

PUBLIC POLL FINDINGS AND METHODOLOGY

Americans looking forward to the end of COVID-19 restrictions

Desire to see loved ones and go to public places among most anticipated activities

Topline Findings

Washington, DC, March 4, 2021 -- As states begin to lift coronavirus restrictions and more Americans receive vaccinations, a new Ipsos poll shows that the country is looking forward to leaving the pandemic in the past and returning to a sense of normalcy. With this sentiment comes the desire to see friends and family and enjoy public places.

Detailed Findings

1. Americans are most excited about an end to coronavirus restrictions and the ability to see those outside of their household.
 - The most anticipated event is not thinking about coronavirus or social distancing, with 74% saying that they are looking forward this activity.
 - Seventy-two percent of Americans look forward to not having to wear masks in public anymore.
 - Americans are excited to see their family and friends, with over sixty percent saying they look forward to meeting with friends and family outside of their household (62%) and have dinner in restaurant with their friends.
2. Americans are eager to both travel and go to events in public.
 - Fifty-six percent of Americans say they are look forward to going on holiday trips in the U.S. or abroad and going on spontaneous day trips. The difference in those currently doing these activities is important to note: only 7% of Americans are currently going on holiday trips, compared to 15% that are already going on day trips.
 - Around half of Americans are looking forward to going to parties such as birthdays or weddings (56%), bars or restaurants (52%), indoor cinemas or theaters (52%), and large public gatherings such as sporting or music events (50%).
3. Americans with children are excited to get their children out of the house.
 - Fifty-two percent of Americans with children are looking forward to taking their children to visit their grandparents.
 - Half of Americans with children are looking forward to sending their children back to school, with another sixteen percent reporting that their child or children are already attending school in-person.
4. There is less excitement among Americans in regards to returning to "normal" work conditions.
 - Among Americans that are currently employed, less than 40% are excited about seeing their work colleagues in person (38%), getting dressed in smart or stylish clothes (38%), and commuting to and from their place of work (27%).
 - Much of this lack of excitement comes from the fact that many Americans are already doing these activities. Thirty-five percent say they are already commuting to and from their place of work, while 28% say they already see their work colleagues in person.



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These are the findings of an Ipsos poll conducted between March 2-3, 2021. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:



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Full Annotated Questionnaire

1. Now thinking about when life returns to “normal” (i.e. back to how things were before the pandemic began). For each of the following, would you say you are looking forward to doing them or not looking forward to doing them?

Total Looking Forward to Doing Summary

	Total (N=1,005)
Not having to think about coronavirus or social distancing	74%
Not wearing a mask in public places	72%
Meeting with friends and family outside your household	62%
Having dinner in a restaurant with friends	61%
Greeting people with handshake/hug/kiss	58%
Going on holiday in the U.S. or abroad	56%
Going to parties (such as weddings or birthday parties)	56%
Going on a spontaneous day trip	56%
Going to bars or restaurants	52%
Going to indoor cinemas or theaters	52%
Taking your children to visit their grandparents	(N=253) 52%
Sending your children to school	(N=253) 50%
Having people over to your home for dinner	50%
Going to large public gatherings such as sport or music events	50%
Meeting new people	47%
Seeing your work colleagues again in person	(N=569) 38%
Getting dressed in smart or stylish clothes to go to work	(N=569) 38%
Going to indoor gyms or swimming pools	35%
Attending places of worship	35%
Going to the hairdressers	33%
Going on dates	33%
Commuting to and from your place of work	(N=569) 27%
Having people work in your home, i.e. nannies, cleaners, tradespeople or builders	24%

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a. Having people work in your home, i.e. nannies, cleaners, tradespeople or builders

	Total
Looking forward to doing this a great deal	10%
Looking forward to doing this a fair amount	14%
Not looking forward to doing this much	9%
Not looking forward to doing this at all	8%
Does not apply to me	42%
I am already doing this	11%
Don't know	7%
<i>Looking Forward to Doing (Net)</i>	<i>24%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>17%</i>

b. Going to the hairdressers

	Total
Looking forward to doing this a great deal	12%
Looking forward to doing this a fair amount	21%
Not looking forward to doing this much	6%
Not looking forward to doing this at all	4%
Does not apply to me	24%
I am already doing this	26%
Don't know	7%
<i>Looking Forward to Doing (Net)</i>	<i>33%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>10%</i>

c. **[Asked if child(ren) in household]** Sending your children to school

	Total (N=253)
Looking forward to doing this a great deal	32%
Looking forward to doing this a fair amount	19%
Not looking forward to doing this much	9%
Not looking forward to doing this at all	4%
Does not apply to me	19%
I am already doing this	16%
Don't know	3%
<i>Looking Forward to Doing (Net)</i>	<i>50%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>12%</i>

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d. Going to bars or restaurants

	Total
Looking forward to doing this a great deal	24%
Looking forward to doing this a fair amount	27%
Not looking forward to doing this much	9%
Not looking forward to doing this at all	5%
Does not apply to me	11%
I am already doing this	16%
Don't know	7%
<i>Looking Forward to Doing (Net)</i>	<i>52%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>15%</i>

e. Having dinner in a restaurant with friends

	Total
Looking forward to doing this a great deal	32%
Looking forward to doing this a fair amount	29%
Not looking forward to doing this much	7%
Not looking forward to doing this at all	4%
Does not apply to me	8%
I am already doing this	14%
Don't know	6%
<i>Looking Forward to Doing (Net)</i>	<i>61%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>11%</i>

f. Having people over to your home for dinner

	Total
Looking forward to doing this a great deal	25%
Looking forward to doing this a fair amount	25%
Not looking forward to doing this much	9%
Not looking forward to doing this at all	6%
Does not apply to me	16%
I am already doing this	13%
Don't know	6%
<i>Looking Forward to Doing (Net)</i>	<i>50%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>14%</i>

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g. Going to large public gatherings such as sport or music events

	Total
Looking forward to doing this a great deal	28%
Looking forward to doing this a fair amount	22%
Not looking forward to doing this much	12%
Not looking forward to doing this at all	7%
Does not apply to me	21%
I am already doing this	3%
Don't know	6%
<i>Looking Forward to Doing (Net)</i>	<i>50%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>19%</i>

h. Meeting with friends and family outside your household

	Total
Looking forward to doing this a great deal	34%
Looking forward to doing this a fair amount	28%
Not looking forward to doing this much	6%
Not looking forward to doing this at all	3%
Does not apply to me	6%
I am already doing this	18%
Don't know	5%
<i>Looking Forward to Doing (Net)</i>	<i>62%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>9%</i>

i. **[Asked if employed]** Seeing your work colleagues again in person

	Total (N=569)
Looking forward to doing this a great deal	15%
Looking forward to doing this a fair amount	23%
Not looking forward to doing this much	10%
Not looking forward to doing this at all	7%
Does not apply to me	12%
I am already doing this	28%
Don't know	4%
<i>Looking Forward to Doing (Net)</i>	<i>38%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>17%</i>

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j. Going on holiday in the U.S. or abroad

	Total
Looking forward to doing this a great deal	34%
Looking forward to doing this a fair amount	22%
Not looking forward to doing this much	7%
Not looking forward to doing this at all	7%
Does not apply to me	18%
I am already doing this	7%
Don't know	6%
<i>Looking Forward to Doing (Net)</i>	<i>56%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>13%</i>

k. Not wearing a mask in public places

	Total
Looking forward to doing this a great deal	44%
Looking forward to doing this a fair amount	27%
Not looking forward to doing this much	7%
Not looking forward to doing this at all	5%
Does not apply to me	4%
I am already doing this	5%
Don't know	7%
<i>Looking Forward to Doing (Net)</i>	<i>72%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>12%</i>

l. Going to indoor gyms or swimming pools

	Total
Looking forward to doing this a great deal	17%
Looking forward to doing this a fair amount	18%
Not looking forward to doing this much	7%
Not looking forward to doing this at all	7%
Does not apply to me	37%
I am already doing this	6%
Don't know	7%
<i>Looking Forward to Doing (Net)</i>	<i>35%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>14%</i>

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m. Meeting new people

	Total
Looking forward to doing this a great deal	21%
Looking forward to doing this a fair amount	27%
Not looking forward to doing this much	13%
Not looking forward to doing this at all	6%
Does not apply to me	13%
I am already doing this	11%
Don't know	9%
<i>Looking Forward to Doing (Net)</i>	47%
<i>Not Looking Forward to Doing (Net)</i>	19%

n. Going on dates

	Total
Looking forward to doing this a great deal	19%
Looking forward to doing this a fair amount	14%
Not looking forward to doing this much	6%
Not looking forward to doing this at all	4%
Does not apply to me	41%
I am already doing this	9%
Don't know	7%
<i>Looking Forward to Doing (Net)</i>	33%
<i>Not Looking Forward to Doing (Net)</i>	10%

o. Greeting people with handshake/hug/kiss

	Total
Looking forward to doing this a great deal	31%
Looking forward to doing this a fair amount	27%
Not looking forward to doing this much	12%
Not looking forward to doing this at all	8%
Does not apply to me	7%
I am already doing this	9%
Don't know	6%
<i>Looking Forward to Doing (Net)</i>	58%
<i>Not Looking Forward to Doing (Net)</i>	20%

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p. **[Asked if employed]** Commuting to and from your place of work

	Total (N=569)
Looking forward to doing this a great deal	13%
Looking forward to doing this a fair amount	14%
Not looking forward to doing this much	11%
Not looking forward to doing this at all	11%
Does not apply to me	12%
I am already doing this	35%
Don't know	4%
<i>Looking Forward to Doing (Net)</i>	<i>27%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>22%</i>

q. **[Asked if employed]** Getting dressed in smart or stylish clothes to go to work

	Total (N=569)
Looking forward to doing this a great deal	18%
Looking forward to doing this a fair amount	21%
Not looking forward to doing this much	11%
Not looking forward to doing this at all	10%
Does not apply to me	23%
I am already doing this	14%
Don't know	4%
<i>Looking Forward to Doing (Net)</i>	<i>38%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>22%</i>

r. Going to parties (such as weddings or birthday parties)

	Total
Looking forward to doing this a great deal	28%
Looking forward to doing this a fair amount	27%
Not looking forward to doing this much	10%
Not looking forward to doing this at all	6%
Does not apply to me	14%
I am already doing this	7%
Don't know	7%
<i>Looking Forward to Doing (Net)</i>	<i>56%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>16%</i>

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s. Attending places of worship

	Total
Looking forward to doing this a great deal	18%
Looking forward to doing this a fair amount	17%
Not looking forward to doing this much	5%
Not looking forward to doing this at all	5%
Does not apply to me	36%
I am already doing this	12%
Don't know	7%
<i>Looking Forward to Doing (Net)</i>	<i>35%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>10%</i>

t. Going to indoor cinemas or theaters

	Total
Looking forward to doing this a great deal	25%
Looking forward to doing this a fair amount	27%
Not looking forward to doing this much	12%
Not looking forward to doing this at all	8%
Does not apply to me	18%
I am already doing this	3%
Don't know	7%
<i>Looking Forward to Doing (Net)</i>	<i>52%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>20%</i>

u. **[Asked if child(ren) in household]** Taking your children to visit their grandparents

	Total (N=253)
Looking forward to doing this a great deal	27%
Looking forward to doing this a fair amount	25%
Not looking forward to doing this much	5%
Not looking forward to doing this at all	4%
Does not apply to me	14%
I am already doing this	21%
Don't know	4%
<i>Looking Forward to Doing (Net)</i>	<i>52%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>9%</i>

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v. Going on a spontaneous day trip

	Total
Looking forward to doing this a great deal	28%
Looking forward to doing this a fair amount	28%
Not looking forward to doing this much	6%
Not looking forward to doing this at all	4%
Does not apply to me	12%
I am already doing this	15%
Don't know	7%
<i>Looking Forward to Doing (Net)</i>	<i>56%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>10%</i>

w. Not having to think about coronavirus or social distancing

	Total
Looking forward to doing this a great deal	52%
Looking forward to doing this a fair amount	22%
Not looking forward to doing this much	5%
Not looking forward to doing this at all	4%
Does not apply to me	5%
I am already doing this	6%
Don't know	6%
<i>Looking Forward to Doing (Net)</i>	<i>74%</i>
<i>Not Looking Forward to Doing (Net)</i>	<i>9%</i>



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About the Study

These are some of the findings of an Ipsos poll conducted between March 2-3, 2021. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample 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.

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 3.5 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=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points).

For more information on this news release, please contact:

Mallory Newall
Director, US
Public Affairs
+1 202 420-2014
mallory.newall@ipsos.com

Kate Silverstein
Media Relations Specialist, US
Public Affairs
+1 718 755-8829
kate.silverstein@ipsos.com





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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.

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