



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, October 2, 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
9/29-30 (N=1,115)	35%	16%	18%	34%	30%	17%	13%	2%
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%





PUBLIC POLL FINDINGS AND METHODOLOGY

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
9/29-30	5%	10%	13%	39%	5%	12%	10%	5%
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
9/29-30	11%	29%	43%	18%
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%



PUBLIC POLL FINDINGS AND METHODOLOGY

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
9/29-30	8%	17%	43%	21%	11%
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]** 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)	9/29-30 (N=246)
Very disruptive	29%	31%	38%
Somewhat disruptive	46%	34%	38%
Not very disruptive	14%	22%	16%
Not disruptive at all	11%	13%	8%
<i>Disruptive (Net)</i>	75%	65%	76%
<i>Not disruptive (Net)</i>	25%	35%	24%

6. Do you have a child currently attending college?

	9/29-30
Yes	13%
No	87%



PUBLIC POLL FINDINGS AND METHODOLOGY

7. **[ASK IF CHILD IN COLLEGE]** How concerned are you for their health and safety regarding the coronavirus?

	9/29-30 (N=133)
Very concerned	59%
Somewhat concerned	20%
Not very concerned	13%
Not at all concerned	6%
Don't know	1%
<i>Concerned (Net)</i>	<i>79%</i>
<i>Not concerned (Net)</i>	<i>20%</i>

8. How concerned are you for your family's health and safety regarding the coronavirus?

	9/29-30
Very concerned	37%
Somewhat concerned	40%
Not very concerned	13%
Not at all concerned	7%
Don't know	1%
<i>Concerned (Net)</i>	<i>78%</i>
<i>Not concerned (Net)</i>	<i>21%</i>

9. **[ASK IF CHILD IN COLLEGE]** Has your college student expressed any concerns about the COVID-19 safety measures in place on their campus?

	9/29-30 (N=133)
Yes, a lot of concern	58%
Yes, some concern	19%
No	23%
<i>Yes (Net)</i>	<i>77%</i>

10. 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	9/29-30
The outcome of the 2020 presidential election	44%	47%	53%	56%	54%	58%
Health threats related to Covid-19	52%	59%	57%	53%	60%	57%
Economic downturn	56%	55%	55%	49%	49%	47%
Societal divisiveness or unrest	48%	39%	35%	42%	37%	38%





PUBLIC POLL FINDINGS AND METHODOLOGY

a. Economic downturn

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16	9/29-30
Rank 1	29%	24%	24%	22%	22%	19%
Rank 2	28%	31%	32%	27%	27%	28%
Rank 3	24%	26%	26%	30%	28%	29%
Rank 4	19%	19%	19%	21%	22%	25%
Rank 1 or 2	56%	55%	55%	49%	49%	47%

b. Health threats related to Covid-19

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16	9/29-30
Rank 1	28%	35%	33%	30%	34%	34%
Rank 2	24%	24%	24%	22%	26%	24%
Rank 3	24%	20%	21%	21%	20%	20%
Rank 4	23%	21%	22%	26%	20%	23%
Rank 1 or 2	52%	59%	57%	53%	60%	57%

c. Societal divisiveness or unrest

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16	9/29-30
Rank 1	29%	14%	13%	15%	13%	15%
Rank 2	27%	24%	22%	27%	25%	23%
Rank 3	26%	34%	33%	28%	30%	29%
Rank 4	17%	27%	33%	30%	33%	33%
Rank 1 or 2	44%	39%	35%	42%	37%	38%

d. The outcome of the 2020 presidential election

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16	9/29-30
Rank 1	30%	27%	30%	33%	32%	33%
Rank 2	27%	20%	23%	23%	22%	25%
Rank 3	22%	20%	20%	21%	22%	23%
Rank 4	21%	33%	27%	23%	25%	19%
Rank 1 or 2	48%	47%	53%	56%	54%	58%





PUBLIC POLL FINDINGS AND METHODOLOGY

11. 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	9/29-30
I am keeping up with my usual grooming habits	64%	64%	63%	65%	67%	69%	72%	70%
I have created new daily routines for myself	-	-	-	-	58%	62%	61%	63%
I am currently trying to eat healthier	52%	51%	52%	58%	59%	65%	63%	62%
I miss my old routines	68%	61%	61%	57%	61%	64%	59%	56%
I feel like I now have more free time than before the coronavirus pandemic	-	-	-	-	51%	55%	48%	52%
I am keeping up with my usual exercise routine	43%	41%	44%	43%	47%	48%	48%	48%
I have new routines for grooming and personal care that I hope to continue	26%	26%	30%	31%	33%	36%	36%	39%

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	9/29-30
Strongly agree	16%	15%	17%	18%	20%	24%	22%	22%
Somewhat agree	36%	36%	35%	40%	39%	41%	41%	40%
Neither agree nor disagree	31%	30%	32%	25%	26%	21%	23%	25%
Somewhat disagree	10%	12%	9%	10%	8%	8%	9%	8%
Strongly disagree	7%	6%	6%	6%	6%	4%	4%	4%
Don't know	*	1%	1%	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>63%</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>17%</i>	<i>18%</i>	<i>15%</i>	<i>16%</i>	<i>15%</i>	<i>13%</i>	<i>13%</i>	<i>12%</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	9/15-16	9/29-30
Strongly agree	27%	24%	26%	25%	28%	30%	31%	32%
Somewhat agree	37%	40%	37%	41%	39%	39%	40%	38%
Neither agree nor disagree	16%	15%	17%	16%	15%	13%	14%	16%
Somewhat disagree	14%	14%	13%	13%	13%	14%	9%	10%
Strongly disagree	5%	6%	5%	5%	4%	4%	5%	3%
Don't know	*	1%	1%	*	*	*	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>72%</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>20%</i>	<i>18%</i>	<i>18%</i>	<i>17%</i>	<i>18%</i>	<i>14%</i>	<i>13%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

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	9/29-30
Strongly agree	17%	14%	15%	15%	16%	19%	19%	19%
Somewhat agree	25%	27%	29%	28%	30%	29%	29%	29%
Neither agree nor disagree	30%	26%	27%	27%	25%	25%	24%	26%
Somewhat disagree	14%	17%	15%	15%	15%	14%	15%	15%
Strongly disagree	13%	15%	13%	14%	13%	13%	11%	10%
Don't know	*	1%	2%	2%	1%	1%	2%	1%
Agree (Net)	43%	41%	44%	43%	47%	48%	48%	48%
Disagree (Net)	27%	31%	27%	29%	27%	27%	26%	25%

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	9/29-30
Strongly agree	10%	10%	12%	10%	9%	14%	12%	15%
Somewhat agree	16%	17%	19%	21%	24%	23%	24%	24%
Neither agree nor disagree	37%	30%	33%	31%	36%	32%	31%	32%
Somewhat disagree	19%	24%	20%	21%	16%	18%	18%	17%
Strongly disagree	17%	18%	14%	16%	14%	13%	13%	11%
Don't know	1%	1%	2%	2%	1%	1%	1%	1%
Agree (Net)	26%	26%	30%	31%	33%	36%	36%	39%
Disagree (Net)	36%	42%	35%	37%	30%	30%	32%	28%

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	9/29-30
Strongly agree	34%	27%	26%	21%	25%	28%	23%	23%
Somewhat agree	34%	34%	35%	36%	36%	36%	35%	33%
Neither agree nor disagree	20%	24%	23%	25%	23%	21%	24%	23%
Somewhat disagree	7%	9%	9%	11%	10%	8%	9%	13%
Strongly disagree	4%	5%	5%	6%	5%	6%	7%	7%
Don't know	1%	1%	1%	1%	*	1%	1%	1%
Agree (Net)	68%	61%	61%	57%	61%	64%	59%	56%
Disagree (Net)	11%	14%	14%	17%	16%	14%	16%	20%

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

	8/4-5	8/18-19	9/15-16	9/29-30
Strongly agree	22%	21%	18%	21%
Somewhat agree	29%	34%	30%	31%
Neither agree nor disagree	25%	22%	27%	24%
Somewhat disagree	13%	12%	12%	14%
Strongly disagree	10%	11%	12%	10%
Don't know	1%	1%	1%	1%
Agree (Net)	51%	55%	48%	52%
Disagree (Net)	23%	22%	24%	24%





PUBLIC POLL FINDINGS AND METHODOLOGY

g. I have created new daily routines for myself

	8/4-5	8/18-19	9/15-16	9/29-30
Strongly agree	15%	16%	20%	18%
Somewhat agree	43%	46%	40%	44%
Neither agree nor disagree	23%	21%	21%	20%
Somewhat disagree	11%	11%	11%	12%
Strongly disagree	8%	6%	7%	5%
Don't know	*	1%	1%	1%
<i>Agree (Net)</i>	<i>58%</i>	<i>62%</i>	<i>61%</i>	<i>63%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>16%</i>	<i>18%</i>	<i>17%</i>

12. 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

	8/4-5	9/29-30
Wearing sweatpants or athleisure during the day	33%	35%
Wearing shorts	35%	29%
Wearing pajamas during the day	29%	28%
Showering	16%	19%
Weighing yourself	15%	18%
Washing your hair	14%	14%
Wearing jeans	9%	14%
Wearing shoes	7%	12%
Shaving	8%	11%
Wearing business or work clothes	5%	7%
[IF FEMALE] Wearing makeup	(N=619) 4%	(N=599) 6%

Wearing or Doing Less Summary

	8/4-5	9/29-30
[IF FEMALE] Wearing makeup	(N=619) 53%	(N=599) 51%
Wearing business or work clothes	39%	40%
Wearing shoes	35%	31%
Wearing jeans	30%	27%
Shaving	26%	25%
Weighing yourself	16%	19%
Washing your hair	18%	17%
Showering	15%	12%
Wearing pajamas during the day	11%	11%
Wearing sweatpants or athleisure during the day	9%	11%
Wearing shorts	7%	11%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

	8/4-5 (N=619)	9/29-30 (N=599)
More	4%	6%
Less	53%	51%
About the same	29%	31%
Don't know/Not applicable	15%	13%

b. Showering

	8/4-5	9/29-30
More	16%	19%
Less	15%	12%
About the same	68%	67%
Don't know/Not applicable	2%	1%

c. Washing your hair

	8/4-5	9/29-30
More	14%	14%
Less	18%	17%
About the same	67%	68%
Don't know/Not applicable	2%	2%

d. Wearing pajamas during the day

	8/4-5	9/29-30
More	29%	28%
Less	11%	11%
About the same	33%	38%
Don't know/Not applicable	27%	24%

e. Wearing sweatpants or athleisure during the day

	8/4-5	9/29-30
More	33%	35%
Less	9%	11%
About the same	40%	40%
Don't know/Not applicable	17%	14%

f. Wearing jeans

	8/4-5	9/29-30
More	9%	14%
Less	30%	27%
About the same	52%	53%
Don't know/Not applicable	9%	6%



PUBLIC POLL FINDINGS AND METHODOLOGY

g. Wearing shorts

	8/4-5	9/29-30
More	35%	29%
Less	7%	11%
About the same	48%	51%
Don't know/Not applicable	10%	9%

h. Wearing business or work clothes

	8/4-5	9/29-30
More	5%	7%
Less	39%	40%
About the same	30%	31%
Don't know/Not applicable	26%	21%

i. Weighing yourself

	8/4-5	9/29-30
More	15%	18%
Less	16%	19%
About the same	53%	50%
Don't know/Not applicable	16%	13%

j. Wearing shoes

	8/4-5	9/29-30
More	7%	12%
Less	35%	31%
About the same	55%	56%
Don't know/Not applicable	2%	1%

k. Shaving

	8/4-5	9/29-30
More	8%	11%
Less	26%	25%
About the same	55%	54%
Don't know/Not applicable	12%	10%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

Total Likely Summary

	8/18-19	9/1-2	9/29-30
Go inside a non-grocery store (general merchandise, electronics)	68%	68%	70%
Go inside a friend's home	57%	61%	62%
Go to a barber shop/salon	47%	49%	49%
Go inside a bank branch	44%	44%	48%
Dine or drink inside at a restaurant or bar	41%	44%	46%
Shop at shopping centers or malls	39%	44%	45%
Go to a religious center/church	29%	29%	31%
Go to a fitness center/studio/gym	19%	18%	24%
Go to an indoor entertainment center (movie theaters, concerts)	18%	21%	22%
Ride public transportation	14%	13%	16%

a. Dine or drink inside at a restaurant or bar

	8/18-19	9/1-2	9/29-30
Very likely	17%	21%	22%
Somewhat likely	24%	23%	24%
Not very likely	20%	18%	19%
Not at all likely	29%	28%	25%
Not open in my area	5%	4%	4%
I do not do this	6%	6%	6%
<i>Likely (Net)</i>	<i>41%</i>	<i>44%</i>	<i>46%</i>
<i>Not likely (Net)</i>	<i>49%</i>	<i>46%</i>	<i>44%</i>

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

	8/18-19	9/1-2	9/29-30
Very likely	7%	8%	9%
Somewhat likely	10%	13%	13%
Not very likely	22%	20%	22%
Not at all likely	38%	38%	35%
Not open in my area	13%	9%	10%
I do not do this	10%	12%	11%
<i>Likely (Net)</i>	<i>18%</i>	<i>21%</i>	<i>22%</i>
<i>Not likely (Net)</i>	<i>60%</i>	<i>58%</i>	<i>56%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

c. Shop at shopping centers or malls

	8/18-19	9/1-2	9/29-30
Very likely	12%	17%	17%
Somewhat likely	26%	27%	29%
Not very likely	26%	24%	24%
Not at all likely	27%	22%	21%
Not open in my area	3%	4%	2%
I do not do this	6%	6%	8%
<i>Likely (Net)</i>	39%	44%	45%
<i>Not likely (Net)</i>	53%	46%	45%

d. Go inside a bank branch

	8/18-19	9/1-2	9/29-30
Very likely	16%	17%	21%
Somewhat likely	28%	27%	27%
Not very likely	24%	26%	25%
Not at all likely	22%	18%	18%
Not open in my area	4%	4%	3%
I do not do this	6%	8%	6%
<i>Likely (Net)</i>	44%	44%	48%
<i>Not likely (Net)</i>	46%	44%	43%

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

	8/18-19	9/1-2	9/29-30
Very likely	29%	33%	33%
Somewhat likely	39%	35%	37%
Not very likely	18%	18%	16%
Not at all likely	11%	10%	10%
Not open in my area	1%	1%	2%
I do not do this	2%	3%	2%
<i>Likely (Net)</i>	68%	68%	70%
<i>Not likely (Net)</i>	29%	28%	27%

f. Go inside a friend's home

	8/18-19	9/1-2	9/29-30
Very likely	24%	28%	28%
Somewhat likely	33%	32%	35%
Not very likely	23%	20%	19%
Not at all likely	15%	14%	12%
Not open in my area	1%	1%	2%
I do not do this	4%	4%	5%
<i>Likely (Net)</i>	57%	61%	62%
<i>Not likely (Net)</i>	38%	34%	31%





PUBLIC POLL FINDINGS AND METHODOLOGY

g. Ride public transportation

	8/18-19	9/1-2	9/29-30
Very likely	6%	6%	7%
Somewhat likely	8%	7%	9%
Not very likely	13%	12%	16%
Not at all likely	37%	38%	32%
Not open in my area	5%	3%	3%
I do not do this	30%	34%	32%
<i>Likely (Net)</i>	<i>14%</i>	<i>13%</i>	<i>16%</i>
<i>Not likely (Net)</i>	<i>50%</i>	<i>50%</i>	<i>48%</i>

h. Go to a religious center/church

	8/18-19	9/1-2	9/29-30
Very likely	13%	15%	17%
Somewhat likely	16%	14%	14%
Not very likely	17%	17%	16%
Not at all likely	27%	27%	25%
Not open in my area	6%	4%	5%
I do not do this	21%	23%	22%
<i>Likely (Net)</i>	<i>29%</i>	<i>29%</i>	<i>31%</i>
<i>Not likely (Net)</i>	<i>45%</i>	<i>44%</i>	<i>42%</i>

i. Go to a fitness center/studio/gym

	8/18-19	9/1-2	9/29-30
Very likely	8%	8%	11%
Somewhat likely	11%	10%	13%
Not very likely	16%	16%	16%
Not at all likely	34%	34%	32%
Not open in my area	8%	5%	4%
I do not do this	22%	26%	25%
<i>Likely (Net)</i>	<i>19%</i>	<i>18%</i>	<i>24%</i>
<i>Not likely (Net)</i>	<i>51%</i>	<i>50%</i>	<i>48%</i>

j. Go to a barber shop/salon

	8/18-19	9/1-2	9/29-30
Very likely	22%	22%	24%
Somewhat likely	26%	26%	25%
Not very likely	17%	16%	17%
Not at all likely	23%	23%	20%
Not open in my area	3%	3%	3%
I do not do this	9%	10%	10%
<i>Likely (Net)</i>	<i>47%</i>	<i>49%</i>	<i>49%</i>
<i>Not likely (Net)</i>	<i>40%</i>	<i>39%</i>	<i>38%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

14. If tomorrow there was a COVID-19 vaccine that was declared safe and effective and the majority of people in the U.S., including yourself, took it, how, if at all, would that impact the level of safety you feel going to/using the following places?

Total More Safe Summary

	9/29-30
[IF EMPLOYED] Work	(N=614) 45%
Indoor restaurants at limited capacity	45%
Grocery stores	44%
Visiting elderly relatives or friends	42%
Hospitals	41%
Indoor restaurants at full capacity	37%
Outdoor entertainment venues (sports stadiums, concert venues, etc.)	37%
Big indoor entertainment venues (sports arenas, concert arenas)	35%
Fitness center/studio/gym	31%
Public transportation	30%
Going to someone's home who has recently been diagnosed with COVID-19	29%
Shared ride services like Uber or Lyft	28%





PUBLIC POLL FINDINGS AND METHODOLOGY

a. [IF EMPLOYED] Work

	9/29-30 (N=614)
Much more safe	18%
Somewhat more safe	27%
No difference, I already feel safe	25%
No difference, the vaccine is not effective enough	16%
Somewhat less safe	8%
Much less safe	3%
I don't go to these places	2%
<i>More safe (Net)</i>	45%
<i>Less safe (Net)</i>	11%

b. Indoor restaurants at full capacity

	9/29-30
Much more safe	13%
Somewhat more safe	24%
No difference, I already feel safe	16%
No difference, the vaccine is not effective enough	21%
Somewhat less safe	10%
Much less safe	9%
I don't go to these places	7%
<i>More safe (Net)</i>	37%
<i>Less safe (Net)</i>	19%

c. Indoor restaurants at limited capacity

	9/29-30
Much more safe	15%
Somewhat more safe	30%
No difference, I already feel safe	21%
No difference, the vaccine is not effective enough	17%
Somewhat less safe	7%
Much less safe	4%
I don't go to these places	6%
<i>More safe (Net)</i>	45%
<i>Less safe (Net)</i>	11%





PUBLIC POLL FINDINGS AND METHODOLOGY

d. Outdoor entertainment venues (sports stadiums, concert venues, etc.)

	9/29-30
Much more safe	13%
Somewhat more safe	24%
No difference, I already feel safe	14%
No difference, the vaccine is not effective enough	19%
Somewhat less safe	7%
Much less safe	5%
I don't go to these places	18%
<i>More safe (Net)</i>	37%
<i>Less safe (Net)</i>	12%

e. Big indoor entertainment venues (sports arenas, concert arenas)

	9/29-30
Much more safe	12%
Somewhat more safe	23%
No difference, I already feel safe	11%
No difference, the vaccine is not effective enough	20%
Somewhat less safe	8%
Much less safe	6%
I don't go to these places	20%
<i>More safe (Net)</i>	35%
<i>Less safe (Net)</i>	14%

f. Grocery stores

	9/29-30
Much more safe	15%
Somewhat more safe	29%
No difference, I already feel safe	29%
No difference, the vaccine is not effective enough	17%
Somewhat less safe	6%
Much less safe	2%
I don't go to these places	1%
<i>More safe (Net)</i>	44%
<i>Less safe (Net)</i>	8%



PUBLIC POLL FINDINGS AND METHODOLOGY

g. Hospitals

	9/29-30
Much more safe	14%
Somewhat more safe	27%
No difference, I already feel safe	20%
No difference, the vaccine is not effective enough	19%
Somewhat less safe	7%
Much less safe	5%
I don't go to these places	8%
<i>More safe (Net)</i>	41%
<i>Less safe (Net)</i>	12%

h. Public transportation

	9/29-30
Much more safe	10%
Somewhat more safe	20%
No difference, I already feel safe	9%
No difference, the vaccine is not effective enough	16%
Somewhat less safe	7%
Much less safe	5%
I don't go to these places	33%
<i>More safe (Net)</i>	30%
<i>Less safe (Net)</i>	12%

i. Fitness center/studio/gym

	9/29-30
Much more safe	11%
Somewhat more safe	20%
No difference, I already feel safe	11%
No difference, the vaccine is not effective enough	15%
Somewhat less safe	7%
Much less safe	5%
I don't go to these places	30%
<i>More safe (Net)</i>	31%
<i>Less safe (Net)</i>	13%



PUBLIC POLL FINDINGS AND METHODOLOGY

j. Shared ride services like Uber or Lyft

	9/29-30
Much more safe	10%
Somewhat more safe	18%
No difference, I already feel safe	12%
No difference, the vaccine is not effective enough	15%
Somewhat less safe	7%
Much less safe	4%
I don't go to these places	35%
<i>More safe (Net)</i>	28%
<i>Less safe (Net)</i>	11%

k. Visiting elderly relatives or friends

	9/29-30
Much more safe	15%
Somewhat more safe	27%
No difference, I already feel safe	16%
No difference, the vaccine is not effective enough	21%
Somewhat less safe	7%
Much less safe	4%
I don't go to these places	10%
<i>More safe (Net)</i>	42%
<i>Less safe (Net)</i>	11%

l. Going to someone's home who has recently been diagnosed with COVID-19

	9/29-30
Much more safe	11%
Somewhat more safe	18%
No difference, I already feel safe	10%
No difference, the vaccine is not effective enough	23%
Somewhat less safe	10%
Much less safe	12%
I don't go to these places	16%
<i>More safe (Net)</i>	29%
<i>Less safe (Net)</i>	23%



PUBLIC POLL FINDINGS AND METHODOLOGY

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

	9/1-2	9/15-16	9/29-30
I already started	12%	14%	19%
September	7%	3%	2%
October	17%	16%	17%
November	28%	25%	26%
December	10%	9%	8%
I do not do any holiday shopping	12%	14%	13%
Don't know	13%	19%	14%

16. How comfortable are you with the safety of shopping inside stores for your holiday shopping?

	9/29-30
Very comfortable	23%
Somewhat comfortable	34%
Not very comfortable	26%
Not at all comfortable	13%
Don't know	4%
<i>Comfortable (Net)</i>	<i>58%</i>
<i>Not comfortable (Net)</i>	<i>38%</i>

17. How much more or less have you budgeted for holiday gift spending this season vs. last year? Your best guess is fine.

	9/29-30
At least 20% more	6%
11-19% more	4%
1-10% more	8%
No difference	56%
1-10% less	7%
11-19% less	4%
At least 20% less	14%
<i>More (Net)</i>	<i>18%</i>
<i>Less (Net)</i>	<i>26%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

18. 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

	9/29-30
Your family's future well being	43%
Returning to normal life	43%
Freedom of speech	41%
The future of small businesses	41%
Our relationship with Latin America	37%
Corporations becoming more socially responsible	37%
The future of the energy industry	35%
Our relationship with China	34%
The ability to grow your savings	34%
Technological advancement	33%
Our relationship with Russia	30%
Paying your bills	30%
The integrity of social media companies	29%

a. Your family's future well being

	9/29-30
More confident	43%
Makes no difference	17%
Less confident	32%
Don't know	8%

b. Our relationship with China

	9/29-30
More confident	34%
Makes no difference	18%
Less confident	32%
Don't know	17%

c. Our relationship with Russia

	9/29-30
More confident	30%
Makes no difference	19%
Less confident	32%
Don't know	19%





PUBLIC POLL FINDINGS AND METHODOLOGY

d. Our relationship with Latin America

	9/29-30
More confident	37%
Makes no difference	22%
Less confident	23%
Don't know	18%

e. Paying your bills

	9/29-30
More confident	30%
Makes no difference	35%
Less confident	24%
Don't know	10%

f. The integrity of social media companies

	9/29-30
More confident	29%
Makes no difference	31%
Less confident	26%
Don't know	14%

g. The future of the energy industry

	9/29-30
More confident	35%
Makes no difference	24%
Less confident	28%
Don't know	14%

h. The ability to grow your savings

	9/29-30
More confident	34%
Makes no difference	25%
Less confident	30%
Don't know	12%

i. Freedom of speech

	9/29-30
More confident	41%
Makes no difference	21%
Less confident	29%
Don't know	9%





PUBLIC POLL FINDINGS AND METHODOLOGY

j. Returning to normal life

	9/29-30
More confident	43%
Makes no difference	17%
Less confident	31%
Don't know	9%

k. Technological advancement

	9/29-30
More confident	33%
Makes no difference	29%
Less confident	24%
Don't know	14%

l. Corporations becoming more socially responsible

	9/29-30
More confident	37%
Makes no difference	24%
Less confident	25%
Don't know	14%

m. The future of small businesses

	9/29-30
More confident	41%
Makes no difference	16%
Less confident	31%
Don't know	12%





PUBLIC POLL FINDINGS AND METHODOLOGY

19. 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

	9/29-30
Returning to normal life	34%
Your family's future well being	32%
Freedom of speech	32%
The future of small businesses	32%
Paying your bills	30%
The future of the energy industry	30%
The ability to grow your savings	29%
Technological advancement	27%
Our relationship with China	25%
Our relationship with Russia	24%
Our relationship with Latin America	23%
Corporations becoming more socially responsible	23%
The integrity of social media companies	21%

a. Your family's future well being

	9/29-30
More confident	32%
Makes no difference	20%
Less confident	41%
Don't know	6%

b. Our relationship with China

	9/29-30
More confident	25%
Makes no difference	17%
Less confident	46%
Don't know	12%

c. Our relationship with Russia

	9/29-30
More confident	24%
Makes no difference	22%
Less confident	41%
Don't know	13%



PUBLIC POLL FINDINGS AND METHODOLOGY

d. Our relationship with Latin America

	9/29-30
More confident	23%
Makes no difference	21%
Less confident	42%
Don't know	15%

e. Paying your bills

	9/29-30
More confident	30%
Makes no difference	34%
Less confident	30%
Don't know	7%

f. The integrity of social media companies

	9/29-30
More confident	21%
Makes no difference	28%
Less confident	40%
Don't know	12%

g. The future of the energy industry

	9/29-30
More confident	30%
Makes no difference	20%
Less confident	39%
Don't know	12%

h. The ability to grow your savings

	9/29-30
More confident	29%
Makes no difference	25%
Less confident	37%
Don't know	9%

i. Freedom of speech

	9/29-30
More confident	32%
Makes no difference	20%
Less confident	41%
Don't know	8%



PUBLIC POLL FINDINGS AND METHODOLOGY

j. Returning to normal life

	9/29-30
More confident	34%
Makes no difference	16%
Less confident	44%
Don't know	7%

k. Technological advancement

	9/29-30
More confident	27%
Makes no difference	28%
Less confident	33%
Don't know	11%

l. Corporations becoming more socially responsible

	9/29-30
More confident	23%
Makes no difference	24%
Less confident	42%
Don't know	11%

m. The future of small businesses

	9/29-30
More confident	32%
Makes no difference	18%
Less confident	41%
Don't know	9%





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the fourteenth wave of an Ipsos poll conducted between September 29-30, 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 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 thirteenth wave was conducted September 15-16, 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 ($n=1,115$, $DEFF=1.5$, adjusted Confidence Interval= ± 4.8 percentage points).

- The first, fourth, fifth, sixth, seventh, eighth, ninth, eleventh, twelfth, and thirteenth 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.





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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