52%	47%	47%	35%	36%
I am not sure what to do next	40%	35%	30%	35%	35%
I believe the crisis has been overblown	-	-	28%	32%	29%
I'm afraid to go out for necessities or work	42%	35%	33%	29%	29%
I am having a harder time than usual paying my bills each month	31%	26%	27%	27%	26%

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	7/21-22
Strongly agree	55%	49%	47%	33%	32%
Somewhat agree	30%	36%	33%	36%	37%
Neither agree nor disagree	8%	9%	11%	14%	14%
Somewhat disagree	4%	4%	5%	11%	11%
Strongly disagree	2%	2%	3%	6%	6%
<i>Agree (Net)</i>	<i>85%</i>	<i>85%</i>	<i>81%</i>	<i>69%</i>	<i>69%</i>
<i>Disagree (Net)</i>	<i>6%</i>	<i>6%</i>	<i>8%</i>	<i>17%</i>	<i>18%</i>

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

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22
Strongly agree	15%	10%	9%	8%	9%
Somewhat agree	28%	25%	23%	21%	20%
Neither agree nor disagree	20%	22%	21%	18%	20%
Somewhat disagree	22%	26%	25%	27%	28%
Strongly disagree	15%	17%	21%	25%	23%
<i>Agree (Net)</i>	<i>42%</i>	<i>35%</i>	<i>33%</i>	<i>29%</i>	<i>29%</i>
<i>Disagree (Net)</i>	<i>38%</i>	<i>43%</i>	<i>46%</i>	<i>52%</i>	<i>51%</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	7/21-22
Strongly agree	29%	27%	25%	19%	17%
Somewhat agree	34%	34%	31%	28%	30%
Neither agree nor disagree	18%	17%	18%	17%	18%
Somewhat disagree	13%	14%	17%	22%	21%
Strongly disagree	6%	8%	10%	14%	14%
<i>Agree (Net)</i>	63%	61%	56%	47%	48%
<i>Disagree (Net)</i>	18%	21%	27%	35%	34%

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

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22
Strongly agree	27%	23%	23%	15%	16%
Somewhat agree	24%	24%	23%	20%	21%
Neither agree nor disagree	21%	22%	20%	21%	19%
Somewhat disagree	17%	18%	19%	23%	23%
Strongly disagree	10%	13%	14%	21%	21%
<i>Agree (Net)</i>	52%	47%	47%	35%	36%
<i>Disagree (Net)</i>	27%	31%	33%	44%	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	7/21-22
Strongly agree	13%	11%	11%	9%	11%
Somewhat agree	18%	15%	16%	18%	16%
Neither agree nor disagree	26%	25%	23%	23%	23%
Somewhat disagree	18%	23%	21%	20%	21%
Strongly disagree	25%	26%	29%	29%	30%
<i>Agree (Net)</i>	31%	26%	27%	27%	26%
<i>Disagree (Net)</i>	43%	49%	50%	50%	51%

f. I am not sure what to do next

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22
Strongly agree	12%	10%	9%	8%	10%
Somewhat agree	28%	25%	21%	27%	25%
Neither agree nor disagree	30%	31%	34%	27%	30%
Somewhat disagree	18%	22%	22%	22%	22%
Strongly disagree	12%	12%	13%	16%	13%
<i>Agree (Net)</i>	40%	35%	30%	35%	35%
<i>Disagree (Net)</i>	30%	34%	36%	38%	35%





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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	7/21-22
Strongly agree	14%	12%	12%	9%	8%
Somewhat agree	36%	35%	32%	29%	32%
Neither agree nor disagree	33%	32%	33%	31%	32%
Somewhat disagree	12%	15%	16%	22%	20%
Strongly disagree	5%	6%	7%	10%	8%
<i>Agree (Net)</i>	<i>51%</i>	<i>48%</i>	<i>43%</i>	<i>37%</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>21%</i>	<i>24%</i>	<i>31%</i>	<i>28%</i>

h. I am working out new routines to keep safe

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22
Strongly agree	23%	17%	24%	20%	19%
Somewhat agree	44%	47%	43%	46%	47%
Neither agree nor disagree	22%	24%	23%	20%	22%
Somewhat disagree	6%	8%	6%	9%	8%
Strongly disagree	5%	4%	4%	4%	4%
<i>Agree (Net)</i>	<i>67%</i>	<i>64%</i>	<i>67%</i>	<i>67%</i>	<i>66%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>12%</i>	<i>10%</i>	<i>13%</i>	<i>12%</i>

i. I am taking advantage of time at home

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22
Strongly agree	24%	24%	24%	23%	21%
Somewhat agree	40%	43%	42%	43%	41%
Neither agree nor disagree	26%	23%	25%	24%	27%
Somewhat disagree	7%	7%	5%	8%	7%
Strongly disagree	2%	3%	4%	3%	3%
<i>Agree (Net)</i>	<i>64%</i>	<i>67%</i>	<i>66%</i>	<i>66%</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>10%</i>	<i>9%</i>	<i>11%</i>	<i>11%</i>

j. I am frustrated by being cooped up

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22
Strongly agree	23%	23%	16%	13%	14%
Somewhat agree	33%	32%	34%	35%	35%
Neither agree nor disagree	22%	20%	22%	24%	25%
Somewhat disagree	15%	16%	18%	17%	18%
Strongly disagree	8%	9%	10%	11%	8%
<i>Agree (Net)</i>	<i>56%</i>	<i>54%</i>	<i>50%</i>	<i>48%</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>25%</i>	<i>28%</i>	<i>28%</i>	<i>26%</i>





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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	7/21-22
Strongly agree	16%	15%	14%	12%	11%
Somewhat agree	41%	47%	44%	43%	37%
Neither agree nor disagree	23%	21%	24%	24%	28%
Somewhat disagree	16%	13%	13%	14%	18%
Strongly disagree	4%	5%	5%	7%	7%
<i>Agree (Net)</i>	<i>56%</i>	<i>62%</i>	<i>58%</i>	<i>55%</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>17%</i>	<i>17%</i>	<i>21%</i>	<i>25%</i>

l. I am experiencing significant disruption in my life

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22
Strongly agree	22%	18%	14%	11%	12%
Somewhat agree	35%	34%	31%	30%	31%
Neither agree nor disagree	22%	23%	25%	26%	25%
Somewhat disagree	14%	16%	21%	21%	23%
Strongly disagree	7%	9%	9%	12%	9%
<i>Agree (Net)</i>	<i>57%</i>	<i>52%</i>	<i>45%</i>	<i>41%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>24%</i>	<i>30%</i>	<i>33%</i>	<i>32%</i>

m. I am exploring new things

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22
Strongly agree	11%	10%	12%	11%	11%
Somewhat agree	32%	36%	34%	35%	32%
Neither agree nor disagree	36%	33%	36%	34%	33%
Somewhat disagree	15%	16%	13%	15%	17%
Strongly disagree	6%	5%	5%	5%	6%
<i>Agree (Net)</i>	<i>43%</i>	<i>46%</i>	<i>46%</i>	<i>45%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>21%</i>	<i>18%</i>	<i>21%</i>	<i>23%</i>

n. I believe the crisis has been overblown

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22
Strongly agree	-	-	11%	14%	13%
Somewhat agree	-	-	17%	18%	16%
Neither agree nor disagree	-	-	18%	18%	19%
Somewhat disagree	-	-	19%	19%	18%
Strongly disagree	-	-	35%	32%	34%
<i>Agree (Net)</i>	<i>-</i>	<i>-</i>	<i>28%</i>	<i>32%</i>	<i>29%</i>
<i>Disagree (Net)</i>	<i>-</i>	<i>-</i>	<i>54%</i>	<i>50%</i>	<i>52%</i>





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8. 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	7/21-22
A friend or acquaintance has been tested and diagnosed with COVID-19	14%	14%	14%	12%	18%	19%	14%	22%	28%
Someone I know suspects they have or had COVID-19	13%	14%	12%	10%	14%	13%	9%	13%	16%
A relative has been tested and diagnosed with COVID-19	6%	6%	7%	8%	10%	10%	9%	12%	14%
I have been tested and diagnosed with COVID-19	2%	1%	2%	2%	2%	2%	3%	3%	4%
None of the above	70%	70%	71%	72%	63%	62%	70%	60%	52%



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9. 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	7/21-22
Social media	44%	43%	-	-	38%
Streaming services to watch TV shows/content	41%	42%	-	-	35%
Home delivery or pick up from restaurants	32%	30%	36%	36%	31%
Video chat with friends	33%	31%	-	-	29%
Video conferencing services for work	14%	13%	-	-	(N=600) 27%
Instant messaging	33%	29%	-	-	25%
The app from your primary bank	17%	17%	16%	21%	16%
Home delivery of groceries	15%	11%	14%	17%	15%
Pre-order and pick-up of groceries	13%	13%	14%	17%	15%
Contactless payment with a smartphone	13%	12%	13%	16%	13%
Credit cards by touch payment	8%	7%	8%	13%	13%
Telemedicine websites or apps	7%	8%	12%	16%	12%
Tipping	12%	11%	12%	15%	12%
Pre-order and pick-up of non-grocery purchases (e.g., electronics or home goods)	9%	10%	12%	14%	12%
Podcasts	9%	8%	-	-	10%
Personal grooming devices	-	-	9%	9%	8%
Person-to-person payment apps	7%	7%	7%	10%	6%
Home delivery of alcoholic beverages	4%	3%	5%	5%	6%
Home delivery of meal preparation kit(s)	6%	5%	6%	6%	5%
Banking services such as loans or refinance	5%	3%	4%	6%	5%
Financial services apps from new tech banks	3%	4%	3%	6%	4%
Insurance companies	-	-	2%	4%	3%
Investment advisors	-	-	4%	3%	3%
Ride sharing service	2%	2%	-	-	3%
None of these	17%	19%	32%	29%	17%





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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	7/21-22
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%	59%
I believe we will have a "lockdown" this fall where I live	37%	40%	42%	44%	48%	48%
I am concerned that schools will not reopen this fall <i>*Wording for previous waves: I am concerned that schools will close again this fall</i>	46%*	47%*	52%*	52%*	52%*	47%
I am already changing or canceling plans for travel this fall	31%	36%	34%	38%	37%	47%
I plan to stock up on food and other essentials before fall	44%	47%	43%	45%	44%	40%
After paying my bills, I do not have money left to spend on the things I want	35%	36%	-	-	37%	32%
I am worried someone in my household will lose their job if there is another "lockdown"	32%	32%	33%	34%	33%	30%
I plan to make changes or repairs to my home in case we have to shelter in place again	25%	25%	26%	27%	27%	25%
I plan to upgrade my "home office" by purchasing new equipment	17%	16%	18%	21%	20%	18%

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	7/21-22
Strongly agree	11%	12%	13%	12%	17%	15%
Somewhat agree	26%	28%	29%	32%	31%	33%
Neither agree nor disagree	39%	35%	36%	32%	32%	31%
Somewhat disagree	16%	17%	14%	15%	15%	13%
Strongly disagree	8%	7%	9%	9%	6%	8%
Agree (Net)	37%	40%	42%	44%	48%	48%
Disagree (Net)	25%	25%	22%	24%	21%	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	7/21-22
Strongly agree	14%	13%	12%	14%	12%	11%
Somewhat agree	30%	33%	31%	31%	32%	30%
Neither agree nor disagree	32%	31%	32%	28%	27%	33%
Somewhat disagree	17%	15%	15%	17%	18%	18%
Strongly disagree	8%	8%	10%	10%	11%	9%
Agree (Net)	44%	47%	43%	45%	44%	40%
Disagree (Net)	25%	22%	25%	27%	29%	27%



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

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	7/21-22
Strongly agree	6%	5%	5%	5%	6%	6%
Somewhat agree	11%	11%	12%	16%	14%	12%
Neither agree nor disagree	27%	27%	28%	21%	22%	21%
Somewhat disagree	26%	23%	20%	25%	24%	28%
Strongly disagree	30%	34%	34%	34%	34%	33%
<i>Agree (Net)</i>	<i>17%</i>	<i>16%</i>	<i>18%</i>	<i>21%</i>	<i>20%</i>	<i>18%</i>
<i>Disagree (Net)</i>	<i>56%</i>	<i>57%</i>	<i>54%</i>	<i>58%</i>	<i>58%</i>	<i>61%</i>

e. 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	7/21-22
Strongly agree	13%	14%	15%	17%	16%	20%
Somewhat agree	18%	21%	18%	22%	21%	27%
Neither agree nor disagree	34%	33%	33%	28%	29%	28%
Somewhat disagree	18%	16%	17%	17%	17%	13%
Strongly disagree	17%	15%	16%	17%	17%	11%
<i>Agree (Net)</i>	<i>31%</i>	<i>36%</i>	<i>34%</i>	<i>38%</i>	<i>37%</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>31%</i>	<i>33%</i>	<i>33%</i>	<i>34%</i>	<i>25%</i>

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

**Wording for previous waves: 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*	7/21-22
Strongly agree	14%	15%	20%	17%	18%	16%
Somewhat agree	32%	32%	32%	34%	34%	32%
Neither agree nor disagree	32%	31%	31%	28%	28%	30%
Somewhat disagree	13%	12%	9%	11%	10%	12%
Strongly disagree	9%	10%	8%	9%	9%	10%
<i>Agree (Net)</i>	<i>46%</i>	<i>47%</i>	<i>52%</i>	<i>52%</i>	<i>52%</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>22%</i>	<i>22%</i>	<i>17%</i>	<i>21%</i>	<i>19%</i>	<i>22%</i>



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- g. 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	7/21-22
Strongly agree	24%	19%	24%	24%	23%	18%
Somewhat agree	42%	40%	41%	40%	41%	41%
Neither agree nor disagree	23%	25%	22%	20%	19%	22%
Somewhat disagree	9%	11%	10%	12%	14%	15%
Strongly disagree	3%	5%	3%	4%	4%	3%
<i>Agree (Net)</i>	66%	58%	65%	65%	63%	59%
<i>Disagree (Net)</i>	12%	17%	13%	16%	18%	18%

- h. 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	7/21-22
Strongly agree	12%	11%	12%	13%	11%	10%
Somewhat agree	20%	21%	21%	21%	23%	20%
Neither agree nor disagree	26%	27%	25%	20%	21%	24%
Somewhat disagree	20%	19%	18%	18%	21%	21%
Strongly disagree	22%	23%	24%	28%	25%	25%
<i>Agree (Net)</i>	32%	32%	33%	34%	33%	30%
<i>Disagree (Net)</i>	42%	41%	42%	46%	46%	47%

- i. 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	7/21-22
Strongly agree	13%	16%	16%	13%
Somewhat agree	23%	20%	21%	19%
Neither agree nor disagree	21%	23%	21%	19%
Somewhat disagree	23%	22%	23%	27%
Strongly disagree	20%	20%	19%	22%
<i>Agree (Net)</i>	35%	36%	37%	32%
<i>Disagree (Net)</i>	44%	41%	42%	49%





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11. Since the COVID-19 crisis began, have you tried a brand, product or service that you had never used before for the categories below? Select all that apply.

Category Summary

	4/10-13	4/17-20	5/4-5	7/21-22
Food Categories of Any Kind	16%	16%	16%	25%
Entertainment	13%	12%	13%	21%
Paper Products of Any Kind	15%	14%	14%	19%
Alcoholic Drinks of Any Kind	7%	7%	8%	12%
Grooming & Beauty of Any Kind	6%	7%	8%	12%
Medication of Any Kind	5%	7%	8%	11%
New Apps <i>*Wave 1-2 Wording: News App of Any Kind</i>	12%*	14%*	16%*	9%
Pet Care of Any Kind	6%	4%	6%	9%
Gasoline or Fuel	5%	5%	4%	6%
Insurance Services of Any Kind	2%	2%	3%	4%
Telephone or Internet Service Providers	2%	3%	5%	4%
None of these	60%	63%	57%	51%

	4/10-13	4/17-20	5/4-5	7/21-22
Food Categories of Any Kind	16%	16%	16%	25%
Take-out from a restaurant you hadn't previously tried take-out from	-	-	-	11%
Snacks (Chips, Sweets, Etc.)	7%	6%	8%	10%
Staple Foods (Bread, Milk, Eggs, Etc.)	8%	7%	6%	9%
Frozen Food	8%	7%	7%	9%
Canned Food	6%	6%	5%	8%
Microwaveable Meals	4%	5%	4%	6%
Food delivery apps	-	-	-	6%
Grocery delivery apps	-	-	-	6%
Nutrition Drinks And Bars	3%	2%	3%	4%
Prepared Foods	3%	3%	4%	4%



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	4/10-13	4/17-20	5/4-5	7/21-22
Entertainment	13%	12%	13%	21%
Streaming Services (E.G Netflix, Amazon Prime, Disney +, Hulu, Quibi)	7%	9%	8%	15%
Streaming Devices	3%	2%	2%	5%
Video Game Purchases	2%	2%	1%	4%
Movie Purchases	3%	1%	2%	3%
Movie Rentals	2%	3%	3%	3%
Basic Cable Services	1%	2%	1%	2%
E-Books	1%	1%	2%	2%
Video game rentals	1%	1%	1%	1%
Paper Products of Any Kind	15%	14%	14%	19%
Toilet Paper	12%	12%	12%	17%
Paper Towels	9%	7%	8%	13%
Tissues	4%	2%	4%	5%
Diapers	1%	1%	1%	1%
Alcoholic Drinks of Any Kind	7%	7%	8%	12%
Wine	4%	3%	4%	5%
Beer	3%	3%	3%	5%
Hard Seltzer Or Cider	2%	2%	3%	5%
Spirits	2%	2%	3%	4%
Grooming & Beauty of Any Kind	6%	7%	8%	12%
Soap And Shampoo	4%	5%	5%	9%
Facial Care, Including Make-Up, Shaving And Moisturizing	3%	4%	4%	7%
Medication of Any Kind	5%	7%	8%	11%
Prescription Medication	2%	3%	3%	5%
Non Prescription Medication	3%	3%	3%	4%
Allergy relief	1%	1%	2%	4%
Pain medicine	1%	2%	2%	3%
Respiratory medicine	*	1%	2%	2%
News Apps *Wave 1-2 Wording: New Apps Of Any Kind	12%	14%	16%	9%
News subscriptions (e.g. online newspapers or magazines)	1%	1%	1%	1%
Pet Care of Any Kind	6%	4%	6%	9%
Gasoline or Fuel	5%	5%	4%	6%
Insurance Services Of Any Kind	2%	2%	3%	4%
Telephone or Internet Service Providers	2%	3%	5%	4%
None of these	60%	63%	57%	51%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

Total Agree Summary

	4/10-13	4/17-20	4/27-28	7/21-22
I am keeping up with my usual grooming habits	64%	64%	63%	65%
I drive my personal vehicle less	74%	72%	70%	63%
I am currently trying to eat healthier	52%	51%	52%	58%
I miss my old routines	68%	61%	61%	57%
I am cooking from scratch more	52%	53%	52%	50%
I have new routines for grocery shopping that I hope to continue	40%	38%	44%	44%
I am keeping up with my usual exercise routine	43%	41%	44%	43%
I have new cooking routines that I hope to continue	39%	38%	41%	39%
I have new exercise routines that I hope to continue	34%	31%	35%	36%
I am exercising more	32%	27%	34%	32%
I have new routines for grooming and personal care that I hope to continue	26%	26%	30%	31%

a. I am currently trying to eat healthier

	4/10-13	4/17-20	4/27-28	7/21-22
Strongly agree	16%	15%	17%	18%
Somewhat agree	36%	36%	35%	40%
Neither agree nor disagree	31%	30%	32%	25%
Somewhat disagree	10%	12%	9%	10%
Strongly disagree	7%	6%	6%	6%
Don't know	*	1%	1%	1%
<i>Agree (Net)</i>	<i>52%</i>	<i>51%</i>	<i>52%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>18%</i>	<i>15%</i>	<i>16%</i>

b. I am keeping up with my usual grooming habits

	4/10-13	4/17-20	4/27-28	7/21-22
Strongly agree	27%	24%	26%	25%
Somewhat agree	37%	40%	37%	41%
Neither agree nor disagree	16%	15%	17%	16%
Somewhat disagree	14%	14%	13%	13%
Strongly disagree	5%	6%	5%	5%
Don't know	*	1%	1%	*
<i>Agree (Net)</i>	<i>64%</i>	<i>64%</i>	<i>63%</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>20%</i>	<i>18%</i>	<i>18%</i>





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c. I am keeping up with my usual exercise routine

	4/10-13	4/17-20	4/27-28	7/21-22
Strongly agree	17%	14%	15%	15%
Somewhat agree	25%	27%	29%	28%
Neither agree nor disagree	30%	26%	27%	27%
Somewhat disagree	14%	17%	15%	15%
Strongly disagree	13%	15%	13%	14%
Don't know	*	1%	2%	2%
<i>Agree (Net)</i>	<i>43%</i>	<i>41%</i>	<i>44%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>31%</i>	<i>27%</i>	<i>29%</i>

d. I am exercising more

	4/10-13	4/17-20	4/27-28	7/21-22
Strongly agree	13%	9%	12%	11%
Somewhat agree	19%	18%	22%	21%
Neither agree nor disagree	28%	27%	24%	24%
Somewhat disagree	20%	22%	21%	21%
Strongly disagree	19%	23%	20%	21%
Don't know	1%	1%	2%	1%
<i>Agree (Net)</i>	<i>32%</i>	<i>27%</i>	<i>34%</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>39%</i>	<i>45%</i>	<i>41%</i>	<i>42%</i>

e. I drive my personal vehicle less

	4/10-13	4/17-20	4/27-28	7/21-22
Strongly agree	46%	44%	44%	33%
Somewhat agree	27%	27%	26%	30%
Neither agree nor disagree	13%	14%	14%	17%
Somewhat disagree	5%	5%	7%	10%
Strongly disagree	6%	7%	7%	8%
Don't know	1%	3%	3%	2%
<i>Agree (Net)</i>	<i>74%</i>	<i>72%</i>	<i>70%</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>12%</i>	<i>14%</i>	<i>18%</i>





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f. I am cooking from scratch more

	4/10-13	4/17-20	4/27-28	7/21-22
Strongly agree	19%	19%	21%	18%
Somewhat agree	32%	34%	32%	32%
Neither agree nor disagree	28%	24%	25%	23%
Somewhat disagree	11%	12%	12%	15%
Strongly disagree	10%	9%	9%	11%
Don't know	*	2%	2%	1%
<i>Agree (Net)</i>	<i>52%</i>	<i>53%</i>	<i>52%</i>	<i>50%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>22%</i>	<i>21%</i>	<i>26%</i>

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

	4/10-13	4/17-20	4/27-28	7/21-22
Strongly agree	13%	10%	13%	12%
Somewhat agree	21%	21%	22%	24%
Neither agree nor disagree	31%	29%	29%	26%
Somewhat disagree	18%	18%	17%	20%
Strongly disagree	16%	19%	17%	17%
Don't know	1%	2%	2%	1%
<i>Agree (Net)</i>	<i>34%</i>	<i>31%</i>	<i>35%</i>	<i>36%</i>
<i>Disagree (Net)</i>	<i>34%</i>	<i>38%</i>	<i>33%</i>	<i>37%</i>

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

	4/10-13	4/17-20	4/27-28	7/21-22
Strongly agree	12%	10%	14%	12%
Somewhat agree	27%	28%	27%	27%
Neither agree nor disagree	38%	33%	34%	30%
Somewhat disagree	13%	16%	12%	17%
Strongly disagree	9%	11%	11%	12%
Don't know	1%	2%	2%	1%
<i>Agree (Net)</i>	<i>39%</i>	<i>38%</i>	<i>41%</i>	<i>39%</i>
<i>Disagree (Net)</i>	<i>23%</i>	<i>28%</i>	<i>23%</i>	<i>29%</i>





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

	4/10-13	4/17-20	4/27-28	7/21-22
Strongly agree	14%	12%	14%	13%
Somewhat agree	26%	26%	30%	31%
Neither agree nor disagree	31%	30%	30%	30%
Somewhat disagree	17%	19%	16%	16%
Strongly disagree	11%	11%	9%	9%
Don't know	1%	1%	2%	1%
<i>Agree (Net)</i>	<i>40%</i>	<i>38%</i>	<i>44%</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>30%</i>	<i>24%</i>	<i>25%</i>

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

	4/10-13	4/17-20	4/27-28	7/21-22
Strongly agree	10%	10%	12%	10%
Somewhat agree	16%	17%	19%	21%
Neither agree nor disagree	37%	30%	33%	31%
Somewhat disagree	19%	24%	20%	21%
Strongly disagree	17%	18%	14%	16%
Don't know	1%	1%	2%	2%
<i>Agree (Net)</i>	<i>26%</i>	<i>26%</i>	<i>30%</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>42%</i>	<i>35%</i>	<i>37%</i>

k. I miss my old routines

	4/10-13	4/17-20	4/27-28	7/21-22
Strongly agree	34%	27%	26%	21%
Somewhat agree	34%	34%	35%	36%
Neither agree nor disagree	20%	24%	23%	25%
Somewhat disagree	7%	9%	9%	11%
Strongly disagree	4%	5%	5%	6%
Don't know	1%	1%	1%	1%
<i>Agree (Net)</i>	<i>68%</i>	<i>61%</i>	<i>61%</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>14%</i>	<i>14%</i>	<i>17%</i>

13. [IF EMPLOYED FULL-TIME OR PART TIME] When all the coronavirus-related stay at home orders end, do you expect your work commute to change?

	7/21-22 (N=600)
Yes	33%
No	53%
Don't know	13%





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14. [IF EMPLOYED FULL-TIME OR PART TIME AND Q13=YES] How do you expect your work commute to change?

	7/21-22 (N=196)
I expect to drive to work more often	46%
I expect to walk or bike more often	18%
I expect to take public transportation (bus or rail) more often	17%
I expect to commute less, in any form, because I will be working from home more frequently	24%
Don't know	9%

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

a. Automobile

	4/10-13	4/17-20	5/4-5	7/21-22
I am not in the market for this product	74%	75%	68%	71%
I have delayed shopping, and will wait for some time before I resume	13%	13%	15%	13%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	9%	8%	11%	8%
I am still looking to make a purchase now	4%	4%	5%	8%

b. Home

	4/10-13	4/17-20	5/4-5	7/21-22
I am not in the market for this product	75%	75%	69%	75%
I have delayed shopping, and will wait for some time before I resume	13%	12%	14%	10%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	8%	9%	10%	9%
I am still looking to make a purchase now	4%	4%	7%	7%

c. Tech equipment

	4/10-13	4/17-20	5/4-5	7/21-22
I am not in the market for this product	70%	70%	66%	67%
I have delayed shopping, and will wait for some time before I resume	16%	16%	17%	15%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	9%	8%	10%	9%
I am still looking to make a purchase now	5%	5%	8%	9%

d. Mobile phone

	4/10-13	4/17-20	5/4-5	7/21-22
I am not in the market for this product	73%	72%	68%	69%
I have delayed shopping, and will wait for some time before I resume	13%	12%	14%	12%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	10%	10%	11%	10%
I am still looking to make a purchase now	4%	6%	7%	9%



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e. Home improvement

	4/10-13	4/17-20	5/4-5	7/21-22
I am not in the market for this product	53%	60%	50%	56%
I have delayed shopping, and will wait for some time before I resume	23%	18%	21%	17%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	15%	14%	16%	13%
I am still looking to make a purchase now	9%	9%	13%	15%

f. Appliances

	4/10-13	4/17-20	5/4-5	7/21-22
I am not in the market for this product	71%	73%	68%	68%
I have delayed shopping, and will wait for some time before I resume	14%	13%	15%	16%
I have delayed shopping, but will resume as soon as there is improvement in the crisis	10%	9%	11%	7%
I am still looking to make a purchase now	5%	5%	7%	9%

16. 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	7/21-22
Restaurant food services	52%	47%
Groceries	43%	42%
Durable goods (e.g. cars, home appliances, furniture, etc.)	20%	20%

a. Groceries

	6/23-24	7/21-22
Yes	43%	42%
No, but I've heard of them	52%	53%
No, I haven't heard of them	5%	6%

b. Restaurant food services

	6/23-24	7/21-22
Yes	52%	47%
No, but I've heard of them	43%	46%
No, I haven't heard of them	5%	7%

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

	6/23-24	7/21-22
Yes	20%	20%
No, but I've heard of them	63%	61%
No, I haven't heard of them	17%	19%





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17. [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	7/21-22
Restaurant food services	N=559 43%	N=523 43%
Groceries	N=464 43%	N=463 42%
Durable goods (e.g. cars, home appliances, furniture, etc.)	N=207 32%	N=204 36%

a. Groceries

	6/23-24 (N=464)	7/21-22 (N=463)
I can't figure out how to use the online services	8%	8%
They work to a degree, but I'm still not satisfied	50%	50%
I've completely converted to new online services	43%	42%

b. Restaurant food services

	6/23-24 (N=559)	7/21-22 (N=523)
I can't figure out how to use the online services	7%	5%
They work to a degree, but I'm still not satisfied	50%	52%
I've completely converted to new online services	43%	43%

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

	6/23-24 (N=207)	7/21-22 (N=204)
I can't figure out how to use the online services	10%	12%
They work to a degree, but I'm still not satisfied	58%	51%
I've completely converted to new online services	32%	36%





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18. Thinking about the services and activities that are more restricted in the current environment, which of the following do you miss the 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.

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Restaurants and bars	59%	61%	58%	55%	48%
Entertainment centers (movie theaters, concerts)	28%	30%	29%	27%	34%
Trip planning	21%	22%	25%	24%	28%
Shopping centers or malls	27%	27%	27%	25%	23%
Religious centers/Churches	23%	24%	24%	24%	23%
Grocery stores	31%	28%	22%	21%	20%
Fitness centers/Studios/Gyms	19%	19%	19%	18%	18%
Hotels	5%	4%	7%	9%	11%
Driving my personal vehicle	15%	14%	8%	8%	9%
Telecommunications service locations (eg Verizon store, AT&T Store, Best Buy Mobile Section)	2%	2%	3%	5%	5%
Public transportation	6%	5%	5%	5%	4%
Ride sharing services	3%	2%	3%	4%	3%
Rental cars	2%	2%	2%	2%	3%

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

a. Restaurants and bars

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	8%	9%	7%	8%	8%
Will start using again immediately and about as much as I did before	28%	27%	26%	18%	25%
Will wait until I'm sure it is safe but will use about as much as I did before	42%	41%	38%	33%	34%
Will use less than I did before, for at least a few months	13%	14%	18%	26%	22%
Will likely use less than I did before, permanently	4%	5%	5%	9%	7%
I don't use this service	5%	5%	5%	5%	5%



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b. Hotels

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	4%	3%	4%	5%	4%
Will start using again immediately and about as much as I did before	13%	13%	13%	14%	18%
Will wait until I'm sure it is safe but will use about as much as I did before	35%	34%	33%	29%	28%
Will use less than I did before, for at least a few months	14%	13%	20%	19%	20%
Will likely use less than I did before, permanently	6%	6%	8%	12%	10%
I don't use this service	27%	30%	22%	22%	22%

c. Rental cars

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	3%	3%	3%	3%	3%
Will start using again immediately and about as much as I did before	7%	9%	9%	10%	9%
Will wait until I'm sure it is safe but will use about as much as I did before	18%	18%	20%	17%	15%
Will use less than I did before, for at least a few months	9%	6%	9%	10%	9%
Will likely use less than I did before, permanently	4%	4%	6%	8%	8%
I don't use this service	59%	59%	54%	53%	55%

d. Ride sharing services

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	3%	3%	3%	3%	4%
Will start using again immediately and about as much as I did before	9%	9%	9%	8%	8%
Will wait until I'm sure it is safe but will use about as much as I did before	16%	16%	16%	14%	12%
Will use less than I did before, for at least a few months	6%	7%	9%	9%	11%
Will likely use less than I did before, permanently	4%	4%	5%	8%	6%
I don't use this service	62%	61%	59%	57%	59%

e. Public transportation

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	3%	3%	2%	4%	3%
Will start using again immediately and about as much as I did before	8%	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%	15%
Will use less than I did before, for at least a few months	7%	7%	10%	10%	9%
Will likely use less than I did before, permanently	4%	5%	6%	8%	8%
I don't use this service	61%	59%	57%	55%	58%

f. Driving my personal vehicle

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	15%	14%	19%	18%	19%
Will start using again immediately and about as much as I did before	46%	48%	43%	45%	42%
Will wait until I'm sure it is safe but will use about as much as I did before	24%	21%	19%	19%	20%
Will use less than I did before, for at least a few months	4%	6%	7%	7%	9%
Will likely use less than I did before, permanently	1%	2%	2%	3%	4%
I don't use this service	9%	9%	9%	7%	7%





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

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	6%	4%	6%	7%	6%
Will start using again immediately and about as much as I did before	18%	20%	20%	18%	21%
Will wait until I'm sure it is safe but will use about as much as I did before	31%	29%	31%	30%	25%
Will use less than I did before, for at least a few months	10%	8%	11%	12%	13%
Will likely use less than I did before, permanently	4%	5%	6%	7%	7%
I don't use this service	31%	34%	27%	27%	27%

h. Religious centers/Churches

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	8%	7%	7%	8%	7%
Will start using again immediately and about as much as I did before	20%	22%	19%	18%	17%
Will wait until I'm sure it is safe but will use about as much as I did before	27%	24%	25%	21%	26%
Will use less than I did before, for at least a few months	4%	5%	8%	8%	7%
Will likely use less than I did before, permanently	3%	3%	4%	5%	6%
I don't use this service	37%	39%	36%	39%	37%

i. Fitness centers/Studios/Gyms

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	7%	6%	7%	6%	5%
Will start using again immediately and about as much as I did before	14%	14%	13%	11%	11%
Will wait until I'm sure it is safe but will use about as much as I did before	22%	20%	20%	18%	20%
Will use less than I did before, for at least a few months	7%	7%	9%	11%	10%
Will likely use less than I did before, permanently	3%	4%	5%	8%	7%
I don't use this service	47%	49%	46%	46%	46%

j. Entertainment centers (movie theaters, concerts)

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	7%	6%	6%	6%	7%
Will start using again immediately and about as much as I did before	18%	18%	15%	17%	15%
Will wait until I'm sure it is safe but will use about as much as I did before	40%	36%	33%	28%	31%
Will use less than I did before, for at least a few months	12%	15%	19%	21%	17%
Will likely use less than I did before, permanently	6%	7%	8%	11%	12%
I don't use this service	17%	18%	18%	18%	18%





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k. Shopping centers or malls

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	6%	6%	6%	7%	6%
Will start using again immediately and about as much as I did before	21%	21%	21%	19%	21%
Will wait until I'm sure it is safe but will use about as much as I did before	42%	39%	37%	30%	30%
Will use less than I did before, for at least a few months	15%	17%	18%	22%	21%
Will likely use less than I did before, permanently	6%	6%	7%	11%	10%
I don't use this service	10%	11%	11%	12%	11%

l. Grocery stores

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22
Will start using again immediately and more than I did before	10%	9%	10%	11%	11%
Will start using again immediately and about as much as I did before	43%	46%	45%	44%	45%
Will wait until I'm sure it is safe but will use about as much as I did before	36%	35%	31%	28%	27%
Will use less than I did before, for at least a few months	8%	8%	9%	12%	11%
Will likely use less than I did before, permanently	2%	2%	4%	4%	5%
I don't use this service	1%	1%	2%	1%	2%

20. Which of the following statements do you agree with more, even if neither is exactly right?

	7/21-22
I am more likely to spend money at stores or restaurants where masks are required	62%
I am more likely to spend money at stores or restaurants where masks are optional	19%
Don't know	19%

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

Total Agree Summary

	7/21-22
I feel safer in stores that require masks for everyone	76%
I feel safer in public places when others are wearing masks	74%
I feel safer in public places when I have a mask on	72%

a. I feel safer in public places when I have a mask on

	7/21-22
Strongly agree	45%
Somewhat agree	28%
Neither agree nor disagree	16%
Somewhat disagree	5%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>72%</i>
<i>Disagree (Net)</i>	<i>11%</i>





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b. I feel safer in public places when others are wearing masks

	7/21-22
Strongly agree	48%
Somewhat agree	26%
Neither agree nor disagree	15%
Somewhat disagree	5%
Strongly disagree	6%
<i>Agree (Net)</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>10%</i>

c. I feel safer in stores that require masks for everyone

	7/21-22
Strongly agree	50%
Somewhat agree	26%
Neither agree nor disagree	13%
Somewhat disagree	6%
Strongly disagree	5%
<i>Agree (Net)</i>	<i>76%</i>
<i>Disagree (Net)</i>	<i>11%</i>

22. Which of the following best describes how have quick serve, or fast food, restaurants been serving you at the drive-thru in the last 3 months (since the COVID-19 pandemic started) compared to how they served you before the pandemic?

	7/21-22
Much better now than before the pandemic	10%
Somewhat better now than before the pandemic	13%
About the same	45%
Somewhat worse than before the pandemic	8%
Much worse than before the pandemic	4%
Don't know	6%
Not applicable	14%
<i>Better (Net)</i>	<i>23%</i>
<i>Worse (Net)</i>	<i>12%</i>

23. In the past 4 months, that is, since March, have you used any online dating apps?

	7/21-22
Yes	12%
No	88%



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24. **[IF Q23=YES]** Which of the following dating apps have you used in the past 4 months (since March)? Select all that apply.

	7/21-22 (N=129)
Tinder	40%
Bumble	25%
Match	24%
Hinge	24%
Coffee Meets Bagel	20%
Ok Cupid	17%
Grindr	15%
Other	18%

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

Total Agree Summary

	6/23-24	7/21-22
More companies have spoken out about racism than I expected	59%	55%
My employer is actively working to promote racial equality in the workplace	N=552 50%	N=531 48%
It is not enough for companies to speak out against racial injustice	51%	46%
I am more likely to purchase something from a company that has taken a public stand against racism	45%	42%
My employer has not done or said anything to address racial equality in the workplace	N=552 30%	N=531 35%

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

	6/23-24	7/21-22
Strongly agree	22%	20%
Somewhat agree	24%	22%
Neither agree nor disagree	35%	39%
Somewhat disagree	9%	8%
Strongly disagree	11%	11%
<i>Agree (Net)</i>	<i>45%</i>	<i>42%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>19%</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)	7/21-22 (N=531)
Strongly agree	22%	21%
Somewhat agree	28%	27%
Neither agree nor disagree	39%	39%
Somewhat disagree	6%	7%
Strongly disagree	5%	6%
<i>Agree (Net)</i>	50%	48%
<i>Disagree (Net)</i>	11%	13%

- 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)	7/21-22 (N=531)
Strongly agree	11%	15%
Somewhat agree	19%	20%
Neither agree nor disagree	30%	35%
Somewhat disagree	19%	15%
Strongly disagree	21%	15%
<i>Agree (Net)</i>	30%	35%
<i>Disagree (Net)</i>	40%	30%

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

	6/23-24	7/21-22
Strongly agree	19%	19%
Somewhat agree	40%	36%
Neither agree nor disagree	30%	35%
Somewhat disagree	9%	7%
Strongly disagree	3%	3%
<i>Agree (Net)</i>	59%	55%
<i>Disagree (Net)</i>	12%	10%

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

	6/23-24	7/21-22
Strongly agree	22%	20%
Somewhat agree	30%	26%
Neither agree nor disagree	30%	37%
Somewhat disagree	9%	9%
Strongly disagree	9%	8%
<i>Agree (Net)</i>	51%	46%
<i>Disagree (Net)</i>	18%	17%





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About the Study

These are some of the findings of the ninth wave of an Ipsos poll conducted between July 21-22, 2020. For this survey, a sample of roughly 1,115 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, and the eighth wave was conducted June 23-24, 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 ($n=1,115$, $DEFF=1.5$, adjusted Confidence Interval= ± 4.8 percentage points).

The first, fourth, fifth, sixth, seventh, and eighth 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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