



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, December 1, 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
11/24-25 (N=1,114)	40%	18%	21%	36%	23%	14%	9%	2%
11/10-11 (N=1,113)	40%	16%	23%	33%	25%	15%	11%	2%
10/27-28 (N=1,115)	38%	17%	20%	34%	27%	16%	11%	2%
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
11/24-25	2%	19%	24%	37%	1%	4%	9%	3%
11/10-11	4%	16%	20%	41%	2%	6%	7%	4%
10/27-28	4%	13%	17%	41%	3%	9%	8%	4%
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
11/24-25	9%	29%	46%	16%
11/10-11	9%	31%	46%	14%
10/27-28	12%	32%	42%	13%
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
11/24-25	6%	16%	44%	23%	10%
11/10-11	8%	18%	41%	22%	11%
10/27-28	8%	15%	45%	21%	11%
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. 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	11/24-25
Hopeful	24%	20%	19%	24%	25%	23%	22%	21%	22%	22%	22%	27%
Impatient to get back to normal life	21%	26%	20%	20%	18%	18%	17%	22%	20%	20%	19%	23%
Cautious optimism	22%	21%	22%	20%	25%	22%	20%	19%	21%	19%	19%	23%
Doubtful about a full return to normalcy	21%	26%	29%	25%	25%	26%	25%	27%	27%	26%	26%	21%
Anxiety	18%	20%	16%	17%	20%	21%	20%	21%	23%	20%	21%	20%
Accepting of my new normal	26%	19%	21%	22%	22%	23%	25%	25%	22%	23%	22%	19%
Optimistic about the future	16%	15%	14%	16%	19%	16%	13%	13%	14%	15%	16%	15%
Open to changes	13%	12%	12%	16%	14%	13%	14%	12%	11%	14%	11%	13%
Bored	20%	18%	18%	17%	12%	14%	15%	15%	14%	14%	12%	12%
Well prepared	13%	9%	12%	12%	11%	10%	11%	10%	8%	9%	9%	12%
Confident in the future	11%	10%	10%	11%	13%	11%	11%	9%	9%	10%	12%	11%
Attentive to good news	11%	10%	11%	12%	10%	9%	10%	8%	10%	8%	10%	11%
Lonely	9%	10%	10%	8%	7%	9%	8%	9%	9%	9%	8%	10%
Aggravated	7%	9%	8%	9%	7%	7%	9%	10%	7%	8%	10%	8%
Angry/Frustrated about the restrictions on my freedom	7%	10%	10%	7%	7%	8%	6%	10%	8%	10%	8%	7%
Reluctant about certain purchases	6%	7%	7%	6%	7%	8%	9%	9%	8%	9%	7%	6%
Fear	7%	6%	7%	6%	6%	7%	7%	8%	7%	7%	6%	6%
Angry	5%	4%	4%	4%	5%	6%	6%	5%	5%	7%	6%	5%
Hopeless	4%	5%	3%	3%	5%	5%	5%	5%	5%	5%	6%	5%
Curious	4%	5%	5%	6%	5%	4%	6%	4%	5%	4%	5%	5%
Defeated	3%	2%	3%	2%	3%	3%	4%	4%	4%	4%	4%	5%
Excited	2%	4%	3%	4%	3%	4%	3%	4%	4%	4%	5%	4%
Urgency to prepare	3%	4%	3%	2%	3%	3%	4%	3%	5%	4%	3%	4%
Overloaded with new requirements	4%	4%	4%	3%	3%	4%	3%	4%	5%	4%	4%	3%
Sarcastic	2%	3%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%
Relieved	2%	3%	2%	3%	3%	3%	2%	2%	3%	3%	2%	3%
Needing to experiment with my pre-COVID activities	2%	2%	3%	3%	2%	1%	2%	2%	2%	3%	2%	2%



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6. How would you describe your current level of stress, compared to the beginning of 2020, before the COVID-19 pandemic began?

	11/24-25
Much more stressed	17%
Somewhat more stressed	33%
About the same level of stress	37%
Somewhat less stressed	9%
Much less stressed	5%
<i>More stressed (Net)</i>	49%
<i>Less stressed (Net)</i>	14%

<missing question: 6. Regarding COVID-19, which of the following are true of you?

7. For each of the statements below, indicate your level of agreement.

Total Agree Summary

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22	11/24-25
I am staying home except for necessities (e.g., food) or work	85%	85%	81%	69%	69%	68%
I am changing or canceling plans for travel	-	-	-	-	-	57%
I plan to stock up on food and other essentials this month	-	-	-	-	-	44%
I have been avoiding shopping at physical stores	63%	61%	56%	47%	48%	43%
I'm afraid to go out for necessities or work	42%	35%	33%	29%	29%	28%
I believe the crisis has been overblown	-	-	28%	32%	29%	27%

- a. I am staying home except for necessities (e.g., food) or work

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22	11/24-25
Strongly agree	55%	49%	47%	33%	32%	32%
Somewhat agree	30%	36%	33%	36%	37%	36%
Neither agree nor disagree	8%	9%	11%	14%	14%	13%
Somewhat disagree	4%	4%	5%	11%	11%	12%
Strongly disagree	2%	2%	3%	6%	6%	7%
<i>Agree (Net)</i>	85%	85%	81%	69%	69%	68%
<i>Disagree (Net)</i>	6%	6%	8%	17%	18%	19%





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b. I'm afraid to go out for necessities or work

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22	11/24-25
Strongly agree	15%	10%	9%	8%	9%	8%
Somewhat agree	28%	25%	23%	21%	20%	20%
Neither agree nor disagree	20%	22%	21%	18%	20%	20%
Somewhat disagree	22%	26%	25%	27%	28%	29%
Strongly disagree	15%	17%	21%	25%	23%	23%
<i>Agree (Net)</i>	<i>42%</i>	<i>35%</i>	<i>33%</i>	<i>29%</i>	<i>29%</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>38%</i>	<i>43%</i>	<i>46%</i>	<i>52%</i>	<i>51%</i>	<i>52%</i>

c. I have been avoiding shopping at physical stores

	4/10-13	4/17-20	4/27-28	6/23-24	7/21-22	11/24-25
Strongly agree	29%	27%	25%	19%	17%	16%
Somewhat agree	34%	34%	31%	28%	30%	27%
Neither agree nor disagree	18%	17%	18%	17%	18%	19%
Somewhat disagree	13%	14%	17%	22%	21%	24%
Strongly disagree	6%	8%	10%	14%	14%	14%
<i>Agree (Net)</i>	<i>63%</i>	<i>61%</i>	<i>56%</i>	<i>47%</i>	<i>48%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>18%</i>	<i>21%</i>	<i>27%</i>	<i>35%</i>	<i>34%</i>	<i>39%</i>

d. I believe the crisis has been overblown

	4/27-28	6/23-24	7/21-22	11/24-25
Strongly agree	11%	14%	13%	12%
Somewhat agree	17%	18%	16%	15%
Neither agree nor disagree	18%	18%	19%	19%
Somewhat disagree	19%	19%	18%	17%
Strongly disagree	35%	32%	34%	37%
<i>Agree (Net)</i>	<i>28%</i>	<i>32%</i>	<i>29%</i>	<i>27%</i>
<i>Disagree (Net)</i>	<i>54%</i>	<i>50%</i>	<i>52%</i>	<i>54%</i>

e. I am changing or canceling plans for travel

	11/24-25
Strongly agree	30%
Somewhat agree	27%
Neither agree nor disagree	28%
Somewhat disagree	9%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>15%</i>





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f. I plan to stock up on food and other essentials this month

	11/24-25
Strongly agree	13%
Somewhat agree	30%
Neither agree nor disagree	29%
Somewhat disagree	19%
Strongly disagree	8%
<i>Agree (Net)</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>28%</i>

8. How much of a threat do the following pose to the well-being of you and your family over the next year? Please rank the list in order from 1 to 4, with 1 meaning the largest threat and 4 meaning the smallest threat:

Rank 1/2 Summary

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16	9/29-30	10/13-14	11/10-11	11/24-25
Health threats related to Covid-19	52%	59%	57%	53%	60%	57%	56%	65%	67%
Economic downturn	56%	55%	55%	49%	49%	47%	52%	55%	56%
The outcome of the 2020 presidential election	44%	47%	53%	56%	54%	58%	57%	44%	39%
Societal divisiveness or unrest	48%	39%	35%	42%	37%	38%	35%	37%	38%

a. Economic downturn

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

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	11/24-25
Rank 1	28%	35%	33%	30%	34%	34%	31%	41%	48%
Rank 2	24%	24%	24%	22%	26%	24%	25%	24%	19%
Rank 3	24%	20%	21%	21%	20%	20%	22%	17%	16%
Rank 4	23%	21%	22%	26%	20%	23%	22%	18%	17%
<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>	<i>67%</i>





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c. Societal divisiveness or unrest

	6/8-9	6/23-24	8/18-19	9/1-2	9/15-16	9/29-30	10/13-14	11/10-11	11/24-25
Rank 1	29%	14%	13%	15%	13%	15%	13%	13%	10%
Rank 2	27%	24%	22%	27%	25%	23%	22%	24%	28%
Rank 3	26%	34%	33%	28%	30%	29%	31%	35%	36%
Rank 4	17%	27%	33%	30%	33%	33%	35%	29%	26%
Rank 1 or 2	44%	39%	35%	42%	37%	38%	35%	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	10/13-14	11/10-11	11/24-25
Rank 1	30%	27%	30%	33%	32%	33%	34%	26%	19%
Rank 2	27%	20%	23%	23%	22%	25%	23%	18%	19%
Rank 3	22%	20%	20%	21%	22%	23%	21%	21%	19%
Rank 4	21%	33%	27%	23%	25%	19%	22%	35%	43%
Rank 1 or 2	48%	47%	53%	56%	54%	58%	57%	44%	39%

9. 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	11/24-25
Increase in COVID-19 cases	65%	69%
Government-mandated business closures	59%	58%
Government-mandated stay-at-home orders	51%	52%
Government-mandated mask wearing	25%	21%

a. Increase in COVID-19 cases

	11/10-11	11/24-25
Rank 1	55%	57%
Rank 2	10%	12%
Rank 3	16%	16%
Rank 4	18%	15%
Rank 1 or 2	65%	69%

b. Government-mandated mask wearing

	11/10-11	11/24-25
Rank 1	9%	9%
Rank 2	16%	12%
Rank 3	20%	21%
Rank 4	55%	58%
Rank 1 or 2	25%	21%





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c. Government-mandated business closures

	11/10-11	11/24-25
Rank 1	16%	16%
Rank 2	42%	41%
Rank 3	27%	28%
Rank 4	15%	14%
<i>Rank 1 or 2</i>	59%	58%

d. Government-mandated stay-at-home orders

	11/10-11	11/24-25
Rank 1	20%	17%
Rank 2	32%	35%
Rank 3	36%	35%
Rank 4	12%	13%
<i>Rank 1 or 2</i>	51%	52%

10. Thinking about when COVID-19-related closures and restrictions end, how will you proceed in using...?

a. Restaurants and bars

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25
Will start using again immediately and more than I did before	8%	9%	7%	8%	8%	8%	7%
Will start using again immediately and about as much as I did before	28%	27%	26%	18%	25%	24%	25%
Will wait until I'm sure it is safe but will use about as much as I did before	42%	41%	38%	33%	34%	35%	30%
Will use less than I did before, for at least a few months	13%	14%	18%	26%	22%	21%	22%
Will likely use less than I did before, permanently	4%	5%	5%	9%	7%	8%	11%
I don't use this service	5%	5%	5%	5%	5%	5%	6%





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b. Hotels

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25
Will start using again immediately and more than I did before	4%	3%	4%	5%	4%	4%	4%
Will start using again immediately and about as much as I did before	13%	13%	13%	14%	18%	16%	19%
Will wait until I'm sure it is safe but will use about as much as I did before	35%	34%	33%	29%	28%	29%	26%
Will use less than I did before, for at least a few months	14%	13%	20%	19%	20%	17%	18%
Will likely use less than I did before, permanently	6%	6%	8%	12%	10%	10%	11%
I don't use this service	27%	30%	22%	22%	22%	24%	21%

c. Rental cars

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25
Will start using again immediately and more than I did before	3%	3%	3%	3%	3%	3%	3%
Will start using again immediately and about as much as I did before	7%	9%	9%	10%	9%	10%	13%
Will wait until I'm sure it is safe but will use about as much as I did before	18%	18%	20%	17%	15%	14%	16%
Will use less than I did before, for at least a few months	9%	6%	9%	10%	9%	9%	10%
Will likely use less than I did before, permanently	4%	4%	6%	8%	8%	6%	7%
I don't use this service	59%	59%	54%	53%	55%	57%	51%

d. Ride sharing services

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25
Will start using again immediately and more than I did before	3%	3%	3%	3%	4%	3%	4%
Will start using again immediately and about as much as I did before	9%	9%	9%	8%	8%	8%	10%
Will wait until I'm sure it is safe but will use about as much as I did before	16%	16%	16%	14%	12%	13%	13%
Will use less than I did before, for at least a few months	6%	7%	9%	9%	11%	9%	9%
Will likely use less than I did before, permanently	4%	4%	5%	8%	6%	7%	8%
I don't use this service	62%	61%	59%	57%	59%	59%	56%



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e. Public transportation

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25
Will start using again immediately and more than I did before	3%	3%	2%	4%	3%	4%	4%
Will start using again immediately and about as much as I did before	8%	8%	8%	8%	8%	8%	9%
Will wait until I'm sure it is safe but will use about as much as I did before	17%	17%	17%	14%	15%	12%	12%
Will use less than I did before, for at least a few months	7%	7%	10%	10%	9%	8%	10%
Will likely use less than I did before, permanently	4%	5%	6%	8%	8%	7%	8%
I don't use this service	61%	59%	57%	55%	58%	60%	57%

f. Driving my personal vehicle

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25
Will start using again immediately and more than I did before	15%	14%	19%	18%	19%	18%	21%
Will start using again immediately and about as much as I did before	46%	48%	43%	45%	42%	44%	46%
Will wait until I'm sure it is safe but will use about as much as I did before	24%	21%	19%	19%	20%	17%	16%
Will use less than I did before, for at least a few months	4%	6%	7%	7%	9%	8%	7%
Will likely use less than I did before, permanently	1%	2%	2%	3%	4%	4%	3%
I don't use this service	9%	9%	9%	7%	7%	9%	7%

g. Fitness centers/Studios/Gyms

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25
Will start using again immediately and more than I did before	7%	6%	7%	6%	5%	7%	5%
Will start using again immediately and about as much as I did before	14%	14%	13%	11%	11%	11%	11%
Will wait until I'm sure it is safe but will use about as much as I did before	22%	20%	20%	18%	20%	17%	15%
Will use less than I did before, for at least a few months	7%	7%	9%	11%	10%	10%	11%
Will likely use less than I did before, permanently	3%	4%	5%	8%	7%	6%	8%
I don't use this service	47%	49%	46%	46%	46%	49%	51%





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h. Entertainment centers (movie theaters, concerts)

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25
Will start using again immediately and more than I did before	7%	6%	6%	6%	7%	8%	7%
Will start using again immediately and about as much as I did before	18%	18%	15%	17%	15%	16%	15%
Will wait until I'm sure it is safe but will use about as much as I did before	40%	36%	33%	28%	31%	29%	26%
Will use less than I did before, for at least a few months	12%	15%	19%	21%	17%	18%	19%
Will likely use less than I did before, permanently	6%	7%	8%	11%	12%	11%	16%
I don't use this service	17%	18%	18%	18%	18%	19%	18%

i. Shopping centers or malls

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25
Will start using again immediately and more than I did before	6%	6%	6%	7%	6%	6%	7%
Will start using again immediately and about as much as I did before	21%	21%	21%	19%	21%	21%	22%
Will wait until I'm sure it is safe but will use about as much as I did before	42%	39%	37%	30%	30%	31%	29%
Will use less than I did before, for at least a few months	15%	17%	18%	22%	21%	19%	22%
Will likely use less than I did before, permanently	6%	6%	7%	11%	10%	12%	13%
I don't use this service	10%	11%	11%	12%	11%	11%	7%

j. Grocery stores

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25
Will start using again immediately and more than I did before	10%	9%	10%	11%	11%	12%	13%
Will start using again immediately and about as much as I did before	43%	46%	45%	44%	45%	47%	46%
Will wait until I'm sure it is safe but will use about as much as I did before	36%	35%	31%	28%	27%	25%	26%
Will use less than I did before, for at least a few months	8%	8%	9%	12%	11%	10%	10%
Will likely use less than I did before, permanently	2%	2%	4%	4%	5%	4%	4%
I don't use this service	1%	1%	2%	1%	2%	1%	1%





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11. Do you have plans to do any shopping on the following days this year?

Yes Summary

	9/1-2	11/24-25
The holiday shopping season (Thanksgiving to Christmas)	57%	60%
Cyber Monday (Monday after Thanksgiving)	39%	41%
Black Friday (Friday after Thanksgiving)	26%	32%
Small Business Saturday (Saturday after Thanksgiving)	25%	26%

a. Black Friday (Friday after Thanksgiving)

	9/1-2	11/24-25
Yes	26%	32%
No	55%	54%
Don't know	19%	14%

b. Small Business Saturday (Saturday after Thanksgiving)

	9/1-2	11/24-25
Yes	25%	26%
No	49%	50%
Don't know	26%	24%

c. Cyber Monday (Monday after Thanksgiving)

	9/1-2	11/24-25
Yes	39%	41%
No	40%	39%
Don't know	21%	20%

d. The holiday shopping season (Thanksgiving to Christmas)

	9/1-2	11/24-25
Yes	57%	60%
No	27%	26%
Don't know	16%	14%

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

	9/1-2	9/15-16	9/29-30	10/13-14	11/24-25
I already started	12%	14%	19%	25%	50%
September	7%	3%	2%	-	-
October	17%	16%	17%	8%	-
November	28%	25%	26%	30%	12%
December	10%	9%	8%	9%	17%
I do not do any holiday shopping	12%	14%	13%	15%	12%
Don't know	13%	19%	14%	13%	8%





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13. Comparing this holiday season with previous years, which of the following are you doing or plan to do?

Yes Summary

	11/24-25
Doing more holiday shopping digitally this year	66%
Cancelling typical holiday travel plans	62%
Buying gifts for less people this year	54%
Sending gifts to more people this year instead of in-person exchanges	42%
Buying more gifts from local businesses this year	41%
Spending more time on holiday decorations this year	24%
Spending more money on holiday shopping season this year	21%
Buying gifts for more people this year	19%
Spending more money on holiday decorations this year	16%

a. Spending more money on holiday shopping season this year

	11/24-25
Yes	21%
No	79%

b. Doing more holiday shopping digitally this year

	11/24-25
Yes	66%
No	34%

c. Spending more money on holiday decorations this year

	11/24-25
Yes	16%
No	84%

d. Spending more time on holiday decorations this year

	11/24-25
Yes	24%
No	76%

e. Buying gifts for more people this year

	11/24-25
Yes	19%
No	81%

f. Buying gifts for less people this year

	11/24-25
Yes	54%
No	46%





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g. Sending gifts to more people this year instead of in-person exchanges

	11/24-25
Yes	42%
No	58%

h. Buying more gifts from local businesses this year

	11/24-25
Yes	41%
No	59%

i. Cancelling typical holiday travel plans

	11/24-25
Yes	62%
No	38%

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

	9/29-30	11/24-25
Very comfortable	23%	18%
Somewhat comfortable	34%	40%
Not very comfortable	26%	26%
Not at all comfortable	13%	14%
Don't know	4%	2%
<i>Comfortable (Net)</i>	<i>58%</i>	<i>58%</i>
<i>Not comfortable (Net)</i>	<i>38%</i>	<i>40%</i>

15. For each of the statements below, indicate your level of agreement.

Total Agree Summary

	7/21-22	8/4-5	11/24-25
I feel safer in stores that require masks for everyone	76%	77%	77%
I feel safer in public places when others are wearing masks	74%	76%	75%
I feel safer in public places when I have a mask on	72%	74%	74%

a. I feel safer in public places when I have a mask on

	7/21-22	8/4-5	11/24-25
Strongly agree	45%	45%	40%
Somewhat agree	28%	28%	34%
Neither agree nor disagree	16%	14%	17%
Somewhat disagree	5%	4%	4%
Strongly disagree	6%	8%	5%
<i>Agree (Net)</i>	<i>72%</i>	<i>74%</i>	<i>74%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>12%</i>	<i>9%</i>





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b. I feel safer in public places when others are wearing masks

	7/21-22	8/4-5	11/24-25
Strongly agree	48%	50%	44%
Somewhat agree	26%	27%	31%
Neither agree nor disagree	15%	13%	17%
Somewhat disagree	5%	4%	4%
Strongly disagree	6%	6%	4%
<i>Agree (Net)</i>	<i>74%</i>	<i>76%</i>	<i>75%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>11%</i>	<i>8%</i>

c. I feel safer in stores that require masks for everyone

	7/21-22	8/4-5	11/24-25
Strongly agree	50%	53%	49%
Somewhat agree	26%	24%	28%
Neither agree nor disagree	13%	13%	15%
Somewhat disagree	6%	4%	4%
Strongly disagree	5%	7%	4%
<i>Agree (Net)</i>	<i>76%</i>	<i>77%</i>	<i>77%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>11%</i>	<i>8%</i>





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About the Study

These are some of the findings of the eighteenth wave of an Ipsos poll conducted between November 24-25, 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 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 seventeenth wave was conducted November 10-12, 2020, among 1,113 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, fourteenth, fifteenth, sixteenth, and seventeenth 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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