



PUBLIC POLL FINDINGS AND METHODOLOGY

Ipsos Poll on Consumer Behavior During COVID-19

Washington, DC, March 16, 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
3/15-16 (N=1,115)	34%	15%	19%	32%	32%	18%	14%	2%
3/2-3 (N=1,115)	33%	14%	19%	35%	32%	19%	12%	1%
2/17-18 (N=1,115)	34%	15%	19%	34%	30%	15%	15%	2%
2/2-3 (N=1,115)	35%	13%	22%	34%	29%	16%	14%	1%
1/20-21 (N=1,115)	41%	18%	23%	34%	25%	15%	10%	1%
12/9-10 (N=1,112)	39%	17%	22%	34%	25%	15%	10%	1%
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=1,115)	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%



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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
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%

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
3/15-16	3%	8%	10%	36%	15%	13%	10%	6%
3/2-3	3%	5%	15%	47%	8%	9%	10%	4%
2/17-18	2%	7%	18%	46%	5%	7%	10%	5%
2/2-3	1%	6%	17%	48%	5%	8%	10%	5%
1/20-21	2%	8%	20%	49%	2%	4%	10%	3%
12/9-10	3%	16%	20%	44%	1%	3%	9%	3%
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%



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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
3/15-16	10%	21%	49%	20%
3/2-3	9%	24%	52%	16%
2/17-18	10%	26%	46%	18%
2/2-3	7%	29%	47%	17%
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%





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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
3/15-16	6%	14%	42%	24%	14%
3/2-3	6%	17%	43%	24%	10%
2/17-18	5%	17%	44%	21%	12%
2/2-3	6%	14%	44%	23%	12%
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. Last summer (the summer of 2020), did you do any of the following?

Total Yes Summary

	3/15-16
Dine out at a restaurant	50%
Go to a shopping center or mall	48%
Go on any overnight trips, by car, more than 100 miles away	33%
Go on any overnight trips, by car, less than 100 miles away	31%
Go to an outdoor event like a farmer's market, art fair, or sidewalk sale	30%
Travel by plane within the U.S.	16%
Use a ride sharing service	16%
Send your child(ren) to camp	(N=313) 13%
Go to a sporting event	10%
Travel by plane internationally	8%
Go on a cruise	7%

a. Go on any overnight trips, by car, less than 100 miles away

	3/15-16
Yes	31%
No	69%

b. Go on any overnight trips, by car, more than 100 miles away

	3/15-16
Yes	33%
No	67%

c. Travel by plane within the U.S.

	3/15-16
Yes	16%
No	84%

d. Travel by plane internationally

	3/15-16
Yes	8%
No	92%

e. Dine out at a restaurant

	3/15-16
Yes	50%
No	50%





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f. Go on a cruise

	3/15-16
Yes	7%
No	93%

g. **[if parent]** Send your child(ren) to camp

	3/15-16 (N=313)
Yes	13%
No	87%

h. Go to a sporting event

	3/15-16
Yes	10%
No	90%

i. Go to an outdoor event like a farmer's market, art fair, or sidewalk sale

	3/15-16
Yes	30%
No	70%

j. Go to a shopping center or mall

	3/15-16
Yes	48%
No	52%

k. Use a ride sharing service

	3/15-16
Yes	16%
No	84%





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6. Now thinking ahead to this summer (the summer of 2021), how likely, if at all, are you to do each of the following?

Total Likely Summary

	3/15-16
Dine out at a restaurant	78%
Go to a shopping center or mall	74%
Go to an outdoor event like a farmer's market, art fair, or sidewalk sale	68%
Go on any overnight trips, by car, more than 100 miles away	59%
Go on any overnight trips, by car, less than 100 miles away	58%
Travel by plane within the U.S.	39%
Send your child(ren) to camp	(N=313) 37%
Go to a sporting event	34%
Use a ride sharing service	27%
Travel by plane internationally	21%
Go on a cruise	15%

- a. Go on any overnight trips, by car, less than 100 miles away

	3/15-16
Very likely	26%
Somewhat likely	31%
Not very likely	23%
Not likely at all	19%
<i>Likely (Net)</i>	<i>58%</i>
<i>Not Likely (Net)</i>	<i>42%</i>

- b. Go on any overnight trips, by car, more than 100 miles away

	3/15-16
Very likely	29%
Somewhat likely	30%
Not very likely	20%
Not likely at all	20%
<i>Likely (Net)</i>	<i>59%</i>
<i>Not Likely (Net)</i>	<i>41%</i>





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c. Travel by plane within the U.S.

	3/15-16
Very likely	19%
Somewhat likely	20%
Not very likely	25%
Not likely at all	36%
<i>Likely (Net)</i>	39%
<i>Not Likely (Net)</i>	61%

d. Travel by plane internationally

	3/15-16
Very likely	8%
Somewhat likely	13%
Not very likely	22%
Not likely at all	57%
<i>Likely (Net)</i>	21%
<i>Not Likely (Net)</i>	79%

e. Dine out at a restaurant

	3/15-16
Very likely	46%
Somewhat likely	32%
Not very likely	14%
Not likely at all	8%
<i>Likely (Net)</i>	78%
<i>Not Likely (Net)</i>	22%

f. Go on a cruise

	3/15-16
Very likely	6%
Somewhat likely	8%
Not very likely	22%
Not likely at all	63%
<i>Likely (Net)</i>	15%
<i>Not Likely (Net)</i>	85%

g. **[If parent]** Send your child(ren) to camp

	3/15-16 (N=313)
Very likely	12%
Somewhat likely	24%
Not very likely	24%
Not likely at all	40%
<i>Likely (Net)</i>	37%
<i>Not Likely (Net)</i>	63%



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h. Go to a sporting event

	3/15-16
Very likely	11%
Somewhat likely	23%
Not very likely	26%
Not likely at all	40%
<i>Likely (Net)</i>	<i>34%</i>
<i>Not Likely (Net)</i>	<i>66%</i>

i. Go to an outdoor event like a farmer's market, art fair, or sidewalk sale

	3/15-16
Very likely	28%
Somewhat likely	41%
Not very likely	19%
Not likely at all	13%
<i>Likely (Net)</i>	<i>68%</i>
<i>Not Likely (Net)</i>	<i>32%</i>

j. Go to a shopping center or mall

	3/15-16
Very likely	38%
Somewhat likely	35%
Not very likely	16%
Not likely at all	10%
<i>Likely (Net)</i>	<i>74%</i>
<i>Not Likely (Net)</i>	<i>26%</i>

k. Use a ride sharing service

	3/15-16
Very likely	10%
Somewhat likely	17%
Not very likely	26%
Not likely at all	47%
<i>Likely (Net)</i>	<i>27%</i>
<i>Not Likely (Net)</i>	<i>73%</i>

7. 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	3/2-3	3/15-16
Now/I already am	26%	31%	38%
Within the next month	9%	11%	12%
1-3 months from now	14%	19%	16%
4-6 months from now	20%	17%	12%
More than 6 months	28%	18%	16%
I don't use this service	3%	4%	5%





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b. Hotels

	1/20-21	3/2-3	3/15-16
Now/I already am	19%	19%	24%
Within the next month	7%	10%	8%
1-3 months from now	11%	14%	15%
4-6 months from now	19%	16%	17%
More than 6 months	27%	24%	20%
I don't use this service	17%	16%	17%

c. Rental cars

	1/20-21	3/2-3	3/15-16
Now/I already am	13%	11%	11%
Within the next month	5%	7%	8%
1-3 months from now	8%	10%	11%
4-6 months from now	10%	10%	10%
More than 6 months	14%	14%	12%
I don't use this service	49%	47%	48%

d. Ride sharing services

	1/20-21	3/2-3	3/15-16
Now/I already am	10%	7%	10%
Within the next month	4%	6%	6%
1-3 months from now	8%	9%	10%
4-6 months from now	10%	9%	9%
More than 6 months	14%	13%	11%
I don't use this service	54%	55%	55%

e. Public transportation

	1/20-21	3/2-3	3/15-16
Now/I already am	10%	8%	10%
Within the next month	4%	5%	7%
1-3 months from now	7%	8%	10%
4-6 months from now	9%	10%	11%
More than 6 months	16%	14%	11%
I don't use this service	53%	54%	52%





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f. Driving my personal vehicle

	1/20-21	3/2-3	3/15-16
Now/I already am	78%	77%	79%
Within the next month	4%	4%	3%
1-3 months from now	5%	6%	5%
4-6 months from now	4%	3%	3%
More than 6 months	3%	2%	3%
I don't use this service	6%	7%	7%

g. Fitness centers/Studios/Gyms

	1/20-21	3/2-3	3/15-16
Now/I already am	12%	12%	13%
Within the next month	6%	7%	8%
1-3 months from now	9%	10%	12%
4-6 months from now	12%	13%	11%
More than 6 months	18%	16%	13%
I don't use this service	43%	43%	43%

h. Entertainment centers (movie theaters, concerts)

	1/20-21	3/2-3	3/15-16
Now/I already am	11%	10%	12%
Within the next month	7%	7%	11%
1-3 months from now	13%	13%	17%
4-6 months from now	21%	21%	18%
More than 6 months	34%	31%	25%
I don't use this service	15%	17%	17%

i. Shopping centers or malls

	1/20-21	3/2-3	3/15-16
Now/I already am	29%	30%	38%
Within the next month	8%	10%	11%
1-3 months from now	13%	16%	17%
4-6 months from now	19%	16%	13%
More than 6 months	24%	19%	14%
I don't use this service	7%	9%	8%

j. Grocery stores

	1/20-21	3/2-3	3/15-16
Now/I already am	71%	74%	77%
Within the next month	6%	7%	7%
1-3 months from now	9%	7%	7%
4-6 months from now	7%	6%	5%
More than 6 months	6%	5%	4%
I don't use this service	1%	1%	1%



8. When do you think you will be eligible to receive the COVID-19 vaccination?
 Wave 21 wording: When do you think you will receive the COVID-19 vaccination?

	2/2-3	2/17-18	3/15-16
Now/I already received it	10%	19%	33%
Within the next month	10%	13%	17%
1-3 months from now	26%	22%	22%
4-6 months from now	20%	17%	7%
More than 6 months	13%	12%	4%
I do not plan to get the vaccine	21%	17%	17%

9. **[Ask if Q8=Now/I already received it]** How many doses of the COVID-19 vaccine have you received?

	2/2-3 (N=98)	3/15-16 (N=360)
1 dose	67%	43%
2 doses or all dosages needed	27%	49%
Neither	6%	8%

10. Are you currently working from home, for at least a majority of the time, because of the pandemic?

	3/2-3	3/15-16
Yes, working mostly from home	18%	16%
Yes, working completely from home	16%	18%
No	34%	32%
I am not currently working	33%	33%
Yes (Net)	34%	34%

11. In your opinion, what is closest to the right mix of working from home versus working in an office for after pandemic restrictions are lifted?

	3/2-3	3/15-16
All at home	9%	12%
Mostly at home	16%	15%
Evenly split at home and at the office	22%	17%
Mostly at the office	14%	12%
All at the office	13%	14%
Don't know/Not applicable	26%	30%
At Home (Net)	25%	27%
At the Office (Net)	27%	26%



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12. Which of the following best describes how you are spending or saving compared to before the coronavirus pandemic?

	8/18-19	2/2-3	3/15-16
Spending more overall, but on the same things I bought before the pandemic	19%	13%	12%
Spending more overall, including buying new things I did not buy before the pandemic	14%	12%	14%
Saving more overall, but only because I am spending less	28%	28%	28%
Saving more overall by actively putting away more money when I can	8%	12%	14%
No difference in spending/saving	31%	35%	31%
<i>Spending more (Net)</i>	<i>34%</i>	<i>25%</i>	<i>27%</i>
<i>Saving more (Net)</i>	<i>35%</i>	<i>40%</i>	<i>42%</i>

13. If prices rise for the following products or services once the economy opens back up, how likely are you to pay a higher cost?

Total Likely Summary

	3/15-16
Essential' groceries - things you need	82%
Dining at a restaurant	65%
Picking up takeout from a restaurant	64%
A hair cut	57%
Non-essential' groceries - things you don't necessarily need	50%
A hotel stay	47%
Travel fares (e.g. air, train, mass transit)	39%
Concert tickets	30%
Tickets to a sporting event	29%
A spa service (e.g. massage, facial, manicure)	27%

a. A hair cut

	3/15-16
Very likely	23%
Somewhat likely	34%
Not very likely	19%
Not likely at all	16%
Don't know/Not applicable	9%
<i>Likely (Net)</i>	<i>57%</i>
<i>Not Likely (Net)</i>	<i>34%</i>





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b. A spa service (e.g. massage, facial, manicure)

	3/15-16
Very likely	9%
Somewhat likely	18%
Not very likely	20%
Not likely at all	31%
Don't know/Not applicable	22%
<i>Likely (Net)</i>	27%
<i>Not Likely (Net)</i>	52%

c. Dining at a restaurant

	3/15-16
Very likely	24%
Somewhat likely	42%
Not very likely	19%
Not likely at all	13%
Don't know/Not applicable	3%
<i>Likely (Net)</i>	65%
<i>Not Likely (Net)</i>	32%

d. Picking up takeout from a restaurant

	3/15-16
Very likely	24%
Somewhat likely	40%
Not very likely	19%
Not likely at all	13%
Don't know/Not applicable	4%
<i>Likely (Net)</i>	64%
<i>Not Likely (Net)</i>	32%

e. A hotel stay

	3/15-16
Very likely	14%
Somewhat likely	33%
Not very likely	23%
Not likely at all	19%
Don't know/Not applicable	12%
<i>Likely (Net)</i>	47%
<i>Not Likely (Net)</i>	41%

f. Concert tickets

	3/15-16
Very likely	8%
Somewhat likely	22%
Not very likely	24%
Not likely at all	32%
Don't know/Not applicable	14%
<i>Likely (Net)</i>	30%
<i>Not Likely (Net)</i>	56%



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g. Tickets to a sporting event

	3/15-16
Very likely	8%
Somewhat likely	21%
Not very likely	21%
Not likely at all	33%
Don't know/Not applicable	17%
<i>Likely (Net)</i>	29%
<i>Not Likely (Net)</i>	54%

h. 'Essential' groceries - things you need

	3/15-16
Very likely	49%
Somewhat likely	33%
Not very likely	11%
Not likely at all	5%
Don't know/Not applicable	2%
<i>Likely (Net)</i>	82%
<i>Not Likely (Net)</i>	16%

i. 'Non-essential' groceries – things you don't necessarily need

	3/15-16
Very likely	13%
Somewhat likely	37%
Not very likely	31%
Not likely at all	15%
Don't know/Not applicable	3%
<i>Likely (Net)</i>	50%
<i>Not Likely (Net)</i>	47%

j. Travel fares (e.g. air, train, mass transit)

	3/15-16
Very likely	12%
Somewhat likely	27%
Not very likely	24%
Not likely at all	23%
Don't know/Not applicable	15%
<i>Likely (Net)</i>	39%
<i>Not Likely (Net)</i>	46%





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14. What would make you feel more comfortable to shop in a physical store again? Pick your top three options.

	3/15-16
All shoppers wear masks	50%
All staff wear masks	47%
Social distancing is strictly reinforced	24%
Hand sanitizer stations are located throughout the store	21%
Speed in getting in and out of store	16%
Seeing staff actively wiping down carts	16%
Availability of self check-outs	15%
Store is committed to frequent scheduled cleanings	15%
Seeing staff actively wiping down the interior	13%
Plexiglass that separates us from the cashier	12%
The store employees feel completely safe	12%
More loyalty program points for shopping in-store instead of online	10%
Can pay without touching anything	10%
I can see by its actions that the retailer cares about me	9%
Store has Health & Safety Certification prominently displayed on-site	8%
A fully touchless shopping experience	7%
New product displays of exclusive in-store offerings	5%
Sensor-based dispensers for trying samples	3%
Other	6%

15. Are you more or less excited for the upcoming the NCAA March Madness tournament, compared to the previous tournament in 2019?

	3/15-16
Much more excited	7%
Somewhat more excited	9%
As excited as last year	25%
Somewhat less excited	9%
Much less excited	19%
Don't know	30%
<i>More excited (Net)</i>	<i>17%</i>
<i>Less excited (Net)</i>	<i>28%</i>

16. Thinking about the upcoming the NCAA March Madness, please select all that apply:

	3/15-16
I don't plan to watch any of the games	56%
I plan to watch the games on TV or cable	22%
I plan to watch the games online or streaming	11%
I only really pay attention to college basketball during the tournament	10%
I plan to take part in a "bracket"	9%
I plan to watch the games in person with friends and family	8%
I plan to watch the games virtually with friends and family	6%
I plan to watch the games in person at a bar or restaurant	6%





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are some of the findings of the twenty-fourth wave of an Ipsos poll conducted between March 15-16, 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 twentieth wave was conducted January 20-21, 2021, among 1,115 adults
- The twenty-first wave was conducted February 2-3, 2021, among 1,115 adults
- The twenty-second wave was conducted February 17-18, 2021, among 1,115 adults
- The twenty-third wave was conducted March 2-3, 2021, among 1,115 adults.

The sample for this study was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and ["river" sampling](#) 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 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.





PUBLIC POLL FINDINGS AND METHODOLOGY

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=+/-4.8 percentage points).

- The first, fourth, fifth, sixth, seventh, eighth, ninth, eleventh, twelfth, thirteenth, fourteenth, fifteenth, sixteenth, seventeenth, eighteenth, twentieth, twenty-first, twenty-second and twenty-third 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 Insights and Analytics 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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