



## Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, October 29, 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
<b>10/27-28 (N=1,115)</b>	38%	17%	20%	34%	27%	16%	11%	2%
<b>10/13-14 (N=1,114)</b>	36%	16%	21%	33%	29%	17%	12%	1%
<b>9/29-30 (N=1,115)</b>	35%	16%	18%	34%	30%	17%	13%	2%
<b>9/15-16 (N=1,113)</b>	36%	18%	18%	33%	29%	16%	12%	1%
<b>9/1-2 (N=1,113)</b>	33%	14%	19%	33%	32%	19%	14%	1%
<b>8/18-19 (N=1115)</b>	34%	14%	20%	37%	28%	17%	11%	1%
<b>8/4-5 (N=1,111)</b>	33%	14%	19%	37%	29%	17%	12%	2%
<b>7/21-22 (N=1,115)</b>	34%	15%	19%	36%	29%	19%	10%	1%
<b>6/23-24 (N=1,113)</b>	31%	14%	17%	34%	33%	20%	12%	2%
<b>6/8-9 (N=1,113)</b>	28%	12%	16%	32%	38%	23%	16%	2%
<b>5/28-29 (N=1,113)</b>	30%	12%	18%	34%	34%	20%	14%	2%
<b>5/14-15 (N=1,114)</b>	31%	13%	18%	36%	30%	18%	12%	3%
<b>5/4-5 (N=1,114)</b>	34%	15%	19%	35%	28%	17%	11%	2%
<b>4/27-28 (N=1,112)</b>	32%	15%	17%	34%	31%	20%	11%	3%
<b>4/17-20 (N=1,111)</b>	32%	10%	22%	35%	31%	21%	10%	2%
<b>4/10-13 (N=1,114)</b>	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
<b>10/27-28</b>	4%	13%	17%	41%	3%	9%	8%	4%
<b>10/13-14</b>	3%	11%	17%	40%	4%	11%	9%	4%
<b>9/29-30</b>	5%	10%	13%	39%	5%	12%	10%	5%
<b>9/15-16</b>	3%	7%	16%	42%	6%	11%	9%	5%
<b>9/1-2</b>	3%	7%	14%	43%	6%	13%	9%	4%
<b>8/18-19</b>	2%	9%	20%	42%	5%	13%	7%	3%
<b>8/4-5</b>	2%	9%	21%	42%	3%	11%	9%	3%
<b>7/21-22</b>	3%	11%	20%	38%	4%	12%	8%	4%
<b>6/23-24</b>	3%	7%	17%	33%	9%	18%	9%	4%
<b>6/8-9</b>	3%	5%	15%	27%	21%	10%	6%	3%
<b>5/28-29</b>	2%	5%	13%	37%	18%	13%	8%	4%
<b>5/14-15</b>	2%	5%	16%	33%	22%	10%	7%	5%
<b>5/4-5</b>	2%	6%	18%	41%	17%	5%	8%	3%
<b>4/27-28</b>	2%	5%	17%	41%	-	-	-	4%





## PUBLIC POLL FINDINGS AND METHODOLOGY

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
<b>10/27-28</b>	12%	32%	42%	13%
<b>10/13-14</b>	11%	30%	43%	16%
<b>9/29-30</b>	11%	29%	43%	18%
<b>9/15-16</b>	10%	29%	43%	18%
<b>9/1-2</b>	9%	32%	42%	16%
<b>8/18-19</b>	11%	33%	44%	13%
<b>8/4-5</b>	9%	31%	45%	15%
<b>7/21-22</b>	10%	32%	46%	12%
<b>6/23-24</b>	7%	32%	46%	15%
<b>6/8-9</b>	7%	30%	46%	18%
<b>5/28-29</b>	7%	28%	48%	18%
<b>5/14-15</b>	10%	30%	42%	18%
<b>5/4-5</b>	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
<b>10/27-28</b>	8%	15%	45%	21%	11%
<b>10/13-14</b>	7%	17%	44%	22%	10%
<b>9/29-30</b>	8%	17%	43%	21%	11%
<b>9/15-16</b>	7%	16%	42%	23%	12%
<b>9/1-2</b>	7%	16%	45%	22%	9%
<b>8/18-19</b>	7%	15%	48%	20%	11%
<b>8/4-5</b>	6%	15%	47%	21%	11%
<b>7/21-22</b>	7%	15%	47%	22%	9%
<b>6/23-24</b>	6%	15%	44%	23%	12%
<b>6/8-9</b>	6%	13%	45%	24%	12%
<b>5/28-29</b>	5%	16%	43%	24%	12%
<b>5/14-15</b>	8%	19%	41%	21%	12%
<b>5/4-5</b>	8%	19%	44%	20%	10%

5. Which of the following are true to you? Select all that apply.

	<b>10/27-28</b>
I have no serious medical conditions	42%
I have a serious medical condition such as diabetes, obesity or heart disease	23%
I am back to work in a place that requires me to be in contact with others	19%
I am considered an essential worker, such as a healthcare worker	17%
I am the sole caregiver to a child or children under 5 years old	6%
I am the sole caregiver to an aging person or people	6%
None of the above	16%

6. Do you have a child currently attending college?

	<b>9/29-30</b>	<b>10/13-14</b>	<b>10/27-28</b>
Yes	13%	13%	11%
No	87%	87%	89%





# PUBLIC POLL FINDINGS AND METHODOLOGY

7. 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	Someone I know has died from COVID-19	None of the above
<b>10/27-28</b>	34%	21%	16%	6%	14%	41%
<b>10/13-14</b>	6%	19%	33%	13%	-	46%
<b>9/1-2</b>	29%	18%	13%	6%	-	50%
<b>8/18-19</b>	31%	15%	15%	4%	-	49%
<b>8/4-5</b>	26%	15%	14%	4%	-	55%
<b>7/21-22</b>	28%	14%	16%	4%	-	52%
<b>6/23-24</b>	22%	12%	13%	3%	-	60%
<b>6/8-9</b>	14%	9%	9%	3%	-	70%
<b>5/28-29</b>	19%	10%	13%	2%	-	62%
<b>5/14-15</b>	18%	10%	14%	2%	-	63%
<b>5/4-5</b>	12%	8%	10%	2%	-	72%
<b>4/27-28</b>	14%	7%	12%	2%	-	71%
<b>4/17-20</b>	14%	6%	14%	1%	-	70%
<b>4/10-13</b>	14%	6%	13%	2%	-	70%

8. **[Q7 does not equal “None of the above”]** How much of an impact, if any, has your personal experience with, or loss from, COVID-19, had on your decision of who to support in the upcoming presidential election?

	<b>10/27-28 (N=643)</b>
Major impact	33%
Minor impact	27%
No impact	34%
I do not plan to vote	3%
Don't know	3%

9. 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?

	<b>10/13-14</b>	<b>10/27-28</b>
Immediately	22%	17%
Less than one month after it became available	10%	12%
One – three months after it became available	18%	17%
More than three months after it became available	20%	20%
Never	13%	17%
Don't know	17%	16%
<i>Less than one month (Net)</i>	<b>32%</b>	<b>29%</b>
<i>Three months or less (Net)</i>	<b>50%</b>	<b>46%</b>

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

Total More Summary

	<b>10/27-28</b>
Using streaming services (TV)	46%
Buying snacks	33%
Buying canned food	26%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a store	(N=1,067) 25%
Eating fast food	22%
Buying microwave dinners	18%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a restaurant	(N=1,067) 11%

Total Less Summary

	<b>10/27-28</b>
Eating fast food	32%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a restaurant	(N=1,067) 30%
Buying microwave dinners	16%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a store	(N=1,067) 12%
Buying snacks	11%
Buying canned food	10%
Using streaming services (TV)	5%



# PUBLIC POLL FINDINGS AND METHODOLOGY

a. Eating fast food

	<b>10/27-28</b>
A lot more	7%
A little more	15%
The same amount	36%
A little less	17%
A lot less	16%
Not applicable	10%
<i>More (Net)</i>	<b>22%</b>
<i>Less (Net)</i>	<b>32%</b>

b. Using streaming services (TV)

	<b>10/27-28</b>
A lot more	23%
A little more	23%
The same amount	32%
A little less	3%
A lot less	2%
Not applicable	17%
<i>More (Net)</i>	<b>46%</b>
<i>Less (Net)</i>	<b>5%</b>

c. **[If 21 years old]** Drinking alcohol you purchase from a store

	<b>10/27-28 (N=1,067)</b>
A lot more	9%
A little more	16%
The same amount	33%
A little less	7%
A lot less	5%
Not applicable	30%
<i>More (Net)</i>	<b>25%</b>
<i>Less (Net)</i>	<b>12%</b>

d. **[If 21 years old]** Drinking alcohol you purchase from a restaurant

	<b>10/27-28 (N=1,067)</b>
A lot more	4%
A little more	7%
The same amount	21%
A little less	9%
A lot less	21%
Not applicable	38%
<i>More (Net)</i>	<b>11%</b>
<i>Less (Net)</i>	<b>30%</b>



## PUBLIC POLL FINDINGS AND METHODOLOGY

e. Buying snacks

	<b>10/27-28</b>
A lot more	11%
A little more	22%
The same amount	54%
A little less	7%
A lot less	4%
Not applicable	3%
<i>More (Net)</i>	<b>33%</b>
<i>Less (Net)</i>	<b>11%</b>

f. Buying microwave dinners

	<b>10/27-28</b>
A lot more	6%
A little more	13%
The same amount	39%
A little less	7%
A lot less	8%
Not applicable	27%
<i>More (Net)</i>	<b>18%</b>
<i>Less (Net)</i>	<b>16%</b>

g. Buying canned food

	<b>10/27-28</b>
A lot more	10%
A little more	17%
The same amount	57%
A little less	7%
A lot less	4%
Not applicable	6%
<i>More (Net)</i>	<b>26%</b>
<i>Less (Net)</i>	<b>10%</b>







## PUBLIC POLL FINDINGS AND METHODOLOGY

11. 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

	<b>10/27-28</b>
Eating fast food	21%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a restaurant	(N=1,067) 19%
Using streaming services (TV)	17%
Buying snacks	15%
Buying canned food	14%
Buying microwave dinners	12%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a store	(N=1,067) 11%

### Total Less Summary

	<b>10/27-28</b>
Eating fast food	19%
Buying microwave dinners	17%
Using streaming services (TV)	15%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a restaurant	(N=1,067) 14%
Buying snacks	14%
Buying canned food	14%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a store	(N=1,067) 13%



# PUBLIC POLL FINDINGS AND METHODOLOGY

a. Eating fast food

	<b>10/27-28</b>
A lot more	6%
A little more	15%
The same amount	50%
A little less	13%
A lot less	6%
Not applicable	9%
<i>More (Net)</i>	<b>21%</b>
<i>Less (Net)</i>	<b>19%</b>

b. Using streaming services (TV)

	<b>10/27-28</b>
A lot more	8%
A little more	9%
The same amount	51%
A little less	13%
A lot less	2%
Not applicable	17%
<i>More (Net)</i>	<b>17%</b>
<i>Less (Net)</i>	<b>15%</b>

c. **[If 21 years old]** Drinking alcohol you purchase from a store

	<b>10/27-28 (N=1,067)</b>
A lot more	4%
A little more	7%
The same amount	47%
A little less	9%
A lot less	4%
Not applicable	28%
<i>More (Net)</i>	<b>11%</b>
<i>Less (Net)</i>	<b>13%</b>

d. **[If 21 years old]** Drinking alcohol you purchase from a restaurant

	<b>10/27-28 (N=1,067)</b>
A lot more	4%
A little more	14%
The same amount	32%
A little less	7%
A lot less	6%
Not applicable	35%
<i>More (Net)</i>	<b>19%</b>
<i>Less (Net)</i>	<b>14%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

e. Buying snacks

	<b>10/27-28</b>
A lot more	7%
A little more	7%
The same amount	69%
A little less	10%
A lot less	3%
Not applicable	3%
<i>More (Net)</i>	<i>15%</i>
<i>Less (Net)</i>	<i>14%</i>

f. Buying microwave dinners

	<b>10/27-28</b>
A lot more	4%
A little more	8%
The same amount	48%
A little less	10%
A lot less	7%
Not applicable	23%
<i>More (Net)</i>	<i>12%</i>
<i>Less (Net)</i>	<i>17%</i>

g. Buying canned food

	<b>10/27-28</b>
A lot more	5%
A little more	9%
The same amount	66%
A little less	10%
A lot less	4%
Not applicable	7%
<i>More (Net)</i>	<i>14%</i>
<i>Less (Net)</i>	<i>14%</i>





## PUBLIC POLL FINDINGS AND METHODOLOGY

12. 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	10/27-28
Indoor restaurants at limited capacity	45%	45%
Grocery stores	44%	45%
Hospitals or doctor's offices *9/29-30 Wording: Hospitals	41%	44%
<b>[IF EMPLOYED]</b> Work	(N=614) 45%	(N=613) 43%
Indoor restaurants at full capacity	37%	41%
Traveling by plane for vacation or personal reasons	-	41%
Big indoor entertainment venues (sports arenas, concert arenas)	35%	37%
Public transportation	30%	34%
Fitness center/studio/gym	31%	32%
Traveling by plane for business	-	31%

### a. **[IF EMPLOYED]** Work

	9/29-30 (N=614)	10/27-28 (N=613)
Much more safe	18%	16%
Somewhat more safe	27%	26%
No difference, I already feel safe	25%	28%
No difference, the vaccine is not effective enough	16%	19%
Somewhat less safe	8%	7%
Much less safe	3%	2%
I don't go to these places	2%	2%
<i>More safe (Net)</i>	<b>45%</b>	<b>43%</b>
<i>Less safe (Net)</i>	<b>11%</b>	<b>9%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

### b. Indoor restaurants at full capacity

	<b>9/29-30</b>	<b>10/27-28</b>
Much more safe	13%	12%
Somewhat more safe	24%	29%
No difference, I already feel safe	16%	15%
No difference, the vaccine is not effective enough	21%	19%
Somewhat less safe	10%	10%
Much less safe	9%	8%
I don't go to these places	7%	7%
<i>More safe (Net)</i>	<b>37%</b>	<b>41%</b>
<i>Less safe (Net)</i>	<b>19%</b>	<b>18%</b>

### c. Indoor restaurants at limited capacity

	<b>9/29-30</b>	<b>10/27-28</b>
Much more safe	15%	14%
Somewhat more safe	30%	31%
No difference, I already feel safe	21%	21%
No difference, the vaccine is not effective enough	17%	16%
Somewhat less safe	7%	8%
Much less safe	4%	3%
I don't go to these places	6%	6%
<i>More safe (Net)</i>	<b>45%</b>	<b>45%</b>
<i>Less safe (Net)</i>	<b>11%</b>	<b>11%</b>

### d. Big indoor entertainment venues (sports arenas, concert arenas)

	<b>9/29-30</b>	<b>10/27-28</b>
Much more safe	12%	13%
Somewhat more safe	23%	24%
No difference, I already feel safe	11%	12%
No difference, the vaccine is not effective enough	20%	18%
Somewhat less safe	8%	8%
Much less safe	6%	6%
I don't go to these places	20%	19%
<i>More safe (Net)</i>	<b>35%</b>	<b>37%</b>
<i>Less safe (Net)</i>	<b>14%</b>	<b>14%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

### e. Grocery stores

	9/29-30	10/27-28
Much more safe	15%	13%
Somewhat more safe	29%	32%
No difference, I already feel safe	29%	28%
No difference, the vaccine is not effective enough	17%	18%
Somewhat less safe	6%	6%
Much less safe	2%	2%
I don't go to these places	1%	1%
<i>More safe (Net)</i>	<b>44%</b>	<b>45%</b>
<i>Less safe (Net)</i>	<b>8%</b>	<b>8%</b>

### f. Hospitals or doctor's offices

\*9/29-30 Wording: Hospitals

	9/29-30	10/27-28
Much more safe	14%	13%
Somewhat more safe	27%	31%
No difference, I already feel safe	20%	28%
No difference, the vaccine is not effective enough	19%	15%
Somewhat less safe	7%	8%
Much less safe	5%	3%
I don't go to these places	8%	3%
<i>More safe (Net)</i>	<b>41%</b>	<b>44%</b>
<i>Less safe (Net)</i>	<b>12%</b>	<b>11%</b>

### g. Public transportation

	9/29-30	10/27-28
Much more safe	10%	9%
Somewhat more safe	20%	25%
No difference, I already feel safe	9%	11%
No difference, the vaccine is not effective enough	16%	15%
Somewhat less safe	7%	8%
Much less safe	5%	5%
I don't go to these places	33%	27%
<i>More safe (Net)</i>	<b>30%</b>	<b>34%</b>
<i>Less safe (Net)</i>	<b>12%</b>	<b>12%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

### h. Fitness center/studio/gym

	9/29-30	10/27-28
Much more safe	11%	10%
Somewhat more safe	20%	22%
No difference, I already feel safe	11%	12%
No difference, the vaccine is not effective enough	15%	14%
Somewhat less safe	7%	7%
Much less safe	5%	5%
I don't go to these places	30%	29%
<i>More safe (Net)</i>	<b>31%</b>	<b>32%</b>
<i>Less safe (Net)</i>	<b>13%</b>	<b>12%</b>

### i. Traveling by plane for business

	10/27-28
Much more safe	10%
Somewhat more safe	21%
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	31%
<i>More safe (Net)</i>	<b>31%</b>
<i>Less safe (Net)</i>	<b>11%</b>

### j. Traveling by plane for vacation or personal reasons

	10/27-28
Much more safe	12%
Somewhat more safe	29%
No difference, I already feel safe	14%
No difference, the vaccine is not effective enough	16%
Somewhat less safe	8%
Much less safe	5%
I don't go to these places	16%
<i>More safe (Net)</i>	<b>41%</b>
<i>Less safe (Net)</i>	<b>13%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

13. 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	10/27-28
Bringing the country together	-	49%
Your family's future well being	43%	45%
Freedom of speech	41%	43%
Returning to normal life	43%	42%
The future of small businesses	41%	41%
Corporations becoming more socially responsible	37%	38%
Taking a coronavirus vaccine, once it is available	-	38%
Businesses in your community reopening	-	38%
The ability to grow your savings	34%	35%
Schools in your community reopening	-	35%
Paying your bills	30%	31%
The integrity of social media companies	29%	29%

#### a. Your family's future well being

	9/29-30	10/27-28
More confident	43%	45%
Makes no difference	17%	17%
Less confident	32%	30%
Don't know	8%	8%

#### b. Paying your bills

	9/29-30	10/27-28
More confident	30%	31%
Makes no difference	35%	38%
Less confident	24%	24%
Don't know	10%	7%

#### c. The integrity of social media companies

	9/29-30	10/27-28
More confident	29%	29%
Makes no difference	31%	32%
Less confident	26%	27%
Don't know	14%	12%

#### d. The ability to grow your savings

	9/29-30	10/27-28
More confident	34%	35%
Makes no difference	25%	25%
Less confident	30%	31%
Don't know	12%	9%





## PUBLIC POLL FINDINGS AND METHODOLOGY

e. Freedom of speech

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	41%	43%
Makes no difference	21%	23%
Less confident	29%	26%
Don't know	9%	8%

f. Returning to normal life

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	43%	42%
Makes no difference	17%	20%
Less confident	31%	29%
Don't know	9%	8%

g. Corporations becoming more socially responsible

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	37%	38%
Makes no difference	24%	24%
Less confident	25%	25%
Don't know	14%	12%

h. The future of small businesses

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	41%	41%
Makes no difference	16%	19%
Less confident	31%	31%
Don't know	12%	9%

i. Taking a coronavirus vaccine, once it is available

	<b>10/27-28</b>
More confident	38%
Makes no difference	30%
Less confident	22%
Don't know	11%

j. Bringing the country together

	<b>10/27-28</b>
More confident	49%
Makes no difference	14%
Less confident	30%
Don't know	7%



## PUBLIC POLL FINDINGS AND METHODOLOGY

k. Businesses in your community reopening

	<b>10/27-28</b>
More confident	38%
Makes no difference	21%
Less confident	30%
Don't know	11%

l. Schools in your community reopening

	<b>10/27-28</b>
More confident	35%
Makes no difference	26%
Less confident	28%
Don't know	11%

14. 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

	<b>9/29-30</b>	<b>10/27-28</b>
Businesses in your community reopening	-	35%
Schools in your community reopening	-	32%
Your family's future well being	32%	31%
The future of small businesses	32%	31%
Returning to normal life	34%	30%
The ability to grow your savings	29%	30%
Freedom of speech	32%	29%
Paying your bills	30%	24%
Bringing the country together	-	24%
Corporations becoming more socially responsible	23%	20%
Taking a coronavirus vaccine, once it is available	-	19%
The integrity of social media companies	21%	18%

a. Your family's future well being

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	32%	31%
Makes no difference	20%	19%
Less confident	41%	45%
Don't know	6%	6%

b. Paying your bills

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	30%	24%
Makes no difference	34%	37%
Less confident	30%	32%
Don't know	7%	7%



## PUBLIC POLL FINDINGS AND METHODOLOGY

c. The integrity of social media companies

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	21%	18%
Makes no difference	28%	28%
Less confident	40%	41%
Don't know	12%	14%

d. The ability to grow your savings

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	29%	30%
Makes no difference	25%	25%
Less confident	37%	37%
Don't know	9%	8%

e. Freedom of speech

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	32%	29%
Makes no difference	20%	22%
Less confident	41%	42%
Don't know	8%	7%

f. Returning to normal life

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	34%	30%
Makes no difference	16%	19%
Less confident	44%	43%
Don't know	7%	8%

g. Corporations becoming more socially responsible

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	23%	20%
Makes no difference	24%	24%
Less confident	42%	46%
Don't know	11%	10%

h. The future of small businesses

	<b>9/29-30</b>	<b>10/27-28</b>
More confident	32%	31%
Makes no difference	18%	19%
Less confident	41%	42%
Don't know	9%	8%





## PUBLIC POLL FINDINGS AND METHODOLOGY

i. Taking a coronavirus vaccine, once it is available

	<b>10/27-28</b>
More confident	19%
Makes no difference	30%
Less confident	39%
Don't know	12%

j. Bringing the country together

	<b>10/27-28</b>
More confident	24%
Makes no difference	16%
Less confident	53%
Don't know	8%

k. Businesses in your community reopening

	<b>10/27-28</b>
More confident	35%
Makes no difference	22%
Less confident	34%
Don't know	9%

l. Schools in your community reopening

	<b>10/27-28</b>
More confident	32%
Makes no difference	26%
Less confident	32%
Don't know	10%

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

	<b>8/18-19</b>	<b>10/27-28</b>
I do not use social media	14%	14%
Less than 1 hour	28%	31%
1-3 hours	37%	37%
4-6 hours	13%	11%
6+ hours	8%	6%



## PUBLIC POLL FINDINGS AND METHODOLOGY

16. **[If use social media]** Would you say you are spending more, less, or about the same amount of time on social media now compared to before COVID-19 related closures and social distancing measures?

	<b>8/18-19 (N=957)</b>	<b>10/27-28 (N=954)</b>
More	47%	41%
Less	11%	12%
About the same	42%	47%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the fifteenth wave of an Ipsos poll conducted between October 27-28, 2020. For this survey, a sample of 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 fourteenth wave was conducted September 29-30, 2020, among 1,115 U.S. adults
- The fifteenth wave was conducted October 13-14, 2020, among 1,114 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= $\pm 4.8$  percentage points).

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