



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, August 7, 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)	8/4-5 (N=1,111)
Very high threat	14%	10%	15%	15%	13%	12%	12%	14%	15%	14%
High threat	22%	22%	17%	19%	18%	18%	16%	17%	19%	19%
Moderate threat	35%	35%	34%	35%	36%	34%	32%	34%	36%	37%
Low threat	16%	21%	20%	17%	18%	20%	23%	20%	19%	17%
Very low threat	10%	10%	11%	11%	12%	14%	16%	12%	10%	12%
Don't know	2%	2%	3%	2%	3%	2%	2%	2%	1%	2%
<b>High threat (Net)</b>	<b>36%</b>	<b>32%</b>	<b>32%</b>	<b>34%</b>	<b>31%</b>	<b>30%</b>	<b>28%</b>	<b>31%</b>	<b>34%</b>	<b>33%</b>
<b>Low threat (Net)</b>	<b>26%</b>	<b>31%</b>	<b>31%</b>	<b>28%</b>	<b>30%</b>	<b>34%</b>	<b>38%</b>	<b>33%</b>	<b>29%</b>	<b>29%</b>

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	8/4-5
Restaurants and bars are allowed to remain open under reduced capacity or "take-out only"	64%	62%	56%	57%	56%	64%	69%
Retail stores are open under limited hours or capacity	38%	34%	32%	41%	41%	61%	63%
<b>[IF EMPLOYED FULL-TIME OR PART TIME]</b> 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%	(N=607) 30%
<b>[IF EMPLOYED FULL-TIME OR PART TIME]</b> 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%	(N=607) 24%
The majority of restaurants and bars are completely closed	52%	49%	48%	44%	35%	15%	14%
Retail stores are closed but promoting online site/delivery	49%	54%	47%	41%	38%	13%	11%
All stores, except grocery stores and pharmacies, are closed	54%	52%	47%	40%	32%	9%	8%
None of the above	2%	2%	4%	3%	4%	8%	7%



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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	8/4-5
The pandemic has not reached my area, and so far there are no restrictions	2%	2%	2%	2%	3%	3%	3%	2%
I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	5%	6%	5%	5%	5%	7%	11%	9%
I am reacting day-by-day to the restrictions and establishing new routines	17%	18%	16%	13%	15%	17%	20%	21%
I have adapted to the restrictions and settled into new routines	41%	41%	33%	37%	27%	33%	38%	42%
It seems restrictions will soon be lifted in my area	-	17%	22%	18%	21%	9%	4%	3%
I am starting to do some things again that used to be restricted	-	5%	10%	13%	10%	18%	12%	11%
I am doing most of the things I used to do pre-COVID		8%	7%	8%	6%	9%	8%	9%
I feel the pandemic is behind me and am moving on with life	4%	3%	5%	4%	3%	4%	4%	3%

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	8/4-5
I'm stuck about what to do next	9%	10%	7%	7%	7%	10%	9%
I have a lot of uncertainty	33%	30%	28%	30%	32%	32%	31%
I have some uncertainty	44%	42%	48%	46%	46%	46%	45%
I have no uncertainty	15%	18%	18%	18%	15%	12%	15%





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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.

	<b>5/4-5</b>	<b>5/14-15</b>	<b>5/28-29</b>	<b>6/8-9</b>	<b>6/23-24</b>	<b>7/21-22</b>	<b>8/4-5</b>
5 - Intolerable	8%	8%	5%	6%	6%	7%	6%
4	19%	19%	16%	13%	15%	15%	15%
3	44%	41%	43%	45%	44%	47%	47%
2	20%	21%	24%	24%	23%	22%	21%
1 - Not a problem at all	10%	12%	12%	12%	12%	9%	11%





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



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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	7/21-22	8/4-5
A friend or acquaintance has been tested and diagnosed with COVID-19	14%	14%	14%	12%	18%	19%	14%	22%	28%	26%
A relative has been tested and diagnosed with COVID-19	6%	6%	7%	8%	10%	10%	9%	12%	14%	15%
Someone I know suspects they have or had COVID-19	13%	14%	12%	10%	14%	13%	9%	13%	16%	14%
I have been tested and diagnosed with COVID-19	2%	1%	2%	2%	2%	2%	3%	3%	4%	4%
None of the above	70%	70%	71%	72%	63%	62%	70%	60%	52%	55%

8. 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	8/4-5
I am keeping up with my usual grooming habits	64%	64%	63%	65%	67%
I miss my old routines	68%	61%	61%	57%	61%
I am currently trying to eat healthier	52%	51%	52%	58%	59%
I have created new daily routines for myself	-	-	-	-	58%
I feel like I now have more free time than before the coronavirus pandemic	-	-	-	-	51%
I am keeping up with my usual exercise routine	43%	41%	44%	43%	47%
I have new routines for grooming and personal care that I hope to continue	26%	26%	30%	31%	33%
I no longer fit into my everyday clothes purchased before the pandemic	-	-	-	-	20%
I no longer fit into my work clothes purchased before the pandemic	-	-	-	-	18%



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a. I am currently trying to eat healthier

	4/10-13	4/17-20	4/27-28	7/21-22	8/4-5
Strongly agree	16%	15%	17%	18%	20%
Somewhat agree	36%	36%	35%	40%	39%
Neither agree nor disagree	31%	30%	32%	25%	26%
Somewhat disagree	10%	12%	9%	10%	8%
Strongly disagree	7%	6%	6%	6%	6%
Don't know	*	1%	1%	1%	1%
<i>Agree (Net)</i>	<i>52%</i>	<i>51%</i>	<i>52%</i>	<i>58%</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>18%</i>	<i>15%</i>	<i>16%</i>	<i>15%</i>

b. I am keeping up with my usual grooming habits

	4/10-13	4/17-20	4/27-28	7/21-22	8/4-5
Strongly agree	27%	24%	26%	25%	28%
Somewhat agree	37%	40%	37%	41%	39%
Neither agree nor disagree	16%	15%	17%	16%	15%
Somewhat disagree	14%	14%	13%	13%	13%
Strongly disagree	5%	6%	5%	5%	4%
Don't know	*	1%	1%	*	*
<i>Agree (Net)</i>	<i>64%</i>	<i>64%</i>	<i>63%</i>	<i>65%</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>20%</i>	<i>18%</i>	<i>18%</i>	<i>17%</i>

c. I am keeping up with my usual exercise routine

	4/10-13	4/17-20	4/27-28	7/21-22	8/4-5
Strongly agree	17%	14%	15%	15%	16%
Somewhat agree	25%	27%	29%	28%	30%
Neither agree nor disagree	30%	26%	27%	27%	25%
Somewhat disagree	14%	17%	15%	15%	15%
Strongly disagree	13%	15%	13%	14%	13%
Don't know	*	1%	2%	2%	1%
<i>Agree (Net)</i>	<i>43%</i>	<i>41%</i>	<i>44%</i>	<i>43%</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>31%</i>	<i>27%</i>	<i>29%</i>	<i>27%</i>

d. 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	8/4-5
Strongly agree	10%	10%	12%	10%	9%
Somewhat agree	16%	17%	19%	21%	24%
Neither agree nor disagree	37%	30%	33%	31%	36%
Somewhat disagree	19%	24%	20%	21%	16%
Strongly disagree	17%	18%	14%	16%	14%
Don't know	1%	1%	2%	2%	1%
<i>Agree (Net)</i>	<i>26%</i>	<i>26%</i>	<i>30%</i>	<i>31%</i>	<i>33%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>42%</i>	<i>35%</i>	<i>37%</i>	<i>30%</i>





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e. I miss my old routines

	4/10-13	4/17-20	4/27-28	7/21-22	8/4-5
Strongly agree	34%	27%	26%	21%	25%
Somewhat agree	34%	34%	35%	36%	36%
Neither agree nor disagree	20%	24%	23%	25%	23%
Somewhat disagree	7%	9%	9%	11%	10%
Strongly disagree	4%	5%	5%	6%	5%
Don't know	1%	1%	1%	1%	*
<i>Agree (Net)</i>	<i>68%</i>	<i>61%</i>	<i>61%</i>	<i>57%</i>	<i>61%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>14%</i>	<i>14%</i>	<i>17%</i>	<i>16%</i>

f. I feel like I now have more free time than before the coronavirus pandemic

	8/4-5
Strongly agree	22%
Somewhat agree	29%
Neither agree nor disagree	25%
Somewhat disagree	13%
Strongly disagree	10%
Don't know	1%
<i>Agree (Net)</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>23%</i>

g. I have created new daily routines for myself

	8/4-5
Strongly agree	15%
Somewhat agree	43%
Neither agree nor disagree	23%
Somewhat disagree	11%
Strongly disagree	8%
Don't know	*
<i>Agree (Net)</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>18%</i>

h. I no longer fit into my work clothes purchased before the pandemic

	8/4-5
Strongly agree	5%
Somewhat agree	12%
Neither agree nor disagree	18%
Somewhat disagree	17%
Strongly disagree	42%
Don't know	5%
<i>Agree (Net)</i>	<i>18%</i>
<i>Disagree (Net)</i>	<i>60%</i>





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- i. I no longer fit into my everyday clothes purchased before the pandemic

	<b>8/4-5</b>
Strongly agree	6%
Somewhat agree	14%
Neither agree nor disagree	16%
Somewhat disagree	19%
Strongly disagree	44%
Don't know	1%
<i>Agree (Net)</i>	<i>20%</i>
<i>Disagree (Net)</i>	<i>62%</i>

9. Compared to before the pandemic started, are you wearing, or doing, each of the following more or less now, or about the same as before?

### Wearing or Doing More Summary

	<b>8/4-5</b>
Wearing shorts	35%
Wearing sweatpants or athleisure during the day	33%
Wearing pajamas during the day	29%
Showering	16%
Weighing yourself	15%
Washing your hair	14%
Wearing jeans	9%
Shaving	8%
Wearing shoes	7%
Wearing business or work clothes	5%
<b>[IF FEMALE]</b> Wearing makeup	(N=619) 4%

### Wearing or Doing Less Summary

	<b>8/4-5</b>
<b>[IF FEMALE]</b> Wearing makeup	(N=619) 53%
Wearing business or work clothes	39%
Wearing shoes	35%
Wearing jeans	30%
Shaving	26%
Washing your hair	18%
Weighing yourself	16%
Showering	15%
Wearing pajamas during the day	11%
Wearing sweatpants or athleisure during the day	9%
Wearing shorts	7%







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a. **[IF FEMALE]** Wearing makeup

	<b>8/4-5 (N=619)</b>
More	4%
Less	53%
About the same	29%
Don't know/Not applicable	15%

b. Showering

	<b>8/4-5</b>
More	16%
Less	15%
About the same	68%
Don't know/Not applicable	2%

c. Washing your hair

	<b>8/4-5</b>
More	14%
Less	18%
About the same	67%
Don't know/Not applicable	2%

d. Wearing pajamas during the day

	<b>8/4-5</b>
More	29%
Less	11%
About the same	33%
Don't know/Not applicable	27%

e. Wearing sweatpants or athleisure during the day

	<b>8/4-5</b>
More	33%
Less	9%
About the same	40%
Don't know/Not applicable	17%

f. Wearing jeans

	<b>8/4-5</b>
More	9%
Less	30%
About the same	52%
Don't know/Not applicable	9%



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g. Wearing shorts

	<b>8/4-5</b>
More	35%
Less	7%
About the same	48%
Don't know/Not applicable	10%

h. Wearing business or work clothes

	<b>8/4-5</b>
More	5%
Less	39%
About the same	30%
Don't know/Not applicable	26%

i. Weighing yourself

	<b>8/4-5</b>
More	15%
Less	16%
About the same	53%
Don't know/Not applicable	16%

j. Wearing shoes

	<b>8/4-5</b>
More	7%
Less	35%
About the same	55%
Don't know/Not applicable	2%

k. Shaving

	<b>8/4-5</b>
More	8%
Less	26%
About the same	55%
Don't know/Not applicable	12%

10. **[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?

	<b>7/21-22 (N=600)</b>	<b>8/4-5 (N=607)</b>
Yes	33%	37%
No	53%	51%
Don't know	13%	12%



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11. Thinking about the services and activities that are more restricted in the current environment, which of the following do you miss 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	8/4-5
Restaurants and bars	59%	61%	58%	55%	48%	58%
Entertainment centers (movie theaters, concerts)	28%	30%	29%	27%	34%	36%
Trip planning	21%	22%	25%	24%	28%	32%
Shopping centers or malls	27%	27%	27%	25%	23%	27%
Religious centers/Churches	23%	24%	24%	24%	23%	21%
Grocery stores	31%	28%	22%	21%	20%	17%
Fitness centers/Studios/Gyms	19%	19%	19%	18%	18%	17%
Hotels	5%	4%	7%	9%	11%	8%
Driving my personal vehicle	15%	14%	8%	8%	9%	6%
Public transportation	6%	5%	5%	5%	4%	5%
Telecommunications service locations (e.g. Verizon store, AT&T Store, Best Buy Mobile Section)	2%	2%	3%	5%	5%	3%
Ride sharing services	3%	2%	3%	4%	3%	3%
Rental cars	2%	2%	2%	2%	3%	2%





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12. 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	8/4-5
Will start using again immediately and more than I did before	8%	9%	7%	8%	8%	8%
Will start using again immediately and about as much as I did before	28%	27%	26%	18%	25%	24%
Will wait until I'm sure it is safe but will use about as much as I did before	42%	41%	38%	33%	34%	35%
Will use less than I did before, for at least a few months	13%	14%	18%	26%	22%	21%
Will likely use less than I did before, permanently	4%	5%	5%	9%	7%	8%
I don't use this service	5%	5%	5%	5%	5%	5%

b. Hotels

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5
Will start using again immediately and more than I did before	4%	3%	4%	5%	4%	4%
Will start using again immediately and about as much as I did before	13%	13%	13%	14%	18%	16%
Will wait until I'm sure it is safe but will use about as much as I did before	35%	34%	33%	29%	28%	29%
Will use less than I did before, for at least a few months	14%	13%	20%	19%	20%	17%
Will likely use less than I did before, permanently	6%	6%	8%	12%	10%	10%
I don't use this service	27%	30%	22%	22%	22%	24%





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### c. Rental cars

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5
Will start using again immediately and more than I did before	3%	3%	3%	3%	3%	3%
Will start using again immediately and about as much as I did before	7%	9%	9%	10%	9%	10%
Will wait until I'm sure it is safe but will use about as much as I did before	18%	18%	20%	17%	15%	14%
Will use less than I did before, for at least a few months	9%	6%	9%	10%	9%	9%
Will likely use less than I did before, permanently	4%	4%	6%	8%	8%	6%
I don't use this service	59%	59%	54%	53%	55%	57%

### d. Ride sharing services

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

### e. Public transportation

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5
Will start using again immediately and more than I did before	3%	3%	2%	4%	3%	4%
Will start using again immediately and about as much as I did before	8%	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%	12%
Will use less than I did before, for at least a few months	7%	7%	10%	10%	9%	8%
Will likely use less than I did before, permanently	4%	5%	6%	8%	8%	7%
I don't use this service	61%	59%	57%	55%	58%	60%



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### f. Driving my personal vehicle

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5
Will start using again immediately and more than I did before	15%	14%	19%	18%	19%	18%
Will start using again immediately and about as much as I did before	46%	48%	43%	45%	42%	44%
Will wait until I'm sure it is safe but will use about as much as I did before	24%	21%	19%	19%	20%	17%
Will use less than I did before, for at least a few months	4%	6%	7%	7%	9%	8%
Will likely use less than I did before, permanently	1%	2%	2%	3%	4%	4%
I don't use this service	9%	9%	9%	7%	7%	9%

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

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5
Will start using again immediately and more than I did before	6%	4%	6%	7%	6%	5%
Will start using again immediately and about as much as I did before	18%	20%	20%	18%	21%	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%	28%
Will use less than I did before, for at least a few months	10%	8%	11%	12%	13%	10%
Will likely use less than I did before, permanently	4%	5%	6%	7%	7%	7%
I don't use this service	31%	34%	27%	27%	27%	29%

### h. Religious centers/Churches

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5
Will start using again immediately and more than I did before	8%	7%	7%	8%	7%	7%
Will start using again immediately and about as much as I did before	20%	22%	19%	18%	17%	16%
Will wait until I'm sure it is safe but will use about as much as I did before	27%	24%	25%	21%	26%	23%
Will use less than I did before, for at least a few months	4%	5%	8%	8%	7%	8%
Will likely use less than I did before, permanently	3%	3%	4%	5%	6%	6%
I don't use this service	37%	39%	36%	39%	37%	39%



## PUBLIC POLL FINDINGS AND METHODOLOGY

### i. Fitness centers/Studios/Gyms

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

### j. Entertainment centers (movie theaters, concerts)

	<b>4/10-13</b>	<b>4/17-20</b>	<b>5/4-5</b>	<b>5/14-15</b>	<b>7/21-22</b>	<b>8/4-5</b>
Will start using again immediately and more than I did before	7%	6%	6%	6%	7%	8%
Will start using again immediately and about as much as I did before	18%	18%	15%	17%	15%	16%
Will wait until I'm sure it is safe but will use about as much as I did before	40%	36%	33%	28%	31%	29%
Will use less than I did before, for at least a few months	12%	15%	19%	21%	17%	18%
Will likely use less than I did before, permanently	6%	7%	8%	11%	12%	11%
I don't use this service	17%	18%	18%	18%	18%	19%

### k. Shopping centers or malls

	<b>4/10-13</b>	<b>4/17-20</b>	<b>5/4-5</b>	<b>5/14-15</b>	<b>7/21-22</b>	<b>8/4-5</b>
Will start using again immediately and more than I did before	6%	6%	6%	7%	6%	6%
Will start using again immediately and about as much as I did before	21%	21%	21%	19%	21%	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%	31%
Will use less than I did before, for at least a few months	15%	17%	18%	22%	21%	19%
Will likely use less than I did before, permanently	6%	6%	7%	11%	10%	12%
I don't use this service	10%	11%	11%	12%	11%	11%



## PUBLIC POLL FINDINGS AND METHODOLOGY

### I. Grocery stores

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5
Will start using again immediately and more than I did before	10%	9%	10%	11%	11%	12%
Will start using again immediately and about as much as I did before	43%	46%	45%	44%	45%	47%
Will wait until I'm sure it is safe but will use about as much as I did before	36%	35%	31%	28%	27%	25%
Will use less than I did before, for at least a few months	8%	8%	9%	12%	11%	10%
Will likely use less than I did before, permanently	2%	2%	4%	4%	5%	4%
I don't use this service	1%	1%	2%	1%	2%	1%

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

	7/21-22	8/4-5
I am more likely to spend money at stores or restaurants where masks are required	62%	64%
I am more likely to spend money at stores or restaurants where masks are optional	19%	20%
Don't know	19%	16%

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

#### Total Agree Summary

	7/21-22	8/4-5
I feel safer in stores that require masks for everyone	76%	77%
I feel safer in public places when others are wearing masks	74%	76%
I feel safer in public places when I have a mask on	72%	74%

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

	7/21-22	8/4-5
Strongly agree	45%	45%
Somewhat agree	28%	28%
Neither agree nor disagree	16%	14%
Somewhat disagree	5%	4%
Strongly disagree	6%	8%
<i>Agree (Net)</i>	<i>72%</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>12%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

	<b>7/21-22</b>	<b>8/4-5</b>
Strongly agree	48%	50%
Somewhat agree	26%	27%
Neither agree nor disagree	15%	13%
Somewhat disagree	5%	4%
Strongly disagree	6%	6%
<i>Agree (Net)</i>	<i>74%</i>	<i>76%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>11%</i>

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

	<b>7/21-22</b>	<b>8/4-5</b>
Strongly agree	50%	53%
Somewhat agree	26%	24%
Neither agree nor disagree	13%	13%
Somewhat disagree	6%	4%
Strongly disagree	5%	7%
<i>Agree (Net)</i>	<i>76%</i>	<i>77%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>11%</i>

15. In general, how much do you trust the information you receive from the following sources?

Total Trust Summary

	<b>8/4-5</b>
Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)	49%
Companies or brands	31%
Articles shared on social media by friends or acquaintances	26%
Television advertising	23%
Influencers	16%
Politicians	12%





## PUBLIC POLL FINDINGS AND METHODOLOGY

a. Television advertising

	<b>8/4-5</b>
Trust a great deal	4%
Trust a little	19%
Neither trust nor distrust	39%
Distrust a little	23%
Distrust a great deal	15%
<i>Trust (Net)</i>	<b>23%</b>
<i>Distrust (Net)</i>	<b>38%</b>

b. Reviews from other users or customers of a product or service (i.e. Yelp, Amazon reviews, etc.)

	<b>8/4-5</b>
Trust a great deal	10%
Trust a little	39%
Neither trust nor distrust	30%
Distrust a little	16%
Distrust a great deal	5%
<i>Trust (Net)</i>	<b>49%</b>
<i>Distrust (Net)</i>	<b>21%</b>

c. Articles shared on social media by friends or acquaintances

	<b>8/4-5</b>
Trust a great deal	4%
Trust a little	22%
Neither trust nor distrust	37%
Distrust a little	20%
Distrust a great deal	17%
<i>Trust (Net)</i>	<b>26%</b>
<i>Distrust (Net)</i>	<b>37%</b>

d. Companies or brands

	<b>8/4-5</b>
Trust a great deal	4%
Trust a little	27%
Neither trust nor distrust	45%
Distrust a little	17%
Distrust a great deal	7%
<i>Trust (Net)</i>	<b>31%</b>
<i>Distrust (Net)</i>	<b>24%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

### e. Influencers

	<b>8/4-5</b>
Trust a great deal	3%
Trust a little	12%
Neither trust nor distrust	36%
Distrust a little	25%
Distrust a great deal	23%
<i>Trust (Net)</i>	16%
<i>Distrust (Net)</i>	48%

### f. Politicians

	<b>8/4-5</b>
Trust a great deal	3%
Trust a little	9%
Neither trust nor distrust	21%
Distrust a little	24%
Distrust a great deal	43%
<i>Trust (Net)</i>	12%
<i>Distrust (Net)</i>	67%





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

### Total Agree Summary

	<b>8/4-5</b>
I want the brands I buy to make it easy for me to recycle or reuse the packaging of their products	63%
As the pandemic persists, I hope restaurants can find less wasteful packaging for take-out and delivery	56%
I wish restaurants that delivered food would ask if I need items like plastic silverware or napkins, rather than automatically providing	49%
I miss the ability items like reusable bags at the grocery store or a reusable cup at the coffee shop	46%
If an item has more packaging, it usually means it has a higher price	42%
I am worried about the amount of waste my household is generating today	34%
My household is generating more waste than before the pandemic	34%
I would order take-out/delivery more if it came in sustainable/recyclable packaging	31%
I am currently using bottled water more for added convenience and safety	30%
I prefer to purchase items at the grocery store that have more packaging than normal to provide extra protection or hygiene	27%
Products with more packaging are safer and more hygienic	27%

a. I would order take-out/delivery more if it came in sustainable/recyclable packaging

	<b>8/4-5</b>
Strongly agree	10%
Somewhat agree	21%
Neither agree nor disagree	45%
Somewhat disagree	13%
Strongly disagree	11%
<i>Agree (Net)</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>24%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

- b. I prefer to purchase items at the grocery store that have more packaging than normal to provide extra protection or hygiene

	<b>8/4-5</b>
Strongly agree	9%
Somewhat agree	19%
Neither agree nor disagree	41%
Somewhat disagree	20%
Strongly disagree	12%
<i>Agree (Net)</i>	<i>27%</i>
<i>Disagree (Net)</i>	<i>32%</i>

- c. As the pandemic persists, I hope restaurants can find less wasteful packaging for take-out and delivery

	<b>8/4-5</b>
Strongly agree	22%
Somewhat agree	35%
Neither agree nor disagree	35%
Somewhat disagree	5%
Strongly disagree	3%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>8%</i>

- d. I wish restaurants that delivered food would ask if I need items like plastic silverware or napkins, rather than automatically providing

	<b>8/4-5</b>
Strongly agree	22%
Somewhat agree	28%
Neither agree nor disagree	33%
Somewhat disagree	10%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>18%</i>

- e. Products with more packaging are safer and more hygienic

	<b>8/4-5</b>
Strongly agree	8%
Somewhat agree	19%
Neither agree nor disagree	44%
Somewhat disagree	21%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>27%</i>
<i>Disagree (Net)</i>	<i>29%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

- f. I miss the ability items like reusable bags at the grocery store or a reusable cup at the coffee shop

	<b>8/4-5</b>
Strongly agree	17%
Somewhat agree	28%
Neither agree nor disagree	36%
Somewhat disagree	11%
Strongly disagree	8%
<i>Agree (Net)</i>	<b>46%</b>
<i>Disagree (Net)</i>	<b>18%</b>

- g. I am currently using bottled water more for added convenience and safety

	<b>8/4-5</b>
Strongly agree	13%
Somewhat agree	18%
Neither agree nor disagree	26%
Somewhat disagree	19%
Strongly disagree	25%
<i>Agree (Net)</i>	<b>30%</b>
<i>Disagree (Net)</i>	<b>44%</b>

- h. I want the brands I buy to make it easy for me to recycle or reuse the packaging of their products

	<b>8/4-5</b>
Strongly agree	27%
Somewhat agree	36%
Neither agree nor disagree	29%
Somewhat disagree	5%
Strongly disagree	2%
<i>Agree (Net)</i>	<b>63%</b>
<i>Disagree (Net)</i>	<b>7%</b>

- i. If an item has more packaging, it usually means it has a higher price

	<b>8/4-5</b>
Strongly agree	10%
Somewhat agree	32%
Neither agree nor disagree	42%
Somewhat disagree	12%
Strongly disagree	4%
<i>Agree (Net)</i>	<b>42%</b>
<i>Disagree (Net)</i>	<b>16%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

j. I am worried about the amount of waste my household is generating today

	<b>8/4-5</b>
Strongly agree	10%
Somewhat agree	24%
Neither agree nor disagree	29%
Somewhat disagree	24%
Strongly disagree	13%
<i>Agree (Net)</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>36%</i>

k. My household is generating more waste than before the pandemic

	<b>8/4-5</b>
Strongly agree	10%
Somewhat agree	24%
Neither agree nor disagree	26%
Somewhat disagree	24%
Strongly disagree	15%
<i>Agree (Net)</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>39%</i>

17. Are you the parent of a child who will be attending elementary, middle, or high school in the fall?

	<b>8/4-5</b>
Yes	22%
No	78%

18. **[IF PARENT OF CHILD ATTENDING SCHOOL IN FALL]** Has your local school district announced if class will be in-person, in the classroom, or not?

	<b>8/4-5 (N=233)</b>
Yes	69%
No	31%





## PUBLIC POLL FINDINGS AND METHODOLOGY

19. **[IF PARENT OF CHILD ATTENDING SCHOOL IN FALL]** Have you established a homeschool 'pod' -- that is, a group of kids that will learn together at home once the school year starts -- for your child or children?

	<b>8/4-5 (N=233)</b>
Yes	34%
No	66%

20. **[ESTABLISHED HOMESCHOOL 'POD']** Have you hired, or do you plan to hire a teacher or tutor for your homeschool pod?

	<b>8/4-5 (N=77)</b>
Yes	54%
No	46%

21. **[HAVE NOT ESTABLISHED HOMESCHOOL 'POD']** Are you planning to establish a homeschool pod before the school year starts?

	<b>8/4-5 (N=156)</b>
Yes	13%
No	87%

22. **[IF PARENT OF CHILD ATTENDING SCHOOL IN FALL]** Regardless of whether or not you have already created a homeschool pod, please indicate your level of concern about each of the following issues that could arise with them.

### Total Agree Summary

	<b>8/4-5 (N=233)</b>
That they create gaps in opportunities for students	72%
That other families in the pod would follow the same rules to minimize the risk of catching COVID-19	70%
Having to teach kids of various ages or grades together	67%
Having to work with other parents' preferences and schedules	65%
Your ability to afford a private tutor or teacher	59%





## PUBLIC POLL FINDINGS AND METHODOLOGY

- a. That they create gaps in opportunities for students

	<b>8/4-5 (N=233)</b>
Very concerned	29%
Somewhat concerned	43%
Not too concerned	18%
Not concerned at all	11%
<i>Concerned (Net)</i>	<i>72%</i>
<i>Not Concerned (Net)</i>	<i>28%</i>

- b. That other families in the pod would follow the same rules to minimize the risk of catching COVID-19

	<b>8/4-5 (N=233)</b>
Very concerned	31%
Somewhat concerned	39%
Not too concerned	18%
Not concerned at all	12%
<i>Concerned (Net)</i>	<i>70%</i>
<i>Not Concerned (Net)</i>	<i>30%</i>

- c. Having to work with other parents' preferences and schedules

	<b>8/4-5 (N=233)</b>
Very concerned	23%
Somewhat concerned	42%
Not too concerned	23%
Not concerned at all	11%
<i>Concerned (Net)</i>	<i>65%</i>
<i>Not Concerned (Net)</i>	<i>35%</i>

- d. Having to teach kids of various ages or grades together

	<b>8/4-5 (N=233)</b>
Very concerned	27%
Somewhat concerned	40%
Not too concerned	22%
Not concerned at all	11%
<i>Concerned (Net)</i>	<i>67%</i>
<i>Not Concerned (Net)</i>	<i>33%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

e. Your ability to afford a private tutor or teacher

	<b>8/4-5 (N=233)</b>
Very concerned	36%
Somewhat concerned	23%
Not too concerned	26%
Not concerned at all	15%
<i>Concerned (Net)</i>	<i>59%</i>
<i>Not Concerned (Net)</i>	<i>41%</i>

23. Do you have a single source of income, or do you earn income in a few different ways or through different jobs?

	<b>8/4-5</b>
Single source of income – salaried	33%
Multiple sources	32%
Single source of income – not salaried	21%
I don't have an income	11%
Don't know	3%

24. **[IF SINGLE SOURCE OF NON-SALARIED INCOME OR MULTIPLE SOURCES]** Outside of any salaried work, how else do you earn income? (Select all that apply)

	<b>8/4-5 (N=581)</b>
Freelance or contract work	20%
Consulting	9%
Renting property directly	7%
Bartending, waitressing, working in retail, security or some other part-time job	6%
Walk dogs / Babysit	5%
Creating artwork, crafts or other goods on a site like Etsy.com	5%
Via social media as an influencer	4%
Driving for a service like Uber or Lyft	3%
Multi-level marketing (Avon, Mary Kay, etc.)	3%
Renting property through a service like Airbnb	1%
Other	57%





## PUBLIC POLL FINDINGS AND METHODOLOGY

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

	<b>8/4-5</b>
Banks	30%
Technology companies (Google, Facebook, Apple, etc.)	9%
Digital payment companies (PayPal, Venmo, Zelle, etc.)	8%
The government	3%
None of these	49%

26. Who do you most trust to protect your money?

	<b>8/4-5</b>
Banks	54%
Digital payment companies (PayPal, Venmo, Zelle, etc.)	8%
The government	5%
Technology companies (Google, Facebook, Apple, etc.)	3%
None of these	30%

27. Who do you most trust to protect your financial data?

	<b>8/4-5</b>
Banks	40%
Digital payment companies (PayPal, Venmo, Zelle, etc.)	9%
Technology companies (Google, Facebook, Apple, etc.)	5%
The government	5%
None of these	41%

28. How frequently do you make purchases with a mobile wallet, like Apple Pay or Venmo?

	<b>8/4-5</b>
Frequently	10%
Occasionally	18%
Rarely	14%
I have it set up but I never use it	5%
Never	11%
I do not use a mobile wallet	41%
<i>Frequently/Occasionally (Net)</i>	<i>79%</i>
<i>Rarely/Never (Net)</i>	<i>21%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

29. **[MAKE PURCHASES AT LEAST OCCASIONALLY WITH MOBILE WALLET]** How frequently do you use an app for retail purchases?

	<b>8/4-5 (N=290)</b>
Frequently	39%
Occasionally	42%
Rarely	13%
Never	6%
<i>Frequently/Occasionally (Net)</i>	<i>81%</i>
<i>Rarely/Never (Net)</i>	<i>19%</i>

30. **[MAKE PURCHASES AT LEAST OCCASIONALLY WITH MOBILE WALLET]** How often do you use an app to give and receive money to/from friends and acquaintances?

	<b>8/4-5 (N=290)</b>
Frequently	32%
Occasionally	47%
Rarely	14%
Never	7%
<i>Frequently/Occasionally (Net)</i>	<i>79%</i>
<i>Rarely/Never (Net)</i>	<i>21%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the ninth wave of an Ipsos poll conducted between August 4-5, 2020. For this survey, a sample of roughly 1,111 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, among 1,114 U.S. adults
- The second was conducted April 17-20, 2020, among 1,111 U.S. adults
- The third was conducted April 27-28, 2020, among 1,112 U.S. adults
- The fourth was conducted May 4-5, 2020, among 1,114 U.S. adults
- The fifth wave was conducted May 14-15, 2020, among 1,114 U.S. adults
- The sixth wave was conducted May 28-29, 2020, among 1,113 U.S. adults
- The seventh wave was conducted June 8-9, 2020, among 1,113 U.S. adults
- The eighth wave was conducted June 23-24, 2020, among 1,113 U.S. adults
- The ninth wave was conducted July 21-22, 2020, among 1,115 U.S. 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 3.4 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 ( $n=1,111$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 4.9$  percentage points).

- The first, fourth, fifth, sixth, seventh, eighth, and ninth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second and third waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.





## PUBLIC POLL FINDINGS AND METHODOLOGY

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## PUBLIC POLL FINDINGS AND METHODOLOGY

### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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