



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, September 18, 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
9/15-16 (N=1,113)	36%	18%	18%	33%	29%	16%	12%	1%
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. 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
9/15-16	3%	7%	16%	42%	6%	11%	9%	5%
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%

3. 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
9/15-16	10%	29%	43%	18%
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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4. On a five-point scale, with 5 being intolerable and 1 being not a problem at all, how much do COVID-19 restrictions in your area impact you personally? You may choose any number in between.

	5 - Intolerable	4	3	2	1 - Not a problem at all
9/15-16	7%	16%	42%	23%	12%
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%

5. **[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)	9/15-16 (N=236)
Keeping your child home full time for virtual classes/learning from their school	43%	39%
Sending your child to school full time	22%	19%
Home schooling your child	14%	19%
Sending your child to school part time	12%	18%
Some other alternative	3%	3%
I do not know yet what to do	6%	1%

6. **[ASK IF Q5 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)	9/15-16 (N=231)
Yes	44%	45%
No	29%	50%
School year hasn't started yet	28%	5%



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7. **[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)	9/15-16 (N=236)
Very disruptive	29%	31%
Somewhat disruptive	46%	34%
Not very disruptive	14%	22%
Not disruptive at all	11%	13%
<i>Disruptive (Net)</i>	<i>75%</i>	<i>65%</i>
<i>Not disruptive (Net)</i>	<i>25%</i>	<i>35%</i>

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	9/15-16
Health threats related to Covid-19	52%	59%	57%	53%	60%
The outcome of the 2020 presidential election	44%	47%	53%	56%	54%
Economic downturn	56%	55%	55%	49%	49%
Societal divisiveness or unrest	48%	39%	35%	42%	37%

a. Economic downturn

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16
Rank 1	29%	24%	24%	22%	22%
Rank 2	28%	31%	32%	27%	27%
Rank 3	24%	26%	26%	30%	28%
Rank 4	19%	19%	19%	21%	22%
<i>Rank 1 or 2</i>	<i>56%</i>	<i>55%</i>	<i>55%</i>	<i>49%</i>	<i>49%</i>

b. Health threats related to Covid-19

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16
Rank 1	28%	35%	33%	30%	34%
Rank 2	24%	24%	24%	22%	26%
Rank 3	24%	20%	21%	21%	20%
Rank 4	23%	21%	22%	26%	20%
<i>Rank 1 or 2</i>	<i>52%</i>	<i>59%</i>	<i>57%</i>	<i>53%</i>	<i>60%</i>





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c. Societal divisiveness or unrest

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16
Rank 1	29%	14%	13%	15%	13%
Rank 2	27%	24%	22%	27%	25%
Rank 3	26%	34%	33%	28%	30%
Rank 4	17%	27%	33%	30%	33%
<i>Rank 1 or 2</i>	<i>44%</i>	<i>39%</i>	<i>35%</i>	<i>42%</i>	<i>37%</i>

d. The outcome of the 2020 presidential election

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16
Rank 1	30%	27%	30%	33%	32%
Rank 2	27%	20%	23%	23%	22%
Rank 3	22%	20%	20%	21%	22%
Rank 4	21%	33%	27%	23%	25%
<i>Rank 1 or 2</i>	<i>48%</i>	<i>47%</i>	<i>53%</i>	<i>56%</i>	<i>54%</i>

9. 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	9/15-16
I am keeping up with my usual grooming habits	64%	64%	63%	65%	67%	69%	72%
I am currently trying to eat healthier	52%	51%	52%	58%	59%	65%	63%
I have created new daily routines for myself	-	-	-	-	58%	62%	61%
I miss my old routines	68%	61%	61%	57%	61%	64%	59%
I feel like I now have more free time than before the coronavirus pandemic	-	-	-	-	51%	55%	48%
I am keeping up with my usual exercise routine	43%	41%	44%	43%	47%	48%	48%
I have new routines for grooming and personal care that I hope to continue	26%	26%	30%	31%	33%	36%	36%
I no longer fit into my everyday clothes purchased before the pandemic	-	-	-	-	20%	25%	23%
I no longer fit into my work clothes purchased before the pandemic	-	-	-	-	18%	24%	22%





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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	9/15-16
Strongly agree	16%	15%	17%	18%	20%	24%	22%
Somewhat agree	36%	36%	35%	40%	39%	41%	41%
Neither agree nor disagree	31%	30%	32%	25%	26%	21%	23%
Somewhat disagree	10%	12%	9%	10%	8%	8%	9%
Strongly disagree	7%	6%	6%	6%	6%	4%	4%
Don't know	*	1%	1%	1%	1%	1%	1%
<i>Agree (Net)</i>	52%	51%	52%	58%	59%	65%	63%
<i>Disagree (Net)</i>	17%	18%	15%	16%	15%	13%	13%

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	9/15-16
Strongly agree	27%	24%	26%	25%	28%	30%	31%
Somewhat agree	37%	40%	37%	41%	39%	39%	40%
Neither agree nor disagree	16%	15%	17%	16%	15%	13%	14%
Somewhat disagree	14%	14%	13%	13%	13%	14%	9%
Strongly disagree	5%	6%	5%	5%	4%	4%	5%
Don't know	*	1%	1%	*	*	*	1%
<i>Agree (Net)</i>	64%	64%	63%	65%	67%	69%	72%
<i>Disagree (Net)</i>	20%	20%	18%	18%	17%	18%	14%

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	9/15-16
Strongly agree	17%	14%	15%	15%	16%	19%	19%
Somewhat agree	25%	27%	29%	28%	30%	29%	29%
Neither agree nor disagree	30%	26%	27%	27%	25%	25%	24%
Somewhat disagree	14%	17%	15%	15%	15%	14%	15%
Strongly disagree	13%	15%	13%	14%	13%	13%	11%
Don't know	*	1%	2%	2%	1%	1%	2%
<i>Agree (Net)</i>	43%	41%	44%	43%	47%	48%	48%
<i>Disagree (Net)</i>	27%	31%	27%	29%	27%	27%	26%

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	9/15-16
Strongly agree	10%	10%	12%	10%	9%	14%	12%
Somewhat agree	16%	17%	19%	21%	24%	23%	24%
Neither agree nor disagree	37%	30%	33%	31%	36%	32%	31%
Somewhat disagree	19%	24%	20%	21%	16%	18%	18%
Strongly disagree	17%	18%	14%	16%	14%	13%	13%
Don't know	1%	1%	2%	2%	1%	1%	1%
<i>Agree (Net)</i>	26%	26%	30%	31%	33%	36%	36%
<i>Disagree (Net)</i>	36%	42%	35%	37%	30%	30%	32%



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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	9/15-16
Strongly agree	34%	27%	26%	21%	25%	28%	23%
Somewhat agree	34%	34%	35%	36%	36%	36%	35%
Neither agree nor disagree	20%	24%	23%	25%	23%	21%	24%
Somewhat disagree	7%	9%	9%	11%	10%	8%	9%
Strongly disagree	4%	5%	5%	6%	5%	6%	7%
Don't know	1%	1%	1%	1%	*	1%	1%
<i>Agree (Net)</i>	68%	61%	61%	57%	61%	64%	59%
<i>Disagree (Net)</i>	11%	14%	14%	17%	16%	14%	16%

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

	8/4-5	8/18-19	9/15-16
Strongly agree	22%	21%	18%
Somewhat agree	29%	34%	30%
Neither agree nor disagree	25%	22%	27%
Somewhat disagree	13%	12%	12%
Strongly disagree	10%	11%	12%
Don't know	1%	1%	1%
<i>Agree (Net)</i>	51%	55%	48%
<i>Disagree (Net)</i>	23%	22%	24%

g. I have created new daily routines for myself

	8/4-5	8/18-19	9/15-16
Strongly agree	15%	16%	20%
Somewhat agree	43%	46%	40%
Neither agree nor disagree	23%	21%	21%
Somewhat disagree	11%	11%	11%
Strongly disagree	8%	6%	7%
Don't know	*	1%	1%
<i>Agree (Net)</i>	58%	62%	61%
<i>Disagree (Net)</i>	18%	16%	18%

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

	8/4-5	8/18-19	9/15-16
Strongly agree	5%	8%	7%
Somewhat agree	12%	16%	15%
Neither agree nor disagree	18%	19%	19%
Somewhat disagree	17%	16%	14%
Strongly disagree	42%	38%	41%
Don't know	5%	4%	4%
<i>Agree (Net)</i>	18%	24%	22%
<i>Disagree (Net)</i>	60%	54%	55%





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

	8/4-5	8/18-19	9/15-16
Strongly agree	6%	8%	8%
Somewhat agree	14%	17%	14%
Neither agree nor disagree	16%	18%	18%
Somewhat disagree	19%	17%	18%
Strongly disagree	44%	38%	40%
Don't know	1%	2%	2%
<i>Agree (Net)</i>	<i>20%</i>	<i>25%</i>	<i>23%</i>
<i>Disagree (Net)</i>	<i>62%</i>	<i>55%</i>	<i>58%</i>

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

Yes Summary

	6/23-24	7/21-22	9/15-16
Restaurant food services	52%	47%	52%
Groceries	43%	42%	43%
Durable goods (e.g. cars, home appliances, furniture, etc.)	20%	20%	24%

a. Groceries

	6/23-24	7/21-22	9/15-16
Yes	43%	42%	43%
No, but I've heard of them	52%	53%	53%
No, I haven't heard of them	5%	6%	3%

b. Restaurant food services

	6/23-24	7/21-22	9/15-16
Yes	52%	47%	52%
No, but I've heard of them	43%	46%	43%
No, I haven't heard of them	5%	7%	4%

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

	6/23-24	7/21-22	9/15-16
Yes	20%	20%	24%
No, but I've heard of them	63%	61%	60%
No, I haven't heard of them	17%	19%	16%





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11. [ASK EACH BATTERY ITEM IF Q10=YES] Which of the following statements reflects how you generally feel about the online services for each of the following?

Completely Converted Summary

	6/23-24	7/21-22	9/15-16
Restaurant food services	(N=559) 43%	(N=523) 43%	(N=556) 43%
Groceries	(N=464) 43%	(N=463) 42%	(N=468) 40%
Durable goods (e.g. cars, home appliances, furniture, etc.)	(N=207) 32%	(N=204) 36%	(N=237) 35%

a. Groceries

	6/23-24 (N=464)	7/21-22 (N=463)	9/15-16 (N=468)
I can't figure out how to use the online services	8%	8%	11%
They work to a degree, but I'm still not satisfied	50%	50%	50%
I've completely converted to new online services	43%	42%	40%

b. Restaurant food services

	6/23-24 (N=559)	7/21-22 (N=523)	9/15-16 (N=556)
I can't figure out how to use the online services	7%	5%	7%
They work to a degree, but I'm still not satisfied	50%	52%	50%
I've completely converted to new online services	43%	43%	43%

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

	6/23-24 (N=207)	7/21-22 (N=204)	9/15-16 (N=237)
I can't figure out how to use the online services	10%	12%	13%
They work to a degree, but I'm still not satisfied	58%	51%	51%
I've completely converted to new online services	32%	36%	35%

12. Prior to the COVID-19 pandemic, had you purchased high-end beauty products online or from department or specialty beauty stores in the past year (meaning any time after January 2019)?

	9/15-16
Yes, online	18%
Yes, from department/specialty beauty stores	11%
Yes, online and from department/specialty beauty stores	11%
No	59%
Yes (Net)	41%





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13. **[ASK IF Q12= "YES,..."]** Since the COVID-19 pandemic, that is, since the beginning of March, have you purchased any high-end beauty products from any online, department, or specialty beauty stores?

	9/15-16 (N=418)
Yes, online	44%
Yes, from department/specialty beauty stores	19%
Yes, online and from department/specialty beauty stores	15%
No	23%
<i>Yes (Net)</i>	<i>77%</i>

14. **[ASK IF Q12= "YES,..."]** How likely are you to purchase high-end beauty products online or from department or specialty beauty stores in the next year?

	9/15-16 (N=418)
Extremely likely	27%
Very likely	31%
Somewhat likely	33%
Not at all likely	10%
<i>Extremely/very likely (Net)</i>	<i>57%</i>

15. Since the COVID-19 pandemic began, have you undertaken any home improvement projects? Select all that apply.

	9/15-16
Yes, started a home improvement project	17%
Yes, completed a home improvement project	19%
Yes, begun planning a home improvement project	16%
No	57%
<i>Yes (Net)</i>	<i>43%</i>

16. **[ASK IF Q15= "YES,..."]** Are you mostly hiring someone to do your home improvements or mostly doing it yourself (DIY)?

	9/15-16 (N=447)
Hiring someone	23%
DIY	53%
Both	24%



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17. [ASK IF Q15= "YES,..."] For each room below, please indicate what type of home improvement project you have undertaken, or plan to undertake.

Total Working on This Room Summary

	9/15-16 (N=447)
Bathroom	65%
Living room/den	63%
Kitchen	62%
Bedroom	62%

a. Kitchen

	9/15-16 (N=447)
Flooring	17%
Tile	11%
Cabinets	17%
Painting	23%
New fixtures/décor	14%
Full remodel	10%
Other	6%
I am not working on this room	38%

b. Bathroom

	9/15-16 (N=447)
Flooring	12%
Tile	16%
Cabinets	10%
Painting	28%
New fixtures/décor	18%
Full remodel	13%
Other	6%
I am not working on this room	35%



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c. Bedroom

	9/15-16 (N=447)
Flooring	13%
Tile	6%
Cabinets	7%
Painting	31%
New fixtures/décor	16%
Full remodel	11%
Other	5%
I am not working on this room	38%

d. Living room/den

	9/15-16 (N=447)
Flooring	18%
Tile	6%
Cabinets	7%
Painting	28%
New fixtures/décor	17%
Full remodel	10%
Other	7%
I am not working on this room	37%

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

	9/1-2	9/15-16
I already started	12%	14%
September	7%	3%
October	17%	16%
November	28%	25%
December	10%	9%
I do not do any holiday shopping	12%	14%
Don't know	13%	19%





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19. Now, on to a different topic. If Joe Biden wins the 2020 presidential election, does that make you more or less confident in each of the following?

Total More Confident Summary

	9/15-16
Getting quality healthcare	35%
Going out and about safely in your area	29%
Traveling domestically	25%
Traveling abroad	22%
Increasing your monthly spending on optional things	21%
Starting home improvement projects	20%
Investing in the stock market	19%
Buying a new car	19%
Pursuing continuing education	19%
Sending your kids to school in person	19%
Relying on social media for news	19%
Starting a new job	18%
Buying a new home	17%
Taking out a loan	16%

a. Investing in the stock market

	9/15-16
More confident	19%
Makes no difference	37%
Less confident	33%
Don't know	12%

b. Taking out a loan

	9/15-16
More confident	16%
Makes no difference	43%
Less confident	29%
Don't know	12%

c. Buying a new home

	9/15-16
More confident	17%
Makes no difference	44%
Less confident	29%
Don't know	11%



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d. Buying a new car

	9/15-16
More confident	19%
Makes no difference	44%
Less confident	27%
Don't know	10%

e. Starting a new job

	9/15-16
More confident	18%
Makes no difference	44%
Less confident	27%
Don't know	12%

f. Pursuing further education

	9/15-16
More confident	19%
Makes no difference	44%
Less confident	24%
Don't know	12%

g. Getting quality healthcare

	9/15-16
More confident	35%
Makes no difference	27%
Less confident	28%
Don't know	9%

h. Increasing your monthly spending on optional things

	9/15-16
More confident	21%
Makes no difference	39%
Less confident	30%
Don't know	10%

i. Starting home improvement projects

	9/15-16
More confident	20%
Makes no difference	48%
Less confident	24%
Don't know	9%





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j. Sending your kids to school in person

	9/15-16
More confident	19%
Makes no difference	41%
Less confident	25%
Don't know	15%

k. Traveling domestically

	9/15-16
More confident	25%
Makes no difference	38%
Less confident	28%
Don't know	9%

l. Traveling abroad

	9/15-16
More confident	22%
Makes no difference	37%
Less confident	30%
Don't know	11%

m. Relying on social media for news

	9/15-16
More confident	19%
Makes no difference	44%
Less confident	27%
Don't know	10%

n. Going out and about safely in your area

	9/15-16
More confident	29%
Makes no difference	36%
Less confident	28%
Don't know	8%





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20. If Donald Trump wins the 2020 presidential election, does that make you more or less confident in each of the following?

Total More Confident Summary

	9/15-16
Getting quality healthcare	27%
Investing in the stock market	24%
Going out and about safely in your area	23%
Increasing your monthly spending on optional things	21%
Traveling domestically	21%
Buying a new car	20%
Buying a new home	19%
Starting home improvement projects	19%
Taking out a loan	18%
Traveling abroad	18%
Starting a new job	17%
Sending your kids to school in person	16%
Pursuing continuing education	15%
Relying on social media for news	13%

a. Investing in the stock market

	9/15-16
More confident	24%
Makes no difference	34%
Less confident	32%
Don't know	10%

b. Taking out a loan

	9/15-16
More confident	18%
Makes no difference	39%
Less confident	32%
Don't know	11%

c. Buying a new home

	9/15-16
More confident	19%
Makes no difference	41%
Less confident	30%
Don't know	10%



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d. Buying a new car

	9/15-16
More confident	20%
Makes no difference	43%
Less confident	28%
Don't know	8%

e. Starting a new job

	9/15-16
More confident	17%
Makes no difference	45%
Less confident	27%
Don't know	10%

f. Pursuing further education

	9/15-16
More confident	15%
Makes no difference	47%
Less confident	26%
Don't know	12%

g. Getting quality healthcare

	9/15-16
More confident	27%
Makes no difference	26%
Less confident	40%
Don't know	7%

h. Increasing your monthly spending on optional things

	9/15-16
More confident	21%
Makes no difference	40%
Less confident	32%
Don't know	8%

i. Starting home improvement projects

	9/15-16
More confident	19%
Makes no difference	49%
Less confident	25%
Don't know	7%





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j. Sending your kids to school in person

	9/15-16
More confident	16%
Makes no difference	40%
Less confident	32%
Don't know	12%

k. Traveling domestically

	9/15-16
More confident	21%
Makes no difference	38%
Less confident	35%
Don't know	7%

l. Traveling abroad

	9/15-16
More confident	18%
Makes no difference	36%
Less confident	38%
Don't know	8%

m. Relying on social media for news

	9/15-16
More confident	13%
Makes no difference	42%
Less confident	36%
Don't know	8%

n. Going out and about safely in your area

	9/15-16
More confident	23%
Makes no difference	37%
Less confident	34%
Don't know	6%



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

	9/1-2	9/15-16
National broadcast news (ABC,CBS, or NBC)	38%	38%
Social media	30%	31%
Digital or online news	32%	29%
Fox News	24%	28%
CNN	25%	24%
Your local newspaper	23%	23%
Public television or radio	21%	23%
Friends or family	21%	23%
National newspapers (e.g. New York Times, The Washington Post)	15%	18%
MSNBC	12%	14%
Other	6%	6%
None of these	5%	6%





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About the Study

These are some of the findings of the thirteenth wave of an Ipsos poll conducted between September 15-16, 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 twelfth wave was conducted September 1-2, 2020, among 1,113 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, eleventh, and twelfth 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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