



## Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, November 17, 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>11/10-11 (N=1113)</b>	40%	16%	23%	33%	25%	15%	11%	2%
<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%



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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
<b>11/10-11</b>	4%	16%	20%	41%	2%	6%	7%	4%
<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%



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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>11/10-11</b>	9%	31%	46%	14%
<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%



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>11/10-11</b>	8%	18%	41%	22%	11%
<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. Since March, have you relocated, or considered relocating, because of the coronavirus pandemic and other events in recent months?

	<b>6/8-9</b>	<b>11/10-11</b>
Yes, permanently	3%	5%
Yes, temporarily	6%	7%
No, but I plan to relocate	5%	8%
No, but I have given it some thought	7%	11%
No, and I have no plans to relocate	74%	65%
Don't know	4%	3%
<b>Yes (Net)</b>	<b>9%</b>	<b>12%</b>
<b>No (Net)</b>	<b>86%</b>	<b>85%</b>



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6. [If did not select “No, and I have no plans to relocate” or “Don’t know” in Q5] To where have you moved or thought of moving?

	<b>6/8-9 (N=248)</b>	<b>11/10-11 (N=327)</b>
Rural area	17%	22%
Suburban area	14%	22%
Urban area (city or city center)	8%	17%
Small city (<100K population)	14%	15%
Closer to family	14%	14%
Medium city (100<500K population)	11%	11%
In with parents or family	-	11%
Your hometown	10%	10%
Large city (500K+)	6%	9%
Somewhere else	7%	4%
Don't know	8%	4%

7. 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

	<b>6/8-9</b>	<b>6/23-24</b>	<b>8/18-19</b>	<b>9/1-2</b>	<b>9/15-16</b>	<b>9/29-30</b>	<b>10/13-14</b>	<b>11/10-11</b>
Health threats related to Covid-19	52%	59%	57%	53%	60%	57%	56%	65%
Economic downturn	56%	55%	55%	49%	49%	47%	52%	55%
The outcome of the 2020 presidential election	44%	47%	53%	56%	54%	58%	57%	44%
Societal divisiveness or unrest	48%	39%	35%	42%	37%	38%	35%	37%

### a. Economic downturn

	<b>6/8-9</b>	<b>6/23-24</b>	<b>8/18-19</b>	<b>9/1-2</b>	<b>9/15-16</b>	<b>9/29-30</b>	<b>10/13-14</b>	<b>11/10-11</b>
Rank 1	29%	24%	24%	22%	22%	19%	22%	21%
Rank 2	28%	31%	32%	27%	27%	28%	30%	34%
Rank 3	24%	26%	26%	30%	28%	29%	27%	27%
Rank 4	19%	19%	19%	21%	22%	25%	21%	18%
<b>Rank 1 or 2</b>	<b>56%</b>	<b>55%</b>	<b>55%</b>	<b>49%</b>	<b>49%</b>	<b>47%</b>	<b>52%</b>	<b>55%</b>





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## 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	11/10-11
Rank 1	28%	35%	33%	30%	34%	34%	31%	41%
Rank 2	24%	24%	24%	22%	26%	24%	25%	24%
Rank 3	24%	20%	21%	21%	20%	20%	22%	17%
Rank 4	23%	21%	22%	26%	20%	23%	22%	18%
<i>Rank 1 or 2</i>	<i>52%</i>	<i>59%</i>	<i>57%</i>	<i>53%</i>	<i>60%</i>	<i>57%</i>	<i>56%</i>	<i>65%</i>

## 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	11/10-11
Rank 1	29%	14%	13%	15%	13%	15%	13%	13%
Rank 2	27%	24%	22%	27%	25%	23%	22%	24%
Rank 3	26%	34%	33%	28%	30%	29%	31%	35%
Rank 4	17%	27%	33%	30%	33%	33%	35%	29%
<i>Rank 1 or 2</i>	<i>44%</i>	<i>39%</i>	<i>35%</i>	<i>42%</i>	<i>37%</i>	<i>38%</i>	<i>35%</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	9/29-30	10/13-14	11/10-11
Rank 1	30%	27%	30%	33%	32%	33%	34%	26%
Rank 2	27%	20%	23%	23%	22%	25%	23%	18%
Rank 3	22%	20%	20%	21%	22%	23%	21%	21%
Rank 4	21%	33%	27%	23%	25%	19%	22%	35%
<i>Rank 1 or 2</i>	<i>48%</i>	<i>47%</i>	<i>53%</i>	<i>56%</i>	<i>54%</i>	<i>58%</i>	<i>57%</i>	<i>44%</i>

8. How much of a threat do the following pose to your lifestyle? 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

	11/10-11
Increase in COVID-19 cases	65%
Government-mandated business closures	59%
Government-mandated stay-at-home orders	51%
Government-mandated mask wearing	25%

### a. Increase in COVID-19 cases

	11/10-11
Rank 1	55%
Rank 2	10%
Rank 3	16%
Rank 4	18%
<i>Rank 1 or 2</i>	<i>65%</i>





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b. Government-mandated mask wearing

	<b>11/10-11</b>
Rank 1	9%
Rank 2	16%
Rank 3	20%
Rank 4	55%
<i>Rank 1 or 2</i>	<i>25%</i>

c. Government-mandated business closures

	<b>11/10-11</b>
Rank 1	16%
Rank 2	42%
Rank 3	27%
Rank 4	15%
<i>Rank 1 or 2</i>	<i>59%</i>

d. Government-mandated stay-at-home orders

	<b>11/10-11</b>
Rank 1	20%
Rank 2	32%
Rank 3	36%
Rank 4	12%
<i>Rank 1 or 2</i>	<i>51%</i>

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>	<b>11/10-11</b>
Immediately	22%	17%	24%
Less than one month after it became available	10%	12%	13%
One – three months after it became available	18%	17%	19%
More than three months after it became available	20%	20%	17%
Never	13%	17%	14%
Don't know	17%	16%	13%
<i>Less than one month (Net)</i>	<i>32%</i>	<i>29%</i>	<i>37%</i>
<i>Three months or less (Net)</i>	<i>50%</i>	<i>46%</i>	<i>56%</i>



10. How likely, if at all, would you be to get the first generation COVID-19 vaccine if...?

Total Likely Summary

	<b>11/10-11</b>
If your doctor recommended it	72%
If the cost was completely covered by insurance	71%
If it was deemed 90% effective	68%
If public health officials said it was safe	68%
If both President Trump and President-Elect Joe Biden said it was safe	56%
If President-Elect Joe Biden said it was safe	54%
As soon as it is available	48%
If President Trump said it was safe	31%

a. As soon as it is available

	<b>11/10-11</b>
Very likely	20%
Somewhat likely	28%
Not very likely	27%
Not at all likely	25%
<i>Likely (Net)</i>	<b>48%</b>
<i>Not Likely (Net)</i>	<b>52%</b>

b. If it was deemed 90% effective

	<b>11/10-11</b>
Very likely	31%
Somewhat likely	38%
Not very likely	17%
Not at all likely	15%
<i>Likely (Net)</i>	<b>68%</b>
<i>Not Likely (Net)</i>	<b>32%</b>

c. If the cost was completely covered by insurance

	<b>11/10-11</b>
Very likely	36%
Somewhat likely	34%
Not very likely	14%
Not at all likely	16%
<i>Likely (Net)</i>	<b>71%</b>
<i>Not Likely (Net)</i>	<b>29%</b>





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d. If your doctor recommended it

	<b>11/10-11</b>
Very likely	36%
Somewhat likely	36%
Not very likely	15%
Not at all likely	13%
<i>Likely (Net)</i>	<i>72%</i>
<i>Not Likely (Net)</i>	<i>28%</i>

e. If public health officials said it was safe

	<b>11/10-11</b>
Very likely	31%
Somewhat likely	37%
Not very likely	16%
Not at all likely	16%
<i>Likely (Net)</i>	<i>68%</i>
<i>Not Likely (Net)</i>	<i>32%</i>

f. If President Trump said it was safe

	<b>11/10-11</b>
Very likely	13%
Somewhat likely	18%
Not very likely	23%
Not at all likely	46%
<i>Likely (Net)</i>	<i>31%</i>
<i>Not Likely (Net)</i>	<i>69%</i>

g. If President-Elect Joe Biden said it was safe

	<b>11/10-11</b>
Very likely	22%
Somewhat likely	32%
Not very likely	22%
Not at all likely	24%
<i>Likely (Net)</i>	<i>54%</i>
<i>Not Likely (Net)</i>	<i>46%</i>

h. If both President Trump and President-Elect Joe Biden said it was safe

	<b>11/10-11</b>
Very likely	21%
Somewhat likely	35%
Not very likely	24%
Not at all likely	20%
<i>Likely (Net)</i>	<i>56%</i>
<i>Not Likely (Net)</i>	<i>44%</i>



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11. Have you postponed or skipped in-person medical care out of concern of contracting COVID-19?

	11/10-11
Yes, I have postponed or skipped in-person medical care out of concern of contracting COVID-19	30%
I am considering postponing or skipping in-person medical care out of concern of contracting COVID-19	7%
No	60%
Don't know	3%

12. 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	10/27-28	11/10-11
Cooking meals at home	56%	-	57%
Using streaming services (TV)	-	46%	44%
Social media	39%	-	39%
Buying snacks	-	33%	37%
Working from home	34%	-	35%
Using food delivery services	31%	-	32%
Mobile or online banking	35%	-	31%
Buying canned food	-	26%	30%
Credit cards	27%	-	27%
Home office equipment	26%	-	27%
Eating fast food	-	22%	24%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a store	-	(N=1,067) 25%	(N=1,078) 23%
Buying microwave dinners	-	18%	20%
Traveling by car	19%	-	20%
Driving your personal vehicle	20%	-	18%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a restaurant	-	(N=1,067) 11%	(N=1,078) 11%
Using ride sharing services	-	-	8%
Using public transportation	-	-	8%
Traveling by plane	7%	-	6%





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### Total Less Summary

	10/13-14	10/27-28	11/10-11
Traveling by plane	44%	-	45%
Eating fast food	-	32%	33%
Traveling by car	34%	-	32%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a restaurant	-	(N=1,067) 30%	(N=1,078) 31%
Driving your personal vehicle	28%	-	30%
Using ride sharing services	-	-	26%
Using public transportation	-	-	26%
Buying microwave dinners	-	16%	14%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a store	-	(N=1,067) 12%	(N=1,078) 14%
Credit cards	13%	-	14%
Using food delivery services	9%	-	11%
Buying snacks	-	11%	9%
Social media	10%	-	9%
Home office equipment	9%	-	9%
Buying canned food	-	10%	8%
Mobile or online banking	4%	-	6%
Using streaming services (TV)	-	5%	5%
Working from home	6%	-	5%
Cooking meals at home	5%	-	5%

#### a. Cooking meals at home

	10/13-14	11/10-11
A lot more	32%	33%
A little more	24%	24%
The same amount	38%	37%
A little less	3%	3%
A lot less	1%	1%
Not applicable	1%	1%
<i>More (Net)</i>	56%	57%
<i>Less (Net)</i>	5%	5%

#### b. Using food delivery services

	10/13-14	11/10-11
A lot more	14%	14%
A little more	17%	18%
The same amount	25%	22%
A little less	4%	5%
A lot less	6%	6%
Not applicable	34%	35%
<i>More (Net)</i>	31%	32%
<i>Less (Net)</i>	9%	11%





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c. Mobile or online banking

	10/13-14	11/10-11
A lot more	18%	16%
A little more	17%	15%
The same amount	52%	55%
A little less	2%	3%
A lot less	2%	2%
Not applicable	8%	8%
<i>More (Net)</i>	<i>35%</i>	<i>31%</i>
<i>Less (Net)</i>	<i>4%</i>	<i>6%</i>

d. Credit cards

	10/13-14	11/10-11
A lot more	14%	11%
A little more	14%	15%
The same amount	49%	50%
A little less	8%	9%
A lot less	5%	6%
Not applicable	11%	10%
<i>More (Net)</i>	<i>27%</i>	<i>27%</i>
<i>Less (Net)</i>	<i>13%</i>	<i>14%</i>

e. Driving your personal vehicle

	10/13-14	11/10-11
A lot more	11%	9%
A little more	9%	9%
The same amount	43%	45%
A little less	14%	16%
A lot less	14%	14%
Not applicable	8%	7%
<i>More (Net)</i>	<i>20%</i>	<i>18%</i>
<i>Less (Net)</i>	<i>28%</i>	<i>30%</i>

f. Working from home

	10/13-14	11/10-11
A lot more	23%	24%
A little more	11%	11%
The same amount	22%	19%
A little less	3%	3%
A lot less	3%	2%
Not applicable	38%	41%
<i>More (Net)</i>	<i>34%</i>	<i>35%</i>
<i>Less (Net)</i>	<i>6%</i>	<i>5%</i>



g. Social media

	<b>10/13-14</b>	<b>11/10-11</b>
A lot more	21%	21%
A little more	18%	18%
The same amount	41%	40%
A little less	5%	5%
A lot less	4%	5%
Not applicable	10%	12%
<i>More (Net)</i>	<b>39%</b>	<b>39%</b>
<i>Less (Net)</i>	<b>10%</b>	<b>9%</b>

h. Traveling by car

	<b>10/13-14</b>	<b>11/10-11</b>
A lot more	11%	10%
A little more	9%	9%
The same amount	42%	45%
A little less	18%	17%
A lot less	15%	15%
Not applicable	5%	3%
<i>More (Net)</i>	<b>19%</b>	<b>20%</b>
<i>Less (Net)</i>	<b>34%</b>	<b>32%</b>

i. Traveling by plane

	<b>10/13-14</b>	<b>11/10-11</b>
A lot more	3%	2%
A little more	4%	4%
The same amount	16%	16%
A little less	9%	9%
A lot less	35%	36%
Not applicable	34%	32%
<i>More (Net)</i>	<b>7%</b>	<b>6%</b>
<i>Less (Net)</i>	<b>44%</b>	<b>45%</b>

j. Home office equipment

	<b>10/13-14</b>	<b>11/10-11</b>
A lot more	12%	12%
A little more	13%	15%
The same amount	36%	35%
A little less	4%	5%
A lot less	5%	4%
Not applicable	30%	29%
<i>More (Net)</i>	<b>26%</b>	<b>27%</b>
<i>Less (Net)</i>	<b>9%</b>	<b>9%</b>



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k. Eating fast food

	10/27-28	11/10-11
A lot more	7%	8%
A little more	15%	16%
The same amount	36%	37%
A little less	17%	17%
A lot less	16%	16%
Not applicable	10%	6%
<i>More (Net)</i>	22%	24%
<i>Less (Net)</i>	32%	33%

l. Using streaming services (TV)

	10/27-28	11/10-11
A lot more	23%	21%
A little more	23%	23%
The same amount	32%	35%
A little less	3%	3%
A lot less	2%	1%
Not applicable	17%	16%
<i>More (Net)</i>	46%	44%
<i>Less (Net)</i>	5%	5%

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

	10/27-28 (N=1,067)	11/10-11 (N=1,078)
A lot more	9%	8%
A little more	16%	14%
The same amount	33%	36%
A little less	7%	8%
A lot less	5%	6%
Not applicable	30%	28%
<i>More (Net)</i>	25%	23%
<i>Less (Net)</i>	12%	14%

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

	10/27-28 (N=1,067)	11/10-11 (N=1,078)
A lot more	4%	4%
A little more	7%	7%
The same amount	21%	23%
A little less	9%	10%
A lot less	21%	21%
Not applicable	38%	36%
<i>More (Net)</i>	11%	11%
<i>Less (Net)</i>	30%	31%





## PUBLIC POLL FINDINGS AND METHODOLOGY

o. Buying snacks

	10/27-28	11/10-11
A lot more	11%	12%
A little more	22%	25%
The same amount	54%	53%
A little less	7%	6%
A lot less	4%	3%
Not applicable	3%	1%
<i>More (Net)</i>	<b>33%</b>	<b>37%</b>
<i>Less (Net)</i>	<b>11%</b>	<b>9%</b>

p. Buying microwave dinners

	10/27-28	11/10-11
A lot more	6%	8%
A little more	13%	12%
The same amount	39%	42%
A little less	7%	6%
A lot less	8%	8%
Not applicable	27%	24%
<i>More (Net)</i>	<b>18%</b>	<b>20%</b>
<i>Less (Net)</i>	<b>16%</b>	<b>14%</b>

q. Buying canned food

	10/27-28	11/10-11
A lot more	10%	11%
A little more	17%	19%
The same amount	57%	56%
A little less	7%	5%
A lot less	4%	3%
Not applicable	6%	6%
<i>More (Net)</i>	<b>26%</b>	<b>30%</b>
<i>Less (Net)</i>	<b>10%</b>	<b>8%</b>

r. Using ride sharing services

	11/10-11
A lot more	4%
A little more	4%
The same amount	16%
A little less	8%
A lot less	18%
Not applicable	50%
<i>More (Net)</i>	<b>8%</b>
<i>Less (Net)</i>	<b>26%</b>





## PUBLIC POLL FINDINGS AND METHODOLOGY

s. Using public transportation

	11/10-11
A lot more	4%
A little more	4%
The same amount	16%
A little less	6%
A lot less	20%
Not applicable	50%
<i>More (Net)</i>	8%
<i>Less (Net)</i>	26%

13. 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	10/27-28	11/10-11
Traveling by plane	33%	-	31%
Driving your personal vehicle	29%	-	30%
Traveling by car	33%	-	29%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a restaurant	-	(N=1,067) 19%	(N=1,078) 24%
Cooking meals at home	22%	-	22%
Eating fast food	-	21%	21%
Credit cards	16%	-	17%
Using streaming services (TV)	-	17%	16%
Buying snacks	-	15%	16%
Mobile or online banking	16%	-	15%
Social media	16%	-	15%
Using public transportation	-	-	15%
Using food delivery services	14%	-	14%
Using ride sharing services	-	-	14%
Buying canned food	-	14%	13%
Buying microwave dinners	-	12%	13%
Working from home	15%	-	13%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a store	-	(N=1,067) 11%	(N=1,078) 12%
Home office equipment	12%	-	12%





# PUBLIC POLL FINDINGS AND METHODOLOGY

## Total Less Summary

	10/13-14	10/27-28	11/10-11
Eating fast food	-	19%	18%
Using food delivery services	18%	-	18%
Buying microwave dinners	-	17%	15%
Social media	14%	-	15%
Buying canned food	-	14%	14%
Working from home	18%	-	14%
Cooking meals at home	15%	-	14%
Using streaming services (TV)	-	15%	13%
Buying snacks	-	14%	13%
Traveling by plane	13%	-	12%
Using ride sharing services	-	-	12%
Credit cards	11%	-	11%
Home office equipment	11%	-	11%
Using public transportation	-	-	11%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a restaurant	-	(N=1,067) 14%	(N=1,078) 10%
<b>[If 21 years old]</b> Drinking alcohol you purchase from a store	-	(N=1,067) 13%	(N=1,078) 10%
Traveling by car	8%	-	9%
Driving your personal vehicle	7%	-	8%
Mobile or online banking	6%	-	6%

### a. Cooking meals at home

	10/13-14	11/10-11
A lot more	12%	9%
A little more	10%	12%
The same amount	61%	63%
A little less	14%	12%
A lot less	1%	1%
Not applicable	2%	1%
<i>More (Net)</i>	22%	22%
<i>Less (Net)</i>	15%	14%



## PUBLIC POLL FINDINGS AND METHODOLOGY

b. Using food delivery services

	10/13-14	11/10-11
A lot more	7%	5%
A little more	8%	9%
The same amount	36%	35%
A little less	11%	13%
A lot less	7%	5%
Not applicable	32%	32%
<i>More (Net)</i>	14%	14%
<i>Less (Net)</i>	18%	18%

c. Mobile or online banking

	10/13-14	11/10-11
A lot more	8%	7%
A little more	7%	7%
The same amount	70%	70%
A little less	4%	5%
A lot less	2%	1%
Not applicable	8%	9%
<i>More (Net)</i>	16%	15%
<i>Less (Net)</i>	6%	6%

d. Credit cards

	10/13-14	11/10-11
A lot more	6%	5%
A little more	10%	12%
The same amount	62%	64%
A little less	8%	7%
A lot less	4%	4%
Not applicable	11%	9%
<i>More (Net)</i>	16%	17%
<i>Less (Net)</i>	11%	11%

e. Driving your personal vehicle

	10/13-14	11/10-11
A lot more	11%	10%
A little more	19%	19%
The same amount	56%	55%
A little less	4%	6%
A lot less	3%	2%
Not applicable	7%	7%
<i>More (Net)</i>	29%	30%
<i>Less (Net)</i>	7%	8%

f. Working from home

	<b>10/13-14</b>	<b>11/10-11</b>
A lot more	8%	7%
A little more	7%	7%
The same amount	30%	35%
A little less	12%	9%
A lot less	7%	4%
Not applicable	37%	38%
<i>More (Net)</i>	<i>15%</i>	<i>13%</i>
<i>Less (Net)</i>	<i>18%</i>	<i>14%</i>

g. Social media

	<b>10/13-14</b>	<b>11/10-11</b>
A lot more	8%	7%
A little more	8%	8%
The same amount	60%	58%
A little less	11%	10%
A lot less	3%	4%
Not applicable	10%	12%
<i>More (Net)</i>	<i>16%</i>	<i>15%</i>
<i>Less (Net)</i>	<i>14%</i>	<i>15%</i>

h. Traveling by car

	<b>10/13-14</b>	<b>11/10-11</b>
A lot more	11%	10%
A little more	22%	19%
The same amount	54%	58%
A little less	6%	6%
A lot less	2%	3%
Not applicable	5%	4%
<i>More (Net)</i>	<i>33%</i>	<i>29%</i>
<i>Less (Net)</i>	<i>8%</i>	<i>9%</i>

i. Traveling by plane

	<b>10/13-14</b>	<b>11/10-11</b>
A lot more	10%	9%
A little more	23%	22%
The same amount	26%	28%
A little less	5%	4%
A lot less	8%	8%
Not applicable	28%	29%
<i>More (Net)</i>	<i>33%</i>	<i>31%</i>
<i>Less (Net)</i>	<i>13%</i>	<i>12%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

j. Home office equipment

	10/13-14	11/10-11
A lot more	5%	5%
A little more	8%	7%
The same amount	47%	49%
A little less	8%	8%
A lot less	3%	3%
Not applicable	30%	29%
<i>More (Net)</i>	12%	12%
<i>Less (Net)</i>	11%	11%

k. Eating fast food

	10/27-28	11/10-11
A lot more	6%	6%
A little more	15%	15%
The same amount	50%	54%
A little less	13%	12%
A lot less	6%	6%
Not applicable	9%	7%
<i>More (Net)</i>	21%	21%
<i>Less (Net)</i>	19%	18%

l. Using streaming services (TV)

	10/27-28	11/10-11
A lot more	8%	8%
A little more	9%	8%
The same amount	51%	55%
A little less	13%	11%
A lot less	2%	2%
Not applicable	17%	16%
<i>More (Net)</i>	17%	16%
<i>Less (Net)</i>	15%	13%

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

	10/27-28 (N=1,067)	11/10-11 (N=1,078)
A lot more	4%	5%
A little more	7%	8%
The same amount	47%	51%
A little less	9%	6%
A lot less	4%	4%
Not applicable	28%	27%
<i>More (Net)</i>	11%	12%
<i>Less (Net)</i>	13%	10%

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

	<b>10/27-28 (N=1,067)</b>	<b>11/10-11 (N=1,078)</b>
A lot more	4%	6%
A little more	14%	17%
The same amount	32%	33%
A little less	7%	6%
A lot less	6%	4%
Not applicable	35%	33%
<i>More (Net)</i>	<i>19%</i>	<i>24%</i>
<i>Less (Net)</i>	<i>14%</i>	<i>10%</i>

o. Buying snacks

	<b>10/27-28</b>	<b>11/10-11</b>
A lot more	7%	6%
A little more	7%	10%
The same amount	69%	69%
A little less	10%	10%
A lot less	3%	3%
Not applicable	3%	3%
<i>More (Net)</i>	<i>15%</i>	<i>16%</i>
<i>Less (Net)</i>	<i>14%</i>	<i>13%</i>

p. Buying microwave dinners

	<b>10/27-28</b>	<b>11/10-11</b>
A lot more	4%	6%
A little more	8%	7%
The same amount	48%	50%
A little less	10%	10%
A lot less	7%	5%
Not applicable	23%	23%
<i>More (Net)</i>	<i>12%</i>	<i>13%</i>
<i>Less (Net)</i>	<i>17%</i>	<i>15%</i>

q. Buying canned food

	<b>10/27-28</b>	<b>11/10-11</b>
A lot more	5%	4%
A little more	9%	8%
The same amount	66%	68%
A little less	10%	10%
A lot less	4%	4%
Not applicable	7%	5%
<i>More (Net)</i>	<i>14%</i>	<i>13%</i>
<i>Less (Net)</i>	<i>14%</i>	<i>14%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

r. Using ride sharing services

	11/10-11
A lot more	4%
A little more	10%
The same amount	26%
A little less	5%
A lot less	7%
Not applicable	47%
<i>More (Net)</i>	<i>14%</i>
<i>Less (Net)</i>	<i>12%</i>

s. Using public transportation

	11/10-11
A lot more	5%
A little more	10%
The same amount	28%
A little less	6%
A lot less	6%
Not applicable	46%
<i>More (Net)</i>	<i>15%</i>
<i>Less (Net)</i>	<i>11%</i>

14. Now that Joe Biden is the president-elect, are you more or less confident in each of the following?

*\*Previous wording: 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*	11/10-11
Bringing the country together	-	49%	50%
Your family's future well being	43%	45%	45%
Returning to normal life	43%	42%	42%
Taking a coronavirus vaccine, once it is available	-	38%	39%
Freedom of speech	41%	43%	38%
The future of small businesses	41%	41%	38%
Businesses in your community reopening	-	38%	34%
Corporations becoming more socially responsible	37%	38%	33%
The ability to grow your savings	34%	35%	31%
Schools in your community reopening	-	35%	30%
Paying your bills	30%	31%	27%
The integrity of social media companies	29%	29%	25%





## PUBLIC POLL FINDINGS AND METHODOLOGY

a. Your family's future well being

	9/29-30	10/27-28	11/10-11
More confident	43%	45%	45%
Makes no difference	17%	17%	21%
Less confident	32%	30%	27%
Don't know	8%	8%	7%

b. Paying your bills

	9/29-30	10/27-28	11/10-11
More confident	30%	31%	27%
Makes no difference	35%	38%	48%
Less confident	24%	24%	18%
Don't know	10%	7%	7%

c. The integrity of social media companies

	9/29-30	10/27-28	11/10-11
More confident	29%	29%	25%
Makes no difference	31%	32%	37%
Less confident	26%	27%	26%
Don't know	14%	12%	13%

d. The ability to grow your savings

	9/29-30	10/27-28	11/10-11
More confident	34%	35%	31%
Makes no difference	25%	25%	32%
Less confident	30%	31%	26%
Don't know	12%	9%	11%

e. Freedom of speech

	9/29-30	10/27-28	11/10-11
More confident	41%	43%	38%
Makes no difference	21%	23%	29%
Less confident	29%	26%	25%
Don't know	9%	8%	7%

f. Returning to normal life

	9/29-30	10/27-28	11/10-11
More confident	43%	42%	42%
Makes no difference	17%	20%	20%
Less confident	31%	29%	29%
Don't know	9%	8%	10%



## PUBLIC POLL FINDINGS AND METHODOLOGY

g. Corporations becoming more socially responsible

	9/29-30	10/27-28	11/10-11
More confident	37%	38%	33%
Makes no difference	24%	24%	32%
Less confident	25%	25%	22%
Don't know	14%	12%	13%

h. The future of small businesses

	9/29-30	10/27-28	11/10-11
More confident	41%	41%	38%
Makes no difference	16%	19%	19%
Less confident	31%	31%	32%
Don't know	12%	9%	11%

i. Taking a coronavirus vaccine, once it is available

	10/27-28	11/10-11
More confident	38%	39%
Makes no difference	30%	31%
Less confident	22%	19%
Don't know	11%	10%

j. Bringing the country together

	10/27-28	11/10-11
More confident	49%	50%
Makes no difference	14%	17%
Less confident	30%	26%
Don't know	7%	8%

k. Businesses in your community reopening

	10/27-28	11/10-11
More confident	38%	34%
Makes no difference	21%	25%
Less confident	30%	29%
Don't know	11%	11%

l. Schools in your community reopening

	10/27-28	11/10-11
More confident	35%	30%
Makes no difference	26%	31%
Less confident	28%	27%
Don't know	11%	12%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the seventeenth wave of an Ipsos poll conducted between November 10-12, 2020. For this survey, a sample of 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 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 sixteenth wave was conducted October 27-28, 2020, among 1,115 U.S. adults

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.3 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ( $n=1,113$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 4.8$  percentage points).

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