



# PUBLIC POLL FINDINGS AND METHODOLOGY

## Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, January 22, 2021

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>1/20-21 (N=1,115)</b>	41%	18%	23%	34%	25%	15%	10%	1%
<b>12/9-10 (N=1,112)</b>	39%	17%	22%	34%	25%	15%	10%	1%
<b>11/24-25 (N=1,114)</b>	40%	18%	21%	36%	23%	14%	9%	2%
<b>11/10-11 (N=1,113)</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%	



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1. What level of threat do you think the coronavirus poses to you personally? (Continued)

	High threat (Net)	Very high threat	High threat	Moderate threat	Low threat (Net)	Low threat	Very low threat	Don't know
<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%

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>1/20-21</b>	2%	8%	20%	49%	2%	4%	10%	3%
<b>12/9-10</b>	3%	16%	20%	44%	1%	3%	9%	3%
<b>11/24-25</b>	2%	19%	24%	37%	1%	4%	9%	3%
<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
1/20-21	7%	28%	46%	19%
12/9-10	9%	28%	46%	17%
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
1/20-21	7%	15%	43%	23%	12%
12/9-10	6%	18%	44%	21%	11%
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. How would you describe your current level of stress, compared to the beginning of 2020, before the COVID-19 pandemic began?

	11/24-25	12/9-10	1/20-21
Much more stressed	17%	18%	15%
Somewhat more stressed	33%	38%	33%
About the same level of stress	37%	32%	38%
Somewhat less stressed	9%	8%	8%
Much less stressed	5%	4%	5%
<i>More stressed (Net)</i>	<i>49%</i>	<i>56%</i>	<i>48%</i>
<i>Less stressed (Net)</i>	<i>14%</i>	<i>12%</i>	<i>13%</i>

6. How do you feel about your current financial situation, compared to the beginning of 2020, before the COVID-19 pandemic began?

	1/20-21
Much better	5%
Somewhat better	12%
About the same	54%
Somewhat worse	18%
Much worse	10%
<i>Better (Net)</i>	<i>17%</i>
<i>Worse (Net)</i>	<i>28%</i>

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	12/9-10	1/20-21
I am staying home except for necessities (e.g., food) or work	85%	85%	81%	69%	69%	68%	68%	66%
I am comfortable living the way I am now for as long as it takes	-	-	-	-	-	-	-	54%
I am changing or canceling plans for travel	-	-	-	-	-	57%	57%	53%
I don't need for the virus to be completely under control before I start living normally	-	-	-	-	-	-	-	40%
I have been avoiding shopping at physical stores	63%	61%	56%	47%	48%	43%	42%	38%
I plan to stock up on food and other essentials this month	-	-	-	-	-	44%	39%	32%
I believe the crisis has been overblown	-	-	28%	32%	29%	27%	31%	28%
I'm afraid to go out for necessities or work	42%	35%	33%	29%	29%	28%	26%	20%





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## 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	12/9-10	1/20-21
Strongly agree	55%	49%	47%	33%	32%	32%	32%	30%
Somewhat agree	30%	36%	33%	36%	37%	36%	36%	36%
Neither agree nor disagree	8%	9%	11%	14%	14%	13%	13%	12%
Somewhat disagree	4%	4%	5%	11%	11%	12%	11%	13%
Strongly disagree	2%	2%	3%	6%	6%	7%	8%	9%
<i>Agree (Net)</i>	<b>85%</b>	<b>85%</b>	<b>81%</b>	<b>69%</b>	<b>69%</b>	<b>68%</b>	<b>68%</b>	<b>66%</b>
<i>Disagree (Net)</i>	<b>6%</b>	<b>6%</b>	<b>8%</b>	<b>17%</b>	<b>18%</b>	<b>19%</b>	<b>19%</b>	<b>22%</b>

## 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	12/9-10	1/20-21
Strongly agree	15%	10%	9%	8%	9%	8%	8%	6%
Somewhat agree	28%	25%	23%	21%	20%	20%	18%	15%
Neither agree nor disagree	20%	22%	21%	18%	20%	20%	17%	19%
Somewhat disagree	22%	26%	25%	27%	28%	29%	29%	30%
Strongly disagree	15%	17%	21%	25%	23%	23%	28%	31%
<i>Agree (Net)</i>	<b>42%</b>	<b>35%</b>	<b>33%</b>	<b>29%</b>	<b>29%</b>	<b>28%</b>	<b>26%</b>	<b>20%</b>
<i>Disagree (Net)</i>	<b>38%</b>	<b>43%</b>	<b>46%</b>	<b>52%</b>	<b>51%</b>	<b>52%</b>	<b>57%</b>	<b>61%</b>

## 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	12/9-10	1/20-21
Strongly agree	29%	27%	25%	19%	17%	16%	15%	12%
Somewhat agree	34%	34%	31%	28%	30%	27%	27%	26%
Neither agree nor disagree	18%	17%	18%	17%	18%	19%	18%	15%
Somewhat disagree	13%	14%	17%	22%	21%	24%	24%	25%
Strongly disagree	6%	8%	10%	14%	14%	14%	16%	22%
<i>Agree (Net)</i>	<b>63%</b>	<b>61%</b>	<b>56%</b>	<b>47%</b>	<b>48%</b>	<b>43%</b>	<b>42%</b>	<b>38%</b>
<i>Disagree (Net)</i>	<b>18%</b>	<b>21%</b>	<b>27%</b>	<b>35%</b>	<b>34%</b>	<b>39%</b>	<b>40%</b>	<b>47%</b>



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d. I believe the crisis has been overblown

	<b>4/27-28</b>	<b>6/23-24</b>	<b>7/21-22</b>	<b>11/24-25</b>	<b>12/9-10</b>	<b>1/20-21</b>
Strongly agree	11%	14%	13%	12%	12%	11%
Somewhat agree	17%	18%	16%	15%	19%	16%
Neither agree nor disagree	18%	18%	19%	19%	14%	17%
Somewhat disagree	19%	19%	18%	17%	18%	19%
Strongly disagree	35%	32%	34%	37%	37%	37%
<i>Agree (Net)</i>	<i>28%</i>	<i>32%</i>	<i>29%</i>	<i>27%</i>	<i>31%</i>	<i>28%</i>
<i>Disagree (Net)</i>	<i>54%</i>	<i>50%</i>	<i>52%</i>	<i>54%</i>	<i>55%</i>	<i>56%</i>

e. I am changing or canceling plans for travel

	<b>11/24-25</b>	<b>12/9-10</b>	<b>1/20-21</b>
Strongly agree	30%	30%	27%
Somewhat agree	27%	27%	26%
Neither agree nor disagree	28%	28%	29%
Somewhat disagree	9%	7%	9%
Strongly disagree	7%	8%	9%
<i>Agree (Net)</i>	<i>57%</i>	<i>57%</i>	<i>53%</i>
<i>Disagree (Net)</i>	<i>15%</i>	<i>15%</i>	<i>18%</i>

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

	<b>11/24-25</b>	<b>12/9-10</b>	<b>1/20-21</b>
Strongly agree	13%	12%	9%
Somewhat agree	30%	27%	23%
Neither agree nor disagree	29%	31%	30%
Somewhat disagree	19%	21%	23%
Strongly disagree	8%	9%	14%
<i>Agree (Net)</i>	<i>44%</i>	<i>39%</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>28%</i>	<i>29%</i>	<i>37%</i>

g. I am comfortable living the way I am now for as long as it takes

	<b>1/20-21</b>
Strongly agree	17%
Somewhat agree	37%
Neither agree nor disagree	22%
Somewhat disagree	17%
Strongly disagree	7%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>24%</i>





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h. I don't need for the virus to be completely under control before I start living normally

	<b>1/20-21</b>
Strongly agree	15%
Somewhat agree	25%
Neither agree nor disagree	22%
Somewhat disagree	23%
Strongly disagree	15%
<i>Agree (Net)</i>	<i>40%</i>
<i>Disagree (Net)</i>	<i>38%</i>

8. What would be the minimum requirement to you to feel comfortable in visiting crowded indoor spaces?

	<b>1/20-21</b>
Being vaccinated yourself	25%
Knowing for certain everyone attending will wear a mask	16%
The CDC declaring there is low risk to indoor gatherings	15%
Seeing case counts in your area decline to an acceptable level to you	13%
Reaching a 50% vaccination rate in the US, even if you are not vaccinated	8%
Vaccine passports, or proof of receiving a vaccine, required	7%
Other	3%
I am already comfortable visiting crowded indoor spaces	14%

9. How much online shopping do you anticipate doing this year, compared to last year?

	<b>1/20-21</b>
More	55%
Less	16%
Don't know	30%

10. Given the choice between online and in-store shopping, if both presented zero risk for COVID-19, which would you prefer?

	<b>1/20-21</b>
In-store	39%
Online	22%
Both equally	38%
Neither	1%





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11. Thinking about the services and activities that are more restricted in the current environment, which of the following do you miss the most right now? Think about your day-to-day activities and not if you may have lost a job in these areas. You may select up to three.

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	1/20-21
Restaurants and bars	59%	61%	58%	55%	48%	58%	56%
Entertainment centers (movie theaters, concerts)	28%	30%	29%	27%	34%	36%	41%
Trip planning	21%	22%	25%	24%	28%	32%	34%
Religious centers/Churches	23%	24%	24%	24%	23%	21%	22%
Shopping centers or malls	27%	27%	27%	25%	23%	27%	19%
Grocery stores	31%	28%	22%	21%	20%	17%	14%
Fitness centers/Studios/Gyms	19%	19%	19%	18%	18%	17%	13%
Hotels	5%	4%	7%	9%	11%	8%	8%
Working in an office or outside of the home	-	-	-	-	-	-	8%
Public transportation	6%	5%	5%	5%	4%	5%	4%
Driving my personal vehicle	15%	14%	8%	8%	9%	6%	3%
Ride sharing services	3%	2%	3%	4%	3%	3%	3%
Telecommunications service locations (e.g. Verizon store, AT&T Store, Best Buy Mobile Section)	2%	2%	3%	5%	5%	3%	2%
Rental cars	2%	2%	2%	2%	3%	2%	1%

12. When do you think you will feel safe enough to start using each of the following services and activities?

a. Restaurants and bars

	1/20-21
Now/I already am	26%
Within the next month	9%
1-3 months from now	14%
4-6 months from now	20%
More than 6 months	28%
I don't use this service	3%





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### b. Hotels

	<b>1/20-21</b>
Now/I already am	19%
Within the next month	7%
1-3 months from now	11%
4-6 months from now	19%
More than 6 months	27%
I don't use this service	17%

### c. Rental cars

	<b>1/20-21</b>
Now/I already am	13%
Within the next month	5%
1-3 months from now	8%
4-6 months from now	10%
More than 6 months	14%
I don't use this service	49%

### d. Ride sharing services

	<b>1/20-21</b>
Now/I already am	10%
Within the next month	4%
1-3 months from now	8%
4-6 months from now	10%
More than 6 months	14%
I don't use this service	54%

### e. Public transportation

	<b>1/20-21</b>
Now/I already am	10%
Within the next month	4%
1-3 months from now	7%
4-6 months from now	9%
More than 6 months	16%
I don't use this service	53%

### f. Driving my personal vehicle

	<b>1/20-21</b>
Now/I already am	78%
Within the next month	4%
1-3 months from now	5%
4-6 months from now	4%
More than 6 months	3%
I don't use this service	6%





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g. Fitness centers/Studios/Gyms

	<b>1/20-21</b>
Now/I already am	12%
Within the next month	6%
1-3 months from now	9%
4-6 months from now	12%
More than 6 months	18%
I don't use this service	43%

h. Entertainment centers (movie theaters, concerts)

	<b>1/20-21</b>
Now/I already am	11%
Within the next month	7%
1-3 months from now	13%
4-6 months from now	21%
More than 6 months	34%
I don't use this service	15%

i. Shopping centers or malls

	<b>1/20-21</b>
Now/I already am	29%
Within the next month	8%
1-3 months from now	13%
4-6 months from now	19%
More than 6 months	24%
I don't use this service	7%

j. Grocery stores

	<b>1/20-21</b>
Now/I already am	71%
Within the next month	6%
1-3 months from now	9%
4-6 months from now	7%
More than 6 months	6%
I don't use this service	1%





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13. 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	12/9-10	1/20-21
Will start using again immediately and more than I did before	8%	9%	7%	8%	8%	8%	7%	9%	12%
Will start using again immediately and about as much as I did before	28%	27%	26%	18%	25%	24%	25%	23%	32%
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%	31%	33%
Will use less than I did before, for at least a few months	13%	14%	18%	26%	22%	21%	22%	22%	13%
Will likely use less than I did before, permanently	4%	5%	5%	9%	7%	8%	11%	8%	6%
I don't use this service	5%	5%	5%	5%	5%	5%	6%	7%	4%

b. Hotels

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25	12/9-10	1/20-21
Will start using again immediately and more than I did before	4%	3%	4%	5%	4%	4%	4%	6%	7%
Will start using again immediately and about as much as I did before	13%	13%	13%	14%	18%	16%	19%	18%	25%
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%	27%	30%
Will use less than I did before, for at least a few months	14%	13%	20%	19%	20%	17%	18%	19%	13%
Will likely use less than I did before, permanently	6%	6%	8%	12%	10%	10%	11%	10%	8%
I don't use this service	27%	30%	22%	22%	22%	24%	21%	20%	17%





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## c. Rental cars

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25	12/9-10	1/20-21
Will start using again immediately and more than I did before	3%	3%	3%	3%	3%	3%	3%	4%	3%
Will start using again immediately and about as much as I did before	7%	9%	9%	10%	9%	10%	13%	12%	16%
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%	15%	18%
Will use less than I did before, for at least a few months	9%	6%	9%	10%	9%	9%	10%	11%	8%
Will likely use less than I did before, permanently	4%	4%	6%	8%	8%	6%	7%	7%	5%
I don't use this service	59%	59%	54%	53%	55%	57%	51%	52%	50%

## 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	12/9-10	1/20-21
Will start using again immediately and more than I did before	3%	3%	3%	3%	4%	3%	4%	4%	2%
Will start using again immediately and about as much as I did before	9%	9%	9%	8%	8%	8%	10%	10%	13%
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%	13%	15%
Will use less than I did before, for at least a few months	6%	7%	9%	9%	11%	9%	9%	9%	7%
Will likely use less than I did before, permanently	4%	4%	5%	8%	6%	7%	8%	7%	5%
I don't use this service	62%	61%	59%	57%	59%	59%	56%	56%	58%



## PUBLIC POLL FINDINGS AND METHODOLOGY

### e. Public transportation

	4/10-13	4/17-20	5/4-5	5/14-15	7/21-22	8/4-5	11/24-25	12/9-10	1/20-21
Will start using again immediately and more than I did before	3%	3%	2%	4%	3%	4%	4%	4%	4%
Will start using again immediately and about as much as I did before	8%	8%	8%	8%	8%	8%	9%	9%	13%
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%	11%	15%
Will use less than I did before, for at least a few months	7%	7%	10%	10%	9%	8%	10%	11%	7%
Will likely use less than I did before, permanently	4%	5%	6%	8%	8%	7%	8%	8%	5%
I don't use this service	61%	59%	57%	55%	58%	60%	57%	57%	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	12/9-10	1/20-21
Will start using again immediately and more than I did before	15%	14%	19%	18%	19%	18%	21%	20%	28%
Will start using again immediately and about as much as I did before	46%	48%	43%	45%	42%	44%	46%	46%	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%	17%	13%
Will use less than I did before, for at least a few months	4%	6%	7%	7%	9%	8%	7%	9%	4%
Will likely use less than I did before, permanently	1%	2%	2%	3%	4%	4%	3%	3%	2%
I don't use this service	9%	9%	9%	7%	7%	9%	7%	5%	7%



# PUBLIC POLL FINDINGS AND METHODOLOGY

## 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	12/9-10	1/20-21
Will start using again immediately and more than I did before	7%	6%	7%	6%	5%	7%	5%	7%	8%
Will start using again immediately and about as much as I did before	14%	14%	13%	11%	11%	11%	11%	12%	17%
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%	15%	17%
Will use less than I did before, for at least a few months	7%	7%	9%	11%	10%	10%	11%	12%	7%
Will likely use less than I did before, permanently	3%	4%	5%	8%	7%	6%	8%	9%	6%
I don't use this service	47%	49%	46%	46%	46%	49%	51%	46%	45%

## 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	12/9-10	1/20-21
Will start using again immediately and more than I did before	7%	6%	6%	6%	7%	8%	7%	7%	9%
Will start using again immediately and about as much as I did before	18%	18%	15%	17%	15%	16%	15%	15%	23%
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%	26%	32%
Will use less than I did before, for at least a few months	12%	15%	19%	21%	17%	18%	19%	21%	14%
Will likely use less than I did before, permanently	6%	7%	8%	11%	12%	11%	16%	13%	9%
I don't use this service	17%	18%	18%	18%	18%	19%	18%	18%	13%



# PUBLIC POLL FINDINGS AND METHODOLOGY

## 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	12/9-10	1/20-21
Will start using again immediately and more than I did before	6%	6%	6%	7%	6%	6%	7%	7%	10%
Will start using again immediately and about as much as I did before	21%	21%	21%	19%	21%	21%	22%	23%	31%
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%	27%	31%
Will use less than I did before, for at least a few months	15%	17%	18%	22%	21%	19%	22%	24%	13%
Will likely use less than I did before, permanently	6%	6%	7%	11%	10%	12%	13%	11%	8%
I don't use this service	10%	11%	11%	12%	11%	11%	7%	8%	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	12/9-10	1/20-21
Will start using again immediately and more than I did before	10%	9%	10%	11%	11%	12%	13%	11%	18%
Will start using again immediately and about as much as I did before	43%	46%	45%	44%	45%	47%	46%	47%	47%
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%	25%	24%
Will use less than I did before, for at least a few months	8%	8%	9%	12%	11%	10%	10%	12%	7%
Will likely use less than I did before, permanently	2%	2%	4%	4%	5%	4%	4%	4%	2%
I don't use this service	1%	1%	2%	1%	2%	1%	1%	1%	1%

14. **[If employed]** Are you currently working from home, at your workplace, or both a majority of the time?

	<b>1/20-21 (N=603)</b>
Working at my workplace only	48%
Working from home only	34%
Working both from home and at my workplace	18%

15. **[If employed]** When it is allowable to go back to your work/office location, which of the following best describes your plans?

	<b>5/14-15 (N=601)</b>	<b>5/28-29 (N=611)</b>	<b>6/8-9 (N=651)</b>	<b>12/9-10 (N=605)</b>	<b>1/20-21 (N=603)</b>
I have not stopped going to my work/office since the pandemic started	36%	22%	26%	36%	37%
I will have to go back as soon as businesses in my state/area open back up	15%	25%	28%	19%	18%
I will be able to split my time each week, going into the office some days and working from home others	12%	15%	13%	13%	15%
I work from home full-time and will continue to do so	14%	10%	10%	9%	11%
I will be able to work from home for a fixed amount of time set by my employer (e.g. 'X' more months)	14%	17%	13%	15%	10%
I will be able to fully work from home until I am personally comfortable with returning	8%	11%	11%	7%	10%

16. This past holiday shopping season, how did you do most of your holiday shopping?

	<b>1/20-21</b>
Online	53%
In stores	20%
Both equally	27%

17. Compared to previous holiday shopping seasons, were the following tasks easier or harder to accomplish this past holiday season?

Total Easier Summary

	<b>1/20-21</b>
Convenience of shopping	21%
Discovering new gift ideas	19%
Finding the gifts you were searching for	18%
Shipping speed	13%
Convenience of returns	13%
Shipping costs	12%





## PUBLIC POLL FINDINGS AND METHODOLOGY

### a. Finding the gifts you were searching for

	<b>1/20-21</b>
Much easier	8%
Somewhat easier	10%
About the same	57%
Somewhat harder	16%
Much harder	5%
Don't know/Not applicable	5%
<i>Easier (Net)</i>	<i>18%</i>
<i>Harder (Net)</i>	<i>20%</i>

### b. Discovering new gift ideas

	<b>1/20-21</b>
Much easier	5%
Somewhat easier	14%
About the same	50%
Somewhat harder	16%
Much harder	6%
Don't know/Not applicable	9%
<i>Easier (Net)</i>	<i>19%</i>
<i>Harder (Net)</i>	<i>21%</i>

### c. Shipping costs

	<b>1/20-21</b>
Much easier	4%
Somewhat easier	8%
About the same	57%
Somewhat harder	13%
Much harder	7%
Don't know/Not applicable	11%
<i>Easier (Net)</i>	<i>12%</i>
<i>Harder (Net)</i>	<i>20%</i>

### d. Shipping speed

	<b>1/20-21</b>
Much easier	4%
Somewhat easier	9%
About the same	37%
Somewhat harder	25%
Much harder	18%
Don't know/Not applicable	7%
<i>Easier (Net)</i>	<i>13%</i>
<i>Harder (Net)</i>	<i>42%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

e. Convenience of shopping

	<b>1/20-21</b>
Much easier	8%
Somewhat easier	13%
About the same	50%
Somewhat harder	17%
Much harder	7%
Don't know/Not applicable	4%
<i>Easier (Net)</i>	<i>21%</i>
<i>Harder (Net)</i>	<i>25%</i>

f. Convenience of returns

	<b>1/20-21</b>
Much easier	4%
Somewhat easier	9%
About the same	40%
Somewhat harder	14%
Much harder	9%
Don't know/Not applicable	25%
<i>Easier (Net)</i>	<i>13%</i>
<i>Harder (Net)</i>	<i>22%</i>



## PUBLIC POLL FINDINGS AND METHODOLOGY

### About the Study

These are some of the findings of the twentieth wave of an Ipsos poll conducted between January 20-21, 2021. 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 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 eighteenth wave was conducted November 24-25, 2020, among 1,114 adults
- The nineteenth wave was conducted December 9-10, 2020, among 1,112 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, fifteenth, sixteenth, seventeenth, and eighteenth waves of this study have a credibility interval of plus or minus 3.3 percentage points for all respondents.
- The second, third, tenth, and nineteenth 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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