



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, September 4, 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
9/1-2 (N=1,113)	33%	14%	19%	33%	32%	19%	14%	1%
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
9/1-2	69%	60%	(N=603) 27%	(N=603) 29%	11%	12%	7%	8%
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
9/1-2	3%	7%	14%	43%	6%	13%	9%	4%
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
9/1-2	9%	32%	42%	16%
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
9/1-2	7%	16%	45%	22%	9%
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%





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



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7. Regarding COVID-19, which of the following are true to you?

	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
9/1-2	29%	18%	13%	6%	50%
8/18-19	31%	15%	15%	4%	49%
8/4-5	26%	15%	14%	4%	55%
7/21-22	28%	14%	16%	4%	52%
6/23-24	22%	12%	13%	3%	60%
6/8-9	14%	9%	9%	3%	70%
5/28-29	19%	10%	13%	2%	62%
5/14-15	18%	10%	14%	2%	63%
5/4-5	12%	8%	10%	2%	72%
4/27-28	14%	7%	12%	2%	71%
4/17-20	14%	6%	14%	1%	70%
4/10-13	14%	6%	13%	2%	70%

8. How much of a threat do the following pose to the well-being of you and your family over the next year? Please rank the list in order from 1 to 4, with 1 meaning the largest threat and 4 meaning the smallest threat:

Rank 1/2 Summary

	6/8-9	6/23-24	8/18-19	9/1-2
The outcome of the 2020 presidential election	44%	47%	53%	56%
Health threats related to Covid-19	52%	59%	57%	53%
Economic downturn	56%	55%	55%	49%
Societal divisiveness or unrest	48%	39%	35%	42%

a. Economic downturn

	6/8-9	6/23-24	8/18-19	9/1-2
Rank 1	29%	24%	24%	22%
Rank 2	28%	31%	32%	27%
Rank 3	24%	26%	26%	30%
Rank 4	19%	19%	19%	21%
Rank 1 or 2	56%	55%	55%	49%





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b. Health threats related to Covid-19

	6/8-9	6/23-24	8/18-19	9/1-2
Rank 1	28%	35%	33%	30%
Rank 2	24%	24%	24%	22%
Rank 3	24%	20%	21%	21%
Rank 4	23%	21%	22%	26%
<i>Rank 1 or 2</i>	<i>52%</i>	<i>59%</i>	<i>57%</i>	<i>53%</i>

c. Societal divisiveness or unrest

	6/8-9	6/23-24	8/18-19	9/1-2
Rank 1	29%	14%	13%	15%
Rank 2	27%	24%	22%	27%
Rank 3	26%	34%	33%	28%
Rank 4	17%	27%	33%	30%
<i>Rank 1 or 2</i>	<i>44%</i>	<i>39%</i>	<i>35%</i>	<i>42%</i>

d. The outcome of the 2020 presidential election

	6/8-9	6/23-24	8/18-19	9/1-2
Rank 1	30%	27%	30%	33%
Rank 2	27%	20%	23%	23%
Rank 3	22%	20%	20%	21%
Rank 4	21%	33%	27%	23%
<i>Rank 1 or 2</i>	<i>48%</i>	<i>47%</i>	<i>53%</i>	<i>56%</i>

9. In a typical week, how many days do you drive in the same car, either as the driver or passenger?

	9/1-2
0	8%
1	12%
2	13%
3	13%
4	9%
5	13%
6	7%
7	25%



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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?

	7/21-22 (N=600)	8/4-5 (N=607)	9/1-2 (N=603)
Yes	33%	37%	37%
No	53%	51%	51%
Don't know	13%	12%	12%

11. **[IF EMPLOYED FULL-TIME OR PART-TIME AND Q10=YES]** How do you expect your work commute to change?

	7/21-22 (N=196)	9/1-2 (N=207)
I expect to drive to work more often	46%	54%
I expect to take public transportation (bus or rail) more often	17%	21%
I expect to commute less, in any form, because I will be working from home more frequently	24%	17%
I expect to walk or bike more often	18%	13%
Don't know	9%	5%

12. Overall, as restrictions are lifted, do you anticipate:

	9/1-2
Driving about the same number of miles as I did before the outbreak	49%
Driving fewer miles than I did before the outbreak	25%
Driving more miles than I did before the outbreak	13%
I do not own a vehicle/do not drive	8%
Don't know	5%

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

Total Likely Summary

	8/18-19	9/1-2
Go inside a non-grocery store (general merchandise, electronics)	68%	68%
Go inside a friend's home	57%	61%
Go to a barber shop/salon	47%	49%
Go inside a bank branch	44%	44%
Dine or drink inside at a restaurant or bar	41%	44%
Shop at shopping centers or malls	39%	44%
Go to a religious center/church	29%	29%
Go to an indoor entertainment center (movie theaters, concerts)	18%	21%
Go to a fitness center/studio/gym	19%	18%
Ride public transportation	14%	13%



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a. Dine or drink inside at a restaurant or bar

	8/18-19	9/1-2
Very likely	17%	21%
Somewhat likely	24%	23%
Not very likely	20%	18%
Not at all likely	29%	28%
Not open in my area	5%	4%
I do not do this	6%	6%
<i>Likely (Net)</i>	<i>41%</i>	<i>44%</i>
<i>Not likely (Net)</i>	<i>49%</i>	<i>46%</i>

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

	8/18-19	9/1-2
Very likely	7%	8%
Somewhat likely	10%	13%
Not very likely	22%	20%
Not at all likely	38%	38%
Not open in my area	13%	9%
I do not do this	10%	12%
<i>Likely (Net)</i>	<i>18%</i>	<i>21%</i>
<i>Not likely (Net)</i>	<i>60%</i>	<i>58%</i>

c. Shop at shopping centers or malls

	8/18-19	9/1-2
Very likely	12%	17%
Somewhat likely	26%	27%
Not very likely	26%	24%
Not at all likely	27%	22%
Not open in my area	3%	4%
I do not do this	6%	6%
<i>Likely (Net)</i>	<i>39%</i>	<i>44%</i>
<i>Not likely (Net)</i>	<i>53%</i>	<i>46%</i>

d. Go inside a bank branch

	8/18-19	9/1-2
Very likely	16%	17%
Somewhat likely	28%	27%
Not very likely	24%	26%
Not at all likely	22%	18%
Not open in my area	4%	4%
I do not do this	6%	8%
<i>Likely (Net)</i>	<i>44%</i>	<i>44%</i>
<i>Not likely (Net)</i>	<i>46%</i>	<i>44%</i>





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

	8/18-19	9/1-2
Very likely	29%	33%
Somewhat likely	39%	35%
Not very likely	18%	18%
Not at all likely	11%	10%
Not open in my area	1%	1%
I do not do this	2%	3%
<i>Likely (Net)</i>	68%	68%
<i>Not likely (Net)</i>	29%	28%

f. Go inside a friend's home

	8/18-19	9/1-2
Very likely	24%	28%
Somewhat likely	33%	32%
Not very likely	23%	20%
Not at all likely	15%	14%
Not open in my area	1%	1%
I do not do this	4%	4%
<i>Likely (Net)</i>	57%	61%
<i>Not likely (Net)</i>	38%	34%

g. Ride public transportation

	8/18-19	9/1-2
Very likely	6%	6%
Somewhat likely	8%	7%
Not very likely	13%	12%
Not at all likely	37%	38%
Not open in my area	5%	3%
I do not do this	30%	34%
<i>Likely (Net)</i>	14%	13%
<i>Not likely (Net)</i>	50%	50%

h. Go to a religious center/church

	8/18-19	9/1-2
Very likely	13%	15%
Somewhat likely	16%	14%
Not very likely	17%	17%
Not at all likely	27%	27%
Not open in my area	6%	4%
I do not do this	21%	23%
<i>Likely (Net)</i>	29%	29%
<i>Not likely (Net)</i>	45%	44%



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i. Go to a fitness center/studio/gym

	8/18-19	9/1-2
Very likely	8%	8%
Somewhat likely	11%	10%
Not very likely	16%	16%
Not at all likely	34%	34%
Not open in my area	8%	5%
I do not do this	22%	26%
<i>Likely (Net)</i>	<i>19%</i>	<i>18%</i>
<i>Not likely (Net)</i>	<i>51%</i>	<i>50%</i>

j. Go to a barber shop/salon

	8/18-19	9/1-2
Very likely	22%	22%
Somewhat likely	26%	26%
Not very likely	17%	16%
Not at all likely	23%	23%
Not open in my area	3%	3%
I do not do this	9%	10%
<i>Likely (Net)</i>	<i>47%</i>	<i>49%</i>
<i>Not likely (Net)</i>	<i>40%</i>	<i>39%</i>

14. Do you have plans to do any shopping on the following days this year?

Yes Summary

	9/1-2
The holiday shopping season (Thanksgiving to Christmas)	57%
Cyber Monday (Monday after Thanksgiving)	39%
Black Friday (Friday after Thanksgiving)	26%
Small Business Saturday (Saturday after Thanksgiving)	25%

a. Black Friday (Friday after Thanksgiving)

	9/1-2
Yes	26%
No	55%
Don't know	19%

b. Small Business Saturday (Saturday after Thanksgiving)

	9/1-2
Yes	25%
No	49%
Don't know	26%



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c. Cyber Monday (Monday after Thanksgiving)

	9/1-2
Yes	39%
No	40%
Don't know	21%

d. The holiday shopping season (Thanksgiving to Christmas)

	9/1-2
Yes	57%
No	27%
Don't know	16%

15. When do you usually start your holiday shopping?

	9/1-2
August or earlier	11%
September	9%
October	20%
November	33%
December	12%
I do not do any holiday shopping	11%
Don't know	4%

16. When do you plan to start your holiday shopping this year?

	9/1-2
I already started	12%
September	7%
October	17%
November	28%
December	10%
I do not do any holiday shopping	12%
Don't know	13%



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17. [IF Q14 HOLIDAY SHOPPING SEASON = YES AND Q14, Q15 DO NOT EQUAL “I DO NOT DO ANY HOLIDAY SHOPPING”] Do you agree or disagree with the following statements? Select one for each.

Total Agree Summary

	9/1-2 (N=618)
I will certainly make a spur of the moment purchase during holiday season shopping	67%
I have a specific shopping list I will follow during the holiday shopping season	56%
Most of my holiday shopping season purchases are things I would get anyway	56%
I know exactly the stores I plan to shop at during the holiday shopping season	54%
I will only buy items on sale during the holiday shopping season	53%
I plan to spend more during the holiday shopping season this year than I did last year	27%

a. I know exactly the stores I plan to shop at during the holiday shopping season

	9/1-2 (N=618)
Strongly agree	18%
Somewhat agree	36%
Somewhat disagree	25%
Strongly disagree	12%
Don't know	9%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>37%</i>

b. I have a specific shopping list I will follow during the holiday shopping season

	9/1-2 (N=618)
Strongly agree	17%
Somewhat agree	38%
Somewhat disagree	27%
Strongly disagree	15%
Don't know	3%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>41%</i>



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c. I will only buy items on sale during the holiday shopping season

	9/1-2 (N=618)
Strongly agree	17%
Somewhat agree	36%
Somewhat disagree	30%
Strongly disagree	11%
Don't know	7%
<i>Agree (Net)</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>40%</i>

d. Most of my holiday shopping season purchases are things I would get anyway

	9/1-2 (N=618)
Strongly agree	13%
Somewhat agree	43%
Somewhat disagree	28%
Strongly disagree	8%
Don't know	8%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>36%</i>

e. I will certainly make a spur of the moment purchase during holiday season shopping

	9/1-2 (N=618)
Strongly agree	21%
Somewhat agree	46%
Somewhat disagree	21%
Strongly disagree	7%
Don't know	5%
<i>Agree (Net)</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>28%</i>

f. I plan to spend more during the holiday shopping season this year than I did last year

	9/1-2 (N=618)
Strongly agree	10%
Somewhat agree	17%
Somewhat disagree	40%
Strongly disagree	26%
Don't know	7%
<i>Agree (Net)</i>	<i>27%</i>
<i>Disagree (Net)</i>	<i>66%</i>



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18. Now, on to a different topic. In the wake of ongoing protests around racial injustice, which of the following would be most effective for companies to do?

	6/8-9	8/18-19	9/1-2
Commit themselves to equality in hiring and pay	37%	40%	42%
Invest in communities that are currently underserved	30%	34%	32%
Donate funds to organizations supporting racial justice	26%	25%	23%
Make a statement of support for racial justice	25%	25%	23%
None of these, companies should stay out of this issue	22%	25%	27%
Don't know	17%	16%	12%

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

Total Agree Summary

	6/23-24	7/21-22	8/18-19	9/1-2
More companies have spoken out about racism than I expected	59%	55%	52%	49%
It is not enough for companies to speak out against racial injustice	51%	46%	48%	48%
I am more likely to purchase something from a company that has taken a public stand against racism	45%	42%	41%	38%
I wish I saw more ads about racial justice	-	-	30%	28%
I'm tired of ads about racial justice	-	-	45%	48%

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	9/1-2
Strongly agree	22%	20%	18%	16%
Somewhat agree	24%	22%	23%	22%
Neither agree nor disagree	35%	39%	35%	35%
Somewhat disagree	9%	8%	8%	11%
Strongly disagree	11%	11%	15%	16%
<i>Agree (Net)</i>	<i>45%</i>	<i>42%</i>	<i>41%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>19%</i>	<i>23%</i>	<i>27%</i>





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

	6/23-24	7/21-22	8/18-19	9/1-2
Strongly agree	19%	19%	20%	13%
Somewhat agree	40%	36%	32%	36%
Neither agree nor disagree	30%	35%	35%	37%
Somewhat disagree	9%	7%	9%	10%
Strongly disagree	3%	3%	4%	4%
<i>Agree (Net)</i>	<i>59%</i>	<i>55%</i>	<i>52%</i>	<i>49%</i>
<i>Disagree (Net)</i>	<i>12%</i>	<i>10%</i>	<i>13%</i>	<i>14%</i>

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

	6/23-24	7/21-22	8/18-19	9/1-2
Strongly agree	22%	20%	20%	20%
Somewhat agree	30%	26%	28%	28%
Neither agree nor disagree	30%	37%	34%	31%
Somewhat disagree	9%	9%	8%	10%
Strongly disagree	9%	8%	10%	11%
<i>Agree (Net)</i>	<i>51%</i>	<i>46%</i>	<i>48%</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>17%</i>	<i>18%</i>	<i>21%</i>

d. I wish I saw more ads about racial justice

	8/18-19	9/1-2
Strongly agree	13%	14%
Somewhat agree	17%	15%
Neither agree nor disagree	31%	30%
Somewhat disagree	14%	15%
Strongly disagree	25%	27%
<i>Agree (Net)</i>	<i>30%</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>39%</i>	<i>42%</i>

e. I'm tired of ads about racial justice

	8/18-19	9/1-2
Strongly agree	25%	27%
Somewhat agree	19%	21%
Neither agree nor disagree	26%	21%
Somewhat disagree	12%	15%
Strongly disagree	17%	16%
<i>Agree (Net)</i>	<i>45%</i>	<i>48%</i>
<i>Disagree (Net)</i>	<i>29%</i>	<i>31%</i>





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20. If Joe Biden wins the 2020 presidential election, does that make you more or less confident in your family's future well-being?

	9/1-2
More confident	40%
Makes no difference	16%
Less confident	36%
Don't know	8%

21. If Donald Trump wins the 2020 presidential election, does that make you more or less confident in your family's future well-being?

	9/1-2
More confident	33%
Makes no difference	17%
Less confident	44%
Don't know	6%

22. Which of these did you get your news from in the past week? Select all that apply.

	9/1-2
National broadcast news (ABC, CBS, or NBC)	38%
Digital or online news	32%
Social media	30%
CNN	25%
Fox News	24%
Your local newspaper	23%
Public television or radio	21%
Friends or family	21%
National newspapers (e.g. New York Times, The Washington Post)	15%
MSNBC	12%
Other	6%
None of these	5%





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About the Study

These are some of the findings of the twelfth wave of an Ipsos poll conducted between September 1-2, 2020. For this survey, a sample of roughly 1,113 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

- The first wave was conducted between April 10-13, 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 eleventh wave was conducted August 18-10, 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 3.3 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=1,113$, $DEFF=1.5$, adjusted Confidence Interval= ± 4.8 percentage points).

- The first, fourth, fifth, sixth, seventh, eighth, ninth, and eleventh 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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For more information on this news release, please contact:

Chris Jackson
Senior Vice President, US
Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

Mallory Newall
Director, US
Public Affairs
+1 202 420-2014
mallory.newall@ipsos.com





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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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