



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, August 20, 2020

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

	<i>High threat (Net)</i>	Very high threat	High threat	Moderate threat	<i>Low threat (Net)</i>	Low threat	Very low threat	Don't know
8/18-19 (N=1115)	34%	14%	20%	37%	28%	17%	11%	1%
8/4-5 (N=1,111)	33%	14%	19%	37%	29%	17%	12%	2%
7/21-22 (N=1,115)	34%	15%	19%	36%	29%	19%	10%	1%
6/23-24 (N=1,113)	31%	14%	17%	34%	33%	20%	12%	2%
6/8-9 (N=1,113)	28%	12%	16%	32%	38%	23%	16%	2%
5/28-29 (N=1,113)	30%	12%	18%	34%	34%	20%	14%	2%
5/14-15 (N=1,114)	31%	13%	18%	36%	30%	18%	12%	3%
5/4-5 (N=1,114)	34%	15%	19%	35%	28%	17%	11%	2%
4/27-28 (N=1,112)	32%	15%	17%	34%	31%	20%	11%	3%
4/17-20 (N=1,111)	32%	10%	22%	35%	31%	21%	10%	2%
4/10-13 (N=1,114)	36%	14%	22%	35%	26%	16%	10%	2%



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

	Restaurants and bars are allowed to remain open under reduced capacity or “take-out only”	Retail stores are open under limited hours or capacity	[IF EMPLOYED FULL-TIME OR PART TIME] My company has either suggested or mandated I work from home	[IF EMPLOYED FULL-TIME OR PART TIME] I am unable to work from home due to my type of employment	The majority of restaurants and bars are completely closed	Retail stores are closed but promoting online site/delivery	All stores, except grocery stores and pharmacies, are closed	None of the above
8/18-19	69%	61%	(N=605) 32%	(N=605) 25%	13%	12%	7%	8%
8/4-5	69%	63%	(N=607) 30%	(N=607) 24%	14%	11%	8%	7%
7/21-22	64%	61%	(N=600) 30%	(N=600) 26%	15%	13%	9%	8%
5/14-15	56%	41%	(N=601) 35%	(N=601) 26%	35%	38%	32%	4%
5/4-5	57%	41%	(N=631) 33%	(N=631) 24%	44%	41%	40%	3%
4/27-28	56%	32%	(N=648) 30%	(N=648) 27%	48%	47%	47%	4%
4/17-20	62%	34%	(N=615) 35%	(N=615) 29%	49%	54%	52%	2%
4/10-13	64%	38%	(N=674) 36%	(N=674) 33%	52%	49%	54%	2%



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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?

	The pandemic has not reached my area, and so far there are no restrictions	I am getting ready for possible new restrictions, preparing, and stockpiling supplies where possible	I am reacting day-by-day to the restrictions and establishing new routines	I have adapted to the restrictions and settled into new routines	It seems restrictions will soon be lifted in my area	I am starting to do some things again that used to be restricted	I am doing most of the things I used to do pre-COVID	I feel the pandemic is behind me and am moving on with life
8/18-19	2%	9%	20%	42%	5%	13%	7%	3%
8/4-5	2%	9%	21%	42%	3%	11%	9%	3%
7/21-22	3%	11%	20%	38%	4%	12%	8%	4%
6/23-24	3%	7%	17%	33%	9%	18%	9%	4%
6/8-9	3%	5%	15%	27%	21%	10%	6%	3%
5/28-29	2%	5%	13%	37%	18%	13%	8%	4%
5/14-15	2%	5%	16%	33%	22%	10%	7%	5%
5/4-5	2%	6%	18%	41%	17%	5%	8%	3%
4/27-28	2%	5%	17%	41%	-	-		4%

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

	I'm stuck about what to do next	I have a lot of uncertainty	I have some uncertainty	I have no uncertainty
8/18-19	11%	33%	44%	13%
8/4-5	9%	31%	45%	15%
7/21-22	10%	32%	46%	12%
6/23-24	7%	32%	46%	15%
6/8-9	7%	30%	46%	18%
5/28-29	7%	28%	48%	18%
5/14-15	10%	30%	42%	18%
5/4-5	9%	33%	44%	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.

	5 - Intolerable	4	3	2	1 - Not a problem at all
8/18-19	7%	15%	48%	20%	11%
8/4-5	6%	15%	47%	21%	11%
7/21-22	7%	15%	47%	22%	9%
6/23-24	6%	15%	44%	23%	12%
6/8-9	6%	13%	45%	24%	12%
5/28-29	5%	16%	43%	24%	12%
5/14-15	8%	19%	41%	21%	12%
5/4-5	8%	19%	44%	20%	10%

6. **[ASK IF CHILD AGE 5-17 IN HOUSEHOLD]** In terms of schooling, which of the following are you doing or planning to do? If you have multiple children and are handling them differently, please answer for your youngest, school age child.

	8/18-19 (N=224)
Keeping your child home full time for virtual classes/learning from their school	43%
Sending your child to school full time	22%
Home schooling your child	14%
Sending your child to school part time	12%
Some other alternative	3%
I do not know yet what to do	6%

7. **[ASK IF Q6 DOES NOT EQUAL "I DO NOT KNOW YET WHAT TO DO"]** Has your schooling plan changed since the school year started?

	8/18-19 (N=211)
Yes	44%
No	29%
School year hasn't started yet	28%



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8. **[ASK IF CHILD AGE 5-17 IN HOUSEHOLD]** How disruptive has your child's or children's schooling situation been to your life?

	8/18-19 (N=224)
Very disruptive	29%
Somewhat disruptive	46%
Not very disruptive	14%
Not disruptive at all	11%
<i>Disruptive (Net)</i>	75%
<i>Not disruptive (Net)</i>	25%



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



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

	A friend or acquaintance has been tested and diagnosed with COVID-19	A relative has been tested and diagnosed with COVID-19	Someone I know suspects they have or had COVID-19	I have been tested and diagnosed with COVID-19	None of the above
4/10-13	14%	6%	13%	2%	70%
4/17-20	14%	6%	14%	1%	70%
4/27-28	14%	7%	12%	2%	71%
5/4-5	12%	8%	10%	2%	72%
5/14-15	18%	10%	14%	2%	63%
5/28-29	19%	10%	13%	2%	62%
6/8-9	14%	9%	9%	3%	70%
6/23-24	22%	12%	13%	3%	60%
7/21-22	28%	14%	16%	4%	52%
8/4-5	26%	15%	14%	4%	55%
8/18-19	31%	15%	15%	4%	49%

11. 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	8/18-19
Health threats related to Covid-19	52%	59%	57%
Economic downturn	56%	55%	55%
The outcome of the 2020 presidential election	44%	47%	53%
Societal divisiveness or unrest	48%	39%	35%

a. Economic downturn

	6/8-9	6/23-24	8/18-19
Rank 1	29%	24%	24%
Rank 2	28%	31%	32%
Rank 3	24%	26%	26%
Rank 4	19%	19%	19%
Rank 1 or 2	56%	55%	55%

b. Health threats related to Covid-19

	6/8-9	6/23-24	8/18-19
Rank 1	28%	35%	33%
Rank 2	24%	24%	24%
Rank 3	24%	20%	21%
Rank 4	23%	21%	22%
Rank 1 or 2	52%	59%	57%



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c. Societal divisiveness or unrest

	6/8-9	6/23-24	8/18-19
Rank 1	29%	14%	13%
Rank 2	27%	24%	22%
Rank 3	26%	34%	33%
Rank 4	17%	27%	33%
Rank 1 or 2	44%	39%	35%

d. The outcome of the 2020 presidential election

	6/8-9	6/23-24	8/18-19
Rank 1	30%	27%	30%
Rank 2	27%	20%	23%
Rank 3	22%	20%	20%
Rank 4	21%	33%	27%
Rank 1 or 2	48%	47%	53%

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

Total Agree Summary

	4/27-28	5/4-5	6/23-24	8/18-19
Even if it's a small amount, I can put money away each month	63%	62%	64%	62%
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%	(N=380) 55%
I feel like I have enough saved in case something unplanned happens (i.e. home repairs, car repairs etc.)	52%	49%	51%	52%
I believe I will be better off than my parents	42%	42%	44%	45%
After paying my bills, I do not have money left to spend on the things I want	35%	36%	37%	38%
I worry about paying all of my bills each month	31%	33%	34%	37%
I'm spending more on my child's school supplies compared to previous years	-	-	-	(N=274) 32%



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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	8/18-19
Strongly agree	13%	16%	16%	17%
Somewhat agree	23%	20%	21%	21%
Neither agree nor disagree	21%	23%	21%	20%
Somewhat disagree	23%	22%	23%	21%
Strongly disagree	20%	20%	19%	20%
<i>Agree (Net)</i>	35%	36%	37%	38%
<i>Disagree (Net)</i>	44%	41%	42%	41%

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

	4/27-28	5/4-5	6/23-24	8/18-19
Strongly agree	25%	25%	27%	24%
Somewhat agree	38%	37%	37%	38%
Neither agree nor disagree	19%	19%	17%	16%
Somewhat disagree	10%	11%	11%	12%
Strongly disagree	8%	8%	8%	11%
<i>Agree (Net)</i>	63%	62%	64%	62%
<i>Disagree (Net)</i>	18%	19%	19%	23%

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

	4/27-28	5/4-5	6/23-24	8/18-19
Strongly agree	15%	17%	18%	19%
Somewhat agree	27%	26%	26%	25%
Neither agree nor disagree	35%	34%	30%	32%
Somewhat disagree	13%	14%	14%	13%
Strongly disagree	10%	10%	11%	10%
<i>Agree (Net)</i>	42%	42%	44%	45%
<i>Disagree (Net)</i>	23%	24%	26%	23%

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

	4/27-28	5/4-5	6/23-24	8/18-19
Strongly agree	13%	12%	12%	17%
Somewhat agree	18%	21%	22%	20%
Neither agree nor disagree	22%	21%	17%	18%
Somewhat disagree	20%	22%	23%	20%
Strongly disagree	27%	25%	26%	26%
<i>Agree (Net)</i>	31%	33%	34%	37%
<i>Disagree (Net)</i>	47%	46%	49%	45%



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- d. **[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)	8/18-19 (N=380)
Strongly agree	32%	23%	28%	32%
Somewhat agree	21%	26%	23%	23%
Neither agree nor disagree	29%	30%	30%	25%
Somewhat disagree	7%	7%	9%	10%
Strongly disagree	12%	13%	10%	10%
<i>Agree (Net)</i>	<i>52%</i>	<i>49%</i>	<i>51%</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>19%</i>	<i>20%</i>	<i>18%</i>	<i>20%</i>

- e. 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	8/18-19
Strongly agree	21%	18%	20%	20%
Somewhat agree	31%	31%	31%	32%
Neither agree nor disagree	21%	22%	18%	18%
Somewhat disagree	14%	15%	15%	12%
Strongly disagree	13%	14%	15%	18%
<i>Agree (Net)</i>	<i>52%</i>	<i>49%</i>	<i>51%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>29%</i>	<i>30%</i>	<i>30%</i>

- f. **[ASK IF CHILD AGE 5-17 IN HOUSEHOLD]** I'm spending more on my child's school supplies compared to previous years

	8/18-19 (N=274)
Strongly agree	12%
Somewhat agree	20%
Neither agree nor disagree	32%
Somewhat disagree	18%
Strongly disagree	18%
<i>Agree (Net)</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>36%</i>



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13. Which of the following best describes your spending and saving compared to before the coronavirus pandemic?

	8/18-19
Spending more overall, but on the same things I bought before the pandemic	19%
Spending more overall, including buying new things I did not buy before the pandemic	14%
Saving more overall, but only because I am spending less	28%
Saving more overall by actively putting away more money when I can	8%
No difference in spending/saving	31%

14. 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	8/18-19
I am keeping up with my usual grooming habits	64%	64%	63%	65%	67%	69%
I miss my old routines	68%	61%	61%	57%	61%	64%
I am currently trying to eat healthier	52%	51%	52%	58%	59%	65%
I have created new daily routines for myself	-	-	-	-	58%	62%
I feel like I now have more free time than before the coronavirus pandemic	-	-	-	-	51%	55%
I am keeping up with my usual exercise routine	43%	41%	44%	43%	47%	48%
I have new routines for grooming and personal care that I hope to continue	26%	26%	30%	31%	33%	36%
I no longer fit into my everyday clothes purchased before the pandemic	-	-	-	-	20%	25%
I no longer fit into my work clothes purchased before the pandemic	-	-	-	-	18%	24%



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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	8/18-19
Strongly agree	16%	15%	17%	18%	20%	24%
Somewhat agree	36%	36%	35%	40%	39%	41%
Neither agree nor disagree	31%	30%	32%	25%	26%	21%
Somewhat disagree	10%	12%	9%	10%	8%	8%
Strongly disagree	7%	6%	6%	6%	6%	4%
Don't know	*	1%	1%	1%	1%	1%
<i>Agree (Net)</i>	<i>52%</i>	<i>51%</i>	<i>52%</i>	<i>58%</i>	<i>59%</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>18%</i>	<i>15%</i>	<i>16%</i>	<i>15%</i>	<i>13%</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	8/18-19
Strongly agree	27%	24%	26%	25%	28%	30%
Somewhat agree	37%	40%	37%	41%	39%	39%
Neither agree nor disagree	16%	15%	17%	16%	15%	13%
Somewhat disagree	14%	14%	13%	13%	13%	14%
Strongly disagree	5%	6%	5%	5%	4%	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>69%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>20%</i>	<i>18%</i>	<i>18%</i>	<i>17%</i>	<i>18%</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	8/18-19
Strongly agree	17%	14%	15%	15%	16%	19%
Somewhat agree	25%	27%	29%	28%	30%	29%
Neither agree nor disagree	30%	26%	27%	27%	25%	25%
Somewhat disagree	14%	17%	15%	15%	15%	14%
Strongly disagree	13%	15%	13%	14%	13%	13%
Don't know	*	1%	2%	2%	1%	1%
<i>Agree (Net)</i>	<i>43%</i>	<i>41%</i>	<i>44%</i>	<i>43%</i>	<i>47%</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>31%</i>	<i>27%</i>	<i>29%</i>	<i>27%</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	8/18-19
Strongly agree	10%	10%	12%	10%	9%	14%
Somewhat agree	16%	17%	19%	21%	24%	23%
Neither agree nor disagree	37%	30%	33%	31%	36%	32%
Somewhat disagree	19%	24%	20%	21%	16%	18%
Strongly disagree	17%	18%	14%	16%	14%	13%
Don't know	1%	1%	2%	2%	1%	1%
<i>Agree (Net)</i>	<i>26%</i>	<i>26%</i>	<i>30%</i>	<i>31%</i>	<i>33%</i>	<i>36%</i>
<i>Disagree (Net)</i>	<i>36%</i>	<i>42%</i>	<i>35%</i>	<i>37%</i>	<i>30%</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	8/18-19
Strongly agree	34%	27%	26%	21%	25%	28%
Somewhat agree	34%	34%	35%	36%	36%	36%
Neither agree nor disagree	20%	24%	23%	25%	23%	21%
Somewhat disagree	7%	9%	9%	11%	10%	8%
Strongly disagree	4%	5%	5%	6%	5%	6%
Don't know	1%	1%	1%	1%	*	1%
<i>Agree (Net)</i>	68%	61%	61%	57%	61%	64%
<i>Disagree (Net)</i>	11%	14%	14%	17%	16%	14%

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

	8/4-5	8/18-19
Strongly agree	22%	21%
Somewhat agree	29%	34%
Neither agree nor disagree	25%	22%
Somewhat disagree	13%	12%
Strongly disagree	10%	11%
Don't know	1%	1%
<i>Agree (Net)</i>	51%	55%
<i>Disagree (Net)</i>	23%	22%

g. I have created new daily routines for myself

	8/4-5	8/18-19
Strongly agree	15%	16%
Somewhat agree	43%	46%
Neither agree nor disagree	23%	21%
Somewhat disagree	11%	11%
Strongly disagree	8%	6%
Don't know	*	1%
<i>Agree (Net)</i>	58%	62%
<i>Disagree (Net)</i>	18%	16%

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

	8/4-5	8/18-19
Strongly agree	5%	8%
Somewhat agree	12%	16%
Neither agree nor disagree	18%	19%
Somewhat disagree	17%	16%
Strongly disagree	42%	38%
Don't know	5%	4%
<i>Agree (Net)</i>	18%	24%
<i>Disagree (Net)</i>	60%	54%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

	8/4-5	8/18-19
Strongly agree	6%	8%
Somewhat agree	14%	17%
Neither agree nor disagree	16%	18%
Somewhat disagree	19%	17%
Strongly disagree	44%	38%
Don't know	1%	2%
<i>Agree (Net)</i>	<i>20%</i>	<i>25%</i>
<i>Disagree (Net)</i>	<i>62%</i>	<i>55%</i>

15. In the next month, how likely are you to do the following?

Total Likely Summary

	8/18-19
Go inside a non-grocery store (general merchandise, electronics)	68%
Go inside a friend's home	57%
Go to a barber shop/salon	47%
Go inside a bank branch	44%
Dine or drink inside at a restaurant or bar	41%
Shop at shopping centers or malls	39%
Go to a religious center/church	29%
Go to a fitness center/studio/gym	19%
Go to an indoor entertainment center (movie theaters, concerts)	18%
Ride public transportation	14%



PUBLIC POLL FINDINGS AND METHODOLOGY

a. Dine or drink inside at a restaurant or bar

	8/18-19
Very likely	17%
Somewhat likely	24%
Not very likely	20%
Not at all likely	29%
Not open in my area	5%
I do not do this	6%
<i>Likely (Net)</i>	<i>41%</i>
<i>Not likely (Net)</i>	<i>49%</i>

b. Go to an indoor entertainment center (movie theaters, concerts)

	8/18-19
Very likely	7%
Somewhat likely	10%
Not very likely	22%
Not at all likely	38%
Not open in my area	13%
I do not do this	10%
<i>Likely (Net)</i>	<i>18%</i>
<i>Not likely (Net)</i>	<i>60%</i>

c. Shop at shopping centers or malls

	8/18-19
Very likely	12%
Somewhat likely	26%
Not very likely	26%
Not at all likely	27%
Not open in my area	3%
I do not do this	6%
<i>Likely (Net)</i>	<i>39%</i>
<i>Not likely (Net)</i>	<i>53%</i>

d. Go inside a bank branch

	8/18-19
Very likely	16%
Somewhat likely	28%
Not very likely	24%
Not at all likely	22%
Not open in my area	4%
I do not do this	6%
<i>Likely (Net)</i>	<i>44%</i>
<i>Not likely (Net)</i>	<i>46%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

e. Go inside a non-grocery store (general merchandise, electronics)

	8/18-19
Very likely	29%
Somewhat likely	39%
Not very likely	18%
Not at all likely	11%
Not open in my area	1%
I do not do this	2%
<i>Likely (Net)</i>	68%
<i>Not likely (Net)</i>	29%

f. Go inside a friend's home

	8/18-19
Very likely	24%
Somewhat likely	33%
Not very likely	23%
Not at all likely	15%
Not open in my area	1%
I do not do this	4%
<i>Likely (Net)</i>	57%
<i>Not likely (Net)</i>	38%

g. Ride public transportation

	8/18-19
Very likely	6%
Somewhat likely	8%
Not very likely	13%
Not at all likely	37%
Not open in my area	5%
I do not do this	30%
<i>Likely (Net)</i>	14%
<i>Not likely (Net)</i>	50%

h. Go to a religious center/church

	8/18-19
Very likely	13%
Somewhat likely	16%
Not very likely	17%
Not at all likely	27%
Not open in my area	6%
I do not do this	21%
<i>Likely (Net)</i>	29%
<i>Not likely (Net)</i>	45%



PUBLIC POLL FINDINGS AND METHODOLOGY

i. Go to a fitness center/studio/gym

	8/18-19
Very likely	8%
Somewhat likely	11%
Not very likely	16%
Not at all likely	34%
Not open in my area	8%
I do not do this	22%
<i>Likely (Net)</i>	<i>19%</i>
<i>Not likely (Net)</i>	<i>51%</i>

j. Go to a barber shop/salon

	8/18-19
Very likely	22%
Somewhat likely	26%
Not very likely	17%
Not at all likely	23%
Not open in my area	3%
I do not do this	9%
<i>Likely (Net)</i>	<i>47%</i>
<i>Not likely (Net)</i>	<i>40%</i>

16. Thinking about the activities that are more restricted in the current environment, how much do you miss the following right now?

Total A lot/A little Summary

	8/18-19
Watching professional sports games	45%
Spending Saturdays and Sundays watching football	42%
Talking with others about professional sports	35%
Attending professional sports games	31%
Participating in fantasy sport leagues	19%

a. Watching professional sports games

	8/18-19
A lot	21%
A little	23%
Not very much	18%
Not at all	38%
<i>A lot/A little (Net)</i>	<i>45%</i>
<i>Not very much/Not at all (Net)</i>	<i>55%</i>



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b. Attending professional sports games

	8/18-19
A lot	14%
A little	17%
Not very much	19%
Not at all	50%
<i>A lot/A little (Net)</i>	31%
<i>Not very much/Not at all (Net)</i>	69%

c. Talking with others about professional sports

	8/18-19
A lot	12%
A little	23%
Not very much	22%
Not at all	43%
<i>A lot/A little (Net)</i>	35%
<i>Not very much/Not at all (Net)</i>	65%

d. Participating in fantasy sport leagues

	8/18-19
A lot	8%
A little	11%
Not very much	17%
Not at all	64%
<i>A lot/A little (Net)</i>	19%
<i>Not very much/Not at all (Net)</i>	81%

e. Spending Saturdays and Sundays watching football

	8/18-19
A lot	21%
A little	21%
Not very much	16%
Not at all	42%
<i>A lot/A little (Net)</i>	42%
<i>Not very much/Not at all (Net)</i>	58%

17. On average, how much time do you spend on social media per day?

	8/18-19
I do not use social media	14%
Less than 1 hour	28%
1-3 hours	37%
4-6 hours	13%
6+ hours	8%



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18. **[ASK IF Q17 DOES NOT EQUAL “I DO NOT USE SOCIAL MEDIA”]** Would you say you are spending more, less, or about the same amount of time on social media now compared to before COVID-19 related closures and social distancing measures?

	8/18-19 (N=957)
More	47%
Less	11%
About the same	42%

19. **[ASK IF Q17 DOES NOT EQUAL “I DO NOT USE SOCIAL MEDIA”]** Which social media channels have you visited or interacted with (likes/posts/comments) in the last 7 days? Select all that apply.

	8/18-19 (N=957)
Facebook	82%
YouTube	63%
Instagram	49%
Twitter	36%
Pinterest	27%
Snapchat	24%
TikTok	18%
Reddit	13%
Tumblr	6%
Other	2%

20. **[ASK IF Q17 DOES NOT EQUAL “I DO NOT USE SOCIAL MEDIA”]** Do you follow any of the following types of people on social media?

Yes Summary

	8/18-19 (N=957)
Actors/Entertainers	45%
Politicians/Public Figures	38%
Experts/Bloggers (Food, Travel, Beauty, Health, Parenting, etc.)	37%
Activists (Social Justice, Environment, Human Rights, etc.)	32%
Fashion Models	19%

a. Actors/Entertainers

	8/18-19
Yes	45%
No	53%
Don't know	2%



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b. Fashion Models

	8/18-19
Yes	19%
No	78%
Don't know	3%

c. Politicians/Public Figures

	8/18-19
Yes	38%
No	59%
Don't know	3%

d. Activists (Social Justice, Environment, Human Rights, etc.)

	8/18-19
Yes	32%
No	64%
Don't know	4%

e. Experts/Bloggers (Food, Travel, Beauty, Health, Parenting, etc.)

	8/18-19
Yes	37%
No	60%
Don't know	3%

21. How much responsibility do each of the following have to invest in, or spend money at, small businesses in your area?

Total A lot/Some Summary

	8/18-19
You	67%
Food and beverage companies	64%
Other people in your community	63%
Banks and lenders	61%
Other types of large companies	58%
Technology companies	56%

a. You

	8/18-19
A lot	25%
Some	42%
A little	19%
None at all	13%
<i>A lot/Some (Net)</i>	<i>67%</i>
<i>A little/None at all (Net)</i>	<i>33%</i>



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b. Other people in your community

	8/18-19
A lot	17%
Some	46%
A little	22%
None at all	15%
<i>A lot/Some (Net)</i>	63%
<i>A little/None at all (Net)</i>	37%

c. Banks and lenders

	8/18-19
A lot	24%
Some	37%
A little	24%
None at all	14%
<i>A lot/Some (Net)</i>	61%
<i>A little/None at all (Net)</i>	39%

d. Technology companies

	8/18-19
A lot	20%
Some	36%
A little	25%
None at all	19%
<i>A lot/Some (Net)</i>	56%
<i>A little/None at all (Net)</i>	44%

e. Food and beverage companies

	8/18-19
A lot	23%
Some	41%
A little	23%
None at all	13%
<i>A lot/Some (Net)</i>	64%
<i>A little/None at all (Net)</i>	36%

f. Other types of large companies

	8/18-19
A lot	20%
Some	37%
A little	25%
None at all	18%
<i>A lot/Some (Net)</i>	58%
<i>A little/None at all (Net)</i>	42%



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22. Following the death of George Floyd in May, have you taken any of the following actions?
(Select all that apply)

	6/8-9	8/18-19
Posted on my social media to advocate for equality or action	21%	22%
Signed a petition	15%	19%
Added to my reading list to understand the situation better	14%	19%
Participated in organized social media activities (e.g., Blackout Tuesday)	13%	14%
Donated to causes supporting African American advancement or organizations supporting racial justice	9%	11%
Went to a protest or vigil	5%	7%
Donated to a political candidate	4%	7%
Called a representative or elected leader to express my opinion	4%	7%
None of the above	59%	56%

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

	6/8-9	8/18-19
Commit themselves to equality in hiring and pay	37%	40%
Invest in communities that are currently underserved	30%	34%
Donate funds to organizations supporting racial justice	26%	25%
Make a statement of support for racial justice	25%	25%
None of these, companies should stay out of this issue	22%	25%
Don't know	17%	16%

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

Total Agree Summary

	6/23-24	7/21-22	8/18-19
More companies have spoken out about racism than I expected	59%	55%	52%
It is not enough for companies to speak out against racial injustice	51%	46%	48%
I am more likely to purchase something from a company that has taken a public stand against racism	45%	42%	41%
I wish I saw more ads about racial justice	-	-	30%
I'm tired of ads about racial justice	-	-	45%



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- 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	8/18-19
Strongly agree	22%	20%	18%
Somewhat agree	24%	22%	23%
Neither agree nor disagree	35%	39%	35%
Somewhat disagree	9%	8%	8%
Strongly disagree	11%	11%	15%
<i>Agree (Net)</i>	<i>45%</i>	<i>42%</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>19%</i>	<i>23%</i>

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

	6/23-24	7/21-22	8/18-19
Strongly agree	19%	19%	20%
Somewhat agree	40%	36%	32%
Neither agree nor disagree	30%	35%	35%
Somewhat disagree	9%	7%	9%
Strongly disagree	3%	3%	4%
<i>Agree (Net)</i>	<i>59%</i>	<i>55%</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>10%</i>	<i>13%</i>

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

	6/23-24	7/21-22	8/18-19
Strongly agree	22%	20%	20%
Somewhat agree	30%	26%	28%
Neither agree nor disagree	30%	37%	34%
Somewhat disagree	9%	9%	8%
Strongly disagree	9%	8%	10%
<i>Agree (Net)</i>	<i>51%</i>	<i>46%</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>17%</i>	<i>18%</i>

- d. I wish I saw more ads about racial justice

	8/18-19
Strongly agree	13%
Somewhat agree	17%
Neither agree nor disagree	31%
Somewhat disagree	14%
Strongly disagree	25%
<i>Agree (Net)</i>	<i>30%</i>
<i>Disagree (Net)</i>	<i>39%</i>



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e. I'm tired of ads about racial justice

	8/18-19
Strongly agree	25%
Somewhat agree	19%
Neither agree nor disagree	26%
Somewhat disagree	12%
Strongly disagree	17%
<i>Agree (Net)</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>29%</i>



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About the Study

These are some of the findings of the ninth wave of an Ipsos poll conducted between August 18-19, 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, 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 tenth wave was conducted August 4-5, 2020, among 1,111 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 3.3 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, eighth, and ninth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second, third, and tenth waves of this study have a credibility interval of plus or minus 3.4 percentage points for all respondents.



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About Ipsos

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

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

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

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