



Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, October 16, 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
10/13-14 (N=1,114)	36%	16%	21%	33%	29%	17%	12%	1%
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%



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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
10/13-14	3%	11%	17%	40%	4%	11%	9%	4%
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
10/13-14	11%	30%	43%	16%
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%

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
10/13-14	7%	17%	44%	22%	10%
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%



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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)	10/13-14 (N=263)
Very disruptive	29%	31%	38%	32%
Somewhat disruptive	46%	34%	38%	43%
Not very disruptive	14%	22%	16%	18%
Not disruptive at all	11%	13%	8%	7%
<i>Disruptive (Net)</i>	<i>75%</i>	<i>65%</i>	<i>76%</i>	<i>75%</i>
<i>Not disruptive (Net)</i>	<i>25%</i>	<i>35%</i>	<i>24%</i>	<i>25%</i>





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



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7. Do you have a child currently attending college?

	9/29-30	10/13-14
Yes	13%	13%
No	87%	87%

8. Regarding COVID-19, which of the following are true of 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
10/13-14	6%	19%	33%	13%	46%
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%

9. 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	10/13-14
The outcome of the 2020 presidential election	44%	47%	53%	56%	54%	58%	57%
Health threats related to Covid-19	52%	59%	57%	53%	60%	57%	56%
Economic downturn	56%	55%	55%	49%	49%	47%	52%
Societal divisiveness or unrest	48%	39%	35%	42%	37%	38%	35%



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a. Economic downturn

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16	9/29-30	10/13-14
Rank 1	29%	24%	24%	22%	22%	19%	22%
Rank 2	28%	31%	32%	27%	27%	28%	30%
Rank 3	24%	26%	26%	30%	28%	29%	27%
Rank 4	19%	19%	19%	21%	22%	25%	21%
Rank 1 or 2	56%	55%	55%	49%	49%	47%	52%

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	10/13-14
Rank 1	28%	35%	33%	30%	34%	34%	31%
Rank 2	24%	24%	24%	22%	26%	24%	25%
Rank 3	24%	20%	21%	21%	20%	20%	22%
Rank 4	23%	21%	22%	26%	20%	23%	22%
Rank 1 or 2	52%	59%	57%	53%	60%	57%	56%

c. Societal divisiveness or unrest

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16	9/29-30	10/13-14
Rank 1	29%	14%	13%	15%	13%	15%	13%
Rank 2	27%	24%	22%	27%	25%	23%	22%
Rank 3	26%	34%	33%	28%	30%	29%	31%
Rank 4	17%	27%	33%	30%	33%	33%	35%
Rank 1 or 2	44%	39%	35%	42%	37%	38%	35%

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	10/13-14
Rank 1	30%	27%	30%	33%	32%	33%	34%
Rank 2	27%	20%	23%	23%	22%	25%	23%
Rank 3	22%	20%	20%	21%	22%	23%	21%
Rank 4	21%	33%	27%	23%	25%	19%	22%
Rank 1 or 2	48%	47%	53%	56%	54%	58%	57%

10. When leaving your home, how often do you think about how to prevent a COVID-19 exposure or infection?

	10/13-14
Always	56%
Sometimes	26%
Rarely	11%
Never	7%
Always/Sometimes (Net)	82%
Rarely/Never (Net)	18%





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11. On a scale from 1 to 5, with 1 meaning you completely avoid going places where you feel at risk of contracting COVID-19, and 5 means you go where you want, without worrying about contracting COVID-19, please indicate where you fall on the scale.

	10/13-14
1- I completely avoid going places where I feel at risk of contracting COVID-19	26%
2	21%
3	29%
4	11%
5 - I go where I want, without worrying about contracting COVID-19	13%
<i>1-2 (Net)</i>	<i>46%</i>
<i>4-5 (Net)</i>	<i>25%</i>

12. If a COVID-19 vaccine that was declared safe and effective by public health officials were made available to you, when, if at all, would you take it?

	10/13-14
Immediately	22%
Less than one month after it became available	10%
One – three months after it became available	18%
More than three months after it became available	20%
Never	13%
Don't know	17%
<i>Less than one month (Net)</i>	<i>32%</i>
<i>Three months or less (Net)</i>	<i>50%</i>

13. Compared to before the COVID-19 pandemic, are you currently using or doing more or less of the following?

Total More Summary

	10/13-14
Cooking meals at home	56%
Social media	39%
Mobile or online banking	35%
Working from home	34%
Using food delivery services	31%
Credit cards	27%
Home office equipment	26%
Driving your personal vehicle	20%
Traveling by car	19%
Traveling by plane	7%





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Total Less Summary

	10/13-14
Traveling by plane	44%
Traveling by car	34%
Driving your personal vehicle	28%
Credit cards	13%
Social media	10%
Using food delivery services	9%
Home office equipment	9%
Working from home	6%
Cooking meals at home	5%
Mobile or online banking	4%

a. Cooking meals at home

	10/13-14
A lot more	32%
A little more	24%
The same amount	38%
A little less	3%
A lot less	1%
Not applicable	1%
<i>More (Net)</i>	56%
<i>Less (Net)</i>	5%

b. Using food delivery services

	10/13-14
A lot more	14%
A little more	17%
The same amount	25%
A little less	4%
A lot less	6%
Not applicable	34%
<i>More (Net)</i>	31%
<i>Less (Net)</i>	9%



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c. Mobile or online banking

	10/13-14
A lot more	18%
A little more	17%
The same amount	52%
A little less	2%
A lot less	2%
Not applicable	8%
<i>More (Net)</i>	35%
<i>Less (Net)</i>	4%

d. Credit cards

	10/13-14
A lot more	14%
A little more	14%
The same amount	49%
A little less	8%
A lot less	5%
Not applicable	11%
<i>More (Net)</i>	27%
<i>Less (Net)</i>	13%

e. Driving your personal vehicle

	10/13-14
A lot more	11%
A little more	9%
The same amount	43%
A little less	14%
A lot less	14%
Not applicable	8%
<i>More (Net)</i>	20%
<i>Less (Net)</i>	28%

f. Working from home

	10/13-14
A lot more	23%
A little more	11%
The same amount	22%
A little less	3%
A lot less	3%
Not applicable	38%
<i>More (Net)</i>	34%
<i>Less (Net)</i>	6%



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g. Social media

	10/13-14
A lot more	21%
A little more	18%
The same amount	41%
A little less	5%
A lot less	4%
Not applicable	10%
<i>More (Net)</i>	39%
<i>Less (Net)</i>	10%

h. Traveling by car

	10/13-14
A lot more	11%
A little more	9%
The same amount	42%
A little less	18%
A lot less	15%
Not applicable	5%
<i>More (Net)</i>	19%
<i>Less (Net)</i>	34%

i. Traveling by plane

	10/13-14
A lot more	3%
A little more	4%
The same amount	16%
A little less	9%
A lot less	35%
Not applicable	34%
<i>More (Net)</i>	7%
<i>Less (Net)</i>	44%

j. Home office equipment

	10/13-14
A lot more	12%
A little more	13%
The same amount	36%
A little less	4%
A lot less	5%
Not applicable	30%
<i>More (Net)</i>	26%
<i>Less (Net)</i>	9%



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14. Once a safe and effective COVID-19 vaccine is made available to the public, will you do or use the following more or less compared to right now?

Total More Summary

	10/13-14
Traveling by car	33%
Traveling by plane	33%
Driving your personal vehicle	29%
Cooking meals at home	22%
Mobile or online banking	16%
Credit cards	16%
Social media	16%
Working from home	15%
Using food delivery services	14%
Home office equipment	12%

Total Less Summary

	10/13-14
Using food delivery services	18%
Working from home	18%
Cooking meals at home	15%
Social media	14%
Traveling by plane	13%
Credit cards	11%
Home office equipment	11%
Traveling by car	8%
Driving your personal vehicle	7%
Mobile or online banking	6%

a. Cooking meals at home

	10/13-14
A lot more	12%
A little more	10%
The same amount	61%
A little less	14%
A lot less	1%
Not applicable	2%
<i>More (Net)</i>	22%
<i>Less (Net)</i>	15%

b. Using food delivery services

	10/13-14
A lot more	7%
A little more	8%
The same amount	36%
A little less	11%
A lot less	7%
Not applicable	32%
<i>More (Net)</i>	14%
<i>Less (Net)</i>	18%

c. Mobile or online banking

	10/13-14
A lot more	8%
A little more	7%
The same amount	70%
A little less	4%
A lot less	2%
Not applicable	8%
<i>More (Net)</i>	16%
<i>Less (Net)</i>	6%

d. Credit cards

	10/13-14
A lot more	6%
A little more	10%
The same amount	62%
A little less	8%
A lot less	4%
Not applicable	11%
<i>More (Net)</i>	16%
<i>Less (Net)</i>	11%

e. Driving your personal vehicle

	10/13-14
A lot more	11%
A little more	19%
The same amount	56%
A little less	4%
A lot less	3%
Not applicable	7%
<i>More (Net)</i>	29%
<i>Less (Net)</i>	7%



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f. Working from home

	10/13-14
A lot more	8%
A little more	7%
The same amount	30%
A little less	12%
A lot less	7%
Not applicable	37%
<i>More (Net)</i>	<i>15%</i>
<i>Less (Net)</i>	<i>18%</i>

g. Social media

	10/13-14
A lot more	8%
A little more	8%
The same amount	60%
A little less	11%
A lot less	3%
Not applicable	10%
<i>More (Net)</i>	<i>16%</i>
<i>Less (Net)</i>	<i>14%</i>

h. Traveling by car

	10/13-14
A lot more	11%
A little more	22%
The same amount	54%
A little less	6%
A lot less	2%
Not applicable	5%
<i>More (Net)</i>	<i>33%</i>
<i>Less (Net)</i>	<i>8%</i>

i. Traveling by plane

	10/13-14
A lot more	10%
A little more	23%
The same amount	26%
A little less	5%
A lot less	8%
Not applicable	28%
<i>More (Net)</i>	<i>33%</i>
<i>Less (Net)</i>	<i>13%</i>



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j. Home office equipment

	10/13-14
A lot more	5%
A little more	8%
The same amount	47%
A little less	8%
A lot less	3%
Not applicable	30%
<i>More (Net)</i>	12%
<i>Less (Net)</i>	11%

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

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

16. Are you more or less excited for the upcoming Super Bowl in February, compared to the last Super Bowl?

	10/13-14
Much more excited	6%
Somewhat more excited	6%
As excited as last year	29%
Somewhat less excited	14%
Much less excited	28%
Don't know	17%
<i>More excited (Net)</i>	12%
<i>Less excited (Net)</i>	41%

17. Thinking about the upcoming Super Bowl in February, to what extent do you agree or disagree with the following statements?

Total Agree Summary

	10/13-14
I expect Super Bowl advertising to focus on topics besides the COVID-19 pandemic	56%
I expect Super Bowl advertising to acknowledge the COVID-19 pandemic and today's situation	52%
There should not be in-person fans at the Super Bowl	44%
I am excited for the advertisements during the next Super Bowl	37%
I will not watch the Super Bowl if fans are not allowed to attend in-person	16%

a. I am excited for the advertisements during the next Super Bowl

	10/13-14
Strongly agree	12%
Somewhat agree	24%
Neither agree nor disagree	29%
Somewhat disagree	12%
Strongly disagree	17%
Don't know	6%
<i>Agree (Net)</i>	<i>37%</i>
<i>Disagree (Net)</i>	<i>28%</i>

b. I expect Super Bowl advertising to acknowledge the COVID-19 pandemic and today's situation

	10/13-14
Strongly agree	22%
Somewhat agree	30%
Neither agree nor disagree	26%
Somewhat disagree	6%
Strongly disagree	6%
Don't know	10%
<i>Agree (Net)</i>	<i>52%</i>
<i>Disagree (Net)</i>	<i>13%</i>

c. I expect Super Bowl advertising to focus on topics besides the COVID-19 pandemic

	10/13-14
Strongly agree	26%
Somewhat agree	30%
Neither agree nor disagree	25%
Somewhat disagree	5%
Strongly disagree	4%
Don't know	10%
<i>Agree (Net)</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>9%</i>



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d. There should not be in-person fans at the Super Bowl

	10/13-14
Strongly agree	25%
Somewhat agree	19%
Neither agree nor disagree	23%
Somewhat disagree	10%
Strongly disagree	12%
Don't know	11%
<i>Agree (Net)</i>	44%
<i>Disagree (Net)</i>	22%

e. I will not watch the Super Bowl if fans are not allowed to attend in-person

	10/13-14
Strongly agree	8%
Somewhat agree	7%
Neither agree nor disagree	28%
Somewhat disagree	12%
Strongly disagree	34%
Don't know	11%
<i>Agree (Net)</i>	16%
<i>Disagree (Net)</i>	45%





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About the Study

These are some of the findings of the fifteenth wave of an Ipsos poll conducted between October 13-14, 2020. For this survey, a sample of 1,114 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 fourteenth wave was conducted September 29-30, 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 ($n=1,114$, $DEFF=1.5$, adjusted Confidence Interval= ± 4.8 percentage points).

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